

City of Cambridge Planning Board
Community Development Department
344 Broadway
Cambridge, Ma 02139

RE: Revised 698 Massachusetts Avenue Special Permit Application PB#373, Citizen's Bank at 698 Massachusetts Avenue Financial Institution Use within Central Square Overlay Continued March 2, 2021.

Overview:

Central Property Limited, the owner, and Citizens Bank, the planned tenant of the property (collectively, "Applicant"), are pleased to submit this further supplement to their Special Permit Application (#PB373) to renovate 698 Massachusetts Avenue and change the use from retail to financial institution. This Special Permit Application was filed on January 27, 2021, first heard by the Planning Board on March 2, 2021 and continued. The Applicant herein attaches additional information responsive to feedback received on this project. Materials submitted include revised renderings, graphics, signage detail, zoning opinion, and answers to questions submitted by the Community Development Department.

Revisions:

- 1) The façade treatment has been completely revised, taking in feedback from both the community and Planning Board relative to the awning system first proposed which has now been eliminated. The design now features a more subdued presence and almost complete elimination of the formulaic use of "green" in signage and façade treatment.
- 2) An exclusive color scheme has been introduced for this location.
- 3) The overall width of the façade has been broken up to reflect the architectural features of the existing building and to more closely adhere to zoning regulations.

Supplemental Narrative

Comments & Discussions w/ Erik Thorkildsen (CDD) 3/25, 4/6, 5/5

1. Questions Posed by CDD:

What material is the proposed white/light grey band? If it is an awning, its light color seems conducive to staining. A darker color could be considered.

Design Response Changes:

Awnings have been removed from the scope of this project. In its place white bands are being installed over the maroon bands as shown below. The new color of “Silver Bells” has been provided to and well-received by CDD. The color has been specifically selected to this location to pick up on the lighter hues of the brick tones above and below the fascia. This change will also significantly reduce the green brand statements while instead celebrating the existing building’s color palette.

Additional Documentation:

Please refer to Packages D & E for updated visuals and signage details.



2. Questions Posed by CDD:

What is its proposed profile in section? Is the proposal an awning or a vertical surface, and if an awning, how far does it project?

Design Response Changes:

Awnings were removed from scope of project and projection of vertical bands and lettersets were held as tight to the vertical plane as possible.

Additional Documentation:

Refer to Package F, Page 5 for additional details regarding letterset projections.

3. Questions Posed by CDD:

Will there be any lighting associated with it?

Design Response Changes:

Existing downlights in soffit above door will be retrofitted with energy efficient LEDs. This was well-received by CDD.

Signage will adhere to city guidelines. Patrick Barrett & Pierre Gelinis (PSCO) have been in contact with Dan Messplay and have received amicable feedback regarding the intended direction with the only condition to externally illuminate the blade signage. The proposed fixtures are below to be placed on either side, 36" set back from the face of the blade sign.



4. Questions Posed by CDD:

Do the two different tones on the glass signify a change in material or just the change in plane?

Design Response Changes:

None required. Tones represent change in plane only.

5. **Questions Posed by CDD:**

How will the address at the western entry – the lobby to the upper floors – be identified?

Design Response Changes:

None required. Direction as shown in signage playbook was well-received. Left entrance (bank main) will be tagged with new numbers as shown below in the transom above the doors. Right entrance (building main) will be left as existing to remain.



6. **Questions Posed by CDD:**

The Planning Board was concerned about the whitish applied vinyl stripe across the lower zone of the window, and recommended that if not deleted then it should be less obtrusive.

Design Response Changes:

The bottom band of the window film has been removed from scope to avoid a thick appearance. Due to modesty and privacy conditions the top three bands have been maintained in the design. The physical sample provided to CDD was well-received indicating that the translucent white is a better representation of the intended material. There are currently no plans to modify the band coloring.



7. Questions Posed by CDD:

Note that board members suggested that the canopy be only at the entry, or that if there is an canopy on the western bay, that it be a different color.

Design Response Changes:

Awnings have been removed from the project scope.

8. Questions Posed by CDD:

The Board also suggested that a way be found to use the western bay for a different tenant, so that the bank does not extend for the majority of the building's frontage.

Design Response Changes:

Branding and signage statements have been scaled back to visually align with the 25 foot frontage recommendation.

9. Questions Posed by CDD:

A description of how the proposed storefront/awning/signband is compatible with the zoning would be helpful, including how the proposal differs from the standard design and how they relate to Central Square. (See the Ordinance for the exact text.)

Design Response Changes/Additional Documentation:

See Package C, Pages 1-14.

9. A description of how the proposed storefront/awning/sign-band is compatible with the zoning would be helpful, including how the proposal differs from the standard design and how they relate to Central Square. (See the Ordinance for the exact text.)

Answer: The awning has been completely removed from the project. The proposed signage is a “wall sign” as defined in article 7.13.2 as the sign is parallel to the plane of the building to which it is attached and less than 12” from the face of the building.

Further the sign is compliant with article 7.16.22 as the square footage measurement for the 18”h letters we are proposing is 15 SF. Overall size measurements are 19-5/8” (h) x 112-1/2” (w) with 18” “C” cap height. The overall square footage of the sign is lower than would be allowed and less than what would be allowed if the frontage were compliant. Article 7.16.22 which states:

7.16.22 All Business, Office, and Industrial Districts. Total Area of Signage Permitted per Lot: One and a half (1 1/2) sq. ft. for each linear foot of sign frontage on the lot for sign frontage located one hundred (100) feet or less from the street line; provided that the total area of all signs on the exterior of the building, including free standing signs, shall not exceed one (1) square foot for each linear foot of sign frontage; or two (2) sq. ft. for each linear foot of sign frontage on the lot for sign frontage located more than one hundred feet from all street lines from which the sign frontage is visible. However, signs shall be further limited as set forth below.

The signage is also compliant with **Article 20.304.5 (4) Formula Business District** as it deviates greatly from the typical “green awning” design that most Citizen Bank locations have and maintains a subdued presence from the streetscape that is similar in look and feel to many existing Central Square business signs. The color scheme has been inverted deviating from other locations in the area. The color “Silver Bells” has been introduced for the first time for any Citizen’s Branch which will make the locus unique in color scheme reflecting the eclectic and unique look and feel of Central Square. This unique look for Citizen’s Bank will also be accented by vinyl graphics on the interior of the left facing glass façade with a digital screen which Citizen’s may use to promote events in Central Square and other elements of the Cultural District.

Central Square Proposed Location:



Silver Bells
1458

Other Citizen's Locations:

1) Davis Square



2) Mineral Springs



3) Summer St



Target Central Square:



1369 Coffee House:

Package C
Supplemental Narrative
CDD Question #9 Response
Page 6

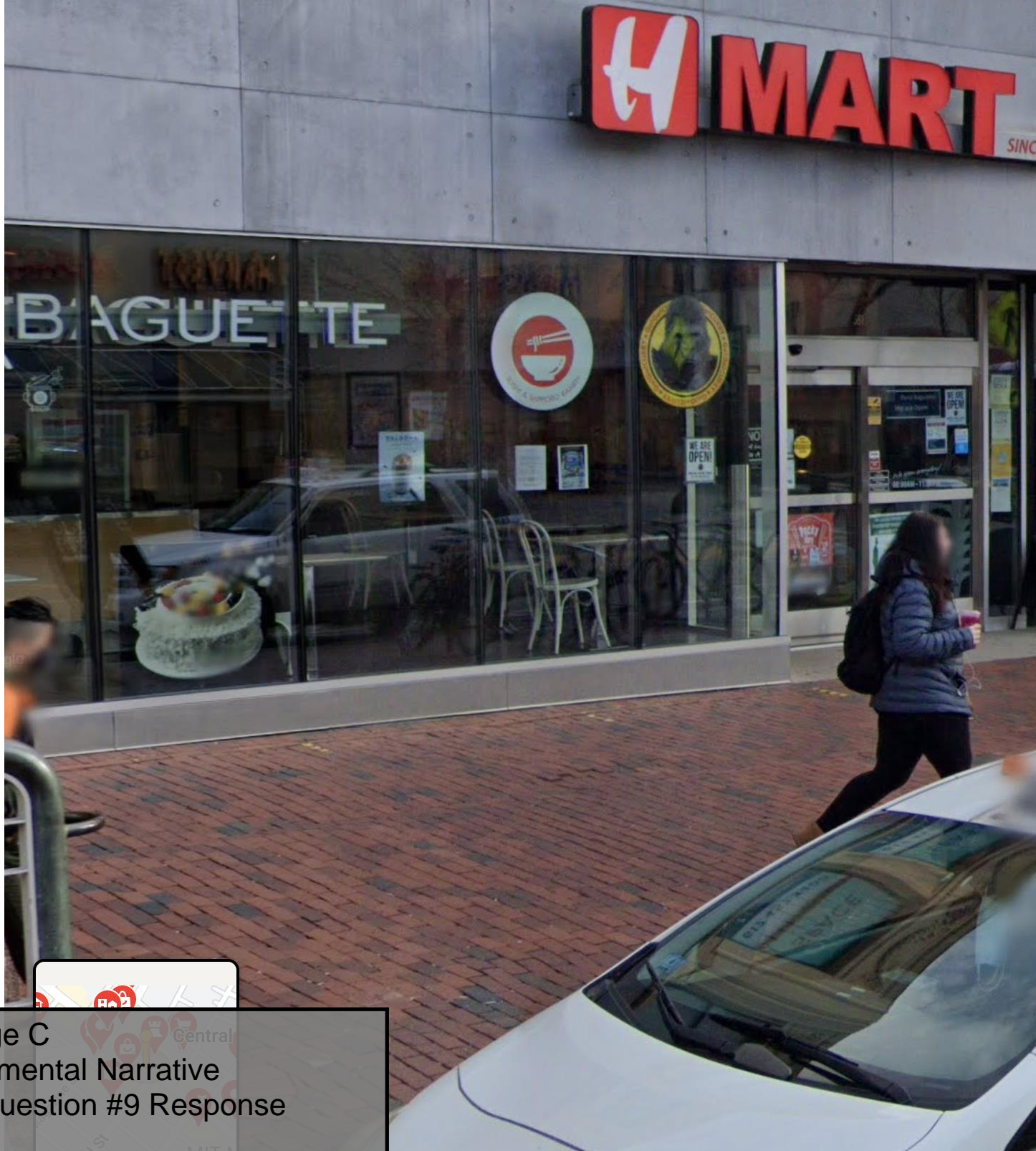


HMart and Vimm Fitness

589 MA-2A
Cambridge, Massachusetts

← Google

🔄 Street View

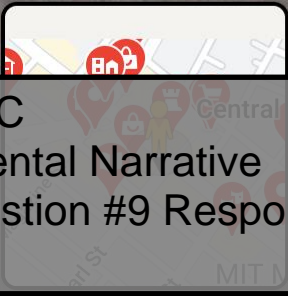


Nike Expressions, Metro PCS, Artist and Craftman, Harvet (now closed)

589 MA-2A
Cambridge, Massachusetts

← Google

↻ Street View

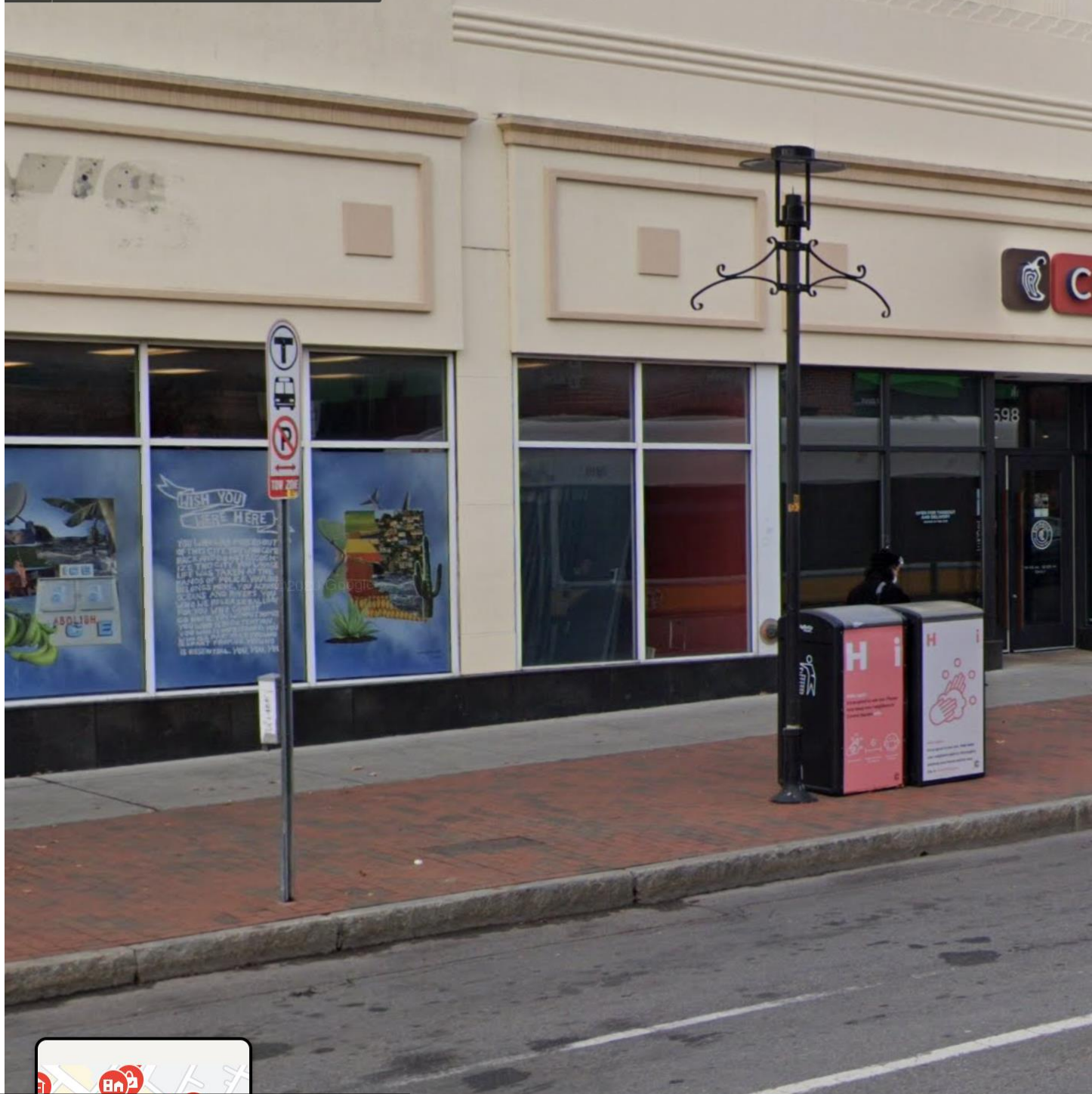


Chipolte and Supreme Liquors

589 MA-2A
Cambridge, Massachusetts

← Google

Street View



Leader Bank

Prospect St
Cambridge, Massachusetts

← Google

🔄 Street View





SIGN INVENTORY

SITE: 5006700 - Central Square West		
SIGN	PAGE	PROPOSED SIGN
E01	2	FLB-CUST
E02	2	BSE-1-3
E03	2	CTZ.VIN.CUST
E04	2	DHR-2
E05	2	GFPE-8
E07	2	ICLL-1-18



PHILADELPHIASIGN
BRINGING THE WORLD'S BRANDS TO LIFE

TITLE	Citizens	DWG BY	RAS	DATE	07.22.20
ADDRESS	5006700 - Central Square West 698 Massachusetts Ave. Cambridge, MA 02139		DWG NUM	A35090	08.11.20 08.21.20 09.16.20 03.19.21 04.27.21
			SHEET	1	

