

Wayfinding Modernization Rationale

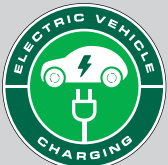
Toronto Parking Authority

Green P Parking

Signage and Wayfinding
Rationale Summary

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Version 1.0



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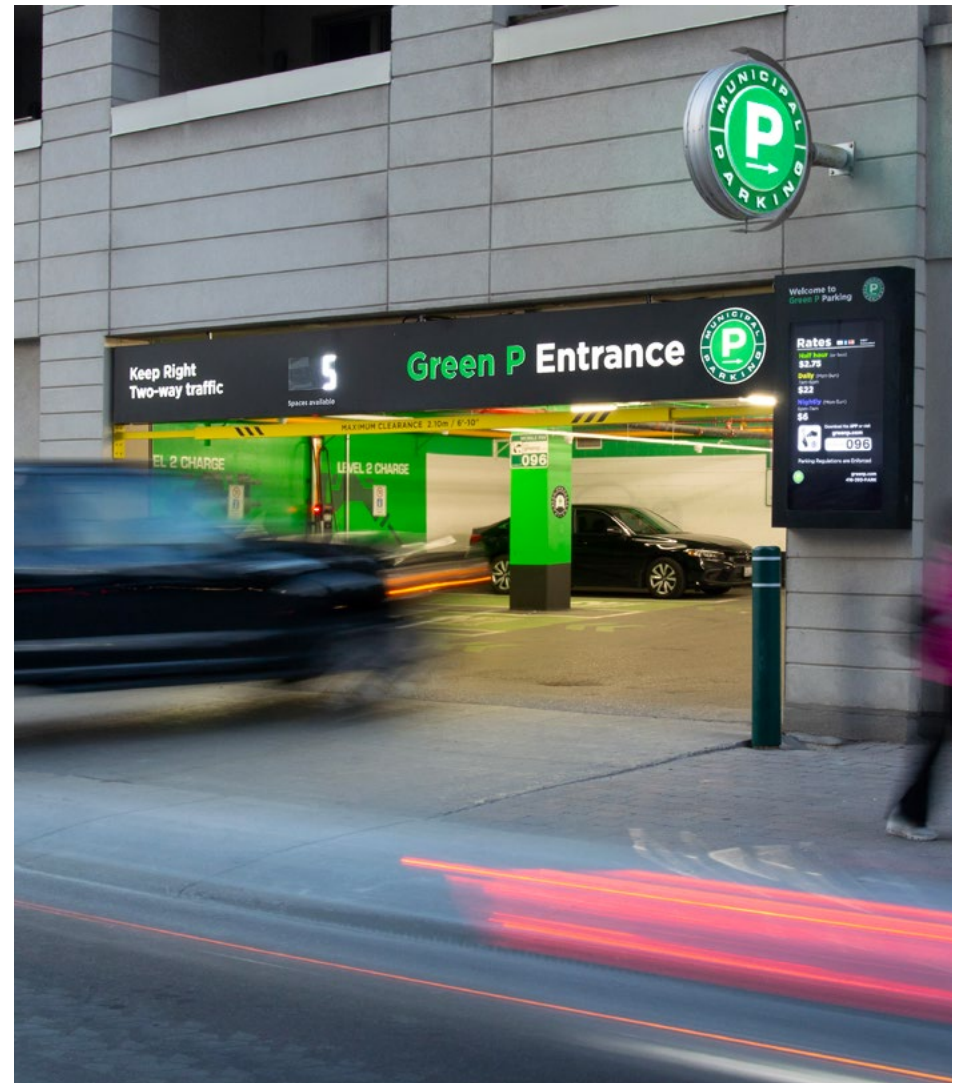
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About

This document provides themes and strategies that form the reasoning behind the needs for a modernized signage and wayfinding system. In preparation for a more unified system, this document illustrates the need for a harmonized approach.

PURPOSE OF THIS DOCUMENT

This document illustrates and describes the Toronto Parking Authority Green P's newly introduced Wayfinding System's guiding strategies. It also provides the principles behind a wayfinding system and the logic behind a well developed program for a multi-site typology. This document uses drawings, diagrams, and photographs from sites to illustrate the strategies behind the modernization and what has guided its development for a harmonized and recognizable Green P wayfinding system.



Wayfinding Design Principles

INFORMATION & SIGNAGE PRINCIPLES

1

Deploy at Decision Points

Place informational signs strictly where paths intersect or where users naturally hesitate.

2

Progressive Disclosure

Show only the information necessary for the immediate step instead of cluttering the layout.

3

Maintain Visual Consistency

Standardize typography, terminology, and colour grids across the entire system to build trust.

4

Universal Language Integration

Combine text with internationally recognized pictograms to bypass language or literacy barriers.

5

Strict Legibility Standards

Prioritize stark colour contrast, large clean fonts, and logical layout rules like pointing arrows away from text.

Gateway Design

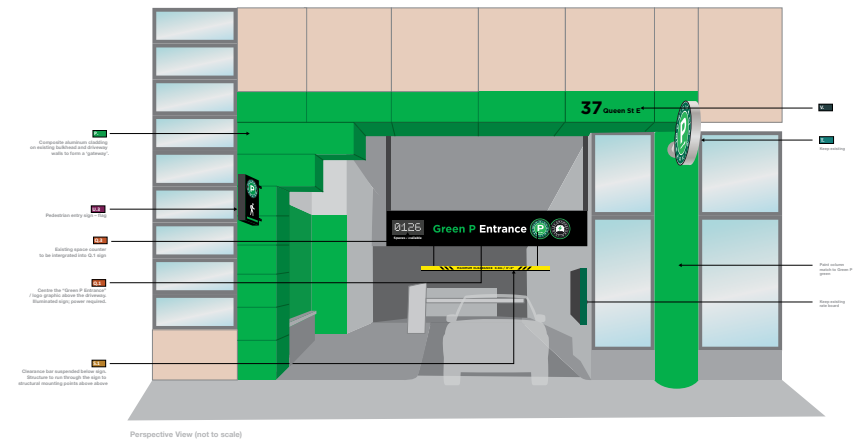
The gateway entry to each Green P park is intended to represent the brand, but also become a distinct identifying feature on a busy and varying streetscape.

