

CITY OF CAMBRIDGE

BOARD OF ZONING APPEAL

831 Massachusetts Avenue, Cambridge MA 02139

617-349-6100

2021 DEC -8 PM 12: 22

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

BZA Application Form

BZA Number: 154003

General Information

The undersigned hereby petitions the Board of Zoning Appeal for the following:

Special Permit: _____

Variance: X

Appeal: _____

PETITIONER: President and Fellows of Harvard College C/O Jeannine Powers, Senior Campus Planner, Harvard Planning and Design

PETITIONER'S ADDRESS: 1350 Massachusetts Ave, Cambridge, MA 02138

LOCATION OF PROPERTY: 10 Garden St , Cambridge, MA

TYPE OF OCCUPANCY: Institutional Educational
4.33(b)1

ZONING DISTRICT: Residence C-2 Zone

REASON FOR PETITION:

/Sign/

DESCRIPTION OF PETITIONER'S PROPOSAL:

Harvard Radcliffe Institute seeks a variance to permit the installation of 2 exterior campus identification signs. Because the campus contains several uses that bring a significant number of visitors on a regular basis, it is important to have clear and coordinated signage that appropriately identifies the campus as a whole and reflects the Institute's updated name and its continued desire to be open and welcoming to visitors. The selected materials and design provide a consistent aesthetic for the Campus's public face while also aiming to achieve visual harmony with existing signage.

The proposed signage includes 2 signs which are subject to zoning requirements, consisting of the following:

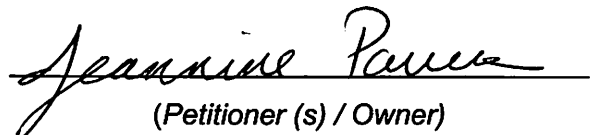
1. 1 wall sign (located on the structure located between the Knafel Center and Agassiz)
2. 1 freestanding sign (located on the wall adjacent to Elizabeth Cary Agassiz Gate)

Both of the proposed signs will display new name of "Harvard Radcliffe Institute" as the identifier of the campus.

SECTIONS OF ZONING ORDINANCE CITED:

Article: 7.000 Section: 7.16.21.B (Number, Height, and Location of Signs)

Original
Signature(s):


(Petitioner (s) / Owner)

JEANNINE POWERS
(Print Name)

Address: 1350 MASSACHUSETTS AVE
Tel. No. 2079079694 CAMBRIDGE, MA 02138
E-Mail Address: jeannine_powers@harvard.edu

Date: 12/6/2021

BZA Application Form

DIMENSIONAL INFORMATION

Applicant: President and Fellows of Harvard College

Present Use/Occupancy: Institutional Educational 4.33(b)1

Location: 10 Garden St., Cambridge, MA

Zone: Residence C-2 Zone

Phone: 2079079694

Requested Use/Occupancy: Institutional Educational 4.33(b)1

		<u>Existing Conditions</u>	<u>Requested Conditions</u>	<u>Ordinance Requirements</u>	
<u>TOTAL GROSS FLOOR AREA:</u>		212,978	212,978	329,436	(max.)
<u>LOT AREA:</u>		188,249	188,249	5,000	(min.)
<u>RATIO OF GROSS FLOOR AREA TO LOT AREA: ²</u>		1.23	1.23	1.75	
<u>LOT AREA OF EACH DWELLING UNIT</u>		n/a	n/a	n/a	
<u>SIZE OF LOT:</u>	<u>WIDTH</u>	n/a	n/a	50	
	<u>DEPTH</u>	n/a	n/a	100	
<u>SETBACKS IN FEET:</u>	<u>FRONT</u>	varies	varies	varies	
	<u>REAR</u>	n/a	n/a	n/a	
	<u>LEFT SIDE</u>	n/a	n/a	n/a	
	<u>RIGHT SIDE</u>	n/a	n/a	n/a	
<u>SIZE OF BUILDING:</u>	<u>HEIGHT</u>	n/a	n/a	n/a	
	<u>WIDTH</u>	n/a	n/a	n/a	
<u>RATIO OF USABLE OPEN SPACE TO LOT AREA:</u>		n/a	n/a	n/a	
<u>NO. OF DWELLING UNITS:</u>		n/a	n/a	n/a	
<u>NO. OF PARKING SPACES:</u>		n/a	n/a	n/a	
<u>NO. OF LOADING AREAS:</u>		n/a	n/a	n/a	
<u>DISTANCE TO NEAREST BLDG. ON SAME LOT</u>		n/a	n/a	n/a	

Describe where applicable, other occupancies on the same lot, the size of adjacent buildings on same lot, and type of construction proposed, e.g; wood frame, concrete, brick, steel, etc.:

All other buildings on the lot are Harvard Institutional Buildings.

BZA APPLICATION FORM - OWNERSHIP INFORMATION

*To be completed by OWNER, signed before a notary and returned to
The Secretary of the Board of Zoning Appeals.*

I/We President and Fellows of Harvard College

(OWNER)
c/o Jeannine Powers, Harvard University Planning & Design
Address: 1350 Massachusetts Avenue, Suite 573, Cambridge, MA 02138

State that I/We own the property located at 10 Garden Street (Radcliffe Institute),
which is the subject of this zoning application.

The record title of this property is in the name of President and Fellows of Harvard College

*Pursuant to a deed of duly recorded in the date (See Attached) Middlesex South
County Registry of Deeds at Book _____, Page _____; or
Middlesex Registry District of Land Court, Certificate No. _____
Book _____ Page _____.

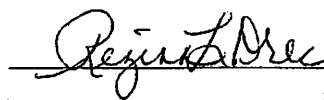


SIGNATURE BY LAND OWNER OR
AUTHORIZED TRUSTEE, OFFICER OR AGENT*


*Written evidence of Agent's standing to represent petitioner may be requested.

Commonwealth of Massachusetts, County of Middlesex

The above-name Jeannine Powers personally appeared before me,
this 17th of Nov., 2021, and made oath that the above statement is true.



My commission expires 12/28/2023 (Notary Seal)



- If ownership is not shown in recorded deed, e.g. if by court order, recent deed, or inheritance, please include documentation.

BZA APPLICATION FORM - OWNERSHIP INFORMATION

Radcliffe Yard Lot – Deed Book and Page Nos.

Recorded Date	Book	Page
August 18, 1885	1717	124
March 30, 1887	1793	552
June 14, 1894	2283	567
June 8, 1894	2283	569
January 28, 1895	2335	559
July 27, 1896	2487	343
November 10, 1896	2512	491
March 4, 1897	2554	356
June 15, 1897	2568	166
February 15, 1897	2568	167
November 29, 1899	2785	7
October 28, 1905	3195	123
October 5, 1909	3474	458
October 5, 1909	3474	459
March 1, 1911	3584	478
August 19, 1911	3632	274
July 11, 1916	4070	281
September 12, 1917	4160	236
July 19, 1949	7458	27
February 5, 1962	10064	481

Describe where applicable, other occurrences on the same lot, the size of adjacent buildings on same lot, and type of construction proposed, e.g; wood frame, concrete, brick, steel, etc.:

All other buildings on the lot are Harvard Institutional Buildings.

1. SEE CAMBRIDGE ZONING ORDINANCE ARTICLE 5.000, SECTION 5.30 (DISTRICT OF DIMENSIONAL REGULATIONS).
2. TOTAL GROSS FLOOR AREA (INCLUDING BASEMENT 7'-0" IN HEIGHT AND ATTIC AREAS GREATER THAN 5') DIVIDED BY LOT AREA.
3. OPEN SPACE SHALL NOT INCLUDE PARKING AREAS, WALKWAYS OR DRIVEWAYS AND SHALL HAVE A MINIMUM DIMENSION OF 15'.

BZA Application Form

SUPPORTING STATEMENT FOR A VARIANCE

EACH OF THE FOLLOWING REQUIREMENTS FOR A VARIANCE MUST BE ESTABLISHED AND SET FORTH IN COMPLETE DETAIL BY THE APPLICANT IN ACCORDANCE WITH MGL 40A, SECTION 10.

