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**ACKERLEY COMMUNICATIONS
OF MASSACHUSETTS, INC.**

OFFICE OF THE CITY MANAGER

Louis R. Nickinello
President

October 14, 1988

City Council
c/o City Clerk
City of Cambridge
795 Mass. Ave.
Cambridge, MA 02139

Dear Sir or Gentlemen:

Ackerley Communications has operated in your community with approved permits for many years and we hope to continue to be a contributing member of your business community, in the years to come.

Ackerley Communications has applied for renewal from the Outdoor Advertising Board to maintain our advertising displays in your community on the grounds that each location continues to meet the specific criteria established by OAB regulation 711 C.M.R. 3.13. I have enclosed an official notice of these applications and a list of our billboard locations in Cambridge.

Ackerley has directly worked with many communities to address their legitimate concerns through voluntary relocation of our billboards. This process has produced a positive response with tangible results. We would like to take this opportunity to directly address this local issue.

In the event that your community has any concerns about any of our signs, we are committed to working with you to arrive at a resolution which is consistent with your goals and Ackerley's intention to continue as a contributing member of your business community.

Therefore, I would like to meet with you at any time mutually convenient for a discussion of billboards in your city or town.

Sincerely,


LOUIS R. NICKINELLO
PRESIDENT

LRN/ddf
Enclosures

89 Maple Street, P.O. Box 490, Stoneham, MA 02180 / Phone: (617) 438-8880

*Mike Rosenberg
Please file
Comments on
Appropriate
Locations.*

MUNICIPAL NOTICE

NOTICE IS HEREBY GIVEN PURSUANT TO 711 C.M.R. 3.11(2) THAT ACKERLEY COMMUNICATIONS OF MASSACHUSETTS, INC. HAS APPLIED FOR RENEWAL OF THE PERMITS LISTED ON THE ATTACHED SCHEDULE ON THE GROUNDS THAT EACH LOCATION CONTINUES TO MEET THE SPECIFIC CRITERIA OF 711 C.M.R. 3.13.

YOUR CITY OR TOWN HAS THE RIGHT TO COMMENT ON, OBJECT TO OR APPEAR IN OPPOSITION TO THIS APPLICATION BY FILING A WRITTEN STATEMENT WITH THE OUTDOOR ADVERTISING BOARD WITHIN 30 DAYS OF RECEIPT OF THIS NOTICE. IN THE EVENT YOU DO NOT WISH TO COMMENT UPON THE APPLICATION, YOU NEED NOT MAKE ANY FILING WITH THE OUTDOOR ADVERTISING BOARD OR RESPOND TO THIS NOTICE IN ANY WAY.

PERMIT #LOCATION

1965	Main Street 140' south of Cherry Street
6414	Cambridge Street 5' north of Norfolk Street
362	Mass. Avenue 5' west of Walden Street
192	Mass. Avenue 50' east of Pemberton Street
8192	Mass. Avenue 50' east of Pemberton Street
8999	Mass. Avenue 5' east of Blanche Street
8999	Mass. Avenue 5' east of Blanche Street
9165	Main Street 140' east of Cherry Street
9459	Mass. Avenue 150' west of Landsdowne Street
9485	Mass. Avenue 300' west of Roseland Street
10262	Prospect Street 5' south of Broadway
11946	Broadway 5' north of Elm Street
12141	Mass. Avenue 5' east of Boylston Street
12569	Kirkland Street 10' south of Line Street
13169	Msr. O'Brien Highway 220' north of Gore Street
13989	Hampshire Street 40' north of Windsor Street
13989	Hampshire Street 40' north of Windsor Street
13995	Mt. Auburn Route 16 5' east of Belmont Street
14183	Mt. Auburn Route 16 5' east of Belmont Street
408	Charlestown Avenue 100' north of Bridge Street
734	Mass. Avenue 40' east of Yorktown Street
14734	Mass. Avenue 40' east of Yorktown Street
14857	Mass. Avenue 150' east of RR Tracks
17875	Bridge Street 160' south of RR Bridge
17887	Cambridge Street 5' west of Bridge Street
17887	MSR O'Brien Highway 20' north of Commercial Street
18866	Cambridge Street 25' north of 2ND Street
19167	Mass. Avenue 5' west of Walden Street
19224	MSR O'Brien Highway 180' north of Gore Street
19870	River Street 250' east of Putnam Avenue
19901	Charlestown Avenue 100' north of Bridge Street
23101	Belmont Street 5' west of Mt. Auburn Street
23234	MSR O'Brien Highway 200' east of 4th Street
23655	Cambridge Street 5' north of Antrim Street
23655	Cambridge Street 5' north of Antrim Street
23862	MSR O'Brien Highway 50' south of commercial Street
63	MSR O'Brien highway 200' south of Commercial Street
24818	MSR O'Brien Highway 30' north of Gore Street
24818	MSR O'Brien Highway 30' north of Gore Street
27932	Mass. Avenue 80' east of Danenport Street
27932	Mass. Avenue 80' east of Danenport Street

CAMBRIDGE CON'T

PERMIT#LOCATION

27932	Mass. Avenue 80' east of Danenport Street
29131	Main Street 50' north of Longfellow Street
0135	Portland Street 100' north of Broadway
0135	Portland Street 100' north of Broadway
32667	MSR O'Brien Highway 150' south of Gore Street
32084	MSR O'Brien Highway 250' south of Gore Street
32266	MSR O'Brien Highway 150' south of Gore Street
33810	Main Street 50' north of Longfellow Street
33983 33938	Broadway 5' south of RR Tracks
33938	Broadway 5' south of RR Tracks
33939	Broadway 5' south of RR Tracks

TOTAL: 52 Signs

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Comm. from Louis R. Nickinello, Pres., Ackerly Communications of Mass., Inc. Re: enclosed copy of an official notice for the renewal of its billboard applications & list of all billboard locations in Cambridge.

October 17, 1988

10-17-88

Placed on file.