



# City of Cambridge

4.

IN CITY COUNCIL

March 15, 1993

COUNCILLOR DUEHAY  
COUNCILLOR WOLF

WHEREAS: The approach to Cambridge along Route 2 and Fresh Pond Parkway is visually blighted; and

WHEREAS: A recent presentation to the Environment Subcommittee of the Cambridge City Council revealed numerous examples of more scenic approaches to cities around the country; and

WHEREAS: This visual blight is caused by garish signs, unkempt frontages, unsightly parking lots, and a lack of attractive and appropriate plantings; and

WHEREAS: The Metropolitan District Commission has dealt with a portion of this problem in its recent plans, the bids for which are about to be awarded; and

WHEREAS: The Alewife Task Force is hard at work on land use issues in this area; and

WHEREAS: The City Council is considering the establishment of special interim zoning for Alewife until the Alewife Task Force finishes its work; and

WHEREAS: The City of Cambridge and the Metropolitan District Commission are working to protect and enhance the reservation area around Blair Pond; now therefore be it

RESOLVED: That the Planning Board be and hereby is requested to turn its attention to planning the comprehensive beautification of the entire westerly approach to Cambridge along Route 2 and Fresh Pond Parkway from the Belmont/Arlington border to Huron Avenue; and be it further

RESOLVED: That the Planning Board recommend to the City Council, as soon as feasible, a practical and enforceable plan to achieve these beautification objectives utilizing planting, planning, zoning, public/private sector cooperation, design review, and sign control; and be it further

RESOLVED: That in its deliberations the Planning Board consult and involve affected property owners, the MDC and appropriate neighborhood and business individuals and associations.

In City Council March 15, 1993.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

*D. Margaret Drury*

D. Margaret Drury  
City Clerk

Councillor Duehay

non consent

3/15/93

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Whereas the Metropolitan District Commission has dealt with a portion of this problem in its recent plans, the bids for which are about to be awarded;

Whereas the Alewife Task Force is hard at work on land use issues in this area;

Whereas the City Council is considering the establishment of special interim zoning for Alewife until the Alewife Task Force finishes its work;

Whereas the City of Cambridge and the Metropolitan District Commission are working to protect and enhance the reservation area around Blair Pond;

Resolved that the Planning Board be and hereby is requested to turn its attention to planning the comprehensive beautification of the entire westerly approach to Cambridge along Route 2 and Fresh Pond Parkway from the Belmont/Arlington border to Huron Avenue;

Further resolved that the Planning Board recommend to the City Council as soon as feasible a practical and enforceable plan to achieve these beautification objectives utilizing planting, planning, zoning, public/private sector cooperation, design review, and sign control;

Further resolved that in its deliberations the Planning Board consult and involve affected property owners, the MDC, and appropriate neighborhood and business individuals and associations.



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100b  
NON-CONSENT ORDER #4  
U RF 127

Councillor Duehay re: Beautification of  
the westerly approach to Cambridge  
along Route 2 and Fresh Pond Parkway.

In City Council,

March 15, 1993

Order Adopted