



City of Cambridge

Applications & Petitions #7

IN CITY COUNCIL

May 7, 2001

ORDERED: That, in accordance with the provisions of an ordinance relative to placing and maintaining signs, the Commissioner of Public Works be and hereby is authorized to grant a permit to Henderson Carriage Ltd Partnership, to erect nine awnings, one canopy and four banners in front of the premises numbered 2067 Massachusetts Avenue, Cambridge, Massachusetts.

Provided that, before erecting the above named signs the petitioner shall obtain a permit from the Inspectional Services Department and file with the City Clerk a bond in the sum of Twenty-four Thousand (\$24,000.00) dollars, conditioned to save harmless the City of Cambridge from all claims for damages arising from the installation, maintenance and use of said awnings, canopy and banners.

In City Council May 7, 2001.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in black ink, reading "D. Margaret Drury". The signature is written in a cursive style with a large, stylized "D" at the beginning.

D. Margaret Drury
City Clerk

PERMANENT SIGN OR STRUCTURE THAT WILL OBSTRUCT THE PUBLIC WAY
MORE THAN SIX INCHES

Cambridge, 2001 MAY -3 19 41

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

EACH PETITION MUST BE ACCOMPANIED BY A DRAWING OF PROPOSED SIGN, INDICATING DESIGN AND DIMENSIONS AND LOCATION ON PREMISES.

The undersigned respectfully prays that Henderson Carriage Ltd Partnership be granted permit to erect a sign of the following specifications in front of premises located at _____

2067 Massachusetts Avenue, and owned by Henderson Carriage Limited Partnership

Type of sign: Awnings (9); Canopy (1); Banners (2) (4)
(State whether electric or otherwise and material used in construction)

Reading matter to go on sign: Awnings - NONE;
Canopy - "HENDERSON CARRIAGE BUILDING"; "2067";
Banners - "2067"

Size: Awnings - 36'-11" high; 5'3" width at widest point
Awnings - 4'-11"; Canopy - 8'3" x 2'0"

Weight: Awnings - 125lbs Awnings - 4'11" Awnings - 9'0"
Public Way Canopy - 400lbs Canopy - 8'3" Canopy - 12'6"
Obstruction: Banners - 200lbs Banners - 5'3" Banners - 27'4"
(A: Give exact distance sign is to extend over sidewalk.)
(B: Also exact distance from bottom of sign to sidewalk.)

Height Above Grade: Bottom Awnings - 9'0" Canopy - 12'6" Banners - 27'4" Top Awnings - 12'6" Canopy - 23'10" Banners - 64'3"

APPLICANT HEREBY STATES THAT INFORMATION IS TRUE TO THE BEST OF HIS/HER KNOWLEDGE AND UNDERSTANDING. UNDER PAINS AND PENALTY OF PERJURY.

James J. Rafferty, Attorney for Henderson Carriage Ltd Partnership
(Signature)
187 Concord Ave Cambridge, MA (617) 492-4100
(Address) (Telephone Number)

NOTICE - REGULATIONS

Section 12.08.010 Municipal Code
Section 1212.0 State Building Code

Encroachments onto Streets
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 as to Building Code [Signature] 5/2/01
(Building Inspector) (Date)

