

City of Toronto Parks & Trails
Wayfinding Strategy
Phase Two



Toronto Parks & Trails Wayfinding Strategy

Stakeholder Workshop #2

Wednesday April 1st, 2015

1 Welcome



Welcome, Introductions and Agenda

Agenda

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- 5 Mapping
- 6 Digital overview
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2 Phase two update and recap



Welcome, Introductions and Agenda

Today's Event

What's this session about?

We've brought you together to share the first stage in the concept design process.

Why are we here?

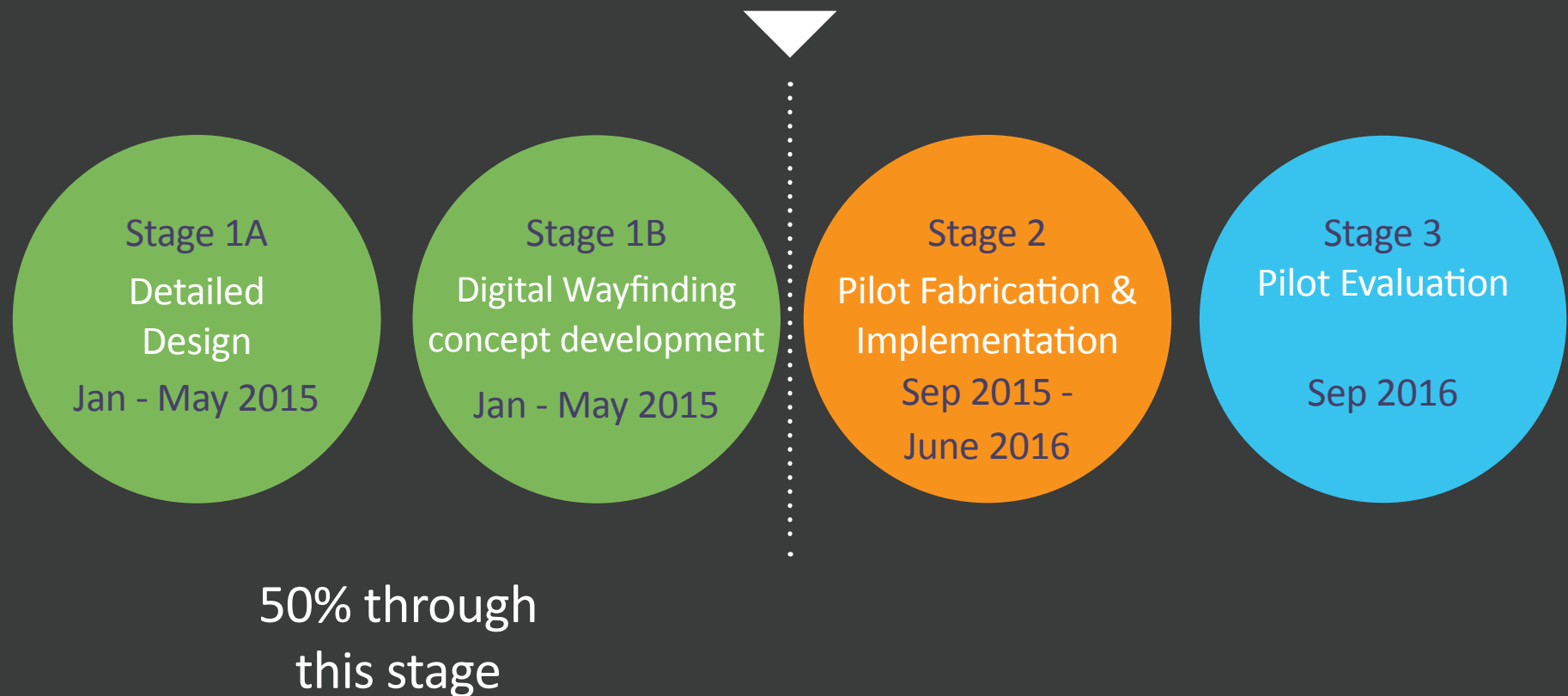
This is our opportunity to collaborate with key stakeholders to take the this pilot forward into the next stage of the design process.

