

KEYPOINT PARTNERS

332 - 336 & 338

Newbury St. • Boston, MA



TENANT SIGNAGE CRITERIA

October 2025

SIGNAGE

- Each tenant is allowed (1) set of internally illuminated channel letters/logo OR (1) internally illuminated sign cabinet and/or (1) internally illuminated blade sign.
(See location plan & renderings)
- Building signage to be individual, internally illuminated channel letters/logo mounted on a raceway. OR an internally illuminated sign cabinet mounted flush to the building. Illumination to be face-lit only.
(See size requirements & photo samples)
- D/F blade sign to be internally illuminated with push-thru acrylic copy/logo or routed and backed with acrylic.
(See size requirements & photo samples)
- All illuminated signs are required to be placed on a dimmer.
- NO external / visible conduit signage connections.

AWNINGS

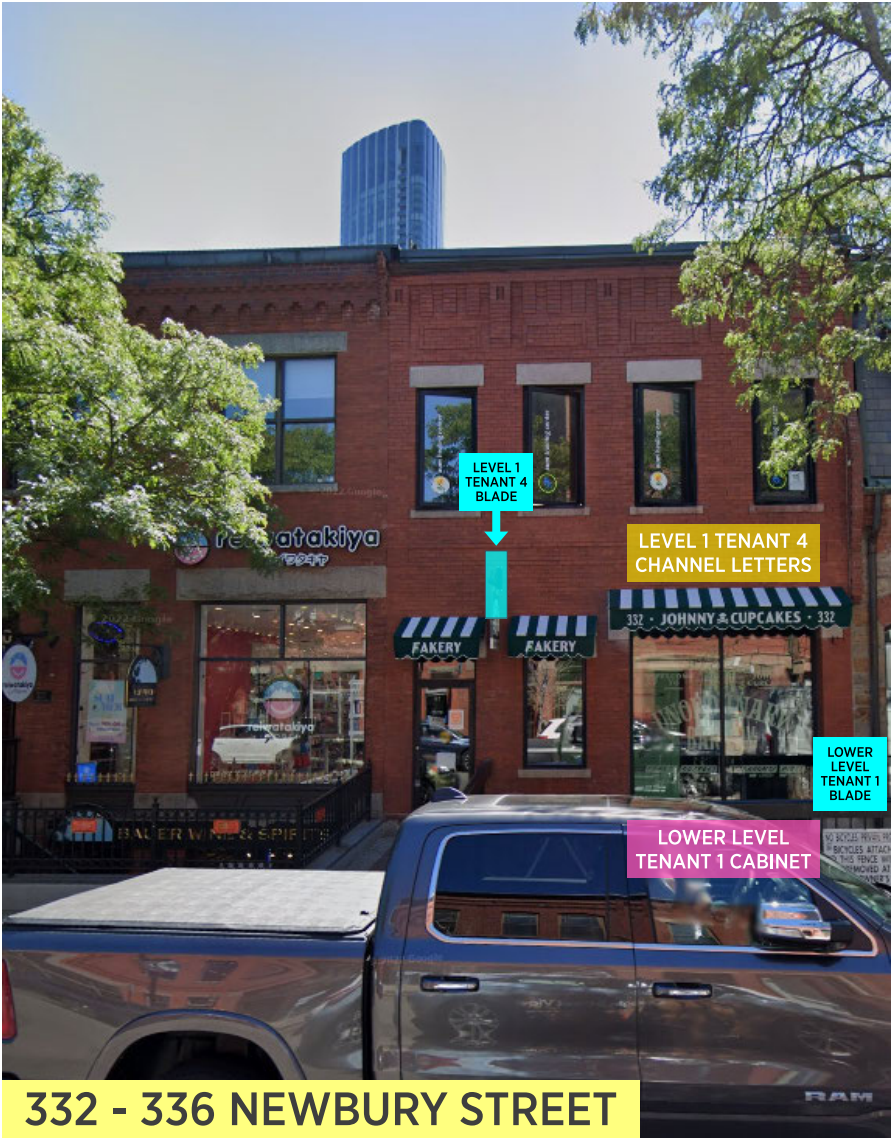
- Awnings **for first floor tenants of 332 - 336 Newbury Street only**, must be submitted to, and will be reviewed/approved by property management on case by case basis.

