



CAMBRIDGE HISTORICAL COMMISSION

831 Massachusetts Avenue, 2nd Fl., Cambridge, Massachusetts 02139
Telephone: 617 349 4683 TTY: 617 349 6112
E-mail: histcomm@cambridgema.gov URL: www.cambridgema.gov/Historic

APPLICATION FOR CERTIFICATE

- The undersigned hereby applies to the Cambridge Historical Commission for a Certificate of (check one box): Appropriateness, Nonapplicability, or Hardship, in accordance with Chapter 40C of the Massachusetts General Laws and/or Chapter 2.78 of the Municipal Code.
- Address of property: 10 Garden Street (Harvard Radcliffe Institute), Cambridge, Massachusetts
- Describe the proposed alteration(s), construction or demolition in the space provided below: (An additional page can be attached, if necessary).

As part of the upcoming 25th anniversary celebration at the Harvard Radcliffe Institute (HRI) beginning this Fall 2024, the school is proposing to reintroduce light pole flag signs on existing light poles within Radcliffe Yard, which is interior to the HRI campus. These light pole flag signs will be displaying language commemorating the upcoming anniversary for the duration of the academic year, with the intent to utilize the light poles for flag signs for future special events beyond this time frame. Three (3) of these light pole flag signs will be located within the Old Cambridge local historic district.

In addition, HRI is also proposing the installation of a banner sign on the wall of the Knafel Center facing the Radcliffe Yard, also commemorating the 25th anniversary. This banner will also be located within the Old Cambridge local historic district and is expected to be displayed for the duration of the academic year.

All of these signs are not visible from a public way and are interior to the Radcliffe Yard.

Summary of Proposed Signage:

- (3) Light Pole Flag Signs
- (1) Banner Sign on Knafel Center Wall

I certify that the information contained herein is true and accurate to the best of my knowledge and belief.
The undersigned also attests that he/she has read the statements printed on the reverse.

Name of Property Owner of Record: President and Fellows of Harvard College

Mailing Address: Harvard University Planning and Design, 1350 Massachusetts Ave, Suite 573, Cambridge, MA 02138

Telephone/Fax: (207) 907-9694 / (617) 495-0559 E-mail: jeannine_powers@harvard.edu

⇒ Signature of Property Owner of Record: *Jeannine Powers*
(Required field; the application will not be considered complete without the property owner's signature)

Name of proponent, if not record owner: _____

Mailing Address: _____

Telephone/Fax: _____ E-mail: _____

(for office use only):

Date Application Received: _____ Case Number: 5174 Hearing Date: 9/5/24

Type of Certificate Issued: _____ Date Issued: _____

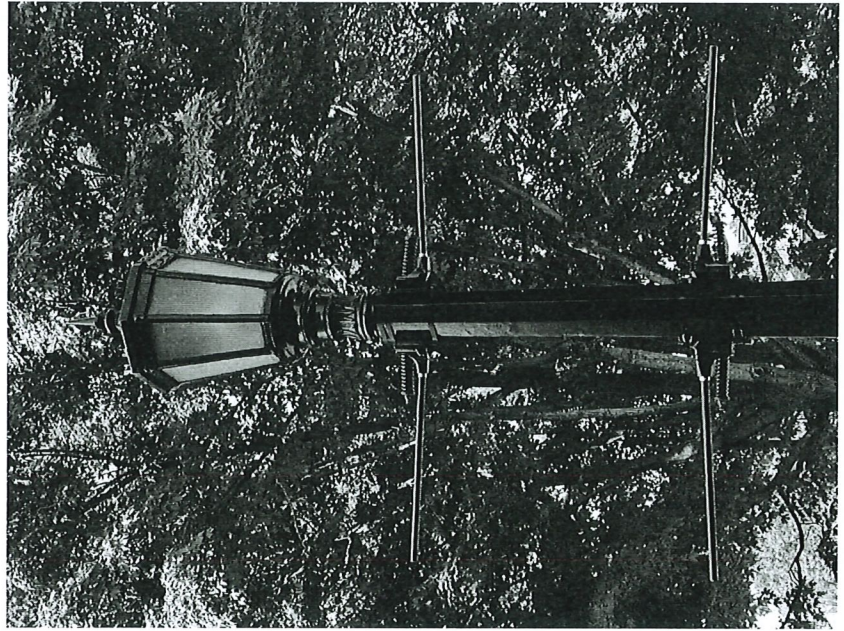


Light Pole Flags
 HRI's 25th anniversary celebration

HRI proposes the reintroduction of light pole flags to commemorate our 25th anniversary. Light pole signs were a feature of the yard until recently, due to wear and tear coupled with failure to renew. The proposed signs replicate the size of previous signs at 18" x 30" and commemorate Radcliffe's 25th anniversary, as illustrated below.

