

March 21, 2018

**COPY**

**VIA HAND DELIVERY**

City of Cambridge  
Board of Zoning Appeals  
831 Massachusetts Avenue  
Cambridge, Massachusetts 02139  
Attention: Secretary

Re: **Sign Variance Application (the "Application") for 100 Cambridgeside Place, Cambridge, Massachusetts (the "Property"); Application Reference Number BZA-01599-2018**

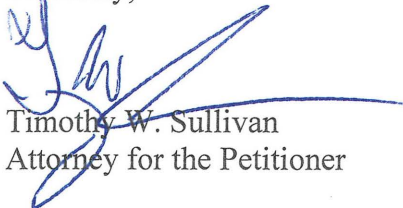
Dear Secretary:

We made an initial electronic submission, Reference Number BZA-01599-2018, via the Online Citizen Access Portal with regard to the Application on March 7, 2018. In order to complete the Application, please find attached hereto the following materials that comprise the paper submission portion of the Application:

1. Three (3) copies of the electronic application, each with an original signature;
2. One (1) copy of the attachment to such initial application that we were unable to submit electronically (including cover letter, narrative, renderings, and all other required materials);
3. One (1) original notarized ownership form; and
4. One (1) check in the amount of Three Thousand Eight Hundred Fifteen and 00/100 Dollars (\$3,815.00) payable to the City of Cambridge in connection with the Application fees.

Please let me know if anything else is required to complete the Application and do not hesitate to contact me with any questions. Thank you.

Sincerely,

  
Timothy W. Sullivan  
Attorney for the Petitioner

2018 MAR 21 A 10:53  
CITY OF CAMBRIDGE  
REGISTRAR GENERAL SERVICES

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TWS

(Enclosures)



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

BZA APPLICATION FORM

Plan No: BZA-015799-2018

GENERAL INFORMATION

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

Special Permit : \_\_\_\_\_ Variance :   √   Appeal : \_\_\_\_\_

PETITIONER : CambridgeSide Galleria Associates Tr. - C/O New England Development - Timoth

PETITIONER'S ADDRESS : 400 Atlantic Avenue Boston, MA 02110

LOCATION OF PROPERTY : 100 Cambridgeside Pl Cambridge, MA 02141

TYPE OF OCCUPANCY : Mixed Use, Retail ZONING DISTRICT : Business A Zone/PUD-4 (PB  
Business #66)

REASON FOR PETITION :  
Sign

**DESCRIPTION OF PETITIONER'S PROPOSAL :**

To install 2 projecting signs requiring relief from the total area of signage, area of projecting signage, number of signage, height and illumination.

**SECTIONS OF ZONING ORDINANCE CITED :**

Article 7.000 Section 7.16.22 (Total Area of Signage).  
Article 7.000 Section 7.16.22.B (Projecting Signs).

Original Signature(s) :

  
\_\_\_\_\_  
(Petitioner(s) / Owner)  
Timothy W. Sullivan  
\_\_\_\_\_  
(Print Name)

Address : c/o Goulston & Storrs PC  
400 Atlantic Ave. Boston, MA 02110

Tel. No. : (617) 574-4179

E-Mail Address : TSULLIVAN@GOULSTONSTORRS.COM

Date : 3/21/18



**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:

Please see Appendix A submitted herewith.

**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:

Please see Appendix A submitted herewith.

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

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

Please see Appendix A submitted herewith.

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

Please see Appendix A submitted herewith.

**\* 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

SUPPORTING STATEMENT FOR A SPECIAL PERMIT

Please describe in complete detail how you meet each of the following criteria referring to the property and proposed changes or uses which are requested in your application. Attach sheets with additional information for special permits which have additional criteria, e.g.; fast food permits, comprehensive permits, etc., which must be met.

Granting the Special Permit requested for 100 Cambridgeside Pl Cambridge, MA 02141 (location) would not be a detriment to the public interest because:

- A) Requirements of the Ordinance can or will be met for the following reasons:  
N/A
- B) Traffic generated or patterns of access or egress would not cause congestion hazard, or substantial change in established neighborhood character for the following reasons:  
N/A
- C) The continued operation of or the development of adjacent uses as permitted in the Zoning Ordinance would not be adversely affected by the nature of the proposed use for the following reasons:  
N/A
- D) Nuisance or hazard would not be created to the detriment of the health, safety and/or welfare of the occupant of the proposed use or the citizens of the City for the following reasons:  
N/A
- E) For other reasons, the proposed use would not impair the integrity of the district or adjoining district or otherwise derogate from the intent or purpose of this ordinance for the following reasons:  
N/A



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

BZA APPLICATION FORM

Plan No: BZA-015799-2018

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Article 7.000 Section 7.16.22.B (Projecting Signs).

Original Signature(s) :

  
\_\_\_\_\_  
(Petitioner(s) / Owner)

Timothy W. Sullivan  
\_\_\_\_\_  
(Print Name)

Address : C/O Goulston & Storrs PC  
400 Atlantic Ave. Boston, MA 02110

Tel. No. : (617) 574-4179

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N/A
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N/A
- C) The continued operation of or the development of adjacent uses as permitted in the Zoning Ordinance would not be adversely affected by the nature of the proposed use for the following reasons:  
N/A
- D) Nuisance or hazard would not be created to the detriment of the health, safety and/or welfare of the occupant of the proposed use or the citizens of the City for the following reasons:  
N/A
- E) For other reasons, the proposed use would not impair the integrity of the district or adjoining district or otherwise derogate from the intent or purpose of this ordinance for the following reasons:  
N/A



**CITY OF CAMBRIDGE  
MASSACHUSETTS  
BOARD OF ZONING APPEAL  
831 MASSACHUSETTS AVENUE  
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617 349-6100**

BZA APPLICATION FORM

Plan No: BZA-015799-2018

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\_\_\_\_\_  
(Petitioner(s) / Owner)  
Timothy W. Sullivan  
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400 Atlantic Ave. Boston, MA 02110

Tel. No. : (617) 574 - 4179

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N/A
- B) Traffic generated or patterns of access or egress would not cause congestion hazard, or substantial change in established neighborhood character for the following reasons:  
N/A
- C) The continued operation of or the development of adjacent uses as permitted in the Zoning Ordinance would not be adversely affected by the nature of the proposed use for the following reasons:  
N/A
- D) Nuisance or hazard would not be created to the detriment of the health, safety and/or welfare of the occupant of the proposed use or the citizens of the City for the following reasons:  
N/A
- E) For other reasons, the proposed use would not impair the integrity of the district or adjoining district or otherwise derogate from the intent or purpose of this ordinance for the following reasons:  
N/A

March 2, 2018

**VIA ONLINE CITIZEN ACCESS PORTAL**

City of Cambridge  
Board of Zoning Appeal  
831 Massachusetts Avenue  
Cambridge, Massachusetts 02139  
Attention: Secretary

Re: **Sign Variance Application for 100 Cambridge**  
**Place, Cambridge,**  
**Massachusetts (the "Property")**

Dear Board of Zoning Appeal:

We are counsel to CambridgeSide Galleria Associates Trust c/o New England Development (the "**Petitioner**"), with a principal place of business at 75 Park Plaza, Boston, Massachusetts 02116. The Petitioner is the owner of the Property.

