



February 1, 2024

Mr. Tom Evans
Executive Director
Cambridge Redevelopment Authority
One Cambridge Center
Cambridge, MA 02142

Subject: 90 Broadway – Field Office Signage Package

Dear Mr. Evans:

Enclosed for your review, please find plans for the proposed permanent signage at 90 Broadway (the field office for the 121 Broadway, 290 Binney project teams).

The proposed signage package will identify the field office with branding on the windows (surface applied vinyl on glass), as well as banner signage hung from existing banners poles. We have confirmed that these poles do not extend past the property line. The package also includes signage (surface applied vinyl on glass) calling attention to the video on the project and community benefits with a QR code that directs to an informational webpage on KendallCenter.com.

BXP has reviewed the proposed signage package and shall approve it for future installation upon receipt of your authorization.

Please do not hesitate to contact me if you are in need of additional information. I appreciate your assistance with this project and ask that you return to me a signed, dated copy of this letter to indicate your authorization to proceed with the fabrication and installation of the signage. Thank you.

Sincerely yours,

Emily E. Ediger
Marketing Coordinator

AUTHORIZATION TO PROCEED WITH THE
90 Broadway Field Office Signage:

Cambridge Redevelopment Authority Date

BOSTON, MA
LOS ANGELES, CA
NEW YORK, NY
PRINCETON, NJ
SAN FRANCISCO, CA
WASHINGTON, D.C.

BXP
LIFE SCIENCES
FIELD OFFICE

Document
2.1.24

LEVERAGE

P1

White

PMS White
 C0 M0 Y0 K0
 R255 G255 B255
 #FFFFFF

P2

Dark Blue

PMS 296C
 C95 M80 Y50 K63
 R0 G26 B51
 #001A33

P3

XLight Blue

PMS 545C
 C7 M0 Y0 K0
 R232 G247 B255
 #E8F7FF

P4

Light Blue

PMS 306U
 C100 M0 Y0 K0
 R50 G167 B220
 #32A7DC

Blue

PMS 300U
 C100 M60 Y0 K0
 R0 G100 B180
 #0869AD

P5

LEVERAGE

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Project Colors



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Rendering

G.3



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LIFE SCIENCES
FIELD OFFICE

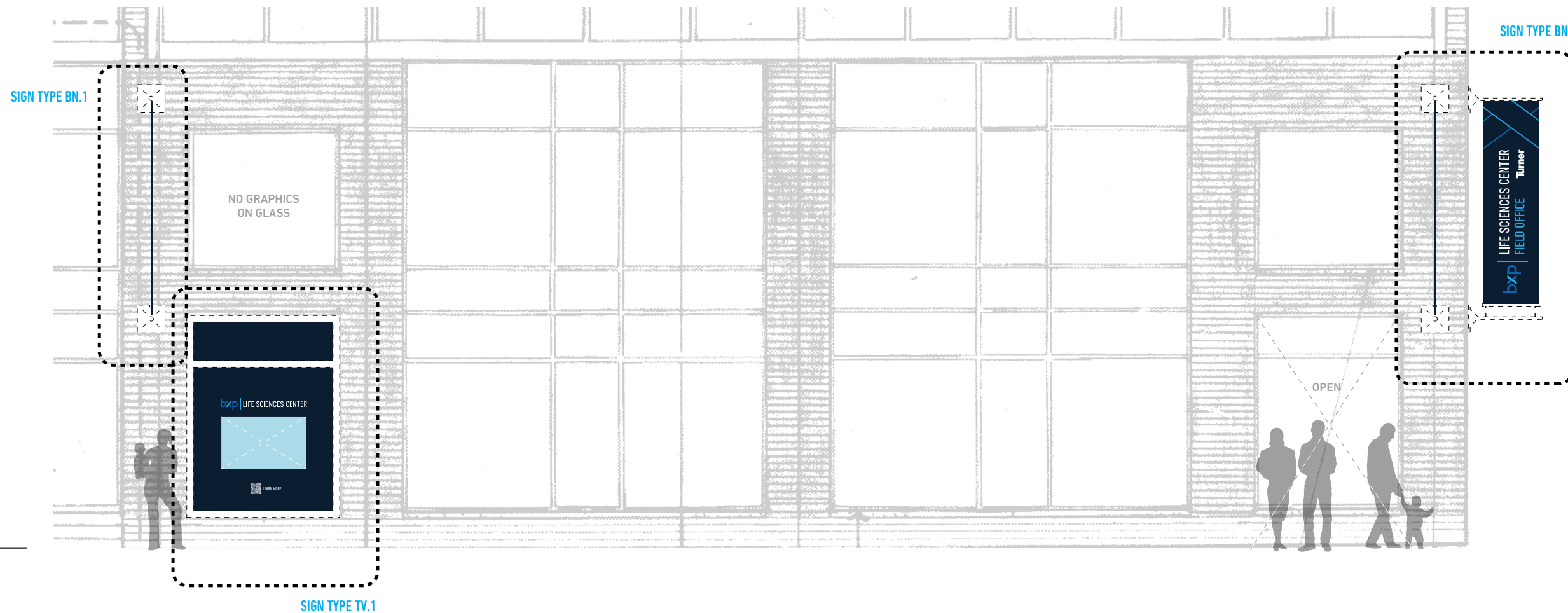
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Broadway
Elevation

