



CITY OF CAMBRIDGE
INTEROFFICE CORRESPONDENCE

To Mary Flynn, Interim Director
Community Development Department

Date March 6, 1986

From Joseph E. Connarton, Acting City Clerk

Reference

Subject Petition of the Harvard Square Theatre

Pursuant to the request of the City Council, I am forwarding a copy of the above referenced petition for seven (7) awnings to be located at 10 Church Street for further review. Specifically, Councillor Francis Duehay has requested that a representative of your Department contact Mr. Howard Van Vleck, Chairman of the Building's and Grounds Committee of the First Parish, Unitarian Church, located at 3 Church Street, in order to determine the Church's position on this request. Mr. Van Vleck can be reached at 354-3579.

Once this has been done, please let me know in order that I can inform the Council so that some action may be taken on this petition which has been tabled at this time.

Thank you for your cooperation in this matter.

JEC/mh

Enclosures

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

PRIOR TO APPROVAL BY 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 HARVARD SQUARE ^{10 CHURCH ST} be granted permit to erect a sign of the following specifications in front of premises

Type: FIXED TEXTILE AWNINGS ILLUMINATED FROM WITHIN
 (State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: SEE ATTACHED DRAWING ^{7 awnings}

Size: AVERAGE ON DRAWING 11'

Weight: 190 LBS. ^{each awning weighing 190/lbs}

How Erected: A: 3'-8" B: 7'-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 7'-5" Top 11'-0"

Paul Peterson

(Signature of Applicant)

415 MYSTIC AVE MEDFORD MASS.

(Address)

Received for Design Review 6/18/85 2.B

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

10/16/85

Date



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 1730 Mass Ave, Cambridge, Massachusetts,

I do hereby declare my disapproval _____ approval X of the installment of:

Canopy over the sidewalk entrance: as detailed on the

Awnings over the windows: plan dated 1/30/85 by the

Projecting sign: Townscope Institute for the
Honar Square Theatre.

of said property.

Signed: James Plunkett, Agent Date: 6/15/85

Address: Box 239 Lewis Wharf Boston Mass

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 26-28 Church St., Cambridge, Massachusetts,
I do hereby declare my disapproval ☒ approval ☐ of the installment of:

Canopy over the sidewalk entrance: ☒

Awnings over the windows: ☒

Projecting sign: ☐

of said property.

Signed: Sheldon Dietz

Date: Sept. 11, 1985

Address: ONE SPARKS PLACE, CAMBRIDGE MASS. 02138

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

I believe the Awnings. Project 100 feet,
are too dominating, and the logo on each
awning ~~make~~ ^{make} a series of signs. We
consider the building painted area to be a sign.
Coupled with the dimensions of face of the
awnings, it would appear that the footage
allowed in 7.13.3(a) would be exceeded.
We would suggest a more modest design.

FORM IS 24

BEFORE YOU BUY, OR RENT - CHECK ZONING, BE SURE THE BUILDING CAN BE USED FOR THE PURPOSE INTENDED.



CITY OF CAMBRIDGE
INTEROFFICE CORRESPONDENCE

To Elaine Thorne, Community Development Dept.

Date February 13, 1986

From Paul E. Healy, City Clerk

Reference

Subject Petition of the Harvard Square Theatre for
seven awnings at 10 Church Street

Please be advised that the City Council at its regular meeting of Monday, February 10th, 1986 was in receipt of the above-referenced petition for seven awnings at the Harvard Square Theatre. Councillor Vellucci Charter Righted this petition, thus postponing further discussion of same until the next City Council meeting. The Council also expressed concern as to whether the sign ordinance had been complied with and wishes to know if it has been complied with, prior to taking further action.

Would you please be so kind as to forward to this office a copy of the Community Development Dept.'s design review form illustrating your Dept.'s decision with regard to this petition.

Your very kind attention and cooperation in this matter will be greatly appreciated, both by this office and the City Council.

PEH/mh

01
SIGN DESIGN REVIEW APPLICATION
COMMUNITY DEVELOPMENT DEPARTMENT

FEB 24 PM 3:30

APPLICANT: Harvard Square Theatre, Harvard Square 449-7777
Enterprises, Inc.(name) (phone)
10 Church Street
Cambridge, MA

(address)

Anthony T. Mammillo, Pres
(signature, authorized representative)

PROPERTY OWNER: Harvard Square Realty Trust

LOCATION PREMISES: 10 Church St., Harvard Square

ZONING DISTRICT: Business District

AREA OF SPECIAL
PLANNING CONCERN:

Harvard Sq.
Overlay

Parkway
Overlay

Bus. B-1 or B-2

DATE APPLICATION SUBMITTED: November 28, 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

<u>Title</u>	<u>Date</u>	<u>Scale</u>
<u>Harvard Square Theatre</u>	<u>approx. 10/84</u>	<u>2 photographs</u>
<u>Harvard Square Theatre</u>	<u>(existing condition, 1984)</u>	<u>xerox copy</u>
<u>Proposed awnings</u>	<u>November 1985</u>	<u>1/8"=1'</u>
<u>Detail/Section of awning</u>	<u>May 1985</u>	<u>1"=1'</u>
<u>Graphic element, above awning</u>		<u>not to scale</u>

Please submit three copies of all submitted material.

A. EXISTING CONDITIONS

1. Length of lot frontage abutting a street(s) approx. 140' (Church St.)

2. Length of frontage of ground floor establishment (where applicable) N.A.

3. Total area of signage permitted on a lot (2 x #1) 280'

4. Total area of signage currently located on subject lot approx. 192'

5. Existing Signs

Name	Type	Area	Date of Bldg. Permit
------	------	------	----------------------

Harvard Square Theatre

Illuminated, changeable copy

panel ca. 176 S.F.

Harvard Square Theatre

lettering painted above entrance

ca. 16 S.F.

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

B. PROPOSED SIGNS

1. Proposed Sign(s) Height Area Dimensions Illumination
(to top of sign)

Wall Sign _____

Free Standing _____

Projecting _____

Other

Awnings (fabric) on steel tubing (see
drawings for dimensions, etc.)

2. Detailed description of proposed sign(s) including materials, illumination, colors, etc. Suggested material for awnings is

Sunbrella: Royal Blue #1117; outdoor poster luminaire in

upper section of awning & down lights above the entrance

doors. Graphic element on awning repeats the central motif

from the mural.

