

PERMIT #LOCATION

1965	Main Street 140' south of Cherry Street
6414	Cambridge Street 5' north of Norfolk Street
362	Mass. Avenue 5' west of Walden Street
192	Mass. Avenue 50' east of Pemberton Street
8192	Mass. Avenue 50' east of Pemberton Street
8999	Mass. Avenue 5' east of Blanche Street
8999	Mass. Avenue 5' east of Blanche Street
9165	Main Street 140' east of Cherry Street
9459	Mass. Avenue 150' west of Landsdowne Street
9485	Mass. Avenue 300' west of Roseland Street
10262	Prospect Street 5' south of Broadway
11946	Broadway 5' north of Elm Street
12141	Mass. Avenue 5' east of Boylston Street
12569	Kirkland Street 10' south of Line Street
13169	Msr. O'Brien Highway 220' north of Gore Street
13989	Hampshire Street 40' north of Windsor Street
13989	Hampshire Street 40' north of Windsor Street
13995	Mt. Auburn Route 16 5' east of Belmont Street
14183	Mt. Auburn Route 16 5' east of Belmont Street
408	Charlestown Avenue 100' north of Bridge Street
734	Mass. Avenue 40' east of Yorktown Street
14734	Mass. Avenue 40' east of Yorktown Street
14857	Mass. Avenue 150' east of RR Tracks
17875	Bridge Street 160' south of RR Bridge
17887	Cambridge Street 5' west of Bridge Street
17887	MSR O'Brien Highway 20' north of Commercial Street
18866	Cambridge Street 25' north of 2ND Street
19167	Mass. Avenue 5' west of Walden Street ✓
19224	MSR O'Brien Highway 180' north of Gore Street
19870	River Street 250' east of Putnam Avenue
19901	Charlestown Avenue 100' north of Bridge Street
23101	Belmont Street 5' west of Mt. Auburn Street
23234	MSR O'Brien Highway 200' east of 4th Street
23655	Cambridge Street 5' north of Antrim Street
23655	Cambridge Street 5' north of Antrim Street
23862	MSR O'Brien Highway 50' south of commercial Street
63	MSR O'Brien highway 200' south of Commercial Street
818	MSR O'Brien Highway 30' north of Gore Street
24818	MSR O'Brien Highway 30' north of Gore Street
27932	Mass. Avenue 80' east of Davenport Street
27932	Mass. Avenue 80' east of Davenport Street (5)

CAMBRIDGE CON'T

PERLOCATION

27932

~~Mass. Avenue 80' east of Davenport Street~~

29131

Main Street 50' north of Longfellow Street

0135

Portland Street 100' north of Broadway

0135

Portland Street 100' north of Broadway

32667

MSR O'Brien Highway 150' south of Gore Street

32084

MSR O'Brien Highway 250' south of Gore Street

32266

MSR O'Brien Highway 150' south of Gore Street

33810

Main Street 50' north of Longfellow Street

~~33983~~ 33938

Broadway 5' south of RR Tracks

33938

Broadway 5' south of RR Tracks

33939

Broadway 5' south of RR Tracks

TOTAL: 52 Signs



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139

TEL. 498-9011

EXECUTIVE DEPARTMENT

ROBERT W. HEALY

City Manager

RICHARD C. ROSSI

Deputy City Manager

November 17, 1988

Ms. Jane Peterson, Executive Director
Outdoor Advertising Board
Outdoor Advertising Division
Department of Public Works
Executive Office of Transportation and Construction
Ten Park Plaza
Boston, MA 02116-3973

Dear Ms. Peterson:

In response to the enclosed communication from Ackerley Communications and on behalf of the City of Cambridge I would like to formally register objection to the renewal of permits for certain signs in the City at the locations and for the reasons identified in the enclosed attachment. The City will of course be prepared to support its objection at any subsequent public hearing as may be required under state statute.

Sincerely,

Robert W. Healy,
City Manager

attachment

The City of Cambridge urges the Outdoor Advertising Board to deny the renewal of the following signs which are under the control of Ackerley Communications.

I. SIGNS NOT MEETING THE REQUIREMENTS OF Section 3.04(1)(b) (AREA NOT PREDOMINANTLY RESIDENTIAL) AND Section 3.04 (4) (NOT WITHIN 300 FEET OF AND VISIBLE FROM A PARK).

#13989 - Hampshire Street 40 feet north of Windsor Street

* At the intersection of Windsor Street and Hampshire Street there are three ground floor businesses (the sign sits on top of a one story commercial building). Nevertheless the businesses are essentially neighborhood serving establishments and non-conforming as to use as the sites and the blocks in all directions from the intersection are zoned Residence C-1, the City's medium density multi-family housing district. All blocks in a wide radius around this intersection are exclusively residential with the exception of the small store front establishments noted.