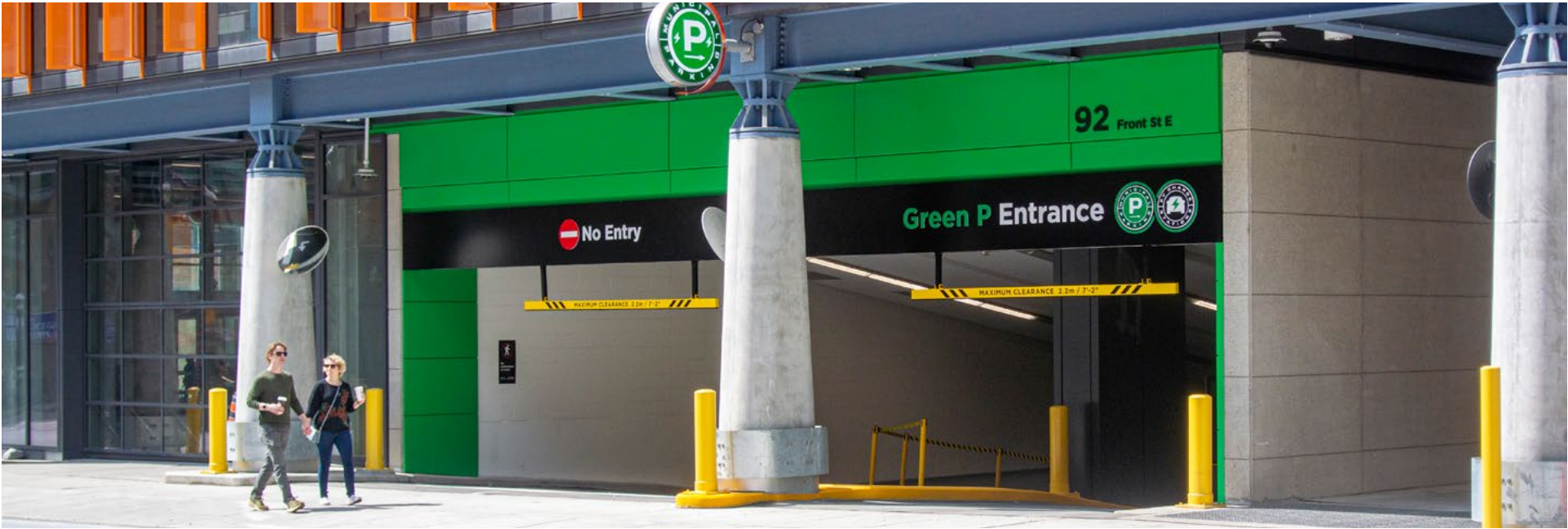
IDENTIFICATION

The gateway design is comprised of a green aluminum-clad panel system that frames the entry to the car park in garage conditions and is a strong device to help orient drivers navigating towards it. The 'Green-P green' is a bright identifier when looking for a car park in a busy downtown setting, but also represents the quality and safety Green P is known for. Within this gateway design, there are also important signage elements used to communicate the amenities and features, such as:

- bike share stations
- electrical vehicle charging
- occupancy or stall availability
- static or digital rate boards
- address

(Right – Figure 1) Drawings for two Gateway Entrances with all brand, mobility, and rate enhancements at CP26 (underway).





(Above – Figure 2) St. Lawrence Market North Gateway entrance.
(Left – Figure 3) CP34 Gateway Design drawings for development.



Safety and Accessibility

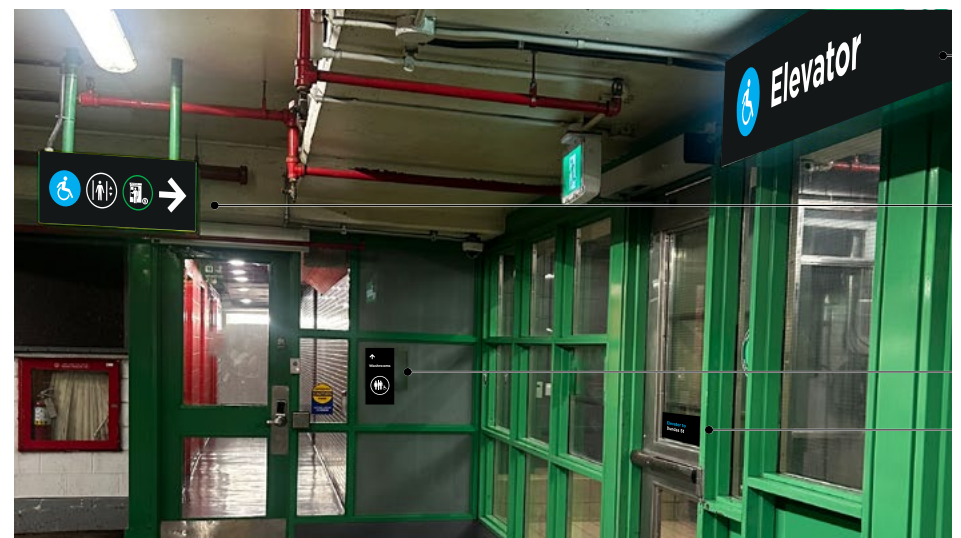
Within the wayfinding modernization, the development of signage products, information design, and materials were required to align with AODA guidelines for accessible and safe navigation.

UNIVERSAL DESIGN

Critical areas of each car park need to be signed accurately and meet AODA guidelines. Vertical circulation such as elevators, elevator lobbies, egress stairwells, and washroom entrances all require identification to meet modern accessibility guidelines to be legible for all audiences. Current signage within existing car parks no longer meets guidelines, is deteriorating, or is not appropriately designed. New elements identified and developed in the modernization include elevator, restroom, and stairwell information design. As well as new product design for directional, information, and identification signage. The following need to be considered when the overall guideline is developed.

