



# City of Cambridge

Calendar Item No. 2

IN CITY COUNCIL

March 24, 1986

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 Theatre for the erection of seven awnings at the premises numbered 10 Church Street. Said awnings to be illuminated from within.

Provided that, before erecting the above named awnings, the petitioner shall obtain a permit from the Inspectional Services Department and file with the City Clerk a satisfactory bond in the sum of Twenty-One Thousand (\$21,000.) Dollars, conditioned to save harmless the City of Cambridge from all claims for damages from all claims for damages arising from the construction, maintenance and use of said awnings .

In City Council March 24, 1986.

Adopted by the affirmative vote of 9 members.

Attest:- Joseph E. Connarton, Acting City Clerk.

A true copy;

ATTEST:-

*Joseph E. Connarton*

Joseph E. Connarton, Acting City Clerk.



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In City Council March 24, 1986.  
Adopted by the affirmative vote of 9 members.  
Attest:- Joseph E. Connarton, Acting City Clerk.

A true copy;

ATTEST:-

*Joseph E. Connarton*

Joseph E. Connarton, Acting City Clerk.



**CITY OF CAMBRIDGE**  
**INTEROFFICE CORRESPONDENCE**

**To** Mary Flynn, Interim Director  
Community Development Department

**Date** March 6, 1986

**From** Joseph E. Connarton, <sup>JEC</sup> 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 THEATRE <sup>10 CHURCH ST</sup> 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 <sup>7 awnings</sup>

Size: AVERAGE ON DRAWING 11'

Weight: 190 LBS. <sup>each awning weighing 190/lbs</sup>

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'-6"

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:

[Signature]  
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: Townsquare Institute for the  
Hawaiian 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 too far,  
are too dominating, and the logo on each  
awning ~~is too~~ <sup>make</sup> 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 J. Maurillo, 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>  |
|-------------------------------|----------------------------|---------------|
| 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

| <u>Name</u> | <u>Type</u> | <u>Area</u> | <u>Date of Bldg. Permit</u> |
|-------------|-------------|-------------|-----------------------------|
|-------------|-------------|-------------|-----------------------------|

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

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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: ✓

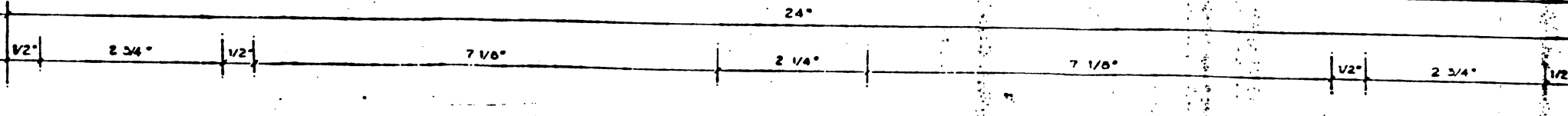
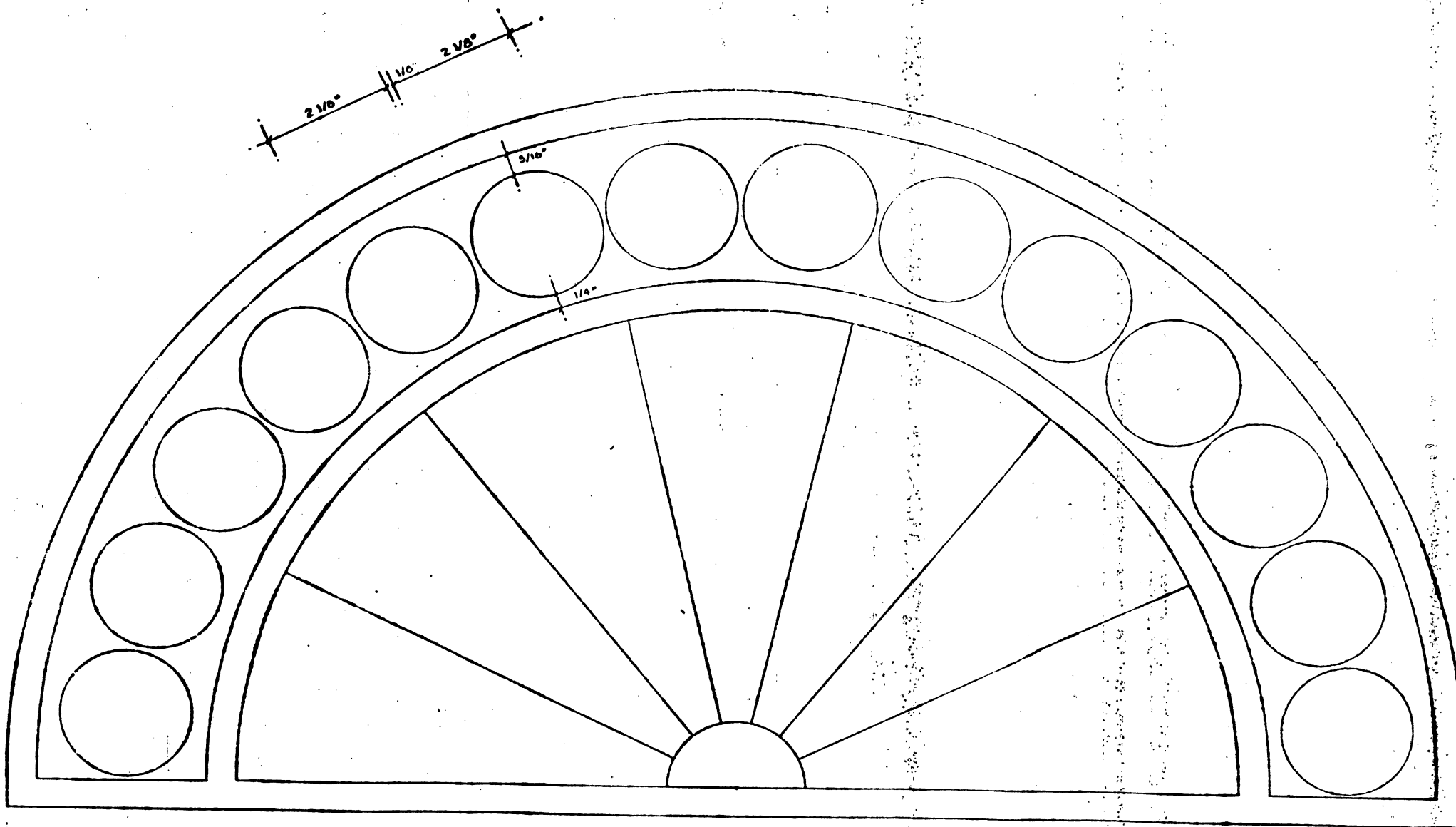
c. Sign does not require CDD design approval. \_\_\_\_\_

