

September 18, 2013

To the Honorable City Councilors of Cambridge City Council
c/o Marybeth Cosgrove
City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

2013 SEP 18 PM 12 04

OFFICE OF THE CITY CLERK
CAMBRIDGE, MASSACHUSETTS

Dear Council Members,

I am writing to request your permission to hang banners promoting the *John Singer Sargent Watercolors* exhibition at the Museum of Fine Arts, Boston. The banners would be hung beginning October 11 and remain up until December 31.

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

We are requesting:

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

Steve Lenkauskas, City of Cambridge Electrical Department, has approved the placement (please see attached copy of email exchange).

All banners will be double-sided with images from the exhibition. Enclosed are the designs. If you have any questions, or need additional information, please contact me at 617-369-4326 or mdavis@mfa.org.

If approved, I understand that we will need to provide insurance coverage.

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

Kind regards,

Martha Davis
Manager of Tourist Marketing

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

City of Cambridge
Electrical Department
Banner Permit

Applicants Name: Martha Davis

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: see attached

26 along JFK, 15 along Mass Ave into Harvard Square

Type Logo, Wording, Insignia: see attached artwork

Date of attachment: 10/11/13

Contact Person: Martha Davis

Telephone: 617-369-4326

Cell phone:

Email: mdavis@mfa.org

To be installed by:

Amy Macdonald, President

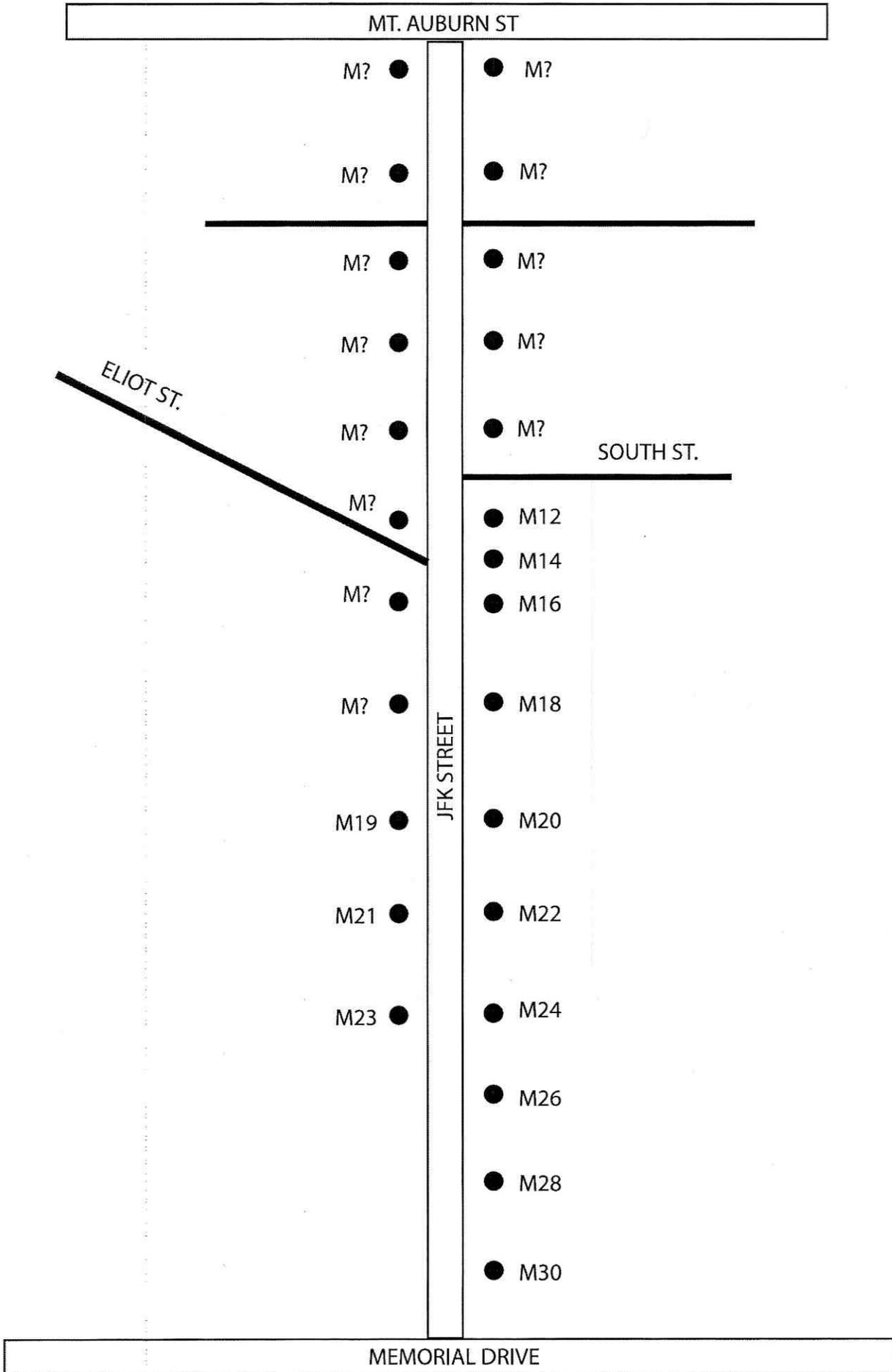
Heritage Flag

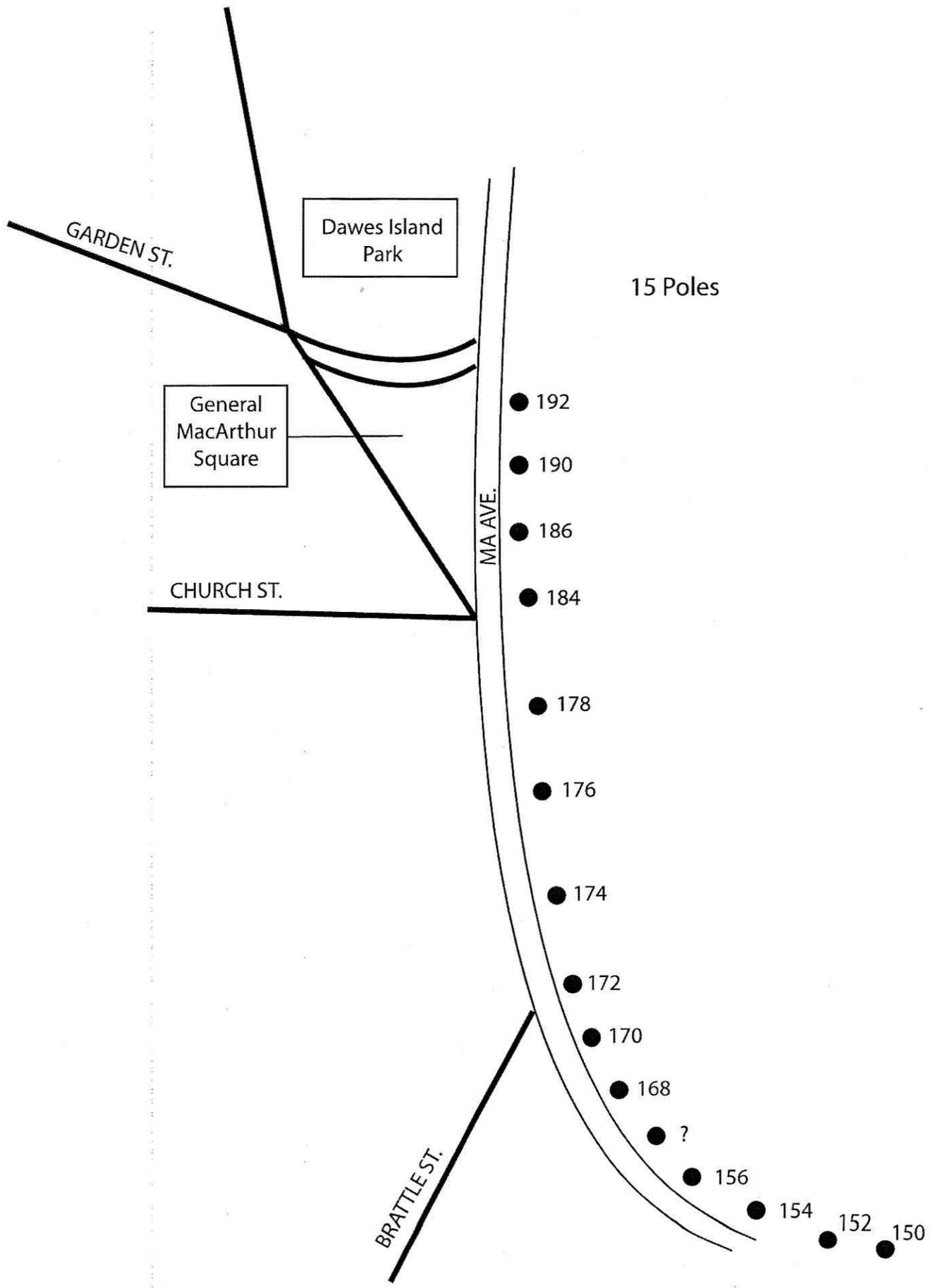
amy@heritageflag.com

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).

26 POLES





15 Poles

Dawes Island Park

General MacArthur Square

GARDEN ST.

CHURCH ST.

MA AVE.

BRATTLE ST.

● 192

● 190

● 186

● 184

● 178

● 176

● 174

● 172

● 170

● 168

● ?

