



CITY OF CAMBRIDGE  
 MASSACHUSETTS  
 BOARD OF ZONING APPEAL  
 831 MASSACHUSETTS AVENUE  
 CAMBRIDGE, MA 02139  
 617 349-6100

BZA APPLICATION FORM

Plan No: BZA-015698-2018

GENERAL INFORMATION

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

Special Permit : \_\_\_\_\_ Variance :   v   Appeal : \_\_\_\_\_

PETITIONER : Site Enhancement Services - C/O Charley Schalliol

PETITIONER'S ADDRESS : 6001 Nimitz Parkway South Bend, IN 46628

LOCATION OF PROPERTY : 200 Technology Sq Cambridge, MA 02142

TYPE OF OCCUPANCY : Office ZONING DISTRICT : Industry B Zone

REASON FOR PETITION :  
 Sign

**DESCRIPTION OF PETITIONER'S PROPOSAL :**

Variances requested would allow (3) façade signs to be mounted on exterior elevations at a height of 21'-4" which exceeds the height above ground regulation by 1'-4". The second variance requested would allow for an additional 9.35 sqft of sign area over the 96.4 sqft that is allowed by code.

**SECTIONS OF ZONING ORDINANCE CITED :**

Article 7.000 Section 7.16.22.B (Projecting Sign).

Article 7.000 Section 7.16.22.C (Wall Sign).

Original Signature(s) :

  
 \_\_\_\_\_  
 (Petitioner(s) / Owner)  
J. Charley Schalliol  
 \_\_\_\_\_  
 (Print Name)

Address : 6001 NIMITZ PKWY  
SOUTH BEND, IN 46628

Tel. No. : 888-660-1838

E-Mail Address : JCS@SESBRANDING.COM

Date : 2-22-18

**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 MIT Real Estate LLC  
(OWNER)

Address: c/o MIT Cambridge Real Estate LLC, 238 Main Street, Suite 200, Cambridge, MA 02142

State that I/We own the property located at 200 Technology Square - Cambridge, MA which is the subject of this zoning application.

The record title of this property is in the name of MIT Real Estate LLC

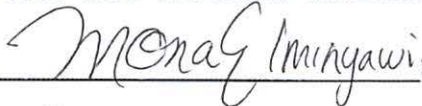
\*Pursuant to a deed of duly recorded in the date 03/19/2004, Middlesex South County Registry of Deeds at Book 42269, Page 372; or Middlesex Registry District of Land Court, Certificate No. U16323  
Book 70 Page 23.

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

\*Written evidence of Agent's standing to represent petitioner may be requested.  
\*Name: Seth D. Alexander  
Title: As President of the Manager of MIT Real Estate LLC

Commonwealth of Massachusetts, County of Middlesex

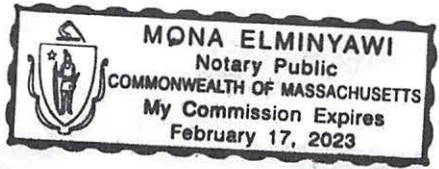
The above-name Seth D. Alexander personally appeared before me, this 16th of February, 2018, and made oath that the above statement is true.

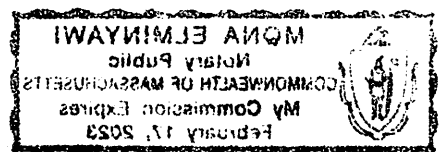
 Notary

My commission expires February 17, 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**

**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 variances that are requested will alleviate a hardship that exists on this property due to the ordinance limitations and the building design and placement within this corridor. In order for this business to properly identify itself to the pedestrian and motoring public within this corridor, the signage that is requested is necessary.

- 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 but not affecting generally the zoning district in which it is located for the following reasons:

The circumstances that are a focus of this application are unique to this property within this zoning district.

The tenant space in question is located along two streets (Main Street and Technology Square) however only one is recognized as a frontage. This limitation reduces the overall square-footage that is allowed for signage for the property while the need for proper wayfinding and identification is actually increased.

In addition, the variance that is requested that would allow signage above the height of 20' from grade is necessary due to the building architecture that exists at this location. The clearly defined sign band area at this location extends above the 20' line and is further separated from the code allowed height by an architectural feature that protrudes from the building. This is a unique feature at this location and is not common within the zoning district.

- C) *DESIRABLE RELIEF MAY BE GRANTED WITHOUT EITHER:***

- 1)** Substantial detriment to the public good for the following reasons:

The relief that is requested for the signage at this location will not be a detriment to the public good.

The variances that are requested are minimal in nature and are sought to ensure that patrons seeking this destination can locate their destination in a safe and expeditious manner. By allowing the relief requested, motorists and pedestrians will be able to view, identify, and make the necessary maneuvers to visit this destination. This ease of identification will enhance the overall experience for the Fidelity patrons while also ensuring safety of those traveling to this site on the adjacent roadways.

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

The requests as outlined will in no way nullify the ordinance or take away from the intent of the ordinance.

In fact, the variances that are requested will ensure that this tenant space is properly identified within this busy corridor in a manner that is consistent with other businesses along Main Street. Also regarding the sign height on the exterior elevations, Fidelity Investments is not seeking any signage at this location at an elevation greater than what is currently installed. Currently at this location, Webster Bank has signage at the exact same height as what is requested in this application. The new signage (if approved) would not be out of the norm for what people have become accustomed to at this location.

Ordinances cannot be designed to accommodate every situation and this application is a result of trying to properly apply signage to a building that has unique architecture and three very visible facades.

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

**BZA APPLICATION FORM**

**DIMENSIONAL INFORMATION**

**APPLICANT:** SES **PRESENT USE/OCCUPANCY:** Retail Bank  
**LOCATION:** 200 Technology Sq Cambridge, MA 02142 **ZONE:** Industry B Zone  
**PHONE:** \_\_\_\_\_ **REQUESTED USE/OCCUPANCY:** Retail Investor Center

	<u>EXISTING CONDITIONS</u>	<u>REQUESTED CONDITIONS</u>	<u>ORDINANCE REQUIREMENTS</u> <sup>1</sup>	
<u>TOTAL GROSS FLOOR AREA:</u>	<u>5,156</u>	<u>5,156</u>	<u>n/a</u>	(max.)
<u>LOT AREA:</u>	<u>156,969</u>	<u>156,969</u>	<u>n/a</u>	(min.)
<u>RATIO OF GROSS FLOOR AREA TO LOT AREA:</u> <sup>2</sup>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	(max.)
<u>LOT AREA FOR EACH DWELLING UNIT:</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	(min.)
<u>SIZE OF LOT:</u>				
WIDTH	<u>350.15</u>	<u>350.15</u>	<u>n/a</u>	(min.)
DEPTH	<u>355.49</u>	<u>355.49</u>	<u>n/a</u>	
<u>SETBACKS IN FEET:</u>				
FRONT	<u>0</u>	<u>0</u>	<u>0</u>	(min.)
REAR	<u>0</u>	<u>0</u>	<u>0</u>	(min.)
LEFT SIDE	<u>0</u>	<u>0</u>	<u>0</u>	(min.)
RIGHT SIDE	<u>0</u>	<u>0</u>	<u>0</u>	(min.)
<u>SIZE OF BLDG.:</u>				
HEIGHT	<u>21'-10"</u>	<u>21'-10"</u>	<u>n/a</u>	(max.)
LENGTH	<u>96'-4"</u>	<u>96'-4"</u>	<u>n/a</u>	
WIDTH	<u>123'-0"</u>	<u>123'-0"</u>	<u>n/a</u>	
<u>RATIO OF USABLE OPEN SPACE TO LOT AREA:</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	(min.)
<u>NO. OF DWELLING UNITS:</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	(max.)
<u>NO. OF PARKING SPACES:</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	(min./max)
<u>NO. OF LOADING AREAS:</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	(min.)
<u>DISTANCE TO NEAREST BLDG. ON SAME LOT:</u>	<u>0</u>	<u>0</u>	<u>0</u>	(min.)

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

No exterior modifications are proposed for this location. Fidelity Investments is to replace the existing Webster Bank at this location in the exact footprint as existing. This application is only focused on the signage for the Fidelity Investments which will be constructed of metal, vinyl, and acrylic.

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



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 MASSACHUSETTS  
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 831 MASSACHUSETTS AVENUE  
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 617 349-6100

2018 FEB 26 PM 12:03  
 OFFICE OF THE CITY CLERK  
 CAMBRIDGE, MASSACHUSETTS

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Original Signature(s) :

  
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 (Petitioner(s) / Owner)  
J. Charley Schalliol  
 \_\_\_\_\_  
 (Print Name)

Address : 6001 NIMTZ Pkwy  
SOUTH BEND, IN 46628

Tel. No. : 888-660-1838

E-Mail Address : JCS@SESBRANDING.COM

Date : 2-22-18





*200 Technology St. Petitioner*

43-63  
WHITEHEAD INSTITUTE FOR  
BIOMEDICAL RESEARCH  
9 CAMBRIDGE CENTER  
CAMBRIDGE, MA 02142

43-73  
BOSTON PROPERTIES LIMITED PARTNERSHIP  
C/O BOSTON PROPERTIES, INC.  
800 BOYLSTON ST  
BOSTON, MA 02199

SITE ENHANCEMENT SERVICES  
C/O CHARLEY SCHALLIOL  
6001 NIMTZ PARKWAY  
SOUTH BEND, IN 46628

53-72-61 /52A-21-22-31  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY  
C/O OFFICE OF THE TREASURER  
238 MAIN ST. SUITE 200  
CAMBRIDGE, MA 02142

71-46  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY  
OFFICE OF THE TREASURER  
238 MAIN ST., SUITE #200  
CAMBRIDGE, MA 02142

43A-16-19-21-28  
MIT REAL ESTATE, LLC,  
C/O ARE- TECH SQ, LLC/MIT REAL ESTATE LL  
P.O. BOX 847  
CARLSBAD, CA 92018

43A-29  
CAMBRIDGE REDEVELOPMENT AUTHORITY  
4 CAMBRIDGE CENTER 2ND FLOOR  
CAMBRIDGE, MA 02142

43-76  
THE BROAD INSTITUTE, INC  
7 CAMBRIDGE CENTER  
CAMBRIDGE, MA 02142

43A-24  
CHARLES STARK DRAPER LABORATORY, INC.  
ATTN: ELIZABETH MORA - MS #05  
555 TECHNOLOGY SQUARE  
CAMBRIDGE, MA 02139

