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May 20, 2013

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OFFICE OF THE CITY CLERK  
CAMBRIDGE, MASSACHUSETTS

To the Honorable City Councilors of Cambridge City Council  
City Hall  
795 Massachusetts Avenue  
Cambridge, MA 02139

Dear Council Members,

I am writing to request your permission to hang banners promoting the Museum of Fine Arts, Boston. The banners would be hung in June through August.

The MFA welcomes one million visitors each year, more than 50,000 of whom are Cambridge residents.

We are requesting:

- 14 banners on JFK Street from Memorial Drive to Mt. Auburn Street
- 13 banners on Mass Avenue from the Inn at Harvard (1201 Mass Ave) to General MacArthur Square across from Church Street.

All banners will be double-sided with images from our collection and messages encouraging visitation. Enclosed are the designs. If you have any questions, or need additional information, please contact me at 617-369-3253 or [jweissman@mfa.org](mailto:jweissman@mfa.org).

Thank you so much for your consideration and support of the MFA.

Kind regards,

Jennifer Weissman  
Director of Marketing

City of Cambridge  
Electrical Department  
Banner Permit

Applicants Name: Jennifer Weissman, Director of Marketing

Address: 465 Huntington Avenue, Boston, MA 02115

Organization or Business Represented: Museum of Fine Arts, Boston

Pole locations: Street and pole numbers attach separate sheet if necessary:

- 14 banners on JFK Street from Memorial Drive to Mt. Auburn Street
- 13 banners on Mass Avenue from the Inn at Harvard (1201 Mass Ave) to General MacArthur Square across from Church Street.

Please see attached for pole numbers

Type Logo, Wording, Insignia: Please see attached designs

Date of attachment: June 3 – August 30, 2013

Contact Person: Amy Macdonald, President, Heritage Flag

Telephone: see cell #

Cell phone: 617-388-7437

Email: amy@heritageflag.com

Attachments to Poles:

1. Attachments shall be made with proper hardware and shall only be attached with non-corrosive metal clamps or brackets.
2. Banners attached to poles shall not exceed a total of 1152 square inches, approximately 18 inches x 48 inches, 24 inches x 36 inches, or 24 inches x 48. The actual size is subject to required clearances.
3. Banners cannot be attached to wood utility poles.
4. Banners shall have a minimum clearance of:
  - a. 16 feet over a roadway
  - b. 12 feet over a sidewalk
5. Banners shall not interfere with or obstruct, or otherwise block any roadway signs, lighting, or traffic signals.
6. The City reserves the right to remove, or order to be removed any banner deemed unsafe, not properly installed, or creating a hazard and the applicant may be subject to costs.
7. An applicant must provide a description of the materials the banner is made of, method of attachment, and means of installation (contractor name and contact information).

## Cosgrove, Marybeth

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**From:** Jennifer Weissman [JWeissman@mfa.org]  
**Sent:** Wednesday, May 29, 2013 12:05 PM  
**To:** Cosgrove, Marybeth  
**Cc:** Martha Davis; Amy Macdonald  
**Subject:** FW: MFA banner application

Sorry for the confusion. Apparently we have Electric's approval (see below). Anything else we should be doing?  
Thanks.

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**From:** Martha Davis  
**Sent:** Wednesday, May 29, 2013 12:04 PM  
**To:** Jennifer Weissman  
**Subject:** FW: MFA banner application

Hi Jen,

We got approval from Steve (electrical) before submitting the application to the City Council. Please see below.

Martha

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**From:** Lenkauskas, Steve [<mailto:slenkauskas@CambridgeMA.GOV>]  
**Sent:** Monday, May 20, 2013 1:34 PM  
**To:** Martha Davis  
**Subject:** RE: MFA banner application

Martha,  
This looks fine, you can submit your request to the City Clerk.

Steve

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**From:** Martha Davis [<mailto:MDavis@mfa.org>]  
**Sent:** Monday, May 20, 2013 1:27 PM  
**To:** Lenkauskas, Steve  
**Subject:** RE: MFA banner application

Hi Steve,

Amy has revised the map per your comments below. She sent it along with the explanation below on why she was confused:

Here is the revised map. Pole 154 was on a different map, which is how I got confused. This should work. The plan is for one side of the street, 13 poles, from approximately Dunster St. to the end of General McArthur Square.

Hopefully, we are all set now. If you could confirm, I will take the next step and contact the City Council. Thank you again for your time and patience.

