

DESIGN CONSIDERATIONS

FINDINGS & CONSIDERATIONS

After extensive research and investigation we have found the criteria and regulations for our location as deemed by Boston Landmark Commission. We are in the historic Blackstone Block Street Network.

Said landmarked area has a Study Report that details the area's historical significance; renewal/renovation plans previously approved; and general standards for storefronts/design—including general considerations for development in the area, changes to existing buildings/signage, as well as detailed sections for lighting/signage fabrication and placement, per the Boston Sign Code and/or Section 502(4) and Section 708 (2) of the Downtown Waterfront-Faneuil Hall Urban Renewal Plan.

We used these documents to help refine signage designs for review and approval with building management, and subsequently, the Boston Landmark Commission.

PROPOSED SIGNAGE FOR 21 UNION STREET (2 SIGNS)

OCCUPANT: CAPTAINS OF INDUSTRY

1. Above-Door Sign

Sign holder placement and palette: The sign holder that is currently above the door is not centered to the frame of the doorway. Our proposal would be to 1) cut the holder to have it end flush left with the door opening; and 2) painted black for greater contrast against The Tap signage next door. To see current photos of the above-door sign holder and photos of our building, please see page 12–13.

Sign fabrication and colors: To maintain consistency with sign fabrication and recurring palette choices evident on today's Union Street (per Landmark Commission and Boston Redevelopment Authority recommendations for consistency with signage materials used historically on the block), we are proposing that the above-door sign itself be fabricated in wood, and painted with a black dominant palette (as background color) with white trim and company lettering. To see photos of Union Street sign colors and fabrications, please see pages 14–16.

2. Second Floor Sign

Sign placement: We are proposing that an additional, second floor sign be mounted level with floor two, per Section 502(4) specification regarding placement of signs no higher than the third floor of any structure. In addition, the sign will be attached to the mortar joints rather than through the brick (per Landmark Commission and Boston Redevelopment Authority recommendations for mounting signs and lighting).

Sign fabrication and colors: We are proposing a wood sign (per Landmark Commission and Boston Redevelopment Authority recommendations for consistency with signage materials used historically on the block) cut to the letters of our company name and painted black. To see historic photos of Union Street, please see pages 9–11.

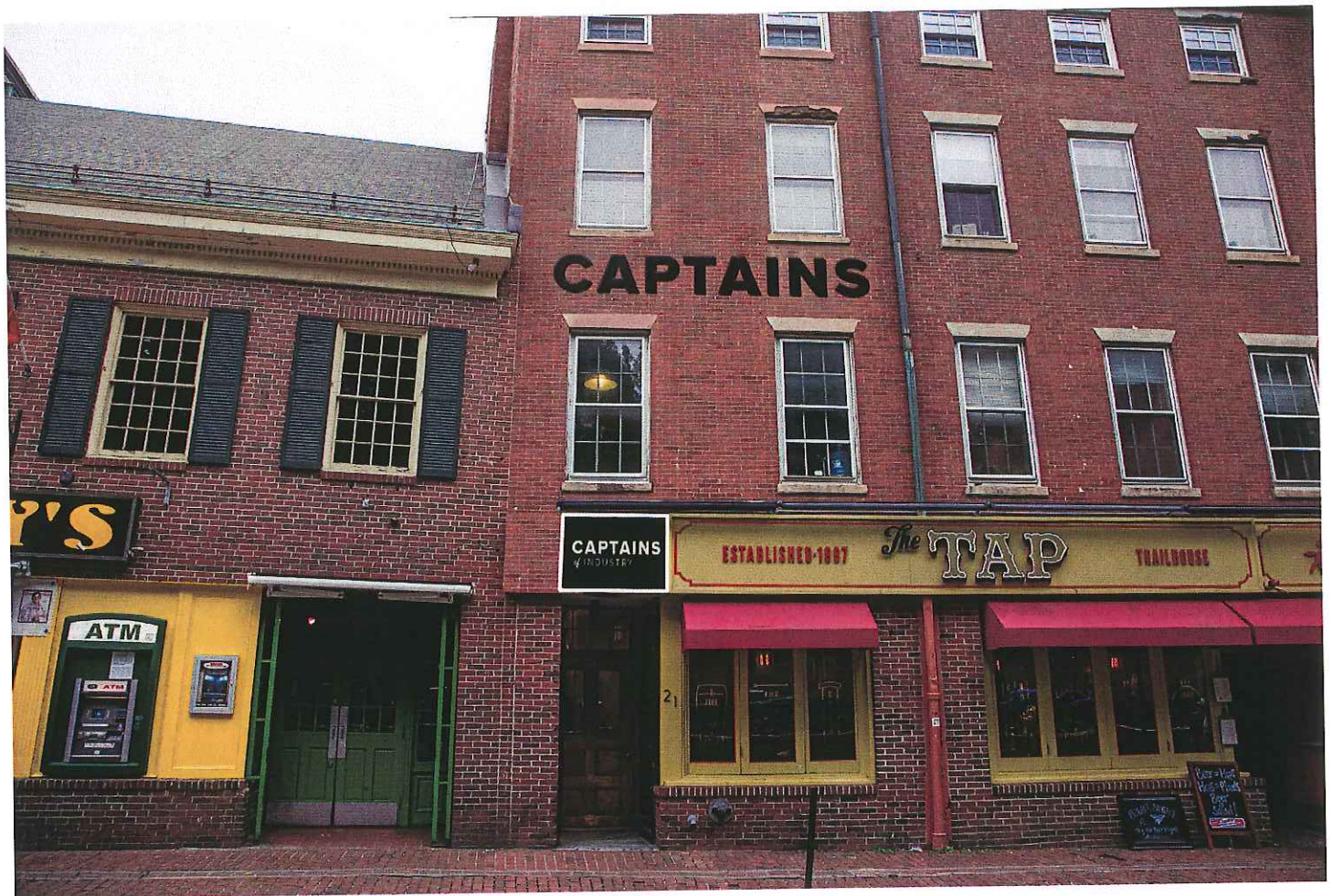
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PROPOSED SIGNAGE MOCKUPS

