

## MEMORANDUM

**Date:** October 18, 2023

**To:** CRA Board

**From:** Joel Smith

**RE:** 355 Main Street & Green Garage at 90 Broadway

## INTRODUCTION

Boston Properties (BXP) submitted two signage proposals: a tenant signage package at 355 Main Street and an Automated Parking Garage System (APGS) sign for the Green Garage at 90 Broadway. On October 4, 2023, the Design Review Committee reviewed both proposals and, in accordance with the MXD District Signage Design Guidelines and Review & Approval Procedures, are to come before the full CRA Board for consideration.

## SIGNAGE PROPOSALS

### 355 MAIN STREET

The Cambridge Redevelopment Authority (CRA) received a tenant signage application from BXP for more prominent signage for Kendall Barbers, which is located within 355 Main Street, though its frontage on Pioneer Way. This is proposed to replace the temporary signs that have been in place since the re-opening of Kendall Barbers in Pioneer Way. Kendall Barbers had been located on Main Street and is the longest operating retailer in Kendall Square.

On October 4, 2023, the Design Review Committee reviewed the original tenant signage package and made a few recommendations to the BXP team. The committee members suggested that the vinyl patterning be removed from the Pioneer Room door entry along Pioneer Way. The committee also raised concerns related to the maintenance of the awning and recommended that vinyl application on the building facade be a substitute for the awning structure. As a result of all the comments during the design review meeting, BXP issued a revised tenant package on October 12, 2023, for final review.

The full signage proposal includes (1) storefront branding with surface applied vinyl on glass and metal paneling, (2) a wind blade sign with vinyl adhered to a column within Pioneer Way, and (3) directional wayfinding with surface vinyl on the transit column at the intersection of Ames Street and Pioneer Way and the garage column. The signage package includes the specific signage locations.

The details of the tenant identity package include the following:

- Ames Column - 1/8" thick painted aluminum panel, and surface mounted vinyl letters wrapping all four sides of the column;
- Garage Column - 1/8" thick painted aluminum panel on the east side facing the garage with surface mounted vinyl letters;
- Wind blade signage with decorative vinyl patterning - surface mounted vinyl patterning will wrap the column and will not exceed the height of 18'-10". The wind blade signage proposed to be a 3' aluminum cabinet with a satin finish. The physical sign letters measure to be no more than 5 3/4".
- Kendall Barber storefront – vinyl letter on the storefront glass and vinyl patterning will be applied to the metal paneling (in lieu of the awning).

The wind blade signage proposed will be removable to provide access for Eversource vents located at the terminus of Pioneer Way. BXP looks to install the sign upon approval of the project.

## GREEN GARAGE AT 90 BROADWAY

As a condition of the approval of the Infill Development Concept Plan (IDCP), BXP agreed to design a real-time parking information system application for the publicly accessible garages in the MXD to inform visitor parking availability.

On October 4, 2023, the Design Review Committee reviewed the initial package for the APGS signage and approval all conditions. The proposed APGS will replace the existing blue public parking monument signage at the main entrance to the Green Garage on Broadway. The sign measures approximately 25.67 sq. ft. including the supports, or 20.00 sq. ft. excluding them. The sign is designed to illuminate in red and green, with red indication full and green meaning open. The signage will also consist of parking stall numbers, spaces available, and hours of operation. The signage location takes into consideration vehicular turning movements and places the signage no less than 1'-4" to an existing curb.

## MOTION

Draft Motion: *Approving the tenant identification signage for Kendall Barbers at 355 Main Street, KSURP Parcel Four.*

Draft Motion: *Approving the real-time parking information sign on the Green Garage at 90 Broadway, KSURP Parcel Four.*

## ATTACHMENTS

*Exhibit A: APGS Green Garage Signage Proposal*

*Exhibit B: Kendall Barber Signage Proposal*