

CambridgeSide

COMPREHENSIVE SIGNAGE PLAN, PART I

PROJECT IDENTIFICATION, PARKING/LOADING & WAYFINDING

SEPTEMBER 2026

REVISION: P. 37

NEW ENGLAND
DEVELOPMENT

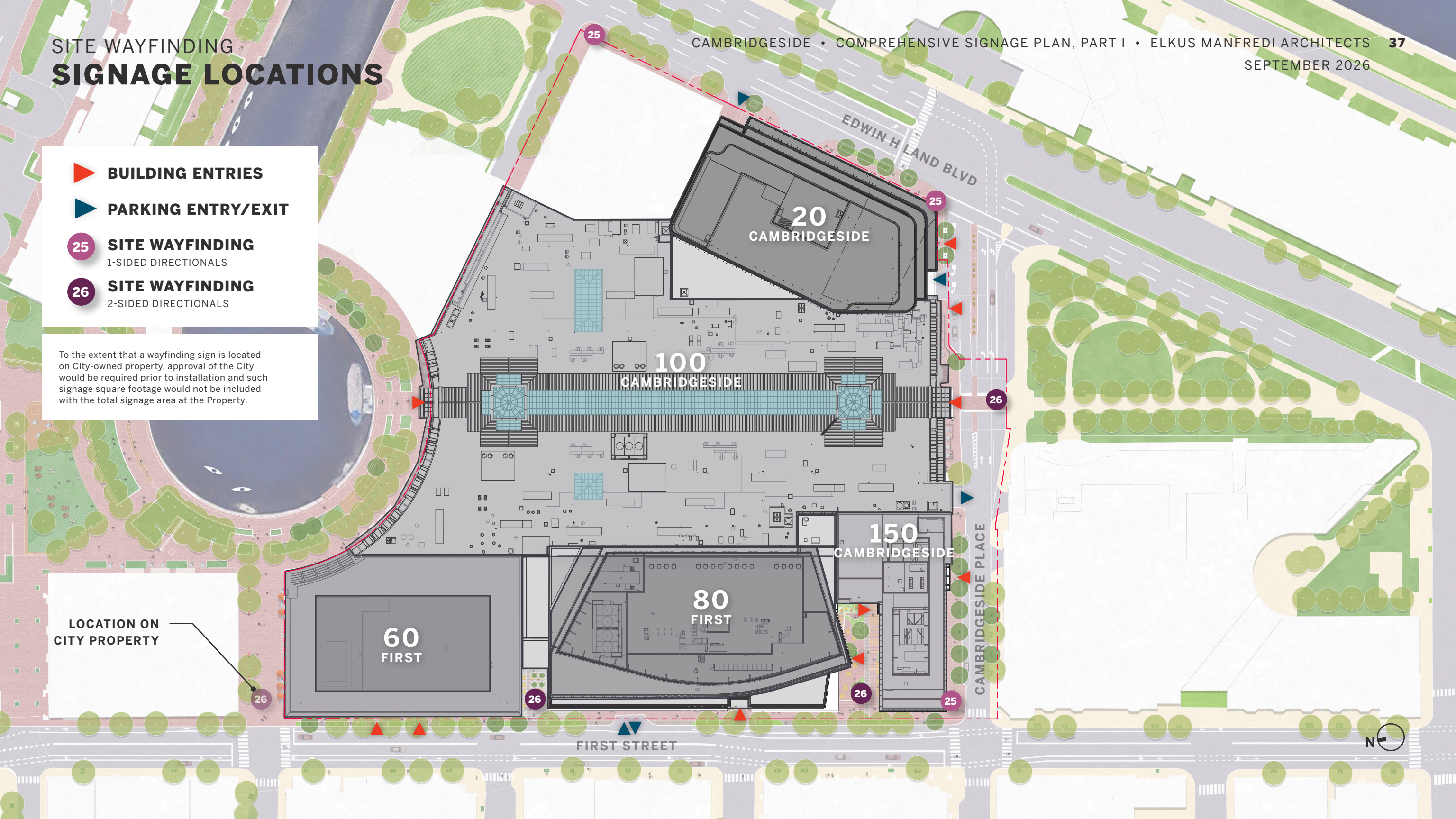
ELKUS | MANFREDI
ARCHITECTS

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.

