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

Cambridge, May 18, 2012

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 LAVOIE STRATEGIC COMMUNICATIONS GROUP be granted permit to erect a sign of the following specifications in front of premises located at 201 BROADWAY CAMBRIDGE, MA 02139

Type of Sign: AWNING NON-ELECTRIC / CANVAS  
(state whether electric or otherwise and material used in construction)

Reading matter to go on sign: LAVOIE GROUP LIFE SCIENCE COMMUNICATIONS

Size: 12" x 36" x 96"

Weight: 30 LBS

Public Way Obstruction: A. 12"  
(Give exact distance sign is to extend over sidewalk)

B. 96"  
(Also exact distance from bottom of sign to sidewalk)

Height Above Grade: Bottom: 96"

Top: 132"

NOTICE - REGULATIONS

[Section 12.08.010 Municipal Code – Encroachments onto Streets]

[Section 1212.0 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.

BRONNIST HAMPSHIRE ASSOC LP BY DAVIS RIGHT CO LLC  
By: [Signature] VP ONE APPLETON ST BOSTON MA 02116 6174511300  
(Property owner or authorized agent) (Address) (Te. No.)

Donna L. Lavoie 201 Broadway Cambridge MA 02139 617-374-8800  
(Business owner) (Address) (Tel. No.)

Approved as to Building Code  APPROVED: [Signature] 8/15/12  
(Building Inspector) (Date)

Approved as Zoning Ordinances  APPROVED: [Signature] 8/15/12  
(Inspectional Services Department) (Date)

APPROVED: [Signature] 8/22/12  
(Department of Public Works) (Date)



OFFICE OF THE CITY CLERK

CITY OF CAMBRIDGE

(617) 349-4260

FAX (617) 349-4269

tty/TDD (617) 492-0235

DONNA P. LOPEZ  
INTERIM CITY CLERK

ABUTTERS FORM FOR SIGN/AWNING PERMIT

To Whom It May Concern:

Date May 18, 2012

As Owner of Agent of Bromberg Chiropractic Cambridge,  
Massachusetts. I do hereby declare my disapproval \_\_\_\_\_ approval  of the

installment of:

Canopy over the sidewalk entrance: \_\_\_\_\_

Awnings over the windows: Extend 12" over sidewalk

Projecting sign: \_\_\_\_\_

of said property.

Signed: [Signature] Date 5/23/12

Address: 201 Broadway Cambridge, MA 02139

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)

May 15, 2012

Ms. Donna LaVoie  
President & CEO  
LaVoie Group  
10 Derby Square  
Salem, MA 01970

Re: 201 Broadway Awning Approval Request

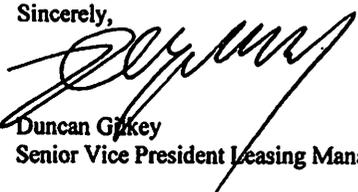
Dear Ms. LaVoie:

In response to your request to place one (1) awning over the window at 201 Broadway, our approval is contingent upon the following requirements:

- A. Tenant will be allowed only one (1) awning on the window at 201 Broadway. Tenant shall not have the right to place, construct, or maintain any other sign, advertisement, awing, banner or other exterior decoration, with the exception of tenant's logo on the glass.
- B. Signs will look identical, in color and size, to the provided rendering as the attached sample. Any variation from the attached rendering in color, size, or in any other manner will require Landlord re-approval.
- C. The awning shall conform to the City of Cambridge sign ordinance. Tenant is solely responsible for attaining approval from the City of Cambridge before ordering or installing the awning. Landlord's approval is contingent upon the approval of the City of Cambridge, and must match the same color and pattern as the "Bromberg Chiropractic" awning. The awning has not been approved by the city to the Landlords knowledge as of May 15, 2012.
- D. Tenant shall pay for the cost of the awning, logo signage, installation and permits.
- E. Flashing, moving or audible signs will not be permitted. No lighting shall be used to illuminate the awning and no symbols or decorative elements are allowed on the awning.
- F. All penetrations in the building structure required for awning installation shall be neatly sealed in a watertight condition.
- G. Awning contractor shall repair any damage caused by his work and Tenant shall be fully responsible for the operations of his sign contractor(s).
- H. No awning maker's labels, trademark symbols, or other identification will be permitted on the exposed surface of the signs.
- I. Three (3) business days prior to the installation of the awnings, vendor/contractor must provide Landlord with Certificate of Insurance.
- J. Tenant will be responsible for removing the awning prior to expiration of the lease.

