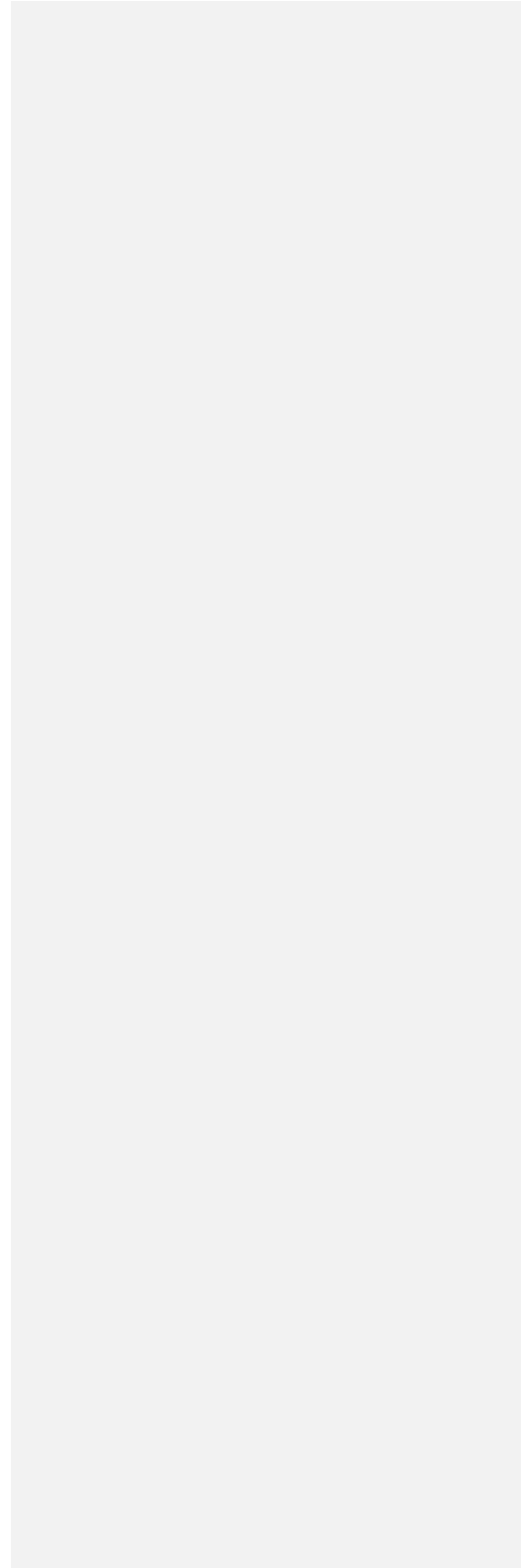


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DERBY $\frac{S}{T}$ SHOPS

SIGNAGE CRITERIA - Updated August 2026



DERBY SHOPS

Tenant 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) primary 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, including logos and/or symbols associated with the Tenant's branding. Tenants should center all signage over their entry door, verify location on façade with Landlord Tenant Coordinator.

In the criteria below, Tenant's should design their sign to the more restrictive sign dimension. Tenant's may request the larger sign which will be granted or denied based on Landlord and Town mutual approval.

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 **up to** 36" in height and 13'-0" in length and is suspended from the underside of the roof overhang.
 - Frame to match building paint color – contact Landlord Tenant Coordinator for more information.
- 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

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Corner or Open to Sky Storefront:

- Primary sign to be on area designated by Landlord. Sign to be constructed of dimensional letters.
- 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 & 5 (SUITE ID 200 – 510)

Tenants under 10,000 sf

- Primary sign to be on area designated by Landlord. Sign to be constructed of dimensional letters.
 - 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 on area designated by Landlord. Sign to be constructed of dimensional letters.
 - 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.

Tenant identity may be allowed awnings at Landlord discretion. Tenant branded awnings should be included as part of the signage package submitted to the Town. Awning sides to be open and illumination of awnings is not permitted.

Blade Signs

- Signs that are installed perpendicular to the Tenants storefront façade.
- Signage using rigid decorative brackets and rigid, durable panels.
- Blade signage is to be non-illuminated.
- 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. Temporary decals may be allowed to be larger at landlord's discretion.

- Maximum height: 4"
- Maximum length: subject to landlord's discretion

Highway-Frontage Sign (H-1)

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 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: 18"

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.
- Exposed transformers.

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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

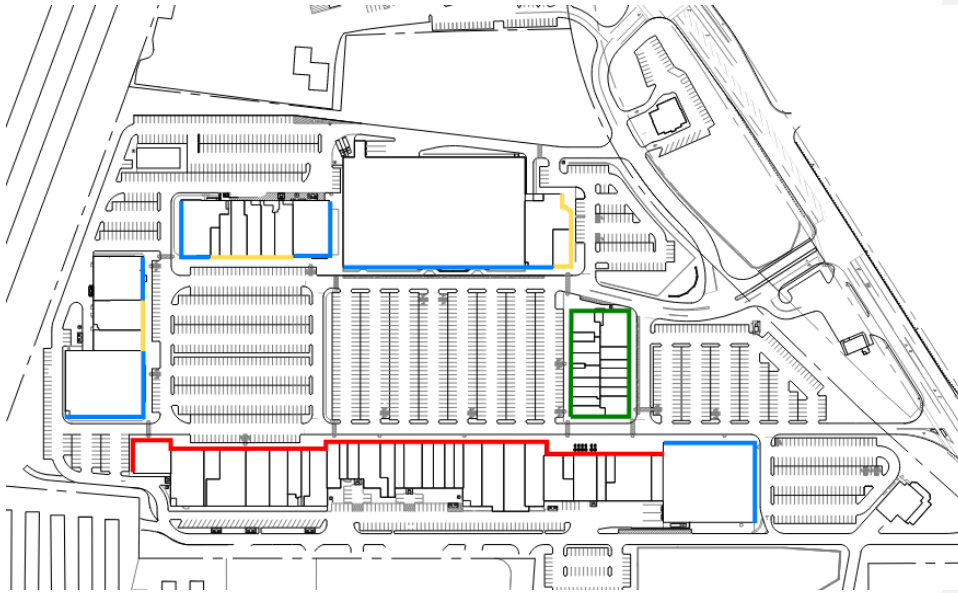
Backlit light source mounted behind opaque individual sign letters. Letters shall have fully opaque face, have hollow back, and be 3-dimensional. Illumination shall 'wash' the rear mounting surface (fascia or panel) behind pinned-off letters, creating a halo effect. Any light source shall not be directly 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 & 5

