

City of Toronto Parks & Trails
Wayfinding Strategy
Phase Two



Toronto Parks & Trails Wayfinding Strategy

Stakeholder Workshop & Discussion #1

Tuesday January 27, 2015

1 Welcome



Welcome, Agenda, Team, and Overview

Agenda

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- 2 Phase Two of the Parks & Trails Wayfinding Strategy
- 3 The Wish List
- 4 Workshop & Discussions
 - Product and Function
 - Identity
 - Materiality
- 5 Wrap up and next steps

Welcome, Agenda Review, Introductions, and Overview

Today's Event

What's this session about?

We've brought you together to share information about the current state of the project as well as to hear any concerns or ideas you may have about wayfinding signs in Toronto's Parks & Trails, building on the work from Phase One of the project.

Why are we here?

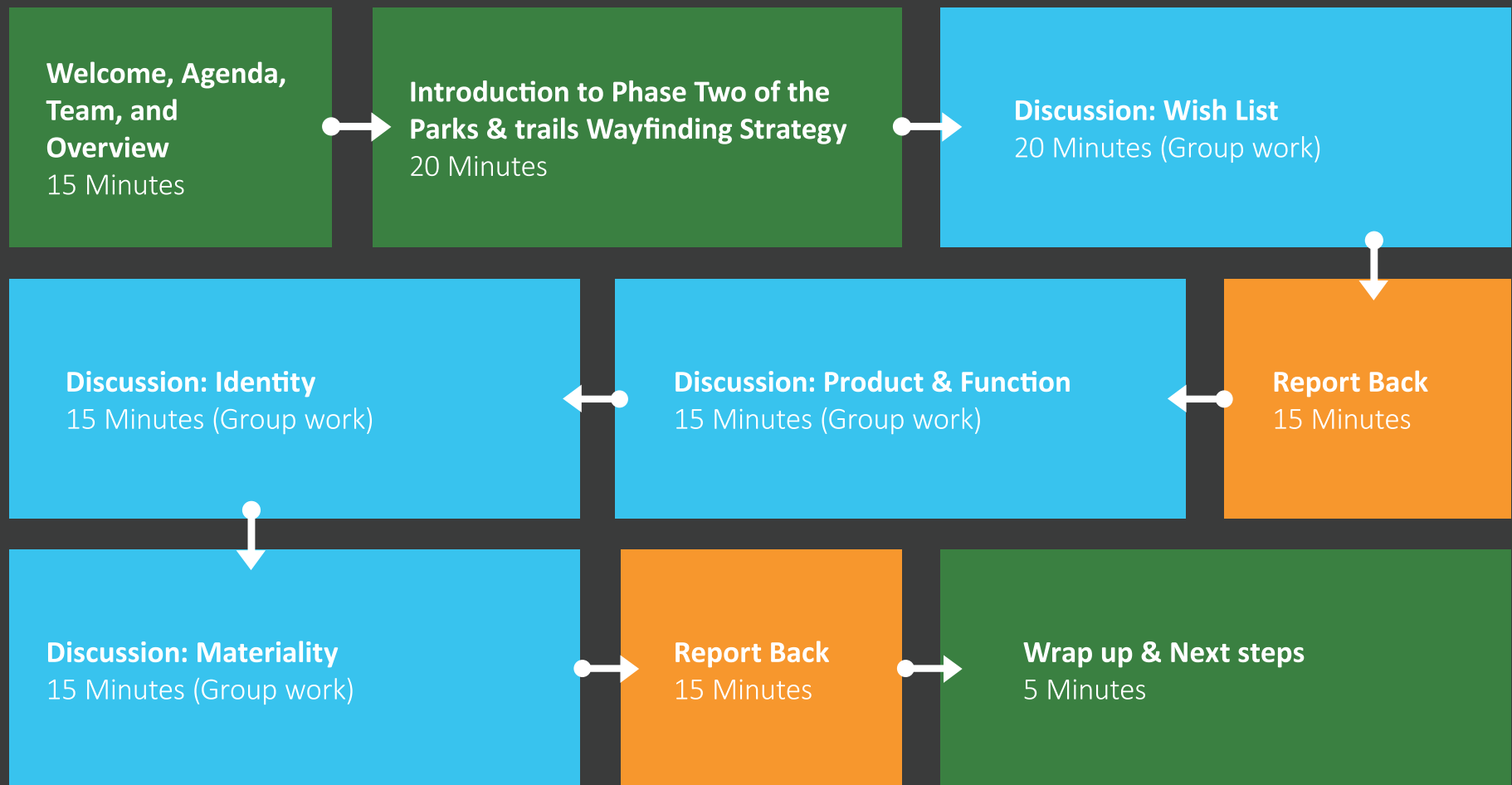
This is our opportunity to collaborate with a wide community of people involved with or affected by this pilot project.

What's the aim?

To introduce Phase Two of the Parks & Trails Wayfinding Strategy and discuss the future system's potential content, identity, materiality, product, and function. Your feedback will inform our initial.