Martha Davis

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**From:** Lenkauskas, Steve [<mailto:slenkauskas@CambridgeMA.GOV>]  
**Sent:** Tuesday, May 14, 2013 4:00 PM

**To:** Martha Davis  
**Subject:** RE: MFA banner application

Martha,

I have reviewed the poles per your request and approve the locations. There is a discrepancy in the number of banners on Mass Ave and where they start. The application is asking for 13 banners the diagram has 15. The actual starting location should be Mass Ave. near Dunster Street or opposite the Kiosk. To clarify there is to be only one banner per pole, full size on JFK Street and reduced size on Mass Ave. After clarification you can submit your paper work to the City Clerk to go before the Council for approval. If there is anything else you need please give me a call.

Stephen Lenkauskas  
City of Cambridge  
Electrical Department  
617-349-4925

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**From:** Martha Davis [<mailto:MDavis@mfa.org>]  
**Sent:** Monday, May 13, 2013 1:37 PM  
**To:** Lenkauskas, Steve  
**Subject:** MFA banner application

Hello Steve,

As Amy MacDonald of Heritage Flag has mentioned, The Museum of Fine Arts would like to hang banners in the City of Cambridge this summer. Attached you will find an application, map of the areas we are interested in, pole numbers (where available), and the artwork for the banners. I have also drafted a letter to the City Council, and understand that after you've reviewed our request, we will need to approach them for final approval.

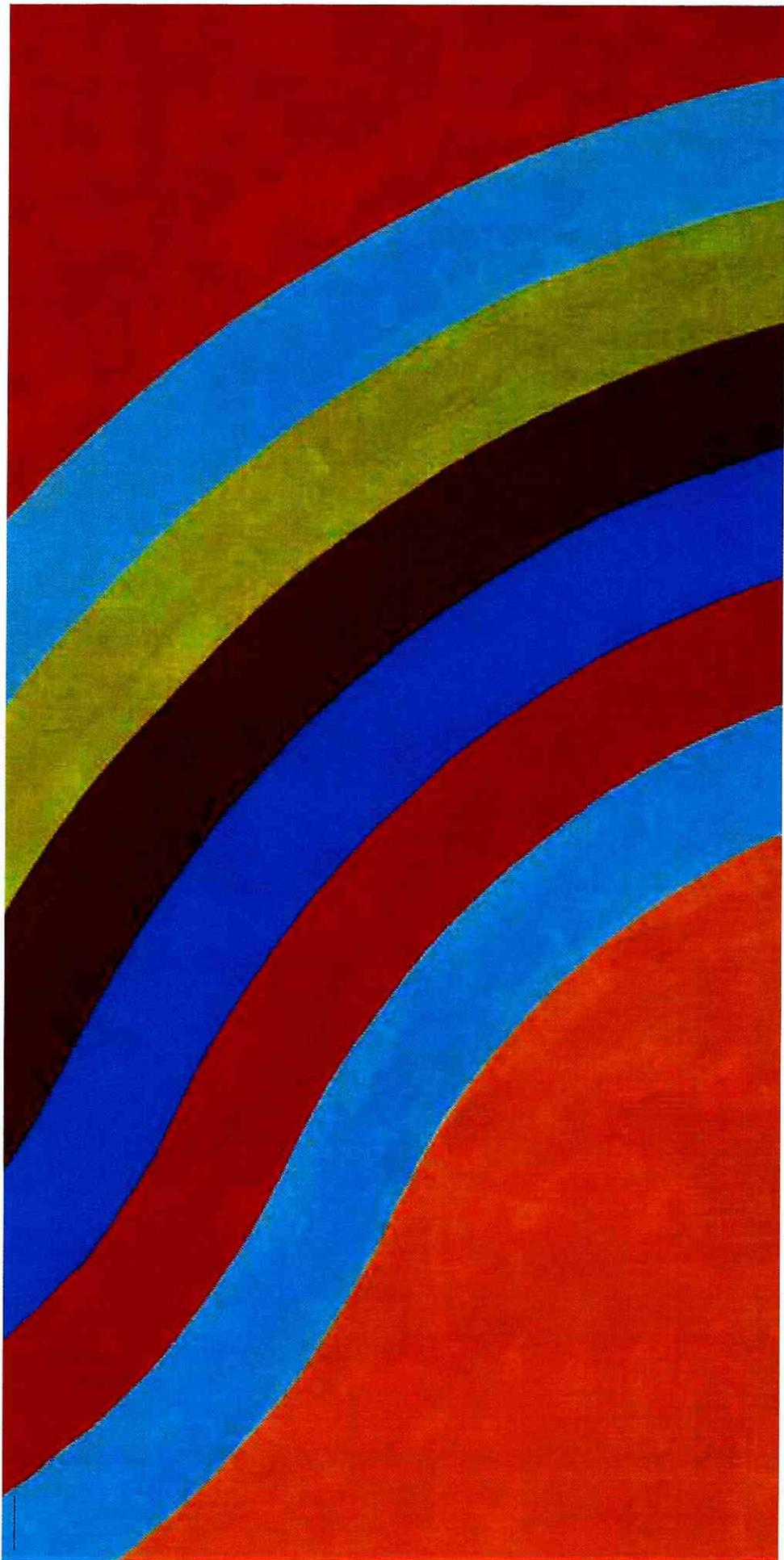
If you need additional information, or have any questions, please let us know. Thank you. We look forward to working with you.

