



City of Cambridge

O-5.

IN CITY COUNCIL

July 26, 1999

COUNCILLOR TOOMEY
COUNCILLOR BORN
COUNCILLOR DAVIS
MAYOR DUEHAY
VICE MAYOR GALLUCCIO
COUNCILLOR REEVES
COUNCILLOR RUSSELL
COUNCILLOR SULLIVAN
COUNCILLOR TRIANTAFILLOU

ORDERED: That the City Manager be and hereby is requested to install signs at the entrances to the City welcoming all who come into the City.

In City Council July 26, 1999.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script that reads "D. Margaret Drury".

D. Margaret Drury
City Clerk

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Councillor ~~to~~ Goomey.

That the City Manager be thereby is requested to install signs at the entrances to the City welcoming all who come into the city.

see v/bi @ 8:25*
TT
for only

Michael M. Rosen
404 Quincy Mail Center
Cambridge, MA 02138
(617) 493-7539

The Honorable Timothy J. Toomey, Jr.
City Hall
Cambridge, MA 02139

15 June 1999

Dear Councillor Toomey,

I write as a citizen of Cambridge with a simple, inexpensive, and "welcome" suggestion: the erection of "Welcome to Cambridge" signs at all major entry points into the city. As a resident of Cambridge for the past four years, I have been formally "welcomed" to Cambridge only twice: by signs on Alewife Brook Parkway coming from Somerville and on Massachusetts Avenue coming from Arlington. While such a "welcome" may seem at best frivolous and at worst insignificant, I feel that the erection of proper signs at major entrances to Cambridge would serve the city very usefully.

A city as grand and wonderful as Cambridge ought to proudly welcome visitors and residents alike into its confines. When one travels in almost any town or city in Massachusetts, a small, neat, effective sign indicates both one's arrival in and one's welcome to that municipality. Such signs serve to guide motorists, cyclists, and joggers on their way and to allow the infrequent visitor to feel at least somewhat at home.

These signs can serve valuable educational purposes as well. Many of them include information about population, elevation, year of founding, and political leadership. In my native California, I believe, state law dictates the display of such statistics upon entry into each and every new municipality. Such signs lend themselves to feelings of civic pride among citizens and of newfound, if mild, enlightenment among travelers.

Best of all, such signs require minimal expense, time, and effort to erect. The cost to produce each of, say, 10-15 welcome signs ought not to exceed \$100-\$200 and the labor to erect them should amount to substantially less. This would amount to a net expenditure of less than \$5000, an amount that the City Council, in its wisdom and fiscal expertise, could surely muster.

Therefore, I propose that the City Council, and you in particular, initiate and approve a motion calling for the production and erection of "Welcome to Cambridge" signs, in the design of the Council's choosing, at each of Cambridge's major points of entry. These might include the eight Charles River crossings (the Science Museum Bridge, the Longfellow Bridge, the Harvard/Mass Ave Bridge, the Boston University Bridge, the Western Avenue Bridge, the River Street Bridge, the Anderson/JFK Street Bridge, and the Eliot Bridge), Memorial Drive and Concord Avenue near the Watertown and Belmont borders, Beacon/Hampshire Street, Msgr. McGrath Highway, Prospect Street, Porter Square, and Davis Square near the Somerville Border, and Charlestown Road/Bunker Hill Community College near the Charlestown border.

Details, of course, are secondary. Primarily, Cambridge would be well served to erect these signs which, at low cost, could provide serious benefit. Visitors and returnees to one of our nations' great cities deserve nothing less than a formal welcome,

Sincerely Yours,

A handwritten signature in dark ink, appearing to read "M. Rosen", followed by a long horizontal line extending to the right.

Michael M. Rosen.

p.s. For the foreseeable future, I can best be reached at my home in California at (510) 525-7566, by email at mrosen@post.harvard.edu, or by snail mail at 984 Oxford Street, Berkeley CA 94707. I look forward to hearing from you!



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IN CITY COUNCIL

July 26, 1999

COUNCILLOR TOOMEY

ORDERED: That the City Manager be and hereby is requested to install signs at the entrances to the City welcoming all who come into the City.

Order #5 305CM

Councillor Toomey re: install "Welcome to Cambridge" signs at the entrances to the City.

In City Council July 26, 1999

ORDER ADOPTED