



CITY OF CAMBRIDGE

BOARD OF ZONING APPEAL

831 Massachusetts Avenue, Cambridge MA 02139

617-349-6100

2023 APR 25 AM 11:56

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

BZA Application Form

BZA Number: 217962

General Information

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

Special Permit: _____

Variance: X

Appeal: _____

PETITIONER: NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY C/O DUFF AND PHELPS C/O Barlo Signs Jenn Robichaud

PETITIONER'S ADDRESS: 158 Greeley st, Hudson, NH 03051

LOCATION OF PROPERTY: 210 Bent St., Cambridge, MA

TYPE OF OCCUPANCY: COMMERICAL

ZONING DISTRICT: Residence C-1 Zone

REASON FOR PETITION:

/Sign/

DESCRIPTION OF PETITIONER'S PROPOSAL:

INSTALLATION OF ONE INTERNALLY ILLUMINATED "V" LOGO WALL SIGN OF 116.43 SF WHERE 60 SF MAX IS PERMITTED; VERTICAL DIMENSION /HORIZONTAL DIMENSION EXCEEDING 30" FOR AN INTERNALLY ILLUMINATED SIGN; WALL SIGN LOCATED GREATER THAN 20' FROM GRADE

SECTIONS OF ZONING ORDINANCE CITED:

Article: 7.000 Section: 7.16.22.C (Wall Sign).

Article: 10.000 Section: 10.30 (Variance).

Original
Signature(s):

Barlo Signs

(Petitioner (s) / Owner)

Barlo Signs, Jenn Robichaud

158 Greeley St (Print Name)

Hudson NH 03051

Address:

Tel. No.

6036200076

E-Mail Address:

jenn@barlosigns.com

Date: 04/25/23

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 VERIZON NEW ENGLAND INC.
(OWNER)

Address: 6 Bowdoin Square, 9th Floor, Boston, MA 02114

State that I/We own the property located at 210 Bent Street, Cambridge, MA, which is the subject of this zoning application.

The record title of this property is in the name of Verizon New England Inc.

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

John V. DeMent
SIGNATURE BY LAND OWNER OR AUTHORIZED TRUSTEE, OFFICER OR AGENT*

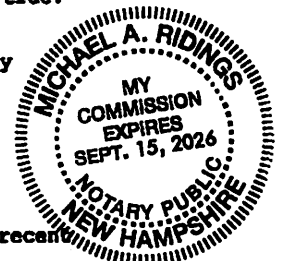
*Written evidence of Agent's standing to represent petitioner may be requested.

Commonwealth of Massachusetts, County of Middlesex

John V. DeMent, Manager-Real Estate of Verizon New England Inc.

The above-name _____ personally appeared before me, this 27 of March, 2023, and made oath that the above statement is true.

Michael A. Ridings Notary
My commission expires Sept. 15, 2026 (Notary Seal).



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

VERIZON NEW ENGLAND INC.

ASSISTANT SECRETARY'S CERTIFICATE

I, Christy K. Reyes, a duly elected and qualified Assistant Secretary of Verizon New England Inc. (the "*Company*"), hereby certify that:

John V. DeMent - Manager-Real Estate is authorized to execute and deliver, on behalf of the Company, the BZA Application Form - Ownership Information in connection with the property located at 210 Bent Street, Cambridge, MA 02138.

IN WITNESS WHEREOF, I have hereunto executed this Certificate this 23rd day of March, 2023.



Christy K. Reyes, Assistant Secretary



Attachment to BZA Application Ownership

Deed Information:

Verizon New England Inc. *f/k/a* New England Telephone and Telegraph Company a New York corporation), by virtue of a deed dated July 24, 1968 and recorded with Middlesex South County Registry of Deeds in Book 11544, Page 511. (See Change of Name Certificate at Book 43813, Page 235, effective as of August 17, 2000.), and by virtue of a deed dated January 10, 1973 and recorded at Book 12363, Page 409 and by virtue of a deed dated December 4, 1973 and recorded at Book 12563, Page 172.

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:
- Proposal is the completion of proper branding of this high profile property/business facia which will help to identify Verizon
- 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:
- Verizon's building is large scale and will support our unique identification choice; many properties within the neighborhood do not enjoy the opportunity to identify their business in such a different and attractive way-because they do not share the height or magnitude of Verizon's building
- 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:
- Our proposal is minimal, and to scale with the facia area proposed
- 2)** Desirable relief may be granted without nullifying or substantially derogating from the intent or purpose of this Ordinance for the following reasons:
- Our proposal is in keeping with the purpose of the sign ordinance in that it 1. Provides for a positive aesthetic quality, 2. Makes the City's commerical area more attractive and enhances the economic climate, 3. Public interest is served by the use of signs by businesses to properly identify their properties and services

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

BZA Application Form

DIMENSIONAL INFORMATION

Applicant: NEW ENGLAND TELEPHONE AND
TELEGRAPH COMPANY C/O DUFF AND
PHELPS

Present Use/Occupancy: COMMERCIAL

Location: 210 Bent St., Cambridge, MA

Zone: Residence C-1 Zone

Phone: 6036200076

Requested Use/Occupancy: COMMERCIAL

		<u>Existing Conditions</u>	<u>Requested Conditions</u>	<u>Ordinance Requirements</u>	
<u>TOTAL GROSS FLOOR AREA:</u>		NA	NA	NA	(max.)
<u>LOT AREA:</u>		NA	NA	NA	(min.)
<u>RATIO OF GROSS FLOOR AREA TO LOT AREA: ²</u>		NA	NA	NA	
<u>LOT AREA OF EACH DWELLING UNIT</u>		NA	NA	NA	
<u>SIZE OF LOT:</u>	<u>WIDTH</u>	N/A	N/A	N/A	
	<u>DEPTH</u>	N/A	N/A	N/A	
<u>SETBACKS IN FEET:</u>	<u>FRONT</u>	N/A	N/A	N/A	
	<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>LENGTH</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.:

COMMERCIAL AREA COMMERCIAL NEIGHBORHOOD

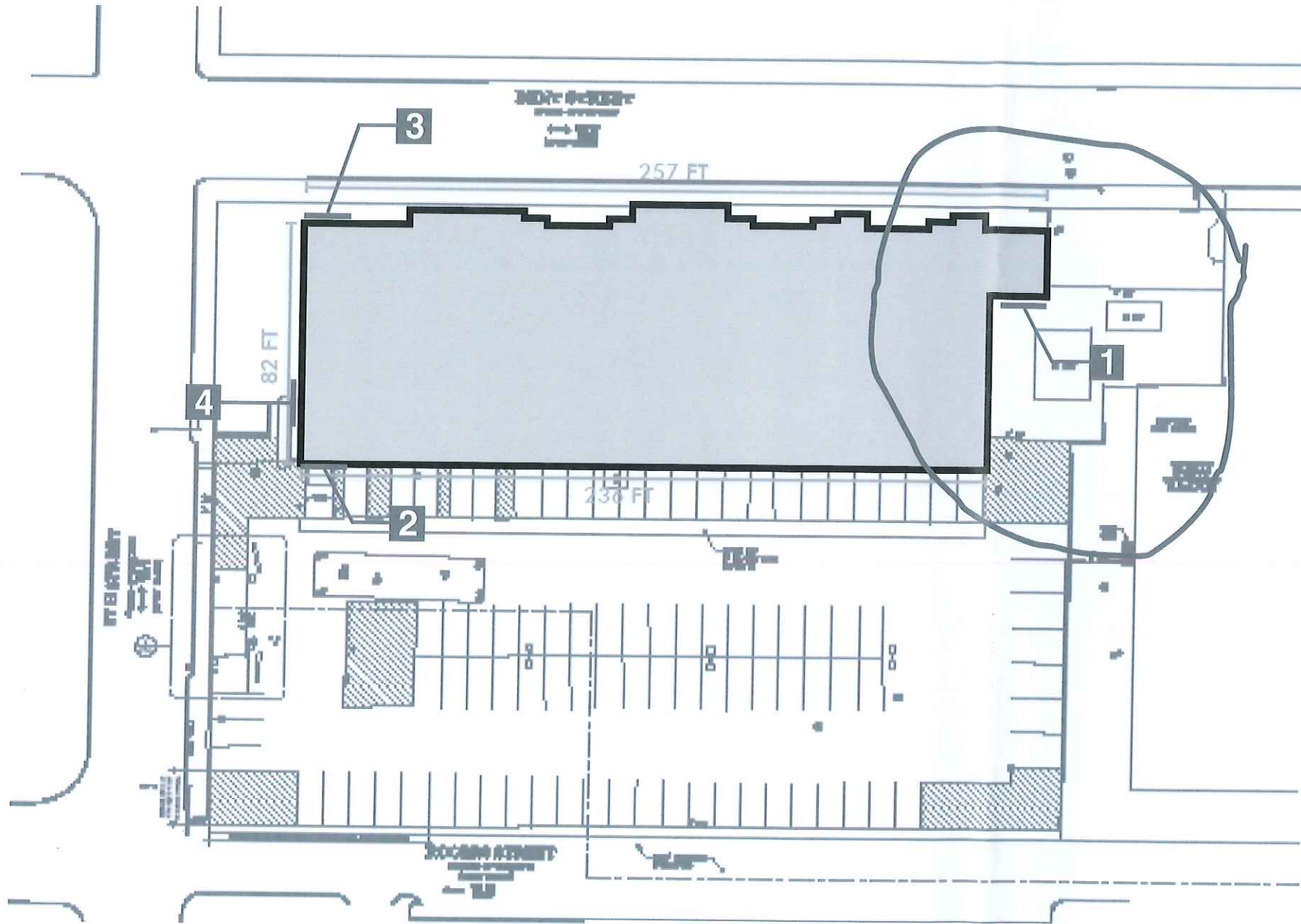
1. SEE CAMBRIDGE ZONING ORDINANCE ARTICLE 5.000, SECTION 5.30 (DISTRICT OF DIMENSIONAL REGULATIONS).
2. TOTAL GROSS FLOOR AREA (INCLUDING BASEMENT 7'-0" IN HEIGHT AND ATTIC AREAS GREATER THAN 5') DIVIDED BY LOT AREA.
3. OPEN SPACE SHALL NOT INCLUDE PARKING AREAS, WALKWAYS OR DRIVEWAYS AND SHALL HAVE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