1.24.1986

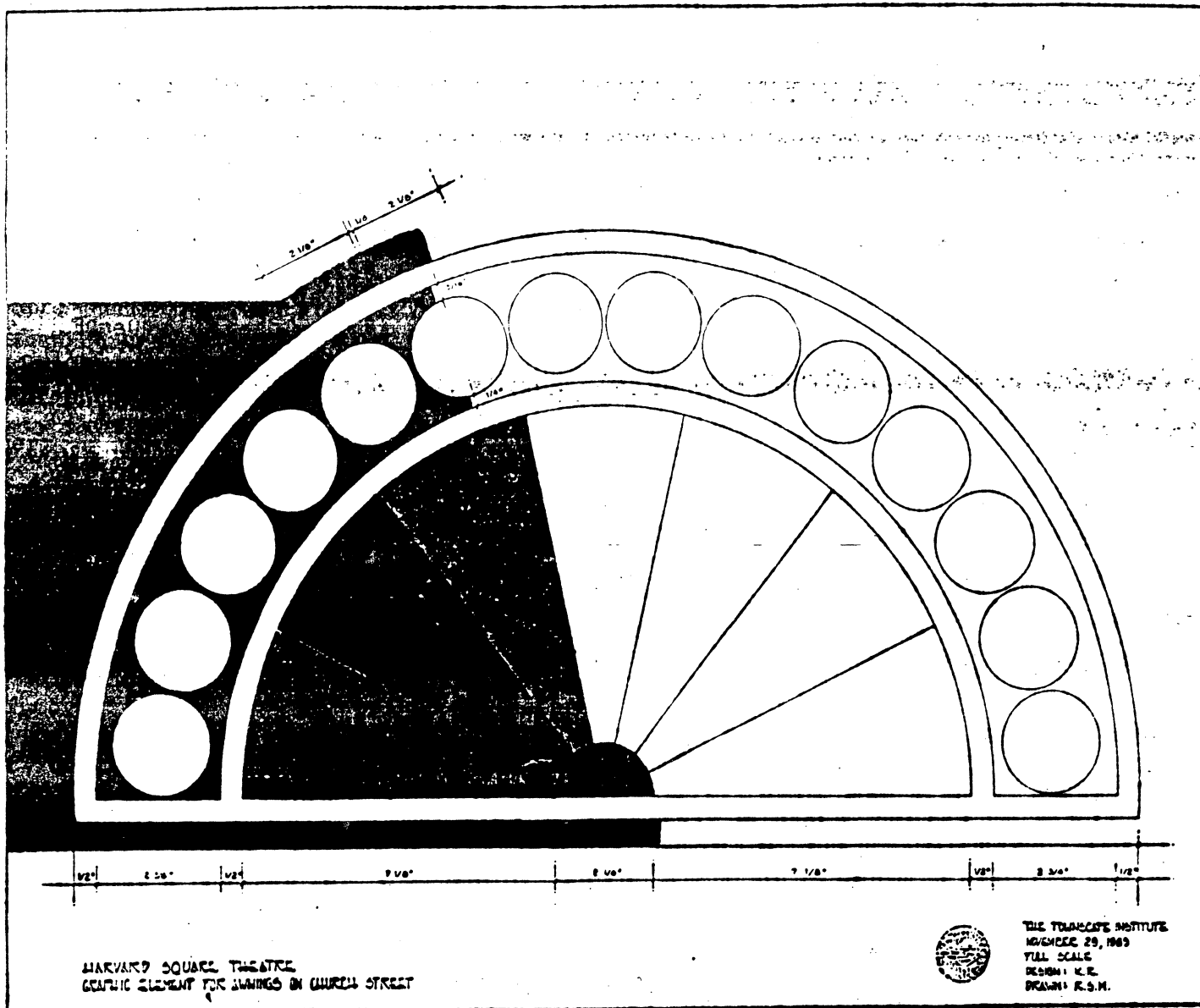
(date)

