

Cambridge Redevelopment Authority  
Board Packet of Supporting Materials  
Meeting of September 17, 2014

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i. Agenda

1. Draft minutes of the Regular Board Meeting on July 23, 2014
2. City Manager Update to City Council Regarding the Foundry Reuse Project – July 25, 2014
3. Monthly Report to the Board of the Executive Director Officer
4. Report on the Budget & Monthly Expenditures for July and August 2014
5. Offer for Lease of Office Space at One Cambridge Center
6. MXD District Signage Review & Approval Process and Guidelines
7. Signage Proposal for Ames Street Deli and Study Restaurants at 73 Ames Street
8. Signage Proposal for Akamai at 150 Broadway / 8 Cambridge Center
9. Signage Proposal for 80 Broadway / 4 Cambridge Center
10. Signage Proposal for Clover Fast Food at 355 Main St / 5 Cambridge Center
11. Ames Street Residential Project
  - Design Review Report
  - Ames Street Residential Project Article 19 Filing

# Cambridge Redevelopment Authority

One Cambridge Center/Fourth Floor  
Cambridge, Massachusetts 02142  
617 492-6800



Regular Meeting  
Cambridge Redevelopment Authority

Wednesday, July 23, 2014, 5:30pm  
Cambridge Police Station  
125 Sixth Street  
Community Room

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## DRAFT MEETING MINUTES

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Present: Kathleen Born (Chair), Margaret Drury (Vice-Chair), Christopher Bator (Treasurer), Conrad Crawford (Asst. Treasurer), Barry Zevin (Asst. Secretary), CRA Executive Director Tom Evans, CRA Strategic Planner Kathryn Madden, CRA Intern Young-Ae Chung, CRA Office Manager Ellen Shore, John Hawkinson, Steve Kaiser, Heather Hoffman

Public sign-in sheet attached.

**Call to Order:** Kathleen Born, called the meeting to order (5:32pm).

For those in the public who want to comment on the last item of the agenda, this will be a very transparent process and comments after the board discussion are encouraged.

### **Public Comment**

Steve Kaiser commented on three items on the agenda and one general point.

- # 8 Grand Junction: It is important for everybody in Cambridge (MIT, CRA, etc.) to do their piece to get this project in motion. The biggest issue is in Somerville where the MBTA wants to propose a fifth track for the Green Line which takes out room for the bike path. Mr. Kaiser feels that the MBTA could move the 5<sup>th</sup> track into the yards to solve the issue.
- # 11 Strategic Plan: Mr. Kaiser is puzzled and unhappy with this plan. He stated that it was wise to avoid the Courthouse. He stated that the Alewife area is poorly planned, traffic is horrible and doesn't see how to fix it. One piece of good news is that Equity and Rich McKinnon volunteered VHB to study the Red Line capacity. He suggested that CRA should support or help fund this study. Mr. Kaiser thinks that there's 20% more capacity. Since Boston Properties benefits from improvements they should also get involved and contribute to the study.
- #12: Mr. Kaiser stressed great unhappiness with the C2/K2 study. It never finished the traffic study and it didn't look at the headways. The transit study for the K2 plan must be properly done. To build on 1 million square feet, we must deal with transportation issues.
- Powerpoints should be used wisely. The intern had an excellent Powerpoint presentation but the one for the Strategic Plan was awful and unreadable with too many words.

Heather Hoffman

- This is a golden opportunity to say something about the Microsoft sign. This is an improvement because the sign doesn't stick out as much but unfortunately, it still looks like they own the Kendall Square T-station. Ms. Hoffman does not think the sign should be there at all.
- Ms. Hoffman is glad that Parcel 6 is moving forward as it is "really a dump." There used to be a food truck at this site which was removed for staging for a construction project. Although the sidewalk has been shoveled in the two winters, this area has not been maintained well.
- MXD District. Ms. Hoffman agreed with Mr. Kaiser. The MXD district should not be the wild west anymore and it's time for it to become part of the city. Its zoning, approvals, and signs should be part of the city approval process. She asked for the removal of the signage exemptions. She stated that that these rules can be improved but keeping the sign exemption leads to things we don't like.
- Grand Junction: Ms. Hoffman agreed with Mr. Kaiser. Friends of the Grand Junction have worked very hard with the Friends of the Community Path to make a network of paths so we can use cars less and have nice places to walk.

The public comment portion of the meeting was closed.

## **Minutes**

### **1. Motion: To approve the minutes of the Regular Board Meeting of the CRA on June 18, 2014\***

The Chairman had 2 corrections:

- 1) Correct the spelling of Mr. Stohlman's name.
- 2) A clarification of the discussion regarding item 5 on page 3. The minutes will be changed to say "The Wall will not be used for advertising. Its intention is to be a visual display providing dynamic information."

***The minutes with these amendments were unanimously approved and will be placed on record.***

## **Communications**

### **2. No correspondence currently on file for this meeting.**

## **Reports, Motions and Discussion Items:**

### **3. Report: Update on the Foundry Reuse Project (Ms. Madden and Mr. Evans)\***

Mr. Evans explained that this is a two-part report. Ms. Madden will report on the community meeting and the after-analysis of the model-building event and then Mr. Evans will follow up with a discussion of the next steps of the project with the City and the consultants.

Ms. Madden stated that over sixty people attended the community meeting, including board and council members. This was a hands-on interactive workshop to look at trade-offs for what types of businesses would comprise the Foundry. The overall feeling of the attendees was that this building should be inclusive, diverse, accessible, multi-cultural, multi-aged, multi-use and flexible. With this and past meetings, we are finalizing the set of consistent goals and objectives.

Board member Barry Zevin still feels that we need more of a data driven report quantifying the city's needs and stated that maybe the Multicultural Arts Center fulfills the same goal. Ms. Madden suggested that CRA's role is to create the building's objectives and possible programs. The workshop provided a way to look at the tradeoffs needed due to the size of the building. In the end, the company that is selected from the RFP applicants based on the stated criteria to ensure public interest and a governance, will decide what they can make work. The selected applicant would hopefully be a team of real estate developers and operators. In the RFP, the CRA will state that the public interest is an objective and goal of the building. CRA will be putting a governance structure in place that will allow changes over time that still fulfill the mission of the building.

The building has challenges for a builder. Documents of the historic form of the building (1980's permit changes) should be retrieved to give the bidders on the project as much data as possible. Ms. Born suggested that a building survey also be done since it would be worthwhile and inexpensive. If we can locate the as-builts, the information would be there.

Ms. Madden stressed that this shared City / CRA workshop was a pleasant working environment. CRA is in an unprecedented relationship with the City with collaboration on this workshop and other meetings. Ms. Drury enjoyed the interactive working nature of the workshop. One of the next steps is determining how to tap into the city's youth programs.

Mr. Evans stated that the CRA is working on general objectives that we want to set as parameters for each of the phases of the development process and the rules to guide future uses throughout the life of the building.

The CRA is proceeding on some technical aspects of the project – creating governance structure and the sequence of transactions from CRA to a development entity, financial arrangements that go along with that, and the oversight committee's makeup and responsibilities. Simultaneously, HRA is running a series of models of comparable rents for different types of uses and percentages of keeping the architectural features visible. We want to be able to present the scenarios in September in a public forum. We have an initial optimistic nod from HRA.

Barry Zevin suggested adding space to the building. This idea remains on the table with the City. An RFP will provide the opportunity for people to offer ideas.

***Motion to place the report on file was unanimously approved.***

#### **4. Motion: Approving the CRA 2014 Strategic Plan (Ms. Madden)\***

Ms. Born thanked Ms. Madden for her work. Ms. Born pointed out so that the public knows that the CRA isn't limited in its scope and that the CRA has a mission to respond to the Cambridge community, on page 12 of the plan, it includes suggestions of other possible areas that CRA can look at. KSURA will be 50 years old this year. CRA was in existence 10 years before that. Ms. Born stated that this plan is a great place to launch CRA into its second phase of redevelopment for this area. Mr. Evans stated that this is a good time to redefine what urban renewal means to Cambridge. CRA clearly announces that our intentions are beyond Kendall Square and that it's citywide.

***Motion to adopt the CRA 2014 Strategic Plan as presented was unanimously approved and placed on record.***

#### **5. Motion: Approving the Revised Design for the Microsoft Blade Sign at One Cambridge Center (Mr. Sheehan)\***

Mr. Sheehan stated that this is an application to redesign the Microsoft Sign to replace the old logo with a new identity and reduce the projection of the sign. There's been much back-and-forth with Microsoft and

a satisfactory solution has been reached.

Ms. Born requested clarification of the motion regarding the illumination and the metal finish.

***The motion to approve the Revised Design for the Microsoft Blade Sign at One Cambridge Center with matching levels of illumination and the same gun gray metal finish as the current sign was unanimously passed and CRA will send notice of this to Microsoft.***

#### **6. Motion: Approving the signage proposal for Bailey and Sage Restaurant at Five Cambridge Center (Mr. Sheehan)\***

Mr. Sheehan is amenable to the storefront sign but Boston Properties is not enthusiastic with the freestanding sign and planters in the arcade. Boston Properties feels that a sign on Main Street and a storefront sign is enough signage. The seating does not need to be private and the planters create an undesirable obstruction and clutter the arcade. Planters and the free-standing sign would look better outside on Pioneer Alley. The Board discussed livening up Pioneer Alley but not creating spaces to hide since the area is not well populated.

Mr. Zevin suggested that the planters might serve as a barrier against moving the chairs away from the restaurant and if that were the concern, a suggestion of using heavier chairs should be conveyed. However, there are light-weight chairs in other restaurants that tend not to stray too far. Mr. Evans mentioned that the arrival of more furniture (larger chairs, tables, etc.) will be proposed by Boston Properties for the arcade in the near future.

CRA will take a look at discussing Pioneer Alley signage with the interested businesses but the CRA does not want to micro-manage signage.

***The motion to approve the signage proposal for Bailey and Sage Restaurant at Five Cambridge Center excluding the freestanding sign and planters within the arcade was unanimously passed.***

Mr. Zevin asked about the status of the Clover signage. Mr. Evans stated that Clover was given suggestions for modifications by Boston Properties and CRA and that a new proposal should arrive in September.

#### **7. Report: Monthly Report to the Board of the Executive Director (Mr. Evans)\***

Mr. Evans posted the Project / Planner Manager position on various places – CRA website, APA, Planetizen (an urban planning website). Over two dozen applications have been received. This person will be taking on some of the work launched by CRA interns and other projects such as MXD, Cherry Street, for example. The CRA needs to add professional capacity with someone who has experience in project leadership.

Ellen is taking on the bookkeeping process, which is very helpful. Although auditors said we should bring this in-house nine months ago, we weren't ready at that time to take this on – now we are. Check processing is much quicker and our database is thus updated more accurately. We are still working on getting some of our bank accounts to have Mr. Bator and Mr. Conrad as official signers. For the time being, Mr. Gookin is continuing to be responsible for payroll process via Harpers Payroll company, which includes payments to Cambridge Retirement and other payroll details.

The auditors were in the CRA office last month. They were impressed with many policies that we have put in place and are also reviewing our draft Procurement Policy. This policy already needs modification since the state law just changed on procurement last week. The new budget now allows us to do a contract on three calls up to \$35K from \$25K. Above \$35K, the CRA still needs to do a full low bid or RFP process.

We've wrapped up Phase I of our archival storage project and shipped off a great deal of information on previous projects to the Cambridge Room of the library. We are currently holding onto all of the Kendall Square records and the Harrington/Wellington file boxes although we haven't sorted through these yet. We need to move out of our 4CC storage and are looking into moving into another location, possibly Iron Mountain. We are discarding duplicate documents and will be passing some duplicate as-builts to Boston Property that they don't have.

Mr. Bator suggested that an event be planned for the 50<sup>th</sup> anniversary of the Kendall Square Urban Renewal Plan. Also coming up is the 60<sup>th</sup> year anniversary of the CRA. Mr. Evans suggested that this could be a combined KSA / CRA / BP effort once the Main Street construction project is done, possibly late next summer. Mr. Evans will get an update of the expected completion date.

This opened up a conversation on the Main Street reconstruction. Demolition has started and the medians were removed. Taking down the flagpoles was more complicated and took longer than expected due to street closures, bringing in cranes, electrical shutoff's, traffic redirection, etc. In the next weeks, they will be starting on the intersection of 3<sup>rd</sup> and Broadway and Main Streets. This requires a lot of coordination since it affects us at Point Park with tree removals and the coordination of pedestrian detour plans. Pedestrian detour paths are very important to publish. For the next two months, there'll be a lot of circulation transition occurring including bus rerouting.

Mr. Crawford was concerned about providing adequate bike parking and notification. Mr. Evans is working with the City about providing carousel positioning in general. There are more bike racks now on Broadway. Mr. Evans will look into providing some in appropriate places on Ames Street and by the MIT Headhouse.

We need to delay the repaving of the plaza around the galaxy sculpture or do it in stages because of the pedestrian circulation. We can't reset the bricks while the Main Street intersection is being redone because there won't be a place to walk to the T-stop. This might need to wait until next spring. We are working closely with Boston Properties, DPW and Newport Construction to decide how this will work. However, Boston Properties has patched the sidewalk since it was becoming a public hazard.

In the next months, we will review the Foundry Demonstration project, get an updated Procurement Policy, possibly discuss the Ames Street Project, plan amendments, MXD zoning, some signage issues. An audit report is also due back from the auditors.

On Ames Street, we got acceptance of the traffic report and the Article 19 submission will go in next week. Then we will get a planning board hearing date. All the elements of the Article 19 will be up on the coUrbanize site which will supplement the results with a graphic presentation of the architect's study. Ms. Born stated that the developer needs to ensure that this information is reviewed before it goes online to ensure accuracy.

Other items in the report will be discussed as part of the items below.

***The report will be filed as presented.***

**8. Motion: Authorizing the Executive Director to Advertise for Bidding the Construction Contract for the Grand Junction Pathway on Parcel 7 between Main St. and Broadway. (Mr. Evans) \***

What's included in the distributed packet is the 95% submission from FST which was submitted to the City and MassDOT. MassDOT wants a 2<sup>nd</sup> rail-line to go through the Grand Junction corridor that we hadn't heard about before talking with them about this. At a meeting of the City Council's Transportation and Public Utilities Committee, the study states that according to the standards, there is room for two tracks and it would not affect our path. However, MassDOT disagrees due to the curve involved and says that the buffer needs to increase. This required us to do further study and we will need to resubmit the

section to prove to MassDOT that if they ever did bring a 2<sup>nd</sup> track they might need to remove the trees but they won't need to touch the path and they'd still have room for a fence.

Additionally, DPW suggested doing some quick soil samples which we did on three spots. Although this area had cleared MassDOT's environmental process a while back when it was a state highway project, we just heard results from the soil test indicating that more sampling is needed due to the presence of a certain (and at this time unknown) substance in one of the samples. We haven't seen the specific report but more testing will delay the project and increase its cost. By law, we have 100 days to report to the state so we want to report on a more thorough sampling.

The city was not happy with the design with the corner so we are taking a new look at clustering shrubbery, seating, ramps up to the gazebo and path-positioning.

Therefore, we are not really 95% ready for a bid package. We need to replace the motion "on the table" to amend the design contract to add an additional 6 months of time and \$30K, mainly due to recent notice regarding the soil and the possible results of the testing. CRA owns the soil problem unless we want to close the path down. Everyone is completely surprised by this, including the engineers who have built this project since this area has been dug up before with a new steam line by utilities and this soil issue has never been found before. Significant work is needed, including rigs to drill since we are forced to dig deeper.

Ms. Born asked for an explanation of the review process going forward. Mr. Evans explained that the DPW agreed to be the construction supervisor of the project. We are submitting this as a DPW project which will go through a review by DPW and other City Departments. So far, the CRA has been reviewing this with the Grand Junction Interagency committee but have been just focusing on the path design. There have been suggestions by the City on ways to upgrade the Gazebo but this is another issue in and of itself. The CRA is funding this project via MIT which has only committed to the path. The Gazebo would be considered a separate project.

Ms. Madden urged the board to consider, at least, removing the out-of-date, non-urban looking timbers of the Gazebo. Taking the wood down would require railings to be installed. Another issue is that the Gazebo is currently not accessible which complicates creating a path to it. A discussion among the board members regarding "what to do with this structure" followed. The Gazebo is not hazardous except for splinters and nails that are not flush.