43-76  
CAMBRIDGE CENTER WEST GARAGE, LLC  
C/O BOSTON PROPERTIES  
ATTN: REAL ESTATE TAX DEPT  
800 BOYLSTON ST. STE 1900  
BOSTON, MA 02199



# CAMBRIDGE HISTORICAL COMMISSION

831 Massachusetts Avenue, 2<sup>nd</sup> Floor, Cambridge, Massachusetts 02139  
Telephone: 617 349 4683 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*  
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*

## Jurisdiction Advice

To the Owner of Property at 200 Technology Square

The above-referenced property is subject to the jurisdiction of the Cambridge Historical Commission (CHC) by reason of the status referenced below:

- Old Cambridge Historic District
- Fort Washington Historic District  
(M.G.L. Ch. 40C, City Code §2.78.050)
- Avon Hill Neighborhood Conservation District
- Half Crown – Marsh Neighborhood Conservation District
- Harvard Square Conservation District
- Mid Cambridge Neighborhood Conservation District
- Designated Landmark
- Property is being studied for designation: \_\_\_\_\_  
(City Code, Ch. 2.78., Article III, and various City Council Orders)
- Preservation Restriction or Easement (as recorded)
- Structures is fifty years or more old and therefore subject to CHC review of any application for a demolition permit, if one is required by ISD. (City Code, Ch. 2.78, Article II). See the back of this page for definition of demolition.
- No jurisdiction: not a designated historic property and the structure is less than fifty years old.
- No local jurisdiction, but the property is listed on the National Register of Historic Places; CHC staff is available for consultation, upon request.  
Staff comments: \_\_\_\_\_

The Board of Zoning Appeal advises applicants to complete Historical Commission or Neighborhood Conservation District Commission reviews before appearing before the Board.

**If a line indicating possible jurisdiction is checked, the owner needs to consult with the staff of the Historical Commission to determine whether a hearing will be required.**

CHC staff initials SLB

Date February 28, 2018

Received by Uploaded to Energov

Date February 28, 2018

Relationship to project BZA 15698-2018

cc: Applicant  
Inspectional Services Commissioner

## Demolition Delay Ordinance and Application Information

The Demolition Delay Ordinance (Chapter 2.78, Article II of the Cambridge Municipal Code) was adopted by the City Council in 1979 to afford public review of demolition permit applications for potentially significant buildings. When the Historical Commission determines that a building is significant and should be preserved, demolition will be delayed for up to six months so that solutions can be sought to preserve the building indefinitely. The Ordinance covers all buildings over 50 years old, city-wide. The Historical Commission archives provide dates of construction for all properties in the City.

Demolition is defined in the ordinance as "the act of pulling down, destroying, removing or razing a building or commencing the work of total or substantial destruction with the intent of completing the same." The Inspectional Services Commissioner has provided further guidelines to outline what actions require a demolition permit. **In addition to complete demolition of a building, the following actions may require a demolition permit,**

- **removal of a roof,**
- **removal of one side of a building,**
- **gutting of a building's interior to the point where exterior features (windows, etc.) are impacted, and**
- **removal of more than 25% of a structure.**

Please contact the building inspector or a staff member of the Historical Commission if you have questions about whether a demolition permit is required for a particular project.

Demolition permit applications can be obtained from the Inspectional Services Department. The completed application should be submitted to the Historical Commission, where the staff will review the application. If the Executive Director of the Historical Commission makes an initial determination that the building is significant, a public hearing will be scheduled with Historical Commission. If the staff makes an initial determination that the building is not significant, the application is released for further review by the Building Commissioner.

More information about the demolition permit application procedures is available on the Historical Commission's web site or by calling or dropping by the Historical Commission office.

July 2003

Cambridge Historical Commission  
831 Massachusetts Ave., 2<sup>nd</sup> Fl.  
Cambridge, MA 02139  
Ph: 617/349-4683 or TTY: 617/349-6112  
<http://www.cambridgema.gov/Historic>



20 feet across



Western Bank

200

WESTERN BANK

FINALLY,  
THE WAY TO  
DO BETTER

200  
RIVER







USDOT # 1366324  
KCCMC # 520885  
DTE # 9988133  
STARCRAFT  
TransAction  
Corporate Shuttles

W.D. elBank

ID  
VICE

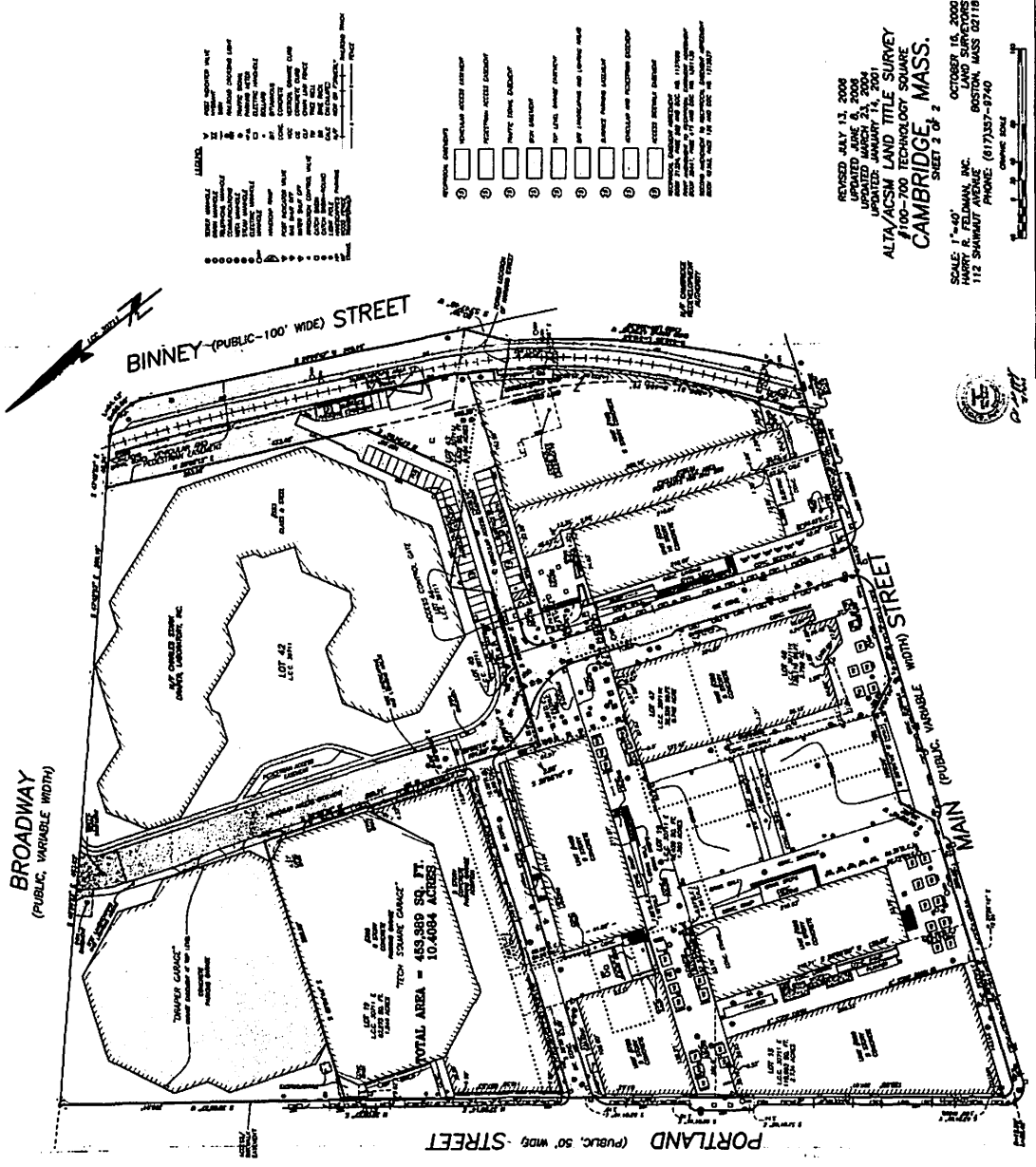
Ⓡ



REVISIONS

1. THE TOTAL AREA OF THE TRACT IS 489,889 SQ. FT. (11.2 ACRES). THE TRACT IS BOUND BY BINNEY STREET TO THE NORTH, PORTLAND STREET TO THE SOUTH, BROADWAY TO THE WEST, AND MAIN STREET TO THE EAST.

2. THE TRACT IS BOUND BY BINNEY STREET TO THE NORTH, PORTLAND STREET TO THE SOUTH, BROADWAY TO THE WEST, AND MAIN STREET TO THE EAST.



- LEGEND
- SHOWN AS SHOWN
- SHOWN AS SHOWN
- SHOWN AS SHOWN

- REVISIONS
- REVISION 1
- REVISION 2
- REVISION 3

REVISED JULY 13, 2006
UPDATED APRIL 2, 2004
UPDATED JANUARY 14, 2001
ALTA/ACSM LAND TITLE SURVEY
#100-700 TECHNOLOGY SQUARE
CAMBRIDGE, MASS.
SHEET 2 OF 2

SCALE: 1"=40'
OCTOBER 15, 2006
LAND SURVEYORS
HARRY R. FELDMAN, INC.
112 SHAWMUT AVENUE
BOSTON, MASS 02118
PHONE: (617)357-8740

