



City of Cambridge

Consent Comm. #6

IN CITY COUNCIL

March 29, 1999

ORDERED:

That, in accordance with the provisions of an ordinance relative to placing and maintaining banners, the Commissioner of Public Works be and hereby is authorized to grant a permit to **Massachusetts Institute of Technology** for banners in front of MIT on Massachusetts Avenue between Vassar Street and Memorial Drive advertising the LCS 35th Anniversary.

Provided that, before erecting the above named awnings, the petitioner shall obtain a permit from the Inspectional Services Department and file with the City Clerk a bond in the sum of Two Thousand (\$2,000.00) Dollars, conditioned to save harmless the City of Cambridge from all claims for damages arising from the installation, maintenance and use of said banners.

In City Council March 29, 1999

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

A handwritten signature in cursive script, reading "D. Margaret Drury".

ATTEST:-

D. Margaret Drury
City Clerk

Cambridge, MARCH 24, 1999

To the Honorable, the City Council of the City of Cambridge:

PRIOR TO APPROVAL OF THE CITY COUNCIL, EACH PETITION MUST BE ACCOMPANIED BY A DRAWING OF PROPOSED SIGN, INDICATING DESIGN AND DIMENSIONS AND LOCATION ON PREMISES.

The undersigned respectfully prays that MIT be granted permit to erect a sign of the following specifications in front of premises @ MIT ON MASSACHUSETTS AVENUE
BETWEEN VASSER AND MEMORIAL DRIVE

Type: VINYL BANNERS
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: (SEE ATTACHED)

LCS 35TH ANNIVERSARY

Size: 2' x 3'

Weight: 2 LBS.

How Erected: A: 24" B: 16'
(A: Give exact distance sign is to extend from building over sidewalk.)
(B: Also exact distance from bottom of sign to sidewalk.)

Height Above Grade: Bottom 16' Top 19'

[Signature]
(Signature of Applicant)

MIT ~ LCS 545 TECHNOLOGY SQUARE
(Address)
CAMBRIDGE, MA 02139

NOTICE - REGULATIONS

SECTION 1412.0 STATE BUILDING CODE

PROJECTING SIGNS

1. A projecting sign shall be constructed wholly of incombustible materials.
2. All signs must meet requirements of Zoning Ordinances and Building Code.

APPROVED: [Signature]
Building Inspector

3/25/99
Date

PETITION

of _____

for _____

No. _____

_____ 19 _____

In City Council, _____ 19 _____

Referred to the Committee on _____

Attest:

City Clerk



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

SUSAN B. SCHLESINGER
Assistant City Manager for
Community Development

ELIZABETH ERSTEIN
Deputy Director for
Community Development

SIGN CERTIFICATION FORM

COMMUNITY DEVELOPMENT DEPARTMENT

Applicant: MASSACHUSETTS INSTITUTE OF TECHNOLOGY
MASSACHUSETTS AVENUE
CAMBRIDGE, MA

Signature _____

(TOM GREENE)

Telephone: 617-253-5987 FAX: _____

Location of Premises: Vassar Street to Main Drive on
Mass Ave.

Zoning District: IB3 Overlay District: NO

Date Application Submitted: 3/19/99

Sketch of Sign Enclosed: ☒ Yes ☐ No

PLEASE NOTE: All signs must receive a permit from the Inspectional Services Department (ISD) before installation. Community Development Department (CDD) action does NOT constitute issuance of a permit or certification that all other code requirements have been met. Do not contract for the fabrication of a sign until all permits have been issued including approval from the City Council, if necessary (see below)!

Copies: ISD _____ City Clerk* ☒ CDD _____ Applicant _____

*Any sign or portion of a sign extending more than **six (6) inches** into the public sidewalk, must receive approval from the Cambridge City Council; a bond must be posted with the City Clerk. Forms for that approval are obtained at the Office of the City Clerk.

