

MXD DISTRICT SIGNAGE GUIDELINES AND REVIEW & APPROVAL PROCESS

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**CAMBRIDGE REDEVELOPMENT AUTHORITY (CRA)
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1.0 PURPOSE OF DOCUMENT

The Cambridge Redevelopment Authority (CRA) independently reviews new signage proposals within Cambridge's MXD Zoning District in conformance with the Kendall Square Urban Renewal Plan (KSURP). The purpose of this document is to:

- a. Define a public, transparent, and well-articulated review and approval process for signs in the MXD Zoning District.
- b. Establish criteria for review and approval of the design, size, shape, locations, materials, and illumination of new and/or temporary signage and public information displays that will reflect contemporary goals for Kendall Square.

2.0 SIGNAGE REVIEW JURISDICTION

In accordance with Section 408 of the KSURP, the CRA has review jurisdiction over all signage, including their colors, finishes, fabrication, size, height, and illumination, as further described in the sections below. These guidelines below constitute the design standards anticipated under Section 502 of the KSURP for signage. Signage proposals within the MXD District are exempt from Cambridge's citywide Zoning Ordinance¹ provisions (Article 7.0) and review jurisdiction.

- a. Exempted from CRA review are: state and federal signage, including MBTA signage, advertising signage on city-owned bike share stations, street furnishings and MBTA bus shelters; temporary sandwich board signs in public open spaces or plazas; posters affixed to the inside of windows provided they do not exceed 30% of the glass window area and pertain to special events or sales; and city, state, or federal flags.
- b. Signs within the KSURP but not within the MXD District are subject to the Cambridge Zoning Ordinance or Federal design jurisdiction.

2.1 OWNERSHIP AND PLACEMENT

Within the MXD District, CRA jurisdiction includes the following:

- a. Private, permanent signage on or within private property which is visible from public ways, or public open spaces,
- b. Private, permanent signage and related structures extending over sidewalks or other public ways,
- c. Public informational or wayfinding signage or kiosks designed specifically for the MXD District either on or within publicly accessible private property, or on public sidewalks, plazas or open spaces,
- d. Private or public temporary signage or banners,
- e. Advisory review of city signage for purposes of coordination and compatibility.

¹ The Cambridge Zoning Ordinance can be found at www.cambridgema.gov/CDD/zoninganddevelopment/Zoning/Ordinance.aspx

2.2 SIGNAGE TYPES

The list of signage types below illustrates the wide range of sign types that the CRA reviews, which includes but is not limited to the following:

- a. Wall signs, including commercial signs, corporate identity signs, tenant identification signs, tenant directories, building identification signs, building street address signs, plaques, wayfinding signs, and parking facility exterior signage
- b. Projecting and suspended signs, including blade signs, marquee signs, entrance canopy signs, awning signs, and banner signs
- c. Free-standing signs, including monument, pedestal, pole, kiosk, and sandwich board² signs.
- d. Ground surface signs, including commemorative signs and plaques
- e. Window signs, including window lettering, decals, vinyl lettering, etching, painted signs, paper signs, and digital display ~~vide~~ screens, mounted directly on windows or in the interior within three feet of storefront windows
- f. Construction screening and information signs, including fence wraps placed on construction fencing for screening purposes.

Such signs might include illuminated or digital displays, or temporary signs.

2.3 SIGNAGE TYPES THAT ARE STRONGLY DISCOURAGED

- a. Rooftop signs projecting above a building's façade or cornice line
- b. Flashing or strobe light signs
- c. Audible signs
- d. Free-standing pole signs in public ways or public easements
- e. Translucent (backlit) plastic sign faces
- f. General advertising on signs not associated with a building's use or public information, such as billboards or street furniture signs
- g. Electronically projected advertisements
- h. Large building-scale banners and building wraps
- i. Phone numbers, web addresses and oversized lettering on awnings
- j. Signs that overwhelm or are incongruous with the building architecture
- k. Signage on the same building that does not have a thoughtful relationship to the other signage across the façade, especially with regards to position, and scale
- l. Repeated use of temporary signs

