

# THOMSON PL.

FORT POINT

# Thomson Place Placemaking Updates

- 03. Neighborhood**
- 04. Brand Identity**
- 05. Signage & Graphic Updates**
- 14. Lighting**
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# THOMSON PL. FORT POINT

## WHERE INNOVATION MEETS TRADITION

Yellow line indicates boundary of Thomson Place Properties

### Key

- Approach 1 (Primary)
- Approach 2 (Primary)
- Approach 3 (Secondary)
- Approach 4 (Secondary)
- Approach 5 (Secondary)
- Approach 6 (Secondary)



THOMSON PL.

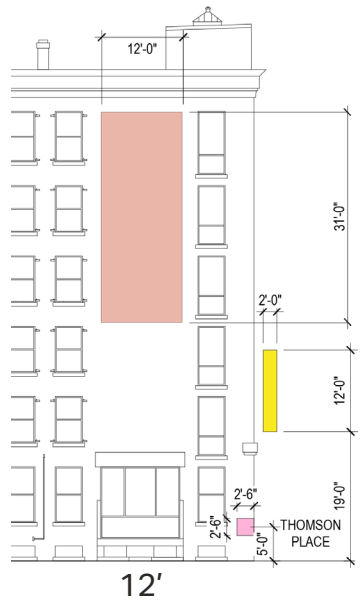
THOMSON PLACE  
FORT POINT

THOMSON PL.  
FORT POINT

THOMSON PLACE  
FORT POINT

# SIGNAGE & GRAPHIC ADDITIONS

# THOMSON PLACE/FARNSWORTH STREET E SOUTH - FACADE UPDATE



Brick wrap is an adhesive-backed vinyl building wrap that is intended for rough-textured surfaces like brick. This material can be easily removed with no damage to the brick.

The artwork will be distressed/faded to give the impression of a sign that has been in place for some time

Future signage location



**Artwork**  
Refer to elevations for dimensional information

**Existing / Inspiration**

**Existing**

**Proposed**

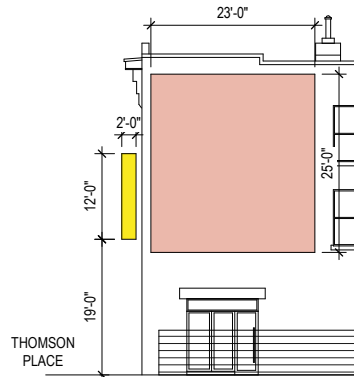
## 25 THOMSON PLACE E SOUTH: BAR TACO WALL

Using the area as our inspiration we will highlight innovation over time with a large graphic incorporating industrial cues from the neighborhoods rich history paired with language to create a sense of place. We will also include the new logo and mark.

The artwork will be distressed/ faded to give the impression of a sign that has been in place for some time



