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# PAINTED BURRO

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**32 CHURCH STREET**  
CAMBRIDGE, MA 02138

Cambridge Historic Commission

05.05.2022

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**SOUSA design**  
Architects

81 Boylston St., 2nd Floor  
Brookline, MA, 02445  
617 . 879 . 9100



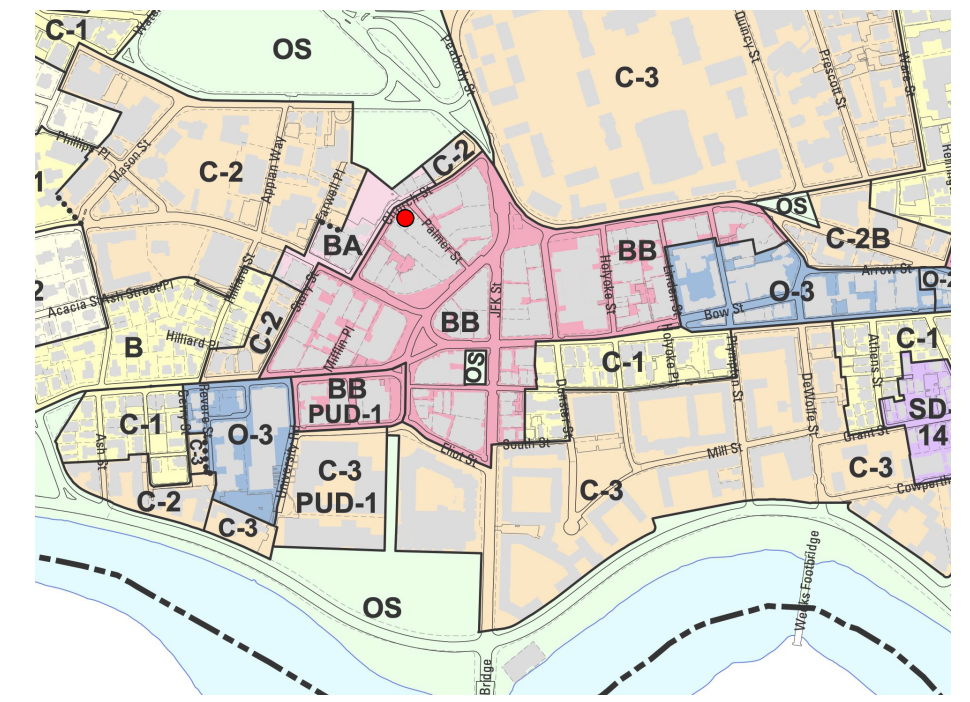
EXISTING  
EXTERIOR  
PHOTO

**A-1**

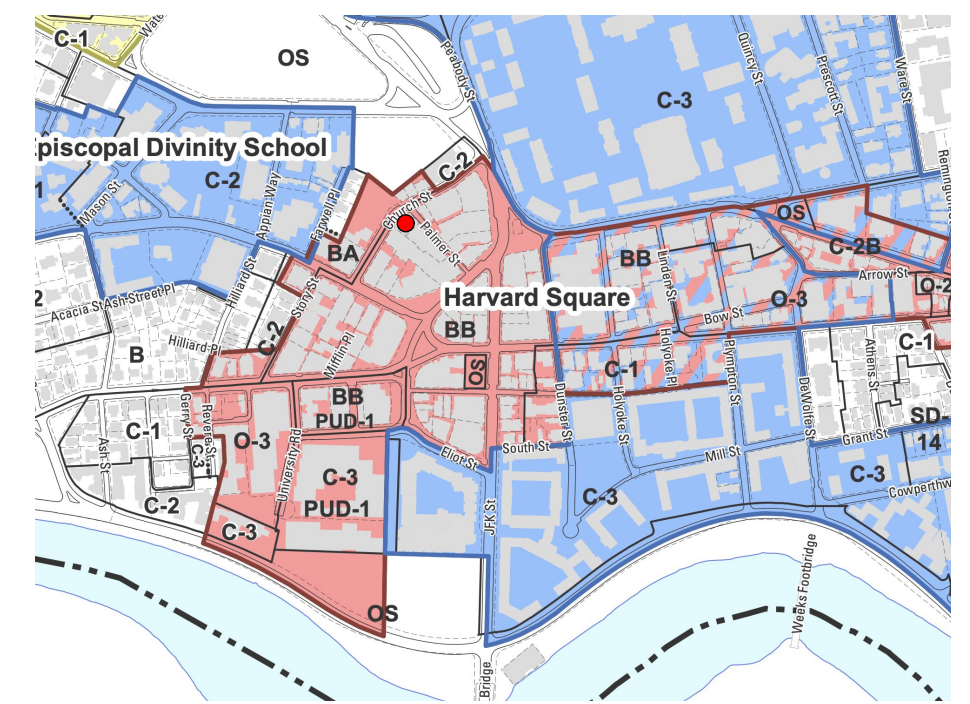
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32 CHURCH STREET  
CAMBRIDGE, MA 02138