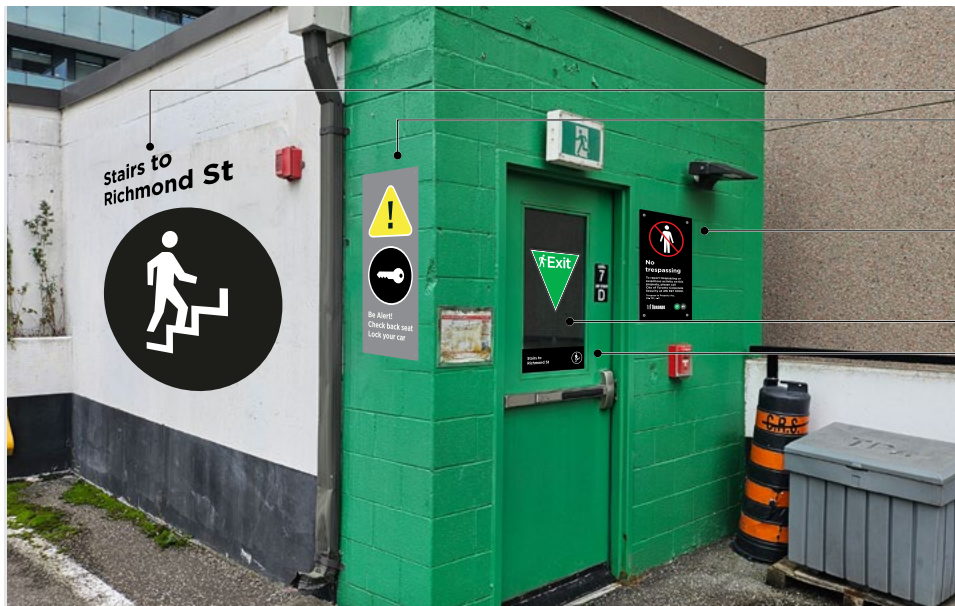
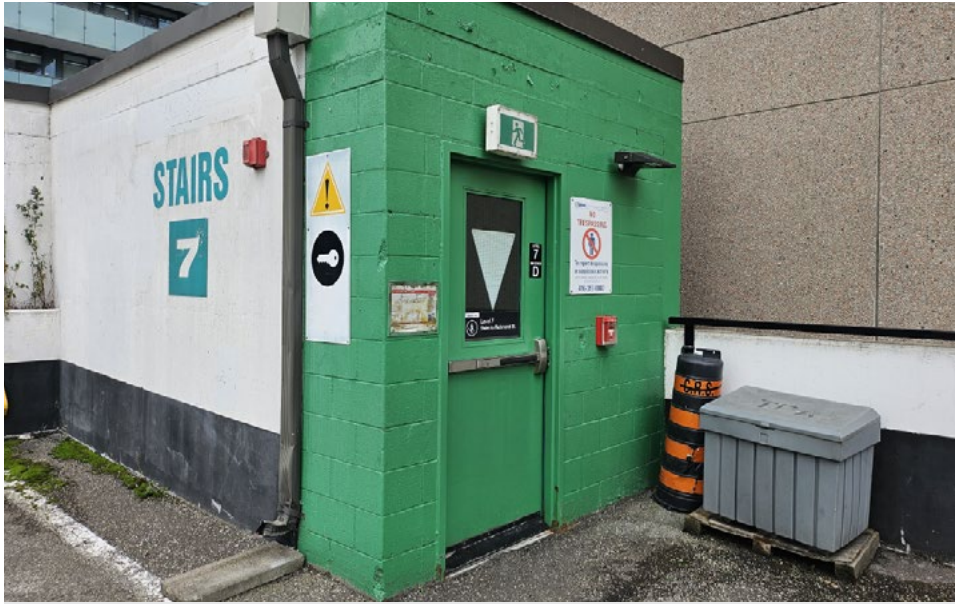
- Minimum cap heights for text legibility
- Braille and raised lettering
- Sign placement, non-glare materials, and contrast
- Informed customers feel safer making decisions
- Regulation signage for egress

(Right – Figure 4) CP34 before and after images to bring signage up to code for accessibility standards with the AODA regulations.





(Above – Figure 5) CP215 before egress stairwell exit with no AODA compliant signage. CP215 after AODA signage upgrades to meet building code compliance, using tactile lettering with low-glare materials, high-contrast colour, and braille.



(Above – Figure 11) CP26 before and after images at roof stairwells on P7. Critical for safety and regulation, egress signage was updated, “Be Alert” was modified, and new regulation signage was added. Additionally, large environmental graphics call out this stairwell to exit to street.

(Above – Figure 12) CP42 before and after images at roof stairwells on P2. Critical for safety and regulation, egress signage was updated, “Be Alert” was modified, and new regulation signage was added. Additionally, large environmental graphics call out this stairwell to exit to street.

Mobility

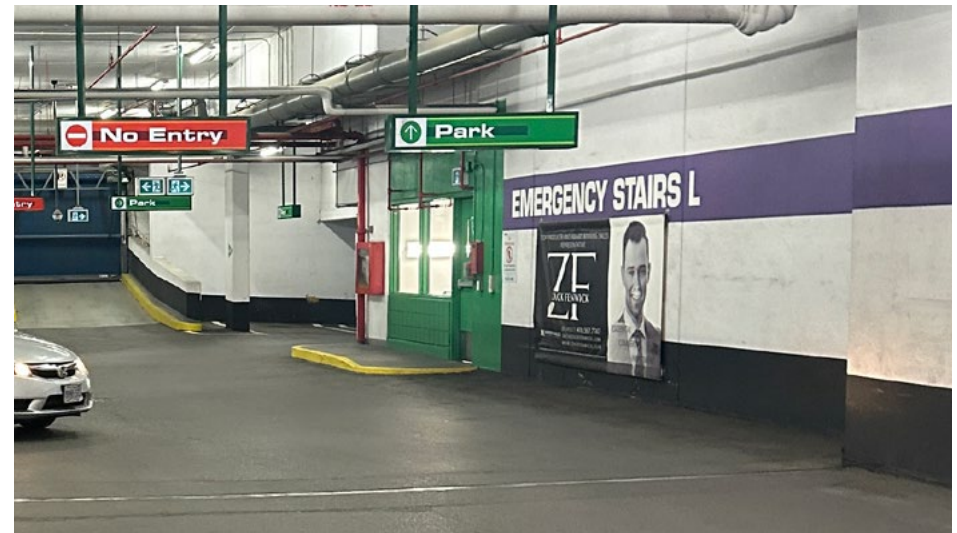
A core component in wayfinding is helping people navigate complex environments safely and easily. Today's standards provide a benchmark that Green P's wayfinding program can meet and exceed.