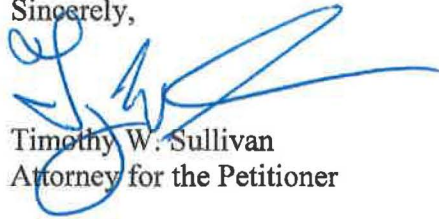
On behalf of the Petitioner, I write to request that the City of Cambridge Board of Zoning Appeal (the "**BZA**") grant a variance for relief from the following provisions of the City of Cambridge Zoning Ordinance (the "**Ordinance**"): (i) the total area of signage permitted per Lot under Section 7.16.22; (ii) the area of projecting signs permitted under Section 7.16.22.B; (iii) the number of projecting signs permitted under Section 7.16.22.B; (iv) the height of projecting signs permitted under Section 7.16.22.B; and (v) the illumination of projecting signs permitted under Section 7.16.22.B, all in order to allow the Petitioner to install the two (2) projecting signs (the "**Projecting Signs**") as more particularly shown on Figure 2. In support of the sign variance request, please find the following submitted herewith:

1. Denied Sign Certification Form for the Projecting Signs, executed by Liza Paden of the Community Development Department;
2. Complete City of Cambridge BZA Application Form;
3. Appendix A, consisting of the Variance Narrative referenced in the BZA Application Form;
4. Appendix B, consisting of:
  - a. Letter in support of the replacement signage package proposed at the Property (the "**Project**") from the East Cambridge Business Association;

- b. Letter in support of the Project from Urban Spaces; and
  - c. Letter in support of the Project from the East Cambridge Planning Team.
- 5. Figure 1, consisting of photographs of the existing conditions of the Property; and
  - 6. Figure 2, consisting of renderings of the Projecting Signs.

Please do not hesitate to contact me with any questions or if any additional information is required. Thank you.

Sincerely,



Timothy W. Sullivan  
Attorney for the Petitioner

TWS

(Enclosures)



**SIGN CERTIFICATION FORM**

**COMMUNITY DEVELOPMENT DEPARTMENT**

Sign Text: CambridgeSide / CS / Shop, Dine, Connect

Applicant (name and address) Issie Sheit, c/o New England  
Developers I, 75 Park Plaza, Boston, MA 02116

Signature

Issie Sheit

Telephone: (617) 243-7078 FAX: (617) 243-7085

Location of Premises: 100 CambridgeSide Pl.

Zoning District: BA Overlay District: PUD-4 (PB # 66)

Date Application Submitted: 3/1/18

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 (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  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.**

Proposed PROJECTING Sign (including signs on awnings)

Area in Square feet: 423 sf Dimensions: 38' X 8' 6"

Illumination: Natural  Internal  External

Height (from ground to the top of the sign): 51' 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 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

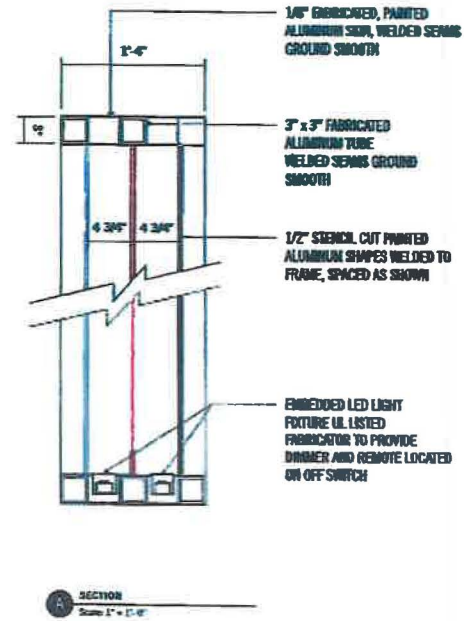
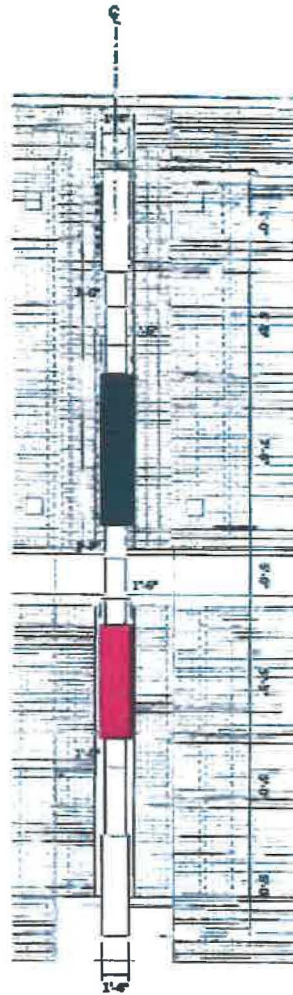
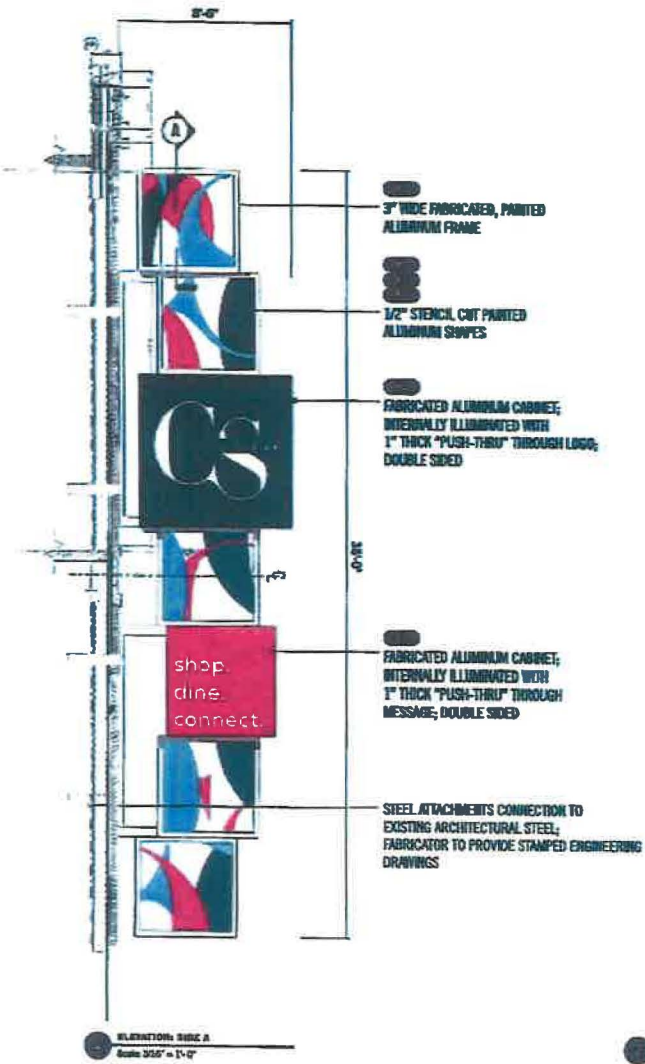
Sign conforms to requirements of Article 7.000: YES \_\_\_\_\_ NO

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

Relevant sections: 7.16.02. B Projecting Signs

COMMENTS: exceeds 13 square feet, exceeds 20ft and second floor sill line height, internal illumination, more than 1 projecting sign

Date: 3/1/18 CDD Representative: Sign M. Proden



## Leverage/

Leverage Design Group, Inc. 012203  
The preparation of this working drawing is contingent upon the contract with the client of Leverage Design Group, Inc. This drawing shall be used only for the project and shall not be used for any other project without the written consent of Leverage Design Group, Inc.

Leverage Design Group, Inc. does not represent or warrant the design of the elements within this drawing to be suitable for any particular use, and the user of this drawing shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities and for obtaining all necessary approvals from the appropriate authorities. Leverage Design Group, Inc. does not represent or warrant the design of the elements within this drawing to be suitable for any particular use, and the user of this drawing shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities.

