



TOWN OF RIVERHEAD NEWS

Office of the Supervisor

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PRESS RELEASE

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Town of Riverhead to Install Wayfinding Signs to Promote Attractions and Destinations Throughout Downtown Riverhead

Utilizing a variety of grant sources, the Town of Riverhead will install the first of twenty Wayfinding signs beginning tomorrow, in order to more effectively promote downtown Riverhead's historic landmarks, attractions, businesses, and destinations.

The press event will be held at 2:00 p.m. on Thursday, August 27th, at the Western end of the Peconic River parking lot in Riverhead. The Wayfinding signs will include welcoming and directional markers for both drivers and pedestrians.

The custom made signs, created by Riverhead-based Wedel Signs, were funded with grants from the Suffolk County Downtown Revitalization Program, and a federal Community Development Block Grant. The Business Improvement District also contributed towards the project.

The purpose of the signs is to provide improved and enhanced information delivery, while creating an aesthetically pleasing "brand" for visitors to associate with Riverhead. The signs will be located throughout the business, downtown and riverfront areas.

Supervisor Yvette Aguiar said, "Riverhead, specifically Downtown Riverhead, is on the verge of an economic renaissance that will benefit residents, visitors and businesses. Undoubtedly, Riverhead is starting to once again, reclaim its place as one



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of the top Long Island region's shopping and tourist destinations. "Our townscape is finally changing. We are on track and heading in the right direction" said Aguiar. She noted, "the project would not have been possible without government partners on the county, state and federal levels, as well as the support of the Business Improvement District."

Community Development Director Dawn Thomas, whose office secured the grant funding, said, "The Wayfinding signs will promote the continued revitalization and economic development of Riverhead and the Long Island regions. A flourishing Riverhead economy will benefit all Suffolk County residents and visitors."

"Downtown Riverhead is truly a beautiful place in many different ways," said Riverhead BID President Steven Shauger. "These Wayfinding signs are going to be a wonderful addition and will highlight many of the great things our downtown has to offer", Shauger said. "The BID was thankful to the Suffolk County Downtown Revitalization Panel for awarding grant funds, and to the Town of Riverhead for seeing this project come to fruition, and most importantly, to Ray Pickersgill, who played a major role in obtaining this grant for our community. It is incredible to see that even after his passing, he is still leaving positive impacts on our Downtown."

