

54TH AND BROADWAY

Nine years of light in our windows.

Neighbors are meeting about the Ameritania billboard. Come.

WHEN

Monday, November 9

6:00 to 8:00 PM. Come when you can, stay as long as you like.

WHERE

Dear Irving on Broadway

1717 Broadway at 54th, across from the sign.

If you live or work near 54th and Broadway, you know the sign. It lights about 180 apartments every night. The city ordered it removed in 2017. In 2024 DOB's own auditors found it contrary to the zoning rule that protects homes from sign light. It's still on.

That's changing. Community Board 5 sent DOB a letter demanding answers. Council Member Brewer and Assemblymembers Rosenthal and Simone are on record in opposition. What's missing is you.

IN ONE HOUR YOU'LL

- Meet the neighbors on 53rd, 54th, 55th, and 56th who live with the same light, and the businesses on the block who want it gone
- Hear what's actually happening, who's doing it, and what comes next
- Learn what this sign means for the next one, starting with the new RIU hotel across Broadway

Bring a photo of the light in your home. It goes into the record we show the city.

Organized by neighbors at 200 West 54th Street.
RSVP or questions: Jacob van Winkle, **jacobnyc54@gmail.com**
Every document, nine years of them: **w50s.org/our-work/ameritania-sign-campaign**

Scan for the full record