



CITY OF CAMBRIDGE, MASSACHUSETTS  
**PLANNING BOARD**

CITY HALL ANNEX, 57 INMAN STREET, CAMBRIDGE 02139

May 30, 1979

To The Honorable, The City Council

Subject: Refiling Parking Facility Petition

Dear Councillors:

In January, the Planning Board filed a petition to amend certain provisions of the Zoning Ordinance dealing with commercial parking facilities. The petition expired in early April when the public hearing requirements were not met due to the cancellation of the Ordinance Committee hearing. The Planning Board refiled the petition with amendments in late March and held a public hearing on May 15th in accordance with the 65 day deadline. However, the Ordinance Committee hearing on the amended petition has not been scheduled and cannot be held before the June 6th deadline, given the required notification procedures. Therefore, the Planning Board wishes to refile the petition a second time.

Legal advertisement of the first of two required public hearings places the proposed regulations in effect until the petition expires or is defeated. As the petition may be continually refiled and advertised, lack of action on the petition could permit these regulations to remain in effect indefinitely without formal legislative adoption. Furthermore, legal notice for each public hearing costs the city over \$50. Therefore, the Planning Board requests that the Committee on Ordinances observe the 65 day public hearing deadline for this refiled petition so that a final Council decision may be made based on the merits of the proposal.

Respectfully submitted,  
For The Planning Board

*Arthur C. Parris*  
Arthur C. Parris  
Chairman

ACP:mg

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

The undersigned respectfully pray

that the text of the Zoning Ordinance of the City of Cambridge be amended as follows:

1. In Section 4.10, General Classification Rules, insert the following before the last sentence in subsection 4.12:

"It is not the intent of this section to require duplicate special permit reviews. Therefore, uses designated "SP" which are included within a planned unit development application shall be approved or denied within the planned unit development process established by Section 12.30. However, conditionally permitted uses which are located in a planned unit development, but which are not included in the PUD application, shall require separate special permit review in accordance with the procedures of Section 10.40.

2. In Section 4.30, Table of Use Regulations, change row 4.33o as it applies to Residence B & C, Office, Business, and Industry districts so that it reads as follows:

"o. Automobile parking lots or parking garage for private passenger cars, where not an accessory use, and no repairs, servicing, or sale of gasoline is carried out.

<u>Res.</u>	<u>Res. C</u>	<u>Off.</u>	<u>Bus.</u>	<u>Bus.</u>	<u>Bus.</u>	<u>Bus.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>
B	1, 2, 2A, 3, 3A	1, 2, 3, 3A	A-1	A	B	C	A-1, A-2	A	B-1	B	C
PB	PB	PB	PB	PB	PB	PB	PB	PB	PB	PB	PB

3. In Section 4.30, Table of Use Regulations, add a new row 4.33p to read as follows:

"p. Accessory parking lot or parking garage for private passenger cars which will also contain spaces for short-term rental to the general public or for lease to persons other than tenants or occupants of the uses to which the parking is accessory. No repairs, servicing, or sale of gasoline shall be carried out in such parking area unless such activity is specifically permitted in the district by Section 4.35, 4.36 or 4.37.

	<u>Res.</u>	<u>Res.</u>	<u>Res. C</u>	<u>Office</u>	<u>Bus.</u>	<u>Bus.</u>
Open Space	A-1, A-2	B	1, 2, 3, 3A	1, 2, 3, 3A	A-1	A
No	No	PB	PB	PB	PB	PB
<u>Bus.</u>	<u>Bus.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>
B	C	A-1, A-2	A	B-1	B	C
PB	PB	PB	PB	PB	PB	PB

4. Add the following subsection to Section 6.000:

"6.12 This ordinance also requires special permit review of commercial off-street parking facilities which are developed for use by the general public as a principal or accessory land use. It is the intent of such review to allow for a case-by-case consideration of the traffic impacts in relationship to surround street capacities, public transportation facilities and population densities."

5. Insert the following sentence in Section 6.21 after the first sentence:

"Such plans shall also indicate whether the parking spaces shall be used by tenants or occupants of the uses to which the parking is accessory or by members of the general public for a fee."

