



City of Cambridge

Consent Communication #36

IN CITY COUNCIL

April 28, 1997

ORDERED:

That, in accordance with the provisions of an ordinance relative to placing and maintaining a banner, the Commissioner of Public Works be and hereby is authorized to grant a permit to The Harvard Square Business Association requesting a permit to hang two banners across 30-39 JFK Street and 11-18 Brattle Street for the May Fair in Harvard Square on May 4, 1997.

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 banners.

In City Council April 28, 1997

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk



The Harvard Square
Business Association
Taking Care Of The Square

April 23, 1997

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, May 4th from Noon to 6:00 p.m..

The May Fair is our annual international spring festival which highlights local businesses and that include approximately 50 Harvard Square businesses and over 50-75 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.

Also, although the HSBA is part of this year's Arts First and Dance Month celebration, we compete for publicity with both these events as well as other Cambridge and Boston events, including the Walk for Hunger which also takes place on May 4th. This event, along with the Harvard Square Oktoberfest, provide the HSBA with over 50% of its annual operating income. Therefore, it is vital that these events stay popular and well attended and in order to do that we need as much "free publicity" as we can muster. To that ends, I do hope the Council will approve this banner request so we can erect the signs immediately.

Regarding the specifications of the banners:

- 1) Specifications: The two temporary banners are 4' x 25', are made of 14oz. vinyl, and will be hung on steel cables owned by the Harvard Square Business Association. These cables were designed to hang our annual white light banners and are secured into the sides of the buildings at a height of at least 45 feet. These cables are inspected and monitored annually by the company that installed them, Aetna Display.
- 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 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. (We turned down Pizza Hut because both Pizzeria Uno and Bertucci's are HSBA Members and are participating in the May Fair.) This year's sponsors include Nantucket Nectars, AT&T, the New England Revolution Soccer Team, Harvard Pilgrim Health Care, Dunkin' Donuts Coffee Coolatta, WZLX-FM, and the Boston Phoenix.
- 3) Raising of Banners and Maintenance: The HSBA's street bond is renewed automatically and is on file at the DPW. Also, the hanging of the banners is done by 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



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

Signature _____

Telephone: _____ FAX: _____

Location of Premises: Howard Square

Zoning District: BB Overlay District: Howard Square

Date Application Submitted: 4/24/97

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!

Copies: ISD _____ City Clerk ☒ CDD _____ Applicant _____

Cambridge, _____ 19__

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

Type: 2 14oz vinyl banners to span JFK + Brattle street
(State whether Electric or otherwise and material used in construction)
for one week (from April 29 - May 5)
 Reading matter to go on sign: (see attached)

Size: 4 feet deep x 25 feet wide

Weight: approximately 15 lbs each

How Erected: A: Brattle: steel cable, 94 ft. high JFK: 50 feet
(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. Fuelholz
(Signature of Applicant)
c/o HSBA, 18 Brattle St.
(Address)

NOTICE - REGULATIONS

SECTION 1412.D 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: _____

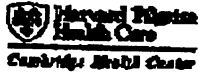
Building Inspector

Date _____



SUNDAY, MAY 4TH
NOON - 6 PM

RAINDATE, SUNDAY, MAY 11
THROUGHOUT HARVARD SQUARE





The Harvard Square Business Association

Taking Care Of The Square

April 23, 1997

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, May 4th from Noon to 6:00 p.m.

The May Fair is our annual international spring festival which highlights local businesses and that include approximately 50 Harvard Square businesses and over 50-75 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.

Also, although the HSBA is part of this year's Arts First and Dance Month celebration, we compete for publicity with both these events as well as other Cambridge and Boston events, including the Walk for Hunger which also takes place on May 4th. This event, along with the Harvard Square Oktoberfest, provide the HSBA with over 50% of its annual operating income. Therefore, it is vital that these events stay popular and well attended and in order to do that we need as much "free publicity" as we can muster. To that ends, I do hope the Council will approve this banner request so we can erect the signs immediately.