² Sandwich board signs located on sidewalks require additional City review

- m. Any signage, which because of its location, size, movement or illumination diminishes public safety, including:
 - i. Signage that obstructs eye-level views of streets, driveway entrances, pedestrian ways and/or pedestrian crossings
 - ii. Moving signage that may unduly distract passersby

3.0 CRA SIGNAGE GOALS

The CRA seeks to meet two overarching goals through its signage review process:

- a. Encourage signage design within the MXD District that reflects the worldwide innovation and high-tech reputation of Kendall Square,
- b. Encourage signage appropriate to the evolving mixed-use context and community character of the MXD District.

While these goals may at times be in tension with one another, the guidelines seek to outline a process that ultimately leads the CRA and signage proponents to meet both of these goals within the built environment of Kendall Square.

4.0 MXD SIGNAGE DESIGN OBJECTIVES AND GUIDELINES

The CRA staff and Board will review signage proposals in accordance with the following Design Objectives and Guidelines which have been crafted to reflect the signage goals of the CRA and support the unique characteristics and aspirations of the MXD District.

4.1 ENCOURAGE CREATIVITY

Signage should promote the image of Kendall Square as a center for technological innovation.

- a. Signage proponents should explore creative methods for expressing their messaging needs through contemporary design using innovative materials and graphic techniques.
- b. The CRA seeks to provide for sufficient signage variety to allow individual tenants and companies to express their own unique identities, using properly scaled and located tenant identification and corporate identification.

4.2 UTILIZE SCALE APPROPRIATELY

Signage should not dominate the urban landscape of Kendall Square but should instead be integrated into the built environment based on its function and position on a building.

- a. Signage should be complementary to the façade of the building or provide highlights to mark particular uses or entries.

- b. The size of the sign and its lettering should relate to a hierarchy of wayfinding and the intended audience.
- c. Building identification signs that are intended to be read at a distance are anticipated to be larger and may function as distinctive landmarks.
- d. Storefront or wall signs, which are to be read from the sidewalk should be sized appropriately, and tenant directory signs should be sized to be read at a building entrance.

4.3 FIND SUITABLE SIGNAGE LOCATIONS

All signs should be installed at a location and height appropriate for their intended audiences.

- a. Retail signage or wayfinding / informational graphics should be installed at locations and heights best seen by passing pedestrians and motorists-on immediately adjacent streets.
- b. Retail tenant signage should be associated with the retail entrance and space.
- c. Corporate identity and hotel identification signage intended to be seen by both local visitors as well as by wider audiences from broader regional viewpoints may be located near the tops of buildings.
- d. Construction Information Signs should be located in an area in clear view of pedestrians, along a public sidewalk.
- e. In general, signage located at the mid-heights of buildings is discouraged.

4.4 MAINTENANCE OF SIGHTLINES AND VISIBILITY

Views along the length of public right-of-ways, into public spaces, or toward key landmarks should be preserved.

- a. Signage must not diminish public safety by unduly distracting passersby attention, causing undue glare, or visually obstructing sightlines to driveway entrances or pedestrian street crossings.
- b. Signage must not unduly obscure key sightlines; particular attention should be paid to the size and position of projecting wall signs. Projecting wall signs (“blade” signs) should not project over more the 25% of the width of the neighboring sidewalk, or five (5) feet, whichever is smaller, unless part of a canopy structure.

4.5 AVOID SIGNAGE CLUTTER

Signage proposals should be designed to convey their message with the minimum number of signs possible. Avoid excessive signage.

- a. A retail tenant should display only the minimum number of signs necessary to advertise itself and be seen from all appropriate frontages.
- b. Window display signs, including paper signs, should be minimized in order to allow clear and direct views of the activity inside establishments from adjacent sidewalks or streets.

- c. In multi-tenanted office or research buildings, individual company tenant signage should be consolidated in ground-level building directories.
- d. With the exception of a building's prime tenant signage, multiple tenant signs should not be individually wall-mounted.