Painted Sign Inspiration from the Past



Existing



Artwork

Refer to elevations for dimensional information



Proposed Placement

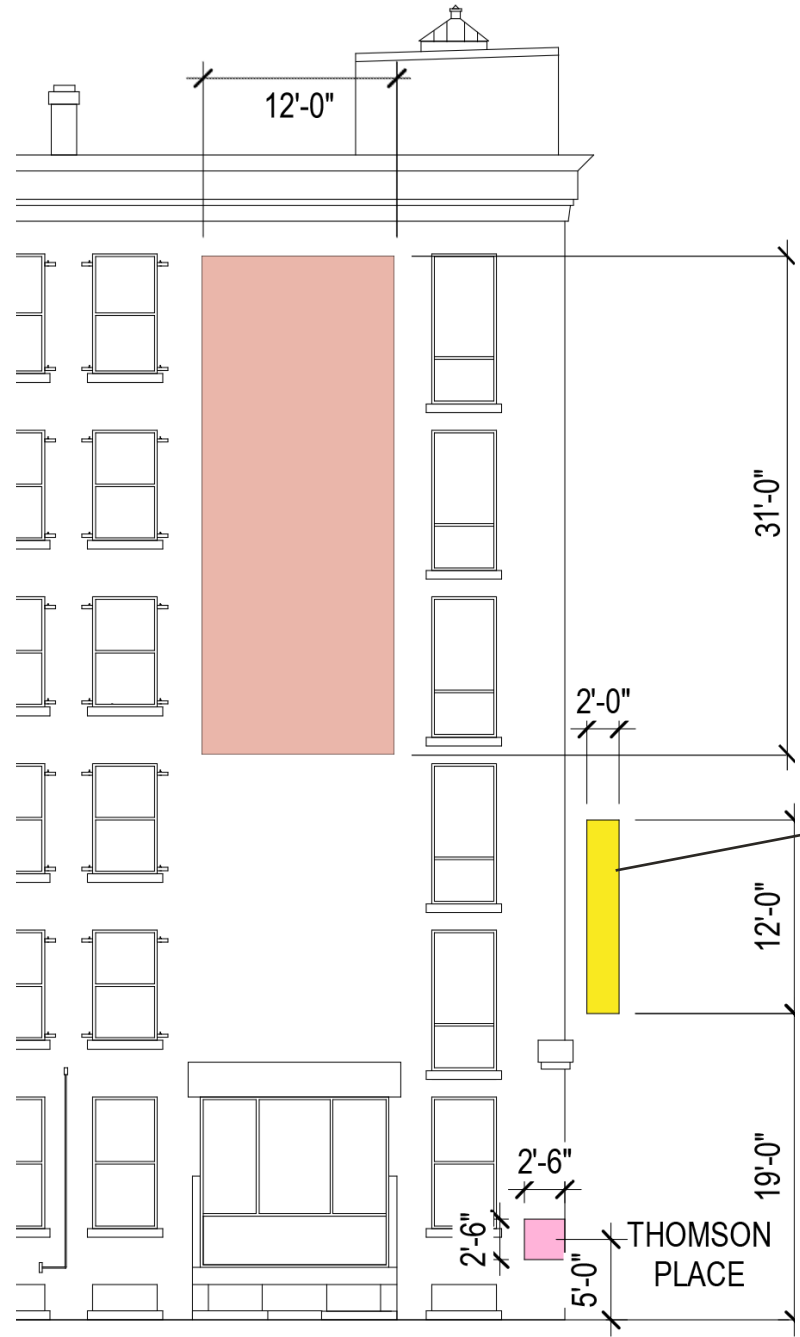
Brick wrap is an adhesive-backed vinyl building wrap that is intended for rough-textured surfaces like brick. This material can be easily removed with no damage to the brick.

# BOSTON BUILDING WRAPS - PREVIOUS INSTALLATIONS





# BRANDED BANNERS



These would be mesh vinyl banners that would include pole pockets on the top & bottom to secure to the mounting hardware.

The mesh has tiny holes in the product to let wind through the banners which will hold up great in Boston.