TENANT SIGNAGE ALLOWANCE
332 - 336 Newbury Street

- TENANT 1 ALLOWANCE:** (1) Blade Sign & (1) Cabinet
- TENANT 2 ALLOWANCE:** (1) Blade Sign & (1) Cabinet
- TENANT 3 ALLOWANCE:** (1) Blade Sign & (1) Cabinet
- TENANT 4 ALLOWANCE:** (1) Blade Sign & (1) Set of Channel Letters (awnings optional, requires approval)
- TENANT 5 ALLOWANCE:** (1) Blade Sign & (1) Set of Channel Letters (awnings optional, require approval)
- TENANT 6 ALLOWANCE:** (1) Blade Sign
- TENANT 7 ALLOWANCE:** (1) Blade Sign
- TENANT 8 ALLOWANCE -** (1) Blade Sign

TENANT SIGNAGE CRITERIA

October 2025



TYPICAL
BLADE SIGN
LOCATION



TYPICAL
BUILDING SIGN
LOCATION
(CHANNEL LETTERS)



TYPICAL
BUILDING SIGN
LOCATION
(CABINET)

SIGNAGE

- Each tenant is allowed (1) set of internally illuminated channel letters/logo OR (1) internally illuminated sign cabinet and/or (1) internally illuminated blade sign.
(See location plan & renderings)
- Building signage to be individual, internally illuminated channel letters/logo mounted on a raceway. OR an internally illuminated sign cabinet mounted flush to the building. Illumination to be face-lit only.
(See size requirements & photo samples)
- D/F blade sign to be internally illuminated with push-thru acrylic copy/logo or routed and backed with acrylic.
(See size requirements & photo samples)
- All illuminated signs are required to be placed on a dimmer.
- NO external / visible conduit signage connections.

TENANT SIGNAGE ALLOWANCE 338 Newbury Street

- TENANT 1 ALLOWANCE:** (1) Blade Sign & (1) Set of Channel Letters
- TENANT 2 ALLOWANCE:** (1) Blade Sign & (1) Set of Channel Letters
- TENANT 3 ALLOWANCE:** (1) Blade Sign
- TENANT 4 ALLOWANCE:** (1) Set of Channel Letters

