

TOWN OF HINGHAM

Office of Town Clerk

210 Central Street * Hingham, Massachusetts 02043 * (781)740-1410



TO: Board of Appeals Under the Zoning By-Law

Date papers listed below filed with me: 10/4/2019

Date this delivered to Board of Appeals Office: 10/7/2019

In accordance with applicable statutory and by-law provisions, I transmit herewith the papers listed below. Except as specifically herein, no representation is made or implied to the applicant concerning any aspect of this matter.

Town Clerk/Assistant Town Clerk

Derby Street Shops
100 Derby Street

- Applications For Zoning Hearing, Form 2; 2 pgs
- Supporting Statement-Requested Findings, Form 2D Special Permit A2 Site Plan Review; 3 pgs
- Derby St. Shops Sign Criteria; 8 pgs
- Updated letter; 5 pgs
- Map of Derby Street Shops, 1 pg
- Check # 740 in the amount of \$300 made payable to the Town of Hingham

TOWN OF HINGHAM

FORM 2



BOARD OF APPEALS
781-741-1494

PLANNING BOARD
781-741-1419

APPLICATION FOR
ZONING HEARING



Application Date October 3, 2019

The undersigned hereby petitions the Board of Appeals and/or the Planning Board for the following:

Appeal Variance Special Permit A1
 Special Permit A2 Site Plan Review Special Permit A3

Subject Property Derby Street Shops Zoning District South Hingham Overlay District/
Industrial Park

Petitioner's Name W/S/M Hingham Properties LLC Address 33 Boylston Street, Suite 3000
Victoria Maguire Chestnut Hill, MA 02467
Name _____ Address _____
Name _____ Address _____

Brief Description of Work:

W/S/M Hingham Properties LLC seeks to update the special permit for the Derby Street Shops to a designation under the Town of Hingham Zoning By-Law Section 4.17 - Shopping Center as the existing uses in the Derby Street Shops all fall within this category and the property is widely acknowledged as a shopping center. Also seeking consideration of 3.3 Private School; 3.4 Nursery School; 3.8A - Clinic; 4.13 - Commercial Outdoor Amusement; V-E Personal Wireless Service Facility

- Applicants for an **Appeal** must complete **Form 2A**
- Applicants for a **Variance** must complete **Form 2B**
- Applicants for a **Special Permit A1** must complete **Form 2C**
- Applicants for a **Special Permit A2** must complete **Form 2D**
- Applicants for a **Special Permit A3** must complete **Form 2E**

Form 2

The undersigned is X the owner of the subject property, or _____ the holder of a written option to purchase the subject property, or _____ the holder of a valid lease to the subject property. (In this last instance written authorization from the property owner must be submitted with the other application documents.)

Record title to the subject property stands in the name(s) W/S/M Hingham Properties LLC

Address of owner of record c/o WS Development
33 Boylston Street, Chestnut Hill, MA 02467

Title Reference:

(Unregistered land) Plymouth County Registry of Deeds, Book _____, Page _____

(Registered land) Land Court Certificate of Title No. _____, Book _____, Page _____

State briefly what is currently on the premises:

Property is currently being used as a shopping center and this application proposes to keep it as such.

Attorney, agent, or other representative acting for petitioner:

Name Robert Devin Address 80 Washington Street, Bldg S
Norwell, MA 02061

Name _____ Address _____

Written evidence of agent's standing to represent petitioner may be requested.

Signed as a statement of fact under the pains and penalties of perjury, this 3rd day of October, 20019.

SIGNATURE 

(Petitioner/Agent)

Print Name Victoria Maguire

33 Boylston Street, Suite 3000
Address Chestnut Hill, MA 02467

Tel. No. 617-232-8900

check all that apply:

- Property Owner(s)
- Applicant
- Owner's Agent
- Applicant's Agent

Note: Do not attempt to discuss the merits of your case with any member of the Board of Appeals and/or the Planning Board at any time after filing this application and prior to the hearing thereon.

