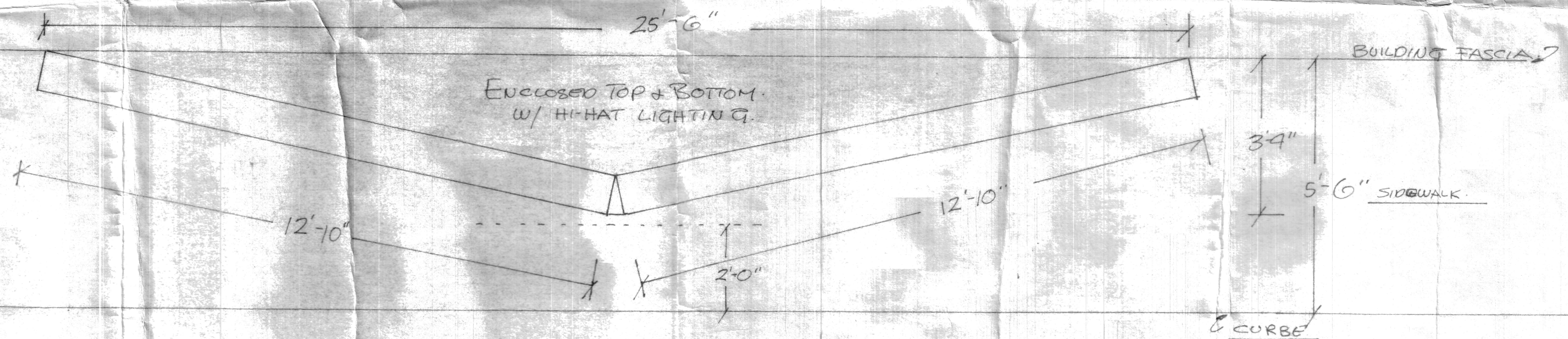




POYANT SIGNS, INC.

2812 ACUSHNET AVENUE
NEW BEDFORD, MASS. 02745
TELEPHONE: (617) 995-1777

SKETCH NO.:	APPROVED BY:
-------------	--------------

APPROVED BY:

DRAWN BY: FBC.

SCALE: $1/2" = 1'-0"$

DATE: 9/15/82

TITLE/LOCATION:

CHURCH ST. / CAMBRIDGE, MA.

INFORMATION CONTAINED ON THIS DRAWING IS THE PROPERTY OF
POYANT SIGNS, INC. AND MAY NOT BE USED NOR REPRODUCED WITH-
OUT EXPRESS PERMISSION OF POYANT SIGNS, INC.

SALESMAN:
L. POYANT.



City of Cambridge

Agenda Item Number 11

IN CITY COUNCIL

February 28, 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 Harvard Square Enterprises, Inc., for the erection of a marquee at the premises numbered 10 Church Street. Said marquee to be comprised of two panels, each panel measuring 7'5" high and 12'10" long, projecting 3'6" over the sidewalk at a height of 12' from the sidewalk and weighing approximately one thousand pounds, as outlined according to plans submitted by Poyant Signs, Inc., copies of which are on file in the City Clerk's Office; and be it further

12' net

ORDERED:

That this permit is granted subject to the following conditions:

1. That the petitioner engage the Townscape Institute to develop a treatment to clean the entire wall facing Church Street, making it free of all graffiti, posters and related matter.
2. That the petitioner direct the Townscape Institute to effectuate a 20% reduction in the lumens, in such a manner as to restrict glare in the immediate area.
3. That the petitioner install iron screens on the present facade to reduce the area open to posters and graffiti.
4. That the petitioner replace the existing mural with an extensive painted one, as shown on the sketch submitted to the City Council on the meeting of February 28, 1983.
5. That the petitioner comply with the above conditions within six months of the date of this order, failure to comply with the stated conditions will result in revocation of this permit; and be it further

ORDERED:

That before erecting the above named marquee, the petitioner shall obtain a permit from the Building Department and file with the City Clerk a satisfactory bond in the sum of Twelve Thousand Dollars (\$12,000.00) conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said marquee.