- A)** A literal enforcement of the provisions of this Ordinance would involve a substantial hardship, financial or otherwise, to the petitioner or appellant for the following reasons:

The Harvard Radcliffe Institute is a multi-building educational campus surrounding Radcliffe Yard. The core of the campus, which encompasses an entire city block, is accessed via multiple entry points located around the perimeter of campus and surrounded on multiple sides by high brick walls. Six of these entrances consist of formal gates, while another six provide additional access points to the campus from the surrounding streets. Within the campus itself there are eight separate buildings, each with a unique street address. Additionally, the Radcliffe campus contains several uses that bring a significant number of visitors to the campus on a regular basis. These uses include the Agassiz Theatre, which in addition to being a performing arts space also houses the Visitor Information Center for Harvard College, the Knafel Center which regularly hosts lectures, meetings, and special events, and Schlesinger Library's use by visiting scholars and researchers.

All of these factors highlight the need for additional signage at key intersections and access points surrounding the perimeter of the campus to help visitors identify when they've arrived at the Harvard Radcliffe Institute and guide them to their destination.

A literal enforcement of the provisions of the CZO 7.16 would permit a maximum of two signs per building, and limit freestanding signs to a height of 4 feet located at half the depth of the required front yard. The maximum number of signs permitted would limit Harvard from adequately identifying its campus at key public facing points surrounding the campus. The existing non-exempt signage is intended to identify several buildings on campus, gates and access points, as well as provide necessary wayfinding. The two additional proposed signs would help inform the existing directional signage, by letting visitors know when they have arrived at the Harvard Radcliffe Institute.

Regarding the limitation on height and location of the freestanding sign, the height was selected to align with the upper portion of the existing brick wall that partially surrounds the Radcliffe campus. The proposed location faces a busy intersection at Garden Street and Mason Street and sits across from the Cambridge Common. This location is adjacent to multiple MBTA bus stops, pedestrian paths, bike and vehicle traffic, as well as street parking and would benefit from having the sign placed at a height that can be easily seen by visitors arriving by any number of the multi-modal transit options available in the area. The height and location of the existing wall also prohibits a freestanding sign from being located half the depth of the required front yard because it blocks the view from the public way, leaving the wall as the most visible location to the public at that site for a campus identification sign.

- B)** The hardship is owing to the following circumstances relating to the soil conditions, shape or topography of such land or structures and especially affecting such land or structures by not affecting generally the zoning district in which it is located for the following reasons:

The Harvard Radcliffe Institute has developed over time to its current configuration as a multi-building educational campus whose core occupies an entire city block. The campus has multiple entrances and access points and approximately 40% of the campus frontage consists of historic, high brick walls. Primary building entrances are often oriented toward Radcliffe Yard and not adjacent streets, and several of the campus' major buildings, such as

Agassiz House, Knickerbocker Center, and Schlesinger Library have rear facades facing adjacent streets. These characteristics make the relationship between the campus arrival experience and destination buildings unclear for many visitors. In addition, several buildings contain uses which bring large numbers of occasional visitors to the campus, further increasing the need for clear identification signage that further allows the campus to be open and welcoming to visitors.

Due to the physical characteristics of this multi-building educational campus, additional signage is needed to identify key access points and help facilitate visitor wayfinding. The need for greater flexibility in the signage permitted for non-residential uses in the Residence C-2 zoning district is unique to the function of a multi-building educational campus and is not typical of other uses in the Residence C-2 zoning district.

C) DESIRABLE RELIEF MAY BE GRANTED WITHOUT EITHER:

- 1) Desirable relief may be granted without substantial detriment to the public good for the following reasons:**

The requested variance is necessary to address the need for clear identification and wayfinding that supports a welcoming environment for the large numbers of public who visit the campus on a regular basis. In addition, the campus' appearance will be improved by providing a consistent design aesthetic for its public face. Therefore, the granting of the variance will not be detrimental to the public good, but rather will provide a public benefit by improving wayfinding and the visual character of the campus.

- 2) Desirable relief may be granted without nullifying or substantially derogating from the intent or purpose of this Ordinance for the following reasons:**

The requested variance will allow the placement of adequate signage to better identify the campus and its entrances for guests and visitors to Harvard Radcliffe Institute, which is consistent with the CZO's assertion that the public interest is served by use of signs by businesses and services to identify their premises, or the products or services there available.

***If you have any questions as to whether you can establish all of the applicable legal requirements, you should consult with an attorney.**

Applicant(s) / Owner)

(Print Name)

Address:

Tel. No.

2079079694

E-Mail Address:

jeannine_powers@harvard.edu

Date: _____

BZA Application Form**DIMENSIONAL INFORMATION****Applicant:** President and Fellows of Harvard College**Present Use/Occupancy:** Institutional Educational
4.33(b)1**Location:** 10 Garden St., Cambridge, MA**Zone:** Residence C-2 Zone**Phone:** 2079079694**Requested Use/Occupancy:** Institutional Educational
4.33(b)1

		<u>Existing Conditions</u>		<u>Requested Conditions</u>		<u>Ordinance Requirements</u>	
<u>TOTAL GROSS FLOOR AREA:</u>		212,978		212,978		329,436	(max.)
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<u>SETBACKS IN FEET:</u>	FRONT	varies		varies		varies	
	REAR	n/a		n/a		n/a	
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<u>DISTANCE TO NEAREST BLDG. ON SAME LOT</u>		n/a		n/a		n/a	

HARVARD

PLANNING OFFICE



November 15, 2021

Ranjit Singanayagam, Commissioner
City of Cambridge Inspectional Services Department
831 Massachusetts Avenue
Cambridge, MA 02139

RE: Zoning Variance – Signage, Harvard Radcliffe Institute (10 Garden Street)

Dear Mr. Singanayagam,

Please find enclosed a variance application for proposed signage at the campus of the Harvard Radcliffe Institute. The Radcliffe Institute seeks a variance to permit the installation of two exterior campus identification signs. The key objective of these proposed signs is to improve the identification and wayfinding needs of the Harvard Radcliffe Institute campus by providing clear and coordinated signage that appropriately identifies the campus as a whole and reflects the Institute's updated name and its continued desire to be open and welcoming to visitors.

Harvard is seeking a variance under CZO Section 7.16.21.b which limits signage for non-residential uses in the Residence C-2 zoning district to two non-banner signs per building and a total area of 30 sq. ft. per building. To adequately serve the identification and wayfinding needs of this multi-building campus, a variance is required to permit the number of proposed signs, height of free-standing signs, and their locations.

If possible, we are requesting that our application be heard by the Board of Zoning Appeal at its December 16, 2021 meeting. In the meantime, please feel free to contact me at 207-907-9694 if you have any questions regarding this application. Thank you in advance for your assistance.

Sincerely,

A handwritten signature in cursive script that reads 'Jeannine Powers'.

Jeannine Powers
Senior Campus Planner

cc: Kate Loosian, Harvard Radcliffe Institute
Michaelann Zimmerman, Roll Barresi & Associates

Enclosures

BZA APPLICATION FORM - OWNERSHIP INFORMATION

To be completed by OWNER, signed before a notary and returned to The Secretary of the Board of Zoning Appeals.

I/We President and Fellows of Harvard College

^(OWNER)
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Address: 1350 Massachusetts Avenue, Suite 573, Cambridge, MA 02138

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Middlesex Registry District of Land Court, Certificate No. _____
Book _____ Page _____.

Jeannine Powers
SIGNATURE BY LAND OWNER OR
AUTHORIZED TRUSTEE, OFFICER OR AGENT*

*Written evidence of Agent's standing to represent petitioner may be requested.

Commonwealth of Massachusetts, County of Middlesex

The above-name Jeannine Powers personally appeared before me,
this 17th of Nov., 2021, and made oath that the above statement is true.

