



SIGN POLICY

***1105 Massachusetts Avenue
Cambridge, MA 02138***

The Board of Trustees of the 1105 Massachusetts Avenue Condominium has adopted the following Sign Policy which shall be effective and applicable to all building signs as of July 1, 2013.

1. All signs and lighting must comply with "Article 7 Signs and Illumination" of the Cambridge Zoning Ordinance, as it may be revised from time to time (the "Sign Ordinance"), as well as all other applicable state and local regulations.
2. Definitions:
 - a. Wall Sign: Any sign that is visible from the exterior of the building, not including Window Signs and Projecting Signs.
 - b. Projecting Sign: A sign that hangs from the ceiling of the upper retail floor walkway.
 - c. Window Sign: Any sign on or behind the surface of windows.
 - d. Sign Area: Calculated as set forth in the Sign Ordinance. Where a sign consists of individual letters or symbols, the Sign Area shall be the area of the smallest polygon that encompasses all the letters and symbols.
3. Number of Signs:
 - a. Each retail establishments on the upper retail floor may have one Projecting Sign.
 - b. Each retail establishment may have no more than one Wall Sign.
 - c. Each retail establishment may have a Window Sign on no more than one window.
4. Sign Area and Dimensions
 - a. The total Sign Area of all signs for a single retail establishment (including the sum of the areas of all Wall, Projecting and Window Signs) shall not exceed one square foot per linear foot of storefront.
 - b. No Projecting Sign shall be longer than 73 inches nor project further from the ceiling than 13 inches.
 - c. The Sign Area of a Window Sign shall not exceed 20% of the area of the glass of the window.
5. Type of Signs
 - a. Wall Signs shall be composed of individual, three-dimensional channel letters and symbols.
 - b. If a Wall Sign is illuminated, it must be by indirect, continuous, internal illumination, and may be face lit or halo lit.
 - c. No box or cabinet signs are permitted.



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- d. Window signs shall consist of individual letters or symbols affixed to the window or mounted on a clear, transparent background, and no letter or symbol shall exceed a height of six inches.
- e. No sign shall include any flashing, moving, changing or animated graphic components.
- f. No exposed electrical conduit shall be permitted on the building facade.

6. Board Approval

- a. All signs are subject to approval by the Board of Trustees of the 1105 Massachusetts Avenue Condominium (the "Board").
- b. The Board will only approve signs that it deems, in its sole discretion, to be high quality, aesthetically pleasing, and consistent with the Board's goals for the appearance of the building. In evaluating a sign application, the Board will consider its design, dimensions, location, colors, materials, illumination and method of installation, as well as its relationship to other signs and building elements. The Board will also consider the experience and reputation of the sign company engaged by the applicant.
- c. No sign is permitted as of right. Prior approval of a sign of a certain size, design or type shall not establish a binding precedent upon the Board and each sign application will be considered upon its own merits.
- d. The Board reserves the right, in its sole discretion, to waive or modify any of the requirements or restrictions contained in this Sign Policy, or to impose more stringent or additional requirements or restrictions.
- e. The Board reserves the right, in its sole discretion and without notice, to revise this Sign Policy from time to time.

7. Nonconforming Signs

- a. A sign that does not conform to this Sign Policy, but that was previously approved in writing by the Board, shall be governed by this section of the Sign Policy.
- b. A sign that was never approved in writing by the Board or that was not installed in accordance with a Board approval shall have no rights under this Sign Policy or otherwise.
- c. Ordinarily, the Board shall permit nonconforming but previously approved signs to remain as is or with only minor modifications.
- d. In appropriate cases, the Board reserves the right to require that an existing nonconforming sign be modified, removed or replaced by a sign that conforms to the current Sign Policy. If such sign was originally installed



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by the current retail establishment and was properly approved in writing by the Board, then the Board shall give that retail establishment a reasonable time period within which to modify, remove or replace the sign.

8. Application Procedure

- a. Sign applications shall be submitted by the owner of the applicable condominium unit, and it shall be the owner's responsibility to assure that all sign applications conform to this Sign Policy and receive the Board's written approval prior to installation. In reviewing a sign application, the Board shall communicate primarily with such unit owner, but shall have the right to communicate directly with the owner of the retail establishment for whom the sign is intended.
- b. Each sign application shall be prepared by a professional sign company with extensive experience designing, fabricating and installing signs for retail establishments, and presenting such signs for approval by design review boards or other permit-granting authorities. The Board reserves the right to require that an applicant use a specific sign company, or select from a list of approved sign companies, designated by the Board based upon their known quality and experience.
- c. Each sign application shall include detailed drawings, specifying all relevant dimensions (including the precise location on the building facade), perspectives, materials, colors, means of illumination, and electrical power source.
- d. In order for the Board to evaluate the appearance and relationship of the proposed sign to other signs and building elements, each sign application shall include a scale drawing or photo of the front elevation of the building with the proposed sign shown on the drawing or superimposed on the photo.