



CITY OF CAMBRIDGE

BOARD OF ZONING APPEAL

831 Massachusetts Avenue, Cambridge MA 02139

617-349-6100

2021 FEB 22 PM 2:35
OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

BZA Application Form

BZA Number: 108265

General Information

The undersigned hereby petitions the Board of Zoning Appeal for the following:

Special Permit: _____

Variance: X

Appeal: _____

PETITIONER: Massachusetts Institute Of Technology C/O Kelley Brown

PETITIONER'S ADDRESS: MIT Office of Campus Planning, 77 Massachusetts Ave., NW23-10C
02139

LOCATION OF PROPERTY: 77 Massachusetts Ave , Cambridge, MA

TYPE OF OCCUPANCY: Institutional

ZONING DISTRICT: Res C-3, Res C-3
11, BB

REASON FOR PETITION:

/Sign/

DESCRIPTION OF PETITIONER'S PROPOSAL:

The proposed signs requiring variances exceed at least one of the following requirements: the l building, height, area, or location for free-standing signs.

SECTIONS OF ZONING ORDINANCE CITED:

- Article: 7.000 Section: 7.16.21.B - Area, Number, Height & Location of Signs).
- Article: 7.000 Section: 7.16.22 (Area of Sign).

Original
Signature(s):

(Petitioner (s) / Owne

Kelley Brown
(Print Name)

Address:

Tel. No. 617-293-6380
E-Mail Address: kbrown@mit.edu

Date: Feb. 22, 2021

BZA APPLICATION FORM - OWNERSHIP INFORMATION

To be completed by OWNER, signed before a notary and returned to The Secretary of the Board of Zoning Appeals.

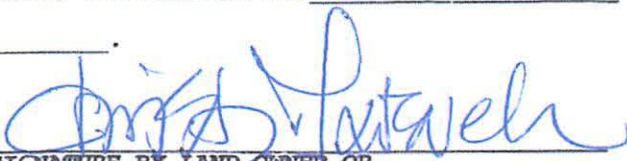
I/We Massachusetts Insitute of Technology
(OWNER)

Address: 77 Massachusetts Avenue, NW23-100, Cambridge, MA 02139

State that I/We own the property located at 59 Vassar Street, Cambridge, MA,
which is the subject of this zoning application.

The record title of this property is in the name of _____
Massachusetts Institute of Technology

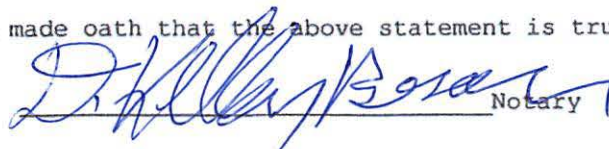
*Pursuant to a deed of duly recorded in the date Feb. 12, 1912, Middlesex South
County Registry of Deeds at Book 3678, Page 190; or
Middlesex Registry District of Land Court, Certificate No. _____
Book _____ Page _____.


SIGNATURE BY LAND OWNER OR
AUTHORIZED TRUSTEE, OFFICER OR AGENT*

*Written evidence of Agent's standing to represent petitioner may be requested.

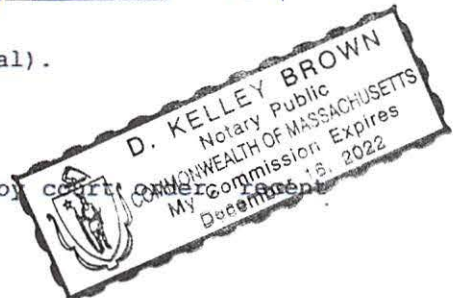
Commonwealth of Massachusetts, County of Middlesex

The above-name Christos Maravelias personally appeared before me,
this 26 of January, 2021, and made oath that the above statement is true.


Notary

My commission expires December 16, 2022 (Notary Seal).

• If ownership is not shown in recorded deed, e.g. if by court, deed, or inheritance, please include documentation.



BZA APPLICATION FORM

SUPPORTING STATEMENT FOR A VARIANCE

EACH OF THE FOLLOWING REQUIREMENTS FOR A VARIANCE MUST BE ESTABLISHED AND SET FORTH IN COMPLETE DETAIL BY THE APPLICANT IN ACCORDANCE WITH MGL 40A, SECTION 10:

A) A literal enforcement of the provisions of this ordinance would involve a substantial hardship, financial or otherwise, to the petitioner or appellant for the following reasons:

A robust and effective wayfinding sign program for the MIT campus is forbidden by the literal enforcement of the sign rules in the ordinance.

The MIT campus is made up entirely of institutional uses and has no residential uses. However, the campus is zoned overwhelmingly in residential districts. Institutional uses are allowed in these higher density residential districts, but the sign rules (Section 7.16.21 B.) for allowed non-residential uses are strict regarding the number, size, and placement of signs, reflecting the purpose of the ordinance to protect residential neighbors from unsightly commercial-scale signs. There are no residential neighbors closer than 150 feet to any of the wayfinding sign locations. No wayfinding signs would be visible from any residential property.

The residential district sign regulations for non-residential uses are organized by building for number and size of sign. While very modest (two signs, 10 and 20 SF), new MIT buildings have usually been able to conform to these limits. However, a university campus cannot organize a wayfinding system coordinated with or constrained by the signage of existing buildings or the needs of future buildings. The wayfinding program bears no relationship to the individual buildings, except as a means for pedestrians to find their way on a large campus. Literal enforcement of the building-based sign rules imposed by zoning would not allow wayfinding signage on the campus.

Free-standing signs are allowed for non-residential uses in residential districts, but are restricted to a maximum of four feet in height. Every sign in the MIT Wayfinding Sign program is in excess of four feet high and most (73 out of 88) of the signs in residential districts are located near the back of the sidewalk, closer than one-half of the front yard setback required. This size, height and proximity to the sidewalk allows the wayfinding sign to be viewed comfortably by pedestrians. Wayfinding signs less than four feet high and placed at the zoning-required distance from the sidewalk would be difficult, if not impossible, to read, defying the express purpose of the wayfinding system.

Literal enforcement of the rules of Section 7.16.21 B. would impose a substantial hardship on the installation of a Campus Wayfinding system. The limits to size, location, number and type of sign would prohibit a Campus Wayfinding system.

B) The hardship is owing to the following circumstances relating to the soil conditions, shape or topography of such land or structures affecting such land or structures not affecting generally the zoning district in which it is located for the following reasons:

The hardship is owing to the use of residential districts to govern signage for an institutional land use. The sign rules are appropriate, for instance, for controlling commercial signage for a small professional practice allowed in a residential district, but are not appropriate for signage on a large university campus (168 acres) that has no residential uses. Wayfinding signage for an institutional use, such as a hospital or college, is of a different type than commercial identification signage. It provides directions on private property to a complex set of uses and destinations on the campus for local and global visitors to the campus. This is unlike anything a residential building would require.

The campus is not comprised of individual land parcels and buildings. MIT land is aggregated to allow for multi-building lots. While some buildings front on public ways, many are in the interior of the campus or are setback from the street and face an interior open space. Many of these buildings, while having street addresses for public safety purposes, could not be located by visitors by street address at all. A wayfinding sign system provides the proper connectivity for visitors across the campus, re-assuring the visitor in successive signs that they are heading in the right direction. Residential streets and buildings generally have no need of such a system, as street addresses are sufficient to guide visitors.

C) DESIRABLE RELIEF MAY BE GRANTED WITHOUT EITHER:

1) Substantial detriment to the public good for the following reasons:

- Cambridge planning studies and recommendations for Kendall and across the city support wayfinding signage to assist visitors in gaining orientation and information regarding locations of interest, such as major institutions, parks and open space, and other attractions. The MIT campus wayfinding system is an answer to that municipal planning desire.
- The Kendall SOMA project was directed by the Planning Board to include a wayfinding system for the PUD-5 development. The SOMA development is adjacent and integrated into the overall campus. A wayfinding system in a silo is a contradiction in terms.
- The campus and Kendall Square are planned and developed as high-density institutional and commercial areas, effectively the downtown core of Cambridge. Lively and helpful wayfinding signage is important in such an environment. The signs are, of course, located on the MIT campus, facing only commercial neighbors.

- Visitors to Kendall Square, emerging from the Kendall/MIT Red Line station have asked for decades, “Where is MIT?” The Wayfinding system is an answer to this perennial question.
- Visitors to MIT, even from nearby neighborhoods, often find the campus hard to navigate, with the inscrutable building numbering system and minimal campus signage. The comprehensive wayfinding system is a direct response to this public need.
- The signs themselves are attractive, consistent with the modern, industrial design ethos of Kendall and MIT, without internal or external lighting, located along sidewalks and pathways in a rational manner to guide visitors, in a number and size sufficient to serve their purpose, without overwhelming the campus environment.

2) Relief may be granted without nullifying or substantially derogating from the intent or purpose of this ordinance for the following reasons:

Residential districts on the campus are intended to protect residential neighbors from undesirable uses, high-volume traffic conditions, buildings out of scale with a smaller residential fabric, and from large, poorly located commercial signage. In the case of the campus, composed as it is almost exclusively residential districts, there is no need for many of the restrictions intended for residential neighbors. The restrictions associated with signage for non-residential uses in residential districts, like the MIT campus, are particularly challenging to abide by, as the needs of the campus (and those of the visiting public) are more similar to its large-scale commercial neighbors than the low-density residential districts the rules are made for. The many Cambridge planning studies and guidelines for Kendall Square that recommend wayfinding are directly applicable to the MIT campus.

The campus wayfinding project is not subject to an Article 19 Project Review Special Permit, but the Citywide Urban Design Objectives (19.30) provide a guide to the broad purposes and intents of the zoning ordinance.

Section 19.32, promotes lively streets with windows and doors and safe access for pedestrians and cyclists. Section 19.32 (6) notes, “**Alternate means of serving this policy objective 19.32 through special building design, siting, or site design can be anticipated where the building form or use is distinctive** such as freestanding parking structures, **large institutional buildings** such as churches and auditoriums, freestanding service buildings, power plants, athletic facilities, manufacturing plants, etc.” (Bold added.) The proposed wayfinding signage is directly responsive to this anticipated circumstance.

Section 19.33 (9) states, “Outdoor lighting is designed to provide minimum lighting and necessary to ensure adequate safety, night vision, and comfort, while minimizing light pollution.” The proposed wayfinding signage is analogous: the policy desire is for a safe

and comforting system that guides pedestrians in navigating a complex environment, without overwhelming them with intrusive signage.

In Section 19.35, the objective is to “reinforce and enhance the complex urban aspects of Cambridge as it has developed historically,” including “[w]here institutional construction occurs in commercial areas, retail, consumer service enterprises, and other uses that are accessible to the general public are provided at the ground (or lower) floors of buildings. **Where such uses are not suitable for programmatic reasons, institutional uses that encourage active pedestrian traffic to and from the site.** (Bold added.) Wayfinding signage encourages pedestrian traffic throughout the campus.

(Attachment B – PAGE 5)

BZA Application Form**DIMENSIONAL INFORMATION**

Applicant: Massachusetts Institute Of Technology
Location: MIT Office of Campus Planning, 77
 Massachusetts Ave., NW23-100
Phone: 617-293-6380

Present Use/Occupancy: Institutional
Zone: Res C-3, Res C-3B, SD-6,
 SD-8, SD-11, BB
Requested Use/Occupancy: Institutional

	<u>Existing Conditions</u>	<u>Requested Conditions</u>	<u>Ordinance Requirements</u>	
<u>TOTAL GROSS FLOOR AREA:</u>	N/A	N/A	N/A	(max.)
<u>LOT AREA:</u>	N/A	N/A	N/A	(min.)
<u>RATIO OF GROSS FLOOR AREA TO LOT AREA: ²</u>	N/A	N/A	N/A	
<u>LOT AREA OF EACH DWELLING UNIT</u>	N/A	N/A	N/A	
<u>SIZE OF LOT:</u>				
WIDTH	N/A	N/A	N/A	
DEPTH	N/A	N/A	N/A	
<u>SETBACKS IN FEET:</u>				
FRONT	N/A	N/A	N/A	
REAR	N/A	N/A	N/A	
LEFT SIDE	N/A	N/A	N/A	
RIGHT SIDE	N/A	N/A	N/A	
<u>SIZE OF BUILDING:</u>				
HEIGHT	N/A	N/A	N/A	
WIDTH	N/A	N/A	N/A	
<u>RATIO OF USABLE OPEN SPACE TO LOT AREA:</u>	N/A	N/A	N/A	
<u>NO. OF DWELLING UNITS:</u>	N/A	N/A	N/A	
<u>NO. OF PARKING SPACES:</u>	N/A	N/A	N/A	
<u>NO. OF LOADING AREAS:</u>	N/A	N/A	N/A	
<u>DISTANCE TO NEAREST BLDG. ON SAME LOT</u>	N/A	N/A	N/A	

Describe where applicable, other occupancies on the same lot, the size of adjacent buildings on same lot, and type of construction proposed, e.g; wood frame, concrete, brick, steel, etc.

1. SEE CAMBRIDGE ZONING ORDINANCE ARTICLE 5.000, SECTION 5.30 (DISTRICT OF DIMENSIONAL REGULATIONS).
2. TOTAL GROSS FLOOR AREA (INCLUDING BASEMENT 7'-0" IN HEIGHT AND ATTIC AREAS GREATER THAN 5') DIVIDED BY LOT AREA.
3. OPEN SPACE SHALL NOT INCLUDE PARKING AREAS, WALKWAYS OR DRIVEWAYS AND SHALL HAVE A MINIMUM DIMENSION OF 15'.

BZA Application Form**SUPPORTING STATEMENT FOR A VARIANCE**

Pacheco, Maria

From: Carol O'Hare <carol@carolok.com>
Sent: Monday, March 22, 2021 2:38 PM
To: Pacheco, Maria
Subject: BZA: MIT Campus Wayfinding Signs, etc., Case #108265 , 3/25/21, 6:45 P.M.
Attachments: Special Identity Signage_MITCampusWayfinding_BZA-presentation_2021.03.25-V2[2].pdf

Dear Mr. Alexander, Chair, Mr. Sullivan, Vice Chair, and Members of the Board of Zoning Appeal.

You may be surprised that I applaud MIT's proposed and long-awaited Campus Wayfinding system. What an effective (for insiders & outsiders), coherent, thoughtful and just, plain good-looking plan it is!* MIT has obviously spent the time, effort and money necessary for a high-quality and community-sensitive system. This system should help both insiders and outsiders get around MIT's spread out, confusing campus.

I even support their 3 over-sized wall signs that require zoning variances. MIT's representatives explained that all three wall signs face inward towards MIT's campus, not toward a Cambridge public way. My **Attachment** that MIT sent me shows these 3 signs' campus-facing locations with lilac-colored shading: "MUSEUM" (white letters on glass), "WELCOME" (white letters on glass) & "MIT" (colorful logo on "selfie" wall).

I think that MIT has cleared the legal and practical hurdles (including the "substantial hardship" test for zoning variances) for BZA approval of their Campus Wayfinding system. Their huge, spread out in 6-different-zoning-district campus makes MIT's property clearly distinguishable, for signage purposes, from other usual lots in MIT's zoning districts. For these purposes, MIT's campus is more like a mini-municipality.

Thank you, as always, for your time, service and efforts.

Sincerely,

Carol O'Hare
172 Magazine St.

*Pentagram, the designers, are highly regarded and no wonder. <https://www.domestika.org/en/blog/3677-pentagram-five-decades-of-star-studded-design>)

Legend	Qty.
● A1: Campus Identifier	1
● B1: Campus Directory	1
● C1: Pedestrian Beacon	6