G.4

1 Broadway Elevation
scale: 3/16" = 1' - 0"



BXP
LIFE SCIENCES
FIELD OFFICE

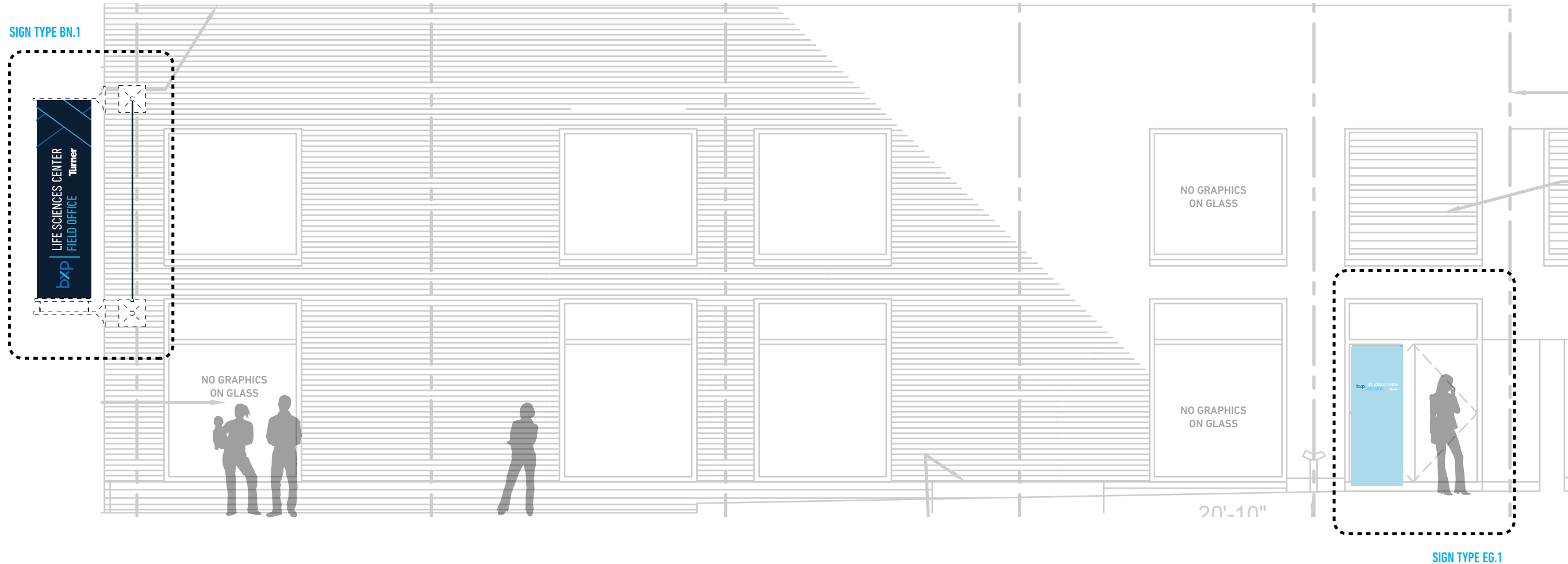
