

1.
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1990 OCT -2 AM 11:55

Cambridge, September 26 19 90

To the Honorable, the City Council of the
City of Cambridge:

The undersigned respectfully pray

The Cambridge Artists' Cooperative, Inc., located at 59a Church St., Cambridge, Ma. 02138, respectfully requests permission to display a free - standing sandwich board type sign off the sidewalk outside our storefront. Established in 1988, the Cooperative is a gallery of fine crafts, run by local artists and featuring the work of both local and national artists.

The sandwich board would be used to publicize bimonthly exhibitions in the Cooperative's gallery, featuring local artists' work. It is part of an overall effort to increase the volume of walk - in traffic, which has declined sharply since our relocation from our previous (and much more visible) Brattle St. location. This type of sign seemed like a good idea given the limitations of our window space (one 6'x7' front-facing window) for publicity. Moreover, our Church Street frontage is so narrow - just over ten feet - that we are often not noticed by pedestrians walking right by. (In fact, before being informed of the necessity of obtaining permission for a sidewalk sign, we experimented with one and found that it did increase our walk-in traffic noticeably).

The proposed sign would be free-standing, consisting of two pieces of edged plywood, each twenty inches wide and four feet tall, and hinged together at the top. (see fig. 1). Painted and waterproofed canvas would be mounted on each side, displaying our name and information about current exhibits. Since the sidewalk is 90" wide in front of our store (from building front to curb), the proposed sign would occupy less than 25% of the width of the sidewalk. Also, fortunately, there is an existing plot containing a tree in front of the store, which, being 46" wide, would help to shelter the sign from inadvertent pedestrian collisions (see fig. 2).

As stated previously, the sign in question would be used to publicize bimonthly exhibits. Generally, our shows run for three weeks every other month, year round. Our intention is to utilize the sign starting at 10:00 A.M. the day of the opening of each show,

ADA a

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PETITION

of _____

for _____

No. _____

_____ 19

In City Council,

19

Referred to the Committee on

Attest:

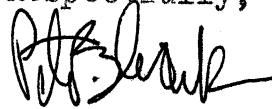
City Clerk.

and continue to use it only during store hours (see Appendix A) for the duration of the show, then store it inside during the five week intervening period between shows. In cases of inclement weather the sign would be kept stored indoors.

Since the Cooperative is already exhibiting the work of local artists in its downstairs gallery with shows planned well into the next year, we would greatly appreciate permission to proceed as soon as we can.

Thank you for your consideration.

Respectfully,



Peter B. Houk
Display Committee
Cambridge Artists' Cooperative, Inc.

APPENDIX A

Store hours, Cambridge Artists' Cooperative:

MTW 10-6

Th F Sat 10-8

Sun 12-5

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CAMBRIDGE MA.

Figure 1.

