



325 Main Street Google Exterior Signage

December 18, 2019



Outline

- Penthouse “G” Sign
- Main Street Public Lobby Entry Refinements
- Main Street “Google” Sign
- Google Lobby Art Installation

Penthouse "G" Sign

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

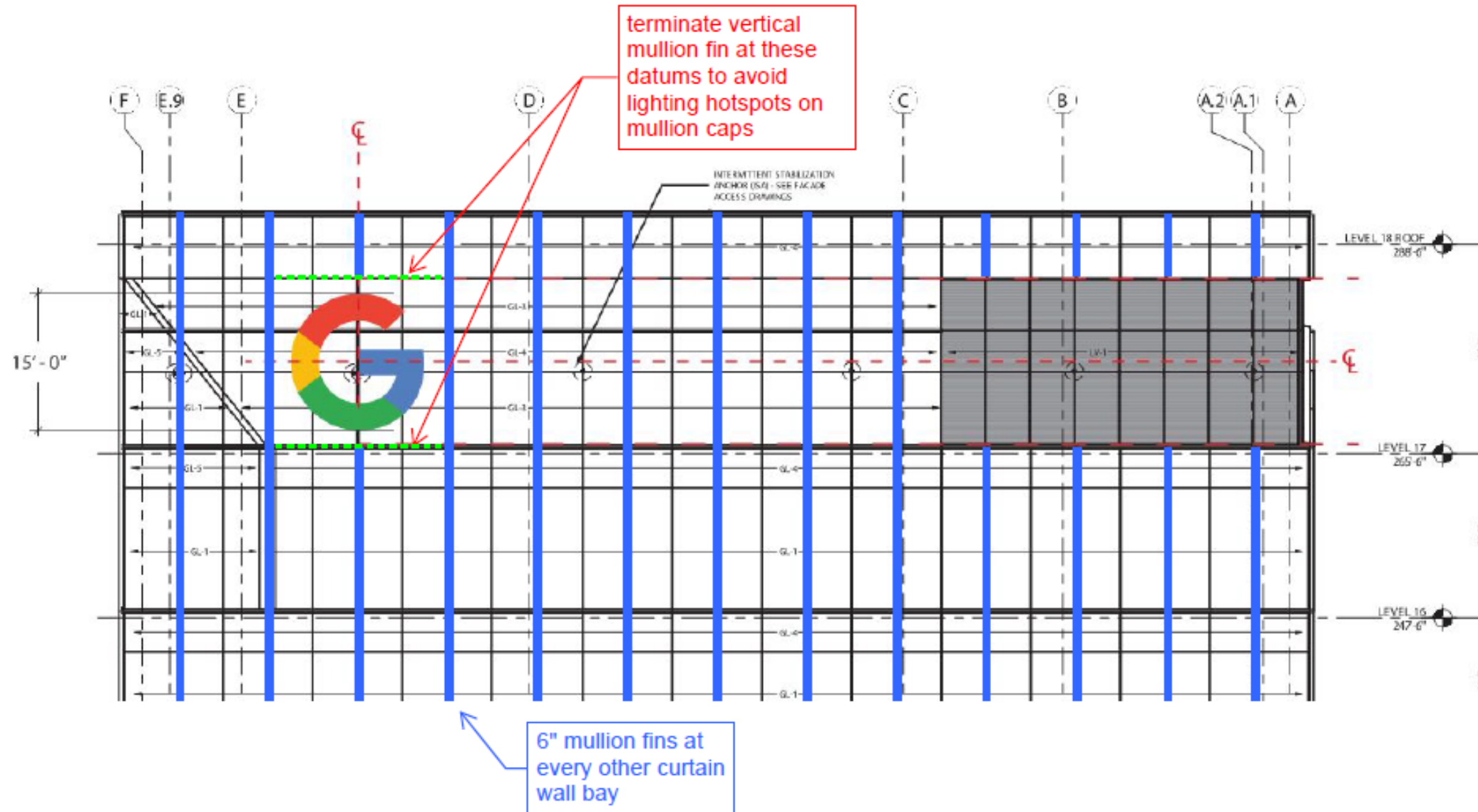


Option 2 Description:

- 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

Penthouse "G" Sign – Elevation

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

Penthouse "G" Sign – Renderings

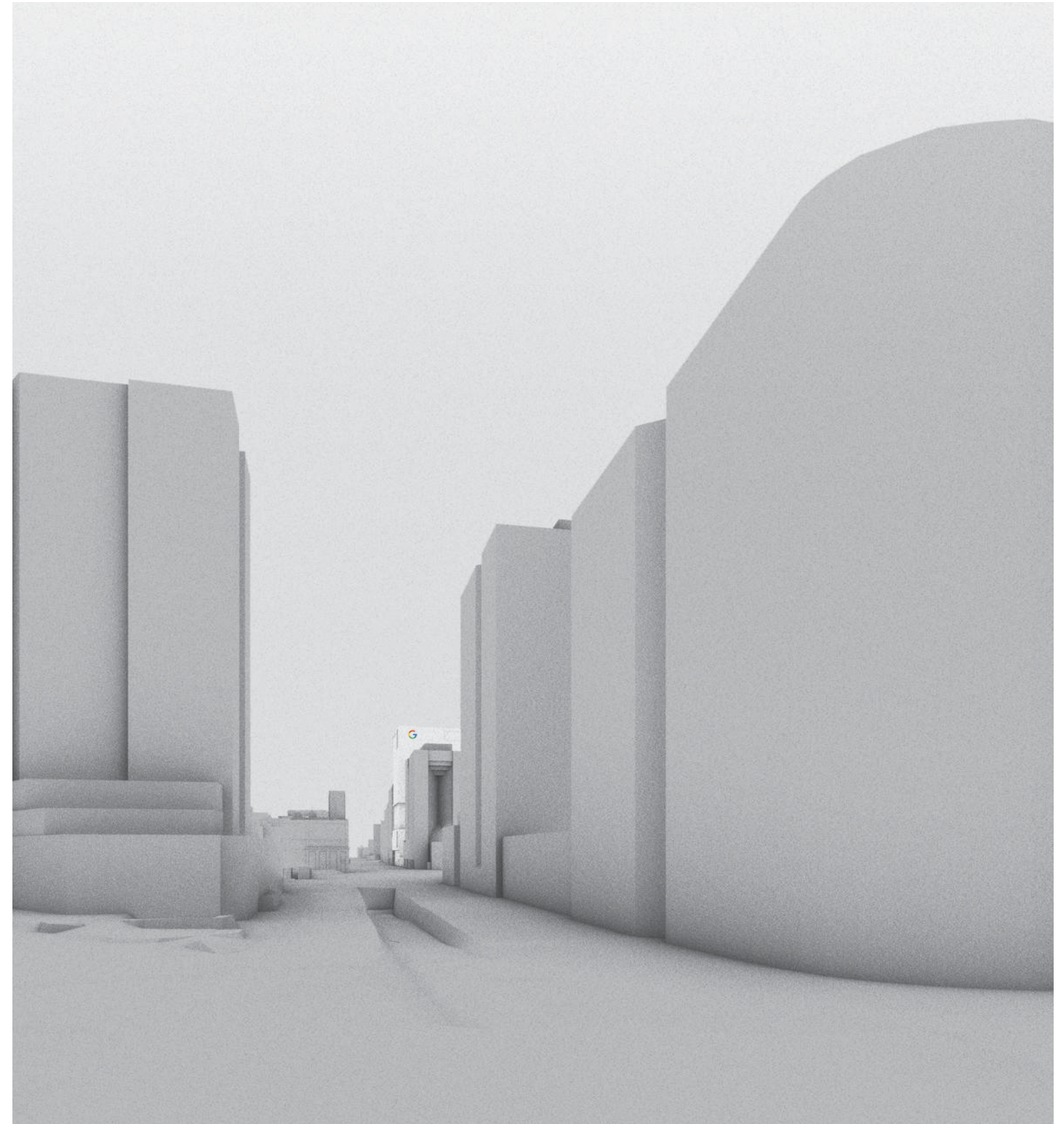
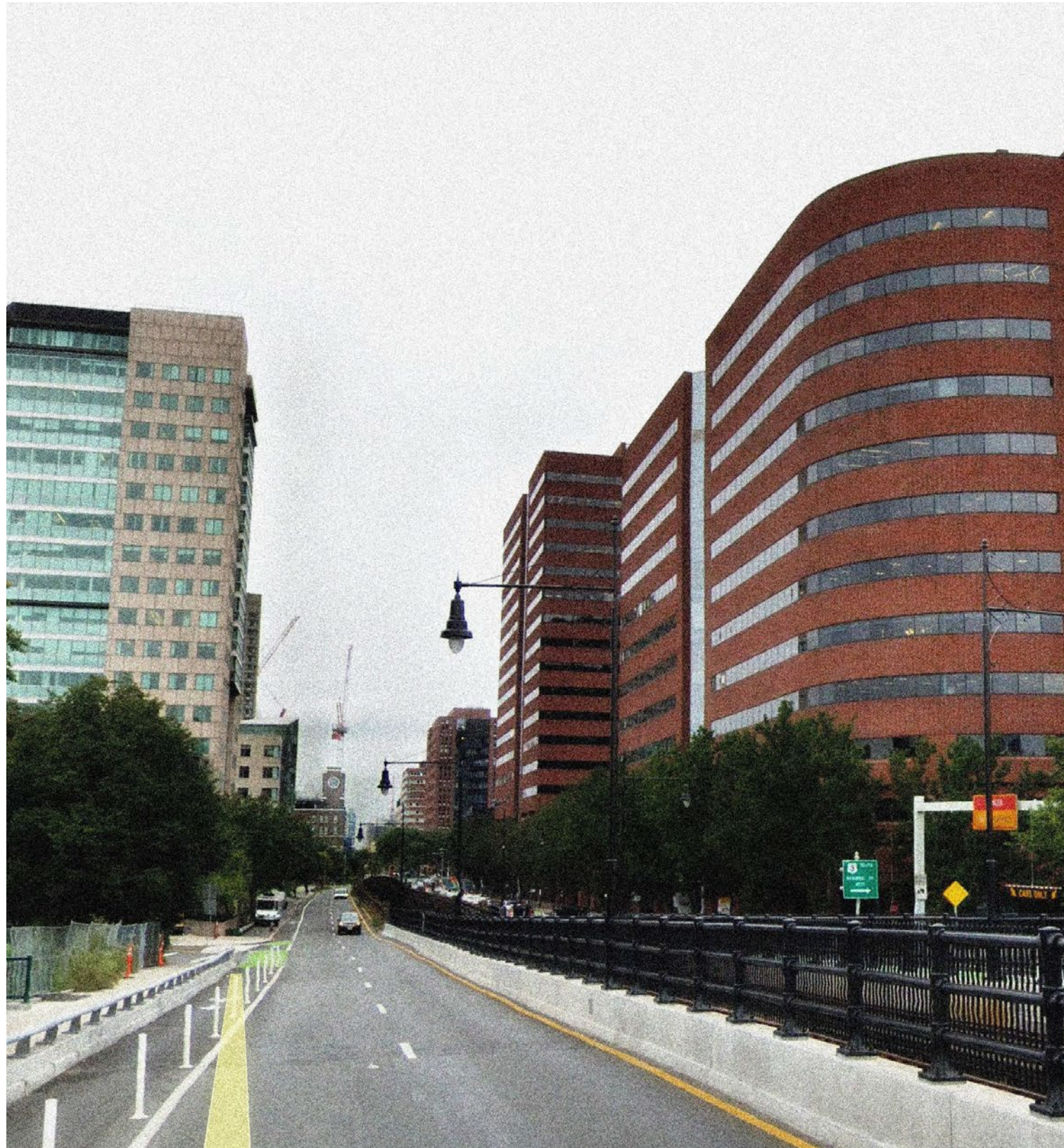