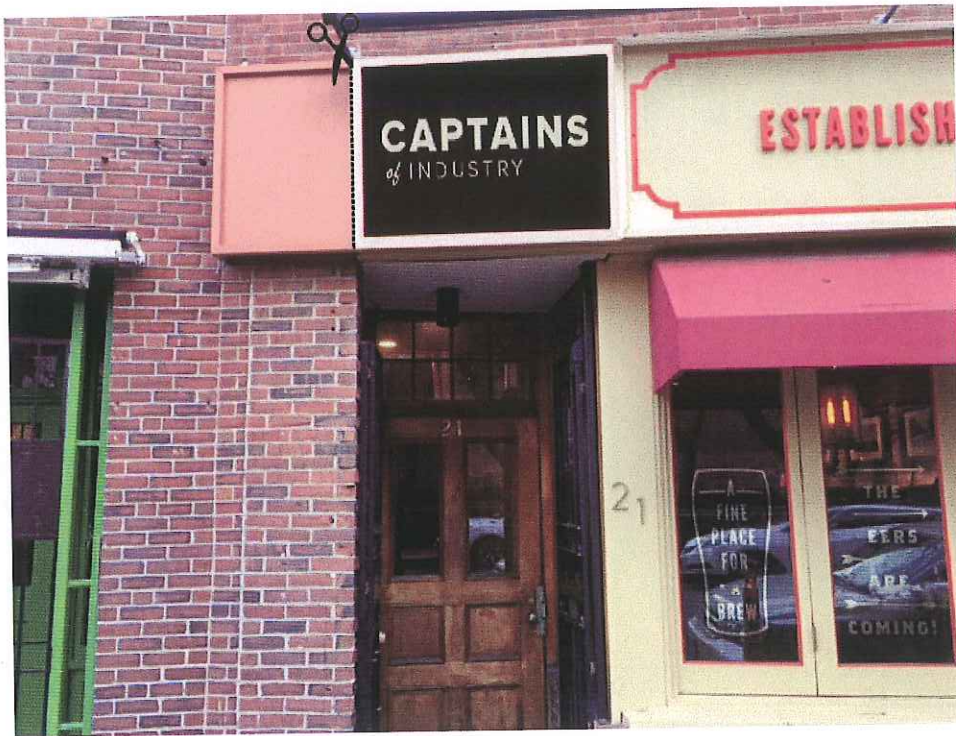
Mockup to show what the building will look like when the proposed work is finished.

Full Building with proposed signs.



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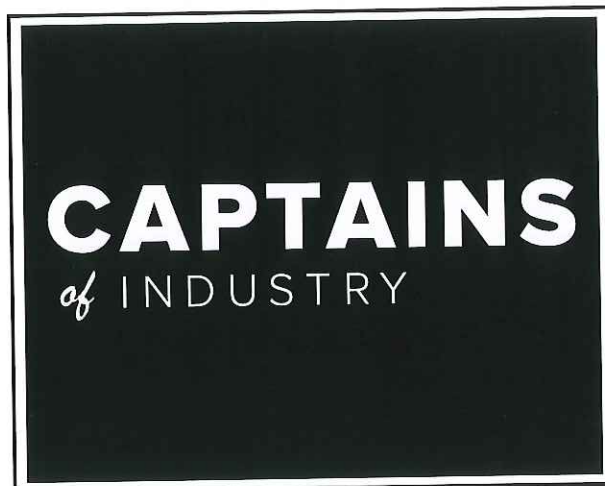
Above-Door Sign



Details/Technical Drawing

Dimensions: 46" x 36 1/4"

We are proposing to cut the sign holder to have it end flush left with the door opening (making the holder 46 inches wide by 36 1/4 inches tall). We are proposing that the wood sign currently there be painted black (as background color) with white trim (approximately 1 1/2 inches) and white company lettering. Lettering final size will be 23.5 inches wide by 6 inches tall.