Each sign will be affixed to its pole via a collar and tension rods. Consequently, no light pole will be drilled into or otherwise altered in the process of installation.

Most light pole flags will be both double-sided and hang to either side of the pole. The same content will be on the front and back of each sign. In two cases, a double-sided sign will hang to only one side because the opposite is constrained by vegetation. Please see site plan for reference.



Left to right: Light pole with sign hardware and prototype sign design.



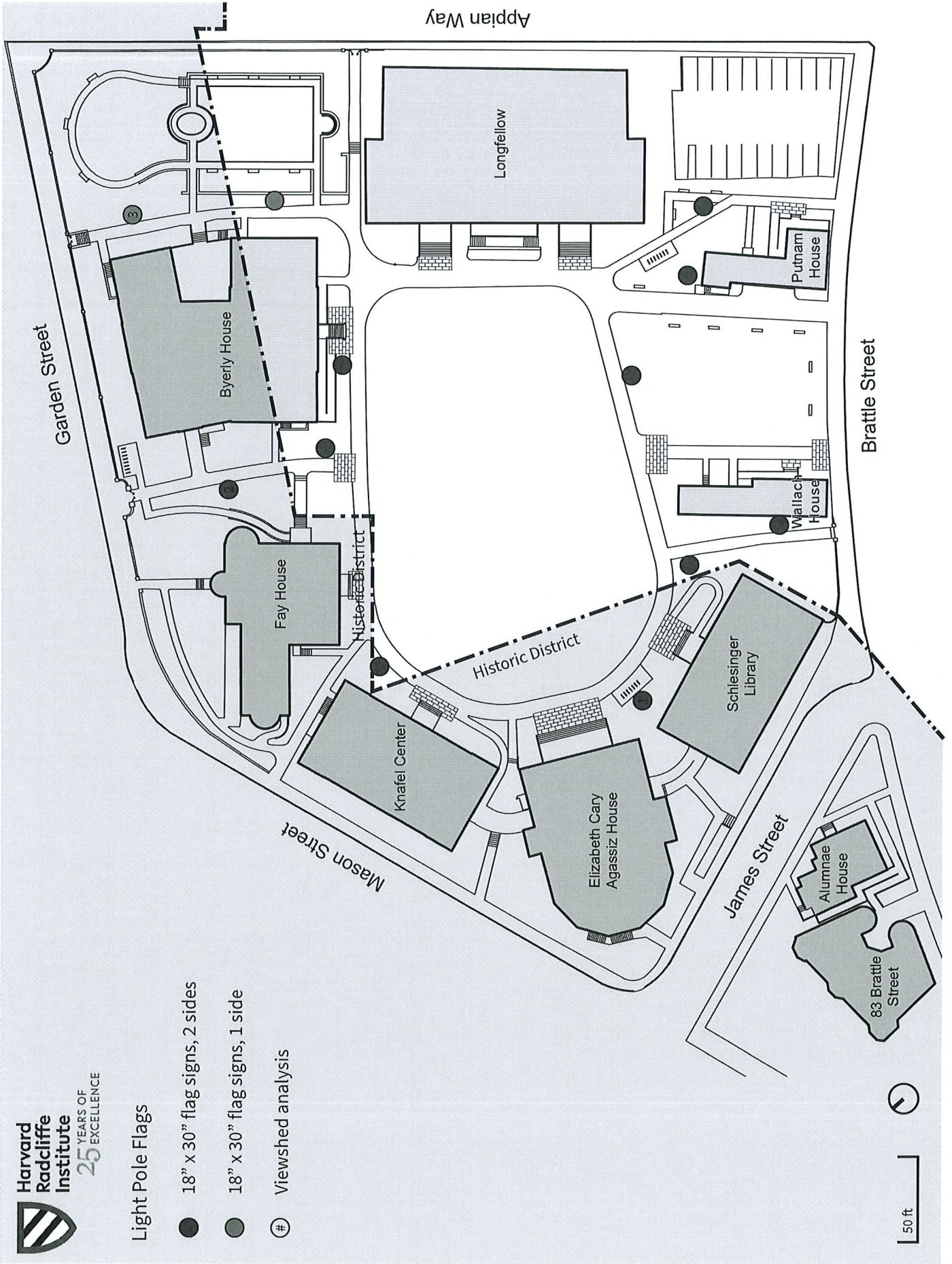


Harvard
Radcliffe
Institute

25 YEARS OF
EXCELLENCE

Light Pole Flags

- 18" x 30" flag signs, 2 sides
- 18" x 30" flag signs, 1 side
- ⊕ Viewshed analysis



