

City of Cambridge
Electrical Department
Banner Permit

Applicants Name: SHANE SIGNS

Address: 48 QUINCY ST #2 SOMERVILLE, MA 02143

Organization or Business Represented: KENDALL SQUARE ASSOCIATION

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

SEE ATTACHMENT

Type Logo, Wording, Insignia: KENDALL SQUARE (SEE ATTACHMENT)

Date of attachment: ASAP Date of removal: YEAR ROUND. WILL SERVE AS NEEDED

Contact Person: BOB SHANE

Telephone: 617 851 6469

Cell phone: 11

Email: BOB@SHANE SIGNS

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 1800 square inches, approximately 18 inches x 48 inches, 24 inches x 36 inches, 24 inches x 48, or 30 inches x 60 inches. 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).

Approved by: [Signature]

Date: 2/10/26

Shane Signs

48 Quincy St. #2
Somerville, MA 02143
617-851-6469

To: The Cambridge City Council

January, 7th 2026

Honorable Councilors,

On behalf of the Kendall Square Association, I would like to request permission for a light pole banner program to promote their neighborhood identification program. We would like to install these banners as soon as approved with some wiggle room for printing and permitting. This is intended to be an evergreen campaign that would stay up for a few years with repair/maintenance as needed. There are three designs used in total that will alternate going down each route. Designs will be submitted with the application for review.

14 banners in total. All banners are sized 30" wide by 60" tall and doublesided.

Light Pole Banner Routes:

Third Street Map: 5 Poles

2 Poles: M40 and M47 on both sides of the Third Street at the intersection of Binney St.

2 3 Poles: M60, M62, and ? on the One Broadway side of Third Street leading up to the Broadway intersection. ? is the pole right on the corner.

Galileo Galilei Way and Main Street Map: 7 Poles

2 3 Poles: M77, 1, 3 on Galileo Galilei Way

0 4 Poles: 1, 14, 17, ? on Main Street in front of One Main and One Broadway

Main Street Map: Using 2 poles but including 7 backups in case there are issues with any other locations.

1 2 Poles: 43, and 45 on Main Street just after Galileo Way intersection (in front of Novartis)
7 backup poles: 50, 52, 54, 56, ?, ? continuing down Main Street after Galileo Way towards Central Square

? = No visible number on the pole

The proposed banner designs are attached.

Thank you for your consideration,

Bob Shane

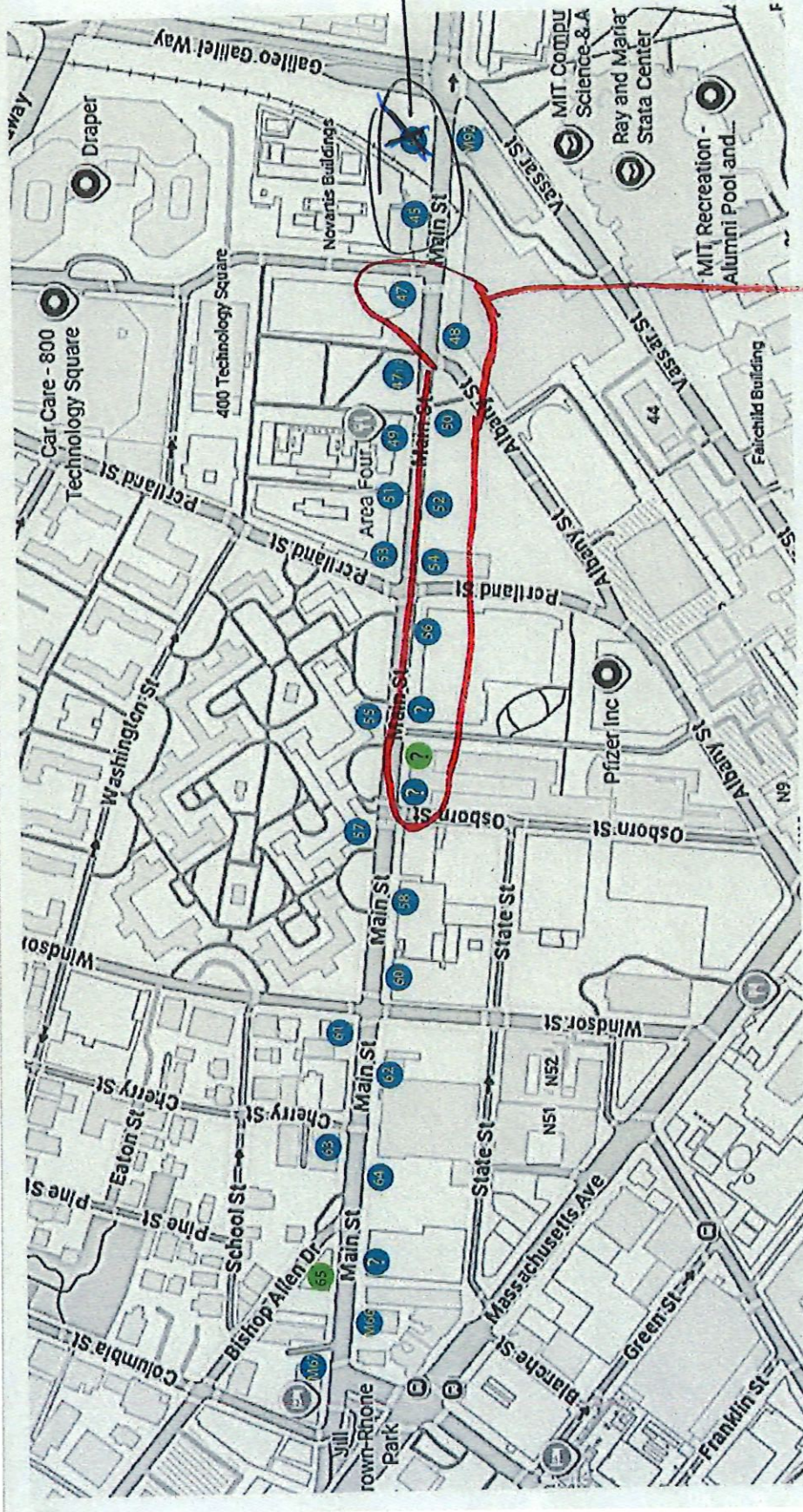
Owner/President
Shane Signs
48 Quincy St. #2
Somerville, MA 02143
617-851-6469
Bob@shane-signs.com

