



4/17/91

APPROVED
Russell B Higley
CITY SOLICITOR

OFFICE OF THE CITY CLERK

CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

JOSEPH E. CONNARTON
CITY CLERK

(617) 349-4260

JOHN E. FLYNN
DEPUTY CITY CLERK

March 11, 1991

Russell B. Higley
City Solicitor
City Hall
Cambridge, MA

Dear Sir:

Enclosed you will find copies of five amendments which were passed to a second reading at the City Council meeting of March 4, 1991 as follows:

1. Zoning amendment to create a permanent East Cambridge zoning district.
2. Zoning amendment to extend the Cambridgeport Interim Planning Overlay District.
3. Zoning amendment to replace the regulations relative to signs and illuminations.
4. Municipal Code amendment entitled "Mandatory Recycling".
5. Municipal Code amendment relative to the Interim Parking Control Committee.

Would you kindly review these amendments and indicate your approval or disapproval on the bottom and return to this office.

C. C. 106

PUBLIC NOTICE
RELATIVE TO ZONING

City of Cambridge

MASSACHUSETTS

Notice is hereby given that in accordance with the provisions of Chapter 40A, Section 5 of the General Laws, Tercentenary Edition and amendments thereto, that the Committee on Ordinances, comprised of the entire membership of the City Council, will hold a reconvened meeting of the Ordinance Committee on Wednesday, February 6, 1991 at 6:00 P. M. in the Sullivan Chamber, City Hall, Cambridge, Massachusetts which meeting was opened on December 16, 1990 and recessed until this date on a petition by the City Council to amend the text of the Zoning Ordinances of the City of Cambridge in Article 7.000 - Signs and Illuminations.

The purpose of the amendment is to limit the size of individual signs and tighten the circumstances under which damaged nonconforming signs can be replaced. The following is a list of the proposed modifications: reduce the total signage allowed on a lot, further reduce the size of freestanding and projecting signs, cap the size of wall signs, limit the circumstances under which internally illuminated signs can be employed, prohibit such illumination for freestanding and projecting signs, make the regulations uniform for all nonresidential districts, require the removal of some of the more visually offensive nonconforming signs, modify the current mechanism for review of the design of proposed signs and limit the height of all signs.

Copies of this petition are on file in the office of the City Clerk, City Hall, Cambridge, Massachusetts.

All persons interested in this matter may appear at this time and be heard.

For the Committee,

Councillor Francis H. Duehay,
Chairman

Let her love

1991 JAN 23 PM 4:33

1991 JAN 23 PM 4:33

CAMBRIDGE MA.

SUMMARY OF PROPOSED ORDINANCE

- 1. Planning and Policy Context**
- 2. Findings and Purpose**
- 3. Reorganization of the Ordinance**
- 4. Design Review Process**
- 5. Quantity of Signage**
- 6. Individual Sign Size Limits**
- 7. Design and Illumination Restrictions**
- 8. Nonconforming Signs**

Held

1. PLANNING AND POLICY CONTEXT

- A. The Cambridge concern for its environment is set in context.
- B. The city's general planning policy objectives are highlighted.
- C. Past efforts to implement those policies are described.
- D. The planning documents which define the city's design and aesthetic concerns are identified.
- E. The history of sign regulation in the city is reviewed.
- F. A review of the aesthetic impact of signs, and billboards as a particular case, is examined generally and within the context of the city's commercial districts.

2. FINDINGS AND PURPOSES

See Ordinance, Section 7.11

3. REORGANIZATION OF THE ORDINANCE

- A. New and more comprehensive definitions are provided.
- B. The findings and purposes of the Ordinance are made explicit.
- C. The limitations on the use of signs for noncommercial messages is outlined.
- D. Regulation of signs in all residential districts is made uniform.
- E. Regulation of signs in all nonresidential districts is also made uniform.
- F. Signs are regulated uniformly throughout the city, including the MXD district in Kendall Square and the Overlay District in Alewife.

4. DESIGN REVIEW PROCESS

- A. The mandatory design review process through the CDD is eliminated.
- B. Specific limitations on the size, location, quantity and illumination of signs are established.
- C. The ambiguity with regard to acceptable sign standards is eliminated and straightforward requirements for size, location, etc. are established for property owners, sign makers, and tenants.
- D. A certification process is established through the CDD for signs greater than 25 square feet in area.

5. QUANTITY OF SIGNAGE

- A. Building frontage rather than lot frontage becomes the measure of the total signage permitted on a lot.
- B. The frontage multiplier is reduced from two (2) to one (1) square foot per linear foot.

6. INDIVIDUAL SIGN SIZE LIMITS

- A. For the first time wall signs are limited in size, which is established at sixty (60) square feet in area.
- B. Projecting signs are reduced in size permitted, from twenty (20) to ten (10) square feet in area.
- C. Freestanding signs are also reduced in size permitted, from forty (40) to thirty (30) square feet in area.
- D. All signs in all districts are limited to a maximum height above the ground of twenty (20) feet; other more restrictive limits apply in some circumstances.
- E. All roof signs are prohibited.

7. DESIGN AND ILLUMINATION RESTRICTIONS

- A. Projecting and freestanding signs may not be internally illuminated.
- B. Wall signs may be internally illuminated only under the following circumstances:
 - (1) the vertical dimension of the sign is no greater than 30", and
 - (2) the sign is behind the window glass, is in a box extending no more than 2" from the face of the building, and/or consists of individual letters directly attached to the building face.

8. NONCONFORMING SIGNS

- A. Chapter 40A (the Zoning Act) grants nonconforming status to all on premise signs.
- B. Chapter 40A does not grant nonconforming status to signs and billboards regulated by Chapter 93.
- C. The proposed Ordinance requires the removal of all signs not granted nonconforming protection within four years of adoption of the ordinance.

CALCULATION OF SIGN FRONTAGE

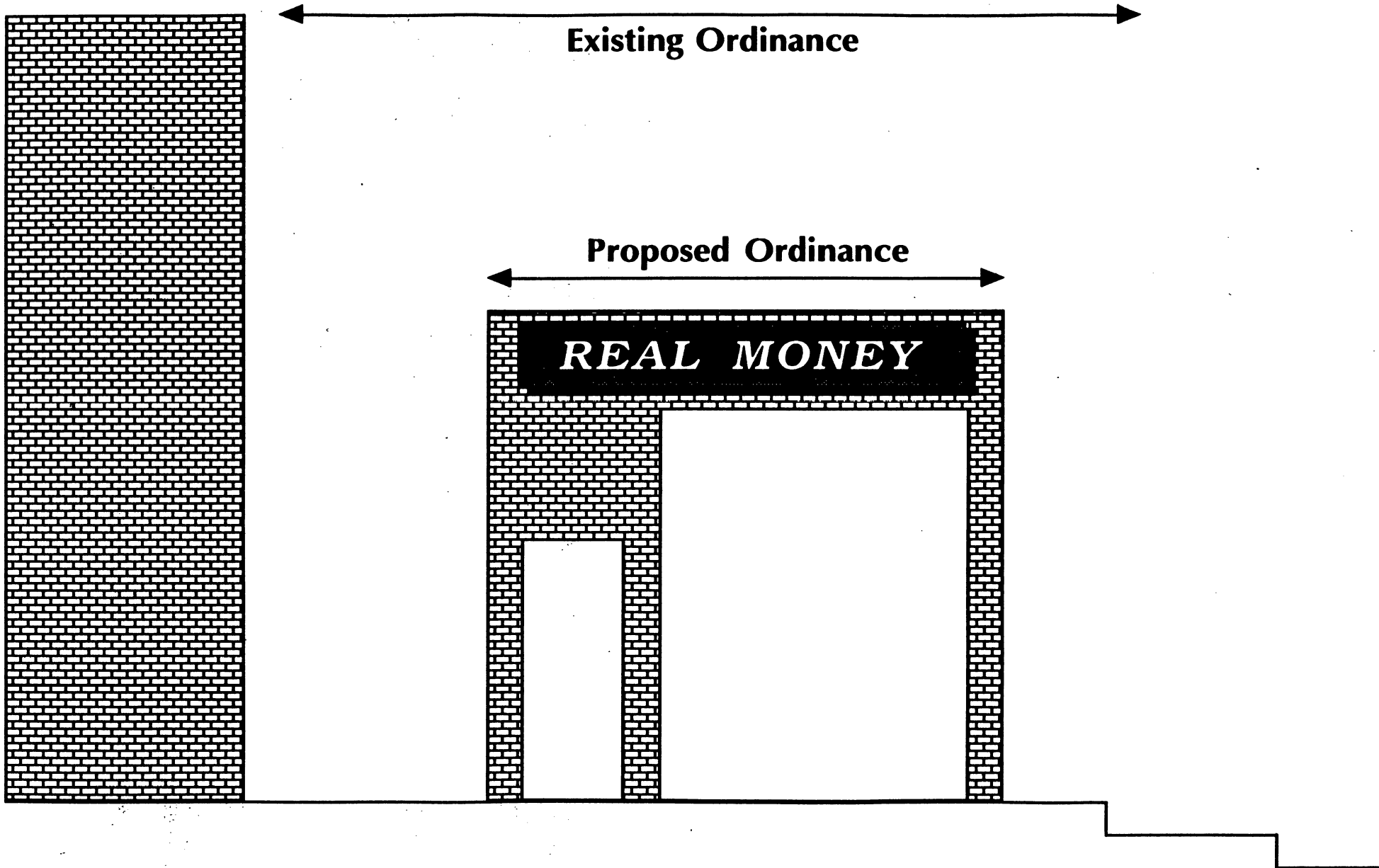
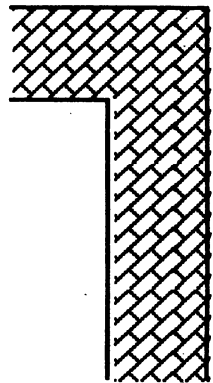
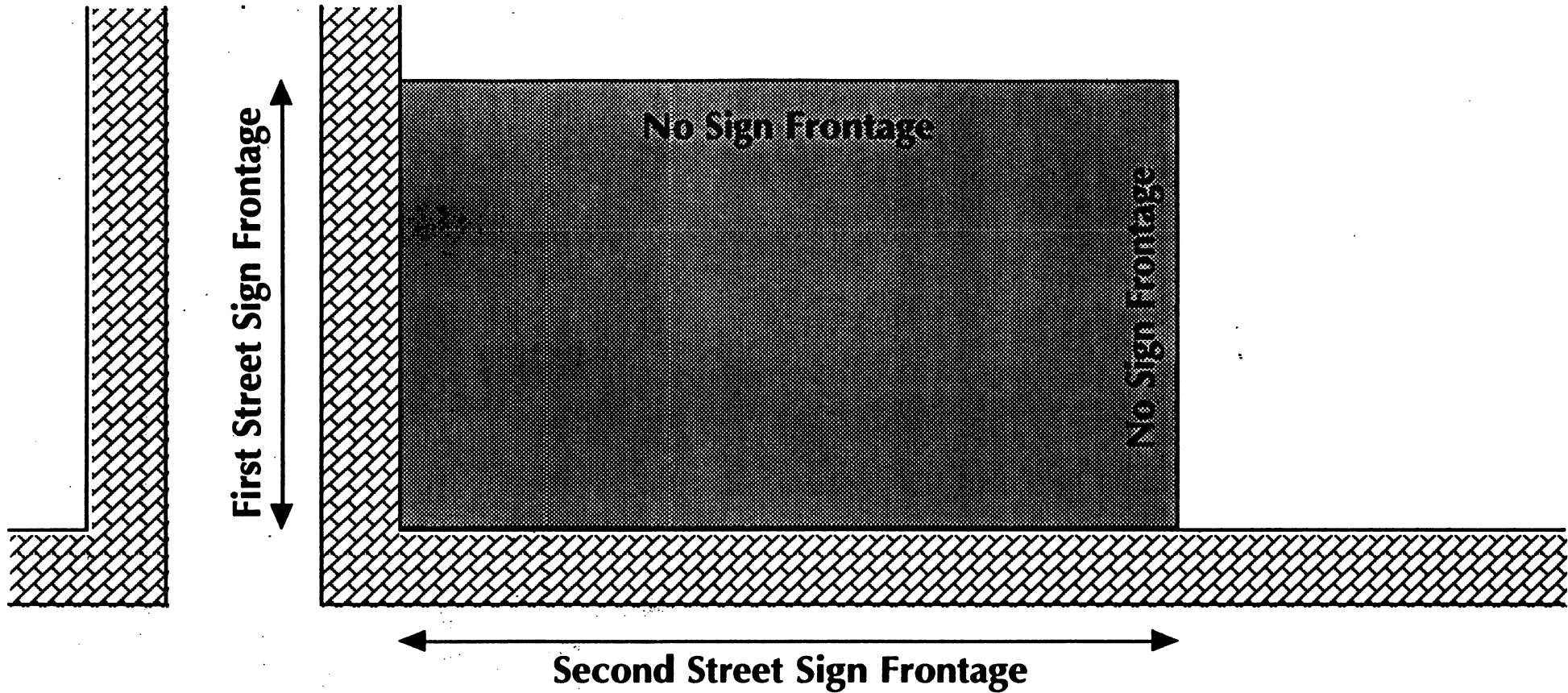


Figure 1



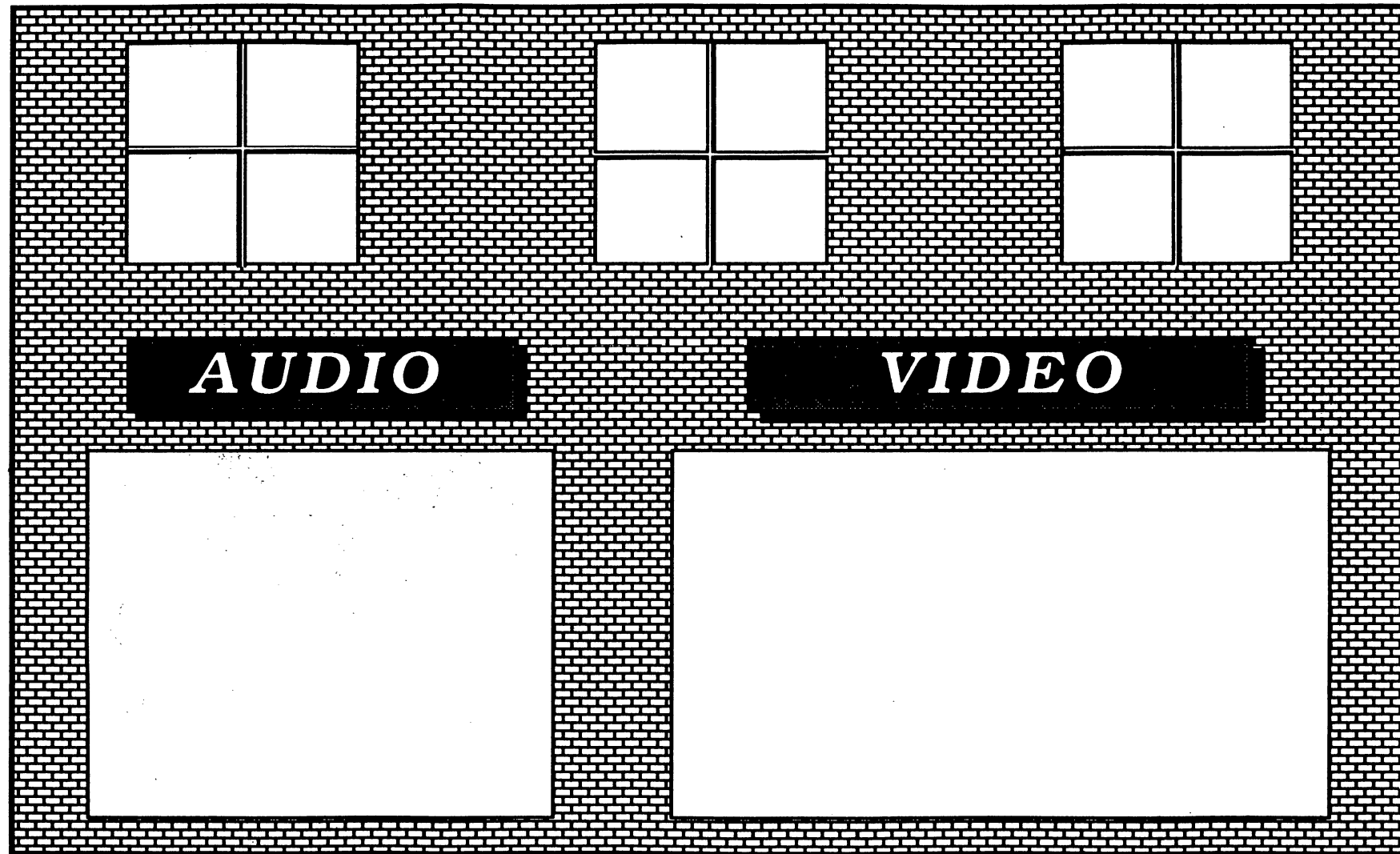
ALLOCATION OF SIGNAGE BY BUILDING FRONTAGE

Maximum signage on First Street and Second Street building facades limited by their respective sign frontages.

Other facades of the building may share in the signage generated by the First Street and/or Second Street facades.

Figure 2

MAXIMUM ALLOCATION OF PERMITTED SIGNAGE ON A SINGLE BUILDING FACE



Maximum Sign Frontage
Store 1

Maximum Sign Frontage
Store 2

Maximum Sign Frontage - Building Facade

Figure 3

Figure 4

ILLUSTRATION OF ALLOCATION OF THE AREA OF PERMITTED SIGNAGE
ON A SINGLE BUILDING FACADE

* Length of building facade			100 feet
* Maximum area of signage permitted on that facade	1 sq. ft. x 100 ft.	<u>or</u>	100 sq. ft.
* Assume four store fronts on that facade, each 20 feet in width			
Maximum area of signage permitted on each store front	1 sq. ft. x 20 ft.	<u>or</u>	20 sq. ft.
Maximum area of signage permitted on all four store fronts	4 x 20 sq. ft.	<u>or</u>	80 sq. ft.
* Remaining area of permitted signage allowed elsewhere on the facade	100 sq. ft. - 80 sq. ft.	<u>or</u>	20 sq. ft.

Amend the text of the Zoning Ordinance of the City of Cambridge by doing the following.

- A. In Article 2.000 - Definitions, delete the definitions for *Signs*; *Signs, area of*; *Signs, related definitions*; and *Signs, types of* and substitute therefor the following:

Sign. Sign shall mean and include any permanent or temporary structure, device, letter, words, model, banner, pennant, insignia, trade flag, or representation used as, or which is in the nature of, an advertisement, announcement, or direction and which is designed to be seen from the outside of a building.

Sign frontage. The length of a building, or the length of a separate and distinct ground floor establishment, abutting a street. The length of the building or ground floor establishment shall be that as defined in Section 5.24.4 of this Ordinance.

Signs, illumination of.

1. Natural - natural or ambient light.
2. External - artificial illumination from a light source which provides light directly onto the sign face, or portions of the sign face, or its background, which light is then reflected back to the viewer.
3. Internal - artificial illumination from a light source located behind the sign face and which transmits light through the sign face or portions of the sign face to the viewer. Exposed neon tubing and similar lighting shall be considered internal illumination.
4. Indirect - placement of the artificial light device such that the source of light cannot be seen from a public way.

Signs, types of.

1. Free Standing Sign - A sign that is attached to or part of a completely self-supporting structure and which is not attached to any building or other structure.
2. Projecting Sign - Any sign, other than a wall sign or free standing sign, that is attached to and projects from a building face. A projecting sign shall include marquee, canopy, and awning-mounted signs.
3. Wall Sign - Any sign affixed in such a way that its exposed face and all sign area is parallel or approximately parallel to the plane of the building to

which it attached. A wall sign shall be considered a projecting sign if the sign face projects more than twelve (12) inches from the face of the building. Wall signs shall include signs located on or behind the surface of windows; such a sign may not in total area exceed thirty (30) percent of the glass area of any window to which it is appurtenant.

Signs, related definitions.

1. Ground floor establishment - A separate and distinct use, business, enterprise, or institution having a separate public entrance to the outside of a building, which entrance is at grade or within six feet of grade as measured at the street line.
 2. Premises - That part of a lot, building or structure occupied by a business, enterprise, institution, or other person and which is distinct and separate from the place occupied by any other business, enterprise, institution or other person.
- B. In Article 11.000, Section 11.60, delete the existing Subsections 11.66 - 11.66.7 in their entirety and renumber subsequent Subsections as appropriate.
- C. In Article 14.000, delete the existing Section 14.60 - Signs in its entirety and substitute therefor a new Section 14.60 to read as follows:

14.60 - Signs

Signs in the MXD District shall be regulated as required in Article 7.000. For purposes of Section 7.10 the MXD District shall be considered a business, office and industrial district.

- D. Delete Article 7.000 in its entirety and substitute therefor the following:

7.000 SIGNS AND ILLUMINATION

- 7.10 SIGNS
7.20 ILLUMINATION
7.30 SEVERABILITY

7.10 SIGNS

7.11 FINDINGS AND PURPOSE

7.11.1 Findings

This Article is based upon the following findings:

- A. The City of Cambridge has been and is now taking appropriate action, through exercise of its zoning and other municipal authority, to improve the aesthetics and physical appearance of the City by means including the regulation of signs.
- B. 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.
- C. 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.
- D. Regulating signs will improve the City's appearance; make the City's commercial, residential, and industrial areas more attractive for commercial and residential uses and commercial development; and enhance the economic climate of the City.
- E. The regulations set forth in this Article will directly advance the public interest in aesthetics and other qualities of life by preserving and enhancing the appearance of residential, commercial and industrial buildings and areas; preserving and enhancing the appearance of public streets, parks and other public properties; and minimizing the intrusiveness of sign structures.
- F. Non conforming off-premise signs, which traditionally have been used primarily to advertise commercial goods and services not available on the same premises, have a significantly greater adverse aesthetic impact than on premises signs because of their larger sizes, greater heights, less attractive appearances, and/or more intrusive locations.
- G. The public interest is served by use of signs by businesses and services to identify their premises, or the products or services there available, or to display non commercial messages.
- H. The City finds that it is in the City's interest to require removal of certain non conforming signs after the grace period provided by Section 7.18 has expired.
- I. The City in enacting this ordinance does hereby adopt the findings, conclusions, and recommendations of the Planning Board in its report dated _____.

7.11.2 Purposes

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 City; to control and reduce visual clutter and blight; and to carry out the authority conferred by General Laws Chapter 40A.

7.12 APPLICABILITY

No signs or advertising devices of any kind or nature shall be erected or maintained on any premises or affixed to the inside or outside of any structure to be visible from the outside of any structure except as specifically permitted in this Article 7.000.

7.13 DEFINITIONS

7.13.1 Sign - Sign shall mean and include any permanent or temporary structure, device, letter, words, model, banner, pennant, insignia, trade flag, or representation used as, or which is in the nature of, an advertisement, announcement, or direction and which is designed to be seen from the outside of a building.

7.13.2 Types of Signs:

- A. Free-Standing Sign - A sign that is attached to or part of a completely self-supporting structure and which is not attached to any building or other structure.
- B. Projecting Sign - Any sign, other than a wall sign or free standing sign, that is attached to and projects from a building face. A projecting sign shall include marquee, canopy, and awning-mounted signs.
- C. Wall Sign - Any sign affixed in such a way that its exposed face and all sign area is parallel or approximately parallel to the plane of the building to which it is attached. A wall sign shall be considered a projecting sign if the sign face projects more than twelve (12) inches from the face of the building. Wall signs shall include signs located on or behind the surface of windows; such a sign may not in total area exceed thirty (30) percent of the glass area of any window to which it is appurtenant.

7.13.3 Illumination:

- A. Natural - natural or ambient light.

- B. External - artificial illumination from a light source which provides light directly onto the sign face, or portions of the sign face, or its background, which light is then reflected back to the viewer.**
- C. Internal - artificial illumination from a light source located behind the sign face and which transmits light through the sign face or portions of the sign face to the viewer. Exposed neon tubing and similar lighting shall be considered internal illumination.**
- D. Indirect - placement of the artificial light device such that the source of light cannot be seen from a public way.**

7.13.4 Premises:

That part of a lot, building or structure occupied by a business, enterprise, institution, or other person and which is distinct and separate from the place occupied by any other business, enterprise, institution or other person.

7.13.5 Sign Frontage:

The length of a building, or the length of a separate and distinct first floor establishment, abutting a street. The length of the building or ground floor establishment shall be that as defined in Section 5.24.4 of this Ordinance.

7.13.6 Establishment, Ground Floor:

A separate and distinct use, business, enterprise, or institution having a separate public entrance to the outside of a building, which entrance is at grade or within six feet of grade as measured at the street line.

7.14 CALCULATION OF AREA AND HEIGHT OF SIGNS:

- A. For a free-standing sign or sign attached to a building, the area of the sign shall be considered to include all lettering, wording, and accompanying designs and symbols, together with the background, whether open or enclosed, on which they are displayed, but not including any supporting framework and bracing which are incidental to the display itself.**
- B. For a sign painted upon or applied to a building, the area of the sign shall be considered to include all lettering, wording, and accompanying designs or symbols, together with any background of a color different from that of the building.**

- C. Where the sign consists of individual letters or symbols attached to or painted on a surface, wall or window, the area of the sign shall be considered to be that of the smallest rectangle or other geometric shape which encompasses all letters and symbols.
- D. Only one face of a two-sided sign shall be counted in computing the area of a sign, provided the sign faces are parallel and of equal size.
- E. The height of a sign shall be the vertical distance between the top of a sign and the mean grade of the ground adjoining that portion of the building to which the sign is attached; or that ground within ten feet of a free-standing sign.

7.15 GENERAL LIMITATIONS FOR ALL SIGNS PERMITTED IN THE CITY OF CAMBRIDGE

- 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. Flashing or intermittent light creating flashing, moving, changing or animated graphics is prohibited, except that a warning sign, a device intended to tell the time and temperature, or official traffic and directional signs may have intermittent illumination.
- C. No illumination shall be permitted after 11 P.M. in any Residence A, B, C, or C-1 district.
- D. No sign, portion of a sign, or structural support for such sign may extend above the lowest point of the roof of a building, except that 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.
- E. Except as may be provided elsewhere in this ordinance for temporary signs, all signs shall be permanently mounted on a building or structure or permanently implanted in the ground. All graphic images on a sign shall be of durable material and permanently attached.

7.16 PERMITTED SIGNS

The signs and advertising devices which are permitted in the City of Cambridge are set out below.

7.16.1 Exempt, Temporary and Non Commercial Signs

The following signs shall be exempt from restrictions as to type, location, height, and size of signs or limitations as to the total area of signs permitted on a lot or business, as those limits are set forth in Section 7.16.2. Except as otherwise noted, such signs shall be naturally or externally illuminated only and shall be subject to all other provisions of this Article 7.000.

7.16.11 Exempt Signs

A. In all districts:

- 1. Signs not visible from a public way. (All illumination permitted.)**
- 2. Official traffic and directional signs. (All illumination permitted.)**
- 3. Signs necessary for public safety and convenience not exceeding six (6) square feet per sign face, provided such signs contain no advertising.**
- 4. Flags of a city, state or country.**
- 5. Memorials such as grave stones and corner stones.**
- 6. Historical site plaques installed or approved by a public agency or duly established historical society.**
- 7. Window display of merchandise or signs incidental to such display.**

B. In business, office and industrial districts:

- 1. Permanent non illuminated signs behind the glass of a window above the ground floor, provided:**
 - (a) The total area of the sign(s) does not exceed 30% of the area of the glass of the window;**
 - (b) The window is part of the premises to which the sign is accessory;**
 - (c) The sign consists of individual letters or symbols affixed to the window or mounted on a clear, transparent background;**
 - (d) The individual symbols or letters do not exceed 6" in height;**

2. Permanent non illuminated signs mounted on awnings on the ground floor of a building provided:
 - (a) The total area of the sign does not exceed 2 square feet and the height of individual symbols or letters does not exceed 6";
 - (b) The sign consists of individual letters or symbols affixed to the fabric of the awning;
 - (c) No other graphic material appears on the awning.

7.16.12 Temporary Signs

- A. One for sale or for rent sign not exceeding six (6) square feet in residential districts or twenty (20) square feet in non residential districts 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 (20) square feet in area.
- C. Temporary signs of a non commercial nature, including political signs of any kind, not exceeding twenty (20) square feet in area.
- D. In business, office, and industrial districts, 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 area of the window glass to which they are affixed.

7.16.13 Non Commercial Signs

In all districts, non commercial signs which contain only non commercial messages, including political messages of any kind, may be displayed, provided the sign does not exceed ten (10) square feet in area. This Section 7.16.13 shall not limit the effect of Section 7.17 on the display of non commercial messages on permitted signs.

7.16.2 All Other Permitted Signs

7.16.21 Signs in Residence Districts:

- A. Identification Sign for Residential Uses:
Total Area of Signage Permitted per Lot: as permitted below.

Maximum Permitted

- Area of sign:** 1 sq. ft./dwelling unit to a maximum of 10 sq.ft./dwelling
- Number of signs:** One (1)/dwelling
- Height of sign:** 4 ft. if free standing; 10 ft. if on a building
- Location:** On building or a minimum of 3 feet from street line if free standing.
- Illumination:** Natural or external lighting only
- 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 Permitted Hotel and Office Uses.

Maximum Permitted

- Area of sign:** One at 10 sq. ft., one at 20 sq. ft.
- Number of signs:** Two/building
- Height of sign:** 4 ft. if free standing
- Location:** On building or minimum of 1/2 the depth of required front yard if free standing
- Illumination:** Natural or external lighting only

C. Signs for Lawfully Maintained Non Conforming Uses.

Total Area of Signage Permitted per Lot: One (1) sq. ft. for each linear foot of sign frontage on the lot or 10 sq. ft. per ground floor establishment, whichever is less. However, individual signs shall be further limited as set forth below.

Maximum Permitted

- Area of sign:** 10 sq. ft.

Number of signs: One per ground floor establishment plus one per building
Height of sign: 20 ft. if attached to building, 4 ft. if free-standing
Location: On building or 1/2 depth of required front yard if free standing
Illumination: Natural or external lighting only

D. Permitted Hotel and Office Use:

Total Area of Signage Permitted Per Lot: One (1) sq. ft. for each linear foot of sign frontage on the lot or 200 sq. ft. per building, whichever is less.

Maximum Permitted

Area of sign: As permitted in Section 7.16.22
Number of signs: As permitted in Section 7.16.22
Height of sign: As permitted in Section 7.16.22
Illumination: Natural or external lighting only

7.16.22 All Business, Office, and Industrial Districts

Total Area of Signage Permitted per Lot: One (1) sq. ft. for each linear foot of sign frontage on the lot for sign frontage located one hundred (100) feet or less from the street line or two (2) sq. ft. for each linear foot of sign frontage on the lot for sign frontage located more than one hundred feet from the street line. However, signs shall be further limited as set forth below.

Maximum Permitted

A. Free Standing Signs:

Area of sign: 30 sq. ft.
Number of signs: Two, provided the total area of all such signs shall not exceed 30 sq ft. on any lot.
Height of sign: 15 ft.
Illumination: Natural or external lighting only

B. Projecting Signs:

Area of sign:	10 sq. ft.
Number of signs:	One (1)/ground floor establishment, plus one (1) for any public building entrance not serving a ground floor establishment
Height of sign:	20 ft., provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less
Illumination:	Natural or external lighting only

C. Wall Signs:

Maximum Permitted

Area of sign:	No individual sign may exceed sixty (60) sq. ft. in area. However, for any building or ground floor establishment having a sign frontage less than sixty (60) ft., the maximum area of any individual sign shall be the product of the formula: sign frontage x one (1) sq. ft.
Number of signs:	Not Limited
Height of sign:	20 ft., provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less
Illumination:	<ol style="list-style-type: none">1. Natural or external lighting;2. Exposed neon or gas ultra-violet tube type lighting behind the glass of windows, not exceeding five (5) sq. ft. in area;3. Other internal illumination under the following conditions:<ol style="list-style-type: none">a. The height of the sign does not exceed thirty (30) inches; andb. The sign:<ol style="list-style-type: none">(1) is located behind the glass of a window, or(2) is mounted such that the sign

- face does not extend more than two (2) inches beyond the plane of that portion of the building facade to which the sign is attached, or
- (3) consists of independent, individual letters or graphic symbols mounted directly to the surface of the building facade to which the sign is attached.

7.16.3 Application of Sign Frontage Formula

Where the total permitted area of all signs on a lot or building is determined by the product of the formula: sign frontage x one (1) or two (2) sq. ft., the following rules shall apply.

- A. The total area of signs accessory to a ground floor establishment shall not exceed that determined by the application of the sign frontage formula to that ground floor establishment. Where two ground floor establishments occupy the same sign frontage the total permitted area of signs shall be shared equally by the two establishments.
- B. The total area of all signs on any single building wall shall not exceed that determined by the application of the formula to the sign frontage for that wall; provided, a wall having no sign frontage may share the sign area permitted on any wall of the building having sign frontage.

7.16.4 Sign Area For Lots Having No Buildings

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 Section 7.10 for any use not contained within a building.

Where the total area of signs permitted on a lot is determined by the application of the sign frontage formula, a maximum of 30 sq. ft. of signs shall be permitted on any lot having no sign frontage.

7.16.5 Signs Permitted in Planned Unit Development Districts

The sign requirements of the base zoning district shall apply, except that when business, office or industrial uses are authorized by the Planned Unit

Development special permit the requirements of Section 7.16.22 shall apply to those portions of the Planned Unit Development containing those uses, in lieu of the base district requirements.

7.17 NON COMMERCIAL MESSAGES

Any sign permitted under this Article may contain, in lieu of or in addition to any other copy, any non commercial message.

7.18 NON CONFORMING SIGNS

7.18.1 Signs Required to be Removed

The following non conforming signs shall be removed within four (4) years from (), or the first date that the sign became non conforming, whichever is later:

- A. Signs located on rooftops.
- B. Free-standing signs in excess of thirty (30) square feet in area.
- C. Wall signs in excess of sixty (60) square feet in area.
- D. Projecting signs in excess of ten (10) square feet in area.

7.18.2 Other Signs

- A. Non conforming signs not covered by Section 7.18.1 above may be altered, provided the basic supporting structure is not altered and further provided that any alterations made to a sign within the past three (3) years do not exceed fifty (50%) percent of the current replacement value of the sign.
- B. Notwithstanding the limitations of Section 7.18.2 A above, where it is proposed to replace an existing sign where the ground floor establishment or the building as a whole contains a total area of legal non conforming signs exceeding the maximum permitted under this Article 7.000, said new sign may be installed and may contain an area of six (6) square feet or that area permitted by the application of the formula: One (1) sq. ft. x sign frontage of the ground floor establishment, to the establishment to which the sign is accessory, whichever is greater; provided, the total area of signs accessory to the ground floor establishment or the building is not increased and all other size limitations for signs are met.

7.19 COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

All proposals for signs exceeding twenty-five (25) square feet in area shall be submitted to the Community Development Department for certification. The applicant for such a sign certification shall submit all information necessary for the Department to review the proposed sign for conformance to the requirements of this Article 7.000. The Department shall, within ten (10) business days, provide the applicant with a certification that the proposed sign conforms to the requirements of Article 7.000 or shall notify the applicant that the requirements have not been met. Said certification shall accompany the application for a building permit for the sign to the Inspectional Services Department.

7.20 ILLUMINATION

In Residence A, B, C, and C-1 districts no outdoor floodlighting or decorative lighting, except lighting primarily designed to illuminate walks, driveways, outdoor living areas, or outdoor recreational facilities, and except temporary holiday lighting in use for not longer than a four week period in any calendar year, shall be permitted. Any permanent lighting permitted by the preceding sentence shall be continuous, indirect, and installed in a manner that will prevent direct light from shining onto any street or adjacent property.

7.30 SEVERABILITY

The City by enacting this Article intends to regulate signs in order to carry out and achieve the findings and purposes of this Article. The City also wishes to require removal of certain non conforming signs to the maximum extent lawfully possible and in accordance with the effective date and removal schedule set forth in Section 7.18.1. Therefore, should any part of the City's Ordinance be declared invalid by a court of competent jurisdiction, then it is the specific intent of the City that the remainder of the Ordinance not specifically declared invalid shall continue in full force and effect as if and when originally enacted by the City.

The Honorable Francis Duehay, Member
Cambridge City Hall
City Hall
795 Massachusetts Avenue
Cambridge, MA. 02139

ACKERLEY COMMUNICATIONS

**ACKERLEY COMMUNICATIONS
OF MASSACHUSETTS, INC.**

February 6, 1991

The Honorable Francis Duehay, Member
Cambridge City Council
City Hall
759 Massachusetts Avenue
Cambridge, MA 02139

Dear Councillor Duehay:

I would like to offer you a few issues to consider as you review a billboard ordinance drafted by the Planning Commission.

Ackerley Communications has a public service campaign which donates advertising space to non-profit organizations, a number of which are based in Cambridge.