Welcome, Agenda, Team, and Overview

Workshop plan



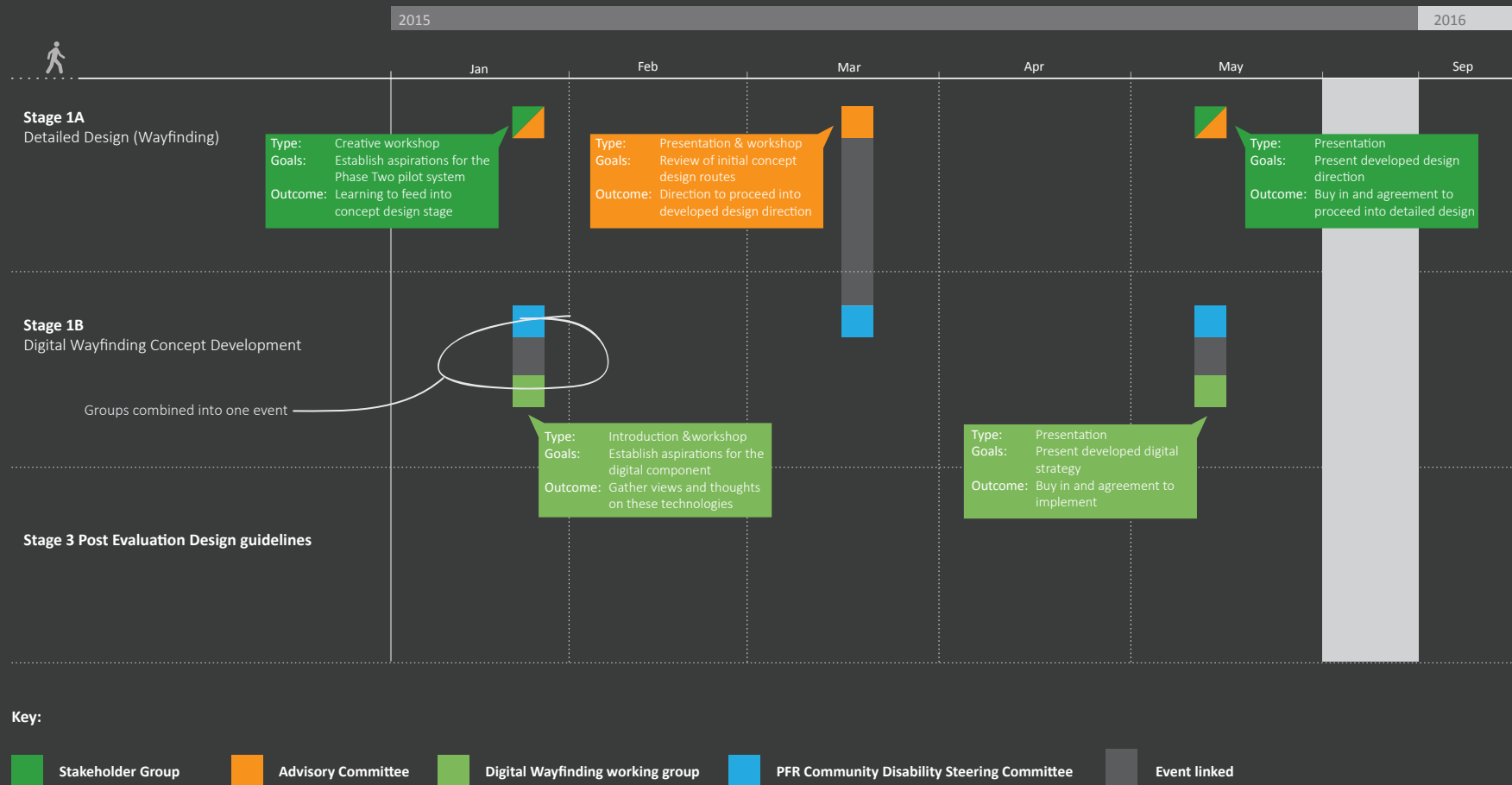
Welcome, Agenda Review, and Introductions

Consultation timeline

- Three consultation interactions across the Detailed Design Phase (Stage 1A)
- Three consultation interactions across Digital Wayfinding Concept Development Phase (Stage 1B)
- Stakeholder Group (Meeting twice)
- Advisory Committee (Meeting three times)
- Digital Wayfinding working group (Meeting twice)
- PFR Community Disability Steering Committee (Meeting five times)
- All events will be documented and feedback made available and shared amongst attendees

Welcome, Agenda Review, and Introductions

Consultation timeline - Diagram



2 Phase Two of the Parks & Trails Wayfinding Strategy



Phase Two

Project Scope

Following completion of the Toronto Parks & Trails Wayfinding Strategy in August 2014, the City is proceeding with Phase Two – pilot implementation.

Phase Two includes consultation with stakeholders, detailed graphic and product design, and implementation in the Lower Don Pilot Area.

Phase Two implementation is expected to be complete in fall 2016. The City recently completed its pre evaluation and will undertake a post-evaluation of the pilot after this date.