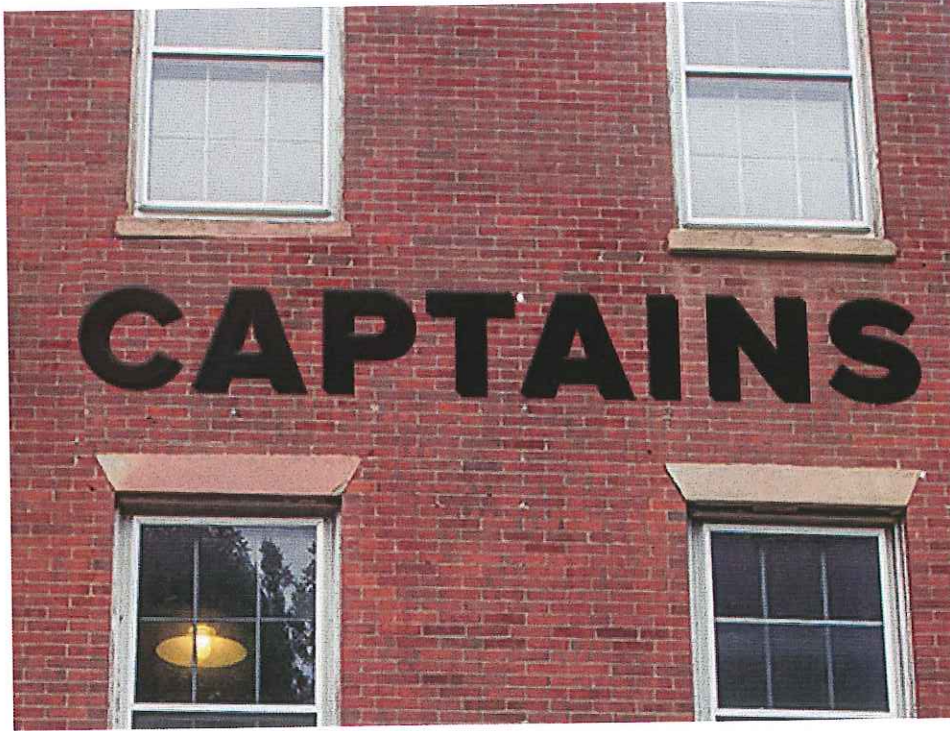
36 1/4 inches in height

46 inches in length

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Second Floor Sign



Details/Technical Drawing

Dimensions: 146" x 18" (approximately)

We are proposing a second floor sign be mounted level with floor two. The sign will be attached to the mortar joints where possible. We are proposing a wood sign, cut to the letters of our company name. The finished product will be painted black.

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18 inches in height

146 inches in length

APPENDIX

BOSTON LANDMARK COMMISSION NOTES

DESIGN CRITERIA:

- Form and layout: "The alteration will improve this without altering the integrity of the design."
- Street Fixtures: "Architectural elements that are replaced shall be of the same or similar material and design of the integral features"

GUIDELINES FOR REHABILITATION OF EXISTING BUILDINGS:

"The distinguishing elements or character of a building shall be preserved... approximate the material or feature being replaced in composition, color, scale, finish, and texture. Repair or replacement of materials and features shall be based on physical evidence or historic documentation, whenever possible."

- Storefronts, Entrances and Windows: "They respect the building's integral design and the site's historic development."

GUIDELINES FOR ADDITIONS TO EXISTING BUILDINGS:

"Because of the fragility of the Blackstone Block's pre-twentieth-century character, the design of all additional construction is considered to be extremely important whether as additions to existing buildings or as new construction on open sites. ... It is not the intent of these standards and criteria to limit new construction to faithful reconstruction of earlier buildings. The Landmark Commission and the Boston Redevelopment Authority encourage designs to evoke without copying the architecture of the past."

- Materials: "Materials shall be consistent with those used historically in the block.... Other materials may be considered, particularly where there is historic precedent, such as documentation of wood, stone or metal storefronts."

SIGNS AND LIGHTS:

"Signs and lighting shall follow historic precedents whenever possible. Signs and fixtures shall be attached through mortar joints rather than through brick or stone, if possible."

"Sign shall conform to the Boston Sign Code and/or Section 502(4) and Section 708(2) of the Downtown Waterfront-Faneuil Hall Urban Renewal Plan."

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Section 502(4):

- Sign control:
 - “Shall be restricted to the non-animated and non-flashing type”
 - “Identifying only the establishment and nature of its products”
 - “Must be suitably integrated with the architectural design of the structure which they identify”
 - “No sign shall project beyond the face of the building more than 24 inches”
 - “No signs or advertising shall be placed on the exterior façade on or above the floor level of the third floor of any structure.”

