

755 PM Sign Ordinance

David Vukobeg Loren Palmer or Loren Dubyack

Present Clarence Wolfe, Dudley Salmon
- Ackerson, Willard at 755 PM -

Lead off writing David Vukobeg -
with a full house in Council Chamber
on line of line -

Colony Room / President
Types two units of Non President

1 / Premises
2 / Off Premises

All premises signs 2 types -

Bullheads sign as
not possible on all
not except First Floor
not possible upon on
1st Floor of school
not possible etc

Years period possible for removal like

Usage of sign OA and sign will not be permitted.

2 Kind of sign 1) wall sign
Signs limitation for Enforcement
Encourages wall sign -
sign would empty out

2) Free standing sign -
Open area space - bus stops
etc.

Regulated amount to use
Total sign limited amount

3) Populating signs not permitted
also require special
permit if conditions were
present.

Populating present signs would
be removed within a
3yr period

II Calculation of sign 1) width of street
35 miles
30 miles
65 - or less than 35
35 mph - speed limit
some 30 mph - or less

Quinn's

Off Premise will be removed in one year

Regulating signs could be in real 2 times
Blanking also proposed -

Signs not permit above ~~signs~~ ^{roof line}

of Building -

Signs cannot be above top line of windows
also not top area etc.

For sign Regulation re Board rooms - 25%
of total area

Of area 25% in violation -
Local sign - signs with
Business sign business area.

David Van Brace Process could be used -
For sign above rd 194.

1) Billboard - Off Premise - 1 yard

of On Premise

3 yards

815
DVI

F 4 - Strongly better to FOLLOW NO

Nothing unique says David
Baton has similar ord - -

Difference - 3yr clause - NOT Required

= No Conspiracy ordinance

= Applies to new signs only

= Burden on new now says David -

Talked with Charles - re proposed

Chart - Nov - 1974 -

Presentation to various organizations

including Mass Sign Assn -

Sat down with them in Nov 74 -

Agreed to present criticism to

prepared chart -

Response - only opposed by

DHy - No comment given -

Patricia H - No Response -

Reviews under Special Permit now -

= Manogue not modified -

Reviews Manogue - C.C. would make decision

What needs present reviews Manogue

lettering on reviews etc says Dave -

Doc V - No Comp for removal of sign -

burden present ord -

IRS can accelerate depreciation

of sign

Bill boards when record is inserted
Possibility of agreement when it is
lost -

Variance process again for Review
to consider handicap

Agreement is possible steps Done

BB We can avoid to make it less
rebuttal -

David Supply available on table
BB has reviewed ordinance -

David 70 in Enforcement - 80% of wall signs
given compliance
Lenses / signs of perfection
sign would have to be removed

738/04 Fee Aspect Request Request
David Vickers

Permit - H&E Permit 1 yr. inspection -
Fee Change 50¢ + 50¢ per
sq. feet
Max sign area total would be
Shop Center - \$155.00

840/pm - L. P. Doherty - Re Appeals Procedure
where he has not shown expertise
to deal with issues -

HAB
2010

Panel Signs not yet reviewed now
Review Should review even signs individually
- By Sign Adm =

~~3.9.13~~
3.9.13 Charlotte Boyd (Cherington)

L. P. Doherty Re delegation to another
Body NOTA to hear appeals
etc - What is how

Board of Appeals Attention Resolving
TECHNICAL MATTER

how should be checked

L. Wylie all 9 members with to
800/pm draft sign ordinance
Unanimous adm by Committee

863
p49

Phantom Reader at table also says David -
1) Ron Cohen

45 Magazine Street

Frank K. Pochay left at 8:57 - will be
back in 3 minutes

- Page 13 = Height

LAWS Magazine - sign is 18' 0"

Protecting sign & placement & sep -

Page 18 Add permits req -

Page 21 Exam to do inspection - distinguish
between 19c and 19d

Page 22 Application should be minimum min

Page 22 - Criteria for denying Special Permit
Should be more spec

Page 23 Also re criteria

Page 26 - Variance vs Land Permit

What are criteria for both

9:04 pm Alvin Thomas Executive Chamber Comm

Page 23? 69 Pages

Time period for Appeal

Page 15 Who is liable for special
who did it - Who asked for it

Who is responsible

Page 20 Should read beyond Banks bank

David W all Billboards and Conclusions upon (upon)
except in Ind Areas -

Charles Street City
28 State Street QUESTION

Gen
Does Chap 40A suit for Pre Security
Structure -
Would sign be covered by 200A

David began to place sign over window
area and -
Chapter 40A would not apply

Mr Reynolds RT

Met Al Co representative

What could give a small RT
in sign ordinance

George Cohen

Rep Payne Cap

- What about Free Stand Signs -

David not possible - Total copy over - Any
Combination - even 300 feet maximum
Free Standing Sign -

George Cohen disappointed David can combine
11-20-15/16

Re Home Back from street back 250-300
feet nose impact -

How were 19 footings designed -
Pond Height - width - size - speed
Retained -

Re Shop carts - would be approp to admit
entire shop carts -
One sign to identify

Page 13 Window Sign 3.501 - diff
to imp work carts to shop -
Pond Section will be modified -

929/04 David ^{HICHTIG} HICKMAN ^{HICHTMAN} Against ordinance
Benny Super Market Sign up since 1949

Barndale Super Market

Don Coffey Over Hanging Sign - 1411 1st
Page 29 - 1 year - to existing

50% would be allowed -

Relief on Hanging Sign - There is
Variance Process would have to go
to City Council -

925/04 Wm Kenn Sullivan 1360 Main St Territory

Ch. Donnelly Adm

Chap 40A Sec 5A - Questions will

City Solicitor have an opinion
Dated - City of htn stores license
Kevin will City for Reg Business
will billions be required
will comp be granted
will 40% be applied

Chairman would you contact City Charlotte
Why you in would prepare brief

Boyd

- Wm Marshall at 9/24/74
see Andy Shore FP Area

Pl Alamy letter - in check off the -
Wall sign elec illum - how appear
asks hardy -

- George Rowen to City Com Area
+ Cleaning Shop -

- Special Price for Construction -
60% set of space on his store
All we have left is our little store
signs left - signed off -

→ No over crowding in Turn square -
Future Drawings -
What do you want from us -
All we have left

Would protecting signs would be allowed if
conditions permit

9:35 pm Bernad Hill HIV

Maple Grove
Lepus sstablish?

Marque or he say?

Page 14-15 17 or 18

Point under. And you would have
to obtain a special permit

Yes he would have to go for Permit
for 6000 \$ per -

But 5000 says here

= Basically no change =

Mr. ~~Jay~~ Walker

362 Randolph Cambridge

Annex Wrote

What would happen to Parade Co -

No Answer What will happen

- IN Favour -

1/ Ben Cohen

2/ John Prochner

3/ Don Hill

} IN Favour

11 Fov

both Don Hill Neon - Mott submits

technical information re illum signs

re intensity of light for PB

W. Coane Paper - in form of
Wool Henry Admiral Richard
B. Newman

Copy all from -

W. The Traffic Signs - Why
went by entirely

Should look at top -
William Charles at 1000 1st Floor
28 Buckingham Street
The Town Hall

3.504 page 15

- Mr. W. W. Pollard -
Against parking on poles - for
its against understanding signs

William F. Tolson 1005

One letter to 1845/40 years ago -

Confident of C.C. and Budd Sept 15 1900 advis

Ronald Henry 1007

2 Hatfield Mr. Campbell rep
Massachusetts Mass

1010 Charles Sullivan
the Sec'y Cultural Commission -

10¹²/04 Pres Jones in favor
Pres Chamber of Commerce

Agrees with all comments how to
make progress with signs -
Effect is dramatic - sign and - good -
feel better environment - And does the
variance procedure good idea - seems to
help problems -

= Someone will have to pay to take
down a sign =

Who is responsible for taking
down sign

Billboards serve no purpose whatsoever

So against overhang - That Drapitt

Help people who need

1015 to 1020 -

- Harry Marshall of Quaker

= Need pleasant atmosphere = would like
BIZ if type took sign now -

John Borky 23 Borky St Camb
in favor of removal

1021 PM

Small boy totally responsible for
street in Greek Park Area -
Want to give it you like fluffy
the cat - Five them 5 Dollars

1028 Mr. Clark & Co AGAINST

They 2 h covers situation - Appeal to
LTC - premature -

40A Section 5 - to exist use of structures
on structures

- 2 Amend best way to handle
situation -

sig dis to material to be dit

reg and keep these to a minimum -

David Nylie

Point Mr. Clark How does know -
that we will get variance -

ECN sign is their trademark -

Not good to be subject to political
whirls -

1032 David Nylie to give Council -
To person making outlay -
and then being subject to
INSPECTION -

IN OPPOSITION

10/3/75 11 AM

NAME

ADDRESS

Business

LIBBY'S MKT

575 MASS AVE

LIONOR

BROADWAY MARKET

468 BROADWAY

SUPERMARKET

Cambury Fashion

569 Cambury S

Kindressen

Fuffa Furn.

543 Camb ~~St~~

Furn. Melchard

A M Barber

280 Brookline ST

Residents Sign Mfg

Hi-Fi Pizza

496 MASS-AVE

RESTAURANT

Joseph Driens

392 Franklin St

Sign Painter

Stephen Walcott

362 Rudge Ave

Combination Painter

Hyman Trust

571 MASS AVE, CAMB.

HOUS / BEAUTY AIDS

Rudolph Epstein

99 First St Camb

K & H Realty Trust

Haskell Hancock

91 First St Camb

Lechner Del Cafeteria Inc.

John Donnelly, Jr.

BOSTON, MASS.

Donnelly Adv.

August Vaccarello

69 Mayall Rd Wale

John Donnelly & Sons

John J. W. Br

28 State ST Boston

attly

Harold Wolfer

236 Pearl St Southwell

Book Day Supply

~~ES Got~~

Pill Inc

743 Mass Ave

Officer

house of Furniture

60 Otis ST

Stella HANOWALE

Janet P. Zyzanski

73 Otis St.

Sarkowski Funeral Home

George Ruson

376 CAMBRIDGE ST

RUSO & SONS

John S. Greenwood

88 First St

LECTURIC SALES

George Hallisey

95 First St

Carpet World

Herit Oil Co.

Howard Reynolds 279 Prospect St. Cambridge

11 PM June 2nd 1975

LIST OF PEOPLE IN FAVOR OF SIGN ORDINANCE

Name	Address	Organization
HENRY BARTH	86 Belmont St. Wat.	
FRESH POND LAUNDERING SER. INC.		
PAUL COTTAM	25 BRADSHAW ST. MALDEN	FRESH POND L.A.
E. J. SILVA	272 Cambridge St. Camb.	OPP.
Conelia Woods	123 Colidge Hill -	
Vito V. Alessandrini	9 Colidge Hill, Camb.	02138

Leon Erickson 1035

Rep ^{Quincy} ~~Wesley~~ ^{Wesley} ~~Wesley~~ - ^{our people making signs} ~~and install signs~~
Reasonableness must be guide to

REGULATION -

Studied 1300 locations only 56 would

CONFORM

97% would NOT CONFORM -

That would be unreasonable -

97% must be removed, altered
or modified -

Would require franchises and

problems

Cons problems 575 Amend -

= taking for possession -

Friday of suit comp for sign -

MICHIGAN case - amend schedule -

If you don't comp - viol - 575 Amend -

Denver case - check

Wesley small biz - damages etc

and replacement cost -

Wesley case 1yr 3yr 5yr 10yr

Did not take non conform sign

→ Daily strip - testing 95% non

confirming - Lenora legal problem -

Sign held with compound for problem 6/11/13

and they will be back in the Council

1st Amendment Test - specify what can go on -
1845 p19 Pickens doing what Woburn
MASSACHUSETTS

do -

CC didn't act in Woburn -
submit court papers 1-5-1402

Amendment
Could give CC names and addresses
of 1300 BIZ -

Only 37 of 1300 correct
Compared to proposed ordinance -
CV you your address is literally
beautiful - at 1000 -

