



862-2333
TEL. (617) ~~872-7321~~

12 Eliot St.
~~SHOPPERS WORLD~~
~~FRAMINGHAM, MASS. 01701~~
Cambridge, MA. 02138

Speed Memo & Order Form

RECEIVED BY
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1990 JUN -4 AM 10:23
CAMBRIDGE MA.



Joseph Connarton - Cambridge City Clerk
Cambridge City Hall 795 Massachusetts Ave
Cambridge, MA. 02139

DATE June 2, 1990

Wholesale / Retail

Dear Mr. Connarton,

MESSAGE/ORDER

I have been in contact with Sally Alcon of the Harvard Square Business Association regarding a permit for a Sandwich Sign outside my retail store. I did not know until I spoke to her that I needed a permit to display my sign for my retail shop.

My business is on the Second floor - right hand side of 12 Eliot St. Cambridge - 02138. It has only been opened for a few weeks. Because it is on the second floor and cannot be seen from the street, an outside sandwich sign is a necessity to attract customers into my store. Our expenses have been very high and without the outside advertising sign it is almost impossible to conduct business since no one is aware of our being there.

I would therefore like to request a permit to have a sandwich board on display outside on the street. The sign is sturdy and professionally made and is approximately 30" x 4ft. The sign reads HOUSE OF ZODIAC 12 Eliot St. New Age Supplies, crystals, costumes + novelties and is white with blue lettering, and a small gold border.

We have a \$2000 bond with Western Surety Company for the sign.

Please take this into consideration as soon as possible since it is a hardship to conduct any business in the meantime.

Thank you.

Sincerely,

Sandra J. Levine - VP - House of 12 Eliot St.
Zodiac Cambridge, MA. 02138 Sandra J. Levine - VP

3.

H-64

Petition from the House of Zodiac requesting
a outdoor sandwich board sign in front of
the premises numbered 12 Eliot Street.

In City Council,

June 11, 1990

*Referred to the
City Manager
Copy sent to City
manager 6/13/90 @*