



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 57 INMAN STREET, CAMBRIDGE 02139

August 9, 1989

The August 15, 1989 Public Hearing on Billboards and the regularly scheduled meeting of the Cambridge Planning Board are cancelled.

If there are any questions please contact Liza Malenfant at the Community Development Department at 498-9034.

CAMBRIDGE MA.
AUG 10 11 10 AM '03
LIBRARY

2.00 petition

PETITION OF City Council

re: Signs & illumination

Petition filed with the City Clerk June 26, 1989

(all hearings to be completed 65 days from In City Council date)

4 days June
31 day July
30 day Aug
65 day = August 30, 1989 = all Hearings
In City Council June 26, 1989

Referred to the Planning Board for report June 26, 1989

Planning Board Hearing _____

(CITY COUNCIL must act within 90 days of the ORDINANCE COMMITTEE hearing which would be _____.)

City Council hearing published _____ on _____
and _____

Hearing before the Ordinance Committee _____

Reported to the City Council _____

Passed to a second reading on _____

published in _____ on _____

Planning Board report received on _____

Ready for ordination on _____

Passed to be ordained on _____

published in _____ on _____

COMPLETION DATE _____

Orig - Placed on file due to hearing not held required time



City of Cambridge

49.

IN CITY COUNCIL

September 11, 1989

COUNCILLOR DANEHY

ORDERED: That the proposed amendment to the Zoning Ordinances of the City of Cambridge regarding "Signs and Illuminations" as presented to this City Council on June 26, 1989 be and hereby is refiled and that said petition be referred to the Planning Board and Ordinance Committee for hearing and report.

In City Council September 11, 1989.
Adopted by the affirmative vote of nine members.
Attest:- Joseph E. Connarton, City Clerk.

A true copy; *Joseph E. Connarton*

ATTEST:-
Joseph E. Connarton, City Clerk.

Order # 49

Councillor Danehy re: proposed amendment
regarding "signs and illuminations" be
refiled.

In City Council,

Sept. 11, 1989

*Order adapted
Petition referred to
Planning Board &
Ordinance Committee
for hearing & report.
Copy sent to P.B. & Ord.
Comm. 9/12/89 @*

PETITION OF City Council

refiled petition signs & illuminations

Petition filed with the City Clerk Sept. 11, 1989

(all hearings to be completed 65 days from In City Council date)

19 days Sept.

31 days Oct.

15 days Nov.

65 days = Nov. 15, 1989 = all hearings

In City Council Sept. 11, 1989

Referred to the Planning Board for report Sept. 11, 1989

Planning Board Hearing _____

(CITY COUNCIL must act within 90 days of the ORDINANCE COMMITTEE hearing which would be _____.)

City Council hearing published _____ on _____

and _____

Hearing before the Ordinance Committee _____

Reported to the City Council _____

Passed to a second reading on _____

published in _____ on _____

Planning Board report received on _____

Ready for ordination on _____

Passed to be ordained on _____

published in _____ on _____

COMPLETION DATE _____

11/16/89 Placed on file due to hearing not held in required time



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 57 INMAN STREET, CAMBRIDGE 02139

RECEIVED
CITY CLERK
JUL 12 AM 9:21
CAMBRIDGE MA

NOTICE OF PUBLIC HEARING

The Planning Board of the City of Cambridge will hold a public hearing on Tuesday, August 15, 1989, at 7:30 p.m. at the Community Development Conference Room, third floor, City Hall Annex, 57 Inman Street, Cambridge, Massachusetts on a petition by the City Council to amend the text of the Zoning Ordinance of the City of Cambridge in Article 7.000 - Signs and Illuminations. The purpose of the amendment is to preserve and enhance the substantial interests of the City of Cambridge by requiring the removal of non-conforming off premises signs. The amendments would add a new Section 7.11.1 A and B outlining the purposes of the sign ordinance and revise Sections 7.15 non-conforming signs to require the removal of non-conforming off-premises signs. Sections 7.15.1 and 7.15.2 shall read as follows:

- 7.15.1 This Article shall apply to any non-conforming off premises sign erected prior to the effective date of this Article.
- 7.15.2 All non-conforming off premises signs shall be removed within three years of the effective date of this Article.

