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## 332 Congress Facade + Signage Upgrades

December 9, 2021

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### PREPARED BY

Dyer Brown  
One Winthrop Square  
Boston, MA 02110



## **AGENDA**

**01 THE SITE**

**02 NEIGHBORHOOD PRECEDENTS**

**03 EXISTING CONDITIONS**

**04 BUILDING HISTORY**

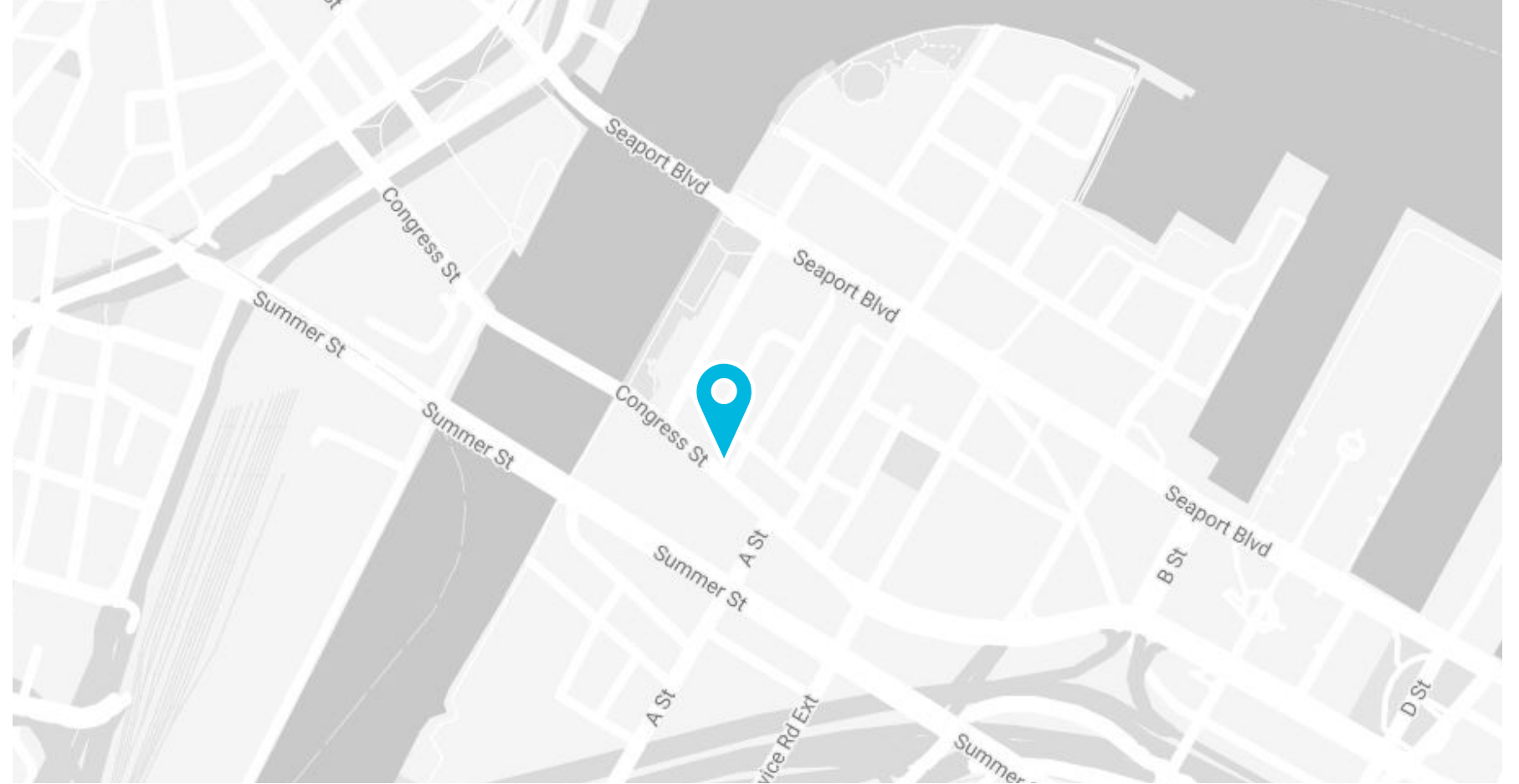
**05 PROPOSED NEW DESIGN**

**06 ARCHITECTURAL & SIGNAGE LIGHTING**

**07 MATERIAL PALETTE**

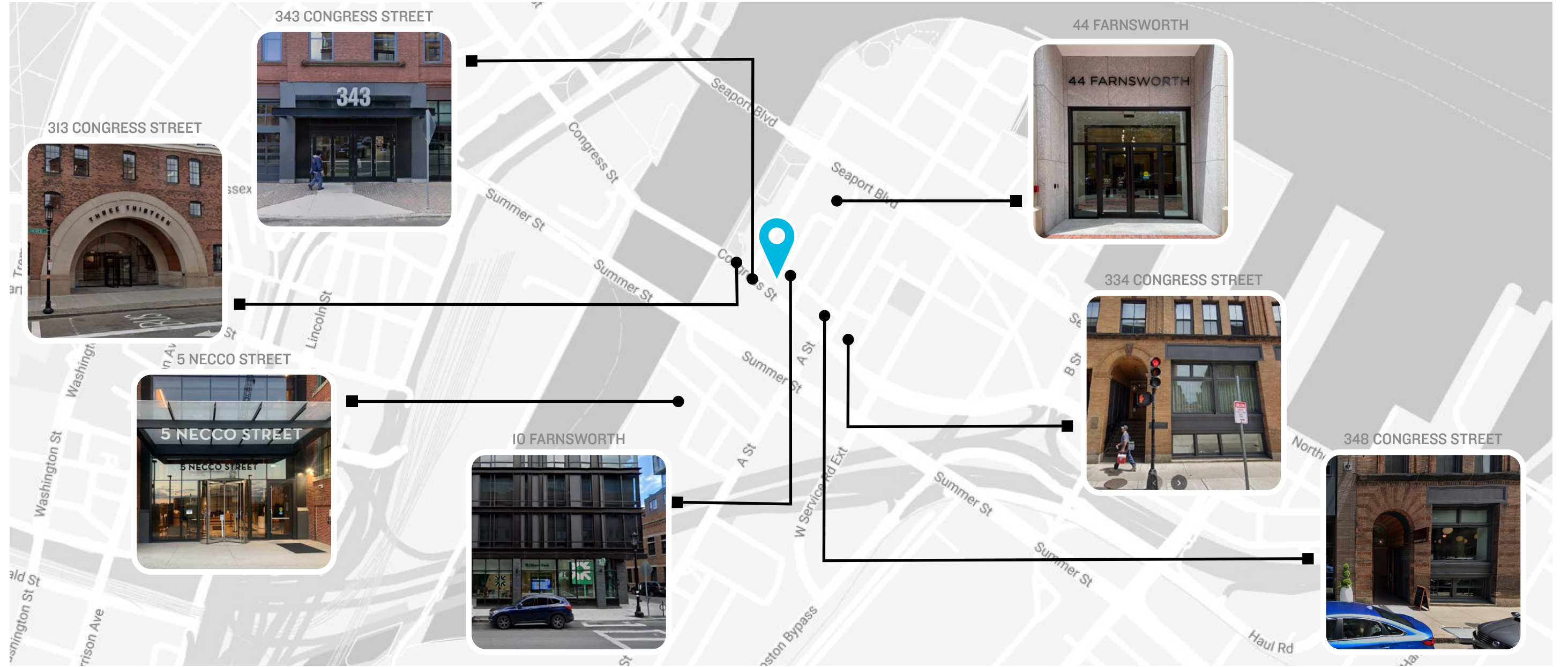
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**Design Brief:** Update the street level presence of the historic building by removing the ornamental steel arch and adding new