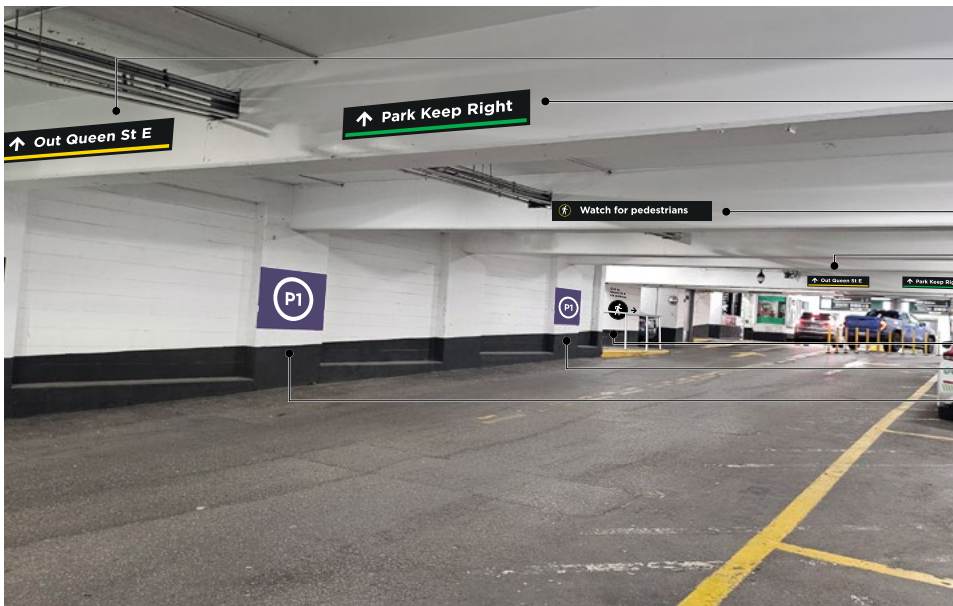
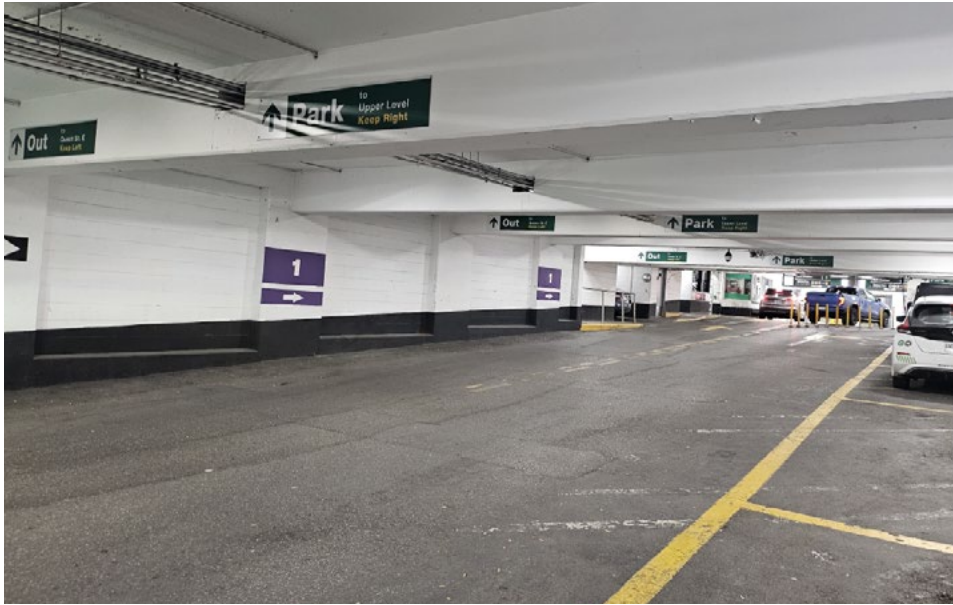
INFORMED DECISIONS

Directional and information signage are core components of the updated Green P wayfinding program. Current conditions at the portfolio of car parks have missing or incorrect messaging, limited information to help users exit or pay, and misdirect motorists as they navigate. The updates provided for the current set of car parks examine the following to aid customer mobility to their end destination:

- Placement of information at correct decision points
- Helping customers onwards in their last mile mobility
- Important messaging for pedestrians and motorists
- Legible messaging and use of graphics
- Ensuring safety and informed decisions