**CLIENT**  
New England Development

**PROJECT**  
CambridgeSide  
Exterior Signage

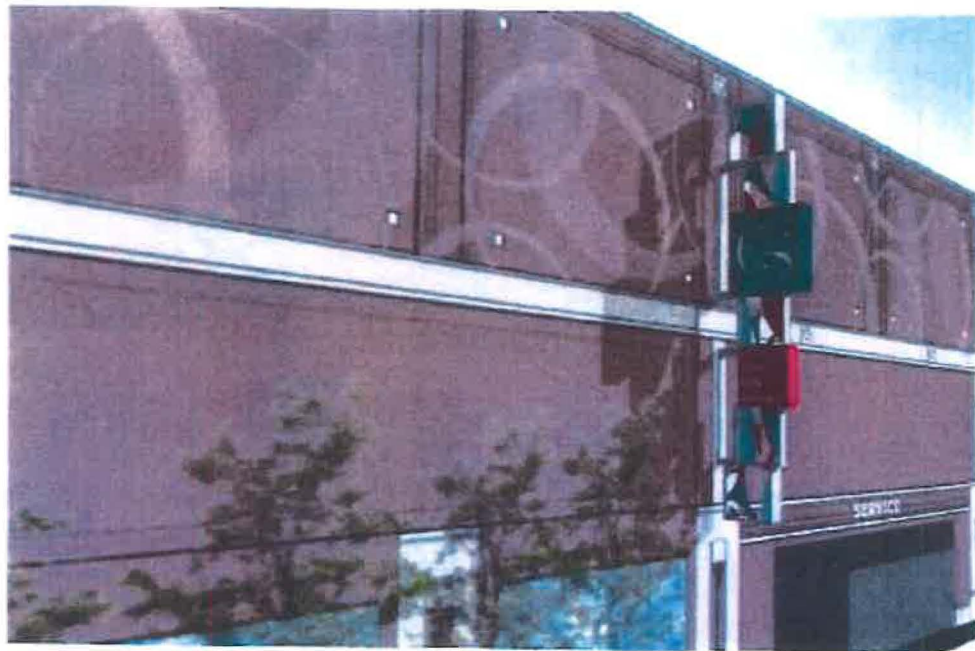
**DATE**  
2.16.13

**REVISIONS**

REV#	DESCRIPTION	BY	DATE
1			
2			
3			
4			
5			

**SHEET**  
Sign Type C1  
Projecting Blade  
Land Blvd.

**SHEET NUMBER**  
G.7



## Leverage/

Leverage/Signage, Inc. #1200

Report of this sign type is prepared with the assistance of Leverage/Signage, Inc. This sign is designed to meet the most current standards for sign safety.

Leverage/Signage, Inc. does not represent the knowledge of the designer or the client as to the suitability of the sign for the site. Leverage/Signage, Inc. does not represent the knowledge of the designer or the client as to the suitability of the sign for the site. Leverage/Signage, Inc. does not represent the knowledge of the designer or the client as to the suitability of the sign for the site.

CLASS

New England Development

PROJECT

CambridgeSide  
Exterior Signage

DATE

2.16.15

APPROVAL

REV # DESCRIPTION OF REV

- ▲ \_\_\_\_\_
- ▲ \_\_\_\_\_
- ▲ \_\_\_\_\_
- ▲ \_\_\_\_\_
- ▲ \_\_\_\_\_
- ▲ \_\_\_\_\_

NOTE

**Sign Type C1  
Projecting Blade  
Land Blvd.**

SCALE NUMBER

**G.8**

Proposed PROJECTING Sign (including signs on awnings)

Area in Square feet: 300 sf Dimensions: 32' 0" x 7' 2"

Illumination: Natural  Internal  External

Height (from ground to the top of the sign): 55' 2"

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: \_\_\_\_\_ .

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**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

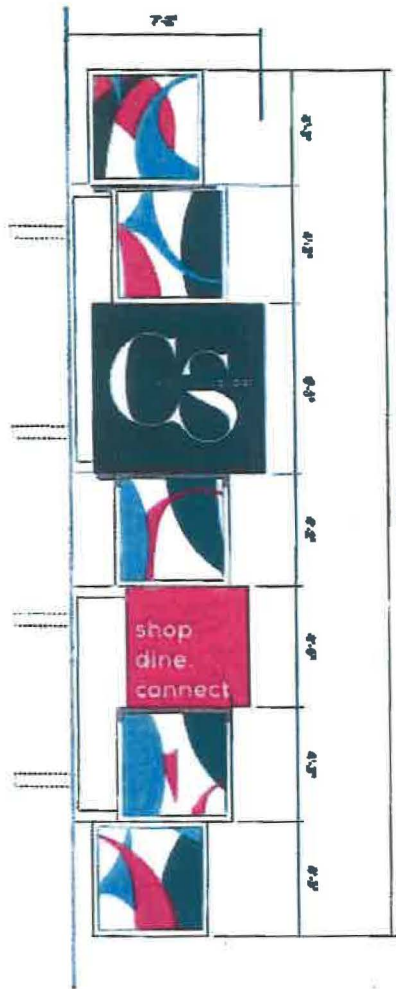
Sign conforms to requirements of Article 7.000: YES  NO

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

Relevant sections: 7.16, 22. B Projecting Signs

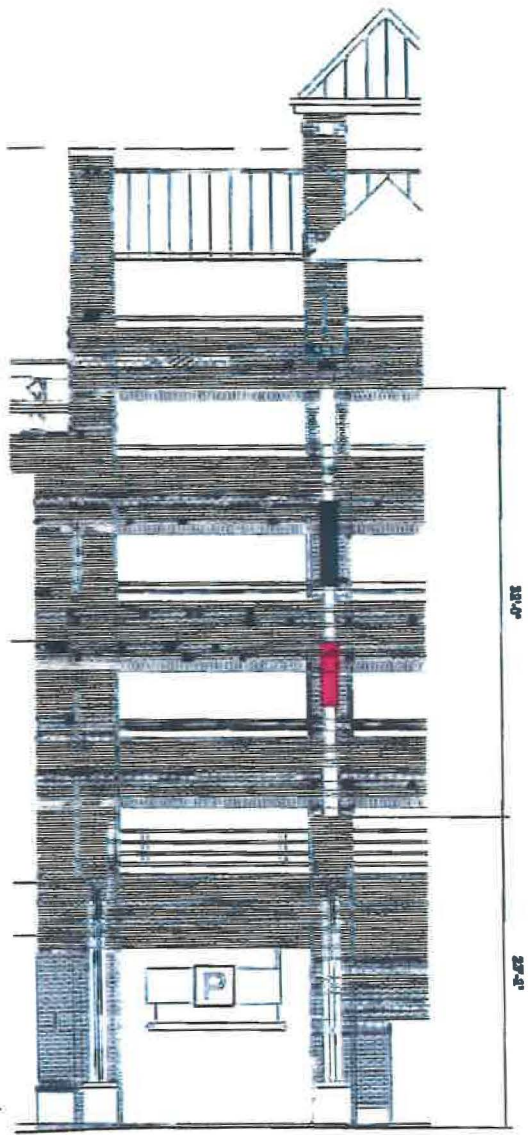
COMMENTS: exceeds 13 square feet, exceeds 20 foot and second floor sill line height, internal illumination, more than 1 projecting sign.

Date: 3/1/10 CDD Representative Eigaborn Faden



**ELEVATION: SIDE A**  
Scale 1/4" = 1'-0"

**NOTE:**  
REFER TO G1 DRAWING FOR  
DETAILS AND SPECIFICATIONS



**FRONT ELEVATION**  
Scale 1/8" = 1'-0"

<b>Leverage/</b>	
<p><small>Leverage/Signage Group, Inc. #22899</small></p> <p><small>Preparation of this drawing was by 10/20/2008 wherein the contract of Leverage/Signage Group, Inc. The design elements represented in this sheet are the intellectual property of Leverage/Signage Group, Inc. All rights reserved. No part of this drawing may be reproduced or transmitted in any form or by any means electronic, mechanical, photocopying, recording, or information storage and retrieval systems, without the written permission of Leverage/Signage Group, Inc. Approval will be required for any and all rights that are not specifically stated on this sheet.</small></p>	
<b>CLASS</b>	New England Development
<b>PROJECT</b>	Cambridge/Site Exterior Signage
<b>DATE</b>	2.16.18
<b>REVISIONS</b>	
<b>REV#</b>	<b>DESCRIPTION</b> <b>BY</b> <b>DATE</b>
▲	_____
▲	_____
▲	_____
▲	_____
▲	_____
<b>REMARKS</b>	
	<b>Sign Type C2</b> <b>Projecting Blade</b> <b>First Street</b>
<b>DRAWING NUMBER</b>	<b>G.10</b>



**Leverage/**

Leverage/Design, Inc. ©2004

The project of this drawing was prepared under the direct control of Leverage/Design, Inc. The design elements represented on this sheet and other sheets are for design information.

