

OMNI HOTEL - SEAPORT

FORT POINT NEIGHBORHOOD ASSOCIATION

October 2026

THIS DOCUMENT CONTAINS CONFIDENTIAL AND PROPRIETARY INFORMATION

OBM COMPANY OVERVIEW

We pioneer landmark media and smart city technology to improve lives in cities.

NATIONWIDE REACH

OBM began with a simple idea: to change the way cities look, and in the process, to change the way people look at advertising.

OBM is a leading national media company with a portfolio of unique displays in 30 of the top urban markets across the U.S. Over the past 20 years, we have grown our inventory of large-format static signs to include wallsapes, digital spectaculars, and interactive kiosks.

We are known in the industry for our ability to deliver exemplary sign designs, generate superior revenue, implement turnkey end-to-end programs, and provide value to the public through our media platform. OBM has been committed to developing media that supports the production and presentation of art since our inception in 2004.



200+ ASSOCIATES WORKING TOGETHER
TOWARDS A COMMON GOAL

DEEPLY ROOTED IN THE BOSTON MARKET

FENWAY

- ▶ Designed and installed the first large-format digital displays in partnership with the Boston Red Sox.
- ▶ Overcame significant challenges to meet the unique code requirements of the older structures.
- ▶ Has led to ongoing collaboration with community groups, non profits, and arts organizations.

THEATRE DISTRICT

- ▶ Extensive community outreach garnered zoning approvals to develop digital signage in this area of Downtown.
- ▶ Defining a sense of place, signs have helped to create a vibrant destination and revitalize the area around the Theatre District.

SEAPORT SQUARE

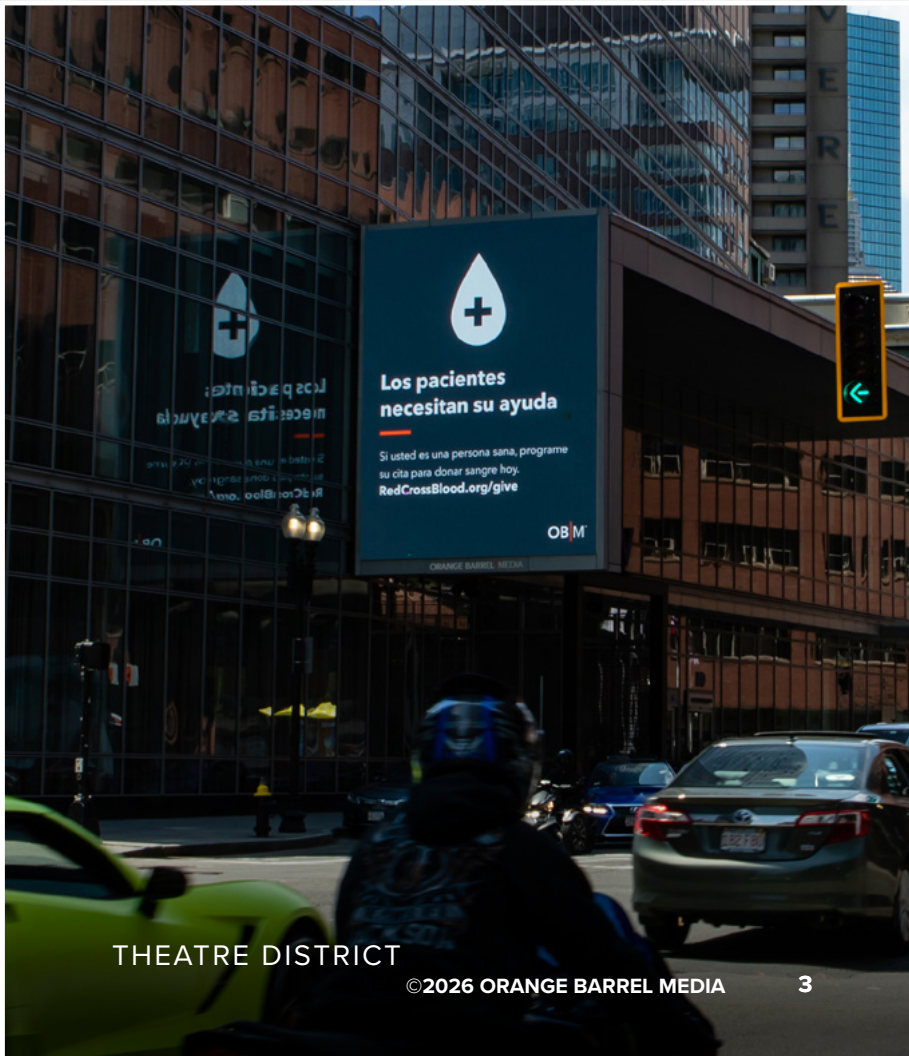
- ▶ First digital sign in Seaport Square in partnership with District Hall.
- ▶ City supported sign permitting to fund construction of District Hall.
- ▶ Sign revenues enable initiatives and community projects that would otherwise not have been possible.
- ▶ Project catalyzed significant growth and development of the surrounding Seaport area.



