

### CITY OF CAMBRIDGE

#### PERMANENT SIGN OR STRUCTURE THAT WILL OBSTRUCT THE PUBLIC WAY MORE THAN SIX INCHES

Cambridge, April 14, 20 14

To the Honorable, the City Council of the City of Cambridge:

EACH PETITION MUST BE ACCOMPANIED BY A DRAWING OF PROPOSED SIGN, INDICATING DESIGN AND DIMENSIONS AND LOCATION ON PREMISES.

The undersigned respectfully prays that Aesop, USA, Inc.  
(NAME OF BUSINESS)

be granted permit to erect a sign of the following specifications in front of premises located at  
49 Brattle St., Cambridge MA 02308  
(ADDRESS)

Type of Sign: Existing, non-conforming neon/metal sign  
(state whether electric or otherwise and material used in construction)

Reading matter to go on sign: Aesop

Size: 60" x 48" (5'-0" x 3'-7") Weight: 240 lbs (estimate)

Public Way Obstruction: A. 60" (5'-0") B. 11'-0"  
(Give exact distance sign is to extend over sidewalk) (Also exact distance from bottom of sign to sidewalk)

Height Above Grade: Bottom: 11'-0" Top: 14'-7"

#### NOTICE - REGULATIONS

[Section 12.08.010 Municipal Code - Encroachments onto Streets] Section 12.12.0 State Building Code - Projecting Signs]

- A projecting sign shall be constructed wholly of incombustible materials.
- All signs must meet requirements of Zoning Ordinances and Building Code.
- Note: Section 12.12.220 provides in part "every owner who maintains a . . . structure in or over a street . . . shall do so only on the condition that such maintenance shall be considered as an agreement on his part to keep the same and the covers thereof in good repair and condition, at all times during his ownership, and to indemnify and save harmless the City against any and all damages, cost or expenses which it may sustain, or be required to pay by reason of such . . . structure."

PROPERTY OWNER OR AUTHORIZED AGENT HEREBY STATES THAT INFORMATION IS TRUE TO THE BEST OF HIS/HER KNOWLEDGE AND UNDERSTANDING UNDER PAINS AND PENALTY OF PERJURY.

Myer R. Dana, Managing Agent 1340 Centre St., Suite 101 617-928-1700  
(Property owner or authorized agent) (Address) (Tel. No.)  
Myer R. Dana  
35 W. 26th St. Suite 9E  
New York, NY 10018 718/669-9973  
(Business owner) (Address) (Tel. No.)  
Daniel Olenstein  
Aesop, USA, Inc.

### PROJECT SCHEDULE

SIGN TYPE/ DESCRIPTION:	QTY.:	PG.
A. NEW PANELS FOR BLADE SIGN WITH SKELETAL NEON LOGO	ONE (1)	5
B. VINYL WINDOW GRAPHIC	ONE (1)	7

PROJECT:

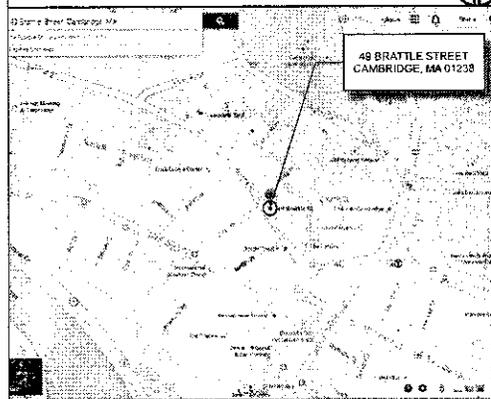
# Aēsop

49 BRATTLE STREET  
CAMBRIDGE, MA 01238

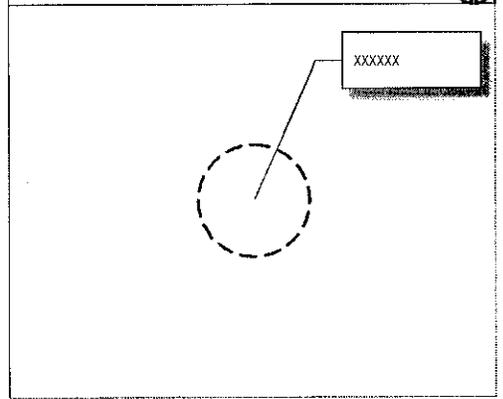
### REVISIONS

#	DATE	DB	NOTES
R1	4/1/2014	JWM	• CHANGED TO ROUTED BRONZE PANELS WITH LED ILLUMINATION
R2	4/2/2014	JWM	• CHANGED DETAILS ON PANEL SIGN • ADD GOLD WINDOW VINYL
R3	4/14/2014	JWM	• WENT BACK TO SKELETAL NEON PANELS

