

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

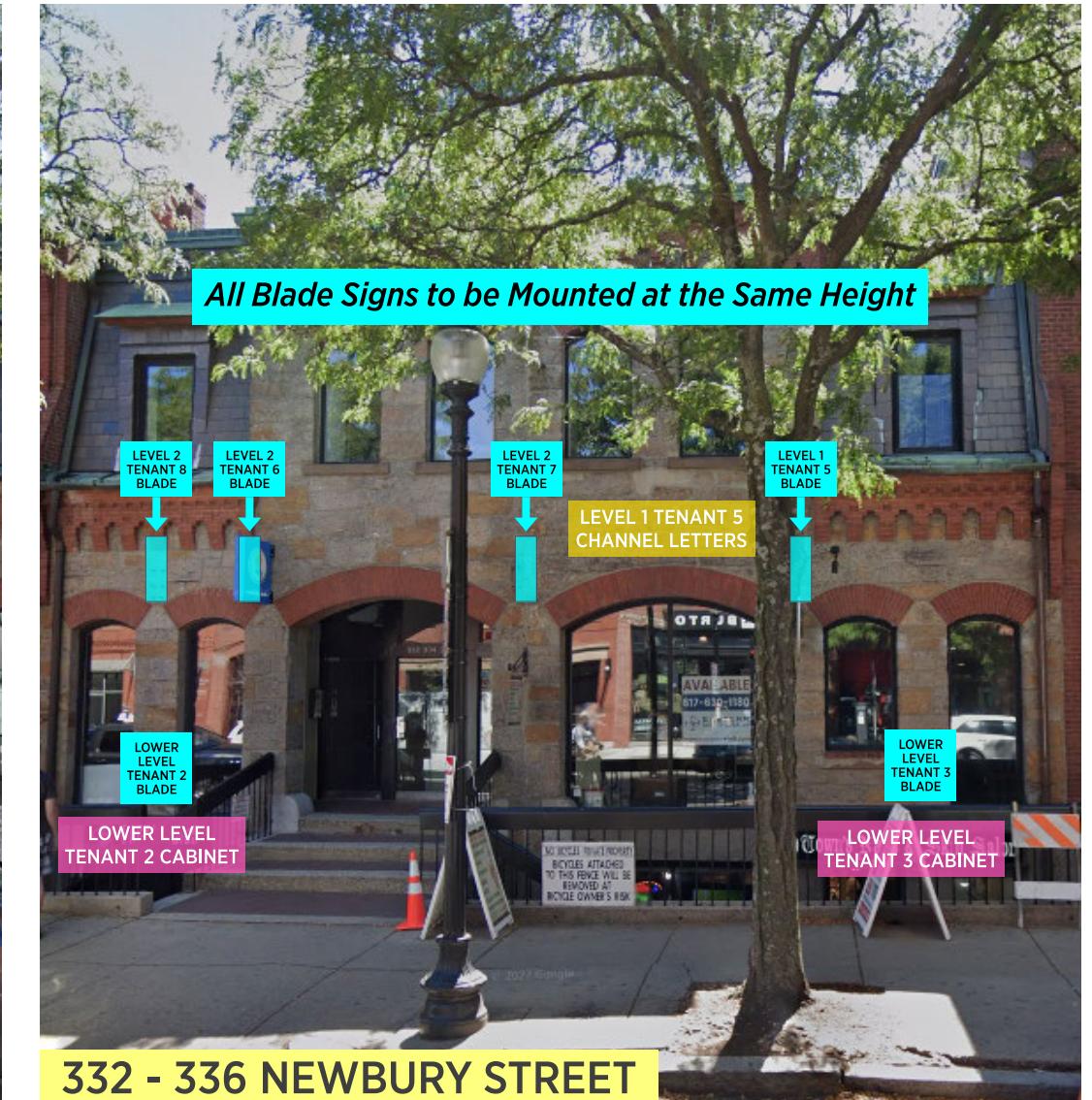
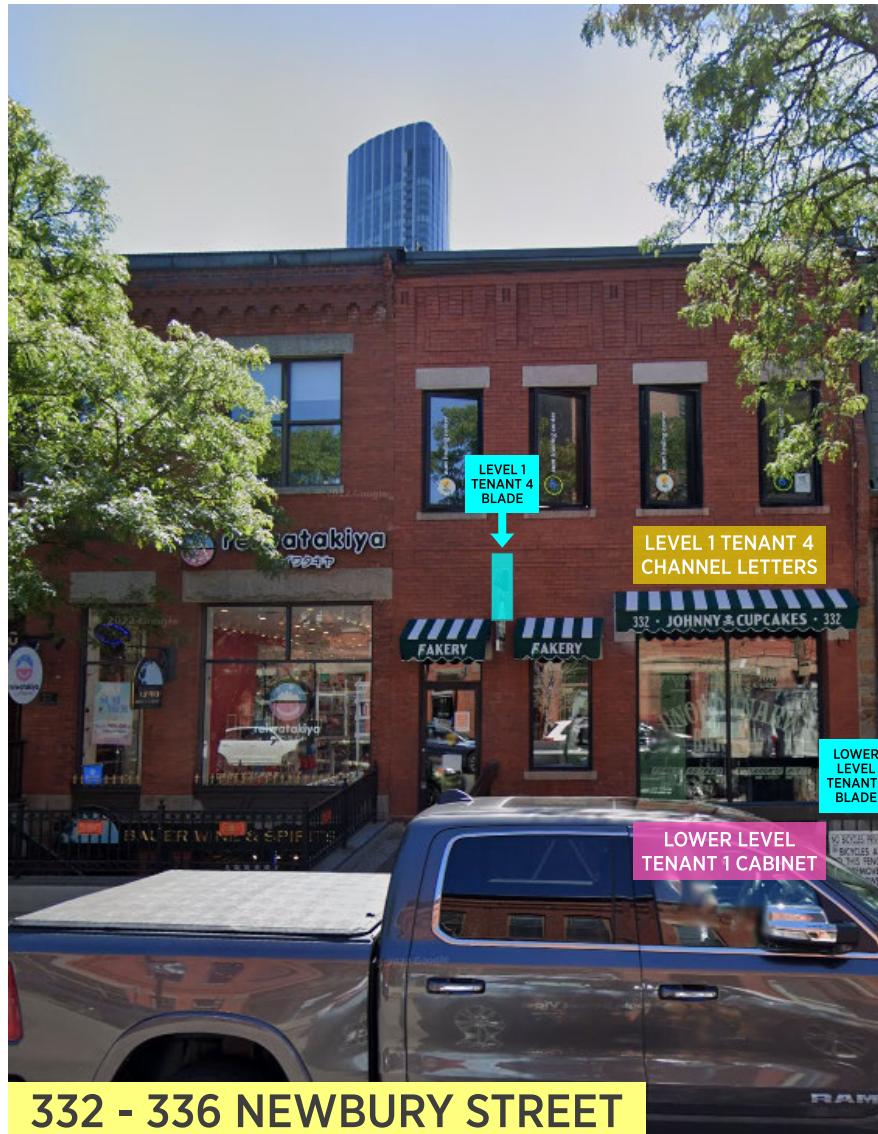
TENANT 4 ALLOWANCE: (1) Blade Sign & (1) Set of Channel Letters
(awnings optional, requires approval)