Regina L. Pree
My commission expires 12/28/2023 (Notary Seal)

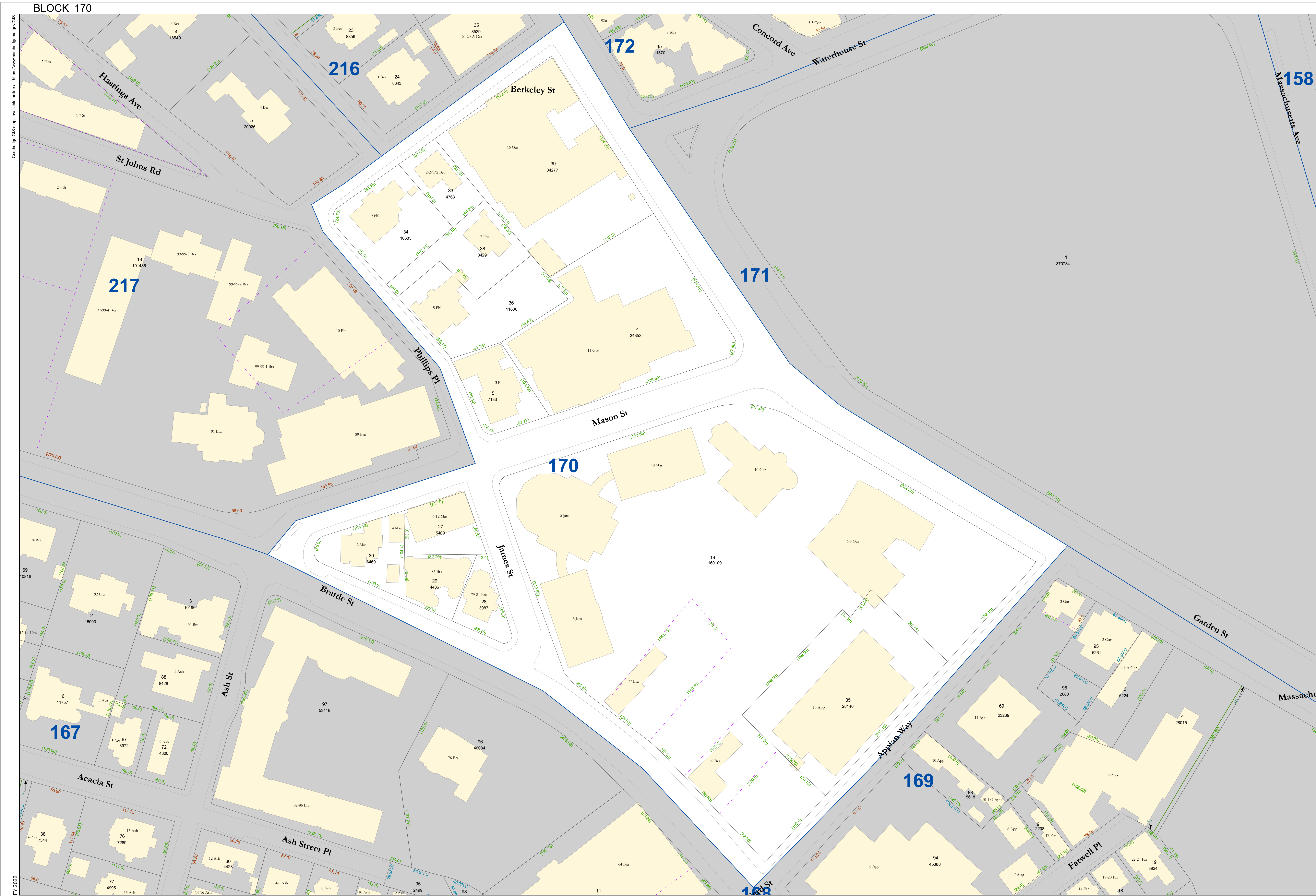



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BZA APPLICATION FORM - OWNERSHIP INFORMATION

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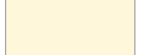
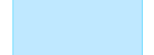





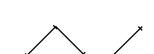
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August 19, 1911	3632	274
July 11, 1916	4070	281
September 12, 1917	4160	236
July 19, 1949	7458	27
February 5, 1962	10064	481






City of Cambridge
Assessing Department

795 Massachusetts Ave.
Cambridge, MA 02139

 Buildings	 Water	10 Lot Number	100 Parcel size in Sq. Ft.
 Lot Line	 Sub-Parcel Line	170 Block Number	44.0LC Land Court Dimension
 Block Line	 Easement	10 Cam Street Number	65.0 Survey Dimensions
 City Boundary	 Railway	(125.0) Deed Dimension	

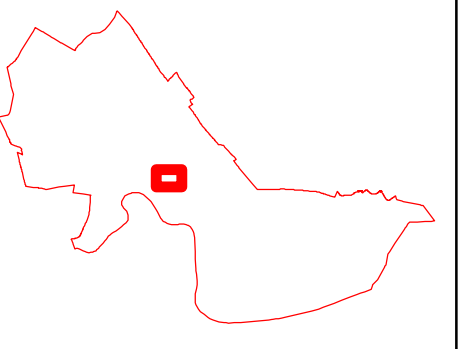
DISCLAIMER:
All Real Property shown on this map was compiled from existing Assessor's Tax Maps dated 1920 to 2021 and maintained by the City Assessor's Office and the Department of Public Works. Subsequent maintenance has been completed using the City of Cambridge Geographic Information System (GIS). Parcels have not been created from survey, and map is suitable for assessing purposes only.

The City of Cambridge assumes no legal responsibility for information shown on this map.



0 20 40 80 Feet

1 inch = 44 feet



Parcel Block Map

170

Plan showing location of sewers, access manholes, dry wells, etc. as taken from City plans and college installations. Also underground Elec. cables and telephone connections. Tunnels between buildings with steam, elec., A.D.T., and telephone lines.

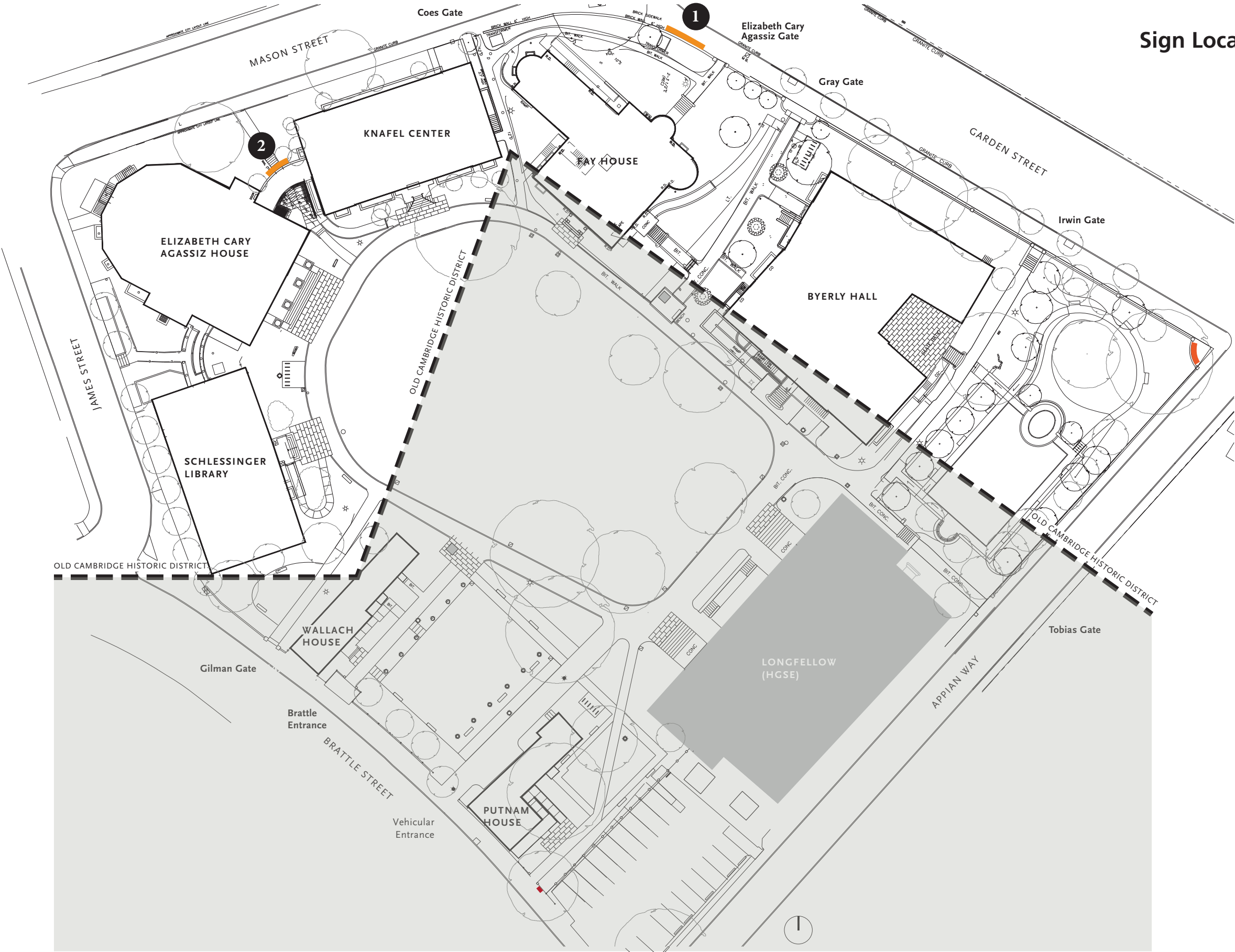
PLOT PLAN RADCLIFFE COLLEGE (CAMBRIDGE MASS.)

