



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

A,

August 31, 2010

To: Planning Board

From: CDD Staff

RE: Zoning Petition to Revise the Sign Ordinance – Article 7.000

The original proposed revisions to Article 7.000 in the zoning petition are shown in red, underlined text. Modifications to those proposals, reflecting the public discussion at the Ordinance Committee and Planning Board, are indicated in blue, underlined italics.

The most substantive changes are in the "Building Identification Signs", Section 7.16.22 D.3. They include:

- * Establishment of a special permit process before the Planning Board.
- * Narrowing of the zoning districts where such signs may be permitted, to areas of concentrated office development at the eastern and western ends of the city.
- * Restriction of the signs to non-residential buildings only.
- * Limiting the signs to identifying the whole building or an office tenant occupying a substantial portion of the building.
- * Prohibition of the signs in local conservation and historic districts.
- * Enumeration of the criteria for approval of the signs, including: impact on nearby residential districts, open space, historic districts, and the Charles River; light pollution.

Where placement of the sign on the screening wall of mechanical equipment would better integrate the sign into the architecture of the building (see Amgen and Genzyme examples), these signs would be allowed to be carried above the roof of a building (now generally prohibited in the Ordinance) with permission from the Planning Board.

ARTICLE 7.000 SIGNS AND ILLUMINATION

A₂

- 7.10 SIGNS
- 7.20 ILLUMINATION
- 7.30 SEVERABILITY

7.10 SIGNS

7.11 *Findings and Purpose*

7.11.1 Findings

7.11.2 Purposes

The purposes of this Article are to preserve and enhance the substantial interests of the City of Cambridge in the appearance of the City; to preserve and enhance the public interest in aesthetics; to preserve and increase amenities of the City; to control and reduce visual clutter and blight; and to carry out the authority conferred by General Laws Chapter 40A.

7.12 *Applicability*

A. *General Applicability*

No signs or advertising devices of any kind or nature shall be erected or maintained on any premises or affixed to the inside or outside of any structure to be visible from the outside of any structure except as specifically permitted in this Article 7.000.

B. *MXD District*

The provisions of this Section 7.10 shall not be applicable in the MXD District, Article 14.000 of this Ordinance, during the life of the Kendall Square Urban Renewal Plan, as amended.

C. *Signs in the Public Way*

Signs and banners located entirely within a public way are not subject to the provisions of this Article 7.000 except as may be specifically provided for elsewhere in this Article 7.000.

7.13 *Definitions*

7.13.1 Sign.

7.13.2 Types of Signs:

7.13.3 Illumination:

7.13.4 Premises:

7.13.5 Sign Frontage:

7.13.6 Establishment, Ground Floor:

7.14 *Calculations of Area and Height of Signs*

- A. For a free-standing sign or sign attached to a building, the area of the sign shall be considered to include all lettering, wording, and accompanying designs and symbols, together with the background,

A₃

whether open or enclosed, on which they are displayed, but not including any supporting framework and bracing which are incidental to the display itself.

B. For a sign painted upon or applied to a building, the area of the sign shall be considered to include all lettering, wording, and accompanying designs or symbols, together with any background of a color different from that of the building

C. For all signs, where a color or graphic pattern constitutes a Corporate or Brand Identification (by custom, contract or practice) as illustrated in advertising or in sign or building designs employed at multiple locations, the full extent of that background color or graphic pattern shall be calculated as part of the sign area when it is associated with any logo, lettering, or other graphic element constituting a sign.

D. Where the sign consists of individual letters or symbols attached to or painted on a surface, wall or window, the area of the sign shall be considered to be that of the smallest rectangle or other geometric shape which encompasses all letters and symbols.

E. Only one face of a two-sided sign shall be counted in computing the area of a sign, provided the sign faces are parallel and of equal size.

F. The height of a sign shall be the vertical distance between the top of a sign and the mean grade of the ground adjoining that portion of the building to which the sign is attached; or that ground within ten feet of a free-standing sign.

7.15 General Limitations for All Signs Permitted in the City of Cambridge

7.16 Permitted Signs

The signs and advertising devices which are permitted in the City of Cambridge are set out below.

7.16.1 Exempt, Temporary and Noncommercial Signs

The following signs shall be exempt from restrictions as to type, location, height, and size of signs or limitations as to the total area of signs permitted on a lot or business, as those limits are set forth in Section 7.16.2. Except as otherwise noted, such signs shall be naturally or externally illuminated only and shall be subject to all other provisions of this Article 7.000.

7.16.11 Exempt Signs

A. In all districts:

1. Signs not visible from a public way. (All illumination permitted.)
2. Official traffic and directional signs, including bus and shuttle schedules. (All illumination permitted.)
3. Other signs in the public way.
4. Signs necessary for public safety and convenience not exceeding six (6) square feet per sign face, provided such signs contain no advertising.
5. Flags of a city, state or country.
6. Memorials such as grave stones and corner stones.
7. Historical site plaques installed or approved by a public Agency or duly established historical society.
8. Window display of merchandise or signs incidental to such display.

