

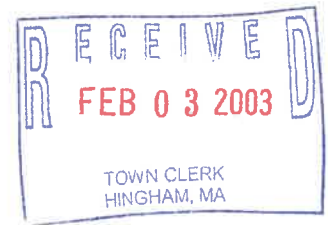
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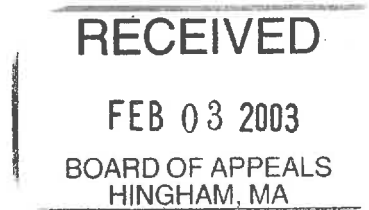
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January 31, 2003

M.J. Shultz
Board of Appeals
Town Hall
210 Central Street
Hingham, MA 02043



Re: Derby Street Shoppes

Dear M.J.:

With the sole exception of the pylon sign variance request(s), the Board closed the hearing on the above last night and voted affirmatively to grant the requested relief regarding the remaining open items before the Board. The hearing on the pylon sign has been continued until March 20th at 8 p.m.

This letter will confirm the verbal agreement, made on behalf of my client at last night's meeting to extend the time within which the Board must act upon the pylon sign requests for relief and variance until April 18, 2003.

Sincerely,

A handwritten signature in blue ink, appearing to be "RD" or "R. Devin".

Robert L. Devin

cc: William Ellis

DERBY STREET SHOPPES - HINGHAM, MA
LIFESTYLE CENTER RETAIL

30-January-2003

SUPPLEMENTAL SIGN REGULATIONS FOR DERBY STREET SHOPPES

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Following is the supplemental sign package for Derby Street Shoppes:

A. General

1) **Conformance**

All signage shall be in conformance with the Town's By Laws, subject to supplemental provisions contained herein.

B. Identity Signs for Individual Business Establishments

1) **Maximum Area of Signs**

The aggregate maximum area of signage for individual business establishments ("Tenants") shall not exceed 10% of its wall area. This is the same percentage as noted in the "Schedule of Sign Regulations".

2) **Maximum Number of Signs**

Individual business establishments may exercise discretion to distribute its total maximum sign area to one or more allowable sign types. The aggregate sign area of all its signs may not exceed 10% of its wall area.

3) **Sign Types**

Individual business establishments may install one or more sign types. All signage as applicable and in locations as designated by the property developer:

One "primary sign", positioned on or above the primary storefront.

One or more "supplemental signs", as applicable and of the following types: blade sign; awnings and/ or banners; under walk sign; shop-within-shop sign; multi-frontage sign; door identity; window decal; highway zone sign.

4) **Tenant Sign Design Criteria**

All signs as designed and installed by individual business establishments shall be further restricted by the property developer's current sign design criteria. Refer to the attached document: "Tenant Sign Design Criteria", for details of allowable signs and related regulations on size, location and construction type.

5) **Procedure**

All signs as designed and installed by Individual Business Establishments shall first be reviewed for conformance and approval by the property developer, prior to submittal to the Town for installation permit.

C. Common Signs

1) **Ground Signs**

Based on the property's street frontage of 1480 linear feet, the maximum aggregate area of ground signs is 300 square feet. The property's ground signs will be allocated as follows:

One "monument sign", a ground sign of 5' high by 36' long, or 180 sf.

Two "directories", each a ground sign of 10' high by 4'-6" wide, or 45 sf; the combined sign area of the two directories is 90 sf. Note: the front side of directory to contain measurable sign area and possibly location map; the rear side displaying historical reference to be considered a "non-sign", with property identity label.

One "existing pylon sign", for which renovation and re-lettering of the pylon sign is required. Principal characteristics to be retained include the overall dimensions of 41'-0" high by 26'-8" wide, or 1,094 sf; and existing internal illumination.

2) **Building Signs**

Though not provided for under the Town's By-Laws, the following signs are required:

Two "tower signs", one property identity sign on each of two tower elements of the Pavilion Building, each 12' high by 15' wide, or 180 sf.

One "WWTP sign", a building sign depicting property identity, 12' high by 40' wide, or 336 sf.

D. Definitions

1) **“Non-Sign”**

The following items are not to be considered “signs” because they lack text or numerals, and/ or message characteristics of signs: graphical banners without lettering; seasonal decorative signage; parking end-cap; historical memorials; postal address sign, rear service door sign of standardized and consistent lettering throughout property; fence end-cap w/ flat-sculpture atop base; utility sign on tenant storefront indicating 'hours of operation'.