Scale 1"=52'-0"
Grades By R. Hart 3-25-32
Additions & Drawing By L. Peachey 12-18-35
Drawing traced Sept. 1950 by Maginnis & Walsh, Architects, Boston, Mass. Words in parentheses and recent installations marked (A), added at this date from information furnished by T. D. Blumire, Sup't. of buildings for the college.

Radcliffe Lot Non-Exempt Signage (October 2021)

Sign #	Sign Name	Location	Zoning Sign Type	Number of Signs	Sign Dimensions	Sign Area (sq ft)	Total Area (sq ft)	Height	Materials
Existing Signage to Remain									
	Building ID Plaque	Elizabeth Cary Agassiz House, Wallach House, Putnam House, Longfellow Hall	wall	5	1'-8" W x 1'-2" H	9.7	9.7	varies all <10'	3/4" painted acrylic panel silkscreened graphics
	Sm. Directional Plaque	Irwin Gate, Gray Gate, Gilman Gate	wall	3	1'-0" W x 1'-3" H	3.75	3.75	4'-6"	3/4" painted acrylic panel silkscreened graphics
	Garden Installation	Wallach Garden	freestanding	1	1'-6" H x 1'-0" D x 3'-2" H	4.75	4.75	3'-2"	painted aluminum digital print
	Freestanding Directional Sign	3, 5 James Street	freestanding	1	1'-8 W x 2'-4" H	4	4	5'- 0"	3/4" painted acrylic panel silkscreened graphics
	Gate Plaque	Irwin Gate, Gray Gate, Gilman Gate, Coes Gate, Tobias Gate	wall	5	2'-0" W x 1'-5" H	14.15	14.15	4'-6"	1" thick fabricated aluminum frame, aluminum panel with powder coated graphics.
	Two-Sided Entrance Sign	Brattle Entrance	freestanding	1	3'-6" W x 10" D x 8'-5" H	-	-	4'-6"	1" thick fabricated aluminum frame, aluminum panel with powder coated graphics.
					3'-7" x 2'-7" (sign)	9.25	9.25	7'-0"	
Total Existing Signage to Remain				16			45.6		
New Signage									
1	Campus Sign	Elizabeth Cary Agassiz Gate (on wall)	freestanding	1	6-1/2" H X 16'-0" W (letters)	8.66	8.66	5'-6"	3/8" thick painted aluminum letters pin mounted to brick wall
2	Campus Sign	Mason Street (between Knafel and Agassiz)	wall	1	5" H X 12'-0" W	5	5	15'-6"	1/4" thick painted aluminum letters mounted to frieze
Total New Signage				2			13.66		

Sign Location Plan



15'-4"

6 1/2"

HARVARD RADCLIFFE INSTITUTE

Scale: 3/4" = 1'-0"

Materials:
3/8" thick painted aluminum letters pin mounted to brick wall
(penetrations placed in mortar joints)

8.5 SF



1

12'-0"

5"

HARVARD RADCLIFFE INSTITUTE

Scale: 3/4" = 1'-0"



Materials:
1/4" thick painted aluminum letters pin mounted to frieze

5 SF



CITY OF CAMBRIDGE
Community Development Department

IRAM FAROOQ
Assistant City Manager for
Community Development

SANDRA CLARKE
Deputy Director
Chief of Administration

KHALIL MOGASSABI
Deputy Director
Chief of Planning

**SIGN CERTIFICATION FORM
COVER SHEET**

Sign Text: Harvard Radcliffe Institute

Location of Sign: Garden Street, Mason Street, Brattle Street, Appian Way

Applicant: Harvard Radcliffe Institute

c/o Jeannine Powers, Harvard Planning Office, 1350 Mass Ave, Cambridge

Zoning District: Res. C-2 Overlay District: Episcopal Divinity School

Area of Special Planning Concern: (Sec. 19.46 & 19.42.1) _____

Application Date: November 8, 2021

Sketch of sign enclosed: Yes ☒ No ☐

PLEASE NOTE: All signs must receive a permit from the Inspectional Services Department (ISD) before installation. Community Development Department Certification action does NOT constitute issuance of a permit or certification that all other code requirements have been met. Do not contract for the fabrication of a sign until all permits have been issued including City Council approval, if necessary for signs in the public way*.

* Any sign or portion of a sign extending more than six (6) inches into the public way/sidewalk, must receive approval from the Cambridge City Council; a bond must be posted with the City Clerk.

The Sign Ordinance is available online under Article 7.000 at
<https://www.cambridgema.gov/CDD/zoninganddevelopment/Zoning/Ordinance>

Contact Liza Paden at 617 349 4647 or lpaden@cambridgema.gov for further information.

Sign #1 - Referenced on Sign Location Plan and Detailed Drawings
(exempt sign per 7.16.11.A.4)

Proposed FREESTANDING Sign

Area in Square feet: 6 SF Dimensions: 11" X 6' 6"

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): 4' 6"

1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE

Length in feet of store front facing street: (a) . Area of signs allowed accessory to store:
outside (1 x a) , behind windows (0.5 x a) . Area of all existing signs on
the store front to remain (including any freestanding sign): . Area of additional signs
permitted: .

2. COMPLETE FOR ANY OTHER SIGN

Length in feet of building facade facing street: (a) . Area of signs allowed accessory to
the building facade: outside (1 x a) , behind windows (0.5 x a) . Area of all
existing signs on the building facade to remain (including any freestanding sign):
Area of additional signs permitted: .

SUMMARY OF LIMITATIONS FOR FREESTANDING SIGNS (see reverse side for more general summary of the
sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)

AREA: 30 square feet maximum. **HEIGHT ABOVE THE GROUND:** 15 feet. **ILLUMINATION:** Natural or external
only. **NUMBER:** Two per lot (but not exceeding 30 square feet in total area).

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

Sign conforms to requirements of Article 7.000: YES X NO

Sign requires a variance from the Board of Zoning Appeal: YES

Relevant sections: 7.16.11.A.4

COMMENTS: Sign is exempt as it is necessary for public convenience and does not exceed 6 Sq/Ft.