This proposal would also require that any sign used to advertise a business conducted on the same premises on which the sign is located.

Copies of this petition are on file in the Office of the City Clerk, City Hall, Cambridge, Massachusetts. Questions concerning the petition may be addressed to Lester Barber or Liza Malenfant at 498-9034.

RECEIVED BY
OFFICE OF CITY CLERK

1989 JUN 26 AM 10:47

CAMBRIDGE MA.

REPORT IN TWO PARTS

from

THE MAYOR'S BLUE RIBBON COMMITTEE
ON BILLBOARDS

to

The Cambridge City Council

June 26, 1989

The Mayor's Blue Ribbon Committee on Billboards, created by Council Order of March 27, 1989, has concluded its initial work and hereby respectfully submits to the Cambridge City Council, at its meeting of June 26, 1989, its two part report.

Part I of the report, with attached map and Assessor's letter, lists the findings and recommendations of the Committee, arrived at following a series of four regularly called meetings and one working meeting where the Committee:

- reviewed the locations of Cambridge billboards,
- reviewed the regulations of the Outdoor Advertising Board,
- heard testimony regarding removal of billboards in Watertown and Somerville from officials of those communities,
- heard testimony from the Cambridge Assessor's office concerning tax treatment of billboards and property with billboards,
- received a report from the Cambridge Solicitor's office concerning their work with the Zoning Specialist of the Cambridge Community Development office as to amending the City's Zoning Ordinance with Court-tested language from the Somerville Sign Ordinance.

Part II of this report consists of a Draft Ordinance that amends Article 7 of the Cambridge Zoning Ordinance, the section entitled, Signs and Illumination. It is attached under separate cover memorandum requesting that the Council vote to file it as a Zoning Petition and refer it to both the Planning ^{BOARD} and the Ordinance Committee of the City Council.

PART I - FINDINGS AND RECOMMENDATIONS OF THE MAYOR'S
BLUE RIBBON COMMITTEE ON BILLBOARDS

WHEREAS: The Committee finds that the presence of billboards undermines public and private investment that has been and is currently being made for neighborhood improvement throughout Cambridge and

WHEREAS: Billboards in areas predominantly residential in character or at neighborhood-oriented retail locations, devalue rather than enhance the adjacent residential neighborhood and

