



City of Cambridge

Calendar Item No. 17

IN CITY COUNCIL

June 13, 1983

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 Pier 1 Imports for the erection of fourteen awnings at the premises numbered 14 Eliot Street.

Provided that, before erecting the above named awnings, the petitioner shall obtain a permit from the Building Department and file with the City Clerk a satisfactory bond in the sum of Nine Thousand (\$9,000.) Dollars conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said awnings.

Provided further that this permit is issued subject to the condition that the words "Pier 1 Imports" appear only on the two street level awnings and not on the remaining twelve awnings and further, that the awnings be of a uniform color.

Provided further that any violation of these conditions will result in the revocation of this permit.

In City Council June 13, 1983.

Adopted by the affirmative vote of 9 members.

Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "Paul E. Healy".



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CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 57 INMAN STREET, CAMBRIDGE 02139

TO: Honorable City Council
FROM: Planning Board
SUBJECT: Council Order - May 16, 1983
DATE: June 7, 1983

City Council Communication Number 3 of May 16, 1983 made two requests of the Planning Board. The first request, from Councillor Duehay, was for a report outlining a uniform policy on the disposition of petitions for banners and awnings. The second request was for a report on the petition by Pier 1 Imports for fourteen (14) awnings with the lettering "Pier 1 Imports" on each awning.

The Community Development Department staff is currently working on revisions to the sign ordinance and anticipates that a more detailed guideline for signs and advertising including awnings and banners will be developed as a supplement to this regulation. As currently drafted the revised sign ordinance suggests that projecting signs (whether on banners, awnings or other devices) be limited to a first floor location and limited in size to 6 to 10 square feet. In the mean time we suggest that each petition for an awning and/or banner be reviewed by the Community Development Department staff for comment prior to City Council action on petitions before them.

In response to the second request, we recommend that the twelve (12) awnings above the first floor at 14 Eliot Street, not contain the lettering "Pier 1 Imports."

The graphic display on these awnings create unnecessary visual clutter particularly as the three (3) inch lettering will not be legible from street level. Therefore, we suggest that the awnings be of a uniform color and only the two street level awnings contain the "Pier 1 Imports" graphics.



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139

Tel. 498-9011

EXECUTIVE DEPARTMENT

ROBERT W. HEALY

City Manager

June 13, 1983

To the Honorable, the City Council:

I transmit herewith communication from the Planning Board relative to requests of the City Council of May 16, 1983, for reports outlining a uniform policy on the disposition of petitions for banners and awnings, and on the petition by Pier 1 Imports for fourteen awnings.

Very truly yours,

Robert W. Healy
City Manager

RWH/b

Re: City Council request for a report on a uniform policy on the disposition of petitions for banners & awnings & recommendations on the petition of Pier 1 Imports for fourteen awnings.

6/13/83

Referred to Committee
#13 -

for Order Adopted
as Recommended
by Planning Board

In City Council,

June 13, 1983

6/13/83

for Recommendation
by E. DeLong as
submitted by the
Planning Board