



MEMO

Date: April 24, 2024

To: CRA Board

From: Joel Smith

RE: 415 Main Street Replacement Signage Proposal

BACKGROUND

On February 15, 2017, the Cambridge Redevelopment Authority Board (the “Board”) reviewed and voted to approve the signage proposal that was presented by Cambridge Trust Bank at 415 Main Street located on Parcel Three of the Kendall Square Urban Redevelopment Plan area. Following the board approval, in the Cambridge Trust signage and awnings were installed in the summer of 2017. In 2023, Cambridge Trust and Eastern Bank entered into a merger agreement and the 415 Main St. location is transitioning into an Eastern Bank branch.

SIGNAGE PROPOSAL

On February 8, 2024, Cambridge Redevelopment Authority (“CRA”) staff received a signage application from Batten Bros. Signs and Awnings on the behalf of Eastern Bank. The proposal substitutes the Cambridge Trust signage with the branding and identity of Eastern Bank. In conjunction with tenant signage replacement on both Ames Street and Main Street, the package proposes a substitute of the existing awning color from red to blue to match the branding of Eastern Bank. Upon review, CRA staff had no concerns and the signage package met the signage requirements as highlighted with the MXD District Signage Guidelines.

On April 3, 2024, the signage package was shared with the Design Review Committee. The Design Review Committee did not request any changes as a condition for approval, and CRA staff is expediting the signage package to a CRA Board vote. On the behalf of Eastern Bank, Batten Bros. Signs and Awning is looking to install the sign upon approval by the Board.

The details of the tenant identity package include the following:

- Two flush mounted tenant signs, on the Main Street façade and the Ames Street façade. The tenant signage will be raceway-mounted channel lettering to read “Eastern Bank” with the Eastern Bank Logo. Signage dimension of 34.1” x 273.7”. Illuminated with white LEDs with an output of 6500K lumens.
- Two sets of Awnings along each facade – The blue awnings will substitute the existing red awnings to match the branding and identity of Eastern Bank. The frame and their attachments of the awnings are to remain.

MOTION

Draft Motion: *Approving the replacement signage proposal from the Eastern Bank at 415 Main Street, Parcel Three of the Kendall Square Urban Redevelopment Plan*

ATTACHMENTS

Attachment A: 415 Main Street Eastern Bank Signage Package from February 8, 2024



BATTEN BROS.
Sign Advertising

893 Main Street, Wakefield, MA 01880

T 781.245.4800 F 781.246.4798

Cover Letter Cambridge RDA

Eastern Bank
415 Main Street
Cambridge, MA
781-599-2100

March 11th, 2024

Furnish and install two sets of raceway mounted channel letters. Both signs are to be identical to one another. The signs are to read "Eastern Bank" with the Eastern Bank Logo. The overall width of the signs is 273.75" W. The logo is 34.125" high. The tallest letters, "E" "B" and "K" are 24.75" high. The overall square footage of each sign is 64.87 Square Feet.

The letters have white faces and blue cans/returns. The logo will have a white face with a blue vinyl graphic component with blue cans/returns. The raceway will be painted to match the color of the window mullions to blend into the façade. The raceway will extend past the edges of the letters to where the wall meets the windows to better incorporate the sign into the façade.

Both signs are to be internally illuminated with white LEDs. The LEDs will be placed within each letter and only the face of the letters and logos will be illuminated including the graphic component of the Eastern Bank logo. The LEDs are 24V Cool White 6500K lumens. The faces will illuminate white. The vinyl portion of the logo will be illuminated dark blue. They will be connected to a time clock located on the interior of the building next to the breaker panel. The signs will be off during day time hours. They will turn on 30 – 45 minutes before sunset. They will stay illuminated for as long as is allowed by right by the City of Cambridge.

Regards,

Batten Bros., Inc.