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



**TYPICAL
BLADE SIGN
LOCATION**

**TYPICAL
BUILDING SIGN
LOCATION
(CHANNEL LETTERS)**

**TYPICAL
BUILDING SIGN
LOCATION
(CABINET)**

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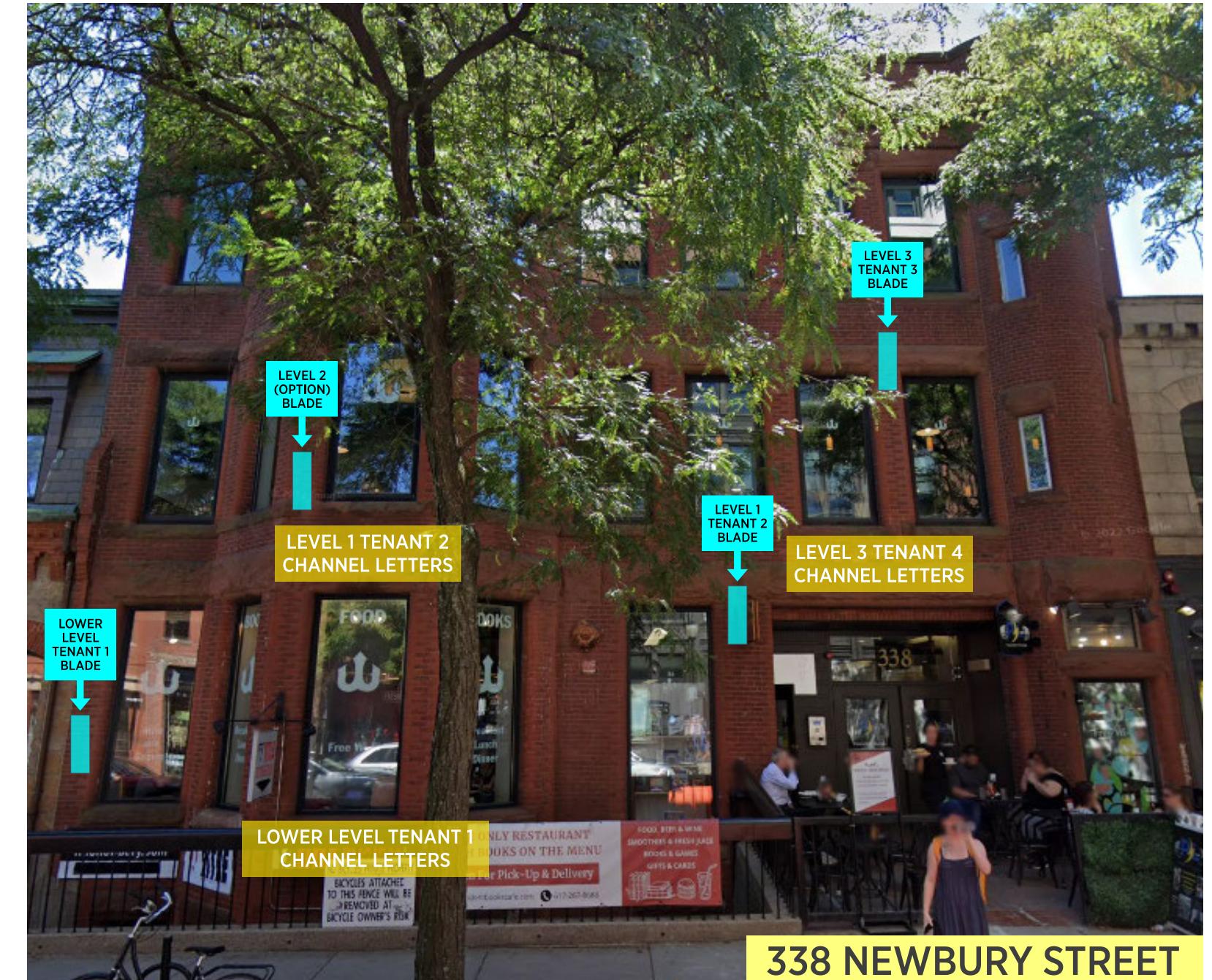
TENANT SIGNAGE ALLOWANCE 338 Newbury Street

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



**TYPICAL
BLADE SIGN
LOCATION**

**TYPICAL
BUILDING SIGN
LOCATION
(CHANNEL LETTERS)**

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

TENANT SIGNAGE CRITERIA

October 2025

CURRENT TENANT LIST • EXISTING SIGNAGE CONDITIONS • PROPOSED SIGNAGE PLANS



332 - 336 NEWBURY STREET

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

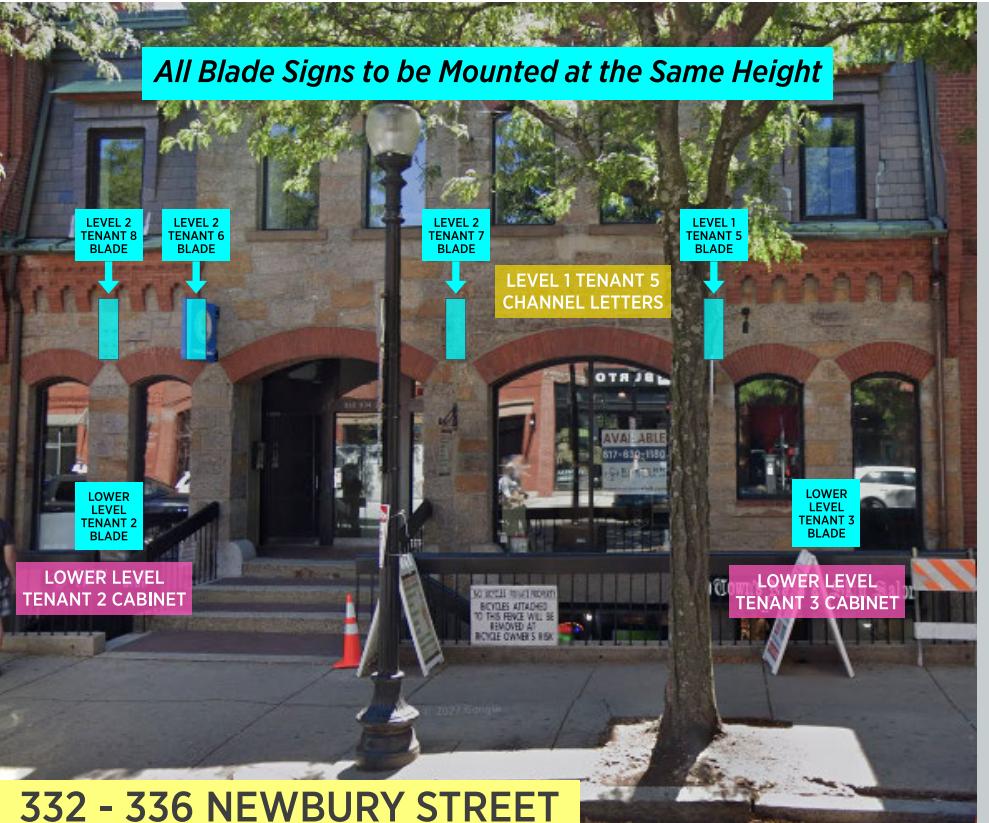
Existing Signage:

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

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

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:

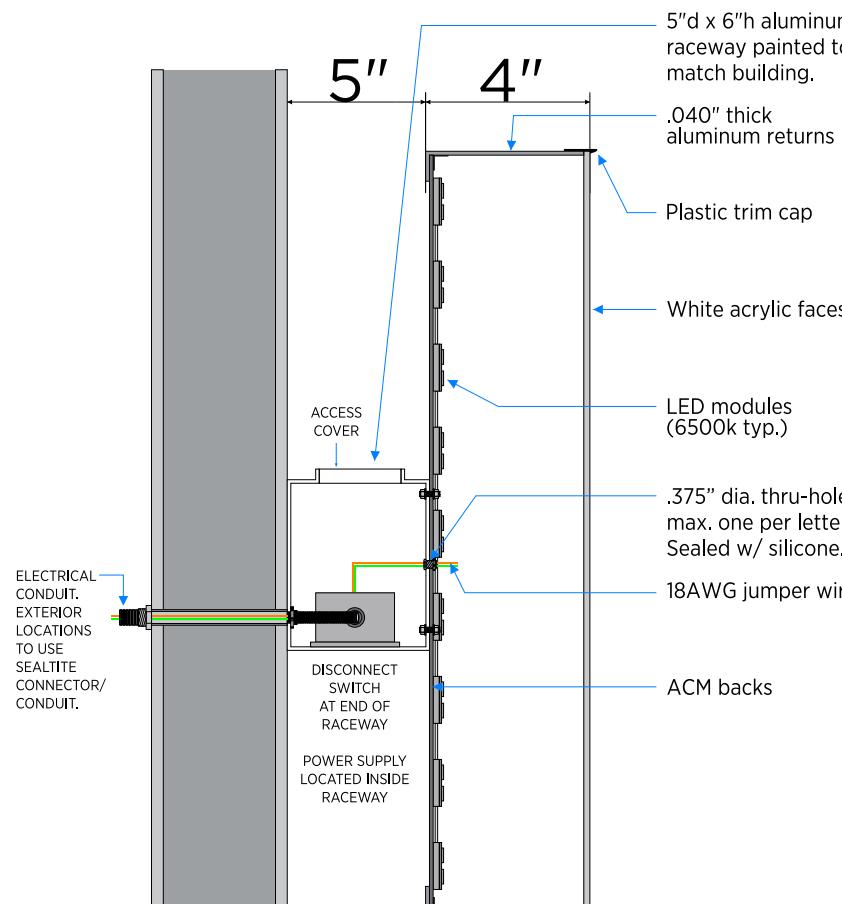
- (1) Set of Face-Lit Channel Letters: 25 s.f. x 4" deep

TENANT SIGNAGE CRITERIA

October 2025

INTERNALLY ILLUMINATED, FACE-LIT CHANNEL LETTERS

- Sign 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.



