

Proposed 5 Necco Masterplan Retail Signage  
5 Necco Street  
Boston, MA  
August 26, 2024

FOR APPROVAL:

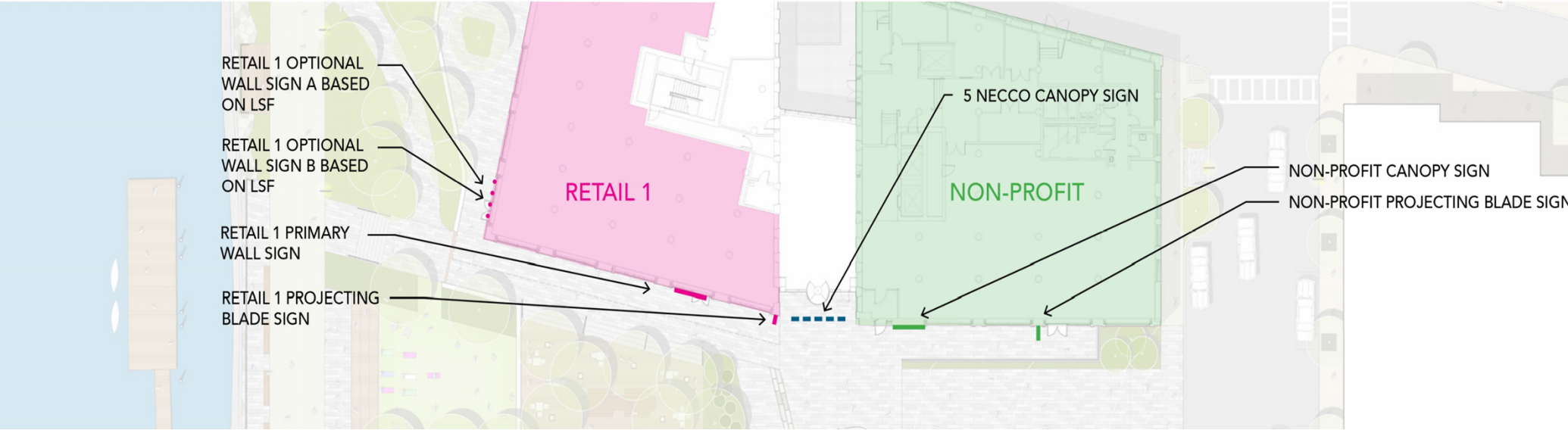


Approved By: \_\_\_\_\_

Date: \_\_\_\_\_

08/27/2024

# 5 NECCO: RETAIL SIGN LOCATION PLAN



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# 5 NECCO RETAIL SIGNAGE GUIDELINES

Tenants are encouraged to use signage to express their brand identity in a creative way that is distinctive and reflective of 5 Necco Street. These guidelines were developed in advance of any retail tenancy at 5 Necco. All signage is subject to Landlord and Planning Department approval. Tenants are responsible for sign permitting. 5 Necco signage is under jurisdiction of Fort Point Channel Landmark District.

## SIGN TYPES + QUANTITIES:

See "Signage Details" for perspective views and elevations outlining allowable sign types and quantities.

## SIZE:

Sign area shall not exceed sizing parameters as illustrated in signage elevations. Text sizing within these parameters may not exceed 24" letter height. Signage locations and sizes should correspond with primary and secondary entrances. In other words, a primary larger sign should be placed above or at a primary entrance.

## MATERIALS:

All sign materials must be durable, exterior grade quality and designed to withstand weather and wind conditions. Fabrication must conform to excellent industry standards and quality workmanship.

## DESIGN:

Signs shall appear balanced and in scale within the designated sign space and architectural context. Tagline and service descriptions are prohibited.

## INSTALLATION & MOUNTING:

Tenant signs shall be integrated into the overall building design per specified locations as shown in the location plan and signage elevations. Signage must be installed so as not to damage or obscure architectural features. All attachments to the building must match black color and finish. Ornamental hardware may be considered by the Landlord. Blade signs must be mounted with proper clearance as illustrated in signage elevations.

All attachments to the building must match black color and finish

Final mounting hardware to be reviewed and approved by Planning Department and Landlord.

## ILLUMINATION:

Internal illumination is allowed for sign content that includes alphanumeric characters and logos. Backing panels, sign faces, sign boxes, and structural elements must not be internally illuminated. All wiring must be concealed. Signs must be designed to avoid light leaks, glare and visible light sources. The City of Boston does not consider neon lighting and all illumination details are subject to review from the Planning Department.

Tenants may use enclosed rendering files to help illustrate sign design intent for Landlord review along with signage elevations and details.

