



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

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).

Installation of a projecting sign, similar to those installed by other neighboring storefronts. Examples provided with proposed drawings attached.

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: GH Holdings (Mass Ave) LP	
Mailing Address: Attn: Gazit Horizons, Inc. 1696 NE Miami Gardens Drive, North Miami Beach, FL 33179	
Telephone/Fax:	E-mail: atetreault@gazithorizons.com
Signature of Property Owner of Record: <u>Amy Tetreault</u> (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:	Case Number: <u>5289</u>	Hearing Date: <u>5/1/25</u>	
Type of Certificate Issued:	Date Issued:		

Instructions for Completing this Application:

An application must be filed with the Cambridge Historical Commission (CHC) before work begins. Twelve (12) copies of the application should be attached to twelve (12) copies of supplementary material such as sketches, scale drawings, site plans, specifications, or photographs sufficient to enable the CHC to understand the details of the work proposed and to make a determination on the application. Plans no larger than 11" x 17" are preferred. Please submit reduced copies of plans if originals are of a larger dimension. Do not use spiral bindings, plastic covers, or heavy stock (these will be removed prior to mailing). Double sided copies are encouraged to save paper and postage. See our website or call for a list of meeting dates and deadlines.

The CHC staff welcomes advance inquiries for interpretations or advice. Please call 617/349-4683.

An application is considered incomplete without accompanying plans and drawings. The CHC reserves the right to determine an application incomplete at the time of hearing the application if it determines that the plans, drawings and other information submitted are not sufficient to enable it to determine whether to grant or deny a certificate.

Owners are urged to appear before the CHC in person or to designate an agent to act for them. The CHC will deem the agent to be authorized by the owner to make decisions regarding the extension or waiver of the period within which the CHC is otherwise required to make a determination on the application.

All meetings are open to the public.

Administration of Historic Districts, Landmarks, and Protected Properties:

The administration of historic districts and landmarks is guided by the provisions of Ch. 40C of the Mass. General Laws and by Ch. 2.78 of the Code of the City Of Cambridge. Other properties may also be subject to CHC jurisdiction including properties with conditional variances and properties governed by individual preservation restrictions.

Any new construction, alteration of exterior architectural features, or demolition within an historic district or on the premises of a protected property or a designated landmark must be reviewed by the CHC. No building permit for such work on a protected property, designated landmark, or property within a historic district may be issued by the Inspectional Services Department until a certificate has been issued. The CHC must approve the alteration or construction of all structures, including signs, fences, walls, terraces, walks, driveways, light fixtures and the like, which are "open to view from a public street, public way, public park or public body of water," whether or not a building permit is required, and must approve changes in exterior color for properties within a historic district or as otherwise agreed.

Prior to each hearing, the CHC staff will take slides or digital photographs of the subject property in daylight with ordinary camera equipment for the purpose of documenting the publicly visible conditions of buildings and exterior architectural features for the CHC and the public to view at the hearing. More information can be provided on request.

The CHC issues three types of certificates. A Certificate of Appropriateness will be issued when the CHC has determined that the construction or alteration will be appropriate for or compatible with the preservation or protection of the historic district, designated landmark, or other protected property. A Certificate of Nonapplicability may be issued when an application does not involve an exterior feature, or when the exterior feature is not then subject to CHC review. A Certificate of Hardship may be issued when failure to approve an otherwise inappropriate project would involve substantial hardship to the applicant and the CHC determines that the project can be accomplished without substantial detriment to the purposes of the district, preservation restriction, or landmark designation.

The CHC considers each application on its own merits, and does not apply specific architectural guidelines. Landscaping with plant materials is not subject to CHC review unless it is planned in conjunction with alterations or new construction. The CHC must approve projects that are not incongruous with the historic aspects or the architectural characteristics of the protected property, landmark, or historic district.

