

CAMBRIDGE Nov. 14 1999

1999 NOV 18 P 4: 10

To the honorable the City Council of the City of Cambridge
The undersigned respectfully pray

Gomez Advisors / Gomez.com, located at 101 Federal Street
Name of Petitioner or Business Address
Suite 1900
Boston, MA 02110

Be granted permission for a/an () "A" FRAMED SIGN,

() SANDWICH BOARD, (X) DISPLAY OF MERCHANDISE,

() TEMPORARY BANNERS HUNG ACROSS PUBLIC WAYS,
(Abutter approval forms required.)

(X) TABLES, ~~for restaurant seating~~ () Y () N, () CHAIRS

In front of premises numbered 0 Harvard Square, Cambridge 02138, on
Address where sign will be

Mon, Wed, Fri, from A.M. to 3-5 P.M.
Days of the week

Petitioner's signature Ryan Corbett Turner

Print name here Ryan Corbett Turner

Telephone number (617) 493-3603

PLEASE ATTACH A SKETCH TO YOUR
APPLICATION.

Gomez.com is an internet company that (among other services) compares and offers discounts for online retailers; they are currently undergoing a test-marketing campaign to attract college-age customers in the Boston area. I and several other Gomez employees request permission to set up a small table near the Out-of-Town News stand outside of Harvard Yard in order to distribute small promotional items (keychains, lanyards, etc.) and probably display a small sign in order to attract the attention of Harvard students. This table would be relatively small and would be located in such a position so that it would not obstruct the pedestrian traffic. Thank you.

**PROCESS FOR SIDEWALK PERMITS, DISPLAYS OF MERCHANDISE,
A-FRAMED SIGNS AND SANDWICH BOARD SIGNS**

1. The petition must be filed with the City Clerk. Application forms are available at the Clerk's Office.
2. The City Clerk's Office forwards the petition to the City Council. Petitions received by the Clerk's Office by 5 PM on Thursday will go on the agenda for the following Monday's Council Meeting, with the exception of Thursday and Monday holidays and the special July/August Council Meeting schedule.
3. The City Council has the power to grant or deny the permit, but it usually forwards the petition to the City Manager along with power for the City Manager to grant or deny the petition.
4. The City Manager refers the petition to the Commissioner of the Public Works Department (DPW). DPW will send out an investigator to review the location of the sign or table.
 - a. The Commissioner may require the approval of other City Departments including, but not limited to, Police, Fire, Traffic and Parking, and Building Departments.
 - b. The Commissioner may require a substitute location if, in his or another department's opinion, the proposed location is unsuitable for public safety reasons.
 - c. The Commissioner may restrict the times of the requested tables.
 - d. The Commissioner will not approve any petition unless the applicant has filed a commercial recycling plan with the DPW's Commercial Recycling Coordinator.
5. If the Commissioner approves the petition, the Public Works Department will require the applicant to obtain a bond in the amount of \$2,000.00 from an approved insurance company. The insurance company must complete the City's approved bond form, which can be obtained from the Public Works Department.
6. When the bond is executed by an insurance company and sent to the Public Works Department, a permit will be granted to the petitioner from the Public Works Department for a filing fee of \$25.00.

Applications and Petitions
#4

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An application was received from
Gomez Advisors/Gomez.com,
requesting permission to erect
tables to display merchandise
in front of 0 Harvard Square.

In City Council December 6, 1999

Referred to the City Manager