Kendall Square Association Banner Artwork.

Art will alternate in this pattern going down the street

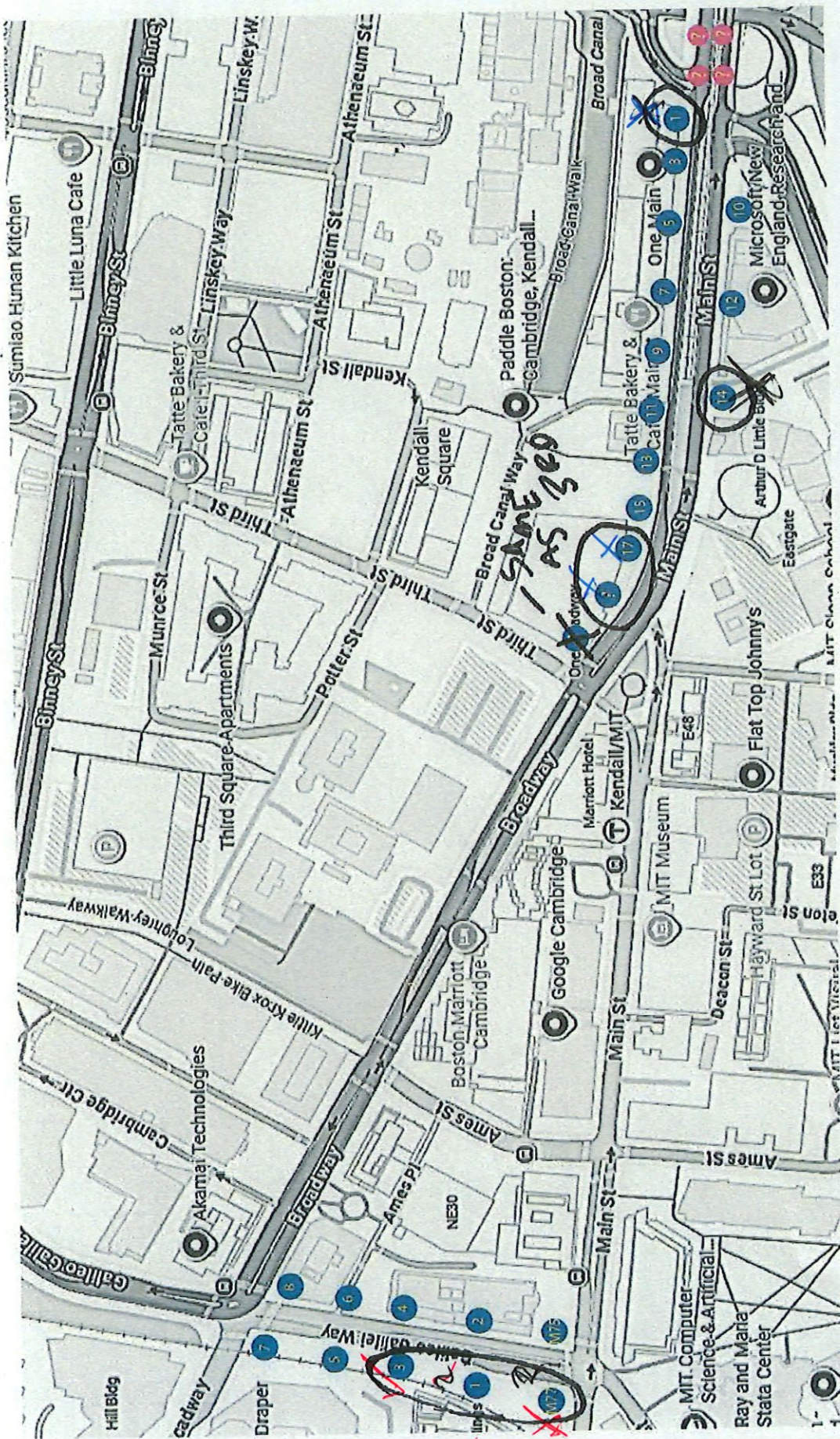


30in



- 25 tall poles
- 2 tall poles (with possible tree interference)

