



City of Cambridge

Consent Communication #12

IN CITY COUNCIL

October 6, 1997

ORDERED:

That, in accordance with the provisions of an ordinance relative to placing and maintaining banners, the Commissioner of Public Works be and hereby is authorized to grant a permit to Harvard Square Business Association requesting a permit to hang two banners across Massachusetts Avenue, in Central Square and Cambridge Street, Cambridge, MA for the 19th Annual Harvard Square Oktoberfest - October 12, 1997.

Provided that, before erecting the above named banners the petitioner shall obtain a permit from the Inspectional Services Department and file with the City Clerk a bond in the sum of Two Thousand (\$2,000.00) Dollars, conditioned to save harmless the City of Cambridge from all claims for damages arising from the installation, maintenance and use of said banners.

In City Council October 6, 1997

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script that reads "D. Margaret Drury".

D. Margaret Drury
City Clerk



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

SUSAN B. SCHLESINGER
Assistant City Manager for
Community Development

ELIZABETH EPSTEIN
Deputy Director for
Community Development

SIGN CERTIFICATION FORM

COMMUNITY DEVELOPMENT DEPARTMENT

Applicant: Harvard Square Business Association

Signature: Kristin Sudholz

Telephone: 491-3434 FAX: 491-6976

Location of Premises: Harvard Square

Zoning District: BB Overlay District: Harvard Sq

Date Application Submitted: 9/29/97

Sketch of Sign Enclosed: ☒ Yes ☐ No

PLEASE NOTE: All signs must receive a permit from the Inspectional Services Department (ISD) before installation. Community Development Department (CDD) action does NOT constitute issuance of a permit or certification that all other code requirements have been met. Do not contract for the fabrication of a sign until all permits have been issued including approval from the City Council, if necessary (see below)!

Copies: ISD ☐ City Clerk* ☒ CDD ☐ Applicant ☐

*Any sign or portion of a sign extending more than **six (6) inches** into the public sidewalk, must receive approval from the Cambridge City Council; a bond must be posted with the City Clerk. Forms for that approval are obtained at the Office of the City Clerk.

Proposed FREESTANDING Sign

Area in Square feet: 100 Sf Dimensions: 4 x 25

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): Ca 25-30'

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

NA

Length in feet of store front facing street: (a) _____. Area of signs allowed accessory to store: outside (1 x a) _____, behind windows (0.5 x a) _____. Area of all existing signs on the store front to remain (including any freestanding sign): _____. Area of additional signs permitted: _____.

2. COMPLETE FOR ANY OTHER SIGN

NA

Length in feet of building facade facing street: (a) _____. Area of signs allowed accessory to the building facade: outside (1 x a) _____, behind windows (0.5 x a) _____. Area of all existing signs on the building facade to remain (including any freestanding sign): _____. Area of additional signs permitted: _____.

SUMMARY OF LIMITATIONS FOR FREESTANDING SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)

AREA: 30 square feet maximum. HEIGHT ABOVE THE GROUND: 15 feet. ILLUMINATION: Natural or external only. NUMBER: Two per lot (but not exceeding 30 square feet in total area).

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

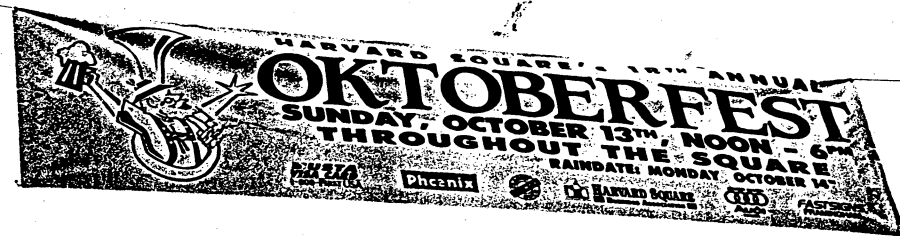
Sign conforms to requirements of Article 7.000: YES ☒ NO ☐

Sign requires a variance from the Board of Zoning Appeal: YES ☐

Relevant sections: _____

COMMENTS: Signs in the public way are not subject to the limitations of the Sign Ordinance

Date: 10/1/97 CDD Representative Debra Barber



To the Honorable, the City Council of the City of Cambridge:

PRIOR TO APPROVAL OF THE CITY COUNCIL, EACH PETITION MUST BE ACCOMPANIED BY A DRAWING OF PROPOSED SIGN, INDICATING DESIGN AND DIMENSIONS AND LOCATION ON PREMISES.

The undersigned respectfully prays that The Harvard Square Business Association be granted permit to erect ^{two banners} ~~sign~~ of the following specifications in front of premises (over Mass Ave at Parks Dept. /DPW's discretion)

Type: 14 oz. vinyl
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: _____

Size: 4 ft. deep x 25 ft. wide

Weight: approximately 15 lbs. each

How Erected: A: _____ B: _____
(A: Give exact distance sign is to extend from building over sidewalk.)
(B: Also exact distance from bottom of sign to sidewalk.)

