



CRA Design Review Committee  
Held Virtually on Zoom  
Meeting Notes  
Date: April 3, 2024

## ATTENDEES

**CRA Board:** Barry Zevin, Kathleen Born

**CRA Staff:** Tom Evans, Cecelia Cobb, Joel Smith, Kyle Vangel

**Presenters:** Ed Batten (Batten Bros Signs & Awnings, representing Eastern Bank), Jeff Lowenberg (BXP), Keir Evans (BXP)

## 415 MAIN STREET - EASTERN BANK REPLACEMENT SIGNAGE

### PRESENTATION

Ed Batten from Eastern Bank presented on the 145 Main Street Eastern Bank Replacement Signage Submission. **See Attachment A.**

### COMMITTEE COMMENTS

Mr. Zevin voiced that he would prefer a design package that did not include awnings but that he was otherwise comfortable with the submission. He asked whether any changes were to be made beyond replacing the awnings and the company signage, and Mr. Batten clarified that they will not be able to reuse the existing raceway but that it will be replaced and there will be no exposed wiring or conduit. Mr. Batten stated it would be impossible to match the existing signage holes to the new lettering using the current raceway.

Mr. Tom Evans inquired whether this project would remove any red vinyl that currently exists on the glass façade and Mr. Batten confirmed this would be removed. Mr. Evans mentioned that the current bank has a large screen facing the facade, will this be kept? Mr. Batten was unaware of any plans to incorporate a TV screen in this manner at this time.

### PUBLIC COMMENTS

There were no public comments.

## 355 MAIN STREET – PIONEER ROOM

### PRESENTATION

Jeff Lowenberg from BXP presented on the 355 Main Street Pioneer Room Signage Submission. **See Attachment B.**

### COMMITTEE COMMENTS

Mr. Evans inquired about the availability of a windmaster to place on the Main Street sidewalk in appropriate conditions. Mr. Lowenberg replied that this was a good idea and agreed to explore it. Mr. Zevin noted the “K” is disrupted by the door frame but was accepting of the overall design.

### PUBLIC COMMENTS

There were no public comments.

## 290 BINNEY STREET - ASTRAZENECA SIGNAGE

### PRESENTATION

Keir Evans from BXP presented on the 290 Binney Street Alexion / AstraZeneca Signage Submission. **See Attachment C.**

### COMMITTEE COMMENTS

Mr. Zevin states that Eastern Cambridge has long voiced concerns about corporate signage facing the neighborhood. He worries that, based on proximity measurements, this sign will be a direct nuisance to the new residents of 121 Broadway rather than distant neighbors. He also has concerns about the large size and voiced the confusion around including both Alexion and AstraZeneca names, especially at the current size. He suggested a few alternatives, including using abbreviations for the companies or making the Alexion signage smaller than AstraZeneca’s. He asked if the signage is located against mechanical space, which Mr. Keir Evans confirmed it is. Mr. Keir Evans validated Mr. Zevin’s potential concern with having south-facing signage as well and the impact it could potentially have on leasing. He mentioned returning to AstraZeneca to investigate different signage approaches and asked if the committee has preferred options on signage directionality. Mr. Zevin did not commit to a specific façade preference and noted that it’s unfortunate that the two brands aren’t in better synergy with one another. Mr. Zevin was interested in understanding how the proposed signage would look from a far distance into the East Cambridge neighborhood; based on this proposal, he was not overly concerned with the size and lighting visibility being a nuisance to the neighborhood.

Ms. Born commented that she is uncomfortable with the signage facing south and how it may also color the atmosphere of the public space below in what will be the future Center Plaza. She recommended a

more outward-facing sign. Ms. Born also asked for clarification on whether the graphic is identifying one corporation or two. Ms. Born stated that past signage projects considering two logos on building exteriors in Cambridge have faced controversy and she does not want the CRA to be the first government agency in the city to approve this type of signage. She also noted that the design is inelegant and the two logos contrast one another in an unpleasant way despite being presented in a uniform white light. Ms. Born stated that a more slender and elegant design would be better received. Mr. Keir Evans sought clarification on whether the committee would prefer to see the logos in color; Ms. Born answered in the affirmative.

Mr. Evans shared that AstraZeneca views Alexion as a department of their company and that they sought the inclusion of Alexion's logo as the building will be one of Axion's two worldwide headquarters. Mr. Smith mentioned that CRA guidelines do stipulate that multiple tenants are not allowed to be included in signage, and Mr. Evans confirmed that AstraZeneca does not view the two companies as separate.

Mr. Zevin noted the logo letters were similar in height to the Akamai logo exhibited at 145 Broadway, and contemplated whether the letters would still be legible at a smaller size.

Mr. Tom Evans asked whether the bend in the western façade would impact the placement of the signage. Mr. Keir Evans stated he would double-check to confirm, but that the signage is meant to sit on the flat part of the façade.

Ms. Born suggested using the Alexion logo as the primary signage and use other locations on the building to state that Alexion is an AstraZeneca company. Mr. Keir Evans mentioned this possibility was explored at an earlier point and would consider returning to AstraZeneca with this concept.

Mr. Keir Evans returned to the question of color in the logo and signage. The committee suggested that it be explored. Mr. Evans also stated that they will explore the north and west façades. Mr. Zevin affirmed that this is the preferred approach. Mr. Tom Evans noted that staff generally steer corporations away from signage facing the neighborhood to that north and that BXP and their client were following that direction in this proposal. Mr. Zevin noted that this is a unique site for a north-facing sign since it is buffered from the neighborhood by two blocks of industrial use, a park, and a school.

Ms. Born made further comment on the graphic design of the logos and the varying shape of the letters between each logo with the proposed flat white lighting. She contemplated whether this would look like chalk on a whiteboard and could be part of the current design's inelegance. Mr. Zevin asked how the signage will sit on the facade's slope on the north and south sides. He noted inconsistent drawings showing these facades and asked Mr. Keir Evans to clarify the design moving forward. Mr. Evans confirmed that this package uses graphics from different phases of the building's design and that he would clarify how the signage will sit on the final plane.

Mr. Tom Evans returned to the importance of lighting in the final design and noted the lower lighting of the Google signage at 325 Main Street with white backlighting may be a better approach to adding color to this signage package. Mr. Zevin and Ms. Born concurred with Mr. Evans on exploring such an approach.

Mr. Tom Evans asked about the signage's attachment and confirmed with Mr. Keir Evans that it be affixed separately from the "DNA." Mr. Keir Evans noted that if they continue to explore multiple facades for signage they will need to put knife plates in both locations, and both cost wise and is visually he would rather not have unused plates sticking out of the building. One option would be to continue to decide the sign's façade at a quicker pace and spend more time on the aesthetics later on. Mr. Tom Evans suggested this proposal should be brought back on an expedited schedule, ahead of the next scheduled design review meeting in June.

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## PUBLIC COMMENTS

Public comment was received through the Q&A chat function on Zoom. The public member agreed with Mr. Zevin's opinion that new residents at 121 Broadway should not face a large sign directly opposite their new residence. They also voiced that they oppose the MXD District's exemption from Article VII of the Cambridge zoning ordinance and that this project may lead them to introduce a zoning petition to subject the MXD District to the sign ordinance like other parts of Cambridge.



893 Main Street, Wakefield, MA 01880

T 781.245.4800 F 781.246.4798

## Cover Letter Cambridge RDA

Eastern Bank  
415 Main Street  
Cambridge, MA  
781-599-2100

March 11<sup>th</sup>, 2024

Furnish and install two sets of raceway mounted channel letters. Both signs are to be identical to one another. The signs are to read "Eastern Bank" with the Eastern Bank Logo. The overall width of the signs is 273.75" W. The logo is 34.125" high. The tallest letters, "E" "B" and "K" are 24.75" high. The overall square footage of each sign is 64.87 Square Feet.

The letters have white faces and blue cans/returns. The logo will have a white face with a blue vinyl graphic component with blue cans/returns. The raceway will be painted to match the color of the window mullions to blend into the façade. The raceway will extend past the edges of the letters to where the wall meets the windows to better incorporate the sign into the façade.

Both signs are to be internally illuminated with white LEDs. The LEDs will be placed within each letter and only the face of the letters and logos will be illuminated including the graphic component of the Eastern Bank logo. The LEDs are 24V Cool White 6500K lumens. The faces will illuminate white. The vinyl portion of the logo will be illuminated dark blue. They will be connected to a time clock located on the interior of the building next to the breaker panel. The signs will be off during day time hours. They will turn on 30 – 45 minutes before sunset. They will stay illuminated for as long as is allowed by right by the City of Cambridge.

Regards,

Batten Bros., Inc.

Edward Batten  
Project Manager  
BATTEN BROS., Inc.  
781-245-4800 ext 102

**MIT 415 MAIN STREET LEASEHOLD LLC**

February 8, 2024

Eastern Bank/Jones Lang Lasalle  
195 Market St  
Lynn, MA 01901  
Attn: Kevin DelRossi

**RE: Lease Agreement dated January 19, 2017 by and between MIT 415 Main Street Leasehold LLC and Cambridge Trust Company (as the same may have been amended or assigned, the “Lease”)**

Dear Mr. DelRossi:

Reference is hereby made to the Lease. All capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Lease.

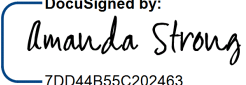
On January 3, 2024, we received a signage request and those certain plans prepared by American/Interstate Signcrafters and dated December 14, 2023 attached hereto as Schedule 1 (the “Plans”), along with a request that in accordance with Article 12 of the Lease, we review and approve such plans.

Subject to the terms of the Lease, Landlord approves the Plans with the understanding that Eastern Bank (as successor in interest to Cambridge Trust Company) expects to receive approval from the Cambridge Re-development Authority (the “CRA”) and the appropriate local City Authorities for the proposed design and installation of their new signage. If Eastern Bank does not receive the necessary approvals of the Plans from the CRA and the appropriate City Authorities, Landlord’s consent hereunder shall be of no force and effect and Eastern Bank shall not be permitted under the Lease to install such new signage.

Please feel free to contact Teresa Morgan, Boston Properties Property Manager with any questions or comments at [tmorgan@bxp.com](mailto:tmorgan@bxp.com) or 617-252-7156.