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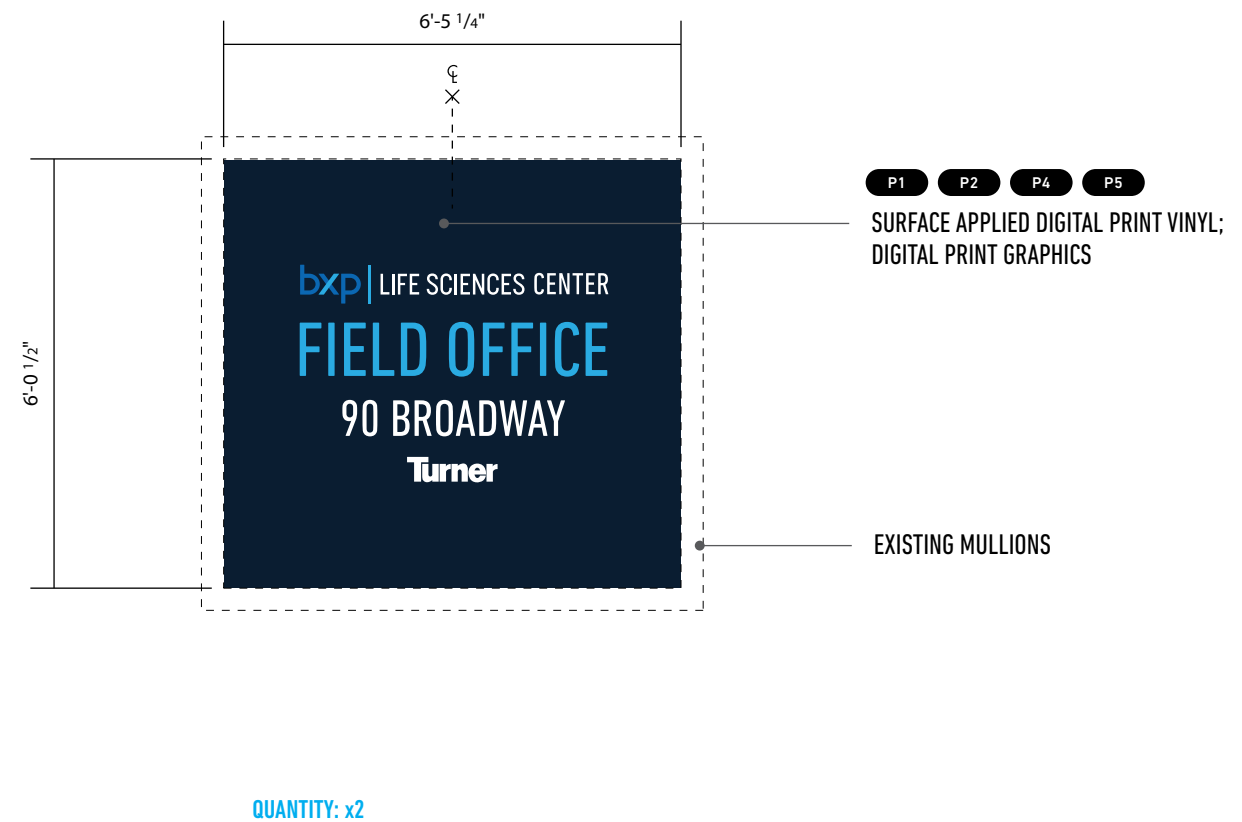
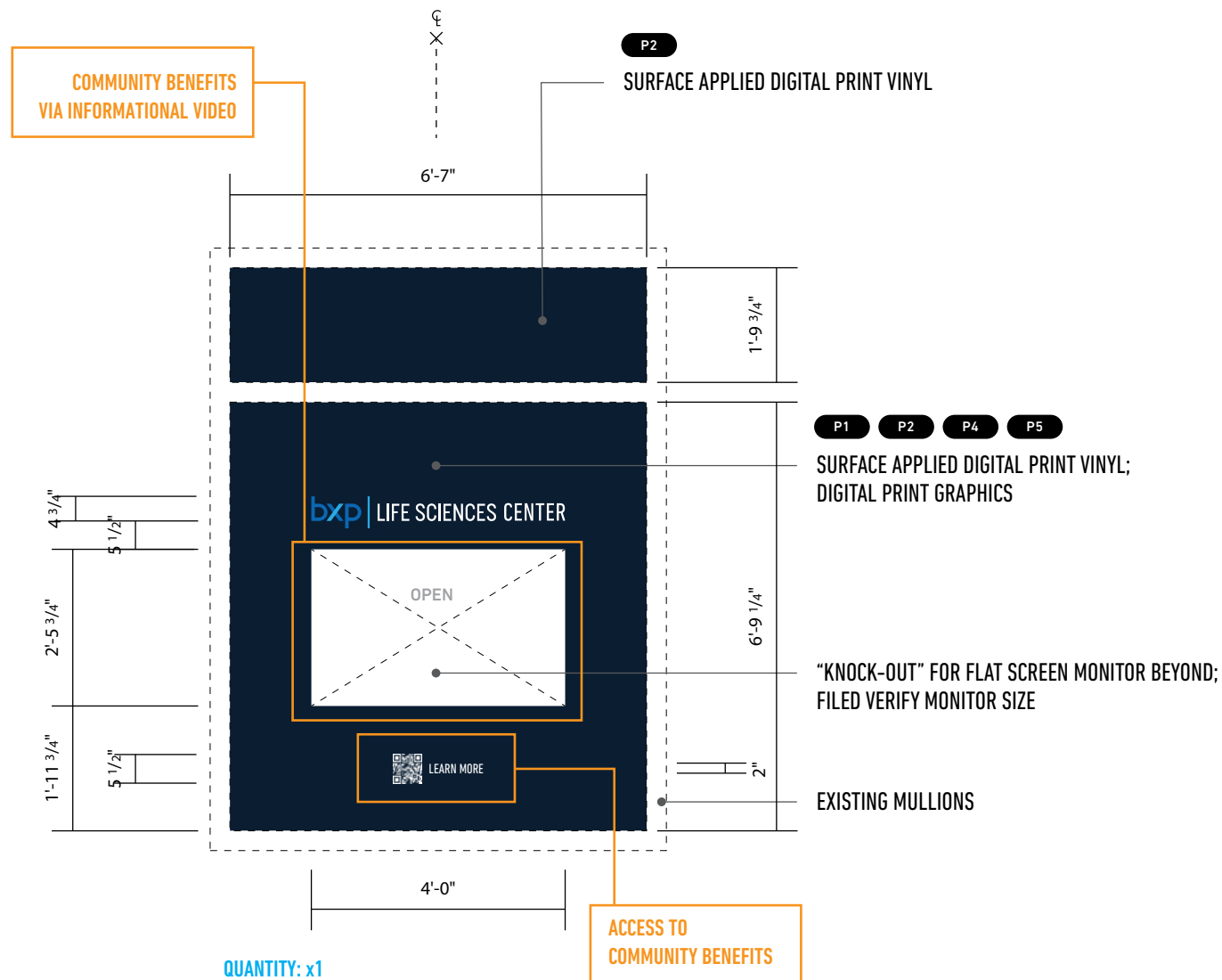
