

Avenue of the Americas Medallions



Project History

- 1945: 6th Avenue renamed Avenue of the Americas

6TH AVENUE'S NAME GONE WITH THE WIND

Mayor Signs Measure Making
It Avenue of the Americas
After Hearing Protests

MOVE TO RESCIND CHANGE

Bill Introduced in City Council
Calling for Restoration of
the Original Title

It was good, old Sixth Avenue ever since that memorable day in 1811 when the city fathers changed the name from West Road, but now it is the Avenue of the Americas, a new designation made official yesterday as Mayor La Guardia signed the bill introduced and passed in the City Council less than three weeks ago.

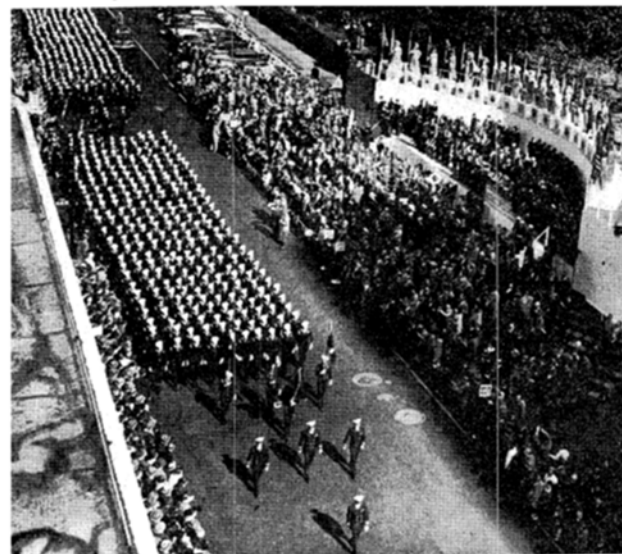
The Mayor acted two hours after he had held a public hearing on the proposal, at which seven earnest opponents advanced arguments that he said constituted "no

SURE SIGN OF SIXTH AVENUE'S PASSING



Edgar Nathan, President of the Borough of Manhattan, placing one of the "Avenue of the Americas" markers. The New York Times

CEREMONIES HERE YESTERDAY DEDICATING AVENUE OF THE AMERICAS



The parade passing the reviewing stand at Forty-first Street



Mayor La Guardia aids President Juan Antonio Rios of Chile to insert a new name plate in one of the lamp posts. Associated Press

NAVY STEALS SHOW
AT AVENUE NAMING

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Project History

- 1960: 220 medallions formally unveiled
- 1980s: City of New York refurbished the medallions
- 1990s: Most medallions removed due to deterioration and safety concerns



Project Overview and Goals

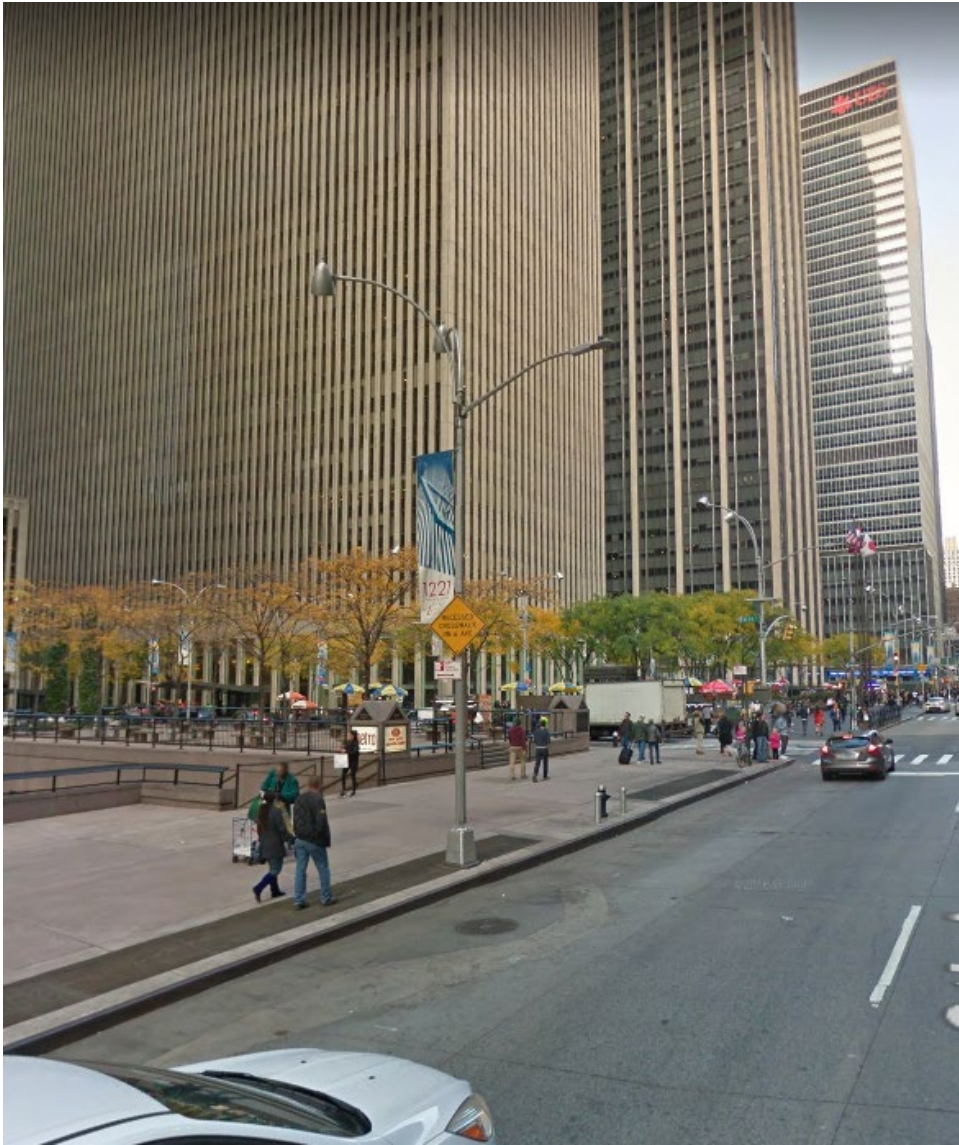
- The City of New York plans to hang 35 Avenue of the Americas medallions, based on historical models, on light poles from 42nd to 59th streets
- This project celebrates the importance of the international community to New York and its citizens, particularly our fellow counties in the Americas. It will also amplify our commitment to a multicultural, welcoming city