12' banners establish a sense of place along the street



Proposed

Side A - Facing Seaport Boulevard



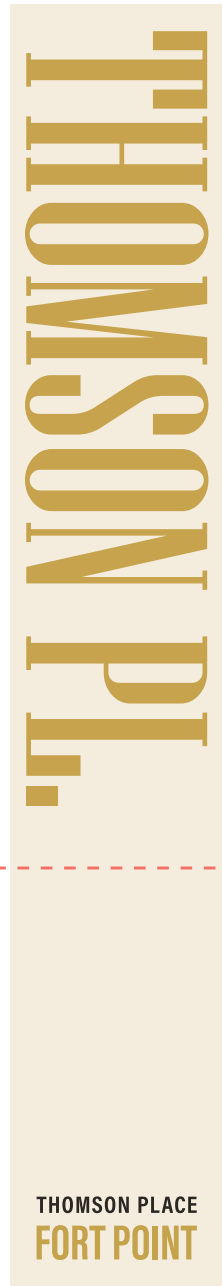
Side B - Facing Congress Street



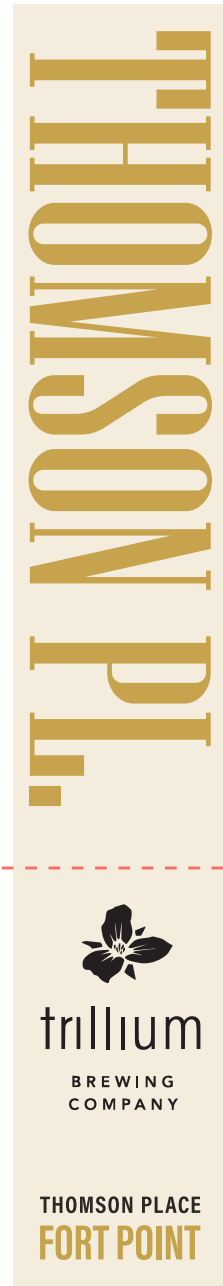
Neighborhood precedent

Congress and Thomson, Seaport Boston MA.