6. Add the following subsection to Section 6.000:

"6.46 Criteria for Grant Special Permits for Parking Lots or Garages with spaces available to the general public for a fee.

In reviewing the plans for any parking facility requiring a special permit under Section 4.33o or 4.33p, the special permit granting authority shall give consideration to evidence presented on the following:

- a. that the facility will help satisfy a demonstrated need for off-street parking in the area in which it is to be located;
- b. that the average daily traffic generated by the parking facility will not increase the total amount of traffic on adjacent streets to such a degree that the reasonable capacity of any such street or intersection will be exceeded;
- c. that access and egress to the facility will be provided with minimal danger to existing pedestrian and vehicle flows and will not cause substantial increases in congestion.
- d. that the location of such parking facility will not attract unnecessary vehicular traffic to an area otherwise served by public transportation; and
- e. that such parking facility shall satisfy all design standards and other pertinent requirements of this Article 6.000.

Respectfully submitted,

For the Planning Board



Arthur C. Parris  
Chairman

# 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 a public hearing will be held by the Committee on Ordinances, comprised of the entire membership of the City Council, on Monday, August 6, 1979 at 6:00 P. M. in the City Council Chamber, City Hall, Cambridge, Massachusetts on a petition by the Planning Board to amend the text of the Zoning Ordinance as it applies to off-street parking facilities. This hearing is required due to the refiling of the petition, previously heard by the Planning Board.

The petition will change row 4.330 of the Table of Use Regulations so that the use classification "automobile parking lot or parking garage for private passenger cars, where not an accessory use,..." now designated as allowed in Business B and C, Office and Industrial districts and as requiring a special permit from the Board of Zoning Appeal, in Residence B and C and Business A-1 and A districts would be redesignated as requiring a special permit from the Planning Board.

A new use classification will be created by adding a row 4.33p to the Table of Use Regulations so that accessory parking facilities for private passenger cars which will also contain spaces for short-term rental or lease to the general public, will be allowed in Residence B and C, Office, Business and Industrial districts, only if granted a special permit from the Planning Board.

Article 6.000 of the ordinance would also be amended to provide procedures for special permit review of commercial off-street parking facilities which are developed for use by the general public.

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.

By order of the City Council,

ATTEST:- Paul E. Healy, City Clerk.



CITY OF CAMBRIDGE, MASSACHUSETTS  
**PLANNING BOARD**

CITY HALL ANNEX, 57 INMAN STREET, CAMBRIDGE 02139

July 31, 1979

To The Honorable, the City Council

SUBJECT: Parking Facility Zoning Amendment

Dear Councillors:

In accordance with Chapter 40A of the General Laws, on July 17, 1979 the Planning Board held a public hearing on a proposed amendment to the Cambridge Zoning Ordinance. This petition is an amended version of a petition originally filed with the City Council in January, 1979. The amendment, petitioned by the Planning Board, would change the table of use regulations to make commercial parking facilities a conditionally permitted use. In all districts, except the Open Space and Residence A districts, a Planning Board special permit would be required for non-accessory parking lots and parking garages and for accessory parking facilities which also contain rental spaces for persons other than those occupying the use to which the parking facility is accessory. The table below summarizes how the petition would change the use regulations for such parking facilities.

<u>District</u>	<u>Current Zoning</u>	<u>Planning Board Petition</u>
Open Space	Prohibited	Prohibited
Res. A-1 and A-2	Prohibited	Prohibited
Res. B	BZA Special Permit (SP)	Planning Board SP
Res. C-1, 2, 2A, 3, 3A	BZA SP	Planning Board SP
Office 1, 2, 3, 3A	Allowed	Planning Board SP
Business A-1, A	BZA SP	Planning Board SP
Business B, C	Allowed	Planning Board SP
Industry A-1, A-2, A, B-1, B, C	Allowed	Planning Board SP

The petition also lists several criteria for the special permit granting authority to consider in reviewing applications and authorizes the Planning Board to check compliance with all other pertinent parking requirements in the Ordinance.

At the July 17th public hearing, no one testified either in favor of or in opposition to the petition.