What's the aim?

To listen to your thoughts and feedback on the concepts presented for the Parks & Trails wayfinding system.

Phase two update and recap

Key milestones



3 What we learnt - First round feedback



What we learnt - First round feedback

Stakeholder feedback January

These Key Messages reflect common themes that emerged in discussions.

- Toronto's parks and trails wayfinding signs need to be simple, beautiful, inviting, and accommodate different users needs
- It will be important to distinguish between the city's natural and manicured parks and trails
- The signs need to achieve a balance of blending in and standing out

What we learnt - First round feedback

Stakeholder feedback January

Comments relating to content for the future system - 'The Wish List'

We should include:

- Emergency services identifier
- Accessibility information like slopes or stairs

We should not include:

- Excessive prohibitive text telling people what they can't do
- Too much information since people come to parks and trails to get away from information overload (some interpretive text is appropriate)

Nice to have:

- Wifi or internet hotspots, potentially solar-powered



What we learnt - First round feedback

Stakeholder feedback January

Comments relating to the product and function.

What Participants liked about the TO360 wayfinding totem:

- Heads-up mapping
- Two-sided totems
- Modern design
- Walking radius

Suggested refinements:

- Colours & materials - signage needs to be friendlier
- Totem size - variety of structures required
- Too much text - TO360 signage had too much
- Different designs for different places!



What we learnt - First round feedback

Stakeholder feedback January

Comments relating to identity - taking inspiration from images to generate words that represent their desired identity for parks and trails wayfinding signs.

- Simple but bold
- Restful
- Modern yet rustic
- Natural comfort
- Art
- Discovery
- Joyful
- Fun
- Playful
- Community expression
- Cultural inclusion
- Attractive
- Focus
- Accessible
- Sense of perspective
- Durable