Sincerely,

MIT 415 Main Street Leasehold LLC,  
By: MIT Cambridge Real Estate LLC, its manager

By:   
7DD44B55C202463  
Name: Amanda Strong  
Title: Officer and not individually

cc: Allen Breed ([Ahbreed@mitimco.mit.edu](mailto:Ahbreed@mitimco.mit.edu))  
Teresa Morgan ([tmorgan@bxp.com](mailto:tmorgan@bxp.com))  
Erin Doherty ([edoherty@bxp.com](mailto:edoherty@bxp.com))  
Kevin DelRossi ([K.DelRossi@easternbank.com](mailto:K.DelRossi@easternbank.com))

## **SCHEDULE 1**

Plans



**415 Main Street  
Cambridge, MA 02142**

Job Number: 80322  
Sales Rep: Bonnie Brock  
Designer: Matt Valler  
December 14, 2023





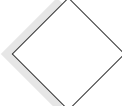

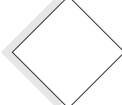


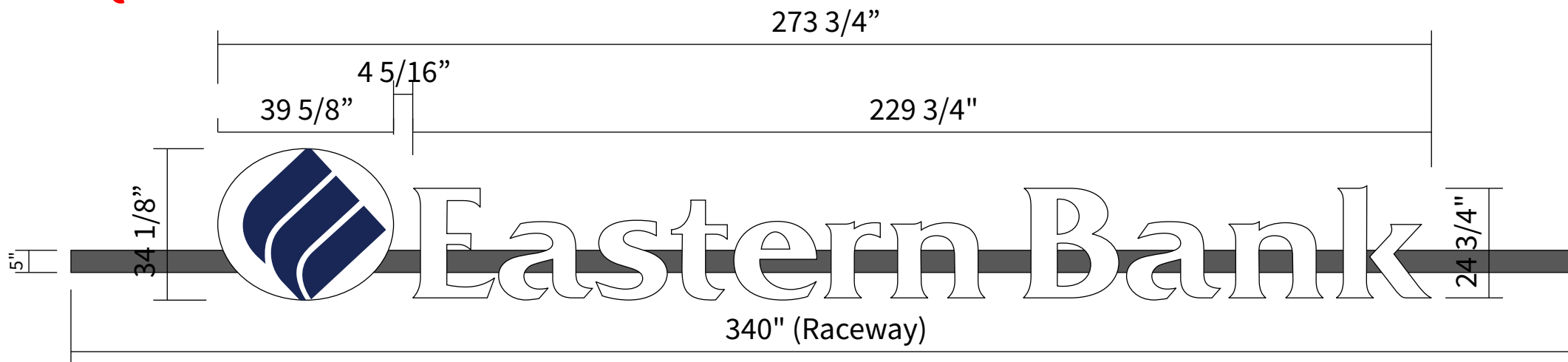
S1

**Scope of Work:** Remove existing channel letters, and manufacture and install illuminated channel letters on raceway.

**SURVEY REQUIRED PRIOR TO PRODUCTION**

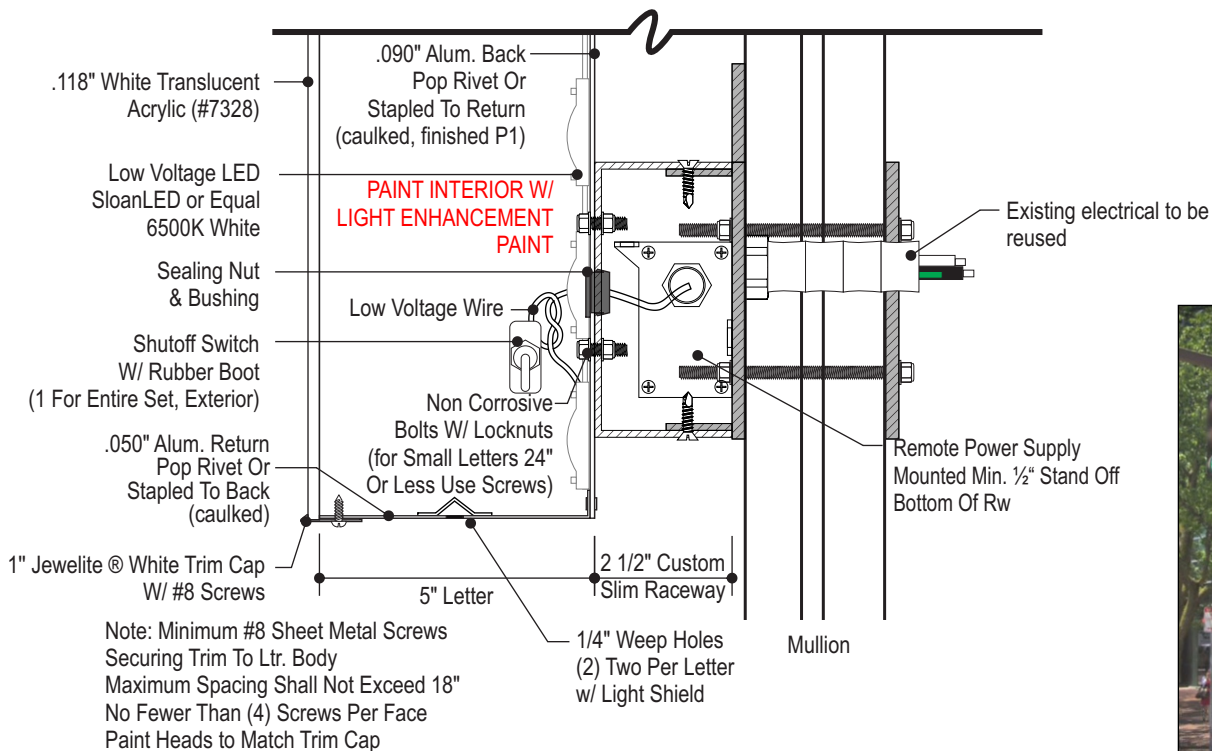
**Color Reference Chart**

-  P1 Paint to match PMS 281 C Dk Blue (Returns) CMYK Digital
-  Print To Match PMS 281 C Dk Blue
-  White Acrylic
-  P1 SW 7674 Peppercorn (Raceway)
-  White Trimcap



**1 Front View**  
Scale: 3/8"=1'-0"

**2 Side View**  
Scale: 3/8"=1'-0"



**A Section Detail** Illuminated Channel Letters On Raceway  
Scale: 3"=1'-0"



Elevation Depiction Intended For General Concept Illustration  
Actual Sizing & Perspective Will Vary Slightly From Image



130 Commerce Road, Boynton Beach FL 33426 (561) 547-3760  
1430 Church Street, Bohemia NY 11716 (631) 273-4800  
americansigncrafters.com

PROJECT



415 Main Street  
Cambridge, MA 02142

DATE

11.15.23

ACCOUNT EXECUTIVE

XX

PROJECT MANAGER

BB

DESIGNER

MV

REVISIONS

12.14.23 MV- Updated per art request

PRODUCTION RELEASE

APPROVAL

- Approved
- Approved as Noted
- Revise & Resubmit

Approved:

Date:

- ALL ELECTRICAL COMPONENTS ARE TO BE U.L. LISTED & APPROVED AS PER THE NEC 2017
- ALL BALLAST, TRANSFORMERS, ELECTRONIC POWER SUPPLIES AND CLASS 2 POWER SOURCES TO COMPLY WITH NEC 690.21
- BRANCH CIRCUIT DISCONNECTING SHALL BE LOCATED IN FRONT OF SIGN IN APPROVED LISTED BOX & BEFORE ENTERING THE STRUCTURE OF THE SIGN AS PER NEC 600.8 & NEC 60.4
- ALL PRIMARY WIRING TO BE #12 THWBN AS PER NEC 300-5
- GROUNDING & BONDING AS PER NEC 250
- INSTALLATION WILL COMPLY WITH ALL OF THE REQUIREMENTS OF THE NEC 300 & FCC EC 405.2.4
- SIGNS WILL BE CONTROLLED BY A PHOTOCELL OR ASTRONOMICAL TIME CLOCK



JOB #

80322

PAGE



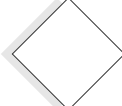

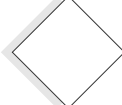
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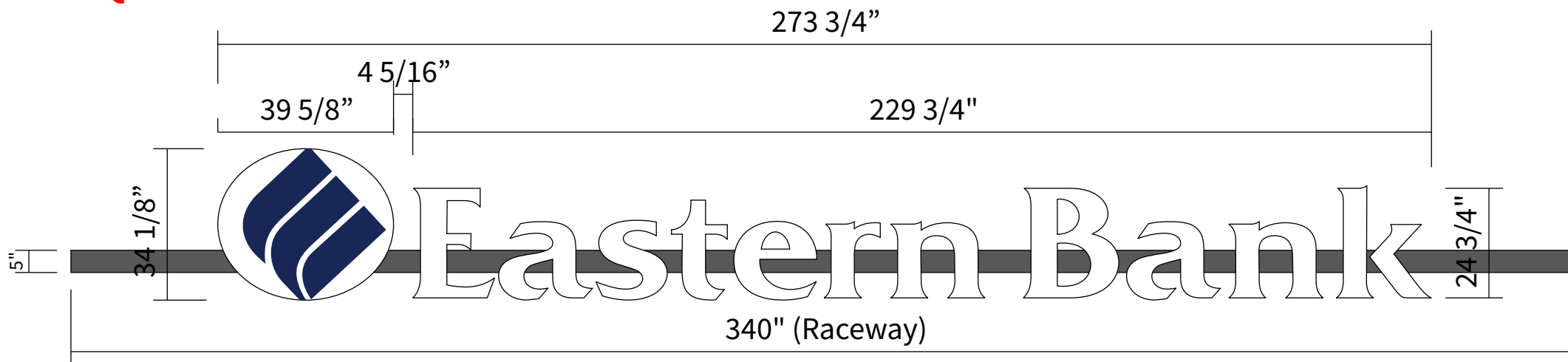
OF 8