● 156

● 154

● 152

● 150

Martha,

These look like the same poles as the last installation with a few additional locations which should not be a problem. What is the requested duration of the installation?

Steve

From: Martha Davis [mailto:MDavis@mfa.org]

Sent: Thursday, September 12, 2013 11:50 AM

To: Lenkauskas, Steve

Subject: FW: permission to hang banners

Good morning Steve,

Have you had the chance to review the request I sent last week? I'm hoping we can get the green light from you so we can move through the other steps and be ready to go for mid-October. Thanks so much for your help.

Martha

From: Martha Davis

Sent: Thursday, September 05, 2013 1:20 PM

To: Lenkauskas, Steve

Cc: 'Amy Macdonald'; 'cathy@heritageflag.com'

Subject: permission to hang banners

Dear Steve,

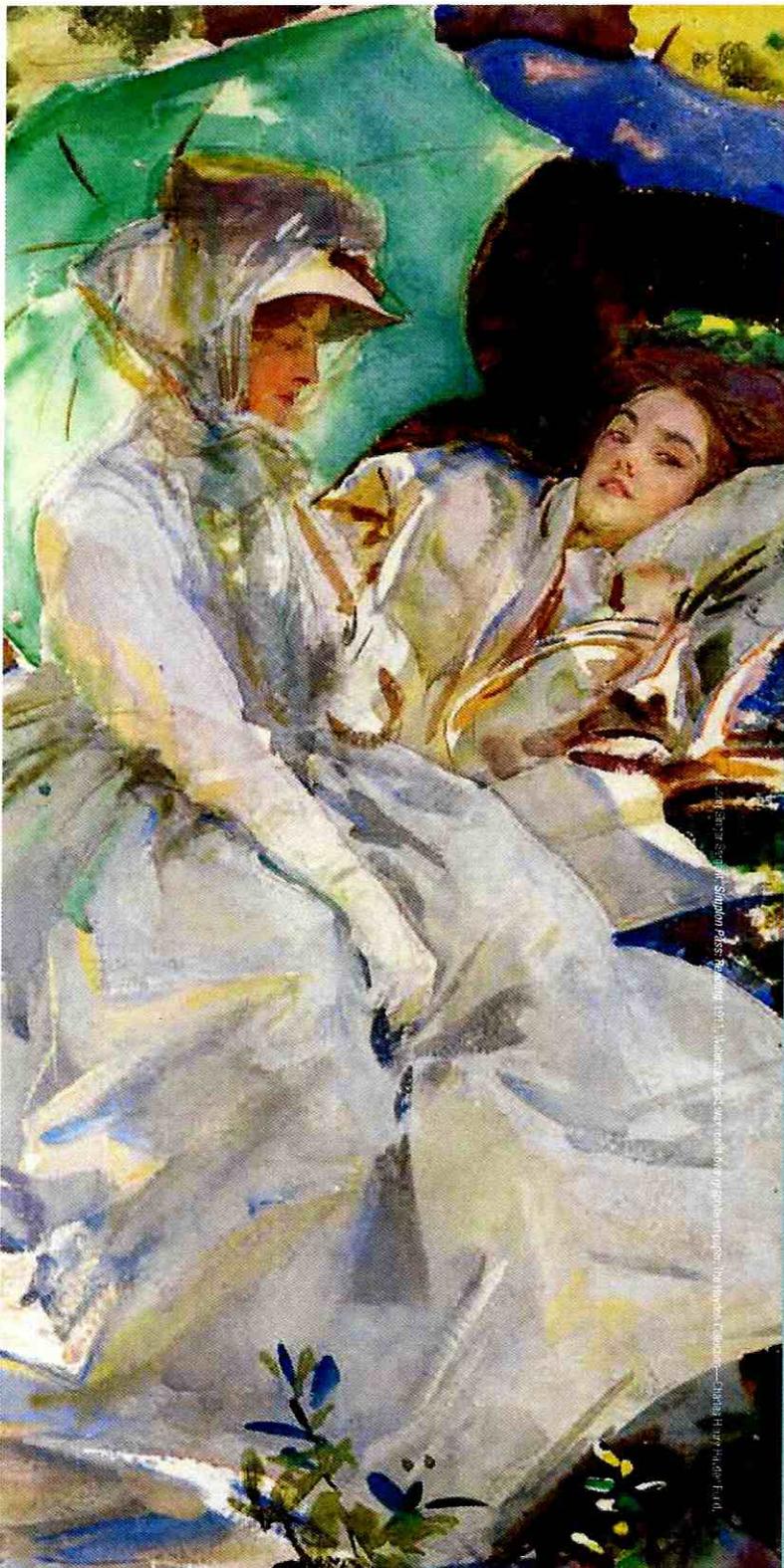
The Museum of Fine Arts, Boston would once again like to ask your permission to hang city banners along JFK Street and Mass Avenue. We are hoping to install them in mid-October through December to promote our upcoming John Singer Sargent Watercolors exhibition. Amy Macdonald from Heritage Flag will again help us with the banner production and installation.

