

MEMORANDUM

Date: February 21, 2024

To: CRA Board

From: Joel Smith

RE: 90 Broadway

INTRODUCTION

Last fall, BXP (formerly Boston Properties) submitted a proposed signage package for the field office at 90 Broadway. On February 7, 2024, the Design Review Committee review the proposal. In accordance with the MXD District Signage Design Guidelines and Review & Approval Procedures, is to come before the full CRA Board for consideration.

BACKGROUND ON 90 BROADWAY

Before the start of construction at the sub-station site, BXP requested that the CRA permit the use of the former Meade Hall retail space as a temporary site office for the various teams undertaking the multi-faceted construction project. On August 4, 2022, a memorandum of understanding (MOU) was executed to document the agreement between BXP and the CRA as it applies to the temporary conversion of space from retail to a field office use. The MOU addressed the creation of an active edge along the street frontage that provides pedestrian interest and up to date information about the Eversource Project. Since the MOU, CRA staff have continued to work with BXP on fulfilling the obligations on Broadway with a pedestrian facing screen providing project updates as well as visibility to a physical model display for the MXD District. The MOU allows the conversion of the space to remain in effect until either (1) the completion of the Eversource Project and related infrastructure or (2) January 1, 2028.

SIGNAGE PROPOSAL

On September 22, 2023, CRA staff received an initial signage application from BXP for the Parcel 2 field office at 90 Broadway. The application proposed signage for the Ames Street door entry, Broadway and Ames Street vertical banners, Broadway and Ames Street window graphics and hyper vinyl graphics for storefront windows along Broadway and Ames Street. Upon review, CRA staff expressed concerns over the pronounced character of the vinyl graphics on the windows in the form of blue cross patterning. Staff also requested additional graphics to review the proposal and to make sure the installation did not hang over the public sidewalk. On December 28, 2023, CRA staff requested that the hyper vinyl graphics be added as an alternate to the proposal prior to design review. On February 7, 2024, the Design Review Committee expressed similar concerns over the hyper vinyl graphics add alternate and recommended its removal from the proposal. (see attached meeting notes). BXP agreed

to remove the alternate and the signage package was resubmitted on February 8, 2024 with BXP looking to install the sign upon approval of the project (Revised submission attached).

The details of the tenant identity package include the following:

- Broadway and Ames Street window graphics (PS.1) - surface applied digital print vinyl with vinyl lettering;
- Broadway and Ames Street vertical banners (BN.1) - double sided vinyl banners with a dimension of 9'-7"x 2'-7", printed lettering, and mounted to existing support arms and suspension;
- Broadway project screen graphic (TV.1) - surface applied digital print vinyl with vinyl lettering. Includes a "knock-out" for flat screen monitor beyond. The physical sign letters measure to be no more than 4 ¾";
- Ames Street door entry (EG.1) - surface applied digital print vinyl lettering

MOTION

Draft Motion: Approving the baseline signage proposal for field office signage at 90 Broadway, Parcel Four of the Kendall Square Urban Redevelopment Plan

ATTACHMENTS

Attachment A: Design Review Committee Notes from February 7, 2024

Attachment B: Field Office Signage Package from February 8, 2024

Attachment A

Design Review Committee Notes from February 7, 2024



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.

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 B

Field Office Signage Package from February 8, 2024



February 8, 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 select 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
MODIFIED FOURTEEN CAMBRIDGE CENTER
ROOFTOP PROJECT:

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

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

LEVERAGE

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REV #	DESCRIPTION	BY	DATE
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Project Colors



