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CAMBRIDGE, MASS.

MR. Paul C. Healy
City Clerk
Cambridge City Hall
Cambridge Mass.

Dear Mr. Healy:

We received your letter dated
September 9, 1988.

We had considered during construction
of our restaurant a sign such as has
been requested. We felt at that
time, the number of projecting signs
over the public way along that stretch
of Brookline Street, between Mass.
avenue and Green Street, would make
a flat sign, of the nature and taste
that we would construct, totally
obscure and defeat the purpose of a
business sign.

We felt that once the projection
was partially built, enclosing it in
a tasteful manner and mounting
a small sign on that projection
would serve the purpose of
providing notice without causing
untrue hazards.

T.T. McBeary Place did not, at
any time consider the use of neon, flashing
lights, garish color or any of the
other sign types which would attract

the necessary attention needed if
our sign did not prosper. Central
Square has enough of this type of
"Broadway signs"

It is our honest feeling that we
have done the best that we could, under
the circumstances, to attract attention
to our business, without creating an
offensive atmosphere in our corner
of Central Square. We feel that our
sign is attractive, the projection
slight enough not to cause hazards
or interfere with free fighting and
is small by comparison to the other
signs on our street.

We have tried in the years we have
been in Cambridge to work with all
departments and officials in the city
and it is our hope that our request
for this permit will be granted.

Thank you for your consideration
in this matter and our sincere
apologies for not writing immediately
but with opening this week we have
at times been overwhelmed with work.

Sincerely
Bonney Cawley

3.

H-166

Comm. from Bonney Bauley from T.T. the Bear's
Place in regard to their request for a sign
at the premises numbered 10 Brookline St.

In City Council,

Sept. 29, 1980

C.H.

Referred to the
Committee #8