

# HT1001

NEW YORK/NEW JERSEY

HOLLAND TUNNEL

BC UNIT ID: HT1001  
LOCATION: COLE ST & I-78  
GEOPATH ID: 311031  
SIZE: 19.5'H x 70'W  
FORMAT: STATIC, ILLUMINATED  
FACING: E  
LAT: 40.732157  
LONG: -74.0467342



## DESTINATION DESCRIPTION

This illuminated, oversized billboard reads to vehicles exiting Manhattan's Holland Tunnel into New Jersey. Commuters viewing this bulletin are heading into Jersey City, Hoboken and other parts of NJ with traffic continuing onto the NJ Turnpike, Garden State Parkway, Routes 1 & 9, I-78 and the Newark International Airport. Downtown Jersey City has undergone a transformation becoming an entertainment, nightlife and shopping destination and is also home to major financial institutions like Goldman Sachs, Lord Abbett and PriceWaterhouseCoopers.