



The
City of
Pittsfield
MASSACHUSETTS
Mayor James M. Ruberto

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Downtown Streetscape banners unveiled

PITTSFIELD – Mayor James M. Ruberto today unveiled Pittsfield’s new downtown street-scape banners, promoting the city’s array of offerings in the areas of arts and culture, recreation, history, community, entrepreneurial spirit, and the creative economy.

Funded by a competitive state grant, 177 banners will be installed Thursday night, filling the downtown with brilliant colors and images; highlighting many of the city’s cultural attractions, including the Colonial Theatre, Barrington Stage Company, Hancock Shaker Village, Berkshire Museum, and more.

In addition, there are several banners dedicated to: *Recreation*, including Wahconah Park, and Pittsfield State Forest; *History*, including Arrowhead; and centers of commerce, including Berkshire Medical Center and William Stanley Business Park. Included in this packet is a complete list of entities and community assets highlighted on the banners.

“This is another major step in branding Pittsfield as a destination and a hub of the new creative economy,” said Mayor Ruberto. “And it’s the first visible sign of big things to come in our Streetscape project, which will truly make this downtown, the downtown of the Berkshires.”

The next downtown Streetscape development is the completion of the Gateway Municipal Parking Lot. This project will be finished in time for the opening of the Colonial Theatre in August.

Phase One of Streetscape will break ground in spring of 2007, and will include improvements to South Street, from East/West Housatonic Street to Park Square. Congressman John Olver helped secure \$1.8 million in federal funding for this project.

The city is aggressively seeking additional funding to accelerate future phases. For more information on plans for downtown Streetscape, logon to www.pittsfield.com, and click on [Pittsfield Downtown StreetScape Project](#) under “Latest News and Events.”

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