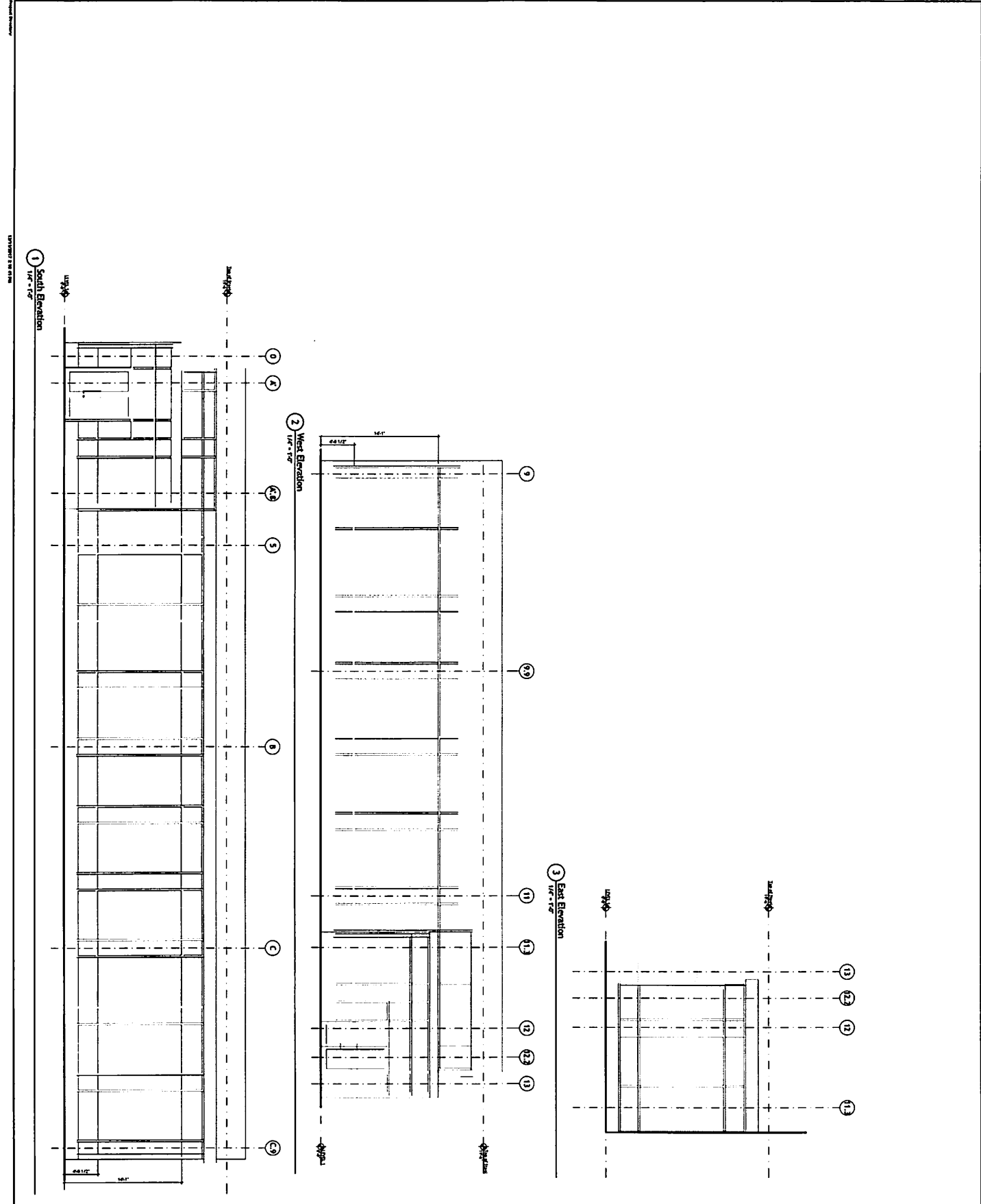
Project No. \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address Line 1 \_\_\_\_\_  
 Address Line 2 \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Website \_\_\_\_\_

Project Name  
**FIDELITY INVESTMENTS**  
 Client Address Here

Project No. 0000    Scale: 1/8" = 1'-0"  
 Date: 08/20/13  
 Drawn By: [Name]  
 Checked By: [Name]  
 Approved By: [Name]  
 Title: 08/20/13

**EXTERIOR ELEVATIONS AND SECTIONS**

Drawing No. **A3-21**



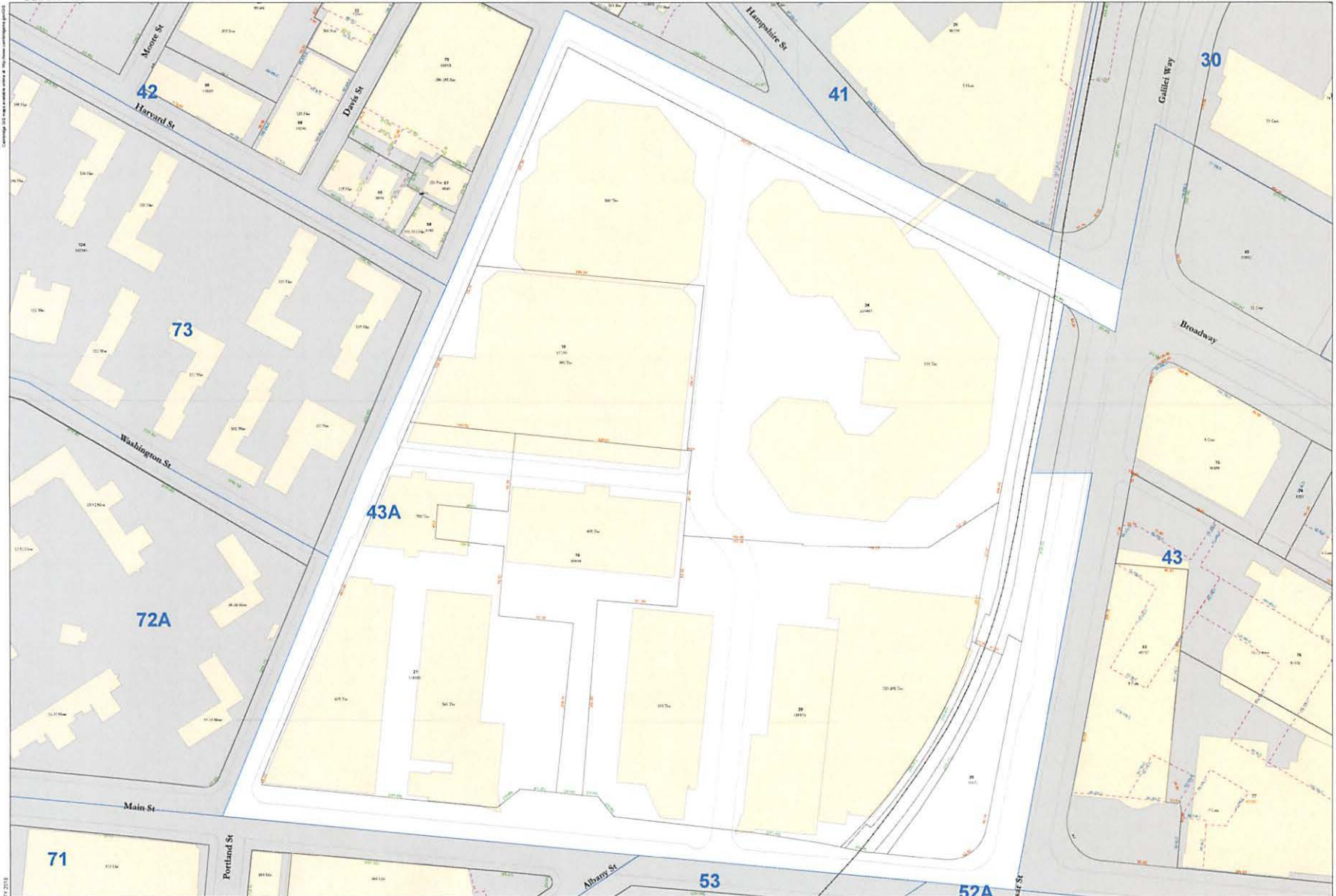
1 South Elevation  
1/8" = 1'-0"

2 West Elevation  
1/8" = 1'-0"

3 East Elevation  
1/8" = 1'-0"



BLOCK 43A



**City of Cambridge  
Assessing Department**

795 Massachusetts Ave.  
Cambridge, MA 02139

- Buildings
- Lot Line
- Sub-Parcel Line
- Block Line
- Easement
- City Boundary
- Water
- Railway

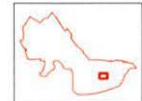
**10** Lot Number  
**43A** Block Number  
**10** Cam Street Number  
**(125.0)** Deed Dimension

**100** Parcel size in Sq Ft.  
**44.0**LC Land Court Dimension  
**65.0** Survey Dimensions

DISCLAIMER:  
All Parcel Property shown on this map was compiled from existing Assessors' Tax Maps dated 10/01 to 2017 and maintained by the City Assessor's Office and the Department of Public Works. Subsequent modifications may have occurred using the City of Cambridge Geographic Information System (GIS). All parcel lines are based on 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 = 49 feet



Parcel Block Map

**43A**

February 22, 2018

City of Cambridge  
Attn: Maria Pacheco  
Zoning Administrative Assistant  
831 Mass Avenue  
Cambridge, MA 02139

RE: 200 Technology Square BZA-015698-2018

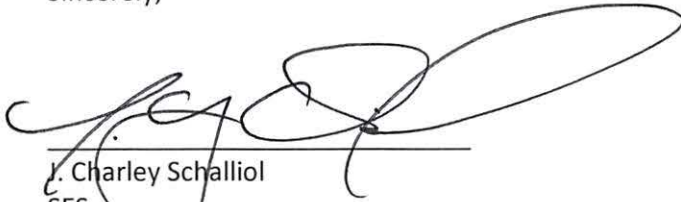
Ms. Pacheco –

Enclosed in this package are the required documents (I believe) that were outlined in our email correspondence that were used for the filing of the signage request for the Fidelity Investments that is proposed to be located at 200 Technology Square in Cambridge, MA.

Should any additional information be required please do not hesitate to reach out to me at any point.

Thank you for your time and professionalism throughout this process.

