



CAMBRIDGE HISTORICAL COMMISSION

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

RECEIVED
AUG 05 2020
CAMBRIDGE HISTORICAL COMMISSION

APPLICATION FOR CERTIFICATE

- 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.
- Address of property: 71 Mount Auburn St., Cambridge, Massachusetts
- Describe the proposed alteration(s), construction or demolition in the space provided below:
(An additional page can be attached, if necessary).

Please see attached drawings for the proposed signage request.

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.

Name of Property Owner of Record: Harvard Student Agencies, Inc.

Mailing Address: 67 Mount Auburn St. Cambridge, MA 02138

Telephone/Fax: 617-495-9639 E-mail: jim.mckeller@hsa.net

⇒ Signature of Property Owner of Record: Please see attached Letter of Authorization
(Required field; the application will not be considered complete without the property owner's signature)

Name of proponent, if not record owner: The Sign Center / Jessica Keys

Mailing Address: 40 Orchard St. Haverhill, MA 01832

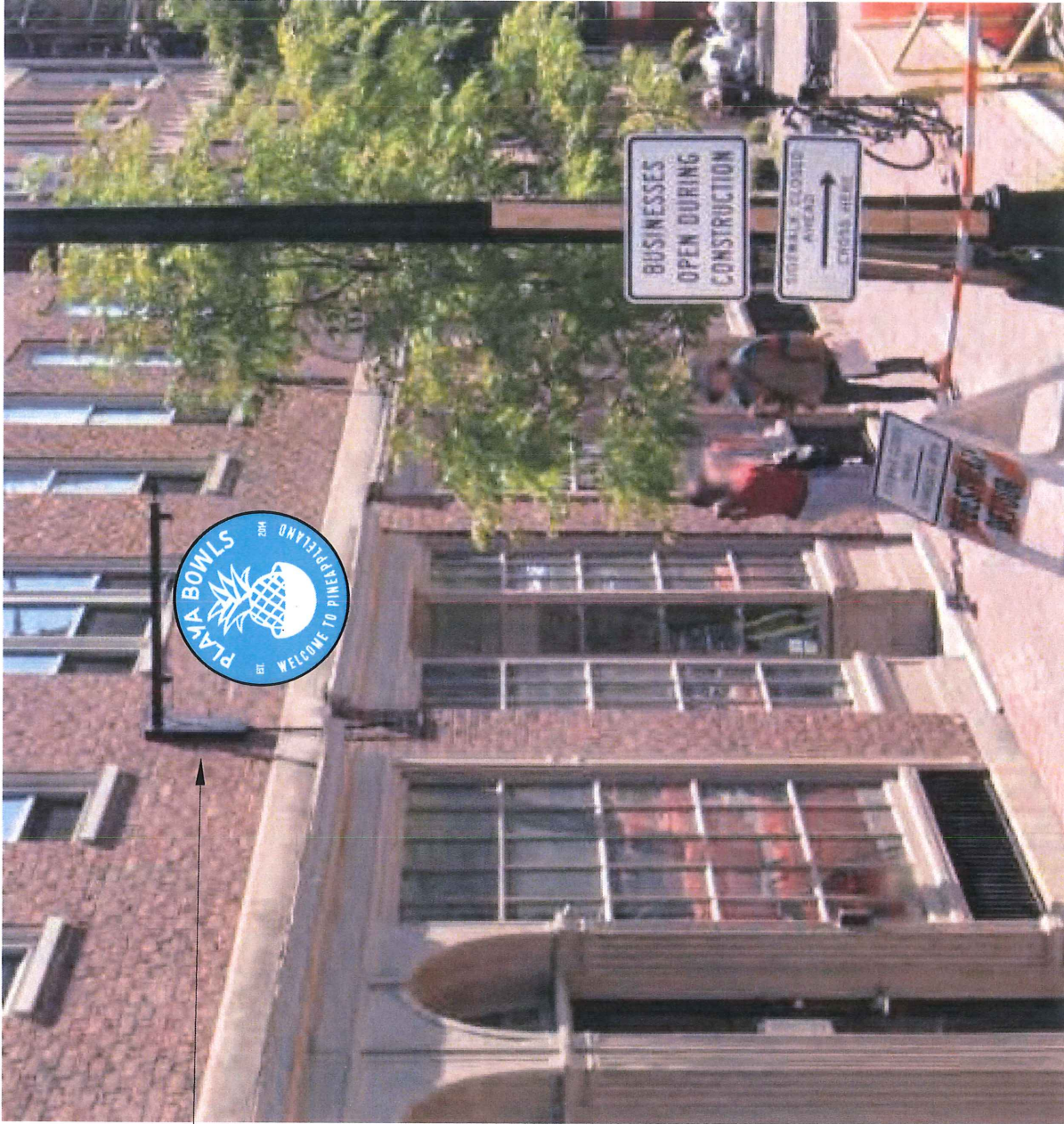
Telephone/Fax: 978-228-2808 E-mail: jessica.keys@thesigncenter.com