Package E
Revised Graphic Volume
Signage Exhibit
Page 1

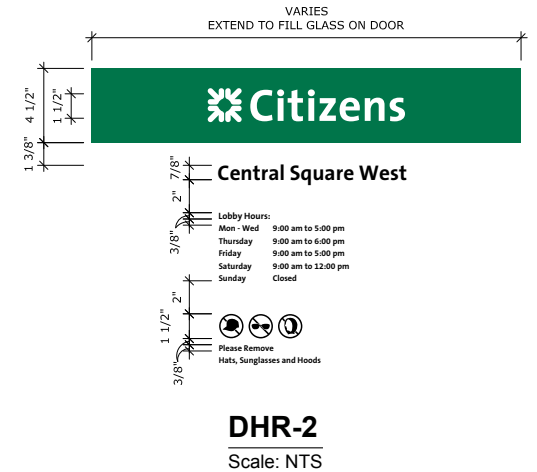
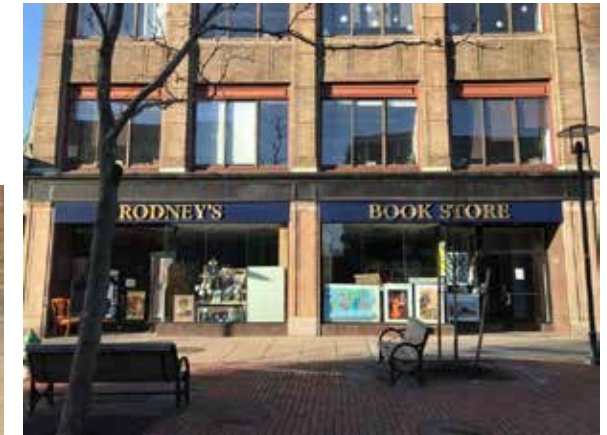
- E01 FLB-CUST Benjamin Moore "Silver Bells" Fascia Band w/ Light Bar and Letterset - 2' 2-1/4" oah x 10' 0" oal (Qty 2)
- E02 BSE-1-3 Double Faced Externally Illuminated Aluminum Face with Routed Push Thru Letters Blade Sign - 3' 2" oah x 3' 9-1/2" oal (12 SF)
- NOTE:** Sign must be mounted no less than 8' 0" from grade and needs to be verified in field.
- E03 CTZ.VIN.CUST 6"h 1st Surface White Number Vinyl (Qty 2)
- E04 DHR-2 1st Surface Double Door Vinyl
- E05 GFPE-8 1st Surface Striped Window Vinyl at 60% Opacity (Qty 10)
- E07 ICLL-1-18 18" Illuminated Green Horizontal Channel Letters - 1' 7-5/16" x 9' 4-1/2" oal (15.1 SF)

Proposed



DIMENSIONS TO BE FIELD VERIFIED

Existing



TITLE	Citizens	DWG BY	RAS	DATE	07.22.20
ADDRESS	5006700 - Central Square West 698 Massachusetts Ave. Cambridge, MA 02139	DATE	08.11.20	DWG NUM	A35090
		DATE	08.21.20	SHEET	2
		DATE	09.16.20		
		DATE	03.19.21		
		DATE	04.27.21		

Package E
 Revised Graphic Volume
 Signage Exhibit
 Page 2

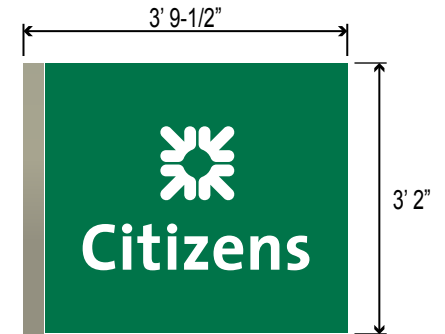
- E01 FLB-CUST Benjamin Moore "Silver Bells" Fascia Band w/ Light Bar and Letterset - 2' 2-1/4"oah x 10' 0"oal (Qty 2)
- E02 BSE-1-3 Double Faced Externally Illuminated Aluminum Face with Routed Push Thru Letters Blade Sign - 3' 2"oah x 3' 9-1/2"oal (12 SF)
- NOTE:** Sign must be mounted no less than 8' 0" from grade and needs to be verified in field.
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Proposed



DIMENSIONS TO BE FIELD VERIFIED

Existing



BSE-1-3

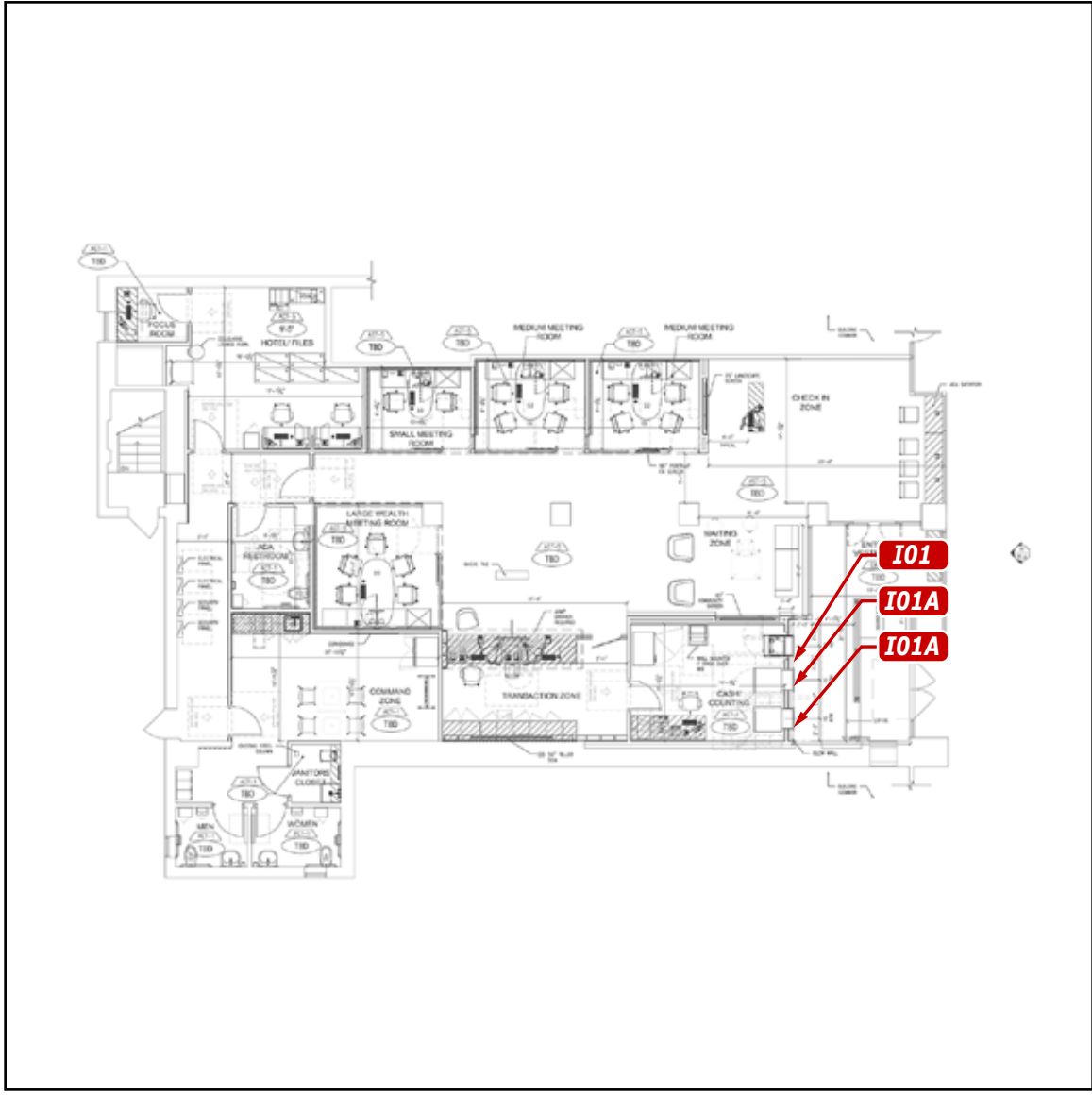
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ADDRESS	5006700 - Central Square West 698 Massachusetts Ave. Cambridge, MA 02139	DWG NUM	A35090	DATE	08.11.20 08.21.20 09.16.20 03.19.21 04.27.21
		SHEET	3		

Package E
 Revised Graphic Volume
 Signage Exhibit
 Page 3

SIGN INVENTORY

SITE:		5006700 - Central Square West
SIGN	PAGE	PROPOSED SIGN
I01	5	ATM-DND-CUST
I02	5	ATM-NGP-1



