

KEY THEMES

Following the interviews and stakeholder workshop, a cross analysis distilled the principles into five key themes that represented the interests and aspirations of the stakeholder group related to the wayfinding system. The five themes (summarized below) informed the direction and definition of the design framework which is expanded on in Section 2 of this report. Individual strategies and ideas from these activities were incorporated into the strategy framework where relevant.

ACCESSIBILITY	Easy to understand for all / balance between implicit versus explicit wayfinding / new AODA legislation
MODAL TRANSITION	Logical connections for different users and various modes of transportation / legible transitions between modes
INFORMATION HIERARCHY	Consistent long-term place naming / logical intersection of provincial, municipal and local wayfinding
CONNECTIVITY	Enhance connections between neighbourhoods and destinations throughout the city
LEVERAGE PARTNERSHIPS	Leverage partnership opportunities by integrating the Toronto Wayfinding System with third party interfaces

PUBLIC OPEN HOUSE

A public open house drop-in event was held in the Metrohall Rotunda on March 28, 2012. The objective was to provide the general public and guests with a background to the study and an outline of the draft wayfinding strategy and framework (themes and principles). The event was facilitated by members of the consultant team and consisted of a keynote presentation, a question and answer period and interaction around various printed panels. Feedback was extremely positive and supportive of the proposals. Life size mock-ups of two of the proposed signage elements were also displayed to collect early feedback for future design proposals.



Open House panel comments:

- Urban environment:** include cycling routes; pedestrian friendly lighting
- Landmarks:** include former buildings; intersections; more landmarks; lists of local places of interest should be defined locally
- System components:** include building addresses; cycling information; use existing City data
- Strategy:** include multiuser pathway painted lanes; reduce ad-based pillars
- Consistency:** ensure signs are serviced regularly, multi-lingual, ensure obstructions are removed
- Inclusivity:** ensure that information is compatible with other platforms, use tactile/ textured surfaces
- Sustainability:** remove items before implementing new elements; remove Info Pillars, provide more open data and ensure regular updates
- Transition:** visible address numbers, ensure routes are clear, high map contrast
- Local Identity:** include underground landmarks like the PATH

2.1 Design Framework

The design framework is organized around five themes: consistency, inclusivity, sustainability, transition and local identity. Each theme is broken into three or four design principles.

The design framework is a summary of those elements that need to be considered through the detailed design and implementation process to ensure system delivery is consistent with the strategy vision.

The framework aims to act as a design brief for Phase Two promoting rather than precluding creativity in the development of a detailed design solution.

The framework themes were directly informed by stakeholder consultation activities and complemented by best practice tailored to Toronto’s current conditions and policies.

The principles under each theme comprise wide-ranging guidance—from specific standards to project aspirations and user needs.

Some guidance may result in conflicts or be unachievable due to design or budget constraints. In such cases, the intent behind the principles should be followed.

CONSISTENCY	INCLUSIVITY	SUSTAINABILITY	TRANSITION	LOCAL IDENTITY
<p>Consistency of content and presentation is fundamental for effective wayfinding.</p> <p>Hierarchy</p> <p>Conventions</p> <p>Positioning</p> <p>Structures</p>	<p>The system should cater to the needs of all user types.</p> <p>Physical access</p> <p>Contrast</p> <p>Accessibility</p> <p>Technology</p>	<p>Consideration of full life cycle costing and adaptability to change.</p> <p>Reduce clutter</p> <p>Flexibility</p> <p>Extendability</p> <p>Future proof</p>	<p>Connecting places and facilitating third party input to enable people to move seamlessly from one mode, system or area to another.</p> <p>Multi-modal</p> <p>Reciprocity</p> <p>Route legibility</p> <p>Fill the gaps</p>	<p>Celebrating and promoting the city and its districts. Empowering community participation and input.</p> <p>Landmarks</p> <p>Local character</p> <p>Historic names</p> <p>Placemaking</p>

2.2 Consistency

Consistency of content and presentation is fundamental for effective wayfinding.



1 CONVENTIONS

Use universally legible and accessible map conventions



Display distances

Walking distances should be displayed in metres (up to 900m) with a walking time catchment of 5-10 min/400-800 m.



Pictograms

Standardized icons for approved generic facilities and destinations should be adopted for all system components.



Heads up mapping

All maps on fixed signage should be heads-up. Printed maps should be north-up (tilted 15° to achieve compass point angles). Digital maps could use built-in (mobile) compass to aid orientation.



Colour coding

Colour coding should represent information categories rather than identify districts or cardinal points. Colours should be applied consistently across system components, platforms, and media.

2 POSITIONING

A strategy for locating and positioning signs throughout the city



Policy and guidelines

Signage family positions shall comply with city policies and guidelines.



Repeater signs

Mark walking routes with repeater signs.



Anticipation

Signage should be positioned such that users can anticipate further sign locations.



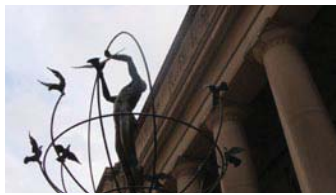



Do not obstruct

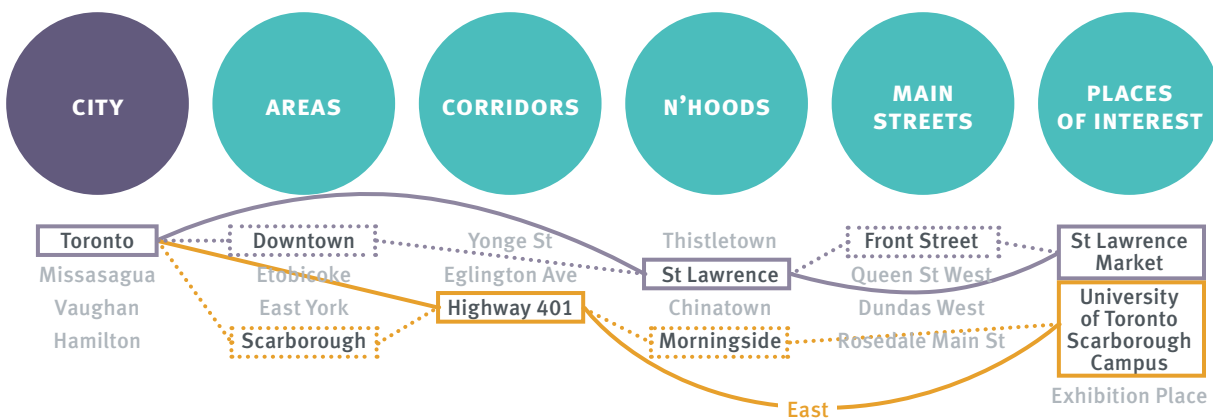
Signs should avoid physical obstructions within open space or public right-of-ways.

CONSISTENCY	INCLUSIVITY	SUSTAINABILITY	TRANSITION	LOCAL IDENTITY
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3 HIERARCHY

The proposed approach is to rationalize a hierarchical order to name areas, corridors, neighbourhood, main streets and places of interest across the city. This includes less formal naming adopted by BIAs and other groups. A BIA name could, for instance, represent both a main street and the neighbourhood. As shown in the diagram below, when people navigate they may leapfrog some steps, hence even where progressive disclosure from the general to the detailed is desired, consideration to information shortcuts should also be given. Places of interest should be organized in four tiers, and with their representation on wayfinding system signs and maps reflecting this hierarchy. At a local level, the definition of names and places of interest applied to these tiers will require local stakeholder engagement and historic/planning research. Selection of places of interest for inclusion on highway signage will require the development and application of additional criteria as detailed in § 2.14 of this report.

	<p>Tier 1 City-wide landmarks</p> <p>The CN Tower, landmark museums, landmark parks, landmark sport venues, landmark retail</p>
	<p>Tier 2 District attractions</p> <p>Major cultural, educational, leisure, historic, heritage, principal retail clusters, character areas, hotels</p>
	<p>Tier 3 Generic</p> <p>Washrooms, transit stops, local libraries, local schools, places of worship, local retail clusters</p>
	<p>Tier 4 Detailed</p> <p>Shop-to-shop index, restaurants, shops, venues</p>



2.3 Inclusivity

The wayfinding system should cater to the needs of all user types.

CONSISTENCY

INCLUSIVITY

SUSTAINABILITY

TRANSITION

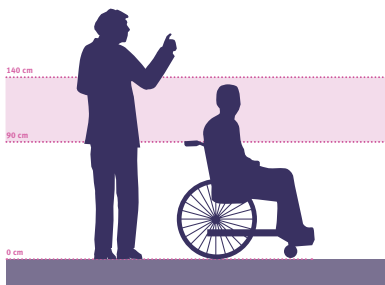
LOCAL IDENTITY

1 ACCESS

All signage should be located such that it can be accessed by someone who is standing or using a wheelchair. All essential information should be located between 90cm and 140cm from the finished ground level.

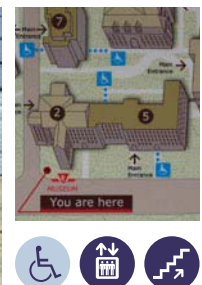
All essential information should be located between 90cm and 140cm from the finished ground level.

Higher or lower elements should consider the use of proportionately larger type size to improve legibility.



3 ACCESSIBILITY

Consider alternative media/materials for a range of groups such as the elderly, visually impaired and non-English speakers.



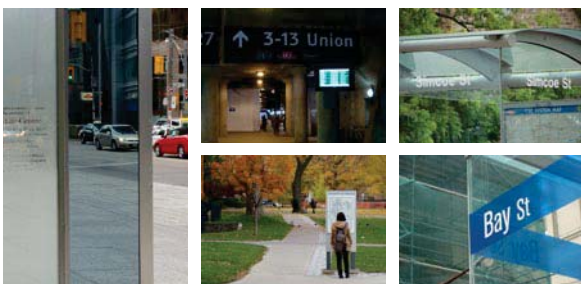
Walking routes should be well lit and include tactile and dropped curbs; all signed routes should be accessible.

2 CONTRAST

All sign content should ensure contrast against the background to guarantee legibility. Materials should be specified to avoid glare and reflection.

Signage design should include highlight elements to contrast against surroundings.

Content design should have a minimum contrast between the background and key information of 80%.



4 TECHNOLOGY

Mobile applications should consider the use of accessibility features. Signage structures should include QR codes, RFI tags, wi-fi, or other technologies in support of location based services.



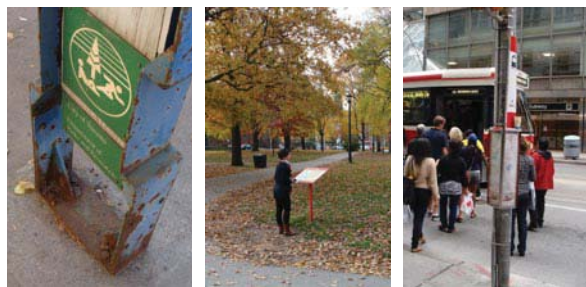
2.4 Sustainability

Consideration of full life cycle costing and ability to adapt to change.

CONSISTENCY	INCLUSIVITY	SUSTAINABILITY	TRANSITION	LOCAL IDENTITY
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1 REDUCE CLUTTER

Obsolete structures in the public right-of-way should be removed and physical and or visual obstructions avoided. Where appropriate, re-use or adapt existing urban furniture elements to incorporate wayfinding information.