### MAP



### KEY



**TRIANGLE  
SIGN & SERVICE**

CLIENT & LOCATION

**Aēsop**

49 BRATTLE STREET  
CAMBRIDGE, MA 01238

LEAD NO.

00120431 R3

DATE

4/14/2014

REVIEWED BY

REVISION

SHEET NO.

SALESMAN

NL

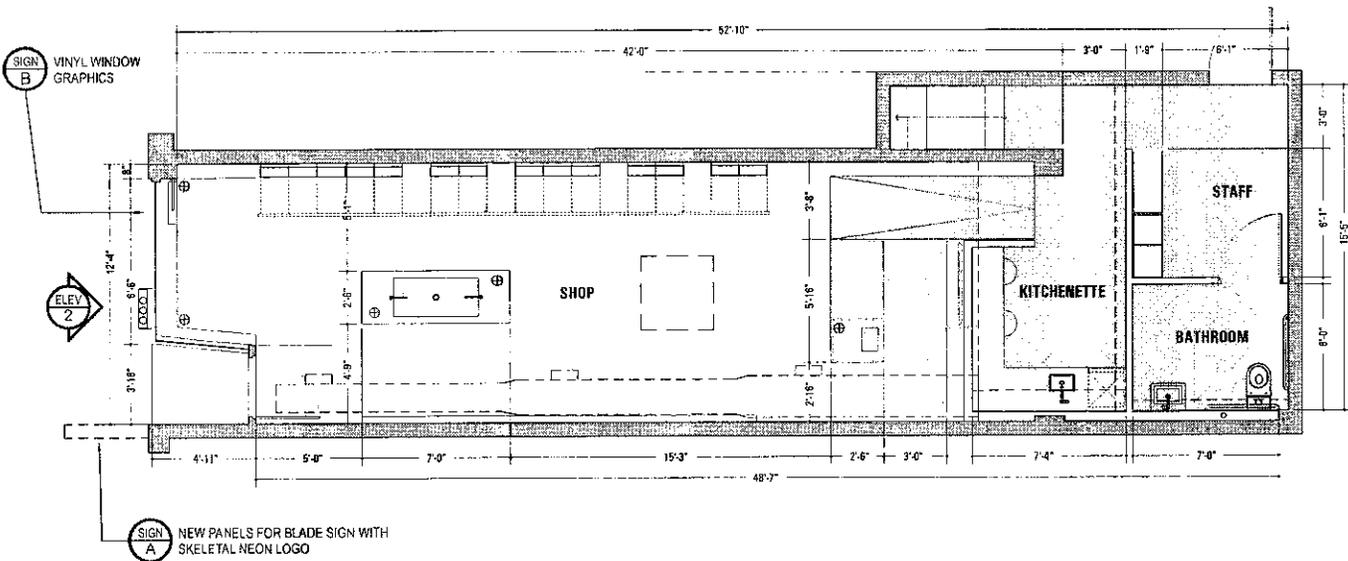
DRAWN BY

JWM

SEG. NO.

1 of 7

FLOOR PLAN  
SCALE: N.T.S.