Date: 11/8/2021 CDD Representative Daniel Messplay

Daniel Messplay

Digitally signed by Daniel Messplay
DN: cn=Daniel Messplay, o=ma,
email=dmessplay@cambridgema.gov, c=US
Date: 2021.11.08 11:16:14 -0700

Sign #2 - Referenced on Sign Location Plan and Detailed Drawings

Proposed FREESTANDING Sign

Area in Square feet: 8.66 SF Dimensions: 6.5" X 16' 0"

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): 5' 6"

1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE

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SUMMARY OF LIMITATIONS FOR FREESTANDING SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)

AREA: 30 square feet maximum. **HEIGHT ABOVE THE GROUND:** 15 feet. **ILLUMINATION:** Natural or external only. **NUMBER:** Two per lot (but not exceeding 30 square feet in total area).

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

Sign conforms to requirements of Article 7.000: YES NO X

Sign requires a variance from the Board of Zoning Appeal: YES X

Relevant sections: 7.16.21.B

COMMENTS: Sign requires dimensional relief from 7.16.21.B for height of sign and location.

Date: 11/8/2021 CDD Representative Daniel Messplay Daniel Messplay

Digitally signed by Daniel Messplay
DN: cn=Daniel Messplay, o=City of
Gainesville, ou=City of Gainesville, email=dmessplay@cityofgainesville.com, c=US
Date: 2021.11.08 11:15:54 -0500

Sign #3 - Referenced on Sign Location Plan and Detailed Drawings

Proposed WALL Sign

Area in Square feet: 5 SF Dimensions: 5" X 12' 0"

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): 15' 6"

1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE

Length in feet of store front facing street: (a) . Area of signs allowed accessory to store: outside (1 x a) , behind windows (0.5 x a) . Area of all existing signs on the store front to remain (including any freestanding sign): . Area of additional signs permitted: .

2. COMPLETE FOR ANY OTHER SIGN

Length in feet of building facade facing street: (a) . Area of signs allowed accessory to the building facade: outside (1 x a) , behind windows (0.5 x a) . Area of all existing signs on the building facade to remain (including any freestanding sign): . Area of additional signs permitted: .

SUMMARY OF LIMITATIONS FOR WALL SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)

AREA: 60 square feet maximum. **HEIGHT ABOVE THE GROUND:** 20 feet but below the sills of second floor windows. **ILLUMINATION:** Natural or external, or internal illumination with significant limitations. **NUMBER:** No limit.

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

Sign conforms to requirements of Article 7.000: YES NO X

Sign requires a variance from the Board of Zoning Appeal: YES X

Relevant sections: 7.16.21.B

COMMENTS: Sign requires dimensional relief from 7.16.21.B for height of sign and location.

Date: 11/8/2021 CDD Representative Daniel Messplay **Daniel Messplay**

Digitally signed by Daniel Messplay
DN: cn=Daniel Messplay, o=City
of Seattle, email=daniel.messplay@cityofseattle.gov, c=US
Date: 2021.11.08 11:15:36 -0500

Sign #4 - Referenced on Sign Location Plan and Detailed Drawings
(exempt sign per 7.16.11.A.4)

Proposed FREESTANDING Sign

Area in Square feet: 1.69 SF Dimensions: 1' 6" X 1' 1.5"

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): 3' 6"

1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE

Length in feet of store front facing street: (a) . Area of signs allowed accessory to store:
outside (1 x a) , behind windows (0.5 x a) . Area of all existing signs on
the store front to remain (including any freestanding sign): . Area of additional signs
permitted: .

2. COMPLETE FOR ANY OTHER SIGN

Length in feet of building facade facing street: (a) . Area of signs allowed accessory to
the building facade: outside (1 x a) , behind windows (0.5 x a) . Area of all
existing signs on the building facade to remain (including any freestanding sign):
Area of additional signs permitted: .

SUMMARY OF LIMITATIONS FOR FREESTANDING SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)

AREA: 30 square feet maximum. HEIGHT ABOVE THE GROUND: 15 feet. ILLUMINATION: Natural or external only. NUMBER: Two per lot (but not exceeding 30 square feet in total area).

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

Sign conforms to requirements of Article 7.000: YES ☒ NO ☐

Sign requires a variance from the Board of Zoning Appeal: YES ☐

Relevant sections: 7.16.11.A.4

COMMENTS: Sign is exempt because it is necessary for public convenience and does not exceed
6 Sq/Ft.

Date: 11/8/2021 CDD Representative Daniel Messplay Daniel Messplay
Digitally signed by Daniel Messplay
DN: cn=Daniel Messplay, o=City of Cambridge, email=Daniel.Messplay@cityofcambridge.gov, c=US
Date: 2021.11.08 11:15:19 -0500

Summary of Major Provisions for Office, Business and Industrial Districts

(Please consult Article 7.000 of the Zoning Ordinance for specific requirements)

Limitations on Total Area of the Signs on a Building

(See definition of sign frontage)

1. **For Ground Floor stores:** Width of store x 1 square foot equals area of all signs permitted on the outside of the storefront
2. **For all signs on a single façade of a building:** (including those in paragraph 1 above):
Width of building façade facing a street x 1 square foot equals area of all signs permitted on that façade. * *

(Note: An additional 0.5 square feet per foot of sign frontage is permitted for signs located behind the glass of a window).

Limitations on the Height of Signs Above the Ground

Fifteen (15) for free-standing signs; twenty (20) feet for all other signs with expectation for certain hotel and theater signs.

Limitations on Area of Individual Signs

1. Wall signs: Sixty (60) Square feet Maximum. *
2. Projecting Signs: Thirteen (13) square feet maximum. *
3. Free-standing signs: Thirty (30) Square feet maximum. *

* However no sign may exceed that area determined by the formula: sign frontage x 1 square foot.

Limitations on Number of Signs Permitted

1. No limit
2. Projecting signs: one per ground floor establishment plus one per door serving the remainder of the building.
3. Free-standing Signs: Two per lot.

Limitations on Kinds of Illumination

1. Projecting (including awning signs) and free-standing signs: Natural and external only.
2. Wall signs: Natural or external without limit. Internal under the following conditions:
 - a. At least one dimension is 30" or less; and
 - b. The sign is located behind window glass or projects no more than 2" from the building face; or the sign consists only of individual letters, or channel letters, or only the letters in a box sign illuminated.

** Where the sign frontage is more than 100 feet from a street the multiplier may be increased to 2 square feet.

Sign #3 - Referenced on Sign Location Plan and Detailed Drawings

Proposed WALL Sign

Area in Square feet: 5 SF Dimensions: 5" X 12' 0"

Illumination: Natural ☒ Internal ☐ External ☐

Height (from ground to the top of the sign): 15' 6"

1. COMPLETE WHEN SIGN IS ACCESSORY TO A FIRST FLOOR STORE

Length in feet of store front facing street: (a) . Area of signs allowed accessory to store: outside (1 x a) , behind windows (0.5 x a) . Area of all existing signs on the store front to remain (including any freestanding sign): . Area of additional signs permitted: .

2. COMPLETE FOR ANY OTHER SIGN

Length in feet of building facade facing street: (a) . Area of signs allowed accessory to the building facade: outside (1 x a) , behind windows (0.5 x a) . Area of all existing signs on the building facade to remain (including any freestanding sign): . Area of additional signs permitted: .

SUMMARY OF LIMITATIONS FOR WALL SIGNS (see reverse side for more general summary of the sign regulations; review Article 7.000 of the Zoning Ordinance for all zoning requirements.)

AREA: 60 square feet maximum. HEIGHT ABOVE THE GROUND: 20 feet but below the sills of second floor windows. ILLUMINATION: Natural or external, or internal illumination with significant limitations. NUMBER: No limit.

COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION

Sign conforms to requirements of Article 7.000: YES NO X

Sign requires a variance from the Board of Zoning Appeal: YES X

Relevant sections: 7.16.21.B

COMMENTS: Sign requires dimensional relief from 7.16.21.B for number of signs per
building.