TENANT SIGNAGE CRITERIA
October 2025



TYPICAL
BLADE SIGN
LOCATION

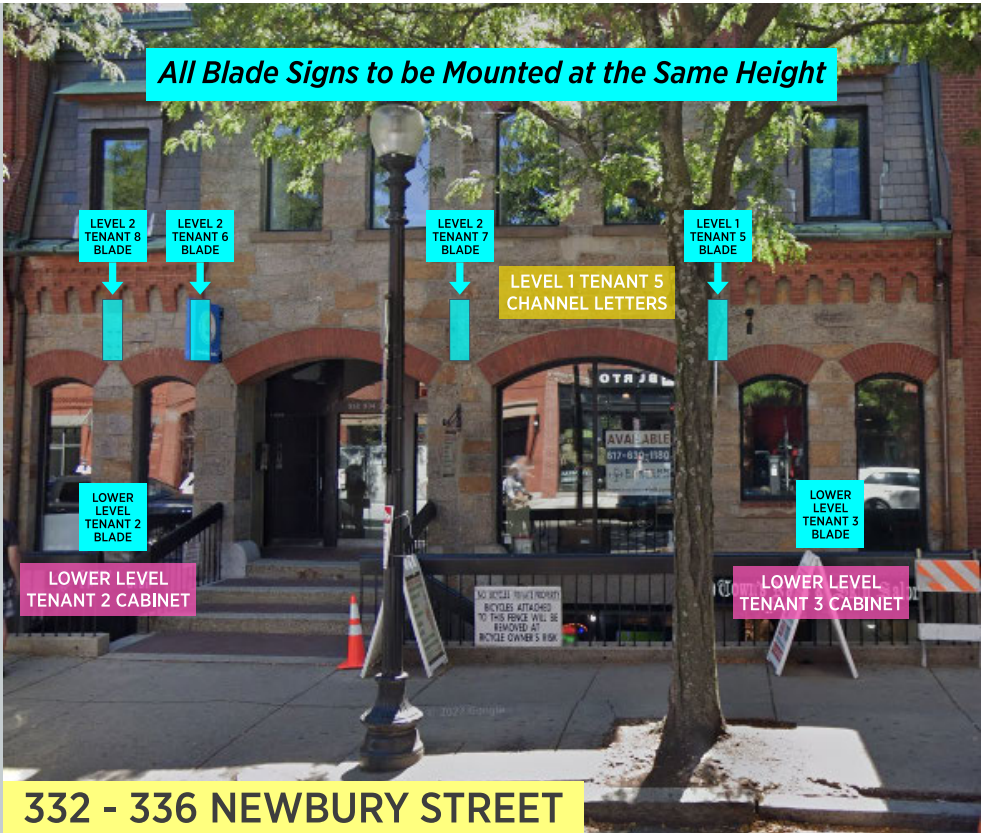


TYPICAL
BUILDING SIGN
LOCATION
(CHANNEL LETTERS)



TYPICAL
BUILDING SIGN
LOCATION
(CABINET)
*N/A FOR THIS
BUILDING*

CURRENT TENANT LIST • EXISTING SIGNAGE CONDITIONS • PROPOSED SIGNAGE PLANS



332 - 336 NEWBURY STREET

LOWER LEVEL • TENANT 1: Vacant
Existing Signage:
No existing wall or blade sign.
Proposed Signage:
• (1) Wall Sign: 17" x 72" x 4" deep internally illuminated, push-thru graphics
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

LOWER LEVEL • TENANT 2: Vacant
Existing Signage:
Existing wall sign is 18" x 72" internally illuminated, face-lit cabinet.
No existing Blade sign.
Proposed Signage:
• (1) Wall Sign: 17" x 72" x 4" deep internally illuminated, push-thru graphics
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

LOWER LEVEL • TENANT 3: Town's Nails & Skin Salon
Existing Signage:
Existing wall sign is 17" x 120" internally illuminated, face-lit cabinet.
Existing blade sign is a flat panel with vinyl graphics, non-illuminated.
Proposed Signage:
• (1) Wall Sign: 17" x 72" x 4" deep internally illuminated, push-thru graphics
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

332 - 336 NEWBURY STREET

LEVEL 1 • TENANT 4: Vivant Vintage
Existing Signage:
Existing blade sign is a carved panel, externally illuminated.
Proposed Signage:
• (1) Set of Face-Lit Channel Letters: 25 s.f. x 4" deep
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

LEVEL 1 • TENANT 5: Tao's Skincare
Existing Signage:
No existing wall or blade sign.
Proposed Signage:
• (1) Set of Face-Lit Channel Letters: 25 s.f. x 4" deep
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

332 - 336 NEWBURY STREET

LEVEL 2 • TENANT 6: Aum Healing Center
Existing Signage:
No existing wall sign.
Existing blade sign is 32" (36" proj.) x 27"h x 4" deep, internally illuminated, push-thru graphics
Proposed Signage:
• No wall sign for this tenant.
• Existing blade sign meets current criteria.

LEVEL 2 • TENANT 7: Viyada Thai Spa
Existing Signage:
No existing wall sign.
Existing blade sign is a flat panel with vinyl graphics, externally illuminated
Proposed Signage:
• No wall sign for this tenant.
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

LEVEL 2 • TENANT 8: Page Music
Existing Signage:
No existing wall or blade sign.
Proposed Signage:
• Possible wayfinding at main entry wall or vinyl on door

338 NEWBURY STREET

LOWER LEVEL • TENANT 1: Title Boxing
Existing Signage:
Set of face-lit Channel Letters.
Existing blade sign is a carved panel, externally illuminated
Proposed Signage:
• Existing wall sign meets current criteria.
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

LEVELS 1 & 2 • TENANT 2: Trident Book Sellers
Existing Signage:
No existing wall sign.
Existing blade sign is a carved panel, externally illuminated
Proposed Signage:
• (1) Set of Face-Lit Channel Letters: 25 s.f. x 4" deep
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