3. Is proposed sign a copy replacement x or total replacement x of a legally erected non-confirming sign? no

What are the dimensions of the existing non-confirming sign? x

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

1. Decision approved as submitted

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 _____

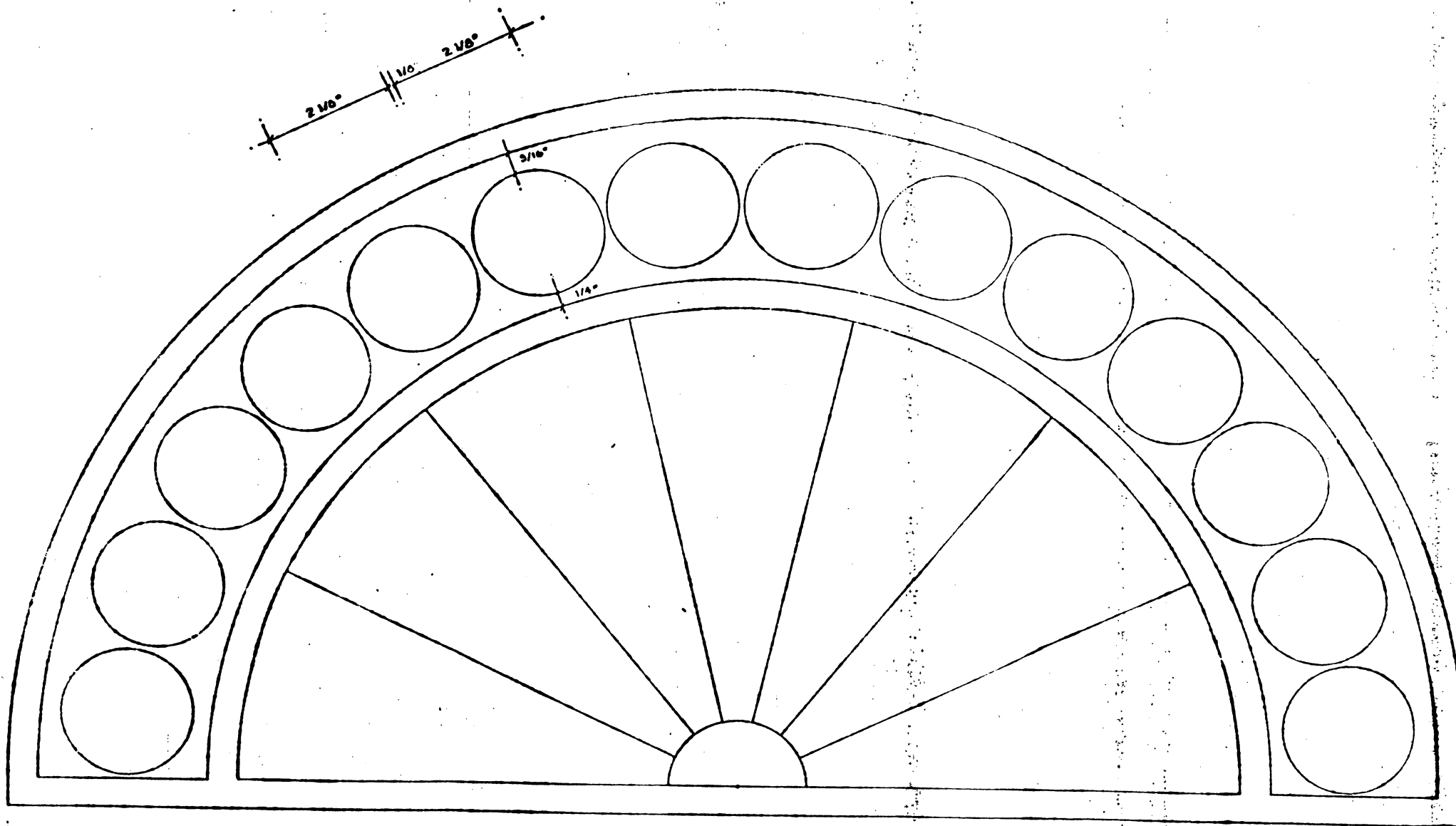
b. The proposed sign conforms to the Decision of the CDD: ✓

c. Sign does not require CDD design approval. _____

1.24.1986
(date)

