

Arts Council
Colander #5 City of Cambridge

MASSACHUSETTS

In City Council

1979

*Commissioner Wylie**Petition**- 40 Banners*

	YEA	NAY	ABSENT	PRESENT
Mr. Crane	✓			
Mr. Duehay	✓			
Mr. Frisoli	✓			
Ms. Graham	✓			
Ms. Preusser	✓			
Mr. Sullivan			✓	
Mr. Vellucci	✓			
Mr. Wylie	✓			
Mayor Danehy		✓		

7

1

1

OK
A

*Permission will be received**from MBTA etc*

PRINT IN PUBLIC RELATIONS

A bimonthly series of reprints from Print Magazine concerning subjects of unique interest in the field of graphic design.

FLING OUT THE BANNER

Susan Braybrooke

Decorative banners have begun sprouting outside and inside the most imposing of structures. It's not hard to see why. They are dramatic, economical, fun. They also have a noble tradition.

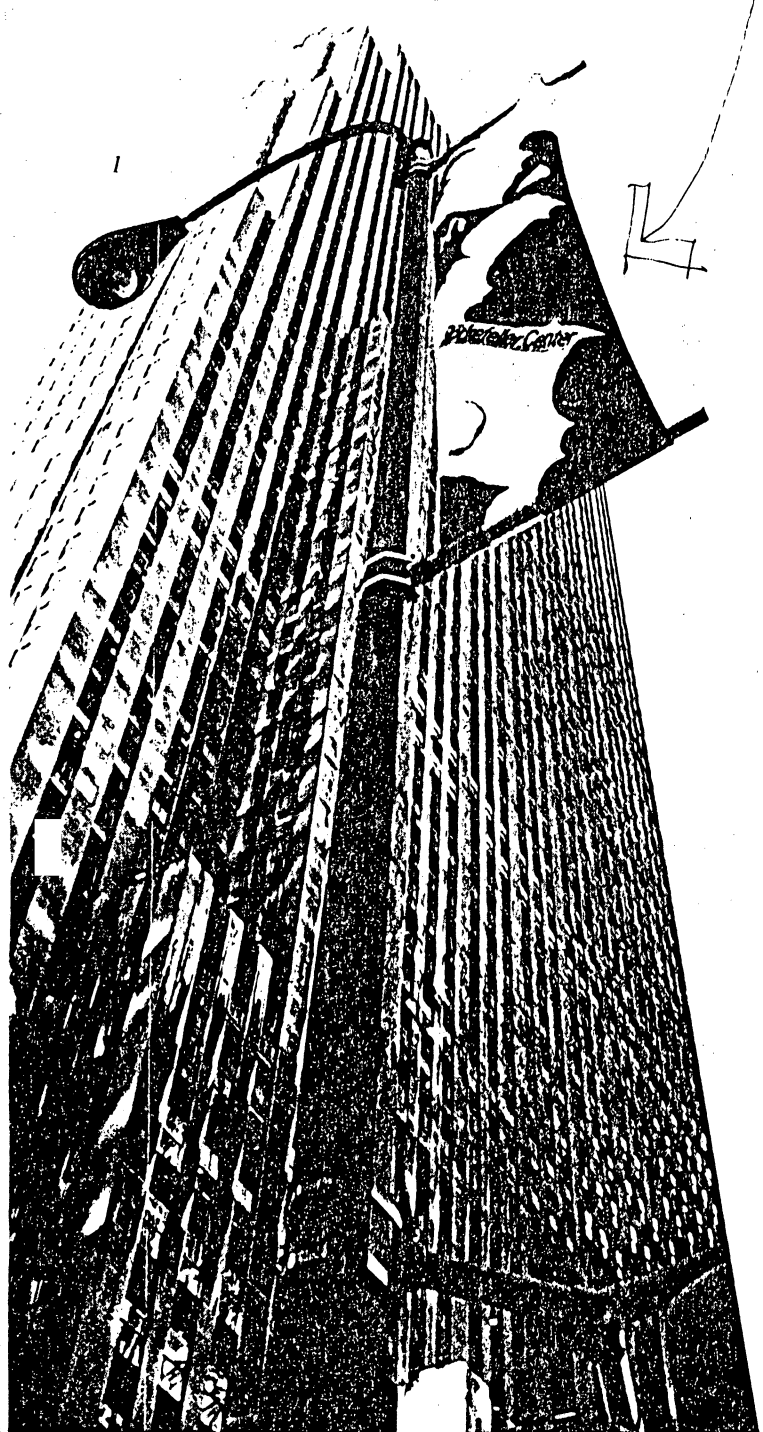
As environmental graphics broadens its sphere of influence, and as building owners and managers become more aware of the range of its potential as a design discipline, we are seeing greater spontaneity and variety in its manifestations—bearing witness, perhaps, to a freer and more exuberant design spirit. Banners, which undoubtedly conjure up a celebratory aura, suddenly seem to be sprouting from structures of every dimension. We are familiar with their limited use in stores, boutiques or trade fairs as a sales tool to call attention to some special display or merchandise, but their application as vibrant, decorative elements in large institutional spaces is relatively new. They have, of course, several obvious advantages, which make one wonder why up to now they have been so little exploited. They are dramatic, relatively economical, movable and versatile and clearly make a positive impression on the public, because, after all, they are fun.