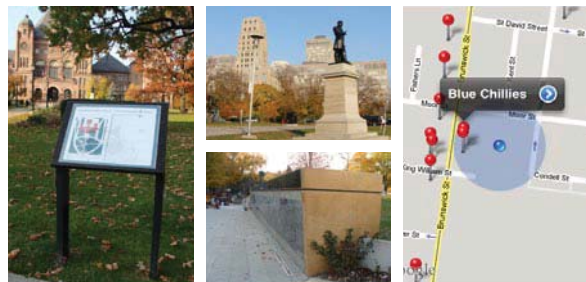
3 EXTENDABILITY

Design principles should allow for the inclusion of wayfinding information within existing information products and third-party systems, supported by a clear set of design rules and conventions.



2 FLEXIBILITY

Permanent content should not include information likely to change, and should be cost-effective to update in the short-term. Volatile information (Tier 4) should only be included in short-run or digital media.



4 FUTURE PROOF

Signage design should be low maintenance and durable, and have a lifespan of 25 years (2-3 years for printed insets).



Modular components facilitate replacement and keep maintenance cost low. Tamper proof fixings should be used throughout.

2.5 Transition

Connect places and enable people to move seamlessly from one mode, system or area to another.

CONSISTENCY

INCLUSIVITY

SUSTAINABILITY

TRANSITION

LOCAL IDENTITY

1 MULTI-MODAL

Include relevant information about other modes of transportation.

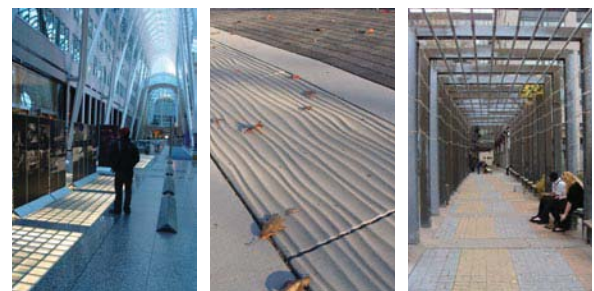
Where possible, identify entry points to destinations (e.g. subway stations).

Apply consistent naming conventions to pedestrian wayfinding, public transportation and highway signage.



3 ROUTE LEGIBILITY

Support intuitive wayfinding through the implementation of lighting, sidewalk treatments and other urban design features.



2 RECIPROCITY

Provide for the integration of wayfinding elements within third party multi-modal signage and wayfinding systems.



4 FILL THE GAPS

Reconnect places and deconstruct artificial boundaries through public realm improvements.

Provide information about how to negotiate unclear connections, and avoid creating perceptual boundaries in the city.



2.6 Local identity

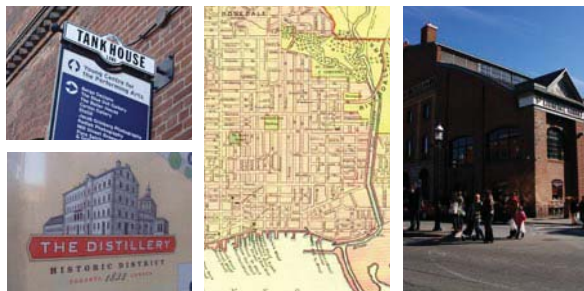
Celebrate and promote the city and its districts to empower community participation and input.

CONSISTENCY	INCLUSIVITY	SUSTAINABILITY	TRANSITION	LOCAL IDENTITY
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1 HISTORIC NAMES

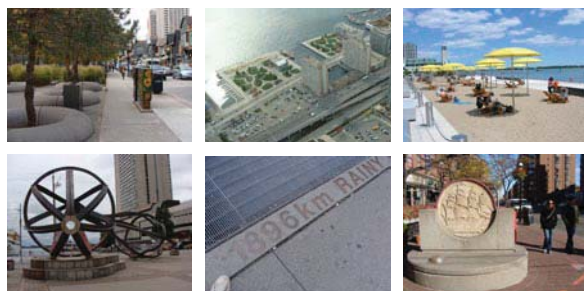
Adopt existing and use historical names wherever possible.

Engage with local stakeholders to define Tier 1 (city-wide landmarks), Tier 2 (district attractions), to validate local area names.



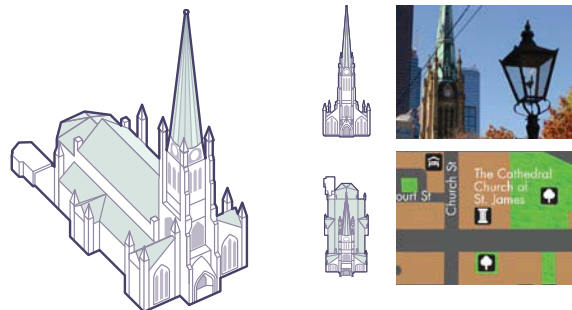
2 PLACEMAKING

Enhance outdoor spaces with public art or community interventions within the in-between places to aid orientation and wayfinding across the city.



3 LANDMARKS

Celebrate and promote distinctive buildings and public places as landmarks of the city.



Mapping should present the visual and architectural features of landmarks. Each area should have sufficient local landmarks identified to aid in orientation and navigation throughout the city.

4 LOCAL CHARACTER

Enhance sense of place by allowing local community and businesses to participate in the design of the system.



Allow signage components to be customized, while maintaining consistency throughout the city.

2.7 Wayfinding elements

Informed by national and international best practices, site visits and stakeholder consultation, a preliminary set of potential wayfinding components were short listed as desirable for Toronto.



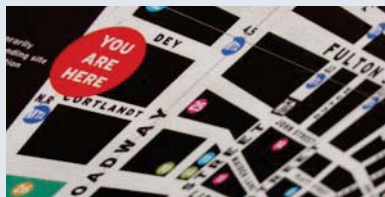
FINGER POSTS



MAP TOTEM POLES



ILLUSTRATIONS



YOU ARE HERE MARK



POCKET MAPS



MAP TOTEMS



SMART PHONE APPS



STREET NAME PLATES



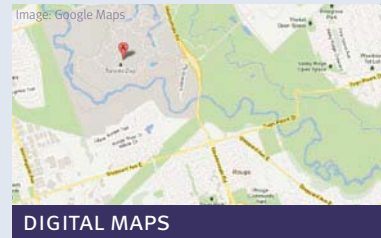
LARGE GATEWAY MAPS



TEMPORARY BANNERS



DISK MAPS



DIGITAL MAPS



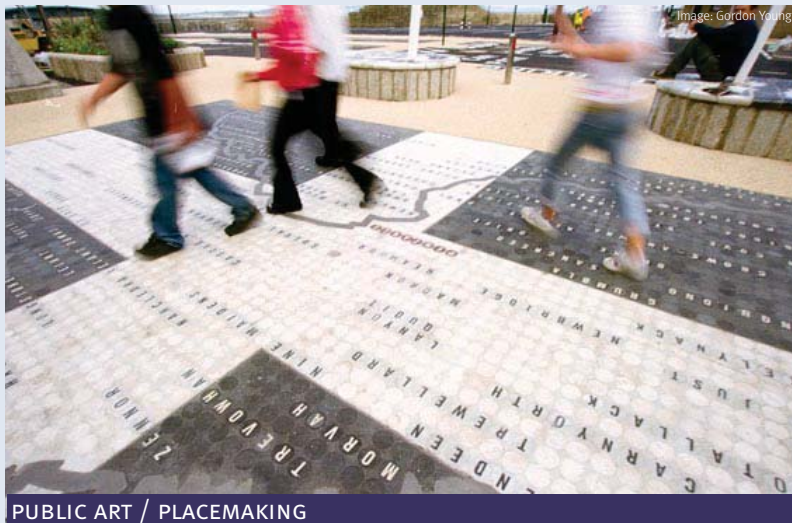
PICTOGRAMS AND SYMBOLS



SHELTERS AND FURNITURE



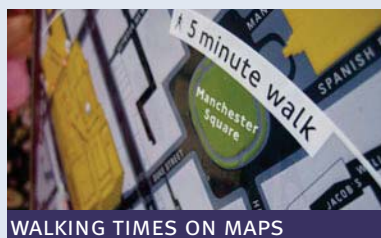
HIGHWAY SIGNS



PUBLIC ART / PLACEMAKING



ILLUMINATED PANELS



WALKING TIMES ON MAPS



WAYMARKER DISKS

2.8 Wayfinding system components

The wayfinding strategy is built around a core family of on-street signage. The following illustrative products and content are proposed for Toronto. Detailed graphic and product design will be developed and tested in Phase Two.

Signage

A Gateway Totem

At gateways, such as major transit exits.

Content may include:

Mode / system identification

District and place name

Strategic and local area directions

Local area map

- You are here (YAH)

- 400-800m radius

- Streets and sidewalks

- Tier 1, 2, 3

Context map

Alternative media

A Context Totem

At or near major places of interest (Tier 1) and remarkable/significant areas of each district. Content may include:

System identification

District and place name

Strategic directions towards adjacent districts and specific points within the local area

Local area map

- You are here (YAH)

- 400-800m radius

- Streets and sidewalks

- Tier 1, 2, 3

Context map

Alternative media

B Narrow Map Totem

At or near significant places of interest of each district and transit exits. Content may include:

System identification

District and place name

Strategic and local area directions

Local area map

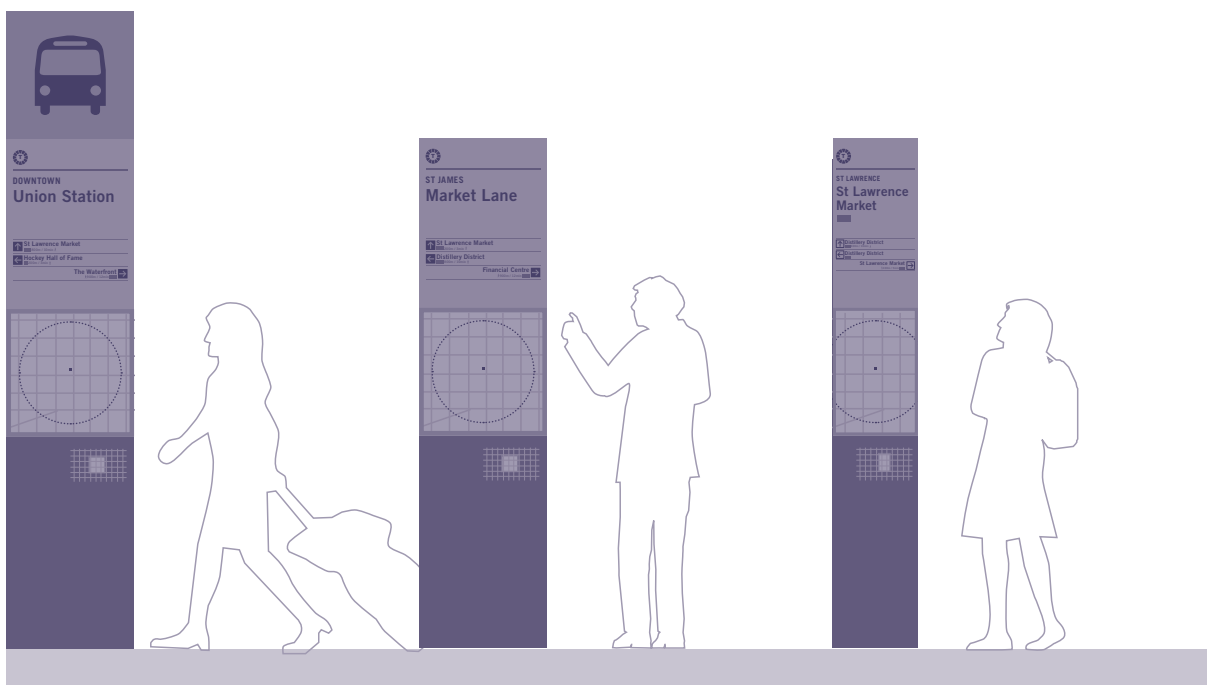
- 400-800m radius

- Streets and sidewalks

- Tier 1, 2, 3

Context map

Alternative media



Signage (cont.)