Sincerely,



J. Charley Schalliol  
SES  
888-660-1838



200 Technology Square  
Cambridge, MA 02139



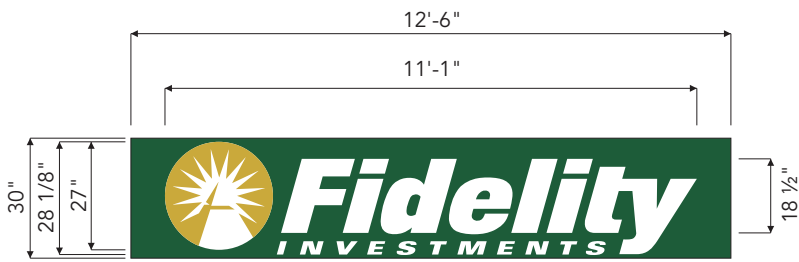
February 1, 2018 - Permit



Ph: 1 . 800 . 660 . 1838

Fax: 1 . 574 . 237 . 6166

[www.siteenhancementservices.com](http://www.siteenhancementservices.com)



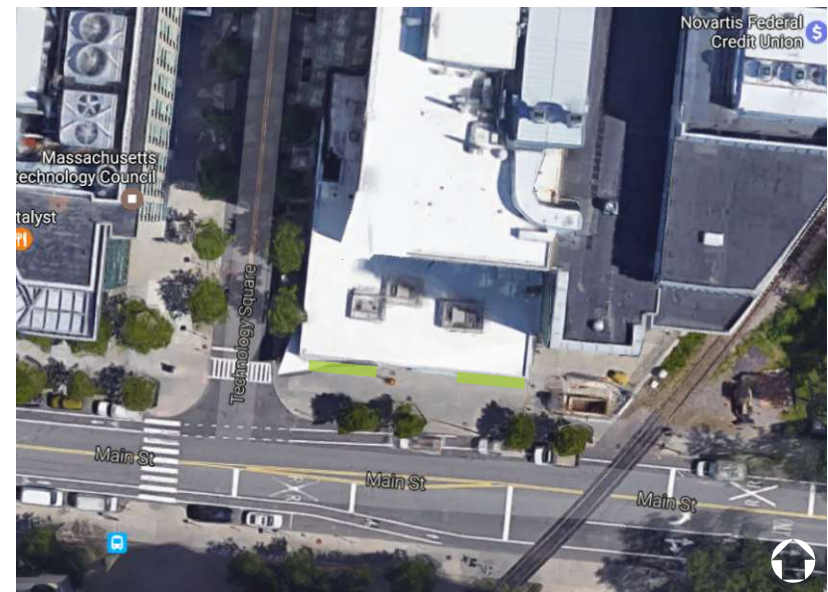
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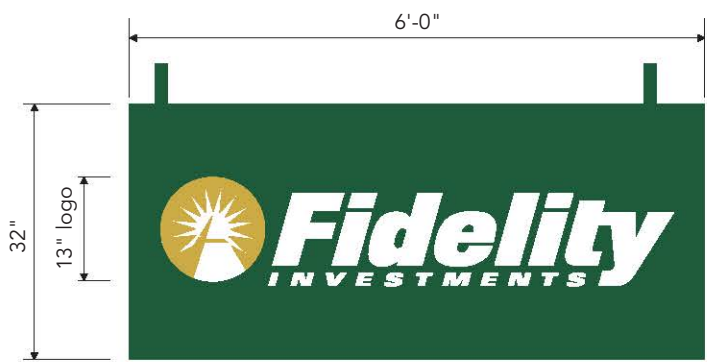
27" Logo Set - Type A (Custom Backer - Qty 2)

Utilized Square Footage: 31.25 each



\*Nighttime Illumination





Scale: 1/2" = 1'

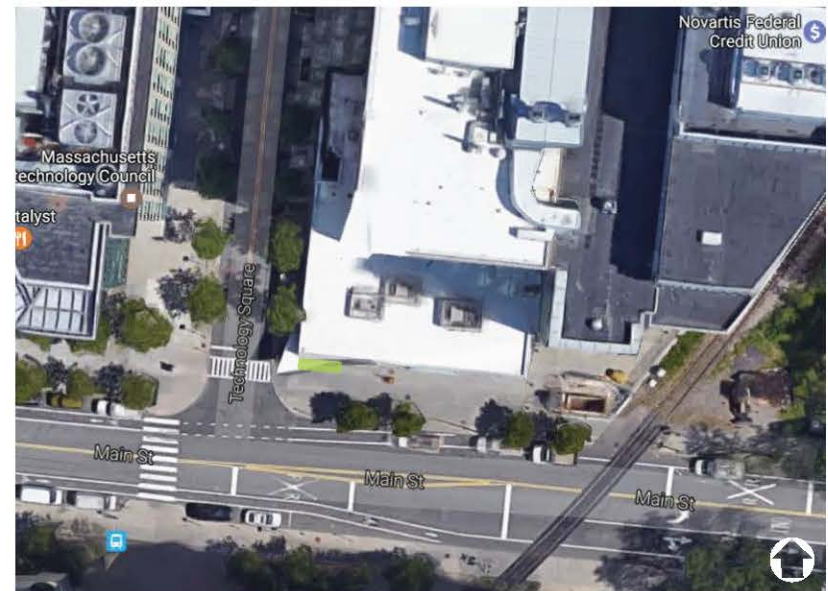
Type D

Utilized Square Footage: 16

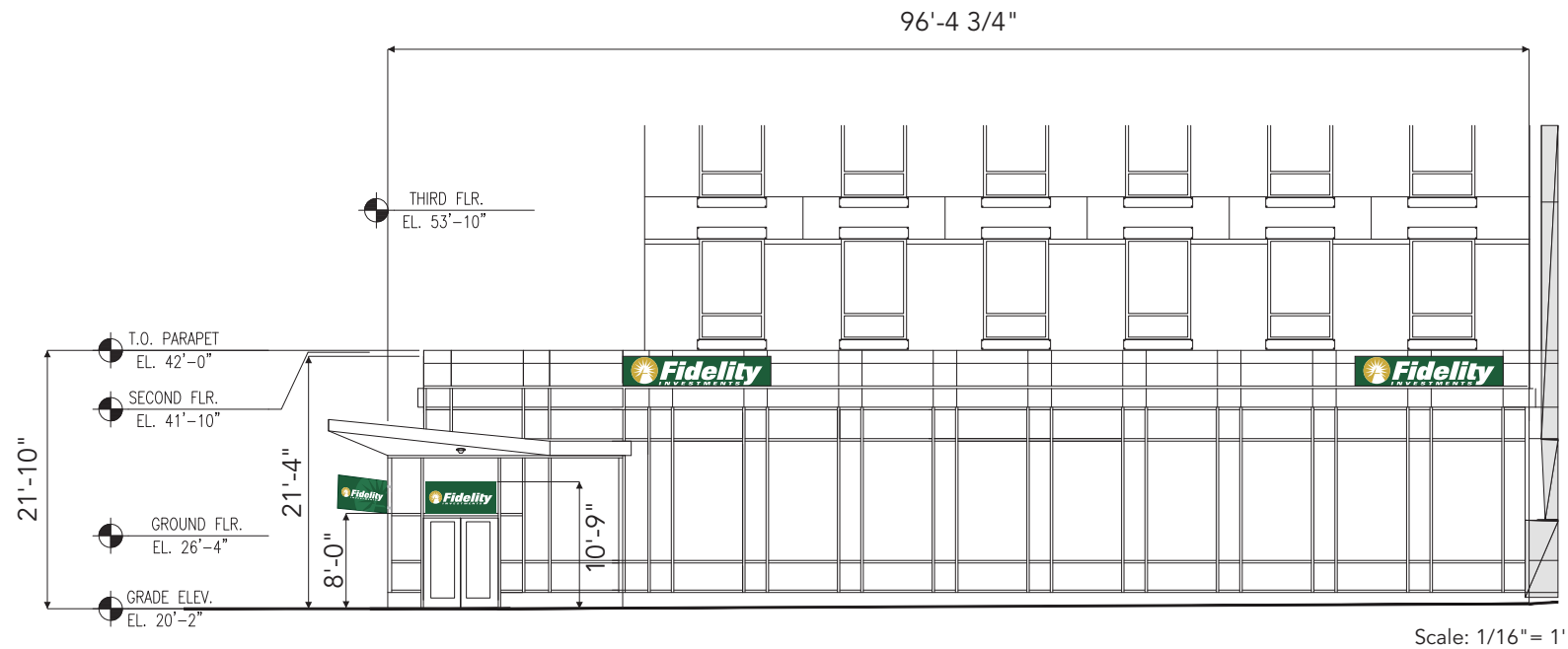
Existing building address numbers/name to be moved up.

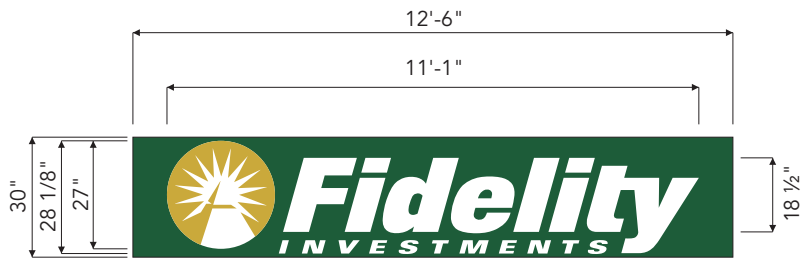


\*Nighttime Illumination









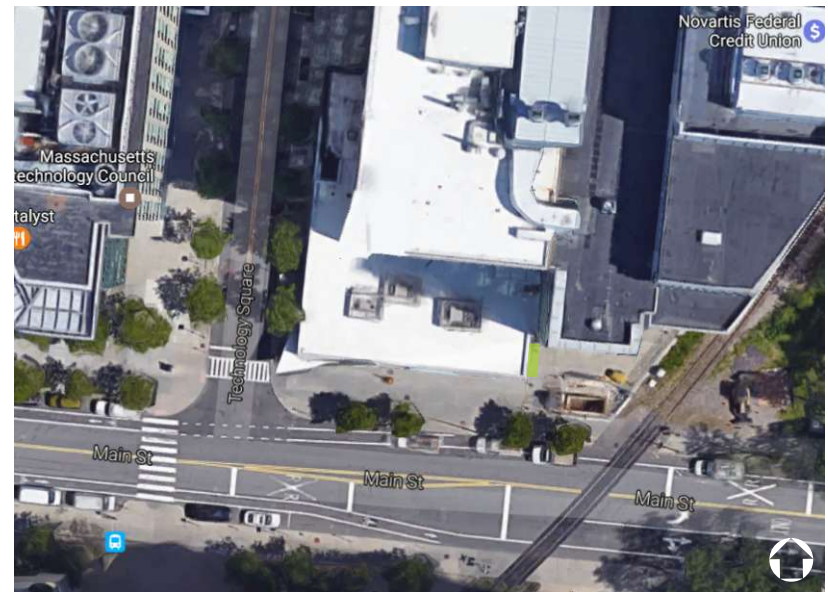
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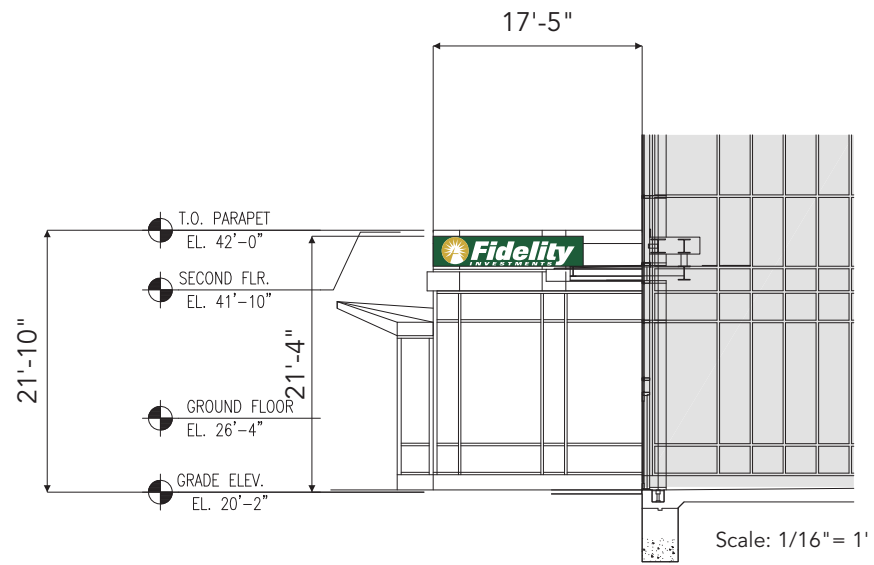
27" Logo Set - Type A (Custom Backer)