DESIGNS PREPARED FOR:

charles
SCHWAB

SITE ADDRESS:
1430 MASSACHUSETTS AVE
CAMBRIDGE, MA 02138

JOB NUMBER:
302409

SALES REPRESENTATIVE:
HOUSE

PROJECT MANAGER:
M. PRICE

JONES SIGN
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A MORTENSON COMPANY



VICINITY MAP

SIGN CODE REVIEW

- Square Footage Allowed: Maximum area of any individual sign shall be product of frontage x one square foot, no one sign may exceed 60 square feet.
- Illumination: Natural, External, Internal and Indirect illumination permitted, as long as it is installed in a manner that will prevent direct light from shining onto any street or adjacent property
- Max Height of Sign: 20', provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less
- Blade Sign: One projecting sign allowed, natural or external lighting only, max 13 square feet in size, max install height at 20' provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less
- Engineering: Required for wall signs and blade signs
- Variances: Considered, hardship must be proven. Sign permits must be submitted and denied prior to requesting a variance.
- Permit Timeline: 30-45 Days

SCALE: NTS

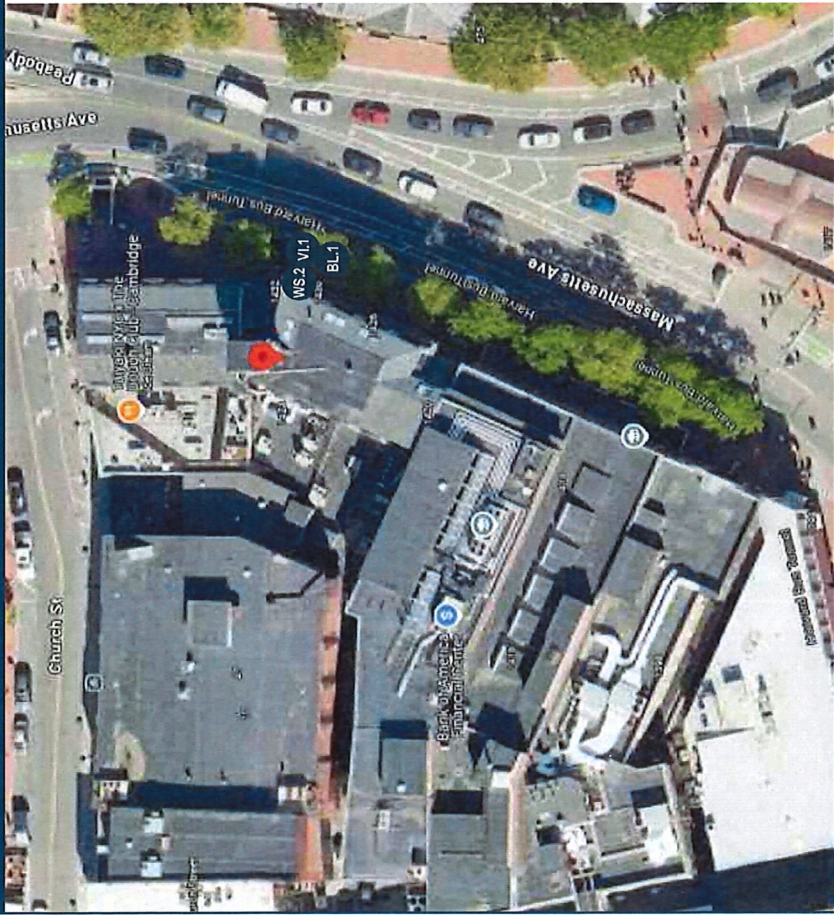
JONES SIGN Your Vision. Accomplished. A Harsco Corporation Company	JOB #: 302409_R5	REQUIRED:	LANDLORD APPROVAL	DATE		CHARLES SCHWAB 1430 MASSACHUSETTS AVE CAMBRIDGE, MA 02138	SHEET NUMBER 2.0
	DATE: 01.15.2025 DESIGNER: JED SALES REP: HOUSE PROJ MGR: M. PRICE	☐ FIELD SURVEY ☐ VECTOR ARTWORK ☐ PAINT COLOR ☐ CLIENT PMS COLOR ☐ OTHER: ☐ FONTS ☐ ENGINEERING	CLIENT APPROVAL	DATE			

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SCOPE OF WORK

EXTERIOR SIGNS		QTY
WS-2	WALL SIGN- FACE-LIT ALUMINUM CABINET - ROUTED & PUSH-THROUGH	1
BL-1	ILLUMINATED BLADE SIGN	1
VL-1	VINYL	1
INTERIOR SIGNS		QTY