SUMMARY OF MAJOR PROVISIONS FOR OFFICE, BUSINESS AND INDUSTRIAL DISTRICTS
(Please consult Article 7.000 of the Zoning Ordinance for specific requirements)

LIMITATIONS ON TOTAL AREA OF SIGNS ON A BUILDING
(See definition of sign frontage)

- | | |
|--|---|
| 1. For ground floor stores: | Width of store x 1 square foot equals area of all signs permitted on the outside of the storefront. * * |
| 2. For all signs on a single facade of a building: (including those in paragraph 1 above). | Width of building facade facing a street x 1 square foot equals area of all signs permitted on that facade. * * |

(NOTE: An additional 0.5 square feet per foot of sign frontage is permitted for signs located behind the glass of a window).

LIMITATIONS ON THE HEIGHT OF SIGNS ABOVE THE GROUND

Fifteen (15) for free-standing signs; twenty (20) feet for all other signs with exception for certain hotel and theater signs.

LIMITATIONS ON AREA OF INDIVIDUAL SIGNS

- | | |
|-------------------------|--------------------------------------|
| 1. Wall signs: | Sixty (60) square feet maximum. * |
| 2. Projecting signs: | Thirteen (13) square feet maximum. * |
| 3. Free-standing signs: | Thirty (30) square feet maximum. * |

* However no sign may exceed that area determined by the formula: sign frontage x 1 square foot.

LIMITATIONS ON NUMBER OF SIGNS PERMITTED

- | | |
|-------------------------|---|
| 1. Wall signs: | No limit. |
| 2. Projecting signs: | One per ground floor establishment plus one per door serving the remainder of the building. |
| 3. Free-standing signs: | Two per lot. |

LIMITATIONS ON KINDS OF ILLUMINATION

- | | | | | | |
|---|---|----|--|----|--|
| 1. Projecting (including awning signs) and free-standing signs: | Natural and external only. | | | | |
| 2. Wall signs: | Natural or external without limit. Internal under the following conditions:
<table border="0" style="margin-left: 40px;"><tr><td>a.</td><td>At least one dimension is 30" or less; and</td></tr><tr><td>b.</td><td>The sign is located behind window glass or projects no more than 2" from the building face; or
The sign consists only of individual letters, or channel letters, or only the letters in a box sign are illuminated.</td></tr></table> | a. | At least one dimension is 30" or less; and | b. | The sign is located behind window glass or projects no more than 2" from the building face; or
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* * Where the sign frontage is more than 100 feet from a street the multiplier may be increased to 2 square feet.

Proposed FREESTANDING Sign

Area in Square feet: 6 Dimensions: 2 x 3

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): ca 25

1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE

Length in feet of store front facing street: (a) NA. Area of signs allowed accessory to store:
outside (1 x a) NA, behind windows (0.5 x a) NA. Area of all existing signs on
the store front to remain (including any freestanding sign): NA. Area of additional signs
permitted: NA.

2. COMPLETE FOR ANY OTHER SIGN

Length in feet of building facade facing street: (a) NA. Area of signs allowed accessory to the
building facade: outside (1 x a) NA, behind windows (0.5 x a) NA. Area of all
existing signs on the building facade to remain (including any freestanding sign): NA
Area of additional signs permitted: NA.

SUMMARY OF LIMITATIONS FOR FREESTANDING SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)

AREA: 30 square feet maximum. **HEIGHT ABOVE THE GROUND:** 15 feet. **ILLUMINATION:** Natural or external only. **NUMBER:** Two per lot (but not exceeding 30 square feet in total area).