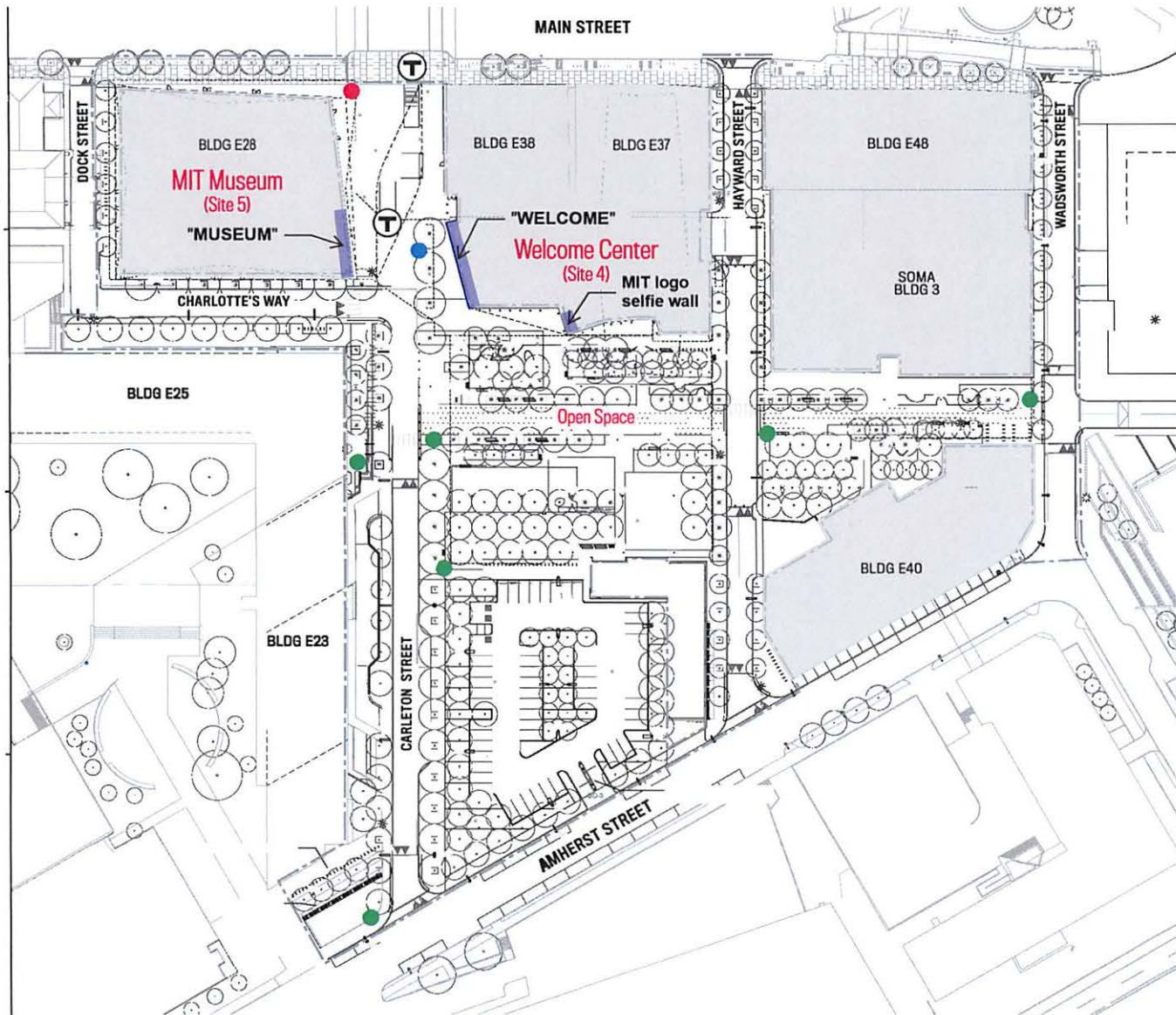
A1 Campus Identifier

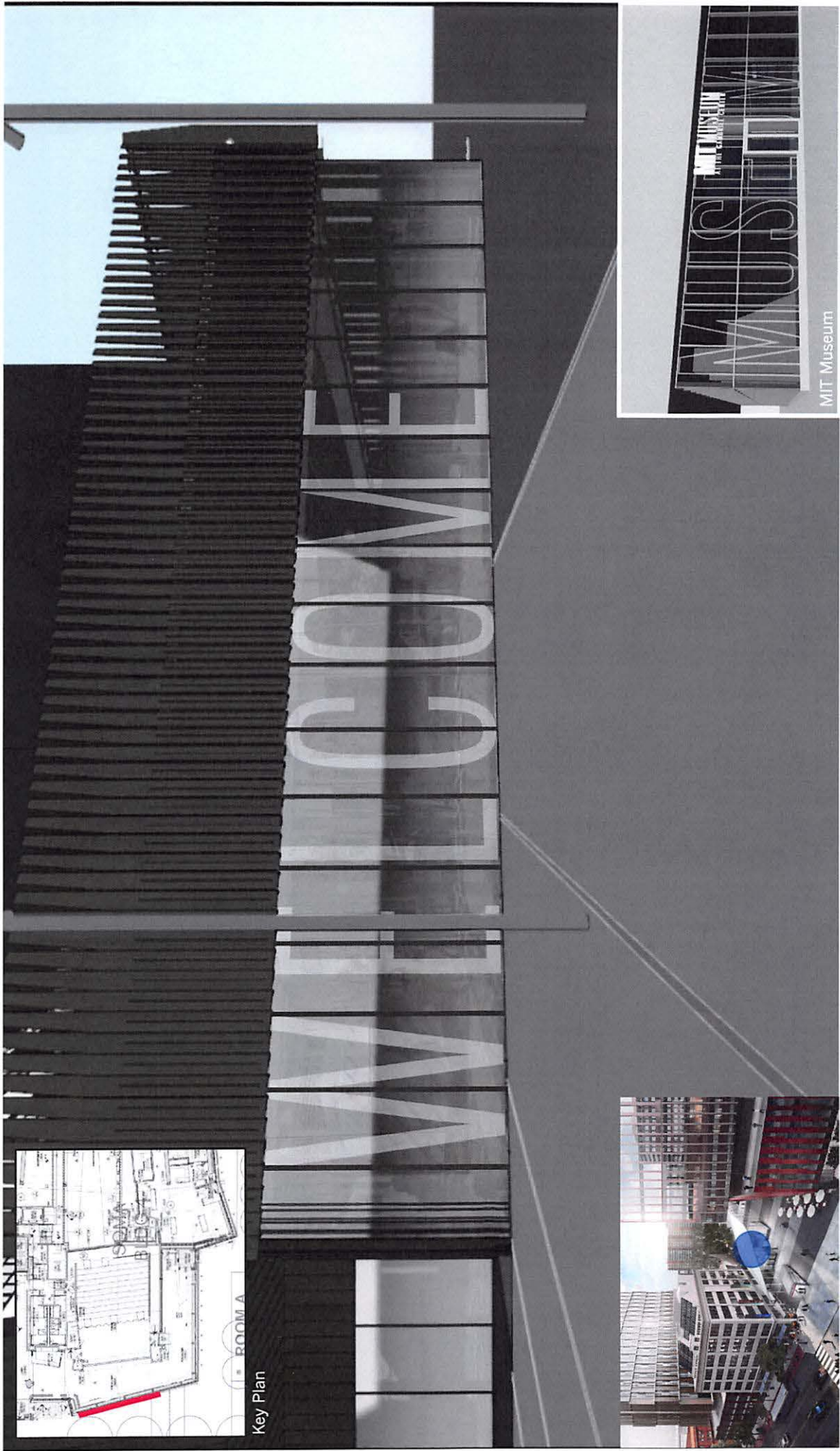


B1 Campus Directory

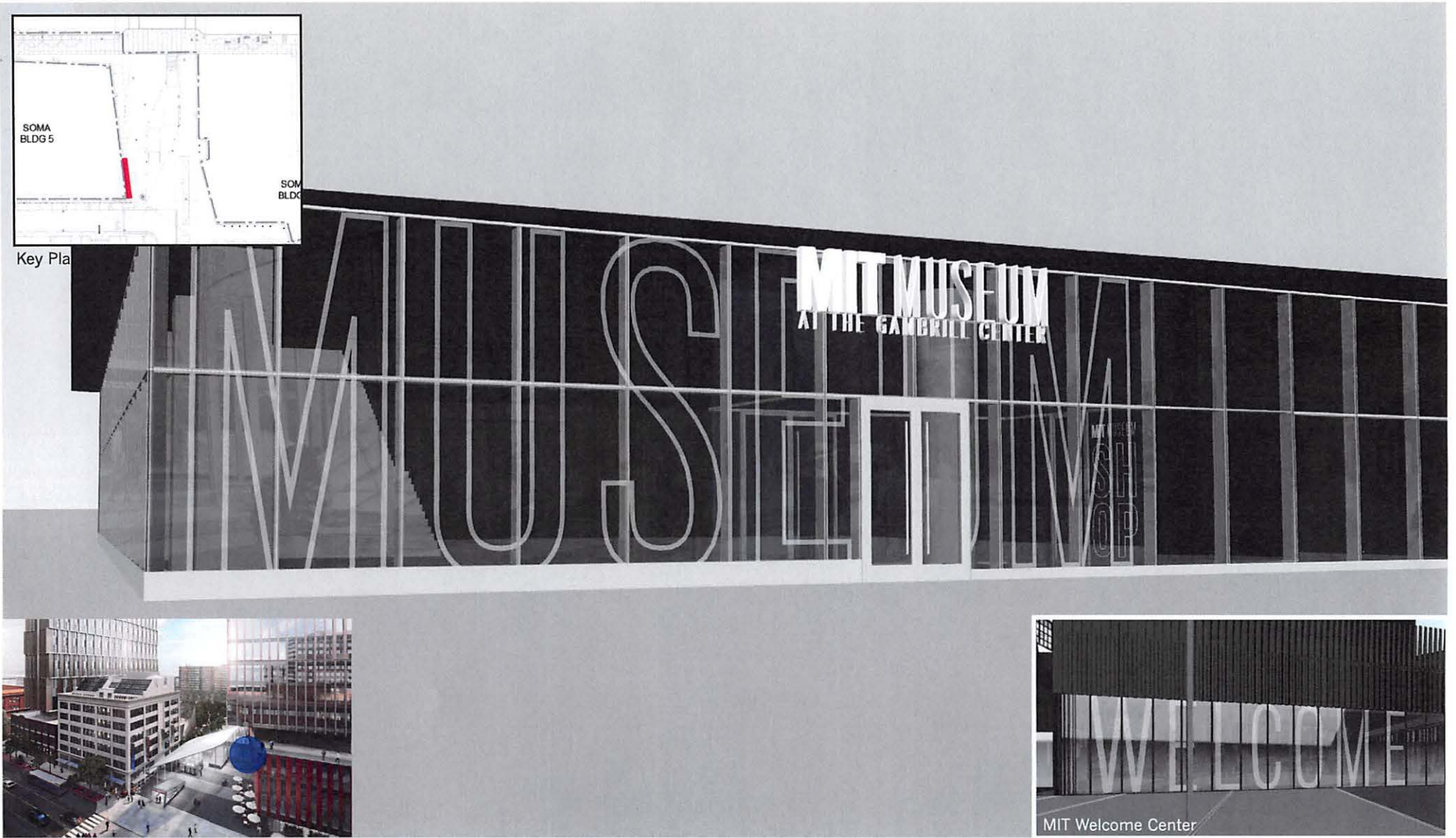


C1 Pedestrian Beacon

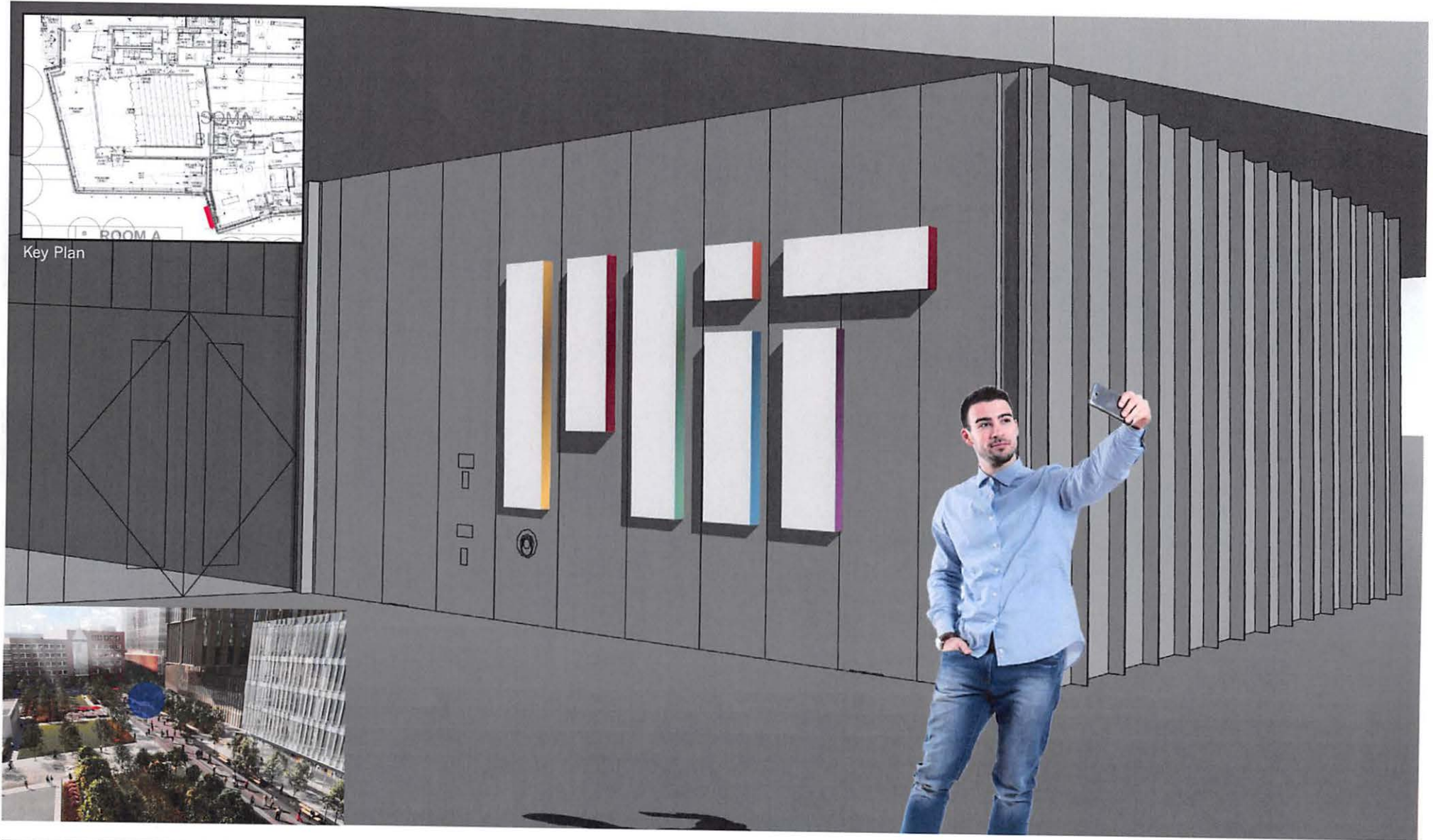




Welcome Center Window Graphics
MIT Campus Wayfinding Exterior Signage Program



Museum Window Signage and Graphics
MIT Campus Wayfinding Exterior Signage Program



Welcome Center Selfie Moment
MIT Campus Wayfinding Exterior Signage Program



Campus Wayfinding Signage Locations within MIT Land Parcels

Sources:
Basemap: Facility Information Systems (2021)

February 14, 2021

Mr. Ranjit Singanayagam
Commissioner and Zoning Administrator
Inspectional Services Department
City of Cambridge
831 Massachusetts Avenue
Cambridge, MA 02139

**Re: 77 Massachusetts Avenue – MIT Wayfinding and Special Identity
Sign Variance Application**



Dear Ranjit:

The Massachusetts Institute of Technology is submitting this variance application for the installation of a comprehensive wayfinding sign system on the MIT campus and for special identity signs in the Kendall gateway. This application references ninety-one (91) wayfinding signs and three (3) special identity signs that need variances for installation. They are submitted together in this package in order to express the purpose and coherence of such a system, as well as for the administrative convenience of all parties. Each sign which requires a variance is depicted in detail, is located on the MIT campus and has a specific title reference. The specific relief required for each sign is noted.

The MIT Wayfinding Sign program includes 103 individual signs across campus. Ten (10) are exempt from Section 7.000 restrictions as to type, location, height, and size of signs or limitations as to the total area of signs, as they are not visible from a public way (Section 7.16.11 A. 1.) Two (2) signs are in business districts and conform to the requirements of Section 7.16.22.

Accompanying this letter are multiple attachments that provide the necessary rationale for granting the required variances for the MIT Wayfinding Sign program:

- 1. Board of Zoning Appeal (BZA) Variance Application Form.**
The dimensional information in the application form is generally not applicable. It was submitted through the permitting portal.

2. **Supporting Statement for a Variance.** Attestation as to hardship, contribution to public good, and non-derogation of the intent and purpose of the zoning ordinance. This is also part of the Application Form.
3. **Ownership Certificate.** The Certificate references the accompanying spreadsheet that contains specific title references (Registry book and page or Land Court certificate) for each sign requiring zoning relief.
4. **MIT Parcel plan.** Provides Assessing information on all lots included with the Wayfinding Sign program.
5. **BZA Application Fee and Title References.** This provides the following information for each sign:
 - a. Unique identifier;
 - b. BZA application fee (per sign and in total);
 - c. Assessing map and lot; and
 - d. Title reference.
6. **Zoning Analysis and Relief Requested.**
 - a. Unique sign identifier;
 - b. Zoning district; and
 - c. Specific relief requested
7. **Application Slide Deck.** The slides outline the Wayfinding Sign program and special identity signs.
 - a. The nature and purpose of the wayfinding program and the special identity signs;
 - b. The zoning relief needed for each sign;
 - c. The design and location of each sign;
 - d. Mock-ups and rendering of each sign type; and
 - e. Campus and quadrant location plan for the three sign types.

We would be happy to clarify any questions you may have about this project and look forward to the BZA hearing on these variances. Please call Kelley Brown at (c) 617-293-6380.

Sincerely yours,

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Kelley Brown

Kelley Brown
Senior Campus Planner

BZA APPLICATION FORM

SUPPORTING STATEMENT FOR A VARIANCE

EACH OF THE FOLLOWING REQUIREMENTS FOR A VARIANCE MUST BE ESTABLISHED AND SET FORTH IN COMPLETE DETAIL BY THE APPLICANT IN ACCORDANCE WITH MGL 40A, SECTION 10:

A) A literal enforcement of the provisions of this ordinance would involve a substantial hardship, financial or otherwise, to the petitioner or appellant for the following reasons:

A robust and effective wayfinding sign program for the MIT campus is forbidden by the literal enforcement of the sign rules in the ordinance.

The MIT campus is made up entirely of institutional uses and has no residential uses. However, the campus is zoned overwhelmingly in residential districts. Institutional uses are allowed in these higher density residential districts, but the sign rules (Section 7.16.21 B.) for allowed non-residential uses are strict regarding the number, size, and placement of signs, reflecting the purpose of the ordinance to protect residential neighbors from unsightly commercial-scale signs. There are no residential neighbors closer than 150 feet to any of the wayfinding sign locations. No wayfinding signs would be visible from any residential property.

The residential district sign regulations for non-residential uses are organized by building for number and size of sign. While very modest (two signs, 10 and 20 SF), new MIT buildings have usually been able to conform to these limits. However, a university campus cannot organize a wayfinding system coordinated with or constrained by the signage of existing buildings or the needs of future buildings. The wayfinding program bears no relationship to the individual buildings, except as a means for pedestrians to find their way on a large campus. Literal enforcement of the building-based sign rules imposed by zoning would not allow wayfinding signage on the campus.

Free-standing signs are allowed for non-residential uses in residential districts, but are restricted to a maximum of four feet in height. Every sign in the MIT Wayfinding Sign program is in excess of four feet high and most (73 out of 88) of the signs in residential districts are located near the back of the sidewalk, closer than one-half of the front yard setback required. This size, height and proximity to the sidewalk allows the wayfinding sign to be viewed comfortably by pedestrians. Wayfinding signs less than four feet high and placed at the zoning-required distance from the sidewalk would be difficult, if not impossible, to read, defying the express purpose of the wayfinding system.

Literal enforcement of the rules of Section 7.16.21 B. would impose a substantial hardship on the installation of a Campus Wayfinding system. The limits to size, location, number and type of sign would prohibit a Campus Wayfinding system.

B) The hardship is owing to the following circumstances relating to the soil conditions, shape or topography of such land or structures affecting such land or structures not affecting generally the zoning district in which it is located for the following reasons:

The hardship is owing to the use of residential districts to govern signage for an institutional land use. The sign rules are appropriate, for instance, for controlling commercial signage for a small professional practice allowed in a residential district, but are not appropriate for signage on a large university campus (168 acres) that has no residential uses. Wayfinding signage for an institutional use, such as a hospital or college, is of a different type than commercial identification signage. It provides directions on private property to a complex set of uses and destinations on the campus for local and global visitors to the campus. This is unlike anything a residential building would require.

The campus is not comprised of individual land parcels and buildings. MIT land is aggregated to allow for multi-building lots. While some buildings front on public ways, many are in the interior of the campus or are setback from the street and face an interior open space. Many of these buildings, while having street addresses for public safety purposes, could not be located by visitors by street address at all. A wayfinding sign system provides the proper connectivity for visitors across the campus, re-assuring the visitor in successive signs that they are heading in the right direction. Residential streets and buildings generally have no need of such a system, as street addresses are sufficient to guide visitors.

C) DESIRABLE RELIEF MAY BE GRANTED WITHOUT EITHER:

1) Substantial detriment to the public good for the following reasons:

- Cambridge planning studies and recommendations for Kendall and across the city support wayfinding signage to assist visitors in gaining orientation and information regarding locations of interest, such as major institutions, parks and open space, and other attractions. The MIT campus wayfinding system is an answer to that municipal planning desire.
- The Kendall SOMA project was directed by the Planning Board to include a wayfinding system for the PUD-5 development. The SOMA development is adjacent and integrated into the overall campus. A wayfinding system in a silo is a contradiction in terms.
- The campus and Kendall Square are planned and developed as high-density institutional and commercial areas, effectively the downtown core of Cambridge. Lively and helpful wayfinding signage is important in such an environment. The signs are, of course, located on the MIT campus, facing only commercial neighbors.

- Visitors to Kendall Square, emerging from the Kendall/MIT Red Line station have asked for decades, “Where is MIT?” The Wayfinding system is an answer to this perennial question.
- Visitors to MIT, even from nearby neighborhoods, often find the campus hard to navigate, with the inscrutable building numbering system and minimal campus signage. The comprehensive wayfinding system is a direct response to this public need.
- The signs themselves are attractive, consistent with the modern, industrial design ethos of Kendall and MIT, without internal or external lighting, located along sidewalks and pathways in a rational manner to guide visitors, in a number and size sufficient to serve their purpose, without overwhelming the campus environment.

2) Relief may be granted without nullifying or substantially derogating from the intent or purpose of this ordinance for the following reasons:

Residential districts on the campus are intended to protect residential neighbors from undesirable uses, high-volume traffic conditions, buildings out of scale with a smaller residential fabric, and from large, poorly located commercial signage. In the case of the campus, composed as it is almost exclusively residential districts, there is no need for many of the restrictions intended for residential neighbors. The restrictions associated with signage for non-residential uses in residential districts, like the MIT campus, are particularly challenging to abide by, as the needs of the campus (and those of the visiting public) are more similar to its large-scale commercial neighbors than the low-density residential districts the rules are made for. The many Cambridge planning studies and guidelines for Kendall Square that recommend wayfinding are directly applicable to the MIT campus.

The campus wayfinding project is not subject to an Article 19 Project Review Special Permit, but the Citywide Urban Design Objectives (19.30) provide a guide to the broad purposes and intents of the zoning ordinance.

Section 19.32, promotes lively streets with windows and doors and safe access for pedestrians and cyclists. Section 19.32 (6) notes, “**Alternate means of serving this policy objective 19.32 through special building design, siting, or site design can be anticipated where the building form or use is distinctive** such as freestanding parking structures, **large institutional buildings** such as churches and auditoriums, freestanding service buildings, power plants, athletic facilities, manufacturing plants, etc.” (Bold added.) The proposed wayfinding signage is directly responsive to this anticipated circumstance.

Section 19.33 (9) states, “Outdoor lighting is designed to provide minimum lighting and necessary to ensure adequate safety, night vision, and comfort, while minimizing light pollution.” The proposed wayfinding signage is analogous: the policy desire is for a safe

and comforting system that guides pedestrians in navigating a complex environment, without overwhelming them with intrusive signage.

In Section 19.35, the objective is to “reinforce and enhance the complex urban aspects of Cambridge as it has developed historically,” including “[w]here institutional construction occurs in commercial areas, retail, consumer service enterprises, and other uses that are accessible to the general public are provided at the ground (or lower) floors of buildings. **Where such uses are not suitable for programmatic reasons, institutional uses that encourage active pedestrian traffic to and from the site.** (Bold added.) Wayfinding signage encourages pedestrian traffic throughout the campus.