## 5 NECCO: RETAIL 1 SIGNAGE DETAILS

\* To be coordinated with future retail tenants' Primary and Secondary entrance doors.  
 Future Tenant plans to be reviewed with FPC Landmark District and Planning Department.



**RENDERING**  
 VIEW FROM WATER/15 NECCO

\*Optional Secondary signage Sign A (Qty1)  
 Signage to either fit within metal louver above glazing or directly above louver adhered to brick. Future tenant signage shall be consistent with initial tenant signage.

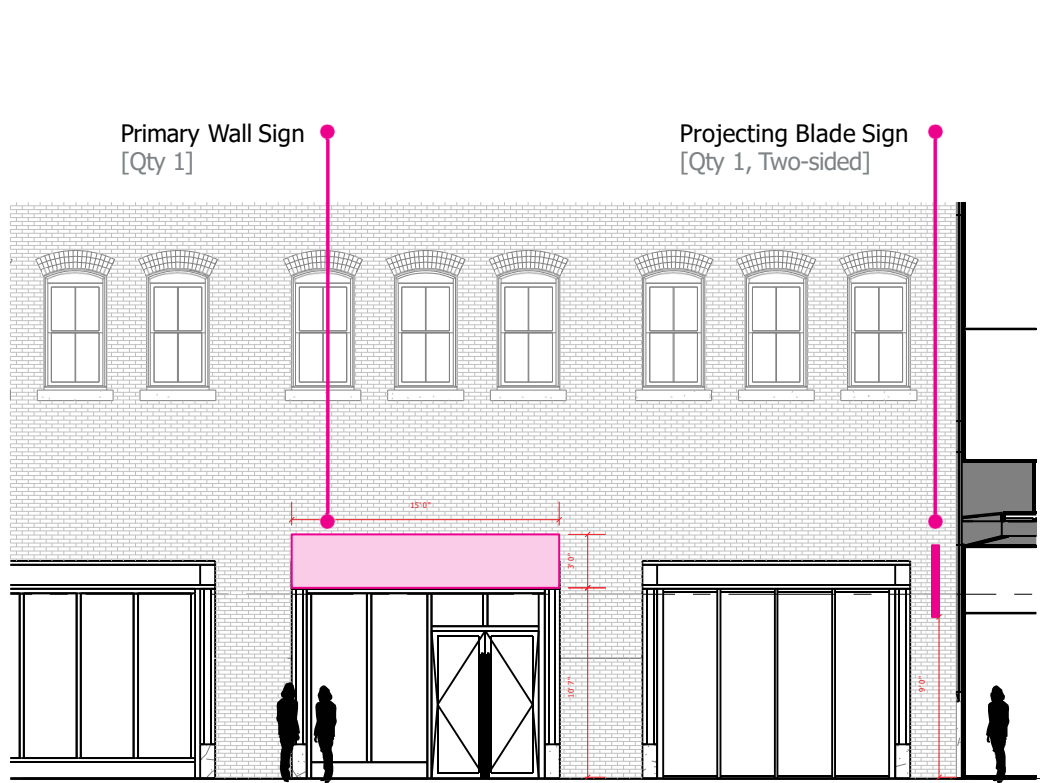
\*Optional Secondary signage Sign B (Qty1)  
 Signage to either fit within metal louver above glazing or directly above louver adhered to brick. Future tenant signage shall be consistent with initial tenant signage.

Primary Wall Sign  
 [Qty 1]

Projecting Blade Sign  
 [Qty 1, Two-sided]

## 5 NECCO: RETAIL 1 SIGNAGE DETAILS

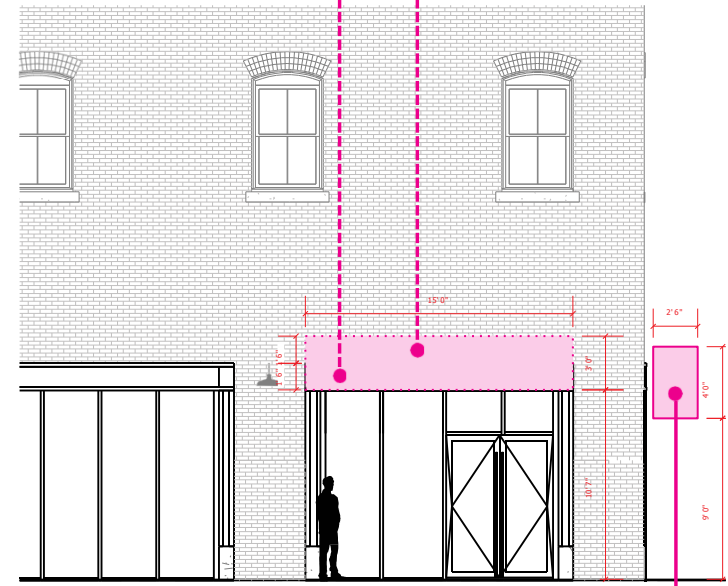
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**SOUTH ELEVATION A**  
VIEW FROM 15 NECCO BUILDING

\*Optional Secondary signage Sign A (Qty1) Signage to either fit within metal louver above glazing or directly above louver adhered to brick. Future tenant signage shall be consistent with initial tenant signage.

