

# Harvard Square Conservation District Study Committee

December 14, 2017

# Harvard Square Conservation District

7/12/2000-10/24/2017

1,409 applications to approve all types of work requiring a building permit

-844 applications for interior work, projects not visible from a public way, or telcomm gear

565 applications for substantive publicly visible work

# Harvard Square Conservation District

- A. Demolition and New Construction – 12 cases
- B. Additions and Alterations
- C. Restoration – 13 cases
- D. Storefronts – 57 cases
- E. Signs – 234 cases

# Demolition and New Construction



Case 1052, Mt. Auburn Street (November 2000)



Case 1116, 88-90 and 92-94 Mt. Auburn Street (April 2001)  
DENIED: “aggressively indifferent” to residential-scale context



Case 1329, 88-90 and 92-94 Mt. Auburn Street (October 2002)



Case 1242, O Arrow Street (June 2002)





Case 1956, 1131 Massachusetts Avenue/5-7 Remington Street (November 2006)



Case 2178: 112 and 114-116 Mt. Auburn Street (May 2008)  
Case 2997: 112 and 114-116 Mt. Auburn Street (February 2013)



Case 3678, 1-7, 9-11 JFK Street and 18-20 Brattle Street (September 2016)

# Alterations and Additions

Approved, except as noted



Case 1056, 1230 Massachusetts Avenue (11/2000)  
CHC approved for three additional stories



Case 1138: 98 Winthrop Street. Additions and bridge to 10 Eliot Street (August 2001)



Case 1459, Hasty Pudding Theatre  
(Farkas Hall), 12 Holyoke Street  
(October 2003)



Case 3181: 57 JFK (February 2014)

DENIED: Inappropriate in the context of Winthrop Park (height, massing, exterior appearance)





**PETER QUINN ARCHITECTS**  
 ARCHITECTURE  
 PLANNING  
 COMMUNITY DESIGN

PETER QUINN ARCHITECTS LLC  
 335 OLM STREET - SUITE 201  
 SOMERVILLE, MA 02144  
 PH: 617-254-1636

IDEAL

CORNER RAYT

PROJECT  
**ADDITION TO 57 JFK ST**  
 57 JFK STREET  
 CAMBRIDGE, MA

PREPARED FOR  
**RAJ & RAJ LLC**

1200 BEACON ST  
 BROOKLINE, MA 02466

DRAWING TITLE  
**COLORED ELEVATIONS - JFK STREET**

SCALE AS NOTED

REVISION	DATE
HC APPL	11/19/2014
HC APPL	10/15/2014
HC APPL	08/13/2014
HC	08/07/2014
HC & CDD	07/30/2014

DRAWN BY  
ACW

REVISIONED BY  
PD

**A0.1**

Case 3319, 57 John F. Kennedy Street (September 2014)



Case 3363, 16-18 Eliot Street (December 2014)



Case 3393, Smith Campus Center (as approved by CHC, April 2015)



Smith Campus Center (as approved by BZA, October 2015)

Restoration



Case 1181: 1408-1414 Mass. Ave., restore aluminum façade (2001)



Case 1459, Hasty Pudding Theatre  
(Farkas Hall), 12 Holyoke Street  
(October 2003)



Case 1919: 1300-1316 Massachusetts Ave (2006-2016)





Case 2178: 112 Mt. Auburn Street (2008, 2013)



Case 2954: 40 Bow Street/30 Plympton Street (2012)



BEFORE



AFTER

HARVARD LAMPOON



Case 3031: 44 Bow Street (2013)



Case 3318: 115 Mt. Auburn Street (2014)