02087.00/ 30JAN03/ v5

DERBY STREET SHOPPES
LIFESTYLE CENTER RETAIL
TENANT SIGN DESIGN CRITERIA

30-January-2003

TYPE, CONSTRUCTION and PERMITS

A. Types of Signs

Possible sign types are as follows:

- **“Primary Sign”** – one sign located on the Tenant’s storefront, positioned on the Landlord designated sign band of the building’s front elevation.
- **“Supplemental Signs”** – several possibilities for supplemental signs.

General Note:

Tenant identity signage is for individual tenants. Restrictions on height and length vary by location. Location selection is dependent on various factors, including available sign-mounting area on building fascia, margins separating sign from edges, and adjacencies. Decisions on location and restrictions are at sole discretion of landlord and within the context of the Board of Appeals Special Permit.

The sign types and descriptions follow:

PRIMARY SIGNS

Location A-1

Tenants with floor area equal to or exceeding 10,000 sf.

For locations where a rectangular-shaped proportion is more suitable.

Maximum height: 48”

Maximum length: 20’, or 2/3-rds of storefront length

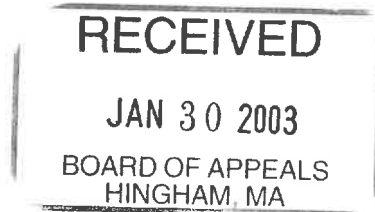
Location A-2

Tenants with floor area equal to or exceeding 10,000 sf.

For locations where a square-shaped proportion is more suitable.

Maximum height: 60”

Maximum length: 60”



Location B-1

Tenants with floor area less than 10,000 sf.

Maximum height: 28" if CAPS, or 32" if Mixed-Case

Maximum length: 14', or 2/3-rds of storefront length

Location B-2

Tenants with floor area less than 10,000 sf.

Maximum height: 32"

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

Location B-3

Tenants with floor area less than 10,000 sf.

Maximum height: 18"

Maximum length: 12', or 2/3-rds of storefront length

SUPPLEMENTAL SIGNS**Blade Sign**

Mounted perpendicular to tenant's storefront.

Standard insert panel – 24" x 24"

Standard panel frame – 30"w. x 36"h. x 6"th.

Minimum mounting height: 7'-0"

Awnings and/ or Banners

Identity to be integral to awning and/ or banner design.

All text and graphics to be reviewed for approval by Landlord.

Under-Walk Sign

Sign attached and integrated with storefront design, distinctly different from primary sign.

Underwalk condition is where tenant's storefront (or major portion thereof) fronts upon a pedestrian sidewalk fully covered by extension of building roof overhead.

Maximum height: 18"

Maximum length: 12', or 2/3-rds of storefront length

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.

Maximum height: 36"

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

Multi-Frontage Sign

Where tenant has additional customer storefronts (ie, with glass storefront) facing towards vehicular drive, parking area and/ or pedestrian walkway.

Maximum height: 24"

Maximum length: 14', or 2/3-rds of storefront length

Door Identity

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

Maximum height: 12"

Maximum length: door width

Window Decal

Paint or vinyl applied to inside face of storefront glass.

Maximum height: 4"

Maximum length: subject to landlord's discretion

Highway-Frontage Sign

Tenants with floor area equal to or exceeding 10,000 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 storefrontage 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"

B. Design and Construction Technology

1) Illumination

Illumination of signs shall be of the following two types:

- Face-Lit: External and focused on front face of sign composed of individual letters..
- Halo-Lit: Backlit light source mounted behind opaque individual sign letters.

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. Any and all maintenance shall be prompt

2) Sign Construction Details

“Face-lit”: externally illuminated sign composed of individual sign 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 (4”), i.e., face of letter may not protrude more than eight inches (10”) off the mounting surface. Materials may include painted hardwood or quality metals. All signs shall be finished with a suitable durable finish for exterior application.

“Halo-lit”: internally illuminated sign composed of individual sign letters. Letters shall be fully opaque, hollow, and 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 (4”), i.e., face of letter may not protrude more than eight inches (10”) off the mounting surface. Materials may include painted hardwood or quality metals. All signs shall be finished with a suitable durable finish for exterior application.