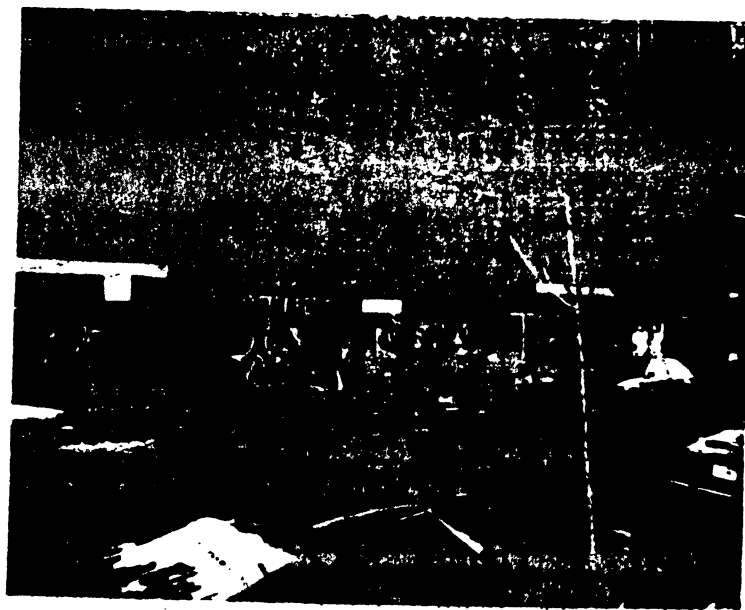
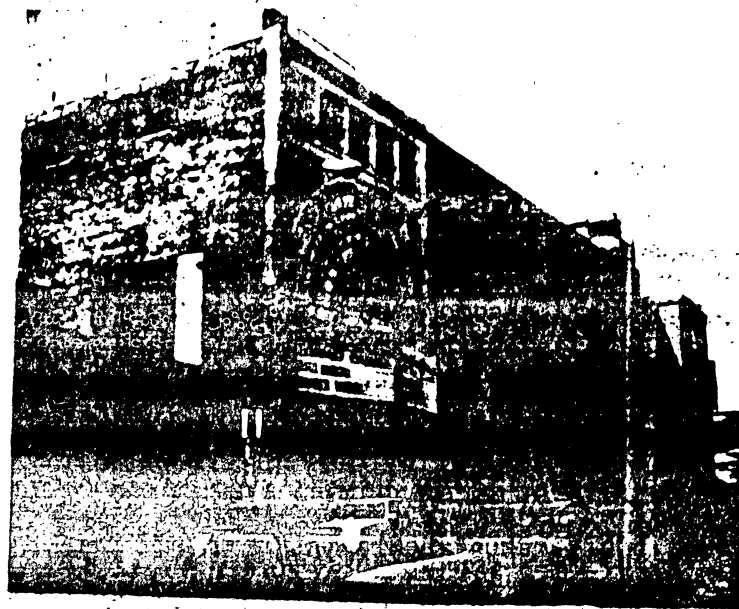
Claine C. Thorne

Authorized signature for the  
Community Development Department



THE TOWNSCAPE INSTITUTE  
NOVEMBER 29, 1965





Harvard Square Theatre  
Existing Condition, Nov. 1984

GLASS PANEL BETWEEN  
AWNINGS (OPTIONAL)

AWNING OVER  
ENTRANCE INCL.  
DOWN LIGHTING.

