

# Green P Signage and Wayfinding

Board of Directors Meeting – July 19, 2021



# Project Summary

- Toronto Parking Authority manages and/or owns 35 parking garages across the City of Toronto.
- Majority of our garages require wayfinding upgrades.
- Staff audited facilities to determine Phase One Locations.

# Project Summary

- Criteria for selecting pilot locations:
  - High traffic facilities
  - Located in different areas of the City
  - Variety of sizes and configurations
  - Deficiencies in wayfinding and signage:
    - Signage in poor physical condition
    - Dated (manufactured and installed in the 70's and 80's)
    - Not energy efficient
    - Outdated brand and colour standards

# Project Summary

- Staff partnered with Steer Davies Gleave (City of Toronto Partner) to develop pedestrian and vehicular wayfinding and signage standards.
  - Their experience includes:
    - PATH Wayfinding Strategy - Toronto
    - Lonsdale Quay Bus Exchange - Vancouver
    - TD Centre Lobby Gateways and Parking Garage - Toronto
    - The Globe and Mail Centre (Parking Garage) – Toronto
    - Eau Clair Tower (Parking Garage) – Calgary
    - London Convention Centre (Parking Garage) – London, UK



# Project Summary

- Staff worked with consultant to develop sign packages for 3 pilot locations:
  - CP68 – 20 St. Andrew Street (Kensington Garage)
  - CP43 – 2 Church Street (St. Lawrence Garage)
  - CP111 – 74 Clinton Street (Little Italy)



# Methodology - Consultant

- Step 1 – Audited sites.
- Step 2 – Analyzed vehicle and pedestrian traffic within car parks.
- Step 3 – Reviewed demographic data of the three pilot locations. and identified 4 distinct behavior groups:
  - Avid user
  - Accessible user
  - Non-avid user
  - EV user
- Step 4 – Reviewed best practices across the industry.
- Step 5 – Made recommendations.

# Best Practices

- Keep it simple
- Make the offer clear
- Reduce clutter
- Anticipate future uses



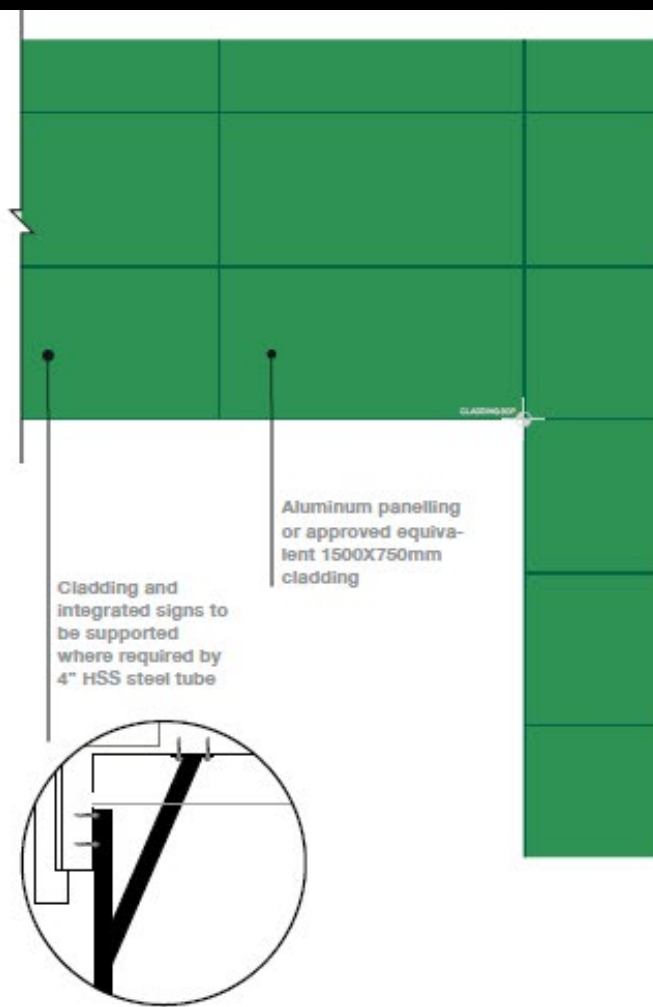
# Recommendations

- An improved street presence
- Consolidated information
- Deliberate use of colour
- Elevated focus on the customer to drive trial and repeat purchases

# An Improved Street Presence



# Gateway Arch - example



1. Front View



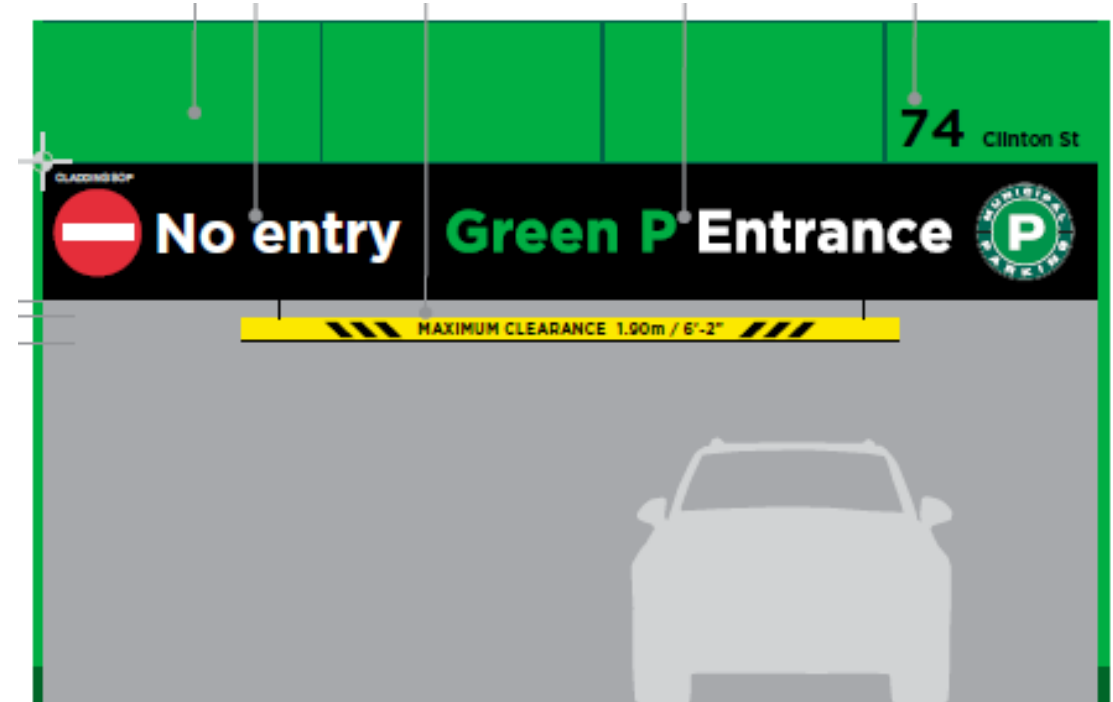
2. Precedent to illustrate intent (not an indication of the specific product to be used)