Elaine C. Thorne

Authorized signature for the
Community Development Department



$2 \frac{1}{8}^\circ$ $\frac{1}{16}$ $2 \frac{1}{8}^\circ$

$5 \frac{1}{16}^\circ$

$1 \frac{1}{4}^\circ$

24°

$\frac{1}{2}^\circ$

$2 \frac{3}{4}^\circ$

$\frac{1}{2}$

$7 \frac{1}{8}^\circ$

$2 \frac{1}{4}^\circ$

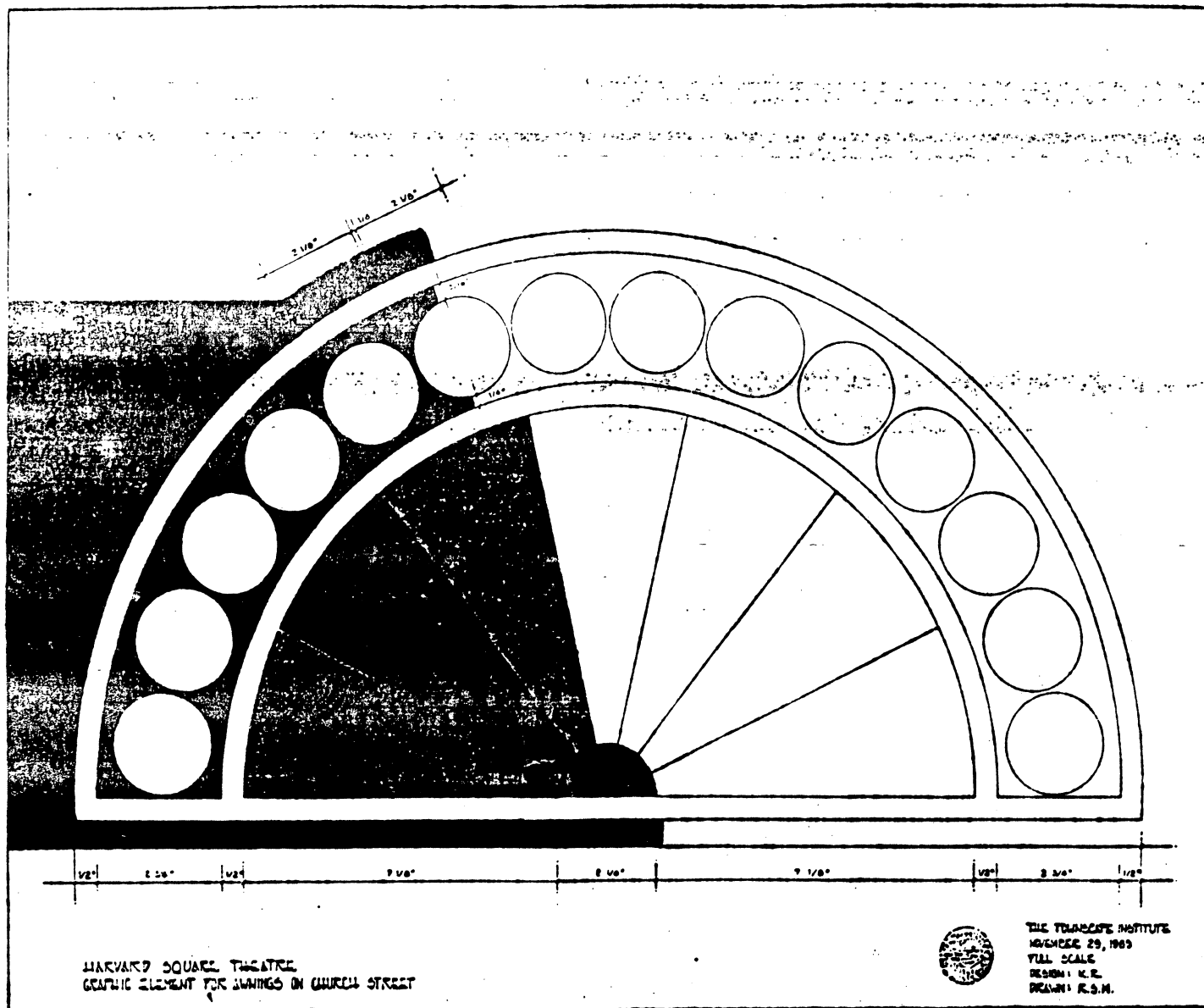
$7 \frac{1}{8}^\circ$

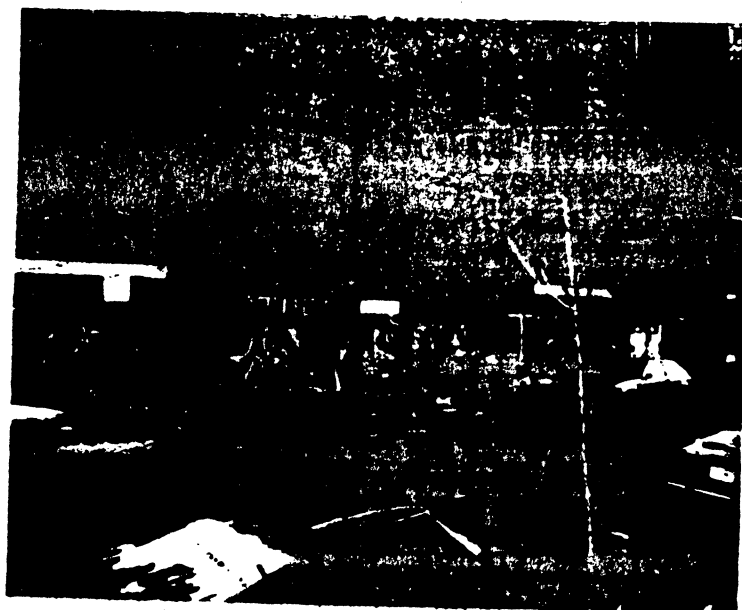
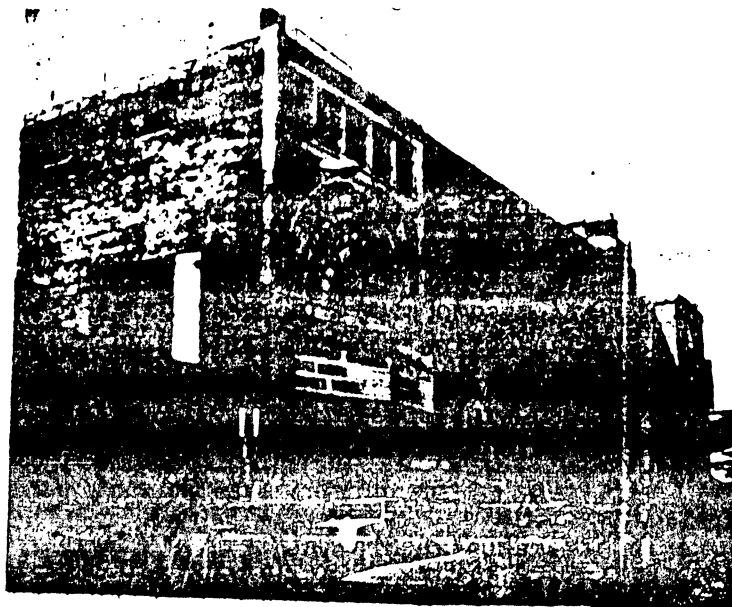
$\frac{1}{2}^\circ$

$2 \frac{3}{4}^\circ$

$\frac{1}{2}$

THE TOWNSCAPE INSTITUTE
 NOVEMBER 29, 1985





Harvard Square Theatre
Existing Condition, Nov. 1984

GLASS PANEL BETWEEN
AWNINGS (OPTIONAL)

AWNING OVER
ENTRANCE INCL.
DOWN LIGHTING.

40°

LIGHT TRACK FIXED TO
AWNING TUB STRUCTURE
DOWN LIGHTING FIXTURE
DIFFUSER GRILLE

7'-6"

7'-5"

3'-8"

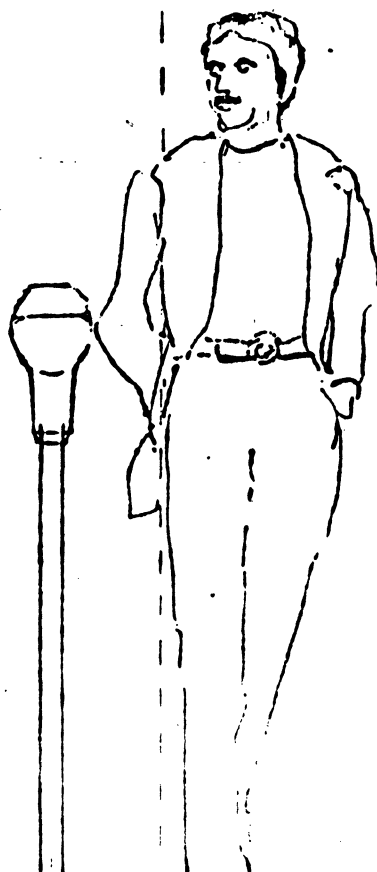
2'-0"

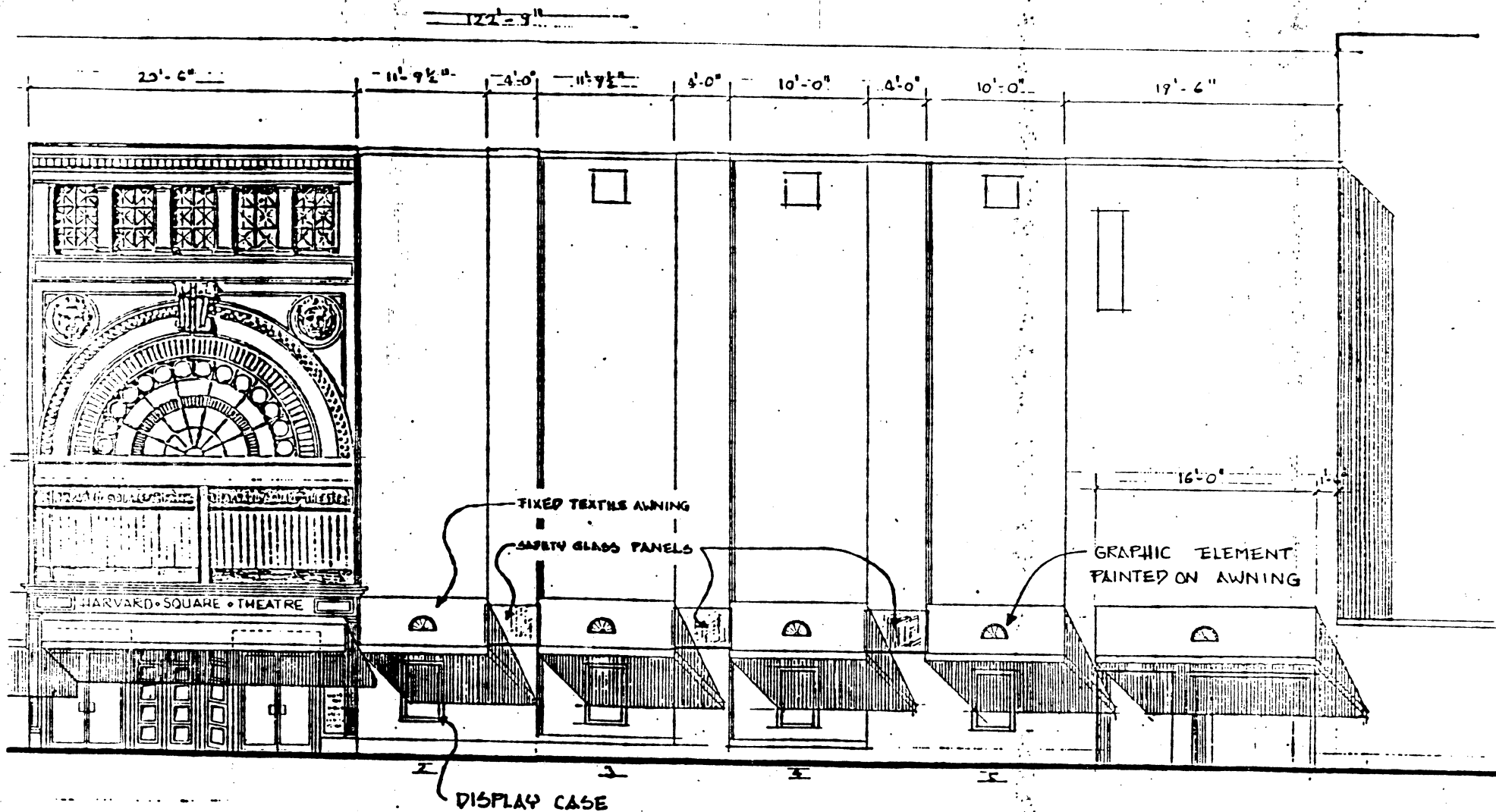
11'-2" WITHOUT
RECESS

SKITTING HARVARD SQUARE
THEATRE

9'-7"

ENTRANCE OPENING





AWNINGS ALONG CHURCH ST.
 ED FROM INSIDE
 TO BE RECESSED INTO
 WITH EXISTING BRICK SURFACE).