30°

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

11'-2" WITHOUT  
RECESS

WRITING: HARVARD SQUARE  
THEATRE

9'-7"

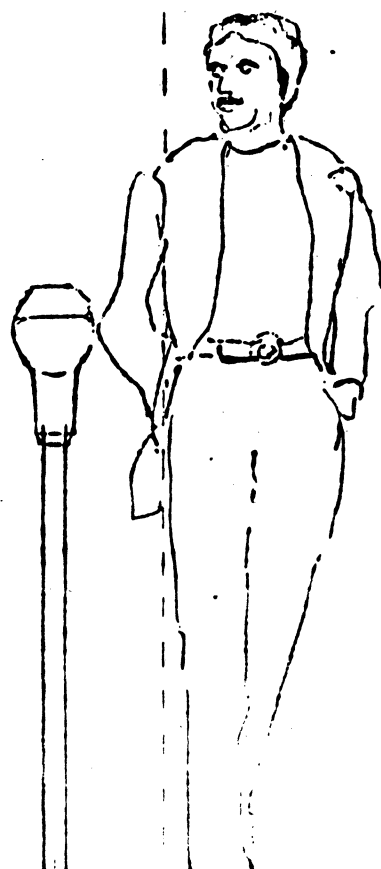
3'-8"

2'-0"

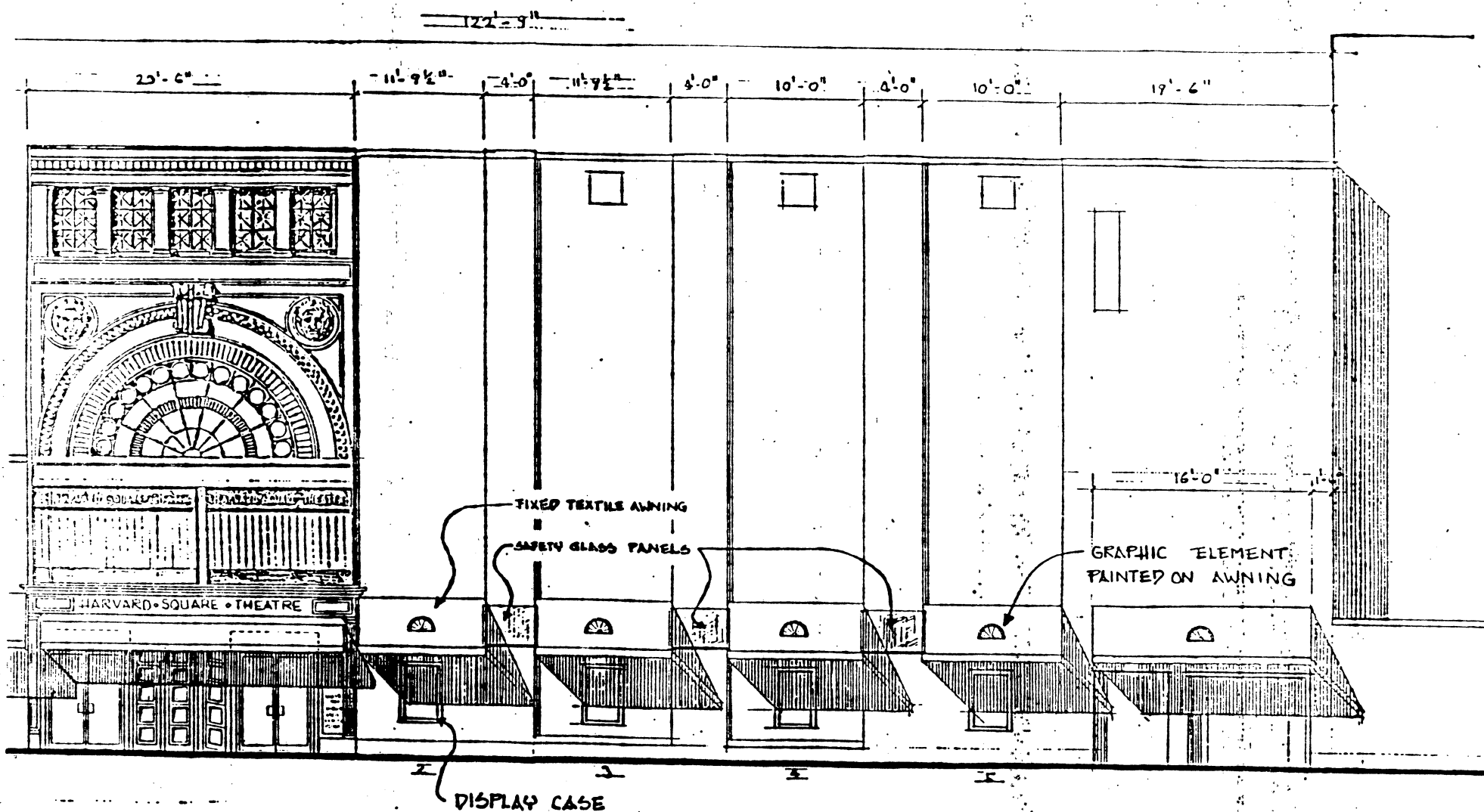
7'-6"