While our commitment to public service is steadfast, we would not have the ability to donate billboard space without our paying clients' use of commercial billboard messages in Cambridge.

Clients such as Channel 2-WGBH, Harcom Associates, Bertucci's Pizza, Cambridge Imported Cars, and Bernard Hodes Advertising make it possible for Ackerley Communications to donate billboard space to public service clients like: Cambridge Family Services, the Visiting Nurses Association of Cambridge, the Cambridge Police Department's Tip Program and the Frisoli Youth Center.

These non-profit organizations depend on the billboard medium to offer their own non-commercial messages as guaranteed by the First Amendment.

Ackerley has a long history of working with cities and towns and I am hopeful that Cambridge can be one of them.

Very truly yours,



ELIZABETH PALUMBO
DIRECTOR OF PUBLIC AFFAIRS





City of Cambridge
Department of Human Service Programs

51 Inman Street, Cambridge, Massachusetts 02139, 498-9076

349 6200

August 20, 1990

Liz Palumbo, Director of Public Affairs
Ackerley Communications
89 Maple Street
Stoneham, Ma. 02180

Dear Ms. Palumbo:

On behalf of the youth and the staff at the Frisoli Youth Center, I would like to thank you for all your help in organizing the "Frisoli Youth Center Day."

The billboards donated by Ackerley Communications helped publicize the event and was largely responsible for the success of the event which raised \$500 for the youth of East Cambridge.

Once again, thank you and I look forward to working with you in the future.

Sincerely,

Joseph G. Grassi
Youth Leader II

JGG:RMC

DIVISIONS:

Childcare
498-9076

Community & Youth
498-9037/9072

Low Income Fuel Assistance
498-9038

Recreation
498-9028

Community Learning Center
547-1589

Council on Aging/Elderly Services
498-9039

Planning & Development
498-9076

MultiService Center/Homeless Services
864-6340



March 7, 1989

Mrs. Elizabeth Palumbo
Director Public Affairs
Ackerley Communications
P. O. Box 490
Stoneham, MA 02180

Dear Mrs. Palumbo:

The Visiting Nursing Association of Cambridge would like to make a formal request for public service advertising space. One of our Board members, Anne Bushnell, has spoken previously with Mr. Glen Prezzano of your office. We understand that there are certain fees associated with our request. Before making a final commitment, we would need to determine the total cost to us of such advertising.


The Cambridge Visiting Nursing Association (non-profit #42103966) is raffling a one-bedroom condominium in Cambridge, to raise money for our Free Care Fund. Free care is for people at home, in Middlesex County, with no health insurance or who cannot afford to pay for the care they need. Our raffle drawing will be on June 7, 1989. The condominium is at 950 Massachusetts Avenue, Cambridge.

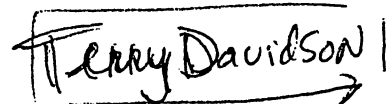
Ideally, the billboard locations would be close to Cambridge, or in Cambridge. Those contiguous to Cambridge (Arlington, Watertown, Boston, Somerville, Belmont, etc.) would be especially appropriate, we think. We would welcome any space available between now and our drawing date of June 7th. From our point of view, however, the sooner the better and the more the merrier! (within certain budgetary constraints).

Since there are only 12 weeks to our drawing, we would appreciate hearing from you soon so we might know how to proceed.

Thank you for your consideration. We look forward to working with you on this effort - which could mean so much to the needy citizens of Middlesex County.

Sincerely,


Harriet S. Rosen
Executive Director



THIS AGENCY IS
SUPPORTED BY



United Way
OF MASSACHUSETTS BAY

VISITING NURSING ASSOCIATION OF CAMBRIDGE

Serving the Community Since 1904

186 Alewife Brook Pkwy., Suite 206, Cambridge, MA 02138

(617) 547-2620



City of Cambridge
Department of Human Service Programs
51 Inman Street, Cambridge, Massachusetts 02139, 498-9076

May 29, 1990

Liz Palumbo, Director of Public Affairs
Ackerley Communications
89 Maple Street
Stoneham, MA 02180

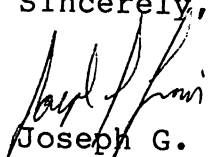
Dear Ms. Palumbo:

On Saturday, July 14th, Lechmere Auto Wash Centers is sponsoring "Frisoli Youth Center Day" at their East Cambridge location. The youth center, one of six operated by the Department of Human Services for the City of Cambridge, will receive \$1 for every car washed throughout the day.

The Department is initiating a public information program to publicize the event with major emphasis on attracting major exposure by the Cambridge and Boston print and broadcast media.

Ackerley Communications has generously donated billboards (excluding the cost of posting and printing) for public service announcements in the past. Therefore, I am writing to request your assistance in securing a similar donation. Since the youth centers operate on a very limited budget and are dependent on all of the proceeds from this event, we are requesting that Ackerley Communications donate the full cost of the billboard. We would be pleased to include your company's name as a major contributor in all media contacts as well as on the billboard.

Your time and consideration of this request is most appreciated. If you have any questions or comments, please feel free to contact me at 491-5240. I look forward to hearing from you.

Sincerely,

Joseph G. Grassi
Youth Leader II

JGG/cg
cc: Jill Herold
Assistant City Manager

DIVISIONS:

Childcare
498-9076

Community & Youth
498-9037/9072

Low Income Fuel Assistance
498-9038

Recreation
498-9028

Community Learning Center
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Council on Aging/Elderly Services
498-9039

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864-6340



THE COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF ENVIRONMENTAL AFFAIRS

MICHAEL S. DUKAKIS
GOVERNOR

JOHN DeVILLARS
SECRETARY

Ms. Elizabeth Palumbo
Ackerley Communications of MA, Inc.
89 Maple Street
P.O. Box 490
Stoneham, MA 02180

December 8, 1990

Dear Ms. Palumbo:

I recently joined the MASS ReLeaf program with the Executive Office of Environmental Affairs as the fundraiser/public relations coordinator. It has come to my attention that there has been some confusion as to what has become of your generous contribution. I understand that you had allocated your \$2,500 to the cities of Worcester and Cambridge. We received your donation after the first grant awards were given. MASS ReLeaf plans to give one round of awards each year until the program expands to the point where we can give substantial awards more often. I would like to assure you that the next awards will include your contribution to Worcester and Cambridge.

I hope this clears up your questions, and if I can answer any further questions you may have, please feel free to call me at 727-9800 ext. 273. Again, thank you very much for your donation and your support of MASS ReLeaf and other ENVest projects.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Rooks". The signature is written in a cursive, flowing style.

Jennifer Rooks
MASS ReLeaf Coordinator



LAVERTY ASSOCIATES—REAL ESTATE APPRAISERS AND PROPERTY TAX CONSULTANTS
323 BROADWAY, CAMBRIDGE, MASSACHUSETTS 02139 TEL. (617) 864-0097 FAX (617) 864-1362

January 16, 1991

Mr. Francis Duehay
Chairman of City Council Ordinance Committee
Cambridge City Hall
Cambridge, MA 02139

ATTN: Joseph Connarton, City Clerk

RE: Proposed billboard
ordinance

Dear Mr. Chairman:

Please be advised that as the owner of a commercial property located at 1923-1925 Mass. Ave., Porter Square, Cambridge, I object to the ordinance proposal for the removal of existing billboards.

It should be noted that this building is already encumbered by the rent control ordinance and any further limitation of the income would peril the economic viability of the property. At a time when the economy is declining, rents are being reduced, and vacancies increasing, and real estate taxes increasing, any further reduction of income will continue to adversely affect the commercial real estate industry in the city.

It is my understanding that there is a limited number of billboard locations within the city and that billboard locations have been reducing through attrition. In my opinion, a grand-father clause, which is basically now in effect, would not allow any new sign locations, but would maintain existing locations that have been in the city for years. As time goes on, these locations will be reduced for varying reasons.

It also should be noted that I worked with the Cambridge Community Development on the rehabilitation of another property owned by me located at 1950-1970 Mass. Ave., Cambridge, in which we removed an existing billboard. Therefore, as properties are developed and rehabilitated there will be less and less signs. However, the existing signs realize a certain amount of income for the real estate in which mortgages have been granted and a reduction of this income will lessen the net income to the owner and further weaken a real estate industry that is already having difficulties as indicated by the problems of the banking industry and resulting foreclosures.



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January 16, 1991
Page Two

Therefore, I urge the committee to reconsider the ordinance and endorse a grand-father clause without making a difficult situation in the real estate industry even more difficult at this time.

There is an economic recession in the state and lesser net income will create reduced values and lessen taxes to the city at a very critical time.

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Charles R. Laverty, Jr." with a small flourish at the end.

Charles R. Laverty, Jr.

CRLJr/hnr



LAVERTY ASSOCIATES—REAL ESTATE APPRAISERS AND PROPERTY TAX CONSULTANTS
323 BROADWAY, CAMBRIDGE, MASSACHUSETTS 02139 TEL. (617) 864-0097 FAX (617) 864-1362

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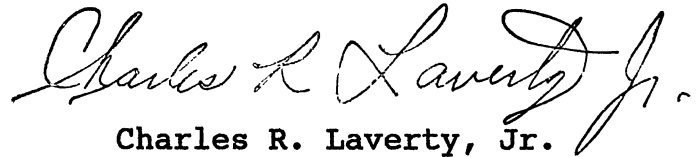
January 16, 1991
Page Two

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There is an economic recession in the state and lesser net income will create reduced values and lessen taxes to the city at a very critical time.

Thank you.

Sincerely,



Charles R. Laverty, Jr.

CRLJr/hnr

December 17, 1990

RECEIVED IN
OFFICE OF CITY CLERK
DEC 26 AM 8:28
CAMBRIDGE MA.

TO: Cambridge City Council Members

Edward Cyr
Thomas Danehy
Jonathon Meyers
Kenneth Reeves
Sheila Russell
Walter Sullivan
Timothy Toomey, Jr.
William Walsh
Alice Wolf

RECEIVED
DEC 18 1990
AM 10:00

FR: Ellen S. Belli, Vice President



RE: Hearing scheduled for 12/19/90: ban on all billboards

As an officer of a local Cambridge advertising agency and account supervisor for several retail accounts, I wish to register my objection to the proposed ban on billboards in the city of Cambridge.

I understand the aesthetic concerns you and others may have, but in tough economic times like these, local retailers need every possible cost effective option they can find to promote store traffic and sales. Billboards offer them just that.

Please don't place another roadblock in front of struggling businesses in our city.

Thank you.

Comm. from Ellen S. Bell, Vice-President,
Harcomm, in opposition to the proposed
ban on billboards in the City.

In City Council,

January 7, 1991

*Referred to the
petition*



OFFICE OF THE CITY CLERK
CITY OF CAMBRIDGE
CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

JOSEPH E. CONNARTON
CITY CLERK

(617) 349-4260

JOHN E. FLYNN
DEPUTY CITY CLERK

December 24, 1990

To Whom It May Concern:

Enclosed you will find a copy of a reconvened hearing scheduled before the Committee on Ordinances for Wednesday, January 16, 1991 at 6:00 P. M. in the Sullivan Chamber, City Hall, Cambridge, Massachusetts on the petition of the City Council to amend the text of the Zoning Ordinances of the City of Cambridge in Article 7.000 - Signs and Illuminations.

Your kind attention in this matter will be greatly appreciated.

Sincerely yours,
Joseph E. Connarton

Joseph E. Connarton
City Clerk

JEC/dl

Enc. (1)

PUBLIC NOTICE
RELATIVE TO ZONING

City of Cambridge

MASSACHUSETTS

Office of the City Clerk

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The purpose of the amendment is to limit the size of individual signs and tighten the circumstances under which damaged nonconforming signs can be replaced. The following is a list of the proposed modifications: reduce the total signage allowed on a lot, further reduce the size of freestanding and projecting signs, cap the size of wall signs, limit the circumstances under which internally illuminated signs can be employed, prohibit such illumination for freestanding and projecting signs, make the regulations uniform for all nonresidential districts, require the removal of some of the more visually offensive nonconforming signs, modify the current mechanism for review of the design of proposed signs and limit the height of all signs.

Copies of this petition are on file in the office of the City Clerk, City Hall, Cambridge, Massachusetts.

All persons interested in this matter may appear at this time and be heard.

For the Committee,

Councillor Francis H. Duehay,
Chairman



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CITY OF CAMBRIDGE
CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

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City Clerk

JEC/d1

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Councillor Francis H. Duehay,
Chairman

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For the Committee,

Councillor Francis H. Duehay,
Chairman

has been

1990 DEC 20 PM 12:38
CAMBRIDGE MA.



City of Cambridge
Police Department

Office of the Chief of Police

HEADQUARTERS

ADDRESS ALL COMMUNICATIONS TO
5 WESTERN AVENUE, CAMBRIDGE, MASSACHUSETTS 02139



1990 DEC 14 PM 1:53
CAMBRIDGE MA. TELEPHONE
(617) 498-9300

December 14, 1990

Councilor Francis Duehay
Chairman of the Ordinance Committee
City Hall
795 Mass. Ave.
Cambridge, MA 02139

Dear Mr. Chairman:

On December 19, 1990, the Committee on Ordinances will be holding Public Hearings in the Sullivan Chambers on various Ordinances coming before the Council.

Of special interest to myself and members of the Police Department is an Ordinance to eliminate the use of billboard advertising.

My concern and interest in this Ordinance stems from a program which I initiated this past summer called Project T.I.P. - "Turn in a Pusher."

As some of you are aware, Sergeant David Betz of my Department, coordinated this program with the assistance and generosity of Ackerley Communications of Massachusetts.

After a series of negotiations involving design and graphics, the completed billboard was unveiled on Monday, July 30th in a ceremony at Prospect St. and Broadway. In addition to this advertisement, other billboards were installed in the Area 4 and North Cambridge neighborhoods.

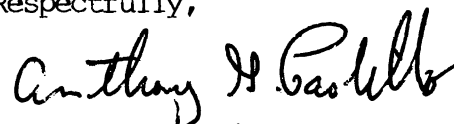
As a direct result of these advertisements and the publication of the Confidential Drug Hotline number, the Vice/Narcotics office received numerous calls, eight of which were responsible for the interdiction of drug activity. Most recently, a confidential call was received which resulted in the confiscation of some 500 packets of Cocaine.

Back in April when this project was in its infancy, I hoped that it would have a positive effect on the community, however, I never expected such dramatic results.

I am sure that the positive steps made by the Cambridge Police Department in our war on drugs has been helped immeasurably by and with the assistance and cooperation of Ackerley Communications. In fact, they are continuing with Project T.I.P. by installing additional advertisements in the coming months.

In closing, I would urge each of you to consider the positive public service use of billboard advertising before any decisions are made to prohibit their use. Perhaps a compromise could be reached dealing with location, size, esthetics etc., so that the entire community can benefit.

Respectfully,



Anthony G. Paolillo
Chief of Police

AGP/rh

cc: City Manager
City Councilors
City Clerk



OFFICE OF THE CITY CLERK

CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

(617) 498-9017

JOSEPH E. CONNARTON
CITY CLERK

JOHN E. FLYNN
DEPUTY CITY CLERK

November 30, 1990

To Whom It May Concern:

Enclosed you will find a copy of a hearing scheduled before the Committee on Ordinances for Wednesday, December 19, 1990 at 6:00 P. M. in the Sullivan Chamber, City Hall, Cambridge, Massachusetts on a petition of the City Council to amend the text of the Zoning Ordinances of the City of Cambridge in Article 7.000 - Signs and Illuminations.

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JEC/dl

Enc. (1)

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City of Cambridge

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Councillor Francis H. Duehay,
Chairman



OFFICE OF THE CITY CLERK

CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

(617) 498-9017

JOSEPH E. CONNARTON
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November 30, 1990

To Whom It May Concern:

Enclosed you will find a copy of a hearing scheduled before the Committee on Ordinances for Wednesday, December 19, 1990 at 6:00 P. M. in the Sullivan Chamber, City Hall, Cambridge, Massachusetts on a petition of the City Council to amend the text of the Zoning Ordinances of the City of Cambridge in Article 7.000 - Signs and Illuminations.

Your kind attention in this matter will be greatly appreciated.

Sincerely yours,

Joseph E. Connarton
City Clerk

JEC/dl

Enc. (1)

PUBLIC NOTICE
RELATIVE TO ZONING**City of Cambridge**

MASSACHUSETTS

Office of the City Clerk

Notice is hereby given that in accordance with the provisions of Chapter 40A, Section 5 of the General Laws, Tercentenary Edition and amendments thereto, that the Committee on Ordinances, comprised of the entire membership of the City Council, will hold a public hearing on Wednesday, December 19, 1990 at 6:00 P. M. in the Sullivan Chamber, City Hall, Cambridge, Massachusetts on a petition by the City Council to amend the text of the Zoning Ordinances of the City of Cambridge in Article 7.000 - Signs and Illuminations.

The purpose of the amendment is to limit the size of individual signs and tighten the circumstances under which damaged nonconforming signs can be replaced. The following is a list of the proposed modifications: reduce the total signage allowed on a lot, further reduce the size of freestanding and projecting signs, cap the size of wall signs, limit the circumstances under which internally illuminated signs can be employed, prohibit such illumination for freestanding and projecting signs, make the regulations uniform for all nonresidential districts, require the removal of some of the more visually offensive nonconforming signs, modify the current mechanism for review of the design of proposed signs and limit the height of all signs.

Copies of this petition are on file in the office of the City Clerk, City Hall, Cambridge, Massachusetts.

All persons interested in this matter may appear at this time and be heard.

For the Committee,

Councillor Francis H. Duehay,
Chairman



OFFICE OF THE CITY CLERK

CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

(617) 498-9017

JOSEPH E. CONNARTON
CITY CLERK

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For the Committee,

Councillor Francis H. Duehay,
Chairman

Committee on Ordinances

Present - Councilman Francis H. DeLoach - Presiding

6/14/90

① I. G. v.

6:08 P.M.

② C. Russell

③ I. Walsh

④ C. Myers 6:11 P.M.

⑤ Mayor 6:54 P.M.

P. DeLoach

defined procedure for submitting

M. Rosenberg

defined comprehensive ~~and~~ change
on sign regulations

30 billboards were produced by
us a year ago, presently asked
to talk; committee formed.

These proposed changes are result
of work of Community Dev. Team
2 yrs.

C. Duchan

Announced postponement of 2nd hearing re: licenses and permits, so subject to call of the chair.

Les Barber

Environment course
Ethetic " " } Read summary
Review of signs.

→ Check summary sheets
• non-conforming use

Slide presentation

C. Myers

what would be the impact of additional signs w/ these changes.

Les Barber

not giving non-conforming status to signs after 1984

subsidized boards throughout city

Atty Koff
(Outside counsel)

Re. to C. Myers

Rep. City of Sonoma since 1973
on this issue; dragging etc.

C. Myers

what were significant legal issues

Atty Koff

Did not know all issues before
BOA in Sonoma, did not
attend.

defined legal issues raised
in Sonoma, city did not
adequately define sign ordinance,
tabling, into legal protection

conforming vs non-
conforming use. (Commercial vs non-
conforming use.)

Some similarities between 2
cities. New ordinance builds
on Sonoma it's very sound

Speaking in Favor

T. Myers

Wanted to endorse the
Leaving in light of the situation
in the middle east

*

Wed. Feb. 6, 1991 6 PM.

Pres @ 7:07 PM

City of Cambridge

The Committee on Ordinances conducted a public hearing on Wednesday, December 19, 1990 beginning at 6:10 p. m. in the Sullivan Chamber for the purpose of considering an amendment to the Zoning Ordinances relative to the regulation of signs.

Members present were: Councillor Francis Duehay, Councillor Ed Cyr, Councillor Jonathan Myers, Councillor William Walsh, Mayor Alice Wolf, Vice Mayor Kenneth Reeves and City Clerk Joseph Connarton.

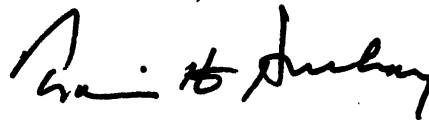
Councillor Francis Duehay, Chair of the Committee, announced that due to the death of the wife of the outside legal counsel he thought it would be appropriate to postpone this hearing to a later time.

Councillor Myers moved that the hearing be recessed until January 16, 1991 at 6:00 p.m.

The motion carried.

The hearing was recessed at 6:11 p. m.

For the Committee,

A handwritten signature in black ink, appearing to read "Francis H. Duehay". The signature is written in a cursive style with a large initial "F".

Councillor Francis H. Duehay,
Chairman.

2.

COMMITTEE REPORTS

Ordinance Committee Report for a hearing held on December 19, 1991 relative to a proposed amendment to the Zoning Ordinances relative to the regulation of signs.

In City Council,

January 7, 1991

Placed on file

SUMMARY OF PROPOSED ORDINANCE

- 1. Planning and Policy Context**
- 2. Findings and Purpose**
- 3. Reorganization of the Ordinance**
- 4. Design Review Process**
- 5. Quantity of Signage**
- 6. Individual Sign Size Limits**
- 7. Design and Illumination Restrictions**
- 8. Nonconforming Signs**

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- A. The Cambridge concern for its environment is set in context.
- B. The city's general planning policy objectives are highlighted.
- C. Past efforts to implement those policies are described.
- D. The planning documents which define the city's design and aesthetic concerns are identified.
- E. The history of sign regulation in the city is reviewed.
- F. A review of the aesthetic impact of signs, and billboards as a particular case, is examined generally and within the context of the city's commercial districts.

2. FINDINGS AND PURPOSES

See Ordinance, Section 7.11

3. REORGANIZATION OF THE ORDINANCE

- A. New and more comprehensive definitions are provided.
- B. The findings and purposes of the Ordinance are made explicit.
- C. The limitations on the use of signs for noncommercial messages is outlined.
- D. Regulation of signs in all residential districts is made uniform.
- E. Regulation of signs in all nonresidential districts is also made uniform.
- F. Signs are regulated uniformly throughout the city, including the MXD district in Kendall Square and the Overlay District in Alewife.

4. DESIGN REVIEW PROCESS

- A. The mandatory design review process through the CDD is eliminated.
- B. Specific limitations on the size, location, quantity and illumination of signs are established.
- C. The ambiguity with regard to acceptable sign standards is eliminated and straightforward requirements for size, location, etc. are established for property owners, sign makers, and tenants.
- D. A certification process is established through the CDD for signs greater than 25 square feet in area.

5. QUANTITY OF SIGNAGE

- A. Building frontage rather than lot frontage becomes the measure of the total signage permitted on a lot.
- B. The frontage multiplier is reduced from two (2) to one (1) square foot per linear foot.

6. INDIVIDUAL SIGN SIZE LIMITS

- A. For the first time wall signs are limited in size, which is established at sixty (60) square feet in area.
- B. Projecting signs are reduced in size permitted, from twenty (20) to ten (10) square feet in area.
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- A. Projecting and freestanding signs may not be internally illuminated.
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CALCULATION OF SIGN FRONTAGE

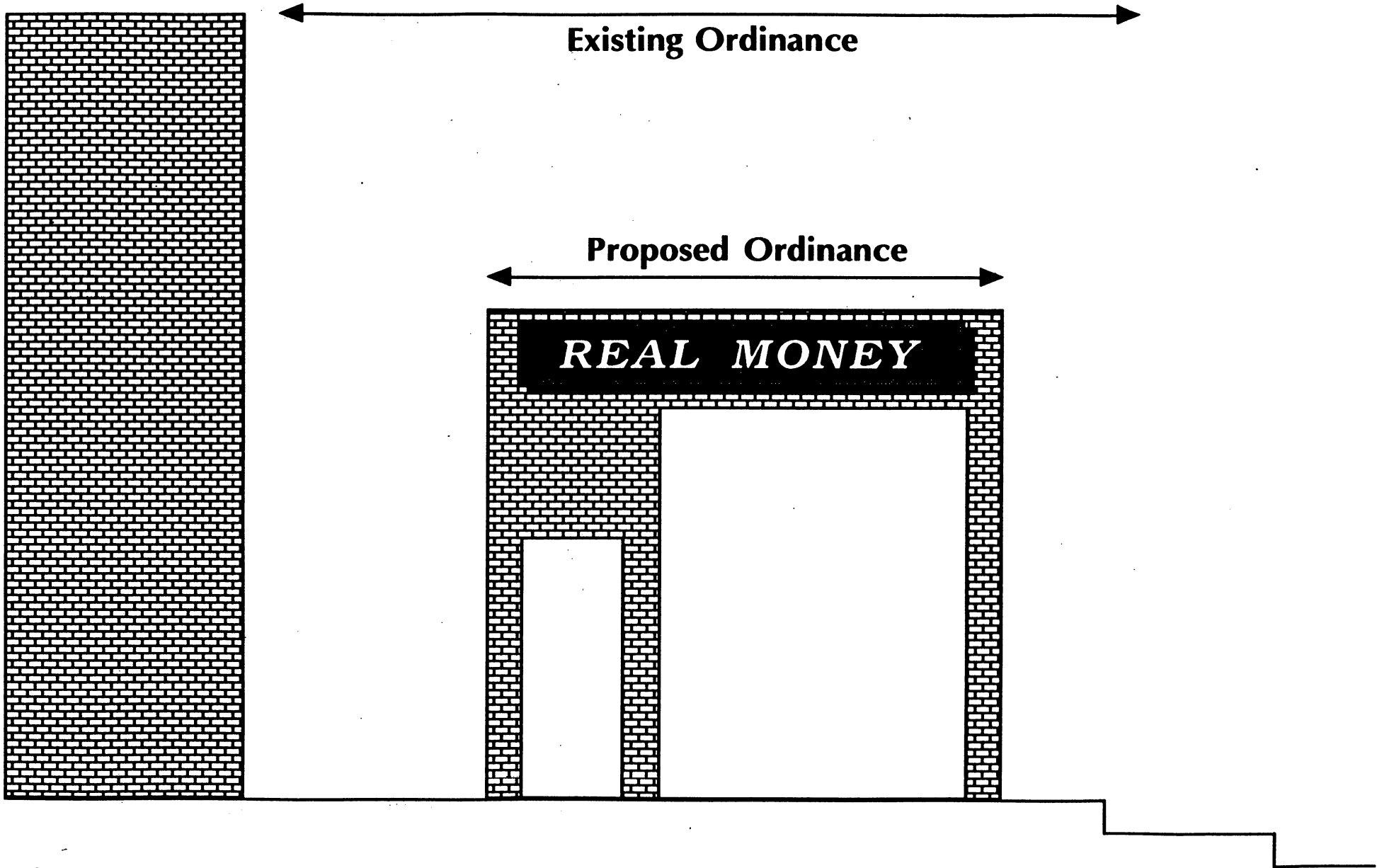
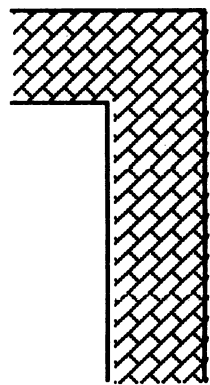
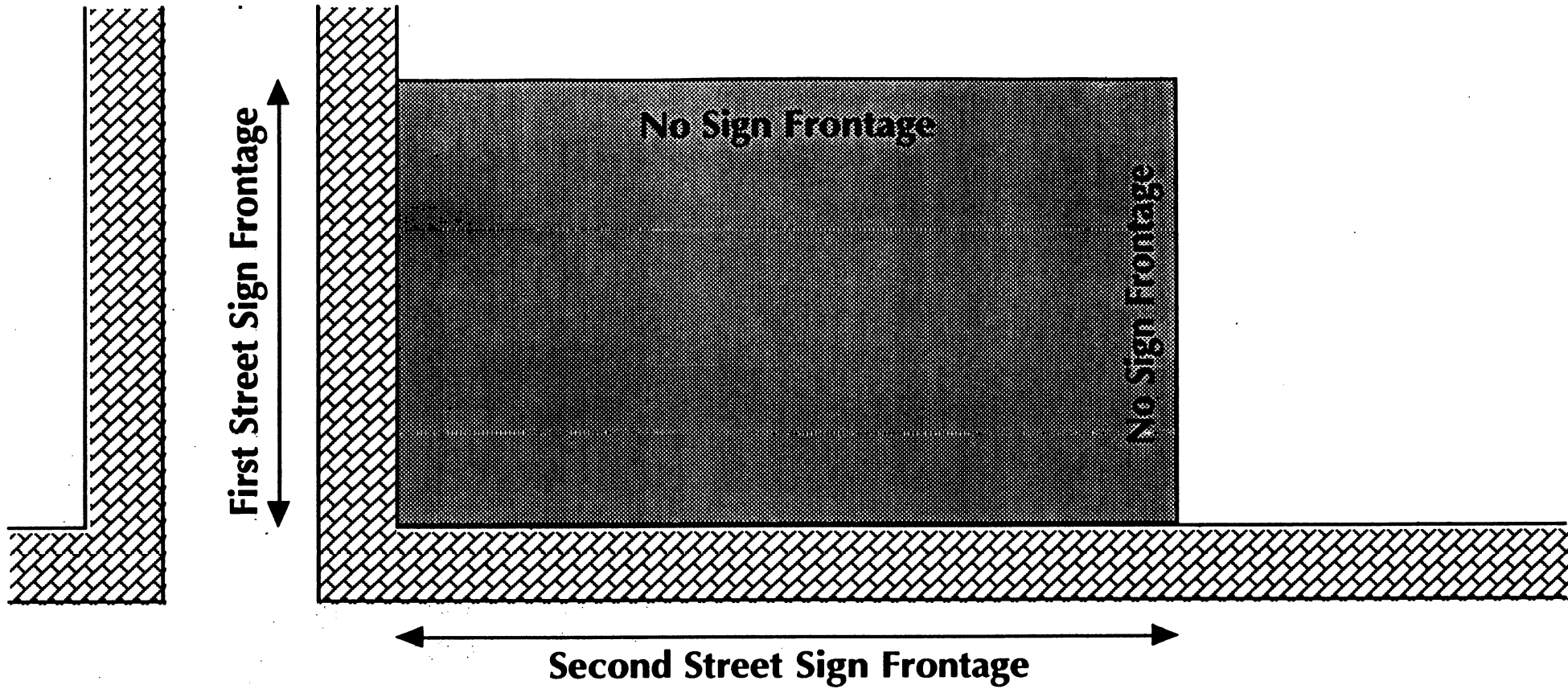


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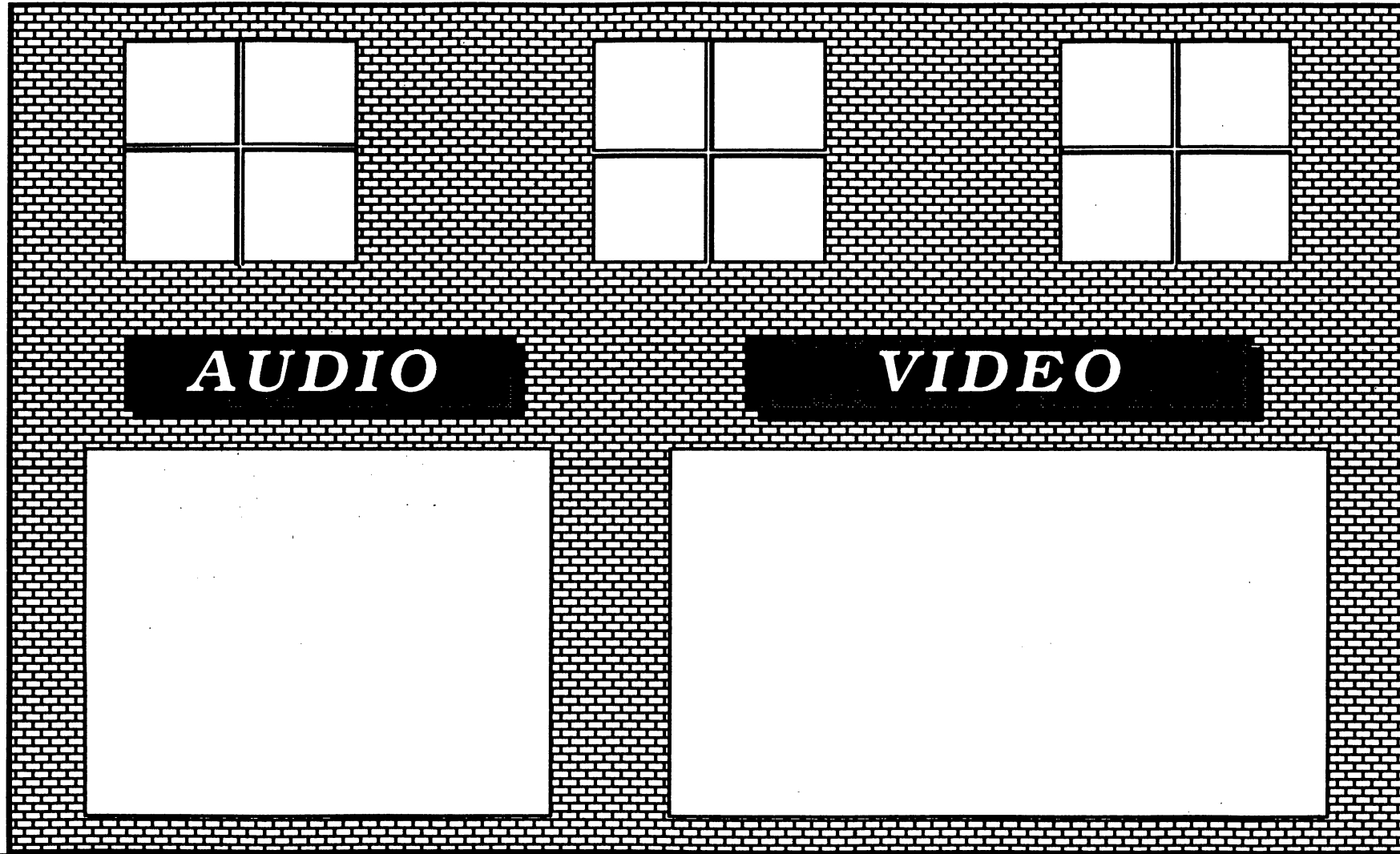
ALLOCATION OF SIGNAGE BY BUILDING FRONTAGE

Maximum signage on First Street and Second Street building facades limited by their respective sign frontages.

Figure 2

Other facades of the building may share in the signage generated by the First Street and/or Second Street facades.