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

Sign conforms to requirements of Article 7.000: YES ☒ NO ☐

Sign requires a variance from the Board of Zoning Appeal: YES ☐

Relevant sections: _____

COMMENTS: Signs in public streets not

subject to the sign ordinance

Date: 3/19/99 CDD Representative Justin Barber

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CITY OF CAMBRIDGE

INSPECTIONAL SERVICES DEPARTMENT CITY HALL
CAMBRIDGE, MASSACHUSETTS 02139 (617) 498-9013

Robert R. Bersani
Commissioner

To Whom It May Concern:

As owner or agent of X M. I. T., Cambridge, Massachusetts;
I do hereby declare my disapproval _____ approval X ✓ of the installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: STREET POLE BANNERS - VERTICLE 2x3

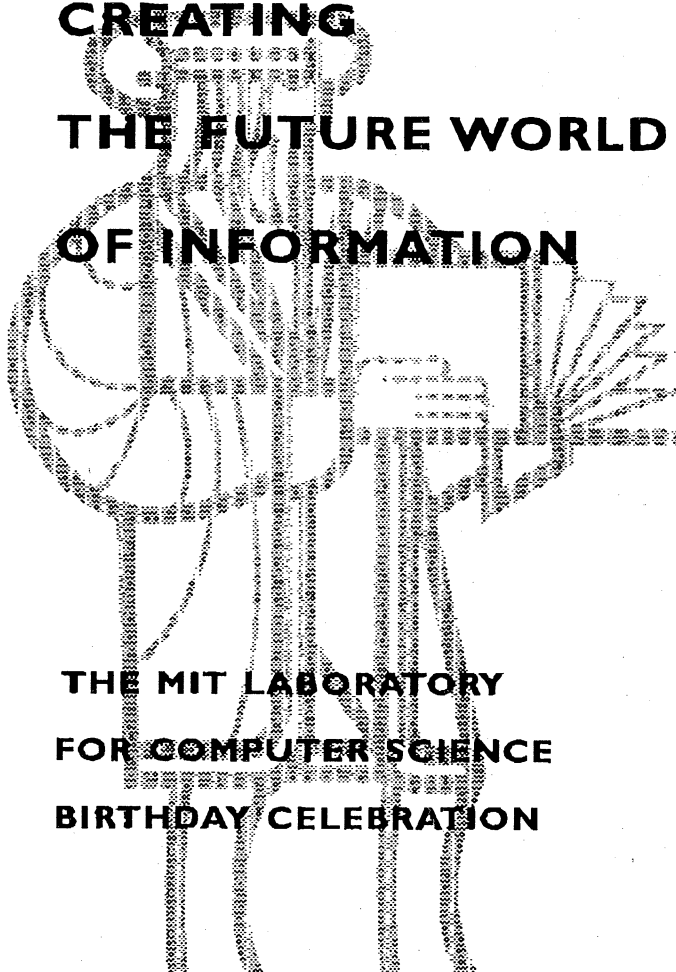
of said property.

Signed: X Anthony A. Williams Date: X 19 March 1985

Address: X 3-207, MIT, 77 MASS. Ave., Cambridge, MA 02139

Reply is requested within seven (7) days of date of this letter.