The motion on the bid would be tabled until the soil results and the corner Gazebo issues are resolved. Since the East Cambridge Kendall Square design process should be completed in summer 2015, this project was for building an interim asphalt path that leads to the gazebo and adding some benches and plantings. Removing the Gazebo requires a demo proposal.

The current contract with FST is for roughly \$3 million and has been in effect for 30 years (since the 80's) for all of Kendall Square. That money has now run out. In the past, the CRA has added half million dollars to FST's contract to do work undefined. Now we are being more precise on the specific scope for what FST will be working on. The breakdown of the additional \$30K requested is \$23K for hazmat studies (as hopefully a worst case), soil testing and evaluation, a little over \$2,000 to deal with MassDOT's railroad right-of-way cross-section analysis, and \$4,500 for landscaping.

FST calls it a "95% submittal."

***Motion to authorize the Executive Director and the CRA Chair to execute a contract amendment adding \$30,000 and 6 months to complete the FST's design contract to further the Grand Junction project is unanimously passed.***

**9. Motion: Authorizing the Executive Director and Chair to negotiate a professional services contract for a Market Manager of the Pilot Market on CRA Parcel Six (Mr. Evans)**

We posted a contract scope to all market managers we knew of in the area. Although the ad appeared on the Commonwealth Food website and a national website, we did not receive a food market proposal. We did receive two other proposals. One is a proposal from Relish in Union Square for a craft maker based market rather than a food market where we would offer containers for workspaces. They couldn't do this by the Fall but would like to use that time to test the idea. They asked for \$25K. Should the CRA proceed since we'd be spending money without knowing what the costs or the results would be? The idea of containers is also unclear. We have the option of pursuing them as market consultants.

The second proposal was a freight farm project which would bring a farm (vertical growing) to Kendall Square with LED grow lights so it would be year-round. The company would oversee what is grown and distribute the produce. This is already done in Boston where basil is grown for restaurants. This is more of a commercial use of the site so it could create a small amount of revenue. There was also a fundraising aspect to the proposal. They want to be local so that they can grow in Kendall Square and sell to local restaurants.

A third option is to do minimal improvements – plants and benches - and make it a park. A fourth option would be to rewrite the scope and see if we get more responses.

Mr. Evans would like to offer Relish \$15K flush out their ideas, function as retail and event-making consultants and come back to us with more information. Mr. Evans received valid references about Relish. Mr. Evans was impressed with the conversation he had with Relish.

Ms. Born suggested offering the site to a civil contractor for staging where we could receive rent. Mr. Evans mentioned Newport Construction who is doing the Main Street construction but are coming daily from Watertown. Mr. Evans will negotiate with Newport Construction about renting the space and improving the site with paving, turf, shrubbery, and granite curb pieces which is allowed under CRA rules for license uses for temporary space. This would allow a groundwork to be laid. Ms. Drury questioned giving \$15K to a company when it's unclear what the end result would actually be. There was a discussion about this being similar to other feasibility contracts. Mr. Evans noted that their hourly rate was lower than our other consultants and they have had success starting projects in Somerville. A business plan would be expected from Relish.

Mr. Bator asked if we looked deep enough into other ideas. Mr. Evans stated that he and Chris Colley did much brainstorming regarding what to do: food truck was vetoed, parking lot was vetoed by the City. There could be more ideas but we should decide and move on to our other bigger projects. Engaging with Relish now doesn't preclude anything in the future. But if a market at this location is a Spring 2015 goal, we need to start planning for that now.

Ms. Born wants a contract with Relish to mention deliverables which Mr. Evans agreed to include and Ms. Born would be signing.

***Motion: Authorizing the Executive Director and Chair to negotiate a professional services contract for a Market Consultant with Relish, Inc. not to exceed \$15,000 passed unanimously.***

***Motion: Authorizing Executive Director to negotiate with Newport Construction for the temporary use of Parcel Six passed unanimously.***

## **10. Report: Quarterly Budget Report January – June 2014 (Mr. Evans)\***

There are two reports that look similar – the budget report and budget amendment report which continue to show budget vs. actuals. We have not yet brought in proceeds from Ames Street development nor MIT. Our personnel expenses are tracking as expected. Some of our office expenses are slightly higher than expected and our legal expenses have been less than what we budgeted for so there's an amendment to shift these monies. We will be spending more on community outreach and development. We also didn't have enough money for advertising to properly get a Project Planner position after advertising the RFP for HRA and for the Office manager's position.



Because of this, an amendment of the budget is proposed. As for income, the biggest change is if the Grand Junction is not done this year, which affects the income from MIT. MIT is treating this project as a reimbursement and only wants to pay the actual cost of the path. Another mid-year income adjustment is because we received more rental income because KSA stayed in the CRA office longer.

For operating expenses, we are asking for money to be shifted from Legal to Outreach Development for additional advertising and the need to host more meetings. As an aside, the CRA used the City's free once-a-year usage offer for the Multicultural space for the Foundry workshop. Mr. Evans suggested reallocating the unassigned salaries to various projects. We will need to spend more, from \$275K to \$300K, for covering the legal aspects on the Grand Junction project due to the soil testing, the additional monies to FST, and an additional \$15K on Parcel 6. Mr. Evans is reserving the right to allocate or have \$100K unencumbered for redevelopment investments for the Community Fund and is not expending capital costs for the construction of the Grand Junction. There might be some expenses for site preparation (water and electricity) for future temporary uses of Parcel 6.

Mr. Evans noted the line items for the distribution of salaries from July 2014 forward although it's a rough estimate. The Foundry is the biggest project, followed by MXD Rezoning and then finishing up on the Strategic Plan. There is also a shift of office administrative expenses. We spent less on the general legal category and moved it all to accounting for Eric Kinsherf but still need \$10K for the audit. The other two big items are the costs for moving out of our 4 Cambridge Center storage unit and our IT costs. WE need to hire an IT specialist to improve our network and file sharing setup, our wi-fi access, and buy more supplies and IT equipment. We are spending more on advertising and on the community workshops and we need a bit more for staff development on procurement training that the state provides for municipal officials. We are currently waiting for classes to be announced.

***Report to be filed.***

#### **11. Motion: Approving Revisions to the 2014 CRA Budget based on Strategic Planning Priorities (Mr. Evans)\***

***Motion to approve the revisions to the budget as presented by Mr. Evans passed unanimously.***

#### **12. Discussion: Process to initiate Kendall Square Urban Renewal Plan Amendment and MXD Zoning Revisions based on the K2 Planning Study and Recommendations (Mr. Evans)**

Mr. Evans passed out excerpts from the K2 Plan that specifically dealt with zoning in the MXD. Although these were not in the current board packet, they have been previously distributed to the board and the public. In moving forward, this should be our base point for any amendment or petition to the redevelopment plan, as we want to stay as close to the proposed zoning recommendations as possible.

The message from legal counsel is that CRA has standing to be a petitioner. CRA is the only landowner with interests across the entire MXD.

The parameters of new development based on the K2 Plan are one million square feet - 400K towards housing and 600K towards commercial - that have been discussed several times with CDD staff. Beyond executing the K2 plan and allowing Kendall Square to continue to grow, there are a lot of non-zoning recommendations that came out of the K2 Plan that don't necessarily deal with development of buildings. The CRA could be in a position to execute some of those recommended non-zoning issues.

The CRA went through the K2 Plan, looking at policy goals and implementing actions to understand the roles that different parties might have in such a plan. Mr. Evans stated that the CRA could have an execution role for community benefits. The CRA's interest in the MXD zoning relates to the CRA's fiscal interests and its ability to reinvest in Cambridge for the public's benefit. CRA does not want to do this in a

vacuum. As Mr. Kaiser suggested, Mr. Evans proposed starting a series of meetings in the Fall about the K2 Plan and what the CRA will do with the funds that CRA would obtain. Topics for discussion at these interactive workshops should focus on transportation, public realm improvements like streetscape and open space, affordable housing - both inclusionary and moderate rate, and topics on the commercial side regarding innovation space and the high cost of office space. Mr. Evans stated that CRA can take ownership of these issues and is looking for ways to have the most interactive, open and transparent process for gathering information, especially since the current CRA staff was not part of the original K2 planning process. Boston Properties would like to be involved in these forums as well.

Ms. Drury questioned how this will all get done. Mr. Evans replied that this was one reason to increase staff with the assistant planner position. The CRA by-laws state that we use the City resources to help us with the process. Mr. Evans recommended doing this process quickly rather than stringing out a process with a committee meeting once a month.

Ms. Born stated that the CRA's mission is to operate in the public's benefit. CRA has this opportunity to engage both the public and the city. Ms. Born would like to continue to use HR&A for an objective view of implementation feasibility and sensitivity analysis with respect to moderate income housing in Kendall. Ms. Drury suggested getting more information from other places on affordable housing. Ms. Born stressed addressing the issue of open space especially since it's the densest part of the city. CRA wants a fully public process that is proactive, not reactive.

Mr. Evans will focus on outreach and meet with MEPA on transportation issues. The City is already focusing on moderate housing so we will collaborate on that. He hopes to kick off the public process by mid-September with awareness of other public discussions such as the MIT East Campus Gateway, Cambridge Conversations/Citywide, and Foundry meetings.

Ms. Hoffman suggested that CRA look at the CBT study commissioned by the East Cambridge Planning Team and there are other studies besides the K2C2 plan to consider. CRA should meet the goal of having an actual 15% of inclusionary units. Costs are driven by global investment and market. If people have data that they could really trust, it would change the conversation. People feel they are now being cheated. If we present data and facts, more people might show up at CRA meetings to learn more. CRA could contribute to the overall planning of the City of Cambridge.

Mr. Lavery of Boston Properties agreed that outreach on the issues raised by Mr. Evans are at the forefront of the project – transportation, open space. Adding density in a way that makes Kendall Square relevant in the future is important. This space was planned a long time ago, based on best practices at that time, but now we need to do things differently and make it more relevant to customers and community. Boston Properties is fully engaged and ready for undertaking.

Meeting adjourned at 9:10 pm.

To the Honorable, the City Council:

I am pleased to provide you an update on the Foundry project:

As part of the Predevelopment Phase for the Foundry Project, the City and the Cambridge Redevelopment Authority ("the CRA") are continuing to conduct community outreach, to develop the mission and program for the building, and research on development and finance options as well as continuing to explore collaboration with the CRA on these issues.

### **Outreach and Research Update**

A community workshop was held on June 24, 2014 to generate ideas regarding the building mission by testing program concepts (see attached documentation of the June 24 Foundry workshop). To guide the planning and redevelopment of the Foundry, research was conducted and presented at the community workshop that summarized similar and complementary programs contemplated for the Foundry, including makerspaces, arts programming, and early education programs. Research into comparable projects, both locally and nationally, has provided sample mission statements and insights into building development, operations, and process.

In addition, the Foundry was discussed at the CRA Board meeting on July 23, 2014, which was open to the public. During the summer, other opportunities to meet with youth groups and other neighborhood associations are being explored.

### **Building Mission Update**

The June 24 meeting complements previous community outreach in this evolving process to build a body of ideas about the vision, objectives, and potential programs for the Foundry; these are summarized below.

#### ***Vision/Concept***

The Foundry is a facility that is:

- Innovative
- Multipurpose and flexible
- Multigenerational
- Multicultural
- Accessible, inclusive, and welcoming to the public
- Citywide and neighborhood resource
- Financially sustainable

#### ***Objectives***

Redevelopment of the Foundry will achieve this vision by:

##### **Innovative Programs**

- Fostering a center of creativity and innovation through the shared use of space populated with complementary uses.
- Creating mentorship, internship, apprenticeship, workforce training, and educational programs for Cambridge residents that can directly benefit and engage the surrounding community, particularly youth.

- Including significant training opportunities in the fields of science, technology, engineering, arts, and math (STEAM) that can effectively introduce and prepare Cambridge residents for the existing and growing professional fields that have emerged in Kendall Square over the past several years.
- Capitalizing on the commercial success of Kendall Square's redevelopment to create a unique collaborative environment with a diverse mix of cultural, educational, and commercial uses emphasizing youth and STEAM uses, with a particular focus on under-represented, lower income households.

### **Physical Assets**

- Creating physical assets (new or renovated structures and facilities) that will support viable economic activity and promote business growth and job creation within the Foundry in the years to come.
- Bringing the Foundry Building into productive use for the community and to prevent the property from falling into disrepair.

### **Operational Oversight**

- Leveraging multiple funding sources to provide a financially sustainable building operation, that includes making space available for community, cultural, and educational functions.
- Maximizing the extent of public and community uses of the building and providing a structure for ongoing management and oversight of those uses.

### **Financial Feasibility**

- Piloting and reporting techniques for the adaptive reuse of an industrial building into a center of innovation and creativity, utilizing public private partnership both as a financing tool and a model of collaborative economic and cultural development.

### **Viable Uses**

Building on community input, uses that can accomplish these objectives include the following (in alphabetical order); many could be programs that are mixed, synergistic, or operating in shared spaces. Given the space constraints, it is unlikely that all of these uses can be adequately accommodated at one time.

- Arts and performing arts studio space
- Cafe
- Community education or job training centers
- Community kitchen and food preparation space
- Early childhood education/day care use
- Family-based commercial recreation
- Gallery, museum, library
- Offices for small companies, start-ups, or private enterprises
- Parking
- Performance space (such as a black box theater) and gathering space
- Shared office space and office space for non-profit organizations

- Start-up manufacturing, fabrication (“maker”) space
- Shared office space and office space for non-profit organizations
- Youth programming

With ongoing feedback and input, these preliminary concepts and themes can be refined into a building mission and goals that will become the basis for a redevelopment Request for Proposals (RFP).

### **Development, Finance, and Governance Strategies**

The City and CRA are exploring and testing the implications of different development options which look comprehensively at the interrelationship of program (tenant types), the development entity, the operating entity, and the sources and uses of funds in both the redevelopment and operational phases. The CRA has engaged HR&A, a real estate advisory firm, to test different financial implications of the development models, which will help inform a potential RFP for redeveloping and leasing the building and the criteria for evaluating proposals.

The City and the CRA have been researching the use of a possible Demonstration Project, which would allow the CRA to utilize the tools available to urban redevelopment agencies as described in M.G.L. Chapter 121B. An informational meeting with the Massachusetts Department of Housing and Community Development (“DHCD”) was held in mid-June and the DHCD was supportive of the preliminary approach. Options are being explored to set up the necessary governing body(s) and transactional structure, in order to consider and protect the long-term financial interests of both the City and the CRA, as well as provide oversight that ensures the mission and criteria set forth in any lease agreements continue to be realized throughout the term of any such lease.

### **Next Steps**

The City Manager’s office will continue working with staff from the Law Department, Finance Department, Assessing Department, Community Development Department, and the CRA to explore governance and development models to implement the project. As a follow up to the June 24 community meeting, the City and the CRA will be conducting outreach to youth groups through the Department of Human Service Programs. We anticipate another community meeting in the fall to further develop the building mission and objectives.

During the summer the City and the CRA will continue to explore development options, reviewing the work of the CRA’s real estate advisors who are currently modeling the financial implications of different scenarios, and discussing the possible governance structures. These findings will be discussed with the community at the fall meeting.

The schedule for subsequent phases remains as follows:

- Transaction Phase (Fall 2014 – Spring 2015)
- Redevelopment Phase (2015-2016)
- Operational Phase (2016 forward)

Attachment: June 24<sup>th</sup> Foundry Community Meeting Report

## Cambridge Redevelopment Authority



### Executive Director Report to the Board

September 15, 2014

#### **Contracting, Personnel, and General Administration**

We have conducted two rounds of interviews with candidates for the Associate Planner / Project Manager position and hope to make an offer this week. We are recruiting one or two interns for the school year, while retaining Young-Ae to continue part-time work.

Per Chapter 30b M.G.L. requirements, we advertised our office space requirements last month in the Cambridge Chronicle and posted a full RFP for office space on our website. This resulted in one offer, from Boston Properties, for the space we currently occupy at a higher rental rate. This proposal is up for consideration by the Board.

Ellen successfully orchestrated our move out of the storage area of 4 Cambridge Center to make room for the 80 Broadway innovation office project. It appears that many of these materials have been storage at this location for over 20 years. We have now rented space for those materials in Metropolitan Storage on Mass Ave. This is a more affordable offsite solution than Iron Mountain. We will work on reducing our file storage needs through increased digitalization, file consolidation and recycling of older duplicative or obsolete materials. Staff will develop a Records Management policy in full conformance with Public Records Law beforehand.

