

**NEW ENGLAND DEVELOPMENT
75 Park Plaza
Boston, MA 02116**

September 11, 2026

VIA HAND DELIVERY

City of Cambridge Planning Board
344 Broadway
3rd Floor
Cambridge, MA 02139
Attention: Tom Sieniewicz, Chair

Re: CambridgeSide 2.0 (PB # 364) – Comprehensive Signage Plan

Dear Chair Sieniewicz,

As you know, since issuance of the Planning Board Decision (Case No. 364, "**PB-364**") in December 2020, the owners of CambridgeSide have diligently pursued its redevelopment with the ultimate goal of revitalizing this key part of East Cambridge to best serve the surrounding community through the introduction of dynamic uses and securing long-term economic viability for the project. To date, the new 20 CambridgeSide and 60 First Street buildings have been constructed, and the robust improvements to Canal Park have been implemented (including new walkways, benches, lighting fixtures and playground amenities).

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. As you may recall, our approved Final Development Plan included a description of the overall strategy for coordination of signage across the site, with the understanding that we would come back to the Board with a more robust Comprehensive Signage Plan once development was farther along to ensure that the proposed Plan was informed by current market and design specifications. As such, we have prepared the enclosed Comprehensive Signage Plan in accordance with Section 13.102.3(n) of the PUD-8 Zoning, which addresses existing signage that will remain as well as proposed signage. The enclosed Comprehensive Signage Plan is organized in two parts; Part I includes (i) building address and name signage, (ii) parking and loading signage, and (iii) site wayfinding signage; and Part II includes (iv) tenant signage.

The enclosed Comprehensive Signage Plan identifies the approximate number and locations of existing and proposed signs, along with examples of sign design, in order to set expectations of anticipated aesthetic while maintaining necessary flexibility to respond to current tenant and building needs as the market changes overtime. More specifically the Comprehensive Signage Plan identifies color-coded sign areas within which signs may be located, along with dimensional and design parameters for each identified sign area (e.g., allowable materials, maximum number of signs, permitted mounting techniques and height, total allowable sign square footage and allowable types of illumination).

As you will see, much of the proposed signage is customary wayfinding, directional and identification signage, with the goal of providing for improved pedestrian and vehicular navigation to, through and around the site. Prior to filing, we met with various City departments (including the Community Development Department) and incorporated their feedback into the design of the Comprehensive Signage Plan, which complements existing signage at CambridgeSide and in the surrounding area, including thoughtful sizing and placement of the proposed signs resulting in an aesthetically pleasing, yet effective, signage package. Despite many of the proposed signs complying with the applicable zoning requirements,

certain of the signs will require variances, which we will file for separately with the Board of Zoning Appeal (BZA) as and when appropriate.

Thank you for your consideration of the enclosed materials and ongoing support of the project. We look forward to presenting the Comprehensive Signage Plan to the Planning Board at the October 6, 2026 meeting, and continuing to implement improvements throughout the CambridgeSide site to ensure the long-term success of the project.

Sincerely,

NEW ENGLAND DEVELOPMENT



John E. Twohig

Enclosures

CambridgeSide

COMPREHENSIVE SIGNAGE PLAN, PART I

PROJECT IDENTIFICATION, PARKING/LOADING & WAYFINDING

SEPTEMBER 2026

NEW ENGLAND
DEVELOPMENT

ELKUS | MANFREDI
ARCHITECTS

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OVERVIEW

INTRODUCTION

New England Development (the “Petitioner”), on behalf of the owners of CambridgeSide (the “Property”), is pleased to submit the enclosed Comprehensive Signage Plan, Part I prepared in accordance with Section 13.102.3(n) of the City of Cambridge Zoning Ordinance (the “Zoning Ordinance”) and Planning Board Decision Case Number 364 (as amended, “PB #364”). The enclosed Comprehensive Signage Plan, Part I identifies the approximate number, type and characteristics of signage to be installed at the Property with respect to the following types of signage:

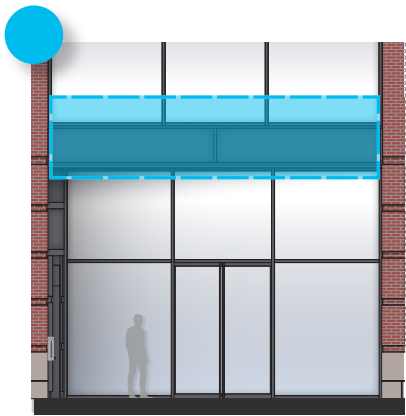
- Project Identification Signage** (e.g., building addresses and/or names);
- Parking and Loading Signage** (e.g., public parking and entry/exit identifiers); and
- Directional and Wayfinding Signage** (e.g., wayfinding directories).

The approximate number, type, and characteristics of signage to be installed at the Property with respect to Tenant Signage (e.g., distinct office/lab, retail and restaurant tenants) is addressed in a separate package (Comprehensive Signage Plan, Part II) being simultaneously submitted herewith.

The Comprehensive Signage Plan identifies color-coded sign areas within which each type of sign(s) may be located at the Property, along with dimensional and design parameters for each identified sign area (e.g., allowable materials, maximum number of signs within such sign area, permitted mounting techniques and height, total allowable sign square footage within the sign area, and type of illumination allowed within the sign area). The enclosed Plan addresses both existing/ previously approved signage, as well as proposed signage to be implemented at CambridgeSide (whether now or in the future).

The Petitioner acknowledges that to the extent proposed signs at the Property are consistent with the guidelines set forth in the Comprehensive Sign Plan but do not comply with the then-applicable signage standards in the Zoning Ordinance¹, relief (including from the Board of Zoning Appeals (“BZA”)) may be required to install such signs. For the avoidance of doubt, the enclosed Plan does not address exempt, temporary or non-commercial signs.²

The Comprehensive Signage Plan, including the proposed sign areas and design and dimensional parameters, has been developed to complement the overall aesthetic of the existing area, including existing building and tenant identification signs at CambridgeSide and on buildings in the surrounding area, resulting in overall aesthetic harmony. We look forward to continuing to activate the Property and improving pedestrian and vehicular circulation through coordination with the City to implement the enclosed Comprehensive Signage Plan.



PROJECT IDENTIFICATION SIGNAGE



PARKING AND LOADING SIGNAGE



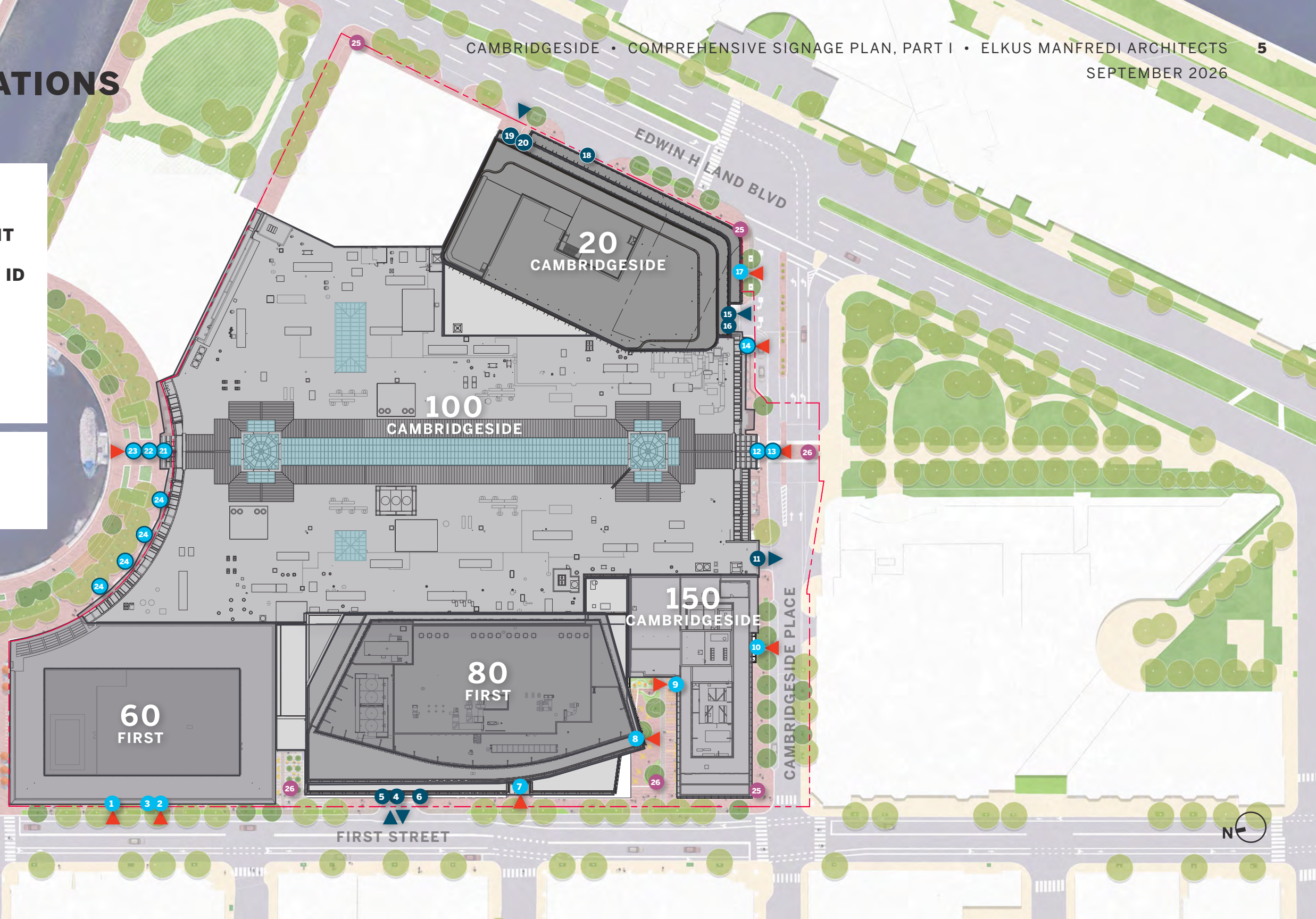
DIRECTIONAL AND WAYFINDING SIGNAGE

¹ The current signage standards applicable to the Property are set forth in Section 7.16.22 of the Zoning Ordinance.
² The current standards for such types of signs at the Property are set forth in Section 7.16.1 of the Zoning Ordinance.

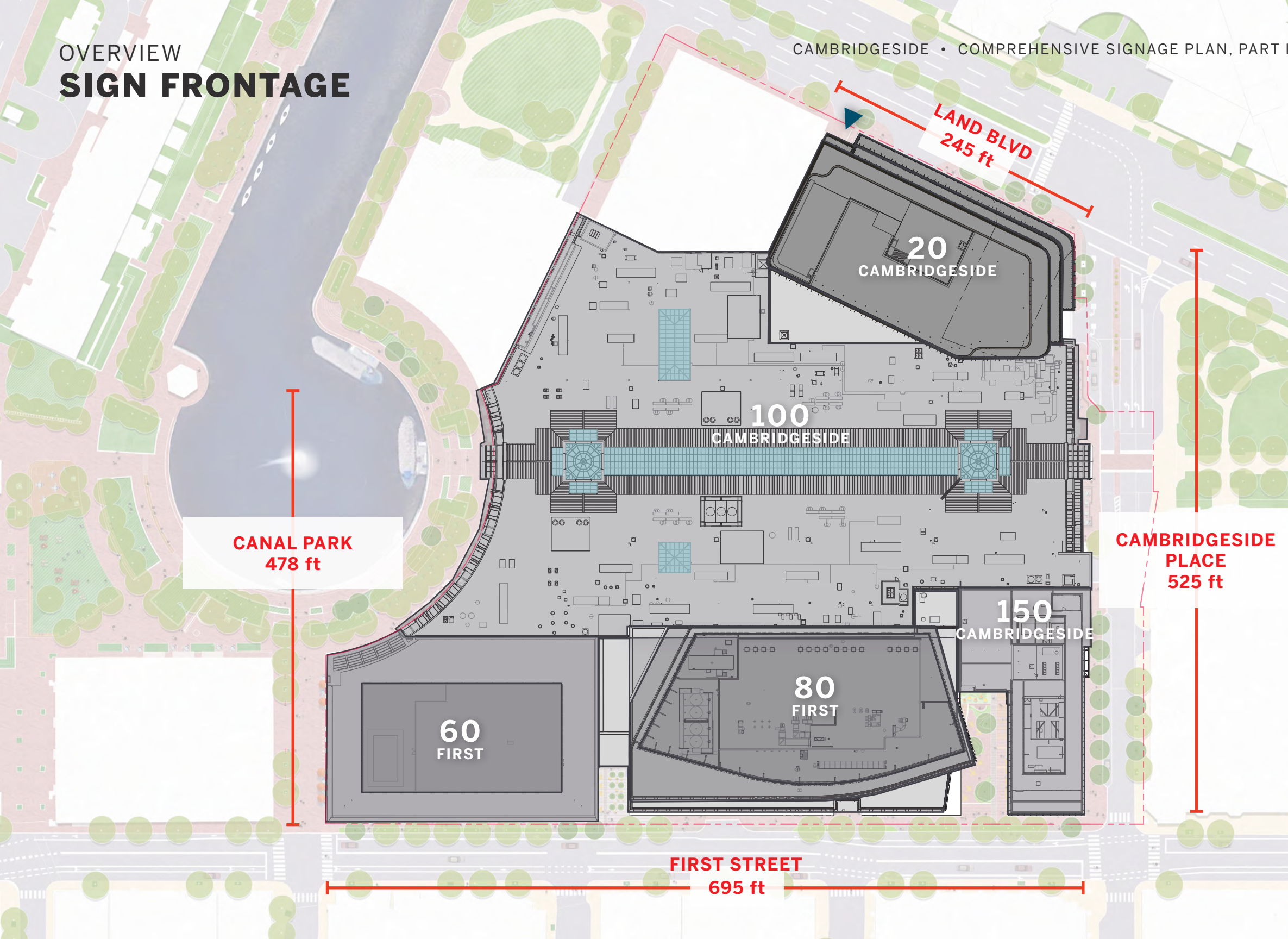
OVERVIEW
SIGNAGE LOCATIONS

-  **BUILDING ENTRIES**
-  **PARKING ENTRY/EXIT**
-  **ADDRESS/BUILDING ID**
BUILDING ADDRESS/NAME
-  **PARKING & LOADING**
PARKING ENTRY/EXIT SIGNAGE
-  **SITE WAYFINDING**
DIRECTIONALS

To the extent that a wayfinding sign is located on City-owned property, approval of the City would be required prior to installation and such signage square footage would not be included with the total signage area at the Property.



OVERVIEW
SIGN FRONTAGE



In accordance with Section 7.16.22 of the Cambridge Zoning Ordinance, the total allowable signage area at the Property is calculated based on the cumulative linear footage of sign frontage across the lot.

Sign frontage located within 100 feet of the street line permits a maximum signage area of 1.5 square feet per linear foot of frontage, up to a cap of 1.0 square foot per linear foot for all exterior signage combined.

This Plan applies the total allowable signage area holistically across the development, allowing flexibility in signage placement while maintaining compliance with the maximum area thresholds established by the Ordinance.

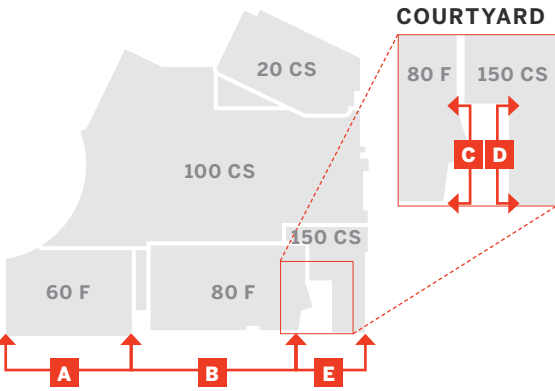
	ALLOWED	PROPOSED
FIRST STREET	695	
ID/PARKING/WF		265
TENANT SIGNAGE		210
CAMBRIDGESIDE PL	525	
ID/PARKING/WF		381
TENANT SIGNAGE		410
EDWIN LAND BLVD	245	
ID/PARKING/WF		67
TENANT SIGNAGE		200
CANAL PARK	478	
ID/PARKING/WF		310
TENANT SIGNAGE		100
	1,943	1,943

Proposed Signage Locations & Guidelines

PROPOSED SIGNAGE LOCATIONS & GUIDELINES

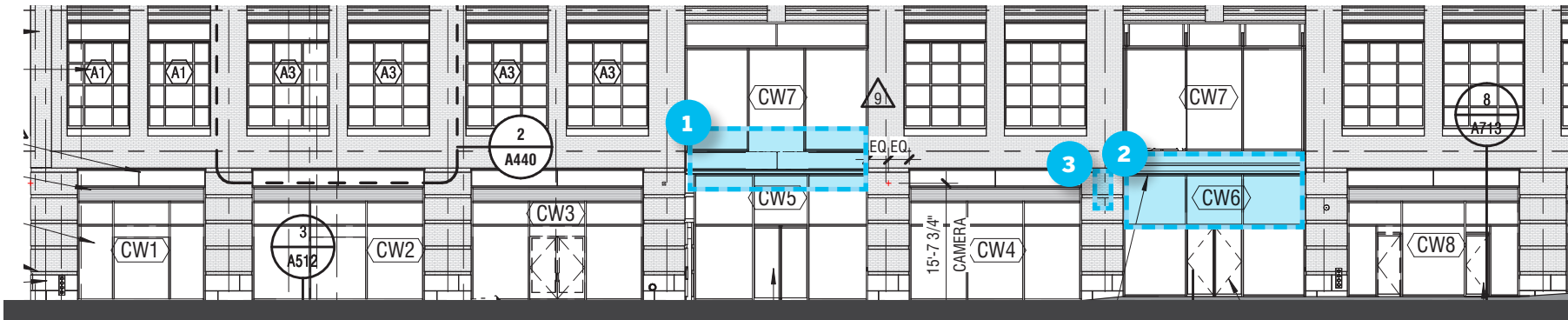
First Street Facade

FIRST STREET FACADE
OVERVIEW



NAME	QTY	TOTAL SF
60 FIRST STREET		
1 BUILDING ENTRY	1	36
2 CS CONNECTOR ENTRY	2	63
3 CS CANALSIDE BLADE	1	7
80 FIRST STREET		
4 PARKING ENTRY SIGN	1	15
5 PARKING BLADE	1	9
6 LOADING SIGN (DOCK 2)	1	19
7 BUILDING ENTRY – MAIN	1	≤ 40
8 BUILDING ENTRY – COURT.	1	≤ 20
150 CAMBRIDGESIDE		
9 BUILDING ENTRY – COURT.	1	≤ 20

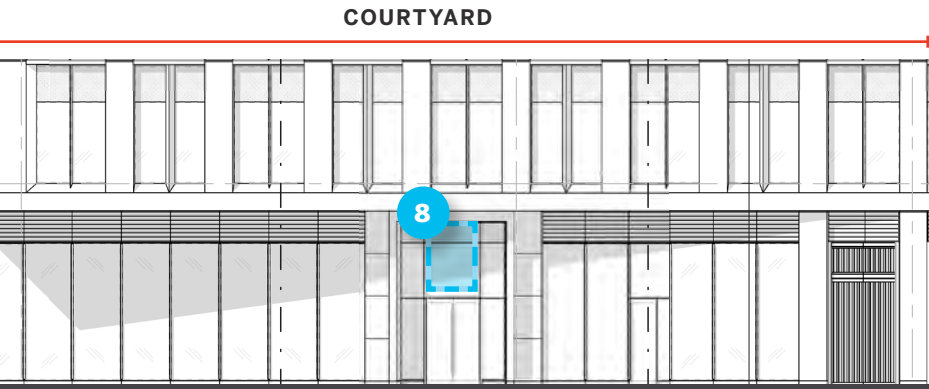
Signage location bands/zones noted. Final locations and quantities of specific signs within bands/zones TBD, subject to compliance with the Guidelines herein.



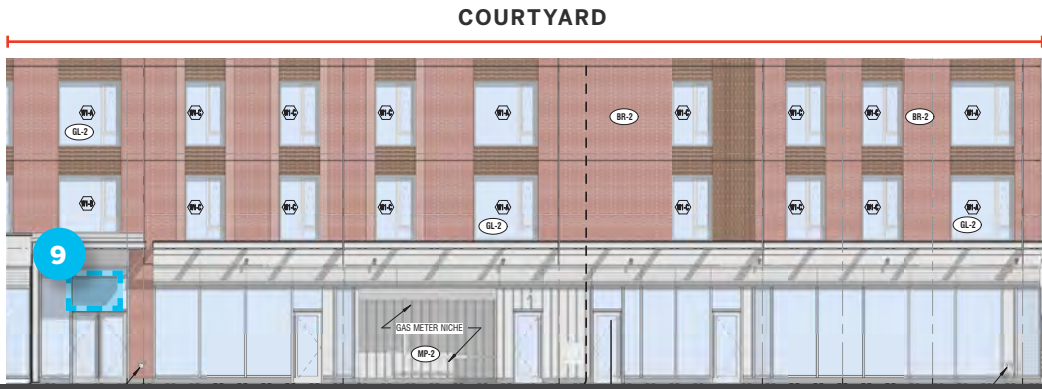
A 60 FIRST STREET (WEST)



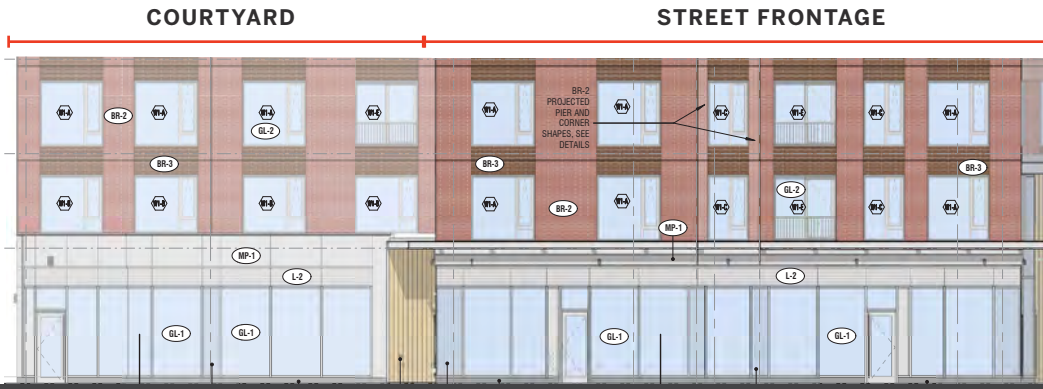
B 80 FIRST STREET (WEST)



D 80 FIRST STREET (SOUTH, COURTYARD)



D 150 CAMBRIDGESIDE (NORTH, COURTYARD)



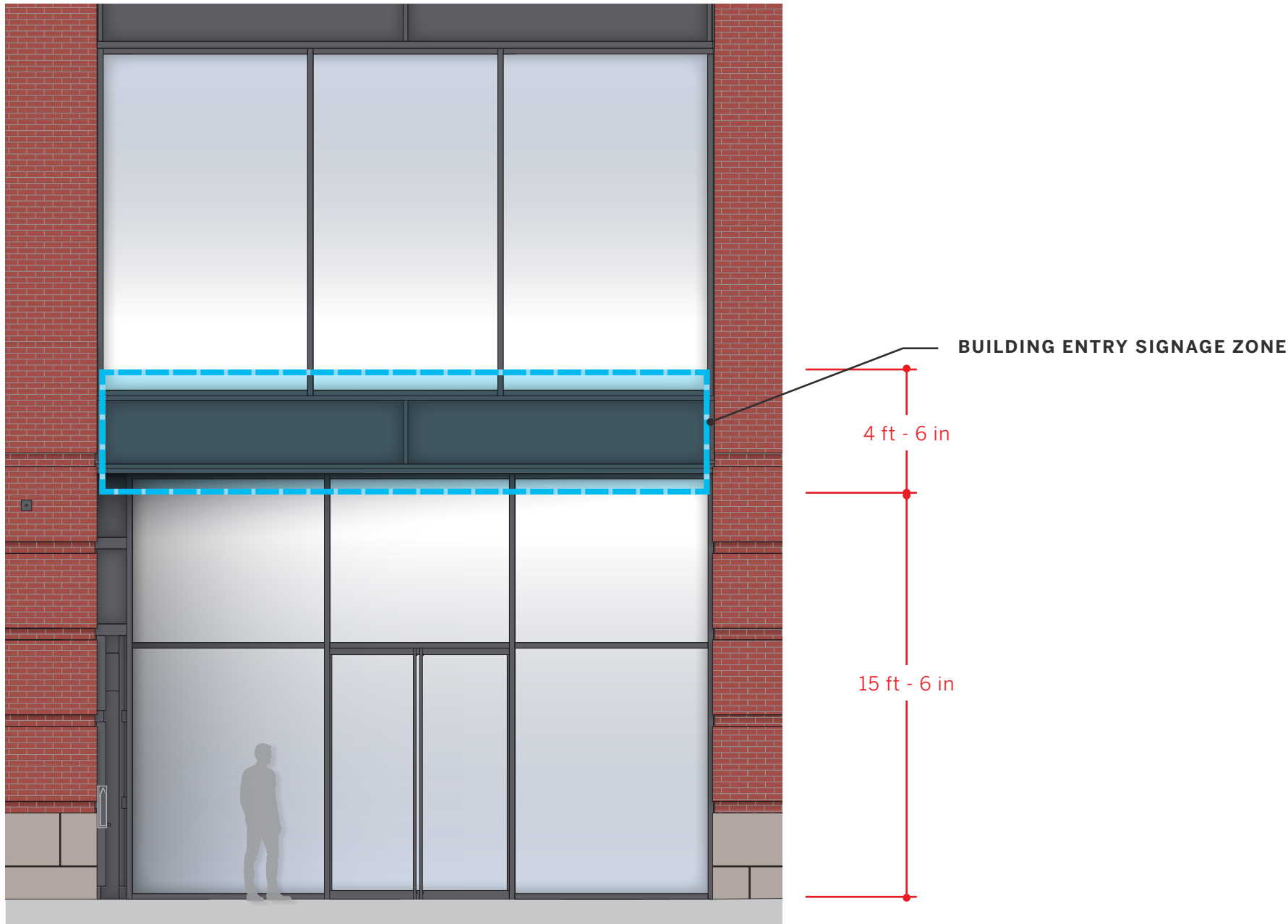
E 150 CAMBRIDGESIDE (WEST)

FIRST STREET FACADE

1

60 FIRST STREET: 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 — 60 FIRST (WEST)
NOT TO SCALE

- 1

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

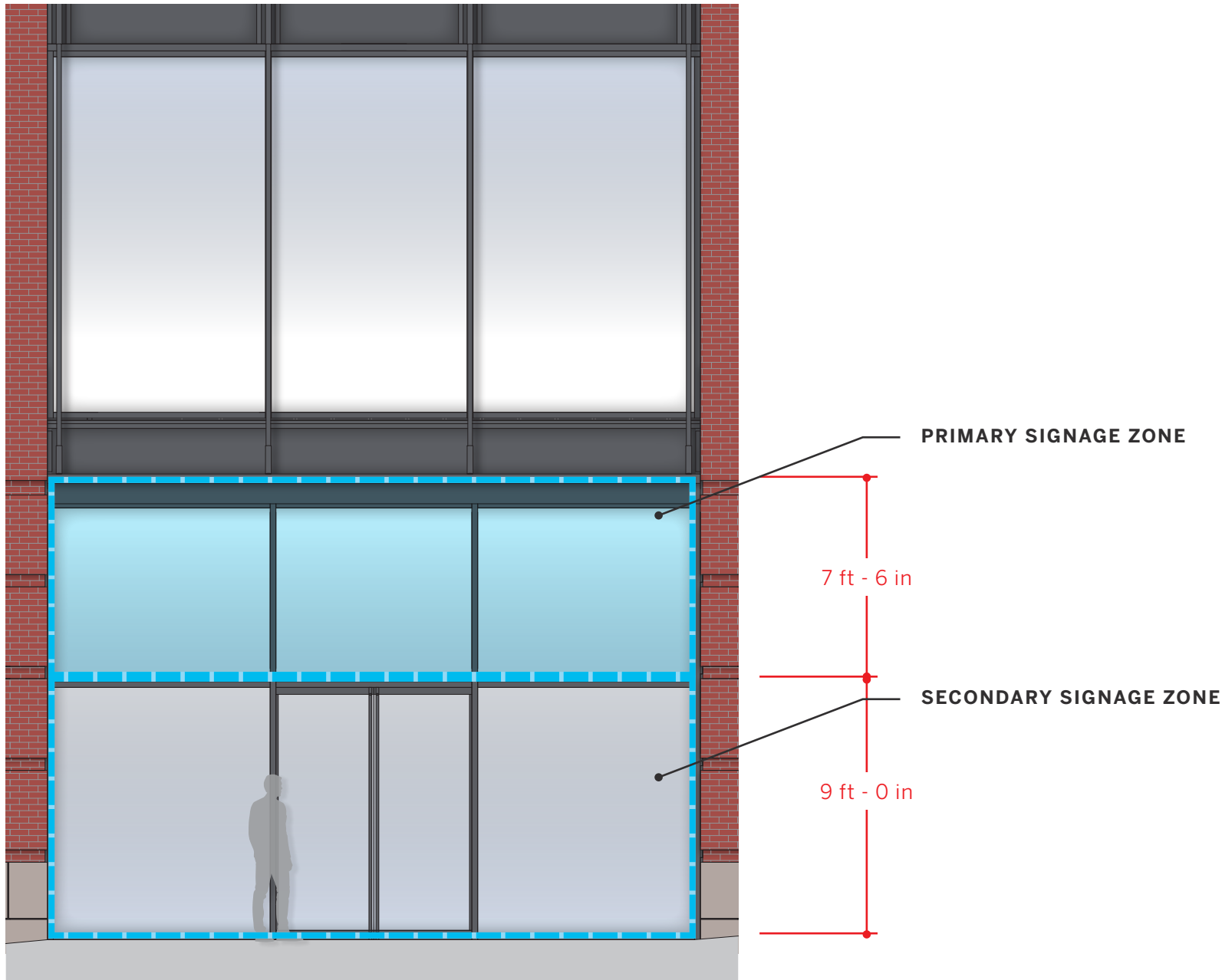
Flush-mount or pin-mount to canopy
or facade just above canopy.
Signs may not exceed 20 feet off the ground.
- QUANTITY

One (1) sign.
- SIZE

Each sign should not exceed 36 square feet.

