



CAMBRIDGE HISTORICAL COMMISSION

831 Massachusetts Avenue, 2nd Fl., Cambridge, Massachusetts 02139

Telephone: 617 349 4683 TTY: 617 349 6112 Fax: 617-349-6165

E-mail: histcomm@cambridgema.gov URL: <http://www.cambridgema.gov/Historic>



Bruce A. Irving, *Chair*; Susannah Barton Tobin, *Vice Chair*; Charles M. Sullivan, *Executive Director*
William G. Barry, Jr., Robert G. Crocker, Joseph V. Ferrara, Chandra Harrington, Jo M. Solet, *Members*
Gavin W. Kleespies, Paula A. Paris, Kyle Sheffield, *Alternates*

December 27, 2018

To: Members of the Historical Commission

From: Charles Sullivan

Re: Case 2869: Temporary Certificate of Appropriateness

In December 2013 the Commission issued a temporary Certificate of Appropriateness for signage at Christ Church, Zero Garden Street. That certificate is now up for renewal.

I have attached a copy of the certificate and the minutes of the last (of several) meetings when this was discussed. The matter was discussed extensively at hearings in 2009 and 2012 and the schedule was developed to conform to the liturgical calendar, the church's desires, and the Commission's concern about limiting excessive signage.

In my opinion the signs have proved unobjectionable and I recommend that the certificate be made permanent on the same terms and conditions.



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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: , Cambridge, Massachusetts

3. Describe the proposed alteration(s), construction or demolition in the space provided below:
(An additional page can be attached, if necessary).

Renewal of Temporary Certificate of Appropriateness granted in case 2869 on December 3, 2013. This arrangement has worked well and we would like a permanent determination.

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:	<input type="text" value="Christ Church Cambridge"/>		
Mailing Address:	<input type="text" value="0 Garden Street"/>		
Telephone/Fax:	<input type="text" value="617 876-0200 ext 220"/>	E-mail:	<input type="text" value="mrj@cccbridge.org"/>
Signature of Property Owner of Record:			
(Required field; application will not be considered complete without property owner's signature)			
Name of proponent, if not record owner:	<input type="text"/>		
Mailing Address:	<input type="text"/>		
Telephone/Fax:	<input type="text"/>	E-mail:	<input type="text"/>

(for office use only):			
Date Application Received:	<input type="text"/>	Case Number:	<input type="text"/>
		Hearing Date:	<input type="text"/>
Type of Certificate Issued:	<input type="text"/>	Date Issued:	<input type="text"/>



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Jo M. Solet, *Members*; Shary Page Berg, Joseph V. Ferrara, Susannah Barton Tobin, *Alternates*

TEMPORARY
CERTIFICATE OF APPROPRIATENESS

Property: **0 Garden Street**

Applicant: **Christ Church, Cambridge**

Attention: **Rev. Joseph Robinson and**
 Chair of the Building Committee
 Christ Church
 0 Garden Street
 Cambridge, MA 02138

The Cambridge Historical Commission hereby certifies, pursuant to the Massachusetts Historic Districts Act (MGL Ch. 40C) and the Cambridge Historical Buildings and Landmarks Ordinance (Cambridge City Code, Ch. 2.78), that the work described below is not incongruous to the historic aspects or architectural character of the building or district:

Install sign banners in the existing post holes located at the front of the property near the sidewalk for not more than 140 days per year as indicated below:

- **Install up to three banners, each banner not to exceed 3' in width and 10' in height, for up to 105 days per year, and**
- **Install a single banner, not to exceed 3' in width and 5' in height, for up to an additional 35 days per year (or in substitution for the 3 larger banners for any of the above-allotted 105 days)**
- **Banners shall not be installed for more than a total of 140 days**

References to "banner" or "banners" include their metal supporting posts.

Approval has been granted for a temporary certificate of appropriateness in order to assess the impact of the banners in the Old Cambridge Historic District. The temporary certificate will expire on January 7, 2019. If the applicant wishes to extend the arrangement past January 7, 2019, a new application must be filed and approved.

All improvements shall be carried out as shown on the plans and specifications submitted by the applicant, except as modified above. Approved plans and specifications are incorporated by reference into this certificate.

This certificate is granted upon the condition that the work authorized herein is commenced within six months after the date of issue. If the work authorized by this certificate is not commenced within six months after the date of issue, or if such work is suspended in significant part for a period of one year after the time the work is commenced, then this certificate shall expire and be of no further effect.

Case Number: 2869

Date of Certificate: 17 Dec. 2013

Attest: A true and correct copy of decision filed with the offices of the City Clerk and the Cambridge Historical Commission on 17 Dec. 2013.

By William B. King / slb, Chair.