3) Sign Types Not Allowed

Sign types expressly not allowed by tenants include: internally illuminated sign boxes; directly exposed neon; flashing or dimming light sources. Logos and/ or trademarks may not be added to signs. The message of the sign must be the tenant’s own identity. The Landlord reserves final right of approval over any proposed sign concepts, content, design presentation, or any related details.

4) Integrated Design

Tenant’s sign design shall be a fully integrated component of Tenant’s storefront, subject to

Landlord's 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 the 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.

5) **Additional Signage**

Tenant is not allowed to install any additional signage to that described in this criteria.

6) **Safety and Regulatory Conformance**

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.

C. Process, Approvals and Permits

1) **Sign Permits**

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

Process, Approvals and Permits

2) **Design Submittal**

Detailed shop drawings of all proposed signage shall be submitted by Tenant to Landlord for pre-approval prior to submittal to the Town for final approval and issuance of permit. Details shall include but not be limited to elevational drawing(s), material sample board, lighting details, fixture samples, and sectional details.

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PLAZA**

BLDG. * 19
SHOPPING CENTER
GOOD STUFF CHEAP

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**New England
JEWELRY**

KOHL'S

**BROOKS
Pharmacy**

RadioShack

ylon Sign

DERBY STREET

Bread & Circus
WHOLE FOODS MARKET

KOHL'S

KKEI

Talbots

BARNES & NOBLE

BROOKS
Pharmacy

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Dylon Sign

1/4" Die cut alum
silhouette image of
pavilion building
affixed to painted
sign panel

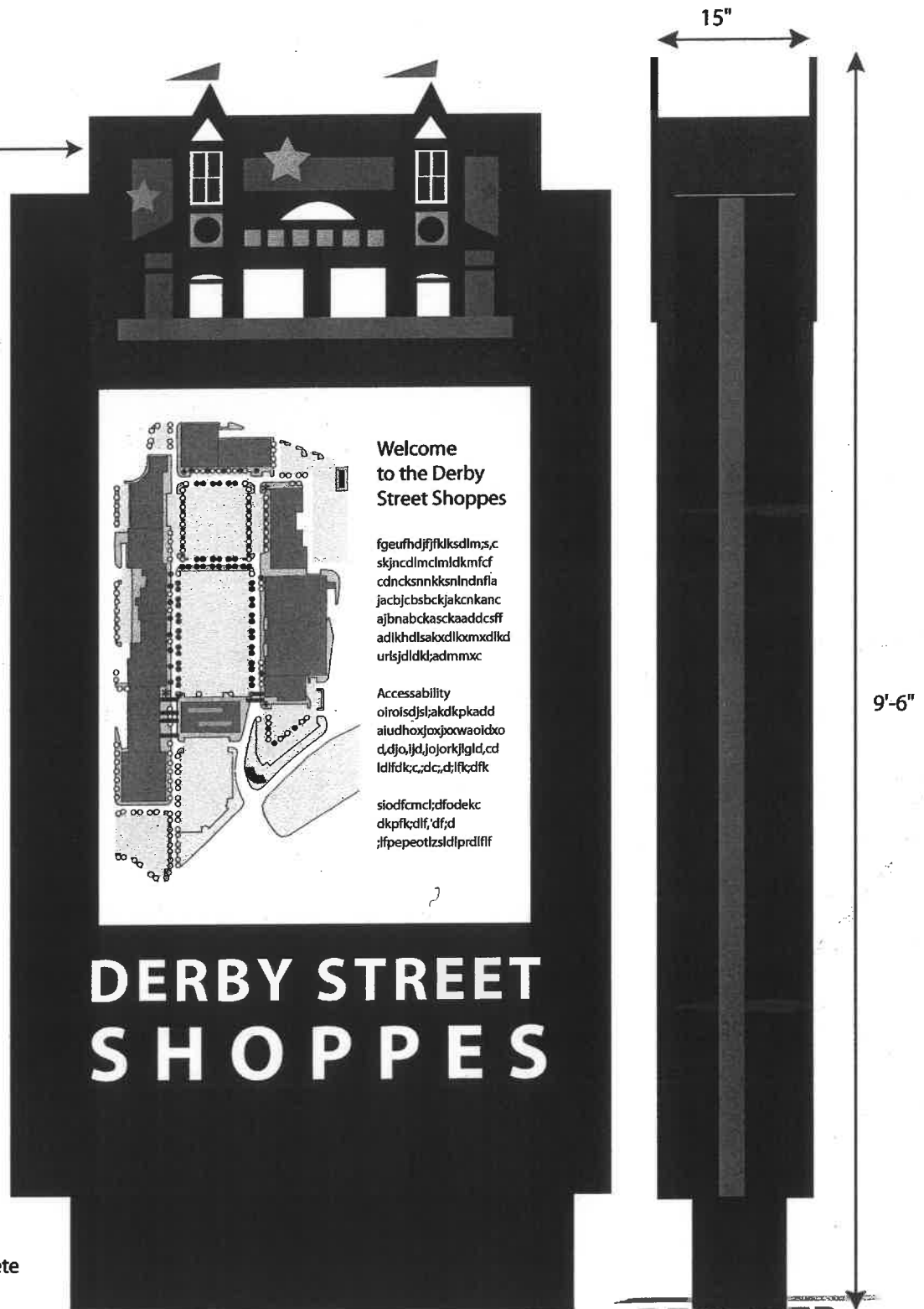
powder coated
alum. sign
box mounted
over structural
steel/ alum frame