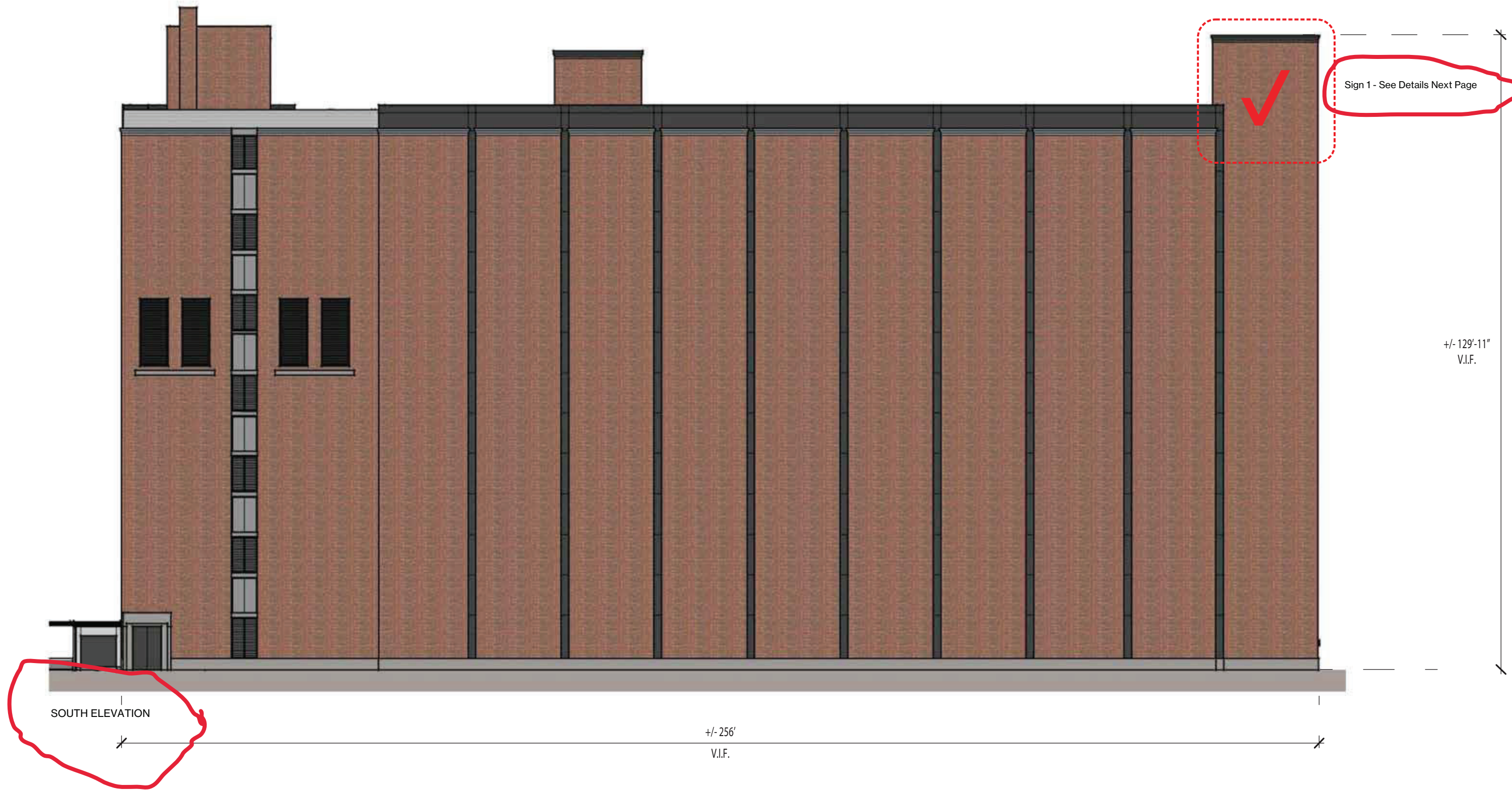
LEGEND

		QTY
1	TOWER WALL SIGN	1
2	EMPLOYEE ENTRANCE VINYL DECAL	2
3	ALUMINIUM LETTER SIGN	1
4	WALL SIGN	1

KEY

SIGN LOCATION —
 BUILDING OUTLINE —





SOUTH ELEVATION

Sign 1 - See Details Next Page

+/- 129'-11"
V.I.F.

+/- 256'
V.I.F.

NOTE:
ALL EXISTING, NON-STANDARD, WINDOW GRAPHICS AND SIGNAGE
TO BE REMOVED AND REPLACED WITH NEW STANDARD GRAPHICS.