Daytime – SE Corner of New 325 Main from Main Street



Nighttime – SE Corner of New 325 Main from Main Street

Penthouse "G" Sign – Views from Longfellow Bridge



Penthouse "G" Sign – Views from Longfellow Bridge



Penthouse "G" Sign – Light Studies

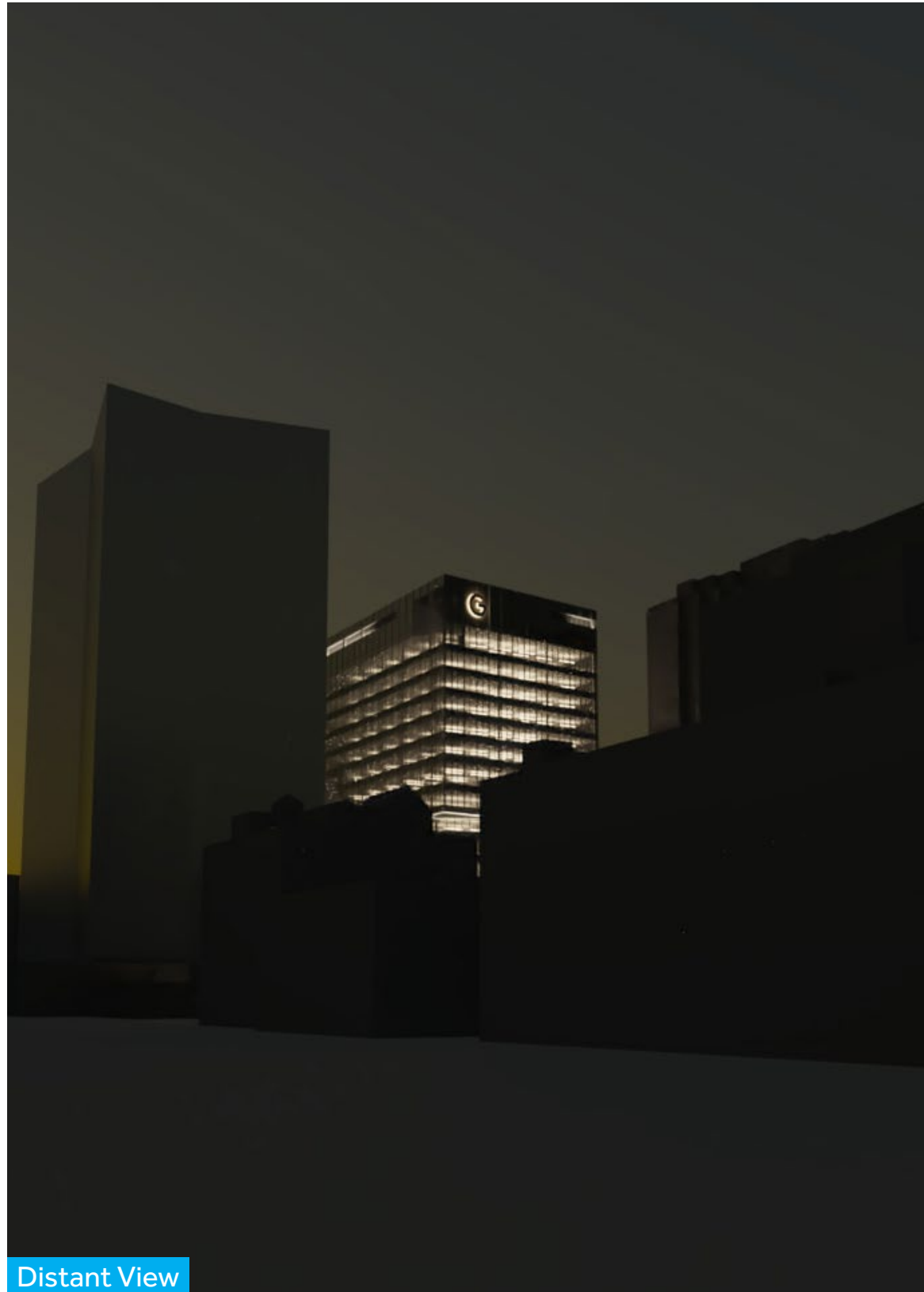


View from Below

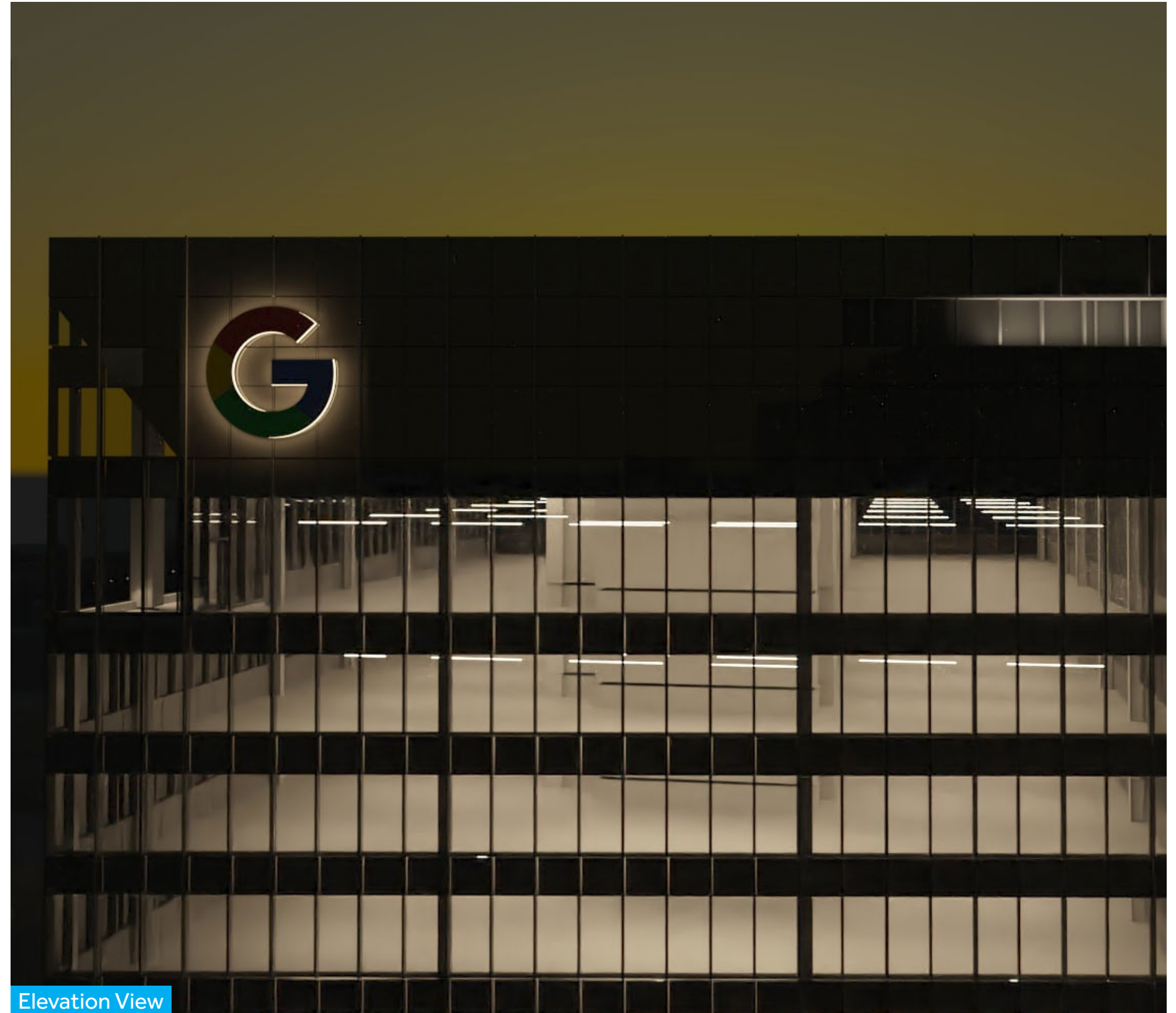


Close-up Detail View

Penthouse "G" Sign – Light Studies



Distant View

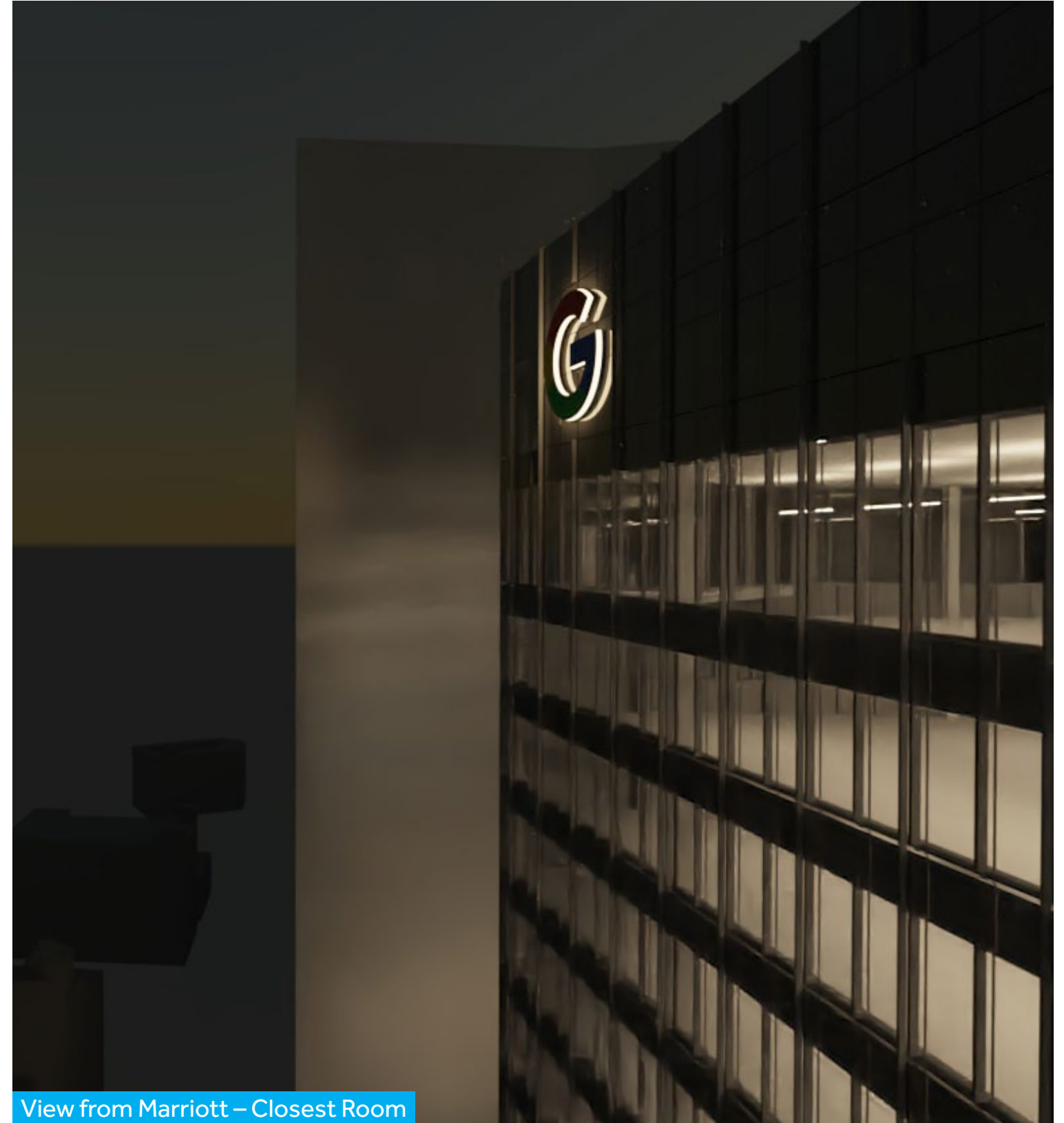


Elevation View

Penthouse "G" Sign – Light Studies



View from Marriott – Farthest Room



View from Marriott – Closest Room

Kendall Square – Penthouse Signage Lighting Survey



(A) Biogen – Faces SSW

Lighting Operates on Timer

Hours Lit:

5:00 am – 9:00 am

4:00 pm – 11:00 pm



(B) Akamai – Faces SSW

Lighting Operates on Timer

Hours Lit:

5:00 pm – 7:00 am¹

1. Determined by construction camera observations



(C) Residence Inn – Faces NNE

Lighting Operates on Timer

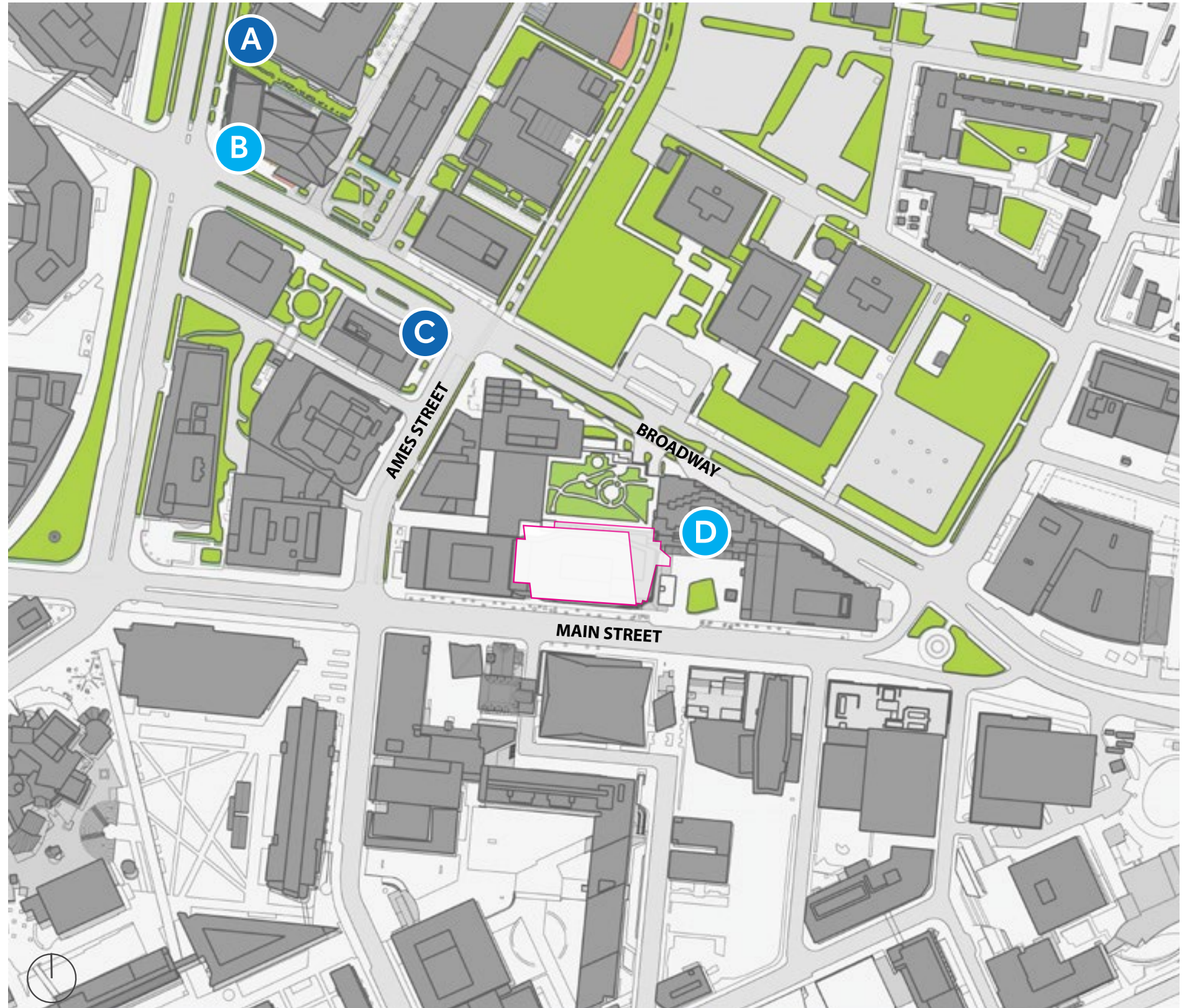
Hours Lit:

Before Sunset – Before Sunrise

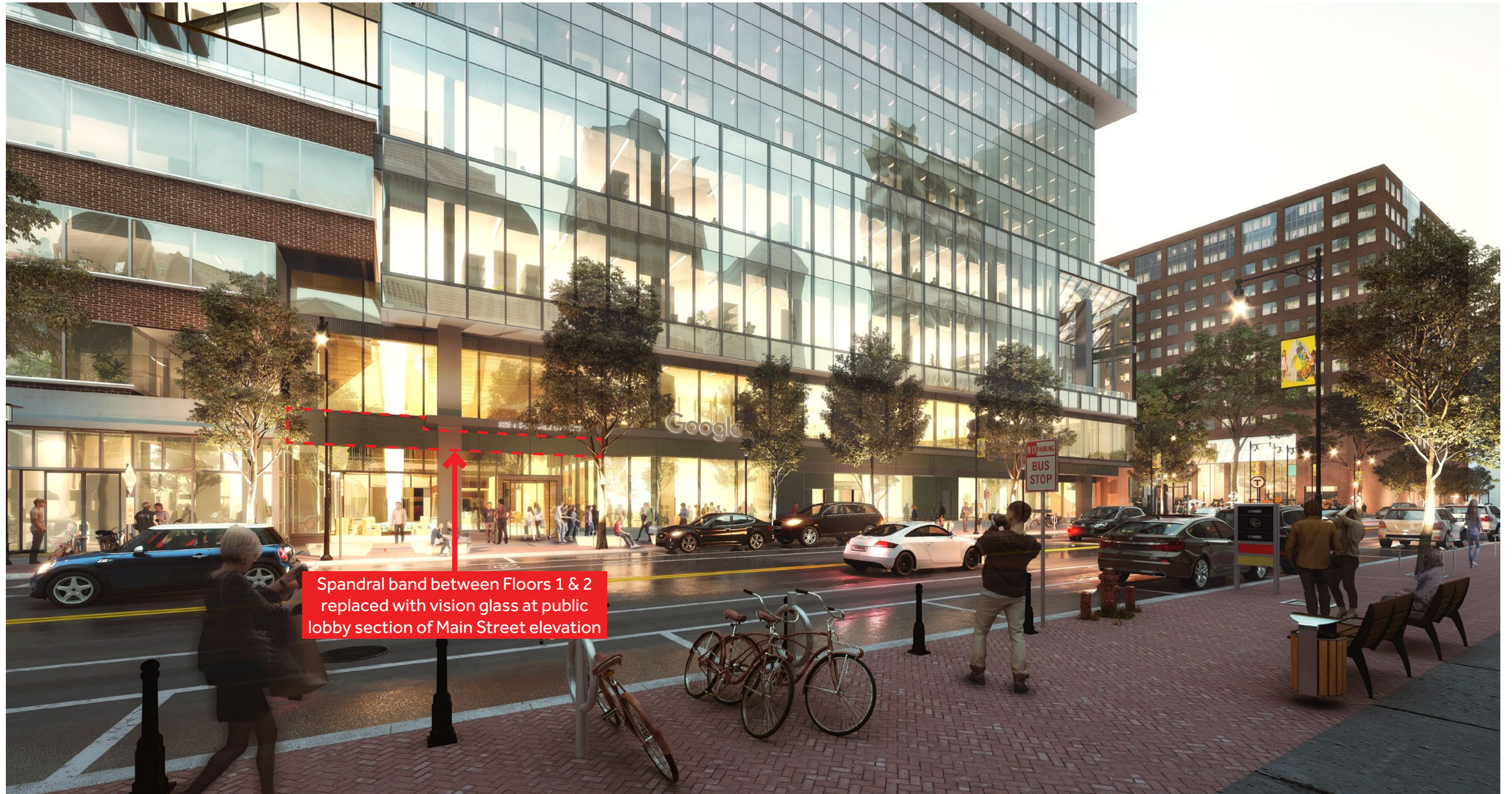


(D) Marriott – Faces South

Lighting Operates on Light Sensor



Main Street Public Lobby Entry Refinements



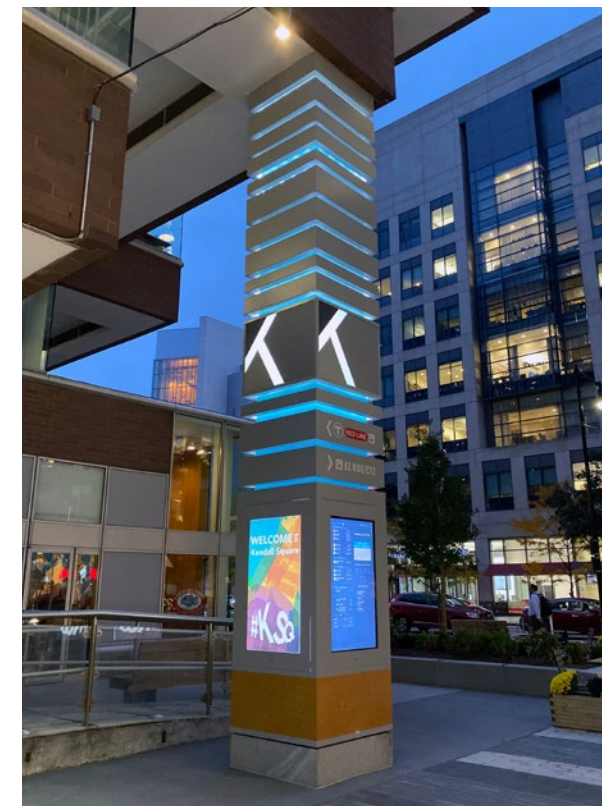
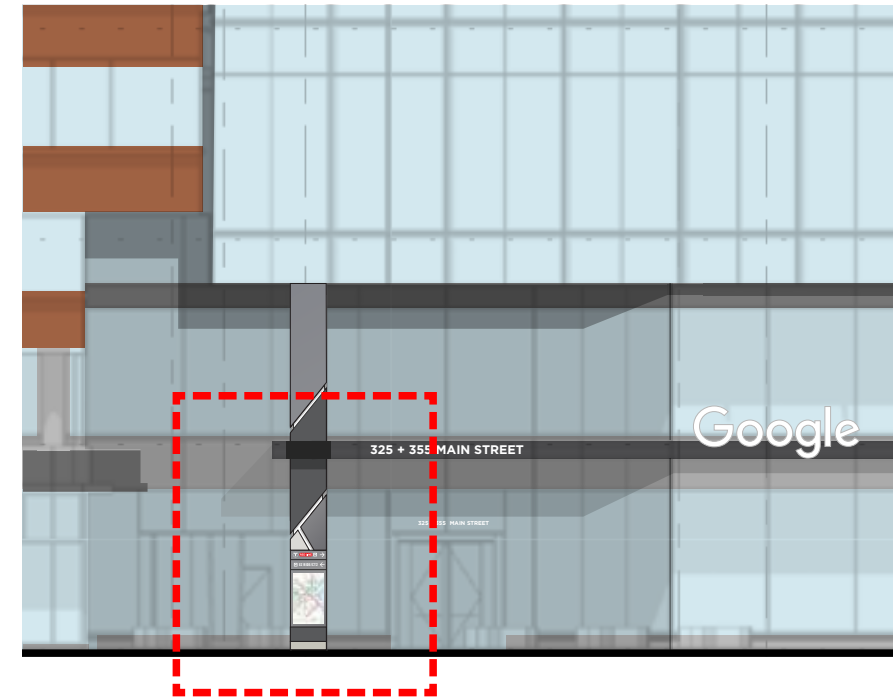
Spandrel band between Floors 1 & 2 replaced with vision glass at public lobby section of Main Street elevation

Main Street Public Lobby Entry Refinements



Main Street Public Lobby Entry Refinements

ENTRY COLUMN SIGNAGE



Existing Kendall Square Branded Column Wrap with Wayfinding and Transit Screen at Pioneer Way

Main Street "Google" Sign – White