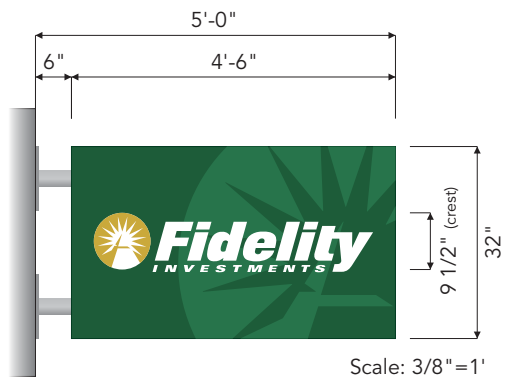
Utilized Square Footage: 31.25



\*Nighttime Illumination



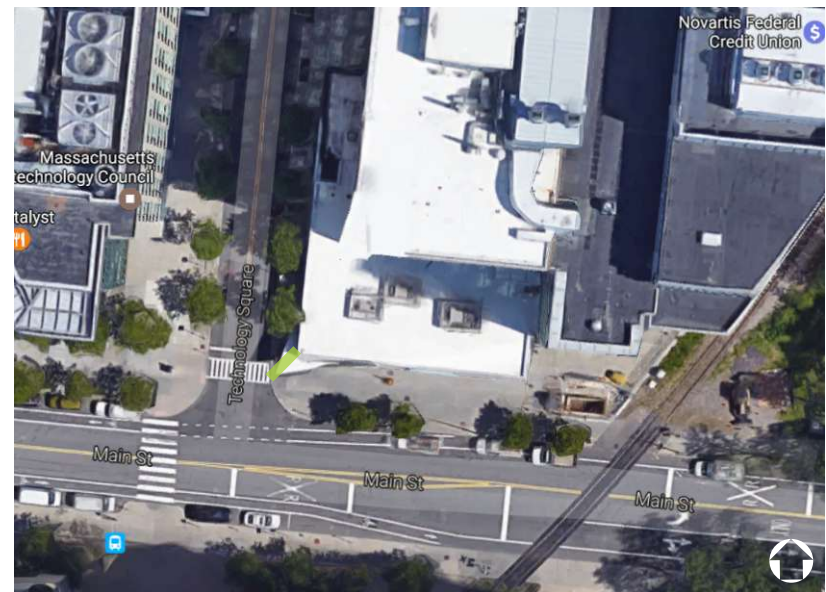




Custom Blade Sign, Externally-Illuminated

Utilized Square Footage: 12

*Exact mounting to corner & external illumination methods to be determined.*





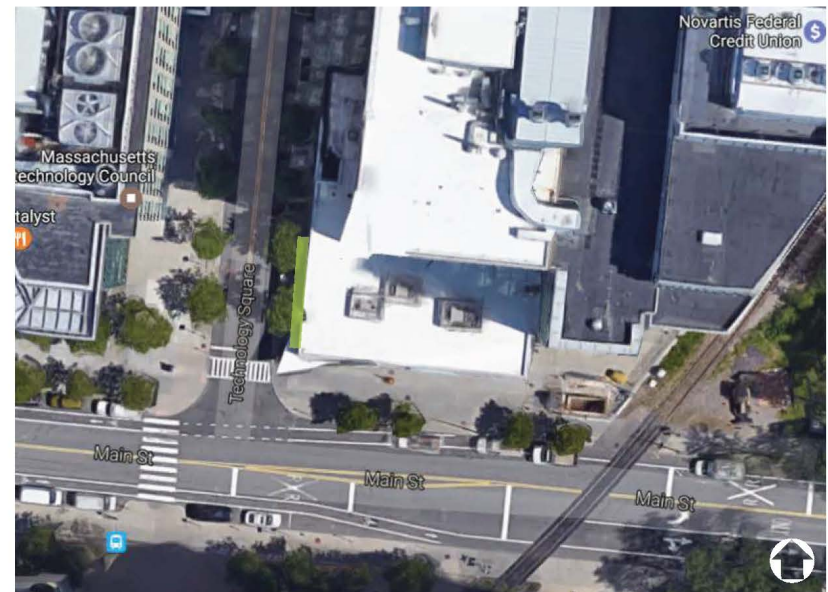
Type D

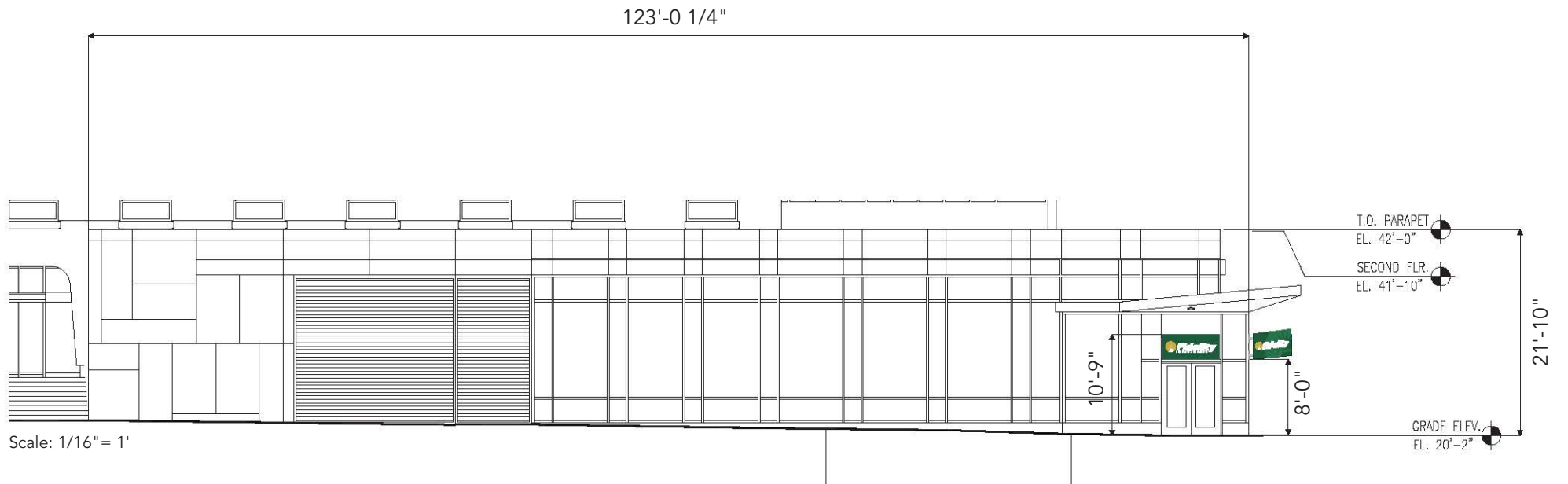
Utilized Square Footage: 16

Existing building address numbers/name to be moved up.



\*Nighttime Illumination





Scale: 1/16" = 1'

123'-0 1/4"

T.O. PARAPET  
EL. 42'-0"

SECOND FLR.  
EL. 41'-10"

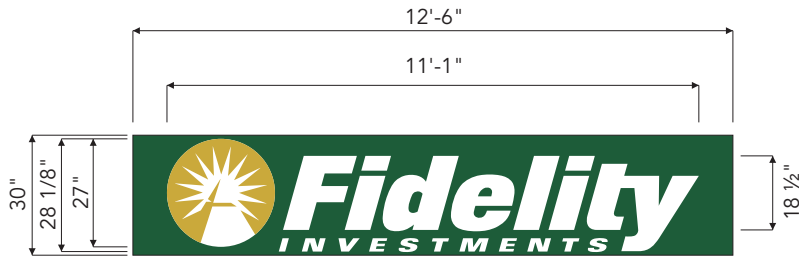
21'-10"

10'-9"

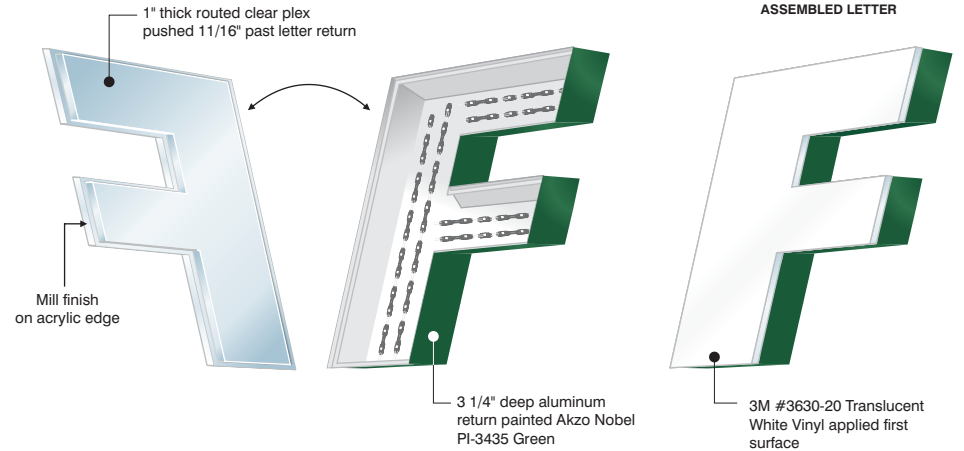
8'-0"

GRADE ELEV.  
EL. 20'-2"

