

## Creedon, Paul

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**From:** Arthur Strang <arthurstrang@msn.com>  
**Sent:** Sunday, October 18, 2015 6:09 PM  
**To:** Carol O'Hare  
**Cc:** City Council; Farooq, Iram; Dash, Stuart; Paden, Liza; Lopez, Donna  
**Subject:** Re: City Council: Please do not approve 4 sandwich board signs - Harvard Sq. Eye Care

I oppose sandwich boards!

They are a clutter and disrespectful to those who walk and pass by.

Cambridge a radically growing business community, really needs sandwich boards for business?

On Oct 18, 2015, at 5:47 PM, Carol O'Hare <[cbo1066@gmail.com](mailto:cbo1066@gmail.com)> wrote:

Re: 10/19/15 City Council, Harvard Sq. Eye Care Applications 1-4 for sandwich board signs

Dear Mayor Maher, Vice Mayor Benzan and City Councillors:

Next up for signs: Harvard Square Eye Care requesting your approval for their four totally unnecessary, ugly sandwich board signs to be placed 7 days per week, from 10 a.m. – 7 p.m., on the sidewalks abutting their four establishments scattered throughout the city.

Sandwich Board Sign #1 - 15 Belmont St.: **Applicant already displays a wall sign and a projecting sign.\***

Sandwich Board Sign #2 - 198 Elm St., near Davis Sq.: **Applicant already displays a prominent wall sign.\***

Sandwich Board Sign #3 - 19 Dunster St., Harvard Sq.: **Applicant already displays a window sign and a prominent projecting sign.\* This is a very narrow, parking-metered sidewalk.**

Sandwich Board Sign #4 – 495 Massachusetts Ave., Central Sq.: **Applicant already displays a prominent wall sign.\***

I'm not going to catalogue all the reasons for denial. I'll just say that Harvard Square Eye Care already has more than sufficient signage to call attention to, identify and advertise the four establishments.

So, please just deny their applications to clutter our public sidewalks for any period of time with their proposed sandwich board signs. If you approve these, you must realize that more of these requests will surely follow.

\*Note: My report on the applicant's existing commercial signage is based on photos @ Google Street View.

Thank you for your time and attention.

Sincerely,

Carol O'Hare  
172 Magazine St.

Cc: Donna Lopez: Please file this with the Official Record  
Others, as listed above