4.6 MAINTAIN FACADE TRANSPARENCY

Permanent signage on windows and doorways should be designed to maintain the overall transparency of the ground level façade.

- a. In general, signs on or behind windows should not exceed ten (10%) percent of the available glass area at ground level.
- b. Translucent or transparent applications on windows are preferred over opaque images and lettering.
- c. Permanent signage in upper story windows is discouraged.
- d. When a ground floor space with windows facing a public right-of-way is under construction, windows may be made opaque with signage to screen construction from public view.

4.7 CREATE CLEAR WAYFINDING SIGNAGE

Kendall Square requires a clear system of wayfinding elements to contribute to the district's identity and to assist visitor navigation.

- a. Wayfinding signage should be designed to be graphically consistent throughout Kendall Square.
- b. Information graphics should be designed so that people can quickly orient themselves to their location and destinations.
- c. Design distinctions should be made between wayfinding signage that is part of a larger citywide graphics program and wayfinding particular to Kendall Square as a uniquely identified district.

4.8 SIGNAGE ILLUMINATION

Innovative signage lighting is to be encouraged to activate the MXD District during evening hours, but all illuminated signs must be dimmable and installed with a timer. In the signage approval process, the CRA may place conditions on illuminated signs to minimize broader environmental or community impacts.

- a. A wide range of lighting technology for signs may be appropriately utilized depending on the type of sign.
- b. Signage illumination should not cause undue nuisance to residential neighbors; limiting brightness levels and/or nighttime operating hours might reduce unwanted impacts.

- c. Lighting installations must include a dimmable feature to adapt to changing environmental conditions and/or to respond to identified concerns
- d. Illuminated signage should demonstrate high levels of energy efficiency.
- e. Signage illumination should not be directed skyward
- f. The CRA may at its discretion request that illumination levels for signage be adjusted to acceptable levels at any time.

4.9 ELECTRONIC SIGNAGE

Electronic signs that change message or copy at intervals might be acceptable if they provide information about on-premise activity and contribute positively to the dynamic character of Kendall Square.

- a. Electronic signs must not be positioned where they could distract passersby.
- b. Electronic signs should minimize flashing, intermittent or moving lights or animating, moving, or scrolling displays.
- c. Electronic signage must automatically adjust to natural ambient light conditions and minimize brightness on sensitive receptors such as residential uses and parks or other public facilities.
- d. Electronic signage should demonstrate high levels of energy efficiency.

The CRA will review electronic signs on an ongoing basis to ensure they remain in compliance with these guidelines.

4.10 TEMPORARY SIGNS

Temporary signs are by design and/or use intended for a limited period of display, and are not permanently mounted.

- a. Temporary signs pertaining to an event or sale may be allowed for a maximum of 90 days.
- b. Leasing or sale signs advertising the premises on which the sign is located may be allowed for up to one year.

4.11 CONSTRUCTION SITE SIGNAGE

Construction site signage and screenings are encouraged to inform the public about the changes they should expect in the built environment and to help maintain the appearance of Kendall Square.

- a. Project Information Panel Recommendations:
 - i. Content:
 - o A rendering of the project
 - o A brief description of the project, including the building's intended use(s)

- Anticipated project completion date (season, year)
- Ways to find additional project information
- A contact to report unsafe conditions or other concerns

5.0 SIGNAGE REVIEW & APPROVAL PROCESSES

Signage must be reviewed and approved by the CRA Board before it is fabricated or installed. Signage proponents may be building owners or managers or building tenants who have received a written approval from their building owner or manager.

5.1 SUBMISSION PROCEDURES

- a. Proponents should meet with CRA staff for advice or design guidance two-weeks before submitting formal schematic design proposals.
- b. All signage submissions must be provided to CRA staff no later than close of business the Thursday prior to a monthly CRA Board meeting.
- c. Signage submissions are required at the schematic stage for staff and/or Board review, and for staff review at the construction document stage prior to fabrication in order to ensure that sign installations conform with approved schematic designs.
- d. The proponents should provide clear evidence in their submission documents that the proposal fully complies with the CRA's Signage Goals (Section 3.0) and MXD Signage Design Objectives and Guidelines (Section 4.0).