3M permanent
digital print
mounted to
3/16"
alum. panel

side 1
site plan

side 2
historical and
anecdotal info
about the area

architectural grade
cast in place concrete



4'-4"

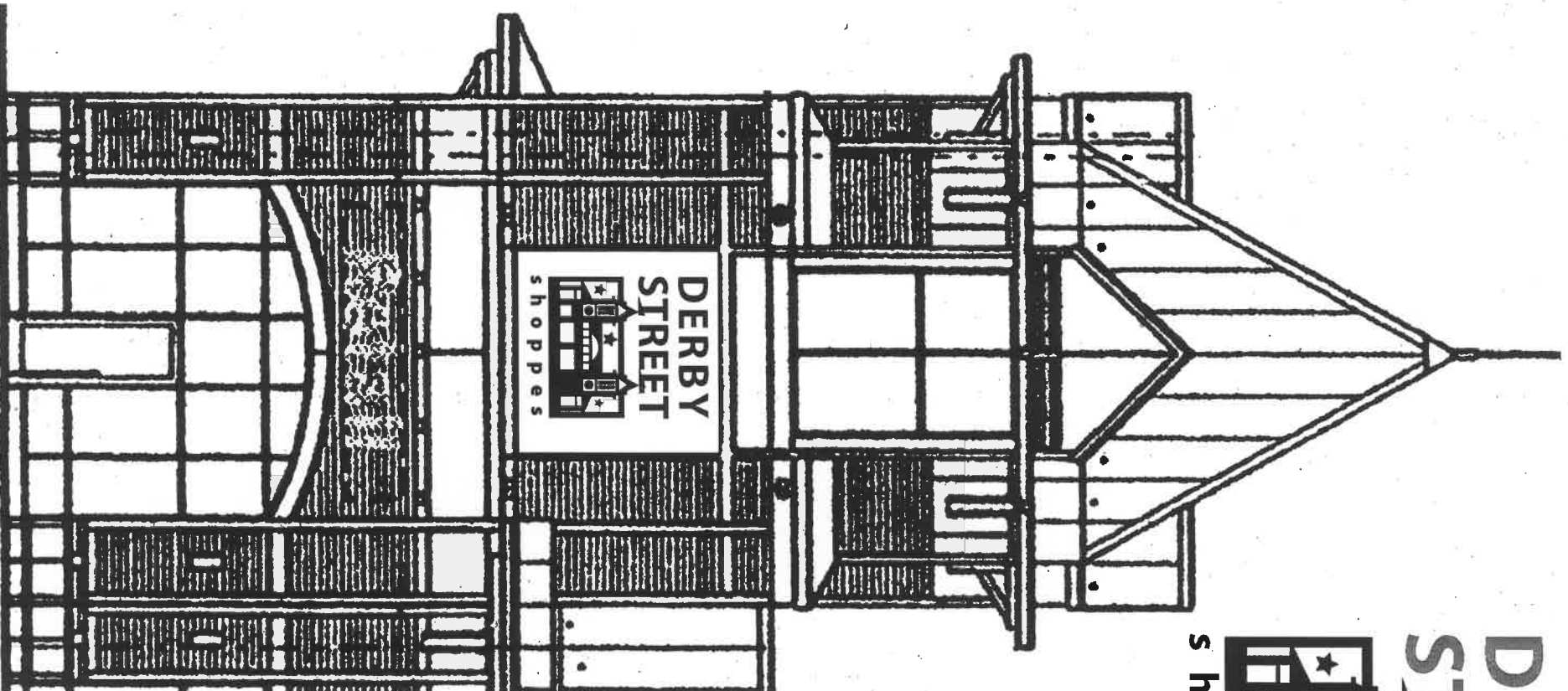
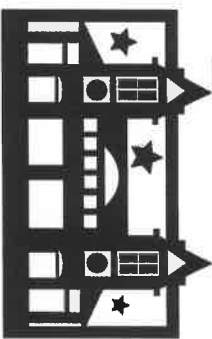
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Directories