In City Council February 28, 1983.

Adopted by the affirmative vote of 8 members.

Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-

Paul E. Healy



CITY OF CAMBRIDGE
INTEROFFICE CORRESPONDENCE

To Councillor Francis H. Duehay

Date March 11, 1983

From Paul E. Healy, City Clerk *PEH*

Reference

Subject Harvard Square Enterprises marquee at 10 Church St.
(The Harvard Square Theatre).
License for Townsend Limousine Service for the carriage
of passengers over certain public ways in the City of
Cambridge.

Dear Councillor Duehay:

Enclosed herewith you will find drafts of the two proposed orders in connection with the above entitled matters. Would you please indicate if there are any further amendments that you feel are required and wish to include in said orders, as I anticipate issuing them to the petitioners in the coming week.

Your kind cooperation in this matter will be greatly appreciated.

PEH/mh

Enclosures



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To Councillor Francis H. Duehay

Date March 11, 1983

From Paul E. Healy, City Clerk *PEH*

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Your kind cooperation in this matter will be greatly appreciated.

PEH/mh

Enclosures



City of Cambridge

IN CITY COUNCIL

February 28, 1983

VICE-MAYOR RUSSELL

ORDERED:

That a license is hereby granted to Townsend Limousine Service under the provisions of Chapter 159A of the Massachusetts General Laws for the operation of two buses for the carriage of passengers and military personnel to be conveyed from Fort Devens to Logan Airport over the following public ways in the City of Cambridge:

Concord Turnpike (Route 2) between the Cambridge-Belmont Town Line and Alewife Brook Parkway,
Rindge Avenue Extension between Alewife Brook Parkway and its termination point,
then back onto Alewife Brook Parkway, Fresh Pond Parkway and Memorial Drive to its destination at Logan Airport and return from Logan Airport by the same route;

and be it further

ORDERED:

That this license be granted with the following provisions:

1. That these vehicles will make no stops within the City of Cambridge for the pick up and discharge of passengers, except at the Rindge Avenue Extension location for military and project personnel.
2. That no more than two buses of twelve passenger capacity will operate on this route.
3. That no more than four trips daily will be made by these buses.
4. That any and all changes in the conditions outlined above are subject to the approval of the City Council;

and be it further

ORDERED:

That this license is granted subject to the condition that Townsend Limousine Service file with the City Clerk a schedule each year of all passenger rates, routes and any amendments thereto in the future;
and be it further

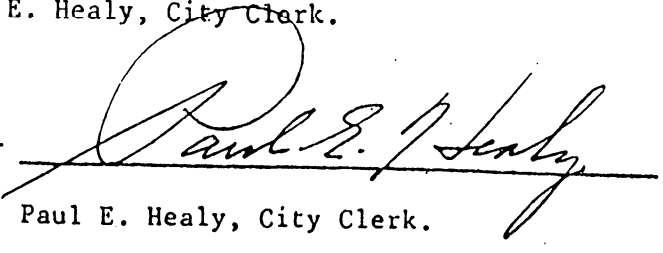
ORDERED:

That the City Council reserves the right to revoke the license granted in the event of the breach of any conditions outlined above.

In City Council February 28, 1983.
Adopted by a yea and nay vote:-
Yeas 7; Nays 0; Absent 1; Present 1.
Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-


Paul E. Healy, City Clerk.

