



December 21, 2017

H Theodore Cohen,
Chair
And
Members of the Planning Board
344 Broadway, Cambridge MA 02138

Re: PB #66 Exterior Design Review

Dear Chairman Cohen and Members of the Board,

On behalf of New England Development and CambridgeSide, I want to thank you for scheduling a Design Review session with us on January 23rd so that we can present our exterior upgrade plans to the property. You may recall we came before the Board on September 27, 2016 to consult with the Board on all interior renovations and to ask your approval to proceed. In the attached PowerPoint, you can see the result of the major renovations in the opening slides. By using overnight crews, we were able to do the work, keep the mall open and finish the work on schedule for the 2017 holidays.

We of course are anxious to update the exterior so that the public can see that something new may await them on the inside as well. This is a key piece of the renovation and our ongoing attempt to keep CambridgeSide healthy in an environment that continues to challenge.

All the best,




Richard McKinnon
On behalf of
New England Development and CambridgeSide

CAMBRIDGESIDE

EXTERIOR FACADE UPGRADES

DECEMBER 13, 2017



**COMPLETED
UPGRADES**



INTERIOR UPGRADES

CAMBRIDGESIDE > ELKUS MANFREDI ARCHITECTS > HLB > LEVERAGE DESIGN GROUP











EXTERIOR FACADE UPGRADES



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



CAMBRIDGESIDE PLACE ENTRY



MAIN ENTRY: PROPOSED DAY VIEW



MAIN ENTRY: PROPOSED NIGHT VIEW



CANAL ENTRY



MAIN ENTRY - CANAL SIDE: PROPOSED VIEW



LAND BOULEVARD



LAND BLVD: PROPOSED DAY VIEW



LAND BLVD: PROPOSED NIGHT VIEW



BEST BUY CORNER



BEST BUY CORNER: PROPOSED DAY VIEW



BEST BUY CORNER: PROPOSED NIGHT VIEW



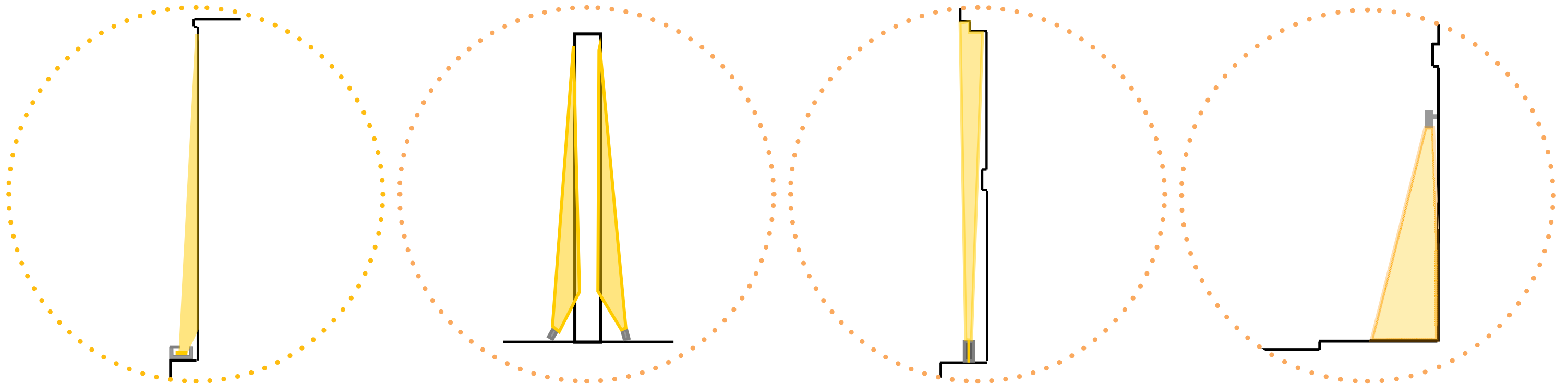
FIRST STREET



FIRST STREET: PROPOSED DAY VIEW



FIRST STREET: PROPOSED 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



GREEN WALL



Green Wall Proposed Planting Palette: Evergreen & Deciduous Options



Green Wall Proposed Planting Palette: Flowering Options



FIRST STREET: AWNING UPGRADES - PROPOSED DESIGN



THANK YOU