

MEMORANDUM

To: CRA Board

From: Tom Evans, Executive Director

Date: August 19, 2020

Re: Building Identification Signage

The Cambridge Redevelopment Authority (CRA) has recently received two building identification sign applications in the MXD from the Cambridge Fire Department for more prominent street address markings. Older buildings in the MXD have made the transition from the Cambridge Center numbering system to assigned street addresses.

250 Binney

The CRA reviewed and approved a comprehensive package of building signage across the Boston Properties portfolio in the KSURP in 2014. Additionally, the CRA approved a separate wayfinding application from Biogen in 2015 that incorporated a number of buildings in Parcel Two, including 250 Binney Street (previously 14CC). ThermoFisher Scientific now holds a long-term lease from Biogen for the industrial building at 250 Binney Street.

Recently, ThermoFisher Scientific has requested approval for a new building marker sign. Details of building marker include:

- Number height of 16" with a total length of 35.5";
- material is cast aluminum painted black with a matte finish;
- the numbers will be flush stud mounted; and
- the font will be Helvetica.

The proposed sign is larger than the CRA Signage Design Guidelines permit to be approved by administrative review. Thus, it is being presented to the Board for a decision. Staff recommends that the Board approve the simple building marker sign. However, staff believe the reduced footprint of Biogen operations within Parcel Two warrants a review of the campus signage that had been installed throughout the block.

145 Broadway

In recent building approvals by the CRA and City Planning Board, the building identification signage has sometimes been included as an element of the façade review. In such cases, building marker signage does not represent a new application, but functions as an element of the building design. For 145 Broadway schematic design, the CRA approved a monument element at the building entry, which included a vertical building number. This approval came after a series of review discussions about the three-dimensional signage element. The CRA later approved an extensive signage package for Akamai, including lettering on the terra cotta monument.

Recently, Boston Properties submitted an application for a revised building address sign for 145 Broadway. This proposal makes a significant modification to the monument sign and staff believe that other signage locations should be explored for this additional building identification. Thus, no motion for approval is recommended at this time.

CRA BOARD MOTION

Motion: To approve the building address identification marker signage request by ThermoFisher Scientific at 250 Binney Street, Parcel 2 of the KSURP area.

EXHIBIT A: 250 Binney Street Signage Proposal

EXHIBIT B: 145 Broadway Signage Proposal

JOB #: 63153

PROJECT TYPE: DIM LTR

REVISION DATE: 8.3.20

QUANTITY: 1

PROOF DATE: 7.21.20

REVISION #: 2



16" tall x 1" D cast aluminum numbers from Gemini Letters of Minnesota painted Black with a matte finish, per the approved sign proof.

COPY in the Helvetica font:

250

Numbers will be flush stud mounted to the brick wall.