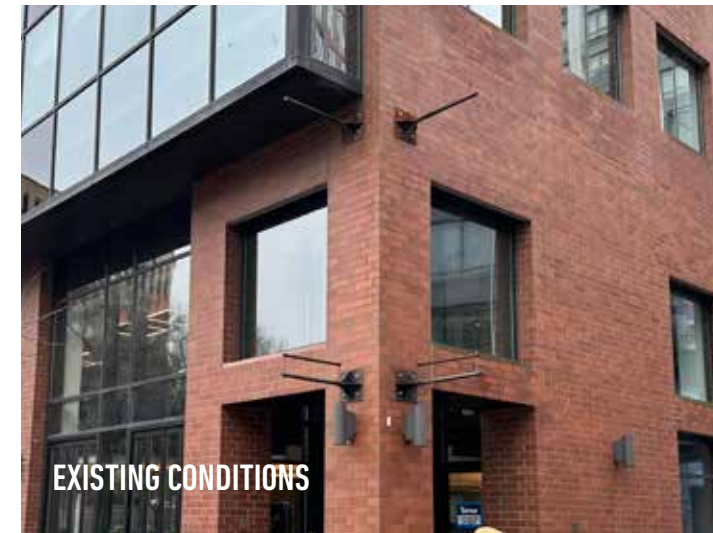
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1 Ames Elevation
scale: 3/16" = 1' - 0"

