



MEMO

Date: March 20, 2024

To: CRA Board

From: Joel Smith

RE: 300 Binney Signage Proposal

BACKGROUND

The development at 300 Binney Street, situated on the seventh individual parcel of Parcel 2 of the Kendall Square KSURP area, received initial design approval from the CRA on July 23, 2009, and the construction of the building was finalized in 2013. Though the building initially functioned as office space, it was designed with floor-to-floor heights and vertical infrastructure circulation space to allow for potential future use as a research and lab facility in the future. In 2022, BXP decided to renovate the space as lab space and lease it to the Broad Institute to accommodate their further growth in Kendall Square. Both the MXD Zoning District and the KSURP development controls do not make a distinction between office and lab use, therefore the renovation of 300 Binney did not involve a change in use. The CRA initially reviewed the building renovation plans at a meeting of the Design Review Committee on October 13, 2022, and the CRA Board approved the renovation project on November 16, 2022.

SIGNAGE PROPOSAL

To accommodate the new tenant, as part of the building renovation, BXP is seeking new exterior building signage. The CRA received an initial signage application from BXP for the Broad Institute on February 14, 2024 (Attachment A). Upon thorough examination, CRA staff found that the signage package was in line with the requirements outlined in the MXD District Signage Design Guidelines. Due to the modest nature of the signage package, staff recommended that the proposal proceeding directly to the full CRA Board for consideration. The final signage package was received March 14, 2024 (Attachment B) with no substantive changes to the proposal.

BXP is seeking approval to install the sign as part of the approved project. The tenant identity package includes the following components:

- Sign Type A1 Building Identification - Sign panel, dimension of 10' 7" x 2' 3", fabricated stainless steel sign panel with #4 horizontal satin grain, and 1/2" satin white acrylic push through logo and text;
- Sign Type A2 Entry Identification- Sign panel, dimension of 10' 7" x 2' 3", 1/4" painted acrylic logo and text mounted to glass storefront, with vinyl backer to mask adhesives;
- Sign Type A3 Building Address- Sign dimension of 2' 7" x 6", Applied matte white vinyl to first surface of glass entry centered above doorway and
- Sign Type A4 Tactile Building Identification- Sign dimensions of 9" x 2", the sign is 1/8" pressure formed acrylic panel with raised text and grade 2 braille, mounted to glass storefront.

MOTION

Draft Motion: Approving the Signage Proposal from the Broad Institute at 300 Binney Street, Parcel Two of the Kendall Square Urban Redevelopment Plan

ATTACHMENTS

Attachment A: 300 Binney Broad Institute Signage Package from February 14, 2024

Attachment B: 300 Binney Broad Institute Signage Package from March 14, 2024

Attachment A

300 Binney Broad Institute Signage Package from February 14, 2024



Broad Institute 300 Binney Street
Building Signage

February 1, 2024

Roll Barresi & Associates HGA
611 Main Street, Suite 300
Winchester, Massachusetts 01890
www.rollbarresi.com

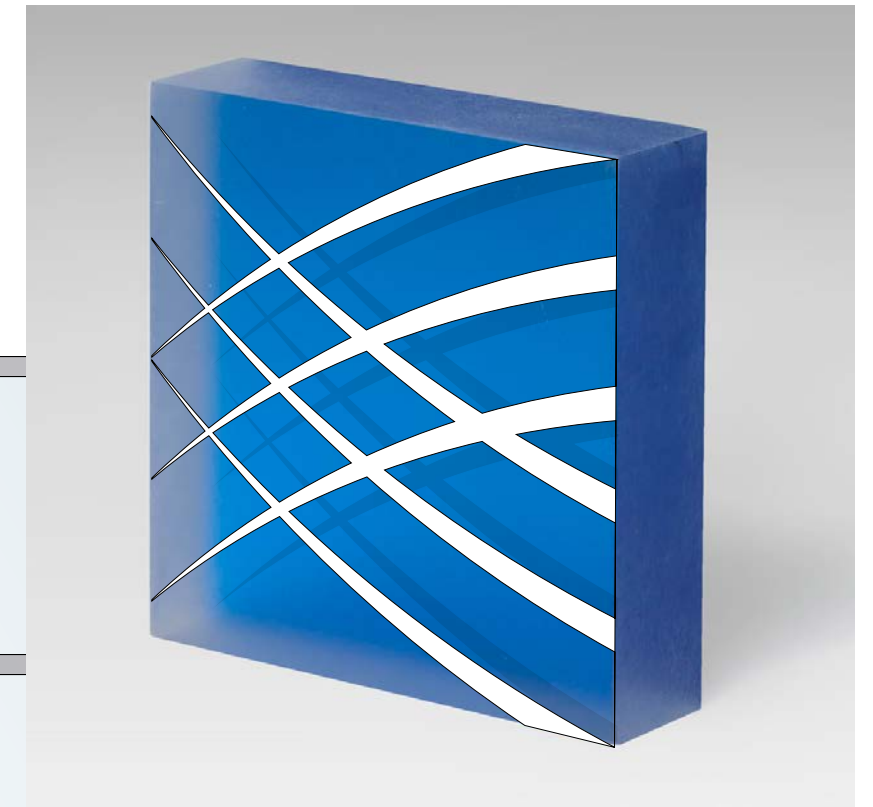
Exterior Sign Concepts



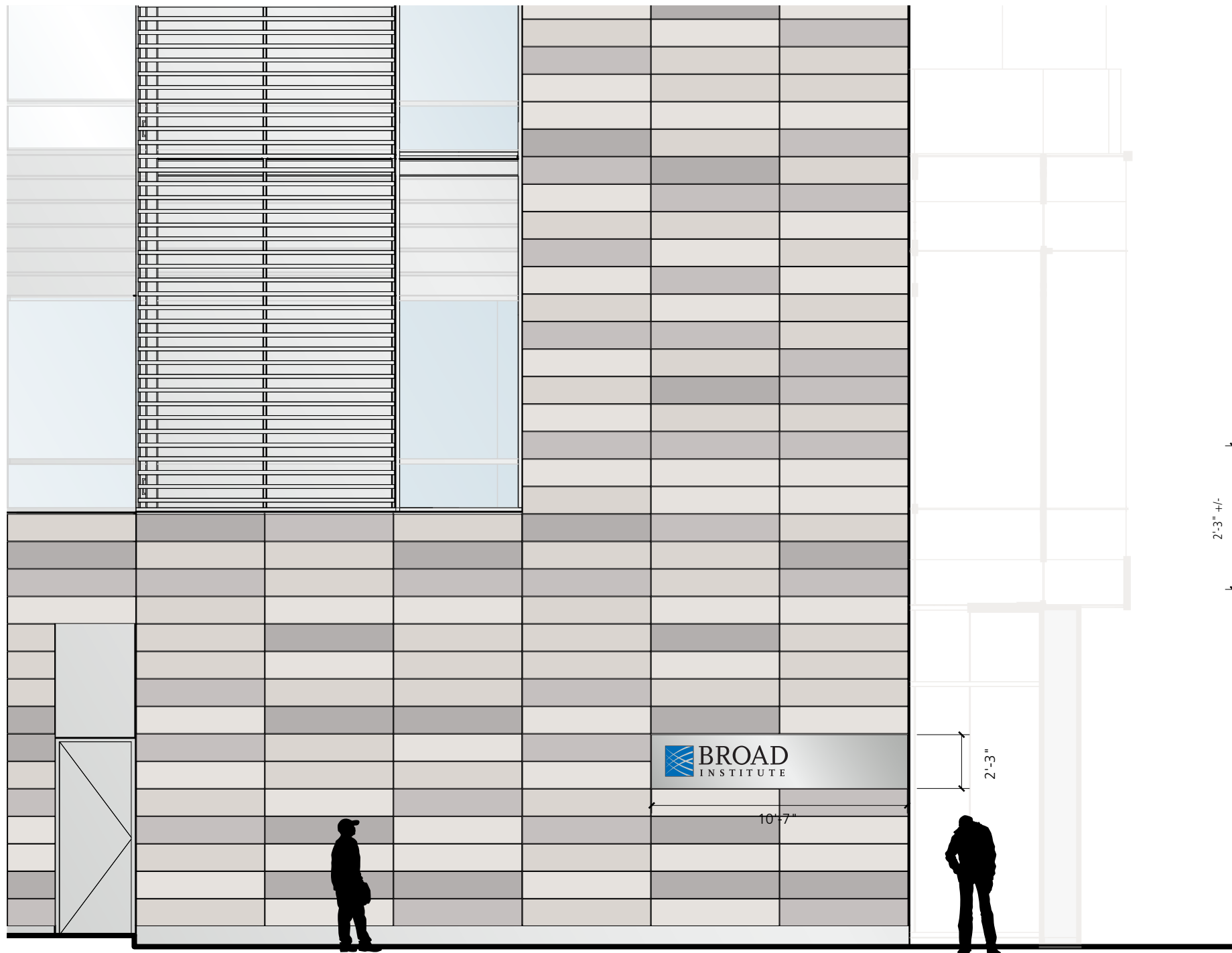


Pressure formed acrylic panel 1/8" thick
text and braille remain clear mounted with
optically clear adhesive.