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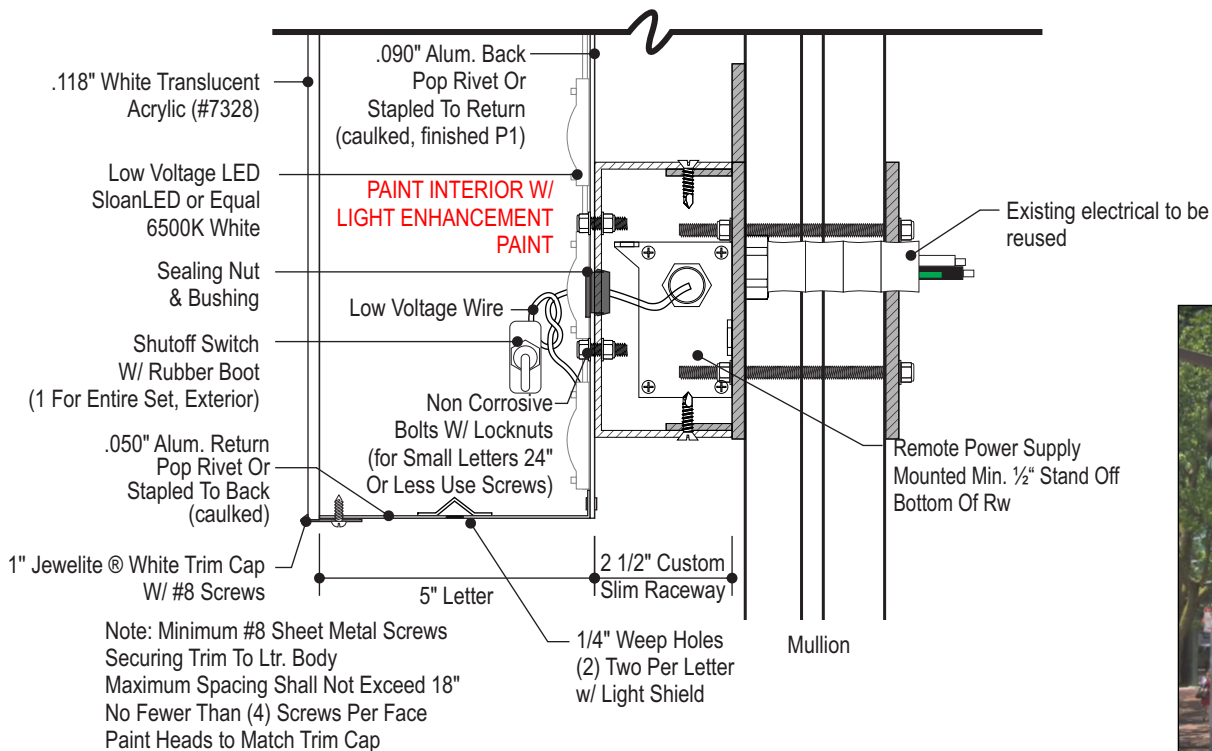
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**1 Front View**  
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Scale: 3"=1'-0"



Elevation Depiction Intended For General Concept Illustration  
Actual Sizing & Perspective Will Vary Slightly From Image



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DATE

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ACCOUNT EXECUTIVE  
PROJECT MANAGER  
DESIGNER

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BB  
MV

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- Revise & Resubmit

Approved: \_\_\_\_\_  
Date: \_\_\_\_\_

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- BRANCH CIRCUIT DISCONNECTING SHALL BE LOCATED IN FRONT OF SIGN IN APPROVED LISTED BOX & BEFORE ENTERING THE STRUCTURE OF THE SIGN AS PER NEC 600.8 & NEC 60.4
- ALL PRIMARY WIRING TO BE #12 THHN AS PER NEC 300-5
- GROUNDING & BONDING AS PER NEC 250
- INSTALLATION WILL COMPLY WITH ALL OF THE REQUIREMENTS OF THE NEC 800 & FCC EC 405.2.4
- SIGNS WILL BE CONTROLLED BY A PHOTOCELL OR ASTRONOMICAL TIME CLOCK



JOB #

80322

PAGE

3

OF 8

**Scope of work:** remove existing window vinyl. Clean residue from window. Do not replace.



EXISTING



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- ALL PRIMARY WIRING TO BE #12 THWN AS PER NEC 300-5
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6 OF 8

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JOB # 80322  
 PAGE 7 OF 8

Scope of work: Recover awnings with blue fabric. Qty of 4 sections.

**NO CONFIRMATION ON IF AWNINGS CAN BE INCLUDED IN SCOPE NO LANDLORD INFORMATION PROVIDED YET**

Color Reference Chart



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PROJECT MANAGER BB  
DESIGNER MV

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JOB # **80322**  
PAGE **8** OF **8**



**EXISTING AWNING**



**NEW AWNINGS**

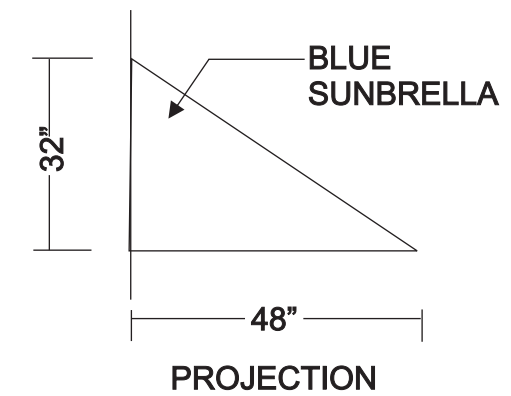


**EXISTING AWNING**



**RECOVER NEW AWNINGS**  
- SUNBRELLA BLUE TO MATCH PMS 281C BLUE

48" PROJECTION



- QTY=1 18'-6" LENGTH
- QTY=2 28'-6" LENGTH
- QTY=1 18'-0" LENGTH

**SIDE VIEW**

Project: Eastern Bank		Location:	Revised
Salesman: Rich	Designer: Ronald	415 Cambridge St. Cambridge, MA	
Scale: 3/8"=1'-0"	Date: 3/26/23	File Name: EB_415 Cambridge St. Awnings.cdr	
Job Description:		Awning Recover	
Sketch #:			

**BATTEN BROS.**  
Sign Advertising

893 MAIN STREET, WAKEFIELD, MA 01880  
(781) 245-4800

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code. The location of the disconnect switch after installation shall comply with Article 600.6 (A) (1) of the National Electrical Code.

note: This is an original copyright drawing created by and owned by Batten Bros., Inc. It is authorized for your personal use in connection with a project being aimed for, you by Batten Bros., Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied, or exhibited in any fashion.

**Customer Approval:**

March 28, 2024

Mr. Tom Evans  
Cambridge Redevelopment Authority  
255 Main Street, 8<sup>th</sup> 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

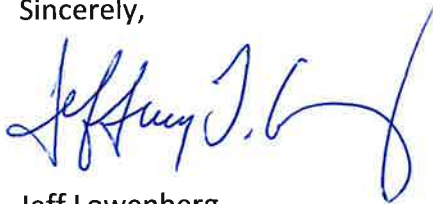
San Francisco

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**

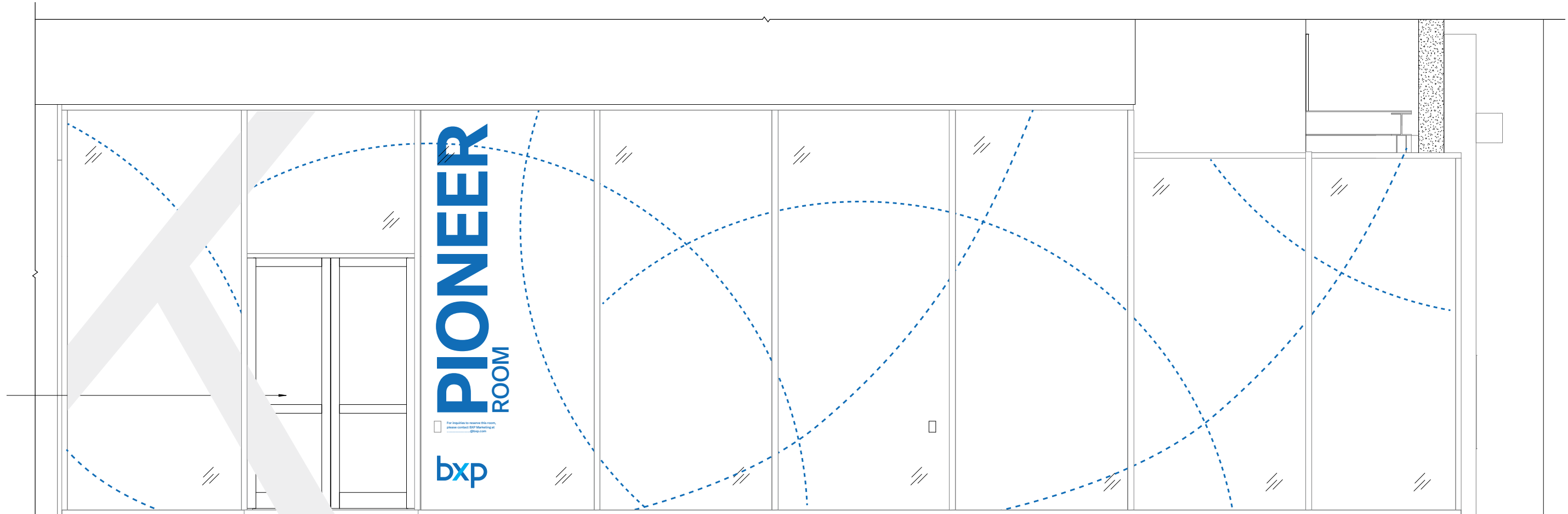
355 MAIN ST.

