

DUPLICATE

Application No. 35198

Permit No. ....



## The Commonwealth of Massachusetts

### APPLICATION FOR PERMIT TO LOCATE OUTDOOR ADVERTISING SIGNS

RECEIVED AT THE OFFICE OF THE  
OUTDOOR ADVERTISING AUTHORITY

To the Department of Public Works,  
100 Nashua Street, Boston, Mass.

FEB 2 1950

Application is hereby made IN DUPLICATE for a permit to erect and maintain an advertising sign in accordance with the rules and regulations established under the provisions of Section 29, Chapter 93 of the General Laws, at the following location. Check for \$2.00 is enclosed herewith.

Signed by F. H. Birch Company, Inc. per Charles W. Bowen

Address 216 Tremont Street, Boston 16, Massachusetts

Dated at ..... January 31, 1950

### ANSWER FOLLOWING QUESTIONS IN FULL

1. State exact location desired under this permit..... On Wall?..... Roof? ☒..... Ground?.....

Street and number 690-702 Cambridge Street (Facing Lechmere Square)

Rear?

Nearest Station Marker ..... Opposite?..... Feet Away? .....

Rear?

Nearest Pole Number ..... Opposite?..... Feet Away? .....

Route number ..... TOWN OR CITY CAMBRIDGE

2. Dimension of sign..... 25..... feet long and..... 12..... feet high .....

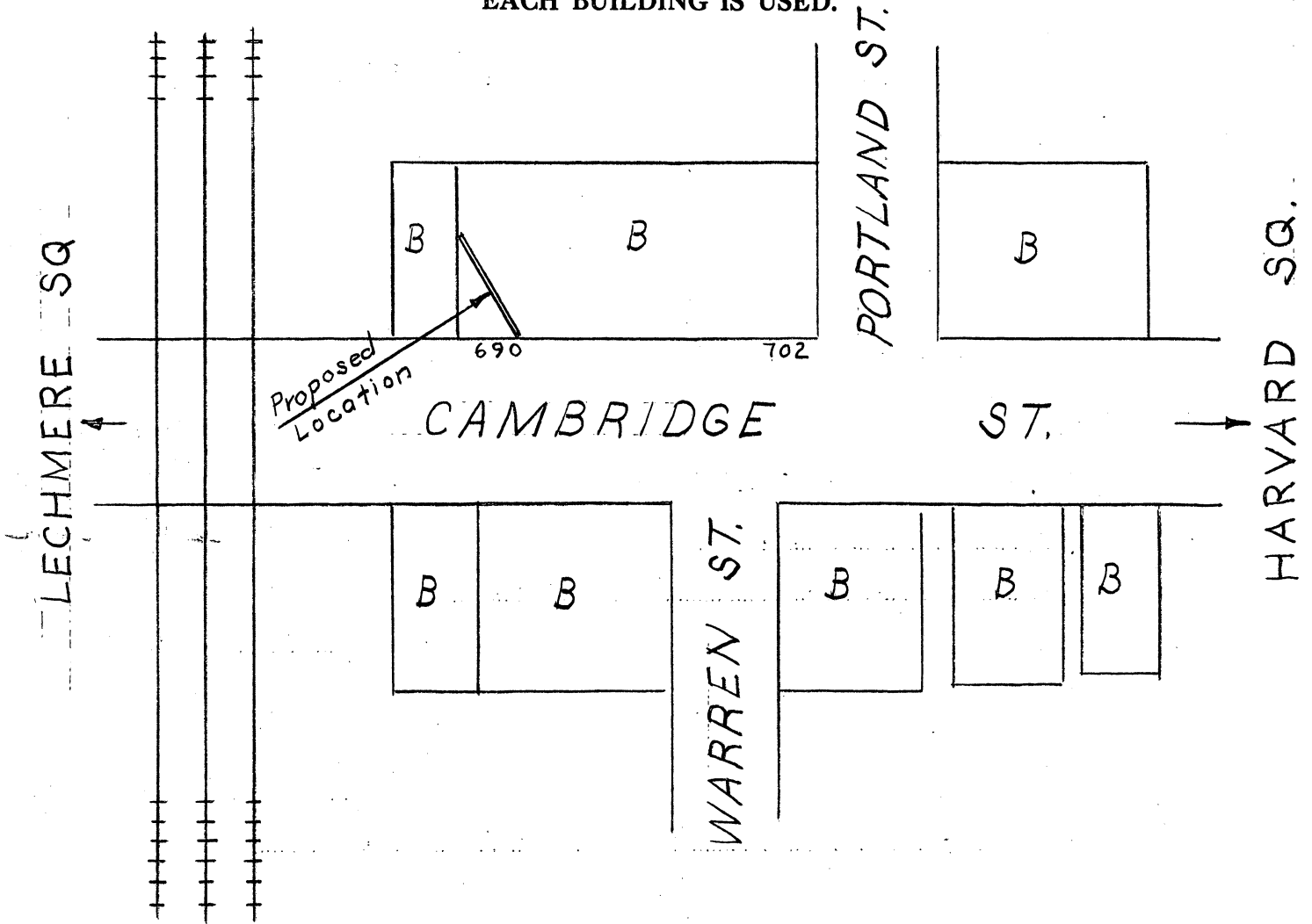
3. Distance from boundary line of public way..... 4. Height from ground to top of sign.....