Leverage/Design, Inc. does not warrant the accuracy of the information on this sheet or the ability to fabricate or install as shown. Construction of any structure shown on this sheet is the responsibility of the contractor, and the contractor shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. Leverage/Design, Inc. is not responsible for any damage to property or injury to persons resulting from the use of this sheet or the information on this sheet.

CLASS

New England Development

PROJECT

Cambridge/Blade  
Exterior Signage

DATE

2.16.10

REVISIONS

REV #	DESCRIPTION	BY
△	_____	_____
△	_____	_____
△	_____	_____
△	_____	_____
△	_____	_____
△	_____	_____

SIGN

Sign Type C2  
Projecting Blade  
First Street

SHEET NUMBER

**G.11**

## APPENDIX A

### Variance Narrative

The owners of the CambridgeSide property (the "Property") have recently made a significant investment to update the interior spaces at the Property and enhance the overall experience for its visitors. Now that these interior renovations are complete, the Petitioner is undertaking a similar effort to update and enhance the exterior spaces at the Property (the "Project"), which includes a replacement signage package that (i) dramatically reduces the total number of signs and the overall sign area at the Property, and (ii) more efficiently identifies the Property during a time when brick and mortar retail is being supplanted by e-commerce and many shopping centers across the country are permanently closing. While a majority of the signs in the replacement package do not require zoning relief, the two (2) projecting signs (the "Projecting Signs") shown on Figure 2 require a variance from Sections 7.16.22 and 7.16.22.B of this Ordinance to allow for relief from (i) the permitted total area of signage per Lot, (ii) the permitted area of projecting signs, (iii) the permitted number of projecting signs, (iv) the permitted height of projecting signs, and (v) the permitted illumination of projecting signs. For the reasons set forth below, the Petitioner respectfully requests that the Board of Zoning Appeal grant the requested relief.

**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:**

A literal enforcement of the provisions of this Ordinance would involve a substantial hardship to the Petitioner. The multi-story Thomas Graves Landing residential buildings and Lechmere Canal Park separate the property from Monsignor O'Brien Highway. The height of the residential complex and expanse of Canal Park create a lack of visibility from the major thoroughfare that makes it difficult to attract passing vehicles. CambridgeSide is immediately bordered by First Street, Edwin Land Boulevard and CambridgeSide Place. While there is no way to circumvent the visual obstructions from the perspective of Monsignor O'Brien Highway, the Projecting Signs are a critical way finding and identity making element for the Project as their projection from the building makes CambridgeSide a more visible destination from the adjacent ways, nearby hotel and existing and proposed residential developments. Unlike grocery stores or housing complexes, many daily visitors to CambridgeSide are unfamiliar with the area and benefit greatly from easily identifiable destination signage, such as the Projecting Signs that are visible from nearby public transportation and adjacent ways. Accordingly, literal enforcement of this Ordinance would involve a substantial hardship to the Petitioner. Without the Projecting Signs, the Project is not able to provide sufficient wayfinding signage for the Property's continued success.

**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 location of the shopping center and lot configuration off of Monsignor O'Brien Highway cause the above-described hardships related to obstruction of Property visibility. As a result of their orientation, the Projecting Signs greatly improve visibility of the site from the Lechmere MBTA Station and Monsignor O'Brien Highway, which visibility the Property otherwise lacks due to the height of neighboring multi-story mixed-use and residential buildings. These factors require the introduction of prominent signage at the Property, and in particular facing onto First Street and Edwin Land Boulevard, because such ways provide visibility to the nearby major thoroughfare and public transportation destination noted above. The existing lack of visibility due to the location of the shopping center and surrounding development is a hardship particular to Petitioner, which can be ameliorated by the place and identity making afforded by the Projecting Signs.

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

The requested relief can be granted without detriment to the public good. As detailed above, the Projecting Signs are part of an overall effort to greatly reduce the overall signage at the Property. In light of the fact that there are far fewer signs per façade than existed in the past, the installation of the Projecting Signs will not cause undue visual clutter when viewed from any of the neighboring properties or ways. In fact, the Petitioner minimized the size of the Requested Sign on First Street in direct response to feedback received from otherwise supportive abutting property owners. The Petitioner also sought input from abutters and appeared before the East Cambridge Planning Team and the Planning Board with respect to the Project, which presentations included the Projecting Signs for which relief is sought. Please see the attached letters from various abutters and neighborhood groups in support of the Project, which emphasize the benefits to the public afforded by emphasizing the identity of CambridgeSide. Additionally, the Projecting Signs have been designed in a color scheme and size to complement the newly remodeled interior and exterior facades at CambridgeSide in order to improve aesthetics in the surrounding area. Therefore, granting relief for installation of the Projecting Signs will not be a detriment to the public good.

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

The relief requested can be granted without nullifying or substantially derogating from the intent or purpose of this Ordinance. According to Section 13.51.1, the PUD-4 District is "intended to encourage an active urban setting around the Lechmere Canal and along public and private streets both during and after customary business hours. Ground floor building spaces oriented toward the Lechmere Canal and public streets should primarily contain retail or consumer service office uses to the extent possible." Section 7.11.2 provides that the Ordinance's sign regulations intend "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; [and] to control and reduce visual clutter and blight; . . . ."

The prominence of the Projecting Signs, which extend off the building on the First Street and Edwin Land Boulevard facades, in particular will facilitate and further the building identity

and way finding goals of the Project in order to improve Property identity. Further, the Projecting Sign on the First Street façade serves to further activate an area in East Cambridge that is undergoing an impressive transition to a more active setting in light of development occurring on adjacent lots. The internal illumination proposed for the Projecting Signs will also aid in promoting an active urban setting around the Lechmere Canal and surrounding public streets. Finally, as noted above, the design of the Projecting Signs in conjunction with the Project will help to reduce any visual clutter that may have existed in the past and will further the City's interest in aesthetics through the installation of consolidated and complementary signs. Accordingly, the relief requested can be granted without nullifying or substantially derogating from the intent or purpose of this Ordinance.

For the reasons set forth above, the Petitioner respectfully requests that the Board of Zoning Appeal grant the above-described variance and such other relief as the Board deems proper.

**APPENDIX B**

**[see attached]**

THE EAST CAMBRIDGE  
**ECBA**  
BUSINESS ASSOCIATION  
*Inman Square • Lechmere Square*

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

**Board and Officers**

Patrick Magee, President  
*Atwoods Tavern*

Stephen LaMaster, Clerk  
*Hafen*

Michelle Lower, Treasurer  
*Alexandria Real Estate  
Equities*

Carl Fantasia  
*New Deal Fish Market*

Paul Ferreira  
*Cambridge Printing Co*

Lenny Frisoli  
*Frisoli Associates, P.C.*

Michael Grill  
*Fairlane Properties*

Michael J. Ring  
*The Law Office  
of Michael J. Ring*

Mark Rogers  
*Rogers Properties Group*

January 11, 2018

Cambridge Planning Board  
344 Broadway  
Cambridge, MA 02139

Members of the Board,

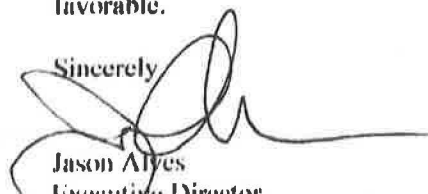
We are writing in regards to Planning Board Case #65. The ECBA is supportive of Cambridgeside's attempts to improve the exterior of their building. Their proposal reduces the signage and improves the lighting by upgrading efficiency and reducing light pollution. The changes will also help to distinguish the building itself as a destination along the streetscape.