50 ft





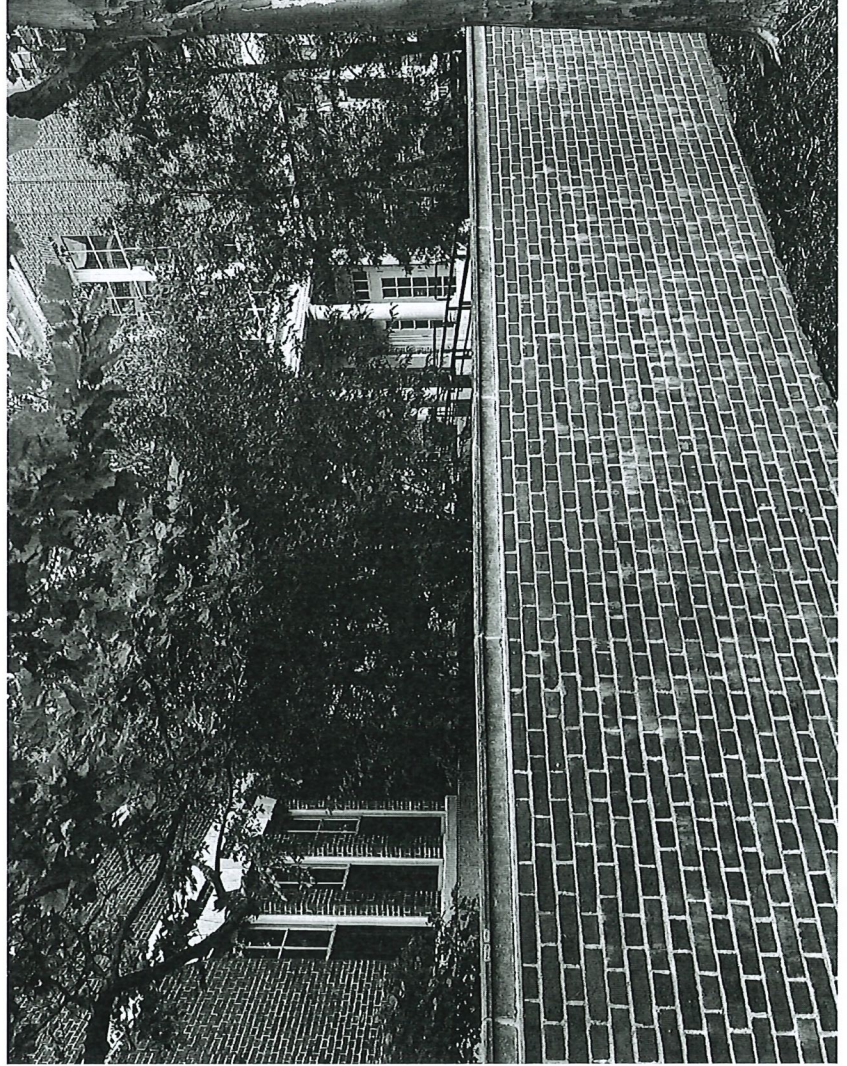
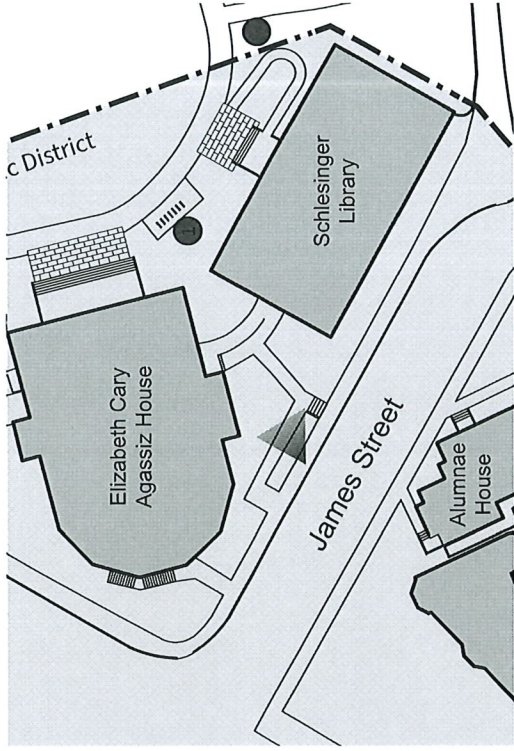
Harvard
Radcliffe
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Light Pole Flags

Viewshed Analysis, Old Cambridge Historic District
Light Pole 1

Light Pole 1 is for all intents and purposes, invisible from James Street. Buildings, trees, walls, stairs and terrain differences obscure the light pole from view.