LOCATION ON
CITY PROPERTY



CambridgeSide

COMPREHENSIVE SIGNAGE PLAN, PART II TENANT SIGNAGE

SEPTEMBER 2026

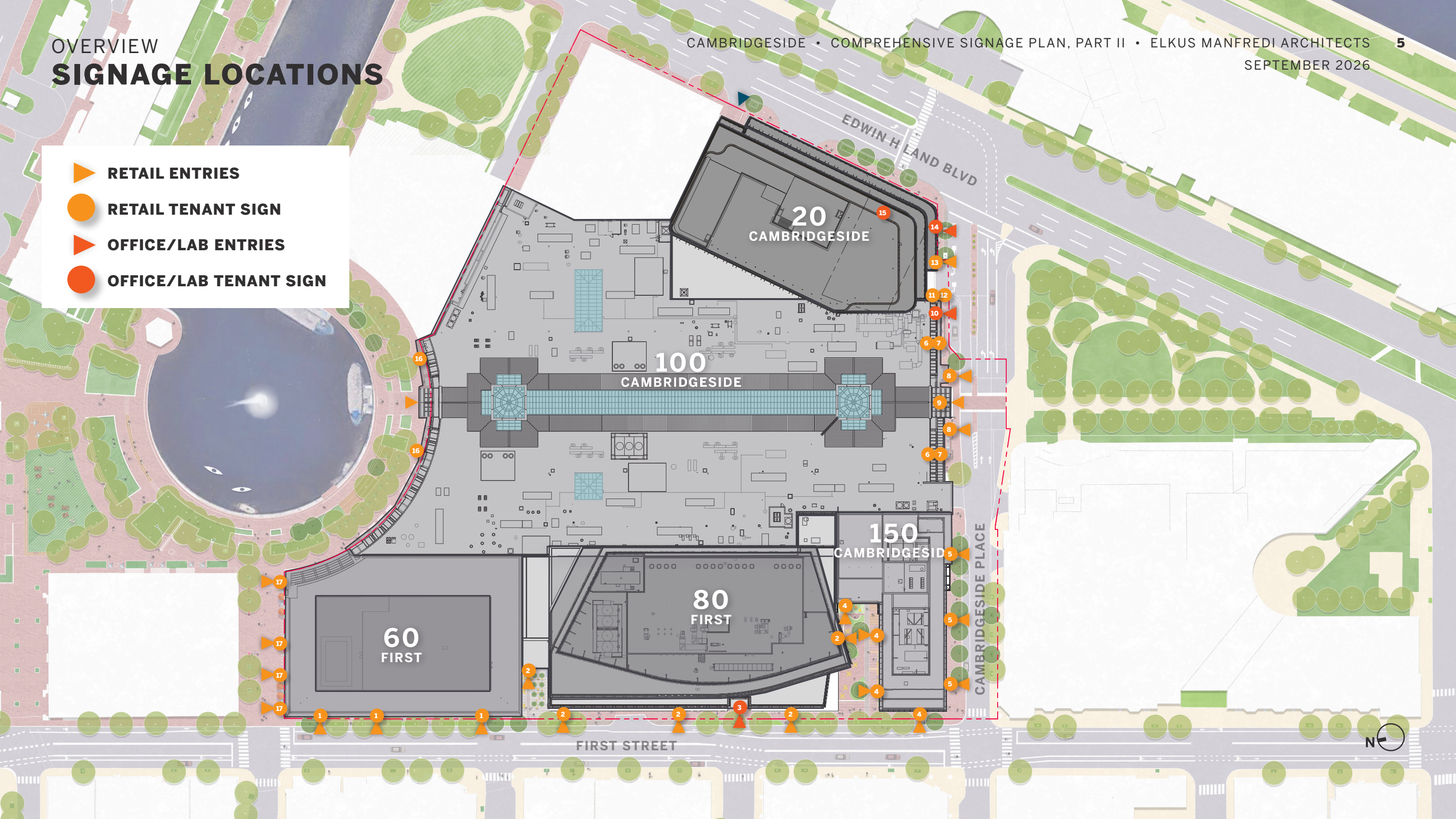
REVISION: PP. 5, 19, 20

NEW ENGLAND
DEVELOPMENT