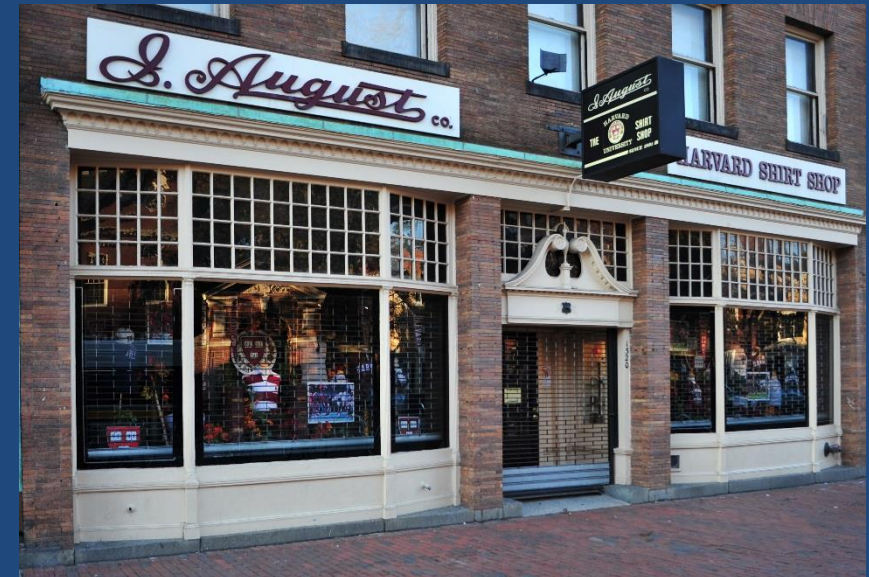


Case 3397: 1324 Mass. Ave. (2015)

# Storefront Alterations & Restorations

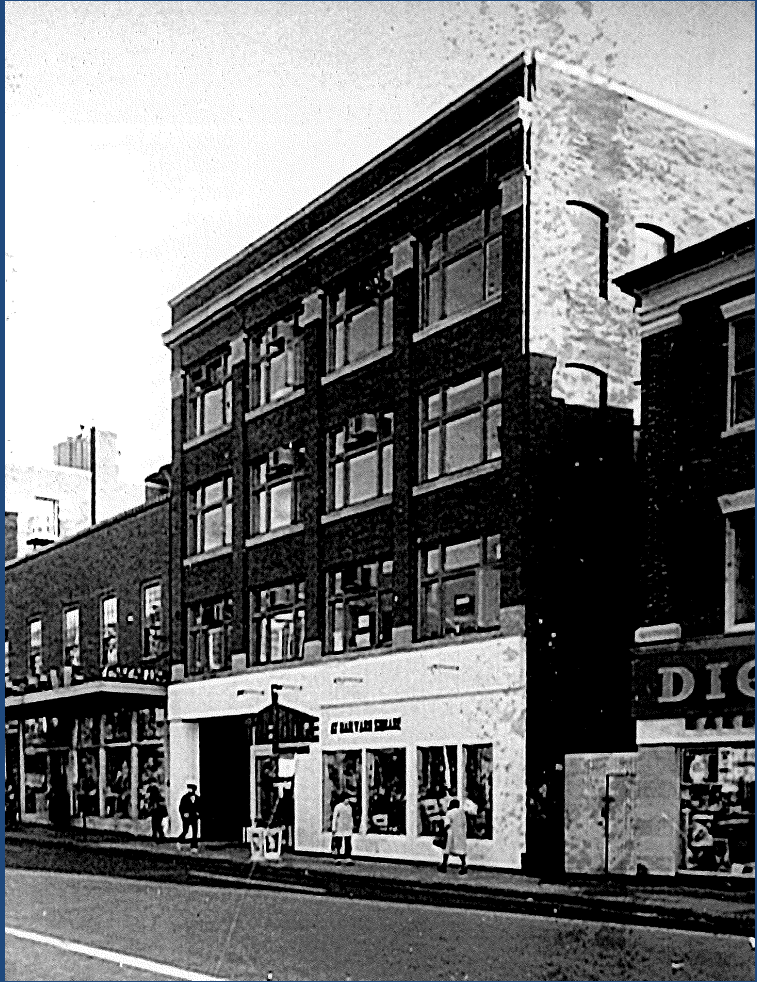
No hearing required per guidelines  
(with four exceptions)