Left to right: View of light pole 1 from street and a closer look

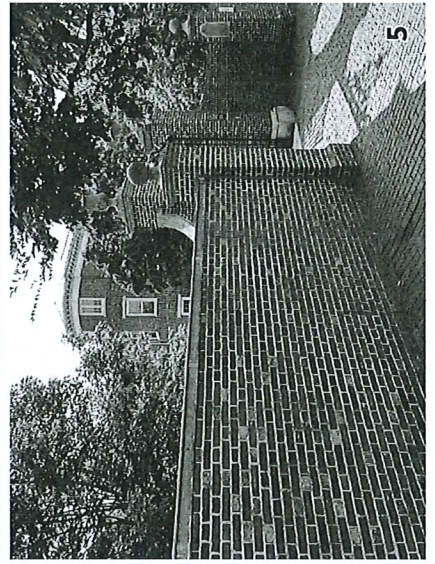
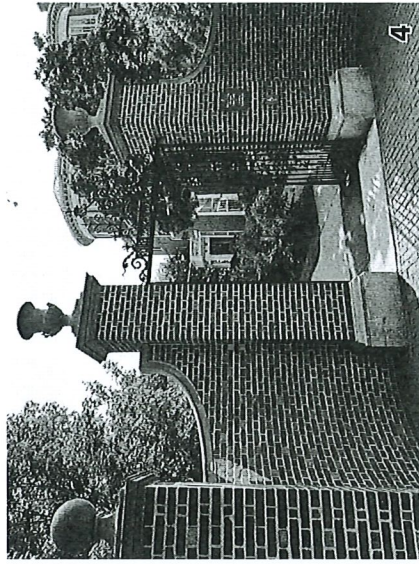
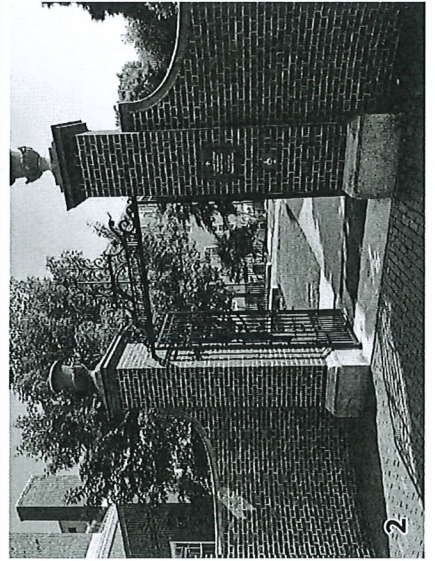
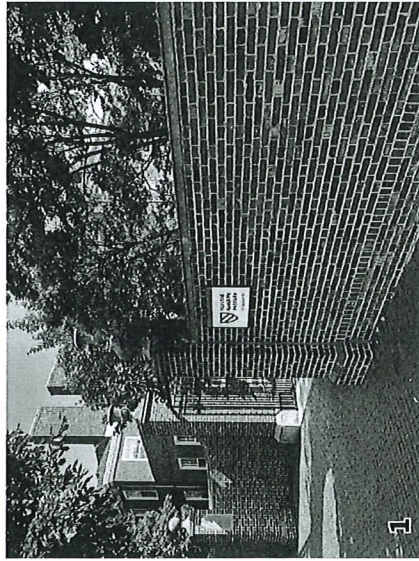
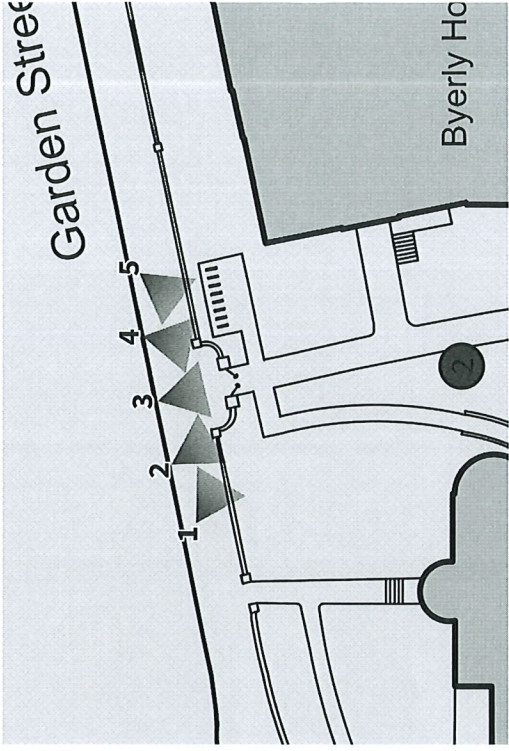