# CP111 – 74 Clinton Street

Existing



Proposed



# CP68 – 20 St. Andrew Street (Kensington)

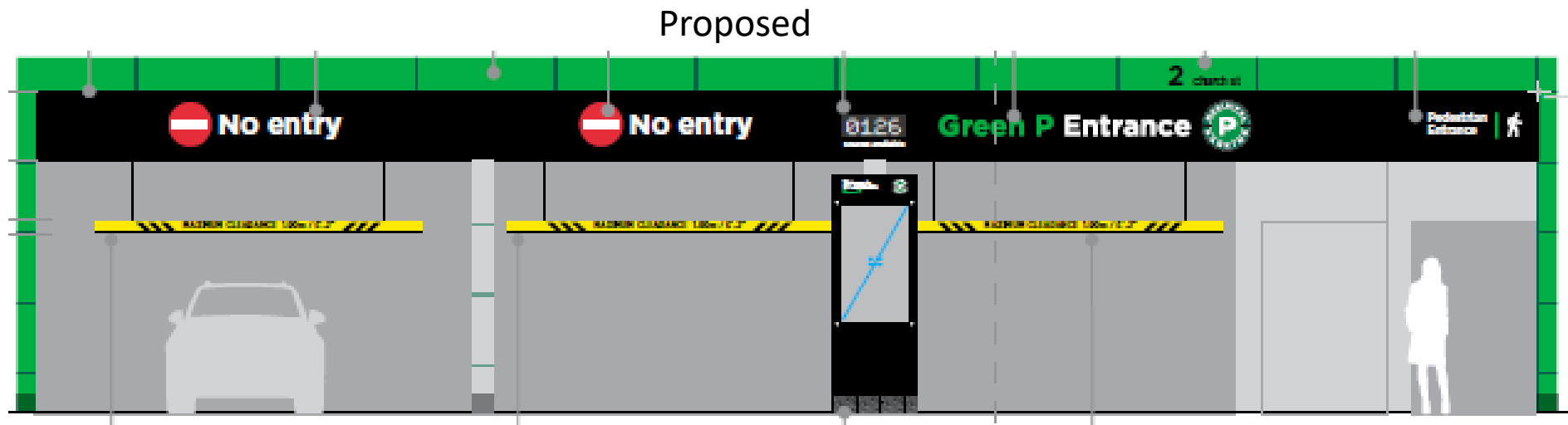
Existing



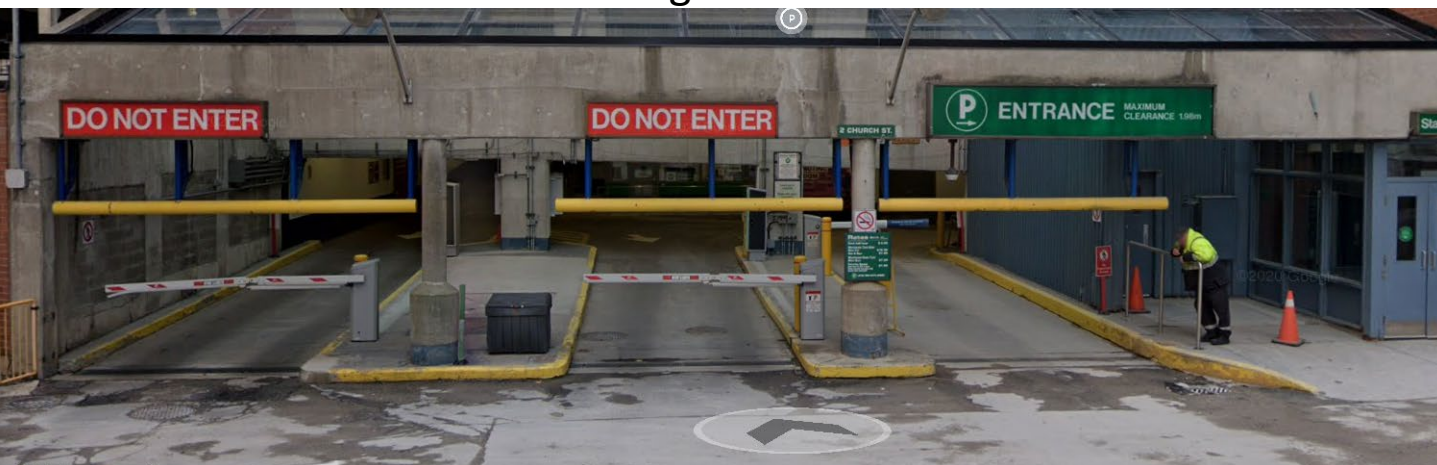
Proposed



# CP43 – 2 Church Street (Church St. view)

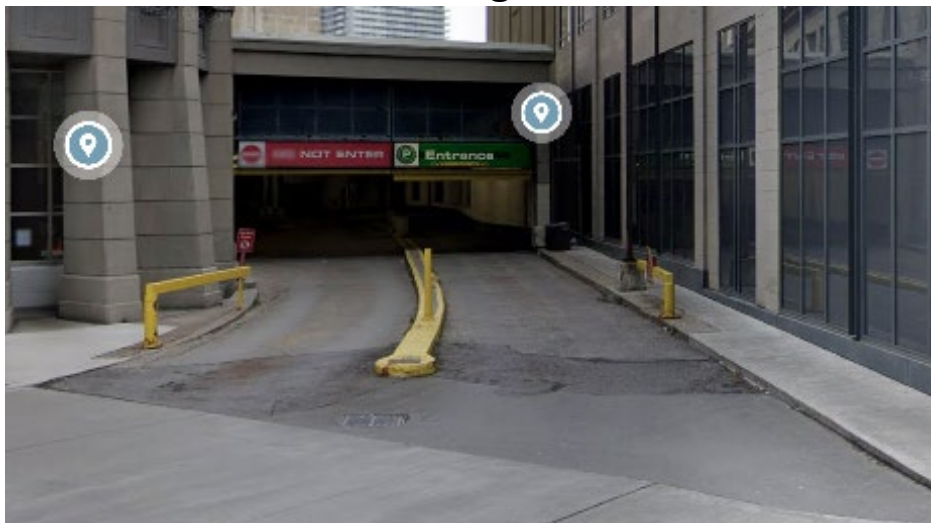


Existing

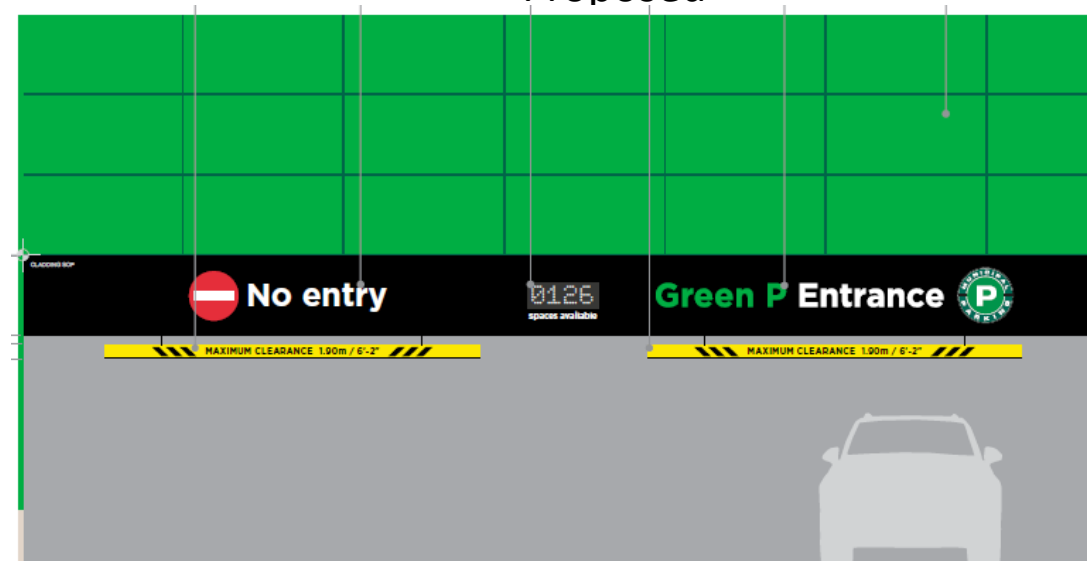


# CP43 – 2 Church Street (Yonge St. view)

Existing

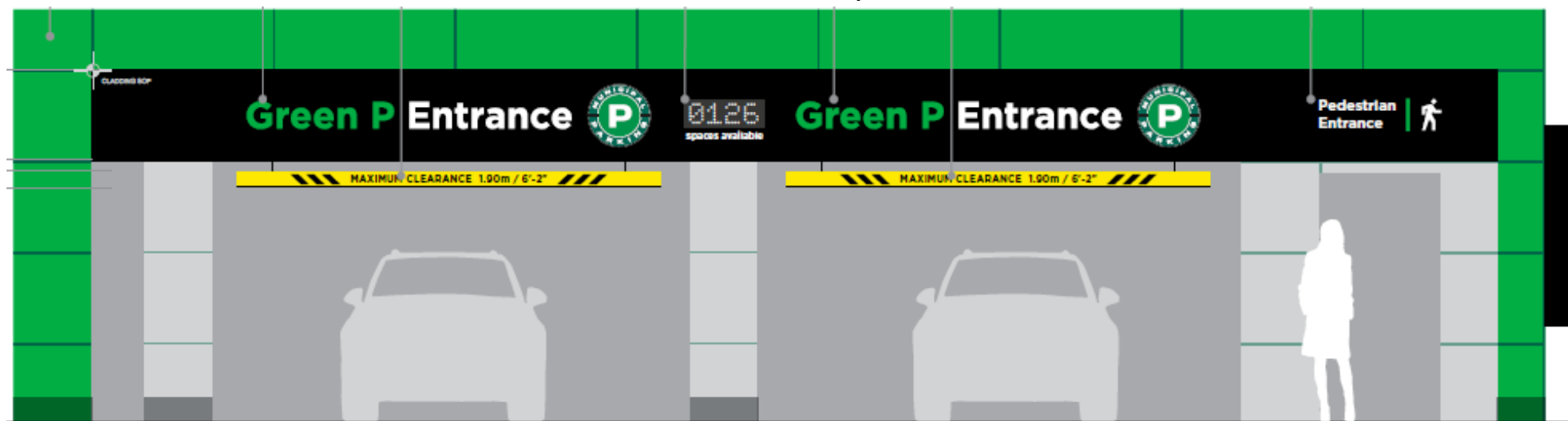


Proposed

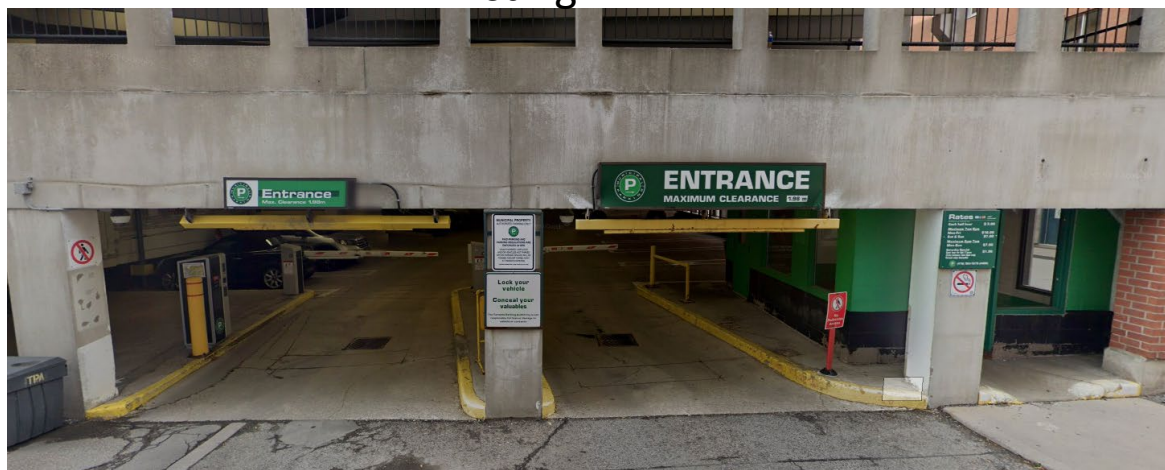


# CP43 – 2 Church Street (Market St. view)

Proposed



Existing

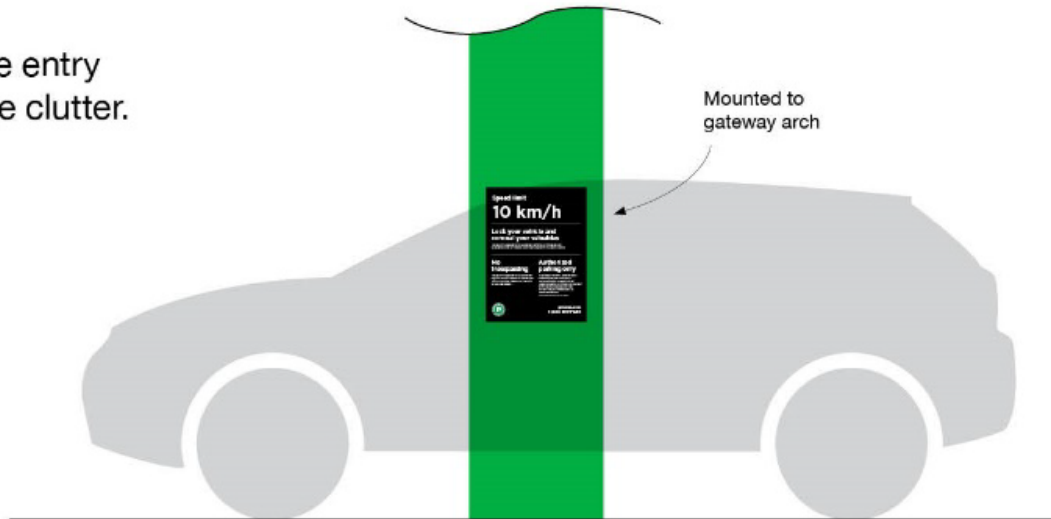


# Consolidated information



# Regulatory messages

Integrated into the entry gateway to reduce clutter.



Regulatory signage  
Placement view  
1:25

Proposed

Size to match  
current 18x24 panels



Regulatory signage  
Front view  
1:10



Existing



# Digital Rate Boards



# Rate board

Inspired by Bike Share docking stations and commercial digital signs, the Rate board could feature either a printed illuminated poster or a digital screen.



Rate board – freestanding version  