● REPRESENTS PROJECT LOCATION



CAMBRIDGE ZONING BASE MAP



CAMBRIDGE ZONING DISTRICT OVERLAY MAP

**A ZONING MAP**  
Scale: NOT TO SCALE

**ZONING SUMMARY**

ZONING DISTRICT: (BB) BUSINESS BUSINESS  
ZONING TYPE: BUSINESS  
DISTRICT OVERLAY: HARVARD SQUARE OVERLAY

**CAMBRIDGE, MASSACHUSETTS - ZONING ORDINANCE ARTICLE 20.000 - OVERLAY DISTRICTS / 20.50 HARVARD SQUARE**  
\$20.55 SIGN REGULATIONS IN THE HARVARD SQUARE HISTORIC OVERLAY DISTRICT.

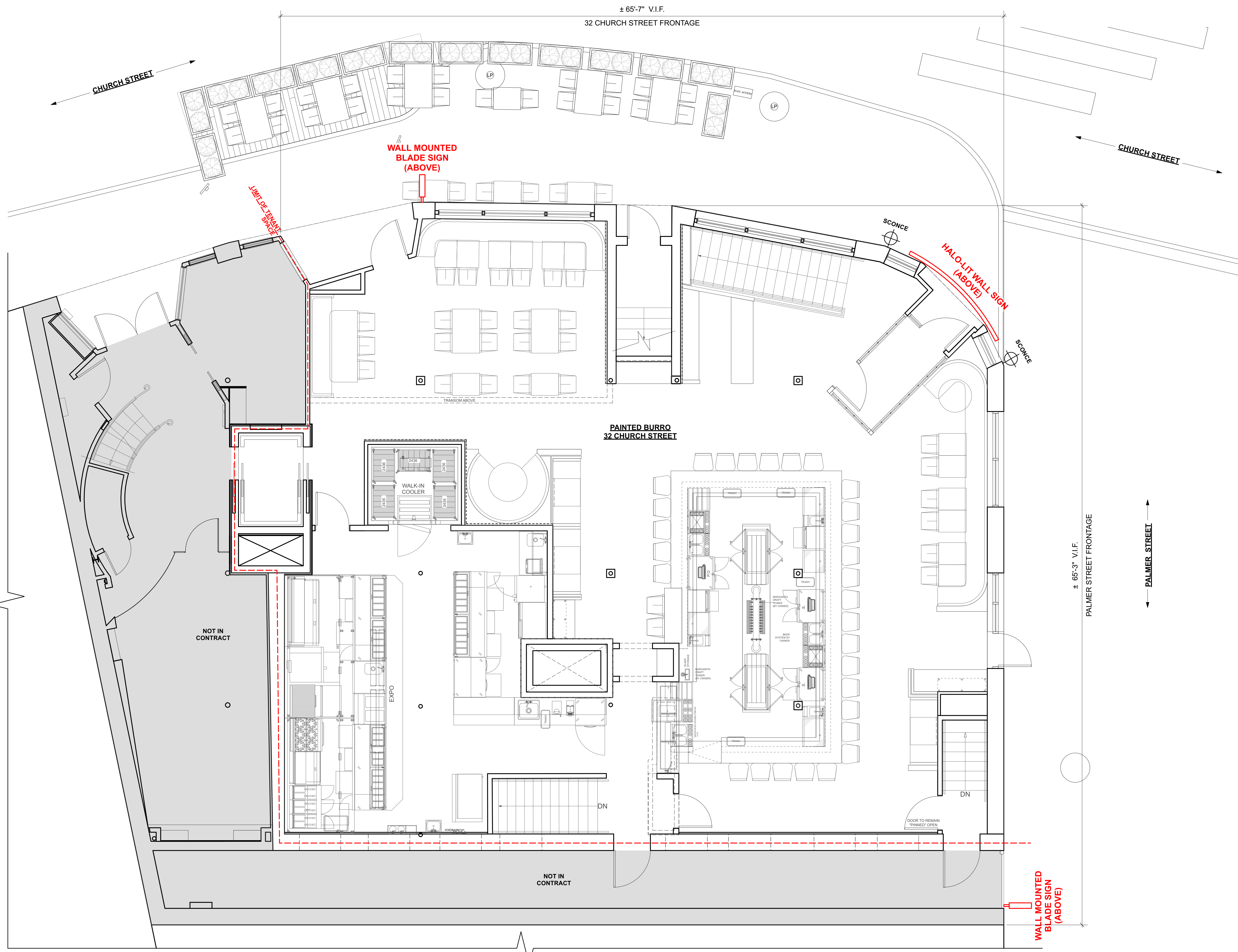
§ 20.55.1 ALL PROVISIONS OF ARTICLE 7.000 SHALL APPLY IN THE HARVARD SQUARE HISTORIC DISTRICT, EXCEPT AS MODIFIED BELOW. IT IS THE INTENT OF THESE MODIFICATIONS TO ALLOW GREATER FLEXIBILITY IN THE SIZE, LOCATION AND ILLUMINATION OF SIGNS, TO ENCOURAGE GREATER THOUGHTFUL DESIGN OF INDIVIDUAL SIGNS, TO ENCOURAGE GREATER RESPECT FOR THE BUILDING AND VISUAL CONTEXT WITHIN WHICH NEW SIGNS ARE ERECTED, AND THEREBY ADD INTEREST AND CHARACTER TO THE SHOPPING ENVIRONMENT IN HARVARD SQUARE.

