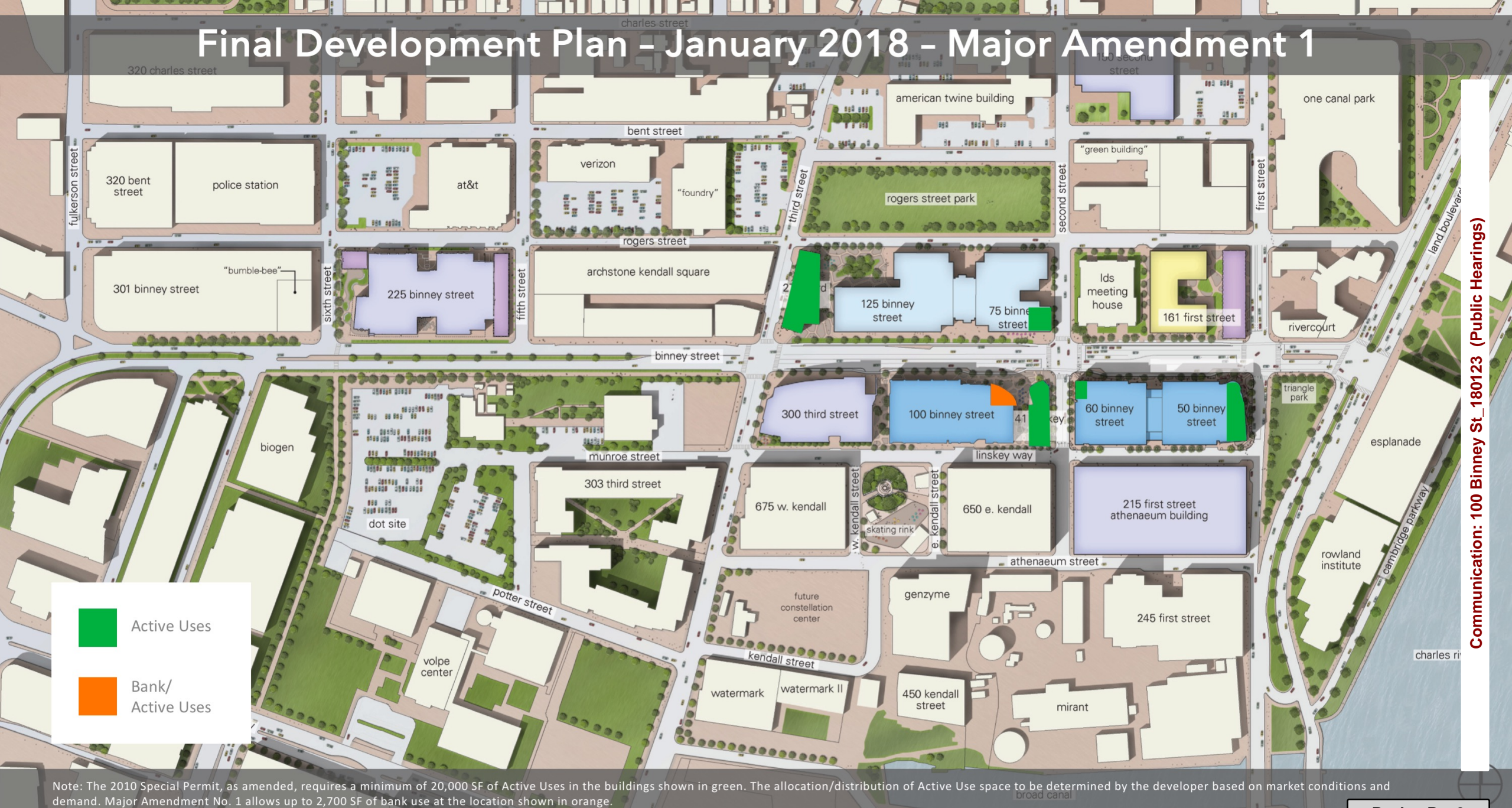


Final Development Plan - January 2018 - Major Amendment 1



■ Active Uses
■ Bank/
Active Uses

Note: The 2010 Special Permit, as amended, requires a minimum of 20,000 SF of Active Uses in the buildings shown in green. The allocation/distribution of Active Use space to be determined by the developer based on market conditions and demand. Major Amendment No. 1 allows up to 2,700 SF of bank use at the location shown in orange.