SCALE: NTS

JONES SIGN Your Vision. Accomplished. A Notarization Company	JOB #: 302409_R5 DATE: 01-15-2025 DESIGNER: JED SALES REP: HOUSE PROJ MGR: M. PRICE		REQUIRED: ☐ FIELD SURVEY ☐ PAINT COLOR ☐ FONTS ☐ VECTOR-ARTWORK ☐ CLIENT PNG COLOR ☐ ENGINEERING OTHER:		LANDLORD APPROVAL	DATE		CHARLES SCHWAB 1430 MASSACHUSETTS AVE CAMBRIDGE, MA 02138	SHEET NUMBER 4.0
			CLIENT APPROVAL	DATE					

[illegible]

WEST ELEVATION - EXTERIOR



WEST ELEVATION - PROPOSED SIGNAGE
SCALE: 3/16" = 1'-0"

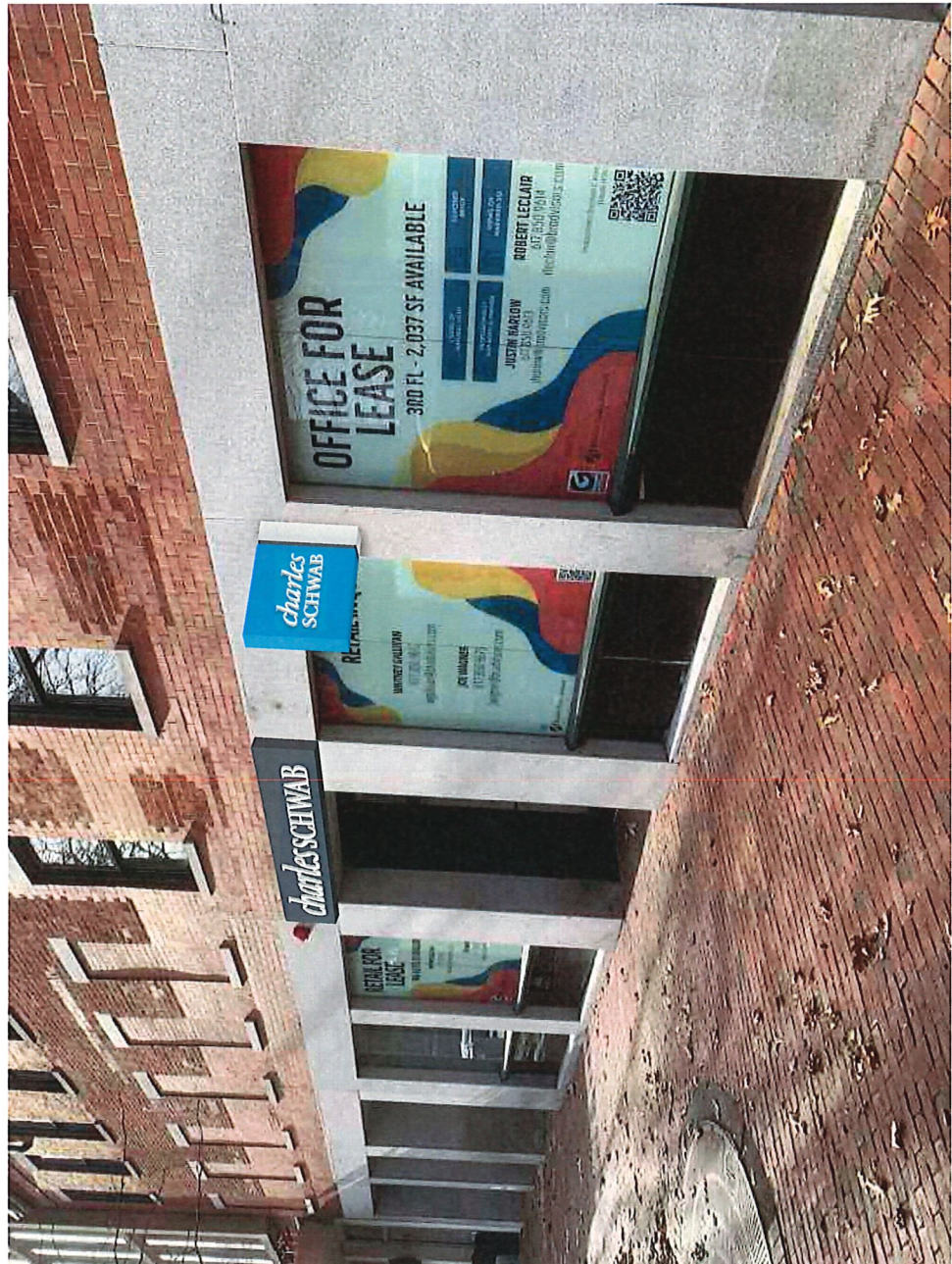


EXISTING CONDITIONS
SCALE: NTS

JONES SIGN Your Vision. Accomplished. A HANDBOOK COMPANY	JOB #: 302409_R5 DATE: 01.15.2025 DESIGNER: JED SALES REP: HOUSE PROJ MGR: M. PRICE	REQUIRED:		LANDLORD APPROVAL CLIENT APPROVAL	DATE DATE	CHARLES SCHWAB 1430 MASSACHUSETTS AVE CAMBRIDGE, MA 02138	SHEET NUMBER 6.0
		☐ FIELD SURVEY ☐ VECTOR ARTWORK OTHER:	☐ PAINT COLOR ☐ CLIENT PMS COLOR ☐ FONTS ☐ ENGINEERING				