Approved as to Zoning Ordinances [Signature] 5/2/01
(Date)
32A 8282 approved

primary awning - option a

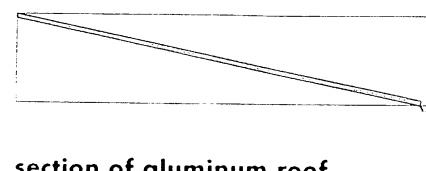
a/k/a Canopy

60 Arsenal Street
Watertown, MA 02472
617-924-0292
fax 617-924-0279
signs@signworksgroup.com

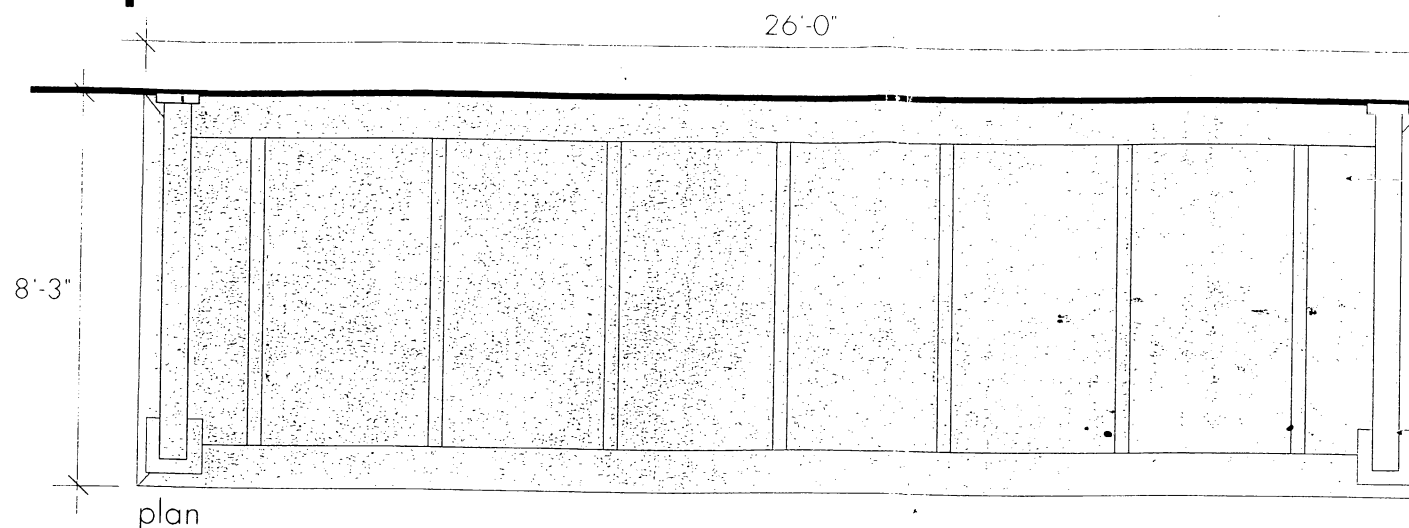


SignWorks Group, Inc.