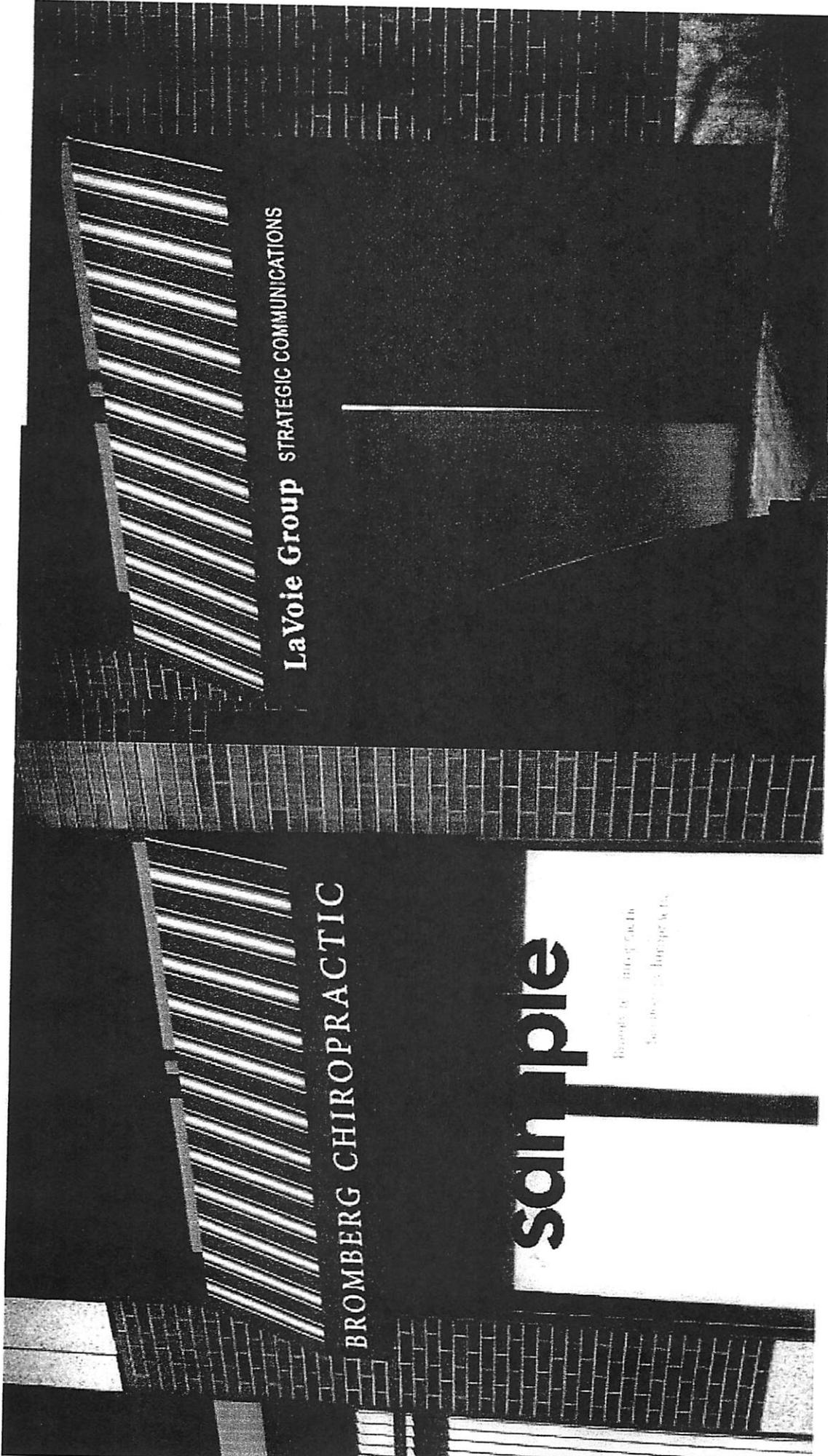
Please call if you have any questions or concerns.