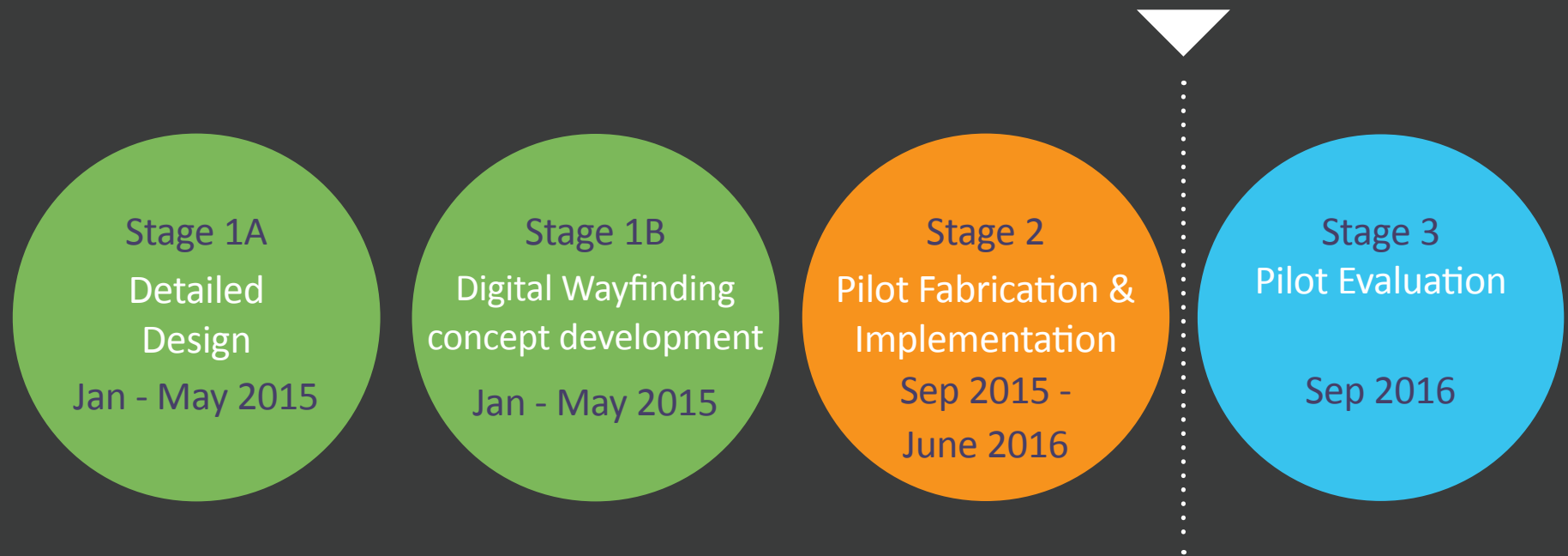
Phase Two

Project timescales overview

- Detailed Design Phase (Stage 1A) and Digital Wayfinding Concept Development Phase (Stage 1B) to run in parallel
- Stage 1A and 1B to run between January and May 2015
- Output of Stage 1 will be a tender specification to allow the city to assess and appoint a suitable signage manufacturers
- Manufacturing of pilot late 2015 detailed timescales TBC
- Installation of the pilot wayfinding system will be late 2016
- Pilot analysis to take place from September 2016

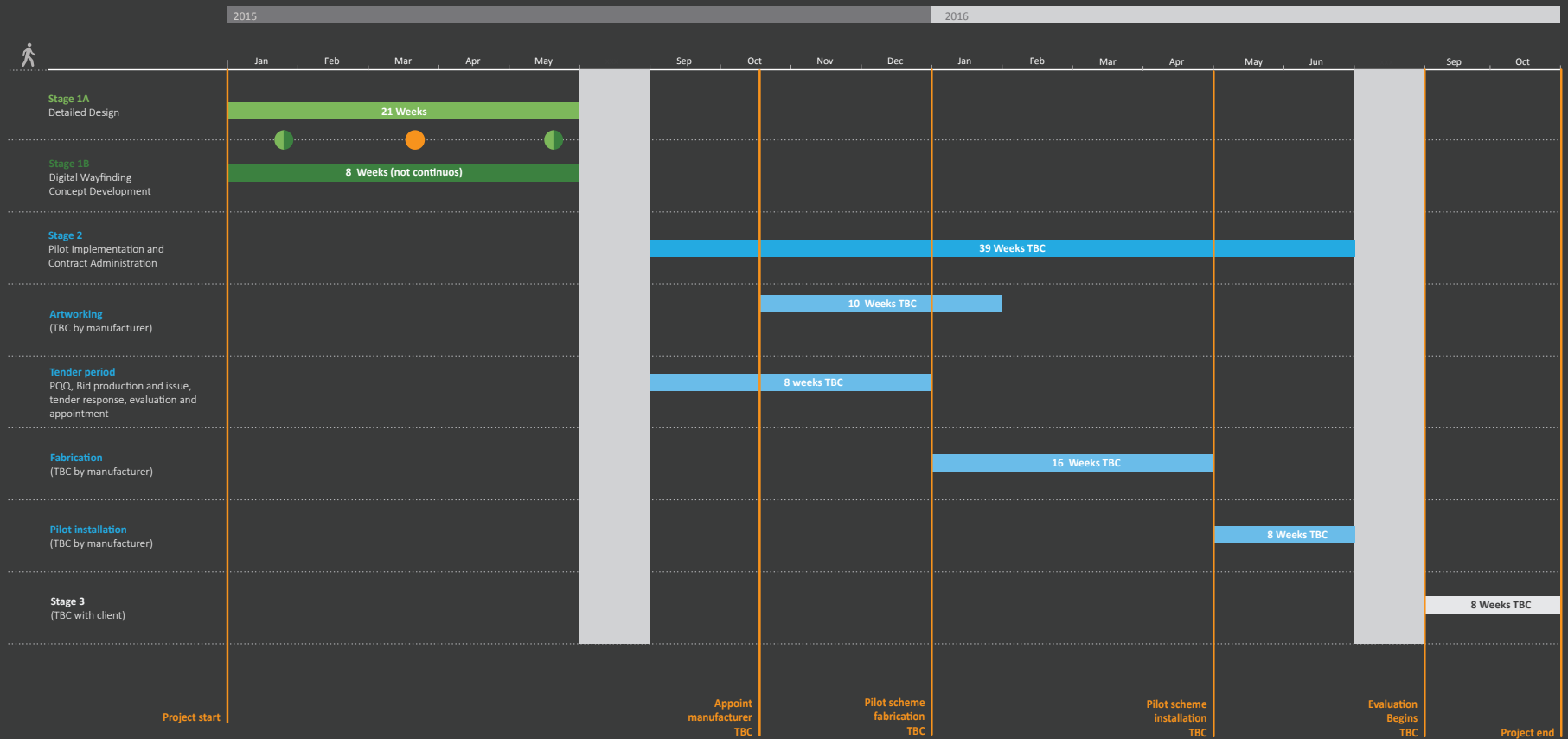
Phase Two

Key milestones



Phase Two

Project timescales - Diagram



Key:

● Stakeholder Group ● Advisory Committee

Phase Two

Strategic Objectives

Phase One established strategic objectives and wayfinding considerations to inform Phases Two & Three:

- Provide consistent identification, orientation and navigation in and around parks and trails
- Encourage visiting, exploring and appreciation of Toronto's natural assets
- Serve all park and trail user types regardless of their abilities
- Reduce clutter and redundant infrastructure on parks and trails enhancing the natural environment
- Be economically viable and sustainable



Phase Two

Wayfinding Considerations

- **Getting there** (information from transit, bus, parking etc.)
- **Gateways** (how do you know you are there)
- **Understanding** (welcome, context, park function/role, park areas)
- **Moving around**, navigating the parks (toilets, sport facilities)
- **Activities** (sports, playground, commuter cycling, dog walking)
- **Interpretation** (places, views, flora & fauna, animal life, heritage)
- **Getting away** (connecting back to transit/other parks)
- **Statutory and regulatory**





Phase Two

The Gaps

Site visits, observations and user engagement across the eight case study areas identified five fundamental gaps/issues with current parks & trails wayfinding.

- Clutter and repetition
- Information overload / gaps
- Accessibility
- Content and naming hierarchy
- Attractiveness





Phase Two

Stakeholder feedback in Phase One

Broad consensus on the current situation and the gaps that the new system will need to address:

- Reflect identity, diversity, uniqueness of place
- Too much clutter, need to consolidate...
- Lack of positive and consistent messaging
- Be sustainable and low maintenance
- Make wayfinding accessible and safe
- Address conflicts on paths and trails
- Prioritize distance, location, and exits
- Need a park & trail information centre



Phase Two

Opportunities to address gaps

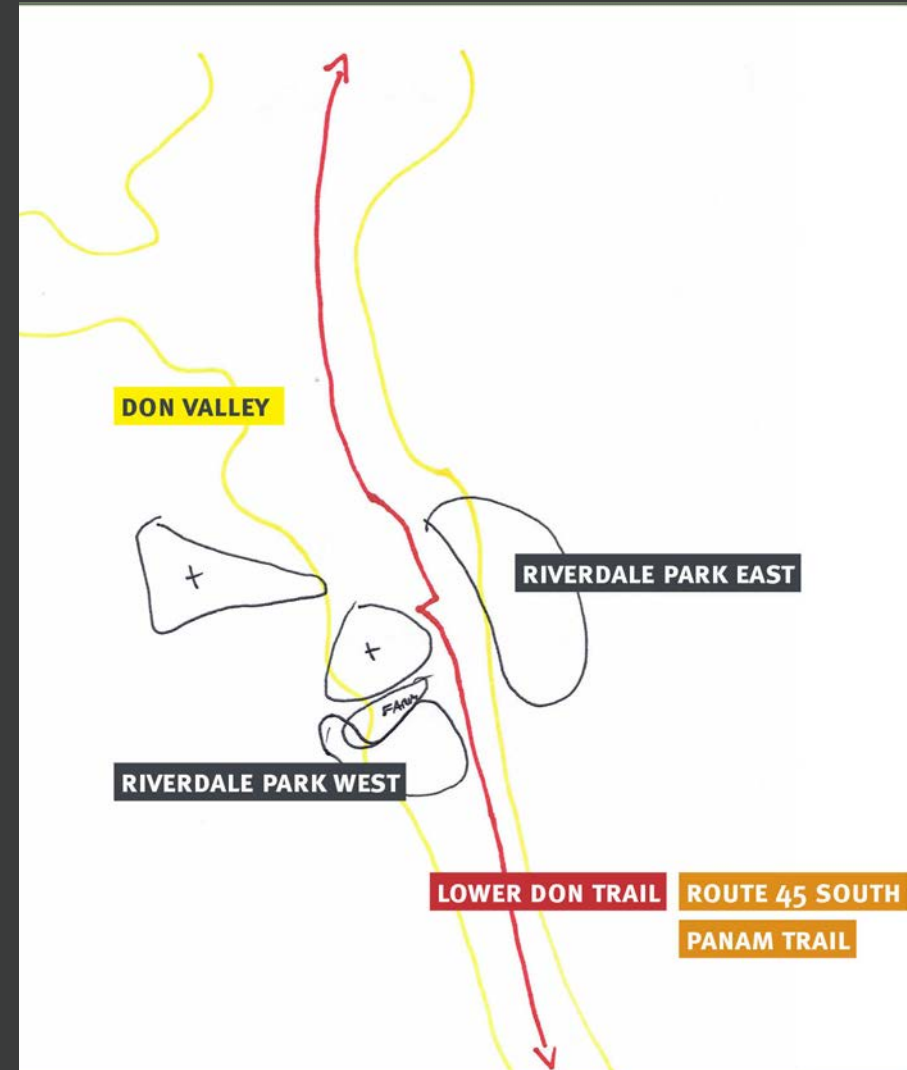
- **Gateways:** consolidate, rationalize and re-present welcome and context
- **Navigation:** improve legibility, visibility and direction to and of key parks & trails facilities, amenities and features
- **Connect with the city:** improve transitions between parks & trails and the city
- **Accessibility:** meet with the needs of all parks & trails users and improve understanding of route accessibility
- **Clutter:** rationalize signs and reduce repetition
- **Robust and maintainable:** consider location and design to ensure durability to climatic conditions and minimize impact of vandalism
- **Modular and adaptable:** meet with the needs of Toronto's parks & trails typologies and seasonal variations

Phase Two

Lower Don Valley Pilot area introduction

The implementation of a Parks & Trails Wayfinding Pilot Scheme is scheduled for fall 2016.

The Pilot will enable sign designs, information, materials and finishes to be evaluated in context and inform design refinements and value engineering prior to a future citywide roll-out.