note:
roof must drain water



section of aluminum roof



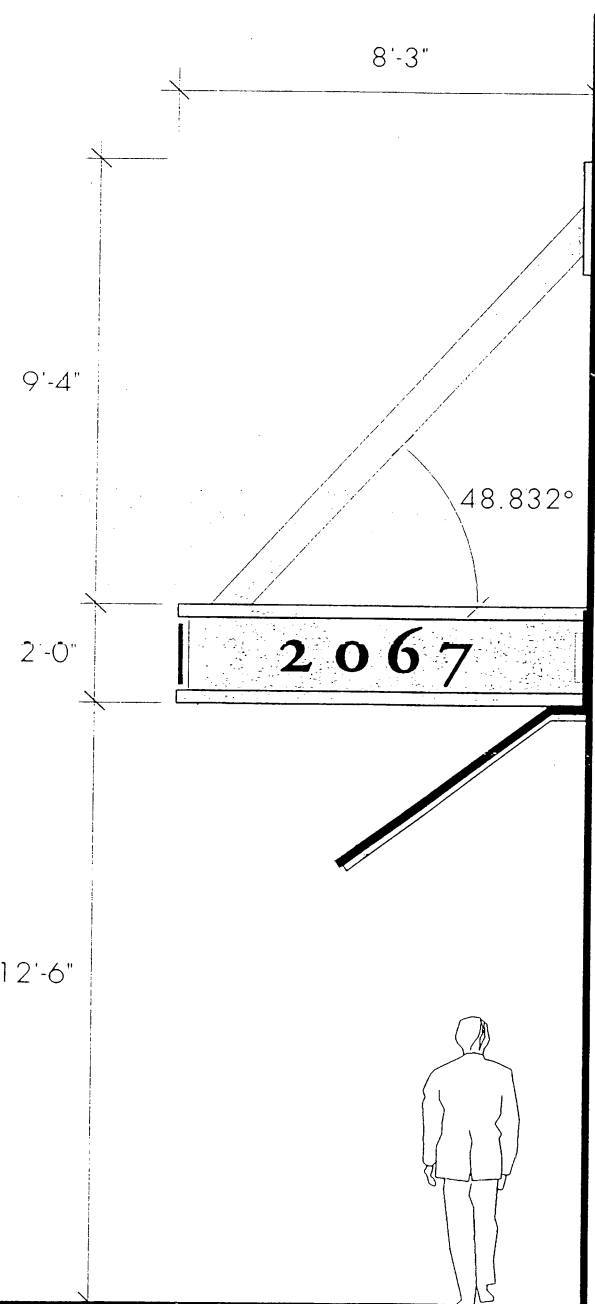
plan

metal roof

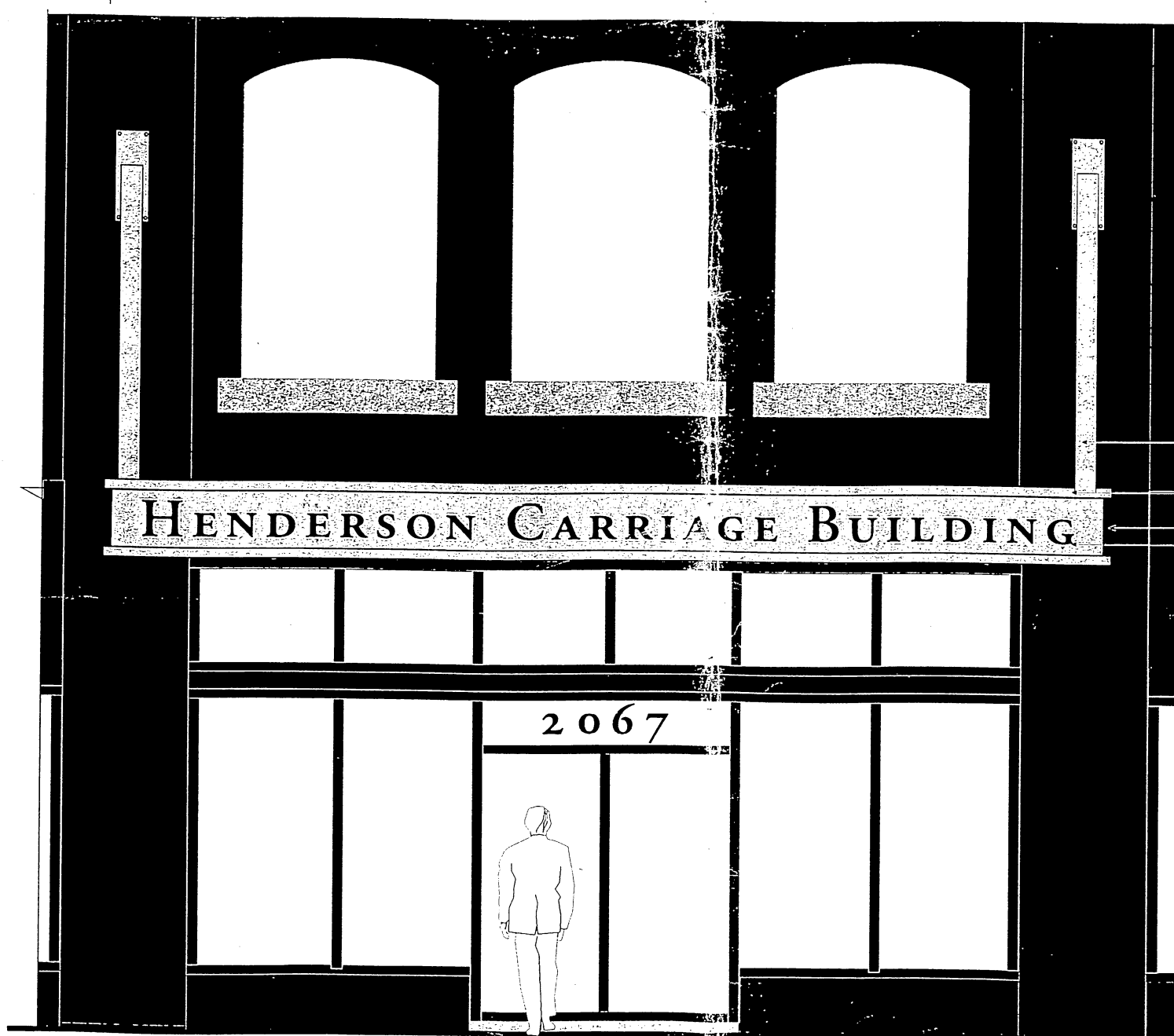
steel I-beam frame

steel support braces

note:
All steel to be painted



side elevation (North)



front elevation

a.2 primary awning

steel support braces

welded steel I-beam frame with
aluminum skin and roof,
painted matte aluminum

12" large caps, 8.5" small caps
letters on front face of awning to be
stencil-cut from the 0.90 aluminum
face of the valance and have push
through opaque acrylic letters with a
.375" return
letters to be back-lit with fluorescent
lamps that will be enclosed within
the valance

8.5" tall address numbers on both
end returns to be fabricated same as
above

*approved by [signature]
3/29/07*

HENDERSON CARRIAGE BUILDING

THE DAVIS COMPANIES

One Appleton Street
Boston, MA 02116
617-451-1300 Fax 617-451-3604



selbert perkins design
collaborative, inc.

