



Cambridge Development & Investment Associates, Inc.

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December 9, 1988

Mr. Joe Connarton  
City Clerk  
Cambridge City Hall  
795 Massachusetts Avenue  
Cambridge, MA 02139

Dear Mr. Connarton:

This is to request review of the city council for a temporary banner across Massachusetts Avenue as shown on the attached plan. As you know, our public opening was last week, and we feel that such signage would be extremely helpful at this time to the businesses that just opened in terms of attracting holiday shoppers. Many of the businesses feel that the December sales are vital for their livelihood.

Your assistance in putting this matter on the agenda for city council review for Monday, December 12 would be greatly appreciated. If there is anything further we need to do, please call Shannah Hall at 547-8110.

Very truly yours,

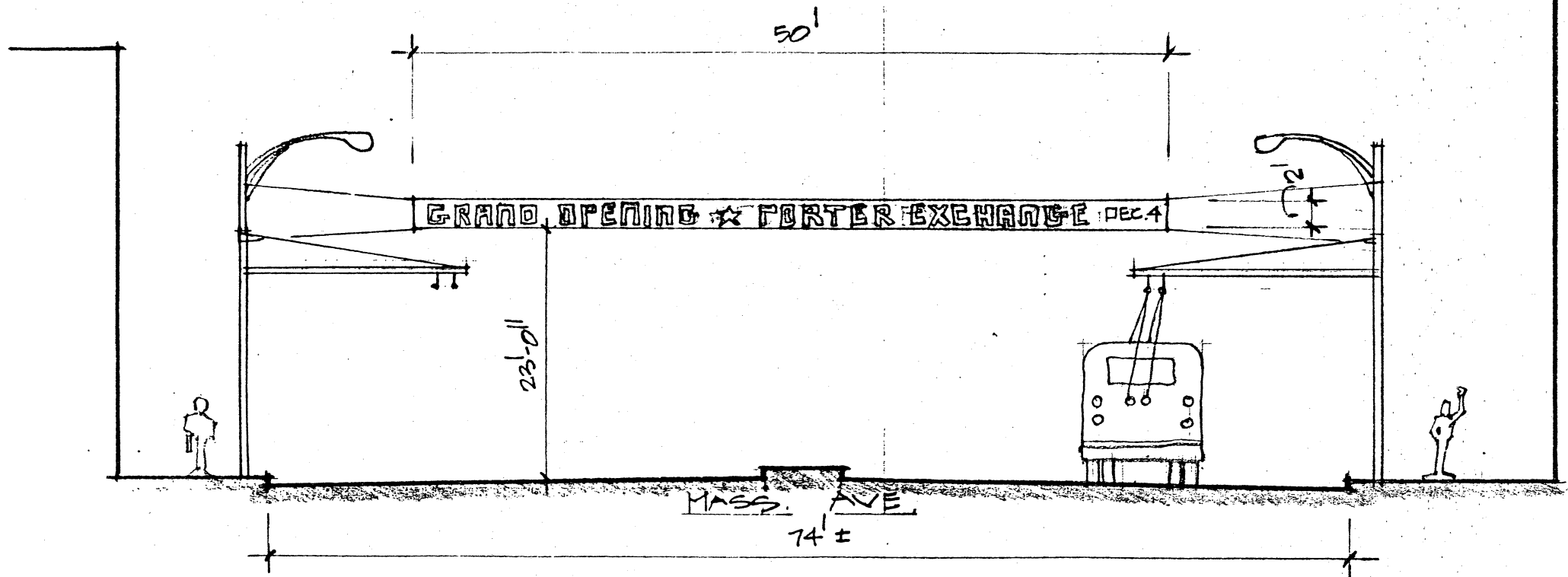
A handwritten signature in cursive script, reading "Sharon M. Cerny", is written over the typed name.