**DERBY
STREET**
s h o p p e s

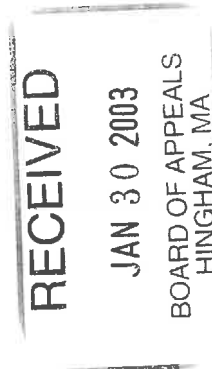


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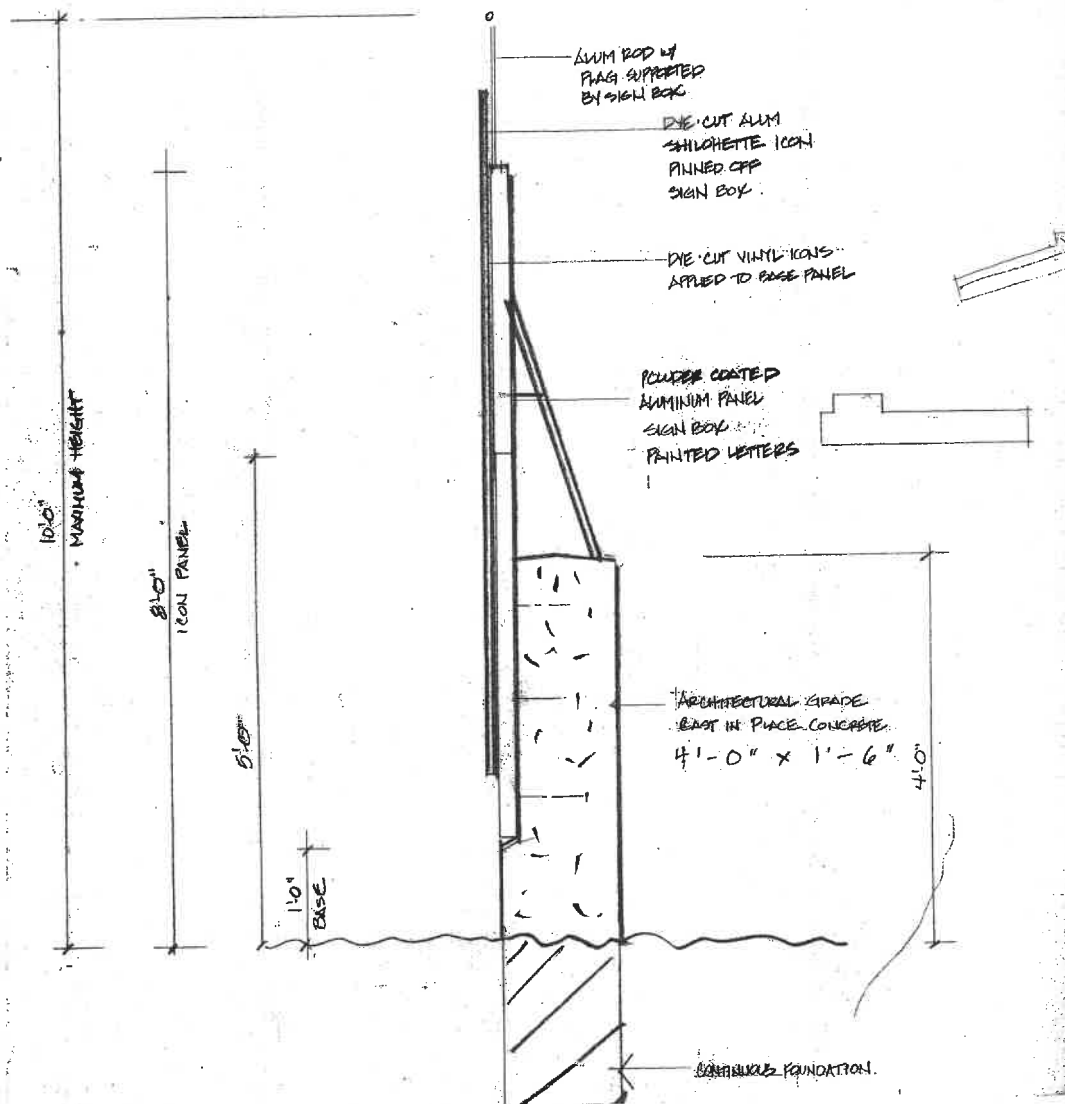
Tower Sign