Placement view  
1:25



Rate board – wall mount version  
Placement view  
1:25



Precedent examples

Tamper-proof casing with secure key for servicing (tech concealed inside)

Graphic stripe to match TPA Light Green brand colour (applied graphics or illuminated)



Rate board  
Perspective view  
Not to scale

Painted aluminum enclosure with applied cut vinyl graphics or illuminated push-through acrylic

# Rate board screen layout explorations

1/2 hour  
**\$2.00**




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All Day 7am - 6pm  
**\$15.00**

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All Night 6pm- 7am  
**\$6.00**

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   greenp.com  
1 (416) 393-PARK

half hour each  
**\$2**




---

Daily 7am - 6pm  
**\$15**

---

Nightly 6pm- 7am  
**\$6**

---

   greenp.com  
1 (416) 393-PARK

half hour each  
**\$2.00**




---

Daily 7am - 6pm  
**\$15.00**

---

Nightly 6pm- 7am  
**\$6.00**

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   greenp.com  
1 (416) 393-PARK

Regular spaces available  
**40**




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Accessible spaces available  
**7**

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Electric spaces available  
**13**

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   greenp.com  
1 (416) 393-PARK


Digital only –  
requires space counters

Half hour each  
**\$1.50**




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Sunday  
All day until 11pm  
**\$7.50**

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   greenp.com  
1 (416) 393-PARK

Half hour each  
**\$1.50**




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Game night  
Monday 6pm - 11pm  
**\$12**

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   greenp.com  
1 (416) 393-PARK

Half hour each  
**\$1.50**




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Saturday shopper  
All day until 11pm  
**\$10.00**

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   greenp.com  
1 (416) 393-PARK

Screen content is  
placeholder only  
must be validated  
against TPA tariffs and  
legibility requirements.