Section 708(2)

- Signs and advertising
 - “No flashing or animated electrical signs may be used”
 - “Authority if these can be shown to relate to the historical traditions of which the building is a symbol.”
 - “Fixed signs, advertising, and heraldic devices shall be approved on the basis of the entire façade of structures, rather than for individual occupancies.”

PHOTOGRAPHY REFERENCES

- 09 Boston Redevelopment Authority Collections**
- 12 21 Union Street Full Building and Detail Shots**
- 14 Union Street Businesses' Signage and Displays**

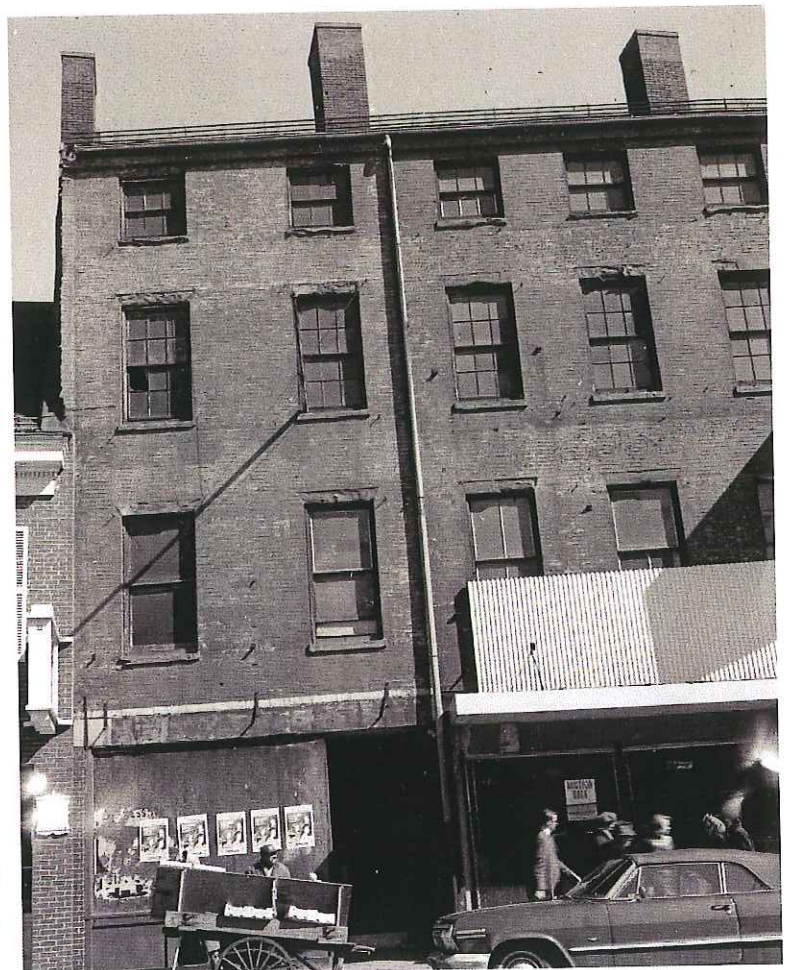
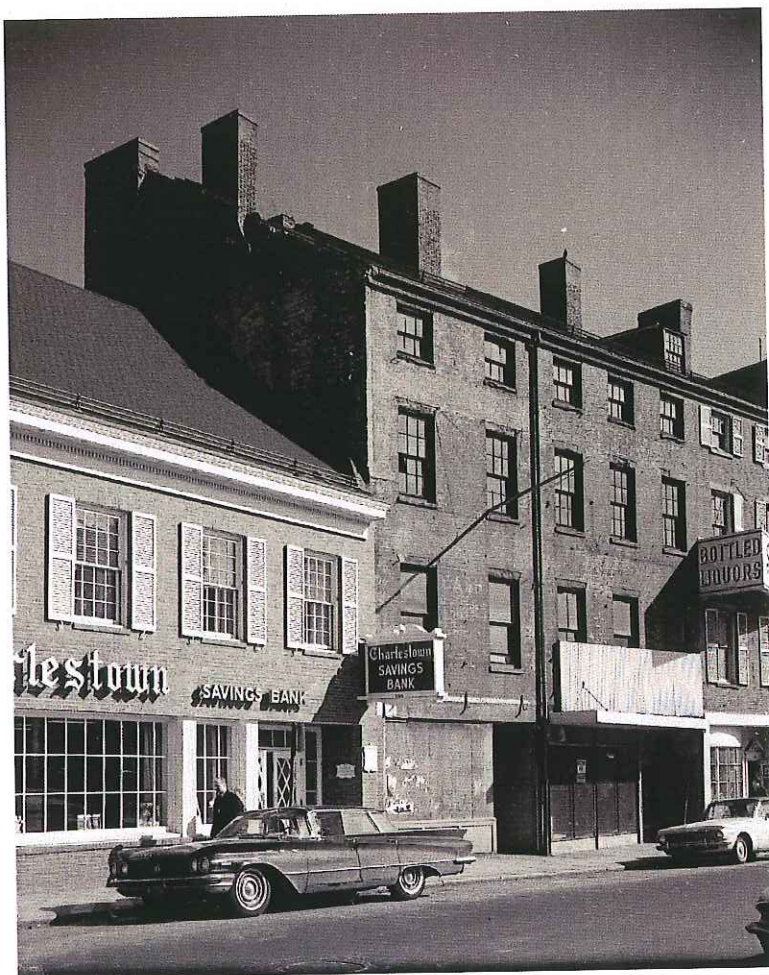
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BOSTON REDEVELOPMENT AUTHORITY COLLECTIONS