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WEST ELEVATION - EXTERIOR

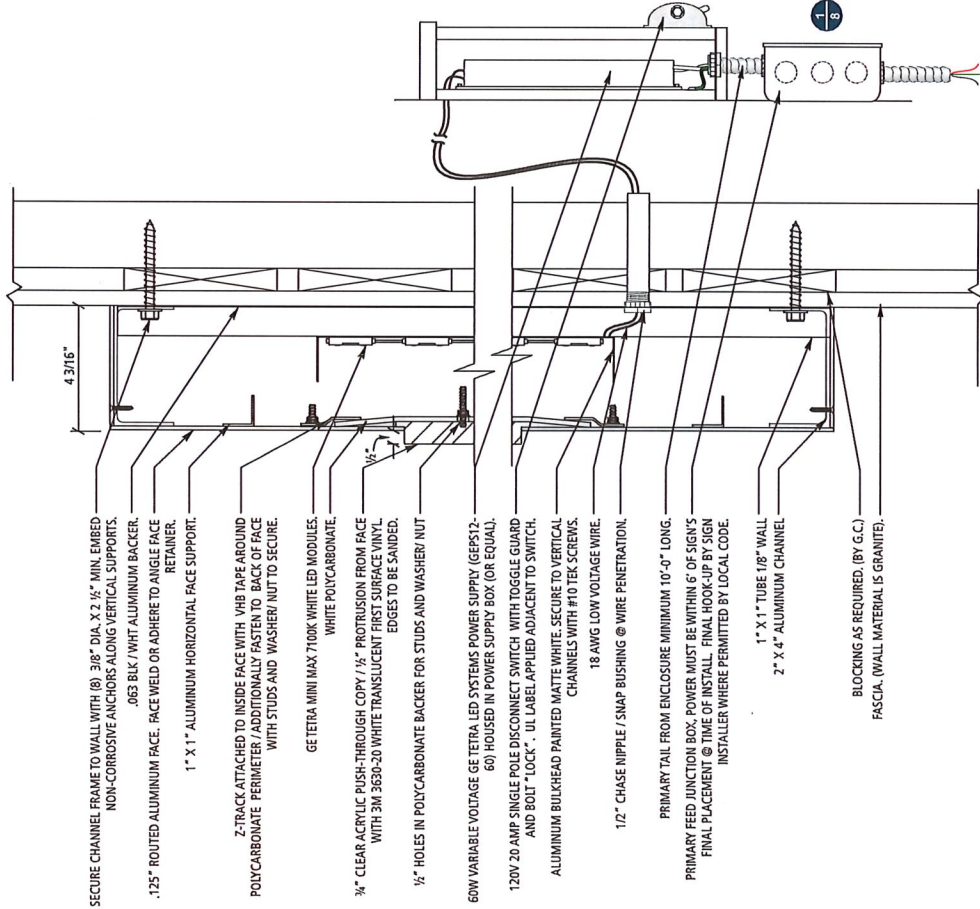


JONES SIGN Your Vision. Accomplished. A Harsco Corporation	JOB #: 302409_R5 DATE: 01-15-2025 DESIGNER: JED SALES REP: HOUSE PROJECT: M. PRICE	REQUIRED: ☐ FIELD SURVEY ☐ VECTOR ARTWORK ☐ PAINT COLOR ☐ CLIENT PMS COLOR ☐ FONTS ☐ ENGINEERING OTHER:	LANDLORD APPROVAL DATE	CLIENT APPROVAL DATE	CHARLES SCHWAB 1430 MASSACHUSETTS AVE CAMBRIDGE, MA 02138	SHEET NUMBER 7.0
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This is not a contract. It is a representation of the design of the sign. It is not to be used for any other purpose without the express written permission of JONES SIGN. It is not to be used for any other purpose without the express written permission of JONES SIGN. It is not to be used for any other purpose without the express written permission of JONES SIGN. It is not to be used for any other purpose without the express written permission of JONES SIGN. It is not to be used for any other purpose without the express written permission of JONES SIGN.

WS.2 FACE-LIT ALUMINUM CABINET - ROUTED & PUSH THROUGH (QTY 1)

ACTUAL SQUARE FOOTAGE: 16.66



DIMENSIONS			ILLUMINATION			SQ. FT.	
A	B	C	LBS.	AMPS	# OF P.S.	ACTUAL	
1'-8"	10'-0"	8 3/8"	TBD	TBD	TBD	16.66	

ILLUMINATION



FINISHES

FACE MATERIALS

- MAP Satin to match
- One Blue PM5 7545 C