Approved by Mayor

Approved by City Manager



City of Cambridge

Agenda Item Number 11

IN CITY COUNCIL

February 28, 1983

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ORDERED: That this permit is granted subject to the following conditions:

1. That the petitioner engage the Townscape Institute to develop a treatment to clean the entire wall facing Church Street, making it free of all graffiti, posters and related matter.
2. That the petitioner direct the Townscape Institute to effectuate a 20% reduction in the lumens, in such a manner as to restrict glare in the immediate area.
3. That the petitioner install iron screens on the present facade to reduce the area open to posters and graffiti.
4. That the petitioner replace the existing mural with an extensive painted one.
5. That the petitioner comply with the above conditions within six months of the date of this order, failure to comply with the stated conditions will result in revocation of this permit; and be it further

ORDERED: That before erecting the above named marquee, the petitioner shall obtain a permit from the Building Department and file with the City Clerk a satisfactory bond in the sum of Twelve Thousand Dollars (\$12,000.00) conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said marquee.

In City Council February 28, 1983.

Adopted by the affirmative vote of 8 members.

Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-

Paul E. Healy



City of Cambridge

Agenda Item Number 11

IN CITY COUNCIL

February 28, 1983

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A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "Paul E. Healy", is written over the printed name of the City Clerk.



City of Cambridge

Agenda Item Number 11

IN CITY COUNCIL

February 28, 1983

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A true copy;

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City of Cambridge

Agenda Item Number 11

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In City Council February 28, 1983.

Adopted by the affirmative vote of 8 members.

Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-

7'4"

HARVARD SQ.

25'6"

BRICK WALL

- 1. Dr. Zhivago
- 2. Dark Crystal
- 3. Six Weeks

THEATRE

182' SQ.

- 1. Dr. Zhivago
- 2. Dark Crystal
- 3. Six Weeks

7'4.5"

12'10"

12'

10 Church St

3h'

Sidewalk

DEVELOPMENT CONSULTATION PROCEDURE

CERTIFICATE OF COMPLIANCE

Small Project Review: ☒Large Project Review: ☐1. Applicant: Harvard Square Enterprises, Inc. 864-4581
(name) (telephone)PO Box 456 Cambridge MA 02238
(address)2. Owner: Anthony Mauriello (Mark Sommer-Theatre Mgr.)

3. Area of Special Planning Concern:

☒
Harvard Square
Overlay DistrictParkway Overlay
DistrictBus. B-1 or
Bus. B-2 district4. Location of Project: 10 Church St.5. Base Zoning District: Business B

6. Type of Development:

(1) Construction of a new building: _____

(2) Construction of another new structure: _____

(3) Any exterior building alteration increasing gross floor area by 100 square feet or more: _____

or exterior building alteration increasing gross floor area by 1000 square feet or more in the Parkway Overlay district: _____

(4) Construction of five or more parking spaces, whether on grade or in a structure: _____

or construction of ten or more parking spaces in the Parkway Overlay District: _____

(5) Erection of a sign: Marquee

(6) Other exterior alteration facing a street (excluding those alterations exempt in subsection 11.42(6)): _____

7. Brief Description of Project: Locate Marquee above entrance of HUD. SQ. THEATRE at 10 Church St., Cambridge.8. Date complete materials submitted: 12/8/92

9. Materials Submitted:

- (1) Written description: _____
- (2) Graphic information:
- | | |
|----------------------------|------------------------|
| a. site plan _____ | c. floor plan _____ |
| b. cross sections <u>✓</u> | d. elevations <u>✓</u> |
| e. other _____ | |

10. Date of Consultation Session: 12/8/82

11. Community Development Staff Comments: _____

SEE ATTACHED

12. Other comments (when applicable): _____

The applicant has complied with the requirements of section 11.40 of the Zoning Ordinance by participating in the Development Consultation Procedure.

12/8/82
(Date)

Carter Barber
Community Development Department
Staff Person

HARVARD SQUARE THEATRE SIGN - Design Consultation 12/9/82
Community Development Staff Comments

* More detailed elevations of the sign and the building to which it is attached are needed to adequately assess the impact of the sign design proposed.

* The sign as marquee is a good idea and carries out a tradition associated with theaters.

