



PRESS RELEASE

FOR MORE INFORMATION, CONTACT:

Linda Jager, Community Engagement Manager

435.615.5189 linda.jager@parkcity.org

PERMANENT VARIABLE MESSAGE BOARDS TO BE INSTALLED AT FOUR LOCATIONS ON STATE ROADS 224 & 248

VMS boards will be part of larger “intelligent transportation system” that provides proactive information to help travelers plan their trips

PARK CITY, Utah (August 29, 2016)—Two major thoroughfares leading into and out of Park City will soon have permanent signage additions. Four variable message signs will be installed at key locations on State Roads 224 and 248 to allow both city and Utah Department of Transportation staff to provide traveler information remotely and in real-time.

The four signs will be installed at the intersections of Thaynes Canyon and Bonanza Drive on SR 224 and in front of Park City High School and Wyatt Earp Drive on SR 248.

“Our new VMS boards and other improvements will allow the city to communicate directly with travelers during peak ski days, emergencies, and special events,” said Alfred Knotts, transportation planning manager for Park City Municipal Corporation.

The permanent VMS boards will also blend into their surroundings better than the mobile units currently in use. “The new boards are actually smaller and will be encased in wooden frames that complement the city’s other wayfinding elements,” said Knotts. In addition, since they will be permanent fixtures, the city’s Parks Department will be able to landscape around their bases, helping them contribute to—rather than detract from—the town’s community character.

“The VMS boards and other Intelligent Transportation System improvements are visible examples of our larger strategic planning approach to transportation,” said City Manager Diane Foster. “As we continue to work cooperatively with Summit County and UDOT to address our regional transportation needs, we will emphasize proactive communication with our residents and visitors as a key success metric.”

One-third of the boards were funded by the city, with the remaining two-thirds funded by a match from UDOT.

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“We know that—to keep Park City Park City—we need to move the needle on transportation,” said Councilman Tim Henney. “Taking a holistic approach—from planning to communications—is the best way to ensure our solutions address the problems head-on.”

To learn more about countywide transportation plans, please visit www.letsgosummit.com.



Mobile VMS boards such as this one will be replaced with smaller, permanent boards that better complement Park City’s community character.

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About Park City Municipal Corporation

Park City Municipal Corporation is the government seat for Park City, Utah. A former silver mining town, Park City is now home to two world-class ski resorts and was the mountain host for the 2002 Salt Lake City Olympic Winter Games. The town of 7,500 also hosts many special events, including the Sundance Film Festival and the final stage of the Tour of Utah. Park City was recently named America’s Best Mountain Town by *Travel & Leisure Magazine*. www.parkcity.org