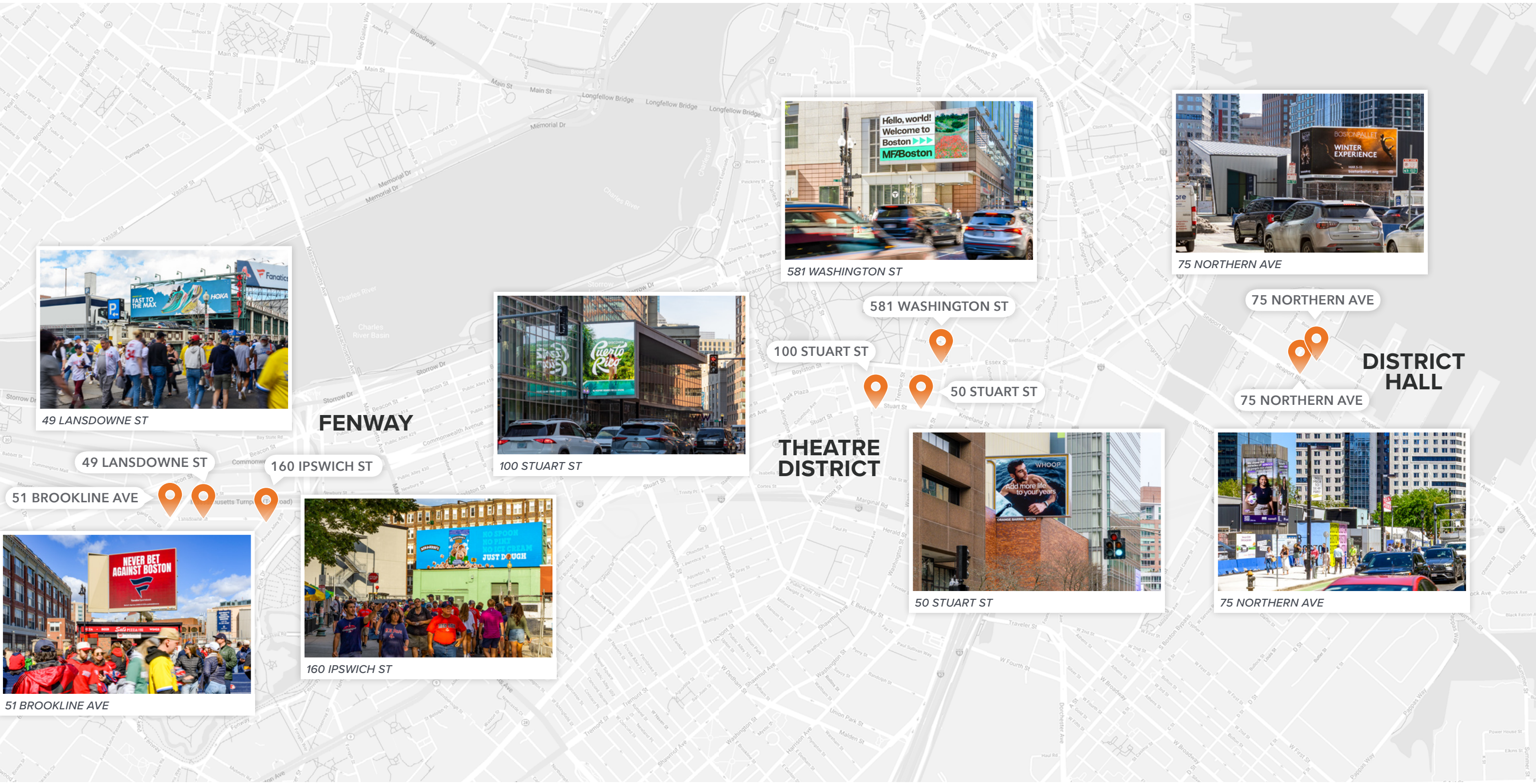
FENWAY



SEAPORT SQUARE



THEATRE DISTRICT



ART & COMMUNITY PROGRAMMING

OBM is committed to developing a media business that drives investment in the production and presentation of contemporary art.

In each market we serve, our in-house curation team employs our media assets to expand the reach of emerging and local artists and bring significant work by national artists into public spaces. Our art and community campaigns enliven the environment and encourage civic unity and action. OBM supports the production of artwork for digital displays and permanent public installations, and we use our media platform to support arts and cultural organizations.



BOSTON, MA
Artist: *Anna Rogacheva*

ART & COMMUNITY PROGRAMMING (CONT.)

BOSTON COMMUNITY PARTNERSHIPS

OBM has supported community and non-profit organizations across Boston by sharing their content free of cost. We work with each community partner to find ways our platform can serve their needs. Our in-house design team often creates custom content for organizations without design expertise. OBM worked with the Boston Arts Academy to develop a program that allowed Academy students to develop content for display on the Fenway sign using our software. The Arts Academy then named OBM “Community Partner of the Year.”

PAST PARTNERSHIPS

- ▶ Fenway Alliance

▶ Jamaica Plain Open Studios

▶ United South End Artists Roxbury

▶ Studios Dorchester Arts

▶ Collaborative Hatch Awards

▶ Friends of Fort Point Channel

▶ Live 4 Evan

▶ Boston Basics.org

▶ SBS Catholic

▶ Taste of Fenway

▶ Boston Children’s Museum

▶ Art Resource Collaborative for Kids (ARCK)

▶ Rosies Place

▶ National Brain Tumor Society

▶ Clear the Shelters

▶ Boston Mini Maker Faire

▶ Asian American Civic Association

▶ Urban College

▶ American Red Cross

▶ Boston Shines
- ▶ Fenway Community Development Corp.

▶ Fenway Culture.org

▶ Boston Arts Academy

▶ Fenway Community Center

▶ Fenway Porchfest

▶ Massachusetts Military Heroes Copley Society of Art

▶ New England Institute of Art

▶ SMFA Tufts (art classes)