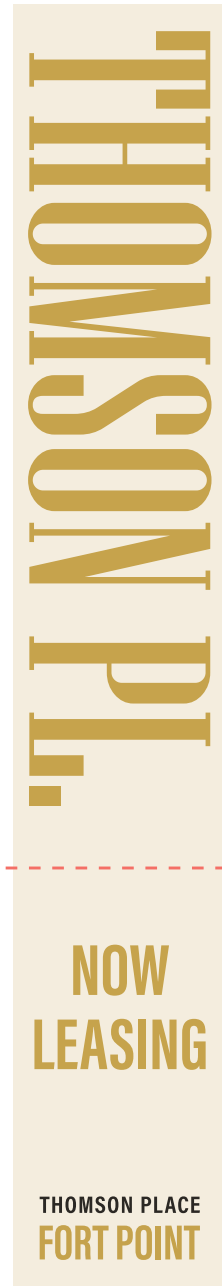
# BRANDED BANNERS: CONTENT OPTIONS



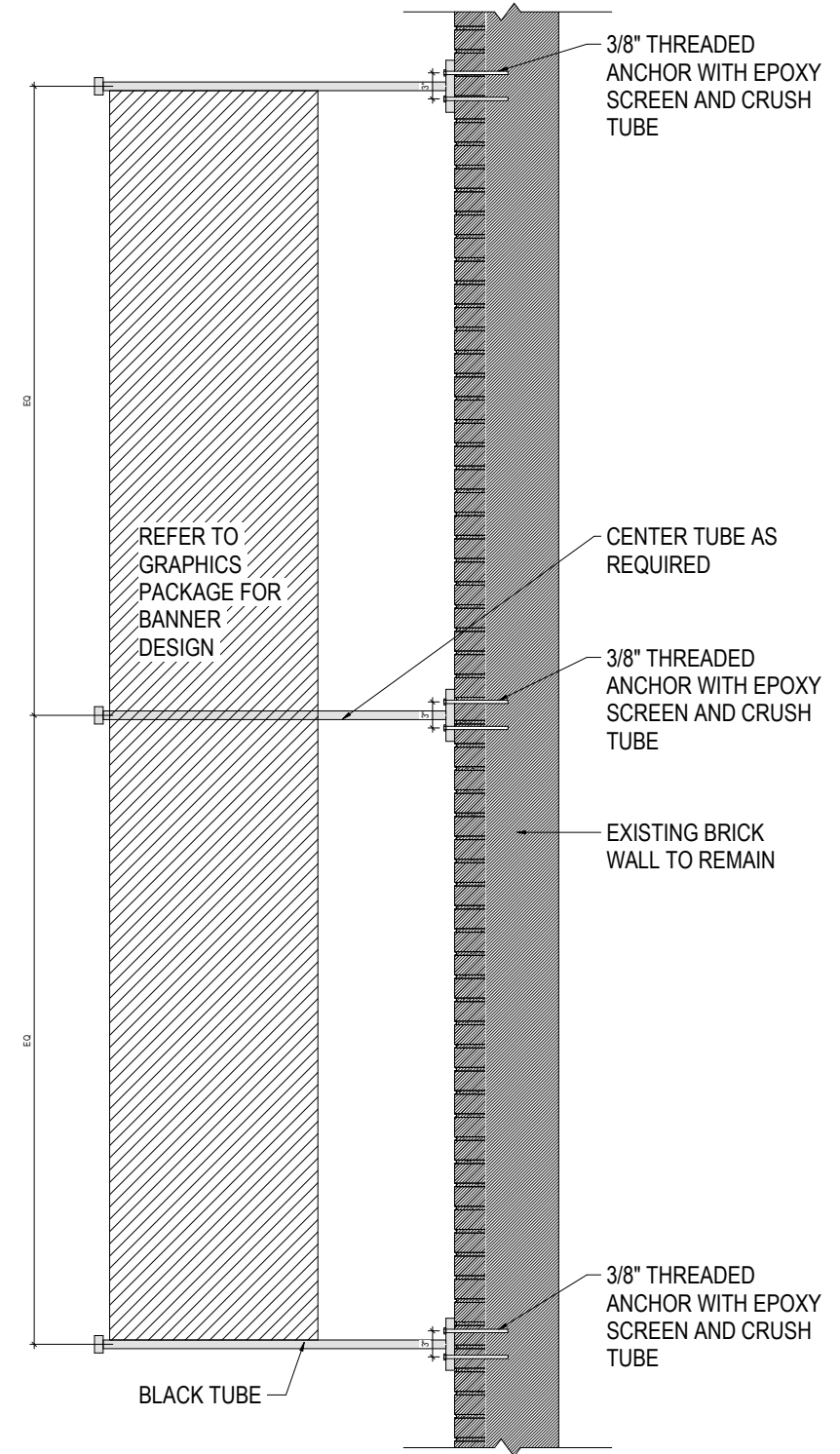
Generic Thomson Branding



Highlight Tenants



Advertising Vacant Tenant Space

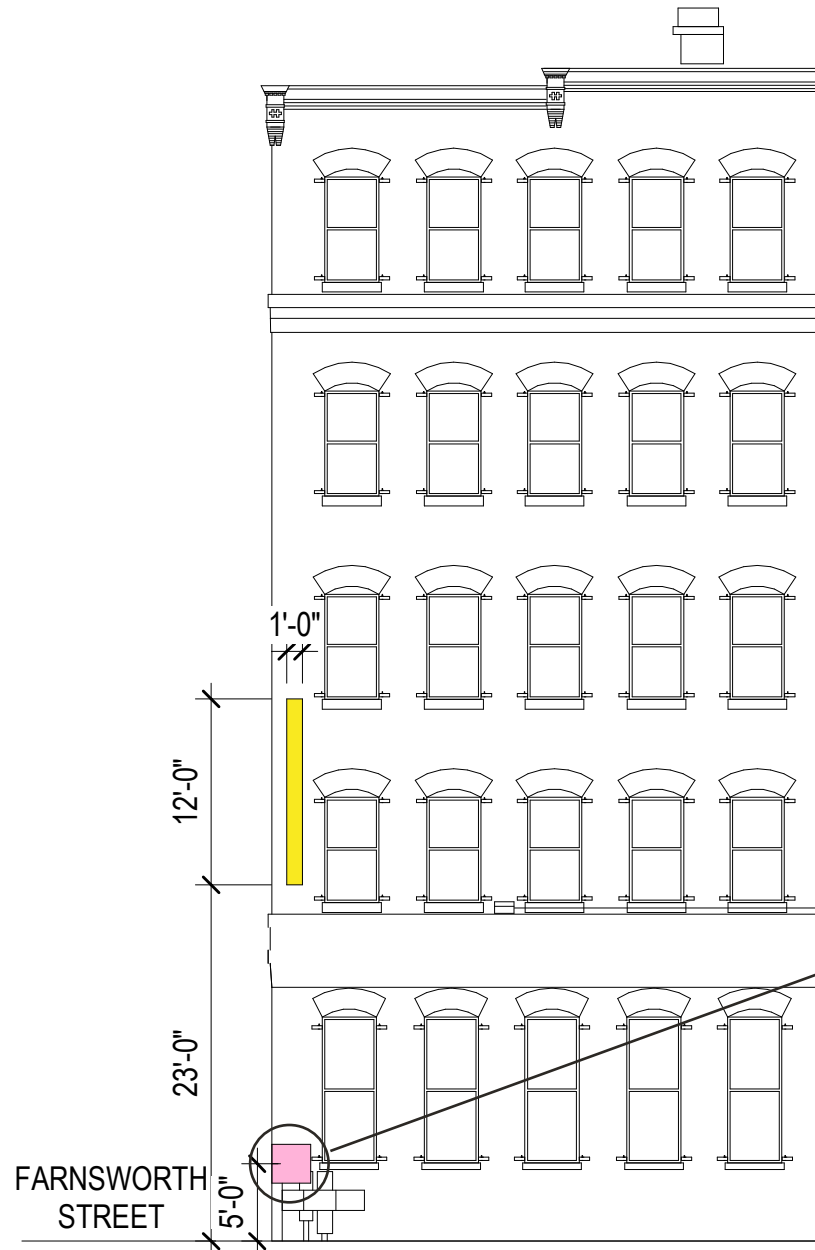