1. IN SECTION 7.16.22 - SIGNS IN ALL BUSINESS, OFFICE AND INDUSTRIAL DISTRICTS, PARAGRAPHS A, B, AND C SHALL NOT APPLY IN OFFICE AND BUSINESS BASE DISTRICTS. HOWEVER, NO SIGN ON THE OUTSIDE OF A BUILDING MAY EXTEND HIGHER THAN 20 FEET ABOVE GRADE.
2. IN SECTION 7.16.3 - APPLICATION OF THE SIGN FRONTAGE FORMULA SHALL NOT APPLY.
3. IN THE RESIDENCE C-2B BASE DISTRICT THE PROVISIONS OF SECTION 7.16.22 SHALL APPLY TO PERMITTED OR LEGALLY ESTABLISHED NONCONFORMING OFFICE AND RETAIL USES.

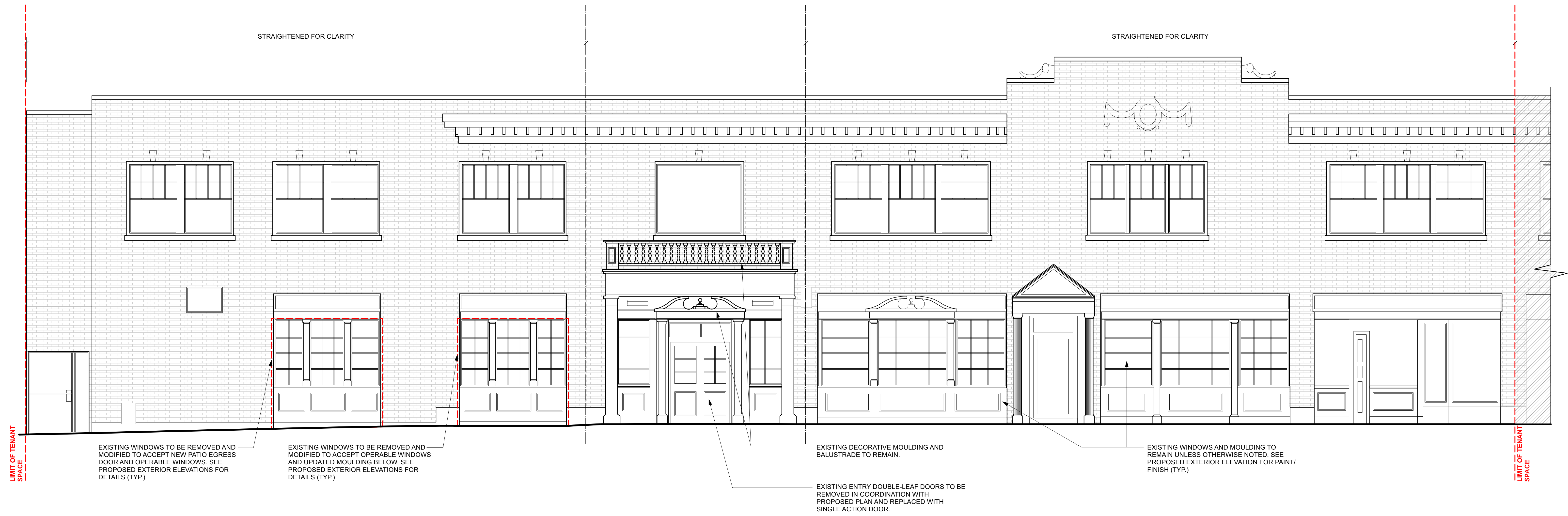
**SIGNAGE PLAN  
A-2**

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**1 SIGNAGE PLAN**  
Scale: 1/4" = 1'-0"



1 EXISTING EXTERIOR ELEVATION  
Scale: 1/4" = 1'-0"

EXISTING EXTERIOR ELEVATION  
**A-3**

PROPOSED SIGNAGE CALCULATIONS



	EXISTING FRONTAGE	ALLOWABLE SIGN FRONTAGE **	PROPOSED SIGN FRONTAGE
CHURCH & PALMER STREET	± 130'-10" (V.I.F.)	(130.83x1.0) = 130.83 SF (1 SF PER LINEAR FOOT)	± 57.0 SF (INCLUDES WALL SIGNS ABOVE ENTRY, TWO BLADE SIGNS + AWNING GRAPHICS)

