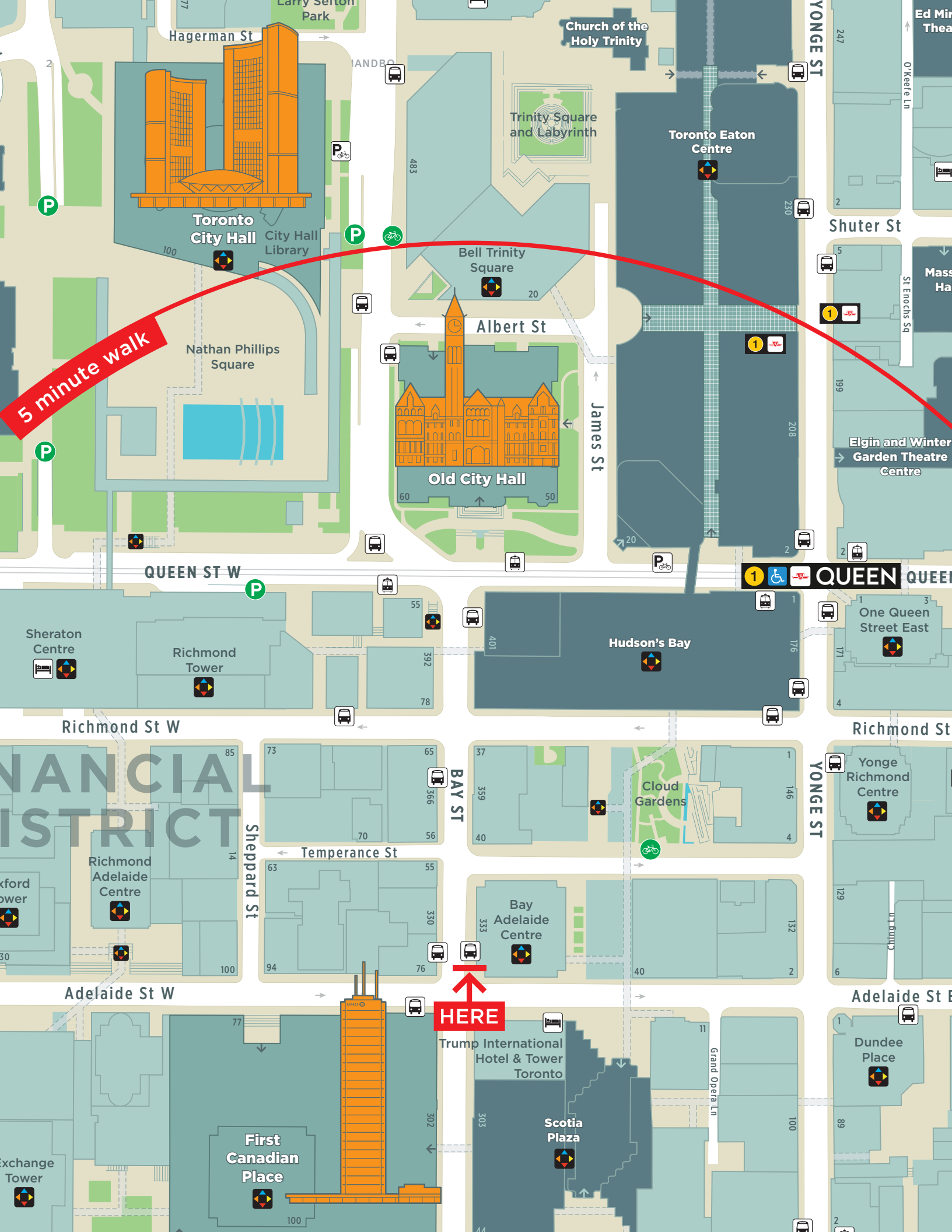




Toronto TO360 Wayfinding

2018 IMPLEMENTATION HANDBOOK



5 minute walk

HERE

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 and understandable place for residents and visitors alike.

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

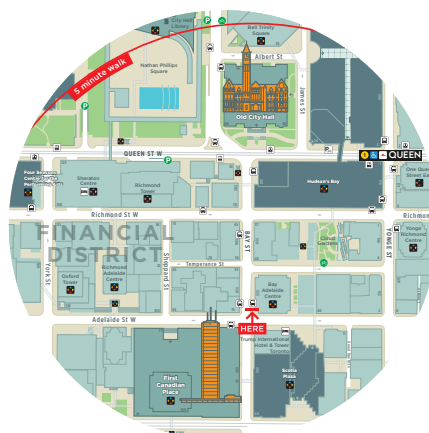
As part of City's commitment to grow TO360 across the city, transit wayfinding will include approximately 1500 transit shelters.

Transit wayfinding is also being piloted by the Toronto Transit Commission and Metrolinx.

Toronto Walking Strategy

The creation of a multi-modal wayfinding system is a goal of the City's Walking Strategy.

Wayfinding programmes encourage people to include walking as part of their journey, reducing pressure on the transportation infrastructure, and making cities more healthy, vibrant places to live and work.



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

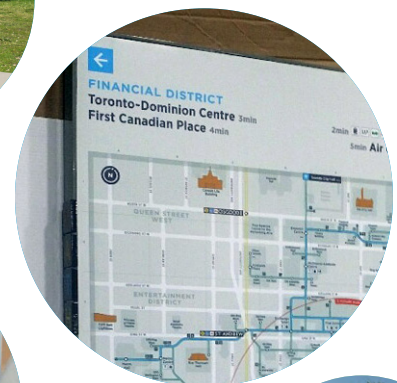
TO360 maps on wayfinding products that are part of the regional transit wayfinding harmonization project.