The Townscape Institute
 Two Hubbard Park, Cambridge, Massachusetts 02138
 NOVEMBER 1985
 ALL DIMENSIONS SUBJECT
 TO FIELD VERIFICATION
 APPROX. SCALE: 1/8"=1'

HARVARD SQUARE THEATRE

- 1 ZELIG
- 2 KOYAANISQATSI
- 3 DIRECTORS FESTIVAL

- 1 ZELIG
- KOYAANISQATSI
- DIRECTORS FESTIVAL

87

SIGN DESIGN REVIEW APPLICATION
COMMUNITY DEVELOPMENT DEPARTMENT

RECEIVED BY
CLERK
FEB 24 PM 3:39

APPLICANT: Harvard Square Theatre, Harvard Square 449-7777
Enterprises, Inc(name) (phone)

10 Church Street

Cambridge, MA

(address)

Anthony T. Maunillo, Pres

(signature, authorized representative)

PROPERTY OWNER: Harvard Square Realty Trust

LOCATION PREMISES: 10 Church St., Harvard Square

ZONING DISTRICT: Business District

AREA OF SPECIAL
PLANNING CONCERN:

Harvard Sq.
Overlay

Parkway
Overlay

Bus. B-1 or B-2

DATE APPLICATION SUBMITTED: November 28, 1985

PLEASE NOTE:

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SUBMISSION MATERIAL

GRAPHIC MATERIAL

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SUBMITTED PLANS, PHOTOS

<u>Title</u>	<u>Date</u>	<u>Scale</u>
Harvard Square Theatre	approx. 10/84	2 photographs
Harvard Square Theatre	(existing condition, 1984)	xerox copy
Proposed awnings	November 1985	1/8"=1'
Detail/Section of awning	May 1985	1"=1'
Graphic element, above awning		not to scale

Please submit three copies of all submitted material.

A. EXISTING CONDITIONS

1. Length of lot frontage abutting a street(s) approx. 140' (Church St.)
2. Length of frontage of ground floor establishment (where applicable) N.A.
3. Total area of signage permitted on a lot (2 x #1) 280'
4. Total area of signage currently located on subject lot approx. 192'

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

Harvard Square Theatre

Illuminated, changeable copy

panel ca. 176 S.F.

Harvard Square Theatre

lettering painted above entrance

ca. 16 S.F.

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

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 | <hr/> | | | |
| Free Standing | <hr/> | | | |
| Projecting | <hr/> | | | |
| Other | <u>Awnings (fabric) on steel tubing (see drawings for dimensions, etc.)</u> | | | |
2. Detailed description of proposed sign(s) including materials, illumination, colors, etc. Suggested material for awnings is
Sunbrella: Royal Blue #1117; outdoor poster luminaire in
upper section of awning & down lights above the entrance
doors. Graphic element on awning repeats the central motif
from the mural.
3. Is proposed sign a copy replacement x or total replacement x of a legally erected non-confirming sign? no
What are the dimensions of the existing non-confirming sign? x

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

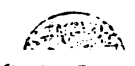
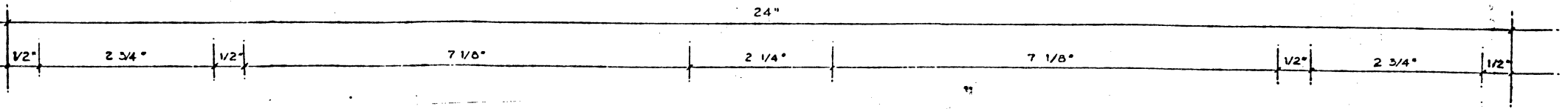
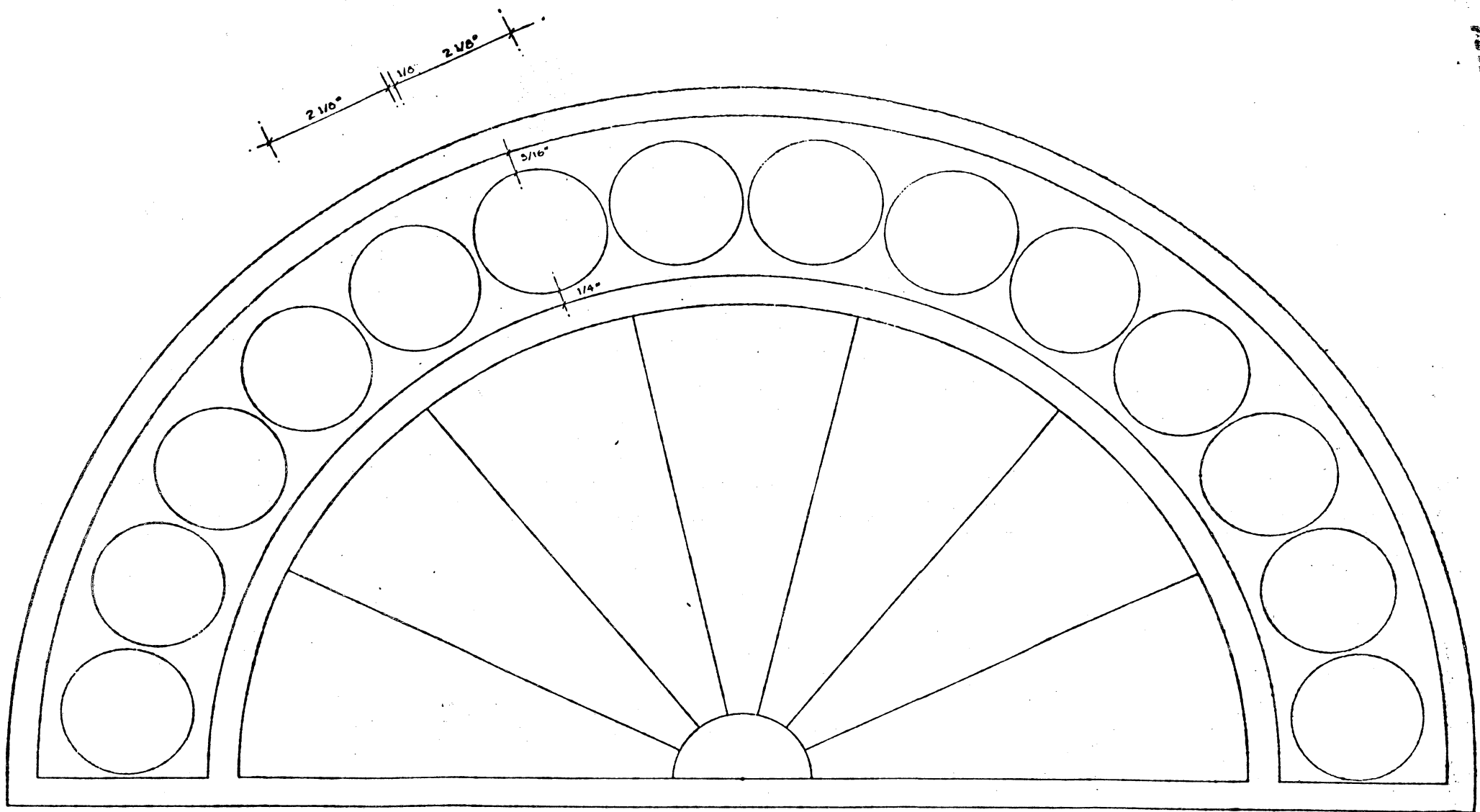
1. Decision approved as submitted