First Street is currently experiencing significant investment and positive changes. The full potential of First Street is currently hindered by the Cambridgeside garage entrances and loading areas. New England Development recognizes these issues and the lighting plan is a step forward and creating some continuity. Additionally their commitment to explore green screens recognizes that they too feel they can achieve more along the corridor.

The Land Boulevard improvements are also very attractive. The Cambridgeside will become a visually inviting place that will draw visitors from the Sonesta, creating more opportunities to connect tourism to First and Cambridge Street businesses.

Thank you for taking this into consideration. I hope you find the proposal favorable.

Sincerely,



Jason Alves  
Executive Director  
East Cambridge Business Association



**Paul M. Ognibene**  
**Chief Executive Officer**

January 22, 2017

Cambridge Planning Board  
344 Broadway  
Cambridge, MA 02139

Dear Members of the Board:

I'm writing in support of Planning Board Case #65. As a property owner in the area, I'm delighted to learn about New England Development's initiative to enhance the exterior of the CambridgeSide building.

New England Development's proposal to upgrade building signage and lighting will greatly improve CambridgeSide's First Street façade. The improvements to the Land Boulevard side will also beautify the area.

New England Development's efforts to revitalize CambridgeSide dovetail with our own company's efforts to revitalize the First Street Corridor by adding over 250 new residential units, 40,000 square feet of retail, and 50,000 square feet of office space. We look forward to a significant boost in activity along the First Street Corridor thanks to new shoppers, residents, and office users.

Thank you for taking our perspective into consideration. I hope that you will find New England Development's proposal favorable.

Best regards,

A handwritten signature in blue ink that reads "Paul M. Ognibene".

**East Cambridge**



**Planning Team**

*A Neighborhood Organization for the Betterment of East Cambridge*

January 22, 2018

City of Cambridge Planning Board  
City Hall Annex  
344 Broadway  
Cambridge, MA 02139

**RE: CambridgeSide Exterior Upgrades - PUD 66 Design Review**

Dear Chairman H T Cohen, Vice Chairman Connelly; Members Bacci, S Cohen, Flynn, Russell, and Sieniewicz; and Associate Members Nur and Tiffany:

On December 13, 2017, an exterior upgrade design for CambridgeSide was presented to the East Cambridge Planning Team (ECPT) by New England Development (NED). The presenters included Rich McKinnon on behalf of New England Development, Issie Shait of New England Development, and Chris Sheehan of Leverage Design.

After reviewing the design, residents voiced the following issues to New England Development:

- Lanterns and vertical lighting. The potential of light bleeding outward into the nearby homes and upwards into the sky was voiced.
- First St Façade appearance. Possibly improve the façade with greenery (green wall or flower boxes) to make it more appealing.
- Size of the CS logos. Oversized and should be reduced.
- Building sustainability. Improve with to a green roof to reduce heat islands and/or solar panels.

NED agreed to address the issues and return to ECPT with a new plan.

New England Development subsequently returned to ECPT On January 10, 2018, and presented a revised design based on neighborhood input. After the presentation, ECPT voted unanimously to support it subject to following conditions:

- The ability to adjust the revised lighting plan based on continued neighborhood feedback
- That NED/CambridgeSide work with the City and neighborhood on the design of the First Street façade to activate and improve it, including creating a green wall and window boxes at the garage
- Participate in the City's solar program and create a green roof to mitigate heat islands as feasible

CambridgeSide is an important part of East Cambridge and we do understand it faces challenges by the changing face of retail and needs to adapt and attract more patrons. In conclusion, we support this plan with continued neighborhood input as it evolves and is implement.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Hinds'.

Charles T. Hinds  
President, ECPT

cc: Liza Paden, Planning Board, lpaden@cambridgema.gov

East End House 105 Spring Street, Cambridge MA 02141

[ecplanningteam@gmail.com](mailto:ecplanningteam@gmail.com)

**FIGURE 1**

**[see attached]**



PROJECTING BLADE

## Leverage/

Leverage Design Group, Inc. © 2018

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### CLIENT

New England Development

### PROJECT

CambridgeSide  
Exterior Signage

### DATE

2.16.18

### REVISIONS

REV #	DESCRIPTION	BY	DATE
△	_____		
△	_____		
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### SHEET

Sign Type C1  
Projecting Blade  
Land Blvd.

### STREET NUMBER

G.9





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**CLIENT**  
 New England Development

**PROJECT**  
 CambridgeSide  
 Exterior Signage

**DATE**  
 2.16.18

**REVISIONS**

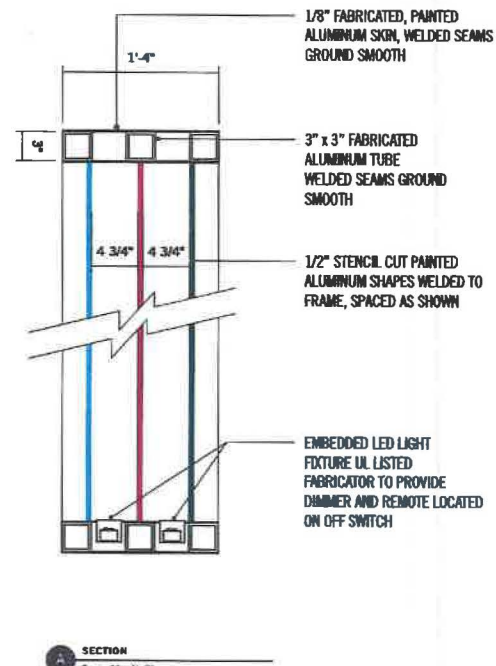
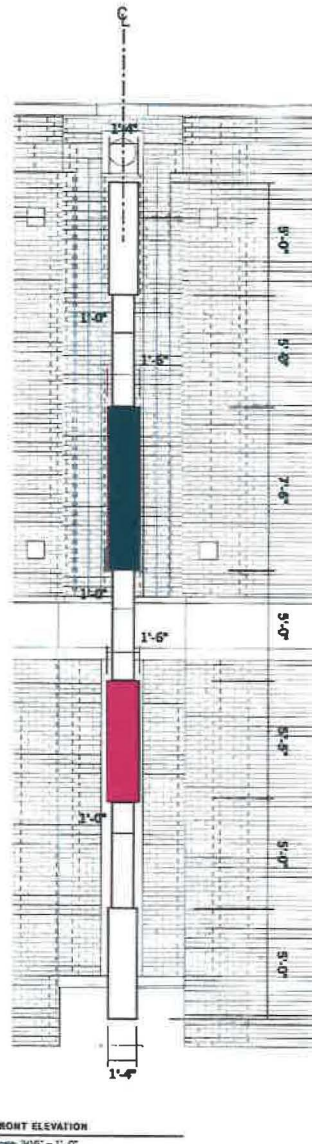
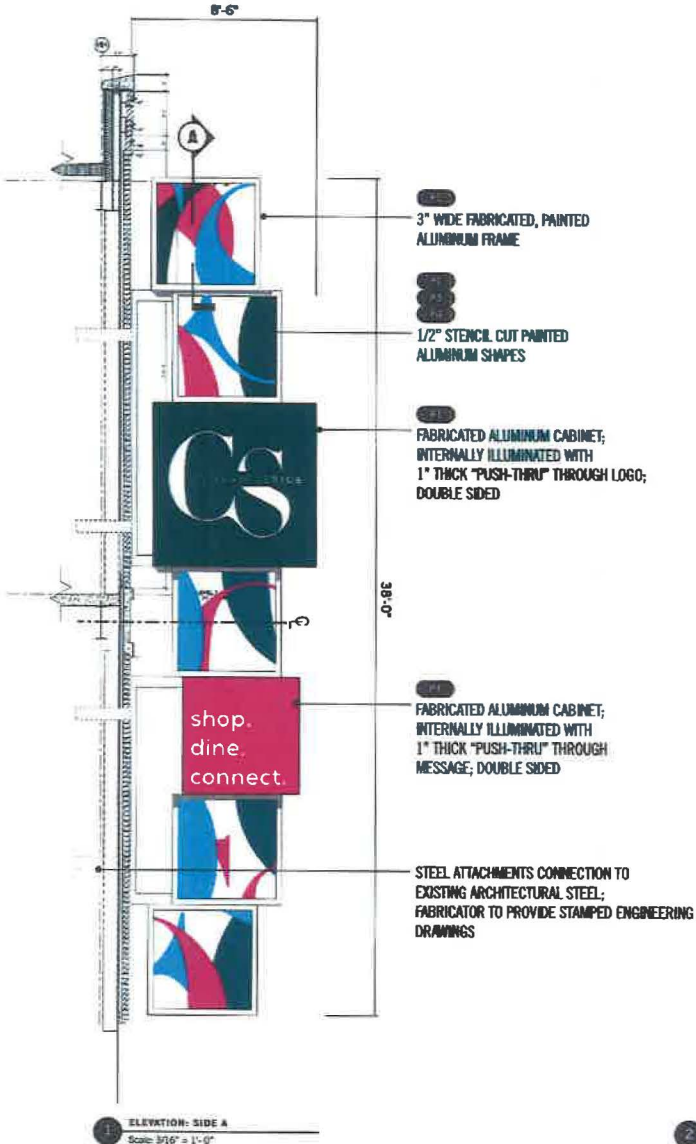
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**SHEET**  
 Sign Type C2  
 Projecting Blade  
 First Street