Phase Two

Lower Don Valley Pilot area introduction

Pilot area selection rationale and opportunities:

- Broadly representative of issues observed across case study areas: naming, connections to/from city, access and navigation, clutter and poor maintenance
- Connected to Lower Don Trail, Discovery Walks and the Pan Am Path
- Lower Don Valley masterplan
- Funding availability



Phase Two

Pilot area issues



Clutter and poor maintenance: many signs in the Lower Don Trail and some in Riverdale Parks display signs of disrepair, graffiti, fading, or are overgrown with vegetation.



Access and navigation: connections and exits from the Lower Don Trail are limited with very few step free routes. Routes are not graded and accessibility and path maintenance varies.



Naming and identification: a naming hierarchy is required to identify overlaps with the wider area, the trail, adjacent parks and park destinations.



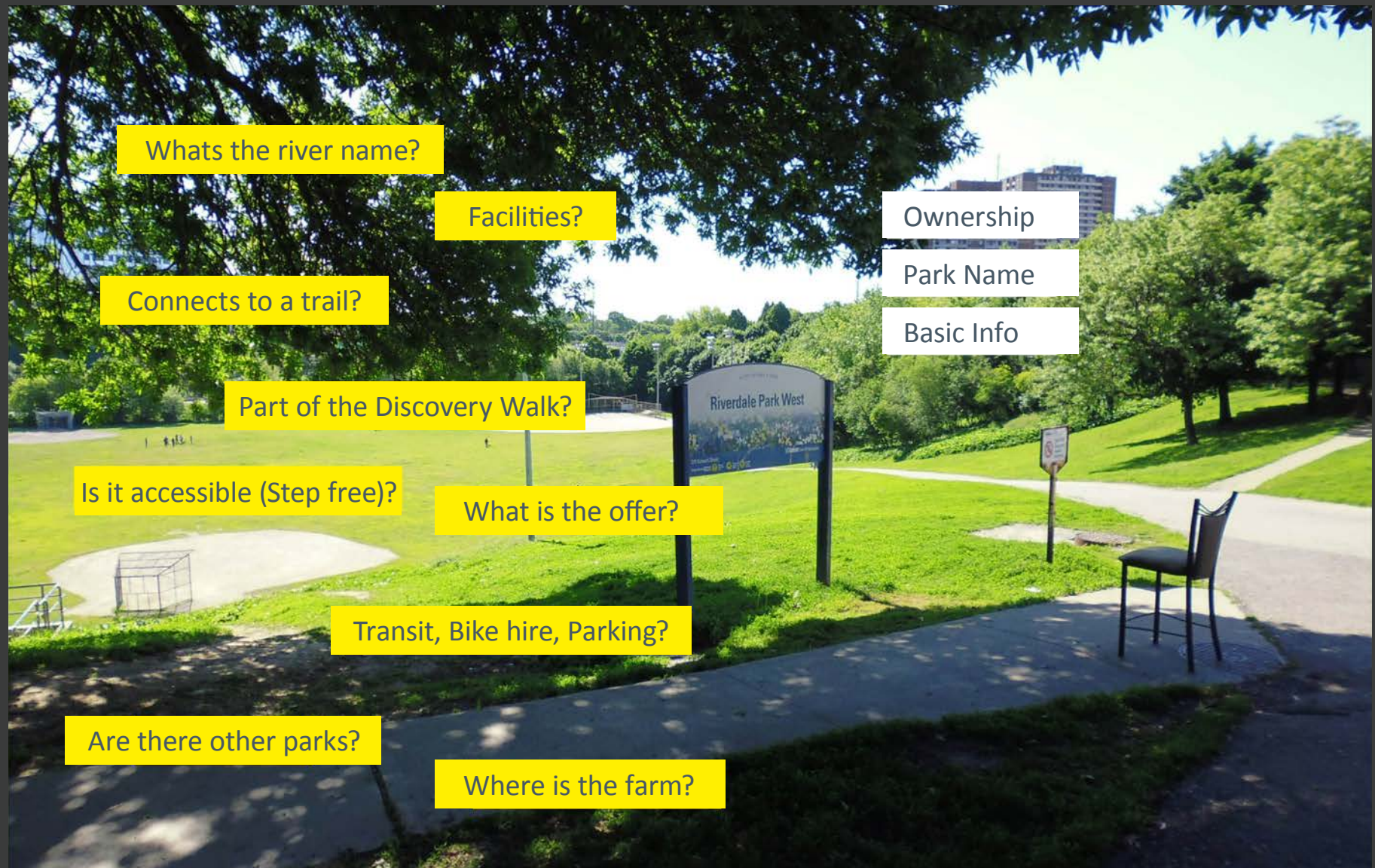
Poor integration and awareness of other parks/trails: Riverdale park signs ignore the connection to the Lower Don Trail and vice versa. There is no support for connections.



Connections to/from the city: parks & trails wayfinding signage should link back to city destinations and points of reference. Equally, access to parklands from the city requires additional support as routes are not intuitive.