WHEREAS: The City receives a minimal amount in tax revenues from billboards and

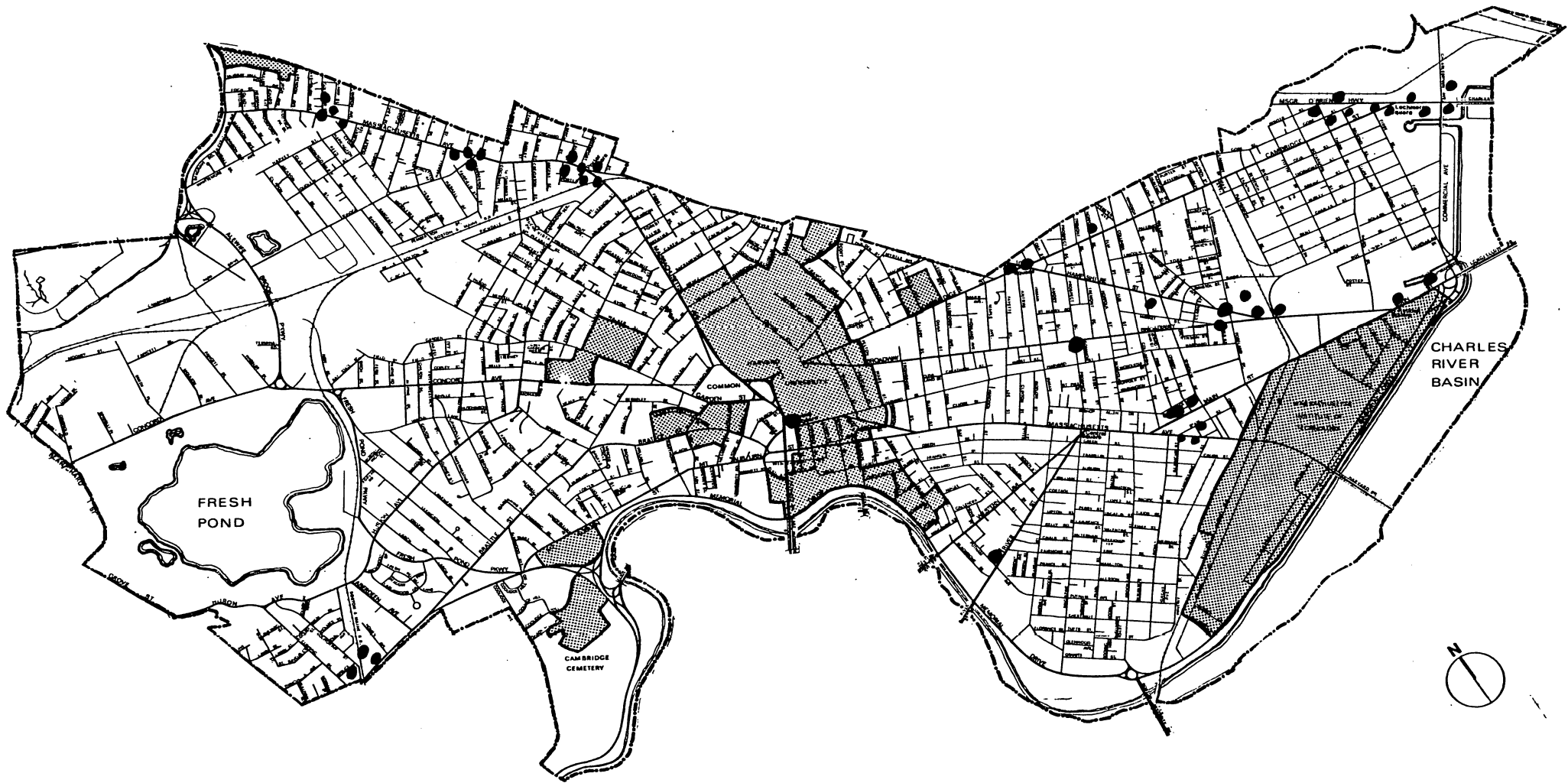
WHEREAS: This generation of Cantabridgians has inherited a rich and unique reservoir of history embodied in our City's built environment that we are obligated to protect and pass unspoiled to generations which follow and

WHEREAS: Billboards in Cambridge inappropriately sit atop or are adjacent to places and/or buildings in the National Register of Historic Places and

WHEREAS: No single neighborhood in our City has offered to receive from any other neighborhood in Cambridge the gift of its billboards and

WHEREAS: The Committee finds that billboard structures have been many times-over amortized, Therefore be it resolved and recommended that:

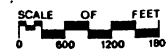
- All billboards in Cambridge should be removed.
- The time-frame for billboard removal should be within three years of the effective date of enactment of the proposed Sign Ordinance.
- The first billboards that should be removed are 17 board faces at eight locations on property belonging to the MBTA and MIT (See attached Assessor's list) whose revenues ought not be raised on the back of public blight.
- The costs for billboard dismantling be properly borne, as the Courts have held, by the billboard company.
- For the time remaining before removal, all billboards in Cambridge be assessed, including seven property locations involving 10 billboard faces which currently are not in the Assessing Department's computer record file.
- The attached Sign Ordinance be voted to file and be referred to the Planning Board and the Ordinance Committee for review, hearing and expeditious adoption.
- The City place high priority on its imminent appearance at the Outdoor Advertising Board's July hearings to support permit denial for 24 Cambridge billboards not in compliance with Advertising Board Regulations.
- This Blue Ribbon Committee remain in existence to monitor progress of the City in its efforts at the Outdoor Advertising Board as well as in the enactment and implementation of the proposed Sign Ordinance, and that the Blue Ribbon Committee be available to respond to any written proposal for negotiation from the billboard industry.