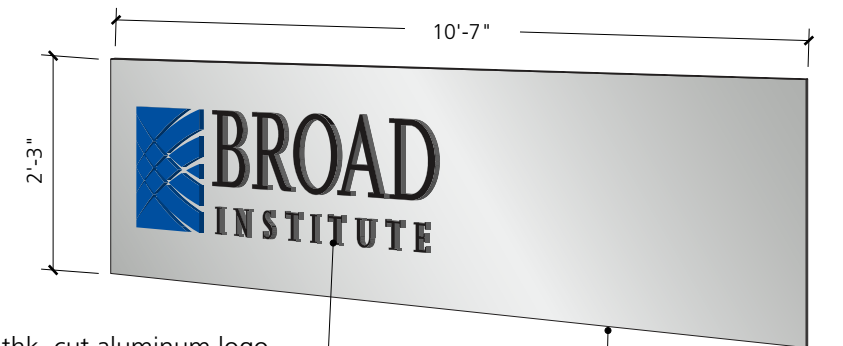
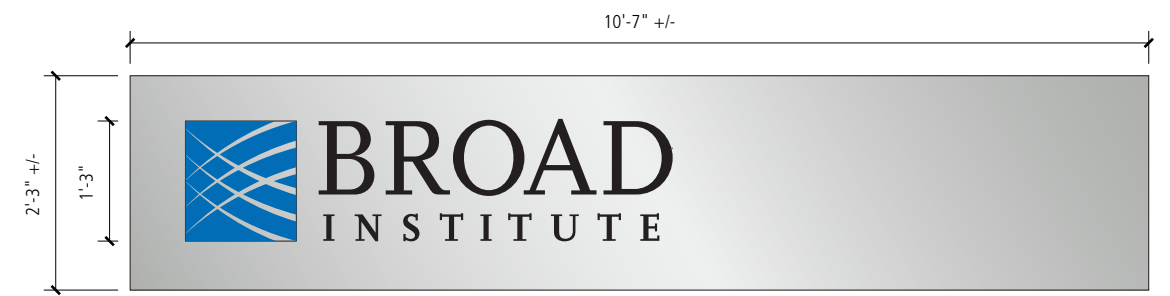
Broad Institute logo serves as visual characters



Scale: 1/2" = 1' - 0"

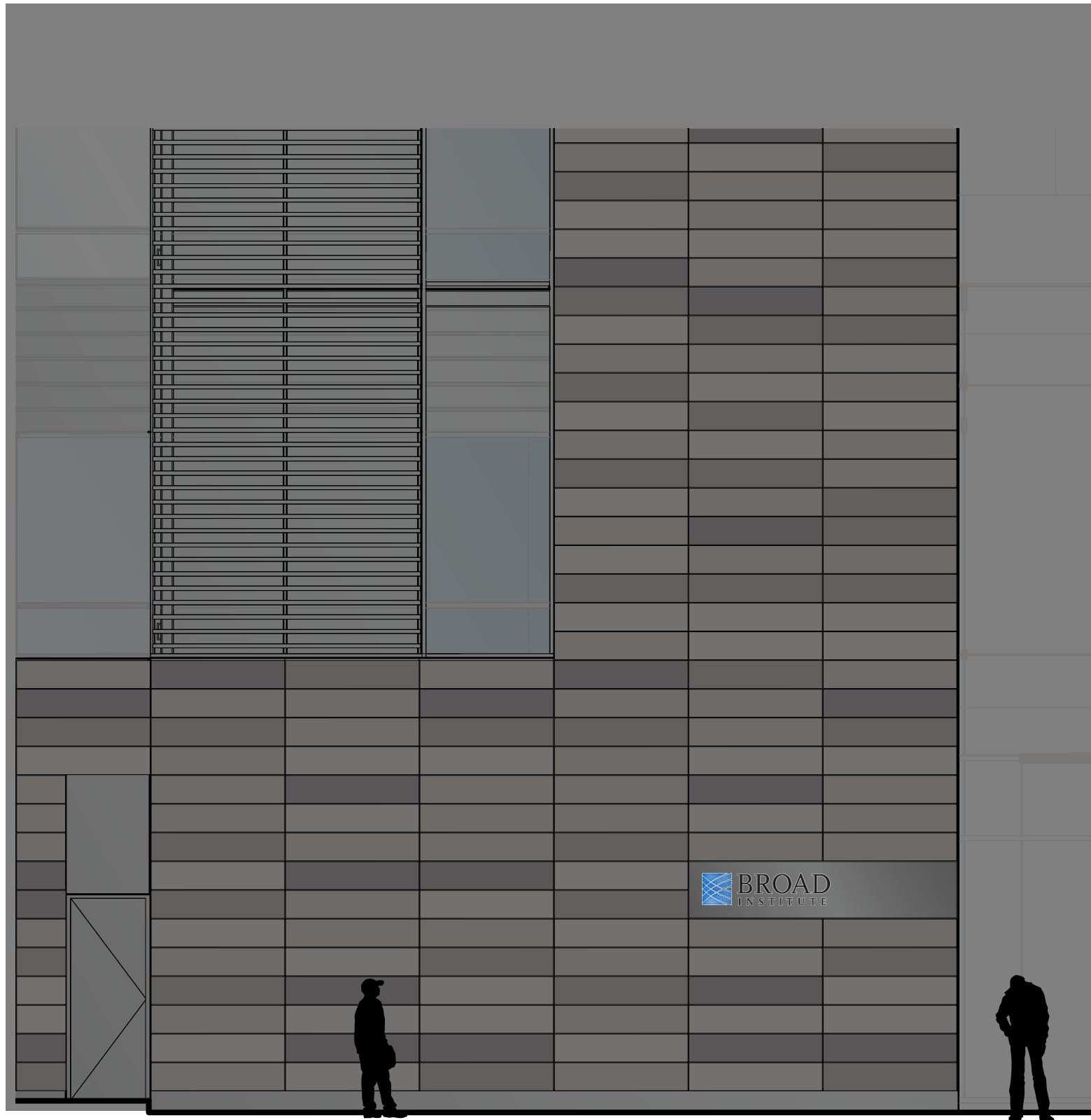


East Elevation
Scale: 3/16" = 1' - 0"



3/4" thk. cut aluminum logo
with painted finish or
edge-lit logo with opaque face letters
and back-lit faced symbol

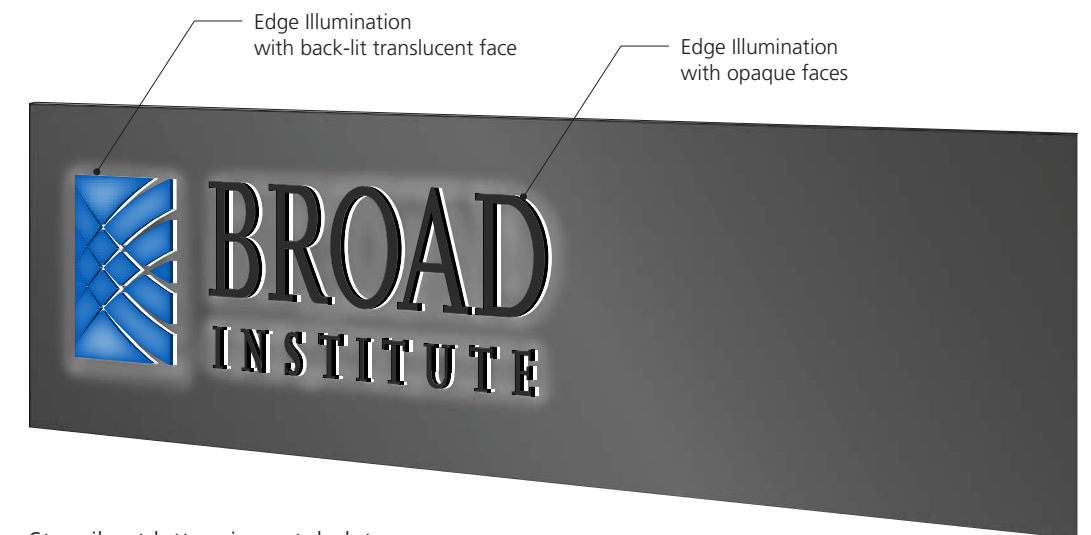
Fabricated brushed stainless steel 2" deep sign panel



East Elevation
Scale: 3/16" = 1' - 0"



Edge-lit letters



Stencil cut letters in metal plate

Attachment B

300 Binney Broad Institute Signage Package from March 14, 2024

March 14, 2024

Mr. Tom Evans
Cambridge Redevelopment Authority
255 Main Street, 8th Floor
Cambridge, MA 02142

Re: 300 Binney Street – Broad Institute Signage

Dear Mr. Evans:

This letter describes the proposed exterior signage at 300 Binney submitted on behalf of the Broad Institute.