Date: 11/8/2021 CDD Representative Daniel Messplay Daniel Messplay

Digitally signed by Daniel Messplay
DN: cn=Daniel Messplay, o=City of Cambridge, email=daniel.messplay@cityofcambridge.gov, c=US
Date: 2021.11.08 15:27:49 -0500



City of Cambridge Community Development Department **STOREFRONT IMPROVEMENT PROGRAM**

The City of Cambridge Community Development Department (CDD) established the Storefront Improvement Program to provide financial assistance to property owners or retail tenants seeking to **remove architectural barriers, renovate the commercial building façade and enhance exterior signage**. The Program's objectives are to improve accessibility and physical appearance of retail establishments and enhance commercial districts.

The Program provides a **matching grant for the funding of well-designed improvements** that will coordinate all the important features of the storefront into a more attractive image while creating an accessible entrance for the public. This may include removal of physical barriers, restoration of architectural details, better windows and doors, and well-proportioned signage and lighting. Past matching grants have ranged from \$2,500 to \$35,000 with accessible design upgrades getting 90% reimbursement based on scope of work and available funds. Grants vary each year so contact CDD for further information.

Applicants are responsible for hiring licensed designers, architects, contractors, and sign fabricators. A retail tenant is defined as a commercial establishment selling goods or services directly to members of the public for personal use and whose use is not solely for re-sale purposes (wholesale). Included in this definition are food and creative for-profit businesses.

Improvements made prior to a signed contract with the City of Cambridge will not be funded.

The following criteria must be met for participation in the Program:

1. Applicants must be property owners or commercial retail tenants whose storefronts face onto a Cambridge street;
2. Commercial retail tenants must offer goods or services that are open to the public;
3. Preference will be given to independent businesses not required by contractual arrangement to maintain standardized décor, architecture, signs or similar features;
4. Preference will be given to commercial retail tenants in a commercial district or corridor;
5. Tenants must have written approval from property owners to participate in program;
6. Billboards on property, if applicable, must be permanently removed as part of the improvement;
7. Property owners must be up to date on all municipal taxes prior to participation in the program;
8. Applicants must comply with all State and local laws and regulations pertaining to licensing, permits, building code and zoning requirements.

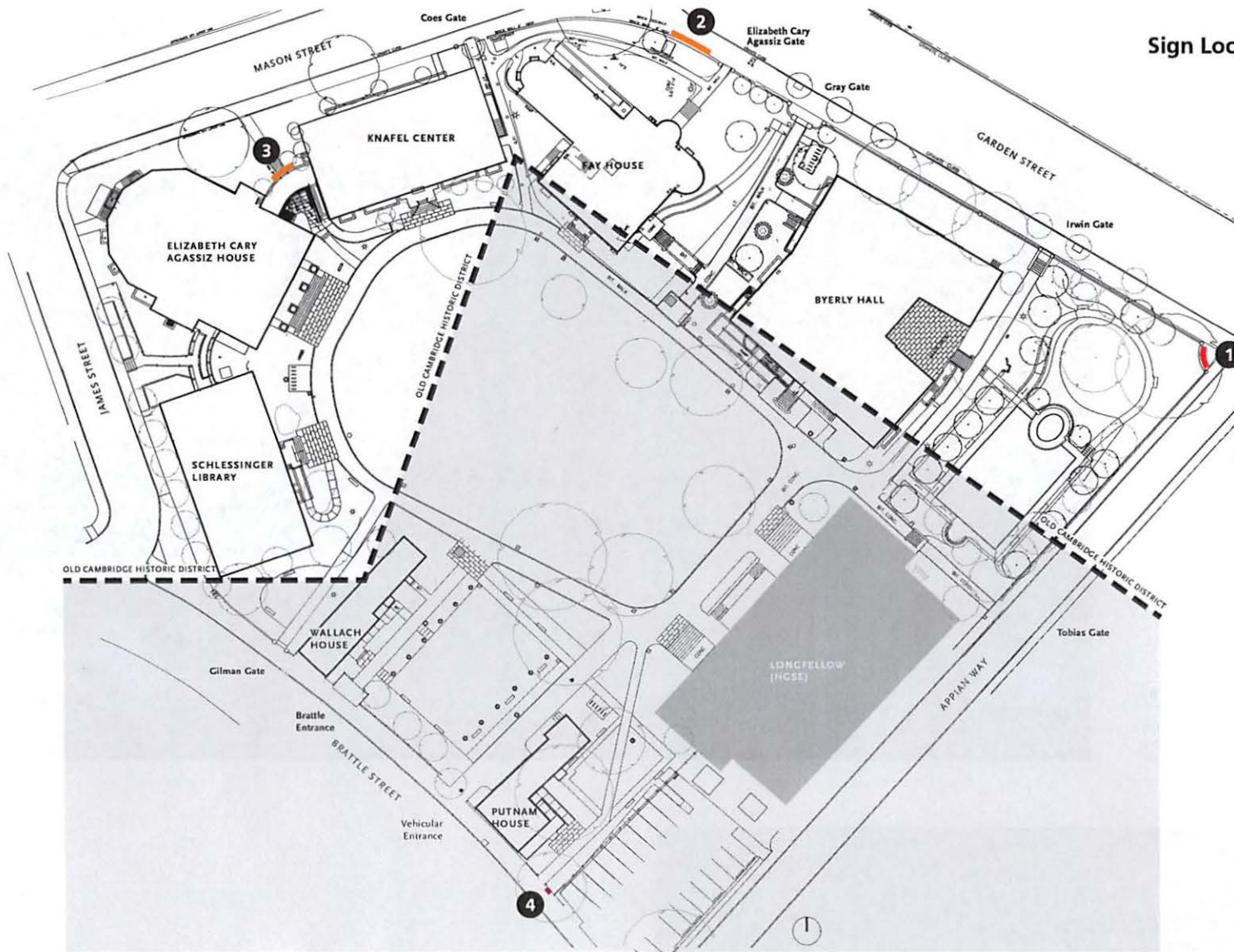
The City of Cambridge reserves the right to apply additional criteria before accepting a project if program demand exceeds budgeted resources.

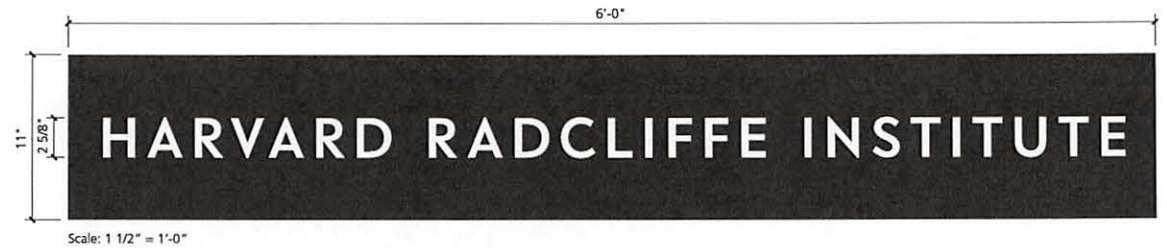
For more information, please contact Christina DiLisio, (617) 349-4601, cdilisio@cambridgema.gov

Radcliffe Lot Non-Exempt Signage (October 2021)