Collection # 4010.001, City Of Boston Archives

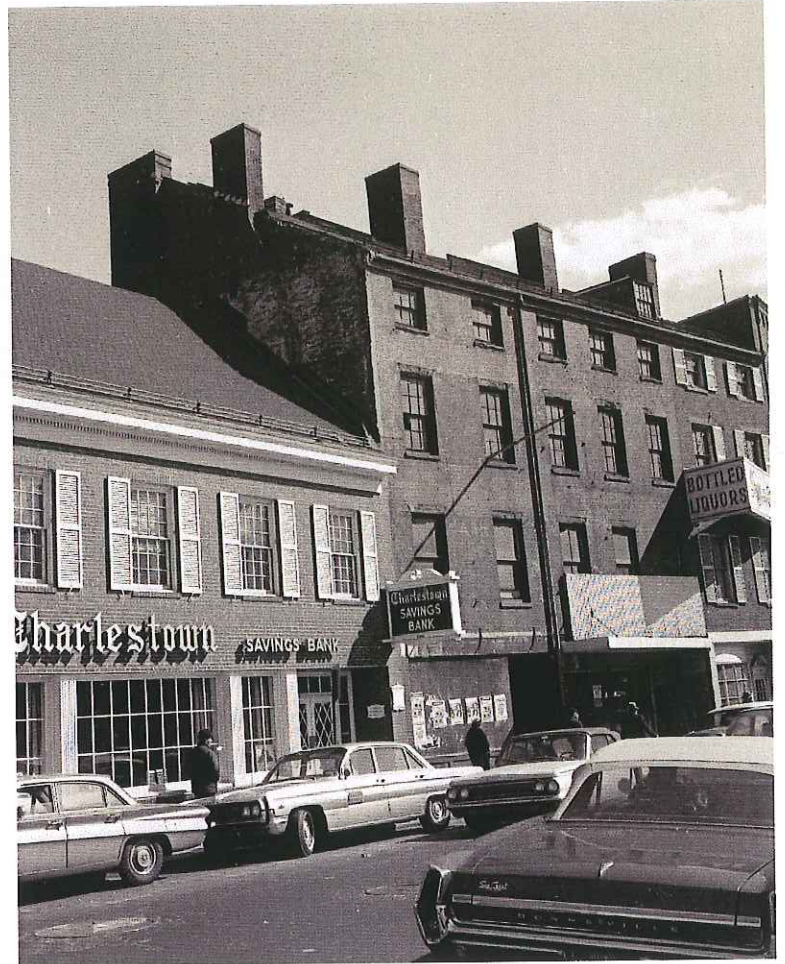
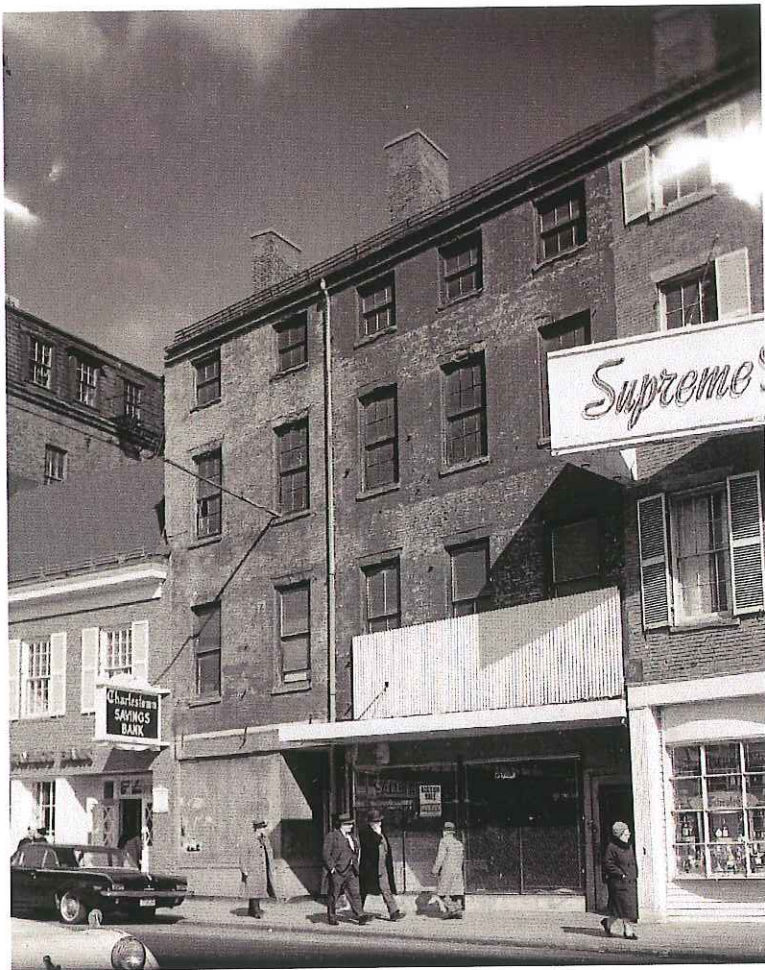
Photographs pulled from this archive are to show the building façade and appearance from the Waterfront-Faneuil Hall Renewal. These photographs are from 1967; they are representative of the building (21 Union Street) as well as the street as a whole.



