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Alliance for Downtown New York Unveils New Illuminated Street Signs

(December 3, 2015) – Lower Manhattan’s Broadway corridor has been newly lit with illuminated street signs developed and paid for by the Alliance for Downtown New York. The signs, which are installed on Broadway from Battery Place to Murray Street, will provide greater visibility during evening hours for pedestrians and motorists alike.

The current installation follows an initial pilot of the signage on Broadway at the corners of Wall Street and Rector Street, and the signs along the full Broadway corridor are Phase 1 of ongoing plans and installations. Phase 2 would expand to Water Street from Fulton to Whitehall Streets and Phase 3 would expand to Church Street from Morris to Murray Streets.



“We are excited to see the installation of these signs moving forward and providing new visibility to our streets,” said Downtown Alliance President Jessica Lappin. “Not only do these signs provide a fresh new look to Lower Manhattan’s busy Broadway corridor, but they also more clearly help pedestrians and motorists navigate where they need to go.”

The design of the signs follows the existing metal sign style and structure, and was then manufactured into lighted signage. The signs were manufactured by Temple Edge Lit, which has provided illuminated street signs for a number of other business improvement districts. The firm was selected following a full RFP review process.

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street. For more information visit www.downtownny.com

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