2. Findings

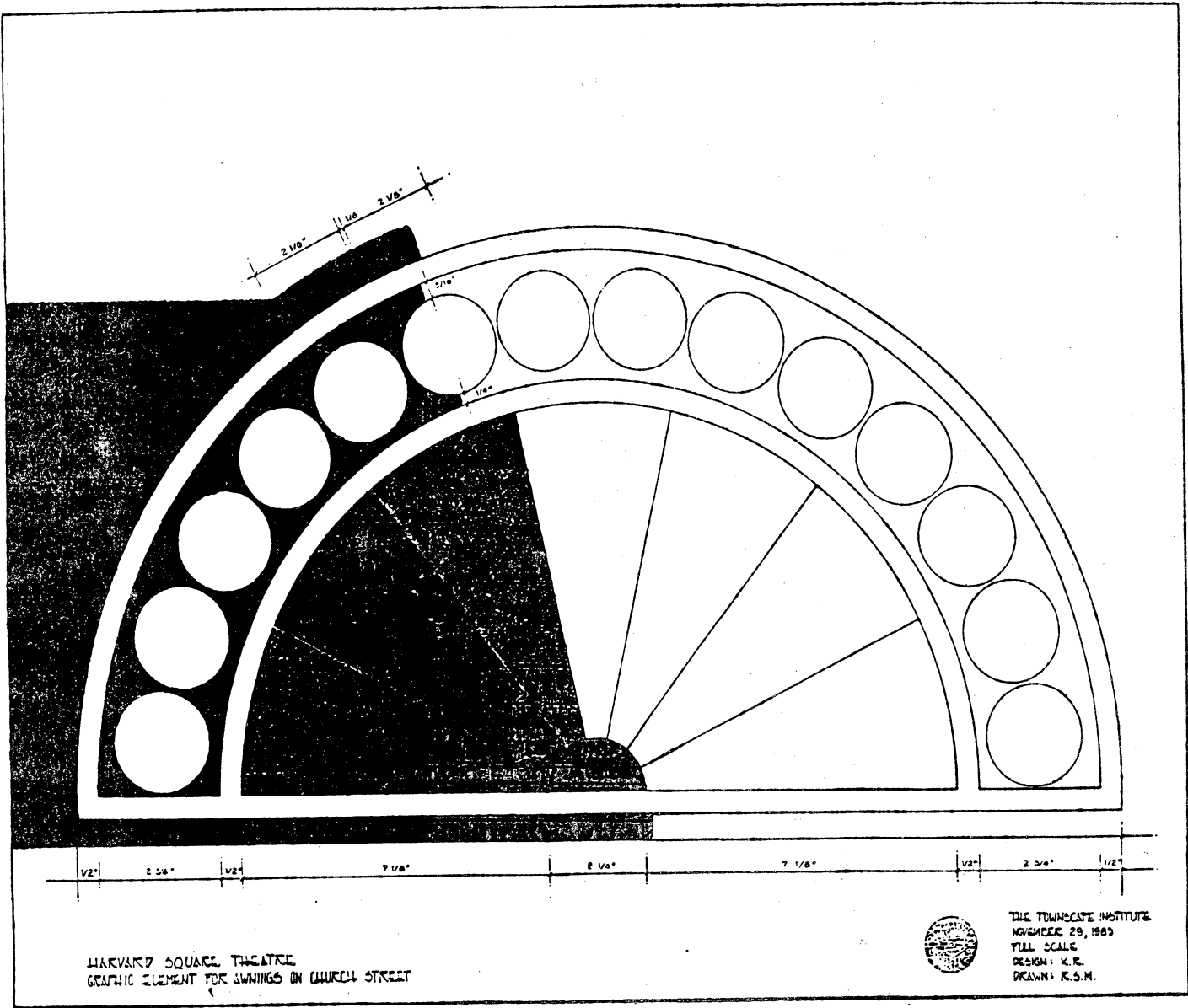
- a. The proposed sign does not conform to the Decision of the CDD.
Sign requires action from the Board of Zoning Appeal:
Variance _____
Special Permit _____
- b. The proposed sign conforms to the Decision of the CDD: ✓
- c. Sign does not require CDD design approval. _____

1.24.1986
(date)

Claine C. Thorne
Authorized signature for the
Community Development Department



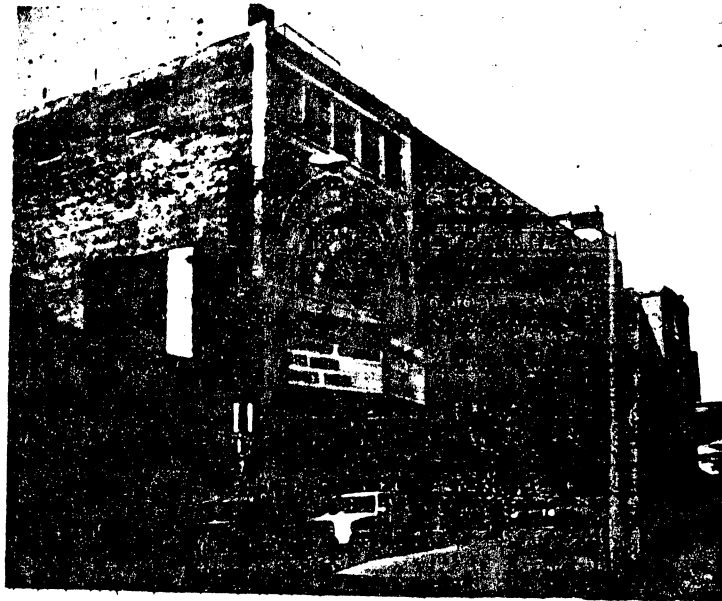
THE TOWNSCAPE INSTITUTE
NOVEMBER 29, 1985



