

February 29, 2016

Mr. Thomas Cocola
Borough Commissioner
New York City Department of Transportation
10 Richmond Terrace, Room 300
Staten Island, New York 10301

Re: Requesting Street Pole Space for St. George Banners

Dear Commissioner Cocola:

I hope this letter finds you well.

As you know, the St. George area is undergoing an economic renaissance which will make it one of the premier tourist and shopping destinations in the city. My office is committed to assisting these efforts in any way possible.

The Destination St. George coalition has created a new logo to promote the North Shore area. One of the opportunities to enhance this new brand and to unify the neighborhood could be through the use of street pole banners. As you know, they have created some exciting concepts for the banners, and I am therefore asking for space on street poles in and around the area for these banners to be displayed for an extended period of time.

Thank you for considering this request, and I look forward to working with you and your agency to make St. George a great place to live, work and visit.

Very truly yours,

James S. Oddo
President, Borough of Staten Island

