

**Historic Harvard Square Kiosk Rooftop Signage  
& Plaza Additional Safety Measures**

**Cambridge Historic Commission  
Application Presentation**

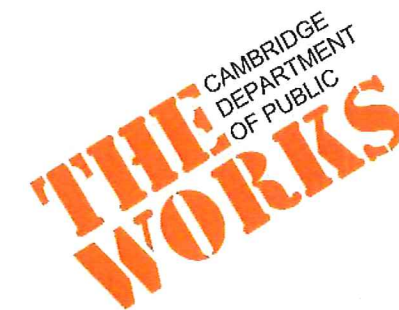
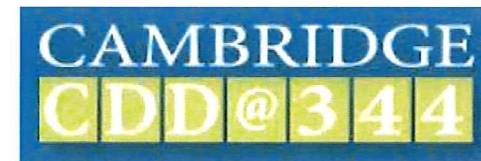
JANUARY 02, 2020



# Harvard Square Kiosk & Plaza

## Additional Safety Measures

December 9, 2019





SITE PLAN



Certificate of Appropriateness issued by Historical Commission





PERSPECTIVE VIEW FROM DUNSTER STREET - PLAZA

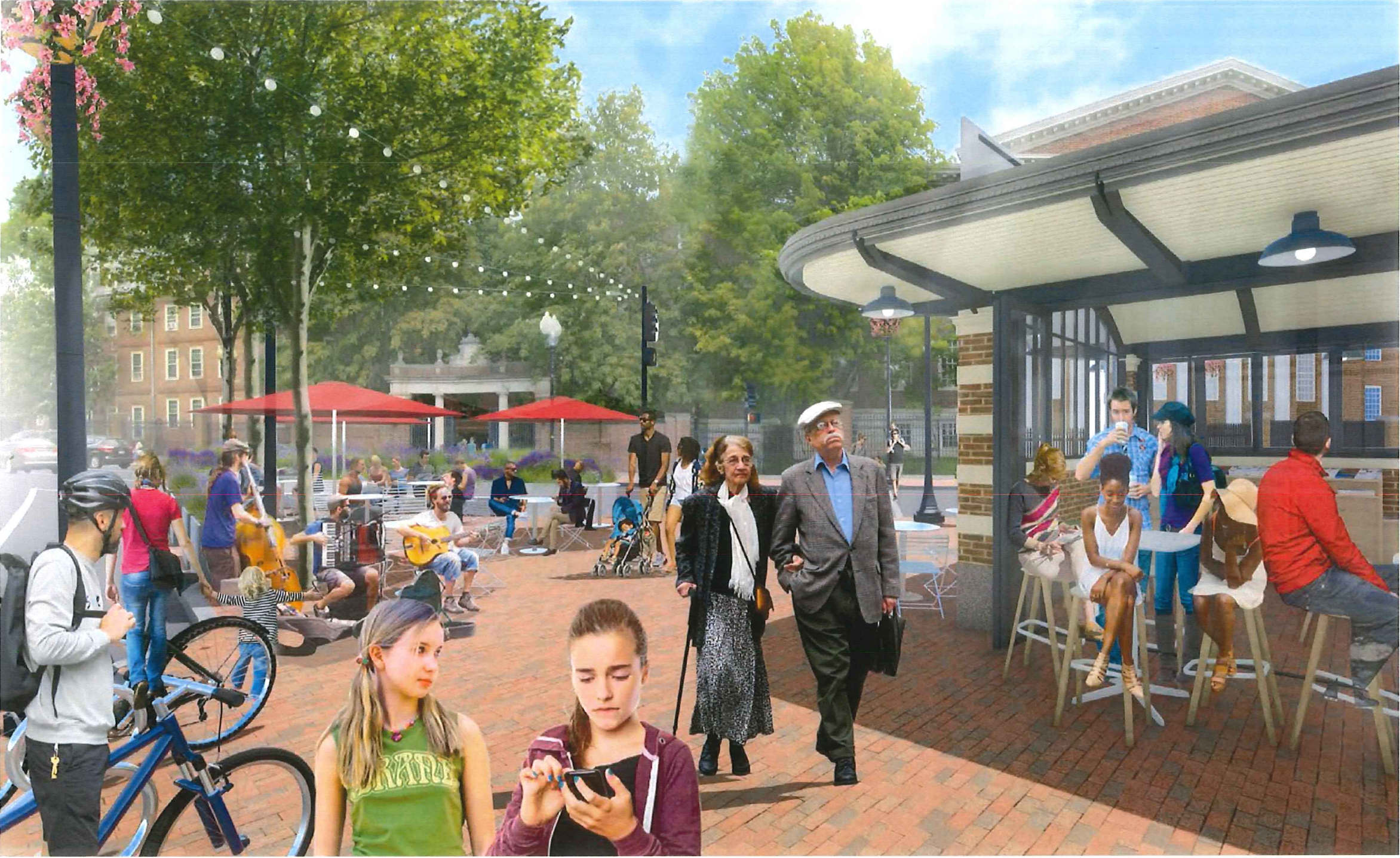


Certificate of  
Appropriateness  
issued by Historical  
Commission





PERSPECTIVE VIEW OF NORTHERN PLAZA SPACE



Certificate of  
Appropriateness  
issued by Historical  
Commission







CultureHouse  
October 18 · 🌐

EXTRA! EXTRA! CultureHouse is coming to Harvard Square! 🌐 We will be popping-up in the Out of Town News Kiosk starting in early December with the support of the City of Cambridge.



You and 47 others

7 Comments 6 Shares



7 of 10

CAMBRIDGE, MA - OCTOBER 31: Mohammad Rahman, left, who has worked for Out of Town News in Harvard Square for 22 years, waits to tur over the building keys to a city official on October 31, 2019 in Cambridge, Massachusetts. (Staff Photo By Angela Rowlings/MediaNews Group/Boston Herald)





7 of 10

CAMBRIDGE, MA - OCTOBER 31: Mohammad Rahman, left, who has worked for Out of Town News in Harvard Square for 22 years, waits to tur over the building keys to a city official on October 31, 2019 in Cambridge, Massachusetts. (Staff Photo By Angela Rowlings/MediaNews Group/Boston Herald)



September 17, 2019

Sharon Hamer killed in Harvard Square while crossing Brattle St.

After any pedestrian or cyclist fatality, staff review location.

With the Kiosk project about to go to bid want to prioritize any additional changes.



## COMPLETE STREETS & VISION ZERO

**Complete streets** are designed and operated to enable safe access for *all* users – regardless of age, ability, or mode of transportation (2016).

**Vision Zero** calls for the elimination of fatalities and serious injuries resulting from traffic crashes, and emphasizes that they can, and should be prevented (2016).





