

CAMBRIDGE CHAMBER OF COMMERCE

65 ROGERS STREET, CAMBRIDGE, MASSACHUSETTS 02142

(617) 876-4100

STATEMENT OF POSITION

Proposed Sign Ordinance

Adopted by the Board of Directors
October 10, 1975

The Cambridge Chamber Of Commerce believes this City is in need of a sign ordinance. We have studied the current and previous drafts along with the suggested amendments, and, although the appearance of the business areas would be enhanced with less intensive signing, existing businesses, their signs and their investments must be protected.

Therefore, the Cambridge Chamber Of Commerce favors the September 23, 1975 draft of the proposed ordinance only with the simultaneous adoption of the following amendments.

Amendment #1--Housekeeping

Amendment #2--extends "grandfather clause" to existing projecting signs as well as existing roof signs.

Amendment #5--eliminates "grandfather clause" for registered trade mark signs.

Amendment #7--allows the re-erections of prior existing signs, by same owner, because of disrepair, destruction, or voluntarily under certain conditions.

Please note that we are strongly opposed to Amendments #4 and #6.

We believe that banning all future roof and projecting signs, disallowing signs for business or services that cease to exist (Sec. 3.1001), and the discontinuation of flashing signs (Sec. 3.1002), will greatly enhance the commercial areas of the city even in the short term while protecting the needs and investments of businesses currently in the city.

1.

S-417

Comm. from the Cambridge Chamber of Commerce
re: to the Proposed Sign Ordinance.

In City Council,

Nov. 3, 1975

11/3/75 Placed on File -
FOR FUTURE REFERENCE
AT NEW HEARING -