Ames
Elevation

G.5



1 TV.1 - Screen Graphics
scale: 3/8" = 1' - 0"

2 PS.1 - Project Sign
scale: 3/8" = 1' - 0"

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Details

G.6

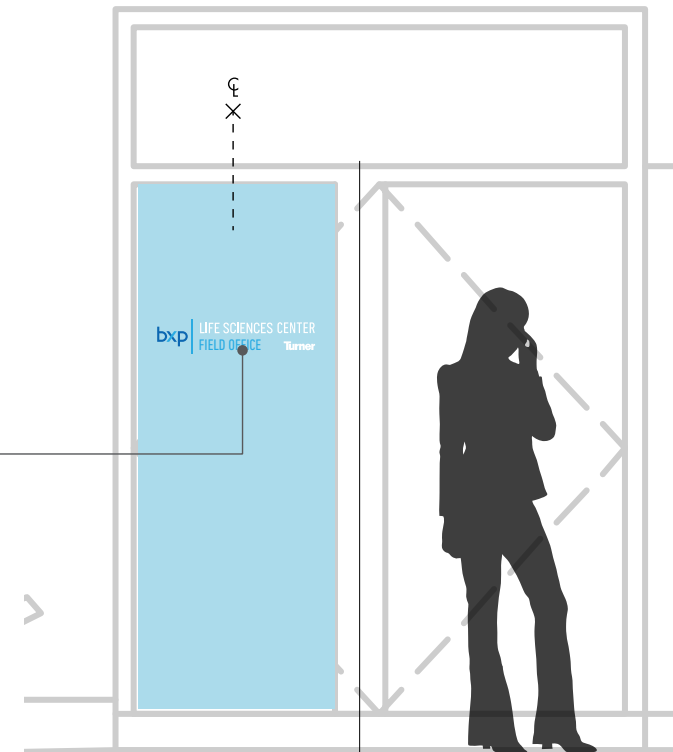


P1 P2 P4 P5
 EXTERIOR GRADE, VINYL BANNERS;
 DIGITAL PRINT GRAPHICS;
 DOUBLE-SIDED; MOUNT TO EXISTING SUPPORT
 ARMS AND SUSPENSION;

EXISTING SUPPORT
 ARMS AND SUSPENSION

QUANTITY: x3

P1 P4 P5
 SURFACE APPLIED VINYL
 TO MATCH PAINTCOLORS



QUANTITY: x2

1 BN.1 - Banners
 scale: 3/8" = 1' - 0"

2 EG.1 - Entry Graphics
 scale: 3/8" = 1' - 0"

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Details

G.7

ALTERNATE



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Rendering

G.9

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FIELD OFFICE



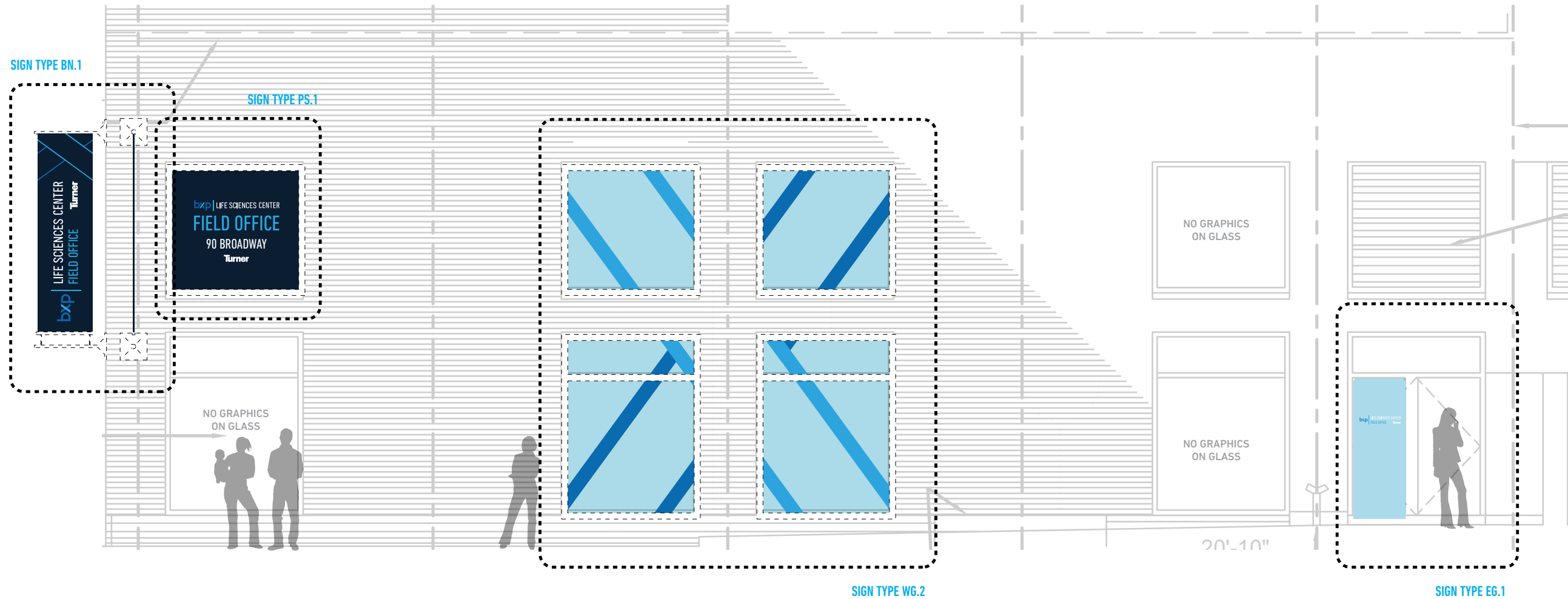
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Ames
Elevation