# Key Issues Identified

SITE PLAN

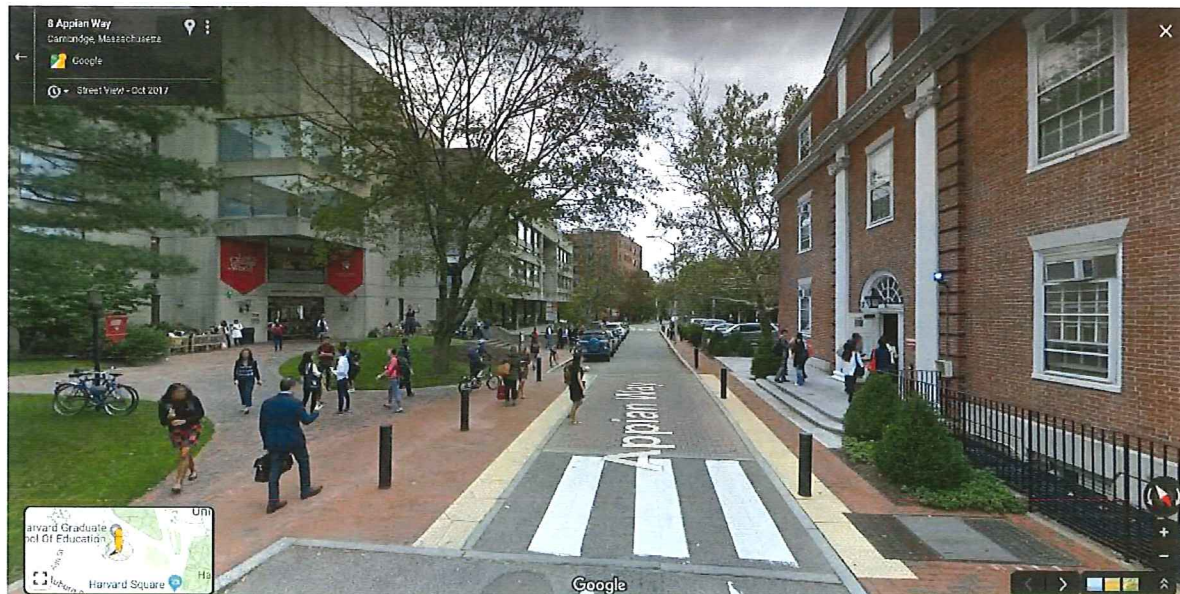
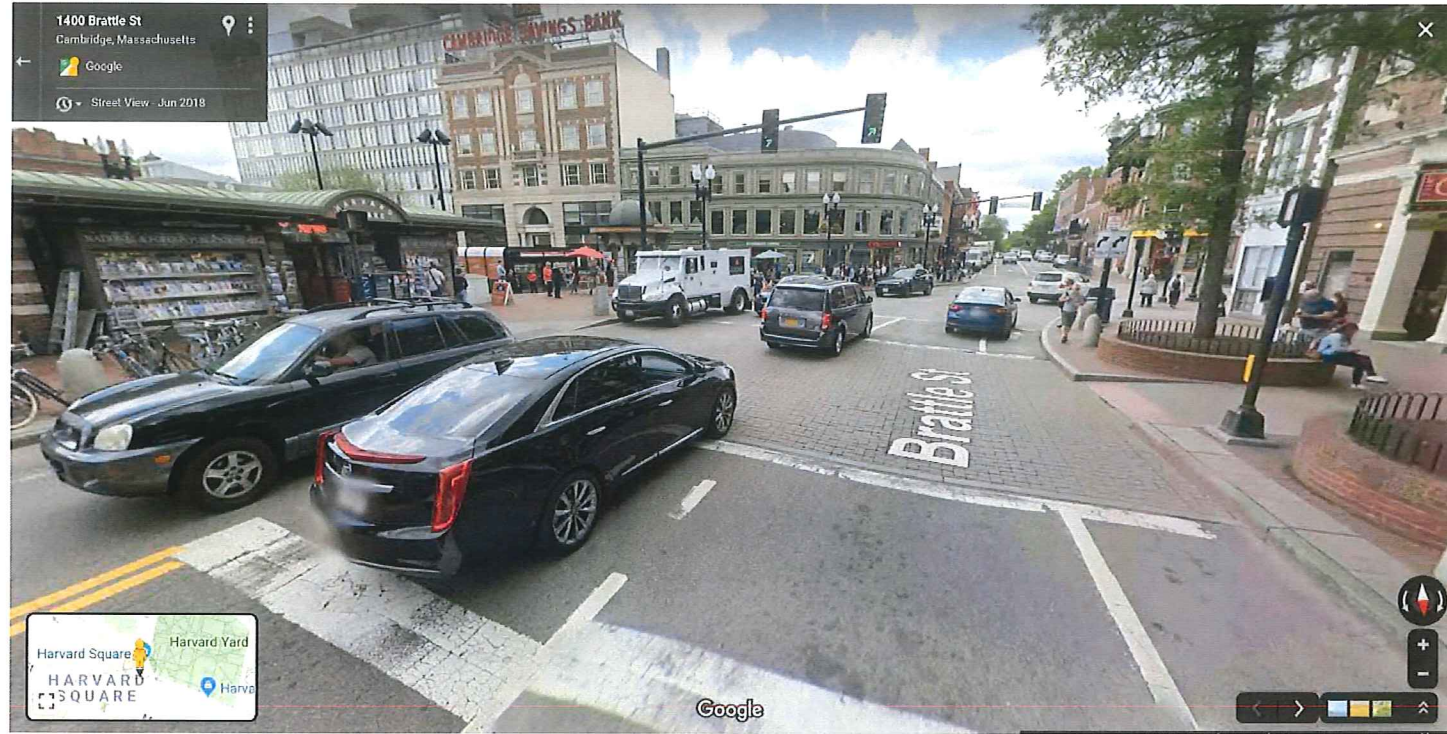


- Existing traffic patterns.
- Not clear crosswalk markings.
- Long crosswalk from Kiosk to Coop (43').
- Multiple vehicular lanes.
- Awkward merge for cyclists and drivers going towards Porter Square.





# Crosswalk Markings





# Proposed Plan Slide

SITE PLAN - MODIFIED



- Reduce travel lanes to 1 lane in each direction.
- Expand plaza area.
- Provide clear crosswalk markings.
- Shorten crosswalk from Kiosk to Coop (from 43' to 34').
- Reduce pedestrian delay with shorter cycle length.
- Eliminate merge for cyclists and drivers going towards Porter Square.
- Provide protected connection for northbound cyclists.





# Additional Crosswalk Improvements at Church Street







## Harvard Square Kiosk Rooftop Signage

1. Historical Images
2. MassDOT Signage Requirements
3. Design and Details

Harvard Square - 1970's  
**HARVARD SQUARE KIOSK** - CAMBRIDGE, MASSACHUSETTS  
JANUARY 02, 2020



# "Original" Kiosk

Roof, Cornice, Masonry, Steel Framing, Wood Soffit and Windows



Harvard Square Kiosk - circa 1977



Harvard Square Kiosk - estimated 1960's



Harvard Square Kiosk - circa 1928



# "Original" Kiosk

Rooftop Signage - circa 1961





# "Original" Kiosk

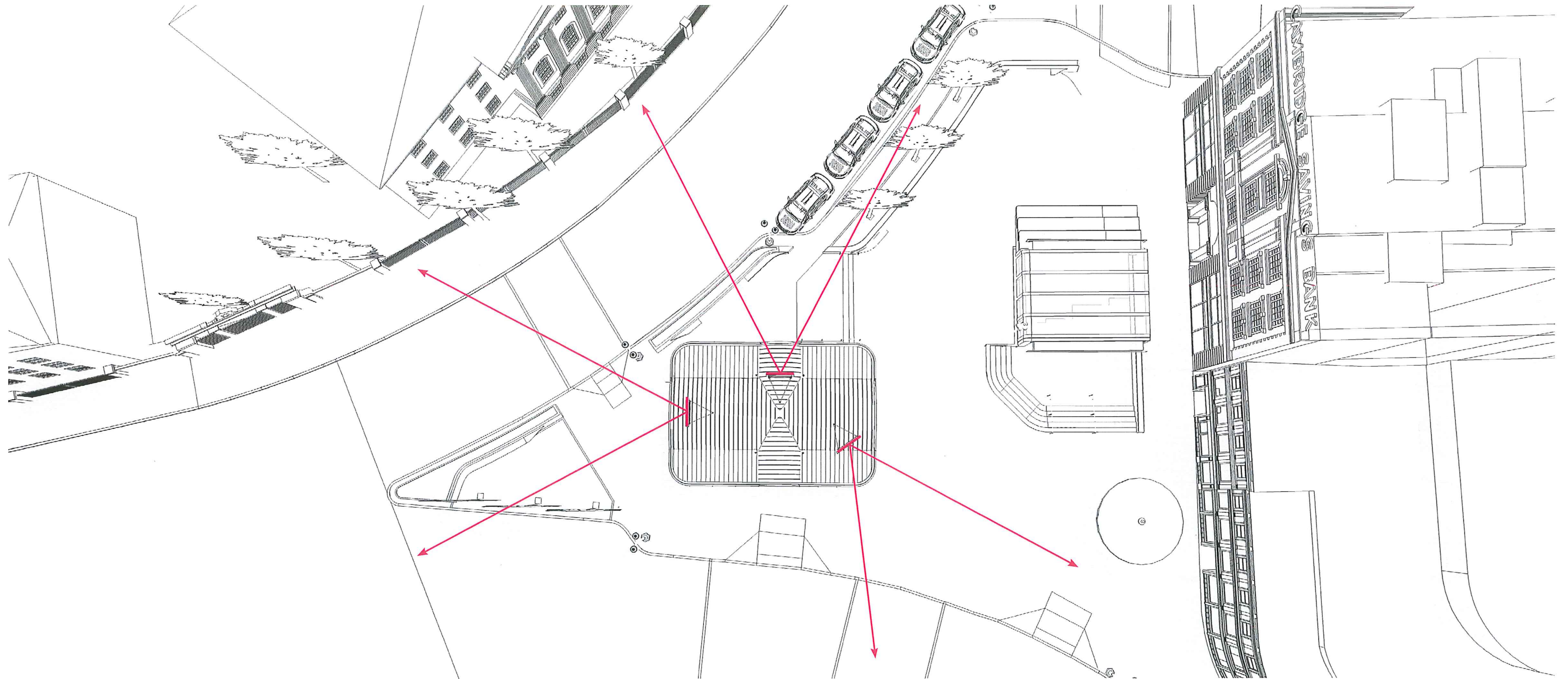
North Facade Ventilation Grille - circa 1955





# Design Proposal + MassDOT Signage Requirements

- Design will include three rooftop signs consistent with the 1950s and 1960s era signage.
- Per MassDOT regulations only one sign will be permitted for advertising.
- Two signs will promote "on premises" events.
- State requires 15 hours/mo. on permitted sign for their own public service announcements.
  - o Minimum ad length = 10 seconds.