\*Optional Secondary signage Sign B (Qty1) Signage to either fit within metal louver above glazing or directly above louver adhered to brick. Future tenant signage shall be consistent with initial tenant signage.



**WEST ELEVATION**  
VIEW FROM WATERFRONT

**Projecting Blade Sign**  
[Qty 1, Two-sided]

## 5 NECCO: NON-PROFIT SIGNAGE DETAILS

Future Tenant plans to be reviewed with FPC Landmark District and Planning Department.



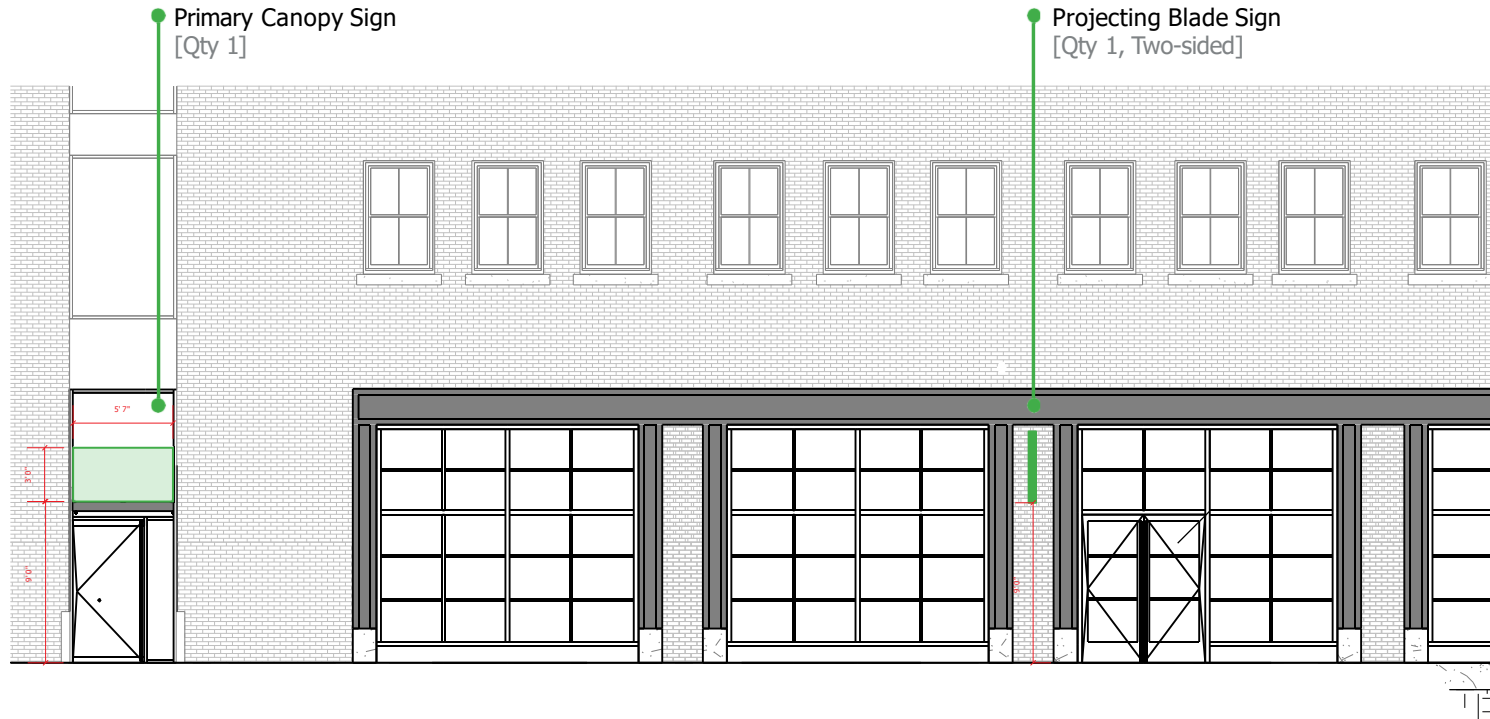
Primary Canopy Sign  
[Qty 1]