Harvard
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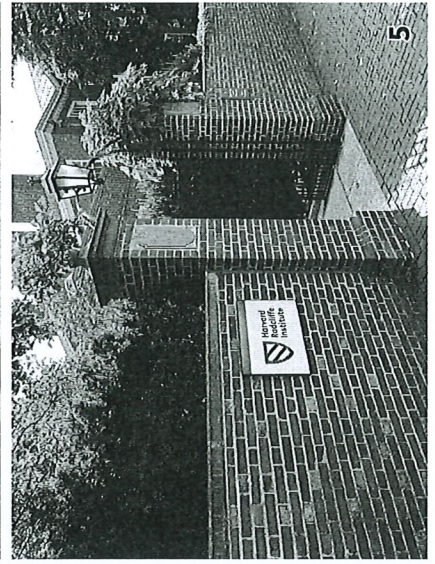
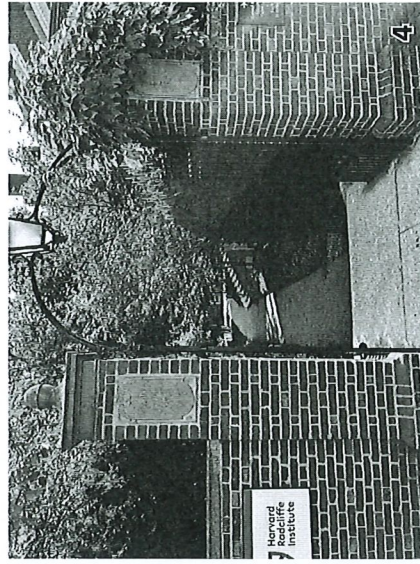
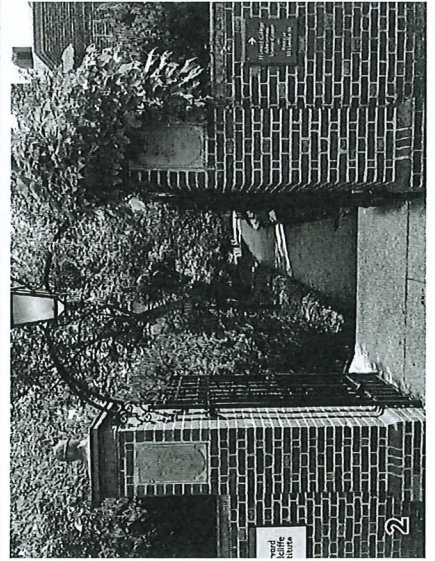
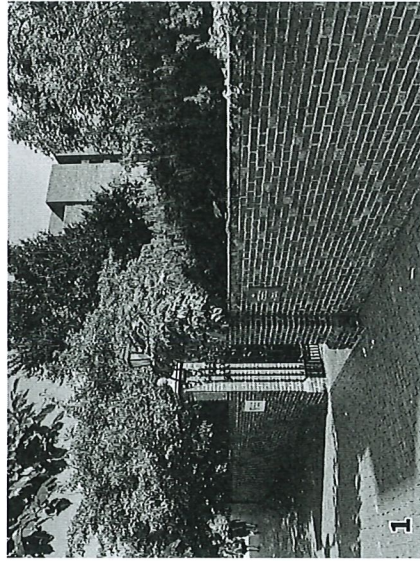
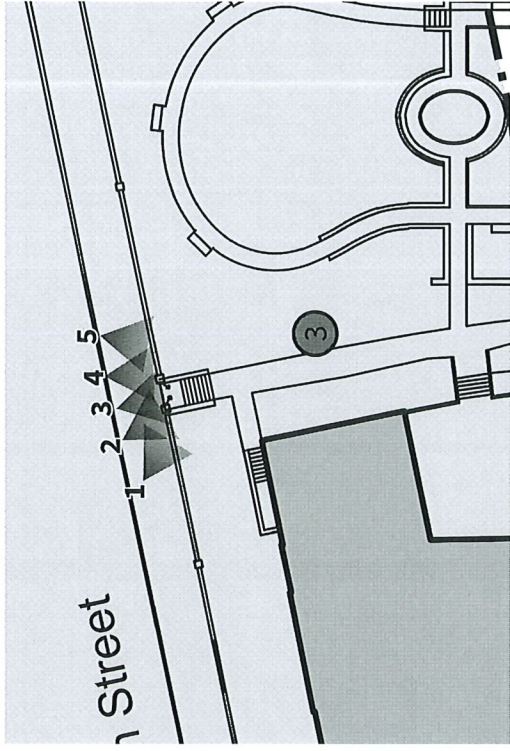
Light Pole Flags
Viewshed Analysis, Old Cambridge Historic District
Light Pole 2

Light Pole 2 is only visible from Garden Street at the moment one passes the entry gate (photo #3). At all other times, it is shielded from view by walls and trees.



Light Pole Flags
 Viewshed Analysis, Old Cambridge Historic District
 Light Pole 3

Light Pole 3 is only visible from Garden Street from an angle, near the moment one passes the entry gate (photo #2). At all other times, it is shielded from view by walls and trees, aided by a level change.