1 Ames Elevation
 scale: 3/16" = 1' - 0"



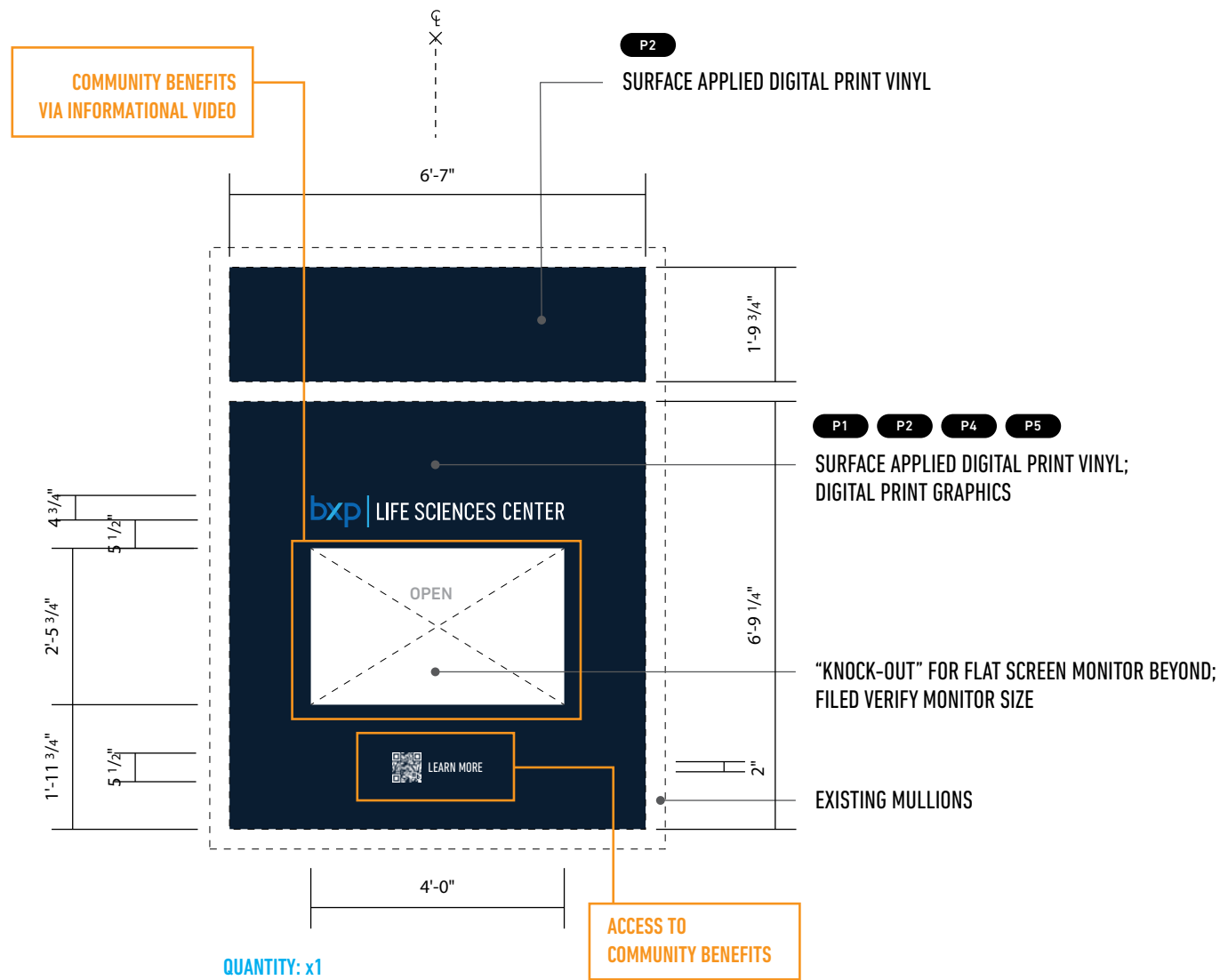
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Details