Project Area



Project Area



Project Area



Project Area



Pole with historical medallion – 57th street

Project Area



Historical Medallion
Examples

Project Area



Historical Medallion Examples

Installation Plan



Legend

● Mid block poles

● Corner poles

■ Conflicted locations



PDC Review (Nov 2017)

- Concerns about legibility and visual clutter given existing banners, signage, and other elements
- Requested:
 - try to improve the legibility of the coats of arms
 - study typefaces and colors for the name of each country at the bottom of the medallions
 - make an effort to remove some or all of the banners from the poles where medallions will be installed



Medallion Design



Original



2017 Proposal



Current Design

Medallion Design

Design Details:

- Font: Baskerville
- Case: All CAPS
- Size: 273 point; 2.5" Height
- Location: Curved, Top
- Coat of Arms: Approximately 2' x2'

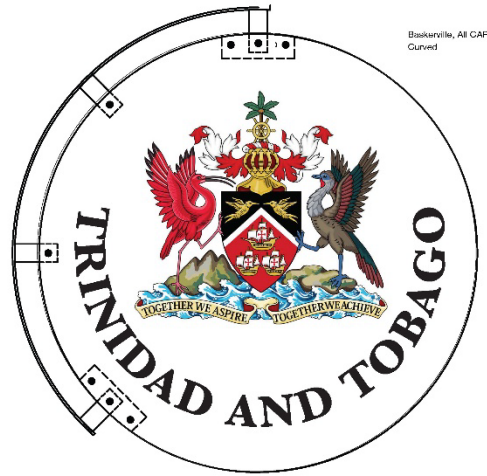
Bracket Design remains the same as shown in the 2017 submission, which will allow on-going maintenance by DOT; signs will be double-sided



Medallion Design Studies: Overview

Evaluation:

- All text was studied based on three layouts: shortest country name, longest country name, and a middle-long country name.
- Studied font style, size, location/relation to coat of arms, and color
- Reviewed in context of accessibility requirements, best practices for legibility, etc.
- All medallions are being reviewed by the relevant consulate through consultation with the Mayor's Office of International Affairs.



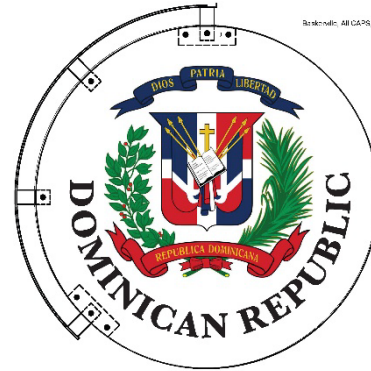
Medallion Design Studies: Proposed Design

- Baskerville is a serif font, but is not highly ornamental and has been judged to be easier to read by some users
- Locating the text at the top improves legibility for the Coat of Arms by shifting it closer to the user. The overall composition also reads more clearly
- Text height is balanced against allowing for as large a coat of arms graphic as possible.
- Color was explored, but limited to black or navy due to contrast requirements and difficulty in achieving consistency across the different countries
- All banners will be removed/banned; thereby limiting visual competition.