▶ Boston Open Studios

▶ Boston Conservatory

▶ Mary Baker Eddy library

▶ Community Rowing

▶ World Ocean School

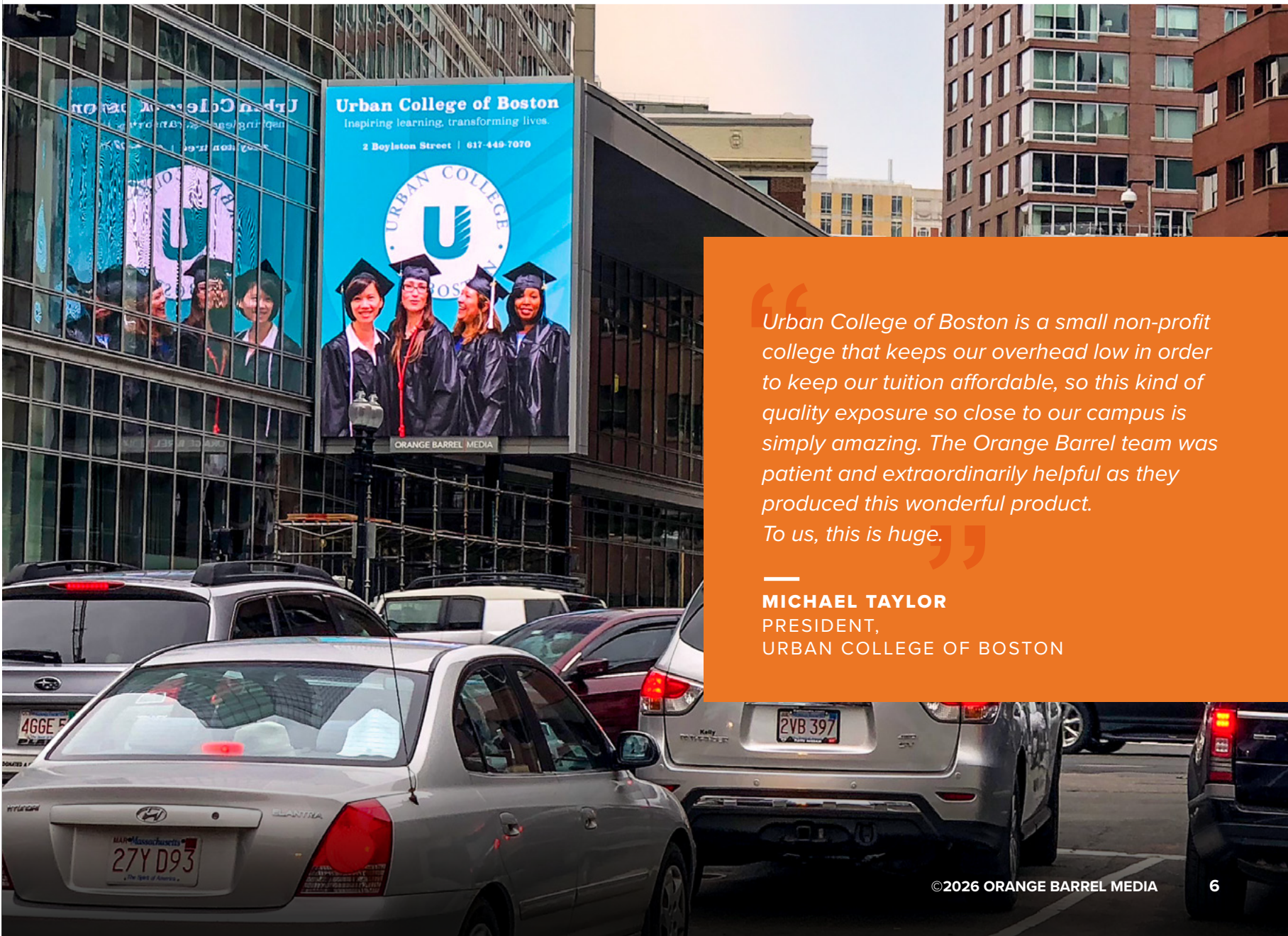
▶ Fenway High School

▶ City Year

▶ Berklee HS Jazz Festival

▶ Downtown Boston BID

▶ Rosie’s Place

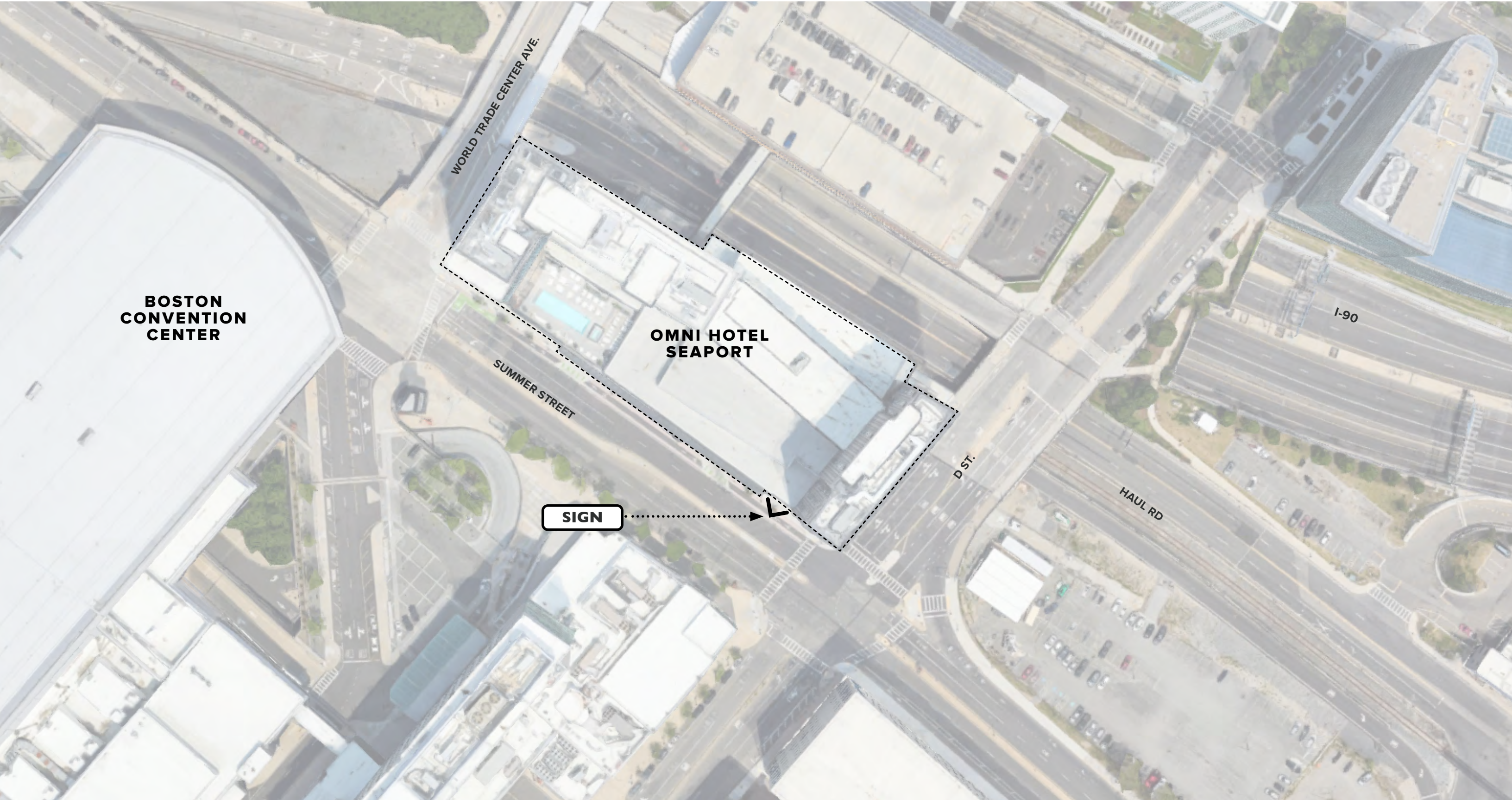


“Urban College of Boston is a small non-profit college that keeps our overhead low in order to keep our tuition affordable, so this kind of quality exposure so close to our campus is simply amazing. The Orange Barrel team was patient and extraordinarily helpful as they produced this wonderful product. To us, this is huge.”

MICHAEL TAYLOR
PRESIDENT,
URBAN COLLEGE OF BOSTON

OMNI BOSTON HOTEL AT THE SEAPORT

SITE PLAN



EXTERIOR RENDERINGS

16'W x 25'H - 400 SF (PER FACE)
26'-3" BOTTOM OF SIGN TO GRADE / 51'-3" TOP OF SIGN TO GRADE



NW SUMMER ST.



SE SUMMER ST.