# SIGN SPECIFICATIONS - TYPE "A"



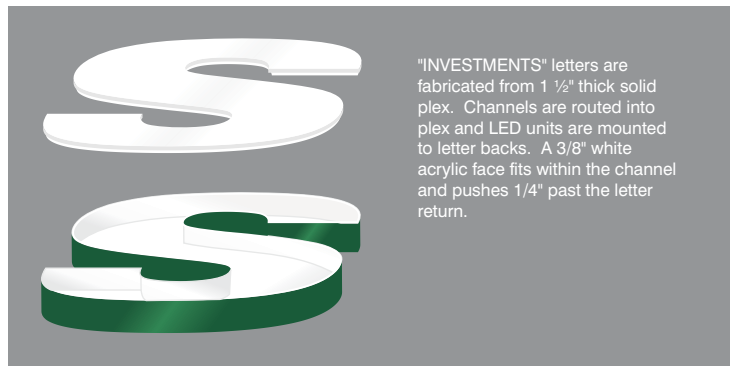
Custom Backer - Qty 3 total at site  
 Utilized Square Footage: 31.25 each  
 Scale: 1/4" = 1'



## Backer Details

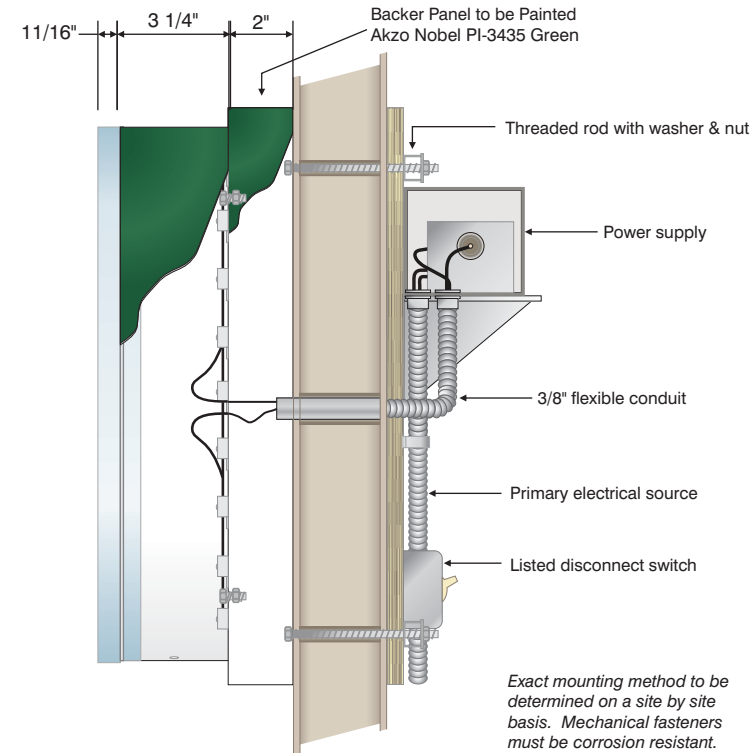
- Panel Is .125" Aluminum Face W/ 2"x2"x3/16" Aluminum Angle Frame.
- Panel Has A 1-1/2"x1-1/2"x3/16" Aluminum Angle Inner Frame.
- Outer Frame Is Attached To The Inner Frame W/ 1/4" Counter-sunk Screws.
- Panel Is Painted Akzo Nobel PI-3435 Green

Sign components to be in strict compliance with all UL standards.



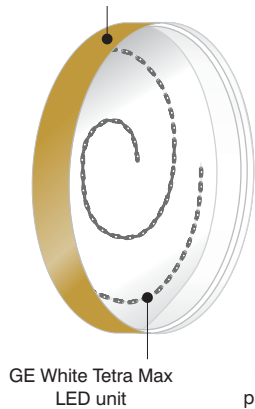
Note: LED patterns shown in letters and logo are for representational purposes only. Exact LED arrays to be per GE's recommendation and to provide even illumination across faces without visible hot spots or shadows.

Sign is intended to be installed in accordance with the requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.



Exact mounting method to be determined on a site by site basis. Mechanical fasteners must be corrosion resistant.

3 1/4" deep aluminum return painted PPG 25426 Gold (Metallic)



GE White Tetra Max LED unit

Mill finish on acrylic edge



1" thick routed clear plex pushed 11/16" past return

3M Gold Nugget vinyl



3M 3630-22 Translucent White Vinyl

ASSEMBLED LOGO



\*\*Light diffuser film to be utilized as required for proper illumination



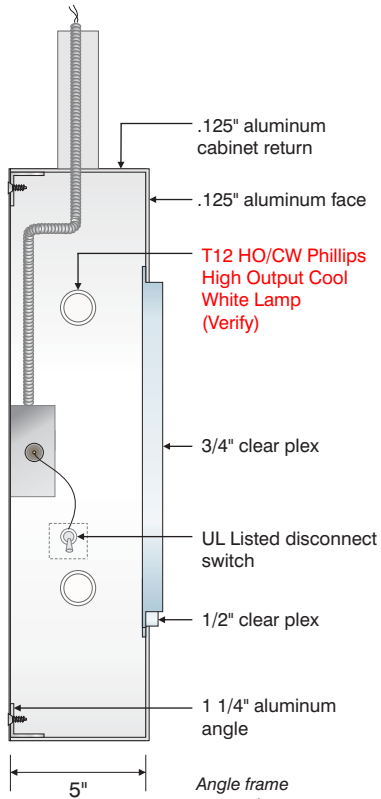
Qty 2 total at site

Scale: 1/2" = 1'

Utilized Square Footage: 16 each

Sign is intended to be installed in accordance with the requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.

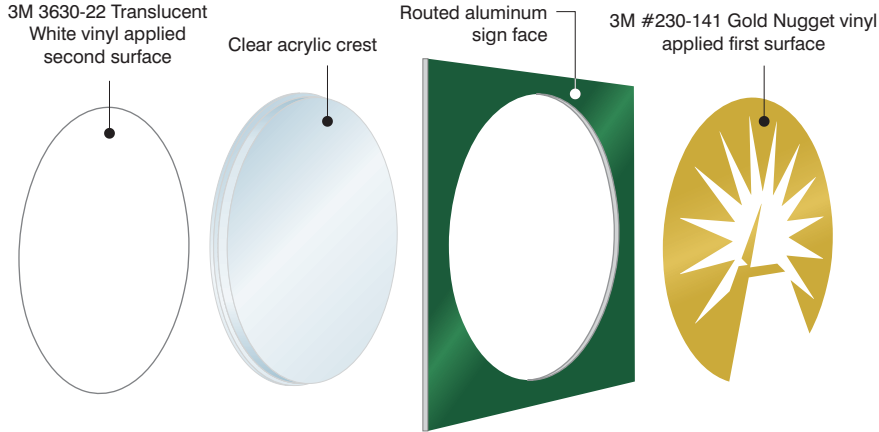
Sign components to be in strict compliance with all UL standards.



Angle frame secured at back with countersunk screws



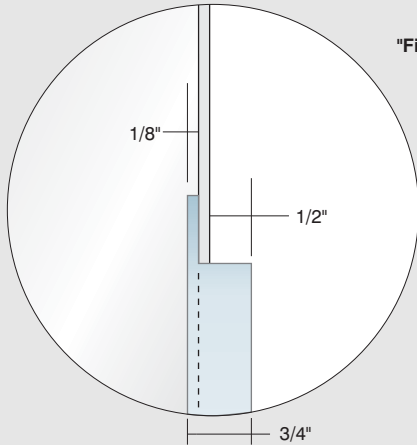
LOGO DETAIL



Logo: 3/4" thick clear acrylic pushed through 1/2" with second surface light diffuser film and first surface 3M Gold Nugget vinyl

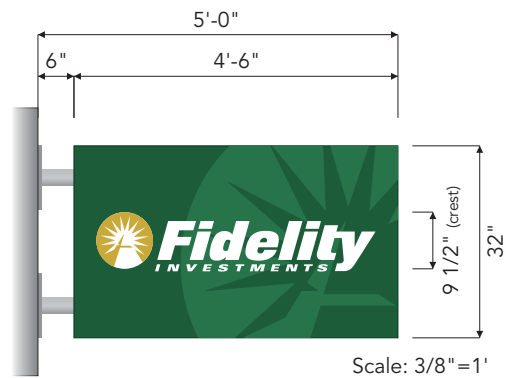
"Fidelity": 3/4" thick clear acrylic pushed through 1/2" with second surface light diffuser film and first surface 3M #3630-20 White vinyl

"Investments": 1/2" thick clear acrylic pushed through 1/4" with second surface light diffuser film and first surface 3M #3630-20 White vinyl



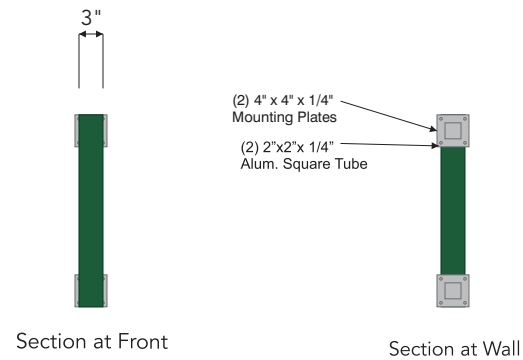
"Fidelity" / Logo





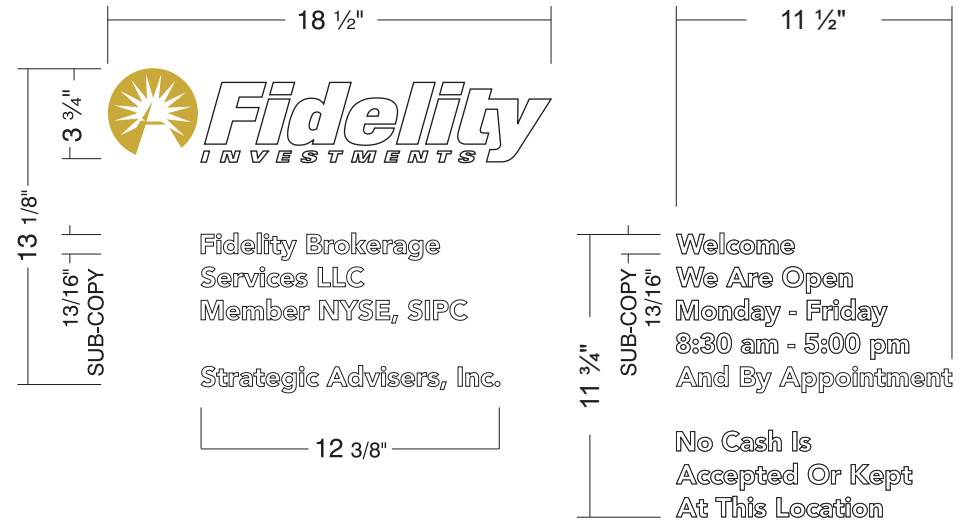
Custom DF Blade Sign, Externally-Illuminated