BILLBOARDS

CAMBRIDGE

Cambridge Community Development Department 1988





CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

(617) 498-9007

ASSESSING DEPARTMENT

May 30, 1989

Sally Powers, Director
Kevin T. McDevitt, MAA, CRA
Faith D. McDonald, CMA, RMA, MAA, CA-S

Elaine Thorne
City of Cambridge
Community Development Department
57 Inman Street
Cambridge, MA 02139

Dear Ms. Thorne:

I am writing to summarize and clarify for you the assessment procedures used to value billboards.

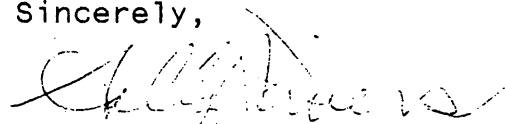
As Ms. McDonald explained during the meeting of May 8, 1989, there are two approaches to value which may be applied to billboard properties:

1. The cost approach. The current year's Marshall & Swift cost valuation manual gives the components to determine the cost of the materials to build the various signs as seen throughout the City. The material costs are then allocated to the size; replacement cost new is determined, after deducting observed physical, functional and locational depreciation, and; we arrive at a city-wide average depreciated replacement cost new for single or double illuminated billboards.
2. The income approach. Depending upon the submitted confidential income/expense information from the owner of the property upon which the billboard rests, the net yearly monies generated by the billboard if capitalized to arrive at a value for single or double fixtures. The capitalization rate is derived from the market for that particular assessment year through market derived direct capitalization, and from information published by banks, investment periodicals, etc.

I am enclosing with this letter our current list of billboards in Cambridge.

If you would like any more information, please let me know.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sally Powers".

Sally Powers

cc: Mayor Alfred E. Vellucci

CITY OF CAMBRIDGE - BILLBOARD LISTING

<u>Map/Lot</u>	<u>Address</u>	<u>Property Owner</u>	<u>Single Size Billboard</u>	<u>Double Size Billboard</u>	<u>Company</u>
82/31	1145 Cambridge Street	Philip I. Kadets - Tr.	1		Ackerley
1A/73	15 Msgr. O'Brien Hwy.	The Congress Group	2		Rite Media
20/80	192 Msgr. O'Brien Hwy.	David Viglione	2		Ackerley
20/83	184 Msgr. O'Brien Hwy.	Joseph Viglione	1		Ackerley
20/92	196 Msgr. O'Brien Hwy.	Gina Viglione	1		Ackerley
None	Msgr. O'Brien Hwy. (In front of 1A/87)	M.B.T.A. or Comm. of Mass.	2		Ackerley
None	Msgr. O'Brien Hwy. (In front of 1A/86)	M.B.T.A. or Comm. of Mass.		1	Ackerley
None	Msgr. O'Brien Hwy. (In front of 1A/69)	M.B.T.A. or Comm. of Mass.	2		Ackerley
None	Along Charlestown Ave. (Next to 1A/100)	M.B.T.A. or Comm. of Mass. or B & M Railroad		2	Rite Media
68/50	224 Mass. Ave.	M.I.T.		1	Ackerley
152/47	1851 Mass. Ave.	Edward A. Mayer		2	Ackerley
179/81	1925 Mass. Ave.	Charles Laverty et al		2	Ackerley
199/67	2088 Mass. Ave.	Joseph A. Colannino et al	2		Ackerley
199/30	2180 Mass. Ave.	Nicholas H. Mudarri Tr.	2		Ackerley
20/102	Cambridge Street	M.B.T.A. Lechmere Station	2	2	Ackerley
None	Near 157 Broadway	Consolidated Rail Corp.	2	1	Ackerley
None	Near 709 Mt. Auburn St.	M.B.T.A. or Consolidated Rail Corp.	3		Ackerley
160/69	1390 Mass. Ave.	Justin Wyner et al		1	Ackerley
69/102	344 Mass. Ave.	M.I.T.	2		Ackerley
77/63	94 Hampshire St.	Windsor Cafe, Inc.	2		Ackerley
14/26	145 Main St.	Hamilton Realty		2	Ackerley

114A/120 1414 Cambridge St.

Arli Realty Tr.

2

Ackerley

127/143 268 River St.

Sydney Cox.