(for office use only):

Date Application Received: 8/5/20 Case Number: 4383 Hearing Date: 9/10/20

Type of Certificate Issued: _____ Date Issued: _____

Previous Bracket
Has Been Removed



Playa Bowls
71 Mt. Auburn St., Cambridge MA
Sales Associate Jay Kahn

date 6/23/20
designed by K Hansen
file name 131548 Playa Bowls Projection Sign.plt
details 36"H Pierce Cut Push Through Internally Illuminated Projection Sign

Previous Conditions

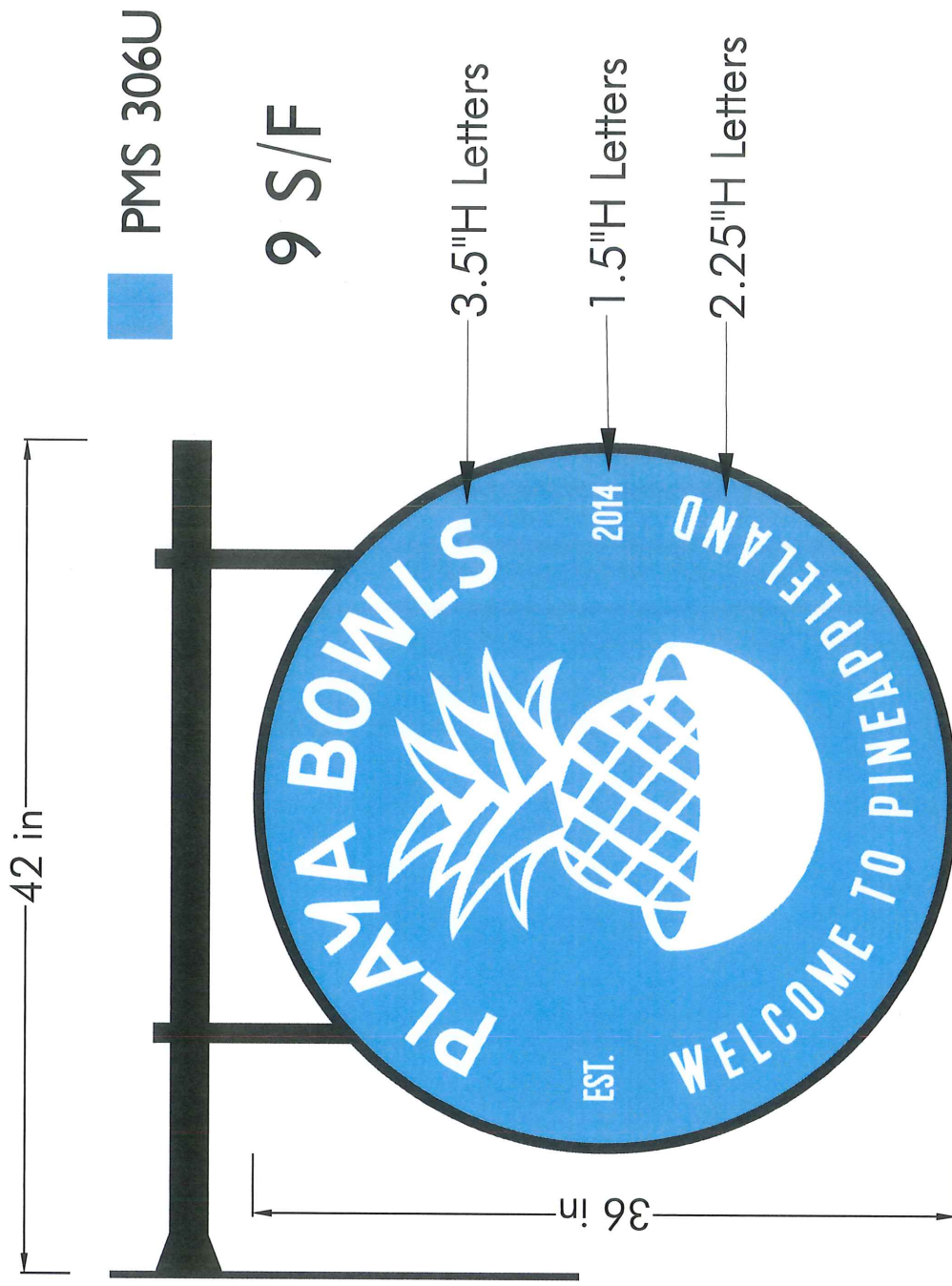


the sign center
get noticed.