Boston

Los Angeles

New York

San Francisco

Washington, DC

In addition to the description and information provided below, enclosed as Exhibit A is the signage design document prepared by the Broad Institute's architect, HGA Architect and the signage designer, Roll Barresi & Associates. Installation of all signage is scheduled to be complete before the building's occupancy in December 2024.

The proposed signage consists of four exterior signs:

Sign Type A1 – Broad Institute Building Identification

The Building Identification sign panel is approximately 10' 7" wide and 2' 3" tall located on the east building elevation. The sign will be approximately 6' 7" above the ground elevation. The sign is fabricated stainless steel with horizontal satin grain with ½" satin white push through logo and text. Further details on the sign can be found on the attached page 4.

The panel will be flush with the terra cotta panels with clips and silicone as required. Illumination is planned between dusk and 11 pm and will be controlled by timers. The light fixtures are dimmable to control the illumination levels and can be adjusted after installation. Technical specifications of the lights are included in the attached package.

The design of the sign is within the current module of the terra cotta rain screen system and hence, should the sign be removed in the future, terra cotta panels can replace the sign. These replacement terra cotta panels have been purchased and will be stored within the building.

Sign Type A2 – Broad Institute Entry Identification

The Entry Identification sign is approximately 6' 9" wide and 1' 8" tall located to the right of the Building entry on Binney Street. The sign is ¼" painted acrylic logo and

text mounted to glass storefront with vinyl backer to mask adhesives. The text and logo will be painted on all sides as shown.

Sign Type A3 – Building Address

The Building Address sign is approximately 2' 7" wide and 6" tall located just above the a horizontal building mullion and the entry doors on Binney Street. The sign is white vinyl applied to the first surface of the glass.

Sign Type A4 – Tactile Building identification

The Tactile Building identification sign is approximately 9" wide and 2" tall located to the right of the entry doors. The sign is 1/8" pressure formed acrylic panel with raised text and grade 2 braille, mounted to glass storefront.

Please let us know if you have any questions on this submission and we look forward to discussing it further at the CRA Board Meeting March 20th.

Sincerely,

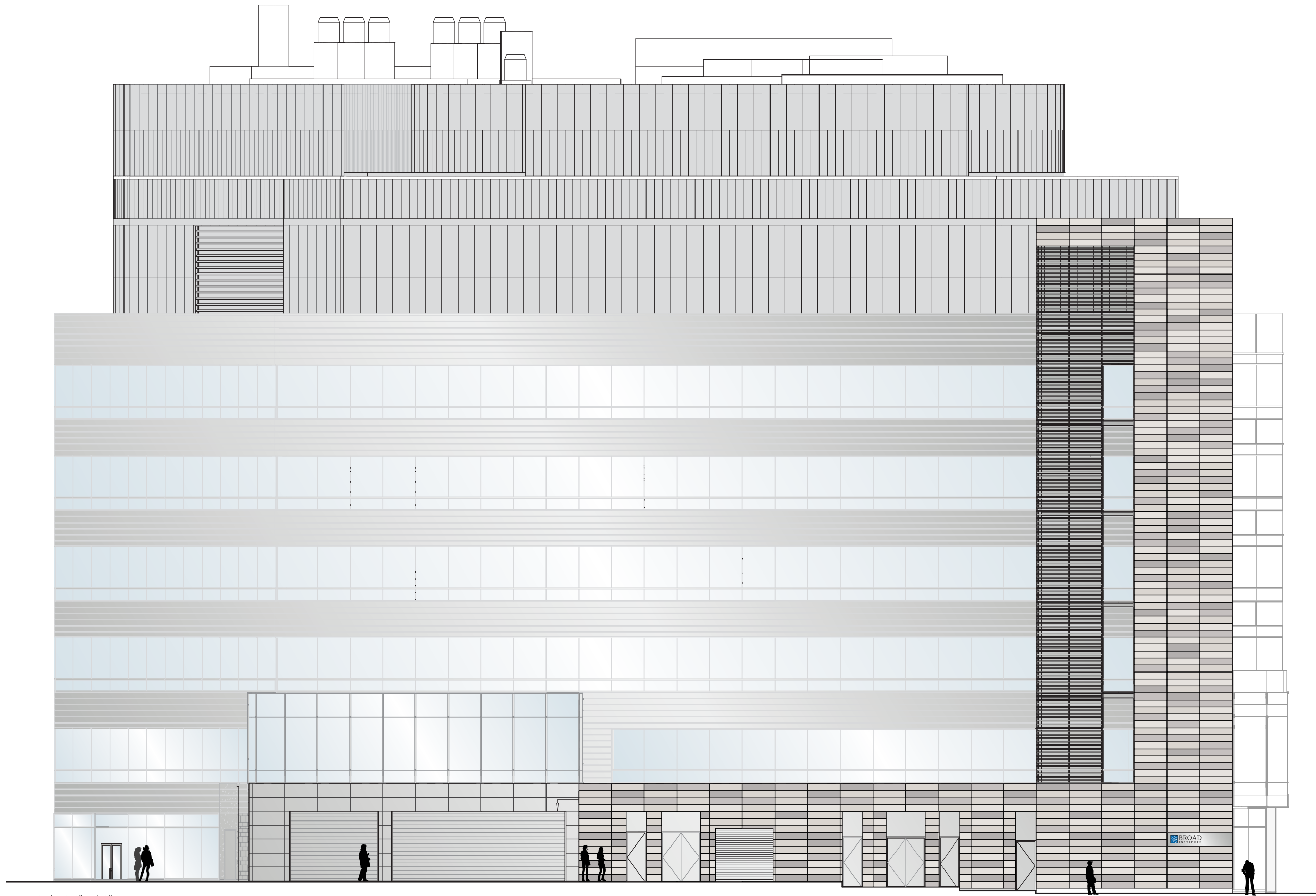
A handwritten signature in blue ink that reads "Jeff Lowenberg". The signature is fluid and cursive, with a large loop at the end.

Jeff Lowenberg
SVP - Development

Enclosure – Exhibit A Signage Design

cc: Joel Smith CRA
Sara Cottet, Broad Institute
Jeanne MacLellan, Broad Institute
Matt Ali, HGA Architects