Edward Batten
Project Manager
BATTEN BROS., Inc.
781-245-4800 ext 102

MIT 415 MAIN STREET LEASEHOLD LLC

February 8, 2024

Eastern Bank/Jones Lang Lasalle
195 Market St
Lynn, MA 01901
Attn: Kevin DelRossi

RE: Lease Agreement dated January 19, 2017 by and between MIT 415 Main Street Leasehold LLC and Cambridge Trust Company (as the same may have been amended or assigned, the “Lease”)

Dear Mr. DelRossi:

Reference is hereby made to the Lease. All capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Lease.

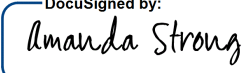
On January 3, 2024, we received a signage request and those certain plans prepared by American/Interstate Signcrafters and dated December 14, 2023 attached hereto as Schedule 1 (the “Plans”), along with a request that in accordance with Article 12 of the Lease, we review and approve such plans.

Subject to the terms of the Lease, Landlord approves the Plans with the understanding that Eastern Bank (as successor in interest to Cambridge Trust Company) expects to receive approval from the Cambridge Re-development Authority (the “CRA”) and the appropriate local City Authorities for the proposed design and installation of their new signage. If Eastern Bank does not receive the necessary approvals of the Plans from the CRA and the appropriate City Authorities, Landlord’s consent hereunder shall be of no force and effect and Eastern Bank shall not be permitted under the Lease to install such new signage.

Please feel free to contact Teresa Morgan, Boston Properties Property Manager with any questions or comments at tmorgan@bxp.com or 617-252-7156.

Sincerely,

MIT 415 Main Street Leasehold LLC,
By: MIT Cambridge Real Estate LLC, its manager

By: 
DocuSigned by:
7DD44B55C202463
Name: Amanda Strong
Title: Officer and not individually

cc: Allen Breed (Ahbreed@mitimco.mit.edu)
Teresa Morgan (tmorgan@bxp.com)
Erin Doherty (edoherty@bxp.com)
Kevin DelRossi (K.DelRossi@easternbank.com)

SCHEDULE 1

Plans



**415 Main Street
Cambridge, MA 02142**



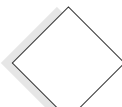


Job Number: 80322
Sales Rep: Bonnie Brock
Designer: Matt Valler
December 14, 2023

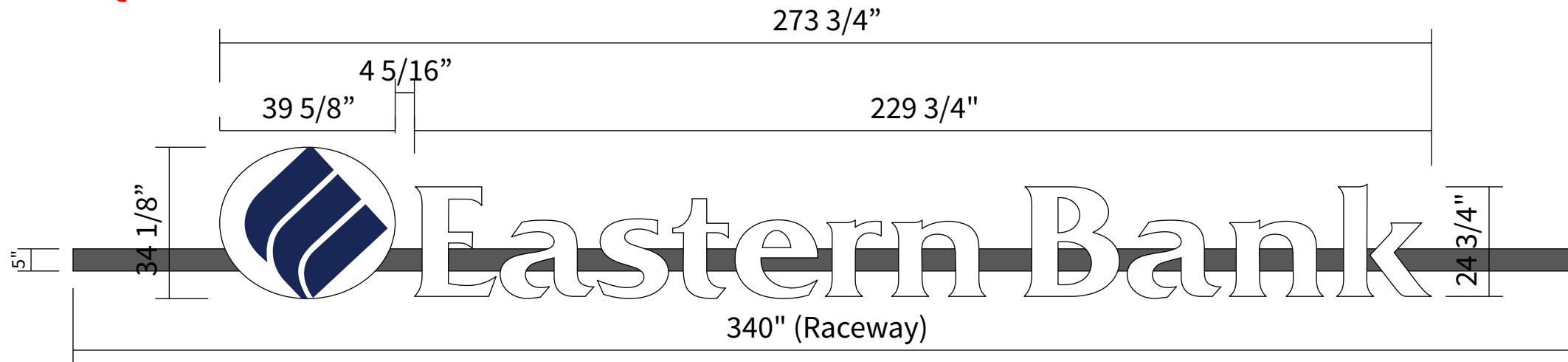


Scope of Work: Remove existing channel letters, and manufacture and install illuminated channel letters on raceway.