7'-5"

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



**CITY OF CAMBRIDGE**  
**INTEROFFICE CORRESPONDENCE**

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**Date** February 13, 1986

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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.

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are too dominating, and the logo on each  
awning ~~is too~~ <sup>makes</sup> a series of signs <sup>of the awnings.</sup> We  
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Coupled with the dimensions of face of the  
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allowed in 7.13.3(a) would be exceeded.  
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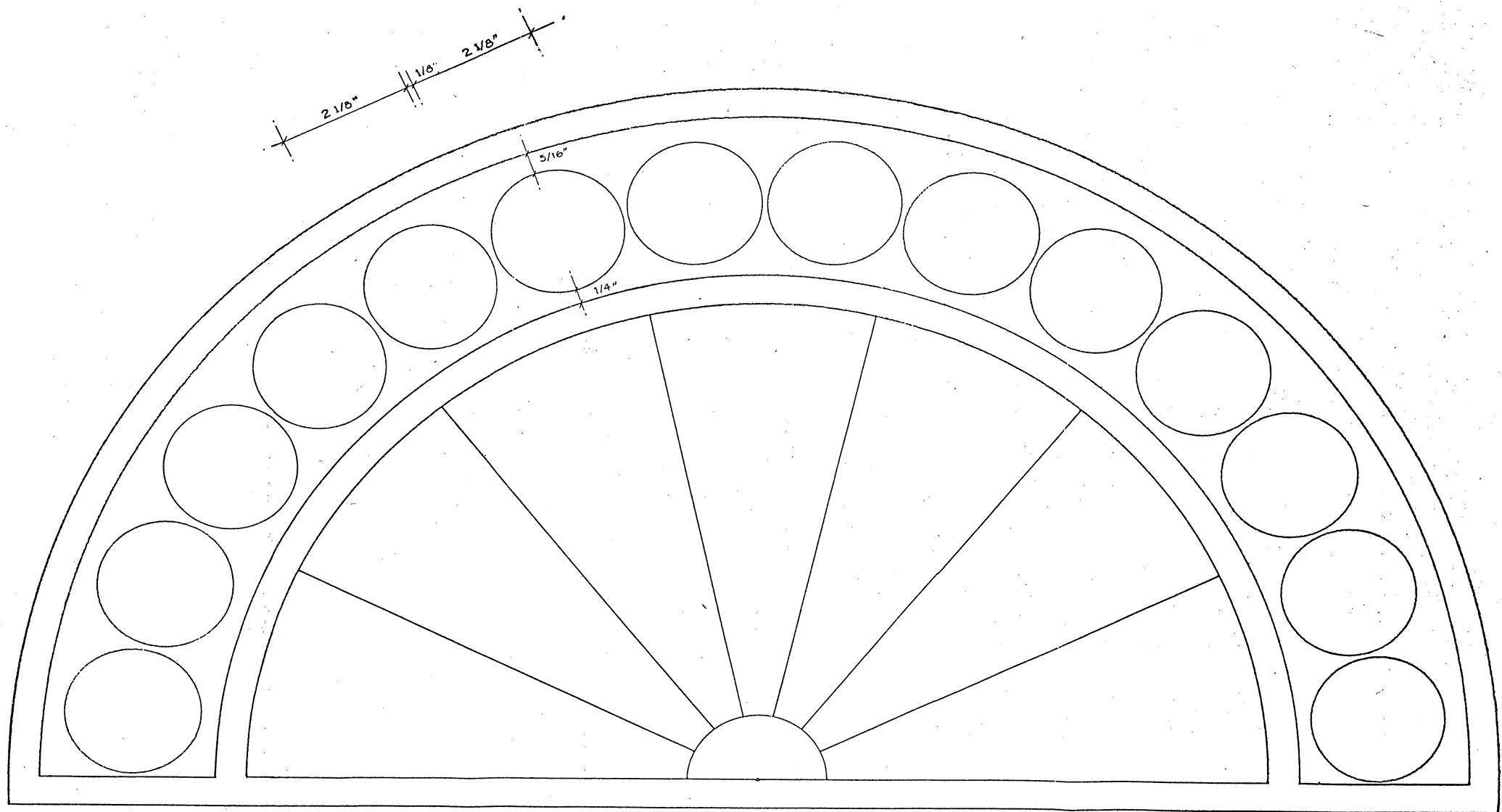
Projecting sign: Townscope Institute for the  
Honar Square Theatre.