architectural detailing and lighting to emphasize the recessed building entry (which is not original to the building). Install new building identification signage in place of the ornamental arch, and remove existing tenant signage at upper storefront bays. Replace tenant signage (awnings and backlit sign) with transom windows to allow more light into the ground floor level. Upgrade storefront system at entries to replace existing tenant and building entry doors to provide a more symmetrical elevation cohesive with the overall building design.

## THE SITE: 332 CONGRESS



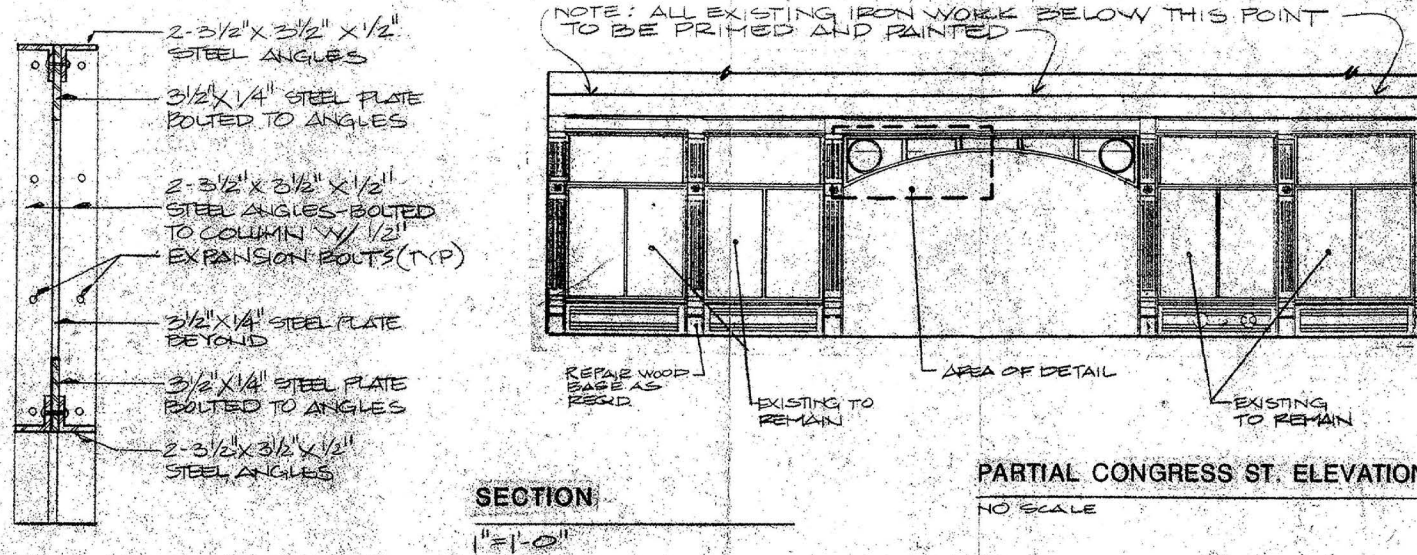
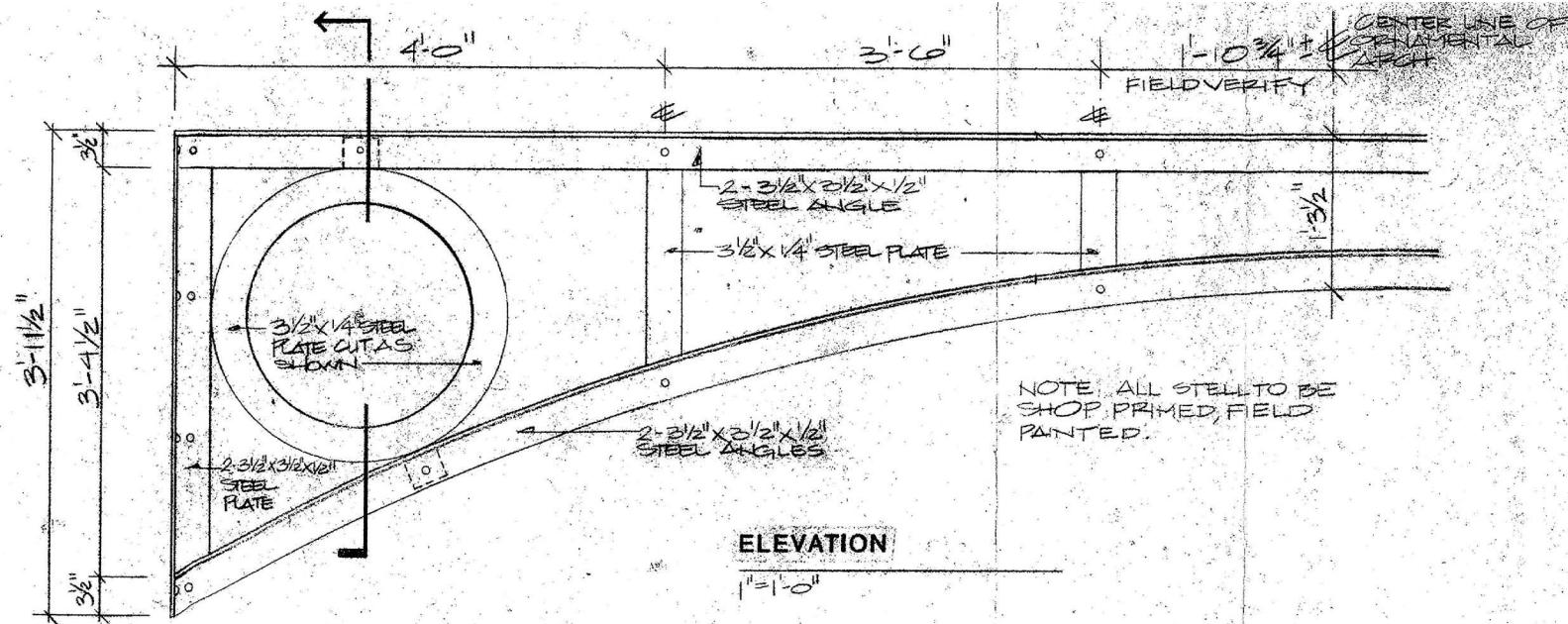
# THE SITE: NEIGHBORING FACADES & GROUND FLOOR ENTRANCES