SURVEY REQUIRED PRIOR TO PRODUCTION

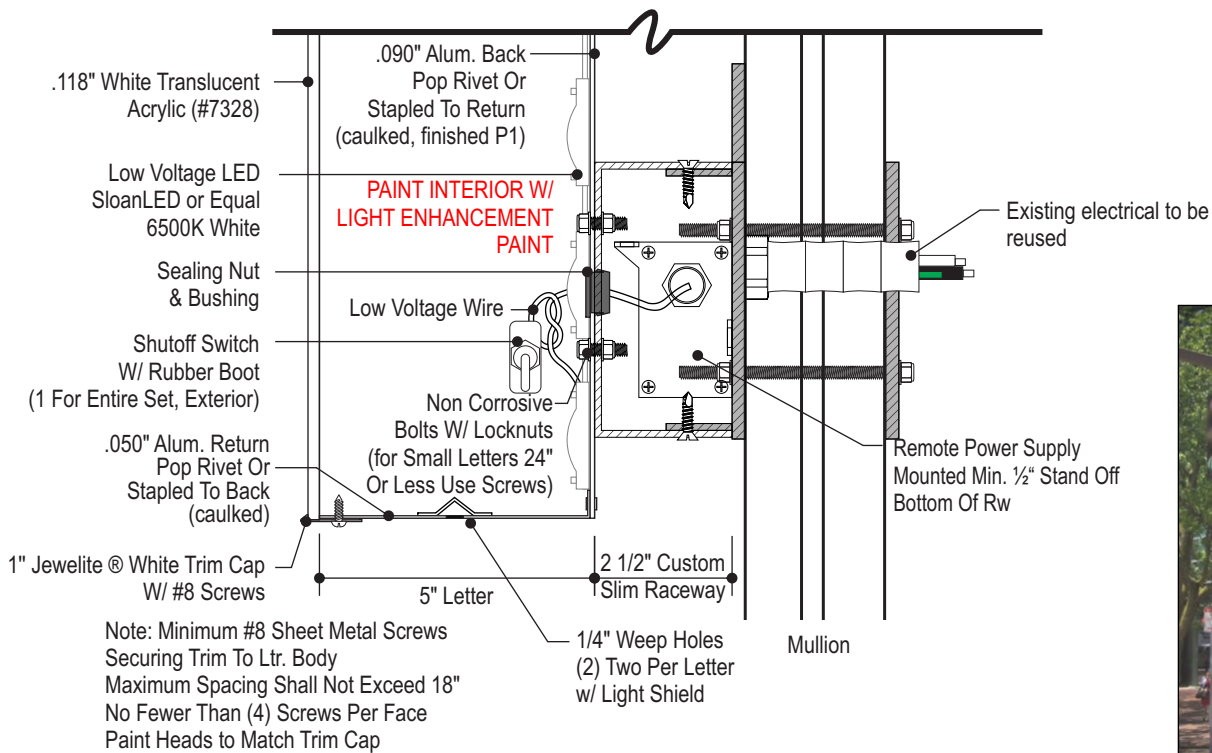
Color Reference Chart

-  P1 Paint to match PMS 281 C Dk Blue (Returns)
CMYK Digital
-  Print To Match PMS 281 C Dk Blue
-  White Acrylic
-  P1 SW 7674 Peppercorn (Raceway)
-  White Trimcap



1 Front View
Scale: 3/8"=1'-0"

2 Side View
Scale: 3/8"=1'-0"



A Section Detail Illuminated Channel Letters On Raceway
Scale: 3"=1'-0"