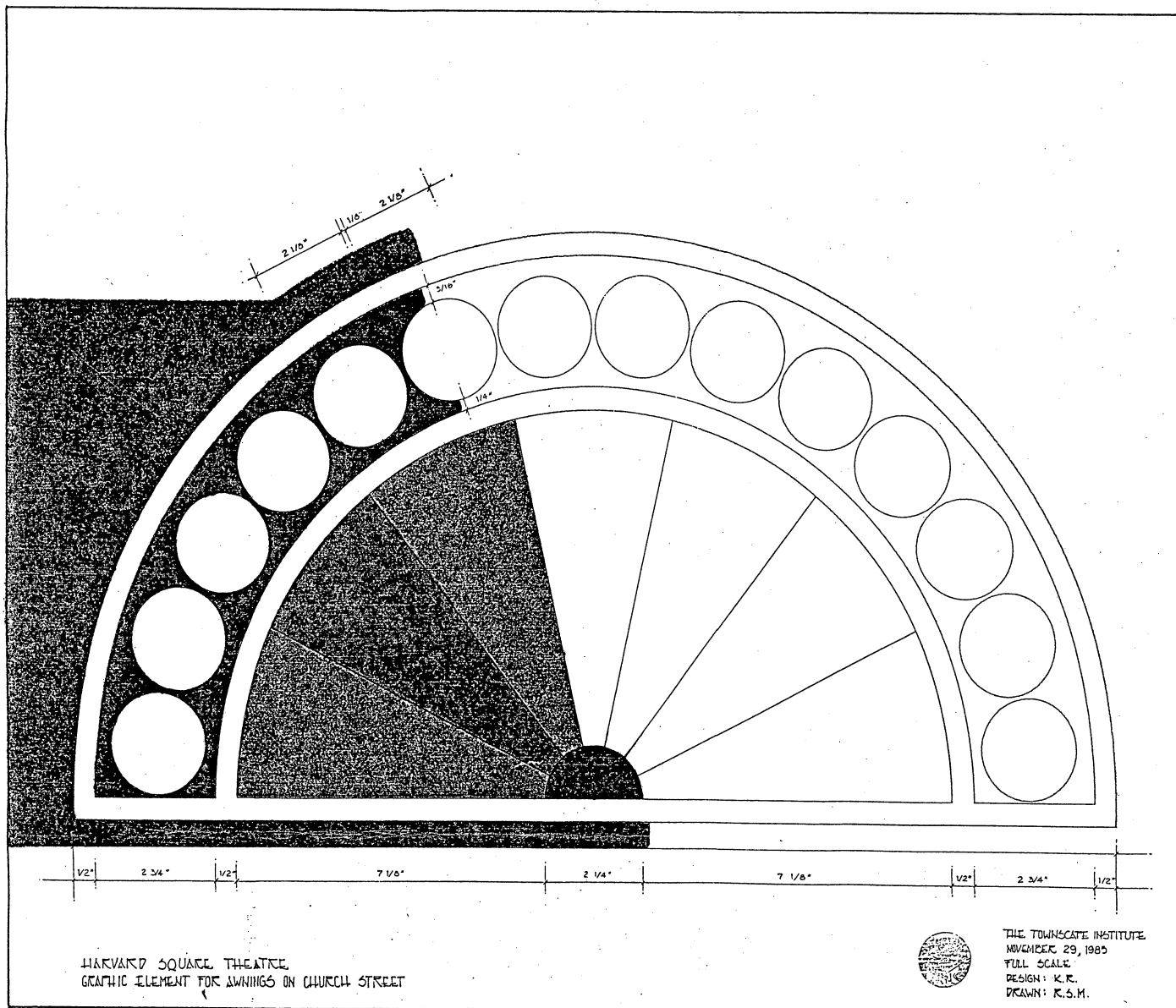
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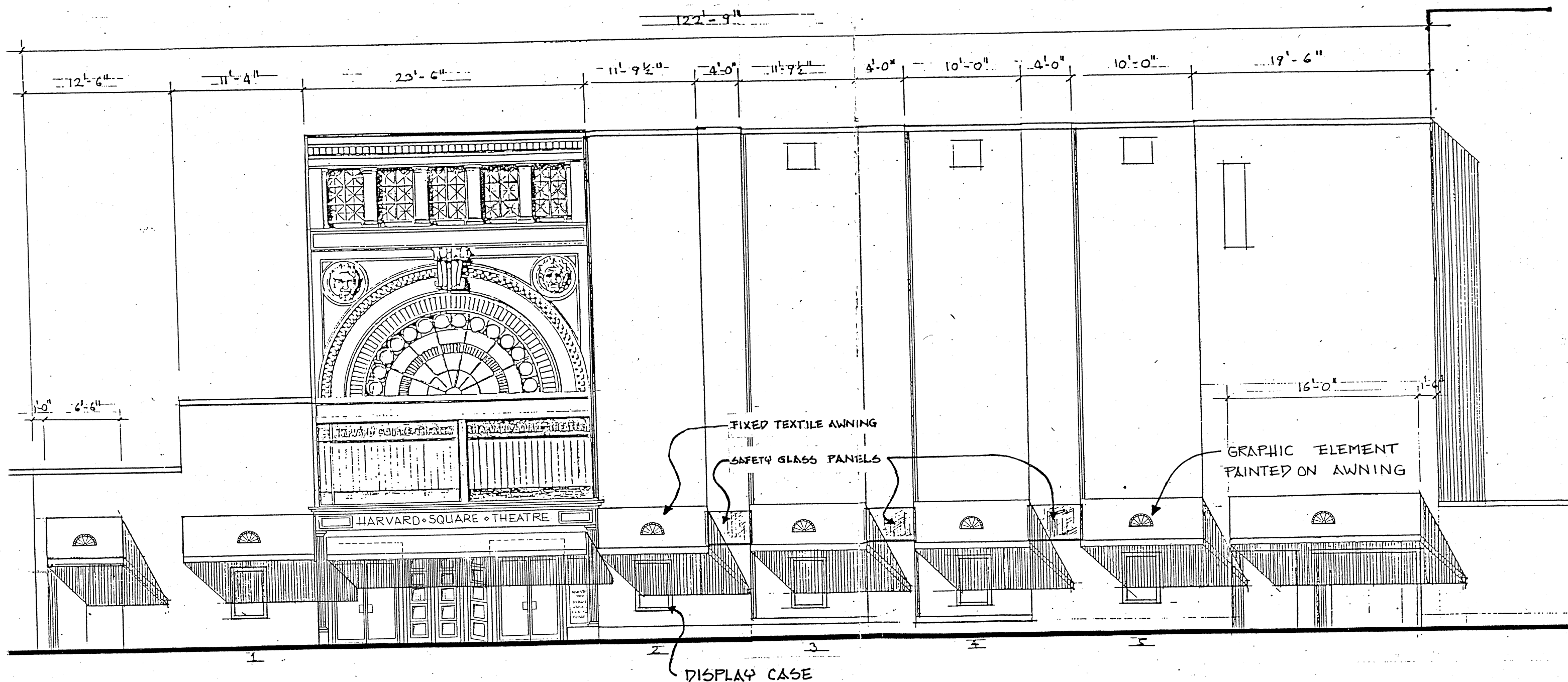
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