



# City of Cambridge

Consent Communication #10

IN CITY COUNCIL

March 17, 1997

**ORDERED:** That, in accordance with the provisions of an ordinance relative to placing and maintaining a sign, the Commissioner of Public Works be and hereby is authorized to grant a permit to **WC 71, Inc. d/b/a Wrap Culture** for the erection of a hand treated wood sign at the premises numbered 71 Mount Auburn Street, Cambridge, Massachusetts.

Provided that, before erecting the above named sign 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 sign.

In City Council March 17, 1997

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in dark ink, appearing to read "D. Margaret Drury", written over a faint, circular official stamp.

D. Margaret Drury  
City Clerk

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 WC 71, Inc. d/b/a Wrap Culture be granted permit to erect a sign of the following specification in front of the premises: \_\_\_\_\_

71 Mt. Auburn Street

Type: Wood Sign and Iron Bracket  
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: "Wrap Culture", "Wrap & Smoothie Parlor"

Size: 48" (L) x 30" (H)

Weight: 70 lbs.

How Erected: A: 56" B: 11'5"  
(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: 11'5" Top: 14'7"

WC 71, Inc. d/b/a Wrap Culture, by its Attorney,

James J. Rafferty  
(Signature of Applicant)

James J. Rafferty  
187 Concord Avenue  
Cambridge, MA 02138-2317  
(Address)

#### NOTICE REGULATIONS

#### SECTION 1412.0 STATE BUILDING CODE

#### PROJECTING SIGNS

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

APPROVED: [Signature]  
Building Inspector

3/3/97  
Date

RECEIVED BY  
OFFICE OF CITY CLERK  
97 MAR -3 PM 3:23  
CAMBRIDGE MA.

SIGN CERTIFICATION APPLICATION  
COMMUNITY DEVELOPMENT DEPARTMENT

APPLICANT:

WC 71, Inc d/b/a Wrap Culture  
(name)

(phone)

71 Mt Auburn St

(address)

James J. Refferty, Attorney for Petitioner  
(signature, authorized representative)

LOCATION PREMISES:

71 Mt Auburn St

ZONING DISTRICT:

BB

AREA OF SPECIAL  
PLANNING CONCERN:

Harvard Square  
Overlay: X

Parkway  
Overlay: \_\_\_\_\_

Business  
B-1 or B-2: \_\_\_\_\_

North Massachusetts  
Avenue: \_\_\_\_\_

Central  
Square: \_\_\_\_\_

University  
Park: \_\_\_\_\_

DATE APPLICATION SUBMITTED:

3/17/97

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  
BUILDING PERMIT HAS BEEN ISSUED BY THE DEPARTMENT OF INSPECTIONAL SERVICES

Copies to:

Inspectional Services: ✓

Clerk: \_\_\_\_\_

CDD: \_\_\_\_\_

Applicant: \_\_\_\_\_

Revised 6/24/91

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 WC 71, Inc. d/b/a Wrap Culture be granted

permit to erect a sign of the following specification in front of the premises: \_\_\_\_\_

71 Mt. Auburn Street

Type: Wood Sign and Iron Bracket  
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: "Wrap Culture", "Wrap & Smoothie Parlor"

Size: 48" (L) x 30" (H)

Weight: 70 lbs.

How Erected: A: 56" B: 11'5"  
(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: 11'5" Top: 14'7"

WC 71, Inc. d/b/a Wrap Culture, by its Attorney,

James J. Rafferty  
(Signature of Applicant)  
James J. Rafferty  
187 Concord Avenue  
Cambridge, MA 02138-2317  
(Address)

# NOTICE REGULATIONS

## SECTION 1412.0 STATE BUILDING CODE

## PROJECTING SIGNS

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

APPROVED: \_\_\_\_\_  
Building Inspector

\_\_\_\_\_  
Date

To be completed by applicant

I. Proposed **PROJECTING** sign (include sketch)  
(Including Awnings)

AREA IN SQUARE FEET: 1258 DIMENSIONS: 30" x 48"

ILLUMINATION: Natural X Internal      External X

HEIGHT FROM GROUND TO TOP OF SIGN: 15'

\*\*\*\*\*

1. COMPLETE FOR ALL SIGNS TO BE ACCESSORY TO A FIRST FLOOR STORE

Length of store facing street: (a) 20. Area of all signs to remain: 0 \*. Total area of signs allowed accessory to the storefront: outside (1 x a) 20, inside (.5 x a) 10.

\* existing signs to remain, including free standing signs

\*\*\*\*\*

2. COMPLETE FOR ALL SIGNS NOT ACCESSORY TO A FIRST FLOOR STORE

Length of building facade facing street: (b)     . Area of all signs to remain:      \*. Total area of signs allowed accessory to the facade: outside (1 x b)     , inside (.5 x b)     .

\* existing signs to remain, including free standing signs

\*\*\*\*\*

SUMMARY OF LIMITATIONS ON PROJECTING SIGNS (see Article 7.000 for all applicable regulations):

Area: 13 square feet. Height above ground: 20 feet but below sills of second floor windows. Illumination: Natural or external only. Number: One/store + one/door to rest of building.