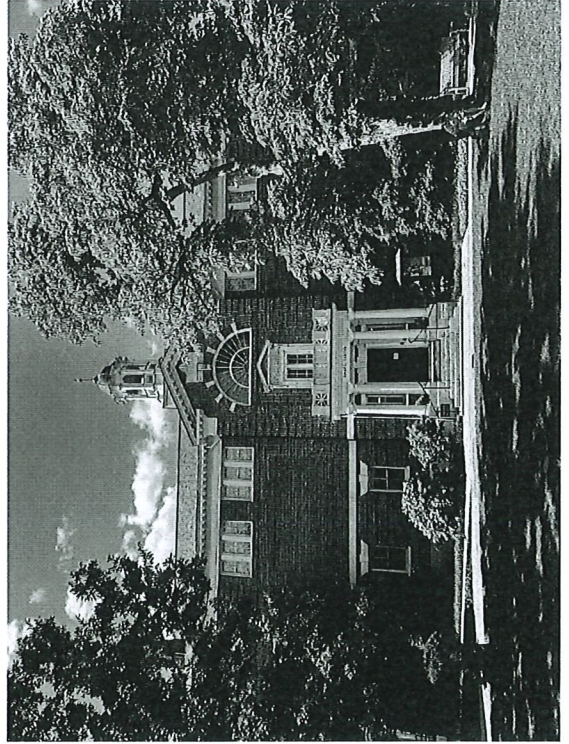
Facade Banner
HRI's 25th anniversary celebration

HRI proposes an 8' x 13' banner affixed to the facade of Knafel Center framed within a reveal in the brick. Facing Radcliffe Yard, the temporary sign celebrates the quarter century milestone of the institute's formation.

The graphic will be printed directly to a flexible aluminum with a light adhesive. Because of its semi-rigid nature, when pressed against the facade it will stay in place almost without any adhesive.

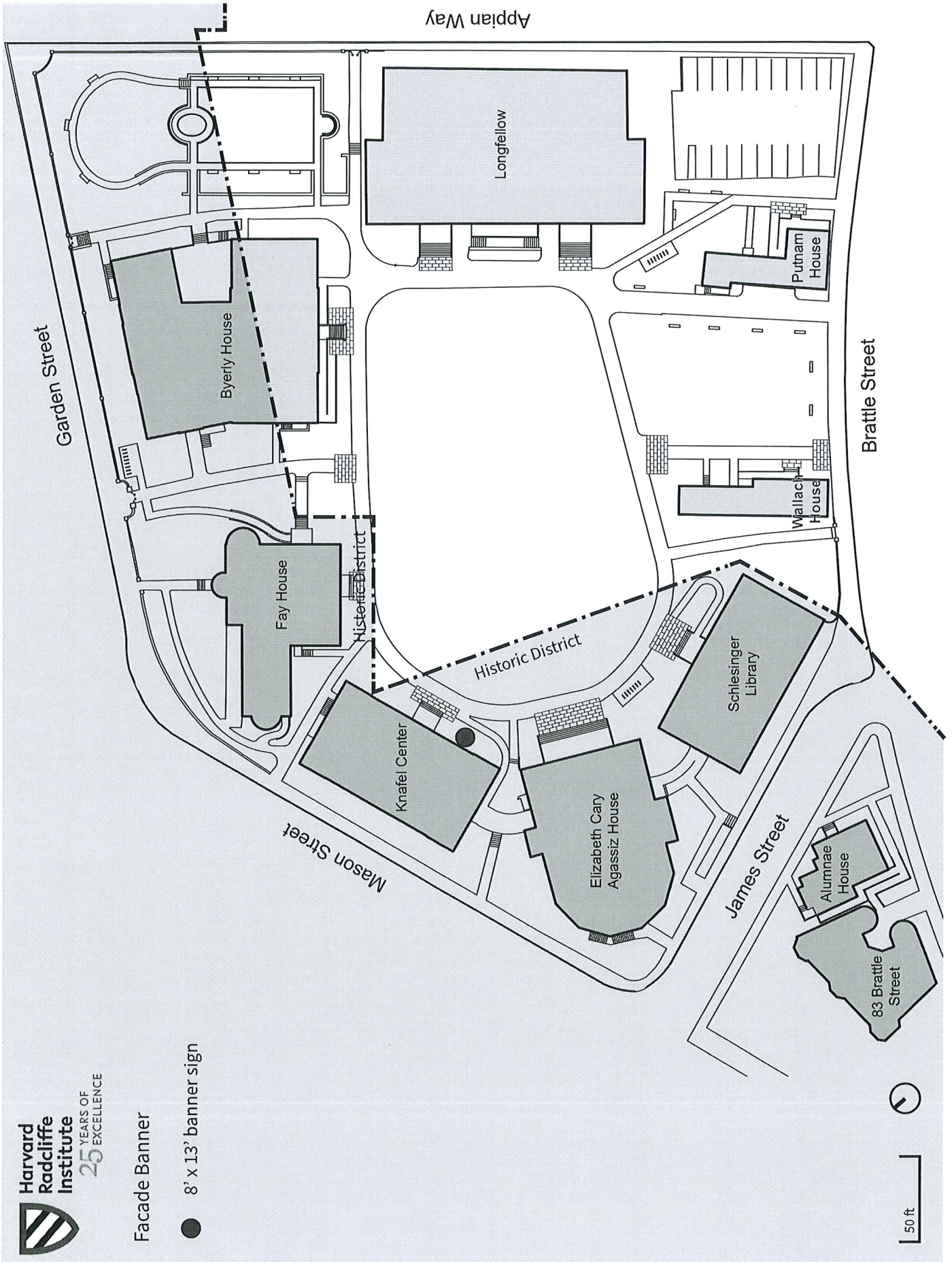
The sign is envisioned to remain in place from October 2024 through summer of 2025. Please see site plan for reference.

