

ABUTTERS FORM FOR SIGN/AWNING PERMIT

To Whom It May Concern:

Date 3/11/15

As Owner of Agent of 99 Mt. Auburn St. Cambridge,

Massachusetts, I do hereby declare my disapproval approval of the

installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: Ten Fabric Banner Signs (2' overhang each)
on 30 Brattle Street

of said property.

Signed: Jean D Krzpp Trustee of the Thomas Hadley Trust Date 3/11/15

Address: _____

ABUTTERS:

PLEASE COMPLETE FORM WHETHER OR NOT YOU APPROVE OF THE REQUESTED SIGN/AWNING AND RETURN IT TO THE APPLICANT WITHIN SEVEN (7) DAYS FOR INCLUSION IN THE APPLICATION.

SIGN/AWNING APPLICANT:

PLEASE FILL IN DATE THAT FORM WAS DELIVERED TO ABUTTER (TOP RIGHT OF THIS FORM)

ABUTTERS FORM FOR SIGN/AWNING PERMIT

To Whom It May Concern:

Date 3/10/2015

As Owner of Agent of 24 BRATTLE STREET DICKSON BROS. Cambridge,

Massachusetts, I do hereby declare my disapproval approval of the
installment of:

Canopy over the sidewalk entrance: _____

Awnings over the windows: _____

Projecting sign: Ten Fabric Banner Signs (2' overhang each)

of said property.

Signed: Edward P. Keillamb Date March 11, 2015

Address: 24 BRATTLE ST CAMBRIDGE, MA 02138

ABUTTERS:

PLEASE COMPLETE FORM WHETHER OR NOT YOU APPROVE OF THE REQUESTED SIGN/AWNING AND RETURN IT TO THE APPLICANT WITHIN SEVEN (7) DAYS FOR INCLUSION IN THE APPLICATION.

SIGN/AWNING APPLICANT:

PLEASE FILL IN DATE THAT FORM WAS DELIVERED TO ABUTTER (TOP RIGHT OF THIS FORM)

Last Updated: AVB on 1/13/2015 at 10:30 AM – Confidential Attorney Work Product

Citizens Bank Sign Application – 30 Brattle Street, Cambridge, MA 02138
Cambridge Board of Zoning Appeal - Harvard Square Overlay District

Sign Chart

All signs are below 20' from grade

*Highlighting Denotes Existing Sign

Sign	Qty	Copy	Description	Internal Illumination	Total Area
Citizens Channel Letter Sign Over Entrance	1	"Citizens Bank" w/ Logo	Wall Sign – Channel Letters	Yes	234.875" x 26" = 42.41 sq. ft.
Citizens Banners	5	"Citizens Bank" w/ Logo	Projecting Signs – Flag Mounted Banners	No	24" x 72" = 12 sq. ft. each 60 sq. ft. total
Citizens Wall Signs	3	"Citizens Bank" w/ Logo	Wall Signs – Custom Reface - Aluminum Faces w/ Routed Push-Thru Acrylic Copy	Yes – Copy & Logo Only	One Sign Over Entrance - 204" x 19" = 26.92 sq. ft. Two Periphery Signs – 168" x 21" = 24.5 sq. ft. each 75.92 sq. ft. total
Citizens ATM Surround	1	None	Wall Sign – Custom ATM Surround – Routed Push-Thru Acrylic Daisy Wheel w/ Painted Graphic	Two Internally Illuminated Logos & Halo-Lit Perimeter Around ATMs & Night Drop	110.5" x 65.5" = 50.26 sq. ft. total
Citizens Blank Sign Panels	5	None	Wall Signs – Blank Sign Panels – Citizens Green	No	168" x 21" = 24.5 sq. ft. each 122.5 sq. ft. total
Leather World Channel Letter Signs & Box Panels (Replacement of two internally illuminated box signs totaling 50.58 sq. ft.)	2	"Leather World" "Luggage Travel Gear Gifts"	Wall Signs – Channel Letters & Box Panels	Yes (Both Channel Letters & Box Panels)	Channel Letters – 172.5" x 18" = 21.56 sq. ft. each Box Panels – 150" x 10" = 10.42 sq. ft. each 63.96 sq. ft. total

Sign Frontage = 145 sq. ft.

Existing Sign Area = 138.52 sq. ft.