Height Above Grade: Bottom _____ Top _____

Kristin J. Judhoo
(Signature of Applicant)

c/o HSBA, 18 Brattle Street
(Address)

NOTICE - REGULATIONS

SECTION 1412.0 STATE BUILDING CODE

PROJECTING SIGNS

1. A projecting sign shall be constructed wholly of incombustible materials.
2. All signs must meet requirements of Zoning Ordinances and Building Code.

APPROVED: [Signature]
Building Inspector

10/11/97
Date



The Harvard Square
Business Association
Taking Care Of The Square

September 11, 1997

Cambridge City Council
c/o City Clerk's Office
Cambridge City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

Dear Members of the City Council:

I am writing on behalf of the Board of Directors of the Harvard Square Business Association to get approval for the hanging of two temporary banners announcing our 19th Annual Oktoberfest in Harvard Square on Sunday, October 12 from Noon to 6:00 p.m (rain date: Monday, Oct. 13, Columbus Day).

The Oktoberfest is our annual fall festival which highlights local businesses and that include approximately 50 Harvard Square businesses and over 50-75 Cambridge craftsmen and artisans. The event also includes children's rides, five stages of entertainment, over 30 food vendors offering food from around the world, and interactive activities for the whole family.

This event, along with the Harvard Square May Fair, provide the HSBA with over 50% of its annual operating income. Therefore, it is vital that these events stay popular and well attended. Yet in order to do that, we need as much "free publicity" as we can muster. To that ends, I do hope the Council will approve this banner request so we can erect the signs immediately.

Regarding the specifications of the banners:

- 1) Specifications: The two temporary banners are 4' x 25', are made of 14oz. vinyl, and will be hung over Mass. Ave. in Central Square and Porter Square at the DPW's discretion.
- 2) Design: The banners only state the event, date, and time as well as the sponsor logos. None of these logos are offensive or inappropriate for public viewing. In fact, the HSBA turns away alcohol sponsors each year as we believe that it is inappropriate for us to promote alcohol to underage students and families with young children. Also, the HSBA only takes sponsors that are based in Harvard Square and Cambridge and/or do not directly compete with HSBA Members. This year's sponsors include Nantucket Nectars, Hannaford's Homeruns, John Harvard's Brew House Restaurant, Tombstone Pizza, Audi, Dunkin' Donuts, WZLX-FM, and the Boston Phoenix. Attached is a photo of last year's banner.
- 3) Raising of Banners and Maintenance: The HSBA has 2 bonds: 1) a \$2000 bond good for one year (from April 1997 - April 1998) on file in the City Clerk's office; and 2) a \$1000 street bond automatically renewed annually and on file at the Dept. Of Public Works. As the hanging of the banners is done by the DPW, we have also received permission from Inspectional Services (attached) and have a permit application filed with the DPW.

Thank you for considering our petition to hang banners announcing this community tradition.

Sincerely,


Kristin T. Sudholz
Executive Director



The Harvard Square
Business Association
Taking Care Of The Square

RECEIVED BY
OFFICE OF CITY CLERK

97 OCT -2 AM 11:49

CAMBRIDGE MA.

September 26, 1997

Mr. Les Barber
Cambridge Community Development
57 Inman Street
Cambridge, MA 02139

Dear Les:

It is time once again for the Harvard Square **Oktoberfest** on Sunday, October 12th, which means we need to hang banners. As with the May Fair, the new banner procedure requires that you sign off on these banners before Inspectional Services signs off. As the banners are currently being made, I do not have an extra replica, but I have included a Xerox of a photo of last year's banners. We are using the same design and this year's logos are the Boston Phoenix, WZLX-FM, John Harvard's Brew House, and Fast Signs. The signs are 4 feet deep and 25 feet wide, weigh approximately 15 pounds each, are constructed of 14oz. Vinyl with windcuts. We are leaving the exact placement of the banners to the discretion of the Dept. Of Public Works to wherever they feel it is appropriate and safe.

I have also enclosed a copy of the application to the City Council and my letter to Margaret Drury, and we already have the appropriate bond and permit on file with the DPW and City Clerk's office.

I hope this information is enough for you to complete and sign-off on a CDD Sign Certification Form, as I hope to have this come before the City Council next Monday night. If so, please call me when it is completed so that I may send a courier to retrieve it. If you have any questions, please feel free to contact me at 491-3434. Thank you for your prompt consideration.

Sincerely,

Kristin T. Sudholz
Executive Director



The Harvard Square
Business Association

Taking Care Of The Square

RECEIVED BY
OFFICE OF CITY CLERK

97 OCT -2 AM 11:54

CAMBRIDGE MA.

September 11, 1997

Cambridge City Council
c/o City Clerk's Office
Cambridge City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

Dear Members of the City Council:

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Thank you for considering out petition to hang banners announcing this community tradition.

Sincerely,

Kristin T. Sudholz
Executive Director

Consent Communications #12

S-625

Petition was received from Harvard Square Business Association, requesting to erect two banners for The 19th Annual Harvard Square Oktoberfest - October 12, 1997 across Massachusetts Avenue in Central Square and Porter Square.

In City Council ~~October 6, 1997~~

ORDER ADOPTED