1**

** Presently has
boards or
advertising

as of 5/89

RECEIVED BY
OFFICE OF CITY CLERK
1989 JUN 26 AM 10:47
CAMBRIDGE MA.

MEMORANDUM

To: The Cambridge City Council
From: The Mayor's Blue Ribbon Committee on Billboards
Subject: Draft Ordinance Submission- Part II of Report
Date: June 26, 1989

The Mayor's Blue Ribbon Committee hereby places before the City Council the attached Draft Ordinance.

We respectfully request the Council to vote to file as a Zoning Petition and refer the attached to both the Planning Board and the Council's Ordinance Committee.

ARTICLE

7.000 SIGNS AND ILLUMINATION

7.10 SIGNS

7.20 ILLUMINATION

7.10 SIGNS

17.11.1 Findings and Purpose

A. This Article is based upon the following findings:

- (a) The regulation of signs is necessary in order to preserve and enhance the substantial governmental interests of the City of Cambridge in its natural, scenic, historic, cultural, and aesthetic qualities;
- (b) There is a substantial governmental interest in enhancing the physical appearance of all parts of the City of Cambridge, including residential, commercial, and industrial areas;
- (c) Regulating signs will improve the City's appearance, thereby attracting both permanent residents and commercial development;
- (d) The regulations set forth in this article will directly advance the public interest in aesthetics and other qualities by preserving and enhancing the appearance of residential, commercial and industrial areas; preserving and enhancing the appearance of public streets, parks and other public properties; and by minimizing the intrusiveness of sign structures.

B. The purposes of this Article are to preserve and enhance the substantial interests of the City of Cambridge in the appearance of the City; to preserve and enhance the public interest in aesthetics; to preserve and increase amenities of the municipality; to control and reduce visual clutter and blight; and to carry out the authority conferred by General Laws, Chapter 40A and Chapter 93, Section 29.

NEW

7.11.2 No signs or advertising devices of any kind or nature shall be erected on any premises or affixed to the outside of any structure to be visible from the outside of any structure except as specifically permitted in this Section 7.10 unless said premises or structure is located within the Cambridge Center MXD District.

7.12 PERMITTED SIGNS

7.12.1 RESIDENCE A, B, C, AND C-1 DISTRICTS

A. Identification Sign for Residential uses.

Total Area of Signage Permitted per Lot:
One (1) sq. ft.

	Maximum Without Design Review	Maximum With Design Review
Area of sign:	1 sq. ft.	Not Applicable (N.A.)
Number of signs:	One (1)	N.A.
Height of sign:	4 ft. if free-standing	N.A.
Location:	On building or a minimum of 3 feet from street line	N.A.
Illumination:	Natural or external lighting only	N.A.
Limitations:	For the display of street number, name of occupant of the premises, and/or identification of an accessory professional office or other permitted accessory uses including customary home occupation.	

B. Identification Sign, Bulletin Board or Announcement Board for Permitted Non-Residential Uses Other than Churches or Institutions.

Total Area of Signage Permitted Per Lot:
10 sq. ft. per building

	Maximum Without Design Review	Maximum With Design Review
Number of signs:	One (1)/first floor establishment, plus One (1)/building	N.A.
Height of sign:	15 ft. provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less.	N.A.
Illumination:	Natural or external lighting only.	Internal

C. Wall Signs

Area of signs:	15 sq. ft.	Greater than 15 sq. ft.
Number of signs:	N.A.	N.A.
Height of sign:	20 feet provided it is below the sill line of second floor windows, and/or the lowest point of the roof, whichever is less.	Exceeding the by-right height except that no sign may extend above the lowest point of the roof.
Illumination:	Natural or external lighting; neon type or exposed gas ultra-violet tube type behind the glass of windows.	All other forms of internal illumination.

7.12.5 TEMPORARY SIGNS FOR ALL DISTRICTS

- A. One for sale or for rent sign not exceeding six square feet in area and advertising only the premises on which the sign is located.
- B. One building contractor's sign maintained on a lot during construction on that lot not exceeding twenty square feet in area.
- C. In residential districts temporary display posters, without independent structural support in connection with political campaigns and with noncommercial civic, health, safety and welfare campaigns, provided such posters are removed within five (5) days following the conclusion of such campaign; temporary displays of a patriotic, religious, charitable or civic nature.