The timing of these signage submissions may be separated from the required submission phases for new building design (schematic design, design development and construction documents).³

5.2 SUBMISSION REQUIREMENTS

Signage proponents must submit the following documentation at both the preliminary and construction stage of submission:

- Proponent information, including name, address, and contact number
- Approval of the building owner or manager, if applicable. It is encouraged that building tenants coordinate walkthroughs with building owners and CRA staff to understand possible sign placement and mounting concerns.
- A written and visual description of the signage, including its exact size and area.
- A rendering (illustrated or photorealistic) of the proposed signage, and a precedent image if available

³ This represents a change from the CRA's previous procedure, which had linked signage and building design submissions. Building designs should still provide façade information regarding planned sign locations.

- Site plan and building façade showing the proposed location and position of the signage and signage elevation
- Design documents showing the proposed signage in plan, section, and elevation in relationship and scale to the proposed building façade
- A materials list and partial sample (if requested by the CRA)
- A technical description of how the signage is to be mounted or installed, a proposed installation schedule, and a description of how the signage would be removed
- Color illustrations of the proposed signage, Pantone color codes, including dimensioned elevations, dimensioned cross-sections, and a rendering(s) of the signage shown in its full architectural context
- If the sign requires internal illumination, a technical description of the method for illuminating the sign, the hours of illumination, and brightness levels at the sign's installed location
- A description of what area of the signage will and/or will not be illuminated
- Documentation of liability coverage for signs that project over a public way

5.3 ADMINISTRATIVE STAFF REVIEW OF SIGNAGE DESIGNS

Signage proposals documented completely per Submission Requirements (Section 5.2) and conforming to the threshold criteria set forth below, will be administratively reviewed by CRA staff and/or their designee for compliance with the CRA's Signage Goals (Section 3.0) and MXD Signage Design Objectives and Guidelines (Section 4.0). If a proposal is in alignment with these goals and guidelines, the CRA's Executive Director may approve the submissions and so inform the CRA Board, the City of Cambridge, and the proponent.

The CRA staff may at its discretion consult with the CRA Board members and/or City staff prior to an administrative staff decision. Staff will respond to proponents within thirty (30) business days and may ask for additional information. CRA staff may request an extension or additional submission materials at its discretion. If warranted, due to complexity or unique elements, the CRA Executive Director may at his/her discretion determine that the CRA Design Review Committee and/or the CRA Board shall review a signage application. Signs meeting the threshold criteria listed below are eligible for Administrative Staff Review:

- a. Temporary signs that are not more than twenty (20) square feet in size and/or not more than 30% of the window area.
- b. Replacement signs that do not increase the size, change the location, change the shape, or increase the illumination levels of signs previously installed.
- c. Construction site signage
- d. Permanent window signs occupying no greater than 10% of the available glass area
- e. Wall plaques meeting all of the following limitations:
 - i. Size less than six (6) square feet
 - ii. Number of signs is no more than two per usable entry
 - iii. Installed at eye level (approximately five feet on center above grade)
 - iv. Projection no greater than eight (8) inches from the face of the wall

- f. Flush mounted wall signs, meeting all of the following limitations:
 - i. Size less than twenty (20) square feet, as measured either as a sign panel or the area defined by individual letters
 - ii. Maximum installation height of any portion of the sign is no greater than twenty (20 feet) above the ground, provided it is below the second-floor window or the lowest part of the roof, whichever is less
 - iii. Projection no greater than eight (8) inches from the face of the wall
 - iv. External lighting

All other sign approvals will be reviewed by the CRA Design Review Committee and/or the CRA Board.