**TRIANGLE  
SIGN & SERVICE**

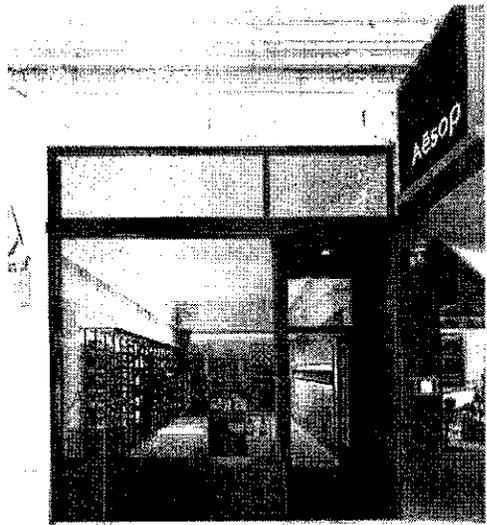
CLIENT & LOCATION  
**Aēsop**

49 BRATTLE STREET  
CAMBRIDGE, MA 01238

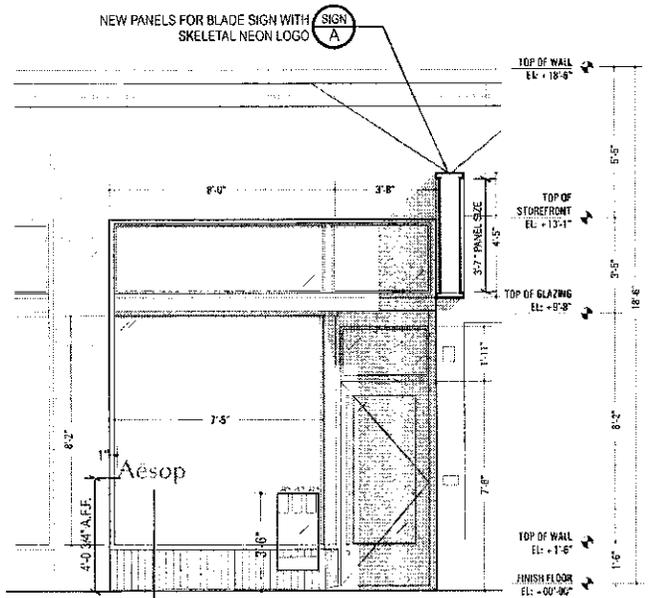
LEAD NO. 00120431 R3	DATE 4/14/2014	REVIEWED BY	REVISION
SALESMAN NL	DRAWN BY JWM	SEG. NO.	

SHEET NO.  
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STOREFRONT ELEVATION 2  
SCALE: 1/4"=1'-0"



VINYL WINDOW GRAPHICS SIGN B



VINYL WINDOW GRAPHICS SIGN B

**TRIANGLE**  
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LEAD NO. 00120431 R3	DATE 4/14/2014	REVIEWED BY	REVISION
SALESMAN NL	DRAWN BY JWM	SEG. NO.	

SHEET NO.  
**3 of 7**

PROPOSED SIGNAGE RENDERING

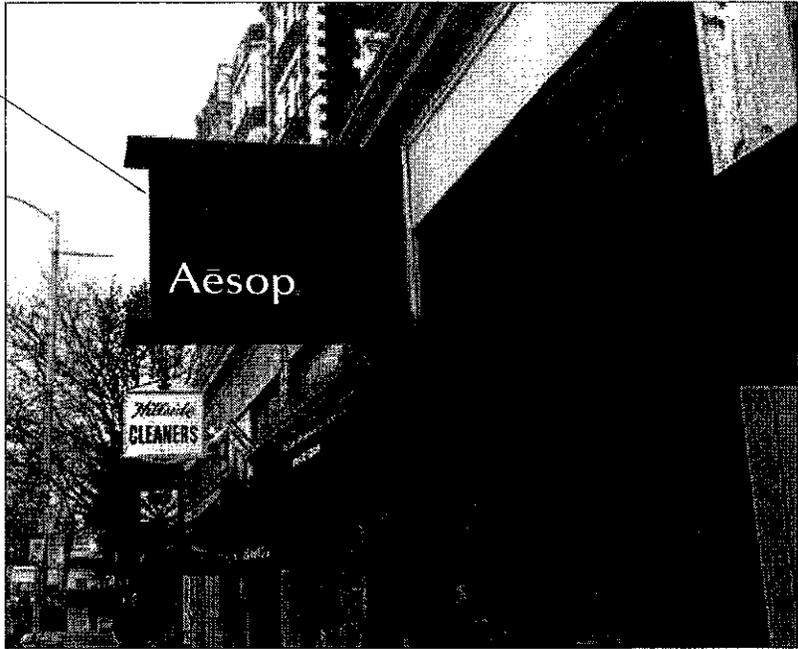
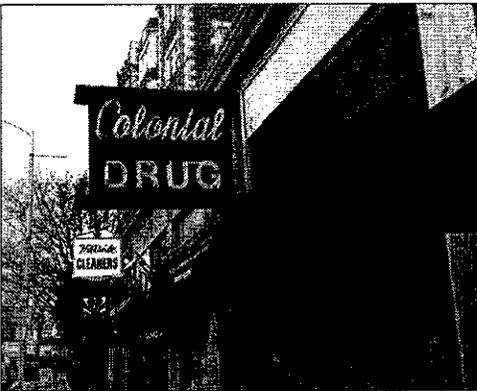
SCALE: N.T.S.