Martha Davis  
Manager of Tourist Marketing  
Museum of Fine Arts, Boston  
465 Huntington Avenue  
Boston, MA 02115

**EVERY DAY  
A NEW  
MFA**



**Museum  
of Fine Arts  
Boston**



# OPEN EVERY DAY



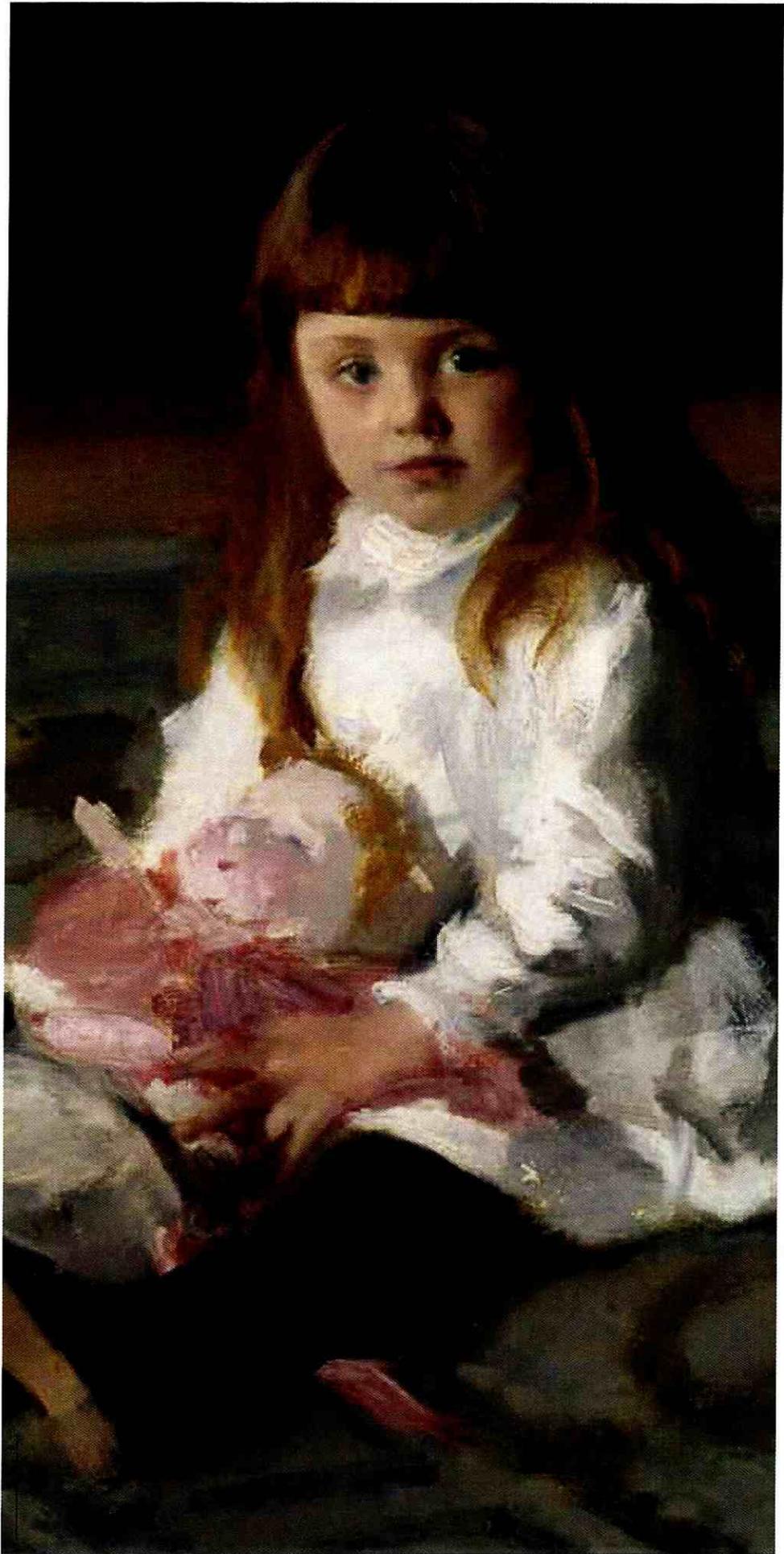
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Boston