**SHEET NUMBER**  
**G.12**

**FIGURE 2**

**[see attached]**



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<b>PROJECT</b>	CambridgeSide Exterior Signage																									
<b>DATE</b>	2.16.18																									
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### CLIENT

New England Development

### PROJECT

CambridgeSide  
Exterior Signage

### DATE

2.16.18

### REVISIONS

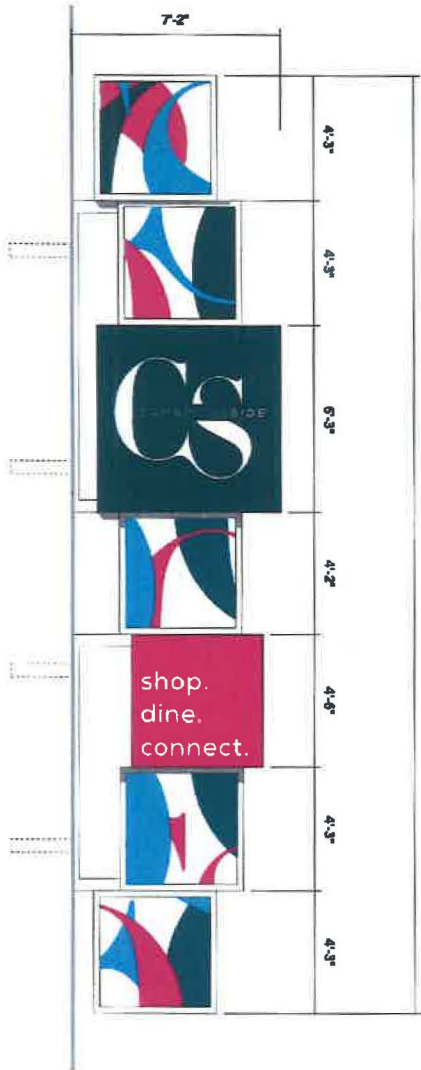
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### SHEET

Sign Type C1  
Projecting Blade  
Land Blvd.

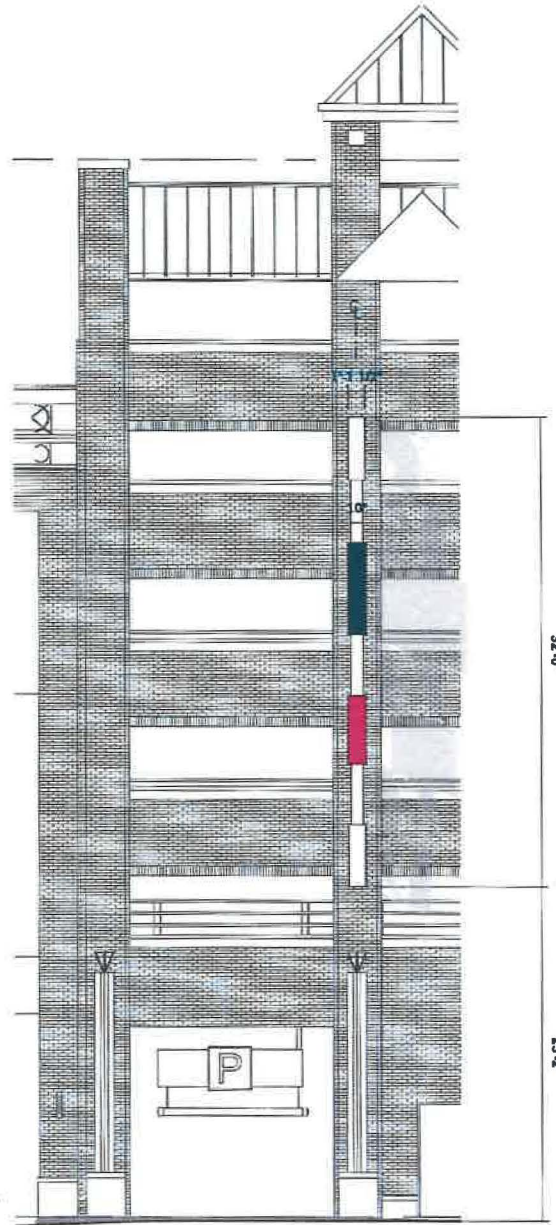
### SHEET NUMBER

G.8



1 ELEVATION: SIDE A  
Scale: 1/4" = 1'-0"

NOTE:  
REFER TO C1 DRAWING FOR  
DETAILS AND SPECIFICATIONS



2 FRONT ELEVATION  
Scale: 1/8" = 1'-0"

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### CLIENT

New England Development

### PROJECT

CambridgeSide  
Exterior Signage

### DATE

2.16.18

### REVISIONS

REV #	DESCRIPTION	BY	DATE
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### SHEET

Sign Type C2  
Projecting Blade  
First Street

### SHEET NUMBER

G.10



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### CLIENT

New England Development

### PROJECT

CambridgeSide  
Exterior Signage

### DATE

2.16.18

### REVISIONS

REV #	DESCRIPTION	BY	DATE
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### SHEET

**Sign Type C2**  
Projecting Blade  
First Street

### SHEET NUMBER

**G.11**

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.

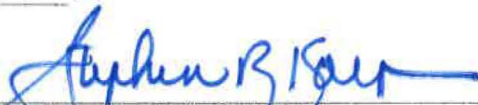
I/We CambridgeSide Galleria Associates Trust  
(OWNER)

Address: c/o New England Development, 75 Park Plaza, Boston, MA 02116

State that I/We own the property located at 100 CambridgeSide Place, Cambridge, MA 02141, which is the subject of this zoning application.

The record title of this property is in the name of CambridgeSide Galleria Associates Trust.

\*Pursuant to a deed of duly recorded in the date January 9, 1987, Middlesex South County Registry of Deeds at Book \_\_\_\_\_, Page \_\_\_\_\_; or Middlesex Registry District of Land Court, Certificate No. 179085  
Book 1025 Page 135

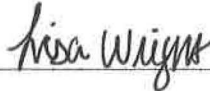


SIGNATURE BY LAND OWNER OR AUTHORIZED TRUSTEE, OFFICER OR AGENT\*

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

Commonwealth of Massachusetts, County of SUFFOLK

The above-name Stephen R. Karp personally appeared before me, this 19 of March, 2018, and made oath that the above statement is true.



Notary

My commission expires November 26, 2021 (Notary Seal).