Communication: 100 Binney St_180123 (Public Hearings)

CAMBRIDGE SIDE

EXTERIOR FACADE UPGRADES
CAMBRIDGE PLANNING BOARD

JANUARY 23, 2018

COMPLETED UPGRADES





Communication: CambridgeSide_180123 (General Business)



Communication: CambridgeSide_180123 (General Business)



Communication: CambridgeSide_180123 (General Business)



Communication: CambridgeSide_180123 (General Business)

STORES CLOSE E-COMMERCE GROWS



Total: **6,985**
announced store closures

↑ 229%
year over year

- How many bricks and mortar stores and malls closed in 2017? (stores closed: 6,985 – 229% increase year over year)

www.statista.com/statistics

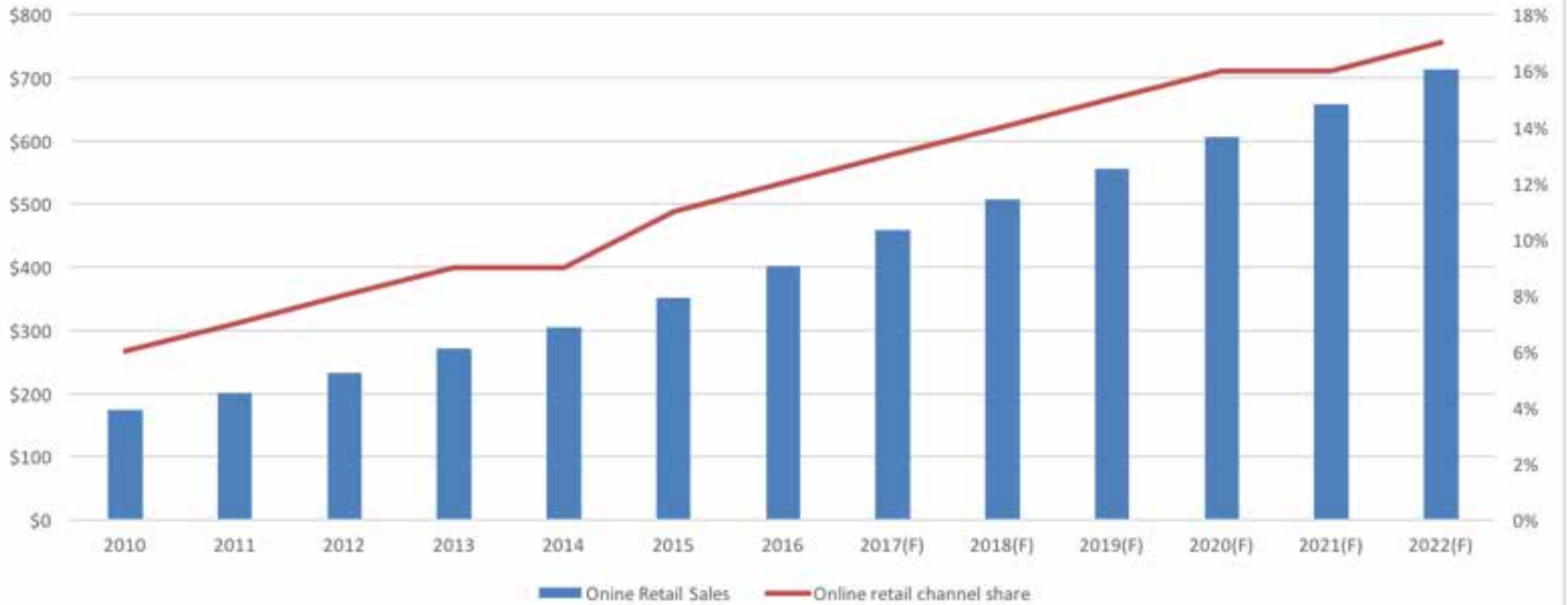
- Experts predict that a quarter of American malls will close in five years -- around 300 out of 1,100 that currently exist.

CNN Money, December 12, 2016

- More than 12,000 stores are expected to close in 2018 – up from roughly 9,000 in 2017, according to Cushman & Wakefield.