- Clear Acrylic with 3M 4520-20 Trans. White Vinyl (First Surface) & 3M 4985-70 Diffuser (Second Surface)

RETURN FINISH

- MAP Satin to match
- One Blue PM5 7545 C

NOTE: Schedule and finish is available with an upcharge and extended lead time. Prices contain your project through to project completion.

ELECTRICAL NOTES:

- ALL LISTED
- ALL ELECTRICAL WORK SHALL BE PERFORMED IN ACCORDANCE WITH "NEC" REF. SECTION 600 TO MEET LOCAL CODE.
- ALL ELECTRICAL SIGN SECTIONS TO HAVE U.L. LABELS IN ACCORDANCE WITH "NEC" 600.3 AND MANUFACTURERS LABEL LOCATED NEXT TO DISCONNECT SWITCH
- ALL NON-CURRENT CARRYING METAL PARTS OF SIGN SHALL BE GROUNDING & BONDED IN ACCORDANCE WITH "NEC" 250
- SPlicing OF CONDUCTORS SHALL BE MADE IN JUNCTION BOXES OR SIMILAR METAL ENCLOSURES
- AT THE POINT THAT ELECTRICAL CABLE PASSES THRU THE SIGN BOX, A METAL GROUNDING BUSHING SHALL BE INSTALLED
- FINAL PRIMARY HOOK-UP BY SIGN INSTALLER WHERE ALLOWED BY CODE.



U.L. LABELS REQUIRED

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE (NEC) AND THE UL LISTED CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN.

NOTE:

A primary disconnect switch shall be externally located at end of sign as stated in the national electric code section 600.2 (by sign fabricator)

SECTION DETAIL

Scale: NTS

1" X 1" TUBE 1/8" WALL

2" X 4" ALUMINUM CHANNEL

BLOCKING AS REQUIRED (BY G.C.)

FASCIA (WALL MATERIAL IS GRANITE).

