Toronto TO360
Wayfinding
2018 IMPLEMENTATION HANDBOOK
The benefits of an integrated multi-modal wayfinding system are wide reaching for visitors, residents and businesses. The development of a wayfinding system for Toronto is expected to help people identify and connect places, encourage people to walk, encourage exploration, build confidence and trust to walk, and stimulate economic growth.
The project

The Toronto 360 Wayfinding project is being rolled out across the City. It is a central component of the City’s goal to make Toronto a more walkable, welcoming an understandable place for residents and visitors.

A wayfinding system enables people to orient themselves and navigate from place to place with confidence. Wayfinding is more than signs – it includes the consistent use and presentation of information such as landmarks, neighbourhoods, destinations and connections that help make the city more understandable for residents and visitors alike.

THE PROJECT
The City of Toronto launched the Toronto 360 (TO360) Wayfinding project in 2011 to develop a unified multi-modal wayfinding system for the city.

Wayfinding information is communicated through a variety of touch points such as physical signage, handheld maps and digital media.

Following the successful completion of a pilot project in the City’s downtown core, TO360 is now being implemented across the city.

THE BENEFITS
An integrated multi-modal wayfinding system is expected to:

• Enhance the overall image of Toronto as a destination
• Increase visitors at key attractions and boost the local economy
• Increase confidence in walking, reduce walk times, and promote trips using multiple modes of transportation
• Improve the public realm and sense of community
A multi-modal wayfinding system

The project includes pedestrian, vehicular, cyclist and transit wayfinding information delivered consistently through both city and third-party systems.

Other international cities such as London, New York, and Vancouver have developed successful pedestrian wayfinding systems targeted to visitor and resident needs. Key to their success is the ability of these systems to support complete journeys, whatever transportation mode is chosen.

**CYCLING WAYFINDING**
Cycle wayfinding includes on-street signage and cycling information in other wayfinding systems.

**VEHICULAR DESTINATION SIGNAGE**
The Toronto City Council-adopted Vehicular Destination Sign Policy creates a framework for the selection and display of visitor destination signs on expressways and roads. This will allow visitors to reach their destinations safely and with confidence.

**TRANSIT WAYFINDING**
As part of City’s commitment to grow TO360 across the city, transit wayfinding will include approximately 1500 transit shelters.
Transit wayfinding is also being piloted by the Toronto Transit Commission and Metrolinx.
Integration with others

Other divisions and organizations are also undertaking wayfinding projects. These initiatives are closely linked to TO360 and are being completed in a collaborative manner.

An effective wayfinding system connects places and enables people to move seamlessly from one transportation mode, wayfinding system or area to another. Seamless movement is supported by common base mapping, consistent graphic content, clear hand-offs between wayfinding systems, and information sharing supported by a clear set of rules.

TO360 is coordinated with the following wayfinding projects by partner divisions and agencies:

**PARKS AND TRAILS WAYFINDING**
Wayfinding that provides consistent identification, orientation and navigation in and around parks & trails.

**PATH WAYFINDING**
Wayfinding that allows people to navigate the PATH system with confidence using indoor routes that link to destinations and neighbourhoods.

**METROLINX REGIONAL WAYFINDING**
TO360 maps on wayfinding products that are part of the regional transit wayfinding harmonization project.

**TORONTO VISITOR MAP**
Handheld visitor maps that are updated to the TO360 graphic standard.

**BIKESHARE STATION WAYFINDING**
Station maps that are updated to the TO360 graphic standard.
Pilot project

A pilot project was implemented in the downtown core, providing an opportunity to improve program delivery through an independent evaluation, product refinements, and value engineering.

The pilot project helps people move between Union Station, City Hall, the Entertainment District, and the St. Lawrence District.

**Pilot Scope**
The pilot project included 12 narrow signs, 4 wide signs, 5 finger post signs, updates to 12 existing wayfinding signs, and 38 transit shelter wayfinding maps.

**Pilot Project Evaluation**
The City conducted independent pre- and post-implementation surveys to evaluate the impact of the pilot project.

Respondents were asked to rate wayfinding signage in the pilot area on a number of factors. All signage ratings significantly improved following the implementation of the pilot project, including:

<table>
<thead>
<tr>
<th>Help</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helps people find their way around:</td>
<td>61%</td>
<td>89%</td>
</tr>
<tr>
<td>Helps people make informed choices about walking routes:</td>
<td>39%</td>
<td>83%</td>
</tr>
<tr>
<td>Helps people learn about new and interesting locations or attractions:</td>
<td>44%</td>
<td>82%</td>
</tr>
<tr>
<td>Helps people feel comfortable walking by foot in local areas:</td>
<td>91%</td>
<td>98%</td>
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**Business Case**
The business case that was completed in 2012 paved the way for the pilot project, which has since been updated based on the pilot evaluation.

It determined that for every dollar invested, almost four dollars are returned in transportation benefits (including capital costs and maintenance) over the 25-year life cycle of the project.