\*\* EXCERPT FROM CAMBRIDGE, MA ZONING ORDINANCE \*\*

§ 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...

§ 20.55.1 ALL PROVISIONS OF ARTICLE 7.000 SHALL APPLY IN THE HARVARD SQUARE HISTORIC DISTRICT, EXCEPT AS MODIFIED BELOW. IT IS THE INTENT OF THESE MODIFICATIONS TO ALLOW GREATER FLEXIBILITY IN THE SIZE, LOCATION AND ILLUMINATION OF SIGNS IN ORDER TO ENCOURAGE MORE THOUGHTFUL DESIGN OF INDIVIDUAL SIGNS, TO ENCOURAGE GREATER RESPECT FOR THE BUILDING AND VISUAL CONTEXT WITHIN WHICH NEW SIGNS ARE ERRECTED, AND THEREBY ADD INTEREST AND CHARACTER TO THE SHOPPING ENVIRONMENT IN HARVARD SQUARE. 1. IN SECTION 7.16.22 - SIGNS IN ALL BUSINESS, OFFICE AND INDUSTRIAL DISTRICTS. PARAGRAPHS A, B, AND C SHALL NOT APPLY IN OFFICE AND BUSINESS BASE DISTRICTS. HOWEVER, NO SIGN ON THE OUTSIDE OF A BUILDING MAY EXTEND HIGHER THAN 20 FEET ABOVE GRADE.