# Four Protected Storefronts



Clockwise from  
upper left:

30 Plympton Street  
1316 Mass. Ave.  
1320 Mass. Ave.  
1304 Mass. Ave.



ca. 1975



18-24 Brattle Street, The Lodge  
(Tess alteration pre-dates district but is used as an example)





Case 1239: 5 Brattle Street  
Storefront changes, within masonry  
surround per guidelines (2002)



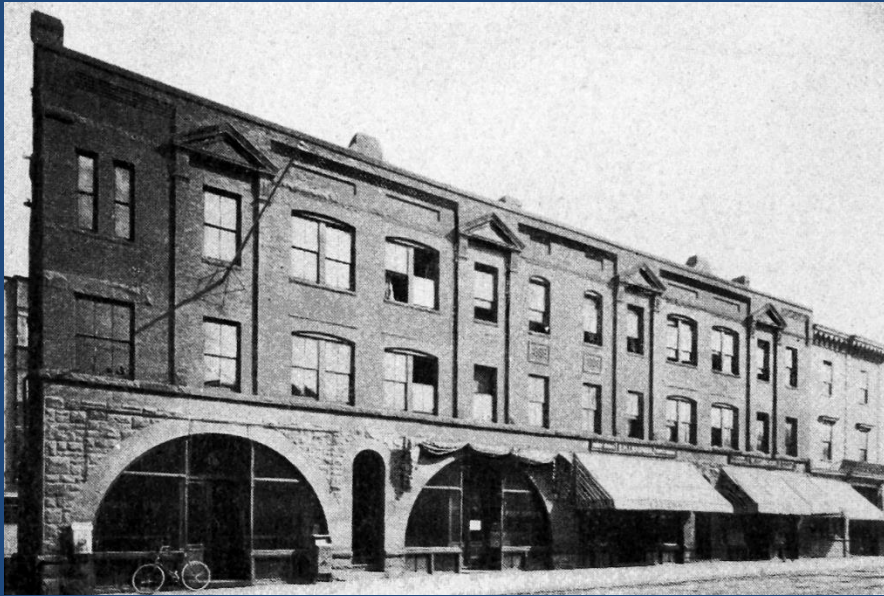
Case 1497: 1270 Mass. Ave.  
Storefront changes  
within masonry surround  
(March 2004)



Case 1118: 27 Church Street (2001)  
Cambridge One renovations to storefront required a hearing.



1300-1316 Massachusetts Ave



Case 1599: 18 John F. Kennedy Street. Papyrus, restored arched storefront (2004)



Cases 2076 and 2168: 3 Brattle Street (2008)

Uncovered marble pier. Other storefront changes within masonry surround



Case 3439: 24-28 JFK Street  
Capital One restored arched storefronts





Case 3567: 1326 Mass. Ave. (2016)

Clover restored tiled interior and re-opened storefront on Holyoke Street.





Case 3612: 1288 Mass. Ave.  
(2016)

# Signs and Awnings

What period in time exhibits the desired character?

Signs accumulate. When do we hit reset? When to allow another layer?



District goals support commercial vitality. Signs are essential, especially for small local businesses.



Mass. Ave. 1372 ca. 1895



Brattle Street cor. Palmer, 1907



Brattle Street ca. 1920



1374 Mass. Ave., 1924



Mass. Ave. 1958



JFK Street ca. 1960



Read Block, JFK Street  
ca. 1968



JFK Street in 1973



Neon signs  
and other  
illuminated  
signs



## Three-dimensional Signs



Veggie Planet's tomato



Steaming bagel



Illustrative of product



Painted signs



Some signs for long-time businesses pre-date the regulations of the existing zoning ordinance.





Awnings—  
traditional canvas  
awnings that can be  
rolled in or out are  
encouraged.

Hard materials like  
metal or plastic are  
discouraged.



The guideline allows  
awnings that fit within  
the masonry opening.  
Non-conforming  
awnings pre-date the  
district.