Print or digital

# Variable Digital Signage



Entry with regular rates



Entry with event rates



Exit - to let out traffic after an event

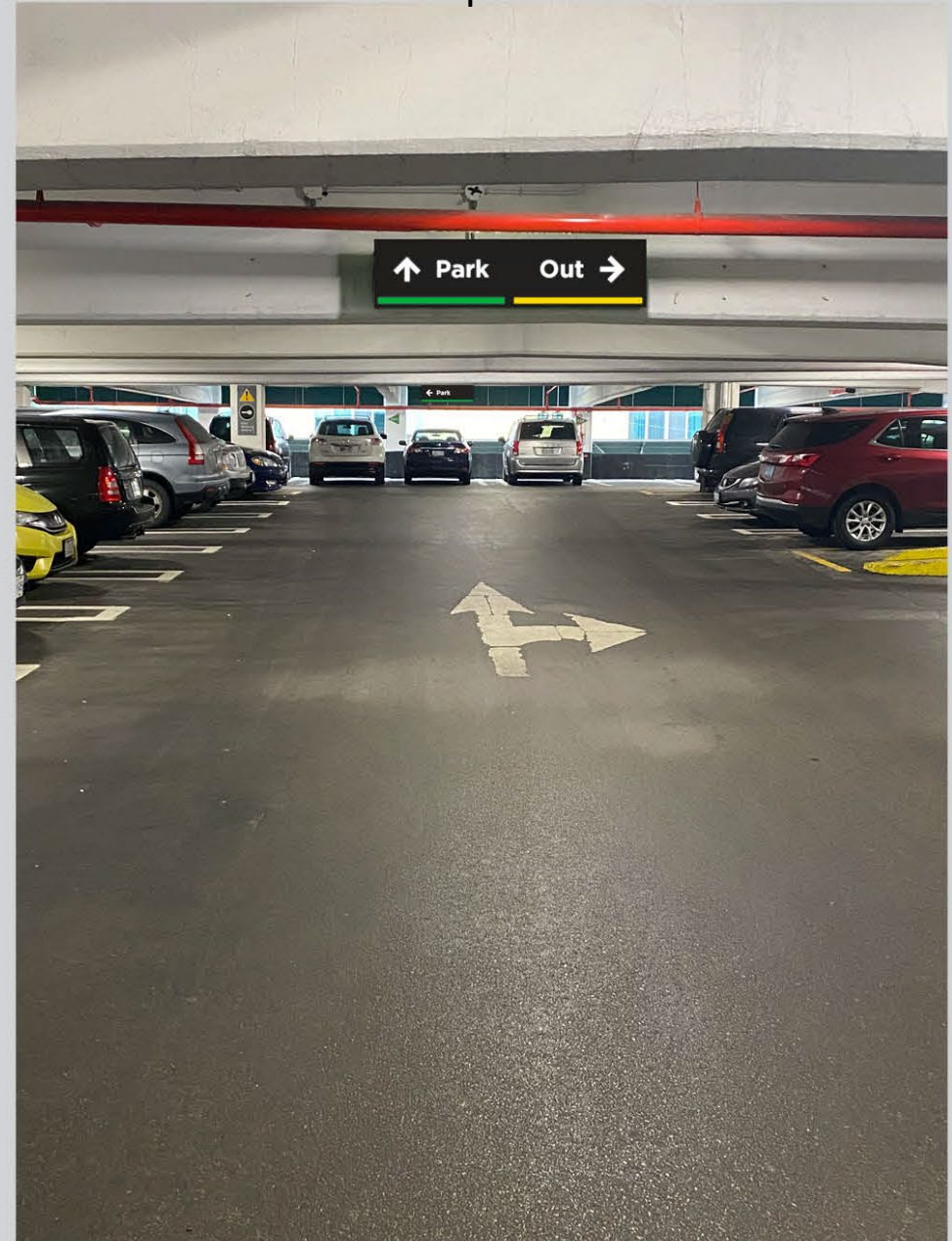
# Vehicular Wayfinding



Existing



Proposed



# Illumination & materials

We recommend illuminated signage for best visibility.

A flat panel non-illuminated version can be used when illumination is not necessary, or power is not available.

Pedestrian and vehicular signs share the same construction.

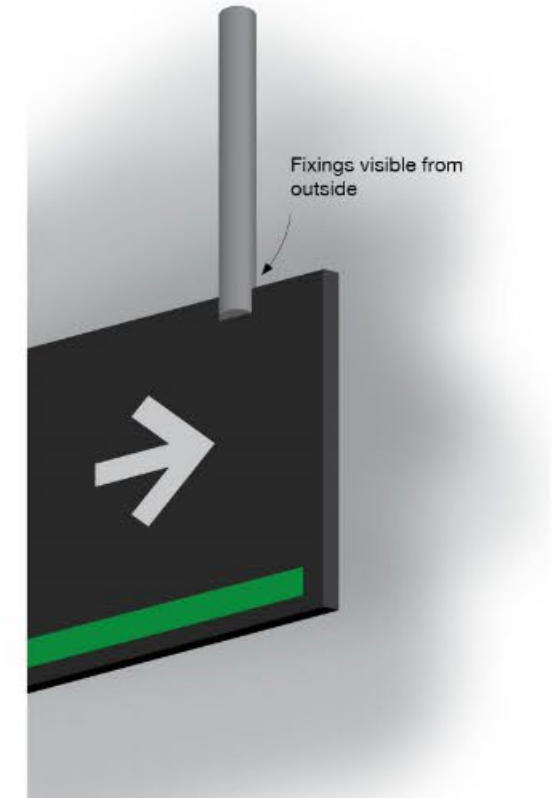
**Illuminated option 1:**  
Push-through illuminated graphics; painted aluminum faces with internal frame.



**Illuminated option 2:**  
Acrylic faces with graphics on second surface; painted aluminum sign box.



**Non-illuminated version:**  
Reflective white vinyl applied to 1/4" acrylic panel.



# Alternate vehicular signage

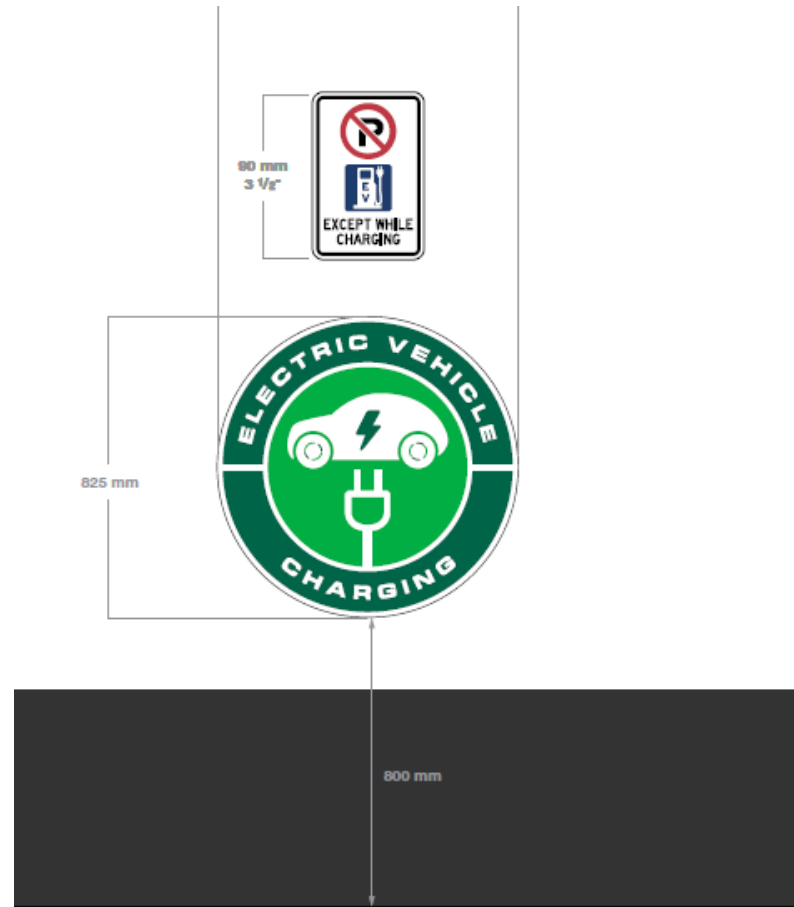
When low ceilings or other obstructions prevent the use of suspended signs, messages can be mounted to walls and columns.



