



JOSEPH J. CELLUCCI
COMMISSIONER OF BUILDINGS
AND HOUSING

RECEIVED BY
OFFICE OF CITY CLERK
CITY OF CAMBRIDGE

INSPECTIONAL SERVICES DEPARTMENT CITY HALL
CAMBRIDGE, MASSACHUSETTS 02139 (617) 498-9013
1985 NOV 18 PM 11:35

CAMBRIDGE MA.

To Whom It May Concern:

As owner or agent of 85 - 115 First Street, Cambridge, Massachusetts,
(please see below)
I do hereby declare my disapproval approval of the installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: 21 Charles Street, Cambridge, MA
of said property. (Boston Pet Supply, Inc.)

Signed: Valerie Steiner, Trustee Date: November 12, 1985
Epic Realty Trust

Address: P.O. Box 340, Cambridge, MA 02141

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

We are informed by the contractor, that the sign will be 8'x5' = 40 sq. ft. and will be cantilevered over the sidewalk on First Street from a pole recently installed directly on the corner of First Street and Charles Street (parking lot).

While we do not disapprove the placement of a sign at that location, we feel (a) that the proposed sign should be set back from the sidewalk by the amount of its width so as not to protrude over the sidewalk; and (b) that the proposed sign is oversized and not in keeping with the smaller projecting signs on the block.

SIGN DESIGN REVIEW APPLICATION
COMMUNITY DEVELOPMENT DEPARTMENT

APPLICANT: BOSTON PET CENTER 868 3474
(name) (phone)

119 FIRST STREET/21-25 CHARLES STREET
CAMBRIDGE, MA 02139
(address)

(signature, authorized representative)

PROPERTY OWNER: B & D REALTY TRUST, 64 MYRTLE STREET, W. NEWTON 02165

LOCATION PREMISES: 119 FIRST STREET/21-25 CHARLES STREET

ZONING DISTRICT: BUSINESS A

AREA OF SPECIAL
PLANNING CONCERN:

Harvard Sq.
Overlay

Parkway
Overlay

Bus. B-1 or B-2

DATE APPLICATION SUBMITTED: NOVEMBER 1985

PLEASE NOTE:

ALL SIGNS MUST RECEIVE A BUILDING PERMIT FROM THE DEPARTMENT OF INSPECTIONAL SERVICES BEFORE INSTALLATION. COMMUNITY DEVELOPMENT DEPARTMENT ACTION DOES NOT CONSTITUTE ISSUANCE OF A BUILDING PERMIT OR CERTIFICATION THAT ALL OTHER BUILDING CODE OR OTHER REQUIREMENTS HAVE BEEN MET.

FOR YOUR OWN PROTECTION DO NOT CONTRACT FOR THE FABRICATION OF A SIGN UNTIL A BUILDING PERMIT HAS BEEN ISSUED BY THE DEPARTMENT OF INSPECTIONAL SERVICES

SUBMISSION MATERIAL

GRAPHIC MATERIAL

1. Architectural facade elevations of the affected buildings showing location of all existing signs (a photograph may substitute if it can present an undistorted picture of existing conditions). (suggested scale 1/8" = 1')
2. Architectural elevations of the proposed sign(s) and the building area surrounding it to clearly indicate the proposed sign's relationship to the building, its architectural details, and adjacent signs. (suggested scale 1/8" = 1')
3. Detailed plans, elevations and other material indicating the design of the proposed sign(s), its material, construction, colors, method of lighting, etc.

SUBMITTED PLANS, PHOTOS

Title

Date

Scale

SEE ATTACHED PLAN

Please submit three copies of all submitted material.

A. EXISTING CONDITIONS

1. Length of lot frontage abutting a street(s) 240.0 LINEAR FEET
2. Length of frontage of ground floor establishment (where applicable) _____
3. Total area of signage permitted on a lot (2 x #1) 480.0 SQUARE FEET
4. Total area of signage currently located on subject lot 0

5. Existing Signs Name Type Area Date of Bldg. Permit

NONE

6. Lot area (for lots in the Parkway Overlay District only) _____

7.12.4 ALL BUSINESS DISTRICTS

TOTAL AREA OF SIGNAGE PERMITTED PER LOT: 2 SQUARE FEET FOR EACH LINEAR FOOT OF STREET FRONTAGE OF LOT.

		MAX. W/OUT DESIGN REVIEW	MAX. WITH DESIGN REVIEW
AREA OF SIGN	:	15 SQ. FT.	40 SQ. FT.
# OF SIGNS	:	ONE (1)/LOT	N.A.
HEIGHT OF SIGN	:	10 FT.	15 SQ. FT.
ILLUMINATION	::	NATURAL OR EXTERNAL LIGHTING ONLY	INTERNAL

B. PROPOSED SIGNS

1. Proposed Sign(s)	<u>Height</u> (to top of sign)	<u>Area</u>	<u>Dimensions</u>	<u>Illumination</u>
Wall Sign	_____			
Free Standing		40 SQ. FT.	5'X8'	YES INTERNAL
Projecting	_____			
Other	_____			

2. Detailed description of proposed sign(s) including materials, illumination, colors, etc. FREE STANDING SIGN 5'X8' INTERNALLY
ILLUMINATED, DARK BLUE BACKGROUND, BLUE LETTERING, CHARACTERS
ARE MULTI COLORS INCLUDING, WHITE, GREEN, BLUE, RED, YELLOW
AND BROWN. 6" POLE 12'-15' (APPROX.) FROM GRADE TO TOP OF SIGN.