PERSPECTIVE ELEVATIONS

16'W x 25'H - 400 SF (PER FACE)
26'-3" BOTTOM OF SIGN TO GRADE / 51'-3" TOP OF SIGN TO GRADE



EXTERIOR

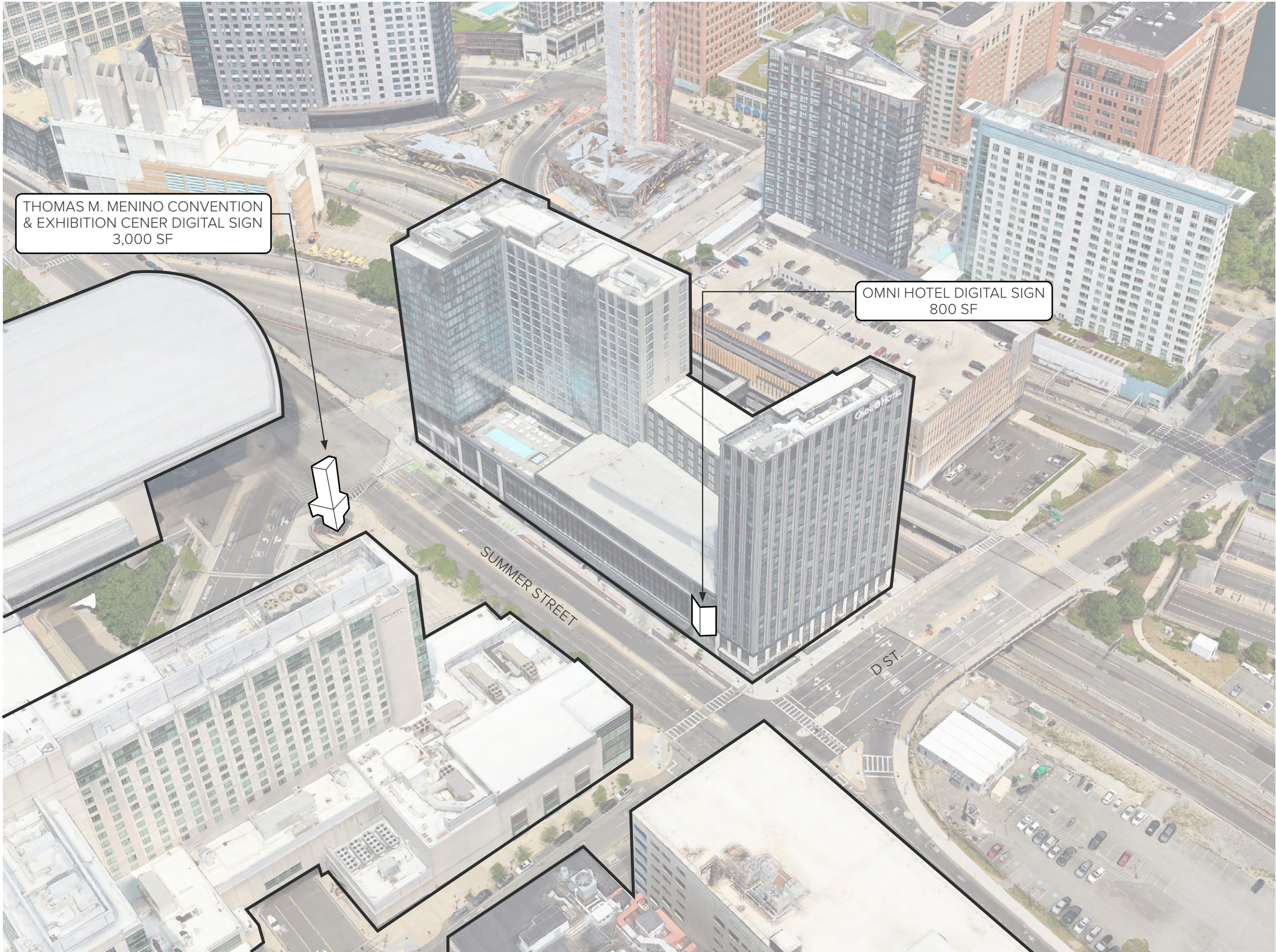


INTERIOR

DESIGN

MASSING

- The proposed digital sign is appropriately scaled relative to the surrounding building massing, providing visibility while maintaining a balanced and complementary presence within the urban context.



THOMAS M. MENINO CONVENTION
& EXHIBITION CENER DIGITAL SIGN
3,000 SF

OMNI HOTEL DIGITAL SIGN
800 SF

VIEWSHED ANALYSIS

300 SUMMER ST.



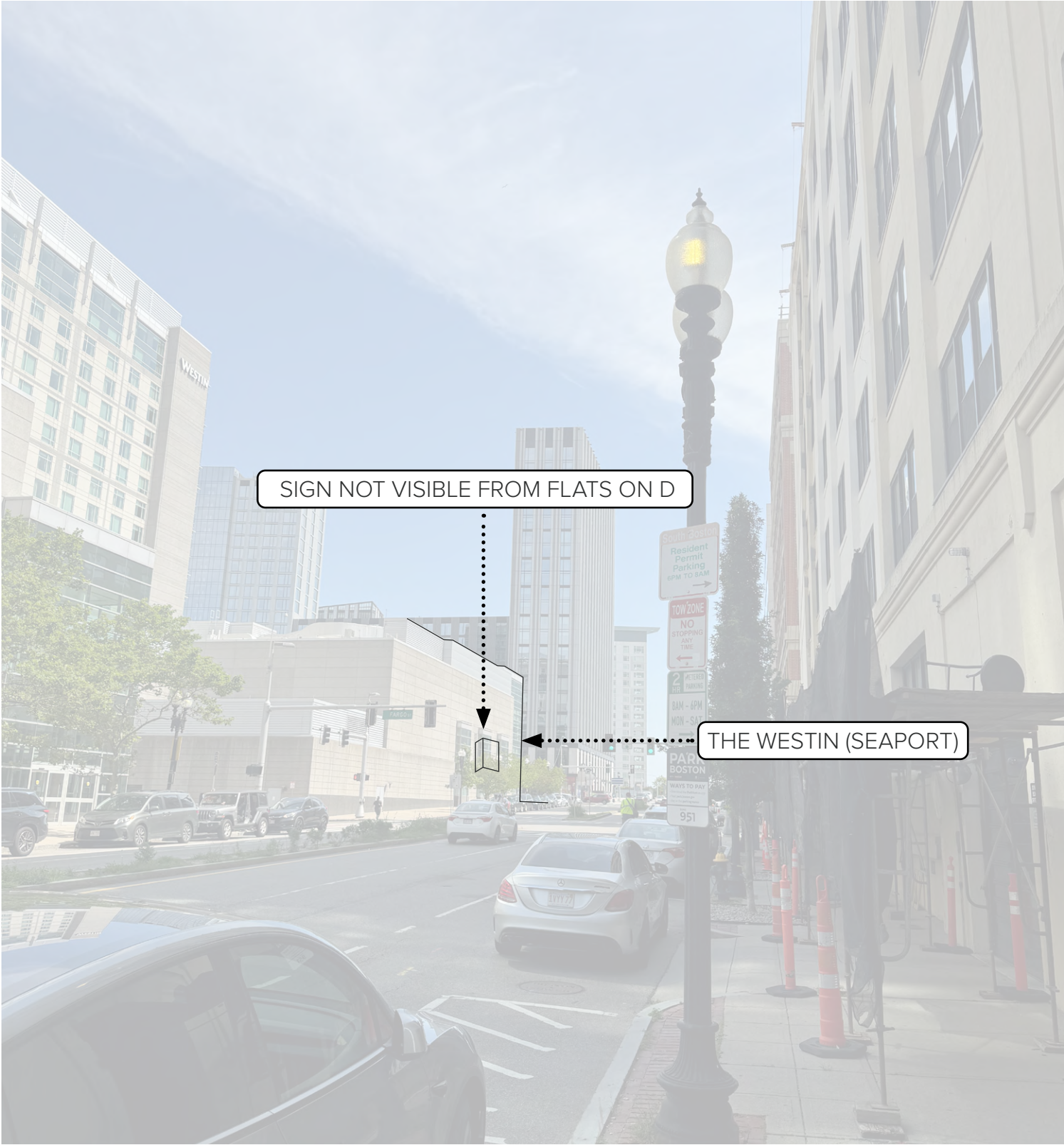
300 SUMMER ST VANTAGE AT 22MM (STANDARD HUMAN EYE FOCAL LENGTH)



