

NORTHPOINT

Cambridge, Massachusetts

Application for Design Review – Parcel W



Prepared for:
DW NP Property, LLC
c/o DivcoWest
One Kendall Square, Ste. B3201
Cambridge, MA 02139



In collaboration with:
The HYM Investment Group, LLC
One Congress Street
10th Floor, Suite 101
Boston, MA 02114



Prepared by:
Beals and Thomas, Inc.
Reservoir Corporate Center
144 Turnpike Road
Southborough, MA 01772

In collaboration with:
Prellwitz Chilinski Associates
Galluccio & Watson, LLP
Goulston & Storrs, PC
Michael Van Valkenburgh Associates, Inc.

Submitted in Compliance with the City of Cambridge Zoning Ordinance and M.G.L. c.40A

June 6, 2017



BEALS + THOMAS

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Regional Office: Plymouth, MA

June 6, 2017

Mr. H. Theodore Cohen, Chair
Cambridge Planning Board
344 Broadway
Cambridge, MA 02139

Via: Hand Delivery

Reference: North Point Parcel W Design Review--Updated
PB #179
Cambridge, Massachusetts
B+T Project No. 2084.02

Dear Chairman Cohen and Members of the Board:

On behalf of the Applicant, DW NP Property, LLC (an affiliate of DivcoWest), Beals and Thomas, Inc. respectfully submits this UPDATED Design Review Application for Parcel W (the Site), which is part of the larger NorthPoint development. The proposed development is the construction of two small commercial/retail buildings and Publicly Beneficial Open Space. Parcel W is located entirely within Cambridge and is adjacent to North Point Common. The enclosed materials have been updated to include feedback from Community Development Department staff and preliminary discussions with potential tenants.

As shown on the master plan included as part of this Application, the Site is bounded by North Street to the north, North First Street to the west, North Point Boulevard to the south, and North Point Common to the east. The application was submitted in accordance with Special Permit #179 (through Major Amendment #6), Condition 10, and the City of Cambridge filing requirements for Large Project Review, pursuant to Section 19.43 of the City of Cambridge Zoning Ordinance (the Ordinance).

The Site is currently undeveloped vacant land adjacent to the existing North Point Common. It is one of twenty (20) building parcels in the NorthPoint mixed-use development. To date, condominium buildings on Lot S and Lot T, a rental residential building on Lot N, North Point Common, Child Street Park and related infrastructure and other public amenities (including the Brian P. Murphy Memorial Staircase) have been constructed in NorthPoint. In addition, Parcel JK has gone through Design Review in Cambridge and Somerville, and building permit applications are pending in both cities. The surrounding roadway network was approved by the Planning Board on September 2, 2016, as part of Major Amendment #6, and is currently undergoing construction preparation. Parcel W is proposed to be delivered at the same time as Parcel JK and will be built without first signing a lease with a tenant, i.e., "On Spec".

The Parcel W buildings contain approximately 5,865 square feet gross floor area (GFA) and approximately 9,082 square feet of GFA, respectively. Each building has two stories and

Mr. H. Theodore Cohen, Chair
Cambridge Planning Board
June 6, 2017
Page 2

approximately 35 feet in height. The site will contain approximately 3,063 square feet of ground floor outdoor tenant premises and a total of approximately 7,983 square feet of Open Space, Publicly Beneficial. No on-site parking is proposed for Parcel W. A short-term curbside delivery area is provided on North Street adjacent to the north building in conformance with the NorthPoint Design Guidelines. The proposed development of Parcel W will not reduce the size of the existing North Point Common.

As part of the attached application, we have submitted fifteen (15) copies, as well as a flash drive containing an electronic version, of the following materials for review by the Cambridge Planning Board:

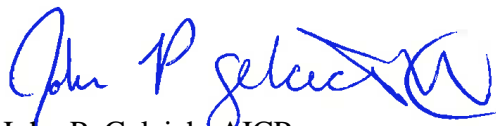
- Site Plans;
- Cross-sections of Floor Plans;
- Architectural Elevations;
- A Zoning Compliance Summary;
- LEED/Green Building Compliance Summary;
- Shadow Study;
- Wind Study;
- Acoustical Report and Noise Mitigation Narrative;
- Preliminary Signage Plan;
- Compliance Checklist – Zoning Ordinance and NorthPoint Design Guidelines;
- Materials showing cross-sections of abutting streets; and
- Subdivision Plan, previously approved by the Cambridge Planning Board.

There are no changes proposed to the approved uses or massing on the Site nor are there any changes to the layout of roads serving the Site from that shown on the approved 40-scale Roadway Network Schematic Plan.

The NorthPoint team is excited to meet with the Planning Board on June 27 to review and discuss the proposed project. Thank you for your consideration of this application.

Very truly yours,

BEALS AND THOMAS, INC.



John P. Gelcich, AICP
Senior Planner

JPG/ars/208402LT077

NORTHPOINT
SUMMARY OF BUILDING TO DATE
AS OF JUNE 2017

To date, the following building parcels in NorthPoint have been constructed and are occupied: S, T and N. All are residential buildings; Parcel N (also known as Twenty|20) has some retail space on the ground floor. S and T are condominium buildings, while N is a rental building. All are in Phase 1A of the Project. The chart below sets forth more specific details for each completed building.

<u>Parcel</u>	<u>Use</u>	<u>Gross Square Footage</u>	<u>Unit Count</u>	<u>Bedroom Count</u>	<u># of Inclusionary Units</u>
N	Rental Residential	386,000	Total – 355 Studio/Loft – 74 1 BR – 180 2 BR – 85 3 BR - 5	474	41
N	Retail	8,000	N/A	N/A	N/A
S	Condominium	112,398	Total – 99 1 BR – 94 2 BR - 5	208	12
T	Condominium	242,194	Total – 230 Studio – 40 1 BR – 138 2 BR – 5 3 BR - 1	278	32

There are no other buildings in the Project under construction or for which building permits have been issued.

A building permit application has been filed for Parcel JK.

A design review application for North Point Common has been submitted simultaneously with this application for Parcel W.



 **DIVCOWEST**[™]
Real Estate Investments

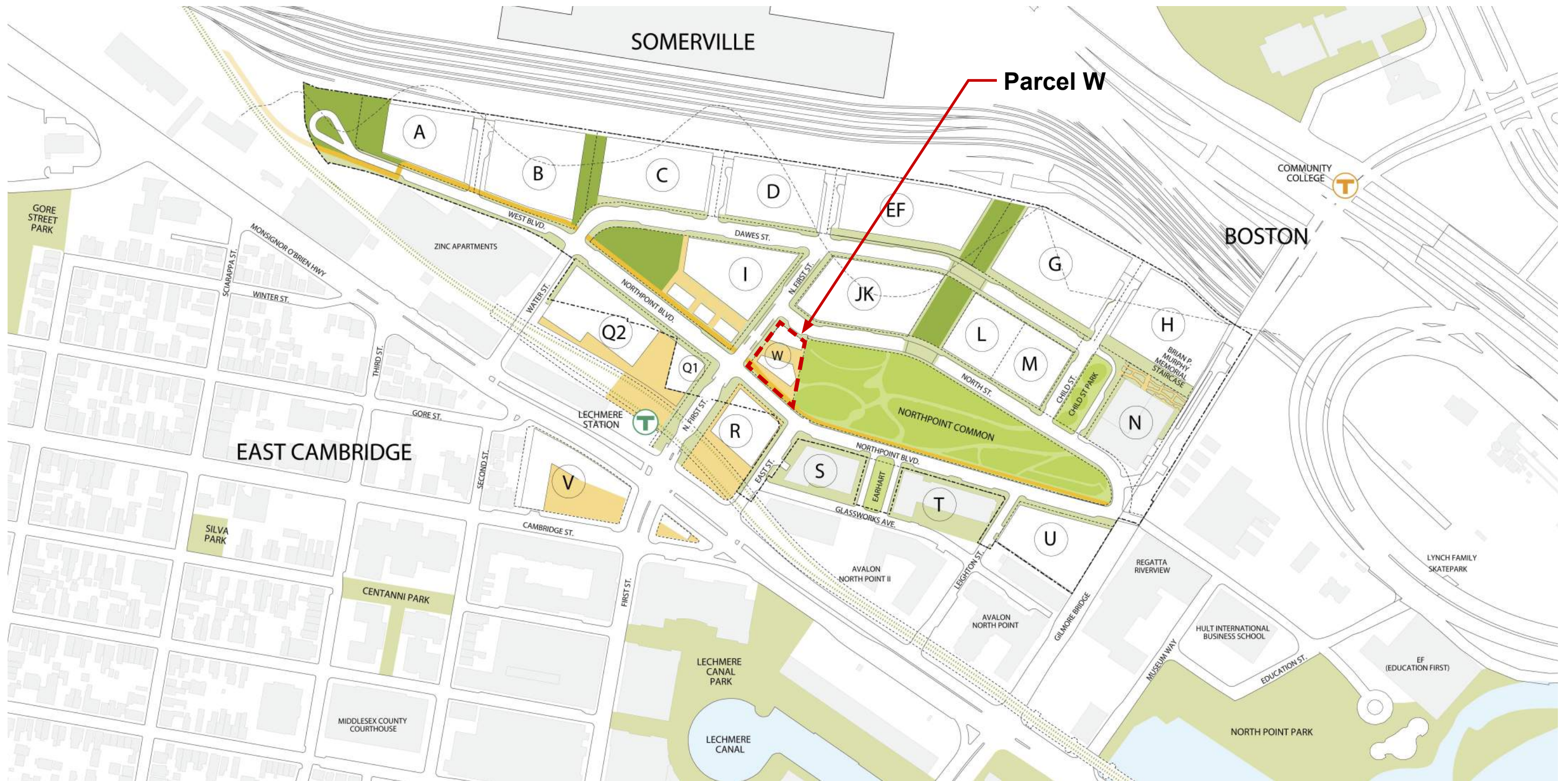
PCA
PRELLWITZ CHILINSKI ASSOCIATES
Architecture Planning Interiors

**MICHAEL
VAN
VALKENBURGH
ASSOCIATES
INC**

NORTHPOINT - Parcel W

Cambridge, MA

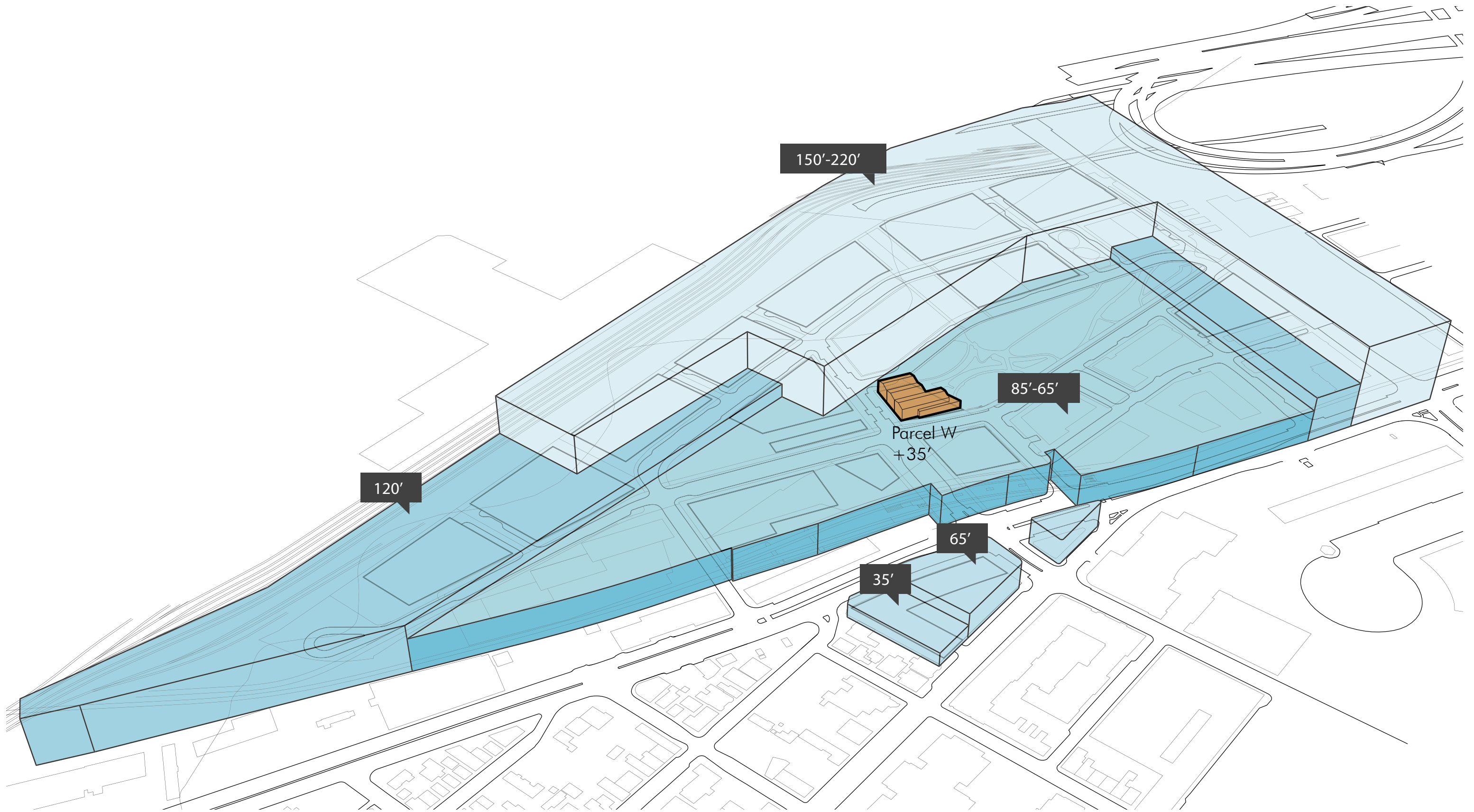
053017





Depiction of NorthPoint Common is shown for reference only.







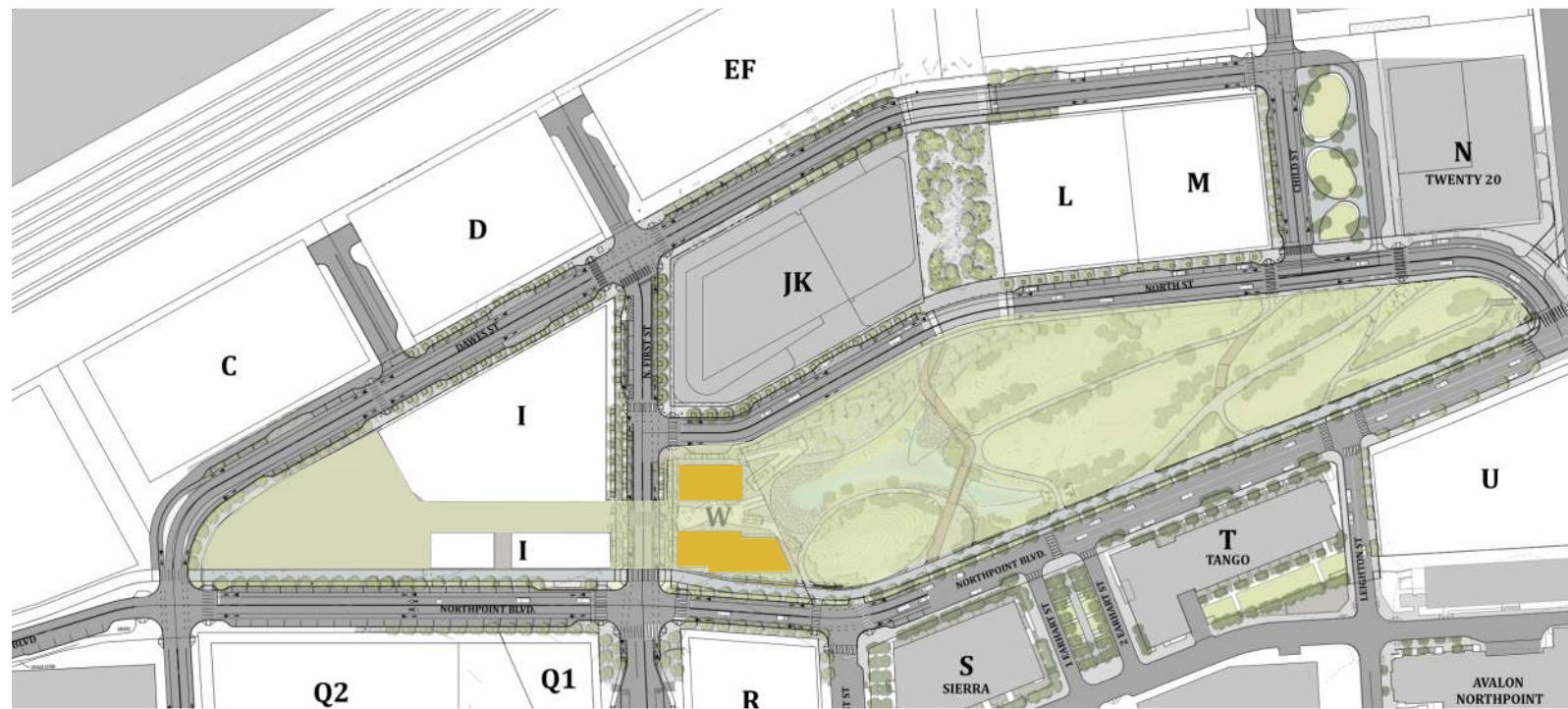
Pavilion in a Park: Madison Park, New York



