

The Commonwealth of Massachusetts

DEPARTMENT OF PUBLIC WORKS

100 NASHUA STREET, BOSTON, MASS.

The Mayor's Office
City Hall
Cambridge, Mass.

Gentlemen:—

Enclosed find one application for the erection of billboard or sign in the
City of Cambridge
~~Town~~

The application ~~are~~ ^{is} listed under the following number: 30707

and dated September 12, 1944

RULES AND REGULATIONS

"Sec. 2-D. Upon receipt by the Division 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 Division 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 Division its objections, in writing, and thereupon the Division 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 Division before final action is taken upon such application."

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

Respectfully yours,

William F. Mc Carthy

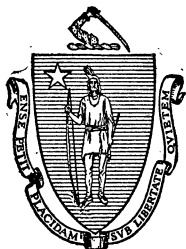
Director of Outdoor Advertising.

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

DUPLICATE

Application No. 30707

Permit No.



The Commonwealth of Massachusetts

APPLICATION FOR PERMIT TO LOCATE OUTDOOR ADVERTISING SIGNS

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

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 University Beverage Co per A. Grogan

Address 1731 Massachusetts Ave., Cambridge

Dated at Sept 5 1944

ANSWER FOLLOWING QUESTIONS IN FULL

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

Street and number 1731 Mass Ave., Cambridge

Rear?
Nearest Station Marker Opposite? Feet Away?

Rear?
Nearest Pole Number Opposite? Feet Away?

Route number TOWN OR CITY Cambridge

2. Dimension of sign 10' feet long and 6' feet high

3. Distance from boundary line of public way 20' 4. Height from ground to top of sign 10'

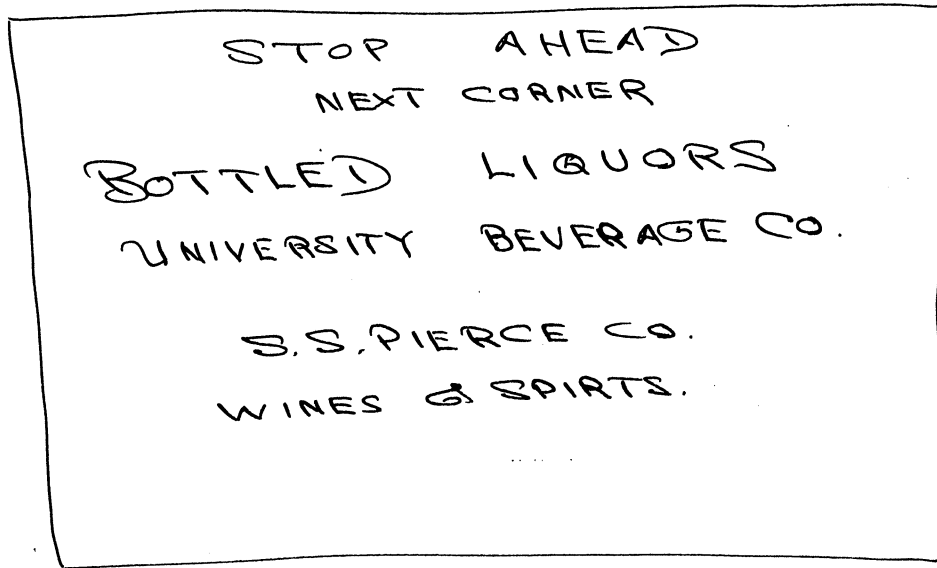
5. To be constructed of wood & tin 6. Has consent of owner or agent been obtained? Yes

7. Remarks

Sign on side of building facing
Shell gas station

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

.....
Director

Approved 19.....

.....
DEPARTMENT
OF
PUBLIC WORKS

.....
Commissioners



CITY OF CAMBRIDGE
MASSACHUSETTS
EXECUTIVE DEPARTMENT

JOHN B. ATKINSON
CITY MANAGER

September 18, 1944.

To the Honorable, the City Council:

I transmit herewith a communication from the
Director of Outdoor Advertising with enclosure relative
to an application for an advertising sign at 1737 Massa-
chusetts Avenue.

Very truly yours,

John B. Atkinson
City Manager.

JBA:M

12
COMMUNICATION
from the City Manager trans-
mitting one from Director of Outdoor
Advertising, Commonwealth of Mass.,
together with application of University
Beverage Cos. for permit to locate
sign on side of building #1737 Mass
Ave, Cambridge.

SEP 18 1944
In City Council _____

Referred to the Committee on

Public Service

Frederick H. Burke
City Clerk





City of Cambridge

IN CITY COUNCIL

September 25, 1944.

WHEREAS:-

A communication has been received from the Director of Outdoor Advertising, Department of Public Works, Commonwealth of Massachusetts, enclosing application of University Beverage Company, No. 30707 for the erection of outside advertising sign at the following location:-

No. 30707 University Beverage Company, -Wall
at No. 1731 Massachusetts Avenue

It is therefore

ORDERED:-

That the aforesaid application No. 30707 for the erection of and advertising sign at the aforesaid location be approved.

City Council SEP 25 1944

Adopted by the affirmative vote

of 7 members

Frederick H. Burke City Clerk

City of Cambridge

In City Council September 25, 1944.

The

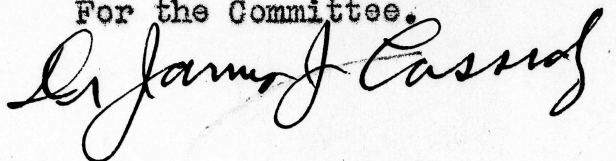
Committee on Public Service

to which was referred a communication from the City Manager transmitting one from William F. McCarty, Director of Outdoor Advertising, Department of Public Works, Commonwealth of Massachusetts, enclosing application of University Beverage Company, No. 30707 for the erection of outdoor advertising sign

Reports,

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

For the Committee.

A handwritten signature in dark ink, appearing to read "William J. Cassady", written in a cursive style.

REPORT

Committee on Public Service
afford - variety sign 1731
Mass. Ave.

Morton
Carroll
Pres

Sep 25, 1944