130 Commerce Road, Boynton Beach FL 33426 | (561) 547-3760
1430 Church Street, Bohemia NY 11716 | (631) 273-4800
americansigncrafters.com

PROJECT



415 Main Street
Cambridge, MA 02142

DATE

11.15.23

ACCOUNT

XX

EXECUTIVE

PROJECT

BB

MANAGER

DESIGNER

MV

REVISIONS

12.14.23 MV- Updated per art request

PRODUCTION RELEASE

APPROVAL

- Approved
- Approved as Noted
- Revise & Resubmit

Approved:

Date:

- ALL ELECTRICAL COMPONENTS ARE TO BE U.L. LISTED & APPROVED AS PER THE NEC 2017
- ALL BALLAST, TRANSFORMERS, ELECTRONIC POWER SUPPLIES AND CLASS 2 POWER SOURCES TO COMPLY WITH NEC 600.21
- BRANCH CIRCUIT DISCONNECTING SHALL BE LOCATED IN FRONT OF SIGN IN APPROVED LISTED BOX & BEFORE ENTERING THE STRUCTURE OF THE SIGN AS PER NEC 600.8 & NEC 60.4
- ALL PRIMARY WIRING TO BE #12 THWN AS PER NEC-50-5
- GROUNDING & BONDING AS PER NEC 250
- INSTALLATION WILL COMPLY WITH ALL OF THE REQUIREMENTS OF THE NEC 800 & FBC EC 405.2.4
- SIGNS WILL BE CONTROLLED BY A PHOTOCELL OR ASTRONOMICAL TIME CLOCK