2

PROPOSED

NEW PANELS FOR BLADE SIGN WITH SKELETAL NEON LOGO SIGN A

EXISTING



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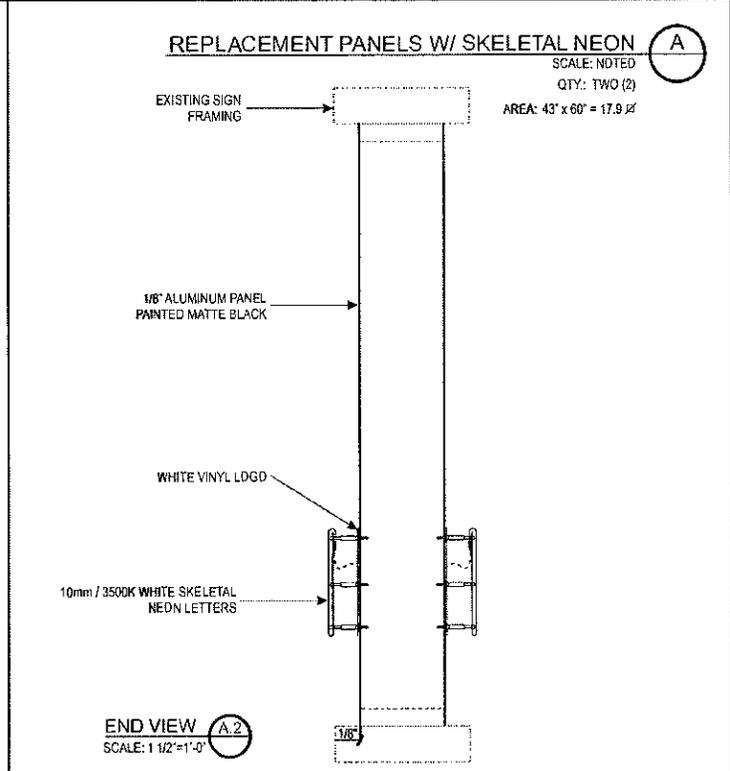
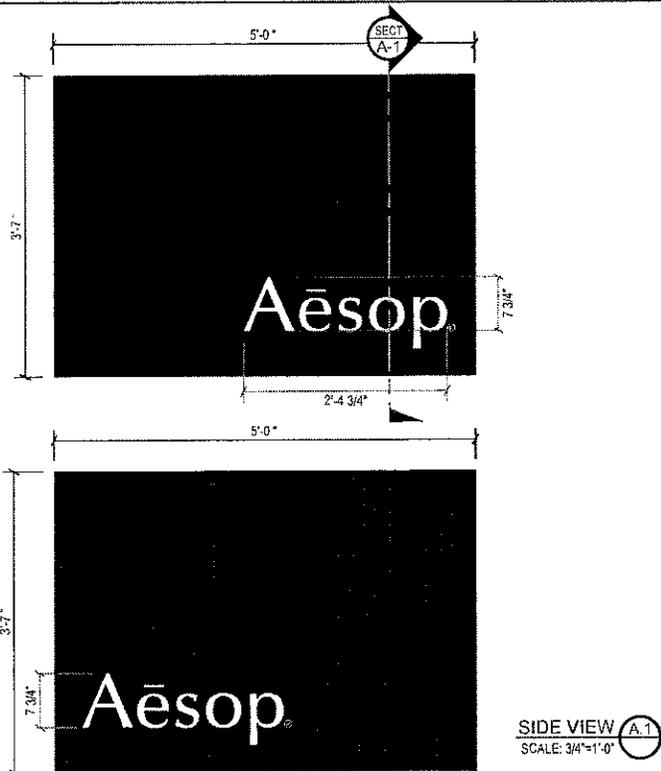
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**TRIANGLE  
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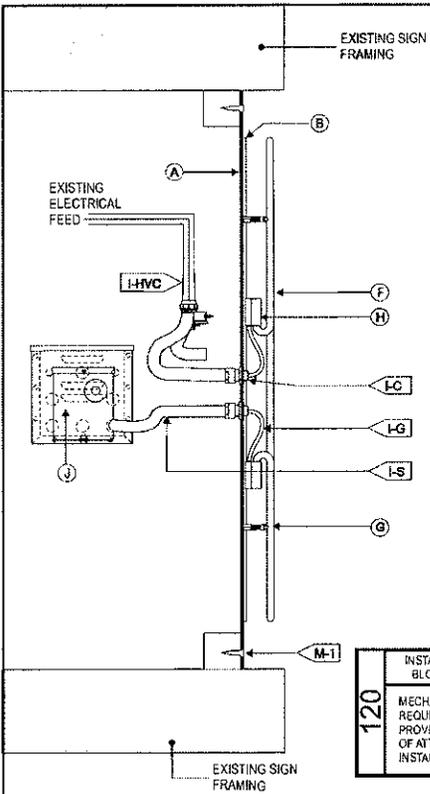
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SHEET NO.