JONES SIGN
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A Harsco Technologies Company

JOB #: 302409 R5

DATE: 01-15-2025

DESIGNER: JED

SALES REP: HOUSE

PROJ MGR: M. PRICE

REQUIRED:

☐ FIELD SURVEY

☐ VECTOR ARTWORK

☐ OTHER:

☐ PAINT COLOR

☐ CLIENT PMS COLOR

☐ FONTS

☐ ENGINEERING

LANDLORD APPROVAL

DATE

CLIENT APPROVAL

DATE

CHARLES SCHWAB

1430 MASSACHUSETTS AVE
CAMBRIDGE, MA 02138



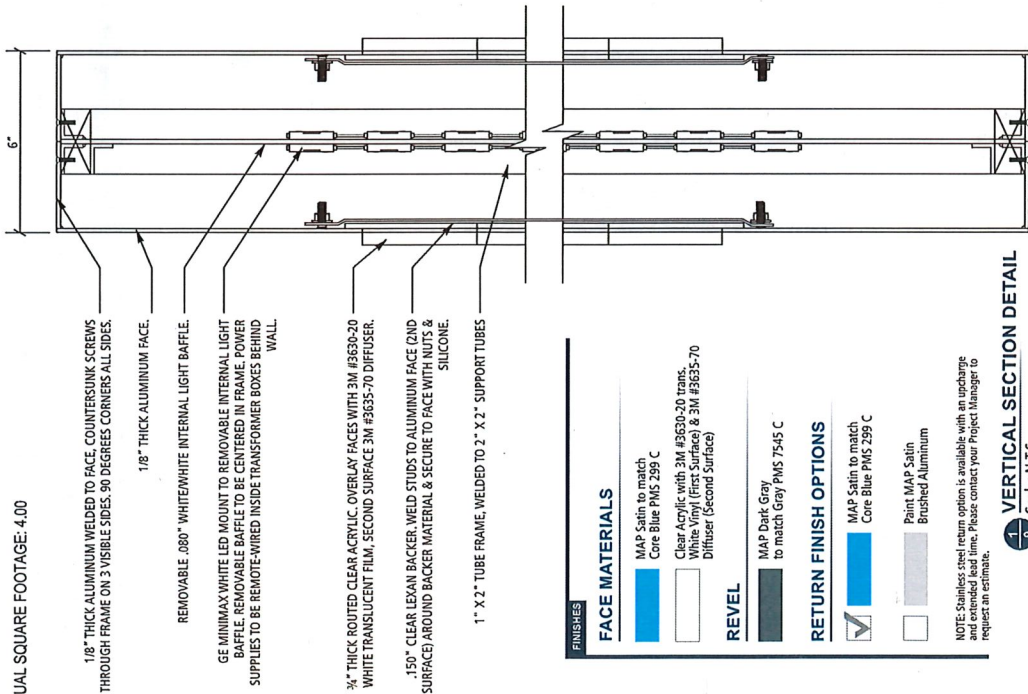
SHEET NUMBER

8.0

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BL.1 DIF BLADE SIGN - ILLUMINATED W/ROUTED & PUSH-THROUGH LOGO (QTY 1)

ACTUAL SQUARE FOOTAGE: 4.00



SECURE CHANNEL FRAME TO WALL WITH (8) 3/8" DIA. X 2 1/2" MIN. EMBED NON-CORROSIVE ANCHORS ALONG VERTICAL SUPPORTS.

MOUNTING NOTE:
Sign structure and connection subject to change based on mounting conditions and engineering.

.080" ALUMINUM W/ROUTED HOLES TO SLIDE THROUGH TUBES, WELDED TO TUBES.

QTY (4) 1/2" Ø THRU BOLTS

PRIMARY POWER TO SIGN (BY OTHERS).

60W VARIABLE VOLTAGE GE TETRA LED SYSTEMS POWER SUPPLY (GEPS12-60). - BEHIND WALL

1/8" ALUM. ANGLE "SHELF" WELDED TO SUPPORT POLES.

1 1/2" X 1 1/2" ANGLE GLUED TO TUBE

.080" ALUMINUM SHEET CS SCREWED TO ANGLES

1" X 1" ALUMINUM TUBE, GLUED TO .080" SHEET

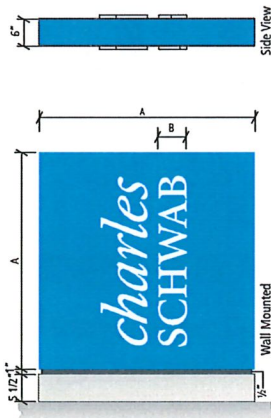
.080" ALUMINUM W/ROUTED HOLES TO SLIDE THROUGH TUBES, WELDED TO TUBES

1" X 1" ANGLE GLUED TO TUBE FRAME

1" X 2" X 1/8" TUBE FRAME AROUND PERIMETER

LG COUNTER-SUNK MACHINE SCREW, APPROX. 24" O.C. 12 SCREWS PER SIGN (4 ON 3 VISIBLE SIDES)