Wall-mounted signs  
Placement view  
Not to scale



# EV Signage



# Pedestrian Wayfinding

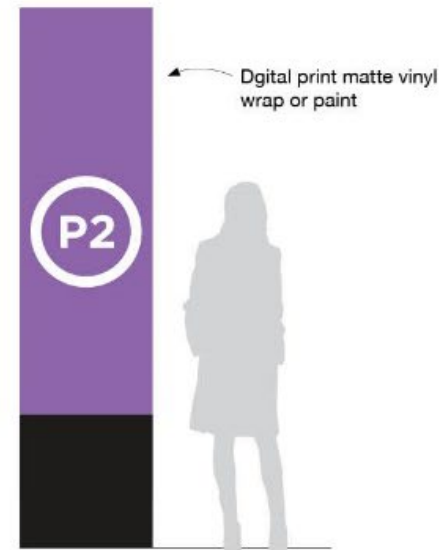


# Column & wall graphics

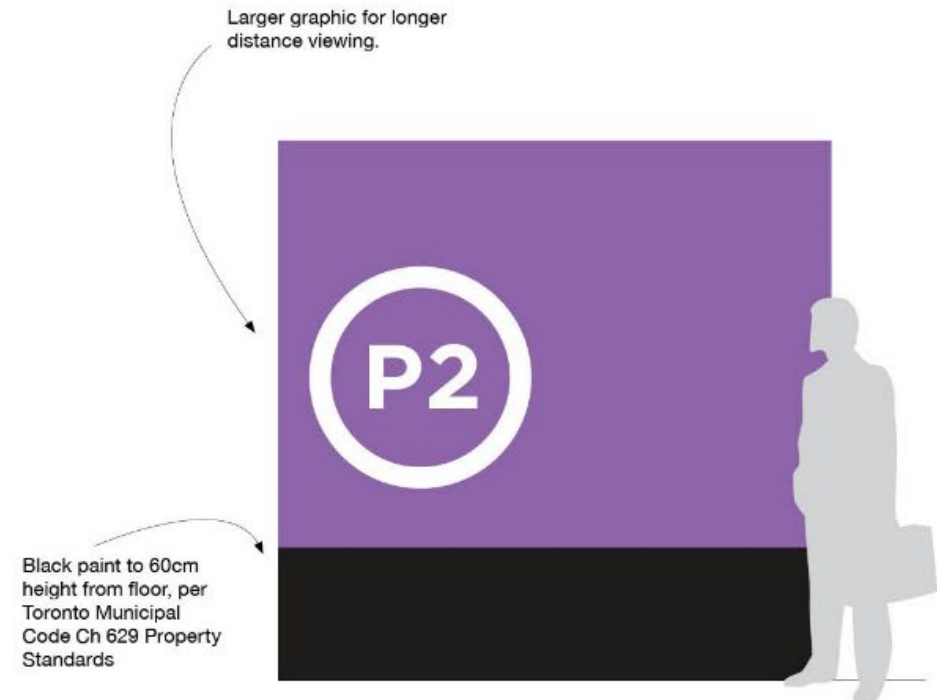
Level colours are applied as a full wrap to a selection of columns and walls, and feature payment or other instructions.



Precedent example



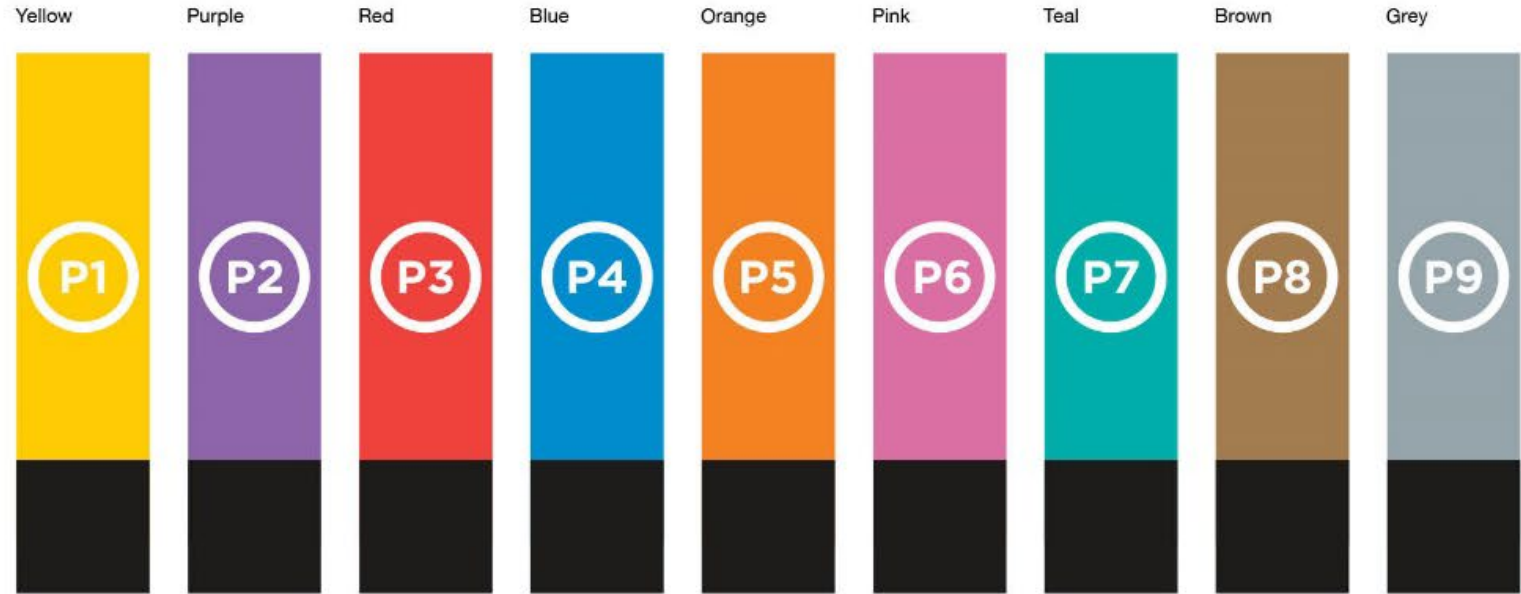
**Typical column graphic**  
Front view  
1:25



**Typical wall graphic**  
Front view  
1:25

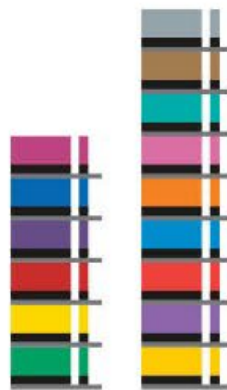
# Level colours

Colours are deployed in an alternating warm/cool arrangement between levels for improved colour recall and recognition.

