



MEMORANDUM

To: CRA Board
From: Carlos Peralta
Date: November 20, 2019
Re: Update on 325 Main Street Signage Proposal

INTRODUCTION

Staff and the Design Review Committee (the “Committee”) led by CRA Board Chair Kathy Born and Assistant Secretary Barry Zevin hosted a public meeting on October 1st at The Link, located on the 8th Floor at 255 Main Street. Also, in attendance were members of the City of Cambridge Planning Board Members Hugh Russell, Tom Sieniewicz, and Project Planner Liza Paden. Eric Mo, Michael Tilford, Ian Hatch of Boston Properties (BXP) and Chantel Kocher representing the design firm Utile presented their initial signage proposal for Google for 325 Main Street (Attachment A).

SIGNAGE PROPOSAL

BXP provided the Committee with a preliminary signage proposal that included one recessed multi-colored “G” sign located at the penthouse level of the building facing southeast. Street level signage included a non-illuminated “Google” exterior sign and an interactive display wall that is proposed to be located inside of the Google lobby of 325 Main Street.

Design specifications for the proposed penthouse “G” sign include:

- Measurements: 15’ diameter and 6” thick
- Illumination: The sign will be edge-lit but the front face of the sign will not be illuminated
- Material: The sign will be aluminum
- Color: The “G” will be painted with the traditional Google red, yellow, green, and blue colors.

Design specifications for the exterior street-level sign include:

- Measurements: 4’H x 16’L consisting of individual 4’ thick letters spelling the name Google
- Illumination: The sign will not be illuminated,
- Material: The sign will be aluminum
- Color: The sign will be painted white.

BXP provided the Committee with limited design details of the interior lobby. During the presentation, the Committee was shown images of the interactive display wall that is comprised of bricks woven together to create a wall behind the lobby glass window. The installation includes an independent display technology with LED tickers that weave through the gaps of the brick and along the face of the wall.

DESIGN REVIEW RECOMMENDATIONS

Following the BXP presentation and the design review discussion that followed, the Committee suggested the following recommendations for BXP:

- Provide alternate images of the building with the proposed signage from a distance to provide an understanding of how the sign will be viewed from across the Charles River.
- Generate light studies of the “G” sign with nighttime images.
- Offer a detailed street-level view that provides context to the street level signage and the interior lobby sign.
- Include wayfinding signage that provides an invitation into the public lobby
- Present the lobby display wall with animation.
- Provide additional detail regarding the lobby installation
 - Address transparency concerns
 - Explain how the woven bricks and LED tickers will interact
 - Describe what kinds of content will be presented on the LED tickers

NEXT MEETING

Staff has scheduled a second Design Review Committee meeting to allow BXP and their tenant Google to present an updated proposal. This meeting will be held on Wednesday, December 4th, beginning at 2:30 PM. The meeting will be held in the First Floor Community Room, located at the Cambridge Police Department.

ATTACHMENTS

Attachment A: Google CAMbridge Signage Proposal (submitted 9.27.2019)

Google CAMbridge

September 27, 2019 - Exterior Signage Options **DRAFT**

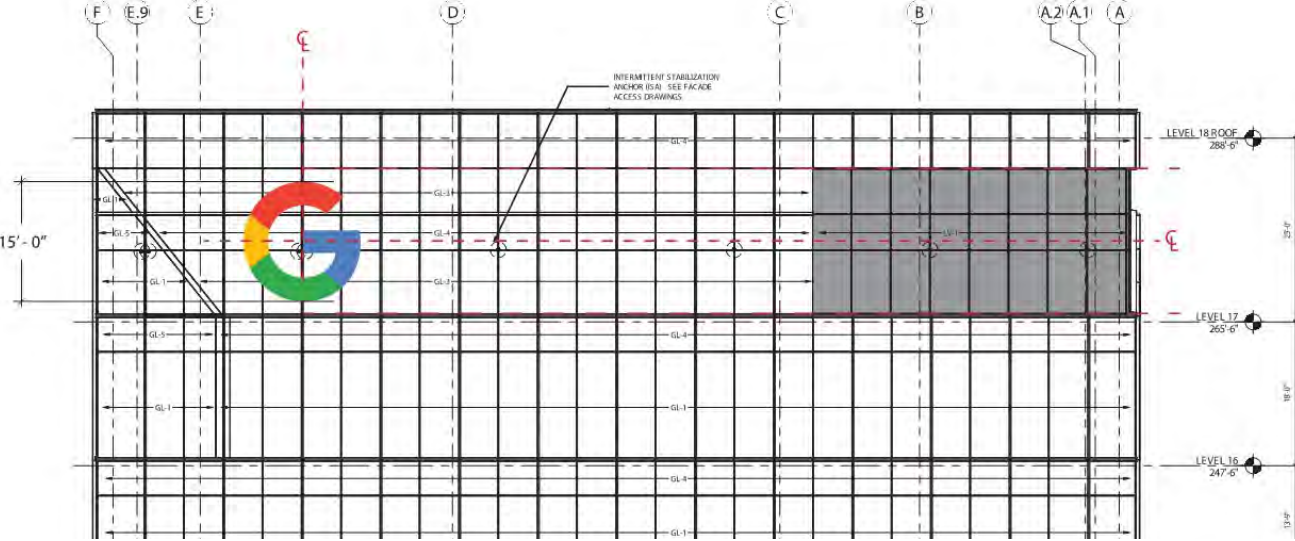
Exterior Penthouse Sign - 15'H Recessed Edge Lit Illuminated G Sign



Option 2 Description:

- 15' diameter G
- Recessed edge lit sign, note front face of sign is not illuminated
- 6" thick painted aluminum logo, painted logo to match Google colors with a satin finish, transitions between colors to be crisp lines.
- All hardware to be exterior grade and concealed from the front face of the G logo
- Support steel and outriggers painted to match color of curtain wall mullions

Exterior Penthouse Sign - 15'H Recessed Edge Lit Illuminated G Sign



15' diameter G; recessed edge lit sign, note front face of sign is not illuminated

Exterior Street Level Sign - 4'H Non-Illuminated Google Sign



4'H x 16'L Google sign. Note sign is non-illuminated and the letters are 4" thick aluminum painted white.

Exterior Street Level Sign - 4'H Non-Illuminated Google Sign



4'H x 16'L Google sign. Note sign is non-illuminated and the letters are 4" thick aluminum painted white.

Interior Embedded Signage - 16"x 2" Woven Ticklers



An independent display technology, LED ticklers, weaves through the gaps and along the faces of the wall, echoing the angles of the turning bricks.

