



NEWS RELEASE
For immediate release

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Public Information Meeting **Highlights Downtown Wayfinding System**

PARKSVILLE, BC (May15/17) – The Parksville Downtown Business Association (PDBA) and the City of Parksville are hosting a public information meeting to introduce the community to the science and benefits of wayfinding, and the system that is planned for Parksville’s downtown Business Improvement Area.

Residents are encouraged to drop in between 2 to 7 pm, Tuesday, May 30 at the Parksville Community and Conference Centre, 132 Jensen Avenue East.

PDBA conducted research into best practices in pedestrian wayfinding in 2014 and 2015. The City contributed funds to the PDBA’s wayfinding assessment study conducted in 2016 and is partnering with the PDBA in implementing the system design that study recommended for Parksville Downtown.

Wayfinding was a key element in the City’s 2006 Downtown Revitalization Plan.

The public information meeting will provide details about wayfinding systems in other small Canadian cities, and what is planned for Parksville Downtown, including the various wayfinding devices and their locations, and the project’s timeline.

Wayfinding guides people through an environment to destinations within it. It combines graphic design, architecture, story telling and landscape architecture -- the design and application of visual communications for the built world.

It also:

- Improves traffic flow;
- Marks best route to key destinations;
- Guides vehicles to parking;
- Encourages pedestrians to explore;
- Stimulates local economy;
- Supports the community brand;
- Raises community pride;
- Encourages storefront improvements;
- Reassures area safety.

The Parksville Downtown wayfinding program will provide visitors and residents with a sense of place and the “first impression” that Parksville Downtown is a well-planned, organized, safe, and caring community.

For more information, contact PDBA at 250-248-8079 or info@parksvillebc.com.