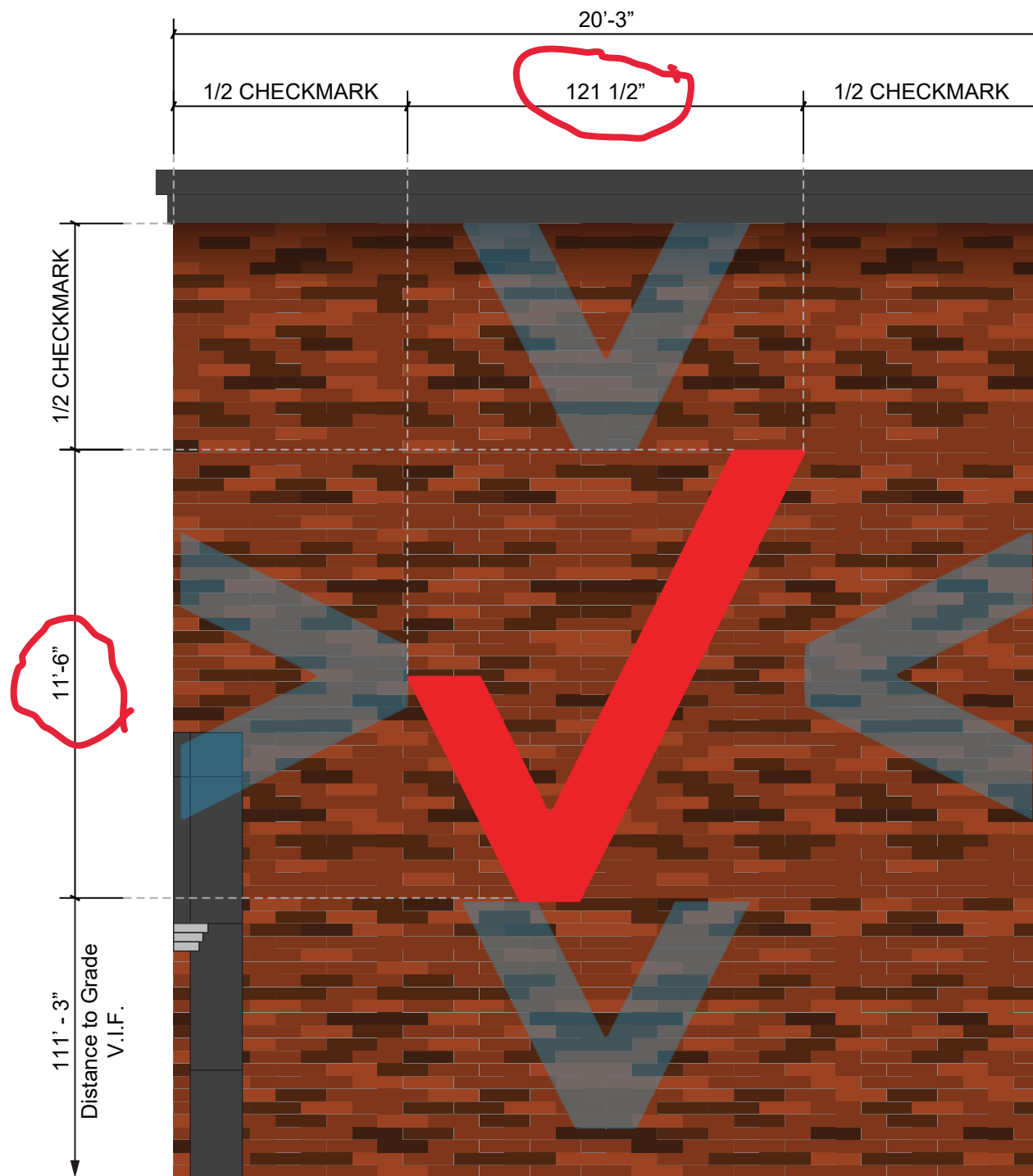
INSTALL ONE ONE INTERNALLY ILLUMINATED CHANNEL LETTER 116.43 SF SIGN ITEM 1

KEY NOTES

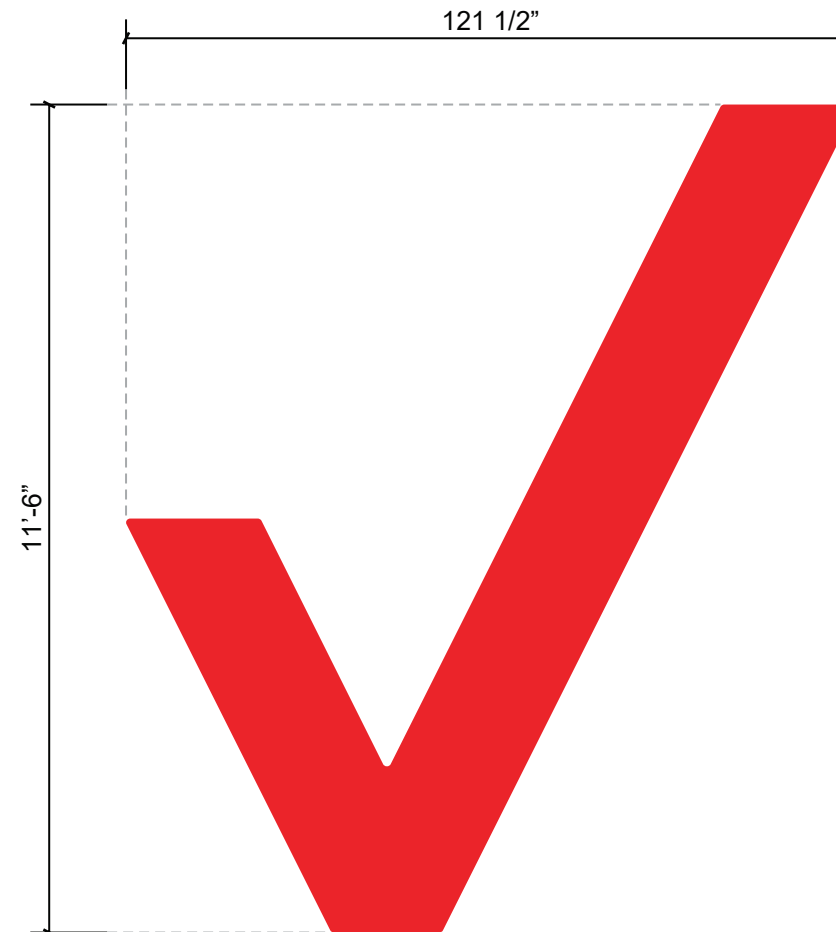
- | | |
|---|--|
| 1 | <p>Fabricated aluminum pan channel letters:</p> <ul style="list-style-type: none"> • 5" deep 0.060" thick aluminum returns painted to match PMS 485C • 1" trim cap painted to match PMS 485C • 0.090" thick aluminum letter backs • 3/16" thick translucent white acrylic faces decorated with 3M translucent Poppy Red vinyl • flush mounted to wall • power supplies remotely mounted in interior stairwell electrical box • approximate sign weight: 20lbs |
|---|--|