LCS35 Pole Banners
Actual size: 24" x 36"
Second Banner



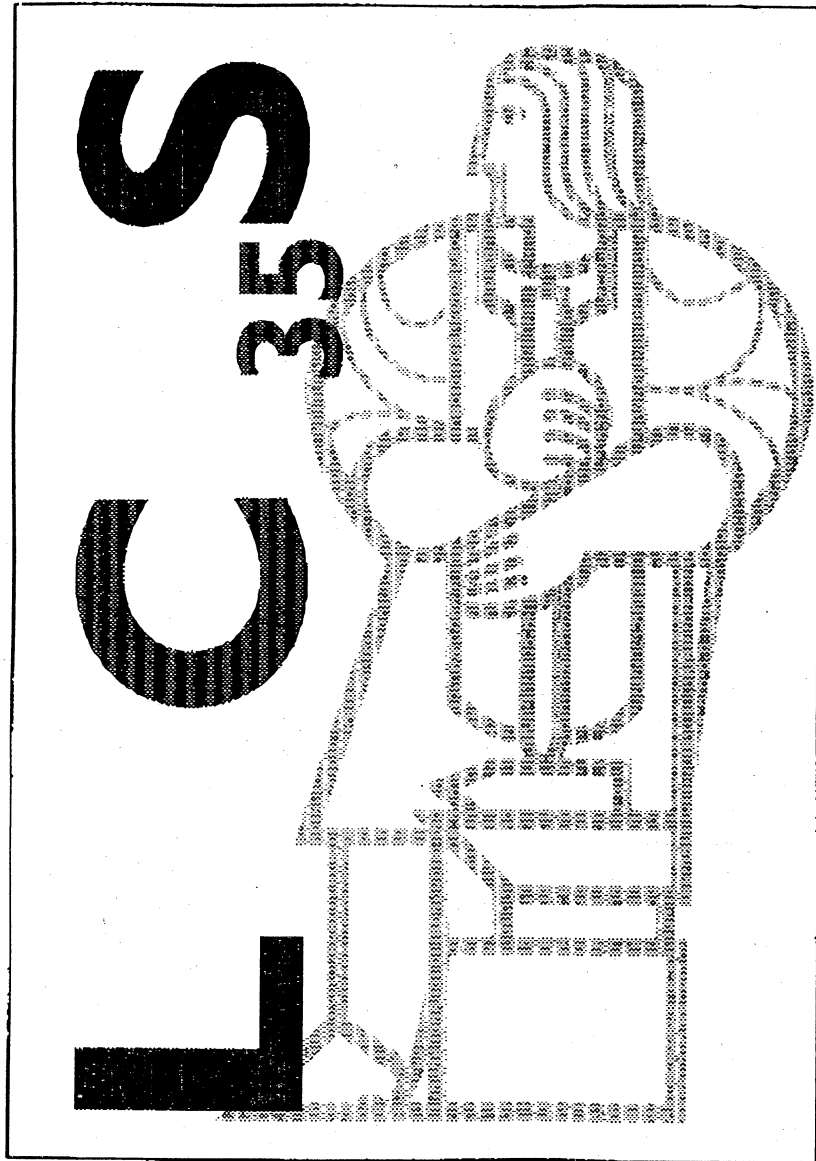
**CREATING
THE FUTURE WORLD
OF INFORMATION**

**THE MIT LABORATORY
FOR COMPUTER SCIENCE
BIRTHDAY CELEBRATION**

www.lcs.mit.edu

OPTS Events
Contact: Harvey Louie (415.339.2030)
Marnie Aulabaugh (415.339.2034)

LCS35 Pole Banners
Actual size: 24" x 36"
First banner



OPTS Events
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FAX**OPTS Events**

1 Gate Six Road, Suite 8203
Sausalito, CA 94965
415-339-2030 Ph.

To: Gail Jones
Cambridge City Hall - City Clerk's Office

Fax No: 617-349-4269

Phone: 617-349-4260

From: Harvey Louie

Date: March 18, 1999

Re: Permitting for Street Pole Banners

Pages: 6 - Includes Cover Sheet

Hi Gail

MIT has contracted with my firm to produce the Computer Labs 35th Anniversary. In conjunction with the celebration, they have asked Opts Event to design, produce and install Vertical Light Pole Banners in front of the University along Mass Ave.

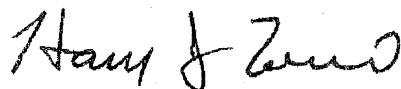
I met with George Fernandes of Cambridge Electrical 349-4925 and he passed on some papers for me to fill out and get back to the correct people. I am a bit fuzzy on who those people might be. May be you can help me out a bit on the phone.

I have included all the form that have been given me.

I know that I am running very very short on time to get everything done. In order to install the banners on April 1st as MIT had requested, I need to make sure that I am doing everything I can to make the application process flow smoothly by supplying the correct information to the correct people. ANY help you lend me would very much appreciated.

I have already missed my deadline to produce banners on time and I know the City Government has its own timetables. I do need your advice on what will expedite my application towards final approvals.