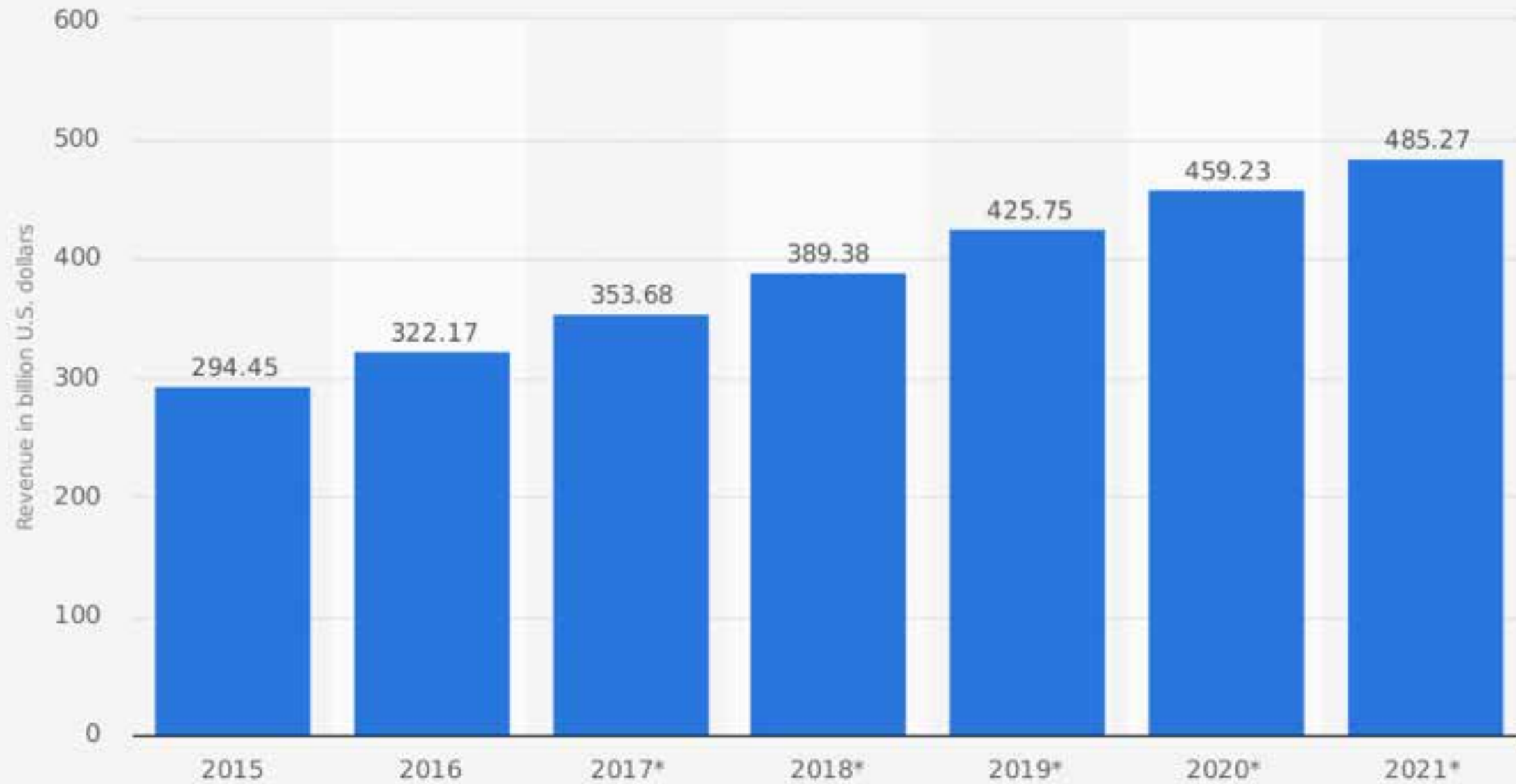
Business Insider, January 1, 2018

US eCommerce Sales Growing at a More Than 9% CAGR Through 2022



Communication: CambridgeSide_180123 (General Business)

Retail e-commerce sales in the United States from 2015 to 2021 (in billion U.S. dollars)



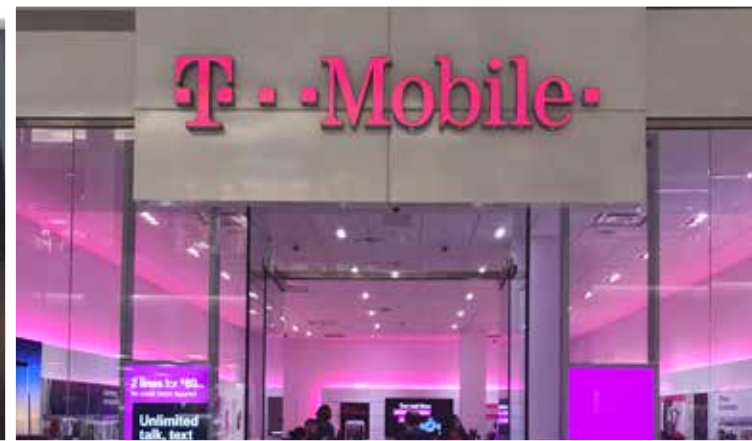
Source
Statista DMO; Statista
© Statista 2017