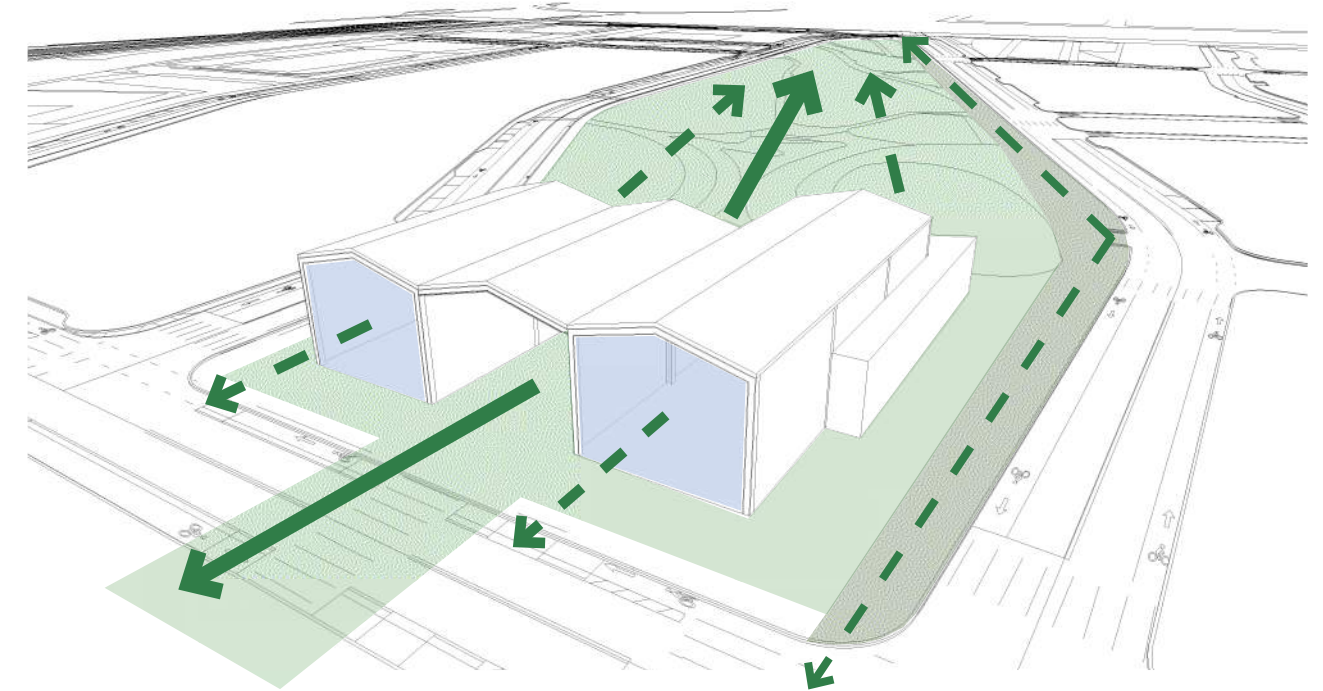
Pavilions in a Park: Hurbanové, Slovakia



Pavilions in a park and plaza: Boston Harbor Islands Pavilion



Building orientation and landscaping create an extension of the park areas across the site



Transparent East / West axis creates visual and physical connection to existing Northpoint Common and proposed Parcel I Park



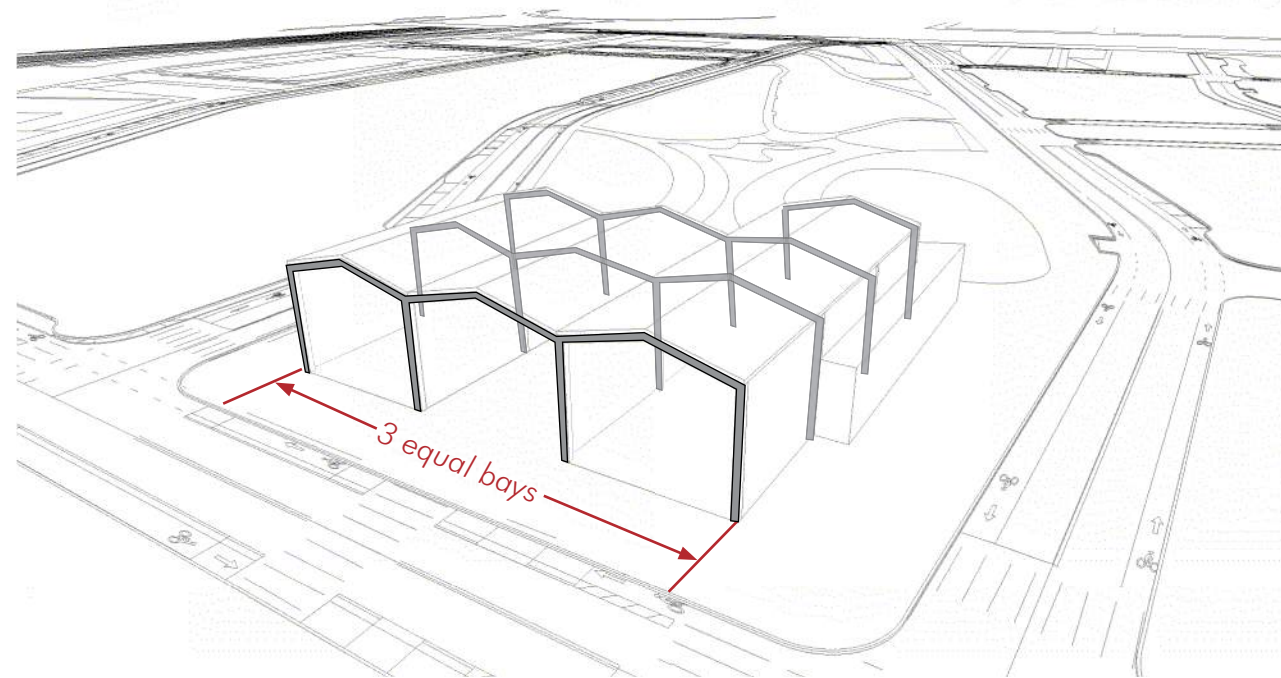
*Train Shed Precedent ties to history of Northpoint
Site: Gare de Lyon*



Sheltered Park Activities: Brooklyn Bridge Park



*Simple industrial structure repurposed for Retail
and Community Use: The Shed, Healdsburg CA*



*Industrial frame imitates repetition of train shed bays and evokes
the history of the Northpoint site*



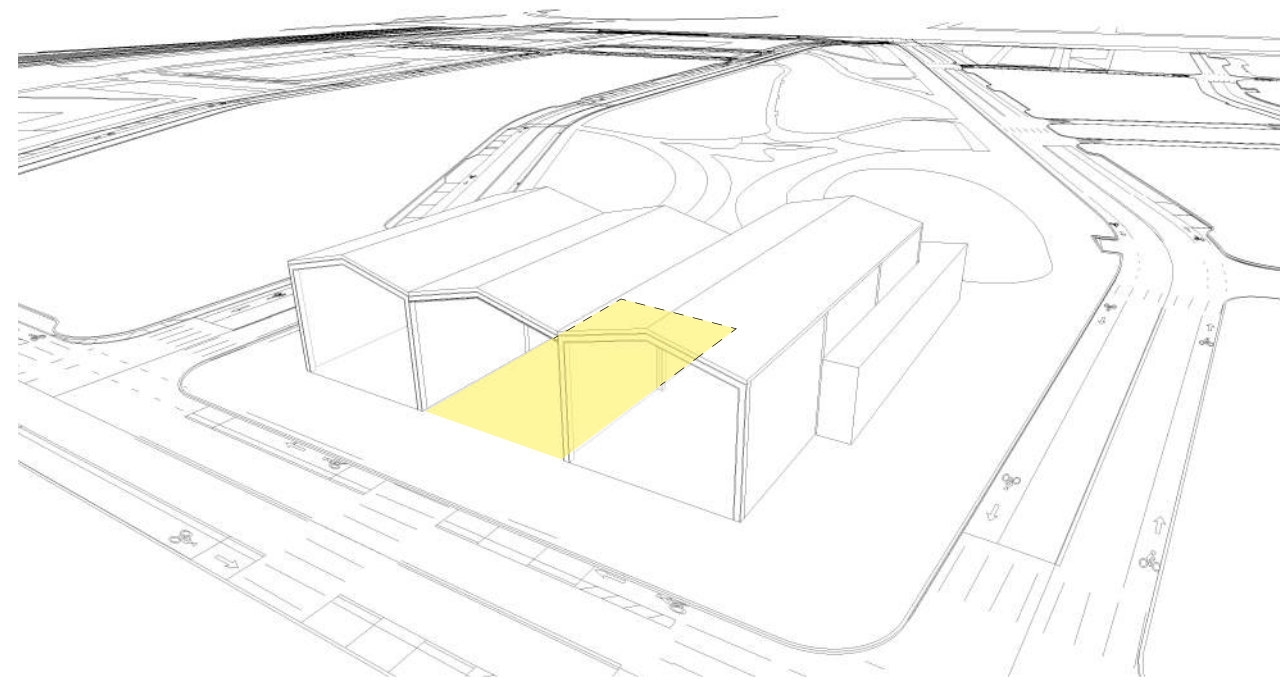
Flexible Event Space: Argyle Winery, Dundee, OR



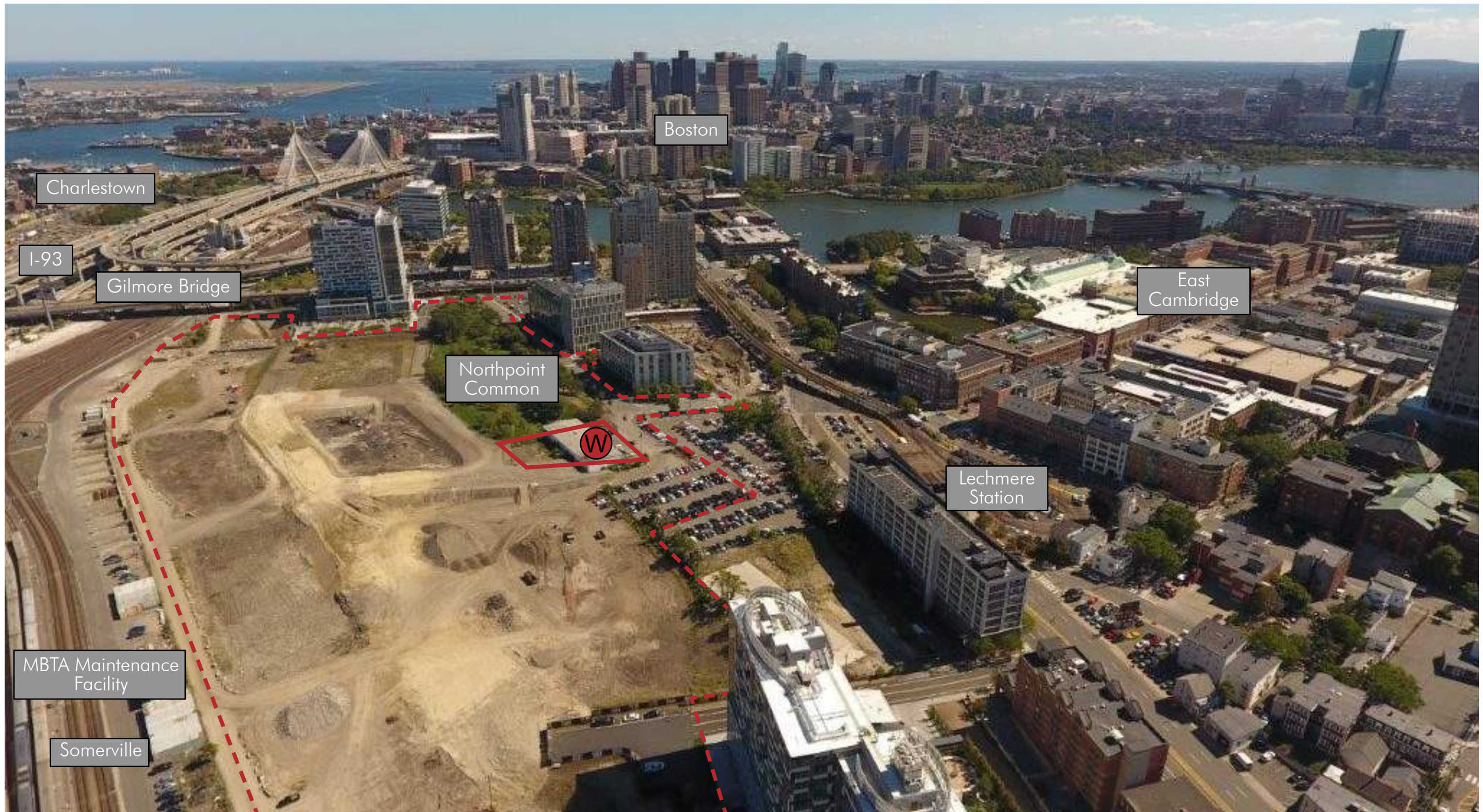
Recreation + Restaurant: The Yard, Tempe AZ



Flexible Space with Mezzanine: Pilek, Amsterdam



Covered central open space allows for flexible active space



----- Northpoint Property Line ● Site



1 - View from Northpoint Boulevard looking east



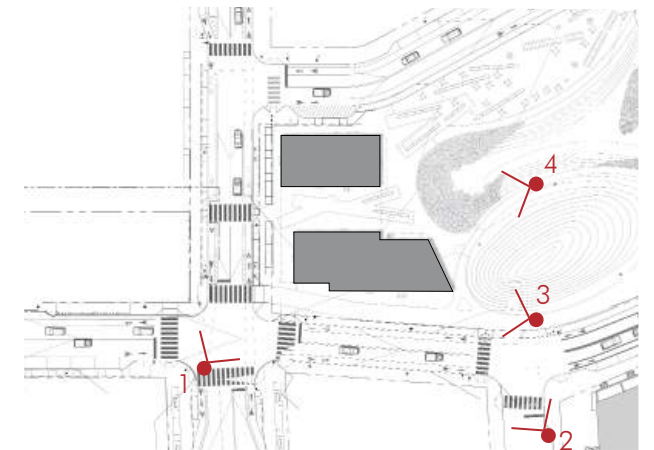
2 - View from East Street looking north



3 - View from Northpoint Boulevard looking west



4 - View from Northpoint Common looking west





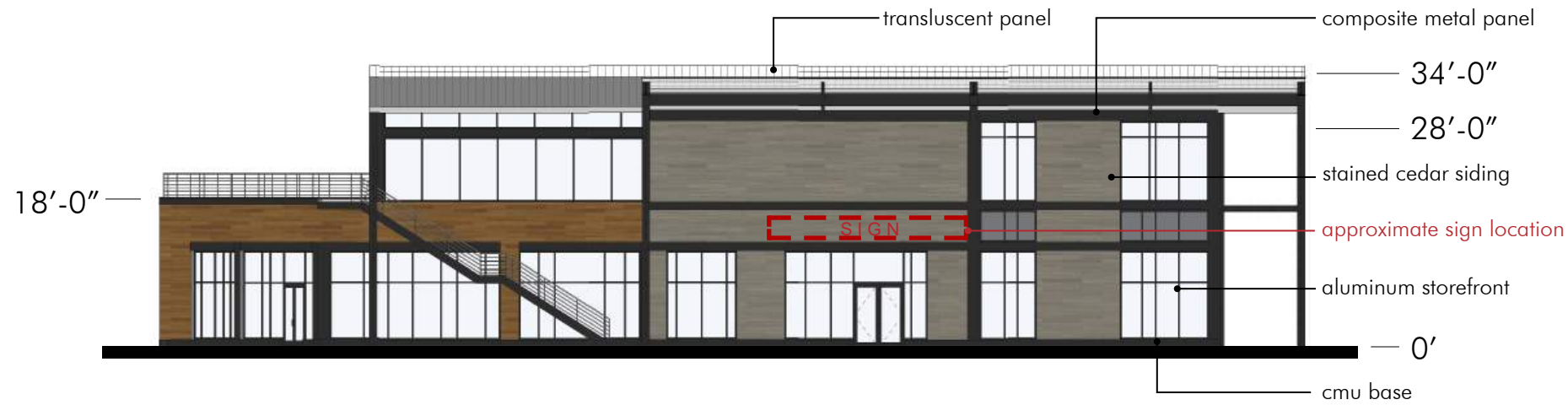
Rendered image is intended for building design review. Landscaping and entourage in this view are for illustrative purposes only.



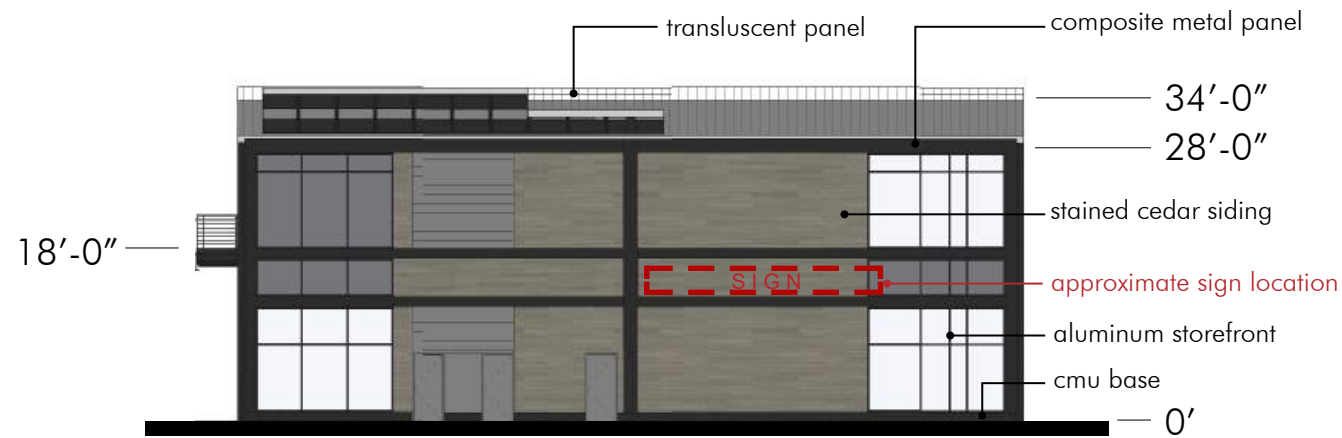
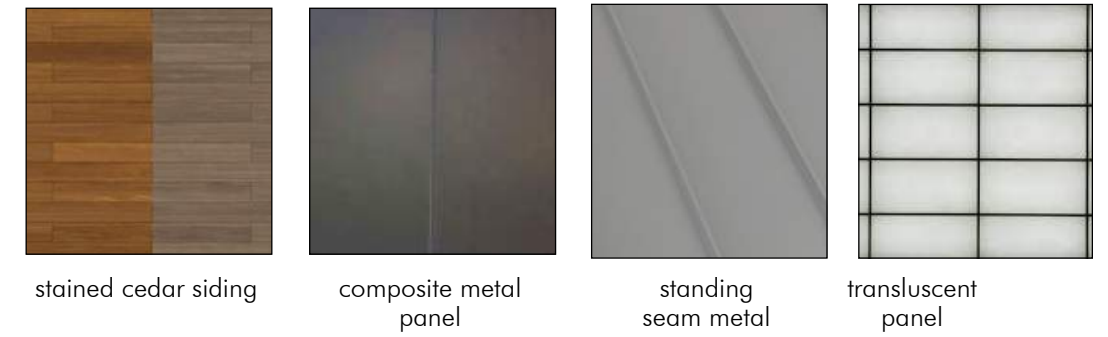
Rendered image is intended for building design review. Landscaping and entourage in this view are for illustrative purposes only.