Exhibit A
Signage Design



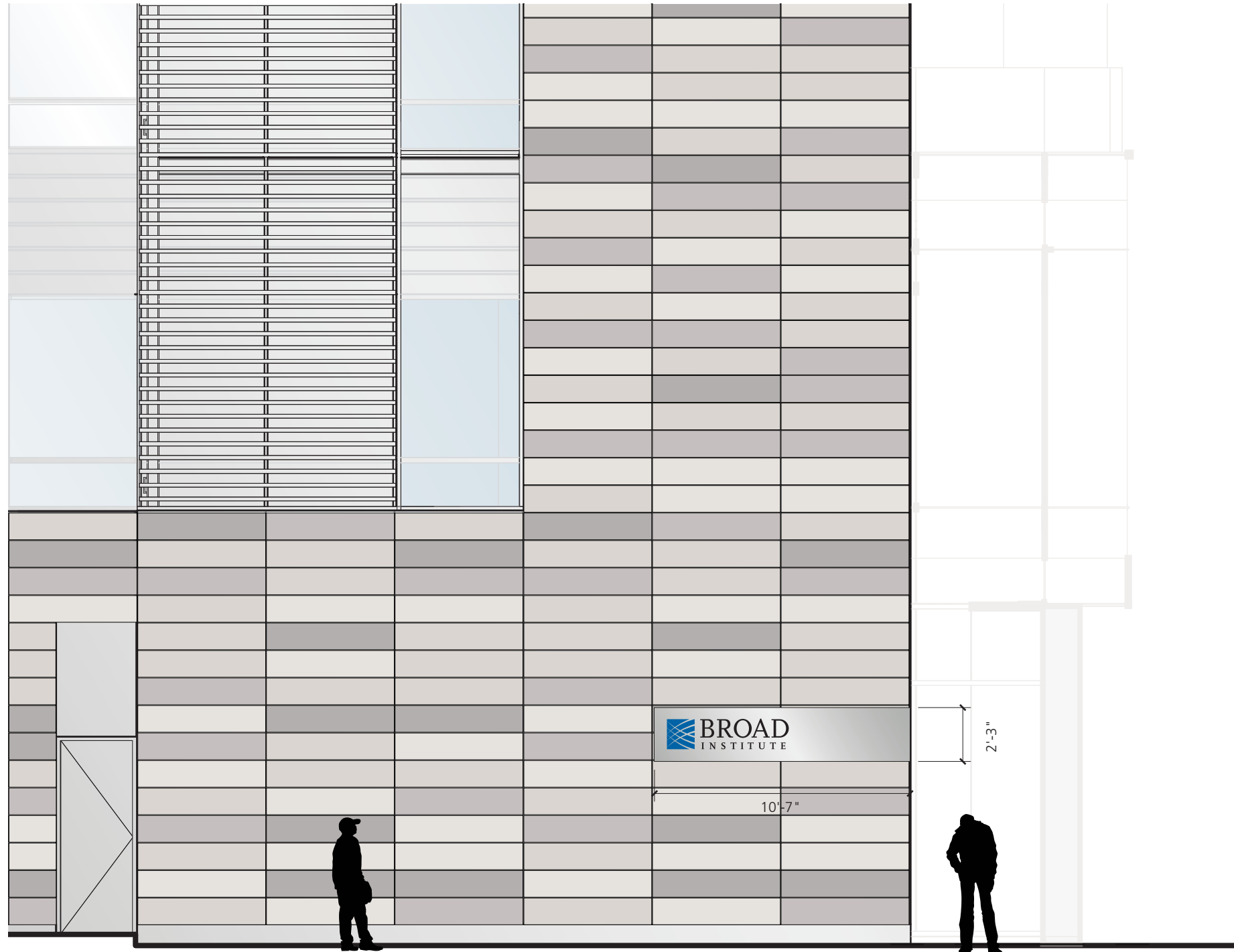
Scale 1/16" - 1'-0"

East Elevation: Building Identification Sign

Broad Institute
300 Binney Street

HGA

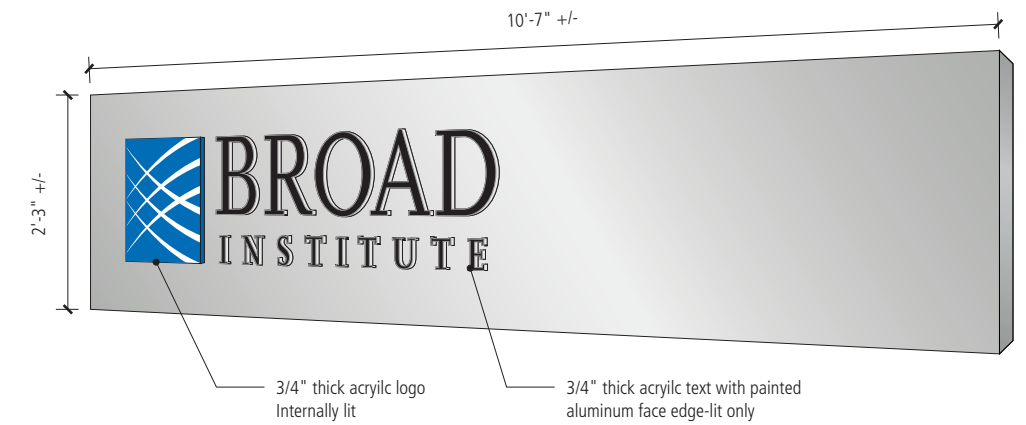
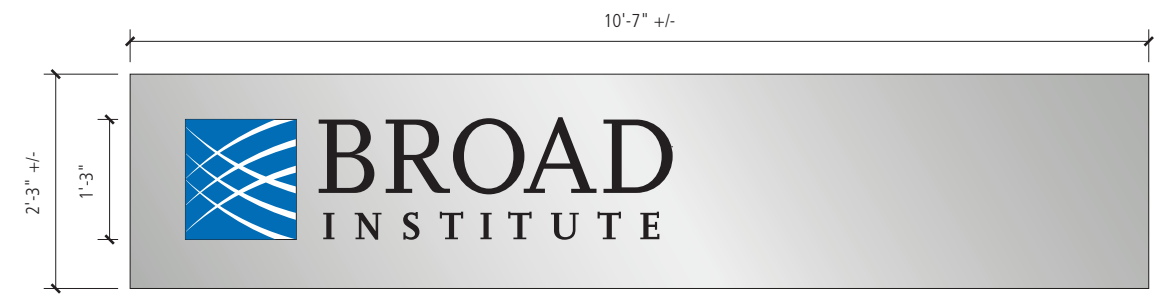
Roll Barresi & Associates



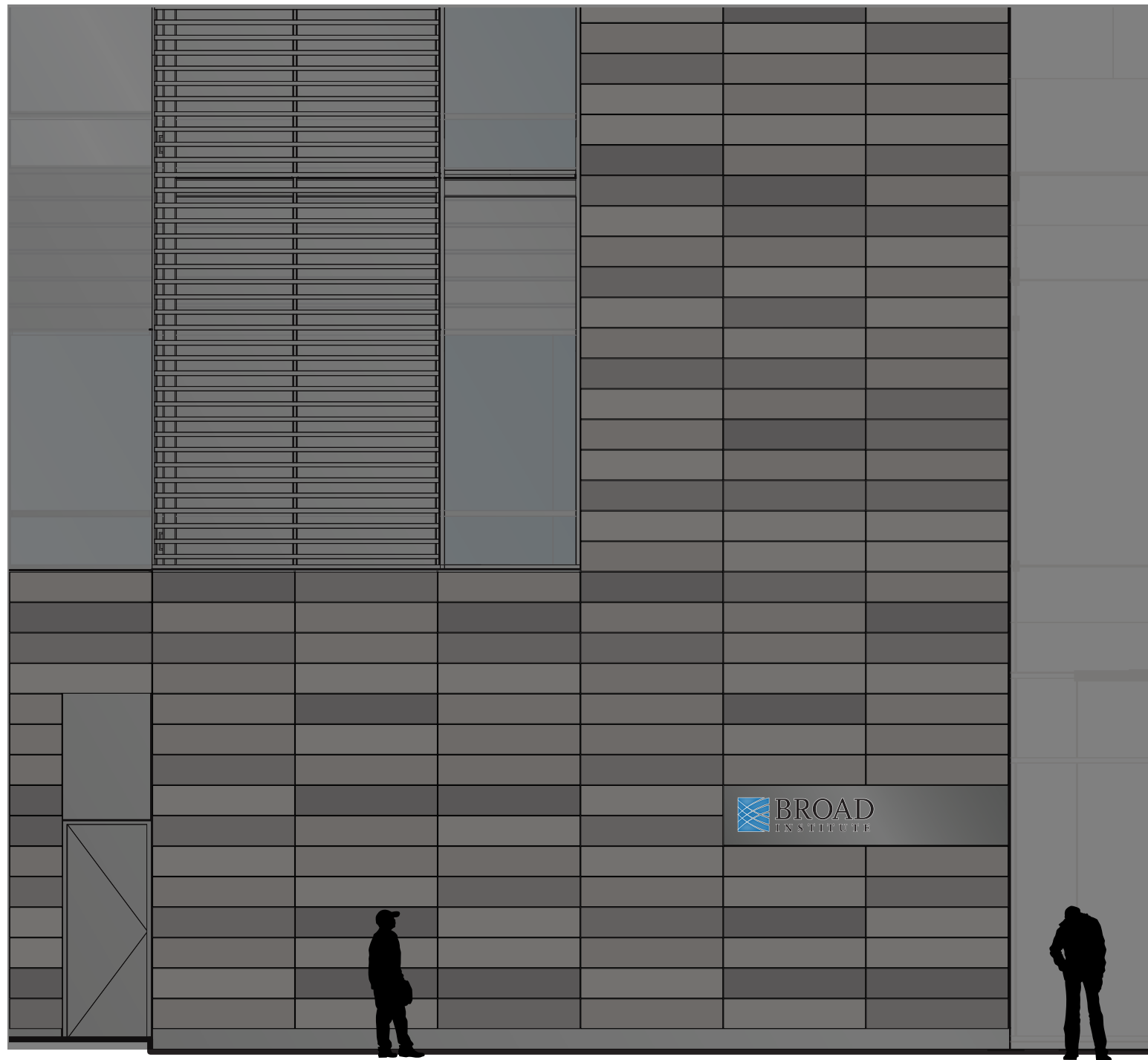
Scale 3/16" = 1'-0"