Sharon M. Cerny  
Executive Vice President

SC/lmb  
wpdlease537

*Received by hand at rostrum @ 6:02 P.M. - 12/12/88*

1776 Massachusetts Avenue, Cambridge Mass 02140 (617) 547-8110

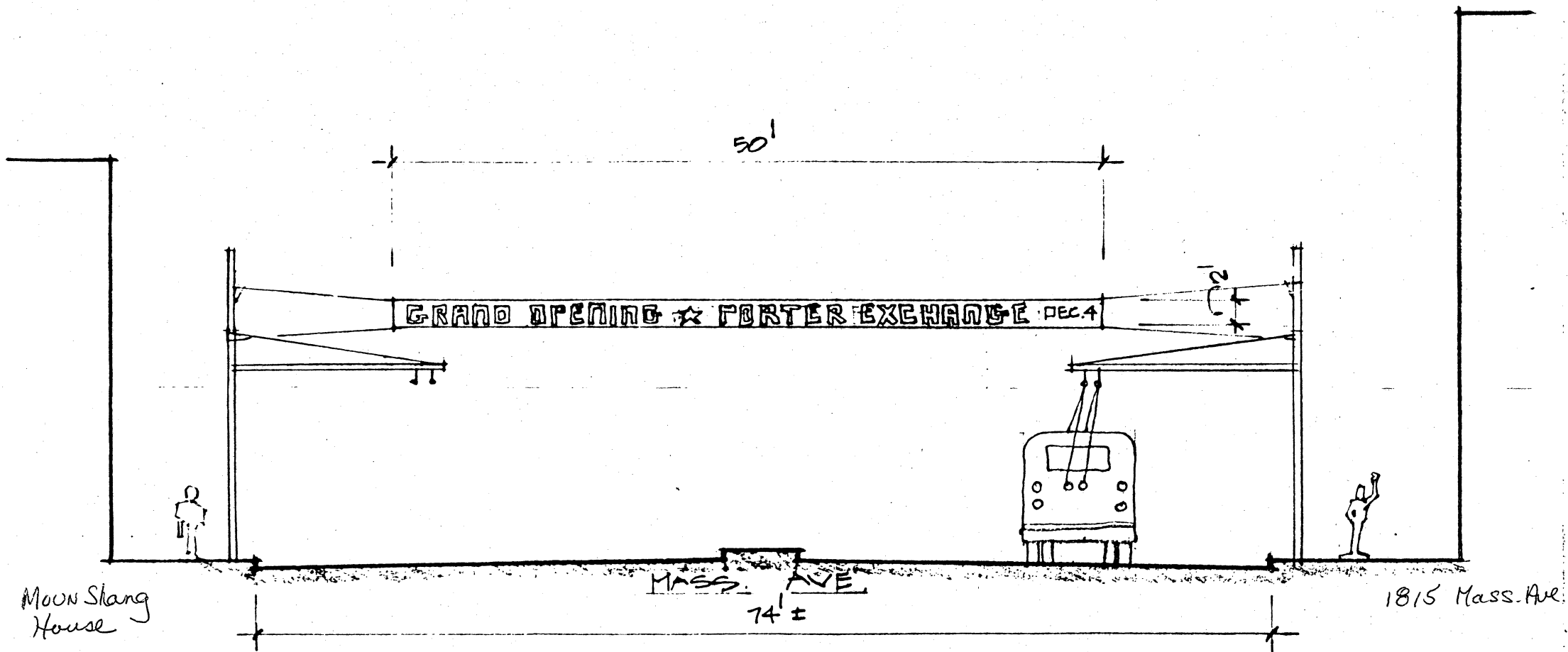


PROPOSED BANNER

3/32" = 1'-0"

SK-12.09-3

1815 REALTY TRUST



PROPOSED BANNER  
3/32" = 1'-0" SK-12.09-3

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 1815 Realty Trust be granted permit to erect a sign of the following specifications in front of premises at 1815 Massachusetts Avenue,

Type: A banner 2' x 50' across Mass. Ave  
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: Grand Opening Porter Exchange Dec. 4<sup>th</sup>  
or Now Open Porter Exchange

Size: 2' x 50'

Weight: \_\_\_\_\_

How Erected: A: \_\_\_\_\_ B: \_\_\_\_\_  
(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 \_\_\_\_\_ Top \_\_\_\_\_

Sharon Camp  
(Signature of Applicant)

1815 Massachusetts Ave.  
(Address)

Cambridge, MA 02140

#### 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: \_\_\_\_\_  
Building Inspector

\_\_\_\_\_  
Date

**PETITION**

of \_\_\_\_\_

for \_\_\_\_\_

No. \_\_\_\_\_

\_\_\_\_\_ 19 \_\_\_\_\_

In City Council, \_\_\_\_\_ 19 \_\_\_\_\_

Referred to the Committee on

**Attest:**

**City Clerk**



# CITY OF CAMBRIDGE – BUILDING DEPARTMENT

Permit No. \_\_\_\_\_ Fee Paid \$ \_\_\_\_\_

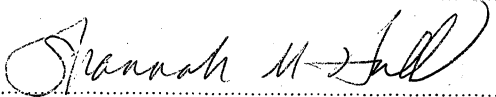
## APPLICATION FOR SIGNS, BILLBOARDS, ETC.

