



City of Cambridge

Communication No. 6

IN CITY COUNCIL

June 13, 1988

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 Gregory A. Beit, d/b/a Shake, Rattle & Roll for the erection of a sign at 987 Massachusetts Avenue, Cambridge, MA.

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 satisfactory bond in the sum of Six Thousand (\$6,000.) Dollars, conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said sign.

In City Council June 13, 1988.
Adopted by the affirmative vote of 8 members.
Attest:- Joseph E. Connarton, City Clerk.

A true copy;

ATTEST:-

Joseph E. Connarton
Joseph E. Connarton, City Clerk.



City of Cambridge

Communication No. 6

IN CITY COUNCIL

June 13, 1988

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 Gregory A. Beit, d/b/a Shake, Rattle & Roll for the erection of a sign at 987 Massachusetts Avenue, Cambridge, MA.

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 satisfactory bond in the sum of Six Thousand (\$6,000.) Dollars, conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said sign.

In City Council June 13, 1988.

Adopted by the affirmative vote of 8 members.

Attest:- Joseph E. Connarton, City Clerk.

A true copy;

ATTEST:-

Joseph E. Connarton
Joseph E. Connarton, City Clerk.



City of Cambridge

Communication No. 6

IN CITY COUNCIL

June 13, 1988

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 Gregory A. Beit, d/b/a Shake, Rattle & Roll for the erection of a sign at 987 Massachusetts Avenue, Cambridge, MA.

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 satisfactory bond in the sum of Six Thousand (\$6,000.) Dollars, conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said sign.

In City Council June 13, 1988.
Adopted by the affirmative vote of 8 members.
Attest:- Joseph E. Connarton, City Clerk.

A true copy;

ATTEST:-

Joseph E. Connarton
Joseph E. Connarton, City Clerk.

RECEIVED BY
OFFICE OF CITY CLERK
1988 JUN 16 PM 2:34
SIGN DESIGN REVIEW APPLICATION
COMMUNITY DEVELOPMENT DEPARTMENT
CAMBRIDGE MA.

APPLICANT: _____

(name)

435-3802
(phone)

937 Mass. Ave.

Cambridge MA 02138

(address)

(signature, authorized representative)

PROPERTY OWNER: _____

LOCATION PREMISES: _____

ZONING DISTRICT: _____

AREA OF SPECIAL
PLANNING CONCERN:

Harvard Sq.
Overlay

Parkway
Overlay

Bus. B-1 or B-2

DATE APPLICATION SUBMITTED: _____

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

B. PROPOSED SIGNS

- | 1. Proposed Sign(s) | <u>Height</u>
(to top of sign) | <u>Area</u> | <u>Dimensions</u> | <u>Illumination</u> |
|---------------------|-----------------------------------|-------------|-------------------|---------------------|
|---------------------|-----------------------------------|-------------|-------------------|---------------------|

Wall Sign

Free Standing

Projecting

96 sq ft 4' x 24' natural

Other

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

See enclosed

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

A. EXISTING CONDITIONS

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

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

30' 25'

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

60' 50'

4. Total area of signage currently located on subject lot (Store)

None.