75 Ames Existing Sign - 1'-2 1/4" Logo



East Elevation: Building Identification Sign Detail



Scale 3/16" = 1'-0"

East Elevation: Building Identification Sign Illumination



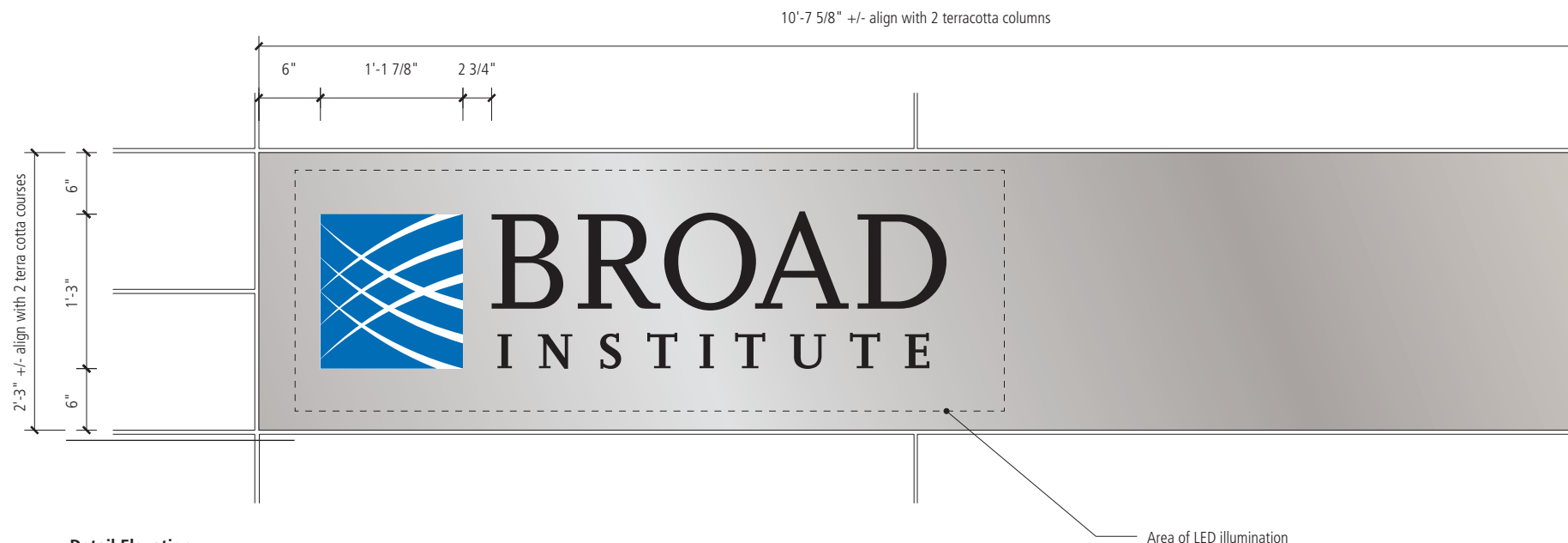
Edge-lit letters



Illuminated logo

Halo Illuminated type

Proposed Illumination



Detail Elevation
Scale: 3/4" = 1'-0"

Sign Type A1 - Building Identification

Typestyle: N/A (Artwork to be provided)

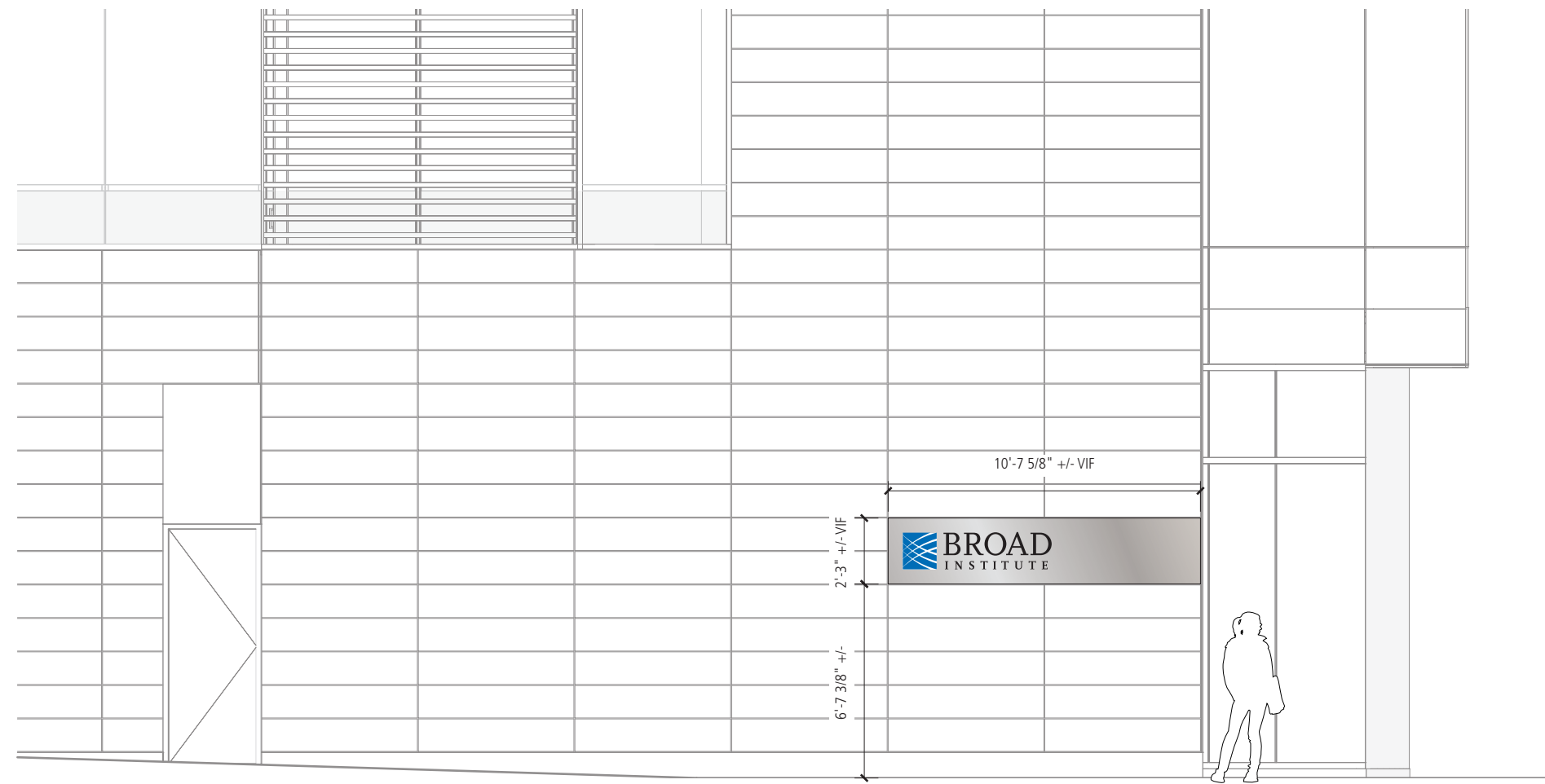
Colors: Logo: Pantone 300C and White
Text: Black

Description: Fabricated stainless steel sign panel with #4 horizontal satin grain, and 1/2" satin white acrylic push through logo and text. Logo has applied translucent vinyl face, to match Pantone 300C (3m 3630-127 intense blue, or approved equal). Lettering has .030" painted aluminum faces adhered to face of acrylic. Panel internally illuminated by LED, face and returns of logo to illuminate, text to be halo illuminated through returns of push through acrylic.

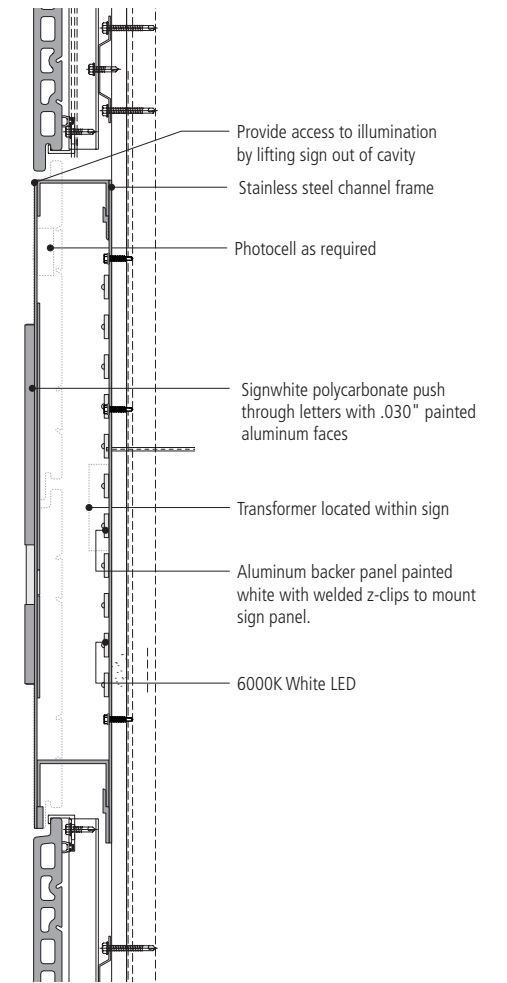
Panel to be inset flush with terracotta rain screen, with panel clips and silicone as required. Fabricator to supply power supplies, drivers, photocells, and shut off switches for final connection by project electrician.