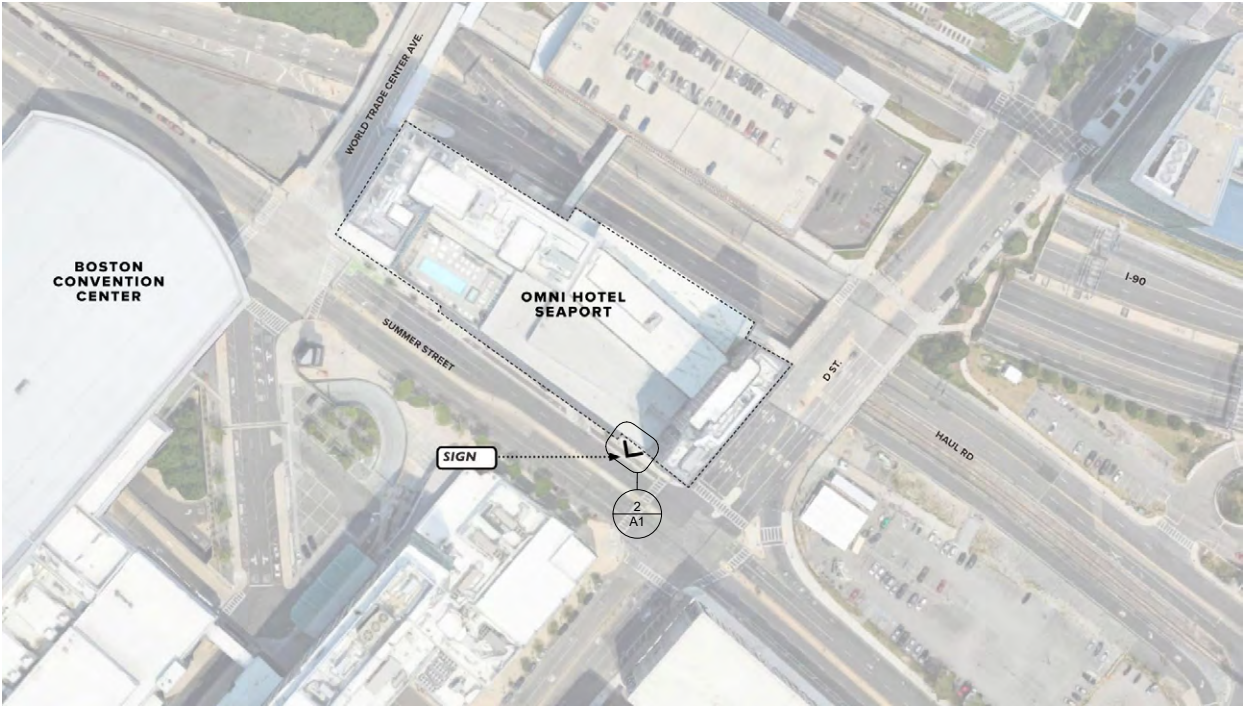
300 SUMMER ST VANTAGE AT 80MM FOCAL LENGTH (HIGH ZOOM)

VIEWSHED ANALYSIS

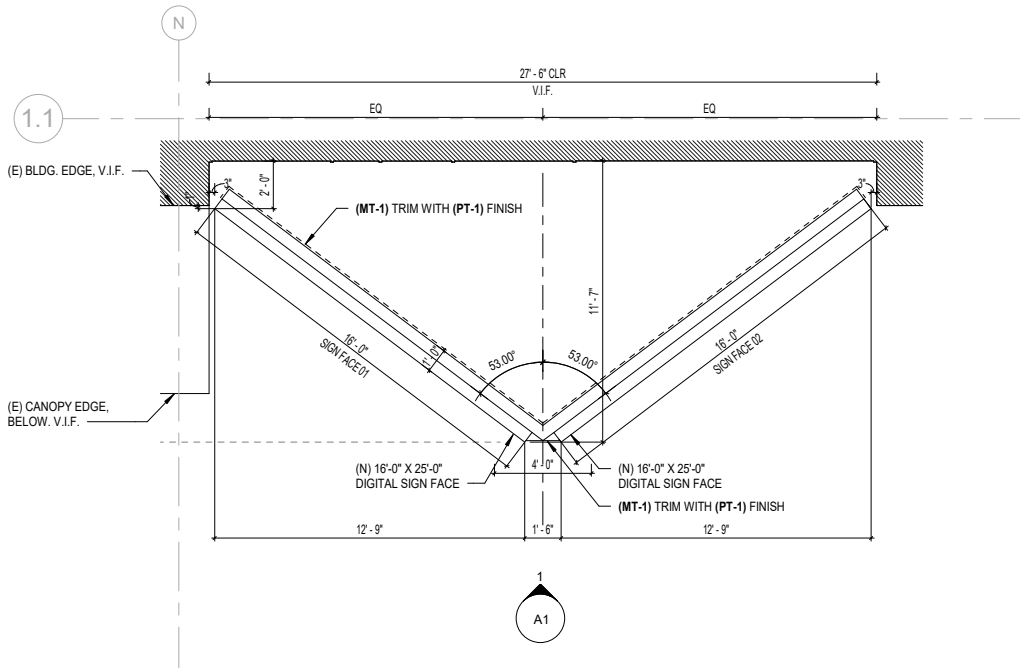
FLATS ON D



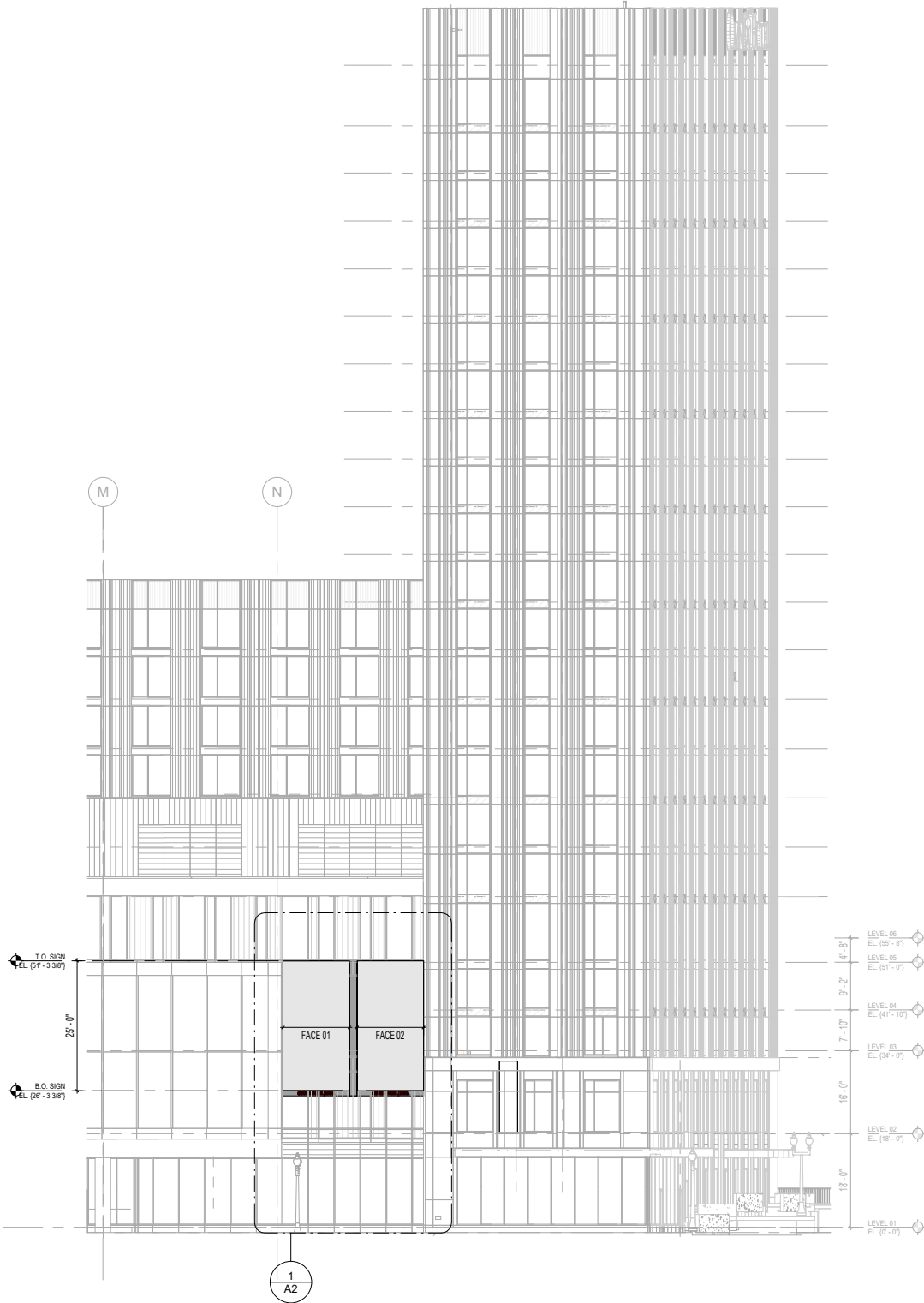
FLATS ON D VANTAGE AT 22MM (STANDARD HUMAN EYE FOCAL LENGTH)