LEGEND

-  REPRESENTS PORTION OF EXISTING WALL TO BE PAINTED PNT-1
-  REPRESENTS PORTION OF EXISTING WALL TO BE PAINTED PNT-2



PNT-1  
BENJAMIN MOORE  
MAGENTA 2077-10



PNT-2  
BENJAMIN MOORE  
BLACK BERRY 2119-20



EXTERIOR SCONCE



1 PROPOSED EXTERIOR ELEVATION  
Scale: 1/4" = 1'-0"

PROPOSED  
EXTERIOR  
ELEVATION

A-4

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PROPOSED SIGNAGE CALCULATIONS

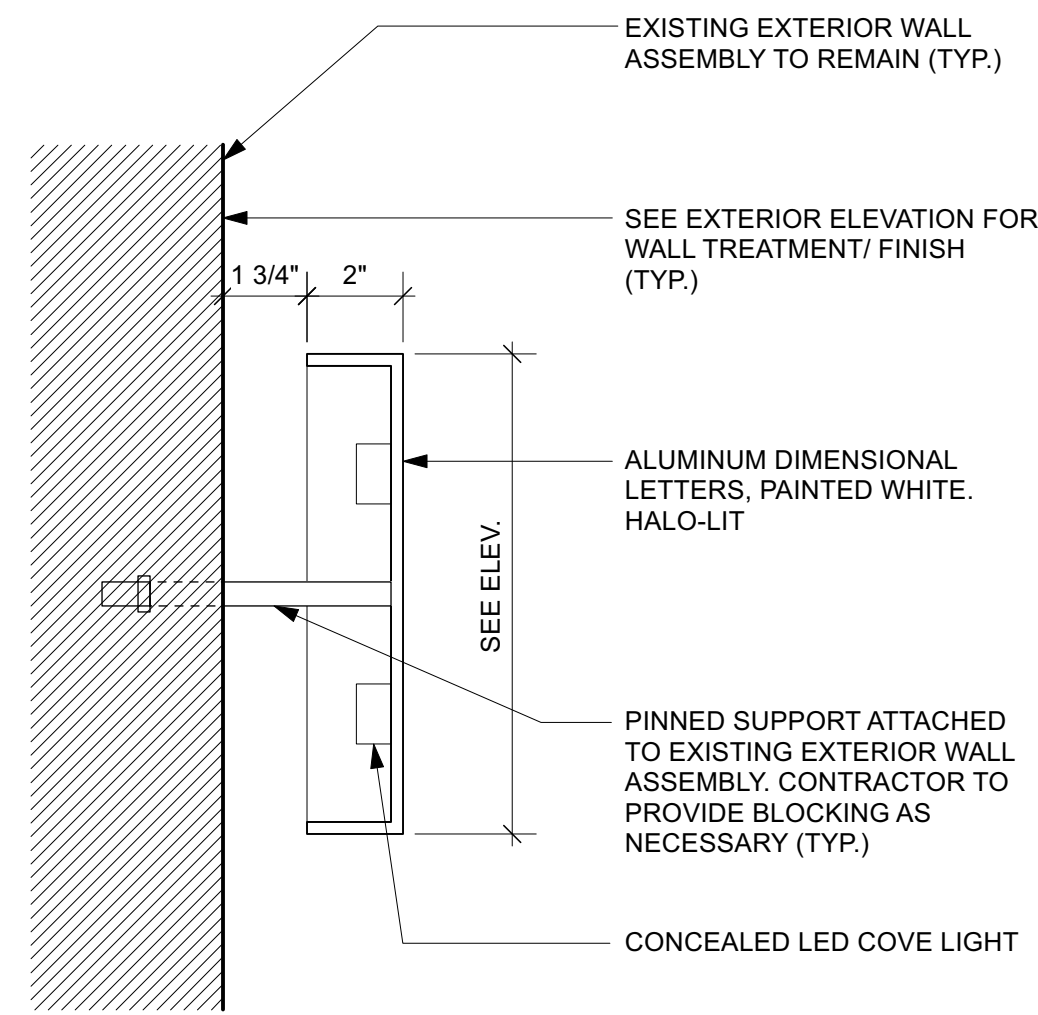
	EXISTING FRONTAGE	ALLOWABLE SIGN FRONTAGE **	PROPOSED SIGN FRONTAGE
CHURCH & PALMER STREET	± 130'-10" (V.I.F.)	(130.83x1.0) = 130.83 SF (1 SF PER LINEAR FOOT)	± 54.0 SF (INCLUDES WALL SIGNS ABOVE ENTRY + TWO BLADE SIGNS)