I look forward to talking to you at your earliest convenience.



Harvey J. Louie

OPTS Events

Technical Director

HJLouie@aol.com

415-987-5281 Phone

415-840-0261 Fax

Fax - City Clerk

City of Cambridge Application for Pole Attachment.

Applicant's Name: HARVEY LOUIE

Address: Street 1 GATE SIX RD 8203
 City SAUSALITO
 State CA Zip Code 94965
 Telephone No. Business 415-987-5281
 Home 650-347-0875
 Emergency No. 800-963-4143 PAGER

Organization or Business Represented

Name: OPTS EVENTS / MIT LAB FOR COMPUTER SCIENCE
 Address: Street: 545 TECHNOLOGY SQUARE
 City: CAMBRIDGE
 State: MA Zip Code 02139
 Telephone No. 617-253-5987 TOM GREENE

Location of Attachments:

BETWEEN VASSER + MEMORIAL
 Address: No. _____ Street MASSACHUSETTS AVE
 Description of Attachment: CLAMP + CROSS BAR
 Type Logo, Wording, Insignia: LCS 35TH ANNIVERSARY
 Size (Sq. Inch) 850 ~~FEET~~ SQ IN Weight (Lbs.) _____
 Width 24 1/2 IN Length 36 1/2 IN Thickness _____ Diameter _____
 Material Type VINYL
 Method of Securing METAL BAND FIXTURES
 Date Installed _____
 Date of Removal _____

Approval:

 City Electrician

Signature:

 Com Electric

Signature:

 Commissioner of Public Works

Signature:

30 x 48 = 1440

CAMBRIDGE ELECTRIC LIGHT COMPANY APPLICATION FOR POLE ATTACHMENTS

APPLICANT'S NAME: HARVEY J. LOUIE - OPTS EVENTSADDRESS: Street 1 GATE SIX ROAD B203City SAUSALITOState CAZip Code 94965TELEPHONE NO. BUSINESS 415-987-5281HOME 650-347-0875

ORGANIZATION OR BUSINESS REPRESENTED

NAME: MIT / OPTS EVENTSADDRESS: Street 878 1 GATE SIX RD B203City SAUSALITOState CAZip Code 94965TELEPHONE NO. 415-987-5281C.E.L. POLE NUMBER SEE DIAGRAM 1-15 MASS AVE

MAP TO DESCRIBE POLE NUMBERS AVAILABLE FROM TRANSMISSION AND DISTRIBUTION DEPARTMENT.

LOCATION OF ATTACHMENTS

ADDRESS: NO. 77STREET MASS AVE - BTWN VASSER MEMORIAL

DESCRIPTION OF ATTACHMENT:

TYPE LOGO, WORDING, INSIGNIA LCS 35 - SEE ARTWORKSIZE (SQ. INCH) 864

WEIGHT (LBS.)