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SKELETAL NEON LETTERS ON ALUMINUM BACKGROUND PANEL		SCALE: N.T.S.
<b>(A) FACE</b>		
MATERIAL:	1/8" ALUMINUM	
COLOR / FINISH:	BLACK / MATTE	
<b>(B) VINYL LOGO</b>		
COLOR:	OPAQUE WHITE VINYL	
<b>(F) ILLUMINATION:</b>		
NEON:	10MM	
COLOR:	3500K WHITE	
<b>(G) TUBE SUPPORT</b>		
MATERIAL:	STANDARD GLASS	
<b>(H) HOUSING</b>		
TYPE:	BENDBACKS / ELECTROBITS / UL COMPONENTS	
<b>(I) WIRING</b>		
I-HVC:	ELECTROBIT HVC CONNECTOR	
I-C:	1/2" SEALITE CONNECTOR	
I-G:	GTO	
I-S:	1/2" SEALITE	
<b>(I) TRANSFORMERS</b>		
TYPE:	REMOTE UL 2161 POWER TRANS.	
	HOUSE IN WEATHER-PROOF, TOP ACCESS METAL BOX	
VOLTAGE:	120V	
	TRANSFORMER POWER FACTOR: 30MA	
<b>(M) MOUNTING</b>		
M-1:	SEE MOUNTING NOTE.	
	MECHANICAL FASTENER THROUGH PANEL INTO EXISTING SIGN FRAME V.I.F.	

<b>120</b>	<b>INSTALLATION NOTE:</b> G.C. TO PROVIDE ADEQUATE WOOD OR METAL BLOCKING IN CORRELATION w/ FACADE FRAMING AS REQUIRED.	<b>INSTALLATION NOTE:</b> SEAL ALL FACADE PENETRATIONS WATERTIGHT FOR EXTERIOR CONDITIONS, HARDWARE TO BE NON-CORROSIVE.	<b>LIGHTING NOTE:</b> PLACEMENT OF LEDS FOR OPTIMUM ILLUMINATION OF LETTERS TO BE DETERMINED IN PRODUCTION.
	<b>MECHANICAL INSTALLATION NOTE:</b> INSTALLER IS REQUIRED TO VERIFY ACTUAL FIELD CONDITIONS & PROVIDE NECESSARY MOUNTING HARDWARE & METHOD OF ATTACHMENT TO ENSURE SAFE INSTALLATION. INSTALLATION TO MEET N.E.C., UL & LOCAL CODES.	<b>ELECTRICAL NOTE:</b> IT IS THE CUSTOMER'S RESPONSIBILITY TO PROVIDE PRIMARY ELECTRICAL SERVICE. ONE (1) 120VOLT / 20AMP DEDICATED CIRCUIT PER SIGN, INCLUDING GROUND WIRING DIRECTLY FROM PANEL BOX WITHIN 6'-0" OF SIGN. INSTALLATION TO MEET N.E.C., UL & LOCAL CODES.	<b>ELECTRICAL INSTALLATION NOTE:</b> THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE w/ THE REQUIREMENTS OF ARTICLE 600 OF THE N.E.C. AND / OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