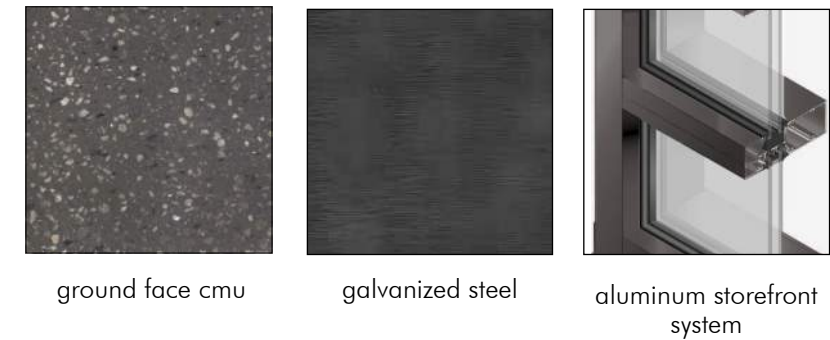
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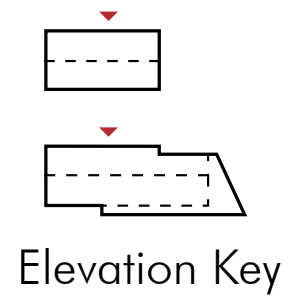
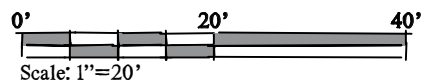
North Plaza Elevation

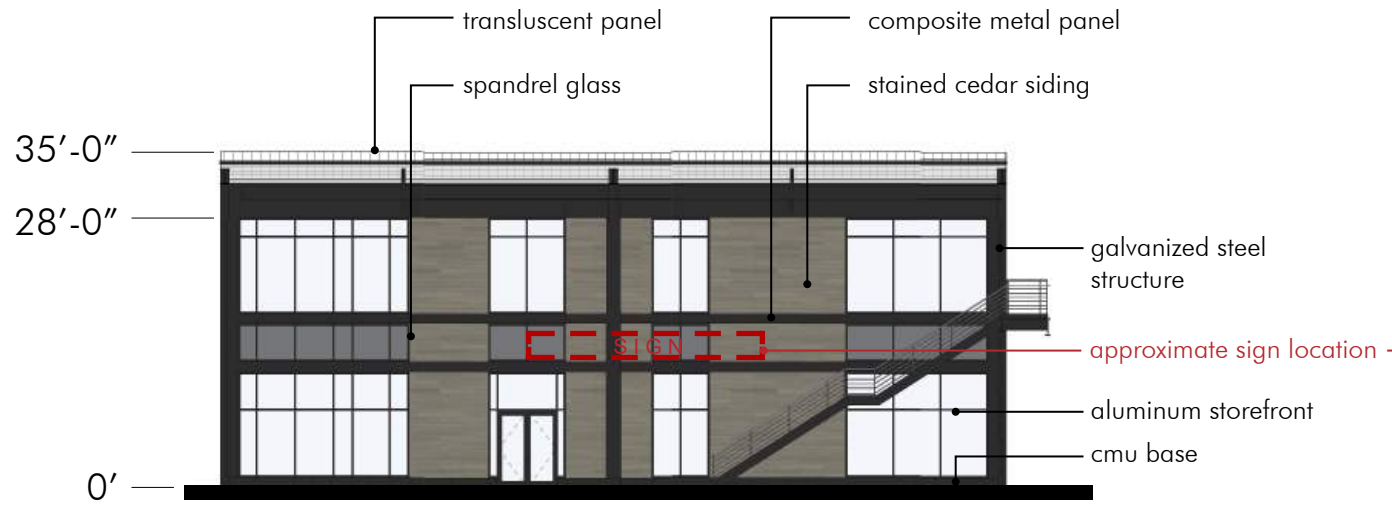


North Elevation

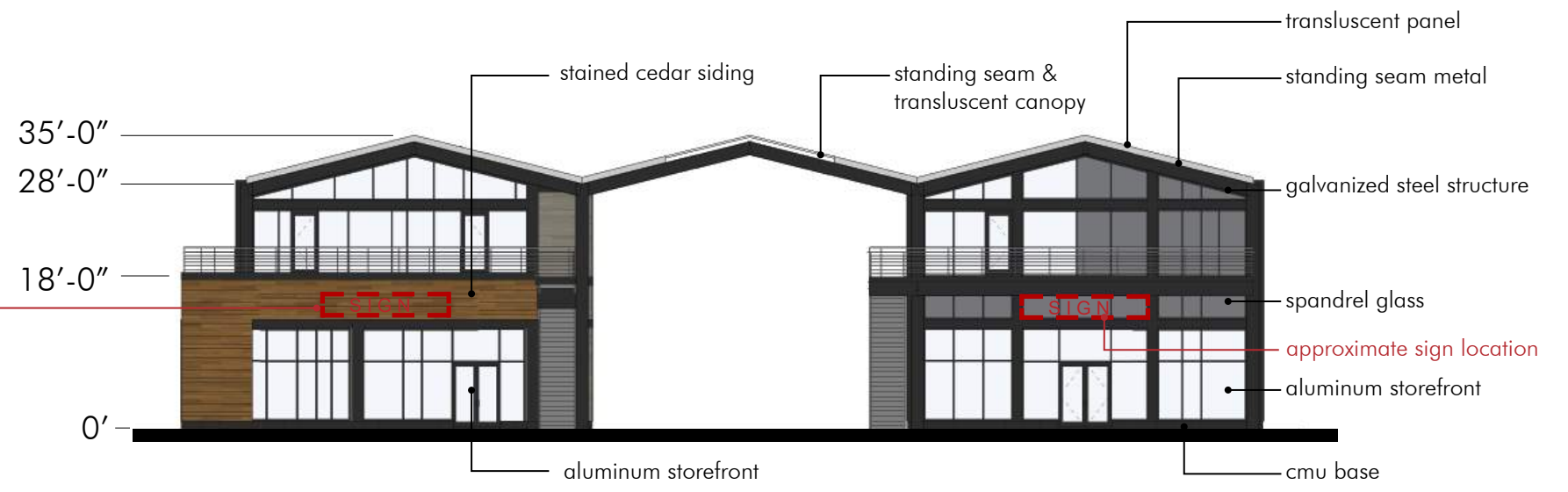


SIGNAGE - Article 7.16.22: Total of all signs shall not exceed 1 sf per linear foot of sign frontage. (Building W North = 228 sf max, Building W South = 304 sf max)
 Projecting Signs: 13 sf max, 1 per establishment
 Wall Sign: 60sf max or 1sf per foot of frontage

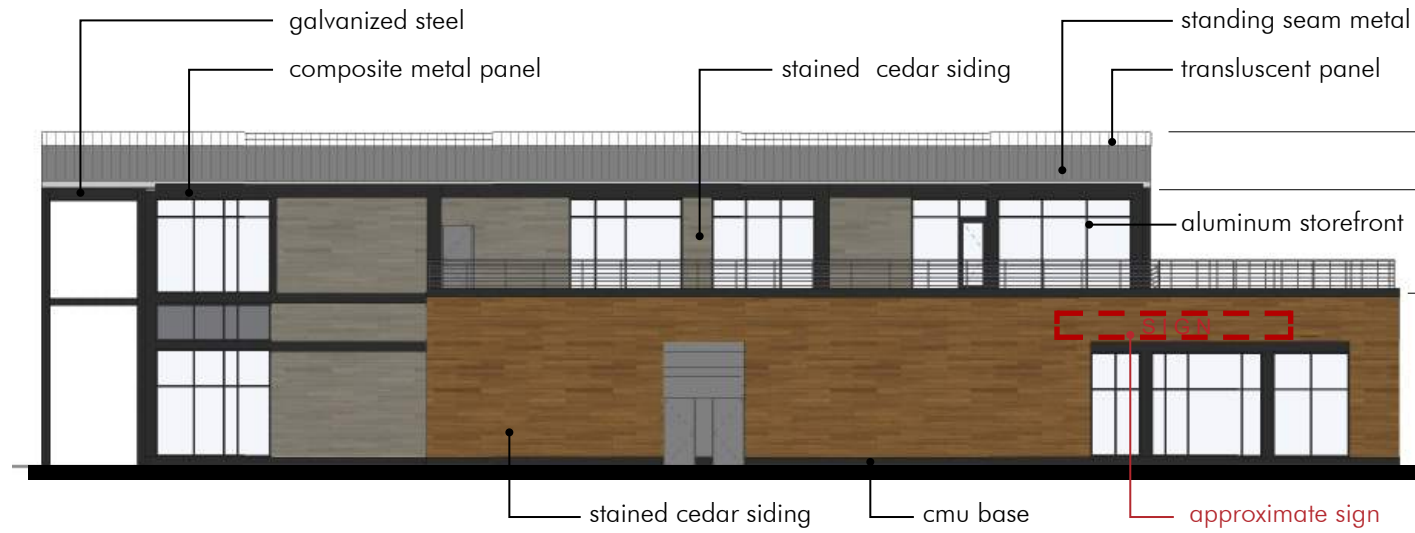




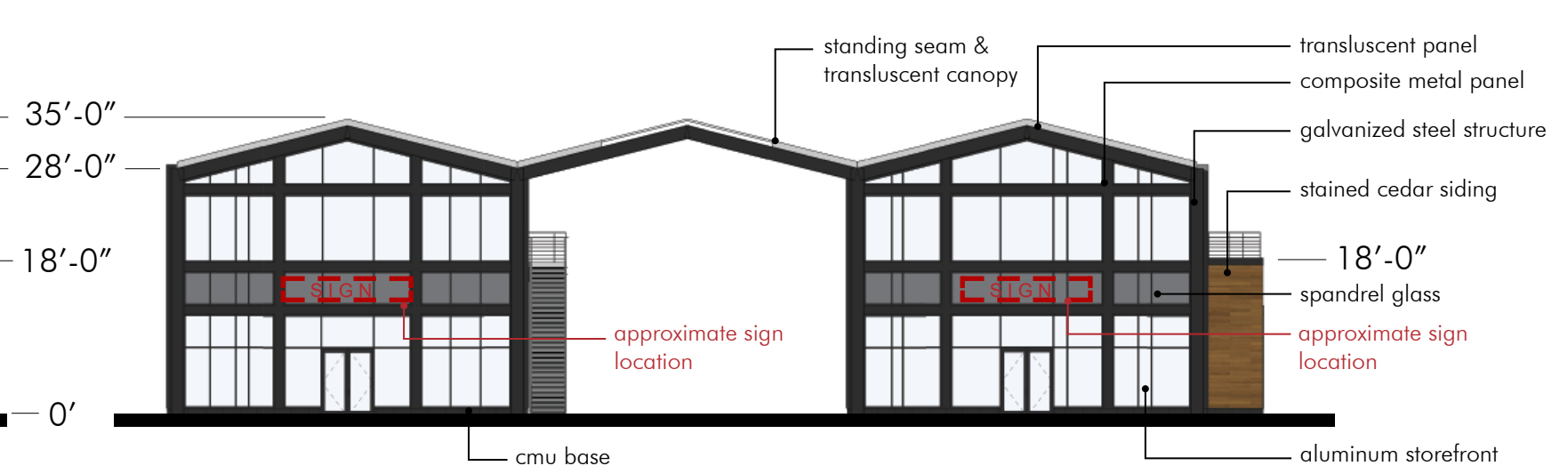
South Plaza Elevation



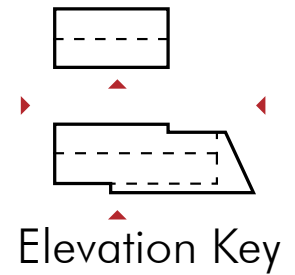
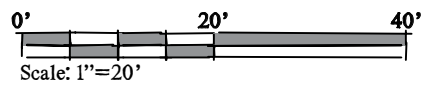
East Elevation