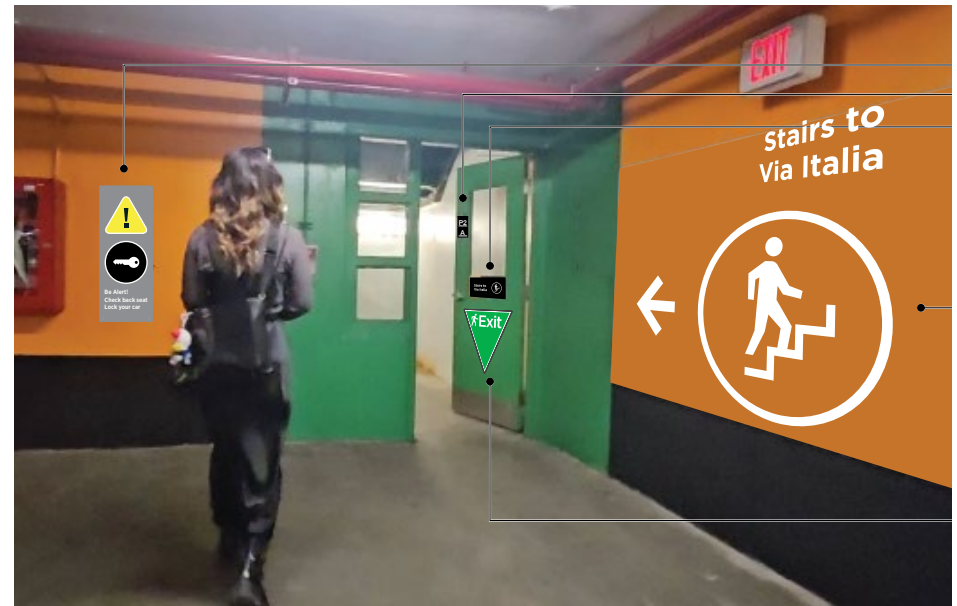
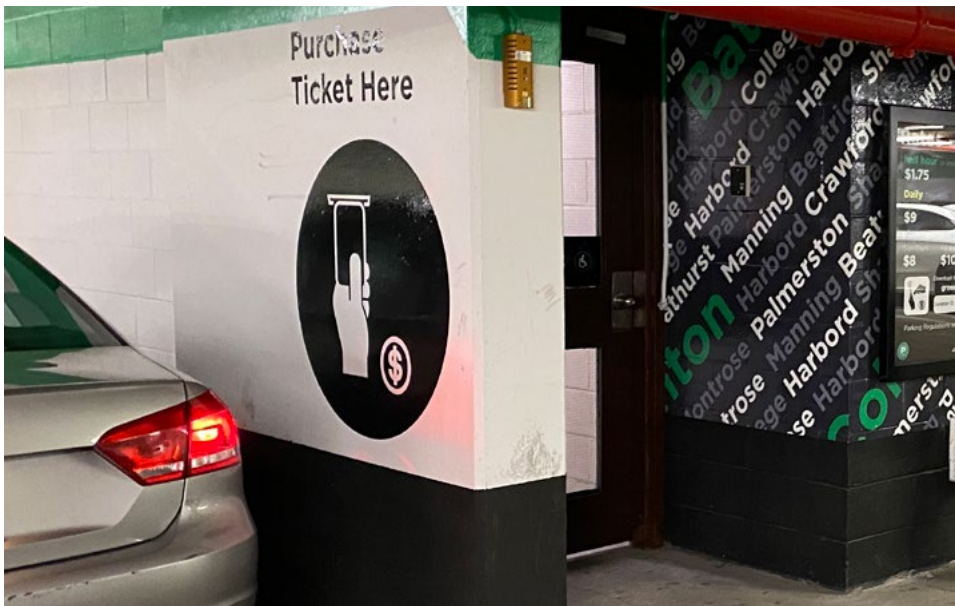
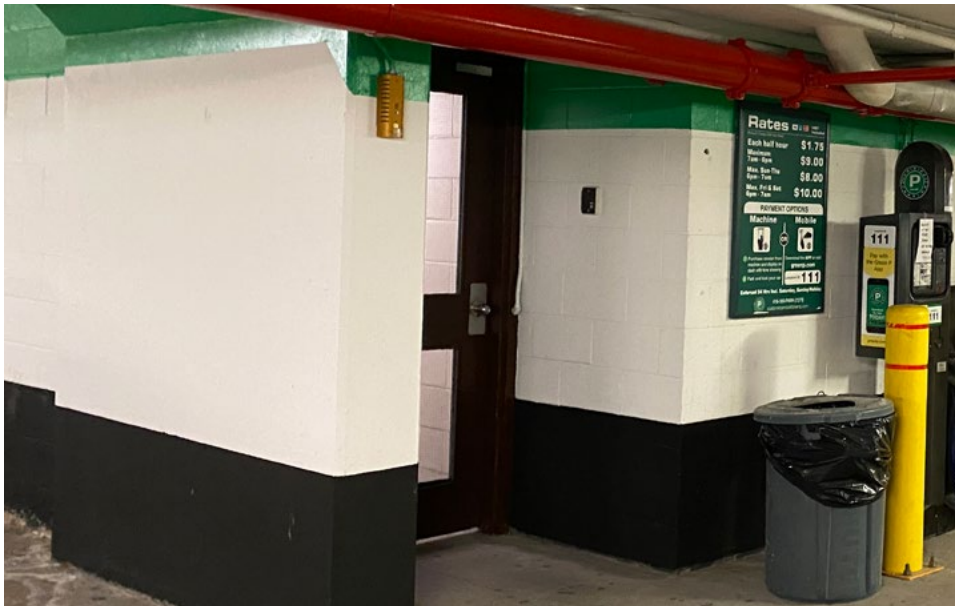
(Right – Figure 8) CP215 Yorkville Ave. before and after images of updated messaging and added environmental graphics to aid in user flow navigation for payment, driving, and exiting in last mile mobility. Critical user flow information for mobility is missing or incorrect.





(Above – Figure 11) CP26 before and after images at busy pedestrian crossings and motorist exit ramps. New overhead directionals were necessary to update messaging, aid pedestrian navigation, provide safety information, and re-location of correct motorist directionals for circulation.

(Above – Figure 12) CP34 before and after images at critical P1 exit and pay stations. Updated messaging, colours, and graphic design for motorist exit, payment locations, and re-locating overhead directionals were necessary to align with correct circulation.



(Above – Figure 9) CP111 74 Clinton St. before no customer messaging to identify payment locations which is confusing for navigation to pay and exit. CP111 after environmental graphics to help customers navigate through the space to the nearest payment station.

(Above – Figure 10) CP92 Via Italia before and after for pedestrian exits using stairs and elevators. Environmental graphics help call-out and identify important circulation access points.

Customer Experience and Usability

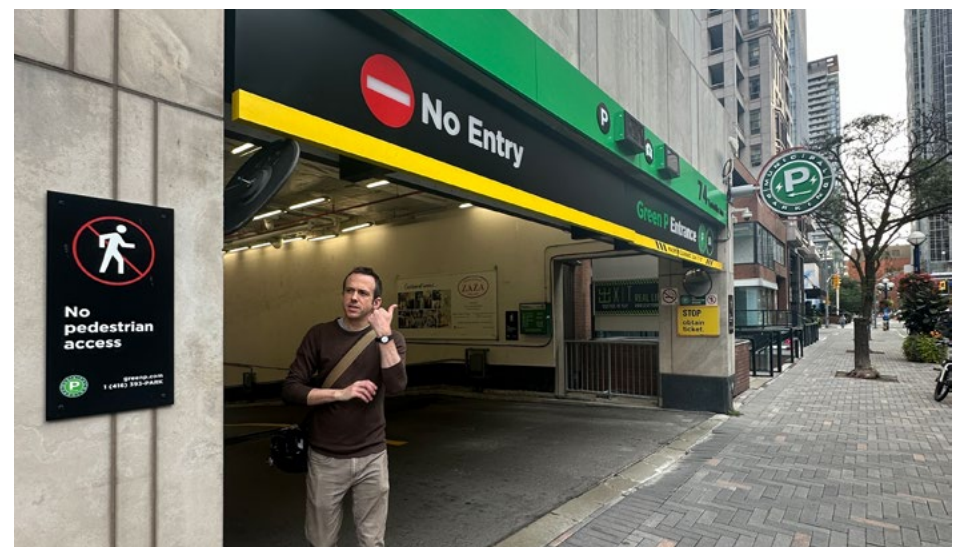
A frictionless experience is critical in an enjoyable journey. Taking the decision making, or questioning out of parking, paying, and navigating is instrumental in ensuring return customers and a memorable experience.

