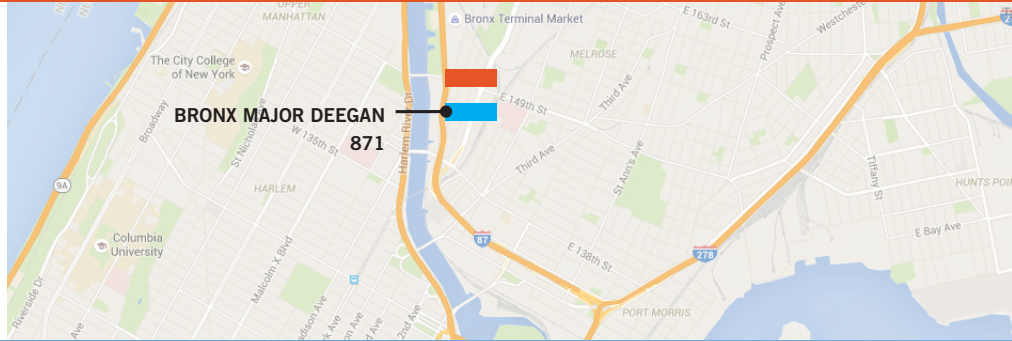


# 871

## NEW YORK

## BRONX MAJOR DEEGAN (SOUTH FACE)

**BC UNIT ID:** 871  
**LOCATION:** MAJOR DEEGAN EXPY, BRONX  
**GEOPATH ID:** 30758970  
**SIZE:** 14' H X 48' W  
**FORMAT:** STATIC, ILLUMINATED  
**FACING:** S  
**LAT:** 40.821103  
**LONG:** -73.930481



### DESTINATION DESCRIPTION

This expressway bulletin on the heavily-traveled Major Deegan Expressway lies less than a mile away from Yankee Stadium between exits 4 & 5. Not only does this roadway experience heavy daily traffic during morning and evening rush hours for commuters making their way north to the George Washington Bridge (I-95), but also experiences extremely high volumes of bumper-to-bumper traffic on Yankee gamedays. This location is situated at the Bronx Terminal Market; a major shopping destination with nearly a million square feet of retail space and home to over a dozen big-box retailers.