site plan diagram

HARVARD SQUARE KIOSK - CAMBRIDGE, MASSACHUSETTS  
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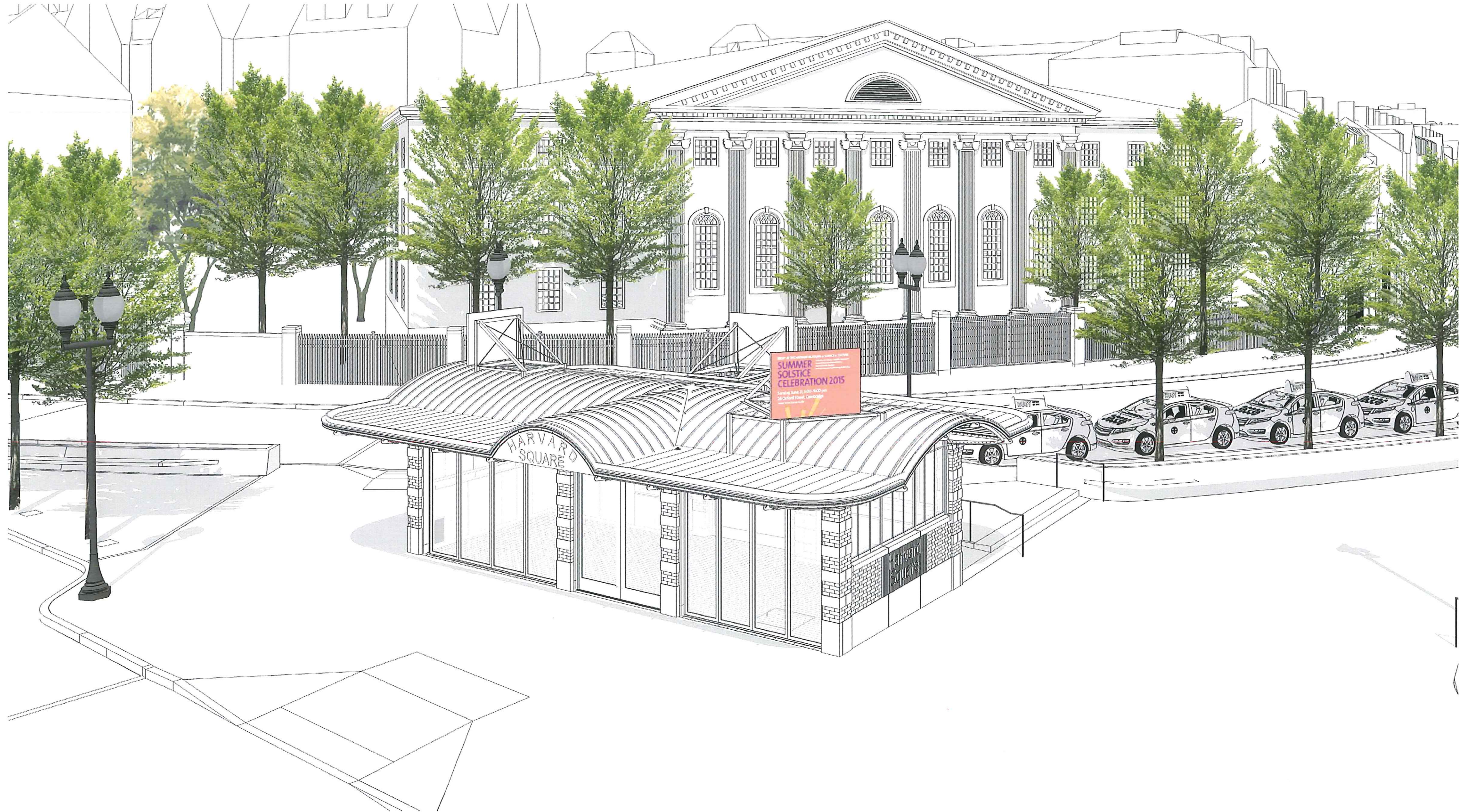


"Original" Kiosk - circa 1966





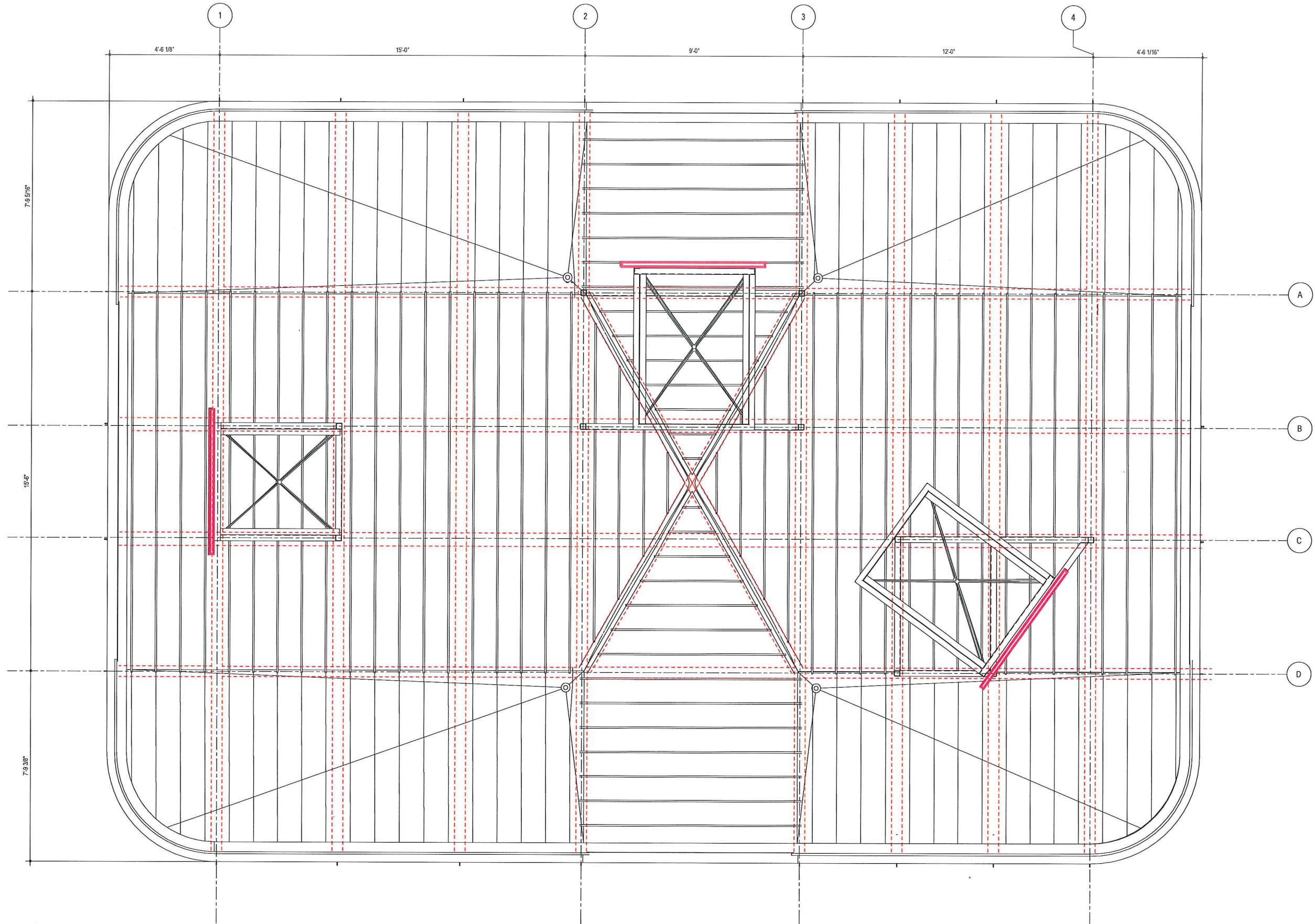
# Rooftop Signage with Additional Steel Framing



