

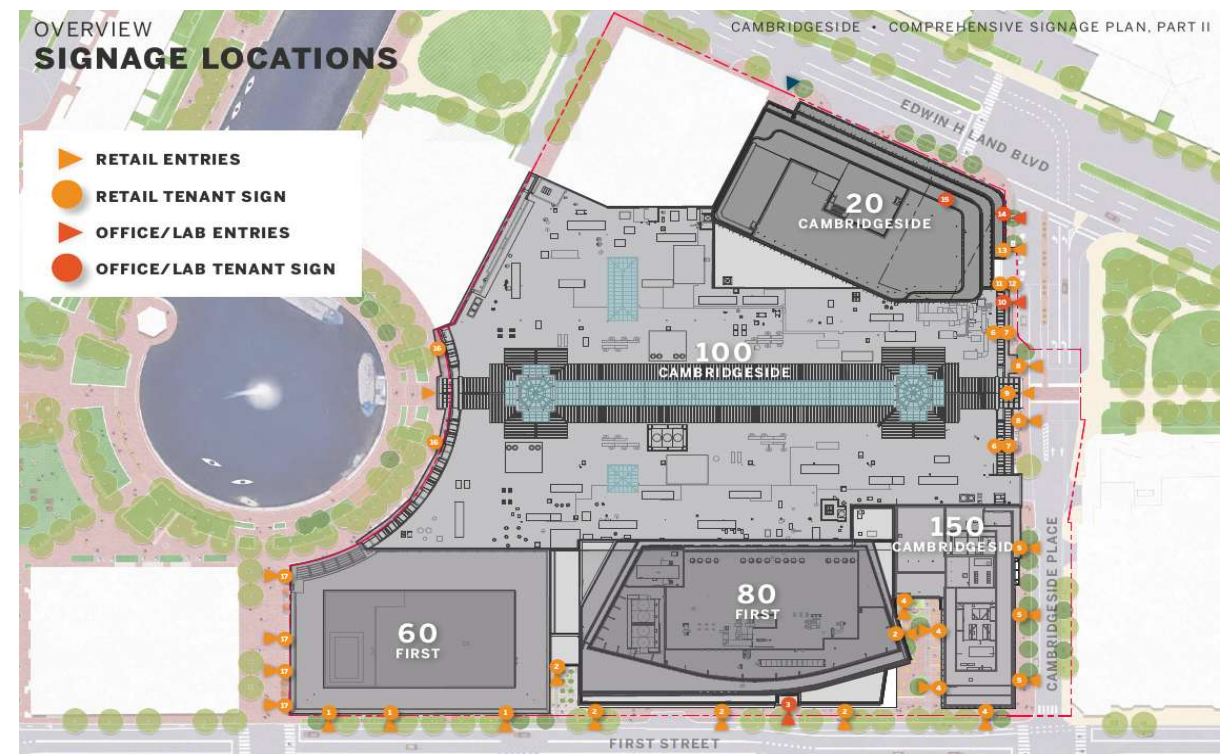
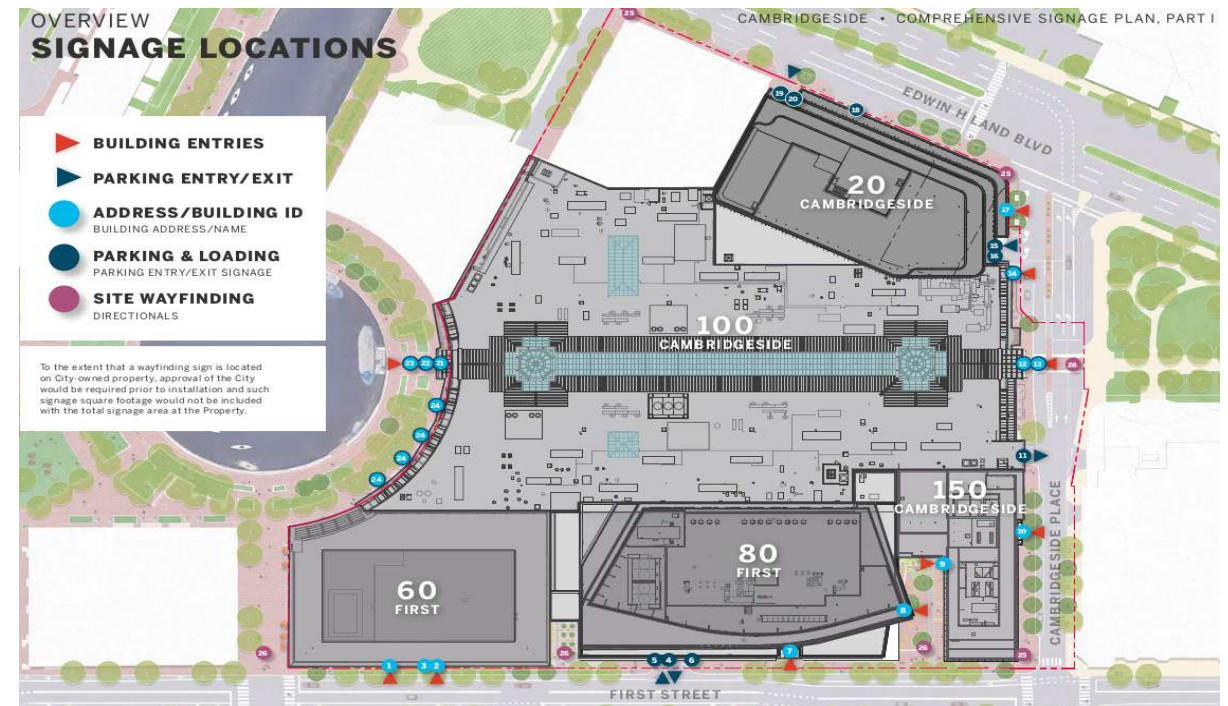
Comprehensive Signage Plan CambridgeSide (PB #364)

