

9-30-2014

To:

Cambridge City council

2014 SEP 30 PM 2 51

OFFICE OF THE CITY CLERK  
CAMBRIDGE, MASSACHUSETTS

Subject:

Follow up to e-mail dated 9-26-2014 @2:34 pm

To All;

Attached you will find a few examples of signage on Cambridge Street from Inman square to Lechmere Station. Most of the attached photos show old outdated signs. After attending a zoning meeting this month I surveyed a few locations and it became clear there is a lack of downward facing lighting along the business district area.

The city has been installing downward facing lighting on light poles in East Cambridge this year, but from what I see the business have not kept up with the change. Also the sizes are all over the place; along with neon, Fluorescent and a few incandescent lighting. Even the T sign could use an upgrade.

Just wanted to express an opinion to you.

Sincerely:

Paul Tammard  
4 Marion St.  
Cambridge MA



paul tamaro &lt;ptamaro098@gmail.com&gt;

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**NET ZERO SIGN**

1 message

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**paul tamaro** <ptamaro098@gmail.com>

Fri, Sep 26, 2014 at 2:34 PM

To: council@cambridgema.gov

Bcc: paul tamaro &lt;ptamaro098@gmail.com&gt;

HI ALL: I just attended the Net Zero Task Force meeting at the Main Library and wanted to share a picture I have taken of the ultimate net zero sign in Cambridge. ENJOY

You can pass it on to the task force if you like. 

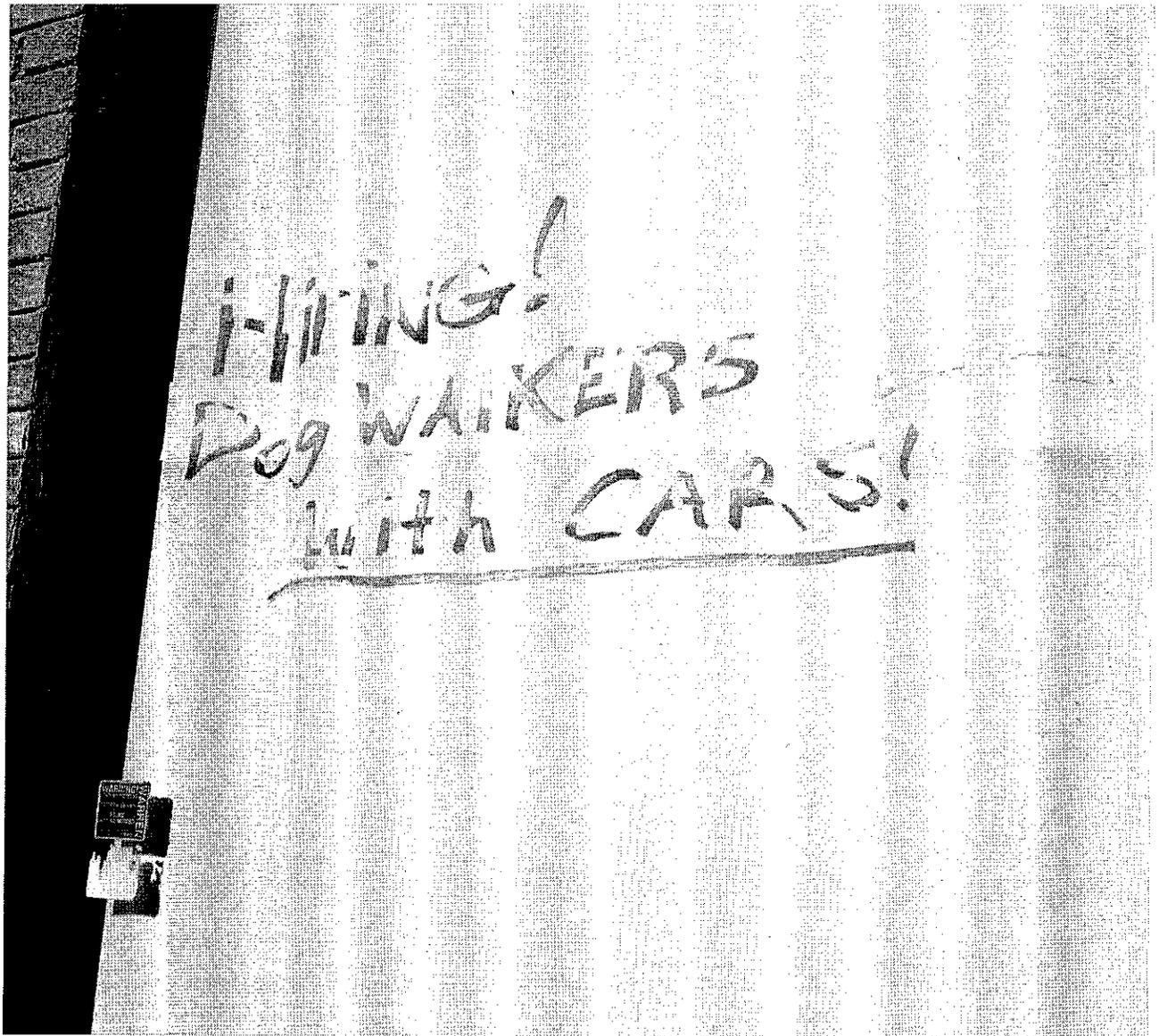
—  
PAUL TAMMARO  
CAMBRIDGE, MA 02141  
ptamaro098@gmail.com