RECEIVED

OCT -4 2019

Town Clerk
Hingham, MA

TOWN OF HINGHAM



**SUPPORTING STATEMENT -
REQUESTED FINDINGS**

BOARD OF APPEALS

**FORM 2D
SPECIAL PERMIT A2
SITE PLAN REVIEW**

Petitioner W/S/M Hingham Properties LLC seeks

a Special Permit A2 under Section(s) 4.17 - Shopping Center; 3.3 - Private School; 3.4 - Nursery School; 3.8A - Clinic; 4.13 - Commercial outdoor amusement; V-E Personal Wireless Service Facility

of the Zoning By-Law for property located at 96 Derby St., 100 Derby St. and 124 Old Derby St.

and asks the the Board of Appeals make the following findings of fact in accordance with the provisions of law and Section I-G and I-I of the Hingham Zoning By-Law:

1. The proposed use is consistent with the general purposes of this By-Law and will not adversely affect the health, safety or welfare of the prospective occupants, neighbors, or the Town generally, for the following reasons:

W/S/M Hingham Properties LLC seeks to update the Special Permit for the Derby Street Shops to a 4.17 Shopping Center designation and other uses we feel would be complementary to the shopping center in the future. The uses requested are consistent with and/or complementary to the existing uses on the property and the property footprint will not be physically modified as a result of this request.

2. The proposed development meets accepted design standards and criteria for the functional design of facilities, structures and site construction, in the following way(s).

No changes to the physical layout of the property are proposed at this time. The property will continue to meet the accepted design standards and criteria for the operation of the property.

ZBA – 10/2001

Form 2D

3. The proposed development will not create adverse impacts, or such potential adverse impacts will be mitigated, so that development will be compatible with the surrounding area, in the following way(s):
Derby Street Shops has been and will continue to be operated as the premier shopping destination for the South Shore. W/S/M Hingham Properties takes great care to mitigate any adverse impacts created by the property and is proud of the many positive impacts the property its tenants and its community based events have on the surrounding South Shore community.

4. The proposed use provides safe access and circulation, taking into account driveways, entrances and exits, nearby intersections, sight distances and grades, in the following way(s):
W/S/M Hingham Properties has developed a comprehensive Parking, Traffic and Construction Management program for the property in coordination with the Planning Board. This program will continue to be in place under the new Special Permit and will help ensure safe access and circulation throughout the property.

W/S/M Hingham Properties has also recently implemented several improvements such as a wayfinding signage program on the property and has an application before MassDOT for the addition of a no left turn island at one of the property exits.

5. a) Off-street parking in compliance with Section V-A of the By-Law is provided as follows:

The property currently meets the off-street parking requirements based on the existing mix of uses and seeks to establish a shared parking determination and parking table for the property to be followed for any future changes in use.

b) Safe and adequate off-street loading and delivery areas for materials and customers as well as sufficient access for service, utility and emergency vehicles, in the following way(s):

Proper access for delivery, service, utility and emergency vehicles is in place on the property.

6. The proposed use provides safe and adequate means of waste disposal - sanitary, solid and storm water drainage - in the following way(s):

The property has safe and adequate existing sanitary and water drainage systems and is in the process of several upgrades to the existing facilities to improve performance.

Form 2D

7. Please indicate areas of compliance or noncompliance with all other applicable sections of the Hingham Zoning By-Law, or additional zoning relief sought.

Please refer to the attached memo.

8. Please indicate other regulatory permits and/or licenses (local, state and federal) required for development of this project.

W/S/M Hingham Properties seeks an A-3 Parking Determination and a Site Plan Review Waiver from the Hingham Planning Board in conjunction with this Special Permit application.

NOTE: It is anticipated that many of the above questions may be answered by the submission of plans and/or supplementary studies. In the review process the Board of Appeals and/or Planning Board have the authority to employ professional consultants or experts, at the applicant's expense as provided in Section I-I, to evaluate the information submitted on the boards' behalf.

The rights authorized by a special permit expire two years from the date the decision is filed with the Town Clerk, unless exercised or extended in accordance with the terms of M.G. L. 40A, §9.

Date October 3, 2019

SIGNATURE 

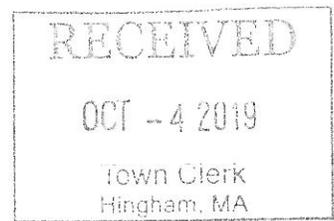
(Petitioner/Agent)

Victoria Maguire

Address W/S/M Hingham Properties LLC
By: WS Asset Management, Inc.

Tel. No. 33 Boylston Street, Suite 3000
Chestnut Hill, MA 02467
617-232-8900

Please attach additional sheets if space provided is insufficient.