Illumination to be controlled by timers to illuminate from Dusk - 11:00 PM. Light output to be controlled by dimmers.

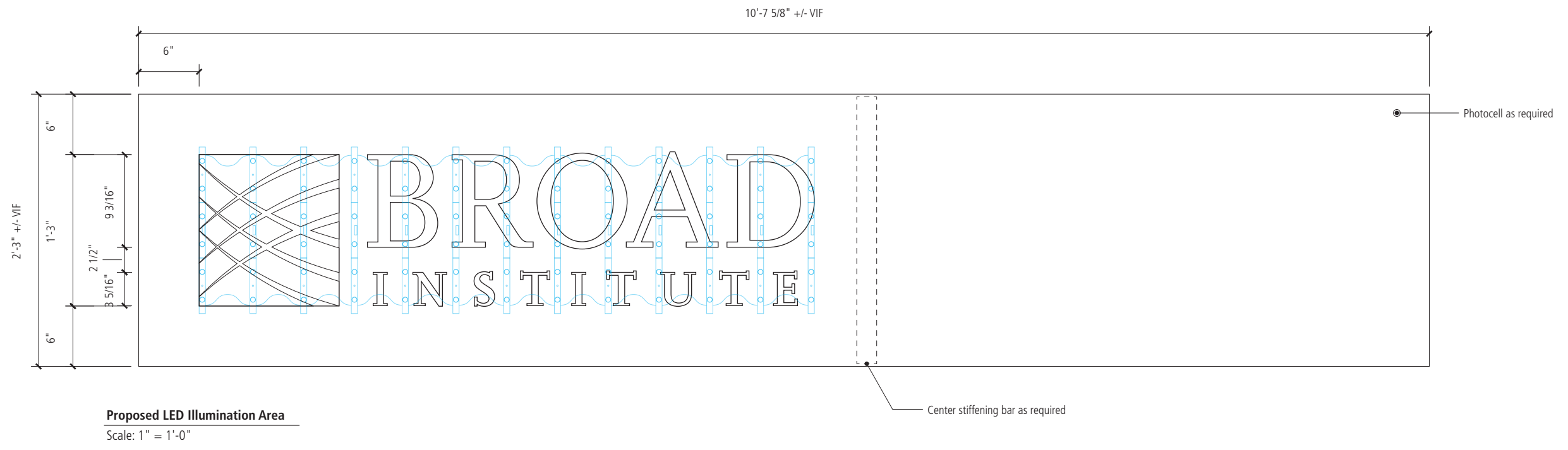
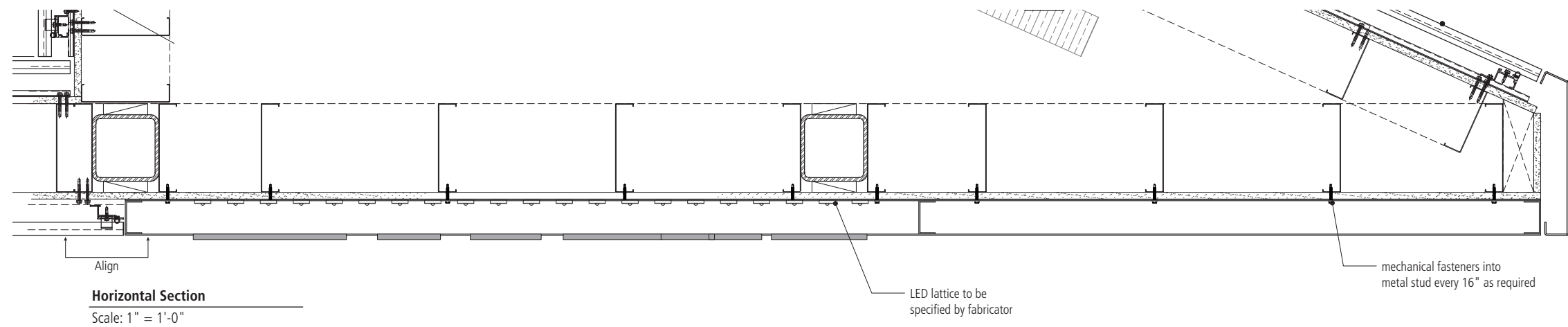
Sign removal: stainless steel frame and panel to be lifted out and replaced with matching terra cotta panels, held as attic stock by owner.



Context Elevation
Scale: 3/16" = 1'-0"



Vertical Section
Scale: 1 1/2" = 1'-0"



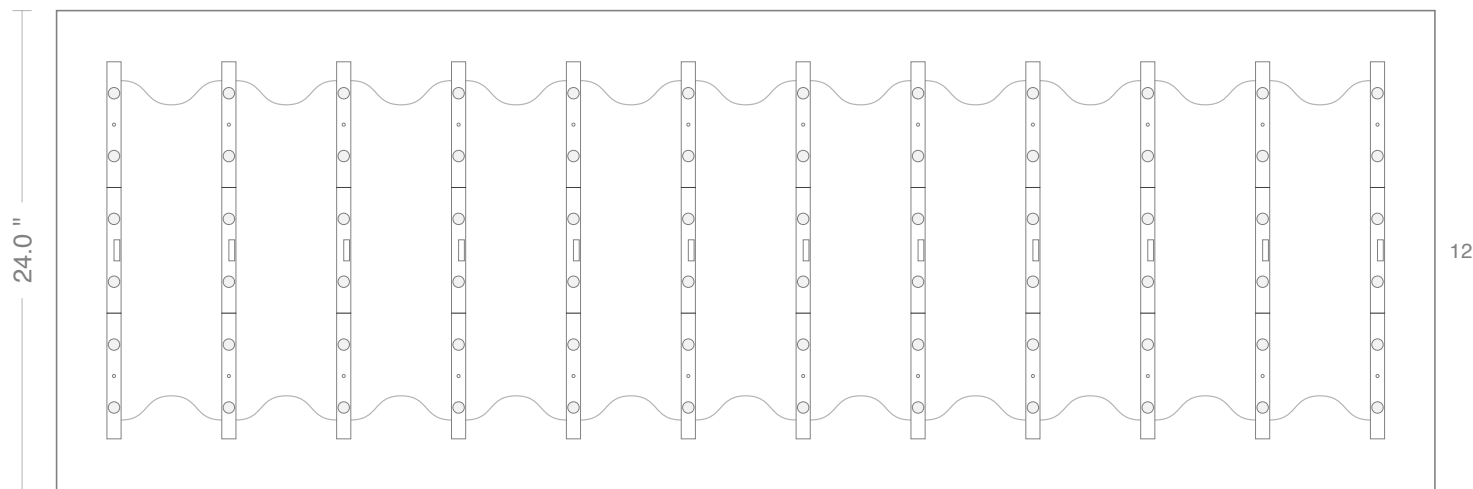


BrightLINE 2

69.0 "



3490 Venture Dr.
San Angelo, TX 76905
325.227.4577
www.principalsloan.com
layouts@pindustries.com



12

Date	Module	Power Supply	Modules per Foot	Area
February 15, 2024 01:53 PM PST	(12) BrightLINE 2 Long 6500K	(1) Energizer Series Universal 60W (24V)	2.277	11.50 sq ft
Layout Type	Module Part Number	Power Supply Part Number	Row Spacing	Perimeter
Face Lit	701989-6W24LB1	P-OH060-24-EC	18.9 in	15.50 feet
Total Watts	Module SKU	Power Supply SKU	Can Depth	Max Modules per PS
39.96 watts		P-OH060-24-EC	3.00 in	16

NOTICE: THIS LAYOUT IS ONLY AN ESTIMATE

Channel letter depth, face color, materials, and thickness can vary, which may affect the number of modules required. To ensure accuracy, it is recommended that you test light in a darkened environment prior to installing or shipping to the site to ensure that the light output is commercially acceptable. Final material estimates are the responsibility of the sign manufacturer.