aerial view  
HARVARD SQUARE KIOSK - CAMBRIDGE, MASSACHUSETTS  
JANUARY 02, 2020



# Rooftop Signage with Additional Steel Framing



roof plan

HARVARD SQUARE KIOSK - CAMBRIDGE, MASSACHUSETTS  
JANUARY 02, 2020

**tt** Touloukian Touloukian Inc.  
Architecture + Urban Design  
ttarch.com



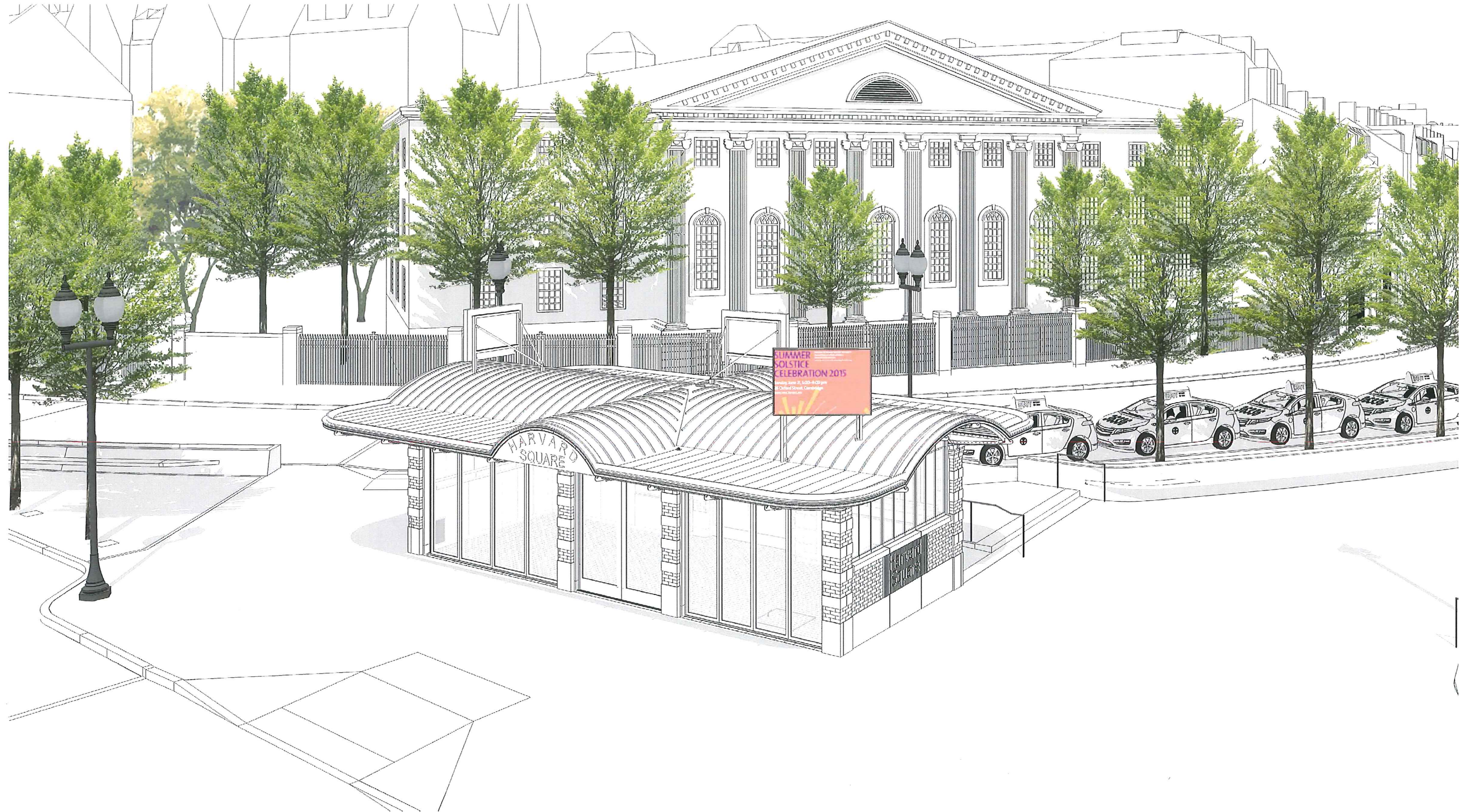
HALVORSON DESIGN  
PARTNERSHIP



CITY OF CAMBRIDGE



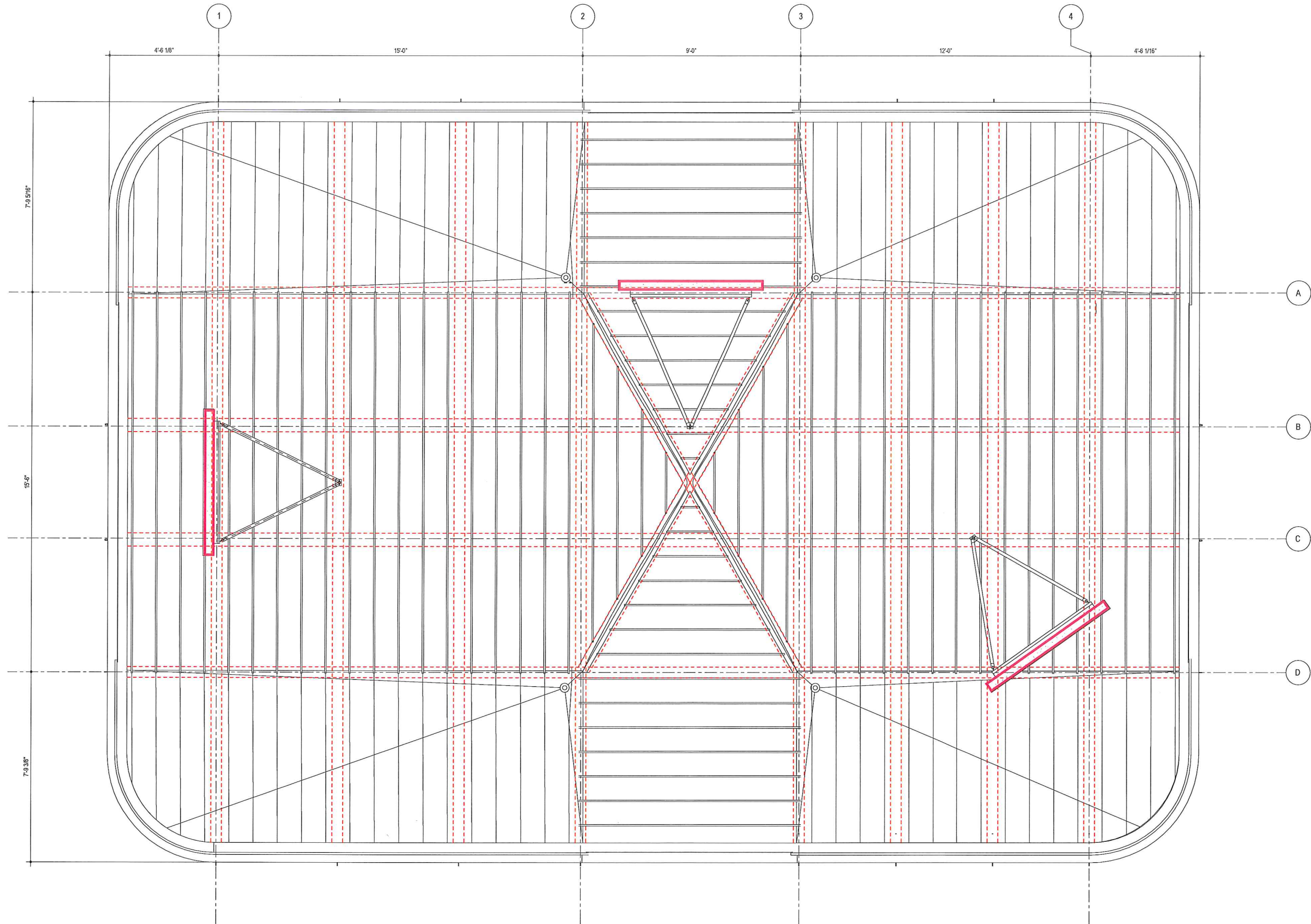
# Proposed Rooftop Signage



aerial view  
**HARVARD SQUARE KIOSK - CAMBRIDGE, MASSACHUSETTS**  
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# Proposed Rooftop Signage





# Proposed Rooftop Signage



view looking northeast

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JANUARY 02, 2020



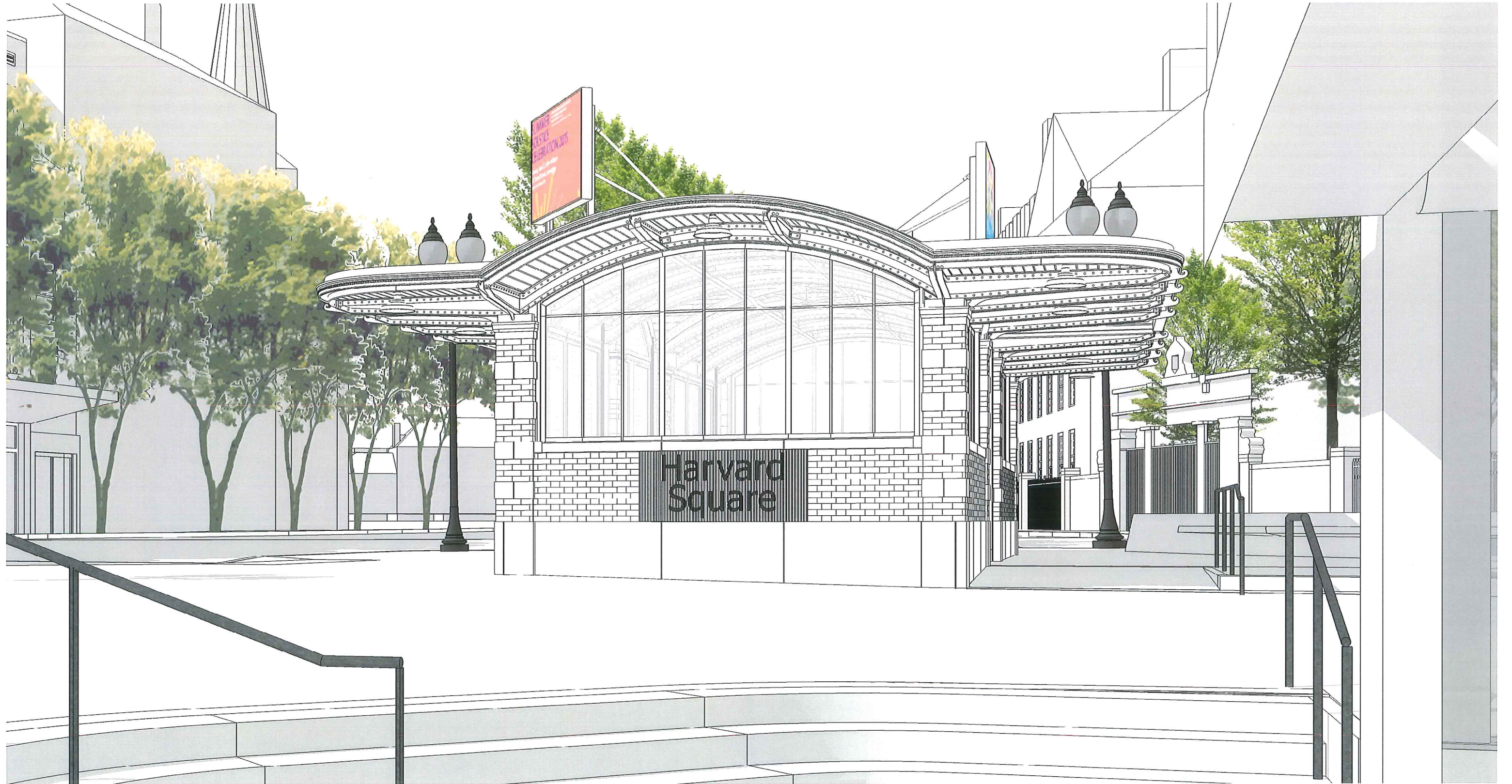
# Proposed Rooftop Signage



view looking southwest  
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JANUARY 02, 2020