C Main St/BIA Pillars

Along retail clusters and main streets (not at decision points). At or near significant places of interest of each district. Content may include:

System identification

District and retail cluster name

Retail cluster map

- 1-2km long

- 400-800m wide

- Streets and sidewalks

- Tier 1, 2, 3

- Potential Tier 4 (managed by BIAs)

Context map

Alternative media

D Directional

At intersections of key pedestrian routes and decision points where totems are not an option due to narrow sidewalks. At shared pedestrian/cycling routes or routes through parks and open spaces. Content may include:

System identification

District name

Directions to adjacent districts, and:

Tier 1 and/or 2 destinations

- Name, distance/time

- Activity cluster type

Tier 3 destinations

- Exceptionally (i.e. low density areas)

E Interpretative

At relevant historic and heritage buildings and sites without other suitable forms of interpretative signage.

At places of interest that lack confirmation on arrival, (e.g. non-municipal parks).

Content may include:

System identification

District name

Place of interest name, description, opening hours, sponsors, other

Supporting graphics, maps or images

Alternative media

Places of interest are organized in four tiers to create a hierarchy of destinations.

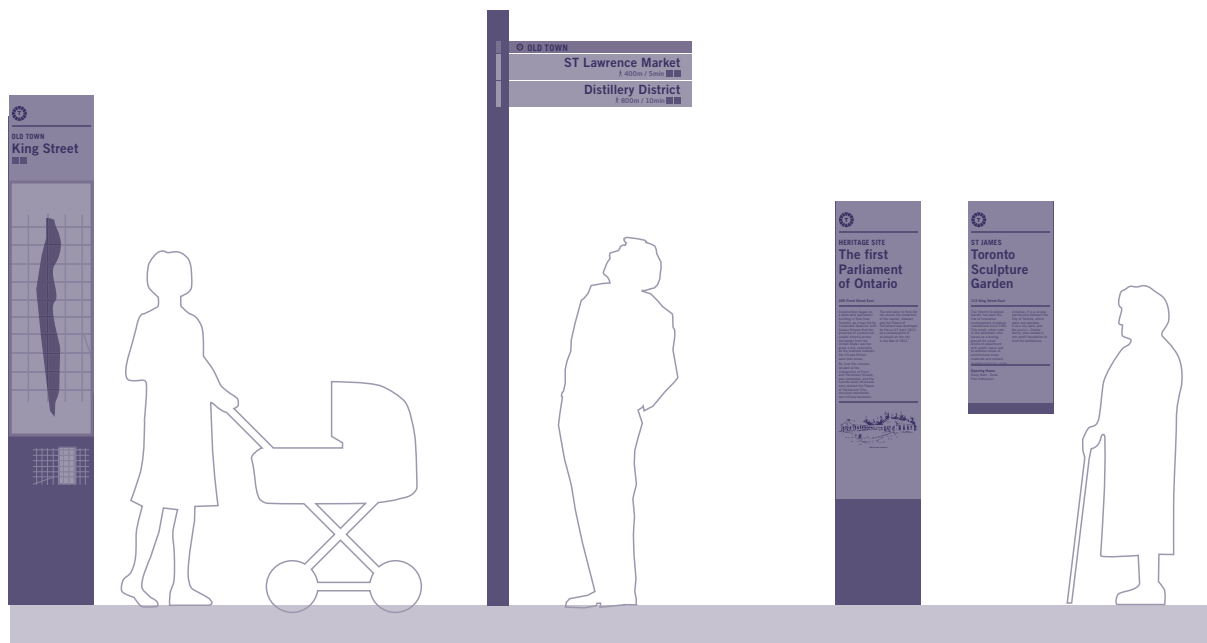
Tier 1 - City-wide landmarks: The CN Tower, landmark museums, landmark parks, landmark sport venues, landmark retail

Tier 2 - District attractions: Major cultural, educational, leisure, historic, heritage, principal retail clusters, character areas, hotels

Tier 3 - Generic: Washrooms, transit stops, local libraries, local schools, places of worship, local retail clusters

Tier 4 - Detailed: Shop-to-shop index, restaurants, shops, venues

Please refer to pages 30-31 for more information on hierarchy and conventions.



2.9 Other system components

There is more to wayfinding than signs—a truly coordinated strategy will permeate across media and touch points. The following components and contents provide a basis for the expansion of the wayfinding system beyond physical signage.

Digital

Mobile apps

On internet-enabled mobile devices. Enhanced by features such as compass and location-based services. Multi-platform: iOS (iPhone, iPad), Android (HTC, Samsung), Windows Mobile (Nokia) and Blackberry OS. Content may include:

System identification

Map-based navigation and multi-modal journey planning

Find / search functions

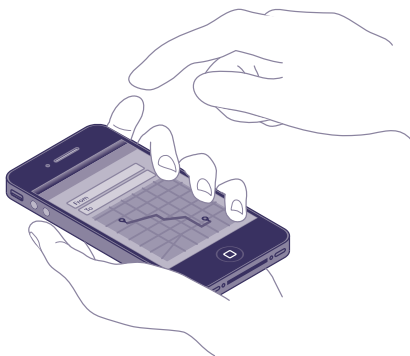
Customizable:

- User profile
- Mode
- District
- Events (white labelling)

Up to Tier 4 shop-to-shop locator

Partners and sponsors

Information made available in alternative media



Printed

Local Area Maps

At mode transition points: Bus/streetcar shelters, transit stations, PATH, BIXI, parking lots and others. At trip generator points: civic & social, cultural, health, etc. Content may include:

System identification

District and place name

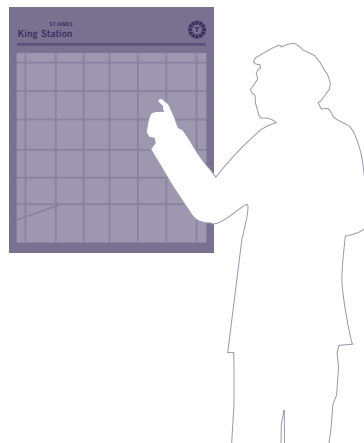
Local area map

- 400-800m radius
- Streets and sidewalks
- Tier 1, 2, 3

Context map

Partners and sponsors

Information regarding alternative media



Pocket Maps

At visitor welcome and entry points to the city (e.g. airports, hotel concierge, convention centres). To be made available in places related to or distributed directly to the intended audience (mode, activity or area). Content may include:

System identification

Mode identification

Context map

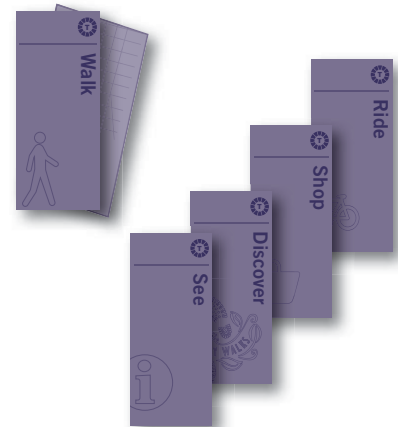
Citywide (thematic) or area map

Activity or mode-relevant information (i.e. cycle lanes)

Potential Tier 4 (managed by BIAs)

Partners and sponsors

Information regarding alternative media



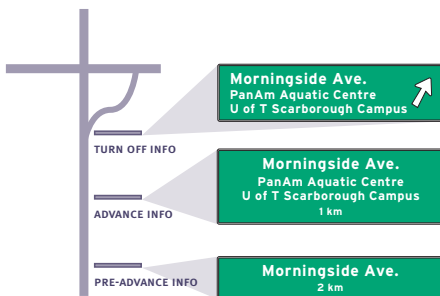
Urban Level

Traffic Signs

A consistent and continuous approach to highway directional signs that direct drivers to consistently-named areas will reduce sign clutter, minimize driver distraction and allow drivers to reach their final destinations as efficiently as possible.

Achieving consistency requires the development of high-level area naming conventions to be applied across both pedestrian wayfinding and traffic signage systems.

An updated and consolidated identification and directional road signage policy, including selection criteria for commercial and tourist destinations, and sign design standards is also required.



Urban Design

To improve connections between places, to create new routes and improve the quality/welcome/comfort levels of existing ones.

- > In character areas, neighbourhoods and main streets (e.g. Chinatown).
- > In the vicinity of Tier 1 and 2 destinations (e.g. access to Union Station).

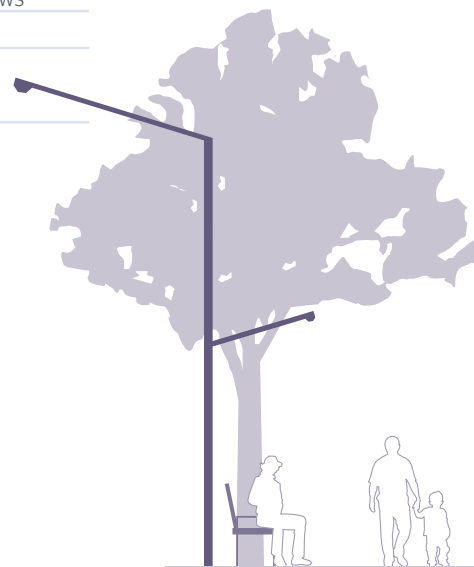
Measures may include:

- Lighting
- Sidewalks
- Landscaping
- Other street furnishings
- Movement areas and open views
- Built form and open space
- Placemaking: public art and community interventions

Intuitive Wayfinding.

A number of urban design and placemaking interventions exist that provide opportunities for intuitive wayfinding throughout Toronto.

1. Use consistent paving along the defined routes.
2. Ensure adequate lighting along major pedestrian routes.
3. Use landscaping or other features along edges of pedestrian routes to create visual identity.
4. Encourage pedestrian movement towards prominent views and vistas.
5. Create sense of place through public art, built form, open space, and street furniture.



2.10 Interim pilot areas

East Downtown was selected from the initial case study areas as the central Toronto interim pilot area used to test and validate the emerging wayfinding design principles. The map below summarizes the proposed interventions.



MAIN East Downtown

Broadly representative of objectives, issues, and concerns identified in relation to urban locations.