Left to right: Knafel facade from Radcliffe Yard and prototype sign design.



Facade Banner

● 8' x 13' banner sign



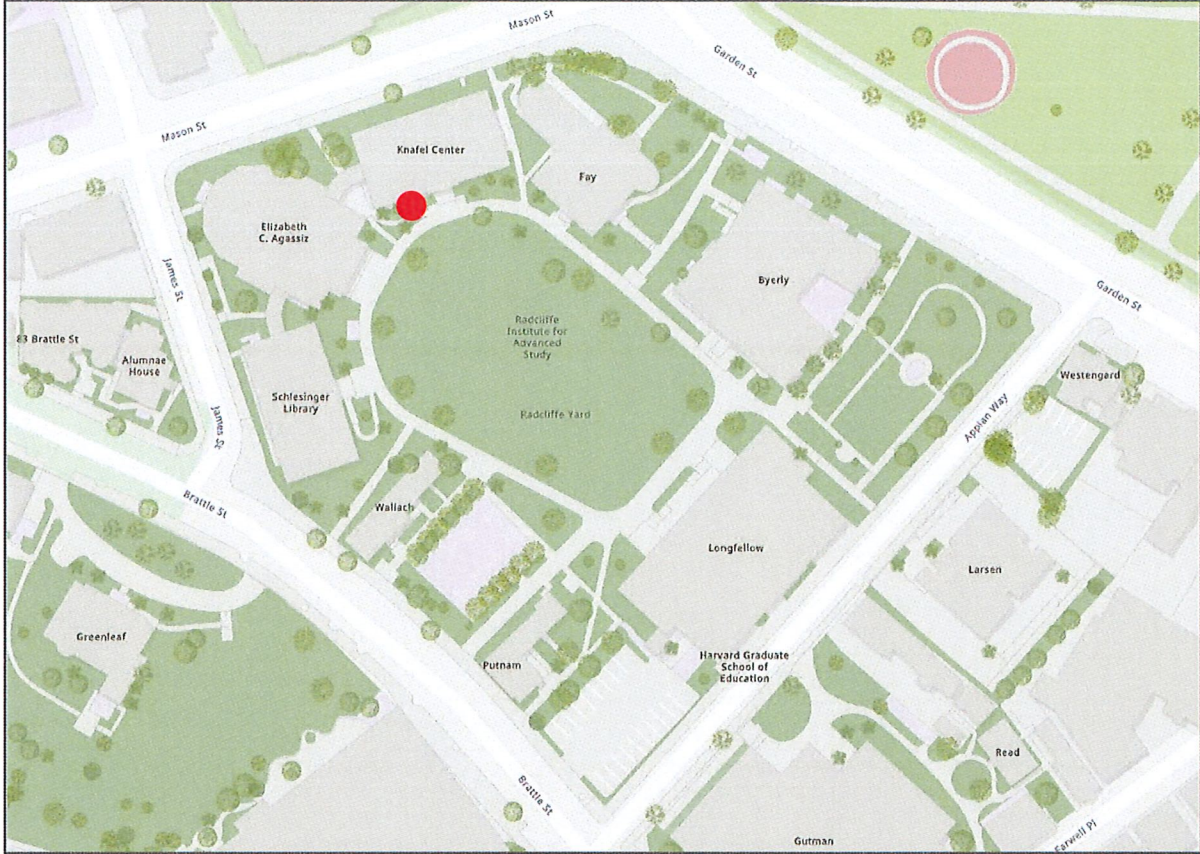


Image 1: Harvard University Campus Map, Radcliffe Yard – Proposed location for 25th Anniversary signage on Knafel Center.



Image 2: Knafel Center (18 Mason Street, Cambridge) – South Façade facing Radcliffe Yard. Proposed location for 25th Anniversary signage.



Image 3: Proposed aluminum sign sample for Knafel Center façade. Includes layer of pliable foil and thin layer of pressure sensitive adhesive.