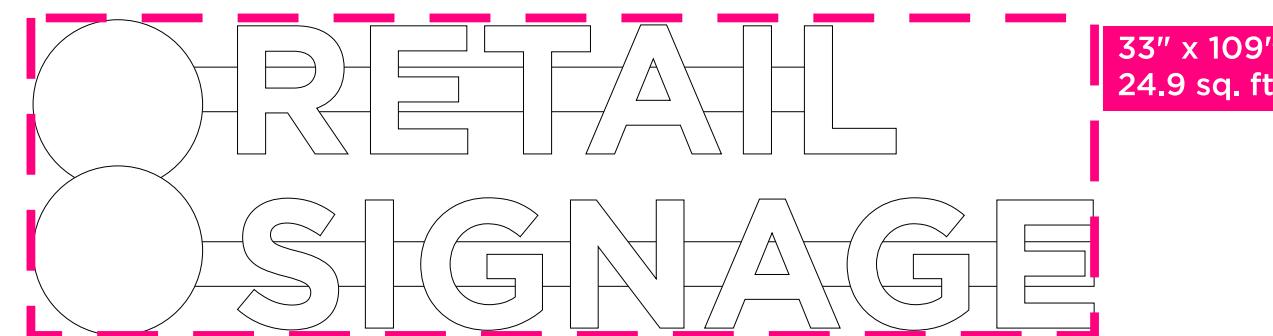
TYPICAL SECTION DETAIL

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



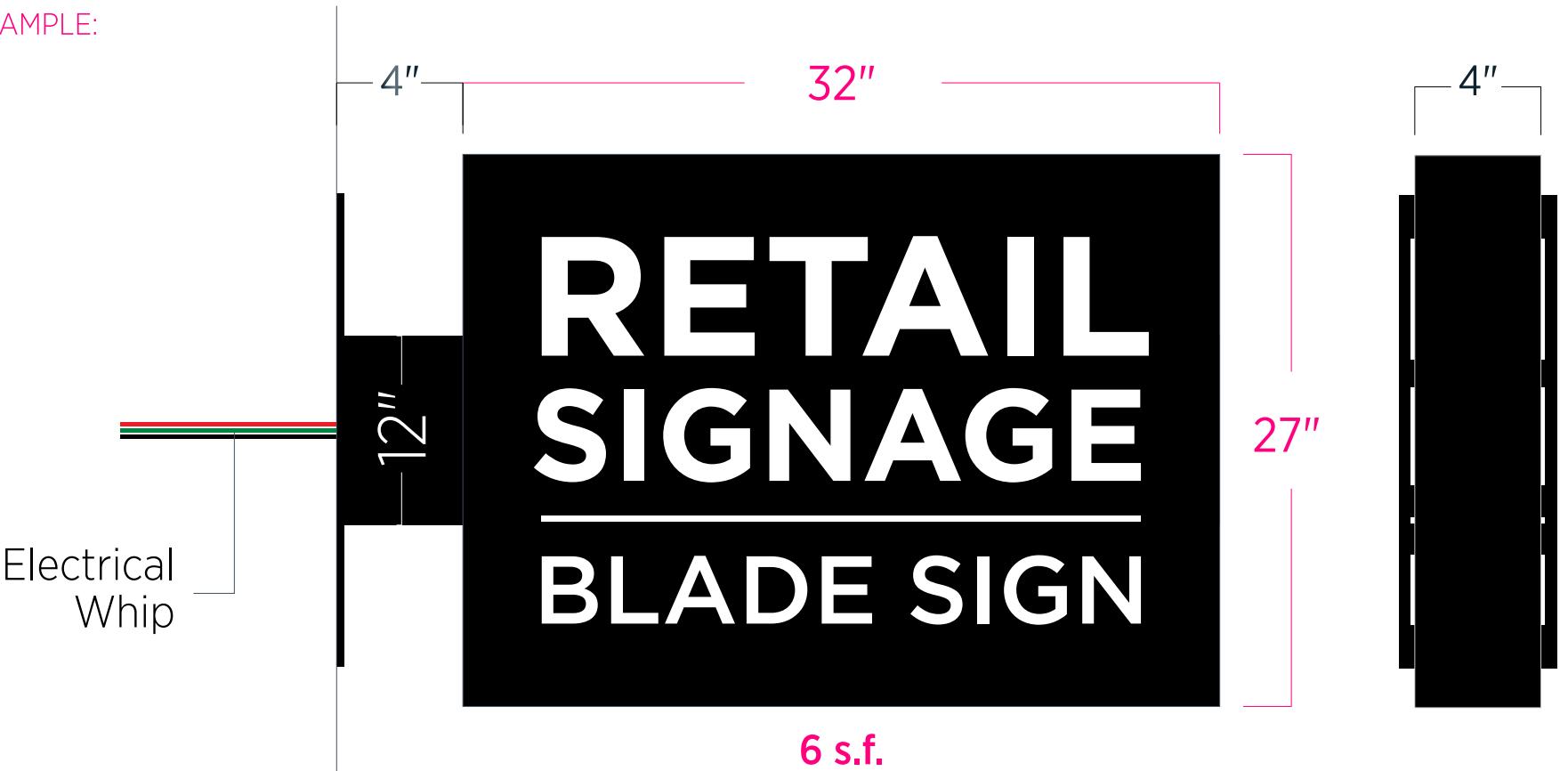
ROUTED & BACKED



TENANT SIGNAGE CRITERIA

October 2025

EXAMPLE:



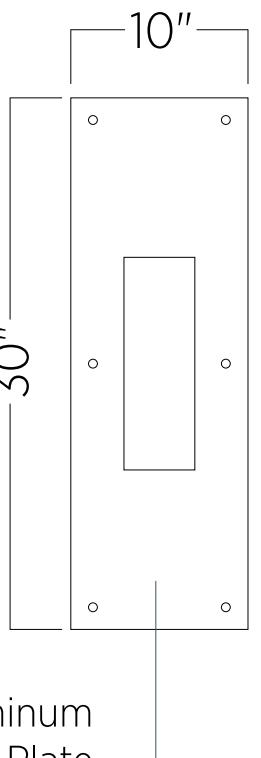
PUSH-THRU



ROUTED & BACKED