D. In business, office and industrial districts, signs as permitted in 7.12.5 (C) above as well as temporary signs pertaining to special sales or events lasting no more than fifteen days affixed to the inside of windows provided that their total area does not exceed 30% of the window glass to which they are affixed.

7.12.6

DIRECTIONAL SIGNS

Signs necessary for public safety and convenience not exceeding six (6) square feet per sign face shall be permitted provided such signs contain no advertising.

7.12.7

PLANNED UNIT DEVELOPMENTS

The Planning Board shall approve all signs within a Planned Unit Development. The sign requirements of the base zoning district shall apply unless specific waiver from such requirements is granted by the Planning Board within the scope of its Planned Unit Development Special Permit up to the limits imposed in any business district.

7.13

GENERAL LIMITATIONS ON ALL SIGNS

- A. Signs shall be stationary and may not contain any visible moving or moveable parts.
- B. All lighting shall be indirect, continuous, and installed in a manner that will prevent direct light from shining onto any street or adjacent property except such devices intended to tell time and temperature (including flashing, animated or intermittent light)
- C. No illumination shall be permitted after 11 P.M. in any Residence in A, B, or C-1 district.

7.14

DESIGN REVIEW PROCESS

7.14.1

Where required by this Section 7.10 signs shall undergo a design review conducted by the Community Development Department. A report of the recommendations of the Community Development Department shall be forwarded to the Superintendent of Buildings along with the application for a building permit for said sign. Should the sign for which an application for a building permit is made not conform to the recommendations of the Community Development Department said sign shall require a special permit from the Cambridge Board of Zoning Appeal. Any sign not meeting the dimensional requirements of this Section 7.10 shall require a variance from the Board of Zoning Appeal. In hearing a variance request the Board of Zoning Appeal shall take into consideration, in addition to those statutory requirements mandated by Chapter 40A, the guidelines outlined in Section 7.14.5 of this Ordinance.

7.14.2

APPLICATION

Any sign proposal requiring design review before the Community Development Department shall be accompanied by the following information:

A. **Written Material**

1. Length of lot frontage abutting a street.
2. Total area or signage permitted on the subject lot.
3. Total area of signage currently on the building(s) sited on the subject lot.
4. Number of existing signs on the subject lot.
5. Dimensional information on the proposed sign(s).
6. Detailed description of proposed sign(s) including materials, illumination, colors, etc.

B. 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 $\frac{1}{8}'' = 1'$)**
2. **Architectural elevations of the proposed sign(s) and sufficient of the building area surrounding it to clearly indicate the proposed sign's relationship to the building, its architectural details, and adjacent signs. (Suggested scale $\frac{1}{8}'' = 1'$)**
3. **Detailed plans, elevations and other material indicating the design of the proposed sign(s), its material, construction, colors, etc.**

7.14.3 PROCEDURE

The Community Development Department shall, within 15 working days of the submission of a complete application, forward its recommendations to the Superintendent of Buildings. With signs of particular significance the Community Development Department may at its discretion hold a public hearing to solicit comments from affected neighborhood groups and residents. The Department staff shall assist all applicants in meeting the objectives of the Design Review Process. Nothing in this Section 7.10 shall prohibit any applicant from submitting preliminary plans for discussion prior to a formal application. The 15 day review period may be extended with the written permission of the applicant.

- 7.14.4** An application for a sign requiring design review which has not received approval from the Community Development Department shall require a Special Permit from the Board of Zoning Appeal. Such application shall be forwarded to the Planning Board for its review and comment.

7.14.5 REVIEW GUIDELINES

In making its review, the Community Development Department shall refer to the following guidelines. These may also be of use to designers of signs which are permitted by right. The guidelines are not intended to prohibit or discourage creative solutions to sign design problems; the intent is to encourage signs which are appropriate in their settings, and whose messages are clear and unobtrusive.