2 60 FIRST STREET: CS CONNECTOR 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 — 60 FIRST (WEST)

NOT TO SCALE

2 GUIDELINES

MATERIALS

Primary: Fabricated + painted metal or acrylic dimensional letters or logomarks
Secondary: Window film (vinyl)

LIGHTING ALLOWED

External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)

MOUNTING

Primary: Flush-mount or pin-mount to canopy or facade just above canopy; Sign may not exceed 16.5 feet off the ground.
Secondary: Adhere to second surface of glass; Sign may not exceed 9 feet off the ground.

QUANTITY

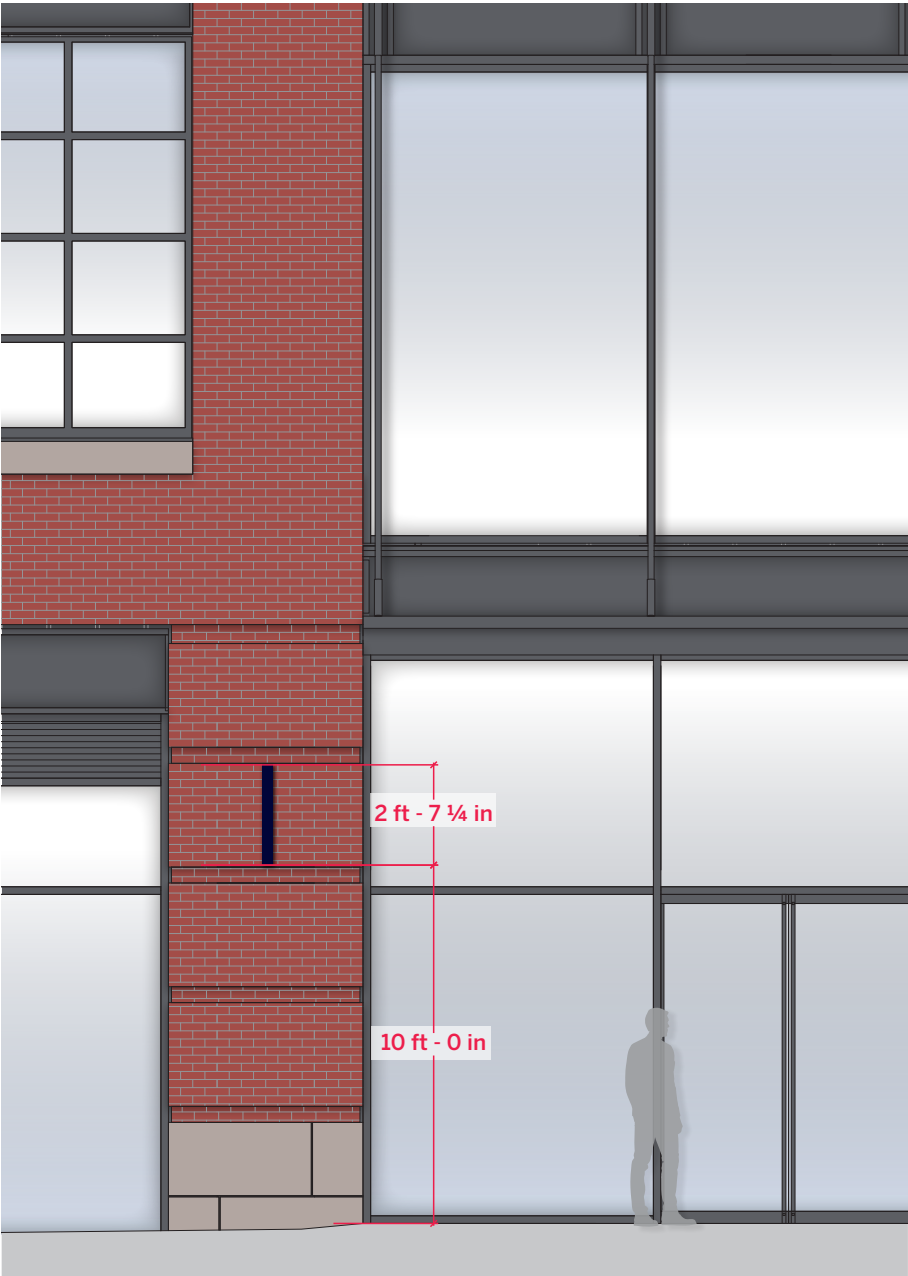
One (1) primary sign and one (1) secondary sign (film).

SIZE

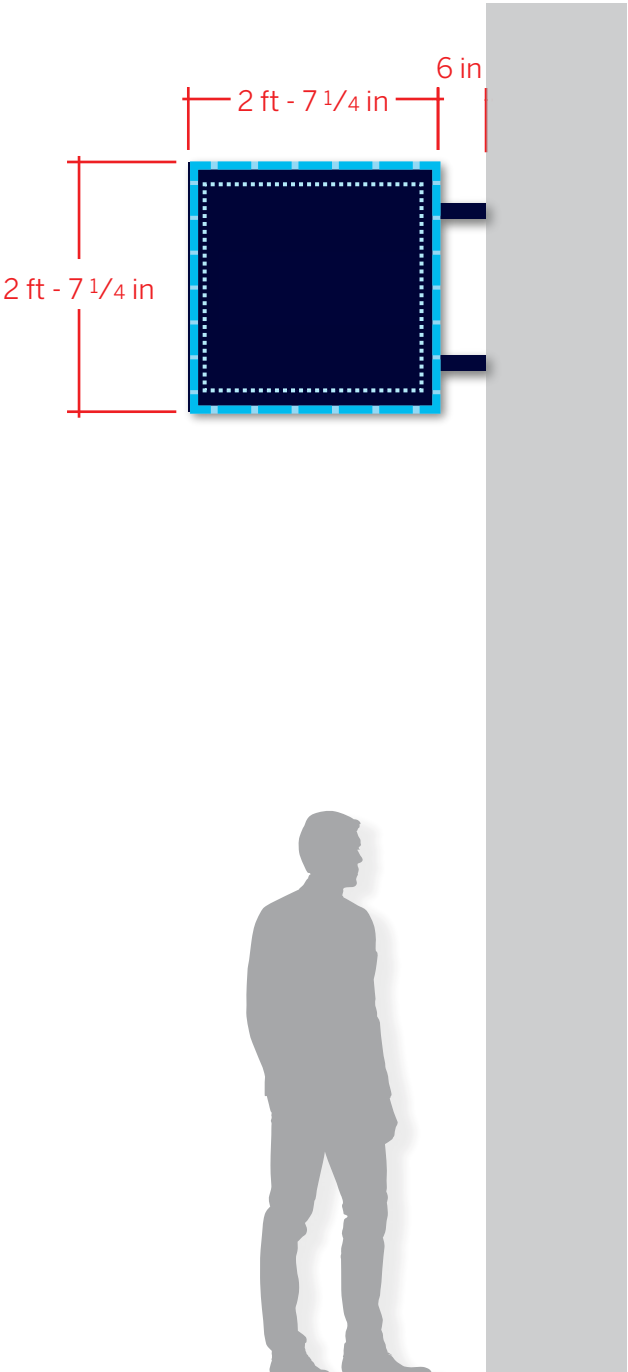
Primary sign should not exceed 35 square feet.
Secondary sign should not exceed 30% of total zone area.

3 60 FIRST STREET: CS CANALSIDE BLADE

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 — 60 FIRST (WEST)
NOT TO SCALE



BLADE SIGN — SIDE
SCALE 1/2" = 1'-0"

3 GUIDELINES

MATERIALS

Fabricated + painted aluminum blade with 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

Mounted perpendicularly to brick pier to left of connector entry, centered horizontally.
Signs may not exceed 13 feet off the ground.

QUANTITY

One (1) double-sided sign.

SIZE

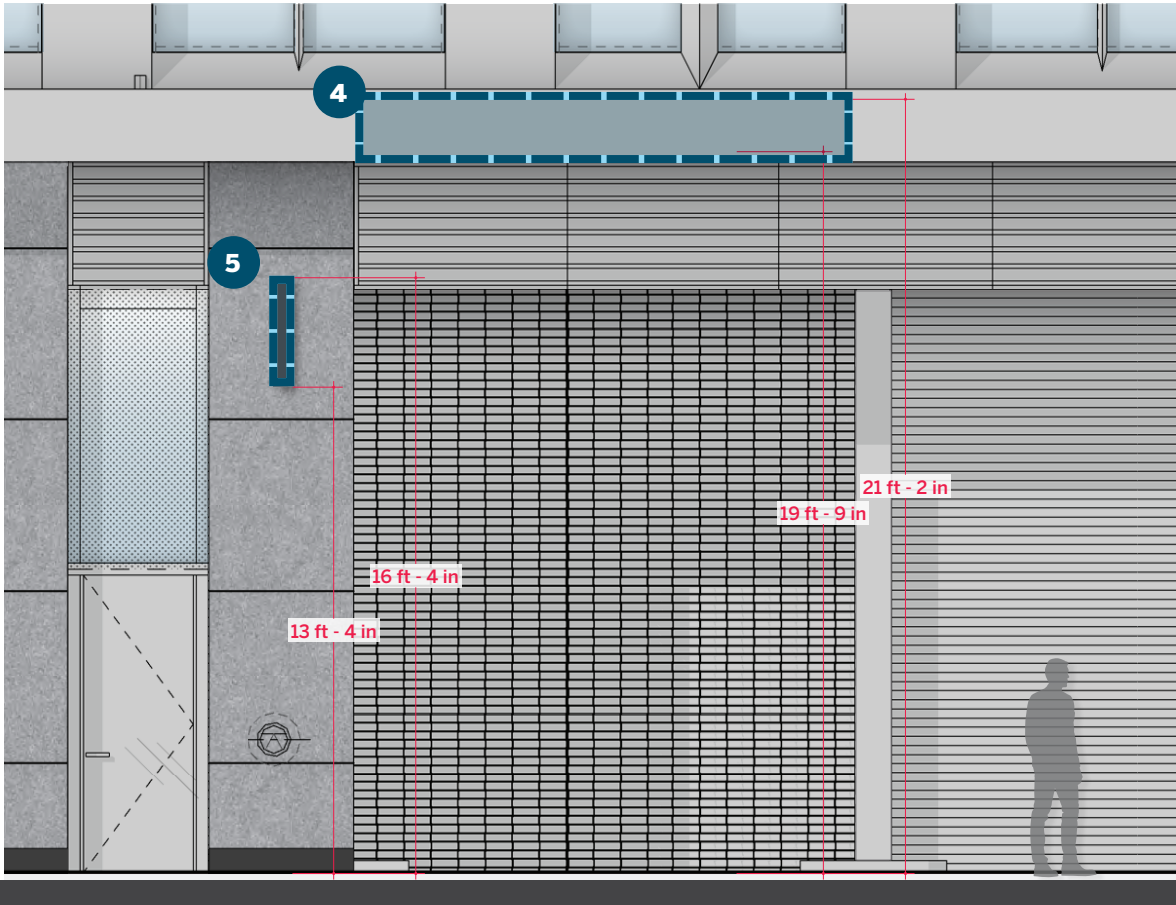
Sign should not exceed 7 square feet.

FIRST STREET FACADE

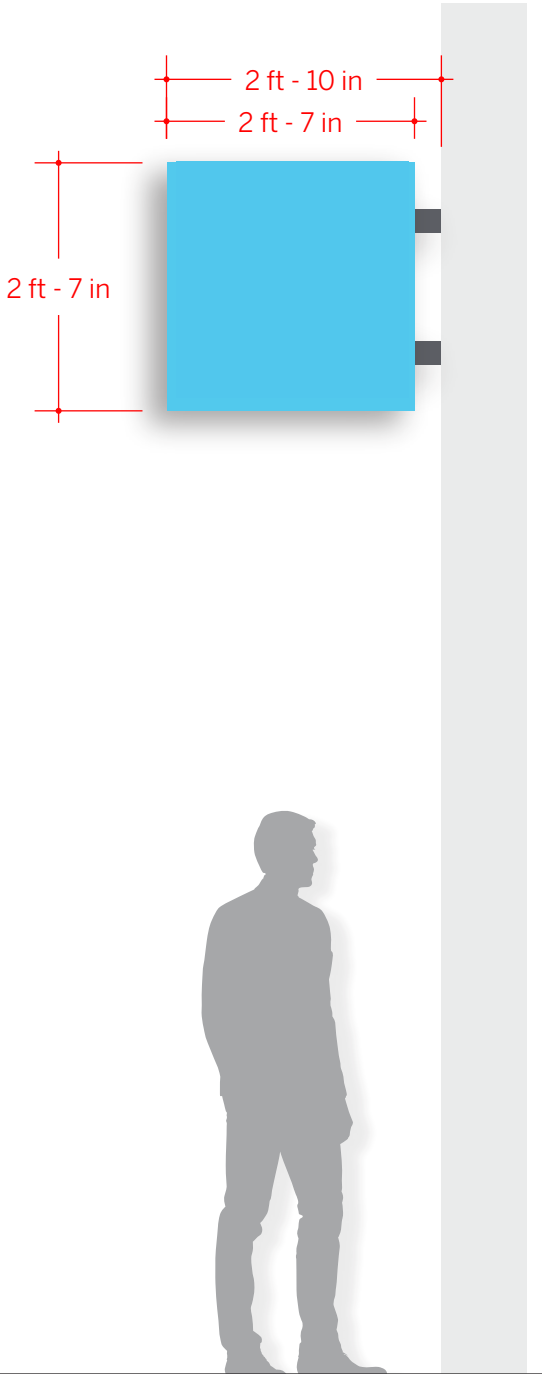
4
5

80 FIRST STREET: PARKING SIGNAGE

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
NOT TO SCALE



5 BLADE SIGN – SIDE
SCALE 1/2" = 1'-0"

4

ENTRY SIGN GUIDELINES

MATERIALS
Fabricated + painted metal dimensional letters.

MOUNTING
Flush-mount to canopy face above opening;
may not exceed 22 feet off ground

QUANTITY & SIZE
One (1) sign per entry.
Sign should not exceed 15 square feet.

5

BLADE GUIDELINES

MATERIALS
Fabricated + painted aluminum blade
with acrylic dimensional P

MOUNTING
Mounted perpendicularly to pier to
left of entry, centered horizontally; not
to exceed 18 feet off the ground.

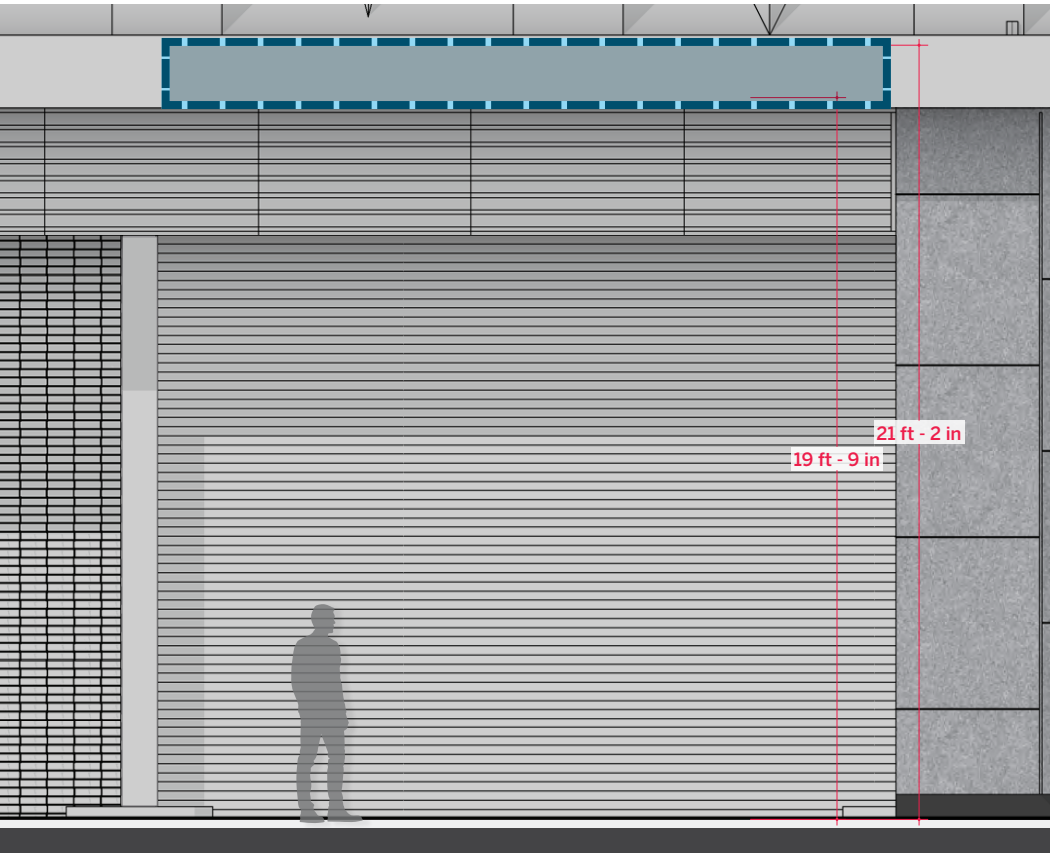
QUANTITY & SIZE
One (1) double-sided sign.
Sign should not exceed 7 square feet.

4 5

LIGHTING ALLOWED (FOR BOTH)
External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)

6 80 FIRST STREET: LOADING DOCK 2

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.



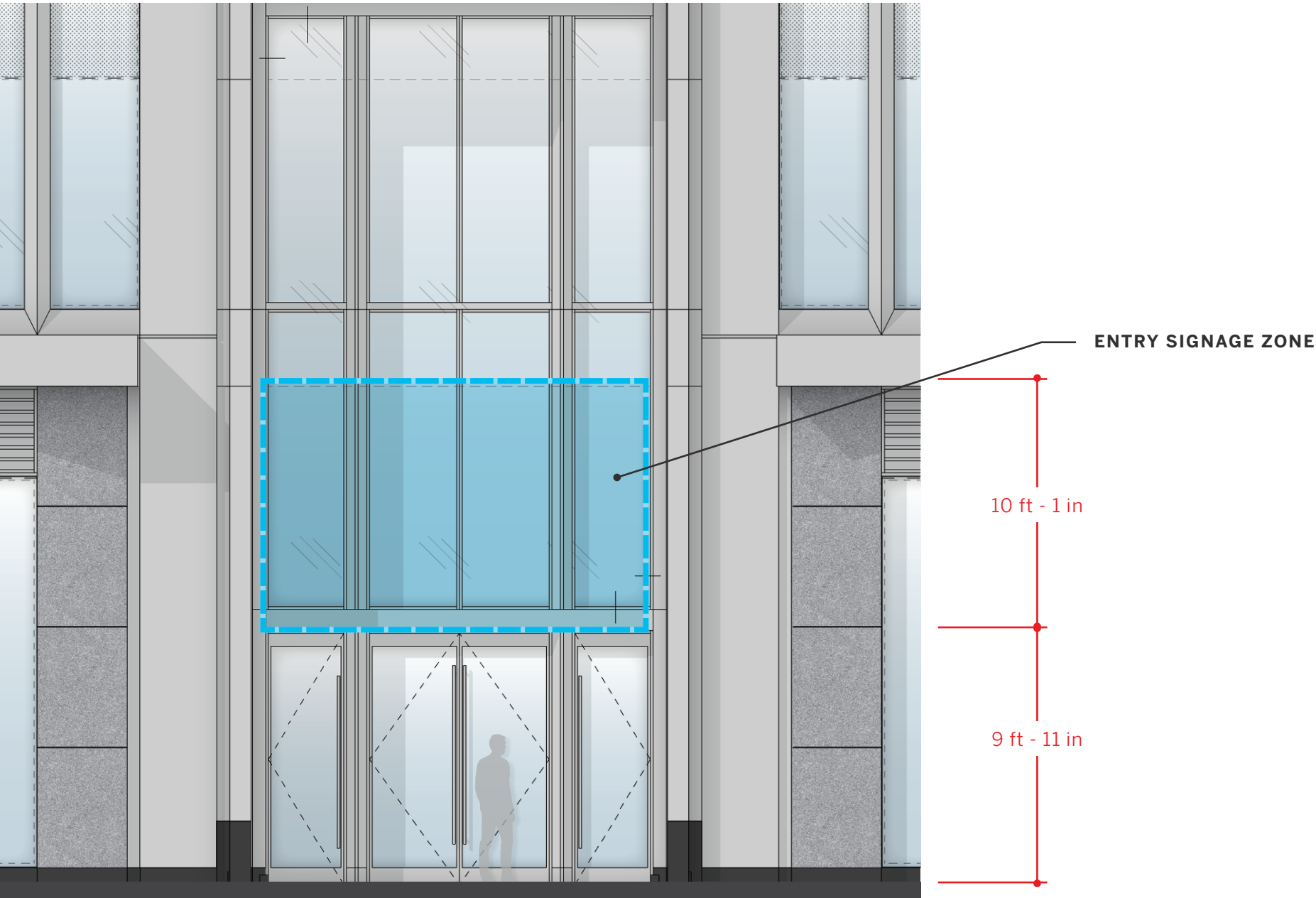
MOUNTING ELEVATION
NOT TO SCALE

6 GUIDELINES

- MATERIALS
Fabricated + painted metal dimensional letters
- LIGHTING ALLOWED
External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)
- MOUNTING
Flush-mount to canopy face above opening.
Sign may not exceed 22 feet off the ground
- QUANTITY
One (1) sign per entry.
- SIZE
Sign should not exceed 20 square feet.

7 80 FIRST STREET: BUILDING ENTRY (MAIN)

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 – 80 FIRST (WEST)

SCALE 3/16" = 1'-0"

7 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 20 feet off the ground.

QUANTITY

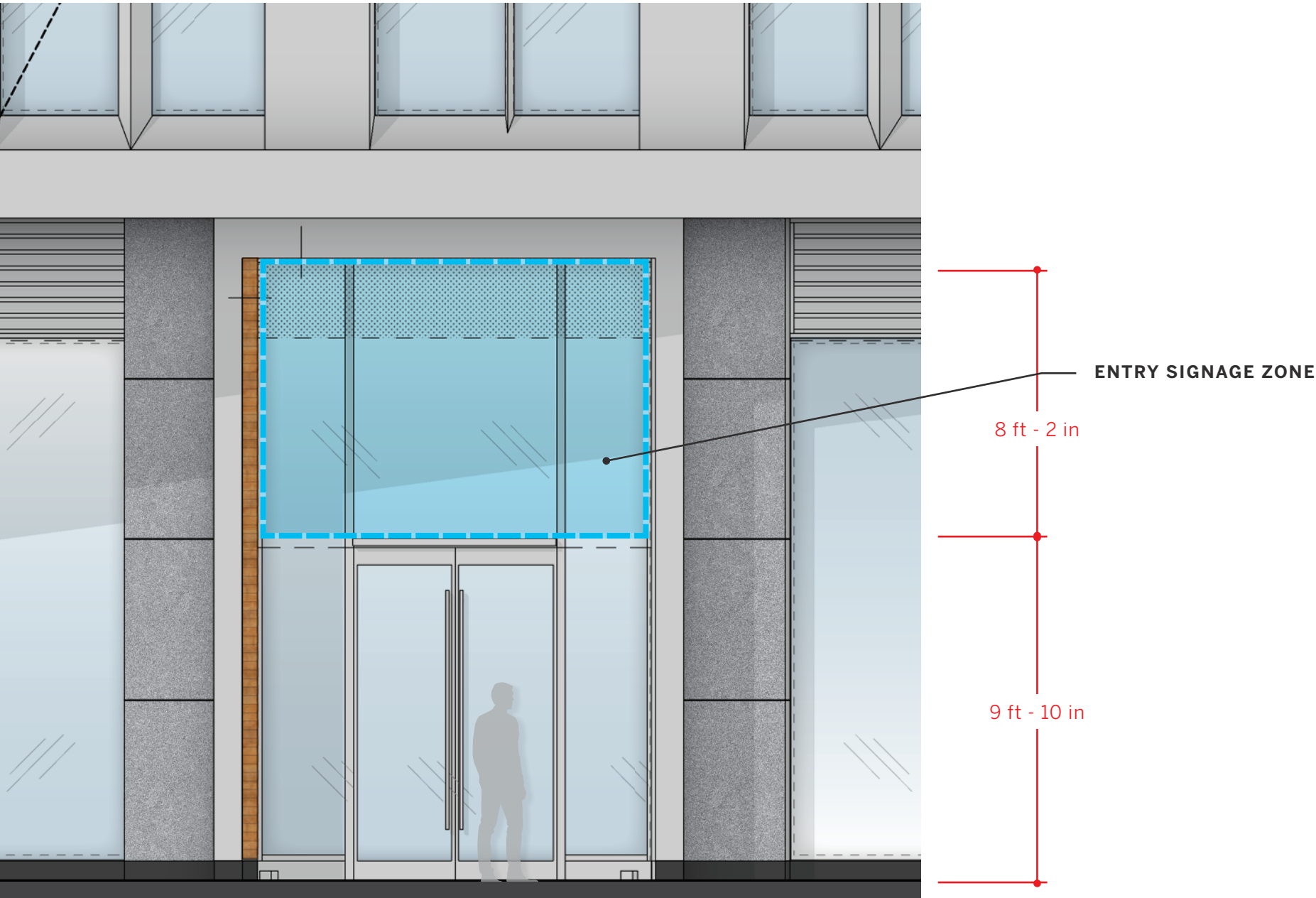
One (1) sign per entry.