No problem - If you're not maimed
then it's effective -

Justestive approach - one sub
approach for another sub
approach

CV James say - Conf I predict
that you'll look for 5 vols
by the the ordinance

Bill follows the Wayne and
legis the the in the the the
Dave & all people

You may not have 5 vols of the
the problem - but together will have
V and these people

11/07

Donnelly

Bill Murphy Lakeswell St MANFIELD

Bill Posters book
7660L 8407 AFLEIO

Agreement

Joe Spulank the real req
against Hasty Club

B M Jr - Bill McLaughlin Jr 11/07
1/20 in line PA

Always Bob P. P.
All this 4 years from before

C. Graham McChambers - Some like
Business men don't have input
need to set down with
business people
agreements will take if

Will leave it in Ordinance

Not imposing we don't force all of the
Ordinance - Some parts of it - we
would not but to it important for

Need to see Hamburg Committee

as Clarry Home-

11/20/04 J. P. Peck took

11/20 Committee had

Call meeting with Hart

Learn needs for ^{MONITOR} monitoring

Progress (2 or 3 weeks)

Does this meet with

your approval

Yes - does (C. Wylie)

Wade department met tomorrow

11/25 Adjourn

September 23, 1975

GENERAL ORDINANCES CAMBRIDGE MASSACHUSETTS

CHAPTER 3.0 SIGNS AND ADVERTISING

PURPOSE

- 3.100 DEFINITIONS
- 3.200 DISTRICTS AND DISTRICT BOUNDARIES
- 3.300 SIGNS IN RESIDENTIAL DISTRICTS
- 3.400 ON-PREMISES SIGNS IN ALL OTHER DISTRICTS
- 3.500 TEMPORARY AND POLITICAL SIGNS
- 3.600 OFF-PREMISES SIGNS
- 3.700 SIGN ADMINISTRATOR
- 3.800 PERMITS, PROCEDURES, APPEALS
- 3.900 VARIANCE PROCEDURES
- 3.1000 NON-CONFORMING ON-PREMISES SIGNS
- 3.1100 NON-CONFORMING OFF-PREMISES SIGNS
- 3.1200 COMPLIANCE WITH BUILDING CODE
- 3.1300 COMPLIANCE WITH OTHER LAWS AND ORDINANCES
- 3.1400 SEVERABILITY
- 3.1500 DISCLAIMER RE: ILLUSTRATIONS
- 3.1600 COLLECTION OF FEES
- 3.1700 PENALTY

The City of Cambridge has derived portions of this ordinance from text or concepts included in the City of Boston, Massachusetts' Sign Code and the City of San Diego, California's Sign Regulations.

PURPOSE

Signs use private land and the sight lines created by the public rights-of-way to inform and persuade the general public by publishing a message. This Chapter provides standards for the erection and maintenance of private signs. All private signs not exempted as provided below shall be erected and maintained in accordance with these standards. The general objectives of these standards are to promote health, safety, welfare, convenience and enjoyment of the public, and, in part to achieve the following:

- A. Safety: To promote the safety of persons and property by providing that signs:
1. Do not create a hazard due to collapse, fire, collision, decay, or abandonment;
 2. Do not obstruct fire fighting or police surveillance; and
 3. Do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs.
- B. Communications Efficiency:
- To promote the efficient transfer of information in sign messages by providing that:
1. Those signs which provide messages and information most needed and sought by the public are given priorities;
 2. Businesses and services may identify themselves;
 3. Customers and other persons may locate a business or service;
 4. No person or group is arbitrarily denied the use of the sight lines from the public right-of-way for communication purposes; and
 5. Persons exposed to signs are not overwhelmed by the number of messages presented, and are able to exercise freedom of choice to observe or ignore said messages, according to the observer's purpose.

C. Landscape Quality and Preservation:

To protect the public welfare and to enhance the appearance and economic value of the landscape, by providing that signs:

1. Do not interfere with scenic views;
2. Do not create a nuisance to persons using the public right-of-way;
3. Do not constitute a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height, or movement;
4. Are not detrimental to land or property values; and
5. Contribute to the special character of particular areas or districts within the City, helping the observer to understand the City and orient himself within it.

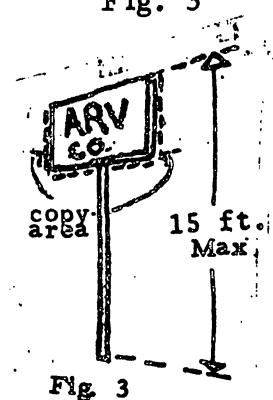
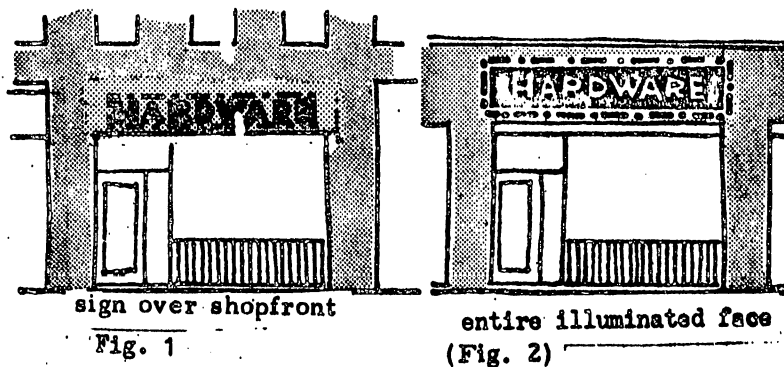
3.100 DEFINITIONS

3.101 "Alteration or Change" -

An alteration or change in the lettering, wording or accompanying design or symbols on a sign, or any alteration or change the cost of which exceeds fifty percent (50%) of the current estimated value of the sign.

3.102 "Copy Area" - The area in square feet of the smallest geometric figure which encloses all lettering, wording and accompanying designs and symbols of a sign. This definition is applicable to all signs except the following:

- A. For wall signs where the background is a different color than the finish material of the building face, the copy area shall include all lettering, wording and accompanying symbols together with the background of the sign. Fig. 1
- B. For illuminated signs, the entire illuminated face is to be considered the copy area. Fig. 2
- C. For projecting and free standing signs, all lettering, wording and accompanying designs and symbols, together with the background, whether open or enclosed, on which they are displayed, but not including any supporting framework and bracing which are incidental to the display itself, are considered the copy area. Fig. 3



3.103 "Cornice Line" - Any prominent, continuous, horizontally projecting feature surmounting a wall or other construction.

3.104 "Illuminated Sign" - Any sign illuminated directly or indirectly by incandescent, fluorescent, neon or other artificial light sources.

- 3.105 "Open Lot Use" - The portion of the area of a lot, expressed as a percentage, unoccupied by any buildings or structures which are roofed or otherwise covered and that extend more than three (3) feet above the surface ground level.
- 3.106 "Signs" - Any billboard, light, letter, word, model, banner, pennant, insignia, trade flag or representation or any other device which is used as an advertisement for the information or attraction of the public and which is designed to be seen from outside a building, including electric signs in windows or doors but excluding window displays of merchandise and informational material incidental to the display or sale of merchandise such as price tags, price on gas pumps and other similar informational material.
- 3.107 "Signs, Awnings" - A sign, no part of which is less than seven feet above grade, that is attached to a temporary retractable shelter which is supported entirely from the exterior wall of a building.
- 3.108 - "Sign, Canopy" - A sign, no part of which is less than seven feet above grade, that is attached to a permanent overhanging shelter which projects from the face of a building and is supported only partially by said building.
- 3.109 "Sign, Free Standing" - A sign that is attached to or a part of a completely self-supporting structure, which structure is firmly in or below the ground surface and is not attached to any building or any other structure whether portable or stationary.
- 3.110 "Sign, Marquee" - A sign, no part of which is less than seven feet above grade, that is attached to a permanent overhanging shelter which projects from the face of a building and is entirely supported by said building no part of which is less than ten feet above grade.
- 3.111 "Sign, Projecting" - Any sign other than a wall sign that is attached to and projects from a structure or building face.
- 3.112 "Sign, Roof" - A sign erected, constructed and maintained upon the roof of any building.
- 3.113 "Sign, Stationary" - A sign that is fixed in a certain position and does not move or appear to move and that has no moving parts or elements.
- 3.114 "Sign, Wall " - Any sign affixed in such a way that its exposed face and all copy area is parallel or approximately parallel to the plane of the building or structure to which it is affixed, such structure to include any equipment screen which visually screens the mechanical

equipment of a building. Should the sign face project more than twelve (12) inches from the face of the building or structure, such sign is considered a projecting sign (see 3.112).

- 3.115 "Sign, Non-Conforming" - A sign in existence as of the effective date of this ordinance which does not conform to its provisions, but which was constructed, erected, affixed or maintained in compliance with all previous regulations.
- 3.116 "Sign, Off-Premises" - A sign which advertises or announces a use conducted or goods available elsewhere than on the lot or in the building on which the sign is located.
- 3.117 "Sign, On-Premises" - A sign which advertises or announces a use conducted or goods available on the lot, or in the building on which the sign is located.
- 3.118 "Sign, Window" - A permanent non-illuminated sign painted on, or visible through a window.
- 3.119 "Sign, Frontage" - The length of the property line of any one premises along each legally accessible public right-of-way it borders, excluding alleys and serviceways.

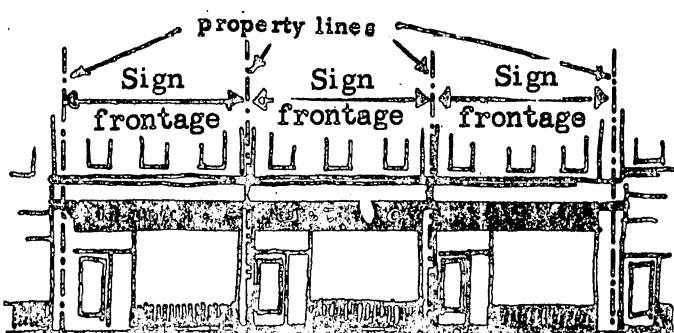


Fig. 4 Sign Frontage

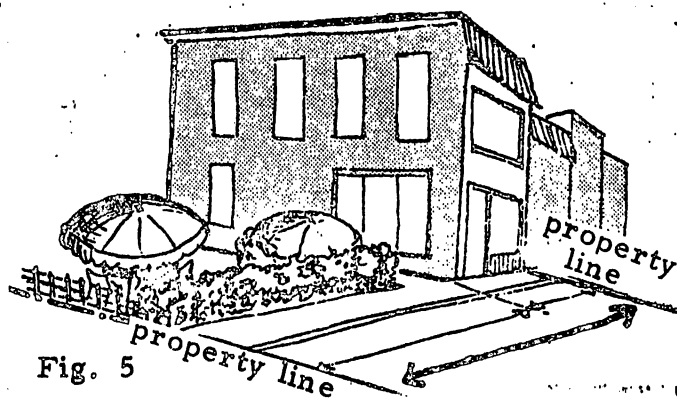


Fig. 5

- 3.120 "Use" - The purpose for which land or building is arranged, designed, or intended, and for which either land or a building is or may be occupied or maintained.
- 3.121 "Political Signs" - A political sign includes any sign designed to influence the action of voters for (1) the passage or defeat of a measure, or (2) the election or defeat of candidate for nomination or election to public office at a national, state, county, or local election.

3.200 DISTRICTS AND DISTRICT BOUNDARIES

3.201 Establishment of Districts

For the purpose of this ordinance, the City of Cambridge is hereby divided into three types of Districts as follows:

- A. Residential Districts
- B. Business Districts
- C. Industrial Districts

3.202 Boundaries of Districts

- A. The boundaries of each of these Districts are hereby established as shown on the map entitled Sign Districts of the City of Cambridge, which map is attached hereto and made a part of this ordinance. Said map and all boundaries, notations, and other data shown thereon are made by this reference as much a part of this ordinance as if fully described and detailed herein. Said map shall be filed in the custody of the City Clerk of Cambridge and may be examined by the public subject to any reasonable regulations established by the City Clerk.
- B. The boundaries between Districts are shown on the Sign Districts maps. Where uncertainty exists with respect to the boundaries of the various Districts the following rules shall apply:
 - 1. Where the District boundary is a street, the boundary line shall be the center line of the street.
 - 2. Where the boundary line is indicated approximately parallel to the street, it shall be taken as parallel thereto and, unless otherwise indicated, one hundred feet distant from the nearest street line. If there is any difference between the scaled distance from the boundaries to the street line and the distance as marked in feet upon the map, the latter shall govern.
 - 3. Where the Districts designated on the map are bounded by lot lines, the lot lines shall be construed to be the boundary lines, unless the boundary lines are otherwise indicated on the map.

