



CRA Design Review Committee
Held Virtually on Zoom
Meeting Notes
Date: February 7, 2024

ATTENDEES

CRA Board: Barry Zevin, Kathleen Born

CRA Staff: Tom Evans, Cecelia Cobb, Joel Smith, Kyle Vangel

CDD Staff: Erik Thorkildsen

BXP (formerly Boston Properties): Rebecca Stoddard, Emily Ediger

90 BROADWAY FIELD OFFICE SIGNAGE

PRESENTATION

Emily Ediger from BXP presented on the 90 Broadway Field Office Signage Submission. **See Attachment A.**

COMMITTEE COMMENTS

Mr. Zevin requested that BXP not proceed with the alternate. He felt including the blue x's would override the building's architecture with graphics, and that it would be distracting for people on the inside looking out, and to some extent people on the outside looking in. He noted the interior of the office space was beautifully appointed, and that it would be nice to see activity in there. Mr. Zevin noted that if BXP wanted to spend extra money, producing more content for the video screen would be of interest to many inquisitive people passing by. He mentioned the Kendall Center website had interesting content, including images of the hydro-mill and substation soil sections; that would be good to include on the video screen.

Mr. Zevin asked about the blue tint around the video screen, and if it was transparent.

Ms. Ediger clarified that the window would be semi-transparent, so that it wasn't an obstruction to anyone working in the office or for people passing by.

Mr. Zevin noted that the blue-tint doesn't help the appearance of the video, and that it would be better to leave it out.

Ms. Born asked if Mr. Thorkildsen would like to make any comments.

Mr. Thorkildsen noted that the City doesn't have any jurisdiction over this signage review, but he did note that he agreed with Barry's comments. He reiterated that it would be nice to see into the space without the filter or x-graphics.

Ms. Born agreed, stating that the CRA had reviewed similar diagonal lines in a signage submission by The Broad Institute, and that the Committee discouraged that design. Not moving forward with the alternate design option would be consistent with previous design review decisions. Ms. Born also noted that the blue lines look like tape people put on their windows before a hurricane.

Ms. Ediger noted that that concept was not something they would want to associate with their space.

Mr. Zevin offered congratulations to BXP on the lighted sign above the gate of the Roof Garden.

Mr. Zevin also noted that the new parking tally signs in front of the Green Garage were amusing, with a lot of activity moving the parking tallies up and down.

Ms. Born commented that the façade of 90 Broadway was nice, and that she hopes it will be a restaurant again someday, because it was previously a lovely space.

Mr. Zevin agreed, noting that there are few places in Cambridge where you can see into a double height space.

Mr. Zevin asked if Ms. Ediger had any information on what appeared to be a mock-up for a construction fence near the 6th Street Walkway.

Mr. Evans noted that CRA staff have been reviewing a scrim proposal for the project internally, and that it does include project information signage, something the CRA asks for with all MXD projects. Mr. Evans offered to share the proposal with Mr. Zevin should he be interested.

Ms. Born commented that she visited the BXP development at TD Garden recently, and that it's a really active space. She also noted that she wishes there could be a food hall in Kendall Square.

Mr. Evans noted that staff have not given up on that idea.

Mr. Evans noted that procedurally, based on the sense of the Committee, CRA staff will bring the signage package, without the alternate, for review at the next CRA Board Meeting on February 21st.