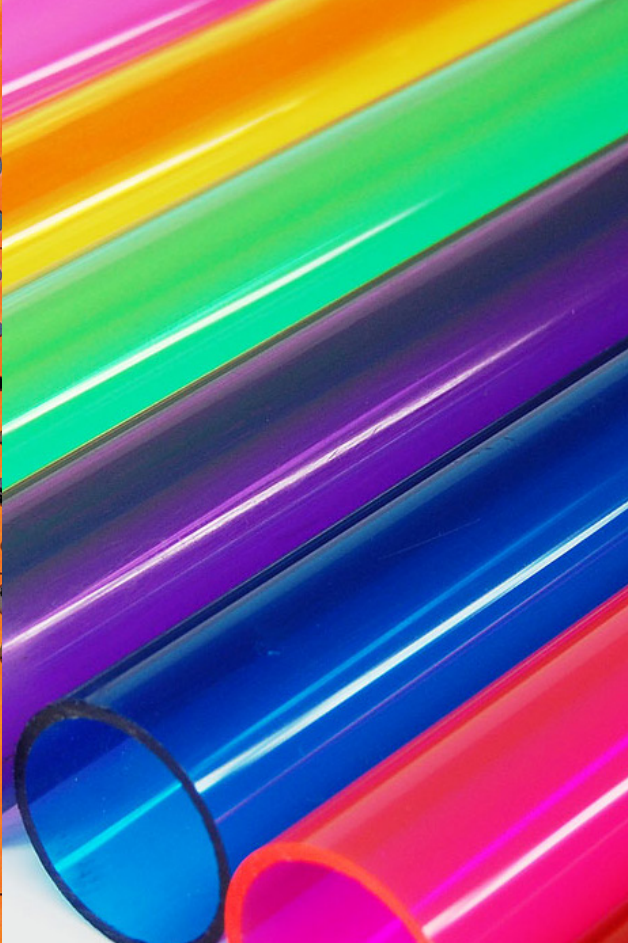
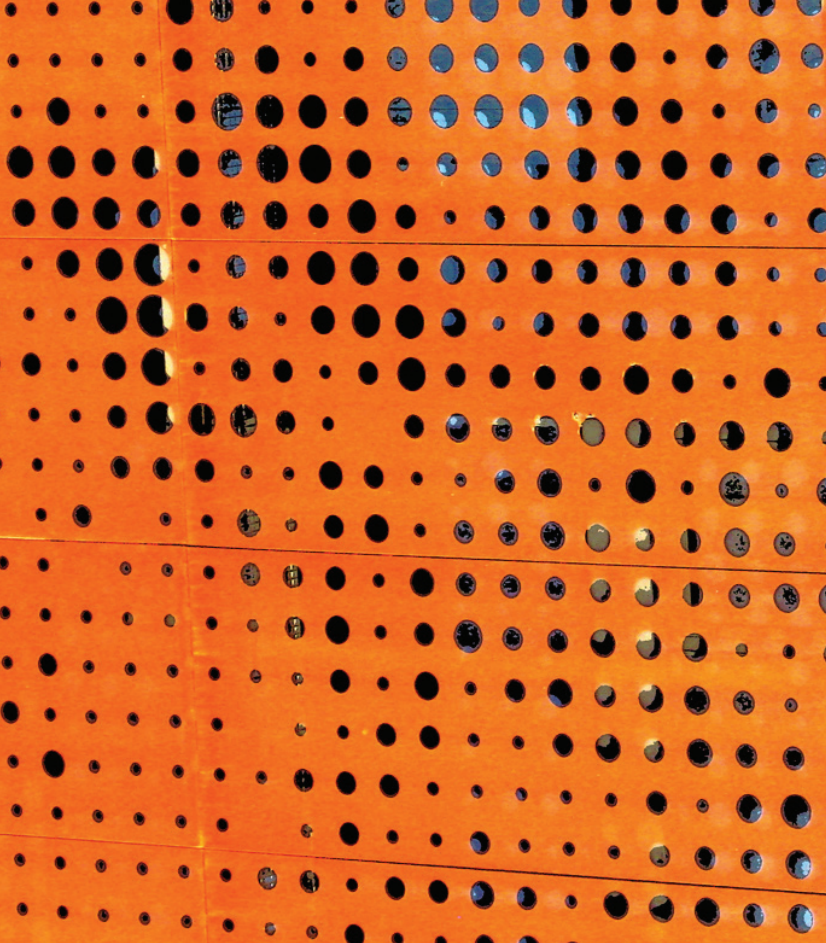
What we learnt - First round feedback