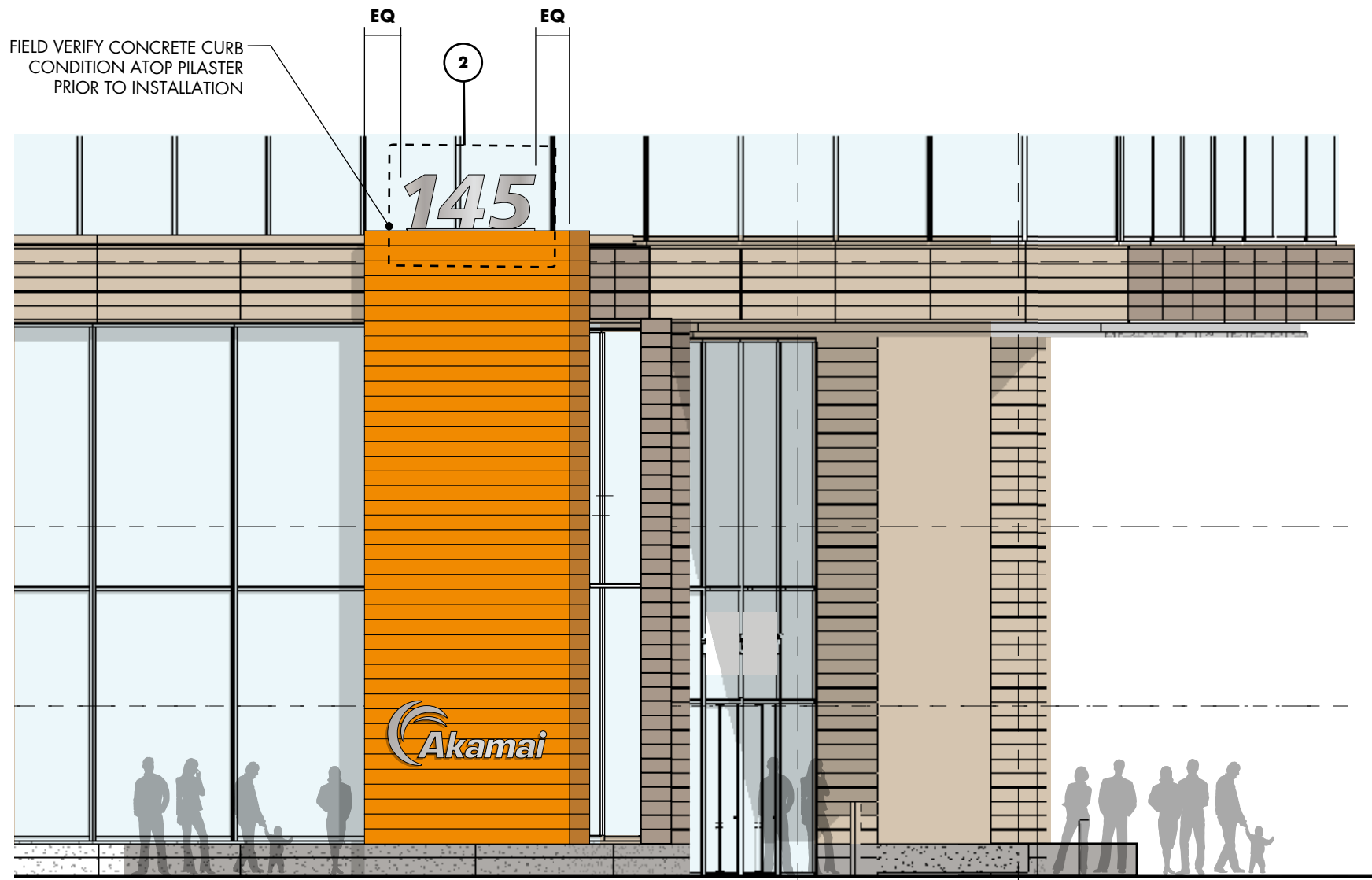
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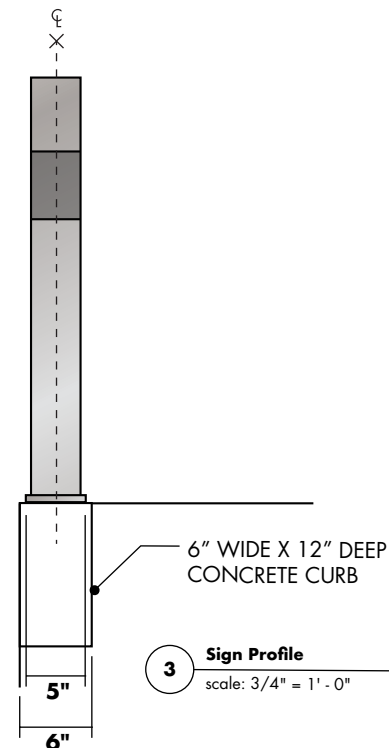
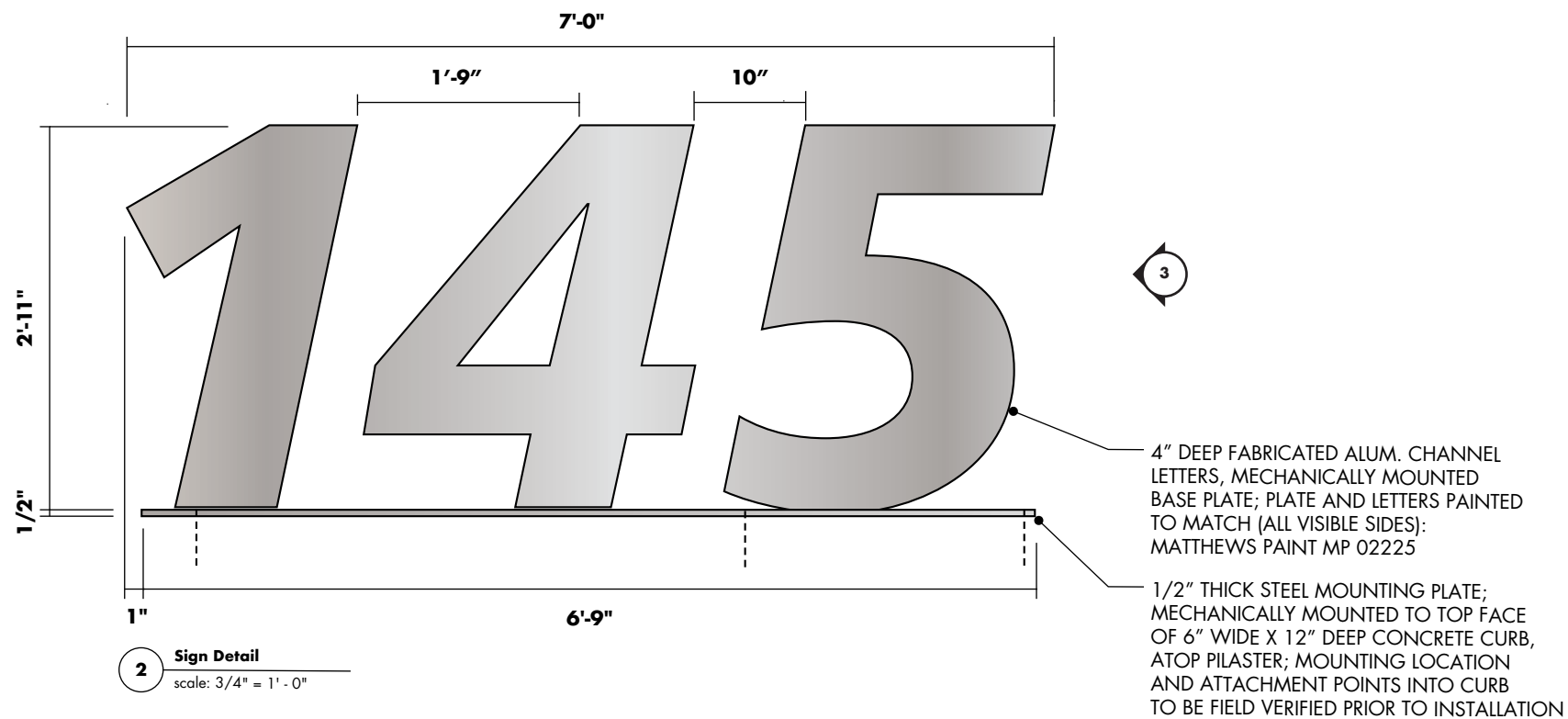


FIELD VERIFY CONCRETE CURB
CONDITION ATOP PILASTER
PRIOR TO INSTALLATION

145

Akamai

1 Elevation
scale: 1/8" = 1' - 0"



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project:

145 Broadway

date:

3.5.20

revisions:

rev	descrip	by	date
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△			
△			
△			
△			

title:

**Pilaster
Building
Address**

sheet:

G.1