



# CAMBRIDGE HISTORICAL COMMISSION

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

## APPLICATION FOR CERTIFICATE

1. The undersigned hereby applies to the Cambridge Historical Commission for a Certificate of (check one box):  Appropriateness,  Nonapplicability, or  Hardship, in accordance with Chapter 40C of the Massachusetts General Laws and/or Chapter 2.78 of the Municipal Code.

2. Address of property: 1350 Massachusetts Avenue, Cambridge, Massachusetts

3. Describe the proposed alteration(s), construction or demolition in the space provided below: **(An additional page can be attached, if necessary).** President and Fellows of Harvard College proposes to install two tenant wayfinding signs on the exterior of the Smith Campus Center: a freestanding sign on the north side of the building and a freestanding sign on the south side of the building. The proposed tenant signs include pole mounted banners at the Massachusetts Avenue and Mt. Auburn Street entrances. These signs are designed to attract and more effectively inform the university community and general public about the various tenants in the Smith Campus Center that provide food and drink. The signs are sized and located to integrate with the existing pole structures. The background color is a red that is coordinated with the nearby Harvard freestanding totem signs. The background also includes the word "DINE" to identify the type of tenants inside the center, sharing the same font as the Harvard University Common Spaces.

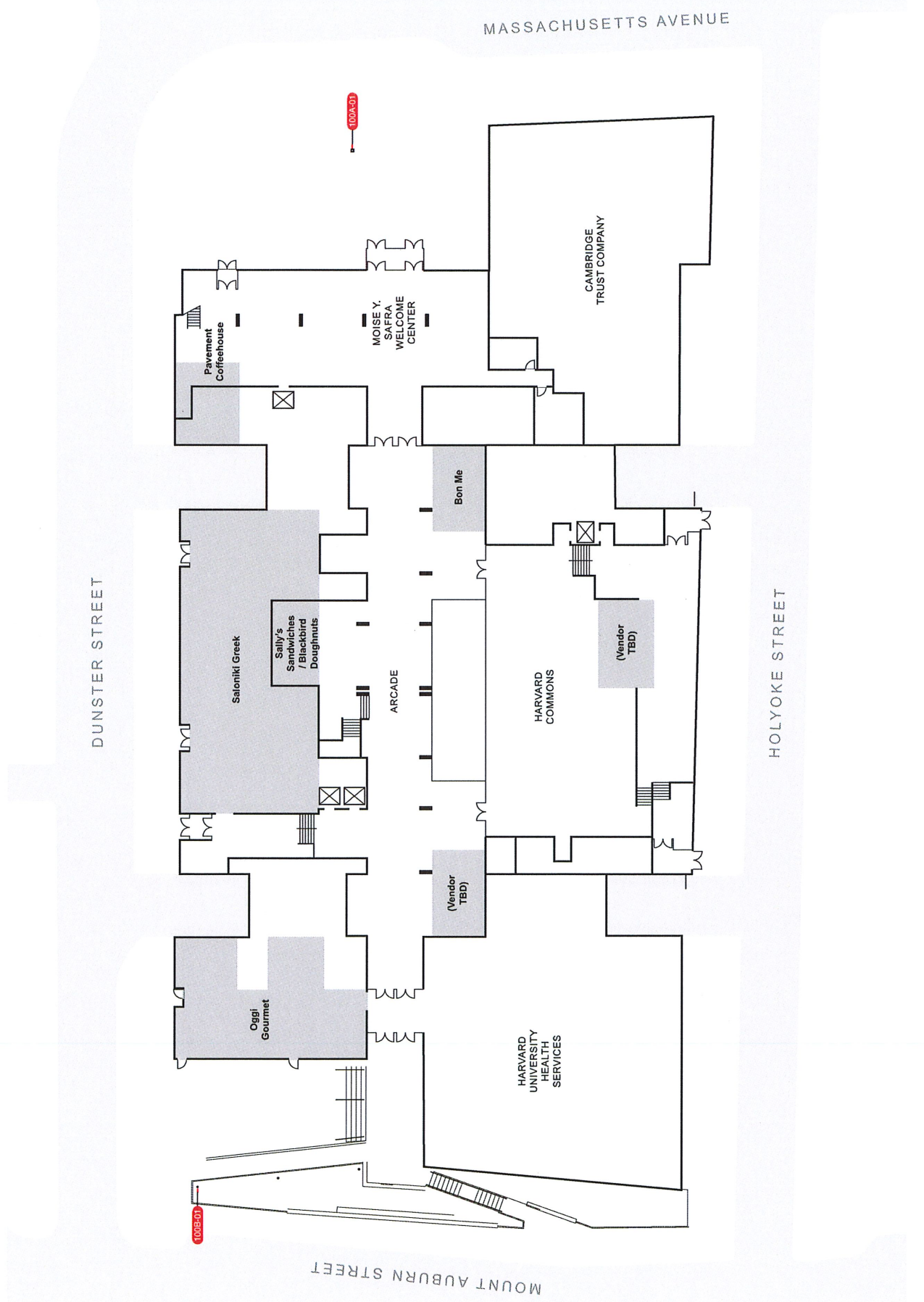
The building occupies an entire block in Harvard Square and has multiple entrances. Tenant wayfinding signage is necessary in order to guide visitors to the multiple food venues in the building, including several locally owned interior food venues that are not visible from the outside and do not have signage on the exterior of the building.