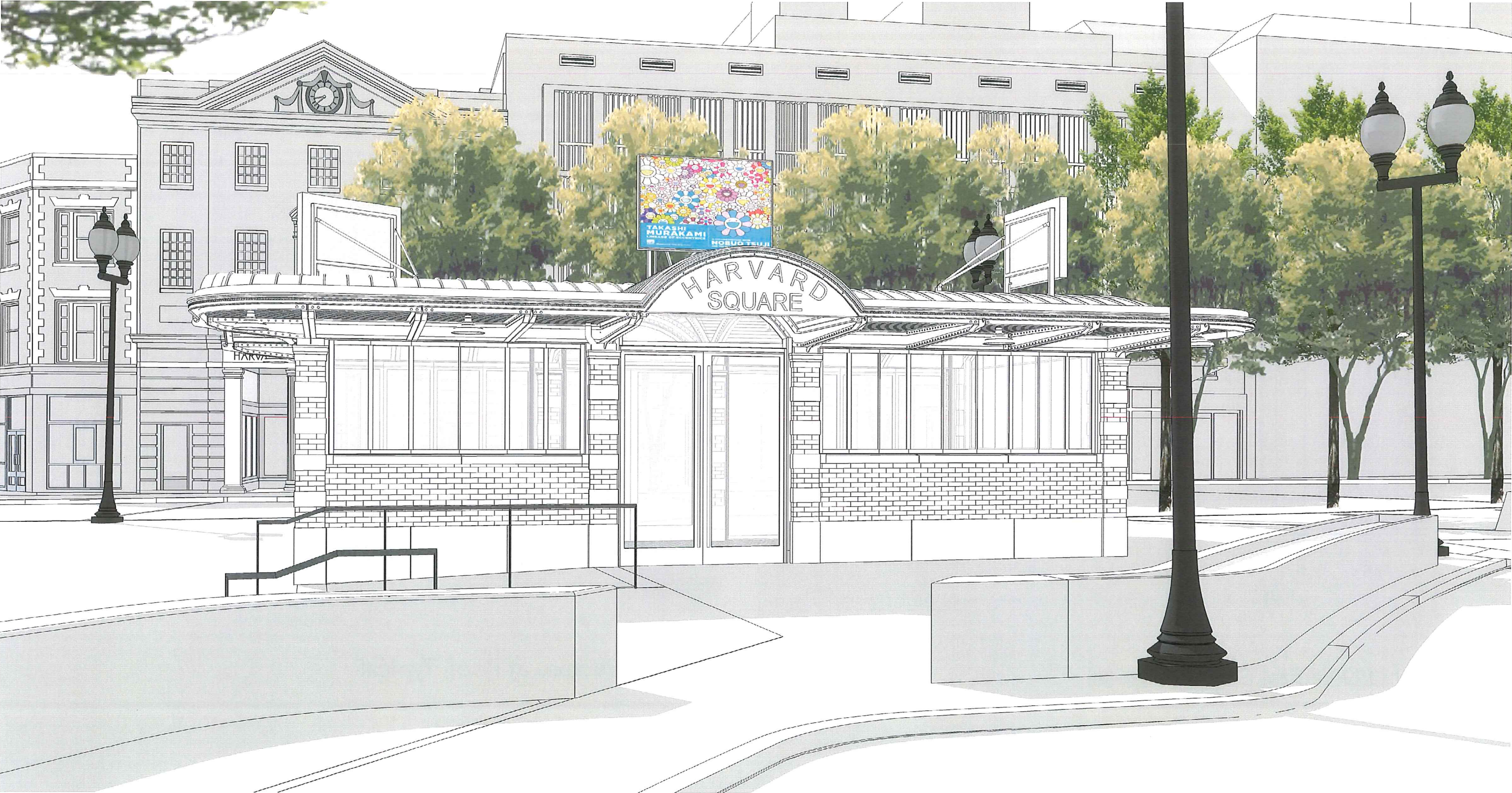
# Proposed Rooftop Signage



view from MBTA  
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JANUARY 02, 2020



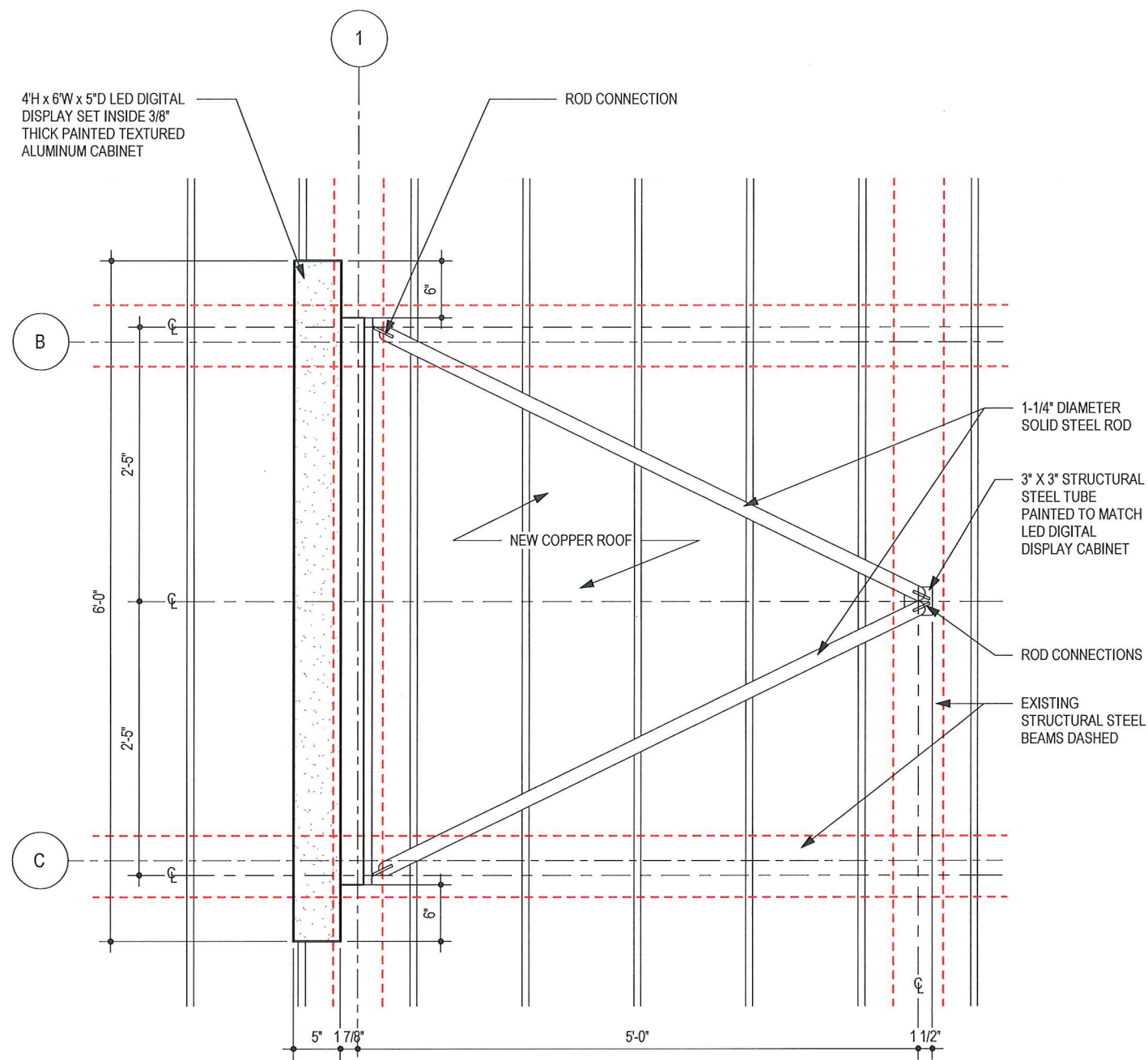
# Proposed Rooftop Signage



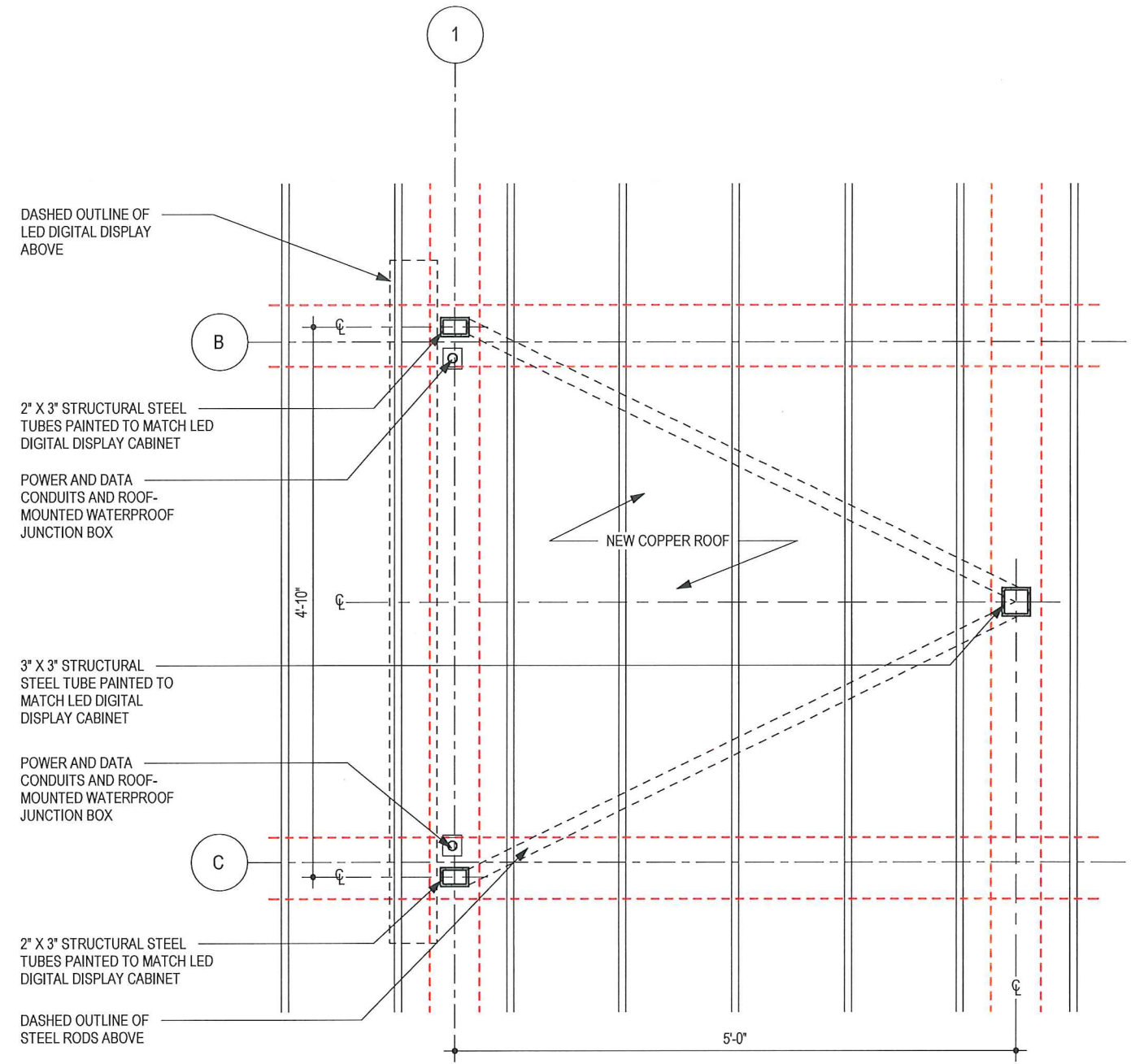
view looking west  
HARVARD SQUARE KIOSK - CAMBRIDGE, MASSACHUSETTS  
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# Typical Details