SIZE

Sign should not exceed 40 square feet.

8 80 FIRST STREET: BUILDING ENTRY (COURTYARD)

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 – 80 FIRST (SOUTH)

SCALE 1/14" = 1'-0"

8 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 18 feet off the ground.

QUANTITY

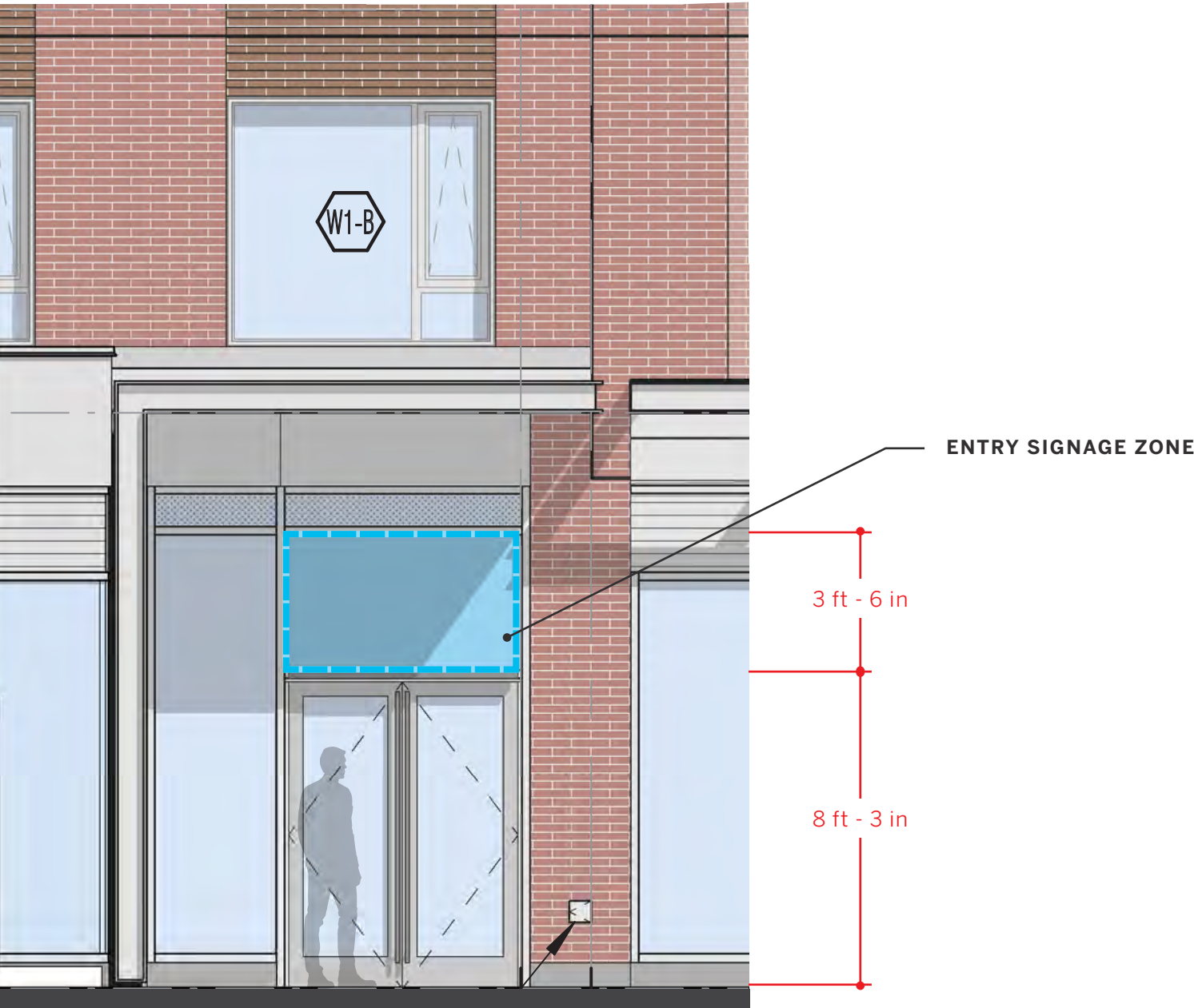
One (1) sign per entry.

SIZE

Sign should not exceed 20 square feet.

9 150 CAMBRIDGESIDE: BUILDING ENTRY (COURTYARD)

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 (NORTH)

SCALE 1/4" = 1'-0"

9 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 12 feet off the ground.

QUANTITY

One (1) sign per entry.

SIZE

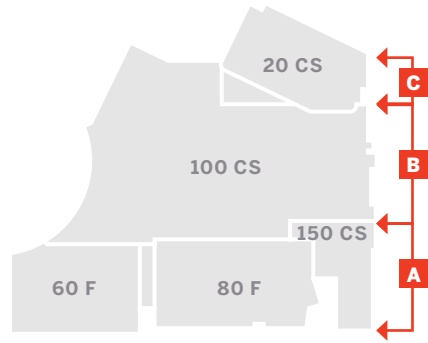
Sign should not exceed 20 square feet.

PROPOSED SIGNAGE LOCATIONS & GUIDELINES

Cambridgeside Place Facade

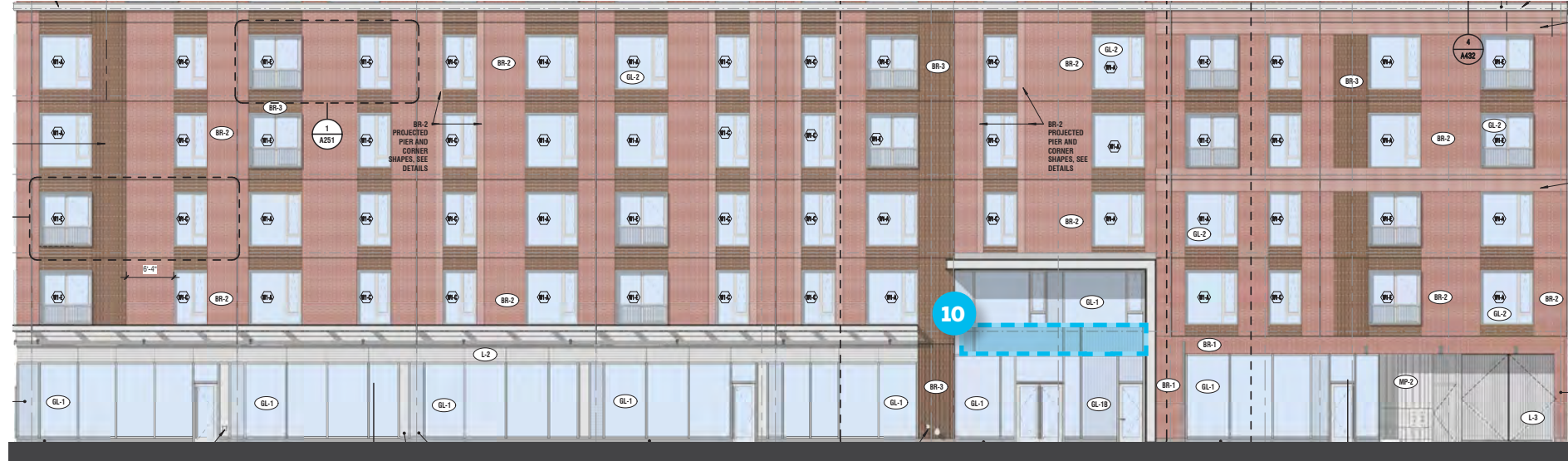
CAMBRIDGESIDE PLACE FACADE OVERVIEW

SEPTEMBER 2026



	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.



A 150 CAMBRIDGESIDE (SOUTH)

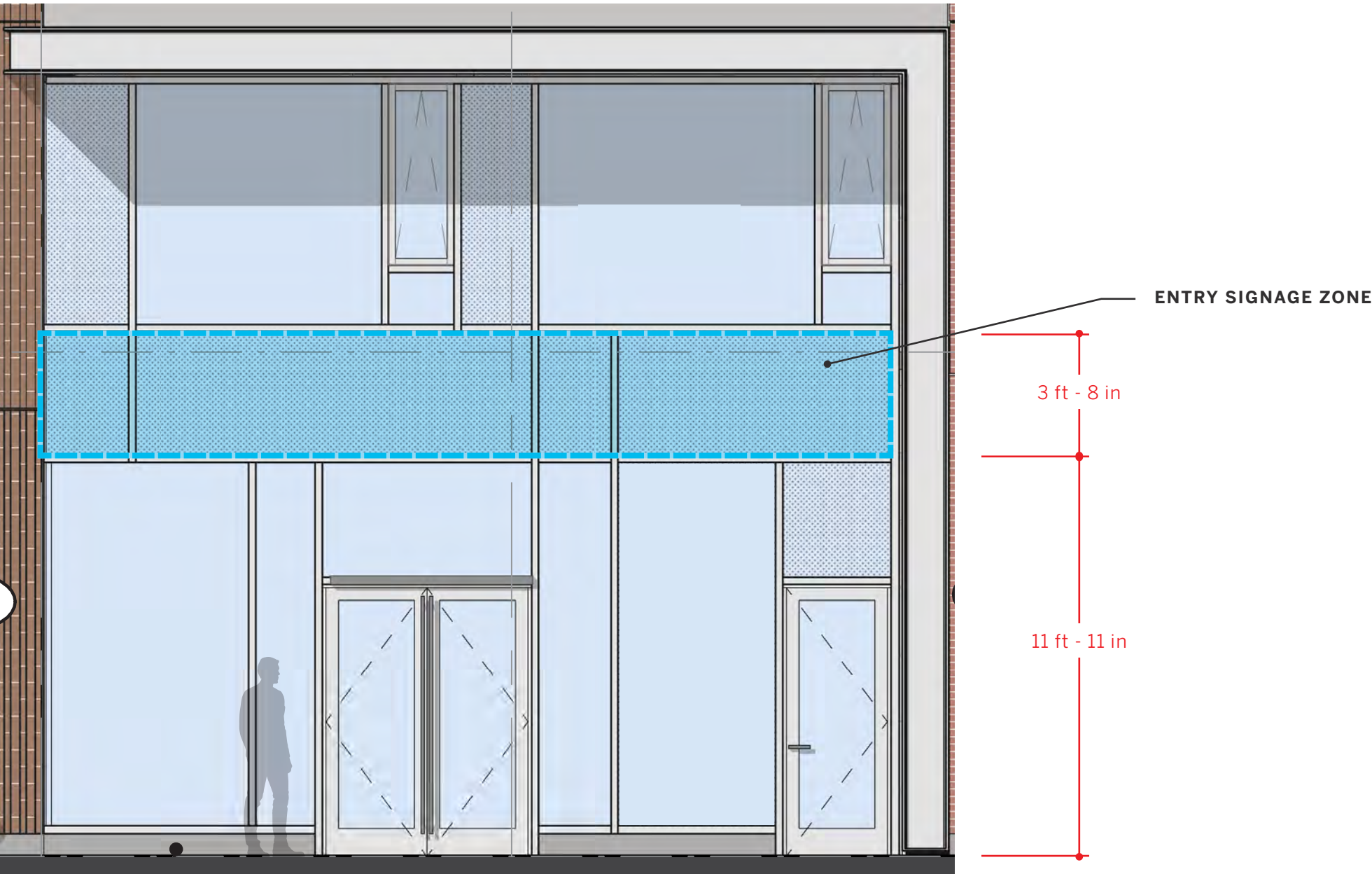


B 100 CAMBRIDGESIDE (SOUTH)

C 20 CAMBRIDGESIDE (SOUTH)

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

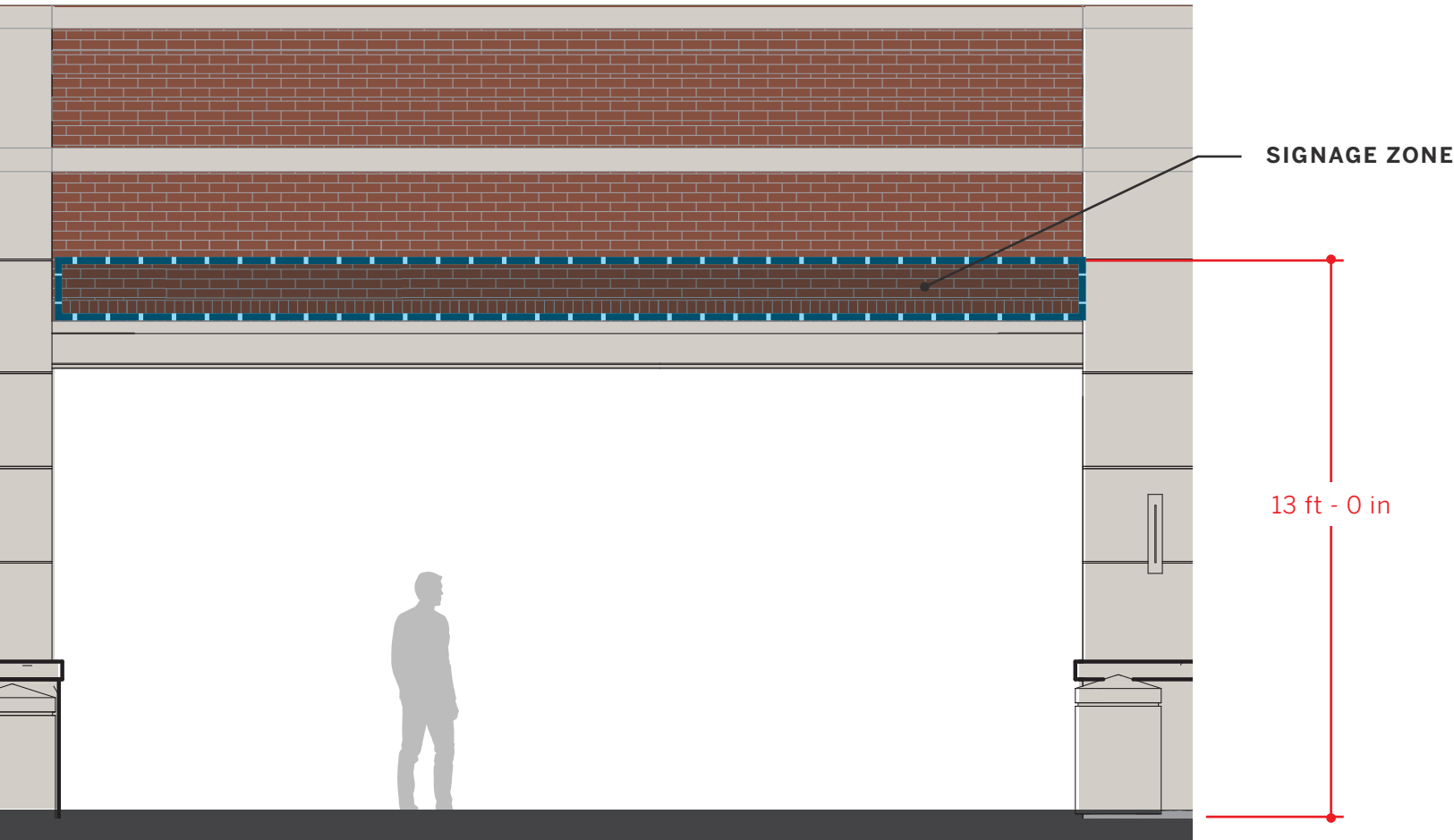
One (1) sign per entry.

SIZE

Sign should not exceed 30 square feet.

11 100 CAMBRIDGESIDE: NO ENTRY SIGN

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 – 100 CAMBRIDGESIDE (SOUTH)

SCALE 1/4" = 1'-0"

11 GUIDELINES

MATERIALS

Fabricated + painted metal dimensional letters

LIGHTING ALLOWED

External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
(face and edge illumination requires a variance)

MOUNTING

Flush-mount to facade above opening.
Sign may not exceed 13 feet off the ground.

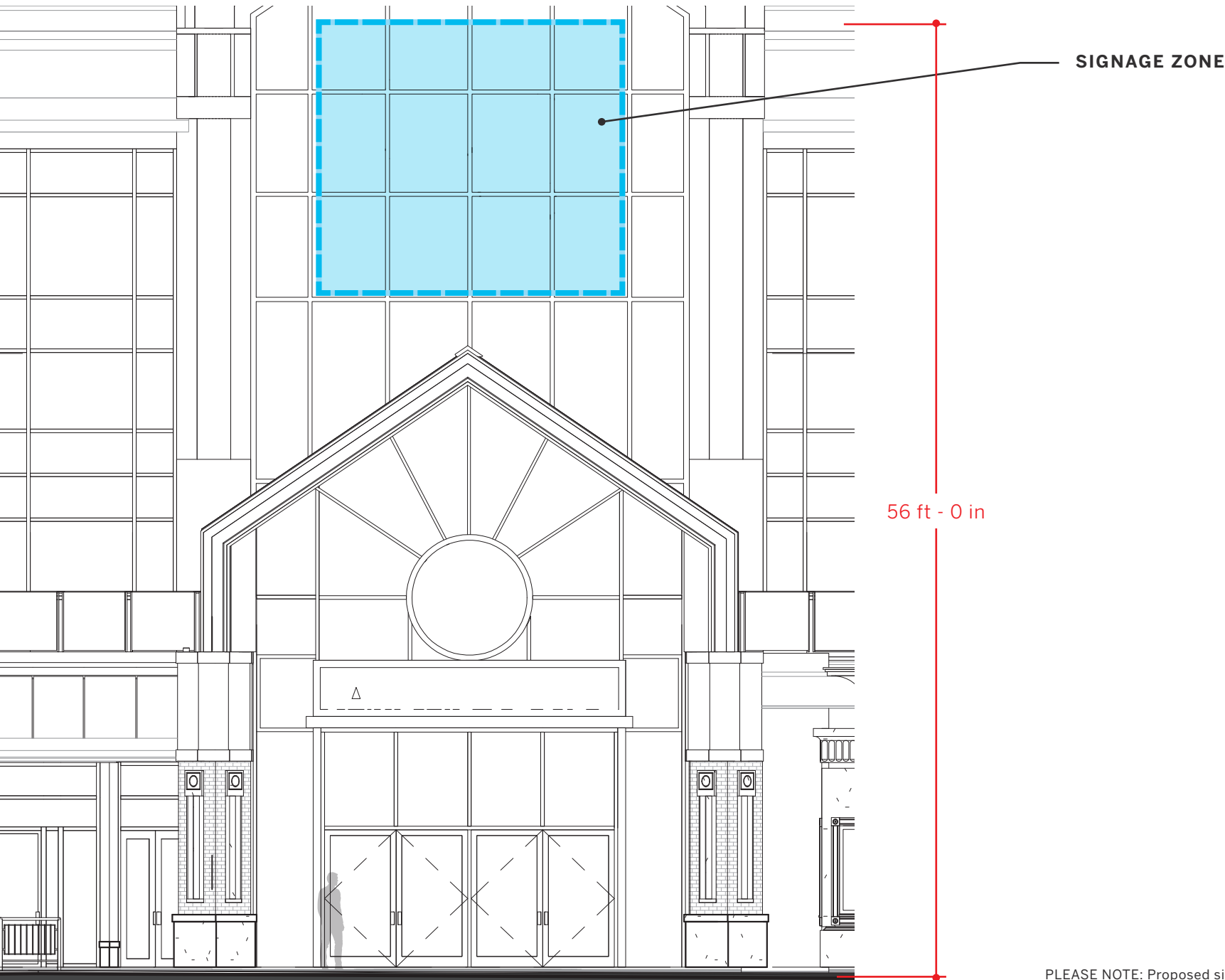
QUANTITY

One (1) sign per entry.

SIZE

Sign should not exceed 9 square feet.

12 100 CAMBRIDGESIDE: LARGE CS



MOUNTING ELEVATION – 100 CAMBRIDGESIDE (SOUTH)

SCALE 1/8" = 1'-0"

12 GUIDELINES

MATERIALS

Fabricated + painted metal dimensional letters

LIGHTING ALLOWED

External Downlighting (Gooseneck Fixtures)

Halo-Lit (Reverse Channel Letters)

Concealed Uplighting/Downlighting Strips

Face or edge illumination (variance required)

MOUNTING

Flush-mount to mullions.

Sign may not exceed 56 feet off the ground.

QUANTITY

One (1) sign.

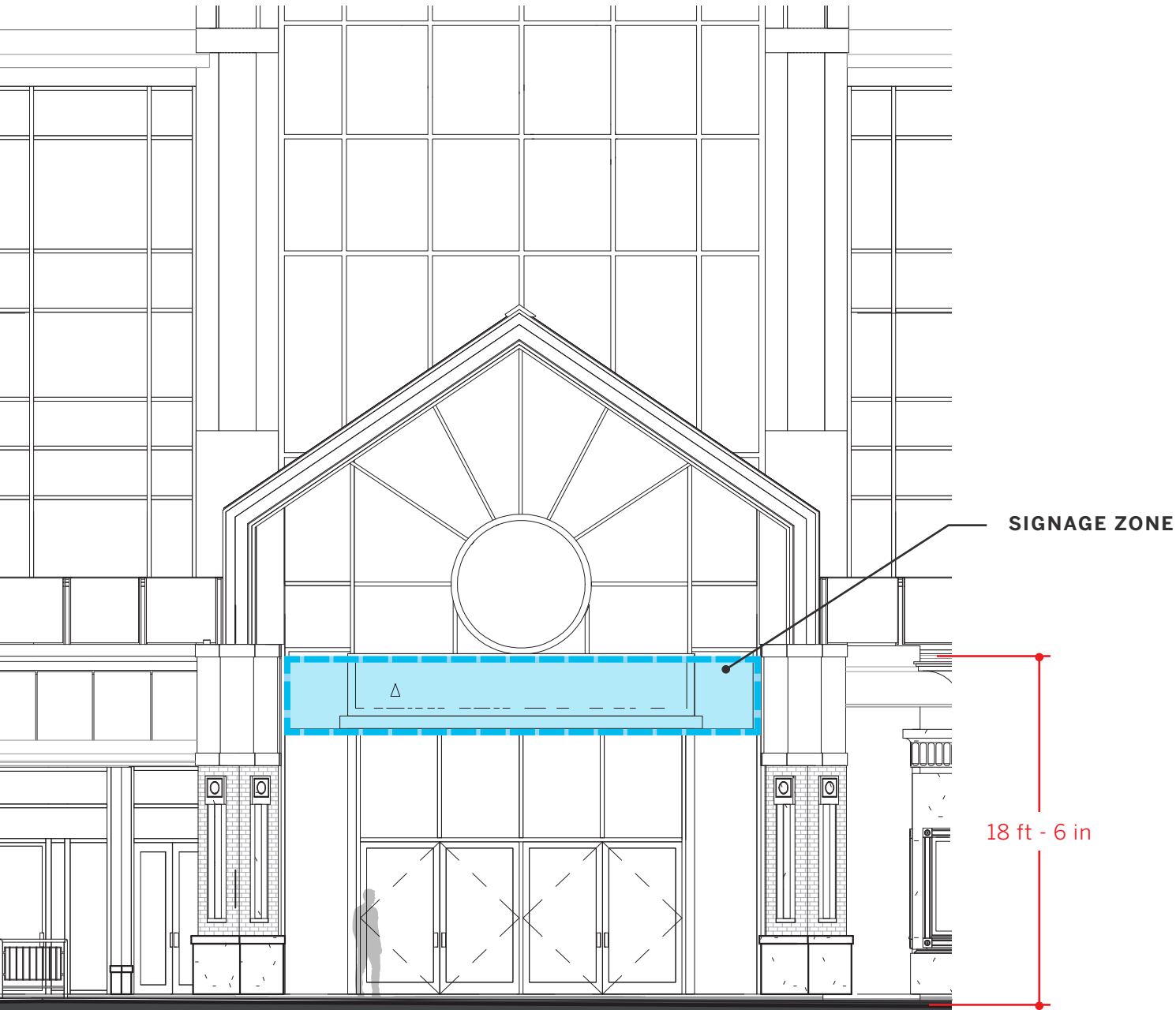
SIZE

Sign should not exceed 198 square feet.

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.

13 100 CAMBRIDGESIDE: RETAIL 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 – 100 CAMBRIDGESIDE (SOUTH)

SCALE 1/8" = 1'-0"

13 GUIDELINES

MATERIALS

Fabricated + painted metal dimensional letters

LIGHTING ALLOWED

External Downlighting (Gooseneck Fixtures)

Halo-Lit (Reverse Channel Letters)

Concealed Uplighting/Downlighting Strips

Face or edge illumination (variance required)

MOUNTING

Flush-mount to mullions above entry.

Sign may not exceed 18.5 feet off the ground.

QUANTITY

One (1) sign.

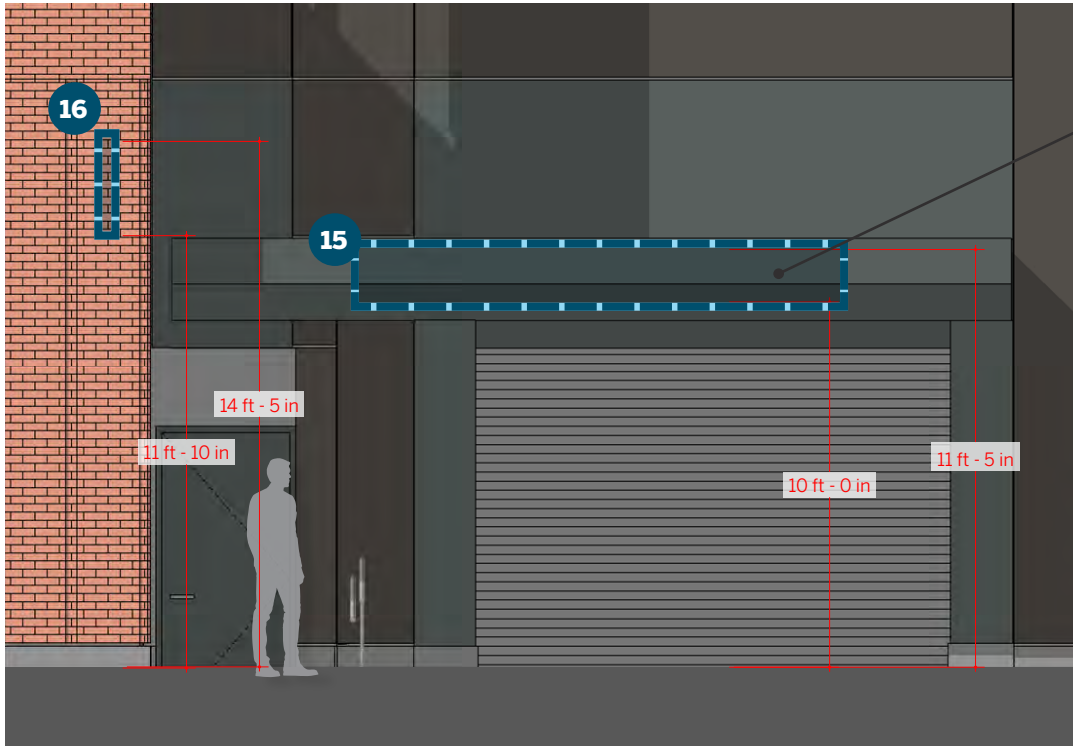
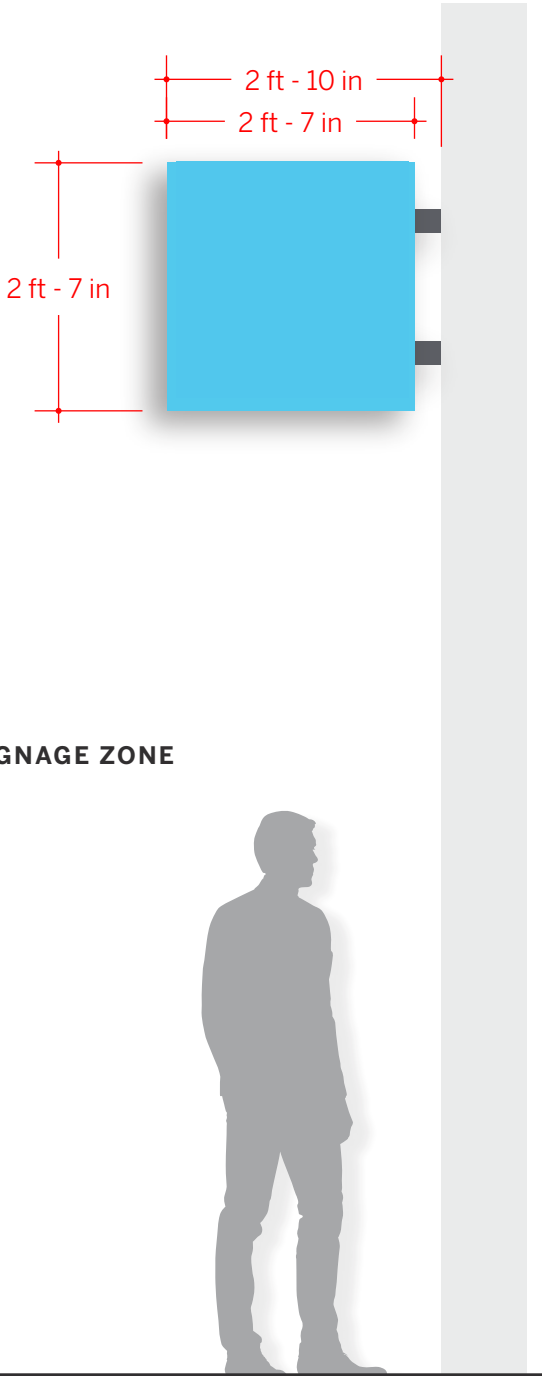
SIZE

Sign should not exceed 66 square feet.