PUBLIC COMMENTS

There were no public comments

Attachment A

90 Broadway Field Office Signage Submission



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

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Project Colors



BXP
LIFE SCIENCES
FIELD OFFICE

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Rendering

G.3



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FIELD OFFICE

LEVERAGE

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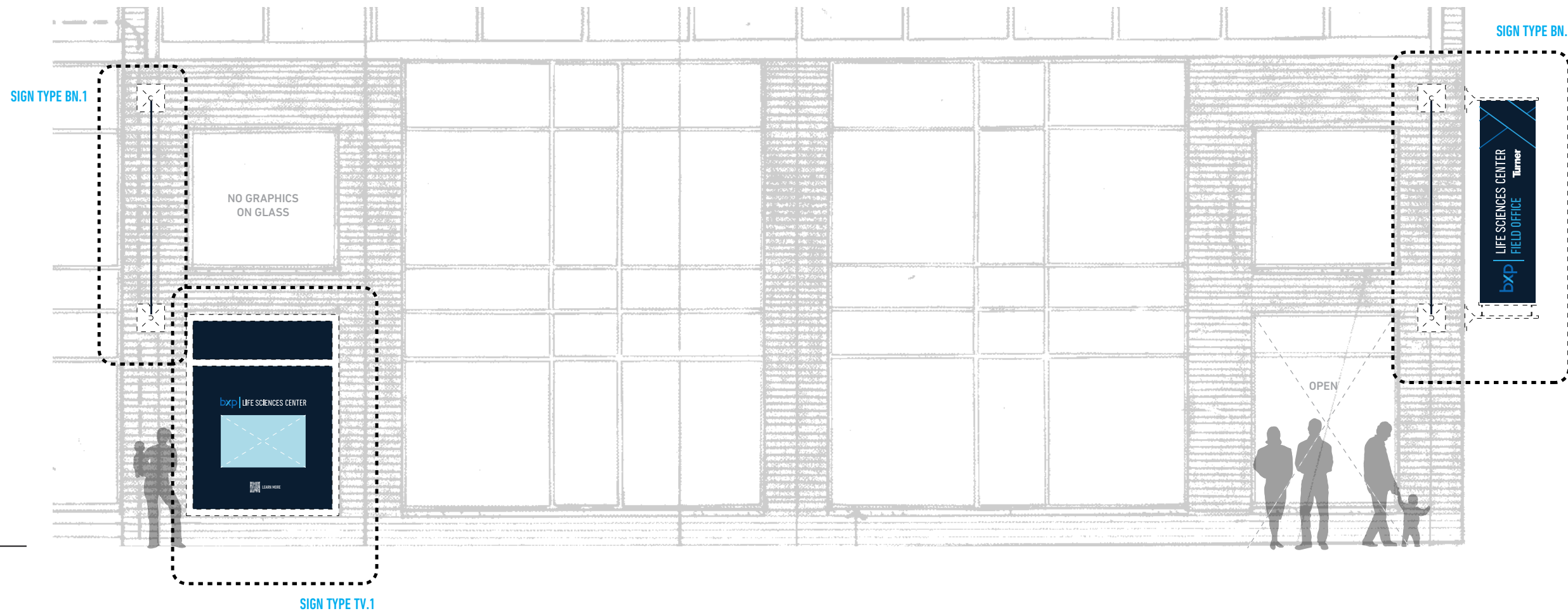
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Broadway
Elevation