TO360 also delivers additional benefits such as increased tourism spending, lower emissions through reduced auto use, a more attractive public realm, and improved health due to increased walking.
Wayfinding maps

Wayfinding users have differing information needs that are best met through a variety of products such as printed maps, signs, web-based maps and digital applications. Underlying all of these products is clear and consistent wayfinding information.

Consistency of content and presentation is fundamental to effective wayfinding maps. A graphic standard has been developed that includes features such as the display of average walking distances and standardized pictograms. Information is prioritized using a content tiering system.

**HEADS-UP MAPPING**
Heads-up mapping that orients wayfinding maps in the direction the user is facing.

**FEATURES FOR ALL USERS**
Maps have been designed with a range of users in mind and include features such as contrasting sign content and clear lettering.

**LOCAL IDENTITY**
TO360 maps highlight the diverse neighbourhoods of Toronto by helping visitors and residents make connections to important landmarks and destinations, and between neighbourhoods.

**TO360 Digital Strategy**
A coordinated wayfinding strategy should include different media and touch points such as on-street signs, printed maps, web browser maps, and mobile apps.

Digital tools such as QR codes, RFI tags, wi-fi, and other technologies that support location-based services will be reviewed as part of this project.

**Digital Base Map**
Digital base maps will be provided by the City, at no cost, for use in wayfinding products offered by TO360 partners.

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**Tier 1**

**Wayfinding Destinations**
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
On-street signs

The family of TO360 on-street signs includes wide signs, narrow signs, finger posts, wall mount signs (single and double width) and transit shelter walking maps. Existing wayfinding signs will be updated to the TO360 standard.

Consistency in design and placement is fundamental to effective wayfinding signs, providing predictability for users and establishing a consistent brand identity.

FEATURES FOR ALL USERS
Wayfinding signs include features for all users such as maps that are located between 90cm – 140cm above ground level.

WELL MADE AND BUILT TO LAST
Durable materials are used such as stainless steel, tempered glass, and anti-graffiti coatings that will withstand the rigours of city streets.

CUSTOMIZATION
Standardized signs are paired with maps and graphics that are customized to reflect local character and landmarks.
Become a project partner!

TO360 has been a partnered project from the very beginning. Partnerships will continue to play a major role in the project as TO360 Wayfinding is implemented across the city.

TO360 relies on city funding for core deliverables such as wayfinding design, database development and sign maintenance. Contributions from our wayfinding partners will focus on the supply and installation of TO360 signs in neighbourhoods and commercial areas.

**WAYFINDING DESIGN SERVICES**
The Transportation Services Division will fund and be responsible for:
- Sign location planning studies
- Local stakeholder workshops

**WAYFINDING MAP DATABASE**
The Transportation Services Division will fund and be responsible for:
- City-wide base mapping
- Detailed mapping to support area wayfinding installations
- Mapping database maintenance

**SIGN SUPPLY AND INSTALLATION**
Where there is interest in partnering, BIA’s and other partners will fund:
- Sign supply and installation*
- A one-time maintenance fee (10%)
TO360 in your neighbourhood

TO360 on-street signs will be implemented in neighbourhoods where there is partner interest and pedestrian activity.

5 YEAR ROLL-OUT STRATEGY
Rollout of TO360 on-street signs will grow outwards from the pilot project, including full coverage in the downtown area and focused coverage in and around main streets, BIAs, and transit stations.

Transit shelter walking maps will be rolled out across the city.

Depending on partner interest, the following (approximate) sign quantities are expected over this period:

• 480 – 560 on-street signs
• 1500 transit shelter walking maps
• 140 updated Astral wayfinding maps
• 270+ updated Bikeshare station maps

2018 SIGN COSTS
The supply and installation of on-street signs has been tendered as a large multi-year contract to achieve cost efficiencies. Sign design and pricing will be refined further during the factory prototyping phase.

Sign costs include:
• map supply and sign installation
• a one-time maintenance fee of 10%.

Sign costs do not include:
• interpretive features such as historic photographs

* TO360 projects funded by BIAs are eligible for the EDC cost share program

Program Contributions (preliminary estimate)

45% Transportation Services Division
18% Economic Development & Culture Division
18% BIAs
19% Other Partners (signs outside BIAs)

Program Staffing and Operating Costs
100% Transportation Services Division

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<thead>
<tr>
<th>Sign Type</th>
<th>Cost Range</th>
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<tbody>
<tr>
<td>Wide Totem</td>
<td>$16,500–$17,500*</td>
</tr>
<tr>
<td>Narrow Totem</td>
<td>$16,000–$17,000*</td>
</tr>
<tr>
<td>Finger Post</td>
<td>$7,000–$7,700*</td>
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<tr>
<td>Single/Double Wall Sign</td>
<td>$2,400 &amp; $2,900*</td>
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**ALL IMAGES BY STEER DAVIES GLEAVE**

**UNLESS OTHERWISE STATED**