3. Is proposed sign a copy replacement _____ or total replacement _____ of a legally erected non-confirming sign? _____
What are the dimensions of the existing non-confirming sign? _____

C. COMMUNITY DEVELOPMENT DEPARTMENT DESIGN REVIEW DECISION - FOR USE BY
INSPECTIONAL SERVICES DEPARTMENT

1. Decision PLEASE SEE BELOW

2. Findings

- a. The proposed sign does not conform to the Decision of the CDD.
Sign requires action from the Board of Zoning Appeal:
Variance _____
Special Permit ✓
- b. The proposed sign conforms to the Decision of the CDD: _____
- c. Sign does not require CDD design approval. _____

11-25-85
(date)

Claine C. Thorne
Authorized signature for the
Community Development Department

A FREE STANDING SIGN LARGER THAN 20 SQUARE FEET IS
UNACCEPTABLE AT THIS LOCATION FOR THE FOLLOWING
REASONS:

1. THE LOT FRONTAGE ON FIRST STREET IS ONLY 40 SQ. FT.
A LARGER SIGN WOULD COMPLETELY OVERWHELM THIS SMALL LOT.
2. AS THE BUILDING ON THE ABUTTING LOTS ARE BUILT
TO THE PROPERTY LINE THE SIGN WILL NOT BE FULLY
VISIBLE TO PASSERSBY UNTIL THEY ARE RELATIVELY CLOSE TO THE
LOT. A LARGER SIGN IS NOT NEEDED TO BE HIGHLY VISIBLE
AT CLOSE RANGE
3. THE SIGN WILL BE LOCATED AT THE STREET LINE, IT WILL
BE EASILY SEEN FROM FIRST STREET, AND ABUTTING SIDEWALKS
4. THE SMALLER SIGN WITH SIMPLER COPY WILL IN FACT BE MORE
EFFECTIVE THAN THE LARGER SIGN WITH ITS VISUALLY COMPLEX
SET OF MESSAGE.
5. IT IS ANTICIPATED THAT MANY USE CHANGES WILL BE OCCURING
ALONG FIRST STREET IN THE NEAR FUTURE. IT IS IMPORTANT
THAT A STANDARD OF MODERATION BE ESTABLISHED FOR NEW
SIGNS AS THEY REPLACE THE EXISTING SIGNAGE ALONG THE
STREET.



LIGHT BLUE BACKGROUND
BLACK LETTERS
MULTI COPIES ON CHARACTER

6" pole →

119 FIRST ST
21-25 CHARLES ST

not approved
11.18.85
Claire Thorne

SCALE " = 12"

SIGN DESIGN REVIEW APPLICATION
COMMUNITY DEVELOPMENT DEPARTMENT

APPLICANT: BOSTON PET CENTER 868 3474
(name) (phone)

119 FIRST STREET/21-25 CHARLES STREET
CAMBRIDGE, MA 02141
(address) /

(signature, authorized representative)

PROPERTY OWNER: B & D REALTY TRUST 64 MYRTLE STREET, W. NEWTON, MA 02165

LOCATION PREMISES: 119 FIRST ST/21-25 CHARLES STREET

ZONING DISTRICT: BUSINESS A

AREA OF SPECIAL
PLANNING CONCERN:

Harvard Sq.
Overlay

Parkway
Overlay

Bus. B-1 or B-2

DATE APPLICATION SUBMITTED: 25 NOVEMBER 1985

PLEASE NOTE:

ALL SIGNS MUST RECEIVE A BUILDING PERMIT FROM THE DEPARTMENT OF INSPECTIONAL SERVICES BEFORE INSTALLATION. COMMUNITY DEVELOPMENT DEPARTMENT ACTION DOES NOT CONSTITUTE ISSUANCE OF A BUILDING PERMIT OR CERTIFICATION THAT ALL OTHER BUILDING CODE OR OTHER REQUIREMENTS HAVE BEEN MET.