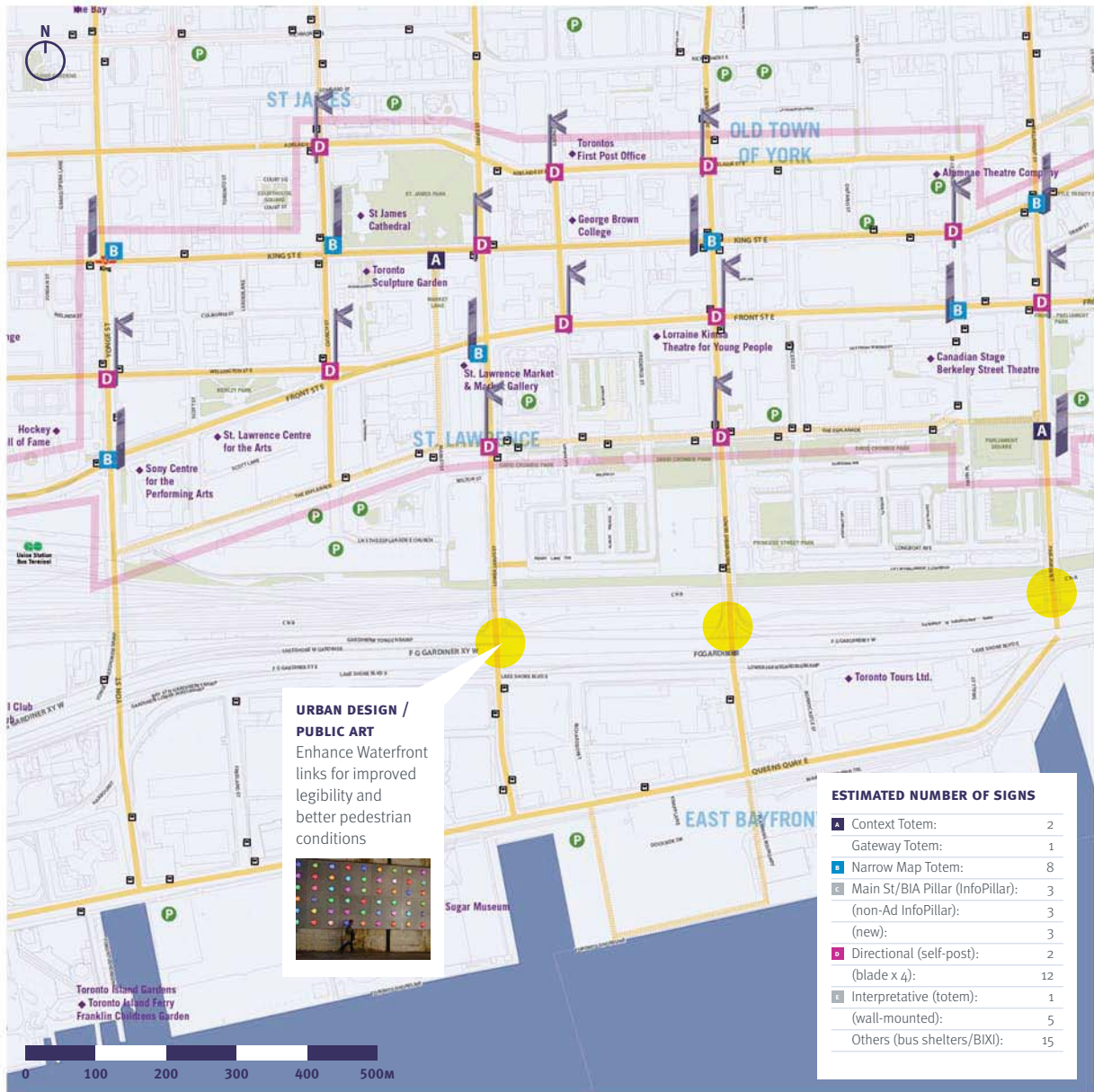
Relevant across all three project constituencies. Contains a BIA and a number of high profile, city-wide destinations.

Includes opportunities to increase walking distances and to integrate with third party products and environments.

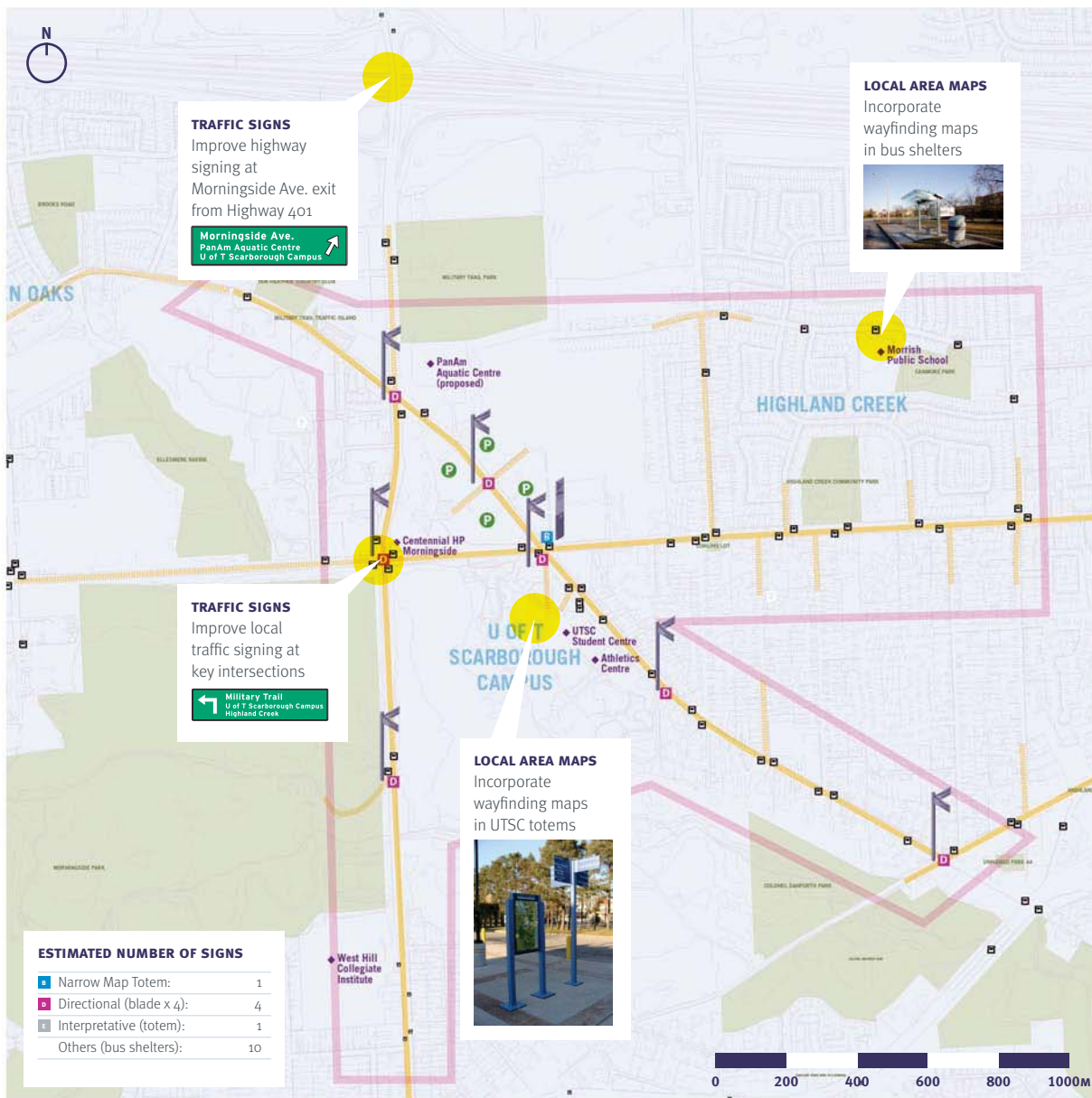
Has a critical mass of activity throughout the day/year.

Includes a number of consolidated neighbourhoods, redevelopment areas and major destinations including St. Lawrence Market, the Waterfront, the Distillery District, and the PanAm Games Village.

Areas around King St and the markets provide pleasant spaces that invite people to wander. The Esplanade has a dual role acting both as a leisure walk and a pedestrian link. High levels of activity to/from parking lots.



Morningside / Military Trail was selected as the suburban interim pilot area used to test and validate the emerging wayfinding design principles. The map below summarizes the proposed interventions.



SATELLITE Morningside / Military Trail

Broadly representative of the objectives, issues, and concerns identified in relation to suburban locations.

Predominantly residential yet attracts a significant number of visitors (UTSC, PanAm).

Includes opportunities to increase walking distances and to improve and enhance awareness of the area.

Gateway to Morningside Park and the ravine trails.

The area is made up of the Highland Creek and Morningside neighbourhoods, which are predominantly auto-oriented residential areas. UTSC, Morningside Park and PanAm Games venues (will) attract visitors.

Pedestrian activity around the residential area is mainly day-to-day trips to/from main streets and local destinations. UTSC students generate much of the walking activity to/from around the campus.

2.11 System look & feel

The illustrative designs reflects key features that require further development in Phase Two.

The example shows a narrow map totem located outside St Lawrence Market.

At this point, users approaching from the downtown core are likely to continue their trip by exploring around the Distillery District, Old Town Toronto or the Waterfront (East Bayfront). Users approaching from opposite directions are likely to be after information on nearest subway/streetcar stops and links to Union Station, the Financial District, St James Park or Yonge St.

This type of sign is intended to be placed perpendicular to the pedestrian flows but not to obstruct movement. This also prevents users who may be looking at the map from becoming obstructions for passing pedestrians.

The example shows the west-face of the totem, where the heads-up maps are oriented with east on top and north to the left. The design is illustrative, meaning that it is not intended to represent the final design solution—which is to be developed and evaluated in Phase Two— but to demonstrate the key information features contained within the strategy.

District and place name

Provides confirmation of location name.

Local area map

The local area map displays the immediate surroundings on a detailed cartographic base identifying walk-related details such as sidewalks, paths through green areas, and features that may influence accessibility such as steps and/or ramps. It includes city and local landmarks, destinations, and transit stops.

QR codes and/or RFID tags

The inclusion of visible and non-visible information devices can enhance the user experience. QR codes could link smart phones to expanded site-related content. RFID tags and other technology such as Wi-Fi or NFC, can enable locational based services to aid accessibility for the visually impaired and deliver user-specific content (i.e. multi-lingual)

System identification

Make the totem visible from a distance and identifiable as part of the information system.

Strategic and local area directions

Provide directions to few key nearby attractions and districts. Incorporates walking distances in metres and average walking times.

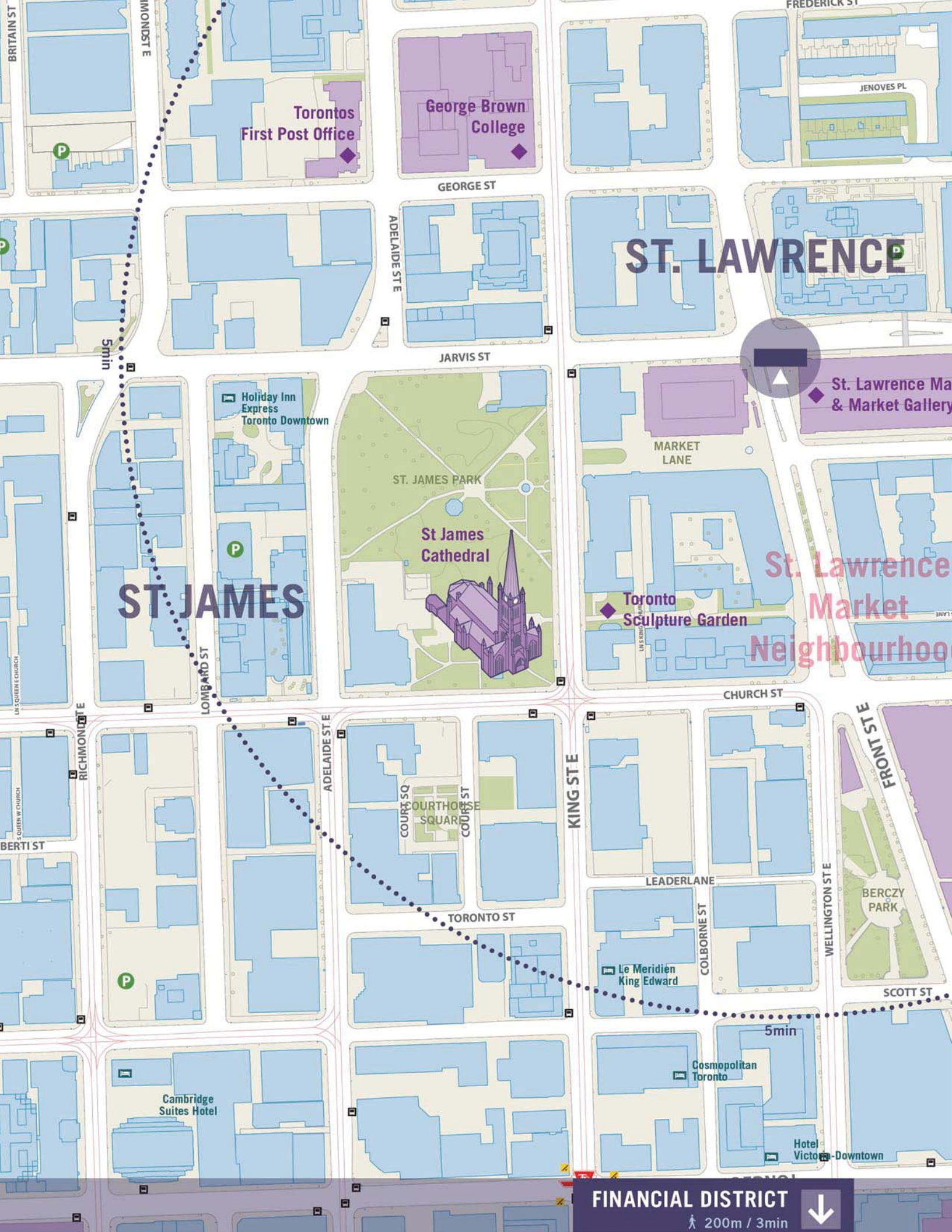
Context map

Displays a simplified street grid and landmarks in the wider area to provide context orientation. It improves user understanding of the wider area and supports the creation of mental mapping.