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TITLE	Citizens	DWG BY	RAS	DATE	07.22.20
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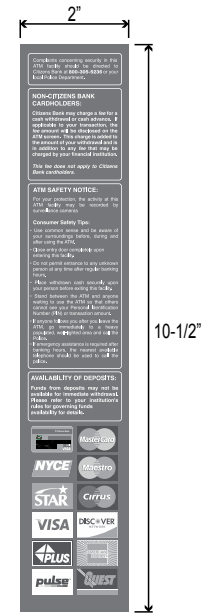
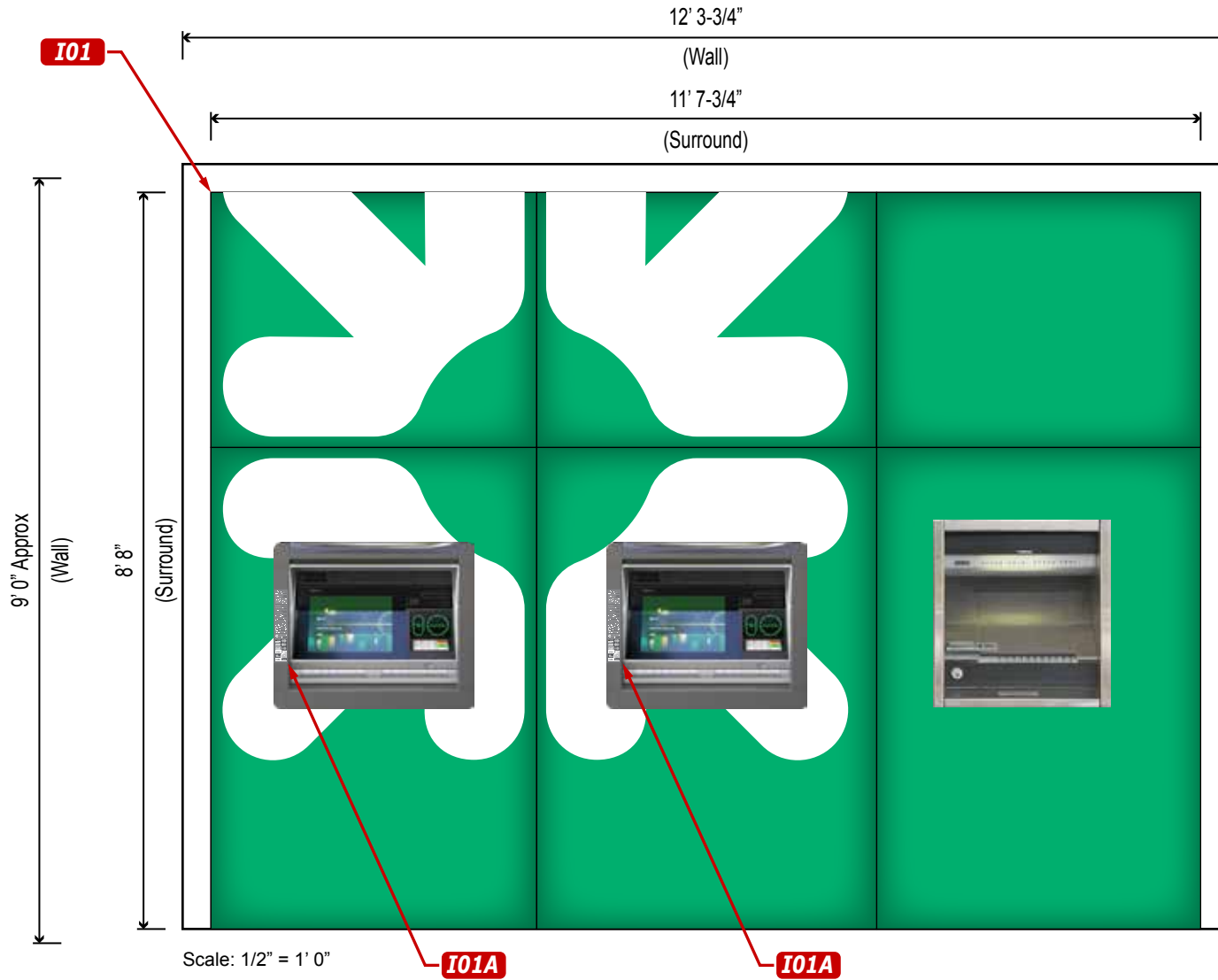
Package E
Revised Graphic Volume
Signage Exhibit
Page 4

I01 ATM-DND-CUST Custom Illuminated ATM Surround with Night Deposit - 8' 8" h x 11' 7-3/4" (101 SF)

NOTE: 4" gap is required for installation clearance. ATM Model is NCR 6684.

I01A ATM-NGP-1 Vertical ATM Network Panel - 10-1/2" oah x 2" oal (Qty 2)

NOTE: Artwork is a placeholder. New network card art to be supplied by Citizens.



ATM-NGP-1

Scale: NTS

TITLE	Citizens	DWG BY	RAS	DATE	07.22.20
ADDRESS	5006700 - Central Square West 698 Massachusetts Ave. Cambridge, MA 02139	DWG NUM	A35090	DATE	08.11.20 08.21.20 09.16.20 03.19.21 04.27.21
		SHEET	5		

Package E
Revised Graphic Volume
Signage Exhibit
Page 5

SURROUNDING PHOTOS




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TITLE	Citizens	DWG BY	RAS	DATE	07.22.20
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		SHEET	6		

Package E
Revised Graphic Volume
Signage Exhibit
Page 6



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Phone: 856.829.1460
Fax: 856.829.8549
www.philadelphiasign.com

CUSTOMER:
CITIZENS

JOB NUMBER:
F100834

SIGN TYPE:
CTZ_BSE-1-3

LOCATION:
VARIOUS

DATE:
10/22/2020

DRAWN BY:
GJF

REVISION:
Number: Date: By:

SHEET: ENG DEPT
1 OF 1

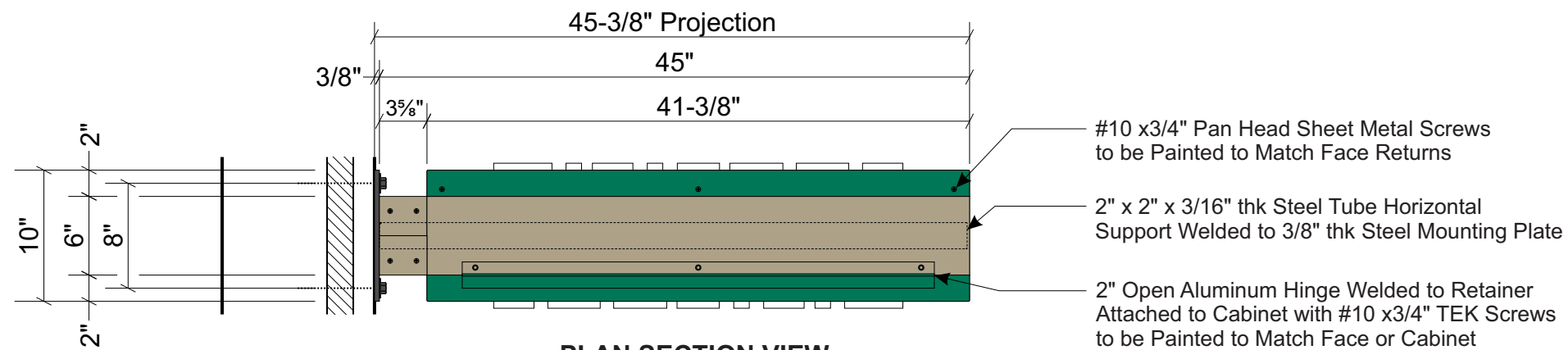
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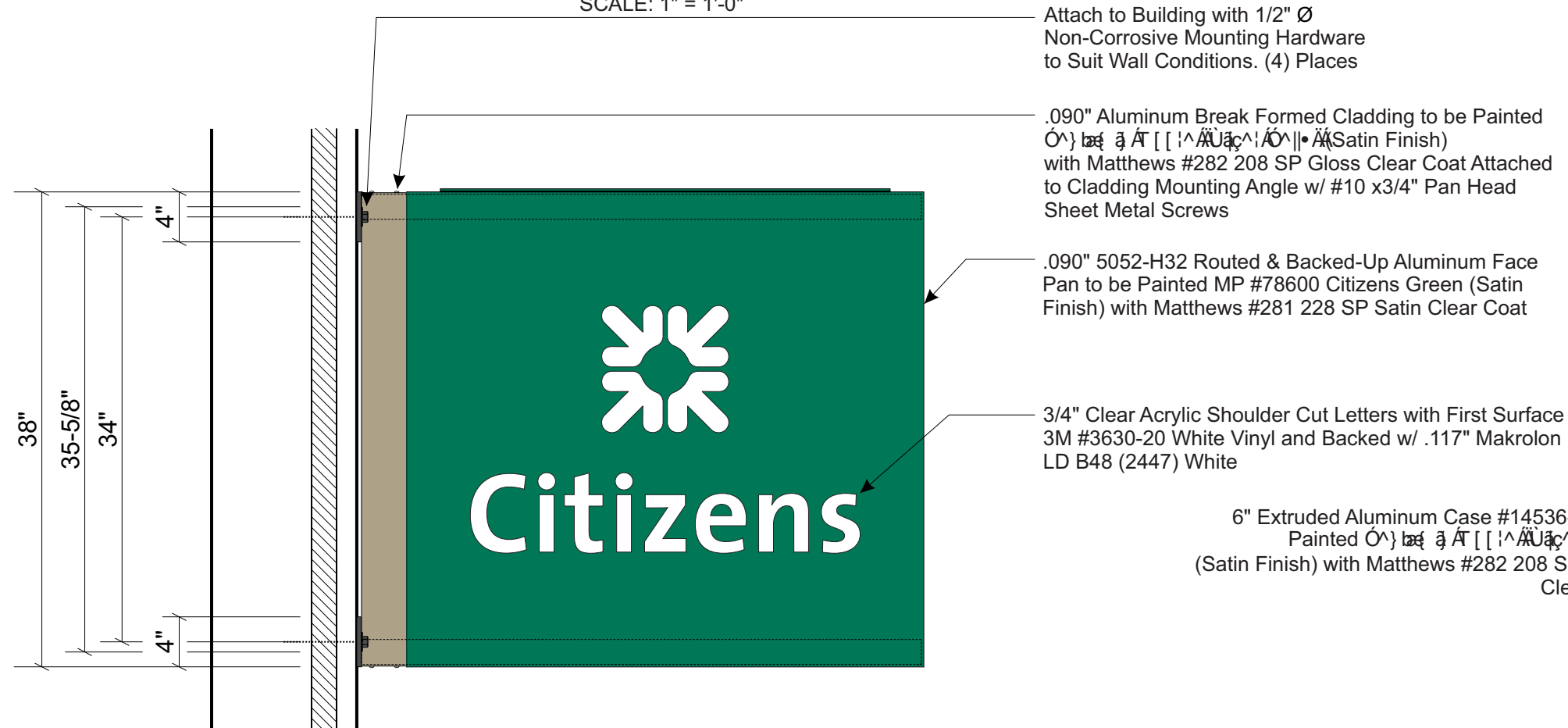
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**ENGINEERING
SHOP
VINYL / LAYOUT
ROUTING / KNIFE
ART ROOM**