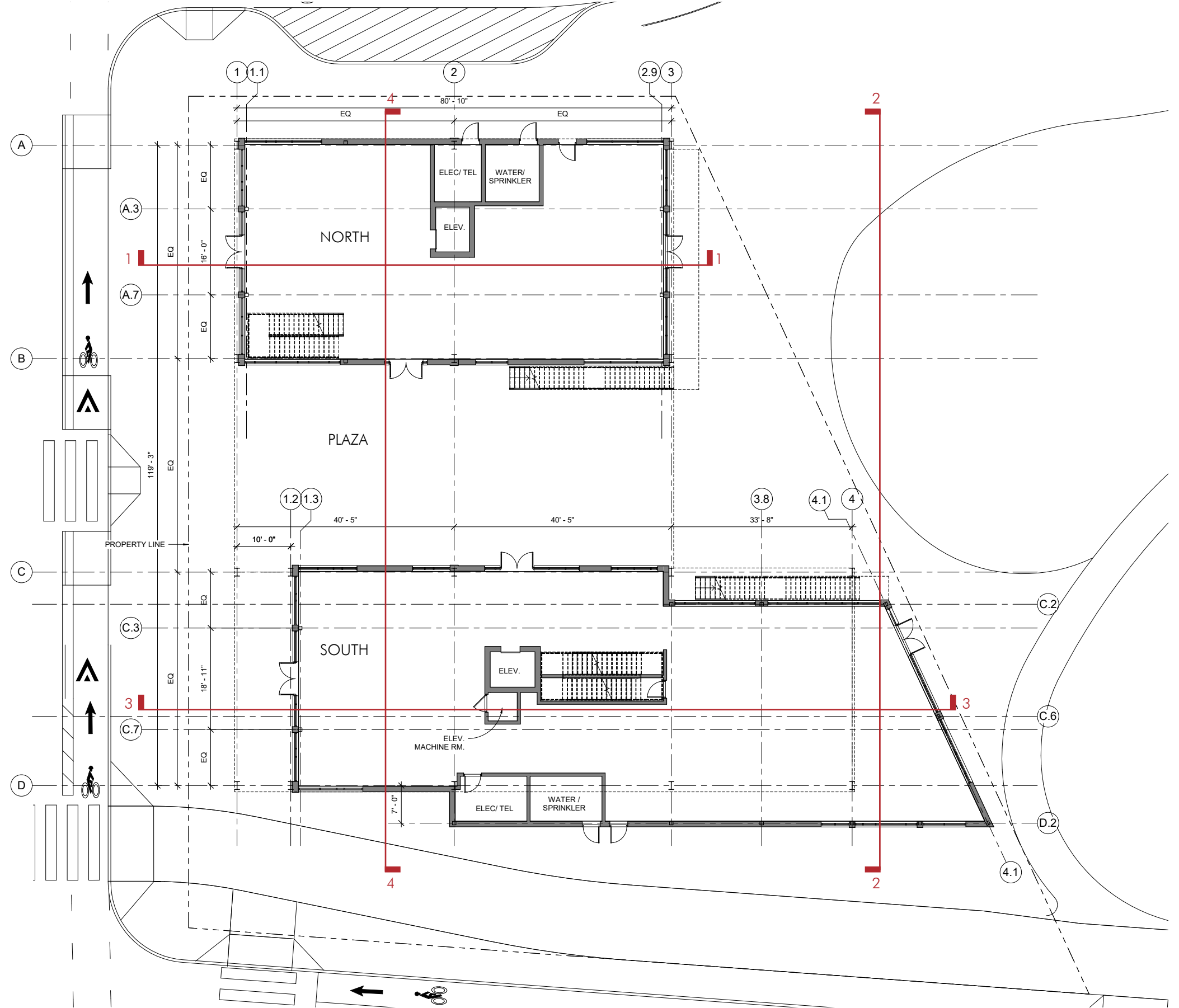
South Elevation



West Elevation

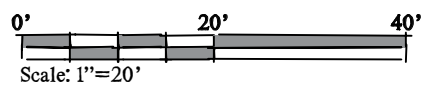


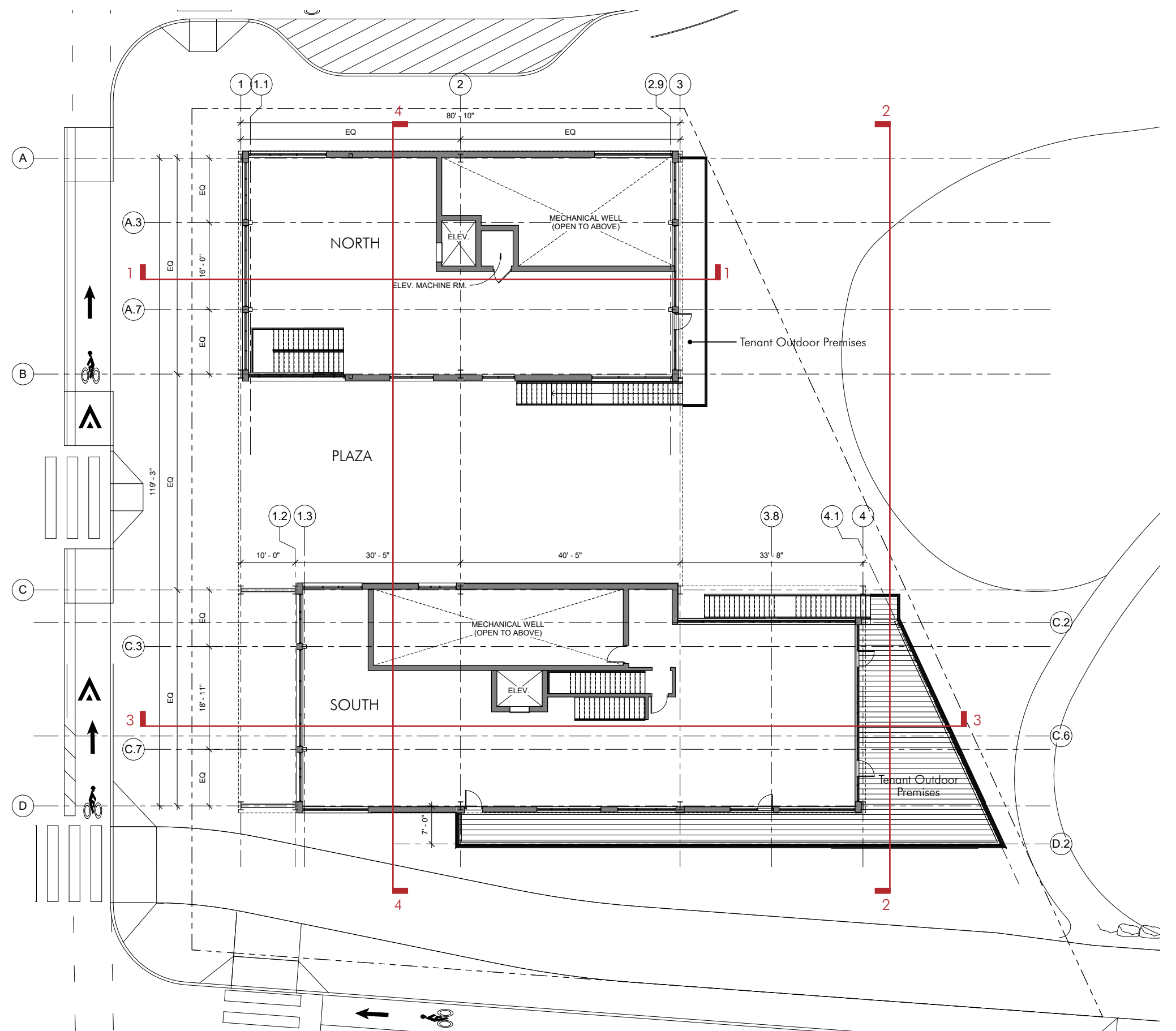
Elevation Key



GROUND FLOOR AREA

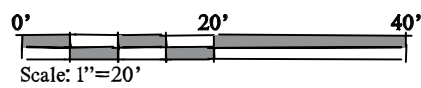
NORTH: 3,344 GFA
 SOUTH: 5,606 GFA

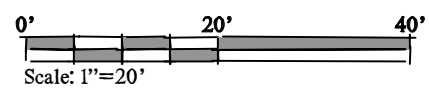
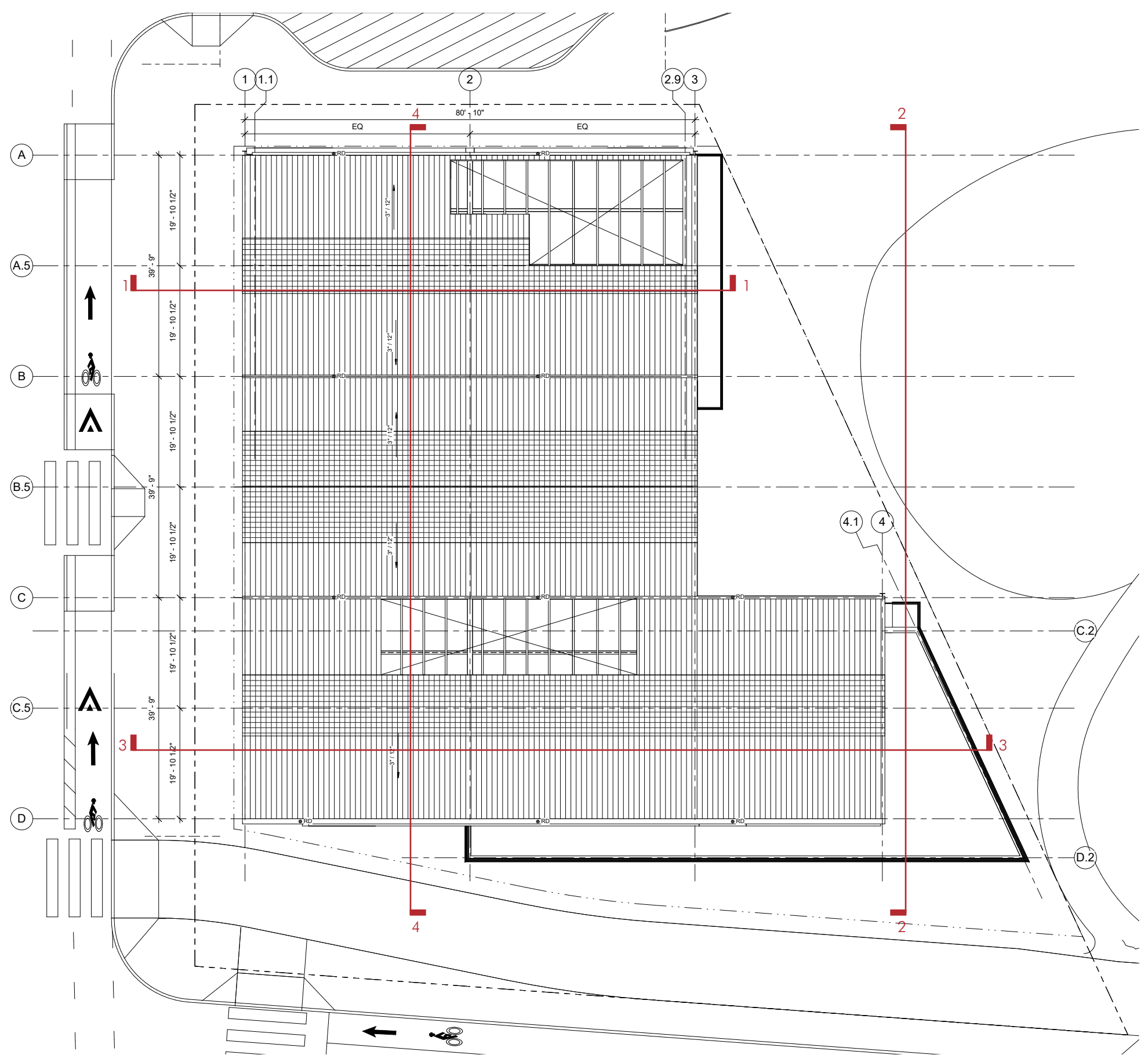




SECOND FLOOR AREA

NORTH: 2,521 GFA
 SOUTH: 3,476 GFA





NORTHPOINT - Parcel W
ROOF & CANOPY PLAN

**MICHAEL
 VAN
 VALKENBURGH
 ASSOCIATES
 INC**

PCA
 PRELLWITZ CHILINSKI ASSOCIATES
 Architecture Planning Interiors

All site lighting for Parcel W is being designed to minimize light pollution and light trespass. Exterior building lighting is mainly focused on the plaza area, with the primary concern of pedestrian safety.

Building Mounted Exterior Lighting

D1 - Surface mounted LED downlights with dimming will be mounted above retail plaza, exterior stair, and south building entry

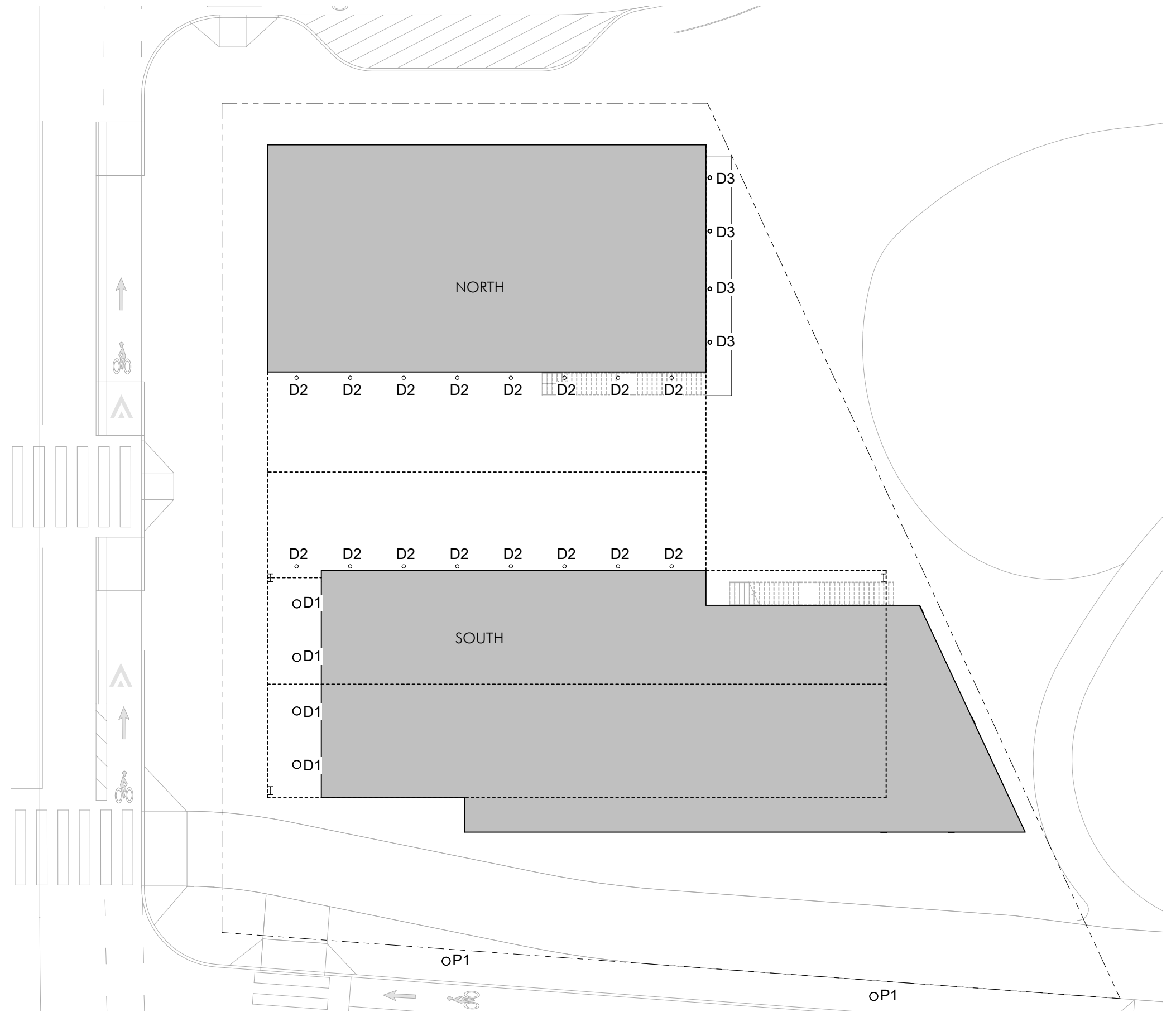
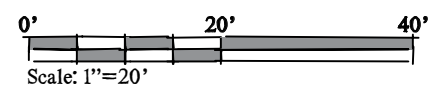
D2 - Directional fixture (dimmable) with medium beam distribution to be mounted above plaza.

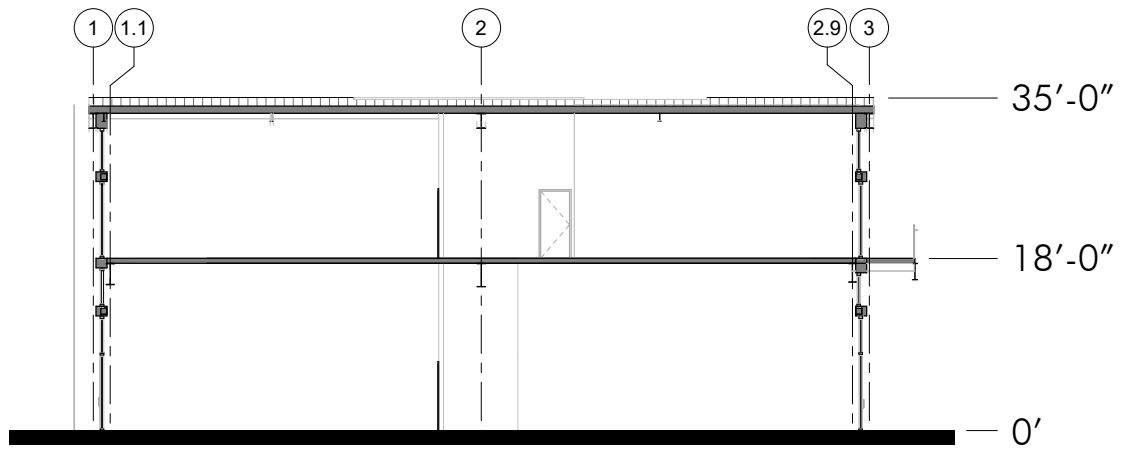
D3 - Recessed LED downlights (dimmable) with medium beam distribution on underside of balcony

P1 - Pedestrian post top fixture with full-cutoff, downlight distribution, Mounted on 14' pole, with Hi/Low control.

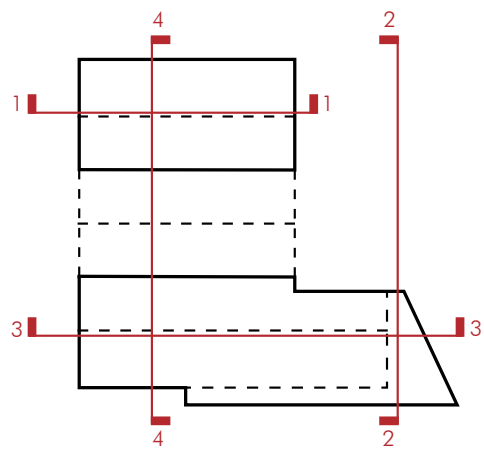
EXTERIOR LIGHTING FIXTURE KEY

D = DOWNLIGHT
P = POLE LIGHT

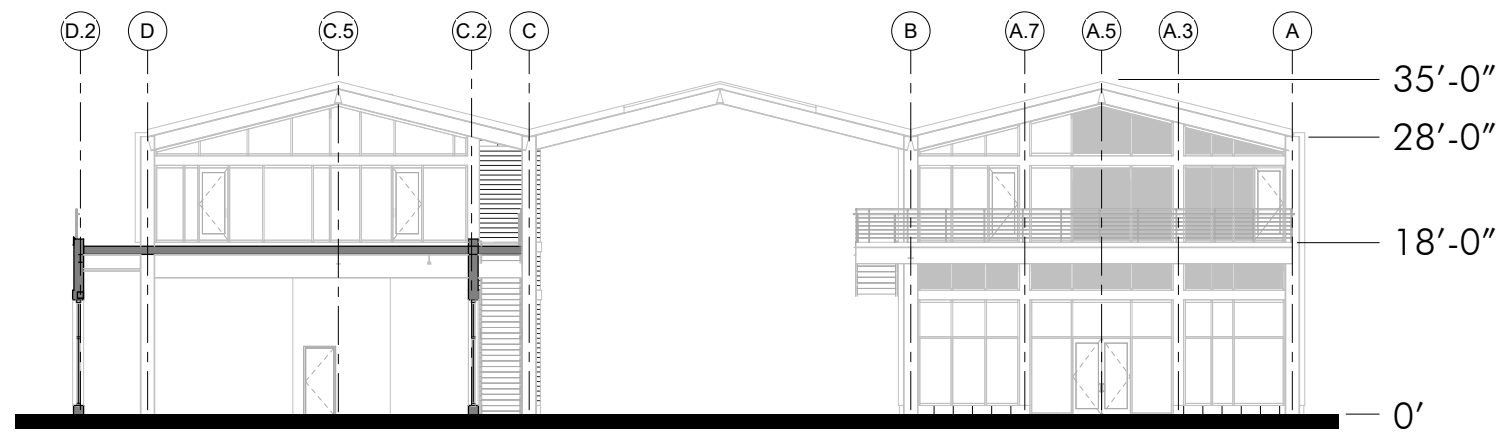
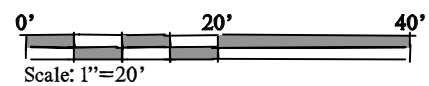




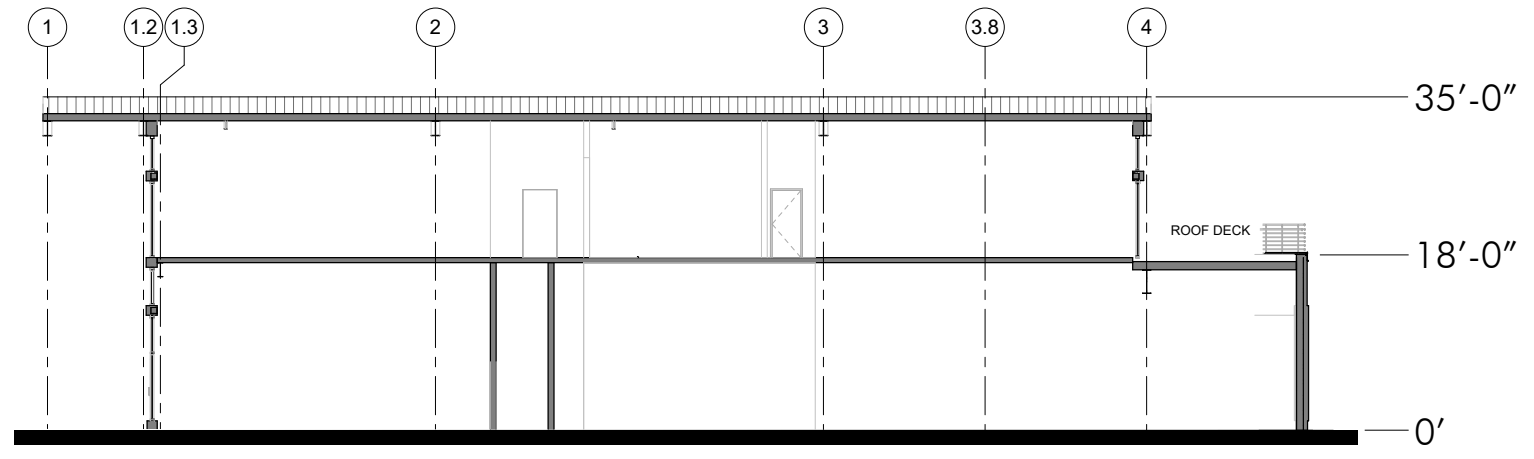
Section 1



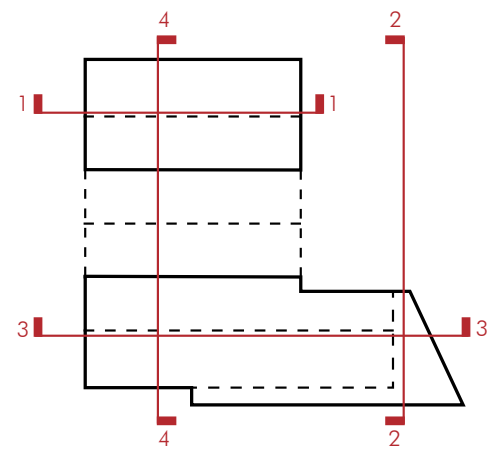
Section Key



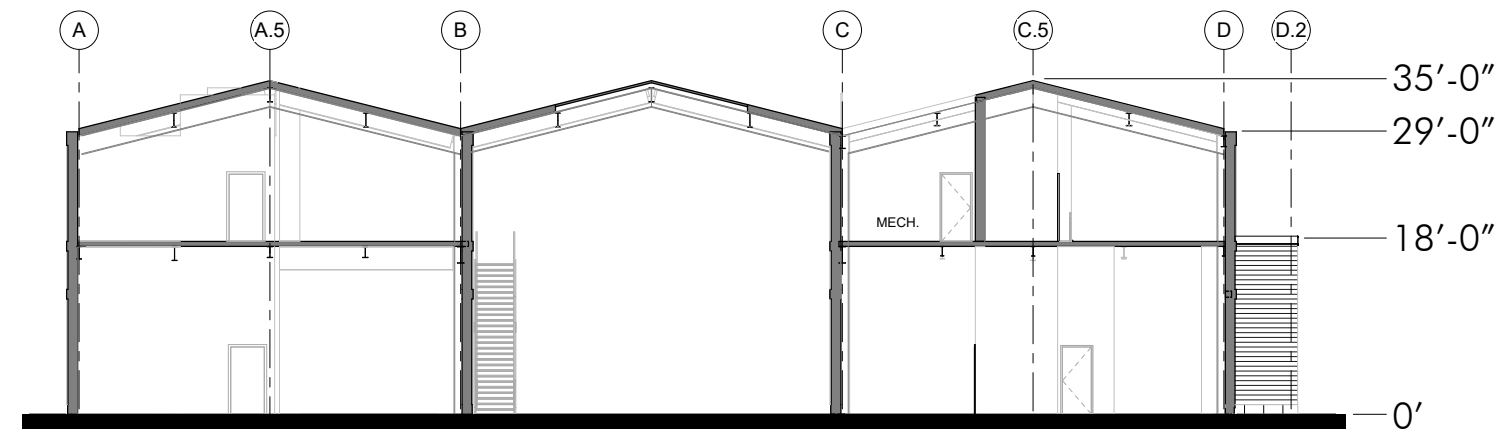
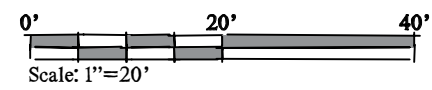
Section 2