G.4



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



BXP
LIFE SCIENCES
FIELD OFFICE

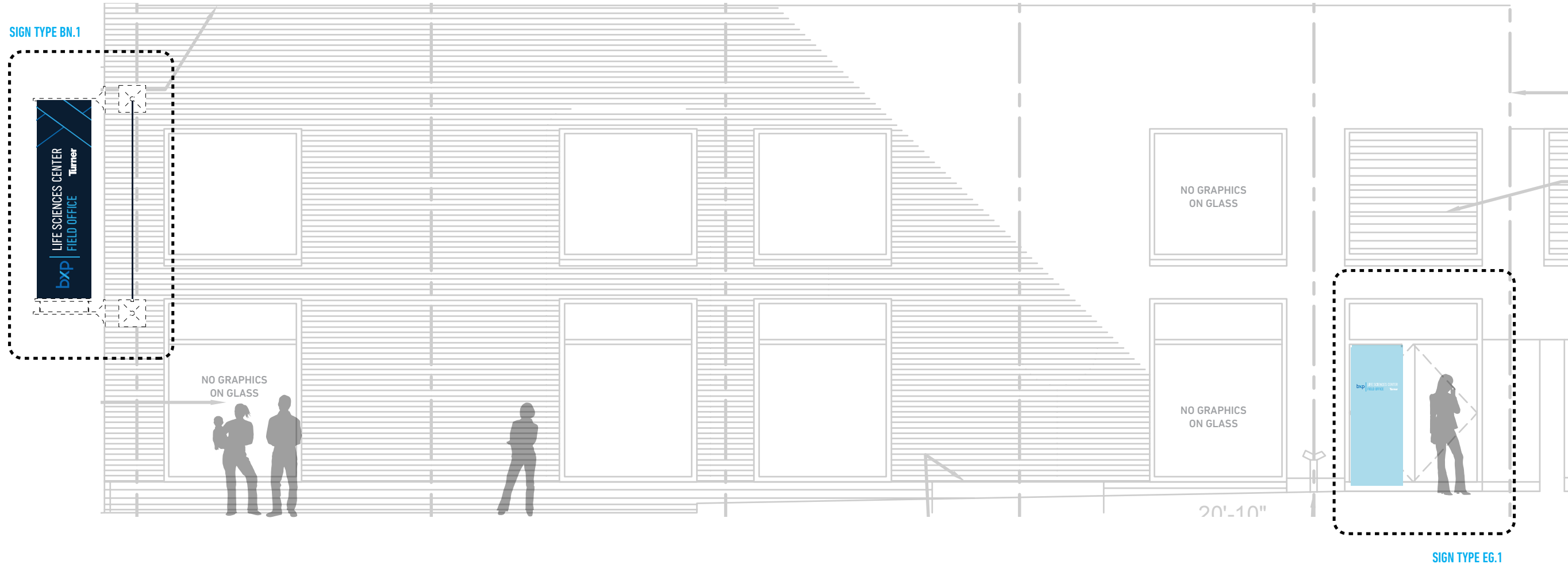
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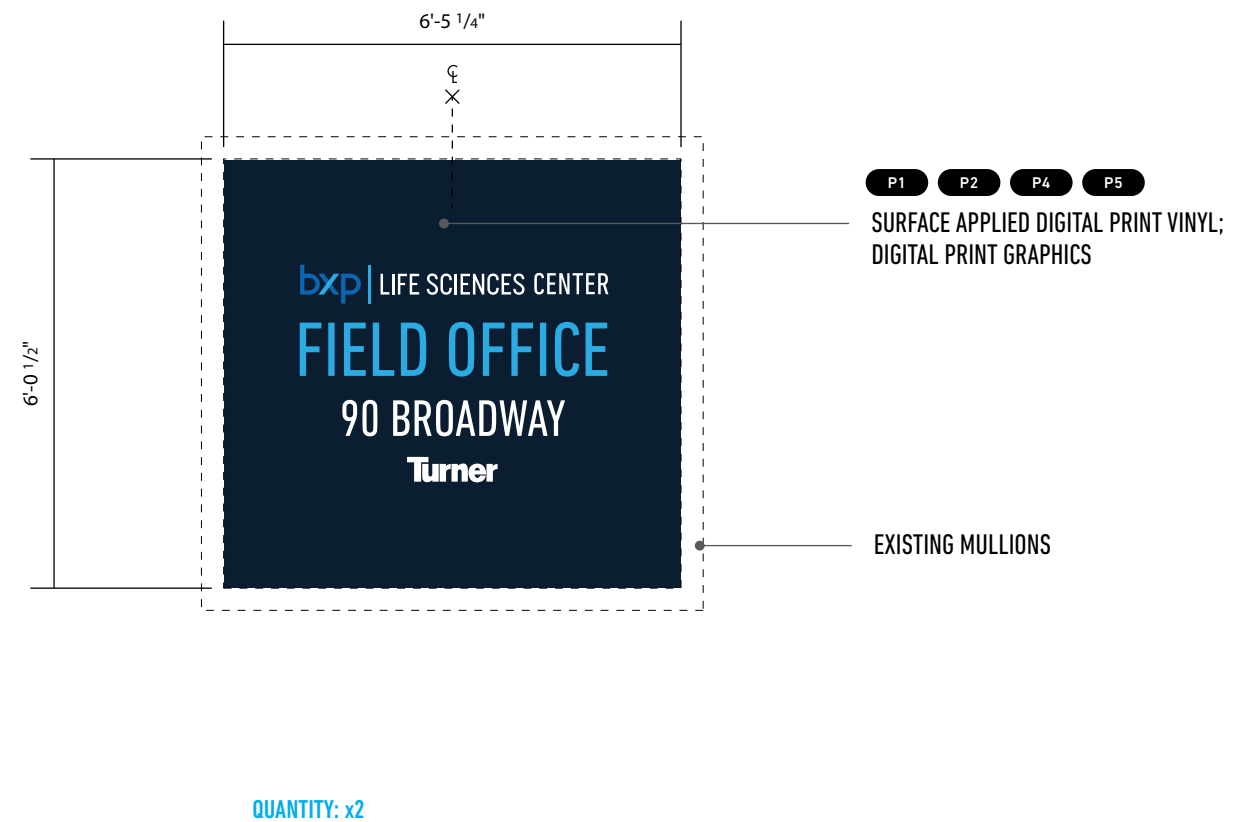