WIND SPEED DESIGN:
**ULTIMATE WIND SPEED 115 MPH
EXPOSURE C**

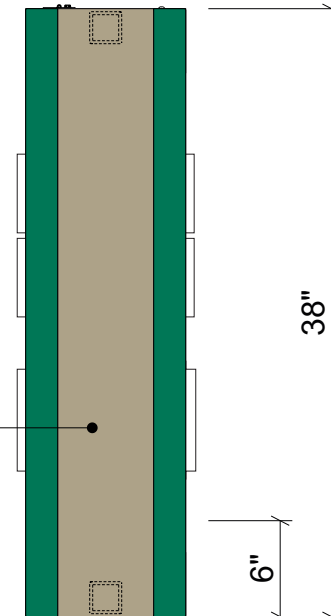
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PLAN SECTION VIEW
SCALE: 1" = 1'-0"



**CTZ_BSE-1-3
CONSTRUCTION VIEW**
SCALE: 1" = 1'-0"



SECTION VIEW
SCALE: 1" = 1'-0"

STANDARD FLAG SIGN NOTES:

1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
3. Sign Shall Be U.L. Listed.
4. Mounting Hardware By Sign Installer.



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www.philadelphiasign.com

CUSTOMER:
CITIZENS

JOB NUMBER:
F100834

SIGN TYPE:
CTZ_BSE-1-3

LOCATION:
VARIOUS

DATE:
10/22/2020

DRAWN BY:
GJF

REVISION:
Number: Date: By:

SHEET: ENG DEPT
1 OF 1

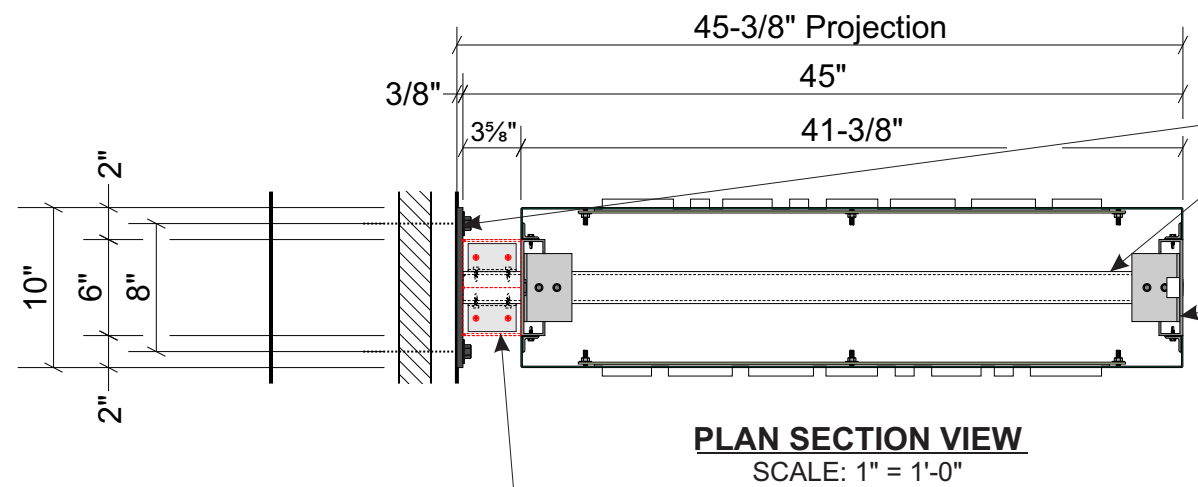
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CONSTRUCTION DRAWING

DEPT DISTRIBUTION:
**ENGINEERING
SHOP
VINYL / LAYOUT
ROUTING / KNIFE
ART ROOM**

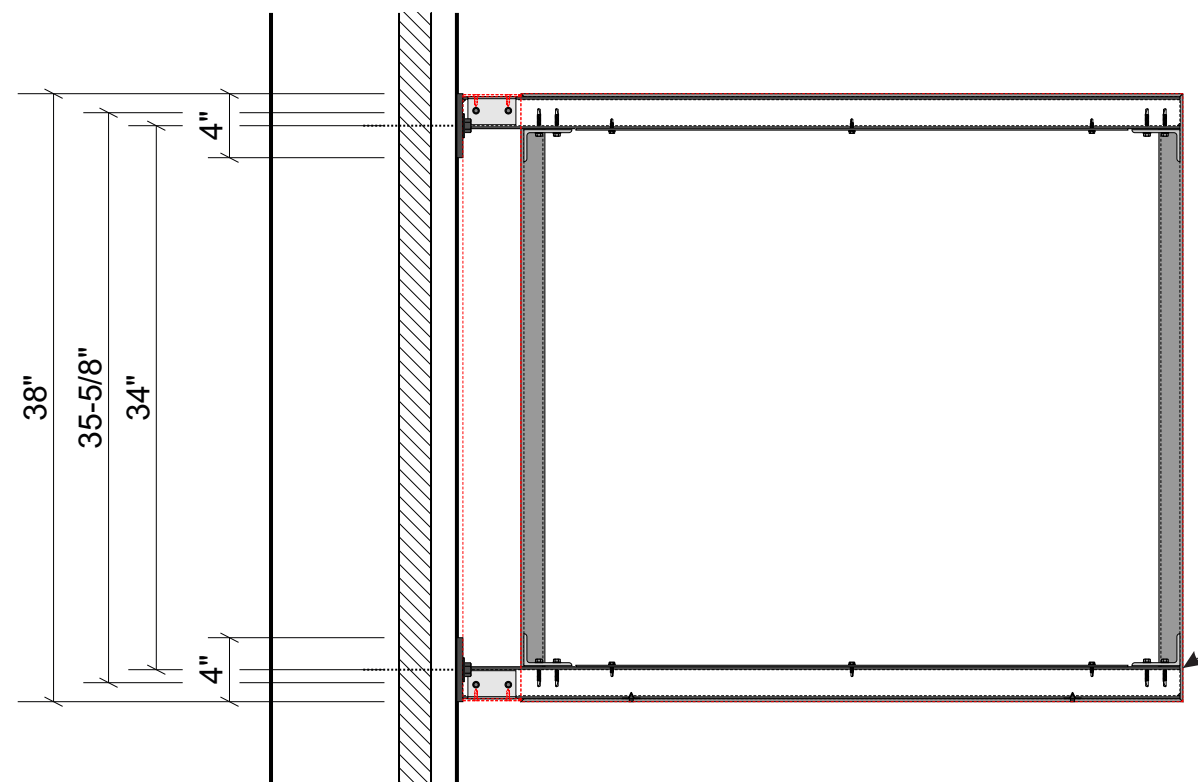
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**ULTIMATE WIND SPEED 115 MPH
EXPOSURE C**