Off-street parking facilities can create numerous adverse environmental consequences including air quality degradation, noise, traffic congestion and visual deterioration of an existing neighborhood. The impacts of a parking garage or parking lot may be significant for properties located along the streets leading to the parking facility as well as for those located next to it. A special permit review process provides an opportunity to avoid, or at least mitigate, some of the adverse impacts.

In addition to giving the Planning Board special permit granting authority in districts where commercial parking facilities have been allowed, the petition will also transfer that authority to the Planning Board in those districts which have previously required a special permit from the Board of Zoning Appeal. The Planning Board feels that the authority to issue special permits for parking facilities should be limited to only one review agency. This will avoid the potential problem of an applicant for a parking facility special permit having to go before two boards because the lot is located in two zoning districts with different use table designations.

The Planning Board recommends that this petition be APPROVED.

Respectfully submitted,

For the Planning Board

Arthur C. Parris  
Chairman

ACP:jp

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

The undersigned respectfully pray

that the text of the Zoning Ordinance of the City of Cambridge be amended as follows:

1. In Section 4.10, General Classification Rules, insert the following before the last sentence in subsection 4.12:

"It is not the intent of this section to require duplicate special permit reviews. Therefore, uses designated "SP" which are included within a planned unit development application shall be approved or denied within the planned unit development process established by Section 12.30. However, conditionally permitted uses which are located in a planned unit development, but which are not included in the PUD application, shall require separate special permit review in accordance with the procedures of Section 10.40.

2. In Section 4.30, Table of Use Regulations, change row 4.33o as it applies to Residence B & C, Office, Business, and Industry districts so that it reads as follows:

"o. Automobile parking lots or parking garage for private passenger cars, where not an accessory use, and no repairs, servicing, or sale of gasoline is carried out.

<u>Res.</u>	<u>Res. C</u>	<u>Off.</u>	<u>Bus.</u>	<u>Bus.</u>	<u>Bus.</u>	<u>Bus.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>
B	1, 2, 2A, 3, 3A	1, 2, 3, 3A	A-1	A	B	C	A-1, A-2	A	B-1	B	C
PB	PB	PB	PB	PB	PB	PB	PB	PB	PB	PB	PB

3. In Section 4.30, Table of Use Regulations, add a new row 4.33p to read as follows:

"p. Accessory parking lot or parking garage for private passenger cars which will also contain spaces for short-term rental to the general public or for lease to persons other than tenants or occupants of the uses to which the parking is accessory. No repairs, servicing, or sale of gasoline shall be carried out in such parking area unless such activity is specifically permitted in the district by Section 4.35, 4.36 or 4.37.

	<u>Res.</u>	<u>Res.</u>	<u>Res. C</u>	<u>Office</u>	<u>Bus.</u>	<u>Bus.</u>
Open Space	A-1, A-2	B	1, 2, 3, 3A	1, 2, 3, 3A	A-1	A
No	No	PB	PB	PB	PB	PB
<u>Bus.</u>	<u>Bus.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>	<u>Ind.</u>
B	C	A-1, A-2	A	B-1	B	C
PB	PB	PB	PB	PB	PB	PB

4. Add the following subsection to Section 6.000:

"6.12 This ordinance also requires special permit review of commercial off-street parking facilities which are developed for use by the general public as a principal or accessory land use. It is the intent of such review to allow for a case-by-case consideration of the traffic impacts in relationship to surround street capacities, public transportation facilities and population densities."

5. Insert the following sentence in Section 6.21 after the first sentence:

"Such plans shall also indicate whether the parking spaces shall be used by tenants or occupants of the uses to which the parking is accessory or by members of the general public for a fee."

6. Add the following subsection to Section 6.000:

"6.46 Criteria for Granting Special Permits for Parking Lots or Garages with spaces available to the general public for a fee.

In reviewing the plans for any parking facility requiring a special permit, under Section 4.33o or 4.33p, the special permit granting authority shall give consideration to evidence presented on the following:

- a. that the facility will help satisfy a demonstrated need for off-street parking in the area in which it is to be located;
- b. that the average daily traffic generated by the parking facility will not increase the total amount of traffic on adjacent streets to such a degree that the reasonable capacity of any such street or intersection will be exceeded;
- c. that access and egress to the facility will be provided with minimal danger to existing pedestrian and vehicle flows and will not cause substantial increases in congestion.
- d. that the location of such parking facility will not attract unnecessary vehicular traffic to an area otherwise served by public transportation; and
- e. that such parking facility shall satisfy all design standards and other pertinent requirements of this Article 6.000.