Sign #	Sign Name	Location	Zoning Sign Type	Number of Signs	Sign Dimensions	Sign Area (sq ft)	Total Area (sq ft)	Height	Materials
Existing Signage to Remain									
	Building ID Plaque	Elizabeth Cary Agassiz House, Wallach House, Putnam House, Longfellow Hall	wall	5	1'-8" W x 1'-2" H	9.7	9.7	varies all <10'	3/4" painted acrylic panel silkscreened graphics
	Sm. Directional Plaque	Irwin Gate, Gray Gate, Gilman Gate	wall	3	1'-0" W x 1'-3" H	3.75	3.75	4'-6"	3/4" painted acrylic panel silkscreened graphics
	Garden Installation	Wallach Garden	freestanding	1	1'-6" H x 1'-0" D x 3'-2" H	4.75	4.75	3'-2"	painted aluminum digital print
	Freestanding Directional Sign	3, 5 James Street	freestanding	1	1'-8 W x 2'-4" H	4	4	5'- 0"	3/4" painted acrylic panel silkscreened graphics
	Gate Plaque	Irwin Gate, Gray Gate, Gilman Gate, Coes Gate, Tobias Gate	wall	5	2'-0" W x 1'-5" H	14.15	14.15	4'-6"	1" thick fabricated aluminum frame, aluminum panel with powder coated graphics.
	Two-Sided Entrance Sign	Brattle Entrance	freestanding	1	3'-6" W x 10" D x 8'-5" H	-	-	4'-6"	1" thick fabricated aluminum frame, aluminum panel with powder coated graphics.
					3'-7" x 2'-7" (sign)	9.25	9.25	7'-0"	
Total Existing Signage to Remain				16			45.6		
New Signage									
1	Campus Sign	Garden S./ Applan Way (on fence)	freestanding	1	11" H x 6'-0"	6	6	4'-6"	1/4" painted aluminum panel with 3/16" thick panted dimensional letters.
2	Campus Sign	Elizabeth Cary Agassiz Gate (on wall)	freestanding	1	6-1/2" H X 16'-0" W (letters)	8.66	8.66	5'-6"	3/8" thick painted aluminum letters pin mounted to brick wall
3	Campus Sign	Mason Street (between Knafel and Agassiz)	wall	1	5" H X 12'-0" W	5	5	15'-6"	1/4" thick painted aluminum letters mounted to frieze
4	Gate Sign (Fence mounted)	Brattle Street (at Putnam House)	freestanding	1	1'- 1 1/2"W X 1'-6" H	1.69	1.69	3'-6"	1" thick fabricated aluminum frame, aluminum panel with powder coated graphics.
Total New Signage				4			21.35		

Sign Location Plan





1

Materials:
1/4" thick painted aluminum panel with 3/16" thick painted aluminum letters mounted to existing iron fence with no visible fasteners.

6 SF

16'-0"

6 1/2"

HARVARD RADCLIFFE INSTITUTE

Scale: 3/4" = 1'-0"

Materials:
3/8" thick painted aluminum letters pin mounted to brick wall
(penetrations placed in mortar joints)

8.66 SF



2

12'-0"

5'

HARVARD RADCLIFFE INSTITUTE

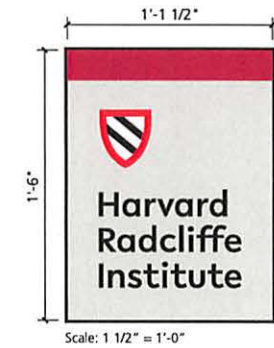
Scale: 3/4" = 1'-0"



Materials:
1/4" thick painted aluminum letters pin mounted to frieze

5 SF

3



Materials:
Powder coated graphic panel with 3/4" thick fabricated
aluminum frame painted black and mounted to fence.

1.69 SF

4



CAMBRIDGE HISTORICAL COMMISSION

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

Telephone: 617 349 4683 Fax: 617 349 3116 TTY: 617 349 6112

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*
Joseph V. Ferrara, Chandra Harrington, Elizabeth Lyster, Caroline Shannon, Jo M. Solet, *Members*
Gavin W. Kleespies, Paula A. Paris, Kyle Sheffield, *Alternates*

CERTIFICATE OF APPROPRIATENESS

Property: **10 Garden Street**

Applicant: **President & Fellows of Harvard College**

Attention: **Jeannine Powers**
Harvard Planning Office
1350 Massachusetts Ave., Ste #573
Cambridge, Mass. 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 three new surface-mounted signs at key locations on the Harvard Radcliffe Institute campus.

Work is to be carried out as indicated in the plans and sign drawings by Roll Barresi & Associates titled, "Harvard Radcliffe Institute, Radcliffe Yard Signage Rebranding," and dated September 2021.

Approval is granted on the condition that construction details be reviewed and approved by Historical Commission staff.

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; provided that, for cause, one or more extensions of time, for periods not exceeding six months each, may be allowed in writing by the Chair.

Case Number: **4686**

Date of Certificate: **November 22, 2021**

Attest: A true and correct copy of decision filed with the offices of the City Clerk and the Cambridge Historical Commission on November 22, 2021.

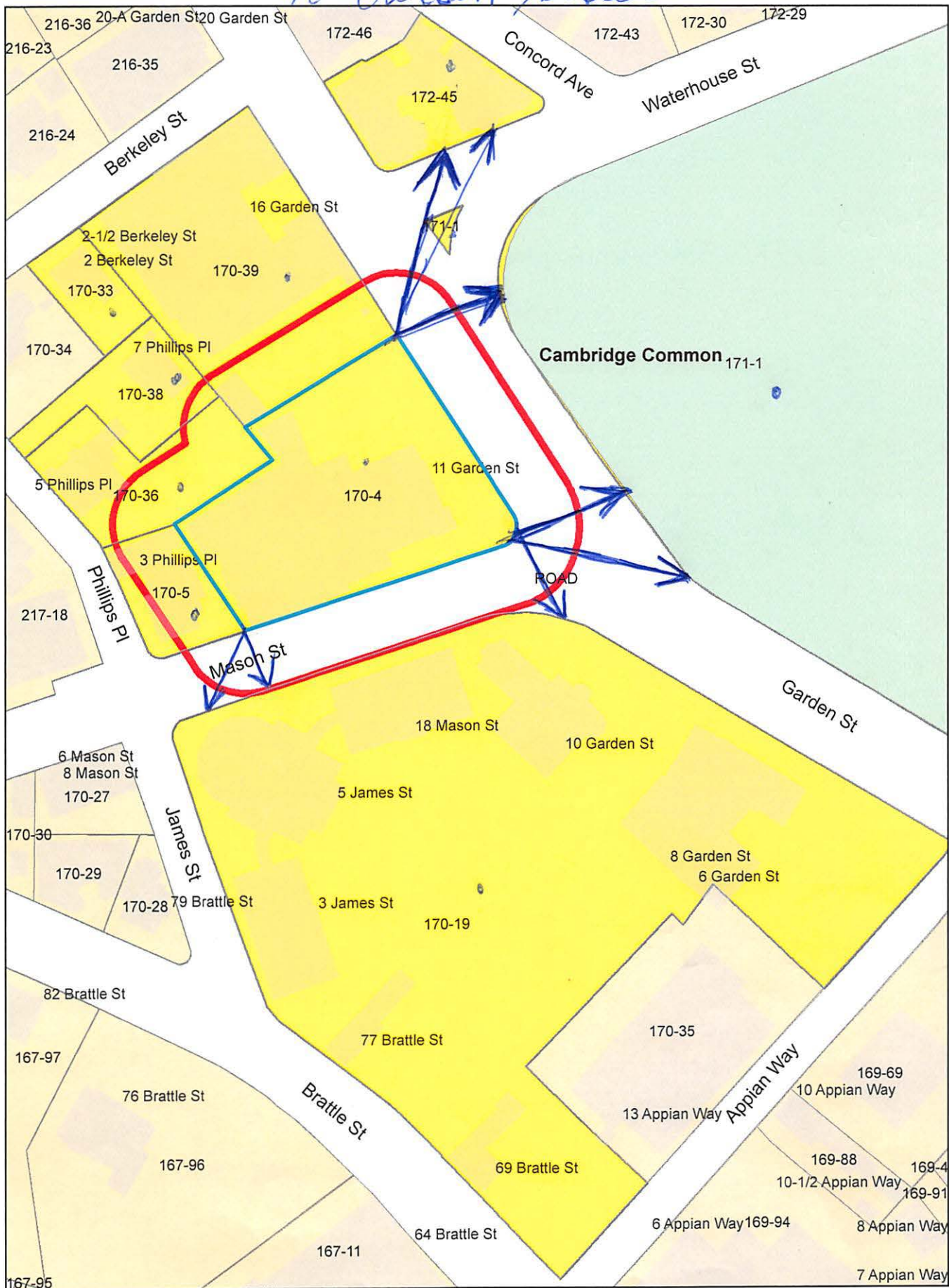
By Bruce A. Irving/slb, Chair.