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



CERTIFICATE OF TRUSTEES OF  
CHARTERHOUSE OF CAMBRIDGE TRUST

732980

The undersigned, Roger P. Sonnabend, John J. Duane and Brian T. Owen, Trustees of Charterhouse of Cambridge Trust, created pursuant to a Declaration of Trust, dated as of December 27, 1963, recorded with the Middlesex South Registry of Deeds in Book 11160, Page 340 (the "Trust"), hereby certify the following

matters relevant to the Trust:

1. The Trust is in full force and effect as of the date hereof.
2. The undersigned, Roger P. Sonnabend, John J. Duane and Brian T. Owen, are the sole Trustees of the Trust and have not executed a written instrument reciting their resignation as Trustees as of the date hereof, except in connection with a certain mortgage loan to the Trust by Citicorp Real Estate, Inc.
3. The undersigned, as Trustees of this Trust, have been, and each of them hereby is, authorized and empowered on behalf of this Trust to sell and convey a certain parcel of land in Cambridge, located on the north side of Commercial Avenue and known as 29-41 Commercial Avenue, to the Trustees of Riverside Galleria Associates Trust, in consideration of \$2,100,000 and a 99 year parking lease for 150 motor vehicles, and to execute and deliver such documents, instruments, agreements and certificates, including a deed and lease, as may be reasonably necessary to effect such sale and conveyance, such execution and delivery by the Trustee or Trustees acting in the circumstances to be conclusive evidence of the due execution and delivery thereof on behalf of this Trust.
4. The undersigned, as Trustees of the Trust, have been, and each of them hereby is, authorized and empowered on behalf of this Trust to execute and deliver to Citicorp Real Estate, Inc. such documents, instruments, agreements and certificates as may be reasonably necessary to obtain from said Citicorp Real Estate, Inc. a partial release of Citicorp's first mortgage on the parcel being sold to the Trustees of Riverside Galleria Trust Associates, such execution and delivery

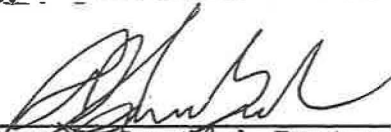



732980


by the Trustee or Trustees acting in the circumstances to be conclusive evidence of the due execution and delivery thereof on behalf of the Trust, and, in addition, to remit to Citicorp the net proceeds from the aforesaid sale to be applied by Citicorp to the principal amortization of the outstanding Citicorp loans.

The foregoing authorization has not been altered, amended or rescinded and remains in full force and effect as of the date hereof. This Certificate is executed as an instrument under seal

as of this 30<sup>th</sup> day of December, 1966.

  
\_\_\_\_\_  
Roger P. Sonntag, Trustee

  
\_\_\_\_\_  
John J. Duane, Trustee

  
\_\_\_\_\_  
Brian T. Owen, Trustee

732980

KNOW ALL MEN BY THESE PRESENTS, that ROGER P. SONNABEND, BRIAN T. OWEN and JOHN J. DUANE, as Trustees of CHARTERHOUSE OF CAMBRIDGE TRUST under Declaration of Trust dated December 27, 1963 and recorded with Middlesex South District Deeds in Book 11160, Page 340, of Boston, Suffolk County, Massachusetts, for Two Million One Hundred Thousand dollars (\$2,100,000) consideration paid, grant to STEPHEN R. KARP, of Weston, Massachusetts, STEPHEN C. PLUMERI, of Medfield, Massachusetts, and WILLIAM H. MCCABE, JR., of Weston, Massachusetts, not individually, but as Trustees of RIVERSIDE GALLERIA ASSOCIATES TRUST, created under Declaration of Trust dated as of April 1, 1985 and recorded with Middlesex South District Registry of Deeds in Book 16089, Page 56; WITH QUITCLAIM COVENANTS,

AND REGISTERED L.C. # 678267

That certain parcel of land, with the improvements thereon, situated in Cambridge, Middlesex County, Commonwealth of Massachusetts, bounded and described as follows:

Southwesterly by Lot 20 on the plan hereinbelow referenced, being land now or formerly of CC & F Commercial Avenue Trust, one hundred two and 78/100 (102.78) feet;

Northwesterly by Lot G<sup>4</sup> on said plan, being land now or formerly of Riverside Galleria Associates Trust, eight and 36/100 (8.36) feet and sixty-seven and 71/100 (67.71) feet;

Northeasterly and easterly by the southwesterly and westerly lines of Commercial Avenue Service Road ninety-nine and 70/100 (99.70) feet and forty-seven and 12/100 (47.12) feet; and

Southeasterly by the northwesterly line of Commercial Avenue, forty-one and 00/100 (41.00) feet.

1025  
P133

Said parcel comprises 6,161 square feet, be the same more or less, and is shown as Lot 22 on a Subdivision Plan of Land in Cambridge, MA., dated September 5, 1986, prepared by Boston Survey Consultants, which plan is further entitled "25-41 Commercial Avenue" (drawing No. 2663-28) and which plan has been filed as Plan No. 85T with the Engineering Department of the Land Court on September 5, 1986.

Also another certain parcel of land, with the improvements thereon, situated in Cambridge, Middlesex County, Commonwealth of Massachusetts, bounded and described as follows:

Southeasterly by the northwesterly line of Commercial Avenue, seventy and 38/100 (70.38) feet and one hundred forty-nine and 96/100 (149.96) feet;

Southerly and southwesterly by the northerly and northeasterly lines of Commercial Avenue Service Road, forty-seven and 12/100 (47.12) feet and one hundred ten and 56/100 (110.56) feet;

732980

Northwesterly by Lotes G<sup>2</sup> and 7 on the plan hereinbelow referenced, being land now or formerly of Riverside Galleria Associates Trust, eighteen and 39/100 (18.39) feet and two thundred thirty-one and 95/100 (231.95) feet; and

Northeasterly by Lot A on said plan, being land now or formerly of Charterhouse of Cambridge Trust, one hundred forty-one and 48/100 (141.48) feet.

1025  
p133  
Said parcel comprises 35,127 square feet, be the same more or less, and is shown as Lot 23 on a Subdivision Plan of Land in Cambridge, MA., dated September 5, 1986, prepared by Boston Survey Consultants, which plan is further entitled "25-41 Commercial Avenue" (drawing No. 2663-28) and which plan has been filed as Plan No. 85T with the Engineering Department of the Land Court on September 5, 1986.

Also another certain parcel of land, with the improvements thereon, situated in Cambridge, Middlesex County, Commonwealth of Massachusetts, bounded and described as follows:

Southeasterly by the northwesterly line of Commercial Avenue, one hundred and 02/100 (100.02) feet;

Southwesterly by Lot 23 on the plan hereinbelow referenced, being land now or formerly of Charterhouse of Cambridge Trust, one hundred forty-one and 48/100 (141.48) feet;

Northwesterly by Lot 7 on said plan, being land now or formerly of Riverside Galleria Associates Trust, one hundred and 00/100 (100.00) feet; and

Northeasterly by Lot 12 on said plan, being land now or formerly of Commonwealth of Massachusetts, one hundred forty-three and 55/100 (143.55) feet.

1025  
p133  
Said parcel comprises 14,237 square feet, be the same more or less, and is shown as Lot 24 on a Subdivision Plan of Land in Cambridge, MA., dated September 5, 1986, prepared by Boston Survey Consultants, which plan is further entitled "25-41 Commercial Avenue" (drawing No. 2663-28) and which plan has been filed as Plan No. 85T with the Engineering Department of the Land Court on September 5, 1986.

The Grantor means to convey by this Quitclaim Deed the premises described in Certificate of Title No. 159417, less the property taken by the Commonwealth of Massachusetts pursuant to the Document Nos. 664199 and 667510, and the premises described in Certificate of Title No. 138245, less the property taken by the Commonwealth of Massachusetts pursuant to Document Nos. 664199 and 667510.

The premises conveyed hereby is subject to all the encumbrances shown on Certificates of Title 130299 and 122794.

732980

WITNESS our hands and seals this 22 day of December, 1986.