3.300 SIGNS IN RESIDENTIAL DISTRICTS

In any Residential District there shall be no signs except on-premises signs that conform to all of the following regulations:

3.301 All signs shall meet the criteria for one or more of the following categories:

- A. One sign per use, not exceeding two square feet in total copy area, attached to the building or on a post not more than six feet high and at least three feet from the property line, and stating any or all of the following: the street number, profession or professions and name of the occupant or occupants of the lot.
- B. One Bulletin or announcement board, name-sign or entrance marker, for each church or non-profit institution, not exceeding twenty-five square feet in copy area, except that if the sign frontage of such church or non-profit institution exceeds one hundred feet, one such sign for each hundred feet computed to the nearest hundred but in no event more than two such signs for each church or institution.
- C. One "For Sale" or "For Rent" sign, not exceeding six square feet in copy area, advertising the property on which such sign is located.
- D. One building contractor's or developer's sign, not exceeding 32 square feet in total copy area, on a lot where a building is under construction.
- E. One sign, accessory to a non-conforming use as defined and permitted in the Zoning Ordinance of the City of Cambridge, the copy area of said sign not to exceed one-half of the area that would be allowed for such sign in Business or Industrial Districts.
- F. Interpretive site markers established by the Cambridge Historical Commission.
- G. Temporary and Political Signs that conform to the regulations of Section 3.500.

3.302 All signs shall be stationary signs.

3.303 If a sign is illuminated, such illumination shall be limited to: (1) that defined in Section 3.104, (2) that which has no flashing ani-

mated or intermittent illumination, (3) that which is installed in a manner that will prevent light from unreasonably interfering with the use and enjoyment of nearby property, or from shining into the eyes of motorists driving vehicles past said lighting, and (4) that which is extinguished before or at 11:00 p.m.

3.400 ON-PREMISES SIGNS IN ALL OTHER DISTRICTS

In Business and Industrial Districts there shall be no on-premises signs except those that conform to all of the following regulations:

3.401 GENERAL REGULATIONS

All signs shall meet all of the following criteria:

- A. The total combined copy area permitted for all signs on a sign frontage shall be calculated by multiplying the length of the sign frontage times the applicable factor as follows:
1. If the public right-of-way on which the sign is located is 65 feet wide or less, and
 - a. if no freestanding or projecting sign has been erected or proposed for the same sign frontage, the factor is 1.25, with a maximum permitted copy area of 300 square feet;
 - b. or if there is a freestanding sign, but no projecting sign has been erected or proposed for the same sign frontage, the factor is 1.0, with a maximum allowable copy area of 200 square feet;
 - c. or if there is a projecting sign, under a Conditional Permit, but no freestanding sign erected or proposed for the same sign frontage, the factor is 0.5, with a maximum allowable copy area of 150 square feet.
 2. If the public right-of-way on which the sign is located is more than 65 feet wide, and
 - a. if no freestanding or projecting sign has been erected or proposed for the same sign frontage, the factor is 1.5, with a maximum permitted copy area of 300 square feet;
 - b. or if there is a freestanding sign, but no projecting sign has been erected or proposed for the same sign frontage, the factor is 1.25, with a maximum allowable copy area of 200 square feet;
 - c. or if there is a projecting sign, under a Conditional Permit, but no freestanding sign erected or proposed for the same sign frontage, the factor is 1.0, with a maximum allowable copy area of 150 square feet.
- B. All signs shall be stationary.

- C. All signs shall indicate some or all of, but nothing more than the following: the street number, the name and kind of business, service or facility conducted on the premises, the year the business was established, a slogan, hours of operation, time and temperature or other public service information, trade mark and lettering which is part of a trade mark. (Fig. 6)



Fig. 6

- D. If signs are illuminated, as defined in Sections 3.104, such signs:
1. May not have flashing animated or intermittent illumination, unless the sign is a warning sign or a sign that conveys a public service message;
 2. Must be installed and maintained so that no light unreasonably interferes with the use and enjoyment of nearby property or shines into the eyes of pedestrians or motorists driving vehicles past said lighting.

Further, no red or green lights shall be used on any sign if, in the opinion of the Sign Administrator with the advice and consent of the Police Chief such light would create a driving hazard.

- E. If the first floor of a building is substantially above street grade and the basement is only partially below street grade, one sign for each level is allowed, if each such sign has one-half the square footage of copy area as would be permitted for a single ground floor use. (Fig. 7)

EACH STORE HAS
HALF OF TOTAL
PERMISSIBLE
SIGNAGE

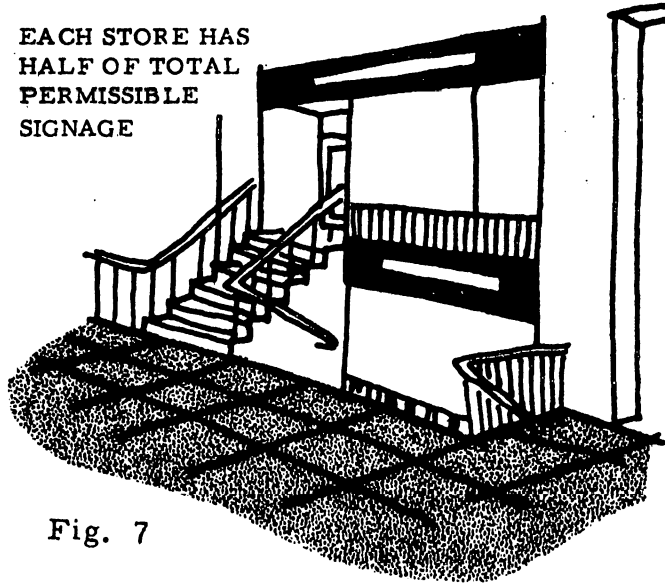
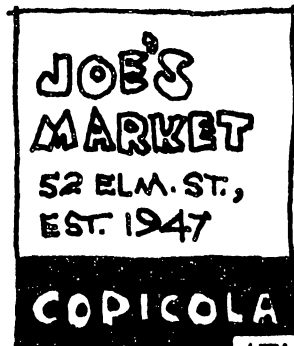


Fig. 7

- F. On all signs the registered trade mark of a specific commodity shall occupy no more than twenty-five percent of the copy area of a sign, except that if the sale of said commodity is the major business conducted on the premises, there shall be no such restriction. (Fig. 8)

Commodity
trade mark
no more than
25% of total
sign area



(Fig. 8)

- G. All signs shall be installed or erected in such a manner that there is no sign support structure above a roof, parapet or wall, no guy wires, braces, or secondary supports are used.

3.402 SPECIAL CATEGORIES

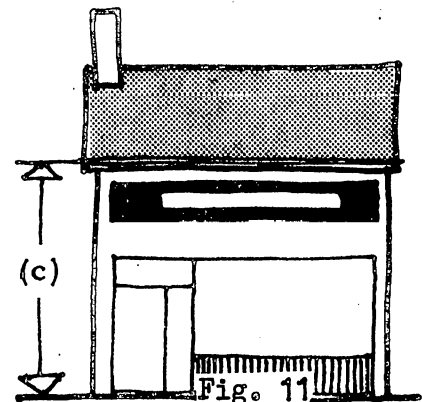
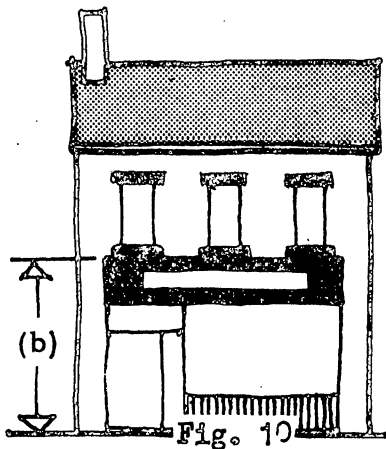
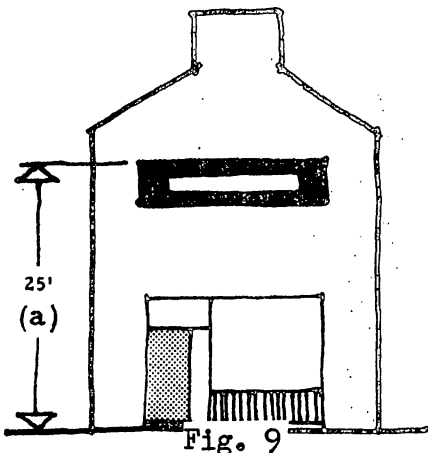
All signs shall meet the criteria for one or more of the following categories:

- A. Signs that would be allowed in a Residential District.
- B. Window signs when their total copy area does not exceed thirty (30) percent of the total glass area of windows appertenant to the use to which the sign is accessory, and provided that such signs are included in calculating the total copy area permitted for the sign frontage.
- C. Signs painted on or attached to the face of but not extending above or below an awning, canopy or marquee. (Permit required for awning, canopy or marquee - see Section 3.800).
- D. Directional or warning signs necessary for public safety and convenience shall not exceed three (3) square feet and shall bear no advertising. Such signs are not counted in computing total copy area allowed by this Section.

E. WALL SIGNS

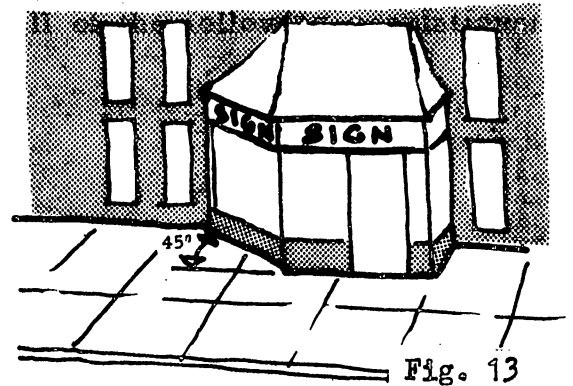
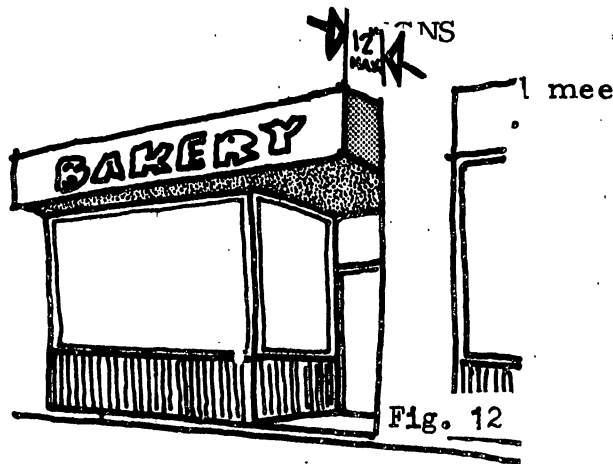
All wall signs shall meet all of the following regulations:

- 1. A wall sign shall be attached parallel to a building front.
- 2. A wall sign shall project no more than twelve inches from the building surface. (Fig. 12)
- 3. A wall sign shall be no higher than the lowest of the following:
(a) twenty-five feet above grade; (b) the bottom of the sills of the first level of windows above the first story; or (c) the cornice line of the building at the building line. (Fig. 9, 10, 11)



4. Maximum Copy Area:

- a. A wall sign shall be no larger than the permitted copy area allowed in Section 3.401 A.
- b. No wall sign shall be required to have a copy area of less than six (6) square feet, Section 3.401A to the contrary notwithstanding.
- c. In calculating the copy area for a wall sign in accordance with Section 3.401A for premises fronting on more than one public right-of-way, permitted copy area for one sign frontage shall not be combined with that permitted for another sign frontage for the purpose of placing a wall sign having the combined permitted copy area along one sign frontage.