## BANNERS IN CONTEXT

Banners will be double sided with the black facing Congress St. and the cream facing Seaport Blvd.



CORNER WAYFINDING



Corner wayfinding - wrapping around the corner of buildings

Pin Mounted

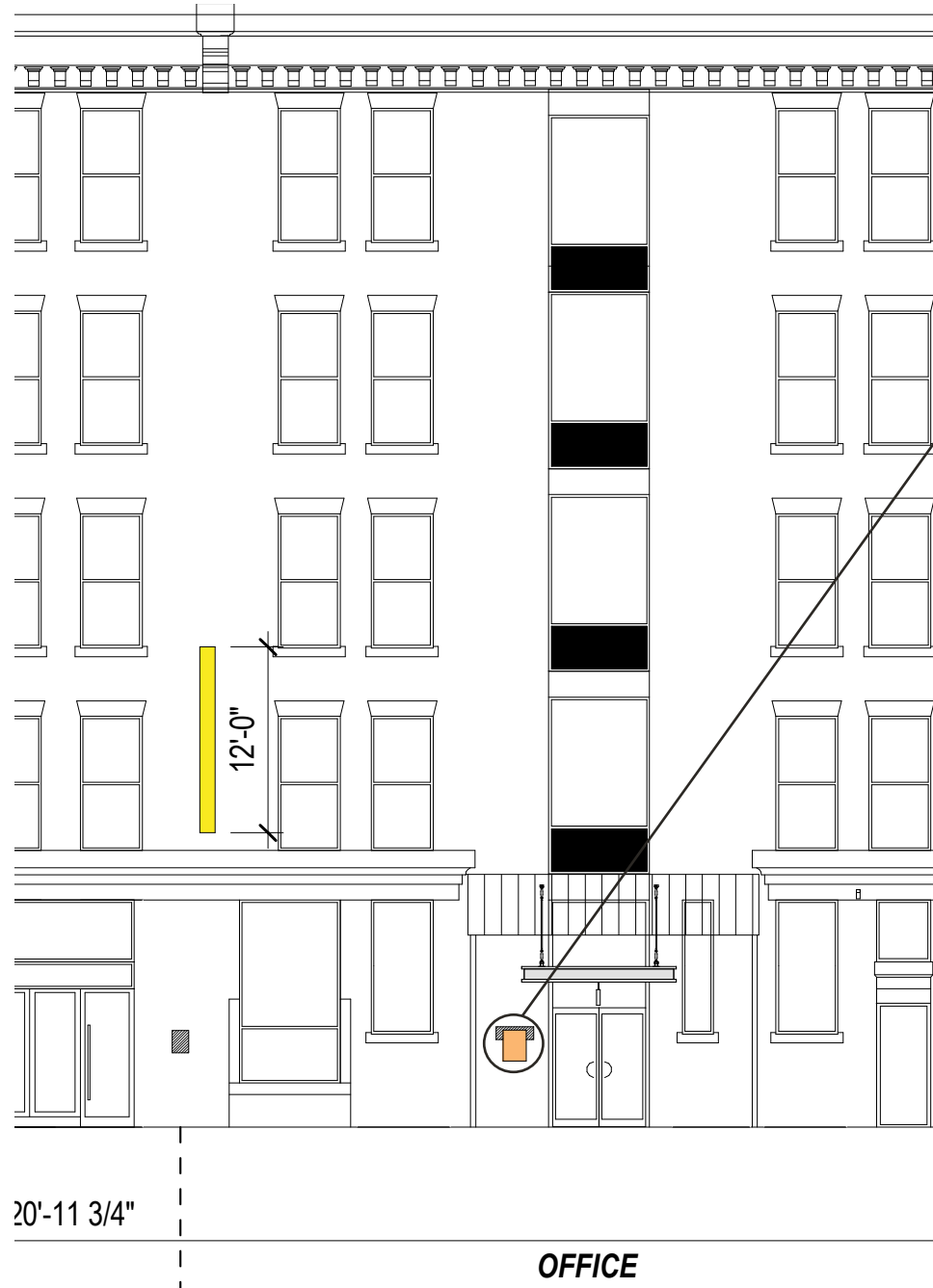
Black Metal, decal names and arrows to be easily updated