Cambridge Planning Board
October 6, 2026



Agenda

- Zoning Requirement
- Comprehensive Signage Plan
 - Overview
 - Format
 - Examples
 - Objectives
 - Request
- Discussion



Zoning Requirement

Section 13.102.3(n) of the PUD-8 Zoning requires that the Planning Board approve a Comprehensive Signage Plan for CambridgeSide that provides the approximate number, type and characteristics of signage to be installed across the various buildings and amenities at the site.

Comprehensive Signage Plan – Overview

The Comprehensive Signage Plan has been prepared in accordance with Section 13.102.3(n):

- Addresses existing signage to remain and proposed signage;
- Identifies the approximate number and locations of existing and proposed signs, along with examples of sign design; and
- If any proposed sign does not ultimately comply with Article 7.000 (the Sign Ordinance), a variance will be required.

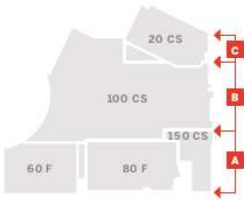
The Comprehensive Signage Plan was informed by meetings over several months with City Staff to ensure it reflects City priorities.

Comprehensive Signage Plan – Format

- **Organized in two parts:**
 - **Part I** includes building address and name signage, parking and loading signage, and site wayfinding signage; and
 - **Part II** includes tenant signage.
- **Identifies color-coded sign areas** within which signs may be located, along with **dimensional and design parameters for each identified sign area.**

Comprehensive Signage Plan – Example Sign Areas

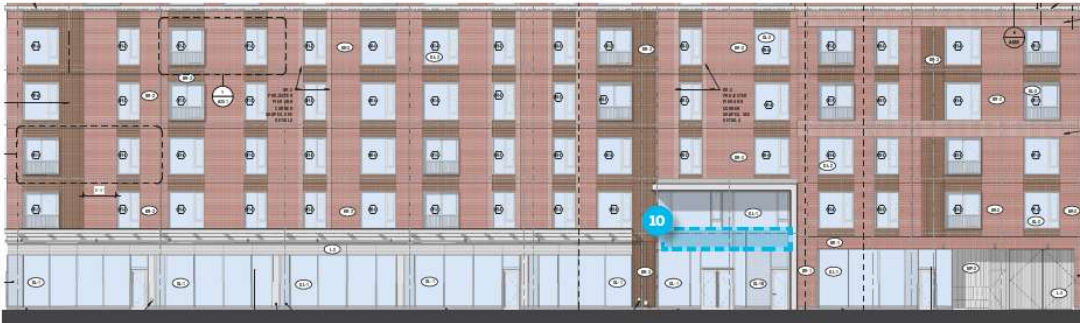
CAMBRIDGESIDE PLACE FACADE OVERVIEW



NAME	QTY	TOTAL SF
150 CAMBRIDGESIDE		
10 BUILDING ENTRY	1	± 30
100 CAMBRIDGESIDE		
11 NO ENTRY SIGN	1	9
12 LARGE CS	1	198
13 RETAIL ENTRY	1	66
14 OFFICE ENTRY	1	15
20 CAMBRIDGESIDE		
15 PARKING BLADE	1	9
16 PARKING ENTRY SIGN	1	15
17 BUILDING ENTRY	1	27

Signage location bands/zones noted.
Final locations and quantities of specific
signs within bands/zones TBD, subject to
compliance with the Guidelines herein.