F. FREESTANDING SIGNS

All freestanding signs shall meet all of the following regulations:

1. Number:

One single or multi-faced freestanding sign is permitted for each use having open lot use greater than 50 percent of the total lot area. Where a use has a sign frontage greater than 300 feet along the same right-of-way such a use is permitted

to have two freestanding signs, plus one freestanding sign for every additional 300 feet of sign frontage. The occupant may elect to combine the allowable copy area of two or more freestanding signs allowed on the same right-of-way into one freestanding sign.

2. Maximum Copy Area:

Copy area for freestanding signs must be included in the total copy area allowed for all signs on a sign frontage under Section 3.401B.

- a. The maximum permitted copy area for the combined faces of a multi-faced freestanding sign or for the sole face of a single-faced freestanding sign shall not exceed the square footage figures shown in Table 1 below:

TABLE 1

Maximum Permitted Copy Area for Freestanding Signs

<u>Public Right-of-Way Width</u>	<u>Traffic Speed Allowed on Right-of-Way</u>	
	<u>20 mph or less</u>	<u>21 mph or more</u>
65 feet or less	32 sq. ft.	50 sq. ft.
more than 65 feet	50 sq. ft.	100 sq. ft.

- b. If a sign has more than one face, the combined copy area for all faces shall not exceed the copy area permitted for such sign.
- c. If there are two or more freestanding signs per property the maximum square footage of copy area allowed for each sign shall be 50 percent less than as allowed in Table 1.

3. Height:

The maximum height of any portion of a freestanding sign or sign structure shall be 15 feet from grade regardless of location.

4. More than one frontage:

Where a property fronts on more than one public right-of-way, excluding alleys and serviceways, the provisions of

Sections 1, 2, and 3 shall apply to each sign frontage separately. Copy area permitted for each separate sign frontage shall not be combined.

5. Freestanding signs shall not extend over or onto the public right-of-way.

G. PROJECTING SIGNS

Projecting signs are not allowed to extend over or onto the limits of any public property in any district without a Conditional Permit issued by the Sign Administrator (see Section 3.700) in accordance with Section 3.800. Conditional Permits may be granted for a projecting sign that conforms to all of the following:

1. Copy Area:

Copy area for projecting signs must be included in the total copy area allowed for all signs on a sign frontage under Section 3.401A. For a projecting sign, the maximum copy area shall be calculated as follows:

- a. If the traffic speed allowed on the right-of-way on which the sign is located is 20 miles per hour or less the maximum permitted copy area shall be 9 square feet.
- b. If the traffic speed allowed on the right-of-way on which the sign is located is 21 miles per hour or more, the maximum permitted copy area shall be 15 square feet.

2. A sign shall not project more than three (3) feet from the building face to which it is attached.
3. A sign shall have a minimum clearance of seven feet between the bottom of the sign and the pedestrian or vehicle way beneath and a maximum height as prescribed for wall signs in Section 3.402C.
4. A sign shall be installed or erected in such a manner that there is no support structure above a roof, parapet, or wall, and no guy wires, braces, or secondary supports are used.

H. ROOF SIGNS

Roof signs are not allowed in business and industrial districts.

I. OTHER PROJECTIONS

Other projections shall include counters, platforms, awnings, marquees, canopies, or displays for the purpose of selling merchandise and are not allowed to extend over or onto the limits of any public way in any district without a Conditional Permit granted by the Sign Administrator in accordance with Section 3.800. Other projections shall not include "hawkers" or "peddlers" licensed by the Commonwealth of Massachusetts or by the Cambridge Licensing Commission.

3.500 TEMPORARY AND POLITICAL SIGNS

- 3.501 Signs pertaining to special sales or events lasting no more than fifteen days may be affixed to windows provided that their total area does not exceed thirty percent of the window, and provided that each such sign has been registered with the Sign Administrator at least five days prior to its initial display. Signs shall remain stationary.
- 3.502 Political signs shall be erected no more than 60 days prior to the day of the election and removed within 10 days after the election.
- 3.503 Temporary signs and Banners - No temporary sign or banner shall be extended over or onto the limits of any public highway in the City except by conditional permit granted in accordance with provisions applicable to "other projections" under Section 3.800 below. Such signs and banners shall be erected no more than 30 days prior to the event or celebration and removed within 10 days after such event or celebration.
- 3.504 No temporary or permanent sign shall be posted on a tree, post, fence, utility pole, or wall of a private or public building, except as otherwise allowed in this Chapter. Such a violation will constitute a maximum offense under Section 3.1700.
- 3.505 Temporary signs shall not be included in the calculation of permitted copy area for a sign frontage.

3.600 OFF-PREMISES SIGNS

- 3.601 Billboards, signboards, signs and other advertising devices including, but not limited to such devices as are subject to Sections 29 and 33, inclusive of Chapter 93 of the General Laws as now in force or hereinafter amended, are allowed only in Industrial Districts, except that no part of such advertising device shall be located (1) within 200 feet of all other districts, or (2) on the premises of or within 200 feet of, a district, site, building, structure or object which is listed in the National Register of Historic Places in accordance with P. L. 89-665, 805.915 (1966) as now in force or hereinafter amended, or (3) on the premises of or within 200 feet of any church, chapel or synagogue; elementary or secondary schools, whether public or private; government building; museum; public park or reservation; or a permanently erected memorial to veterans of the Armed Forces; or (4) within 200 feet of the highwater mark of the Charles River or of the Alewife Brook or the boundary of any other area of critical environmental concern, including but not limited to, any area which has been designated as environmentally protected by a duly authorized agency of the government of the United States of America, of the Commonwealth of Massachusetts, or of the City of Cambridge. The maximum copy area for an off-premises sign is 150 square feet.

3.700 SIGN ADMINISTRATOR

- A. The City Manager shall appoint a Sign Administrator to serve under the supervision of the Building Commissioner as a member of the staff of the Building Department of the City of Cambridge.

- B. To be qualified and eligible for appointment as the Sign Administrator, an individual must: (1) be familiar with current zoning principles and practices in the Commonwealth and with this Ordinance, (2) have training or experience in design, building construction, law or municipal planning, and (3) not be engaged, during his term of office, in building construction, land development, or real estate in Cambridge.

3.800 PERMITS, PROCEDURES, APPEALS

3.801 Permits

A. Use Permits

1. Every person, firm or corporation must, before erecting, installing, placing, constructing, creating by painting, reconstructing, altering, moving or maintaining any sign for which a Use Permit is required, must apply for a Use Permit from the Sign Administrator
2. A Use Permit is applicable to one sign at one location only and is transferrable to a new owner or lessee.
3. A Use Permit will be in effect for one year and must be renewed annually for as long as the sign is used.
4. A Use Permit is required for all signs except the following:
 - a. Directional or warning signs necessary for public safety and convenience, provided they do not exceed three square feet per face, bear no advertising, are not illuminated, do not project over a public right-of-way, and are in all respects in conformity with the provisions of this Chapter.
 - b. Interpretive site markers under the jurisdiction of the Cambridge Historical Commission.
 - c. Temporary signs erected and maintained in conformity with the provisions of Section 3.500 of this Chapter.
5. Use Permit Fee
 - a. All signs for which a Use Permit is required are subject to a Use Permit fee of five dollars (\$5.00)

This fee must be paid to the Sign Administrator with an application for a Use Permit. The fee schedule for signs as previously included in the Building Code and General Ordinances for the City of Cambridge is hereby amended.
 - b. For each Use Permit not renewed within 30 days after its expiration date, or not obtained within 30 days after a written notice to obtain a Use Permit from the Sign Administrator, the Use Permit Fee will be twice the amount specified.

- c. The Use Permit Fee, may be refunded in the event that no portion of the construction, alteration or moving work described in the application for a Use Permit has been performed. Such refund may be authorized by the Sign Administrator upon petition by the original Use Permit applicant within ninety (90) days from the filing of such application.

6. Use Permit Inspection

- a. All signs for which a Use Permit is required shall be subject to an inspection annually and at the time of any construction, alteration, or moving.
- b. The Sign Administrator is hereby authorized to enter upon any premises or property to ascertain whether the provisions of this ordinance are being obeyed. Such entrance must be made during business hours unless an emergency exists.

B. Conditional Permits

Conditional permits are applicable to projecting signs and other projections.

1. Every person, firm or corporation must, before erecting, installing, placing, constructing, creating by painting, reconstructing, altering, moving or maintaining any projecting sign or other projection that extends more than 12 inches over or onto the limits of any of any public property in any district apply for and receive a Conditional Permit from the Sign Administrator. Such Conditional Permit will be in effect for one year and must be renewed annually for as long as the sign is used.
2. A Conditional Permit is applicable to one sign at one location only and is transferrable to a new owner or lessee.
3. There shall be a filing fee of fifteen dollars (\$15). The filing fee for which application for a Conditional Permit is made shall be paid to the Sign Administrator with such application.

plication for a Conditional Permit is made shall be paid to the Sign Administrator with such application.

4. Any person granted a Conditional Permit under this ordinance for a projecting sign or other projection that extends over or onto the limits of any public way in any district shall file a bond with the City Clerk in the amount of five thousand dollars (\$5,000) with surety to be approved by the City Auditor and in a form to be approved by the City Solicitor, so as to indemnify and save harmless the City from all claims, costs, damages or judgements resulting from, incident to, or arising out of the issuing of such Conditional Permit.

3.802 Permit Procedures

A. Use Permit

1. All persons desiring to erect, install, place, construct, alter, move or maintain a sign shall apply to the Sign Administrator for a Use Permit (see Section 3.801) as follows:
 - a. When drawings and specifications for the construction of a new sign are complete, but before any such construction is initiated;
 - b. when drawings and specifications for the alteration or moving of an existing sign are complete, but before any such alteration or moving is initiated; or
 - c. within one hundred working days of the effective date of this ordinance for the maintenance of any existing sign and, if a Use Permit is granted upon such application, within one month before the renewal date for such Use Permit each year thereafter.
2. The application for a Use Permit shall be accompanied by a Use Permit Fee (see Section 3.801); the drawings and specifications for the proposed sign construction, alteration, moving or maintenance; and any other applicable information requested by the Sign Administrator.

3. The Sign Administrator shall examine such application for a Use Permit and, if the required Use Permit Fee and information have been filed and the proposed sign conforms to all City, State and Federal laws, the Sign Administrator shall issue an authorization form allowing the Applicant to proceed with any proposed construction, alteration, or moving in accordance with approved plans, and, when complete, to arrange for a Use Permit Inspection (see Section 3.801).
4. The Applicant shall arrange for an inspection. Based on his observation, the Sign Administrator shall make an inspection finding on the following three points:
 - a. All signs, together with all connections and anchors must be in good repair. The display surface of all signs must be neatly painted or posted at all times. Every sign and the immediate surrounding premises must be maintained by the owner or the person in charge thereof in a safe, clean, sanitary, and inoffensive condition and shall be kept free and clear of all obnoxious substances, rubbish and weeds.
 - b. There shall be no crazing, fading, chipping, peeling, or flaking paint or plastic and no mechanical or structural defect.
 - c. All signs must be constructed, altered, moved or maintained in conformity with the information provided to the Sign Administrator at the time of the application for a Use Permit and with any directions issued by the Sign Administrator in connection with that application.
5. If the Sign Administrator finds negatively on any of these three points, the Applicant must remedy the problem to the satisfaction of the Sign Administrator before the Use Permit shall be issued.
6. Within five working days of his determination of an affirmative inspection finding, the Sign Administrator shall issue a Use Permit to the Applicant.

B. Conditional Permit

1. The Sign Administrator shall have the power and the duty to grant such Conditional Permits for projecting signs and other projections as will not be contrary to the intent of the General Ordinances or to the public health, safety and general welfare and are in conformity with Section 3.400 of this Chapter.
2. Application for a Conditional Permit may be made by the owner or occupant of the property affected upon forms provided by the Sign Administrator. The application shall state fully the circumstances and conditions relied upon as grounds for the application and shall be accompanied by adequate plans of the property involved.
3. Hearing Before the Sign Administrator
In considering an application for a Conditional Permit the Sign Administrator shall follow the procedures used in the consideration of an application for a variance as set forth in Section 3.902.
4. Decision of Sign Administrator
 - a. The Sign Administrator shall render his decision at the conclusion of the public hearing, based on the facts contained in the application, on information obtained by the Sign Administrator and on the evidence presented at the public hearing.
 - b. In deciding whether to grant a Conditional Permit for a projecting sign, the Sign Administrator shall consider such sign to be an exception rather than the norm and shall grant the Conditional Permit only if the applicant has clearly shown:
 - i. that the identification of the premises cannot be attained by sign categories otherwise allowed under this Chapter;
 - ii. that, due to building configuration, a wall sign would not be visible to pedestrian or vehicular traffic;
 - iii. that the view of a wall sign would be blocked by an existing sign, both signs being in conformity with the provisions of this Chapter;
 - iv. that a freestanding sign would not be allowed.