JOB #

80322

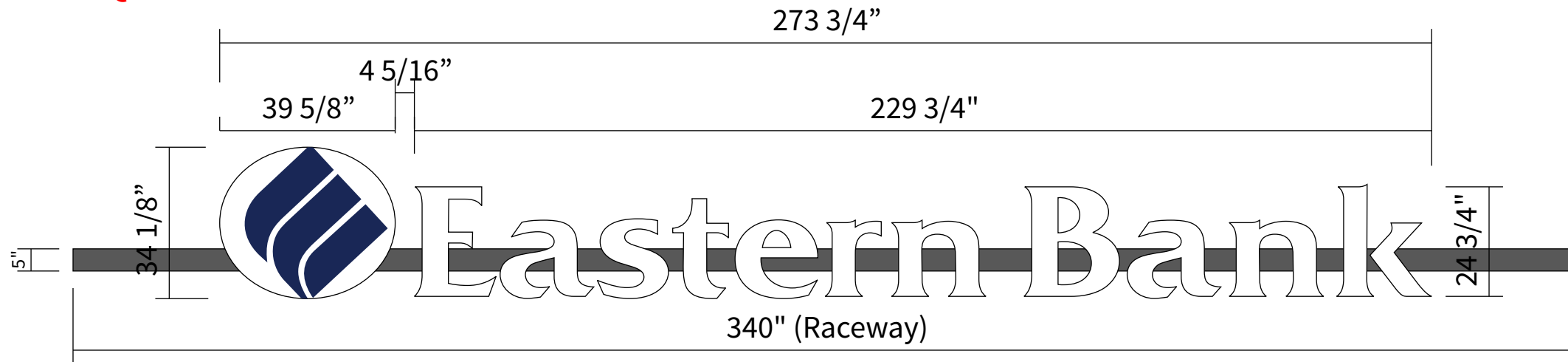
PAGE

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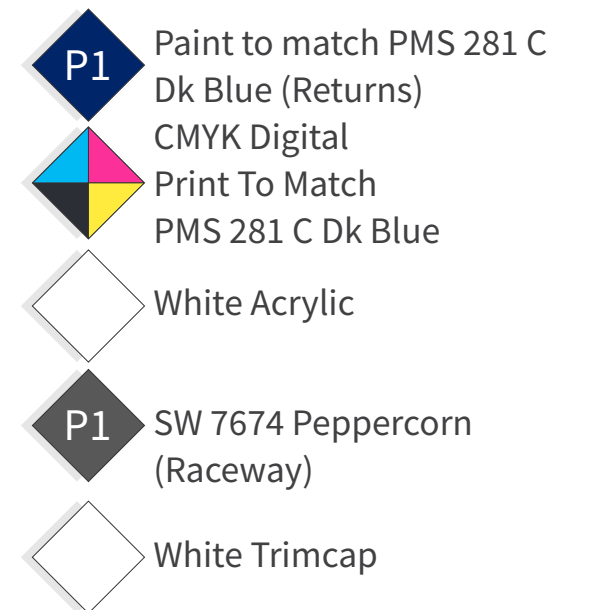
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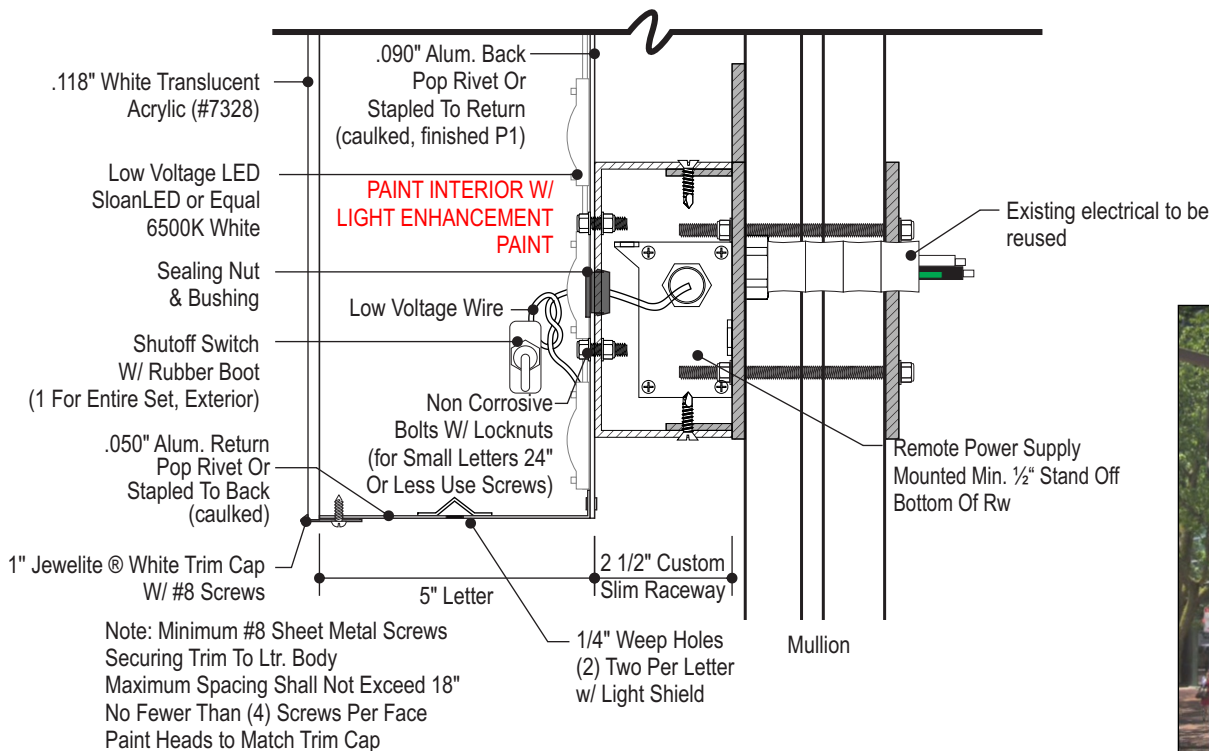


1 Front View
Scale: 3/8"=1'-0"

Color Reference Chart



2 Side View
Scale: 3/8"=1'-0"



A Section Detail Illuminated Channel Letters On Raceway
Scale: 3"=1'-0"



Elevation Depiction Intended For General Concept Illustration
Actual Sizing & Perspective Will Vary Slightly From Image

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PROJECT
Eastern Bank
415 Main Street
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PROJECT MANAGER BB
DESIGNER MV

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PAGE 3 **OF 8**

Scope of work: remove existing window vinyl. Clean residue from window. Do not replace.