See attached plan for sign locations and details.

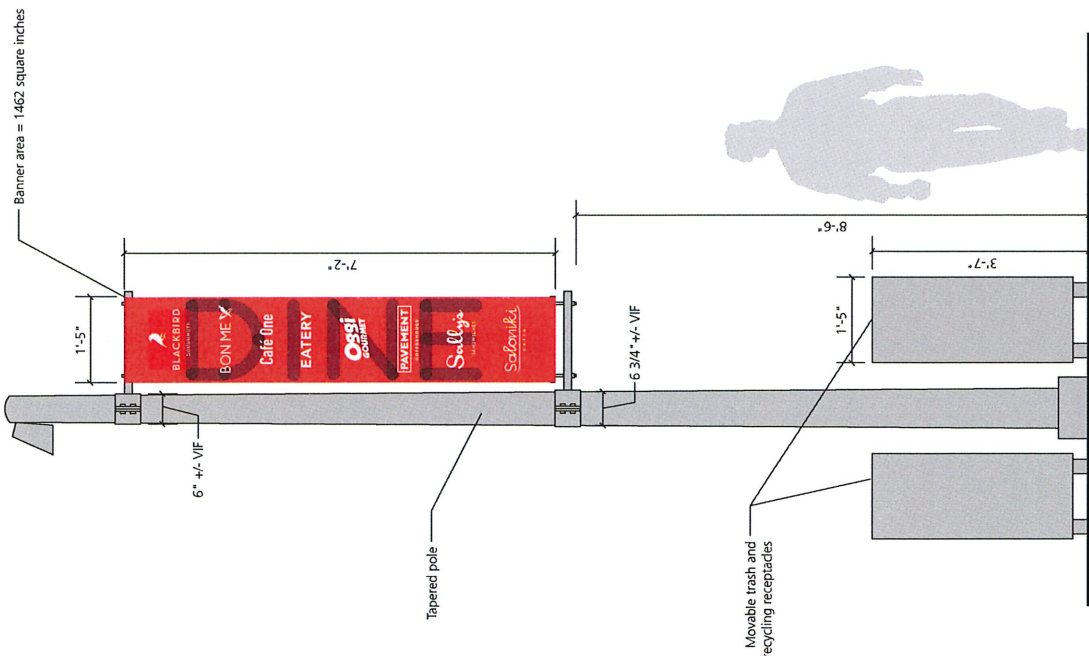
I certify that the information contained herein is true and accurate to the best of my knowledge and belief. **The undersigned also attests that he/she has read the statements printed on the reverse.**

