

METRO NEWS

Biz group curbs confusion

Pays for 1,200 streamlined parking signs in midtown



PARKING signs in New York City can be puzzling.

One sign will say “No Parking,” but it is stacked on top of another that says “No Standing” and that is followed by two sets of times stating when you can or can’t park. Huh?

The 34th Street Partner-

ship is trying to solve the problem — at least in midtown.

Last week, the partnership started replacing multiple, baffling parking signs with streamlined ones mounted on more elegant poles.

“It’s very hard to figure out whether there is no parking or no standing within a given space, and people

can’t tell by the way the signs are worded,” said Dan Biederman, president of the 34th Street Partnership, a business improvement district. “The text was laid out in a confusing manner.”

Biederman said the partnership had designers work with City Hall and Transportation Department officials to come up with some solutions.

For example, the new signs feature words in upper and lower case, rather than all in upper case.

“Upper and lower case letters are easier to read,” Biederman said. “Books aren’t written in all upper case.”

They also figured out that white printing on a dark background is easier on the eye.

The first new sign went up on Ninth Ave. and 35th St. last Monday. In all, the partnership — using private funds — expects to install 1,200 parking signs in the coming weeks.

The areas covered will run

from Park Ave. to 10th Ave. between 32nd and 35th Sts.

Excluding design costs, Biederman estimates the entire project will cost about \$75,000.

DOT officials said they are willing to work with other business improvement districts on similar projects.

“Of all the neighborhoods in New York City, none has more varying demands on its curb space than midtown

Manhattan, and thanks to this collaboration with the 34th Street Partnership,

it’s easier and more convenient for drivers to find legal parking spaces,” said DOT spokesman Chris Gilbride.

Biederman hopes that besides being easier to read, the new signs liven up the streetscape.

Previous partnership improvements included revamped bike racks, tree pits, planters and common newspaper vending machines.

“People really do notice the difference,” he said.

lcolangelo@nydailynews.com



EXCLUSIVE
BY LISA L. COLANGELO
DAILY NEWS CITY HALL BUREAU

New parking signs are going up around midtown in bid to clarify old postings' (r.) chaotic jumble.