Respectfully submitted,

For the Planning Board



Arthur C. Parris  
Chairman

# City of Cambridge

PETITION OF *Second Resubmitted Parking Facilities*  
*May 31, 1979*

Petition filed with the City Clerk

(All hearings to be completed 65 days from filing date with the City Clerk.)  
*Council*

*26 days June*  
*31 days July*  
*8 days August*  
65 days = August 8, 1979

In City Council

Referred to Planning Board for report

Planning Board Hearing

(CITY COUNCIL must act within 90 days of the Planning Board's hearing which would be Oct. 15, 1979.)

*14 days July*  
*31 days August*  
*30 days Sept.*  
*15 days Oct*  
90 days = October 15, 1979

City Council Hearing published *Herald - Camb. Page - Monday July 23, 1979*  
*Chronicle July 26, 1979*

Hearing before the City Council

Report to the City Council - PB - Report.

Passed to a second reading  
Published - *Herald Pg. 19*

Ready for Ordination  
Published

COMPLETION DATE: *October 15, 1979 -> Failed - 5-3-1*

*June 4, 1979*  
*June 6, 1979*  
*July 17, 1979*

*Aug. 6, 1979*

*Aug 1, 1979*

*Aug. 6, 1979*  
*Aug. 10, 1979*

*Parking Garage Ordinance*

MOTION FOR RECONSIDERATION SUBMITTED BY COUNCILLOR DAVID A. WYLIE

SEPTEMBER 17, 1979

Date

Councillor David A. Wylie has notified the City Clerk of his intention to move reconsideration of the vote of the City Council on September 17, 1979 failing to ordain a proposed amendment to the Zoning Ordinances of the City of Cambridge relative to special permits for parking facilities.

  
Signature

# 2 Hundred Business

# City of Cambridge

MASSACHUSETTS

In City Council

Sept 20 1979

	YEA	NAY	ABSENT	PRESENT
Mr. Crane		✓		
Mr. Duehay	✓			
Mr. Frisoli		✓		
Ms. Graham	✓			
Ms. Preusser	✓			
Mr. Sullivan		✓		
Mr. Vellucci	✓			
Mr. Wylie	✓			
Mayor Danehy			✓	

5 3 1

Ordinance part of Ordinance



# City of Cambridge

In the Year One Thousand, Nine Hundred Seventy-nine

## AN ORDINANCE

In amendment to an ordinance entitled: "The Zoning Ordinances of the City of Cambridge."

*Be it ordained by the City Council of the City of Cambridge as follows:*

The Zone Map accompanying ordinance passed to be ordained September 26, 1979 entitled: "The Zoning Ordinance of the City of Cambridge" is hereby amended as follows:

1. In Section 4.10, General Classification Rules, insert the following before the last sentence in subsection 4.12:

"It is not the intent of this section to require duplicate special permit reviews. Therefore, uses designated "SP" which are included within a planned unit development application shall be approved or denied within the planned unit development process established by Section 12.30. However, conditionally permitted uses which are located in a planned unit development, but which are included in the PUD application, shall require separate special permit review in accordance with the procedures of Section 10.40.

2. In Section 4.30, Table of Use Regulations, change row 4.33o as it applies to Office, Business, and Industry districts so that it reads as follows:

"o. Automobile parking lots or parking garage for private passenger cars, where not an accessory use, and no repairs, servicing, or sale of gasoline is carried on.

RES.	RES.	OFF.	BUS.	BUS.	BUS.	BUS.	IND.	IND.	IND.	IND.	IND.
B	C	1,	A-1	A	B	C	A-1	A	B-1	B	C
	1,2	2,					A-2				
	2A,3	3,									
	3A	3A									

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PB PB PB PB PB PB PB PB PB PB PB PB

3. In section 4.30, Table of Use Regulations, add a new row 4.33p to read as follows:

"p. Accessory parking lot or parking garage for private passenger cars which will also contain spaces for short-term rental to the general public or for lease to persons other than tenants or occupants of the uses to which the parking is accessory. No repairs, servicing, or sale of gasoline shall be carried out in such parking area unless such activity is specifically permitted in the district by section 4.35, 4.36 or 4.37.