COLORS

- A** Matthews Paint t/m PMS 485C - Satin Finish
- B** 3M 3630-143 Poppy Red Translucent Vinyl



A Wall Sign - Elevation View
Scale: 1/4" = 1'-0"



B Wall Sign - Face View
Scale: 3/8" = 1'-0"





WALK
USED
CASE
HERE

verizon

CAT



LOW ZONE
NO STOPPING
←

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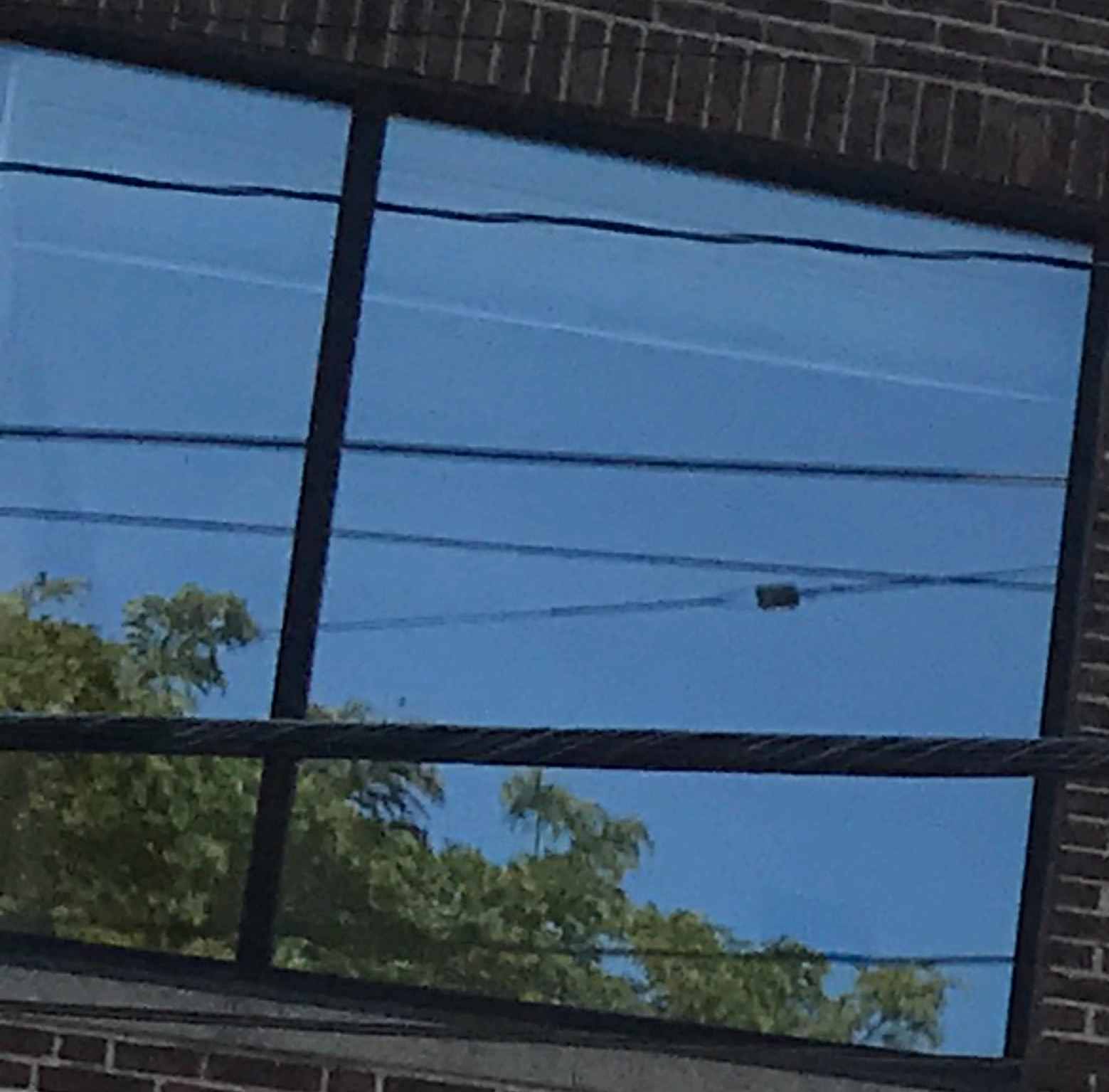
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verizon

DELIVERY
IN REAR
5TH ST.
→

TOW ZONE
EMERGENCY
NO PARKING

GRANDE GRANDE

DensGlass Sheathing



CITY OF CAMBRIDGE

Community Development Department

IRAM FAROOQ
Assistant City Manager for
Community Development

SIGN CERTIFICATION FORM
COVER SHEET

SANDRA CLARKE
Deputy Director
Chief of Administration

Sign Text: V

KHALIL MOGASSABI
Deputy Director
Chief of Planning

Location of Sign: 210 BENT ST

Applicant: BARLO SIGNS FOR VERIZON

Zoning District: C1 Overlay District:

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

Application Date: 02/09/2023

Sketch of sign enclosed: Yes X 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.