## EXISTING BUILDING CONDITIONS



## HISTORIC BUILDING PHOTOS



NOTE:  
 NEW AND EXISTING METALWORK AS INDICATED TO BE PRIMED & PAINTED W/ MATTHEWS ACRYLIC POLYURETHANE FINISH SYSTEM, APPLIED IN ACCORDANCE W/ MANUFACTURER'S WRITTEN SPECIFICATIONS.  
 MATTHEWS PAINT CO.: (312) 537-9200



John Catlin & Associates/Architects, Inc.  
 12 Farnsworth Street, Boston, MA 02210  
 (617) 350-3035

Project Title

LOBBY RENOVATION

332 CONGRESS ST  
 BOSTON, MASSACHUSETTS

Sheet Title

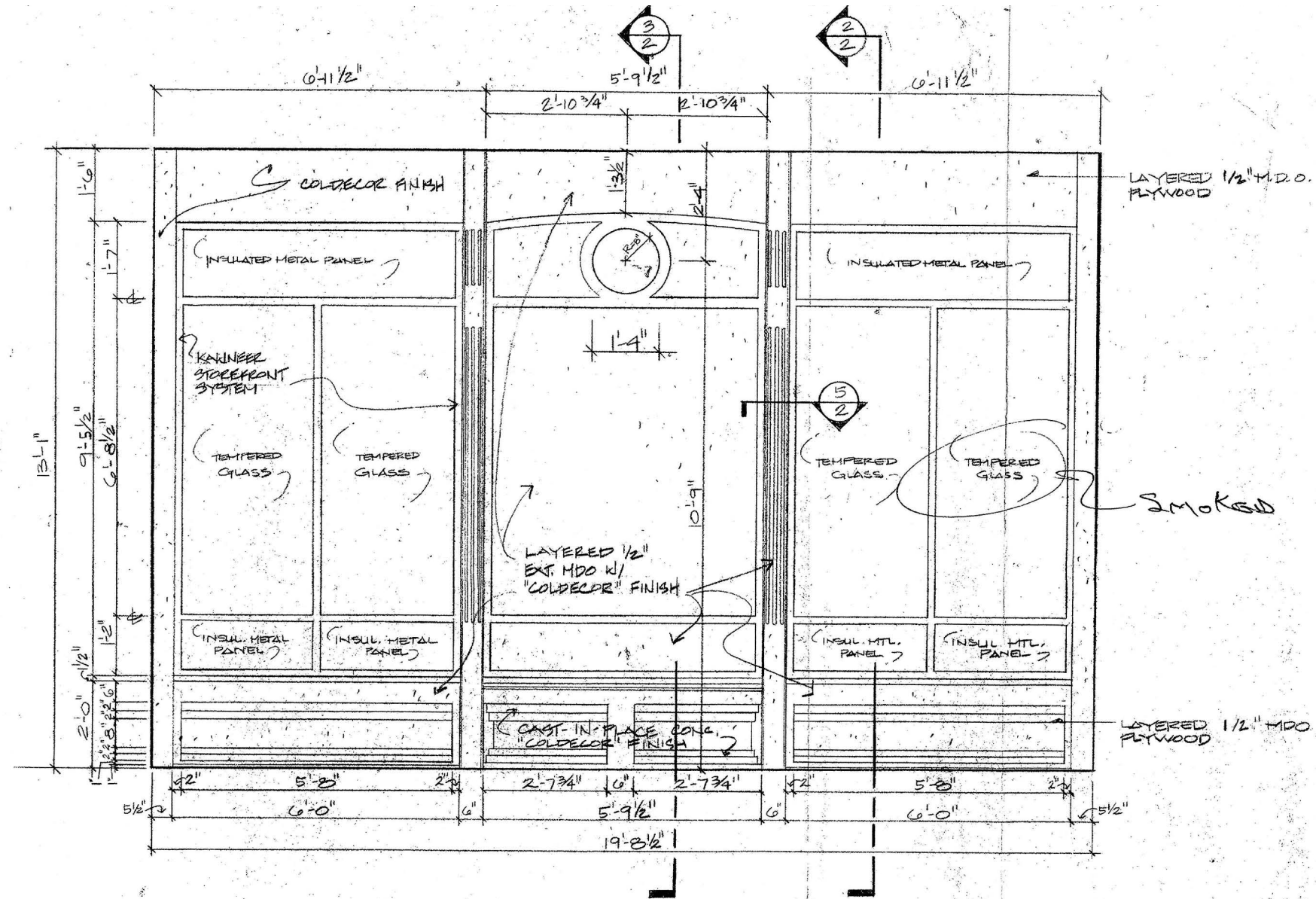
SECTIONS  
 ELEVATIONS  
 DETAILS

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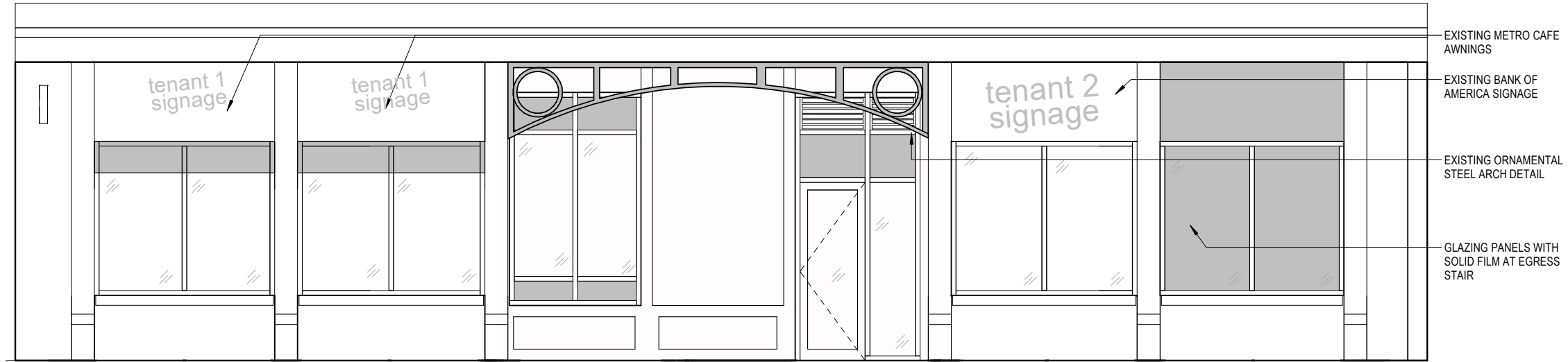
Print No. 216

