

MEMO

Date: April 24, 2024

To: CRA Board

From: Joel Smith

RE: 355 Main Street Pioneer Room Signage Proposal

BACKGROUND

On September 20, 2023, BXP presented a proposal to the CRA Board to activate the retail space on Pioneer Way adjacent to the public lobby, previously leased by the Bailey & Sage restaurant. The project is a public gathering/meeting space, called the “Pioneer Room,” comprised of 2,521 square feet of space within the 355 Main Street building. The Pioneer Room, accessed off the public lobby, will provide a place for people to gather for community events, conferences, workshops, trainings, and investor and tenant pitches. The community room is designed to provide flexibility for two smaller events and to be expandable to accommodate a larger event. The concept includes a history wall and a large-scale model of the Kendall Square area. BXP clarified that the space would not be exclusive to BXP and that it would be reservable by organizations and public event. BXP will implement a reservation system to book the Pioneer Room.

SIGNAGE PROPOSAL

On March 28, 2024, CRA staff received a signage application from BXP for the Pioneer Room facade at 355 Main Street. The proposal provides for entrance signage for the Pioneer Room along the public lobby. Upon review, CRA staff had no technical concerns regarding the design and determined the signage package met the signage requirements within the MXD District Signage Guidelines. On April 3, 2024, the signage package was reviewed by the CRA Design Review Committee. The Design Review Committee expressed no concerns, and the CRA staff have provided the original signage package to the CRA Board for consideration for approval.

The details of the tenant identity package include the following:

- Pioneer Room Signage within the 355 Main Street Public Lobby – Self-adhesive vinyl with dotted lines, letter K, text and logo, and typeface

MOTION

Draft Motion: *Approving the graphic display proposal from BXP for the Pioneer Room at 355 Main Street, Parcel Four of the Kendall Square Urban Redevelopment Plan*

ATTACHMENTS

Attachment A: 355 Main Street Pioneer Room Signage Package from March 28, 2024

March 28, 2024

Mr. Tom Evans
Cambridge Redevelopment Authority
255 Main Street, 8th Floor
Cambridge, MA 02142

Re: Pioneer Room, 355 Main Street Signage Proposal

Dear Mr. Evans:

Boston

This letter describes the proposed entrance signage for the Pioneer Room off the public atrium at 355 Main Street.

Los Angeles

Enclosed as Exhibit A is the signage design document prepared by the signage designer, LLM. Installation of the signage is scheduled to be complete before the end of May 2024.

New York

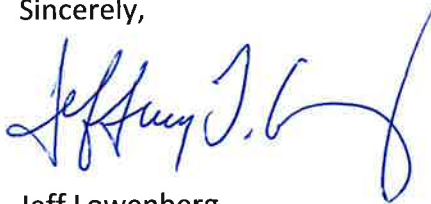
San Francisco

Washington, DC

In addition to the enclosed signage at the public lobby entrance to the Pioneer Room, BXP is proposing to add an identification of the Pioneer Room. Existing photos of the Main Street entry are included in Exhibit A. BXP will separately submit to CRA staff a revised signage to identify the Pioneer Room at the public lobby entry on Main Street.

Please let us know if you have any questions on this submission and we look forward to discussing it further with the CRA.

