

FOR IMMEDIATE RELEASE:

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City Partners with Blue Zones Project to Promote Wayfinding at Stewart Park

Roseburg OR – The City of Roseburg has partnered with Blue Zones Project to create wayfinding signage along the multi-use path in Stewart Park. The new signage will help users of the pathway find their way around the park as well as the connecting pathways in the area. The new signage is set to be installed in late October 2020.

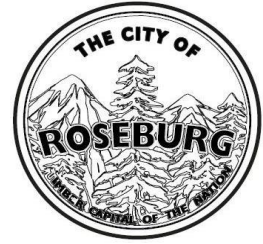
Blue Zones Project is proud to be working with the City to promote health and wellness throughout Roseburg. Installing new wayfinding signage in Stewart Park promotes healthy lifestyle choices, such as biking, walking, running, and other recreational activities. With new signage installed at key intersections along the multi-use path, it will now be even easier to navigate the various pathways that connect the park to Downtown, Gaddis Park, and other areas of Roseburg.

Blue Zones Project Executive Director, Jessica Hand, comments on the project. “Three years ago Wayfinding was selected as the Marquee Project for Blue Zones Project,” says Hand. “With community-driven participation at its center, an effective marquee project capitalizes on a local community's assets, inspiration, and potential. That is exactly what this wayfinding project represents. It showcases the steps that our city and community are taking to promote an active lifestyle and to highlight the wonderful landmarks and assets our city has. We are proud to be a partner and funder in these types of projects around the city.”

The new signs will be placed at two locations in Stewart Park; the first to be placed next to the locomotive engine, and the second near the Natural Area Pond. A ribbon-cutting ceremony to commemorate the signs will be held on Friday, October 30, 2020, at 4 p.m. Due to state requirements, social distancing measures and masks will be required to attend the event.

Parks Program Manager, Kris Ammerman, talks about the partnership. “The partnership with Blue Zones Project has been a wonderful experience,” beams Ammerman. “This is a great example of how the City can partner with other organizations to enhance our community quality of life. In this case, it means improving the aesthetics of our park system, which everyone can enjoy.”

City of Roseburg
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City Hours: Monday - Friday 8 a.m. – 12 p.m. and 1 p.m. – 4:30 p.m.



Following the ribbon-cutting ceremony, Blue Zones Project and the City will host a “Self-Guided Scavenger Hunt” on Facebook. Take a selfie next to one of the new signs and post it on Facebook, tagging the City and Blue Zones Project Facebook profiles, and be entered to win prizes. The contest will be held for two weeks, after which a winner will be selected on Friday, November 13 at 5 pm. Photos can also be emailed to bzpumpqua@gmail.com for entry. To learn more about the scavenger hunt, please be sure to follow Blue Zones’ Facebook page at Facebook.com/BlueZonesProjectUmpqua or the City’s Facebook page at Facebook.com/CityofRoseburg.

In 2018, City staff began conversations with Blue Zones Project Built Environment Committee to discuss the possibility of creating a wayfinding system in Stewart Park. Wayfinding, which is a term used to describe the process of navigating from place to place, was identified by the group as a top priority for the pathway system. Since then, City staff inventoried existing signage at the park as well as researched different signage options that could be installed.

Community Development Director, Stuart Cowie, elaborates on the wayfinding sign research process. “We have this amazing park right in the center of town but the problem is, unless you live here, it can be difficult to navigate,” says Cowie. “While researching sign options, we had to put our tourist hats on and think in terms of branding and overall look and feel for the signs. At the end of the day, we want these signs to be functional but also embody a sense of community pride.”

For more information about the new wayfinding signage at Stewart Park, please contact the City Parks and Recreation Division at pwd@cityofroseburg.org or 541-492-6730.

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