# 1989 FACADE MODIFICATIONS

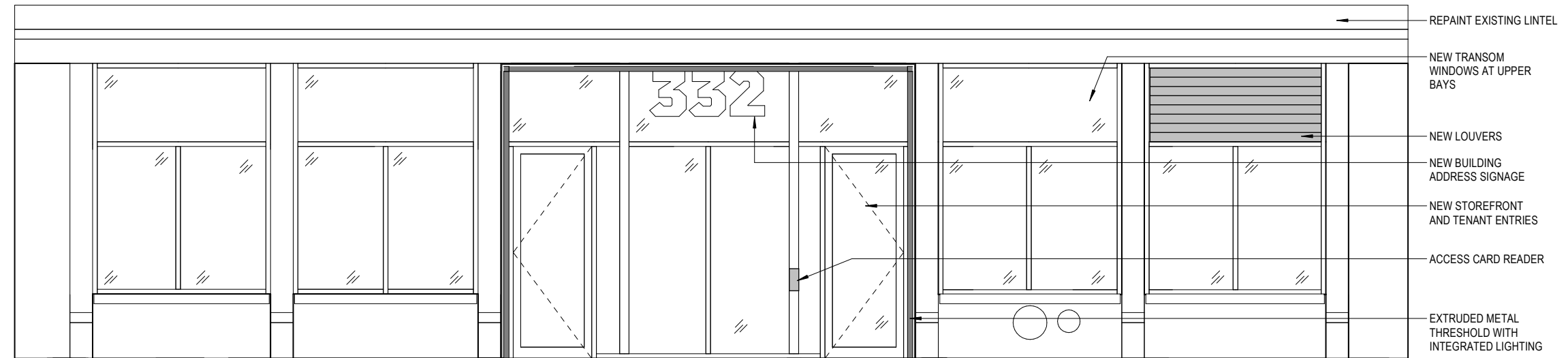


# 1989 FACADE MODIFICATIONS



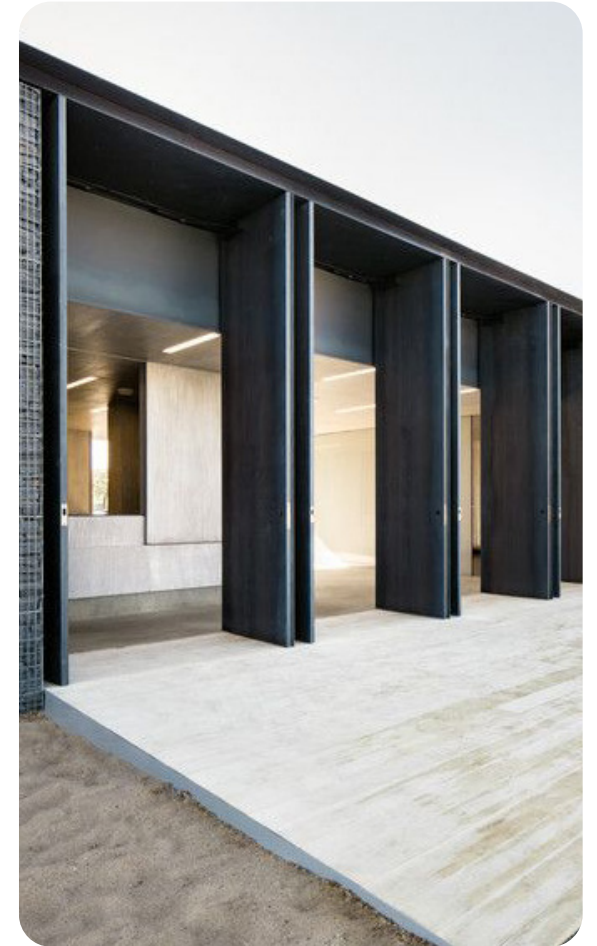
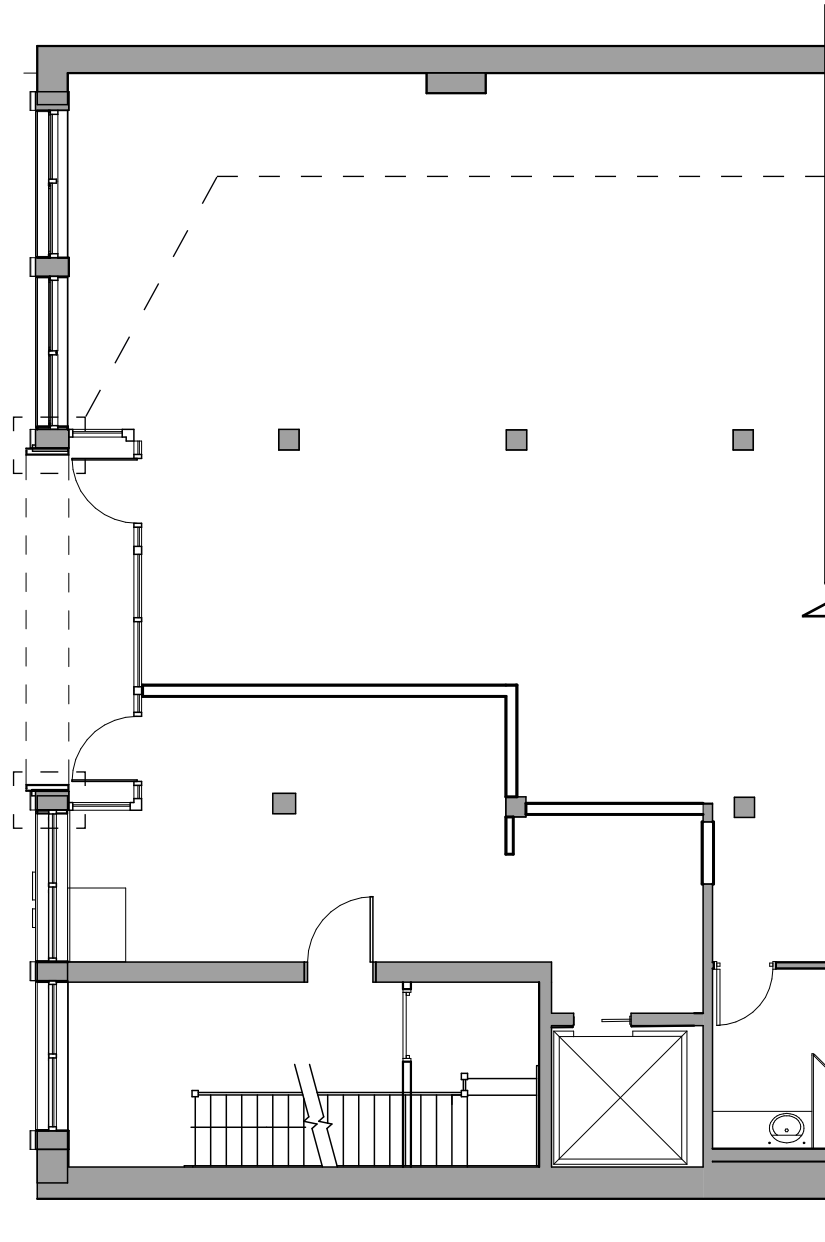


EXISTING ELEVATION



PROPOSED ELEVATION

# EXISTING & PROPOSED ELEVATIONS



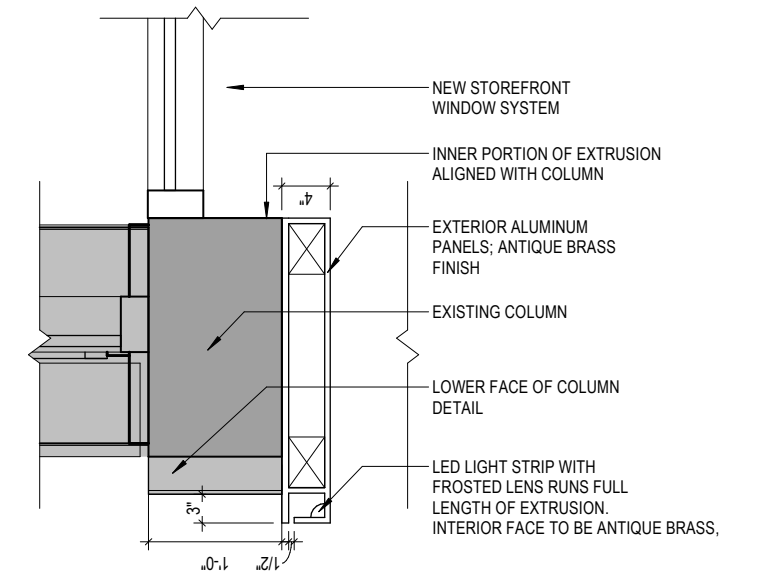
## DESIGN INSPIRATION- RECTILINEAR EXTRUSION