<b>TRIANGLE SIGN &amp; SERVICE</b>	CLIENT & LOCATION	<b>Aēsop</b> 49 BRATTLE STREET CAMBRIDGE, MA 01238	LEAD NO. 0D12D431 R3	DATE 4/14/2014	REVIEWED BY  	REVISION  	SHEET NO. 6 of 7
			SALESMAN NL	DRAWN BY JWM	SEG. NO.		

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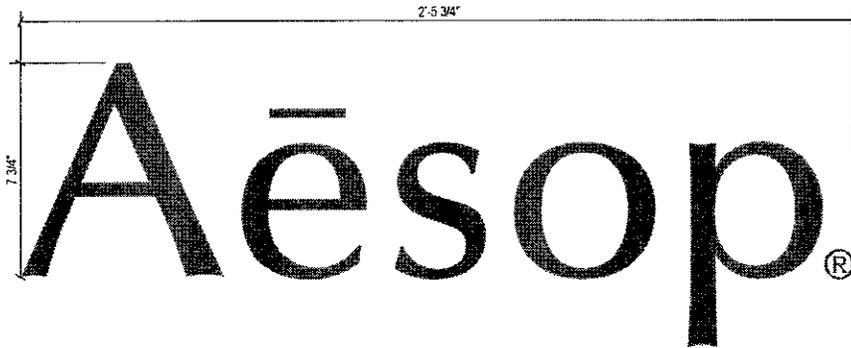
VINYL WINDOW GRAPHICS

(B)

SCALE: 3"=1'-0"

QTY.: ONE (1)

AREA: 7.75' x 29.75' = 1.6 1/2



VINYL: 3M-141 GOLD NUGGET TRANSLUCENT VINYL  
 APPLIES: 2ND SURFACE

**TRIANGLE  
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49 BRATTLE STREET  
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SEG. NO.

SHEET NO.

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**SIGN CERTIFICATION FORM**

**COMMUNITY DEVELOPMENT DEPARTMENT**

Sign Text: acesap

Applicant (name and address) Pretorius Electrica Sign  
207 a. S main St. W. Bridgewater Ma 02379

Signature Neole Pretorius

Telephone: 508.584.4626 FAX: 508.584.1911

Location of Premises: 49 Brattle St.

Zoning District: BA Overlay District: harvard

Date Application Submitted: 4.4.14.

Sketch of Sign Enclosed:  Yes  No

**PLEASE NOTE: All signs must receive a permit from the Inspectional Services Department (ISD) before installation. Community Development Department (CDD) action does NOT constitute issuance of a permit or certification that all other code requirements have been met. Do not contract for the fabrication of a sign until all permits have been issued including approval from the City Council, if necessary (see below)!**

Copies: ISD  City Clerk\*  CDD  Applicant  Historical Com.

\*Any sign or portion of a sign extending more than **six (6) inches** into the public sidewalk, must receive approval from the Cambridge City Council; a bond must be posted with the City Clerk. Forms for that approval are obtained at the Office of the City Clerk .

**NOTE: PLEASE PROVIDE ALL REQUESTED INFORMATION FOR EACH SIGN PROPOSED. FAILURE TO DO SO WILL ONLY DELAY CERTIFICATION.**

Existing Legally Established NONCONFORMING Sign

Area in Square feet: 17.91 Dimensions: 60" L x 43" H

Illumination: Natural  Internal  External

Height (from ground to the top of the sign): 14' 7"

1. TYPE OF SIGN

a. wall  b. projecting  c. freestanding

2. REASON FOR NONCONFORMITY

a. dimensions  b. illumination  c. other

3. NATURE OF ALTERATIONS

a. replacement of plastic face  b. repainting of face  c. other  new rolled panels for blue sign with led illum.