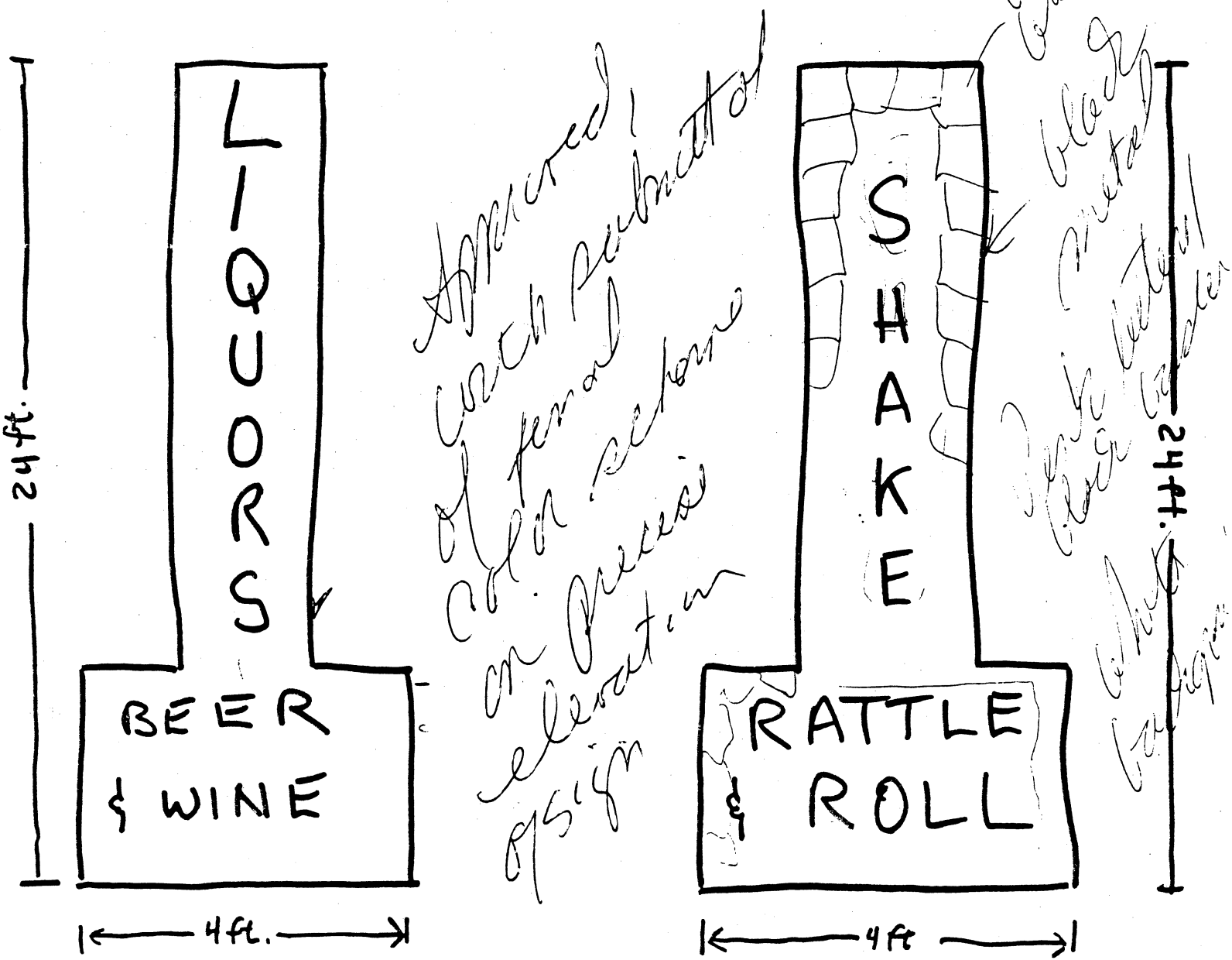
5. Existing Signs Name Type Area Date of Bldg. Permit

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

① Sign #1 already exists at 987 MASS. AVE. CAMBRIDGE. We are asking for a transfer of lettering, as opposed to the erection of a new sign. Sign presently reads, "Liquors, Beer & Wine". We propose to change the lexan panels to read, "Shake, Rattle & Roll".

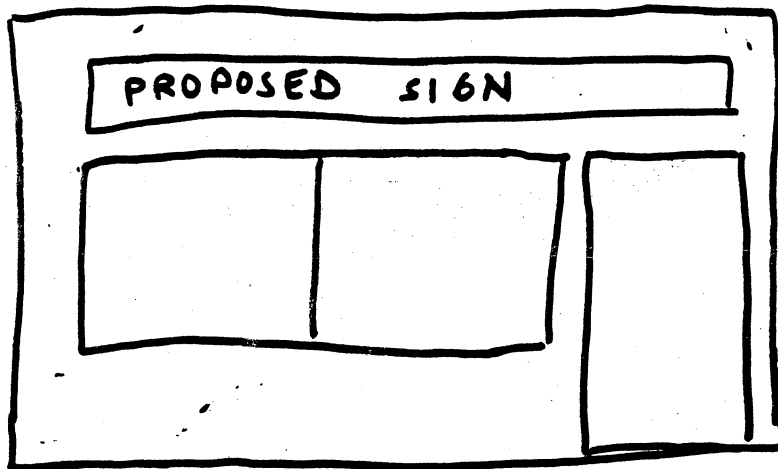
FROM:

TO:



Gregory Beit
465-3804

Sign #2 to be erected at 481 MASS. AVE, CAMBRIDGE.
Material proposed is aluminium mounted to front of
building via six steel bolts. Sign to be 20 ft. wide
by 18 inches high



20 ft.

18"
↓
Vintage Jukeboxes
Sales/Rentals

Kings of Nostalgia

11 Arcade & Games
Collectibles

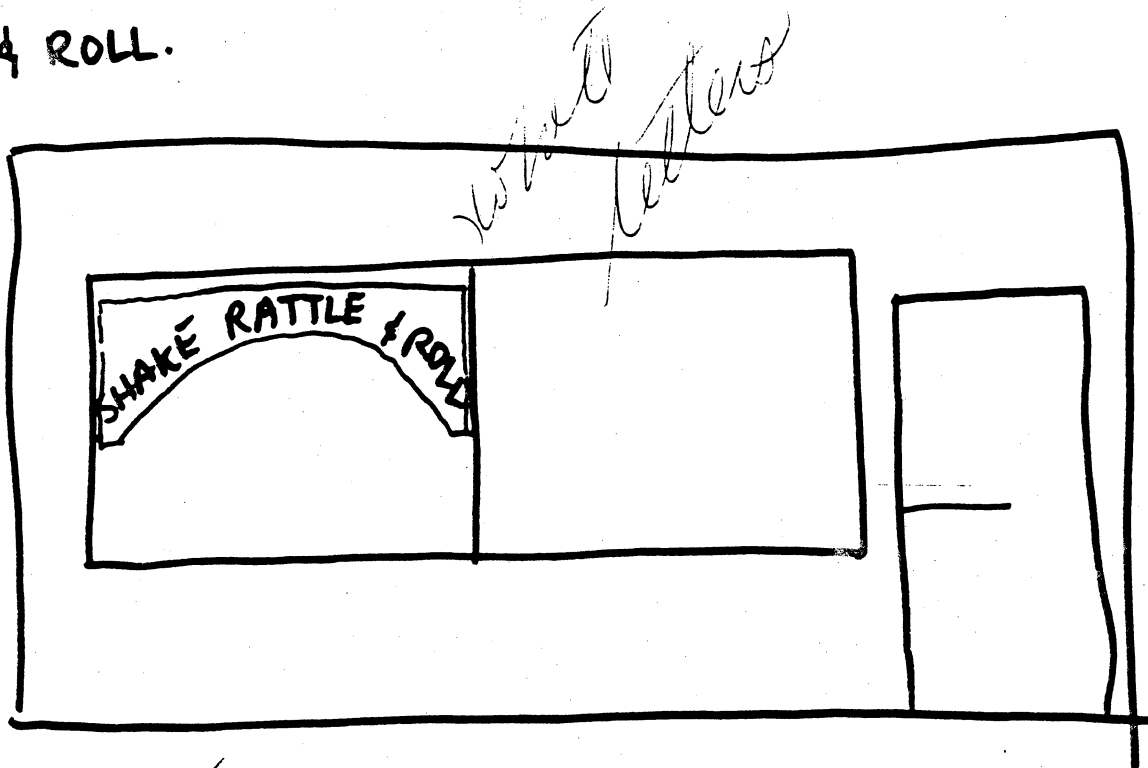
SD's Giftware/Nostalgia

SD's Clothing
Neon Clocks

Sign to be mounted approximately 10 ft. from ground

Not
approved;
exceeds
signing permits
committee
on 5 foot front

sign #3 to be erected at 987 Mass. Ave, Cambridge.
Material proposed is neon to be mounted on interior
ceiling of store to hang in back of store front glass.
Total sign is 7 ft. wide x 2 ft. tall mounted
on clear lexan. Letters are 9 inches tall. Below
is front of store front. Letters to read Shake, Rattle,
& ROLL.



not
approved;
exceeds zoning
limits permitted
on store front

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

1. Decision Replacement of face
according to attached sketch
as approved; submitted
of rendered elevation of sign
shall be required. *

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: X

c. Sign does not require CDD design approval.