B. In business, office and industrial districts:

Ay

1. Permanent non-illuminated signs behind the glass of a window above the ground floor, provided:
2. Permanent non-illuminated signs mounted on awnings on the ground floor of a building provided:

7.16.12 Temporary Signs

7.16.13 Non Commercial Signs

7.16.2 All Other Permitted Signs

7.16.21 Signs in Residence Districts

- A. Identification Sign for Residential Uses:
- B. Identification Sign, Bulletin Board or Announcement Board for Permitted Non-residential Uses Other than Permitted Hotel and Office Uses.
- C. Signs for Lawfully Maintained Nonconforming Uses.
- D. Permitted Hotel and Office Use:

7.16.22 All Business, Office, and Industrial Districts

Total Area of Signage Permitted per Lot: One and a half (1 1/2) sq. ft. for each linear foot of sign frontage on the lot for sign frontage located one hundred (100) feet or less from the street line; provided that the total area of all signs on the exterior of the building, including free standing signs, shall not exceed one (1) square foot for each linear foot of sign frontage; or two (2) sq. ft. for each linear foot of sign frontage on the lot for sign frontage located more than one hundred feet from all street lines from which the sign frontage is visible. However, signs shall be further limited as set forth below. Maximum Permitted

A. Free Standing Signs:

- Area of sign:
- Number of signs:
- Height of sign:
- Illumination:

B. Projecting Signs:

- Area of sign:
- Number of signs:
- Illumination:

C. Wall Signs:

- Area of sign:
- Number of signs:
- Height of sign:
- Illumination:

D. Special Use Signs:

1. Wall and Free Standing Signs Accessory to Theaters and Cinemas.

A5.

2. Wall signs for Hotels and Motels.

3. Building Identification Signs

(a) Purpose: It is the intent of this provision of the Ordinance to allow more prominent, but limited, identification of large corporate buildings in the City that commonly host companies and enterprises that contribute significantly to the City's economic health and wellbeing. The added flexibility provided by this provision is intended to be limited to those districts in which large-scale commercial development predominates in significant concentrations.

(b) Applicable Districts: The special provisions of this Paragraph D.3 shall be applicable in the following zoning districts:

(1) In the eastern portion of the city, that portion of any office, industrial, PUD, non-residential Special District, or CRD District (as they may be modified by any overlay district) that has a permitted maximum height of fifty feet or more for non-residential uses where that zoning district is located east of either Brookline Street or Windsor Street.

(2) In the western portion of the city, that portion of any office, industrial, or non-residential Special District (as they may be modified by any overlay district) that has a permitted maximum height of fifty feet or more for non-residential uses where that zoning district is located west of Alewife Brook Parkway.

(c) Restrictions, Limitations and Requirements. A wall sign may exceed the maximum Height of Signs and the maximum Area of Signs limitations set forth in Section 7.16.22, Paragraph C above subject to the following conditions and limitations:

(1) A special permit is granted by the Planning Board.

(2) For each non-residential building of 50,000 square feet of Gross Floor Area or more on a lot (except hotels and motels, which shall be subject to Paragraph 2 above), one such Wall Sign for each street the lot abuts (but in no case more than two signs per building) may be permitted. exceed the maximum Height of Signs and the maximum Area of Signs limitations set forth in Section 7.16.22, Paragraph C above, subject to the following conditions and limitations:

(3) The sign shall have Natural or External Illumination only.

(4) The sign may be located at any height below the roof of the building. The Planning Board may, however, in granting the special permit, allow a sign to be placed on the solid screening wall of mechanical equipment carried above the roof of the building where in the Board's judgment such a location better integrates the sign architecturally into the building.

(5) Where the sign is located at a height greater than one hundred (100) feet, the maximum Area of Sign may be increased to ninety (90) square feet.

(6) The sign shall consist of individual letters or graphic symbols attached directly to the building face.

(7) The sign shall be accessory to a non-Retail Business or Consumer Service Establishment, office tenant or activity located on the lot or within occupying a significant portion of the building, or shall identify the building itself.

A6

6. Location, size, dimensions, and method of illumination for individual signs may be presented in schematic detail. In such case the special permit decision shall establish a process by which the final design of each individual sign is approved.

17.16. 23

Special Sign Provisions for Non-Profit Theaters, Other Performance Spaces, Museums, Galleries, Libraries and Cinemas.

Notwithstanding the limitations of Sections 7.16.21 and 7.16.22 above and Section 7.16.3 below, additional signs shall be permitted on lots containing a theater, performance space, museum, library or art gallery owned and operated by a non-profit institution (which institution is granted the educational and religious exemption provided in Section 3 of Chapter 40A) or municipality for the purpose of identifying changing *current and future* educational programs, lectures, performances, and exhibits open to the public occurring in those facilities, subject to the following limitations and conditions:

- A. The signs may be any combination of wall, projecting or freestanding signs.**
- B. The signs shall not be subject to the Area of Sign, Height of Sign and Number of Signs limitations found in Sections 7.16.21, 7.16.22 and Section 7.16.3.**
- C. The signs shall be made of cloth, canvas or other similar flexible material and may only be naturally or externally illuminated.**
- D. A freestanding sign may not be higher than 25 feet. Signs on a building wall may not be higher than fifty feet.**
- E. Any individual sign shall be temporary in nature and removed at the conclusion of the event for which it provided notice; at a minimum, however, such signs shall and be replaced at intervals not to exceed one year.**
- F. The maximum area of individual Freestanding or Projecting Signs shall be 50 square feet; the maximum area of individual Wall Signs shall be 200 square feet.**
- G. The total area of signs permitted on the lot shall be determined by the following:**
 - (a) In non-residential districts the total area of signs on a lot shall be subject to the limitations for Total Area of Signs Permitted Per Lot as set forth in Section 7.16.22 for signs on the outside of the building (and shall be inclusive of any other signs on the lot not employing the provisions of this Section 7.16.23).**
 - (b) In residential districts, the total area of signs on the lot shall be limited by the application of the formula of one square foot of sign for each linear foot of Sign Frontage on the lot for that portion of a building containing the eligible activity (and shall be inclusive of any other signs on the lot not employing the provisions of this Section 7.16.23).**
- H. All other provisions of this Article 7.000 shall continue to apply.**

- 7.16.3 Application of Sign Frontage Formula
- 7.16.4 Sign Area For Lots Having No Buildings
- 7.16.5 Signs Permitted in Planned Unit Development Districts
- 7.17 Noncommercial Messages
- 7.18 Non-conforming Signs

A7

(8) The building shall not be located in a local conservation or historic district as defined in City ordinances.