5.4 CRA BOARD REVIEW OF SIGNAGE DESIGNS

The following signage proposals must be submitted to the CRA Board for review and approval:

- o A signage proposal that does not meet the threshold criteria defined above in Administrative Staff Review of Signage Design (Section 5.4)
- o All sign systems involving multiple buildings or installation locations, including MXD District-wide proposals.

a. Initial Review by CRA Staff

The CRA staff shall review proposals in order to determine completeness and to make a recommendation to the CRA Board. The CRA staff shall meet with proponents within ten (10) business days after submission in order to outline a schedule for review and consideration by the Board. However, CRA staff, at their discretion may request an extension, additional submission materials, and/or schedule a site visit with the proponent no later than 2-weeks prior to the CRA monthly Board meeting in which the signage package would be recommended for Board approval.

CRA staff may, upon initial review of any submission, make a determination and notify the proponent that:

- i. A submission is incomplete or requires further materials to allow for adequate understanding and review of the proposal.
- ii. A submission is complete, appears to meet the goals and objectives of the CRA and staff will recommend approval to the Board.
- iii. A proposal requires a more intensive review process. This determination may be made, for example, for proposals that are so complex or controversial as to require greater public review and discussion by the CRA Board at one or more meetings.
- iv. A proposal does not meet the CRA Signage Goals (Section 3.0) and the MXD Signage Design Objectives and Guidelines (Section 4.0). The proponent may submit a revised proposal. a

b. CRA Board and Design Review Committee Review

The CRA Board shall review all sign proposals that do not fall within the criteria for Administrative Staff Review outlined above as well as those proposals determined by the CRA Executive Director to require

review by the CRA Board. The CRA Board will consider designs for their conformance with the CRA Signage Goals (Section 3.0) and the MXD Signage Design Objectives and Guidelines (Section 4.0).

Once CRA staff determines application materials are complete, staff will recommend if signage should be reviewed first by the CRA Design Review Committee or if it should go directly to the full CRA Board.

The Board shall consider proposals within sixty (60) business days after submission at a duly noticed public meeting. Based upon the Board's sole interpretation, the CRA Board may approve, conditionally approve, or disapprove a signage proposal. If a proposal is conditionally approved or disapproved, the proponent may resubmit a revised proposal. Once approval is granted, the CRA Board shall inform the proponent and the City as needed.

5.5 CONSTRUCTION DRAWING REVIEW

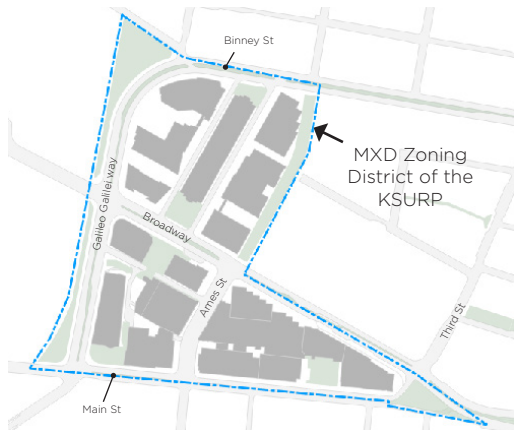
Proponents shall submit construction documents for Administrative Staff Review of the Signage Designs (Section 5.3) for review and consistency check with the prior schematic design approval. Proponents shall notify CRA staff of any design changes that have been made to the signage proposal between the schematic design approval and the construction plan stage. CRA staff will make the final determination if the construction plans are consistent with the schematic approved or contain minor non-substantive variations from the original submission. If the construction drawings represent a significant departure from the schematic design, then the proposal must be re-considered by the CRA Board before fabrication and installation.

6.0 ENFORCEMENT

CRA staff is charged with the enforcement of the KSURP, and by extension, the MXD District Signage Guidelines and Review & Approval Process within the MXD Zoning District. Enforcement will be informed by the conditions detailed in the CRA Board approval.