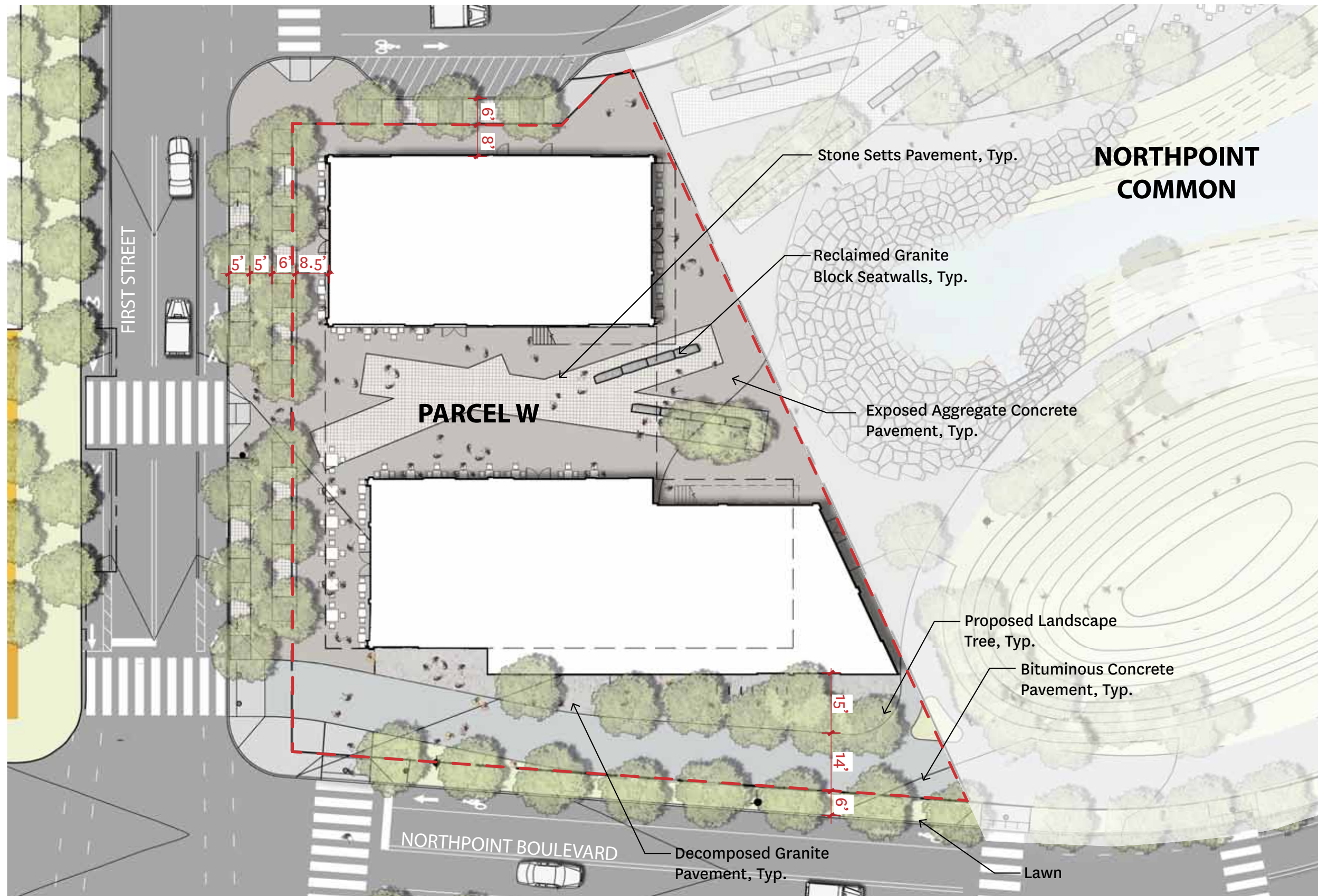
Section 3



Section Key



Section 4



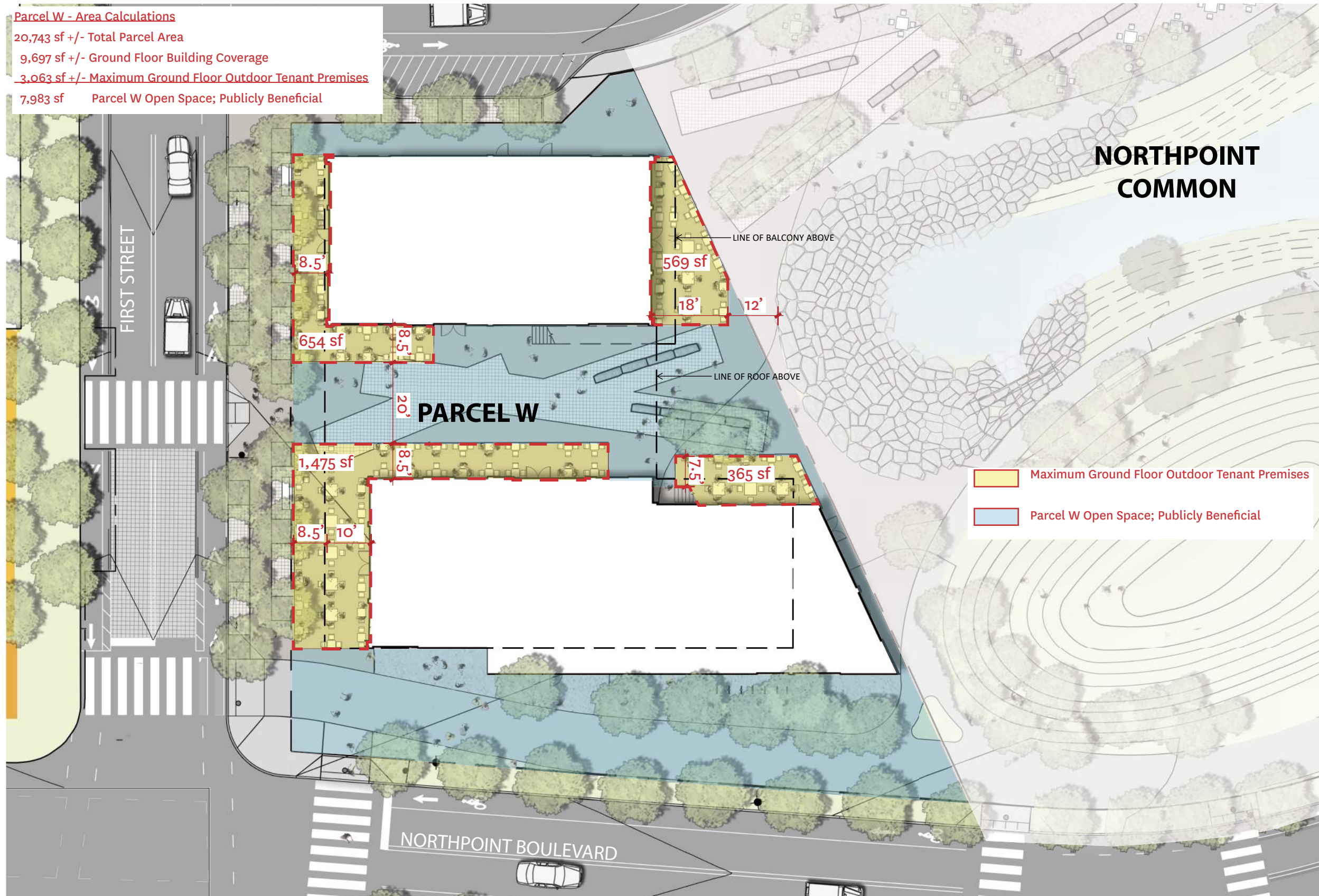
**NORTHPOINT
COMMON**

PARCEL W

FIRST STREET

NORTHPOINT BOULEVARD

Parcel W - Area Calculations
 20,743 sf +/- Total Parcel Area
 9,697 sf +/- Ground Floor Building Coverage
 3,063 sf +/- Maximum Ground Floor Outdoor Tenant Premises
 7,983 sf Parcel W Open Space; Publicly Beneficial





Rendered image is intended for landscape and plaza design review. As a result of the proposed landscape density, views of the building design may be obscured.



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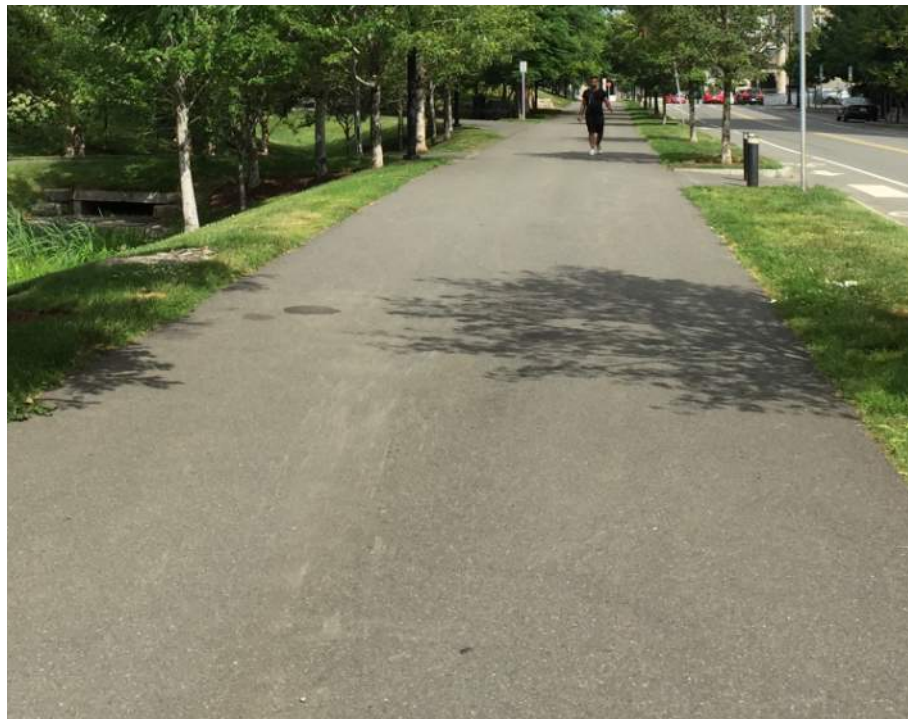
Stone Setts Pavement



Exposed Aggregate Concrete Pavement



Reclaimed Granite Block Seatwalls



Bituminous Concrete Pavement



Concrete Pavement



Decomposed Granite Pavement



Platanus x acerifolia
London Plane Tree



Styphnolobium japonicum
Japanese Pagoda Tree



Gymnocladus dioica
Kentucky Coffee Tree



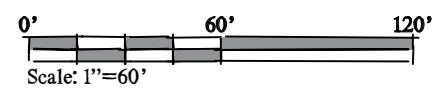
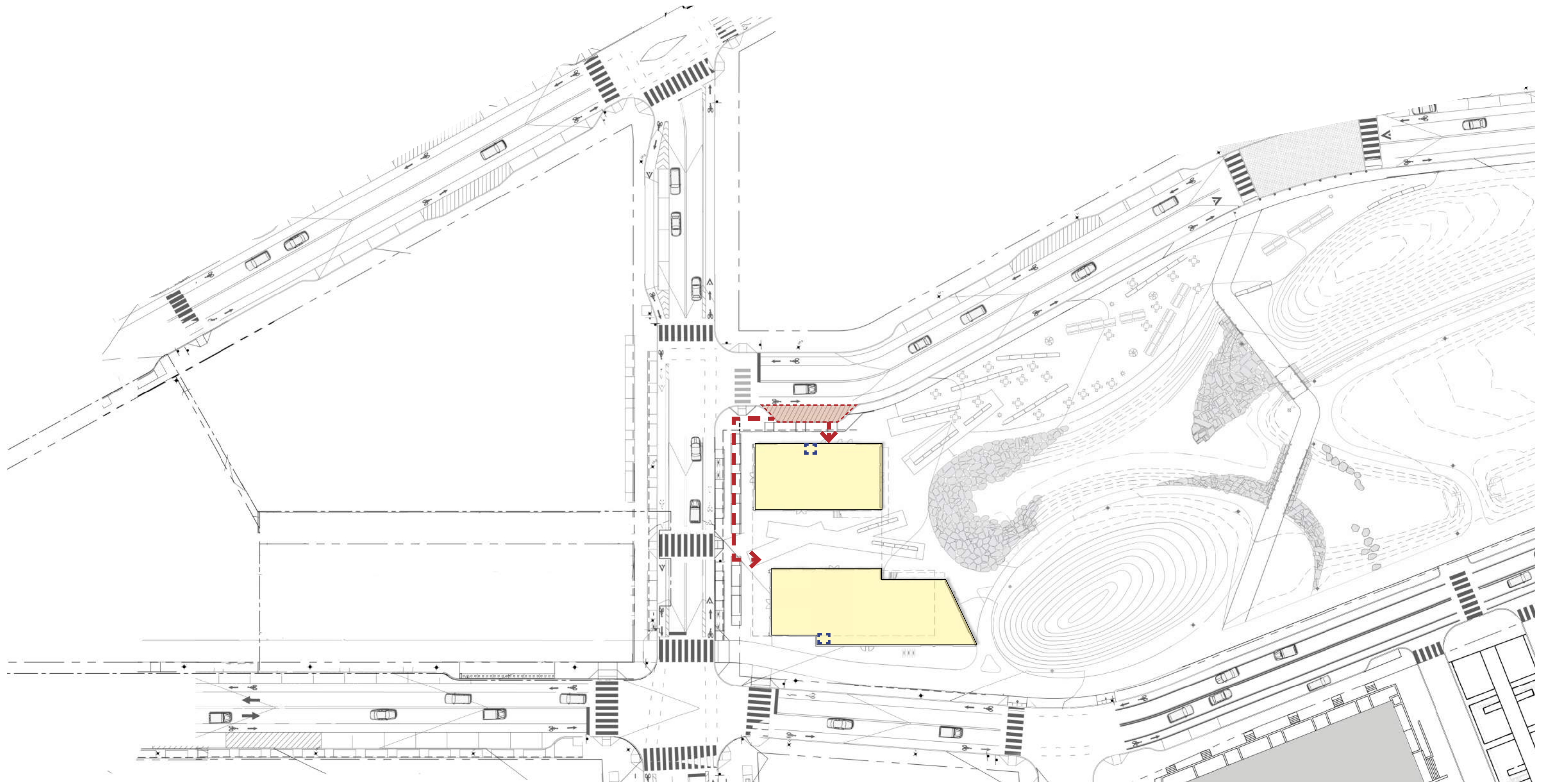
Gleditsia triacanthos var. inermis
Honey Locust



