



## **FOR IMMEDIATE RELEASE**

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### **Community Input Sought for Scenic Byway Signage Project**

*Public forum will take place in North Creek*

JOHNSBURG, NY – The [Central Adirondack Trail Scenic Byway](#) — a corridor that winds along Route 28 through the Hudson River watershed — will soon feature new signs to engage travellers with natural, cultural and recreational attributes along the route. The Adirondack North Country Association (ANCA) is leading a project to update and enhance interpretive signage along the Scenic Byway.

The consultant for the project, Adirondack Research of Saranac Lake, is currently seeking public input. Janelle Hoh, Adirondack Research Project Manager, introduced the signage project at the Town of Johnsburg Town Board meeting on Tuesday, February 5th at the Wevertown Community Center.

The team will work with local communities along the byway, between North Creek and Blue Mountain Lake, in order to incorporate natural resource science and local recreational opportunities into the narrative. An overarching goal for the project is to promote environmental and economic sustainability by highlighting the region's natural and cultural assets.

“ANCA’s approach to building a sustainable regional economy places significant value on the natural environment and the different ways residents and visitors interact with it,” said ANCA Regional Advocacy Coordinator Jacob Vennie-Vollrath. “Because community members will be involved in developing the content, the signs will capture useful and compelling local knowledge about the people, history and natural environment of the Hudson headwaters.”

Adirondack Research will host a public forum on Thursday, February 21, 2019 at 5:30 pm at the Tannery Pond Community Center in the hamlet of North Creek. Attendees are encouraged to provide perspectives on topics and theme development for the signs. All are welcome to attend the forum.

“It’s important to us that there is a strong level of community engagement,” said Adirondack Research Director, Ezra Schwartzberg, Ph.D. “By soliciting input from local people, tourism centers, businesses and local governments, we can create an interpretive experience that belongs to the entire community.”

[The National Scenic Byways Program](#), which spans the entire country, aims to enhance travelers' experiences by highlighting local resources and features along its routes. The new signs for the Central Adirondack Trail Scenic Byway will provide easily accessible information that will orient readers to the natural, historic, cultural, scenic and recreational attributes of landscapes and waterways along the route, including the Hudson River.

This project is being completed by [Adirondack Research](#) as part of the New York State Scenic Byways Program managed by the Adirondack North Country Association, funded by the Federal Highway Administration and administered by the New York State Department of Transportation.

For more information or questions about the public forum, contact Janelle Hoh at [janelle@adkres.com](mailto:janelle@adkres.com) or call the Adirondack Research office at (518) 278-6070.

[ANCA](#) is an independent nonprofit organization growing the New Economy in northern New York. Using an integrated approach to sustainable economic development and prosperity where economic health, community vitality and ecological stewardship are equally important outcomes, ANCA focuses on creating opportunity for people with diverse backgrounds, experience and education levels.

**Attached:**

**One (1) PDF document; and one (1) photo, courtesy of Adirondack Research:** Existing signs along Route 28 between the hamlets of North River and North Creek. ANCA's Scenic Byways signage project will update and enhance existing interpretive signs.

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