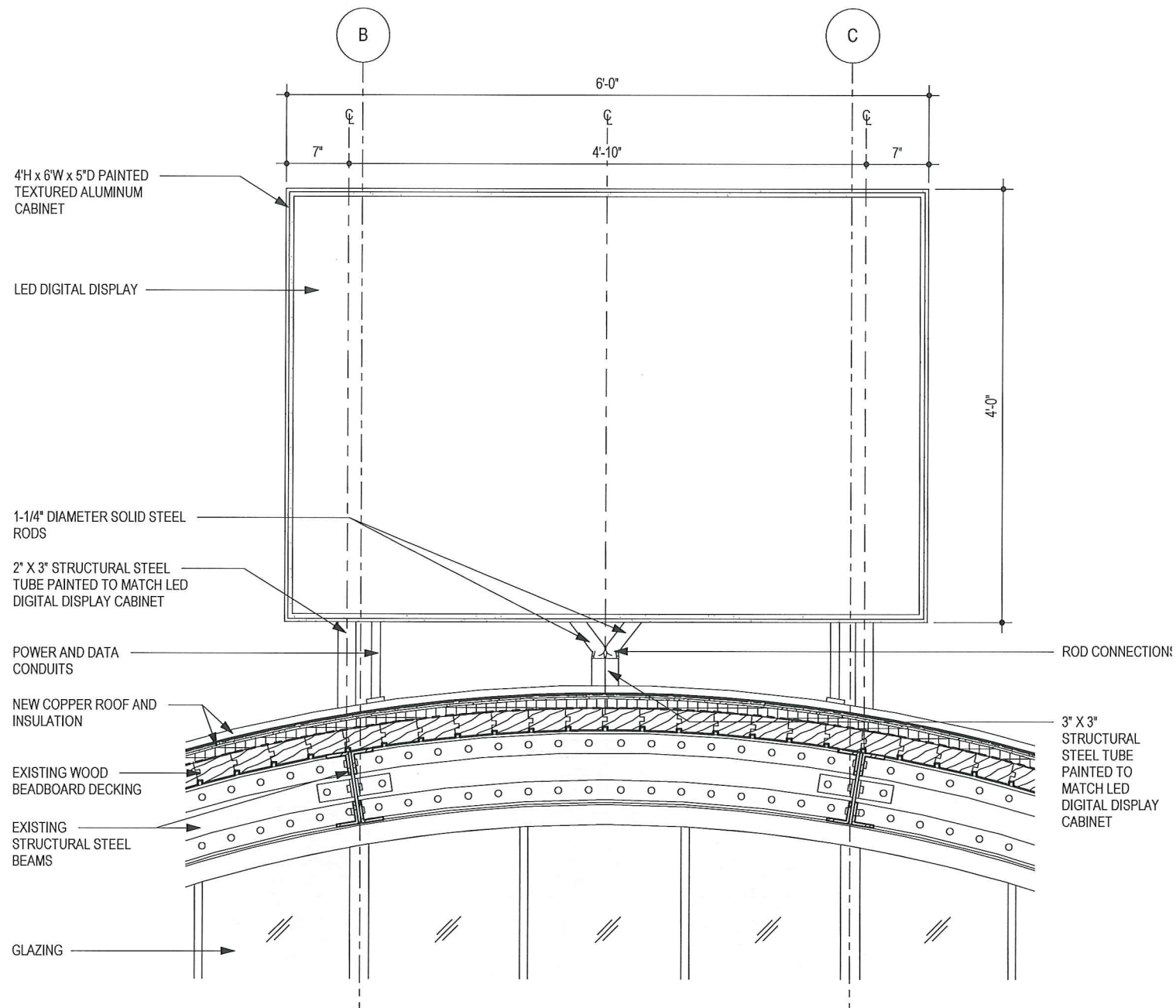
Plan of LED Digital Display, Typical



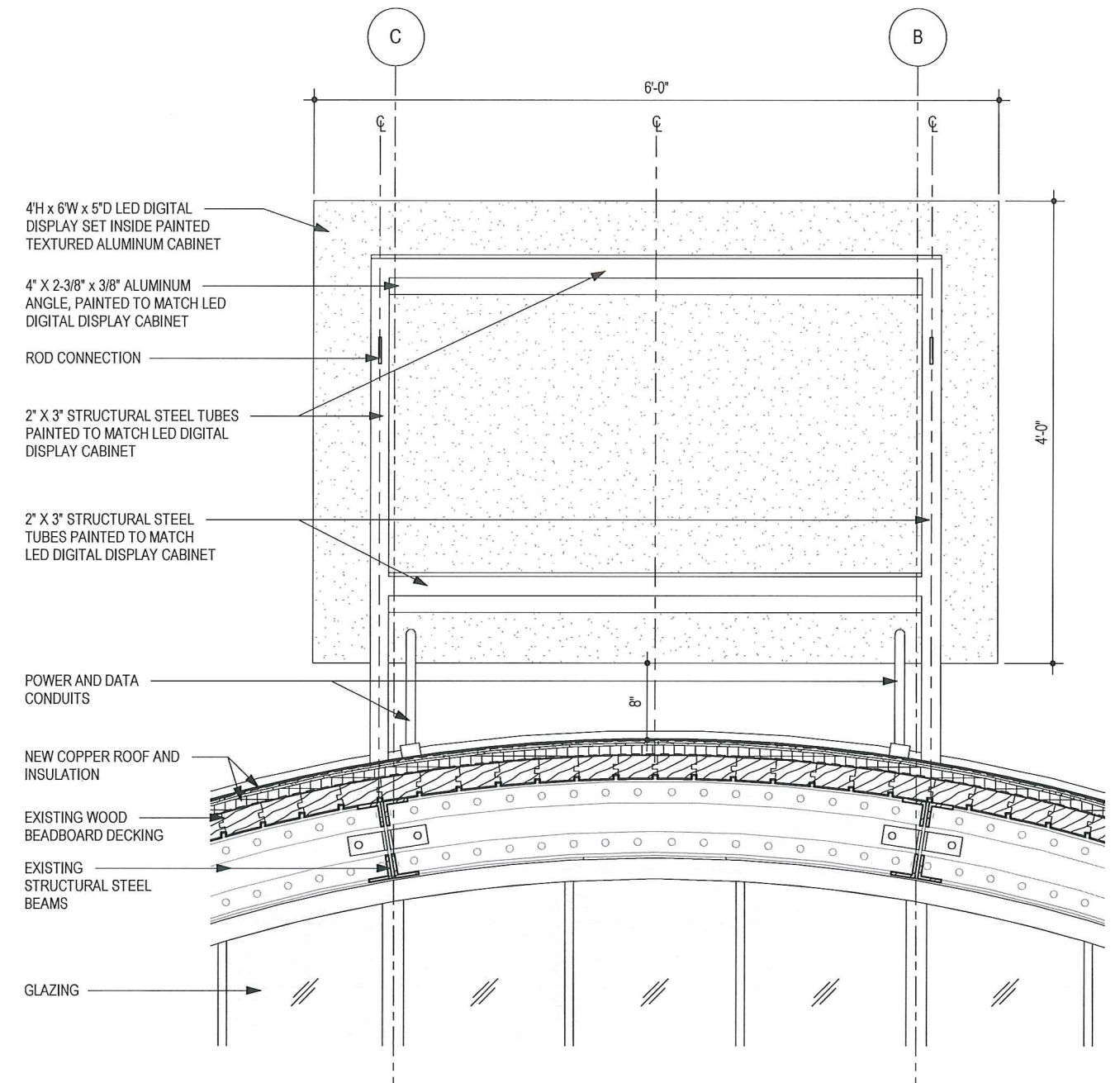
Plan of Structure at Roof, Typical



# Typical Details



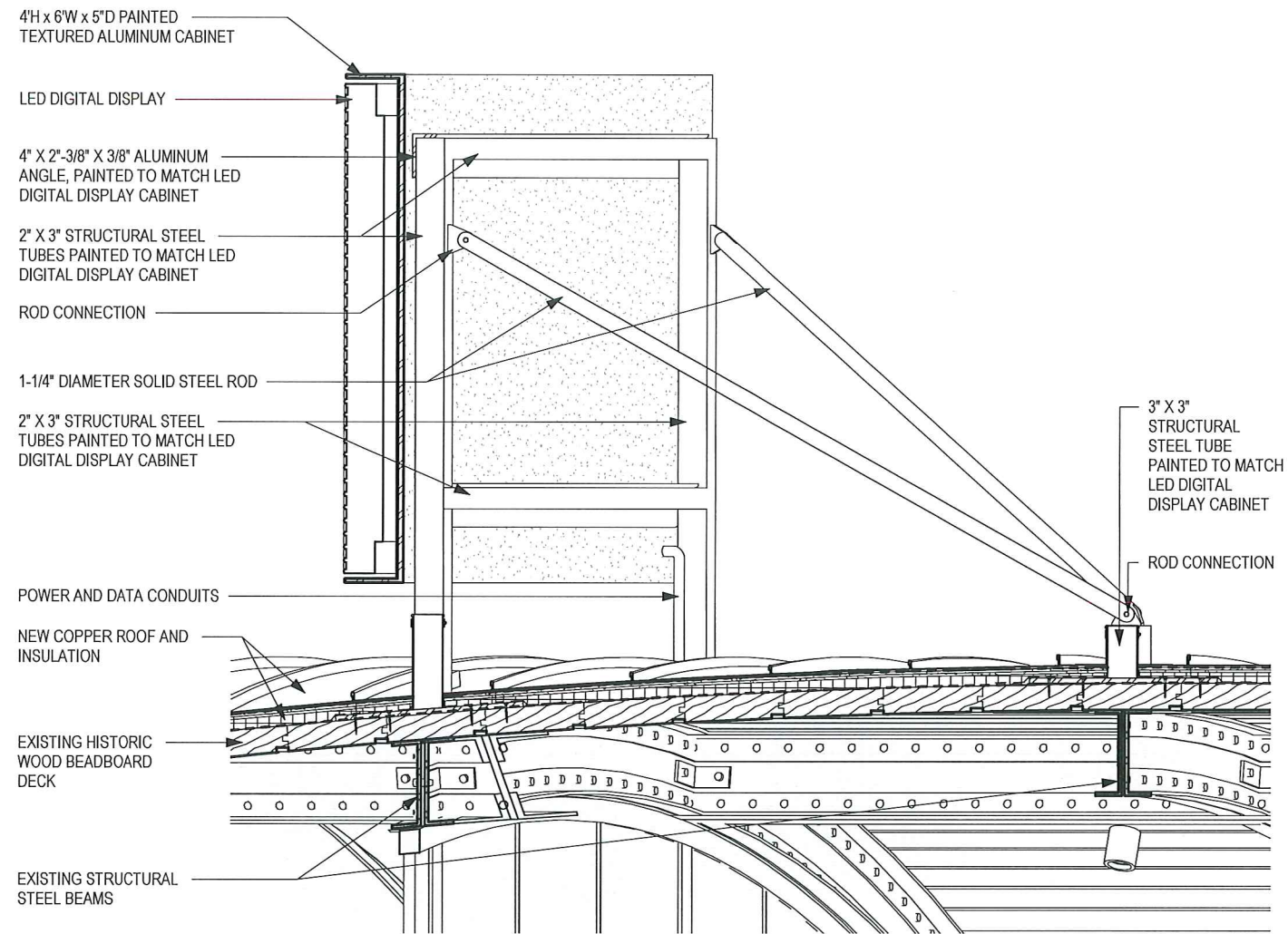
Front Elevation



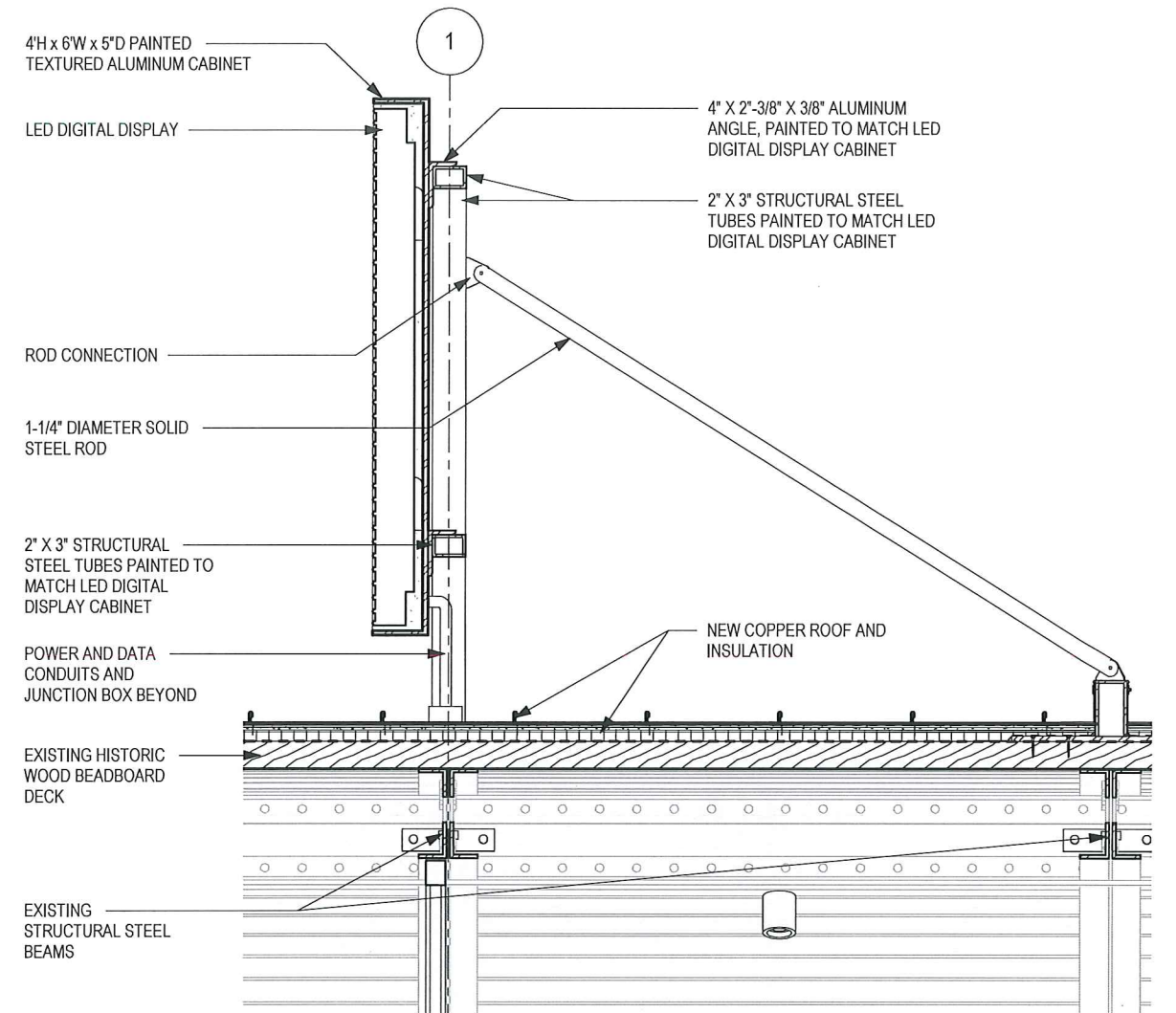
Back Elevation



# Typical Details



Elevation of Sign at Diagonal Brace



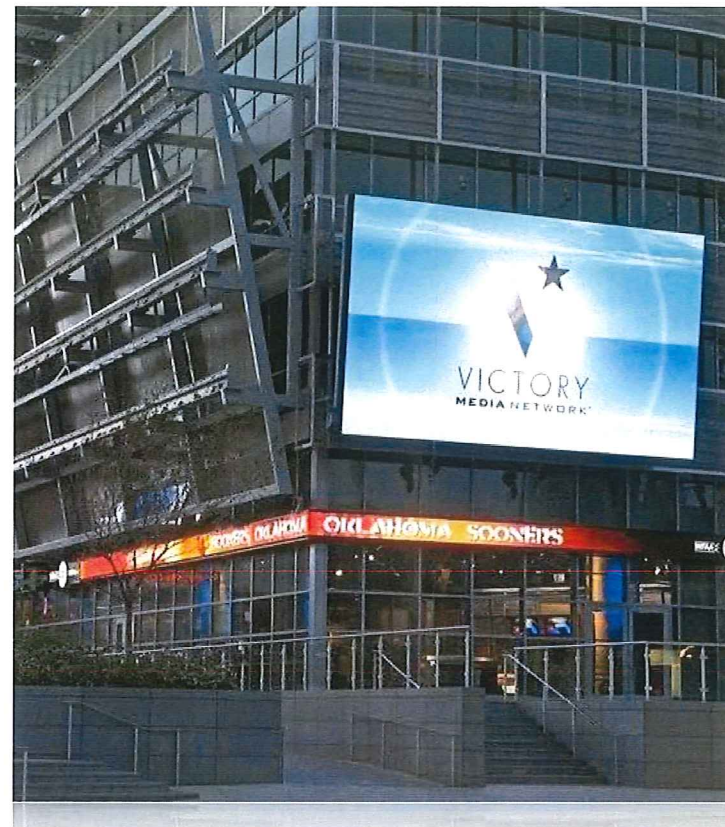
Section Thru LED Digital Display



# Precedents



Daylight

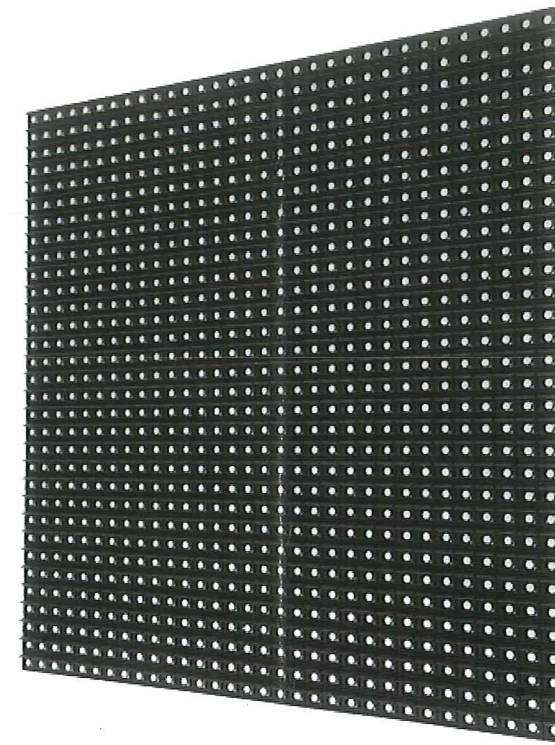


Dusk



Night





6mm Outdoor LED

Optical	Brightness	7,500 nit
	Contrast Ratio	8,500:1
	Viewing angle - Horizontal	160° (+/- 80°)
	Viewing angle - Vertical	95° (+40°/- 55°)
	Number of colors	281 trillion colors
	Gray Scale Intensity	65,536 levels of red, green, and blue
	Dimming Capability	8 bit (256 levels of brightness)
