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MAYOR BLOOMBERG UNVEILS FIRST NEW BUS SHELTER AS PART OF COORDINATED STREET-FURNITURE FRANCHISE

\$1.4 Billion in New Revenue for the City

Mayor Michael R. Bloomberg today unveiled the first of 3,300 new bus shelters to be installed under the City's Coordinated Street Furniture Franchise. The 20-year contract with Cemusa, Inc., will also furnish 20 new public toilets, replace 330 newsstands and generate roughly \$1.4 billion in new revenue for New York over its lifetime. Cemusa installed the new bus shelter on Queens Boulevard at 82nd Avenue. Deputy Mayor for Economic Development and Rebuilding Dan Doctoroff, [Transportation](#) Commissioner Iris Weinshall, [Department of Consumer Affairs](#) Commissioner Jonathan Mintz and Cemusa CEO Toulla Constantinou also attended the announcement.

"For years, New Yorkers have been waiting for new street furniture, and today, they will finally begin to see the results of this agreement," said Mayor Bloomberg. "Not only will our partnership with Cemusa create 3,300 new bus shelters, 20 new public toilets, and 330 newsstands, it will generate more than \$1 billion in revenue for the City."

Over the past two decades, the City tried unsuccessfully to provide street furniture to its residents. Today's unveiling is another example of the Bloomberg Administration's pragmatic approach for providing solutions for longstanding problems. On June 26th, Cemusa began implementing the coordinated street furniture franchise and delivered the first \$50 million cash payment to officially begin the terms of the contract. The agreement calls for Cemusa to provide New York City with \$999 million in cash and \$398 million worth of in-kind services, including advertising space on street furniture elements around the world, which will help promote New York City as a tourism destination. Cemusa has assumed responsibility for maintaining the existing bus shelters and has already painted and repaired more than 600 of them. It is also replacing broken and graffiti-covered glass.

"Cemusa's first new bus shelter marks the end of decades of inertia for street furniture," said Deputy Mayor Doctoroff. "This is about improving our quality of life, enhancing our image, and generating revenue for the City. It's a win all around."

"The new street furniture will generate revenue, enliven City streets, and enhance public transportation," said DOT Commissioner Weinshall. "The bus shelters offer improved lighting and route information, both of which will benefit the 2.5 million people who use the City's bus system everyday."

Like all of the new street furniture elements, the bus shelters have a simple, contemporary design that allows them to blend seamlessly into the varied streetscapes of New York City. The design, created exclusively for New York City by Grimshaw, features a stainless-steel portal frame, extensive use of tempered glass, and an elegant glass roof that filters light onto the sidewalk.

"Cemusa is committed to New York and is proud to be working with communities around the City," said Cemusa, Inc. CEO Toulla Constantinou. "We anticipate creating more than 100 jobs, and are off to a strong start, with offices in Manhattan and manufacturers in Queens and the Bronx. The new street furniture will serve residents throughout the five boroughs, and we will continue building local partnerships."

In 2007, Cemusa will continue to add bus shelters, begin to replace City newsstands, and start to build the new public toilets. The majority of the replaced street furniture's components will be recycled.

"The street furniture design is contemporary and modern. It is purposeful and compatible with the feeling you get in New York City," said Grimshaw head of industrial design, Duncan Jackson. "The use of high

quality materials like stainless steel and glass provides structures that add to and reflect the city streets without dominating their surroundings, sitting comfortably in any neighborhood."

"Cemusa's emphasis on design is evident in the elegant, functional bus shelters," said Executive Director of the American Institute of Architects' New York Chapter, Ric Bell. "New York, with Mayor Bloomberg at the wheel, is a city where design matters. The exciting new street furniture is the perfect complement to the City's vibrant streetscape."

Cemusa is a global leader in the design and manufacturing of urban outdoor furniture and out-of-home advertising. As part of its commitment to New York City, Cemusa maintains its North American headquarters in the historic Graybar Building in Midtown and has hired staff for corporate-level positions that will benefit the local economy beyond the duration of its agreement with the City. The street-furniture contract is expected to directly create more than 100 jobs and provide an additional 30 through subcontractor partnerships throughout the five boroughs.

Cemusa currently delivers a range of municipal services to Miami, San Antonio, Boston, and New York, as well as to 120 cities and municipalities throughout Europe and the Americas. Founded in 1984, Cemusa has designed, built, installed and maintained more than 110,000 urban furniture elements, which include bus shelters, clocks, public information panels, newsstands, news racks, bicycle racks, automatic public toilets, trash containers, and electronic panels. Cemusa is an affiliate of Fomento de Construcciones y Contratas (FCC) -one of the largest Spanish groups in the construction and municipal services sector with 67,562 employees.