



City of Cambridge

IN CITY COUNCIL

June 21, 1976

WHEREAS:

This City Council was in receipt of a petition from David Weiner, General Manager of Brands Mart Wholesale Center located at 127 Smith Place, Cambridge, Massachusetts, and

WHEREAS:

Potential customers of this establishment have great difficulty in locating this place of business causing unnecessary traffic congestion on the main artery of Concord Avenue leading to the Smith Place location, therefore be it

ORDERED:

That the Brands Mart Wholesale Center be and hereby is authorized to erect a sign at the corner of Smith Place and Concord Avenue on the ground next to the light pole one and one half feet by three feet and six feet above the curb level; said sign to be plain black and white with the words Brands Mart and an arrow pointing down Smith Place; the erection and maintenance of said sign to be at the expense of the petitioner, and be it further

ORDERED:

That before erecting the above named sign the petitioner shall file with the City Clerk a satisfactory bond in the sum of Two Thousand Dollars (\$2,000.00) conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said sign.

In City Council June 21, 1976.

Adopted by the affirmative vote of nine members.

Attest:- Paul E. Healy, City Clerk.

A true copy,

ATTEST:-

Paul E. Healy

BRANDS MART

WHOLESALE CENTER

127 SMITH PLACE, CAMBRIDGE, MASSACHUSETTS 02138 (617) 547-6900

June 16, 1976

Mr. Paul E. Healey
City Clerk
City Hall
Cambridge, Massachusetts

Dear Mr. Healey,

I wish to introduce myself as the General Manager of a Cambridge business firm, located in this city for a year, employing 53 people of whom 16 are residents of Cambridge. I would also like to make mention of the fact that through the Distributive Education Department of Cambridge Latin High School, we employ three full-time recent graduates as well as a number of part-time Cambridge High School students at pay rates commensurate with those received by experienced personnel. For the latter, we have received a commendation for our participation in the Distributive Education program of Cambridge Latin High School. May I further mention that we have received an award from the Cambridge Chamber of Commerce in recognition of our "contribution in advancing the commercial, industrial and civic interests of Cambridge." We have received both awards in just one year of commerce in Cambridge. I wish to bring to your attention, and the attention of all the Councillors, the serious problem outlined below that exists for us.

It may seem minute but our business, which paid \$29,433 in taxes to the City of Cambridge last year is seriously threatened by an identification problem. Our potential customers find it difficult to locate us. Since most of our advertising is by direct mail, even by using maps, we have found that hundreds of potential customers cannot find Smith Place off of Concord Avenue causing our customers to be unduly inconvenienced by traveling up and down Concord Avenue looking for us. Their floundering causes unnecessary traffic congestion up and down Concord Avenue. By personal contact with some of these lost souls, we have found that the lack of a sign pointing out our location down Smith Place has led them to go elsewhere.



We have six Brands Mart locations and we try to run a clean, sound, economical business. We are pleased that we located in Cambridge and appreciate this fine city, its services, its people, and its government. But we may have to consider re-locating if we cannot solve our identification-location problem.

Page Two
June 16, 1976

A year ago we built a bus shelter opposite Smith Place, but it was vandalized. What we simply ask is permission to erect (at the corner of Smith Place and Concord Avenue) on the ground next to the light pole a six-foot high (1½' x 3') plain black and white sign which would only state "Brands Mart" and an arrow pointing down Smith Place. The erecting and maintaining of said sign would, of course, be at our expense. We believe this sign would be the answer to our problem. It would not obstruct any other sign or marker.

I realize that you have but one more Council meeting. If you could discuss and take some action on this problem our firm would be most appreciative. I, or one of my representatives, would be pleased to attend this meeting and answer any questions. Thank you for your attention.

Sincerely yours,



David Weiner
General Manager

DW/smt

cc: City Councillors
Alfred E. Vellucci, Mayor
George Teso
Conrad Fagone

Sign-Brands Mart Wholesale Center-127
Smith Place.



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In City Council,

June 21, 1976

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