(Attachment B – PAGE 5)

MIT Campus Signage Variance Application Fees and Title References

	A	B	C	D	E	F	G	H
1								
2	A1 C4-M-02	CAMPUS IDENTIFIER						
3	B1 B4-N-01	CAMPUS DIRECTORY						
4	C1 B4-N-02	PEDESTRIAN BEACON						
5								
6								
7								
8	IDENTITY SIGNS				TITLE REFERENCE			
9	SIGN NAME			BZA Permit Fee by Unit	Map	Lot	Book/Page	Certificate #
10	"MUSEUM" window decal			\$ 3,785.00	48	157	14634/260	
11	"WELCOME" window decal			\$ 2,795.00	48	159	69615/346	
12	Selfie Wall Sign			\$ 565.00	48	159	69715/346	
13								
14								
15	WAYFINDING SIGNS				TITLE REFERENCE			
16	SIGN NAME	CONFORMING	NOT VISIBLE from a public way	BZA Permit Fee by Unit	Map	Lot	Book/Page	Certificate #
17	A1 C4-M-02			\$ 467.55	52A	21	3678/190-282	
18	A1 C4-N-08			\$ 467.55	53	59		107762
19	A1 C4-W-03			\$ 467.55	57	170		113472
20	A1 C5-M-01			\$ 467.55	52A	21	3678/190-282	
21	A1 C5-M-02			\$ 467.55	52A	22	12408/46	
22	A1 C6-E-01			\$ 467.55	48	157	14634/260	
23	A1 D1-W-01			\$ 467.55	63	118	53376/458	
24	A1 D4-M-01			\$ 467.55	52A	21	3678/190-282	
25	A1 D6-E-10			\$ 467.55	47	90		71877,76987, 11295,1139
26	B1 B4-N-01			\$ 370.26	53	64	17482/571; 21433/269&272	
27	B1 C3-NW-03			\$ 370.26	67	49	11815/267, 45223/324	
28	B1 C3-W-01			\$ 370.26	54	26	10435/50	
29	B1 C3-W-02			\$ 370.26	57	173	4372/270; 4733/543&551	
30	B1 C5-E-06			\$ 370.26	48	129	32948/538	102840
31	B1 C5-M-03		1	-				
32	B1 C5-M-04			\$ 370.26	52A	31	3678/190-282	
33	B1 C5-M-05		1	-				
34	B1 C6-E-02			\$ 370.26	48	156	3014/37	
35	B1 D1-W-02			\$ 370.26	62	41	46743/399	
36	B1 D2-W-01			\$ 370.26	62	42	46720/89	
37	B1 D2-W-02			\$ 370.26	62	34	5961/111	
38	B1 D4-W-02			\$ 370.26	58	120	s/a line 84 and 23365/41	
39	B1 D5-M-01			\$ 370.26	52A	21	3678/190-282	
40	B1 D5-M-04			\$ 370.26	52A	21	3678/190-255	
41	B1 D6-E-09			\$ 370.26	48	154		55983, 52017
42	C1 B4-N-02			\$ 288.67	53	64	17482/571; 21433/269&272	
43	C1 B4-N-03			\$ 288.67	53	59		107762
44	C1 B5-M-01			\$ 288.67	53	72	10719/278	
45	C1 B5-N-02			\$ 288.67	53	61	3678/190-282	
46	C1 C2-NW-03	1		-				
47	C1 C2-W-01			\$ 288.67	62	42	46720/89	
48	C1 C2-W-02			\$ 288.67	61	12		161239
49	C1 C3-NW-07			\$ 288.67	55	26	13939/406	
50	C1 C3-W-04			\$ 288.67	57	173	4372/270; 4733/543&551	
51	C1 C3-W-05			\$ 288.67	55	27	10048/532	107954
52	C1 C3-W-06			\$ 288.67	57	173	4372/270; 4733/543&551	
53	C1 C4-M-01			\$ 288.67	52A	21	3678/190-282	
54	C1 C4-M-04			\$ 288.67	52A	21	3678/190-282	
55	C1 C4-M-05			\$ 288.67	52A	21	3678/190-282	
56	C1 C4-M-06			\$ 288.67	52A	21	3678/190-282	
57	C1 C4-M-07			\$ 288.67	52A	21	3678/190-282	
58	C1 C4-W-09			\$ 288.67	57	173	4372/270; 4733/543&551	
59	C1 C5-E-20			\$ 288.67	48	129	32948/538	102840
60	C1 C5-M-07			\$ 288.67	52A	31	3678/190-282	
61	C1 C5-M-08			\$ 288.67	52A	22	12408/46	
62	C1 C5-M-09			\$ 288.67	52A	22	12408/46	
63	C1 C5-M-10		1	-				
64	C1 C5-M-11			\$ 288.67	52A	21	3678/190-282	
65	C1 C5-M-12			\$ 288.67	52A	31	3678/190-282	
66	C1 C5-M-13			\$ 288.67	52A	21	3678/190-282	
67	C1 C5-M-14			\$ 288.67	52A	31	3678/190-282	
68	C1 C5-M-15		1	-				
69	C1 C5-M-16		1	-				
70	C1 C5-M-17		1	-				
71	C1 C5-M-18		1	-				
72	C1 C5-M-19			\$ 288.67	52A	22	12408/46	
73	C1 C5-M-21			\$ 288.67	52A	21	3678/190-282	
74	C1 C6-E-03			\$ 288.67	48	129	9737/321	
75	C1 D1-W-03			\$ 288.67	62	18	6747/184	
76	C1 D2-W-03			\$ 288.67	62	42	46720/89	
77	C1 D2-W-04			\$ 288.67	62	42	46720/89	
78	C1 D2-W-05			\$ 288.67	61	14		133823
79	C1 D2-W-06			\$ 288.67	62	42	46720/89	
80	C1 D2-W-07			\$ 288.67	62	42	46720/89	
81	C1 D2-W-08			\$ 288.67	62	42	46720/89	
82	C1 D2-W-09			\$ 288.67	62	34	5961/111	

MIT Campus Signage Variance Application Fees and Title References

	A	B	C	D	E	F	G	H
83	C1 D2-W-10			\$ 288.67	62	41	46743/499	
84	C1 D3-W-01			\$ 288.67	57	173	4372/270; 4733/543&551	
85	C1 D3-W-02			\$ 288.67	58	158		60248
86	C1 D3-W-03			\$ 288.67	57	173	4372/270; 4733/543&551	
87	C1 D3-W-04			\$ 288.67	57	173	4372/270; 4733/543&551	
88	C1 D3-W-05			\$ 288.67	57	173	4372/270; 4733/543&551	
89	C1 D3-W-06			\$ 288.67	59	37	7571/60	
90	C1 D3-W-07		1					
91	C1 D4-M-03			\$ 288.67	52A	21	3678/190-282	
92	C1 D4-W-04	1						86130
93	C1 D4-W-05			\$ 288.67	58	161		42412
94	C1 D4-W-06			\$ 288.67	58	165	9525/335	
95	C1 D4-W-07			\$ 288.67	58	165	9525/335	
96	C1 D4-W-08			\$ 288.67	58	120	s/a line 84 and 23365/41	
97	C1 D4-W-09			\$ 288.67	58	157		126537
98	C1 D4-W-10		1					
99	C1 D5-E-11			\$ 288.67	48	129	32948/538	102840
100	C1 D5-E-12			\$ 288.67	52A	19	3678/190-255	
101	C1 D5-M-02			\$ 288.67	52A	21	3678/190-255	
102	C1 D5-M-03			\$ 288.67	52A	21	3678/190-282	
103	C1 D5-M-05			\$ 288.67	52A	21	3678/190-282	
104	C1 D5-M-06			\$ 288.67	52A	21	3678/190-282	
105	C1 D5-M-07			\$ 288.67	52A	21	3678/190-282	
106	C1 D5-M-08		1					
107	C1 D5-M-09			\$ 288.67	52A	21	3678/190-282	
108	C1 D5-M-10			\$ 288.67	52A	21	3678/190-282	
109	C1 D6-E-01			\$ 288.67	48	159	69615/346	
110	C1 D6-E-02			\$ 288.67	48	129	32948/538	102840
111	C1 D6-E-03			\$ 288.67	48	159	69615/346	
112	C1 D6-E-04			\$ 288.67	48	129	3014/37	
113	C1 D6-E-05			\$ 288.67	47	93	9995/432	
114	C1 D6-E-06			\$ 288.67	47	93	9995/432	
115	C1 D6-E-07			\$ 288.67	47	90		71877,76987, 11295,1139
116	C1 D6-E-08			\$ 288.67	47	85	10473/318	
117	C1 D6-E-11			\$ 288.67	47	83	6837/476	52017
118	C1 D6-E-12			\$ 288.67	47	90		71877
119	C1 D6-E-13			\$ 288.67	47	90		112995
120	GRAND TOTAL SIGNS	CONFORMING	NOT VISIBLE	TOTAL SIGNS				
121	103	2	10	91				
122								
123								
124								
125	SPECIAL IDENTITY SIGNAGE TOTAL FEES:							
126	MUSEUM window decal		1	\$ 3,785.00	\$ 3,785.00			
127	WELCOME window decal		1	\$ 2,795.00	\$ 2,795.00			
128	Selfie Wall		1	\$ 565.00	\$ 565.00			
129			3		\$ 7,145.00			
130								
131	FEE CALCULATION - SPECIAL IDENTITY SIGNS PER EACH:							
132	MUSEUM window decal		717	\$ 3,785.00	11'-8" x 44'-5"			
133	WELCOME window decal		519	\$ 2,795.00	15'-4" x 46'-9"			
134	Selfie Wall		73	\$ 565.00	6'-2" x 11'-9&7/8"			
135								
136	:FEE CALCULATION - WAYFINDING SIGNS BY TYPE:							
137				Per sign \$ 200.00				
138				Per SF \$ 5.00	Sign Dimensions			
139	C1 - side 1		11.25	SF	7'6" x 1'6"			
140	C1 - side 2		6.484	SF	7'6" x 10 3/8"			
141	C1 - total SF		17.734	SF				
142	C1 - Fee			\$ 288.67				
143								
144	B1 SF		34.052	SF	7' x 4' 10 3/8"			
145	B1 - Fee			\$ 370.26				
146								
147	A1 SF		53.510	SF	11' x 4' 10 3/8"			
148	A1 - Fee			\$ 467.55				
149								
150	WAYFINDING SIGNAGE TOTAL FEES:							
151	A1		9	\$ 467.55	\$ 4,207.97			
152	B1		14	\$ 370.26	\$ 5,183.64			
153	C1		69	\$ 288.67	\$ 19,918.35			
154			92		\$ 29,309.96			
155								
156	TOTAL BZA APPLICATION FEES:							
157				SPECIAL IDENTITY SIGNS	\$ 7,145.00			
158				WAYFINDING SIGNS	\$ 29,021.29			
159				TOTAL	\$ 36,166.29			

MIT Campus Signage Zoning Analysis

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	A1 C4-M-02	CAMPUS IDENTIFIER											
2	B1 B4-N-01	CAMPUS DIRECTORY											
3	C1 B4-N-02	PEDESTRIAN BEACON											
4													
5													
6		SIGN LOCATION IN ZONING DISTRICT						VARIANCE REQUIRED					
		RESIDENTIAL			BUSINESS/OFFICE/INDUSTRIAL								
7	SIGN NAME	RES C-3	RES-C3B	SD-6	BB	SD-8	SD-11	NOT VISIBLE fr public way	HEIGHT	AREA (SF)	SETBACK RELIEF	BUILDING SIGNAGE	
8	A1 C4-M-02		1						1	1	1	1	
9	A1 C4-N-08		1						1	1	1	1	
10	A1 C4-W-03				1					1			
11	A1 C5-M-01		1						1	1	1	1	
12	A1 C5-M-02		1						1	1	1	1	
13	A1 C6-E-01		1						1	1	1	1	
14	A1 D1-W-01						1			1			
15	A1 D4-M-01	1							1	1	1	1	
16	A1 D6-E-10		1						1	1	1	1	
17	B1 B4-N-01		1						1	1	1	1	
18	B1 C3-NW-03					1				1			
19	B1 C3-W-01			1					1	1	1	1	
20	B1 C3-W-02	1							1	1	1	1	
21	B1 C5-E-06		1						1	1	1	1	
22	B1 C5-M-03		1					1					
23	B1 C5-M-04		1						1	1	1	1	
24	B1 C5-M-05		1					1					
25	B1 C6-E-02		1						1	1	1	1	
26	B1 D1-W-02	1							1	1	1	1	
27	B1 D2-W-01	1							1	1			
28	B1 D2-W-02	1							1	1	1	1	
29	B1 D4-W-02	1							1	1			
30	B1 D5-M-01	1							1	1	1	1	
31	B1 D5-M-04	1							1	1	1	1	
32	B1 D6-E-09		1						1	1	1	1	
33	C1 B4-N-02		1						1		1	1	
34	C1 B4-N-03		1						1		1	1	
35	C1 B5-M-01		1						1		1	1	
36	C1 B5-N-02		1						1		1	1	
37	C1 C2-NW-03					1							
38	C1 C2-W-01	1							1		1	1	
39	C1 C2-W-02			1					1		1	1	
40	C1 C3-NW-07			1					1		1	1	
41	C1 C3-W-04	1							1		1	1	
42	C1 C3-W-05			1					1		1	1	
43	C1 C3-W-06	1							1		1	1	
44	C1 C4-M-01		1						1		1	1	
45	C1 C4-M-04		1						1		1	1	
46	C1 C4-M-05		1						1		1	1	
47	C1 C4-M-06		1						1		1	1	
48	C1 C4-M-07		1						1		1	1	
49	C1 C4-W-09	1							1		1	1	
50	C1 C5-E-20		1						1		1	1	
51	C1 C5-M-07		1						1		1	1	
52	C1 C5-M-08		1						1		1	1	
53	C1 C5-M-09		1						1		1	1	
54	C1 C5-M-10		1					1					
55	C1 C5-M-11		1						1			1	
56	C1 C5-M-12		1						1		1	1	
57	C1 C5-M-13		1						1		1	1	
58	C1 C5-M-14		1						1		1	1	
59	C1 C5-M-15		1					1					
60	C1 C5-M-16		1					1					
61	C1 C5-M-17		1					1					
62	C1 C5-M-18		1					1					
63	C1 C5-M-19		1						1		1	1	
64	C1 C5-M-21		1						1		1	1	
65	C1 C6-E-03		1						1		1	1	
66	C1 D1-W-03	1							1		1	1	
67	C1 D2-W-03	1							1				
68	C1 D2-W-04	1							1			1	
69	C1 D2-W-05	1							1		1	1	
70	C1 D2-W-06	1							1			1	
71	C1 D2-W-07	1							1			1	
72	C1 D2-W-08	1							1		1	1	
73	C1 D2-W-09	1							1		1	1	
74	C1 D2-W-10	1							1		1	1	
75	C1 D3-W-01	1							1			1	
76	C1 D3-W-02	1							1		1	1	
77	C1 D3-W-03	1							1			1	
78	C1 D3-W-04	1							1			1	
79	C1 D3-W-05	1							1			1	
80	C1 D3-W-06	1							1		1	1	
81	C1 D3-W-07	1						1				1	
82	C1 D4-M-03	1							1		1	1	
83	C1 D4-W-04				1								
84	C1 D4-W-05	1							1		1	1	
85	C1 D4-W-06	1							1			1	
86	C1 D4-W-07	1							1			1	
87	C1 D4-W-08	1							1			1	
88	C1 D4-W-09	1							1		1	1	
89	C1 D4-W-10	1						1				1	
90	C1 D5-E-11	1							1		1	1	
91	C1 D5-E-12	1							1		1	1	
92	C1 D5-M-02	1							1		1	1	
93	C1 D5-M-03	1							1		1	1	
94	C1 D5-M-05	1							1		1	1	
95	C1 D5-M-06	1							1		1	1	
96	C1 D5-M-07	1							1		1	1	
97	C1 D5-M-08	1						1				1	
98	C1 D5-M-09	1							1		1	1	
99	C1 D5-M-10	1							1		1	1	
100	C1 D6-E-01		1						1		1	1	
101	C1 D6-E-02		1						1		1	1	
102	C1 D6-E-03		1						1		1	1	
103	C1 D6-E-04		1						1		1	1	
104	C1 D6-E-05		1						1		1	1	
105	C1 D6-E-06		1						1		1	1	
106	C1 D6-E-07		1						1		1	1	
107	C1 D6-E-08		1						1		1	1	
108	C1 D6-E-11		1						1		1	1	
109	C1 D6-E-12		1						1		1	1	
110	C1 D6-E-13		1						1		1	1	
111		RES C-3	RES-C3B	SD-6	BB	SD-8	SD-11	NOT VISIBLE					
112	WAYFINDING SIGNS	45	49	4	2	2	1	10	88	23	73	88	
113													
114	IDENTITY SIGNS												
115	"MUSEUM" window decal		1							1			
116	"WELCOME" window decal		1							1			
117	Selfie Wall Sign		1							1			

MIT Campus Wayfinding Program Exterior Signage Program

Zoning Variance Application for MIT Campus Wayfinding Signs and Kendall Square Special Identity Signs

Zoning Variance Request

MIT is seeking zoning variances that support:

Wayfinding Signage

A cohesive program of campus-wide wayfinding signage, composed of:

- Three types of free-standing signs

Identity Signage

Specific building-mounted identity signage in the Kendall Square gateway

- MIT Welcome Center
- MIT Museum

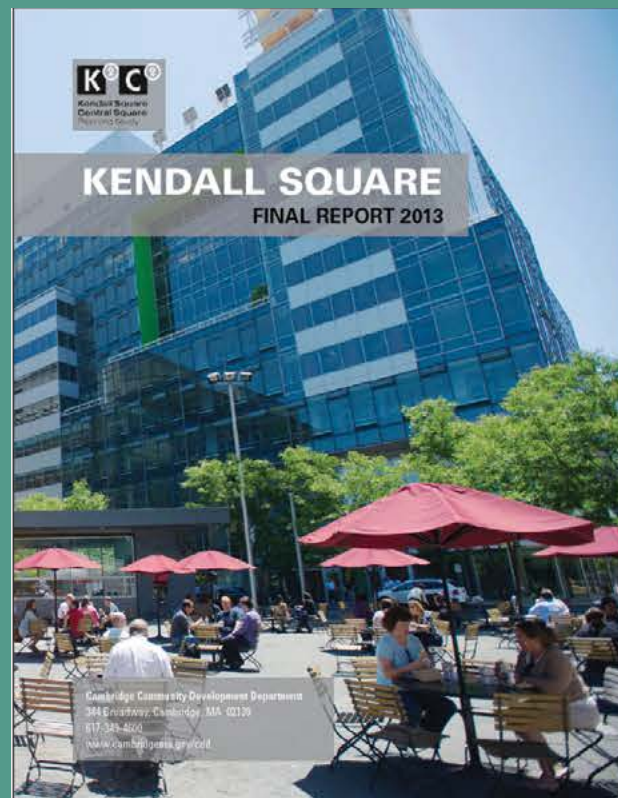
Summary Table of Variances Requested

CAMPUS WAYFINDING SIGNAGE								
DISTRICTS	TOTAL SIGNS	EXEMPT	CONFORMING	VARIANCE REQUIRED	NUMBERS OF SIGNS REQUIRING VARIANCE			
					HEIGHT	AREA (SF)	SETBACK	BUILDING SIGNAGE
	103	10	2	91				
Residential				88	88	20	73	88
Business/Office/Industrial				3		3		

SPECIAL IDENTITY SIGNAGE								
DISTRICTS	TOTAL SIGNS	EXEMPT	CONFORMING	VARIANCE REQUIRED	NUMBERS OF SIGNS REQUIRING VARIANCE			
					HEIGHT	AREA (SF)	SETBACK	BUILDING SIGNAGE
	3			3				
PUD-5 / Res C-3B				3		3		

Urban Design Guidelines, Key Audiences, and Program Goals

Following Urban Design Guidelines



KENDALL SQUARE (K2) FINAL REPORT
Cambridge CDD and Goody Clancy, 2013

K2C2 Final Report, 2013

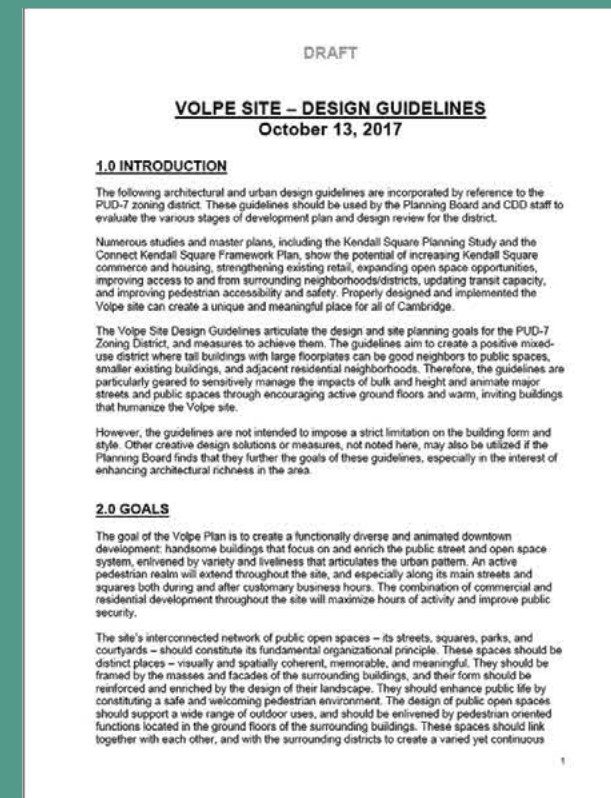
"It is very common for newcomers to Kendall Square to be confused about where Kendall Square itself is, where the MIT campus may be found, how to get to the river, or which way it is to Massachusetts Avenue... Develop [a] wayfinding strategy to help orient people to the Square and its surrounding."