Sign	Qty	Copy	Description	Internal Illumination	Total Area
Leather World Banners	3	“Leather World Luggage · Travel Gear · Gifts”	Projecting Signs – Flag Mounted Banners	No	24” x 72” = 12 sq. ft. each 36 sq. ft. total
Bob Slate Projecting Sign	1	“Bob Slate Stationer”	Projecting Blade Sign	Yes	58.5” x 38.5” = 15.64 sq. ft. total
Bob Slate Alcove Sign	1	“Bob Slate Stationer”	Lexan Face Wall Sign	Yes	168” x 24” = 28 sq. ft. total
Bob Slate Banners	2	“Bob Slate Stationer”	Projecting Signs – Flag Mounted Banners	No	24” x 72” = 12 sq. ft. each 24 sq. ft. total

Analysis of Effective Sign Area

Illuminated Signs = 225.93 sq. ft. (43.56% of total proposed signage)

Illuminated Area of Illuminated Signs = 167.77 sq. ft. (32.34% of total proposed signage). Only 17.76 sq. ft. out of 75.92 sq. ft. of the proposed Citizens wall signs are internally illuminated – the copy and logos. Therefore, of the 225.93 sq. ft. of proposed illuminated signage, only 167.77 sq. ft. will actually illuminate.

Banners = 120 sq. ft. (23.13% of total proposed signage)

ATM Surround = 50.26 sq. ft. (9.69% of total proposed signage)

Citizens Blank Sign Panels = 122.5 sq. ft. (23.62% of total proposed signage)

Total Proposed Area Percentage of Banners, ATM Surround & Blank Panels = 56.44%

Total Proposed Signage (Citizens) = 351.09 sq. ft. (reduced from 393.5 sq. ft., original filing)

Total Proposed Signage = 518.69 sq. ft. (reduced from 554.76 sq. ft., original filing)

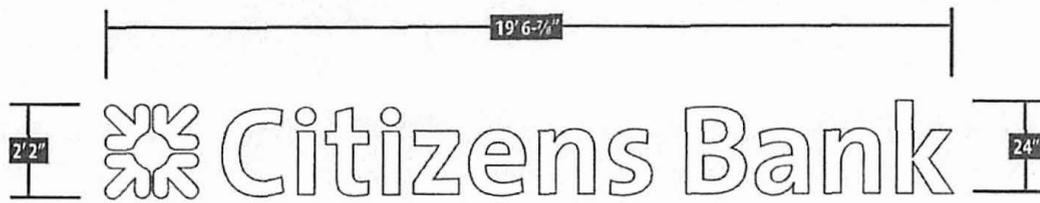


PHILADELPHIASIGN

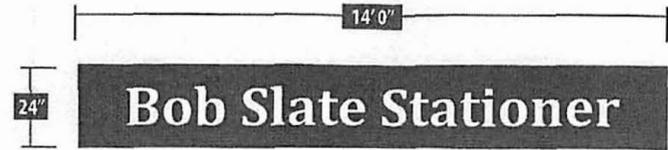
BRINGING THE WORLD'S BRANDS TO LIFE

TITLE	DWG BY	DATE	DATE	REVISION	BY	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
Citizens	AFR	10.23.13	07.23.14	Added Bob Slate Hanging Sign.....	AFR	
ADDRESS RSB Citizens ATM Workroom 30 Brattle St	DWG NUM A18420	SHEET 1	07.24.14	Added Bob Slate Letterset.....	AFR	
			09.02.14	Multiple Revisions Made.....	AFR	
			09.08.14	Changed Leather World to Blue.....	JDH	
			10.06.14	Multiple Changes made.....	AFR	
			11.07.14	Multiple Changes made.....	AFR	