Twenty days have elapsed since the filing of this decision.

No appeal has been filed _____. Appeal has been filed _____.

Date _____, City Clerk

10 Garden Street



10 Garden St.

Petitioner

170-5
LESLEY UNIVERSITY
29 EVERETT STREET
CAMBRIDGE, MA 02138-2790

170-19
PRESIDENT & FELLOWS OF HARVARD COLLEGE
C/O HARVARD REAL ESTATE, INC.
HOLYOKE CENTER, ROOM 1000
1350 MASSACHUSETTS AVE
CAMBRIDGE, MA 02138-3895

PRESIDENT & FELLOWS OF HARVARD COLLEGE
C/O JEANNINE POWERS,
SENIOR CAMPUS PLANNER
1350 MASS AVENUE
CAMBRIDGE, MA 02138

170-36
LESLEY UNIVERSITY
29 EVERETT ST.
CAMBRIDGE, MA 02138-2790

170-38
LINCOLN INSTITUTE OF LAND POLICY
113 BRATTLE STREET
CAMBRIDGE, MA 02138

170-33
AIELLO, NANCY J.B. & LLOYD M. AIELLO TR OF
NANCY & LLOYD AIELLO AGREEMENT TRUST.
2 1/2 BERKELEY STREET
CAMBRIDGE, MA 02138-3434

170-39
BERGOULIAN, MARY A., EDWARD N. & WALTER
A. GULESERIAN TRS.
ATTN: TAD W. GULESERIAN
16 GARDEN ST
CAMBRIDGE, MA 02138-3604

171-1
CAMBRIDGE CITY OF PWD
147 HAMPSHIRE ST
CAMBRIDGE, MA 02139

172-45
BLEVINS, CHARLES F. TRU OF ARSENAL SQ TR
C/O THE NILE CO, INC
3000 DAVENPORT AVE SUITE #201
CANTON, MA 02021

170-4
FIRST CHURCH IN CAMBRIDGE
CONGREGATIONAL
44 GARDEN STREET
CAMBRIDGE, MA 02138

171-1
CITY OF CAMBRIDGE
C/O NANCY GLOWA
CITY SOLICITOR

171-1
CITY OF CAMBRIDGE
C/O LOUIS DEPASQULE
CITY MANAGER

Pacheco, Maria

From: James in Cambridge <tompaine@hotmail.com>
Sent: Monday, January 3, 2022 6:04 AM
To: Pacheco, Maria
Cc: Gladys Gifford; Carol O'Hare
Subject: Written Comments to the BZA: CASE NO. BZA-154003 (Harvard Signage Applications) [BZA Hearing: Jan 06]

January 03, 2022

Re: CASE NO. BZA-154003 (Harvard Signage Applications) [links to materials below]
Cc: Gladys Gifford (Hilliard Street); Carol O'Hare (Cambridgeport)

Dear Chairman Constantine and Members of the BZA:

In the event I cannot make the online public hearing Thursday due to a conflict with an Historical Commission hearing, I have some comments about Harvard's sign application.

It is not at all clear to me which signs they after requesting variances for, and which not, *and one image is incorrectly identified as "Garden and James."* (Garden and James do not intersect.) The application is confusing, to say the least. [Deliberately?]

I have no objection to the sign over the entrance between Knafel and Agassiz. This is very tastefully done and it is appropriate signage. So also is the small rectangular sign at Brattle Street.

However, the two elongated lengths of signage at Appian Way and Garden, and along Garden at Mason [not "James"] are, in my view, excessive (and, in fact, unnecessary.)

The sign covering the open fence at Garden and Appian Way obscures the view into the (once-more-lovely) "pocket park" in that corner of Old Radcliffe Yard. The elongated sign along Garden, near the stone in the wall that commemorates the "George Washington Highway," is unnecessary and detracts from the simplicity of that brick wall, to no identifiably necessary purpose, in that particular location. (These are "branding signs.")

In any case, anyone who knows anything about the Radcliffe Institute knows very well that it has always been identified as such, and has never been "known as," or identified as, the "Harvard Radcliffe Institute." (Technically, it's actually "The Radcliffe Institute for Advance Study at Harvard.")

It's not clear that this is a useful or justified "re-branding," nor to what purpose. There is something nice about relative restraint when it comes to additional signage on the simple but appealing brick walls which surround both Harvard and Radcliffe Yards. Also, the Old Radcliffe Yard contains Longfellow Hall, which is part of the Harvard Graduate School of Education, and other buildings which have nothing to do with the Radcliffe Institute. What gives??

If there is a way to do it, I would recommend permitting the small sign at the Brattle

entrance and the elegant signage over the buildings "connector," *on the condition that Harvard/Radcliffe either withdraw any application for the other two "signs," at the corner and along the Garden Street wall, or if there is, in fact, no application for these, that H/R agree to remove them, in exchange for being granted permits for the other two.*

Thanks for considering this perspective and positive suggestions. (I walk through and visit these spaces a lot.)

Sincerely, James Williamson
1000 jackson Place
Cambridge, MA 02140

<https://www.cambridgema.gov/citycalendar/view.aspx?guid=2da6b024b8b74672b6f5030bad72928d>

<https://www.cambridgema.gov/-/media/Files/inspectionalservicesdepartment/bzadocuments/10gardenstbza154003documents.pdf>

Pacheco, Maria

From: Carol O'Hare <carol@carolok.com>
Sent: Monday, January 3, 2022 4:56 PM
To: Pacheco, Maria
Cc: Messplay, Daniel
Subject: BZA: Harvard College's 4 Signs, BZA #154003, 1/6/21

Dear Mr. Alexander, Chair, Mr. Sullivan, Vice Chair, and Board of Zoning Appeal Members:

This will be brief, for me.

Harvard has proposed 4 signs for the Harvard Radcliffe Institute. They all seem modest and tasteful to me.

But, for the record and mostly to forestall future signage applications for signs that are not so modest and tasteful, I am concerned about the precedent that could be set by CDD's Daniel Messplay's Sign Certifications for Signs #1 and #4.*

- Those two Sign Certification state that each sign "is exempt as **it is necessary for public convenience** and does not exceed 6 Sq./Ft."
- In support of that conclusion, the Sign Certifications refer to Zoning Ordinance §7.16.11.A.4, which lists 9 types of types of signs that are "Exempt" from zoning limits in all districts.
- Exemption #4 exempts: "Signs **necessary for public safety and convenience** not exceeding six (6) square feet per sign face, provided such signs contain no advertising."

Therefore, Signs #1 and #4 also require zoning variances.

While Signs #1 and #4 may satisfy the public convenience requirement for the exemption, they do not and cannot satisfy the public safety requirement, which may not simply be ignored. So, even if these 2 signs are not objectionable, I hope the Board will not read the public safety requirement out of the exemption, lest you create new loopholes for sign applicants who are not so thoughtful and attentive as Harvard's planners usually are.

In short, the public safety requirement should not be ignored when determining with this exemption applies to this sign. (If the exemption said "or" instead of "and," the public safety requirement could be ignored.)

I have no objections to the variances now being sought or the ones that may be sought for these proposed signs.

Thank you, as always, for your time, service and consideration.

Sincerely,

Carol O'Hare
172 Magazine St.

*FYI, I have found Mr. Messplay's Sign Certifications to very user-friendly and comprehensible and am glad he's working with ISD to make the public's review process simpler.



City of Cambridge

MASSACHUSETTS

BOARD OF ZONING APPEAL

831 Mass Avenue, Cambridge, MA.
(617) 349-6100

2 Bds

BZA

POSTING NOTICE – PICK UP SHEET

The undersigned picked up the notice board for the Board of Zoning Appeals Hearing.

Name: REGINA DRES Date: 12/16/21
(Print)

Address: 10 Garden St.

Case No. BZA-154003

Hearing Date: 1/6/22

Thank you,
Bza Members