CONNECT KENDALL FRAMEWORK PLAN
Richard Burck Associates, 2015

Connect Kendall Square, 2015

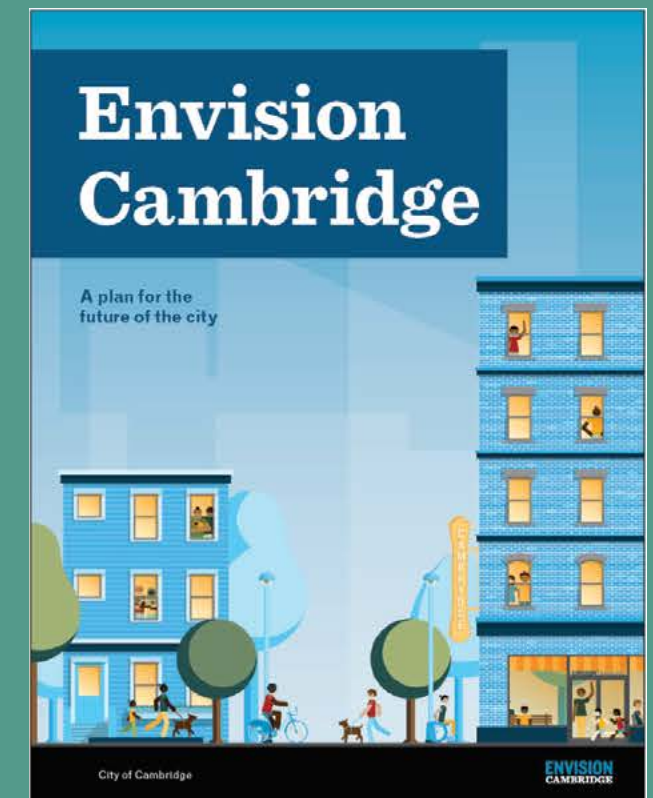
"In order to create a more successful Kendall Square neighborhood, the plan recommends... a legible layout that is easily navigable and strengthened by clear wayfinding strategies."



VOLPE SITE DESIGN GUIDELINES
Cambridge Planning Board, 2017

Volpe Design Guidelines, 2017

"Provide wayfinding signage throughout the site, and create direct accessible connections, to make mobility among destinations more convenient and efficient."



ENVISION CAMBRIDGE
Cambridge CDD, 2019

Envision Cambridge, 2019

"Design and implement clear wayfinding, using signage and other means, for biking and walking routes to the City's open spaces and other key destinations."

Key Audiences

Visitors, especially those who are unfamiliar with the campus...

- Cambridge residents
- People who work in Kendall Square
- Visitors from around the nation and the world



Program Goals

Establish an MIT presence at the campus edge, at a scale immediately visible and beckoning to visitors, that answers the question: “Where is MIT?”

Prepare a holistic campus wayfinding program that reflects the unique spirit of MIT

Make a complex campus more navigable for visitors, taking cues from the major urban and geographic elements that define the campus and neighborhood

Begin with signage in the new MIT Gateway at Kendall Square

Enable a future phased roll-out of wayfinding signage across the entire campus

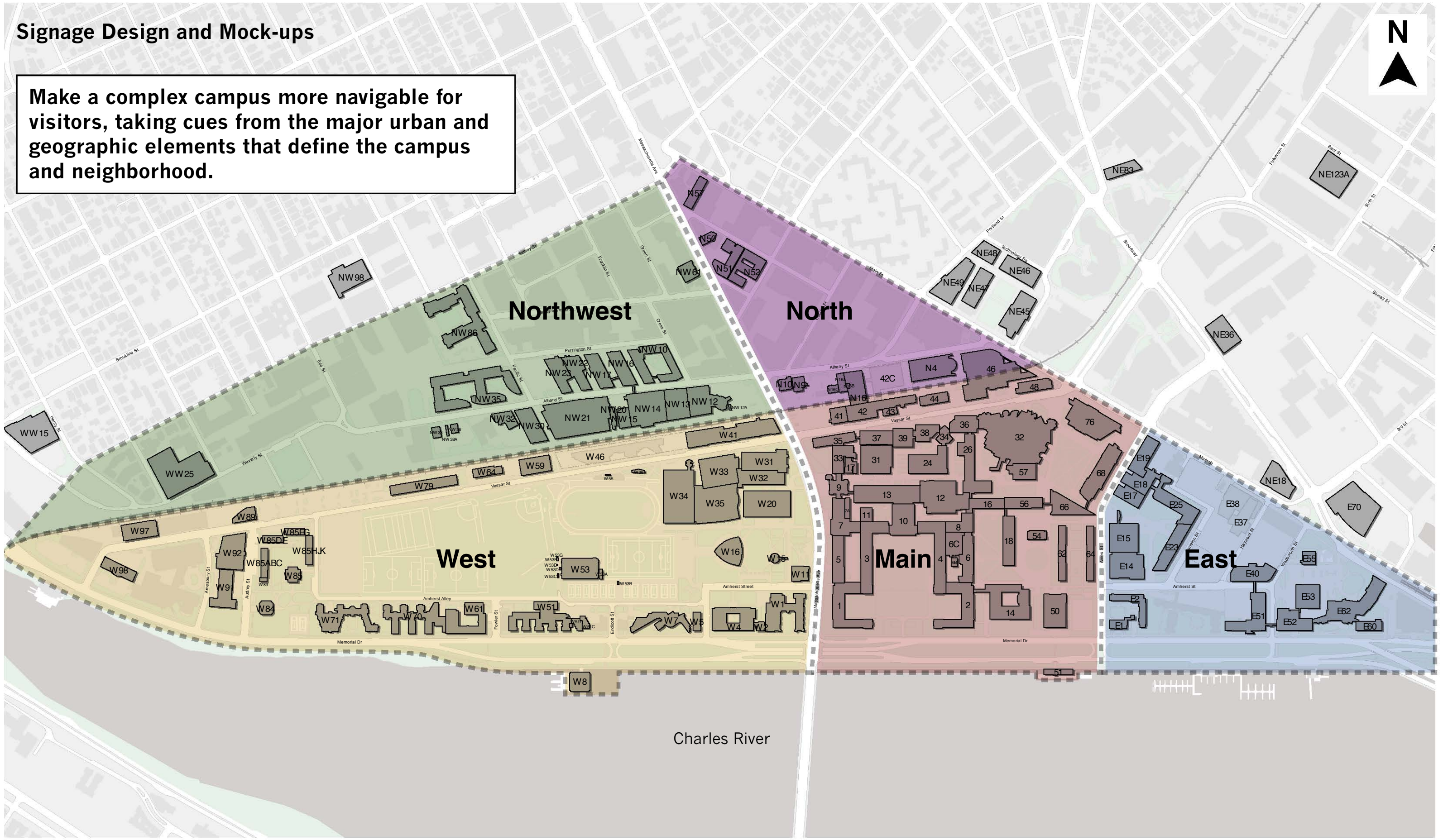
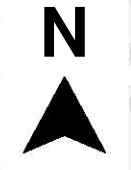
Campus Wayfinding Signage

Orients visitors with a program of free-standing wayfinding signs to help them navigate the campus

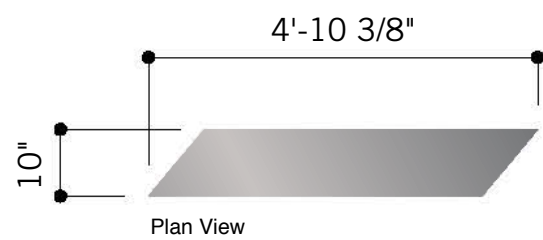
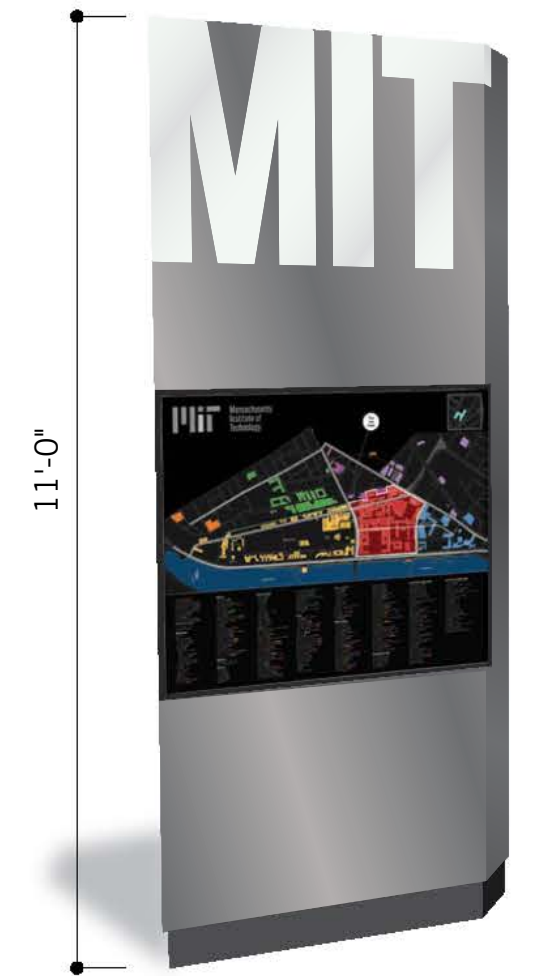
- Concepts for free-standing wayfinding signage were reviewed with the Planning Board during the Kendall zoning process
- The program concept has been expanded from the Kendall gateway area to the larger campus

Signage Design and Mock-ups

Make a complex campus more navigable for visitors, taking cues from the major urban and geographic elements that define the campus and neighborhood.

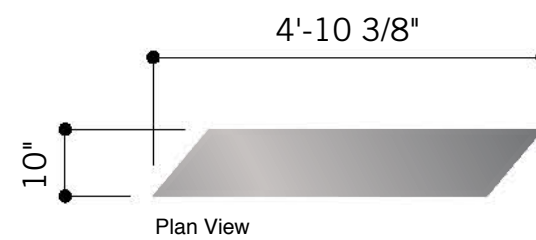


Wayfinding Signage Design



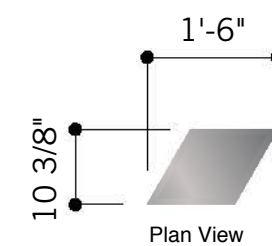
Campus Identifier

Quantity: 9
Key Intersections
and Gateways



Campus Directory

Quantity: 16
More Interior to campus
than Campus Identifier's



Pedestrian Beacon

Quantity: 78
Along primary routes

Beacon top bears the color its campus district

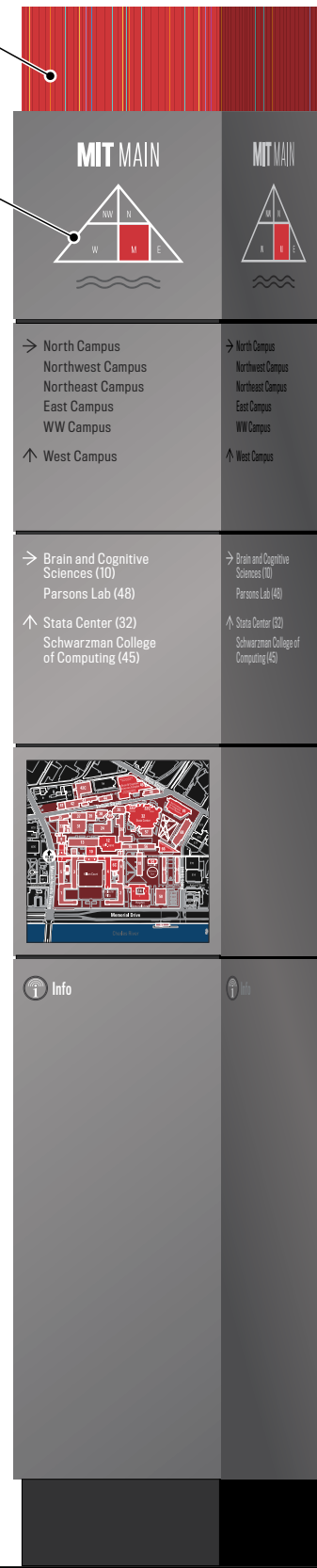
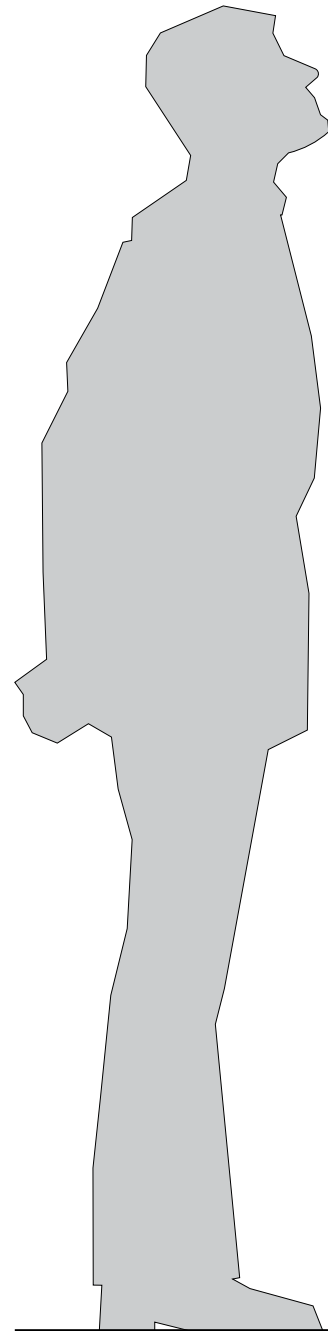
District Locator Icon

Overall Campus Destinations

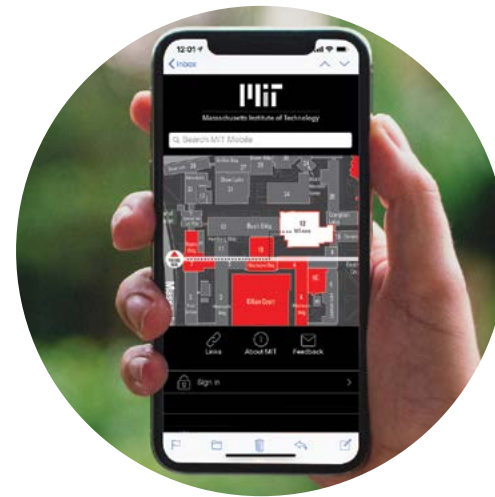
Specific District Destinations

Replaceable Specific District Map

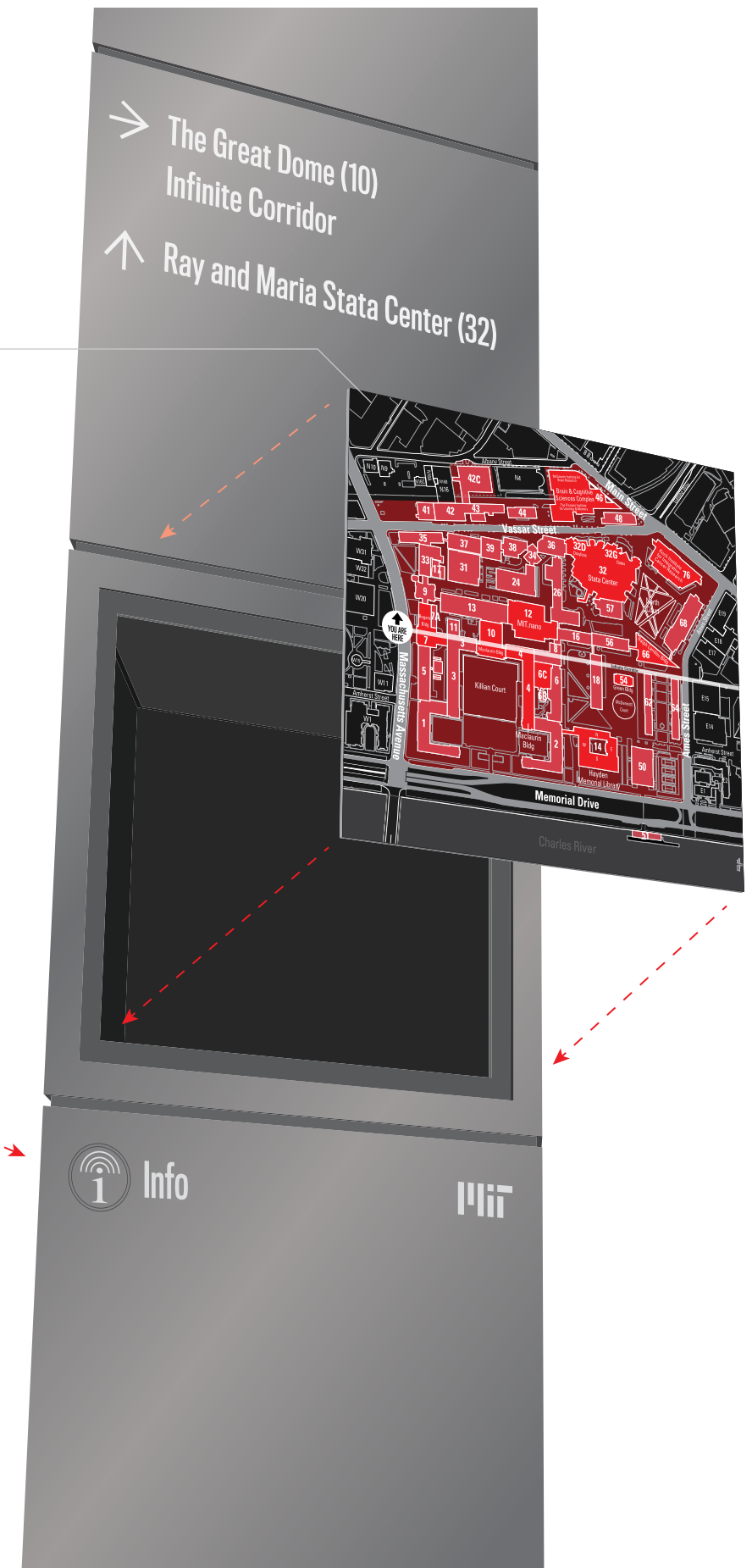
App link to Full Campus Map



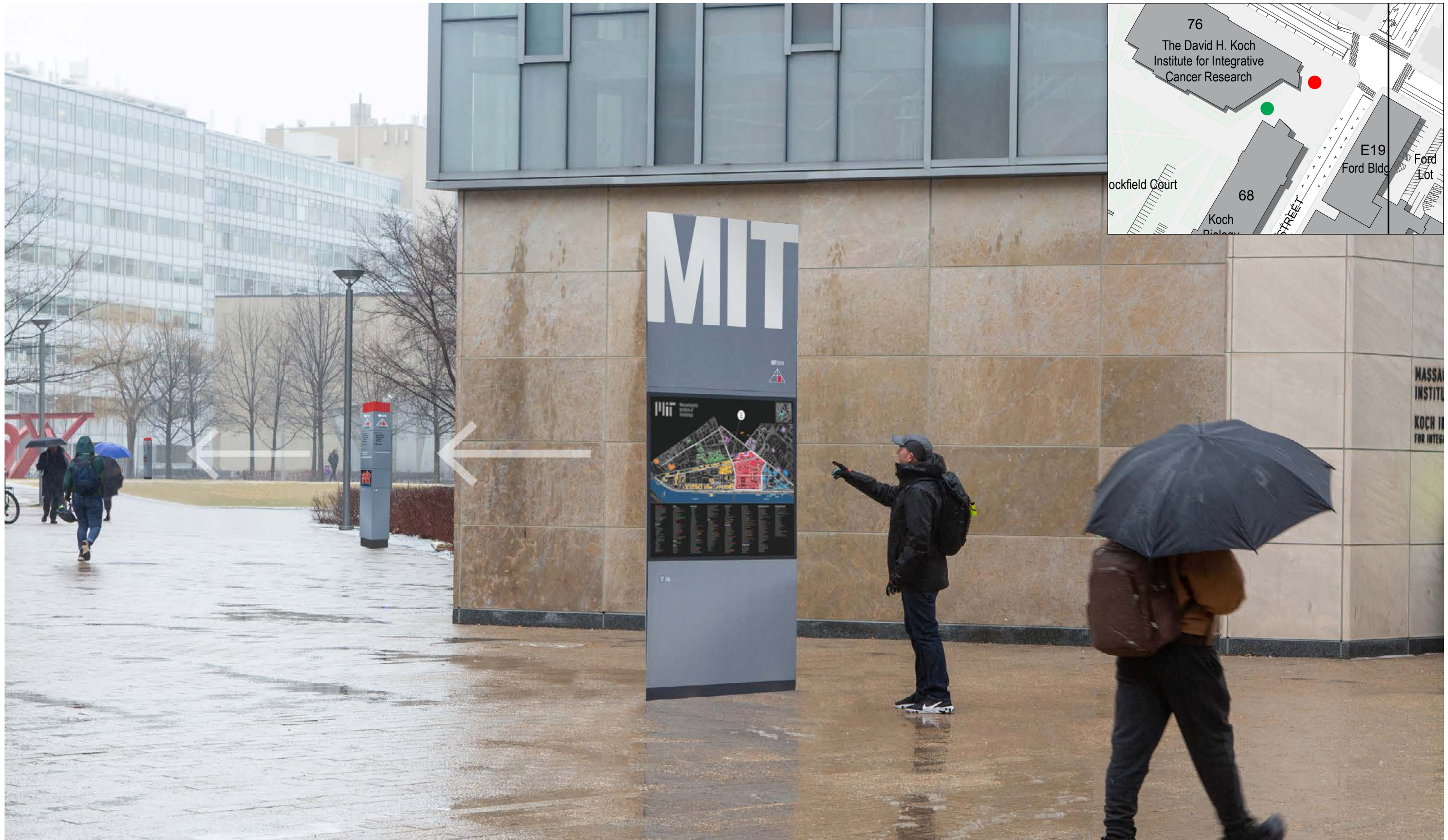
Changeable district maps with Direct Printed or Direct Embedded graphics can be economically revised and replaced as required.