CAMBRIDGESIDE • COMPREHENSIVE SIGNAGE PLAN, PART I • ELKUS MANFREDI ARCHITECTS 19
SEPTEMBER 2026



A 150 CAMBRIDGESIDE (SOUTH)



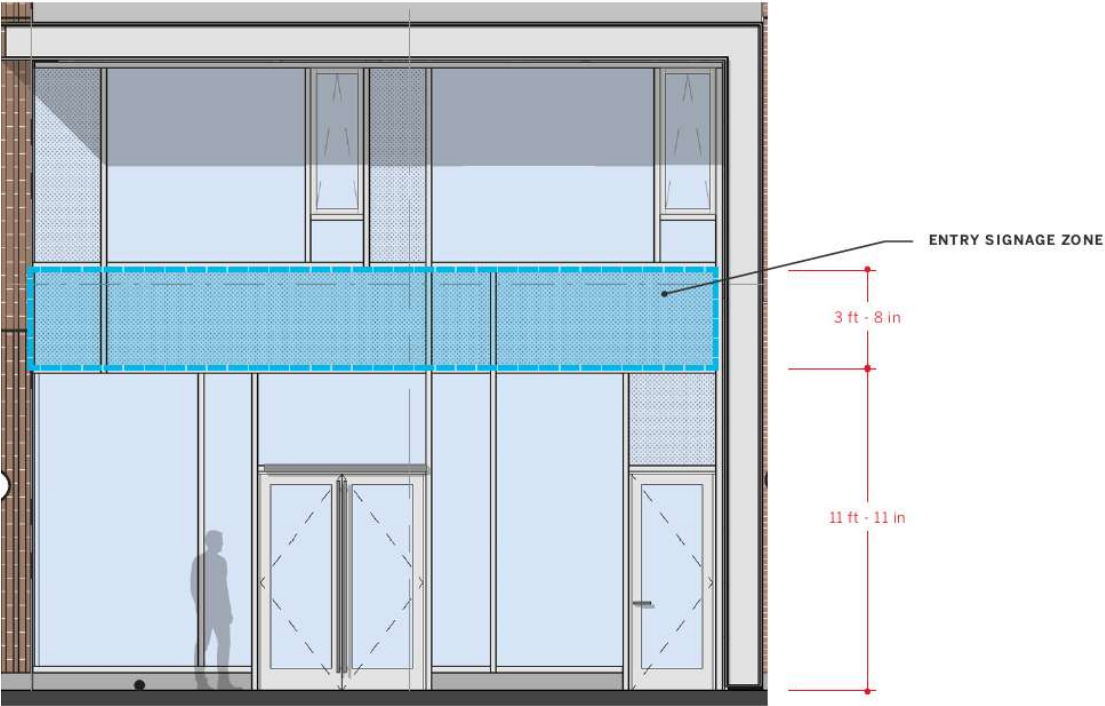
B 100 CAMBRIDGESIDE (SOUTH)

C 20 CAMBRIDGESIDE (SOUTH)

Comprehensive Signage Plan – Example Sign Design Parameters

CAMBRIDGESIDE PLACE FACADE
10 150 CAMBRIDGESIDE: BUILDING ENTRY

PLEASE NOTE: Proposed signs that do not comply with the signage standards set forth in Section 7.16 of the Zoning Ordinance, may require relief (including from the Board of Zoning Appeals ("BZA")) to install such signs.



MOUNTING ELEVATION – 150 CAMBRIDGESIDE (SOUTH)
SCALE 1/4" = 1'-0"

10 GUIDELINES

- MATERIALS**
Fabricated + painted metal or acrylic dimensional letters or logomarks
- LIGHTING ALLOWED**
External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)
- MOUNTING**
Flush-mount or pin-mount above entry.
Sign may not exceed 15.5 feet off the ground.
- QUANTITY**
One (1) sign per entry.
- SIZE**
Sign should not exceed 30 square feet.

Comprehensive Signage Plan – Objectives

The Comprehensive Signage Plan endeavors to balance the objectives of the Applicant, the City and its residents, and existing and future tenants and visitors alike through:

- **Enriching the pedestrian experience and enhancing the public realm** adjacent to CambridgeSide;
- Supplementing existing pedestrian and vehicular wayfinding to **improve navigation to and through the site;**
- **Ensuring long-term viability of CambridgeSide** by increasing visibility for dynamic tenants; and
- Creating an **effective and aesthetically pleasing signage program** coordinated across the buildings at CambridgeSide.

Comprehensive Signage Plan – Request

The Comprehensive Signage Plan satisfies the requirements set forth in Section 13.102.3(n) of the PUD-8 Zoning to identify the following with respect to existing and proposed signage at CambridgeSide:

- approximate number,
- type, and
- characteristics.

We request that the Planning Board approve the Comprehensive Signage Plan.

Discussion