- c. The Sign Administrator shall grant a Conditional Permit for other projections (see Sections 3.400 and 3.801) if the applicant has shown:
 - i. that views and passageways that are necessary for the protection of the health, safety, and welfare of pedestrians and vehicular flow are not obstructed;
 - ii. that the life and vitality of the existing street activity is enhanced;
 - iii. that adjacent business activity is not hindered.
- D. If the Sign Administrator, after considering the facts presented in the case, is unable to reach the conclusions set forth in 3.802, paragraph 4 of this Chapter, he shall deny the Conditional Permit.
- E. In granting a Conditional Permit the Sign Administrator may impose such conditions as he deems necessary and desirable to protect the public health, safety and general welfare.
- F. When the decision of the Sign Administrator is not appealed as provided for in Section 3.803, his decision shall be final on the eleventh day following the filing of the decision in the office of the City Clerk.
- G. The written decision of the Sign Administrator, which shall include a finding of facts relied upon in reaching his conclusions, shall be filed with the City Clerk and a copy shall be mailed to the applicant.

3.803 Appeal Procedures

A. Appeal to the City Council from Decision of Sign Administrator

An appeal from any decision of the Sign Administrator may be taken to the City Council in accordance with the procedures set forth in Section 3.904 of this Chapter.

B. Decision of the City Council

1. After the public hearing the City Council may, by resolution, affirm, reverse or modify in whole or in part any determination of the Sign Administrator. A majority of all the members of the City Council shall be required to reverse or modify in whole or in part any determination of the Sign Administrator.

2. The resolution of the City Council shall contain a finding of facts showing wherein the proposed permit meets or fails to meet the requirements of 3.802 of this Chapter.
3. A copy of the City Council's resolution shall be filed with the City Clerk, the Sign Administrator, and the Superintendent of Buildings and a copy shall be mailed to the applicant.

3.900 VARIANCE PROCEDURES

3.901 The Sign Administrator shall have the power and the duty in accordance with the procedures outlined below to grant variances from the sign provisions of the General Ordinances as will not be contrary to their intent or to the public health, safety and general welfare. Such variance shall be granted when, due to special conditions or characteristics of the property or of its location or surroundings, strict and literal interpretation and enforcement of the sign provisions of the General Ordinances would result in unusual difficulties or unnecessary hardship or be inconsistent with the general purpose of such provisions. In granting any variance the Sign Administrator may impose such conditions as he deems necessary or desirable to protect the public health, safety and general welfare in accordance with the purpose and intent of the General Ordinances.

3.902 Variance granted by Sign Administrator

A. Application

Application for a variance may be made by the owner of the property affected upon forms provided by the Sign Administrator. The application shall state fully the circumstances and conditions relied upon as grounds for the application and shall be accompanied by adequate plans of the property involved.

B. Hearing before the Sign Administrator

The Sign Administrator shall set a date for public hearing for the consideration of an application for a variance. The Sign Administrator shall give notice of such public hearing by depositing in the United States mail, postage prepaid, at least ten (10) days prior to the date of such hearing, a notice addressed to the owner of each parcel of land lying within the subject property and within three hundred (300) feet of the exterior boundaries of the subject property. Said notice shall be sent to the last known name and address of each owner; the address as shown in the records of the City Assessor may be used. The Sign Administrator may give notice to any other interested persons.

C. The mailed notices referred to in paragraph B of this section shall be headed "NOTICE OF PUBLIC HEARING" and shall recite in legible characters the following information:

1. The subject property.
 2. The date, time, place and subject of the hearing.
 3. A statement that any person may, but is not required to, appear and be heard.
 4. A statement that application, together with plans and other data submitted with the application, are available for public inspection in the office of the Sign Administrator.
- D. Upon the date set for the hearing, the Sign Administrator shall hear the application unless for stated cause he shall on that date continue the matter. If a date and time for the continued hearing is announced in the open meeting, no further notice need be given.

3.903 Decision of the Sign Administrator

- A. The Sign Administrator shall render his decision at the conclusion of the public hearing.
- B. The Sign Administrator may grant a variance from this Chapter (Chapter 3) of the General Ordinances when it appears from the facts contained in the application, from information obtained by the Sign Administrator and from the evidence presented at the public hearing that the following conclusions can be reached:
 1. There are special circumstances or conditions applying to the land or buildings for which the variance is sought, which circumstances or conditions are peculiar to such land or buildings and do not apply generally to the land or buildings in the neighborhood. Such conditions shall not have resulted from any act of the applicant subsequent to the adoption of the applicable sign provisions of the General Ordinances.
 2. The aforesaid circumstances or conditions are such that the strict application of the provisions of this Chapter would deprive the applicant of the reasonable use of the land or buildings for the purposes they are intended and that the variance granted by the Sign Administrator is the minimum condition that will accomplish this purpose.
 3. The granting of the variance will be in harmony with the general purpose and intent of _____ and will not be injurious to the neighborhood or otherwise detrimental to the public welfare.

- C. If the Sign Administrator, after considering the facts presented in the case is unable to reach the conclusions set forth in paragraph B. of this section, he shall deny the variance.
- D. In granting a variance the Sign Administrator may impose such conditions as he deems necessary and desirable to protect the public health, safety and general welfare.
- E. When the decision of the Sign Administrator is not appealed as provided for in Section 3.904 his decision shall be final on the eleventh day following the filing of the decision in the office of the City Clerk.
- F. The written decision of the Sign Administrator, which shall include a finding of facts relied upon in reaching his conclusions, shall be filed with the City Clerk and a copy shall be mailed to the applicant.

3.904 Appeal to the City Council from Decision of the Sign Administrator

- A. An appeal from any decision of the Sign Administrator may be taken to the City Council by the applicant, any governmental body or agency, by any owner, of real property located within the City, or by any resident of the City. Such appeal shall be filed within ten (10) days after the decision of the Sign Administrator has been filed with the City Clerk.
- B. Said appeal shall be in writing and filed with the City Clerk on forms provided by him and shall specify wherein there was error in the decision of the Sign Administrator. An appeal filed with the City Clerk within the time specified in paragraph A of this section automatically stays proceedings in the matter.
- C. Upon the filing of the appeal the City Clerk shall set the matter for public hearing and shall give notice of the time, place and purpose of such hearing by depositing in the United States mail, postage prepaid, at least ten (10) days prior to the date of such hearing, a notice addressed to the owner of each parcel of land lying within the subject property and within three hundred (300) feet of the exterior boundaries of the subject property. The last known name and address of each owner as shown in the records of the City Assessor may be used.
- D. The mailed notices referred to in paragraph C of this section shall be headed "NOTICE OF PUBLIC HEARING" and shall recite in legible characters the following information:

1. The subject property.
 2. The date, time, place, and subject of the hearing.
 3. A statement that any person may, but is not required to, appear and be heard.
 4. A statement that the application together with plans and other data submitted with the application are available for public inspection in the office of the Sign Administrator.
- E. Upon the date set for the hearing the City Council shall hear the appeal unless for stated cause the City Council shall, on that date, continue the matter. If a date and time certain for the continued hearing is announced in the open meeting, no further notice need be given.

3.905 Decision of the City Council

- A. After the public hearing the City Council may, by resolution, affirm, reverse or modify in whole or in part any determination of the Sign Administrator. A majority vote of all the members of the City Council shall be required to reverse or modify in whole or in part any determination of the Sign Administrator.
- B. The resolution shall contain a finding of facts showing wherein the proposed variance meets or fails to meet the requirements of paragraph B of Section 3.903 of this chapter.
- C. A copy of the resolution shall be filed with the City Clerk, the Sign Administrator, the Superintendent of Buildings and a copy shall be mailed to the applicant.

3.1000 NON-CONFORMING ON-PREMISES SIGNS

- 3.1001 If the goods or services advertised by an on-premises sign cease to be offered on a lot, the sign becomes a non-conforming sign and must be removed within 60 days. Removal of non-conforming signs is the responsibility of the owner thereof or person or firm responsible for maintaining the sign.
- 3.1002 A non-conforming, on-premises sign that includes one or more flashing, blinking, fluctuating, animated or portable elements must be adjusted to conform with or must be removed within thirty (30) days of the effective date of this Chapter. Removal or adjustment of non-conforming signs is the responsibility of the owner thereof or person or firm responsible for maintaining the sign.
- 3.1003 A non-conforming, on-premises sign that is altered or changed as defined in Section 3.010 be made to conform with this Chapter.
- 3.1004 A non-conforming, projecting sign must be made to conform with or must be removed within three years of the effective date of this Chapter if the sign is in a Business or Industrial District, and within one year if the sign is in a Residential District.

3.1100 NON-CONFORMING OFF-PREMISES SIGNS

A non-conforming off-premises sign must be made to conform with this Chapter or must be removed (1) within one year of the effective date of this Chapter, or (2) upon the expiration of the most recent permit granted for the establishment or maintenance of such off-premise sign under Chapter 93 of the General Laws, whichever comes first. Removal of non-conforming signs and structures is the responsibility of the owner thereof or person or firm responsible for maintaining the sign.

3.1200 COMPLIANCE WITH BUILDING CODE

All signs, advertisements, clocks, marquees, barber poles, permanent awnings and other like devices shall be constructed, and if attached to the building shall be connected therewith, in accordance with the requirements of all existing and applicable building codes.

3.1300 COMPLIANCE WITH OTHER LAWS AND ORDINANCES

Nothing in this ordinance shall repeal or invalidate any law of the United States of America or the Commonwealth of Massachusetts or other ordinance of the City of Cambridge.

3.1400 SEVERABILITY

The invalidity of any section or provision of this Chapter shall not invalidate any other section or provision thereof.