NFC (near field communication) tags embedded in sign faces allow real-time navigation with NFC enabled phones.



Pedestrian Beacon Elevation



On-site Mock-up installation: Campus Identifier and Pedestrian Beacons
MIT Campus Wayfinding Exterior Signage Program



On-site Mock-up installation: Campus Identifier
MIT Campus Wayfinding Exterior Signage Program

Sign Locations

Legend	Qty.
● A1 Campus Identifier	9
● B1 Campus Directory	16
● C1 Pedestrian Beacon	78



Phase 1: Kendall Square Gateway and Open Space: 8 signs
 Future Phases implementation timeline: TBD

Legend	Qty.
● A1: Campus Identifier	1
● B1: Campus Directory	1
● C1: Pedestrian Beacon	6



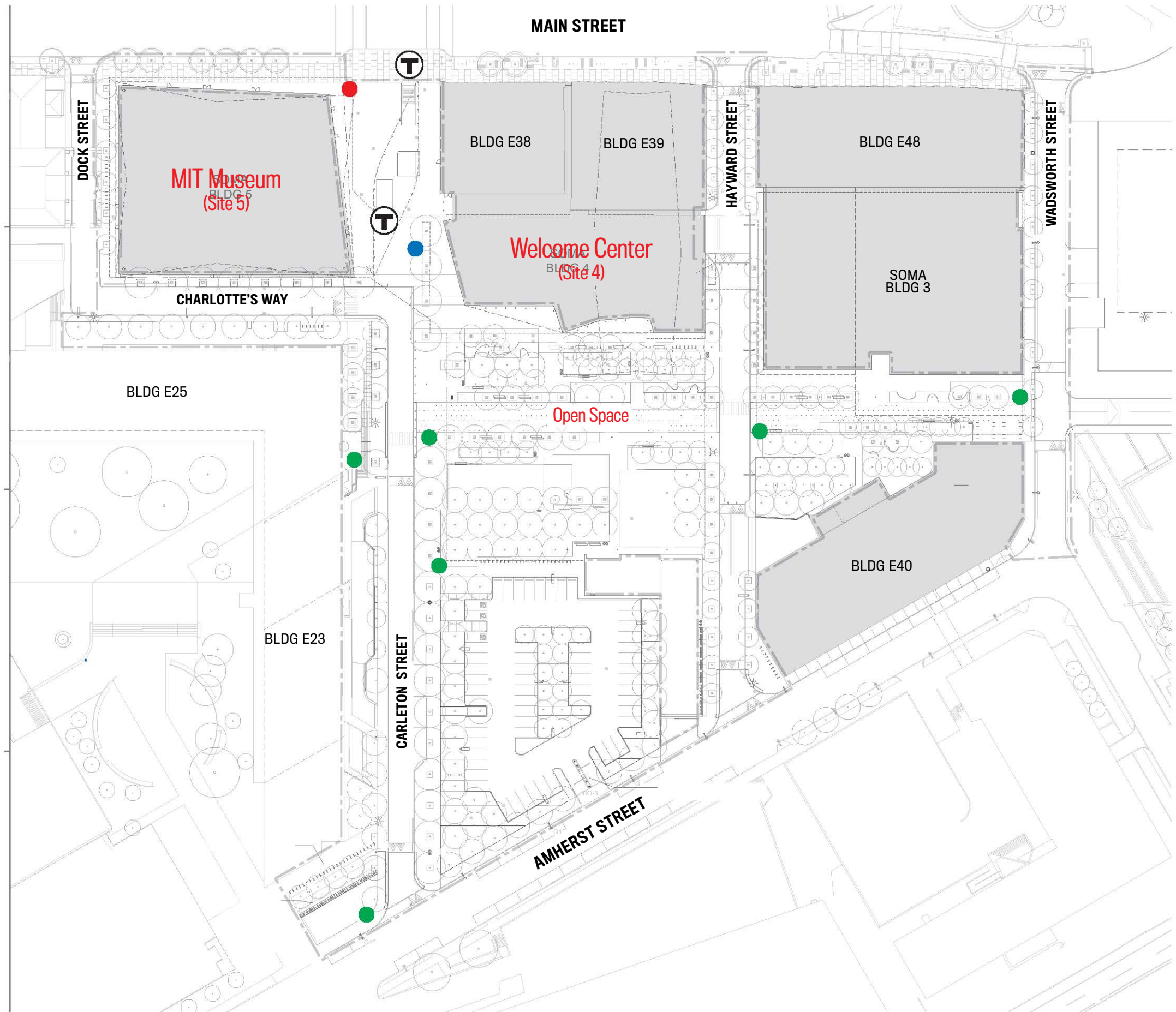
A1 Campus Identifier



B1 Campus Directory



C1 Pedestrian Beacon



Renderings



Kendall Square Rendering
MIT Campus Wayfinding Exterior Signage Program



Kendall Square - Campus Identifier at Main Street
MIT Campus Wayfinding Exterior Signage Program



Kendall Square - Campus Directory
MIT Campus Wayfinding Exterior Signage Program



Kendall Square - Pedestrian Beacon
MIT Campus Wayfinding Exterior Signage Program

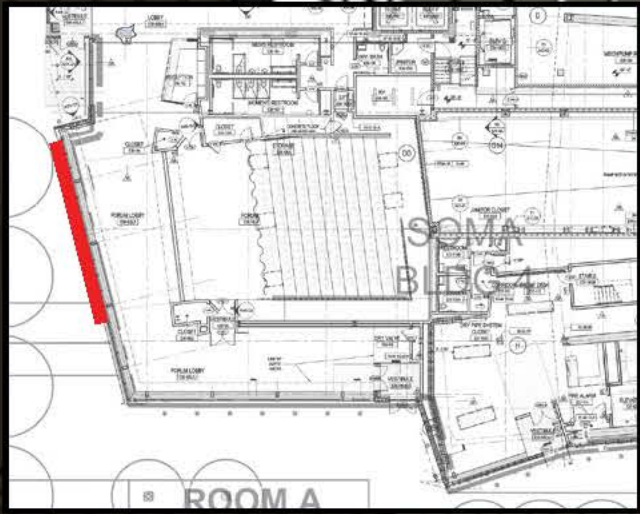


Kendall Square - Pedestrian Beacon
MIT Campus Wayfinding Exterior Signage Program

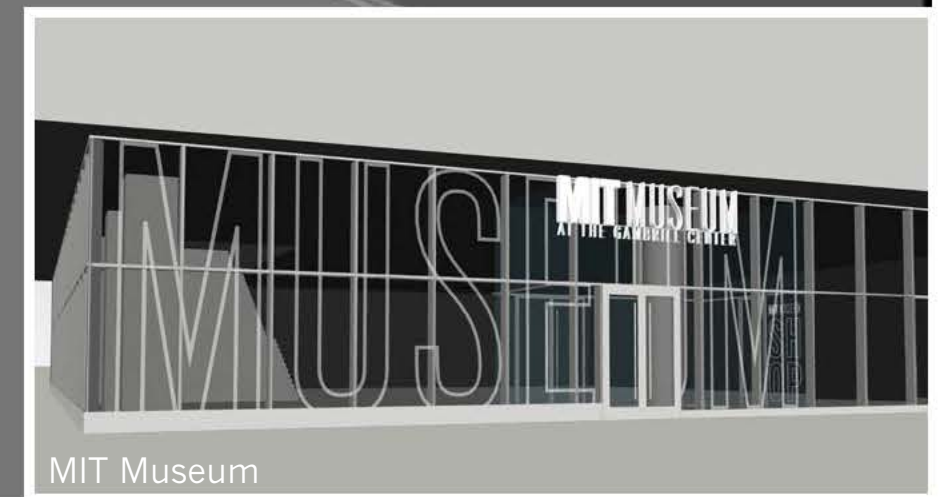
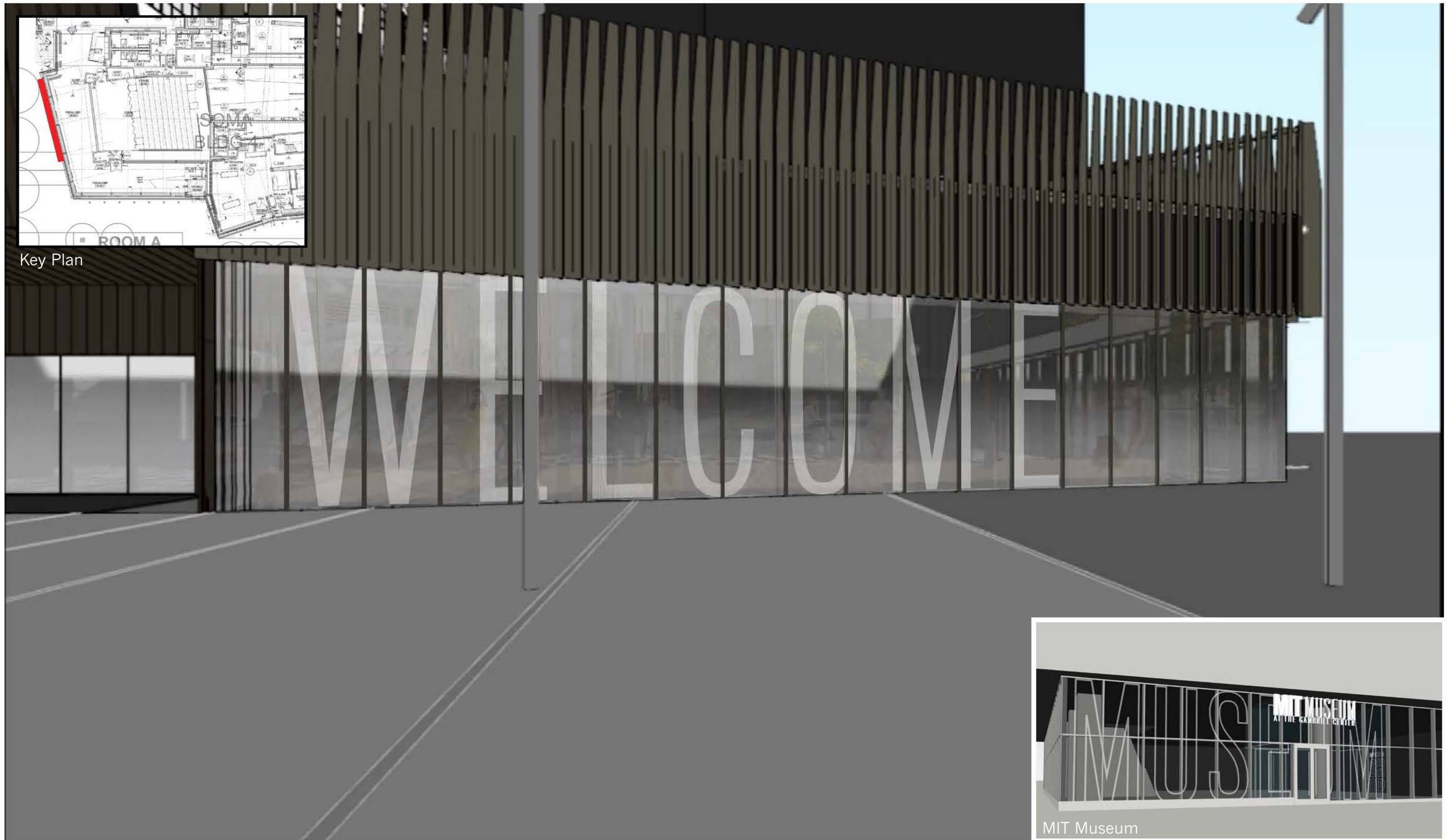
MIT Welcome Center and MIT Museum Identity Signage

Establishes a friendly and legible MIT presence in the new gateway to campus

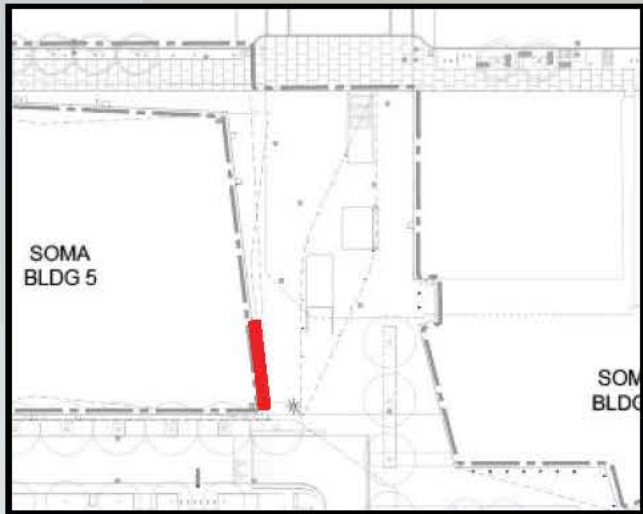
- The new MIT Museum and MIT Welcome Center include large-format window graphics that exceed the allowable SF for each building
- The Welcome Center will include a playful “selfie spot” in the form of an MIT logo, oriented toward the central open space



Key Plan



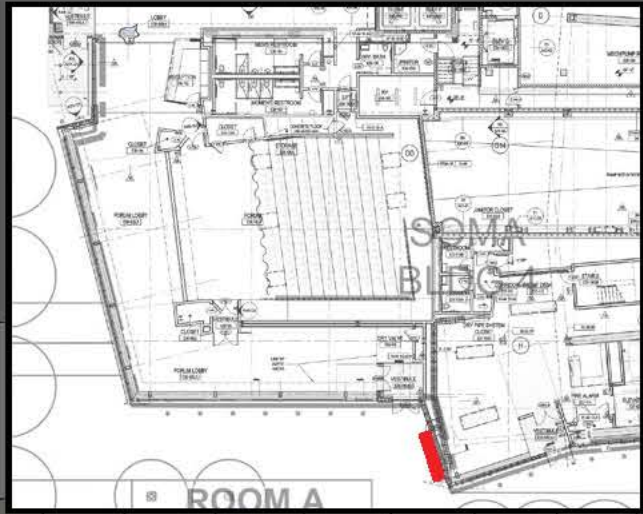
MIT Museum



Key Plan



MIT Welcome Center



Key Plan



Summary Table of Variances Requested

CAMPUS WAYFINDING SIGNAGE								
DISTRICTS	TOTAL SIGNS	EXEMPT	CONFORMING	VARIANCE REQUIRED	NUMBERS OF SIGNS REQUIRING VARIANCE			
					HEIGHT	AREA (SF)	SETBACK	BUILDING SIGNAGE
	103	10	2	91				
Residential				88	88	20	73	88
Business/Office/Industrial				3		3		

SPECIAL IDENTITY SIGNAGE								
DISTRICTS	TOTAL SIGNS	EXEMPT	CONFORMING	VARIANCE REQUIRED	NUMBERS OF SIGNS REQUIRING VARIANCE			
					HEIGHT	AREA (SF)	SETBACK	BUILDING SIGNAGE
	3			3				
PUD-5 / Res C-3B				3		3		

MIT Campus Wayfinding Signs

A total of 103 free-standing Wayfinding Signs are proposed for the MIT campus:

- **EXEMPT:** (10) signs are exempt from sign regulation, per Section 7.16.11 A. 1. – Signs not visible from a public way
- **CONFORMING:** (2) Wayfinding Signs are conforming to Section 7.16.22 – Business, Office and Industrial Districts
- **VARIANCE REQUESTED:** The remaining (91) Wayfinding Signs require relief:
 - All (88) signs in Residential Districts that are visible from a public way require zoning variances per Section 7.16.21 B.
 - The remaining (3) signs in Business, Office or Industry Districts need variances per Section 7.12.22.

Wayfinding Signs In Residential Districts – Section 7.16.21.B

All (88) Wayfinding Signs in residential districts are free-standing signs. They are distributed in Res C-3, Res C-3B, and SD-6 (signs governed by Res C-3) districts. They need variances for the following attributes:

1. HEIGHT: All three types of Wayfinding Signs proposed are in excess of four-foot height limit in residential districts:
 - i. Campus Directory: 7'-0"
 - ii. Pedestrian Beacon: 7'-6"
 - iii. Campus Identifier: 11'-0"
2. AREA: The **Campus Directory** sign at 34 SF and the **Campus Identifier** sign at 54 SF are in excess of the 20 SF limit in the residential district. Twenty (20) Campus Directories and Identifiers need relief.
3. SETBACK: Most (73) of the Wayfinding Signs proposed for residential districts are located near MIT lot lines, closer than required half-front yard setback.
4. BUILDING-ASSOCIATED SIGNAGE: Wayfinding Signs are not associated with any particular building on the MIT campus and are not limited by the number or size of signs allowed or existing on any particular MIT campus building. All (88) signs need relief.

Wayfinding Signs In Business, Office, & Industrial Districts – Section 7.16.22

The (5) Wayfinding Signs in Business, Office, and Industrial Districts are free-standing. They are in SD-11 (signs governed by Office-2), SD-8 (signs governed by Industry A-1), and Business B.

AREA: Two types of Wayfinding Signs proposed are in excess of the 30 SF limit to sign size in business, office, and industry districts. The **Campus Identifier** is 54 SF and the **Campus Directory** is 34 SF.

Three (3)* of the Wayfinding Signs in Business, Office and Industrial Districts will require relief from Section 7.16.22.

1. 600 Memorial (W98) – Campus Identifier (W98)
2. 235 Albany (NW35) – Campus Directory; and
3. 84 Massachusetts Avenue (W20) – Campus Directory

*The (2) **Pedestrian Beacon** signs at 250 Albany Street (NW 36 -38) and 40 Massachusetts Avenue (W11) are conforming as proposed.

Special Identity Signage in the Kendall Square Gateway to MIT Campus – Section 7.16.22

The South of Main (SOMA) MIT buildings (238 Main, 290-292 Main, and 314 Main) are in PUD-5. The building signage proposed and installed on these buildings is in conformance with Section 7.16.5 – Signs Permitted in Planned Unit Development Districts. This allows buildings in the PUD to be governed by Section 7.16.22 for all Office, Business and Industry Districts. Variances are required for:

AREA: There are three (3) additional signs for the MIT Welcome Center and the MIT Museum that will require variances under Section 7.16.22. Each of the three signs exceeds the 60 SF limit for single wall signs.

The MIT Welcome Center and the MIT Museum propose to use super-graphics in their respective windows to call attention to these two key destinations for pedestrians in the Kendall gateway to the MIT campus. These graphics face each other across the plaza, behind the MBTA MIT/Kendall station and away from Main Street.