* The sign location is within the Wellington/Harrington Redevelopment area and has received extensive upgrading of both public infrastructure and private housing rehabilitation. As part of that effort a small neighborhood passive park has been established directly across from the sign locus at the intersection of Plymouth, Hampshire and Windsor Streets.

II. SIGNS WITHIN 300 FEET OF AND VISIBLE FROM A PARK - Section 3.04 (4)

#17887 - O'Brien Highway 20' north of Commercial St (Ave)

#23862 - O'Brien Highway 50' south of Commercial St (Ave)

#???63 - O'Brien Highway 200' south of Commercial St (Ave)

* All three signs are within 300 feet of a Metropolitan District Commission park located at the intersection of O'Brien Highway and Commercial Avenue (southwest corner). The park is an element of an extensive interconnected system of parks owned by the MDC and the City bordering the Charles River and the Lechmere Canal. The park has been temporarily disrupted with the construction at the adjacent housing site; however, it will be fully restored after conclusion of that construction. In addition the housing construction itself is totally altering the character of this portion of O'Brien Highway to one solidly residential or institutional (Science Park and MDC Parks) and inimicable to the character established by the signs for which a renewal permit is sought.

#23655 - Cambridge Street 5' north of Antrim Street

* The City in 1980 constructed a major park facility at the heart of Inman Square at the intersection of Hampshire and Cambridge Streets. Known as Vellucci Square the park is directly opposite the locus of the above sign and is actively used for sitting and resting by the adjacent neighborhood.

* In addition, with regard to the requirements of Section 3.04(2), the sign is totally out of scale with the building on which it sits and both other signs in commercial Inman Square, is located in that portion of the Square which is most neighborhood oriented and is immediately abutting very dense residential streets.

#12141 - Massachusetts Avenue 5' east of Boylston Street (now J.F. Kennedy Street)

* As part of the MBTA multi-million dollar investment in street and sidewalk improvements in Harvard Square a major pedestrian plaza has been created at Harvard Square directly in front of the locus of this sign. The Plaza consists of the previous pedestrian island as well as portions of Massachusetts Avenue which were eliminated to tie the plaza to the adjacent sidewalks. The plaza is the congregation point for huge numbers of persons.

* In addition, with regard to the requirements of Section 3.04 (2), the sign is on top of a building individually listed on the National Register of Historic Places, lies within the Harvard Square National Register District, and is directly across and clearly visible from Harvard Yard which is in the local Old Cambridge Historic District.

#9485 - Massachusetts Avenue 300' west of Roseland Street

* As part of the improvements to City streets in Porter Square installed in conjunction with the extension of the MBTA red line a public park and plaza was created immediately adjacent to the locus of this sign.

* In addition, with regard to the requirements of section 3.04(2), major improvements to the sidewalks have been made in Porter Square including the planting of street trees and the installation of decorative street lighting. Such improvements have stimulated considerable private investment in rehabilitation of existing commercial buildings (as at Porter Exchange) or the construction of new commercial space (as at Porter Arcade). Those

developments, which are setting the standard for new development, will both have a very modest program of signage for their buildings which is at odds with the sign for which renewal is requested. The sign is highly visible from as far away as the Cambridge Common to the south and is clearly out of scale with the low scale neighborhood commercial development along Massachusetts Avenue in the Agassiz neighborhood.

#14857 - Massachusetts Avenue 150' east of the RR tracks

* This sign is easily visible from the Linear Park as it crosses Massachusetts Avenue in North Cambridge. This Park was created as part of the surface improvements installed in conjunction with the extension of the MBTA red line. The linear Park runs along the underground portion of the red line tracks between the Davis Square Station and Alewife Station in West Cambridge and consists of walking and bike paths in a heavily landscaped environment. In addition, with regard to the requirements of Section 3.04 (2), the somewhat chaotic commercial environment around the sign will likely undergo significant change for the better in the years ahead. Three residential developments have been approved for the area immediately surrounding this sign. One project totaling 24 units is under construction directly across the street. An additional 80 units have been approved for one lot directly across the street and another lot on the same side of Massachusetts Avenue just down the street.

#33938 - Broadway 5' south of the RR tracks

* The Cambridge Redevelopment Authority has taken the lead in recommending the denial of renewal of this sign which sits on a newly created public park.