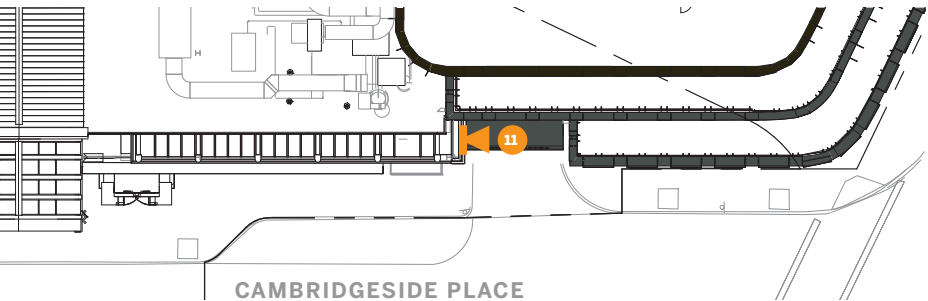
ELKUS | MANFREDI
ARCHITECTS

OVERVIEW
SIGNAGE LOCATIONS

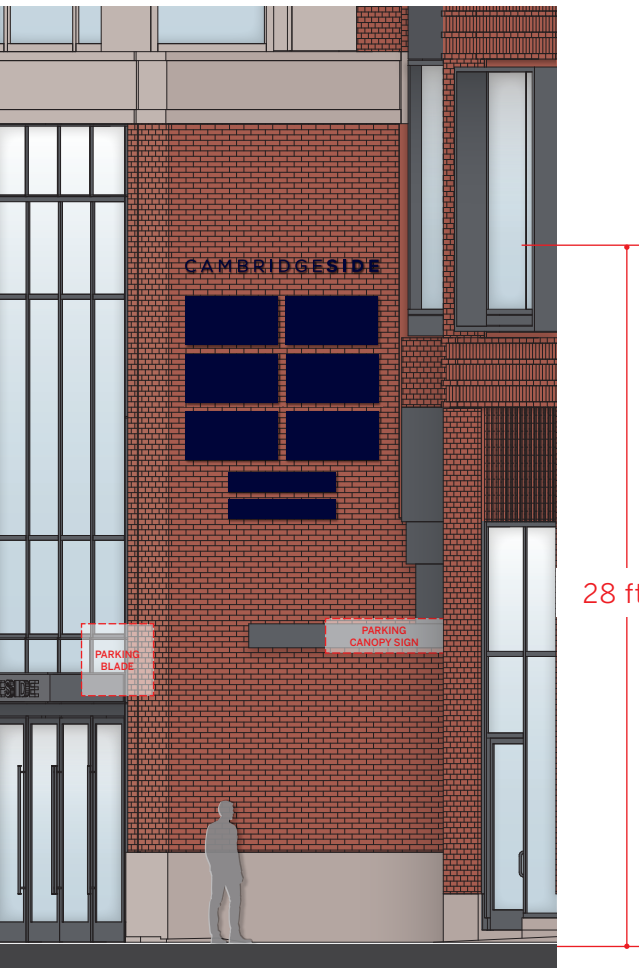
- ▶ RETAIL ENTRIES
- RETAIL TENANT SIGN
- ▶ OFFICE/LAB ENTRIES
- OFFICE/LAB TENANT SIGN