Projecting Blade Sign  
[Qty 1, Two-sided]

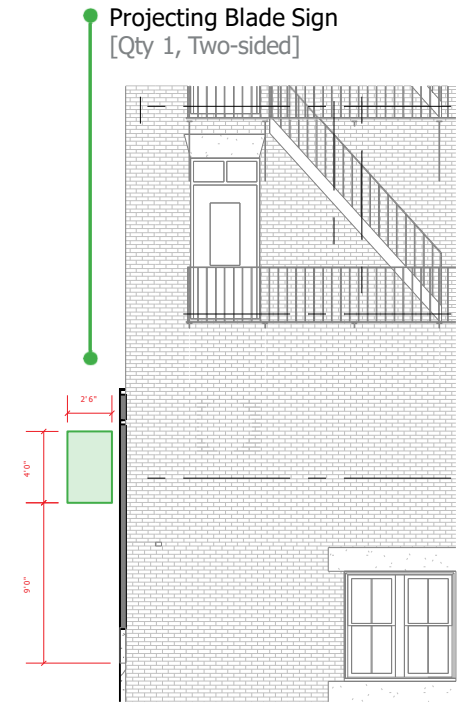
RENDERING  
VIEW FROM NECCOSTREET

# 5 NECCO: NON-PROFIT SIGNAGE DETAILS

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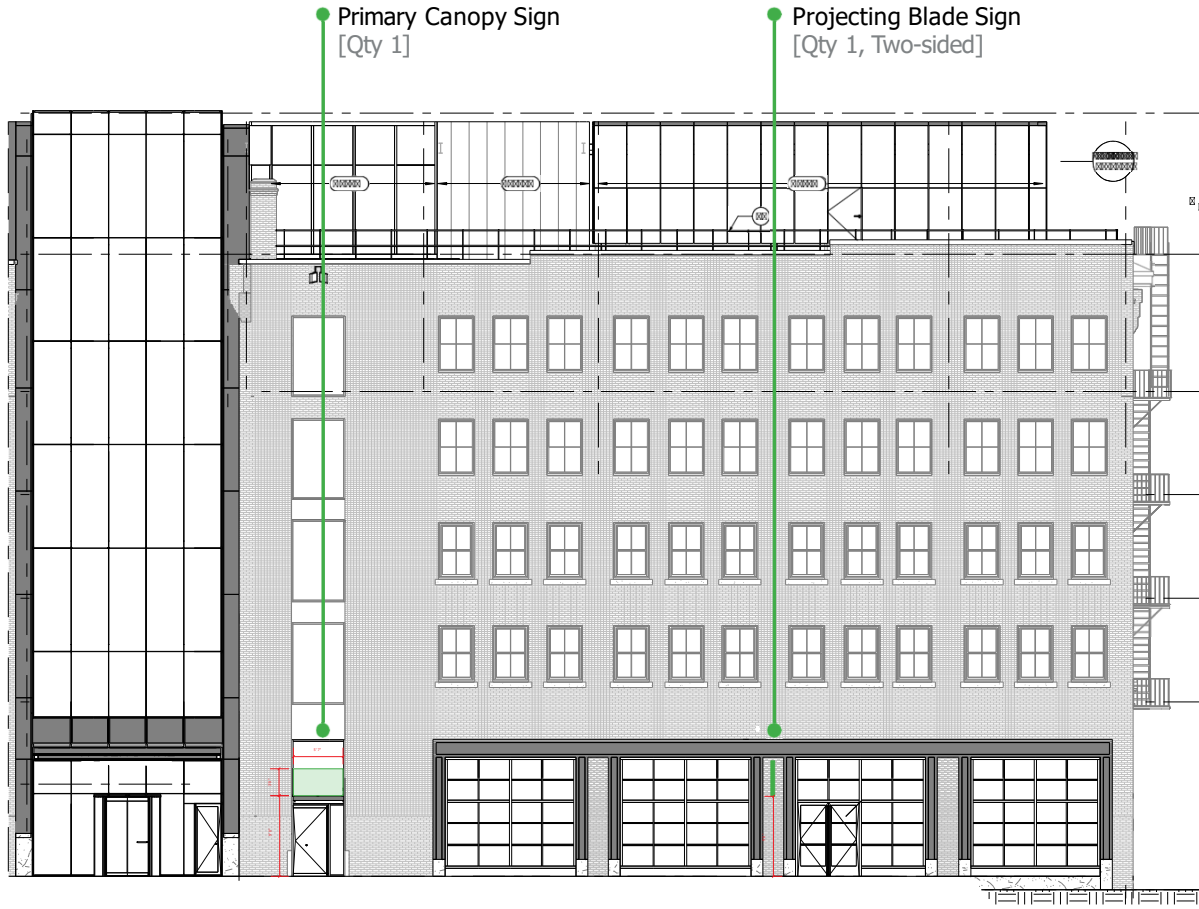
**SOUTH ELEVATION B**  
VIEW FROM 15 NECCO BUILDING