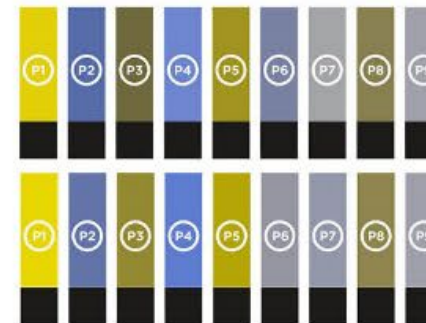


Proposed level colours  
on column wraps  
1:25

PMS / paint spec equivalents TBD.



Current (left) vs proposed (right)



Simulated view of the proposed level colours as they would be seen by colours blind users (top: Protanopia-type ; bottom: Deuteranopia-type).

Alternating warm/cool colours creates greater differentiation than a rainbow-style deployment.

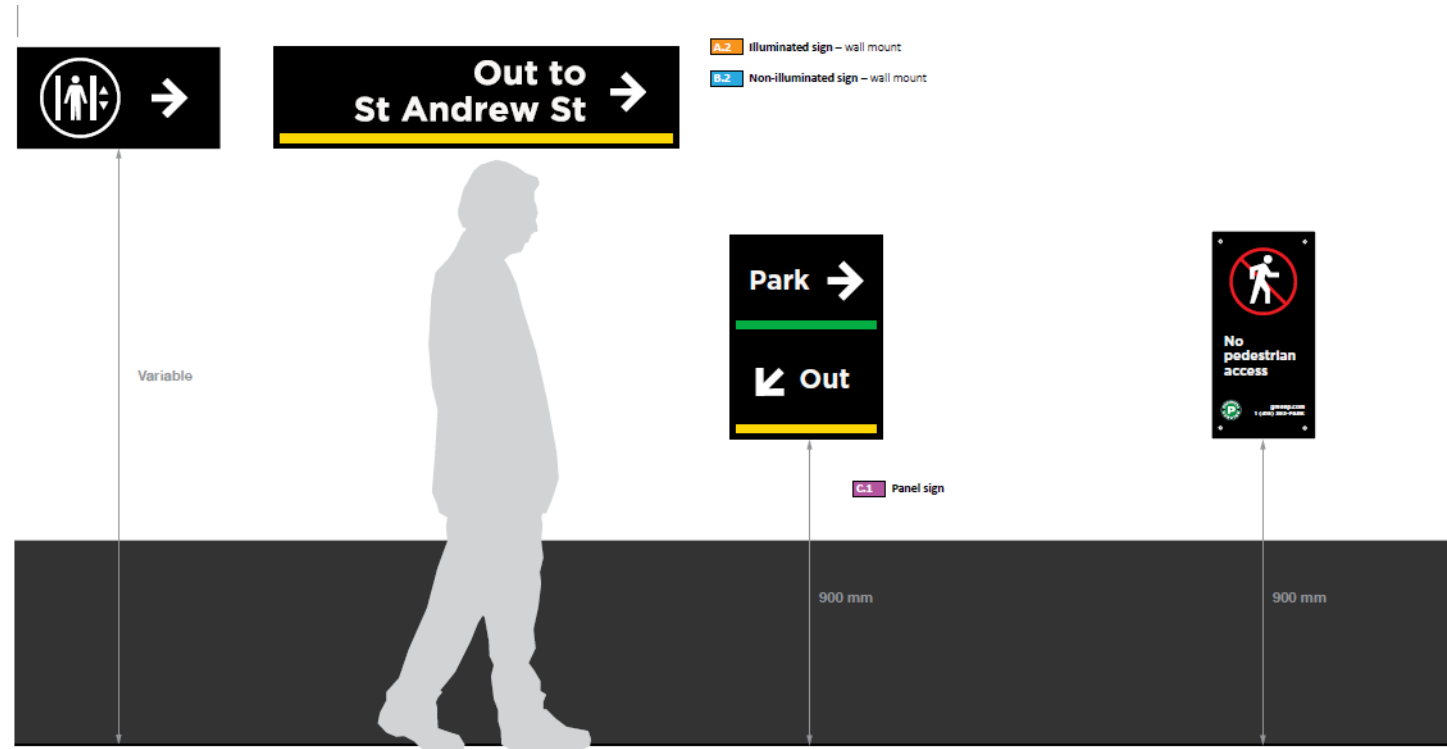
# Pedestrian signage

Black signage with white lettering provides high contrast viewing.

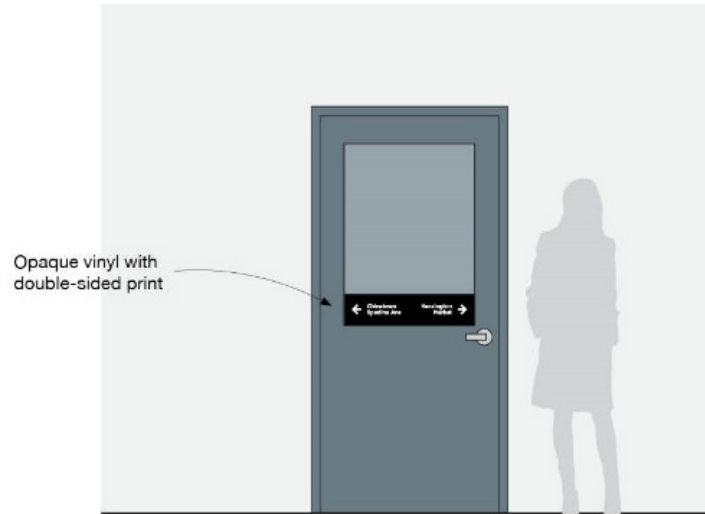
Pedestrian and vehicular suspended signs share the same construction.

Suspended signs are supported by large wall graphics for distance viewing.