# Pioneer Room

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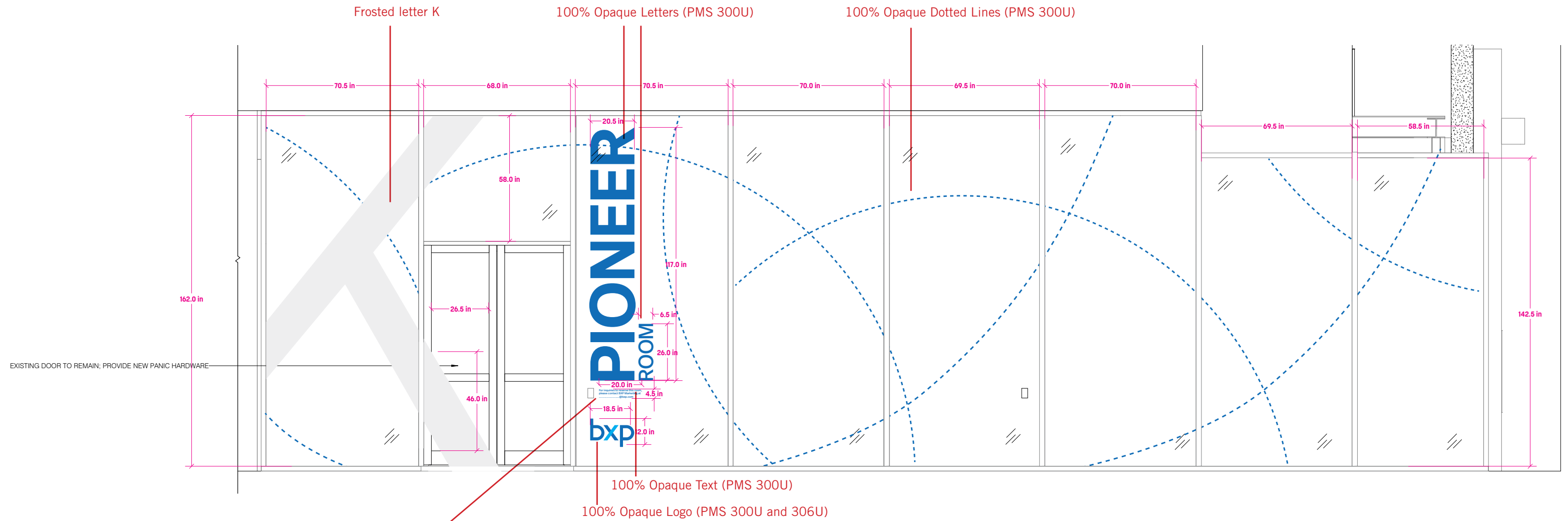
CRA DESIGN SUBMISSION

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**



March 27, 2024

Mr. Joel Smith  
Cambridge Redevelopment Authority  
255 Main Street, 8<sup>th</sup> Floor  
Cambridge, MA 02142

**Re: 290 Binney Street – Client Building Signage Approval**

Boston

Dear Mr. Smith,

Los Angeles

New York

San Francisco

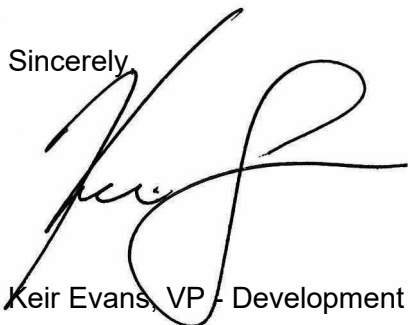
Washington, DC

Included with this letter is our client's design submission for exterior building signage at 290 Binney Street. The package includes signage zone diagrams and renderings from the Design Review phase to demonstrate consistency with previous signage approvals, as well as rendered views of the proposed signage. We are presenting three options developed by our client with the hope of getting feedback on a preferred option from the Design Committee and CRA staff. Our intention is to present a follow-up design package for final approval once agreement is reached on which design concept to use.

The design options consider the building signage mounted on either the western or southern façade, avoiding the northern façade to minimize impacts on the residential neighborhoods in East Cambridge. Overall dimensions are included on each drawing. All options are intended to be illuminated white, and will include dimmable fixtures.

If you require anything further or have additional questions, please do not hesitate to contact me at [kevans@bxp.com](mailto:kevans@bxp.com).

Sincerely,

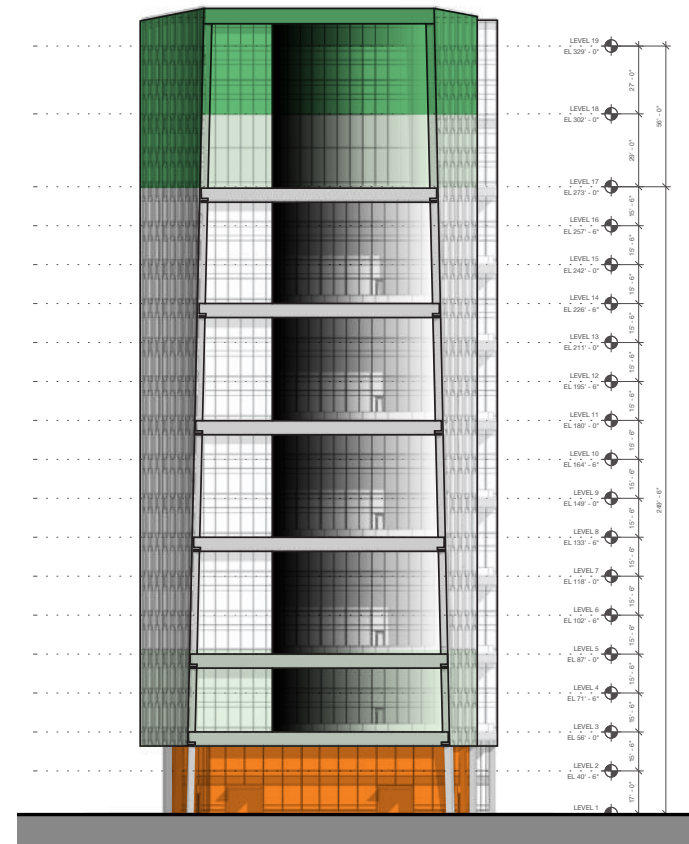
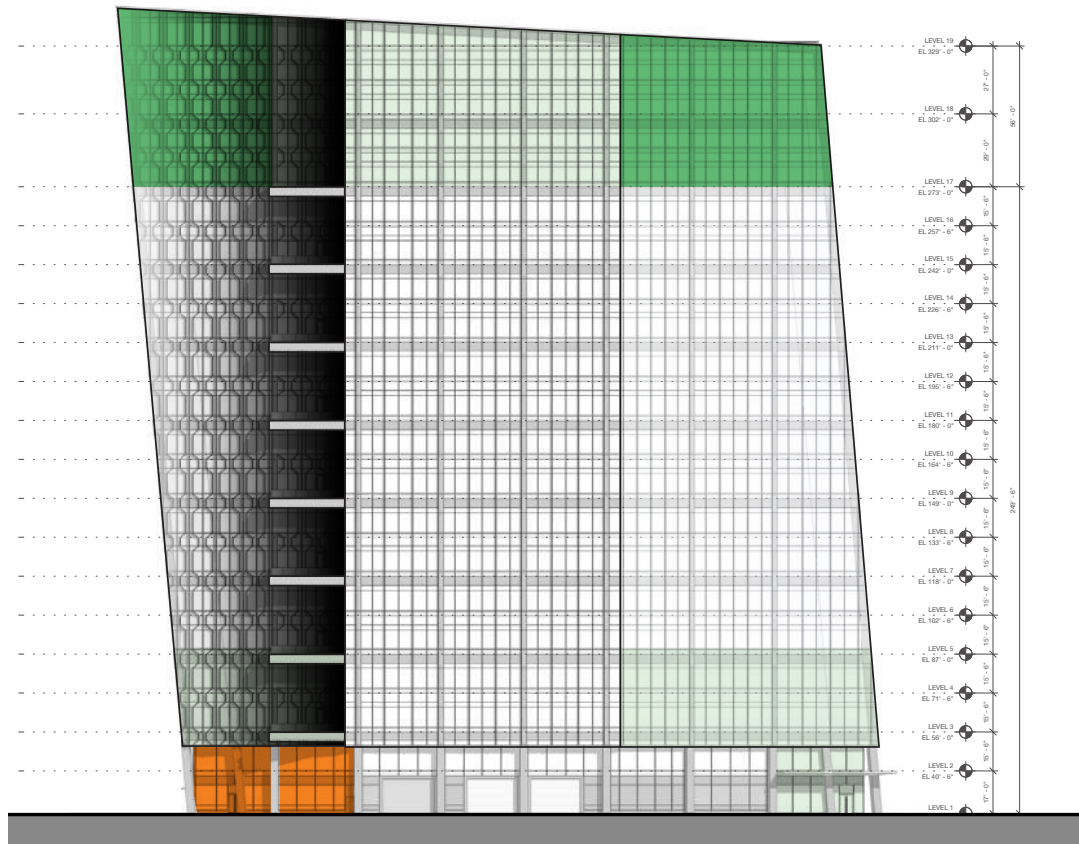