**EXTRUDED ENTRY THRESHOLD**

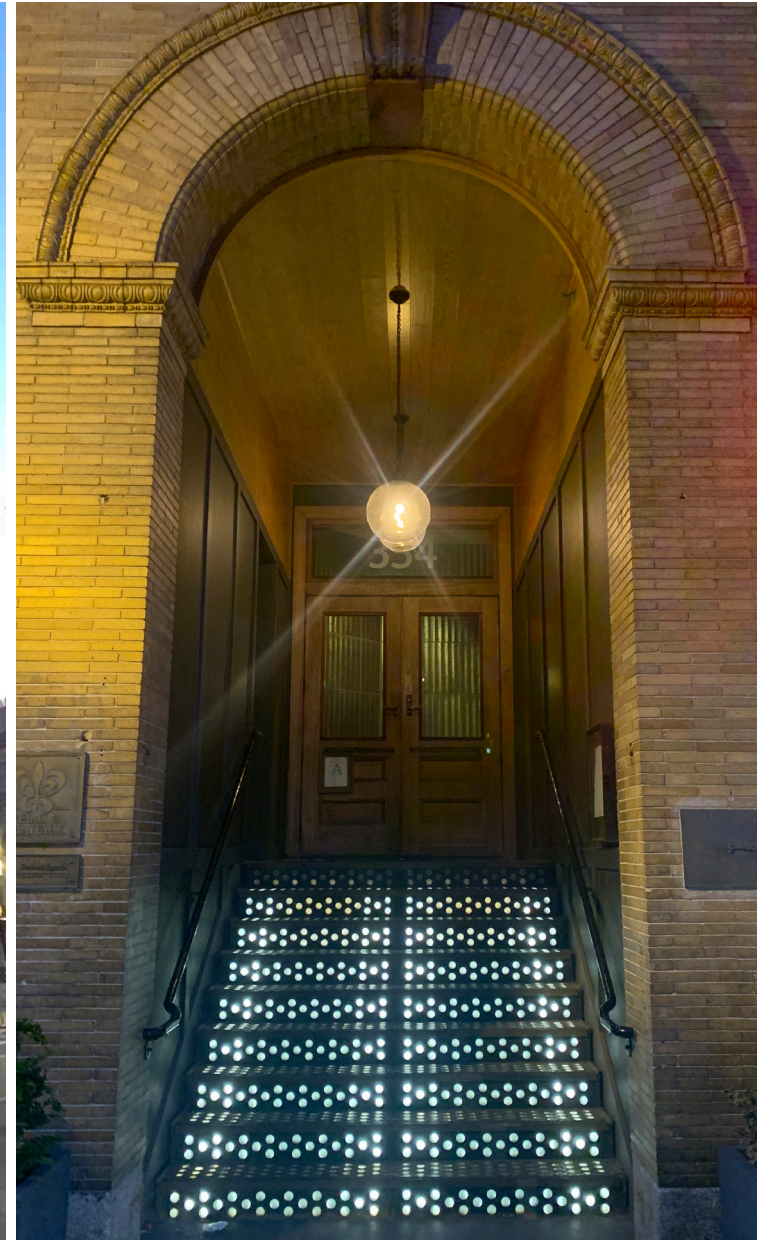
A NEW ARCHITECTURAL THRESHOLD IS PROPOSED AT THE RECESSED ENTRYWAY, WHICH IS A PORTION OF THE GROUND LEVEL DESIGN THAT IS NOT ORIGINAL TO THE HISTORIC BUILDING. THE DEPTH OF THE THRESHOLD IS ALIGNED AT THE BACK WITH THE COLUMNS, BUT PROTRUDES SLIGHTLY FROM THE FACE OF THE COLUMNS ON THE STREET SIDE SO A SLIVER OF THE CONTRASTING MATERIAL IS VISIBLE TO PEDESTRIANS AS THEY APPROACH THE BUILDING.

THE THRESHOLD IS ARTICULATED WITH A CLEAN, MINIMAL BAND OF CONTRASTING MATERIAL, WITH ARCHITECTURAL LIGHTING INTEGRATED INTO THE FORM TO