3.1500 DISCLAIMER RE: ILLUSTRATIONS

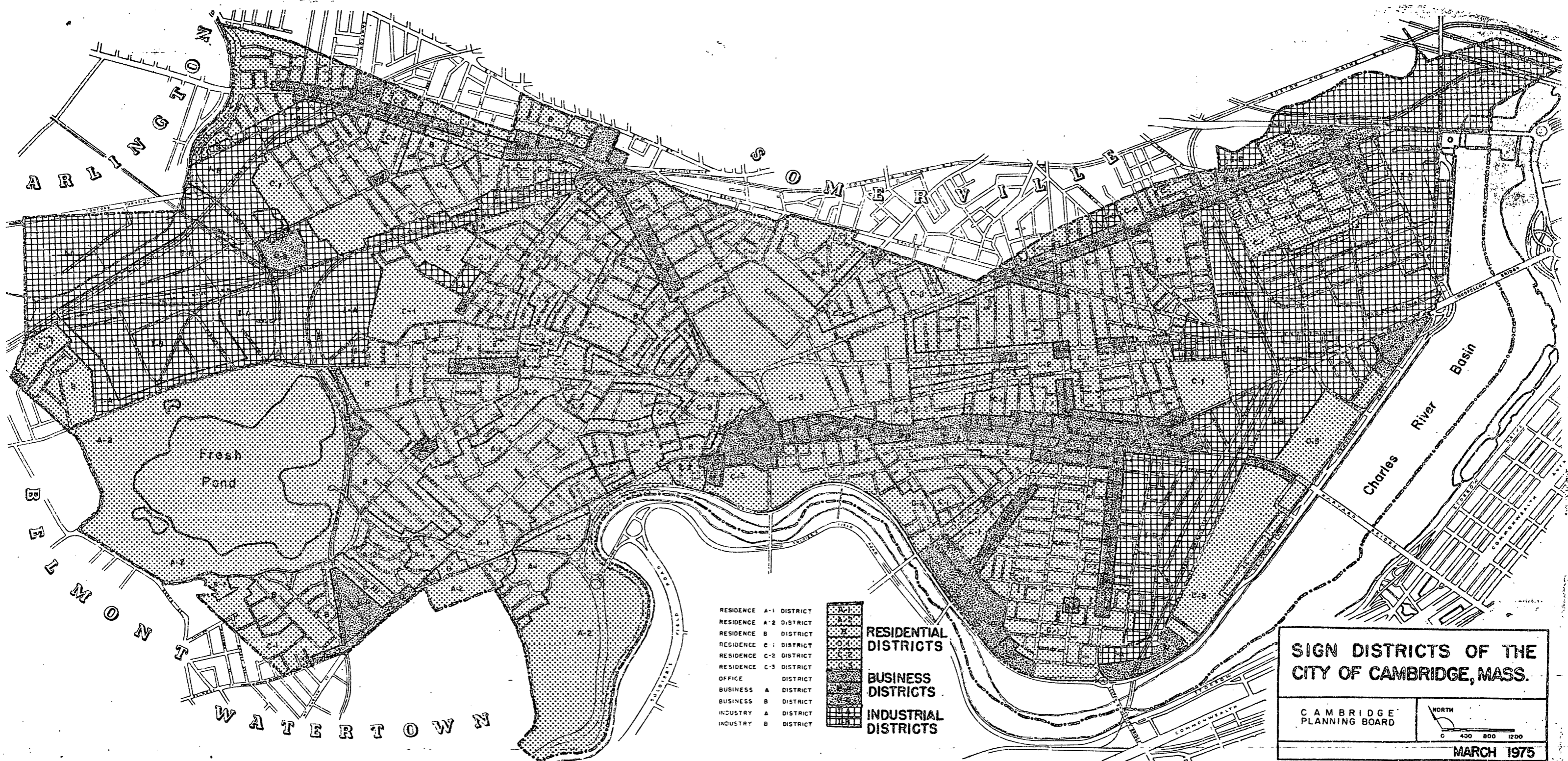
The illustrations contained in this ordinance are for illustrative purposes only and are not to be viewed as regulations.

3.1600 COLLECTION OF FEES

The Sign Administrator shall keep a permanent, accurate account of all fees and other monies collected and received under this ordinance, the names of persons upon whose account the same were paid, and the date and amount thereof. Such fees and monies shall be transferred to the Office of the City Treasurer at the end of each day of business.

3.1700 PENALTY

Any person who violates any of the provisions of this Chapter shall be subject to a fine not exceeding fifty dollars (\$50,00) which fine shall be set by the Sign Administrator after a public hearing. Each day the violation continues shall constitute a new and separate offense.



- | | | |
|------------------------|-----------|------------------------------|
| RESIDENCE A-1 DISTRICT | [Pattern] | RESIDENTIAL DISTRICTS |
| RESIDENCE A-2 DISTRICT | [Pattern] | |
| RESIDENCE B DISTRICT | [Pattern] | |
| RESIDENCE C-1 DISTRICT | [Pattern] | BUSINESS DISTRICTS |
| RESIDENCE C-2 DISTRICT | [Pattern] | |
| RESIDENCE C-3 DISTRICT | [Pattern] | |
| OFFICE DISTRICT | [Pattern] | INDUSTRIAL DISTRICTS |
| BUSINESS A DISTRICT | [Pattern] | |
| BUSINESS B DISTRICT | [Pattern] | |
| INDUSTRY A DISTRICT | [Pattern] | |
| INDUSTRY B DISTRICT | [Pattern] | |

SIGN DISTRICTS OF THE CITY OF CAMBRIDGE, MASS.

CAMBRIDGE PLANNING BOARD

NORTH

0 400 800 1200

MARCH 1975

A large-scale map of Sign Districts may be seen at the office of the City Clerk.

Part of Chapter 3.0, SIGNS AND ADVERTISING, of the General Ordinances of the City of Cambridge



CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139 • TEL. 876-6800

LAW DEPARTMENT

EDWARD D. MCCARTHY
CITY SOLICITOR

ROWENA E. TAYLOR
ASSISTANT CITY SOLICITOR

CHARLES WATSON
LEGISLATIVE AGENT

RUSSELL B. HIGLEY
SPECIAL COUNSEL

October 2, 1975

TO: James L. Farrell, Assistant City Manager for Community Development

FROM: Edward D. McCarthy, City Solicitor

SUBJECT: Proposed Sign Control Ordinance

You have asked me whether the City of Cambridge has the power and authority to enact the sign control ordinance that is currently before the City Council. As I stated last Spring, when this draft ordinance was first heard by the City Council, it is my opinion that enactment of such an ordinance by the City of Cambridge would be a valid exercise of police power. The following is a general discussion of the reasons for my opinion.

Police Power

Governments have a responsibility to protect the health, safety, welfare and comfort of their inhabitants. Home Building and Loan Association v. Blaisdell et al 290 U.S. 398 and 54 S. Ct. 231 (1934). The power with which governments enact laws to provide this public protection is called police power. Of necessity, such laws place limitations on the activity of individuals or the use of property so that the public may be protected from the adverse effects of such activities or uses, see Home Building and Loan Association v. Blaisdell, supra; Standard Oil v. Marysville 279 US 582, 49 S.Ct. 430; and Miller v. Schoene 276 US 272 (1928). The key issue is whether the limitations placed on individual activity or the use of property is a valid exercise of police power.

The test of a valid exercise of police power

The test used by the courts in determining whether a law is a valid exercise of police power, see General Outdoor Advertising v Department of Public Works 193 NE 799 and 289 Mass 149 (1935),

Hadacheck v Los Angeles 239 US 394 (1915), and Home Building and Loan Association v Blaisdell et al, supra, is as follows:

1. If the law was properly adopted by an appropriate legislative body, and
2. if the law is designed to accomplish a legitimate governmental objective, and
3. if the measures included in the law are reasonable and appropriate for the accomplishment of that objective;
4. then the law will be upheld as a valid exercise of police power.

The Cambridge Ordinance

1. The proposed ordinance would be properly adopted by an appropriate legislative body.

The law currently before the City Council is being proposed as an exercise of the powers granted to cities and towns under the Home Rule Amendment to the Massachusetts Constitution (Amendment Article 89) and the Home Rule Procedures Act (MGL C. 43B).

An ordinance adopted under Home Rule must:

- A. be an exercise of a power or function which the general court has power to confer upon the municipality, and
 - B. must not be inconsistent with the constitution or the laws of the Commonwealth, see MGL C. 43B S. 13 and Amendment Article 89, Section 6.
- A. The regulation of signs and billboards is a function which the general court has the power to confer upon municipalities.

Amendment Article 50 of the Massachusetts Constitution provides that "(a) advertising on public ways, in public places and on private property within public view may be regulated and restricted by law." Massachusetts courts have held that this language gives extensive powers to regulate signs and billboards to the general court, General Outdoor Advertising v. Department of Public Works, supra. The general court has exercised certain aspects of this power by providing a regulatory

structure for billboards under MGL C. 93 and by expressly authorizing municipalities to regulate projecting signs under MGL C. 85 S. 8, but the language of Amendment Article 50 clearly allows for much broader regulation of advertising. The City of Cambridge is proposing to exercise powers given to the general court under Amendment Article 50 and made available to municipalities under MGL C. 43B S. 13.

- B. The regulation of signs and billboards as contained in the proposed Cambridge ordinance is consistent with the constitution and laws of the Commonwealth.

As discussed above, the Massachusetts Constitution expressly allows regulation of advertising under Amendment Article 50.

MGL C. 93 established the Outdoor Advertising Board and required that all billboards obtain an annual permit from that Board in order to remain on display. A recent regulation of the Board denies permit renewals to billboards that do not comply with local ordinances or bylaws, even if those ordinances or bylaws conflict with or exceed the Board's own requirements and regulations, and even if the billboards were already in existence when the local law was enacted. This regulation was upheld by the Massachusetts Supreme Judicial Court in Donnelly v. Outdoor Advertising Board 282 NE 2d 661 (1972). The Cambridge ordinance is, therefore, consistent with MGL C. 93.

MGL C. 85 S. 8 provides express delegation of the authority to regulate projecting signs to municipal governments. The Cambridge ordinance would regulate projecting signs and is, therefore, consistent with MGL C. 85, S. 8.

MGL C. 40A, S. 5 provides protection for land uses that were in effect at the time of enactment of a zoning ordinance or amendment so that they need not conform to the requirements of the new law. Since the Cambridge ordinance is not being adopted as a zoning ordinance, it does not need to conform to the provisions of MGL C. 40A, including Section 5, and need not provide protection to existing signs. In my opinion, the zoning enabling act is not a comprehensive scheme for regulating signs and billboards that could be considered to preempt any other treatment of signs or billboards, see Bloom v City of

Worcester 293NE 2d 268. In fact, as we have seen above, the legislature has provided a variety of explicit schemes for regulating signs and billboards using authority other than that granted under MGL C. 40A.

Because the Cambridge ordinance is an exercise of a function which the general court has power to confer upon the municipality, and because it is not inconsistent with the constitution or laws of the Commonwealth, it is my opinion that the proposed sign control ordinance for Cambridge is within the powers available to the City under the Home Rule Amendment and Procedures Act. Therefore, if it is duly adopted by a majority vote of the City Council, it will be properly adopted by an appropriate legislative body.

2. The Cambridge Ordinance is designed to accomplish a legitimate governmental objective.

As discussed above, the protection of the public health, safety, comfort and welfare is an important governmental responsibility, Home Building and Loan v Blaisdell et al, supra. There are many cases in which the regulation of advertising signs and billboards have been held to be a legitimate way for government provide such public protection, see Cusack v City of Chicago 242 US 526, St. Louis Poster Advertising Co v. St. Louis 249 US 269, and General Outdoor Advertising Co. v Department of Public Works, supra.

Regulation of signs for purely or primarily aesthetic purposes has not as yet been recognized by the courts as a legitimate use of police power. However, if the regulation of signs and billboards is primarily intended to protect the public health, safety, welfare and comfort, aesthetic benefits provided by such regulations are valid auxiliary and supporting objectives. General Outdoor Advertising Company v. Department of Public Works, supra.

The Cambridge ordinance is primarily intended to protect the health, welfare and comfort of the public and to "promote the safety of persons and property by providing that signs:

1. Do not create a hazard due to collapse, fire, collision, decay, or abandonment;
2. Do not obstruct fire fighting or police surveillance;
and
3. Do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs."

The auxiliary purposes for which the Cambridge ordinance is written are: 1) to improve the communications efficiency of signs, and 2) to preserve the quality of the landscape.

The primary objectives that the Cambridge ordinance is intended to accomplish are well recognized as legitimate governmental functions. Other objectives for the ordinance are intended to supplement and strengthen these primary objectives.

3. The measures included in the law are reasonable and appropriate for the accomplishment of that objective.

The proposed Cambridge ordinance includes provisions that are reasonably calculated to achieve the objectives listed above. Such provisions include:

- A. A requirement that signs be inspected annually and conform to the provisions of the Building Code;
- B. Reduction of the number of signs projecting into the public right of way;
- C. Limitation of the size of all signs;
- D. Limitation of billboards to industrial areas;
- E. Elimination of flashing and blinking lights on signs.

These, and other, provisions in the proposed ordinance will in no way interfere with the ability of a business to identify itself to the consuming public. There are liberal allowances for wall signs and provisions for other types of signs which would allow a sign on even the smallest store.

4. The proposed Cambridge ordinance is a valid exercise of police power.

If this ordinance were duly adopted by a majority of the Cambridge City Council, it would be adopted by an appropriate body to accomplish a legitimate governmental objective by using measures that are reasonable and appropriate for the accomplishment of that objective. The ordinance would meet the judicial test of a valid exercise of police power.

AMENDMENT #1

Page 17, Section 3.501

DELETE:

3.501 Signs pertaining to special sales or events lasting no more than fifteen days may be affixed to windows provided that their total area does not exceed thirty percent of the window, and provided that each sign has been registered with the Sign Administrator at least five days prior to its initial display. Signs shall remain stationary.