PROPOSED SIGN
SPECIFICATIONS

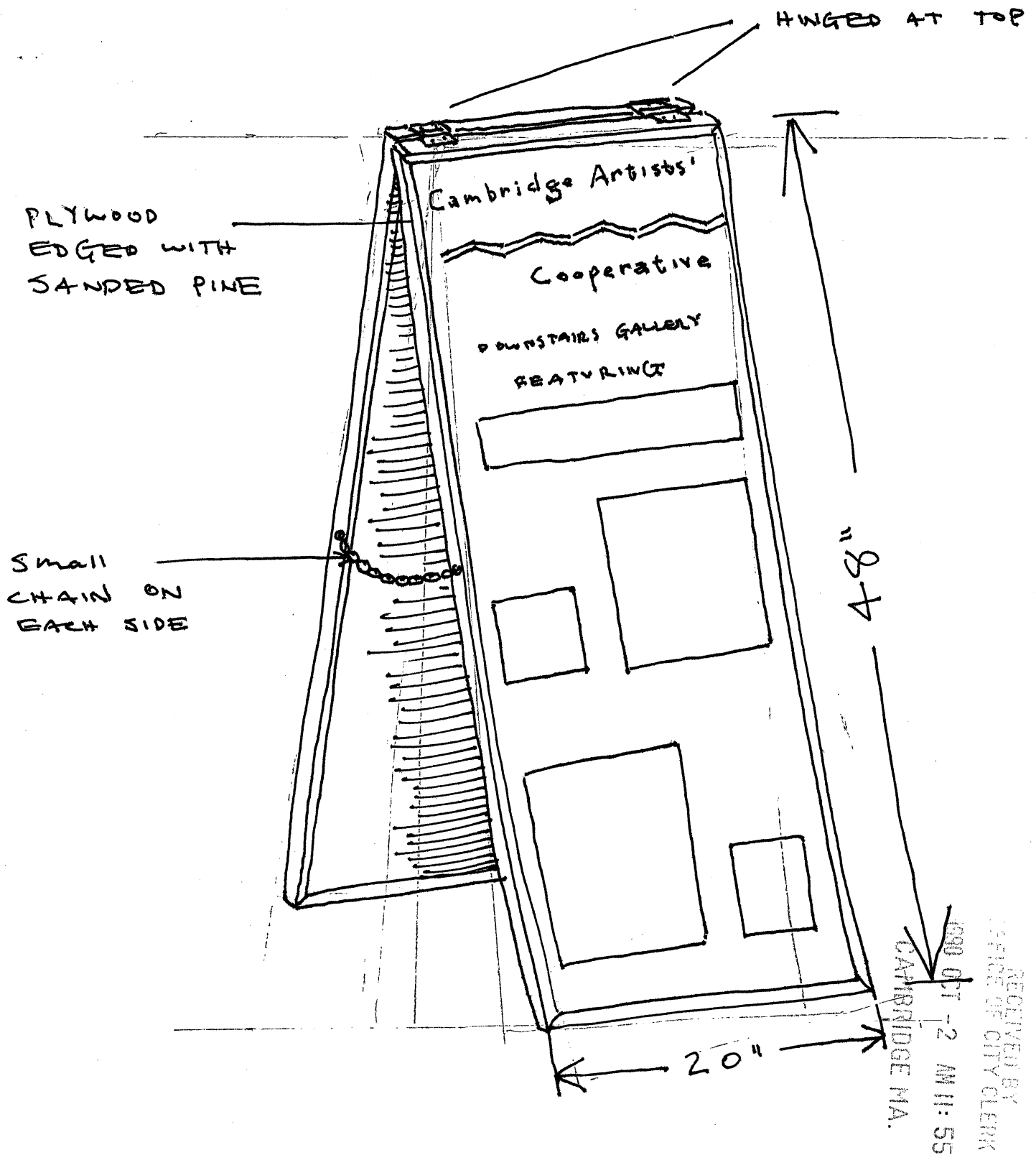


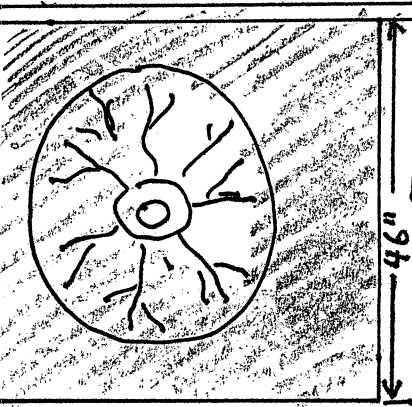
FIGURE 2.
PLAN OF CAMBRIDGE ARTISTS
COOPERATIVE STOREFRONT
AND SIDEWALK

SCALE :

$\frac{1}{2}" = 1'$

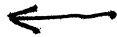
CHURCH STREET

CURB



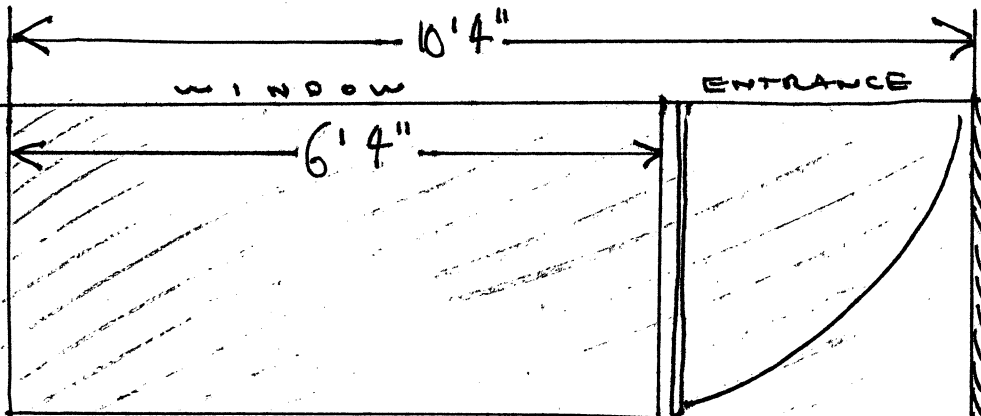
EXISTING PLOT
WITH TREE

PROPOSED LOCATION
FOR SIGN



SIDEWALK

90"



BUILDING FRONT

CAMBRIDGE
ARTISTS'
COOPERATIVE

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CAMBRIDGE MA.

16.

W-106

Petition from the Cambridge Artists'
Cooperative, Inc. requesting permission
for a sandwich board sign at the
premises numbered 59a Church Street.

In City Council,

October 15, 1990

*Referred to the City
Manager with
power
Copies sent to City Mgr.
10/17/90 @ee*