Commented [VM1]: Plan to be updated to reflect Artizia suite as an anchor tenant - over 10k sf

DERBY SHOPS

Site/Property Sign Criteria

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The following sign criteria has been created to detail the site/property signage approved for Derby Street Shops in concurrence with the local Zoning Bylaws, requirements from local authorities and the design of the center. The objective is to consolidate previous approvals and update current requests into a single document to provide guidance for any future modifications or changes to site/property signage.

Since the property's redevelopment as "Derby Street Shoppes" in 2003, the property name has been updated to its current name and associated branding "Derby Street Shops". For ease of reference, "shoppes" has been adjusted to "shops" in this document to reflect the updated property name and branding unless specifically called out by a permit approval.

6. HISTORICAL INFORMATION

a. Original Signage Approval

In an approval dated February 6, 2003, the Town of Hingham Zoning Board of Appeals ("ZBA") voted to approve the ADD Inc. signage documents entitled "Supplemental Sign Regulations for Derby Street Shoppes" and "Tenant Sign Design Criteria" both dated January 30, 2003. The ADD Inc. signage package included references to both directory signs and a monument sign.

b. Pylon Sign

During the 2003 permitting process for Derby Street Shop, the pylon sign was separated from the rest of the permitting package for additional review and designated Phase III. In a decision dated April 16, 2003, the ZBA approved Phase III related to the pylon sign variances requested. This approval allowed the property to upgrade the pylon sign from the existing Hingham Plaza shopping center pylon sign but to keep the size of the original sign. In the same decision, the ZBA denied the request to allow internal illumination on the sign and instead required the sign to be lit by either surface illumination or halo lit.

c. Wayfinding Signage

In association with the permitting for the Building 5 renovations in 2018, Derby Street Shops designed a wayfinding / directional signage plan for the property. In an approval dated December 4, 2018, the Town of Hingham Planning Board approved the site-wide wayfinding signage package which was subsequently implemented throughout the property.

d. Updated Signage Approval

In an approval dated August 20, 2020, the ZBA approved an updated and revised Tenant Signage Criteria dated July 29, 2019. This document was submitted as part of a larger comprehensive permit application update filed by Derby Street Shops to update the site's Special Permit to reflect the property as a "Shopping Center".

e. Signage Clarification

In an approval dated May 12, 2022, the ZBA approved an updated and clarified Tenant Signage Criteria document dated April 27, 2022.

7. PYLON SIGN

The existing pylon sign at the main entrance of the property has been preserved and improved over the lifetime of the property. Owner has the right to make continued improvements and changes to the sign as long as it retains its principal characteristics and maintains overall dimensions of 41'-0" high by 26'8" wide, or 1,094 sf. Pylon may be externally, surface or halo illuminated.

8. MONUMENT SIGN

The existing monument sign, a ground sign, at the interior entrance to the property was updated in 2025 to reflect a more modern property aesthetic. The sign maintains a size of 4'-2" high by 12" wide or 50 sf. The sign base is not included in the sign measurement. Monument sign must be externally lit.

9. DIRECTORY SIGNS

Two directory signs, each a ground sign, may have dimensions of 10' high by 4'-6" wide, or 45 sf each. The directory sign may contain one or both sides displaying a location map with tenant location information. The second side may also be used to display property identity information, tenant promotional information or property activation information. Directory signs must be externally lit.

10. WAYFINDING SIGNS

The property, from time to time, may need to update or add additional wayfinding signage. Any new wayfinding signage should be in keeping with the aesthetic approved for the original wayfinding signage package and in keeping with the character and aesthetic of the property.

11. POLE BANNER SIGNS

Pole banner signs may be affixed to light posts throughout the property to add charm/character. Banners will be art-forward and thoughtfully integrated with the overall property aesthetic to highlight Derby Street Shops' distinct brand identity. Pole banner signs will be created in one of two standard sizes, no greater than 24"x 46.5" or 24"x73".

Commented [VM2]: New request - addition to signage criteria not in previously approved decisions.

12. ADDITIONAL SIGNS

Several signs were approved but do not currently exist on the property. These signs may be implemented in the future on an as needed basis.

a. Tower Signs

Property identity signs one each of the two tower elements of the Pavilion Building (Building 2), each 12' high by 15' wide, or 180 SF.

b. WWTP Sign

A building sign depicting property identity, 12' high by 40' wide, or 336 SF.

13. 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; artwork which identifies artist or property contact information or social media handle as long as the identification is 5% or less of the total size of the art; parking end-cap; historical memorials; wayfinding signage; postal address sign; rear service door sign of standardized and consistent lettering throughout property; fence end-cap with flat sculpture atop base; utility sign on tenant storefront indicating ‘hours of operation’ or other instructional information related to the business.

Commented [VM3]: Addition allowing identification, social media handles as long as it is a small portion of overall signage.