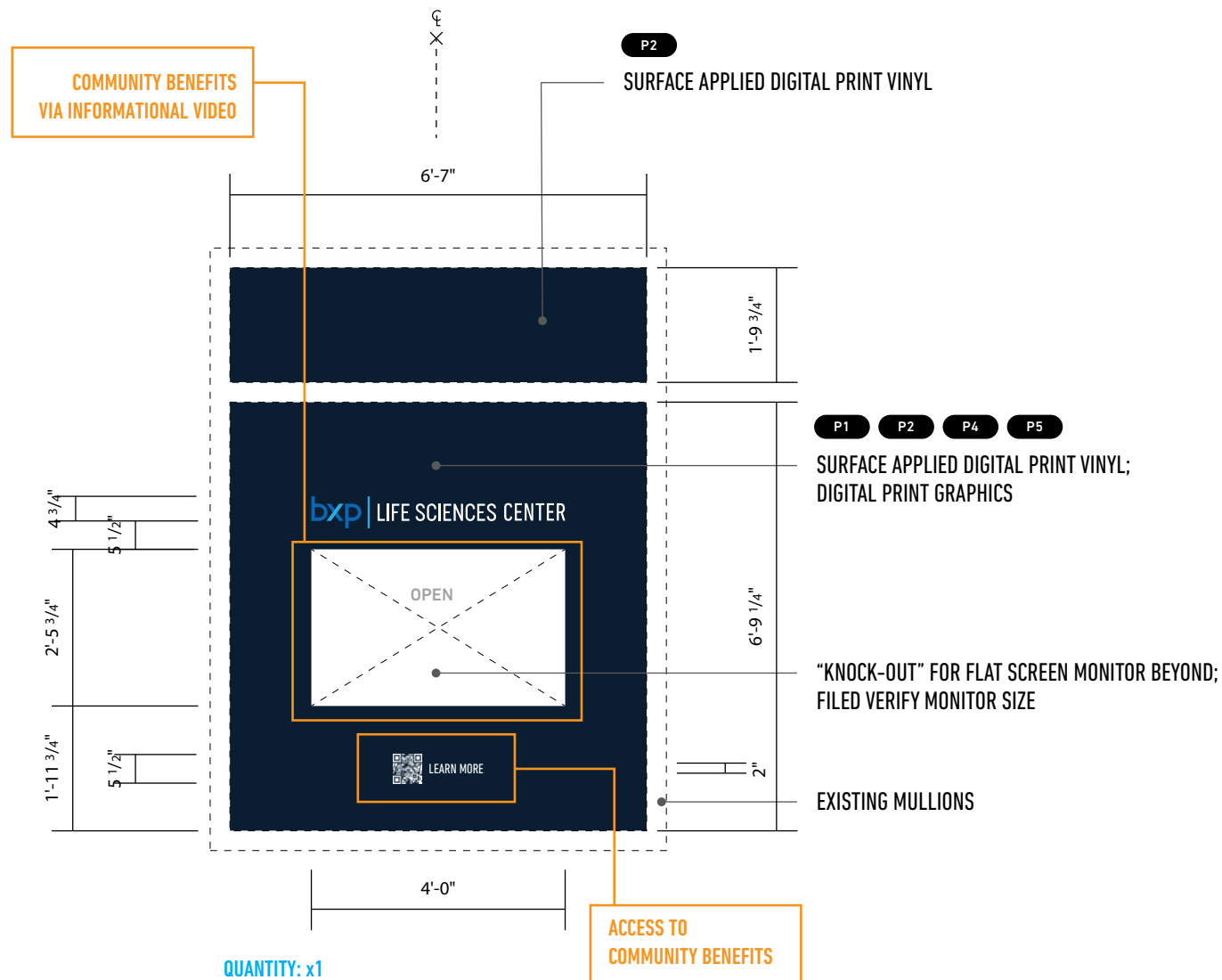
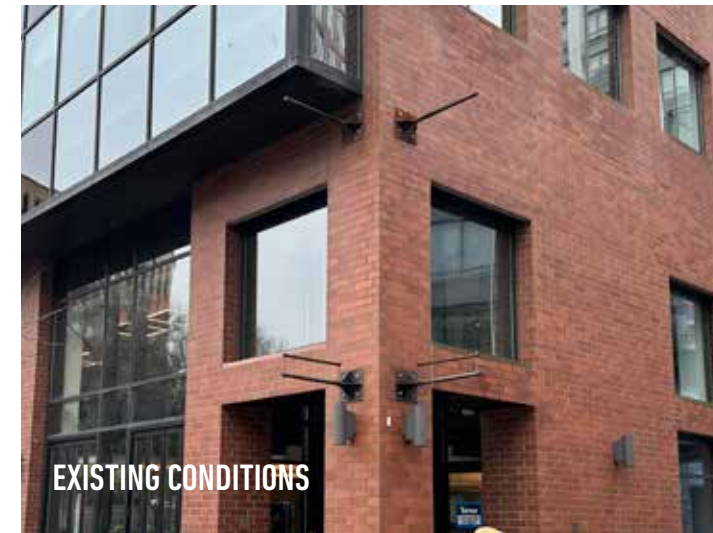
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1 Ames Elevation
scale: 3/16" = 1' - 0"

