

MEMO

Date: July 19, 2023

To: CRA Board

From: Fabiola Alikpokou, Tom Evans

RE: 105 Broadway & Yellow Garage at 75 Ames Street Signage Proposals

INTRODUCTION

Boston Properties (BXP) submitted two signage proposals: a building identification at 105 Broadway and an Automated Parking Garage System (APGS) sign for the Yellow Garage at 75 Ames Street. Since both of the signage submissions are submitted by BXP to meet agency requirements, staff did not schedule a separate Design Review meeting to review them in detail. Both signage proposals however require Board full approval under the Kendall Square Design Standards and Review Guidelines. Staff have reviewed the draft submission materials, found the proposals to be straight forward, and made a limited comments to BXP, mostly seeking addition information about the proposals. The submissions before the Board reflect these comments.

INDIVIDUAL SIGNAGE PROPOSALS

105 BROADWAY (EXHIBIT A)

The Cambridge Redevelopment Authority (CRA) received a building identification sign application from BXP for more prominent street address markings at 105 Broadway. There is no visible building marker currently; therefore, a more prominent sign is needed for easier building identification.

The details of the building marker include the following:

- 4" Thick Painted Alum. Letters;
- Fabricated/Finished Backs;
- Pin-Mounted/Silicone Flush to Beam;
- Non-Illuminated

The surface of the markings is proposed to be stainless steel material with a satin finish. The physical sign markings measure to be about 1'-2" high and 4" wide and will be approximately 8' – 11" ft high above the stairs.

BXP looks to install the sign upon approval of the project.

YELLOW GARAGE AT 75 AMES STREET (EXHIBIT B)

As a condition in the approval of The Infill Development Concept Plan (IDCP), BXP agreed to design a real-time parking information system application for the publicly accessible garages in the MXD to provide information on visitor parking availability. The condition further notes that the system is to be designed in collaboration with the CRA and the City of Cambridge Traffic, Parking, and Transportation Department (TPT) and must be operational by the completion of the new Parcel 2 parking garage.

The proposed APGS will be mounted above the main entrance of the yellow garage on Ames Place. The sign measures approximately 29.9 SF, including the supports, or 23.3 SF, excluding them. The sign is designed to illuminate in red and green, with red indicating the garage is full and green indicating parking availability. The signage will also include parking stall numbers, spaces available, and hours of operation. The APGS project will also require the installation of car detection devices within the parking garage for data collection.

MOTIONS

Draft Motion: *Approving the building identification signage for 105 Broadway, KSURP Parcel Two.*

Draft Motion: *Approving the real-time parking information sign on the Yellow Garage on Ames Place, KSURP Parcel Three.*

ATTACHMENTS

Exhibit A: 10 Broadway Signage Proposal

Exhibit B: Yellow Garage – APGS Signage Proposal