Keir Evans, VP - Development

BXP  
800 Boylston Street, Suite 1900  
Boston, MA 02199  
978-790-4553

# 1.5 SIGNAGE

- Building signage zone
- Retail signage zone



\* Floor elevations are measured from sea level

**EAST ELEVATION**

**SOUTH ELEVATION**

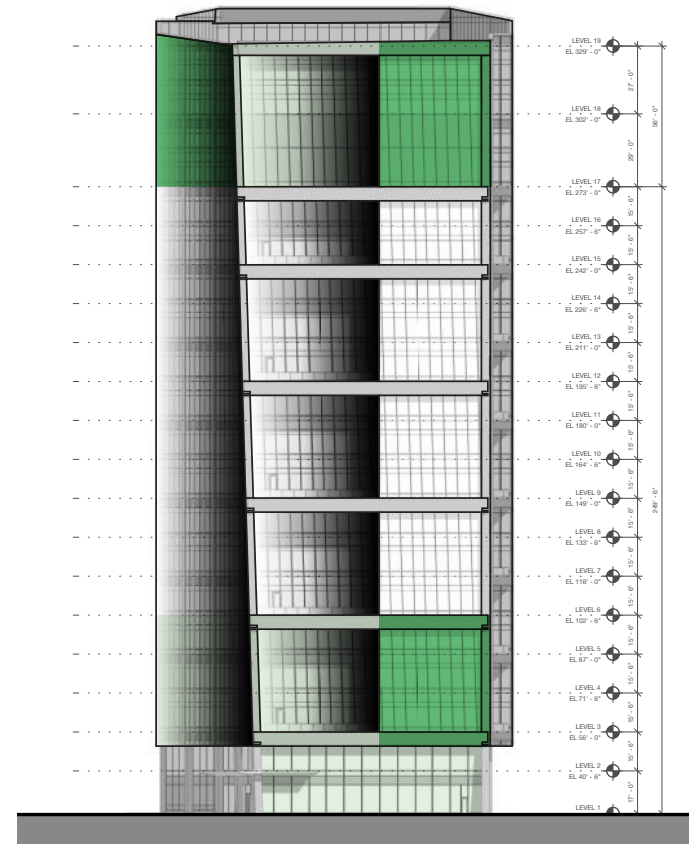
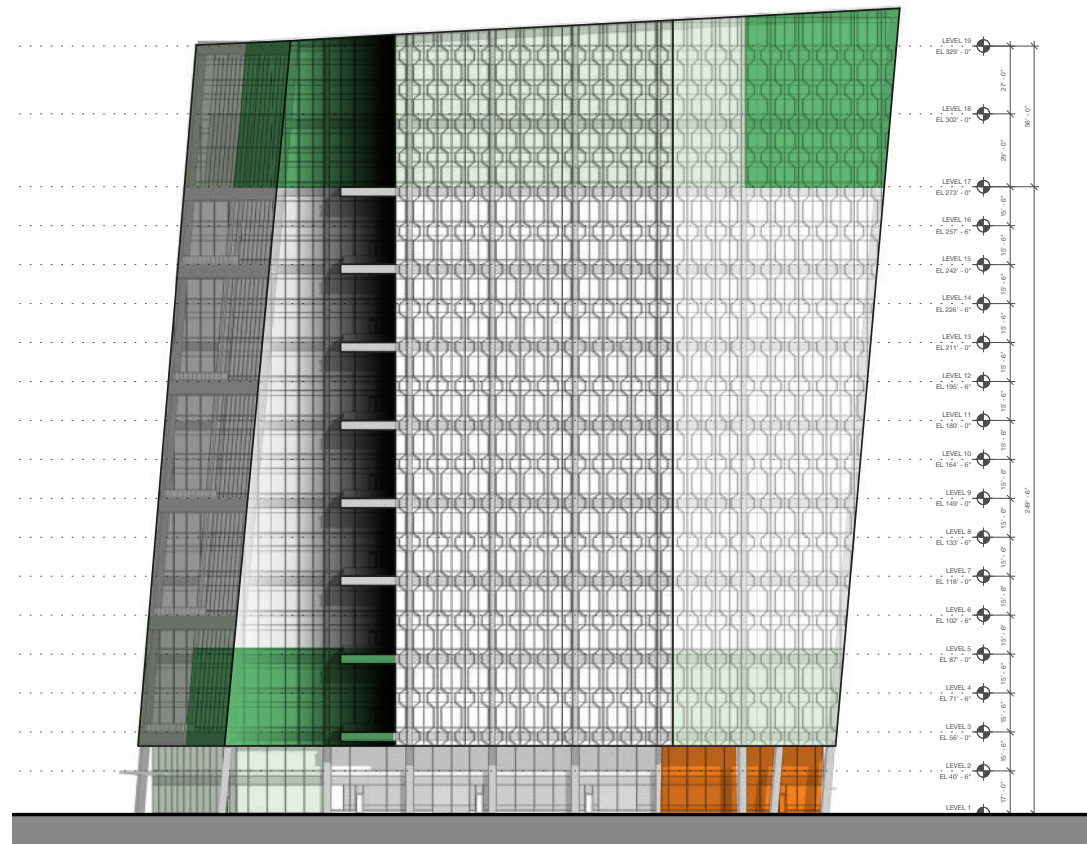
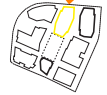
**290 BINNEY STREET**

DESIGN REVIEW RESUBMISSION    MARCH 15, 2022

**PICKARD CHILTON**

# 1.5 SIGNAGE

- Building signage zone
- Retail signage zone



\* Floor elevations are measured from sea level

WEST ELEVATION

NORTH ELEVATION

290 BINNEY STREET

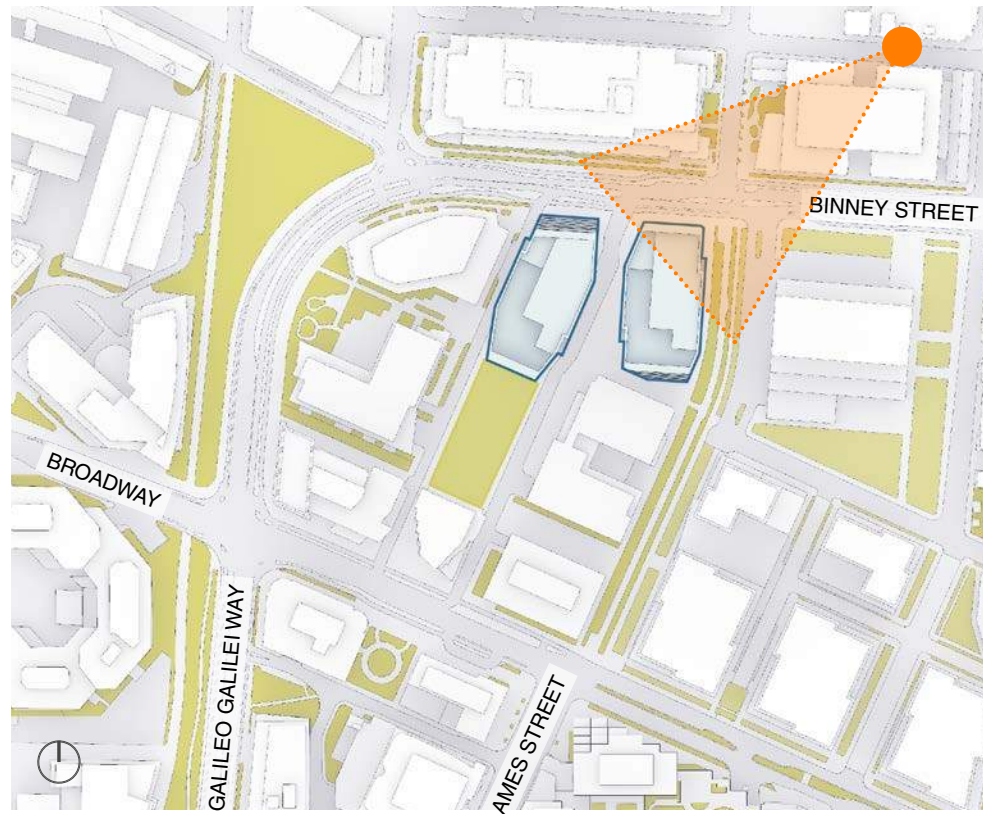
DESIGN REVIEW RESUBMISSION    MARCH 15, 2022