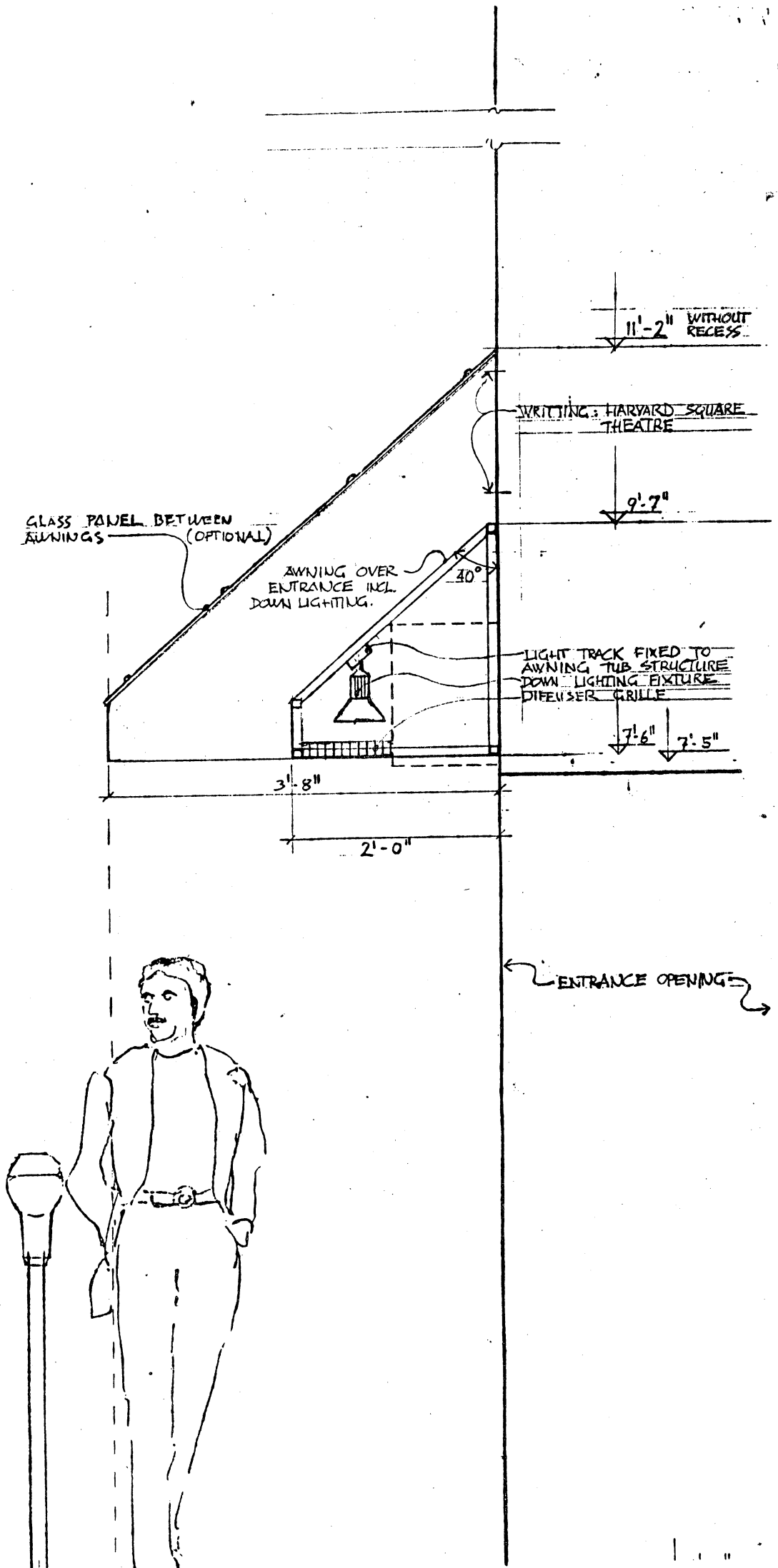
HARVARD SQUARE THEATRE
 GENIUS ELEMENT FOR LUNINGS ON CHURCH STREET

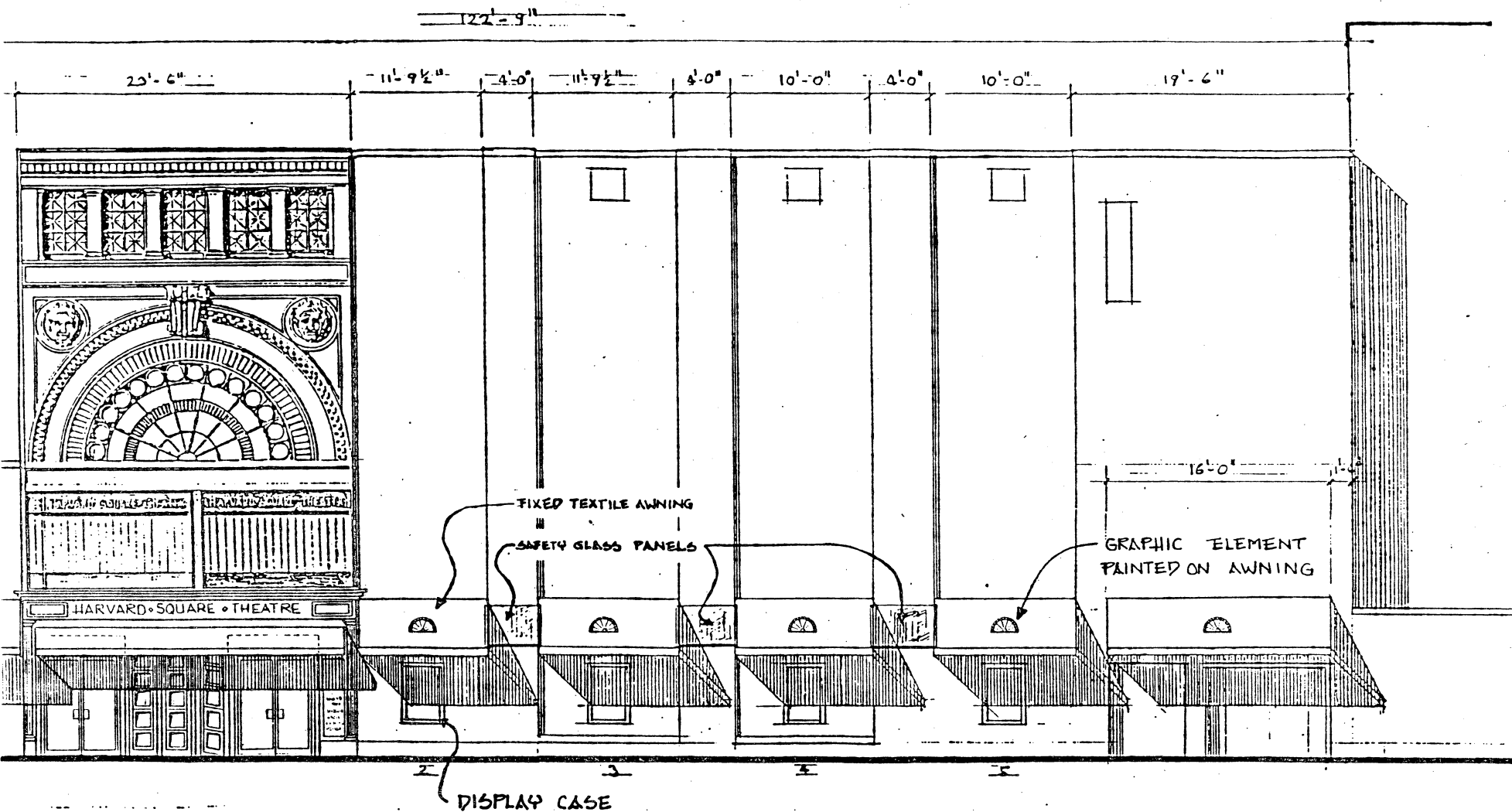


THE TOWNSCAPE INSTITUTE
 NOVEMBER 29, 1983
 FULL SCALE
 DESIGN: K.R.
 DRAWN: R.S.M.



Harvard Square Theatre
Existing Condition, Nov. 1984





AWNINGS ALONG CHURCH ST.
 ED FROM INSIDE
 TO BE RECESSED INTO
 WITH EXISTING BRICK SURFACE).



The Townscape Institute
 Two Hubbard Park, Cambridge, Massachusetts 02138
 NOVEMBER 1985
 ALL DIMENSIONS SUBJECT
 TO FIELD VERIFICATION
 APPROX. SCALE: 1/8"=1'



HARVARD SQUARE THEATRE

- 1 ZELIG
- 2 KOYAANISQATSI
- 3 DIRECTORS FESTIVAL

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84

SIGN DESIGN REVIEW APPLICATION
RECEIVED BY
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OFFICE OF CITY CLERK

1986 FEB 24 PM 3: 39

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Enterprises, Inc(name) CAMBRIDGE MA. (phone)

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(address)

Anthony J. Maunillo, Pres

(signature, authorized representative)

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LOCATION PREMISES: 10 Church St., Harvard Square

ZONING DISTRICT: Business District

AREA OF SPECIAL
PLANNING CONCERN:

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Overlay

Parkway
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Bus. B-1 or B-2

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Harvard Square Theatre

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Wall Sign				
Free Standing				
Projecting				
Other	<u>Awnings (fabric) on steel tubing (see drawings for dimensions, etc.)</u>			

2. Detailed description of proposed sign(s) including materials, illumination, colors, etc. Suggested material for awnings is Sunbrella: Royal Blue #1117; outdoor poster luminaire in upper section of awning & down lights above the entrance doors. Graphic element on awning repeats the central motif from the mural.

3. Is proposed sign a copy replacement x or total replacement x of a legally erected non-confirming sign? no
What are the dimensions of the existing non-confirming sign? x

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

1. Decision approved as submitted

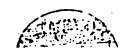
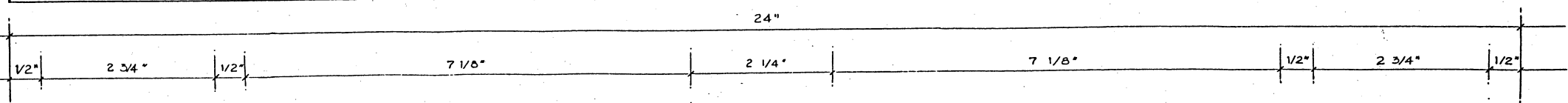
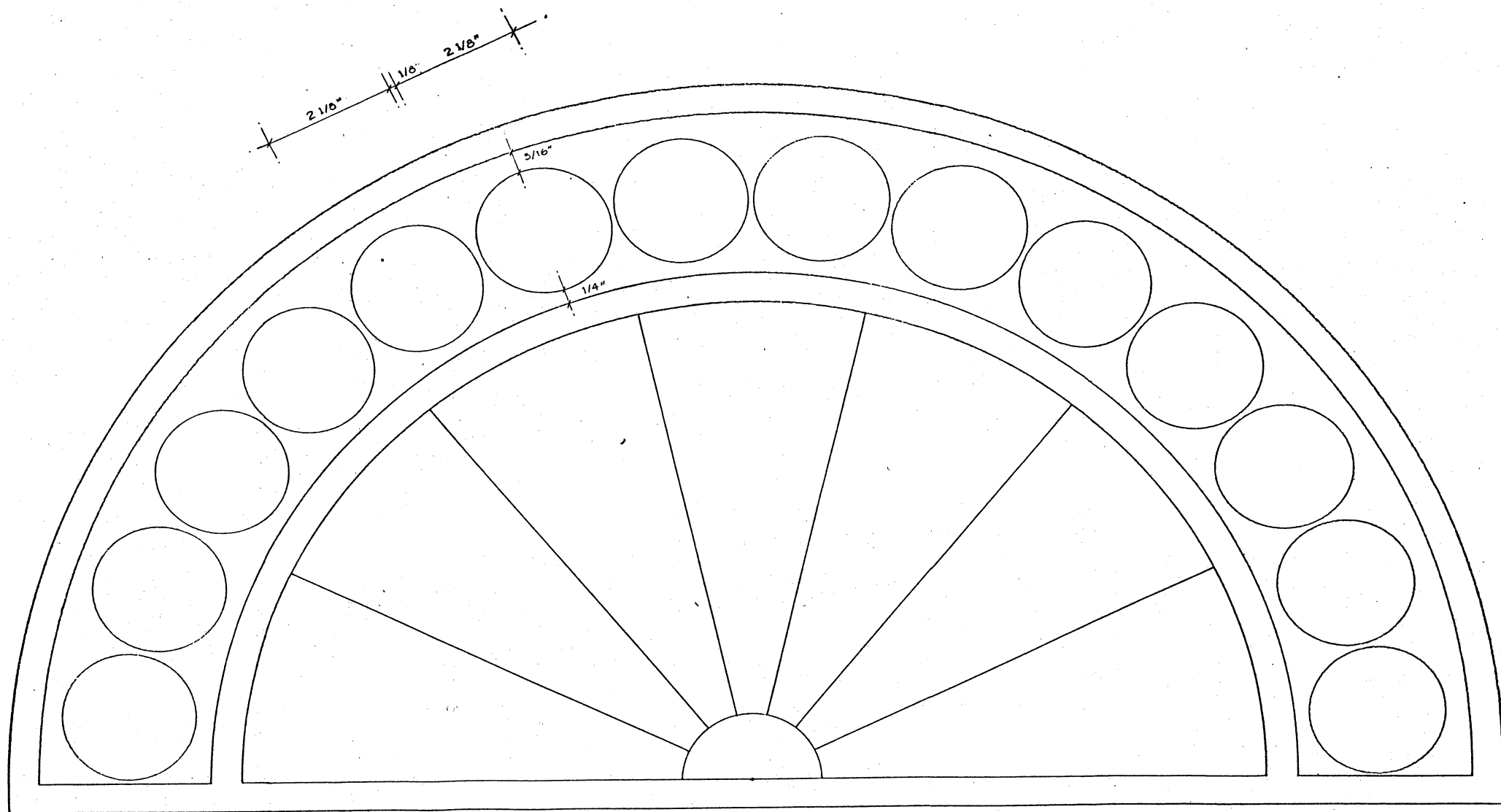
2. Findings