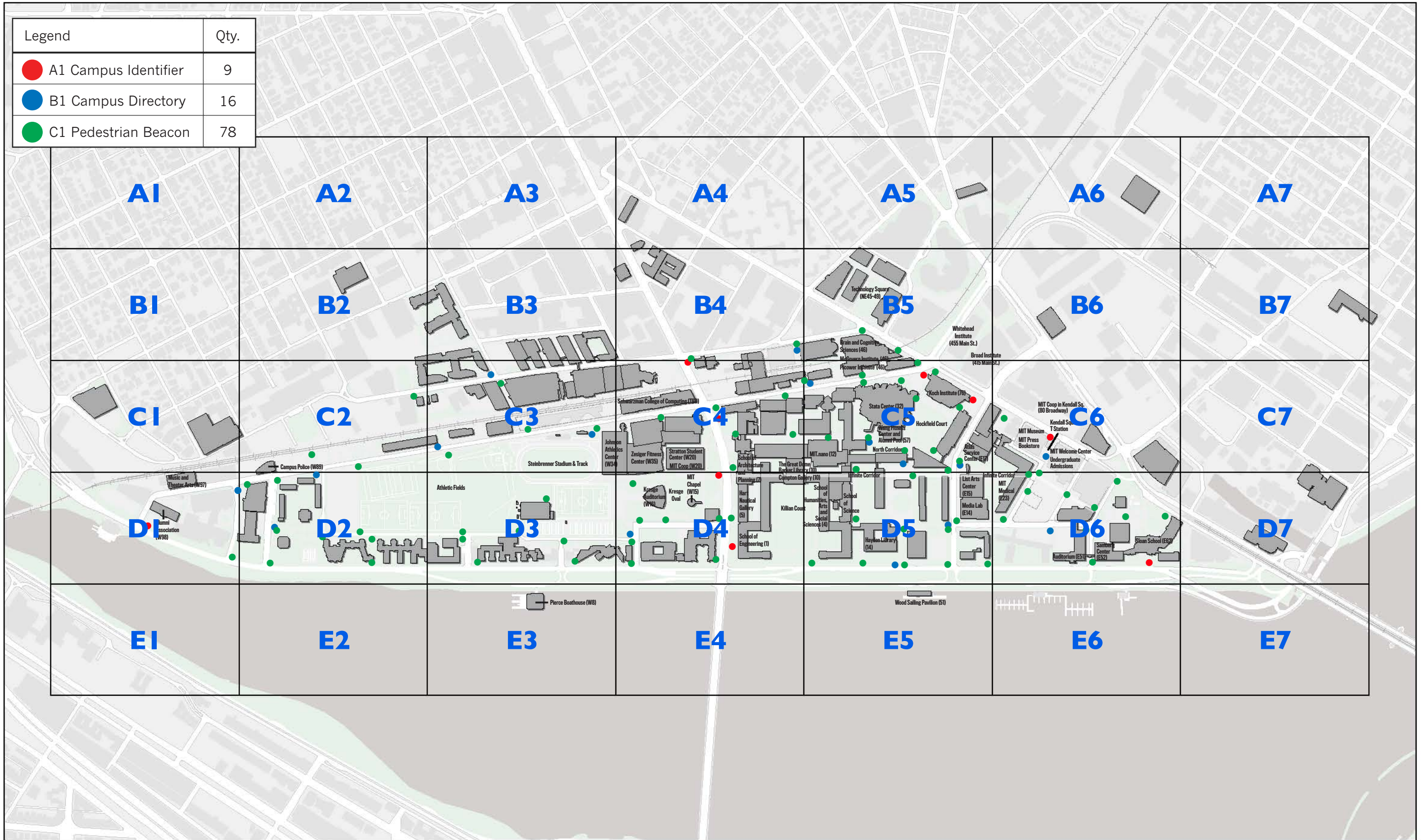
In addition, a special sign for taking MIT selfies is proposed for the rear of the Site 4 building adjacent to the exit from the Welcome Center.

Appendix

Campus Quadrant Plans

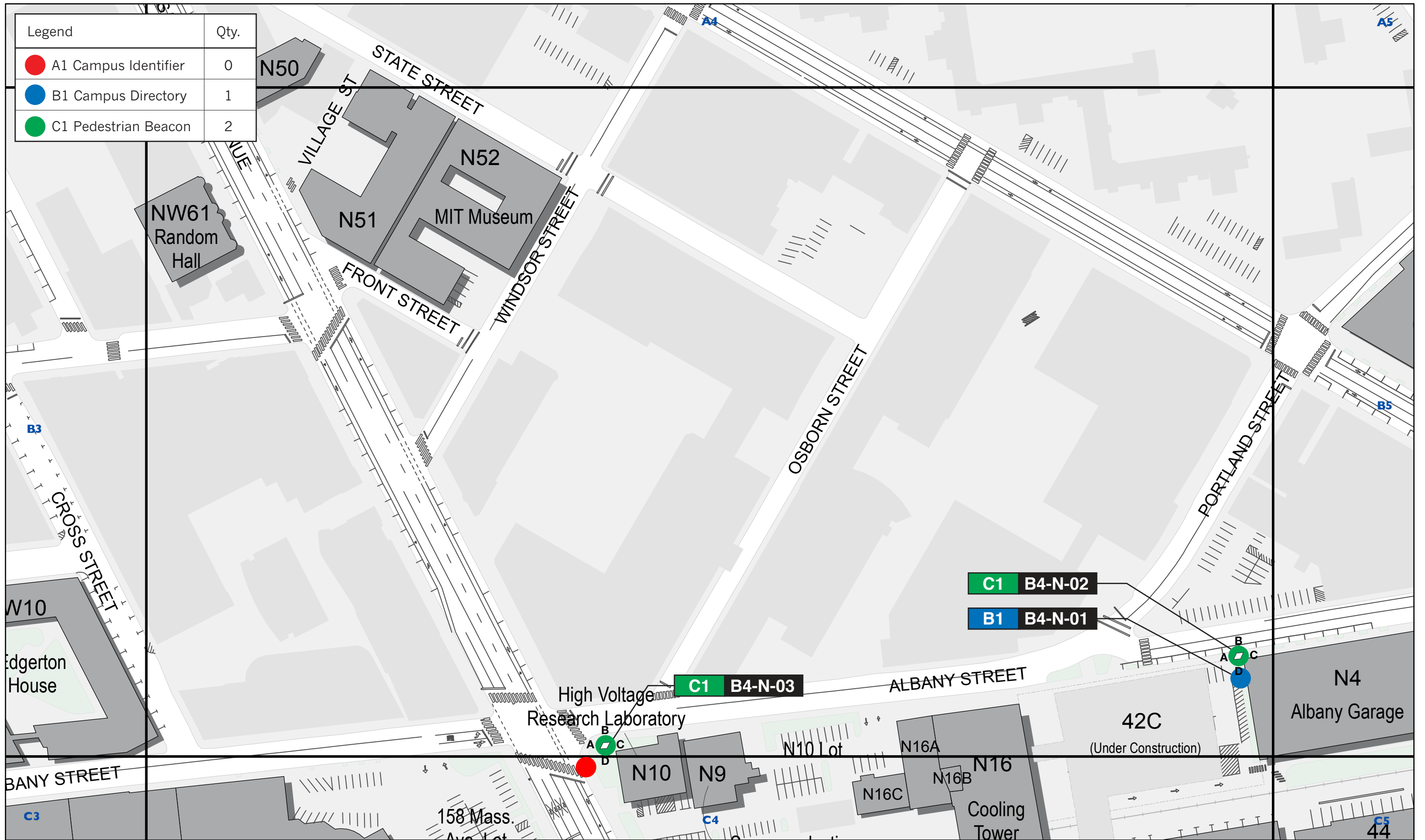


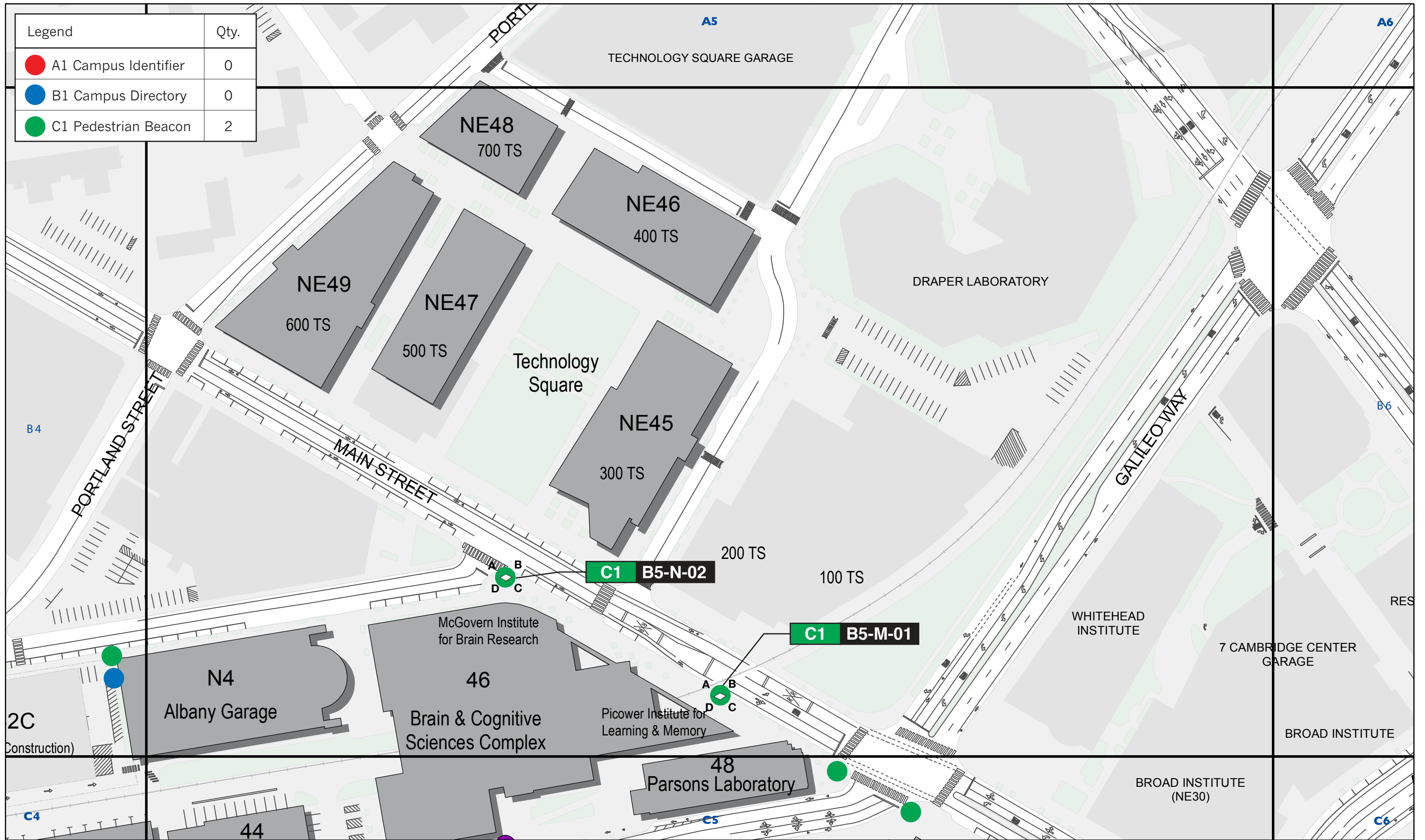
Legend	Qty.
● A1 Campus Identifier	9
● B1 Campus Directory	16
● C1 Pedestrian Beacon	78

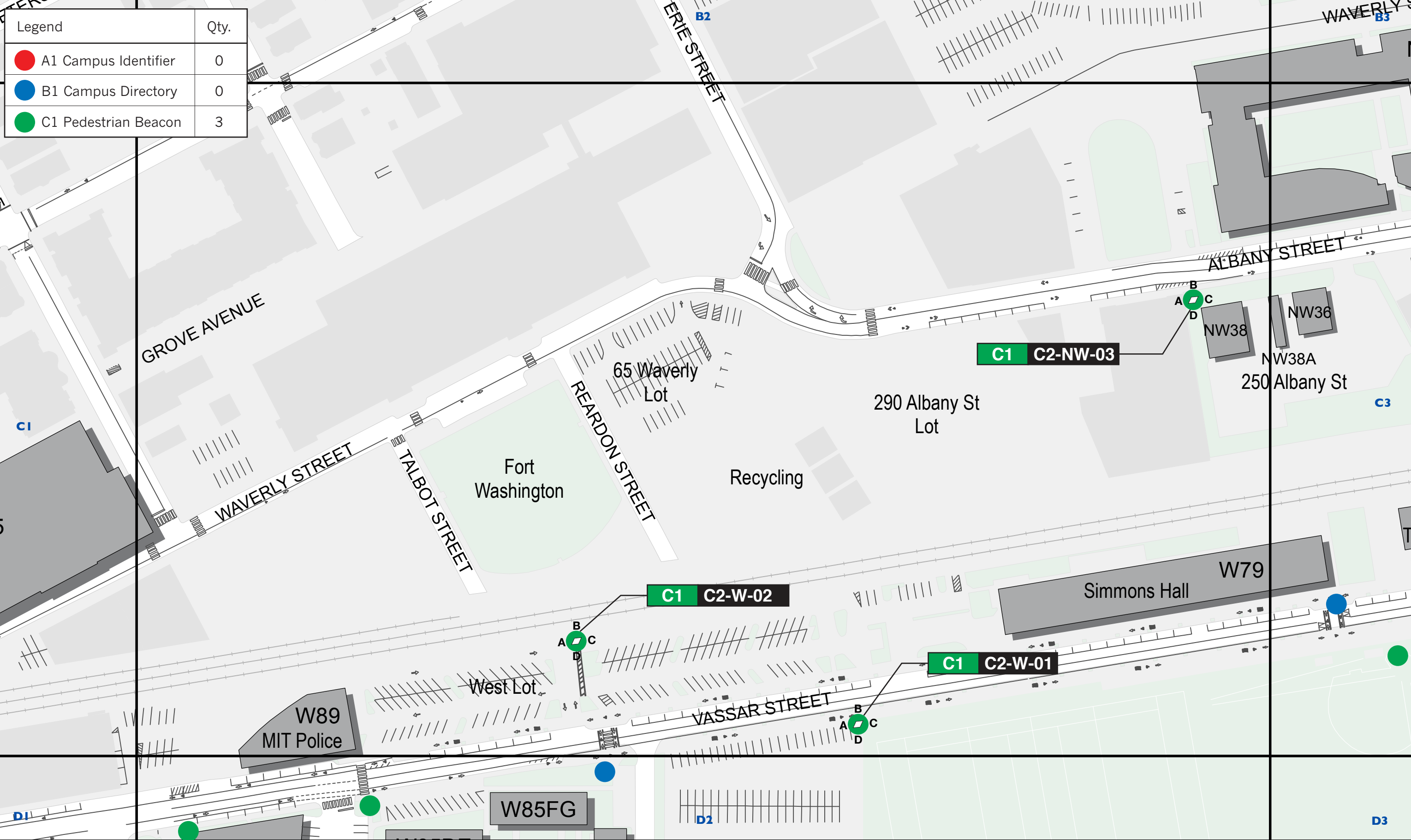


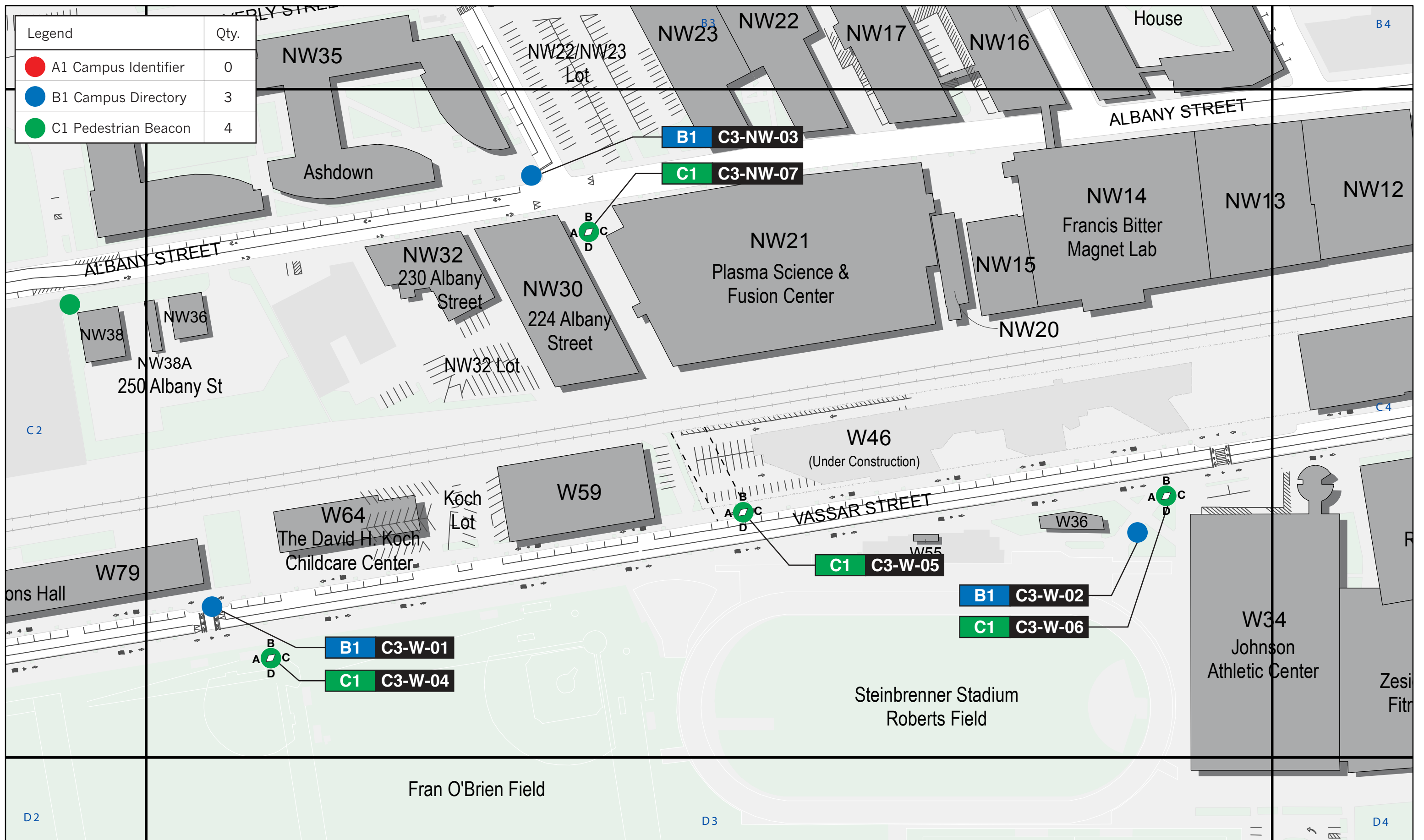
Overall Location Plan with Quadrant Grid
MIT Campus Wayfinding Exterior Signage Program

Legend	Qty.
● A1 Campus Identifier	0
● B1 Campus Directory	1
● C1 Pedestrian Beacon	2