1/2" Aluminum
Mounting Plate
w/ (6) 1/2" Holes

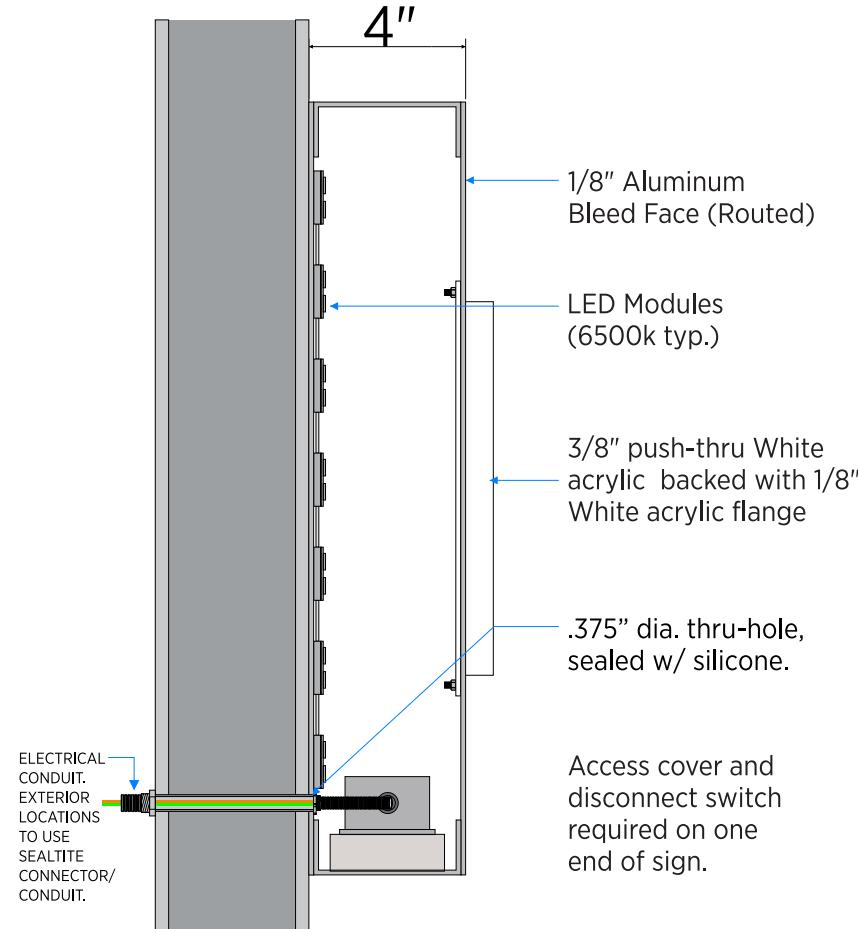


INTERNAL ILLUMINATED WALL SIGN w/ PUSH-THRU OR ROUTED & BACKED GRAPHICS

- 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:

72"



PUSH-THRU



ROUTED & BACKED



TENANT SIGNAGE CRITERIA

October 2025