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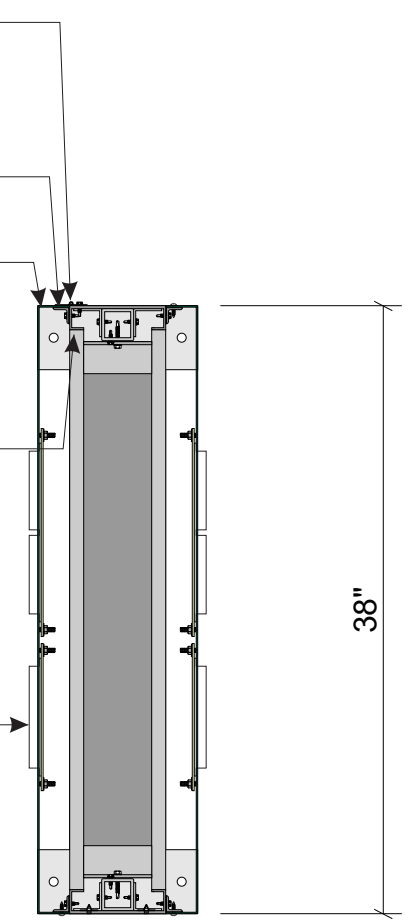
PLAN SECTION VIEW
SCALE: 1" = 1'-0"

- 10" x 4" x 3/8" thk Steel Mounting Plate
- 2" x 2" x 3/16" thk Steel Tube Horizontal Support Welded to Steel Mounting Plate
- 3" x 2" x 3/16" thk Aluminum Angle Welded to Extruded Case and Screwed to Steel Tube with 1/4" dia Hilti Kwik Flex Screws



**CTZ_BSE-1-3
CONSTRUCTION VIEW**
SCALE: 1" = 1'-0"

- 2" Open Aluminum Hinge Welded to Retainer Attached to Cabinet with #10 x 3/4" TEK Screws
- 1-3/4" x 1-3/4" x 1/8" thk Aluminum Angle for Cladding Attached to Steel Tube with #10 x 1" TEK Screws
- 1/8" thk x 1" x 1" Aluminum Angle Perimeter of Case Attach w/ 3M 4950 VHB Tape & #10 x 3/4" TEK Screws
- .090" 5052-H32 Routed & Backed-Up Aluminum Face Pan
- 6" Extruded Aluminum Case #14536-S
- 3/4" Clear Acrylic Shoulder Cut Letters with First Surface 3M #3630-20 White Vinyl and Backed w/ .117" Makrolon LD B48 (2447) White
- 2" x 2" x 3/16" thk Steel Tube Horizontal Support Welded to 3/8" thk Steel Mounting Plate



SECTION VIEW
SCALE: 1" = 1'-0"

- STANDARD FLAG SIGN NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
 2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
 3. Sign Shall Be U.L. Listed.
 4. Mounting Hardware By Sign Installer.

Package F
Additional Requested Materials
Signage Exhibit
Page 2

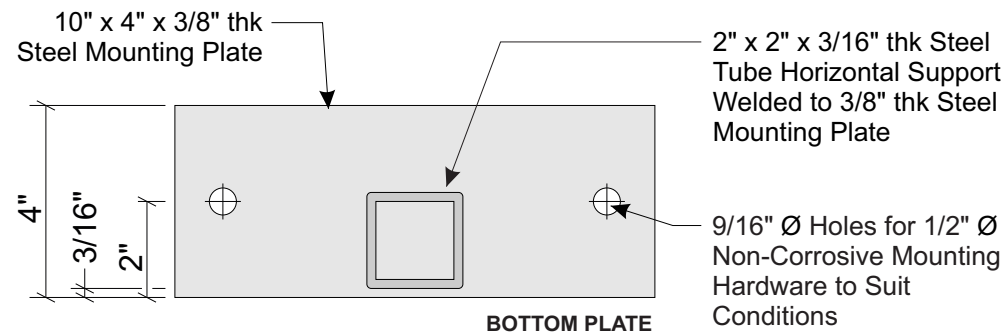
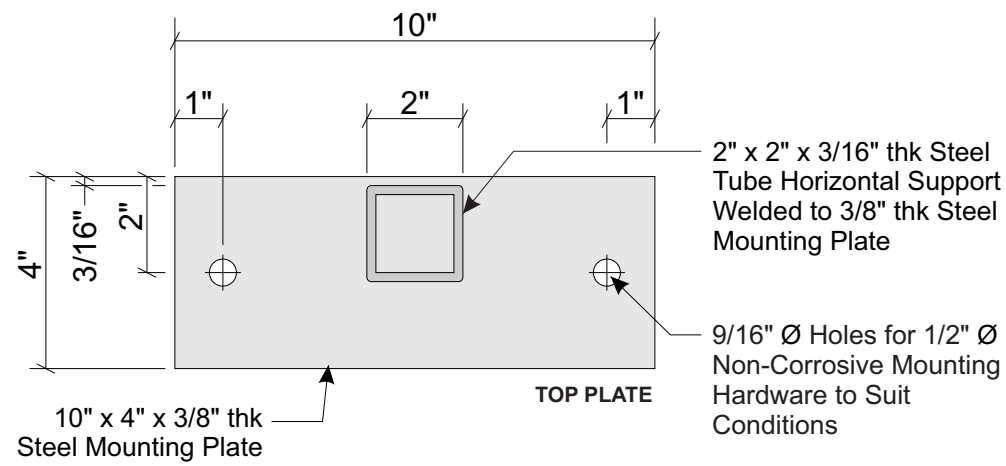


PLATE DETAIL - (2) REQUIRED
SCALE: 3" = 1'-0"

STANDARD FLAG SIGN NOTES:

1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
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Package F
Additional Requested Materials
Signage Exhibit
Page 3

2" Open Aluminum Hinge Welded to Retainer Attached to Cabinet with #10 x3/4" TEK Screws

1/8" thk x 1" x 1" Aluminum Angle Perimeter of Case Attach w/ 3M 4950 VHB Tape & #10 x3/4" TEK Screws

10" x 4" x 3/8" thk Steel Mounting Plate

6" Extruded Aluminum Case #14536-S

2" x 2" x 3/16" thk Steel Tube Horizontal Support Welded to Steel Mounting Plate

3" x 2" x 3/16" thk Aluminum Angle Welded to Extruded Case and Screwed to Steel Tube with 1/4" dia Hilti Kwik Flex Screws

.090" 5052-H32 Routed & Backed-Up Aluminum Face Pan

Trap Back-Up Panel with #10 x 3/4" lg Threaded Studs w/Nylon-Insert Hex Locknut & Nylon Washer. Over Size Hole in Panel & Back Nut Off so Face Can Expand and Contract