\*\* EXCERPT FROM CAMBRIDGE, MA ZONING ORDINANCE \*\*

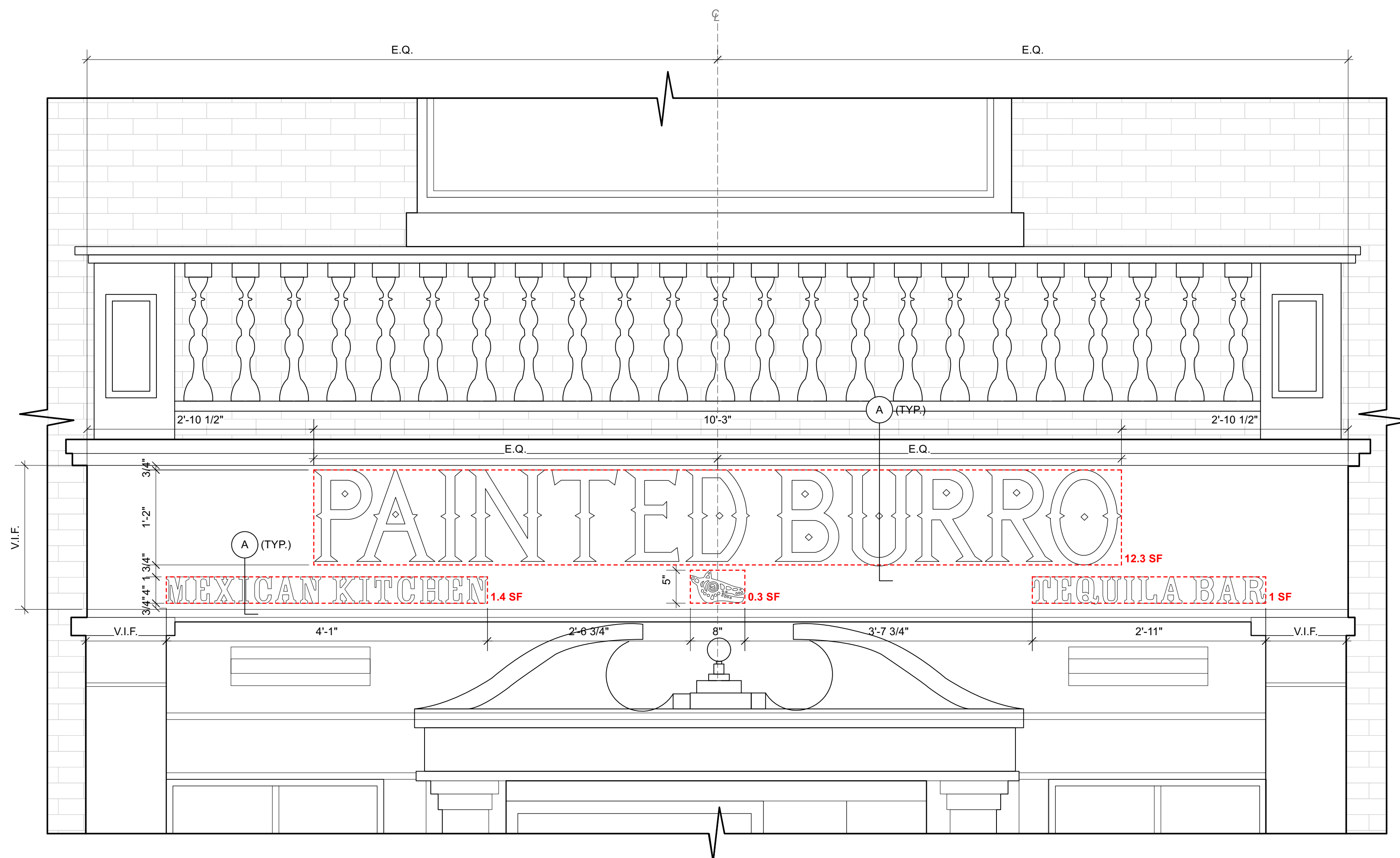
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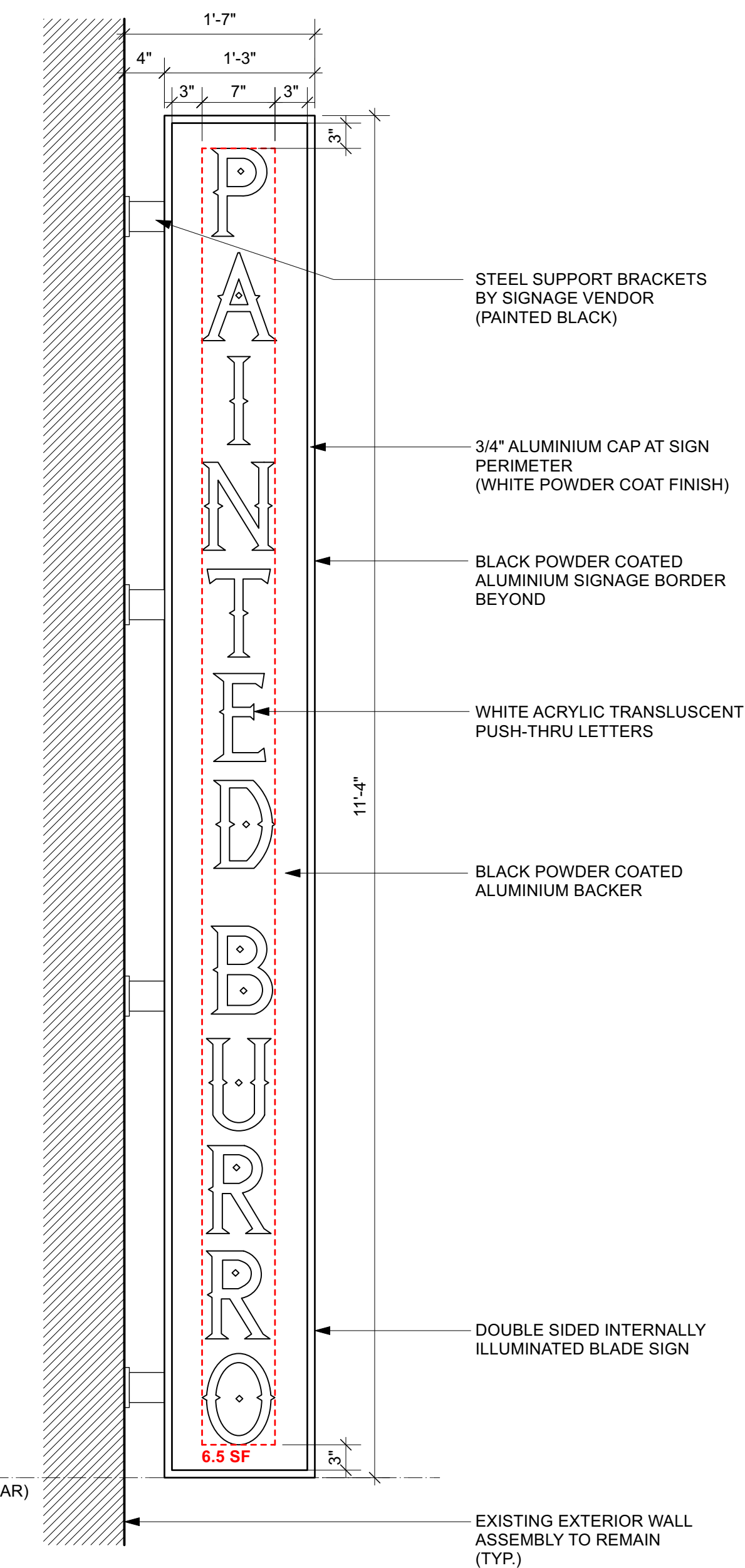
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A TYPICAL ENTRY WALL SIGN DETAIL (HALO-LIT)  
Scale: 3" = 1'-0"



2 ENTRY WALL SIGN - PARTIAL ELEVATION  
Scale: 1" = 1'-0"



B.O. BLADE SIGN  
V.I.F. (7'-0" MIN. CLEAR)

3 WALL MOUNTED BLADE SIGN - ELEVATION  
Scale: 1" = 1'-0"

SIGNAGE  
DETAILS  
A-5