Regarding the specifications of the banners:

- 1) Specifications: The two temporary banners are 4' x 25', are made of 14oz. vinyl, and will be hung on steel cables owned by the Harvard Square Business Association. These cables were designed to hang our annual white light banners and are secured into the sides of the buildings at a height of at least 45 feet. These cables are inspected and monitored annually by the company that installed them, Actna Display.
- 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 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. (We turned down Pizza Hut because both Pizzeria Uno and Bertucci's are HSBA Members and are participating in the May Fair.) This year's sponsors include Nantucket Nectars, AT&T, the New England Revolution Soccer Team, Harvard Pilgrim Health Care, Dunkin' Donuts Coffee Coolatta, WZLX-FM, and the Boston Phoenix.
- 3) Raising of Banners and Maintenance: The HSBA's street bond is renewed automatically and is on file at the DPW. Also, the hanging of the banners is done by 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

Kristin T. Sudholz
Executive Director

2 pennies across street.

Proposed FREESTANDING Sign

Area in Square feet: 10055 Dimensions: 4 x 25

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): 25?

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

NA

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

NA

Length in feet of building facade facing street: (a) . Area of signs allowed accessory to 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 FREESTANDING 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: 30 square feet maximum. HEIGHT ABOVE THE GROUND: 15 feet. ILLUMINATION: Natural or external only. NUMBER: Two per lot (but not exceeding 30 square feet in total area).

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: 7.16.12 Temporary promotional

COMMENTS: signa

Date: 4/24/97 CDD Representative Lois Barber

SUMMARY OF MAJOR PROVISIONS FOR OFFICE, BUSINESS AND INDUSTRIAL DISTRICTS
(Please consult Article 7.000 of the Zoning Ordinance for specific requirements)

LIMITATIONS ON TOTAL AREA OF SIGNS ON A BUILDING
(See definition of sign frontage)

- | | |
|--|---|
| 1. For ground floor stores: | Width of store x 1 square foot equals area of all signs permitted on the outside of the storefront. * * |
| 2. For all signs on a single facade of a building: (including those in paragraph 1 above). | Width of building facade facing a street x 1 square foot equals area of all signs permitted on that facade. * * |

(NOTE: An additional 0.5 square feet per foot of sign frontage is permitted for signs located behind the glass of a window).

LIMITATIONS ON THE HEIGHT OF SIGNS ABOVE THE GROUND

Fifteen (15) for free-standing signs; twenty (20) feet for all other signs with exception for certain hotel and theater signs.

LIMITATIONS ON AREA OF INDIVIDUAL SIGNS

- | | |
|-------------------------|--------------------------------------|
| 1. Wall signs: | Sixty (60) square feet maximum. * |
| 2. Projecting signs: | Thirteen (13) square feet maximum. * |
| 3. Free-standing signs: | Thirty (30) square feet maximum. * |

* However no sign may exceed that area determined by the formula: sign frontage x 1 square foot.

LIMITATIONS ON NUMBER OF SIGNS PERMITTED

- | | |
|-------------------------|---|
| 1. Wall signs: | No limit. |
| 2. Projecting signs: | One per ground floor establishment plus one per door serving the remainder of the building. |
| 3. Free-standing signs: | Two per lot. |

LIMITATIONS ON KINDS OF ILLUMINATION

- | | | | | | | | |
|---|---|----|--|----|--|--|--|
| 1. Projecting (including awning signs) and free-standing signs: | Natural and external only. | | | | | | |
| 2. Wall signs: | Natural or external without limit. Internal under the following conditions:
<table border="0" style="margin-left: 40px;"><tr><td>a.</td><td>At least one dimension is 30" or less; and</td></tr><tr><td>b.</td><td>The sign is located behind window glass or projects no more than 2" from the building face; or</td></tr><tr><td></td><td>The sign consists only of individual letters, or channel letters, or only the letters in a box sign are illuminated.</td></tr></table> | a. | At least one dimension is 30" or less; and | b. | The sign is located behind window glass or projects no more than 2" from the building face; or | | The sign consists only of individual letters, or channel letters, or only the letters in a box sign are illuminated. |
| a. | At least one dimension is 30" or less; and | | | | | | |
| b. | The sign is located behind window glass or projects no more than 2" from the building face; or | | | | | | |
| | The sign consists only of individual letters, or channel letters, or only the letters in a box sign are illuminated. | | | | | | |

