



Town of Reading
16 Lowell Street
Reading, MA 01867-2683

Erin Schaeffer
Economic Development Director
Phone: (781) 942-6791
Fax: (781) 942-9071
eschaeffer@ci.reading.ma.us

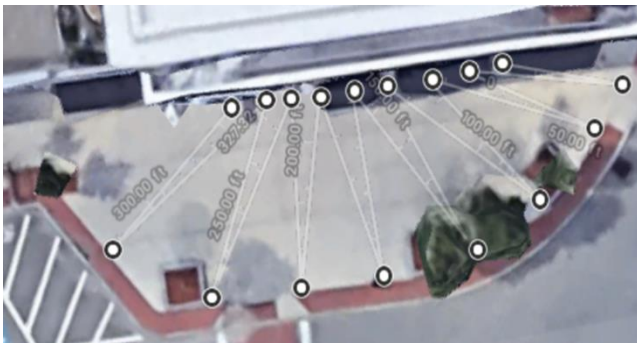
Dear Residents, Commercial Property Owners, and Businesses,

January 11, 2022

Happy new year! This letter is to inform you of an upcoming temporary public art lighting installation at the plaza at 52 Haven Street (lower Haven Street). For years, customers and businesses alike have requested decorative lighting in this area. For years, a lack of electrical infrastructure in the sidewalk, small street trees, a lack of shorter decorative street lights posed challenges to providing decorative lighting wrapped in trees or on light poles like we do on Main Street.

Despite these challenges, the Town is excited to announce that the Economic Development Division is working to provide a fun and creative downtown temporary public art lighting installation at 52 Haven Street. The programmable bistro style lighting has been professional designed by renowned lighting is designer Joey Nicotera of Retonica. The lighting display will be in the shape of a starburst to follow the arc of the plaza. Lights will be installed on an engineered temporary structure that includes steel poles, guy-wires, concrete ballasts and decorative planters.

The LED lights have a low electrical draw and are “smart”. Each light bulb can be individually controlled to create a variety of light patterns and colors. The light display is dimmable and will be set to a timer such as to not disturb adjacent residences.



The goal of this project is to create a destination, draw customers to downtown businesses, and provide ambient lighting requested by customers and businesses alike on lower Haven Street. We have been receiving a lot of positive feedback with the addition of the bistro tables, which the Town provided last season and look forward to providing this artistic addition this spring. For further questions about this project, please contact Erin Schaeffer, Economic Development Director at eschaeffer@ci.reading.ma.us or (781) 942-6791.

Sincerely,
Erin Schaeffer, Economic Development Director
Town of Reading