Proposed WALL Sign

Area in Square feet: 116.43 Dimensions: 11'6" X 121"

Illumination: Natural Internal External

Height (from ground to the top of the sign): 116'+/-

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

Length in feet of store front facing street: (a) 256. Area of signs allowed accessory to store: outside (1 x a) 256, behind windows (0.5 x a) 128. Area of all existing signs on the store front to remain (including any freestanding sign): _____

permitted: _____ Area of additional signs permitted: _____
ONE INTERNALLY ILLUMINATED WALL SIGN, 32 SF, SIGN ITEM (4), WEST ELEVATION; ONE NON ILLUMINATED WALL SIGN, 19 SF, OVER ENTRANCE, NORTH ELEVATION, SIGN ITEM (3)

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

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

Relevant sections: 7.16.22.C

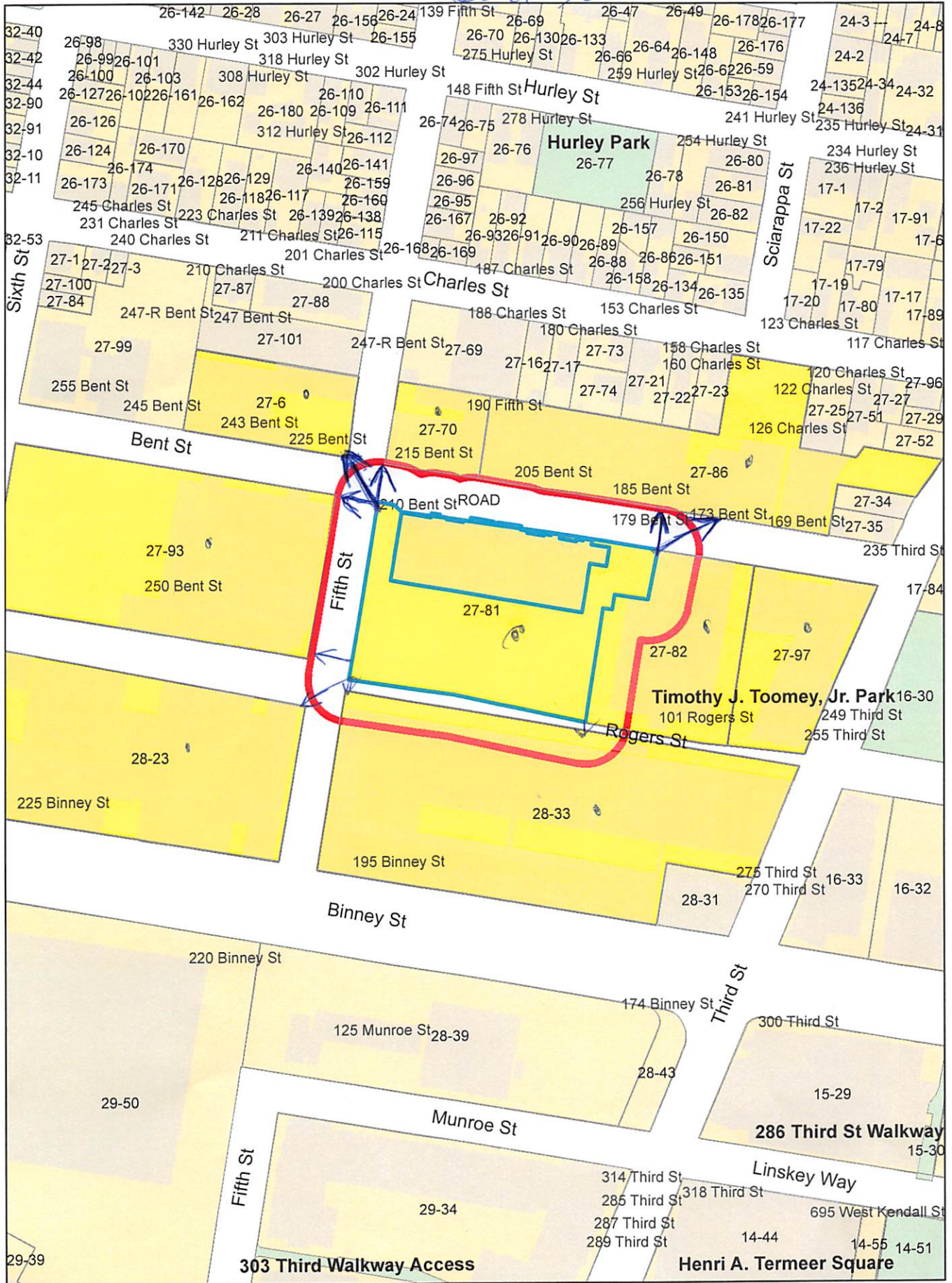
COMMENTS: Wall signs may be no larger than 60sq/ft; proposed wall sign is 116sq/ft. Internally illuminated wall signs must have a vertical or horizontal dimension that does not exceed 30"; proposed sign is 11'x121".

Wall signs must be located no higher than 20' on facade; proposed wall sign is 116' on the facade.

Date: 2-10-23 CDD Representative Daniel Messplay

Digitally signed by Daniel Messplay
DN: cn=Daniel Messplay, o, ou,
email=dmessplay@cambridgema.gov, c=US
Date: 2023.02.10 10:33:52 -05'00'