2067 massachusetts avenue
cambridge, MA 02140

T 617.497.6605
F 617.661.5772

1916 main street
santa monica, CA 90405

T 310.664.9100
F 310.452.7180

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△	
△	
△	
△	
△	

revision by date

scale as noted

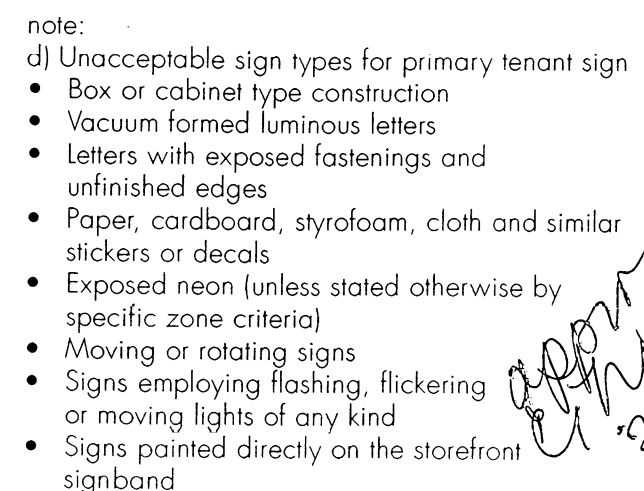
date 10.07.99

title Primary Awning
(option a)

drawing no.

