

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