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Press Release

August 14, 2008

[Bridges & Tunnels](#)

IMMEDIATE

### MTA's Bridges and Tunnels New High-tech Signs Deliver the Message Bright and Clear to Customers

MTA Bridges and Tunnels is in the process of replacing and upgrading the banner-like electronic signs that advise and direct motorists who use the agency's nine bridges and tunnels. The new signs, some of which replace older models, have expanded message features and improved brightness and readability expected to benefit the flow of traffic for customers. The agency has invested approximately \$4 million in Capital Program funding for this customer service improvement.

The signs can display a variety of message sizes to convey information such as road conditions ahead, planned traffic changes or safety alerts. The first Bridges and Tunnels display of travel times was introduced at the Triborough Bridge Harlem lift span after the new sign was installed six months ago. The sign has primarily been used to alert motorists to construction related to the ongoing rehabilitation of the 72-year-old bridge. The agency's other crossings will eventually have the travel-time display capability as the signs are installed.

The signs vary in size (the smallest are about 15-feet wide by three-feet high) and type according to location, and are generally stationary, though a few are portable. The latest ones unveiled at the Brooklyn-Battery Tunnel are 21-feet wide by five-feet high and are posted above the mouth of each of the tunnel's tubes in the Brooklyn toll plaza (*see photo*), with two more on deck for that tunnel. The brighter and noticeably clearer signs have been installed at one location at the Verrazano-Narrows Bridge and more are planned there and at the Queens Midtown Tunnel. This type of sign is ultimately expected to be standard at all the agency's bridges and tunnels by 2010 under the proposed Capital Program.

The signs conform to a national standard that makes integration with the agency's systems and central command center easier and maintenance less expensive. The current signs-while still clear enough to be read by customers-do not have the same sharp degree of clarity in text.

The messages that run on the new sign space over the portals in Manhattan at the Brooklyn-Battery Tunnel are frequently safety-related. For example, the signs alert and direct motorists regarding altered lane configurations, such as when there is counter-flow (two-way) traffic within a single tube. The nature of the message and duration of time displayed are controlled by a central agency operator with information provided by each facility.

The newest sign at the Verrazano Narrows Bridge is located at 86th Street on the Brooklyn Queens Expressway, and is used to alert motorists to bridge traffic conditions, weather-related conditions, or roadways affected by construction or maintenance.

The agency is replacing signs at multiple facilities. This year, besides the two additional for the Battery Tunnel, there are plans to install two at the Queens Midtown Tunnel, and three at the Verrazano-Narrows. In 2009 installations are on the horizon for the Throgs Neck and Triborough Bridges, and the Queens Midtown Tunnel.

MTA Bridges and Tunnels' facilities, which connect the five boroughs of New York City, are the Triborough, Throgs Neck, Bronx-Whitestone, Henry Hudson, Verrazano-Narrows, Cross Bay Veterans Memorial and Marine Parkway-Gil Hodges Bridges, and the Queens Midtown and Brooklyn-Battery Tunnels.



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***Photo caption: Newly installed upgraded customer information signage at the Brooklyn-Battery Tunnel  
Manhattan-bound toll plaza entrance.***