ALL LAYOUTS ARE BASED ON THE USE OF ACRYLIC FACES.

THESE DRAWINGS AND SPECIFICATIONS ARE THE CONFIDENTIAL PROPERTY OF PRINCIPAL SLOAN. ANY REPRODUCTION OR USE WITHOUT PRIOR WRITTEN CONSENT IS PROHIBITED.



BrightLINE 2



3490 Venture Dr.
San Angelo, TX 76905
325.227.4577
www.principalsloan.com
layouts@pindustries.com

Cabinet Details

Width	69.0 in	Module Spacing	5.8 in
Height	24.0 in	Module Count	12
Can Depth	3.00 in	Module Color	White (6500K)
Orientation	Horizontal	Module Watts	39.96 watts
Sides	Single	Module Voltage	24v
Area	11.50 sq ft	Watts per Module	3.33 watts
Perimeter	15.50 feet	Total Lumens	6000
Row Spacing	18.9 in	Average Lumens per Watt	150
Power Supply Location	Self-contained	Total Module Length	5.27 ft
Power Supply Count	1	Horizontal Clearance	2.9 in
Power Supply Mode	Optimal by Run	Vertical Clearance	12.0 in
Amp Draw	1.350	Ordering Length	6.0 feet
Job ID		Center Pole Diameter	0.0 in

Modules Used

Module Name	Module Part Number	Count
BrightLINE 2 Long 6500K	701989-6W24LB1	12

Power Supplies

PS #	Name	Part Number	Max Watts	Load	Module Count	Row #s	Module Watts	Modules
1	Energizer Series Universal 60W (24V)	P-OH060-24-EC	39.96	66.6 %	12.0	0	39.96	(12) BrightLINE 2 Long 6500K

NOTICE: THIS LAYOUT IS ONLY AN ESTIMATE

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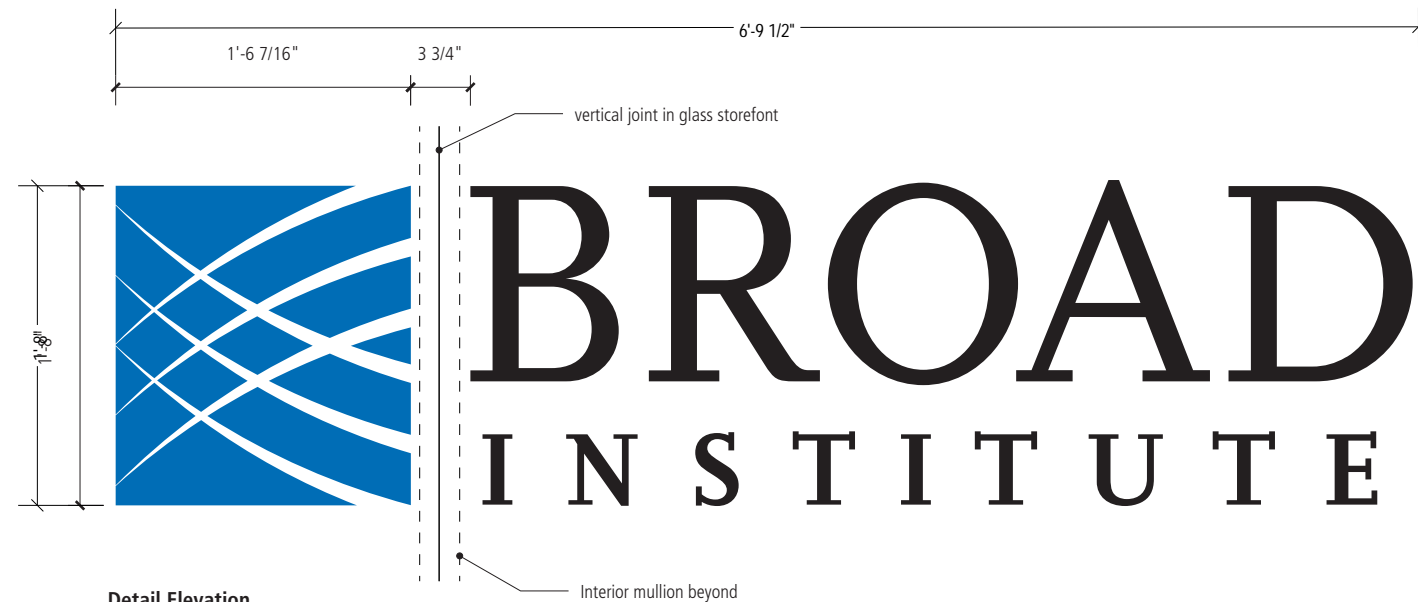
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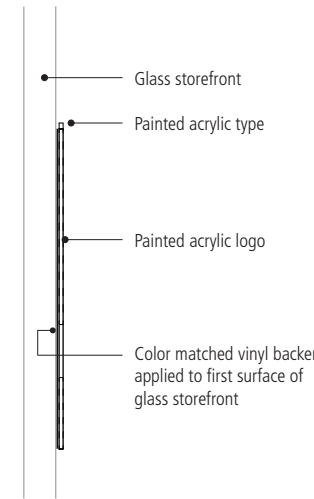


East Elevation: Daytime Building Rendering



Detail Elevation

Scale: 1" = 1'-0"



End View

Scale: 1" = 1'-0"

Sign Type A2 - Entry Identification

Typestyle: N/A (Artwork to be provided)

Colors: Logo: Pantone 300C and White
Text: Black

Description: 1/4" painted acrylic logo and text mounted to glass storefront, with vinyl backer to mask adhesives.

Text and logo painted on all sides, black and blue as shown, white portion of logo to be masked and sprayed white. Vinyl backer to match color fields of text and logo only no white.



Context Elevation

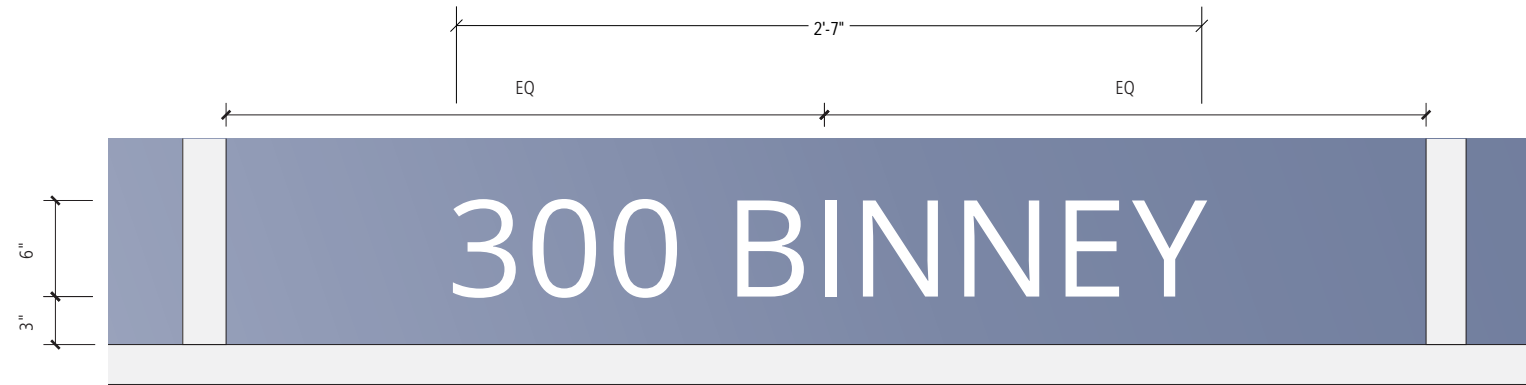
Scale: 1/4" = 1'-0"

Sign Type A3 - Building Address

Typestyle: Open Sans Regular +20em UC (Optical)