MAXIMUM ALLOCATION OF PERMITTED SIGNAGE ON A SINGLE BUILDING FACE



Maximum Sign Frontage
Store 1

Maximum Sign Frontage
Store 2

Maximum Sign Frontage - Building Facade

Figure 3

Figure 4

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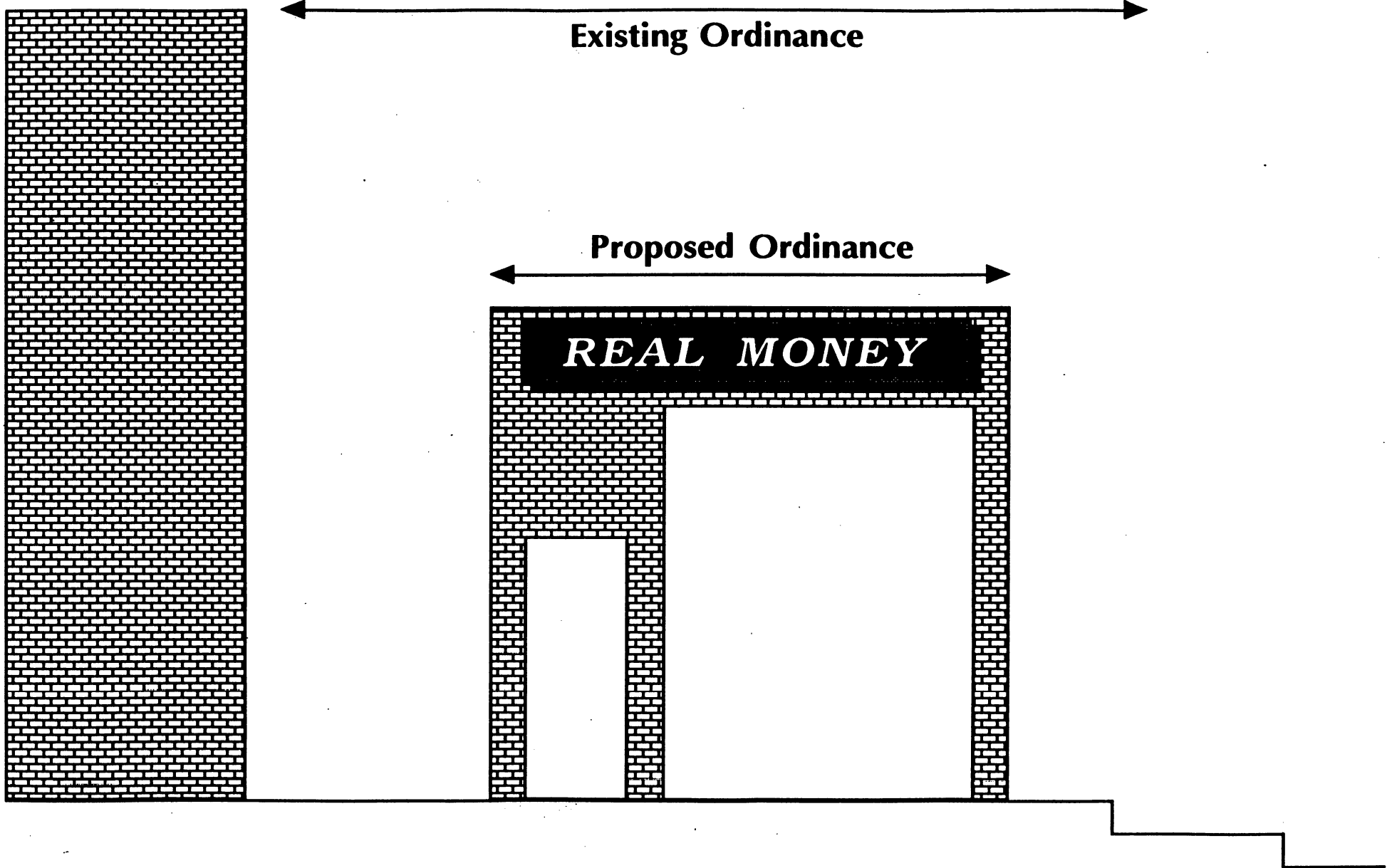
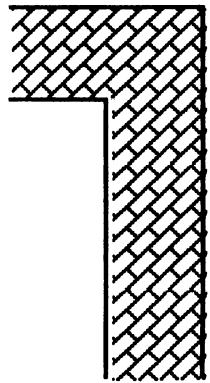
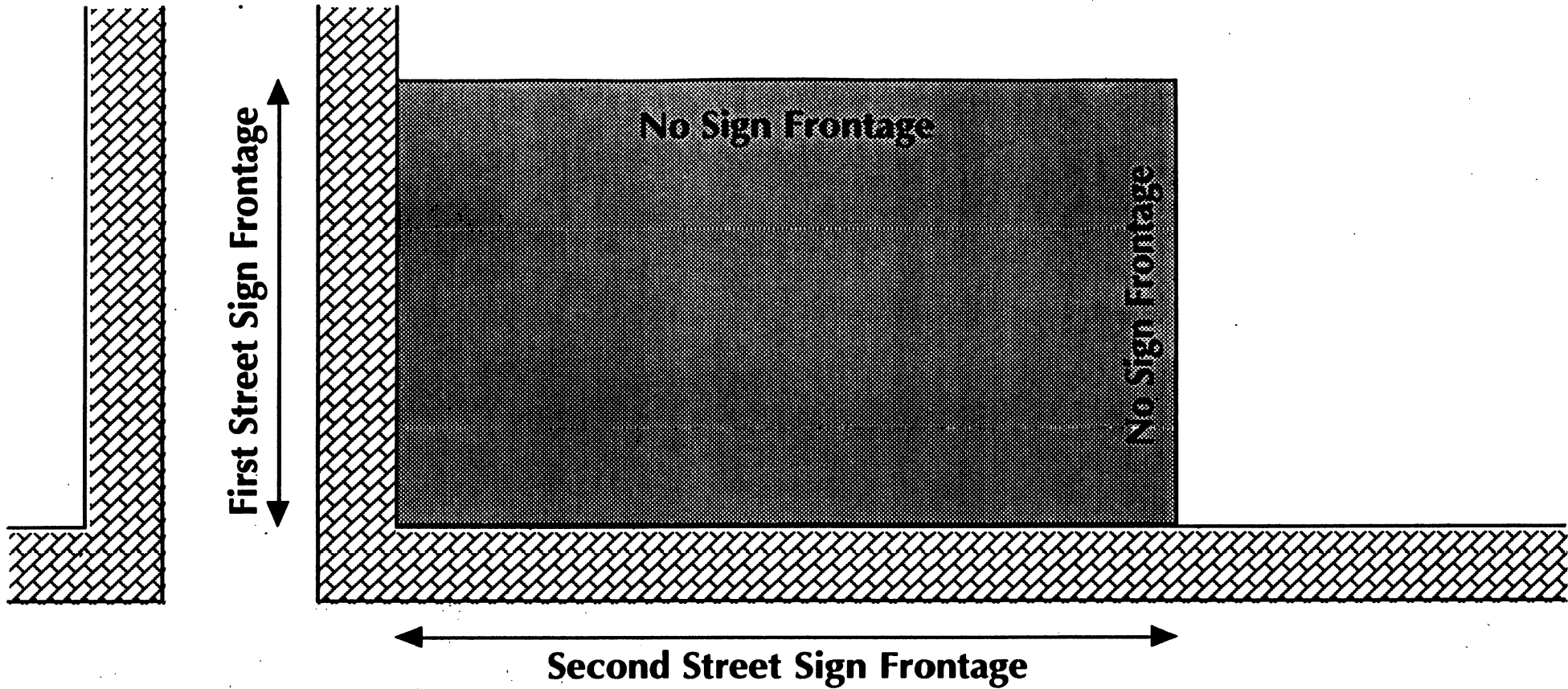


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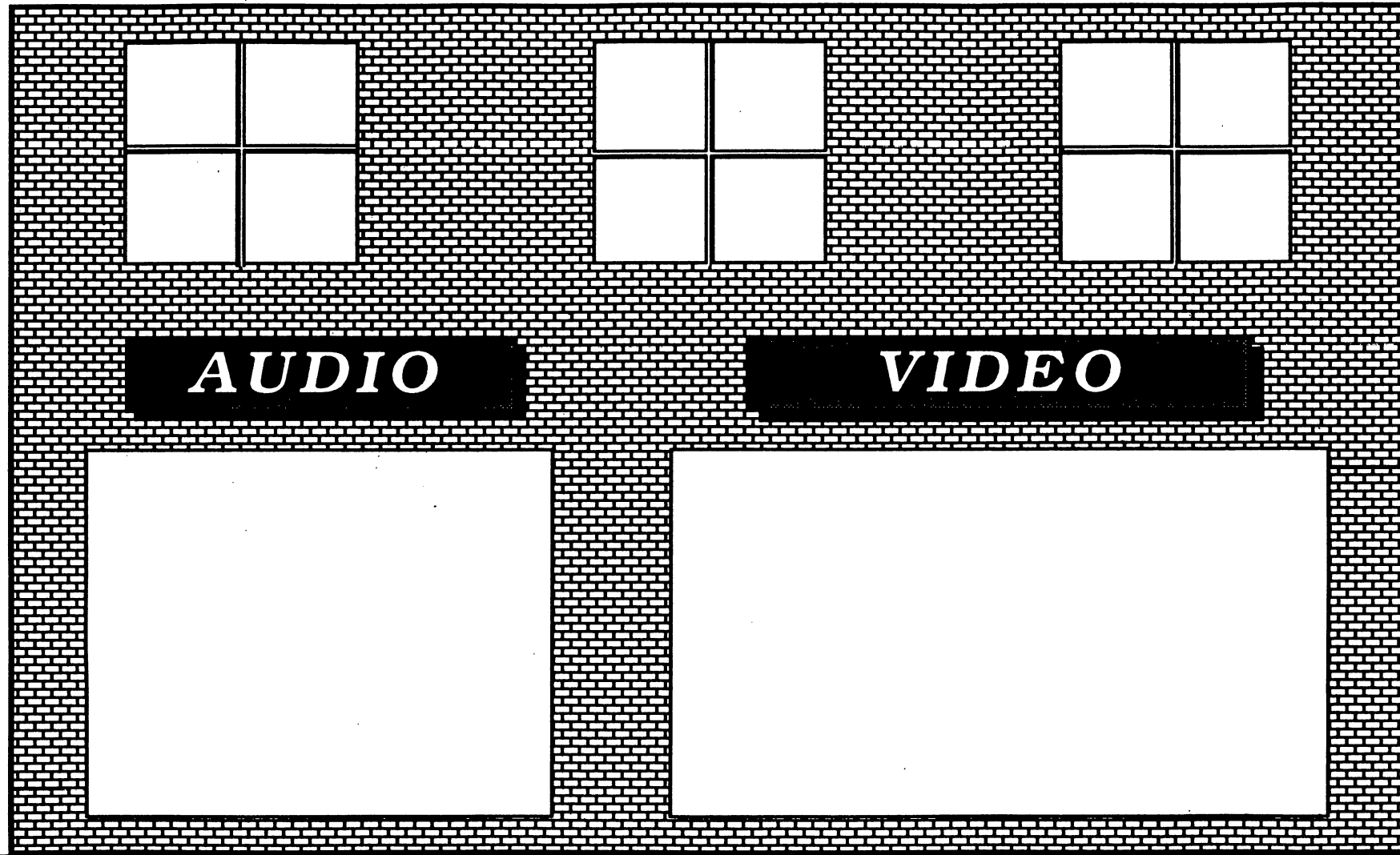
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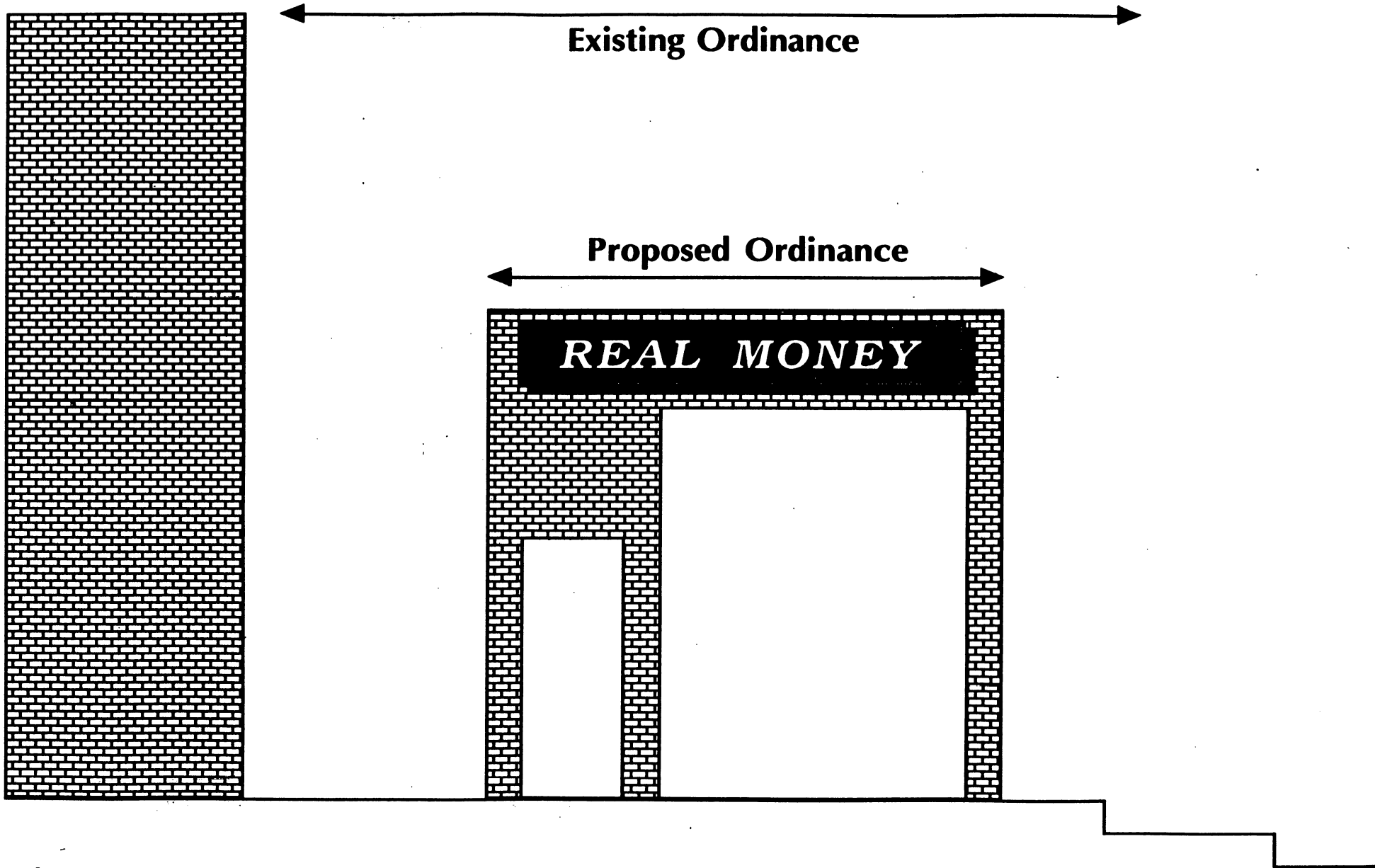
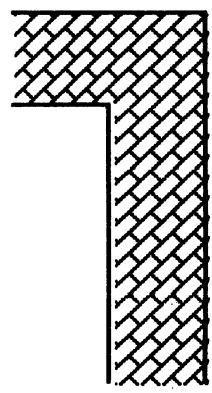
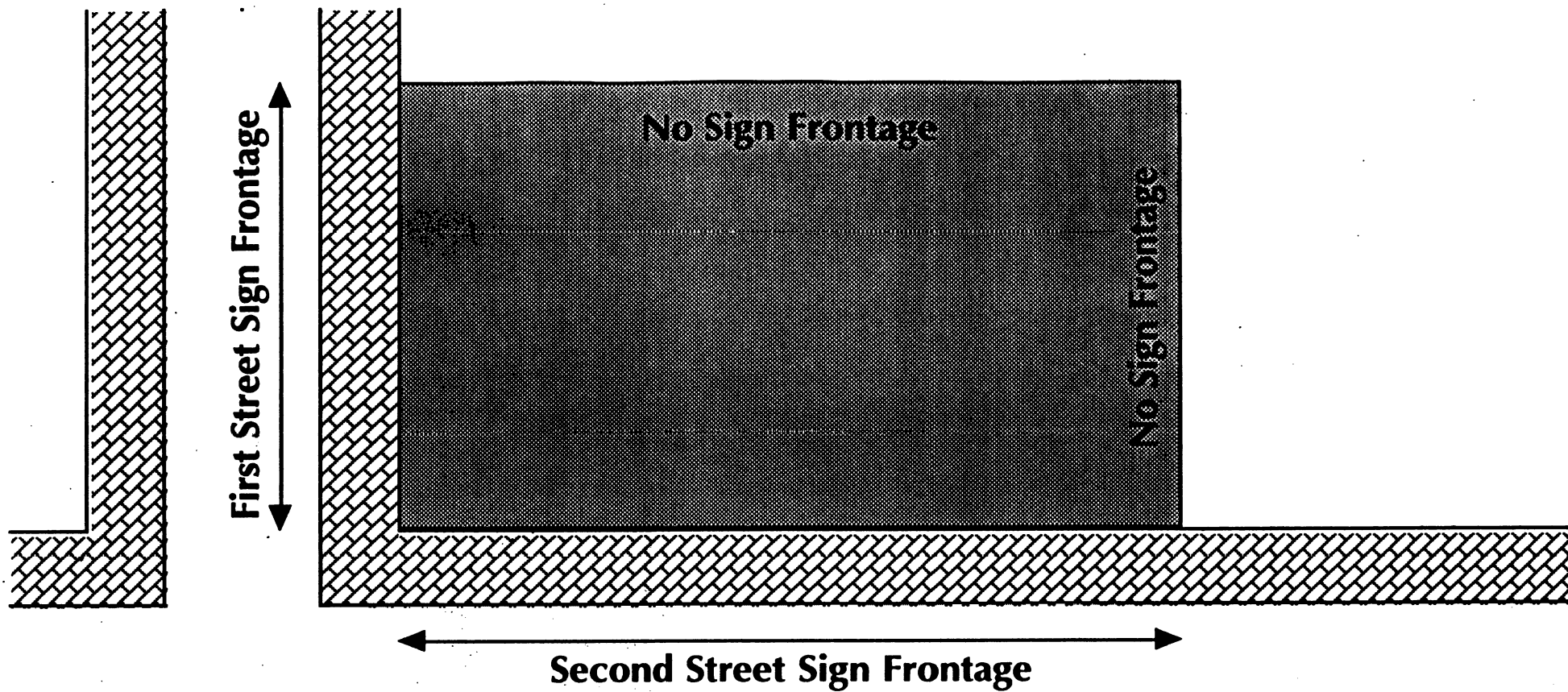


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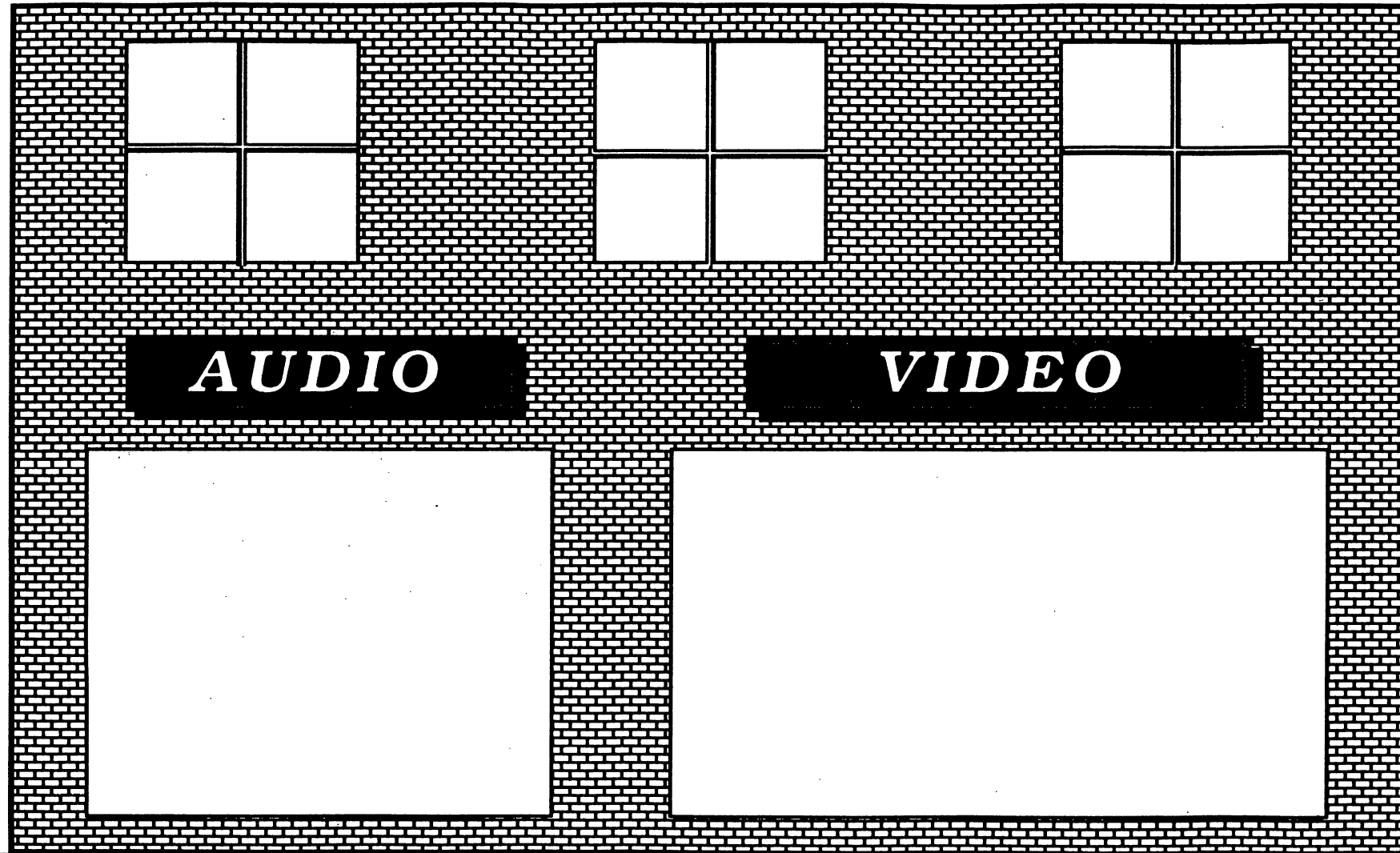
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To: Cambridge City Council
From: Ronald Lee Fleming, Mark Halev.
Scheir, Members of 1989 Blue R.
Billboards
Subject: Fact Sheet - Billboard/Sign Ord
Date: January 15, 1991

FOR

Councilor

Duckey

1. By Council Order of March 27, 1989, the Mayor's Blue Ribbon Committee on Billboards was created to address the issue of visual blight in Cambridge.
2. It concluded its work following a series of meetings and submitted to the Council its report on June 26, 1989.
3. Part of its findings and recommendations to the Council was that all 52 billboards in Cambridge gradually be removed, and it submitted with its report an Ordinance to amend the sign section of the Cambridge Zoning By-Law to that end.
4. The Draft Ordinance was voted by the Council and was referred to the Planning Board and the Council's Ordinance Committee for review and hearing.
5. The Planning Board on May 1, 1990 recommended that, although in support of the objectives of the proposal, the City should take the time necessary "to craft as comprehensive and as unassailable an ordinance" as possible. (See attachment 1).
6. Similarly, the Council, subsequent to its Ordinance Committee hearing of February 28, 1990, voiced support for the objectives of the proposal but urged the City to engage an outside legal Counsel expert in 1st Amendment and environmental law in order to minimize the City's legal and financial exposure.
7. In April 1990, the City engaged such outside Counsel and together with Community Development staff produced the Ordinance before you today.
8. On November 17, 1988, the City filed objections with the Outdoor Advertizing Board (OAB) to the renewal of 30 billboard permits in Cambridge.
9. All 30 permits were denied renewal by the OAB, were appealed by Ackerley Communications, and are among more than 500 denials awaiting hearings.

To: Cambridge City Council

From: Ronald Lee Fleming, Mark Halevi, Richard Clarey, Sondra Scheir, Members of 1989 Blue Ribbon Committee on Billboards

Subject: Fact Sheet - Billboard/Sign Ordinance Proposal

Date: January 15, 1991

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6. Similarly, the Council, subsequent to its Ordinance Committee hearing of February 28, 1990, voiced support for the objectives of the proposal but urged the City to engage an outside legal Counsel expert in 1st Amendment and environmental law in order to minimize the City's legal and financial exposure.
7. In April 1990, the City engaged such outside Counsel and together with Community Development staff produced the Ordinance before you today.
8. On November 17, 1988, the City filed objections with the Outdoor Advertizing Board (OAB) to the renewal of 30 billboard permits in Cambridge.
9. All 30 permits were denied renewal by the OAB, were appealed by Ackerley Communications, and are among more than 500 denials awaiting hearings.

10. In June 1990, OAB Administrative Regulations were revised to effectively save communities time and money, which new provisions apply to appeals hearings "pending on or after June 20, 1990 including...those filed prior to that date and pending thereon."
11. OAB's preliminary determination "shall be final upon vote of the Board to issue a final determination based on summary judgement."
12. Such summary judgement may enter if "the pleadings, affidavits, and other information pertinent thereto before the Board show that there is no genuine issue as to facts material thereto and that a party is entitled to such summary judgement as a matter of law."
13. The OAB may issue final determinations on some or all of the 30 permits it previously denied.
14. No compensation is required to be paid to the billboard company if a permit is not renewed by the OAB.
15. The billboard company must seek redress directly in Court after the OAB votes to issue a final determination based on summary judgement.
16. All on-premise signs in Cambridge, except billboards, are grandfathered. Billboards are exempt from the grandfather clause under Ch.40A, Sec.6 of the Massachusetts General Laws.
17. The OAB advises cities and towns to pass their own local Ordinance to remove billboards in order to show that they are serious about wanting to remove billboard blight and to strengthen their position in court.
18. The proposed Ordinance as currently drafted provides a four year amortization period for the removal of billboards.
19. In fiscal 1990, Cambridge collected \$5,586.02 in property tax revenue for the city-wide total of 52 billboards, about \$100 per board.
20. It appears that the billboard company exaggerates, distorts, and makes misleading statements in public testimony to intimidate elected officials from taking action against them.
21. For example, at the Planning Board hearing of January 8, 1991, Mr. Mark Fraser of Ackerley Communications testified to grossly inflated dollar amounts being received by his company from recent billboard "takings" in Worcester and in Boston. His implied message to Cambridge Planning Board members was, should they look favorably upon the proposed Ordinance such

vast payments to his company might soon be forthcoming from Cambridge. (see Attachment 2)

22. The facts of the billboard removals he alluded to in Worcester and Boston were removals, by the Commonwealth for state purposes, of boards within 660 feet of Interstate Highways where compensation was paid by the State, not by the localities.
23. Eighteen of twenty-two billboards, all located in East Cambridge, have had their permits renewed by the OAB for 1991 without objections from the City. (see Attachments 3, 4 and 5)
24. It is principally these East Cambridge billboards that without the proposed ordinance would remain to blight this vulnerable neighborhood, since they are not illegal under OAB regulations.

CITY OF CAMBRIDGE, MASSACHUSETTS
PLANNING BOARD

CITY HALL ANNEX, 57 INMAN STREET, CAMBRIDGE 02139

May 1, 1990

To the Honorable, the City Council

Subject: City Council Petition to Prohibit Off-Premises Signs
(Billboards): Planning Board Recommendation

Recommendation

The Planning Board recommends no action on the current petition. While the Board actively supports the objectives of the proposal, it has been suggested that two additional steps should be undertaken by the City: (1) major revisions should be made to other aspects of the current sign ordinance to reflect completely all current judicial findings with regard to the issue of sign regulation and billboard removal, and (2) additional modest planning studies should be completed to provide a clear, coordinated economic, planning and esthetic rationale for the removal of off-premises signs as proposed in the petition.

As any significant revision to the existing sign ordinance would require a refiling of the petition and as no significant harm will be caused by a modest delay in any enactment of new regulations, the Planning Board recommends taking the time necessary to craft as comprehensive and as unassailable an ordinance as is possible in light of the most recent judicial findings on the matter. The Community Development Department and the City's Law Department are actively working in both matters. The Board is confident a revised petition will be available for Council consideration by early summer.

Respectfully submitted for the
Planning Board,


Paul Dietrich, Chairman

ATTACHMENT 2

On January 8, 1991, Mr. Mark Fraser of Ackerley Communications, Inc. reported in public testimony before the Cambridge Planning Board that "just a few days ago a check was received from Worcester" by his Company "for \$250,000 for the taking of a double-faced billboard" and that "within the past six months" his Company "had received from Boston a check for \$500,000 for the taking of a billboard."

We understand from Ackerley's Counsel, Mr. George Berman, that the true amounts were \$200,000 in each case and that such compensation was paid by the State for billboard removals for State purposes. In the case of Boston the removal was to make way for the construction of a new jail.

In any instance, no payment came from City funds; it was a different proceeding under a different law, not related to OAB regulations or local ordinance.

The Commonwealth of Massachusetts

Executive Office of Transportation and Construction

Department of Public Works

Ten Park Plaza, Boston 02116 - 3973

ATTACHMENT 3



OUTDOOR ADVERTISING
DIVISION

(617) 973-7384

October 19, 1990

PRELIMINARY DETERMINATION FOR 1991 PERMIT RENEWAL

TO:

COPY:

City of Cambridge
57 Inman Street
Cambridge, MA 02139
Attn: Alice K. Wolf

RITE MEDIA, INC
85 Broadway
Revere, MA 02151
Attn: David LeFrancois

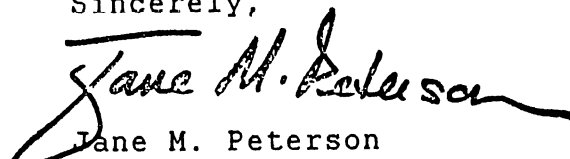
The Outdoor Advertising Board on October 18, 1990 made a preliminary determination to approve the permit(s) on the attached list for 1991 renewal. This decision was made in the absence of a municipal objection and with no independent Division recommendation to deny the renewal request.

Pursuant to M.G.L. Chapter 93, Section 29A and 711 CMR 3.11(7) and (8), the City/Town has the right to request a hearing within fifteen (15) days of receipt of this notice. If you do not request a hearing within this time, the preliminary determination shall be final.

711 CMR 3.11(8): "Any request for a hearing shall be in writing and shall be filed within fifteen (15) days of notification of the preliminary determination. Such a request shall set forth (a) the specific reasons supporting the claim that the preliminary determination should not become final, (b) the material issues of fact which the person contends are in dispute and require a hearing by the Board for resolution, (c) a brief summary of the evidence which the person would offer at a hearing to support its factual allegations, and (d) the relief requested."

Please be specific when making your hearing request.

Sincerely,


Jane M. Peterson
Executive Director

JMP/etk

CERTIFIED MAIL

PERMIT INFORMATION

Rite Media, Inc

Municipality: Cambridge

PERMIT#	STREET OR ROUTE
80112	Rt 2A/220 Mass Ave
80116	Gilmore Bridge fac west
80117	Gilmore Bridge fac east

Preliminarily renewed for permit year 1991 by the Outdoor Advertising board on October 18, 1990.

The Commonwealth of Massachusetts

Executive Office of Transportation and Construction

Department of Public Works

Ten Park Plaza, Boston 02116-3973

ATTACHMENT 4



OUTDOOR ADVERTISING
DIVISION

(617) 973-7384

October 19, 1990

PRELIMINARY DETERMINATION FOR 1991 PERMIT RENEWAL

TO:

COPY:

City of Cambridge
57 Inman Street
Cambridge, MA 02139
Attn: Alice K. Wolf

ACKERLEY COMMUNICATIONS, INC
PO Box 490
Stoneham, MA 02180
Attn: Mark Fraser

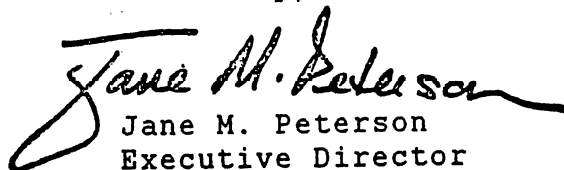
The Outdoor Advertising Board on October 18, 1990 made a preliminary determination to approve the permit(s) on the attached list for 1991 renewal. This decision was made in the absence of a municipal objection and with no independent Division recommendation to deny the renewal request.

Pursuant to M.G.L. Chapter 93, Section 29A and 711 CMR 3.11(7) and (8), the City/Town has the right to request a hearing within fifteen (15) days of receipt of this notice. If you do not request a hearing within this time, the preliminary determination shall be final.

711 CMR 3.11(8): "Any request for a hearing shall be in writing and shall be filed within fifteen (15) days of notification of the preliminary determination. Such a request shall set forth (a) the specific reasons supporting the claim that the preliminary determination should not become final, (b) the material issues of fact which the person contends are in dispute and require a hearing by the Board for resolution, (c) a brief summary of the evidence which the person would offer at a hearing to support its factual allegations, and (d) the relief requested."

Please be specific when making your hearing request.

Sincerely,


Jane M. Peterson
Executive Director

JMP/etk

CERTIFIED MAIL

PERMIT INFORMATION

Ackerley Communications, Inc

Municipality: Cambridge

PERMIT#	STREET OR ROUTE
08999	Rt 2A/332-336 Mass Ave
08999a	Rt 2A/332-336 Mass Ave
09459	Rt 2A/298-302 Mass Ave
13169	194 Bridge fac Msr O'Brien Hwy
17875	47Msr OBrien Hwy 160's RRbridg
17887	87 Msr OBrien Hwy
18866	149-151 Cambridge St
19224	19 Msr OBrien Hwy nr Gore St
19901	Charlestown Ave @ Gilmore Brdg
23234	234 Msr OBrien Hwy nr 4th St
23863	MsrOBrien Hwy fac CommercialSt
24818	186 Msr OBrien Hwy nr Gore St
24818a	186 Msr OBrien Hwy nr Gore St
30135	161 Portland St
30135a	161 Portland St
32266	Msr OBrien Hwy @ Lechmere MBTA
32267	Msr OBrien Hwy @ Lechmere MBTA

Preliminarily renewed for permit year 1991 by the Outdoor Advertising board on October 18, 1990.

The Commonwealth of Massachusetts

Executive Office of Transportation and Construction

Department of Public Works

Ten Park Plaza, Boston 02116 - 3973

ATTACHMENT 5



OUTDOOR ADVERTISING
DIVISION

(617) 973-7384

November 20, 1990

PRELIMINARY DETERMINATION FOR 1991 PERMIT RENEWAL

TO:

City of Cambridge
57 Inman Street
Cambridge, MA 02139
Attn: Alice K. Wolf

COPY:

TANNER COMMUNICATIONS
135 Terrace Trail South
Lake Quivira, KS 66106
Attn: Wilson Tanner

In accordance with 711 CMR 3.11(6) and (8), on .vdate I made a preliminary determination to approve the permit(s) on the attached list for 1991 renewal.

Pursuant to M.G.L. Chapter 93, Section 29A and 711 CMR 3.11(9) and (10), the City/Town has the right to request a hearing within fifteen (15) days of receipt of this notice. If you do not request a hearing within this time, the preliminary determination shall become final.

Hearing requests must be made in accordance with the requirements of 711 CMR 3.11(9) and (10), a copy of which are enclosed.

Sincerely,

A handwritten signature in cursive script that reads "Jane M. Peterson".

Jane M. Peterson
Executive Director

JMP/etk
CERTIFIED MAIL

91-1

RECEIVED
NOV 26 1990
ANS'D

PERMIT INFORMATION

Tanner Communications

Municipality: Cambridge

PERMIT#	STREET OR ROUTE
80158	15 Msr OBrien Hwy fac Gilmore
80159	15 Msr OBrien Hwy fac Gilmore

Preliminarily renewed for permit year 1991 by the Executive Director on November 9, 1990.

SERVICE DIRECTORY

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H.F. FENOCHETTI Carpenter Contractor Licensed Remodeling + Additions Porches - Repairs M16-8356 646-8356

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Crowley Electric Lic. E16153 Free est. 220 volt changovers and wiring for elec. a/c. units, outlets, switches, ranges and disposals. Lowest prices. 625-7905 or 272-7034

Paul Bengar OLD HOUSE Wiring and Repairs The way it used to be done Lic. No. #A130 since 1945 776-1886-284-7409

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MASONRY CONTRACTING Dick, Book, Casanova, Stevens Basement Waterproofing Licensed and Insured 776-8963

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PAVIDIS PLUMBING & HEATING CO., INC. Hot water heaters, boilers, baths and kitchens, gas fittings. Master Lic. #9937 Residential - Commercial - Industrial 625-0397 - Financing Available - MC & VISA

TREE SERVICE TV REPAIRS Dave Gonick ARCO TV CO. 876-3100 Save \$15 with ad on color service call, bring \$29.95 to purchase a color TV. Beta & stereo hookups & repairs. We install outside antennas. Expert repairs on Video Recorders, in-home Computers and Microwave Ovens. We REPAIR BURN SCREENS Lic. 2978 MC Accepted

SHARE THE SPIRIT OF THE SEASON! DRY MOP CLEANING SERVICE Specifications and forms of proposals will be available at the office of the Manager of Procurement on and after Thursday, November 29, 1990. Attention is called to requirements for equal opportunity employment on part of vendors. The department encourages participation in this bid of minority and women owned businesses. Mary Lou McGrath Superintendent of Schools

4-SEASONS PAINTING CO. Fall Special Discounts on Interior & Exterior Painting, General Carpentry, Gutters & All Types of Handyman Services - LOW RATES - FREE ESTIMATES 508-535-1502 GET THE WORD OUT! Tell 165,000 people in 18 towns and cities about your product or service by placing a Door Classified Ad. Call 628-1800 by 4PM Tuesday

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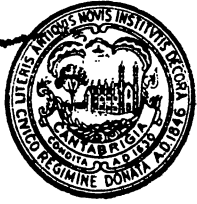
CALL US AT 628-1800 IF YOU HAVE A SERVICE YOU'D LIKE TO ADVERTISE.