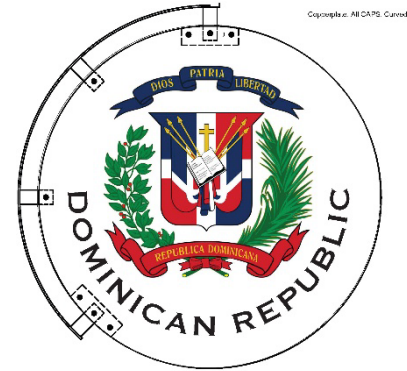


Medallion Design Studies: Font (Type and Curved vs. Straight)

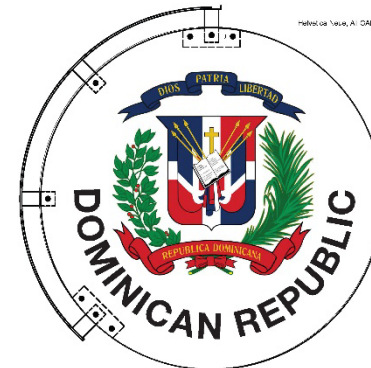
Baskerville



Copperplate



Helvetica Nue



Avenir



Baskerville (Preferred Design)

Medallion Design Studies: Font (Condensed)



Baskerville



Helvetica Nue Condensed



Franklin Condensed

Medallion Design Studies: Font Location (Top vs. Bottom)



Baskerville, All CAPS, Curved

Medallion Design Studies: Case (Upper vs. Lower)



Medallion Design Studies: Color (Black vs. Dark Blue)



Medallion Design

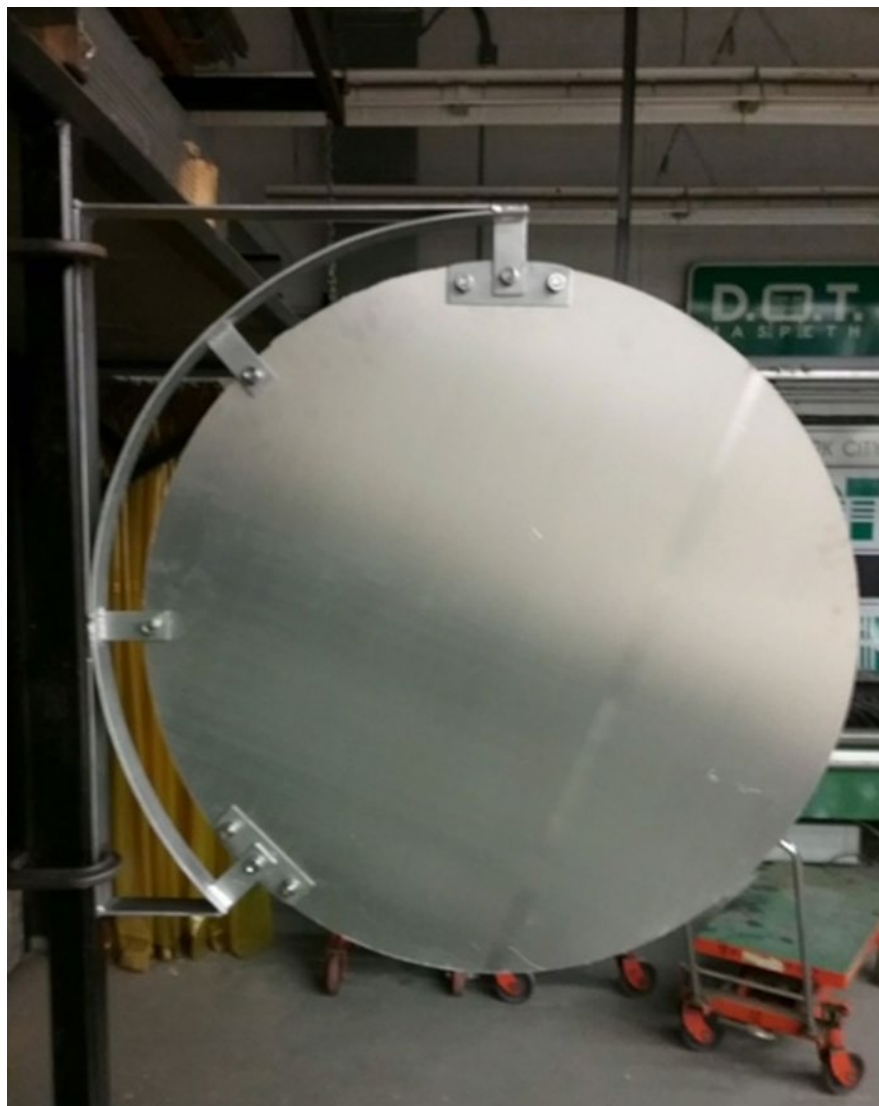
- Sited on street light poles only
- All banners will be banned for poles along 6th Avenue from 42nd to 59th.



Medallion and Bracket Design

- New medallions to be made out of standard street sign materials (aluminum and vinyl) to improve maintainability and lessen weight
 - Original medallions were porcelain enamel – extremely heavy
- New bracket design
 - Minimalist; focus is on medallion
 - Medallions attach directly to bracket (no swinging in heavy wind)
- Wind tested by in-house engineers
- Designed and fabricated in-house





Front



Back



Front



Back