3 SIGN - SITE PLAN
NTS



2 SIGN PLAN
1/8" = 1'-0"



1 SIGN - SUMMER ST. BUILDING ELEVATION
1/8" = 1'-0"

GENERAL NOTES

1. ALL DRAWINGS THAT APPEAR HEREIN EXPRESS DESIGN INTENT ONLY AND ARE NOT INTENDED FOR ACTUAL FABRICATION. SIGNAGE CONTRACTOR IS RESPONSIBLE FOR ANY REQUIRED ENGINEERING AND PRODUCTION OF SHOP DRAWINGS AND DIGITAL ART FILES FOR OWNER AND MEDIA OPERATOR IDENTIFICATION TO BE PROVIDED TO SIGNAGE CONTRACTOR.
2. ALL SHOP DRAWINGS, FIXTURE SELECTIONS AND FINISHES TO BE REVIEWED AND APPROVED BY MEDIA OPERATOR.
3. CONTRACTOR IS TO TREAT ALL TEMPORARY CONDITIONS AS PERMANENT AND SEAL AS NECESSARY TO WEATHERPROOF.
4. ANY EXTERIOR LIGHTING TO BE CONCEALED FROM DIRECT VIEW, PROGRAMMABLE AND DIMMABLE.

SCOPE DESCRIPTION

- PROJECT SCOPE INCLUDES:
- PROVIDE (N) DUAL SIDED 800SF, 8MM LED DIGITAL SIGN WITH EACH FACE AT 400 SF, 25'-0" HIGH BY 16'-0", WITH MEDIA OPERATOR PLACARD IDENTIFICATION. PROVIDE ADDITIONAL FORMED METAL (MT-1) TRIM PER DRAWINGS AND FINISH LEGEND.
 - ALL PROPOSED SIGNAGE AND CLADDING COMPONENTS TO BE STRUCTURALLY SUPPORTED BY THE EXISTING BUILDING STRUCTURE.

MATERIAL FINISH LEGEND

- PT-1: MATCH (E) BUILDING CLADDING PER ELEVATION
OBM TO PROVIDE SW OR BM SWATCH
- MT-1: FORMED METAL PANEL

PROPOSED SIGNAGE OMNI
BOSTON HOTEL AT THE
SEAPORT

450 SUMMER ST., BOSTON, MA
02210

ORANGE BARREL | MEDIA

250 N Hartford Ave.
Columbus, OH 43222
www.obm.com

ISSUED FOR: ENTITLEMENT

DATE ISSUED: 04/01/26

REVISIONS

NO.	DATE	ISSUED

DESIGNED BY: OBM

DRAWN BY: EM

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SIGN - PLAN,
PLAN & ELEVATION



SIGN FACE 02

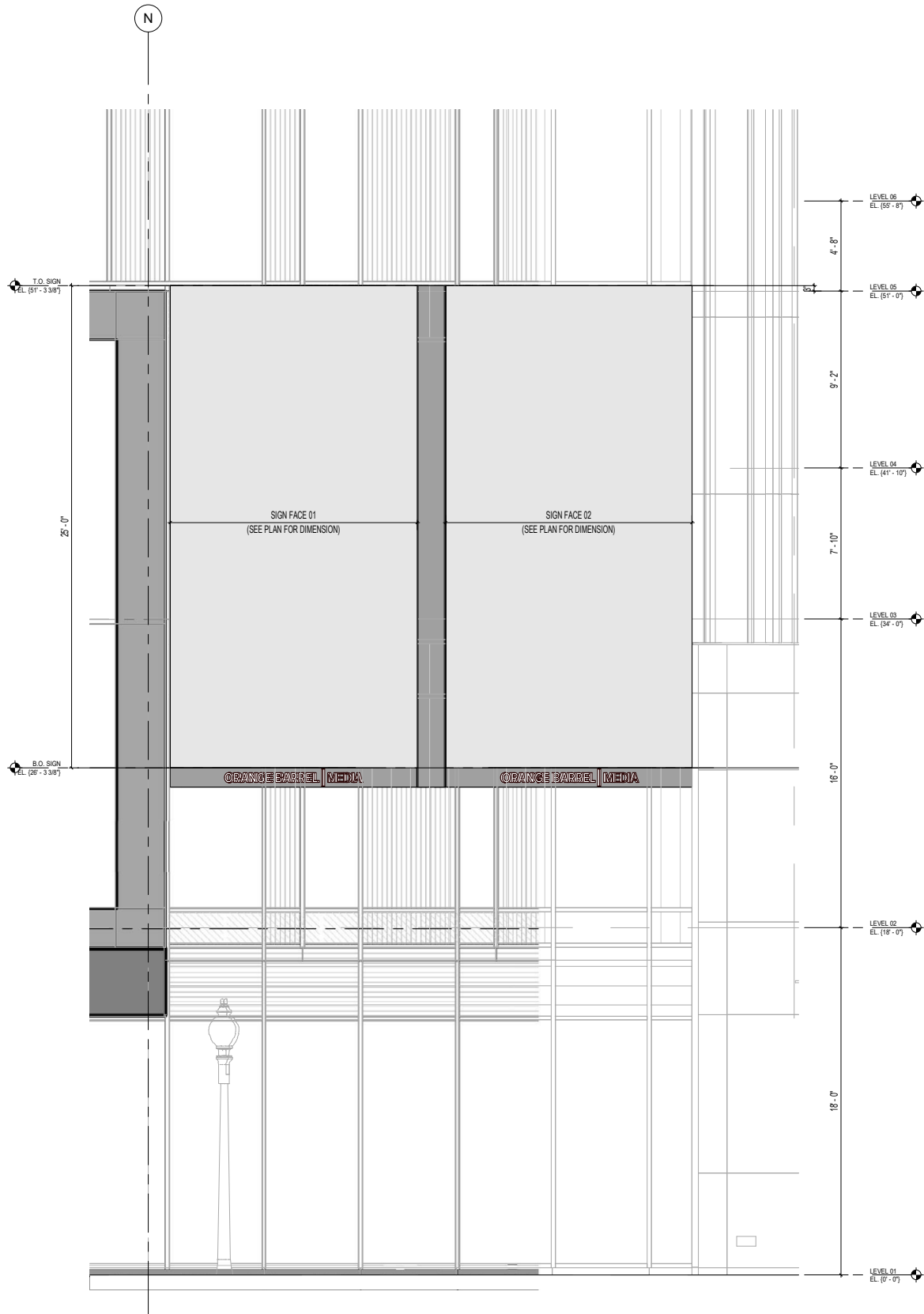
SIGN FACE 01

3 SIGN - CONCEPT RENDERINGS

NTS

1 ENLARGED ELEVATION

1/4" = 1'-0"