**EAST ELEVATION**  
VIEW FROM NECCOSTREET

# 5 NECCO: OVERALL SIGNAGE ELEVATIONS

\* To be coordinated with future retail tenants' Primary and Secondary entrance doors.  
Future Tenant plans to be reviewed with FPC Landmark District and Planning Department.



**SOUTH ELEVATION B**  
VIEW FROM 15 NECCO BUILDING



**EAST ELEVATION**  
VIEW FROM NECCOSTREET

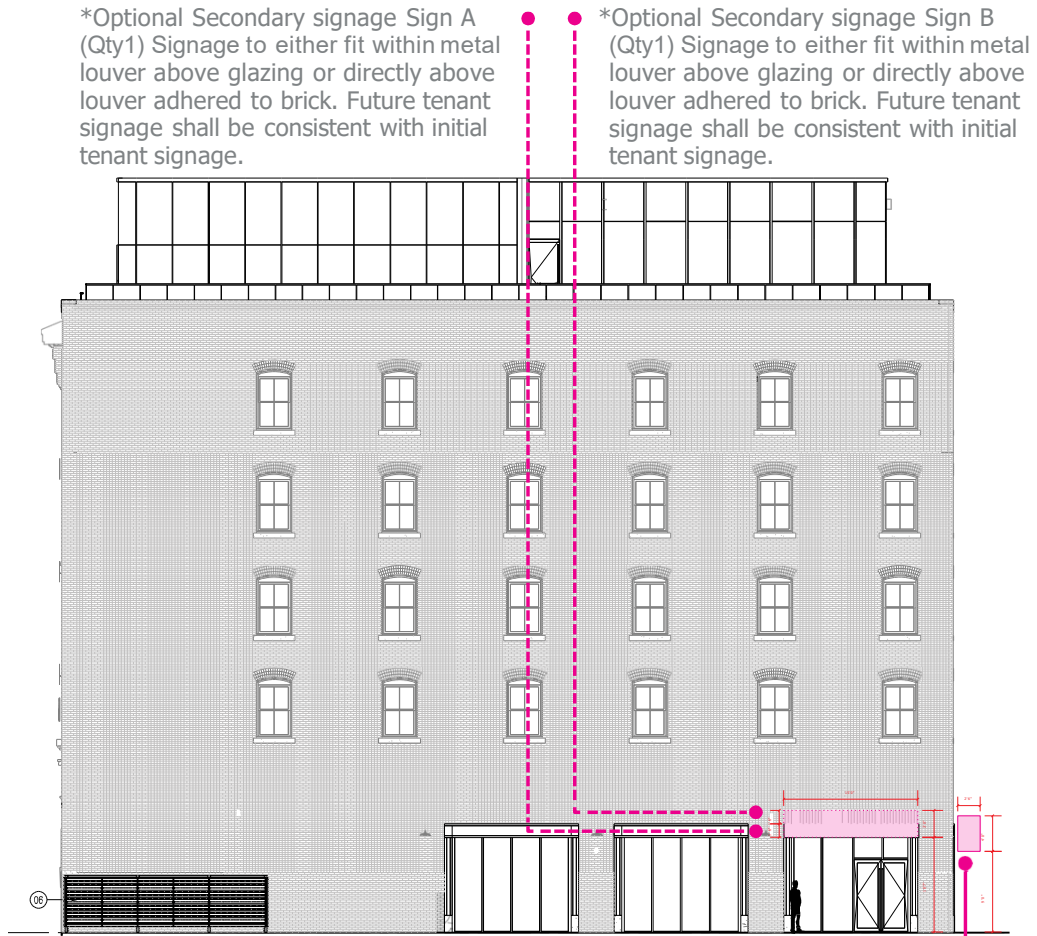


## 5 NECCO: OVERALL SIGNAGE ELEVATIONS

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**SOUTH ELEVATION A**  
VIEW FROM 15 NECCO BUILDING



**WEST ELEVATION**  
VIEW FROM WATERFRONT

**Projecting Blade Sign**  
[Qty 1, Two-sided]