SECTION DETAIL 2 Scale: 3"=1'-0"



DIMENSIONS		SQ. FT.	
A	B	ACTUAL	
2'-0"	3"	4	
3'-0"	4 3/4"	9	
4'-0"	6 1/4"	16	

ELECTRICAL NOTES:

- ALL ELECTRICAL WORK SHALL BE PERFORMED IN ACCORDANCE WITH "NEC" REF. SECTION 600 TO MEET LOCAL CODE.
- ALL ELECTRICAL SIGN SECTIONS TO HAVE UL LABELS IN ACCORDANCE WITH "NEC" 600.3 AND MANUFACTURERS LABEL LOCATED NEXT TO DISCONNECT SWITCH
- ALL NON-CURRENT CARRYING METAL PARTS OF SIGN SHALL BE GROUNDED TO GROUND IN ACCORDANCE WITH "NEC" 250
- SPRING CLIPS AND BOLTS SHALL BE MADE IN JUNCTION BOXES OR SIMILAR METAL ENCLOSURES
- AT THE POINT THAT ELECTRICAL CABLE PASSES THRU THE SIGN BOX, IT SHALL PASS THRU A UL LISTED GROMMET.
- FINAL PRIMARY HOOK-UP BY SIGN INSTALLER WHERE ALLOWED

GENERAL NOTES:

- NO EXPOSED FASTENERS TO BE USED. IF EXPOSED FASTENERS MUST BE USED THEN THEY MUST BE COUNTER SUNK AND PAINTED TO MATCH ADJACENT FINISH, UNLESS NOTED OTHERWISE.
- ALL FASTENERS TO BE NON-CORROSIVE
- ALL VISIBLE EDGES TO BE FINISHED
- INSTALL TEMPLATE TO BE INCLUDED WITH SIGN BY FABRICATOR.
- EXTRA HARDWARE/TOUCH-UP PAINT SUPPLIED BY FABRICATOR.

INSTALLATION NOTE:
Installation Note: If new construction, General Contractor to provide 2X blocking for sign install as well as access and primary power. If wall is existing, sign fasteners should be installed on studs. If wall material is not standard, i.e. brick, stone, glass, etc., a site survey will be required to determine best attachment method. In both cases, power out location and whip length need to be determined.