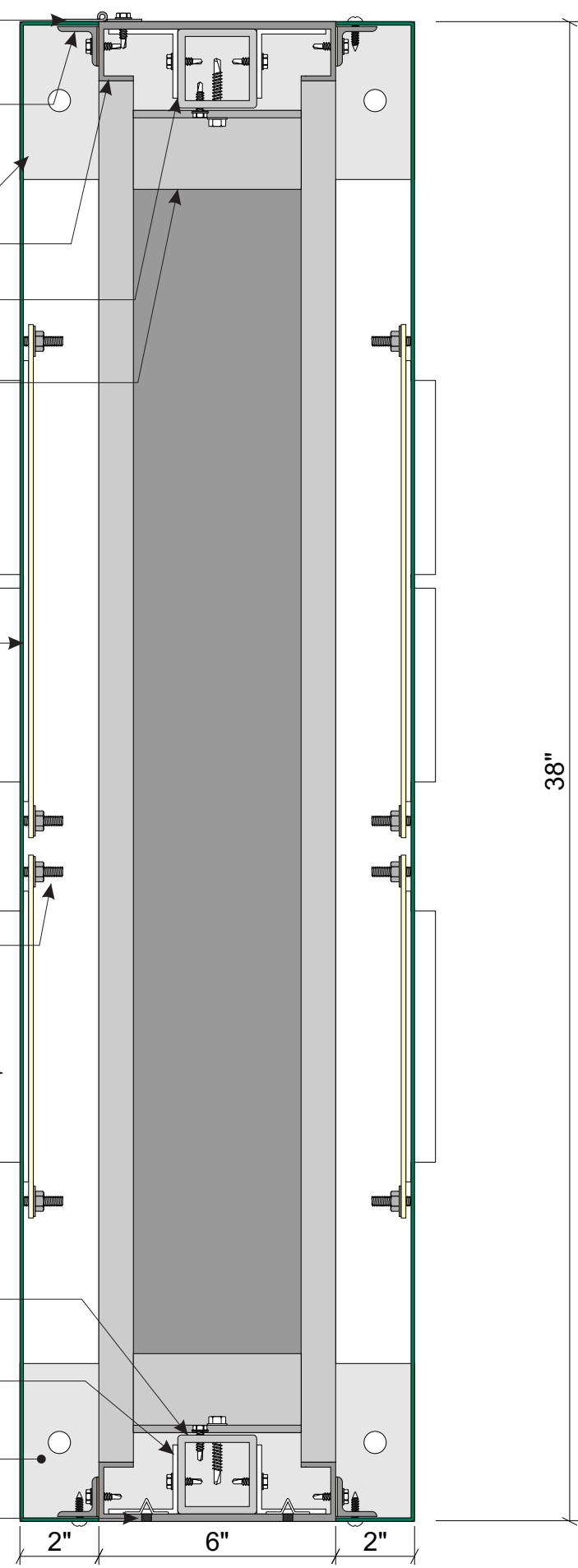
3/4" Clear Acrylic Shoulder Cut Letters with First Surface 3M #3630-20 White Vinyl and Backed w/ .117" Makrolon LD B48 (2447) White

2" x 2" x 3/16" thk Steel Tube Horizontal Support Welded to 3/8" thk Steel Mounting Plate

1-3/4" x 1-3/4" x 1/8" thk Aluminum Angle for Cladding Attached to Steel Tube with #10 x 1" TEK Screws

10" x 4" x 3/8" thk Steel Mounting Plate

1/4" Ø Drain Holes w/Light Covers



SECTION VIEW
SCALE: 3" = 1'-0"



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CUSTOMER:

CITIZENS

JOB NUMBER:

F100834

SIGN TYPE:

CTZ_BSE-1-3

LOCATION:

VARIOUS

DATE:

10/22/2020

DRAWN BY:

GJF

REVISION:

Number: Date: By:

SHEET:

1 OF 1

ENG DEPT

DWG NUMBER:

B-91115

CONSTRUCTION DRAWING

DEPT DISTRIBUTION:

ENGINEERING

SHOP

VINYL / LAYOUT

ROUTING / KNIFE

ART ROOM

WIND SPEED DESIGN:

ULTIMATE WIND SPEED 115 MPH
EXPOSURE C

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CUSTOMER:

Citizens

JOB NUMBER:

5006700

SIGN TYPE:

Letters

LOCATION:

**698 Massachusetts Ave
Cambridge, MA**

DATE:

4/20/2021

DRAWN BY:

FT

REVISION:

Number: Date: By:

SHEET:

ENG DEPT

1 OF 3

DWG NUMBER:

B-94233

CONSTRUCTION DRAWING

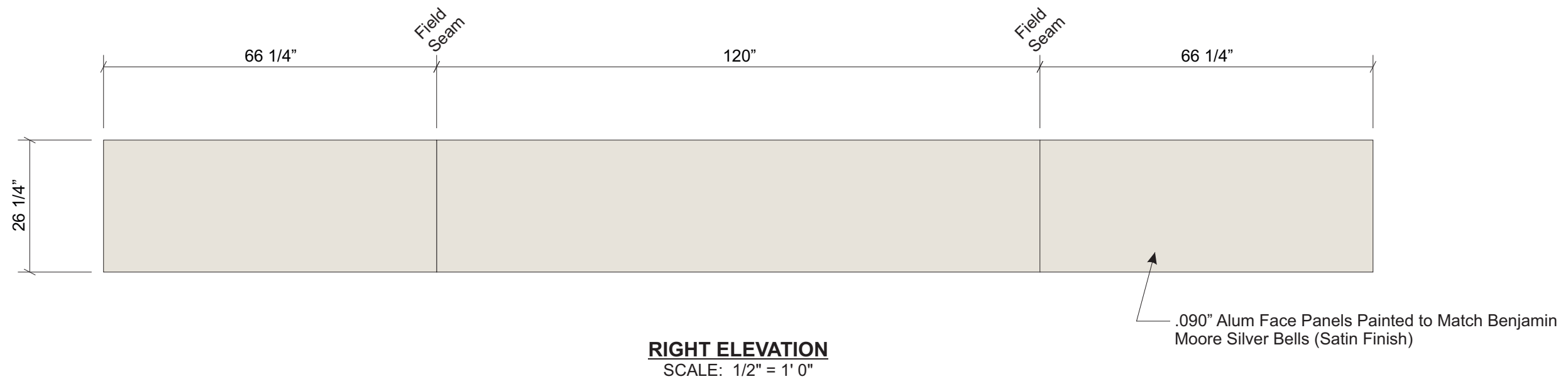
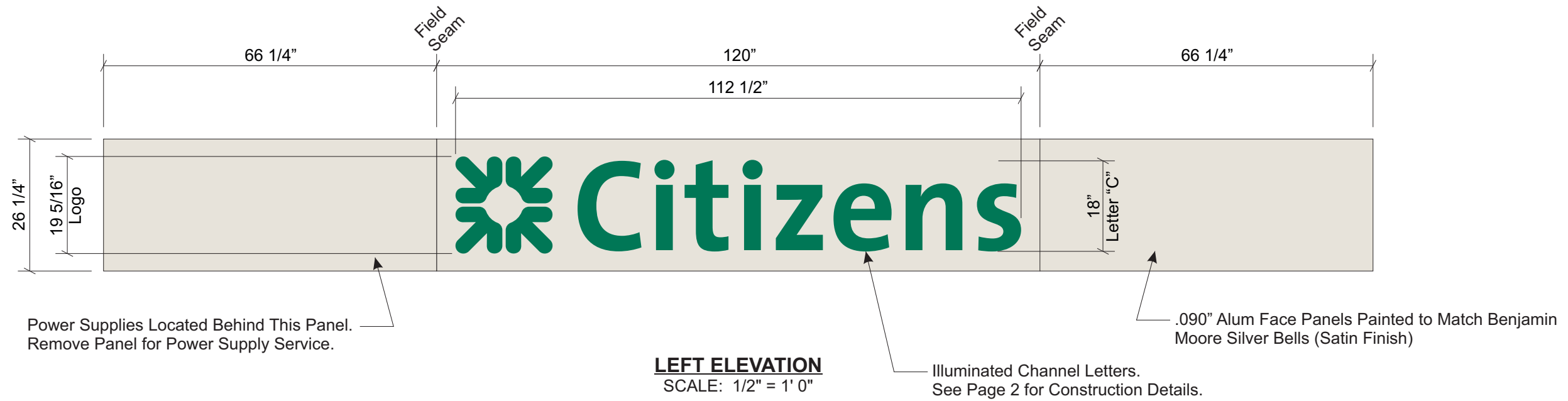
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Package F
Additional Requested Materials
Signage Exhibit
Page 4

ELECTRICAL LOAD
(1.2) Amps @ 120 Volts
ELECTRICAL REQ'MTS
(1) 20 Amp/120 Volt Circuits

- STANDARD LETTER NOTES:**
- Sufficient Primary Circuit In Vicinity Of Sign By Others.
 - Letter To Letter Wiring & Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
 - Sign Shall Be U.L. Listed.
 - Mounting Hardware By Sign Installer.
 - Full Size Drilling Template Furnished With Sign.