(9) All other provisions of this Article 7.000 shall continue to apply, including the Total Area of Signs Permitted per Lot and the total area of signs permitted on any individual Sign Frontage.

(d) In making its determination the Planning Board shall consider the quality of the design of the proposed sign, how well it is integrated and harmonized with the design and character of the building upon which it is placed, and the sign's relationship to nearby residential districts and neighborhoods from which it may be visible, to historic or neighborhood conservation districts, to parks and official open spaces, and to the Charles River. The nature and impact of the proposed lighting shall be considered as it might be perceived from residential neighborhoods and as the lighting might impact the city's environmental objective of protecting the night sky.

E. General Waiver of Sign Limitations

The limitations and restrictions of Section 7.16.22, Paragraphs A-C above (but specifically excluding any limitations and restrictions set forth in Paragraph D. 1-3 above) and Section 7.16.3 below may be waived by special permit from the Board of Zoning Appeal Planning Board, within the context of an approved plan for all prospective signs on a lot, subject to the following requirements and limitations.

1. The Plan shall allocate all permitted sign area on a lot (as permitted in this Section 7.16.22), including existing signs to remain and prospective signs. The proposed Plan shall show the location, size, dimensions, and method of illumination of all existing and prospective signs on the lot.

The applicant may choose not to allocate all of the sign area permitted on the lot; in such case, future allocation of that additional area shall require the issuance of a new special permit by the special permit granting authority even if such additional sign area is proposed to be used in a manner conforming to the limitations of Paragraphs A-C above unless the Plan shall identify a process by which such additional sign area may be approved.

2. A narrative shall describe the variations requested from the normally applicable restrictions and limitations of Section 7.16.22, Paragraph A-C above and how those variations better serve the objectives purposes of this Article 7.000, the Citywide Urban Design Objectives in Section 19.30, and any applicable area-wide plans adopted by the City of Cambridge.

3. No sign in the approved Plan may be higher than twenty (20) feet unless otherwise permitted in this Article 7.000 or previously approved by variance.

4. The area of all existing and prospective signs identified in the Plan shall not exceed the total area of signage permitted on the lot as set forth in this Section 7.16.22.

5. As a condition of the permit, the permit-granting authority Planning Board may require the removal of existing signs on the lot not conforming to the requirements of this Sub-section E (e.g. signs above the permitted height) including signs permitted by variance.

The special-permit-granting authority Planning Board shall approve the process and timing by which such non-conforming or non-complying signs are brought into conformance with the requirements of this Paragraph E and the approved Plan.

A8

7.18.1 Signs Required to be Removed

7.18.2 Other Signs

7.19 *Community Development Department Certification*

7.20 ILLUMINATION

7.30 SEVERABILITY



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

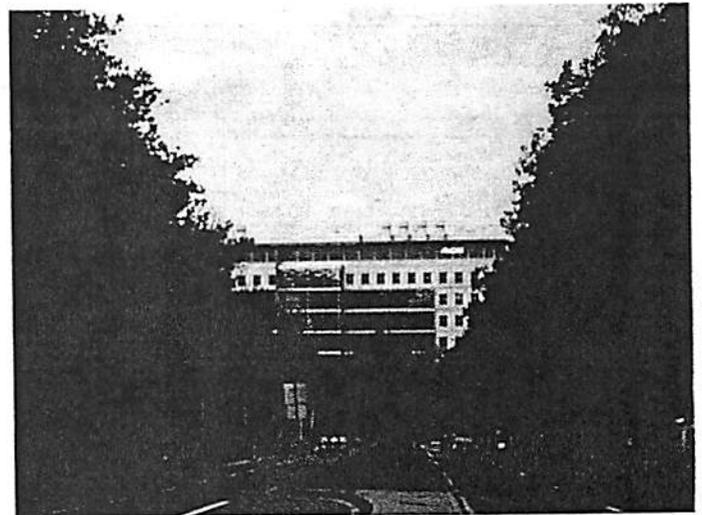
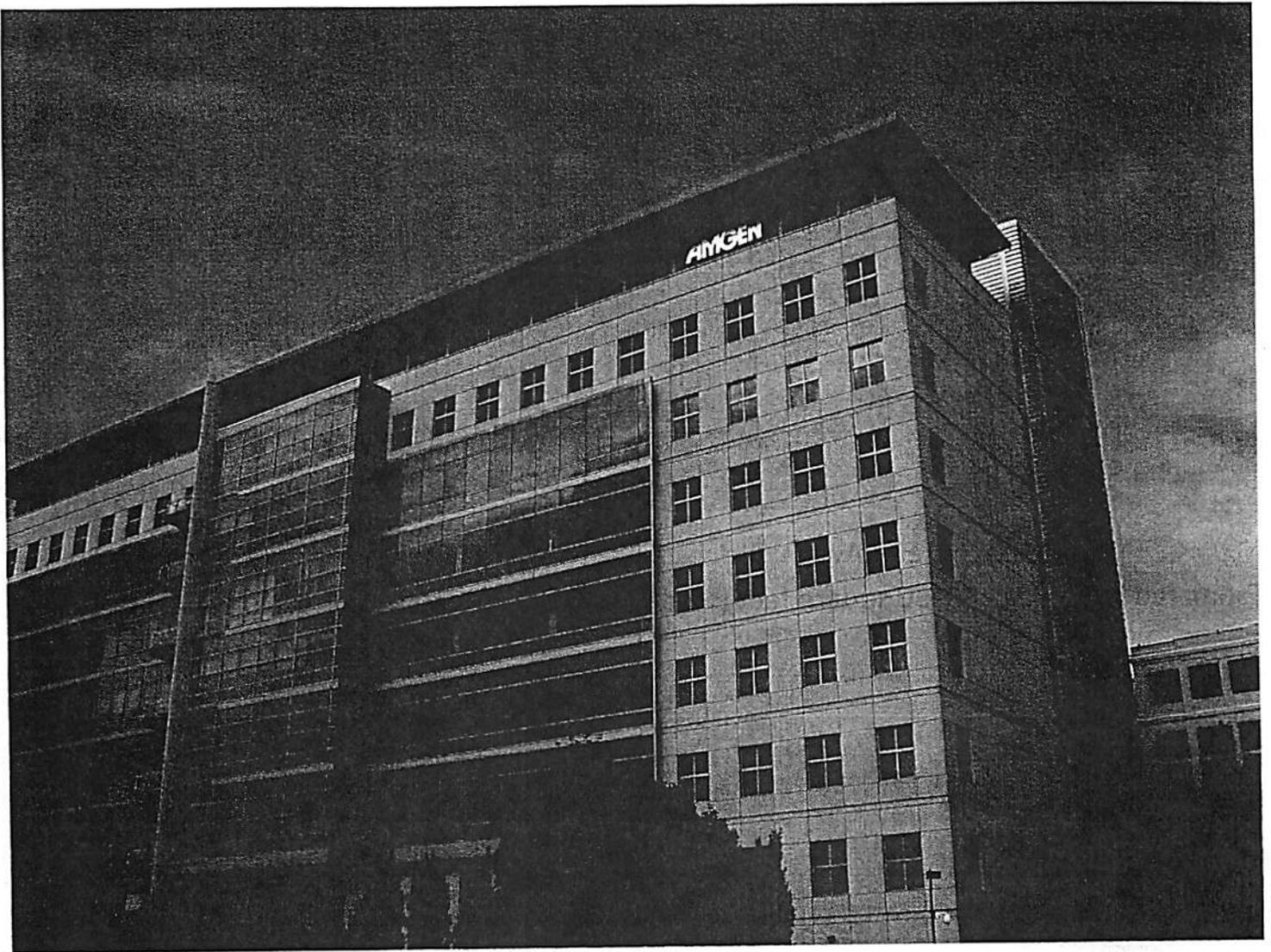
A9