We have continued to work closely with Chad of Roselli Clark and Associates and anticipate presenting the 2013 audit to the Board in October. Their initial feedback has been quite positive and supportive of the operation changes undertaken so far such as working with a third party payroll service, establishing Internal Controls Procedures, utilizing an independent accountant to reorganize our financial books, and bringing the bookkeeping functions in-house. Ellen has now taken on all payroll functions through our Harpers payroll service. We are exploring the best methods to track payroll expenses by project between the Harpers system and Quickbooks. We will also work to address some detailed bookkeeping recommendations presented by the auditors.

#### **Draft Forward Calendar**

<b>October</b>	<b>November / December</b>
KSURP Amendment	Parcel 6 Update
Grand Junction Bid	Final Procurement Policy
2013 Audit	Amendment to Parcel 3&4 DDA
Foundry Demonstration Plan	Draft Investment Policy
Ames Street Schematic Design	Community Fund Program
	MXD Urban Design

#### **Projects and Initiatives**

##### ***Kendall Center***

The new signage for Parcels 3 and 4 of Cambridge Center are currently being installed. This includes the wayfinding graphics around the atrium to help lead visitors to the Rooftop

Garden. The address of our office at One Cambridge Center is now officially 255 Main Street. The summer programming on the plaza will come to a close in September. It is anticipated that the Farmer's Market will remain at this location next year, and potentially permanently on the plaza rather than along the Main Street sidewalk.

### ***Ames Street***

The Article 19 Application was filed for the Ames Street Residences at the beginning of August. We are coordinating design review between City and CRA staff. We will schedule a public Design Review committee meeting at the beginning of October and anticipate consideration of the Schematic Design by the full Board on October 15<sup>th</sup>. The Planning Board has scheduled its public hearing for the project on October 21<sup>st</sup>. Staff is working with various city departments on the preferred streetscape design for Ames St.

### ***Foundry***

Over the summer, the CRA and City staff co-hosted a series of interactive youth workshops regarding the programming of the Foundry Building, much like the community meeting activities. HR&A created multiple rounds of development scenarios based on the programmatic discussions that have taken place thus far. The development scenarios were discussed in detail with multiple city departments and will be revised based on feedback regarding the models assumptions. The framework and results of these models will be presented at the next upcoming community meeting on the Foundry scheduled for October 29<sup>th</sup>.

The financial discussion has also informed the draft Demonstration Project Plan that outlines the proposed redevelopment process for the building. This draft document will inform the Executive session discussion regarding the CRA's participation in the potential real estate transaction with the city and a future redevelopment entity. The executive session will not involve any programmatic planning for the building, but instead shall focus on the financial implications and potential risks for the CRA of the current development strategy.

### ***Grand Junction***

Fay Spofford & Thorndike completed a full soil investigation based on the initial samples taken in July. Fortunately the levels of contamination were less severe than originally suspected. The main chemical of concern identified in the earlier report, trichloroethene (TCE), can be handled through offsite landfill disposal. A full soils report will be written and included as part of the construction documents.

### ***Parcel 6***

The CRA entered into a contract with Relish to explore the Maker's Village concept for Parcel 6. Relish staff has conducted interviews with a diverse field of individuals to test the viability of the program and brainstorm programmatic elements to consider. Relish will present their programmatic plan for the parcel to the Board in November.

### ***Volpe***

The General Services Administration (GSA) release a Request for Information (RFI) on August 26<sup>th</sup> seeking interest from the development industry in the 14 acre Department of Transportation site to redevelopment the site. A key objective of the GSA as stated in the RFI is to leverage the land value of the site to develop a new facility for the Volpe Center. Responses to the RFI are due on October 10<sup>th</sup>. The nature of the CRA's potential role in the project, if any, has not been determined at this time.

# Cambridge Redevelopment Authority

## BUDGET VS. ACTUALS: 2014 BUDGET - FY14 P&L

January - August, 2014

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
<b>Income</b>			
4060 Discounts given	100.00	100.00	100.00 %
4100 Operating Revenue		0.00	
4200 Grants		0.00	
4210 Proceeds from sale of development rights		405,000.00	
4220 Reimbursed Expenses	2,799.13	17,000.00	16.47 %
4230 Rental Income	9,512.00	10,000.00	95.12 %
<b>Total 4100 Operating Revenue</b>	<b>12,311.13</b>	<b>432,000.00</b>	<b>2.85 %</b>
4600 Uncategorized Income	13.19		
<b>Total Income</b>	<b>\$12,424.32</b>	<b>\$432,100.00</b>	<b>2.88 %</b>
<b>Gross Profit</b>	<b>\$12,424.32</b>	<b>\$432,100.00</b>	<b>2.88 %</b>
<b>Expenses</b>			
6100 Operating Expenses		0.00	
6110 .Personnel		0.00	
6120 Payroll Expenses - Other	137.89	0.00	
6130 Salaries	143,583.64	195,800.00	73.33 %
<b>Total 6120 Payroll Expenses - Other</b>	<b>143,721.53</b>	<b>195,800.00</b>	<b>73.40 %</b>
6140 Payroll Taxes	3,438.76	0.00	
6150 Medicare & SS	5,035.45	2,000.00	251.77 %
6160 Payroll Taxes - Other	-120.46	2,000.00	-6.02 %
6170 Unemployment	323.69	0.00	
<b>Total 6140 Payroll Taxes</b>	<b>8,677.44</b>	<b>4,000.00</b>	<b>216.94 %</b>
6180 Personnel and Fringe Benefits		0.00	
6181 Insurance - Dental		2,400.00	
6182 Insurance - Medical (Employee)		28,800.00	
6183 Pension Contribution	19,064.93	27,500.00	69.33 %
6184 Pension System Assessment		24,000.00	
6185 T Subsidy	760.00	1,680.00	45.24 %
6186 Workers Comp & Disability Insurance	165.00	2,000.00	8.25 %
<b>Total 6180 Personnel and Fringe Benefits</b>	<b>19,989.93</b>	<b>86,380.00</b>	<b>23.14 %</b>
6187 Retiree Benefits		0.00	
6188 Insurance - Medical (Retiree)	18,266.24	89,000.00	20.52 %
<b>Total 6187 Retiree Benefits</b>	<b>18,266.24</b>	<b>89,000.00</b>	<b>20.52 %</b>
<b>Total 6110 .Personnel</b>	<b>190,655.14</b>	<b>375,180.00</b>	<b>50.82 %</b>
6200 Community Outreach & Marketing		0.00	
6210 Community Outreach		0.00	
6220 Materials		600.00	
6230 Other		0.00	
6240 Public Workshops		1,500.00	
<b>Total 6210 Community Outreach</b>	<b>0.00</b>	<b>2,100.00</b>	<b>0.00</b>



6250 Marketing & Professional Development		0.00	
6260 Advertising	1,383.63	2,000.00	69.18 %
6270 Conferences and Training		1,000.00	
6280 Dues and Membership	925.00	2,000.00	46.25 %
6290 Meals	112.13	100.00	112.13 %
6295 Recruiting - Admin		500.00	
6296 Staff Development		500.00	
6297 Subscriptions		100.00	
6298 Travel	76.50	400.00	19.13 %
<b>Total 6250 Marketing &amp; Professional Development</b>	<b>2,497.26</b>	<b>6,600.00</b>	<b>37.84 %</b>
<b>Total 6200 Community Outreach &amp; Marketing</b>	<b>2,497.26</b>	<b>8,700.00</b>	<b>28.70 %</b>
6300 Office/Administrative		0.00	
6310 Insurance		0.00	
6315 Art and Equipment		4,800.00	
6320 Commercial Liability	4,878.05	5,400.00	90.33 %
6330 Special Risk	2,444.70	1,500.00	162.98 %
<b>Total 6310 Insurance</b>	<b>7,322.75</b>	<b>11,700.00</b>	<b>62.59 %</b>
6400 Office Equipment		0.00	
6410 Equipment Lease	4,365.59	6,400.00	68.21 %
6420 Equipment Purchase (computers, etc.)		3,200.00	
<b>Total 6400 Office Equipment</b>	<b>4,365.59</b>	<b>9,600.00</b>	<b>45.47 %</b>
6500 Office Space		0.00	
6510 Archives (Iron Mountain)	3,386.16	6,000.00	56.44 %
6520 Furniture		400.00	
6530 Office Rent	45,958.20	54,000.00	85.11 %
6540 Other Rental Space	289.00	0.00	
6550 Parking		500.00	
6560 Repairs and Maintenance	224.00	300.00	74.67 %
<b>Total 6500 Office Space</b>	<b>49,857.36</b>	<b>61,200.00</b>	<b>81.47 %</b>
6600 Printing and Supplies	387.60	0.00	
6610 Board Meeting Expenses - misc	493.44	600.00	82.24 %
6620 Office Expenses	261.23	500.00	52.25 %
6630 Office Supplies	1,596.31	1,400.00	114.02 %
6640 Postage and Delivery	109.66	200.00	54.83 %
6650 Printing and Reproduction	145.51	500.00	29.10 %
6670 Software	641.39	2,000.00	32.07 %
<b>Total 6600 Printing and Supplies</b>	<b>3,635.14</b>	<b>5,200.00</b>	<b>69.91 %</b>
6700 Professional Services - Administrative		0.00	
6710 Administrative		0.00	
6720 Accounting	20,972.50	31,000.00	67.65 %
6730 Financial Service Charges		200.00	
6740 Legal	65,138.97	78,000.00	83.51 %
6760 Marketing		0.00	
6770 Payroll Services	585.20	2,000.00	29.26 %
6780 Temp and Contract Labor		4,000.00	
6790 Web Design	1,037.50	1,000.00	103.75 %
6795 Information Technology	900.00	4,000.00	22.50 %
<b>Total 6710 Administrative</b>	<b>88,634.17</b>	<b>120,200.00</b>	<b>73.74 %</b>

<b>Total 6700 Professional Services - Administrative</b>	<b>88,634.17</b>	<b>120,200.00</b>	<b>73.74 %</b>
6810 Telecommunications		0.00	
6820 Internet	575.92	960.00	59.99 %
6830 Mobile	1,082.07	1,440.00	75.14 %
6840 Telephone	1,357.96	1,680.00	80.83 %
6850 Website & Email Hosting	126.66	350.00	36.19 %
<b>Total 6810 Telecommunications</b>	<b>3,142.61</b>	<b>4,430.00</b>	<b>70.94 %</b>
6900 Utilities		0.00	
6910 Gas and Electric	4,189.05	4,500.00	93.09 %
6920 Utilities - Other		0.00	
6930 Water		0.00	
<b>Total 6900 Utilities</b>	<b>4,189.05</b>	<b>4,500.00</b>	<b>93.09 %</b>
<b>Total 6300 Office/Administrative</b>	<b>161,146.67</b>	<b>216,830.00</b>	<b>74.32 %</b>
6801 Property Management		0.00	
6802 Contract Work	5,000.00	7,000.00	71.43 %
6803 Landscaping	5,229.00	30,000.00	17.43 %
6804 Repairs		500.00	
6805 Snow Removal	8,360.00	10,000.00	83.60 %
6806 Utilities		5,000.00	
<b>Total 6801 Property Management</b>	<b>18,589.00</b>	<b>52,500.00</b>	<b>35.41 %</b>
<b>Total 6100 Operating Expenses</b>	<b>372,888.07</b>	<b>653,210.00</b>	<b>57.09 %</b>
6901 Project/Program Expenses		0.00	
6902 Assigned Professional Services	0.00	0.00	
6903 Ames Street	1,200.00	8,000.00	15.00 %
6904 Community Loan Fund		5,000.00	
6905 Parcel 6		15,000.00	
6906 Grand Junction	45,783.12	80,000.00	57.23 %
6907.1 KSURP / K2 Zoning	3,213.00	50,000.00	6.43 %
6907.2 MXD Design Review	310.13	5,000.00	6.20 %
6908 Foundry	10,034.06	82,000.00	12.24 %
6909 Strategic Planning	900.14	10,000.00	9.00 %
6967 Volpe		5,000.00	
<b>Total 6902 Assigned Professional Services</b>	<b>61,440.45</b>	<b>260,000.00</b>	<b>23.63 %</b>
6911 Personnel Costs by Project		0.00	
6912 Ames Street		4,590.00	
6913 Community Loan Fund		9,180.00	
6914 Parcel 6		4,590.00	
6915 Grand Junction		4,590.00	
6916.1 KSURP / K2 Zoning		9,180.00	
6916.2 MXD Design Review		4,590.00	
6917 Foundry	22,118.53	18,360.00	120.47 %
6918 Strategic Planning		9,180.00	
6919 Volpe		4,590.00	
<b>Total 6911 Personnel Costs by Project</b>	<b>22,118.53</b>	<b>68,850.00</b>	<b>32.13 %</b>
6924 Unassigned Professional Services			
6925 Construction Management		0.00	
6926 Design - Architects		15,000.00	

6927 Design - Landscape Architects		0.00	
6928 Engineers and Survey	15,941.02	80,000.00	19.93 %
6929 Legal		105,000.00	
6931 Real Estate & Finance		45,000.00	
6935 Planning	15,656.76	40,000.00	39.14 %
6936 Market Management		15,000.00	
<b>Total 6924 Unassigned Professional Services</b>	<b>31,597.78</b>	<b>300,000.00</b>	<b>10.53 %</b>
6952 Redevelopment Investments		0.00	
6921 Capital Costs		20,000.00	
6922 Community Loan Fund		100,000.00	
6923 Real Estate Acquisitions		0.00	
<b>Total 6952 Redevelopment Investments</b>	<b>0.00</b>	<b>120,000.00</b>	<b>0.00</b>
<b>Total 6901 Project/Program Expenses</b>	<b>115,156.76</b>	<b>748,850.00</b>	<b>15.38 %</b>
Equipment Purchase (computers, etc.)	1,256.95		
Insurance - Medical (Employee)	1,930.53		
Insurance - Medical (Retiree)	19,003.20		
<b>Total Expenses</b>	<b>\$510,235.51</b>	<b>\$1,402,060.00</b>	<b>36.39 %</b>
<b>Net Operating Income</b>	<b>\$ -497,811.19</b>	<b>\$ -969,960.00</b>	<b>51.32 %</b>
<b>Other Income</b>			
7000 Non-Operating Revenue		0.00	
7010 Dividend Income	121.00	0.00	
7020 Interest Income	17,845.96	60,000.00	29.74 %
<b>Total 7000 Non-Operating Revenue</b>	<b>17,966.96</b>	<b>60,000.00</b>	<b>29.94 %</b>
<b>Total Other Income</b>	<b>\$17,966.96</b>	<b>\$60,000.00</b>	<b>29.94 %</b>
<b>Net Other Income</b>	<b>\$17,966.96</b>	<b>\$60,000.00</b>	<b>29.94 %</b>
<b>Net Income</b>	<b>\$ -479,844.23</b>	<b>\$ -909,960.00</b>	<b>52.73 %</b>

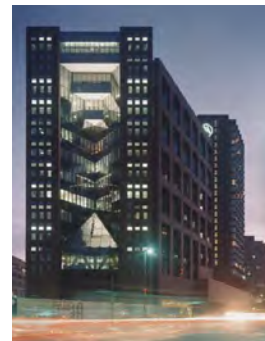
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**ONE CAMBRIDGE CENTER  
CAMBRIDGE, MASSACHUSETTS**

**LEASE PROPOSAL  
AUGUST 6, 2014**

<b>TENANT</b>	Cambridge Redevelopment Authority	
<b>LANDLORD</b>	Boston Properties ("BP")	
<b>BUILDING</b>	One Cambridge Center Cambridge, MA	
<b>PREMISES</b>	1,594 rentable square feet (RSF) consisting of a portion of the fourth (4 <sup>th</sup> ) floor.	
<b>COMMENCEMENT DATE</b>	November 1, 2014	
<b>LEASE TERM</b>	Three (3) years.	
<b>ANNUAL NET RENT</b>	Year 1:	\$57.00 per RSF
	Annual Increase:	\$1.00 per RSF
<b>ELECTRICITY</b>	Per the Existing Lease.	
<b>OPERATING EXPENSE BASE</b>	None. The lease shall be net of all operating expenses.	
<b>REAL ESTATE TAX BASE</b>	None. The lease shall be net of all real estate taxes.	
<b>CONDITION OF PREMISES</b>	Cambridge Redevelopment Authority shall accept the Premises in "as-is" condition.	
<b>ALL OTHER TERMS</b>	Per the existing Lease.	



