



City of Cambridge

IN CITY COUNCIL
September 13, 1976

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 Complete Photo Service, Inc. for the erection of a sign at 703 Mt. Auburn Street, Cambridge.

Provided that, before erecting the above named sign, the petitioner shall obtain a permit from the Building Department and file with the City Clerk a satisfactory bond in the sum of Five Thousand Dollars (\$5,000) conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said sign.

In City Council September 13, 1976.
Adopted by the affirmative vote of 8 members.
Attest:- Paul E. Healy, City Clerk.

A true copy,

ATTEST:-

A handwritten signature in cursive script, reading "Paul E. Healy".

KODAK OFFERS OUTDOOR IDENTIFICATION FOR DIRECT PHOTOGRAPHIC DEALERS



A quality illuminated outdoor sign program
designed to meet a variety of installation requirements.

Intent of the Kodak Outdoor Sign Program

The Kodak Outdoor Sign Program is intended to provide an economical and convenient method for direct dealers to obtain an attractive and effective means of prominently identifying their place of business as an independently owned outlet for photographic products and services. To avoid the possibility of customer confusion as to the identity of the photographic establishment and to assure that Kodak trademarks and trade dress colors are used properly, Kodak offers the outdoor storefront sign program with the understanding that those who order signs under the program will abide by the following:

The name of your store must be the most prominent identification on your A6-120R storefront sign or your A6-450R 4' x 5' sign. The sign should include a

proprietary business name and not mere descriptive language. For example, "Jones Camera Shop" is acceptable while "Camera Shop" or "Photo Shop" is not acceptable. Each storefront sign ordered must contain our Seller's Insignia, located to the right side of the dealer's name. An "Ask for Color Processing by Kodak" panel is available at your option, but must be used to the left of the dealer's name. Other optional copy and/or artwork may also appear on these signs subject, however, to prior approval by Kodak. When you order your sign, please remember that too much copy results in a cluttered sign and reduces its effectiveness. Approved signs are not to be altered.

GENERAL INFORMATION

Quality Design and Engineering—All signs under this program are designed, engineered, and manufactured to the highest industry standards for long life and minimum maintenance. Signs are engineered to withstand 30-pounds-per-square-foot windloading. Features include Uvex plastic faces, die-formed for added strength and appearance. Extruded aluminum housing, satin anodized finish; nonrusting and noncorrosive . . . high output fluorescent lamps afford maximum brilliance at low operating costs.

Specifications—All specifications, including weight, electrical data, mounting details, etc., will be furnished to you by the sign manufacturer with acknowledgement of your order.

U/L-Union—All signs are manufactured to Underwriters Laboratories' standard and carry U/L labels as well as AFL Union labels.

Economical—These signs are available to you at economical prices.

ORDERING PROCEDURE

Separate forms are included for your convenience in placing your specific sign order. All orders, along with at least one photo of your storefront, should be forwarded to American Sign and Advertising Services, Inc., Industrial Park, Florence, Kentucky 41042.

The DESIGN REQUEST ORDER FORM is for your use in ordering a storefront sign, A6-120R. Upon receipt of this form, properly completed, American Sign and Advertising Services, Inc. will prepare and submit to you, in duplicate, a blueprint drawing and a letter of quotation also in duplicate, documenting your total price. If you find everything in order, please approve and sign one of the drawings and a copy of the quotation letter and return these with your check for the quoted amount to American Sign. They will then promptly furnish specifications, installation recommendations, and projected shipping date.

The BLUE ORDER FORM is to be used for ordering a Dealer Sign, A6-450R, size 4' x 5', or an "Ask for Color Processing by Kodak" sign, A6-5R, 4' x 2'. Upon receipt of the completed form, plus your check in the required amount, American Sign and Advertising Services, Inc. will

promptly provide acknowledgement of same and furnish specifications, installation requirements, and projected shipping date.

Transportation—All signs are shipped via common carrier, sidewalk delivery, at no charge to dealer or sign installer. Applicable taxes on signs only are also paid.

Installation—Prior to ordering, check with your sign installer on local codes and permits, and for advice and estimates for your proposed sign installation. All charges for installation, electrical connections, removal of old signs, etc., are at DEALER'S expense. Choice of installer is up to the dealer. American Sign's letter of quotation will contain the name of a suggested sign installer in your area whom you may contact.

Permits-Codes—Most areas in the United States have codes or ordinances requiring the purchase of sign permits *prior to installation*. Some cities have special construction requirements which also must be observed. Local sign installers are familiar with these requirements and normally include in their quotations the cost of obtaining permits and removal of any existing old signs. If special construction requirements must be observed, they will know this also and you can inform American Sign and Advertising Services, Inc. of this fact. Your sign can then be constructed to the special code requirements. Extra costs for special construction, if known to exist beforehand, will be quoted along with your basic sign quotation.

If your building (business location) is not owned by you, it is your responsibility to obtain permission for the installation of the sign from your landlord. In many shopping centers, this permission is required by the shopping center management.

Signs illustrated in this brochure are manufactured for use by direct dealers and guaranteed by:

American Sign and Advertising Services, Inc.
Industrial Park
Florence, Kentucky 41042

For additional information, contact your Kodak Sales representative, sales promotion specialist, display representative, or American Sign and Advertising Services, Inc.

EASTMAN KODAK COMPANY
Rochester, New York 14650

Cambridge, July 22 1976

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 COMPLETE PHOTO SERVICE, Inc. be granted permit to erect a sign of the following specifications in front of premises 703 ~~Mass Ave~~ Mt. Auburn St

Type: ELECTRIC with frox plastic face, aluminum housing
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: COMPLETE PHOTO SERVICE
we sell Kodak CAMERA - Film

Size: 32'-6 7/8 X 4'-0

Weight: 985 lbs

How Erected: A: Flush with face of STORE B: 11'-6 in.
(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'-6 in Top 15'-6 in.

Gerald Boghosian
(Signature of Applicant)

703 Mt. Auburn St. Cambridge 02138
(Address)

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: J. Fleury
Building Inspector

7-26-76
Date

8. H-102
PETITION

of Complete Photo Service, Inc.

for sign

No. 703 Mt. Auburn St.

~~Aug 30~~ 19 76
Sep 13

In City Council,

~~Aug 30~~ 19 76
Sep 13

Referred to the Committee on

Attest:

MV
A

City Clerk