FOR YOUR OWN PROTECTION DO NOT CONTRACT FOR THE FABRICATION OF A SIGN UNTIL A BUILDING PERMIT HAS BEEN ISSUED BY THE DEPARTMENT OF INSPECTIONAL SERVICES

SUBMISSION MATERIAL

GRAPHIC MATERIAL

1. Architectural facade elevations of the affected buildings showing location of all existing signs (a photograph may substitute if it can present an undistorted picture of existing conditions). (suggested scale 1/8" = 1')
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SEE ATTACHED PLAN

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3. Total area of signage permitted on a lot (2 x #1) 480.0 SQUARE FEET
4. Total area of signage currently located on subject lot -0-
5. Existing Signs
- | <u>Name</u> | <u>Type</u> | <u>Area</u> | <u>Date of Bldg. Permit</u> |
|-------------|-------------|-------------|-----------------------------|
| <u>NONE</u> | | | |
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6. Lot area (for lots in the Parkway Overlay District only) _____

B. PROPOSED SIGNS

1. Proposed Sign(s)	<u>Height</u> (to top of sign)	<u>Area</u>	<u>Dimensions</u>	<u>Illumination</u>
Wall Sign	_____			
Free Standing	_____			
Projecting	_____	16 SQUARE FEET	4 X 4	INTERNAL YES
Other	_____			

2. Detailed description of proposed sign(s) including materials, illumination, colors, etc. PROJECTING SIGN 4'x4', INTERNALLY
ILLUMINATED, DARK BLUE BACKGROUND, BLACK LETTERING,
CHARACTERS ARE MULTI COLORS INCLUDING WHITE, RED, GREEN
AND YELLOW.

3. Is proposed sign a copy replacement ____ or total replacement ____ of a legally erected non-confirming sign? ____
What are the dimensions of the existing non-confirming sign? ____

C. COMMUNITY DEVELOPMENT DEPARTMENT DESIGN REVIEW DECISION - FOR USE BY
INSPECTIONAL SERVICES DEPARTMENT

1. Decision **** APPROVED AS SUBMITTED

APPROVAL OF THE CITY COUNCIL WILL ALSO BE REQUIRED

FOR THIS PROJECTING SIGN

2. Findings

a. The proposed sign does not conform to the Decision of the CDD.
Sign requires action from the Board of Zoning Appeal:

Variance

Special Permit

b. The proposed sign conforms to the Decision of the CDD: XX

c. Sign does not require CDD design approval.

11.25.85

(date)

Claine C. Thorne

Authorized signature for the
Community Development Department

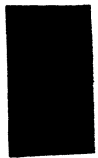
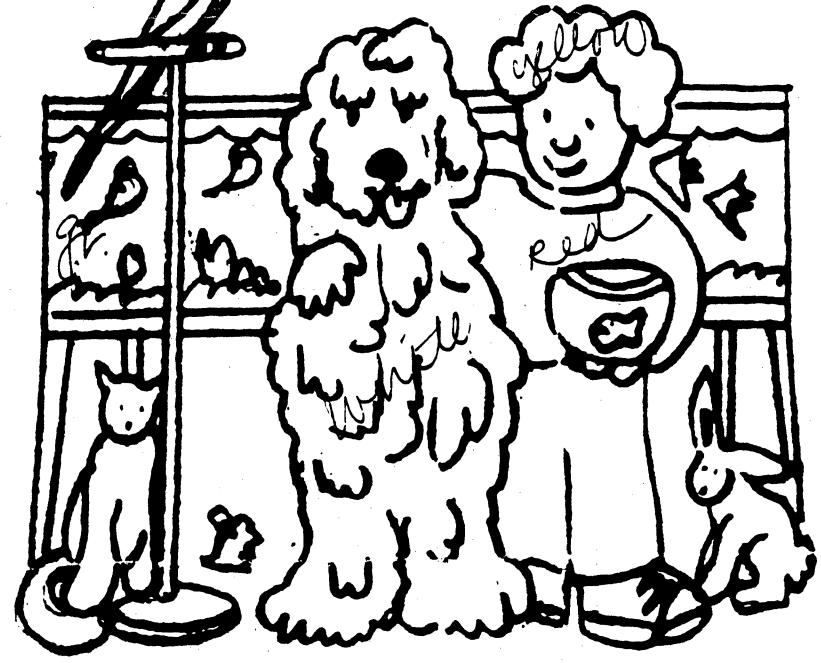
****WHILE THE PROJECTING SIGN IS APPROVED A PREFERENCE
WOULD HAVE BEEN FOR A SMALLER SIGN ON THE ORDER OF
10 SQUARE FEET. AS THE SIGN HAD ALREADY BEEN FABRICATED
THE MOST REASONABLE COURSE WAS TO ACCEPT THE SLIGHTLY
LARGER SIGN; HOWEVER A COMPANION PROPOSAL FOR A 40 SQUARE
FOOT FREE STANDING SIGN IS NOT ACCEPTABLE, ALTHOUGH IT TOO
HAD BEEN PREVIOUSLY FABRICATED.



4'

Boston Pet Center

↓ Black



4'

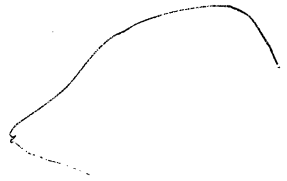


dark blue

RECEIVED BY
OFFICE OF CITY CLERK

1986 JAN 15 PM 3:56

CAMBRIDGE MA.



H-63A

Back-up materials (Community Development
Design Review approval & abutter approval)
for a petition of Boston Pet Supply, Inc.
for a projecting sign at 21 Charles St.

November, 1985