

## Cambridge Redevelopment Authority Signage Review & Approval Process Protocol Proposal [Draft]

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### PURPOSE

- To redefine the CRA's signage review and approval process within the MXD zoning district.
- To review and approve the dimensional size, shape, locations, and illumination of new signage and public information displays, subject to the adapted Design Review Criteria.
- To encourage attractive signage that fits within the evolving mixed-use context and community character of the MXD district – both present and future.
- To encourage innovative signage design that reflects the world-wide innovation and high-tech reputation of Kendall Square where appropriate within the MXD district.
- To encourage the coordination of signage design where relevant, and encourage attractive signage.
- To ensure that the signage is compatible with public safety.

### REVIEW JURISDICTION

- Private signage on or within private property within the MXD district which is visible from public ways or from greater distances.
- Private signage on or within private property within the MXD district visible from public easements, public passages, or designated open spaces within the MXD.
- Public information signage designed specifically for the MXD district.
- Advisory* review of city signage for purposes of coordination and compatibility.
- Exempted from review is public (state, federal) permanent signage within public ways.

### REVIEW & APPROVAL PROCESS

A *two track* review and approval process is proposed:

- CRA Administrative Staff Review:* If a signage proponent wishes to submit a signage proposal which is fully compliant with the various standards of the Cambridge's existing citywide Signage Ordinance (Article 7.0), then such proposal will be administratively reviewed by Authority staff for compliance with the City's standards and MXD objectives. If such proposal meets such standards, the Authority's staff will approve the submission and so inform the ISP before issuance of their approvals.
- CRA Board Design Review:* If a signage proponent wishes to submit a signage proposal not compliant with the various standards of the existing Cambridge Signage Ordinance, then the proposal must be submitted to the Authority Board (or, a subcommittee of the Authority Board) for design review (*The Board will review such proposals at a public meeting where the public may comment ?*). The Authority will review such proposals in accordance with the design review criteria defined below. Based upon the Board's sole interpretation of such criteria, the Board may either approve the proposal, conditionally approve the proposal, or disapprove the proposal.

## SIGNAGE DESIGN REVIEW CRITERIA FOR BOARD REVIEW

The CRA Board will review signage proposals in accordance with the following criteria which are crafted to reflect the unique characteristics and aspirations for Kendall Square and the MXD District.:

- ❑ Proposed signage should be compatible with and supportive of the rapidly evolving mixed-use nature of the MXD district context.
- ❑ Proposed signage is encouraged which is supportive of or reflects the high-tech and world-wide innovation reputation of Kendall Square.
- ❑ Signage proposals which reflect energy savings and green design are encouraged.
- ❑ Public message signage which informs or educates the public about the innovations which are created within Kendall Square is encouraged.
- ❑ Signage proposals which adhere to desired illustrated examples in a Signage Guidelines Booklet (to be prepared at a future date).
- ❑ Signage will be reviewed to insure that such signage does not cause a nuisance to the residents of nearby residential properties.

## SIGNAGE SUBMISSION REQUIREMENTS FOR REVIEW & APPROVAL

- ❑ Signage proponents must present their signage designs in at least two stages: preliminary design and final design proposal. Proponents are encouraged to informally meet with Authority staff at an early time in the signage design process before submitting proposals formally.
- ❑ Signage proponents must submit at each of the two stages of submission, in color: dimensioned elevations of the signage, necessary dimensioned cross-sections, a list of materials, proposed lighting sources, and a rendering(s) of the sign(s) shown in full architectural context of its installation.

## ISSUES THAT MAY STILL NEED TO BE CLARIFIED

- ❑ Does this proposed review process in any way conflict with the signage design submission and review criteria previously established in the Master Development Agreements or Development Guidelines between the Authority and Boston Properties.