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BOSTON REDEVELOPMENT AUTHORITY COLLECTIONS

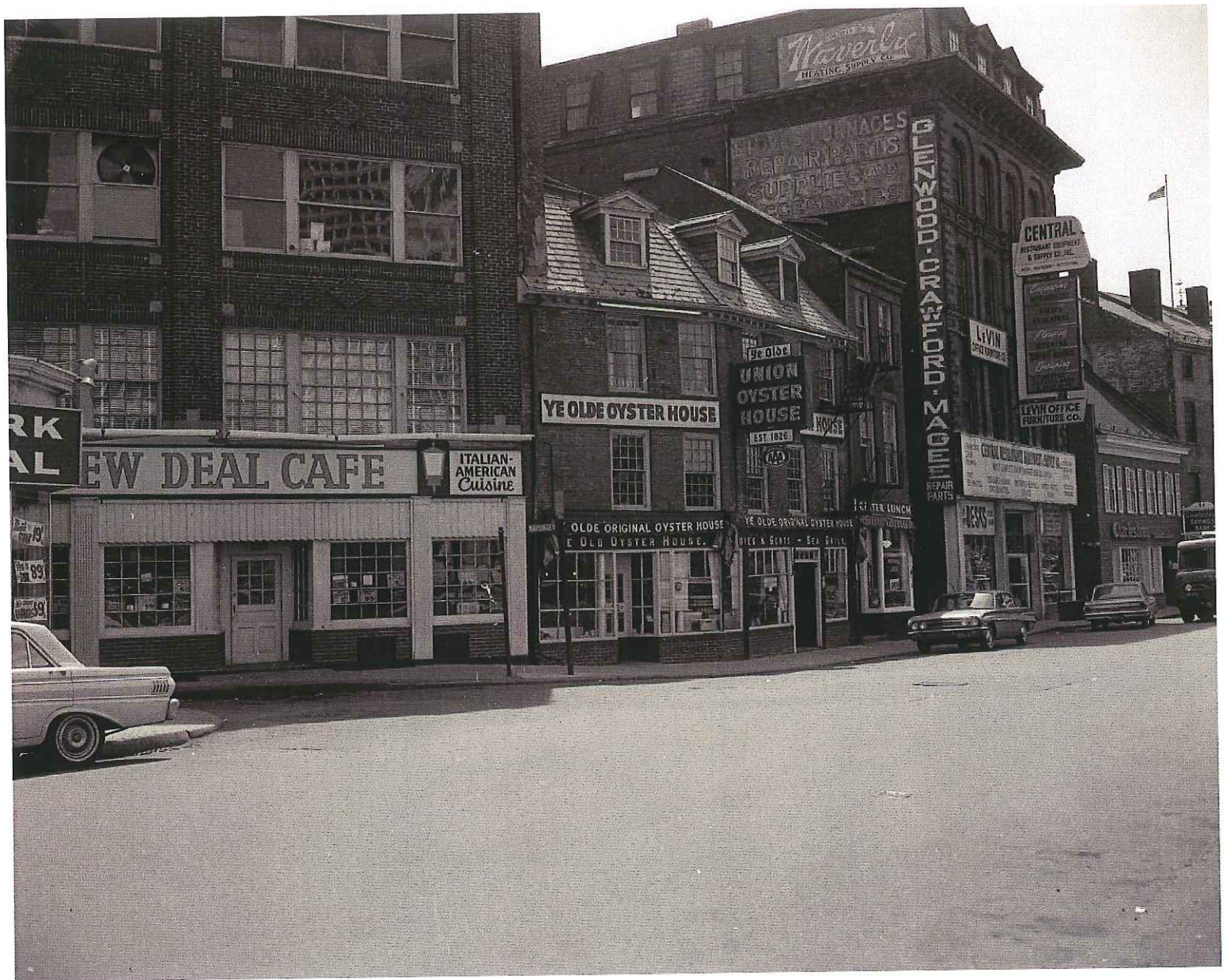
Collection # 4010.001, City Of Boston Archives



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BOSTON REDEVELOPMENT AUTHORITY COLLECTIONS

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21 UNION STREET PRESENT DAY

Photographs taken to references 21 Union Street signage per 11.28.17, as well as signage up and down Union Street.