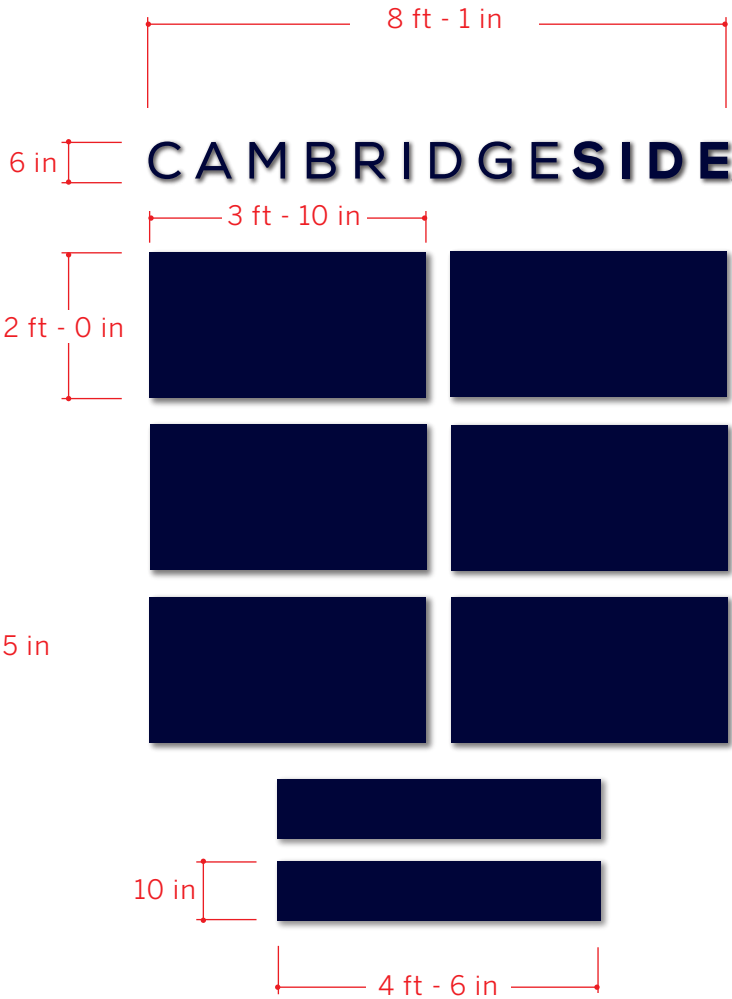
11 100 CAMBRIDGESIDE: RETAIL DIRECTORY HIGH



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.



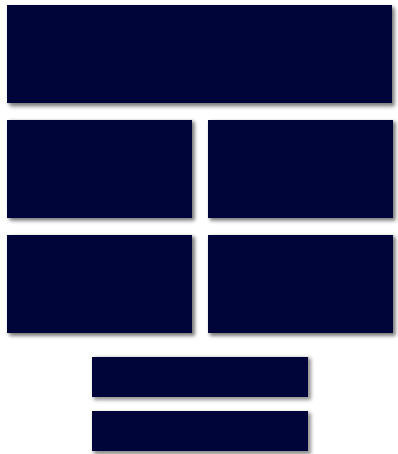
MOUNTING ELEVATION
100 CAMBRIDGESIDE (EAST)
SCALE 1/8" = 1'-0"



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

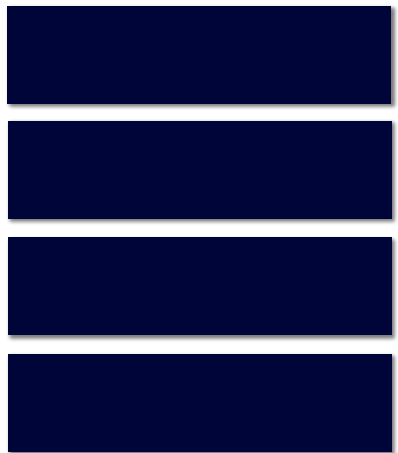
PANELS PAINTED
METAL, COLOR
TO MATCH
CAMBRIDGESIDE
BRAND NAVY
BLUE

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.