6/8/88
(date)

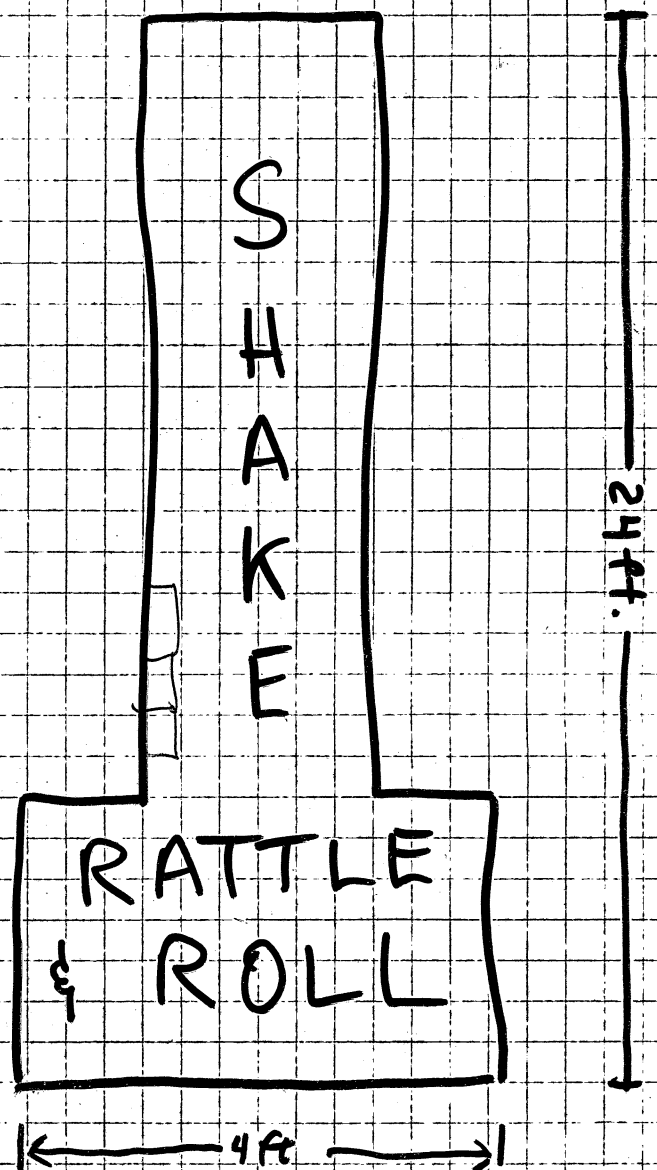
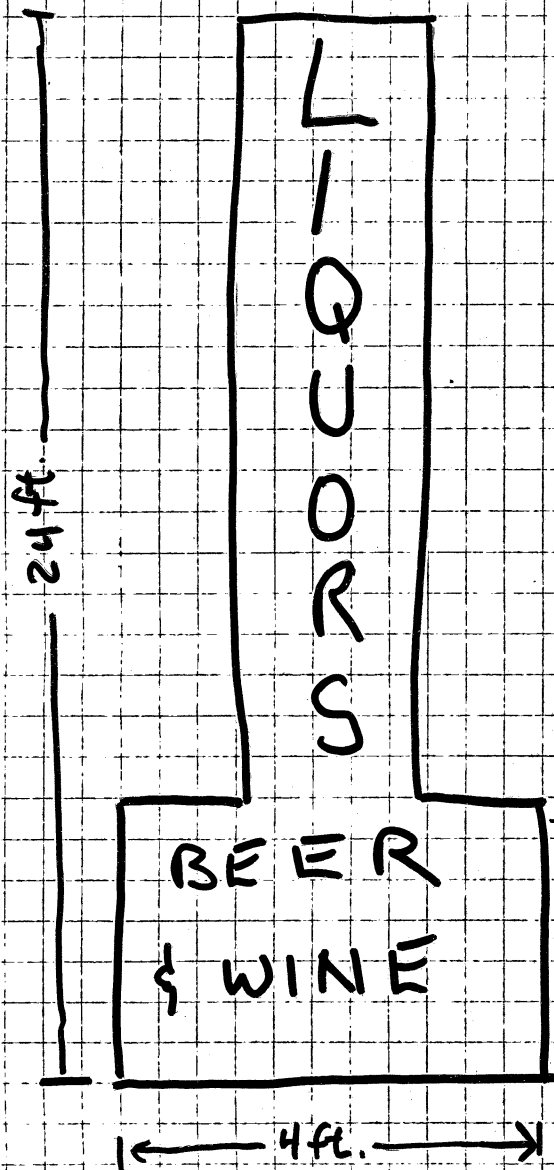
Robert Baer
Authorized signature for the
Community Development Department