**W/S/M Hingham Properties LLC
WS Development Associates LLC
33 Boylston Street, Suite 3000
Chestnut Hill, MA 02467**

October 3, 2019

**Subject: Updated Special Permit Application
Derby Street Shops, Hingham, MA**

**To: Town of Hingham Planning Board – Mary Savage-Dunham, Community Planning
Director
Town of Hingham Zoning Board of Appeals – Emily Wentworth, Senior Planner**

Dear Ms. Savage-Dunham and Ms. Wentworth;

Through the attached special permit application, W/S/M Hingham Properties (“WS”) seeks approval from the Town of Hingham Planning Board and Zoning Board of Appeals to:

- Update the Derby Street Shops Special Permit to consolidate all previous special permits and special permit modifications and to align the property’s special permit with the Town of Hingham’s current zoning bylaws under a 4.17 Shopping Center designation. WS also seeks to update the Derby Street Special Permit to include several other uses to allow greater flexibility and variability to the property.
- Begin conversations regarding future projects at the Derby Street Shops. WS wishes to begin discussions and permitting for the installation of a “Center Green” on the property which would be the location for a new restaurant tenant, provide outdoor greenspace for activities throughout the year and host “pop up” type retail shops in temporary tiny homes similar to those being used at The Current in the Seaport or other similarly sized structures.

We have outlined the elements included in the application to update the special permit for the Derby Street Shops in greater detail below. We look forward to the opportunity to discuss this application with the Planning Board and Zoning Board of Appeals.

SPECIAL PERMIT UPDATE

The purpose of the special permit update is to consolidate seventeen years of ongoing special permit modifications (from the original 2002 special permit through 2019) into a single special permit to provide clarity and ease of enforcement of special permit conditions. Through the attached special permit application, we respectfully request:

1. Special permit approval under 4.17 – Shopping Center



W/S/M Hingham Properties seeks to update its special permit for the Derby Street Shops to a 4.17 Shopping Center designation. The Derby Street Shops' special permit from 2002 appears to pre-date the 4.17 Shopping Center category's inclusion in the zoning bylaws. The addition of this use category within the bylaws subsequent to the original Derby Street Shops permitting provides an appropriate designation for the property which fits well within this use category. The property is currently operated as a shopping center and we plan to operate it as such in the future.

The retail environment has changed significantly since the property was originally permitted in 2002 and we expect retail to continue to evolve. A result of this ever-evolving market is the need to be able to adapt quickly and offer a variety of goods and services to meet the needs of customers. To that end, W/S/M Hingham Properties respectfully requests that the Derby Street Shops Special permit include not only 4.17 but the following uses that do not fall under the Shopping Center category:

- 3.3 – Schools / Private – We believe the growing trend of people seeking learning experiences is a use that compliments traditional retail well. The incorporation of this use would allow WS to lease space to businesses that provide education such as language, painting or calligraphy classes.
- 3.4 - Nursery school or other use for the day care of children – We believe the incorporation of a day care or nursery school on the property would be a beneficial and complimentary use that would have a different peak parking demand than traditional retail.
- 3.8A - Clinic – With the emergence of innovative new ways to offer medical services such as urgent care clinics and office space offering medical services closer to people's homes and jobs, WS requests the ability to incorporate this potential use on the property. This use also has peak parking demand that differs from traditional retail.
- 4.13 - Commercial outdoor amusement or recreation place not including an outdoor movie theater – We believe allowing this use on the property would open the possibility to future outdoor uses on the property such as a skating rink or other community activities.
- V-E Personal Wireless Service Facility – We are requesting approval to add cell phone antennae to the top of the parking lot light poles on the property. The ability to add antennae would allow us to provide better cellular services to customers visiting the property.

Until the permitted Building 5 expansion project moves forward or the new "Center Green" is permitted and constructed, W/S/M Hingham Properties seeks to maintain the property at its currently approved 424,500 sf. The designation as a shopping center would eliminate the need for the property to continue its variance for lot coverage which was required under the previous retail group designation.

2. Approval to use common areas on property for community and special events

W/S/M Hingham Properties is extremely proud of the close ties it has forged with many community groups during its years of owning and operating the Derby Street Shops. We continuously strive to bring new and exciting events to the property at little to no cost to our visitors. From children's sing-a-longs, special visits by the South Shore Conservatory, the New England Aquarium, the Easter Bunny in the



Spring and Santa and Mrs. Claus in the winter, to free fitness classes and a speaker series on health related topics in partnership with South Shore Health, we strive to offer something for everyone throughout the year. We work closely with the Hingham Police Department to make sure they are aware when large events will be held and hire police details for additional assistance during event times as needed.

The property was previously approved to use some portions of the site for these types of events and through this special permit application we are seeking clarification within the special permit to allow community and special events to be held in all common areas of the property provided that we maintain a clear and accessible 6' walking path that allows visitors to safely move around the property (and around the events) at all times. The areas for possible use for events would include but not be limited to Hidden Pond, the Derby Street Green between REI and Kohl's, the plaza in front of Suites 203 through 221 (from LuLuLemon through the former Running Club space) and the future Center Green.

