



# CAMBRIDGE HISTORICAL COMMISSION

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CAMBRIDGE HISTORICAL COMMISSION

## 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: 347 Green St. / 25 Central Sq. , Cambridge, Massachusetts

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

25 Central Square (Moody's Falafel Palace) is one of the original "White Tower" buildings. Built by the White Tower Company in 1932, reclad by the same owner in 1938, it was restored to its former appearance in 1986. The building exterior of white ceramic glazed brick has significantly deteriorated, exhibiting moisture-induced and mechanical damage including rusting lintels, lateral displacement of the upper courses, spalling, and missing caps on the crenelations.  
The owner intends to replace lintels, restore the brickwork to its original state (1932 version), with a modification to the front window and door (1938 version) allowing the introduction of a pass-through window for takeout food.  
Specific restoration items are shown on the attached drawings.

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: Central Property Management LLC	
Mailing Address: 700 Massachusetts Avenue, 2nd Floor, Cambridge, MA 02139	
Telephone/Fax: 617 714 3650	E-mail: msimon@central02139.com
Signature of Property Owner of Record: <i>Michael P. Simon</i> (Required field; application will not be considered complete without property owner's signature)	
Name of proponent, if not record owner:	
Mailing Address:	
Telephone/Fax:	E-mail:

(for office use only):	
Date Application Received: 11/9/16	Case Number: 3710
Hearing Date: 12/1/16	
Type of Certificate Issued: _____	Date Issued: _____

# The White Tower Building Moody's Falafel Palace

347 Green Street / 25 Central Square  
Cambridge, MA 02139

Cambridge Historical Commission  
Application for Restorative Construction on Historic Landmarks

25 Central Square (Moody's Falafel Palace) is the site of an original "White Tower" Building, built in 1932, reclad by the White Tower Company in 1938, reverting to its former appearance in 1986. The building exterior has significantly deteriorated with rusting of lintels and damage to the brickwork. Lighting and signage are also in degraded condition.

## Current Condition:

1. The lintels above all the openings are rusted and have pushed the masonry out. Pending further investigation of the interior structure, the lintels and most of the brickwork above will most likely have to be replaced.
2. Contributing to the rusting of the lintels on the main facade is the compromised brickwork detailing around and behind the sign. Moisture is getting in causing the brickwork to spall. There also appears to be some moisture ingress from behind the parapet causing extensive spalling in the upper courses.
3. Crenellations on the top of the wall are in a degraded state, missing the pyramidal coping shown in early photographs of the building (with one exception). This too allows moisture to penetrate the wall.
4. There is a vertical crack on the corner pilaster, rising through several courses. Further investigation will reveal whether this is caused by weathering or mechanical impact.
5. There is some sporadic face damage to the bricks on the lower courses, some of which may be due to weathering, others to general wear and tear.

Based on these observations the proposed plan of action is as follows:

1. Judicious demolition of the upper courses down to lintel height and in specific places a little lower. To be replaced with replica white ceramic bricks and dark green accents). This will also make it possible to replace the lintels. Crenellations to be replaced.
2. Below this level the architect will exercise judgment on individual brick replacement or patching of existing.
3. The original lighting is considered to be a positive architectural feature. Close replicas are proposed, positioned in original locations.
4. The existing sign will be replaced with a new one in the original location, recessed in the brick façade.
5. The front window (facing Western Avenue) will follow the 1938 precedent to allow a pass-through for takeout orders. The front door will also follow the 1938 precedent.

**Selection**

Select: Buildings

(show all)

Select All Zoom To Clear

Building Type	ID
BLDG	592-11
<b>BLDG</b>	<b>592-12</b>
BLDG	592-5
BLDG	592-6
BLDG	592-8
BLDG	592-9
BLDG	592-9

7 selected

Spreadsheet

50 ft

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**Details**

Building Info Print

Address 25 Central Sq

Building Name Moody's Falafel Palace

Neighborhood Riverside

[View on MyCambridge](#)