Stakeholder feedback January

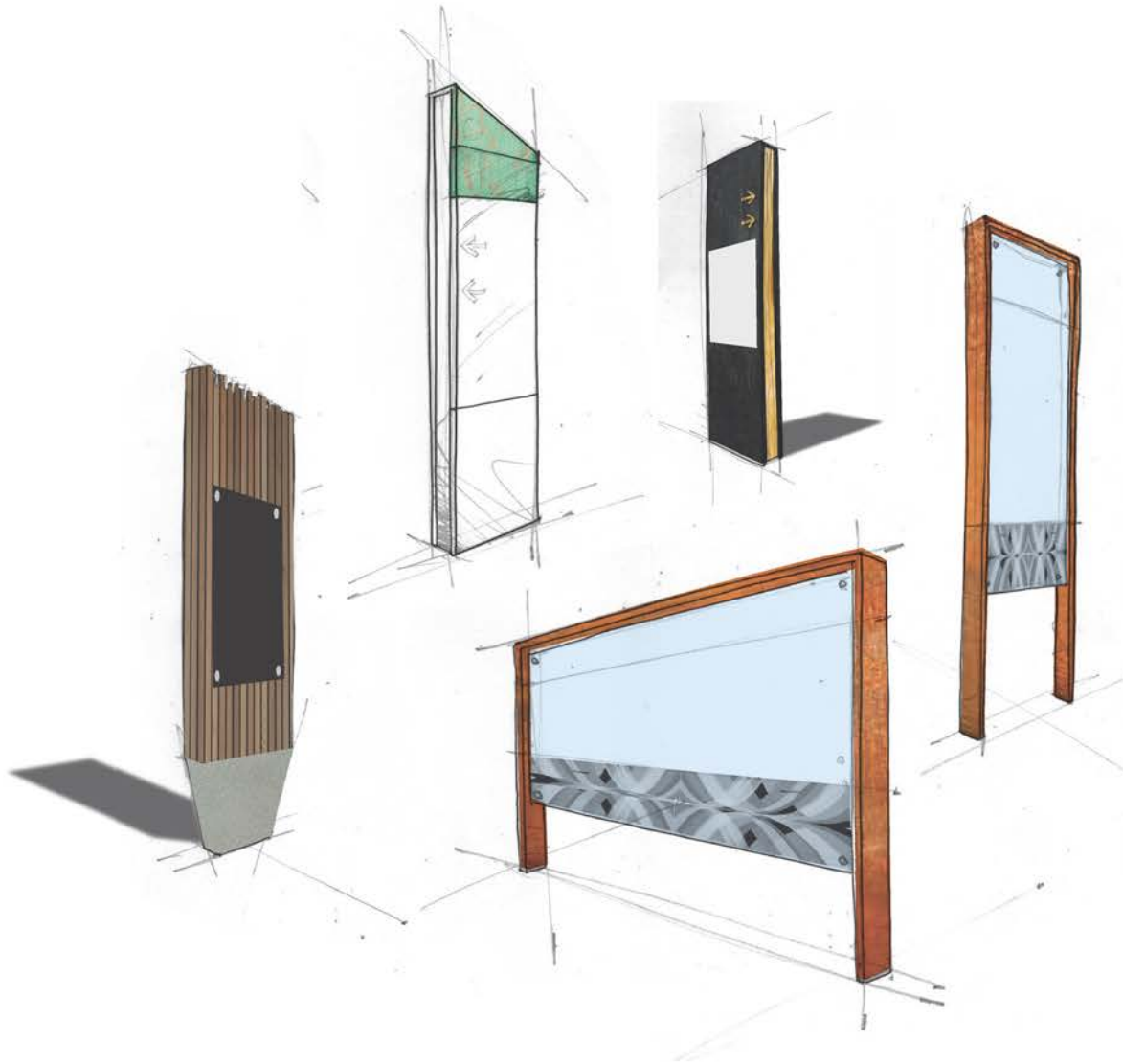
Comments relating to materiality.

- **Beauty** - The signs and the materials used must reflect the city's natural beauty
- **Natural and durable** - it's important for them to reflect that environment while maintaining durability
- **Materials that weather well** - the signs will face intense weather conditions
- **Balance between crude and fine** - signs should incorporate both polished, sleek materials and rustic, natural materials
- **Modular** - signs should be easy to update or adapt to environmental changes.





4 Signage concepts



Signage concepts

System Components

Phase One proposed 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



Signage concepts

Design themes

The key themes used to guide the concept stage:

- **Merge vs Contrast** - create structures that blend into the environment without being markedly less noticeable
- **Crude vs Fine** - mix of materials such natural vs highly polished, timber or concrete vs steel or glass or acrylic
- **Community Customization** - create a sense of place and encourage local ownership
- **Seasonality** - create structures that change subtly with the seasons

Signage concepts

Concept A



Signage concepts

Concept A summary

- Support post is made from an aluminum rectangular section
- Information panels are bolted to the post and are simple to change or update
- Panels made from aluminum or Dibond, with printed graphics and mapping
- Smaller panels could be used on their own, for example attached to a lamp post or pole
- Edges between each panel have a strip of hardwood timber
- Timber will age over time, reflecting the aging of natural objects in the surrounding landscape
- Timber is not structural, so if it splits or distorts over time it will not affect the structure