Date: August 31, 2010
To: Planning Board
From: CDD Staff
Re: Signage Regulations in Other Cities

The following information is based on a review of sign regulation ordinances for arbitrarily selected cities. It provides a brief summary of regulations relevant to "Building Identification Signs," which refers to permanent signage in a commercial-use area that provides the name of a building or an occupant within a building and is located just under or above a building's roofline, at least 20 feet in height.

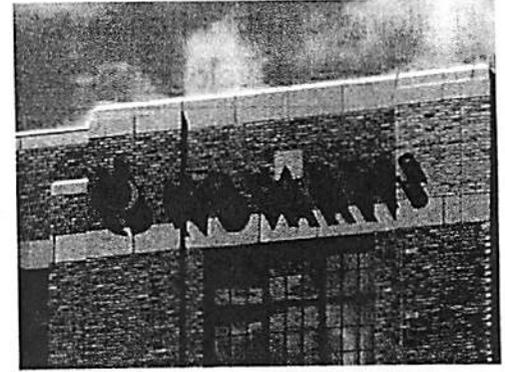
This is provided for summary purposes only; the relevant city ordinances should be consulted to determine the thorough and exact regulations governing signage for a specific city.

City	Rules for Height of Signs in Commercial Districts
Berkeley, CA	Height of wall signs is not restricted except in the sense of the number of signs that are allowed of a certain type; all signs also subject to design review
Boston, MA	Wall signs cannot be higher than 25', or sills above first floor, or building roof, whichever is lowest; however, height can exceed limitations if it goes through BRA design review
New York, NY	In commercial districts, max. height of signs is 25', 40' (in one district 58' allowable), or unlimited, depending on district; also restrictions on the height a sign can extend above the roof and when a sign is allowed on a roof
Palo Alto, CA	Wall signs cannot be higher than the top of the wall they are on; all signs also subject to architectural design review
Philadelphia, PA	No general restriction on the height of signs, except in some special commercial districts, and in the case that the sign projects beyond the building line
Raleigh, NC	Height of wall signs in non-residential districts cannot extend more than 2 feet above the top of the wall
San Francisco, CA	Height limitations vary through different commercial districts; generally, max. height is about 24' in neighborhood commercial, 100' in downtown district, 40' in most other districts
San Jose, CA	Flat-mounted signs are generally restricted in height (fourth floor generally, other heights allowed in downtown district); buildings above 85' (80' in downtown district) can also have "skyline" (located at top floor, below roof line) signs or in some cases roof signs; skyline signs have size limitations that vary by district, generally cannot face public park, river or creek
Seattle, WA	Height for wall signs limited to the cornice line of the building