338 NEWBURY STREET

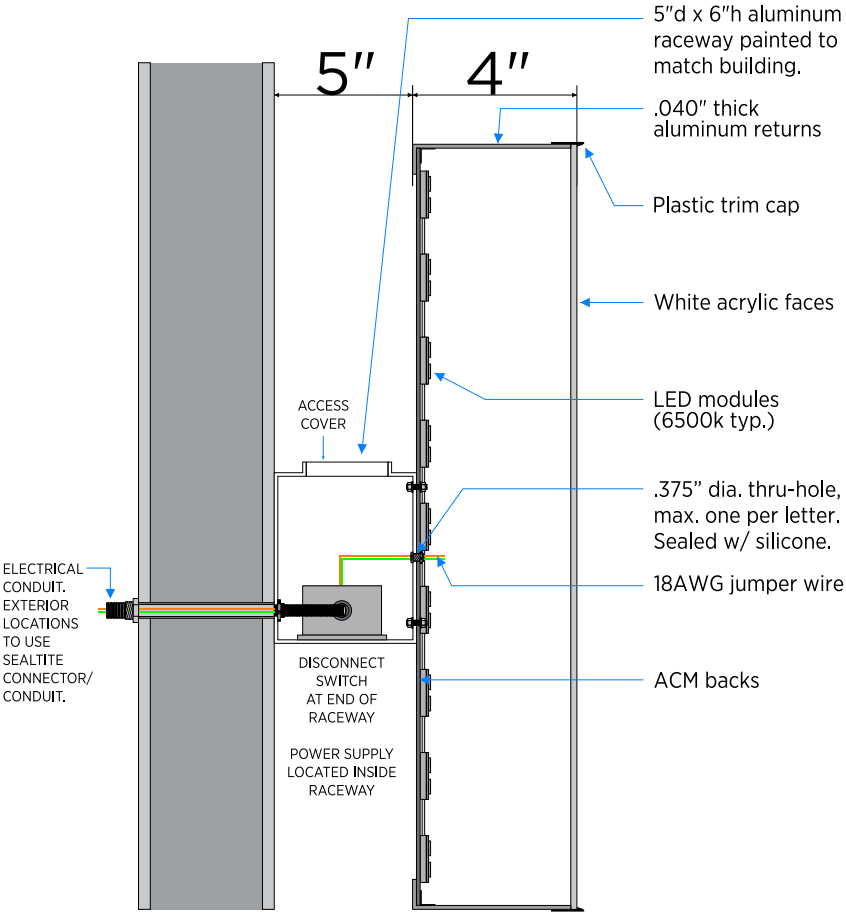
LEVEL 2 OPTION: IF NEW TENANT TAKES OVER LEVEL 2 ONLY
Existing Signage: *NONE*
Proposed Signage:
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

LEVEL 3 • TENANT 3, FRONT: Back to Basics
Existing Signage: *NONE*
Proposed Signage:
• (1) Blade Sign: 6 sq. ft. x 4" deep internally illuminated, push-thru graphics

LEVEL 3 • TENANT 4, BACK: Vacant
Existing Signage: *NONE*
Proposed Signage:
• (1) Set of Face-Lit Channel Letters: 25 s.f. x 4" deep

INTERNALLY ILLUMINATED, FACE-LIT CHANNEL LETTERS

- Sign to be to be individual letters/logo attached to a raceway, and mounted flush to building wall.
- Illumination: Face-lit.
- Maximum Overall Square Footage: 25 s.f.
- Letter Depth: 4"
- Maximum Raceway Depth: 5" (*painted to match building*)
- Power Supply Located inside Raceway
- All illuminated signage requires a dimmer.