Sign Holder



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21 UNION STREET PRESENT DAY

Photographs taken to references 21 Union Street signage per 11.28.17, as well as signage up and down Union Street.

Building Front

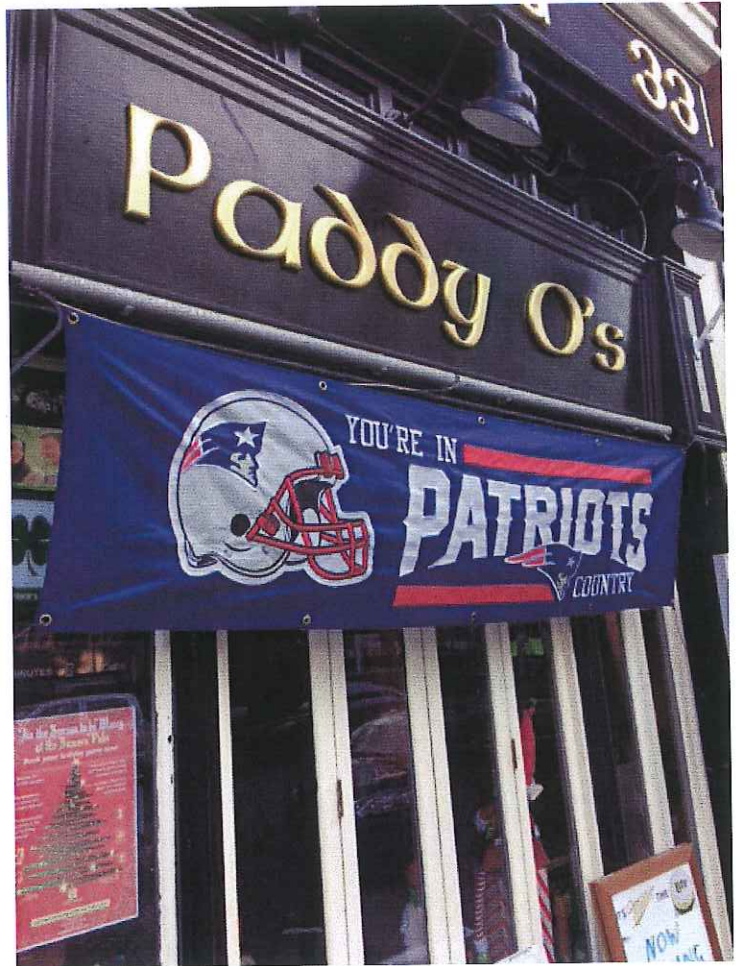
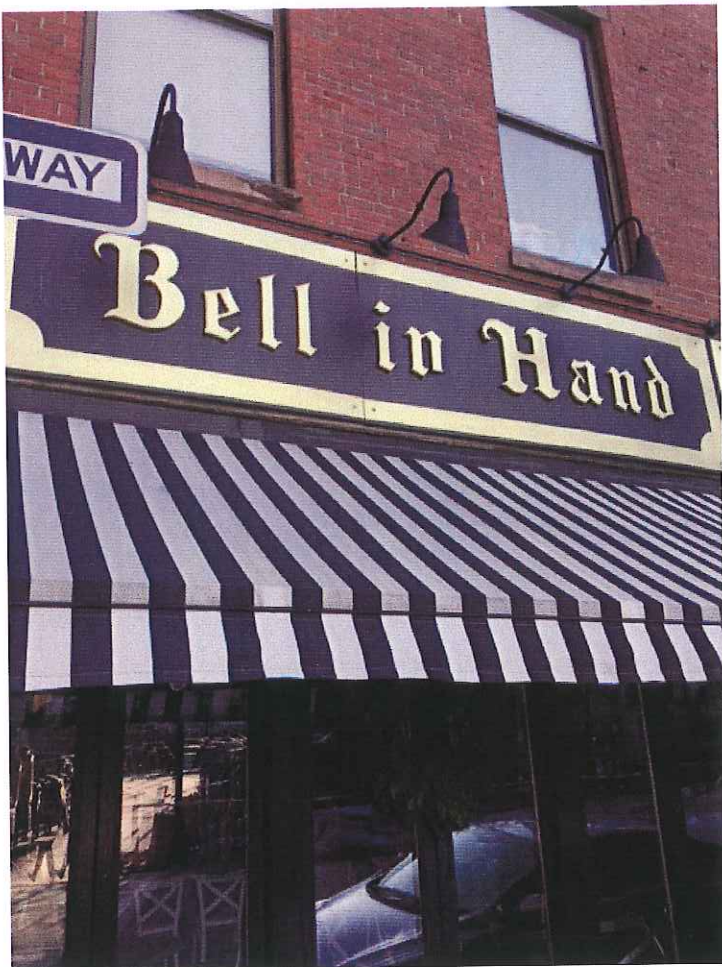