PHILADELPHIASIGN
BRINGING THE WORLD'S BRANDS TO LIFE

707 West Spring Garden Street
Palmyra, New Jersey 08065

Phone: 856.829.1460
Fax: 856.829.8549
www.philadelphiasign.com

CUSTOMER:

Citizens

JOB NUMBER:

5006700

SIGN TYPE:

Letters

LOCATION:

**698 Massachusetts Ave
Cambridge, MA**

DATE:

4/20/2021

DRAWN BY:

FT

REVISION:

Number: Date: By:

SHEET:

2 OF 3

DWG NUMBER:

B-94233

**CONSTRUCTION
DRAWING**

DEPT DISTRIBUTION:

ENGINEERING

SHOP

VINYL / LAYOUT

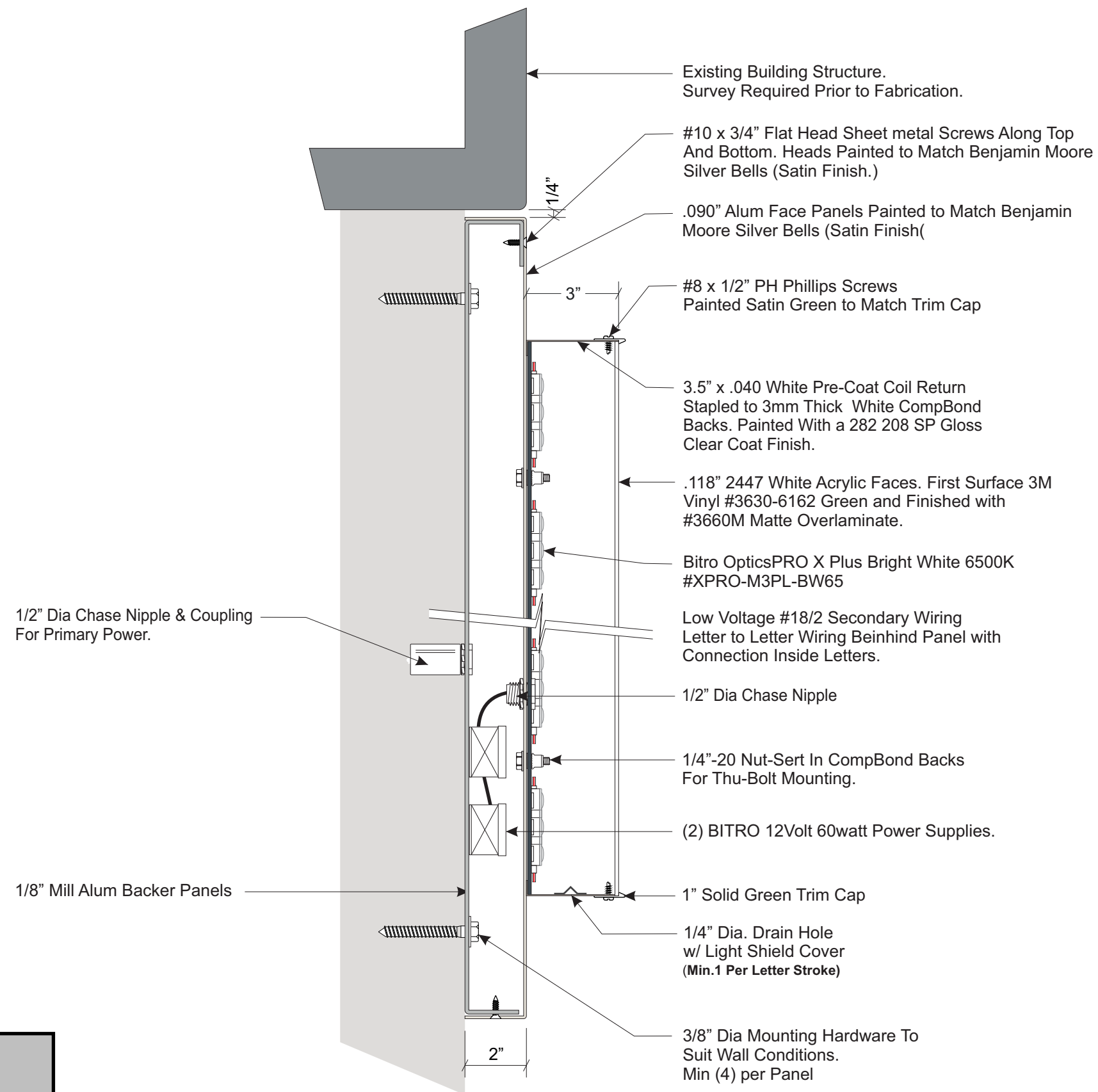
ROUTING / KNIFE

ART ROOM

WIND SPEED DESIGN:

**ULTIMATE WIND SPEED 115 MPH
EXPOSURE C**

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CROSS SECTION

Scale: 3" = 1' 0"

Package F
Additional Requested Materials
Signage Exhibit
Page 5



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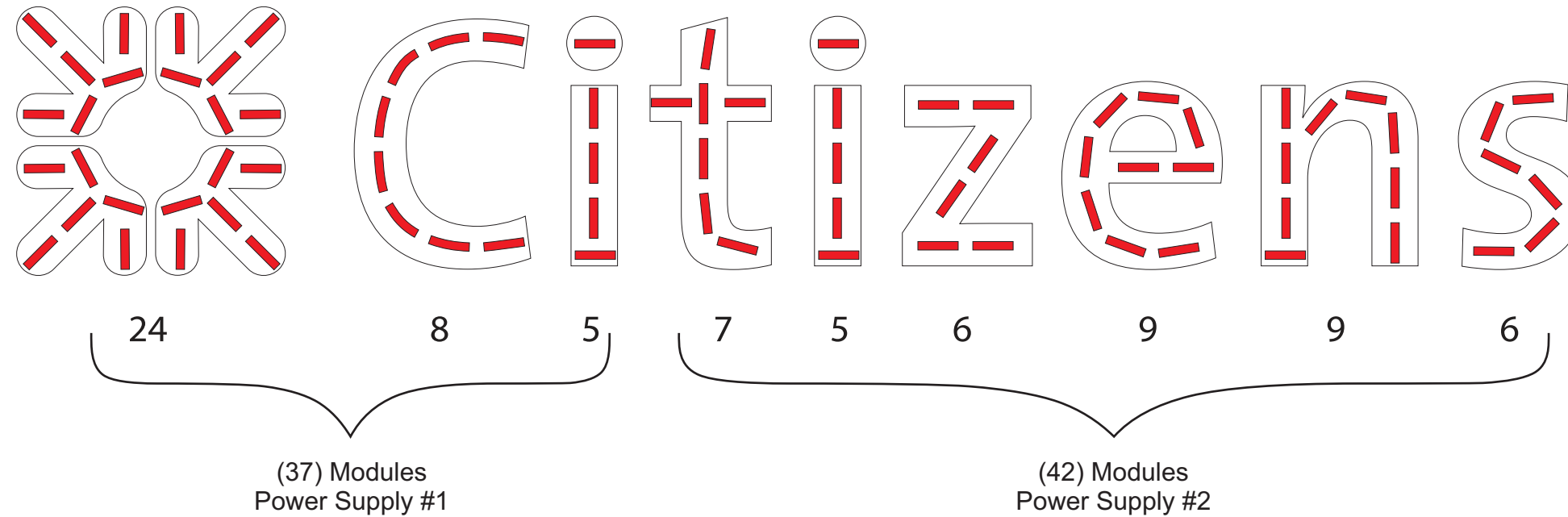
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(79) Bitro OpticsPRO X Plus Bright White 6500K
#XPRO-M3PL-BW65

92 Lumens per Module

.9 Watts per Module

(2) BITRO ASU-60-12U Power Supplies.

.6 Amps @ 120 Volts

2447 White Acrylic Allows 40-49% Light Transmission
Plus 3M Translucent Vinyl at.

Actual Lumens Approx. 1635

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