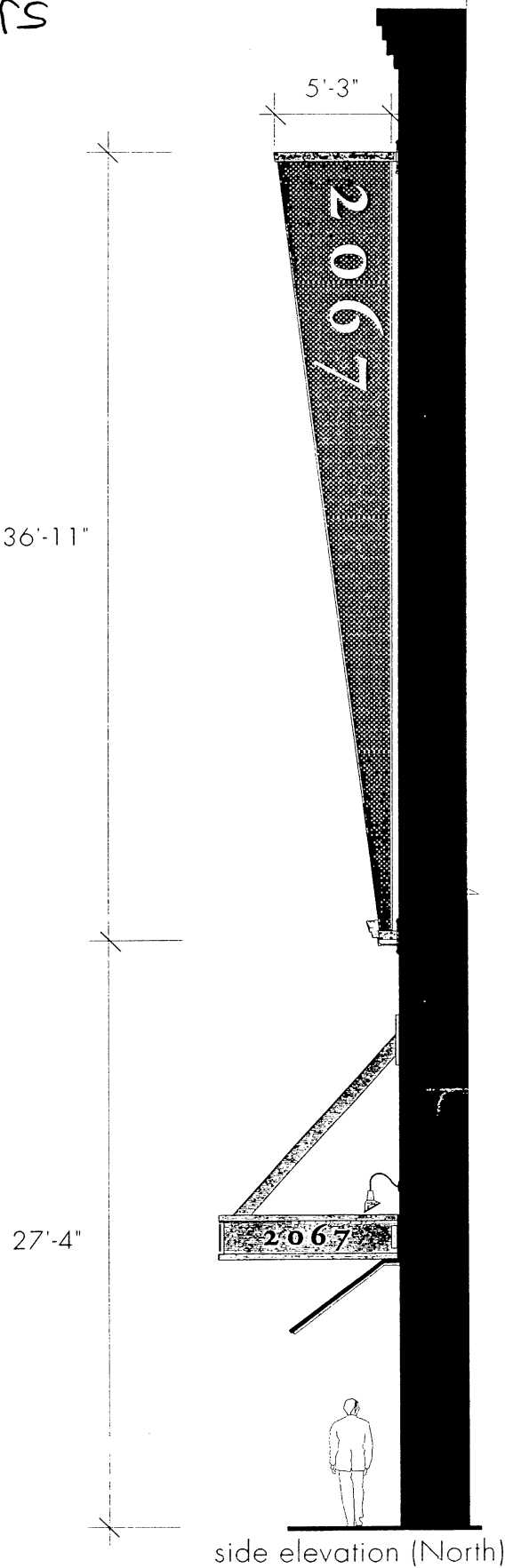
a.2.a

c.1

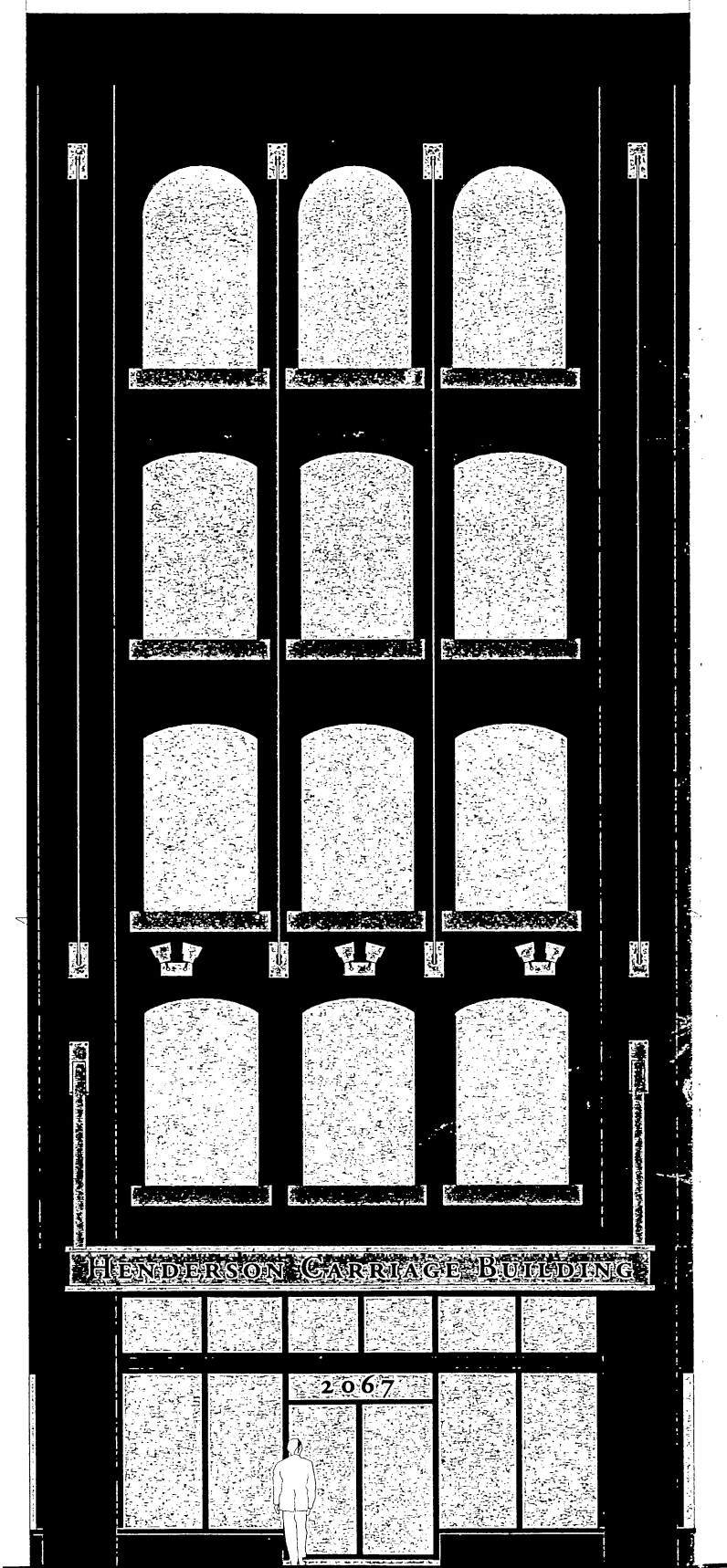


primary building identity

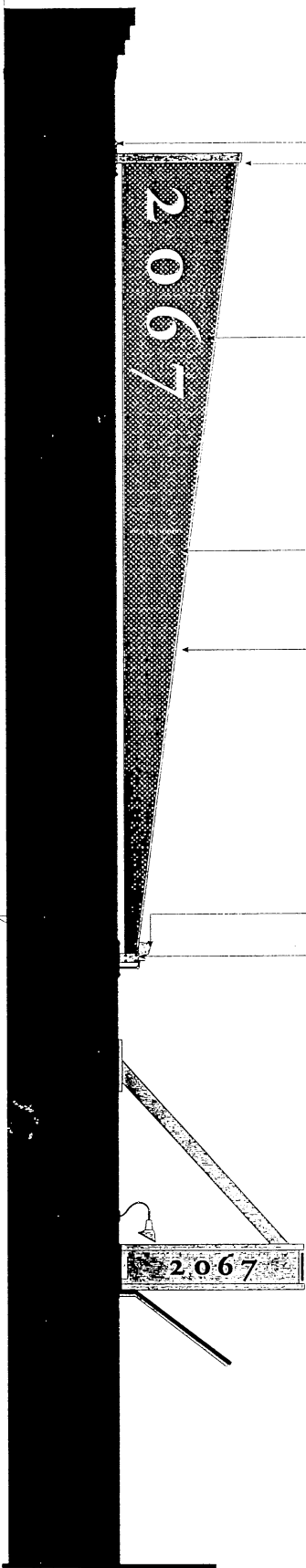
Banners



side elevation (North)