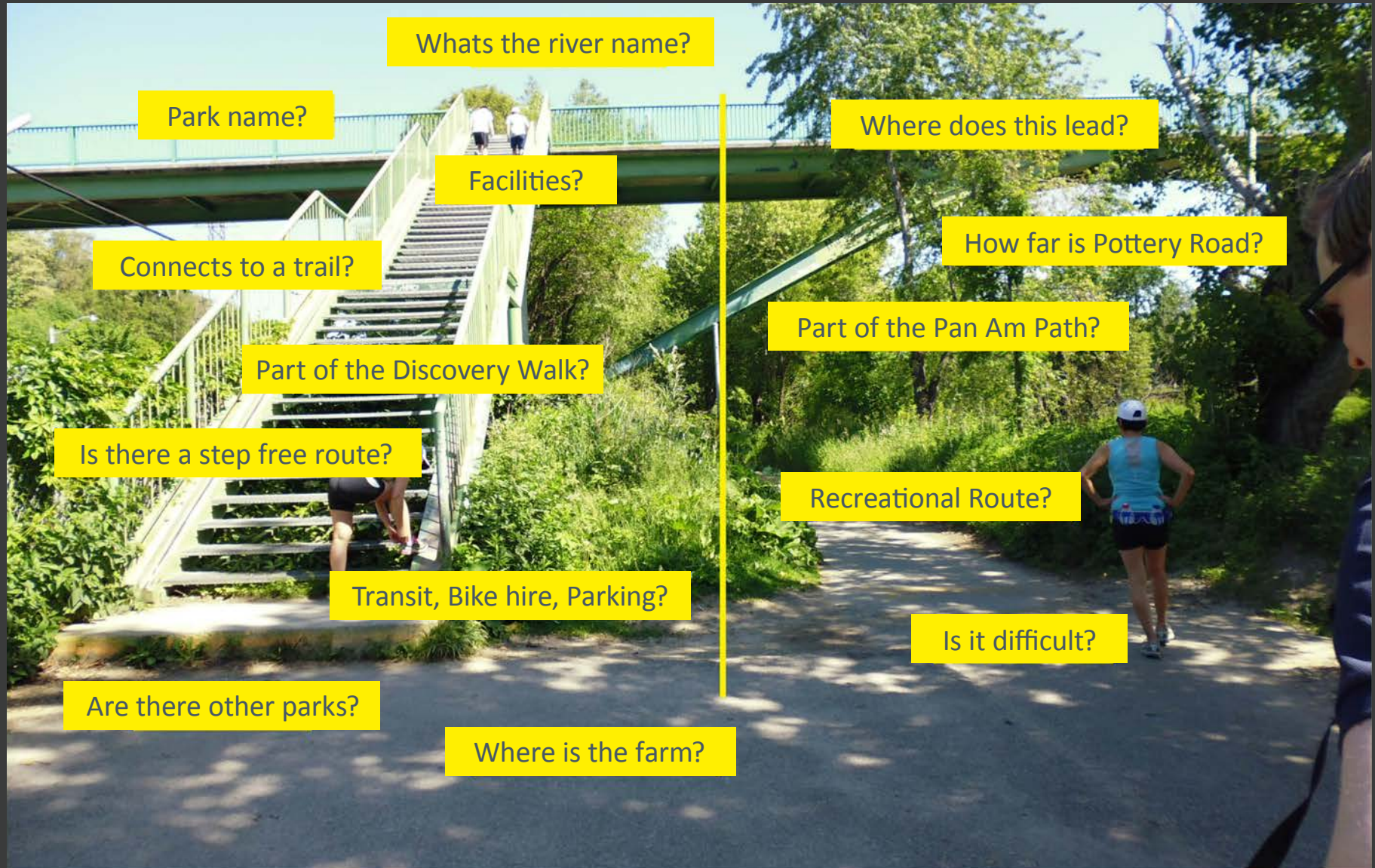
Phase Two

Pilot area information needs: Gateway



Phase Two

Pilot area information needs: Decision point



3 The Wish List



Wish List

TO360 Strategy

Toronto's 360° Wayfinding Strategy provides a thematic framework to inform the development of a Parks & Trail Wayfinding System

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

The framework summarizes elements for consideration through detailed design and implementation to ensure system delivery is consistent with the strategy vision.