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:

	Before	After
Helps people find their way around:	61%	89%
Helps people make informed choices about walking routes:	39%	83%
Helps people learn about new and interesting locations or attractions:	44%	82%
Helps people feel comfortable walking by foot in local areas:	91%	98%

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.

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.

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

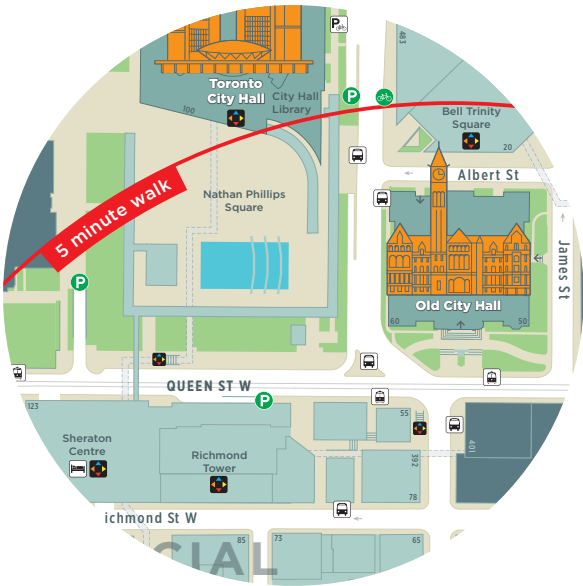
Heads-up mapping that orients wayfinding maps in the direction the user is facing.

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.



TIER 1	TIER 2	TIER 3	TIER 4
WAYFINDING DESTINATIONS	DISTRICT ATTRACTIONS	GENERIC	DETAILED
CN Tower, landmark museums, landmark parks, landmark sport venues, landmark retail	Major cultural, educational, leisure, historic, heritage, principal retail clusters, character areas, hotels	Washrooms, transit stops, local libraries, local schools, places of worship, local retail clusters	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.



- 1 Area identification using common neighbourhood names
- 2 Pointers to nearby destinations
- 3 Historic and cultural interpretation
- 4 Context map (15 minute walk circle)
- 5 Detailed map (5 minute walk circle)
- 6 Legend
- 7 Partner identification
- 8 'Call 311' logo for city maintenance requests
- 9 Capacity for future illumination

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.

Partner Requirements

Our project partners look for many of the same things that are needed by wayfinding users. They benefit from any wayfinding system that has the features required to help their members navigate the city and get to their destination (and back again) with confidence.

Project partners often look for a high-quality signs that are durable, attractive and contributes to the street character.

While the purpose of a wayfinding system is to help people navigate, TO360 helps partners in their marketing efforts by highlighting the destinations, landmarks, neighbourhoods, and the local character of the area.

TO360 relies on city funding for core deliverables such 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, BIAs and other partners will fund:

- Sign supply and installation*
- A one-time maintenance fee (10%)

SIGN AND MAP REPAIR AND RENEWAL

The Transportation Services Division will fund and be responsible for:

- Sign cleaning and repair
- Periodic map updates
- Mapping database maintenance

Sept
2017

sign location planning

initial budgeting

Oct – Nov
2017

project confirmation

stakeholder workshop

Dec
2017

city funding approvals*

incorporate into workplan

Jan – Jun
2018

sign production

permit drawings

July – Oct
2018

sign installation

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

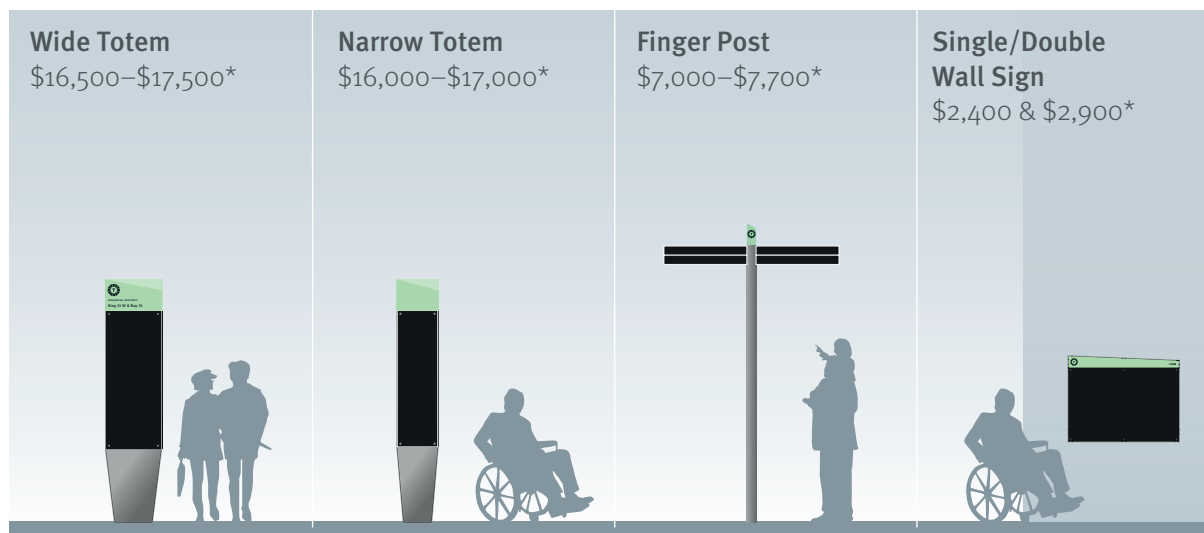
19%

Other Partners
(signs outside BIAs)

Program Staffing and Operating Costs

100%

Transportation Services Division



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ALL IMAGES BY STEER DAVIES GLEAVE

UNLESS OTHERWISE STATED