** Where the sign frontage is more than 100 feet from a street the multiplier may be increased to 2 square feet.



CITY OF CAMBRIDGE

INSPECTIONAL SERVICES DEPARTMENT CITY HALL
CAMBRIDGE, MASSACHUSETTS 02139 16171 498-2013

Robert R. Bersani

Commissioner

To Whom It May Concern:

As owner or agent of 18 Brattle Street, Cambridge, Massachusetts,
I do hereby declare my disapproval _____ approval ✓ of the installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: vinyl sign to hang from cable attached to
of said property. 18 Brattle StreetSigned: Richard Getz - Agent Date: 4/24/97Address: 18 BRATTLE ST.

(Richard Getz)

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



Robert R. Bersani
Commissioner

CITY OF CAMBRIDGE

INSPECTIONAL SERVICES DEPARTMENT CITY HALL
CAMBRIDGE, MASSACHUSETTS 02139 1617 458-2013

To Whom It May Concern:

As owner or agent of 39 JFK Street, Cambridge, Massachusetts,
I do hereby declare my disapproval _____ approval ☒ of the installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: Vinyl sign to hang from cable attached to
39 JFK Street
of said property.

Signed: Diane Reposa Date: 4/23/97

Address: 39 JFK St

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

Robert R. Bersani

Commissioner

To Whom It May Concern:

As owner or agent of 36 JFK Street/11 Brattle 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: vinyl sign to hang from cable attached to
36 JFK Street; and from 11 Brattle St.
of said property.Signed: [Signature] Date: 4.24.97Address: 50 Church St Cambridge(John DiGiovanni)
Reply is requested within seven (7) days of date of this letter.



SUNDAY, MAY 4TH
NOON - 6 PM

RAINDATE, SUNDAY, MAY 11
THROUGHOUT HARVARD SQUARE

Harvard Pilgrim
Health Care
Cambridge Health Center

Phoenix

FASTSIGNS
FRAMINGHAM

NANTUCKET
NEEDLES



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 The Harvard Square Business Association be granted permit to ~~erect a sign~~ ^{2 banners} of the following specifications in front of premises Brattle St. (20) + JFK St. (34-36)

Type: 2 14oz. vinyl banners to span JFK + Brattle street
(State whether Electric or otherwise and material used in construction)

for one week (~~from~~ April 29 - May 5)

Reading matter to go on sign: (see attached)

Size: 4 feet deep x 25 feet wide

Weight: approximately 15 lbs each

JFK: steel cable, 54 ft. high JFK: 50 feet

How Erected: A: Brattle: steel cable, 46 ft. high B: Brattle: 42 feet
(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 _____

Kurtin J. Puchholz
(Signature of Applicant)

c/o 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

Cambridge, April 24 1997

35

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 The Harvard Square Business Association be granted permit to erect a sign of the following specifications in front of premises 20 JFK Street - 39 JFK St.; 18 Brattle - 18 Brattle St.

Type: 2 14oz. vinyl banners to span JFK + Brattle street
(State whether Electric or otherwise and material used in construction)

for one week (April 29 - May 5)

Reading matter to go on sign: (see attached)

Size: 4 feet deep x 25 feet wide

Weight: approximately 15 lbs each

JFK: steel cable, 54 ft. high JFK: 50 feet

How Erected: A: Brattle: steel cable, 46 ft. high B: Brattle: 42 feet
(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. Fudholz
(Signature of Applicant)

c/o 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: [Signature]
Building Inspector

4/24/97
Date

Consent Communication #36

H-78

Petition was received from the Harvard Square Business Association requesting permission to erect two banners for the May Fair in Harvard Square on May 4, 1997.

In City Council April 28, 1997

ORDER ADOPTED