Through this special permit request, we are also seeking approval to include art installations of various mediums and sizes on the property. Any art installations on the property will be installed to ensure that pedestrian accessibility is maintained throughout the property. Artwork will be designed in a manner keeping with the quality and appearance of the property.

Lastly, with the special permit, we seek approval to formalize the ability for tenants to display merchandise outdoors provided the merchandise doesn't interfere with pedestrian access. This request reflects a similar approval written into the February 6, 2003 permit which specified no sale of goods in the parking lot and "no outdoor display of merchandise to the extent the same interferes with pedestrian access on or about the Premises". In order to continue the same sentiment as the 2003 permit conveys, we request being permitted to allow outdoor display of merchandise, conditional upon such merchandise not interfering with pedestrian access and providing notification of such displays to the Zoning Board of Appeals Senior Planner for administrative review and approval. At this time, we seek approval to allow Whole Foods Market to continue its sales of plants and other goods along the exterior of their storefront and to allow REI to periodically bring out their outdoor equipment such as kayaks for display.

3. Derby Street Shops parking requirements

W/S/M Hingham Properties has recently completed both a peak holiday season and spring season parking analysis to determine the adequacy of the Derby Street Shops parking at different times during the year. While the holiday season parking study showed more visitors to the property than during the rest of the year, it also showed that with proper management (as defined by the property's Traffic, Parking and Construction Management Plan) the property could handle the increased level of activity on the property during the holiday season. We have also received feedback from the Police Chief noting that the 2018 holiday season was the best he has seen in terms of safe and efficient access to the property and parking and we intend to continue working closely with the Chief to ensure that future years achieve the same success.



W/S/M Hingham Properties is committed to ensuring that parking and circulation on the property work efficiently during peak periods but also that the property is not “over-parked” and an unappealing sea of asphalt. We seek to work with the Town to establish a parking table for the property that recognizes a shared parking scenario for a variety of uses that have varying peak demand periods and therefore can coexist on the property given the ample parking available. W/S/M Hingham Properties proposes to keep the property’s existing parking ratio requirements as part of the special permit update and seeks to add parking ratios for the new uses that fall within the shopping center designation and other uses included in the special permit update.

Retail	4.5 spaces / 1,000 sf
Retail – Liquor	4.0 spaces / 1,000 sf
Craft, Consumer or Commercial Service	4.0 spaces / 1,000 sf
Restaurant	1 space / 3 seats + 15% Reduction
Health Club	1 space / 3 occ. at max capacity
Business or Professional Office	3.5 spaces / 1,000 sf
Bank	3.5 spaces / 1,000 sf
Indoor Amusement or Recreation	1 space/4 persons at capacity use
Private Schools	1 space/employee
Nursery School / Daycare	1 space/employee + 1 space/10 students
Clinic	1 space / 350 sf

W/S/M Hingham Properties also respectfully requests that the Town continue to allow the use of grass areas of the property (as highlighted in the Traffic Parking and Construction Management Plan document) for overflow parking only during the holiday peak periods and that employee parking, shuttles and other parking mitigation measures will continue to be implemented in conjunction with the use of the overflow parking areas.

Lastly, W/S/M Hingham Properties seeks permission to explore opportunities to install electric vehicle charging stations on the property. We understand that there were previous discussions regarding this use on the property and we are happy to continue to work with the Boards if there is interest.

4. Signage criteria update

The original Derby Street Shops signage criteria was approved in 2003 and amended in 2004 and 2016. W/S/M Hingham Properties seeks to include the attached signage criteria to the new special permit for ease of reference. Other than reformatting, no material changes have been made to the previously approved signage criteria.



There are two additional signage items that we are hoping to discuss with the Boards and request permission to include them on the property sparingly:

- Branded artwork (mural walls, sidewalk art, and/or other installations as mentioned in the artwork section above). This would provide the opportunity to have a mural wall say “welcome to Derby Street Shops” or have the Mamava station be sponsored by a company with new artwork installed that promotes the business (such as a stroller company or South Shore Hospital’s Maternity Ward).
- Approval to use A-Frame signs at the property. We are happy to discuss limitations on amount of signs or other measures that would make the Town more comfortable with this important form of consumer messaging.