Elevation View

- 3' tall non-illuminated Google sign
- Letters 4" thick aluminum painted white



Sidewalk Perspective View

Main Street "Google" Sign – Color



Elevation View

- 3' tall non-illuminated Google sign
- Letters 4" thick aluminum painted brand colors



Sidewalk Perspective View

Main Street "Google" Sign – Elevation w/Retail Signage

FACADE RETAIL SIGNAGE



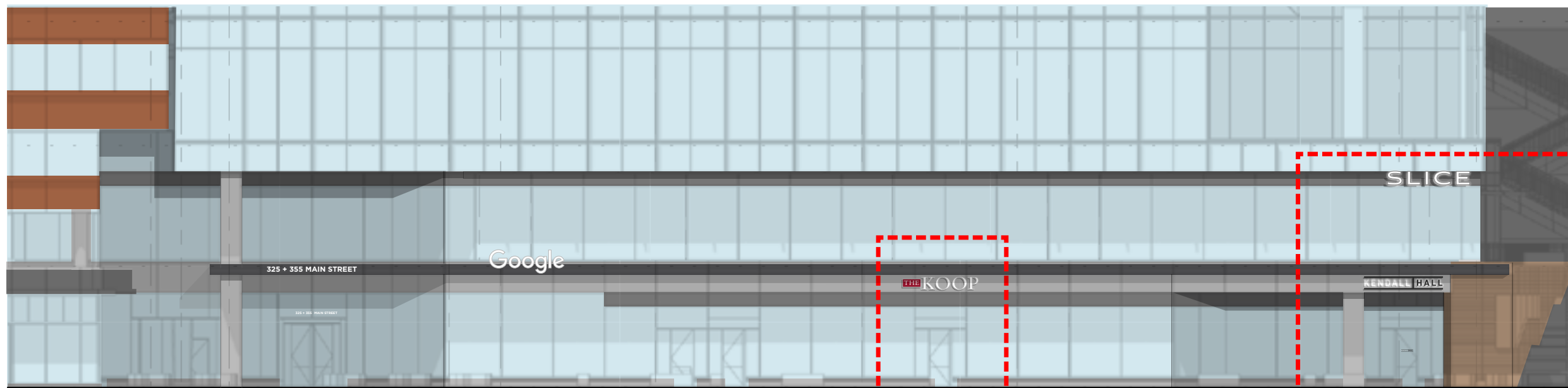
A



B



B—Side View



A

B

Main Street "Google" Sign – Renderings



Main Street "Google" Sign – Renderings

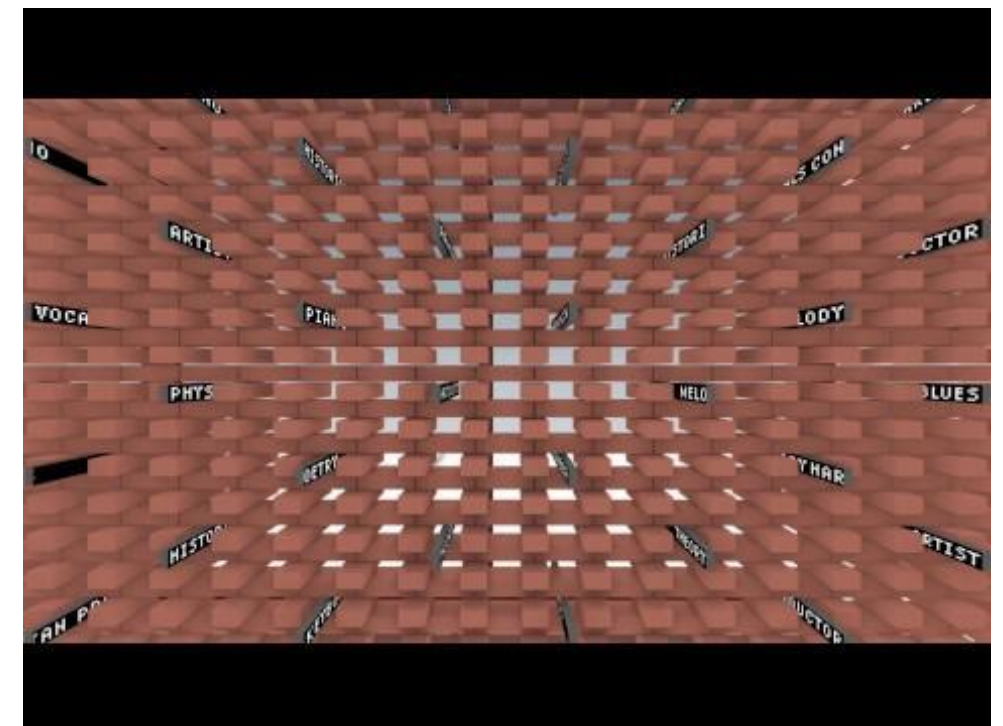
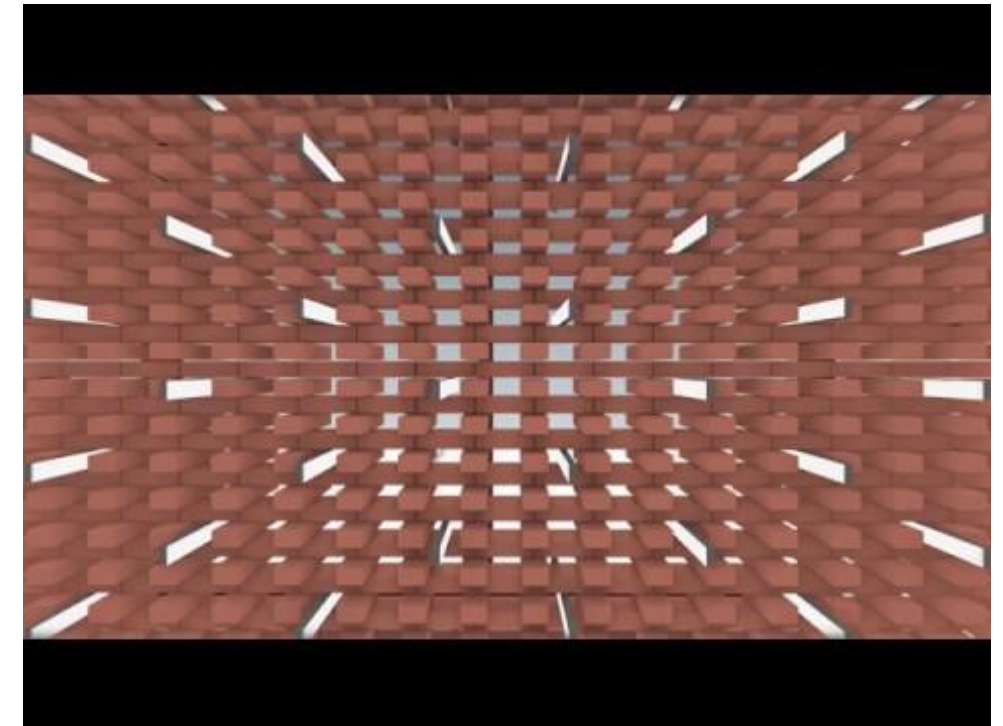