\*\*\*\*\*

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

Sign conforms to requirements of Article 7.000: YES X NO     

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

Reasons:       
      
    

Sections:     

Date: 3/17/97 Signature of CDD Representative: [Signature]

**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.

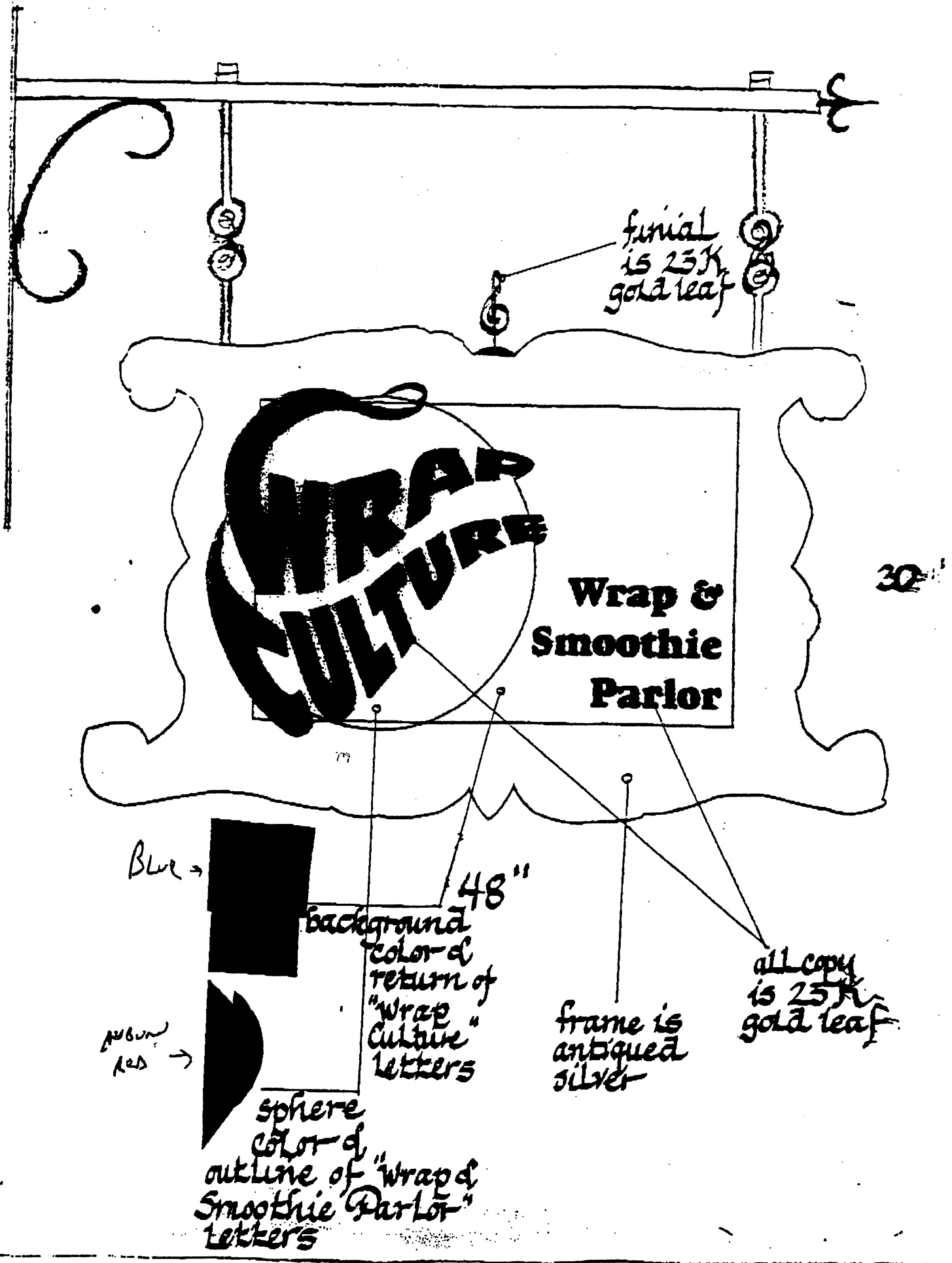
**LIMITATIONS ON NUMBER OF SIGNS PERMITTED**

- |                         |                                                                                             |
|-------------------------|---------------------------------------------------------------------------------------------|
| 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:<br><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</td></tr><tr><td></td><td>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 |  | The sign consists only of individual letters, or channel letters, or only the letters in a box sign are illuminated. |
| 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                                                                                                                                                                                                                                                                                                                                                                                        |    |                                            |    |                                                                                                |  |                                                                                                                      |
|                                                                 | The sign consists only of individual letters, or channel letters, or only the letters in a box sign are illuminated.                                                                                                                                                                                                                                                                                                                                                                  |    |                                            |    |                                                                                                |  |                                                                                                                      |

\* \* Where the sign frontage is more than 100 feet from a street the multiplier may be increased to 2 square feet.