15
16

20 CAMBRIDGESIDE: PARKING SIGNAGE

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 – 20 CAMBRIDGESIDE (SOUTH)
NOT TO SCALE

SIGNAGE ZONE

16 BLADE SIGN – SIDE
SCALE 1/2" = 1'-0"

15 ENTRY SIGN GUIDELINES

- MATERIALS**
Fabricated + painted metal dimensional letters.
- MOUNTING**
Flush-mount to canopy face above opening; may not exceed 12 feet off ground.
- QUANTITY & SIZE**
One (1) sign per entry.
Sign should not exceed 15 square feet.

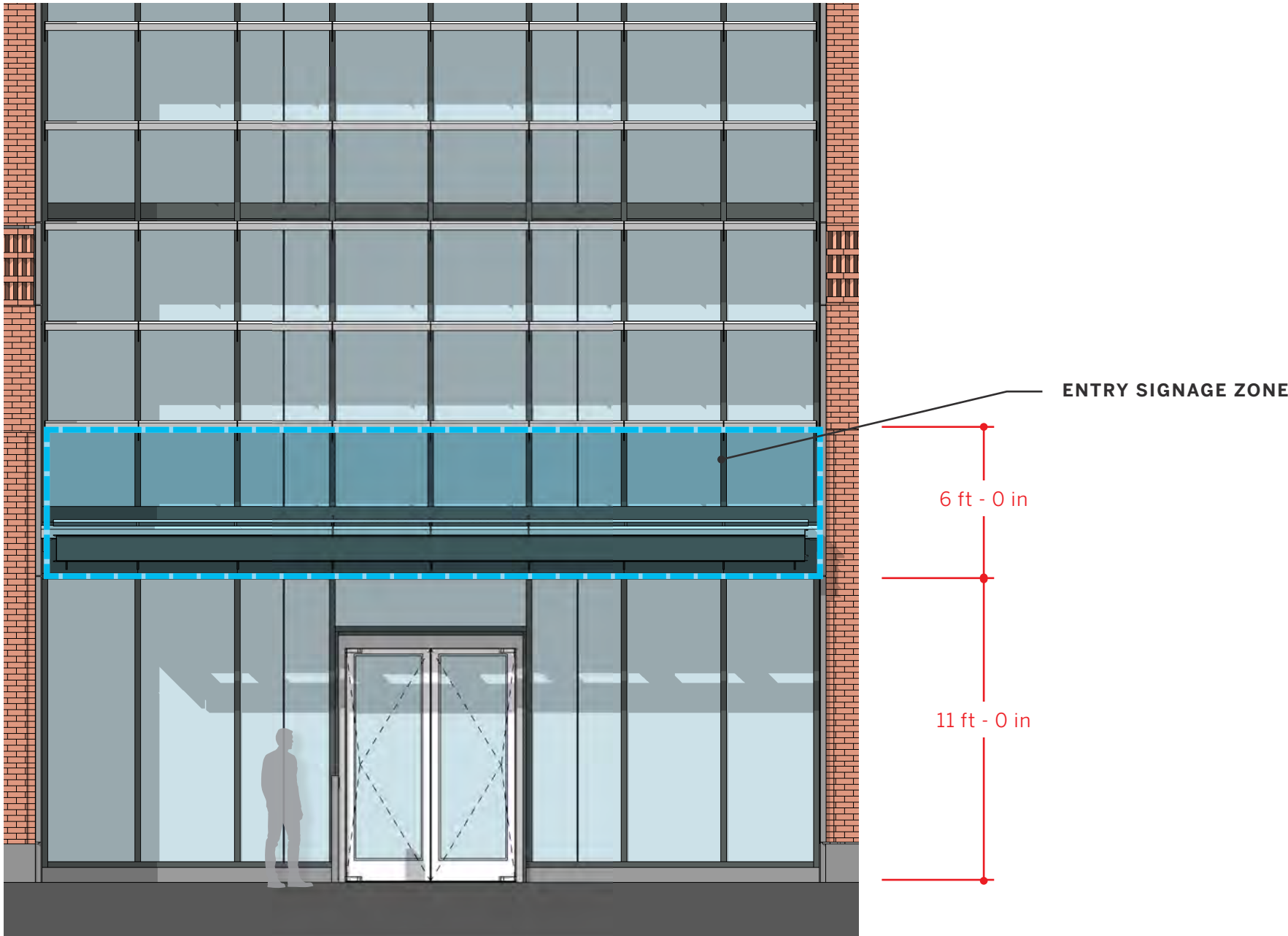
16 BLADE GUIDELINES

- MATERIALS**
Fabricated + painted aluminum blade with acrylic dimensional P
- MOUNTING**
Mounted perpendicularly to pier to left of entry, centered horizontally; not to exceed 16 feet off the ground.
- QUANTITY & SIZE**
One (1) double-sided sign.
Sign should not exceed 7 square feet.

- 15 16 LIGHTING ALLOWED (FOR BOTH)**
External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)

17 20 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 — 20 CAMBRIDGESIDE (SOUTH)
NOT TO SCALE

17 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 17 feet off the ground.

QUANTITY

One (1) sign per entry.

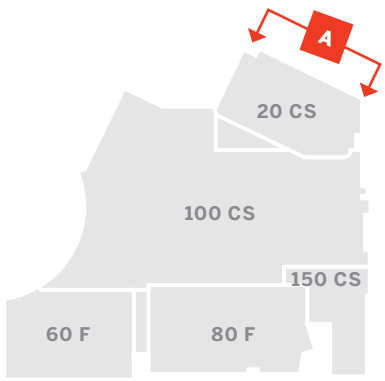
SIZE

Sign should not exceed 27 square feet.

PROPOSED SIGNAGE LOCATIONS & GUIDELINES

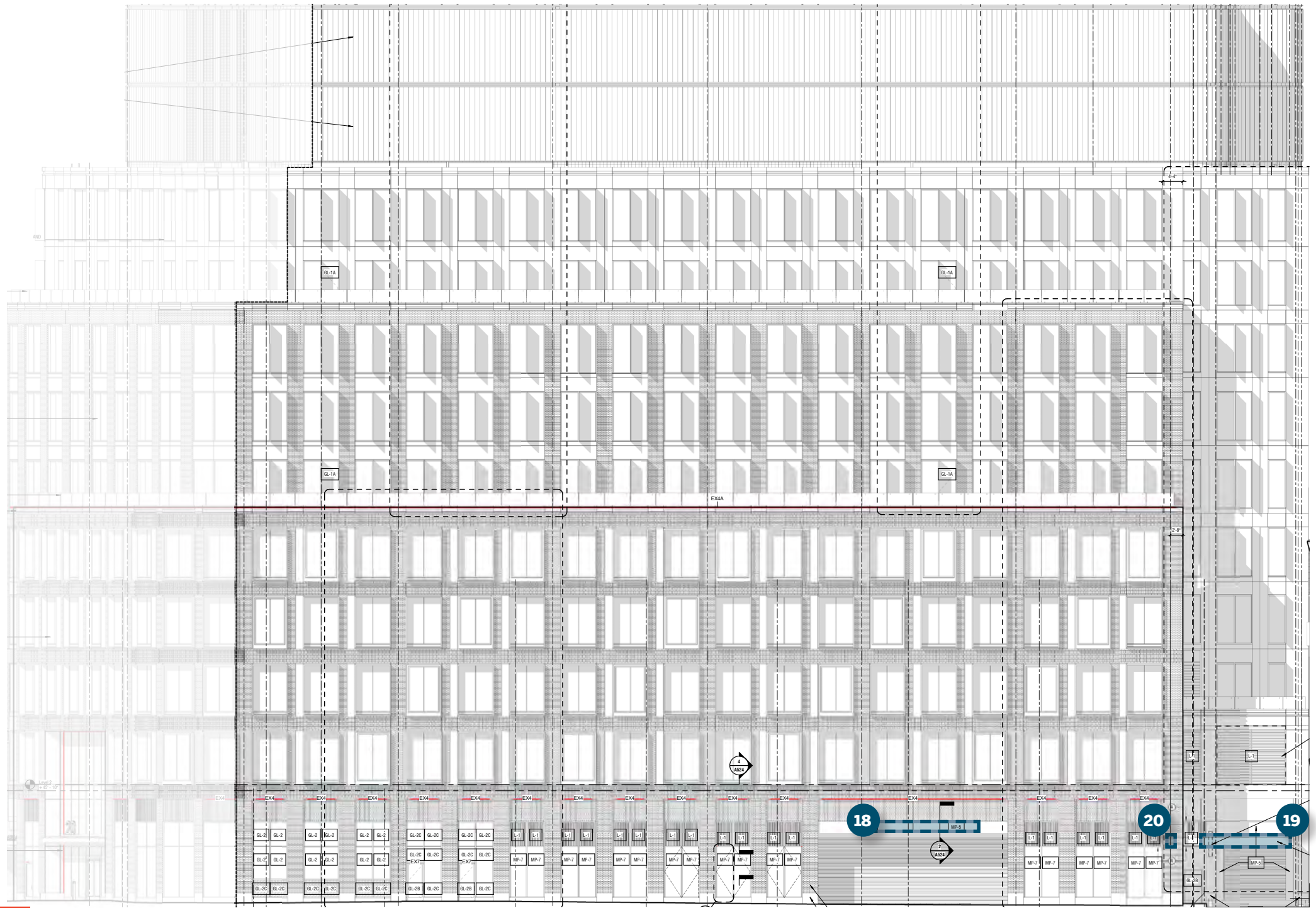
Land Boulevard Facade

LAND BOULEVARD FACADE
OVERVIEW



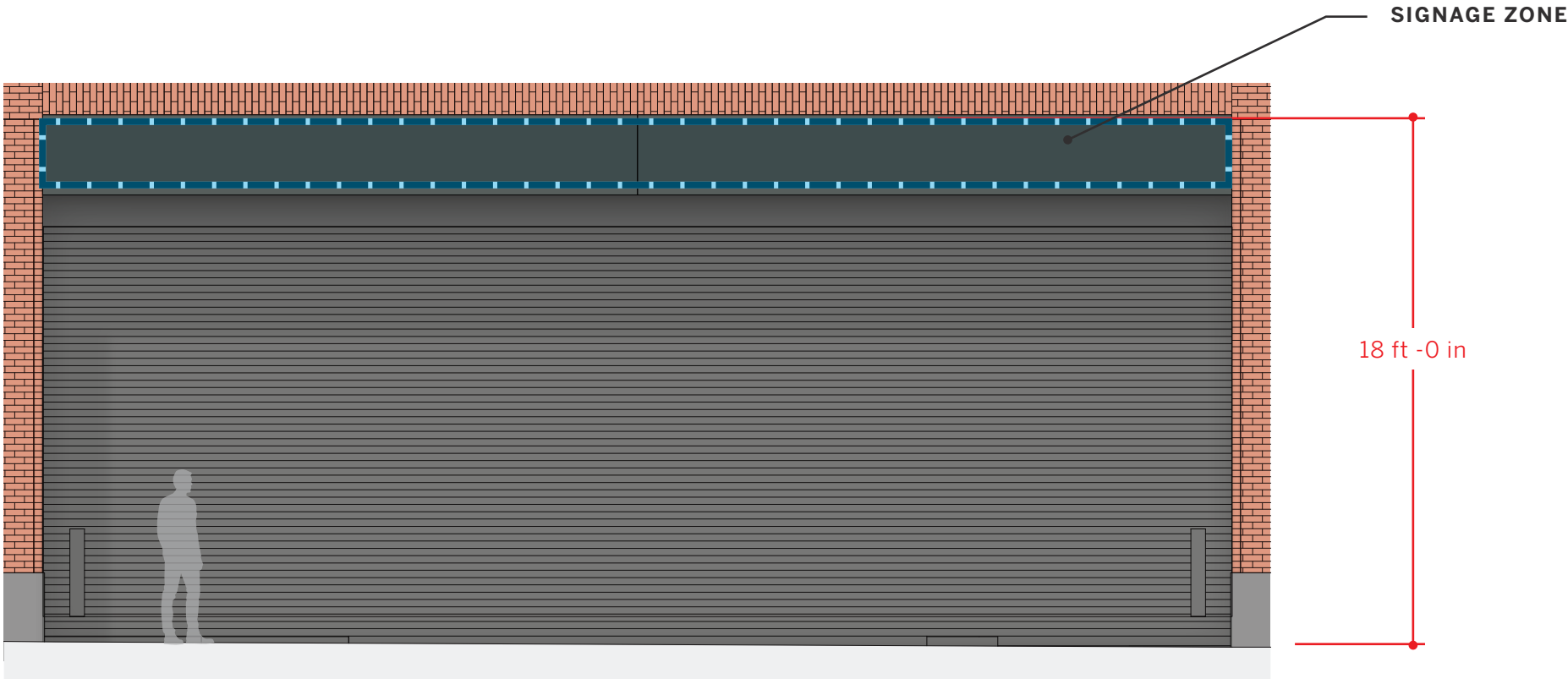
NAME	QTY	TOTAL SF
20 CAMBRIDGESIDE		
18 LOADING SIGN (DOCK 1)	1	19
19 PARKING ENTRY SIGN	1	15
20 PARKING BLADE	1	9

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



A 20 CAMBRIDGESIDE (EAST)

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
NOT TO SCALE

GUIDELINES

MATERIALS

Fabricated + painted metal dimensional letters

LIGHTING ALLOWED

- External Downlighting (Gooseneck Fixtures)
- Halo-Lit (Reverse Channel Letters)
- Concealed Uplighting/Downlighting Strips
- Face or edge illumination (variance required)*

MOUNTING

Flush-mount to facade above opening.
Sign may not exceed 18 feet off the ground.

QUANTITY

One (1) sign per entry.

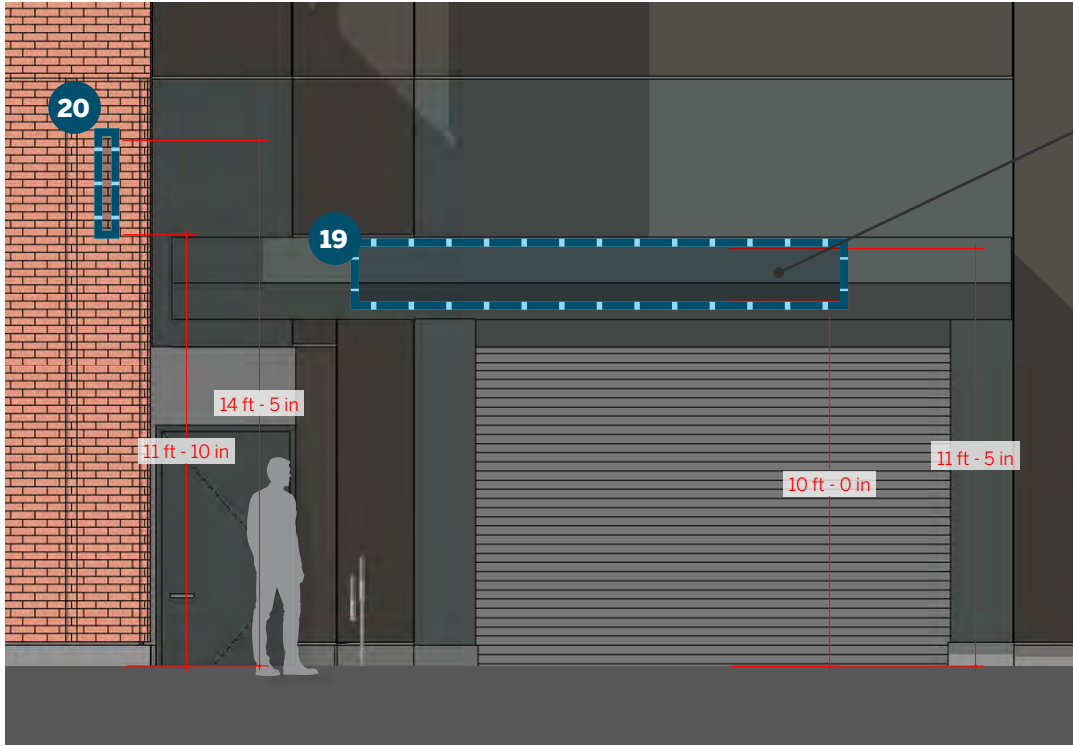
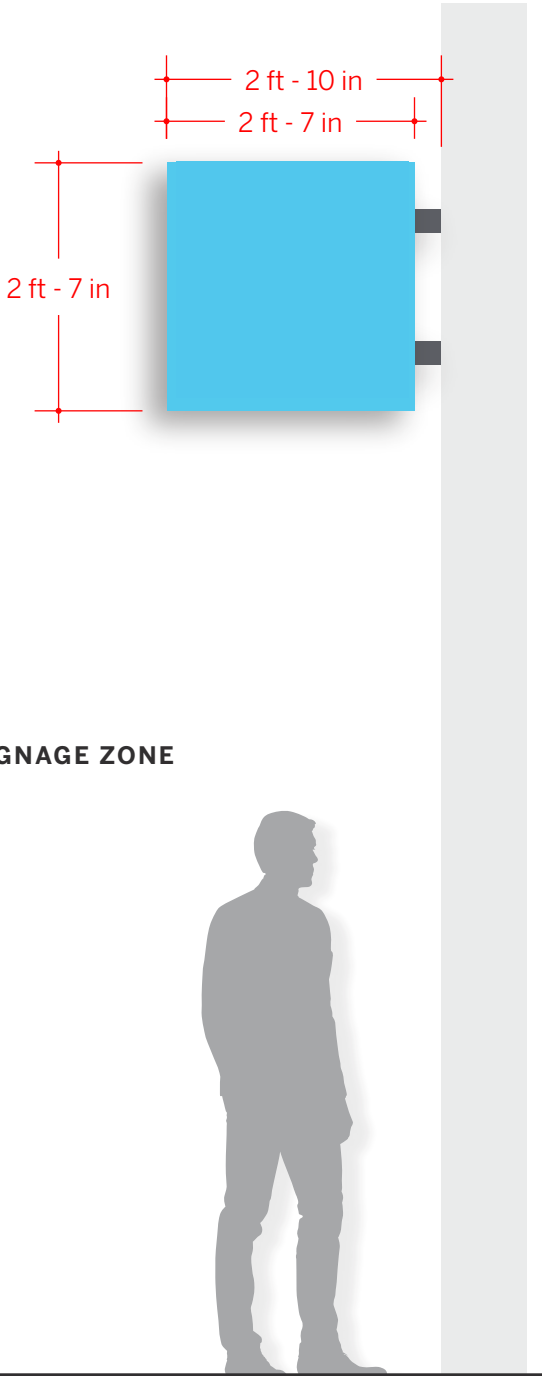
SIZE

Sign should not exceed 19 square feet.

19
20

20 CAMBRIDGESIDE: PARKING SIGNAGE

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
NOT TO SCALE

SIGNAGE ZONE

20 BLADE SIGN – SIDE
SCALE 1/2" = 1'-0"

19

ENTRY SIGN GUIDELINES

MATERIALS

Fabricated + painted metal dimensional letters.

MOUNTING

Flush-mount to canopy face above opening; may not exceed 12 feet off ground.

QUANTITY & SIZE

One (1) sign per entry.
Sign should not exceed 15 square feet.

20

BLADE GUIDELINES

MATERIALS

Fabricated + painted aluminum blade with acrylic dimensional P

MOUNTING

Mounted perpendicularly to pier to left of entry, centered horizontally; not to exceed 15 feet off the ground.

QUANTITY & SIZE

One (1) double-sided sign.
Sign should not exceed 7 square feet.

19

20

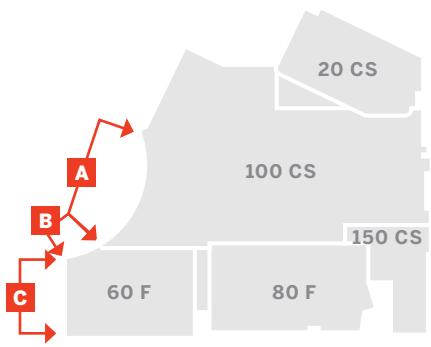
LIGHTING ALLOWED (FOR BOTH)

External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)

PROPOSED SIGNAGE LOCATIONS & GUIDELINES

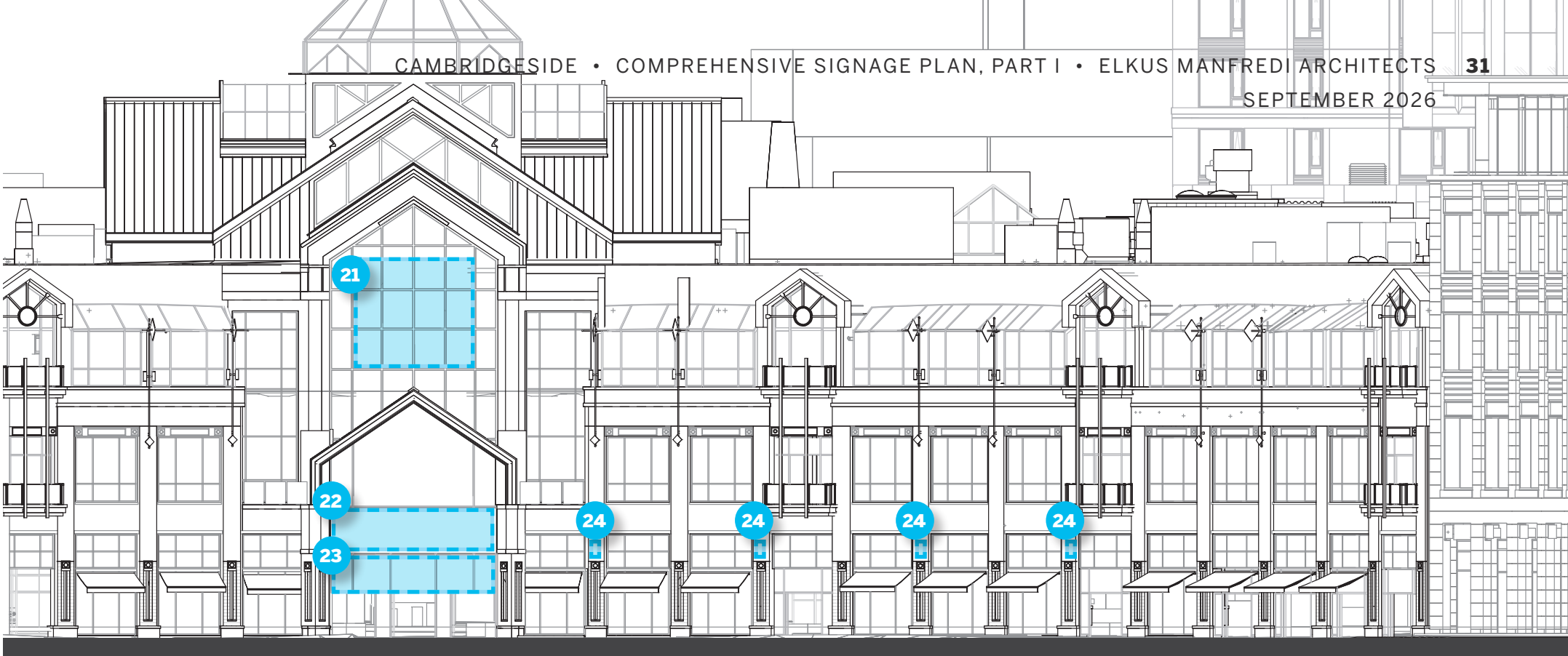
Canal Park Facade

CANAL PARK FACADE
OVERVIEW

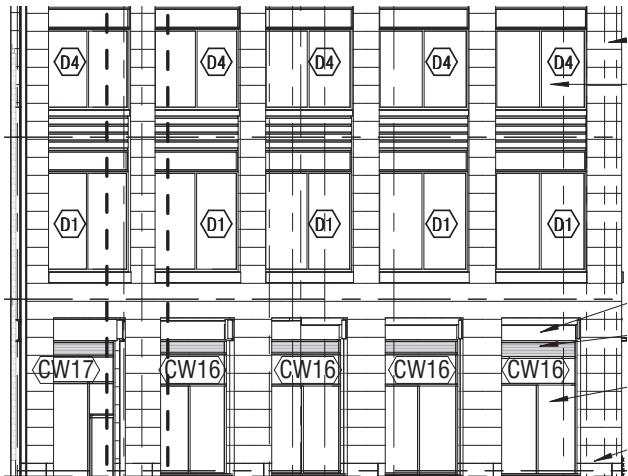


NAME	QTY	TOTAL SF
100 CAMBRIDGESIDE		
21 LARGE CS	1	198
22 RETAIL ENTRY	1	66
23 CS CANALSIDE ENTRY	1	18
24 CS CANALSIDE BLADE	4	28

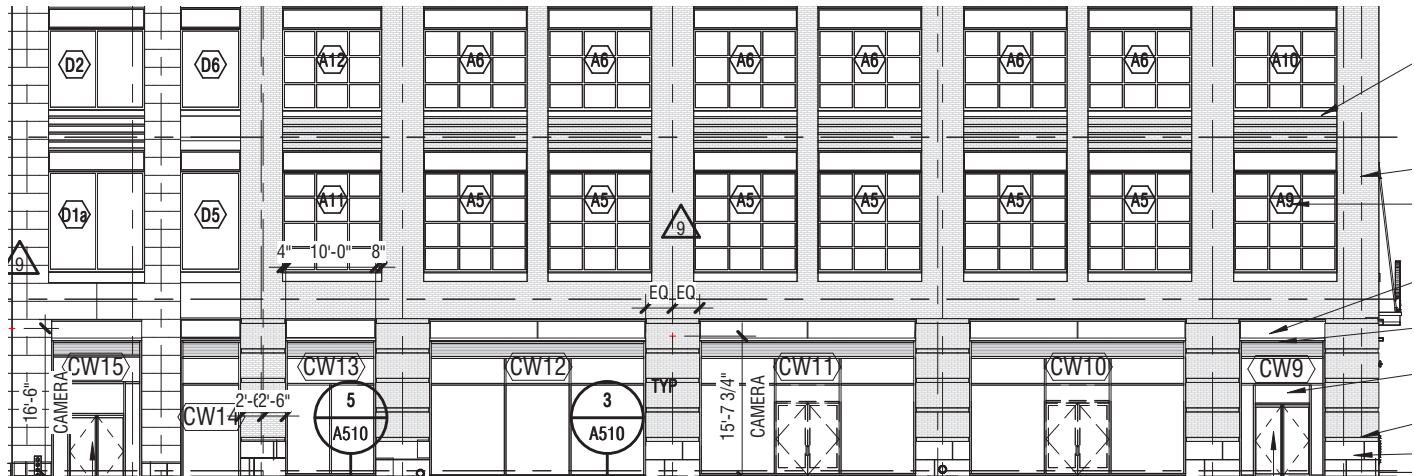
Signage location bands/zones noted.
Final locations and quantities of specific
signs bands/zones TBD, subject to
compliance with the Guidelines herein.