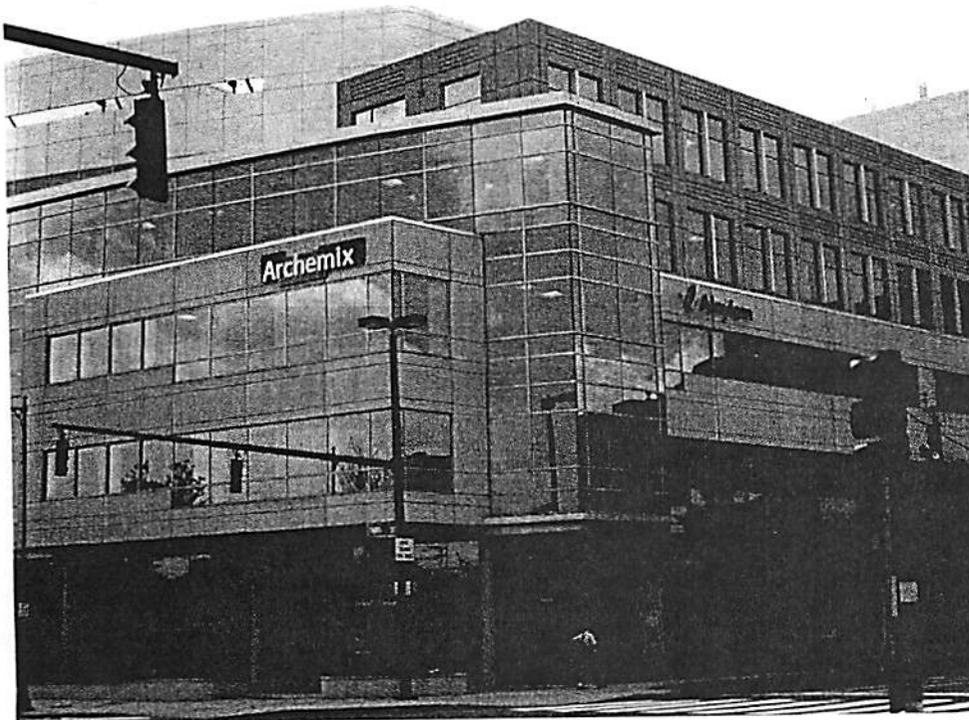


Amgen – One Kendall Square
Estimated Sign Area: 60–80 square feet

412

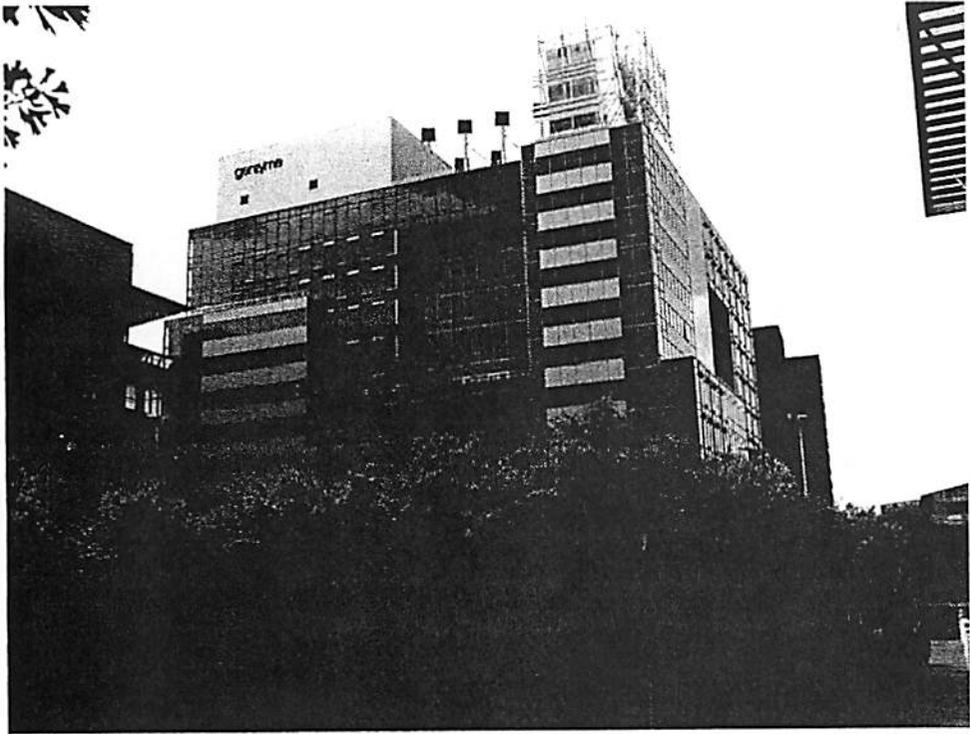


Novartis – 250 Massachusetts Ave
Estimated Sign Area: 40–50 square feet (on each of 2 sides)

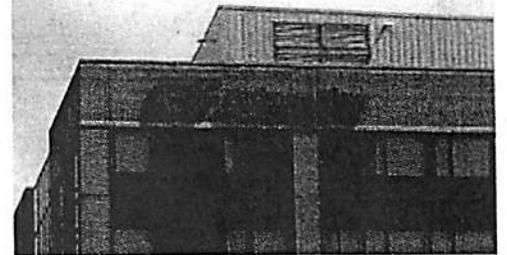
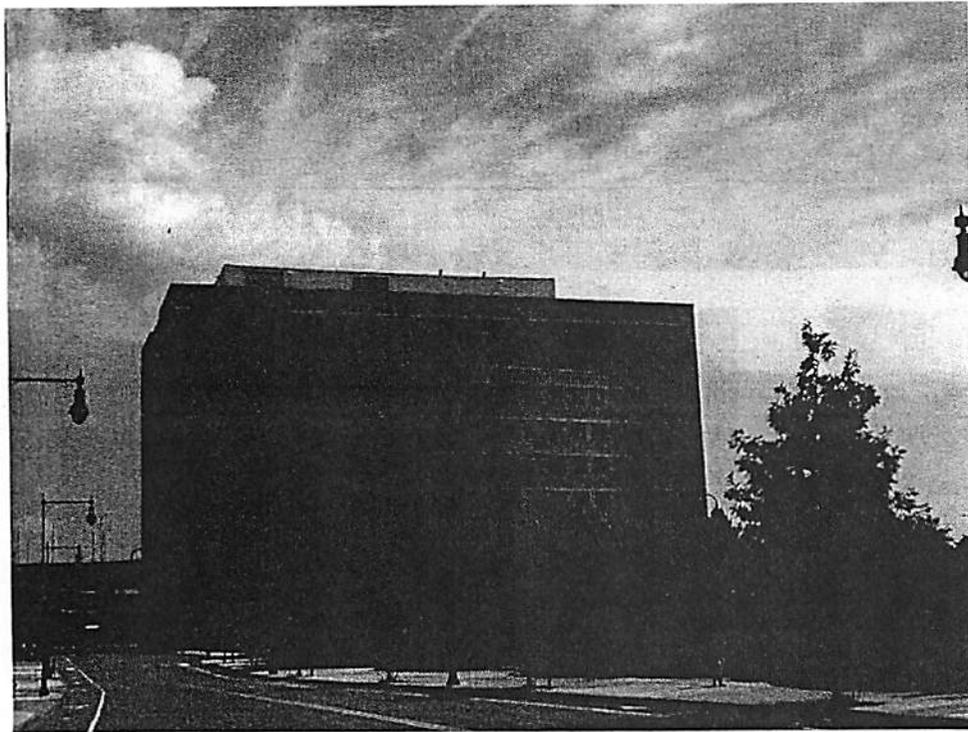