# City of Cambridge

Open Space	Res. A-1, A-2	Res. B	Res. C 1, 2, 3, 3A	Office 1, 2, 3, 3A	Bus. A-1	Bus. A
No	NO	PB	PB	PB	PB	PB
Bus. B	Bus. C	Ind. A-1, A-2	Ind. A	Ind. B-1	Ind. B	Ind. C
PB	PB	PB	PB	PB	PB	PB

4. Add the following subsection to Section 6.000:

"6.12 This ordinance also requires special permit review of commercial off-street parking facilities which are developed for use by the general public as a principal or accessory land use. It is the intent of such review to allow for a case-by-case consideration of the traffic impacts in relationship to surround street capacities, public transportation facilities and population densities."

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6. Add the following subsection to Section 6.000:

"6.46 Criteria for Grant Special Permits for Parking Lots or Garages with spaces available to the general public for a fee.

In reviewing the plans for any parking facility requiring a special permit under Section 4.33o or 4.33p, the special permit granting authority shall give consideration to evidence presented on the following:

- a. that the facility will help satisfy a demonstrated need for off-street parking in the area in which it is to be located.
- b. That the average daily traffic generated by the parking facility will not increase the total amount of traffic on adjacent streets to such a degree that the reasonable capacity of any such street or intersection will be exceeded;

## City of Cambridge

- c. that access and egress to the facility will be provided with minimal danger to existing pedestrian and vehicle flows and will not cause substantial increases in congestion.
- d. that the location of such parking facility will not attract unnecessary vehicular traffic to an area otherwise served by public transportation; and
- e. that such parking facility shall satisfy all design standards and other pertinent requirements of this Article 6.000.

*Planning Garage -*

# City of Cambridge

MASSACHUSETTS

In City Council

Sept 24 1979

*Council for Public Motion to Reconsider - Garage*

	YEA	NAY	ABSENT	PRESENT
Mr. Crane		✓		
Mr. Duehay	✓			
Mr. Frisoli		✓		
Ms. Graham	✓			
Ms. Preusser	✓			
Mr. Sullivan		✓		
Mr. Vellucci	✓			
Mr. Wylie	✓			
Mayor Danahy		✓		

*5 4 0 0 0*

*P. Wylie Motion to Table*

# City of Cambridge

MASSACHUSETTS

In City Council

Sept 24 1979

	YEA	NAY	ABSENT	PRESENT
Mr. Crane		✓		
Mr. Duehay	✓			
Mr. Frisoli		✓		
Ms. Graham	✓			
Ms. Preusser	✓			
Mr. Sullivan		✓		
Mr. Vellucci	✓			
Mr. Wylie	✓			
Mayor Danehy		✓		

5 4 0

FIRST PUBLICATION (NO. 201)

# City of Cambridge

In the Year One Thousand, Nine Hundred Seventy-nine  
AN ORDINANCE

In amendment to an ordinance entitled: "The Zoning Ordinances of the City of Cambridge."

Be it ordained by the City Council of the City of Cambridge as follows:

The Zone Map accompanying ordinance passed to be ordained September 26, 1979 entitled: "The Zoning Ordinance of the City of Cambridge" is hereby amended as follows:

1. In Section 4.10, General Classification Rules, insert the following before the last sentence in subsection 4.12:

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"o. Automobile parking lots or parking garage for private passenger cars, where not an accessory use, and no repairs, servicing, or sale of gasoline is carried on.

RES.	RES.	OFF.	BUS.	BUS.	BUS.	BUS.	IND.	IND.	IND.	IND.	IND.
B	C	1,	A-1	A	B	C	A-1	A	B-1	B	C
	1, 2	2,					A-2				
	2A, 3	3,									
	3A	3A									

3. In section 4.30, Table of Use Regulations, add a new row 4.33p to read as follows:

"p. Accessory parking lot or parking garage for private passenger cars which will also contain spaces for short-term rental to the general public or for lease to persons other than tenants or occupants of the uses to which the parking is accessory. No repairs, servicing, or sale of gasoline shall be carried out in such parking area unless such activity is specifically permitted in the district by section 4.35, 4.36 or 4.37.