Additional Information:
United States; Statista Market Analytics; 2015 to 2016

statista

SIGNS

- 1000sf LESS signs
- Two Variances for the projecting signs
- 98 stores at CambridgeSide,
90 have no outside signage



MALL SIGNS

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN



Communication: CambridgeSide_180123 (General Business)



Communication: CambridgeSide_180123 (General Business)



LIGHTING

- Proposed lighting uses 80% LESS power
- As always, lights out at closing, as agreed upon with ECPT
- Dial down any unintentional bright spots after installation
- Aimed at building
- Avoid night sky pollution
- Avoid light bleeding toward neighbors
- Better illumination for safe sidewalks around CambridgeSide





Communication: CambridgeSide_180123 (General Business)

EXTERIOR FACADE UPGRADES



- 1 CambridgeSide Place Entry
- 2 Canal Entry
- 3 Land Boulevard
- 4 Best Buy Corner
- 5 First Street

Communication: CambridgeSide_180123 (General Business)

SITE PLAN: OPPORTUNITIES

CAMBRIDGESIDE PLACE ENTRY



Communication: CambridgeSide_180123 (General Business)

CAMBRIDGESIDE PLACE ENTRY: DAY VIEW

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN



Communication: CambridgeSide_180123 (General Business)

CAMBRIDGESIDE PLACE ENTRY: NIGHT VIEW

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN

CANAL ENTRY



Communication: CambridgeSide_180123 (General Business)

CANAL ENTRY: NIGHT VIEW

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN

LAND BOULEVARD



Communication: CambridgeSide_180123 (General Business)

LAND BOULEVARD: DAY VIEW

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN



Communication: CambridgeSide_180123 (General Business)

LAND BOULEVARD: NIGHT VIEW

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN

BEST BUY CORNER



Communication: CambridgeSide_180123 (General Business)

BEST BUY CORNER: DAY VIEW

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN



Communication: CambridgeSide_180123 (General Business)

BEST BUY CORNER: NIGHT VIEW

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN

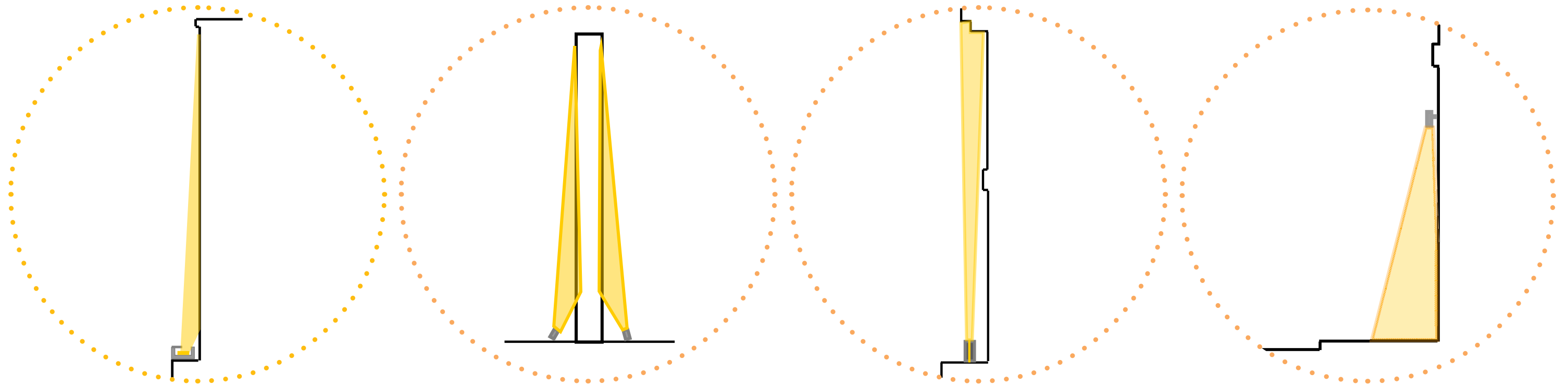
FIRST STREET



FIRST STREET: DAY VIEW



FIRST STREET: NIGHT VIEW



Surface Mounted
LED Wall Grazer
(15W/LF)



