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DOWNTOWN TAMPA TRAFFIC SIGNAL BOXES GET A FACELIFT

TAMPA, FL (February 13, 2009) – The Tampa Downtown Partnership has completed a project to add aesthetic interest and public art to a normally unobtrusive part of the urban landscape.

A total of 65 traffic signal boxes located throughout the downtown area received a special art treatment this month. These large steel cabinets are situated on street corners and intersections and are highly visible to both pedestrians and motorists. To help bring some cultural splendor to the public realm, the Tampa Downtown Partnership used UV-protected vinyl clings with images from *Lights on Tampa 2006* and *2009*, the City of Tampa's public art exhibit, to wrap the faces of the utility boxes. Images on the boxes include work by artists Janet Echelman, Jorge Orta, Erwin Redl, Sabile Weissinger and Friedrich Foerster. The 65 traffic signal boxes are located in the downtown core and the Channel District, both of which are located within the boundaries of the Downtown Special Services District.

The Tampa Downtown Partnership developed this program out of its Planning and Management Committee, which examines the public realm as one of its focuses. "We have a blank canvas in which to work to bring some exceptional public art to the everyday commuter," stated Chuck Davis, Regional Director for MetLife and the chairman of the Tampa Downtown Partnership. Davis also stated that the wraps are designed to be displayed for up to 3 years.

The Tampa Downtown Partnership is a private, not-for-profit 501(c)(6) organization that administers the Special Services District (SSD) Program. In addition to Tampa's Downtown Guides and Clean Team, the Tampa Downtown Partnership works to promote downtown through marketing, business development, transportation and beautification efforts. The Partnership has a long history of supporting downtown's revitalization, a broad constituency, and strong relationships with many community stakeholders. For more information about the Tampa Downtown Partnership, telephone (813) 221-3686 or visit the Partnership's web site at www.tampasdowntown.com.

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