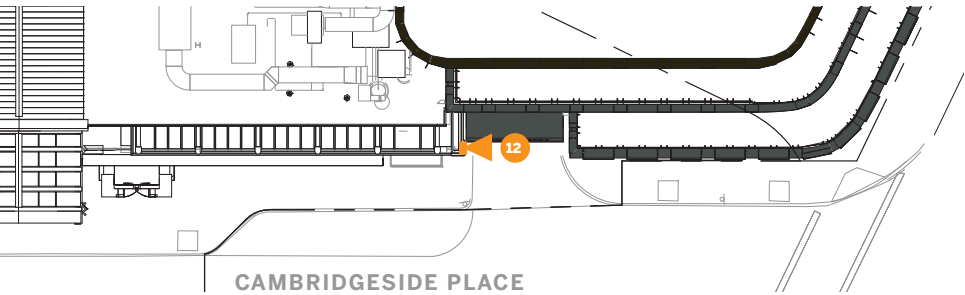
QUANTITY

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

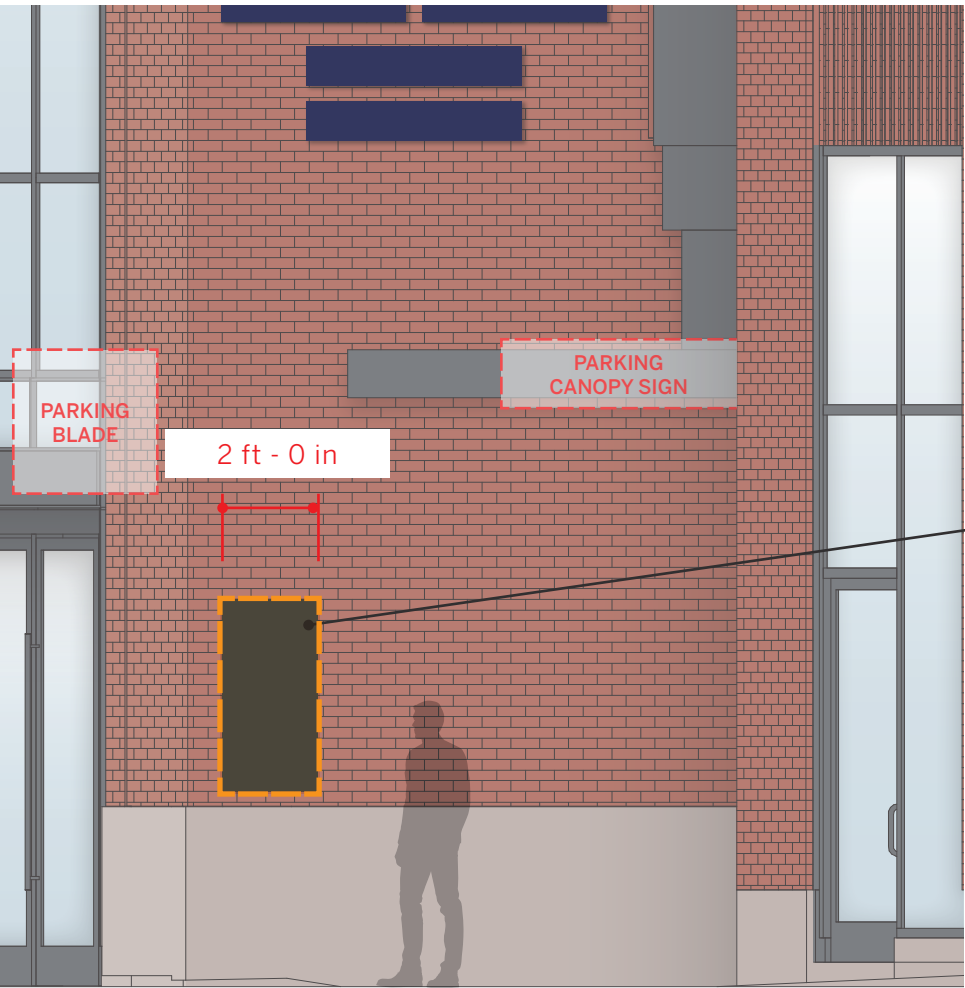
SIZE

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



KEY PLAN



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"

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.