

WAYFINDING
STRATEGY FOR THE
CITY OF TORONTO



T0360
Signage Placement
Guidelines

AUGUST 2016



TO360 PILOT - PLACEMENT LESSONS LEARNED

Site: Front Street and York Street.

Placement at this busy pedestrian location was successful in providing sufficient room for users in front of the Totem, without encroaching on adjacent pedestrian routes.

The T0360 wayfinding strategy supports walking as the connecting mode that enables sustainable transportation in the city.

T0360 provide consistent multi-modal information through unified signage and mapping systems delivered by the City of Toronto and project partners.

1. Introduction

This document has been structured to guide decision-making around the placement of TO360 Wayfinding Signage to suit a variety of streetscape conditions across Toronto. The TO360 Signage Placement Guidelines are intended to guide placement, based upon general locations defined by the TO360 Location Plan.

In 2011, the City of Toronto launched the ToronTO360 (TO360) Wayfinding Strategy to develop a unified multi-modal wayfinding system for the city. The Strategy is a three-phase process:

- **Phase One (2011-2012)** develop guiding principles, themes, and a conceptual design for the system
- **Phase Two (2014-2015)** detailed design, implementation and evaluation of a pilot scheme centred on the City's Financial District
- **Phase Three (2016 and beyond)** creation of final design guidelines and roll-out city-wide

The creation of a multi-modal wayfinding system is a goal of the City's Walking Strategy which "aims to create an environment where walking is an appealing, convenient, safe and stimulating experience for residents and visitors". Many cities such as London, New York, Bogota and Vancouver have developed wayfinding strategies in response to significant transportation challenges and/or major events such as the Olympics.

Wayfinding enables people to orient themselves and navigate from place to place with ease.

Wayfinding is more than signs. Working together with other elements of the public realm such as street furniture and public art, it includes intuitive wayfinding through urban design, names, landmarks, conventions, maps and new media. It contributes to making a city more "legible"

for residents, commuters, and tourists alike.

Citywide benefits of wayfinding include:

- Identify and connect places
- Stimulate economic growth
- Reduce reliance on the car/public transit
- Build confidence and trust to walk
- Encourage exploration, wandering & discovery

For more information on the TO360 Wayfinding Strategy, please visit:

www.toronto.ca/wayfinding

ABOUT THIS DOCUMENT

These guidelines are intended to inform placement decisions, based upon locations defined by the TO360 Location Plan. The Location Plan will address considerations such as general placement, proximity between wayfinding elements and specific wayfinding element selection, the Placement Guidelines are focused on how to implement this direction, giving consideration to site specific constraints.

The document is structured as follows:

- 1. Introduction:** provides an overview of how these Guidelines relate to the broader TO360 Wayfinding System, and the City's streetscape policy framework.
- 2. Background and Policy Context:** outlines related City of Toronto policies and initiatives that should be read in conjunction with these guidelines.
- 3. Placement Guidelines:** outlines goals, as well as general and place-specific guidelines, to regulate how and where TO360 signage elements are placed within public realm.
- 4. Detailed Placement Tactics:** is intended to help guide those charged with placing the TO360 Signage element(s), in accordance with the Placement Guidelines outlined in Section 3 of this document.

Scheme Design:	Location Planning:	TO360 signage Placement Guidelines:	Implementation:
Defines the area and objectives of the wayfinding scheme.	Defines the general sign/element location(s), (i.e. intersections, busy destinations), sign type, draft sign content, and quantities.	Defines the exact location of TO360 signage elements in relation to street furniture, subsurface infrastructure, and other site-specific conditions.	Installation of TO360 signage on site.

2. Background and Policy Context

The City of Toronto Official Plan directs the design of City streets to support wayfinding, (Section 3.1.1.5a), in contribution to a public realm that supports the overall goal of building a successful city. A number of related initiatives and policy documents also inform these Guidelines, and are noted below. Applicable street right-of-way and sign by-laws should be referred to prior to the placement of any TO360 signage element.

RELATED REQUIREMENTS & CRITERIA

Compliance with these documents is required:

City of Toronto Municipal Code

Chapter 743, (Streets and Sidewalks, Use of) contains several criteria for permitted encroachments, including street furniture, within the public right of way.

City of Toronto Municipal Consent Requirements

The Municipal Consent Requirements (MCR), provides for the efficient review of applications for installations of underground plant within the streets of Toronto. It also seeks to ensure that the City receives the information necessary for it to effectively fulfill its responsibilities as custodian of the streets.

The TO360 Wayfinding Guidelines are intended to be read in conjunction with the vertical and horizontal clearance guidelines identified by the MCR.

City of Toronto Streetscape Manual

The Streetscape Manual is a reference tool developed to guide the design, construction, and maintenance of sidewalk and boulevard improvements on Toronto's arterial road network.

The Manual emphasizes design quality and amenity in the pedestrian realm with specifications for paving, trees, medians, lighting and street furniture. This document is intended to coordinate with relevant design and construction details pertaining to street furniture.

Accessibility for Ontarians with Disabilities Act, 2006 (AODA)

The Accessibility for Ontarians with Disabilities Act is provincial legislation that governs accessibility issues. It requires that public sidewalks have minimum clearway widths to ensure that all persons can navigate the public realm safely.

City of Toronto Accessibility Design Guidelines

The City of Toronto Accessibility Design Guidelines are specific to the Toronto context and help to further refine public realm design standards such as pedestrian clearway widths, among others.

RELATED DESIGN STRATEGIES & GUIDELINES

Coordination with these documents is recommended:

City of Toronto Complete Streets Guidelines

The City of Toronto is developing Complete Streets Guidelines to provide a new approach for how to design city streets. This builds on many of the City’s existing policies, guidelines, and recent successful street design and construction projects. The Complete Streets Guidelines provide an expanded toolbox of ways to improve Toronto’s streets.

Complete streets are designed to consider the needs of all users, such as people who walk, bicycle, take transit or drive, and people of varying ages and levels of ability. They can also accommodate sidewalk cafés, street furniture, trees and many other amenities.

Street Furniture Placement Guidelines

The Coordinated Street Furniture Placement Guidelines aims to integrate street furniture into the public realm in a sensitive manner. The document provides general guidance for the placement of street furniture, and encourages site specific solutions for conditions which are not considered to be typical.

City of Toronto Vibrant Street Guidelines

The Vibrant Streets program focuses on harmonizing the design and placement of street amenities to reduce clutter, beautify city streets, give Toronto an identifiable streetscape, and to work concurrently with improvements to other elements in the public right-of-way. Policies relevant to the Toronto Wayfinding Strategy filter down from three main aspirations described in the Vibrant Streets vision:

- a cohesive and exceptional design quality
- function in terms of safety, accessibility and placement
- aesthetically appealing, functional, safe, and an accessible public realm
- recommended sidewalk zone widths

Toronto Sidewalk Café Manual

The Toronto Sidewalk Cafe Manual (the “Manual”) applies to all sidewalk cafés. The Manual is an essential reference document to understand the guidelines and regulations for the design of sidewalks and sidewalk cafés.



TO360 PILOT - PLACEMENT LESSONS LEARNED

Site: Adelaide Street and York Street.

Placement at this busy intersection aimed to guide pedestrians to nearby destinations without encroaching on busy walking routes. Feedback received suggests that it is performing well, but that a TO360 Totem would be more helpful, given the wide range of destinations, beyond what is listed on the fingerpost.

3. Wayfinding Placement Guidelines

These guidelines are intended to assist planners, designers, and installers, to ensure that TO360 Wayfinding Totems, Signs, and related infrastructure are placed in a manner that is consistently integrated into the public realm, while meeting overall wayfinding objectives.

3.1 PLACEMENT GOALS

Building on the location planning that precedes this phase, the Placement Guidelines are intended to support wayfinding signage that is:

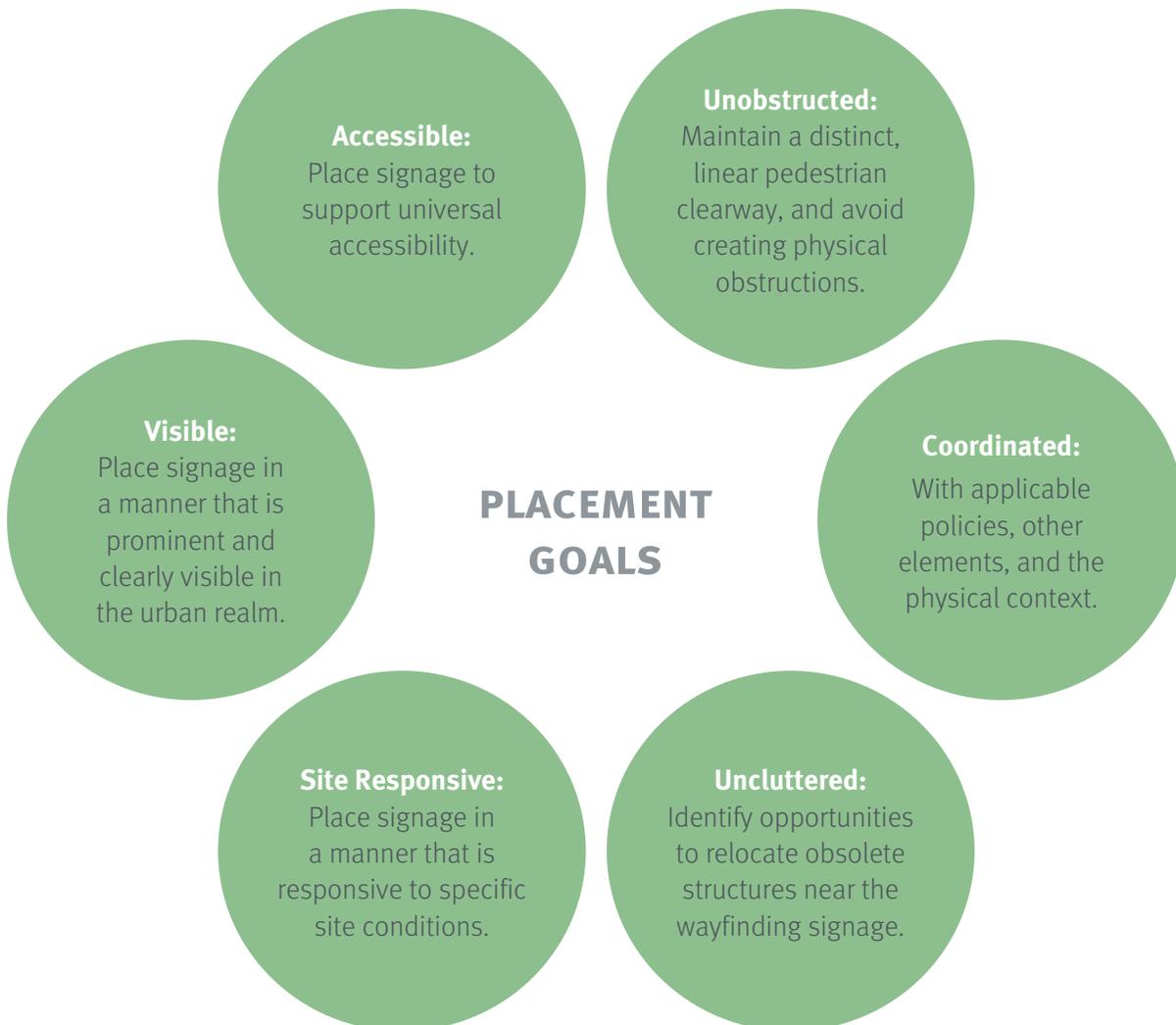


Figure 3.1 - TO360 Wayfinding Placement Goals

3.2 WAYFINDING SIGNAGE ELEMENTS

The following types of TO360 signage are designed for use in exterior environments.

Figure 3.2 - TO360 Signage elements



TO620 Wide Totem

The TO620 Wide Totem is located at key arrival and decision points throughout the city (for example outside subway stations). Its principal function is to support orientation for pedestrians commencing their journeys.

The structure contains two map scales:

1. A context map which provides the user with an overview of city and their relevant position.
2. Local area maps which support walking journeys of approximately 10 minutes.

The totem includes district name, location and simple directional information to aid orientation. Some totems include interpretative content (e.g. heritage, culture, tourism) .



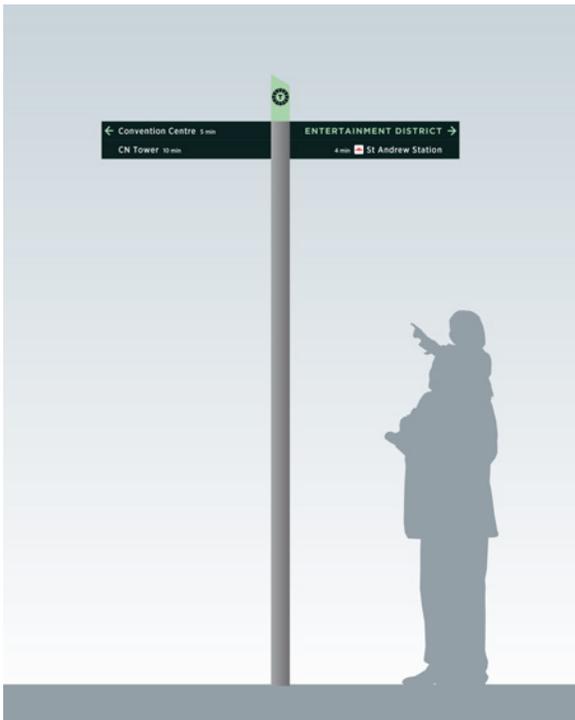
TO460 Narrow Totem

The TO460 Narrow Totem is located along pedestrian corridors throughout the city. The totem provides a link between the TO620 Wide Totem and primary destinations; it supports journeys within a local context.

The structure contains two map scales:

1. A context map which provides the user with an overview of city and their relevant position.
2. Local area maps which support walking journeys of approximately 5 minutes.

The totem includes district name, location and simple directional information to aid orientation. Some totems include interpretative content (e.g. heritage, culture, tourism) .



TO750 Fingerpost

The TO750 Fingerpost is located at intersections and mid-block locations where totems are not an option due to narrow sidewalks. They provide continuity and reassurance to users by directing to key destinations. Fingerposts can support pedestrians navigating complex junctions and/or non-intuitive routes. The Fingerpost contains a series of directional destinations including approximate walking times.



TO600 and TO1200 wall mounted maps

The TO600 and TO1200 Wall Mounted Maps are mounted both internally and externally to buildings (for example a subway station, parking garage or local library). The principal function is to support orientation for pedestrians commencing their journey by providing local context. The wall-mounted maps should not be considered as alternatives to totems, rather in addition to. The TO600 provides a pedestrian walking map only; however the TO1200 Wall Mounted Map can provide one additional 3rd party map such as a transit or PATH map. Both may include simple directional information to aid orientation.

3.3 GENERAL PLACEMENT CLEARANCES

TO360 Signage must maintain clearances from a wide range of streetscape elements and utilities. Clearance requirements are shown in Figure 3.3b.

In circumstances where the minimum clearance cannot be achieved, one or more of the placement tactics listed in Section 4 of this document should be applied.

Figure 3.3a - View of TO360 Wayfinding signage totem in the urban realm.



Figure 3.3b - General Placement Clearances

Element	Preferred Clearance (m)	Minimum Clearance (m)
curb (streets < 60 km/h speed limit)	0.5	0.5
curb (streets >60 km/h speed limit)	0.8	0.8
garbage cans	2	1.5
newspaper corral	2	1.5
café elements	5	3
street parking ticket kiosks	2	1.5
bicycle rings	2.5	2.5
planters	2	1.5
street trees *	*	2.5*
street tree trench **	**	**
benches	2	1.5
transit shelters without ads	2.5	2.5
transit shelters with ads	5	5
postering columns	2	1.5
traffic signs	2	1.5
traffic signal poles & boxes	2	1.5
pedestrian activated buttons	2	1.5
pedestrian & street lights	2	1.5
hydro vaults	2	1.5
pad mounted hydro switchgear & transformers	4	4
fire hydrant or service connection	2	2
other utility poles	2	1.5
maintenance access points	2	1.5
all other streetscape elements ***	2	1.5

* Any construction activity in the vicinity of trees shall be carried out in compliance with the Municipal Consent Requirements for the Installation of Plant Within City of Toronto Streets.

**Placement of TO360 signage on top of, or in the immediate vicinity of a street tree trench / silva cell or similar below grade structure is to be avoided, and shall be subject to review and approval by City of Toronto Forestry Services, prior to installation.

*** Any other streetscape element that may obstruct views or access to the TO360 Signage.

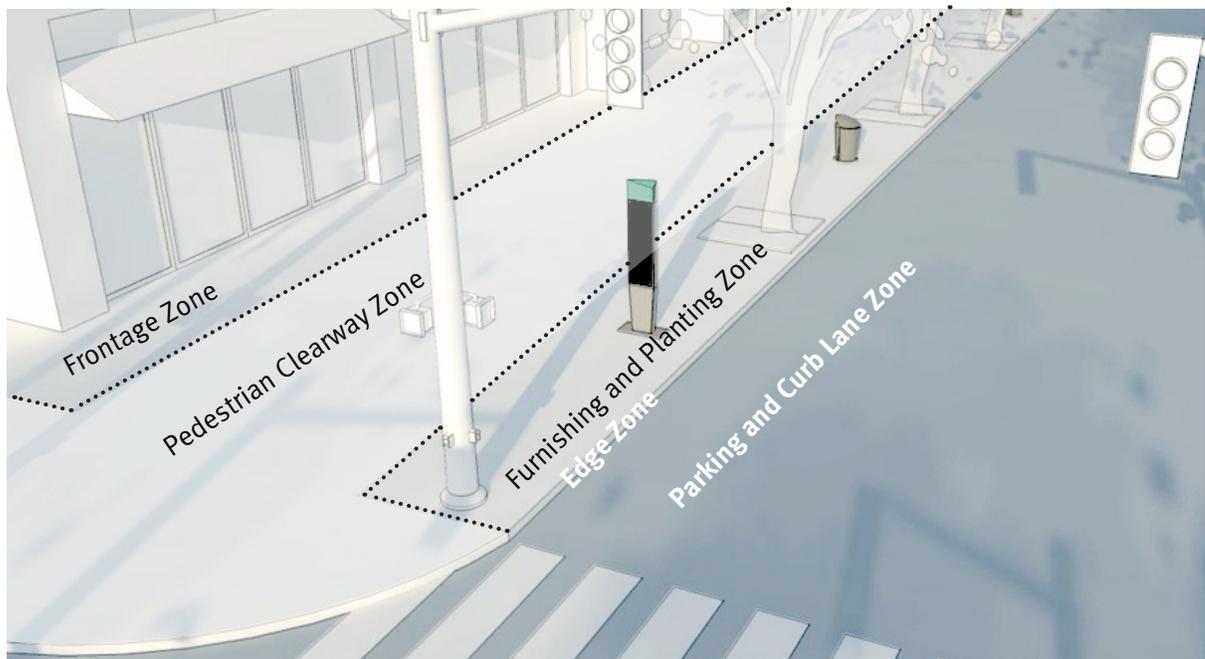


Figure 3.4a - Streetscape Zones

3.4 SIDEWALK ZONES

Placement of TO360 signage is guided by the City of Toronto's overall streetscape policy framework, which organizes the design and location of elements within five zones, described below. Unless otherwise noted, these guidelines assume that TO360 signage shall be placed between the curb and the Pedestrian Clearway Zone. In most cases, this area is designated as the Furnishings and Plantings Zone.

Parking and Curb Lane Zone:

This zone includes the adjacent area of road. Functions and elements that are typically accommodated here include: street parking; transit stops, taxi and vehicular loading, and travel lanes for vehicles and cyclists.

Edge Zone:

This zone is located immediately back of curb, providing clearance between the travelled portion of the road or parked vehicles and the other sidewalk/boulevard functions. This area provides a safety buffer against door swings, mirrors, etc.

Furnishing and Planting Zone:

This zone is typically located adjacent to the Edge Zone and the pedestrian clearway. In most circumstances, TO360 Wayfinding

signage should be placed in this zone. Other elements that are typically accommodated here include: lighting, benches, newspaper kiosks, utility poles, trees, bicycle parking, and sidewalk café seating.

On some street types, (i.e. Green Streets), an additional Furnishing Zone is provided between the pedestrian clearway and the property line or building face.

Pedestrian Clearway Zone:

The pedestrian clearway is typically located between the Furnishing Zone and Frontage Zone. It contains a pedestrian sidewalk, which varies in width, according to the street type, pedestrian volume and other site specific conditions. A primary function of this zone is to facilitate clear, safe, and comfortable pedestrian movement, unimpeded by obstacles. As such, TO360 signage should not be placed here.

Frontage Zone:

This zone forms part of the sidewalk within the public right-of-way, and is not always present, particularly in instances where the building is set back from the property line. It is designed to provide space to address items such as: door swings, A frame signs, and gas meters.

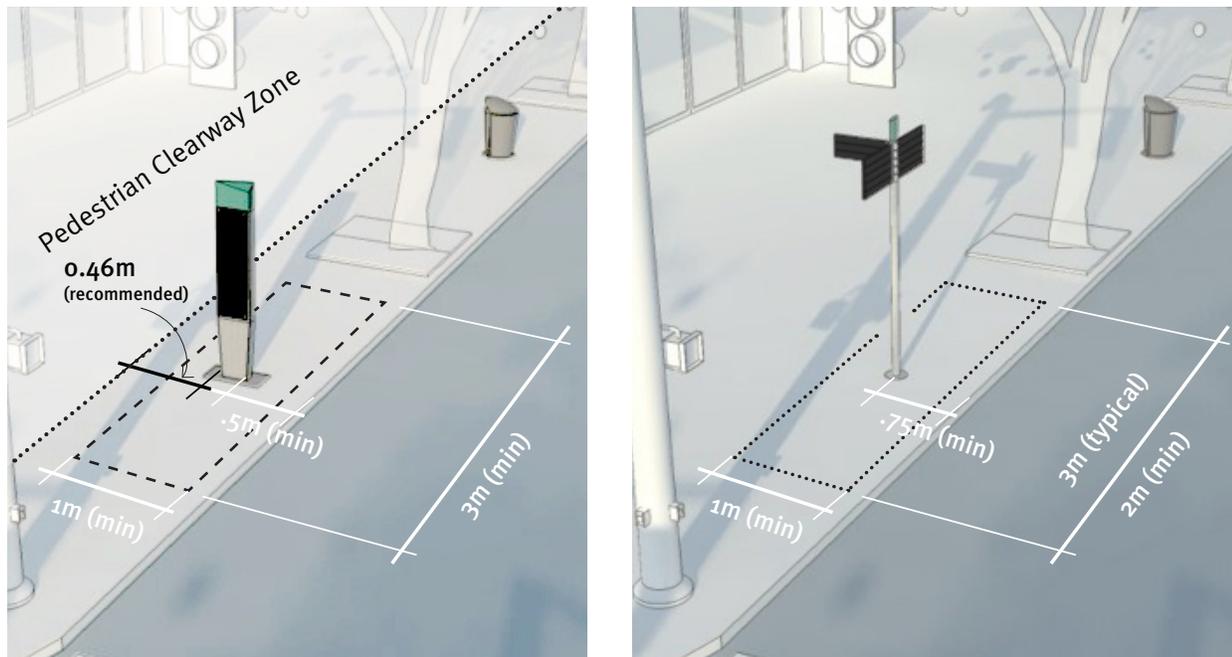


Figure 3.4b - Wayfinding User Zone

Guidelines:

- TO360 Signage is generally not permitted within the Pedestrian Clearway Zone.
- For each of the following street types, ensure that placement of the TO360 Signage does not encroach upon the following required widths of the Pedestrian Clearway Zone:
 - 2.1m width for Arterial and Collector Roads;
 - 1.8m width for all Local Roads;
 - greater widths as deemed necessary by City of Toronto Staff.
- Within the Furnishings and Plantings Zone, TO360 Signage may be placed to align parallel to the path of travel with other elements in proximity, such as:
 - an existing or planned row of street trees, or street light poles;
 - the centre or edge of a grid of pavers;
 - parking metres, bins/boxes, and other vertical streetscape elements;
 - the midpoint between the curb and the Pedestrian Clearway Zone.
- TO360 Signage should only be placed between the Pedestrian Clearway Zone and the property line or building face when no suitable locations within the Furnishing Zone are feasible.
- Provide at least 1.5 square meters of space in front of each face of a TO360 Totem Signage, as per Figure 3.3b.
- Provide at least 1 square meter of space in front of each face of the TO360 Fingerpost, as per Figure 3.3b.
- Provide at least 0.5m clear space between the curb face and a TO360 Totem, (0.75m for TO360 Fingerpost), to minimize the risk of damage from overhanging vehicles.
- A minimum offset of 0.46m is recommended between the edge of the TO360 Totem or Fingerpost and the Pedestrian Clearway Zone, as per Figure 3.4b.
- Where the posted speed limit is equal to, or greater than 60 km/hour, provide at least 0.8m clear space between the edge of the curb and the TO360 signage, to minimize the risk of damage from overhanging vehicles.

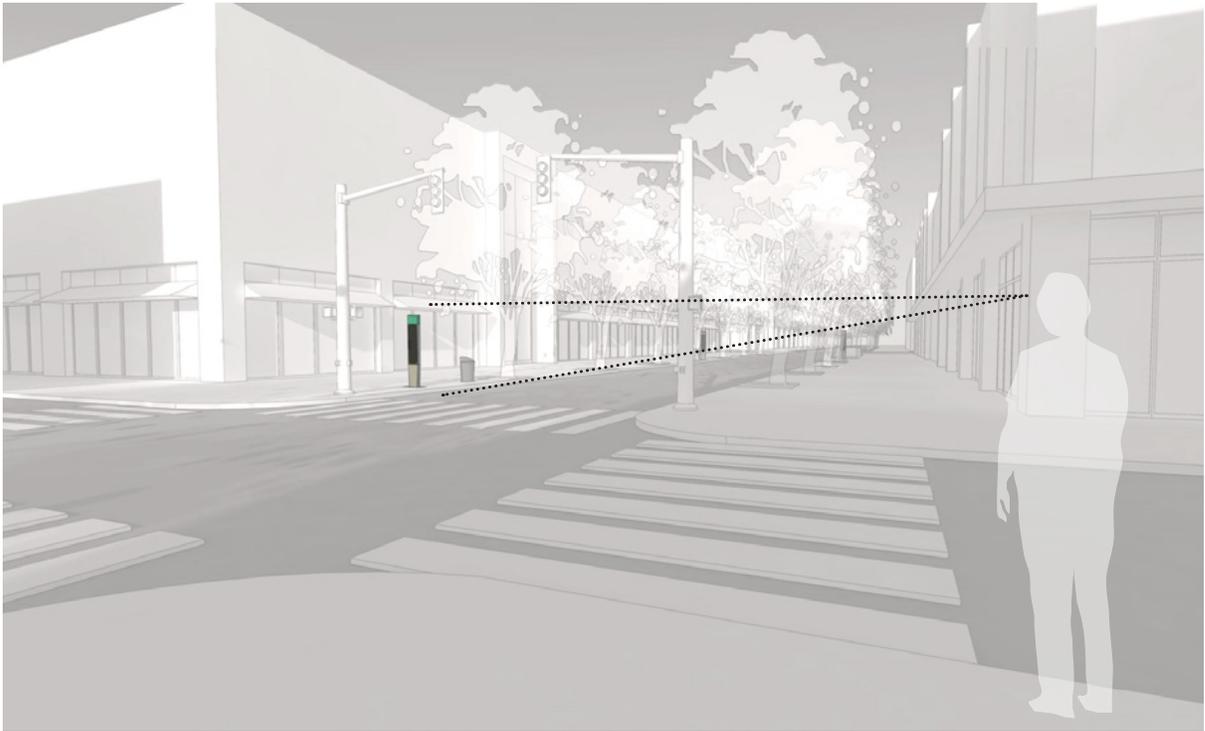


Figure 3.5a - Wayfinding Views

3.5 ELEMENT VISIBILITY IN THE URBAN ENVIRONMENT

TO360 signage elements are designed to be featured prominently in the urban environment; clearly visible to pedestrians from multiple vantage points, and from a distance. As such, they should be placed to:

- be clearly visible from pedestrian approach routes, such as sidewalks along a block, or the opposite corner of an intersection;
- avoid large structure on the streetscape, (such as transit shelters, or utility boxes).

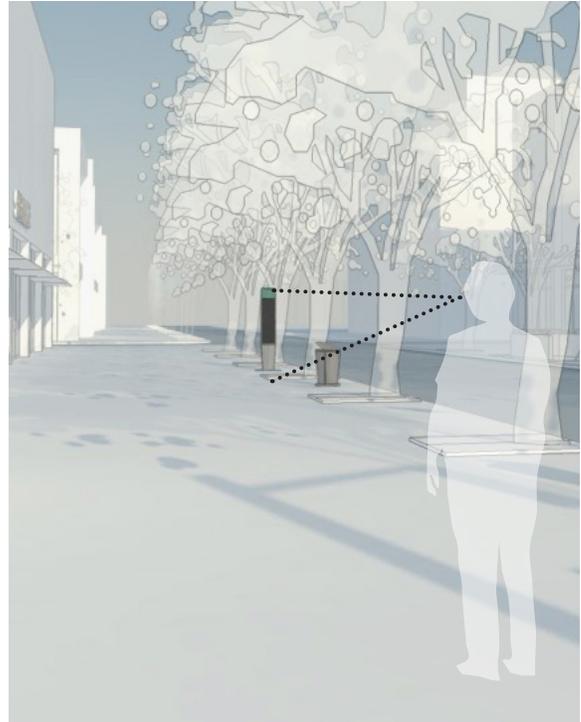


Figure 3.5b - Wayfinding View Corridors



Figure 3.6a - Lighting

3.6 LIGHTING

Guidelines:

1. Place TO360 Totem and Fingerpost Signage in the vicinity of street lights or other light sources, in a manner that maximizes the available illumination to view the signage at night.
2. TO360 Totem and Fingerpost Signage may be placed 1.5m or greater from the base of a light pole.
3. Place the Wall Mounted Map in the vicinity of building lighting, where possible.



Figure 3.6b - Lighting of wall mounted signage



Figure 3.7a - Street Tree Clearances

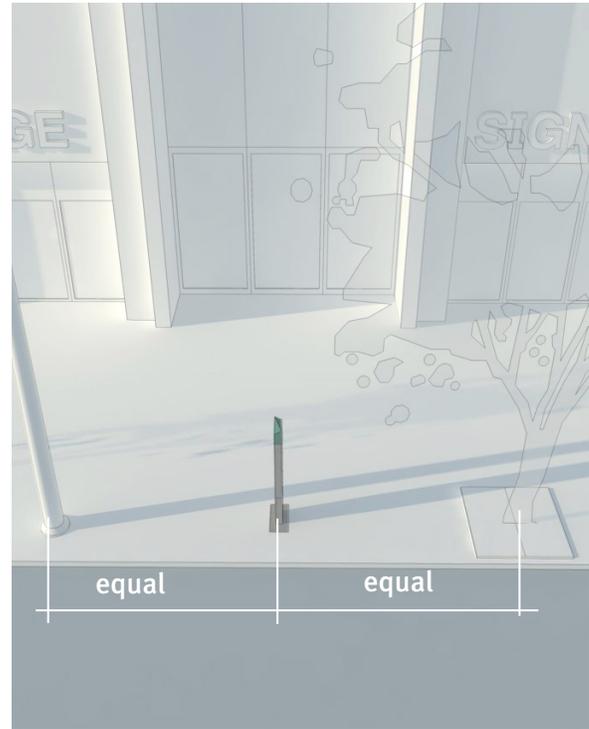


Figure 3.7b - Street Tree Clearances

3.7 STREET TREES

Guidelines:

1. Any construction activity in the vicinity of trees shall be carried out in compliance with the *Tree Protection Policy, Municipal Consent Requirements, Appendix F*.
2. Provide the greater of 2.5m clearance between the TO360 signage and the trunk of the tree, or as required by the *Tree Protection Policy, Municipal Consent Requirements, Appendix F*.
3. Place TO360 signage in alignment with adjacent street trees.
4. Where possible, place TO360 signage equidistant between streetscape elements, such as street trees, and street lighting poles. (Figure 3.7b).
5. Placement of TO360 signage on top of, or in the immediate vicinity of a street tree trench / silva cell or similar below grade structure is to be avoided, and shall be subject to review and approval by City of Toronto Forestry Services, prior to installation.

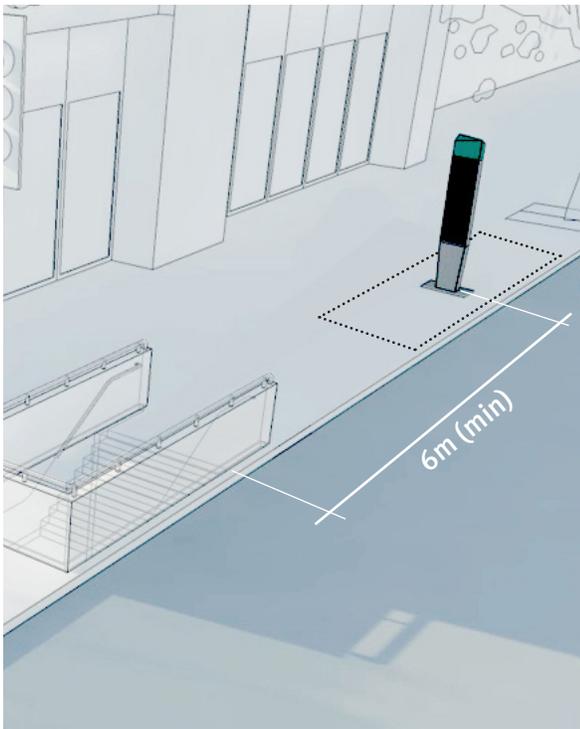


Figure 3.8 - Transit Access Stair Clearance



Figure 3.8a - Clearance to Transit Shelter

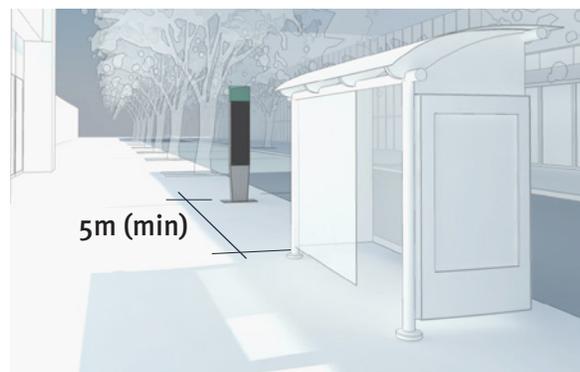


Figure 3.8b - Clearance to Transit Shelter

3.8 TRANSIT

Guidelines:

1. Place the TO360 signage such that it can be clearly seen from the access point/threshold of a transit facility, such as a stairwell, elevator, or building exit.
2. Provide adequate clearance between the TO360 signage and the top of stair landing or elevator access, (minimum of 6m) to facilitate unimpeded pedestrian movement.
3. Where a TO360 Totem is to be placed in the vicinity of a transit stop, locate the signage such that it:
 - does not interfere with boarding, disembarking or queuing of passengers;
 - does not block the view of an approaching transit vehicle.
4. Setback from a transit shelter or pole with ads shall be a minimum of 5m. (Figure 3.8b).
5. Prior to installation, coordinate the staging of construction with the Toronto Transit Commission, with particular attention to loading and unloading areas for persons with disabilities.

3.9 HERITAGE & ARCHEOLOGY

In order to mitigate the possibility of negatively impacting properties on the Heritage Register, and/or archeological resources, the City of Toronto requires that any construction associated with streetscape furnishings be reviewed, with particular attention to below grade cutting and construction.

Guidelines:

1. Whenever possible, avoid placing TO360 signage in the vicinity of properties on the Heritage Register.
2. Prior to initiating any construction works on site, consult with City of Toronto Planning - Heritage Preservation Services as required, to determine if the TO360 signage or its foundations may impact archeological resources, or heritage buildings, structures or landscapes in the vicinity.

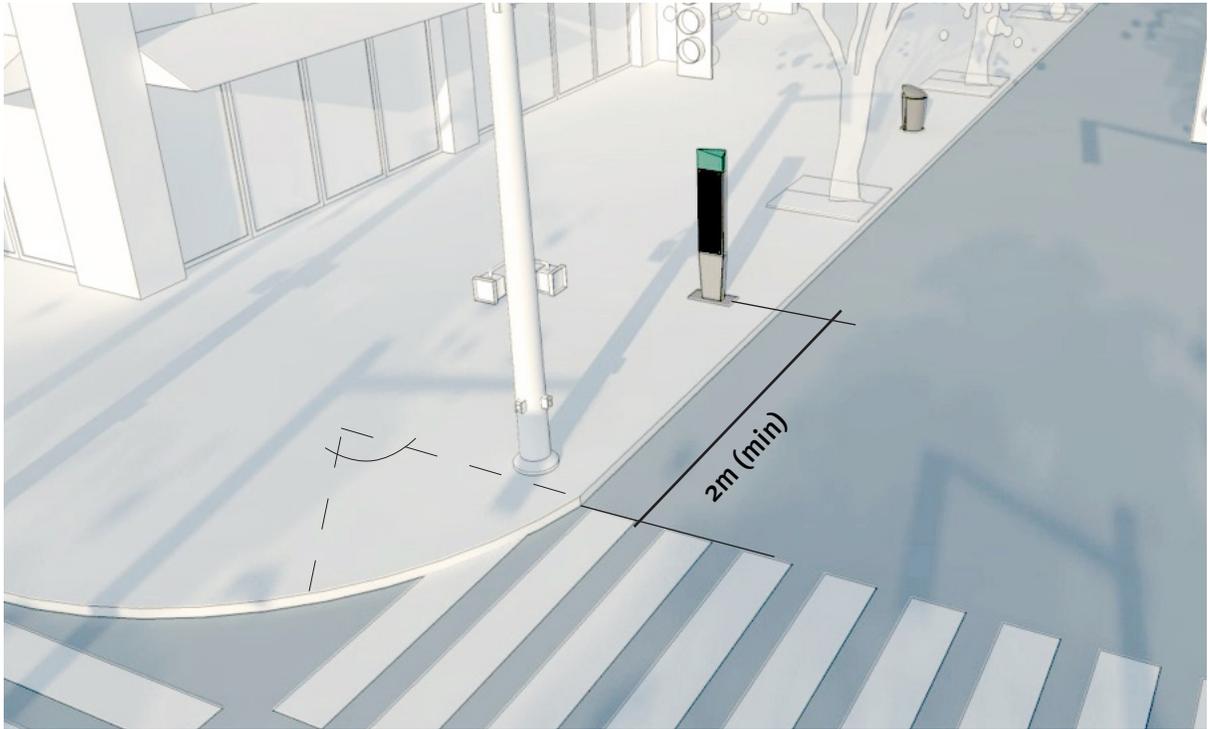


Figure 3.10 - Intersection clearance

3.10 INTERSECTIONS, DRIVEWAYS & CROSSINGS

Guidelines:

1. When locating a TO360 signage in the vicinity of an intersection, place it such that it can be clearly viewed by pedestrians from other corners of the intersection. Refer to Figure 3.10.
2. Place the TO360 signage such that it maintains:
 - 2m minimum clearance from the end of the corner radius of an intersection, as per Figure 3.10;
 - 2m minimum clearance from the curb cut or end of the corner radius of a driveway;
 - 2m minimum clearance from the curb cut in the sidewalk, for instance at a pedestrian crossing.

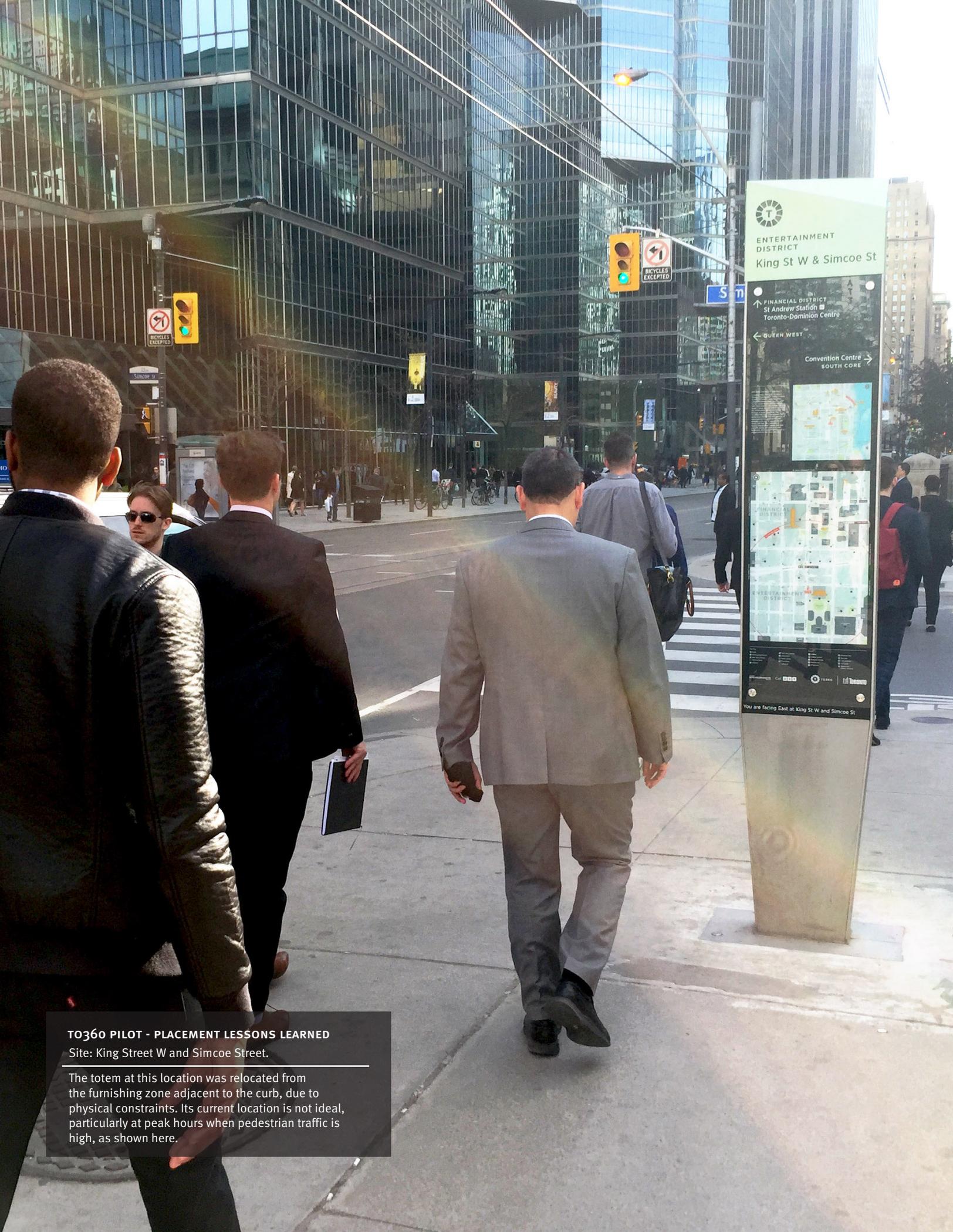


Figure 3.11 - Wall mounted Signage, with weather protection.

3.11 WALL MOUNTED TO600 AND TO1200 SIGNAGE ELEMENT

Guidelines:

1. Place the Wall Mounted Maps 0.9m above the ground, on an exterior or interior building wall.
2. Where possible, place the Wall Mounted Map in a manner so that it is illuminated by surrounding lights, from the building and/or streetlights.
3. Provide a 1.5m by 2m clear 'user' space in front of the sign, without encroaching on the Pedestrian Clearway.
4. Where available, locate the sign under the cover of weather protection, such as an awning or building overhang.
5. Ensure at least 0.5m clear wall space from other objects surrounding the Wall Mounted Map.
6. Place the Wall Mounted Map in the vicinity of an entrance to the key destination, without impeding pedestrian access or movement.



TO360 PILOT - PLACEMENT LESSONS LEARNED

Site: King Street W and Simcoe Street.

The totem at this location was relocated from the furnishing zone adjacent to the curb, due to physical constraints. Its current location is not ideal, particularly at peak hours when pedestrian traffic is high, as shown here.

4. Detailed Placement Tactics

The following process is intended to illustrate strategies to support successful placement of the TO360 signage(s), in accordance with the Placement Guidelines outlined in Section 3 of this document.

4.1 REVIEW PREFERRED LOCATION(S)

1. Based on a review of the TO360 Wayfinding Location Planning Document and / or consultation with TO360 City Staff, determine:
 - **The TO360 Signage type(s)** to be used at this area
 - **The location(s) where the signage should be placed**, based on a review of the pedestrian decision points in the area. For instance, such locations may include one or more accesses to a transit facility, one or more corners of an intersection, or a fork in the path

4.2 REVIEW PLACEMENT GUIDELINES:

1. Review Section 3 of this document to assess the required clearances and other guidelines to place the TO360 Signage(s) at the desired location(s).

Detailed Placement Methodology >>>

1 Review preferred location	2 Review detailed placement guidelines	3 Undertake site analysis	4 Assess options to relocate	5 Assess alternate signage elements	6 Sign-off & installation
Review location according to the TO360 Location Plan.	Comply with applicable guidelines and reference standards to place the TO360 signage element.	Review applicable site constraints and conditions.	If required, assess options to relocate physical constraints and/or the TO360 Signage element.	If required, assess options to install an alternate TO360 Signage element.	

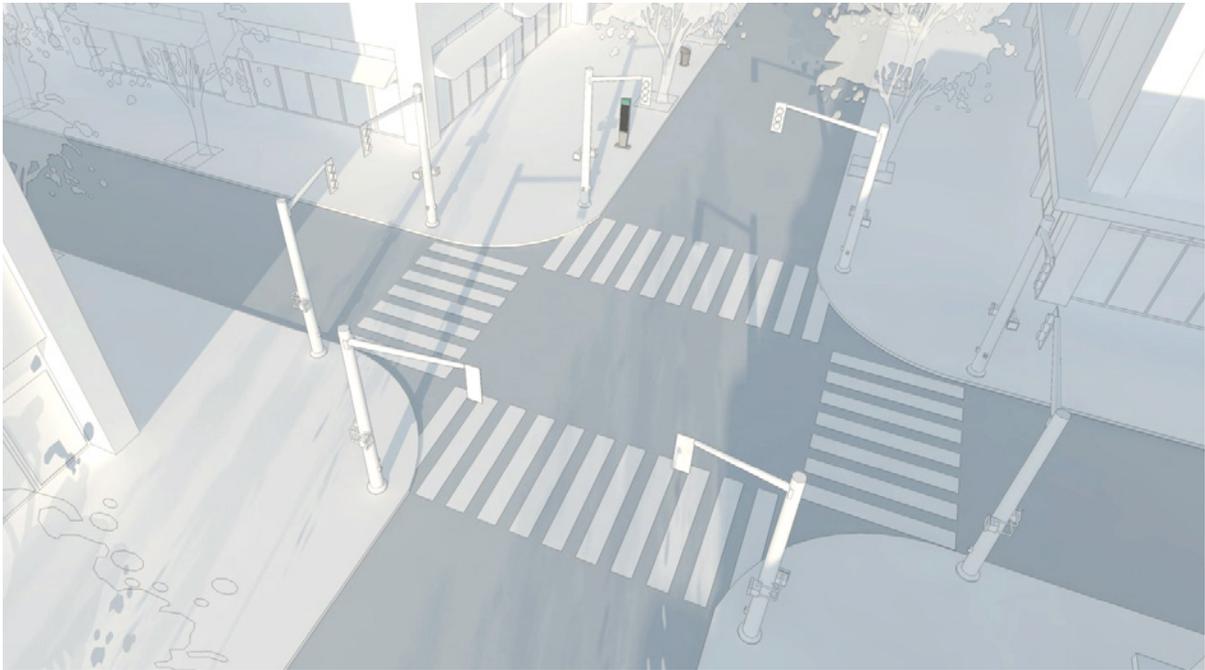


Figure 4.1 - Intersection clearance

4.3 SITE ANALYSIS:

Apply the steps noted in the process below, to identify all potential site specific conditions and constraints that may impact placement of the TO360 Signage.

1. Where the proposed location is on private property:

- Ensure that an agreement has been made with the property owner to locate the TO360 signage on their lands.
- #### 2. Review the physical conditions on site to identify constraints that may prevent locating the TO360 signage in compliance with the Placement Guidelines in Section 3 of this document. For instance:
- Utilities Locate Report: Request and review to determine any potential constraints in the vicinity of the proposed location.
 - Steep Slope: Assess whether the slope at the desired location exceeds the tolerances indicated by the specifications for the installation of the TO360 signage foundation.

- Structural Foundation Tolerances: Comply with required tolerances, as documented by TO360 Signage Element Foundation Construction documentation.
- Below Grade Utilities and Structures: Assess whether placement of the TO360 signage foundation to the required depth may be impacted by below grade utilities or structures.
- Archeological and/or Heritage: Assess whether the proposed location may negatively impact a heritage building, structure, landscape and/or archeological artifact(s).
- Streetscape furnishings, and/or elements: Assess whether placement may prevent compliance with required clearances.
- Lighting: Assess whether the proposed location is adequately illuminated to support viewing of the TO360 signage at night.

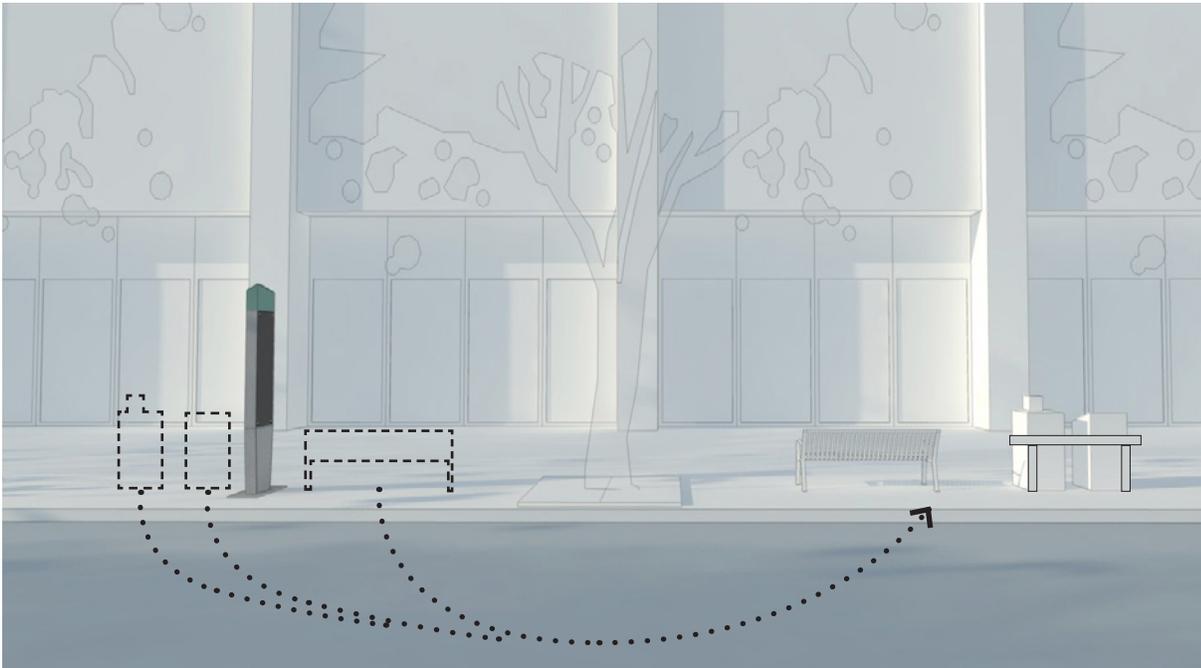


Figure 4.2 - Relocate Streetscape Furnishings

4.4 ASSESS IF THE PHYSICAL CONSTRAINT(S) CAN BE REMOVED OR RELOCATED:

Apply one or more of the strategies below, where applicable, to remove or relocate constraints so the TO360 signage may be located where intended. In particular, the TO360 signage should take priority in terms of placement, relative to many other streetscape furnishings, as its function is directly tied to being clearly visible by pedestrians at key locations.

1. Below grade infrastructure (i.e. conduit, pipes, etc.) Where the infrastructure is privately owned, consult with the property owner to confirm the status of the infrastructure and whether it can be removed (i.e. heat trace pipes, etc.).

2. Existing streetscape furnishings: request permission from the City of Toronto to relocate existing streetscape furnishings, to ensure sufficient clearance to place the TO360 signage. For instance, such elements that are suitable for re-location may include, but not be limited to:

- waste receptacle
- Info Pillar
- bench
- bicycle ring
- postering column
- newspaper corral

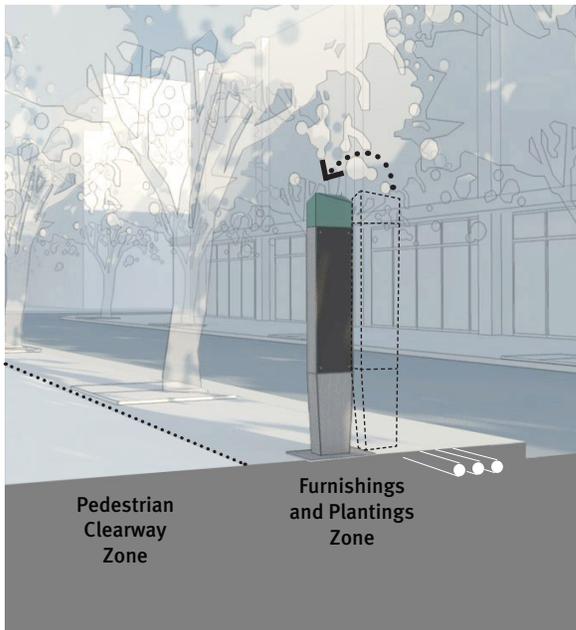


Figure 4.3 - Select an alternate location for the TO360 Signage perpendicular to the curb

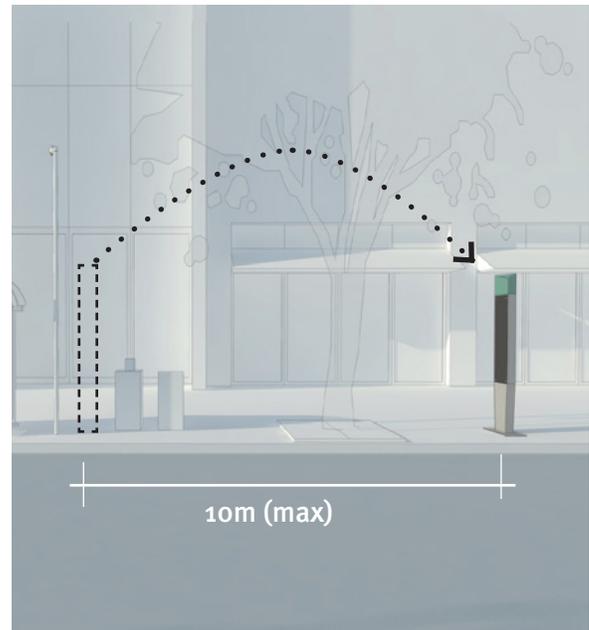


Figure 4.4a - Select an alternate location for the TO360 Totem parallel to the curb.

4.5 FIND AN ALTERNATE LOCATION FOR THE TO360 SIGNAGE ELEMENT:

In situations where identified physical constraints cannot be removed, or relocated, (such as below grade structures, or utilities), apply one or more of the strategies below to locate the TO360 signage elsewhere within the vicinity, in a manner that:

- Avoids the physical constraint(s)
- Is still visible by pedestrians from the intended location or decision-point
- Is not obstructed by other objects, when viewed from pedestrian approach routes
- Complies with the requirements outlined in Section 3 of this document

1. From the curb - adjust the position of the TO360 signage in a manner that:

- Comply with structural foundation requirements
- Maintain a 0.5m clearance between the edge of the TO360 Totem (1m for TO360 Fingerpost) and the face of the curb or Pedestrian Clearway Zone

2. Along the curb

- Move the TO360 Totem within 10 meters of the original location, while ensuring it is not obstructed from view along key pedestrian approach routes
- Move the TO360 Fingerpost within 3 meters of the original location

To avoid a cluster of immovable streetscape elements at the desired location, relocate the TO360 signage such that it is still in the immediate vicinity, and clearly visible from the intended decision-point, as well as from pedestrian approach routes, as shown in the illustrations.

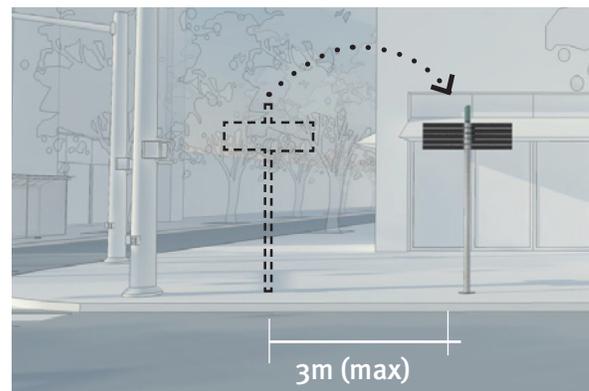


Figure 4.4b - Select an alternate location for the TO360 Fingerpost parallel to the curb.

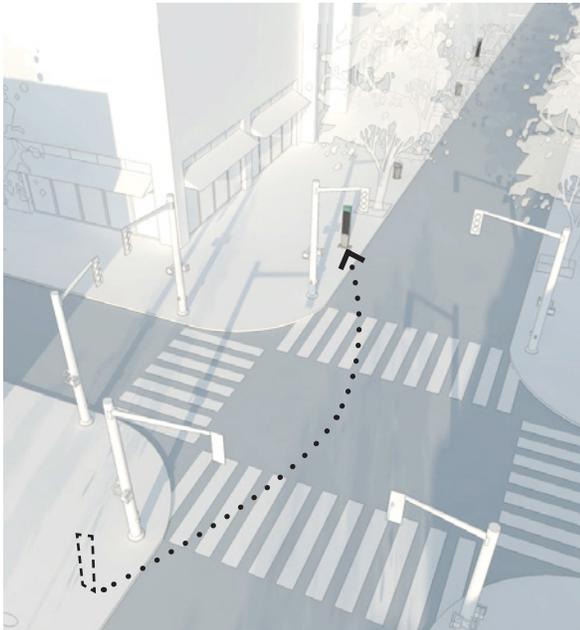


Figure 4.5 - Select an alternate corner of the same intersection for the TO360 Signage.

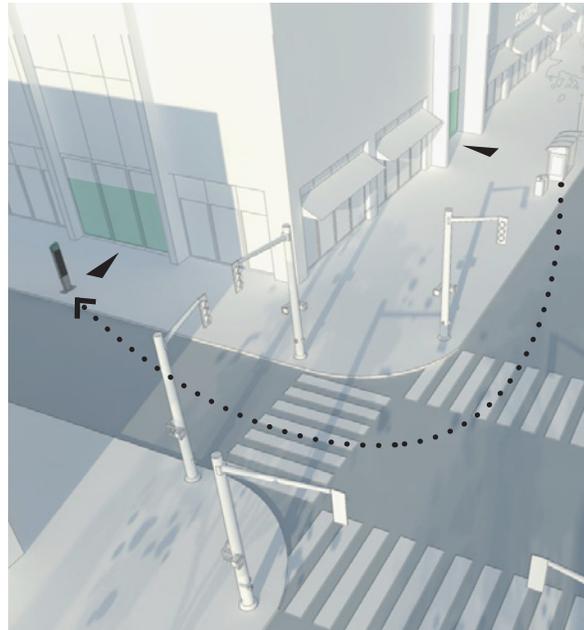


Figure 4.6 - Select an alternate entrance/access to the same destination (i.e. transit facility) for the TO360 signage.

3. Assess placement of the TO360 signage at an alternate corner of the same intersection:

- Within one directional crossing of the original location
- in a manner that is clearly visible by pedestrians from all corners of the intersection
- In a manner that does not obstruct driver, or pedestrian sight lines

Illustrative scenario (Figure 4.5): Where below grade utilities prevent locating the TO360 signage at one corner, choose an alternate corner, that is free of constraints.

4. Select an alternate entrance to the destination (i.e. Transit Facility):

- Where the TO360 signage is intended to be placed adjacent to the primary entrance to a transit facility, or other destination, and where it is not possible to do so, locate the signage at an alternate entrance to the same facility; and
- Ensure the TO360 signage is clearly visible by pedestrians exiting the destination or transit facility

4.6 SELECT AN ALTERNATE TO360 SIGNAGE ELEMENT TYPE:

In situations where it is not possible to place the preferred TO360 signage at the desired location, and where all other tactics discussed in Section 4 have been tested unsuccessfully, assess placement of an alternate TO360 signage element. Apply this approach in coordination with the TO360 Location Planning policies and/or staff person(s). For instance:

- Place a Fingerpost instead of a Totem when a smaller foundation is required to mitigate constraints -only where fingerpost functions appropriately
- When a Fingerpost cannot be located where desired, and where alternate locations would impact the accuracy or use of its directional signage, place a Totem element instead. For instance, where the fingerpost cannot be placed to align with a pedestrian route towards the destination indicated on the sign

4.7 CONSULT WITH THE TO360 LOCATION PLANNING DOCUMENT AND/OR CITY STAFF

If none of the strategies outlined above is successful, consult with the TO360 Location Planning policies and/or staff person(s) to identify another suitable location for the signage element.

Definitions

ADVERTISING: Any board, notice, structure, banner or other similar device used for the purposes of soliciting sales, provision of services or notifying people where goods or services may be obtained.

AWNING: A removable or retractable unenclosed temporary structure, that is affixed to the adjacent building, that protects pedestrians from inclement weather.

CANOPY: A fixed overhang built over the entrance to a building, or along the frontage of a building, that protects pedestrians from inclement weather.

EDGE ZONE: This zone is located immediately back of curb, providing clearance between the travelled portion of the road or parked vehicles and the other sidewalk/boulevard functions. This area provides a safety buffer against door swings, mirrors, etc.

FRONTAGE ZONE: This zone forms part of the sidewalk within the public right-of-way, and is not always present, particularly in instances where the building is set back from the property line. It is designed to provide space to address items such as: door swings, A frame signs, and gas meters.

FURNISHING AND PLANTING ZONE: This zone is typically located adjacent to the Edge Zone and the pedestrian clearway. In most circumstances, TO360 Wayfinding signage should be placed in this zone. Other elements that are typically accommodated here include: lighting, benches, newspaper kiosks, utility poles, trees, bicycle parking, and sidewalk café seating.

HERITAGE PROPERTY: A property identified as having cultural heritage value or interest and included on the City of Toronto Heritage Register.

HERITAGE REGISTER: A list of all the properties in the City designated by municipal by-law under Part IV or Part V of the Ontario Heritage Act. In addition, the register contains properties that are “listed” which have not yet been designated under Part IV or Part V of the Ontario Heritage Act, but that City Council believes to be of cultural heritage value or interest.

PARKING AND CURB LANE ZONE: This zone includes the adjacent area of road. Functions and elements that are typically accommodated here include: street parking; transit stops, taxi and vehicular loading, and travel lanes for vehicles and cyclists.

PEDESTRIAN CLEARWAY ZONE: The pedestrian clearway is typically located between the Furnishing Zone and Frontage Zone. It contains a pedestrian sidewalk, which varies in width, according to the street type, pedestrian volume and other site specific conditions. A primary function of this zone is to facilitate clear, safe, and comfortable pedestrian movement, unimpeded by obstacles. As such, TO360 signage should not be placed here.

TO360 LOCATION PLAN: Identifies the approach, strategy and desired locations for TO360 signage elements across the City of Toronto. For instance, addressing the location, and number of elements to be placed.

TO360 WAYFINDING SYSTEM: A set of wayfinding signage elements, installed in the urban realm, and intended to work together with other elements to assist people to navigate the City of Toronto, orient themselves, and encourage exploration, and discovery.

TO360 SIGNAGE ELEMENTS: A set of 4 types of wayfinding elements, designed to support wayfinding to suit a variety of urban conditions. These types include: a wide signage totem; narrow signage totem; fingerpost; and wall mounted map.

**For further information
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