Gleditsia triacanthos var. inermis
Honey Locust

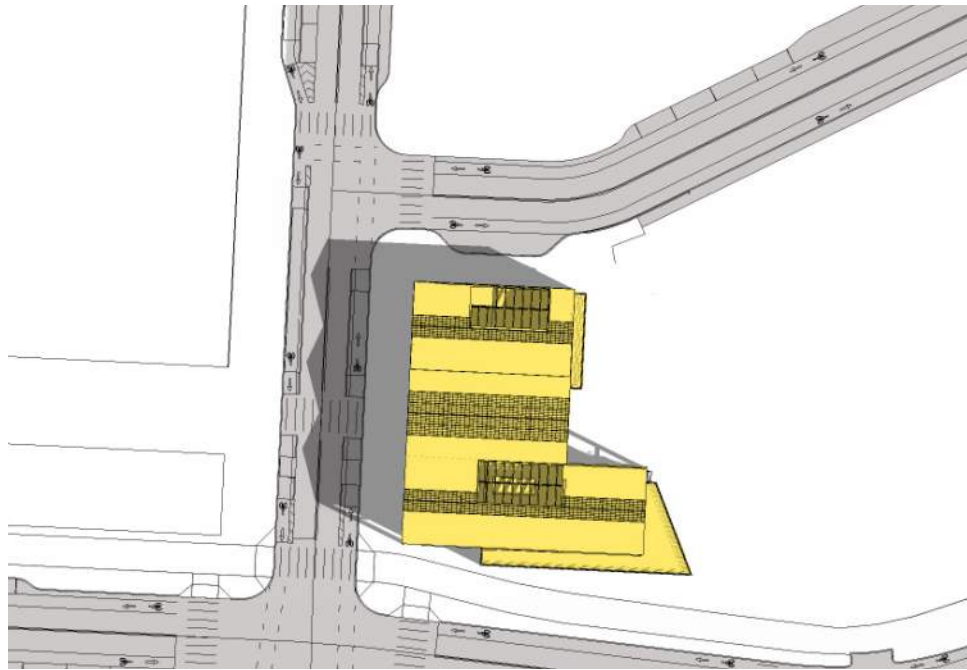


Styphnolobium japonicum
Japanese Pagoda Tree

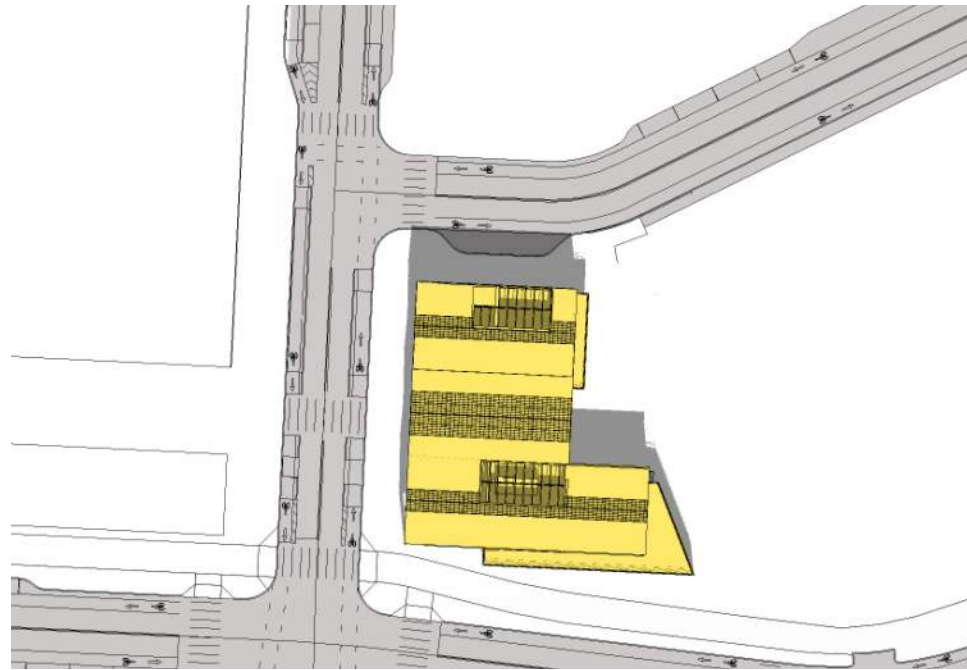


On site trash management
by Tenant

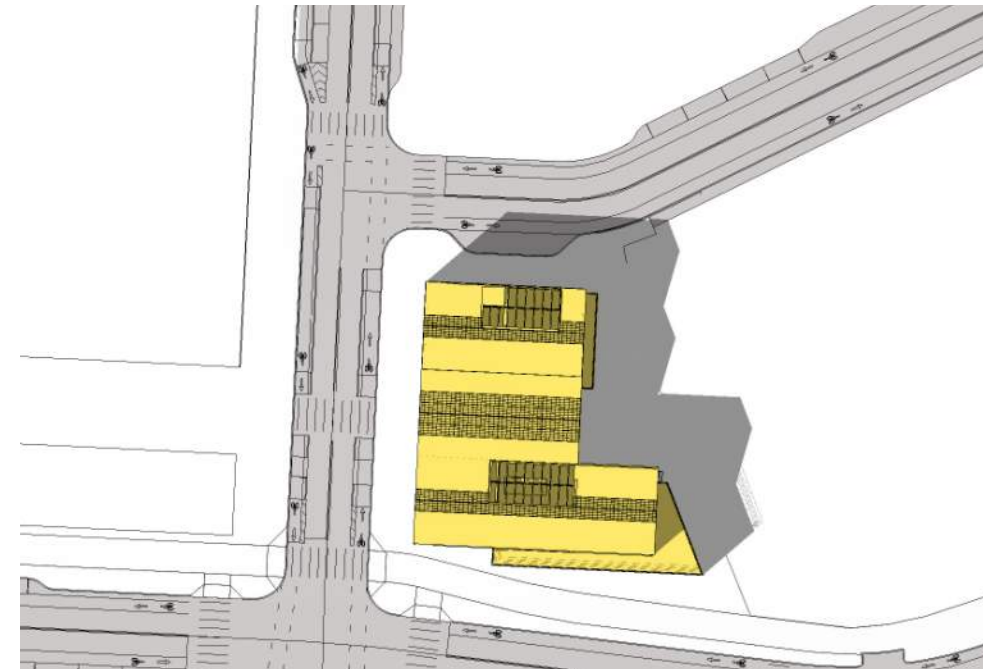
Loading - - - - ->



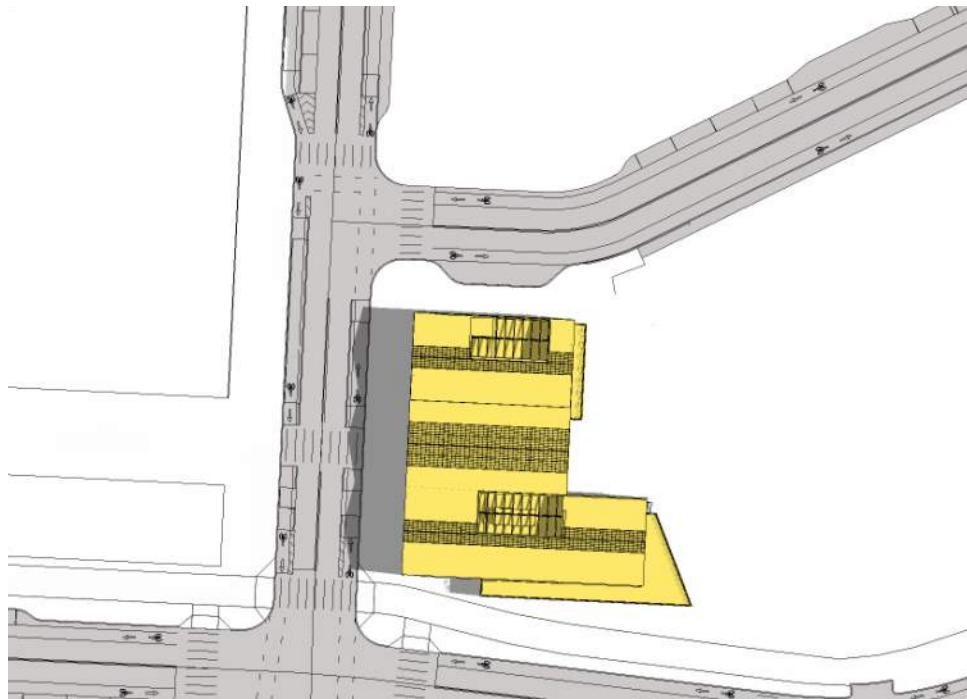
9:00 AM
SHADOW STUDY: MARCH 21ST



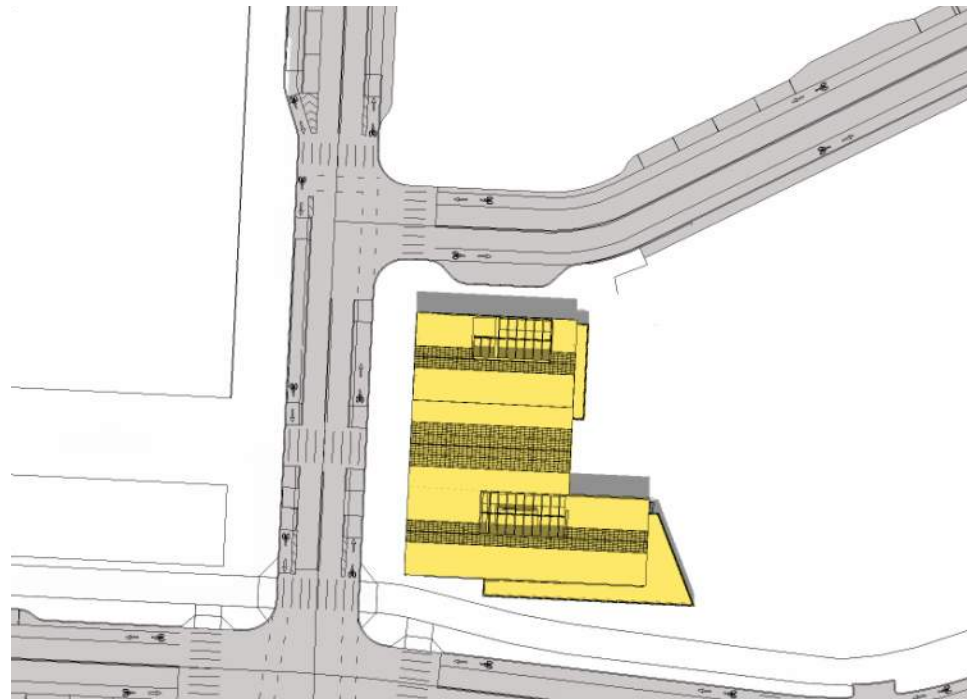
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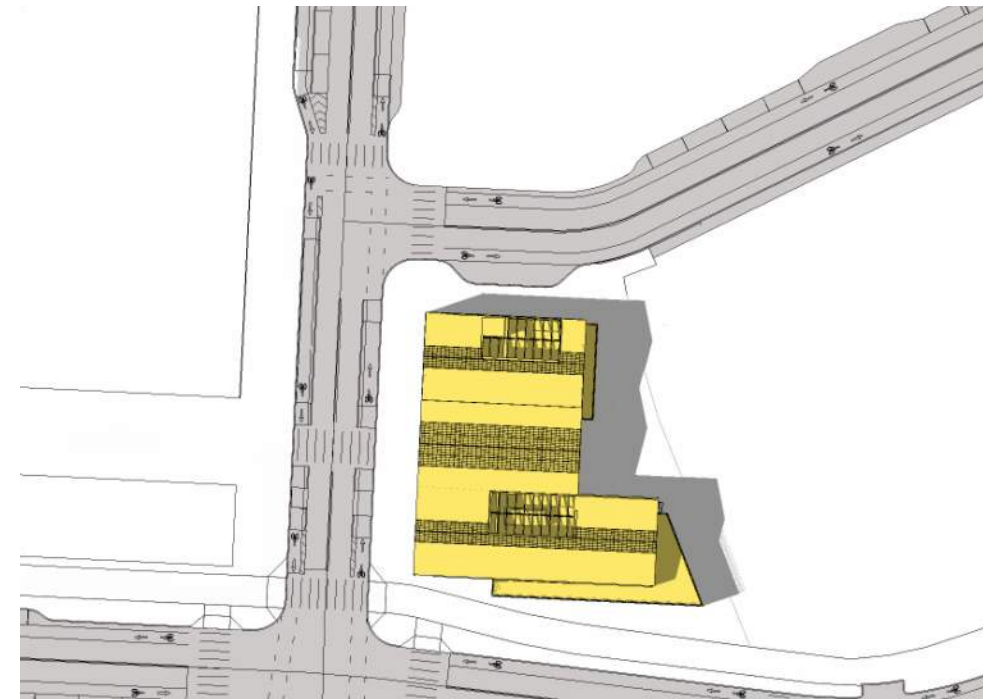
3:00 PM



9:00 AM
SHADOW STUDY: JUNE 21ST

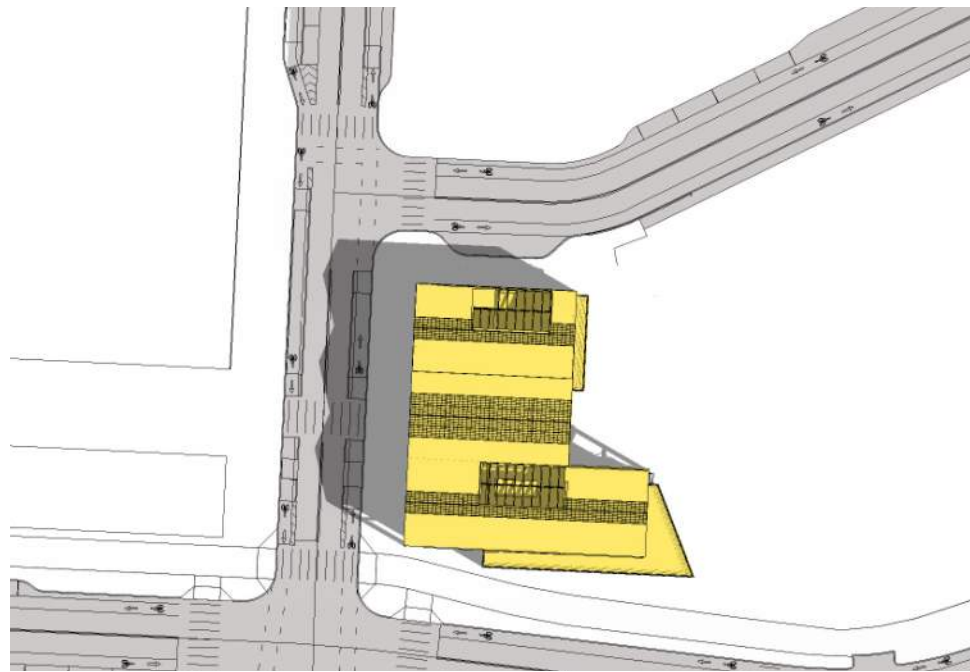


12:00 PM

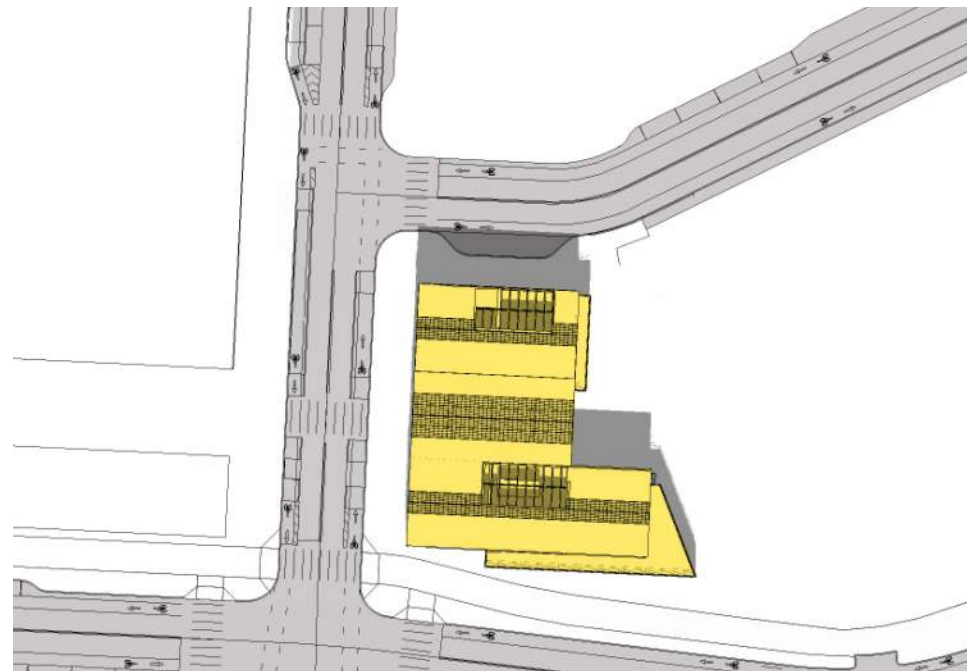


3:00 PM

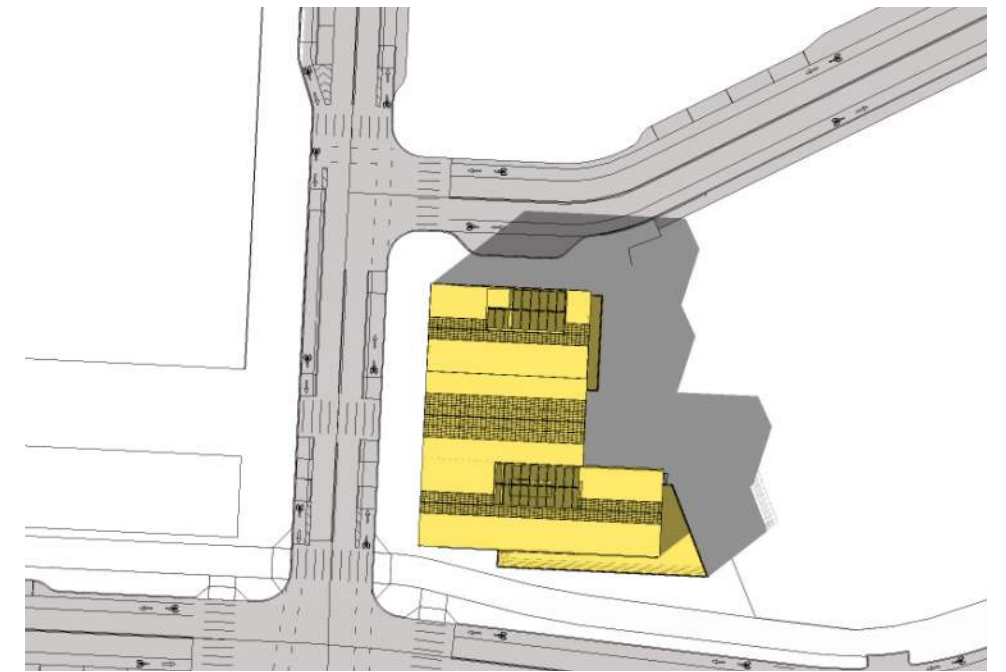




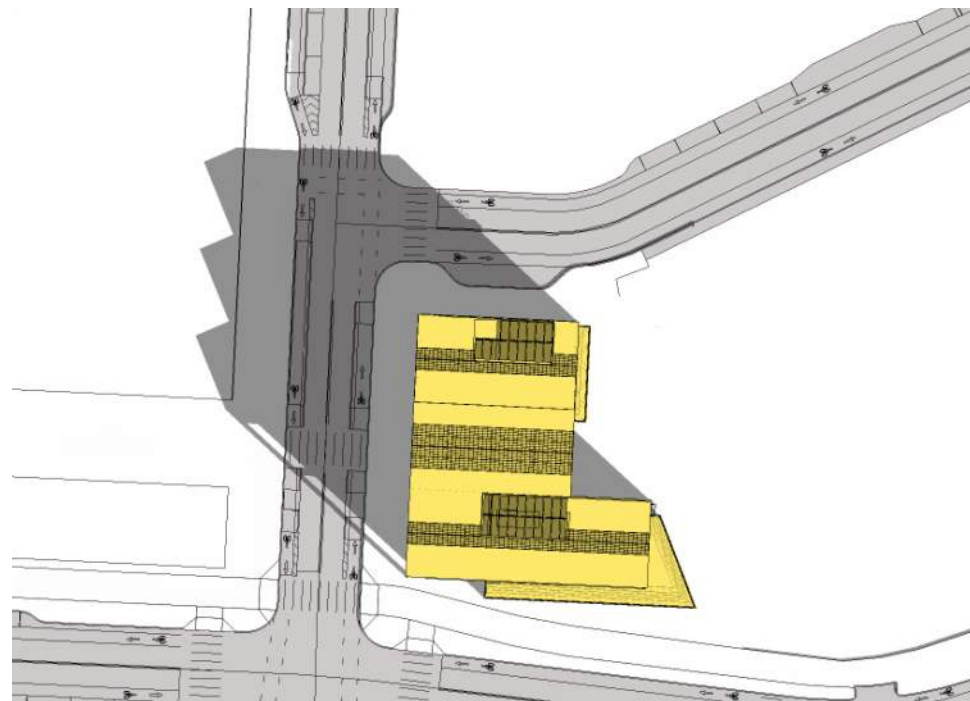
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SHADOW STUDY: SEPTEMBER 21ST