<b>Name of Property Owner of Record:</b> President and Fellows of Harvard College c/o Diane Gray	
<b>Mailing Address:</b> Harvard Planning Office, 1350 Massachusetts Avenue, Suite 573 , Cambridge MA 02138	
<b>Telephone/Fax:</b> 617-496-3606/617-495-0559	<b>E-mail:</b> diane_gray@harvard.edu
<b>Signature of Property Owner of Record:</b> <i>Diane Gray</i>	
(Required field; application will not be considered complete without property owner's signature)	
<b>Name of proponent, if not record owner:</b>	
<b>Mailing Address:</b>	
<b>Telephone/Fax:</b>	<b>E-mail:</b>

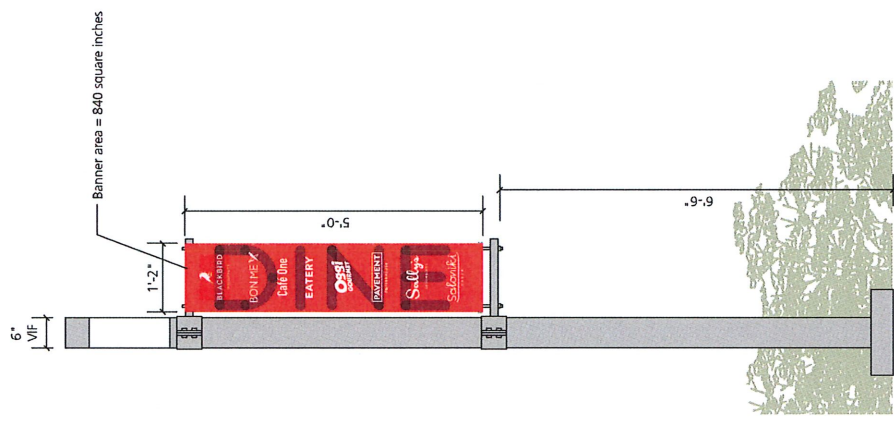
<i>(for office use only):</i>		
<b>Date Application Received:</b> _____	<b>Case Number:</b> <u>4670</u>	<b>Hearing Date:</b> <u>10/7/21</u>
<b>Type of Certificate Issued:</b> _____		<b>Date Issued:</b> _____



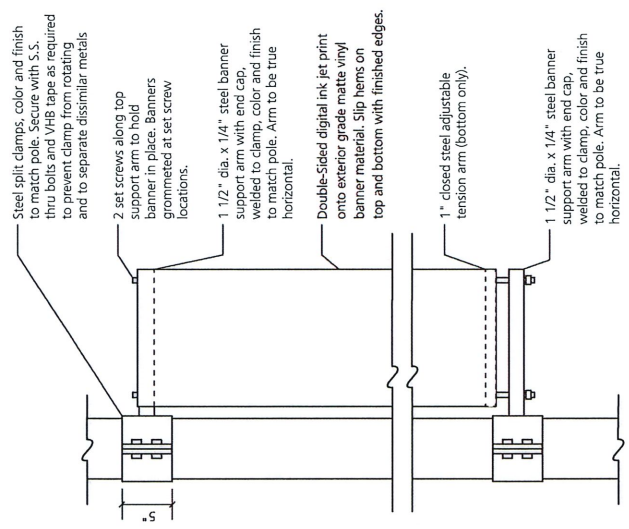




(A) Elevation – ST100A, Banner at Mass. Ave. Entrance  
 1/2" = 1'-0"



(B) Elevation – ST100B, Banners at Mt. Auburn St. Entrance  
 1/2" = 1'-0"



(C) Banner Details  
 1" = 1'-0"









**View - Sign Type 100B Banners**  
South Entrance from Mt. Auburn Street

**Harvard University Smith Campus Center**  
Tenant Wayfinding Signage

Roll Barresi & Associates  
June 15, 2021