	Open Space	Res.	Res.	Res. C	Office	Bus.
	A-1, A-2	B	1,2,3,3A	1,2,3,3A	A-1	A
No	No	PB	PB	PB	PB	PB
Bus.	Bus.	Ind.	Ind.	Ind.	Ind.	Ind.
B	C	A-1, A-2	A	B-1	B	C
PB	PB	PB	PB	PB	PB	PB

4. Add the following subsections to Section 6.000:

"6.12 This ordinance also requires special permit review of commercial off-street parking facilities which are developed for use by the general public as a principal or accessory land use. It is the intent of such review to allow for a case-by-case consideration of the traffic impacts in relationship to surround street capacities, public transportation facilities and population densities."

5. Insert the following sentence in Section 6.21 after the first sentence:

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- c. that access and egress to the facility will be provided with minimal danger to existing pedestrian and vehicle flows and will not cause substantial increases in congestion.
- d. that the location of such parking facility will not attract unnecessary vehicular traffic to an area otherwise served by public transportation; and
- e. that such parking facility shall satisfy all design standards and other pertinent requirements of this Article 6.000.

Passed to a second reading at the City Council meeting held on August 6, 1979 and on or after August 20, 1979 the question may be on passing to be ordained.

ATTEST:—Paul E. Healy, City Clerk.

PUBLISHED IN: HERALD AMERICAN

EDITION: Page 19

DATE: Friday, August 10, 1979

Councillor Wylie stated that a grandfather clause would protect every sign in the film which Atty. Portnoy had demonstrated.

Atty. Portnoy questioned whether the Committee would be against all signs in the film; that this was the central issue to be resolved.

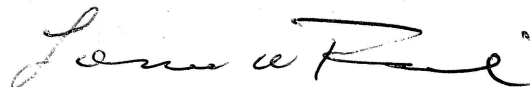
The Committee heard from Larry Jacobson of Aetna Visual Concepts who stated that he represented many individual sign makers and many visual artists; that a cross section of the community should draft the rules for the regulation of signs and once the rules were established you need someone who can enforce the regulations.

Councillor Preusser stated that the Committee should obtain an opinion from the City Solicitor relative to the regulation of political signs and further that she would support the sign amendment when offered to the Committee.

Councillor Wylie stated that the proposed amendment should be in order before action could be taken by the Council; that the sign industry has never taken an active role in regulating billboards; that money had been cut out of the highway budget which stopped enforcement of the billboards; that the sign industry has a vested interest which must be recognized by the City Council and that a balance of interests of the entire community be achieved; that he believed that the sign industry would oppose any sign ordinance; that he would favor a sign ordinance with improvements; that sign control and design will help businessmen when the issue is researched and understood by the public ; that sign control will be necessary and has worked in many communities; that it is a common good for both business and the community; that the committee would try to be reasonable and make compromises where necessary.

At 9:28 P. M. Councillor Lawrence W. Frisoli made a motion to refer the proposed ordinance to the Community Development Department for amendments. There being no objection, the ordinance was so referred.

For the Committee,



Councillor Lawrence W. Frisoli  
Chairman

Attorney Portnoy stated that window signs wouldn't be allowed unless there were permanent fixtures and if so they would be reduced in size and further stated that all the signs in the shopping center at Fresh Pond would not be allowed under the proposed ordinance. Attorney Portnoy made a film slide presentation and stated that at the Porter Square Shopping Center all signs presently erected would exceed the regulations provided under the ordinance; that the Tweeter and Charette signs on Mt. Auburn Street would be oversize and illegal; that the signs on churches would not meet the regulations; that the sign on the Rinaldo Realty over the marquee would be illegal; that anything over 25 feet would be illegal; that the Danehy Insurance sign on Massachusetts Avenue would be illegal; that the sign on the Alewife on Massachusetts Avenue would be illegal because it projects more than three feet over the building; that the Dunkin Donuts sign would be illegal since it had two wall signs and both did not front on public ways.