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SIGN -
ELEVATION &
CONCEPT
RENDERINGS

M|N|B|R



senses.design.studio

Light Path Study

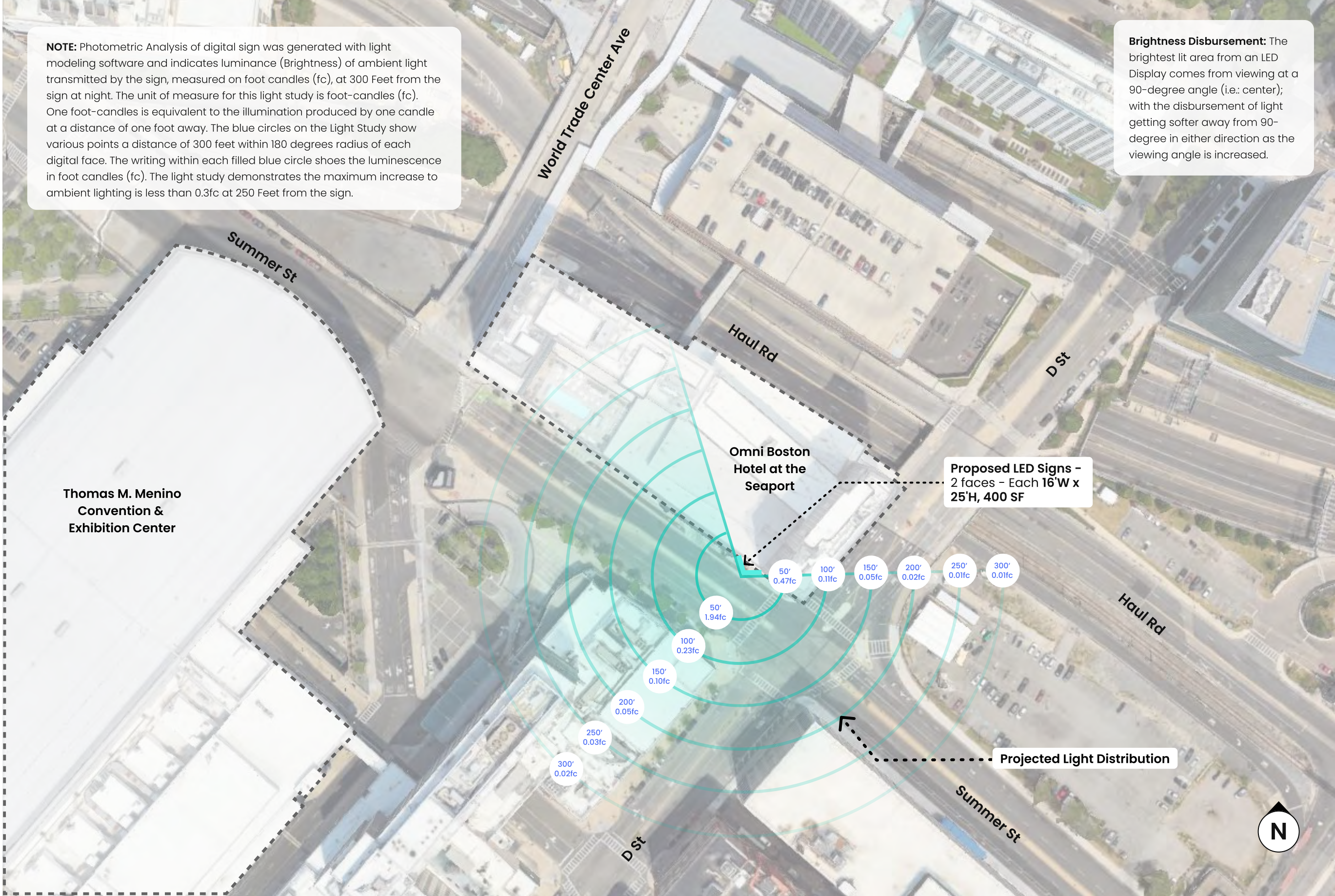
Omni Hotel – Boston, MA

PHOTOMETRIC LIGHT STUDY

- ▶ Photometric study models the light output from each LED face and demonstrates how incremental ambient light is impacted at varying distances.
 - Light output is provided in footcandles which is the unit of illuminance used in most zoning codes.
 - One foot-candle is equivalent to the illuminance produced by one candle at a distance of one foot away.
 - OOH standard is that the maximum increase to ambient lighting of 0.3fc at 300 Feet from the sign. Proposed signs are far below this limit.
- ▶ Photometric study assumes a screen brightness at 300 nits, which is the nighttime light output of OBM operated signs.
 - Nits are a measure of brightness at the screen face used by manufacturers.
- ▶ Photometric studies do not model trees or buildings, and do not reflect their shadows.

