

Atlantic Avenue LDC Sponsors Doorway Lighting Project

The **Atlantic Avenue LDC** is launching a unique building lighting project on the Avenue. We have retained internationally-known **Leni Schwendinger Light Projects Ltd.** to work with us. We plan to work with owners and retail tenants to light residential and commercial doorways up and down the Avenue. The result will be a lighting system that enhances the feeling of safety and welcome, significantly reduces electric usage (therefore tenant and owner operating costs), and creates an “only on Atlantic Avenue” family of lighting fixtures, which will provide promotional opportunities for all of us who care about the Avenue.

The lighting project is the first tangible outcome of the **Atlantic Avenue Master Plan**, which was sponsored by the LDC and 50 other community groups and businesses. (The Master Plan was released to the public at last year’s Antic.) The Master Plan advocates a streetscape program with multiple elements. The LDC has determined that the lighting project is the means by which it will contribute to the recommended streetscape program.

We currently have funding for the “pilot phase” of the lighting project. That means that these elements of the project are already funded:

- ◆ Design of the fixture and selection of the bulb
- ◆ Outreach to owners and tenants
- ◆ Installation of the system on a pilot block at no cost to owners or tenants

Working with members of the Atlantic Avenue Master Plan coalition of groups and businesses, the LDC has selected the south side of Atlantic Avenue between Hoyt and Bond as the pilot block.

Although both a major national fixture designer and an international light bulb manufacturer have agreed to participate in the project at, essentially, no cost to owners, tenants, or the

LDC, additional funds will be needed for installation of the lights on other blocks. We are in the process of fundraising for this second phase of the project.

What we need now is: expressions of owner and merchant interest in the project, including a willingness to work with the designer to select a fixture and a bulb that “works” for area businesses and complements our historic architecture. Please call or e-mail the LDC if you would like to participate.

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Designer's concept sketches