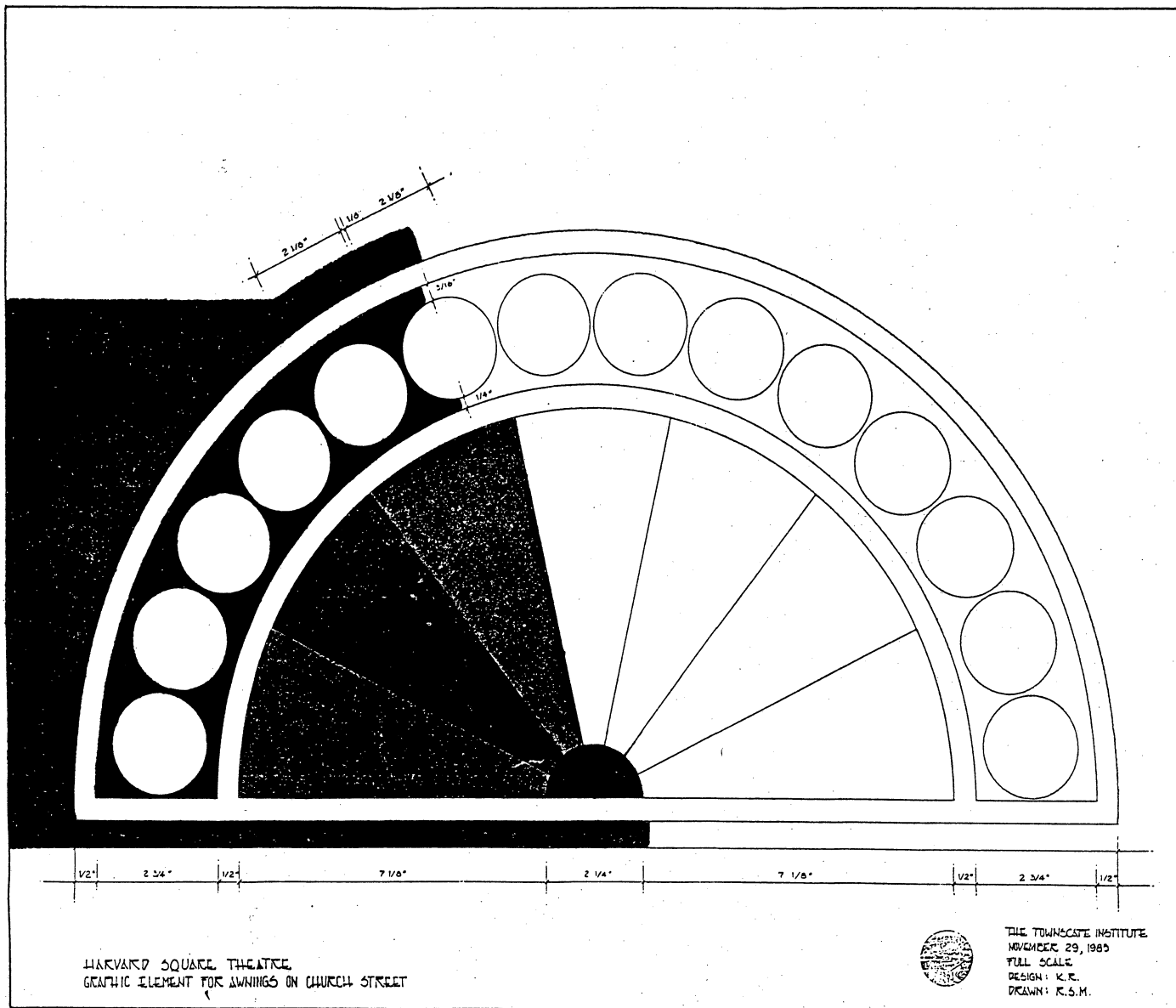
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Sign requires action from the Board of Zoning Appeal:
Variance _____
Special Permit _____
- b. The proposed sign conforms to the Decision of the CDD: ✓
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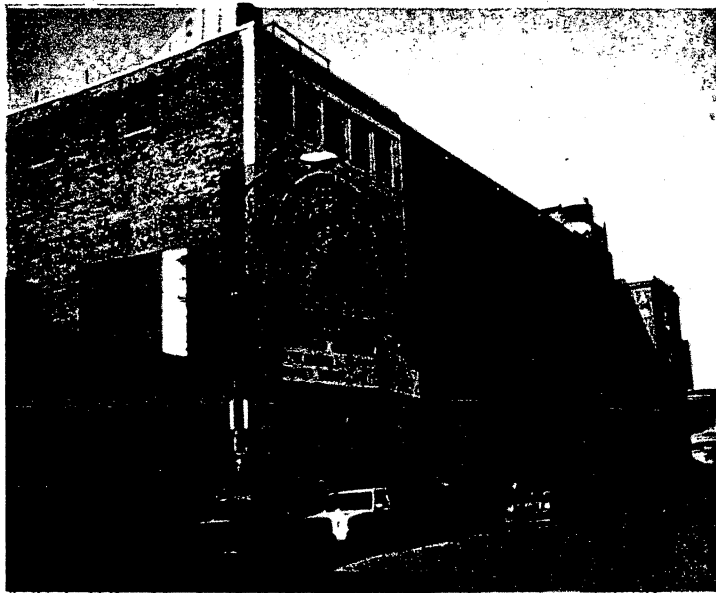
1.24.1986
(date)