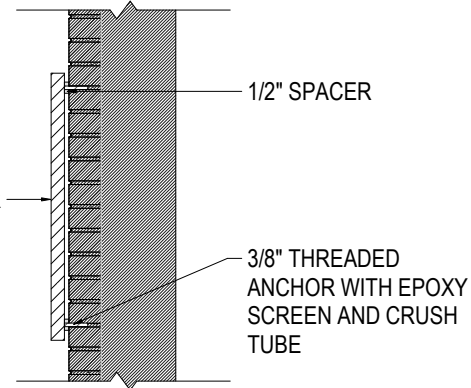
Proposed



**PARKING SIGNS**



REFER TO GRAPHICS PACKAGE FOR SIGNAGE DESIGN



Branded parking signage to replace existing parking signage. Unified under the Thomson Place brand

Aluminum, pin mounted into brick at key points along the street



Existing

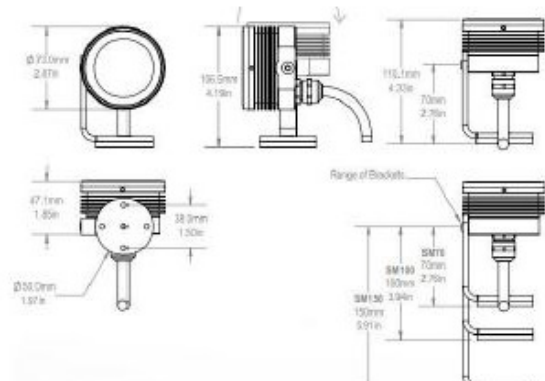
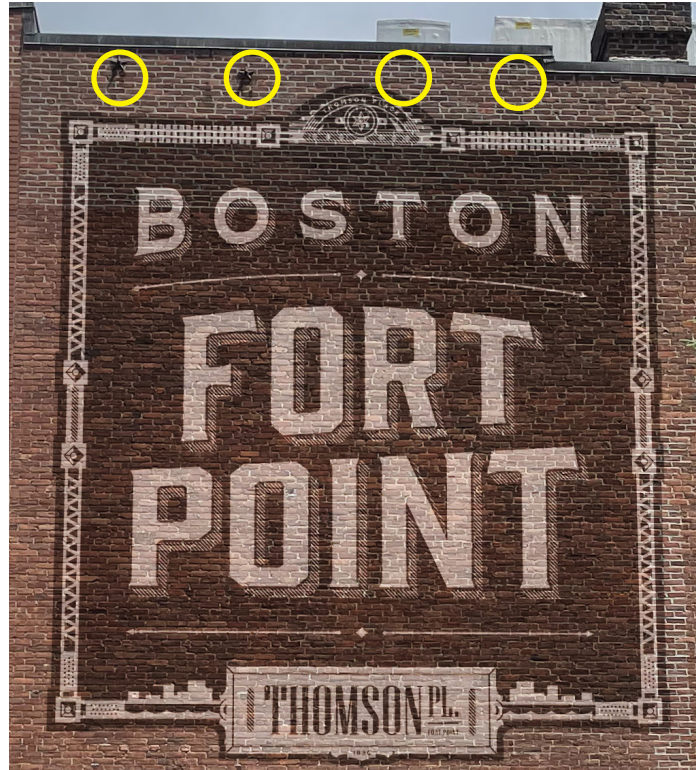