BXP
LIFE SCIENCES
FIELD OFFICE

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Rendering

G.3



**BXP
LIFE SCIENCES
FIELD OFFICE**

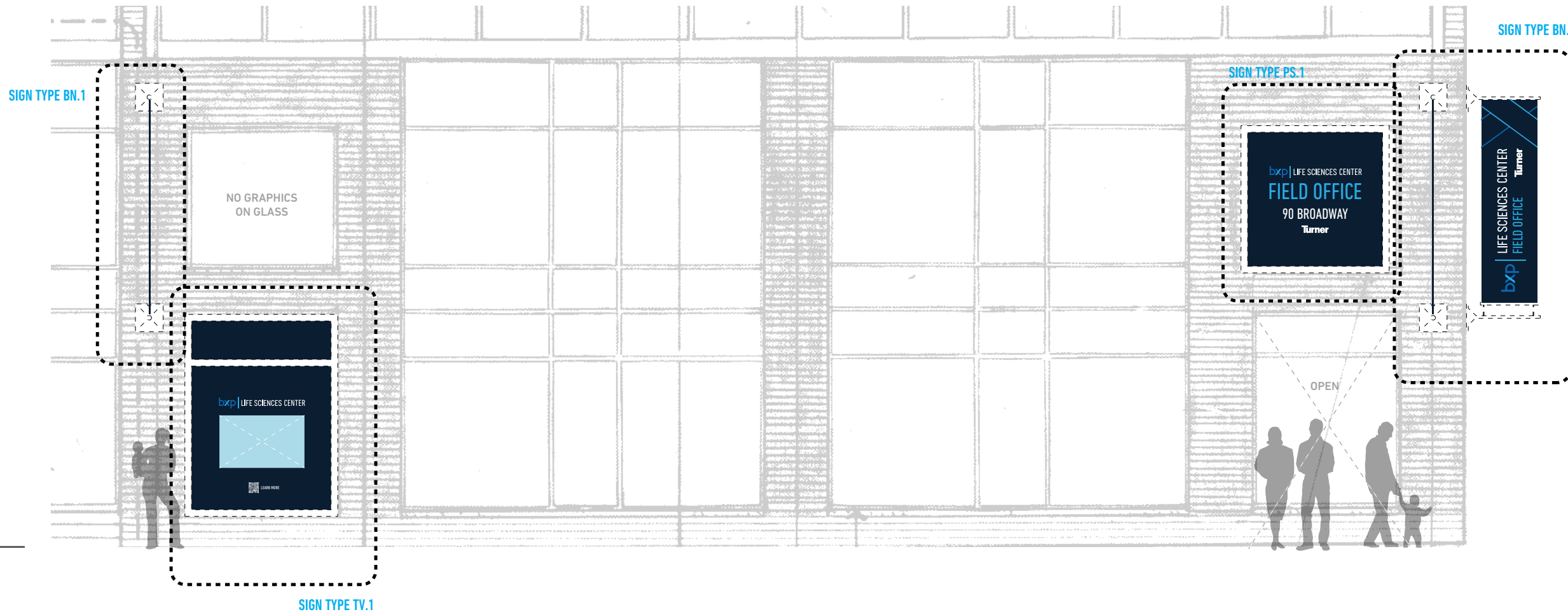
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**Broadway
Elevation**