Claine C. Thorne

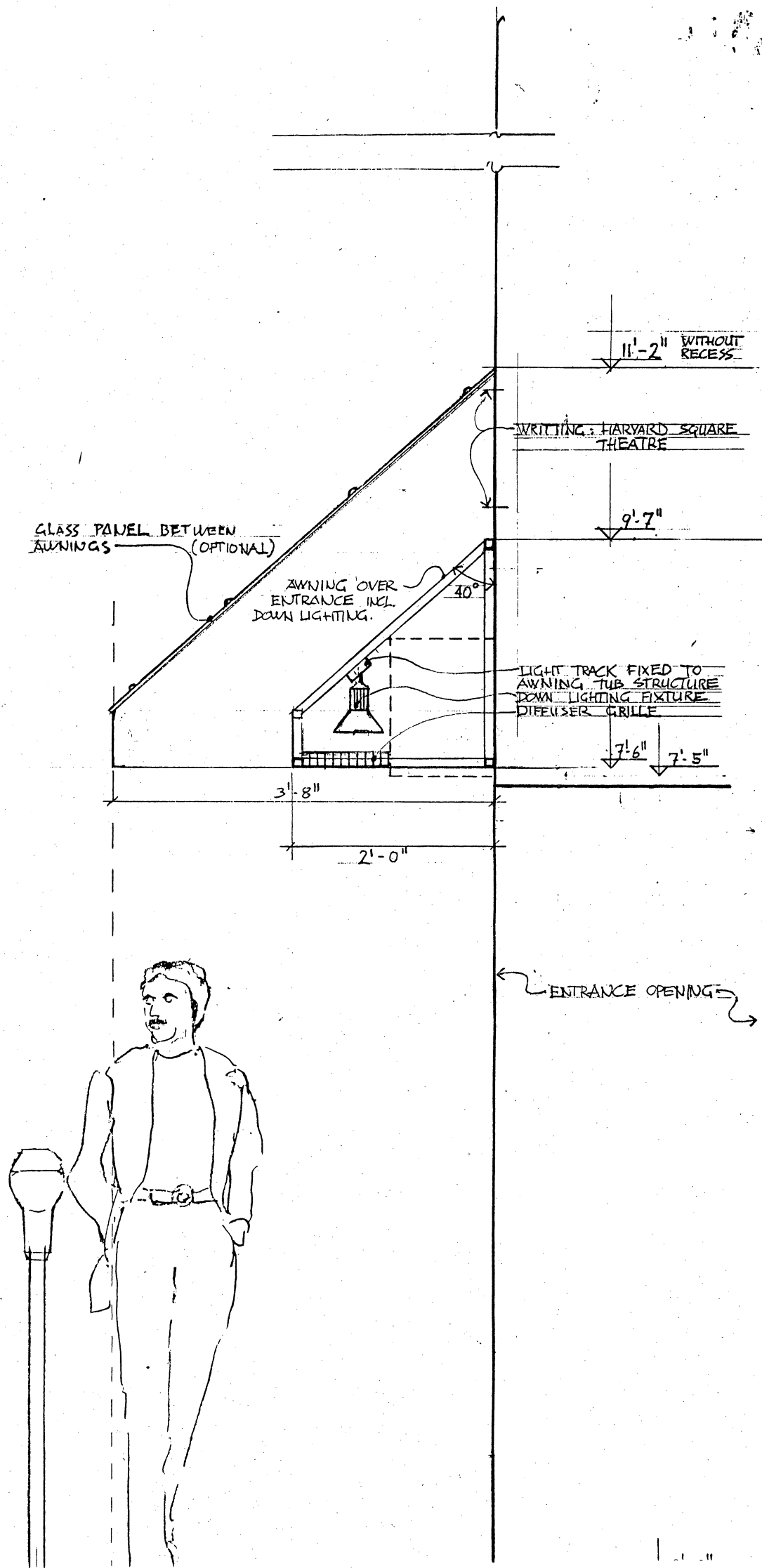
Authorized signature for the
Community Development Department

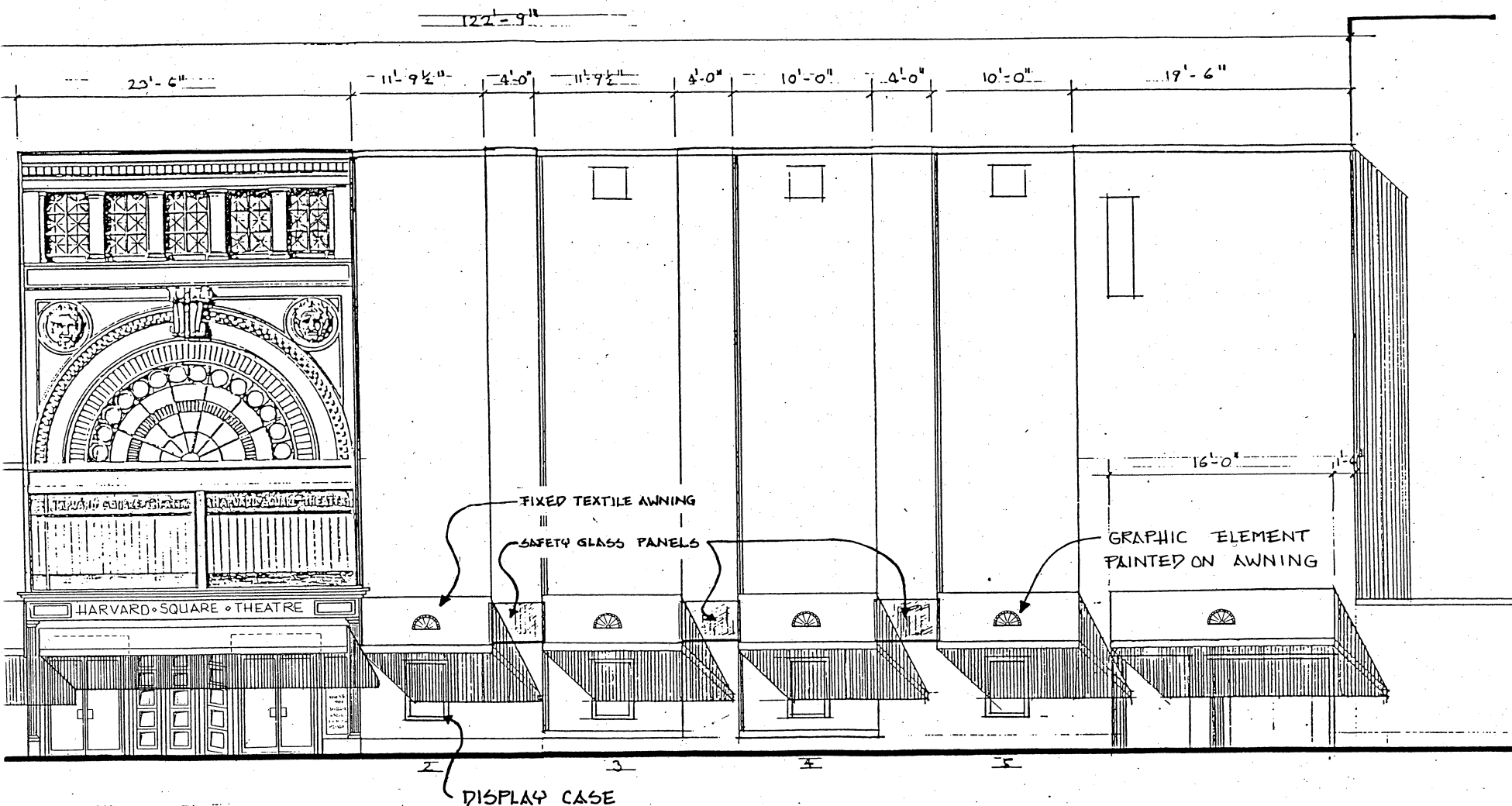






Harvard Square Theatre
Existing Condition, Nov. 1984





AWNINGS ALONG CHURCH ST.
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The Townscape Institute
 Two Hubbard Park, Cambridge, Massachusetts 02138
 NOVEMBER 1985
 ALL DIMENSIONS SUBJECT
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- 1 ZELIG
- 2 KOYAANISQATSI
- 3 DIRECTORS FESTIVAL

- 1 ZELIG
- 2 KOYAANISQATSI
- 3 DIRECTORS FESTIVAL

Good best
for
Next Meeting

5. H-25 Calendar #3

Comm. from Elaine Thorne, Community Development Dept., transmitting the sign design review decision approving as submitted the petition of the Harvard Sq. Theatre for seven fixed awnings illuminated from within at 10 Church St.

In City Council,

March 3, 1986

C. Dechay - Tabled
City Clerk to notify
Community Development
to confer with Howard
Van Ueek

Letter forwarding copy of petition +
C/D approval sent to Mary Flynn,
Community Development Dept. to
accomplish the above. 3/6/86 mh
(copy within)