5. Previous Permit Conditions

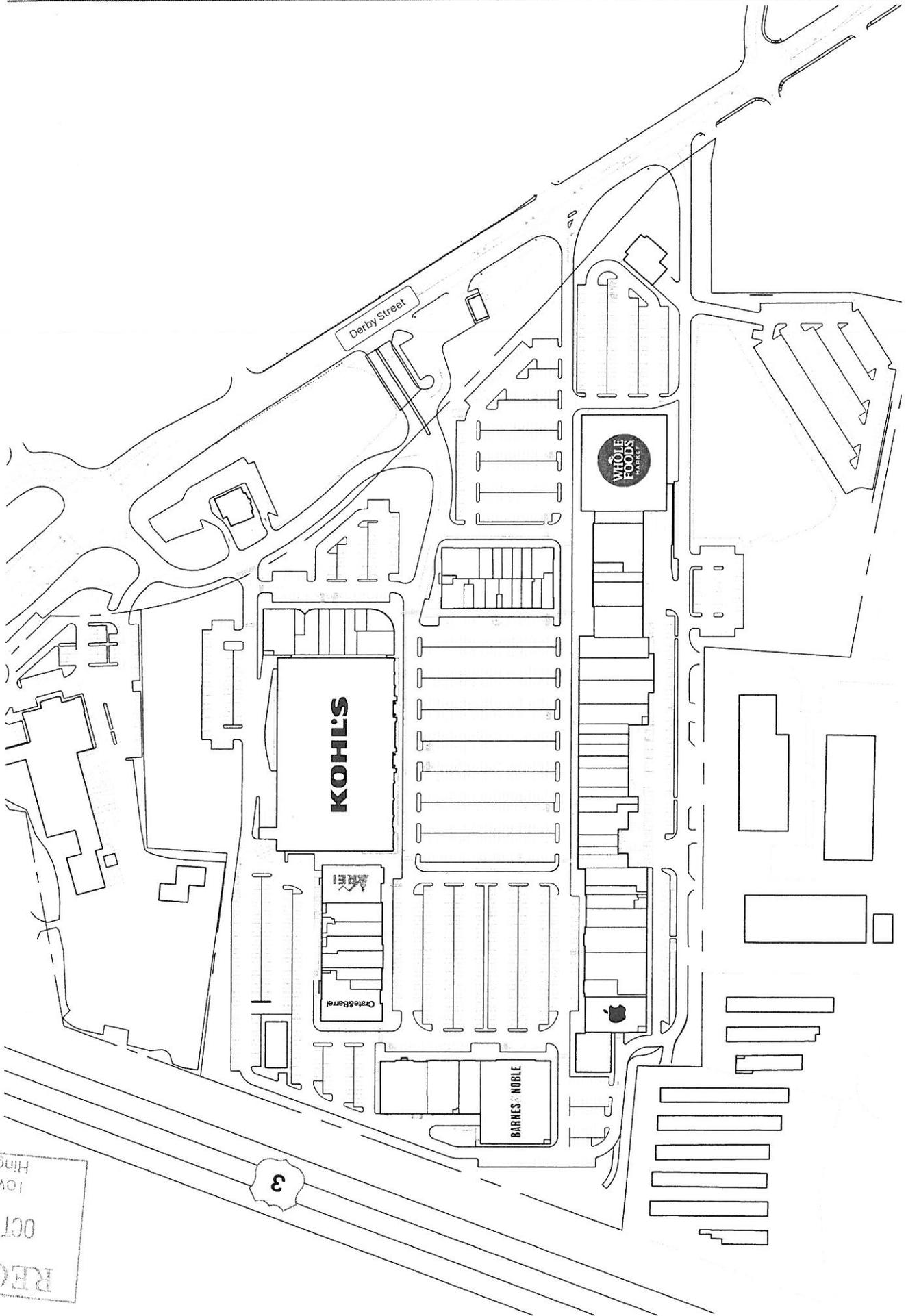
As part of developing the attached application, W/S/M Hingham Properties evaluated all of the previous special permits and modifications to determine if certain previous conditions set forth by either the Planning Board or Zoning Board of Appeals should continue. We found several conditions that we believe the Boards may want to continue and include them below for further discussion:

- Signage Criteria (see item 4 above)
- ZBA cap on financial uses
- Planning Board Fitness location restrictions (keep location restrictions but application seeks to lift cap on occupants)
- No left turn island on Service Road
- Parking, Traffic and Construction Management plan

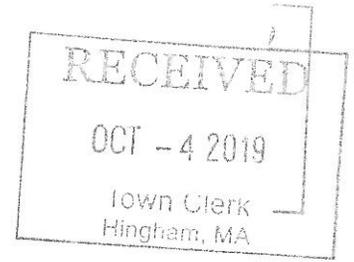
Thank you for your time and attention to these matters which are critically important to the health and vibrancy of the Derby Street Shops. We look forward to continuing to work with you to ensure the Derby Street Shops continue to be an exciting destination for Hingham residents.