Signage concepts

Concept B



Signage concepts

Concept B summary

- Corten steel frame is extremely robust and will weather and age well over time
- Information panels are made from aluminum or Dibond, with printed graphics and mapping
- Information panels are modular and are easy to change or update with a special tool
- Smaller panels can be used on their own, for example attached to a lamp post or pole
- Opportunity for each sign to have a decorative cut out pattern to let light through and help the sign blend into the landscape
- Panels could be replaced with a community notice board

Signage concepts

Concept C



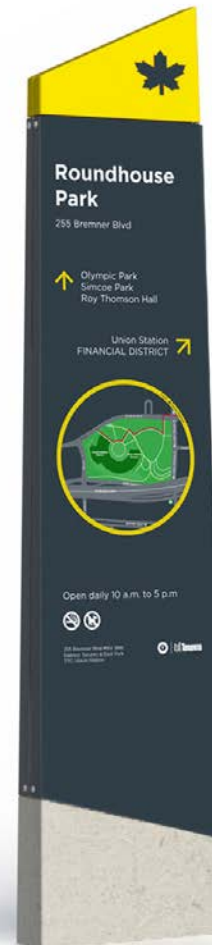
Signage concepts

Concept C summary

- Angle reflects the TO360 signage
- Base made from cast concrete, parks identifier recessed subtly into it
- Concrete will be smooth at first, but will age slowly over time to blend in
- Information panels are polyester powder coated aluminum with printed vinyl graphics and mapping
- Panels wrap around each side and are attached with bolts along edge
- Panels can be easily removed and replaced if need be
- High contrast and opportunity to use a range of colours

Signage concepts

Concepts



5 Mapping



Mapping Approach

TO360 mapping database provides a starting point to produce map outputs for park and trails.

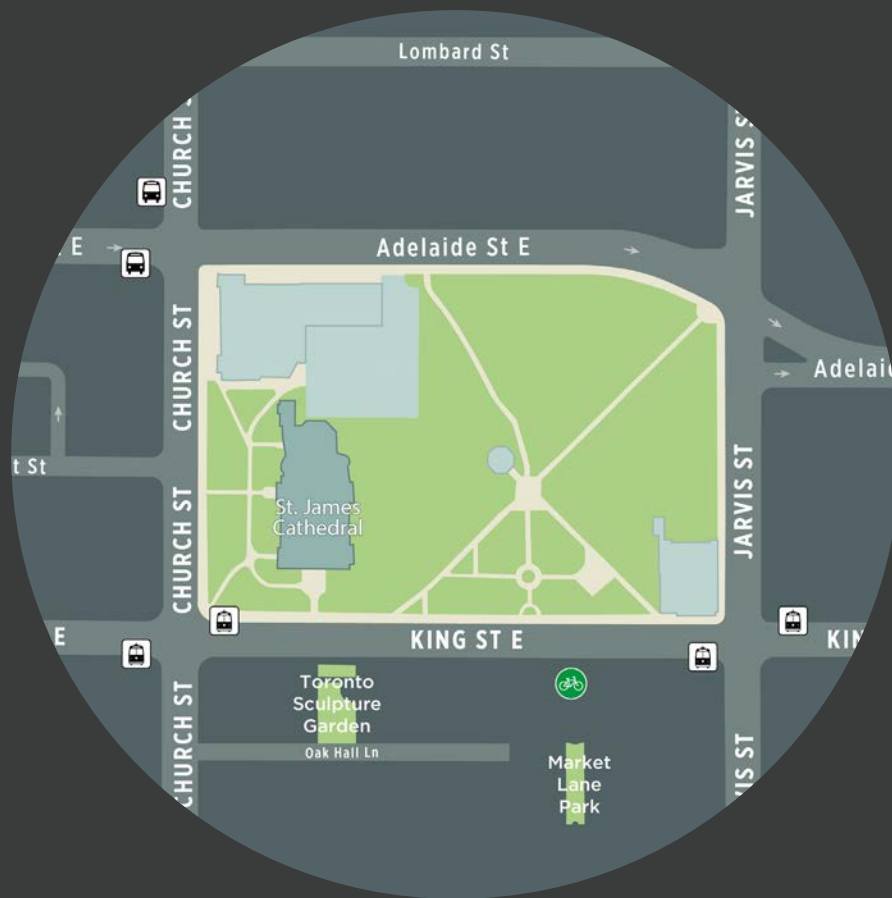
Pros

- Reliable data inputs (supported by the Open and City data)
- Validated by stakeholders and the public
- Consistent neighbourhood and area naming
- Consistent destination hierarchy
- Up-to-date transit information