front elevation



side elevation (South)

a.1 primary building identity

steel mounting plate
steel bracket, welded to mounting plate

stencil cut-through letters

perforated painted
aluminum fin

1" x 1" aluminum frame around perimeter

spotlights
steel bracket, welded to mounting plate

HENDERSON
CARRIAGE
BUILDING

THE DAVIS COMPANIES

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△	_____
△	_____
△	_____
△	_____
△	_____
△	_____

revision by date

scale as noted

date 10.07.99

title Primary Building Identity

drawing no.

a.1

elevation

HENDERSON
CARRIAGE
BUILDING

THE DAVIS COMPANIES

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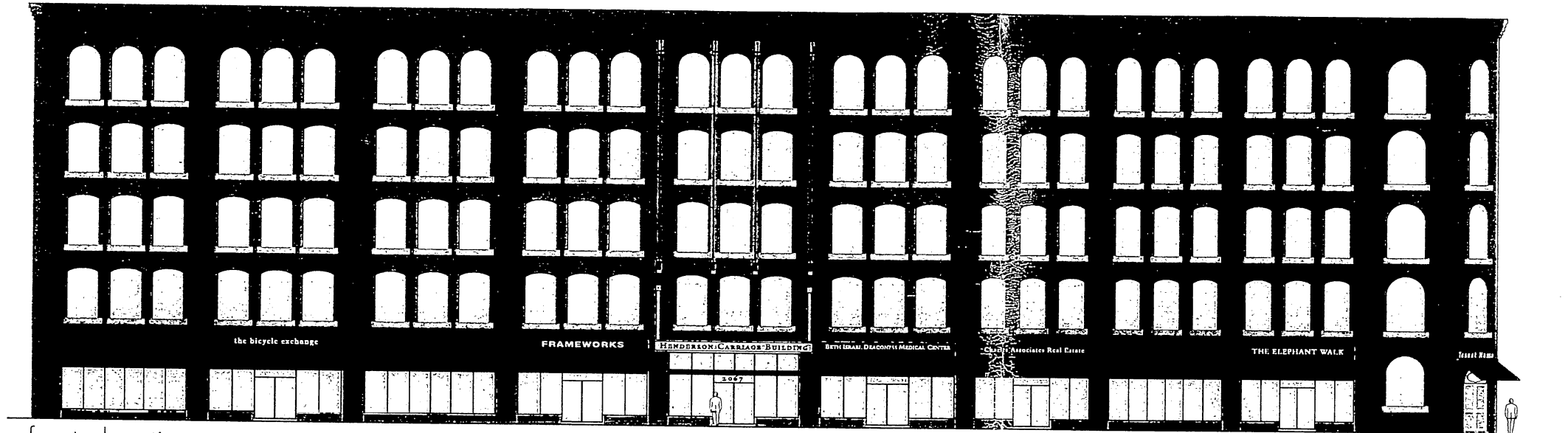
△ initial design	DC	6/15
△ added details	DC	6/17
△ refinements	DC	7/16
△		
△		
△		

revision by date

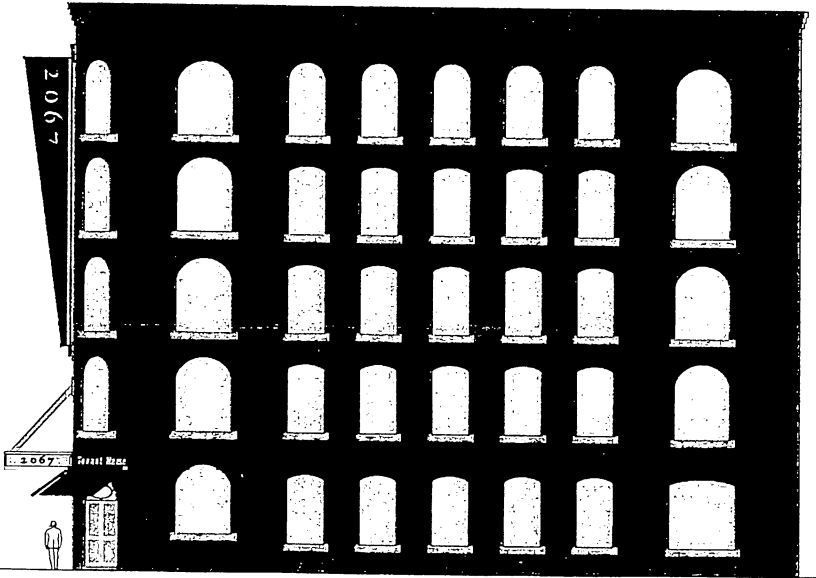
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date 07.21.99
title Elevation

drawing no.