Archemix / Alnylam – 300 Third Street
Estimated Sign Area: 50–60 square feet (each)

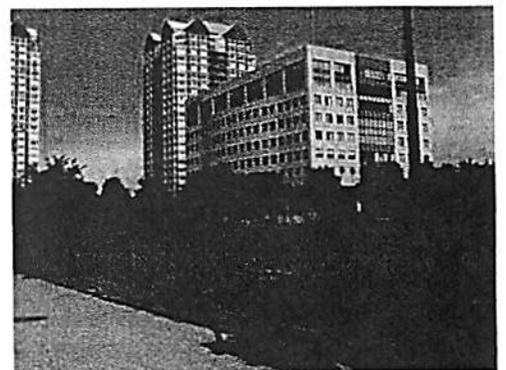
A
B



Genzyme – 500 Kendall Street
Estimated Sign Area: 100–120 square feet



EF Education – 1 Education Street (North Point)
Estimated Sign Area: 150–170 square feet



B1

KEVIN P. CRANE, ESQ.

ATTORNEY AT LAW
104 MOUNT AUBURN STREET
HARVARD SQUARE
P. O. BOX 381030
CAMBRIDGE, MA 02238

TELEPHONE
(617) 876-8500

FACSIMILE
(617) 864-6367

August 26, 2010

Councilor Sam Seidel, Co-Chair,
Councilor Timothy J. Toomey, Jr.
Cambridge City Council Ordinance Committee
795 Massachusetts Avenue
Cambridge, MA 02139

RE: Sign Ordinance Amendments

Dear Councilors Seidel and Toomey:

Relative to the above-captioned matter, after the July 8, 2010 Ordinance Committee hearing, there was a subsequent public hearing and discussion at the Planning Board on August 3, 2010. The Planning Board is scheduled to further discuss these amendments at their September 7, 2010 meeting.

In conjunction with the August 3, 2010 meeting, further proposed revisions were submitted by Les Barber of the CDD staff to the Planning Board in response to issues raised at the early July public hearings. One of the proposed revisions is to change the Building Identification Signs provision from "as of right" to a special permit process issued by the Planning Board. While in general I believe that Building Identification Signs and the use of special permits for signage are not good public policy and not in the interests of the citizens of Cambridge, I applaud the staff for some of the other revisions.

I believe there are some technical drafting issues that I have addressed below. I have also proposed some additional changes that would make the ordinance more responsive to issues raised at the public hearings.

WHY ARE WE DOING THIS? First, I would like to share with you some research on sign variances over the last three and a half years. Based upon the variance decisions that contain information on height and size it appears that not one variance in the last three and one half years authorized a sign more than 35 feet high, only two authorized a sign 35 feet high, not one authorized a sign larger than 60 square feet and only one authorized a sign as large as 60 square feet. The CDD's explanation for why this ordinance amendment is needed is that the variance process is unduly time consuming and the Zoning

B2

Page 2

Board is uncomfortable with some of its variances because of the hardship requirement, yet nobody has made a case for why we need signs higher than 35 feet or larger than 60 square feet. Indeed granting Building Identification Signs by special permit is likely to result in more staff work as numerous applications for special permits are received. WHY ARE WE DOING THIS?

CHARLES RIVER AND OPEN SPACE DISTRICTS. There was also considerable testimony at the public hearings regarding concern as to how the proposed changes would affect the Cambridge skyline along the Charles River in particular. Just as the latest revisions address the concerns of local conservation or historic districts, open space areas, particularly along the Charles River, should be protected. I would suggest a similar amendment which would state as follows within the Building Identification Sign portion of the ordinance: "The building shall not be located in a zoning district which abuts an open space district." Failure to protect the Charles River and other open space districts will only result in 90 square foot signs between the 100 foot mark and the roof line of buildings along the Charles River and other open space districts which no citizen of the City of Cambridge could favor.

GENERAL WAIVER OF SIGN LIMITATIONS. It appears that CDD staff intended that the language encompassed in the new Section 7.16.22(E), not apply to the Building Identification Sign portion of the ordinance. However, as a technical matter there is an ambiguity that could cause a different interpretation. To remove any uncertainty that a Building Identification Sign permitted under the new Subparagraph D(3) is not included within the general waiver of sign limitations provision and also to make it clear that the maximum area of all signs on the exterior of a building are not intended to be subject to a waiver, I recommend the language in Exhibit A.

WHAT TENANTS QUALIFY FOR A BUILDING IDENTIFICATION SIGN. There was concern expressed at both public hearings as to the lack of definition of tenants that could qualify under the Building Identification Sign provision.

