



MEDIA RELEASE

Wednesday, March 16, 2022

FOR IMMEDIATE RELEASE

Have your say to improve wayfinding signs in Barrie

(Barrie, ON) – The City of Barrie is working to improve the city's wayfinding system, which includes signage and similar directional tools that help residents and visitors identify where they are, find what they are looking for, and confirm they have arrived at their desired destination. Phase one of the project focuses on the downtown and waterfront areas, and it will form the template for a city-wide design for tourism destinations throughout the city.

As part of the project, The City is asking residents to provide feedback about their experience navigating Barrie's downtown and waterfront using the existing signage to find parking and access specific destinations. Feedback will be used to inform phase one of the City's Wayfinding Strategy.

The goal of phase one of the Wayfinding Strategy is to develop a wayfinding system that will direct visitors and locals using all forms of transportation to the downtown Barrie area and its attractions, including public parking, institutions and parks, as well as to help them navigate through the downtown and waterfront to easily find specific destinations. The City is working with Tourism Barrie and the Downtown Barrie BIA on the Wayfinding Strategy and will be engaging with local businesses and residents.

Improving Barrie's wayfinding system was identified as a key action item as part of the City of Barrie's 2020 Tourism Master Plan. Pre-COVID, tourism supported over 1,000 businesses and almost 12,000 jobs in Barrie and area and contributed approximately \$56.8 million annually to the Barrie economy.

Wayfinding was also documented in Invest Barrie's [COVID-19 Economic Recovery Action Plan](#) and the [2020 Parking Strategy](#) as recommendations to attract patrons to the downtown. Ensuring visitors and residents can easily navigate throughout the city will enhance their experiences and help rebuild the local economy.

Residents are encouraged to provide their feedback through an online survey available at BuildingBarrie.ca/WayfindingStrategy. The deadline for feedback is Thursday, April 14.

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