Playa Bowls
71 Mt. Auburn St., Cambridge MA
Sales Associate Jay Kahn

date 6/23/20
designed by K Hansen
file name I31548 Playa Bowls Projection Sign.plt
details 36"H Pierce Cut Push Through Internally Illuminated
Projection Sign

Fabricate New Bracket
to be Similar to
Neighboring Business



Playa Bowls
71 Mt. Auburn St., Cambridge MA
Sales Associate Jay Kahn

date 6/23/20
designed by K Hansen
file name B31548 Playa Bowls Projection Sign.plt
details 36"H Pierce Cut Push Through Internally Illuminated Projection Sign



City of Cambridge
Inspectional Services Department
831 Massachusetts Avenue
Cambridge MA 02139

7/2/2020

RE: 71 Mt Auburn St., Cambridge, MA 02138

To whom it may concern:

Please accept this letter as formal authorization for The Sign Center of Haverhill, MA to act on our behalf and as our "agent" for the purposes of securing all the necessary permits and approvals (including signing of all documents relating to these matters) required by the City of Cambridge for the proposed signs to be built and installed at 71 Mt Auburn St., Cambridge, MA 02138.

Should you have any questions or concerns, please contact me at 617-780-0303 or dana.nentin@gmail.com.

Thank you,

A handwritten signature in black ink that reads 'Dana Nentin'.

Dana Nentin
Owner, PB Crimson LLC (d/b/a Playa Bowls)



HARVARD
STUDENT
AGENCIES

City of Cambridge
Inspectional Services Department
831 Massachusetts Avenue
Cambridge MA 02139

7/2/2020

RE: 71 Mt Auburn St., Cambridge, MA 02138

To whom it may concern:

As the property owner for 71 Mt Auburn St., Cambridge, MA 02138, I have reviewed and approved the proposed sign designs for this location.

I hereby authorize The Sign Center (and contractors that are authorized by The Sign Center) to act on our behalf in all manners relating to the application of sign permits for 71 Mt Auburn St., Cambridge, MA 02138 including signing of all documents relating to these matters.

If you have any questions regarding this matter please feel free to contact me at jim.mckellar@hsa.net or 617-495-9639.

Thank you,

Jim McKellar
General Manager



CITY OF CAMBRIDGE

Community Development Department

IRAM FAROOQ
Assistant City Manager for
Community Development

SIGN CERTIFICATION FORM
COVER SHEET

SANDRA CLARKE
Deputy Director
Chief of Administration

Sign Text: Playa Bowls

KHALIL MOGASSABI
Deputy Director
Chief of Planning

Location of Sign: 71 Mt. Auburn St, Cambridge, MA 02138

Applicant: Dana Nentin, Owner, PB Crimson LLC (d/b/a Playa Bowls)

Hung Lam, Owner, PB Crimson LLC (d/b/a Playa Bowls)

Zoning District: Business B Overlay District: Harvard Square & Harvard, Radcliffe, Lesley

Area of Special Planning Concern: (Sec. 19.46 & 19.42.1) Yes Harvard Sq

Application Date: 6/30/2020

Sketch of sign enclosed: Yes [checked] No

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 under Article 7.000 at https://www.cambridgema.gov/CDD/zoninganddevelopment/Zoning/Ordinance

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

Proposed PROJECTING Sign (including signs on awnings)

Area in Square feet: 9 Dimensions: 36 inches X 36 inches

Illumination: Natural Internal X External

Height (from ground to the top of the sign): approx 13'

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

Length in feet of store front facing street: (a) 29' 11/16". Area of signs allowed accessory to store: outside (1 x a) 30φ, behind windows (0.5 x a) . Area of all existing signs on the store front to remain (including any freestanding sign): N/A. Area of additional signs permitted: N/A 21φ.

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: 7/2/20 CDD Representative Eggen, P.