St. James Park
TO360 map

Mapping Approach

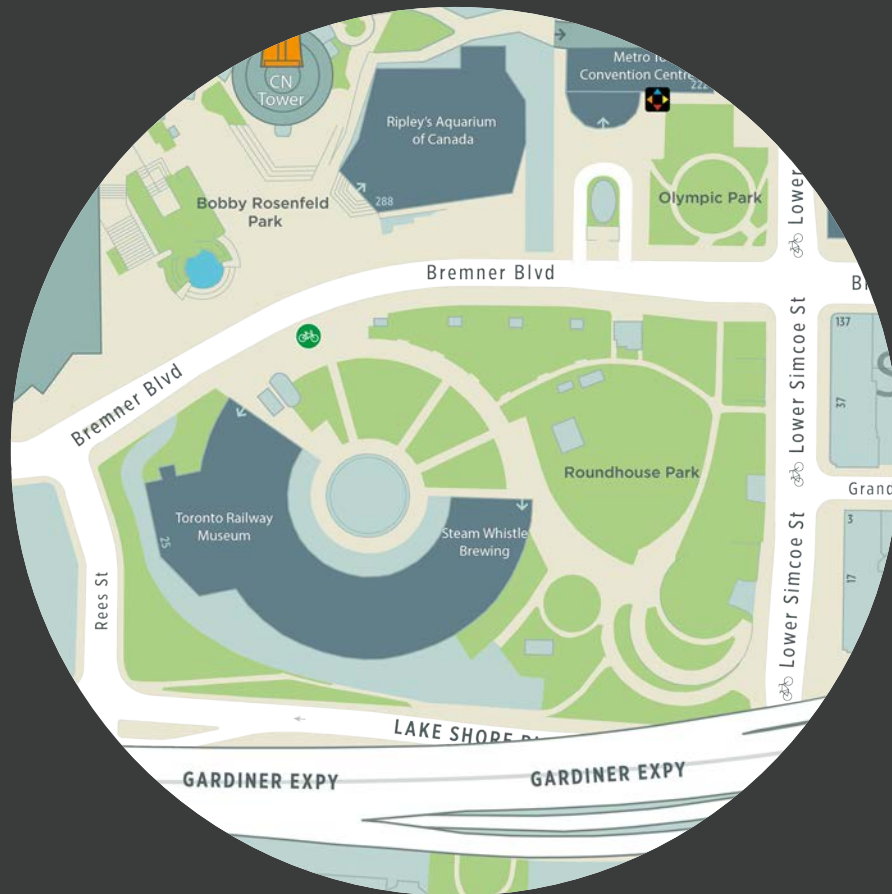


St. James Park
Simplified TO360 map base

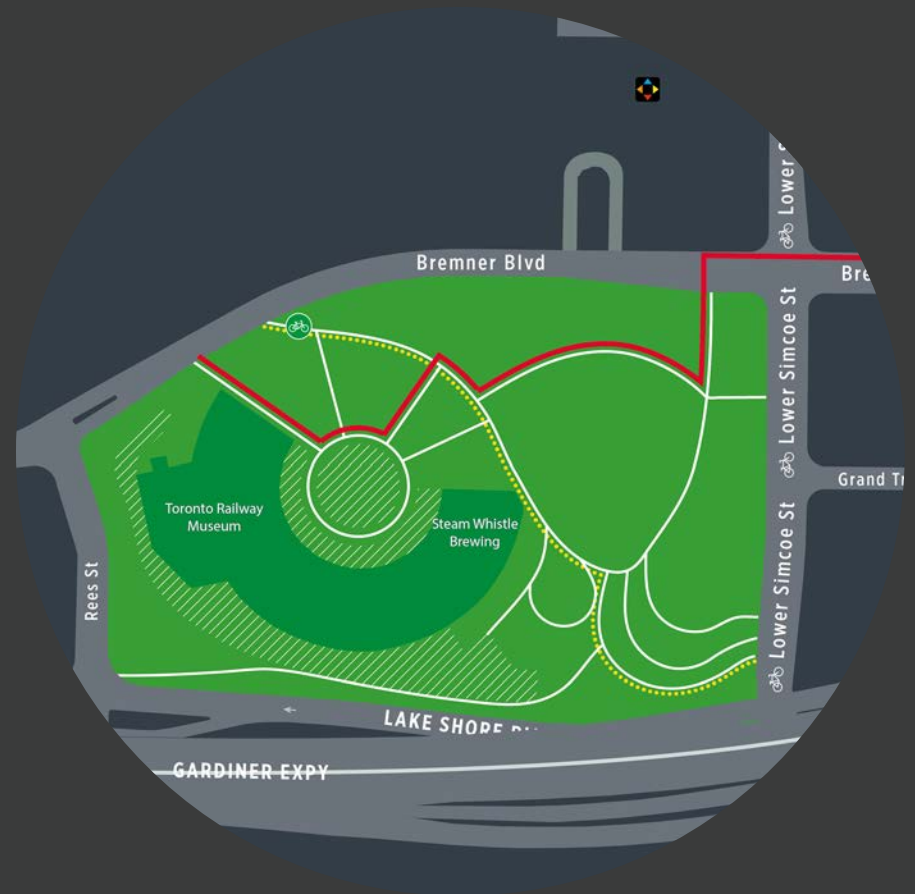


St. James Park
P&T example

Mapping Approach



Roundhouse Park
TO360



Roundhouse Park
P&T example

6 Digital overview



Digital overview

Digital Vision & Service Concept

The vision is for a digital wayfinding service to provide users with route, location and context specific information to enable them to explore Toronto's parks & trails.

Service Concept: A digital wayfinding service to provide users with route, location and context specific information to enable them to explore the Lower Don Valley. The service should be scalable for future city-wide application.

Digital overview

Key messages from the last workshop

The key messages received at the last workshop were:

- Toronto's trails and park facilities need to be given names and addresses to help with digital wayfinding
- The digital wayfinding system should help its users identify both when they are on track as well as when they are off track
- The digital wayfinding system needs to help with trip planning
- The digital wayfinding system should accommodate people without smartphones (and needs to support emergency services)

Digital overview

User journeys

Anne, 42

- Visually impaired (uses a cane)
- Loves going to the park with her two kids
- Has a smartphone with the RocketMan app
- Out for a surprise picnic with her kids



Chris, 60

- Frequent visitor to the park, regularly walks his dog
- Usually goes before work
- Had hip replacement so prefers flat terrain
- Would like to explore and learn more about the park but has limited time



Fiona, 35

- Wheelchair user all her adult life
- Loves the outdoors and has wheelchair which can handle some terrain
- Goes to the park with her husband on the weekend
- Would like to know which routes are wheelchair-accessible



Patrick, 75

- Daily walker
- Likes to go out and think (currently writing his memoirs)
- Has a GPS device
- Sometimes struggles to find his way if in an unfamiliar area



5 Wrap up and next steps



Wrap up and next steps

Key dates

- Stage 1A and 1B to run between January and June 2015
- Next stage to develop the preferred concept route into tender specification to allow the city to assess and appoint a suitable signage manufacturers
- Formal feedback required from the Advisory Group by the 10th April
- Consultation boards to be displayed in the Evergreen Brickworks for two/three weeks commencing 6^h April

Thank you for contributing



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