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UNION STREET BUSINESSES

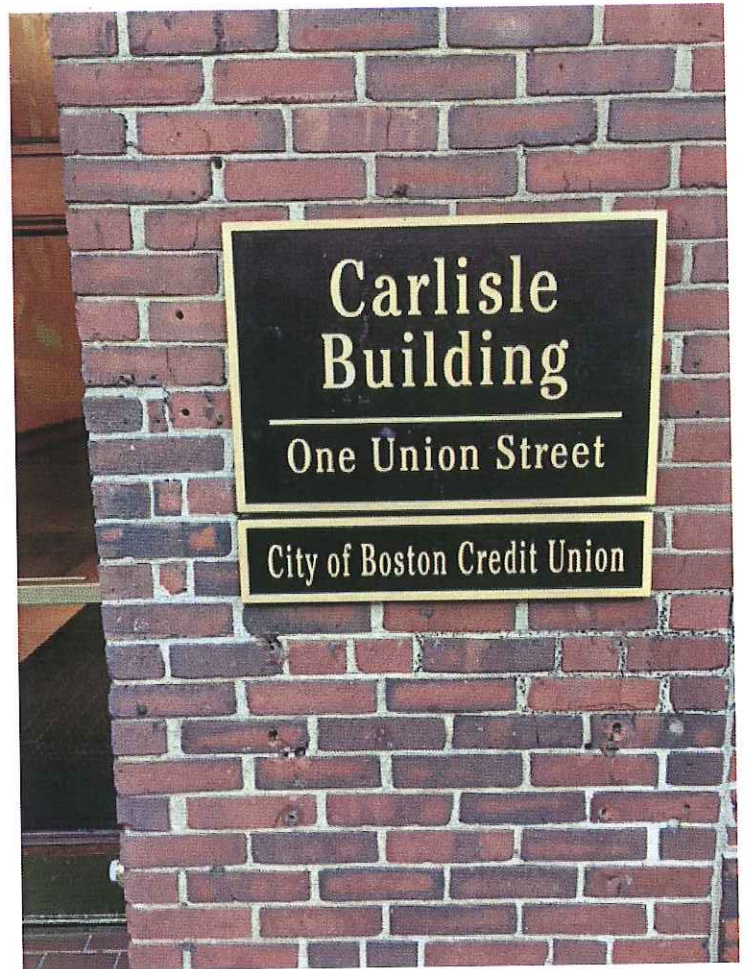
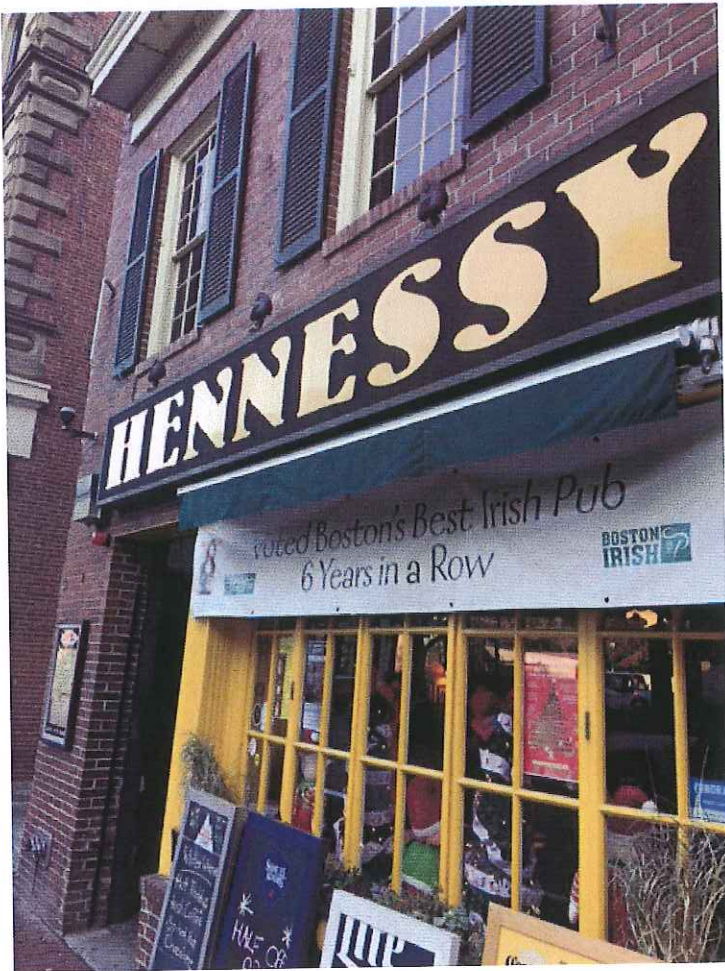
Business Sign Holders on Union Street



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UNION STREET BUSINESSES

Business Sign Holders on Union Street



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UNION STREET BUSINESSES

Business Flyout Signs on Union Street