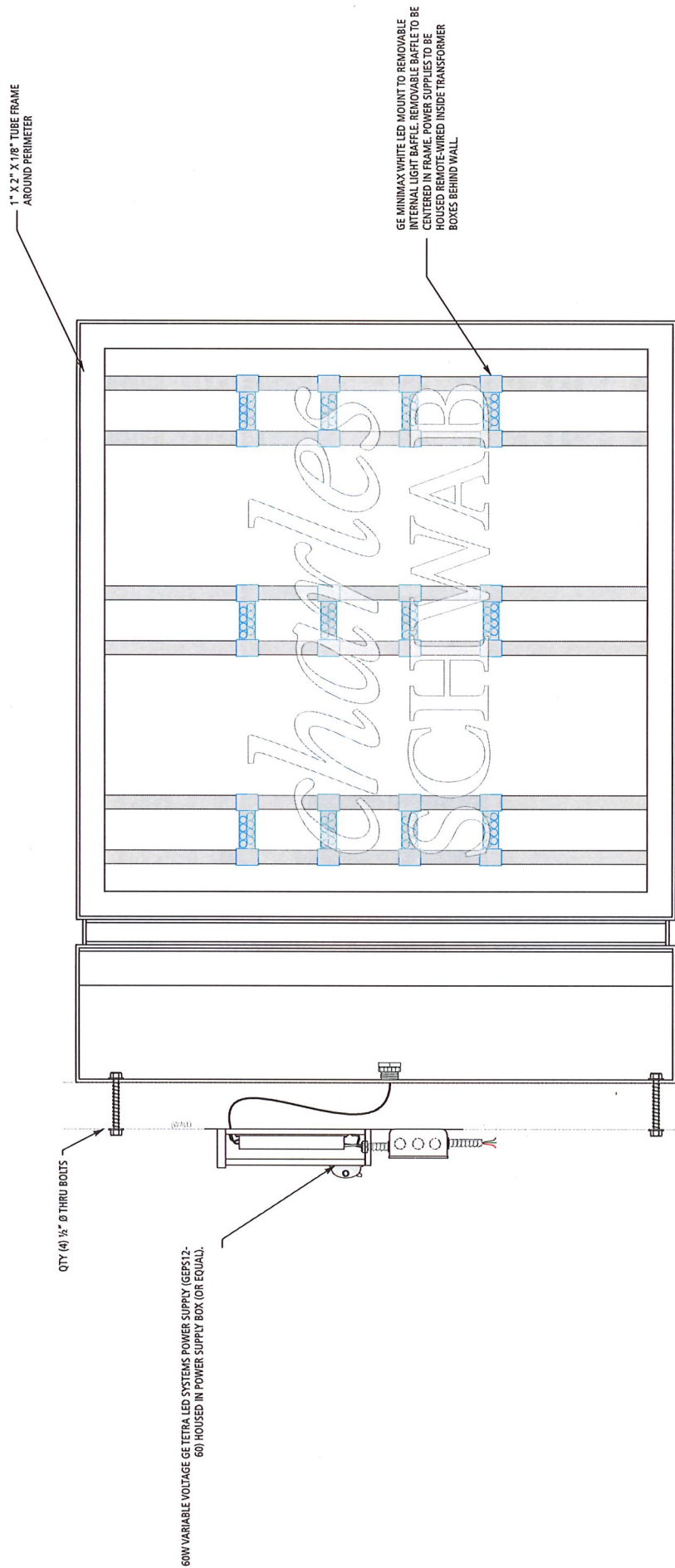
U.L. LABELS REQUIRED
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER WIRING AND PROTECTIVE DEVICES.
REQUIRED
A primary disconnect switch shall be installed at end of sign as stated in the national electric code section 600.6 (by sign fabricator)

JONES SIGN Your Vision. Accomplished. A JONES SIGN COMPANY		REQUIRED:		LANDLORD APPROVAL		DATE		DATE		DATE		DATE	
JOB #: 302409_R5		DATE: 01.15.2025		DESIGNER: JED		SALES REP: HOUSE		PROJ. MGR: M. PRICE		REQUIRED:		REQUIRED:	
☐ FIELD SURVEY		☐ PANT COLOR		☐ FONTS		☐ VECTOR ARTWORK		☐ CLIENT PMS COLOR		☐ ENGINEERING		☐ CLIENT APPROVAL	
☐ OTHER:													
JOB # 302409_R5		DATE: 01.15.2025		DESIGNER: JED		SALES REP: HOUSE		PROJ. MGR: M. PRICE		REQUIRED:		REQUIRED:	
☐ FIELD SURVEY		☐ PANT COLOR		☐ FONTS		☐ VECTOR ARTWORK		☐ CLIENT PMS COLOR		☐ ENGINEERING		☐ CLIENT APPROVAL	
☐ OTHER:													

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BL.1 D/F BLADE SIGN - ILLUMINATED W/ROUTED & PUSH-THROUGH LOGO (QTY 1)

ACTUAL SQUARE FOOTAGE: 4.00



SECTION DETAIL
Scale: 3" = 1'-0"

JONES SIGN Your Vision. Accomplished. A Harsco Corporation Company	JOB # 302409_R5 DATE: 01.15.2025 DESIGNER: JED SALES REP: HOUSE PROJ MGR: M. PRICE	REQUIRED: ☐ FIELD SURVEY ☐ VECTOR ARTWORK ☐ OTHER: ☐ PANT COLOR ☐ CLIENT PMS COLOR ☐ FONTS ☐ ENGINEERING	LANDLORD APPROVAL CLIENT APPROVAL	DATE DATE	 CHARLES SCHWAB 1430 MASSACHUSETTS AVE CAMBRIDGE, MA 02138	SHEET NUMBER 10.0

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