PICKARD CHILTON



# 1.3.2 DESIGN RENDERINGS

VIEW LOOKING WEST FROM BINNEY



KEY PLAN

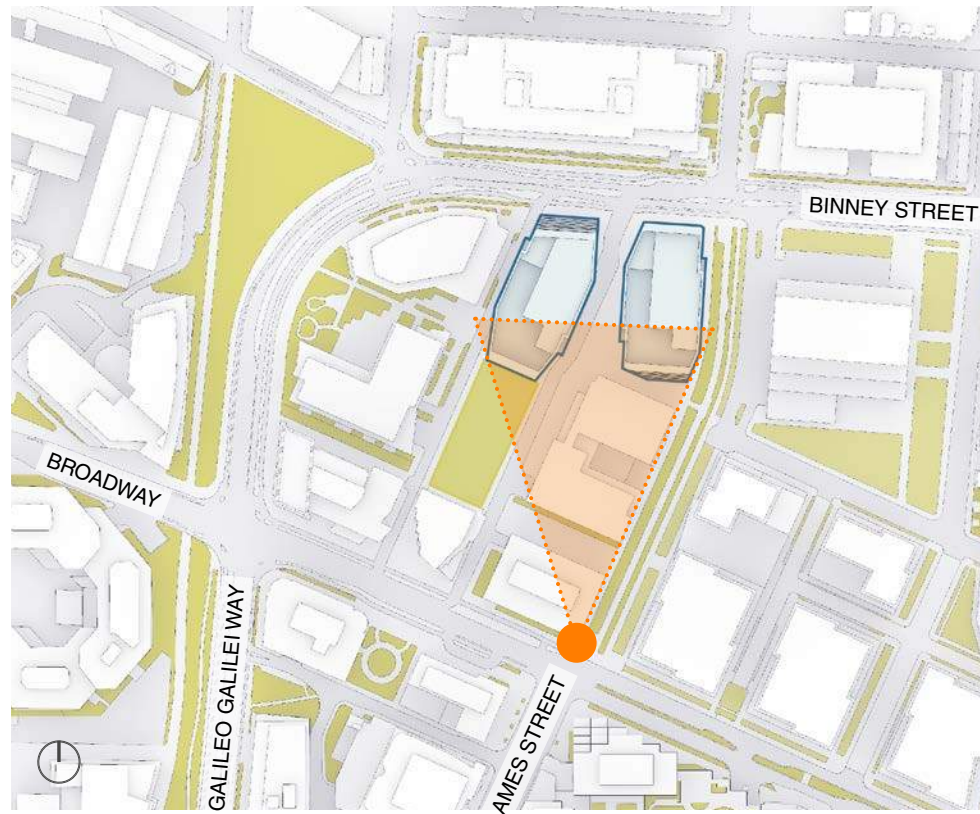
**290 BINNEY STREET**

THIS COMMUNICATES THE DESIGN INTENT OF BOTH COMMERCIAL BUILDINGS

PICKARD CHILTON

# 1.3.2 DESIGN RENDERINGS

VIEW LOOKING NORTH OVER PARK



KEY PLAN

**290 BINNEY STREET**

THIS COMMUNICATES THE DESIGN INTENT OF BOTH COMMERCIAL BUILDINGS

PICKARD CHILTON

# 1.3.2 DESIGN RENDERINGS

## VIEW LOOKING EAST ALONG BINNEY STREET



KEY PLAN

### 290 BINNEY STREET

THIS COMMUNICATES THE DESIGN INTENT OF BOTH COMMERCIAL BUILDINGS



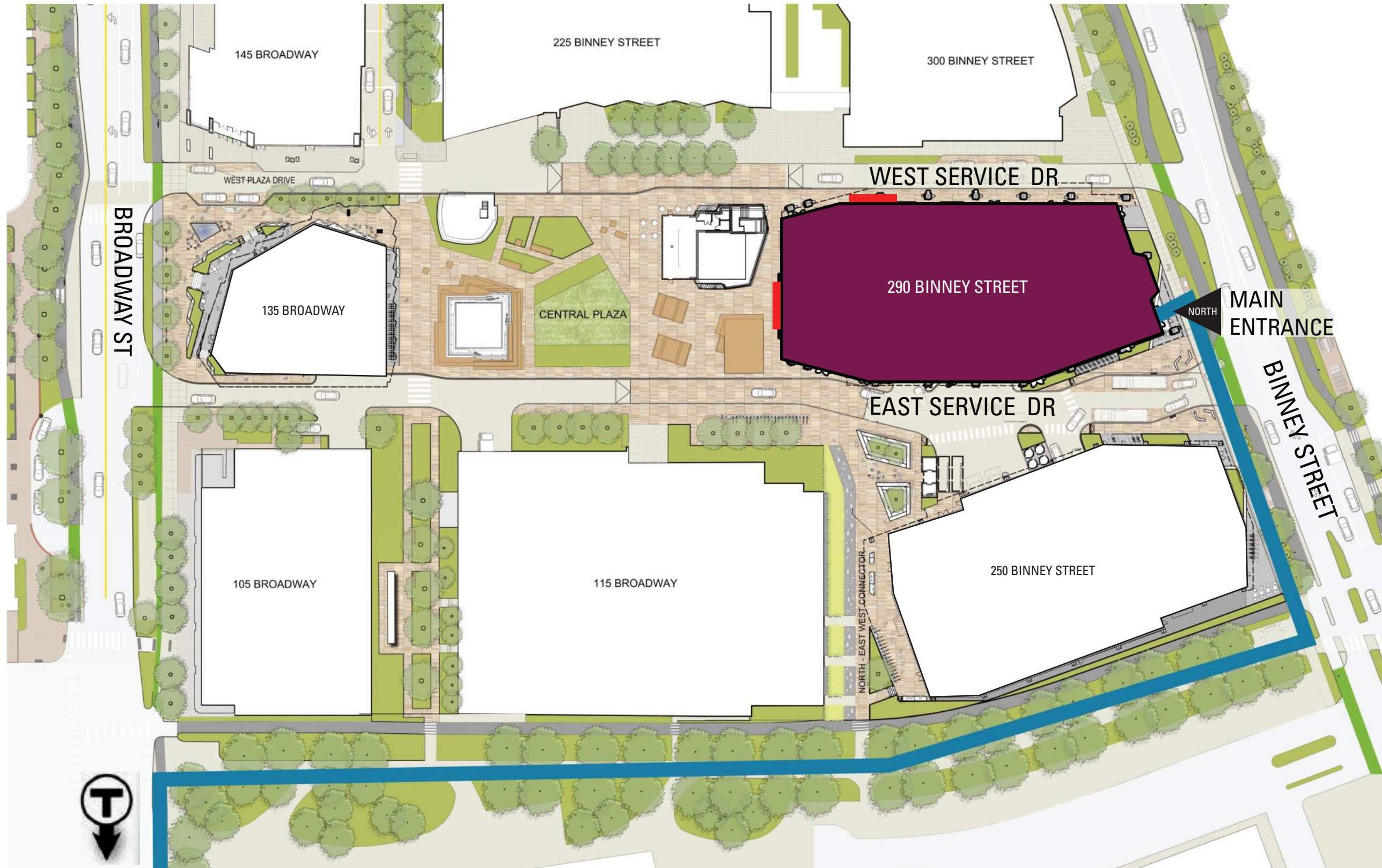
# AstraZeneca Kendall Square Exterior Signage