Ames
Elevation

G.5



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

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

BXP LIFE SCIENCES FIELD OFFICE

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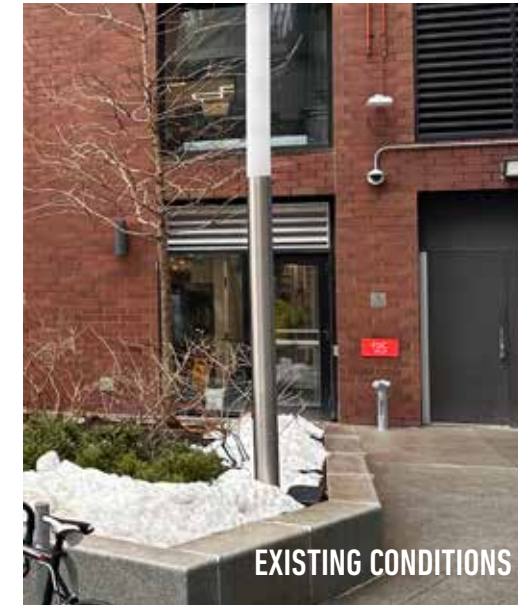
G.6



EXISTING CONDITIONS



LOCATION PLAN



EXISTING CONDITIONS

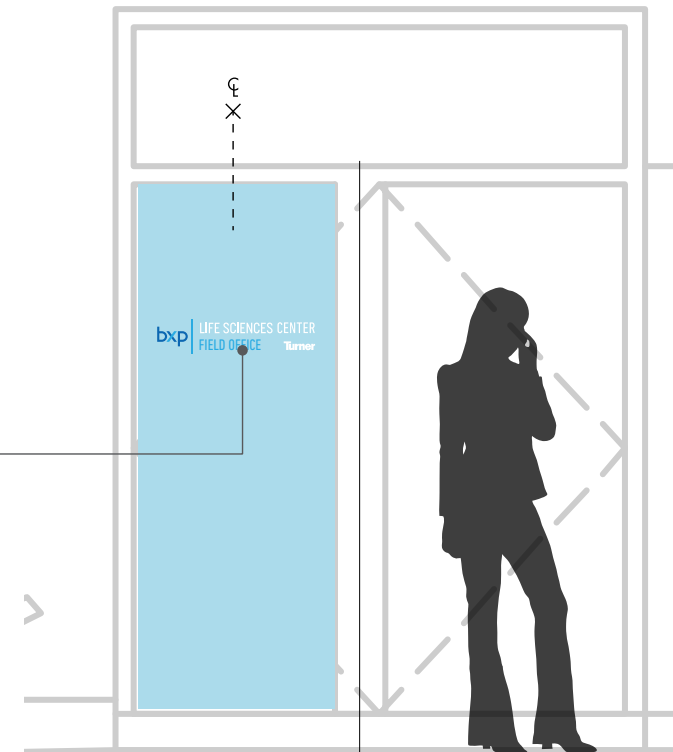


QUANTITY: x3

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

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



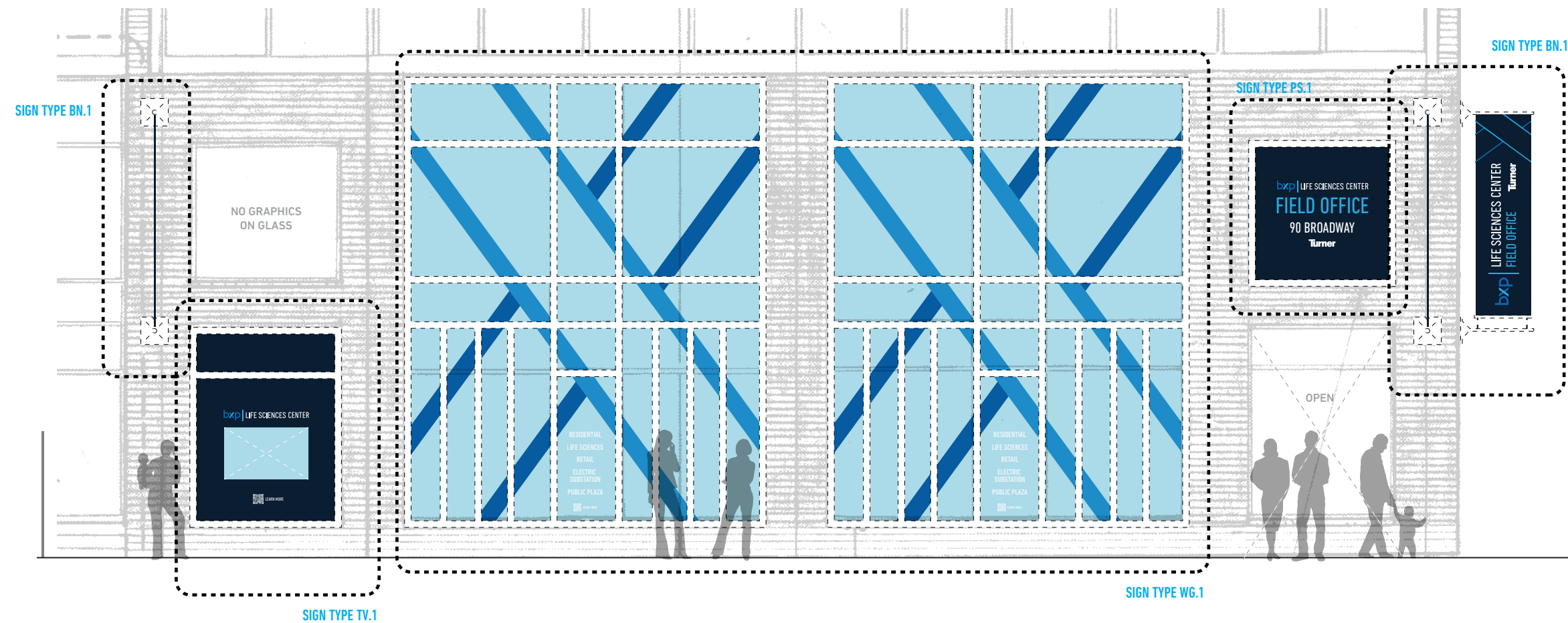
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1 **Broadway Elevation**
scale: 3/16" = 1' - 0"