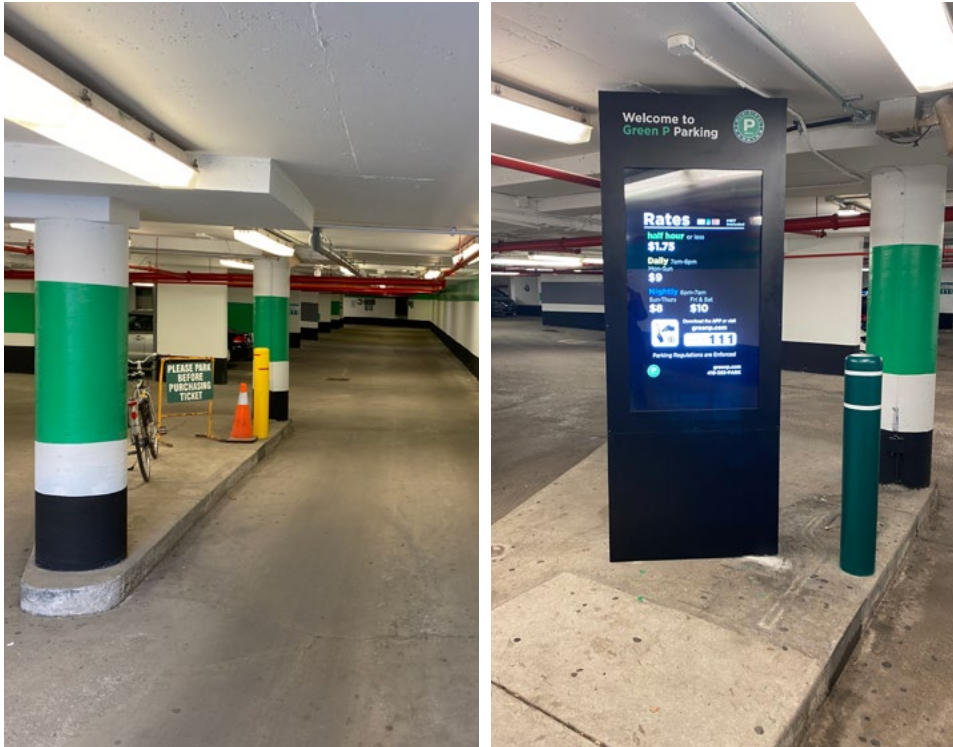
FRICTIONLESS EXPERIENCE

The newly developed signage system uses the principles of wayfinding design introduced earlier. Within these, is the planning and strategy behind the location planning, messaging, and information design to develop an easy to use 'bread-crumbs' trail to ensure customers can make easy and informed decisions wherever they park. Critical to the wayfinding strategy is:

- Customers have only the information they need at decision points
- Sign easy, simple journeys that are safe
- Information should be legible and on-brand
- Digital and static information can be complementary
- Eliminate cognitive overload and provide only what is necessary

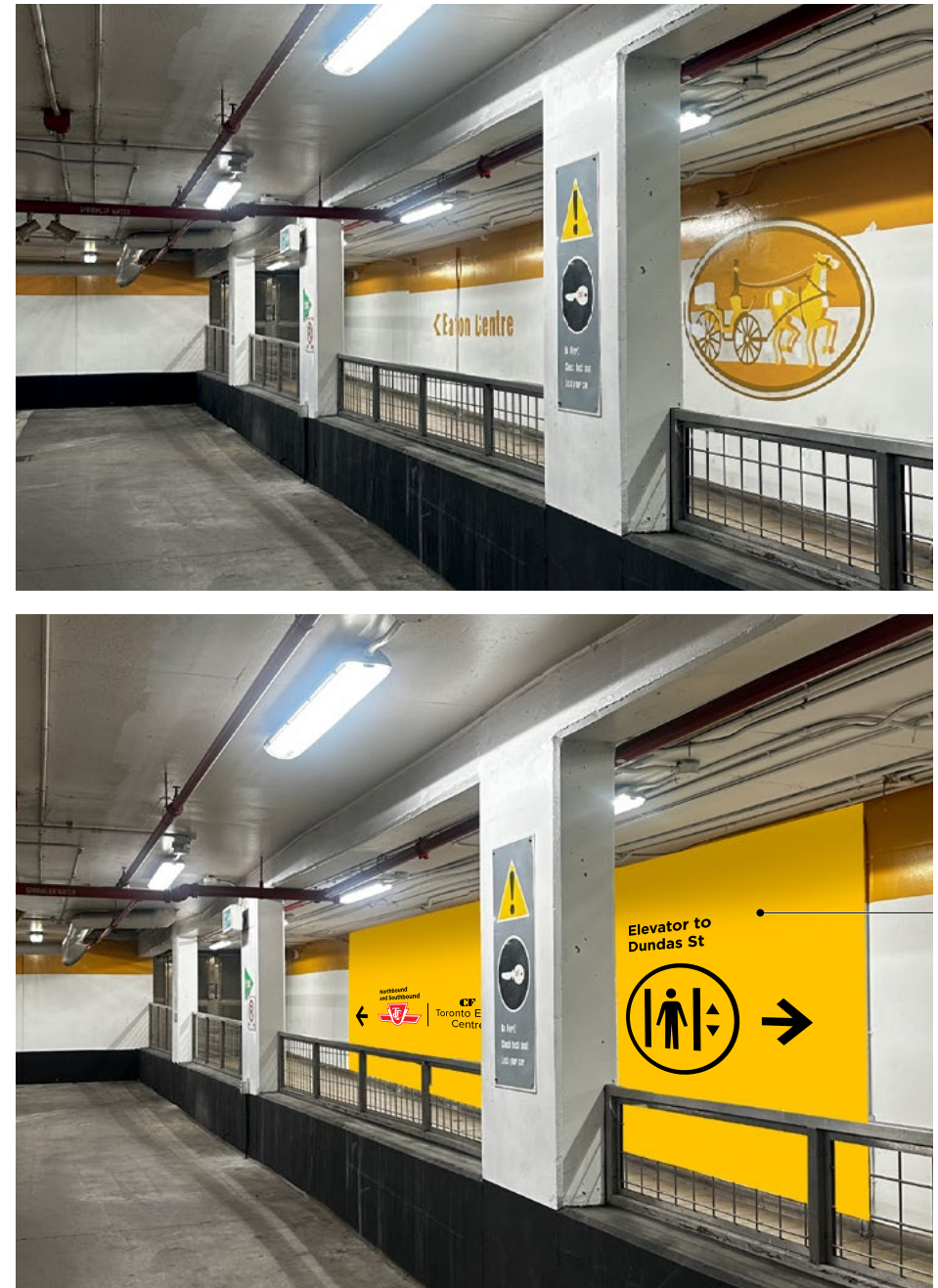
(Right – Figure 13) CP215 Yorkville Ave. entrance before and after. Critical customer parking information and safety is displayed and illuminated, such as the occupancy or stall availability, address, safety information, as well as electric vehicle charging stalls. All of these elements aim to enhance user experience and overall brand satisfaction.