Utilized Square Footage: 12



- Qty (1) Non-Illuminated Double Face Blade Sign w/ Vinyl Copy
- Frame is 2" Square Aluminum Tubes w/ 4" x 4" x 1/4" Aluminum Mounting Plates
- Faces are .090" Aluminum Plug and Stitch Welded To Frame
- Blade is Painted Akzo Nobel PI-3435 Green
- Copy is White Vinyl
- Logo is 3M Gold Nugget Vinyl
- Vinyl is Applied 1st Surface

*Exact mounting to corner & external illumination methods to be confirmed.*

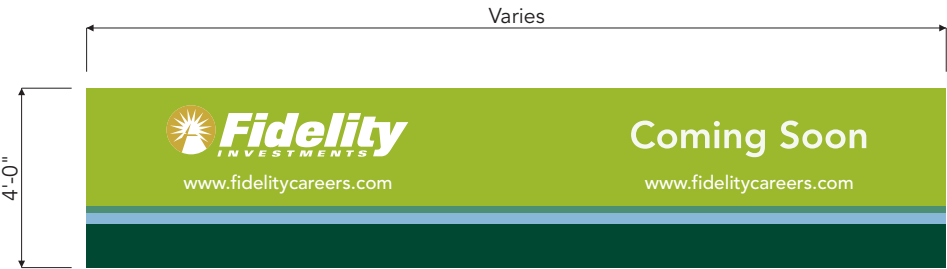


- Second surface door graphics white vinyl letters
- 3m 230-141 gold nugget vinyl medallion on white background
- 'Fidelity' & Medallion to be centered on left door glass
- The sub copy to be aligned w/ the left edge of the 'I' in 'INVESTMENTS'
- 'Welcome' copy on the right door to be centered in door glass - aligned with sub copy on left door

*All signage is subject to review and approval by the landlord.*



\*Typical Construction Vinyl Application  
 All signage is subject to review and approval by the landlord.



Coming Soon Door Graphics

- 3M Scotch Print vinyl applied 1st or second surface to door glass
- Graphic to be applied at same time as "Coming Soon" window graphics
- Graphics are centered within chartreuse area

REVISED 1/11/18

SIGN CERTIFICATION FORM

COMMUNITY DEVELOPMENT DEPARTMENT

Sign Text: Fidelity Investments

Applicant (name and address) Charley Schalliol (SES)  
6001 Nimtz Parkway, South Bend, IN 46628

Signature jcs@siteenhancementservice.com  
DN: cn=jcs@siteenhancementservices.com  
Date: 2018.01.05 09:19:33 -0500

Telephone: 888-660-1838 FAX: 574-237-6166

Location of Premises: 200 Technology Square

Zoning District: IB Overlay District: N/A

Date Application Submitted: ~~1/9/2018~~

Sketch of Sign Enclosed: X Yes        No       

**PLEASE NOTE:** All signs must receive a permit from the Inspectional Services Department (ISD) before installation. Community Development Department (CDD) 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 approval from the City Council, if necessary (see below)!

Copies: ISD 1 City Clerk\*        CDD        Applicant        Historical Com.       

\*Any sign or portion of a sign extending more than **six (6) inches** into the public sidewalk, must receive approval from the Cambridge City Council; a bond must be posted with the City Clerk. Forms for that approval are obtained at the Office of the City Clerk .

**NOTE: PLEASE PROVIDE ALL REQUESTED INFORMATION FOR EACH SIGN PROPOSED. FAILURE TO DO SO WILL ONLY DELAY CERTIFICATION.**

93.75 sqft total

**Proposed WALL Sign**

Area in Square feet: (3) @ 31.25 sqft Dimensions: 12'-6" (each) X 2'-6" (each)

Illumination: Natural      Internal X External       
(150") (30")

Height (from ground to the top of the sign): 21'-4"

Three wall signs are proposed on exterior - All signs will have same dimensions and be mounted at the same height. Total sqft of exterior wall signs = 93.75 sqft

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

Length in feet of store front facing street: (a) 96'-4 3/4". Area of signs allowed accessory to store: outside (1 x a) 96.6 sqft, behind windows (0.5 x a) 48.2 sqft. Area of all existing signs on the store front to remain (including any freestanding sign): 0. Area of additional signs permitted: 105.75 sqft (Exterior).

**2. COMPLETE FOR ANY OTHER SIGN**

Length in feet of building facade facing street: (a) 96'-4 3/4". Area of signs allowed accessory to the building facade: outside (1 x a) 96.6 sqft, behind windows (0.5 x a) 48.2 sqft. Area of all existing signs on the building facade to remain (including any freestanding sign): 0. Area of additional signs permitted: 105.75 sqft (Exterior).

**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**

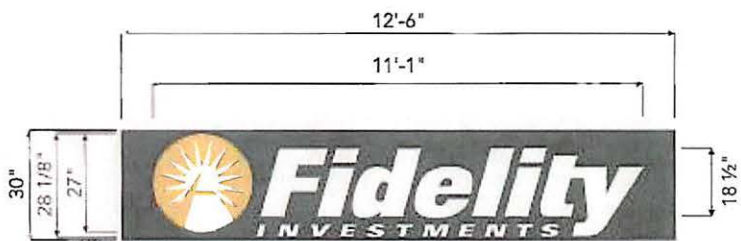
Sign conforms to requirements of Article 7.000: YES      NO ✓

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

Relevant sections: 7.16.22 . wall sign

COMMENTS: exceeds 20' height limit

Date: 1/8/18 CDD Representative Egan M. Palen



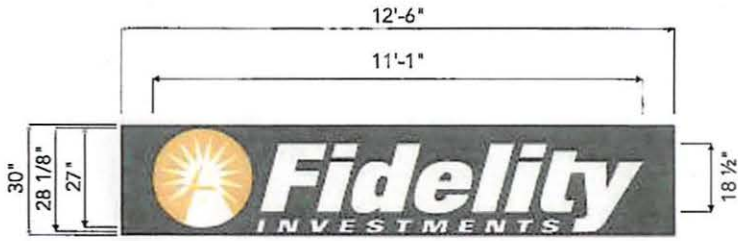
Scale: 1/4" = 1'

27" Logo Set - Type A (Custom Backer - Qty 2)  
Utilized Square Footage: 31.25 each



\*Nighttime Illumination





Scale: 1/4" = 1'

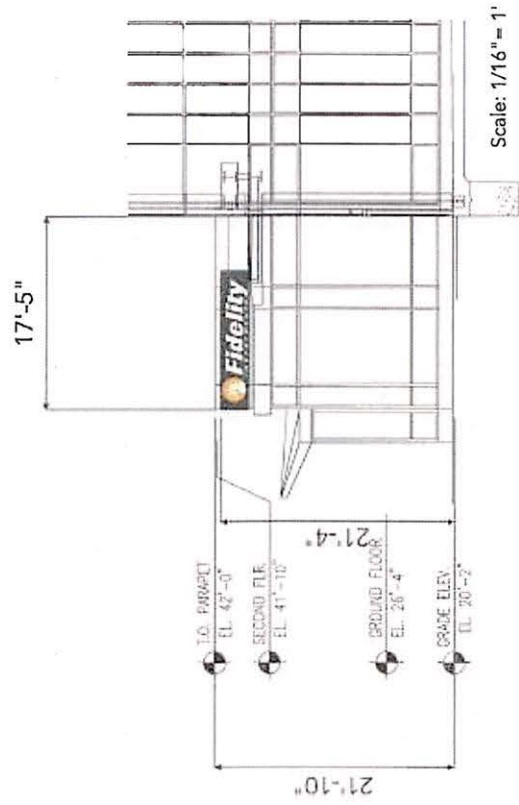
27" Logo Set - Type A (Custom Backer)  
Utilized Square Footage: 31.25



\*Nighttime Illumination



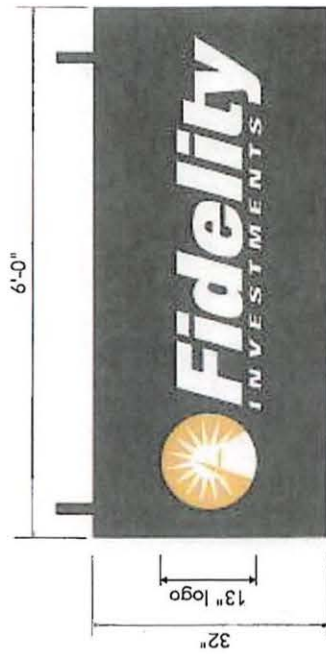
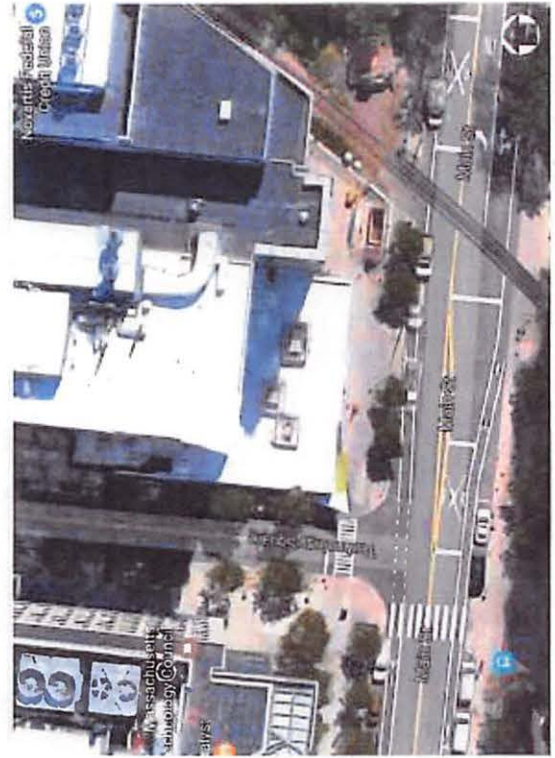
EAST ELEVATION







SOUTH ELEVATION



Scale: 1/2" = 1'