I certify that the above referenced sign was legally erected and in conformance with the requirements of Article 7.000 at that time and further that the alterations now proposed, and any others made within the last three (3) years, do not exceed fifty (50%) percent of the current replacement value of the sign.).  
Date: 4-8-14 Applicant signature: [Signature]

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

Sign conforms to requirements of Article 7.000: YES  NO

Sign requires a variance from the Board of Zoning Appeal: YES

Relevant sections: \_\_\_\_\_

COMMENTS: F.18.2 - actual text area will be smaller than existing  
(Nonconforming)

Date: 4/8/14 CDD Representative: [Signature]



# CAMBRIDGE HISTORICAL COMMISSION

831 Massachusetts Avenue, 2<sup>nd</sup> Fl., Cambridge, Massachusetts 02139  
Telephone: 617 349 4683 Fax: 617 349 3116 TTY: 617 349 6112  
E-mail: histcomm@cambridgema.gov URL: <http://www.cambridgema.gov/Historic>

William B. King, *Chair*; Bruce A. Irving, *Vice Chair*; Charles M. Sullivan, *Executive Director*  
William G. Barry, Jr., M. Wyllis Bibbins, Robert G. Crocker, Chandra Harrington,  
Jo M. Solet, *Members*; Shary Page Berg, Joseph V. Ferrara, Susannah Barton Tobin, *Alternates*

## CERTIFICATE OF NONAPPLICABILITY

Property: 49 Brattle Street  
Applicant: George Wyner Realty Brattle St. LLC, owner  
Attention: Aesop, new tenant

The Cambridge Historical Commission hereby certifies, pursuant to Chapter 2.78, Article III of the Code of the City of Cambridge and order establishing the **Harvard Square Conservation District**, that the work described below does not involve any activity requiring issuance of a Certificate of Appropriateness or Hardship:

Refurbish the existing "Colonial Drug" sign for new commercial tenant, Aesop. Change text and lighting detail, as shown on plans by Triangle Sign dated 4/2/14.

All improvements shall be carried out as shown on the plans and specifications submitted by the applicant, except as modified above. Approved plans and specifications are incorporated by reference into this certificate.

This certificate is granted upon the condition that the work authorized herein is commenced within six months after the date of issuance. If the work authorized by this certificate is not commenced within six months after the date of issuance or if such work is suspended in significant part for a period of one year after the time the work is commenced, such certificate shall expire and be of no further effect; provided that, for cause, one or more extensions of time for periods not exceeding six months each may be allowed in writing by the Chair.

Case Number: 3233 Date of Certificate: 4/16/14

Attest: A true and correct copy of decision filed with the offices of the City Clerk and the Cambridge Historical Commission on 4/16/14.

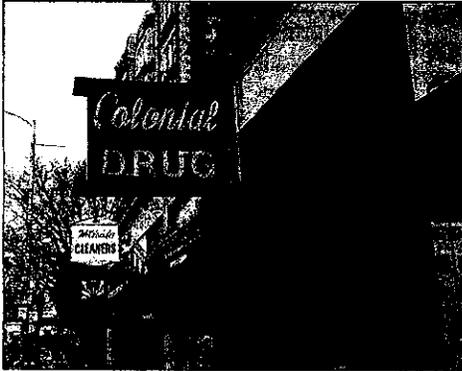
By Charles M. Sullivan/s/b, Executive Director.

.....  
Twenty days have elapsed since the filing of this decision.  
No appeal has been filed \_\_\_\_\_. Appeal has been filed \_\_\_\_\_.