A 100 CAMBRIDGESIDE (NORTH)

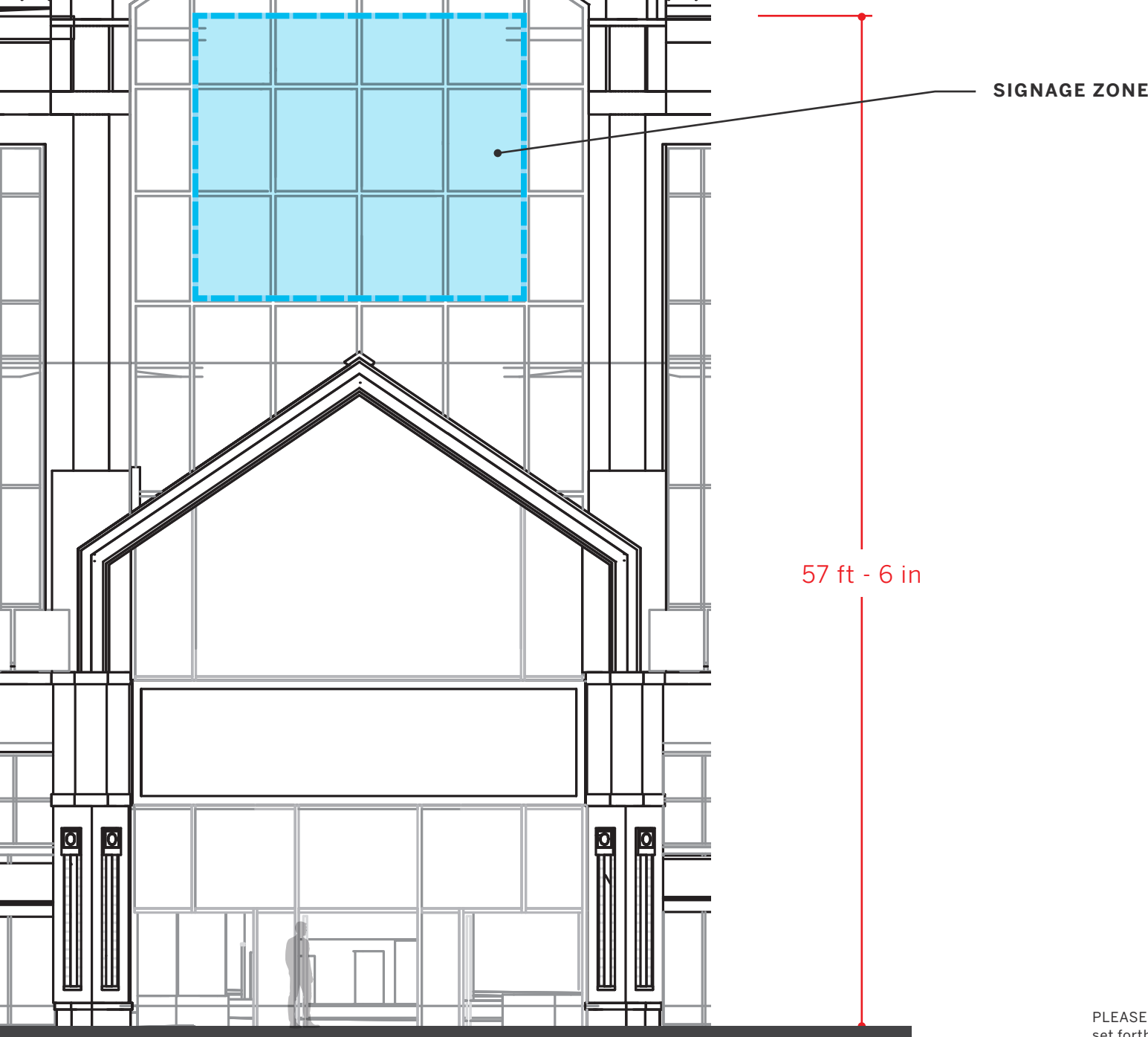


B 60 FIRST STREET (EAST)



C 60 FIRST STREET (NORTH)

21 100 CAMBRIDGESIDE: LARGE CS



MOUNTING ELEVATION – 100 CAMBRIDGESIDE (SOUTH)

SCALE 1/8" = 1'-0"

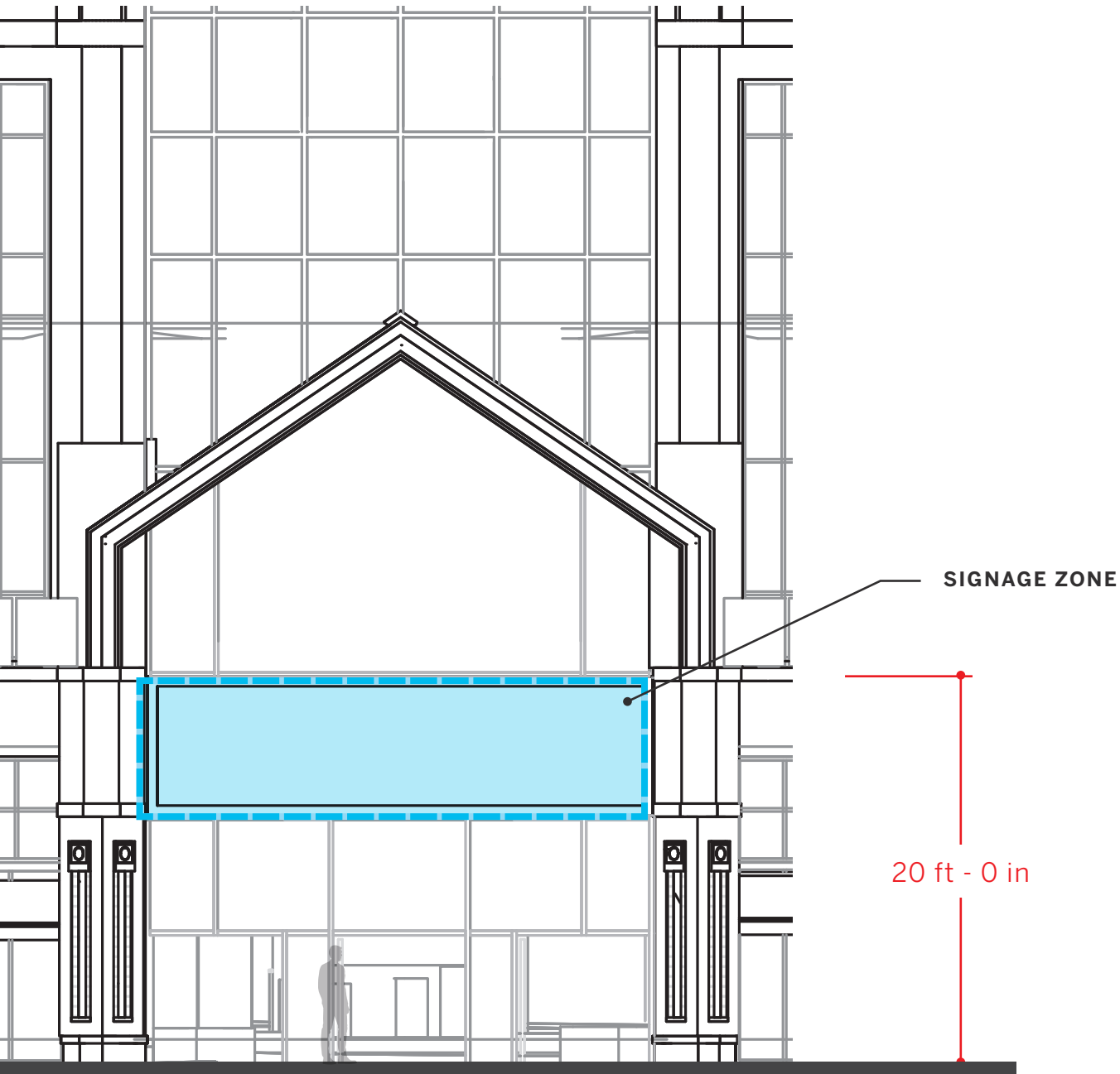
21 GUIDELINES

- MATERIALS**
Fabricated + painted metal dimensional letters
- LIGHTING ALLOWED**
External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)
- MOUNTING**
Flush-mount to mullions.
Sign may not exceed 57.5 feet off the ground
- QUANTITY**
One (1) sign.
- SIZE**
Sign should not exceed 198 square feet.

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.

22 **100 CAMBRIDGESIDE: RETAIL 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 – 100 CAMBRIDGESIDE (SOUTH)

SCALE 1/8" = 1'-0"

SEPTEMBER 2026

22 **GUIDELINES**

MATERIALS

Fabricated + painted metal dimensional letters

LIGHTING ALLOWED

External Downlighting (Gooseneck Fixtures)

Halo-Lit (Reverse Channel Letters)

Concealed Uplighting/Downlighting Strips

Face or edge illumination (variance required)

MOUNTING

Flush-mount to mullions above entry.

Sign may not exceed 20 feet off the ground.

QUANTITY

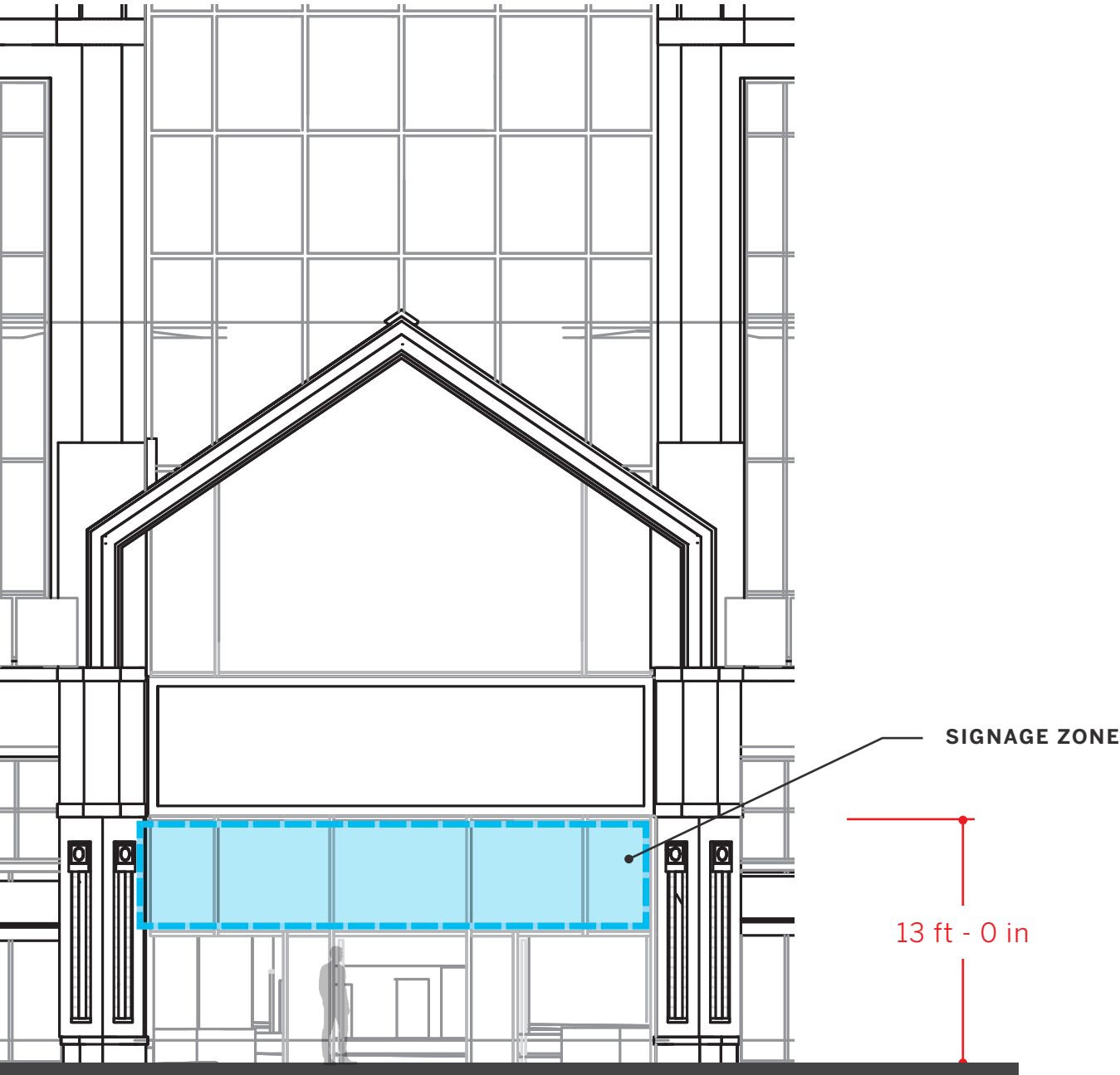
One (1) sign.

SIZE

Sign should not exceed 66 square feet.

23 100 CAMBRIDGESIDE: CANALSIDE 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 – 100 CAMBRIDGESIDE (SOUTH)

SCALE 1/8" = 1'-0"

23 GUIDELINES

MATERIALS

Window film

LIGHTING ALLOWED

- External Downlighting (Gooseneck Fixtures)
- Halo-Lit (Reverse Channel Letters)
- Concealed Uplighting/Downlighting Strips
- Face or edge illumination (variance required)

MOUNTING

- Adhered to second surface of glassa above entry.
- Sign may not exceed 13 feet off the ground.

QUANTITY

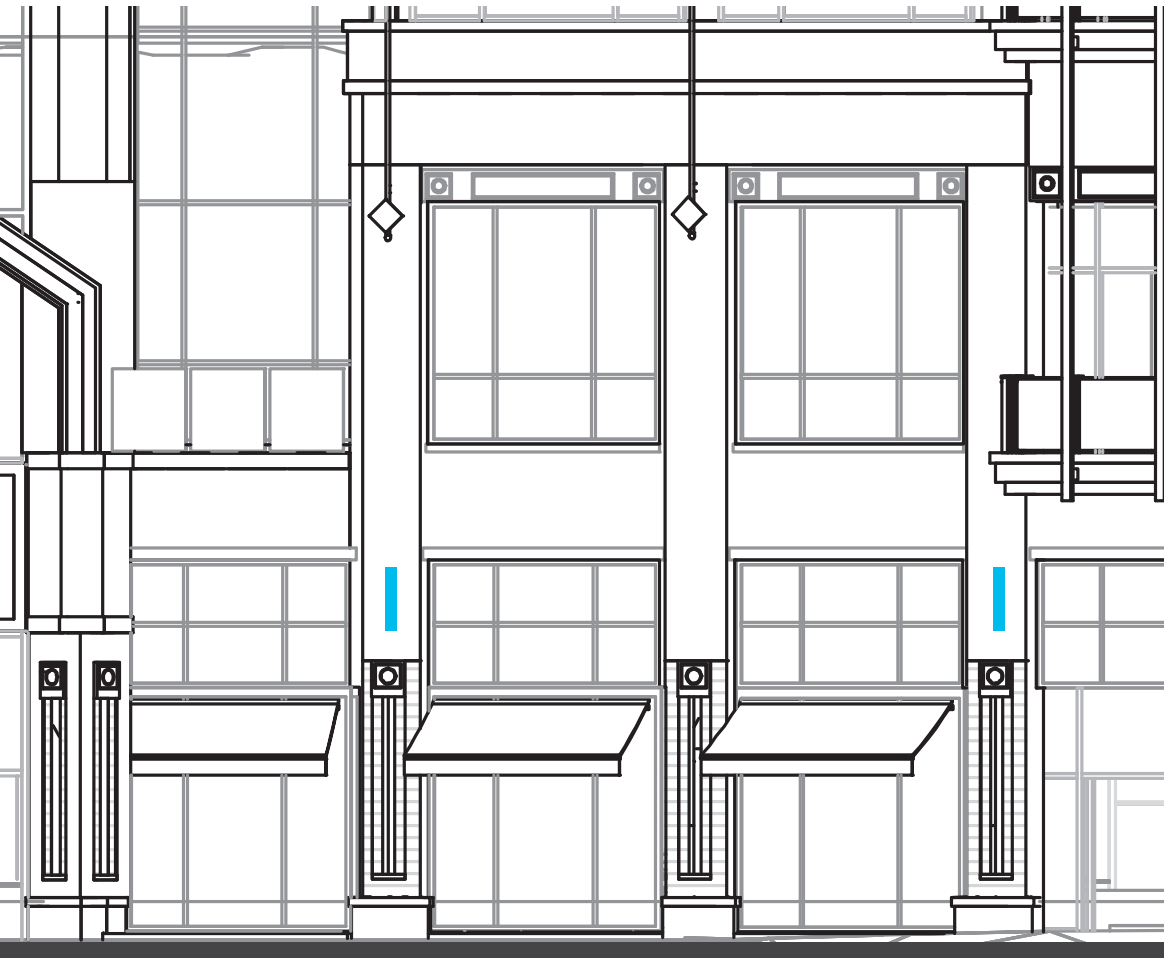
One (1) sign per entry.

SIZE

Sign should not exceed 18 square feet.

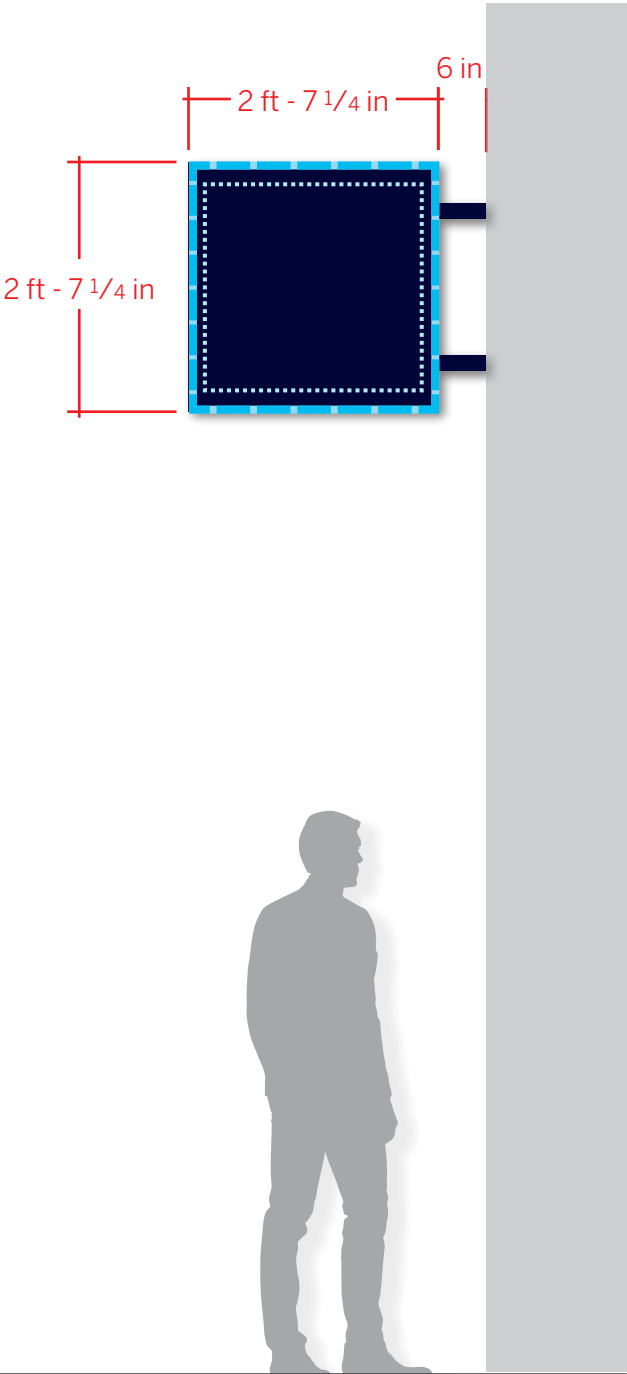
24 100 CAMBRIDGESIDE: CS CANALSIDE BLADE

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 – 100 CAMBRIDGESIDE (NORTH)

SCALE 1/8" = 1'-0"



BLADE SIGN – SIDE

SCALE 1/2" = 1'-0"

24 GUIDELINES

MATERIALS

Fabricated + painted aluminum blade with 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

Mounted perpendicularly to brick pier to left of connector entry, centered horizontally. Signs may not exceed 17 feet off the ground.

QUANTITY

Four (4) double-sided signs.

SIZE

Sign should not exceed 7 square feet.

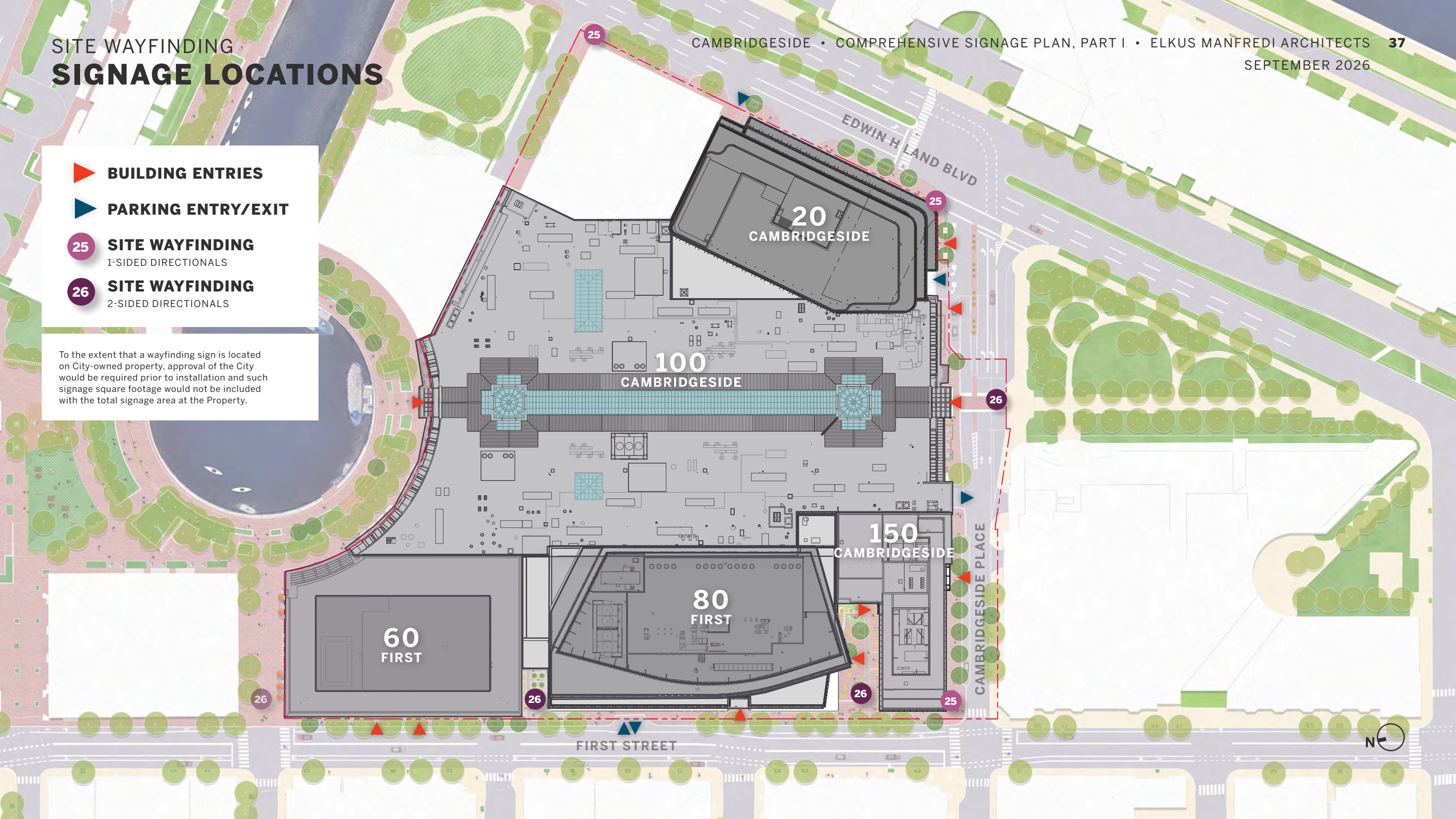
PROPOSED SIGNAGE LOCATIONS & GUIDELINES

Site Wayfinding

SITE WAYFINDING
SIGNAGE LOCATIONS

-  **BUILDING ENTRIES**
-  **PARKING ENTRY/EXIT**
-  **SITE WAYFINDING**
1-SIDED DIRECTIONALS
-  **SITE WAYFINDING**
2-SIDED DIRECTIONALS

To the extent that a wayfinding sign is located on City-owned property, approval of the City would be required prior to installation and such signage square footage would not be included with the total signage area at the Property.