WIDTH 2 FTLENGTH 3 FT

THICKNESS

DIAMETER

MATERIAL TYPE VINYLMETHOD OF SECURING BANDINGDATE INSTALLED APRIL 1-4DATE REMOVED APRIL 18

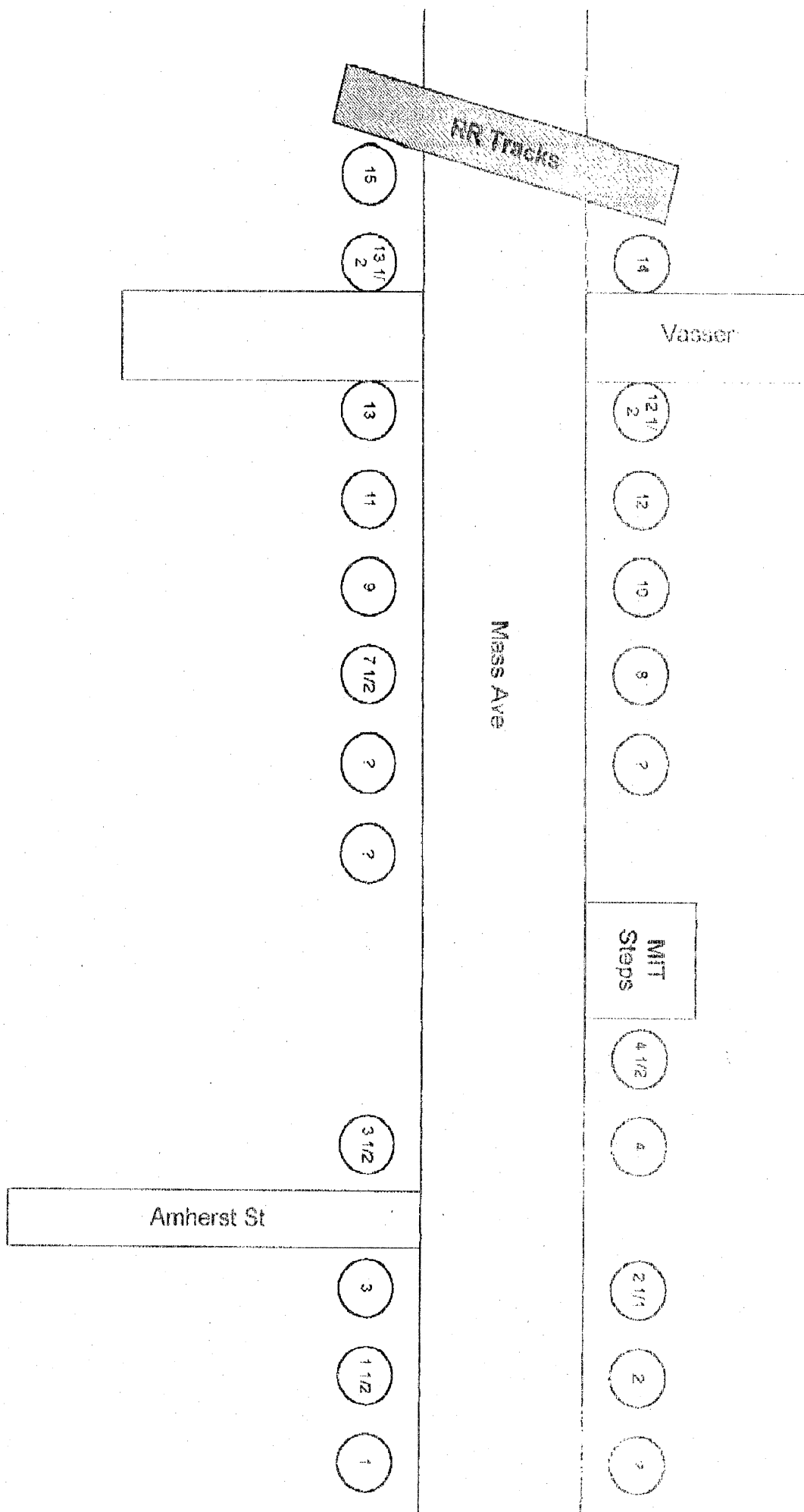
* APPROVED BY CAMBRIDGE COMMISSIONER OF PUBLIC WORKS

REVIEWED C.E.L. BY General Foreman

APPROVED C.E.L. BY Manager of Electric Operations

QUESTIONS PERTAINING TO THE ABOVE APPLICATION CAN BE DIRECTED TO THE TRANSMISSION AND DISTRIBUTION DEPARTMENT.

* Per Liability Agreement between the City of Cambridge and the Cambridge Electric Light Company dated August 7, 1980, a copy of which is attached hereto.



Consent Communication #6. 40 H

An application was received from MIT, requesting permission to erect a vinyl banner in front of MIT on Massachusetts Avenue between Vassar and Memorial Drive advertising the LCS 35th anniversary.

In City Council March 29, 1999

ORDER ADOPTED