* This segment of Church Street is dominated by the featureless facade of the theater wall and would benefit from some attractive signs and storefronts.

* The sidewalk overhang is inconsistent with the use of the sign as marquee; depending on the height of the structure a larger overhang might be appropriate to provide the desirable sense of shelter.

* The length of the sign appears appropriate but in combination with the particular design of the panels the overall effect is one of excessive massiveness.

* Pedestrians are an important feature of Harvard Square; the level and quality of detail on this sign should be such as to provide interest to the walking visitor to the square. This design seems more in keeping with vehicle oriented commercial areas.

* The following design elements could be profitably explored:

(1) One uniform sweep of sign from side to side rather than two discrete panels.

(2) The sign should attach more naturally to the building rather than giving the appearance of being merely stuck on.

(3) The bulk of the sign might be reduced, for instance, by placing "Harvard Square Theatre" as a series of discrete letters on top of the sign.

(4) The horizontal nature of the sign could be emphasized with a more carefully detailed top and bottom, perhaps with the use of something like the traditional theatrical lights (as at the Loeb).

(5) External lighting might be more compatible in this setting than the internal illumination proposed.

(6) Consider the use of such necessary details as the supporting guy wires as an element of the whole design to be exploited.

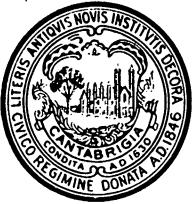
The staff considers this sign an important opportunity to contribute to amenities of Harvard Square. The basic intent of this sign is fine; we would like the opportunity to work with the applicant to explore possible other options for more exciting details.



Fig 11

No
Aetoni

Took
C. P. V. hmy



CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139 • (617) 498-9013

BUILDING DEPARTMENT

JOSEPH J. CELLUCCI
SUPT. OF BUILDINGS AND
INSPECTOR OF BUILDINGS

To Whom It May Concern:

As owner or agent of Ruggles or Harvard Sq.,
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: Marquee _____

of said property.

Signed: [Signature] Date: 12/1/82
Address: 1436 Mass Ave. Camb. Mass

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



CITY OF CAMBRIDGE

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139 • (617) 498-9013

BUILDING DEPARTMENT

JOSEPH J. CELLUCCI
SUPT. OF BUILDINGS AND
INSPECTOR OF BUILDINGS

To Whom It May Concern:

As owner or agent of Golden Temple Emp.,
Cambridge, Massachusetts, I do hereby declare my disapproval _____
approval ✓ of the installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: Marquee
of said property.

Signed: Jordan J. Thakur Date: 12/13/82
Address: 1440 Mass. Ave. Cambridge, MA. 02138

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

Cambridge, Dec. 13, 1982

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 Harvard Sq. Enterprises, Inc. be granted permit to erect a sign of the following specifications in front of premises

Type: Extruded Electric - Aluminum construction
(State whether Electric or otherwise and material used in construction)

Reading matter to go on sign: Lettering for advertising movies

Size: 12'10" x 7'4" 58 (91 sq ft on each side = 182 sq ft)

Weight: About 1000 lbs.

How Erected: A: 3 1/2' B: 12'
(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 12' Top 19'4"

Mary Sommer (Mary Sommer - Tulane Hqr.)
HND. SQ. THEATRE
(Signature of Applicant)

10 Church St, Cambridge, MA 02139
(Address)

864-4581
or 497-4829

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: Joseph J. Cellucci
Building Inspector

12/13/82
Date

2.

13-77

PETITION

of Harvard Square Enterprises, Inc.

for a sign

No. 10 Church Street

December 13, 1982

12/13/82
Traded by Loungier
- Duchay -

In City Council, December 13, 1982

3/1/83 Referred to the Committee on
copy of order sent to Committee
Attest: *Duchay (see letter in their) and*

12/13/82

City Clerk

MV
2/28/83
Duchay - Placed
ORIGINAL ON FILE
See 2/28/83 order