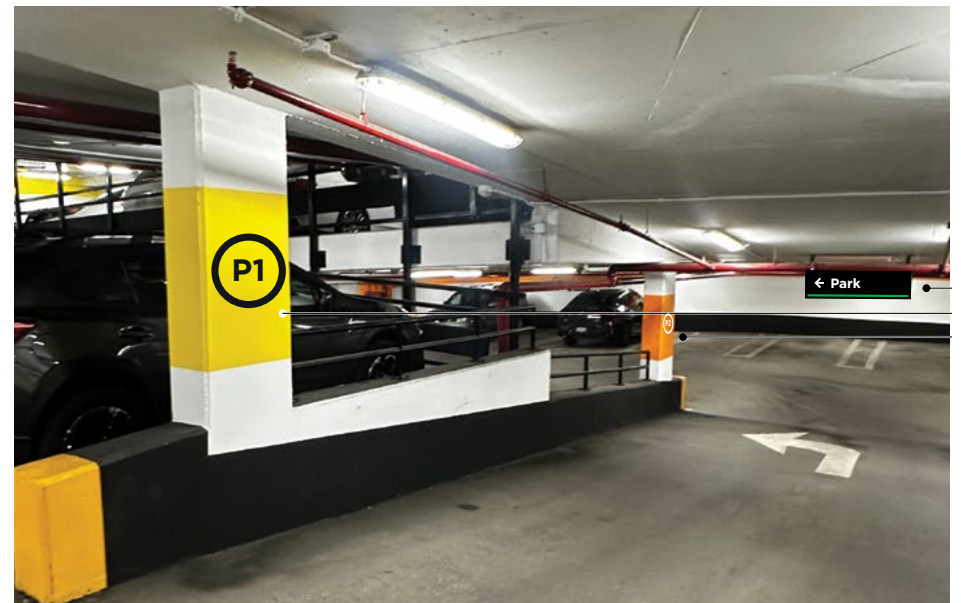
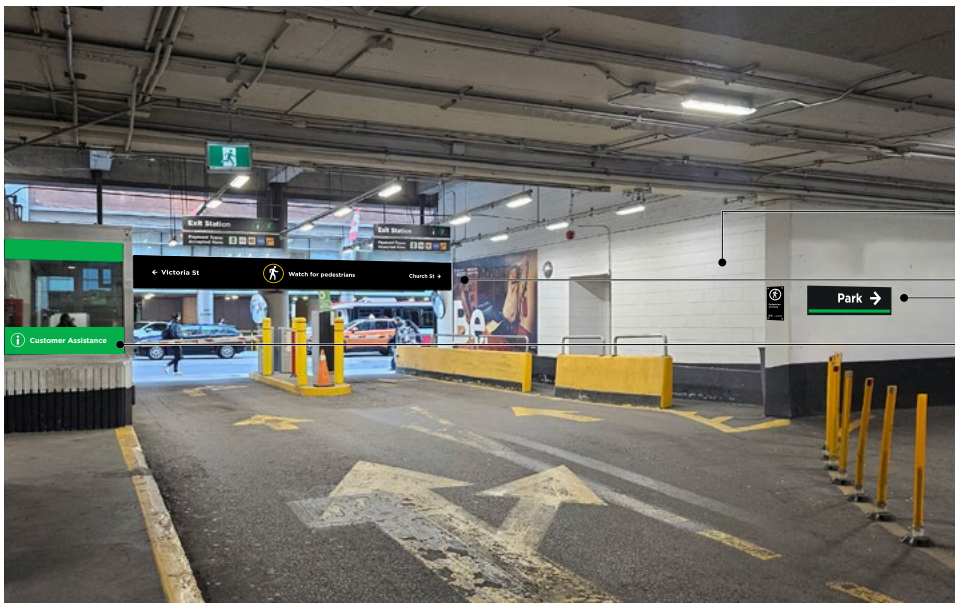




(Above – Figure 14) CP111 before and after with digital rate board for customer information and payment. Information is easily updated and meets the new customer standard.

(Right – Figure 15) CP34 before and after images to show directional messaging for onward journeys and last mile mobility. Exiting should be easy and help aid customers to nearby landmarks in complicated multi-level car parks.





(Above – Figure 16) CP26 before and after exit on to Richmond St. where over-signing and too much information leads to cognitive overload. the after image displays reduced signs, cleaner surfaces, direct information, as well as safety, directional, and customer information that didn't exist.

(Above – Figure 17) CP26 before and after at level changes. Many car parks use their own inconsistent level coding and colouring. The new guidelines state for repetitive customer comprehension to be P1-P7 coding only and a consistent colour palette for level identification.