5. To be constructed of Wood & Metal..... 6. Has consent of owner or agent been obtained.. Yes

7. Remarks The owner of the property is: B. Isenstadt

MAKE SKETCH ON BACK OF APPLICATION

MAKE SKETCH SHOWING PROPOSED LOCATION OF SIGN BELOW  
GIVING POSITION OF BUILDINGS ADJACENT TO AND ACROSS THE STREET  
FROM PROPOSED LOCATION. INDICATE FOR WHAT PURPOSE  
EACH BUILDING IS USED.



Notice Sent ..... City or Town .....

### REPORT

Date Inspected ..... By Inspector ..... Section .....

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Director

Approved ..... 19.....

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} DEPARTMENT  
OF  
PUBLIC WORKS  
Commissioners

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Address 216 Tremont Street, Boston 16, Massachusetts

Dated at January 31, 1950

### ANSWER FOLLOWING QUESTIONS IN FULL

1. State exact location desired under this permit. On Wall? ☐ Roof? ☒ Ground? ☐

Street and number 690-702 Cambridge Street (Facing Harvard Square)

Rear? ☐  
Nearest Station Marker ☐ Opposite? ☐ Feet Away? ☐

Rear? ☐  
Nearest Pole Number ☐ Opposite? ☐ Feet Away? ☐

Route number ☐ TOWN OR CITY CAMBRIDGE

2. Dimension of sign. 25 feet long and 12 feet high

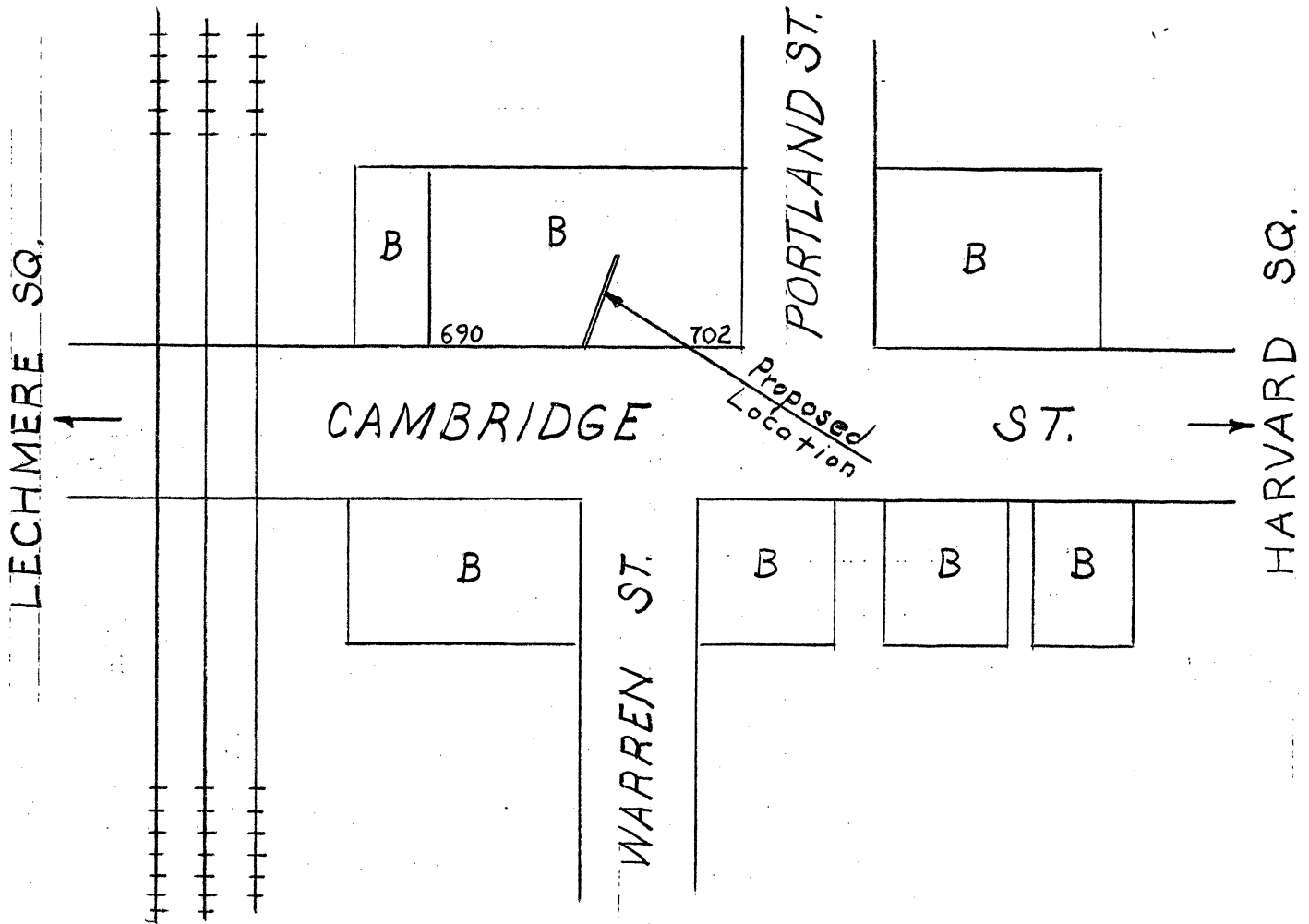
3. Distance from boundary line of public way ☐ 4. Height from ground to top of sign ☐

5. To be constructed of Wood & Metal 6. Has consent of owner or agent been obtained? Yes

7. Remarks The owner of the property is: B. Iesenstadt

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DEPARTMENT  
OF  
PUBLIC WORKS

*Commissioners*



# The Commonwealth of Massachusetts

## OUTDOOR ADVERTISING AUTHORITY

100 NASHUA STREET, BOSTON, MASS.

The Mayor's Office  
City Hall  
Cambridge, Mass.

Gentlemen:—

Enclosed find 2 application(s) for the erection of billboards or sign in the  
City of Cambridge  
Town

The application(s) is listed under the following number:s 35198, 35199  
are

and dated February 13, 1950

### RULES AND REGULATIONS

"Sec. 2-D. Upon receipt by the Authority of an application for a Permit to post, erect or maintain a billboard, sign or other advertising device under this section, notice thereof and a copy of the application will be sent by the Authority to the city or town where such billboard, sign or other advertising device is to be located. If the city or town objects to the location it shall, within thirty (30) days from the date of said notice, file with the Authority its objections, in writing, and thereupon the Authority will notify the applicant, who will be allowed ten (10) days from the date of such notice to file reasons, if any, why a Permit should be granted. A hearing may be given by the Authority before final action is taken upon such application."