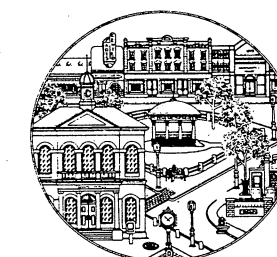
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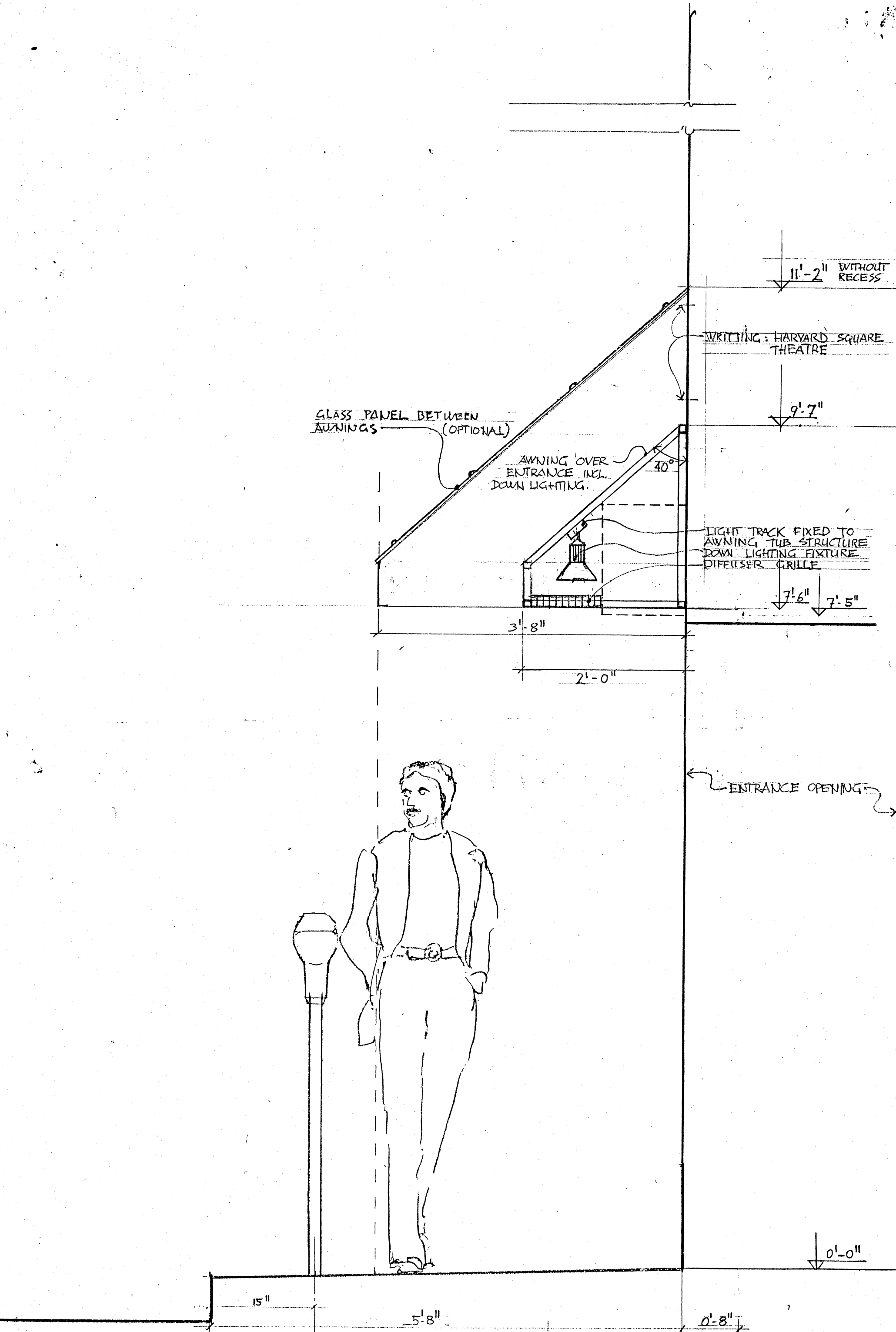