OFFICE OF THE SCHOOL COMMITTEE 456 Broadway Cambridge, Ma. 02138 Sealed bids will be received at the Office of the Manager of Procurement, 150 Thimble Street, Cambridge, Massachusetts 02141, until December 13, 1990 at 11:00 A.M. at which time they will be publicly opened and read for Dry Mop Cleaning Service Specifications and forms of proposals will be available at the office of the Manager of Procurement on and after Thursday, November 29, 1990. Attention is called to requirements for equal opportunity employment on part of vendors. The department encourages participation in this bid of minority and women owned businesses. Mary Lou McGrath Superintendent of Schools

COMMONWEALTH OF MASSACHUSETTS Middlesex, ss. 90ER233P1 PROBATE COURT To Robert Erwin and Sue K. Erwin, both of Cambridge, in the County of Middlesex and to all other persons interested. A petition has been presented to said Court by Robert Erwin of Cambridge in the County of Middlesex representing that he holds as tenant in common one undivided half part or share of certain land lying in Cambridge in said County of Middlesex and hereby described as follows: The following premises in the Harvard Mews Condominium in Cambridge created by Master Deed dated January 8, 1980 recorded on January 8, 1980 with the Middlesex South Registry of Deeds, Book 18875, Page 359. Unit No. 1C in building I of the Condominium, the address of which is 324 Harvard Street, said Cambridge, together with an undivided 14.54 percent interest appertaining to the said Unit in the Common Areas and Facilities of the said Condominium and together with the rights and assessments appertaining to the said Unit as set forth in the said Master Deed. Our title is see Middlesex South Registry of Deeds of Book 13914, Page 009. Setting forth that he desires that all the following described part of said land may be sold at private sale for not less than \$200,000.00 dollars, and praying that partition may be made of all or any part of said land which the Court finds cannot be advantageously divided either at private sale or public auction, and is ordered to distribute the net proceeds thereof to the said Unit in the following manner: You do hereby object thereto or your attorney should file a written appearance in said Court at Cambridge before ten o'clock on the forenoon on the twenty-eight day of December 1990, the return day of this citation. Witness, Sheila E. McGovern, Esquire. First Justice of said Court, this seventh day of November 1990. Thomas J. Larkin Register

COMMONWEALTH OF MASSACHUSETTS THE TRULY COURT PROBATE AND FAMILY COURT DEPARTMENT PROBATE OF WILL WITHOUT SURRETIES Middlesex Division Docket No. 80P8357E Estate of Christian Cross Also known as Christian Foster Cross Dec. Oct. 5, 1989 in Cambridge in the County of Middlesex A petition has been presented in the above-captioned matter praying that a certain instrument purporting to be the last will and testament of said decedent may be proved and allowed and that Sara I. Cross of Cambridge in the County of Middlesex be appointed executrix without giving surety on her bond. If you desire to object to the allowance of said petition, you or your attorney must file a written appearance in said Court at Cambridge on or before 10:00 AM on the forenoon on December 13, 1990. In addition you must file a written affidavit of objections to the petition, stating the specific facts and grounds upon which the objection is based, within (30) days after the return day (or such other time as the Court, on motion with notice to the petitioner, may allow) in accordance with Probate Rule 16. Witness, Sheila E. McGovern, Esquire, First Justice of said Court at Cambridge, the eighth day of November in the year of our Lord one thousand nine hundred and ninety. Thomas J. Larkin Register of Probate

• Kirelin Library, 20 City Hall Avenue, Boston • North End Branch, 25 Parmenter Street, Boston • South Boston Branch, 646 East Broadway, South Boston • South End Branch, 686 Tremont Street, Boston • West End Branch, 151 Cambridge Street, Boston Redevelopment Authority Library, Boston City Hall, 9th Floor, Boston, Massachusetts • South End Branch, 686 Tremont Street, Boston • Transportation Library, 10 Park Plaza, 2nd Floor, Boston • Brookline Public Library, 361 Washington Street, Brookline • Cambridge Public Library, 449 Broadway, Cambridge • Malden Public Library, 38 Salem Street, Malden • Revere Public Library, 179 Beach Street, Revere • Winthrop Public Library, 2 Metcalf Square, Winthrop To receive a summary, call: Frances Anaso at 617-457-5413. (C)Nov 29



498-9034

CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT
City Hall Annex - Inman & Broadway - Cambridge, Mass. 02139

October 25, 1990

Mr. Robert W. Healy
City Manager
City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

Re: Proposed Sign Ordinance Amendments

Dear Mr. Healy:

I am forwarding for your attention a proposed ordinance to amend Article 7.000 of the Zoning Ordinance , the City's sign ordinance.

This proposed ordinance has grown out of the efforts undertaken in 1989 and 1990 to revise the City's sign control ordinance in response to the report and recommendations of the special committee which had been appointed by the Mayor. As you are aware, no action was taken on that proposal because a number of substantive and legal questions had been raised during public hearings held before the Planning Board and the Ordinance Committee of the City Council.

Subsequent to these hearings, the Community Development Department undertook a comprehensive review of the City's regulation of signs, including a specific area-by-area evaluation of the major sign control problems which exist throughout the City. As a result

of this review, the Department prepared a report, dated October 25, 1990, which makes a compelling case for the City further to strengthen its sign ordinance so that Article 7.000 effectively serves the goals and interests of the City with respect to regulating its visual and aesthetic environment in which signs play a critical role. A copy of this report is included with this letter as an enclosure.

While the Community Development Department was preparing its report, it was also in consultation with the City Solicitor's office regarding the City's current sign ordinance and the recommendations of the special committee. As a result of recommendations from the Solicitor's office, it was decided to prepare a comprehensive revision to Article 7.000 to bring the ordinance up-to-date in terms of both the City's aesthetic goals and current legal standards.

The proposed ordinance which I am submitting with this message carries out the recommendations in the report from my staff by making important changes in the existing Article 7.000. I wish to summarize below the major provisions of the proposed new ordinance and the ways in which it would modify or change the current sign ordinance:

1. A new Section 7.11 is added to set forth the findings upon which the ordinance is based and the purposes of the City in enacting this ordinance.
2. A new Section 7.17 is inserted to make clear that, consistent with First Amendment requirements, any sign may contain any noncommercial copy in lieu of or in addition to any other message.
3. Various definitions of types of signs and certain other terms are included in a new Section 7.13, and the methods of calculation of the area and height of signs are added in a

new Section 7.14.

4. Section 7.15 would add two additional provisions not included in the existing ordinance with respect to prohibiting signs extending above the roof of a building and requiring all signs (other than temporary signs) to be permanently mounted.

5. A number of important changes are made in the restrictions on the type of permitted signs as set out in the new and reorganized Section 7.16:

- There are minor changes in the types of signs which are exempt from the ordinance in the proposed new Section 7.16.11, and the new language eliminates the content restriction of the existing ordinance.
- The types of temporary signs permitted in the proposed new Section 7.16.12 have been changed to remove any content regulation.
- Proposed Section 7.16.13 would permit in any district the display of noncommercial signs which do not exceed ten square feet and which contain only noncommercial messages.
- A number of changes are proposed to reduce the number of and size of particular signs at specific locations, which will ensure that new signage on existing and new development is consistent with the City's aesthetic goals. Sections 7.16.21, 7.16.22, and 7.16.3 would reduce the total signage allowed on a lot; Section 7.16.22 would further reduce the size of free-standing and projecting signs; and Section 7.16.22 would limit the size of wall signs. It is obvious that the size of signs is a crucial factor in the evaluation of their aesthetic impacts.
- The height of all projecting and wall signs would be limited to twenty feet above

the ground in the proposed Section 7.16.22. This change is recommended because signs placed high above the ground have a real intrusive effect on the surrounding environment. For free-standing signs the current maximum height of fifteen feet is retained.

- The proposed ordinance eliminates the approach contained in the existing ordinance which contains two substantive standards for certain signs, depending on whether the sign is, or is not, submitted with design review. Given the difficulties of incorporating clear and specific standards for implementing the design review process, a more preferable approach is simply for the City to mandate compliance with specific substantive standards which are contained in the proposed revision, thereby eliminating the possibility of a discretionary and/or content-based review process which would be contrary to legal requirements.

6. Another major change in the ordinance is inclusion of a provision in Section 7.18 regarding removal of certain nonconforming signs, which change is discussed in more detail below.

7. Lastly, the proposed Section 7.19 includes, in lieu of the design review provisions of the existing ordinance, a provision requiring certification by the Community Development Department as to whether a proposed new sign conforms to the requirements of Article 7.000.

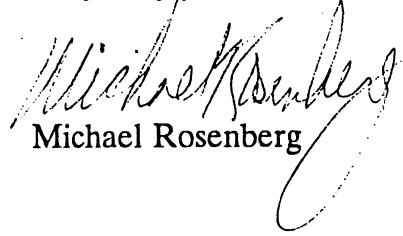
I want to discuss in more detail my recommendations regarding removal of certain nonconforming signs which are incorporated in Section 7.18 of the proposed ordinance. Obviously, the City will not be able fully to achieve its aesthetic goals concerning control of

signs if all existing signs which do not conform to the ordinance are allowed to continue in the future, even if new signs have to meet the requirements of the ordinance. The report of the Community Development Department makes abundantly clear that there are many existing signs which do not conform to the present requirements of the zoning ordinance and would not, therefore, comply with the even more stringent requirements of the proposed revision. The report also concludes that those signs which have the single most intrusive effect on the City's aesthetic environment are the large free-standing, projecting, and wall signs, and the large signs located on rooftops which are visible at great distances.

The new Section 7.18.1 requires the removal of signs located on rooftops, free-standing signs in excess of thirty (30) square feet in area, wall signs in excess of sixty (60) square feet in area, and projecting signs in excess of ten (10) square feet in area. This section requires that such signs be removed within four (4) years from the date of ordination of these proposed amendments or within four (4) years of the first date that the sign became non-conforming, whichever is later. As a practical matter many of the existing signs in the City will be entitled to protection under G. L. c. 40A, Section 6 as pre-existing, non-conforming signs. Those signs which are not protected by that statute, however, will be required to be removed. Consistent with our goal to regulate the visual and aesthetic environment in the City, this sign removal provision is intended to accomplish, to the maximum extent allowed by state and federal law, the removal of existing signs that conflict with our aesthetic goals.

I look forward to working with you in regard to the process of your consideration of this proposed ordinance and recommend its adoption.

Very truly yours,

A handwritten signature in cursive script that reads "Michael Rosenberg". The signature is written in dark ink and is positioned above the printed name. The signature is somewhat stylized, with a large loop at the end of the last name.

Michael Rosenberg

Amend the text of the Zoning Ordinance of the City of Cambridge by doing the following.

- A. In Article 2.000 - Definitions, delete the definitions for *Signs; Signs, area of; Signs, related definitions; and Signs, types of* and substitute therefor the following:

Sign. Sign shall mean and include any permanent or temporary structure, device, letter, words, model, banner, pennant, insignia, trade flag, or representation used as, or which is in the nature of, an advertisement, announcement, or direction and which is designed to be seen from the outside of a building.

Sign frontage. The length of a building, or the length of a separate and distinct ground floor establishment, abutting a street. The length of the building or ground floor establishment shall be that as defined in Section 5.24.4 of this Ordinance.

Signs, illumination of.

1. Natural - natural or ambient light.
2. External - artificial illumination from a light source which provides light directly onto the sign face, or portions of the sign face, or its background, which light is then reflected back to the viewer.
3. Internal - artificial illumination from a light source located behind the sign face and which transmits light through the sign face or portions of the sign face to the viewer. Exposed neon tubing and similar lighting shall be considered internal illumination.
4. Indirect - placement of the artificial light device such that the source of light cannot be seen from a public way.

Signs, types of.

1. Free Standing Sign - A sign that is attached to or part of a completely self-supporting structure and which is not attached to any building or other structure.
2. Projecting Sign - Any sign, other than a wall sign or free standing sign, that is attached to and projects from a building face. A projecting sign shall include marquee, canopy, and awning-mounted signs.
3. Wall Sign - Any sign affixed in such a way that its exposed face and all sign area is parallel or approximately parallel to the plane of the building to

which it attached. A wall sign shall be considered a projecting sign if the sign face projects more than twelve (12) inches from the face of the building. Wall signs shall include signs located on or behind the surface of windows; such a sign may not in total area exceed thirty (30) percent of the glass area of any window to which it is appurtenant.

Signs, related definitions.

1. Ground floor establishment - A separate and distinct use, business, enterprise, or institution having a separate public entrance to the outside of a building, which entrance is at grade or within six feet of grade as measured at the street line.
 2. Premises - That part of a lot, building or structure occupied by a business, enterprise, institution, or other person and which is distinct and separate from the place occupied by any other business, enterprise, institution or other person.
- B. In Article 11.000, Section 11.60, delete the existing Subsections 11.66 - 11.66.7 in their entirety and renumber subsequent Subsections as appropriate.
- C. In Article 14.000, delete the existing Section 14.60 - Signs in its entirety and substitute therefor a new Section 14.60 to read as follows:

14.60 - Signs

Signs in the MXD District shall be regulated as required in Article 7.000. For purposes of Section 7.10 the MXD District shall be considered a business, office and industrial district.

- D. Delete Article 7.000 in its entirety and substitute therefor the following:

7.000 SIGNS AND ILLUMINATION

7.10 SIGNS
7.20 ILLUMINATION
7.30 SEVERABILITY

7.10 SIGNS

7.11 FINDINGS AND PURPOSE

7.11.1 Findings

This Article is based upon the following findings:

February 6, 1991

Francis Duehay
Cambridge City Hall
Cambridge, Mass. 02138

Dear Councilor Duehay,

Mayor Wolf and members of the City Council, as elected officials I know that your concerns for Cambridge are real. However, there are perspectives that you may not fully realize.

We are experiencing now a recession. Many people are unemployed, many have a fear of losing their jobs, many are homeless and many tenants are having difficulty paying their rent. The city is taxing both residential and commercial property at an unrealistically high rate. Some property owners resort to obtaining income from billboard signs to pay for these high taxes. If the city were to reduce taxes by 50 %, there would be something to negotiate.

Mounting frustration has developed among property owners because of what is perceived as "A being taken for granted" attitude by the City of Cambridge. "

If small business and small property owners were forced out of Cambridge, the city, which we are all proud of, could become another Bronx. A city of high rise apartments and a high crime rate.

Instead of antagonizing property owners, may I recommend you reestablish your priorities and work with both commercial and private property owners.

Sincerely,



Corinne Mudarri



OFFICE OF THE CITY CLERK
CITY OF CAMBRIDGE
CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

JOSEPH E. CONNARTON
CITY CLERK

(617) 349-4260

JOHN E. FLYNN
DEPUTY CITY CLERK

February 15, 1991

Mr. Russell B. Higley
City Solicitor
City Hall
Cambridge, MA 02139

Dear Mr. Higley:

Enclosed you will find a copy of an Ordinance Committee Report from Councillor Francis H. Duehay, Chairman, regarding the proposed sign ordinance.

Councillor Duehay has requested that this report be referred to the City Solicitor for review of its content prior to submission to the full City Council.

Would you kindly review this report and submit your review to this office by Thursday, February 21, 1991.

Your kind attention in this matter will be greatly appreciated.

Sincerely yours,

Joseph E. Connarton
Joseph E. Connarton
City Clerk

JEC/dl

Enc.

City of Cambridge

The Ordinance Committee reconvened the public hearing on Wednesday, January 16, 1991 on Wednesday, February 6, 1991 beginning at 6:06 p. m. in the Sullivan Chamber, City Hall.

Councillor Francis H. Duehay, Chair of the above referenced committee, called the hearing to order and stated that the purpose of this evening's proceedings was to continue discussions on a proposed amendment to the Zoning Ordinance in Article 7.000 - Signs and Illuminations.

Present at the hearing were: Mayor Alice K. Wolf, Vice Mayor Kenneth E. Reeves, Councillor Edward N. Cyr, Councillor Jonathan S. Myers, Councillor Sheila T. Russell, Councillor Walter J. Sullivan, Councillor William H. Walsh and Deputy City Clerk John E. Flynn.

Councillor Duehay, at this time, outlined the process that would be followed in the conduction of the Committee's business in which proponents of the amendments would speak and be followed by the opponents of the amendments.

Mayor Wolf citing the fact that the City has challenged a number of billboards, given that they did not meet stated state criteria and currently in the Appeal Process, inquired of the impact of new regulations promulgated by the Outdoor Advertising Board on the City's challenge.

Attorney Peter Koff, Outside Legal Counsel, responded that the new regulations would have no effect on the process and that the new regulations would allow for a Summary Judgement in which the City would file an Affidavit on the 35 objections.

Mayor Wolf inquired of the amount of tax generated revenue derived from billboards throughout the city.

In response, Attorney Koff, stated that according to records of the Assessor's Office, the Fiscal Year 1990 assessment was \$5,586.02 and it should be noted that the assessment is paid by the property owner and not the billboard owner.

Councillor Cyr, citing the Ackerley Communications of Massachusetts, Inc. versus the City of Somerville decision in which a grandfathering of some billboards based on content was done and invalidated, inquired if the proposed amendments was similiar to the City of Somerville ordinance.

Attorney Koff responded in the negative stated that the premise of the ordinance as it relates to On-Premise vs. Non-Premise would withstand a legal challenge.

City of Cambridge

- 2 -

Councillor Cyr inquired of the number of legal challenges across the country with regards to a community's intent to regulate billboards.

Attorney Koff provided a range of twenty to forty cases.

At this time the committee solicited public testimony in favor of the proposed amendments to Article 7.000.

Ms. Sondra Scheir, 11 King Street, Cambridge, a former member of the Mayoral Blue Ribbon Committee of 1989, stated her strong support for the proposed amendments noting the fact that her neighborhood was in need of relief and this ordinance would accomplish that need.

Mr. Nicholas Geraigery, 269 Hurley Street, Cambridge, stated the support of the East Cambridge Stabilization Committee for the proposed amendment.

Mr. W. Earley Hamner, 3 Ellery Square, Cambridge, stated his support for the proposed amendment and congratulated the Planning Board for drafting such a well balanced petition. He further stated his hope that this ordinance will combat visual blight.

Mr. Howard Medwed, 58 Washington Street, Cambridge, stated his support for the proposal and his pleasure with Attorney Koff's statements regarding the affirmation of the ordinance.

Mr. Hugo Salemme, 89 Third Street, Cambridge, Vice-President of the East Cambridge Planning Team, stated the support of his organization for the proposed amendment.

Mr. R. Philip Dowds, 48 Banks Street, Cambridge and a member of Cambridge Citizens for Liveable Neighborhoods, stated his support for the proposed ordinance and congratulated the Community Development Department and Planning Board for a well written proposal. He further commented on the politics of litigation and presented the Committee with a check in the amount of \$2.00 to be deposited in the Laws Department's Billboard Litigation Fund in the event of a damage award.

Mr. Ron E. Fleming, 2 Hubbard Park, Cambridge, provided the committee written testimony indicating his support and called the proposal an insurance policy. (A copy of the testimony is attached).

City of Cambridge

- 3 -

Ms. Kathy Born, 3 Walnut Avenue, Cambridge, President of the Neighborhood Nine Association, stated the Association's unanimous vote in support of the proposed amendments. Ms. Born further stated that a vote for this Ordinance was a vote for the neighborhoods.

Mr. Richard Clarey, 15 Brookford Street, Cambridge, Vice-Chair, North Cambridge Stabilization Committee, read a prepared statement from George F. McCray, Chair, indicating the support of the committee for the proposed amendments. (A copy is attached). Mr. Clarey also outlined some possible defenses that the city could employ in defending the proposed ordinance.

Mr. John Pitkin, 18 Fayette Street, Cambridge, indicated his support for the ordinances as a means of reducing billboard blight throughout the city.

Mr. Fred Stone, 9 Remington Street, Cambridge, stated that Council support for this ordinance provides a gift to its residents and their descendants.

At this time the Committee heard from those in opposition to the proposed amendment.

Attorney George Berman, 100 Cambridge Street, Boston, representing Mr. Barry Ackerley, owner of Ackerley Communications of Massachusetts, Inc. stated that a vote for this Ordinance is a vote for litigation. He further stated that First and Fifth Amendment Rights would be argued for in a legal challenge. Attorney Berman also stated that the City of Somerville did not reduce the number of billboards by the enactment of their ordinance.

Councillor Myers questioned the number of billboards in 1985 versus 1991 in the City of Somerville.

Attorney Berman stated that in 1985, 137 faces existed vs. 80 faces in 1991.

Mr. Louis Nickinello, President and General Manager, Ackerley Communications of Massachusetts, Inc., 2204 Main Street, Charlestown, stated that he was hired in 1985 with the objective to find compromise instead of litigation. Mr. Nickinello provided the following statistical data:

In 1978 Ackerley Communications acquired from Donnelly Advertising 3900 faces. In 1991 Ackerley Communications owns 2900 faces.

He further stated that Outdoor Advertising is economically feasible and this medium adds some \$11 - 12 million to the state economy. He further outlined an agreement between his organization and the City of Medford regarding improvements in the quality of life and the relocation of two billboards. Mr. Nickinello stated that not one sign is sacred or unalterable, but a forum is needed between the city and his firm.

City of Cambridge

- 4 -

Councillor Russell inquired, if any conversations or negotiations have been held between Ackerley Communications and City Manager Robert W. Healy.

Mr. Nickinello in response stated that no specific negotiations have taken place.

Councillor Russell further inquired if Ackerley Communications participated in the deliberations of the Mayoral Blue Ribbon Committee.

Mr. Nickinello stated that he was appointed to the committee, but was asked shortly after the panel met to vacate his Chair.

Councillor Russell pursuing the Medford agreement inquired of the process employed and the time frame.

Mr. Nickinello stated that the Mayor set up a forum in which negotiations were held and within six to eight months a Memorandum of Agreement was signed and executed.

Councillor Myers inquired of Mr. Nickinello his comments regarding the statements made by neighborhood associations supporting the proposed amendments.

Mr. Nickinello repeated his earlier statement that he was willing to look at every sign location in the City.

Ms. Elizabeth Palumbo, director of Public Affairs, Ackerley Communications, Inc. outlined to the committee the public service campaign underway in the Commonwealth. Ms. Palumbo stated that some 15% of space is dedicated to non-profit organizations.

Mr. Anthony Pini, 199 Cambridge Street, Cambridge, stated his opposition to the proposed ordinance.

Mr. Manuel Slate, 1414 Cambridge Street, Cambridge, stated his opposition stating that the lighted billboard at his premises adds to the safety of the area.

Mr. Milton Slate, 1414 Cambridge Street, Cambridge, stated his opposition citing the fees collected helps pay city taxes.

Mr. Mark Fraser, 45 Alpheus Road, Boston, Real Estate Manager, Ackerley Communications, also stated his opposition to the ordinance stating that it was plastic surgery to the Cambridge landscape.

City of Cambridge

- 5 -

Mr. John Carroll, 1382 Beacon Street, Brookline, citing the fact that his family owned business derives revenues from the placements of billboards and with passage of the ordinance this revenue source would be lost.

Mr. Doug Matthews, 28 Seven Pines Avenue, Cambridge, stated his opposition to the Ordinance and suggested creativity in finding solutions to problems.

Mr. Charles Fogell, 25 Colgate Road, Roslindale, also stated his opposition to the ordinance amendments.

The Committee then heard from Mr. Donald Drisdell, Deputy City Solicitor, for a legal summary of the proposed ordinance. Mr. Drisdell stated that a thorough review of applicable cases was undertaken in the drafting of the ordinance and it could withstand a legal challenge.

Councillor Myers then offered the following motion: That the petition be forwarded to the full City Council without recommendation.

Councillor Russell then offered the following substitute motion: That the petition remain in committee.

On the substitute motion, the Chair ruled not a vote.

On a voice vote the main motion -

Carried.

Councillor Cyr then moved adjournment.

The hearing was adjourned at eight o'clock and two minutes p. m.

For the Committee,

Councillor Francis H. Duehay
Chairman

CITY COUNCIL SHOULD AFFIRM NEW SIGN CODE

Testimony to the Planning Board

I have lived in Cambridge since 1963 and have worked to make the city a more attractive place as a founding chairman of the Cambridge Arts Council. During this time I have frequently asked myself why a city that is so historic and so important as a seat of American culture and learning should continue to be so ugly?

I can still remember the shock at the cluttered cityscape on my first visit here with my parents in 1955. There was the ugly detritus of big signs in the used car lots as we approached the city along Alewife Brook Parkway and then upon arrival in Harvard Square signs lurched off building walls and a rooftop was crowned by a billboard. And it's still there!--after millions spent on enhancing the square with a new plaza!

Improving the quality of our visual environment should in the short term improve the value of property. That is the argument sign control advocates will make, and most business people will understand. But I think we should upgrade our sign code because of the long term difference it will make both in the quality of people's lives here as well as in the impression we give to visitors.

As a planner, I have examined design review ordinances and sign codes from around the country, and find the new code to be very lean in its objectives. It does not tackle the issue of design review which Cambridge, alas, exercises only in overlay districts or urban renewal areas; it does not provide particular incentives for symbol signs made by craftsmen, (in metal, glass or ceramics, for example); it does not encourage signage appropriate for the character of historic buildings but it will encourage visual restraint and get rid of nonconforming signs after four additional years.

For as I understand the draft, it still allows some billboards to exist for another four years -- the same as on site signs -- unless they violate Outdoor Advertising Board (OAB) guidelines and their permits are not renewed by the state. At least 30 of the 52 Cambridge billboards flunk these guidelines.

Billboards can generate an income for their owner of as much as \$20,000-\$30,000 a year in revenues. The city has had almost no tax benefit. On average, \$100 per billboard for this privilege of blighting our neighborhoods. Consequently, I am appalled by this continued act of generosity to the billboard

industry. This appears to be at least a 1.6 million dollar donation if twenty of these boards are allowed to stay another four years.

Apparently, the Ackerley Company which owns most billboards here will seek to demonstrate that their signs are very valuable and that the company should be compensated for their removal. Outrageous! Under Massachusetts statute, the billboards are not grandfathered or protected. They are not treated as real property with a protected status as structures, but as a permitted use subject to annual review by the community. They do not have any right to life because they are there simply as a result of the community's large investment in roadways and have value in relation to it.

There are numbers of state cases which uphold an amortization period as a legitimate method of compensation. This is fine for on site signs, but the language of the new sign code should make it clear that any billboard that does not meet the minimum standards that the OAB has devised or which is not certified by the community should not be protected by any amortization clause.

The revised sign code affirms and supports the investment which the city and private business has already made in its neighborhood revitalization efforts, its facade improvement programs, its extensive commitment to public art and the enhancement of public space. It is also a testimony to our increased maturity as an urban culture, acknowledging that merchants and property owners can do business and prosper without having to visually grab people by the throat and shake them as they drive or walk down a street. It should make most businesses more legible rather than less so. It is no accident that many of the most affluent communities have the tightest sign controls, while the less sophisticated communities are caught in the expensive escalation of sign competition which finally penalizes the merchants seeking attention.

Let the new sign code mark a new era which demonstrates an increasing respect for the people living in one of America's most densely populated urban environments. By upgrading the visual environment, the sign code becomes the city's "insurance policy." It protects the existing investment that we have all made in the enhancement of Cambridge.

Ronald Lee Fleming

George F. McCray,
Chairman No. Camb. Stab. Committee
2301 Mass. Ave.
Cambridge MA. 02146
876-1430

Feb. 6, 1991

Dear Chairman Ordinance Committee (Frank):

The North Cambridge Stabilization Committee
wish to go on record in support of the
amendment to the Bell Board Ordinance
that is currently being heard before the
Cambridge City Council. As our members
believe that North Cambridge residents,
along with East Cambridge residents,
~~are~~ ^{are} negatively impacted by the members
of Bell Board that are currently
deployed in our neighborhood.

We wish also to compliment those
who have worked very long and hard to
draft the amendment. Both residents
+ City officials, especially Sandra Schier & Mr. Richard Cleary
both of North Cambridge.

Thank you, sincerely

George F. McCray
Chairman NCS

Ordinance Committee

Re-condensed Signs + Illumination

Wednesday, February 6, 1991

6:06 p.m.

Councillor Francis H. Duchay, Chair.

Present

- 1) C. Myers.
- 2) C. Sullivan
- 3) Mayor Wolf.
- 4) C. Cyr
- 5) C. Russell
- 6) V. H. Reeses 6:24
- 7) C. Walsh 6:27
- 8)
- 9) C. Duchay

C. Duchay

- Outlined process
- Proponents first } speak.
- opponents second

Mayor

City - challenged # of billboards -
didn't meet state criteria - currently
in Appeal Process - New Regulations
promulgated by Outdoor Advertising
Board.

What is impact.

Atty. KOFF

- 35 of 60 presently being objected to by City.
- New regulations would allow for summary judgement.
- City file affidavit
• won't affect process.

Mayor

City taking action?

Don Drisdell

No.

Mayor

Does City attain \$ from billboards?

Atty. KOFF.

Assessor's formula -

Tax bills sent to property owners - not billboard owners.

\$ 5,586.02 - FY 90

C. Cyr

Decision - Somerville Case

City - grand father some

not all - based on content.

We doing the same thing.

Atty. KOFF

Ordinance as drafted doesn't.

No defect as shown

in proposed ordinance.
On-premise vs. Non-premise
cases upheld - no problem.

R Cyr.

Across Country - # of
cases to regulate billboards.

Atty Koff.

20, 30, 40 cases.

Stay with Metro Media
Decision.

More than confident - City
will be affirmed in
a legal challenge.

Distractions - perfectly valid.

Sandra Schier

11 King St.

Spoke in favor of ordinance.

Blue Ribbon Cutte - '89 - ^{Planning} Board & Council

Concerns; legally financially
My neighborhood needs relief.

Nicholas Garvey

E. Camb. Stabilization Cutte

Committee Supports Ord.

18-22; OTB OK'd For '91

W. Elsie Hamner

3 Ellery Sq.

Supports Ordinance

As a resident & as an
Architect.

Congratulate PB on a
well balanced Ordinance.
Feel confident in proposed
Ordinance. Does address
Gas Stations & Billboards.
Hope Ordinance will
combat Visual Blight.
Theatre - Too restrictive.

Theatre?

Better Identity.

C. Duchesne

Howard Medwed
58 Washington St.
Harvard Sq. Defense Fund

Supports Ordinance.
Happy in legal representation
concerns regarding affirmation.

Hugo Salame
89 Third St.
UP & C. Planning Team

Supports Ordinance.
Signage unique way of invading
should be in best interests
of the people.

R. Philip Doods
48 Banks St.
CCLN

Supports Ordinance
Congratulated CDD & PB
for a well written Ord.
Spoke of the "Politics" of
litigation.

Hope you Adopt Ordinance +

Hope you get sued.
\$100,000.00
\$2.00 / my part of ^{this} litigation.

(Check provided)

Brookline - Too restrictive.

Compare + Contrast \bar{c} Camb.?

Not familiar - \bar{c} Brookline

1st chair - Arts Council.

First arrived - Camb. ugly city.

Cambridge - heavy investment in

capital improvements. Ordinance -

Insurance Policy.

wish it was stronger.

Time to bite bullet - Support

from all around the city.

Good for business.

Kathy Born

3 Walnut Ave.

Pres. Neighborhood 9 Assoc.

Assoc - voted unanimously
to support Ordinance.

A vote for this ordinance
is a vote for the neighborhood

Richard Cleary
Vice Chair, N.C. Stabilization

Read Prepared Statement
from George McCray,
Chair of NC Stab. Com.
Outlined the Worcester
& Boston Cases.

Defenses
City
could
employ
in
defending
a suit.

- 30 - illegal OAB
- 22 - several along Mon.
O'Brien Hwy. - State
- Formula - Amortization in
Ordinance.
- Formula - N Carolina Case -
not Favorably to Ackerly.

John Pitkin
14 Fayette St.

Supports Ordinance.
Support - reducing billboard
blight throughout city.

Fred Stone
5 Remington St.

By supporting this Ordinance
you give us & our
descendants a gift.

Opposition

George Berman, Atty.
Rep. Barry Ackerly

Ordinance will destroy
assets owned by
Mr. Ackerly.

A vote for this ordinance
is a vote for litigation.
Council relying on an Atty.
who has never won a
billboard litigation case.

Somerville - '84 ordinance
lost - owes Attkin \$117K,
paid \$150K to Mr. Koff.

1st + 5th Amendment Cases.

1st { 52 - off-premise (used
comm + non-comm)
You keep on-premise (comm)

5th Amend - Taking.

Asset today - ord - Asset

gone.

(Jaffolk County Jail - \$450K

Winchester - \$200K.)

10-15 Million bill to

Cambridge.

Major Roads.

Social utility? Aesthetics?

Atty Barman

People Working - People

Buy Products - Business Prosper

Proper Balance - Price tag
attached.

C. Myers

No less signs in
Somerville?

Atty Berman

No signs removed by
Somerville Ordinance.

Ackerly From Donnelly

'78 - 3900 Faces

'91 - 2900 Faces.

C Myers

Somerville?

Atty Berman

'85 - 137 Faces

'91 - 80 Faces

Louis Nickinello

Joined Ackerly in '85

Pres. GM Ackerly Comm

GM. '87

2204 Main St. Charlestown

President Aug. '88

outdoor Advertising is

Not a growth industry.

Hired to find compromise
instead of litigation.

* 11-12 million - State - Eco.
nomy.

Work stand before a state branch.

Visual intrusive.

To compete \bar{c} broadcast

& print \rightarrow medium

needs to be accessible.

Proud of Public Service

Announcements.

outdoor advertising -
Economically Feasible.

Listen to Planners

" " Landscape

Architects.

Improve Quality of Life

Medford - Agreement - 14

down - 2 new.

Trimmed Trees in City.

Not one sign that is

sacred - unalterable.

Need Forum.

you have a future with
compromise.

Find a way to address
Cambridge Concern.

C. Russell

Any conversations re City
Mgt?

Mr. Nickinello.

No specific negotiations.

C. Russell

Blue Ribbon Commission?

Mr. Nickinello

Member - Asked to
vacate No Forum.

C. Russell

Medford Correction?

Mr. Nickinello.

Litigation - Major set-up
Forum
6-8 months - Memorandum
of agreement - New Tot
lots.

C. Myers

Neighborhoods have
Spoken - How do you
respond

- Not totally in residential areas - mixed use.
- Willing to look at every sign.

C Myers.

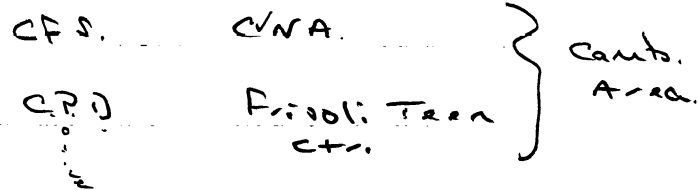
Since '85 - litigation ↑ or ↓

L. Nickinello.

Camb - one of the last to litigate.

Elizabeth Palumbo
Dir. Public Affairs
Ackerly Comm.

Oversee contributions to non-profits.
1570 - space.



Tony Poni
199 Cambridge St.

Opposed to Ordinance.

Manuel Slate
1414 Cambridge St.

Business - 40 yrs.
Billboard - lights - add to safety

Milton Slate
1414 Cambridge St.

Opposed to Ordinance.
Revenue from Billboard help pay Camb. Taxes.

Mark Fraser
41 Alpheus Rd. Boston.
Real Estate Mgr.

Ordinance - plastic surgery
to Cambridge landscape.
Opposed to Ordinance.

John Carroll
1392 Beacon St. Brookline

Opposed to Ordinance.
Revenue is derived
from Billboards.
Ordinance doesn't replace
lost revenue.

Doug Matthews
28 Seven Pines.

Likes Billboards.
Creativity in finding
solutions.
Opposed to Ordinance.

Charles Fogell

Opposed to Ordinance.

Donald Driedell
Deputy City Solicitor.

- We have been thorough
in the drafting of this
Ordinance.
- Metromedia Decision - Cities
have a right to regulate
re: Aesthetics.
- This Ordinance doesn't just
regulate billboards.
- On-premise - non-conforming use
state statute protected.

Proposed Ordinance - Taking Care
have been reviewed - Fuel
Amortization piece will
affirm.

No absolute guarantee that
a legal challenge would
not happen.

Atty CoFF

Would take issue with
most of Mr. Barman's statements.

Ordinance - Not San Diego or Jom.
Ordinance - Just

C. Myers

Refer to Council:
 $\frac{NIV}{4}$ (Councillor Sullivan
Russell
Walsh)

C. Russell

subs

Hold in Committee
(Not A Vote)

ccy

Adjournment

Adjourned 8:02 PM.

SIGN UP SHEET

ORDINANCE COMMITTEE HEARING

SIGN REGULATION

IN OPPOSITION TO AMENDMENT

NAME

ADDRESS

✓ Louis R. Nickiewicz	2704 8 th St, Charlestown
✓ Elizabeth Palumbo	311 Proctor Ave Revere
✓ Tony Pini	159 Cambridge St. Camb.
✓ Manuel Slato	1414 Cambridge St. Cambridge
✓ Milton Slato	1414 Cambridge St. Cambridge
✓ George Bernan ✓	100 Cambridge St; Boston
✓ Mark Frasse	45 AIPHEUS Rd. Boston.
✓ John T. Carroll	1382 Beacon St Brookline
✓ John P. Roffi Roffi	182 W 56 R. OBBIENI HWY Camb.
✓ Corinne Mudari ^{MUDARI}	35 Upland Rd, Cambridge
✓ Paul Matthei	29 Seven Pines Ave - Cambridge

SIGN UP SHEET

ORDINANCE COMMITTEE HEARING

SIGN REGULATION

IN FAVOR OF AMENDMENT

NAME

ADDRESS

Souza Scheir	11 King St. Camb.
Nicholas G. Gargery	269 Hurley St E Camb
ALLAN PAER NOT PRESENT	8 Gervys Landing Road
THOMAS C MARVIN	1105 MASS. AVE., CAMBRIDGE
W. EASLEY HAMNER	3 ELLERY SQ. CAMB
Tom Pini	159 Cambridge St. Camb
Stephen Madwed	58 Washington Ave, Camb
John R. Hunt NOT PRESENT	4 Cambridge Hill Rd Camb
Hugo Salamme	89 Third St. Camb
Mare Heleni HALEVI	11 Kirkland Rd Camb
Philip Dowds	48 Banks St 02138
JACK MARTINELLI NOT PRESENT	171 Adams
RON E. FLEMING	
KATHY BORN	3 Walnut Avenue
DICK CLAREY	
JOHN PITKIN	
FRED STONE	

PUBLIC NOTICE
RELATIVE TO ZONING

City of Cambridge

MASSACHUSETTS

Office of the City Clerk

Notice is hereby given that in accordance with the provisions of Chapter 40A, Section 5 of the General Laws, Tercentenary Edition and amendments thereto, that the Committee on Ordinances, comprised of the entire membership of the City Council, will hold a public hearing on Wednesday, December 19, 1990 at 6:00 P.M. in the Sullivan Chamber, City Hall, Cambridge, Massachusetts on a petition by the City Council to amend the text of the Zoning Ordinances of the City of Cambridge in Article 7.000 - Signs and Illuminations.