The undersigned hereby applies for a permit to INSTALL TEMPORARILY "GRAND  
OPENING" BANNER on the following premises: HUNG ACROSS  
MASS. AVE @ 1815 MASS. AVE. PORTER EXCHANGE  
Date 12 DEC. 88

Location 1815 MASS. AVE.  
Name of Owner 1815 REALTY TRUST Address 1770 MASS. AVE. CAMB.  
Name of Contractor UNIVERSITY BRINK Address WATERDOWN MA.  
Size of Sign 2' x 50' Material VINYL / ROPE  
Height above sidewalk 23' 0" ± Projection from Building ACROSS MASS. AVE.  
Area of Billboard 100 SF. Material \_\_\_\_\_ State Permit No. \_\_\_\_\_  
Roof Sign \_\_\_\_\_ Set back \_\_\_\_\_ Dist. Roof to Sign \_\_\_\_\_  
Estimated Cost of sign \$ 500 How is building occupied MALL.  
Experience in Sign Work \_\_\_\_\_  
Proposed Work \_\_\_\_\_

Experience in Building Trade for Special License: \_\_\_\_\_

Signature of Licensed Sign Erector

  
Signature of Owner or Authorized Representative

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Lic. No. \_\_\_\_\_ Class \_\_\_\_\_

My License expires \_\_\_\_\_ Telephone Number \_\_\_\_\_

Approved (Date) \_\_\_\_\_ Permit Granted \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

No. .... Fee.....

**APPLICATION FOR  
PERMIT FOR SIGNS, BILLBOARDS, ETC.  
LOCATION**

No. ....

.....

.....

.....

.....19.....

Has the work been completed in accordance with  
this application and plans filed and approved?

.....

Law been violated?.....19.....

Violation removed .....19.....

.....

*Inspector.*

.....

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# CITY OF CAMBRIDGE

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

JOSEPH J. CELLUCCI  
COMMISSIONER OF BUILDINGS  
AND HOUSING

To Whom It May Concern:

As owner or agent of Commonwealth Lp Co., Cambridge, Massachusetts,

I do hereby declare my disapproval \_\_\_\_\_ approval ✓ of the installment of:

Banner Massachusetts Avenue

~~Canopy~~ over the sidewalk entrance: \_\_\_\_\_

Awnings over the windows: \_\_\_\_\_

Projecting sign: \_\_\_\_\_

of said property.

Signed: Edward A. Mayer Date: 12-12-88

Address: 1853 Mass. Ave. Cambridge

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



# CITY OF CAMBRIDGE

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

JOSEPH J. CELLUCCI  
COMMISSIONER OF BUILDINGS  
AND HOUSING

To Whom It May Concern:

As owner or agent of 39 Roseland Street, Cambridge, Massachusetts,

I do hereby declare my disapproval \_\_\_\_\_ approval ☒ of the installment of:

Banner Mass. Avenue  
Canopy over the sidewalk entrance: \_\_\_\_\_

Awnings over the windows: \_\_\_\_\_

Projecting sign: \_\_\_\_\_

of said property.

Signed: Sharon Ceraf Date: 12-12-08  
Address: 39 Roseland Street, Cambridge

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

December 9, 1988

Rev. Dudley  
13 Arlington Street  
Cambridge, MA 02144

Dear Rev. Dudley:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

The proposed sign would be 74'X 2', and would be designed to match the style/motif of Porter Exchange. We would greatly appreciate your assistance with this matter. Please contact City Clerk, Joe Connarton at 498-9017 by 5:00 p.m. Monday, December 12, to discuss your approval or opposition to the idea.

Thank you for your consideration.

Very truly yours,

*Shannah Hall*

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

*Dudley,  
Please call me at  
home over the weekend  
if you have any  
questions. Sorry for  
the short notice. Also  
I'm enclosing a flyer  
for a free children's  
concert if any of the  
congregation or  
school are  
interested  
Thank  
Sharon  
721-2611*

1776 Massachusetts Avenue, Cambridge Mass 02140 (617) 547-8110

*P.S. Any interest in selling weather  
at P.E. No one has called*



Cambridge Development & Investment Associates, Inc.

December 9, 1988

Mr. Richard Silver  
54 Hammond Street  
Cambridge, MA 02144

Dear Mr. Hammond:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

*Richard,  
Please call me  
at home over the  
weekend if you  
have any questions.  
Thank  
Sharon  
Cery  
12-26-11*



Cambridge Development & Investment Associates, Inc.

December 9, 1988

Mr. Peter Kasch  
48A Rice Street  
Cambridge, MA 02144

Dear Mr. Kasch:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

*Please call me at  
home over the weekend  
if you have any questions  
721-2611. Sorry for  
the short notice.  
Thank you  
Sharon*



Cambridge Development & Investment Associates, Inc.

December 9, 1988

Mr. Hans Loeser  
78 Washington Avenue  
Cambridge, MA 02140

Dear Mr. Loeser:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

Hans -  
Please feel free  
to call me at home  
721-2611 if you have  
any questions over  
the weekend.  
Sharon



Cambridge Development & Investment Associates, Inc.