**Elevation Above Sea Level**

Roof 33 ft MSL

Highest 32 ft MSL

**Height Above Ground**

Roof 17.6 ft

Highest 17.1 ft

Site Plan



Historic Photo



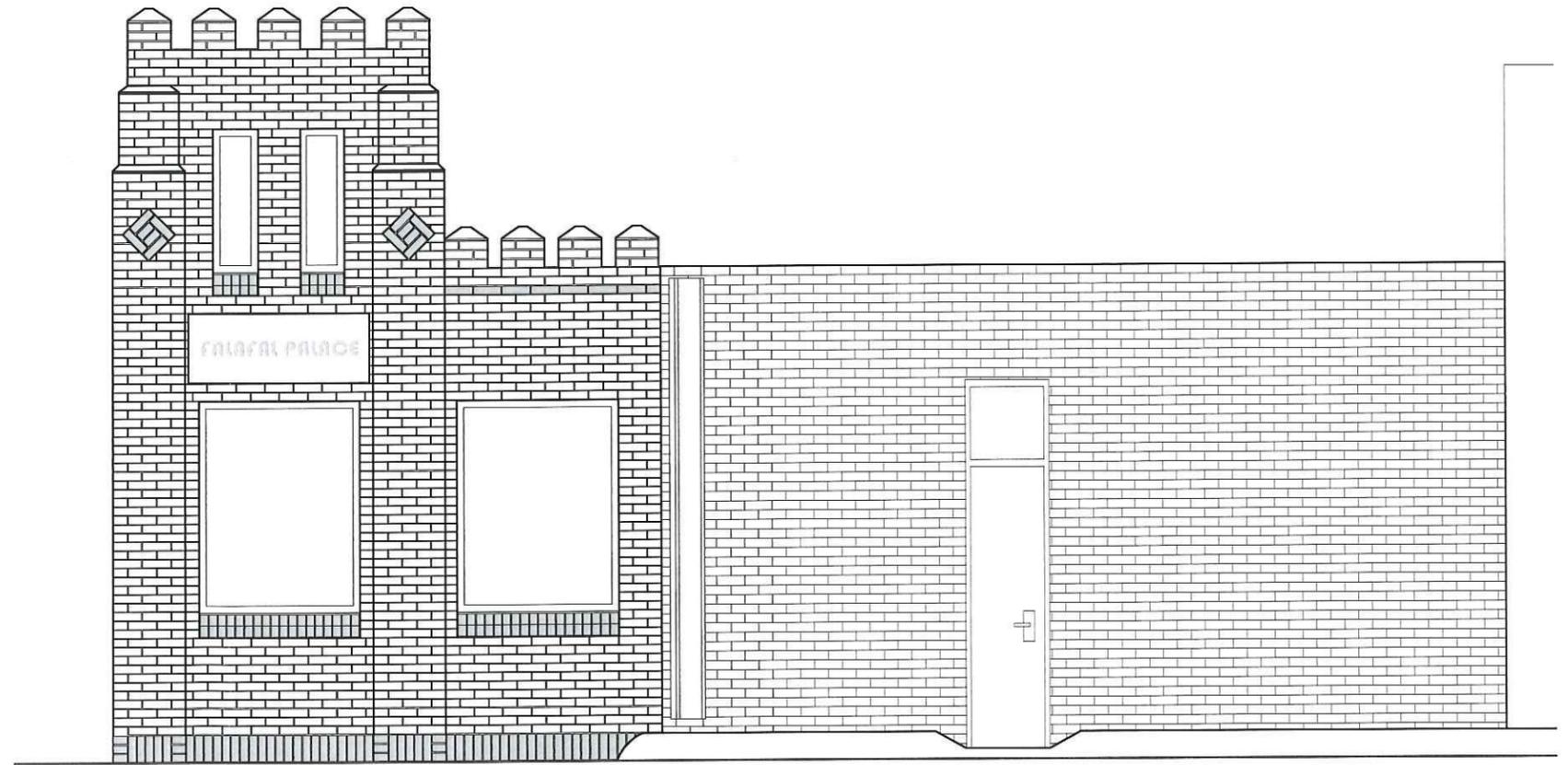
Historic Photo A - With exposed brick 1932



Historic Photo B - With Metal Panel 1938



Existing Front Elevation  
 Scale: 1/4" = 1'-0"



Existing Side Elevation  
 Scale: 1/4" = 1'-0"

NOTE:

FOR CURRENT CONDITIONS REFER TO PHOTOS ON FOLLOWING PAGES

ALL ROOF TOP EQUIPMENT TO BE PAINTED BLACK

REPLACE WITH GLAZED BRICK

ALL ROOF TOP EQUIPMENT TO BE PAINTED BLACK

BRICK TO BE DEMOLISHED AND REPLICATED

BRICK TO BE REPAIRED AND REPLACED AS REQUIRED

25 CENTRAL SQ.  
Falafal Palace



Front Elevation

Side Elevation

# Existing Conditions



Lintel Condition

REMOVE EXISTING WINDOWS AND STEEL LINTELS



Brick Condition

MAJOR BRICK DISLOCATION AND DAMAGE



Crenellation Cap

CRENELLATION CAP TO BE REPLICATED THROUGHOUT

REPLACE ALL BRICKS (FLEMISH BOND WHERE APPLICABLE) ABOVE DOOR AND WINDOW LINTEL ELEVATION

REPLACE ALL BRICKS ABOVE DOOR AND WINDOW LINTEL ELEVATION

REPLACE ALL BRICKS (FLEMISH BOND WHERE APPLICABLE) ABOVE DOOR AND WINDOW LINTEL ELEVATION



Crenellations

REMOVE AND REBUILD EXISTING CRENELLATIONS TO MATCH EXISTING LINE OF MAJOR BRICK DISLOCATION



Tower

REMOVE EXISTING SIGNAGE, LIGHTING, AND DOOR / TRANSOM

REPOINT EXISTING BRICKS TO REMAIN THROUGHOUT

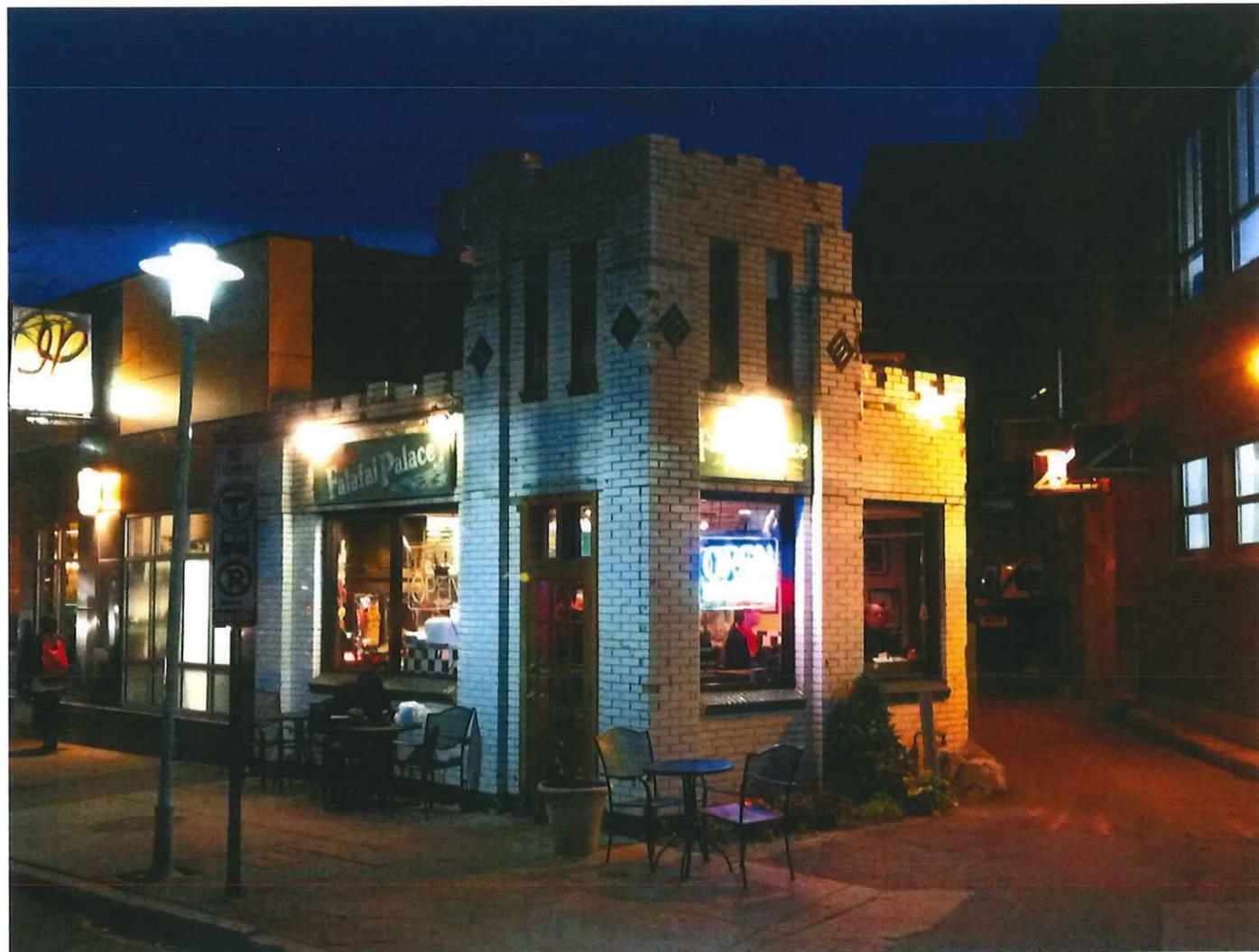


Brick Base Condition

REPLACE OR REPAIR CRACKED BRICKS AT PIERS

REPLACE DAMAGED AND DELAMINATED GLAZED BRICK

## Existing Conditions



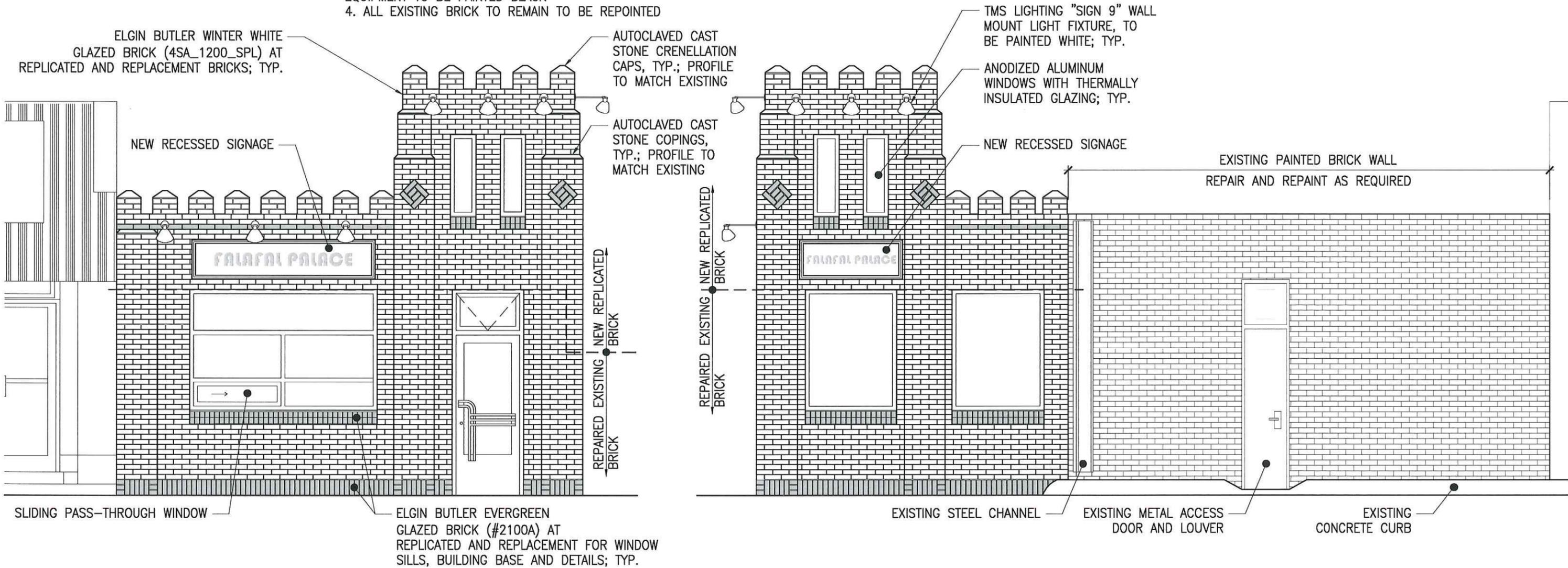
Corner Elevation



Front Elevation

NOTE:

1. MORTAR TO MATCH EXISTING
2. PROVIDE NEW STEEL LINTELS AT ALL OPENINGS
3. ALL UPPER LEVEL PLAN SURFACES AND MECHANICAL EQUIPMENT TO BE PAINTED BLACK
4. ALL EXISTING BRICK TO REMAIN TO BE REPOINTED



**Proposed Front Elevation**  
Scale: 1/4" = 1'-0"

**Proposed Side Elevation**  
Scale: 1/4" = 1'-0"

**Proposed Elevations**

# TMSLIGHTING

## Features

- High grade aluminum, asymmetrical reflector provides uniform coverage, even at a close range
- Approved for indoor and outdoor applications
- Stays ON in case of power loss with optional emergency ballast
- Customizable for application and design flexibility
- 5 years product warranty

## Applications

The Sign 9 floodlight is ideal for illuminating signage at close or medium range. It also provides adequate night time security lighting.

## Reflector

The reflector is angled at 18° to project light backwards onto the wall where the signage is mounted. It is made of aluminum, with stainless steel hardware. It accommodates the lamp socket, and possesses good thermal characteristics. A white polyester powder coat on the inside produces a compound reflectance for uniform area coverage.

## Lamp

The Sign 9 floodlight is designed to operate with LED (20W max.), compact fluorescent (42W max.), metal halide (100W max.), and incandescent lamps (200W max.), for application flexibility.

## Lamp Socket

All lamp sockets used are compatible with other components in the supplied system. Overall, production is in compliance with North American and European electrical standards; see Compliances.

## Ballast

Electronic compact fluorescent and pulse-start metal halide ballasts used with the Sign 9 share many attributes that contribute to the quality of light, energy savings and safety.

- Virtual flicker-free operation
  - High ballast factor of 1.0 for maximum lumen maintenance
  - High power factor greater than 90%
  - Low THD: CF < 10%; MH < 15%
  - Sound rated "A" for the most quiet operation
  - EOL protection switches output OFF on lamp burnout
  - Environmentally friendly, containing no PCB's
  - Color-coded leads for easy installation
  - Manufactured to ISO9002 Quality System Standards
- Options for both ballast types include wall-mounted, remote-mounted, indoor and outdoor, with enclosures meeting the required NEMA standards for each type of application.

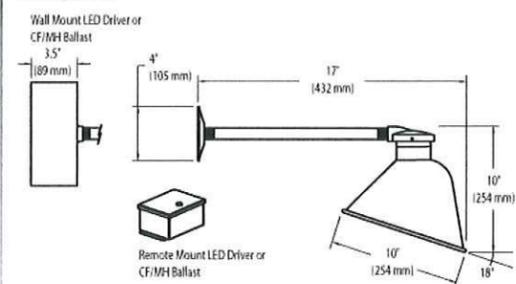
## LED Driver

The LED source is controlled by an advanced electronic driver for cool, flicker-free operation, and energy savings. Built from quality components, the driver delivers consistent power, and extends LED lamp life. It is remote-mounted, and can be used on a 120V line.

## Sign 9 Floodlight



## Dimensions



## Finish

The outer area of the reflector would be finished with a standard TMS, TGIC, thermo set, polyester, powder coat, or custom RAL finish. The inner area of the reflector would be finished with a white powder coat for improved reflectance.