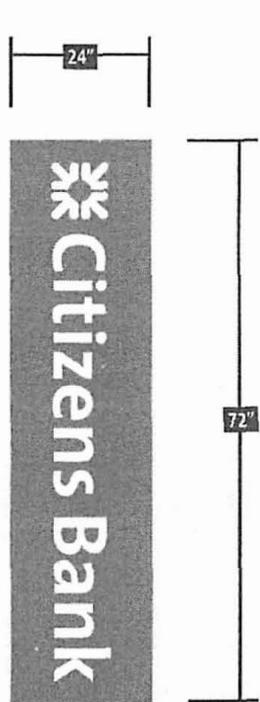
Signage Dimensions



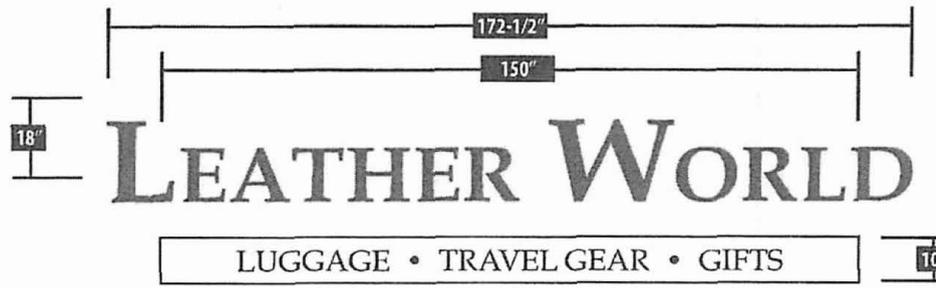
E01 CTZ.CL1.G.24 24"h Illum TW Channel Letters 19' 6-7/8" oal (42.41 SQ FT)



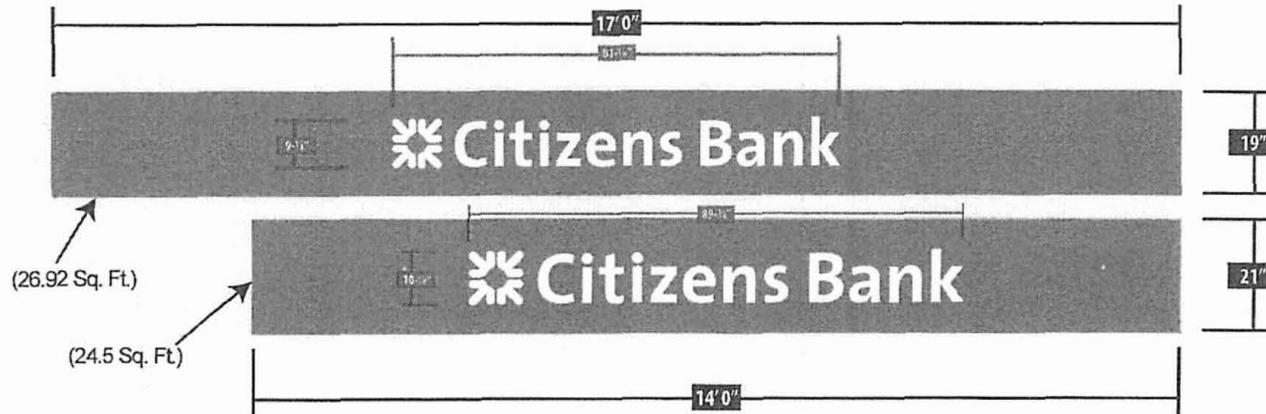
"Bob Slate Stationer" Lexan Face Wall Sign 2' 0 x 14' 0" w (28 Sq. Ft.)
• Artwork not to be used for production purposes



E02 Custom Citizens Bank D/F
Flag Mounted Banners
72"h x 24"w (12 SQ FT) (Quantity 5 or 4)
• There are 10 banners in total



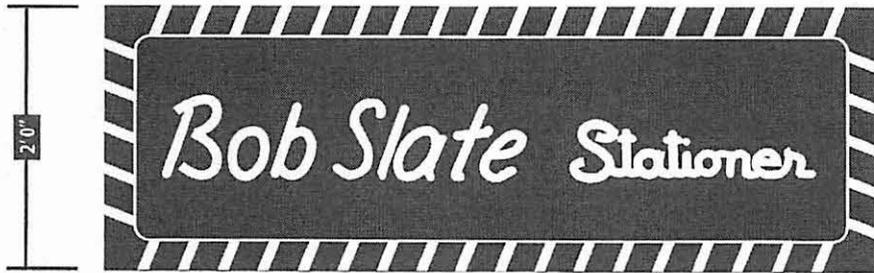
"Leather World" Illuminated Channel Letters and Illuminated Panel (Qty. 2)



E03 Custom Reface - Alum faces with routed push-thru acrylic copy.

 PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE	TITLE	Citizens	DWG BY	AFR	DATE	10.23.13	DATE	REVISION	BY	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS	RSB Citizens ATM Workroom 30 Brattle St		DWG NUM	A18420	07.23.14	Added Bob Slate Hanging Sign.....	AFR		
	SHEET					07.24.14	Added Bob Slate Letterset.....	AFR		
						09.02.14	Multiple Revisions Made.....	AFR		
						09.08.14	Changed Leather World to Blue.....	JDH		
						10.06.14	Multiple Changes made.....	AFR		
						11.07.14	Multiple Changes made.....	AFR		

Signage Dimensions



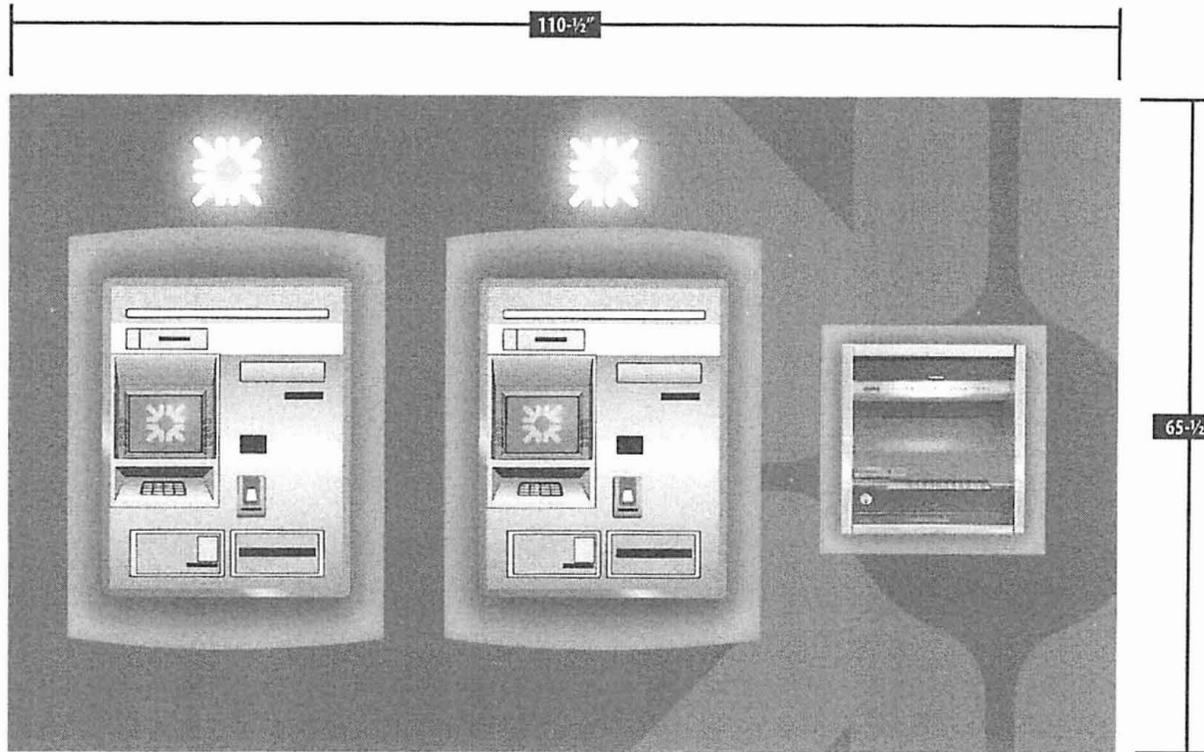
Custom "Bob Slate"
Flag Mounted Banners



Custom "Leather World"
Flag Mounted Banners

 PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE		TITLE Citizens ADDRESS RSB Citizens ATM Workroom 30 Brattle St	DWG BY AFR	DATE 10.23.13 DWG NUM A18420 SHEET 3	DATE 07.23.14 07.24.14 09.02.14 09.08.14 10.06.14 11.07.14	REVISION Added Bob Slate Hanging Sign Added Bob Slate Letterset Multiple Revisions Made Changed Leather World to Blue Multiple Changes made Multiple Changes made	BY AFR AFR AFR JDH AFR AFR	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
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E04 Custom ATM Surround Detail



 PHILADELPHIASIGN BRINGING THE WORLD'S BRANDS TO LIFE	TITLE	Citizens	DWG BY	AFR	DATE	10.23.13	DATE	07.23.14	REVISION	Added Bob Slate Hanging Sign.....	AFR	THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY P.S.C.O. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONJUNCTION WITH A PROJECT BEING PLANNED FOR YOU BY P.S.C.O. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FASHION.
	ADDRESS	RSB Citizens ATM Workroom 30 Brattle St		DWG NUM	A18420	DATE	07.24.14	REVISION	Added Bob Slate Letterset.....	AFR		
	SHEET					DATE	09.02.14	REVISION	Multiple Revisions Made.....	AFR		
						DATE	09.08.14	REVISION	Changed Leather World to Blue.....	JDH		
					DATE	10.06.14	REVISION	Multiple Changes made.....	AFR			
					DATE	11.07.14	REVISION	Multiple Changes made.....	AFR			