EMPHASIZE THE ENTRYWAY FROM THE STREET SIDE. THE LIGHT SOURCE IS HIDDEN FROM VIEW SO THAT IT CREATES A DIFFUSE GLOW THAT REFLECTS OFF THE INTERIOR SURFACE OF THE EXTRUSION.

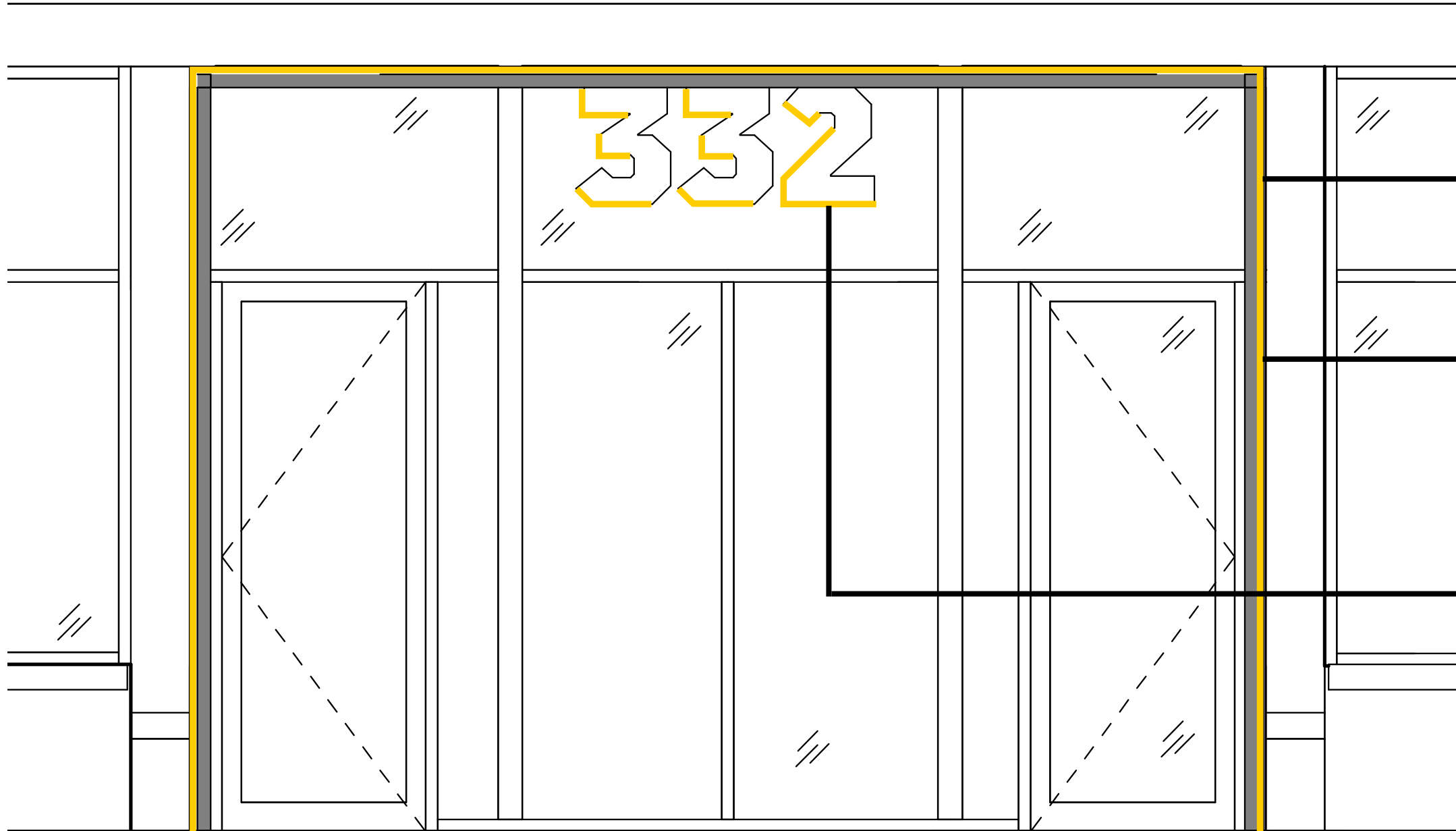


**PLAN DETAIL**

**EXTRUSION DETAIL AT ENTRANCE**



## ACCENT LIGHTING NEIGHBORHOOD PRECEDENTS



## PROPOSED ARCHITECTURAL LIGHTING & INSPIRATION



## NEIGHBORHOOD BUILDING SIGNAGE PRECEDENTS



**TEAK WITH NATURAL OIL FINISH**  
WOOD PLANK CEILINGS CAN BE FOUND THROUGHOUT THE NEIGHBORHOOD AND ADD WARMTH TO THE ENTRY WAYS. THE WARM TONE COMPLEMENTS THE LIGHTER BRICK OF THE FACADE.