Brand Recognition

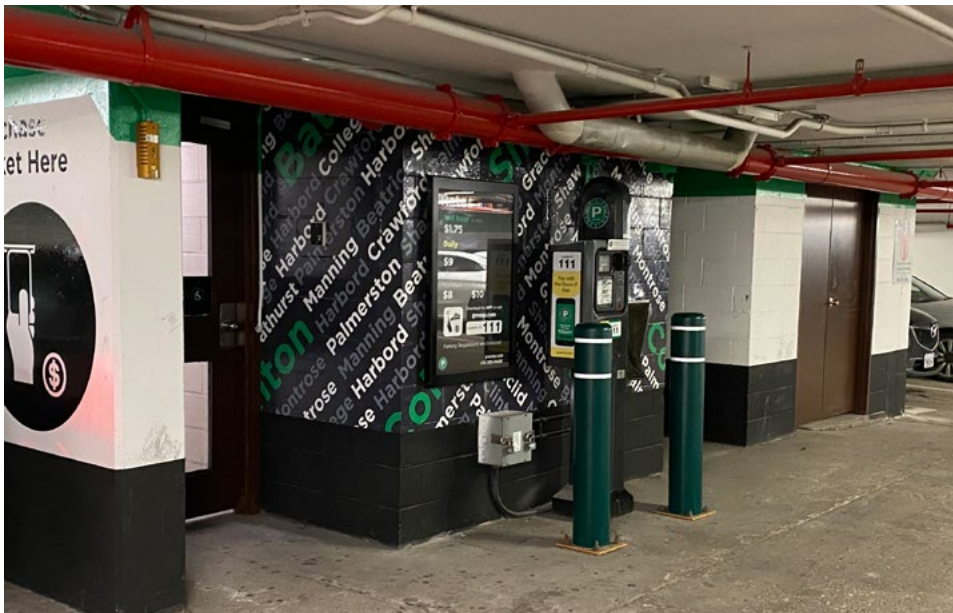
The Green P brand is unique, recognizable, and trusted. Ensuring users can find, recognize, and easily navigate a Green P car park is essential for invested customers and building equity with Torontonians.

DISTINCTLY GREEN P

The developed Green P brand promotes safety and a trusted environment. Deploying the visual communication of the brand at all touch points will help reinforce the values through consistent messaging to all customers. Typeface, materiality, colouring, logos, and partnerships all communicate the amenities offered by Green P and help build repeat customers. Identifying bike share stations, electrical vehicle charging, and making parking simple and safe, is why the brand needs to be reinforced through the environment as customers seek out these amenities and return as a trusted partner for parking.



(Right – Figure 18) CP111 74 Clinton St. entrance before and after. The Green P brand didn't exist in identification, brand palette, typeface, or consistent entry information for customers. The after displays the new standard customers can identify and use.



(Top row – Figure 19) CP215 and CP111 before with badly identified pay stations in normally hidden and nondescript locations. (Above – Figure 20) CP215 and CP111 after with neighbourhood wallpaper is used at pay stations and to identify the brand at important customer touchpoints.

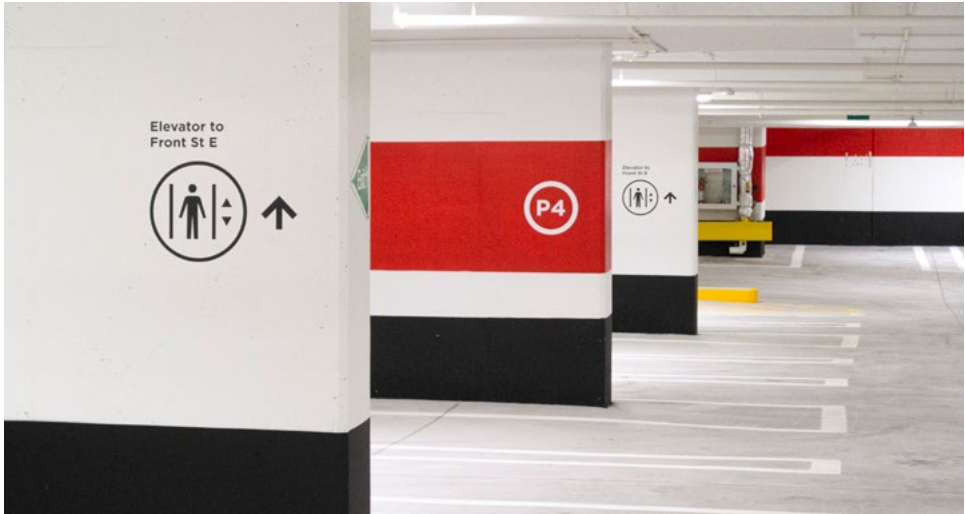
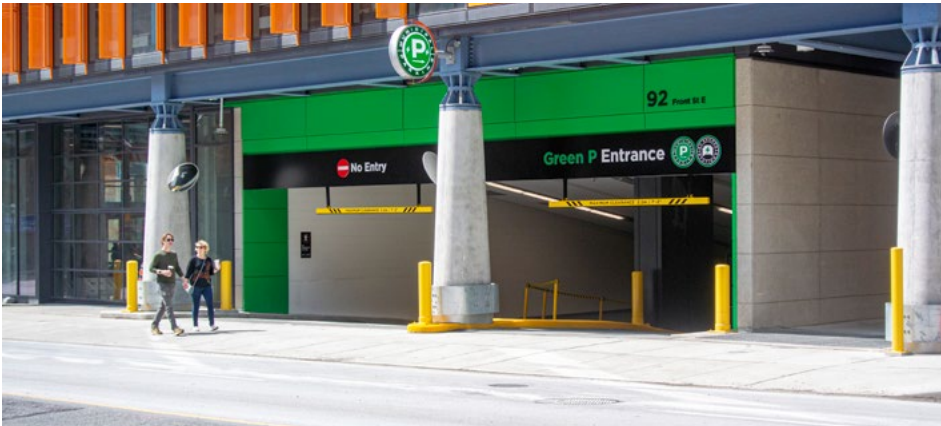


(Above – Figure 21) CP111 before and after with exterior signage for pedestrian entry/exit points that use new branding standards and graphic language with illuminated signage.
 (Right – Figure 22) CP34 before and after with exterior brand applications to better identify customer entry/exit points with new guideline sign elements. This eliminates confusion and identifies proper Green P car park sidewalk entries.



St. Lawrence Market North CP72

CASE STUDY



Wayfinding Modernization Rationale

Toronto Parking Authority
Green P Parking