CAMBRIDGE HISTORICAL COMMISSION

831 Massachusetts Avenue, 2nd 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 APPROPRIATENESS

Property: 30 Brattle Street

Applicant: Thomas Hadley Trust

Attention: Jean D. Knapp, Trustee
59 Hunter Lane
Lancaster, Mass. 01523

James G. Wagner, Esq.
Conn Kavanaugh Rosenthal Peisch & Ford LLP
10 Post Office Square
Boston, Mass. 02109

The Cambridge Historical Commission hereby certifies, pursuant to the Massachusetts Historic Districts Act (MGL Ch. 40C) and the Cambridge Historical Buildings and Landmarks Ordinance (Cambridge City Code, Ch. 2.78), that the work described below is not incongruous to the historic aspects or architectural character of the building or district:

Install a complete sign package for the retail tenants at Citizens Bank, Bob Slate Stationers, and Leather World. Signs include wall signs, projecting banners, color banding, and ATM surround.

Work is to be carried out as indicated in the Sign Chart and sign drawings by Philadelphia Sign titled, "RSB Citizens ATM Workroom 30 Brattle Street," and dated revised November 7, 2014.

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 issue. If the work authorized by this certificate is not commenced within six months after the date of issue, or if such work is suspended in significant part for a period of one year after the time

the work is commenced, then this 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: 3337

Date of Certificate: Jan. 15, 2015

Attest: A true and correct copy of decision filed with the offices of the City Clerk and the Cambridge Historical Commission on Jan. 15, 2015.

By William B. King / slb, Chair.

Twenty days have elapsed since the filing of this decision.
No appeal has been filed _____. Appeal has been filed _____.
Date _____, City Clerk



CITY OF CAMBRIDGE
Community Development Department

BRIAN P. MURPHY
Assistant City Manager for
Community Development

SIGN CERTIFICATION FORM
COVER SHEET

Sign Text: (Tenant Signs)

Location of Sign: 30 Brattle Street

Applicant: Anthony Bava for Citizens Bank

(name, address, phone, email) 617 348-8222

Zoning District: BB Overlay District: H50D

Area of Special Planning Concern: (Sec. 19.46 & 19.42.1) _____

Application Date: 3/11/15

Sketch of sign enclosed: Yes _____ No

Copies:

ISD: City Clerk*: _____ Historical: _____ DPW*: _____ Applicant: _____

PLEASE NOTE: All signs must receive a permit from the Inspectional Services Department (ISD) before installation. Community Development Department Certification 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 City Council approval, if necessary for signs in the public way*.

* Any sign or portion of a sign extending more than six (6) inches into the public way/sidewalk, must receive approval from the Cambridge City Council; a bond must be posted with the City Clerk.

The Sign Ordinance is available online at www.cambridgema.gov/cdd/cp/zng under Article 7.000.

Contact Liza Paden at 617 349 4647 or lpaden@cambridgema.gov for further information.

344 Broadway
Cambridge, MA 02139
Voice: 617 349-4600
Fax: 617 349-4669
TTY: 617 349-4621
www.cambridgema.gov

10 Tenant Signs

Proposed PROJECTING Sign (including signs on awnings)

Area in Square feet: 120 Dimensions: 2' x 6"

Illumination: Natural Internal External

Height (from ground to the top of the sign): less than 20 ft

1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE

Length in feet of store front facing street: (a) _____ . Area of signs allowed accessory to store: outside (1 x a) _____ , behind windows (0.5 x a) _____ . Area of all existing signs on the store front to remain (including any freestanding sign): _____ . Area of additional signs permitted: _____ .

2. COMPLETE FOR ANY OTHER SIGN

Length in feet of building facade facing street: (a) _____ . Area of signs allowed accessory to the building facade: outside (1 x a) _____ , behind windows (0.5 x a) _____ . Area of all existing signs on the building facade to remain (including any freestanding sign): _____ . Area of additional signs permitted: _____ .

SUMMARY OF LIMITATIONS FOR PROJECTING SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)

AREA: 13 square feet maximum. HEIGHT ABOVE THE GROUND: 20 feet but below the sills of second floor windows. ILLUMINATION: Natural or external only. NUMBER: one per store plus one per entry to the remainder of the building.

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: _____

Date: 3/12/15 CDD Representative Edmond Pinder