Banners made quite a strong showing among the submissions for this year's *Print Environmental Graphics Casebook*, yet, curiously, the judges passed over many of them in their selection process. Not much was said about why, but one had the faint impression that they were reacting to feelings of frivolity and impermanence or that banners were not strictly "environmental," whatever that overused term is taken to mean. Yet, as we look around, we find that banners are indeed becoming at least a semi-permanent feature of a broad spectrum of building types, and that there is something about them that engenders a festive, vigorous public reaction. Perhaps this is because they blow about briskly in the breeze, or because we associate them with things to hang out in welcome, or celebration, or even as a rite of spring.

New Yorkers are inclined to associate banners with public buildings, especially museums. For some years now, the Metropolitan Museum of Art on upper Fifth Avenue has been announcing its major shows with enormous banners—sometimes three at one time swaying in the breeze across its classical facade. There are often banners outside the Museum of Modern Art, and some Off-Broadway theaters announce their swiftly changing repertoire by this means.

In the new police headquarters—opened by John Lindsay in 1973—a series of 10 5 ft. by 18 ft. brilliantly colored banners were specially designed by Sheila White Samton to hang perma-

our support system
is similar to the system
installed at Rockefeller
Center, N.Y.





City of Cambridge

CALENDAR ITEM NO. 5

IN CITY COUNCIL

April 23, 1979

ORDERED:

That, in accordance with the provisions of an ordinance relative to placing and maintaining signs, the Commissioner of Public Works be and hereby is authorized to grant a permit to the Cambridge Arts Council for the erection of 20 to 40 banners along Massachusetts Avenue, between Harvard Square and the Arlington line.

Provided that, before erecting the above named banners, the petitioner shall obtain a permit from the Building Department and file with the City Clerk a satisfactory bond in the sum of Two Thousand Dollars (\$2,000) conditioned to save harmless the City of Cambridge from all claims for damages arising from the construction, maintenance and use of said banners.

This permit is granted subject to the petitioner obtaining permission, in writing, from the owners or persons in charge of any properties to which the banners will be attached.

In City Council April 30, 1979

Adopted by a yea and nay vote:

Yeas 7; Nays 1; Absent 1.

Attest: Paul E. Healy, City Clerk

A true copy,

ATTEST:

A handwritten signature in cursive script, reading "Paul E. Healy". Below the signature, the words "CITY CLERK" are printed in a sans-serif font.

CITY CLERK

bannerdays

STREET FLAGS PART 1 North Cambridge Banners

Cambridge Arts Council
Neighborhood Permanent Enhancements Competition
Submitted by Linda Kaplan

We would like to see banners installed along Massachusetts Avenue between Rindge Avenue and Richard Avenue. Our two-part proposal provides for the design and installation of a permanent system for hanging banners and also for the first set of banners which would be hung this May.

