



# City of Cambridge

Consent Comm. #10

IN CITY COUNCIL

October 5, 1998

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 the Harvard Square Business Association to erect two temporary banners announcing its annual Oktoberfest in Harvard Square.

Provided that, before erecting the above named banner 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 banner.

In City Council October 5, 1998.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

*D. Margaret Drury*

D. Margaret Drury  
City Clerk



CITY OF CAMBRIDGE  
COMMUNITY DEVELOPMENT DEPARTMENT

SUSAN B. SCHLESINGER  
Assistant City Manager for  
Community Development

ELIZABETH EPSTEIN  
Deputy Director for  
Community Development

SIGN CERTIFICATION FORM

COMMUNITY DEVELOPMENT DEPARTMENT

Applicant: Howard Square Business  
Association  
18 Brattle Street, Cambridge  
Signature: Kristen J. Judloz

Telephone: 491-3434 FAX: 491-6976

Location of Premises: Street in Howard Square

Zoning District: BB Overlay District: H.Sq.

Date Application Submitted: 9/29/98

Sketch of Sign Enclosed: ☒ Yes ☐ No

PLEASE NOTE: All signs must receive a permit from the Inspectional Services Department (ISD) before installation. Community Development Department (CDD) action does NOT constitute issuance of a permit or certification that all other code requirements have been met. Do not contract for the fabrication of a sign until all permits have been issued including approval from the City Council, if necessary (see below)!.

Copies: ISD ☐ City Clerk\* ☒ CDD ☐ Applicant ☐

\*Any sign or portion of a sign extending more than six (6) inches into the public sidewalk, must receive approval from the Cambridge City Council; a bond must be posted with the City Clerk. Forms for that approval are obtained at the Office of the City Clerk.

*Banner across city street*  
**Proposed PROJECTING Sign (including signs on awnings)**

Area in Square feet: 100 Dimensions: 4 x 25

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): ca 35'

**1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE**

Length in feet of store front facing street: (a)                     . Area of signs allowed accessory to store:

*N/A* outside (1 x a)                     , behind windows (0.5 x a)                     . Area of all existing signs on the store front to remain (including any freestanding sign):                     . Area of additional signs permitted:                     .

**2. COMPLETE FOR ANY OTHER SIGN**

Length in feet of building facade facing street: (a)                     . Area of signs allowed accessory to

*N/A* the building facade: outside (1 x a)                     , behind windows (0.5 x a)                     . Area of all existing signs on the building facade to remain (including any freestanding sign):                     .

Area of additional signs permitted:                     .

**SUMMARY OF LIMITATIONS FOR PROJECTING SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)**

**AREA: 13 square feet maximum. HEIGHT ABOVE THE GROUND: 20 feet but below the sills of second floor windows. ILLUMINATION: Natural or external only. NUMBER: one per store plus one per entry to the remainder of the building.**

**COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION**

Sign conforms to requirements of Article 7.000: YES ☒ NO ☐

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

Relevant sections:                     

COMMENTS: *Not subject to limitations of*  
*Article 7.000*

Date: 10/1/99 CDD Representative *Debra Barber*



The Harvard Square  
Business Association  
Taking Care Of The Square

PLEASE DELIVER THIS FAX TO:

NAME:

Les Barber

COMPANY:

CCD

FAX NUMBER:

349-4669

ANY PROBLEMS WITH THIS FAX, PLEASE CONTACT:

NAME:

Kristin Sudholz Cynthia Miller

FROM:

HSBA

COMMENTS:

7 pages total.

Les, Please do the sign certification forms as usual + I will send someone to get them tomorrow.

Thanks!

K—



The Harvard Square  
Business Association

Taking Care Of The Square

September 28, 1998

Mr. Les Barber  
Cambridge Community Development  
57 Indian Street  
Cambridge, MA 02139

Dear Les:

It is time once again for the Harvard Square Oktoberfest on Sunday, October 11, which means we need to hang banners.

For the Oktoberfest, we are using the same design as last year and this year's logos are the Boston Phoenix, WZLX-FM, Audi, Nantucket Nectars, boston.com and Fast Signs. These two signs are 4 feet deep and 25 feet wide, weigh approximately 15 pounds each, are constructed of 14oz. vinyl with wind cuts. The enclosed banner design is from past year's, but this year's banner will be the same with different dates and logos. We are leaving the exact placement of the banners to the discretion of the Dept. Of Public Works to wherever they feel it is appropriate and safe. See the enclosed design.

I have also enclosed a copy of the application to the City Council and my letter to Margaret Drury, and we already have the appropriate bond and permit on file with the DPW and City Clerk's office.

I hope this information is enough for you to complete and sign-off on a CDD Sign Certification Form. When the Sign Certification Form is completed, please leave it at the front desk and I will have a courier retrieve it. If you have any questions, please feel free to contact me at 491-3434. Thank you for your prompt consideration.

Sincerely,

  
Kristin T. Sudholc  
Executive Director

P.S. Thank you for all your assistance with the Historic District stuff. Hopefully, your zoning suggestions may just do the trick. Thanks.