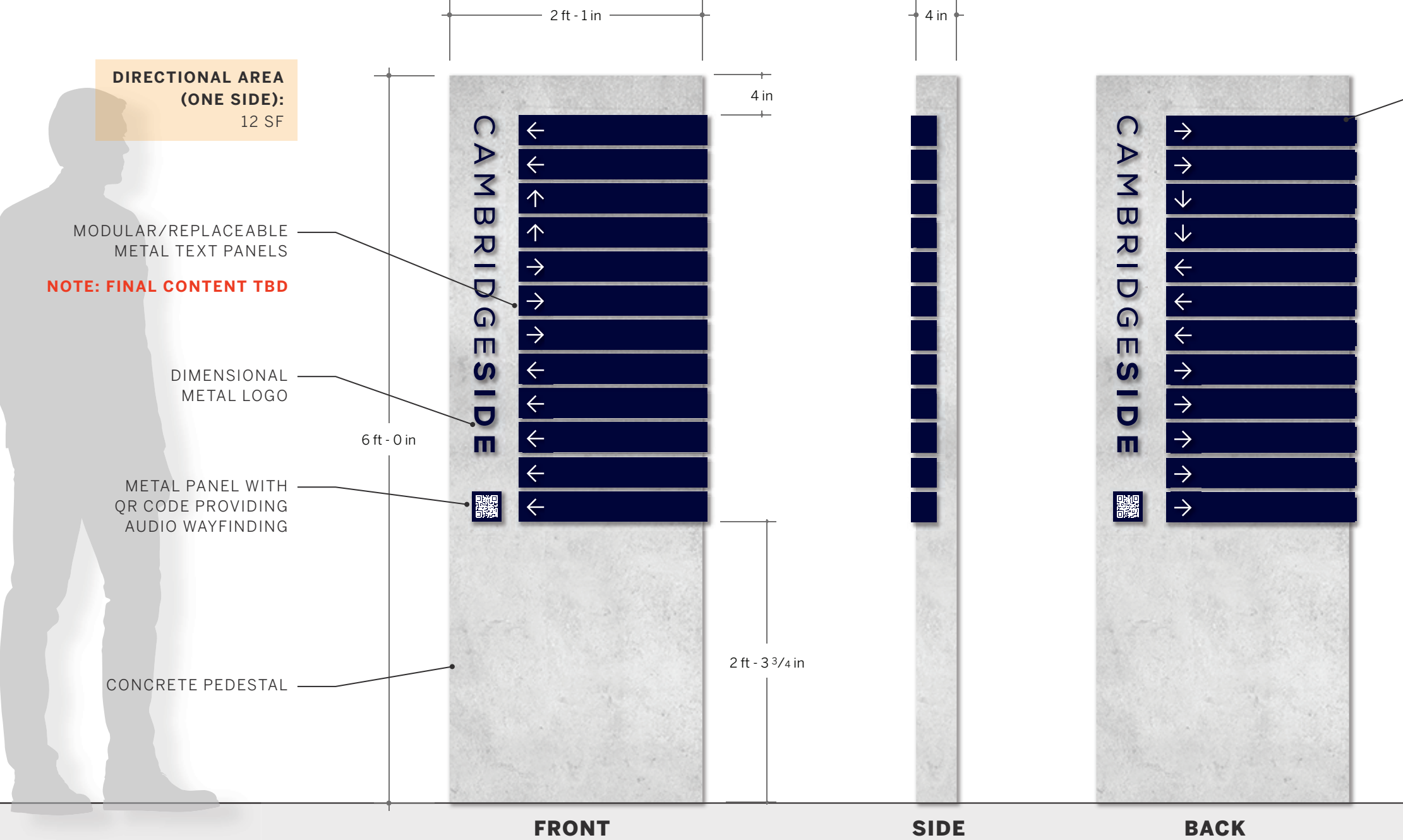
25

26

SITE WAYFINDING

FREESTANDING DIRECTIONAL

	NAME	QTY	TOTAL SF
25	DIRECTIONAL – 1-SIDED	3	36
26	DIRECTIONAL – 2-SIDED	4	48



NOTE:
Panels to refer to nearby attractions and points of interest, public transportation and building addresses. The content and configuration of such panels may be modified without further approval, subject to compliance with the Guidelines herein.

IN FREESTANDING LOCATIONS WHERE BOTH SIDES ARE VISIBLE, SIGN CAN BE DOUBLE-SIDED

GUIDELINES

MATERIALS

Concrete pedestal; dimensional letters, arrows, and logomark; modular metal panels with direct printed text

LIGHTING ALLOWED

External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)

MOUNTING

Freestanding; signs may not exceed 6 feet off the ground.

QUANTITY

Three (3) single-sided signs and four (4) double-sided signs.

SIZE

Sign should not exceed 12 square feet on one side.

CambridgeSide

COMPREHENSIVE SIGNAGE PLAN, PART II

TENANT SIGNAGE

SEPTEMBER 2026

**NEW ENGLAND
DEVELOPMENT**

ELKUS | MANFREDI
ARCHITECTS

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Proposed Signage Locations & Guidelines

First Street Facade

Cambridgeside Place Facade

Land Boulevard Facade

Canal Park Facade

Overview

OVERVIEW

INTRODUCTION

New England Development (the “Petitioner”), on behalf of the owners of CambridgeSide (the “Property”), is pleased to submit the enclosed Comprehensive Signage Plan, Part II prepared in accordance with Section 13.102.3(n) of the City of Cambridge Zoning Ordinance (the “Zoning Ordinance”) and Planning Board Decision Case Number 364 (as amended, “PB #364”). The enclosed Comprehensive Signage Plan, Part II identifies the approximate number, type and characteristics of signage to be installed at the Property with respect to **Tenant Signage** (e.g., distinct office/lab, retail and restaurant tenants).

The approximate number, type, and characteristics of signage to be installed at the Property with respect to Project Identification Signage (e.g., building addresses and/or names), Parking and Loading Signage (e.g., public parking and entry/exit identifiers), and Directional and Wayfinding Signage (e.g., wayfinding directories) is addressed in a separate package (Comprehensive Signage Plan, Part I) being simultaneously submitted herewith.



TENANT SIGNAGE

The Comprehensive Signage Plan identifies color-coded sign areas within which each type of sign(s) may be located at the Property, along with dimensional and design parameters for each identified sign area (e.g., allowable materials, maximum number of signs within such sign area, permitted mounting techniques and height, total allowable sign square footage within the sign area, and type of illumination allowed within the sign area). The enclosed Plan addresses both existing/ previously approved signage, as well as proposed signage to be implemented at CambridgeSide (whether now or in the future).

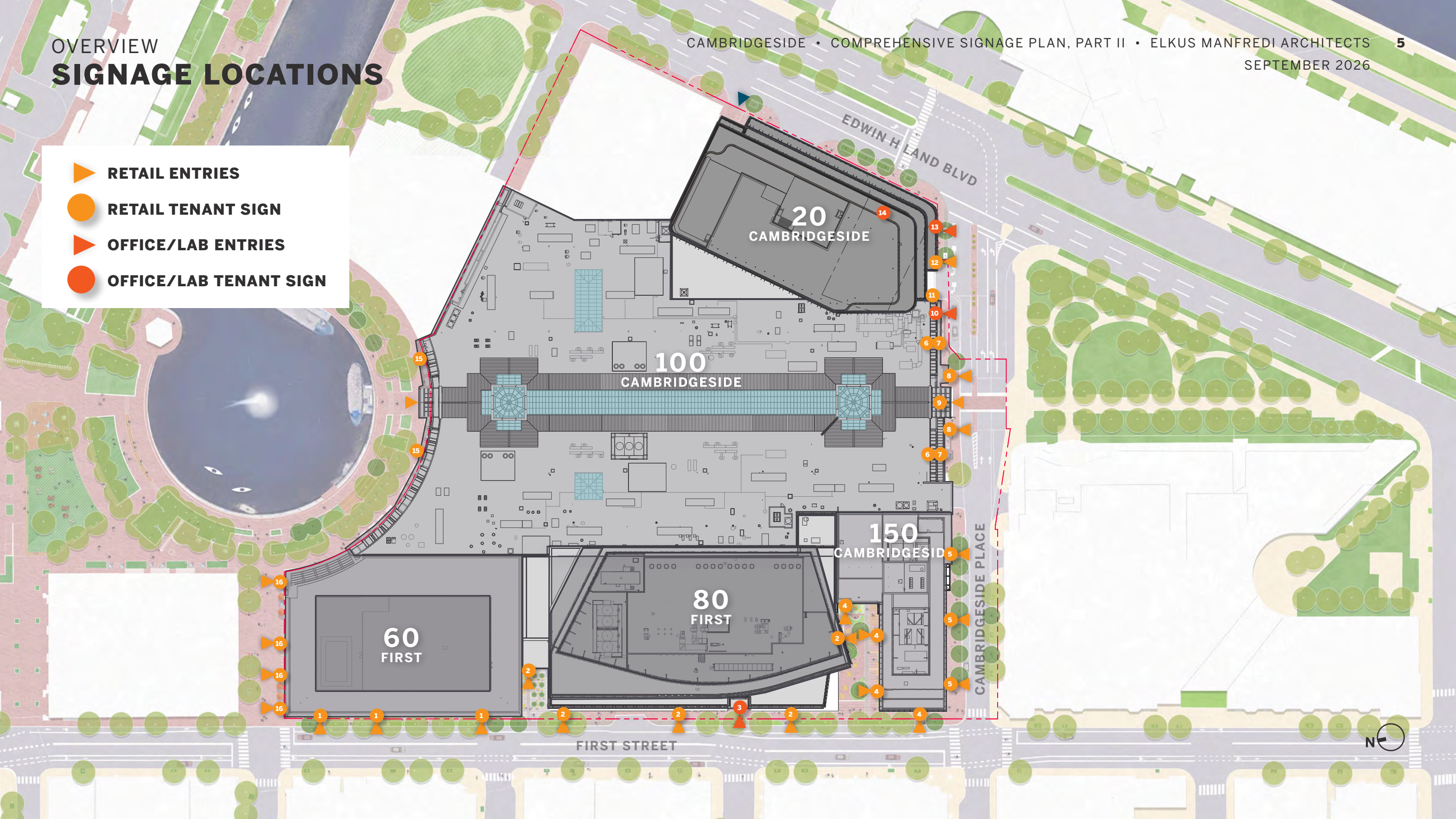
The Petitioner acknowledges that to the extent proposed signs at the Property are consistent with the guidelines set forth in the Comprehensive Sign Plan but do not comply with the then-applicable signage standards in the Zoning Ordinance¹, relief (including from the Board of Zoning Appeals (“BZA”)) may be required to install such signs. For the avoidance of doubt, the enclosed Plan does not address exempt, temporary or non-commercial signs.²

The Comprehensive Signage Plan, including the proposed sign areas and design and dimensional parameters, has been developed to complement the overall aesthetic of the existing area, including existing building and tenant identification signs at CambridgeSide and on buildings in the surrounding area, resulting in overall aesthetic harmony. We look forward to continuing to activate the Property and improving pedestrian and vehicular circulation through coordination with the City to implement the enclosed Comprehensive Signage Plan.

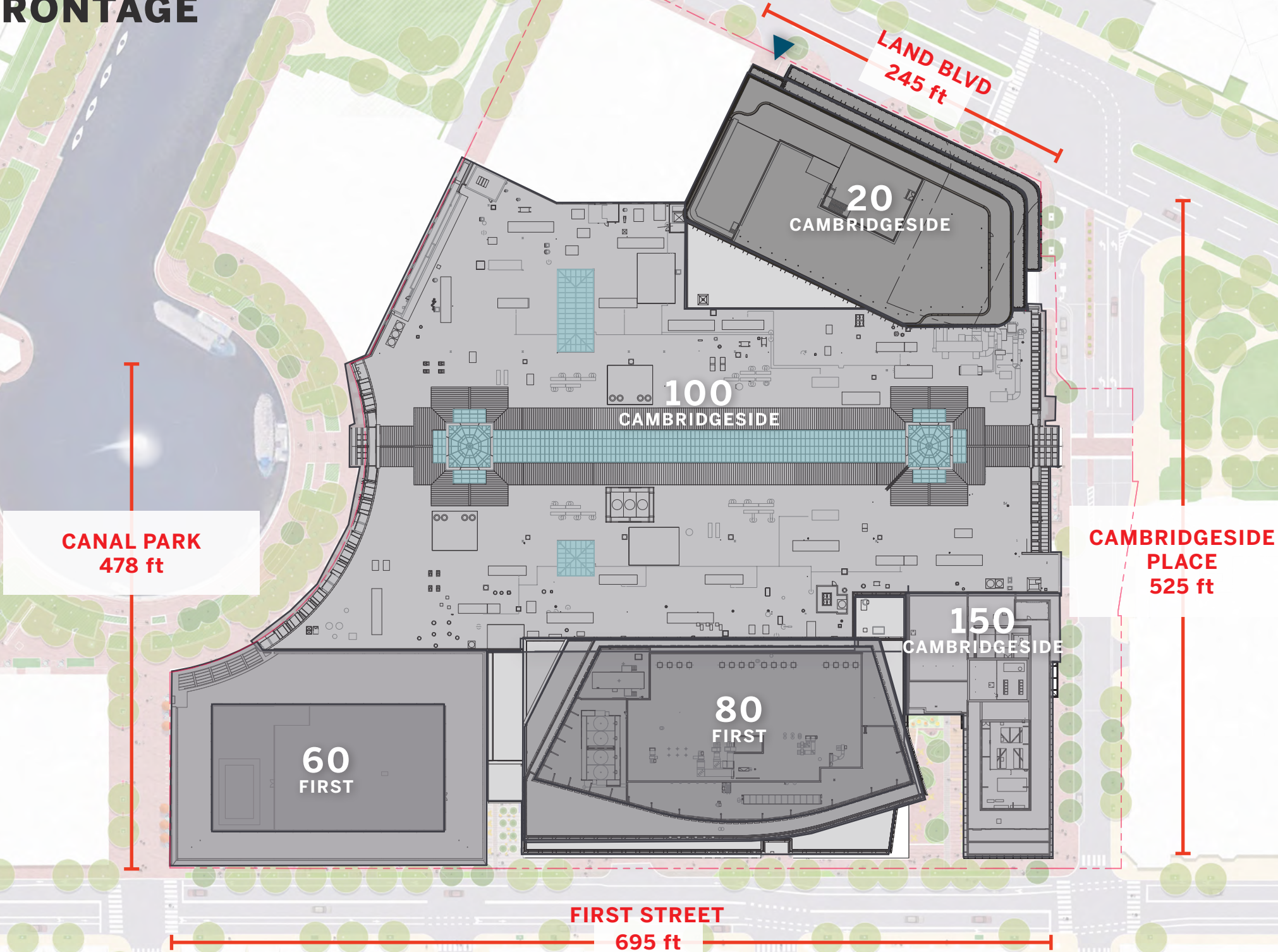
¹ The current signage standards applicable to the Property are set forth in Section 7.16.22 of the Zoning Ordinance.
² The current standards for such types of signs at the Property are set forth in Section 7.16.1 of the Zoning Ordinance.

OVERVIEW
SIGNAGE LOCATIONS

- ▶ RETAIL ENTRIES
- RETAIL TENANT SIGN
- ▶ OFFICE/LAB ENTRIES
- OFFICE/LAB TENANT SIGN



OVERVIEW
SIGN FRONTAGE



In accordance with Section 7.16.22 of the Cambridge Zoning Ordinance, the total allowable signage area is calculated based on the cumulative linear footage of sign frontage across the lot.

Sign frontage located within 100 feet of the street line permits a maximum signage area of 1.5 square feet per linear foot of frontage, up to a cap of 1.0 square foot per linear foot for all exterior signage combined.

This Plan applies the total allowable signage area holistically across the development, allowing flexibility in signage placement while maintaining compliance with the maximum area thresholds established by the Ordinance.

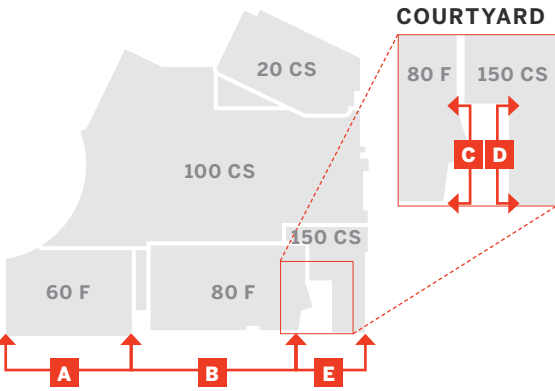
	ALLOWED	PROPOSED
FIRST STREET	695	
ID/PARKING/WF		265
TENANT SIGNAGE		210
CAMBRIDGESIDE PL	525	
ID/PARKING/WF		381
TENANT SIGNAGE		410
EDWIN LAND BLVD	245	
ID/PARKING/WF		67
TENANT SIGNAGE		200
CANAL PARK	478	
ID/PARKING/WF		310
TENANT SIGNAGE		100
	1,943	1,943

Proposed Signage Locations & Guidelines

PROPOSED SIGNAGE LOCATIONS & GUIDELINES

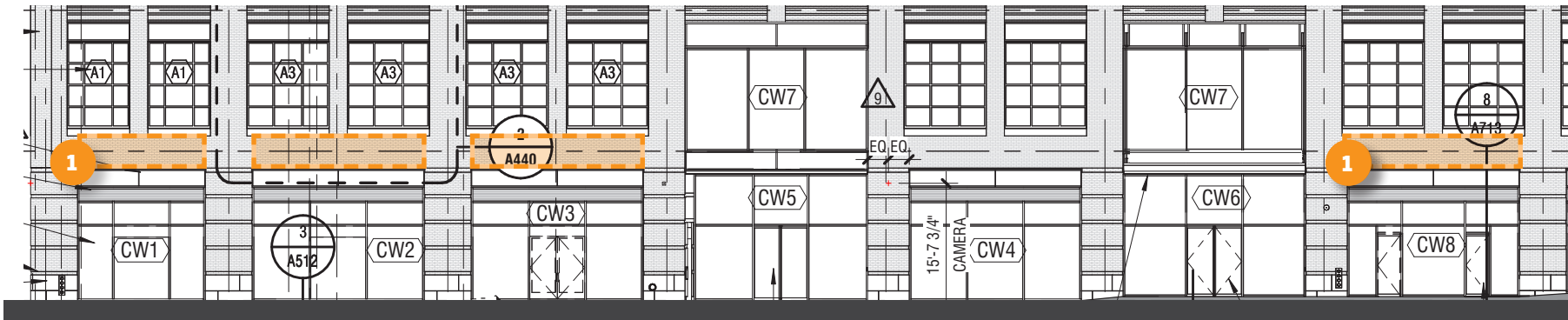
First Street Facade

FIRST STREET FACADE
OVERVIEW



NAME	QTY	TOTAL SF
60 FIRST STREET		
1 RETAIL	TBD	≤ 60
80 FIRST STREET		
2 RETAIL	TBD	≤ 70
3 OFFICE/LAB TENANT	TBD	≤ 20
150 CAMBRIDGESIDE		
4 RETAIL	TBD	≤ 60

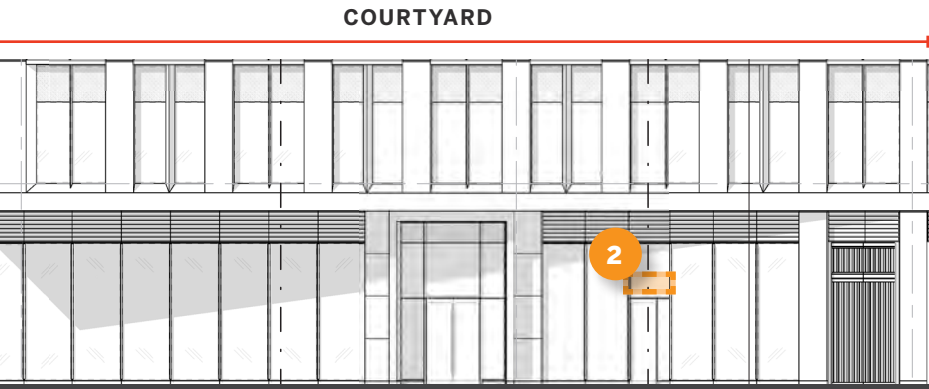
Tenant signage location bands/zones noted.
Final locations and quantities of specific
signs within bands/zones TBD, subject to
compliance with the Guidelines herein.



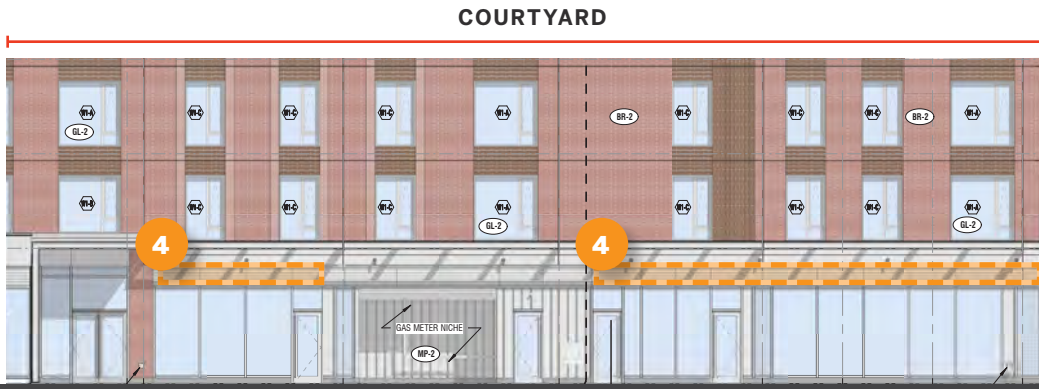
A 60 FIRST STREET (WEST)



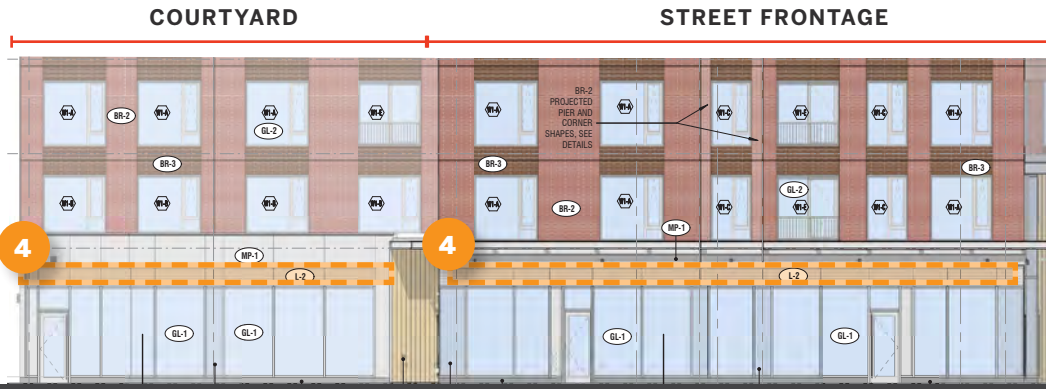
B 80 FIRST STREET (WEST)



D 80 FIRST STREET (SOUTH, COURTYARD)



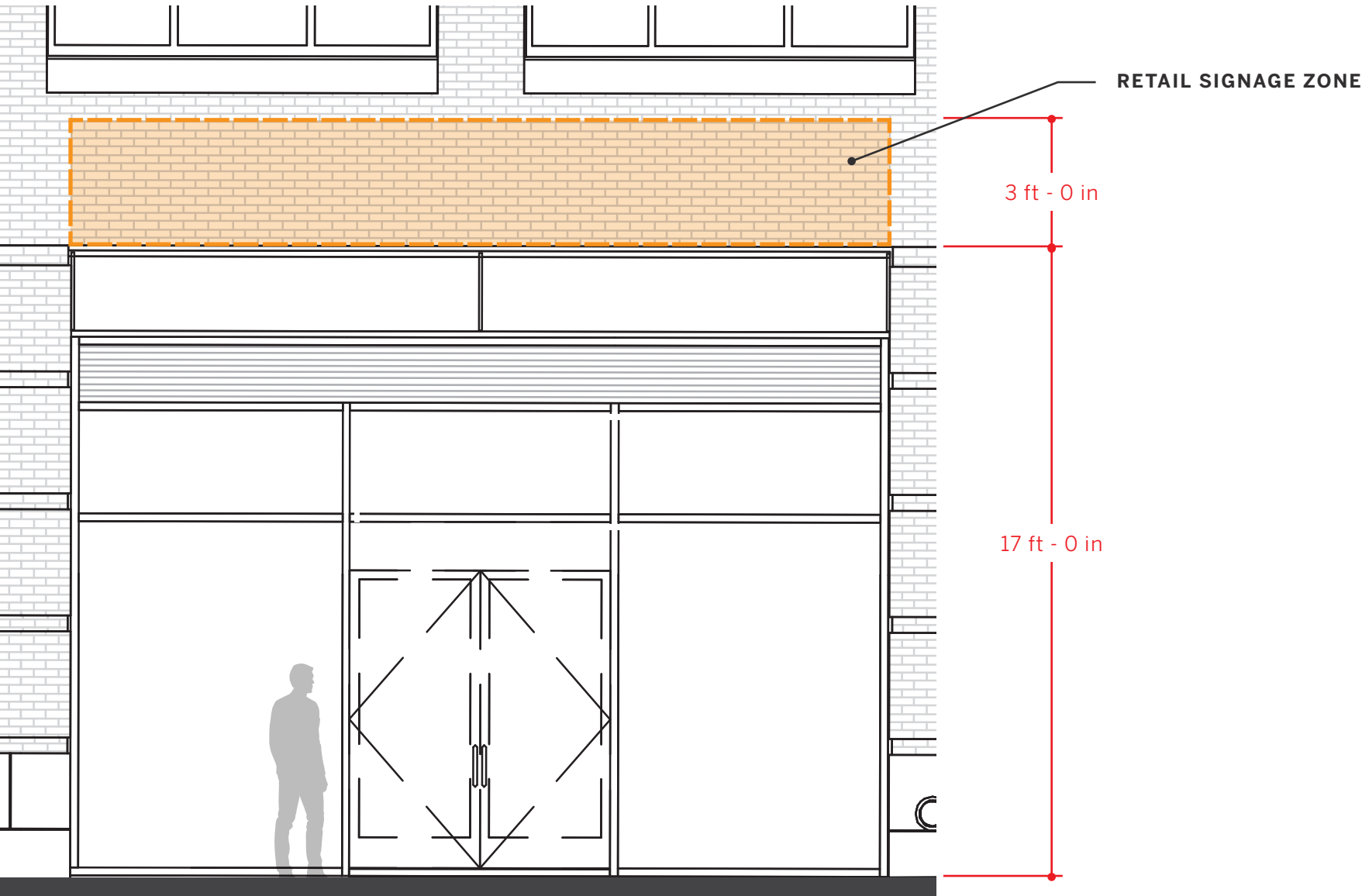
D 150 CAMBRIDGESIDE (NORTH, COURTYARD)



E 150 CAMBRIDGESIDE (WEST)

1 60 FIRST STREET: RETAIL

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 – 60 FIRST (WEST)

SCALE 1/4" = 1'-0"

1 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.
Signs may not exceed 20 feet off the ground.

QUANTITY

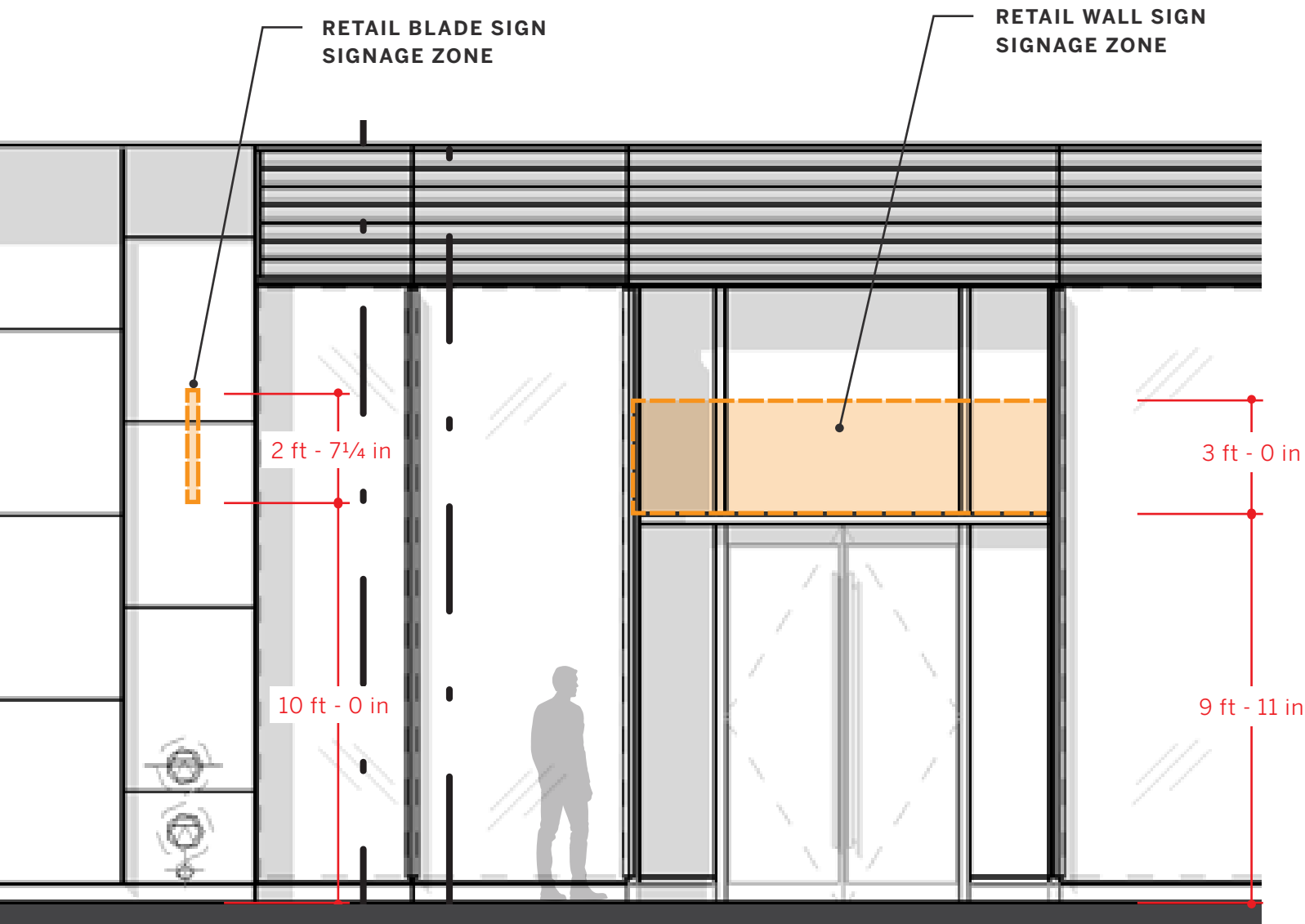
Each tenant is only allowed one (1) sign per entry.