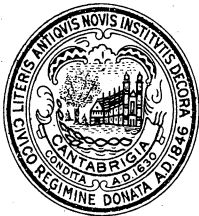
Please notify the Authority whether you approve or disapprove of the application, using given number to identify application.

Respectfully yours,

*William F. McCarty*

Executive Director.

P. S. A REPLY TO THIS NOTICE IS REQUESTED.



CITY OF CAMBRIDGE  
MASSACHUSETTS  
EXECUTIVE DEPARTMENT

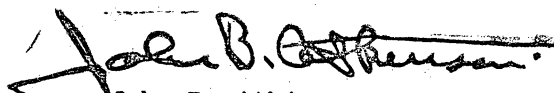
JOHN B. ATKINSON  
CITY MANAGER

February 20, 1950

To the Honorable, the City Council:

I transmit herewith a communication from the Director of Outdoor Advertising, with enclosures, relative to applications for the erection of outdoor advertising signs at 690-702 Cambridge Street (facing Lechmere Square) and 690-702 Cambridge Street (facing Harvard Square.

Very truly yours,

  
John B. Atkinson  
City Manager

JBA:M

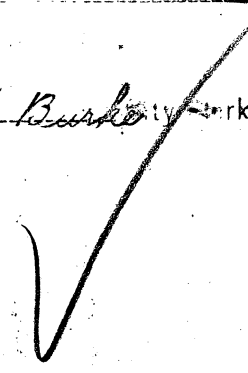
10  
COMMUNICATION  
from the City Manager trans-  
mitting one from Director of Outdoor  
Advertising together with two (2)  
applications Nos. 35198 & 35199  
of F. H. Burk Co. Inc. for the  
Erection of Outdoor Advertising Signs  
at 690-702 Cambridge St.

In City Council FEB 20 1950

Referred to the Committee on

Public Service

Frederick H. Burk City Clerk





# City of Cambridge

7

IN CITY COUNCIL

MAY 8 1950 1950.

WHEREAS:-

A communication has been received from the Executive Director of the Outdoor Advertising Authority, Commonwealth of Massachusetts, enclosing applications of F.H. Birch Company, Inc., Nos. 35198 & 35199, for the erection of an outdoor advertising sign at the following location:-

No. 35198, F.H. Birch Co. <sup>chc</sup> on roof,  
690-702 Cambridge Street, (Facing Lechmere Square)

it is further

No. 35199, F.H. Birch Co. <sup>J.C.</sup> on roof, 690-702  
Cambridge Street, (Facing Harvard Square)

ORDERED:-

That the aforesaid applications Nos. 35198 & 35199, for the erection of outdoor advertising signs at the aforesaid locations be approved.

City Council MAY 8 1950

Adopted by the affirmative vote

of 8 members

Frederick H. Burke Clerk



# City of Cambridge

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In City Council MAY 8, 1950.

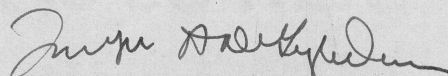
The

Committee on Public Service

to which was referred a communication from the City Manager transmitting one from William F. Carty, Executive Director of Outdoor Advertising Authority, Commonwealth of Massachusetts, enclosing applications Nos. 35198 & 35199, of F.H. Birch Company, for the erection of outdoor advertising signs.

## Reports,

Recommending the adoption of the accompanying order approving of the said locations.

  
For the Committee.

# REPORT

Committee on Public Service  
approval - outdoor advertising signs Nos.  
35198 + 35199.

May 8, 1950.