	Color temperature - Default	6,500K
Color temperature - Adjustable	4,500 - 9,000K	

Operational	Working Temperature	-40°C to 55°C / -40°F to 131°F
	Cooling	Quiet running vent fans
	Weather Proofing	Silicone Sealed, Water Shedding Cabinet
	LED Lifetime (1/2 brightness)	100,000 hours
	Certification	CE, UL / ULC listed
	Service	Front Service and/or Rear Service

Physical	Pixel Pitch	6.35mm (.25") centers
	Pixel Configuration	1 red, 1 green, 1 blue
	Pixel Density	24,800 m <sup>2</sup> / 2,313 ft <sup>2</sup>
	Diode Density	74,400 m <sup>2</sup> / 6,939 ft <sup>2</sup>
	Module Configuration	32x32 pixels
	Diode Type	Surface Mount Device (SMD)
	Module Dimensions (LxH)	203x203mm / 8"x8"
Module Weight	0.54kg / 1.19 lbs	
Cabinet Construction	All aluminum construction	

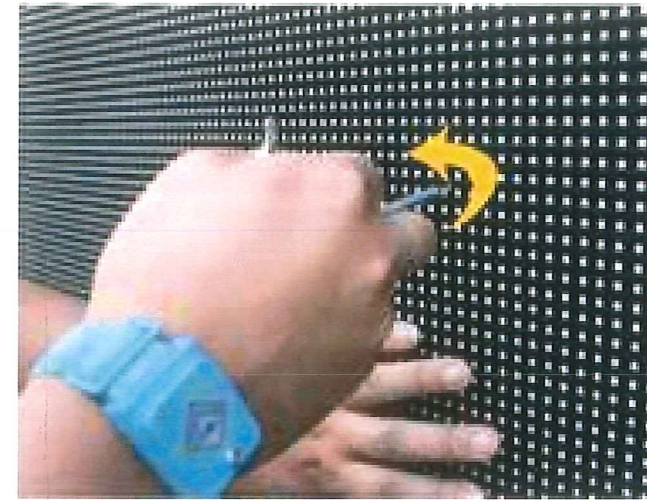
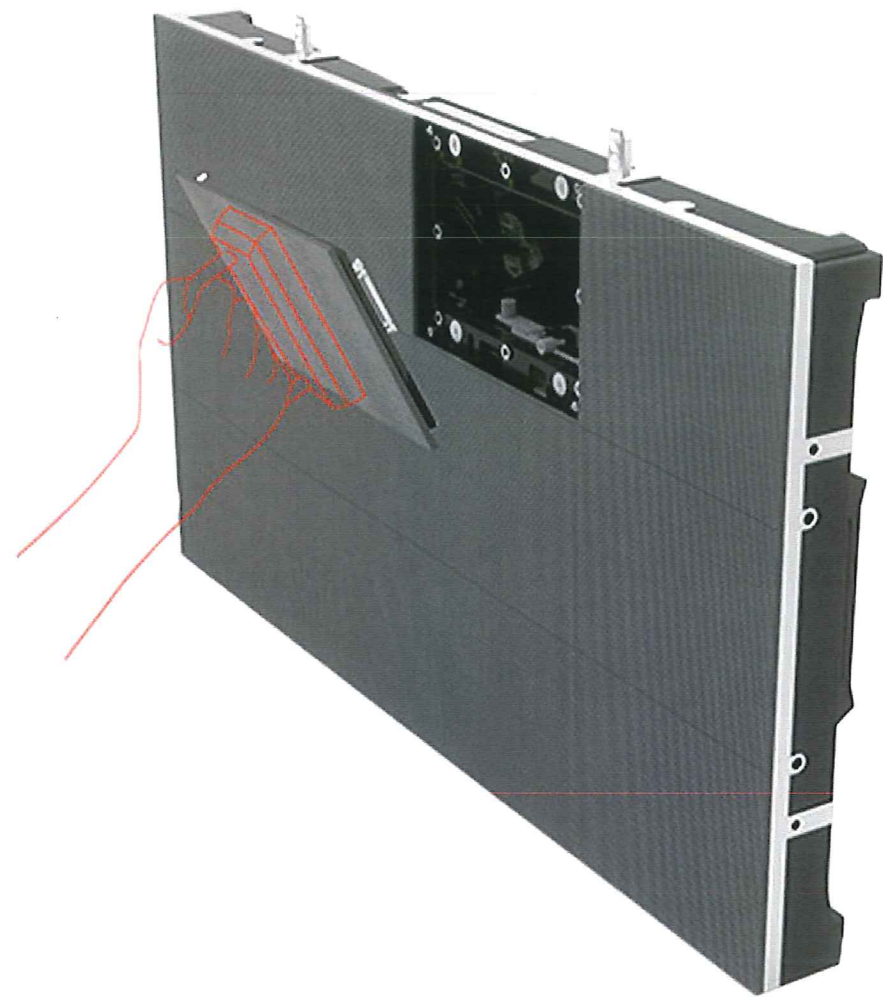