Sincerely,



Jeff Lowenberg
SVP - Development

Enclosure – Exhibit A Signage Design

cc: Joel Smith CRA

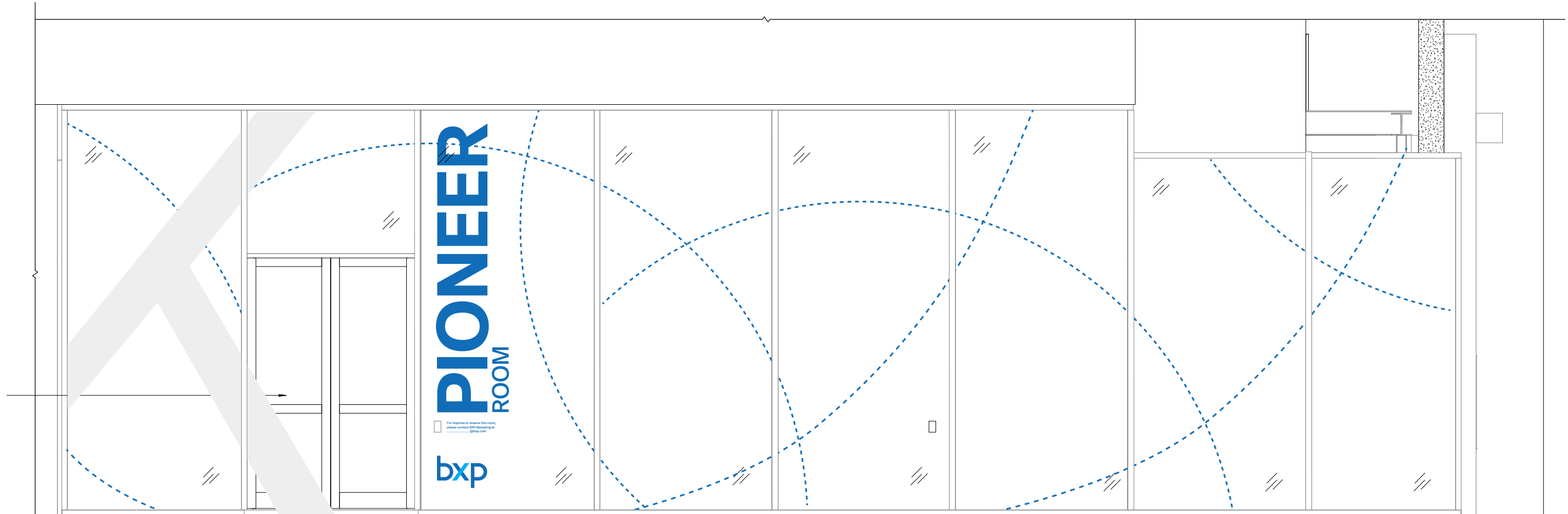
Exhibit A
Signage Design

355 MAIN ST.

Pioneer Room

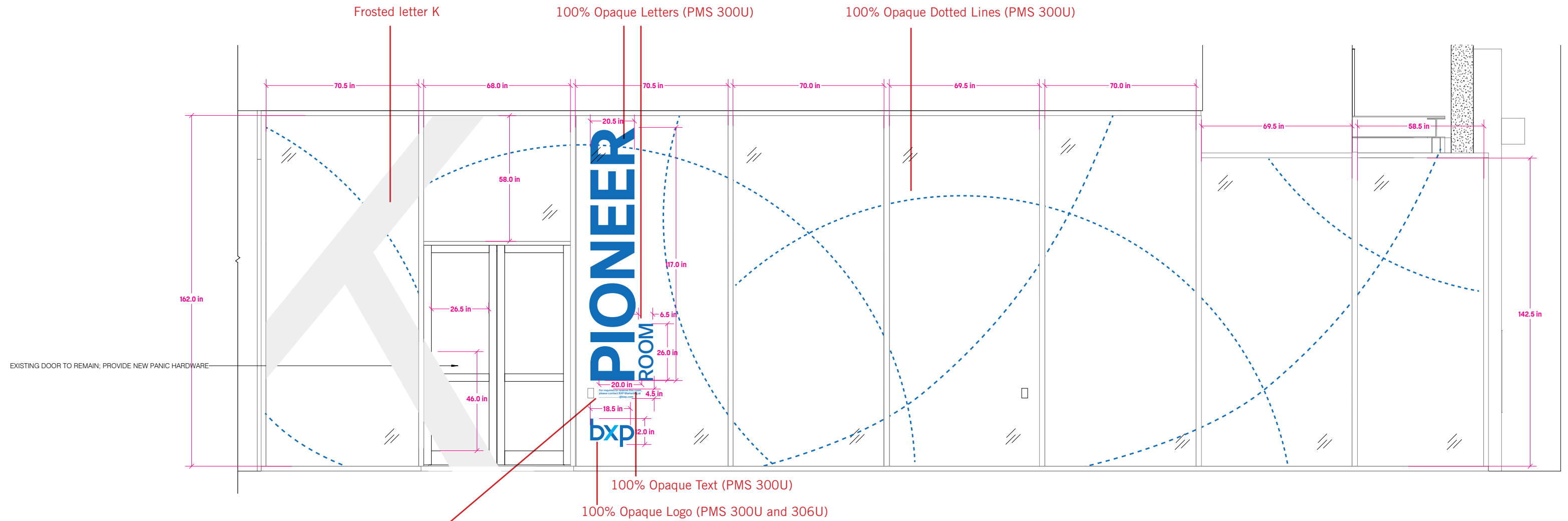
CRA DESIGN SUBMISSION

MARCH 28, 2024



Design Specs

- Dotted Lines: 100% opaque color PMS 300U / 8 Qty / Die Cut Self Adhesive Vinyl (SAV)
- Letter K: Frosted with 50% opacity Cool gray / Die cut vinyl
- Text and logo: 100% opaque color PMS 300U & 306U / Die cut vinyl
- Typeface: RealHead Pro Demibold and Book



For inquiries to reserve this room, please contact BXP Marketing at@bxp.com

**355 + 325 Main Street Entrance
Pioneer Room Identification to be Added**