*Additional signage would
exceed the permitted signage
on store front.*

- ① Sign #1 already exists at 987 MASS. AVE. CAMBRIDGE. We are asking for a transfer of lettering, as opposed to the erection of a new sign. Sign presently reads, "Liquors, Beer & Wine". We propose to change the lexan panels to read, "Shake, Rattle & Roll".

FROM:

TO:





CITY OF CAMBRIDGE

INSPECTIONAL SERVICES DEPARTMENT CITY HALL
CAMBRIDGE, MASSACHUSETTS 02139 (617) 498-9013

JOSEPH J. CELLUCCI
COMMISSIONER OF BUILDINGS
AND HOUSING

To Whom It May Concern:

As owner or agent of VJ He new friendly eating place inc, Cambridge, Massachusetts,

I do hereby declare my disapproval _____ approval / of the installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: Already in existence to change from "LIQUORS" to Shake Rattle & Roll

of said property.

Signed: John Panagopoulos Date: 5-26-88

Address: 985 Mass Ave Cambridge MA

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

Les Barber
Community Development



CITY OF CAMBRIDGE

INSPECTIONAL SERVICES DEPARTMENT CITY HALL
CAMBRIDGE, MASSACHUSETTS 02139 (617) 498-9013

JOSEPH J. CELLUCCI
COMMISSIONER OF BUILDINGS
AND HOUSING

To Whom It May Concern:

As owner or agent of Gemini Spirits, Cambridge, Massachusetts,

I do hereby declare my disapproval _____ approval X of the installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: To Remain at 987 Mass. Ave, Cambridge

of said property.

Signed: [Signature] Date: 5/26/88

Address: 991 Mass. Ave. Cambridge MA.

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

Cambridge, 5/18 19 88

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 Gregory A. Beit be granted permit to erect a sign of the following specifications in front of premises 989 Mass. Ave.

Type: Electric (Flourescent) Steel, & hexan
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: Sign already exists! We request permission to change panels from "LIQUORS" to "Shake, Rattle & Roll"

Size: 24 ft. H X 4 ft. W

Weight: Approx. 400 lb.

How Erected: A: 3 ft. B: 10 ft.
(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 ft. Top 34 ft.

Greg A Beit
(Signature of Applicant)

1 Milk St., Newburyport MA 01950
(Address)

RECEIVED BY
OFFICE OF CITY CLERK
1988 MAY 25
AM 10:30
CAMBRIDGE MA.

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

5/25/88
Date

H-64

PETITION

of Gregory A. Beit
for a sign
No. 987 Mass. Avenue
_____ 19__

In City Council, June 13 1988

Referred to the Committee on

Attest:

City Clerk

6-13-88

Order Adopted

8-0-1-0.