**SIGNED AND ACCEPTED:**

**BY** \_\_\_\_\_ **DATE** \_\_\_\_\_

**QUALIFICATIONS** BP and Cambridge Redevelopment Authority acknowledge that this proposal is not an offer to lease, but merely a good faith effort to set forth certain material terms which might form the basis for the negotiation of a mutually satisfactory Amendment. No contract or legally binding obligation with respect to the leasing of the premises shall arise until the appropriate security provisions have been agreed to and a mutually acceptable Amendment has been duly executed by the BP and Cambridge Redevelopment Authority.

**Please respond by Wednesday, August 20, 2014.**

**Cambridge Redevelopment Authority**

**MXD DISTRICT SIGNAGE REVIEW & APPROVAL PROCESS AND GUIDELINES**

**September 9, 2014 FINAL DRAFT**

**TABLE OF CONTENTS**

- 1.0 Purpose of Document
- 2.0 Signage Review Jurisdiction
- 3.0 Signage Goals
- 4.0 Design Objectives and Guidelines
- 5.0 Signage Approval Process
- 6.0 Signage Proposal Submission Requirements

**1.0 PURPOSE OF DOCUMENT**

The Cambridge Redevelopment Authority (CRA) independently reviews new signage proposals within Cambridge's MXD Zoning District in the Kendall Square Urban Renewal Area (KSURA). The purpose of this document is to:

- a. define a public, transparent, and well articulated review and approval process for signs in the MXD District..
- b. establish criteria for review and approval of the design, size, shape, locations, materials, and illumination of new commercial signage and public information displays that will reflect contemporary goals for Kendall Square.

**2.0 SIGNAGE REVIEW JURISDICTION**

In accordance with Section 408 of the Kendall Square Urban Renewal Plan (KSURP), the CRA has review jurisdiction over all signs, including their colors, finishes, fabrication, and illumination, as further described in the sections below. These Guidelines constitute the design standards anticipated under Section 502 of the KSURP for signage. Signage proposals within the MXD District are exempt from Cambridge's citywide Sign Ordinance provisions (Article 7.0) and review jurisdiction.

- a. Exempted from CRA review are: state and federal signage, including MBTA signage, advertising signage on Hubway bike stations and MBTA bus shelters; and city, state, or federal flags.
- b. Signs within the KSURA but not within the MXD Zoning District are subject to the Cambridge Sign Ordinance or Federal design jurisdiction.

## 2.1 Ownership and Placement

Within the MXD District,

- a. Private permanent signage on or within private property which is visible from public ways, public passages, or public open spaces.
- b. Private permanent signage and related structures extending over sidewalks or other public ways.
- c. Public informational or wayfinding signage or kiosks designed specifically for the MXD District either on or within publically accessible private property, or on public sidewalks, plazas or open spaces.
- d. Private or public temporary signage or banners.
- e. *Advisory* review of city signage for purposes of coordination and compatibility.

## 2.2 Signage Types

The list of signage types below illustrates the wide range of sign types that the CRA reviews, and includes but is not limited to the following.

- a. Wall signs, including commercial signs, corporate identity signs, tenant identification signs, tenant directories, building identification signs, building street address signs, plaques, wayfinding signs, and parking facility exterior signage
- b. Projecting and suspended signs, including blade signs, marquee signs, entrance canopy signs, awning signs, and banner signs
- c. Free-standing signs, including monument, pedestal, pole, and kiosk signs
- d. Ground surface signs, including commemorative signs and plaques
- e. Window signs, including window lettering, decals, vinyl lettering, etching, and painted signs; and paper signs and video screens, mounted directly on windows or in the interior within three feet of storefront windows.
- f. Sidewalk sign boards (These require additional city review when placed on city sidewalks.)

Such signs may be illuminated, digital displays, or temporary signs.

## 2.3 Signage Types that are Strongly Discouraged

- a. Rooftop signs projecting above a building's façade or cornice line
- b. Flashing or strobe light signs
- c. Audible signs
- d. Free-standing pole signs in public ways or public easements
- e. Translucent (backlit) plastic sign faces
- f. General advertising on signs not associated with a building's use or public information, such as billboards or street furniture signs

- g. Repeated use of temporary signs
- h. Any signage, which because of its location, size, movement or illumination diminishes public safety, including:
  - i. Signage that obstructs eye-level views of streets, driveway entrances, pedestrian ways and/or pedestrian crossings, and
  - ii. Moving signage that may unduly distract passing motorists

### **3.0 CRA SIGNAGE GOALS**

The CRA seeks to meet two overarching goals through its signage review process:

- a. Encourage signage design within the MXD District that reflects the worldwide innovation and high-tech reputation of Kendall Square.
- b. Encourage signage appropriate to the evolving mixed-use context and community character of the MXD District.

While these goals may at times be in tension with one another, the document seeks to outline a process that ultimately leads the CRA and signage proponents to meet both of these goals within the built environmental of Kendall Square.

### **4.0 MXD SIGNAGE DESIGN OBJECTIVES AND GUIDELINES**

The CRA staff and Board will review signage proposals in accordance with the follow Design Objectives and Guidelines which have been crafted to reflect the signage goals of the CRA and support the unique characteristics and aspirations of the Kendall Square district.

#### **4.1 Encourage Creativity**

*Signage should promote the image of Kendall Square as a center for technological innovation.*

- a. Signage proponents should explore creative methods for expressing their messaging needs through contemporary design using innovative materials and graphic techniques.
- b. The CRA seeks to provide for sufficient signage variety to allow individual tenants and companies to express their own unique identities, using properly scaled and located tenant identification and corporate identification.

#### **4.2 Utilize Scale Appropriately**

*Signage should not dominate the urban landscape of Kendall Square but should instead be moderated based on its function and position on a building.*

- a. Signage should be complementary to the façade of the building, or provide highlights to mark particular uses or entries.
- b. The size of the sign and its lettering should relate to a hierarchy of wayfinding and the intended audience.
- c. Building identification signs that are intended to be read at a distance are anticipated to be larger and may function as distinctive landmarks.
- d. Storefront or wall signs, which are to be read from the sidewalk should be sized appropriately, and tenant directory signs should be sized to be read at a building entrance.

#### **4.3 Find Suitable Signage Locations**

*All signs should be installed at a location and height appropriate for their intended audiences.*

- a. Retail signage or wayfinding / informational graphics should be installed at locations and heights best seen by passing pedestrians and motorists on immediately adjacent streets.
- b. Retail tenant signage should be installed at first or second floor heights, but in no instance higher than twenty (20) feet above the ground.
- c. Corporate identity and hotel identification signage intended to be seen by both local visitors as well as by wider audiences from broader regional view points may be located near the tops of buildings.
- d. In general, signage located at the mid-heights of buildings is discouraged.

#### **4.4 Maintenance of Sightlines and Visibility**

*Views along the length of public right-of-ways, into public spaces, or toward key landmarks should be preserved.*

- a. Signage must not diminish public safety by unduly distracting motorists' attention, causing undue glare, or visually obstructing sightlines to driveway entrances or pedestrian street crossings.
- b. Signage must not unduly obscure key sightlines; particular attention should be paid to the size and position of projecting wall signs. Projecting wall signs ("blade" signs) should not project over more the 25% of the width of the neighboring sidewalk, or five (5) feet, whichever is smaller, unless part of a canopy structure.

#### **4.5 Avoid Signage Clutter**

*Signage proposals should be designed to convey their message with the minimum number of signs possible. Avoid excessive signage.*

- a. A retail tenant should display only the minimum number of signs necessary to advertise itself and be seen from all appropriate frontages.



- b. Window display signs, including paper signs, should be minimized in order to allow clear and direct views of the activity inside retail establishments from adjacent sidewalks or streets.
- c. In multi-tenanted office or research buildings, individual company tenant signage should be confined to consolidated ground-level building directories.
- d. With the exception of a building's prime tenant signage, multiple tenant signs should not be individually wall-mounted.

#### **4.6 Maintain Façade Transparency**

*Signage on windows and doorways should be designed to maintain the overall transparency of the ground level façade.*

- a. In general, signs on or behind windows should not exceed ten (10%) percent of the available glass area at ground level.
- b. Translucent or transparent applications on windows are preferred over opaque images and lettering.
- c. Permanent signage in upper story windows is discouraged.

#### **4.7 Create Clear Wayfinding Signage**

*Kendall Square requires a clear system of wayfinding elements to contribute to the district's identity and to assist visitor navigation.*

- a. Wayfinding signage should be designed to be graphically consistent throughout Kendall Square.
- b. Information graphics should be designed so that people can quickly orient themselves to their location and destinations.
- c. Design distinctions and similarities should be made between wayfinding signage that is part of a larger citywide signage graphics program and wayfinding and information graphics particular to Kendall Square as a uniquely identified district.

#### **4.8 Signage Illumination**

*Innovative signage lighting is to be encouraged to activate the Kendall Square district during evening hours, but lighting levels must be moderated to minimize broader environmental or community impacts. Adjustable lighting levels are preferable.*

- a. A wide range of lighting technology for signs may be appropriately utilized depending on the type of sign.
- b. Signage lighting brightness levels should not cause undue nuisance to residential neighbors; and limiting brightness levels and/or nighttime operating hours may reduce unwanted impacts.
- c. Lighting installations should be adjustable to adapt to changing environmental conditions and/or to respond to identified concerns
- d. and should demonstrate high levels of energy efficiency.
- e. To respect dark sky objectives, signage illumination should not be directed skyward.

#### **4.9 Electronic Signage**

*Electronic signs that change message or copy at intervals may be acceptable if they provide information about on-premise activity and contribute positively to the dynamic character of Kendall Square.*

- a. Electronic signs must not be positioned where they could distract drivers or bicyclists.
- b. Electronic signs should minimize flashing, intermittent or moving lights or animating, moving, or scrolling displays.
- c. Electronic signage must automatically adjust to natural ambient light conditions and minimize brightness on sensitive receptors such as residential uses and parks or other public facilities.
- d. Electronic signage should demonstrate high levels of energy efficiency.

#### **5.0 SIGNAGE REVIEW & APPROVAL PROCESSES**

Signage must be reviewed and approved by the CRA before it is fabricated or installed. Signage proponents may be building owners or managers or building tenants who have received a written approval from their building owner or manager. Proponents are encouraged, but not required, to informally meet with CRA staff and/or the Board's Design Review Committee early in the design process, before submitting formal schematic design proposals.

##### **5.1 Administrative Staff Review of Preliminary Signage Designs**

Signage proposals documented completely per section 7.2 and conforming to the threshold criteria as defined in this section below, will be administratively reviewed by CRA staff and/or their designee for compliance with the CRA's Signage Goals (Section 3.1) and Design Guidelines (Section 3.2). If a proposal is in alignment with these goals and guidelines, the CRA's Executive Director may approve the submissions and so inform the CRA Board, the City of Cambridge, and the proponent.

The CRA staff may at its discretion consult with the CRA Board members and/or City staff prior to an administrative decision. Staff shall respond to proponents within thirty (30) business days; however, the staff may request an extension or additional submission materials at its discretion. If warranted, due to complexity or unique elements, the Executive Director may at his/her discretion determine that the CRA Board shall review a signage application.

Signs meeting the threshold criteria listed below are eligible for Administrative Review:

- a. Temporary signs that are installed for less than three months and are not more than twenty (20) square feet in size.

- b. Replacement signs that do not increase the size, change the location, change the shape, or increase the illumination levels of signs previously installed.
- c. Window Signs
  - i. Size occupying no greater than 10% of the available glass area
- d. Wall plaques meeting all of the following limitations:
  - i. Size less than six (6) square feet
  - ii. Number of signs no more than two per usable entry
  - iii. Installed at eye level (approximately five feet on center above grade)
  - iv. Projection no greater than eight (8) inches from the face of the wall.
- e. Flush mounted wall signs, meeting all of the following limitations:
  - i. Size less than twenty (20) square feet, as measured either as a sign panel or the area defined by individual letters
  - ii. Maximum installation height of any portion of the sign is no greater than twenty (20 feet) above the ground, provided it is below the second floor window or the lowest part of the roof, whichever is less.
  - iii. Projection no greater than eight (8) inches from the face of the wall
  - iv. Natural or external lighting
- f. Movable sidewalk signs – subject to City approval

All other signs will go through full CRA Board review.

## **5.2 CRA Board Review of Preliminary Signage Designs**

The following signage proposals must be submitted to the CRA Board for review and approval:

- A signage proposal that does not meet the threshold criteria defined above in Section 6.1
- All sign systems involving multiple buildings or installation locations, including District-wide proposals.

The proponents should provide clear evidence in their submission documents that the proposal fully complies with the CRA's Design Goals (Section 3.0) and Design Review Guidelines (Section 5.0).

### **a. Initial Review by the Design Review Committee**

The CRA staff shall review proposals in order to make a determination of completeness and to make a recommendation to the CRA Board. The CRA staff shall meet with proponents within ten (10) business days in order to make a determination of completeness and outline a schedule for review and consideration

by the Board; however, they may request an extension or additional submission materials at its discretion.

CRA staff may, upon initial review of any submission, make a determination and notify the proponent that:

- i. A submission is incomplete or requires further materials to allow for adequate understanding and review of the proposal.
- ii. A submission is complete, appears to meet the goals and objectives of the CRA and staff will recommend approval to the Board.
- iii. A proposal requires a more intensive review process. This determination may be made, for example, for proposals that are so complex or controversial as to require greater public review and discussion by the CRA Board at one or more meetings.
- iv. A proposal does not meet the Signage Goals and Design Guidelines. The proponent may submit a revised proposal.

**b. CRA Board Review**

The CRA Board shall review all preliminary sign proposals that do not fall within the criteria for Administrative Review outlined above as well as those proposals determined by the Executive Director to require review by the Board. The Board will consider designs for their conformance with the Design Goals (Section 3.1) and Design Guidelines (Section 3.2).

After preliminary review by staff and the determination that the application materials are complete, the Board shall consider proposals within sixty (60) business days at a duly noticed public meeting.

Based upon the Board's sole interpretation, the Board may approve, conditionally approve, or disapprove a signage proposal. If a proposal is conditionally approved or disapproved, the proponent may resubmit a revised proposal. Once approval is granted, the Board shall inform the proponent and the City as needed.

**5.3 Construction Drawing Review**

Proponents shall submit 90% Construction documents to the CRA staff for review and consistency check with the prior schematic approval. Proponents shall notify CRA staff of any design changes that have been made to the signage proposal between the schematic design approval and the 90% construction plan stage. Staff will make the final determination if the construction plans are consistent with the schematic approved or contain minor non-substantive variations from the original submission. If the construction drawings represent a significant departure from the schematic design, then the proposal must be re-considered by the Board before fabrication and installation.

## **6.0 SIGNAGE SUBMISSION REQUIREMENTS**

### **6.1 Submission Procedures**

Signage submissions are required at the schematic stage for staff and/or Board review and at the 90% construction document stage prior to fabrication in order to insure sign installations conform with approved schematic designs.

The timing of these signage submissions may be divorced from the required submission stages for building design (schematic, design development and construction documents).<sup>1</sup>

### **6.2 Submission Requirements**

Signage proponents must submit the following documentation at both the preliminary and 90% construction stage of submission:

- Proponent information, including name address, contact number
- Approval of the building owner or manager, if necessary
- A written description including the size of the sign
- Site plan and building façade showing the proposed location and position of the signage, and signage elevation
- Design documents showing the proposed signage in plan, section, and elevation in relationship to the proposed building facade
- A materials list
- A description of how the signage is to be mounted or installed and a proposed installation schedule
- Color illustrations of the proposed signage, including dimensioned elevations, dimensioned cross-sections, and a rendering(s) of the signage shown in its full architectural context
- If the sign requires internal illumination, technical description of the method for illuminating the sign, the hours of illumination, and brightness levels at the sign's installed location.
- Documentation of liability coverage for signs that project over a public way

### **6.3 Additional Materials**

If a nearby residential property is in close proximity of the proposed signage location and may potentially be adversely impacted by such night signage illumination, the CRA may request additional information about brightness levels relative to the location of the residential property.

---

<sup>1</sup> This represents a change from the CRA's previous procedure, which had linked signage and building design submissions. Building designs should still provide façade information regarding planned sign locations.