The reader of this e-mail assumes all risk of use; in accordance with the digital millennium act & it's extension

I cannot guarantee e-mails

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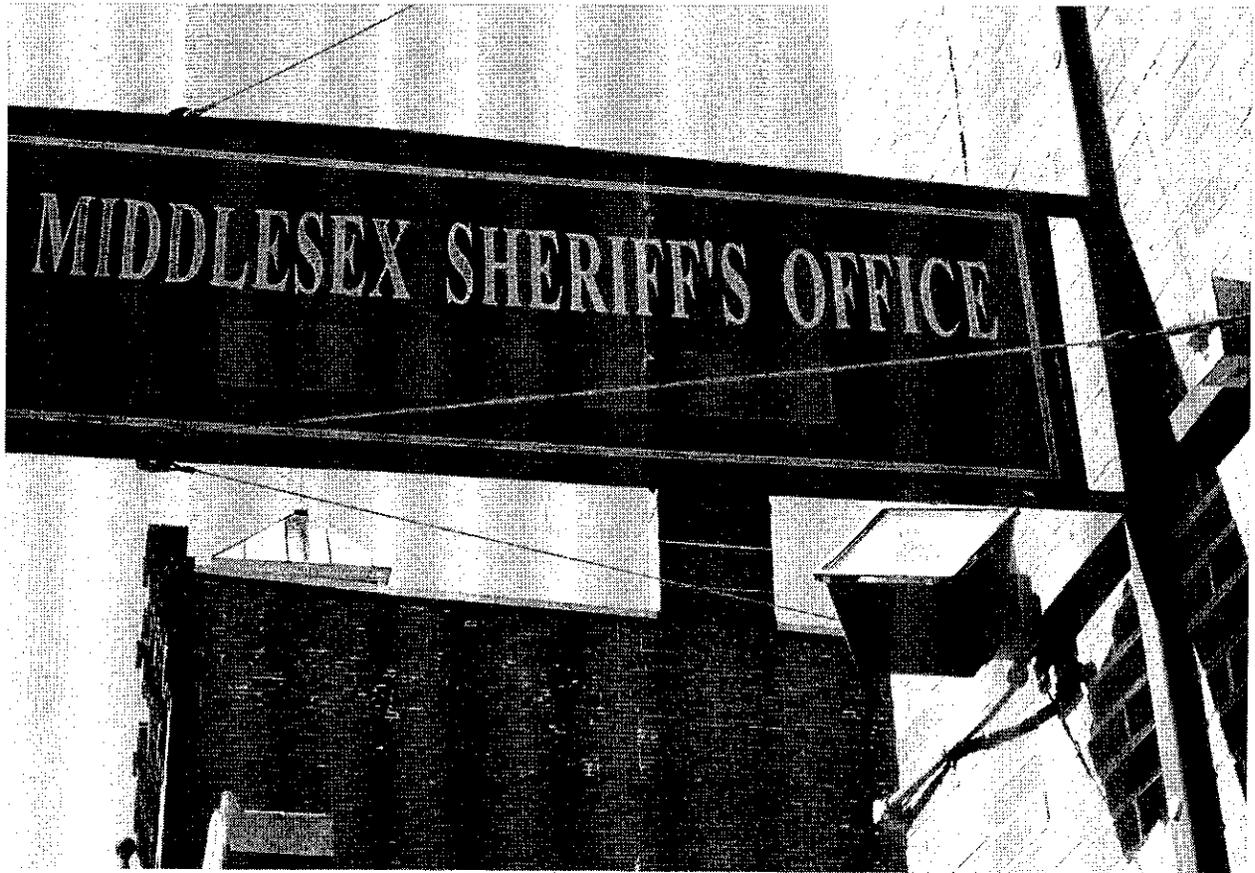
 **SIGNAGE 92314 THE ULTIMATE NET.docx**  
273K