The purpose of the amendment is to limit the size of individual signs and tighten the circumstances under which damaged nonconforming signs can be replaced. The following is a list of the proposed modifications: reduce the total signage allowed on a lot, further reduce the size of freestanding and projecting signs, cap the size of wall signs, limit the circumstances under which internally illuminated signs can be employed, prohibit such illumination for freestanding and projecting signs, make the regulations uniform for all nonresidential districts, require the removal of some of the more visually offensive nonconforming signs, modify the current mechanism for review of the design of proposed signs and limit the height of all signs.

Copies of this petition are on file in the office of the City Clerk, City Hall, Cambridge, Massachusetts.

All persons interested in this matter may appear at this time and be heard.

For the Committee,

Councillor Francis H. Duehay,
Chairman

not done

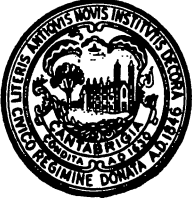
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CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT
City Hall Annex - Inman & Broadway - Cambridge, Mass. 02139

October 25, 1990

Mr. Robert W. Healy
City Manager
City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

Re: Proposed Sign Ordinance Amendments

Dear Mr. Healy:

I am forwarding for your attention a proposed ordinance to amend Article 7.000 of the Zoning Ordinance, the City's sign ordinance.

This proposed ordinance has grown out of the efforts undertaken in 1989 and 1990 to revise the City's sign control ordinance in response to the report and recommendations of the special committee which had been appointed by the Mayor. As you are aware, no action was taken on that proposal because a number of substantive and legal questions had been raised during public hearings held before the Planning Board and the Ordinance Committee of the City Council.

Subsequent to these hearings, the Community Development Department undertook a comprehensive review of the City's regulation of signs, including a specific area-by-area evaluation of the major sign control problems which exist throughout the City. As a result

of this review, the Department prepared a report, dated October 25, 1990, which makes a compelling case for the City further to strengthen its sign ordinance so that Article 7.000 effectively serves the goals and interests of the City with respect to regulating its visual and aesthetic environment in which signs play a critical role. A copy of this report is included with this letter as an enclosure.

While the Community Development Department was preparing its report, it was also in consultation with the City Solicitor's office regarding the City's current sign ordinance and the recommendations of the special committee. As a result of recommendations from the Solicitor's office, it was decided to prepare a comprehensive revision to Article 7.000 to bring the ordinance up-to-date in terms of both the City's aesthetic goals and current legal standards.

The proposed ordinance which I am submitting with this message carries out the recommendations in the report from my staff by making important changes in the existing Article 7.000. I wish to summarize below the major provisions of the proposed new ordinance and the ways in which it would modify or change the current sign ordinance:

1. A new Section 7.11 is added to set forth the findings upon which the ordinance is based and the purposes of the City in enacting this ordinance.
2. A new Section 7.17 is inserted to make clear that, consistent with First Amendment requirements, any sign may contain any noncommercial copy in lieu of or in addition to any other message.
3. Various definitions of types of signs and certain other terms are included in a new Section 7.13, and the methods of calculation of the area and height of signs are added in a

new Section 7.14.

4. Section 7.15 would add two additional provisions not included in the existing ordinance with respect to prohibiting signs extending above the roof of a building and requiring all signs (other than temporary signs) to be permanently mounted.

5. A number of important changes are made in the restrictions on the type of permitted signs as set out in the new and reorganized Section 7.16:

- There are minor changes in the types of signs which are exempt from the ordinance in the proposed new Section 7.16.11, and the new language eliminates the content restriction of the existing ordinance.
- The types of temporary signs permitted in the proposed new Section 7.16.12 have been changed to remove any content regulation.
- Proposed Section 7.16.13 would permit in any district the display of noncommercial signs which do not exceed ten square feet and which contain only noncommercial messages.
- A number of changes are proposed to reduce the number of and size of particular signs at specific locations, which will ensure that new signage on existing and new development is consistent with the City's aesthetic goals. Sections 7.16.21, 7.16.22, and 7.16.3 would reduce the total signage allowed on a lot; Section 7.16.22 would further reduce the size of free-standing and projecting signs; and Section 7.16.22 would limit the size of wall signs. It is obvious that the size of signs is a crucial factor in the evaluation of their aesthetic impacts.
- The height of all projecting and wall signs would be limited to twenty feet above

the ground in the proposed Section 7.16.22. This change is recommended because signs placed high above the ground have a real intrusive effect on the surrounding environment. For free-standing signs the current maximum height of fifteen feet is retained.

- The proposed ordinance eliminates the approach contained in the existing ordinance which contains two substantive standards for certain signs, depending on whether the sign is, or is not, submitted with design review. Given the difficulties of incorporating clear and specific standards for implementing the design review process, a more preferable approach is simply for the City to mandate compliance with specific substantive standards which are contained in the proposed revision, thereby eliminating the possibility of a discretionary and/or content-based review process which would be contrary to legal requirements.

6. Another major change in the ordinance is inclusion of a provision in Section 7.18 regarding removal of certain nonconforming signs, which change is discussed in more detail below.

7. Lastly, the proposed Section 7.19 includes, in lieu of the design review provisions of the existing ordinance, a provision requiring certification by the Community Development Department as to whether a proposed new sign conforms to the requirements of Article 7.000.

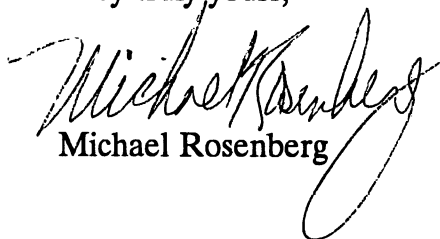
I want to discuss in more detail my recommendations regarding removal of certain nonconforming signs which are incorporated in Section 7.18 of the proposed ordinance. Obviously, the City will not be able fully to achieve its aesthetic goals concerning control of

signs if all existing signs which do not conform to the ordinance are allowed to continue in the future, even if new signs have to meet the requirements of the ordinance. The report of the Community Development Department makes abundantly clear that there are many existing signs which do not conform to the present requirements of the zoning ordinance and would not, therefore, comply with the even more stringent requirements of the proposed revision. The report also concludes that those signs which have the single most intrusive effect on the City's aesthetic environment are the large free-standing, projecting, and wall signs, and the large signs located on rooftops which are visible at great distances.

The new Section 7.18.1 requires the removal of signs located on rooftops, free-standing signs in excess of thirty (30) square feet in area, wall signs in excess of sixty (60) square feet in area, and projecting signs in excess of ten (10) square feet in area. This section requires that such signs be removed within four (4) years from the date of ordination of these proposed amendments or within four (4) years of the first date that the sign became non-conforming, whichever is later. As a practical matter many of the existing signs in the City will be entitled to protection under G. L. c. 40A, Section 6 as pre-existing, non-conforming signs. Those signs which are not protected by that statute, however, will be required to be removed. Consistent with our goal to regulate the visual and aesthetic environment in the City, this sign removal provision is intended to accomplish, to the maximum extent allowed by state and federal law, the removal of existing signs that conflict with our aesthetic goals.

I look forward to working with you in regard to the process of your consideration of this proposed ordinance and recommend its adoption.

Very truly yours,

A handwritten signature in cursive script that reads "Michael Rosenberg". The signature is written in black ink and is positioned above the printed name.

Michael Rosenberg

Amend the text of the Zoning Ordinance of the City of Cambridge by doing the following.

- A. In Article 2.000 - Definitions, delete the definitions for *Signs*; *Signs, area of*; *Signs, related definitions*; and *Signs, types of* and substitute therefor the following:

Sign. Sign shall mean and include any permanent or temporary structure, device, letter, words, model, banner, pennant, insignia, trade flag, or representation used as, or which is in the nature of, an advertisement, announcement, or direction and which is designed to be seen from the outside of a building.

Sign frontage. The length of a building, or the length of a separate and distinct ground floor establishment, abutting a street. The length of the building or ground floor establishment shall be that as defined in Section 5.24.4 of this Ordinance.

Signs, illumination of.

1. Natural - natural or ambient light.
2. External - artificial illumination from a light source which provides light directly onto the sign face, or portions of the sign face, or its background, which light is then reflected back to the viewer.
3. Internal - artificial illumination from a light source located behind the sign face and which transmits light through the sign face or portions of the sign face to the viewer. Exposed neon tubing and similar lighting shall be considered internal illumination.
4. Indirect - placement of the artificial light device such that the source of light cannot be seen from a public way.

Signs, types of.

1. Free Standing Sign - A sign that is attached to or part of a completely self-supporting structure and which is not attached to any building or other structure.
2. Projecting Sign - Any sign, other than a wall sign or free standing sign, that is attached to and projects from a building face. A projecting sign shall include marquee, canopy, and awning-mounted signs.
3. Wall Sign - Any sign affixed in such a way that its exposed face and all sign area is parallel or approximately parallel to the plane of the building to

which it attached. A wall sign shall be considered a projecting sign if the sign face projects more than twelve (12) inches from the face of the building. Wall signs shall include signs located on or behind the surface of windows; such a sign may not in total area exceed thirty (30) percent of the glass area of any window to which it is appurtenant.

Signs, related definitions.

1. Ground floor establishment - A separate and distinct use, business, enterprise, or institution having a separate public entrance to the outside of a building, which entrance is at grade or within six feet of grade as measured at the street line.
 2. Premises - That part of a lot, building or structure occupied by a business, enterprise, institution, or other person and which is distinct and separate from the place occupied by any other business, enterprise, institution or other person.
- B. In Article 11.000, Section 11.60, delete the existing Subsections 11.66 - 11.66.7 in their entirety and renumber subsequent Subsections as appropriate.
- C. In Article 14.000, delete the existing Section 14.60 - Signs in its entirety and substitute therefor a new Section 14.60 to read as follows:

14.60 - Signs

Signs in the MXD District shall be regulated as required in Article 7.000. For purposes of Section 7.10 the MXD District shall be considered a business, office and industrial district.

- D. Delete Article 7.000 in its entirety and substitute therefor the following:

7.000 SIGNS AND ILLUMINATION

- 7.10 SIGNS
- 7.20 ILLUMINATION
- 7:30 SEVERABILITY

7.10 SIGNS

7.11 FINDINGS AND PURPOSE

7.11.1 Findings

This Article is based upon the following findings:

- A. The City of Cambridge has been and is now taking appropriate action, through exercise of its zoning and other municipal authority, to improve the aesthetics and physical appearance of the City by means including the regulation of signs.
- B. 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.
- C. 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.
- D. Regulating signs will improve the City's appearance; make the City's commercial, residential, and industrial areas more attractive for commercial and residential uses and commercial development; and enhance the economic climate of the City.
- E. The regulations set forth in this Article will directly advance the public interest in aesthetics and other qualities of life by preserving and enhancing the appearance of residential, commercial and industrial buildings and areas; preserving and enhancing the appearance of public streets, parks and other public properties; and minimizing the intrusiveness of sign structures.
- F. Non conforming off-premise signs, which traditionally have been used primarily to advertise commercial goods and services not available on the same premises, have a significantly greater adverse aesthetic impact than on premises signs because of their larger sizes, greater heights, less attractive appearances, and/or more intrusive locations.
- G. The public interest is served by use of signs by businesses and services to identify their premises, or the products or services there available, or to display non commercial messages.
- H. The City finds that it is in the City's interest to require removal of certain non conforming signs after the grace period provided by Section 7.18 has expired.
- I. The City in enacting this ordinance does hereby adopt the findings, conclusions, and recommendations of the Planning Board in its report dated _____.

7.11.2 Purposes

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 City; to control and reduce visual clutter and blight; and to carry out the authority conferred by General Laws Chapter 40A.

7.12 APPLICABILITY

No signs or advertising devices of any kind or nature shall be erected or maintained on any premises or affixed to the inside or outside of any structure to be visible from the outside of any structure except as specifically permitted in this Article 7.000.

7.13 DEFINITIONS

7.13.1 Sign - Sign shall mean and include any permanent or temporary structure, device, letter, words, model, banner, pennant, insignia, trade flag, or representation used as, or which is in the nature of, an advertisement, announcement, or direction and which is designed to be seen from the outside of a building.

7.13.2 Types of Signs:

- A. Free-Standing Sign - A sign that is attached to or part of a completely self-supporting structure and which is not attached to any building or other structure.
- B. Projecting Sign - Any sign, other than a wall sign or free standing sign, that is attached to and projects from a building face. A projecting sign shall include marquee, canopy, and awning-mounted signs.
- C. Wall Sign - Any sign affixed in such a way that its exposed face and all sign area is parallel or approximately parallel to the plane of the building to which it is attached. A wall sign shall be considered a projecting sign if the sign face projects more than twelve (12) inches from the face of the building. Wall signs shall include signs located on or behind the surface of windows; such a sign may not in total area exceed thirty (30) percent of the glass area of any window to which it is appurtenant.

7.13.3 Illumination:

- A. Natural - natural or ambient light.

- B. External - artificial illumination from a light source which provides light directly onto the sign face, or portions of the sign face, or its background, which light is then reflected back to the viewer.**
- C. Internal - artificial illumination from a light source located behind the sign face and which transmits light through the sign face or portions of the sign face to the viewer. Exposed neon tubing and similar lighting shall be considered internal illumination.**
- D. Indirect - placement of the artificial light device such that the source of light cannot be seen from a public way.**

7.13.4 Premises:

That part of a lot, building or structure occupied by a business, enterprise, institution, or other person and which is distinct and separate from the place occupied by any other business, enterprise, institution or other person.

7.13.5 Sign Frontage:

The length of a building, or the length of a separate and distinct first floor establishment, abutting a street. The length of the building or ground floor establishment shall be that as defined in Section 5.24.4 of this Ordinance.

7.13.6 Establishment, Ground Floor:

A separate and distinct use, business, enterprise, or institution having a separate public entrance to the outside of a building, which entrance is at grade or within six feet of grade as measured at the street line.

7.14 CALCULATION OF AREA AND HEIGHT OF SIGNS

- A. For a free-standing sign or sign attached to a building, the area of the sign shall be considered to include all lettering, wording, and accompanying designs and symbols, together with the background, whether open or enclosed, on which they are displayed, but not including any supporting framework and bracing which are incidental to the display itself.**
- B. For a sign painted upon or applied to a building, the area of the sign shall be considered to include all lettering, wording, and accompanying designs or symbols, together with any background of a color different from that of the building.**

- C. Where the sign consists of individual letters or symbols attached to or painted on a surface, wall or window, the area of the sign shall be considered to be that of the smallest rectangle or other geometric shape which encompasses all letters and symbols.
- D. Only one face of a two-sided sign shall be counted in computing the area of a sign, provided the sign faces are parallel and of equal size.
- E. The height of a sign shall be the vertical distance between the top of a sign and the mean grade of the ground adjoining that portion of the building to which the sign is attached; or that ground within ten feet of a free-standing sign.

7.15 GENERAL LIMITATIONS FOR ALL SIGNS PERMITTED IN THE CITY OF CAMBRIDGE

- 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. Flashing or intermittent light creating flashing, moving, changing or animated graphics is prohibited, except that a warning sign, a device intended to tell the time and temperature, or official traffic and directional signs may have intermittent illumination.
- C. No illumination shall be permitted after 11 P.M. in any Residence A, B, C, or C-1 district.
- D. No sign, portion of a sign, or structural support for such sign may extend above the lowest point of the roof of a building, except that 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.
- E. Except as may be provided elsewhere in this ordinance for temporary signs, all signs shall be permanently mounted on a building or structure or permanently implanted in the ground. All graphic images on a sign shall be of durable material and permanently attached.

7.16 PERMITTED SIGNS

The signs and advertising devices which are permitted in the City of Cambridge are set out below.

7.16.1 Exempt, Temporary and Non Commercial Signs

The following signs shall be exempt from restrictions as to type, location, height, and size of signs or limitations as to the total area of signs permitted on a lot or business, as those limits are set forth in Section 7.16.2. Except as otherwise noted, such signs shall be naturally or externally illuminated only and shall be subject to all other provisions of this Article 7.000.

7.16.11 Exempt Signs

A. In all districts:

1. Signs not visible from a public way. (All illumination permitted.)
2. Official traffic and directional signs. (All illumination permitted.)
3. Signs necessary for public safety and convenience not exceeding six (6) square feet per sign face, provided such signs contain no advertising.
4. Flags of a city, state or country.
5. Memorials such as grave stones and corner stones.
6. Historical site plaques installed or approved by a public agency or duly established historical society.
7. Window display of merchandise or signs incidental to such display.

B. In business, office and industrial districts:

1. Permanent non illuminated signs behind the glass of a window above the ground floor, provided:
 - (a) The total area of the sign(s) does not exceed 30% of the area of the glass of the window;
 - (b) The window is part of the premises to which the sign is accessory;
 - (c) The sign consists of individual letters or symbols affixed to the window or mounted on a clear, transparent background;
 - (d) The individual symbols or letters do not exceed 6" in height.

2. Permanent non illuminated signs mounted on awnings on the ground floor of a building provided:
 - (a) The total area of the sign does not exceed 2 square feet and the height of individual symbols or letters does not exceed 6";
 - (b) The sign consists of individual letters or symbols affixed to the fabric of the awning;
 - (c) No other graphic material appears on the awning.

7.16.12 Temporary Signs

- A. One for sale or for rent sign not exceeding six (6) square feet in residential districts or twenty (20) square feet in non residential districts 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 (20) square feet in area.
- C. Temporary signs of a non commercial nature, including political signs of any kind, not exceeding twenty (20) square feet in area.
- D. In business, office, and industrial districts, 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 area of the window glass to which they are affixed.

7.16.13 Non Commercial Signs

In all districts, non commercial signs which contain only non commercial messages, including political messages of any kind, may be displayed, provided the sign does not exceed ten (10) square feet in area. This Section 7.16.13 shall not limit the effect of Section 7.17 on the display of non commercial messages on permitted signs.

7.16.2 All Other Permitted Signs

7.16.21 Signs in Residence Districts

- A. Identification Sign for Residential Uses:

Total Area of Signage Permitted per Lot: as permitted below.

Maximum Permitted

Area of sign:	1 sq. ft./dwelling unit to a maximum of 10 sq.ft./dwelling
Number of signs:	One (1)/dwelling
Height of sign:	4 ft. if free standing; 10 ft. if on a building
Location:	On building or a minimum of 3 feet from street line if free standing.
Illumination:	Natural or external lighting only
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 Permitted Hotel and Office Uses.

Maximum Permitted

Area of sign:	One at 10 sq. ft., one at 20 sq. ft.
Number of signs:	Two/building
Height of sign:	4 ft. if free standing
Location:	On building or minimum of 1/2 the depth of required front yard if free standing
Illumination:	Natural or external lighting only

C. Signs for Lawfully Maintained Non Conforming Uses.

Total Area of Signage Permitted per Lot: One (1) sq. ft. for each linear foot of sign frontage on the lot or 10 sq. ft. per ground floor establishment, whichever is less. However, individual signs shall be further limited as set forth below.

Maximum Permitted

Area of sign:	10 sq. ft.
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Number of signs: One per ground floor establishment plus one per building
Height of sign: 20 ft. if attached to building, 4 ft. if free-standing
Location: On building or 1/2 depth of required front yard if free standing
Illumination: Natural or external lighting only

D. Permitted Hotel and Office Use:

Total Area of Signage Permitted Per Lot: One (1) sq. ft. for each linear foot of sign frontage on the lot or 200 sq. ft. per building, whichever is less.

Maximum Permitted

Area of sign: As permitted in Section 7.16.22
Number of signs: As permitted in Section 7.16.22
Height of sign: As permitted in Section 7.16.22
Illumination: Natural or external lighting only

7.16.22 All Business, Office, and Industrial Districts

Total Area of Signage Permitted per Lot: One (1) sq. ft. for each linear foot of sign frontage on the lot for sign frontage located one hundred (100) feet or less from the street line or two (2) sq. ft. for each linear foot of sign frontage on the lot for sign frontage located more than one hundred feet from the street line. However, signs shall be further limited as set forth below.

Maximum Permitted

A. Free Standing Signs:

Area of sign: 30 sq. ft.
Number of signs: Two, provided the total area of all such signs shall not exceed 30 sq ft. on any lot.
Height of sign: 15 ft.
Illumination: Natural or external lighting only

B. Projecting Signs:

Area of sign:	10 sq. ft.
Number of signs:	One (1)/ground floor establishment, plus one (1) for any public building entrance not serving a ground floor establishment
Height of sign:	20 ft., provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less
Illumination:	Natural or external lighting only

C. Wall Signs:

Maximum Permitted

Area of sign:	No individual sign may exceed sixty (60) sq. ft. in area. However, for any building or ground floor establishment having a sign frontage less than sixty (60) ft., the maximum area of any individual sign shall be the product of the formula: sign frontage x one (1) sq. ft.
Number of signs:	Not Limited
Height of sign:	20 ft., provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less
Illumination:	<ol style="list-style-type: none">1. Natural or external lighting;2. Exposed neon or gas ultra-violet tube type lighting behind the glass of windows, not exceeding five (5) sq. ft. in area;3. Other internal illumination under the following conditions:<ol style="list-style-type: none">a. The height of the sign does not exceed thirty (30) inches; andb. The sign:<ol style="list-style-type: none">(1) is located behind the glass of a window, or(2) is mounted such that the sign

- face does not extend more than two (2) inches beyond the plane of that portion of the building facade to which the sign is attached, or
- (3) consists of independent, individual letters or graphic symbols mounted directly to the surface of the building facade to which the sign is attached.

7.16.3 Application of Sign Frontage Formula

Where the total permitted area of all signs on a lot or building is determined by the product of the formula: sign frontage x one (1) or two (2) sq. ft., the following rules shall apply.

- A. The total area of signs accessory to a ground floor establishment shall not exceed that determined by the application of the sign frontage formula to that ground floor establishment. Where two ground floor establishments occupy the same sign frontage the total permitted area of signs shall be shared equally by the two establishments.
- B. The total area of all signs on any single building wall shall not exceed that determined by the application of the formula to the sign frontage for that wall; provided, a wall having no sign frontage may share the sign area permitted on any wall of the building having sign frontage.

7.16.4 Sign Area For Lots Having No Buildings

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 Section 7.10 for any use not contained within a building.

Where the total area of signs permitted on a lot is determined by the application of the sign frontage formula, a maximum of 30 sq. ft. of signs shall be permitted on any lot having no sign frontage.

7.16.5 Signs Permitted in Planned Unit Development Districts

The sign requirements of the base zoning district shall apply, except that when business, office or industrial uses are authorized by the Planned Unit

Development special permit the requirements of Section 7.16.22 shall apply to those portions of the Planned Unit Development containing those uses, in lieu of the base district requirements.

7.17 NON COMMERCIAL MESSAGES

Any sign permitted under this Article may contain, in lieu of or in addition to any other copy, any non commercial message.

7.18 NON CONFORMING SIGNS

7.18.1 Signs Required to be Removed

The following non conforming signs shall be removed within four (4) years from (), or the first date that the sign became non conforming, whichever is later:

- A. Signs located on rooftops.
- B. Free-standing signs in excess of thirty (30) square feet in area.
- C. Wall signs in excess of sixty (60) square feet in area.
- D. Projecting signs in excess of ten (10) square feet in area.

7.18.2 Other Signs

- A. Non conforming signs not covered by Section 7.18.1 above may be altered, provided the basic supporting structure is not altered and further provided that any alterations made to a sign within the past three (3) years do not exceed fifty (50%) percent of the current replacement value of the sign.
- B. Notwithstanding the limitations of Section 7.18.2 A above, where it is proposed to replace an existing sign where the ground floor establishment or the building as a whole contains a total area of legal non conforming signs exceeding the maximum permitted under this Article 7.000, said new sign may be installed and may contain an area of six (6) square feet or that area permitted by the application of the formula: One (1) sq. ft. x sign frontage of the ground floor establishment, to the establishment to which the sign is accessory, whichever is greater; provided, the total area of signs accessory to the ground floor establishment or the building is not increased and all other size limitations for signs are met.

7.19 COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

All proposals for signs exceeding twenty-five (25) square feet in area shall be submitted to the Community Development Department for certification. The applicant for such a sign certification shall submit all information necessary for the Department to review the proposed sign for conformance to the requirements of this Article 7.000. The Department shall, within ten (10) business days, provide the applicant with a certification that the proposed sign conforms to the requirements of Article 7.000 or shall notify the applicant that the requirements have not been met. Said certification shall accompany the application for a building permit for the sign to the Inspectional Services Department.

7.20 ILLUMINATION

In Residence A, B, C, and C-1 districts no outdoor floodlighting or decorative lighting, except lighting primarily designed to illuminate walks, driveways, outdoor living areas, or outdoor recreational facilities, and except temporary holiday lighting in use for not longer than a four week period in any calendar year, shall be permitted. Any permanent lighting permitted by the preceding sentence shall be continuous, indirect, and installed in a manner that will prevent direct light from shining onto any street or adjacent property.

7.30 SEVERABILITY

The City by enacting this Article intends to regulate signs in order to carry out and achieve the findings and purposes of this Article. The City also wishes to require removal of certain non conforming signs to the maximum extent lawfully possible and in accordance with the effective date and removal schedule set forth in Section 7.18.1. Therefore, should any part of the City's Ordinance be declared invalid by a court of competent jurisdiction, then it is the specific intent of the City that the remainder of the Ordinance not specifically declared invalid shall continue in full force and effect as if and when originally enacted by the City.

I. INTRODUCTION

In response to notification from the Outdoor Advertising Board (OAB) of preliminary renewal of a number of outdoor advertising sign permits in Cambridge, the City, in 1988, formally submitted objections to a number of those renewals that did not meet the criteria established by the OAB for renewal. The Board was requested by the City to deny the permits. Other signs, while objectionable from an environmental and aesthetic viewpoint, did not receive an objection from the City because they did not as clearly fall within the criteria established by the OAB for denial of an existing permit.

That initial correspondence with the OAB set in train a series of events which has led to the review of the sign regulations in Cambridge contained in this report.

Following the submittal of the letter to the OAB, the City received a request from Ackerley Communications of Massachusetts, Inc. to initiate a dialogue between the City and the Company as to ways in which mutual objectives might be achieved through other than total denial of permit renewals. In response, the Mayor of Cambridge established a special committee to review the options available to the City in responding to the requests for permit renewals before the OAB, possible ways of cooperating with billboard owners, and possible modifications to its own local regulations as they affected billboards and signs in general. That Committee, after many meetings, submitted to the City Council in June, 1989 a report and recommendation in the form of a zoning amendment, which suggested that all billboards be prohibited and further that these billboards be required to be removed in a manner similar to that in effect in the City of Somerville.

During public hearings held before the Planning Board and the Ordinance Committee of the City Council in late 1989 and early 1990 on the proposed zoning amendment, numerous questions were raised as to the City's past interest in sign control, the nature and impact of the billboard signs now in Cambridge and the relationship of those billboards to existing on-premise signs. This report is in response to those inquiries. It reviews the scope of the City's past and current sign controls, places those controls in the context of the existing on-premise and off-premise sign environment, and makes recommendations for changes in these regulations so as to make them more effective in implementing long standing City goals with respect to its visual and aesthetic environment within which signs play such a critical role.

II. INTRODUCTION TO THE CITY

First Impressions

Before reviewing the sign environment in Cambridge in detail, it would be useful to briefly survey the City more generally. The community's noted concern for its environment in general, as well as that portion of the environment directly impacted by signs, can be best understood from such a wider perspective.

Cambridge is a geographically small but very dense city, a characteristic it shares with its neighbor, Somerville. In only six square miles the city has a population of more than 93,000 persons, placing it, along with Somerville, in the top ten most dense cities over 50,000 in population in the country. Further, those people are housed in that small area in homes that rarely exceed four or five stories in height. The city's statistical density is physically evident in the closely spaced homes, the very limited open space, the heavily trafficked roadways, and the miles of parked cars on every residential and commercial street. It is the city's history as an ancient place, by American standards, that has imparted to Cambridge this basic development pattern. The City has been heavily developed from the beginning of the industrial revolution, when mobility was limited and a premium was placed on access to all daily chores by foot or public transit; accordingly density has always been an unavoidable aspect of life in Cambridge.

Land Use Pattern

As a consequence of its history, even in this automobile age uses and activities are elaborately interwoven in a complex pattern of commercial squares, retail corridors, two and three- family neighborhoods merging into three decker and multi-family neighborhoods on one side, and patrician single family homes on the other. The complexity of the City's zoning map mirrors closely that complex land use pattern. The consequence is that what happens in a commercial or industrial district has a direct impact on many nearby residential neighborhoods. There really is no place in Cambridge where economic activity can occur without residents sensing that they have a direct, personal stake in it. Every part of Cambridge is owned by one neighborhood or another, and is used, visited, traveled through or viewed by residents on a daily basis.

In an ever more complex world of fast cars, portable music, electric lawn mowers, bright lights, air conditioning, and heaps of disposable everything, a decent, sane, sedate residential environment is at best only tenuously maintained at the densities that prevail in Cambridge. Every aspect of the environment, every small detail, is magnified in importance because a livable balance is difficult to sustain. Signs become one of those important details where even modest excess contributes to a sense of confusion and clutter.

Cambridge in a Larger Context

Cambridge is certainly in a privileged position in the metropolitan area: it is the home of two renowned universities and almost literally within strolling distance of the financial and commercial core of the 3,000,000 person Boston Standard Metropolitan Statistical Area, served by four rapid transit stops and one trolley stop, and abuts the park lined Charles River Basin for four miles. The City's dramatic commercial and residential growth in the 1980's with 8 million square feet of commercial development and 2000 units of new housing constructed is testament to the appeal of Cambridge as a place to live and do business. The above factors certainly have played a substantial role in establishing that appeal; but the City's concern for its environment, its legendary resident watchdogs and its broadly felt social conscience have been equally important.

However, the City's very success and its widespread appeal, carry with them potential liabilities. Close to the metropolitan core, the City is a traffic corridor for thousands of commuters passing through on their way to Boston and elsewhere along Massachusetts Avenue, Monsignor O'Brien Highway, Memorial Drive, and Alewife Brook Parkway. Its very density means residential neighborhoods directly feel the consequences of changes in the nearby commercial districts; there is a heightened concern for quality of life issues centering on traffic noise and congestion, air pollution, closed vistas, windy streets and growing shadows from taller buildings, increasing home prices in neighborhoods where the supply can't be increased, as well as loss of green spaces to new buildings and parking lots. These concerns frequently make new development initiatives, both public and private, subject to a slow and costly deliberative process in which consensus is sometimes slow to evolve. Inserting the new into the old when the old is highly valued and the new is frequently alien in scale and appearance can frustrate both those who already live and work here and those who would like to be a part of the community. In a future where competition for new commercial development will be fierce, the Cambridge assets of a caring citizenry, pedestrian scale, and rapid transit access could look like liabilities to those who want a less complicated process, a freer hand and an easy flow of automobiles.

Many things Cambridge cannot change: its location, its history, its basic incompatibility with the automobile. But it is within the City's power to ensure that its assets remain such. As the built environment is one of its greatest assets the care taken to ensure that new additions to it heighten its quality for the benefit of all is particularly important. This environment, a hassle for some, is the very quality that brings many others to the City; in the end it will be the City's major economic trump card in the future.

Signs are of course a very visible element of that environment. In the press to put more commercial, residential and institutional activity in a constant six square miles, one of the markers of that activity, signs, can easily get out of hand. The city would be wise to ensure that in the future the new signs erected are consistent with the high standards for the built environment it is trying to sustain; a companion effort should be made to eliminate the most egregious examples of existing signs clearly at odds with that desired environment and which have so clear an adverse aesthetic impact.

III. GENERAL POLICIES FOR GUIDING DEVELOPMENT IN THE CITY

There are a number of overarching policies which, explicitly or implicitly, have shaped city actions as they affect the public, built environment.

a. Preserve and stabilize existing residential neighborhoods.

This policy has been achieved through a variety of means including rezoning existing neighborhoods such that the development permitted under the applicable zoning closely matches that built already in the neighborhood. These efforts began tentatively in the early 1970's and were in full force by the end of the decade. More specific controls have been achieved in a number of neighborhoods through the adoption of an historic district (1963), neighborhood conservation districts (Half Crown and Mid-Cambridge in 1985), landmarking of individual buildings (first in 1982) and the securing of facade preservation easements (first in 1970). Public investment has been made in housing rehabilitation, construction of new and rehabilitation of existing local parks, installation of street trees, and reconstruction of streets and sidewalks at least since the Model Cities program of the 1960's.

b. Facilitate the redevelopment of obsolete industrial areas for new, more viable uses.

The City in the 1960's and early 1970's realized that old industries were leaving and the areas they occupied were not physically and environmentally compatible with a new generation of business enterprises. Through the adoption of a number of urban design plans, rezonings to give regulatory shape to those plans, and significant public infrastructure investment, the city has encouraged the transformation of such districts both functionally and aesthetically to ensure their continued contribution to the financial health of the city and as a source of employment for city residents.

c. Strengthen the City's commercial squares and corridors.

In an effort which parallels that to protect the residential neighborhoods, the city has employed a variety of means to stabilize its commercial districts and encourage their physical improvement. The goal has been to ensure that they can continue to serve the neighborhoods abutting them while at the same time minimizing the possible conflict between those neighborhoods and the commercial activity to which they are so closely connected physically. Many of the techniques employed in the residential neighborhoods have been employed here as well.

d. Strengthen and improve the quality of life in the City.

The city supports a wide range of social services for all its citizens and through regulation, investment of capital, and careful monitoring it has consistently endeavored to protect and enhance its physical environment, both man-made and natural.

IV. PUBLIC INITIATIVES AND ACTIONS IN PURSUIT OF ITS POLICY OBJECTIVES.

Over twenty years the city has demonstrated its commitment to its environmental, aesthetic, and social policy objectives through a wide range of initiatives.

a. Major rezonings

Since 1960 at least eighty six separate changes have occurred on the zoning map. The vast majority of those changes, sixty seven in number, have been adopted to make the applicable zoning regulations more restrictive. For the past twenty years the trend has been to reduce densities, both residential and commercial, encourage public review of development proposals, mandate minimum design features, and in general ensure that new development fits more comfortably into the existing scale and visual character of the city. All the major city squares: Kendall, Central, Harvard and Porter, have been rezoned to limit development and ensure adequate public review of new construction. Many of the commercial corridors have been similarly rezoned for the same reasons. Residential neighborhoods have been subject to a series of comprehensive downzonings, reversing the policy direction embodied in the 1960 zoning revision.

More directly relevant to the subject of this report, the first revision to sign controls in the zoning ordinance was adopted for the Alewife area in 1979. Advisory review of signs and building design was instituted in some districts along Massachusetts Avenue with the adoption of the Development Consultation Procedure in 1979. In 1986 a city wide revision to the sign ordinance was adopted.

b. Direct public investments in the Environment.

The city has a similarly long tradition of making sizable investments in its physical environment. Many of these initiatives are ongoing.

* For fifteen years the city has invested significant portions of its Community Development Block Grant (CDBG) allocation to physical improvement in its environment including new, frequently brick, sidewalks, street tree plantings, construction of new parks in residential neighborhoods and new commercial areas, and renovation of many existing recreation

facilities. A facade improvement program was funded for Massachusetts Avenue; it resulted in the renovation of many commercial storefronts, including their accessory signage, and the removal of at least one billboard. As an investment in the future, the CDBG program has also supported the development of a number of urban design and revitalization plans which have laid the groundwork for future, more direct public and private investments in the areas studied.

- * For two decades the city has supported a redevelopment program for Kendall Square that has guided its transformation into a high quality commercial district characterized by careful attention to building material and design details. Quality of the public spaces as well as of its private buildings has been a hallmark of that project's execution.
- * The city has made every effort to secure similar improvements to the public realm through the efforts of other agencies, as with the major physical improvements to the public environment in Harvard Square, Porter Square, Central Square and Alewife in conjunction with the MBTA's extension of the Red Line. Also, the city has not been reluctant to invest its own tax revenue in the installation of new parks, street trees, and public art.

c. Design Guidelines

Cambridge has developed a rather consistent and coherent set of guidelines to give shape and direction to its own actions with regard to the built environment as well as to provide a framework against which the quality of private development can be measured. These guidelines are contained in a series of documents published from the 1970's onward. They include:

East Cambridge Riverfront Plan: May, 1978; City of Cambridge.