I am attaching the application, pole maps, and artwork for the banners. Once I get your approval, I understand that I will need to also get permission from the City Councilors' office.

Thank you for your consideration.

Regards,

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



John Singer
Sargent
Watercolors



Museum
of Fine Arts
Boston
mfa.org

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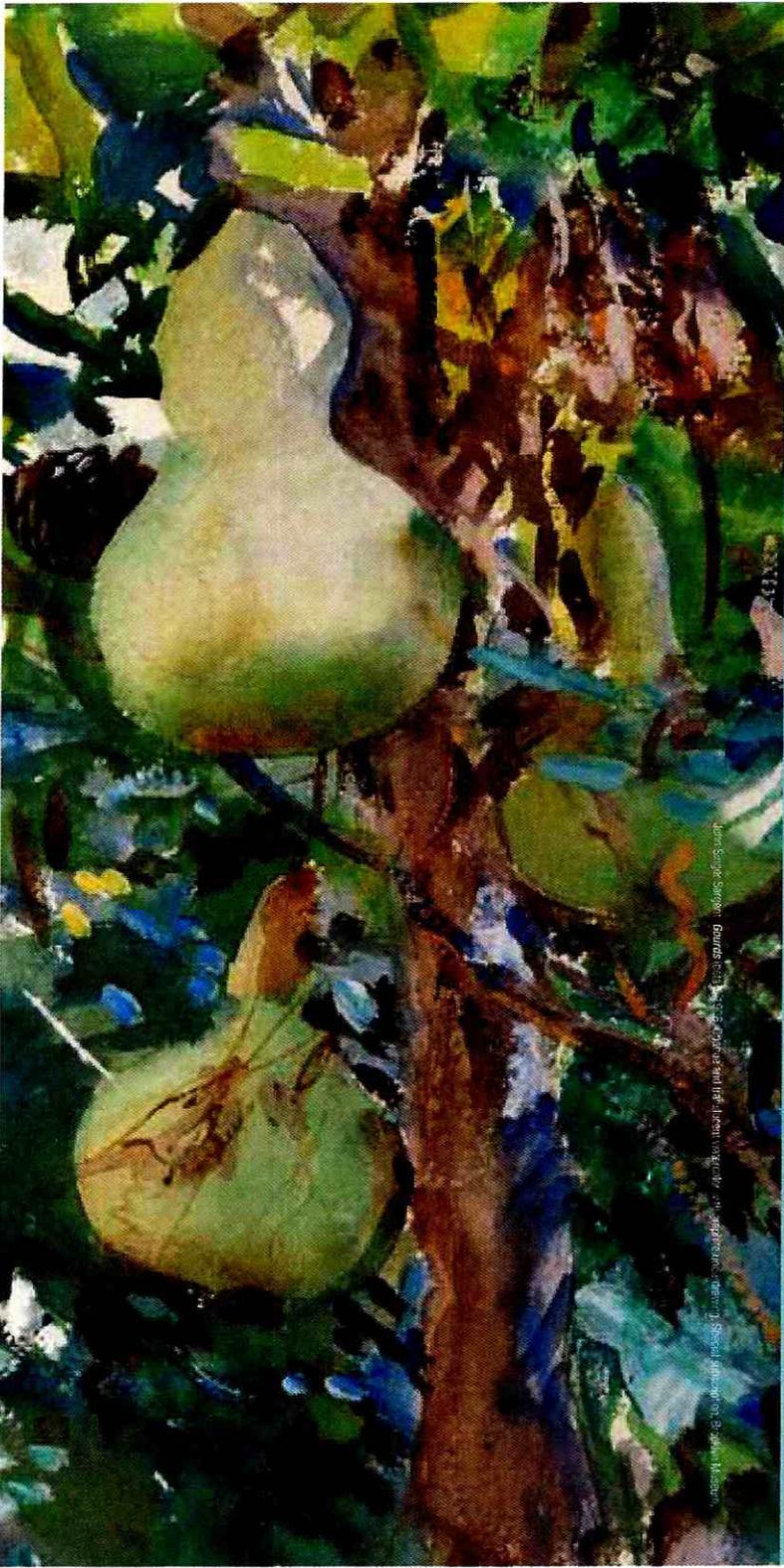
John Singer
Sargent
Watercolors



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John Singer Sargent, Venice Under the Rialto Bridge, 1881, 1880. Grand Hotel, Venice, Italy. Oil on canvas. The Museum of Fine Arts, Boston. Photo: © 2011 MFA, Boston. All rights reserved.



John Singer Sargent
Sargent
Watercolors



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