In response to Councillor Wylie, Attorney Portnoy stated that he would agree with portions of the proposed ordinance and that a 40% factor on wall signs would be acceptable; that on a single lot 100 square feet would be acceptable.

Attorney Portnoy stated that you should enforce the laws that you now have and questioned the need of a sign administrator; that under the proposed ordinance 92% of the business in Cambridge would be in violation.

The Committee heard from Peter Ambler of Symmes Maintenance, McKee Inc. of 1015 Massachusetts Avenue, Cambridge, who questioned the regulations regarding the same square footage for different situations; that other factors must be considered regarding the regulation of signs.

The Committee heard from Eric Winer of the Chamber of Commerce who stated there was a diversity of opinion in the business community regarding the proposed ordinance; that there were some points in the ordinance that the Chamber could agree with; that other signs like the Sheraton-Commander, the Electronics Corporation of America, Lechmere Sales, etc. were not properly addressed in the proposed ordinance; that the issue of a sign administrator raised many objections and suggested that implementation of any changes be postponed until the Red Line Extension was completed. He further stated that more copies of the proposed ordinance should be available for all businesses in the city at the City Clerk's Office or the Building Department.

The Committee heard from Attorney Ann Thomas, representing the Harvard Square Business Association, who objected to the provisions requiring "proof" of projecting signs; that apparently a decision had been made that wall signs are best and that this is an erroneous assumption. Ms. Thomas further stated that copies of the ordinance should be available for all businessmen.

Eric Winer stated that Mr. Ambler could prepare a summary of all the sections which would be helpful in consideration of the proposed ordinance.

The Chair stated that there was not need to arouse all the people in the business community regarding this ordinance, which does not have much support and which may never be passed; that there was no need to educate the business community on something which would not become a reality.

# City of Cambridge

## In City Council.....

The City Council Committee on Ordinances, comprised of the entire membership of the City Council, met on April 11, 1979 at 7:54 P. M. in the City Council Chamber, to which was referred the proposed amendment to the General Ordinances of the City of Cambridge regarding the regulation of signs by adding a new Chapter 3.000 entitled "Signs and Illumination" as submitted by the Department of Community Development dated June 30, 1977.

PRESIDING: Councillor Lawrence W. Frisoli, Chairman.

PRESENT: Councillors Wylie, Preusser and Vellucci.

Councillors Crane, Sullivan, Duehay, Graham and Mayor Danehy notified the City Clerk that they would be unable to attend due to prior commitments.

The Chair called for the proponents to appear.

Don Balcolm of the Community Development Department informed the Committee that the draft was not representative of the position of the Planning Board on the subject; that many recent changes since 1975 to the zoning map of the City of Cambridge had occurred since the draft was presented. He outlined the high points of the proposed ordinance and stated that he was familiar with the provisions but not involved in the original draft which was prepared by the Sign Advisory Committee; that there was a member present who could answer questions regarding the reasoning behind ~~XXXXX~~ Reports, the ordinance. Mr. Balcolm further noted that the Zoning Ordinance has included regulations regarding signs; that the second page of the proposed ordinance listed the members of the Advisory Committee.

At this time the Chairman requested Attorney Michael Portnoy, representing the Massachusetts Sign Contractors Association, a group of 40 companys engaged in the sign business, to be heard. Mr. Portnoy stated that the organization had cooperated with all concerned in the draft of the sign ordinance; that portions of the ordinance as presented to the Council had attempted to reduce the size of the sign without consideration of the business mission. He further stated that on page 5, sub-paragraph c.3.206 prevents people from using the front surface for a sign and that the copy area should be the sign rather than the sign area equally the copy area. He further stated that a factor of two will reduce all signs in the city; that this factor has no relationship with the purpose of the sign, which is to communicate a message. He noted that the Building Commissioner has power to double the space according to vague standards outlined in the ordinance.

At 8:25 P. M. the Committee heard from John Rener of Lechmere Sales who stated that he can't use the factor for all signs; that for example a shopping center sign can't be seen without appropriate setbacks; that the factor should be increased.

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# REPORT

## Committee on ORDINANCES

Regarding the regulation of signs  
by adding a new Chapter 3.000 entitled  
"Signs and Illumination".

In City Council,

May 21, 1979