Alewife Revitalization - Alewife Urban Design Study, Phase II: 1979; City of Cambridge.

Facade Improvements - Facade Art, A Storefront Improvement Program: June 1980; City of Cambridge.

Cambridgeport Revitalization: 1983; Community Development Department.

Central Square Report: 1983; Cambridge City Council.

Development in the Harvard Square Overlay District: February, 1984; Harvard Graduate School of Design.

East Cambridge Development Review Process and Guidelines: 1985; Community Development Department.

Harvard Square Development Guidelines: 1986; City of Cambridge.

MBTA Mt. Auburn Street Bus Tunnel - Urban Design Guidelines: October, 1986; Lane, Frenchman and Associates.

North Massachusetts Avenue Urban Design Guidelines Handbook: 1986; Wallace, Floyd Associates.

Central Square Action Plan: 1987; City of Cambridge.

Central Square Development Guidelines: 1987; City of Cambridge.

University Park at MIT - Urban Design Guidelines: December, 1987; Forest City Rental Properties Corporation.

North Point Policy Plan and Design Guidelines: 1989; City of Cambridge.

These reports define the quality and nature of the public environment desirable in any development, public or private, undertaken within the area analyzed. The public objectives are quite consistent from document to document, area to area. The high premium placed on quality in design, the importance of a coordinated, harmonious physical environment, the respect for past historic development precedents, the central position of the pedestrian encouraged in the shaping of any new construction, the importance of detail, and the paramount importance of the public realm are all recurring themes. Signs are consistently identified as a major component of the visual environment and a source of visual blight and diminished aesthetic quality when not adequately controlled.

d. History of sign regulations

As the city has become more comprehensively concerned with the quality of its environment over the past three decades, it has continually made adjustments to the regulatory framework through which many city policies and objectives are achieved. Sign regulation has seen such an evolution and refinement.

(1) The 1960 Sign Ordinance

This is the benchmark which regulated signs in the city for more than twenty years. It is the ordinance under which many of the present on premise signs were erected and some of the most egregious billboards were constructed. A concerted but unsuccessful effort was made to modify the Ordinance in the 1970's. The following were its principal features.

- * Signs in industrial areas were essentially unregulated. Height from the ground to the top of a sign was limited to 80 feet (an eight story

residential building) but only if it was illuminated; otherwise no height limited prevailed.

- * Signs in business districts were more specifically controlled. The size of individual signs was not limited but heights were controlled to the extent that freestanding signs could not exceed 15' and roof signs could not extend more than 10' above the roof of the building upon which they were located. The total area of all signs on a lot was set by the formula: 5 s.f. of sign for each linear foot of lot frontage on a street.
- * The ordinance, while limiting signs in some areas and to some degree, permitted vast numbers of signs everywhere, and truly enormous signs in industrial areas. The ordinance permitted and encouraged wholesale visual pollution of the city's environment.

(2) The 1979 revision to the Sign Ordinance affecting Alewife

A major revision to the 1960 Ordinance was applied to a limited area in the parkway district of West Cambridge. Its most important provisions were the following:

- * the total area of signage permitted on a lot was greatly reduced, and was calculated by lot area rather than lot frontage.
- * the maximum area of any sign was capped at 200 square feet.
- * internal illumination, a feature of many contemporary signs which can be particularly intrusive, was prohibited in the parkway district.
- * freestanding signs were further reduced to 10 feet in height.

(3) The 1986 Comprehensive Revision to the Sign Ordinance.

In response to the obvious negative impacts of the signs permitted by the existing ordinance on the visual environment and quality of life in the city, first noted in the Alewife area, the city comprehensively revised its sign ordinance in 1986. The major provisions of that revision follow:

- * signs in all commercial and industrial districts were regulated comprehensively.
- * total signage permitted on a lot was reduced 60% to two s.f. for each linear foot of street frontage of a lot.
- * all roof signs were prohibited.

- * the size of the most offensive kinds of signs, i.e. freestanding and projecting signs, was capped at 40 s.f. and 20 s.f. respectively.
- * a height of 15 feet was established as a maximum for freestanding signs in all non-residential districts.
- * a detailed set of standards for good sign design was established as an aid to owners considering the erection of a new sign.

The new ordinance's intent was to improve the public environment through a reduction in the total amount of signage allowed. That action was guided in part by the belief that all parties, sign owners and the general public alike, would benefit from a less chaotic, confusing and overburdened visual environment. Of particular note, the Ordinance revision established size limits on the most offensive kinds of signs: those projecting from buildings, the freestanding sign rising to great height, and prohibited altogether the roof sign visible from a great distance above tree tops.

(4) Recommended Revisions to the 1986 Sign Ordinance.

Four years experience with the 1986 revision makes clear that additional changes in sign controls would be desirable. With the historic intimate scale of most commercial and industrial areas of Cambridge, the legitimate needs of property owners to identify themselves and their activities can be served with yet a further reduction in the amount of total signage permitted on any building or storefront. In addition, further limitations on the size of individual signs seems appropriate, as is a further tightening of the circumstances under which damaged non-conforming signs can be replaced. With those considerations in mind the following modifications are proposed.

- * reduce the total signage allowed on a lot to one (1) s.f. for each linear foot of building for most structures in non-residential districts.
- * further reduce the size of freestanding and projecting signs to 30 s.f. and 10 s.f. respectively.
- * cap the size of wall signs throughout the city to 60 s.f.
- * limit the circumstances under which internally illuminated signs can be employed; prohibit such illumination for freestanding and projecting signs.
- * make the regulations uniform for all non-residential districts.

- * require the removal of some of the more visually offensive non-conforming signs.
- * modify the current mechanism for review of the design of proposed signs.
- * limit the height of all signs to 20' above the ground.

Such revisions would bring the regulation of signs more completely into conformance with the design objectives for designing the public environment outlined in the many documents referenced earlier.

V. OFF-PREMISE SIGNS AS A SPECIAL CASE

In any discussion of signs, sign regulation, and the state of the visual environment, off-premise (i.e. billboards) signs occupy a special place. On-premise signs by their very nature are subject to frequent change and replacement as the uses they advertise, or design fashion, change. Off-premise signs rarely disappear except as the result of total redevelopment of a site. Several off-premise signs have met that fate in Cambridge and several more may in the years ahead. Yet most of the off-premise signs have been in the City for decades and show every likelihood of remaining for decades more. Such a future is particularly troubling because of the magnitude of the impact of billboards: wherever they are located they forcefully set a very negative aesthetic tone. Many on-premise signs are of course disappointing; they can at times be too large, too high, too visually loud. Nevertheless, almost without exception, their visual and aesthetic impact is limited and contained: they are placed low on their host buildings, they are obscured from afar by street trees and almost without exception they do not approach the sheer size and dominance of off-premise signs. In addition, quite aside from aesthetic considerations, on-premise signs play an important role in promoting activities important to the well-being of the City.

A brief survey of the characteristics of billboards and on-premise signs makes the aesthetic point.

a. Billboards are out of scale with their environment.

- * A typical billboard might be 12-14' tall and 25-48' long. When mounted on a pylon or on the roof of a building it might soar 40, 50, 60 feet or more in the air.
- * Compare those dimensions to other relevant dimensions. The height of a typical office or retail building floor is between 13 and 15 feet. The height of a residential building floor is 9-10 feet.
- * The width of a typical urban retail store front might be 15-25 feet. The width of a residential lot in Cambridge is 50-60 feet. A common

commercial lot in business districts might typically be 100-120 feet in width; small commercial buildings would be of a similar length.

- * On that typical commercial lot the current sign ordinance would permit 200-240 s.f. of signage on a building. The revisions proposed would permit 100-120 s.f. of total signage.
- * Compare that to a standard billboard which could range from 300 to 700 s.f. in area. The existing sign ordinance limits the size of a freestanding sign, which many billboards are, to 40 s.f., reduced to 30 s.f. in the proposed revisions.
- * As reflection on the above statistics indicates, a billboard more closely approximates a building in its massiveness than it does to a typical on-premise sign which would be large at 60 s.f. (3' by 20').

b. Billboards are visually intrusive.

- * The billboard's principal objective is to dominate the environment within which it is located.
- * Billboards intentionally violate customary standards of good urban, building, and site design, most especially in fine grained, dense urban areas.
 - They are intended to dominate and obscure the building on which they sit or any other activity on the site.
 - They ignore the typical rhythms of a building and mask any architectural subtlety imparted by its small details.
 - The complexity of the information a billboard conveys demands that the graphic field be large; that large size and a simple shape work beautifully to contrast with the surrounding environment, not become a part of it.
 - A billboard's objective to be seen from afar militates against contributing to a coherent and harmonious building environment, streetscape, or district.
- * A billboard's need to be seen means it is frequently placed above the tops of street trees to assure its visibility from great distances.
- * To be seen and comprehended at a distance a billboard's graphics must be novel, vivid, outscaled, contrasting and everchanging. Such qualities work against the permanent, small-scaled, inter related features that characterize a satisfying and harmonious urban visual environment. When

washed with flood light at night they are especially intrusive and visually dominant.

c. Billboards are aesthetically and visually offensive.

- * Billboards obstruct views both immediate and distant.
- * Billboards are totally alien to the natural environment and most historic built environments.
- * Because they make no attempt to "belong", indeed cannot afford to do so, they contribute to a sense of clutter, of chaos, of uncaring, of unkemptness; they convey the impression that their immediate environment is of no value, that it is marginal, that it belongs to no one who cares about it.
- * The size and elaborateness of the structure necessary to support these signs compounds their ugliness.

VI. REVIEW OF THE SIGN ENVIRONMENT IN CAMBRIDGE

Cambridge is an old city and exhibits the diversity that three hundred years of development imparts. Its commercial and industrial areas share that same history and present a wide range of environments. None of them is pristine, certainly; all have their share of unattractive buildings, poor site design and poorly designed or excessively large signs. But even acknowledging this, billboards in every district in which they are located are quite singular for their inappropriateness: they are always overscaled, frequently on top of national register properties, on occasion next to or clearly visible from a public park or newly created plaza, and are always aesthetically offensive and visually intrusive. What follows is an analysis of the characteristics of those commercial districts where billboards are found.

a. North Massachusetts Avenue: Cambridge Common to the Arlington Town Line.

1. Existing Character

Massachusetts Avenue is a linear commercial district of almost continuous retail activity. It is pedestrian in scale and orientation through Porter Square but becomes increasingly automobile oriented as the Arlington town line is approached.

The commercial district is very narrow, only 100 feet wide for most of its length. Its close proximity to dense residential neighborhoods harbors the potential for conflict between the two; it also means that Massachusetts Avenue serves or can serve as a neighborhood shopping and service center in addition to its wider, regional role.

One or two story buildings are typical of the district, with retail stores on the ground floor. The Avenue reflects its history as a 1920's trolley line commercial district. Porter Square has a cluster of larger buildings reflecting its historic and present role as a transportation node.

A series of historically interesting commercial and former residential structures are located along the Avenue; several are significant enough to warrant landmark status and a clustering of such structures in the vicinity of Pemberton Street is suitable for historic district designation.

Rezoning affecting this portion of Massachusetts Avenue in 1977 and 1986 were intended to maintain its current scale and character and mandate certain minimum building and site development design standards.

2. On-Premise Signs

Given the length of this portion of Massachusetts Avenue and the variety of uses along it the range of signs is, as expected, quite large. As the automobile dependent uses begin to dominate in the northern half of the district the signs tend to become larger and more conspicuous.

As is typical elsewhere in the City, projecting and freestanding signs are frequently the most inappropriate and/or non-conforming of on-premise signs.

In general, however, on-premise signs are within the parameters for size and quantity defined in the current sign ordinance.

On-premise signs are on the lower floors of buildings and have a fairly limited visibility much beyond their immediate area. The city's program of street tree planting on the Avenue will, over time, additionally moderate the visual impact of on-premise signs.

Numerous examples of the installation of new, more modest signs can be found all along the Avenue as buildings and store fronts have been upgraded or modernized. The building at 1764 Massachusetts Avenue, the Sears building, and the building at 2150 Massachusetts Avenue are particularly good examples of such enhancements.

3. Off-Premise Signs

There are twelve (12) such signs in clusters located at and north of Porter Square.

Four sit on one three and one four story building in Porter Square and are visible from or directly abutting the new pedestrian plaza created surrounding the new MBTA Porter Square Station.

The three signs in North Cambridge at Trolley Square are atop one and two story buildings, but are visible from the new Linear Park, a mile long green space also constructed as part of the MBTA Red Line extension.

The four signs at Walden and Pemberton Streets are also on one story buildings.

All the signs are vastly overscaled, effectively doubling the height of the one story buildings and adding a full floor onto the higher structures. The Porter Square billboards actually exceed the maximum height permitted for any building in the Business C zoning district.

The signs are visible and legible from great distances (one of the Porter Square signs is visible, if not perfectly legible, from the Cambridge Common almost a mile away). All of them rise above the tops of street trees; none fits into its surrounding environment; all violate the tenets of the guidelines adopted for North Massachusetts Avenue as part of the 1986 rezoning.

Comparisons between the present condition of 2150 Massachusetts Avenue and its earlier state before removal of the billboard on its roof (as part of the city's facade improvement program) as well as comparison with the building next door (which retains its billboard) vividly illustrate the negative impact of billboards on the visual environment: the sky becomes more prominent, attention is more easily focused on the building and its storefronts, the environment moves from clutter and discord to harmony when the billboard is removed.

4. List of Billboards in the district. Map 1.

Billboard #1
Billboard #2

Two very large roof signs on the top of a three story commercial building. Billboard #2 is visible from the MBTA plaza below it. Billboard #1 is visible from the Cambridge Common.
1853 Massachusetts Avenue #9485, #14857

Billboard #3
Billboard #4

Two very large roof signs on top of a four story commercial building. Billboard #3 is visible from the MBTA plaza as well as from a great distance down Somerville Avenue. Billboard #4 is visible some distance down Massachusetts Avenue as Porter Square is approached from the north.

1927 Massachusetts Avenue #27932, #27932a.

Billboard #5
Billboard #6

Two large signs on the roof of a one story commercial building. Like many such signs the support structure is particularly unattractive. Not only are the signs very visible from Massachusetts Avenue but they are prominently in the view of residential buildings surrounding them.
2088-2098 Massachusetts Avenue #7362, #19167.

Billboard #7

Very large single sided roof sign with two faces on a single story commercial structure. It shares the characteristics described for #5 and #6 above.
2170 Massachusetts Avenue #8192, #8192a.

Billboard #8

Roof sign on a very small two story building abutting the Linear Park.
2409 Massachusetts Avenue #33648, #33648a.

Billboard #9

A large single sided, roof sign with two faces on top of a single story building. Visible from the Linear Park.
2445-2449 Massachusetts Avenue #14734, #14734a.

b. Harvard Square

1. Existing Conditions

The square is a very dense, compact commercial and institutional district.

Buildings of three to seven stories are typical although a few rise higher. Current zoning would prohibit commercial buildings higher than six or seven stories.

The Square is the historic heart of Cambridge; the entire commercial area is within a National Register Historic District. Harvard Yard, which directly abuts it, is within a local historic district. The city has acquired a facade preservation easement on one complex of buildings at 1430 Massachusetts Avenue and is considering landmark designation for others.

Despite the heavy flow of automobile traffic, the Square is dominated by the pedestrian and the small scale of building details, store fronts, and street details reflect that dominance.

2. On-Premise Signs

While quite varied, most of the district is dominated by rather modest, well designed on-premise signs which generally conform to the objectives of the current sign regulations.

Two conspicuous exceptions can be noted. A very large roof sign is located on a five story bank building at Harvard Square; its construction consisting of individual letters only, lessens its visual impact. The first block of JFK Street is noted for its several overscaled projecting signs, some extending for three stories along the fronts of their host buildings. None however extends above the roof.

3. Off-Premise Signs

One such sign exists, at the very center of Harvard Square above the MBTA plaza.

The sign rises above the roof of a three story building which is listed on the National Register and is one of the oldest commercial structures in the Square (although its age is disguised by many subsequent remodelings).

The sign is visible from Cambridge Street north of the Square and is very visible from the elaborate public plaza established in front of it as part of the MBTA Red Line extension. It is probably the only billboard in the city seen by more pedestrians than automobile drivers in any given day.

As it is intended to be, the sign is extraordinarily intrusive and out of character with its historic environment as well as with every other sign found in Harvard Square.

4. List of Billboards in the district. Map 2.

Billboard #1	A roof sign on a three story wood frame commercial building listed on the National Register of Historic Places. The sign extends the height of its host building to that of the adjacent five story building. The elaborate structural supports are particularly visible. 1388 Massachusetts Avenue #12141
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c. Monsignor O'Brien Highway

1. Existing Character

The road is a heavily traveled commuter route into Cambridge and Boston.

It is abutted by former industrial land that is in various states of transition to other uses.

On its south border the road is separated from the dense but modestly scaled East Cambridge residential neighborhood by a thin veneer of commercial development.

Portions of the corridor still retain a certain "no-man's-land" quality as its industrial uses have declined and automobile related uses have replaced them with the resulting demolition of buildings and expansion of parking lots.

In other sections the corridor is undergoing a remarkable transition to more contemporary uses; in some stretches the transition has been made, in others it will occur in the future. Significant public investment has helped to stimulate and shape that transition.

- * A relocation of the Green Line MBTA Station is planned that will result in the construction of a handsome new facility and the freeing up of a prominent site for future housing, park, office and/or roadway use.
- * Major investment has been made in roadway improvements; particular care has been taken to visually enhance these new roads with tree plantings and historic light fixtures.
- * A major new park has been created at Lechmere Canal that in part borders O'Brien Highway; existing MDC parks have been simultaneously upgraded and others are now undergoing renovation.
- * A significant new housing presence has been established and more can be anticipated.
- * Major investment has been made in renovation of historic buildings into first class office and retail space and in the construction of new space. Much of this new investment has followed infusions of federal, state, and local grants which financed infrastructure improvements, necessary precursors to the private investment.

The highway serves as one of the major entries into the City of Cambridge as well as into downtown Boston. As a result, the quality of its environment and aesthetic appearance reflects on the city as a whole and on the region.

The North Point district, abutting the highway to the north, is an industrial

area also likely to be transformed over time. Housing, hotel and park uses have already been proposed for the easterly portion of the district where it abuts the Charles River.

Much of the land adjacent to the highway has been rezoned to encourage its transformation into an office and research and development district of greater visual appeal.

2. On-Premise Signs

At its northern end the district tends to be characterized by overly large, wall, projecting and free standing signs serving automobile related uses in nondescript buildings: used car sales, gas station, car wash, car repair.

These signs have contributed to an uncoordinated appearance typical of marginal, car dominated transitional environments. Nowhere do they approach the unsightly nature of the neighboring off-premise signs.

At its southern end on-premise signs are nearly non-existent as much of the area has been redeveloped for housing, park or first class office use.

3. Off-Premise signs

A total of 16 billboards are clustered in this limited area, the greatest concentration in the City of Cambridge.

From the "T" station (which itself has two large signs on the roof) north, the signs are a mixture of roof and freestanding signs. While this stretch of roadway cannot be highlighted as one of most attractive in Cambridge, it is immediately adjacent to a residential neighborhood, is an area within which the city is encouraging significant upgrading in the future, and is an area which establishes a first impression of the city for many visitors headed elsewhere in Cambridge. While many of the on-premise signs are unattractive, the billboards contribute disproportionately to the unsightly, deteriorated appearance of the district due to their ungainly size and elevated positions on buildings and stanchions, their very visible supporting structure, and the total dominance of the visual environment they impart.

South of the "T" station a long line of billboards, five in number, dominates the east side of O'Brien Highway as a series of freestanding signs up against the MBTA train viaduct. The viaduct is a formidable structure capable of dominating its environment. Nevertheless it is the billboards that define the character of this section of O'Brien Highway. Most are fully visible from some portion of Lechmere Canal Park or from MDC park facilities. The signs are perhaps 25 to 30 feet in height and placed so as to dominate the view of drivers on the highway.

The four signs located adjacent to the Charlestown Bridge, in North Point, are extraordinary for their height and size. All again blight a major entry point into the city and appear inappropriate even in this rather raw industrial district. They will grow increasingly inappropriate as more refined uses and a more elegant environment, including riverside parks, are established in this district. Fine views of the Boston skyline and of the Charles River are disrupted by the foreground of very assertive and very large billboards.

4. List of Billboards in the District. Map 3.

- Billboard #1 A freestanding sign rising to just below the rail bed of the MBTA viaduct, ca. 25 feet high. Visible from Lechmere Canal Park.
47 O'Brien Highway at Cambridge Street #17877, #17877a.
- Billboard #2 Freestanding sign rising to the height of the viaduct railbed. Similar in exposure to #1 above.
47 O'Brien Highway at Cambridge Street #17875
- Billboard #3 Larger freestanding sign rising above the viaduct, ca. 30-35' high. Directly opposite the MDC park across O'Brien highway and partially visible from the Carter's Ink building, down Commercial Avenue, almost one half mile away.
O'Brien Highway at Charlestown Avenue #17887.
- Billboard #4 Two freestanding signs rising to the bottom of the
Billboard #5 railbed of the viaduct. They obscure portions of the concrete arches of the viaduct which is on the National Register of Historic Places. Visible from the MDC Park and the Museum of Science.
O'Brien Highway between Charlestown Avenue and Industrial Way #23862, #23863.
- Billboard #6 Very large, two sided, stanchion mounted sign rising to six stories or more, from the ground well below the elevated Charlestown Avenue Bridge to 30 feet or more above it.
Charlestown Avenue #80116, #80117
- Billboard #7 Large two sided roof sign rising to the height of a four or five story building. Visible over the MBTA viaduct from the Carter's Ink building, down Commercial Avenue more than one half mile away.
Charlestown Avenue (15 O'Brien Highway) #80158, #80159.
- Billboard #8 Large freestanding sign rising to above the guard rail on the top of the viaduct, ca. 35-40'. It obscures portions of that National Register viaduct.
Charlestown Avenue #19901

- Billboard #9** Freestanding sign wedged between two, one story concrete block buildings. Ca. 30-35 feet high as it rises to the height of a nearby 2-1/2 story dwelling. On-premise signs in the area are particularly numerous and large although this sign is the largest of all. Sign #14 is visible from this location and from the Somerville line, a quarter mile away.
234 Msgr. O'Brien Highway #23234.
- Billboard #10** Two roof signs obscuring the gable story of a 2½ story
Billboard #11 wood frame dwelling. Ca. 30-35 feet high.
192-194 O'Brien Highway #19224, #13169.
- Billboard #12** Freestanding sign rising to the height of the three story dwelling behind it. Located on a used car lot; single faced directed toward Boston.
186 Msgr. O'Brien Highway #24818, #24818a.
- Billboard #13** Three story freestanding sign on MBTA Green Line turnaround area.
Msgr. O'Brien Highway #24818.
- Billboard #14** Very large roof signs atop the MBTA Green Line
Billboard #15 Station at Lechmere. Separate Structures facing in opposite directions. #15 is visible from the Charlestown Avenue Bridge, #14 from the Somerville line.
O'Brien Highway at the MBTA Green Line Station #32084, #32266, #32267.
- Billboard #16** Roof sign rising to 40-45 feet, above a three story dwelling. Overlooking the MBTA train yard.
149-151 Cambridge Street #18866.

d. **Kendall Square**

1. **Existing conditions**

Kendall Square is the center of the city's three decade long redevelopment effort. The past ten years have seen the area transformed from one of vacant desolation to a first class retail, office, and in the future, residential district.

Major public investments through urban renewal have been made, matched by comparable private investment. The result is a dense urban

district of high quality public spaces and private buildings. A public plaza, parks, high quality streetscapes with elegant lighting, brick paving, and street trees, and public art have all been installed.

The public and private investment in the redevelopment area has stimulated equally high quality investment in private property to the periphery, including construction of new first class office space and renovation of existing industrial buildings of character into equally high quality space. Throughout the district the high caliber of landscaping and building design is a hallmark.

2. On-Premise signs

The wholesale redevelopment and renovation of the district has replaced not only the older industrial buildings but also the old signs attached to them. The new signs, consistent with the high standards established throughout the district, are well designed, well located and an integral part of the new environment. While appropriately restrained, they have consciously been designed to impart a lively, creative, energetic addition to the carefully crafted environment that surrounds them.

There are some sites where the overly large, rather chaotic signage from the earlier industrial environment remain. Limited in extent, they are sites which can be expected to be redeveloped over time. These signs have become increasingly conspicuous and inappropriate in the new, evolving environment.

3. Off-premise signs

Two billboards are located in this area. Four faces are perched on a large freestanding structure just beyond the redevelopment area; two other faces are on a freestanding structure on one of the small under-developed sites in the area, now surrounded by a newly constructed seven story office building.

All these signs are conspicuously out of place, growing ever more garish and visually intrusive as the built environment around them continues to evolve elegantly and harmoniously.

It can be expected that within the next few years these billboards will be the only discordant note in this newly improved environment.

4. List of Billboards in the District. Map 4.

- | | |
|--------------|--|
| Billboard #1 | A two sided freestanding sign ca. 35 feet high sitting in a used car lot. One side is now obscured by the construction of a new seven story office building on the adjacent lot.
161 Portland Street #30135, 30135a. |
| Billboard #2 | A two sided freestanding sign with four faces ca. 35-40 feet in height. Very conspicuous as it sits adjacent to the railroad right of way, next to the parkway created by the Cambridge Redevelopment Authority along Binney Street; visible from the plaza created in front of 165 Broadway.
155 Broadway #33938, #33939a. |
| Billboard #3 | Removed with remodeling of building.
137-145 Main Street #29131, #33810. |

e. Hampshire Street

1. Existing character

This street is residential in character, lined with multi family dwellings 2½ to four stories in height. Scattered non-conforming commercial or retail businesses can be found along the road although most such businesses are only subsidiary uses in largely residential buildings.

The street is zoned residential for densities and heights that prevail now in the existing environment.

2. On-Premise signs

Accessory signs are quite limited in number because commercial uses are so limited. Most tend to be relatively modest in impact as they are few in number and mounted low on their host buildings.

3. Off-premise signs

The two faces on one sign are mounted on the roof of a one story building used exclusively for commercial purposes. It is surrounded by residential structures; the environment has a substantially residential feel. The signs are particularly intrusive and alien in this small scaled, finely detailed residential neighborhood. The width of the signs exceeds the width of the typical residential dwellings that surround them.

4. List of Billboards in the District. Map #5.

Billboard #1 A large roof sign (double faced) rising to 30-35 feet on top of a single story commercial building. The accessory signs on the premises are quite modest.
92 Hampshire Street #13989, #13989a

f. Inman Square (including mid Cambridge Street and Kirkland Street)

1. Existing conditions

These areas share many of the characteristics of northern Massachusetts Avenue in the scale of development, close proximity to residential neighborhoods, in the functioning as a neighborhood shopping district for the residents of the nearby streets. Unlike Massachusetts Avenue, housing is a more prominent use on the upper stories of buildings and multi-story buildings are more commonly found. Kirkland Street is, however, very much a small, local business crossroads.

2. On-Premise Signs

On-premise signs are numerous, and variable in quality, location and size. Some are larger than would be ideal (as is typical of such commercial corridors it tends to be projecting signs which are too big and too high) but for the most part signs are within acceptable limits, helped by the fact that most are placed on the first floor of their host buildings.

3. Off-premise signs

The three signs in the district are located on the roofs of one or two story buildings, and as is typical elsewhere, overwhelm these small buildings. They are out of scale with the buildings on which they are located and with the prevailing character of the on-premise signs with which they share the commercial environment.

The Inman Square sign is particularly inappropriate as it is located directly across the street and visible from a well used neighborhood park, installed ten years ago.

4. List of Billboards in the District. Map 6.

Billboard #1 Roof sign on a one story building, ca. 25-30 feet high. One of the rare occasions when the accessory signs vie with the billboard for visual dominance in the immediate area.
1145 Cambridge Street #6414

- | | |
|---------------------|---|
| Billboard #2 | Single sided but large roof sign ca. 25-30 feet high. It doubles the height of the one story building on which it sits. Highly visible from the park across Cambridge Street.
1412-1414 Cambridge Street #23655, #23655a, #12569 |
| Billboard #3 | A rooftop sign on a single story commercial building. Placed so as to be visible more than a block away at Beacon Street
92 Kirkland Street #12569 |

g. Lafayette Square including portions of Massachusetts Avenue and Main Street

1. Existing Conditions

The area is a complex assemblage of residential, retail, office and industrial uses.

The north side of Main Street abuts a small scaled but dense residential neighborhood; Main street itself is zoned for and used commercially, with the businesses located in small one and two story buildings.

The area between Main Street and Massachusetts Avenue is a very varied mix of uses including old line manufacturing in four and five story buildings, dormitory and fraternity buildings, automobile oriented retail and many other kinds of retail service business.

The area is densely developed, with some of the industrial buildings quite massive.

The Massachusetts Avenue frontage, at least on the south side, is characterized by its marginal one story buildings (intermixed nevertheless with significant larger residential and manufacturing structures). Auto service uses are also common in this area.

Much of the area has been the subject of recent planning studies resulting in rezonings that have significantly reduced the amount of development allowed, capped the permitted heights of buildings at reasonable levels and defined detailed urban design standards to be applied to future construction. The remaining areas now zoned Industry B are undergoing a similar planning review.

The industrial area immediately to the south of Massachusetts Avenue is undergoing a dramatic rebirth as a new mixed use retail, industrial, office, hotel and residential district in conformance with an award winning urban

design plan. This whole new neighborhood is establishing a very high standard of physical design which will directly affect the abutting portions of Massachusetts Avenue.

2. On-Premise Signs

On-premise signs are highly variable as to quality and quantity as might be expected in a district with a long history of changing and somewhat declining economic fortunes. As is typical in most of the City's older commercial districts, overly large projecting signs and some signs extending above the roof are the most conspicuous visual offenders. In the greater Central Square area there are, in addition, some overly large wall signs.

Nevertheless, as in other districts, even the inappropriate on-premise signs have an impact only in their immediate area. A program of street tree planting has, over the years, assisted in mitigating the visual impact of some of the larger, non-conforming on-premise signs.

3. Off-premise signs

The two Main Street signs are located on the roof of a one story building. As has been noted in other parts of the city such a sign in such a location is totally inappropriate, visually incongruous, and unnecessarily intrusive. The very modest on-premise signs in its immediate vicinity highlight the contrast and set the visual tone that the billboards consistently and vigorously violate.

Two Massachusetts Avenue signs are similarly located, on the top of nondescript one story buildings. They will become increasingly incongruous as the University Park development advances around them with its series of parks, landscaped streetscapes and well designed buildings standing in stark contrast to the billboards.

A third Massachusetts Avenue billboard stands on a large pylon and rises perhaps fifty feet high. While adjacent to the 100' tall, unapologetically industrial NECCO building and a truck rental agency, the billboard is still out of place, out of scale, and outlandish in its very assertiveness.

4. List of Billboards in the District. Map 7.

Billboard #1	Two large signs on the roof of a recently rehabilitated one story building which has very modest on-premise signs. 801 Main Street #09165, #09165a
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- Billboard #2
Billboard #3
- Two sets of billboard on the roof of two one story buildings on the same block Massachusetts Avenue. The entire area is being transformed by the adjacent University Park redevelopment.
332-336 Massachusetts Avenue #08999, #08999a
298-302 Massachusetts Avenue #09459
- Billboard #4
- Very large freestanding sign rising to perhaps fifty feet. Extraordinary for its scale in this dense neighborhood.
220 Massachusetts Avenue #80112

h. Strawberry Hill

1. Existing conditions

The Mt. Auburn Street and Belmont Street intersection serves as a major entry into the city from the west.

The area is a commercial crossroads serving a large population in the three towns that meet here. The commercial area is relatively small but accommodates a large grocery market and attendant retail stores in a suburban style shopping center.

The nationally famous, scenic and historic Mt. Auburn Cemetery dominates the south side of Mt. Auburn Street, opposite the most intense commercial activity.

Despite the intensity of some of the commercial development the area is predominantly one and two story buildings, although the shopping center is in itself a very massive structure.

2. On-Premise Signs

Accessory signs are for the most part modest in extent, reflecting the relatively small scale of the commercial enterprises.

The shopping center is, of course, an exception as the size of its signs is in proportion to the size of the building. This signage has recently been updated and is appropriately scaled, although even smaller signs would improve the quality of the visual environment in the district.

3. Off-premise signs

The three sign faces on a two sided billboard are located on a very large freestanding structure rising ca. 40-45' high.

Again, it is out of scale with the buildings around it and with the on-premise signs that share this commercial environment.

The signs are very visible from Mt. Auburn Cemetery and conspicuous for their intrusiveness given the stature and special character of the natural environment of this National Register resource.

4. List of Billboards in the District. Map 8.

Billboard #1	A very large two-sided freestanding sign with three faces, 40-45' feet in height. Mt. Auburn Street at Belmont Street #14183, #13995, #23101
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i. River Street

1. Existing conditions

River Street serves as a major entry into the city from the west via the Massachusetts Turnpike and Storrow Drive. A park and high rise residential development dominate at the Memorial Drive intersection while low scaled residential development characterizes most of the remainder of the Street. River Street is zoned, however, for high density office use along Memorial Drive and for low scaled neighborhood retail use for the remainder of the Street.

2. On-Premise Signs

Aside for the typically bright gas station and car dealership signs at and near Memorial Drive, the on-premise signs are restrained and limited in impact because of the limited number of non-commercial enterprises found along the highway.

3. Off-premise signs

The one very large billboard is mounted on the top of a three story residential building. While in a business zoning district the sign is in fact surrounded by residential and non-conforming industrial uses. The sign exceeds the permitted height for commercial buildings in the district.

4. List of Billboards in the District. Map 9.

Billboard #1 Very tall and large billboard, perhaps 50 feet in height. The sign towers over adjacent commercial and residential buildings and is clearly intended to be viewed from Memorial Drive. Visible from Riverside Press Park.
268 River Street #19870

j. **Broadway**

1. **Existing conditions**

- * Broadway is primarily a residential street for most of its length. There are, however, a series of small commercial districts interspersed among the dwellings.
- * Commercial buildings tend to be one story structures, multi-story residential structures converted to commercial use, or multi-family buildings with one or more retail storefronts on the ground floor.
- * The commercial uses are relatively modest in extent and neighborhood oriented in their scale of operation. Parking is limited if it is present at all.

2. **On-Premise Signs**

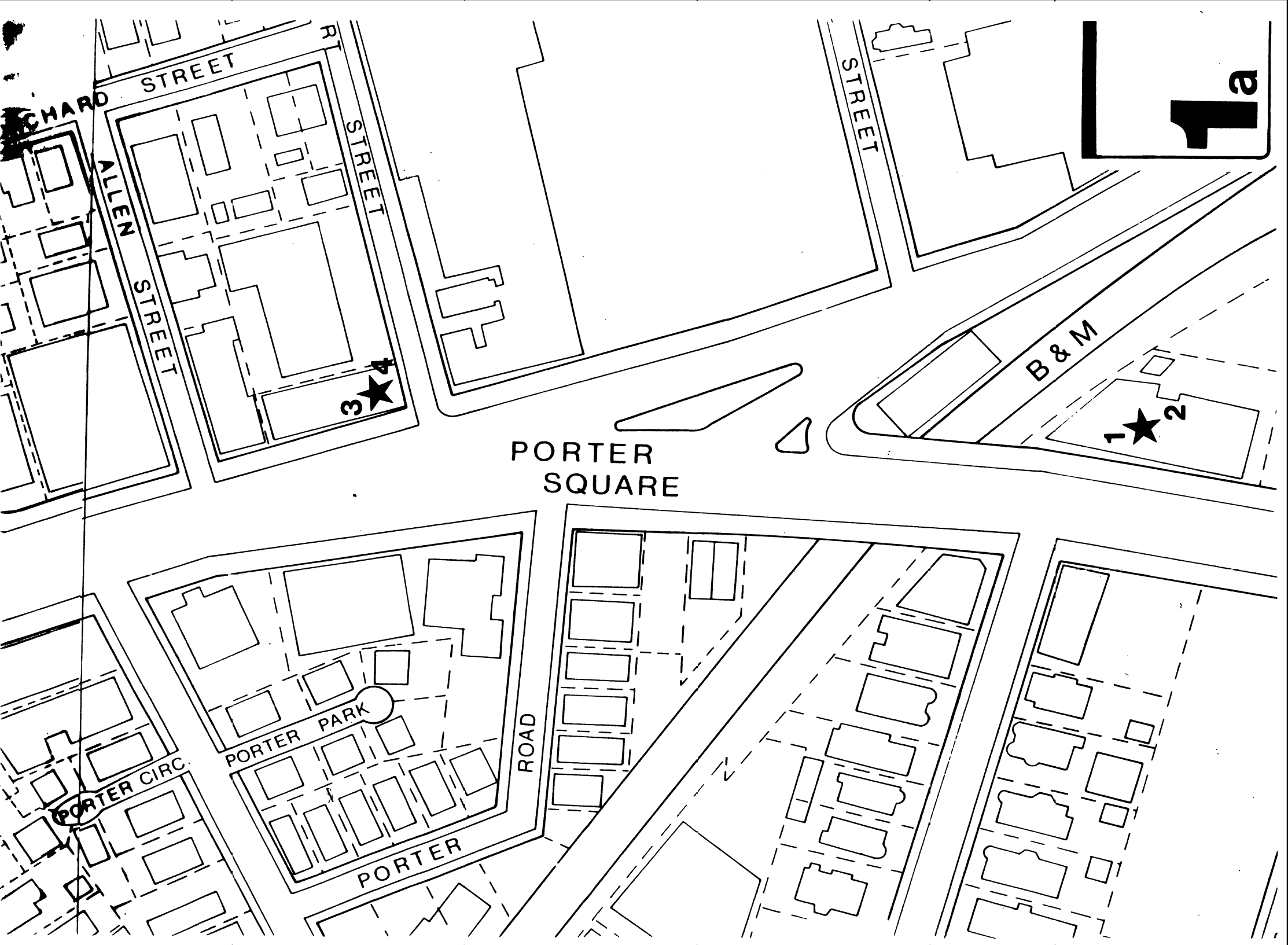
- * The on-premise signs are rather modest for the most part, reflecting the small scale of the businesses they serve.