Google Lobby Art Installation

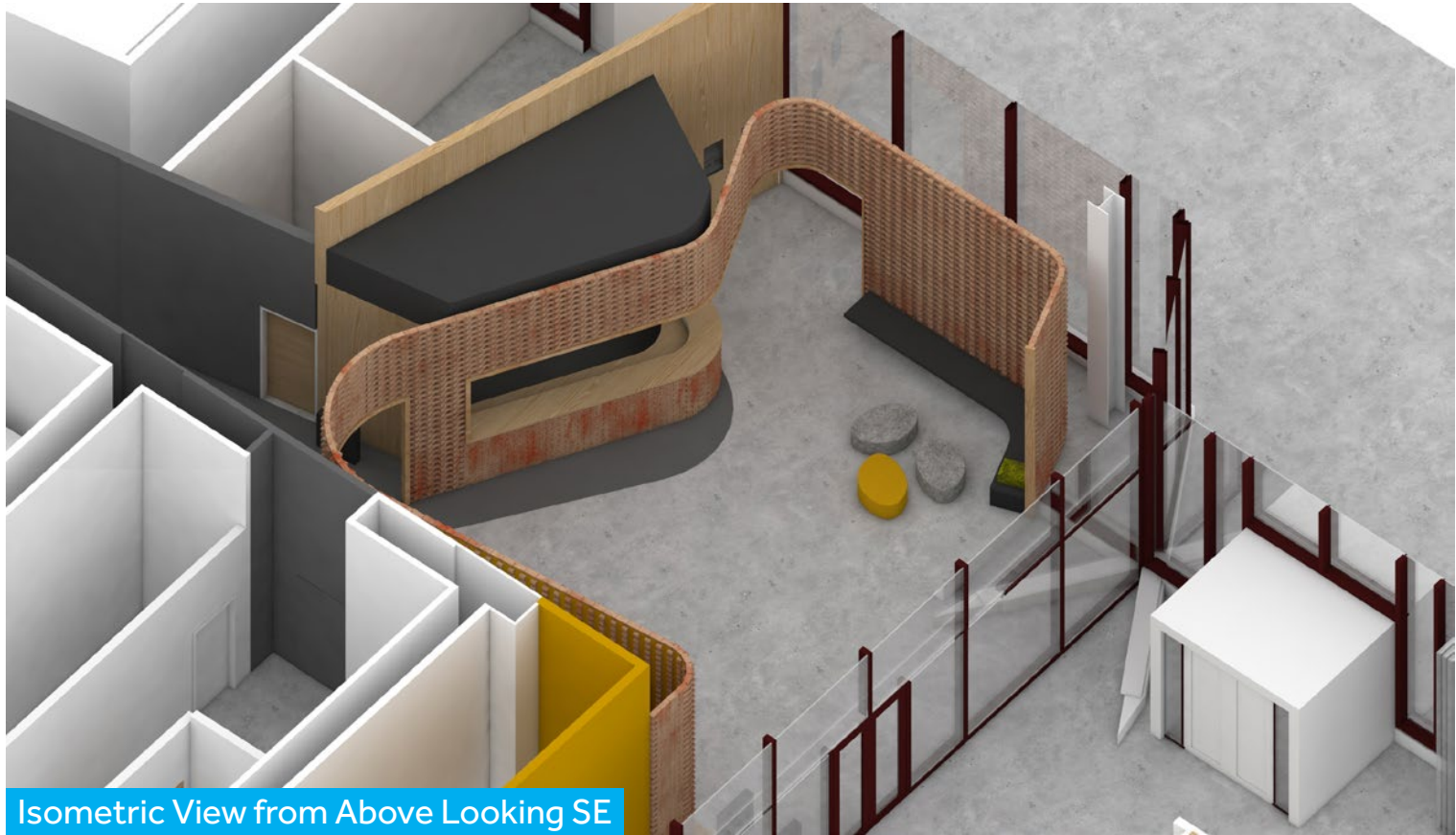
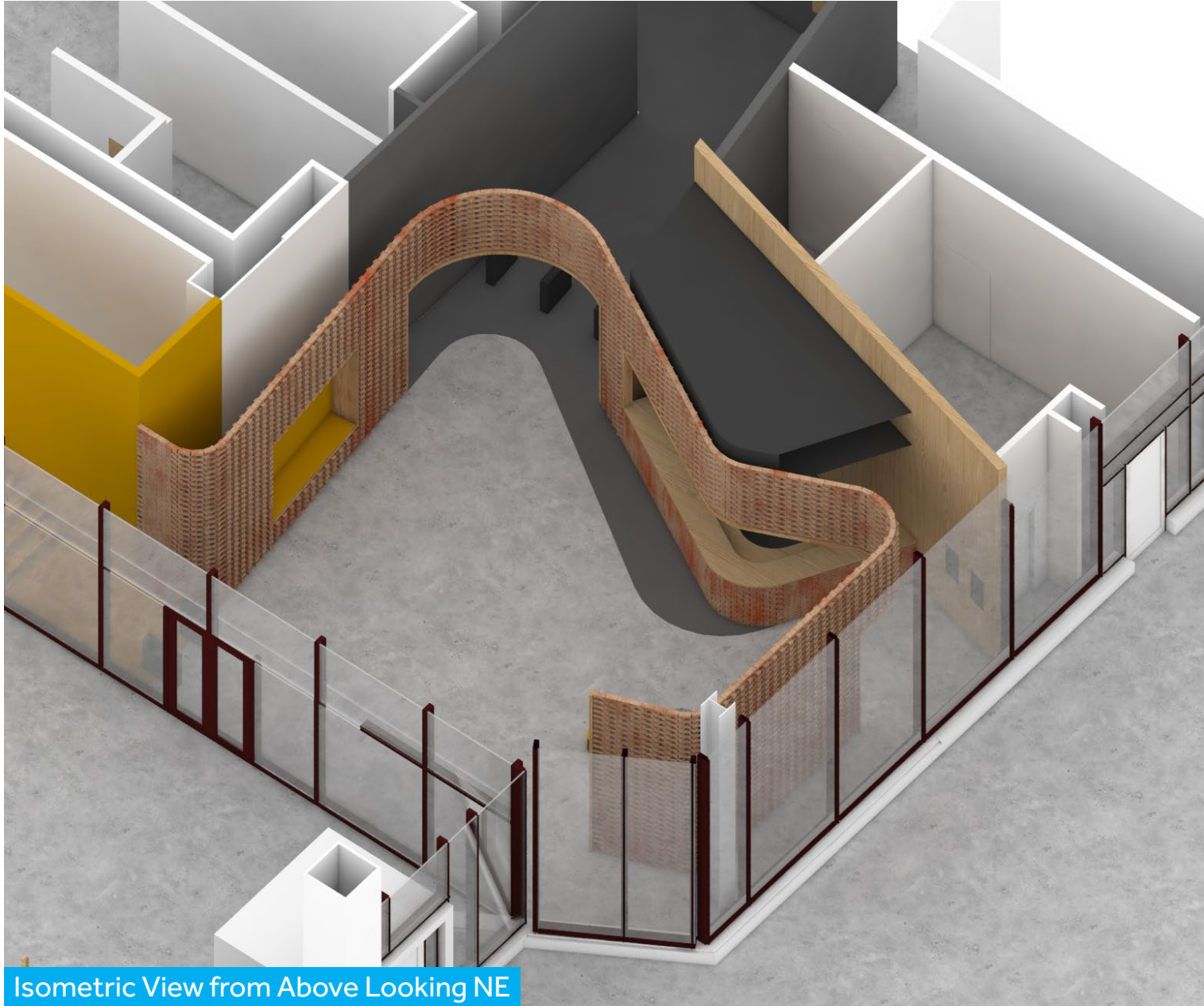
Interior Embedded Signage - 16"x 2" Woven Tickers