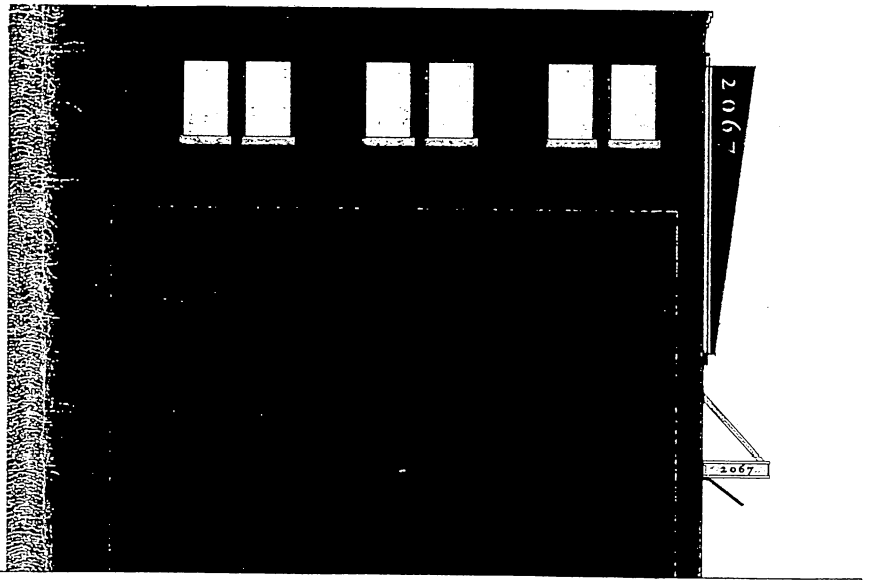
5



front elevation



side elevation (North)



side elevation (South)



City of Cambridge

MASSACHUSETTS

BOARD OF ZONING APPEAL

831 Mass Avenue, Cambridge, MA 02139
(617) 349-6100

2001 APR -9 P 11:10
OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

CASE NO: 8282

LOCATION: 2067 Mass Avenue
Cambridge, MA

Business A-2 Zone

PETITIONER: *owner* James J. Rafferty, Esq. *for The Davis Company*

PETITION: Variance: To install banners on existing building above the second floor
windowsill containing numbers of street addresses.

VIOLATIONS: Art. 7.000, Sec. 716.22 (Signs).

DATE OF PUBLIC NOTICE: February 16 & February 23, 2001

DATE OF PUBLIC HEARING: March 8, 2001

MEMBERS OF THE BOARD: THOMAS SIENIEWICZ - CHAIR
ARCH HORST
CHARLES PIERCE
JOHN O'CONNELL
SUSAN SPURLOCK

✓
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ASSOCIATE MEMBERS: JENNIFER PINCK - VICE-CHAIR
MARC TRUANT
SUSAN CONNELLY
REBECCA TEPPER
KEEFE B. CLEMONS

✓
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|
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Members of the Board of Zoning Appeal heard testimony and viewed materials submitted regarding the above request for relief from the requirements of the Cambridge Zoning Ordinance.

The Board is familiar with the location of the petitioner's property, the layout and other characteristics as well as the surrounding district.

Book 28494 Page 149

MSD 05/02/01 01:13:48 793 32.25

13

Case No. 8282
Location: 2067 Massachusetts Avenue
Petitioner: James J. Rafferty, Esq.

On March 8, 2001, Petitioner James Rafferty, his client's, the Davis Company, senior vice president Larry Lenrow and property manager Andy Donovan appeared before the Board of Zoning Appeal requesting a variance to install banners on an existing building above the second floor windowsill, containing numbers of the street address. The Petitioner submitted plans and photographs.

Mr. Rafferty stated that the sign required a variance because it would be located above the second floor windowsill. Mr. Rafferty stated that the building was very large and the main entrance was not readily apparent, and therefore a prominent display of the street address at the entrance would have the dual benefit of numbering the building and marking the one entry way which serves all the office tenants in the building. Mr. Rafferty indicated that the hardship was based upon the breadth of the building, which occupies an entire city block. He also stated that neighborhood would benefit by being able to see the numbering along Mass Ave.