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



BXP
LIFE SCIENCES
FIELD OFFICE

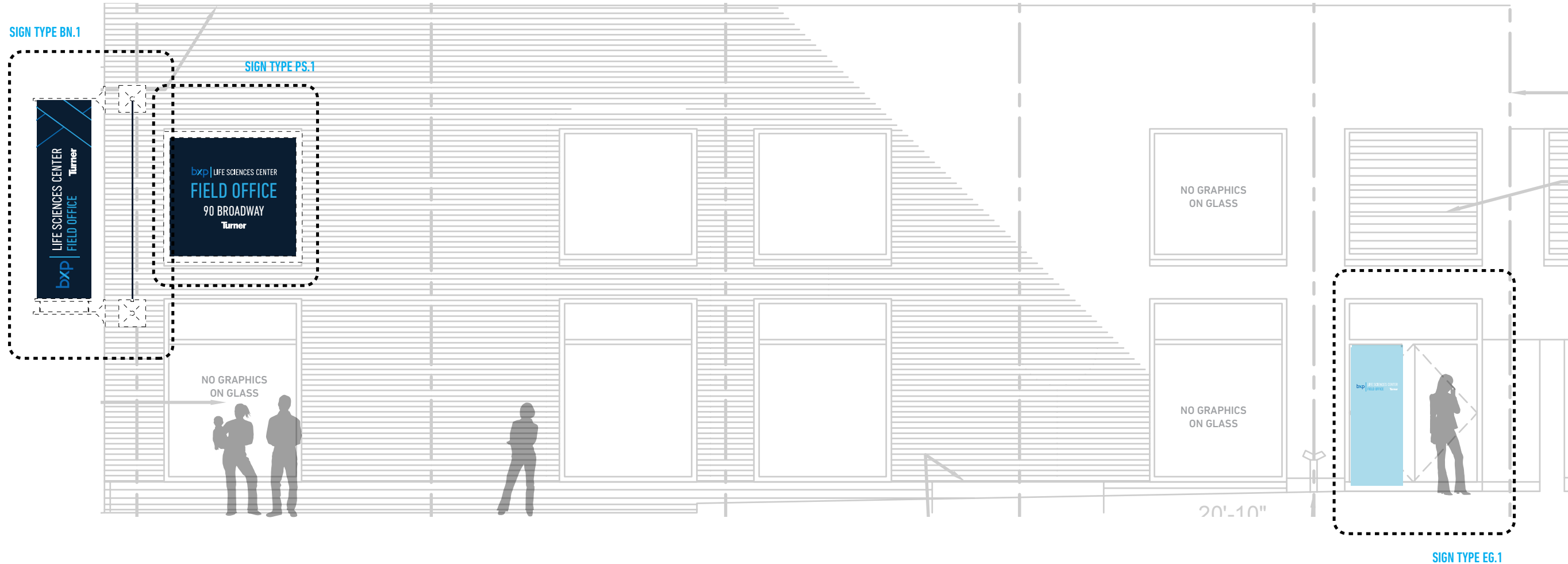
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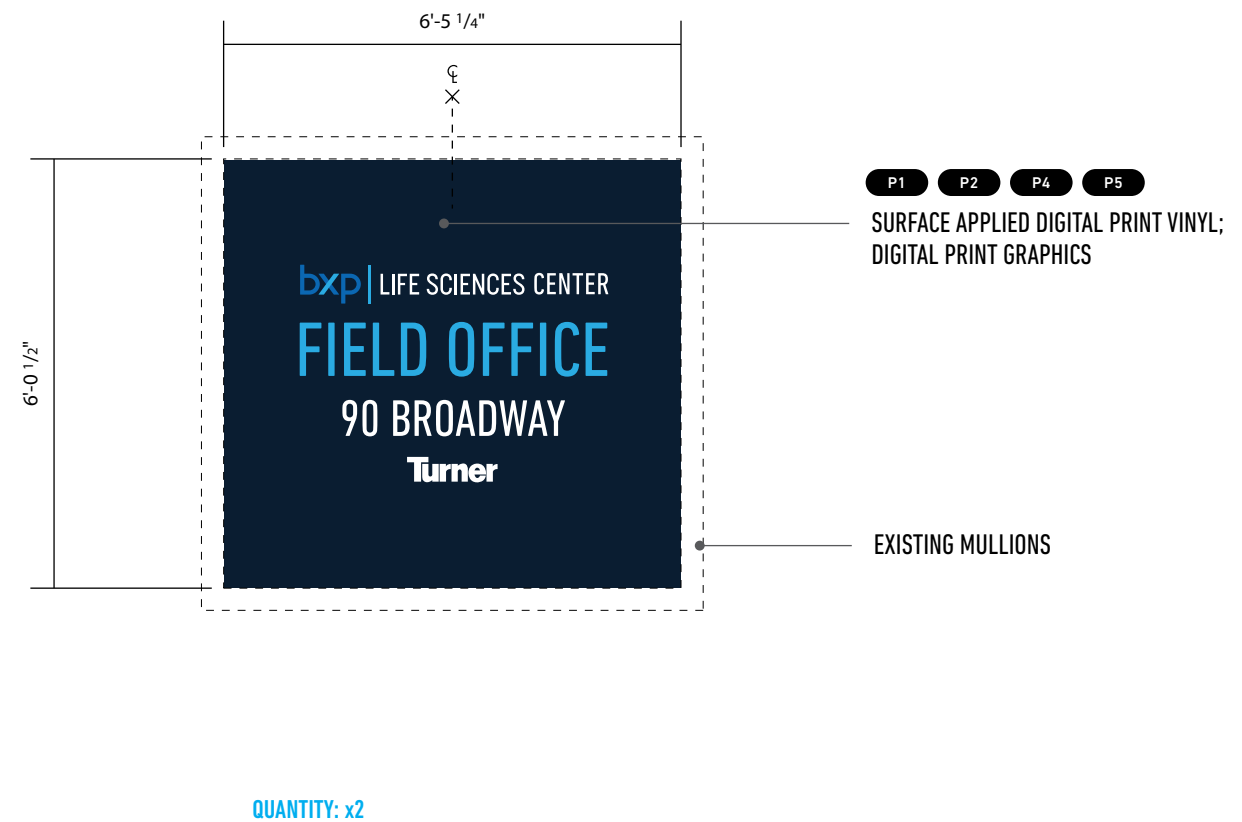