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KIDS  
ALL SUMMER**



Museum  
of Fine Arts  
Boston



**EVERY DAY  
A NEW  
MFA**



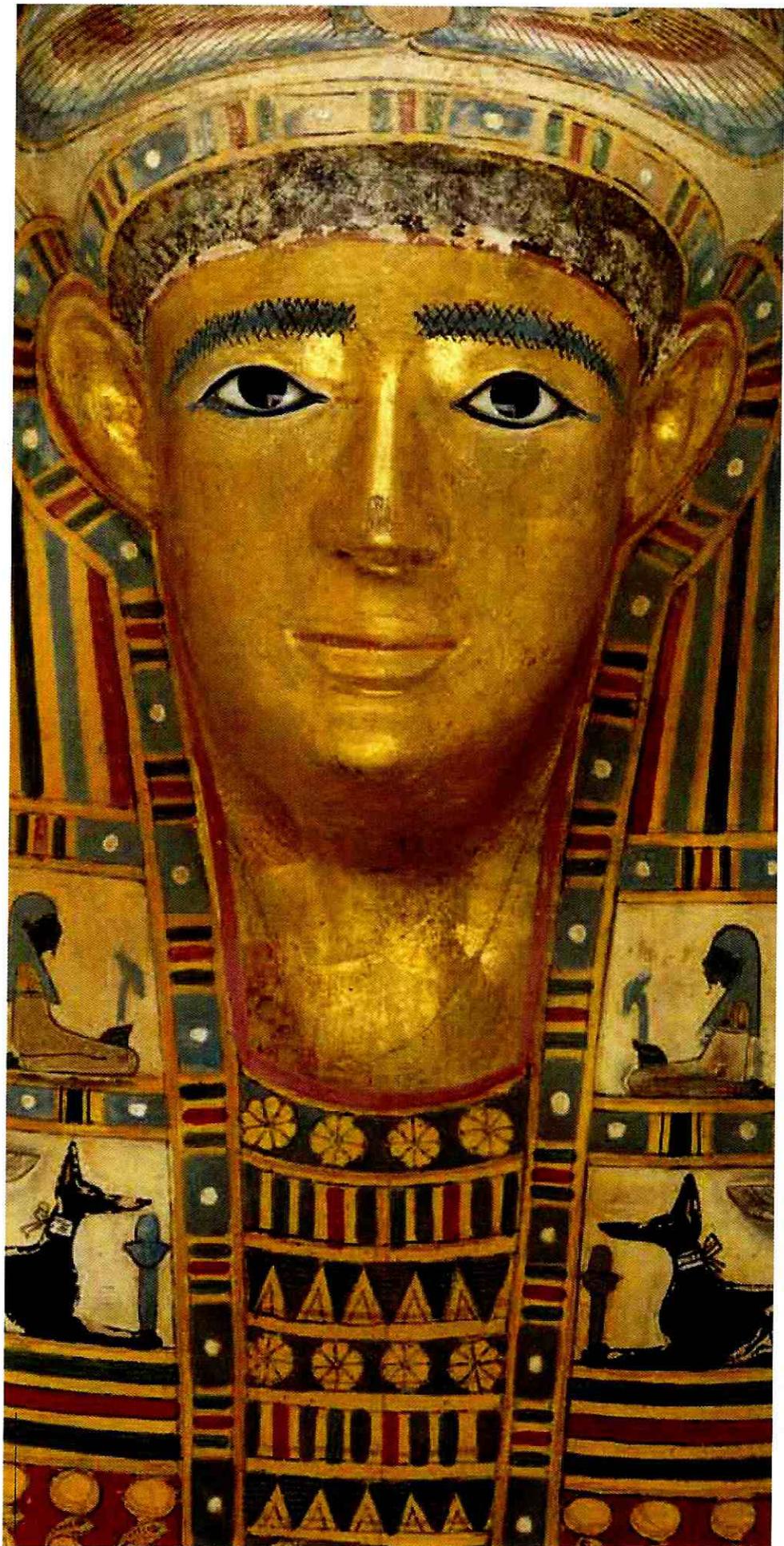
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Boston