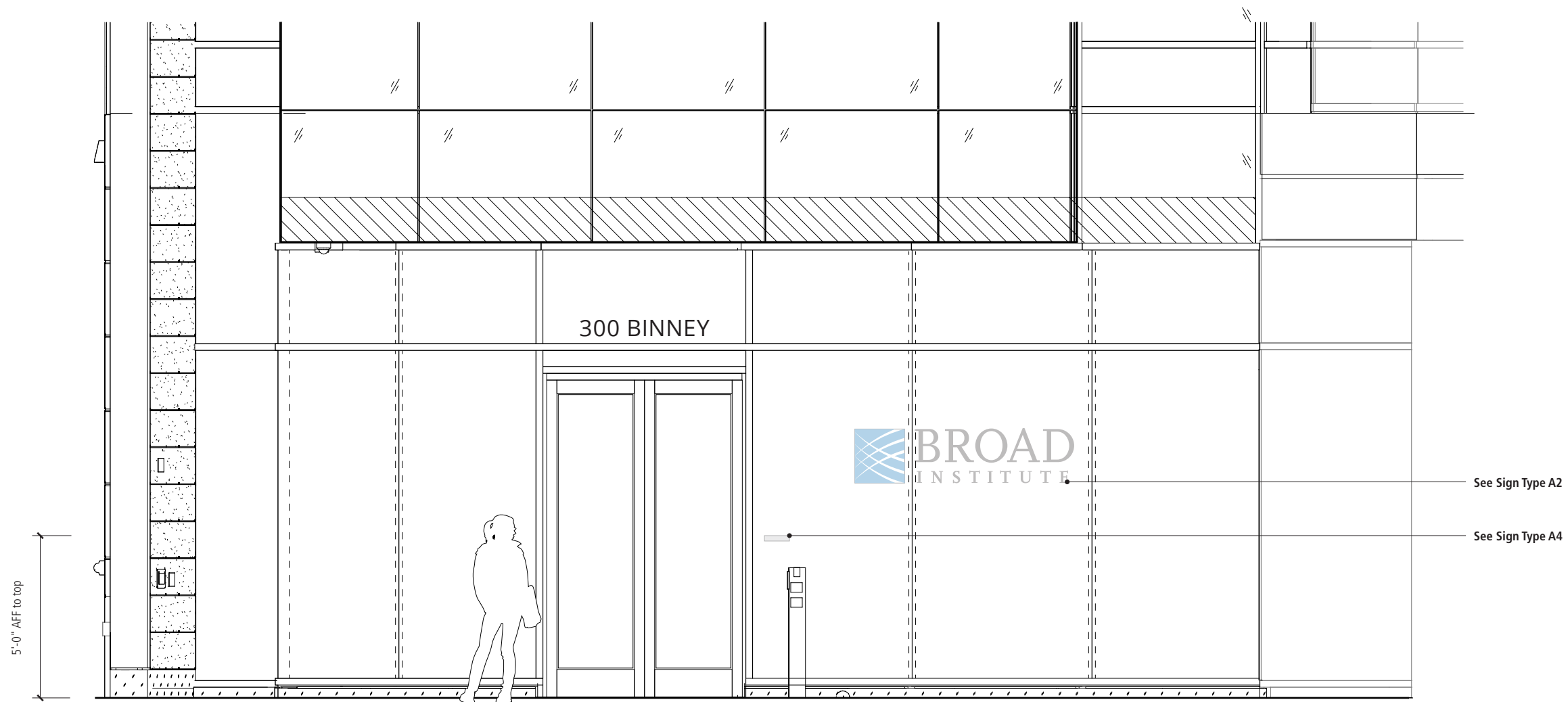
Colors: Text: White

Description: Applied matte white vinyl to first surface of glass entry centered above doorway.



Detail Elevation

Scale: 1" = 1'-0"



Context Elevation

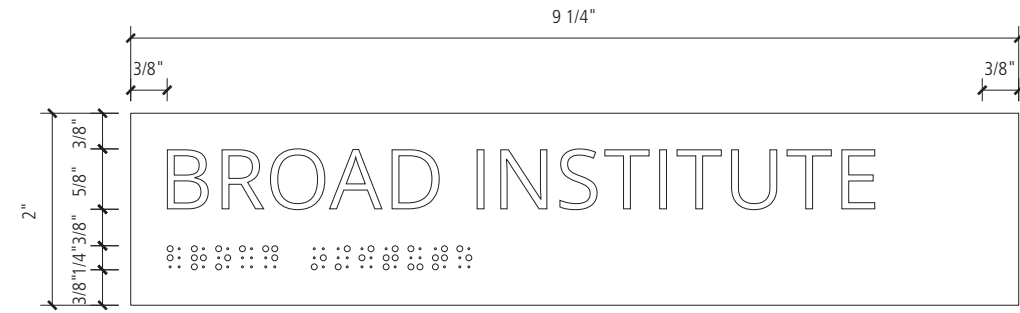
Scale: 1/4" = 1'-0"

Sign Type A4 - Tactile Building Identification

Typestyle: Open Sans Regular +20em UC - Optical

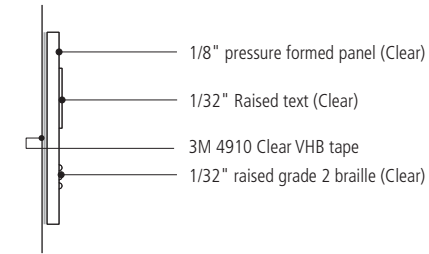
Colors: Colorless

Description: 1/8" pressure formed acrylic panel with raised text and grade 2 braille, mounted to glass storefront with clear VHB tape or equal.



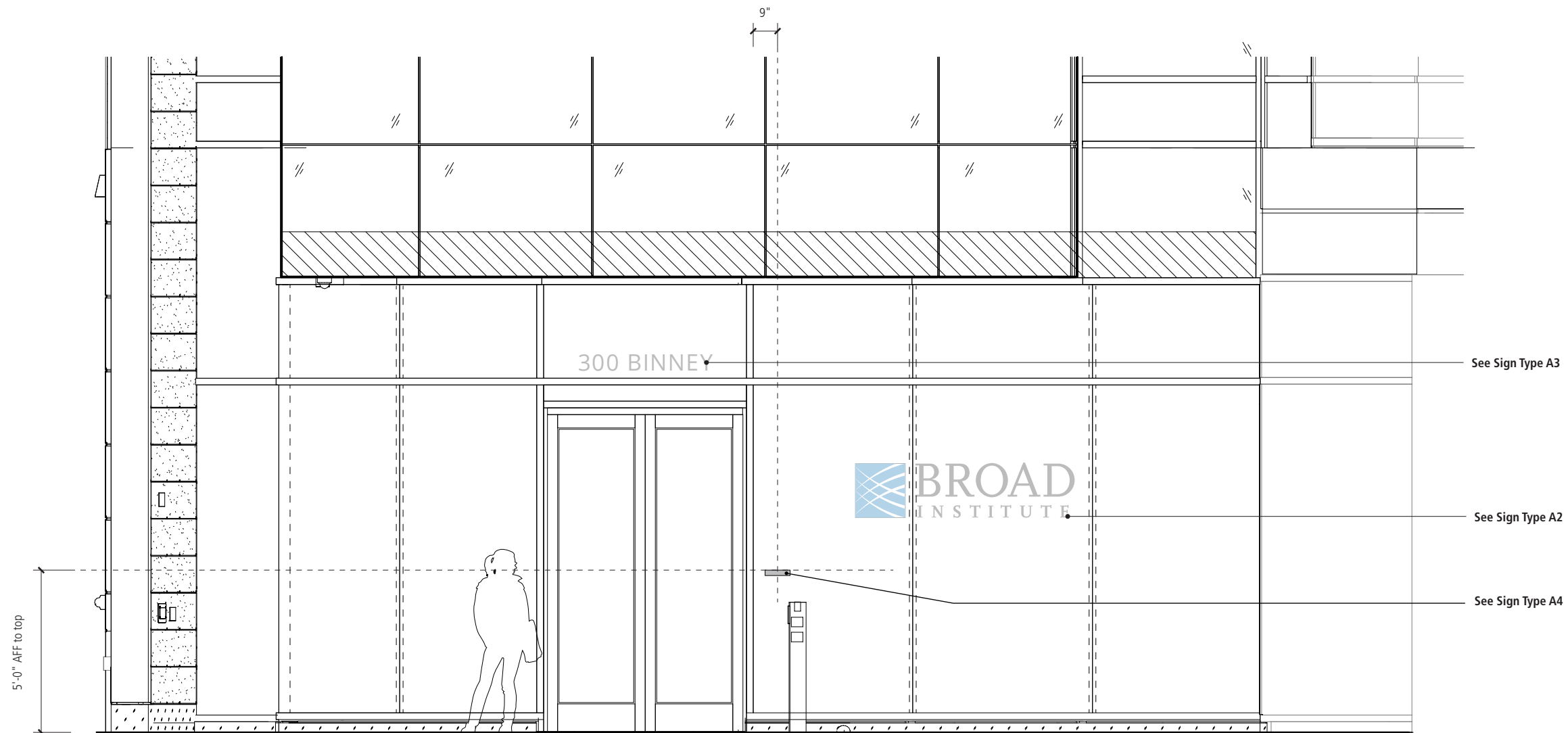
Detail Elevation

Scale: 6" = 1'-0"



Section View

Scale: 6" = 1'-0"



Context Elevation

Scale: 1/4" = 1'-0"