Type D

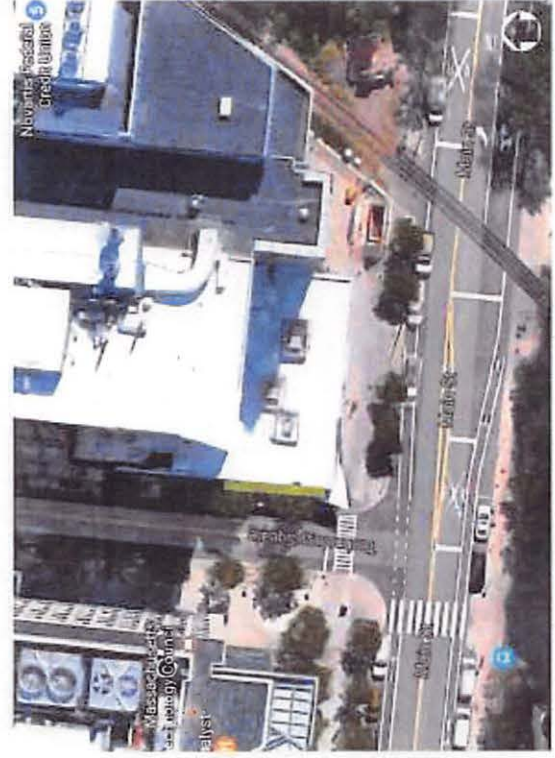
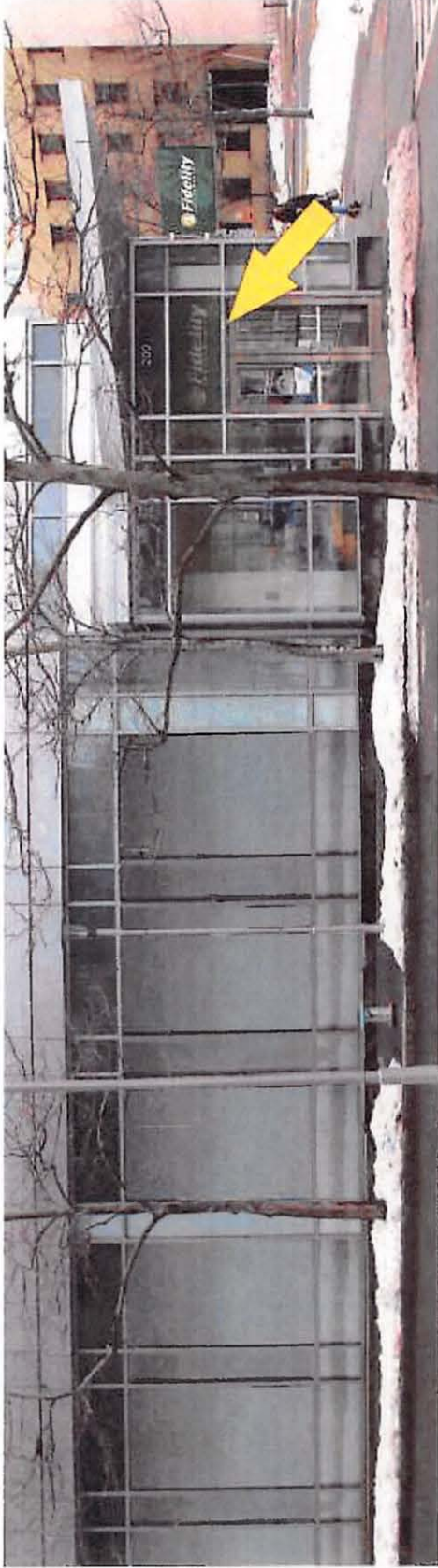
Utilized Square Footage: 16

Existing building address numbers/name to be moved up.



\*Nighttime Illumination

WEST ELEVATION



\*Nighttime Illumination



Scale: 1/2" = 1'

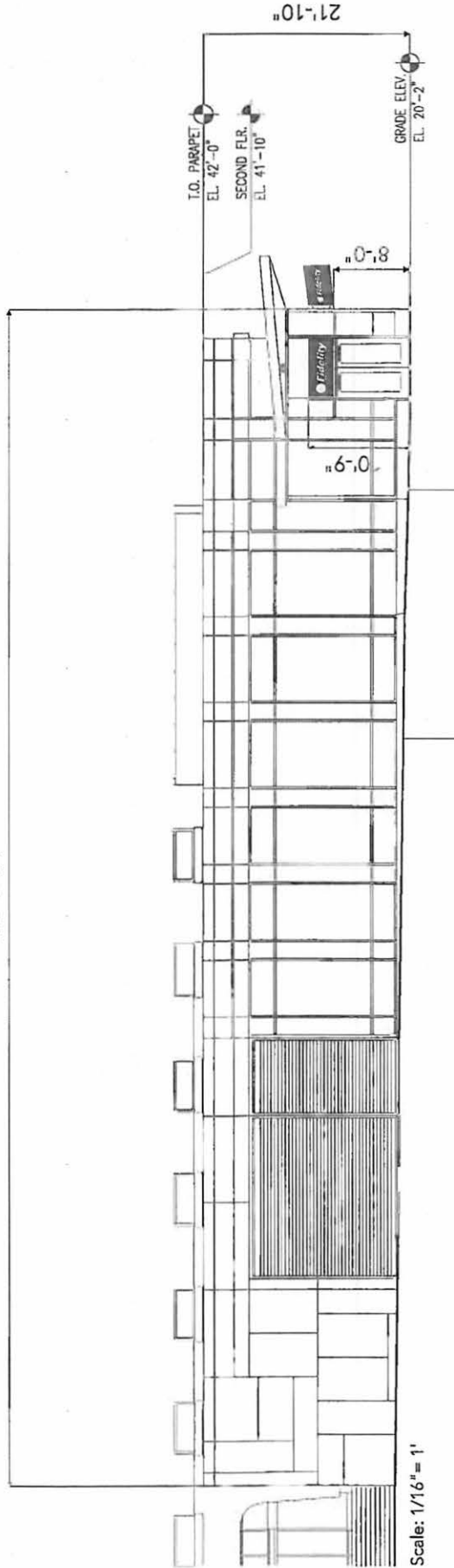
Type D

Utilized Square Footage: 16

Existing building address numbers/name to be moved up.

WEST ELEVATION

123'-0 1/4"



Scale: 1/16" = 1'

**Proposed PROJECTING Sign (including signs on awnings)**

Area in Square feet: 12 sqft Dimensions: 4'-6" X 2'-8"

Illumination: Natural  Internal  External

Height (from ground to the top of the sign): 11'-2 1/16"

Lights for the external illumination would be mounted to the underside of the projecting canopy.

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

Length in feet of store front facing street: (a) 96'-4 3/4". Area of signs allowed accessory to store: outside (1 x a) 96.6 sqft, behind windows (0.5 x a) 48.2 sqft. Area of all existing signs on the store front to remain (including any freestanding sign): N/A. Area of additional signs permitted: 105.75 sqft (Exterior).

**2. COMPLETE FOR ANY OTHER SIGN**

Length in feet of building facade facing street: (a) 96'-4 3/4". Area of signs allowed accessory to the building facade: outside (1 x a) 96.4 sqft, behind windows (0.5 x a) 48.2 sqft. Area of all existing signs on the building facade to remain (including any freestanding sign): 0. Area of additional signs permitted: 105.75 sqft (Exterior).

**SUMMARY OF LIMITATIONS FOR PROJECTING 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:** 13 square feet maximum. **HEIGHT ABOVE THE GROUND:** 20 feet but below the sills of second floor windows. **ILLUMINATION:** Natural or external only. **NUMBER:** one per store plus one per entry to the remainder of the building.

**COMMUNITY DEVELOPMENT DEPARTMENT CERTIFICATION**

Sign conforms to requirements of Article 7.000: YES  NO

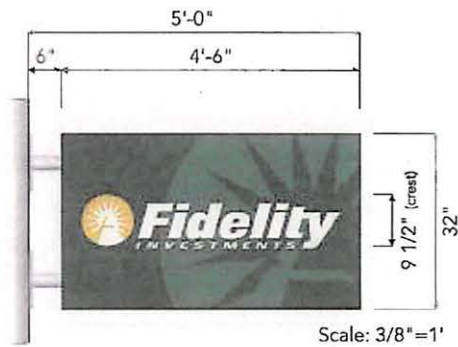
Sign requires a variance from the Board of Zoning Appeal: YES

Relevant sections: 7.16.02 B Projecting Sign

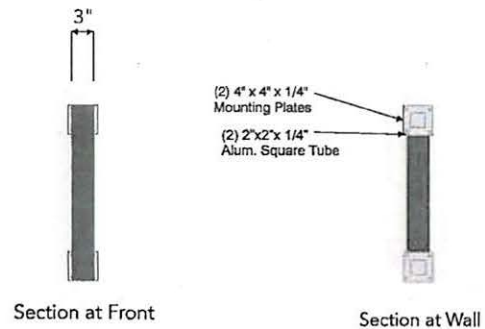
COMMENTS: exceeds total amount of external signage allowed

Date: 1/8/18 CDD Representative Egym. Peden

## SIGN SPECIFICATIONS - BLADE SIGN

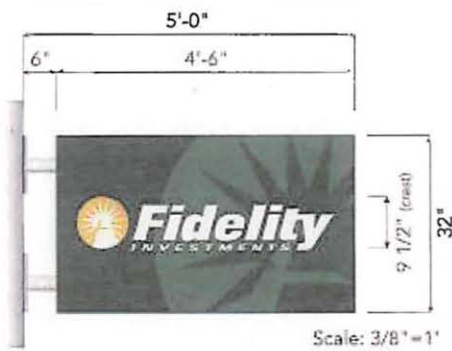


Custom DF Blade Sign, Externally-Illuminated  
Utilized Square Footage: 12



- Qty (1) Non-Illuminated Double Face Blade Sign w/ Vinyl Copy
- Frame is 2" Square Aluminum Tubes w/ 4" x 4" x 1/4" Aluminum Mounting Plates
- Faces are .090" Aluminum Plug and Stitch Welded To Frame
- Blade is Painted Akzo Nobel PI-3435 Green
- Copy is White Vinyl
- Logo is 3M Gold Nugget Vinyl
- Vinyl is Applied 1st Surface

*Exact mounting to corner & external illumination methods to be confirmed.*



Custom Blade Sign, Externally-Illuminated  
Utilized Square Footage: 12

*Exact mounting to corner & external illumination methods to be determined.*

