

March 4, 2004

Agostino Cangemi  
General Counsel  
Department of Information Technology and Telecommunications  
75 Park Place, 9<sup>th</sup> Floor  
New York, NY 10007

**Re: Proposed and Amended Rules Prohibiting New Payphone Advertising**

Dear Mr. Cangemi,

On February 18, 2004, the Transportation Planning Committee of Manhattan Community Board No. 4 considered proposed and amended rules to Chapter 6 of Title 67 of the Official Compilation of Rules of the City of New York that would prohibit advertising on any new public pay telephones in Community Districts 1 through 8—an area that includes Community District 4.

The committee has longstanding concerns about the proliferation of public pay telephones, which often seem to be installed for their ability to generate advertising revenue rather than from a genuine demand for public pay telephone services. Public pay telephones, when not installed because of demand or need, add to the crowded conditions on our public sidewalks and create visual clutter that negatively affects the aesthetics of our public realm. And in recent years, public pay telephones seem to have grown in size as well as in number, in order to maximize the display space available for ads. Due to these longstanding concerns, the committee voted unanimously to support the proposed rule amendments.

On March 3, 2004, the full Board voted in favor of the committee's recommendation to support the proposed and amended rules.

Thank you for your consideration.

Sincerely,



Walter Mankoff  
Chair  
Manhattan Community Board No. 4



Joshua David  
Co-Chair  
Transportation Planning Committee



John Rust  
Co-Chair  
Transportation Planning Committee

cc: Hon. Michael Bloomberg, Mayor  
Hon. C. Virginia Fields, Manhattan Borough President  
Local Elected Officials