Proposed

# LIGHTING

# SPOT LIGHTING

Additional small scale, inconspicuous lighting proposed on the Thomson Place branded murals to enhance the experience at night.



**Proposed:** Lighting over brick wrap murals. Spot lighting for future signage on upper brick area

# VENDORS





### Singage/Wayfinding/Art

#### Boston Building Wraps

Location: Boston MA

<https://bostonbuildingwraps.com/>

#### Details:

- Experience: The Hub, Boston
- Exterior Signage/Wayfinding
- Building coverings
- Custom outriggers
- Mural alternatives

### Lighting

#### Illuminate New England

Location: Burlington MA

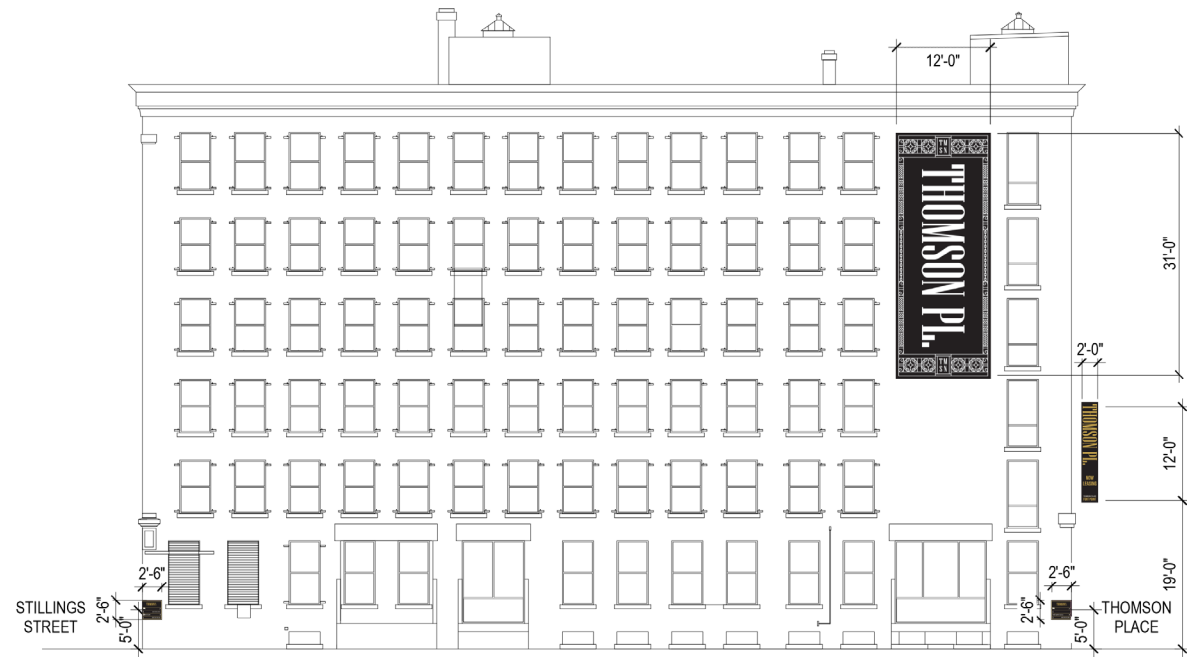
<https://illuminatene.com/eastern/>

# ELEVATIONS

# ELEVATIONS



Thomson Place Elevation East



35 Thomson Place, Elevation North



19 Thomson, Elevation South

# ELEVATIONS



Farnsworth Elevation

Farnsworth Elevation South



Thomson Place, Elevation West

# ELEVATIONS



Stillings Elevations West

**THANK YOU**