Twenty days have elapsed since the filing of this decision.
No appeal has been filed _____. Appeal has been filed _____.
Date _____, City Clerk

Minutes of the Cambridge Historical Commission

December 5, 2013 - 806 Massachusetts Avenue - 6:00 P.M.

Members present: William King, *Chair*; Bruce Irving, *Vice Chair*; William Barry, M. Wyllis Bibbins, Robert Crocker, Chandra Harrington, Jo M. Solet, *Members*; Shary Page Berg, Joseph Ferrara, Susannah Tobin, *Alternates*

Members absent: none

Staff present: Charles Sullivan, *Executive Director*, Sarah Burks, *Preservation Planner*

Public present: See attached list.

Chair King called the meeting to order at 6:04 PM, made introductions, and explained hearing procedures.

Public Hearing: Alterations to Designated Properties

Case 2869: 0 Garden St., Christ Church Cambridge. Consider renewal of permission to install up to three banners, each not to exceed 3' wide and 10' high, for up to 105 days a year, and a single banner, not to exceed 3' wide and 5' high, for up to an additional 35 days a year (or in substitution for the 3 larger banners for any of the above-allotted 105 days) for a total of not more than 140 days/year.

Mr. Sullivan showed slides and reviewed the history of the case. The Commission had issued a temporary certificate of appropriateness for two signs, with restrictions on the sizes and number of days that they could be displayed during a calendar year. That certificate would expire in January and the matter was up for consideration of extending the approval or not.

Mr. King explained that, at its prior review, the Commission had not been sure if the sign would be appropriate for the setting and wanted to give it a trial period and then re-assess.

John Eden, the Associate Rector of Christ Church, said that the church would like to make the arrangement permanent. Ms. Harrington asked if fewer days would meet the needs of the church, and Mr. Eden replied that the church would like to maintain the same number in a new certificate.

Mr. Barry asked if the certificate covered the content of the signs. Mr. King clarified that the Commission had made it a practice to approve size, design, materials, but not content. This was especially important in the case of a church.

Elizabeth Stern of 20 Cambridge Terrace commented that the sign did not seem appropriate in its materials and graphic design; it could be more appropriately designed for the historic church. It looked like a Christmas advertisement.

Mr. King noted that the banner shown on the slide was one example of many changing banners that were installed for short periods. Mr. Eden added that the current sign was for the Christmas fair, but other banners were for services and Holy Week events. He noted that some of the banners were hand painted and others were modeled on art found in the church.

Mr. Sullivan commented that the Commission had adopted a temporary sign policy in 1967. This sign exceeded the dimensional limits of that policy, but the idea of exempting temporary signs for charitable organizations in the district was a decades-long policy.

Ms. Berg moved to extend the Temporary Certificate of Appropriateness for a period of 5 years. Mr. Barry seconded the motion, which passed 7-0. All members were present and voting.

Case 3165: 13 Brattle St., by Trinity Property Management. Install illuminated blade sign for Beat Hotel (tenant).

Mr. Sullivan showed slides and described the location of the property.

Bill Keravuori, one of the proponents, explained that Beat Hotel, a music venue, restaurant, and bar, had a temporary sign. The application was for a conforming, unlit painted metal wall sign and a retro-inspired neon projecting sign. The neon would bring energy and liveliness to the Square at night.

Mr. Irving asked about the thickness of the sign box. Mr. Keravuori replied that the construction details were not yet confirmed, but it would probably be 8-10" thick. The dimension was dependent on the size of the transformer for the lights.

Mr. King asked if there were other neon projecting signs in the district. Mr. Sullivan replied that Charlie's Kitchen and the Hong Kong both had neon signs. Mr. King noted that supporting creative, contemporary design for storefront alterations and additions in order to sustain commercial vitality was among the Harvard Square Conservation District guidelines.

Mr. Sullivan asked how the sign would be mounted to the building. Mr. Keravuori said it would be supported on existing brackets with an additional cross member.

James Williamson of 1000 Jackson Place asked if there was a perspective view of the proposed sign looking down Brattle Street. Mr. Keravuori passed around a rendering and explained that the colors and exact wording on the signs was not accurate. Mr. Williamson said the sign seemed larger than he would find appropriate. It would be a mistake to make a decision before the details were finalized.

Anne Jenkins of 56 Regent Street said she had left Harvard Square because of the boring chain stores. The Beat Hotel's temporary sign was creative and lively and just what was needed in the Square.

Chris Lutz of 75 Richdale Avenue said he had attended a music event and eaten at the venue. It was hard to find and needed a better sign.

The Commissioners agreed that the design concept was acceptable, but further detail was needed for approval. Mr. King said he would consider the application incomplete. Mr. Barry said the described manner of supporting the sign sounded cobbled together and he would recommend attaching it directly to the building so the frame was less distracting. Dr. Solet requested information about the brightness of the neon illumination and a comparison to other signs in the Square.