SUBSTITUTE:

3.501 Signs pertaining to special sales or events lasting more than thirty-one (31) days may be affixed to windows provided that each such sign has been registered with the Sign Administrator at least five days prior to its initial display.

Page 21, Section 3.801 B1

DELETE: Last Sentence

Such conditional permit will be in effect for one year and must be renewed annually for as long as the sign is used.

SUBSTITUTE:

(No Substitution)

AMENDMENT #2

Page 31, Section 3.1004

DELETE:

3.1004 A non-conforming, projecting sign must be made to conform with or must be removed within three years of the effective date of this Chapter if the sign is in a Business or Industrial District, and within one year if the sign is in a Residential District.

SUBSTITUTE:

(No Substitution)

COMMENT:

With the deletion of this Section, all existing on-premises signs would remain unaffected by this Ordinance, except for these signs which are regulated by Sections 3.1001, 3.1002 and 3.1003

AMENDMENT #3

Page 24, Section 4. b

DELETE:

4. b. In deciding whether to grant a Conditional Permit for a projecting sign, the Sign Administrator shall consider such sign to be an exception rather than the norm and shall grant the Conditional Permit only if the applicant has clearly shown:
- i. that the identification of the premises cannot be attained by sign categories otherwise allowed under the Chapter;
 - ii. that, due to building configuration, a wall sign would not be visible to pedestrian or vehicular traffic;
 - iii. that the view of a wall sign would be blocked by an existing sign, both signs being in conformity with the provisions of this Chapter;
 - iv. that a freestanding sign would not be allowed.

SUBSTITUTE:

4. b. In deciding whether to grant a Conditional Permit for a projecting sign, the Sign Administrator shall grant the Conditional Permit if the applicant has shown:
- i. that views and passageways that are necessary for the protection of the health, safety, and welfare of pedestrians and vehicular flow are not obstructed;
 - ii. that visability of adjacent business signs is not obstructed.

AMENDMENT #4

Page 31, After Section 3.1004

ADD:

3.1005 A non-conforming, roof sign must be removed within five years of the effective date of this Chapter if the sign is in a Business or Industrial District, and within three years if the sign is in a Residential District.

AMENDMENT #5

Page 31, After proposed Section 3.1005

ADD:

3.1006 A non-conforming, registered trade mark sign as regulated in Section 3.401 F must be made to conform with or must be removed within three years of the effective date of this Chapter if the sign is in a Business or Industrial District, and within one year if the sign is in a Residential District.

AMENDMENT #6

Page 31, Section 3.1004

DELETE:

3.1004 A non-conforming, projecting sign must be made to conform with this Chapter or must be removed within three years of the effective date of this Chapter if the sign is in a Business or Industrial District, and within one year if the sign is in a Residential District.

SUBSTITUTE:

3.1004 A non-conforming, projecting sign greater than 15 square feet in copy area must be made to conform with this Chapter or must be removed within five years of the effective date of this Chapter if the sign is in a Business or Industrial District, and within three year if the sign is in a Residential District.

Real Paper

Publication date → 10/5/75 - Signs (hearing dt. 10/8/75)
Pub 10/5/75 High Sch Complex 10/9/75

Herald	Publication Date	Page	Hearing Date
	10/6/75	High School Comp	10/9/75
	→ 10/6/75	Signs	10/8/75
	9/29/75	Short hearing notice for Joan Lorentz & C. Brendon Norman	10/2/75
	9/27/75	Ordinance ^{smoking} #849	9/29/75
	9/27/75	Long Legal hearing notice for Joan Lorentz & C. Brendon Norman	10/2/75

Chronicle

Publication dt. 10/2/75 High School Complex 10/9/75
→ 10/2/75 Signs 10/8/75

City of Cambridge

HEARING NOTICE

The Committee on Ordinances comprised of the entire membership of the City Council will meet on Tuesday, June 2nd, 1975 in the City Council Chamber, City Hall, Cambridge to discuss the following proposed changes in the Zoning Ordinances and the General Ordinances of the City of Cambridge:-

7:00 P. M. Petition of Randall Thompson to amend the Zoning Ordinance as it relates to the following named streets Concord Avenue, Manasses Avenue, Buckingham Street, Parker Street, Berkeley Street, Garden Street, Craigie Street, Craigie Circle, Bond Street, Chauncey Street, Follen Street, Phillips Place and Hastings Avenue.

7:30 P. M. Hearing on the proposed amendment to the General Ordinances providing for a new Chapter 3 entitled: Signs' and Advertising providing for new procedures for the application of sign permits in the City of Cambridge

All interested persons are requested to attend and be heard.

For the Committee

Councillor David J. Wylie,
Chairman.

CAMBRIDGE BUSINESSMEN - BEWARE! BEWARE! YOUR SIGNS ARE IN JEOPARDY!!!!!!
90 to 95% WILL BE REQUIRED TO BE REMOVED AND YOUR FUTURE SIGNS MAY BE DISALLOWED.

An ordinance has been written by the Cambridge Planners. The following chart will show the status of YOUR BUSINESS SIGNS if this ordinance becomes law. PUBLIC HEARING Tuesday, June 3, 1975 at 7:30 P.M. CAMBRIDGE CITY HALL. Contact your councilors, INDUCE THEM TO VOTE AGAINST THIS REGULATION.

. STONE STREETS CLOTHIER
. 1282 MASS AVE
Cambridge, Mass.

- A. All signs that cannot conform in three (3) years must be removed.
- B. Flashing, animated or signs that move must be removed in thirty (30) days.
- C. No signs above the first floor or above 25 feet may stay.
- D. Projection signs allowed only after special hearing and filing fee. 9 to 15 feet may be allowed, if approved.
- E. Lettered message to be controlled.
- F. No sign above roof.
- G. No signs on roof of marquee.
- H. Marquee signs must not be less than 8 feet nor more than 10 feet above grade.
- I. Window lettering may be only 30% of glass area.
- J. No paper signs in display windows.
- K. No trade flags may be flown.
- L. Any light used to attract attention, not allowed.
- M. No wall sign to project more than 12 inches.
- N. One sign only allowed, based on calculations using lot frontage.
- O. No sign allowed on side or rear walls.
- P. Registered trade mark may be only 25% of sign.
- Q. Signs cannot contain red, yellow or green within 100 feet of any traffic signal.
- R. Awings, platforms, marquees and canopies require special public hearing before administrator (special filing fee and plans). Administrator may grant or reject permit. His decision final, unless you appeal.
- S. Special permit required. To be renewed and paid for every year. At any renewal, the permit could be refused. Fees could be as high as \$155.00 for each sign.
- T. Effectively eliminates illuminated signs per Section 3:303.

Massachusetts Sign Contractors Association
366 Second Street
Everett, Mass. 02149

CAMBRIDGE BUSINESSMEN - BEWARE! BEWARE! YOUR SIGNS ARE IN JEOPARDY!!!!!!
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CITY CLERK
· CITY HALL
· MASS AVE

INFORMATION BOOTH
HARVARD SQ.

Cambridge, Mass.

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- B. Flashing, animated or signs that move must be removed in thirty (30) days.
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- T. Effectively eliminates illuminated signs per Section 3:303.

Massachusetts Sign Contractors Association
366 Second Street
Everett, Mass. 02149

The Executive Committee of Neighborhood Ten Association supports the effort of the City of Cambridge in the creation of this Sign Ordinance which would create a more harmonious visual environment for the inhabitants of Cambridge while taking into account the special needs of the various zoning districts. During further detailed development of this ordinance we urge a coordinated effort by all concerned to produce a document that is clear, concise, and enforceable.

We have had this draft read carefully by an experienced professional who volunteered his services. He has offered specific suggestions to David Vichery of the Planning and Development Office. We would like to take this occasion to commend Mr. Vichery for the constructive way he does business with the community.

June 3, 1975

June 3, 1975

Ordinance Committee
Cambridge City Council
Cambridge, Mass.

Sirs:

I wish to go on record
as strongly in favor of
the billboard restriction
ordinance as presented by
David Vickery. Cambridge
would become a far more

attractive and restful place
to live with less
garish clutter.

Sincerely,

Patricia R. Pratt

Putnam

FURNITURE LEASING COMPANY, INC.

" WE RENT FINE FURNITURE "

October 20, 1975

EXECUTIVE OFFICES

614 Massachusetts Avenue
Cambridge, Massachusetts 02139
617-334-3338

SHOWROOMS

614 Massachusetts Avenue
Cambridge, Massachusetts 02139
617-334-3338

287 Great Road
Acton, Mass. 01720
1-263-8783

Borough's Plaza, Route 20
Marlboro, Mass. 01752
1-481-7711

1280 Oaklawn Avenue
Cranston, Rhode Island 02910
1-401-739-9360

447 Wethersfield Avenue
Hartford, Conn. 06114
1-203-249-4015

23 Daniel Street
Milford, Conn. 06460
1-203-877-2791

TO: HONORABLE CAMBRIDGE CITY COUNCIL

RE: PROPOSED SIGN ORDINANCE

At a recent hearing before a committee hearing on the above-noted proposed sign ordinance, I voiced my support for said sign ordinance PROVIDED it made provision for the following:

1. A grandfather clause on all existing signs, including projecting signs, in the City of Cambridge, for active businesses.
2. That provision was made to remodel, reletter or repair any existing sign, provided that same was done on already existing business.

I have been engaged in the furniture business for the past 37 years in a business which I founded myself. Relying upon the integrity and intent of the actions of the members of the Cambridge City Council, I legally applied for a permit to erect a sign. Said permit, in due course, was granted, and, as a result, I invested a substantial amount of money for the construction and erection of a sign. The proposed sign ordinance specifically requires that my investment be destroyed, along with my confidence in the word and integrity of said Cambridge City Council, by a proposed reversal and withdrawal of my right to use my sign for advertising my own business, after I had expended my money. No compensation is proposed, and the proposed ordinance simply indicates that it is "my hard luck" that I placed confidence in the regular and normal procedures, as outlined above.

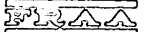
In the event that limitations were not made for the above amendments, then I would have no alternative but to strongly oppose the sign ordinance as being grossly unfair. I also speak on behalf of the following 7 firms or individuals, as authorized by photostatic copies of letters attached herewith. All of them express exactly the same views as I do, and all are well-known in this city. They are:

Alan Drug, 840 Mass. Avenue
Hunan Restaurant, 700 Mass. Avenue
Dunkin' Donuts, 616 Mass. Avenue
Cummings Department Store, 627 Mass. Avenue
Athenian Taverna Restaurant (Mr. Harry Katis), 567 Mass. Avenue
Read Jewelers, 636 Mass. Avenue
Libby's Market, Inc. 575 Mass. Avenue

We feel that there is a definite need for improving the aesthetic values and appearance of our City. At the same time, we do not feel that this is sufficiently strong to warrant



Member



Furniture Rental Association of America

impairing or damaging our means of making a living. Further, the feeling amongst many businessmen of an anti-business attitude would be self-destructive and injurious to the entire City, if businesses, large and small, felt that restrictions, regulations, lack of concern for the operation of our businesses, grew to a point where such attitudes gave the impression or sentiment of anti-business that we sincerely hope is not your intent.

All of us make our living in this City. We are all concerned citizens, who feel that a healthy and viable economy is good for everyone. Since we provide a tremendous amount of income to the City in the form of taxes, we also feel that consideration for our requirements is an absolute necessity. In my own instance, I occupy the second and third floors of a commercial building, which I own, and which does not have street visibility or any other method of indicating the existence of my business, without a large prominent sign. Without that sign, my business would seriously suffer, to my great disadvantage.

We sincerely hope that a compromise may be reached wherein the proposed sign ordinance may be implemented and all be able to obtain the best benefits and there are some in the proposed sign ordinance, without injury to those of us who depend upon our signs for our living.

Sincerely,


Carl F. Barron

CFB/dy
encs.

Alan Drug

PRESCRIPTION SPECIALISTS

MAURICE CALLUM, B.S., Sc.D., Registered Pharmacist

Telephone UN 4-7234

840 Mass. Avenue,

CAMBRIDGE, MASS.

For..... Age.....

Address..... Date 10/7/71



I am opposed to the new sign
ordnance unless it contains a
grandfather clause - I as well as many
of the businessmen in the City have a "landmark"
that has been recorded as their Hallmark.