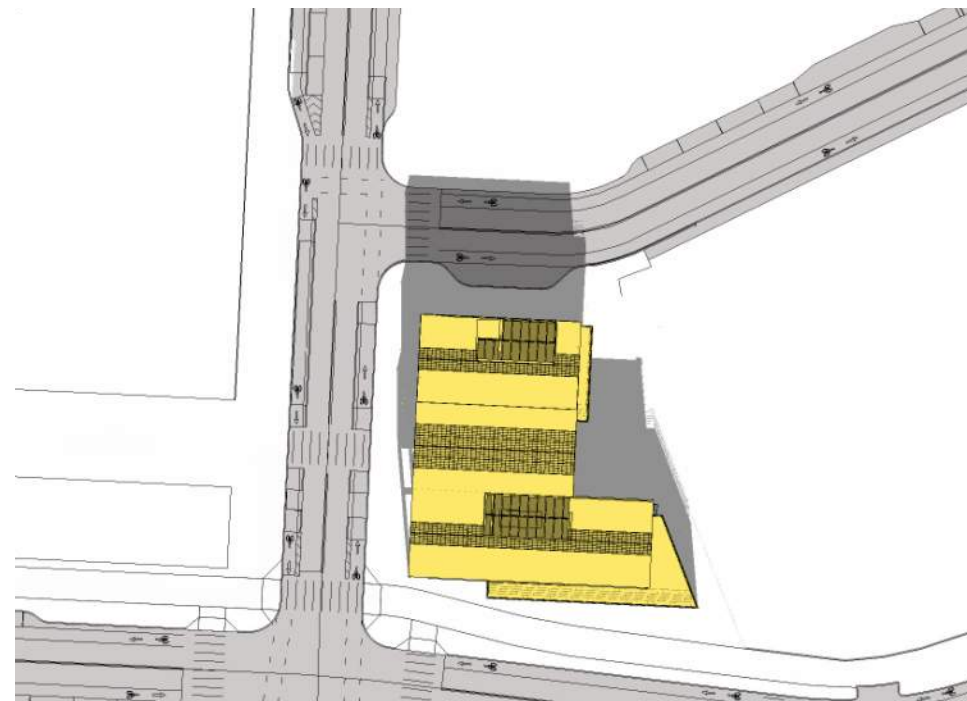
12:00 PM



3:00 PM



9:00 AM
SHADOW STUDY: DECEMBER 21ST



12:00 PM



3:00 PM



5. DESIGN CRITERIA

The RWDI pedestrian wind criterion was used in the current study. These criteria have been developed by RWDI through research and consulting practice since 1974 (References 1 through 6). They have also been widely accepted by municipal authorities as well as by the building design and city planning community.

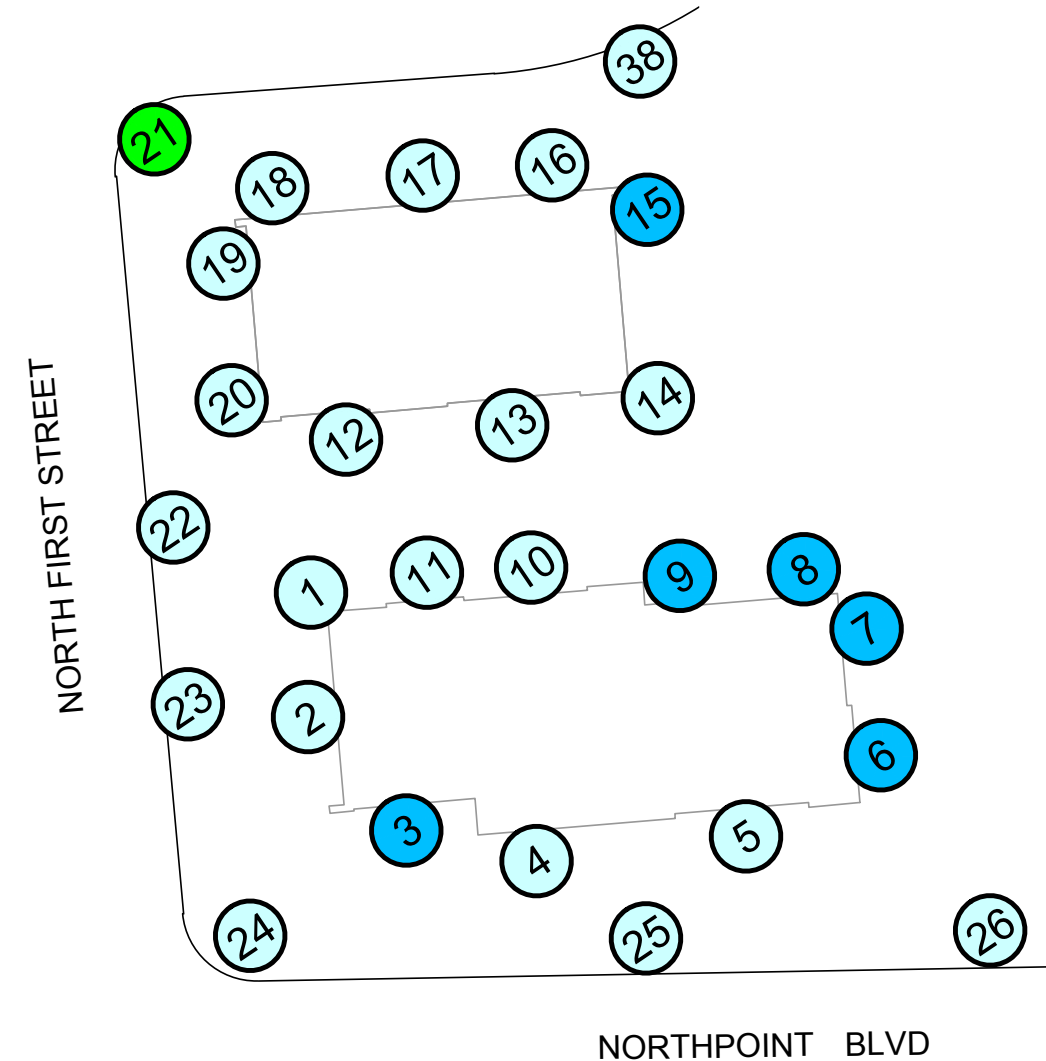
RWDI Pedestrian Wind Criteria

Comfort Category	GEM Speed (mph)	Description
Sitting	≤ 6	Calm or light breezes desired for outdoor restaurants and seating areas where one can read a paper without having it blown away
Standing	≤ 8	Gentle breezes suitable for main building entrances and bus stops
Strolling	≤ 10	Moderate winds that would be appropriate for window shopping and strolling along a downtown street, plaza or park
Walking	≤ 12	Relatively high speeds that can be tolerated if one's objective is to walk, run or cycle without lingering
Uncomfortable	> 12	Strong winds of this magnitude are considered a nuisance for most activities, and wind mitigation is typically recommended

Notes: (1) Gust Equivalent Mean (GEM) speed = $\max(\text{mean speed}, \text{gust speed}/1.85)$; and
 (2) GEM speeds listed above are based on a seasonal exceedance of 20% of the time between 6:00 and 23:00.

Safety Criterion	Gust Speed (mph)	Description
Exceeded	> 56	Excessive gust speeds that can adversely affect a pedestrian's balance and footing. Wind mitigation is typically required.

Note: Based on an annual exceedance of 9 hours or 0.1% of the time for 24 hours a day.



LEGEND:	
COMFORT CATEGORIES:	SENSOR LOCATION:
Sitting ———— ■	○ Grade Level
Standing ———— ■	□ Level 3
Strolling ———— ■	◇ Penthouse
Walking ———— ■	
Uncomfortable ———— ■	

Pedestrian Wind Comfort Conditions
 Summer (May to October, 6:00 to 23:00)

Mark Eclipse, AIA
Northpoint Parcel W
Noise Study

April 5, 2017

Mark Eclipse, AIA, LEED AP
221 Hampshire Street
Cambridge, MA 02139

Subject: Northpoint Parcel W Retail Building – Noise Compliance for Outdoor Mechanical

Dear Mark,
This letter presents our review of noise emissions from the proposed retail building at Northpoint parcel W, located within the Northpoint development in Cambridge.

The Parcel W retail building will be 2 stories. Noise from outdoor mechanical equipment must comply with the City of Cambridge and MassDEP noise regulations outlined below. This mechanical equipment is not included in the base building design package, but will be provided as part of tenant fitup. The developer (DIVCO) intends to make sure that tenant mechanical systems are compliant with the noise regulations.

MassDEP Noise Regulation

Our noise monitoring at the site found that the lowest overnight sound levels were 53 dBA. Based on this, the allowable limit under the MDEP noise regulation would be 63 dBA. The Cambridge noise regulation is more stringent, so a noise design that meets the Cambridge limits for a residential zone will also meet the MassDEP regulations.

Cambridge Noise Control Ordinance

Table 8.16.060E of the Ordinance (reproduced below) shows A weight and octave band limits for different zoning categories in Cambridge. The A weight limits are highlighted in yellow. The regulation applies to any point on the property, but is normally evaluated at the property line.

Table of Zoning District Noise Standards (maximum octave band sound pressure levels).

Octave Band center Frequency Measurement (Hz)	Residential Area		Residential in Industrial		Commercial Area	Industry Area
	Daytime	Other	Daytime	Other	Anytime	Anytime
31.5	76	68	79	72	79	83
63	75	67	78	71	78	82
125	69	61	73	65	73	77
250	62	52	68	57	68	73
500	56	46	62	51	62	67
1,000	50	40	56	45	56	61
2,000	45	33	51	39	51	57
4,000	40	28	47	34	47	53
8,000	38	26	44	32	44	50
Single Number Equivalent (dB(A))	60 dBA	50 dBA	65 dBA	55 dBA	65 dBA	70 dBA

Noise at Nearby Receptors

Because there is no outdoor mechanical equipment in the base building design package, there will be no additional noise at any locations within Northpoint or beyond. The developer intends to make sure outdoor mechanical systems for tenant fitups comply with the applicable noise regulations. It is in the developer’s interest to avoid creating an outdoor noise nuisance on their own campus, and this all but assures there will be no significant noise to properties beyond the Northpoint boundaries.

Sincerely,

CAVANAUGH TOCCI ASSOCIATES



Timothy J. Foulkes



LEED v4 for BD+C: Core and Shell
Project Checklist

Y	?	N			
1			Credit	Integrative Process	1

14	2	4	Location and Transportation		20
X	X	X	Credit	LEED for Neighborhood Development Location	20
2			Credit	Sensitive Land Protection	2
3			Credit	High Priority Site	3
2	2	2	Credit	Surrounding Density and Diverse Uses	6
6			Credit	Access to Quality Transit	6
1			Credit	Bicycle Facilities	1
		1	Credit	Reduced Parking Footprint	1
		1	Credit	Green Vehicles	1

4	4	3	Sustainable Sites		11
Y			Prereq	Construction Activity Pollution Prevention	Required
1			Credit	Site Assessment	1
		2	Credit	Site Development - Protect or Restore Habitat	2
	1		Credit	Open Space	1
	2	1	Credit	Rainwater Management	3
2			Credit	Heat Island Reduction	2
	1		Credit	Light Pollution Reduction	1
1			Credit	Tenant Design and Construction Guidelines	1

4	0	7	Water Efficiency		11
Y			Prereq	Outdoor Water Use Reduction	Required
Y			Prereq	Indoor Water Use Reduction	Required
Y			Prereq	Building-Level Water Metering	Required
1		1	Credit	Outdoor Water Use Reduction	2
2		4	Credit	Indoor Water Use Reduction	6
		2	Credit	Cooling Tower Water Use	2
1			Credit	Water Metering	1

10	4	19	Energy and Atmosphere		33
Y			Prereq	Fundamental Commissioning and Verification	Required
Y			Prereq	Minimum Energy Performance	Required
Y			Prereq	Building-Level Energy Metering	Required
Y			Prereq	Fundamental Refrigerant Management	Required
5		1	Credit	Enhanced Commissioning	6
2	3	13	Credit	Optimize Energy Performance	18
1			Credit	Advanced Energy Metering	1
		2	Credit	Demand Response	2
	1	2	Credit	Renewable Energy Production	3
		1	Credit	Enhanced Refrigerant Management	1
2			Credit	Green Power and Carbon Offsets	2

Project Name: NorthPoint Parce W
Date: April 13, 2017

7	0	7	Materials and Resources		14
Y			Prereq	Storage and Collection of Recyclables	Required
Y			Prereq	Construction and Demolition Waste Management Planning	Required
3		3	Credit	Building Life-Cycle Impact Reduction	6
1		1	Credit	Building Product Disclosure and Optimization - Environmental Product Declarations	2
		2	Credit	Building Product Disclosure and Optimization - Sourcing of Raw Materials	2
1		1	Credit	Building Product Disclosure and Optimization - Material Ingredients	2
2			Credit	Construction and Demolition Waste Management	2

5	0	5	Indoor Environmental Quality		10
Y			Prereq	Minimum Indoor Air Quality Performance	Required
Y			Prereq	Environmental Tobacco Smoke Control	Required
2			Credit	Enhanced Indoor Air Quality Strategies	2
1		2	Credit	Low-Emitting Materials	3
1			Credit	Construction Indoor Air Quality Management Plan	1
		3	Credit	Daylight	3
1			Credit	Quality Views	1

4	2	0	Innovation		6
3	2		Credit	Innovation	5
1			Credit	LEED Accredited Professional	1

2	1	1	Regional Priority		4
1			Credit	Regional Priority: High Priority Site	1
	1		Credit	Regional Priority: Rainwater management (2 pt threshold)	1
		1	Credit	Regional Priority: Optimize Energy (8 pt threshold)	1
1			Credit	Regional Priority: Building Life Cycle Impact Reduction	1

51	13	46	TOTALS		Possible Points: 110
Certified: 40 to 49 points, Silver: 50 to 59 points, Gold: 60 to 79 points, Platinum: 80 to 110					

	Section	Requirements	Compliance	Check
	13.73 Use Regulations	Any use permitted in Article 16 but subject only to the requirements and limitations of this section 13.70.	Potential Uses: Retail, Eating and Drinking Establishments with and without Liquor, Consumer Service Establishments	✓
	13.73.1 Special Provisions Related to Permitted Retail Uses	Individual cannot exceed 10,000 gross square feet; no off street parking, Planning Board may approve 1 space per 2,000 sf gross floor area	No Proposed Uses over 10,000sf	✓
	13.74.1 Allowed FAR	Allowed FAR = 2.4, up to 3.0	Proposed GSF = 15,439; Proposed FAR = W: 0.75	✓
	13.74.4 Other Dimensional Requirements	No specified minimum lot size, width, or yards	N/A	
	13.74.31 Portions of Buildings Limited to Sixty-five Feet	Buildings within 50 feet of public open space, max height = 65 feet	Proposed Building Height = W = 34'-0"	✓
	13.76 Parking and Loading, see Article 6.83 Loading Facility Category C	First Bay Required at 10,000 gsf	N/A	✓
	13.76 Parking and Loading	Bike Parking: Retail - Long Term .1 per 1,000sf, Short Term 1 per 1,000sf / Restaurant - Long Term .2 per 1,000sf, Short Term 1 per 1,000sf	Proposed Bike Parking: Short Term = 13, Long Term = 3	✓
	13.76 Parking and Loading	No accessory parking required	Proposed Parking = none	✓

Zoning Map: NP/PUD6 according to Northpoint Business, Office, and Residential District. See Article 13 for PUD-6 Regulations

Page	Section	Guideline Description	Compliance	Check
79	3.17 Parcel W	Activate NorthPoint Common	Retail and restaurant uses and transparent facades activate the Common. A covered plaza will be a place for outdoor activities to spill between retail and the Common.	✓
79	3.17 Parcel W	Establish human scale	Horizontal breaks in the facades, and active ground floor retail establish human scale	✓
79	3.17 Parcel W	Enhance East-West connectivity between NorthPoint Common and Parcel I	A covered plaza in the center of the site enhances East-West Connectivity	✓
79	3.17 Parcel W	Maintain visual connections to NorthPoint Common from First Street and Retail Square	The south building is set back from First Street, maintaining visual connections from First Street into the central open space and NorthPoint Common. The central open space maintains visual connections from NorthPoint Common to the Retail Plaza.	✓
79	3.17 Parcel W	Have visual presence from First Street and the Train Station	The simple, repetitive, unique building forms have a visual presence from First Street and Lechmere Station.	✓
79	3.17 Parcel W	Explore shading devices that create an important visual identity as an important component of NorthPoint's public realm	The central plaza is covered by a partially translucent-canopy that creates an important visual identity.	✓
79	3.17 Parcel W	Create transparency to enable views through retail buildings	Glass facades, and the open center plaza, create transparency in the East-West direction and on corners that enable views through buildings.	✓
79	3.17 Parcel W	Engage the park and retail plaza with as much ground floor retail frontage as possible	Retail frontage on all sides engages NorthPoint Common and the central plaza space.	✓
79	3.17 Parcel W	Create restaurant seating at second floor terraces	The south building has a large second floor terrace for restaurant seating overlooking NorthPoint Common.	✓

