

MEMO

Date: 1/16/2019
To: CRA Design Review Committee
From: Carlos Peralta, Project Manager
RE: Proposed Signage Package for The Coop - MIT (80 Broadway)

INTRODUCTION

The Coop – MIT (The Coop) will be relocating to 80 Broadway due to the construction project planned at 325 Main Street. Due to this relocation, The Coop has proposed a signage package (Attachment A) for the new location. The signage package includes the following three proposed signage types:

- One double-sided fabric banner
- Two illuminated cabinet signs
- One aluminum monument sign

All of the proposed signage will continue the present Coop color scheme of red, white, and black.

PROPOSED SIGNAGE

Two of the proposed signage types (banner and cabinet signs) are the same signage types at The Coop's current 325 Main Street location. The Coop's fabric banner for the 80 Broadway location will be similar to what is also applied at Meadhall, which has two fabric banners complimented with two window awnings. Specifics of The Coop banner are:

- A height of 9'- 6" (matching that of the banners located at Meadhall)
- Brackets will be exact replica of Meadhall (Attachment B)
 - ½" thick x 10"x10" aluminum plate
 - 3/8" steel threaded rod and Hilti Hy-10 epoxy anchors
 - (4) anchors per plate / (8) total



The proposed banner is in compliance with the CRA MXD Signage Guidelines.

The two illuminated cabinet signs will be incorporated into the current empty square space that is located above the entrance to 80 Broadway. The face of the signs will be flush with the front of the brick columns and include a 4" space around the sign and brick, this will give the impression the sign is floating in the empty space. Specifics of the cabinet sign are:

- Sign is aluminum with ½" acrylic push-thru letters
- The only portion of the sign that is illuminated is the push-thru letters
- Dimensions are 76"W x 73"L
- Attached to wall with 3"x3"x¼ x4" tall aluminum angle painted black

The proposed cabinet signs are in compliance with the CRA MXD Signage Guidelines.

The monument sign is anticipated to be a "Instagrammable or selfie" type of signage, similar to the KSQ monument sign located in the Kendall Center Plaza. The Coop sign will be non-illuminated and will be anchored into the ground with two 4"x4"x1/4" aluminum support tubes with outrigger tubes buried in the ground (depth will need to be verified). Specifics of the monument sign are:

- 1" thick aluminum letters will be mounted to base
- Letters will have tabs attached at the bottom to fit through top of base.
- 125" aluminum top, sides, face, and back
- The monument sign is not proposed to be illuminated

The proposed monument sign is in compliance with the CRA MXD Signage Guidelines.

STAFF DISCUSSION

- The signage is comparable to others on the building and is similar to the signage used by The Coop at the existing site.
- The signage complies with the intent of The Signage Guidelines in terms of materiality and illumination.
- The Board may want to consider the quantity of signage proposed in comparison to the linear feet of the façade that 80 Broadway occupies.

ATTACHMENTS

Attachment A: Proposed 80 Broadway Signage Package

Attachment B: Hilti Anchoring System Information

PROPOSED BANNER



COLORS:

- RED PMS#485c
- WHITE
- BLACK

POWER REQUIREMENTS:

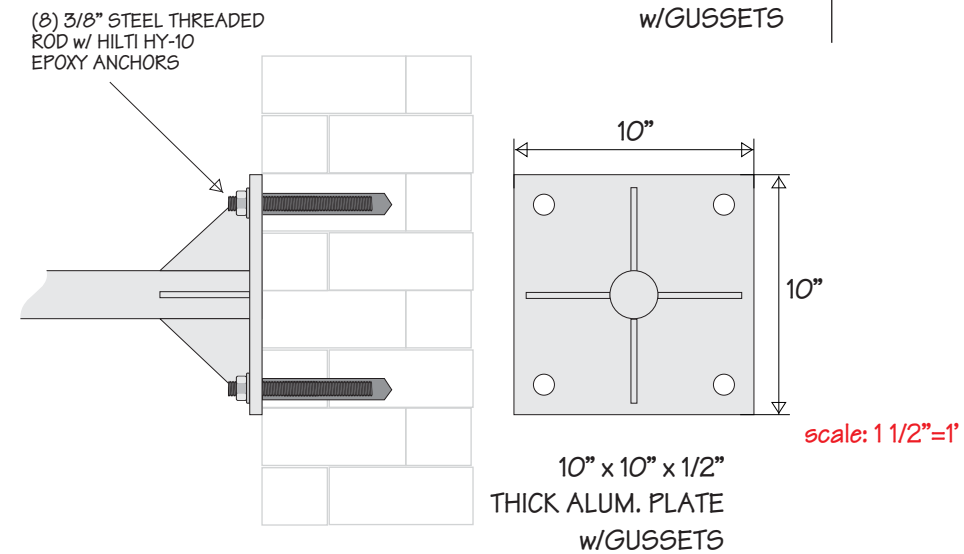
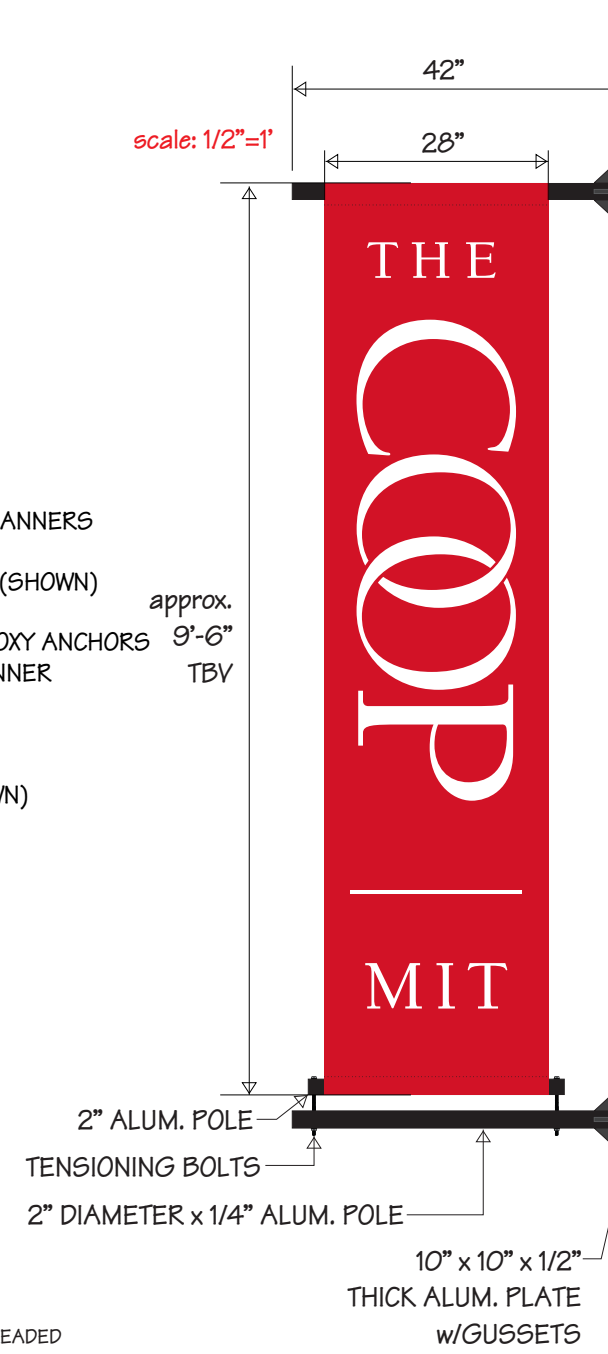
> N/A (non-illuminated sign)

SIGN CALCULATIONS:

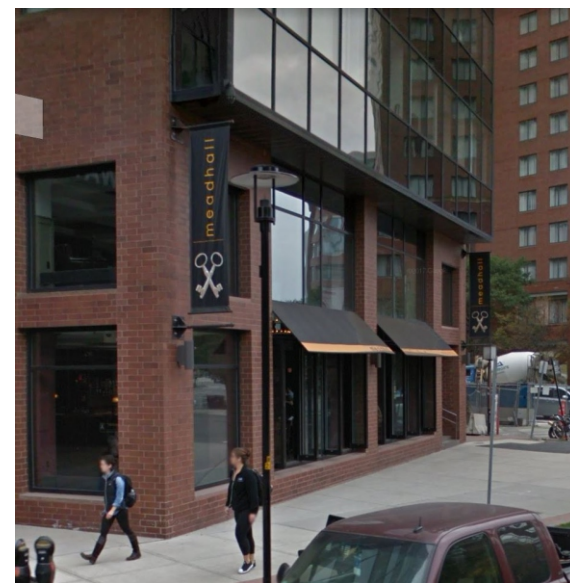
> SIGN PROPOSED: 22.2 sq. ft.