Electrical	Video Rate	60 frames per second
	Animation Rate	60 frames per second
	Video Processing	24 bit, 100% digital, no compression
	Color Processing	16 bit per color (48 bit total)
	Input Power Range	120/240 volts, 50/60 Hz
	Refresh rate	49,920hz
	Scan Rate	1:1 (Non-multiplexed)
	Calibration	Pixel to pixel - Module to module
Calibration White Point	D65 - 6500K	
Calibration Standards	REC 709, REC 2020 or Max Gamut	



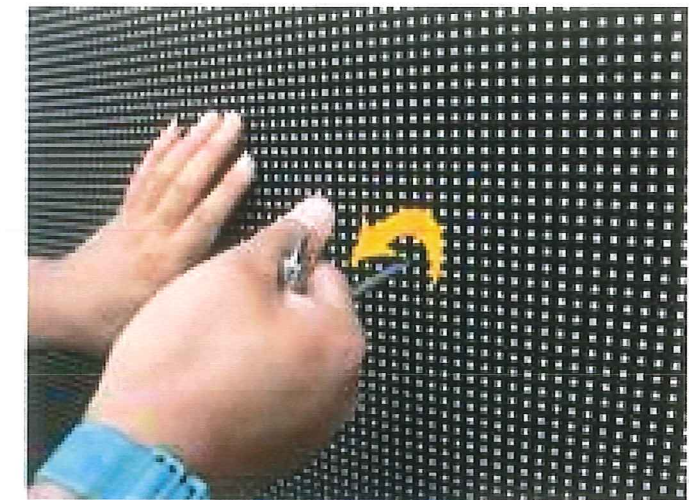
## Product Option 3 – Outdoor 6mm LED Display Specifications

Preliminary Specifications

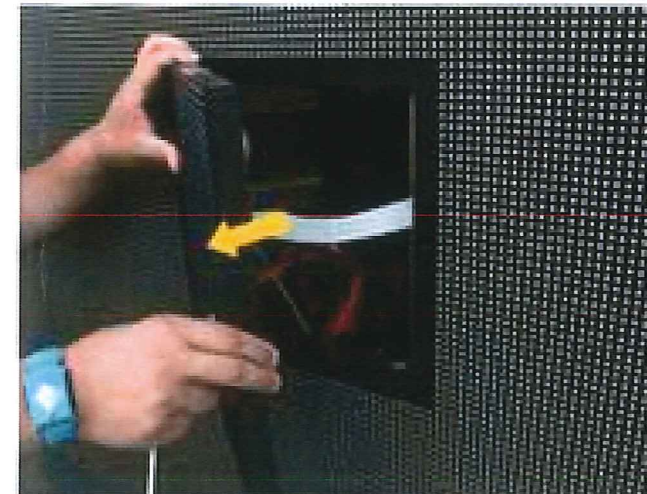




Step. 1



Step. 2



Step. 3



Step. 4



## Preferred Front Serviceability

Preliminary Specifications











site plan - Halvorson Design Partnership  
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