



CITY OF CAMBRIDGE, MASSACHUSETTS  
**PLANNING BOARD**

CITY HALL ANNEX, 57 INMAN STREET, CAMBRIDGE 02139

NOTICE OF DECISION

Case No.: PB #38, Major Amendment #1  
Premises: One Canal Park  
Zoning District: Business A/PUD 4  
Owner: Travelers Insurance Company, 125 High Street, Boston, MA 02110,  
Whittier Partners, Agents for the owner  
Special Permit Decision: July 3, 1984  
Minor Amendment #1:  
Minor Amendment #2: February 5, 1985  
Minor Amendment #3: March 15, 1988  
Minor Amendment #4: September 6, 1988  
Major Amendment #1 Application Date: January 26, 1994  
Major Amendment #1 Date of Public Hearing: February 1, 1994  
Petition: Variance from Article 7.000 to waive the height restriction for wall signs.  
Major Amendment #1 Planning Board Decision: February 1, 1994  
Major Amendment #1 Date of filing the Decision: February 23, 1994  
Decision (summary): DENIED

Appeals, if any, shall be made pursuant to Section 17 of Massachusetts General Laws Chapter 40A, and shall be filed within twenty (20) days after the date of filing of the above referenced decision with the City Clerk.

Copies of the complete decision and final plans, if applicable, are on file with the office of Community Development and the City Clerk.

*Elizabeth Malarfant*  
Authorized Representative to the Planning Board

*2/23/94*  
Date

RECORDED  
FEB 23 11 46 AM '94

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#### Application Documents Submitted

1. Special Permit Application submitted on January 26, 1994. Two drawings of the proposed signage, "Pilot Software, Cambridge, MA 12/6/93, ¼" = 1', Advance Signing, Inc."

#### Public Hearing

On February 1, 1994, Niles Sutphin, the architect for the applicant, presented the proposal for two wall signs at a height of 58 feet on two of the facades of the One Canal Park building. He pointed out that the only variance being requested was for height, all other dimensional features conforming to the provisions of Article 7.000. The proposed signs would be constructed of metal, painted grey, unlit, and would be 26 square feet in area; one would face Lechmere Canal Park at Thorndike Way, the other facing O'Brien Highway at Otis Way. He pointed out the applicant's desire to be identified with the building, as they will occupy 75% of it, and to have exposure in this new area, as the company is moving from downtown Boston.

At the twenty feet height limit, Mr. Sutphin suggested, the signs would be at the level of the second floor windows, a location which does not give the visibility desired.

Roger Boothe, of the CDD staff, did not favor granting the variance which is inconsistent with the design objectives of the East Cambridge waterfront. With the exception of two logo signs (at the Hotel Sonesta and 10 Canal Park) no signs on new buildings are located at the top of buildings as proposed in the application. While the Cambridge Galleria mall has signs higher than the 20 foot limit, none are close to the roof of the structure and they were permitted at those locations under a previous sign ordinance. Additionally the mall, as a major retail center is different in character and function than office use.

Mr. Boothe presented slides of the various signs in the area and various views of the One Canal Park building, to illustrate the where the signs could be reasonably placed.

The Board discussed the materials proposed, the locations of other "vanity signs" in the area, the alternate locations for signs on the building including the a sign band, and previous discussions of requested variances.

There were no questions from the public.

There were no statements of support.

There was one statement of opposition from Ron Lee Fleming.

Findings

The Planning Board does not find any hardship or special circumstances in the application which would support this variance request. With the exception of the somewhat more animated design elements of the mall, the consistent policy of the Board and Department has been to encourage accessory signs on buildings that are modest in scale and impact, particularly on the park frontage of buildings and for office and residential uses. The One Canal Park building was designed with a sign band at an appropriate height suitable for the signs proposed; other locations also within the limits imposed by Article 7.000 are also available on the building's facades.

Decision

Bases on a review of the application documents, testimony at the public hearing and based on the above finding, the Planning Board DENIES the requested Major Amendment to the Special Permit.

Voting to DENY the Permit were: V. Mathias, H. Salemme, A. Cohn, H. Russell, C. Mieth, P. Dietrich and A. Callaghan.

For the Planning Board,

A handwritten signature in cursive script that reads "Paul Dietrich". There is a small mark above the "h" in "Dietrich".

Paul Dietrich, Chair

**PB#33, Major Amendment #5**

**A copy of this decision shall be filed with the Office of the City Clerk. Appeals if any shall be made pursuant to Section 17, Chapter 40A, Massachusetts General Laws and shall be filed within twenty (20) days of such filing in the Office of the City Clerk.**

**ATTEST:** A true and correct copy of the decision filed with the Office of the City Clerk on *2/23/94*  
by *E. Malarfant* authorized representative of the Cambridge Planning Board.  
All plans referenced in the decision have likewise been filed with the City Clerk on such date.

**Twenty (20) days have elapsed since the filing of this decision. No Appeal has been filed.**

**Appeal has been filed and dismissed or denied**

**City Clerk, City of Cambridge**

**Date**