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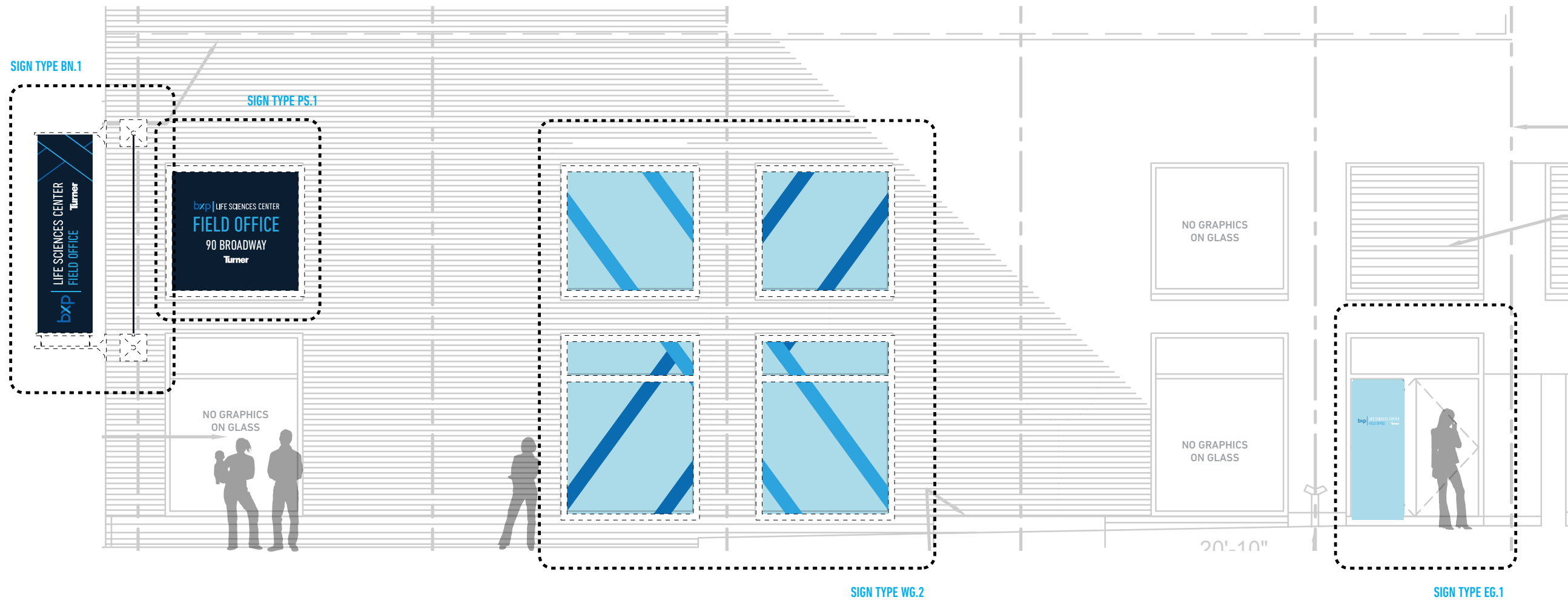
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Ames
Elevation