3. **Off-Premise Signs**

- * There are two off premises signs for which permit renewals have been sought. Both are wall signs attached to the side of one story commercial buildings.
- * Each sign historically filled much of the end wall of its building and while less than 15 feet in height, each is clearly conspicuously out of scale with the building upon which it is attached and the residential and commercial environment in which it is situated.

4. List of Billboards in the District. Map 10.

- | | |
|--------------|---|
| Billboard #1 | Wall sign which has been removed with the remodeling of the structure on which it was previously located.
285 Massachusetts Avenue #11946 |
| Billboard #2 | Wall sign on the end wall of a building perpendicular to Broadway. It is within 100 feet of Sennott Park but not visible from it due to its orientation parallel to Broadway.
154 Prospect Street #10262 |



RICHARD STREET

ALLEN STREET

STREET

STREET

STREET

STREET

B & M

PORTER SQUARE

PORTER PARK

ROAD

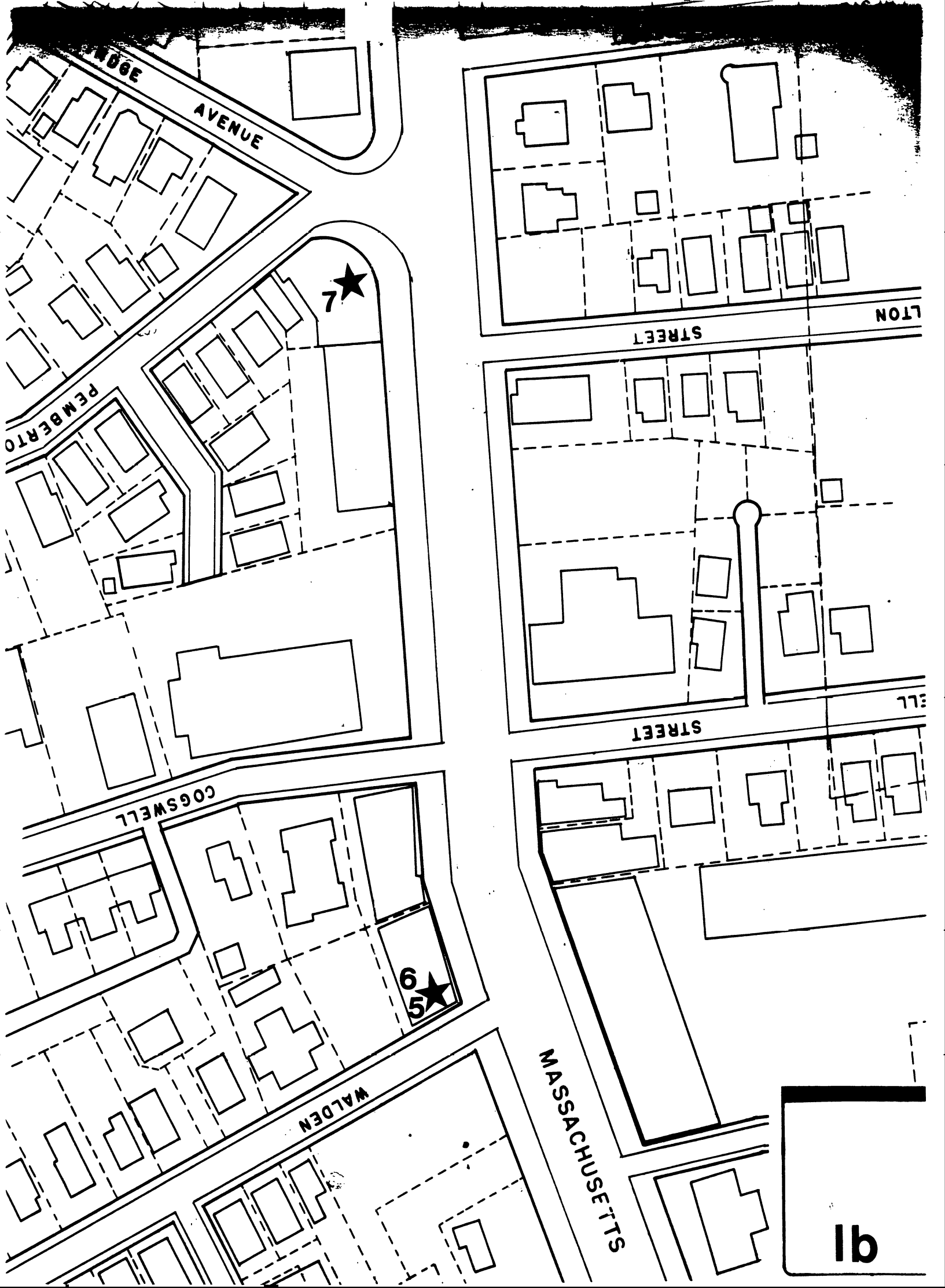
PORTER

PORTER CIRC

3★4

1★2

1a



RIDGE AVENUE

PEMBERTO

COGSWELL

WALDEN

MASACHUSETTS

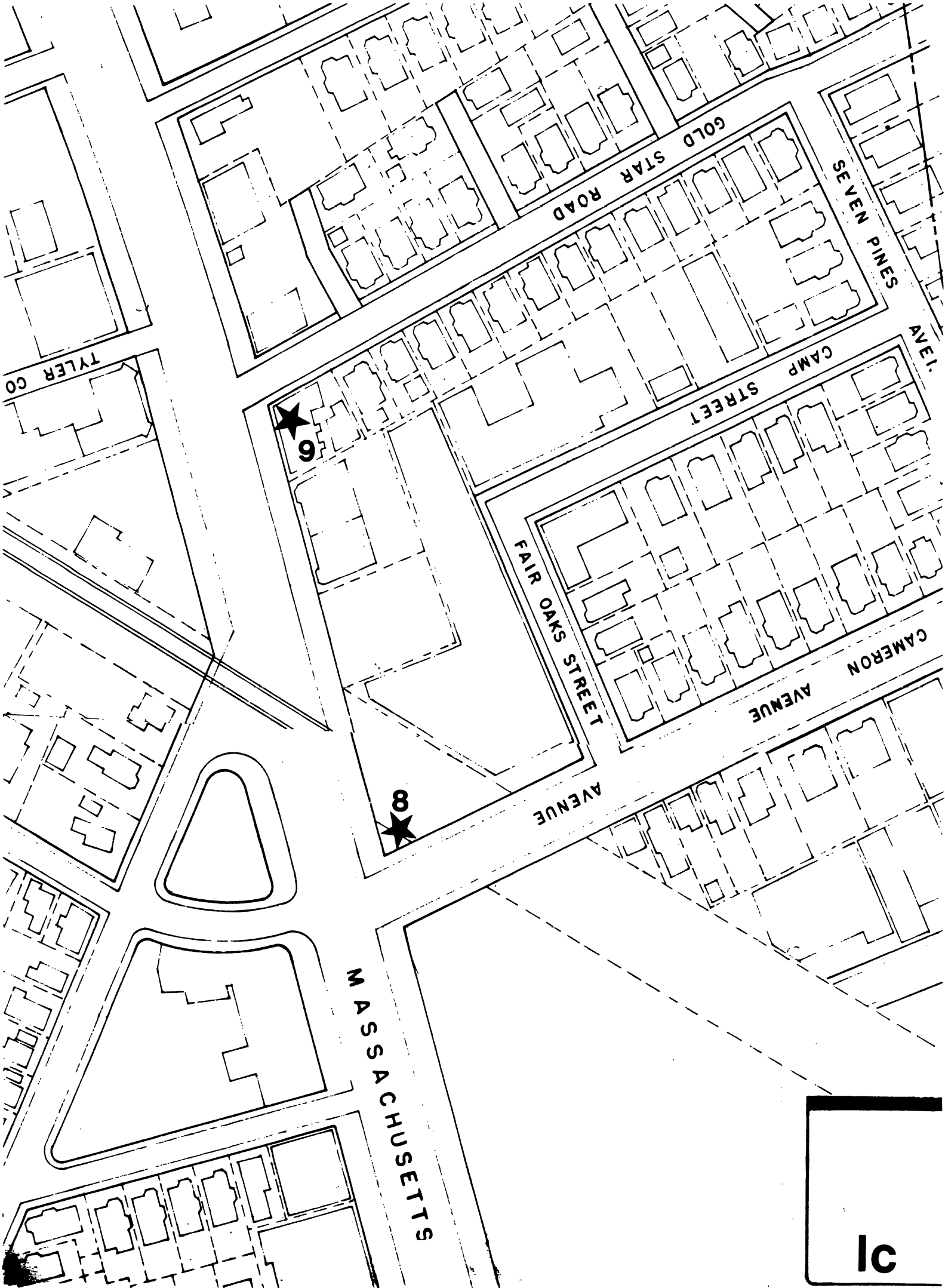
LINTON STREET

HILL STREET

7★

5★

lb



TYLER CO

GOLD STAR ROAD

SEVEN PINES AVE.

CAMP STREET

FAIR OAKS STREET

CAMERON AVENUE

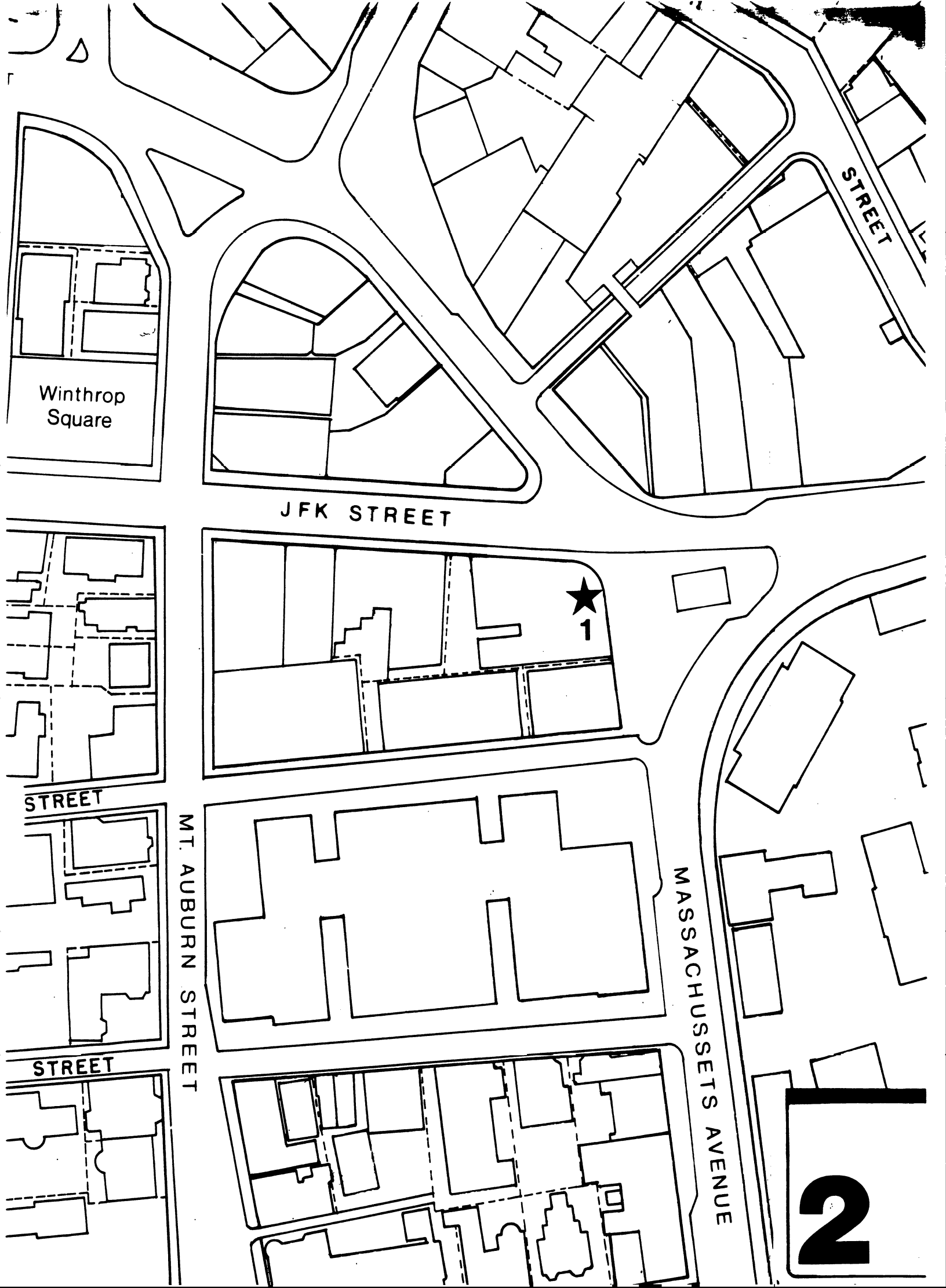
AVENUE

MASSACHUSETTS

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Winthrop Square

STREET

JFK STREET

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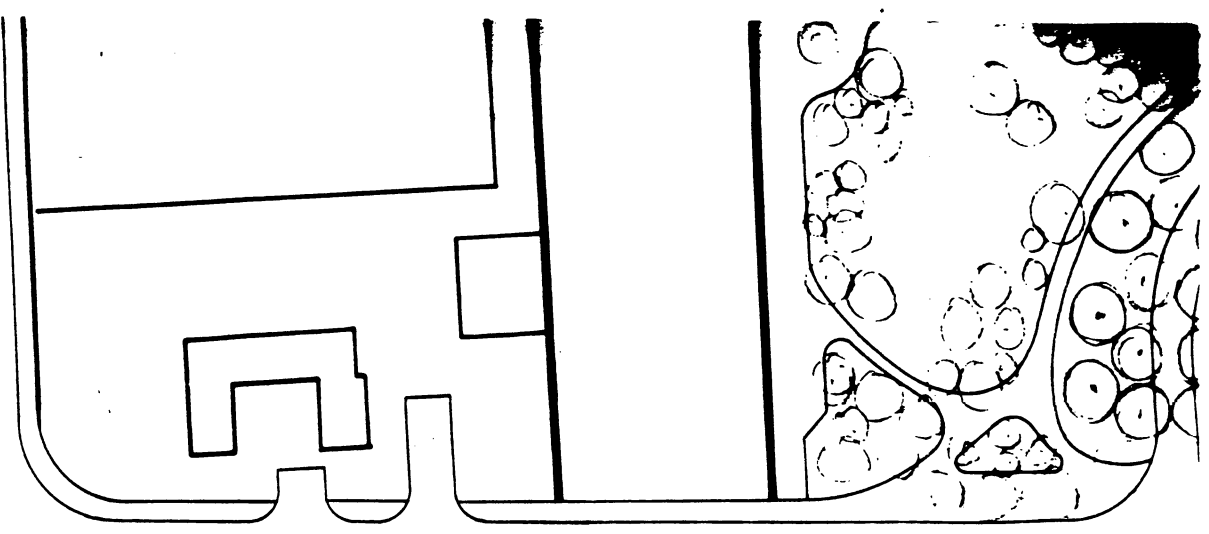
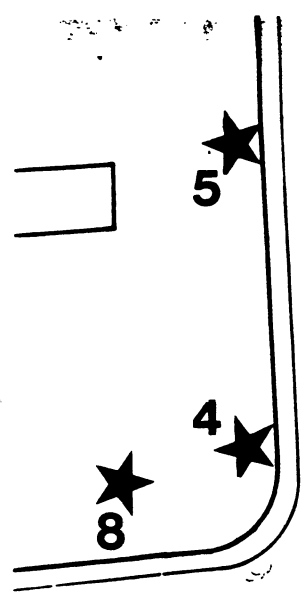
STREET

MT. AUBURN STREET

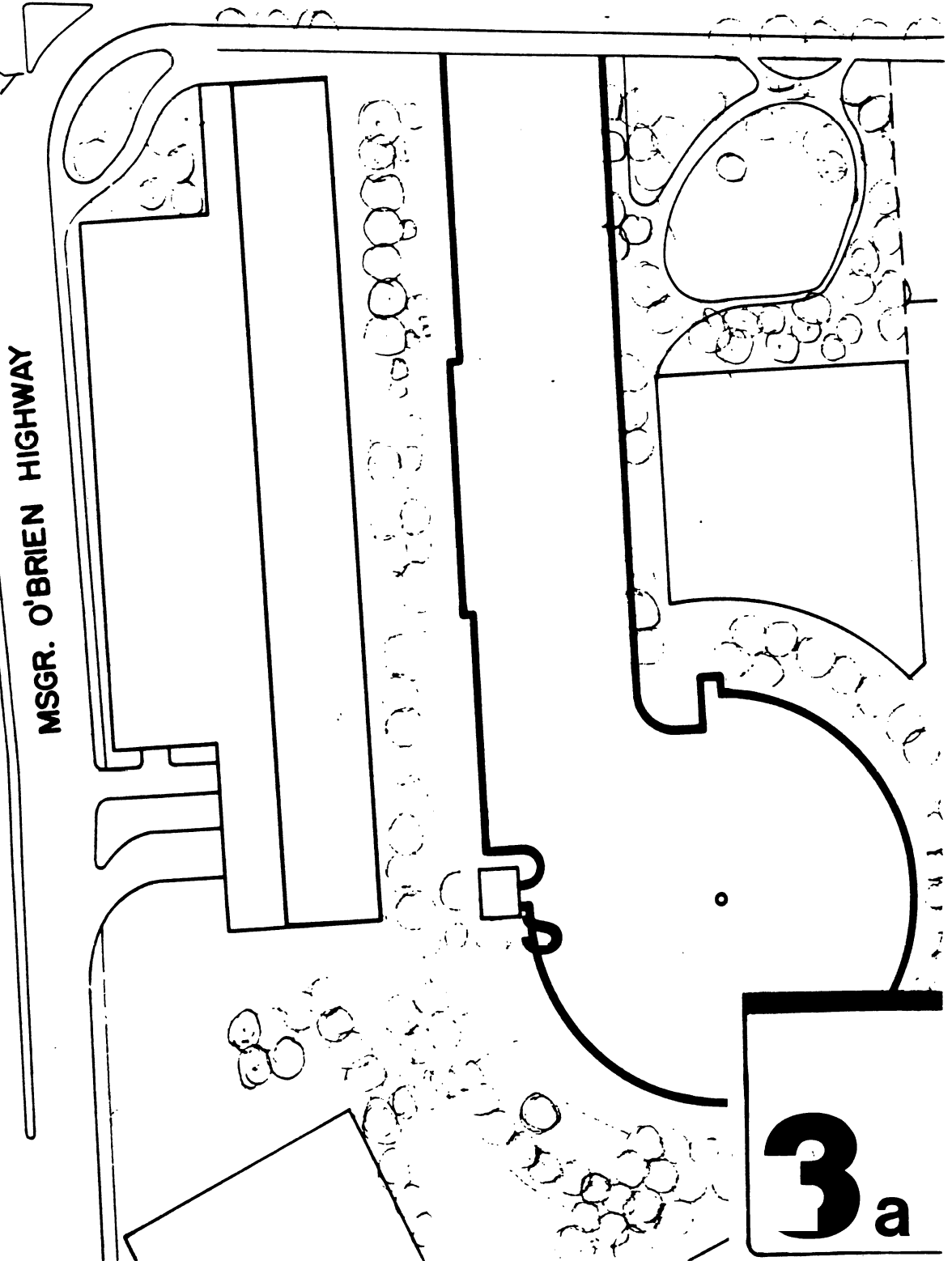
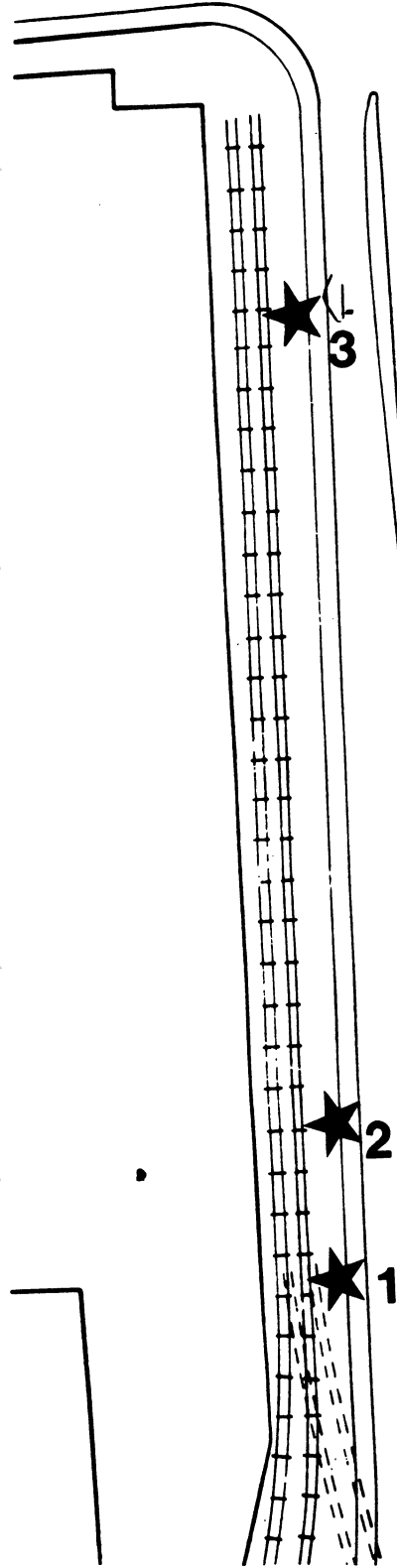
MASSACHUSETTS AVENUE

STREET

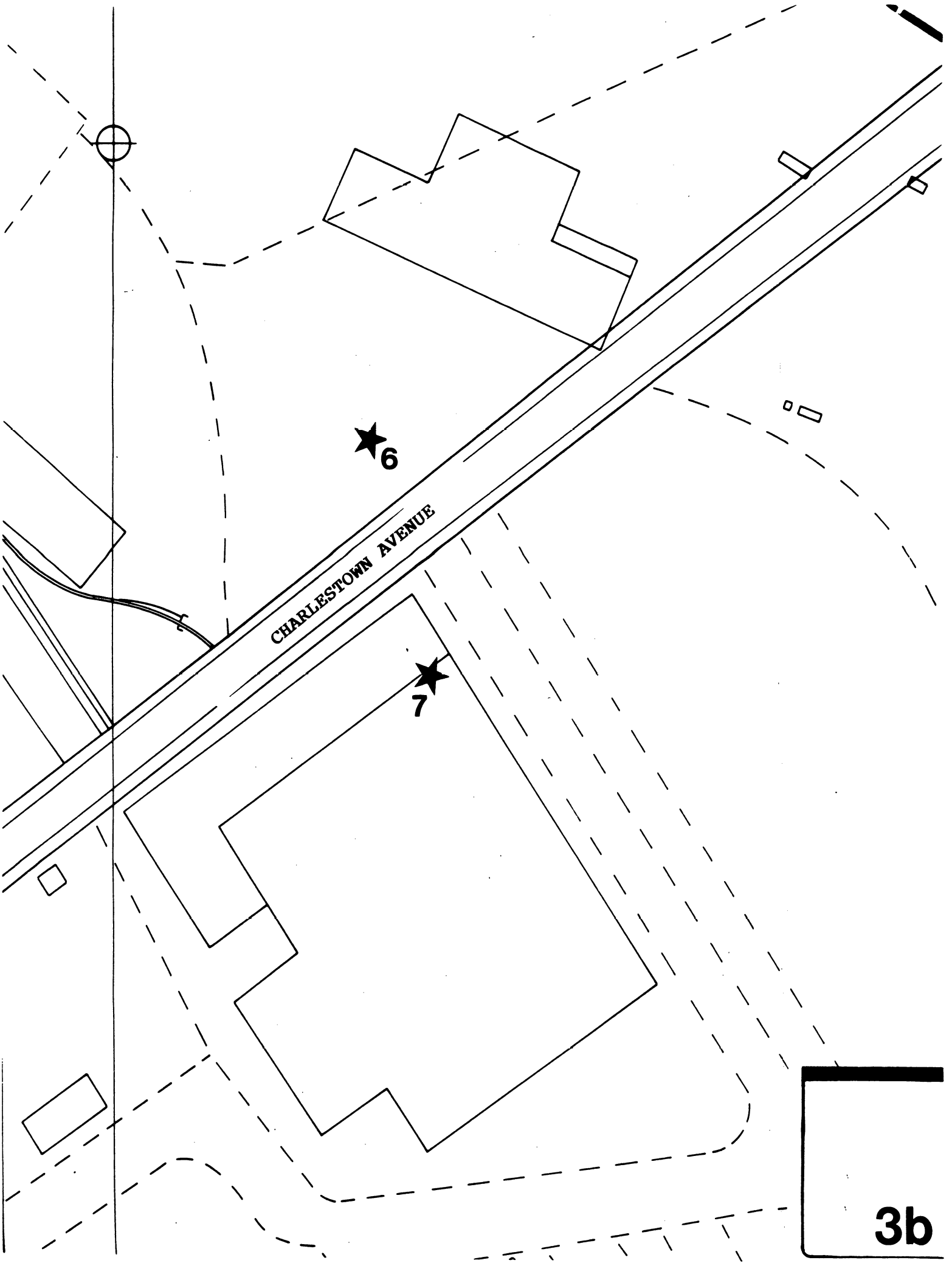
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COMMERCIAL AVENUE



3_a

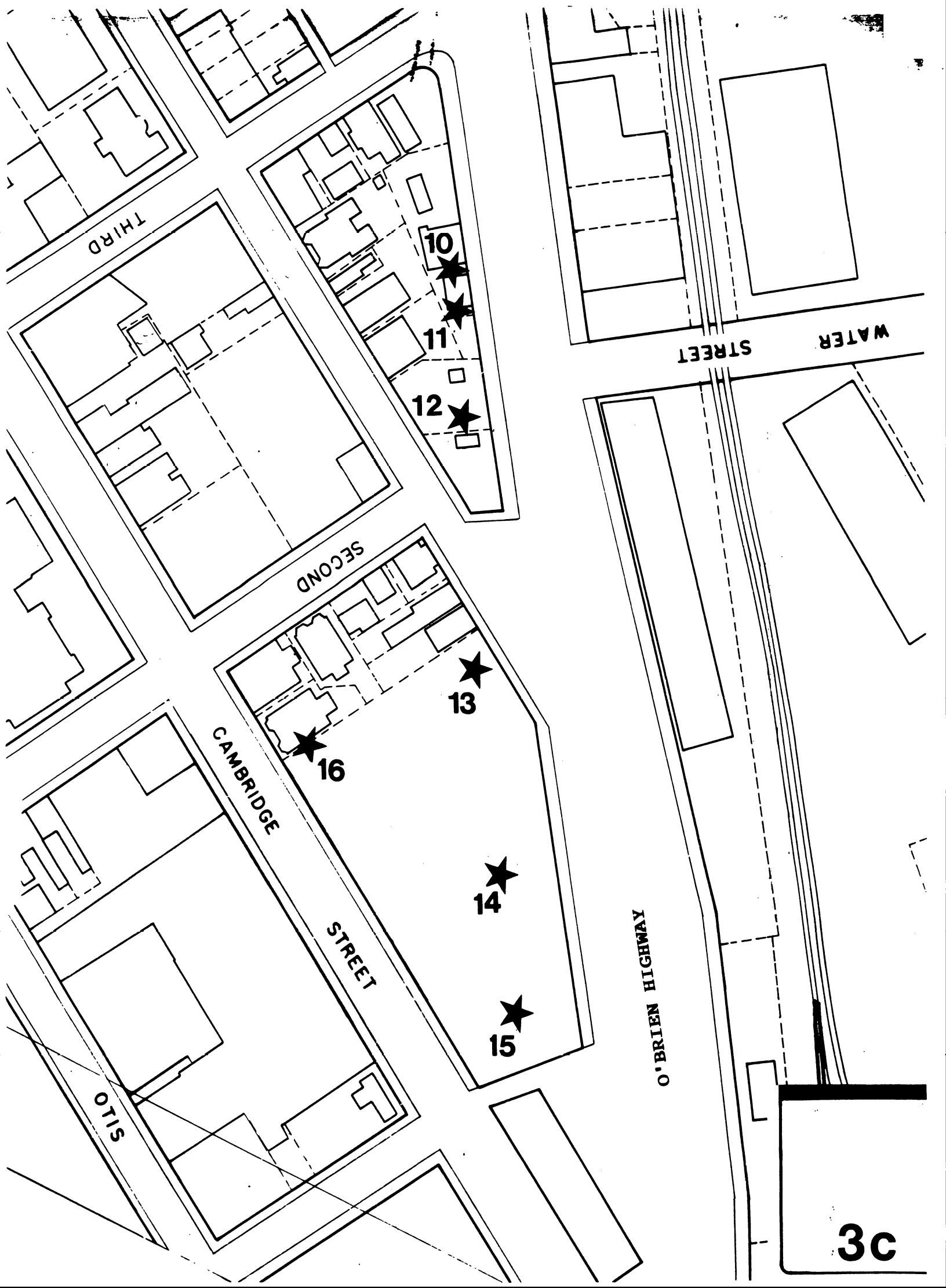


CHARLESTOWN AVENUE

★
6

★
7

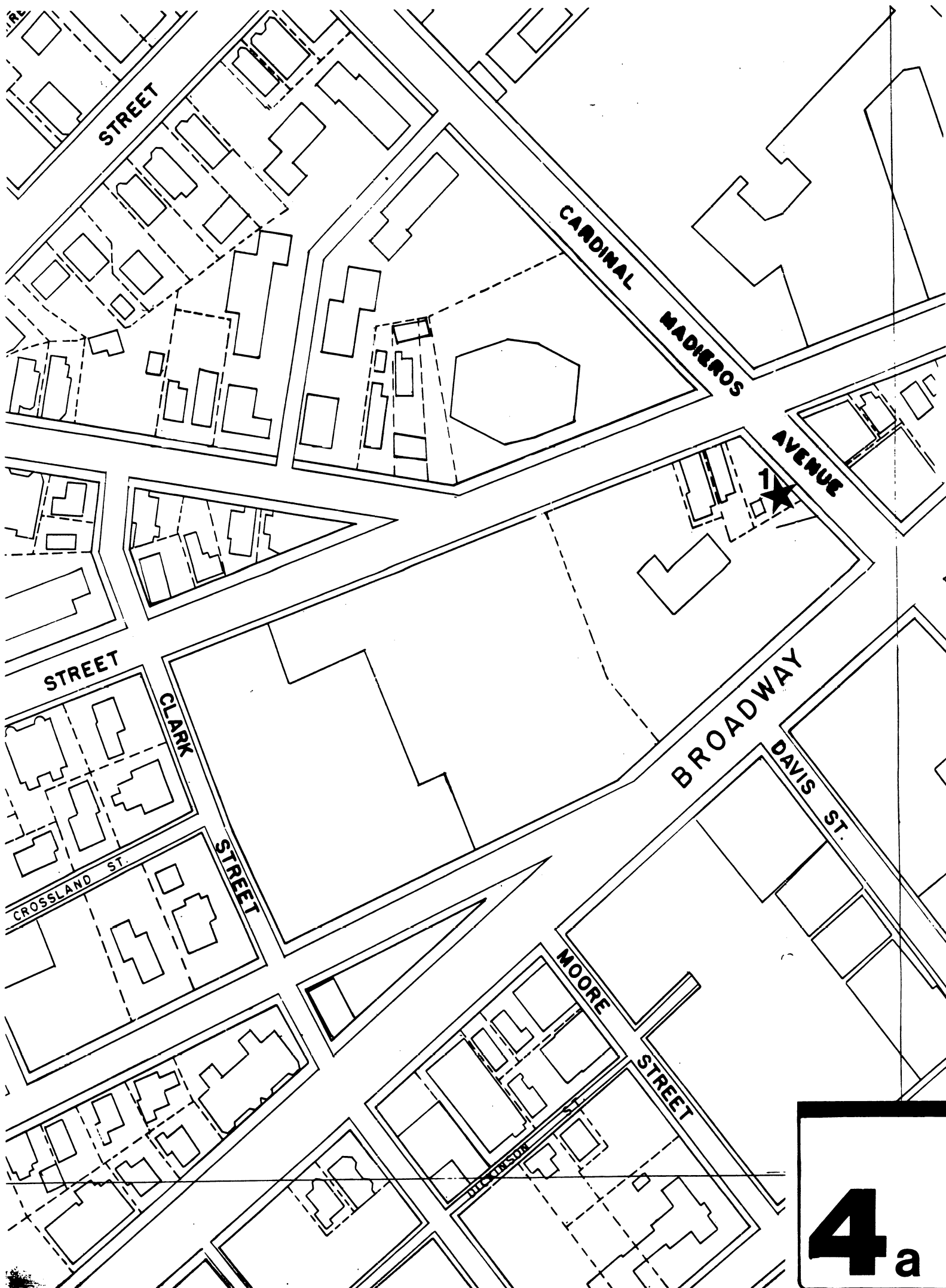
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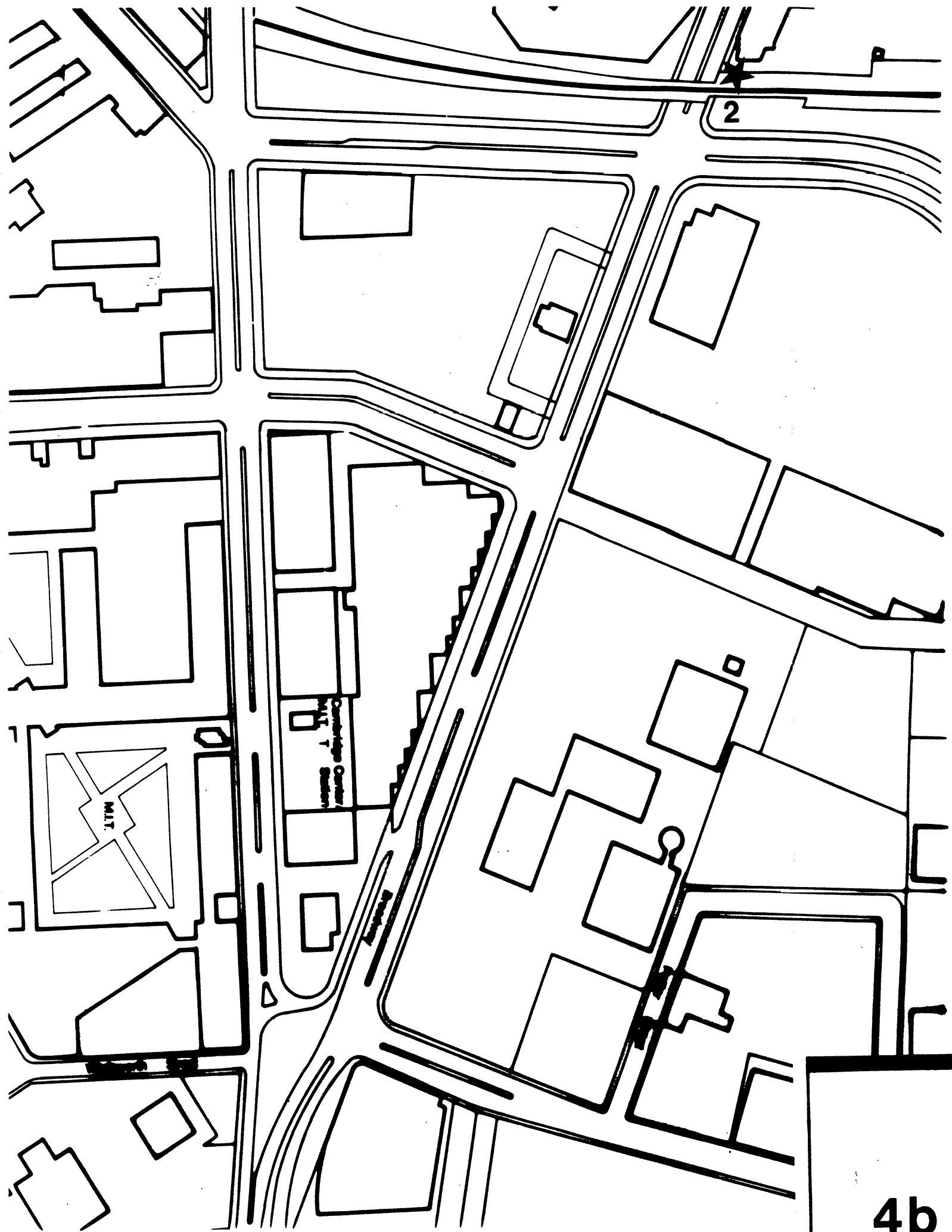
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3d