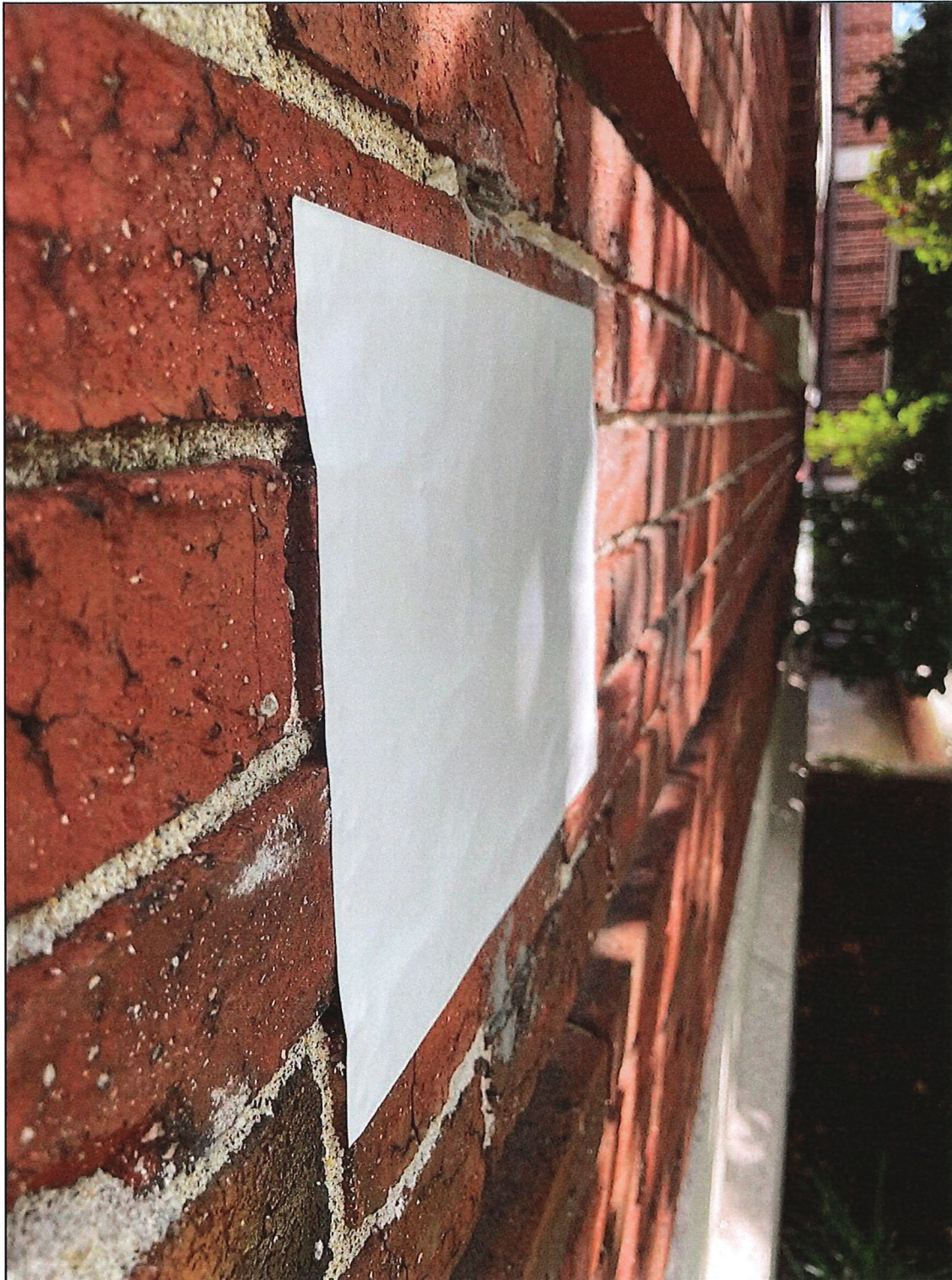


Image 4: Knafel Center south façade test site with sample sign. Installation steps include: 1) Ensure surface is dry and clean, 2) Place adhesive side down onto brick surface, 3) Smooth by hand from center to outer edges, and 4) Use rubber roller for best contact with surface.



Image 5: Knafel Center south façade test site with sample sign. Removal process includes: 1) Peel off at an angle less than 45 degrees, and 2) Dispose with aluminum recycling.



Image 6: Knafel Center south façade test site with sample sign. When removed, thin layer of adhesive very seldom remains (no adhesive is stuck to the wall in this image), but the manufacturer recommends using non-abrasive soap to dissolve any remaining adhesive should that occur.



Image 7A (above): Penn Museum, University of Pennsylvania (3260 South Street, Philadelphia, PA) – Similar sign application from the same manufacturer on brick façade material. The property is listed on the City’s local historic register and notes an original construction date of 1899, a similar period to Knafel Center which was constructed in 1898. The sign was used to announce the reopening of the museum as part of their multi-million dollar building transformation project (November 2019).

Image 7B (below): Google street view image from October 2023 after signage was removed, showing no signs of discoloration from signage.