BIA/City customization

A modular panel provides an opportunity for City or BIA branding. The location is not suitable for detailed information. Customization of the product through the use of materials and finishes could also be considered to tailor the signs to different types of local environments.





Toronto's
First Post Office

George Brown
College

ST. LAWRENCE

ST. JAMES

ST. JAMES PARK

St James
Cathedral

St. Lawrence Ma
& Market Gallery

St. Lawrence
Market
Neighbourhood

Toronto
Sculpture Garden

Le Meridien
King Edward

Cosmopolitan
Toronto

Hotel
Victoria - Downtown

Cambridge
Suites Hotel

FINANCIAL DISTRICT

200m / 3min



5min



2.12 Traffic signs

Consistent application of the core wayfinding principles to highway information and directional signage is essential to enable a seamless transition from car to pedestrian.

*** One of the following five classifications has been assigned to every City owned street:**

- Local road
- Collector road
- Minor arterial road
- Major arterial road
- Expressway

For the purposes of this report, the terms “expressway” and “highway” refer to the highest-grade road type intended for high-speed traffic with access ramps and lane dividers.

The primary focus of the Toronto Wayfinding Strategy is on pedestrians. However, as all car drivers are pedestrians at some stage of their journey, it is essential that consistency is achieved across traffic and pedestrian signage systems – particularly in relation to the naming of areas and major destinations.

Current traffic signage in Toronto, and especially signage for visitor attractions is often fragmented and inconsistent. Continuity of signage from the initial appearance of a destination on a sign to arrival at the destination is rarely achieved. The lack of general area signing in the city combined with an outdated directional road signage policy frequently results in information overload or gaps.

To address the above issues, the project team undertook a fundamental review of Toronto’s visitor destination traffic signage policy and on-street implementation.

Recommendations on areas of improvement are included at the end of this short section.

BACKGROUND

Within the city of Toronto’s boundaries, roads are governed either by the City or by Ontario’s Ministry of Transportation. The latter owns the entire 400-series highways, including highways 400, 401, 404, 427 and Queen Elizabeth Way.

There are five other expressways* that are maintained by the City of Toronto via Toronto Transportation Services. These are: Allen Road, Don Valley Parkway, Gardiner Expressway, Ontario Highway 27 and Ontario Highway 2A.

CURRENT POLICIES

At a municipal level, the City of Toronto regulates the implementation of identification and directional signs for communities, commercial and tourist destinations through the Identification and Directional Road Signage Policy (2003), which covers five types of signs:

- Identification Signing for neighbourhoods and communities;
- Neighbourhood/Community Signing (“Welcome To Our Neighbourhood”);
- Service Group Signing for non-profit organizations (community centres, local sports and recreation);
- Directional Destination Signs for commercial establishments with a desire to have signs strategically located on the road network; and
- Commercial Identification and Directional Signs for a variety of venues (hotels, large restaurants, games/recreation facilities, etc.).

Toronto’s current policy limits directional signage on road rights-of-way –either at exit ramps from expressways or on arterial roads– to venues that are government owned or sponsored, are unique to the City of Toronto and have a minimum annual attendance of 40,000 persons. At a provincial level, two policies are of interest:

- The Ontario Traffic Manual (OTM) provides sign design and location guidance for signs on the provincial road network, it is also acknowledged as a design reference for the implementation of municipal signing.
- Tourism Oriented Destination Signage (TODS) is a private operated program that gives tourist operators an opportunity to apply for directional signs on the 400 series highways. TODS are not applicable within the boundaries of Toronto, irrespective of road ownership.

EXISTING CONDITIONS

Drivers who are unfamiliar with the city are unlikely to know whether they are on a provincial- or municipal-owned road. The OTM standard directional signage is consistently applied to both networks. Directions on expressways are predominantly corridor names related to exits. Adjacent road names (with no exit) are also displayed as points of reference. Directions to other cities (e.g. Hamilton, Vaughan) inform on general direction of travel. Toronto’s area or neighbourhood names are largely absent on directional signs. Only a handful of destinations, such as Pearson Airport and Niagara Falls, are fully trailblazed. Directions to a limited number of visitor attractions appear on expressways and arterials, although these are not integrated within the main road signing. The following pages discuss some of the observed issues in more detail.

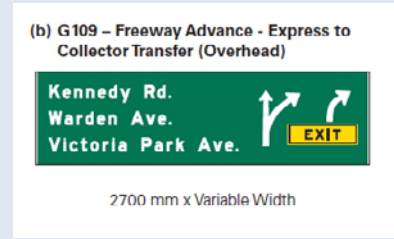


TRAFFIC SIGNS

2.13 Existing conditions

Current traffic signage delivers at a graphic and content level for users with a good knowledge of the city. Challenges occur where directions to specific tourist or commercial destinations or areas/neighbourhoods are required.

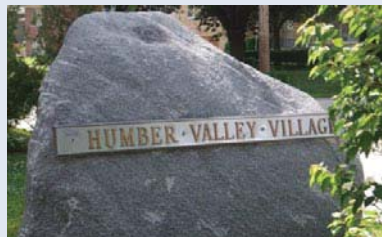
The Ontario Traffic Manual signage principles and standards are largely applied to highways across the Toronto area regardless of ownership. Directional signs often refer only to street names.



Directional signs for specific destinations often incorporate logos or symbols. Size, location and layout are inconsistent. Destinations are occasionally grouped on cluster signs at a single exit.



Neighbourhood identification signs range from customized signs on poles, to landscaped signing and less formal urban interventions. Generally located at access points.



Street names plates are predictably located at intersections. The City's new street name plates cater to drivers and pedestrians. Trailblazer signs help drivers locate highway ramps.



Off-road public parking the P symbol provides an opportunity to standardize parking signing in a clear and simple manner and could be incorporated within directional highway signs.



Route analysis

An analysis of a route from Pearson Airport to the Art Gallery of Ontario (AGO) illustrates some recurrent directional traffic signage issues.

Hwy 427 heading South: Advance exit sign for Gardiner Expwy



1. GENERAL DIRECTIONS TO TORONTO DOWNTOWN - Heading south on Hwy 427, drivers need to follow directions to the Gardiner Expwy. Knowing that the Gardiner Expwy is the gateway to downtown Toronto is not obvious for unfamiliar drivers.

Hwy 427 heading South: Exit sign for Gardiner Expwy / Toronto



2. ROUTE MARKERS / REDUNDANCY OF SIGN - On the Hwy 427 exit sign, the word 'Toronto' is incorporated but the Gardiner Expwy route marker is not included. It is worth noting that the small pole sign on the right repeats the QEW Hamilton exit information.

Gardiner Expwy: No confirmation signs after joining (12km to Spadina Ave)



3. CONFIRMATION OF H'WAY NAMES AND DIRECTION OF TRAVEL - No confirmation is provided on joining the Gardiner. Long stretches of road with no major decision points may provide an opportunity to communicate advance information on key city destinations/exits.

Gardiner/Park Lawn Rd: Confirmation for Gardiner, no directions (8km to Spadina Ave)



4. EXIT INFORMATION CONTEXT - Successive turn-off signs for Lake Shore Blvd can be found, often with no supporting geographic reference to help drivers understand where on Lake Shore Blvd the exit is, or where such an exit leads.

Gardiner Expwy heading East/Jamesson Ave: Advance info. for Spadina Ave (3 km)



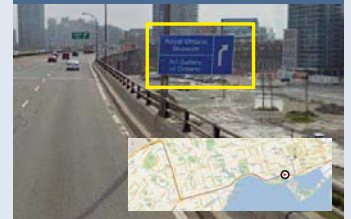
5. ADVANCE INFORMATION CONTEXT - Advance information is provided as corridor names only. This advance information sign is of limited value to visitors unaware that Spadina Ave. is the exit for AGO/other destinations to the west of the city centre.

Chinatown exit sign (Spadina Ave exit)



6. ATTRACTION TURN-OFF SIGNS - Sign and font size are smaller than other signs on the Gardiner, nonetheless these signs provide key information for people looking for specific destinations. The signs do not name the exit but imply that it is the next exit on the right.

ROM and AGO exit sign (Spadina Ave exit)



Gardiner Expwy heading East: Exit sign for Spadina Ave



7. UNDERSTANDING EXITS - Two signs are installed at the exit – advance information on subsequent downtown exits and the exit sign for Spadina Ave. It is not obvious how these signs relate to the blue directional signs that appear before.

Off-ramp left turn for Spadina Ave North (no confirmation or street name signs)



8. CONTINUITY - There is an obligatory left turn at the foot of the exit ramp from the Gardiner but no confirmation that this turn will take drivers onto/towards Spadina Ave; a blue sign intended for drivers arriving from Lake Shore Blvd is visible, generating a confusing message.

TRAFFIC SIGNS

2.14 Hierarchy and criteria

The Wayfinding Strategy proposes the development and application of a consistent naming hierarchy that will require further refinement for application to traffic signs.

Pedestrian signs can communicate multiple layers of information simultaneously without the loss of clarity – including the use of maps and interpretative content – while highway signs only allow for a limited number of words and messages. Information priorities for drivers are also different from pedestrians, as are issues related to reading time and safety.

However, a fundamental need remains for names to be used consistently regardless of mode to support interpretation and to aid the creation of peoples’ mental maps.

Toronto’s current road signs include city, corridor and main street names, but area and neighbourhood names are largely absent. Places of interest are also included on road signs; however, the selection and application of these destinations to signs are inconsistent resulting in signs, particularly in the downtown core, often being overloaded with information.

Given the density of places of interest across the city, a more appropriate set of selection criteria is required to distinguish what destinations should feature on which road signs.

WAYFINDING STRATEGY NAMING HIERARCHY



The Wayfinding Strategy naming hierarchy works on two levels: strategically from city, area, corridor to neighbourhoods and streets, and secondly for places of interest that are divided across four tiers.

