



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

SUSAN B. SCHLESINGER

Assistant City Manager for
Community Development

BETH RUBENSTEIN

Deputy Director for
Community Development

To: Robert W. Healy, City Manager

From: Beth Rubenstein, Acting Assistant City Manager for Community
Development ^{BR} _{RD}
Ralph Dunphy, Public Works Commissioner

Date: December 8, 1998

Re: City Council Order #029, dated 10/26/98 - Report on possibility of placing
"A" framed signs at main streets pointing to establishments located on side
streets

In response to the above referenced order, we report that the following issues
should be taken into consideration when determining whether it is appropriate to
place "A" framed signs in the public way:

- Signs must take up no more than 25% of the width of the sidewalk, as per
Chapter 12.08 of the City Ordinance, and conform with all other sidewalk
obstruction controls laid out by the Ordinance.
- Signs should pose no safety or visibility problem for pedestrians.
- Minimum sidewalk clearance as required under ADA.
- Signs should be graphically consistent and generally aesthetically pleasing.
- Signs should not create excessive clutter on the street, compete with other
public amenities for limited space, or negatively impact access to existing
businesses or residences.

Currently, "A" Framed signs are permitted by the Department of Public Works
after completion of the following petition process:

1. An application is filed with the City Clerk and forwarded to City Council.
The City Council has the power to grant or deny the permit, but it usually
forwards the petition to the City Manager along with power for the City
Manager to grant or deny the petition.

2. The City Manager refers the petition to the Commissioner of Public Works. DPW send an investigator to review the location of the sign.

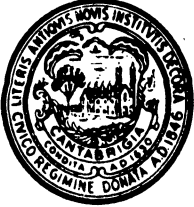
- The Commissioner may require the approval of other City departments such as Police, Fire, Traffic and Parking, and Building Departments.
- The Commissioner may require a substitute location or restrict the display time if the proposed location is unsuitable for public safety reasons.

3. If the Commissioner approves the petition, the Public Works Department requires the applicant to obtain a bond in the amount of \$2,000 from an approved insurance company. When the bond is executed by the insurance company and sent to the Public Works Department, a permit is granted to the petitioner from the Public Works Department for a filing fee of \$25.

Under the current practice, a permit for an "A" framed sign is only granted when the sign relates to a business adjacent to the sign location.

The Council is now asking about the possibility of placing signs which are not adjacent to a particular business. This may be most appropriate within widened areas of the City sidewalk, minimizing adverse impact. We recommend that if the City Council chooses to allow these signs, it expand the review process to include design review of signs by the City, standardization of all such signs, and a commitment by the participating businesses to maintain the correct current status of the signs. These signs should be purchased and standardized at the expense of the participants.

Please let us know if we can provide any further information relating to this matter.



CITY OF CAMBRIDGE
CAMBRIDGE, MASSACHUSETTS 02139

TEL. 349-4300
FAX. 349-4307



EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

December 14, 1998

To The Honorable, The City Council:

Please find attached a response to Awaiting Report Item No. 13, regarding a report on the possibility of placing "A" framed signs on main streets pointing to establishments located on side streets, received from Acting Assistant City Manager for Community Development Beth Rubenstein.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec
Attachment

Consent Agenda #7

8045

Relative to Awaiting Report
#13, regarding a report on the
possibility of placing "A" framed
sign on main Streets pointing
to establishments located on
side streets.

In City Council December 14, 1998

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