210 Bent St.



210 Bent St.

27-6
COLEY, SUSAN LOCKWOOD
225 BENT ST., #7
CAMBRIDGE, MA 02141

27-97
EQR-249 THIRD ST LLC
TWO NORTH RIVERSIDE PLAZA, SUITE 400
CHICAGO, IL 60606

Petitioner

BARLO SIGNS
C/O JENN ROBICHAUD
158 GREELEY STREET
HUDSON, NH 03051

27-6
SMITH, BRUCE H. & SOLANGE KHAN SMITH
225 BENT ST., #5
CAMBRIDGE, MA 02141

27-6
FELTES, FRANK E. JR.
225 BENT ST., UNIT #6A
CAMBRIDGE, MA 02141

27-81
NEW ENGLAND TELEPHONE AND TELEGRAPH
COMPANY - C/O DUFF AND PHELPS
P.O BOX 2749
ADDISON, TX 75001

28-33
ASN WORTHINGTON PLACE LLC,
C/O EQR- R.E. TAX DEPARTMENT
P.O. BOX 87407 (29808)
CHICAGO, IL 60680-0407

27-6
PEEPLES, RONALD & DEBORAH PEEPLES
225 BENT ST. UNIT 1
CAMBRIDGE, MA 02139

27-6
YEZERSKI, HOWARD J. & KATHERINE M. YEZERSKI
225 BENT ST., #3
CAMBRIDGE, MA 02139

27-6
SUMMERS, CHRISTOPHER R. & KERRY SUMMERS
225 BENT ST., #2A
CAMBRIDGE, MA 02141

27-70
BASS ROCKS REALTY LLC
75 CAMBRIDGE PARKWAY, SUITE 100
CAMBRIDGE, MA 02142

27-82
CITY OF CAMBRIDGE
C/O HEMA KAILASAM
255 MAIN ST. 8TH FLOOR
CAMBRIDGE, MA 02142

27-86
LOHNES, PAUL R.,
TR. OF THE ALEXANDER GRAHAM BELL TRUST
C/O LAVERTY LOHNES PROP,
75 CAMBRIDGE PARKWAY, SUITE 100
CAMBRIDGE, MA 02142

27-6
REMINGTON, THOMAS F.
NANCY ROTH REMINGTON TRUSTEES
225-243 BENT ST UNIT 4
CAMBRIDGE, MA 02141

27-93
AT&T CORP.
PROPERTY TAX UNIT
P.O. BOX 7207
BEDMINSTER, NJ 07921

27-6
DUGAN, CASEY
243 BENT ST. UNIT 8
CAMBRIDGE, MA 02141

28-23
ARE MA REGION NO 54 LLC
26 N EUCLID AVE
PASADENA, CA 91101

27-6
MORRIS JASON D
225 BENT ST - UNIT 6
CAMBRIDGE, MA 02141

27-6
GREEN, ELIOT & YOLANDA WINBERG
243 BENT ST - UNIT 2
CAMBRIDGE, MA 02141

June 6, 2023

Board of Zoning Appeal
831 Mass. Avenue
Cambridge, MA 02139

Re: Case No. 217962, Verizon New England Inc. - c/o Jenn Robichaud, Agent Barlow Signs

To the Zoning Board of Appeal,

I am writing in opposition to the requested variance for the proposed addition of an illuminated sign on the Verizon building at 210 Bent Street.

I do not believe that sufficient hardship has been demonstrated to permit a huge (~116 sq. ft.) illuminated sign that will be visible for a considerable distance and serves little purpose besides branding and advertising.

Existing compliant signs on the building are adequate for wayfinding and identification. The public interest is not served by the addition of the large, illuminated sign as there is no public access to the building.

From Verizon's petition:

"Verizon's building is large scale and will support our unique identification choice; many properties within the neighborhood do not enjoy the opportunity to identify their business in such a different and attractive way-because they do not share the height or magnitude of Verizon's building"

I got a chuckle out of this one as a resident who lives in the shadow of the "height and magnitude" of this building.

The Verizon building is within the East Cambridge neighborhood and is adjacent to numerous residences. Even so, the sign ordinance applies to the commercial buildings in East Cambridge as well.

From the Cambridge Sign Ordinance:

7.11.2 Purposes. The purposes of this Article are to preserve and enhance the substantial interests of the City of Cambridge in the appearance of the City; to preserve and enhance the public interest in aesthetics; to preserve and increase amenities of the City; **to control and reduce visual clutter and blight**; and to carry out the authority conferred by General Laws Chapter 40A.

I urge you to reject this application as no real hardship has been demonstrated. East Cambridge residents have fought hard to support the intent of the Sign Ordinance and keep our buildings free of superfluous advertising.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ron Peeples', with a long horizontal line extending to the right.

Ron Peeples

243 Bent Street
978 618-9250

mpacheco@cambridgema.gov



CITY OF CAMBRIDGE, MASSACHUSETTS

PLANNING BOARD

CITY HALL ANNEX, 344 BROADWAY, CAMBRIDGE, MA 02139

June 7, 2023

To: The Board of Zoning Appeal

From: The Planning Board

RE: BZA-217962 210 Bent Street

The Planning Board reviewed this BZA application during a meeting on June 6, 2023 and decided to forward the following comments to BZA.

The Board does not recommend granting a variance for the sign as proposed because it does not see a justification to exceed the signage limitations allowed by zoning, which in this case include the height of the sign, the size of the sign, and the dimensional limitations of internally-illuminated wall signs. The Applicant stated that the justification for the request was to increase visibility of its brand. Board members noted longstanding community concerns about large, illuminated wall signs placed at the tops of buildings and did not feel that this particular request justified overturning years of precedence in the City.



City of Cambridge

MASSACHUSETTS

BOARD OF ZONING APPEAL

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

3 Bds

BZA

POSTING NOTICE - PICK UP SHEET

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

Name: Steve Dong Date: 5/31/23
(Print)

Address: 210 Bent St.

Case No. BZA-217962

Hearing Date: 6/15/23

Thank you,
Bza Members

Pacheco, Maria

From: Messplay, Daniel
Sent: Tuesday, June 13, 2023 9:12 AM
To: Pacheco, Maria
Cc: carol@carolok.com
Subject: FW: BZA: Verizon "V" Sign, 210 Bent St., Hearing 6/15/23

Importance: High

Hi Maria,

Here is Carol's email to the BZA for reference; see below and please confirm receipt if you are able.