Sincerely,

  
Duncan Gilkey  
Senior Vice President Leasing Manager

CC: Brian Bishop, Senior Property Manager





**LaVoie Group** STRATEGIC COMMUNICATIONS

**BROMBERG CHIROPRACTIC**

**sample**

BRONXVILLE, NY  
10511-1000



CITY OF CAMBRIDGE  
Community Development Department

BRIAN P. MURPHY  
Assistant City Manager for  
Community Development

SIGN CERTIFICATION FORM  
COVER SHEET

SUSAN GLAZER  
Deputy Director for  
Community Development

Sign Text: LaVoie

Location of Sign: 201 Broadway

Applicant:  
(name, address, Devon Cassidy / Ken / concept signs  
phone, email) 978-745-5800

Zoning District: 1B Overlay District: \_\_\_\_\_

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

Application Date: 6/28/12

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](http://www.cambridgema.gov/cdd/cp/zng) under Article 7.000.

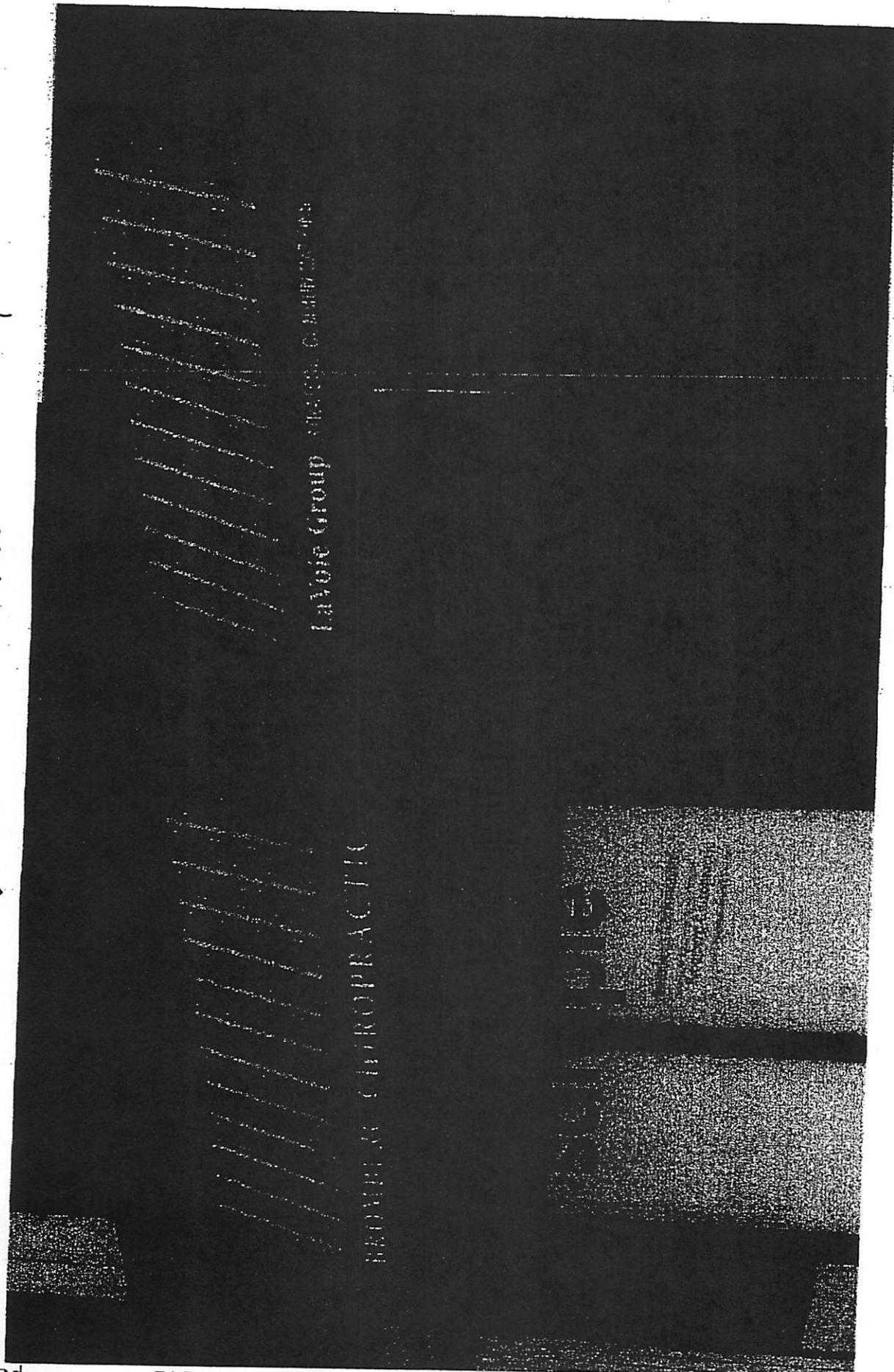
Contact Liza Paden at 617 349 4647 or [lpaden@cambridgema.gov](mailto:lpaden@cambridgema.gov) for further information.