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



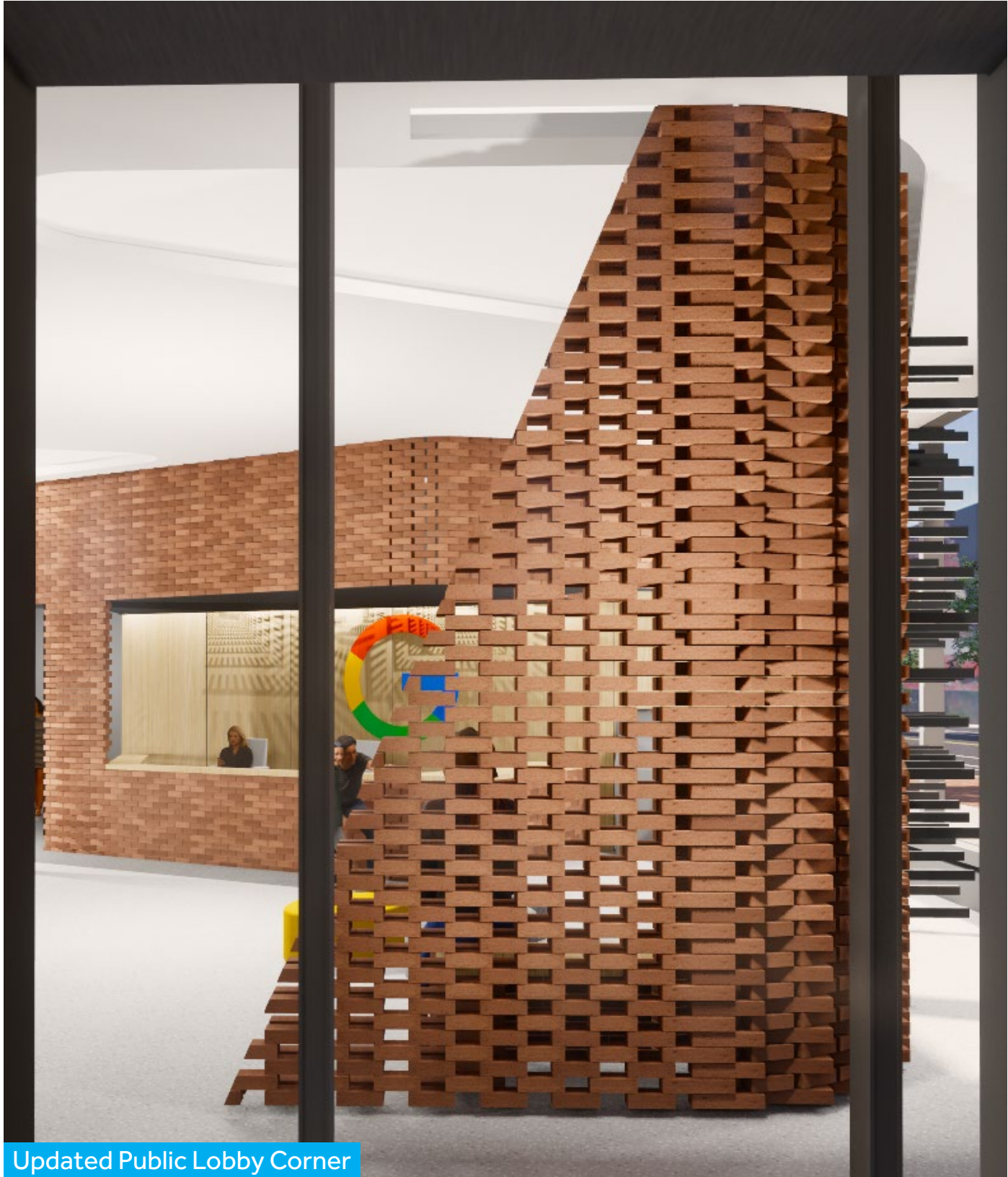
Google Lobby Art Installation



Google Lobby Art Installation



Existing Public Lobby Corner



Updated Public Lobby Corner

Google Lobby Art Installation – Animation



Questions?

Google Lobby Art Installation – Main St. Transparency

5.2.3 GROUND FLOOR FACADES

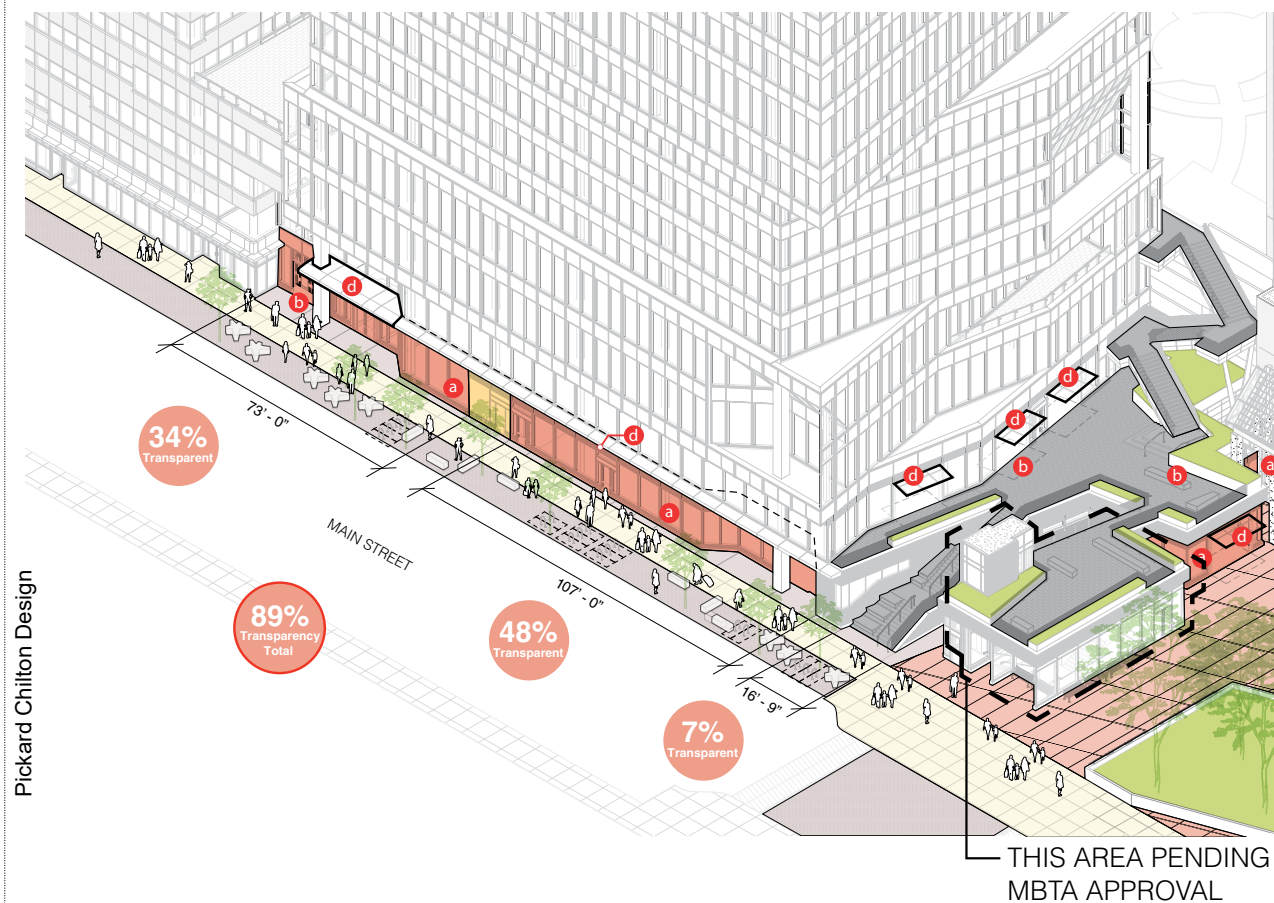
– Façades

Goal: Design ground floor façades of building to **reduce the distinction between exterior and interior space to extend the effective public realm indoors and reveal indoor activity on the street.**