Surface Mounted
LED Accent Light
(28W each)



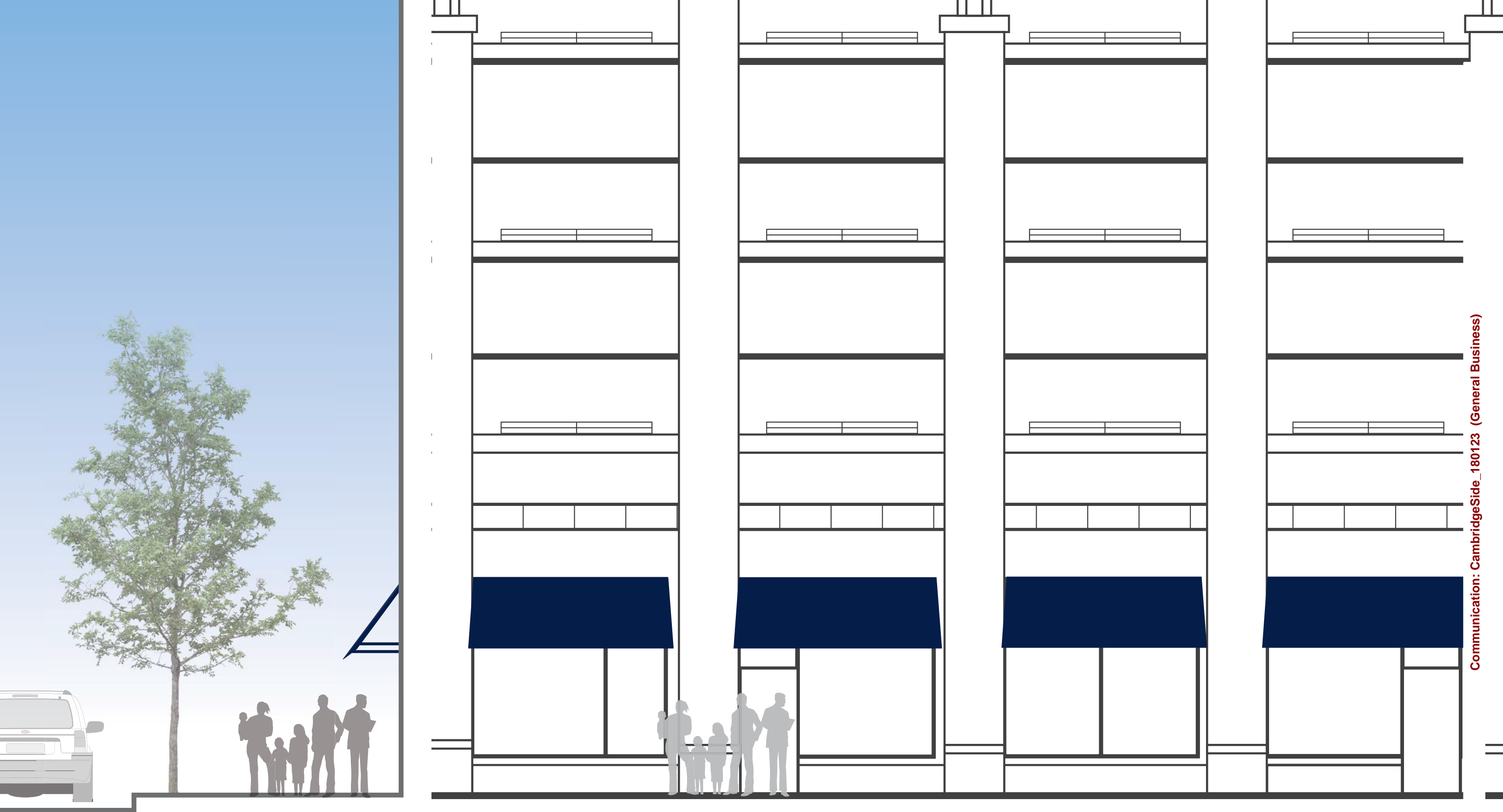
Surface Mounted
LED Window Lighter
(3W each)



Wall Mounted
LED Downlight
(18W each)

LIGHTING FIXTURES





Communication: CambridgeSide_180123 (General Business)

THANK YOU