A. *Setting:* A sign should fit well with its building.

1. **Location.** The sign shall have a logical relationship to the facade of the building on which it is located and shall be integrated into existing architecture (e.g. above entrances, integrated with rather than obscuring building details).
2. **Scale.** The sign design shall take into account the relative scale and proportions of the building or surface on which it is mounted. Large signs which overwhelm the architectural features or ignore the rhythms of the building are discouraged, though this guideline is not meant to discourage creative use of trompe l'oeil or other means of influencing perceptions.
3. **Materials.** The materials of the sign should be chosen to complement the building materials, if appropriate. Although in some instances a contrast of materials may be desirable, the intent is to discourage the clashing of signs and building materials.

B. *Message:* Signs should present clear, well-designed messages.

1. **Coordination.** Signs on a single building should provide a coherent and harmonious whole. Signs should not obscure important views, visual access to other signs or architectural features of the building on which they are located, or another building.
2. **Simplicity.** In general, strong, brief messages with a carefully considered range of colors should be used rather than repetitive or overly elaborate schemes. The intent is to discourage a cluttered or chaotic presentation of signs; however, the intent is not to prevent creative use of repetition or color.
3. **Image.** The sign should reflect the positive aspects of the building and/or the neighborhood within which it is located. For example, traditional signage may be appropriate for a building with substantial period detail. In areas with heavy pedestrian use, signs oriented to the pedestrian may be most appropriate. Product trademarks are discouraged.

7.15

NON-CONFORMING SIGNS

NEW { 7.15.1
7.15.2

This Article shall apply to any non-conforming off premises sign erected prior to the effective date of this Article.

All non-conforming off premises signs shall be removed within three years of the effective date of this Article.

7.16

EXEMPT SIGNS

A. The following signs shall be exempt from restrictions as to types of signs or limitations on the total signage permitted on a lot as required elsewhere in this Article 7.000.

1. In all districts:

- a. Signs not visible from a public way.
- b. Official traffic and directional signs.
- c. Other directional signs as limited by section 7.12.6.
- d. Flags of city, state or country or non-profit organization.
- e. Memorials such as grave stones and corner stones.
- f. Historical site plaques installed or approved by a public agency or duly established historical society.
- g. Window display of merchandise or signs incidental to the display.
- h. Temporary signs as permitted in Section 7.12.5 (A-C) therof.

2. In business, office and industrial districts:

a. Permanent non-illuminated signs behind the glass of a window above the first floor provided:

- (1) the total area of the sign(s) does not exceed 30% of the area of the glass of the window;
- (2) the window is appurtenant to the use to which the sign is accessory;
- (3) the sign consists of individual letters or symbols affixed to the window or mounted on a clear, transparent background;
- (4) the symbols or letters do not exceed 6" in height;
- (5) the sign contains only the name and/or logo of the establishment to which it is accessory;

b. Permanent non-illuminated signs mounted on awnings on the first floor of a building provided:

- (1) the total area of the sign does not exceed 1 square foot and the height of symbols and letters does not exceed 6";
- (2) the sign consists of individual letters or symbols affixed to the fabric of the awning;
- (3) sign contains only the name and/or logo for the establishment to which it is accessory.

c. Temporary signs as permitted in 7.12.5 (D).

d. Any sign used to advertise a business conducted on the same premises on which the sign is located.

NEW {

B. For one story buildings having a continuous parapet above the lowest point of the roof, signs may be placed below the highest point of such parapet rather than below the lowest point of the roof as may otherwise be required by this Section 7.10.

7.17

In any district where the number or area of signs permitted on a lot is determined by the number of buildings located on said lot, one building shall be assumed to be present for the purposes of this Section 7.10 for any use not contained within a building.

0-129

Comm. from Joseph E. Connarton, City Clerk, transmitting a "Report in two parts" from the Mayor's Blue Ribbon Committee on Billboards, consisting of its findings & recommendations & also, a draft ordinance to amend the Zoning Ordinances in Article 7, entitled "Signs and Illumination".

11/16/89 Placed on file
 due to hearing
 not held in
 requested time.

In City Council,

June 26, 1989

Copy sent to both Las Barber,
 Planning Board + Committee, Walnut,
 Ordinance Committee Chair 6/23/89
 wh