Cambridge, Sept. 28 1998

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 Harvard Square Business Association be granted permit to erect a sign of the following specifications in front of premises

Type: 14oz. vinyl  
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: Harvard Square Oktoberfest  
Sunday, Oct. 11 rain date: Oct 12

Sponsored by: (logos) Audi, Boston Phoenix, boston.com, WZLX-FM

Size: 4 ft. deep x 25 ft. wide

Weight: Approximately 15 lbs each

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 \_\_\_\_\_

Kristin J. Fiedko Kristin J. Fiedko  
(Signature of Applicant)  
% HSBA, 18 Brattle St.  
(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: \_\_\_\_\_

Building Inspector

Date

10/1/98



The Harvard Square  
Business Association

Taking Care Of The Square

April 15, 1998

Cambridge City Council  
c/o City Clerk's Office  
Cambridge City Hall  
795 Massachusetts Avenue  
Cambridge, MA 02139

Dear Members of the City Council:

I am writing on behalf of the Board of Directors of the Harvard Square Business Association to get approval for the hanging of two temporary banners announcing our annual May Fair in Harvard Square on Sunday, October 11<sup>th</sup> from Noon to 6:00 p.m.

This year's Oktoberfest is our 20th annual international spring festival which highlights local businesses and that include approximately 50 Harvard Square businesses and over 150 vendors, including many Cambridge craftsmen and artisans. The event also includes children's rides, five stages of entertainment, over 30 food vendors offering food from around the world, and interactive activities for the whole family.

This event, along with the Harvard Square Oktoberfest, provides the HSBA with over 50% of its annual operating income. Therefore, it is vital that these events stay popular and well attended. Yet in order to do that, we need as much "free publicity" as we can muster. To that ends, I hope the Council will approve this banner request so we can erect the signs immediately.

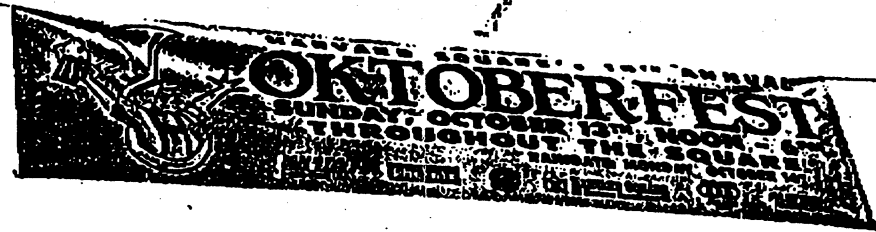
Regarding the specifications of the banners:

- 1) Specifications: Two temporary May Fair banners are 4' x 25', are made of 14oz. vinyl, and will be hung on Mass Ave in Central Square and on Cambridge Street at the DPW's discretion.
- 2) Design: The banners only state the event, date, and time as well as the sponsor logos. None of these logos are offensive or inappropriate for public viewing. In fact, the HSBA turns away liquor sponsors each year as we believe that it is inappropriate for us to promote alcohol (and tobacco) to underage students and families with young children. Also, the HSBA only takes sponsors that are based in Harvard Square/Cambridge and/or do not directly compete with HSBA Members. This year's sponsors include Nantucket Nectars, Audi, WZLX-FM, boston.com, and the Boston Phoenix.
- 3) Raising of Banners and Maintenance: The HSBA's bonds are renewed automatically and are on file at the DPW. We have also received permission from Inspectional Services (attached) and have a permit application filed with the DPW.

Thank you for considering our petition to hang banners announcing this community tradition.

Sincerely,

Kristin T. Sudholz  
Executive Director



Cambridge, \_\_\_\_\_ 19\_\_

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The undersigned respectfully prays that The Harvard Square Business Association be granted permit to erect <sup>two banners</sup> ~~a sign~~ of the following specifications in front of premises (over Mass Ave at Parks Dept. /DPW's discretion)

Type: 14 oz. vinyl  
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: \_\_\_\_\_

Size: 4 ft. deep x 25 ft wide

Weight: approximately 15 lbs. each

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 \_\_\_\_\_

Kristen J. Sudholz  
(Signature of Applicant)

c/o HSBA, 18 Brattle Street  
(Address)

### NOTICE - REGULATIONS

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The Harvard Square  
Business Association

Taking Care Of The Square

April 15, 1998

1998 OCT -1 P 3:47

Cambridge City Council  
c/o City Clerk's Office  
Cambridge City Hall  
795 Massachusetts Avenue  
Cambridge, MA 02139

OFFICE OF THE CITY CLERK  
CAMBRIDGE, MASSACHUSETTS

Dear Members of the City Council:

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This year's Oktoberfest is our 20th annual international spring festival which highlights local businesses and that include approximately 50 Harvard Square businesses and over 150 vendors, including many Cambridge craftsmen and artisans. The event also includes children's rides, five stages of entertainment, over 30 food vendors offering food from around the world, and interactive activities for the whole family.

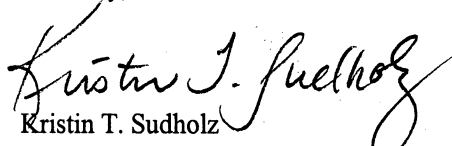
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Thank you for considering out petition to hang banners announcing this community tradition.

Sincerely,

  
Kristin T. Sudholz  
Executive Director

Consent Communication #10

146H

A communication was received from Kristin T. Sudholz, Executive Director, the Harvard Square Business Association, requesting permission to hang two temporary banners announcing their annual Oktoberfest in Harvard Square.

In City Council October 5, 1998

**ORDER ADOPTED**