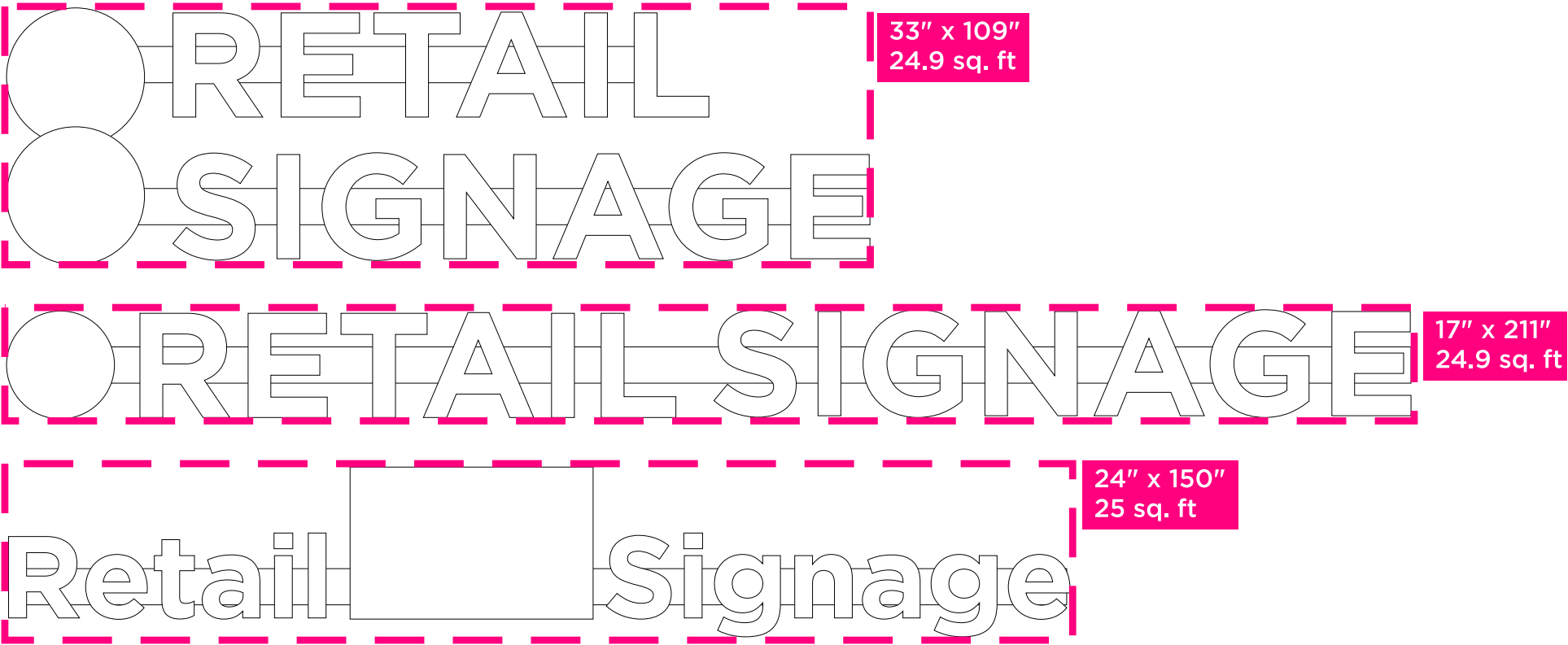
TYPICAL SECTION DETAIL

TENANT SIGNAGE CRITERIA

October 2025

LETTERS/LOGO ARE NOT TO EXCEED 25 S.F. OVERALL • NOTE: Overall height and width restrictions to follow based on tenant location.

EXAMPLES:



INTERNALLY ILLUMINATED
WALL SIGN w/ PUSH-THRU OR
ROUTED & BACKED GRAPHICS

- D/F Blade Sign to be internally illuminated with push-thru acrylic copy/logo or routed and backed acrylic.
- Illumination: Internal.
- Maximum Overall Square Footage: 6 s.f.
- Maximum Depth: 4"
- Power supply located inside sign, if possible.
- All illuminated signage requires a dimmer.
- Where signs overhang sidewalk/doorway, minimum height to grade is 10'.