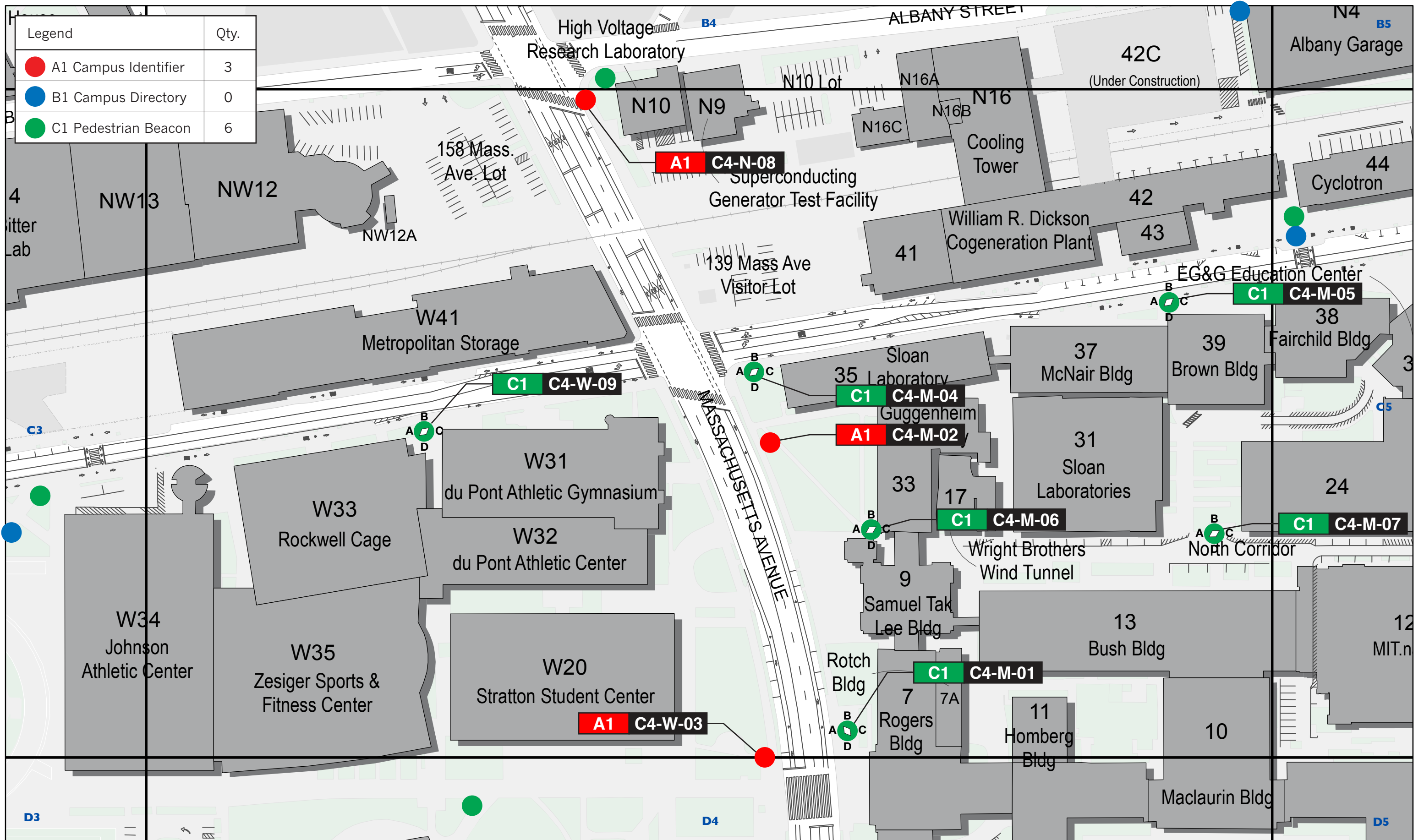


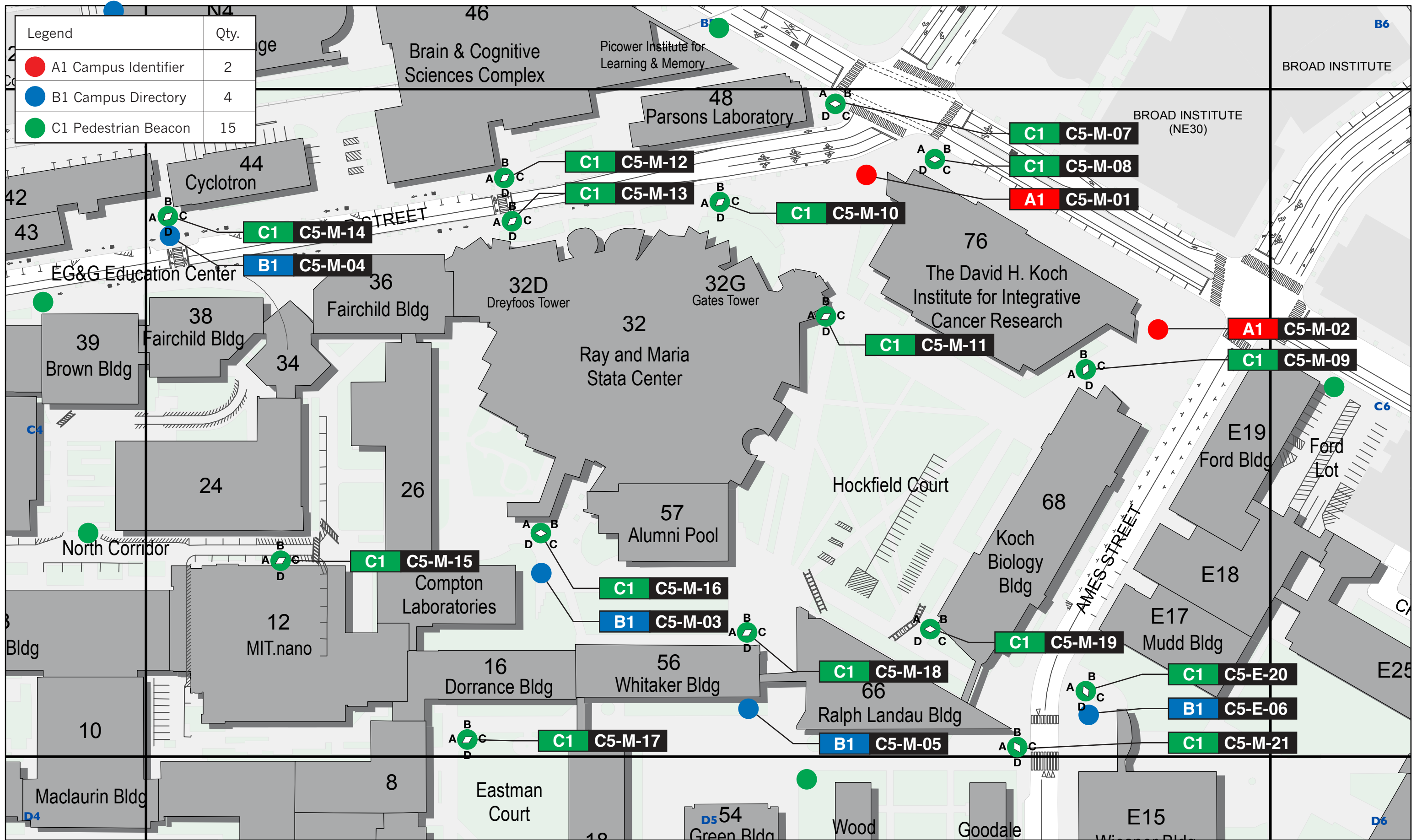


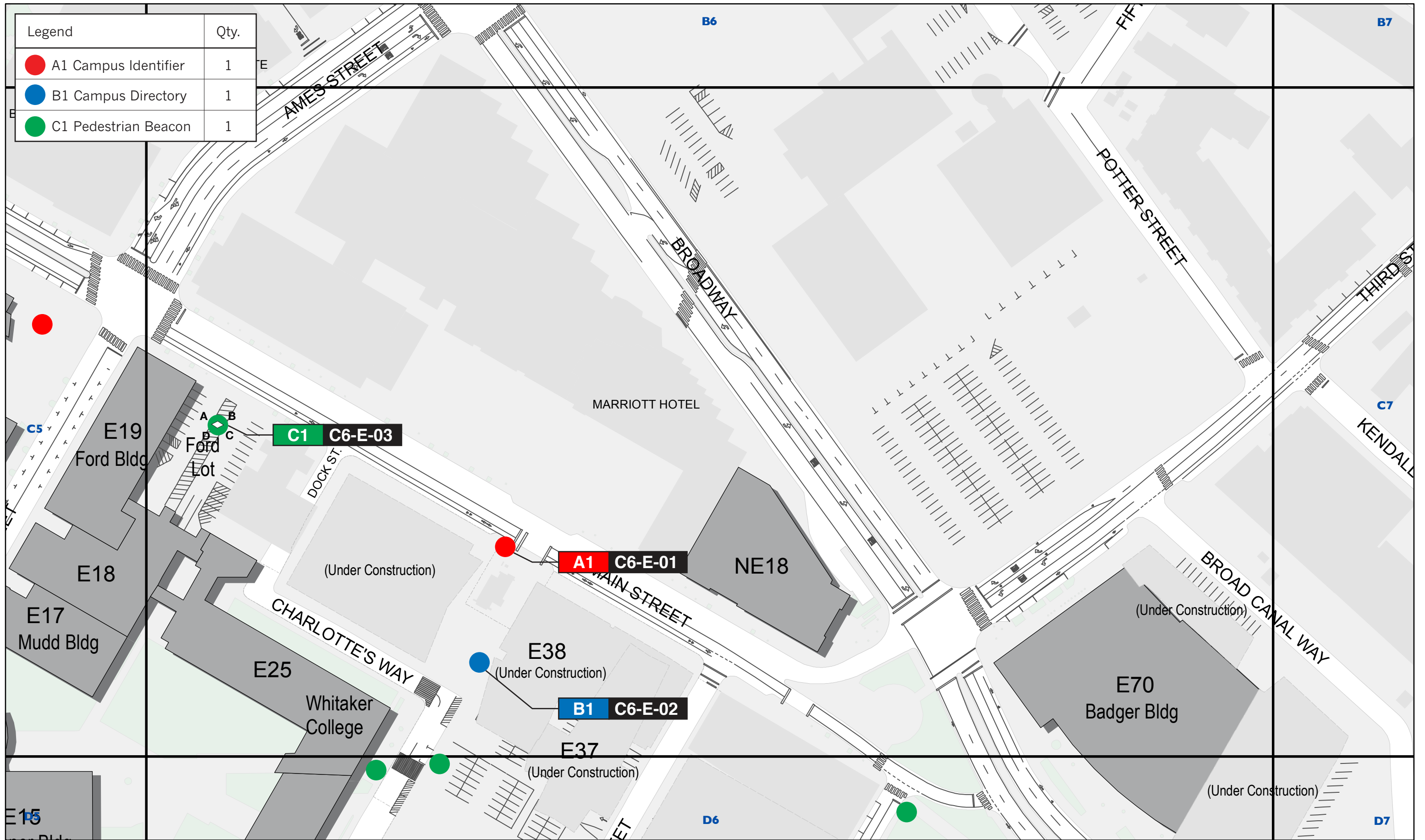


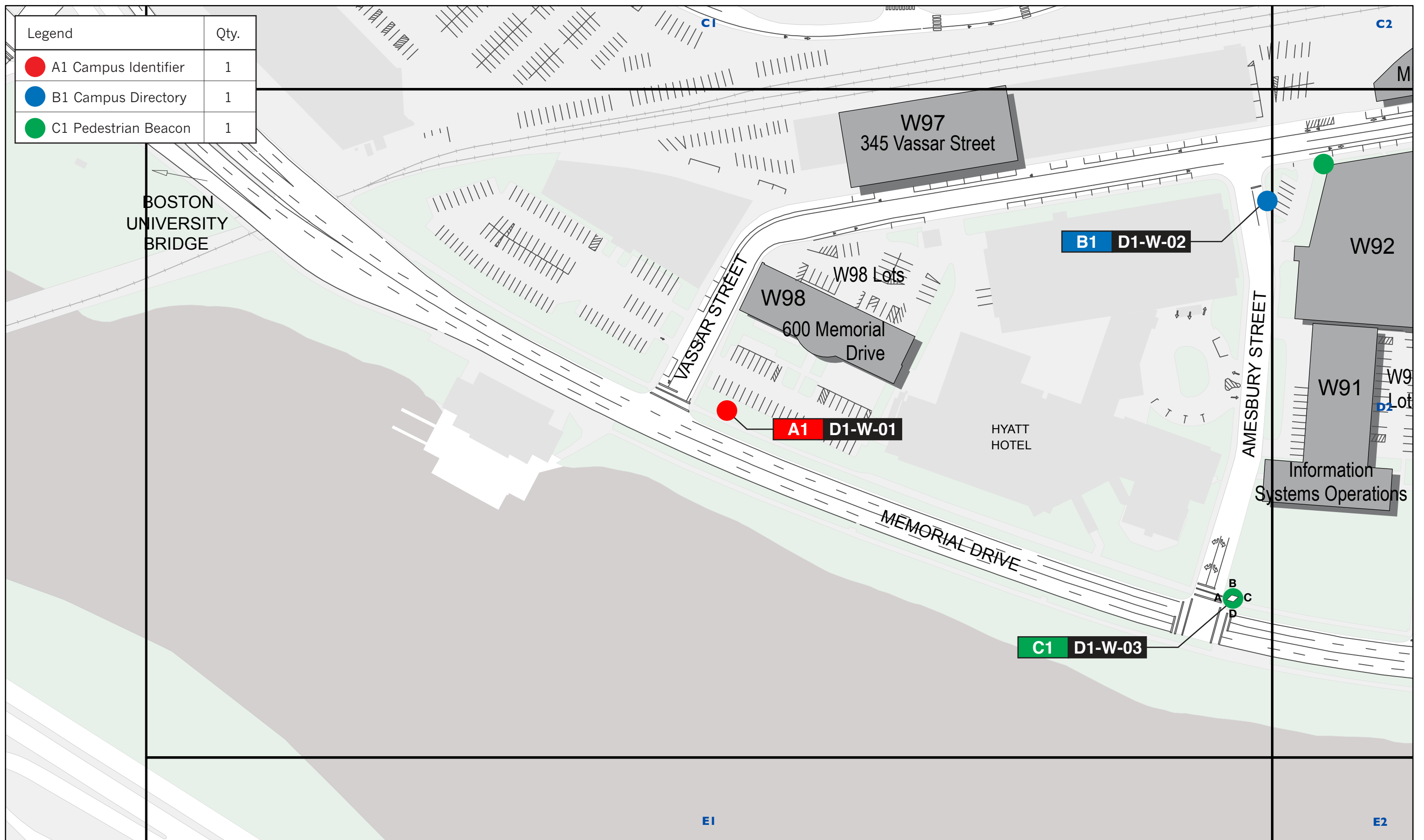


Legend	Qty.
● A1 Campus Identifier	0
● B1 Campus Directory	3
● C1 Pedestrian Beacon	4