BACKUP
LOCATIONS

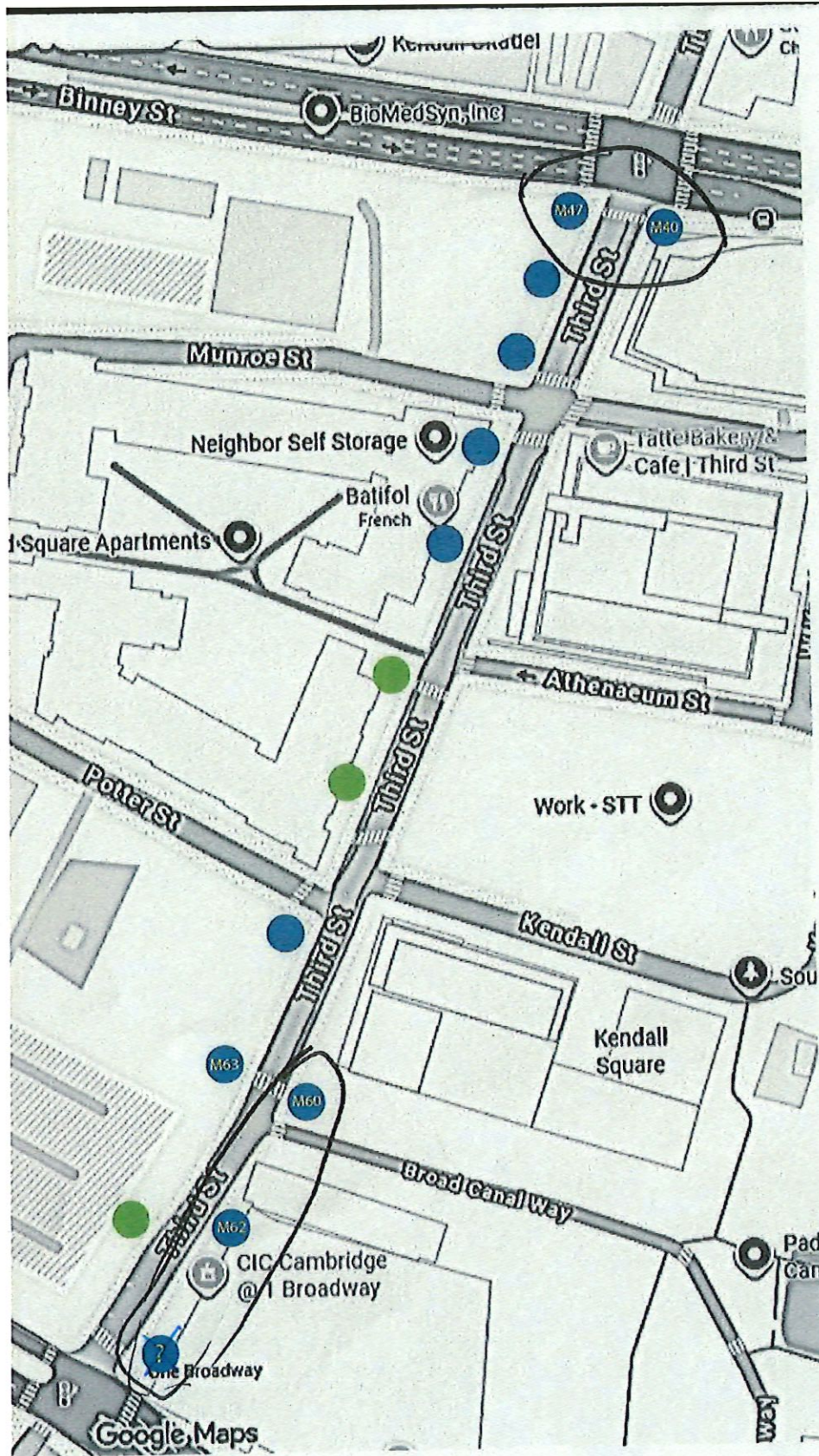


● 10 tall poles

● 4 poles (in the median)

~~X~~ ~~AS~~ AVAIL

2 poles



● 11 tall poles

● 3 tall poles
with possible tree
interference

5/4 AVAIL