SIZE

Each sign should not exceed 20 square feet.

2 80 FIRST STREET: RETAIL

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 – 80 FIRST (WEST)

SCALE 1/4" = 1'-0"



BLADE SIGN – SIDE

SCALE 1/2" = 1'-0"

2 GUIDELINES

MATERIALS

WALL SIGN
Fabricated + painted metal or acrylic dimensional letters or logomarks

BLADE SIGN
Fabricated + painted aluminum blade with 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

WALL SIGN
Flush-mount or pin-mount above entry.
Sign may not exceed 13 feet off the ground.

BLADE SIGN
Mounted perpendicularly to brick pier to left of connector entry, centered horizontally.
Sign may not exceed 13 feet off the ground.

QUANTITY

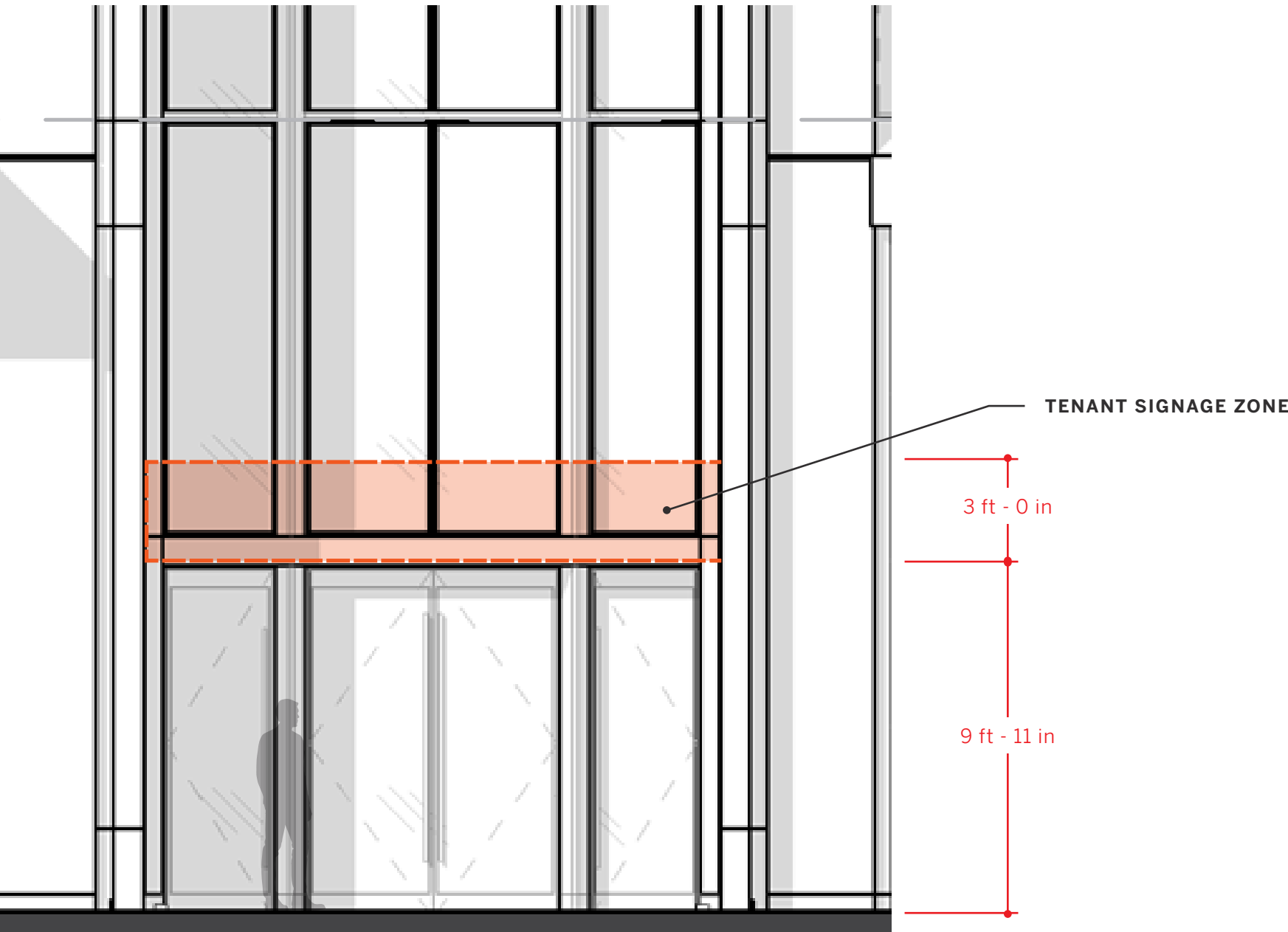
Each tenant is only allowed one (1) wall sign and one (1) double-sided blade sign per entry.

SIZE

Blade sign should not exceed 7 square feet; Total sign area per tenant should not exceed 20 square feet.

3 80 FIRST STREET: OFFICE/LAB TENANT

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 – 80 FIRST (WEST)

SCALE 1/4" = 1'-0"

3 OFFICE/LAB TENANT SIGNAGE 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.
Signs may not exceed 13 feet off the ground.

QUANTITY

One (1) sign for a majority-occupancy tenant (occupying 40%+ of building).

SIZE

Sign should not exceed 20 square feet.

4 150 CAMBRIDGESIDE: RETAIL

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 (NORTH)
SCALE 1/4" = 1'-0"

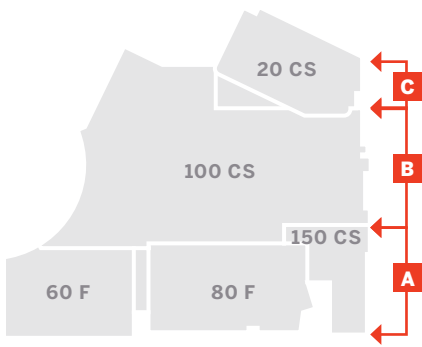
4 GUIDELINES

- 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.
Signs may not exceed 13 feet off the ground.
- QUANTITY**
Each tenant is only allowed one (1) sign per entry.
- SIZE**
Each sign should not exceed 20 square feet.

PROPOSED SIGNAGE LOCATIONS & GUIDELINES

Cambridgeside Place Facade

CAMBRIDGESIDE PLACE FACADE
OVERVIEW

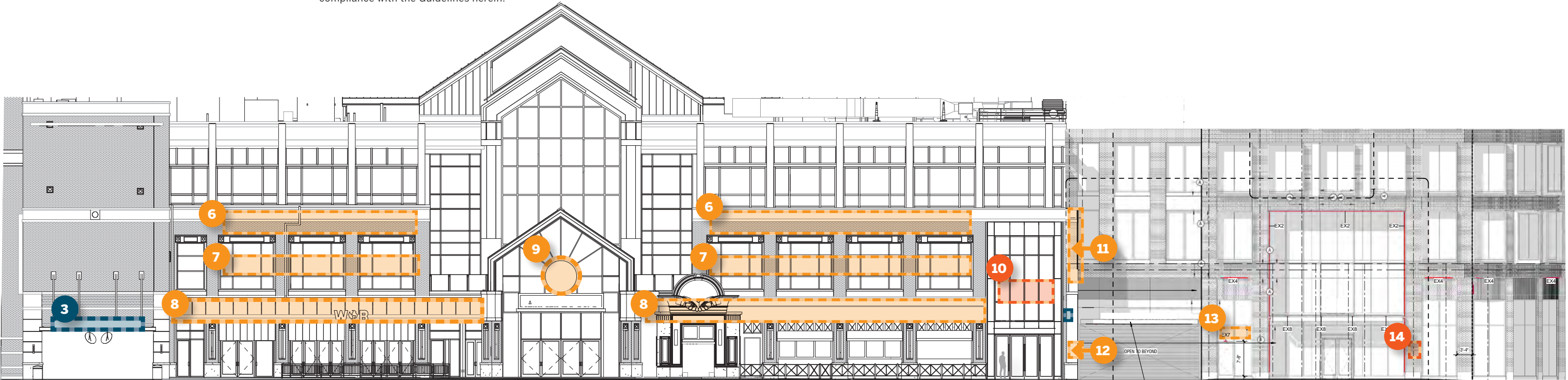


	NAME	QTY	TOTAL SF
	150 CAMBRIDGESIDE		
5	RETAIL	TBD	≤ 60
	100 CAMBRIDGESIDE		
6	RETAIL – UPPER BAND	TBD	≤ 50
7	RETAIL – UPPER WINDOW	TBD	≤ 59
8	RETAIL – LOWER BAND	TBD	≤ 110
9	RETAIL – ENTRY WINDOW	1	≤ 10
10	3RD FL. TENANT ENTRY	1	≤ 15
11	RETAIL – DIRECTORY HIGH	1	≤ 70
12	RETAIL – DIRECTORY LOW	1	≤ 8
	20 CAMBRIDGESIDE		
13	RETAIL	1	≤ 20
14	OFFICE/LAB TENANT DIR.	1	≤ 8

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



A 150 CAMBRIDGESIDE (SOUTH)

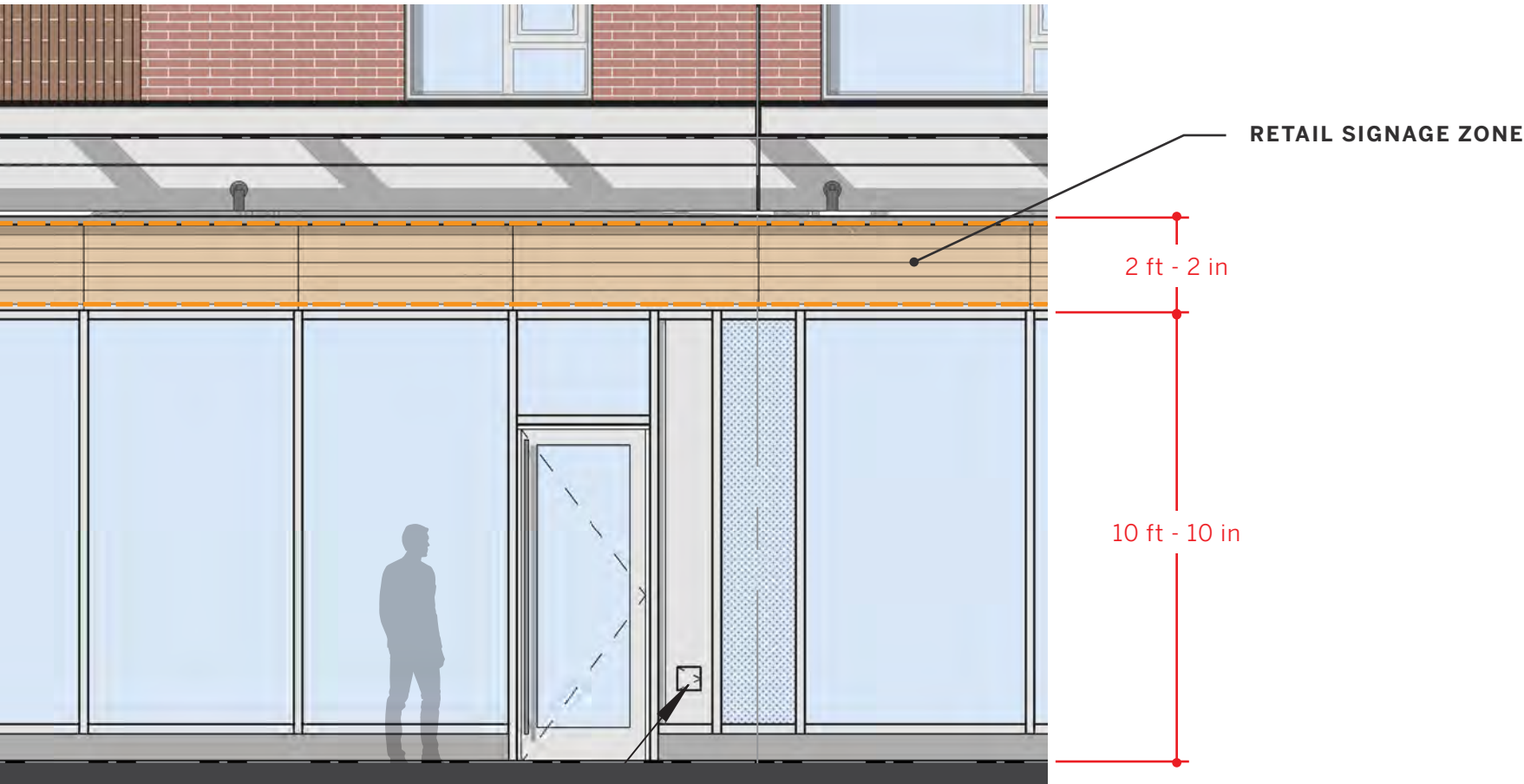


B 100 CAMBRIDGESIDE (SOUTH)

C 20 CAMBRIDGESIDE (SOUTH)

5 **150 CAMBRIDGESIDE: RETAIL**

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"

5 **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.
Signs may not exceed 13 feet off the ground.
- QUANTITY**
Each tenant is only allowed one (1) sign per entry.
- SIZE**
Each sign should not exceed 20 square feet.

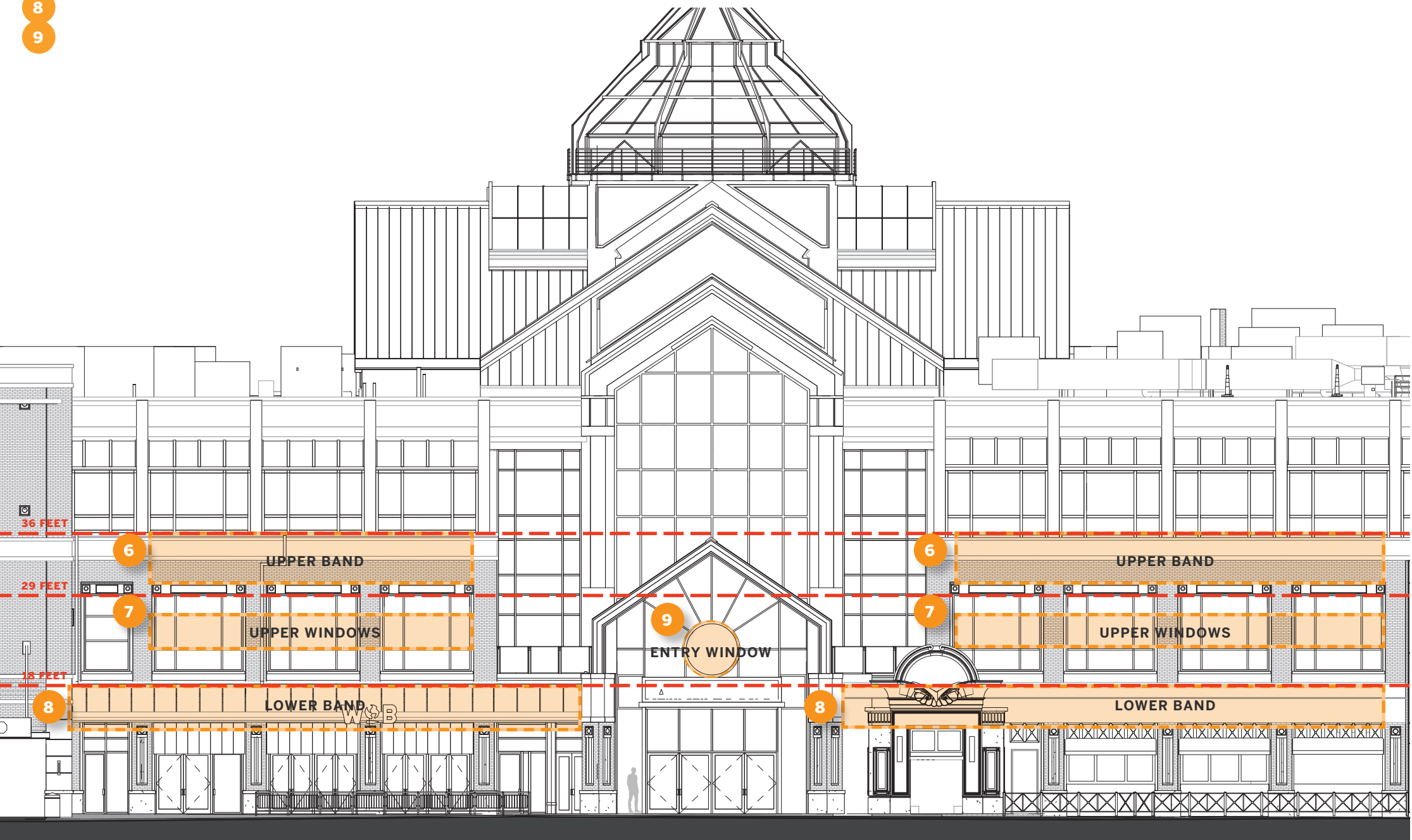
6

7

8

9

100 CAMBRIDGESIDE: RETAIL SIGNAGE



MOUNTING ELEVATION – 100 CAMBRIDGESIDE (SOUTH)

SCALE 1/16" = 1'-0"

GUIDELINES

MATERIALS

UPPER BAND & LOWER BAND
Fabricated + painted metal or acrylic dimensional letters or logomarks

WINDOWS
Fabricated + painted metal or acrylic dimensional letters/logomarks behind glass; OR vinyl window film

LIGHTING ALLOWED
External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)

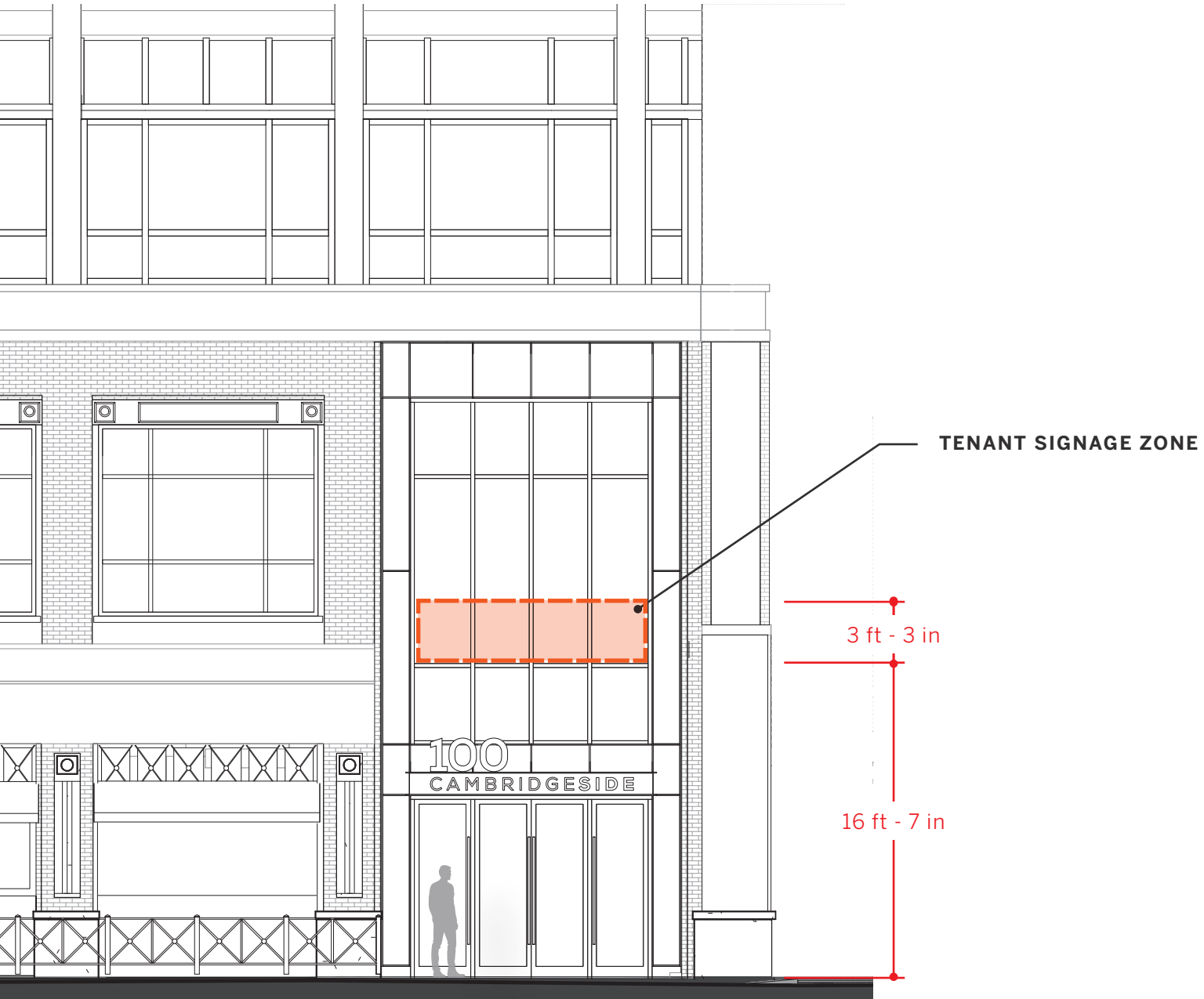
MOUNTING
UPPER BAND & LOWER BAND
Flush-mount or pin-mount to facade.

WINDOWS
Fabricated — Flush-mount or pin-mount to wall, suspend from ceiling (beyond glass)
Vinyl film — Apply to 2nd surface of window (graphic to identify tenant and/or logo and not to cross window mullion)

	6	7	8	9
	UPPER BAND	UPPER WINDOW	LOWER BAND	ENTRY WINDOW
MOUNTING HEIGHT (NOT TO EXCEED)	36'	29'	18'	29'
MAX QUANTITY	4	6	4	1
MAX SF/SIGN	25	10	35	10
MAX SF TOTAL	50	59	110	10

10 100 CAMBRIDGESIDE: OFFICE/LAB TENANT

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 – 100 CAMBRIDGESIDE (SOUTH)

SCALE 1/8" = 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.
Signs may not exceed 20 feet off the ground.

QUANTITY

Each tenant is only allowed one (1) sign per entry.

SIZE

Each sign should not exceed 15 square feet.

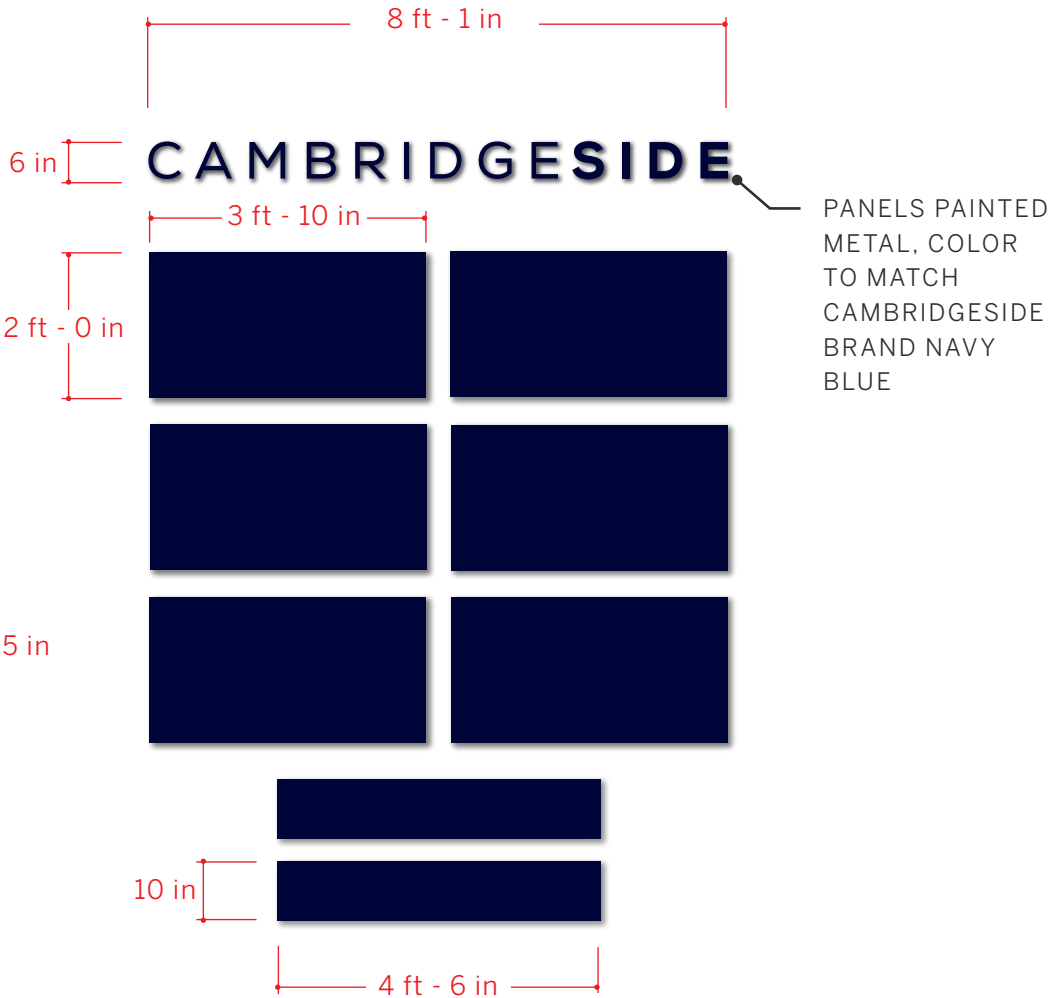
This sign location could be utilized for an upper-floor retail tenant with dedicated access through this entrance.

11 100 CAMBRIDGESIDE: RETAIL DIRECTORY HIGH

NOTE:
Tenant names on the tenant panels may be modified within the tenant panels from time to time based on current leasing within the project without further approval, subject to compliance with the Guidelines herein.