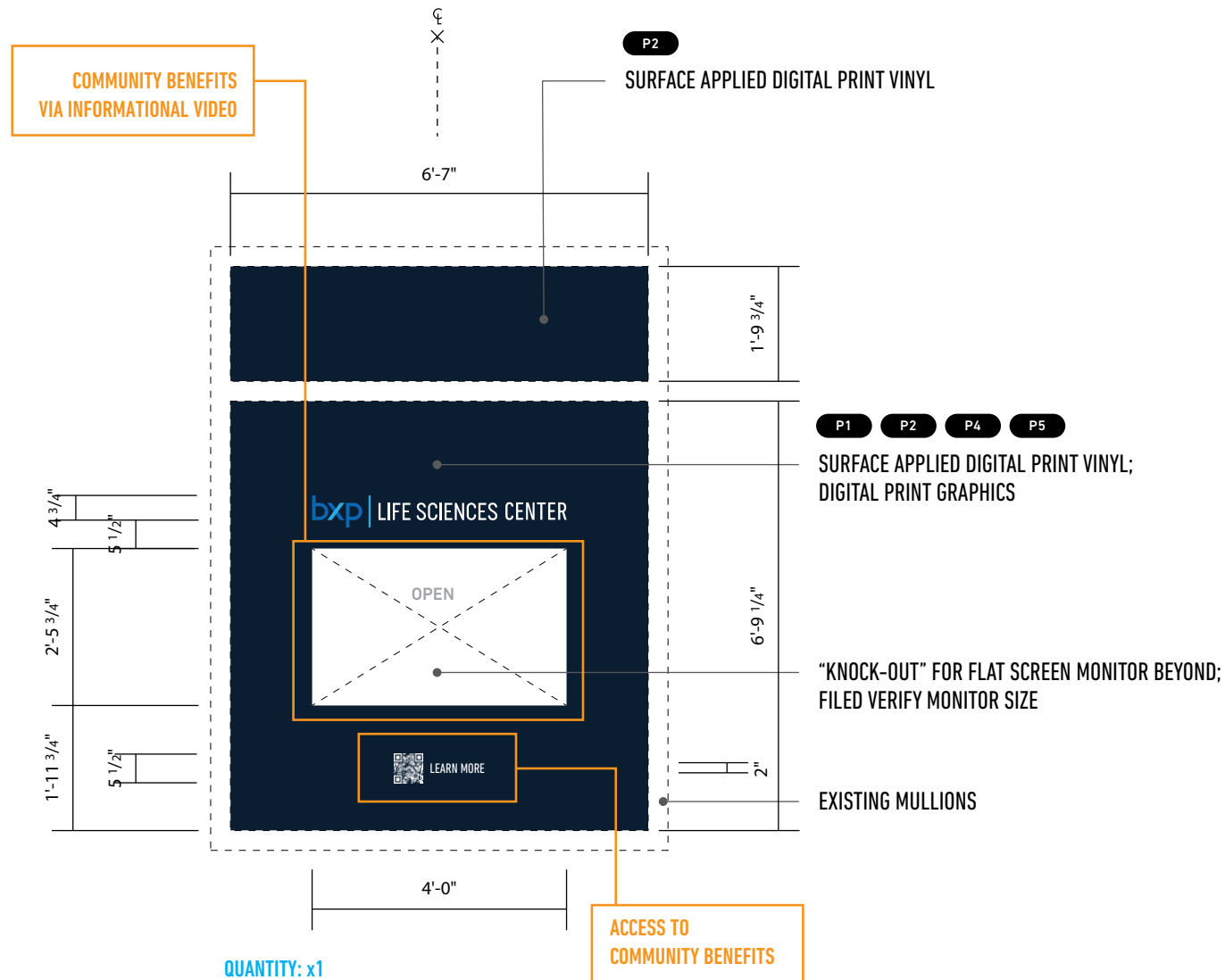
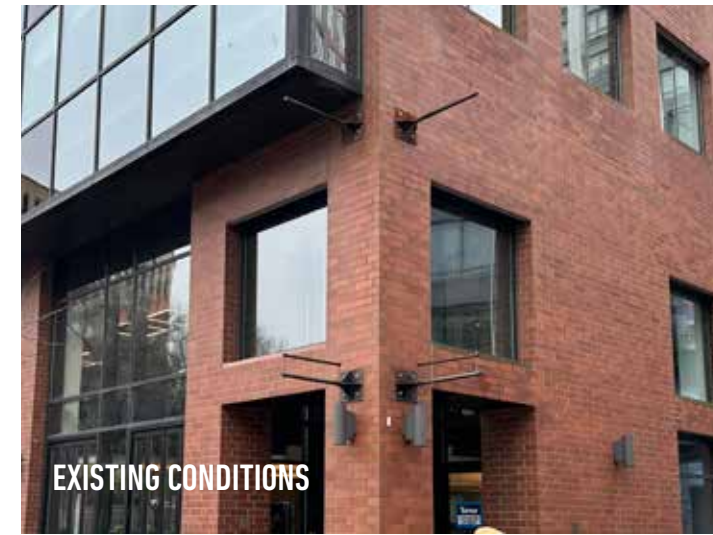
REV #	DESCRIPTION	BY	DATE
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1 Ames Elevation
scale: 3/16" = 1' - 0"