I have designed this set to celebrate the arrival of Spring. Each of the three patterns presents a colorful flower design--a daffodil, iris, or anemone on a blue field. The banners will be constructed so that the flower image is visible from both sides.

The banners will be placed in areas that will be most enhanced by their presence. Part of our role and responsibility will be to meet with merchants who are interested in having a banner in front of their shops. We hope that merchants will see this project as a way to upgrade and reinforce the festive commercial atmosphere of their area. The merchant would be the spiritual owner of the banner.

Although the banners will be durable, eventually they will have to be replaced. The need for replacements could offer an exciting opportunity for the Cambridge Arts Council and for community participation. The design process could consist of competitions to be held either City-wide or within the North Cambridge neighborhood itself. Local public schools, for example, might hold student design competitions. Young artists would be given the opportunity to see their work publicly displayed. The Cambridge Arts Council's role might be to provide technical advice and consultation on design and construction of the students' banners.

In summary, this proposal provides for the design and fabrication of twenty banners as well as for the community liaison work which will precede the banner installation.

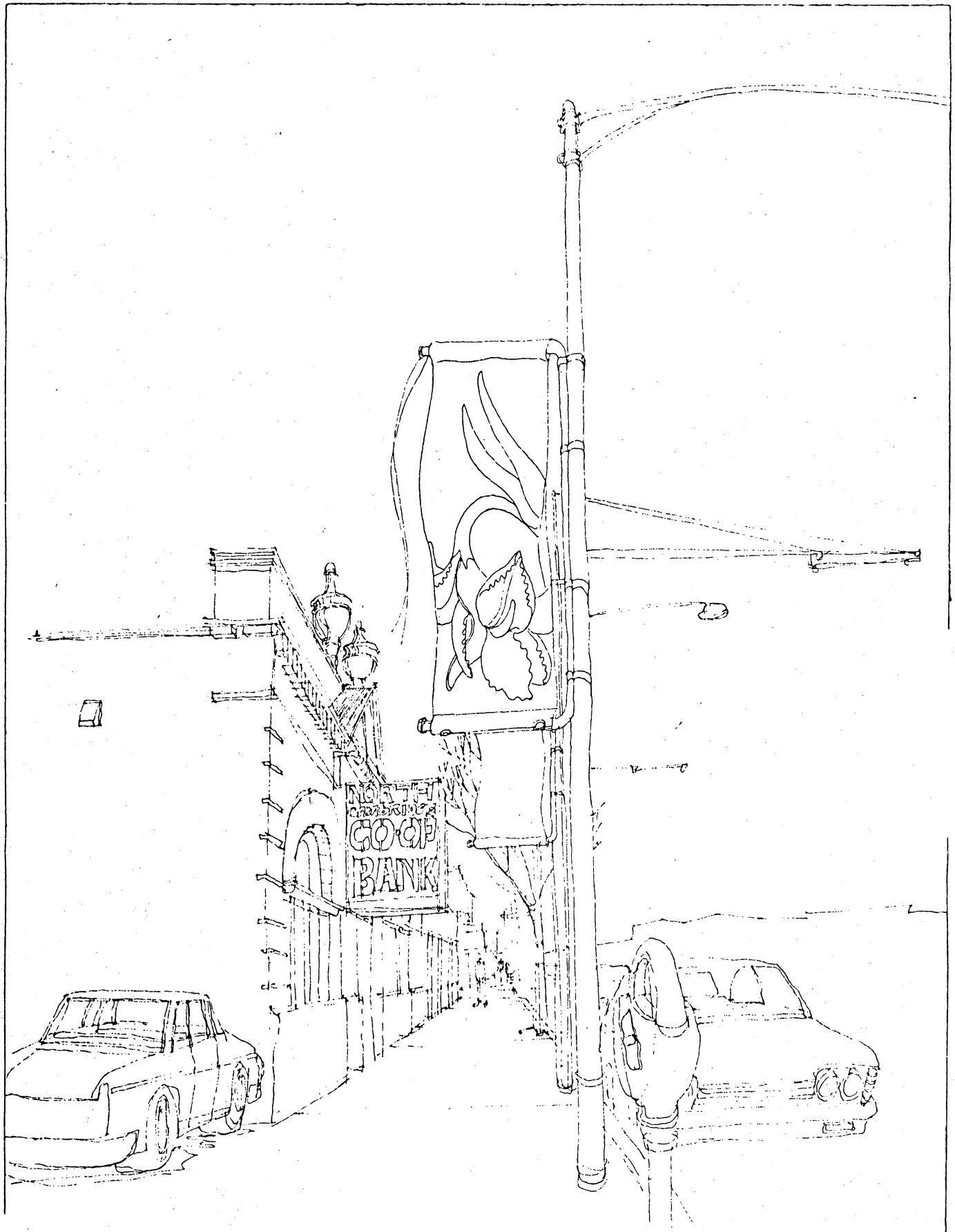
March 28, 1979

Randall Imai

Architect · Urban Designer

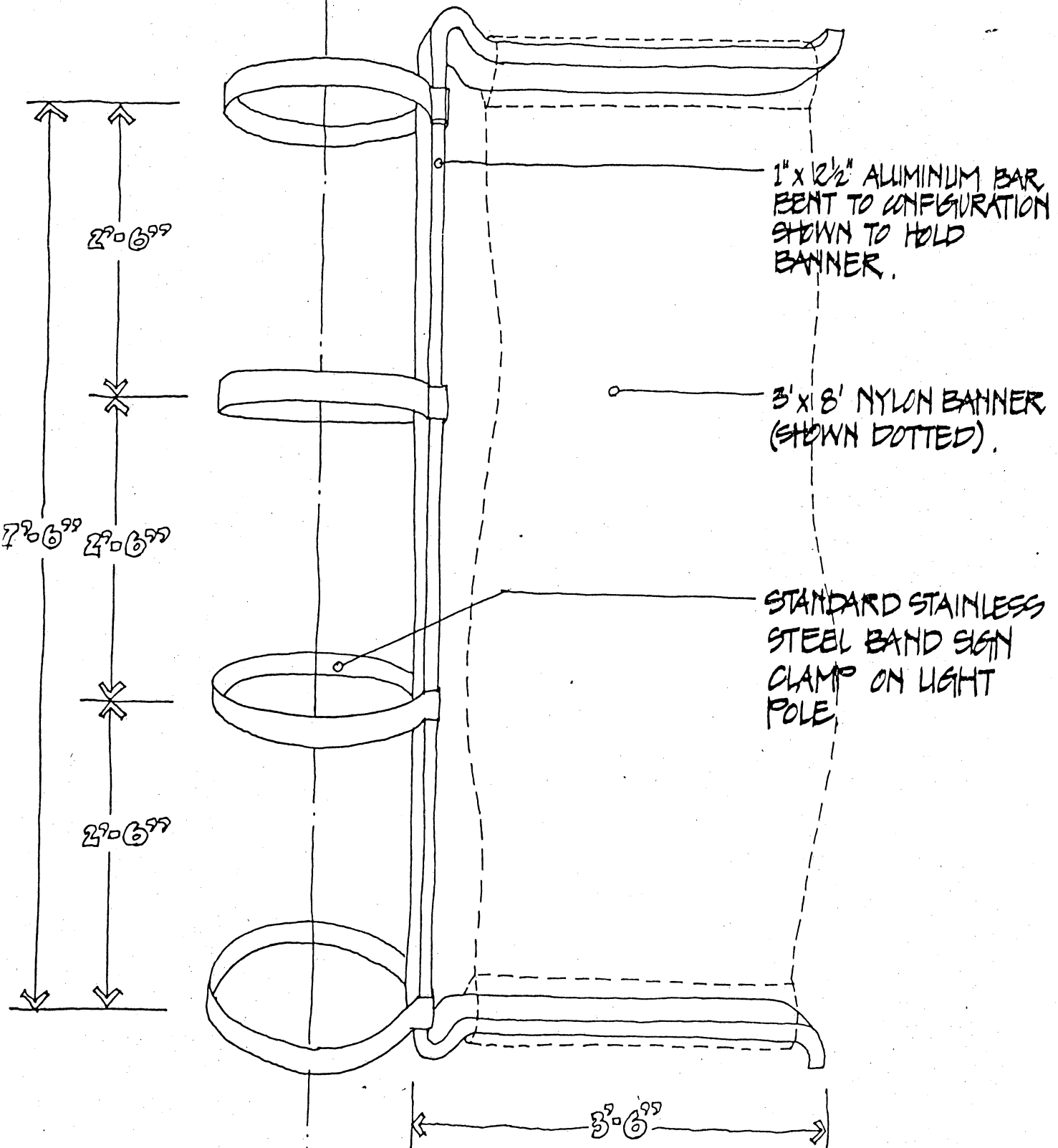
155 West Brookline Street
Boston · Massachusetts 02118

