

December 5, 2018

To: Select Board, Town of Arlington

From: Arlington Committee on Tourism and Economic Development (ATED)

Re: "Shop Arlington First" sign and placement locations

Dear Select Board:

As part of our activities to promote tourism and support businesses located in Arlington, the Arlington Committee on Tourism and Economic Development (ATED) authorized funding to print 32, two sided, full color coroplast signs that read "Shop Arlington First". The graphic design services were donated by an Arlington resident. The design is intentionally non-holiday specific to allow the signage to be used at different times of the year. The color scheme and design were chosen to tie in with the color palette used in the Arlington Cultural District logo.

Proposed locations for the signage are below. We will coordinate with shop owners in the business districts so they are aware of the signage placement and will make any requested adjustments.

Signs will be placed the week December 10<sup>th</sup> and remain in place through the week of January 7<sup>th</sup>, 2019.

Proposed placement locations are:

1. Mass Ave and Alewife Brook Parkway traffic island
2. Mass Ave between Marathon St and Bates Road in grass strip (up to 3)
3. Mass Ave between Egerton Rd and Bates Road in grass strip (up to 3)
4. Mass Ave and Medford St traffic island
5. Mass Ave and Jason St traffic island
6. Mass Ave Broadway to Court Street shopping district (east and west side of Mass Ave in grass strip, up to 8 total )
7. Mystic Street and Russel St traffic island
8. Mystic Valley Parkway at Gardner St traffic island
9. Mystic St at Verner Rd traffic island
10. Mass Ave from Daniels St to Park Ave shopping district (east and west side of Mass Ave in grass strip, up to 5 total )
11. Mass Ave from Park Ave to Paul Revere Road shopping district (east and west side of Mass Ave in grass strip, up to 5 total )
12. Park Ave at Wollaston Ave traffic island

A file image of the sign accompanies this letter.

Thank you.

A handwritten signature in blue ink that reads "Thomas Davison".

Thomas Davison on behalf of the Arlington Committee on Tourism and Economic Development