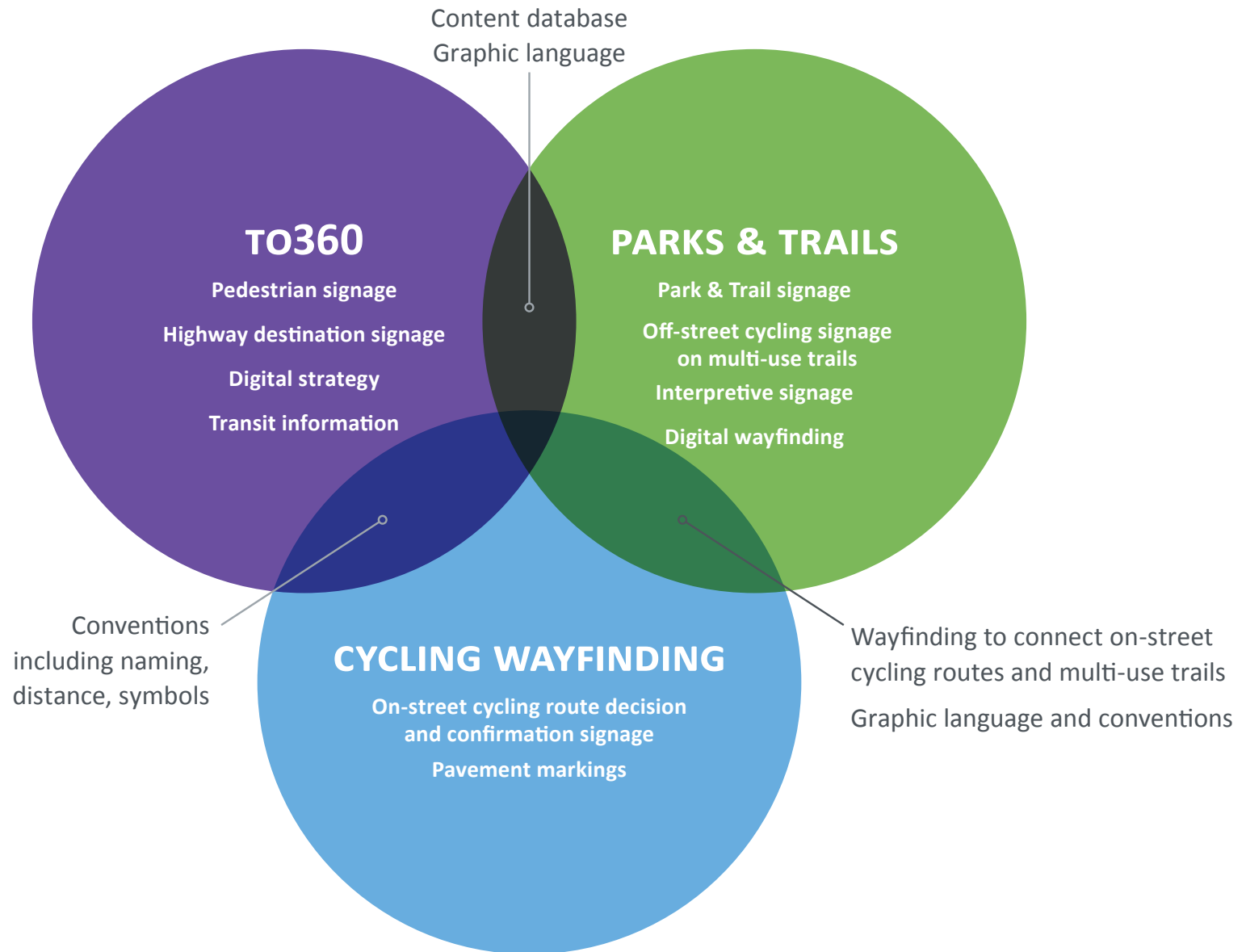
Wish List

TO360 Design Framework

Consistency	Inclusivity	Sustainability	Transition	Being Local
Consistency of content and presentation is fundamental for effective wayfinding	Cater to the needs of all user types	Consider full life cycle costing and ability to adapt to change	Connect places and facilitate third party input to enable people to move seamlessly from one mode, system or area to another	Celebrate and promote the city and its districts. Empower community participation and input
Hierarchy	Physical access	Reduce clutter		Landmarks
Conventions	Contrast	Flexibility		Local character
Positioning	Accessibility	Extendability		Historic names
Structures	Technology	Future proof	Multi-modal	Placemaking
			Reciprocity	
			Route legibility	
			Fill the gaps	

Wish List

Project overlaps



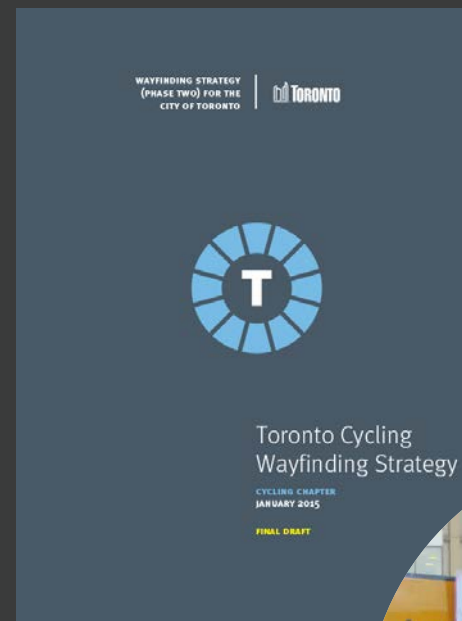
Wish List

Toronto Cycling Wayfinding Strategy

The principal goal of the Cycle Wayfinding project is to define a strategy that supports and enables the inclusion of relevant and consistent cycling information in the previously mentioned systems.

The cycling wayfinding strategy will include proprietary on-street cycle signage.

These signs will be applied to three pilot areas.



Wish List

Opportunities

While the TO360 principles are broadly applicable, they need to be translated into relevant design decisions for Toronto Parks & Trails.

Complementary principles for Parks & Trails signing include:

- A user-based approach
- Simplicity
- Placement
- Visual language and identity
- Integrated with surroundings
- Modular and easily updateable
- Encourage interaction
- A sign for all seasons



Wish List

System Components

Phase One proposes a sign family of six basic product types aiming to maximize impact and effectiveness while rationalizing the number of structures:

- Gateway
- Directional
- Park Hubs
- Facilities
- Trail Marker
- Interpretation



Wish List

Indicative System Components



Gateway

At park & trail pedestrian and vehicular gateways/entrances

Park hubs

At park hubs i.e. inner gateways, and significant places such intersections

Directional

At decision points (path intersections) and secondary park entrances

Interpretation

At view points and significant places of natural, historical or cultural interest

Facilities

At entrances to internal parks facilities, such as sport grounds, community gardens

Trail marker

At trail entrance/exit points, along trails, at frequent intervals

Wish List

Interactions

Integration with existing systems is a core requirement of the Toronto Parks & Trails (TP&T) wayfinding strategy.

- Waterfront trail
- Discovery walks
- Pan Am Path
- Aboriginal trail markings
- Lifesaving stations
- Heritage Toronto
- Fort York
- Disc golf signage
- ...





Discussion The Wish List

In small groups, use sticky notes to identify the following:

1. What content do you think must be in the Parks & Trails Wayfinding System?
2. What content do you think it would be nice-to-have in the Parks & Trails Wayfinding System?





Discussion The Wish List

Phase One established strategic objectives and these are seen as 'must haves':

- Provide consistent identification, orientation and navigation in and around parks and trails
- Encourage visiting, exploring and appreciation of Toronto's natural assets
- Serve all park and trail user types regardless of their abilities
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Report Back

4 Workshop & Discussions





Discussion Product & Function

- Do you think the TO360 Wayfinding Totem would fit in Toronto's Parks & Trails?
- What refinements to the totem would you suggest (if any)?