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



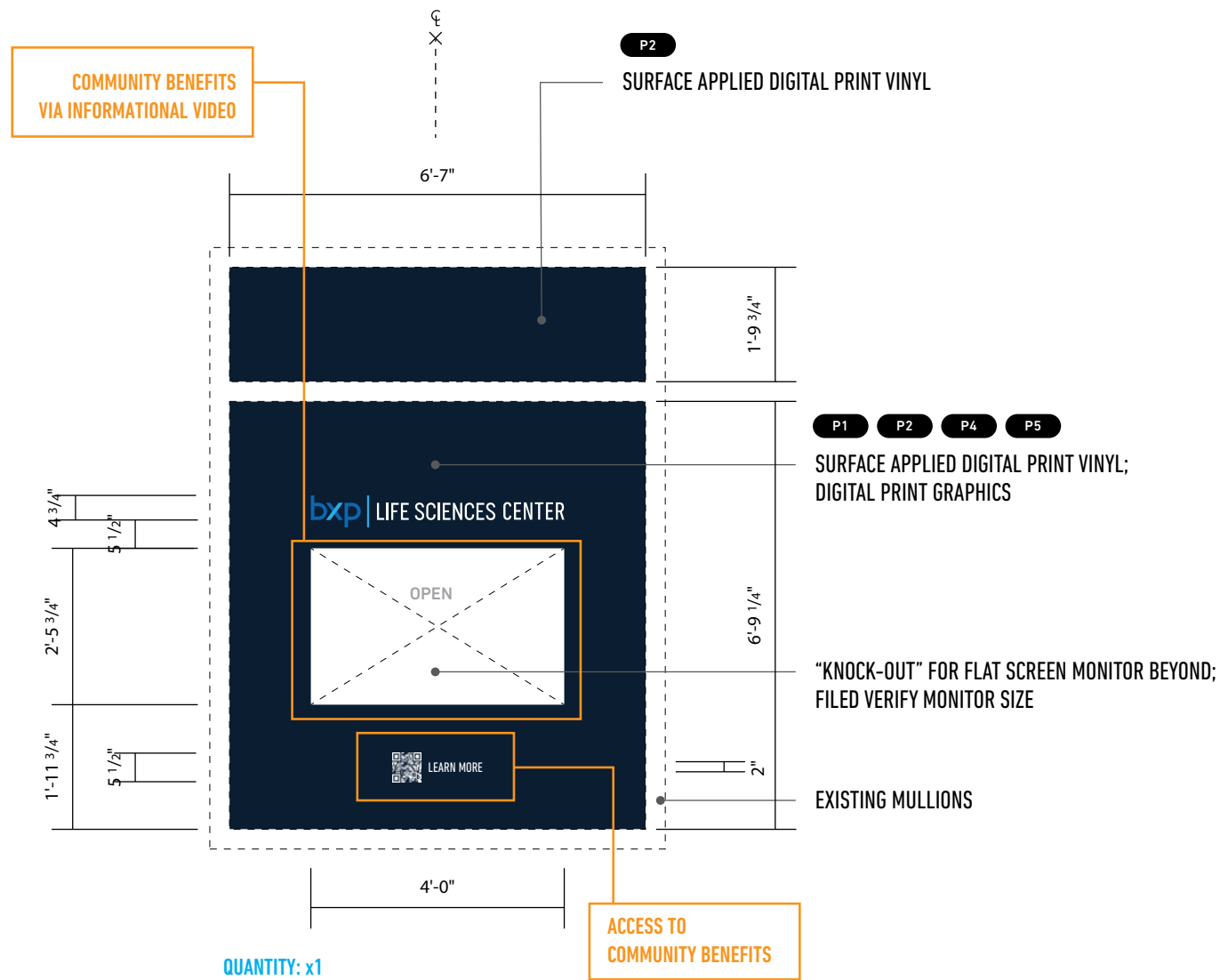
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Details