TERRAMAI 5" DECKING SYSTEM



**ANTIQUE BRASS**  
THE ANTIQUE BRASS FINISH ECHOES THE FINISH OF THE HISTORIC GLAZED CLAY TILE DATE SIGNAGE FOUND IN THE UPPER PORTION OF THE BUILDING AND HIGHLIGHTS THE RECESSED ENTRYWAY

MOZ CLASSIC COLLECTION: FOG | ANTIQUE BRASS



**ALUMINUM FRAMED STOREFRONT SYSTEM**  
THE INTERIOR AND SIDE ELEVATIONS OF THE RECESSED ENTRY NICHE WILL BE REPLACED WITH A NEW STOREFRONT SYSTEM IN A FINISH TO MATCH THAT OF THE EXISTING STREET-FACING STOREFRONT.

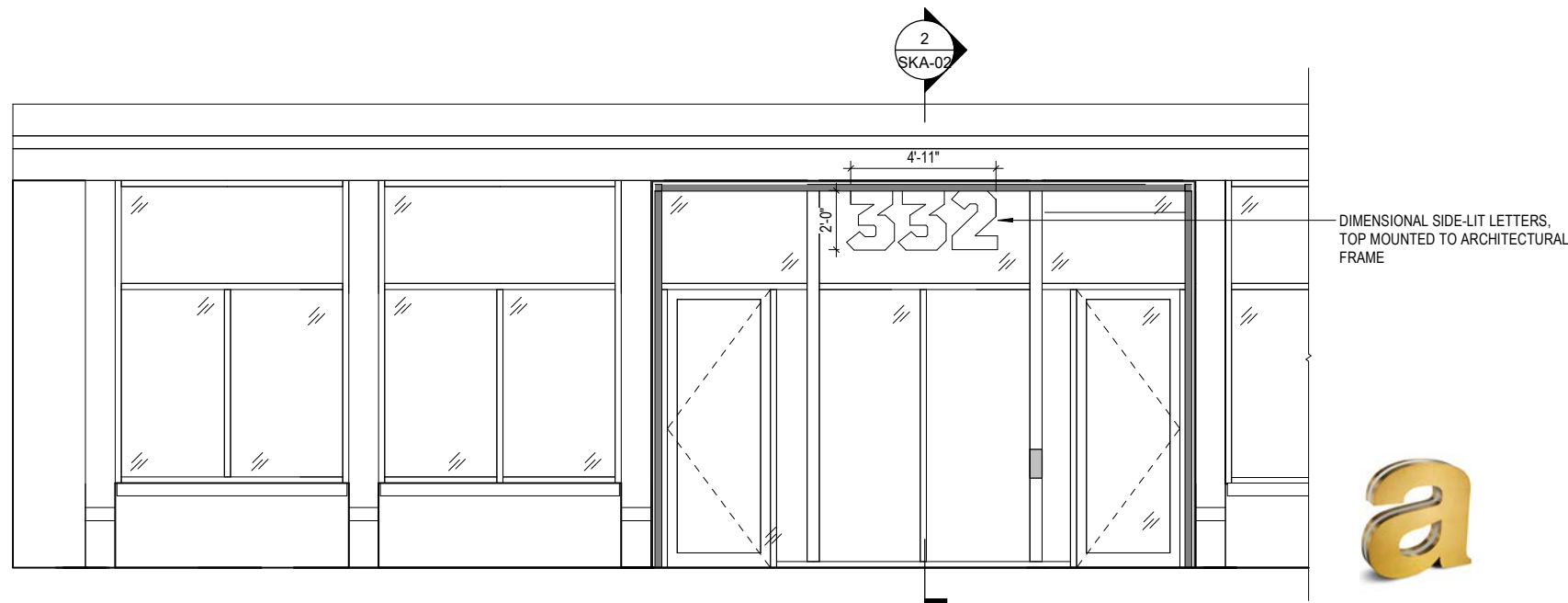
STOREFRONT SYSTEM

## PROPOSED MATERIAL PALETTE

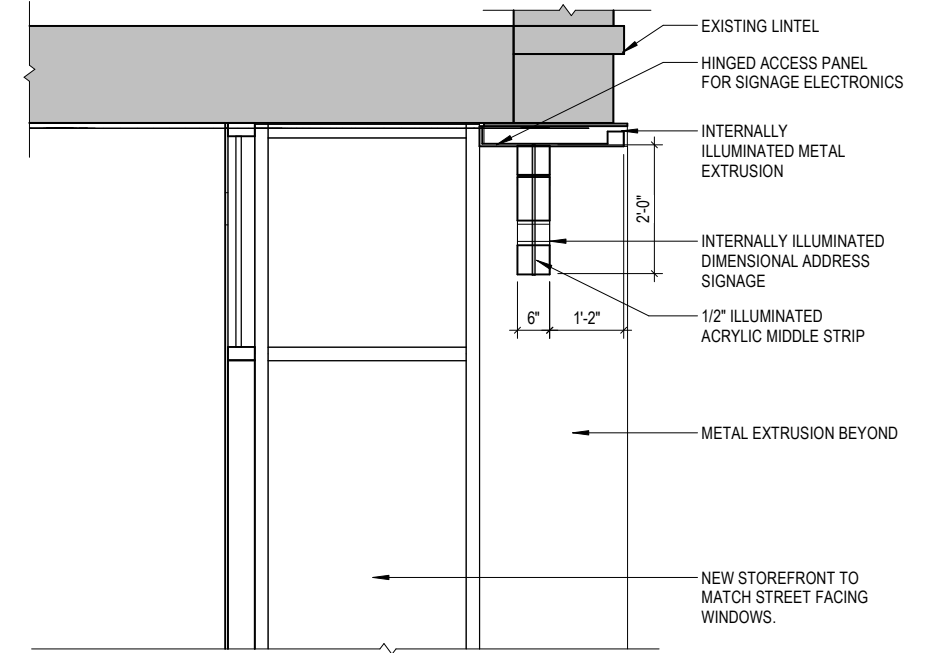


## EXISTING SIGNAGE





① CONGRESS STREET ELEVATION - PROPOSED SIGNAGE  
1/4" = 1'-0"



