

**CRA Design Review Committee
Held Virtually on Zoom
Meeting Notes
August 5th, 2020**

Attendees – Kathy Born (CRA Board), Barry Zevin (CRA Board), Liza Paden (CDD), Jamie McGlinchey (Sweetgreen), Ryan Welch (O’Neil Langan Architects), Jeffery Sarra (Batten Sign), Chad Elliott (Ruggles Sign), Tom Evans (CRA), Ellen Shore (CRA) Carlos Peralta (CRA).

In response to the COVID-19 State of Emergency, on March 12, 2020, Governor Baker issued an Order suspending certain provisions of the Open Meeting Law. The Order allows government bodies subject to the law to meet using remote participation, without presence of members of the general public, the chair, or a quorum of the public body in a physical location at a specified meeting location. In accordance with the Order, the CRA held the Design Review meeting virtually via Zoom webinar, with the ability for the public to access and participate either through a computer or by calling in via a cell phone or landline.

Sweetgreen Signage Proposal for 145 Broadway, Kendall Square Urban Renewal Area, Parcel Two

Jamie McGlinchey (Sweetgreen) and Ryan Welch (O’Neil Langan Architects) provided a presentation of the proposed Sweetgreen retail signage. The proposal was comprised of one option with a total of three signs. Two of the signs included identical aluminum Sweetgreen signs. The location of the two identical signs were shown to be above the entry doors of the restaurant. The third and final sign is a blade sign positioned on the building column located at the Galileo Galilei Way and Broadway corner side of the building.

Details for the signage above entry door are:

- Letter height of 9” with a total length of 8’ - 2 1/2”,
- Proposed materials are aluminum backs with a white acrylic letter front
- Signs will be pin mounted; and include
- Face-lit channel letters illuminated with LED lighting.

Details for the blade sign are:

- Sign height is 24”, which include the letters “sg” in white acrylic with a height of 10” and length of 16 ½”,
- Proposed material is aluminum painted in green and black
- Signs will be bolted directly to the wall; and include
- Internally illuminated letters with LED lighting.

The Committee asked if and any vinyl signage will be placed on windows and doors. Sweetgreen explained that the entry doors will have vinyl signs that detail the hours of operation, address, and web ordering information. The Committee also asked about the window treatment for the south facing window where a restroom is planned to be located. Sweetgreen explained that the window treatment has not been finalized, but options include frosted glass or vinyl SG logo. The Committee requested that a final plan for this window will need to be reviewed if a sign will be included.

The Committee raised a concern regarding the blade sign toggle bolts that will be used to for mounting on the terra cotta portion of the building. The Committee suggest that property owners and architects should look into constraining the locations for signage in future developments and to prepare for signage installations prior to the completion of the building design.

Action Item – *For Sweetgreen to provide the CRA with any vinyl window treatments that will be installed when a plan is finalized.*