



FURNITURE LEASING COMPANY, INC.

" WE RENT FINE FURNITURE "

October 20, 1975

EXECUTIVE OFFICES

614 Massachusetts Avenue
Cambridge, Massachusetts 02139
617-354-3358

SHOWROOMS

614 Massachusetts Avenue
Cambridge, Massachusetts 02139
617-354-3358

287 Great Road
Acton, Mass. 01720
1-263-8785

Borough's Plaza, Route 20
Marlboro, Mass. 01752
1-481-7711

1280 Oaklawn Avenue
Cranston, Rhode Island 02910
1-401-739-9360

447 Wethersfield Avenue
Hartford, Conn. 06114
1-203-249-0115

23 Daniel Street
Milford, Conn. 06460
1-203-877-2791

TO: HONORABLE CAMBRIDGE CITY COUNCIL

RE: PROPOSED SIGN ORDINANCE

At a recent hearing before a committee hearing on the above-noted proposed sign ordinance, I voiced my support for said sign ordinance PROVIDED it made provision for the following:

1. A grandfather clause on all existing signs, including projecting signs, in the City of Cambridge, for active businesses.
2. That provision was made to remodel, reletter or repair any existing sign, provided that same was done on already existing business.

I have been engaged in the furniture business for the past 37 years in a business which I founded myself. Relying upon the integrity and intent of the actions of the members of the Cambridge City Council, I legally applied for a permit to erect a sign. Said permit, in due course, was granted, and, as a result, I invested a substantial amount of money for the construction and erection of a sign. The proposed sign ordinance specifically requires that my investment be destroyed, along with my confidence in the word and integrity of said Cambridge City Council, by a proposed reversal and withdrawal of my right to use my sign for advertising my own business, after I had expended my money. No compensation is proposed, and the proposed ordinance simply indicates that it is my hard luck that I placed confidence in the regular and normal procedures, as outlined above.

In the event that limitations were not made for the above amendments, then I would have no alternative but to strongly oppose the sign ordinance as being grossly unfair. I also speak on behalf of the following 7 firms or individuals, as authorized by photostatic copies of letters attached herewith. All of them express exactly the same views as I do, and all are well-known in this city. They are:

Alan Drug, 840 Mass. Avenue
Hunan Restaurant, 700 Mass. Avenue
Dunkin' Donuts, 616 Mass. Avenue
Cummings Department Store, 627 Mass. Avenue
Athenian Taverna Restaurant (Mr. Harry Katis), 567 Mass. Avenue
Read Jewelers, 636 Mass. Avenue
Libby's Market, Inc. 575 Mass. Avenue

We feel that there is a definite need for improving the aesthetic values and appearance of our City. At the same time, we do not feel that this is sufficiently strong to warrant



Member

FRAA

Furniture Rental Association of America

impairing or damaging our means of making a living. Further, the feeling amongst many businessmen of an anti-business attitude would be self-destructive and injurious to the entire City, if businesses, large and small, felt that restrictions, regulations, lack of concern for the operation of our businesses, grew to a point where such attitudes gave the impression or sentiment of anti-business that we sincerely hope is not your intent.

All of us make our living in this City. We are all concerned citizens, who feel that a healthy and viable economy is good for everyone. Since we provide a tremendous amount of income to the City in the form of taxes, we also feel that consideration for our requirements is an absolute necessity. In my own instance, I occupy the second and third floors of a commercial building, which I own, and which does not have street visibility or any other method of indicating the existence of my business, without a large prominent sign. Without that sign, my business would seriously suffer, to my great disadvantage.

We sincerely hope that a compromise may be reached wherein the proposed sign ordinance may be implemented and all be able to obtain the best benefits and there are some in the proposed sign ordinance, without injury to those of us who depend upon our signs for our living.

Sincerely,

Carl F. Barron

CFB/dy
encs.

Alan Drug

PRESCRIPTION SPECIALISTS

MAURICE CALLUM, B.S., Sc.D., Registered Pharmacist

Telephone UN 4-7234

840 Mass. Avenue,

CAMBRIDGE, MASS.

For..... Age.....

Address..... Date 10/7/71



I am opposed to the new sign
Ordinance unless it contains a
Grandfather Clause - I as well as many
of the businessmen in the County have a "landmark"
that has been erected as their Hallmark.
Any action that would deprive them of this
property is unfair. W. Callum

Reg. No..... M.D.