Page	Section	Guideline Description	Compliance	Check
39	3.1 Open spaces	All open spaces will be open to the public and designed to encourage public use. Open spaces including NorthPoint Common will be designed to support, enhance, and balance the commercial and residential development at NorthPoint.	The Plaza design and the NorthPoint Common design revisions are corresponding to the commercial and residential development at NorthPoint and identify activities for a variety of users.	✓
39	3.1 Open spaces	The provision of open spaces of diverse size and use is encouraged to enhance the public environment at NorthPoint. All open spaces at NorthPoint shall be designed to be public in nature, creating an open environment that the public can easily identify that is welcoming for everyone's use.	The Plaza is the extension of NorthPoint Common, the open space spine of NorthPoint. It is highly visible, with a unique character enhanced by the planting and other site elements such as pavement and site furniture.	✓
39	3.1 Open spaces	The provision of an interconnected series of open spaces is encouraged to provide connections both to neighborhoods and within NorthPoint so as to promote pedestrian movement.	Through its location and the thoughtful design, the Plaza is directly connected to NorthPoint Common, a future open space on Parcel I and the Community Path.	✓
39	3.1 Open spaces	Open spaces shall be visible and accessible from public streets.	Direct sightlines and multiple points of access are provided from First Street, North Street and NorthPoint Boulevard.	✓
39	3.1.1 Open space programming	Plaza: Cafes, Retail, Markets, Public Events, Seating, Water Features, Gathering, People Watching.	The Plaza and the NorthPoint Common will accommodate retail spaces, sitting and gathering areas for larger formal and informal events for a variety of users.	✓
42	3.1.3 Plazas	The Retail Square will be the heart of NorthPoint, and should be designed to become a vibrant public gathering place, where open space, retail activities, and public events come together. The Retail Square is the point at which the First Street corridor and the east-west open space spine and Community Path cross each other, and clear pedestrian connections and lines of sight should be encouraged to facilitate pedestrian movement between the two. The retail Pavilions should be configured to promote activation of the public plaza and park spaces through restaurant and cafe terraces, and activity areas. Tree and built shade structures are encouraged to create a strong green connection, and a comfortable micro-climate during the summer months. Great care should be taken in the design of plazas and paths to minimize the potential for unsafe conflicts between vehicles, pedestrians and cyclists.	The Plaza is a vibrant gathering place, easily accessible through the NorthPoint Common, the community path and First Street. The design and placement of the retail square allows free pedestrian flow from the streets to the park while street trees create strong connections with the NorthPoint Common and the First Street green corridor. To promote the activation of the retail plaza with larger events no fixed furnitures are placed below the canopy structure, allowing flexibility in the seating layout.	✓

SIGNAGE CRITERIA

See building elevations for extent of allowable signage.

GUIDING PRINCIPLES

These criteria provide guidelines for the design of tenant signage to ensure high standards of design quality that enhances the Northpoint neighborhood and conveys the Tenant's identity. Tenants are encouraged to use high quality materials and lighting in creative ways that enliven the streetscape. Individual brand identity, colors, and logos are encouraged. All tenant designs must be submitted for review by DivcoWest, their retail master plan architect, and the base building architect, in conformance with applicable requirements.

CITY OF CAMBRIDGE SIGNAGE REGULATIONS

All signage must conform to the current City of Cambridge Zoning Ordinance Article 7

PREFERRED SIGNAGE TYPES AND AREAS



Wall Signs: 1 sf per linear foot of tenant frontage, 60 sf maximum. 20 feet maximum height above grade, provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less.



Awning Signs: Graphics are encouraged on tenant installed canopies.



Projecting Signs: 6 sf maximum area per side; 1 sign allowed per ground floor establishment; 1 sign allowed at a public building entrance not serving a ground floor establishment.



Window Graphics are considered Wall Signs per Cambridge Zoning Ordinance.

SIGNAGE ILLUMINATION

Preferred:



Preferred: Halo-illumination: individual reverse channel letters with lighting concealed inside the letter, casting light behind the letter against an opaque sign panel of wall surface.



Preferred: Exterior gooseneck-type lighting of individual lettering. Continuous strip lighting is not allowed.



Preferred: Internally illuminated individual translucent letters with opaque sides. Lighting to be mounted inside each individual letter. See Zoning Article 7 for additional requirements.

INTRODUCTION

Tenant design guidelines are intended to encourage a high level of design and placemaking for the neighborhood and maximize visibility and identity for tenants. All tenant designs must be submitted for review by DivcoWest, their retail master plan architect, and the base building architect, in conformance with applicable requirements.

STOREFRONT AND SURROUND

Tenants are encouraged to design and construct a creative storefront and surround in accordance with their individual brand identity. The specific limits of design work will be indicated in each tenant's Lease.

AWNINGS

Awnings and canopies are strongly encouraged by all tenants to provide character and variety to the streetscape, increase identity of retailers, and cover pedestrians from inclement weather.

DISPLAY ZONE

The first six feet of a retail tenant's space shall be a display zone with creative displays that showcase their brand identity. Merchandising racks and fixtures are not permitted within the display zone. Lighting that highlights the displays shall be provided within the zone. Lighting shall be on a timeclock and must be illuminated during hours determined by the landlord.



Storefront and surround materials should be high quality, low maintenance, and durable. Storefronts should maximize the amount of clear glazing and display space. Storefront glazing should have a minimum 6" high durable/impact resistant base. Recessed entries are encouraged.

Awnings should not extend below 9'-0" above the sidewalk and should project a minimum of 3'-0" and a maximum of 5'-0" from the building face. Tenant identity color and graphics are encouraged. Awning material may be fabric, metal or glass. Awnings should not have vertical sides.



Well-designed and detailed storefronts and surrounds are encouraged.

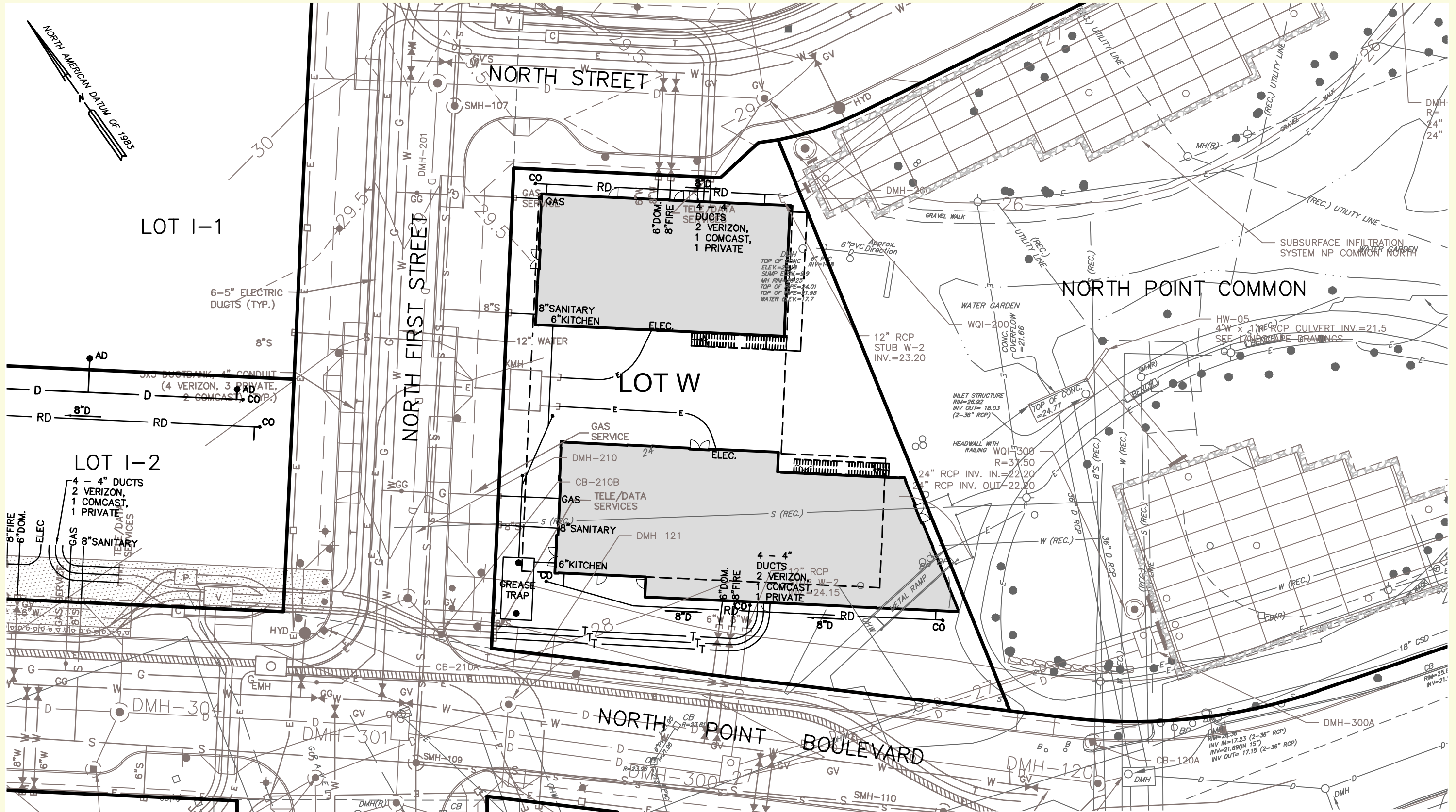
Tenants in multi-story buildings must incorporate ventilation louvers into their storefront design.

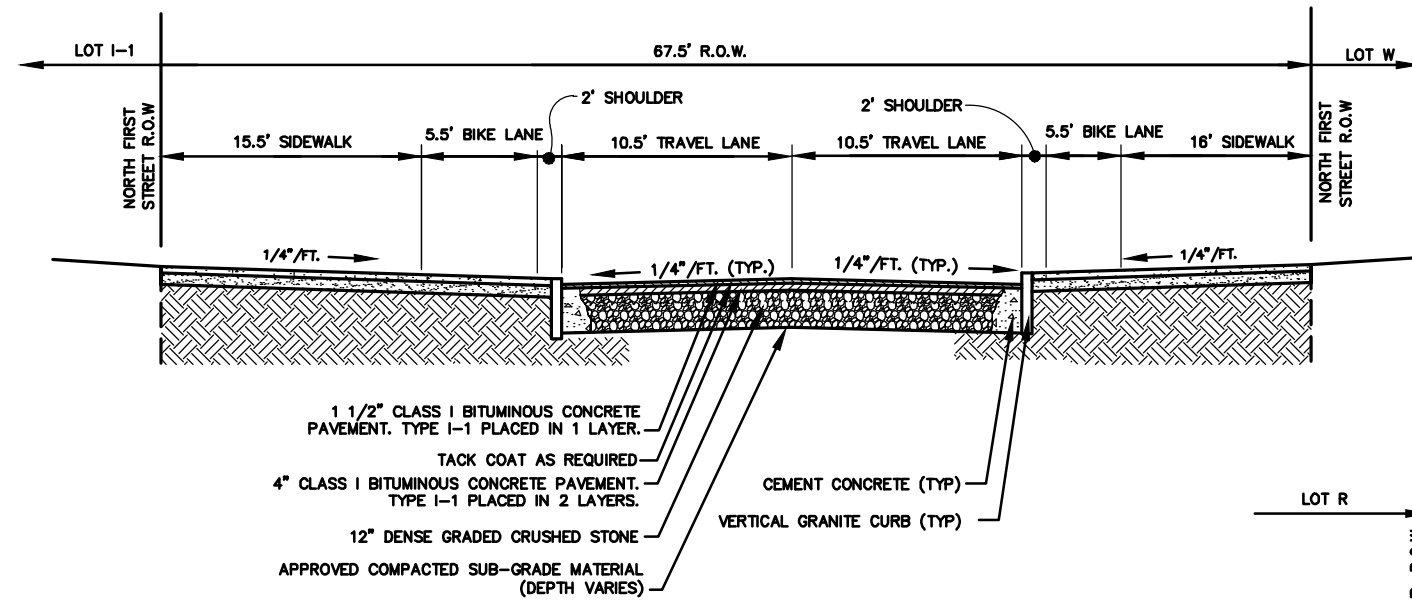
Awnings and canopies add to tenant identity and create protection for pedestrians and diners.

A display zone showcases tenant's identity and enlivens the streetscape.

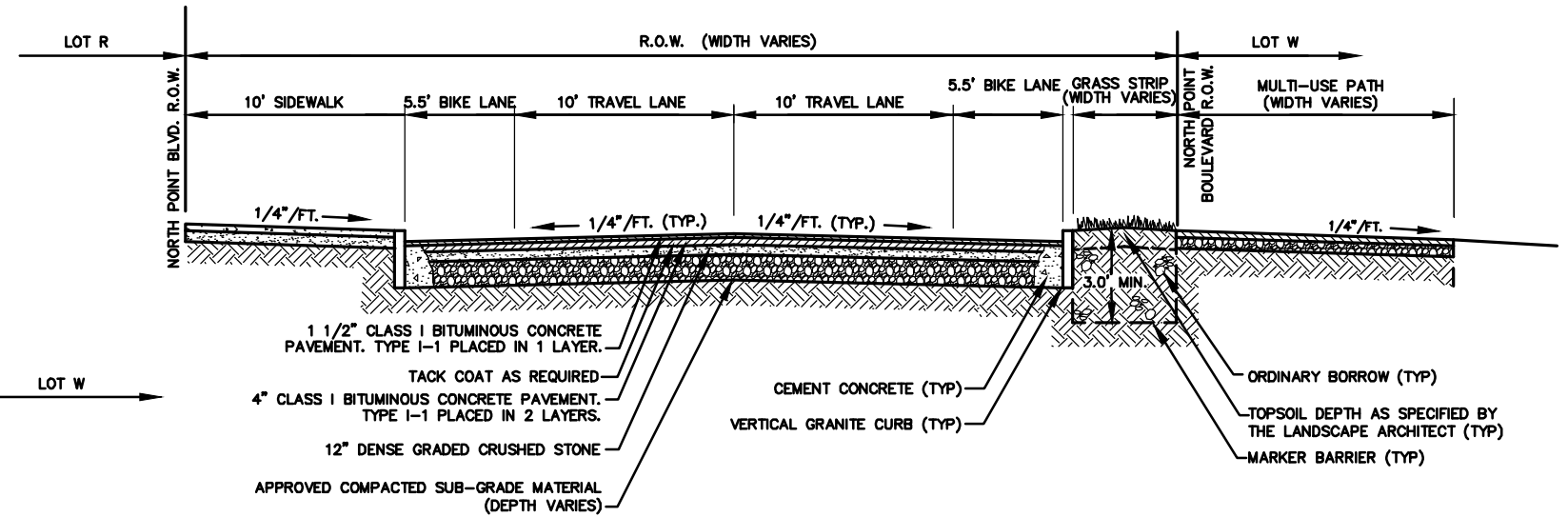
NorthPoint

Cambridge, Massachusetts

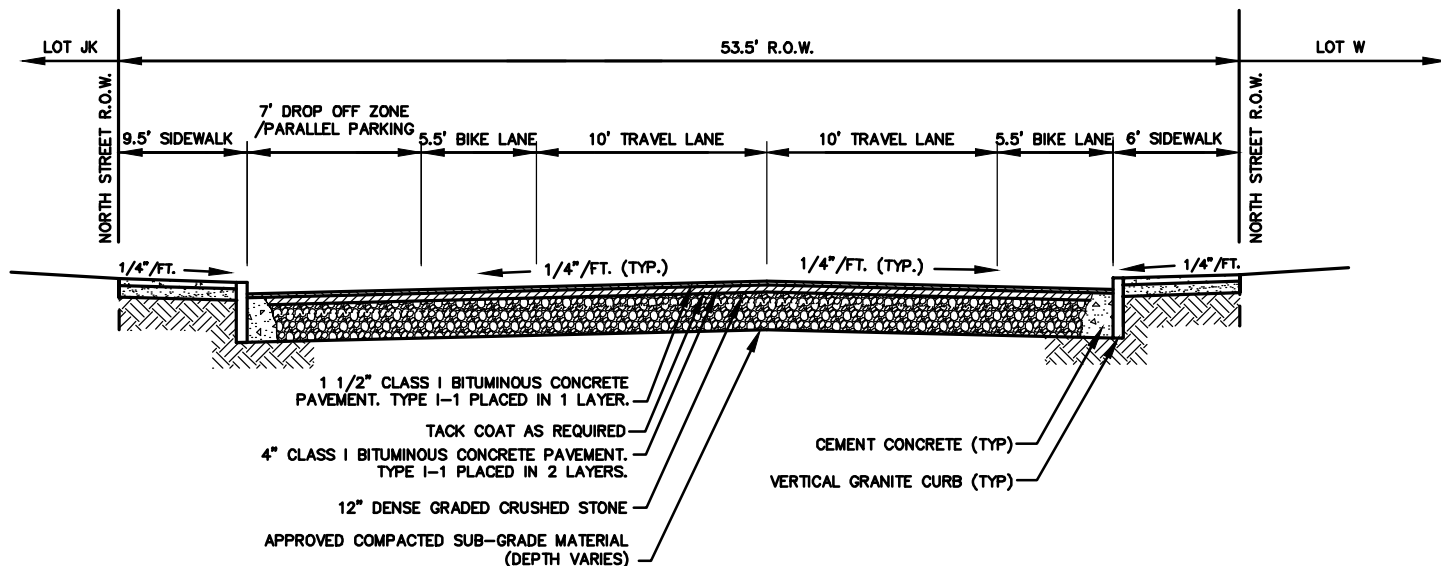




NORTH FIRST STREET CROSS SECTION
NOT TO SCALE



NORTH POINT BOULEVARD CROSS SECTION
NOT TO SCALE



NORTH STREET CROSS SECTION
NOT TO SCALE

