

MEMORANDUM

FROM: The City Entrance Sign Committee

DATE: October 5, 1979

In response to City Council order #14, dated February 27, 1978, regarding gateway signs for the City of Cambridge, a Committee was formed to review the possibilities for fulfilling this request.

The Committee included representatives from the Cambridge Arts Council, the Community Development Department, the Public Works Department, Traffic and Parking Department, the Chamber of Commerce, and other city-wide service organizations.

Locations, budgetary restrictions, design, durability and maintenance were some of the primary criteria developed and discussed in great detail by Committee members.

After careful consideration, the Committee proposed that flagpoles with Cambridge City Flags be installed at thirteen key locations designated as City entrances (See attached list). Since Cambridge does not already have an established and widely recognized visual symbol, the Committee felt that the Bicentennial logo, the Washington Elm, would be most appropriate. Although never officially adopted as a symbol of Cambridge, this logo has historic significance, has been widely used, and has been well received by many Cambridge citizens. A copy of the design is enclosed.

The Committee sees the installation of these flags as a first step towards a total beautification program for Cambridge City Entrances. The program allows for the involvement of a variety of neighborhood groups and City agencies in the further development of each site. Possibilities include designing individual neighborhood flags to be flown with the City Flag, and the installation of appropriate plantings.

We expect to begin installation in the near future. If you have any comments or suggestions, please call Jacqueline O'Neill at 495-4955

Enclosures: List of Sites
List of Committee Members
Design of Logo

LIST OF SITES

Kendall Square
B.U. Bridge
Mass. Ave.
Route 2
Boylston St. & Memorial Drive
Concord & Blanchard
Mass. Ave./Arlington
Davis Square (Elm & Beech?)
Cambridge @Lechmere
Prospect @Somerville
River Street
Brattle @Star Market
Huron Ave. @Grove Street

Committee Members

David Bryant	Cambridge Traffic Department
Connie Fagone	Cambridge Public Works Department
Jackie O'Neill	Cambridge Arts Council
Simon Shapiro	Cambridge Arts Council
Eric Weiner	Cambridge Chamber of Commerce
Pamela Worden	Cambridge Arts Council

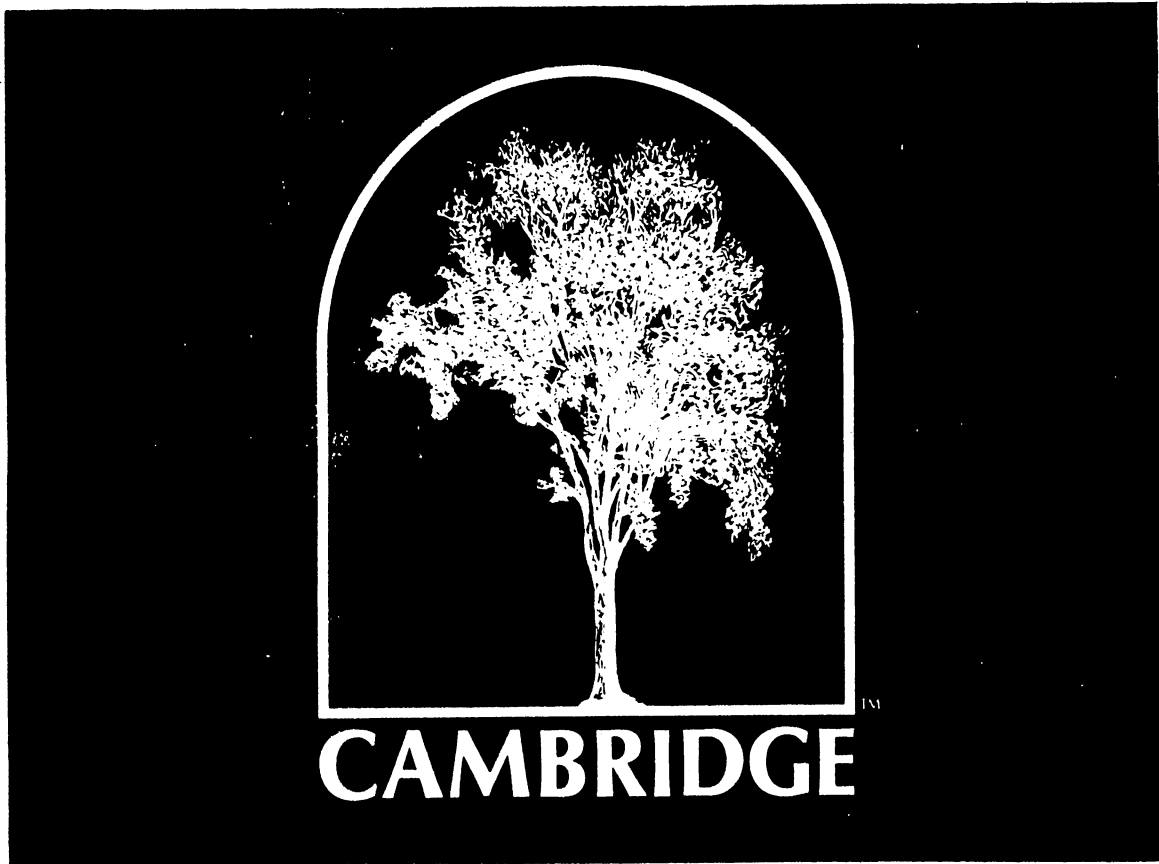


Image proposed for new flags to be installed at City entrance points.



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
Tel. 498-9011

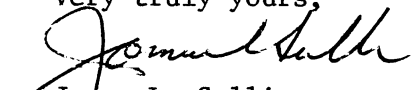
EXECUTIVE DEPARTMENT
JAMES L. SULLIVAN
City Manager

October 15, 1979

To the Honorable, the City Council:

With respect to City Council Order No. 14 of February 27, 1978, relative to gateway signs for the City of Cambridge, I transmit herewith a communication from the City Entrance Sign Committee.

Very truly yours,



James L. Sullivan
City Manager

JLS/nwc

Agenda #6

S-539

Response to Council Order no. 14 of Feb. 27,
1978 re: gateway signs for the City of
Cambridge.

In City Council,
October 15, 1979

Placed on File -