This could be painted and impressed into concrete or pinned
" brushed " metal letters with impressed "logo" or everything could be
1/2 " painted/ treated metal pinned 1" off surface
of smoothed concrete / stone surface



Monument Sign

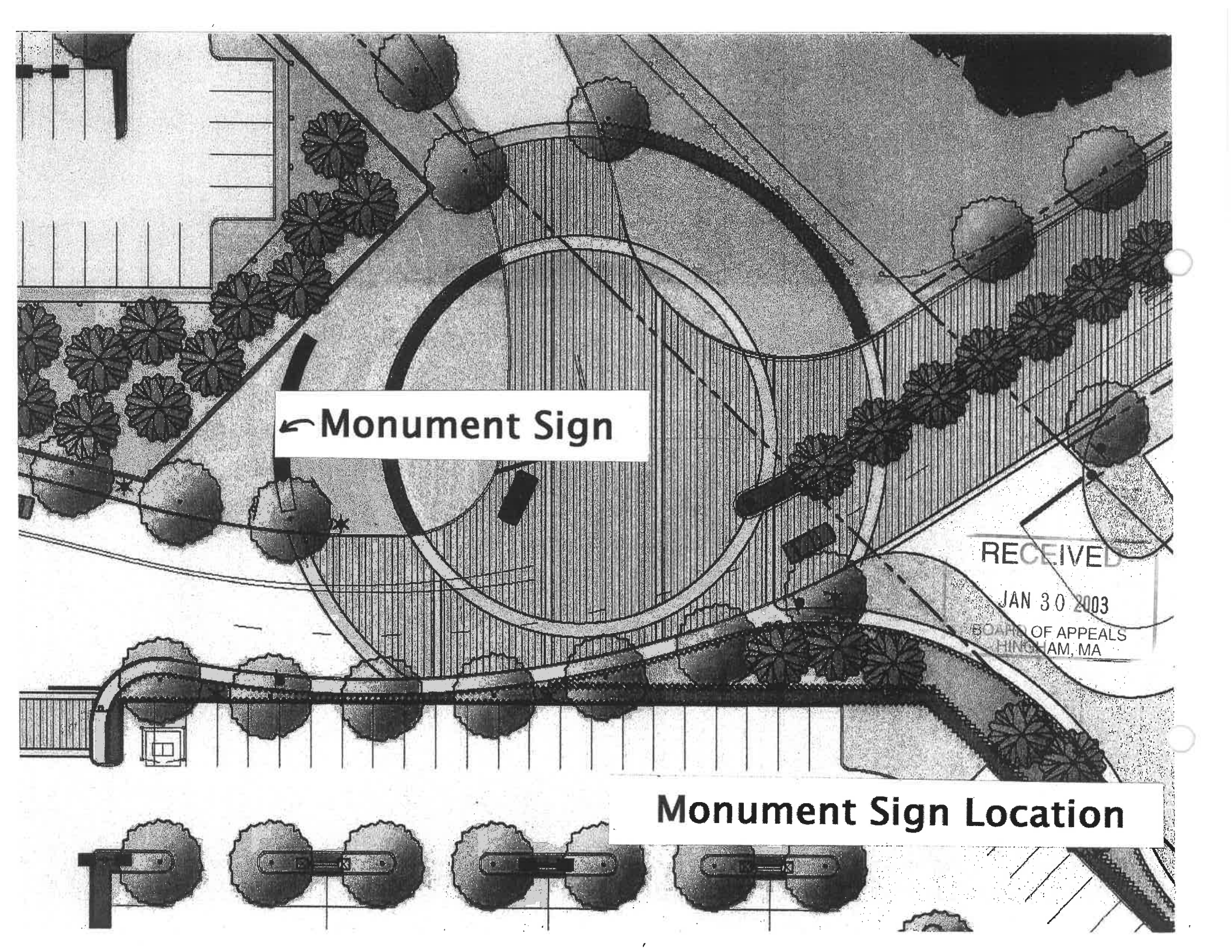


Monument Sign Section

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A detailed site plan map showing a road intersection and surrounding