

July 25, 2023

Suzannah Bigolin
Urban Design Project Planner
Cambridge Community Development Department (CDD)
344 Broadway
Cambridge, MA 02139

Via: Electronic Delivery

Reference: Updated Wayfinding Signage Package
PB #179
Cambridge, Massachusetts

Dear Suzannah:

On behalf of DivcoWest Real Estate Services, LLC and its affiliate, DW NP Property, LLC, we are pleased to submit this updated wayfinding signage package.

As detailed in the enclosed package, we have completely reimagined the wayfinding signage program with the principal goals of reducing clutter and increasing legibility, in response to CDD's previous comments. The resulting design:

- Improves accessibility for all Cambridge Crossing visitors and users;
- Guides visitors through the profiles of the luminaries for which many of the roadways and open spaces are named, connecting the neighborhood to the rich history of the surrounding area;
- Includes open space identifiers, while reducing the total number of signs and sign types; and
- Provides a cohesive design across sign types for easy visual location and identification.

Additionally, signage along the Community Path Extension displays a regional map of the Path and highlights connections to Boston to the south and Bedford to the north.

This package includes a detailed response matrix addressing CDD's comments as of February 15, 2023, based on a meeting with CDD staff held on January 11, 2023. We thank CDD staff for your collaboration in the design of this wayfinding program.

Sincerely,



Daniel K. Koehler, RPA
General Manager

Enclosures



SIGNAGE & WAYFINDING



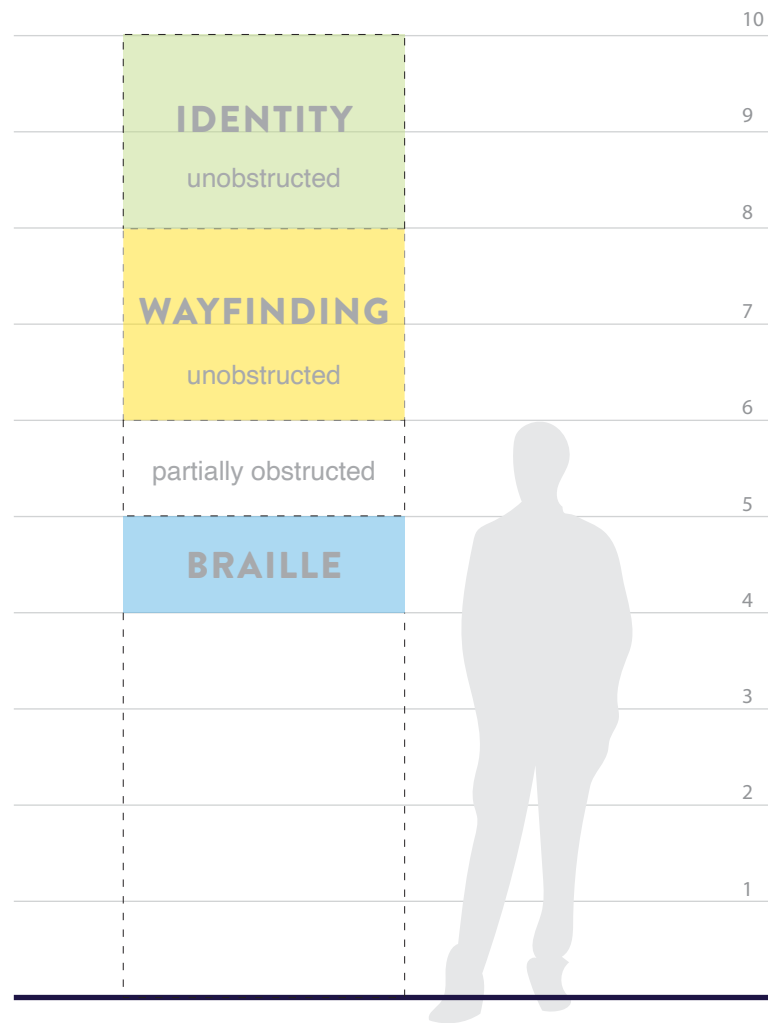
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SIGNAGE & WAYFINDING

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Legibility | Inclusivity Considerations

Irradiation, Braille II, Information Zones



MOUNTING HEIGHT CONSIDERATIONS

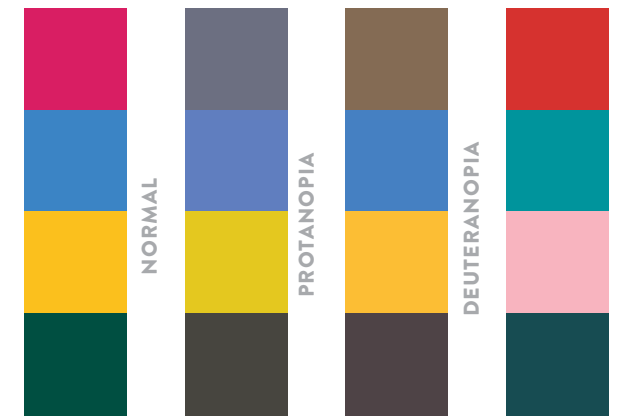
Text height can be as small as 5/8" high for letters with unobstructed horizontal access mounted between 40-70" (aff); increasing by 1/8" per foot above 72" (aff)



PRINCIPAL OF IRRADIATION

Explained by Hermann von Helmholtz (1860's): the visual perception of a light area on a dark field appearing larger than an identically-sized dark area on a light field. According to sources, white reflects more light energy, thus activating a larger area of our visual cortex.

Conclusion: Increase readability by a dark sign with light colored graphics



COLOR SENSITIVITIES

About 1 in 20 people are colorblind in some way. A person who is colorblind sees a reduced color space; two colors which appear distinct to a person with normal color vision may appear to be the same to a person who is colorblind.

There are 3 basic types of colorblindness: protanopia (red looks more green & less bright), deutanopia (the most common type: green looks more red), or tritanopia (blue-yellow colorblindness). The above table illustrates the various types of sensitivities and how a normal palette looks to someone who suffers from an abnormality.

[re: <https://davidmathlogic.com/color-blind/#%23D81B60-%231E88E5-%23FFC107-%23004D40>]



WONG PALETTE

Bang Wong, creative director of the Broad Institute Harvard/MIT has developed a diverging color palette that has been tested to work for the colorblind/visually impaired. We have adapted that scheme for our maps and graphics to address concerns about inclusion.

Conclusion: this palette was chosen to align with MBTA colors while addressing visual impairment issues

[re: <https://davidmathlogic.com/colorblind>]

Navigating Cambridge Through It's History

Open Space Identification | Wayfinding Kiosks

Kiosk Locations

P# Parking Directional Signs

- 1 Murphy Stairs
- 2 Child Street Plaza
- 3 Dawes Field
- 4 Baldwin Square
- 5 Rivas Picnic Grove
- 6 Morgan Avenue
- 7 Jacobs Street
- 8 Earhart Square
- 9 Hopkins Lawn
- 10 TBD
- 11 TBD
- 12 Ogletree Plaza
- 13 Scott Plaza
- 14 Water Street



Legibility | Inclusivity Considerations

Simplified Community Path Map Using Bang Wong Palette

COLOR COMPROMISED TEST RESULTS



Protanopia unable to see red



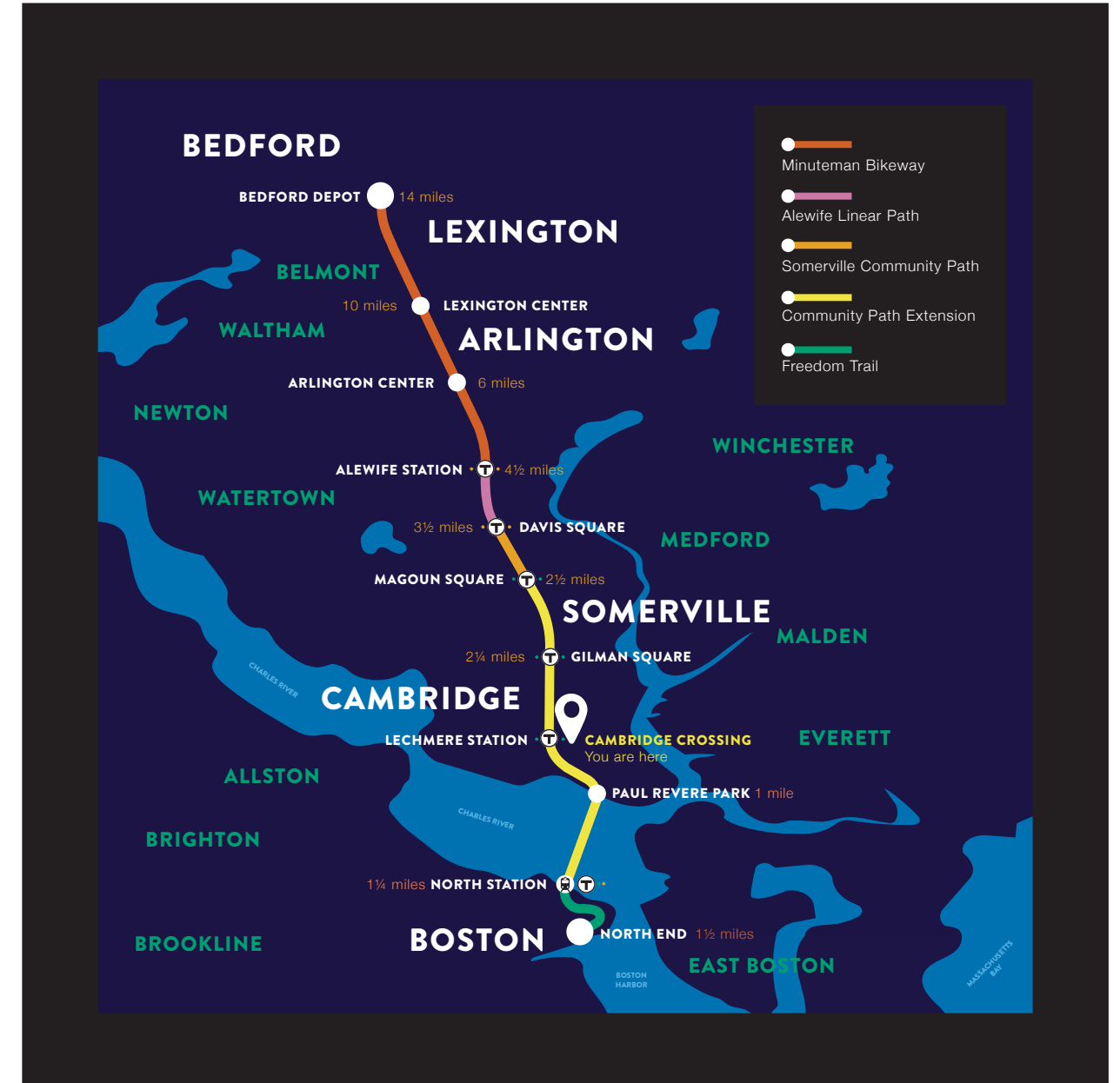
Deuteranopia unable to discern red/green



Tritanopia unable to discern blue/green, purple/red, & yellow/pink



Achromatopsia unable to see any color



Legibility | Inclusivity Considerations

Revised Cambridge Crossing Map with Color Tested Palette

LEGEND

Retail

- Shopping
- Cafe
- Restaurant
- Bar

Transportation

- Kittie Knox Cycle Center
- Orange Line | Community College
- Public Elevator to Gilmore Bridge
- Green Line | Lechmere
- Bluebike Locations
- EZ Ride Locations

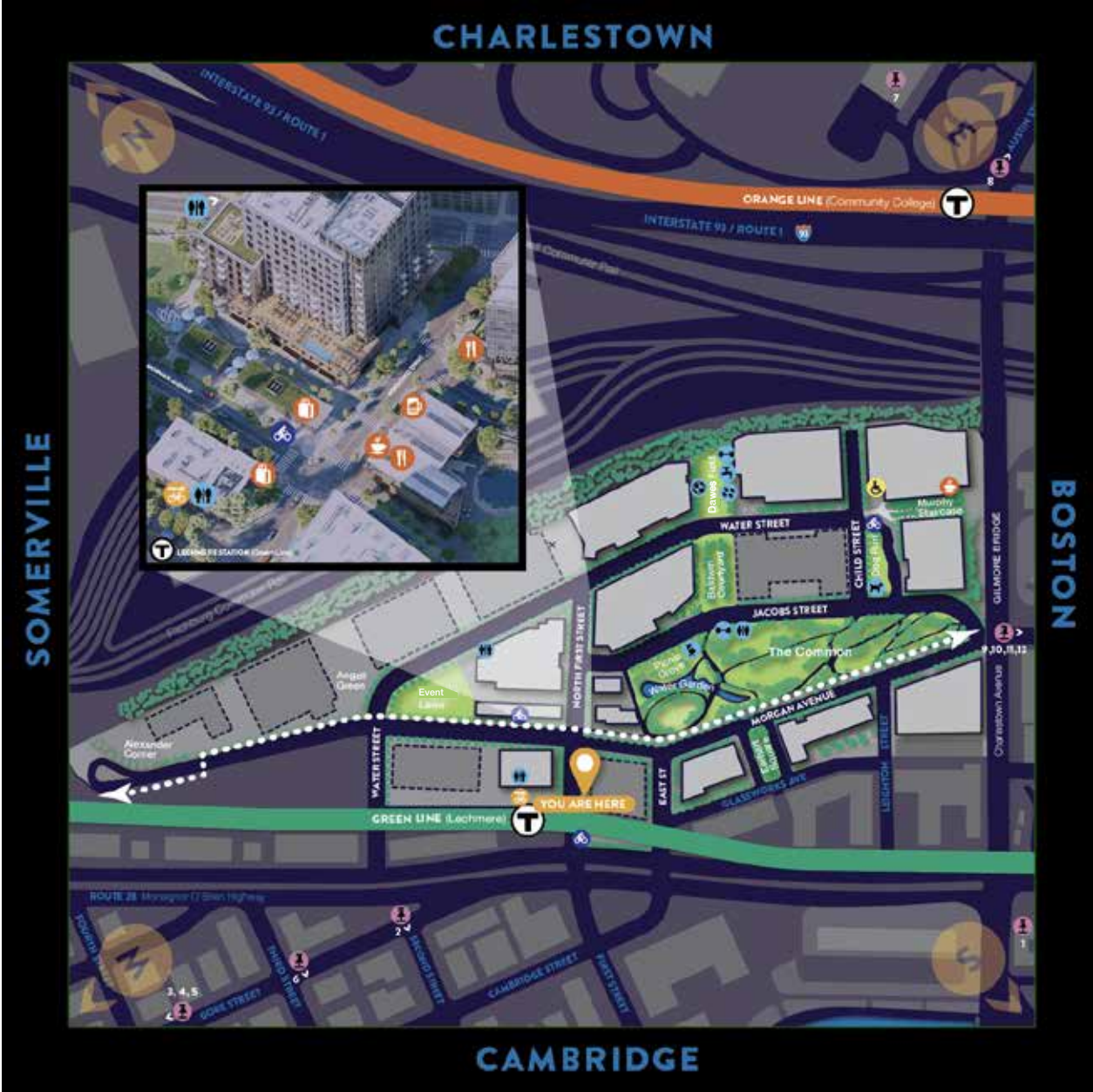
Amenities

- Water Bottle Fill-Up Station
- Misting Station
- Playing Field
- Public Grills
- Workout Equipment
- Dog Run
- Public Restrooms

Nearby

- 1 Museum of Science | ½ mile
- 2 Multicultural Arts Center | ¼ mile
- 3 Gold Star Mother's Park | ¼ mile
- 4 Cambridge Library - O'Connell Branch | 1 mile
- 5 Donnelly Field | 1 mile
- 6 Kendall Square/MIT | ¾ mile
- 7 Bunker Hill Community College | ½ mile
- 8 Bunker Hill Monument | 1 mile
- 9 North Point Park | ¼ mile
- 10 Lynch Family Skate Park | ¼ mile
- 11 Paul Revere Park | ½ mile
- 12 USS Constitution Museum | 1 mile

Scan this code using your smartphone camera feature for up to date transit information, news and events at Cambridge Crossing, or download the Cambridge Crossing app

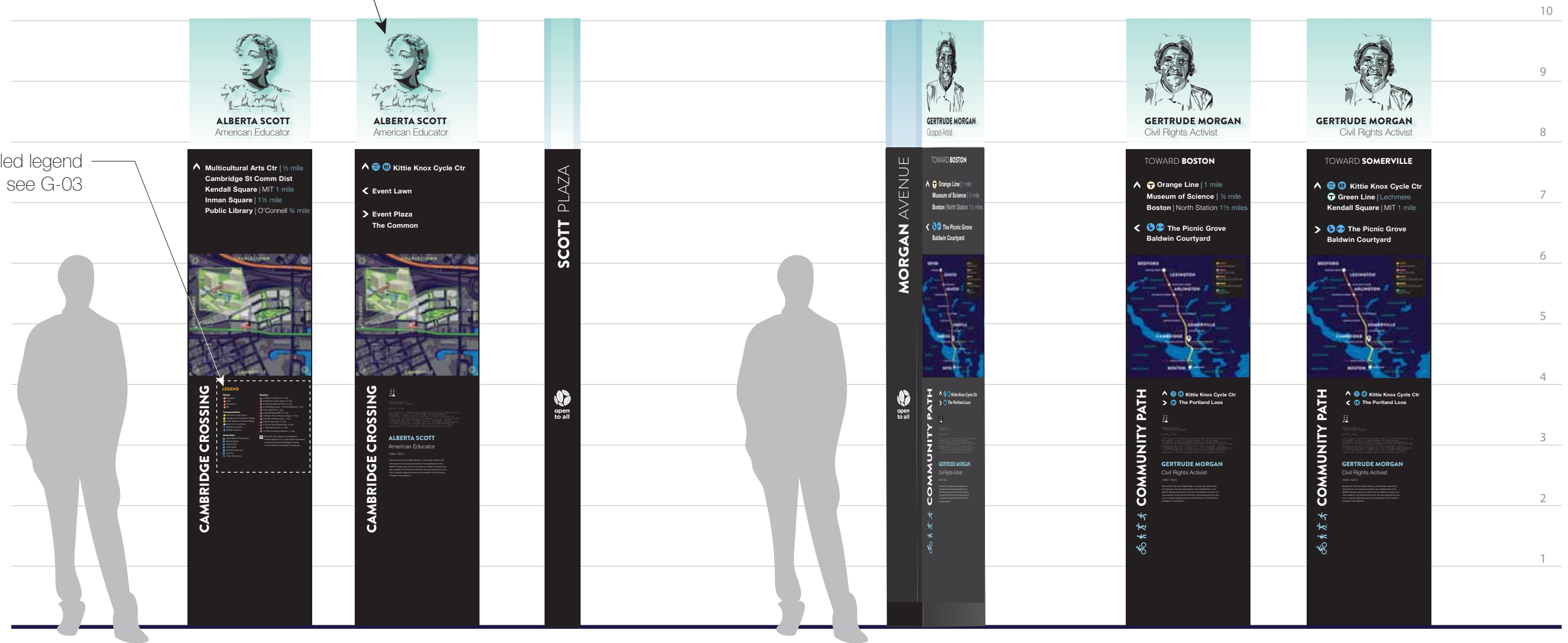


Multipurpose Kiosk Design

Park Identification, Pedestrian Wayfinding & Orientation

Identity "beacon" featuring Cambridge historical figure; frosted "glass" look with surface graphic

For detailed legend see G-03



Scott Plaza Kiosk | Facing South Facing North

Side Elevation

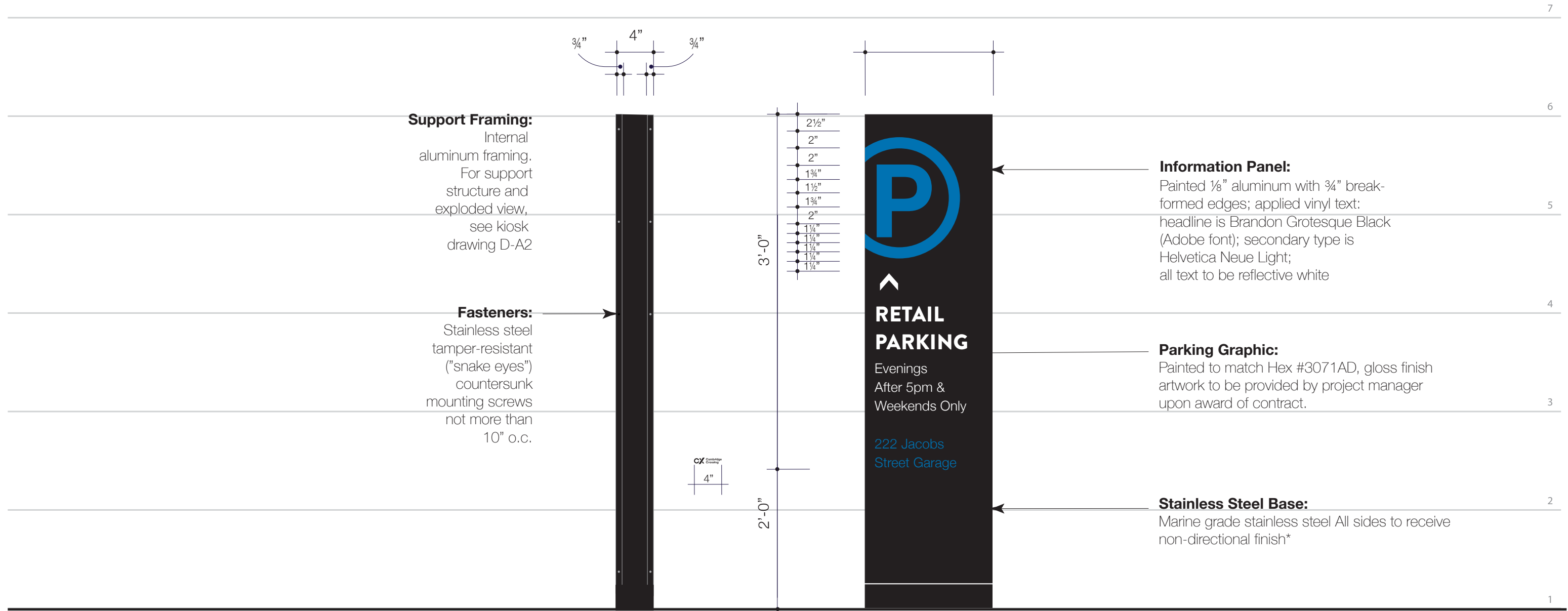
Community Path Kiosk | Side View

Facing East

Facing West

Revised Parking Monument

Elevations



Side

Sign Type **P**: Parking Monument | Elevation