GENERAL NOTES:

- DOUBLE-SIDED FABRIC BANNER
- > MATCH ARTWORK AND SIZE OF EXISTING MIT BANNERS @ OTHER BUILDING (SHOWN)
- > MATCH BRACKETS FROM MEADHALL BANNER (SHOWN) approx.
- * 1/2" THICK x 10" x 10" ALUM. PLATE 9'-6"
- * 3/8" STEEL THREADED ROD & HILTI HY-10 EPOXY ANCHORS TBV
- * (4) ANCHORS PER PLATE/ (8) TOTAL PER BANNER
- * WELDED GUSSETS
- * 2" DIAMETER ALUM. POLES
- * TENSIONING BOLTS
- > MATCH HEIGHT OF MEADHALL BANNER (SHOWN)
- > POLE POCKETS AT TOP AND BOTTOM



> MATCH ARTWORK AND SIZE OF EXISTING MIT BANNERS @ OTHER BUILDING (SHOWN)



> MATCH BRACKETS FROM MEADHALL BANNER (SHOWN)
> MATCH HEIGHT OF MEADHALL BANNER (SHOWN)

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CLIENT/PROJECT
BARNES & NOBLE @MIT

LOCATION: 80 BROADWAY
CAMBRIDGE, MA

FILE NAME: BARNES & NOBLE @MIT

DRAWING NO.: 60727-03

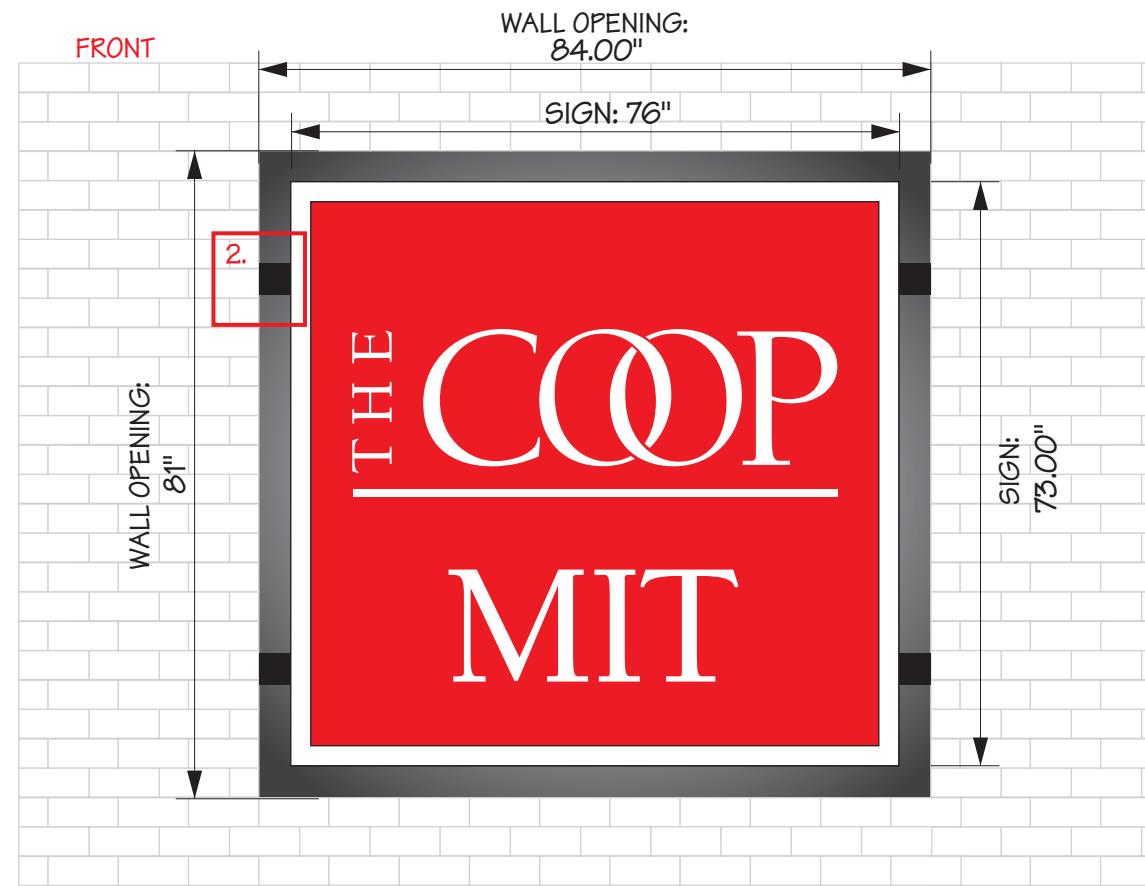
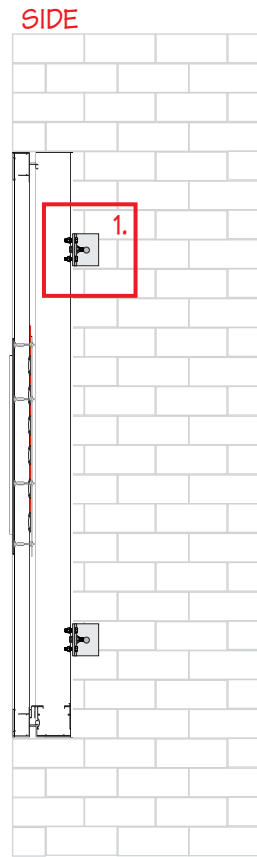
SCALE: SCALE AS MARKED

