



City of Cambridge

Communication #8

IN CITY COUNCIL

January 7, 1991

ORDERED:

That, in accordance with the provisions of an ordinance relative to placing and maintaining signs, the Commissioner of Public Works be and hereby is authorized to grant a permit to Hollywood Express for the erection of a sign at the premises numbered 1740 Massachusetts Avenue.

Provided that, before erecting the above named sign the petitioner shall obtain a permit from the Inspectional Services Department and file with the City Clerk a bond in the sum of Three Thousand (\$3,000.00) Dollars, conditioned to save harmless the City of Cambridge from all claims for damages arising from the installation, maintenance and use of said sign.

In City Council January 7, 1991.

Adopted by the affirmative vote of nine members.

Attest:- Joseph E. Connarton, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in dark ink, reading "Joseph E. Connarton". The signature is written in a cursive style with a large, looped initial "J".

Joseph E. Connarton,
City Clerk



CITY OF CAMBRIDGE
INSPECTIONAL SERVICES DEPARTMENT CITY HALL
CAMBRIDGE, MASSACHUSETTS 02139 (617) 498-9013
RECEIVED BY
OFFICE OF CITY CLERK
CITY HALL
DEC 21 AM 10:51

JOSEPH J. CELLUCCI
COMMISSIONER OF BUILDINGS
AND HOUSING

CAMBRIDGE MA.

To Whom It May Concern:

As owner or agent of ¹⁷³⁸ ¹⁷⁴² 1740 Massachusetts Ave, Cambridge, Massachusetts,
~~adjacent stores~~
I do hereby declare my disapproval _____ approval ☒ of the installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: ☒ ☒ for Hollywood Express

of said property.

Signed: Richard L. Grossman Date: December 19, 1990
Address: 33 Leicester St, Brookline, MA 02146

Reply is requested within seven (7) days of date of this letter.

Copies _____
Inspectional Services _____
Clerk _____
CDD _____
Applicant _____

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CAMBRIDGE MA.

SIGN DESIGN REVIEW APPLICATION
COMMUNITY DEVELOPMENT DEPARTMENT

APPLICANT: UNIVERSITY BRINK INC. 726-4400
(name) (phone)

60 COOLIDGE AVE
WATERTOWN, MA 02172
(address)

Ronald W. Kael
(signature, authorized representative)

PROPERTY OWNER: RICHARD GROSSMAN

LOCATION PREMISES: 1740 MASSACHUSETTS AVE

ZONING DISTRICT: BA-2

AREA OF SPECIAL
PLANNING CONCERN:

Harvard Sq.
Overlay

Parkway
Overlay

Bus. B-1 or B-2

DATE APPLICATION SUBMITTED: 11/26/90

PLEASE NOTE:

ALL SIGNS MUST RECEIVE A BUILDING PERMIT FROM THE DEPARTMENT OF INSPECTIONAL SERVICES BEFORE INSTALLATION. COMMUNITY DEVELOPMENT DEPARTMENT ACTION DOES NOT CONSTITUTE ISSUANCE OF A BUILDING PERMIT OR CERTIFICATION THAT ALL OTHER BUILDING CODE OR OTHER REQUIREMENTS HAVE BEEN MET.

FOR YOUR OWN PROTECTION DO NOT CONTRACT FOR THE FABRICATION OF A SIGN UNTIL A BUILDING PERMIT HAS BEEN ISSUED BY THE DEPARTMENT OF INSPECTIONAL SERVICES

SUBMISSION MATERIAL

GRAPHIC MATERIAL

1. Architectural facade elevations of the affected buildings showing location of all existing signs (a photograph may substitute if it can present an undistorted picture of existing conditions). (suggested scale 1/8" = 1')
2. Architectural elevations of the proposed sign(s) and the building area surrounding it to clearly indicate the proposed sign's relationship to the building, its architectural details, and adjacent signs. (suggested scale 1/8" = 1')
3. Detailed plans, elevations and other material indicating the design of the proposed sign(s), its material, construction, colors, method of lighting, etc.

SUBMITTED PLANS, PHOTOS

<u>Title</u>	<u>Date</u>	<u>Scale</u>
Protecting Sign	10/10/90	1 1/2" = 1'

Please submit three copies of all submitted material.

A. EXISTING CONDITIONS

1. Length of lot frontage abutting a street(s) _____

2. Length of frontage of ground floor establishment (where applicable) 29'

3. Total area of signage permitted on a lot (2 x #1) _____

4. Total area of signage currently located on subject lot —

5. Existing Signs Name Type Area Date of Bldg. Permit

Wall Sign to be removed!