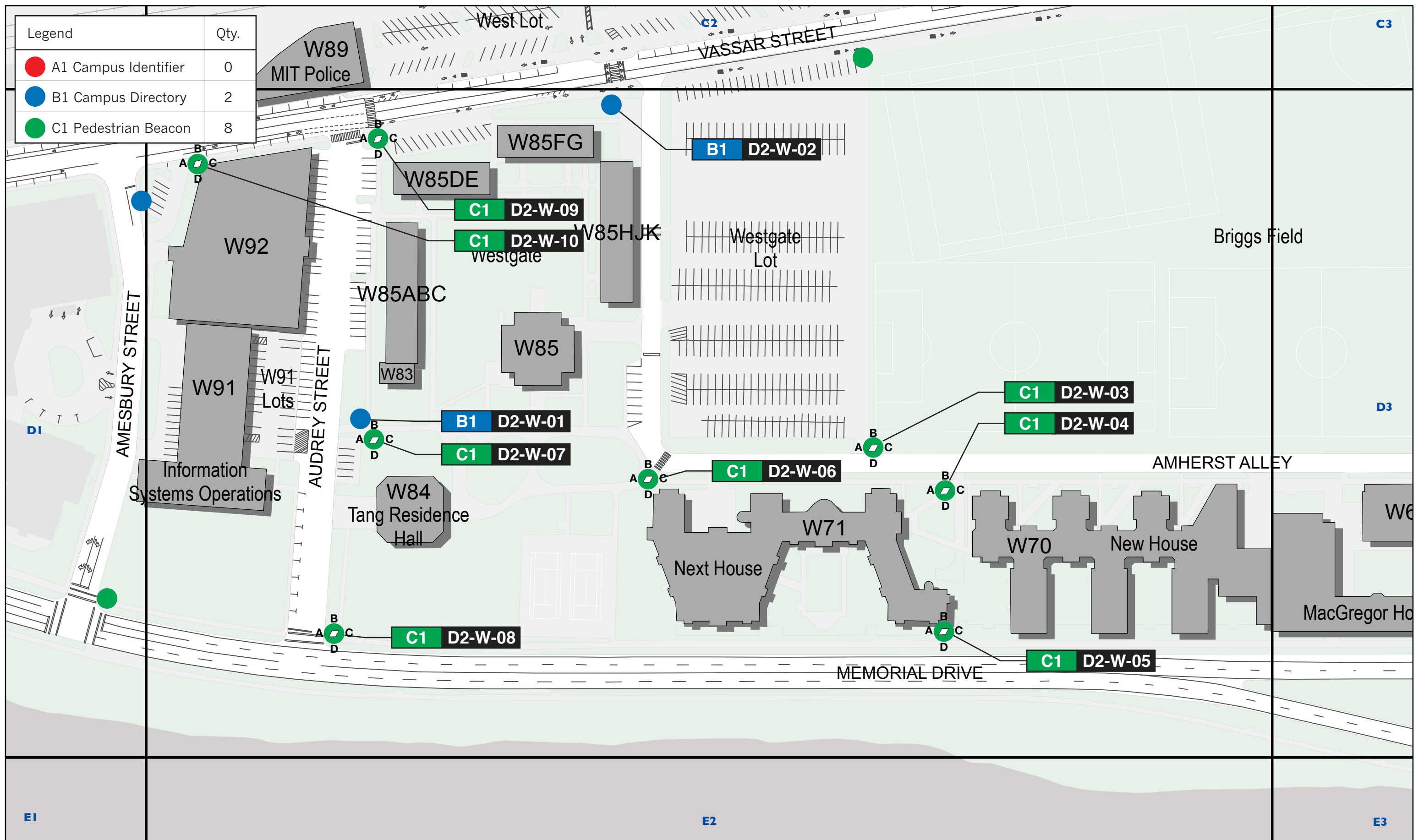




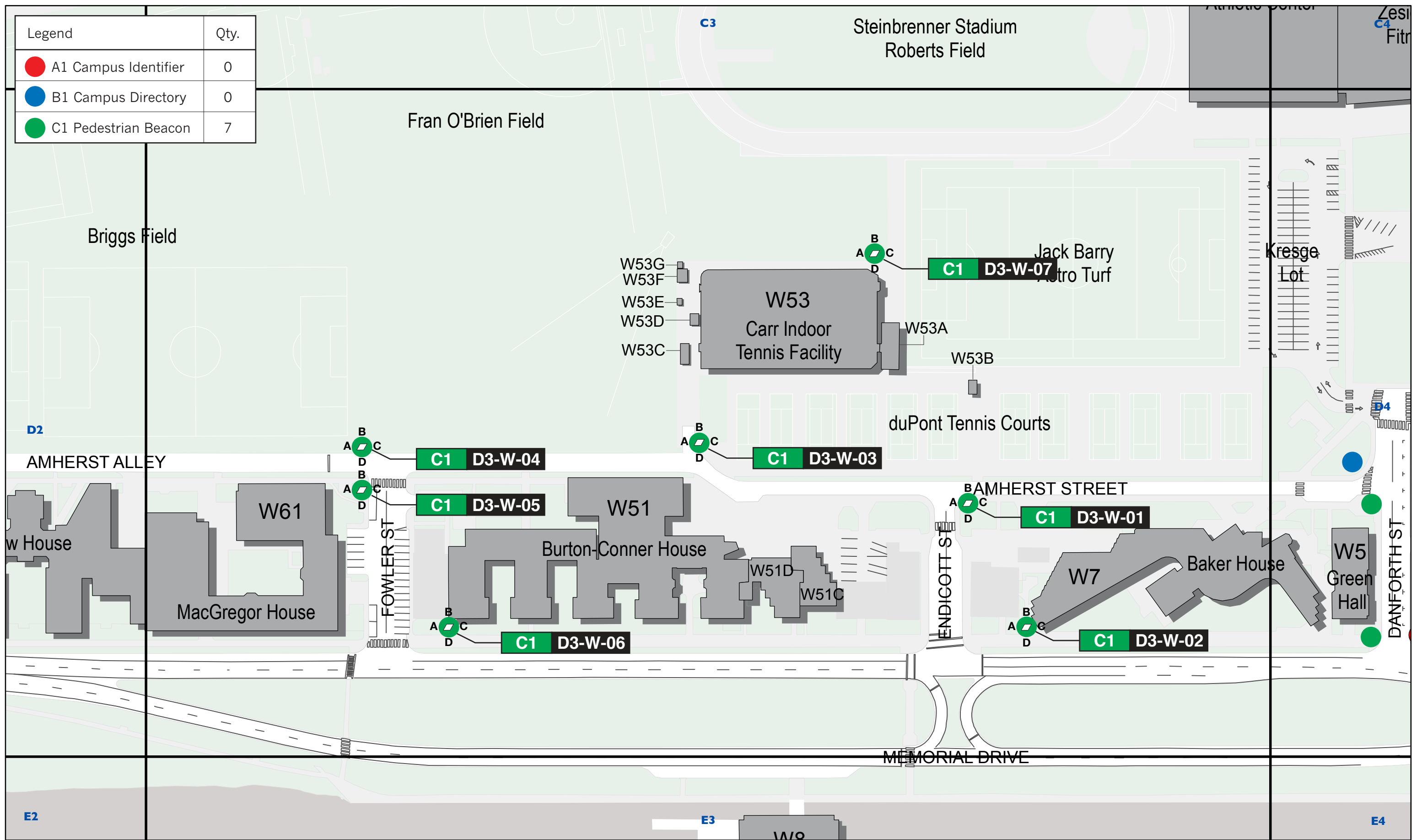


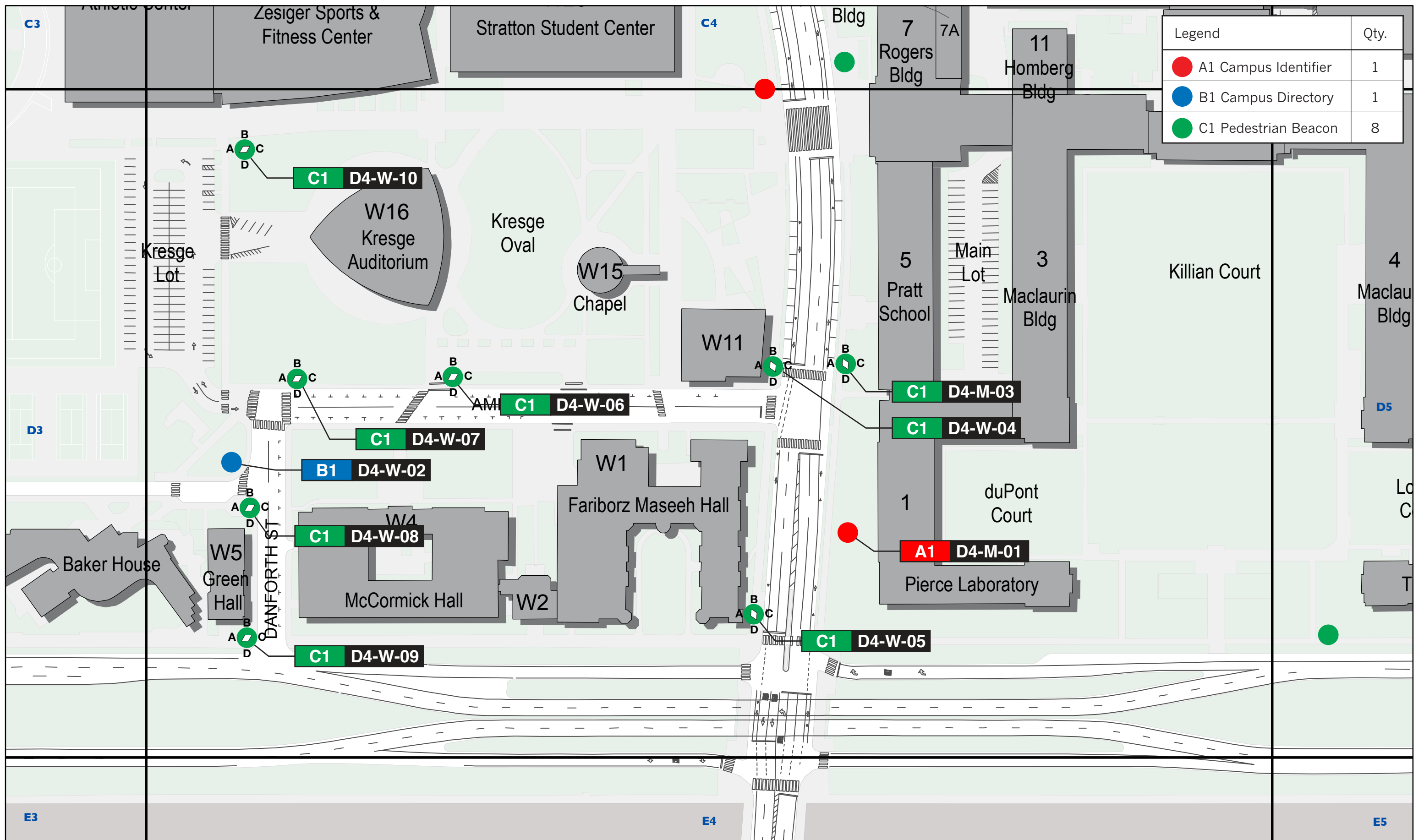


Legend	Qty.
● A1 Campus Identifier	1
● B1 Campus Directory	1
● C1 Pedestrian Beacon	1

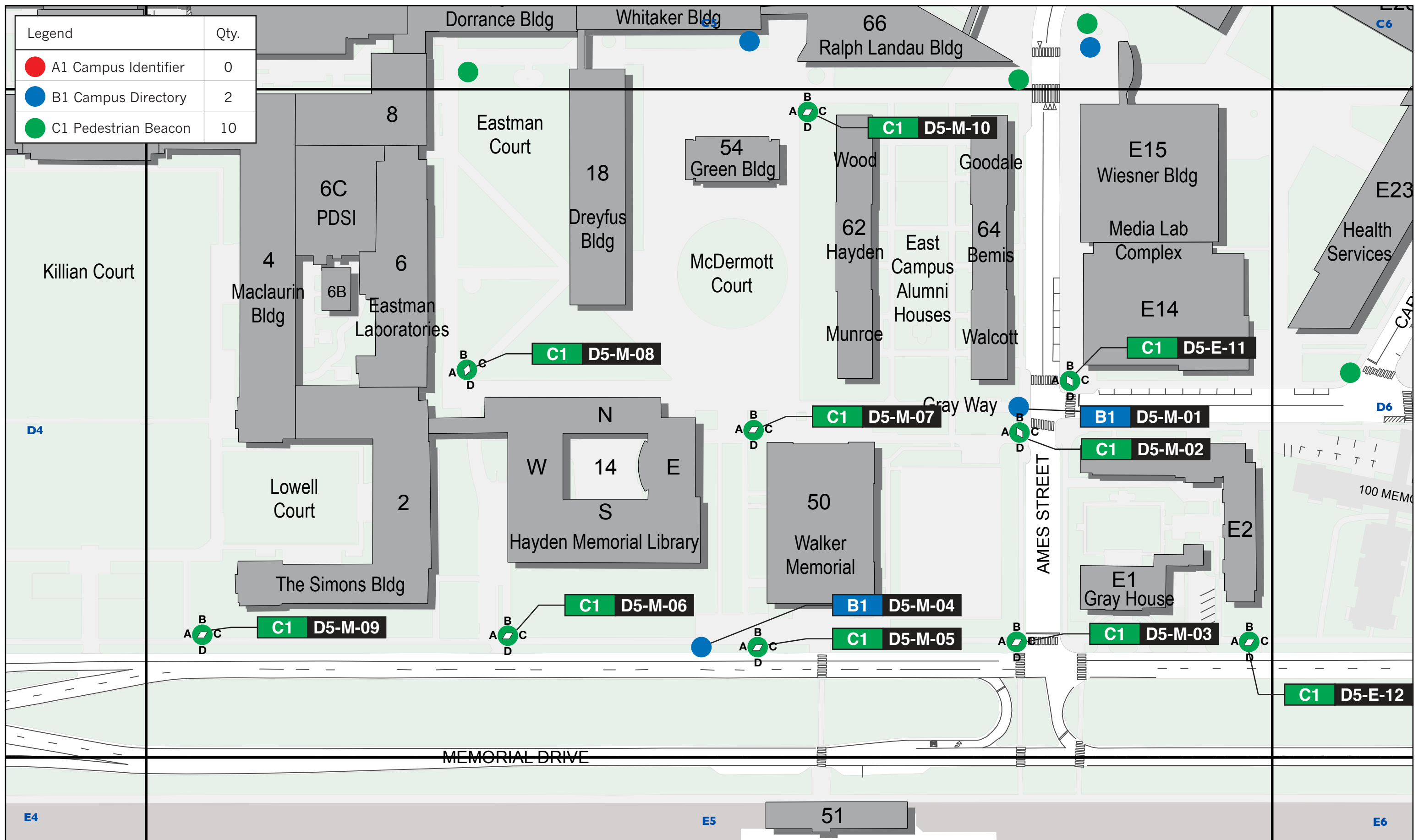


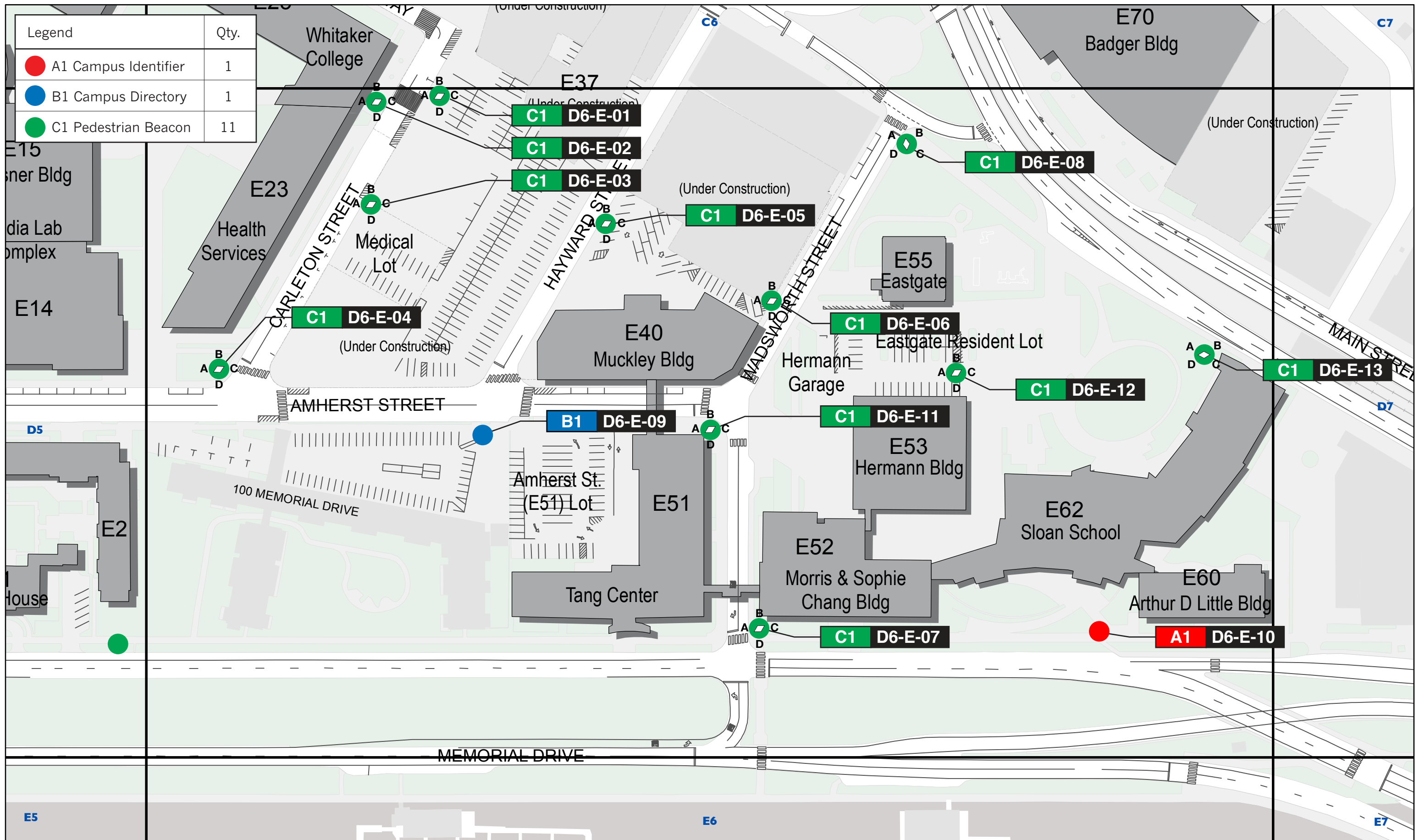
Legend	Qty.
● A1 Campus Identifier	0
● B1 Campus Directory	0
● C1 Pedestrian Beacon	7





Legend	Qty.
● A1 Campus Identifier	1
● B1 Campus Directory	1
● C1 Pedestrian Beacon	8

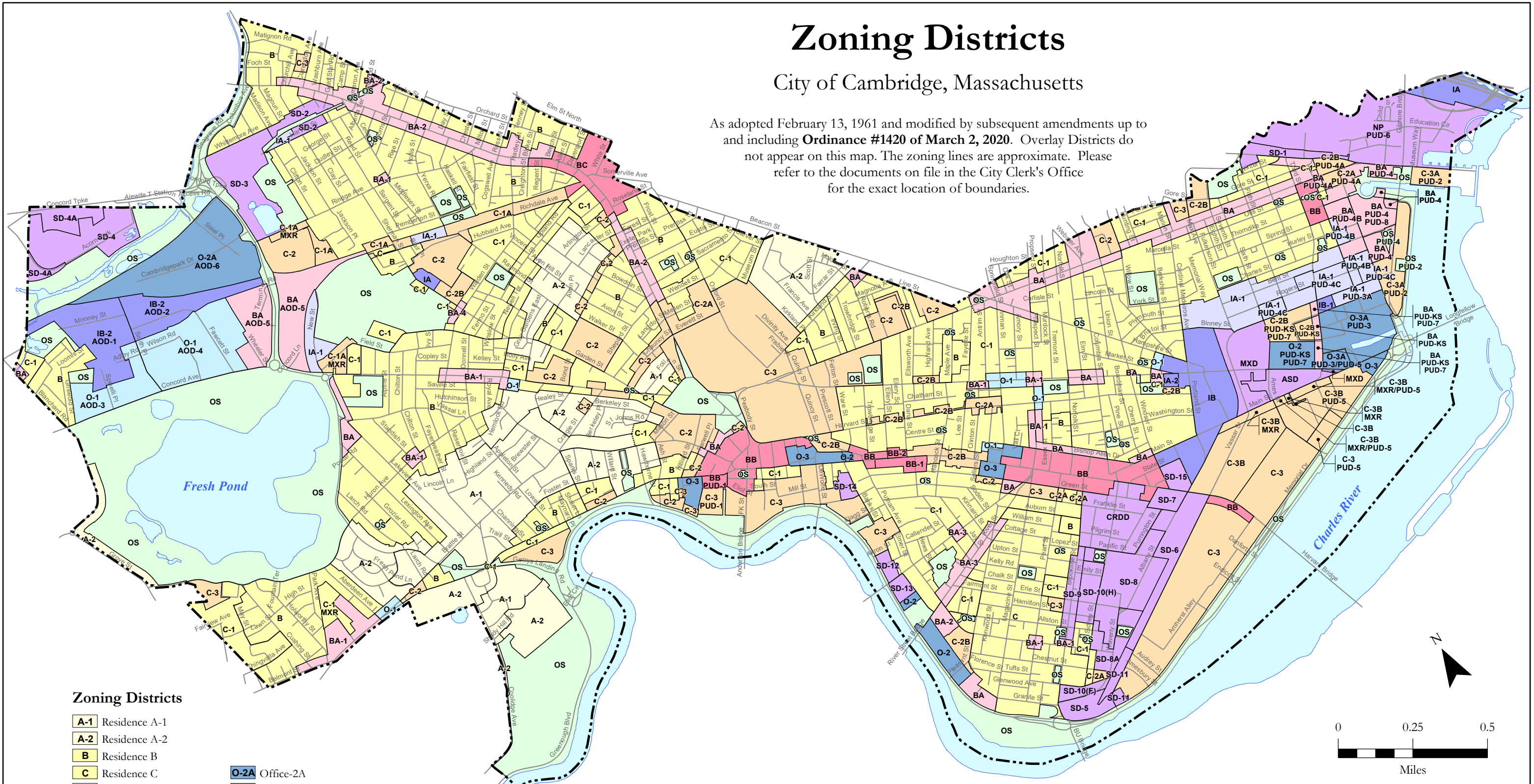




Zoning Districts

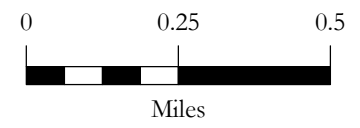
City of Cambridge, Massachusetts

As adopted February 13, 1961 and modified by subsequent amendments up to and including **Ordinance #1420 of March 2, 2020**. Overlay Districts do not appear on this map. The zoning lines are approximate. Please refer to the documents on file in the City Clerk's Office for the exact location of boundaries.



Zoning Districts

A-1 Residence A-1	O-2A Office-2A	BC Business C	MXD Mixed Use Development	SD-2 Special District-2	SD-9 Special District-9
A-2 Residence A-2	O-3 Office-3	BC-1 Business C-1	ASD Ames Street District	SD-3 Special District-3	SD-10(F) Special District-10(F)
B Residence B	O-3A Office-3A	IA-1 Industry A-1	AOD Alewife Overlay District	SD-4 Special District-4	SD-10(H) Special District-10(H)
C Residence C	BA Business A	IA-2 Industry A-2	PUD Planned Unit Development Overlay	SD-4A Special District-4A	SD-11 Special District-11
C-1 Residence C-1	BA-1 Business A-1	IB-1 Industry B-1	MXR Mixed Use Residential Overlay	SD-5 Special District-5	SD-12 Special District-12
C-1A Residence C-1A	BA-2 Business A-2	IB-2 Industry B-2	NP North Point District	SD-6 Special District-6	SD-13 Special District-13
C-2 Residence C-2	BA-3 Business A-3	IB Industry B	CRDD Cambridgeport Revitalization Development District	SD-7 Special District-7	SD-14 Special District-14
C-2A Residence C-2A	BA-4 Business A-4	IC Industry C		SD-8 Special District-8	SD-15 Special District-15
C-2B Residence C-2B	BB Business B			SD-8A Special District-8A	OS Open Space
C-3 Residence C-3	BB-1 Business-1				
C-3A Residence C-3A	BB-2 Business 2				
C-3B Residence C-3B					
O-1 Office-1					
O-2 Office-2					



This map was prepared by the Community Development Department on June 15, 2020 and reflects the latest changes to zoning boundaries.

77 Mass Avenue



77 Mass Ave

Petitioner

52A-22-31-19-21 / 48-129 /56-4 /53-54-60
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
C/O MIT INVESTMENTS MANAGEMENT CO
ONE BROADWAY, SUITE 09-200
CAMBRIDGE, MA 02142

43A-16
MIT REAL ESTATE, LLC,
C/O ARE- TECH SQ, LLC/MIT REAL ESTATE LL
P.O. BOX 847
CARLSBAD, CA 92018

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
C/O KELLEY BROWN,
MIT OFFICE OF CAMPUS PLANNING
77 MASS AVENUE – NW23-100
CAMBRIDGE, MA 02139

43-63
WHITEHEAD INSTITUTE FOR
BIOMEDICAL RESEARCH
9 CAMBRIDGE CENTER
CAMBRIDGE, MA 02142

43A-29
CAMBRIDGE REDEVELOPMENT AUTHORITY
255 MAIN ST., 8TH FLOOR
CAMBRIDGE, MA 02142

57-169
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
OFFICE OF THE TREASURER
238 MAIN ST., SUITE 200
CAMBRIDGE, MA 02142

58-74-161-162-165 /57-169-170-173
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
C/O MIT INVESTMENTS MANAGEMENT CO
ONE BROADWAY. SUITE 09-200
CAMBRIDGE, MA 02142

DEPARTMENT OF CONSERVATION &
RECREATION
251 CAUSEWAY STREET – SUITE 600
BOSTON, MA 02114-2119

77 Mass Avenue



77 Mass Ave

Petitioner

52A-22-31-19-21 / 48-129 /56-4 /53-54-60
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
C/O MIT INVESTMENTS MANAGEMENT CO
ONE BROADWAY, SUITE 09-200
CAMBRIDGE, MA 02142

43A-16
MIT REAL ESTATE, LLC,
C/O ARE- TECH SQ, LLC/MIT REAL ESTATE LL
P.O. BOX 847
CARLSBAD, CA 92018

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
C/O KELLEY BROWN,
MIT OFFICE OF CAMPUS PLANNING
77 MASS AVENUE – NW23-100
CAMBRIDGE, MA 02139

43-63
WHITEHEAD INSTITUTE FOR
BIOMEDICAL RESEARCH
9 CAMBRIDGE CENTER
CAMBRIDGE, MA 02142

43A-29
CAMBRIDGE REDEVELOPMENT AUTHORITY
255 MAIN ST., 8TH FLOOR
CAMBRIDGE, MA 02142

57-169
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
OFFICE OF THE TREASURER
238 MAIN ST., SUITE 200
CAMBRIDGE, MA 02142

58-74-161-162-165 /57-169-170-173
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
C/O MIT INVESTMENTS MANAGEMENT CO
ONE BROADWAY. SUITE 09-200
CAMBRIDGE, MA 02142

DEPARTMENT OF CONSERVATION &
RECREATION
251 CAUSEWAY STREET – SUITE 600
BOSTON, MA 02114-2119



City of Cambridge

MASSACHUSETTS

BOARD OF ZONING APPEAL

831 Mass Avenue, Cambridge, MA.
(617) 349-6100

6 Bds

BZA

POSTING NOTICE – PICK UP SHEET

The undersigned picked up the notice board for the Board of Zoning Appeals Hearing.

Name: Michael Smith Date: 3/8/21
(Print)

Address: 77 Mass Ave

Case No. BZA-108265

Hearing Date: 3/25/21

Thank you,
Bza Members