1 TV.1 - Screen Graphics
scale: 3/8" = 1' - 0"

G.12

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LIFE SCIENCES
FIELD OFFICE**

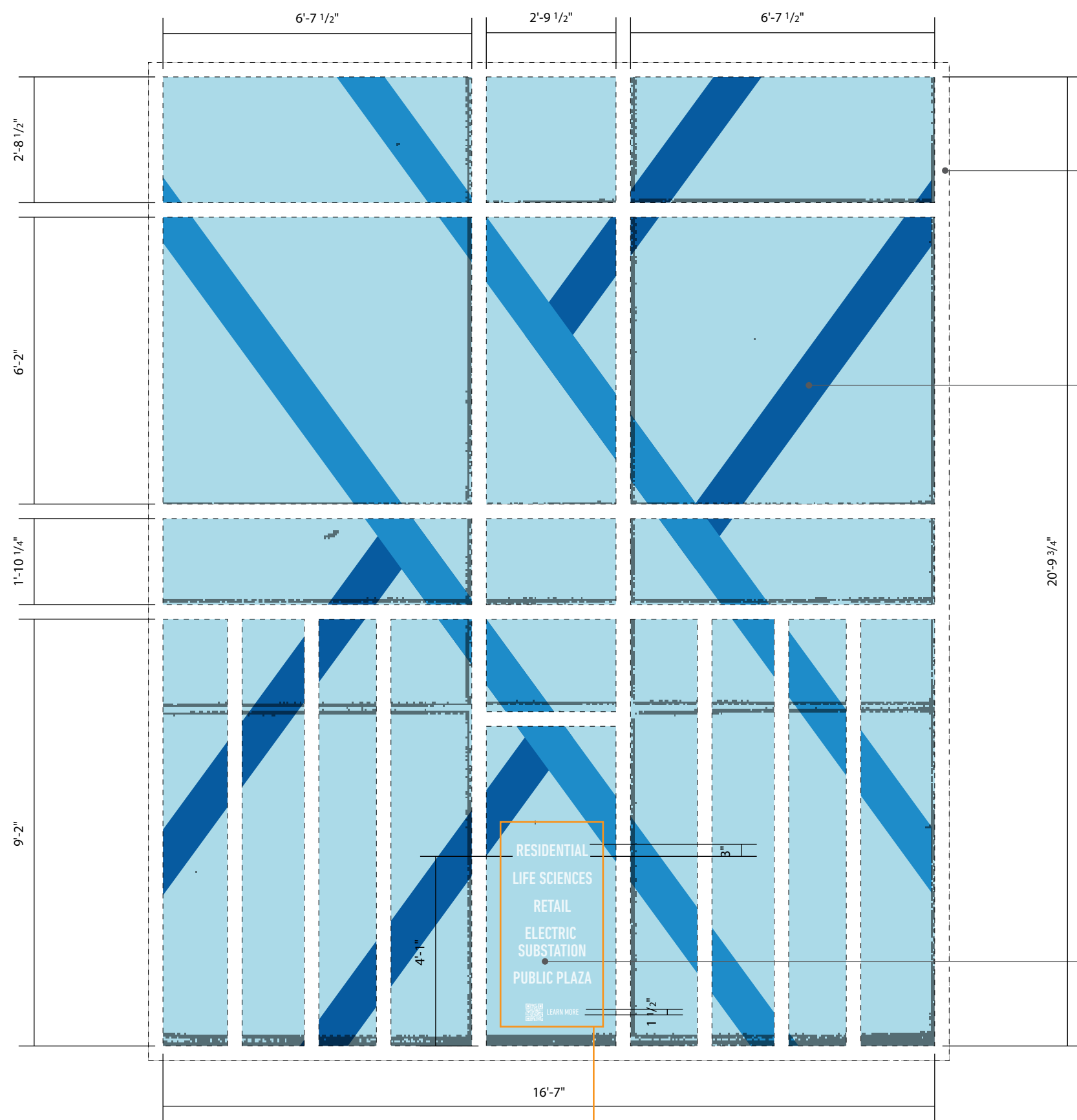


EXISTING MULLIONS

P4 P5
SURFACE APPLIED DIGITAL PRINT;
TRANSPARENCY LEVEL TBD



2ND SURFACE APPLIED VINYL;
AVERY ETCHMARK



QUANTITY: x2

1 WG.1 - Glass Graphics Broadway
scale: 3/8" = 1' - 0"

ACCESS TO
COMMUNITY BENEFITS