POTENTIAL ELIGIBILITY

International best practice typically recommends two broad groups of destinations for potential inclusion on highway signs: non-commercial destinations and commercial destinations.

In London UK (on Transport for London’s highway network), a non-commercial destination is defined as “a permanently established attraction or facility which attracts, or is used by, visitors to an area and is open to the public without prior booking during its normal opening hours for at least 120 days per annum”.

Highway Signage	Pedestrian Wayfinding
The density of information (words) per sign is restricted due to safety and reading time constraints	A single sign structure can contain multiple layers of information (e.g. totems may incorporate place names, directions and maps)
Sign design is governed by national and provincial policy –new solutions require consistency with existing regulations	Flexibility in sign product design as it is not prescribed by policy
The use of conventions such as colour, units and icons is regulated and forms part of an official code for national and international drivers	Opportunity to create localized conventions to meet with specific walking needs (e.g. distances shown in meters/minutes)
A limited number of route options underpins the delivery of information as a predictable sequence (advance, turn-off, identification/confirmation)	Unpredictable start/end points and an unlimited number of route options requires repeat information at regular intervals

Commercial destinations may include large retail centres, sports stadia and other commercial destinations that play a major role in the city.

POTENTIAL SELECTION CRITERIA

Potentially eligible destinations then have to comply with additional criteria for inclusion on highway signs.

Toronto’s current policy along with reviewed international examples, largely base this selection on visitor numbers per annum. In Toronto the figure is fixed for all types of roads/venues at 40,000 visitors per annum and gives no consideration to the density of visitor attractions. In cities like London UK, the number varies by road and destination type (commercial destinations are treated separately as most of them will easily exceed the minimum annual visitor numbers) and further eligibility criteria apply where there is a high density of destinations in any given area.

Signing criteria for commercial and non-commercial destinations in London also consider destination type, number of off-road parking spaces available, other signs in the area, Public Transport Accessibility Levels (PTAL), one-off or new visitor figures, marketing & information evidence, specialist attraction quality, among other considerations.

In Toronto, the current policy limits directional signing on road rights-of-way to venues that are government owned or sponsored, and are unique to the City of Toronto.

While the Wayfinding Strategy’s Places of Interest hierarchy (Tiers 1 to 4) will inform eligibility for inclusion on highway signs, development of further criteria will be required that take account of the considerations detailed above.

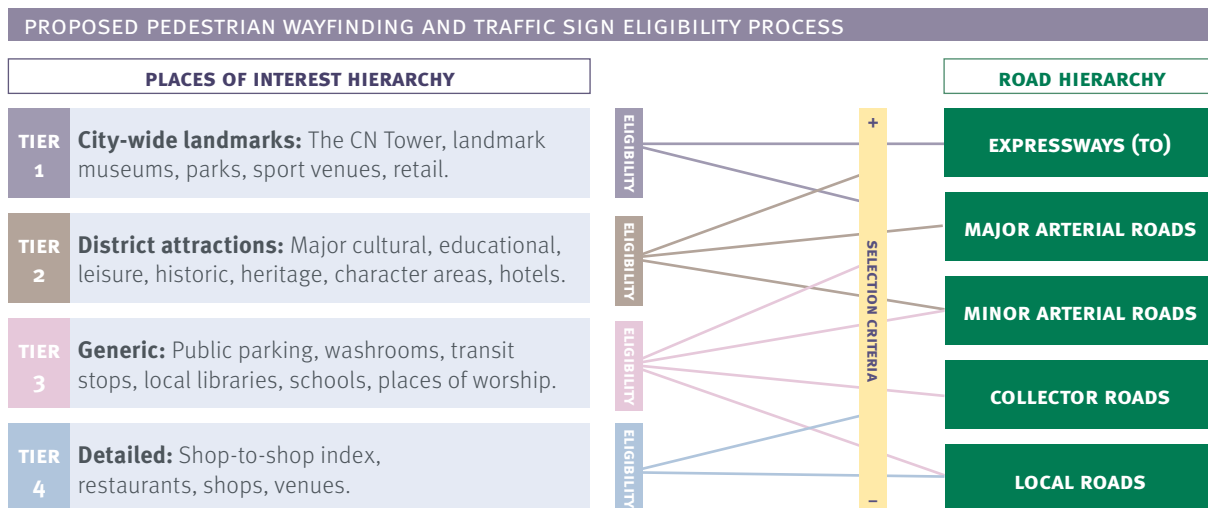
The diagram below illustrates a multi-level selection process for the inclusion of places of interest on different types of roads.

Use of other communication channels

Commercial and non-commercial destinations should not rely solely on road signs to direct people to the venue: use of other communication channels such as websites, and printed literature should form a core element of trip planning.

Many of Toronto’s major attractions already provide driving directions and parking information alongside public transportation options via digital maps and downloadable guides on their websites.

Where visitor directional highway signage is required, it should typically only be necessary towards the end of a journey with drivers being advised to use general strategic signage for the majority of their trip.



TRAFFIC SIGNS

2.15 Design strategies

Traffic sign design is governed by national and provincial policy. New design strategies, as illustrated in the examples below, will require consistency with existing regulations.

Area naming

High level naming strategy for city areas in relation to exits and general area destinations.

Advance information signs to include selected destinations under same area name, reducing signage overload at turn-off/exit points, which are critical for safe maneuver.



Expressway information sign



Exit information sign



Advance information sign



Exit information sign

Numbered exits

Define and include numbers for exit approach and turn-off signs. These can be easily referenced elsewhere and identified by a distinctive colour.



Advance information sign



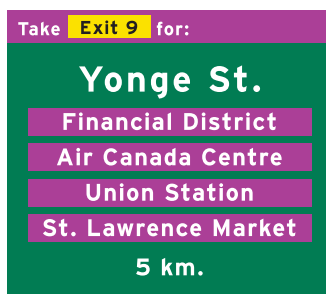
Exit information sign



Turn-off information sign

Destination colour

Apply a single distinctive colour for attractions to be applied as patches to existing signs.



Advance information sign



Exit information sign

TRAFFIC SIGNS

2.16 Recommendations

Stakeholder engagement and development of an updated Traffic Signage Policy document will be required to translate the recommendations into an agreed and implementable design solution.

RECOMMENDATIONS

- Develop an area naming strategy for city districts that is consistent with the pedestrian wayfinding strategy but tailored to a highway scale;
- Develop selection criteria for destinations based on road hierarchy/ destination hierarchy/ visitor numbers etc. to remove subjectivity and provide a more appropriate, consistent and balanced selection of signed destinations across the city's roads;
- Ensure guidance on placement/ route continuity etc. is applied consistently in practice. Destination continuity should be maintained from the point where the first sign appears until the visitor reaches the destination;
- Consider the use of variable messaging signs to provide information about exceptional temporary events, parking, disruptions, and emergencies; and
- Retain current restrictions related to the implementation of Ontario's TODS program in Toronto.

RECOMMENDATIONS ON POLICY DOCUMENT UPDATE

The current identification and directional road signage policies are fragmented, and the level of guidance they contain is inconsistent across different types of visitor attractions.

It is recommended that the updated identification and directional road signage policies be consolidated into a single and easy-to-use reference document that sets out Toronto's strategic approach to traffic signage for the city's key areas and destinations including:

- A fully updated Directional Road Signage Policy to provide clear policy guidance on the use of directional traffic signs for tourist and commercial visitor destinations including eligibility criteria;
- A fully updated Identification Road Signage Policy for neighbourhoods and communities that includes eligibility criteria; and
- Sign Design Standards that deal with design and locational requirements for all sign types covered by the policies above, incorporating updated guidance on sign location and impact on the public realm.

City-wide delivery of the wayfinding system requires long-term commitment from the City, a coordinated multi-agency effort and over \$8M in capital raised from funders and partners. For every dollar invested, the City can expect between 90 cents and \$2.40 of transportation benefits in return.

3.1 Implementation plan

The delivery of the wayfinding system is organized as three phases: strategy, pilot and city roll-out. Only a continuous injection of funding alongside political and stakeholder support will allow these phases to seamlessly overlap.

* Pedestrian Environment Review System

(PERS) is a software application to assess the quality of any pedestrian environment developed by Transport for London and Transport Research Laboratory (TRL).

PERS can assist in the identification of opportunities to improve pedestrian walking routes and public spaces, while supporting the effective targeting of resources.

A street audit process such as PERS could be used as part of the Phase Two pilot area implementation evaluation.

PHASE ONE (STRATEGY)

Phase One, described in this document, consisted of the preparation of a strategy, definition of design parameters and awareness raising of the program among stakeholders. It included activities such as desktop research, on-site observation and stakeholder engagement leading to the proposed Toronto Wayfinding 360 Strategy framework. This report, alongside the full Outline Business Case document and a Staff Report with recommendations is due to be presented to the City Council in fall 2012.

PHASE TWO (PILOT)

Phase Two will include the preparation, delivery and evaluation of a fully implemented wayfinding solution in (tentatively) two Pilot Areas (PA). Cost assumptions included within the Outline Business Case are based on two case study areas, East Downtown and Morningside.

The pilot implementation will allow for a comprehensive evaluation, including PERS*, such that the evaluation parameters listed in the Outline Business Case can be verified or updated, resulting in a more robust business case for potential funders. Pre- and post-implementation on-site surveys in normal conditions (tentatively two consecutive Septembers, 2013 and 2014), form part of this evaluation.

Signs are proposed to be implemented before summer 2014 to allow residents and visitors to become familiar with the system in anticipation of the post-implementation surveys. Additional pilot areas may be implemented in parallel, however these are not expected to become part of the evaluation.

Design activities leading to pilot implementation include detailed graphic design, detailed product design, cartography, and user tests and prototyping. Post-implementation lessons will inform the final system guidelines that are recommended to incorporate graphic and product specifications, alongside process delivery toolkits.

A back-office map asset platform will be developed at an early stage so that the graphical database can be made available as an asset for the City to use on the wayfinding strategy and other initiatives. This will also mean that the digital strategy can be implemented at the earliest possible opportunity.

PHASE THREE (CITY ROLL-OUT)

Phase Three involves the city wide roll-out of the wayfinding system infrastructure, expected to commence by 2016. This includes the development of wayfinding system design guidelines to be provided to potential partners ensuring a systematic and consistent approach is adopted with minimal input required from the City.

Phase Three includes an allowance for localized consultation prior to the wayfinding structures being installed. There is no allowance for further PERS assessments in this phase.

DIGITAL STRATEGY

While the Digital Strategy does not form a costed component of the wayfinding strategy, it is assumed that partnership with the private sector for its delivery component would mean that mobile applications and internet platforms can be rolled out at minimal additional cost, with

potential revenue streams contributing back the project. The City would allow access to the back-office map asset* in return for digital wayfinding apps (front-end). An evaluation of digital platforms would ensure that digital wayfinding systems meet with the overall project objectives and are in keeping with the system philosophy.