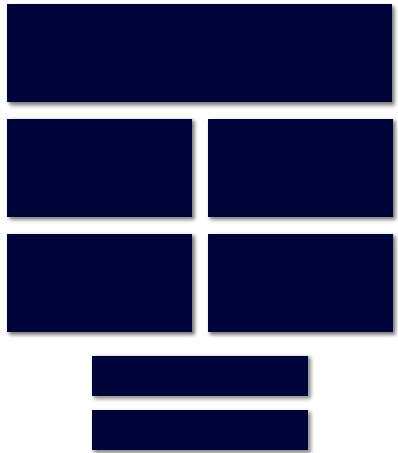


**MOUNTING ELEVATION
100 CAMBRIDGESIDE (EAST)**
SCALE 1/8" = 1'-0"



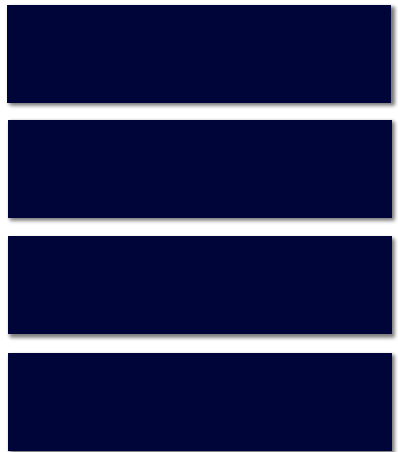
EXAMPLE CONFIG. #1
SCALE 3/8" = 1'-0"

CAMBRIDGESIDE



EXAMPLE CONFIG. #2
SCALE 1/4" = 1'-0"

CAMBRIDGESIDE



EXAMPLE CONFIG. #3
SCALE 1/4" = 1'-0"

11 GUIDELINES

MATERIALS

Fabricated + painted metal panels

LIGHTING ALLOWED

External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)

MOUNTING

Flush-mount to facade.
Signs may not exceed 28.5 feet off the ground.

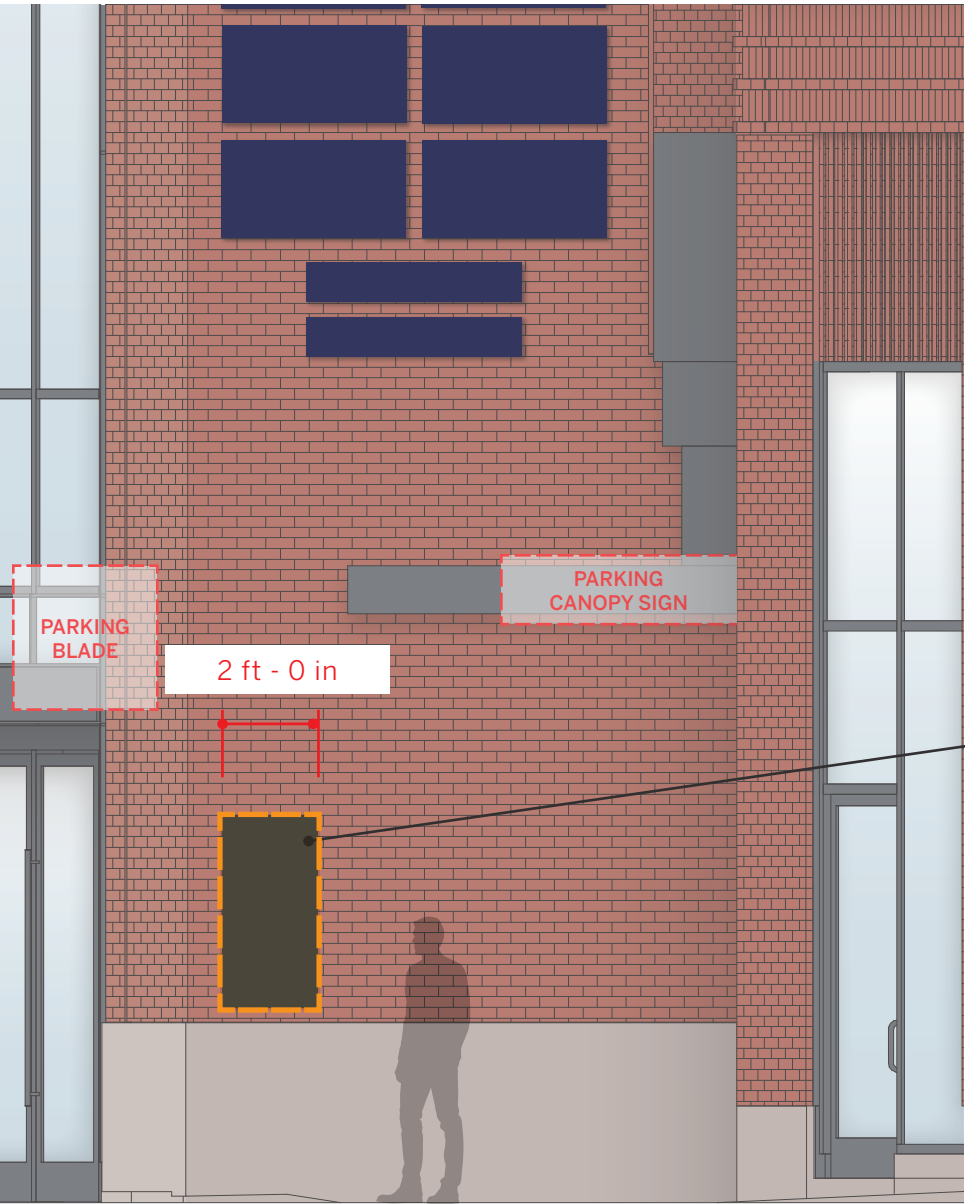
QUANTITY

Up to one (1) sign per interior retail tenant, consisting of a configuration of large, medium, and/or small panels.

SIZE

CambridgeSide — 4 SF
Large panel — up to 16 SF each
Medium panel — up to 8 SF each
Small panel — up to 4 SF each
TOTAL — up to 70 SF

12 100 CAMBRIDGESIDE: RETAIL DIRECTORY LOW



NOTE:
Tenant names on the tenant panels may be modified from time to time based on current leasing within the project without further approval, subject to compliance with the guidelines herein.

TENANT SIGNAGE DIRECTORY

4 ft - 0 in

4 ft - 0 in

MOUNTING ELEVATION – 20 CAMBRIDGESIDE (SOUTH)

SCALE 1/4" = 1'-0"

12

GUIDELINES

MATERIALS

Painted metal modular panels with printed single-color tenant logos, up to eight (8) allowed

LIGHTING ALLOWED

External Downlighting (Gooseneck Fixtures)
Halo-Lit (Reverse Channel Letters)
Concealed Uplighting/Downlighting Strips
Face or edge illumination (variance required)

MOUNTING

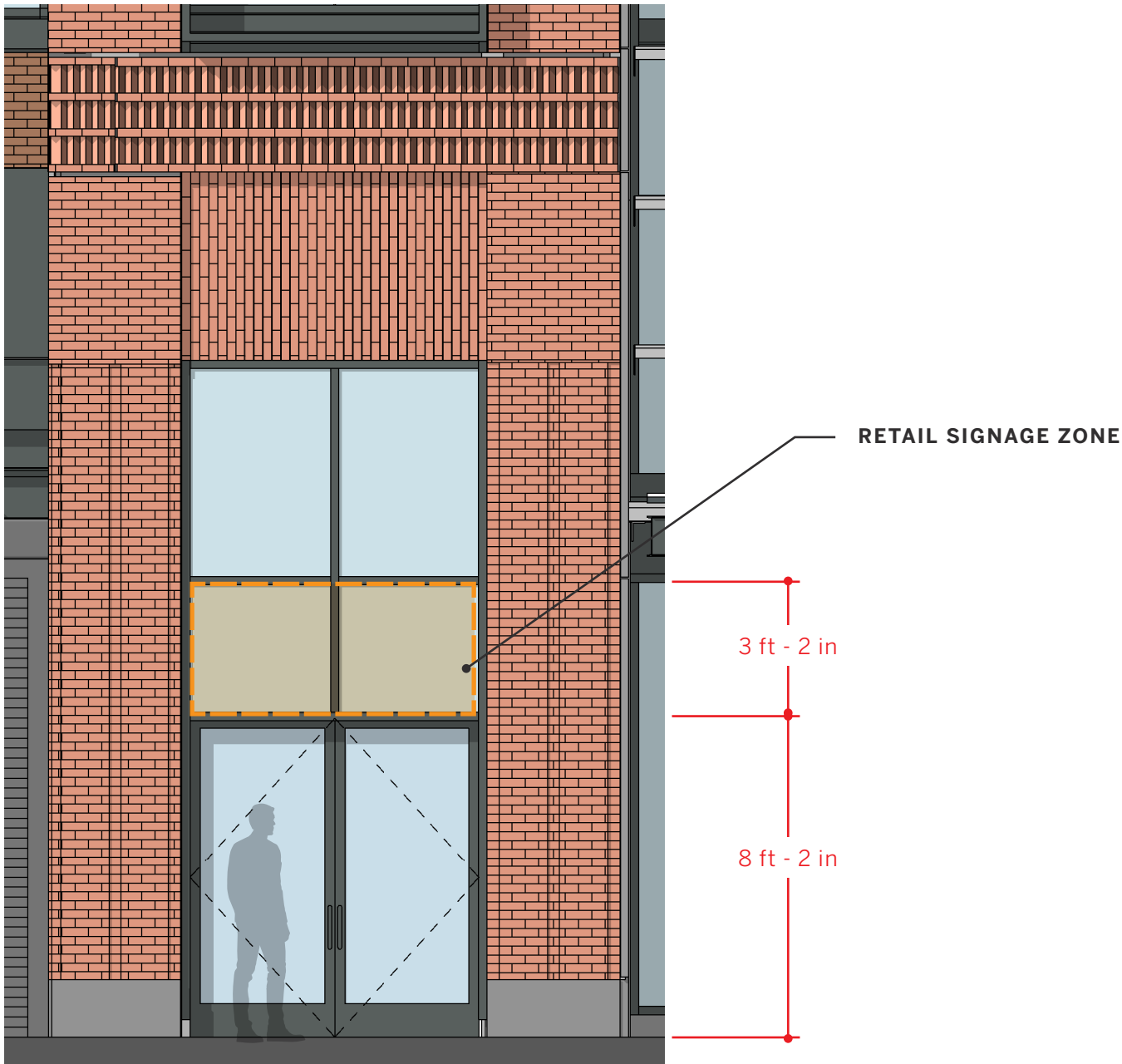
Flush-mount to column.
Sign may not exceed 8 feet off the ground.

SIZE

Sign should not exceed 8 square feet.

13 **20 CAMBRIDGESIDE: RETAIL**

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 – 20 CAMBRIDGESIDE (SOUTH)

SCALE 1/4" = 1'-0"

13 **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.
Signs may not exceed 13 feet off the ground.

QUANTITY

Tenant is only allowed one (1) sign.

SIZE

Sign should not exceed 20 square feet.

This sign location could be utilized for a office/ lab tenant depending upon the type of use located in the space behind the glass.

14 20 CAMBRIDGESIDE: OFFICE/LAB TENANT DIRECTORY



NOTE:
Tenant names on the tenant panels may be modified from time to time based on current leasing within the project without further approval, subject to compliance with the guidelines herein.

TENANT SIGNAGE DIRECTORY

MOUNTING ELEVATION – 20 CAMBRIDGESIDE (SOUTH)

SCALE 1/4" = 1'-0"

14 GUIDELINES

MATERIALS

Painted metal modular panels with printed single-color tenant logos, up to eight (8) allowed

LIGHTING ALLOWED

- External Downlighting (Gooseneck Fixtures)
- Halo-Lit (Reverse Channel Letters)
- Concealed Uplighting/Downlighting Strips
- Face or edge illumination (variance required)

MOUNTING

- Flush-mount to column.
- Sign may not exceed 8 feet off the ground.

SIZE

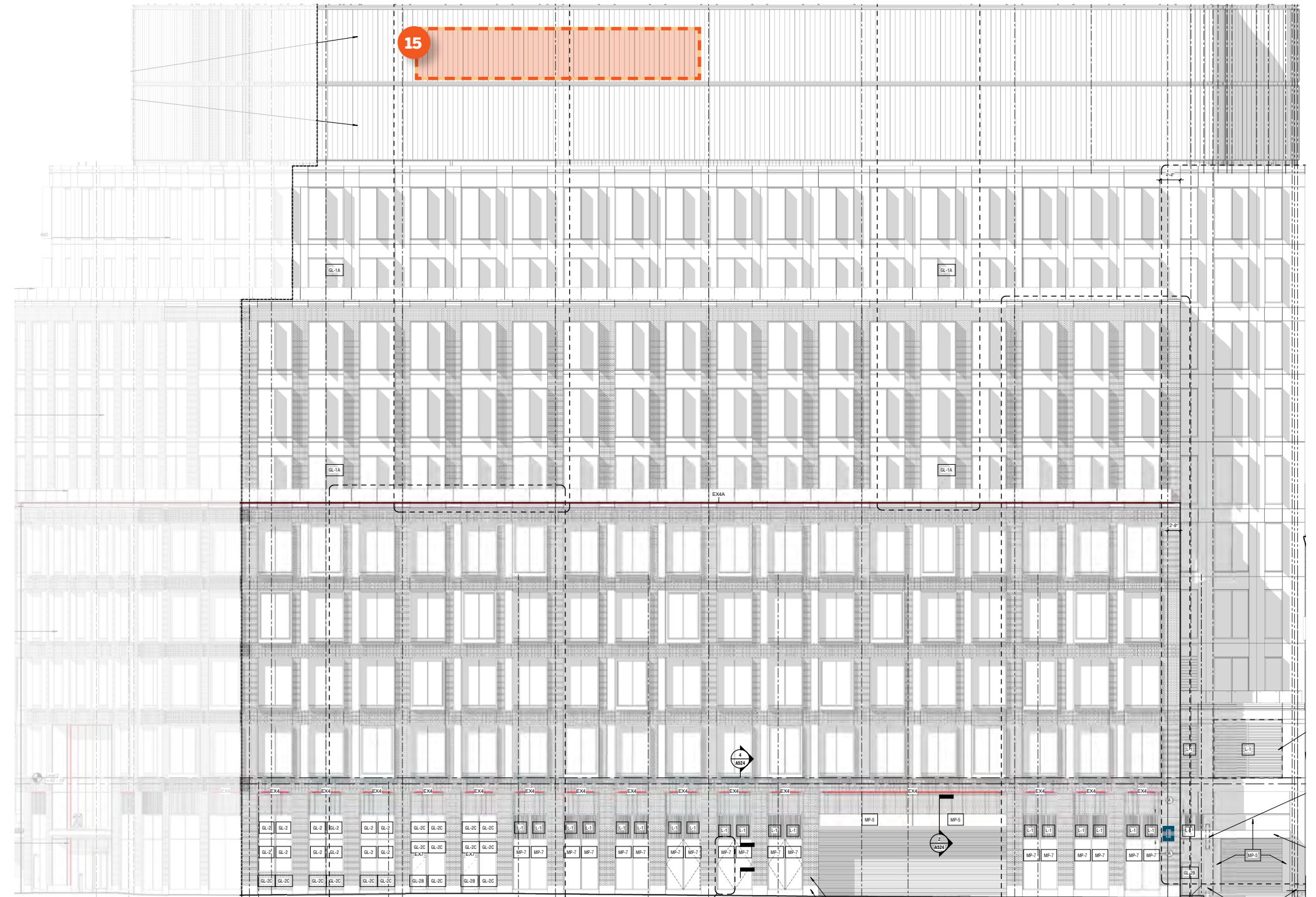
- Sign should not exceed 8 square feet.

PROPOSED SIGNAGE LOCATIONS & GUIDELINES

Land Boulevard

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

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



15 20 CAMBRIDGESIDE: OFFICE/LAB TENANT

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.



TENANT SIGNAGE ZONE

15

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

- Option 1: Cantilever outrigger from mechanical wall, up and over coping; attaching to an attachment grid suspended in front of the glass mechanical penthouse.
- Option 2: Attach to roof in front of mechanical penthouse, attaching to a steal beam below. Attachment back to roof beam may be needed for lateral stability.

QUANTITY

One (1) sign for a majority-occupancy tenant (occupying 40%+ of building).

SIZE

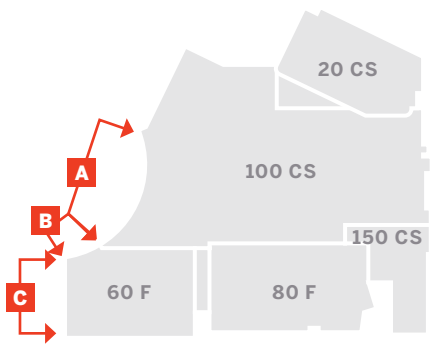
Sign should not exceed 200 square feet.

This sign band location could be shifted to CambridgeSide Place based on Tenant preferences. Any sign proposed at this location will require a variance.

PROPOSED SIGNAGE LOCATIONS & GUIDELINES

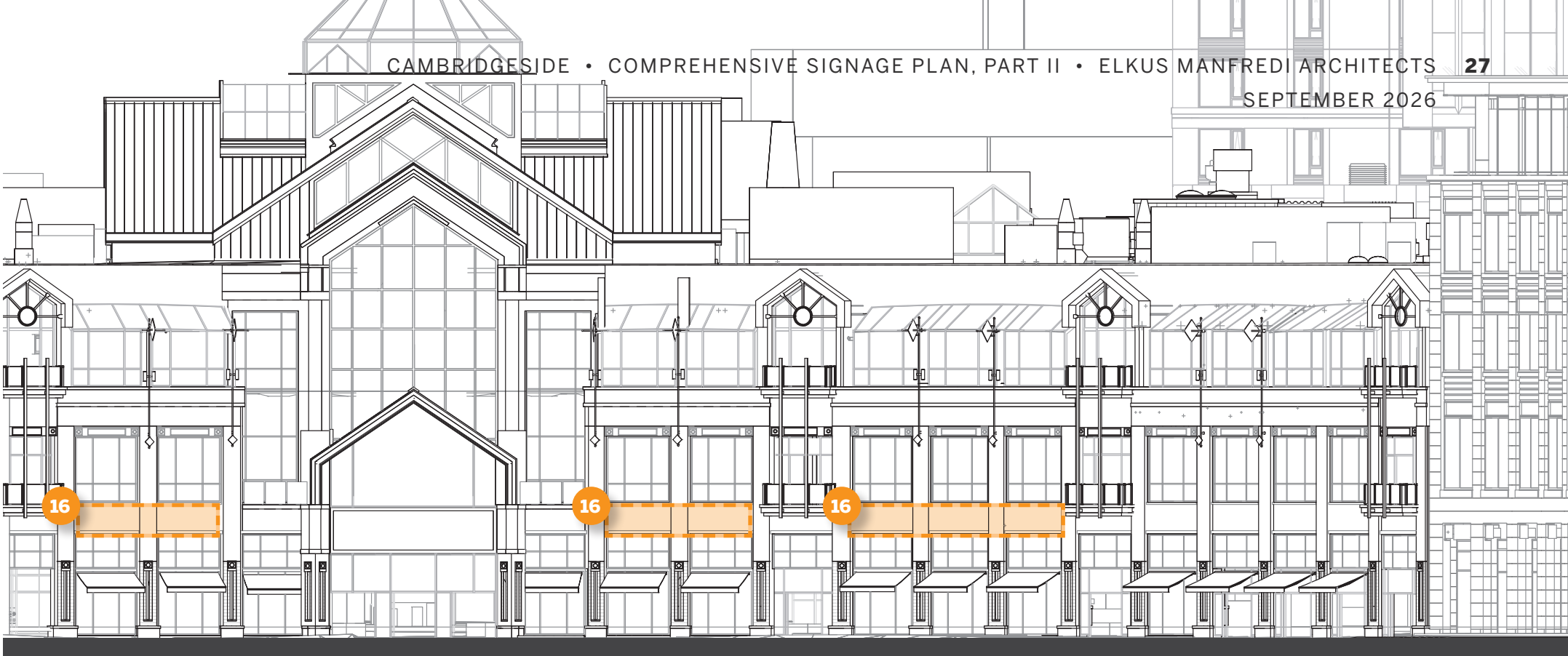
Canal Park Facade

CANAL PARK FACADE
OVERVIEW

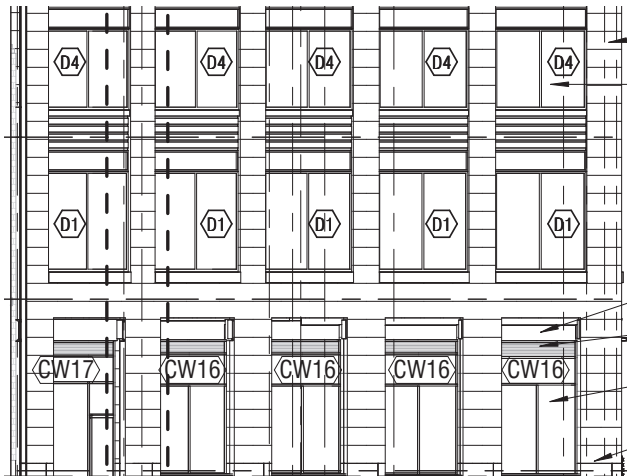


NAME	QTY	TOTAL SF
100 CAMBRIDGESIDE		
16 RETAIL - LOWER BAND	TBD	≤ 40
60 FIRST STREET		
17 RETAIL	TBD	≤ 60

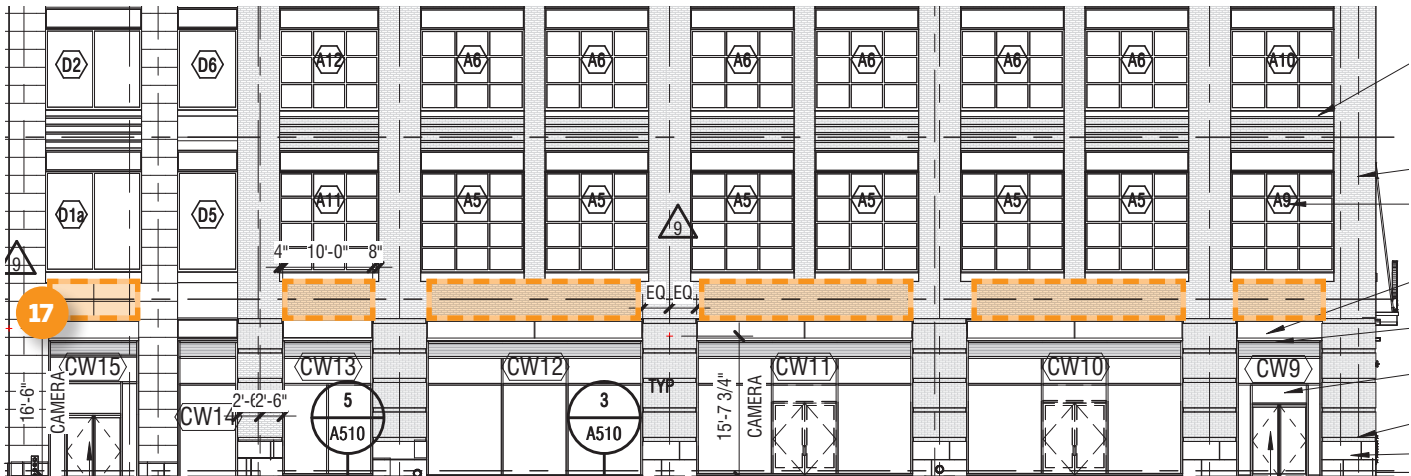
Tenant signage location bands/zones noted.
Final locations and quantities of specific
signs within bands/zones TBD, subject to
compliance with the Guidelines herein.



A 100 CAMBRIDGESIDE (NORTH)



B 60 FIRST STREET (EAST)



C 60 FIRST STREET (NORTH)

16 100 CAMBRIDGESIDE: RETAIL SIGNAGE

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.

SEPTEMBER 2026

16 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 and edge illumination requires a variance)

MOUNTING

Flush-mount or pin-mount above entry.

	LOWER BAND
MOUNTING HEIGHT (NOT TO EXCEED)	20'
MAX QUANTITY	4
MAX SF/SIGN	15
MAX SF TOTAL	40



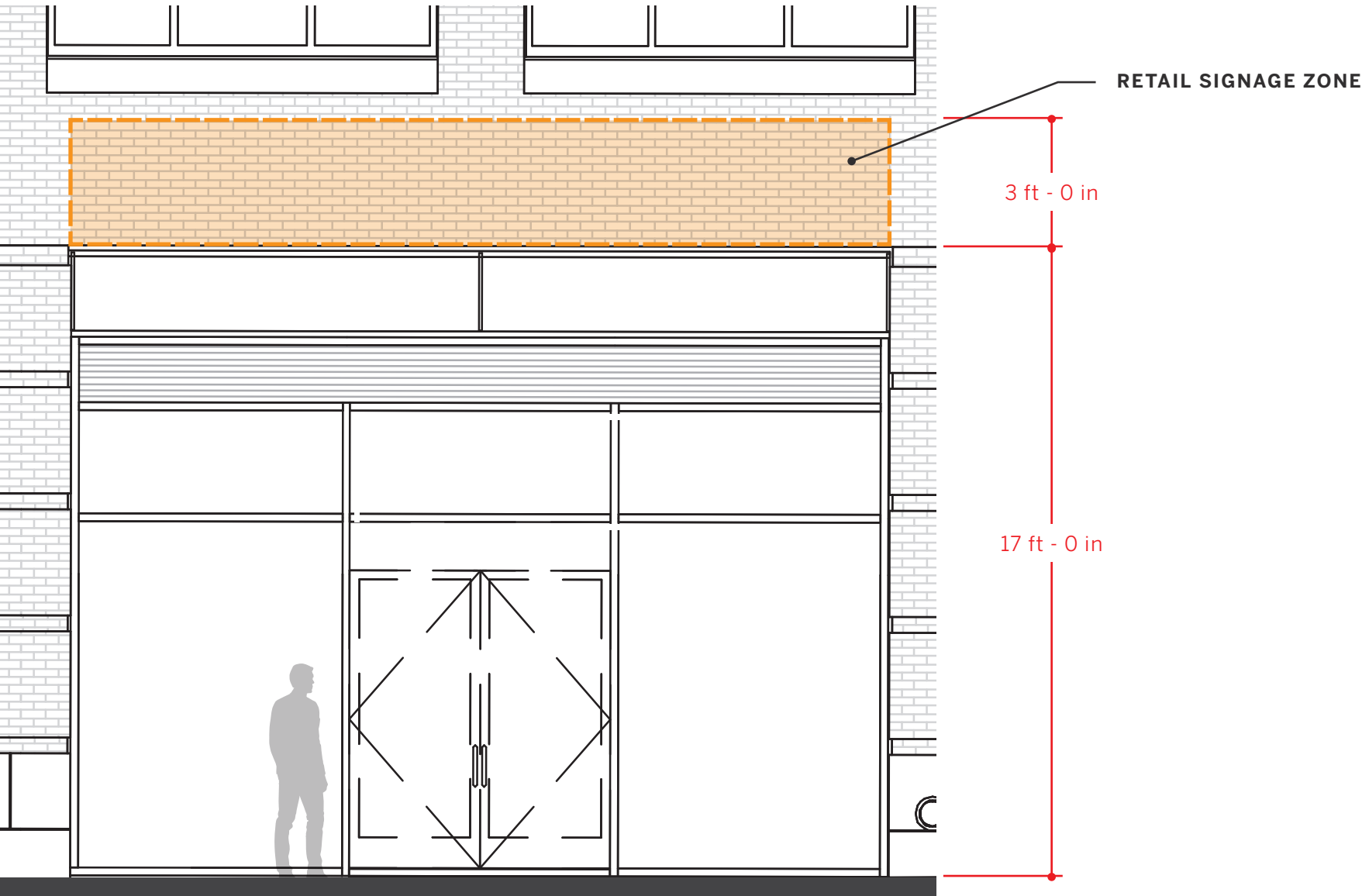
MOUNTING ELEVATION – 100 CAMBRIDGESIDE (NORTH)

SCALE 1/16" = 1'-0"

CANAL PARK FACADE

1760 FIRST STREET: RETAIL

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 – 60 FIRST (WEST)
SCALE 1/4" = 1'-0"

- 17
- 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.
Signs may not exceed 21 feet off the ground.
- QUANTITY
- Each tenant is only allowed one (1) sign per entry.
- SIZE
- Each sign should not exceed 20 square feet.