#13995 - Mt. Auburn Street, Rt. 16, 5' east of Belmont Street

#14183 - Mt. Auburn Street, Rt. 16, 5' east of Belmont Street

#23101 - Belmont St. 5' west of Mt. Auburn Street.

* All signs are visible from Mt. Auburn Cemetery, a facility which serves many functions beyond its cemetery use including those of a park and a natural area of national renown. The facility is listed individually on the National Register of Historic Places.

III. SIGNS NOT IN HARMONY WITH THE ENVIRONMENT (Section 3.04(2))

#27932 - Massachusetts Avenue 80' east of Davenport Street
#?362 - Massachusetts Avenue 5' west of Walden Street
#8192 - Massachusetts Avenue 50' east of Pembroke Street

* All three signs are located within the Massachusetts Avenue Overlay District which is a newly created zoning classification designed to establish modest urban design requirements for new construction and rehabilitation along the Avenue. The intent of the District is to direct the design of new development on the Avenue so as to create or reenforce a pedestrian oriented neighborhood shopping environment. Despite the massive number of cars which use the Avenue every day the commercial enterprises along the highway essentially serve the abutting residential communities. With the exception of a small area in the heart of Porter Square the commercial district along the highway is only zoned to a depth of 100 feet. Residential zoning districts and residential uses totally dominate just behind the commercial facade along the Avenue. Again with the limited exception of a small area in Porter Square the scale of the commercial development along Massachusetts is very low and consistent with the scale of the residential buildings behind. The three signs identified above are overscaled for the buildings upon which they sit, are out of scale with the accessory signage found on the commercial structures on the Avenue and are visible from the residential neighborhoods just off the Avenue. As signs completely oriented to the through traffic on the Avenue they are incompatible with the policy direction the City wishes to establish or reinforce, i.e. the pedestrian orientation and the local neighborhood serving nature of the predominant number of commercial enterprises now located along the Avenue.

* In addition sign #?362 is located directly across the street from the Henderson Carriage House which is a listed national register building that has undergone a certified rehabilitation and has a signage program completely at odds with the overscaled nature of sign #?362. Sign #8192 abuts a lot which itself has undergone a rehabilitation under a city sponsored facade improvement program which again includes a signage program completely at odds with the sign for which a renewal permit is requested.

#9165 (1965?) - Main Street 140' east (south?) of Cherry Street

#12569 - Kirkland Street 10' south of Line Street

#19870 - River Street 250' east of Putnam Avenue

#6414 - Cambridge Street 5' North of Norfolk Street

#10262 - Prospect Street 5'south of Broadway

* The above signs are located in neighborhood commercial districts which are intended and do serve the local neighborhoods which surround them at very close quarters. In all cases the signs seeking renewal are clearly overscaled for their locations and at odds with the functions of the small commercial districts within which they are located. Sign #10262 is also located within 300' of Sennott Park, a major city athletic facility. The sign, however, is not visible from the park.

IV. LOCATIONS WHERE SIGN NO LONGER EXISTS; REERECTION WOULD VIOLATE THE CITY OF CAMBRIDGE SIGN ORDINANCE

#11946 - Broadway 5' north of Elm Street

V. LOCATIONS WHICH COULD NOT BE IDENTIFIED

#29131 - Main Street 50' North of Longfellow Street

#33810 - Main Street 50' North of Longfellow Street

* There is no Longfellow Street in Cambridge. If the intersection is intended to be with the Longfellow Bridge there are no signs at these locations and their reerection would be in violation of the zoning ordinance.

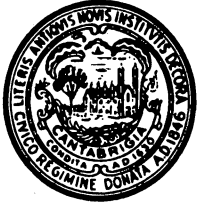
#14734 - Massachusetts Avenue 40' east of Yorktown Street

* There is no Yorktown Street in Cambridge.

RECEIVED

88 NOV 31 AM 10:34

OFFICE OF THE CITY MANAGER



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139

TEL. 498-9011

EXECUTIVE DEPARTMENT

ROBERT W. HEALY

City Manager

RICHARD C. ROSSI

Deputy City Manager

December 12, 1988

To the Honorable, the City Council:

In response to Awaiting Report No. 34 regarding renewal permits for billboards in Cambridge, I submit the attached report from the Assistant City Manager for Community Development.

Very truly yours,

A handwritten signature in dark ink, appearing to read "Robert W. Healy", is written over a horizontal line.

Robert W. Healy
City Manager

Agenda Item No. 13 S-766

Re: response to Awaiting Report Item 34 on renewal permits for billboards in Cambridge.

In City Council,

December 12, 1988

12-12-88

Placed on file.