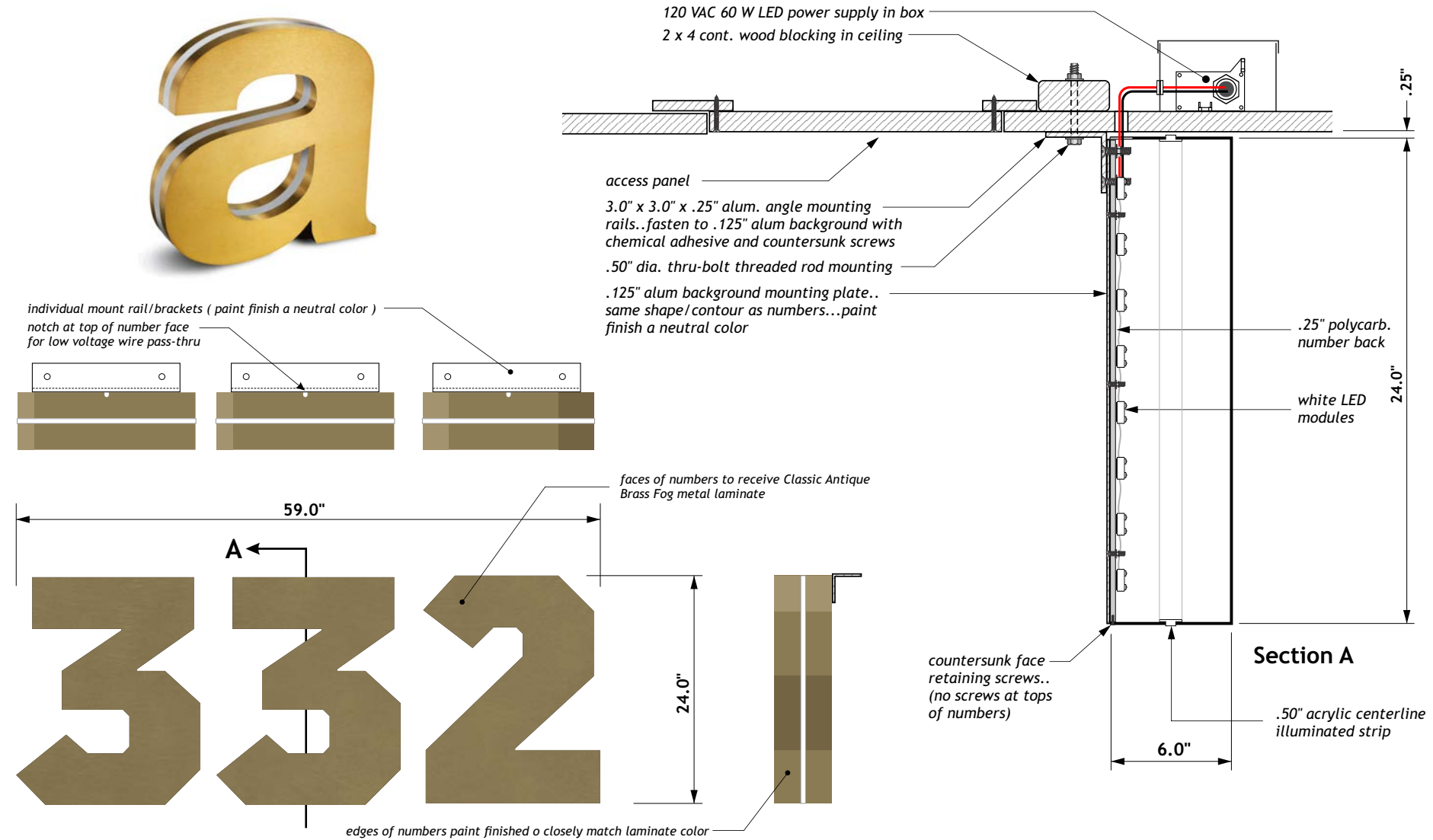
② ADDRESS SIGNAGE SECTION DETAIL  
1/2" = 1'-0"

## BUILDING SIGNAGE

THE EXISTING ORNAMENTAL ARCH WILL BE REPLACED WITH A MINIMAL ARCHITECTURAL FRAME THAT ACCENTUATES THE BUILDING ENTRY AND SUPPORTS TOP-MOUNTED DIMENSIONAL ADDRESS SIGNAGE TO IDENTIFY THE BUILDING. THE SIGNAGE WILL BE EDGE LIT, WITH THE FRONT AND BACK FACES OF THE DIMENSIONAL NUMBERS MATCHING THE ANTIQUE BRASS FINISH OF THE ARCHITECTURAL FRAME.

THE INTERNAL LIGHTING WITHIN THE DIMENSIONAL LETTERS IS LED AND WILL BE TUNED TO THE SAME COLOR TEMPERATURE AS THE CONCEALED LED LIGHTING IN THE ARCHITECTURAL FRAME. THE CENTER OF THE DIMENSIONAL LETTER CONSISTS OF A FROSTED ACRYLIC STRIP THAT WILL PROVIDE A DIFFUSE GLOW OF LIGHT AROUND THE ADDRESS SIGNAGE.

# BUILDING SIGNAGE



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	332 CONGRESS STREET BOSTON, MA	SHEET: 3 OF 3	DRAWN BY: LH	Customer approval: _____	DATE: _____	REVISED:	

# CADWELL SIGNAGE DETAILS



PROPOSED ELEVATION

# PROPOSED ELEVATION AND FUTURE TENANT SIGNAGE GUIDLINES



## NEIGHBORHOOD RETAILER SIGNAGE PRECEDENTS



## PROPOSED ELEVATION AND FUTURE TENANT SIGNAGE GUIDELINES