Reg. No. *any action that would define them of this* M.D.

Prescription Received By Phone *is a pair* *W. A. A.* Refill..... Times

DUNKIN' DONUTS
616 MASS. AVE.
CAMBRIDGE, MA 02139

TO THE CITY OF CAMBRIDGE

Gentlemen:

I am sorry that I can not attend
the meeting regarding the
changing of the projecting signs.

I AM OPPOSED TO any such change
and I would like to have the
signs left as they are

Because they provide BETTER
VISIBILITY from a distance and
that really benefits my Business.
also such a change would cost a
considerable amount of money by
scraping my projecting sign
already on.

Thank you

Sincerely yours

Costas Georjanev

DUNKIN' DONUTS
616 MASS. AVE.



your host
Harry Katis

ATHENIAN TAVERNA

October 8, 1975

Honorable Cambridge City Council

Please record my opposition to the new sign ordinance if it forces me to remove my sign in front of my place of business. I trusted the City Council acted in good faith when it originally granted me the permit to spend my money to pay for a legal sign. I cannot see why any change in the law should penalize anyone who acted in good faith.

I would approve of the new ordinance if it contained a grandfather clause for existing projecting signs.

Harry Katis

家酒南潮

Hunan Restaurant

700 Massachusetts Ave.
Cambridge, Mass. 02193

MANDARIN SZECHUEN CUISINE

Phone 876-7000
(617) 876-7001

Oct. 8 - 75.

Cambridge City Council:

I support the new proposed
Sign Ordinance except that it must
permit me to keep my existing sign
for which I recently paid a lot of money
because your Council said it was legal
and it was approved. I will support the
Sign Ordinance unless this was incul

Klausfaber

LIBBY'S MARKET, INC.

Wines . Liquors . Beer

575 MASSACHUSETTS AVENUE
CAMBRIDGE 39, MASS.

Phone 354-3678

If liquor is on your gift-giving list,
try us before you buy --
for price

October 8, 1975

Central Square Businessmen's Assn
Central Square
Cambridge, Mass

Gentlemen

I am writing in reference to the suggested City Ordinance regarding store or illuminating signs and want to herewith voice my opposition to the new regulation.

My business sign (marquis) represents a substantial investment and I think it unfair of the Council to stipulate new rules at the expense of the new existent businesses.

Thank you for noting my opposition at the next Council meeting.

Sincerely yours,

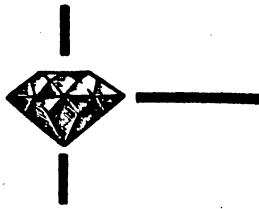
Bernard Hill

Bernard Hill, Mgr
Libby's Market

BH/bh

READ

Jewelers



636 Massachusetts Avenue
Cambridge, Mass

Tel. 491-0309

October 8, 1975

To: Cambridge City Council

Re: Proposed Sign Ordinance

I wish to be recorded as opposing that portion of the new Sign Ordinance which requires the removal of existing projecting signs as being unfair to those businesses which have conformed to the law and to the business men who have invested their money in signs to advertise their places of business.

Very truly,

READ JEWELERS

W. Read
PRESIDENT

AGS/hws

CUMMINGS

100 ASHFORD STREET
ALLSTON, MASS. 02134

787-1220

Oct. 8, 1975

To: Honorable Cambridge City Council,

We strongly oppose the proposed new sign Ordinance, 3.1004 which requires the removal of projecting signs. It would create an unnecessary hardship for retail business. All existing signs should be exempt.

Very truly yours,
Norman Cummings - Mgr.

P.S. Although we have no projecting sign, it would be bad for all of us if this becomes law.

City of Cambridge

The City Council will take up and consider on Monday, October 27, 1975 at 7:00 P.M. in the Council Chamber, City Hall, Cambridge the proposed ordinance with seven suggested amendments thereto, which would regulate Signs and Advertising in the City of Cambridge.

Copies of the proposed ordinance and amendments thereto are available at the Office of the City Clerk, City Hall, and the Department of Community Development, City Hall Annex.

For the City Council,

Paul E. Healy,
City Clerk

City of Cambridge

NOTICE OF A PUBLIC HEARING

The Committee on Ordinance comprised of the entire membership of the City Council will hold a public hearing on October 8, 1975 at 7:30 P. M. in the City Council Chamber, City Hall, Cambridge to take action on the final draft of the proposed ordinance providing for the regulation of signs in the City of Cambridge.

For the Committee,

David A. Wylie,
Chairman of the Ordinance Committee.

RECEIVED BY
OFFICE OF CITY CLERK
JUN 4 12 08 PM '75
CAMBRIDGE, MASS.

June 3, 1975

Mr. James L. Farrell
Planning & Development
City Hall Annex
57 Inman Street
Cambridge, Massachusetts

Re: Sign Ordinance

Dear Mr. Farrell:

I have reviewed several times with your staff, the proposed new sign ordinance of the City of Cambridge. I would like to commend Attorney Charlotte Burrage and David Vickery for their massive research and drafting.

I appreciate that the ordinance itself is somewhat complex but it deals with a subject matter of considerable complexity. While it is not a zoning ordinance, it is analogous to such ordinances in its content and explicit detail.

Contrary to some publicly expressed views, the ordinance does not constitute a total ban on signs. It rather seeks to regulate the size, shape and manner of display so that Cambridge will attain a more pleasantly aesthetic appearance than it presently does.

In my opinion, the ordinance in question is a valid exercise of the municipal police power, is in the interest of public safety and welfare and promotes a legitimate governmental concern in improving the aesthetic appearance of the City of Cambridge.

Very truly yours,

Edward D. McCarthy
City Solicitor

EDMc:jm
cc: City Councillors
Charlotte Burrage
David Vickery

**EC
BA** East Cambridge Business Association
69 Rogers St., Cambridge, Mass. 02142 876-4100

May 30, 1975

The Honorable City Council
Cambridge City Hall
795 Mass. Ave.
Cambridge, Mass. 02139

RE: Proposed Sign Ordinance

Dear Councillors:

I have been requested by many members of my organization, mostly small businesspeople, to object to any hasty consideration of the sign ordinance, as recently proposed by the Cambridge Planning Department.

The proposal is complicated and requires time for us to determine its impact.

Since we make our living in this City, we feel that it is sufficiently important that we be given time to analyze and study what appears to be a well-intended but injurious proposal.

Sincerely,



Joseph Szulewski,
President

JS:1b

CS

RBN

*LIST OF ALL WHO APPEARED AT THE HEARING
FOR OR AGAINST* addresses

May 30, 1975

Mr. David A. Wylie
103 Fresh Pond Parkway
Cambridge, Massachusetts

Dear Mr. Wylie:

It is our understanding that you will shortly be voting on the proposed new Sign Ordinance. We would like to express our support for the ordinance and hope that you will give it favorable consideration.

It is our feeling that without a strong ordinance such as the one proposed, property values will continue to depreciate to the detriment of all residents and real estate owners in Cambridge.

Very truly yours,

Richard B. Newman

RBN/dv

President
MORT ARONS
ROGERS JEWELRY
653 Mass. Ave.
Tel. 547-1124

1st Vice President
CARL F. BARRON
PUTNAM FURNITURE LEASING
614 Mass. Ave.
Tel. 354-3358

2nd Vice President
JAMES HILL
CENTRAL SQ. INSURANCE
527 Mass. Ave.
Tel. 876-1800

Secretary
MERRILL SMITH
WCAS
620 Mass. Ave.
Tel. 492-6450

Treasurer
LOU RICCI
CHARLESBANK TRUST
671 Mass. Ave.
Tel. 864-4444

RECEIVED BY
OFFICE OF CITY CLERK
JUN 3 1 02 PM '75
CAMBRIDGE, MASS.

CENTRAL SQUARE BUSINESS MEN'S ASSOCIATION, Inc.
CAMBRIDGE, MASSACHUSETTS 02139

May 31, 1975

Mayor Walter Sullivan
City Hall
Cambridge, Mass.

Re: New Proposed Sign Ordinances

Dear Mayor Sullivan:

Our Association wishes to go on record that it is opposed to any immediate decision pertaining to a proposed sign ordinance on which a hearing is to be held on Tuesday, June 3, 1975, before the Cambridge City Council. We feel that we, as business men, received no knowledge of this to indicate its importance. Actually, the first indication of this came in the form of a bulletin from the Cambridge Chamber of Commerce.

We feel that there may well be substantial losses involved to us, as the ordinances now stands, including, not only the loss of actual value of signs, but, further, the loss of business as a result of the removal of existing signs and their replacement (at our cost only) with new and possibly unnecessary signs. Since we make our living from our places of business, we, as being directly involved, are very concerned that an opportunity for a thorough review by all the business community be given. Therefore, we request that a copy of the proposed ordinances be sent to all interested parties, every business establishment, regardless of size, before further hearings are held, in order to give ample opportunity to determine its importance.

Very truly yours,


Mort Arons

a/r

Putnam FURNITURE LEASING COMPANY, INC.

RECEIVED BY
JUN 3 10 02 AM '75
"WE RENT FINE FURNITURE"

CAMBRIDGE, MASS.

May 31, 1975

EXECUTIVE OFFICES

614 Massachusetts Avenue
Cambridge, Massachusetts 02139
617-354-3358

SHOWROOMS

614 Massachusetts Avenue
Cambridge, Massachusetts 02139
617-354-3358

287 Great Road
Acton, Mass. 01720
1-263-8785

Borough's Plaza, Route 20
Marlboro, Mass. 01752
1-481-7711

1280 Oaklawn Avenue
Cranston, Rhode Island 02910
1-401-739-9360

447 Wethersfield Avenue
Hartford, Conn. 06114
1-203-249-4015

23 Daniel Street
Milford, Conn. 06460
1-203-877-2791

TO: Honorable Members Cambridge City Council

RE: Chapter 3.0 -- Ordinance on Signs and Advertising

I wish to be recorded as being opposed to any immediate steps being taken to implement the proposed sign ordinances for the following reasons:

1. Although proper legal notice of the Hearing was given, technically, the general business community knew little or nothing about the actual scope or intent of said ordinance since business men, particularly, need more time to understand exactly what this ordinance proposes.
2. No provisions had been made for compensation for what is, actually, the taking of property without compensation.
3. Since building sizes and shapes greatly differ, a sign that would be adequate in size for one building would not necessarily be so for another. For example, my building is approximately 50' in width, and I could have sign requirements for as many as ten. I have no idea what would be permitted, since the formulae is too complex for me to understand it readily.

In general, I do not feel that there is the urgency to rush into this matter without a great deal of thought being given to it. I do agree that certain regulations might be beneficial, but I feel that there should be a distinct separation between a sign indicating where a person's own place of business is located, and that of other forms of outdoor advertising.

Sincerely,


Carl F. Barron

b/b





CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
Tel. 876-6800

EXECUTIVE DEPARTMENT
JAMES L. SULLIVAN
City Manager

March 24, 1975

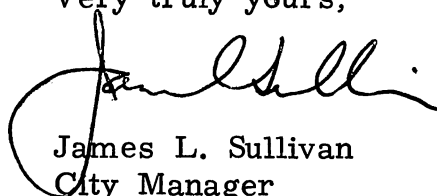
To the Honorable, the City Council:

Enclosed please find a copy of the final draft of a new Sign Ordinance. Edward D. McCarthy, City Solicitor, is now reviewing this proposed ordinance, and we shall transmit to you any recommendations he might make in connection with this ordinance.

The Department of Community Development desires to meet with the Councillors individually or collectively to clarify any questions you might have after review of the ordinance. Such a meeting would be desirable before the Council holds a public hearing so that any changes you might suggest could be incorporated in its final form.

Please contact David Vickery or Charlotte Burrage of the Community Development Department staff for additional information.

Very truly yours,



James L. Sullivan
City Manager

JLS/b

In City Council,

March 24, 1975

3/24/75

Referred to Committee
an Ordinance
copy sent to Ordinance
Committee 3/25/75 dl

10/8/75 Hearing

held on Revision

and Amendments

10/27/75 Discussion

in Council relative

to further study

and notification of

all prior to further

action by Council.