Robert R. Bersani  
Commissioner

# CITY OF CAMBRIDGE

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

RECEIVED BY  
OFFICE OF CITY CLERK  
97 MAR 17 PM 4:53  
CAMBRIDGE, MA.

To Whom It May Concern:

As owner or agent of 74 Mt. Auburn Street, 75 Mt. Auburn Street & 1350 Massachusetts Avenue & 65 Mt. Auburn Street, 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: ✓ 71 Mt. Auburn St. (WC 71, Inc

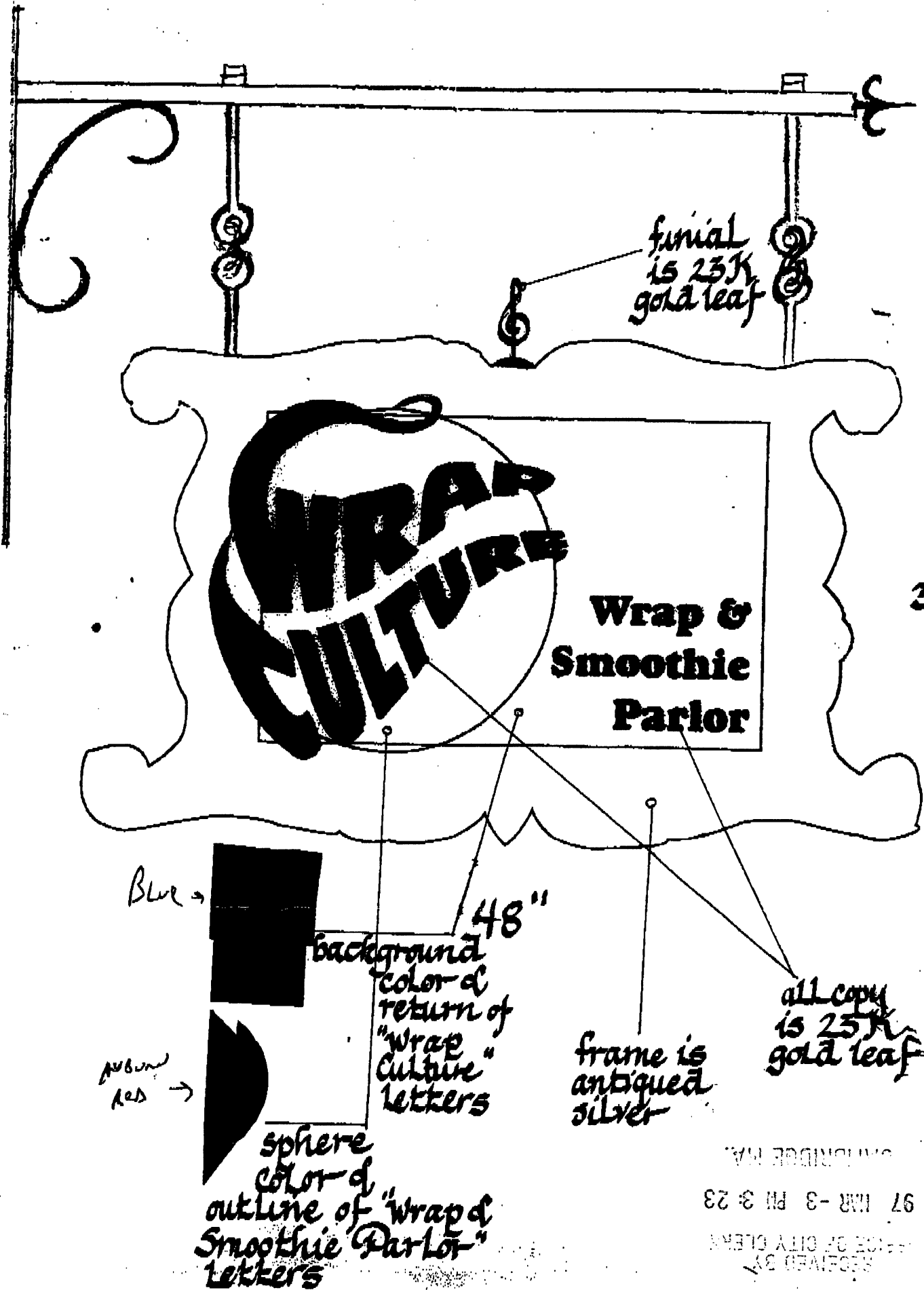
of said property

HARVARD PLANNING & REAL ESTATE 21612 W2P  
Culture)

Signed: [Signature] Date: 3/17/97

Address: 10 Mt Auburn st Cambridge, Ma. 02139

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



RECEIVED BY  
OFFICE OF CITY CLERK  
MAR -3 PM 3:23  
CAMBRIDGE MA.

Consent Communication #10

H-34

Petition was received from WC71, Inc.  
d/b/a Wrap Culture requesting permission to  
erect a sign at the premises numbered  
71 Mount Auburn Street.

In City Council March 17, 1997

**ORDER ADOPTED**