Ames
Elevation

G.5



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

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

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Details

G.6

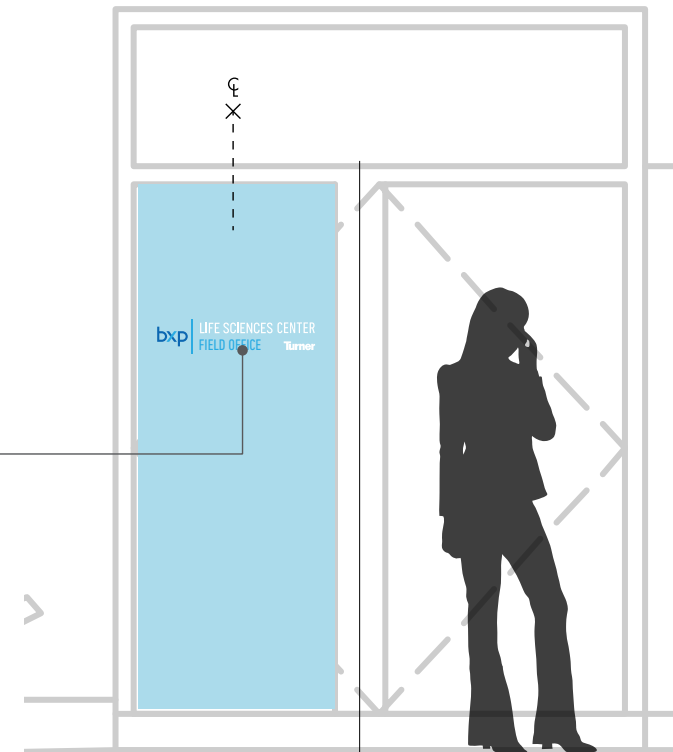


P1 P2 P4 P5
 EXTERIOR GRADE, VINYL BANNERS;
 DIGITAL PRINT GRAPHICS;
 DOUBLE-SIDED; MOUNT TO EXISTING SUPPORT
 ARMS AND SUSPENSION;

EXISTING SUPPORT
 ARMS AND SUSPENSION

QUANTITY: x3

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

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