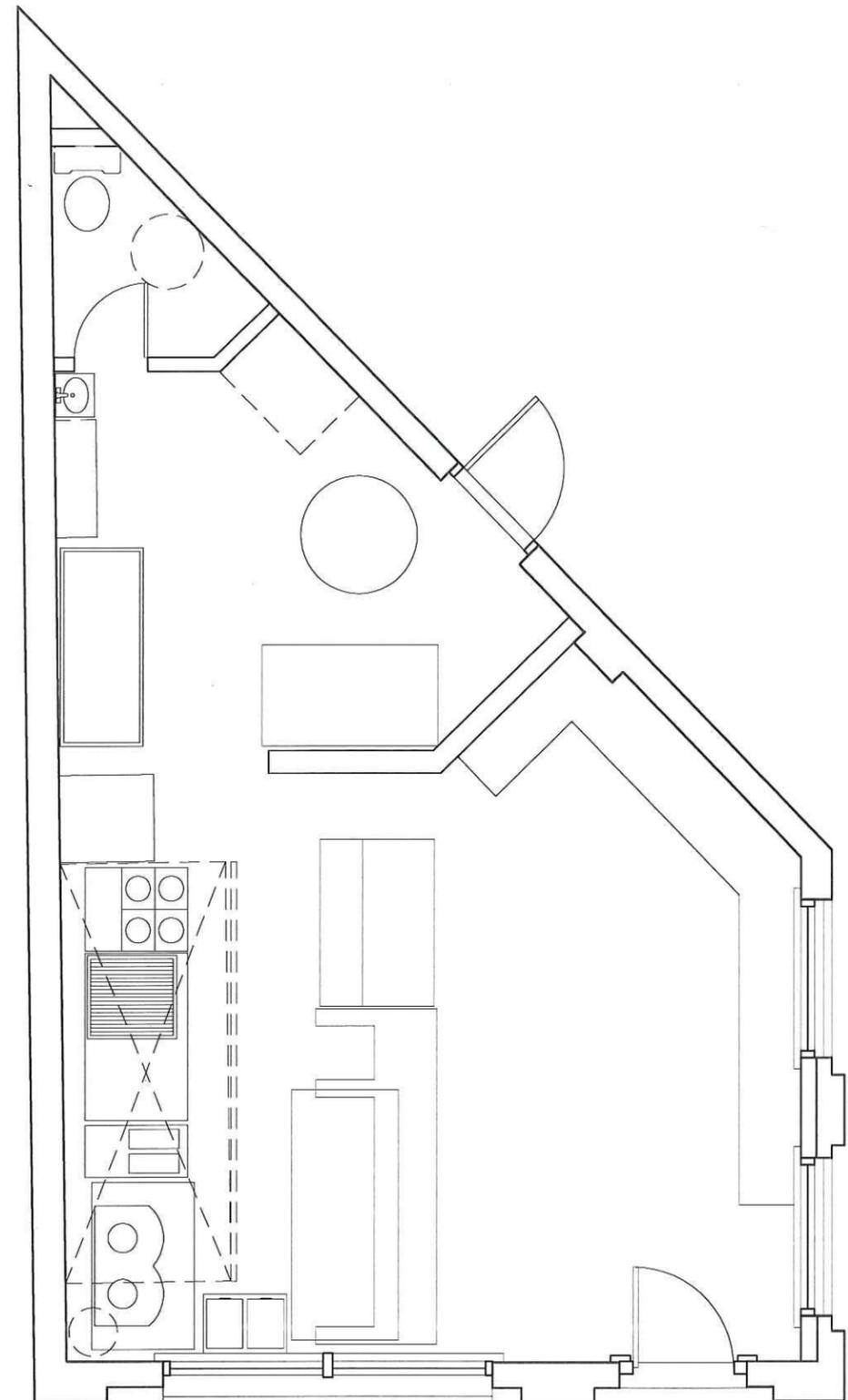
## Mounting

The straight, rigid, aluminum conduit is designed to be mounted perpendicular to a wall. It works well in areas where a low profile is necessary. The standard thread size is 1/2" NPT, and 3/4" NPT is available for mounting in windy areas, or for special applications where extra support is necessary. Mount the Sign 9 floodlight on a wall, directly over a standard 4" electrical junction box with 3 1/2" holes c/c. The wall mount ballast requires a single connection to line voltage, and the remote mount ballast requires a connection to the lamp socket leads and another to the line voltage.

## Compliances

The Sign 9 is UL/CSA approved for indoor and outdoor locations, wet and dry (IP23). It complies with USTC standards and Consultants Europe directives.

LIGHT FIXTURE TO BE PAINTED WHITE



Existing Plan  
Scale: 1/4" = 1'-0"

Lighting Cut Sheet

# Proposed Lighting Cut and Existing Plan