As a technical matter, if the new limiting language is to exclude the uses encompassed under Article 4.35 of the Zoning Ordinance, then language from that Article or a reference to it should probably be used.

I further recommend that Building Identification Signs be limited to cases where a single tenant occupies substantially all of the building. Such a change will significantly reduce the loss of identity for small and mid-sized Cambridge businesses that share a building. Furthermore, it does not make sense to refer to a "Building Identification Sign" when the sign refers to a tenant

B3

Page 3

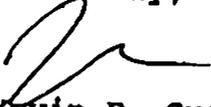
that does not occupy substantially all of the building. Specifically, I recommend a change to the amendment to state that the tenant whose name is displayed on the Building Identification Sign must either: a) be the sole occupant of the building with the exception of ground floor retail, or b) lease at least 90% of the total rentable space in the building. Also, the special permit should expire when the tenant no longer meets this occupancy standard. See Exhibit B.

SIGN SPECIFIC STANDARDS. At the public hearings there was much discussion about the lack of - and need for - sign specific standards incorporated into a review process, whether it be a special permit review or some other review. The proposed new language incorporates a special permit process by the Planning Board which would be governed by the special permit standards encompassed in Article 10.40 of the Zoning Ordinance. However, the new language does not address the need for concrete review standards. Under Article 10.43, special permits will normally be granted except when the granting of such permit would be a detriment to the public interest. Regulation of Building Identification Signs in the City of Cambridge should not be relegated to the vague, general standard of "public interest". The issue of what sign-specific standards should be adopted is enormously complex.

CONCLUSION. Again I want to acknowledge the City staff and the work they have performed to date. As far as the public is concerned, I note the level of public interest in these issues evidenced by written submissions, attendance at the public hearings and testimony at the public hearings which was extraordinary even by Cambridge standards for the first week of July and the first week of August.

I thank you for your consideration of the above proposed amendments and I look forward to the reconvening of the Ordinance Committee hearings on September 7, 2010.

Sincerely,


Kevin P. Crane

KPC/jg

cc: Leland Cheung, City Councilor
Henrietta Davis, Vice Mayor
Marjorie C. Decker, City Councilor
Craig A. Kelley, City Councilor
Kenneth E. Reeves, City Councilor
E. Denise Simmons, City Councilor
David P. Maher, Mayor

Exhibit A

B4

- (1) That the new suggested parenthetical language in Section 7.16.22.E reading "(but specifically excluding Paragraph D)" be altered to read "(but specifically excluding any limitations or restrictions with respect to any sign for which a special permit shall have been or could be granted pursuant to Section 7.16.22.D.3. above)";
- (2) That the proposed new Section 7.16.22.E.3 be revised to read: "No sign in the approved plan, other than a sign authorized pursuant to Section 7.16.23 for a theater, performance space, museum, library or art gallery owned and operated by a non-profit institution or municipality as therein described, may be higher than twenty (20) feet unless previously approved by variance.";
- (3) That the new language in the first paragraph of Section 7.16.D.3 reading "after issuance of a special permit by the Planning Board" be altered to read "after issuance of a special permit therefor by the Planning pursuant to this Section 7.16.22.D.3";
- (4) That the following be added as subparagraph (h) of Section 7.16.22.D.3: "This Section 7.16.22.D.3 shall not apply to any sign with respect to which a waiver shall have been granted pursuant to Section 7.16.22.E below."; and
- (5) That the proposed new Section 7.16.22.E.4 be revised to read: "The area of all existing and prospective signs identified in the Plan shall not exceed the total area of signage permitted on the lot, and the area of all signs identified in the Plan on the exterior of the building, including free standing signs, shall not exceed the total area of all signs permitted on the exterior of the building, including free standing signs, in each case as set forth in the first paragraph of Section 7.16.22."