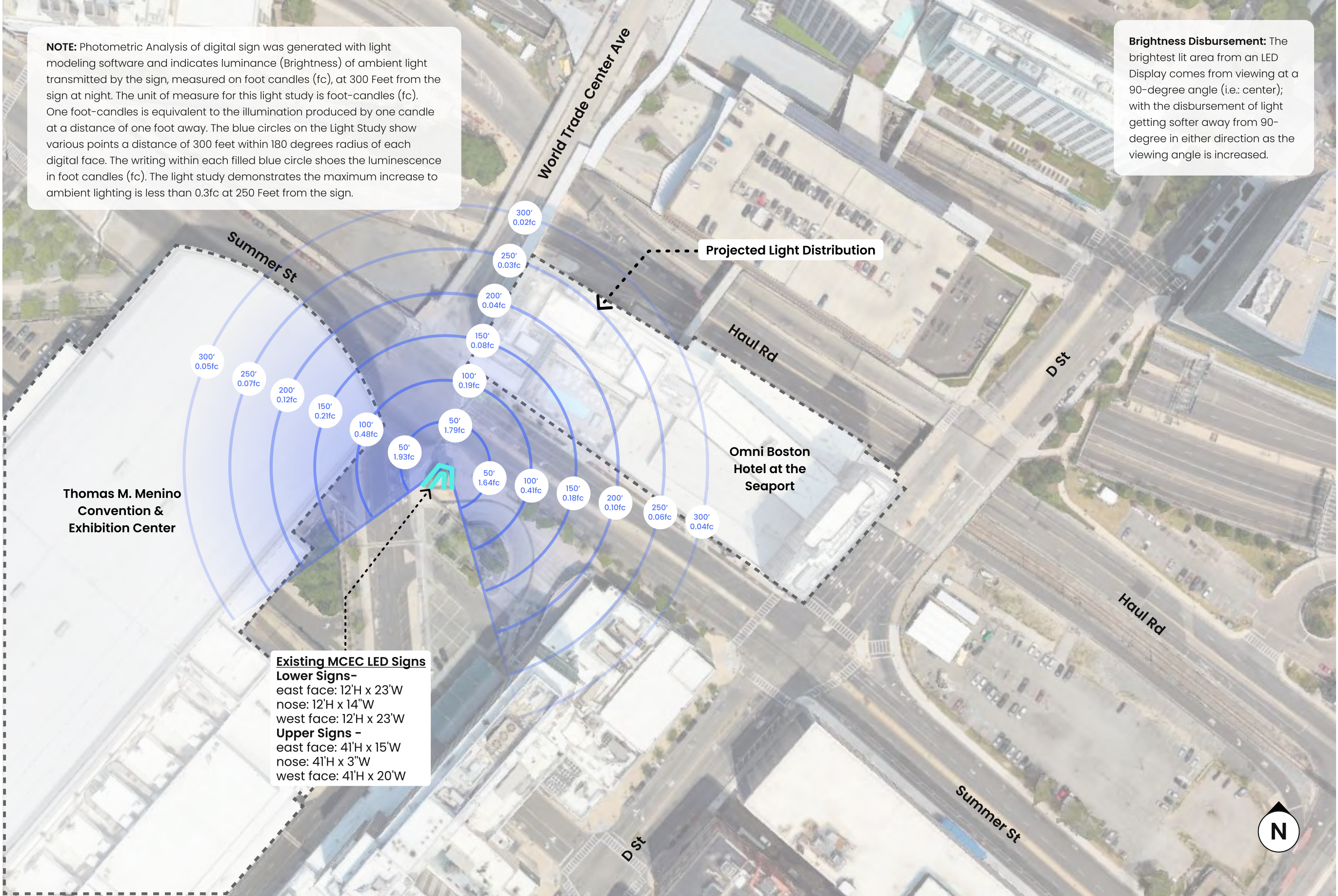
NOTE: Photometric Analysis of digital sign was generated with light modeling software and indicates luminance (Brightness) of ambient light transmitted by the sign, measured on foot candles (fc), at 300 Feet from the sign at night. The unit of measure for this light study is foot-candles (fc). One foot-candles is equivalent to the illumination produced by one candle at a distance of one foot away. The blue circles on the Light Study show various points a distance of 300 feet within 180 degrees radius of each digital face. The writing within each filled blue circle shoes the luminescence in foot candles (fc). The light study demonstrates the maximum increase to ambient lighting is less than 0.3fc at 250 Feet from the sign.

Brightness Disbursement: The brightest lit area from an LED Display comes from viewing at a 90-degree angle (i.e.: center); with the disbursement of light getting softer away from 90-degree in either direction as the viewing angle is increased.



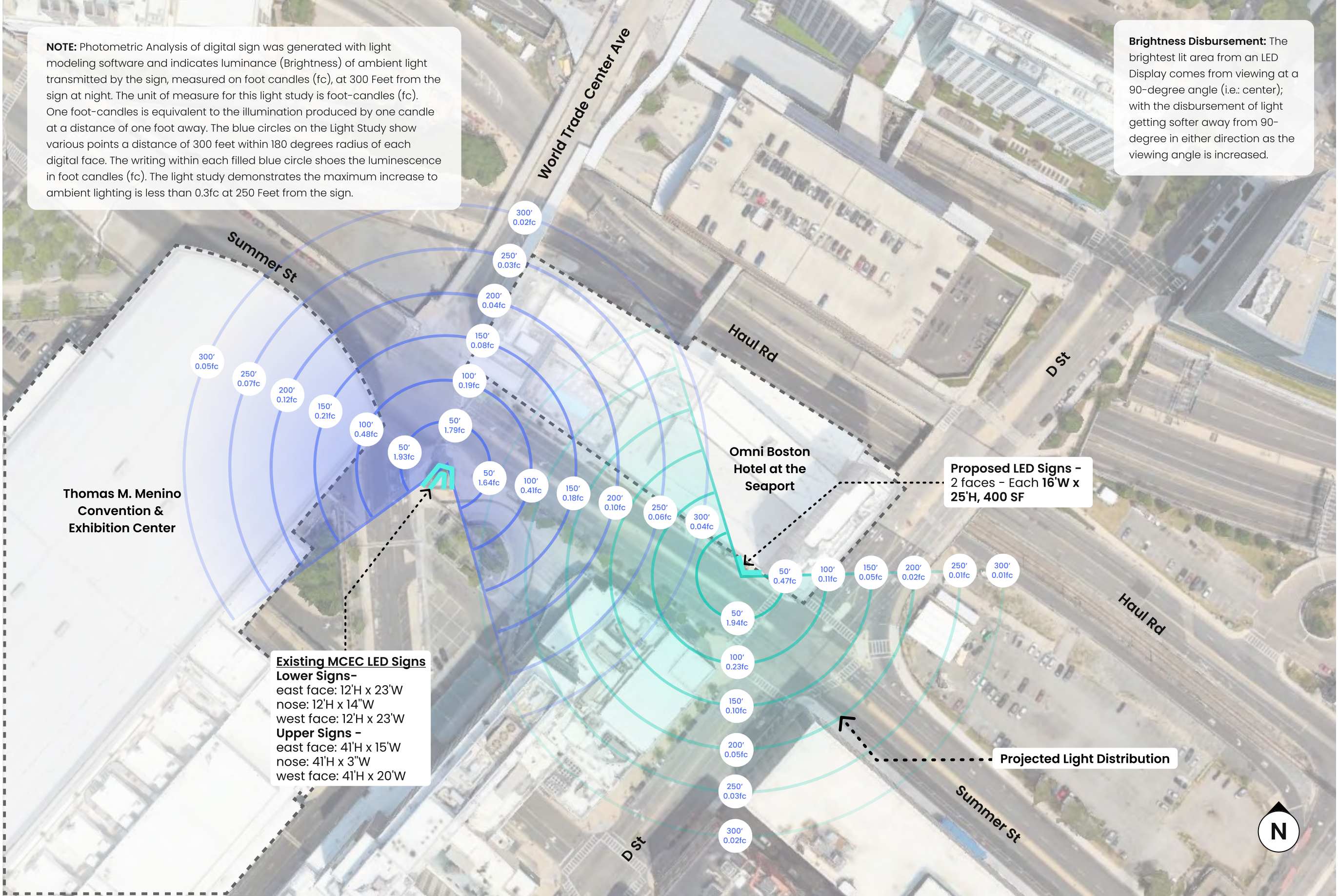
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NEXT STEPS

- BPDA Design Review: Ongoing
- PIC License: Ongoing
- MHC PNF: Ongoing
- MassDOT Permit: to be filed at completion of BPDA design review
- OPSI Construction Permit: To be filed following MassDOT permit issuance

- Sign Live: Projected Q2 2027

THANK YOU



JIBRAN SHERMOHAMMED

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