Sincerely,

Victoria Maguire
Development Manager
Derby Street Shops



RECEIVED
OCT - 4 2015
Town Clerk
Hingham, MA



DERBY ^S/_T SHOPS

Sign Criteria

This sign criteria has been created expressly for Tenants within The Derby Street Shops in concurrence with the local Zoning Bylaws, requirements from local authorities and the design of the center. The objective is to allow Tenants the ability to design and innovate quality signage while expressing their own unique signatures and identity.

In order to delineate the guidelines, such as restrictions on height and length for specific positions on the property, Tenants must verify their location with the Tenant Coordinator prior to the commencement of the sign shop drawings. A Sign Area diagram is provided herein to assist in this process (see Section 5).

These guidelines shall govern the review and approval process of which the Landlord is responsible but shall not limit Landlord's right to reject or to require modification of any Tenant sign. Tenants are responsible to first acquire Landlord's approval of any signage proposed for the premises, prior to their furnishing and obtaining permits for the installation of signage.

1. GENERAL INFORMATION
2. PRIMARY IDENTITY SIGNAGE – BY LOCATION
3. SUPPLEMENTAL SIGNAGE
4. SIGNAGE REGULATIONS
5. REFERENCE MATERIAL

1. GENERAL INFORMATION

a. Area and Quantity

The maximum area of signs for individual premises is based on the aggregate of all signage allowed of which shall not exceed ten percent (10%) of its wall area. Therefore, Tenants must decide how this translates with their storefront designs and still adhere to all requirements associated with their location on the property.

Only one sign is permitted as **Tenant's Primary Identity Sign**. This rule may be modified for premises with multiple storefronts facing on two primary areas (service areas do not apply) and with Landlord's approval, not to exceed a total of two (2) signs. Where two (2) primary signs are permitted they will adhere to the requirements set forth for their size premises.

b. Technical Requirements

All signs, including fastening devices and final electrical connection, shall be furnished and installed by Tenant.

Fabrication and installation of Tenant's signage shall comply with all applicable national and electrical codes, ordinances, rules and regulations. All electrical components and related materials shall be UL rated. Tenant is responsible for their sign contractor, their actions and insurance requirements while on the premises.

Tenants are responsible for prompt maintenance of signage and any fixture associated with their sign.

c. Landlord Review & Approval

Prior to submitting to the Town, Tenant shall submit shop drawings complete with location plan, sections, finishes and, at the option of Landlord, perspective views of the sign and complete storefront. Samples of all colors and finishes that are proposed shall also be submitted and will remain with Landlord. Shop drawings must show sign materials, illumination method, fastenings, colors, details, and full artwork. Storefront elevations must completely delineate the placement and concept of the entire sign(s) proposed.

d. Permitting

Tenant shall be responsible to secure any and all necessary permits required for installation of their signage.

2. PRIMARY IDENTITY SIGN – BY LOCATION

There are several components that comprise the entire sign package as described herein. Tenants to locate primary signs in the area shown on the elevation shown in Section 5. All signage must comply with the conditions stipulated in Section 1.a. Sign text shall be limited to the name which Tenant does business and as it is stipulated in the Lease. Tenants should center all signage over their entry door, verify location on façade with Landlord Tenant Coordinator.

ANCHOR TENANTS (TENANTS OVER 10,000 SF)

Primary Sign

For Locations where a rectangular shape is suitable:

Maximum height: 48" Max. Length: 20'-0" or 2/3-rds of storefront width

For Locations where a square shape is suitable:

Maximum height: 60" Max. Length: 60"

PAVILION BUILDING (SUITE ID 100 – 199)

Tenants Under Covered Walkway:

- Sign to be constructed of dimensional letters, affixed to architectural panel located at the outer most edge and under the building canopy
 - Architectural panel is 36" in height and 13'-0" in length and is suspended from the underside of the roof overhang.
- Height and length of Tenant's Letters shall be per the following:
 - Maximum letter height: 22"
 - Maximum sign length: 11'
- Underwalk Sign – Secondary Supplemental (affixed to building)
 - Integrated with storefront design and distinctly different from Primary sign. Condition requires storefront to be fully covered by extension of building roof overhead.
 - Maximum letter height: 18"
 - Maximum sign length: 12' or 2/3rds of storefront width

Corner or Open to Sky Storefront:

- Primary sign to be hand painted on building façade
 - Tenant to use Sherwin Williams "Duration Exterior" paint or approved equal by Landlord Tenant Coordinator
- Height and length of Tenant's Letters shall be per the following:
 - Maximum letter height: 28" if CAPS, or 32" if Mixed-Case
 - Maximum sign length: 18'-0", or 2/3-rds of storefront width

BUILDING 2, 3 & 4 (SUITE ID 200 – 499)

Tenants under 10,000 sf

- Primary signs to be hand painted on building façade
 - Tenant to use Sherwin Williams “Duration Exterior” paint or approved equal by Landlord Tenant Coordinator
 - Maximum letter height: 28” if CAPS; 34” if Mixed-Case”
 - Maximum sign length: 18’-0”, or 2/3-rds of storefront width

Tenants under 4,000 sf

- Primary sign to be hand painted on building façade
 - Tenant to use Sherwin Williams “Duration Exterior” paint or approved equal by Landlord Tenant Coordinator
 - Maximum letter height: 24” if CAPS; 30” if Mixed-Case”
 - Maximum sign length: 18’-0”, or 2/3-rds of storefront width

Second Level Tenants

- Tenants shall be permitted to install signage on front façade of building in an area designated by the Landlord between 27’-0” and 31’-0” above finish First Floor elevation.
- Signage cannot conflict with any lower level Tenants.
- Primary signs on area designated by Landlord as designated by size of Tenant.
 - Maximum letter height: 22” if CAPS; 30” if Mixed-Case
 - Maximum sign length: 18’-0”, or 2/3-rds of storefront width.

3. SUPPLEMENTAL SIGNAGE

AWNINGS & BLADE / BANNER SIGNS

Awnings

Please Note: Awnings are not allowed at every premises at Derby Street, please contact the Landlord Tenant Coordinator to confirm that awnings can be accommodated at the Tenant’s demised premises.

Identity to be integral to the awning design.

Blade Signs

- Signs that are installed perpendicular to the Tenants storefront façade.
- Signage using rigid decorative brackets and rigid, durable panels.

- Dimensional standards outlined below are maximum dimensions allowing for a variety of shapes – Landlord reserves the right to limit blade sign size based on the specific design of the sign.
 - Maximum height: 2'
 - Maximum length: 3'
 - Allowable area: 6 square feet
 - Bottom of frame: 8'-0" above finish floor

OTHER SIGN TYPES

Shop-within-Shop Sign

Sign to identify distinct sales departments or divisions within larger corporate identity, with additional customer access from sidewalk or within store layout. Landlord reserves the right to review and approve interior signage prior to fabrication and/or installation.

- Maximum height: 36"
- Maximum length: 18', or 2/3-rds of storefront length

Multi-Frontage Sign

Where tenant has additional customer storefronts (i.e. with glass storefront) facing towards vehicular drive, parking area and/ or pedestrian walkway. Tenants may have a maximum of two (2) primary signs in accordance with the requirements associated with their area size.

Door Identity

Sign and/ or logo attached to door-pull hardware at customer entry.

- Maximum height: 12"
- Maximum length: 12"

Window Decal

Paint or individually cut vinyl letters, applied to inside face of storefront glass.

- Maximum height: 6"
- Maximum length: subject to landlord's discretion

Highway-Frontage Sign (H-1)

Tenants with floor area equal to or exceeding 7,000 sf and within 150' setback zone from Rte. 3 ROW with direct sightline visibility to the highway. Must be mounted on secondary building wall i.e., not on tenant's principal store frontage wall.

- Maximum height: 42"

- Maximum length: 20'

Tag Line to Primary Sign

Utilizing a deliberately smaller letter size, a concise additional identity sign located directly below the tenant's principal Primary Sign.

- Maximum height: 28"

4. SIGNAGE REGULATIONS

SIGNS NOT PERMITTED

Tenant's sign design shall be a fully integrated component of Tenant's storefront, subject to Landlord approval. No signs may be directly attached to or placed inside of storefront and/or glass of storefront, which is intended to be wholly or partially legible from outside of store. All signage installed or placed by tenant shall be limited to that signage which conforms with these regulations and has been reviewed and approved by Landlord.

Principally any sign not identified above as being an approved type will not be permitted. However, as clarification the following will not be permitted:

- Any internally illuminated letters or sign boxes.
- Directly exposed neon.
- Flashing, osculating, moving or dimming light sources.
- Logos or trademarks added to signage.
- Exposed transformers.

TYPES OF ILLUMINATION

Illumination of signs shall be of the following two types:

1. External Illumination

External and focused on front face of sign composed of individual letters, letters shall be solid material and 3-dimensional.