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

**BXP
LIFE SCIENCES
FIELD OFFICE**

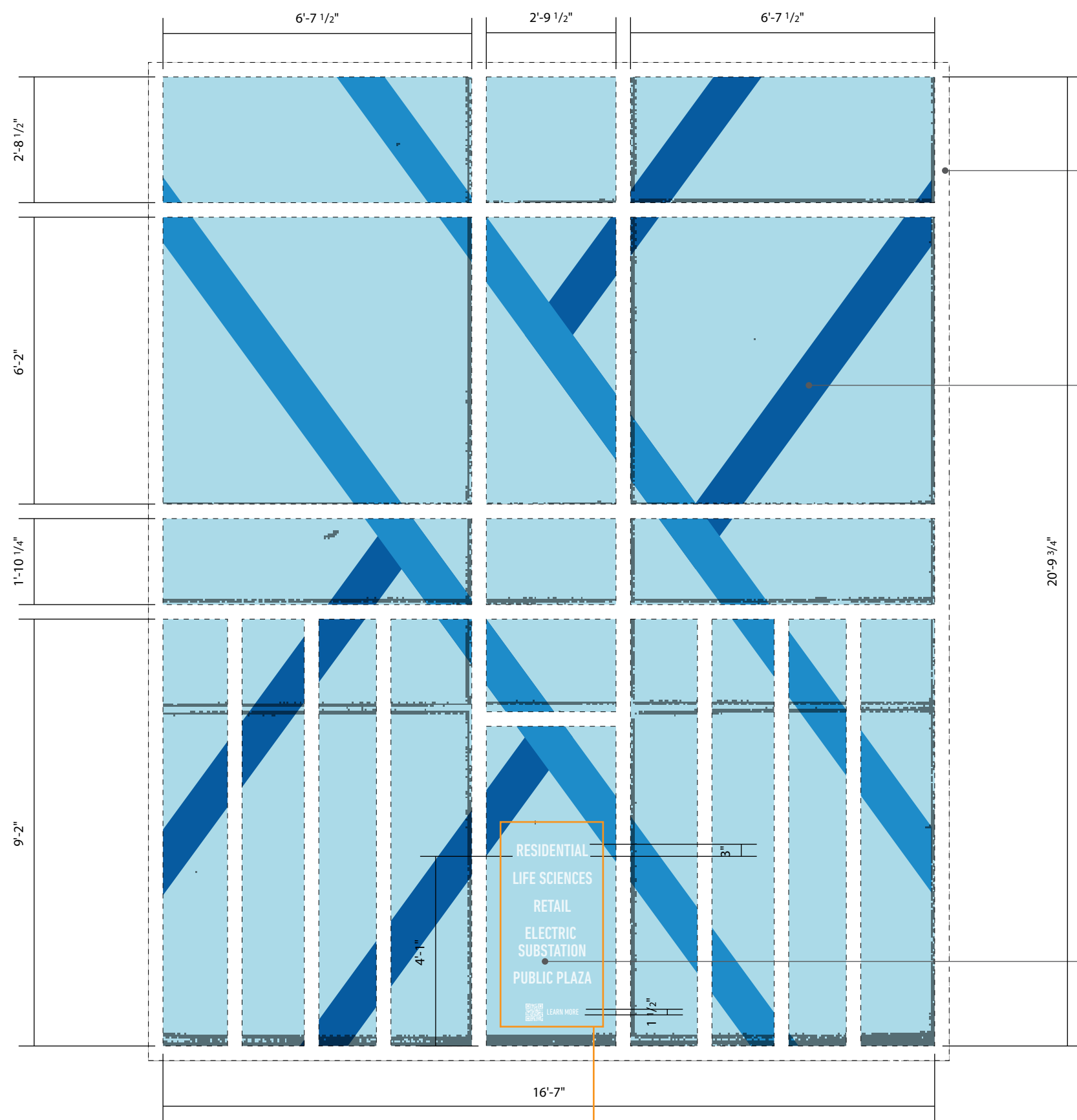


EXISTING MULLIONS

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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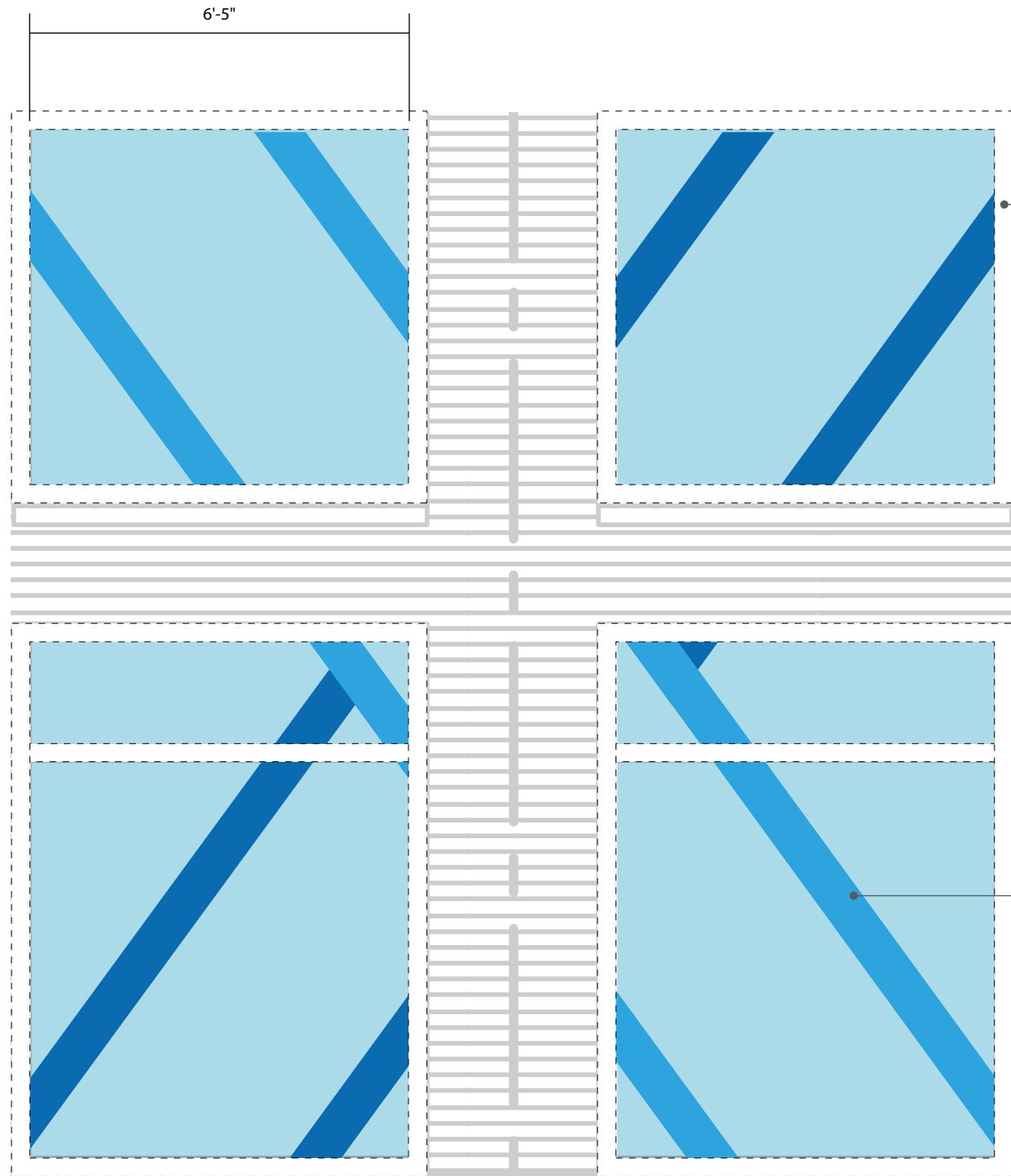
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Details

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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