

Case: PB #91

Premises: 199 Alewife Brook Parkway

Petitioner: R. Cooper for REM Realty

Application Date: May 17, 1990

Public Hearing: June 5, 1990

Petition: Parkway Overlay District, Special Permit to waive the maximum dimensional requirements for the signs.

Date of Planning Board Decision: June 5, 1990

Decision Filing Date: September 12, 1990

Decision (summary): GRANTED with conditions

CONDITIONS: Special Permit was granted for a lit awning with letters measuring no more than 21 inches. This would be the entire signage allowed for this business in height. The sign on the free standing stanchion must be removed.

CITY OF CAMBRIDGE, MASSACHUSETTS
PLANNING BOARD

CITY HALL ANNEX, 57 INMAN STREET, CAMBRIDGE 02139

NOTICE OF DECISION

Case No.: #91
Premises: 199 Alewife Brook Parkway
Zoning District: Business C/Parkway Overlay District
Owner: REM Realty/Robert Marlow, Trustee
Petitioner: Reid Cooper, Simone Acciavatti, Representative
Application Date: May 17, 1990
Date of Public Hearing: June 5, 1990
Petition: Parkway Overlay District, Section 11.637, Special
Permit to waive the maximum dimensional requirements
for the signs.
Date of Planning Board Decision: June 5, 1990
Date of filing the Decision: September 12, 1990
Decision (summary): GRANTED with conditions.

SEP 12 1990 1:47

Appeals, if any, shall be made pursuant to Section 17 of Massachusetts General Laws Chapter 40A, and shall be filed within twenty (20) days after the date of filing of the above referenced decision with the City Clerk.

Copies of the complete decision and final plans, if applicable, are on file with the office of Community Development and the City Clerk.

Elizabeth Malenfant
Authorized Representative to the Planning Board

9/12/90

Date

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Application

Documents Submitted

1. Special Permit Application dated May 17, 1990, filed as complete May 17, 1990, with a "Sign Design Review Application" from the Community Development Department.
2. Proposed plan for the signage at the Tech Computer Center, canopy layout, March 8, 1990, scale as noted.

Public Hearing

At the public hearing, held June 5, 1990, the Petitioner, presented the sign proposal which consisted of a new sign which would be lit from dusk to 11 p.m. Lester Barber of the Community Development Department explained the sign regulations and the Parkway Overlay District regulations regarding signs as applicable to the application. The applicant is allowed 32 square feet of signage and is requesting a total of 80 square feet. The Board asked the petitioner about the removal of the existing nonconforming signs and free standing sign at the site. The Board also explained the strategy for the removal of excessive signage in the Parkway Overlay District. There was extensive discussion between the applicant and the Board regarding possible changes to bring the application closer to conforming with the existing regulations. The applicant objected on the grounds that the area is congested and his business needs to draw attention to the location.

Findings

The Board finds that the improvement of quality and reduction in quantity of the signs in the Parkway Overlay Districts is very important to the establishment and maintenance of the District's character. This is a small step towards the goal of enhancing the public open space which is important to the Board.

Decision

The Board voted to GRANT a Special Permit for a lit awning with letters measuring no more than 21 inches. This would be the entire signage allowed for this business in height. The Special Permit require that the sign on the free standing stanchion be removed. Reconsideration failed.

Voting to grant the Permit were: P. Dietrich, H. Russell, D. Kennedy, A. Cohn, A. Callaghan, and C. Meith.

For the Planning Board,

Handwritten signature of Paul Dietrich in cursive script, with the initials "PM" written in the upper right corner of the signature.

Paul Dietrich, Chairman

A copy of this decision shall be filed with the Office of the City Clerk. Appeals is any shall be made pursuant to Section 17, Chapter 40A, Massachusetts General Laws and shall be filed within twenty (20) days of such filing in the Office of the City Clerk.

ATTEST: A true and correct copy of the decision filed with the Office of the City Clerk on September 12, 1990, by Elizabeth J. Malenfant, authorized representative of the Cambridge Planning Board. All plans referenced in the decision have likewise been filed with the City Clerk on such date.

Twenty (20) days have elapsed since the filing of this decision. No Appeal has been filed.

City Clerk, City of Cambridge

Date