**OPEN  
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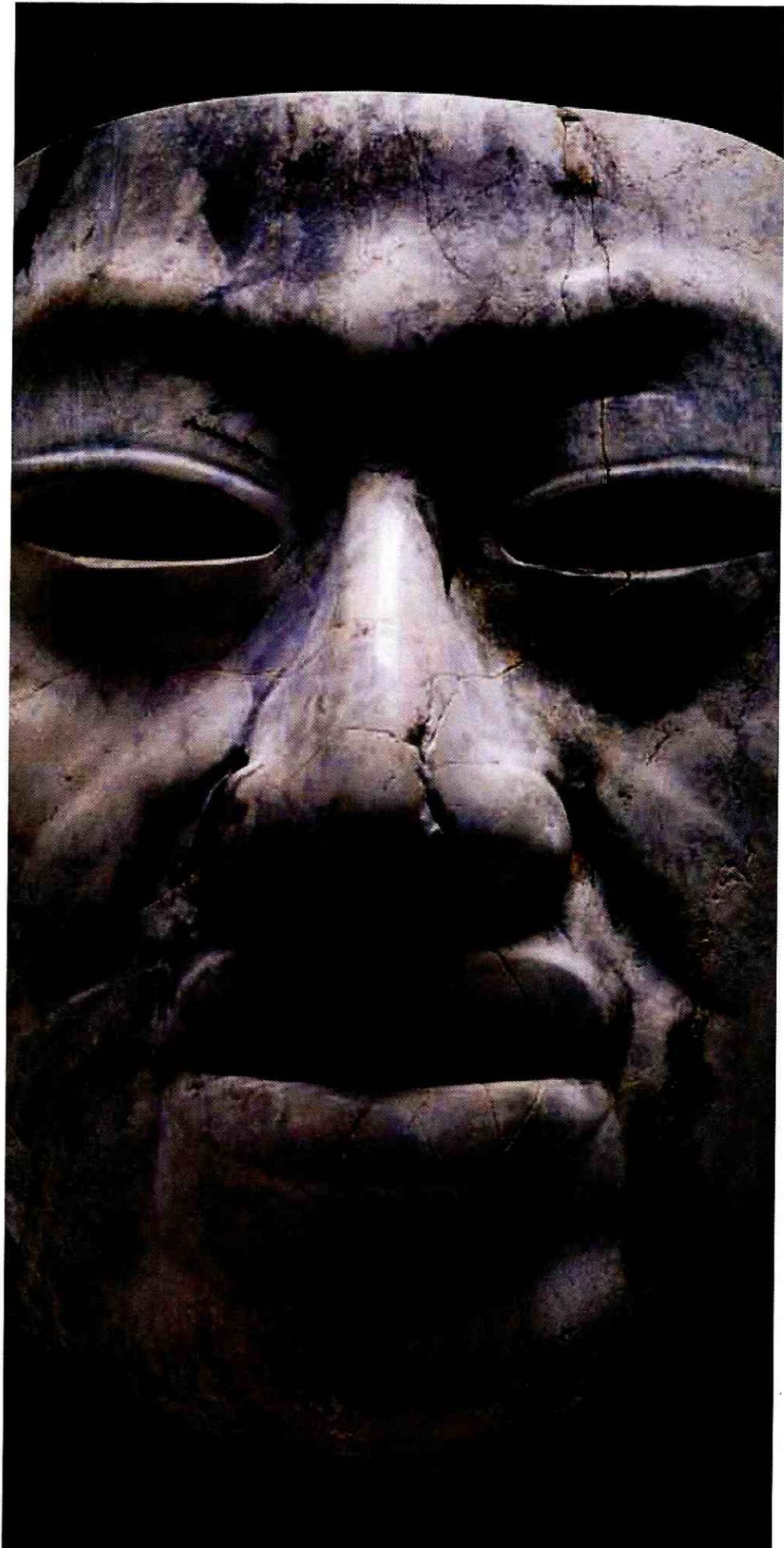
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ALL SUMMER**



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