landscape. The map includes various features such as trees, parking lots, and building footprints. A specific location is marked with a black rectangle and labeled with an arrow pointing to it.

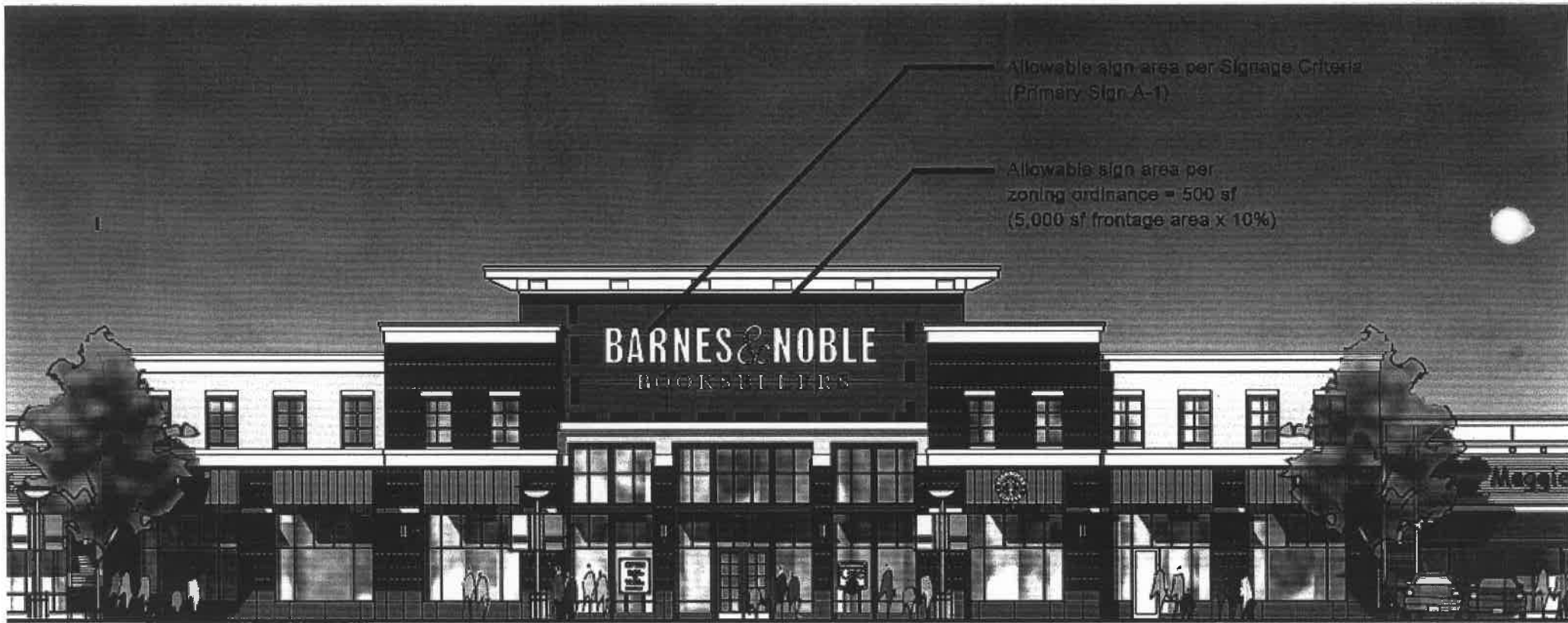
← Monument Sign

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Monument Sign Location



Tenant Signage (Single Large Tenant)

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Tenant Signage