PUSH-THRU



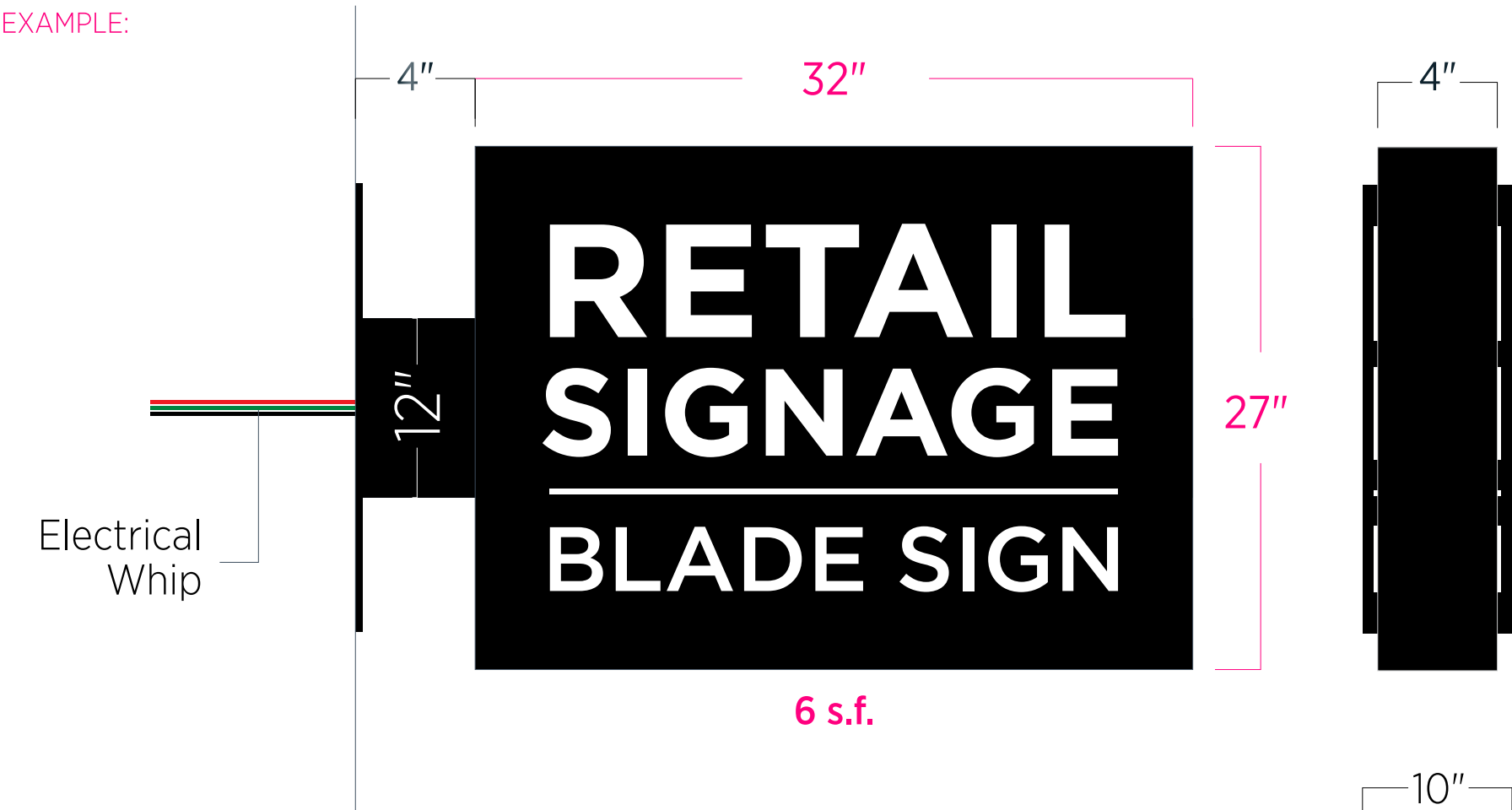
ROUTED & BACKED



TENANT SIGNAGE CRITERIA

October 2025

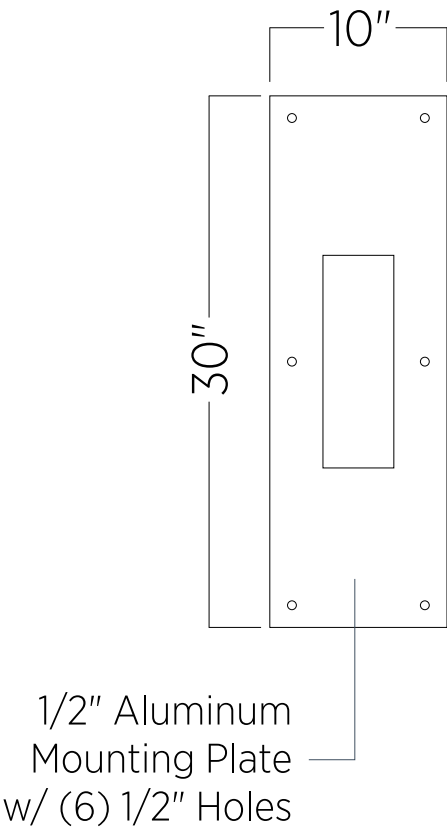
EXAMPLE:



PUSH-THRU

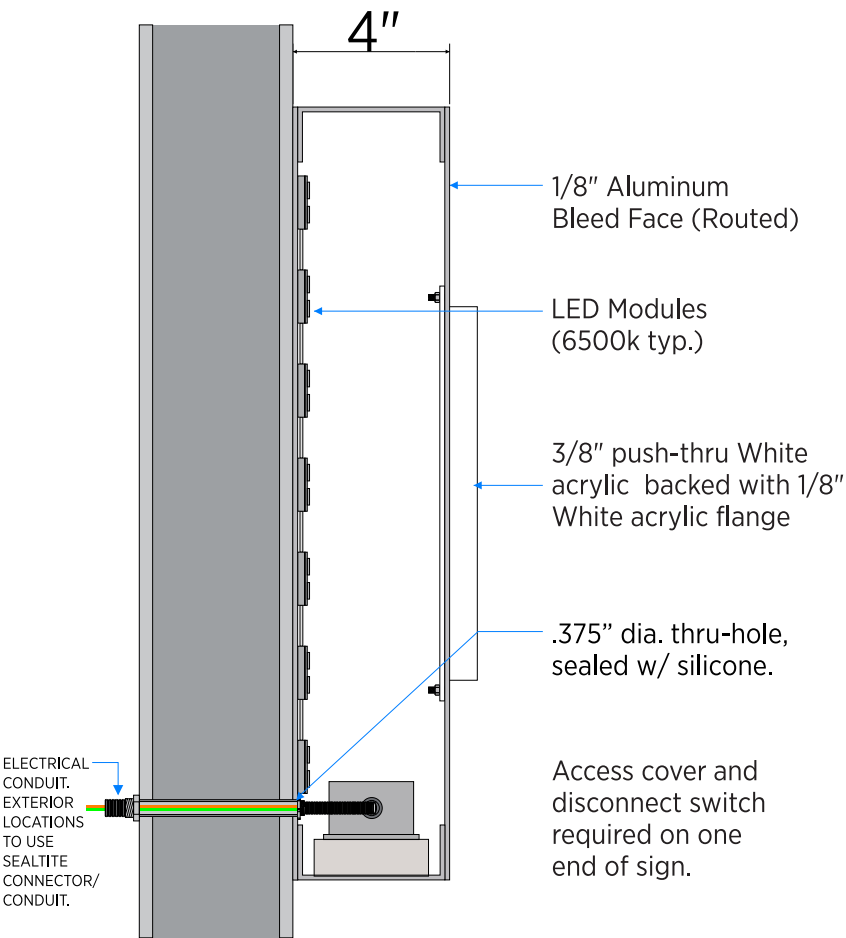


ROUTED & BACKED



INTERNALLY ILLUMINATED
WALL SIGN w/ PUSH-THRU OR
ROUTED & BACKED GRAPHICS

- S/F Wall Sign to be internally illuminated with push-thru acrylic copy/logo or routed and backed acrylic.
- Illumination: Internal.
- Preferred Size: 17”h x 72”w
- Maximum Depth: 4”
- Power supply located inside sign, if possible.
- All illuminated signage requires a dimmer.



EXAMPLE:



PUSH-THRU



ROUTED & BACKED