LEVERAGE

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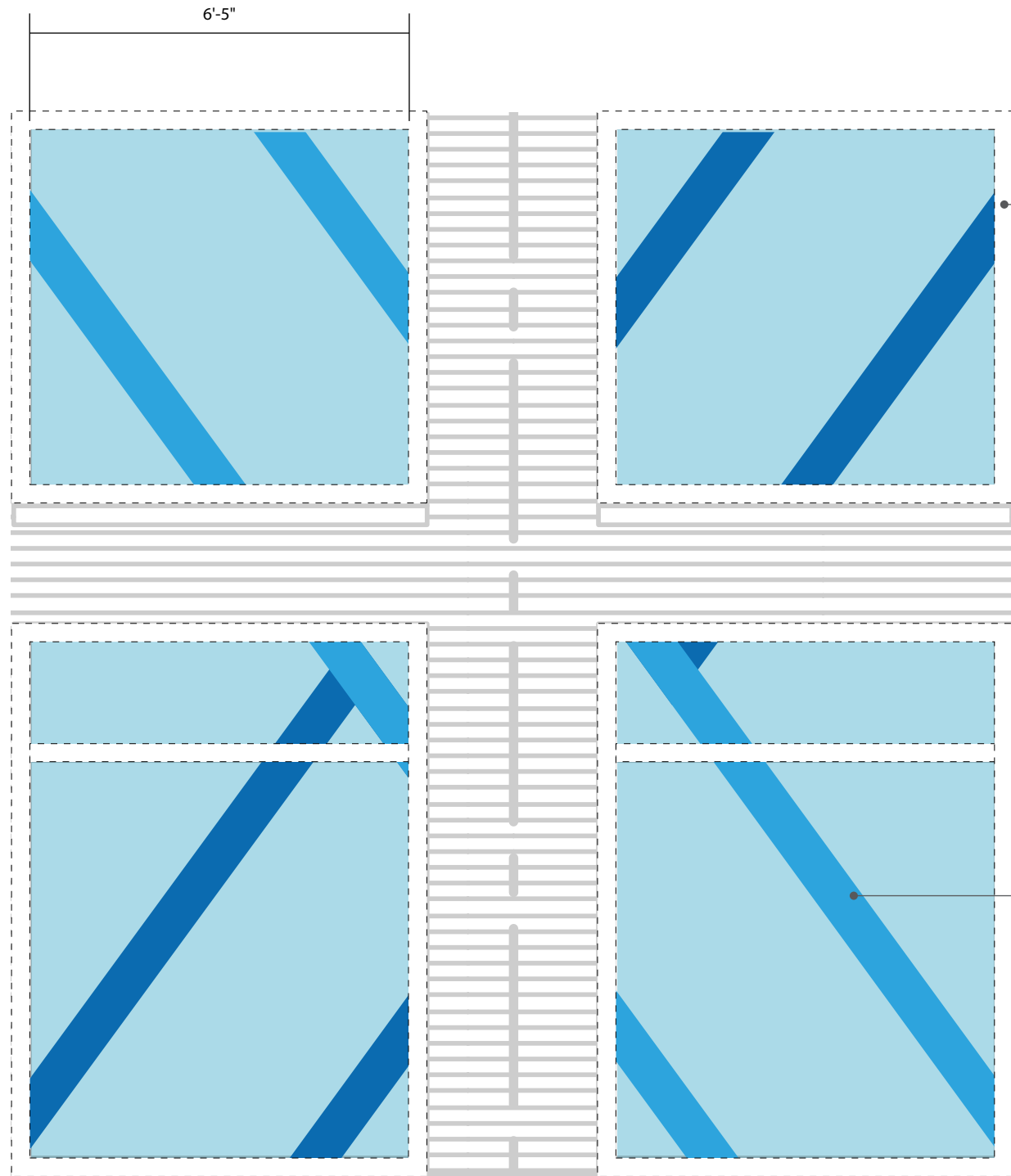
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Details

G.13



EXISTING MULLIONS



P4 P5
 SURFACE APPLIED DIGITAL PRINT;
 TRANSPARENCY LEVEL TBD

QUANTITY: x1

1 **WG.2 - Glass Graphics Ames**
 scale: 3/8" = 1' - 0"



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Details