Best,

Daniel

Daniel Messplay, AICP
Acting Director, Zoning & Development
Cambridge Community Development Department
344 Broadway, Cambridge, MA. 02139

From: Carol O'Hare <carol@carolok.com>
Sent: Monday, June 12, 2023 8:38 AM
To: Pacheco, Maria <mpacheco@cambridgema.gov>
Cc: Messplay, Daniel <dmessplay@cambridgema.gov>
Subject: BZA: Verizon "V" Sign, 210 Bent St., Hearing 6/15/23

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

Not this again! Where to start?

Verizon is appealing to the BZA for **3 huge zoning variances** for their internally illuminated, building-top wall sign.¹ Their check-mark sign would far exceed zoning size and above-ground height limits. See application p. 8 (south elevation) and sheet 9 (sign close-up).² Note that there already is a Verizon sign that appears to be zoning-compliant at ground level above an entry door. See application p. 15. <https://tinyurl.com/56n3kapz>

Variances

- Maximum permitted sign size is 60 sq. ft. **Variance requested: 116.43 sq. ft., almost double the permitted size.**
- Maximum permitted vertical or horizontal dimension for internally illuminated sign is 30". **Variance requested: 132"x121" sign, both far longer than the permitted maximum.**
- Maximum permitted above-ground sign height on façade is 20'. **Variance requested: 116' height, which is almost 6 times the permitted height above ground.**

1. Verizon's assertion that the 3 variances are "**minimal, and to scale with the facia area proposed**" does not make it so. In fact, I'd call them "**maximal.**"

2. Verizon claims that their proposed sign will allow their "high profile/business facia" to achieve "proper branding." Huh? And what on earth is "business facia" and "proper branding"? What sign wouldn't qualify for such sign-height and -size variances if you lend credence to those rationales?

3. Verizon claims that their building (being larger in height & “magnitude” than others in their neighborhood) can “support” a sign at its top. If that rationale succeeds, then many taller-than-their-neighbors’ buildings in the city would be eligible for variances for their own building-top signs.

4. Verizon already has or will have its apparently legal, logo sign above a street-level doorway where it can be easily seen by wayfinding pedestrians and drivers/passengers who are unfamiliar with the exact location of Verizon’s building entry. See pp. 15 & 16. <https://tinyurl.com/avzft3p8> In any event, surely Google Maps, Waze or Apple Maps will guide anyone unfamiliar with Verizon’s exact location.³

5. Even if you consider Verizon’s proposed logo/sign to be well designed (I do), that does not satisfy the “substantial hardship” requirement for zoning variances. Namely, the hardship must relate “to the soil conditions, shape or topography of [the] land or structures...” of Verizon’s property, as distinguished from the rest of the zoning district. But Verizon is in the same situation as other business-occupants in their Residence C-1 Zoning District, not distinguishably different.

And, beyond that, why would we ever want to return to the old days/pre-2011 when zoning variances for commercial signs were commonly granted?

6. Verizon is just plain wrong in its assertion that their sign would not nullify or substantially derogate from our Zoning Ordinances intent or purpose. Of course it would.

In support, Verizon claim that their check-mark logo:

- “provides for a positive aesthetic quality” – But again, Verizon already has a sign at street level that does that even better with their logo and their name within easy view. See p. 15.
- “makes the commercial area more attractive and enhances the economic climate.” – Does that mean that all tall buildings in East Cambridge, Central Square and elsewhere should have building-top signs? See list of tallest buildings in Cambridge. <https://tinyurl.com/3rnkwfru>.
- serves the public interest by properly identifying their business and services – Again, Verizon’s street-level sign performs that function for automobile drivers, bicycle riders and pedestrians.

What Verizon is really saying is that they just want to promote their brand lit up and up high with their distinctive check-mark logo.

7. If you approve Verizon’s 3 major variances, you can again expect more sign variance applications to follow. That’s especially likely for properties near areas where Cambridge Redevelopment Authority has jurisdiction because their limitations on signs, including sign height and size, are much more liberal than zoning maximums in the rest of the City. Verizon’s space is outside the CRA’s area and, thus, simply does not qualify for its more permissive zoning limits.

8. And, last but not least, last week the Planning Board opposed Verizon’s variances for their sign.

In short, these 3 variances are major zoning excesses, and they simply do not satisfy zoning-variance requirements. So, I hope the BZA will deny them.

As always, thanks for your time, service and consideration.

Sincerely,

Carol O’Hare
172 Magazine St.

Cc: Daniel Messplay, Acting Director, Zoning & Development, CDD

1.



2. Note that, while Verizon’s application includes a number of irrelevant, building construction images (pp. 10 thru 14), it includes only two depictions of their proposed building-top sign. See pp. 8 & 9.

3 If the City Council chose to amend our the Zoning Ordinance to allow larger, higher signs in the rest of East Cambridge, it could do so. And some of you will remember when zoning variance applications for signs were quite common, which led to the 2011 short-lived Building Identification Sign Zoning Amendment (a/k/a "Microsoft Amendment"). It would have allowed by special permit larger, very high signs in many areas of the City, including along Memorial Dr. and in East Cambridge. But only months after its adoption, the City Council rescinded the Amendment as a result of the citizens' petition signed by thousands of Cambridge residents. That process lasted months and caused name-calling, finger pointing and civic unpleasantness, unusual for that time.

Cc: Daniel Messplay