[Signature]  
Roger P. Sonnabend, Trustee

[Signature]  
John J. Duane, Trustee

[Signature]  
Brian T. Owen, Trustee

~~COMMONWEALTH OF MASSACHUSETTS~~  
~~STATE OF FLORIDA~~

SS December 16, 1986

Then personally appeared before me the above-named Roger P. Sonnabend, Trustee and stated that the aforesaid was his free act and deed before me.

[Signature]  
Notary Public  
My Commission Expires July 19, 1988  
BONDED THROUGH KLEBERRY, SHOLEY & HATLEY INSURANCE & BONDS, INC.

COMMONWEALTH OF MASSACHUSETTS

SS December 22, 1986

Then personally appeared before me the above-named John J. Duane, Trustee and stated that the aforesaid was his free act and deed before me.

[Signature]  
Notary Public  
My Commission Expires: 5/5/89

COMMONWEALTH OF MASSACHUSETTS

SS December 22, 1986

Then personally appeared before me the above-named Brian T. Owen, Trustee and stated that the aforesaid was his free act and deed before me.

[Signature]  
Notary Public  
My Commission Expires: 5/5/89

LAND COURT, BOSTON, The land herein described will be shown on our approved plan to follow as

JAN 8 1987  
Plan 85-T Lots 22, 23 + 24  
(EXAMINED AS TO DESCRIPTION ONLY)  
Louis A. Moore, Engineer L.M.S.

57

732980

2 4 9 6 0 2  
COMMONWEALTH OF MASSACHUSETTS  
DEEDS & EXCISE  
JAN-97  
P.B. 11004

2 4 9 6 0 3  
COMMONWEALTH OF MASSACHUSETTS  
DEEDS & EXCISE  
JAN-97  
P.B. 11004

2 4 9 6 0 6  
COMMONWEALTH OF MASSACHUSETTS  
DEEDS & EXCISE  
JAN-97  
P.B. 11004

2 4 9 6 0 4  
COMMONWEALTH OF MASSACHUSETTS  
DEEDS & EXCISE  
JAN-97  
P.B. 11004

2 4 9 6 0 5  
COMMONWEALTH OF MASSACHUSETTS  
DEEDS & EXCISE  
JAN-97  
P.B. 11004

2 4 9 6 0 7  
COMMONWEALTH OF MASSACHUSETTS  
DEEDS & EXCISE  
JAN-97  
P.B. 11004

732980

DOCUMENT NO. 732980

7-7

Written By ARUDA  
Checked By J. MACKEY

(5)

ID # 26236

SO. MIDDLESEX LAND COURT  
REGISTRY DISTRICT  
RECEIVED FOR REGISTRATION

AT 3 M 30 M P M

JAN - 5 1987

NOTED ON CERT. NO. 179083

REG. BK. 1025 PAGE 133

CLERK *MS* JOHN P. TAMPARELLI  
ASSISTANT RECORDER

*plus 20  
of 20.00  
45.00*

TRANSFER CERTIFICATE OF TITLE ISSUED  
AND THE SAME IS RECORDED ON  
BOOK 1025 PAGE 133  
BEING CERTIFICATE NO. 179083  
IN MIDDLESEX SOUTH REGISTRY DISTRICT

*Phil. of T  
1325 349*

CERTIFICATE OF FIRST AMENDMENT OF DECLARATION OF TRUST  
ESTABLISHING RIVERSIDE GALLERIA ASSOCIATES TRUST

*Drop*

Reference is hereby made to the following:

A. That certain Declaration of Trust dated as of April 1, 1985 recorded with the Middlesex South District Registry of Deeds in Book 16089, Page 56, and filed with the Middlesex South Registry District of the Land Court as Document No. 678867, establishing Riverside Galleria Associates Trust (the "Trust"). *orig. file 173226, 496-70*

B. The beneficiaries of the Trust have-executed an instrument amending the terms of the Trust.

NOW, THEREFORE, the undersigned, being all of the Trustees of the Trust, do hereby certify pursuant to paragraph 6 of the Trust, that effective as of the date of this instrument, said Declaration of Trust is hereby amended by deleting paragraph eight (8) thereof in its entirety and by substituting therefor the following paragraph:

✓ "8. This Trust shall be referred to as the: CambridgeSide Galleria Associates Trust."

WITNESS the execution hereof, under seal, in any number of counterpart copies, each of which counterpart copies shall be deemed an original for all purposes, as of May 24, 1988.

*Stephen R. Karp*  
\_\_\_\_\_  
Stephen R. Karp, as Trustee and not individually

*Stephen C. Plumeri*  
\_\_\_\_\_  
Stephen C. Plumeri, as Trustee and not individually

*William H. McCabe, Jr.*  
\_\_\_\_\_  
William H. McCabe, Jr., as Trustee and not individually

COMMONWEALTH OF MASSACHUSETTS)  
 ) ss.  
COUNTY OF MIDDLESEX )

May 24, 1988

Then personally appeared the above-named Stephen R. Karp who  
acknowledged the foregoing instrument to be his free act and deed as  
Trustee as aforesaid, before me.

Carole Cassidy Danner  
Notary Public  
My commission expires:

**Carole Cassidy Danner**  
Notary Public

My Commission Expires April 13, 1995

COMMONWEALTH OF MASSACHUSETTS)  
 ) ss.  
COUNTY OF MIDDLESEX )

May 24, 1988

Then personally appeared the above-named Stephen C. Plumeri who  
acknowledged the foregoing instrument to be his free act and deed as  
Trustee as aforesaid, before me.

Carole Cassidy Danner  
Notary Public  
My commission expires:

**Carole Cassidy Danner**  
Notary Public  
My Commission Expires April 13, 1995

COMMONWEALTH OF MASSACHUSETTS)  
 ) ss.  
COUNTY OF MIDDLESEX )

May 24, 1988

Then personally appeared the above-named William H. McCabe, Jr., who  
acknowledged the foregoing instrument to be his free act and deed as  
Trustee as aforesaid, before me.

Carole Cassidy Danner  
Notary Public  
My commission expires:

**Carole Cassidy Danner**  
Notary Public  
My Commission Expires April 13, 1995



774995

*Abelton Golden & Coia*

*227-3730*

PHONE

STREET ADDRESS

CITY AND STATE

RECEIVED

1988

RECEIVED

1988

RECEIVED

1988

Endorsed by ARUDA  
Checked by J. MACKEY

DOCUMENT 774995

3-3

SO. MIDDLESEX LAND COURT  
REGISTRY DISTRICT  
RECEIVED FOR REGISTRATION

ON 05/31/88 AT 11:59:20 20.00

NOTED ON:  
CERT 0173226 BK 996 PG 76 ✓  
" 179085 " 1025 " 135 ✓

Ent	Name	Invoice	Date	Reference	Amount	Discount	Net
1119	CambridgeSide Partners LLC	Variance App	3/19/2018	3/18 CSG Variance App Fee	3,815.00	0.00	3,815.00

<b>Payor:</b> Cambridgeside Partners	<b>Date:</b> 3/20/2018	<b>Check No.:</b> 033643	<b>Check Amount:</b> 3,815.00
<b>Payee:</b> CITY OF CAMBRIDGE			

Retain this statement for your records

THIS CHECK HAS A COLORED BACKGROUND AND CONTAINS MULTIPLE SECURITY FEATURES - SEE BACK FOR DETAILS

**Cambridgeside Partners**  
**c/o New England Development**  
**75 Park Plaza**  
**Boston, MA 02116**

Bank of America  
 Boston, MA

5-13  
 110

Date	Check No.	Check Amount
3/20/2018	033643	<b>\$3,815.00</b>

Three Thousand Eight Hundred Fifteen AND 00/100 Dollars

Pay to the order of:

VOID IF NOT CASHED WITHIN 120 DAYS WITHIN DATE OF ISSUE

**CITY OF CAMBRIDGE**



*Stephen R. Fay*

⑈00033643⑈ ⑆011000138⑆ 000055253291⑈