2024.03.26

**EXD**

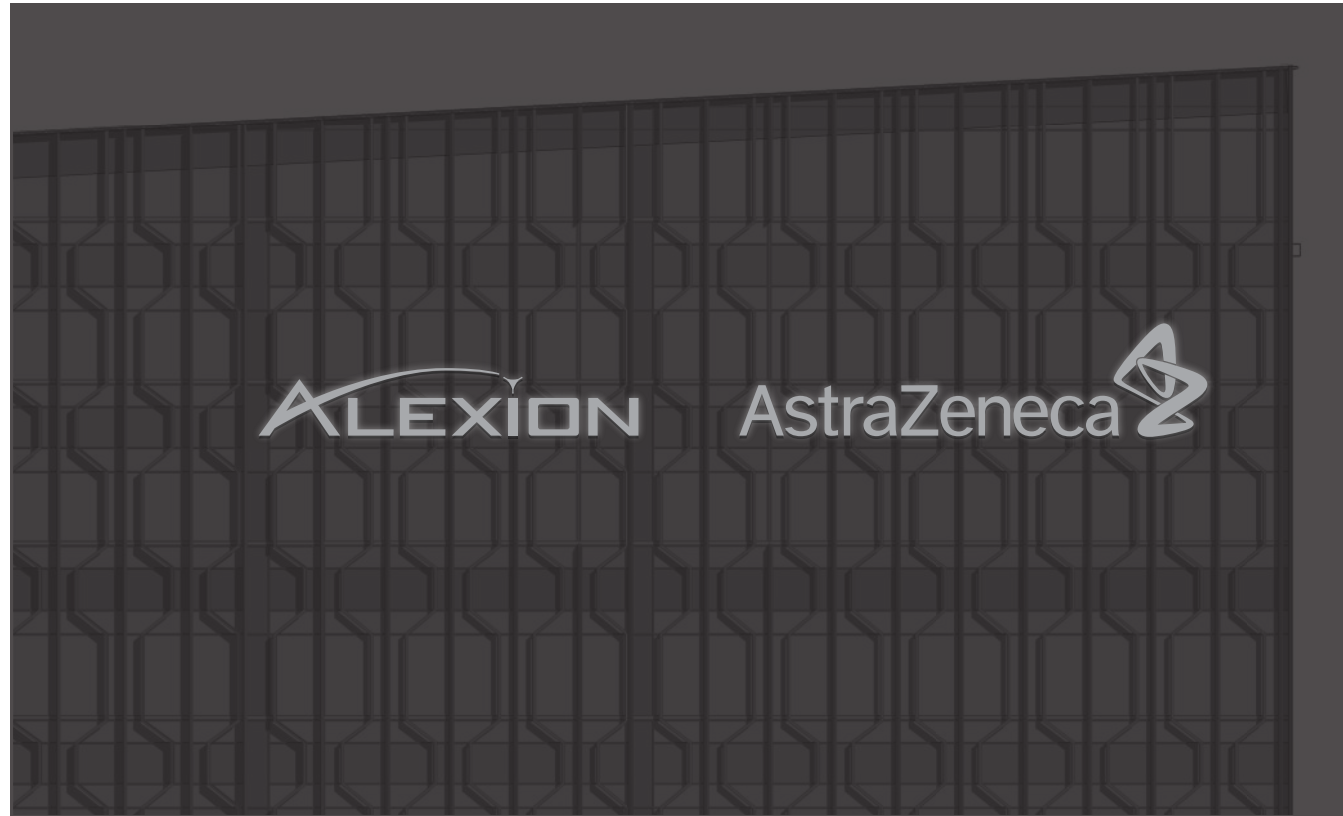
**lolk**

EXTERIOR SIGNAGE - Site Plan

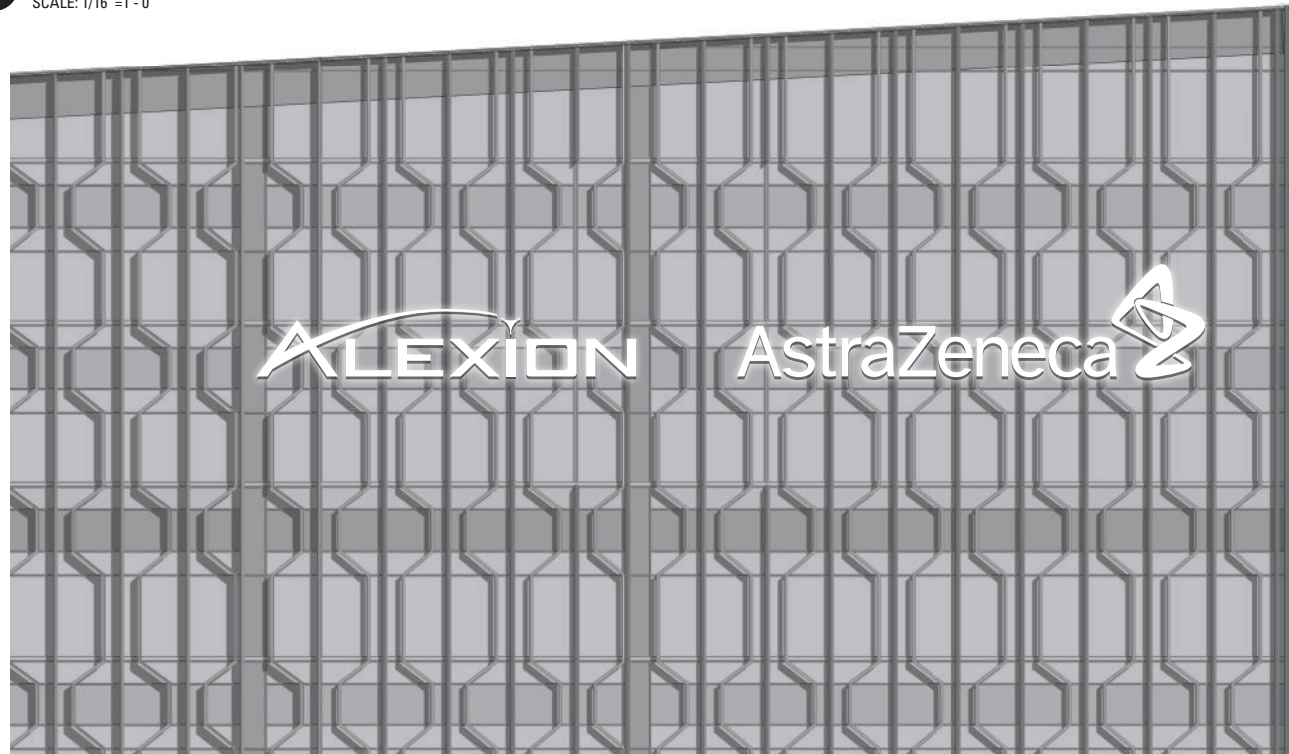


1 SITE PLAN  
SCALE: NYS

**EXTERIOR SIGNAGE - West Side White Logos - First Preference (A)**



**2** FACE ILLUMINATION  
SCALE: 1/16"=1'-0"



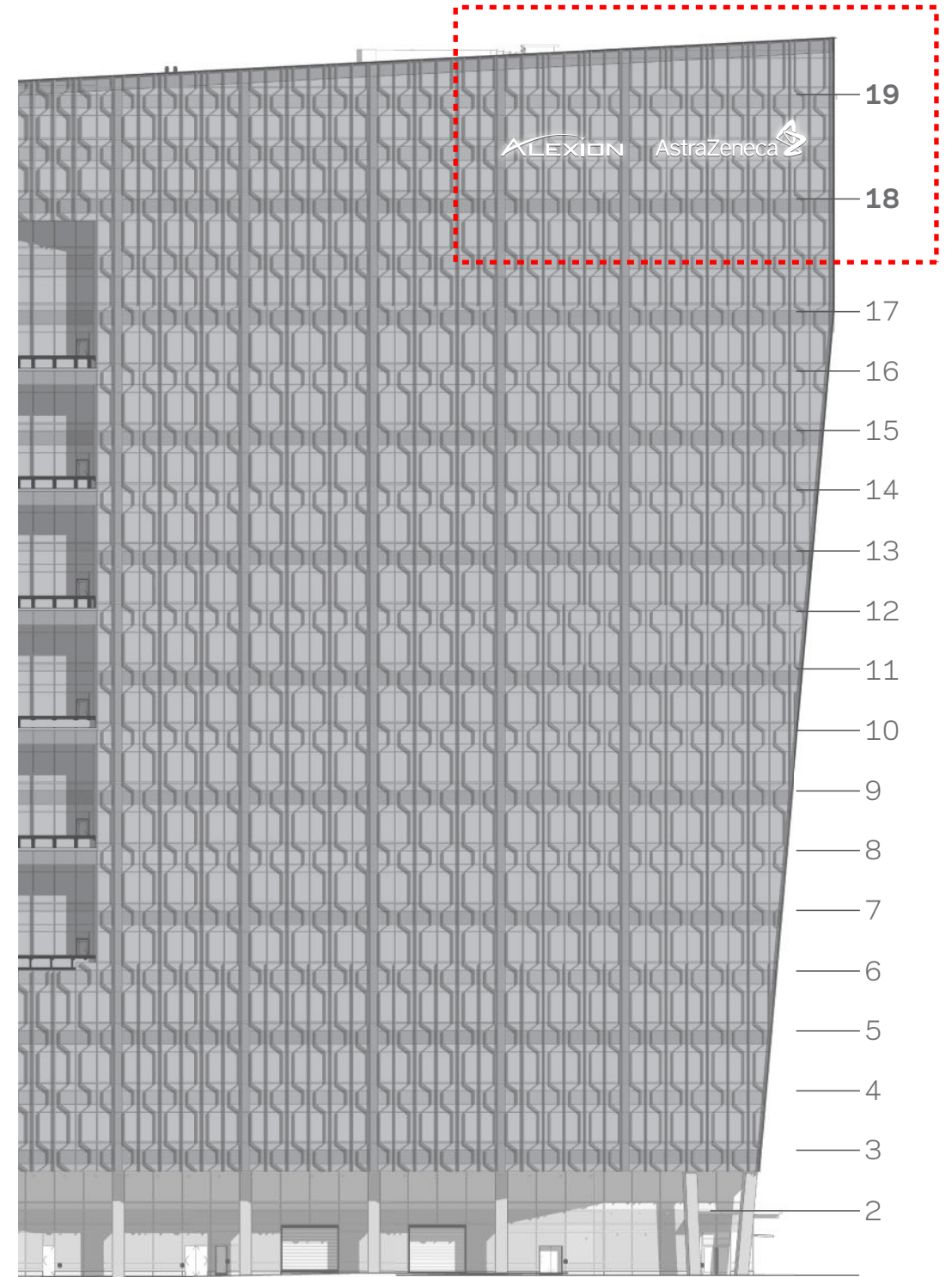
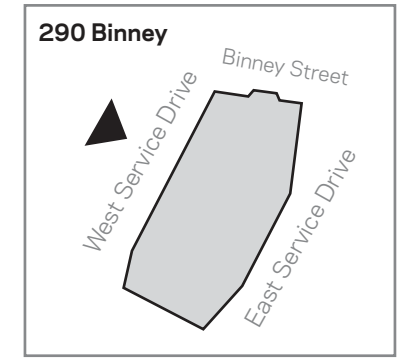
**1** WEST ELEVATION DETAIL  
SCALE: 1/16"=1'-0"

WHITE LOGOS

FACES GLOW WHITE AT NIGHT

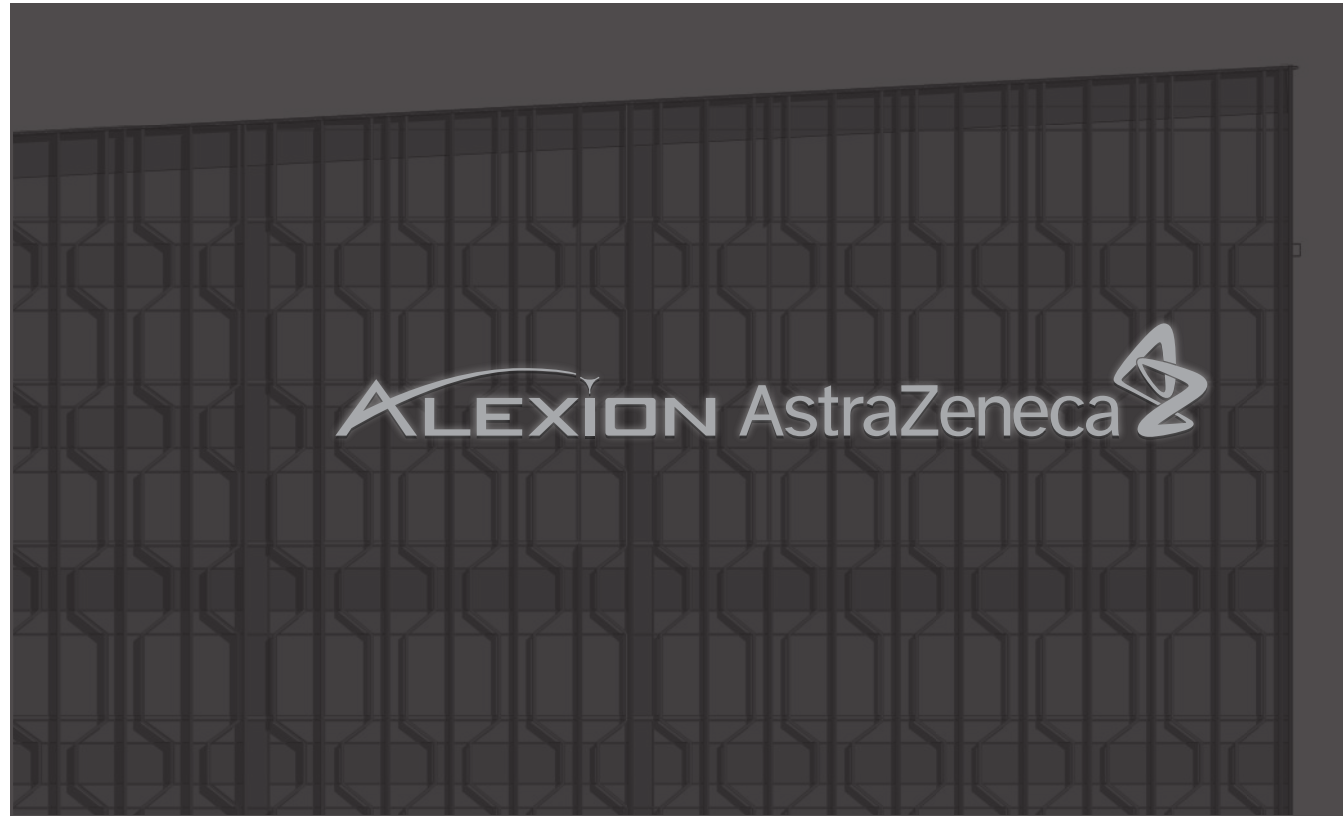
DISTANCE BETWEEN LOGOS  
ORIGINAL SPACING