HIGHWAY STRATEGY

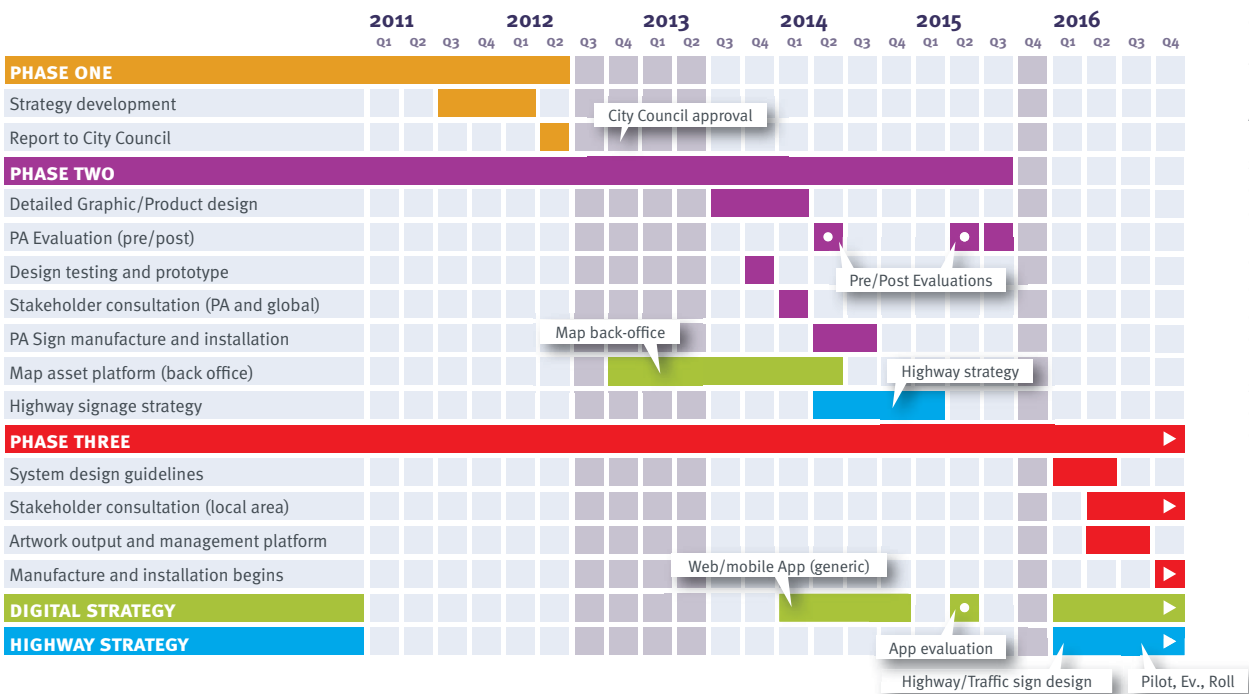
Highway signing should form an integral part of any fully integrated wayfinding strategy for Toronto. The current study reviewed Toronto’s identification and directional road signage and recommends that consistent terminology for the city’s areas and places of interest should be

included on traffic signs to simplify navigation from highways to destinations and thereby integrate with future on-street pedestrian signage. However, the upgrade of these signs is not costed for within the Outline Business Case.

It is further recommended that the commercial and non-commercial visitor destination selection criteria and policy documentation is revised as part of Phase Two. The aim of this will be to update highway signage policy (including hierarchy and contents of signs) in consultation with relevant City and Provincial stakeholders and to identify additional opportunities for an improved integration of traffic signage with the pedestrian wayfinding system.

* It is recommended that the City merges the various map data streams into a single back-office map platform. Asset data should be compiled in a GIS over a highly-detailed cartographic base, with polygon, line and point elements, depicting curb lines, building rooftops, paths across parks and other detail relevant at pedestrian level. Information on places of interest, attractions and features should be organized by tiers (see page 30).

Operational information could also be stored in address point format to feed into digital apps. All information in the dataset should be dynamic and flexible to accommodate new information and updates. Community inputs and open source data could also be incorporated and should be managed appropriately to ensure reliability.



3.2 Outline business case

The outline business case sets out the costs and benefits of a city-wide wayfinding system, providing relevant information to inform the City's decision on whether to proceed with a pilot implementation and a subsequent full roll-out of the strategy.

*** Legible London** is a pedestrian wayfinding system that's helping people walk around London, UK. Based on extensive research, the easy-to-use system presents information in a range of ways, including on maps and signs, to help people find their way. The impacts of the system were comprehensively measured for a number of pilot areas.

The Wayfinding System Strategy builds on The City's Walking Strategy published in 2009, which aimed to unify multi-modal wayfinding systems requested by city businesses, cultural and sports institutions, residents, commuters and tourists. The project is also timely as the 2015 Pan-American Games will attract significant media attention and visitors to Toronto.

An outline business case sets out the costs and benefits of a city-wide wayfinding system, providing the City with relevant information to inform their decision on whether to proceed with the pilot implementation and a subsequent full roll-out of the strategy.

A wayfinding pilot strategy has been developed for two areas and is expected to cost around \$0.8m including consultation, implementation and evaluation costs. The full roll-out of the wayfinding system is estimated at \$7.2 million, giving a total capital cost of approximately \$8m. It is recommended that an annual allowance of 10-15% of the ongoing capital investment is required to maintain and renew the wayfinding system, excluding any potential additional City staff costs.

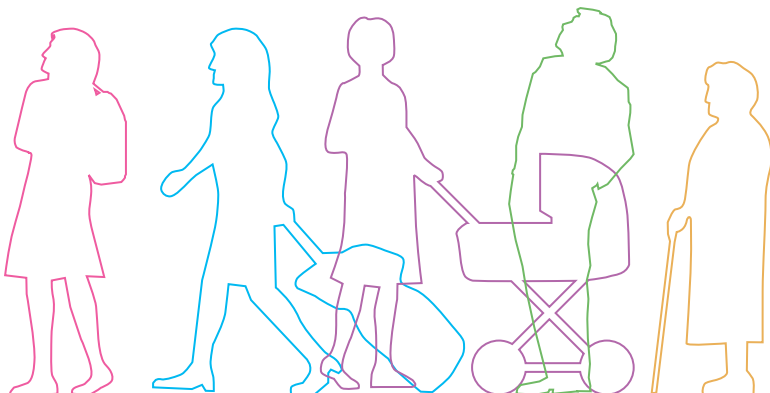
An improved wayfinding system is expected to deliver the following key benefits:

- Increase visitors at key attractions, spending in the Greater Toronto Area, boost the local economy and enhance the overall image of Toronto as a destination;
- Reduce walk times, increase confidence to walk, promote multi-modal transit and reduce reliance on private auto; and
- Improve urban realm, sense of community, pedestrian safety, public health and environment.

The multiple account evaluation (MAE) documented in the Outline Business Case report (see Wayfinding Outline Business Case, Final Report, May 2012) shows that the wayfinding system has the potential to deliver wide-ranging benefits across the transportation, environment, economic development, urban realm and social community accounts.

There is limited evidence to support the quantification of wayfinding benefits, however, informed by findings from the Legible London* post-pilot survey, high level analysis showed that, over a 25 year evaluation period, the transportation benefits (through shorter perceived journey times) alone are expected to outweigh the costs, with a benefit-cost ratio estimated to be in the range of 0.9:1 and 2.4:1.

This means that for every dollar invested, the City can expect between 90 cents and \$2.40 of transportation benefits in return.



Furthermore, to illustrate the possible affect on tourism and the economy, a 0.5% increase in visitors through lengthened/overnight stays or repeated visits in the GTA could result in around \$50m per annum in tax revenues.

The MAE has excluded the costs and benefits of a digital strategy implementation, which is expected to be funded through private sector partnership; and a highway strategy, which would enable a complete and continuous wayfinding experience for all modes, including automobile users. It is strongly recommended that a digital and a highway strategy are implemented to maximize the opportunities and benefits of the wayfinding strategy.

Funding of the wayfinding system has yet to be agreed on and a range of funders and partners

has been identified. The nature of the benefits are such that the wayfinding strategy should appeal to many organizations, particularly transit agencies, tourism agencies, 2015 Pan-American Games, Business Improvement Associations, cultural and heritage institutes, developers, development agencies.

There is also a significant opportunity for the City to roll-out the wayfinding system through influencing other ongoing or planned construction works, utilizing existing infrastructure or potentially changing existing wayfinding requirements for developers.

Post-implementation evaluation of the pilot areas should be used to confirm the benefits and costs of the wayfinding strategy and to strengthen discussions with potential funders and partners.

Project phase	Focus of Business Case	Technical Approach
PHASE ONE		
Wayfinding strategy development and conceptual design	<ul style="list-style-type: none"> Evidence to inform the City's decision to take the Wayfinding project to Phase Two Consider potential funding sources 	<ul style="list-style-type: none"> High level analysis based on international experience, professional judgement
PHASE TWO		
Detailed design, pilot implementation and pilot evaluation	<ul style="list-style-type: none"> Evidence to confirm (or update) the performance of the pilot against objectives Support a more targeted approach towards negotiating potential funding sources 	<ul style="list-style-type: none"> Detailed cost estimates based on actual costs of pilot area Surveys with users to evaluate the impacts of the pilot areas Interviews with potential investors
PHASE THREE		
Full implementation/roll-out	<ul style="list-style-type: none"> Evidence to confirm the performance of the pilot against objectives Support future expansion of the wayfinding system 	<ul style="list-style-type: none"> Interviews with users and investors to identify lessons learnt as the roll-out takes place in stages

3.3 Funding options

This section of the report covers funding and delivery considerations for the wayfinding strategy going forward beyond Phase One, which is currently funded by the City of Toronto.

Potential funders may include:

- Metrolinx;
- Government of Ontario; and
- P3 Canada Fund.

Funding for Phases Two and Three of the project has yet to be identified. Therefore, the focus of the wayfinding strategy Outline Business Case (OBC) is to realistically assess the costs and benefits of the project going forward to enable the City to make an informed decision on whether to proceed with Phase Two and identify where funding opportunities exist.

POSSIBLE FUNDING MODELS

At this stage, the primary purpose of the OBC is to identify potential funders. No discussions with potential funders has taken place as part of this work, but as the pilot areas are evaluated and the OBC is updated, one or more business cases for fully implementing the wayfinding strategy across Toronto will need to be targeted towards specific potential funders.

Some of the common funding models include:

- Self-funding (via local authority/ other government agencies);
- Funding through advertising contracts implemented on other city (non- wayfinding) sites (i.e. highways, transit environments);
- Delivery partnerships with BIAs and other business associations;
- Delivery partnerships with transportation agencies; and
- Developer contributions.

It is recommended that the City should either directly or indirectly manage the delivery of the wayfinding. This means liaising and negotiating with funders and partners to achieve the goals and objectives of the wayfinding strategy.

It is also important for the credibility of the system to the public and businesses that it is seen as impartial.

RECOMMENDED FUNDING STRATEGY

If the City decides, in principle, to proceed with the wayfinding project, funding will need to be sought for Phases Two and Three. The estimated capital costs of approximately \$8m do not reflect potential ways of cost sharing through partnerships or any cost savings opportunities.

An important component of the strategy is to understand the benefits specific funders would expect to gain from wayfinding and pitching those benefits to them accordingly. The figure below illustrates how this could be done.

KEY BENEFITS		
MARKET	LOCAL	REGIONAL
Business	Increased attractiveness as a tourist destination and business revenues	
	Increased spending per person and associated revenues	
Transit Users	Improved accessibility	
Visitors	Reduced congestion	
Residents	Improved health Community cohesion and pride	
	Reduced emissions	
POTENTIAL FUNDERS		
MARKET	LOCAL	REGIONAL
Business	Regional tourism agencies	
	Local tourism agencies Business Improvement Areas Pan Am Games Major attractions Major developers	Metrolinx Government of Ontario
Transit Users	Neighbourhood Associations	
Visitors	TTC, BIXI	
Residents	Metrolinx Government of Ontario	

POTENTIAL FUNDERS AND PARTNERS

There are three main ways that organizations can get involved in the project:

- Organizations that solely provide financial support to the project (Funders);
- Organizations that provide financial support as well as becoming partners (Primary Partners); and
- Organizations that allow wayfinding infrastructure to be placed on their property (Secondary Partners).