Prescription Received by Photo..... Refill..... Times

CUMMINGS

100 ASHFORD STREET

ALLSTON, MASS. 02134

787-1220

Oct. 8, 1975

To: Honorable Cambridge City Council,

We strongly oppose the proposed new Sign Ordinance, 3.1004 which requires the removal of projecting signs. It would create an unnecessary hardship for retail business. All existing signs should be exempt.

Very truly yours,
Norman V. Varny, Mgr.

P.S. Although we have no projecting sign, it would be bad for all of us if this becomes law.

READ

Jewelers



636 Massachusetts Avenue
Cambridge, Mass

Tel. 491-0309

October 8, 1975

To: Cambridge City Council

Re: Proposed Sign Ordinance

I wish to be recorded as opposing that portion of the new Sign Ordinance which requires the removal of existing projecting signs as being unfair to those businesses which have conformed to the law and to the business men who have invested their money in signs to advertise their places of business.

Very truly,

READ JEWELERS

A handwritten signature in cursive script, appearing to read "William Read".

PRESIDENT

AGS/hws

LIBBY'S MARKET, INC.

Wines . Liquors . Beer

575 MASSACHUSETTS AVENUE
CAMBRIDGE 39, MASS.

Phone 354-3678

If liquor is on your gift-giving list,
try us before you buy --
for price

October 8, 1975

Central Square Businessmen's Assn
Central Square
Cambridge, Mass

Gentlemen

I am writing in reference to the suggested City Ordinance regarding store or illuminating signs and want to here-with voice my opposition to the new regulation.

My business sign (marquis) represents a substantial investment and I think it unfair of the Council to stipulate new rules at the expense of the new existent businesses.

Thank you for noting my opposition at the next Council meeting.

Sincerely yours,

Bernard Hill

Bernard Hill, Mgr
Libby's Market

BH/bh

家酒南湖

Hunan Restaurant

700 Massachusetts Ave.
Cambridge Mass. 02193

MANDARIN SZECHUEN CUISINE

Phone 876-7000
(617) 876-7001

Oct. 8 - 75.

Cambridge City Council:

I Support the new proposed
Sign Ordinance except that it must
permit me to keep my existing sign
for which I recently paid a lot of money
because your Council said it was legal
and it was approved. I will support the
Sign Ordinance unless ~~it~~ this was in error.

Klaus F. Bo



your host
Harry Katis

October 8, 1975

Honorable Cambridge City Council

Please record my opposition to the new sign ordinance if it forces me to remove my sign in front of my place of business. I trusted the City Council acted in good faith when it originally granted me the permit to spend my money to pay for a legal sign. I cannot see why any change in the law should penalize anyone who acted in good faith.

I would approve of the new ordinance if it contained a grandfather clause for existing projecting signs.

Harry Katis

DUNKIN' DONUTS
616 MASS. AVE.
CAMBRIDGE, MA 02139

TO THE CITY OF CAMBRIDGE

Gentlemen:

I am sorry that I can not attend
the meeting regarding the
changing of the projecting signs.

I AM OPPOSED to any such change
and I would like to have the
signs left as they are

Because they provide BETTER
VISIBILITY from a distance and
naturally benefits my Business.
also such a change would cost a
considerable amount of money by
scraping my projecting sign
already on.

Thank you

Sincerely yours

Costas Gaimaris

DUNKIN' DONUTS

616 MASS. AVE.

THE SKILL BUREAU

8 Winter St., Boston, Ma. 02108 (617) 423-2986 • Permanent Division • Temporary Division • Secretarial Services

October 15, 1975

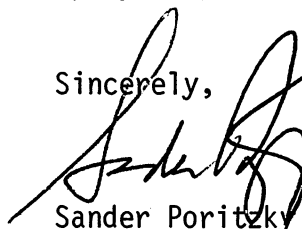
Cambridge City Council
Cambridge City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

RE: Proposed Sign Ordinance

I wish to go on record as being opposed to the proposed sign ordinance. If the ordinance is passed it would present serious problems for my business in Cambridge, and I would have to give serious consideration to closing my Cambridge office.

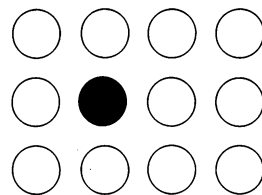
I employ about 300 part-time and full-time employees in Cambridge.

Sincerely,



Sander Poritzky
President

SP/jm



5. S- 413
Comm. from Sander Peritzky, President of the
The Skill Bureau, re: to the Proposed Sign
Ordinance.

In City Council,
October 27, 1975

10/27/75
Placed on File -