OVERALL LOGO DIMENSIONS  
9'-6" H x 79'-0" W

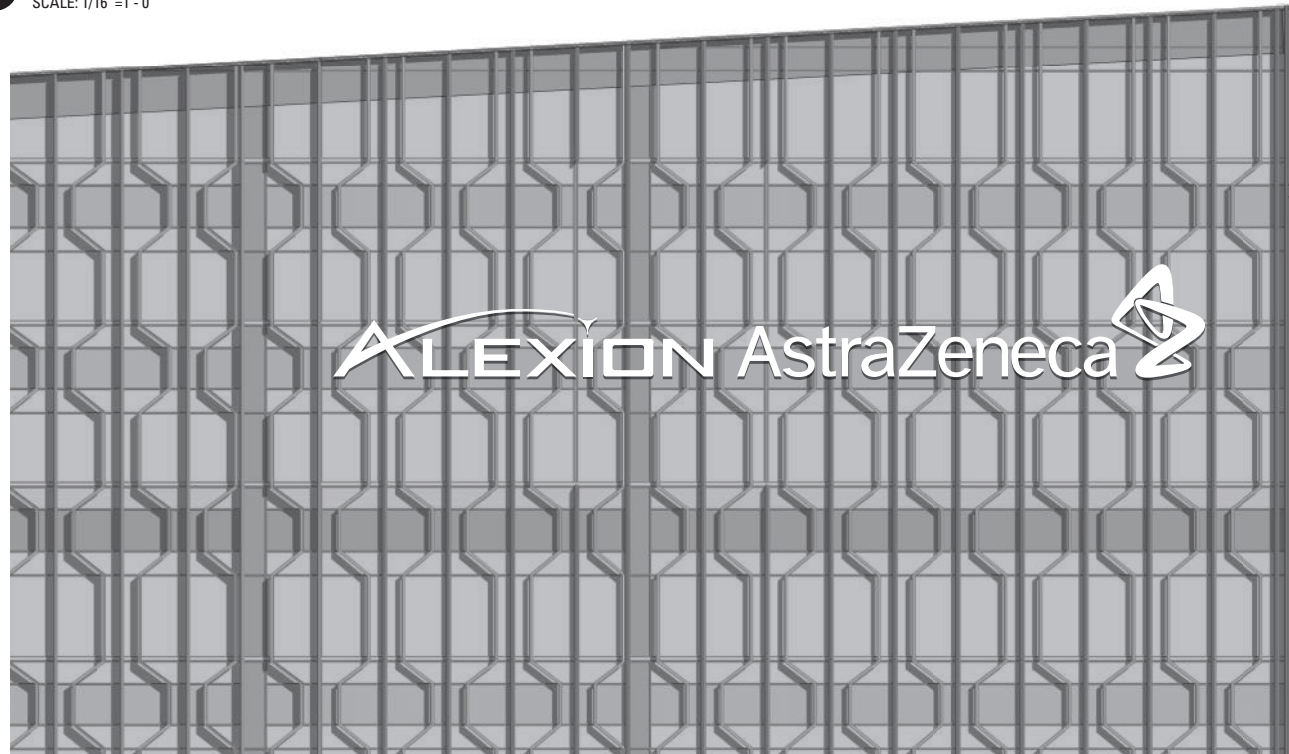


**3** WEST ELEVATION  
NOT TO SCALE

**EXTERIOR SIGNAGE - West Side White Logos - Alternative (B)**



**2** FACE ILLUMINATION  
SCALE: 1/16"=1'-0"



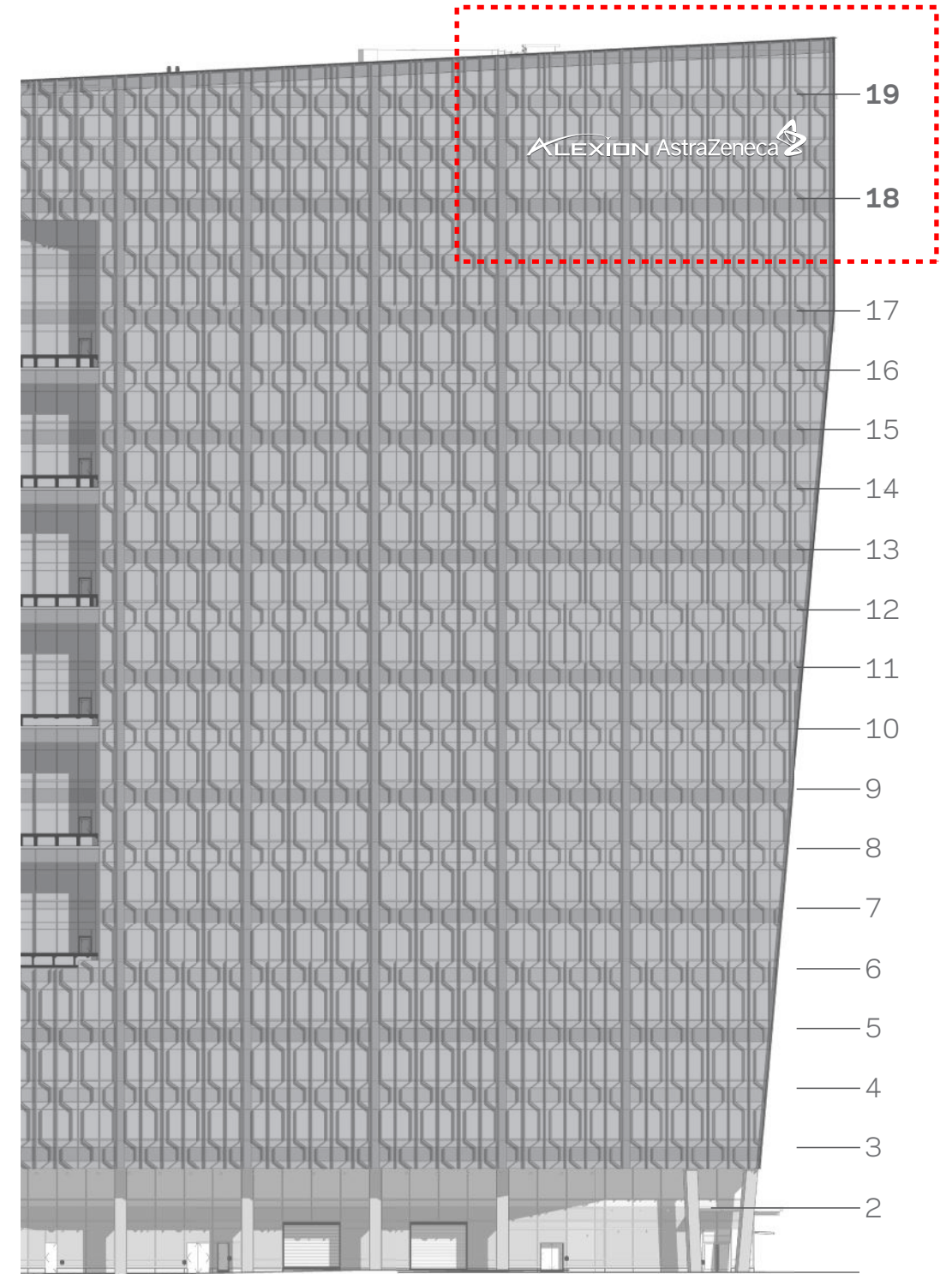
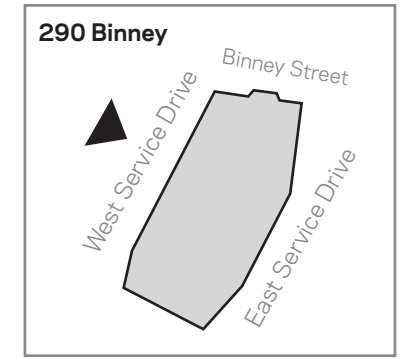
**1** WEST ELEVATION DETAIL  
SCALE: 1/16"=1'-0"

WHITE LOGOS

FACES GLOW WHITE AT NIGHT

DISTANCE BETWEEN LOGOS  
2'-0"

OVERALL LOGO DIMENSIONS  
9'-6" H x 72'-8" W



**3** WEST ELEVATION  
NOT TO SCALE

**EXTERIOR SIGNAGE - South Side Stacked Logo White Color - Alternative (D)**



**2** FACE ILLUMINATION  
SCALE: 1/16"=1'-0"



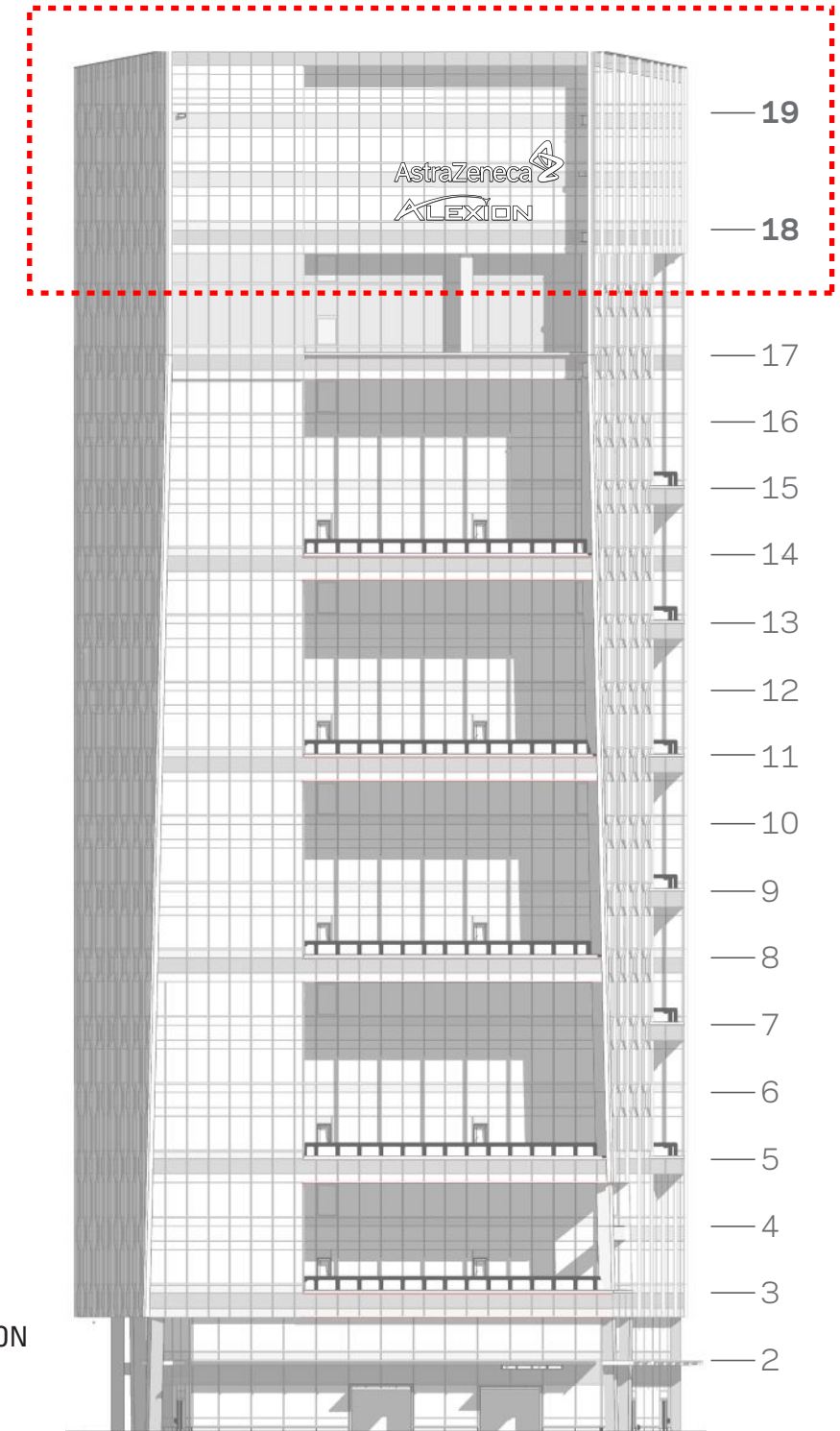
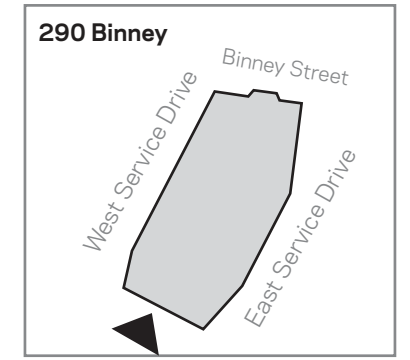
**1** SOUTH ELEVATION DETAIL  
SCALE: 1/16"=1'-0"

WHITE LOGOS STACKED

FACES GLOW WHITE AT NIGHT

DISTANCE BETWEEN LOGOS  
ORIGINAL SPACING

OVERALL LOGO DIMENSIONS  
18'-3" H x 39'-0" W



**3** SOUTH ELEVATION  
NOT TO SCALE