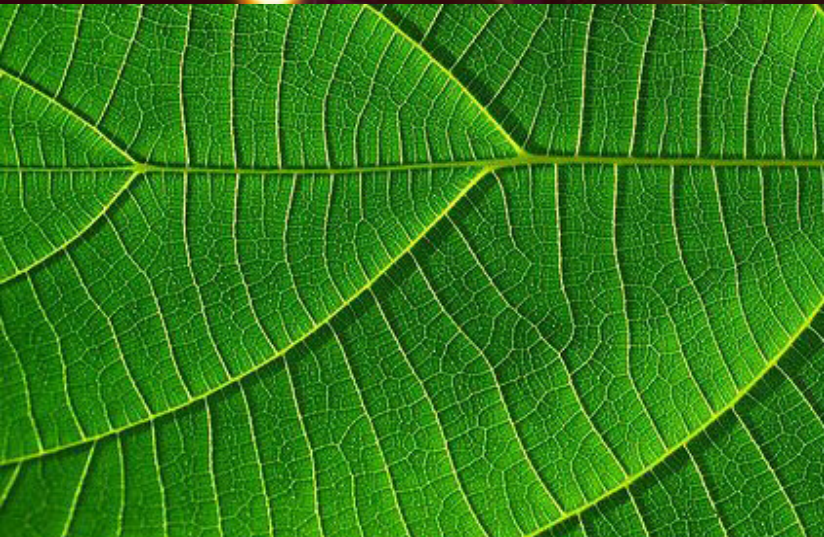


Report Back



Discussion Identity

- What words do you think should describe the identity of the Parks & Trails Wayfinding system?
- Use the image cards provided to help communicate the identity you wish to promote



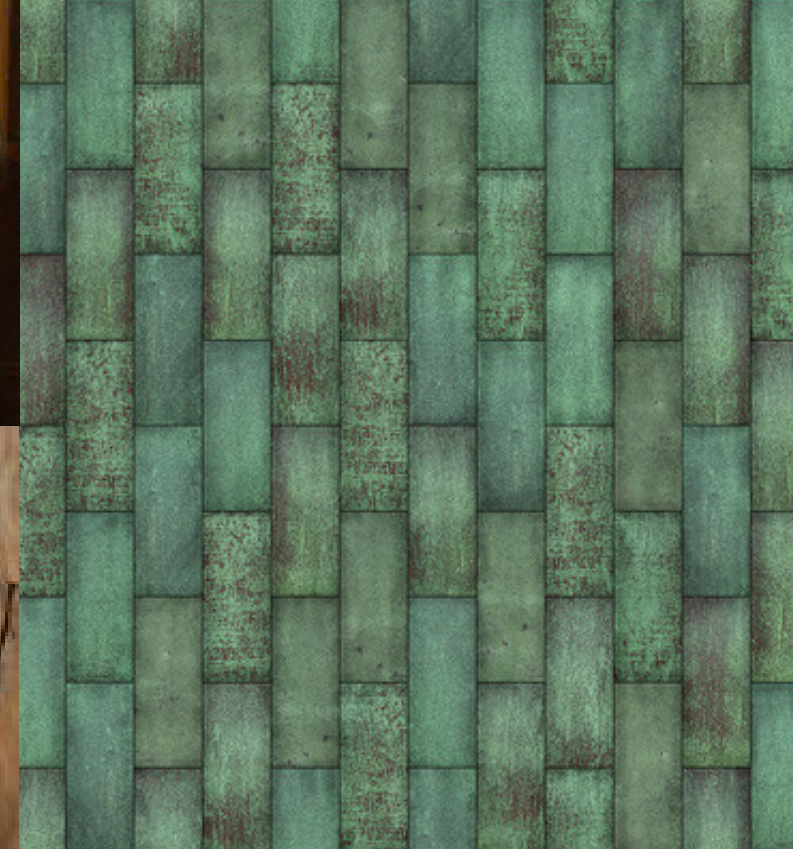
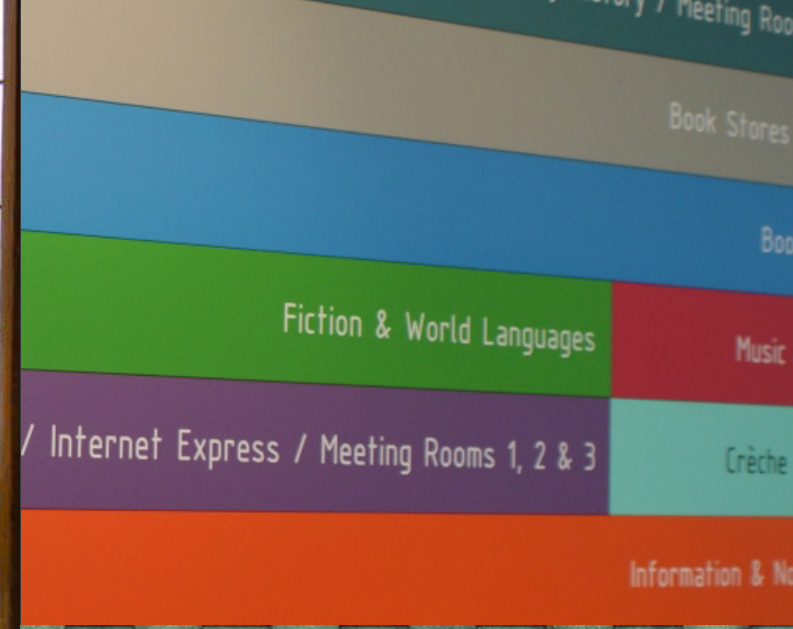


Report Back



Discussion Materiality

- What types of material would you like used in the Parks & Trails Wayfinding Products?
- Think about the different park settings, functionality and weather
- Use the image cards provided as a guide





Report Back

5 Next Steps



Next steps

Wrap up

Deadline for feedback: February 4th

Please share any other feedback with Ian Malczewski at imalczewski@swerhun.com or (416) 572-4365

We will share a Draft Meeting Summary for you to review after February 4

Thank you for contributing



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