344 Broadway  
Cambridge, MA 02139  
Voice: 617 349-4600  
Fax: 617 349-4669  
TTY: 617 349-4621  
[www.cambridgema.gov](http://www.cambridgema.gov)

RETAIL space

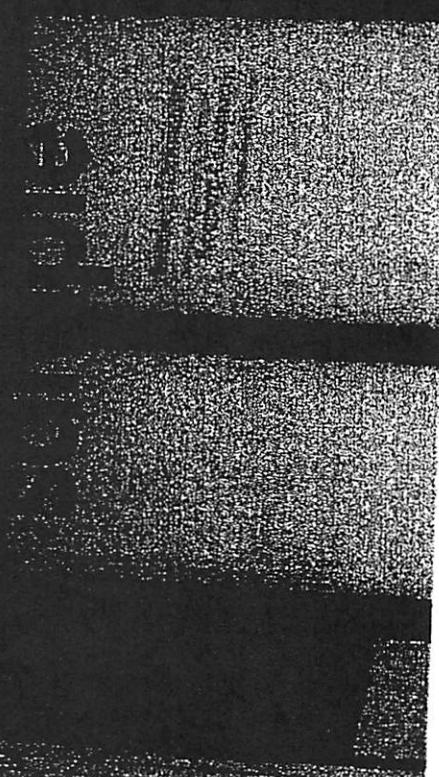
NON 7'6" wide x 3' tall

area = 1.75 sq



LAVOIE GROUP

REPROGRAPHIC



July 30, 2012

To whom this may concern,

Enclosed is our application for awning approval for LaVoie Group in regards to our 201 Broadway location.

Once completing your process, please forward to the Department of Public Works and then kindly ask them, once all is completed, to forward on to the City Clerk.

If you have any questions regarding this application please don't hesitate to contact me at 978-745-4200 X 101 or email [maxelrod@lavoiegroup.com](mailto:maxelrod@lavoiegroup.com).

Sincerely,



Marilyn Axelrod  
Office Manager/ Executive Assistant  
[maxelrod@lavoiegroup.com](mailto:maxelrod@lavoiegroup.com)  
978.745.4200 X 101

2012 AUG 22 PM 3 55  
OFFICE OF THE CITY CLERK  
CAMBRIDGE, MASSACHUSETTS