# N E X T P H A S E S T U D I O S, I N C.

344 Boylston Street ■ Boston, MA 02130 ■ T - 617.375.9300 ■ F - 617.375.9398 ■ [www.nps-architects.com](http://www.nps-architects.com)

To: Tom Evans  
Cambridge Redevelopment Authority

From: Greg Smith

CC: Tse Wei Lim, Journeyman  
David Erlandson, Broad Institute

Project: Restaurant 73 Ames Street

Date: September 10, 2014

Re: Exterior Signage Design for Approval

## M E M O

Tom,

Enclosed is our submission for the exterior signage at 73 Ames Street for the Ames Street Deli and Study restaurant in the first floor tenant space in the building for the Broad Institute's new mixed laboratory and office building. We understand that the building is in the MXD District and part of the Kendall Square Urban Renewal Plan. The building is therefore outside of the Article 7 Zoning requirements regarding signage, and we understand that all signage is subject to review by the Cambridge Redevelopment Authority's Board.

The design of the proposed signage is based on the urban scale of the street and views from both Main Street and Broadway as well as along Ames Street. The signs are strategically placed to indicate the two restaurants set within the tenant space. A new set of entry doors is located in the façade on the right side of the space for Study, allowing a distinct entry and identity. The Ames Street Deli signage is scaled to be identified and read from the corner of Ames Street and Main Street, clearly noting it as a retail restaurant and bar establishment. The Study signage utilizes an appropriately-scaled playful graphic element and a separate smaller written text to draw patrons to their separate entry.

From the restaurants press release: *"Study and The Ames Street Deli will share a space on the ground floor of the Broad Institute's new building at 73 Ames Street, and will serve breakfast, lunch, and dinner, 6 days a week.*

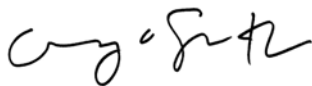
*Study will be an elegant and lively dining room offering composed breakfasts, a concise and constantly changing menu at lunch, and both a la carte and tasting menus at dinner. There will also be a dessert cart at lunchtime, featuring a rotating selection of modern and classic patisserie.*

*The Ames Street Deli will function as a café and sandwich shop in the daytime, transforming into a craft cocktail bar with a full dinner menu at night. Food will be provided by the same kitchen that serves Study, and focus on delicious, irreverent sandwiches, filled with things not commonly seen in a sandwich.*

*In addition, there will be a 40-seat mezzanine dining room available for private functions."*

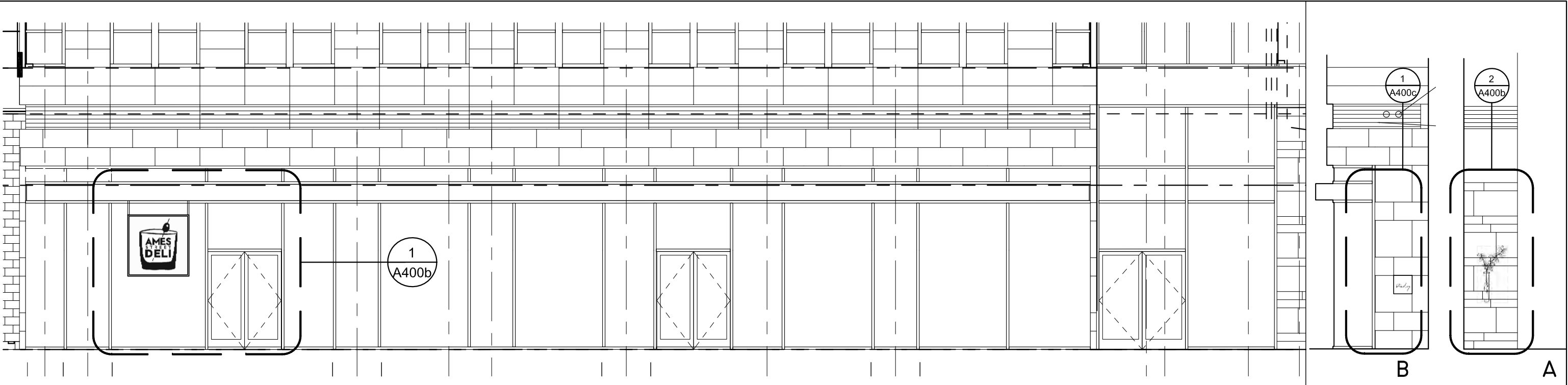
We look forward to the review by the CRA Board, and hope that the enclosed information is sufficient for this purpose.

Thank you,



Greg Smith

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ELEVATION @ AMES STREET

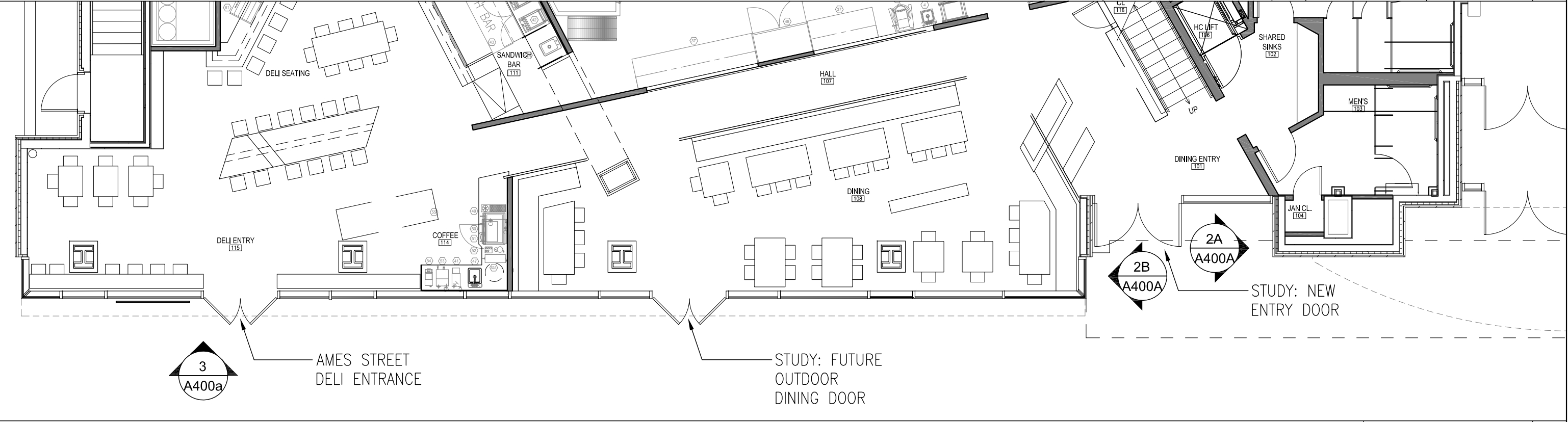
1/8"=1'0"

3

STUDY

1/8"=1'0"

2



PLAN @ AMES STREET

1/8"=1'0"

1

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F 617-522-9812  
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RESTAURANT  
73 AMES STREET  
CAMBRIDGE, MA 02139

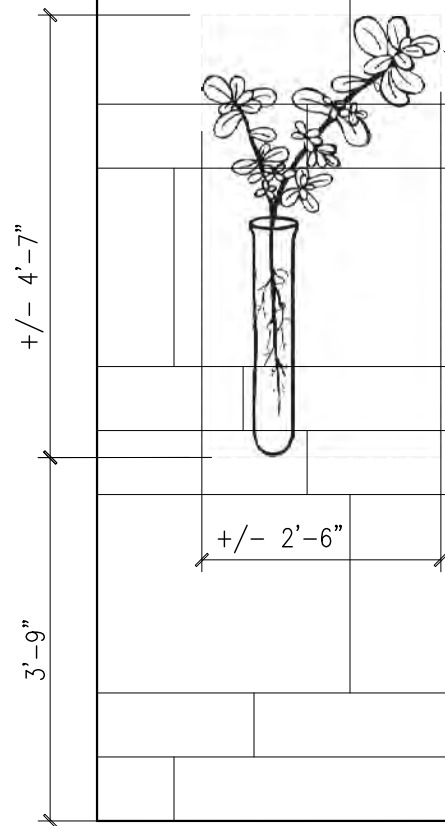
REVISIONS


DATE: 9/10/14  
SCALE: 1/8"=1'-0"  
DRAWN BY: GCS  
CHECKED BY: RA  
PROJECT #: 13010.00

SIGNAGE  
PLAN &  
ELEVATION

A-400A

G:\1-Active Projects\13010 Mums the Word\_Kitchen\00 CAD\3 CD\PERMIT SET\75AMES\_A-400\_CD.dwg, 9/10/2014 - 10:10AM



EXISTING EXTERIOR STONE  
VENEER WALL

STEEL LOGO WITH COPPER  
PATINA MOUNTED ON 1.5"  
STAINLESS STEEL STANDOFFS TO  
EXISTING WALL.  
NO PROJECTION BEYOND 4"  
FROM FACADE.

ELEVATION @ STUDY ENTRY

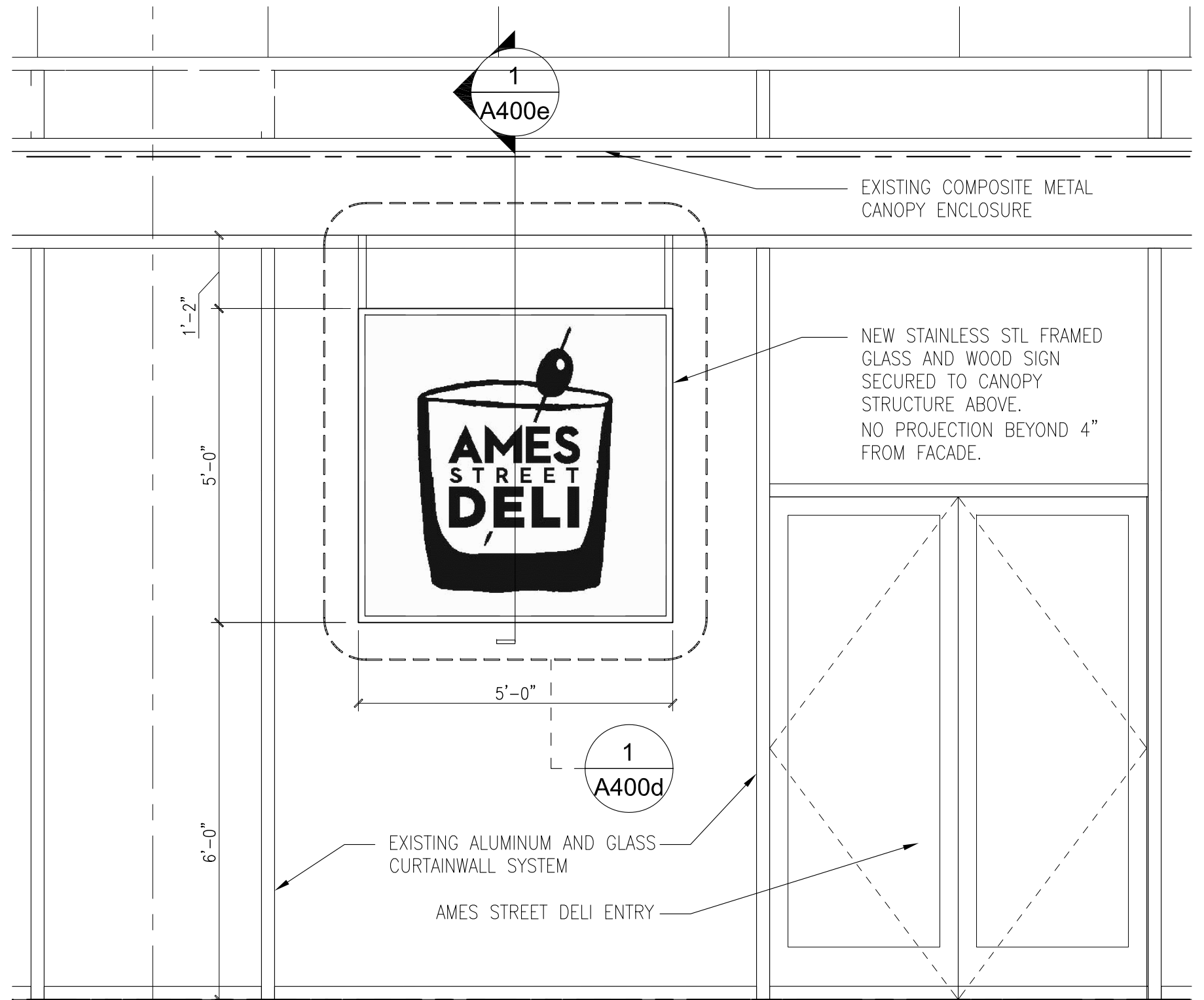
1/2"=1'0"

2

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RESTAURANT

73 AMES STREET  
CAMBRIDGE, MA 02139



1  
A400e

EXISTING COMPOSITE METAL  
CANOPY ENCLOSURE

NEW STAINLESS STL FRAMED  
GLASS AND WOOD SIGN  
SECURED TO CANOPY  
STRUCTURE ABOVE.  
NO PROJECTION BEYOND 4"  
FROM FACADE.

5'-0"

1  
A400d

EXISTING ALUMINUM AND GLASS  
CURTAINWALL SYSTEM

AMES STREET DELI ENTRY

ELEVATION @ AMES STREET DELI ENTRY

1/2"=1'0"

1

REVISIONS

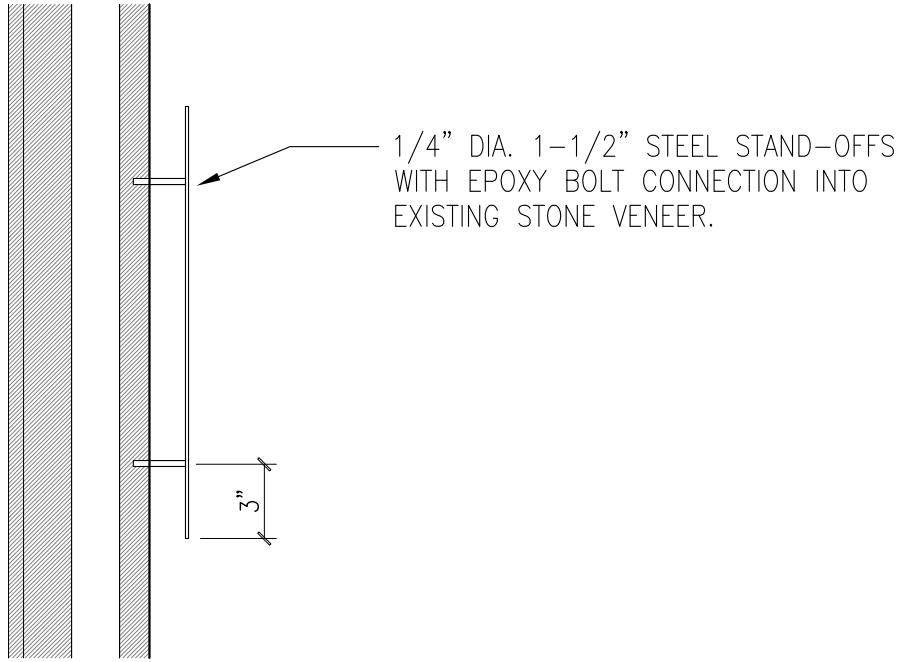
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DRAWN BY: GCS  
CHECKED BY: RA  
PROJECT #: 13010.00

SIGNAGE  
ELEVATIONS

A-400B



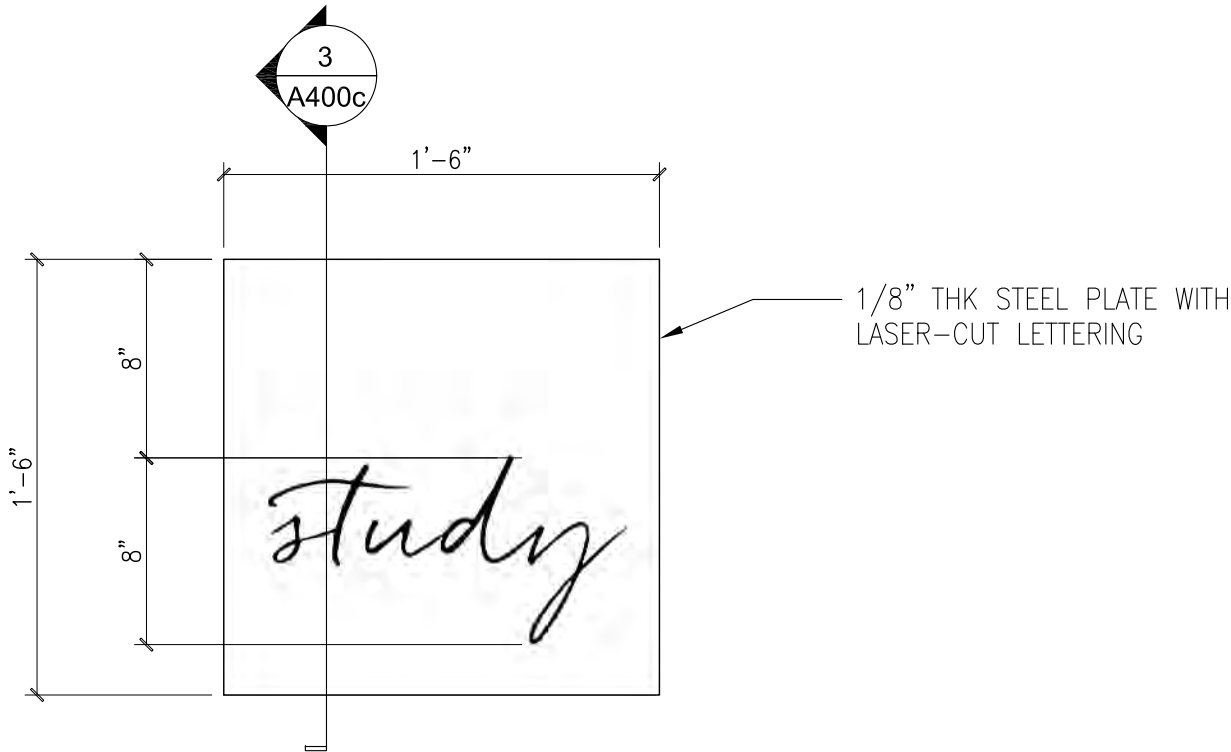
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DETAIL @ STUDY SIGN

1-1/2"=1'0"

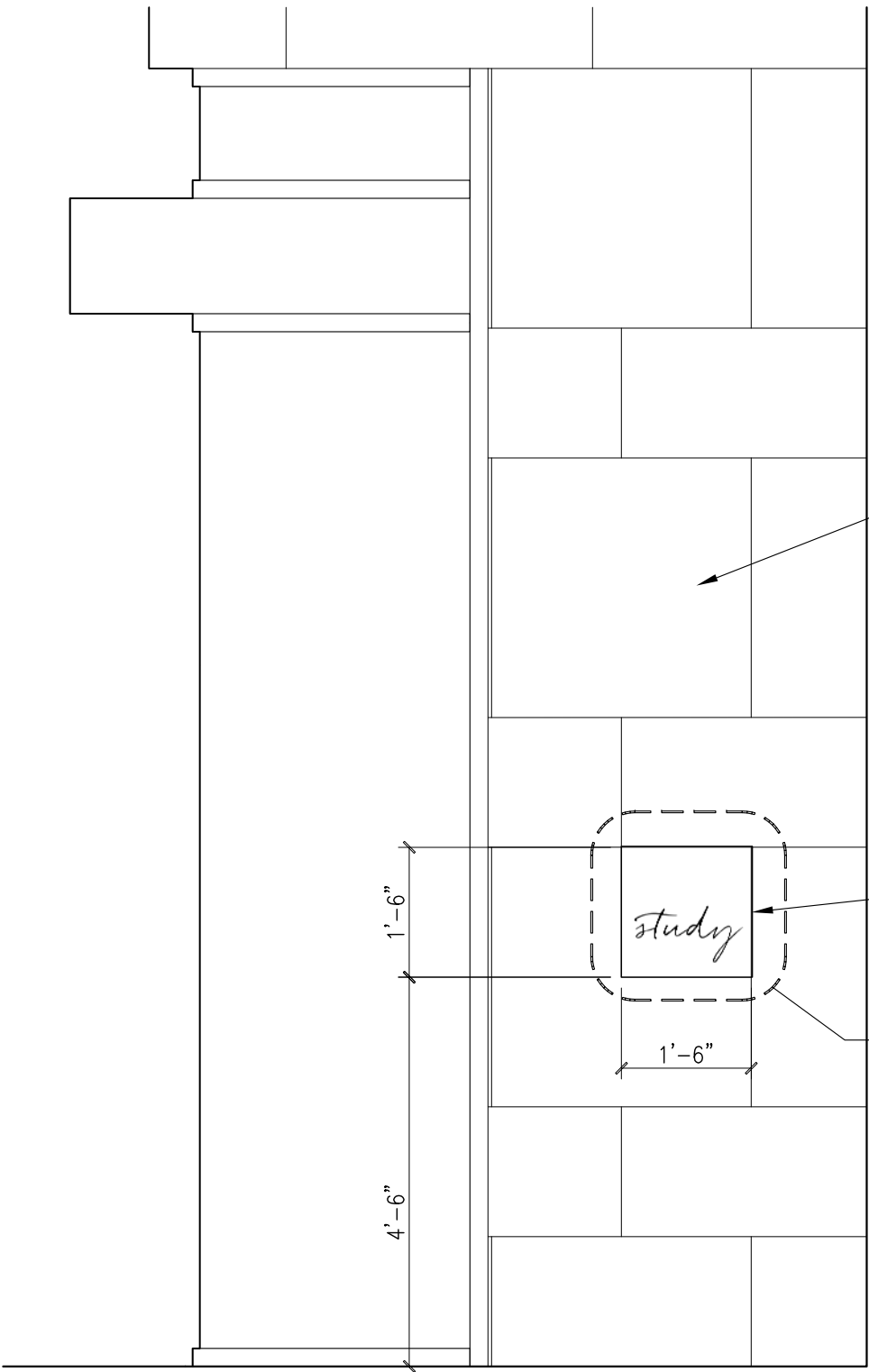
3



DETAIL ELEVATION @ STUDY SIGN

1-1/2"=1'0"

2



ELEVATION @ STUDY ENTRY

1/2"=1'0"

1

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DATE: 9/10/14  
SCALE: AS NOTED  
DRAWN BY: GCS  
CHECKED BY: RA  
PROJECT #: 13010.00

SIGNAGE  
ELEVATIONS

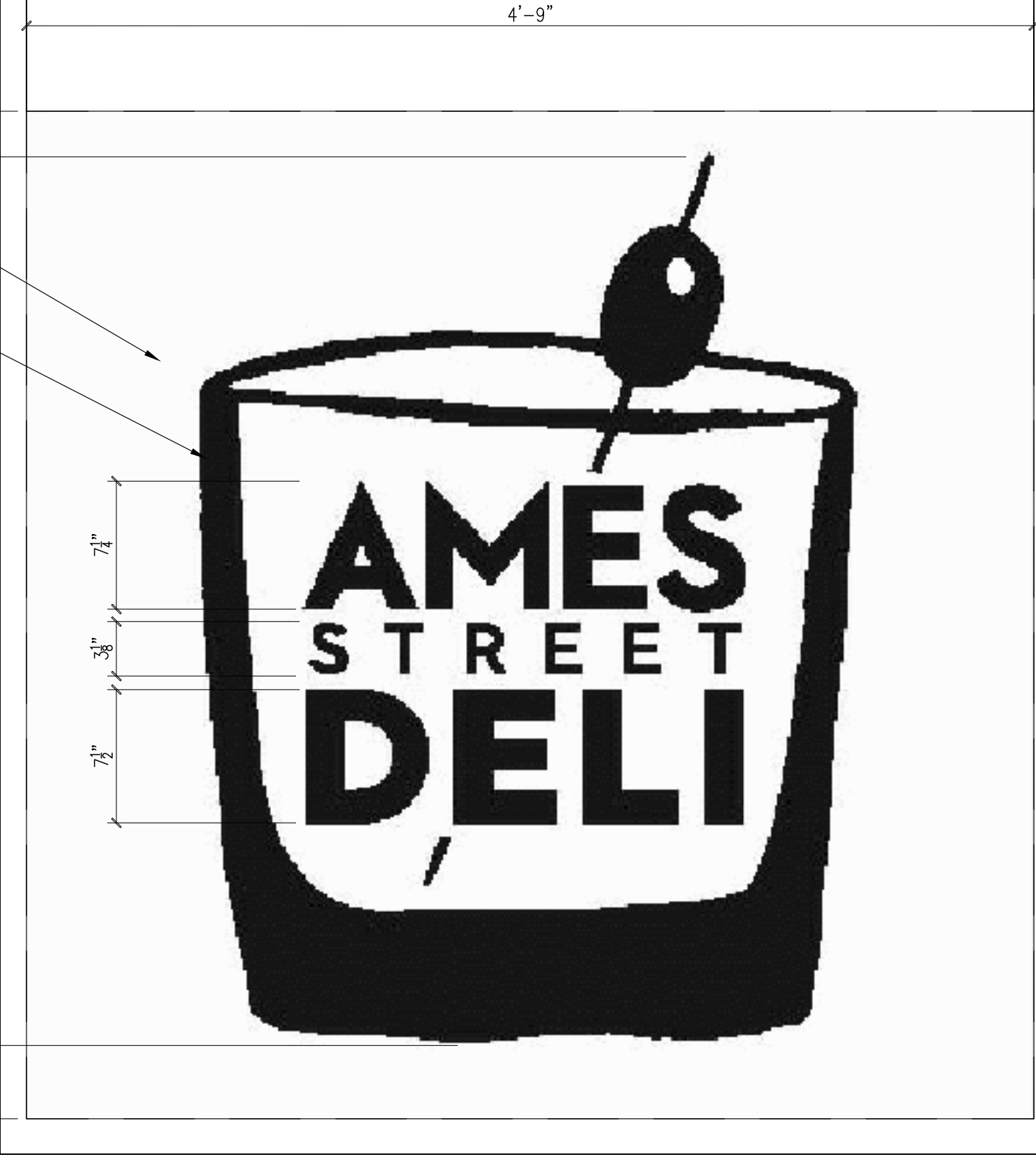
A-400c

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2 LAYERS OF 1/4" TEMPERED LAMINATED CLEAR GLASS  
WITH LAMINATED INTERLAYER

1/4" THK WOOD LOGO IMAGE ON FRONT AND BACK,  
SECURED WITH FOAM UV TAPE.  
WOOD TO BE FULLY SEALED WITH CLEAR PROTECTIVE LAYER

HEAVY DUTY STAINLESS STEEL ANGLE FRAME WITH WELDED  
MITERED CORNERS. FRAME BACKSIDE TO HAVE A 1" X  
1/8" CLAMPING BAR W/ CONTERSUNK STAINLESS STEEL  
FASTENERS.



ELEVATION @ STUDY ENTRY

1/2"=1'0"

I

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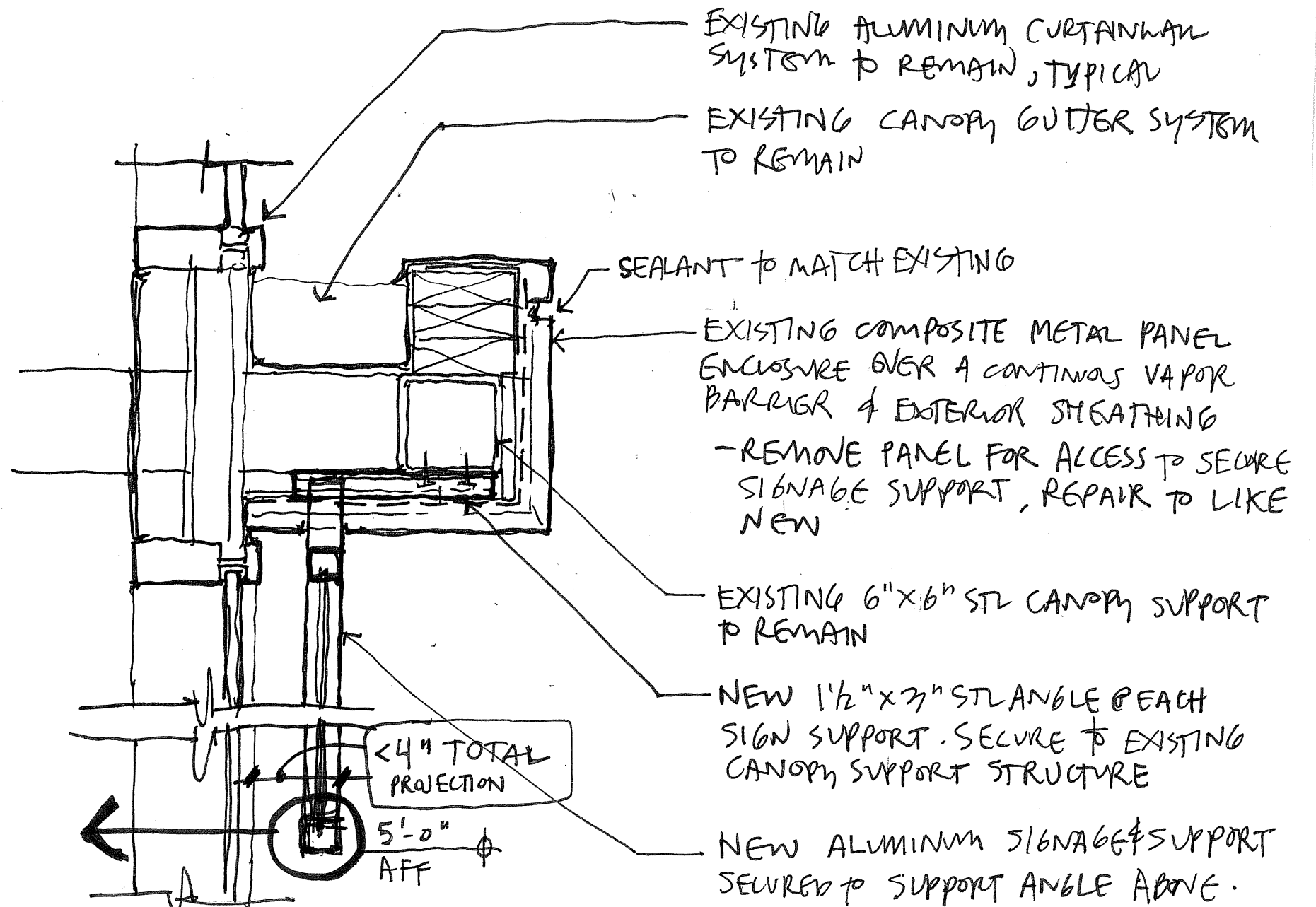
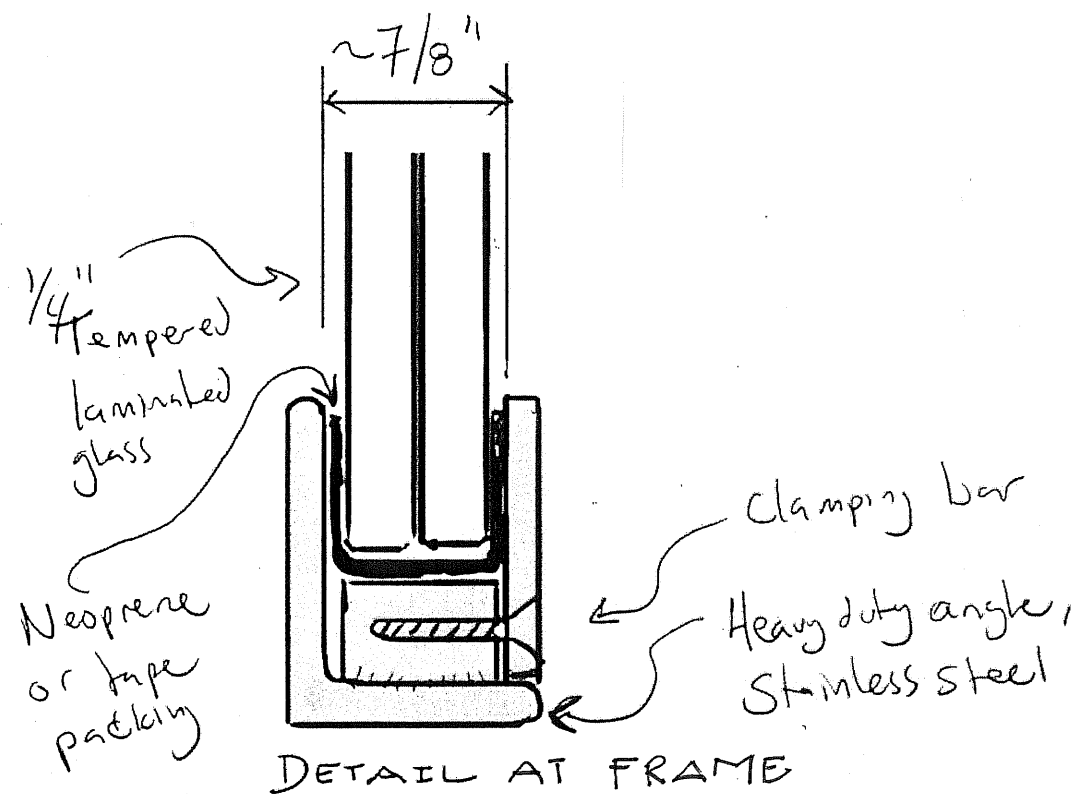
REVISIONS


DATE: 9/10/14  
SCALE: 1/4"=1'-0"  
DRAWN BY: GCS  
CHECKED BY: RA  
PROJECT #: 13010.00

SIGNAGE  
ELEVATIONS

A-400D

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DETAIL @ AMES STREET DELI ENTRY

1-1/2"=1'0" 1

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DATE: 9/10/14  
SCALE: 1/4"=1'-0"  
DRAWN BY: GCS  
CHECKED BY: RA  
PROJECT #: 13010.00

SIGNAGE  
DETAILS

A-400E





NO STOPPING  
ANYTIME  
←

ONE WAY  
BAY-SPR  
EXCEPT  
SUNDAYS  
→







AMES  
STREET  
DELI  
/







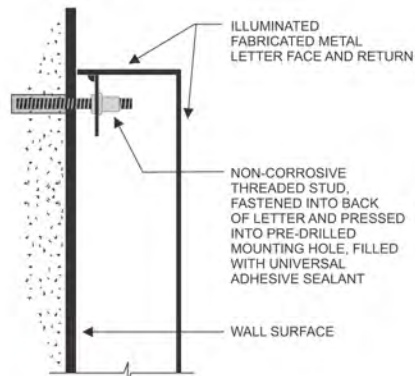


① ELEVATION DETAIL AT SIGN LOCATION  
3/4" = 1'-0"

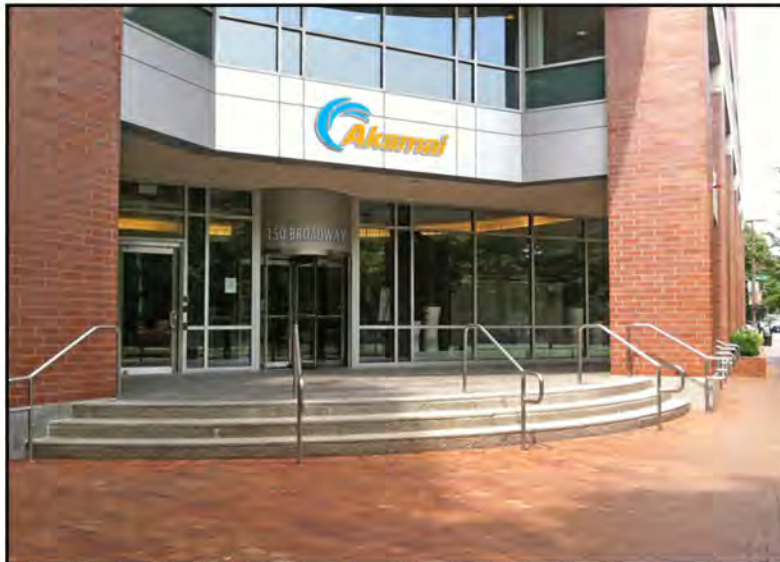


**ILLUMINATED BUILDING SIGNAGE**

REVERSE CHANNEL NON-ILLUMINATED LETTERS AND LOGO, FABRICATED WITH HEAVY GAUGE METAL FACES AND RETURNS, 2" DEEP. PAINT SATIN FINISH BLUE & ORANGE TO MATCH PMS SPECS NOTED ABOVE. MOUNT FLUSH TO SURFACE OF BUILDING FASCIA WITH CONCEALED THREADED STUD FASTENERS AND SEALANT.



② TYPICAL SECTION  
NTS



③ CONTEXT PHOTO COMP  
NTS

60 Arsenal Street  
Watertown, MA 02472  
617-924-0292  
fax 617-924-0279

SWG

SigniWorks Group

project: AKAMAI  
location: EIGHT CAMBRIDGE CENTER  
CAMBRIDGE, MA  
description: EXTERIOR BUILDING SIGNAGE

revisions: date:  
file: AKAMAI 8CC 2.CDR

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date: 07-14-14

dwg:

2.0



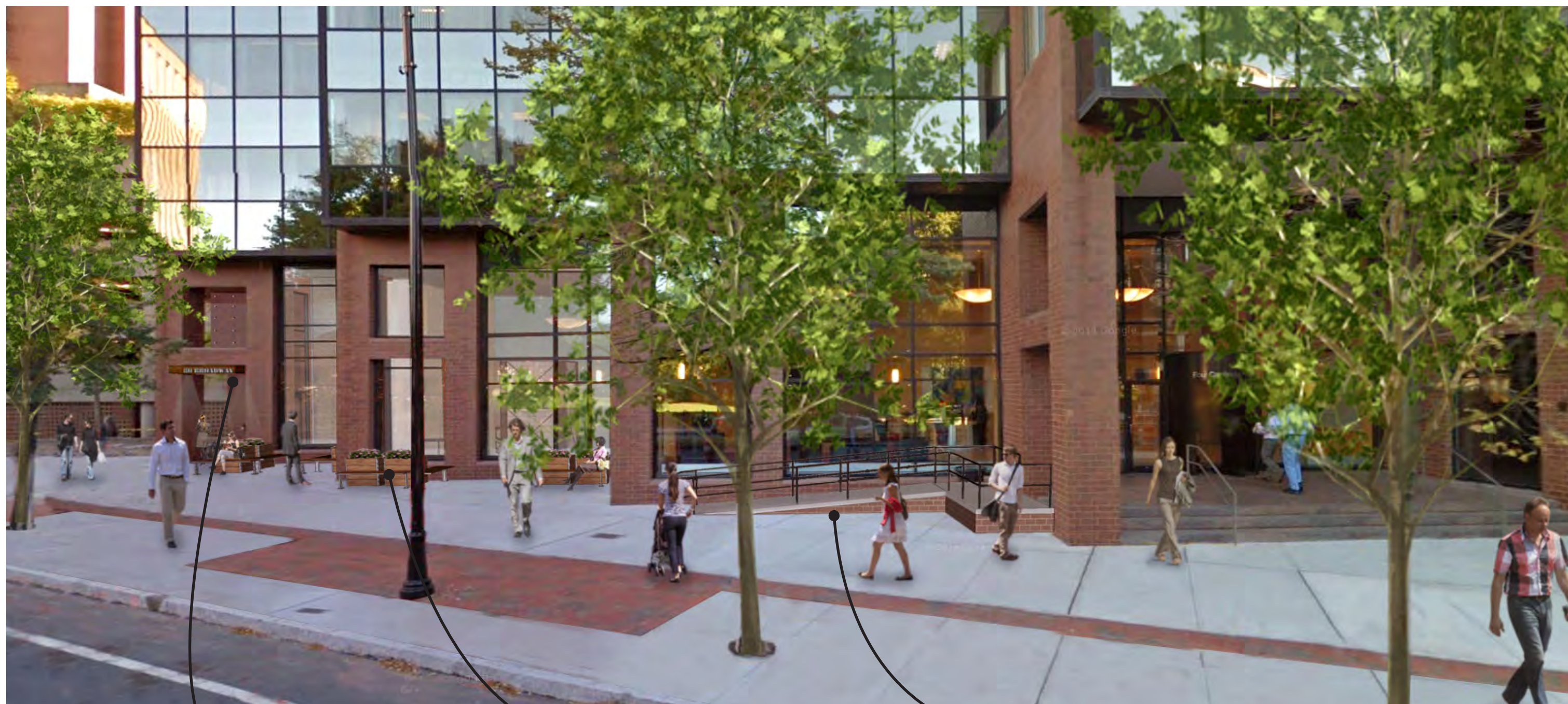
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221 Hampshire Street Cambridge MA 02139  
t: 617-547-8120 f: 617-661-4986  
www.prellwitzchilinski.com

# 4 Cambridge Center - Exterior Modifications

## Cambridge, MA

August 29, 2014





New exterior signage  
and lighting at new  
tenant entrance

New planters  
and benches

New exterior  
ramp

**Overall Perspective**



See page 5 for more information

Infill behind brick piers to help define new entrance, finish to be metal panel

New metal panel ceiling with lighting to lower scale and make more inviting front door for tenant and garage access

New planters and seating to soften edge, see page 4 for more information



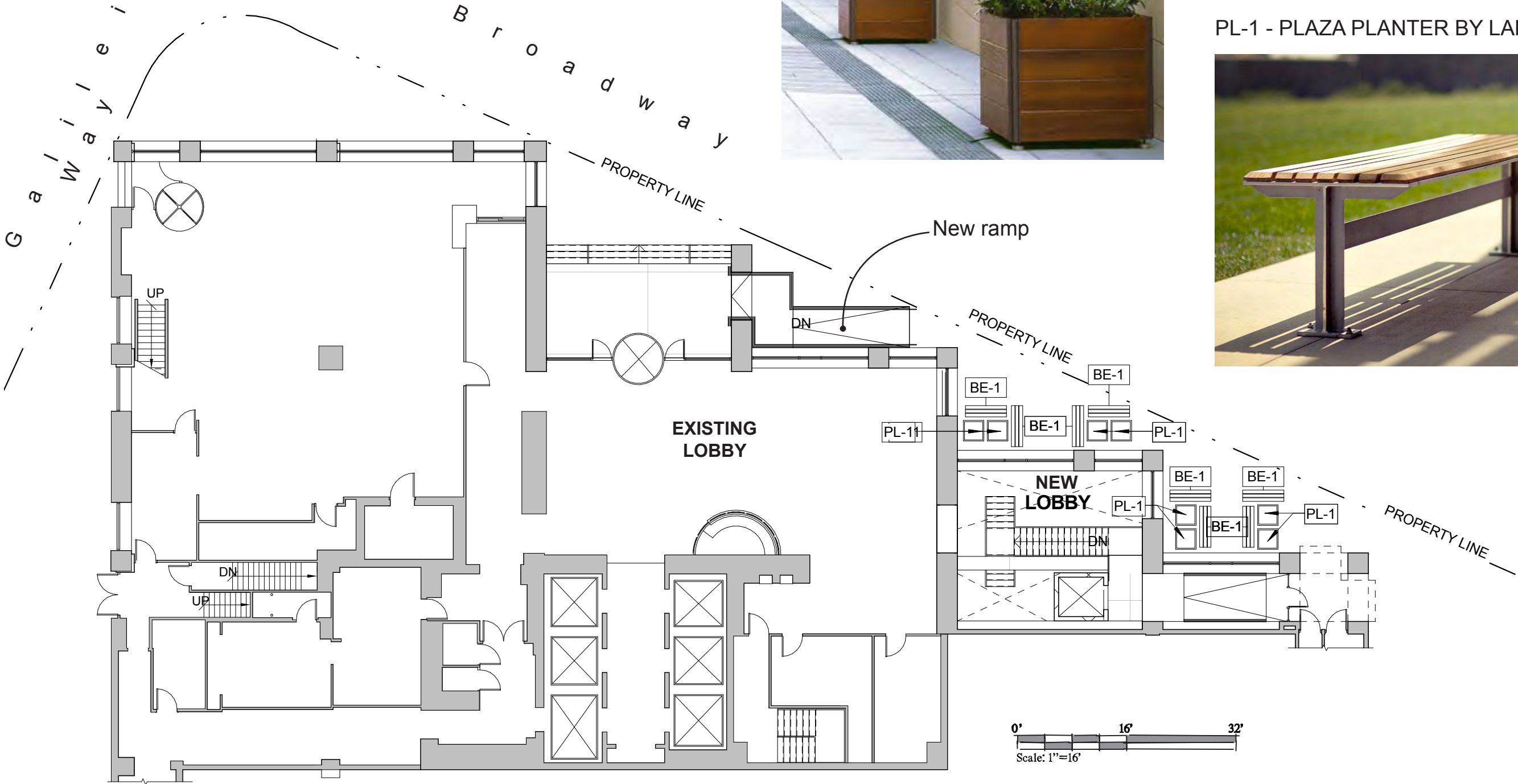
**Perspective at New Entry**



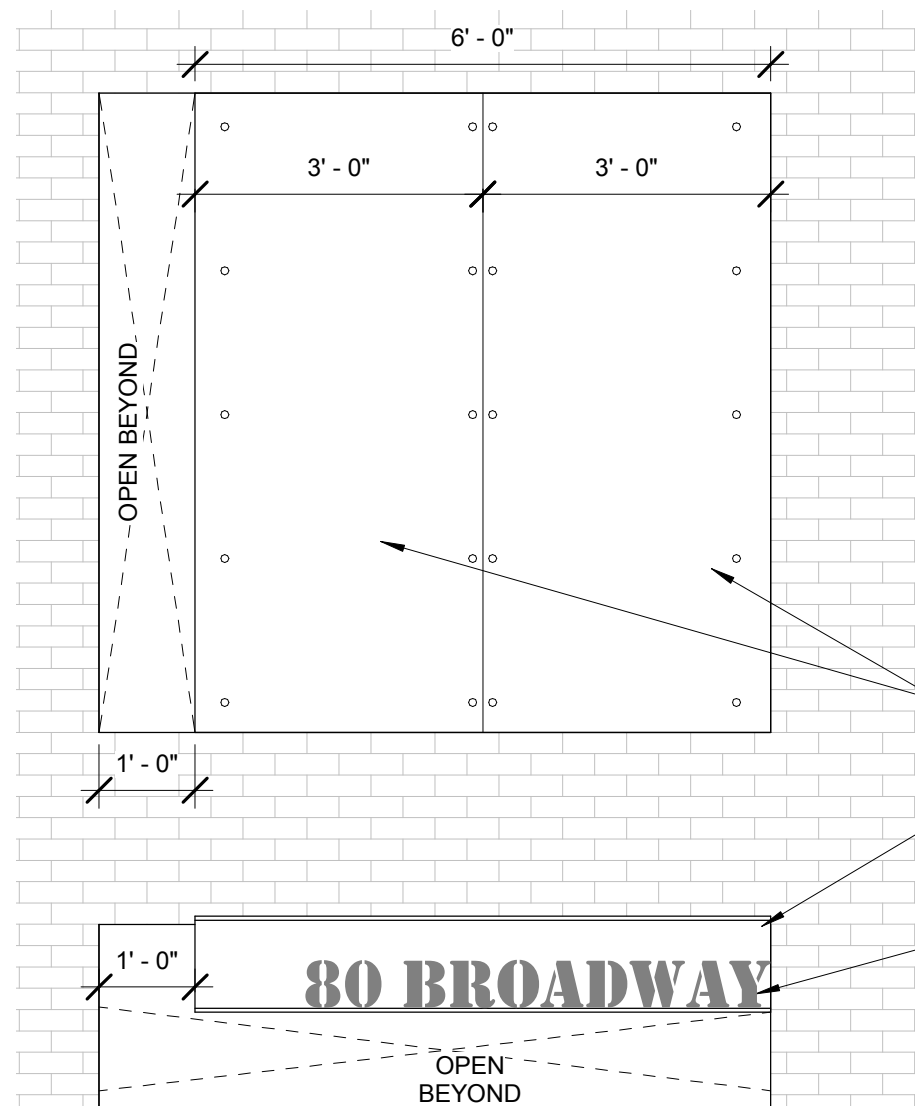
BE1 - KNIGHT BENCH BY FORMS AND SURFACES



PL-1 - PLAZA PLANTER BY LANDSCAPE FORMS



# 4 Cambridge Center



Scale: 1/2" = 1'-0"

METAL PANELS  
FASTENED WITH  
EXPOSED FASTENERS

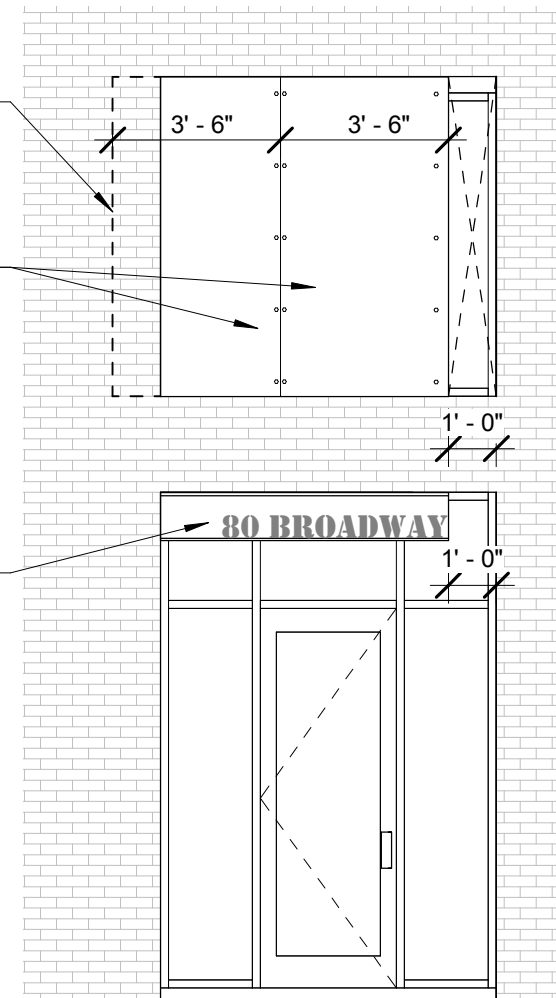
12" COLOR GALVANIZED  
STEEL CHANNEL, CG-1

STAINLESS STEEL  
ADDRESS ADHERED  
TO STEEL CHANNEL,  
6" HEIGHT OF  
LETTERING

EXTENSION OF METAL  
PANEL, MT-1, BEYOND,  
SEE FRAMING PLAN  
FOR FURTHER  
INFORMATION

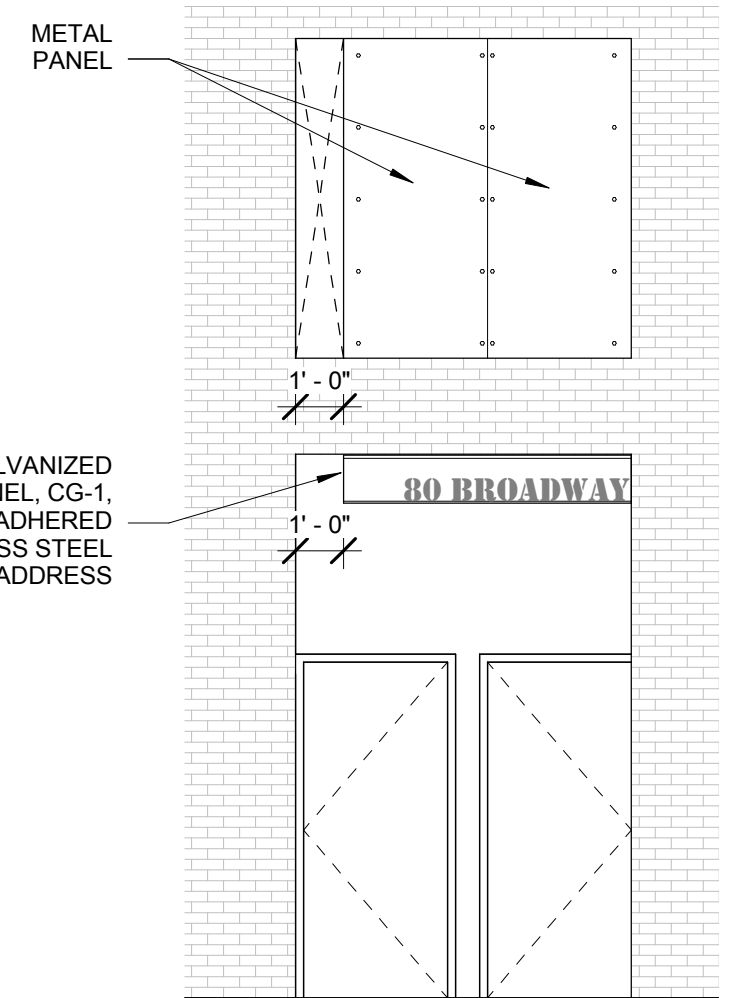
METAL  
PANEL

12" COLOR GALVANIZED  
STEEL CHANNEL, CG-1,  
WITH ADHERED  
STAINLESS STEEL  
ADDRESS



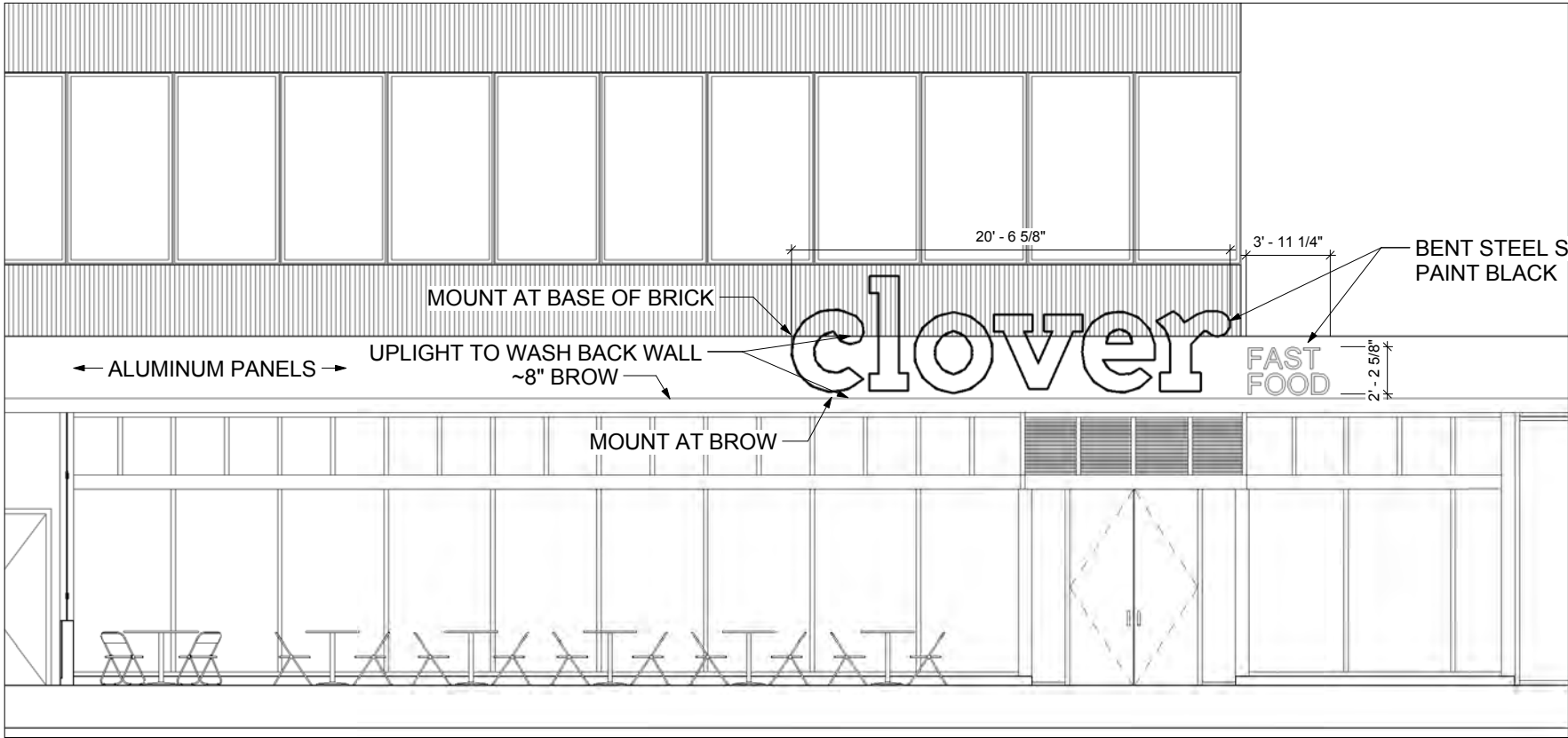
Scale: 1/4" = 1'-0"

12" COLOR GALVANIZED  
STEEL CHANNEL, CG-1,  
WITH ADHERED  
STAINLESS STEEL  
ADDRESS



Scale: 1/4" = 1'-0"

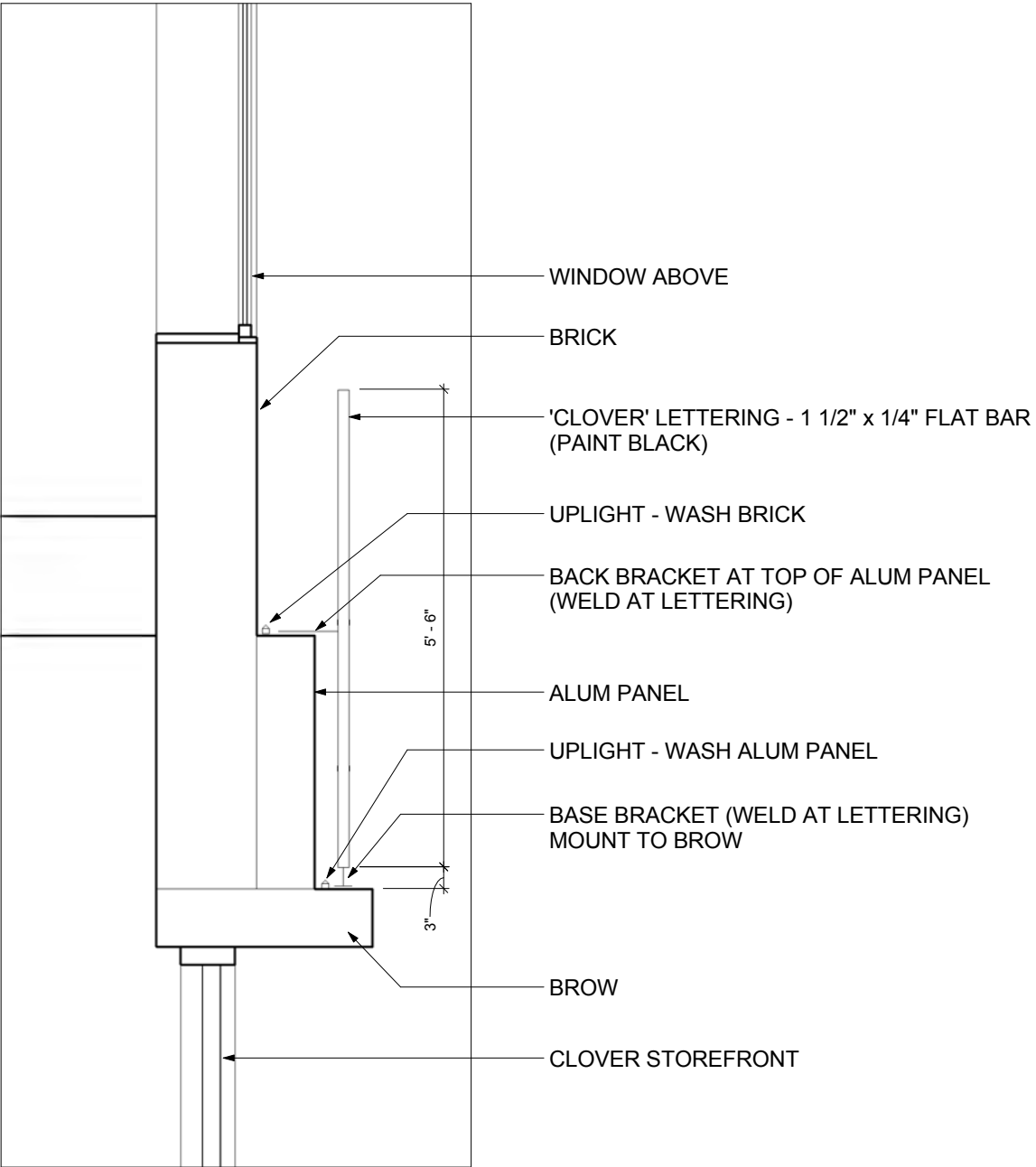
**Signage Elevations**



1 STOREFRONT ELEVATION  
1/8" = 1'-0"



NOTES:  
- APPROXIMATE DIMENSIONS - VERIFY IN FIELD  
- OWNER TO PROVIDE FONT FOR SIGNAGE LETTERING



2 SIGNAGE SECTION DETAIL  
1/2" = 1'-0"

DRAFT

SSD

171 Brookline Street  
Cambridge, MA 02139  
tel/fax: +1 617 576 9300  
www.ssdarchitecture.com  
info@ssdarchitecture.com

CLOVER KENDALL  
FIVE CAMBRIDGE CENTER  
CAMBRIDGE, MA 02142

No.	Description	Date

EXTERIOR SIGNAGE

Project number	1302
Date	12/05/2013
Drawn by	TH
Checked by	JH

X-011  
Scale As indicated

## ***Charles Redmon, FAIA/Urban Design***

### **NOTES: Ames Street Development Article 19 Submission September 3, 2014**

The following are review comments on the project design and urban design elements as described in the Article 19: Special Permit Project Review submission on August 8, 2014. It was submitted on behalf of the applicant: BP Cambridge Center Residential LLC, an affiliate of Boston Properties by Vanasse Hangen Brustlin, Inc. and FXFOWLE Architects.

#### **Article 19 Submission**

The Article 19 submission presents the development of the streetscape, massing and façade treatment for the Ames Street Development consistent with the previous design iterations and incorporates CRA and community comments; they are outlined below:

- Project description: 216,000 GSF including 280 Residential units and between 8-16,000 GSF Retail; 250 feet high to highest occupied floor, including 20 residential floors, an amenity floor and ground lobby/retail floor, compliant with MXD Zoning requirements.
- The general massing consists of a 3-level base, 1-level amenity floor and the 18-level tower; rooftop, MEP and elevator over runs occur on top of the tower.
- The existing pedestrian arcade, to be called Pioneer Way, between the garage and CC3 will be paved with a special treatment signaling pedestrian usage. Limited service access for this development and CC3 will also occur here as will exiting parking traffic only on to Ames Street. New lighting, planting and mechanical equipment screening also will be provided.
- Two exterior dining and seating areas will be developed with distinctive landscape treatment along Ames Street; one at Main Street corner for Legal Sea Foods, and one at Broadway corner for Mead Hall.
- The exterior treatment of the Ames Street tower consists of variably spaced vertical solid bands to screen residential units, responding to adjacencies of the different existing massing conditions of CC3 and CC4 around the tower. Floor spandrel bands will diminish in vertical dimension from bottom to top to extenuate the desire to open up the façade to the sky and away from CC3 and CC4
- The treatment of the base consists of a very open and transparent ground level where retail and residential lobby will occur. The 2<sup>nd</sup> and 3<sup>rd</sup> residential floors will be more articulated and screened. The possibility for portions of these two floors to be retail is still being considered. The amenity level, 4<sup>th</sup> floor, will be recessed and transparent and will vertically connect to the residential lobby entrance below.

In general, the design presentation is very informative and positive as to the character of the Ames Street Development being a very creative addition to Cambridge Center.

## **Charles Redmon, FAIA/Urban Design**

### **Specific Comments**

Below are specific comments to certain aspects of the project that merit further development:

- Exterior treatment: The proposed pattern of exterior treatment of the tower and base facades initially is very intriguing; however, the devil is in the details. Careful color selection for the both the spandrel and vertical precast elements should be made to harmonize both with the curtain wall glazing. Particularly the scale of these precast elements on the three-story base should be studied to reflect the human scale of the sidewalk activity and streetscape materials. This is a rare opportunity to add a new elegant aesthetic to Cambridge Center.
- Streetscape: Option A on Figure 1.15 is preferable to the current planting standard around street trees as it will provide a more distinctive buffer between pedestrian movement and either bicycle or parking activities in the final street configuration select for Ames Street. The boundaries shown on Figure 1.17 between the sidewalk and outdoor dining areas and the transition to Pioneer Way should be carefully studied.
- Pioneer Way: This is an opportunity that should not be missed; Pioneer way should be a festive and lively passageway from Ames Street to the plaza in front of the hotel facing Main Street. Special attention to integrating the new paving pattern here with screening of the mechanical equipment and portions of the garage with either graphic panels or “green screens” should be studied. In addition extending sidewalk pole lights down the passageway might be considered as well as some form of festive banners spanning over portions of Pioneer Way will help to take the curse off what could be a shaded and dark passageway.



Submitted by: Charles Redmon, FAFA, CR/UD  
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