

Lopez, Donna

From: Carol O'Hare <cbo1066@gmail.com>
Sent: Monday, February 23, 2015 12:52 PM
To: Paden, Liza
Subject: Correction for Planning Board: Critical Supplemental Info - 30 Brattle St. Sign Variances - BZA #006009-2015
Attachments: Zoning-30BrattleStSignVariance-PetitionToPlanningBd(150224)&BZA(150226)-NamesAsOf150223.doc

Planning Board:

My sincere apologies for my 1 more correction and 2 additions in Part 1 below.

Carol O'Hare

From: Carol O'Hare [mailto:cbo1066@gmail.com]
Sent: Monday, February 23, 2015 9:30 AM
To: 'Paden, Liza'
Subject: Critical Supplemental Info - 30 Brattle St. Sign Variances - BZA #006009-2015

Dear Mr. Cohen, Ms. Connolly and Planning Board Members:

Per the attached petition, 22 other Cambridge residents agree that this building already has more than enough signage.

1. May 2014: Less than 1 year ago, the three tenants' received approval for 155.52 sq. ft. of "As-of-Right" signage for their building. Liza Paden certified on 5/27/14 that the signs were zoning-compliant. See my 2 **photos below** of the building with its existing, presumably zoning-compliant, signs.

Citizens: 3 signs (not 2) - 75.92 sq. ft.

Leather World: 2 signs - 63.96 sq. ft.

Bob Slate: 1 sign - 15.64 sq. ft.

Total Existing, Zoning-Compliant Signage: 155.52. sq. ft.

2. Jan. 2015: The 3 tenants now seek zoning variances for a total of signs "up to 525 sq. ft. of signage...for three retail tenants (Citizens Bank, Bob Slate Stationer, and Leather World) in 24 signs, panels, and banners...." Zoning Article 7 (Signs* & Illumination).

Citizens: 12 more signs - 275.17 sq. ft.

Leather World: 1 more sign - 36 sq. ft.

Bob Slate: 2 more signs - 52 sq. ft.

Total Additional Signage Requested by Zoning Variance: 363.17 sq. ft.

***Zoning Definition of Sign:** "Sign shall mean and include any permanent or temporary structure, device, letter, words, model, banner, pennant, insignia, trade flag, or representation used as, or which is in the nature of, an advertisement, announcement, or direction and which is designed to be seen from the outside of a building." Cambridge Zoning Ordinance, Art. 7.13.1.

3. Critical Questions:

a. By how much will the applicants' requested 24 signs totaling 525 sq. ft. exceed zoning maximums for size, illumination and anything else other for this one building? The Applicants' Sign Chart is very informative, but that crucial information seems to be missing. (The aggregate existing and additional signage actually adds up to 518.69 sq. ft.)

b. How can these variances be justified legally, practically, environmentally, or from an urban-planning perspective?

c. What about the precedent?

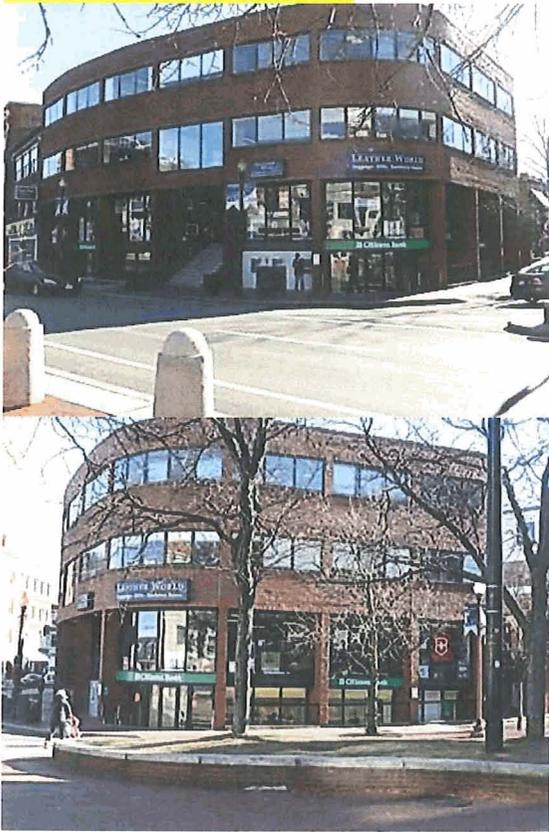
4. Correction of my 2/20 Email : I mistakenly omitted the critical word "**no**" in my comment #5. It should: "There is no 'substantial hardship' justifying this excess signage."

Please see photos below. And, thank you for your time and attention.

Sincerely,

Carol O'Hare
172 Magazine St.

Photos taken mid-Jan. 2015



Thank you, as always, for your time and attention.

Sincerely,

Carol O'Hare
172 Magazine St.

To: Cambridge Planning Board and Board of Zoning Appeal

Re: 30 Brattle St., Zoning Variances for 24 Signs - Citizens, Leather World & Bob Slate Stationer , BZA Case No. BZA-006009-2015
Planning Board, Tues., 2/24/15; Board of Zoning Appeal, Thurs., 2/26/15

We, the undersigned Cambridge residents, believe (i) that the existing signage on this building identifies its 3 tenants very well now and (ii) that there is no "substantial hardship" or any other justification for any zoning variance for the vastly excessive signage being sought. We, therefore, urge you to deny approval for these signs that would set a new precedent for filling our environment with more unnecessary and distracting advertising.

Printed Name	Signature (S) Email "Signature" (ES)	Street Address	Phone & Email (not required)	Date
Jane Beal	ES	117 Fresh Pond Pkwy., Cambridge, 02138	beal.jane@gmail.com (617) 308-3651	2/21/15
Gaby Whitehouse	ES	655 Concord Ave., #704, Cambridge, 02138	ggwhitehouse@comcast.net	2/21/15
Hazel Arnett	ES	10 Rogers St., Cambridge, 02142		2/21 /15
Mairi Staples	ES	145 Concord Ave., Cambridge, 02138		2/22/15
Rajiv Manglani	ES	15 Valentine St., Cambridge, 02139		2/22/15
David Levitt	ES	14 Notre Dame Ave., Cambridge, 02140		2/ 22 /15
Pebble Gifford	ES	15 Hilliard St., Cambridge, 02138		2/23/15
Don R. Lipsitt	ES "Cambridge will soon look like Times Square or the Ginza in Tokyo."	83 Cambridge Pkwy., Cambridge, 02142		2/23/15
Walter McDonald	ES	172 Magazine St., Cambridge, 02139	waltermcdonald40@gmail.com	2/23/15
+ 13 more residents signed this petition	S – to be faxed to Liza Paden, 2/23/15	02138, 02139, 02140 & 02141		2/22/15

