

The Current

42ND ST & 7TH AVE

NEW YORK

BC UNIT ID: NY 3006
LOCATION: 42ND ST & 7TH AVE
SIZES: VARIOUS
FORMAT: DIGITAL, ILLUMINATED
FACING: SE
LAT: 40.75637
LONG: -73.98736



DESTINATION DESCRIPTION

Located on 42nd Street, these four digital displays target eastbound and westbound traffic on Manhattan's 42nd Street, one of the main commuting corridors linking Grand Central to the Port Authority. They are positioned at the entrance to the busiest station complex in the system, Times Square–42nd Street/Port Authority Bus Terminal, servicing the 1, 2, 3, 7, A, C, E, N, Q, R, W and S trains. Additionally, these signs are just steps from two of Broadway's highest grossing plays, Harry Potter and the Cursed Child, Disney's Aladdin, the AMC Empire 25 and Regal E-Walk Stadium 13 & RPX movie theatres.