December 9, 1988

Mr. Simon Shapiro  
TAGS HOUSWARE & HARDWARE  
29 White Street  
Cambridge, MA 02140

Dear Mr. Shapiro:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

*Si -  
Please call me at  
home - 721-2611 if you  
have any questions  
over the weekend  
Sharon*



Cambridge Development & Investment Associates, Inc.

December 9, 1988

Ms. Mary Sullivan  
811 Somerville Avenue  
Somerville, MA 02144

Dear Ms. Sullivan:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

A handwritten signature in cursive script that reads "Shannah M. Hall".

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

*Mary,  
Please feel free  
to call me over the  
weekend at home  
721-2611 if you have  
any questions,  
Sharon*



Cambridge Development & Investment Associates, Inc.

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December 9, 1988

Elaine Thorne, Assistant Planner  
Community Development Department  
City Hall Annex  
57 Inman Street  
Cambridge, MA 02139

Dear Ms. Thorne:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

A handwritten signature in cursive script, reading "Shannah M. Hall".

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538



Cambridge Development & Investment Associates, Inc.

---

December 9, 1988

Mr. Mike Rosenberg  
Assistant to the City Manager  
795 Massachusetts Avenue  
Cambridge, MA 02139

Dear Mr. Rosenberg:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

A handwritten signature in cursive script, reading "Shannah Hall", is written over a horizontal line.

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

**CDIA**

Cambridge Development &amp; Investment Associates, Inc.

*filed hand delivered  
no listing to home  
5.17*

December 9, 1988

Mr. Ed McNulty  
MIT Campus Police  
77 Massachusetts Avenue  
Cambridge, MA 02139

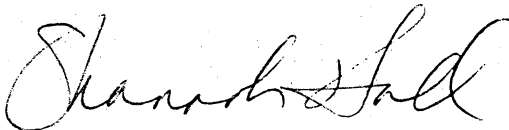
Dear Mr. McNulty:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,



Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

*Ed,  
Please feel free  
to call me at home 721-2611  
over the weekend if  
you have any questions  
Thank you  
Sharon Cunningham*

*hand delivered  
to home.*

Cambridge Development &amp; Investment Associates, Inc.

December 9, 1988

Mr. Jacek von Henneberg  
HENNEBERG & HENNEBERG  
280 Franklin Street  
Cambridge, MA 02139

Dear Mr. von Henneberg:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

Shannah M. Hall  
Vice President &  
Director of Leasing

*Please call me at  
home at 721-2611  
if you have any  
questions over the  
weekend  
Thank  
Sharon*

SMH/lmb  
wpdcdia538



Cambridge Development & Investment Associates, Inc.

December 9, 1988

Ms. Carol Hantman  
6 Newport Road  
Cambridge, MA 02140

Dear Ms. Hantman:

We would like to request your review and approval for a proposed banner to be hung on Massachusetts Avenue in front of our building, Porter Exchange, which announces that Porter Exchange is open. As you know, our public opening was last week, and we feel that such signage would be extremely helpful, at this time, to the businesses that just opened. Many of the businesses feel that the December sales are vital for their livelihood, and attracting holiday shoppers is crucial at this time. Many people do not yet realize that we are open.

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Thank you for your consideration.

Very truly yours,

Shannah M. Hall  
Vice President &  
Director of Leasing

SMH/lmb  
wpdcdia538

*Carol  
Please call me at  
home over the weekend  
if you have any  
questions. Thank  
Sharon Leung  
721-2611*

weigh  
height above  
mass  
Ave.

50'

GRAND OPENING ★ PORTER EXCHANGE

12'

MASS AVE  
74' ±

PROPOSED BANNER

3/32" = 1'-0"

SK-12.09-3

Cambridge, 12 DECEMBER 19 88

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 1815 PARTY TRUST be granted permit to erect a sign of the following specifications in front of premises 1815 MASS. AVE. CAMBRIDGE

Type: Vinyl banner stretched across MASS AVE. (SEE SKETCH)  
(State whether Electric or otherwise and material used in construction) SK-12.09-3)

Reading matter to go on sign: "Grand Opening - Porter Exchange"

Size: 2' high by 50' long

Weight: 150 lbs approx.

How Erected: A: 74' B: 23'  
(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 23' Top 25'

Douglas Shoop DOUGLAS SHOOP  
(Signature of Applicant)

1776 MASS. AVE. CAMBRIDGE (CDIA)  
(Address)

RECEIVED BY  
OFFICE OF CITY CLERK  
1988 DEC 12 PM 3:58  
CAMBRIDGE MA.

#### 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

12/12/88  
Date

**PETITION**

of 1815 Realty Trust

for a banner announcing the grand opening  
of the Porter Exchange

No at 1815 Mass. Avenue

December 12, 19 88

In City Council, December 12, 19 88

Referred to the Committee on

Attest:

City Clerk

12-12-88

Referred to City  
Manager with Power to Act.

copy sent to the City Manager 12/14/88  
nh