



*Shopping, Dining, Arts, Entertainment and Style  
in East Arlington, MA*

**[www.CapitolSq.com](http://www.CapitolSq.com)**

November 16, 2015

To the Board of Selectmen:

Now that the Mass Ave Corridor project is substantially complete, Capitol Square businesses would like to install street banners to identify our business district and give a sense of who we are. There are 38 new lampposts that could hold banners.

This request is to use 14 of those posts for signage that specifically names Capitol Square as a place. Our goal is to have banners in place before the holidays.

Graphic artist Nilou Moochhala has contributed the design, which is attached. There will be a series of 7 banners on each side of Mass Ave. The front (as you're driving or walking) would have a graphic design and the back would have the Capitol Square logo. These will be vinyl banners with a relatively short life (a year?), and we would expect to update them from time to time as needed, always keeping some form of Capitol Square signage in place.

We are working with Public Works to identify the best placement of these first banners, and with Arlington Public Art to consider best uses of the remaining lampposts.

Thank you for your consideration.

Jan Whitted  
Owner, Artbeat  
*for the*  
Capitol Square Business Association

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**Capitol Square Business Association**

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