THE ULTIMATE NET-ZERO SIGN.

THE USE OF CHALK, SUN AND LOCATION TO CREATE A 3D SIGN.

THIS SIGN IS AT BOSTON DOG ON CAMBRIDGE STREET.

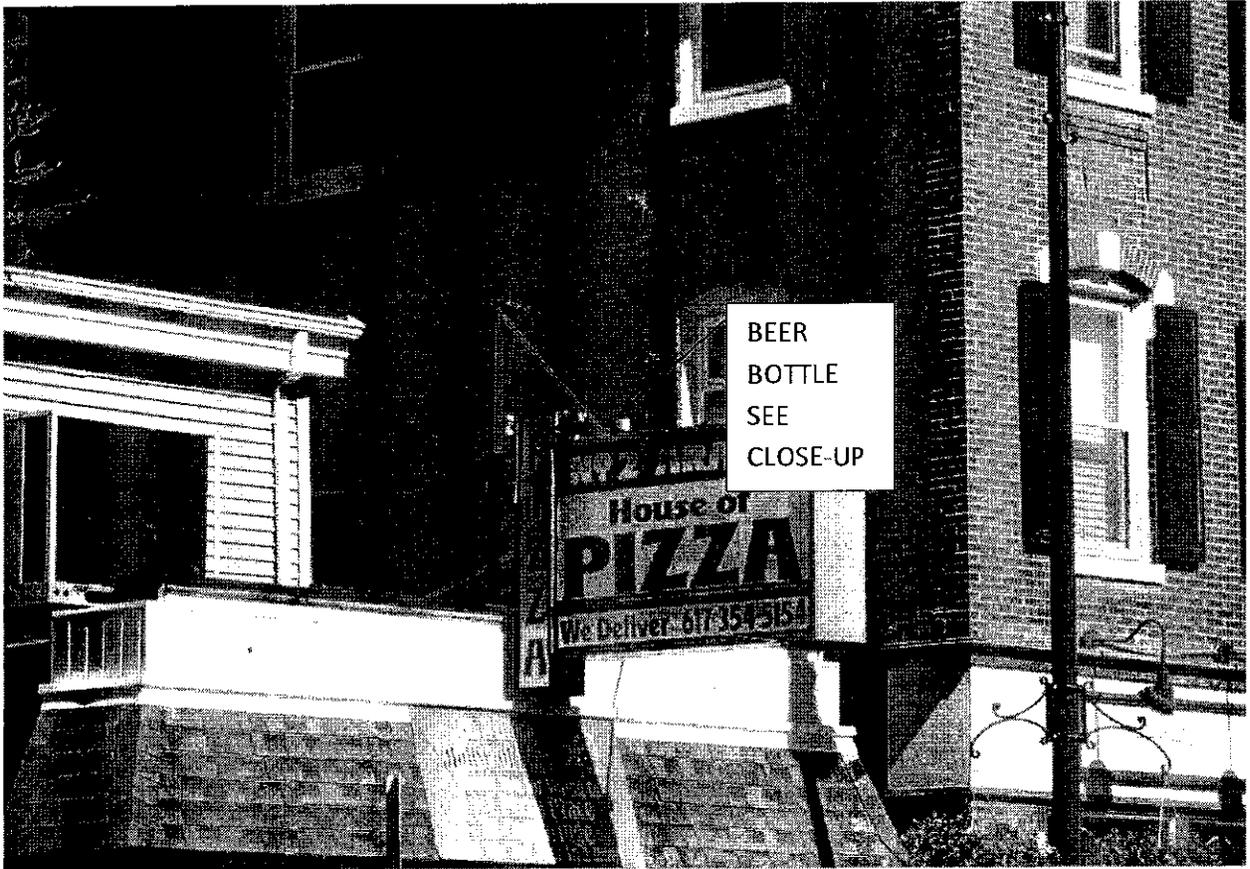


SODIUM LIGHT POINTED UPWARD, COULD AT LEAST POINT LIGHT DOWNWARD



LED'S POINTING DOWNWARD

*Paulson*



PIZZA SIGN WITH BOTTLE ON TOP [ SEE CLOSE-UP ]



[ CLOSE-UP OF BEER BOTTLE ] THIS IS THE TYPE OF SIGN THAT NEEDS TO BE LOOKED AT FOR RETROFIT TO LED.

*Taylor*

THE BIG SIGN THAT NEEDS RETROFITTING.



AN OLD NEON SIGN, EVEN THE CITGO SIGN HAS GONE TO NEW LED'S IN 2010



*Paul*

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## The CITGO Sign in Boston's Kenmore Square

"London has Big Ben, Paris has the Eiffel Tower. Boston has the CITGO sign."  
- Well-known Boston quote

### A Sign Of The Times



The iconic CITGO sign has been a part of the Boston skyline since 1940. Located at 660 Beacon Street, on what was once a Cities Service divisional office, the sign originally featured the Cities Service logo, but was replaced with the famous CITGO "trimark" of today when the CITGO brand was created for the marketing division of Cities Service in 1965.



Efforts to remove the sign in the early 1980s faced fierce opposition and led CITGO to restore the sign, with groups even fighting to declare the sign a landmark. The CITGO Sign is held in particular high regard by Boston sports fans. Red Sox sluggers are enticed by the so called "C-IT-GO" sign as they blast home runs over the left-field wall, and runners in the grueling Boston Marathon welcome its sight as the 20th mile mark. Its pulsing flash in the night sky has even been used by mothers-to-be at nearby Beth Israel to time their contractions.

