



City of Cambridge

101.

IN CITY COUNCIL

September 14, 1998

COUNCILLOR DAVIS
COUNCILLOR BORN
MAYOR DUEHAY
VICE MAYOR GALLUCCIO
COUNCILLOR TOOMEY
COUNCILLOR TRIANTAFILLOU

WHEREAS: Levi jeans were advertised in a very offensive manner on several billboards this summer; and

WHEREAS: The attached letter from Faud Osceola eloquently describes how insensitive the advertisement appeared; now therefore be it

RESOLVED: That the City Council hereby decries such violence and gang related advertising and urges the Levi Company and Ackerly billboards to be more respectful of the community by not placing such ads within our City and elsewhere; now therefore be it

RESOLVED: That the City Clerk be and hereby is requested to forward a suitably engrossed copy of this resolution to Levi and Ackerly on behalf of the entire City Council.

NO ACTION TAKEN.

Having the Red Line transportation available in Central Square makes this location ideal for a main library of Cambridge for the 21st century. Harvard Square, of course, would be a good spot also, however, I do not believe there is land available near the Harvard Square T.

The Central Square, Cambridgeport area, and MIT area are densely populated in comparison with the other Cambridge areas. A new, up-to-date main library in Central Square would fill the needs of the many people residing in these areas that currently have difficulty using the present main library on Broadway. Given the great public transportation to and from the square, all residents would have access.

Go go with it councilors; let's vote for the main library in Central Square and make the new main library available to all.

FRANCES CHAIKIN
Auburn Street

Where's the calm?

I would like to respond to Frederick Willey's July 23 letter, "Oxford plan is nothing new," and make some additional comments. Willey states that copies of the Agassiz Neighborhood Association newsletter, "The Whistler," are "mailed or distributed to 2,000 homes."

In fact, the neighborhood council mails a total of 750 issues to Agassiz residents, to other residents of Cambridge, and to city officials. Additional copies are left at real estate offices, banks, etc. With such a limited distribution and with no public notices in the newspapers, thousands of Agassiz residents found out only at the last minute about a traffic calming plan that included 47 concrete curb extenders.

When the city finally sent a notice to all residents on July 9 (because of the efforts of some concerned tenants), 65 people attended a neighborhood meeting on July 22 — a number that far exceeded the average of 15 in attendance at previous meetings of the traffic committee. Despite significant opposition to the curb extenders feature of the plan and the need for further public debate, the city refused to hold another public meeting, choosing instead to hold an "open house," at a time and a place that made it impossible for most working people of the neighborhood to

gather our neighborhood.

JO ANNE PRESTON
Agassiz Tenants Assn.

Billboard #101 message offensive

Last summer some teenagers were shot in Hoyt Field, Cambridge. One boy died. Cambridge citizens agreed that the promotion of peace of mind for teenagers was especially important. Yet this summer, approximately 100 yards away from Hoyt Field, there's a billboard that says "Our models can beat up their models."

This unfortunate ignorance of community sensibilities is only part of the problem concerning their misguided ad campaign. The use by Levis of subliminal gang violence to sell their product is uncivilized. The people of Cambridge or anywhere should not be subjected to the theme of gang violence as part of an ad campaign to sell pants.

Currently there is a billboard in Porter Square and one near the CambridgeSide Galleria besides the one near Hoyt Field. When gang violence is an issue around the country, why would a company be so insensitive as to use the suggestion of it to sell pants.

Levi company, please stop this national ad campaign, the money isn't worth the potential pain and suffering of the people. I propose that these billboards be removed from Cambridge on the grounds that they disturb the community peace of mind and offend community sensibilities of non-violence.

FAUD OSCEOLA
Pearl Street

MARGARET WEI
Hardwick

ing Board firmly against the development as it existed — just wasn't able.

Second, another plain truth: we homeowners and residents in and around Kendall Square are getting mighty tired of bearing the brunt of Cambridge's development. We are currently bracing for two additional gigantic hotel developments across from the Cambridge Center complex — and now, the development on Broadway as well. This is all the irksome since the strip between Central and Harvard squares has been granted a reprieve from overdevelopment. Why have we been forsaken down here?

Third plain truth: You know we really need here? A supermarket. A dry cleaners, a video rental store, drug store. More small business development. What we don't need is yet another huge commercial development blocking out the sun, clogging up traffic, and disfiguring the neighborhood with bad architecture. I have mixed feelings about Councilor [Tim] Toomey's proposal for a park developed by Bent Street, but I totally sympathize with his sentiment: stop the overdevelopment in this part of town.

And finally, are you actually listening to the concerns and demands of your constituency to the east of Central Square? If you don't listen to do you listen to the Planning Board? I thought that my nine city council members were elected by all of Cambridge, please, you wouldn't allow such a building to be constructed in your back yard, don't let it happen in mine. We bear far more of this sort of development than any other part of the city. It is not what we need. It isn't fair.

CAMBRIDGE CHRONICLE

Editor: Ken Maguire (617) 629-3387
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For Circulation: 1-800-339-4092

The Cambridge Chronicle prides itself on serving as a forum for the community. Send your typed double spaced letters to: **Letters to the Editor** 240A Elm St., Suite 20, Somerville, MA 02144.

Letters should be 400 words or less, signed and include a telephone number for verification. We reserve the right to edit for length, grammar, accuracy, and libel.

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Davis

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in a very offensive manner on several
~~of~~ billboards this summer; and

Whereas the attached letter from
Fand ^{Fand} Osceola ^{elegantly describes} describes how ^{insensitive} insensitive

The advertisement ~~was~~ appeared; now therefore be
Resolved

That the CC hereby decides
such violence + gang ^{related} related
advertising and urges the ~~advertisers~~
Levi ^{company} company and Aberley ^{Aberley} billboards
to be ^{more} more respectful of the
community ~~by placing~~
by ^{placing} not placing such ads within
~~the city of Cambridge or~~ our city and
elsewhere; now therefore be it

Resolved:

~~Further~~ ^{The Clerk send} that a suitably engrossed
copy be sent to Levis + Aberley
Communications on behalf of the City Council

Attachment.



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September 14, 1998

COUNCILLOR DAVIS

WHEREAS: Levi jeans were advertised in a very offensive manner on several billboards this summer; and

WHEREAS: The attached letter from Faud Osceola eloquently describes how insensitive the advertisement appeared; now therefore be it

RESOLVED: That the City Council hereby decries such violence and gang related advertising and urges the Levi Company and Ackerly billboards to be more respectful of the community by not placing such ads within our City and elsewhere; now therefore be it

RESOLVED: That the City Clerk be and hereby is requested to forward a suitably engrossed copy of this resolution to Levi and Ackerly on behalf of the entire City Council.

S558

Councillor Davis re: Urge Levi Company and
Ackerly billboards be respectful of the
community by not placing offensive ad-
vertisements within the City.

In City Council September 14, 1998

NO Action Taken
see September 28, 1998