At this point it is only possible to speculate on who may be interested in becoming funders and/or partners for the wayfinding project’s implementation. The approach adopted in the OBC involves understanding the benefits of wayfinding and mapping these to a long list of potential funders who are likely to focus on specific benefits of the project.

POTENTIAL FUNDERS

Funders are those who generally provide financial grants to projects that meet the objectives of their organization but typically do not take part in the delivery aspects of the project.

POTENTIAL PARTNERS

Partners of the project can be primary/active or secondary/passive in nature. A primary partner could provide financial contribution for the infrastructure. They would typically provide property access. A secondary partner may only agree in-principle property access but will not provide any financial support.

Partners are likely to be the largest group of potential funders as the wayfinding project directly affects their business or residents.

FUNDING OF WAYFINDING ELEMENTS

It is recommended that the various wayfinding infrastructure elements are funded by those who would gain from them most. This can improve transparency and foster ownership of the system at a local level and have some influence over where the infrastructure is placed while being compliant with the wayfinding strategy.

The table below sets out how various infrastructure elements could be linked to potential funders. While this suggests that funders would support elements most relevant to them, in reality this will be more fluid and some cross-subsidy would be expected given that the totality of the wayfinding system is more valuable than the sum of all individual parts.

Infrastructure Element	Potential Funders/Partners
Context totem (area and gateway)	Tourism agencies, transit agencies, other agencies
Narrow map totem	Tourism agencies, other agencies
Corridor/area Pillars (retrofitting existing InfoPillars and new pillars)	BIAs, major attractions, major land owners, 2015 Pan Am Games, Planning Act Section 37 agreements
Directional (Self-post/blade)	City of Toronto, transit agencies, Planning Act Section 37 agreements
Destination/interpretative (Totem/wall mounted)	Heritage and cultural institutions, Planning Act Section 37 agreements
Bus shelter panels	Transit agencies

Potential partners may include:

- Tourism Toronto (Toronto Convention & Visitors Association);
- Business Improvement Area (BIA) associations/TABIA;
- Greater Toronto Hotel Association;
- Transit agencies, including TTC and BIXI;
- PATH - Toronto’s downtown walkway;
- Toronto 2015 Pan Am Games ;
- Federal Economic Development Agency for Southern Ontario (FedDev Ontario)/SODA;
- Private sector partnership through Section 37 of the Planning Act;
- Toronto Parking Authority;
- Major commercial and leisure owners/destinations;
- Communications giant (sponsoring cloud technology);
- Cultural and heritage institutions;
- Neighbourhood Associations; and
- Development associations, e.g. Build Toronto, Invest Toronto.

3.4 Opportunities for the City

There are a number of ways in which the City can contribute towards the implementation of a predictable and consistent wayfinding system across Toronto.

The City currently has a budget for maintaining signage. Part of this budget could be reallocated towards certain components of the strategy, for example the self-post and blade directional wayfinding elements.

Should the City decide to update their traffic sign policies to provide stricter criteria and better integration with the wayfinding strategy as described/recommended in Section 2.16, this should be undertaken in consultation with City and Provincial stakeholders and be informed by the wayfinding guideline document to be produced as part of Phase Two.

The City could also use existing powers to leverage infrastructure enhancements from private developers. For example, the Section 37 by-law could be exercised under the Planning Act to require large developers to contribute funding for wayfinding within the area of the development and/or access to their property for wayfinding. Part of the contribution could potentially be retained to support longer-term wayfinding maintenance and renewals.

The City could additionally work with major public sector organizations (such as hospitals, schools, leisure centres) to form partnerships that encourage compliance with the wayfinding strategy requirements and support a gradual, phased implementation. The organizations would have more control over signage content and location while remaining consistent with the wider city strategy.

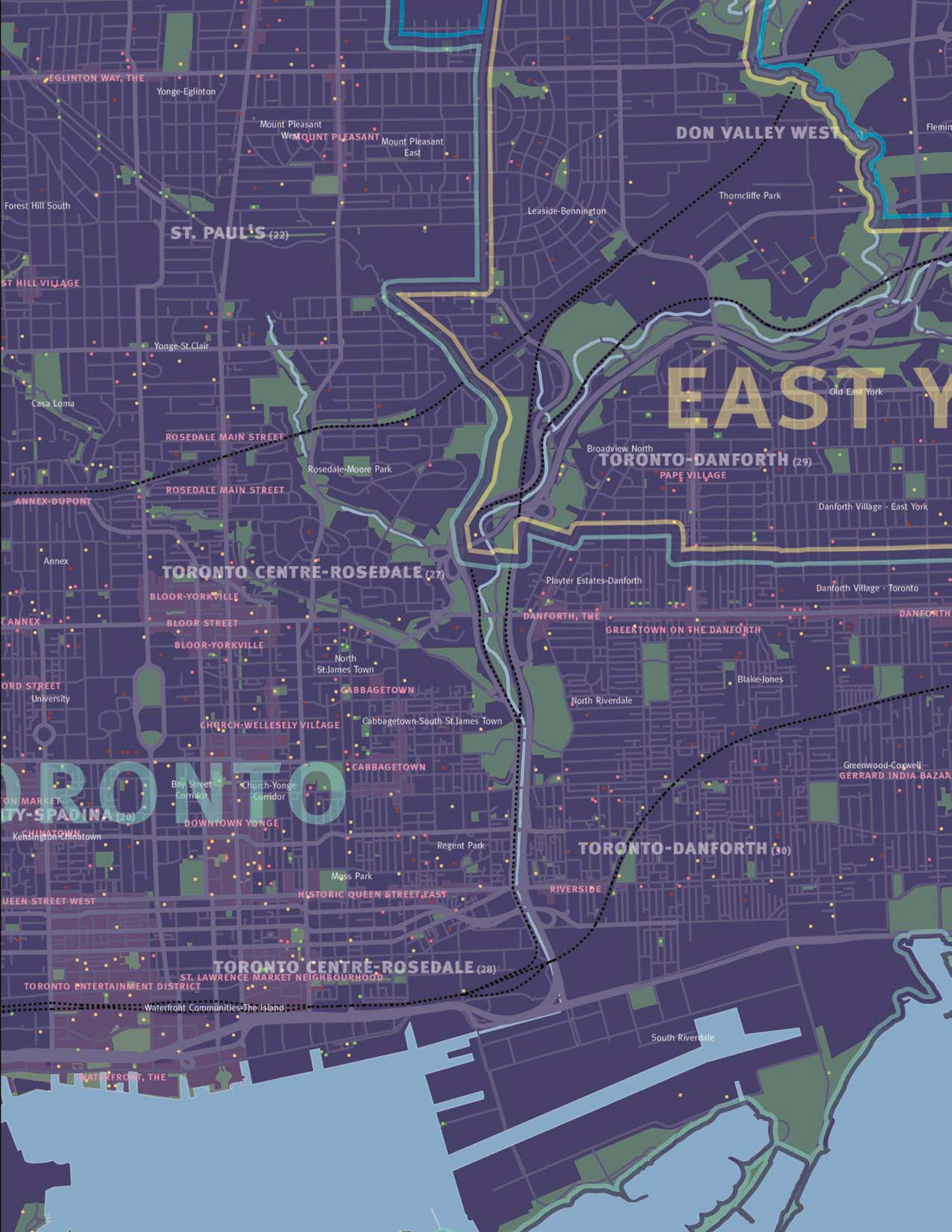
While the City is not considering advertisement as a component of the wayfinding infrastructure, they may consider opportunities for cross-funding through provision of advertising space at strategic locations on City-owned property where it would not impact negatively on the urban environment. This approach could provide a valuable revenue stream to contribute towards the ongoing maintenance of wayfinding structures.

Finally, if the project does gain approval, the City will have a crucial role in building support across the broad stakeholder community and in particular, with those partners or agencies who may have an interest or role in implementing the strategy.



Stakeholder Consultation: Workshop, Interview, and Open House Attendants

Canadian Automobile Association (CAA)	Culture–Tourism Policy & Research Branch	Toronto International Film Festival (TIFF)
Canadian Opera	National Ballet of Canada	Toronto and Region Conservation Authority (TRCA)
Chinatown BIA	Ontario Science Centre	Toronto Bruce Trail Association
City of Toronto (BIA Office; Economic Development; Transportation; City Planning)	Ontario Walks/ Toronto Walks	Toronto Community Foundation
CivicAction	Pan/Parapan Am Games Secretariat –Province	Toronto Cyclist Union
CNIB	PanAm Games 2015	Toronto Parking Authority
Downtown Yonge BIA	Parkdale Village BIA	Toronto Port Authority
Dundas West BIA	Queen Street West BIA	Toronto Seniors Forum
Emerging Leaders Network	Registered Graphic Designers of Ontario	Toronto Transit Commission (TTC)
Entertainment District BIA	Rogers Centre	Toronto Youth Cabinet
Financial District BIA	ROM	TorontoPedia
Gardiner Museum	Ryerson University	Tourism Toronto
Go Transit	Sense Lab	University of Toronto
Greek Town BIA	Spacing Magazine	
Kensington Market BIA	St Lawrence Market BIA	
Liberty Village BIA	St. Lawrence Neighbourhood Association	
Maple Leaf Sports and Entertainment (MLSE)	Toronto Association of Business Improvement Areas (TABIA)	
Metrolinx	Toronto Centre for Active Transportation (TCAT)	
Ministry of Tourism & Culture - Regional Tourism Unit		
Ministry of Tourism &		



EGLINTON WAY, THE

Yonge-Eglinton

Mount Pleasant

West Mount Pleasant

Mount Pleasant East

DON VALLEY WEST

Flemingdon

Forest Hill South

Leaside-Bennington

Thorncliffe Park

ST. PAUL'S (22)

ST. HILL VILLAGE

Yonge-St.Clair

Casa Loma

EAST YORK

Old East York

ROSEDALE MAIN STREET

Rosedale-Moore Park

Broadview North
TORONTO-DANFORTH (29)

PAPE VILLAGE

Danforth Village - East York

ANNEX-DUPONT

ROSEDALE MAIN STREET

Annex

TORONTO CENTRE-ROSEDALE (27)

Playter Estates-Danforth

Danforth Village - Toronto

ANNEX

BLOOR-YORKVILLE

DANFORTH, THE

GREERTOWN ON THE DANFORTH

DANFORTH

BLOOR STREET

BLOOR-YORKVILLE

North St.James Town

CABBAGETOWN

North Riverdale

Blake-Jones

ORD STREET

University

CHURCH-WELLESELY VILLAGE

Cabbagetown-South St.James Town

ON MARKET
TY-SPADINA (20)

CHINATOWN
Kensington-Chinatown

DOWNTOWN YONGE

Bay Street Corridor

Church-Yonge Corridor

CABBAGETOWN

TORONTO-DANFORTH (30)

Greenwood-Coxwell
GERRARD INDIA BAZAAR

QUEEN STREET WEST

HISTORIC QUEEN STREET EAST

RIVERSIDE

Regent Park

Moss Park

TORONTO CENTRE-ROSEDALE (28)

ST. LAWRENCE MARKET NEIGHBOURHOOD

TORONTO ENTERTAINMENT DISTRICT

Waterfront Communities-The Island

South Riverdale

WATERFRONT, THE

For further
information please
contact:
Fiona Chapman
Transport Services
(416)392-0828
fchapma@
toronto.ca

Prepared for the
City of Toronto by:

Steer Davies Gleave
1500-330 Bay Street
Toronto, ON
M5H 2S8

in association with:
DIALOG