B5

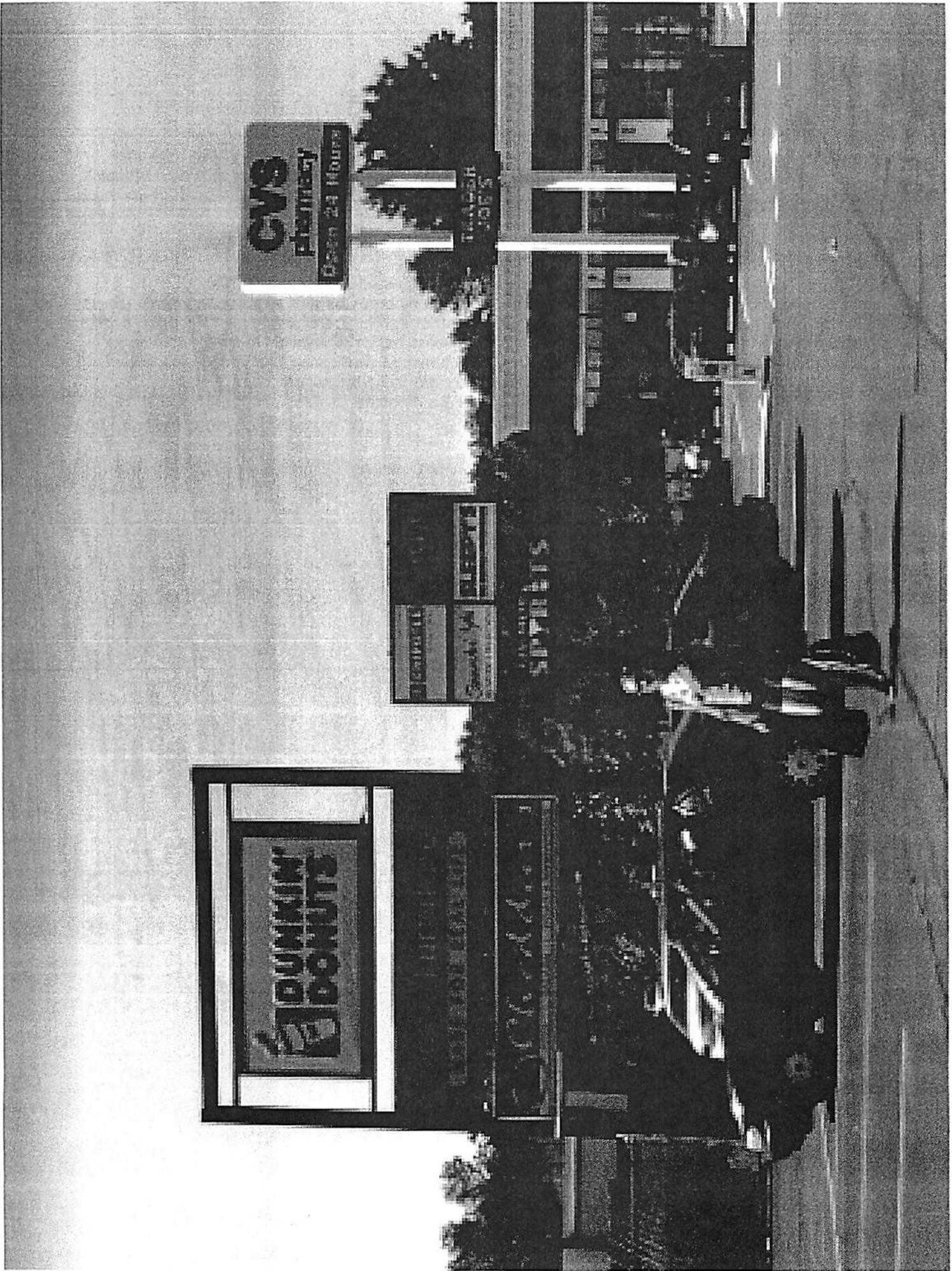
Exhibit B

That Section 7.16.22.D.3(e) be modified to read as follows:

"The sign shall be accessory to a non-retail business or consumer service establishment tenant in the building, and shall not contain any name or graphic symbol other than the name and/or graphic symbol of such tenant. The tenant whose name and/or graphic symbol is displayed on the sign must either (i) be the sole occupant of the building with the exception of ground floor retail tenants, or (ii) lease and occupy at least 90% of the total rentable space in the building."

That the following be added as subparagraph (h) of Section 7.16.22.D.3: "Any special permit issued pursuant to 7.16.22.D.3 shall automatically expire and be of no further force or effect, and any sign authorized thereby shall promptly be removed, upon a failure of compliance with any of the conditions or limitations set forth in subparagraphs (a) through (g) thereof."

01



01

0

CJ

Alewife Signs Now! - September 2010

How did these sprawling eyesore signs even get installed under Cambridge's existing, quite restrictive Zoning limitations on signs? (They're in the shopping center across from Fresh Pond Mall right after the rotary when proceeding north on Alewife Brook Parkway.) The CVS sign towers above the others at approx. 4 stories in height.

Proposed General-Waiver-for-Signs (or "Stealth") Zoning Amendment

But more alarming still are the recently proposed Zoning amendments now under consideration by the Planning Board and the City Council that would, if approved, remove limitations on sign size, height, number, location and/or lighting! If that happens, signs proposed in many areas of the City will be reviewed on a case-by-case basis with minimal to non-existent fixed, predictable, sign-related standards to guide the City's Planning Board during its approval/disapproval hearings. Moreover, the Board will only be required to notify close-by property owners of such hearings that could negatively affect everyone's visual environment.

Submitted on 9/7/10 with photo to Cambridge City Council/Ordinance Committee and Planning Board
By Walter McDonald and Carol O'Hare
172 Magazine St., Cambridge

COMING SOON?...

WELCOME
TO *Fabulous*
CAMBRIDGE
MASSACHUSETTS

VEGETARIAN TASTY

Toscanini's

LONGFELLOW HOUSE

MART

S&S DELI

HARVEST CO-OP MARKET

THE COOP HARVARD

THE BRATTLE THEATRE

Lopez, Donna

From: Craig Kelley [CraigKelley62@verizon.net]
Sent: Tuesday, September 07, 2010 7:45 AM
To: Drury, Margaret; Lopez, Donna
Subject: suggested zoning language change for temporary signs

Margaret:

As if things weren't complicated enough, I'd like to throw this in the mix as well.

Could you make copies available for the Ordinance Committee meeting this afternoon, please?

Thanks a lot.

Craig

For purposes of religious institutions only, a "temporary sign" will mean any sign that is not meant to be permanently displayed, that is not affixed to an existing structure and meets the following limitations:

- a. Any temporary sign, inclusive of any framing material, may total no more than 1 square foot of sign per linear foot of the property on which the sign is located
- b. Any temporary sign may not be located or rise in height to a level more than 50% of the height of the tallest structure on the property on which the sign is located
- c. Any temporary sign may not exceed 5% of the frontage of the property on which the sign is located in any dimension besides height
- d. Any temporary sign may not be located in a manner so that it overhangs any part of the public way
- e. Any temporary sign or combination of signs may not be displayed for more than six consecutive weeks
- g. Any combination of temporary signs may not be displayed for more that 180 days in any 360 day period on the same property

The display of a temporary sign per the above regulations does not preclude the display of additional temporary signs meeting the requirements in section XX of this chapter

Temporary signs may not have their own internal or external lighting and must be completely immobile once installed.

Only messages pertaining to the religious institution on whose property the sign is located may be displayed on a temporary sign.