4a



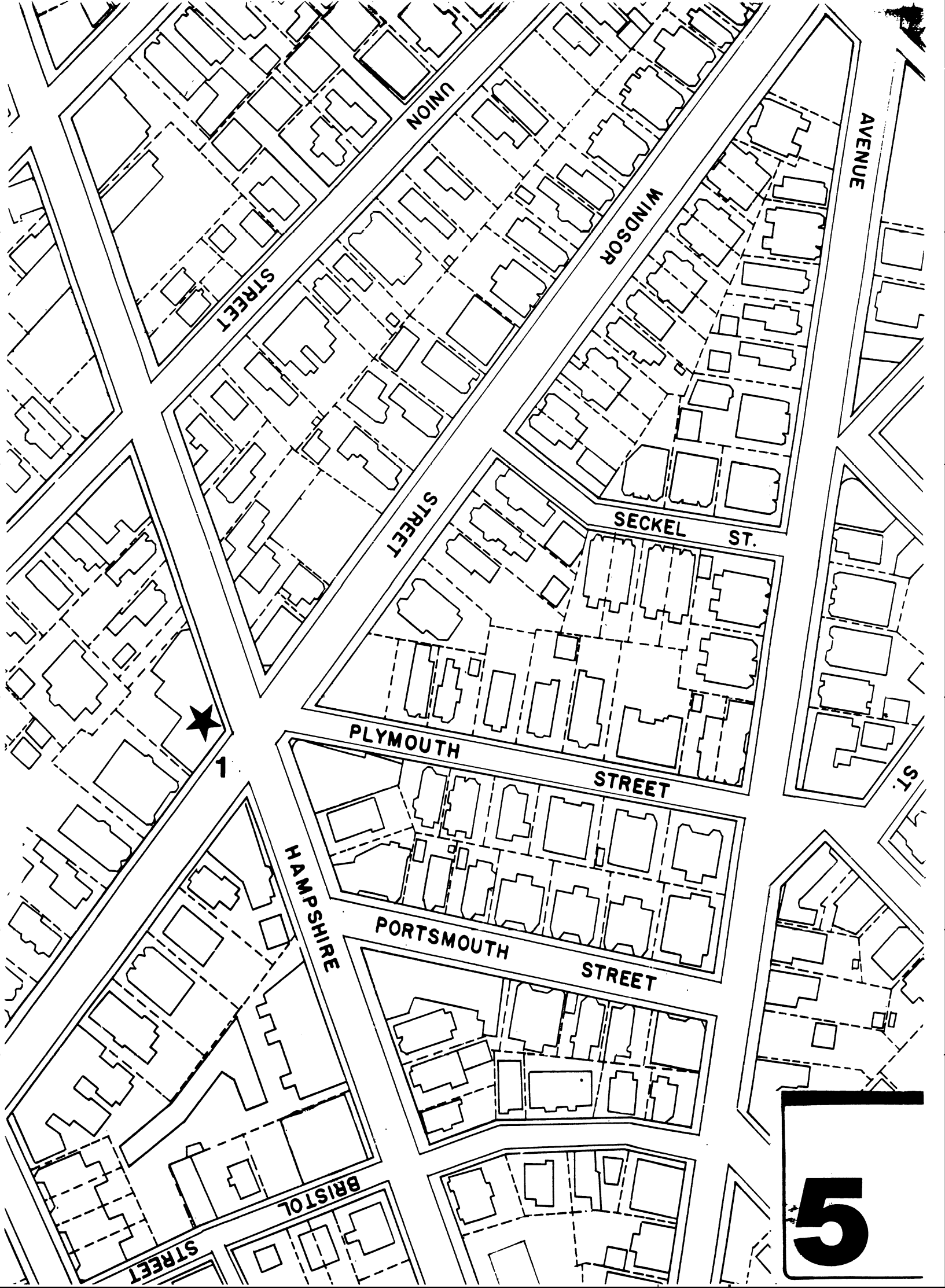
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MALT

Owens Center
MALT System

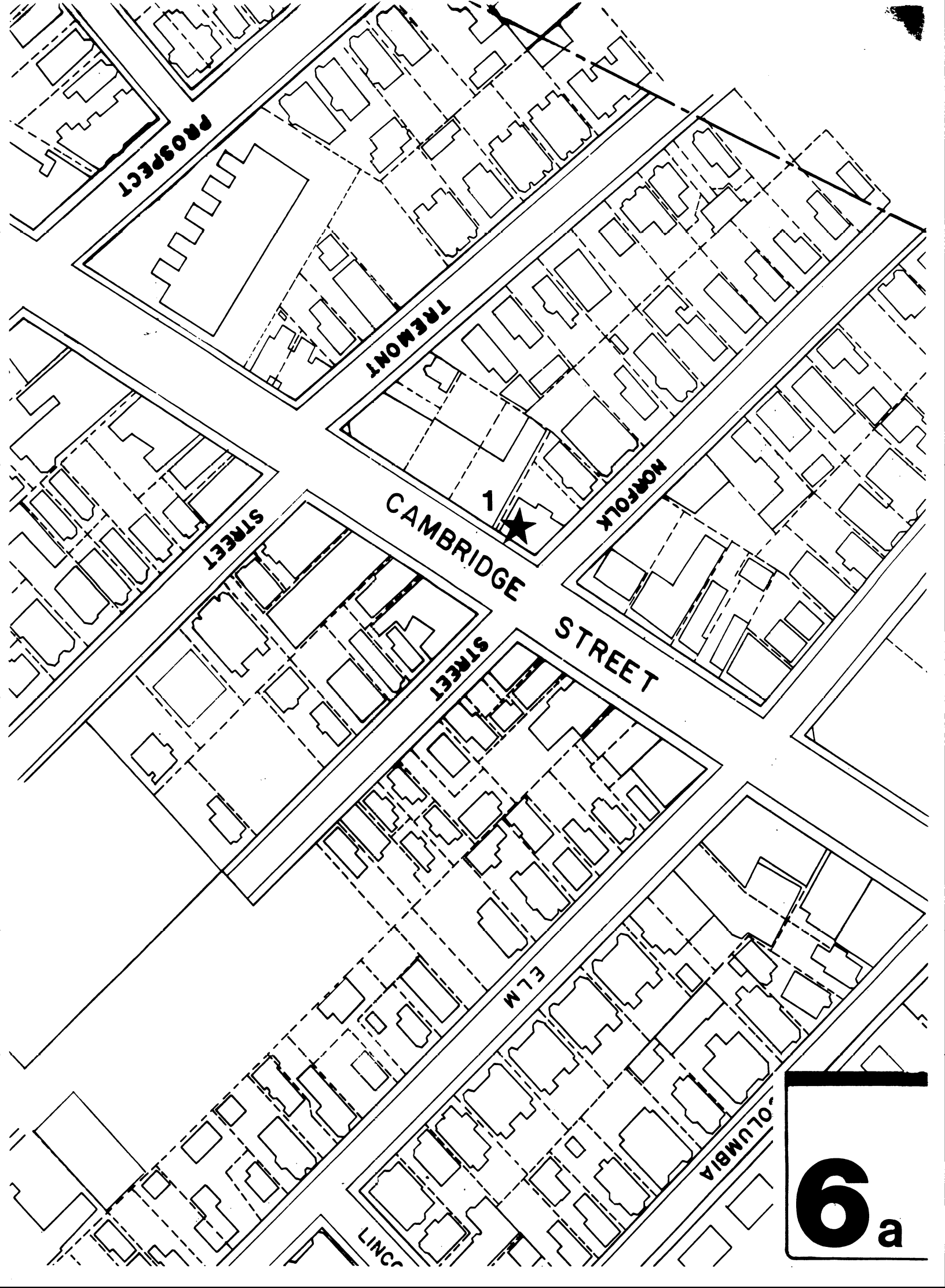
Avenue

4b



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5



PROSPECT

TREMONT

CAMBRIDGE STREET

NORFOLK

STREET

133 STREET

STREET

ELM

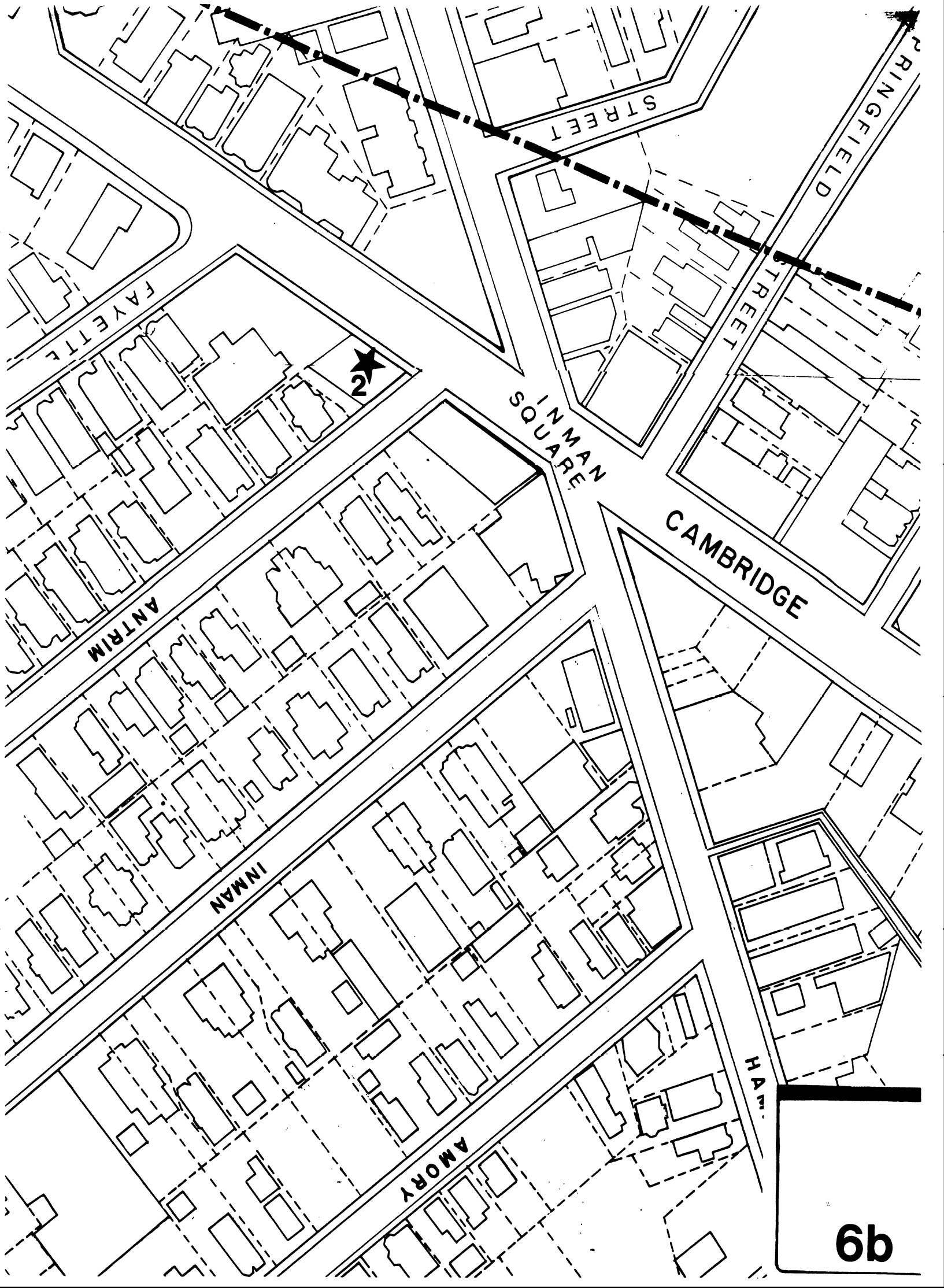
COLUMBIA

LINC

1

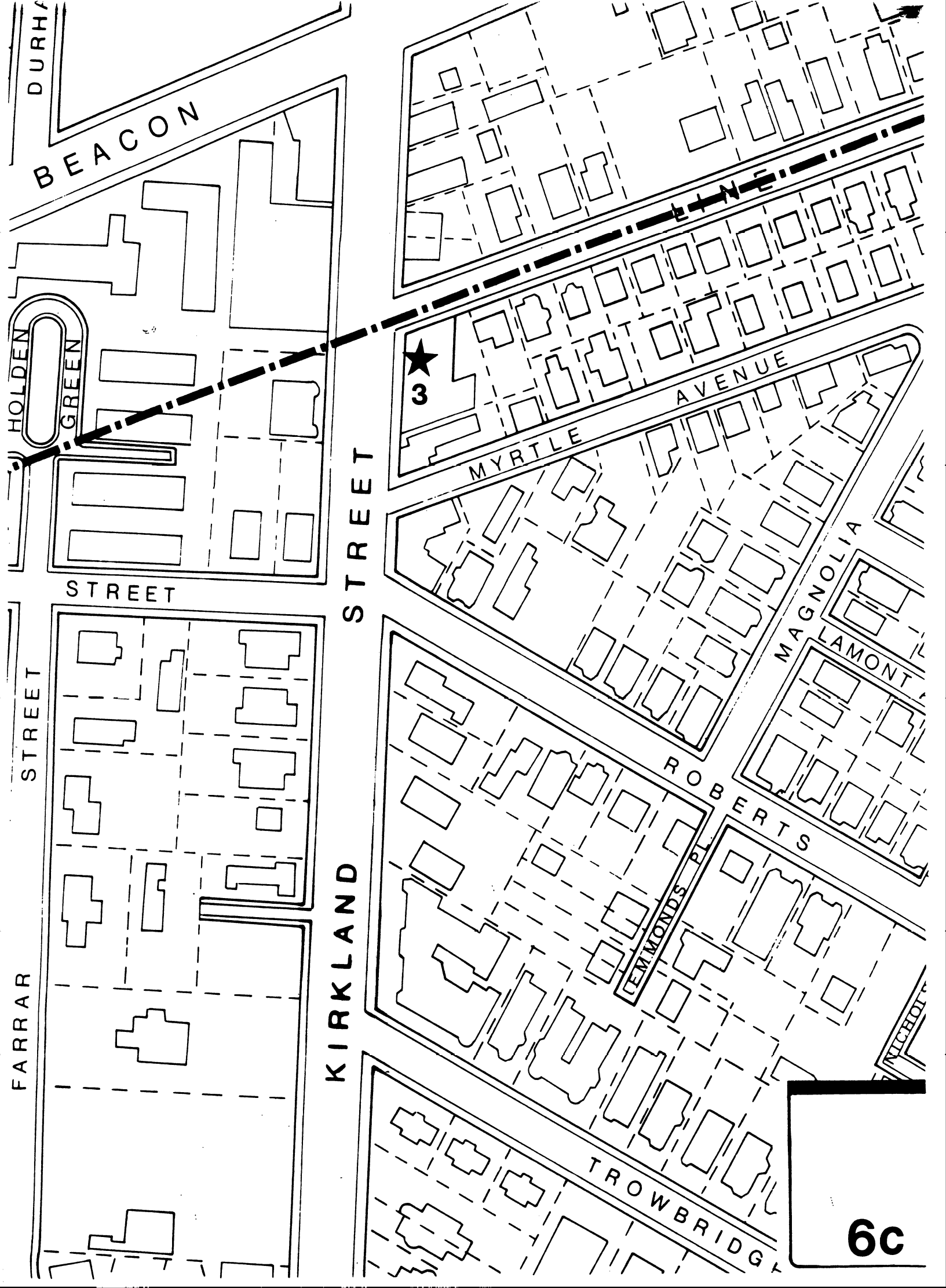


6
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2

6b



DURHAM

BEACON

HOLDEN GREEN

STREET

STREET

FARRAR

KIRKLAND STREET

3

MYRTLE AVENUE

ROBERTS

LEMMONDS PL

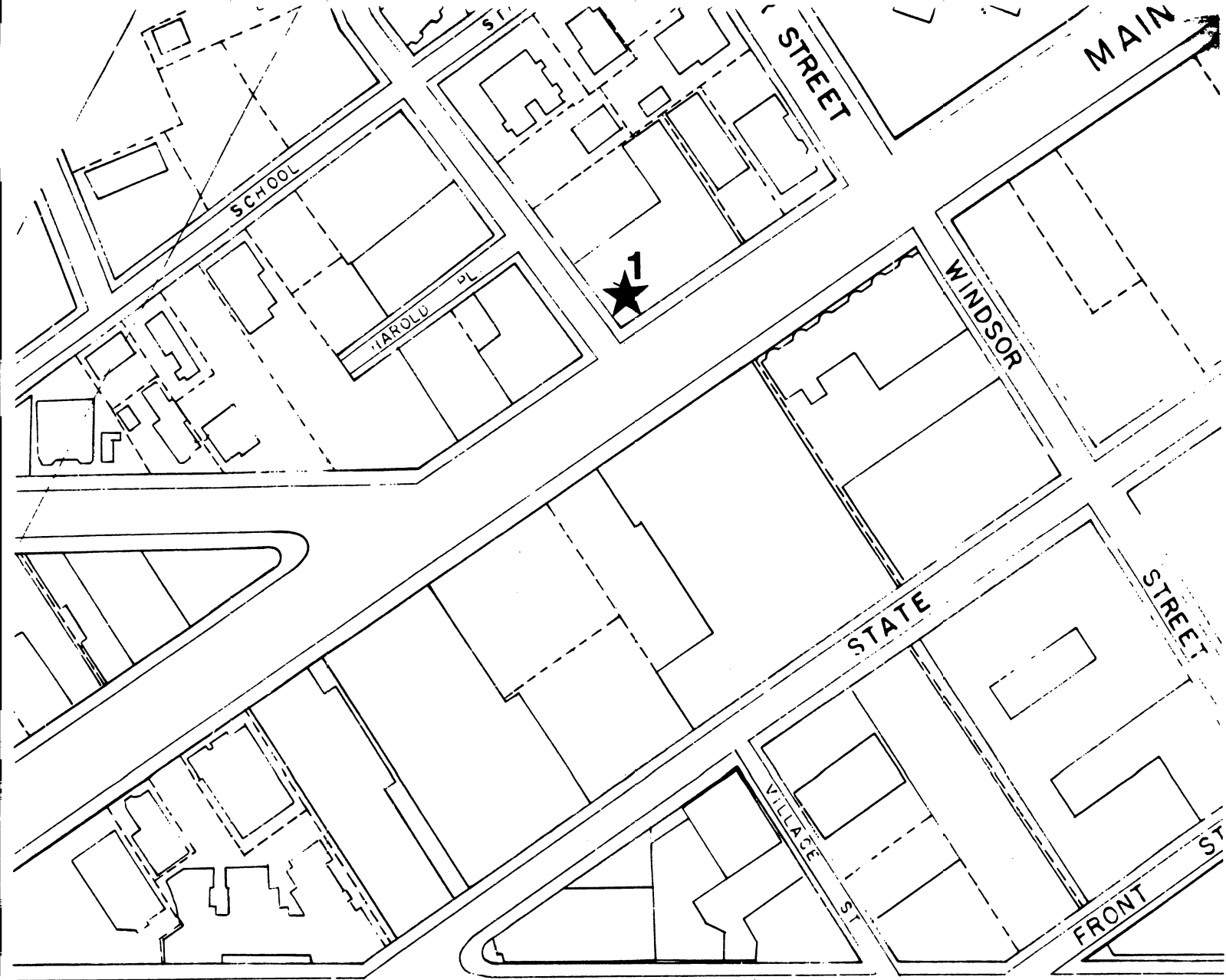
MAGNOLIA

LAMONT

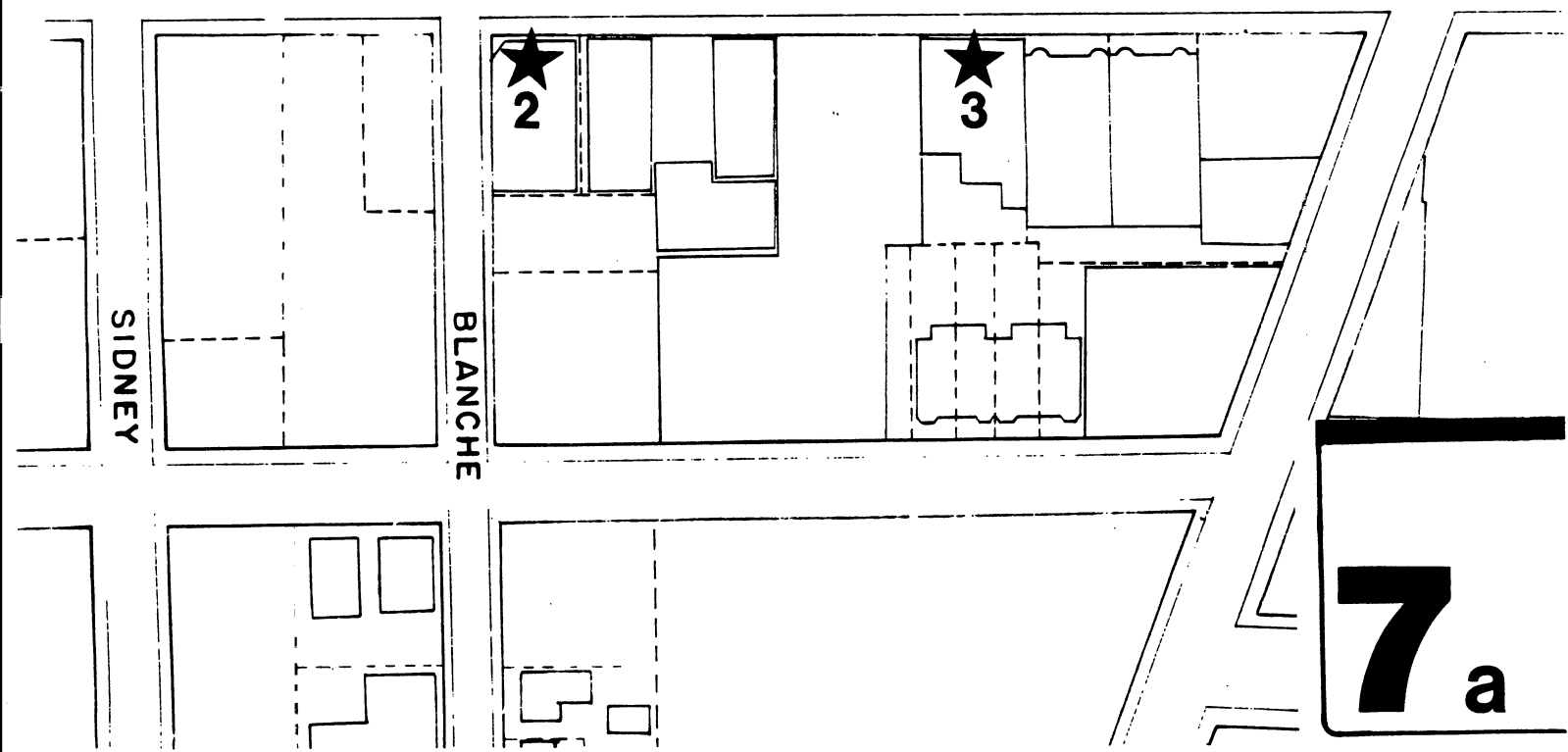
TROWBRIDGE

NICHOLS

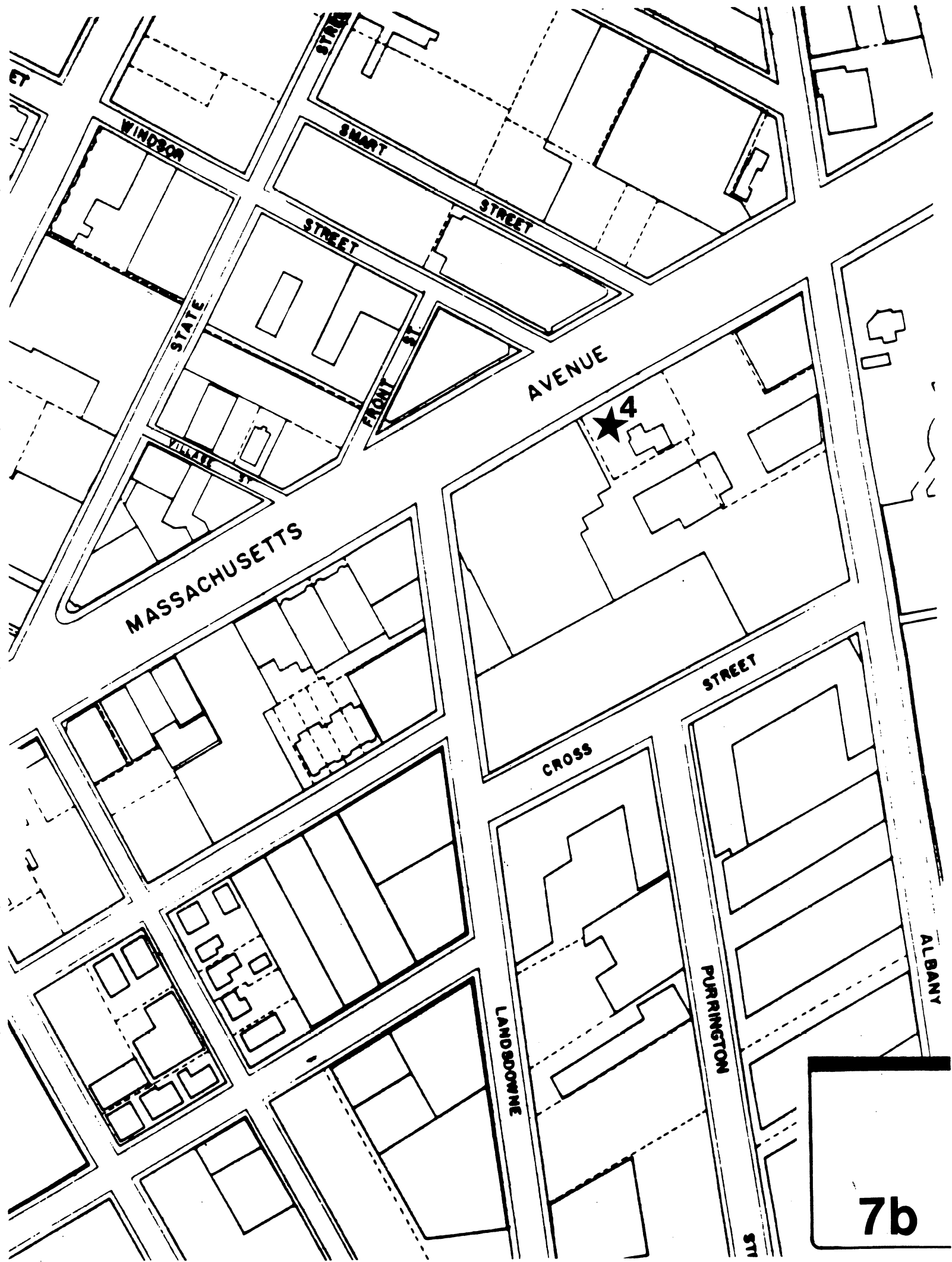
6c



MASSACHUSETTS



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7b

RUMBEGA

NORMAN STREET

STREET

STREET

STREET

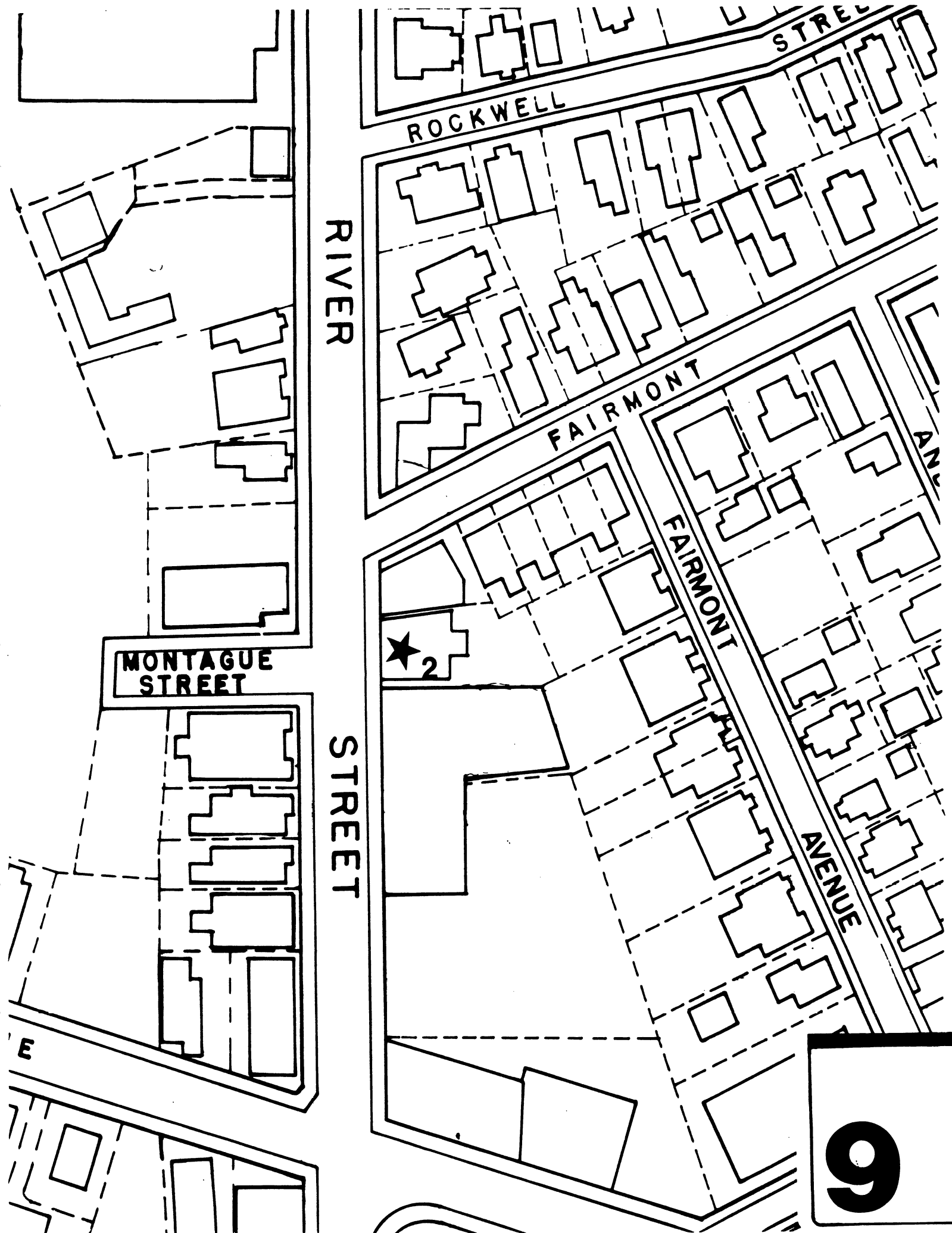
SPRUCE AVENUE

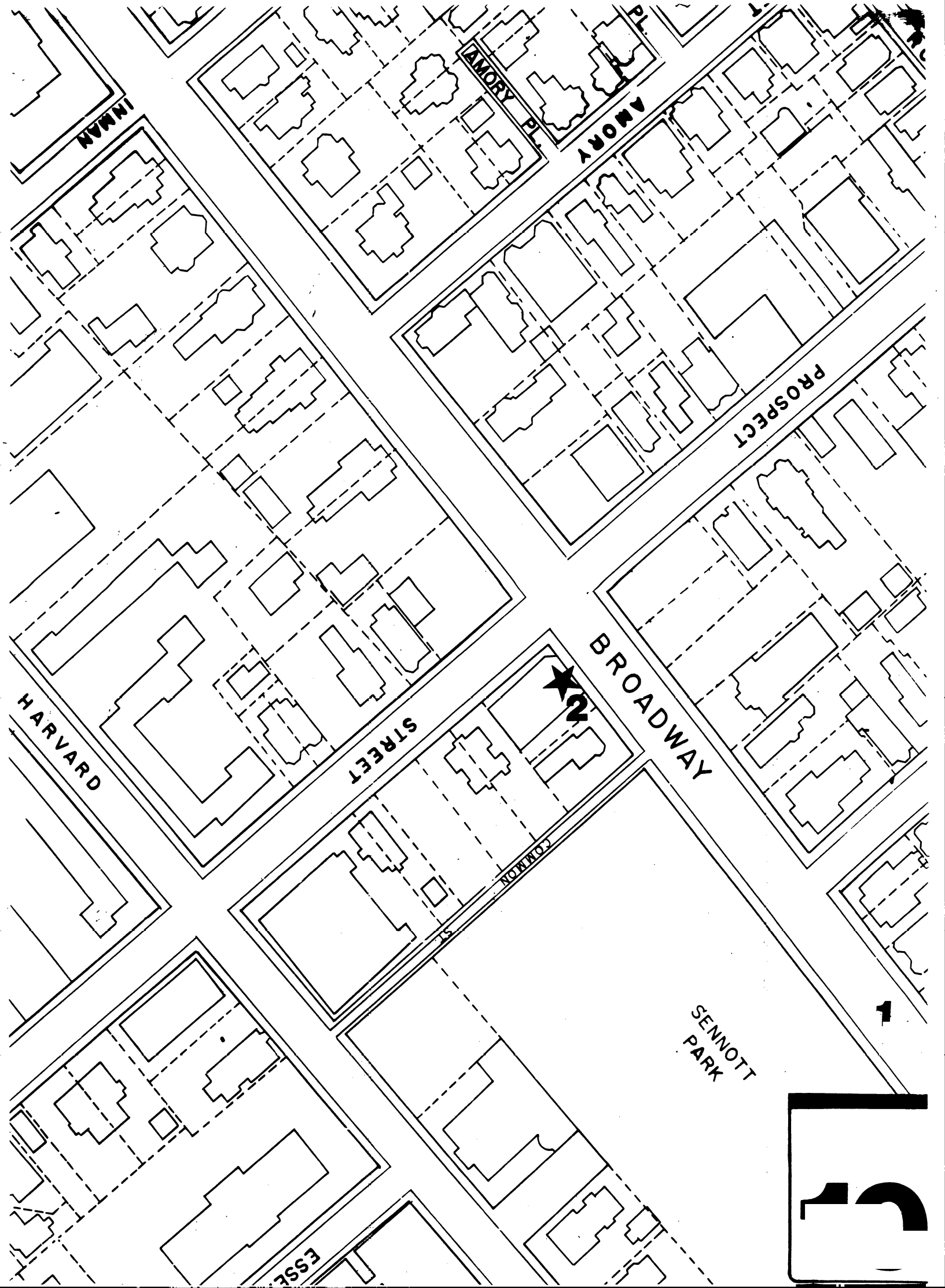
MT. AUBURN



PLACE

8





INMAN

AMORY PL.

AMORY

PROSPECT

HARVARD

STREET

BROADWAY

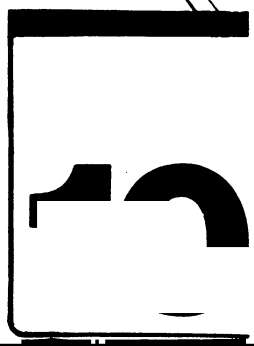
COMMON

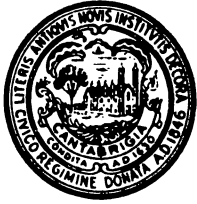
SENNOTT
PARK

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13

CITY OF CAMBRIDGE
CAMBRIDGE, MASSACHUSETTS 02139
TEL. 498-9011

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

November 19, 1990

To The Honorable, The City Council:

Enclosed please find the recommended proposed ordinance to amend Article 7.000 of the Zoning Ordinance, the City's sign ordinance, for referral to the Ordinance Committee.

Very truly yours,

Robert W. Healy
City Manager

RWH/mev
enclosure

Agenda # 13

0-18 A

Sign Ordinance amendment.

In City Council,

November 19, 1990

*Referred to the
Planning Board
& Ordinance Committee*

*3/18/91 Failed of ordination
4-2-1-2*