Measures:

- Transparent materials** and interior lighting should be used to maximize visibility of street level uses. Transparency is most important in the portion of the facade between about 2 feet to about 10 feet above the sidewalk level, i.e. where people are likely to look in. **Incorporate 60 to 75 percent transparent glazing** in the ground level façade **along major public streets** and 40 to 60 percent transparent glazing in the ground level façade **along secondary streets.**
- Active ground level spaces should have strong, interactive connections with adjacent public sidewalk/plaza space using strategies such as extensive transparent glazing, interactive media or public art, **large operable doors and windows**, or **associated outdoor seating.**
- Blank walls exceeding 20 feet in length should be avoided.**
- Awnings and canopies** are encouraged to provide shelter and enliven ground floor facade.
- Mechanical/utility rooms and service/loading areas** are not appropriate along the major streets and should be **located on secondary streets.**

Kendall Square Design Guideline
Pickard Chilton Design



- Transparent materials used to maximize visibility of street level uses.
- Large operable doors and windows or associated outdoor seating.
- No blank walls exceeding 20 feet.
- Awnings and canopies provide shelter and enliven ground floor facade.
- No mechanical/utility rooms or service/loading areas located along major street.

Google Lobby Art Installation – Main St. Transparency

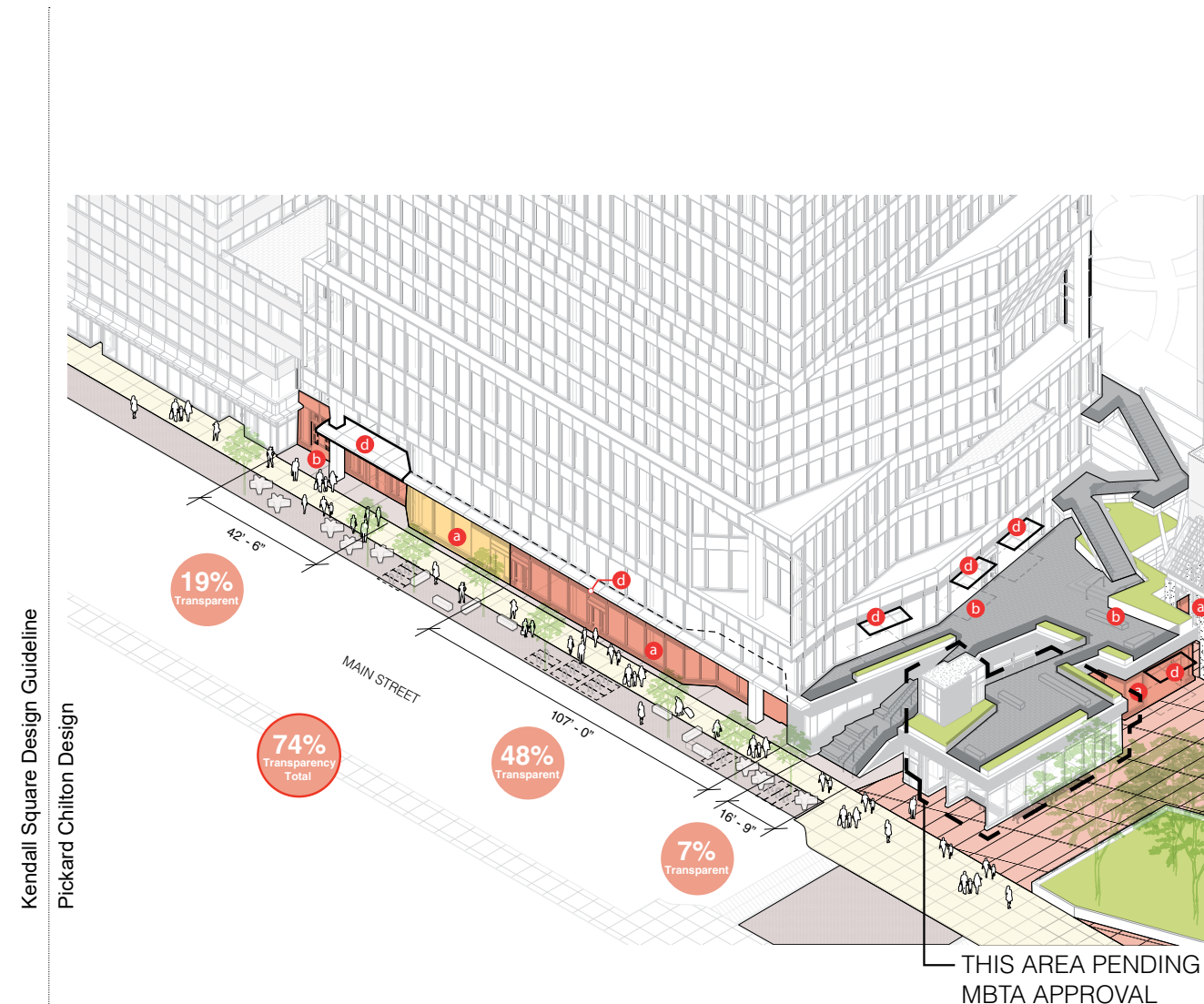
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Main Street "Google" Sign – Elevation w/Retail Signage

FACADE RETAIL SIGNAGE



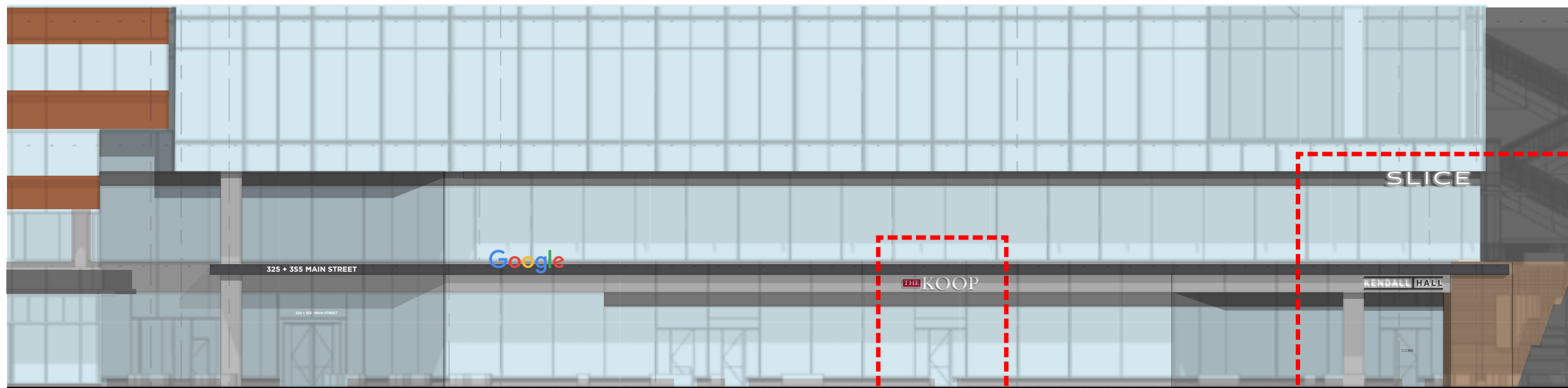
A



B



B—Side View



A

B