6. Lot area (for lots in the Parkway Overlay District only) _____

B. PROPOSED SIGNS

1. Proposed Sign(s)	Height (to top of sign) as erected	Area	Dimensions	Illumination
Wall Sign				
Free Standing				
Projecting	13'	9 ft ²	16'0" x 9'	neon
Other				

2. Detailed description of proposed sign(s) including materials, illumination, colors, etc.

Custom fabricated aluminum sign cabinet
with exposed neon attached to face reading
"HOLLYWOOD EXPRESS" and aluminum channels, internally illuminated
with white neon, plexiglas face reading "VINED" as
shown in UNIVERSITY BRINK drawing B 14147

3. Is proposed sign a copy replacement N/A or total replacement of a
legally erected non-confirming sign?
What are the dimensions of the existing non-confirming sign?

C. COMMUNITY DEVELOPMENT DEPARTMENT DESIGN REVIEW DECISION - FOR USE BY
INSPECTIONAL SERVICES DEPARTMENT

1. Decision Approved as submitted
all projecting signs over a public walkway
require approval of the City Council.

2. Findings

- a. The proposed sign does not conform to the Decision of the CDD.
Sign requires action from the Board of Zoning Appeal:
Variance _____
Special Permit _____
- b. The proposed sign conforms to the Decision of the CDD: ✓
- c. Sign does not require CDD design approval. _____
- d. Sign requires City Council Approval (awnings and projecting signs) _____.

12.7.1990

(date)

Elaine C. Thorne

Authorized signature for the
Community Development Department

**university
brink**

Signmaker since 1866

60 Coolidge Ave, Watertown, MA 02172
617-926-4400

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CAMBRIDGE MA.

Approved _____ Date _____

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Name/No.
HOLLYWOOD EXP. VIDEO

Location
CAMBRIDGE, MA.

Description
PROJECTING SIGN

Scale
NOTED

Date
10.10.90

Drawn
F.F.

Checked

Sheet

Dwg. No.

B14147

ILLUMINATED CHANNEL W/ DECORATED ALEXIGLAS FACE, PLASTIC TRIMCAP, & ALUM. SIDEWALLS; INTERNALLY ILLUM'D. W/ WHITE HEAT TUBING. COLORS AS FOLLOWS:
"V", WHITE LETTER W/ BLACK OUTLINE ON DEEP YELLOW FACE, W/ RETURN & TRIMCAP TO MATCH YELLOW; "I", WHITE LETTER W/ BLACK OUTLINE ON PINK FACE, W/ RETURN & TRIMCAP TO MATCH PINK; "D" YELLOW; "E" PINK; "O" YELLOW.

ACCESS PANEL
TRANSFORMER(S)

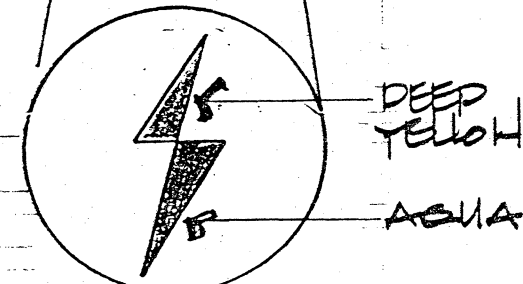
DOUBLEBACK HEAT
SLEEVE W/ RUBBER
INSUL. BOOT PAINT WHITE

DOUBLE FACE
CUSTOM FAB'D.
ALUM. CABINET,
PAINT WHITE, W/
INTERNAL ALUM. &
FRAME

EXPOSED RED
HEAT LETTERS

1/4" SAW CUT ALUM.
APPLIQUE, STUD
PAINT. TO SIGN
FACE & PAINT.
SILVER METALLIC

SECTION
1 1/2" x 1 1/2"
approved as submitted
12.7.1990
Elaine Thorne



DETAIL OF REPETITIVE
BACKGROUND PATTERN

FIELD SURVEY OF SIGN
LOCATION REQ'D PRIOR TO FAB.
TO VERIFY MOUNTING METHOD

ROUND ALUM. TUBES, WELD
TO 1/2" ALUM. ENDPLATE;
PAINT ENDPLATE DK. BRONZE
TO MATCH BLDG. FASCIA;
PAINT ROUND TUBE SILVER
METALLIC.

Cambridge, 12/21/ 1990

RECEIVED BY
OFFICE OF CITY CLERK

1590 DEC 21 AM 10:51
To the Honorable, the City Council of the City of Cambridge:

CAMBRIDGE MA
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 Hollywood Express be granted permit to erect a sign of the following specifications in front of premises 1740 Mass Ave.

Type: ALUMINUM CABINET, PLEXIGLAS FACES WITH NEON ILLUMINATION
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: HOLLYWOOD EXPRESS VIDEO

Size: 16'1/2" x 8" x 4'

Weight: 150 lbs

How Erected: A: 4'4" B: 10'
(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 10' Top 12'8"

[Signature]
(Signature of Applicant)

60 Coolidge Ave Watertown, Ma
(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

12/21/90
Date

8.

H-5

PETITION

of Hollywood Express

for a sign

No. 1740 Mass. Ave.

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Order adopted

In City Council, Jan. 7 1991

Referred to the Committee on

Attest:

City Clerk