NEW ROUTED PANELS FOR  
 BLADE SIGN WITH LED ILLUM. LOGO SIGN  
A

PROPOSED

EXISTING



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SALESMAN

NL

DATE

4/2/2014

DRAWN BY

JWM

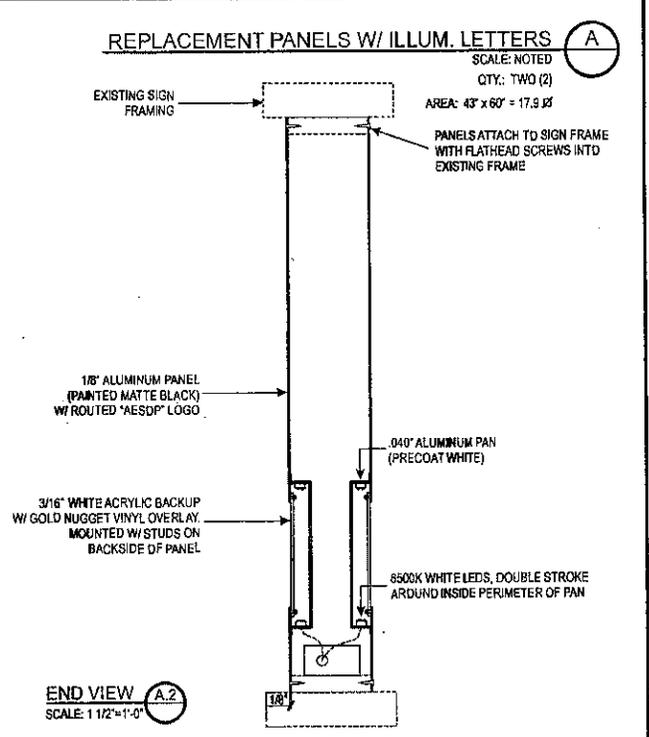
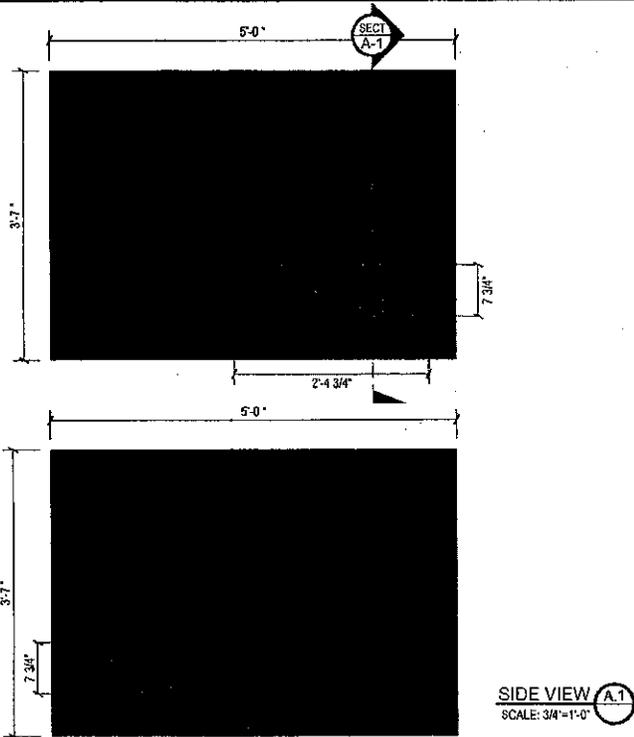
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<b>TRIANGLE SIGN &amp; SERVICE</b>	CLIENT & LOCATION <b>Aēsop</b> 49 BRATTLE STREET CAMBRIDGE, MA 01238	LEAD NO. 00120431 R2	DATE 4/2/2014	REVIEWED BY	REVISION	SHEET NO. <b>5 of 8</b>
		SALESMAN NL	DRAWN BY JWM	SEG. NO.		

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VINYL WINDOW GRAPHICS

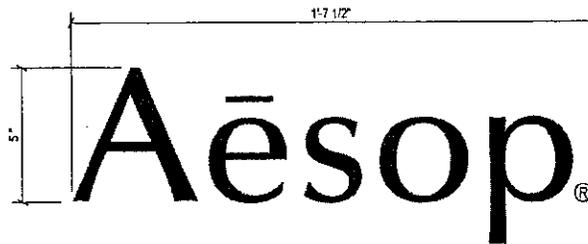
B

SCALE: 3"=1'-0"

QTY: ONE (1)

AREA: 5' x 19.5" = 0.67 sq ft

NOTE: NEED GLAZING DIMENSIONS TO VERIFY  
SIZE/PLACEMENT OF WINDOW VINYL



VINYL: 3M-141 GOLD NUGGET TRANSLUCENT VINYL  
APPLIES: 2ND SURFACE

**TRIANGLE  
SIGN & SERVICE**

CLIENT & LOCATION

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SEG. NO.

SHEET NO.

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