



Ulster County Transportation Council

Patrick K. Ryan, County Executive
Chairman

February 10, 2020 – FOR IMMEDIATE RELEASE

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PUBLIC MEETING

“Ellenville/Wawarsing Community Wayfinding Plan” Project Launched Public Invited To Learn About the Development of a Signage and Wayfinding Master Plan

Ulster County Executive Patrick K. Ryan, Chairman of the Ulster County Transportation Council (UCTC), in cooperation with Village of Ellenville Mayor Jeffrey Kaplan and Town of Wawarsing Supervisor Terry Houck, invites the public to attend a public meeting to learn about the development of a signage and wayfinding master plan for the village and town.

The town and village are embarking on the development of a new system of directional signage, kiosks and maps that will assist the public with navigating to specific locations and between destinations. The wayfinding signage will help people find their way and encourage visitors to discover local attractions and community assets.

Funding for the wayfinding project is being provided by the Ulster County Transportation Council (UCTC). UCTC staff will direct the effort in cooperation with staff from the town and village. The UCTC has hired MERJE, a nationally recognized design firm with specific expertise in Community Wayfinding, to lead this effort.

The meeting will introduce the public to the concept of wayfinding and how a coordinated system of signage can make the town and village a more accessible and vibrant place for visitors and residents travelling by car, on foot, or cycling. Examples from around North America will be presented illustrating how major cities and small villages alike have used wayfinding to successfully and tastefully market their unique assets and attractions in a manner that both improves mobility and enhances economic opportunities throughout their communities.

The meeting will be held at the Ellenville Village Hall Government Center, 2 Elting Court, Ellenville, NY on Monday February 24th from 5:00 – 6:00pm.

Doors will open at 4:30pm to allow individuals to review project boards and speak directly with project staff; a formal presentation will begin shortly thereafter followed by an opportunity for the public to provide input and ask questions. This is the first of a series of public outreach initiatives that will take place over the course of the next several months as project staff begin to develop basic themes and work with residents, business owners and other stakeholders to refine a final wayfinding master plan.

The Ulster County Transportation Council (UCTC) is committed to ensuring that no person is excluded from participation in, or denied the benefits of, its metropolitan transportation planning process on the

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basis of race, color, national origin, sex, age, disability, or economic status, as protected by Title VI of the Civil Rights Act of 1964 and related statutes and regulations. Individuals in need of special accommodations are encouraged to contact Brian Slack (bsla@co.ulster.ny.us or (845) 334-5590) prior to the meeting so that arrangements can be discussed.

Ellenville/Wawarsing Community Wayfinding Plan

<https://ulstercountyny.gov/transportation-council/ellenvillewawarsing-wayfinding>

The Ulster County Transportation Council (UCTC) is the state designated Metropolitan Planning Organization (MPO) for Ulster County and a portion of the Poughkeepsie-Newburgh Urbanized Area. The UCTC was designated by the Governor of New York as the MPO for the Kingston Urbanized Planning Area on April 30, 2003. The UCTC was formally organized with the adoption of Operating Procedures on June 4, 2003. The purpose of the UCTC is to build a consensus on local and regionally significant transportation, transit and non-motorized improvements through the continuing, cooperative, and comprehensive transportation planning process.