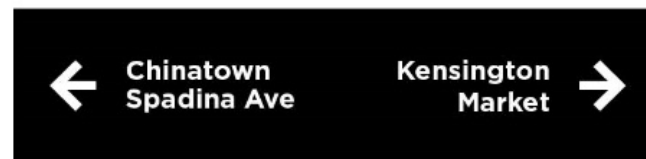
When low ceilings or other obstructions prevent the use of suspended signs, messages can be mounted to walls and columns.



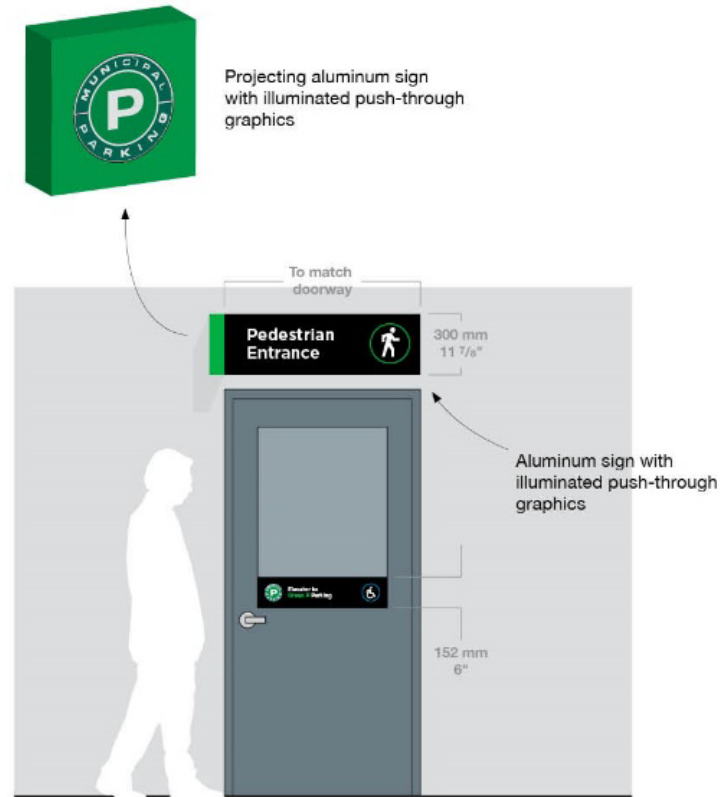
# Pedestrian entry and exit



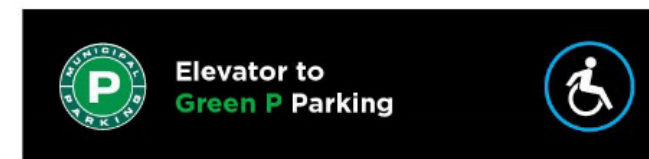
Exit door treatment  
Placement view  
1:25



Exit door vinyl  
Front view  
1:5



Entry door treatment  
Placement view  
1:25



Entry door vinyl  
Front view  
1:5

Existing

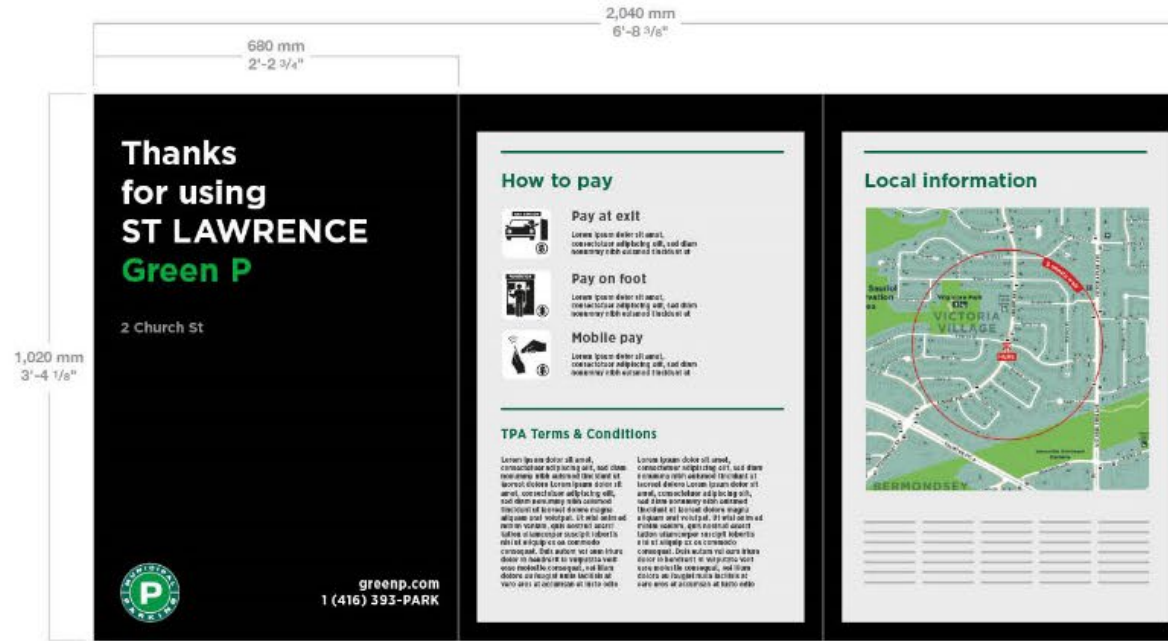


Proposed



# Information hub

Located near pay stations or elevator lobbies, this modular system of poster cases provides payment instructions, local area information, and a platform for TPA promotions or third party ads.



Information hub  
Front view  
1:10

Frames sized to fit  
standard 18" x 24" posters



Poster configuration options  
Front view  
1:50



Examples of info hubs in subway stations (left) and Union Station Bus Terminal (right)



Information hub  
Placement view  
1:25



# Accent wall

The accent wall features a collage pattern of street names, customized to the neighbourhood where each garage sits.

The use of street names reflects Green P's role as a transportation service provider, and its mandate as a civic/municipal service provider.

The wall is located on a prominent wall in selected elevator lobbies.



Pattern inspiration: Canada Post mailbox anti-graffiti graphics



Example accent wall  
Placement view  
1:25



Pattern graphic  
Detail view  
1:5

Street names are customized based on each garage's location:



Sample graphics at  
CP11 (21 Pleasant Blvd)



Sample graphics at  
CP43 (2 Church St)

Existing



Proposed



# Next Steps

- Tender work for fabrication and installation
- Gain board approval to award work – September 29, 2021 meeting
- Begin fabrication and installation

# Thank You