Sign letters may not exceed six inches (6") in cross sectional thickness. Letters may be 'pinned-off' mounting surface no more than an additional two inches (2"), i.e., face of letter may not protrude more than eight inches (8") off the mounting surface.

Signs must be constructed of high-quality materials and finished with a suitable durable finish for exterior application.

Light spill or glare is not permissible. Light fixtures / lighting sources shall be durable, aesthetically compatible with surroundings, and suitable for exterior use. Fixture mounting shall be firmly secured and permanent.

2. Halo-Lit

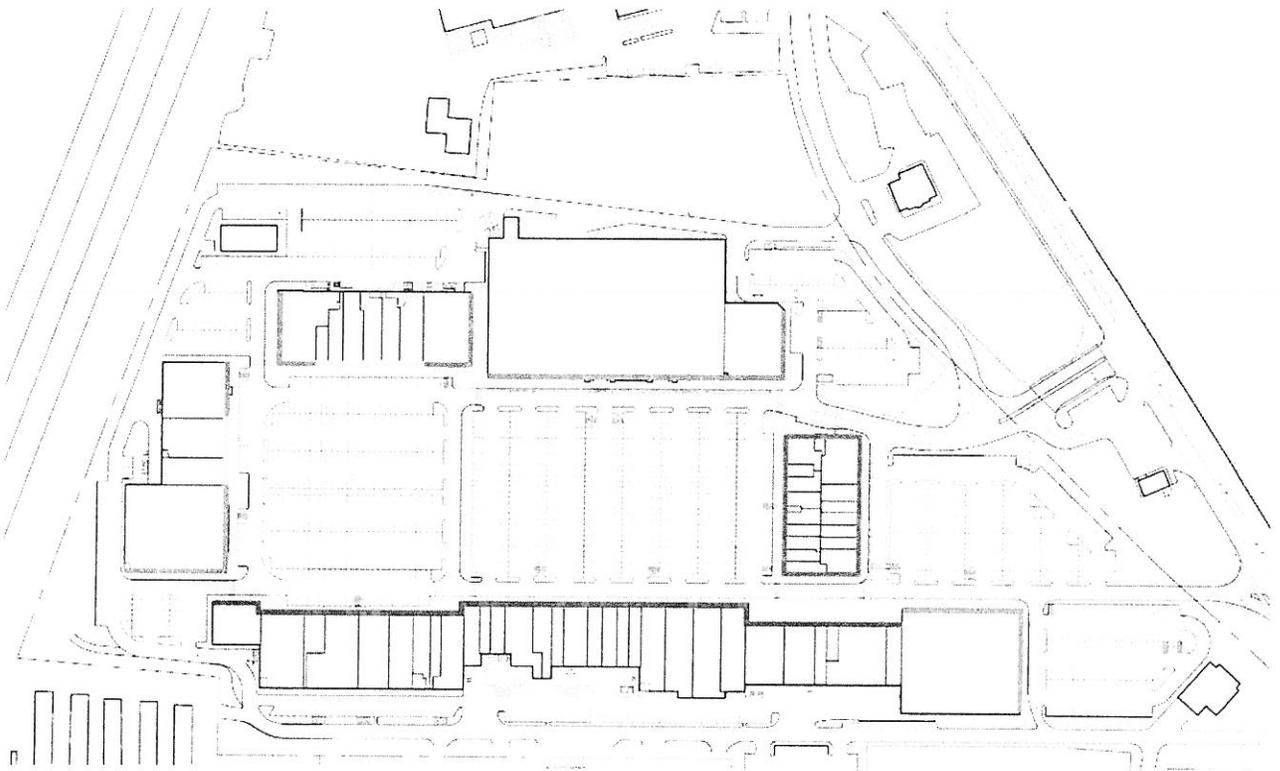
Backlit light source mounted behind opaque individual sign letters. Letters shall have fully opaque face, have hollow back, and be 3-dimensional. Illumination shall 'wash' the rear mounting surface (fascia or panel) behind pinned-off letters, creating a halo effect. Any light source shall not be directly visible and individual letters shall be opaque so as not to allow transmission of light through the letter.

Sign letters may not exceed six inches (6") in cross sectional thickness. Letters shall be 'pinned-off' the mounting surface no more than an additional two inches (2"), i.e., face of letter may not protrude more than eight inches (8") off the mounting surface.

Signs must be constructed of high-quality materials and finished with a suitable durable finish for exterior application.

5. REFERENCE MATERIAL

KEY PLAN



KEY	
	- Anchor Tenant
	- Pavilion Building
	- Building 2
	- Building 3 & 4