HARVARD SQUARE THEATRE  
 DESIGN PROPOSAL FOR FIXED AWNINGS ALONG CHURCH ST.  
 ALL AWNINGS TO BE ILLUMINATED FROM INSIDE  
 DISPLAY CASES #1, #2, #5 TO BE RECESSED INTO  
 EXISTING BRICK WALL (FLUSH WITH EXISTING BRICK SURFACE).



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

SHORT AWNING ACROSS ENTRANCE  
TYPICAL AWNING SECTION  
SCALE 1" = 1' JAN. 85  
THE TOWNSCAPE INSTITUTE K.R.  
REVISED/MODIFIED MAY 29, 85

RECEIVED BY  
OFFICE OF CITY CLERK  
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 745 <sup>10 CHURCH ST</sup> 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 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'-6"

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

Calender 4. H-24/19

letter sent to Mary Flynn, Community Development, requesting they check with a rep. of the First Parish Unitarian Church for their views on the petition 3/6/86  
conquisition

Harvard Square Theatre  
of \_\_\_\_\_  
seven fixed textile awnings  
for illuminated from within  
No. 10 Church Street

2/10/1986  
Before  
Adopted - Recommended  
That Sign Ordinance be  
complied with on motion  
of E. Wolf - Elwell  
Moved Chartered Right

In City Council, February 6, 1986

Referred to the Committee on

letter sent to Elaine Thorne, Community Development, requesting their own review process decision on this petition 2/13/86  
Attest: (conquisition)  
City Clerk

See Comm. Received  
2/24/86. Copy to  
all Commissioners  
March 3, 1986