Due to the fact that no audience remained for this last case of the evening, the Chair dispensed with asking for public comment.

After discussion, the Chair moved that the Board grant a variance to install banners on an exiting building above the second floor windowsills containing street numbers above the ordinance allowed height at 2067 Mass Ave, based on the finding that this is a highly unusual structure in our community in that it occupies a full city block, a very large structure, you only see it on the oblique, that its historical nature and gridlock facade mean that it is very difficult to discern where the entrance is and that given the speed and size of the Avenue at this particular spot in our city, that it is appropriate to install banners at right angles with numbers at this elevation so that people could correctly identify this address.

The Chair moved further that the variance be conditioned on the following:

1. that the work be in conformance with drawings submitted in support of the application entitled Henderson Carriage Building, the Davis Companies, by Selbert Perkins Design, the Selbert Perkins Design Collaborative, Inc., indicated as drawing A1, drawing 5, and drawing 6, dated July 21, 1999.
2. that the neon lights indicated in these drawings are not part of the design and that the signs will be illuminated from a conforming set of spot lights below the banners.

The five member Board voted unanimously in favor of granting a variance (Sieniewicz, Pinck, O'Connell, Spurlock, and Connelly) with the above conditions. Therefore, the variance is granted.

The Board based its decision on the hardship caused the Petitioner by the literal enforcement of the Ordinance. The Board also found that desirable relief could be granted without substantial detriment to the public good and without nullifying or substantially derogating from the intent or purpose of the Ordinance.

The Board of Zoning Appeal is empowered to waive local zoning regulations only. This decision therefore does not relieve the petitioner in any way from the duty to comply with local ordinances and regulation of the other local agencies, including, but not limited to the Historical Commission, License Commission and/or compliance with requirements pursuant to the Building Code and other applicable codes.

Tom Sieniewicz

Tom Sieniewicz, Chair

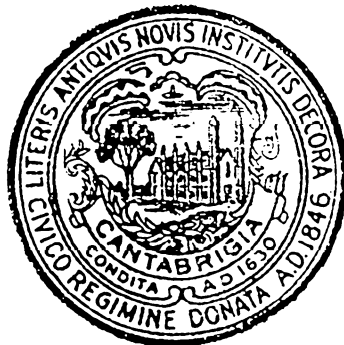
Attest: A true and correct copy of decision filed with the offices of the City Clerk and Planning Board on 4-9-01 by Nana Jackson, Clerk.

Twenty days have elapsed since the filing of this decision.

No appeal has been filed ✓.

Appeal has been filed and dismissed or denied.

Date: 5/2/01 D. Margaret Dwyer City Clerk.





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 2101-2103 Massachusetts Ave, Cambridge, Massachu
do hereby declare my disapproval _____ approval ✓ of the installment of:

Canopy over the sidewalk entrance: 2067 Mass Ave

Awnings over the windows: 2067 Mass Ave

Projecting sign: 2067 Mass Ave

of said property.

Signed: [Signature] Date: 5/2/2001

Address: 2101 Mass Ave, Cambridge MA

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

Proposed WALL Sign

Area in Square feet: _____ Dimensions: _____ X _____

Illumination: Natural _____ Internal ☒ External _____Height (from ground to the top of the sign): 14' 6"**1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE**

Length in feet of store front facing street: (a) 230'. Area of signs allowed accessory to store: outside (1 x a) 230' x 4', behind windows (0.5 x a) 115' x 4'. Area of all existing signs on the store front to remain (including any freestanding sign): 0. Area of additional signs permitted: _____.

2. COMPLETE FOR ANY OTHER SIGN

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

SUMMARY OF LIMITATIONS FOR WALL 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: 60 square feet maximum. **HEIGHT ABOVE THE GROUND:** 20 feet but below the sills of second floor windows. **ILLUMINATION:** Natural or external, or internal illumination with significant limitations. **NUMBER:** No limit.

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATIONSign conforms to requirements of Article 7.000: YES ☒ NO _____

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

Relevant sections: _____

COMMENTS: all signs ① Henderson Carriage Building
 ② The Bicycle Exchange ③ Frameworks ④ Beth Isreal
Deaconess Medical Center ⑤ Charles Assoc. Real Estate ⑥ The
Elephant Walk
 Date: 5/29/00 CDD Representative Claine Thorne

54 H

Applications & Petitions #7

An application was received from Henderson Carriage Ltd Partnership, requesting permission for nine awnings, one canopy and two banners at the premises numbered 2067 Massachusetts Avenue.

In City Council May 7, 2001

ORDER ADOPTED