7.0 APPENDIX

- a. Signage Approval Flowchart
- b. Encouraged and Discouraged Sign Examples



CRA Signage Approval Flowchart

Is it in the MXD Zoning District of the KSURP? (see map) - no →

Contact the City of Cambridge Planning Dept. 617-349-4647

yes
↓

Is your sign a replacement sign?

yes ———→ |
no ↓

Will your sign be temporary?

i.e. Will it be in place for < 90 days, OR < one year for leasing/for-sale signs advertising the property on which the sign is located.

Note: Sidewalk signs are subject to City approval

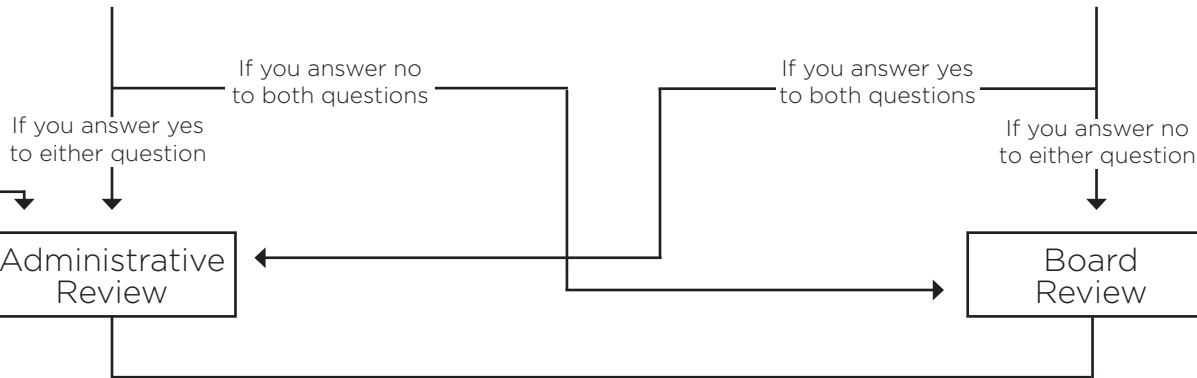
yes ———→ | no ———→

Temporary Signage

- 1. Is it less than 20 s.f and/or not more than 30% of a window area? **OR**
- 2. Is it a construction sign?
(For more details see section 5.4-5.5 of the signage guidelines)

Permanent Signage

- 1. Is it flush mounted with no external lighting? **AND**
- 2. Is it a wall plaque less than 6 sf, a mounted sign less than 20 sf, or does it occupy not more than 10% of a window area?
(For more details see section 5.4-5.5 of the signage guidelines)



Note: If a sign falls into admin. review, the CRA director can request it be approved by the Board instead.

Note: CRA Staff may recommend the CRA Design Review Committee review signage applications before they go to full board review.

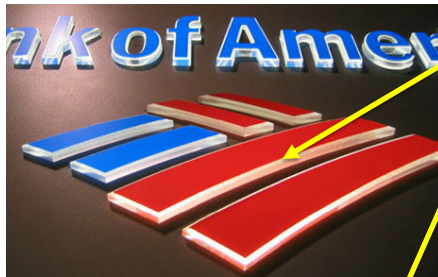
For submission requirements see Section 5.1-5.3 of the Signage Guidelines. Note: Submissions requiring board review must be submitted 1.5 weeks ahead of a board meeting.

Appendix B – Examples of Signage Types

MXD District Signage Guidelines and Review & Approval Process



ENCOURAGED SIGNAGE TYPES



- Punch through letters with metal framing overlapping the metal framing.
- Framing should be same material and/or color on all sides so when you see it especially during the day you wouldn't know there were multiple materials.



DISCOURAGED SIGNAGE TYPES




- Rooftop signage projecting above the building façade.
- Translucent backlit plastic signs.



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ENCOURAGED SIGNAGE TYPES

- All back lit signs should include a dimmable feature.
- Back lit signage that hides the frame from view



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DISCOURAGED SIGNAGE TYPES



- Excessively thick framing that does not match signage



- Pole signs in the public right of way.



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