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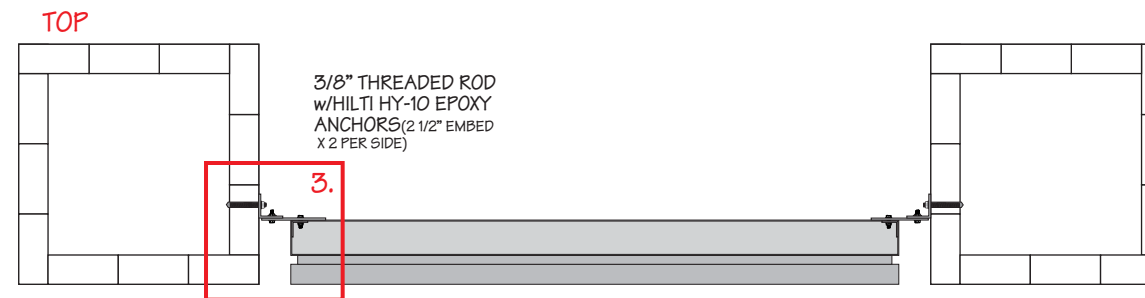
DATE: 10/11/18

PROJECT MANAGER:

REVISIONS
REV. 1: 00/00/00
REV. 2: 00/00/00



scale: 1/2"=1'



COLORS:

- RED PMS#485c
- WHITE
- BLACK

POWER REQUIREMENTS:

- > (1) 20 AMP-120 VOLT CIRCUITS

SIGN CALCULATIONS:

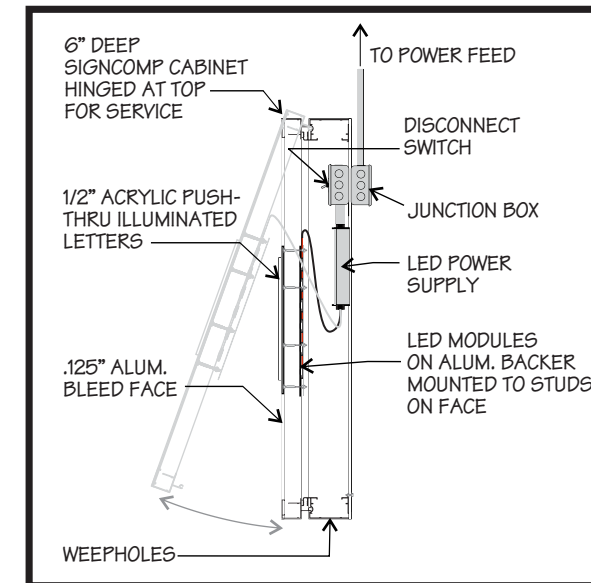
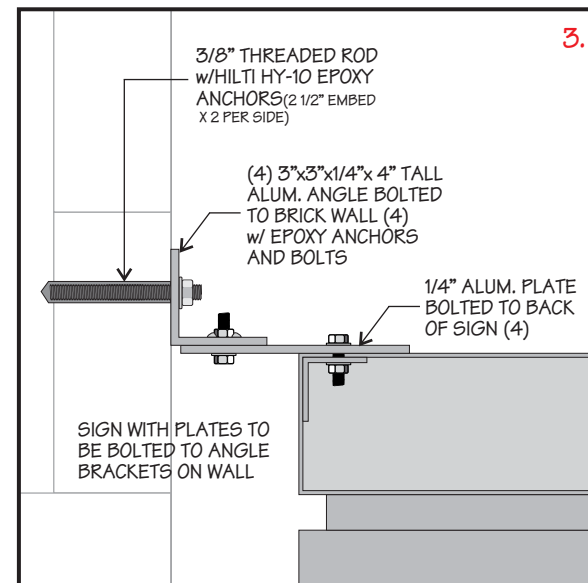
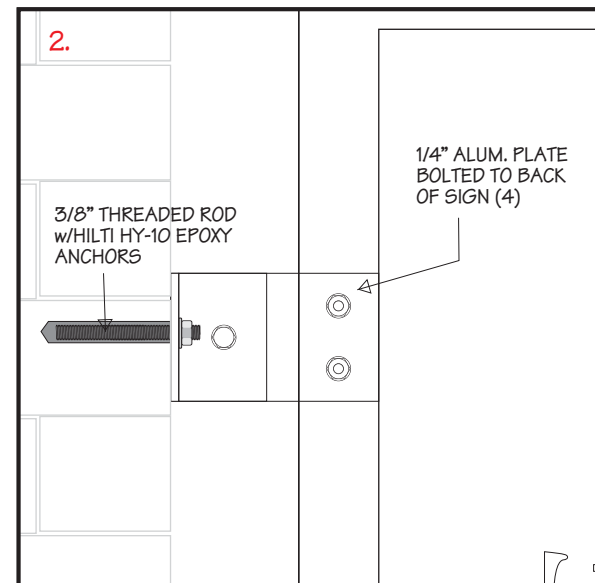
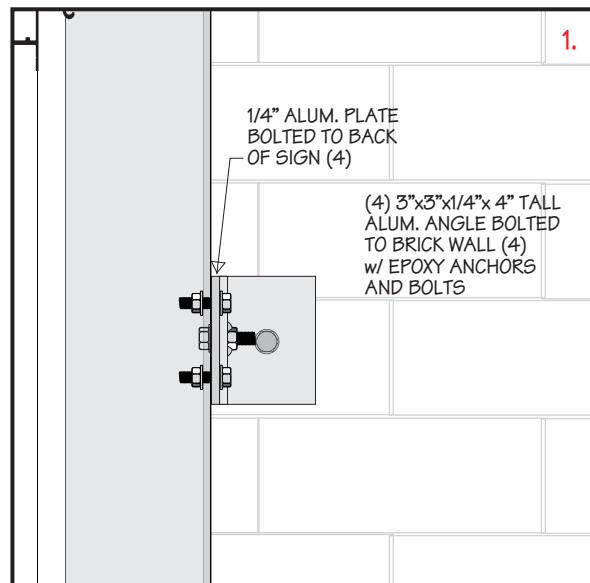
- > SIGN PROPOSED: 38.53 sq. ft.

QUANTITY:

- > (2) SIGNS

GENERAL NOTES:

- > 6" DEEP HINGED SIGNCOMP CABINET
- > .125" ALUM. STENCIL-CUT PUSH-THRU BLEED FACE (RED)
- > LED ILLUMINATION(WHITE)
- > ATTACHED TO WALL WITH 3" x 3" x 1/4" x 4" TALL ALUM. ANGLE w/(4) - PAINTED BLACK
 - * 3/8" THREADED ROD & HILTI HY-10 EPOXY ANCHORS
- > 1/4" THICK ALUM. PLATES ON BACK OF SIGN TO BOLT TO ALUM. ANGLE BRACKETS (4" x 8" W) - PAINTED BLACK
- > WEEPHOLES AT BOTTOM
- > 4" SPACE ALL AROUND SIGN FROM BRICK WALL
- > FACE OF CABINET FLUSH WITH FRONT OF BRICK COLUMNS



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CLIENT/PROJECT

BARNES & NOBLE @MIT

LOCATION: 80 BROADWAY
CAMBRIDGE, MA

FILE NAME: BARNES & NOBLE @MIT

DRAWING NO.: 60727-01

SCALE: SCALE AS MARKED

DRAWN BY: D³

DATE: 10/11/18

PROJECT MANAGER:

REVISIONS

REV. 1: 00/00/00
REV. 2: 00/00/00



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CLIENT/PROJECT

BARNES & NOBLE @MIT

LOCATION: 80 BROADWAY
CAMBRIDGE, MA

FILE NAME: BARNES & NOBLE @MIT

DRAWING NO.: 60727-02

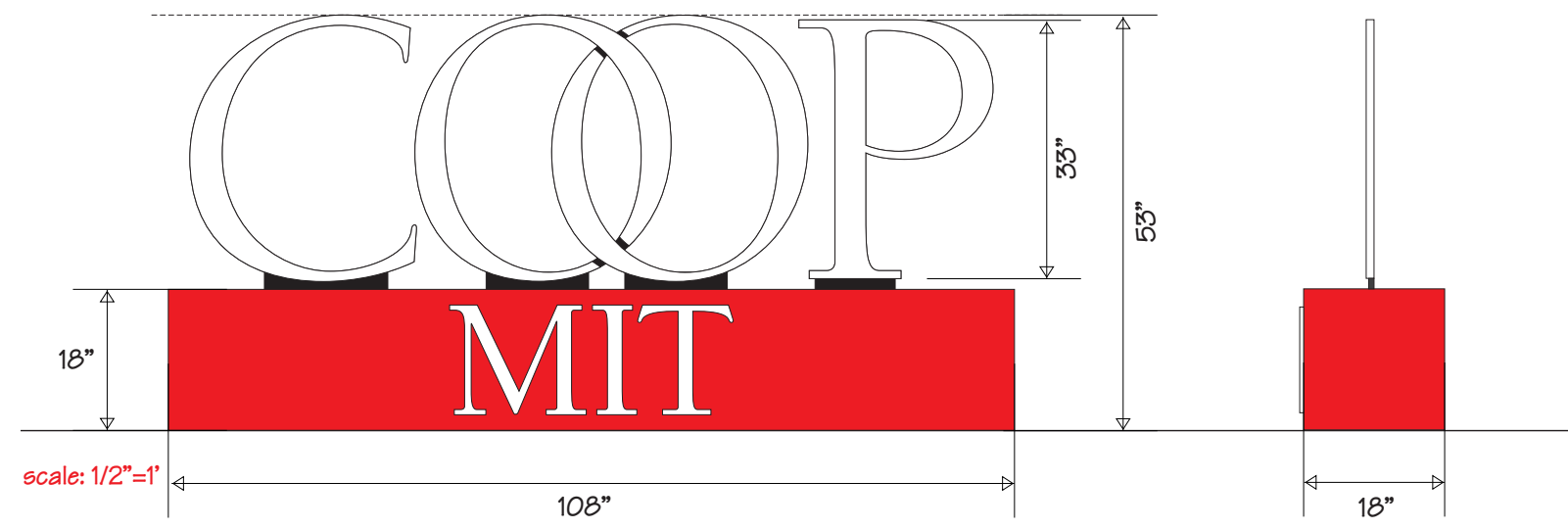
SCALE: SCALE AS MARKED

DRAWN BY: D³

DATE: 10/11/18

PROJECT MANAGER:

REVISIONS
REV. 1: 00/00/00
REV. 2: 00/00/00



- COLORS:**
- RED PMS#485c
 - WHITE
 - BLACK
- POWER REQUIREMENTS:**
- > N/A (non-illuminated sign)
- SIGN CALCULATIONS:**
- > SIGN PROPOSED: 39.75 sq. ft.

- GENERAL NOTES:**
- LETTERS MOUNTED TO BASE
 - > 1" THICK ALUMINUM LETTERS
 - * ROUTED LETTERS
 - * "O"s TO BE ROUTED AS ONE PIECE WITH 1/2" DEEP ROUTED WHERE THEY CONNECT
 - * LETTERS TO HAVE TABS ATTACHED AT BOTTOM TO FIT THROUGH TOP OF BASE TO BOLT TO 6" ALUM. CHANNEL INSIDE BASE
 - * LETTERS PAINTED WHITE w/BLACK AT TABS AND "O" CONNECTED AREA
 - > ALUMINUM ANGLE FRAME BASE
 - > .125" ALUMINUM TOP, SIDES, FACE, BACK
 - > .063" ANGLE AT BOTTOM
 - > FACE TO HAVE STENCIL-CUT PUSH-THRU LETTERS
 - > 1/2" ALUMINUM STUD MOUNTED LETTERS
 - > BASE PAINTED RED
 - > (2) 4" x 4" x 1/4" VERTICAL ALUM. SUPPORT TUBES WITH OUTRIGGER TUBES AT BOTTOM TO BE BURIED IN GROUND (verify depth)
 - * NON-ILLUMINATED SIGN