(617) 267-0643



Randall Imai
Architect Urban Designer
155 West Brookline Street
Boston Massachusetts 02118
(617) 267 0643

☉ LIGHT POLE
(NOT SHOWN)



banner bracket

not to scale

18 mar. 79

STREET FACES

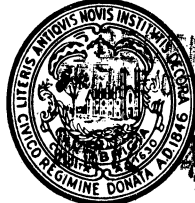
Cambridge arts council
Neighborhood permanent enhancement

proposal 1:

north cambridge banners
submitted by linda kagan

proposal 2:

banner support system
submitted by randall imai



RECEIVED BY
CITY CLERK

4 19 PM '79

CAMBRIDGE, MASS.

The Cambridge Arts Council

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

(617) 498-9033

April 12, 1979

To: The Honorable Members of the City Council

With funding from the 1979 Cambridge River Festival H.U.D. Neighborhood Permanent Enhancement Competition, we hope to hang 20 to 40 banners along Massachusetts Avenue, between Harvard Square and the Arlington line. (Diagram and permit enclosed.) Private funds have been offered to match the grant from the Arts Council.

We request your earliest approval of this proposal.

Sincerely yours,

Pamela Worden
Executive Director

Handwritten signature or mark, possibly reading "Handwritten" or similar, oriented vertically.

RECEIVED BY
OFFICE OF CITY CLERK

Cambridge, April 12 1979

To the Honorable, the City Council of Cambridge:

PRIOR TO APPROVAL OF THE CITY COUNCIL, EACH PETITION MUST BE ACCOMPANIED BY A DRAWING OF PROPOSED SIGN, INDICATING DESIGN AND DIMENSIONS AND LOCATION ON PREMISES.

The undersigned respectfully prays that Cambridge Arts Council be granted permit to erect a sign of the following specifications in front of premises from Harvard Square to the Arlington line

Type: nylon banners and metal supports
(State whether Electric or, otherwise and material used in construction)

Reading matter to go on sign: art work (silkscreened flower designs)

Size: banners: 3 feet x 8 feet

Weight: not over 2 lbs/banner

How Erected: A: 3 feet 0 inches from post B: 10 feet 0 inches
(A: Give exact distance sign is to extend from building over sidewalk.)
(B: Also exact distance from bottom of sign to sidewalk.)

Height Above Grade: Bottom 10 feet 0 inches Top 18 feet 0 inches

Jeff Marsh
(Signature of Applicant)

Cambridge City Hall
(Address)

NOTICE - REGULATIONS

SECTION 1412.0 STATE BUILDING CODE

PROJECTING SIGNS

1. A projecting sign shall be constructed wholly of incombustible materials.
2. All signs must meet requirements of Zoning Ordinances and Building Code.

APPROVED:

Vincent A. Iulio
Building Inspector

April 12, 1979
Date

Calendar #5 of 4/30/79
H-46

PETITION

of Cambridge Arts Council
for 20 to 40 banners
No. along Mass. Avenue, between
Harvard Sq. and Arlington
April 23 19 79

4/23/79

Forwarded
Director to Approve

In City Council, April 23 19 79

Referred to the Committee on

Attest:

City Clerk

4/30/1979 - Motion of C. Wayne
Petition approved
on Roll Call Vote
7-1-1