It's no secret that the CITGO Sign in Boston's Kenmore Square is beloved by people across the country and around the world. Not only has it become a major image of the city of Boston, featured in postcards and tourist brochures, but the sign was deemed an "Objet d'Heart" by Time Magazine, was photographed by Life Magazine and featured in the New York Times. It has even become a source of inspiration for artists, musicians and filmmakers from around the world.

Want to know more about the famous CITGO sign? Check out the interesting [CITGO Sign Facts](#), and learn more about the man who is known by thousands of locals as the [Keeper of the Sign](#).



### A Boston Icon Gets a Facelift

In late July 2010, the 45-year-old, 3,600-square-foot sign had all its LED lights replaced with more technologically advanced and environmentally friendly versions. The upgrades required that the sign go dark while the work was done.

Boston residents watched excitedly as the sign was relit on Sept 17 during the 7th inning stretch of a Red Sox home game—just in time for baseball playoff season. Today, the famous beacon looks better than ever!

Find complete information on the [renovation](#) and [frequently asked questions](#).

### CITGO Sign Screen Saver

Does the CITGO sign bring you fond memories? Enjoy it yearround by downloading this [screen saver](#)! It even features an authentic neon buzz.

Download Instructions:

1. Click on your screen saver selection and save it to your hard drive.
2. After the download is complete, right click on your desktop, select "Properties," then select the "Screen Saver" tab.
3. In the drop down box, select the new screen saver and click OK.



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*Personal copy  
P. Owen*