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SIGNCRAFTERS**
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PROJECT



**415 Main Street
Cambridge, MA 02142**


DATE 11.15.23
ACCOUNT EXECUTIVE XX
PROJECT MANAGER BB
DESIGNER MV

REVISIONS
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 - ALL PRIMARY WIRING TO BE #12 THWN AS PER NEC-50-5
 - GROUNDING & BONDING AS PER NEC 250
 - INSTALLATION WILL COMPLY WITH ALL OF THE REQUIREMENTS OF THE NEC 500 & FBC EC 405.2.4
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- 

JOB # 80322
PAGE 5 OF 8

Scope of work: remove existing window vinyl. Clean residue from window. Do not replace.



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- BRANCH CIRCUIT DISCONNECTING SHALL BE LOCATED IN FRONT OF SIGN IN APPROVED LISTED BOX & BEFORE ENTERING THE STRUCTURE OF THE SIGN AS PER NEC 600.6 & NEC 604.4
- ALL PRIMARY WIRING TO BE #12 THWN AS PER NEC-50-5
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JOB # 80322
PAGE 6 OF 8

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JOB # 80322
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Scope of work: Recover awnings with blue fabric. Qty of 4 sections.

**NO CONFIRMATION ON IF AWNINGS CAN BE INCLUDED IN SCOPE
NO LANDLORD INFORMATION PROVIDED YET**

Color Reference Chart



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PROJECT MANAGER

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DESIGNER

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- GROUNDING & BONDING AS PER NEC 250
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JOB #

80322

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EXISTING AWNING



NEW AWNINGS

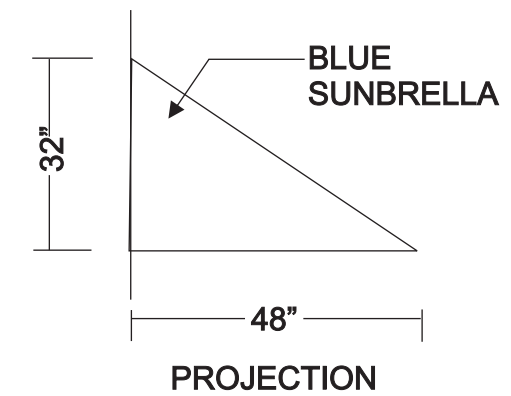


EXISTING AWNING



RECOVER NEW AWNINGS
- SUNBRELLA BLUE TO MATCH PMS 281C BLUE

48" PROJECTION



- QTY=1 18'-6" LENGTH
- QTY=2 28'-6" LENGTH
- QTY=1 18'-0" LENGTH

SIDE VIEW

Project: Eastern Bank		Location: 415 Cambridge St. Cambridge, MA		Job Description: Awning Recover		Revised	
Salesman: Rich		Designer: Ronald		File Name: EB_415 Cambridge St. Awnings.cdr			
Scale: 3/8"=1'-0"		Date: 3/26/23		Sketch #:			

BATTEN BROS.
Sign Advertising
893 MAIN STREET, WAKEFIELD, MA 01880
(781) 245-4800

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code. The location of the disconnect switch after installation shall comply with Article 600.6 (A) (1) of the National Electrical Code.
Note: This is an original copyright drawing created by and owned by Batten Bros., Inc. It is authorized for your personal use in connection with a project being aimed for, you by Batten Bros., Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied, or exhibited in any fashion.

Customer Approval: