City of Toronto Parks & Trails
Wayfinding Strategy
Phase Two

Toronto Parks & Trails Wayfinding Strategy

Stakeholder meeting #3
Wednesday June 17, 2015

Welcome, Introductions and Agenda
Agenda

1 Welcome, Introductions, and Agenda

2 Update and recap

3 What we learnt - Second round feedback

4 System graphics concept (proposed)

5 Mapping concept (proposed)

6 Signage concept (proposed)

7 Wrap up and next steps

Welcome, Introductions, and Agenda
Today's Event

What's this session about?

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

Why are we here?

This is our opportunity to share the development of the design concept with the Advisory committee before moving into the next stage of the project.

What's the aim?

To listen to your thoughts and feedback on the proposed sign family and map design concepts for the Parks & Trails wayfinding system.

2 Update and recap

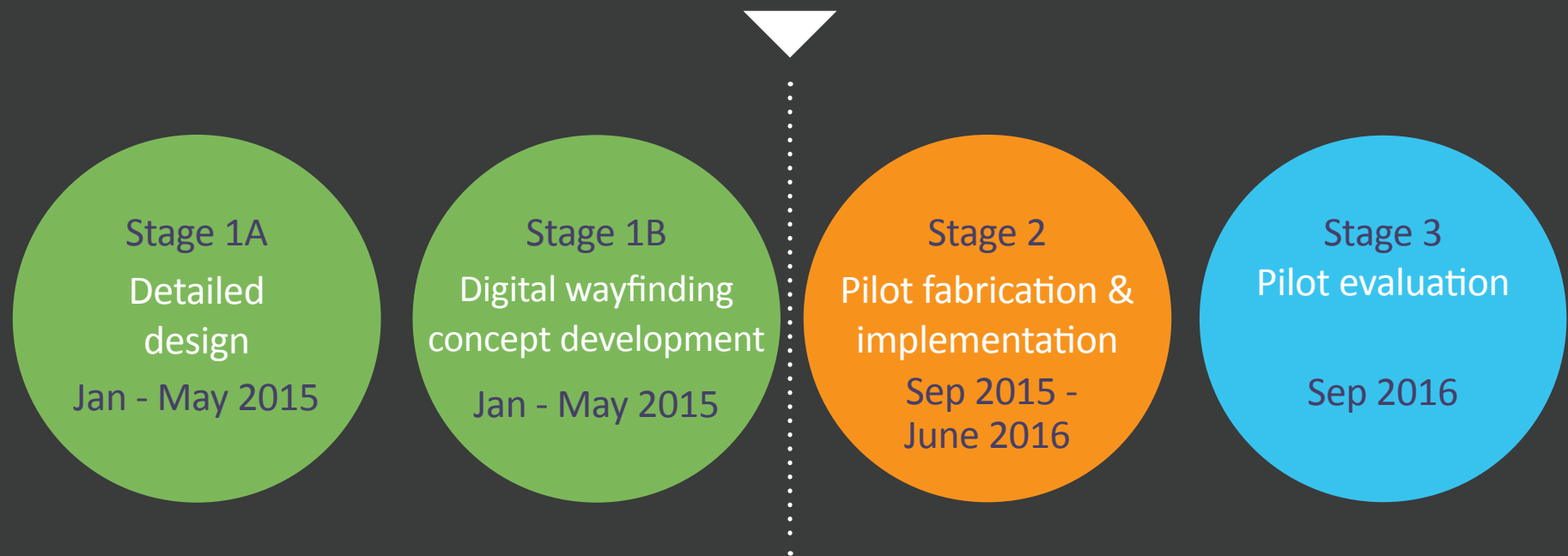## Update and recap
Project scope

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 update and recap
Key milestones

Stage 1A
Detailed design
Jan - May 2015

Stage 1B
Digital wayfinding concept development
Jan - May 2015

Stage 2
Pilot fabrication & implementation
Sep 2015 - June 2016

Stage 3
Pilot evaluation

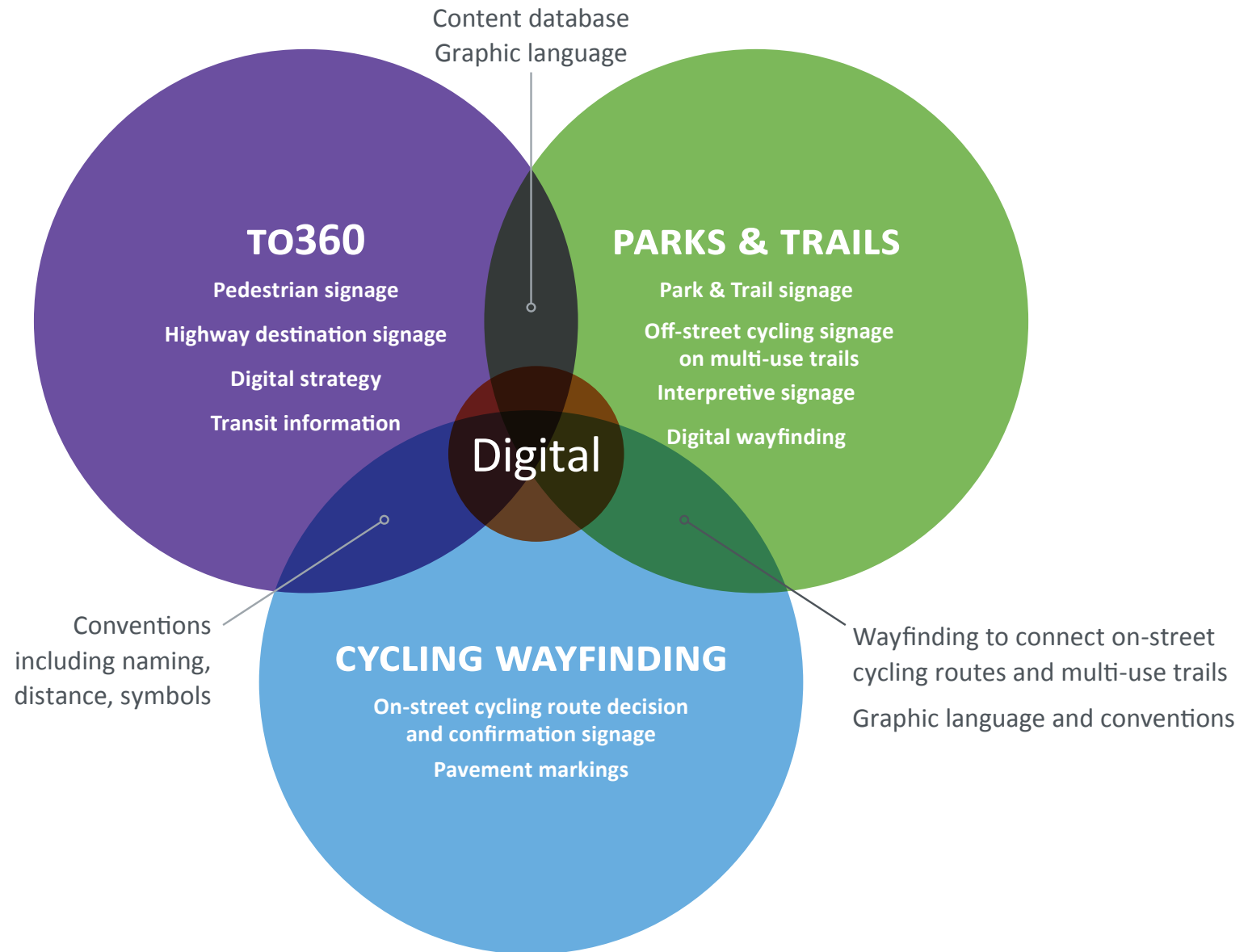Sep 2016

Phase two update and recap
Strategic Objectives

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

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

Phase Two update and recap
Project overlaps

Content database
Graphic language

TO360
Pedestrian signage
Highway destination signage
Digital strategy
Transit information

PARKS & TRAILS
Park & Trail signage
Off-street cycling signage on multi-use trails
Interpretive signage
Digital wayfinding

Digital

CYCLING WAYFINDING
On-street cycling route decision and confirmation signage
Pavement markings

Conventions including naming, distance, symbols

Wayfinding to connect on-street cycling routes and multi-use trails

Graphic language and conventions

3 What we learnt - Second round feedback

What we learnt - Second round feedback
Stakeholder and public feedback March 2015

Who we receivd feedback from:

- Advisory committee (30th March)
- Wayfinding stakeholder group (1st April)
- Digital stakeholder group (1st April)
- Online survey (Thursday, April 9 to Thursday, April 23)

We also had a temporary exhibition of the project boards at the Evergreen Brickworks for the duration of the online survey.

What we learnt - second round feedback
Stakeholder and public feedback March 2015

These key messages reflect common themes that emerged in discussions.

- Positive feedback was evenly split between Concept B and C
- Use of natural materials in some of the sign designs
  is welcomed
- Interpretive information and information about municipal
  addresses is very important
- Further explanation is required to show the designs
  consider accessibility
- The solution needs to be cost effective and easy to
  update on-site
- The wayfinding identifier icon needs further consideration
  beyond this project

What we learnt - second round feedback
Stakeholder and public feedback March 2015

Likes:

- Respondents liked the simplicity of the concept
- Clean, flexible, and durable
- Cost-effective design
- Timber on the design would age gracefully

Concerns:

- Low colour contrast
- Bland and generic
- Poor integration with the City's TO360 pedestrian wayfinding system

Overall:

- Respondents were split about how well concept A would fit in Toronto's parks, trails, and ravines

Concept A

What we learnt - second round feedback
Stakeholder and public feedback March 2015

Likes:

- Respondents liked the colour, texture, and shape
- Authoritative, solid, and classy
- Contrast on the sign
- Interchangeable panels

Concerns:

- Interchangeable panels might be easily stolen
- Bottom of signs might be hidden in deep snow or thick growth

Overall:

- Many respondents said concept B would fit very well in Toronto's parks

Concept B

What we learnt - second round feedback

Stakeholder and public feedback March 2015

Likes:

- Respondents liked the distinctiveness
- Stylish, modern, solid, and identifiable
- Many liked the high contrast on the sign

Concerns:

- Feeling that the sign was "too urban"
- May not integrate well with or even disrupt its surroundings

Overall:

- Several respondents felt that concept C would look more appropriate in an airport than a park, and many said it would not be appropriate for parks and trails.

Concept C

4 System graphics

System graphics
Combining our findings

Baseline option B
- Authoritative, solid, and classy
- Liked the contrast on the sign
- Interchangeable panels
- But... some felt grey was "boring"

+

Positives from option C:
- Bold, stylish, modern, and distinctive
- Diversity of options
- High contrast on the sign, use of yellow, and consistency with TO360

System graphics
Wayfinding concept

Parks

Trails

It's about the destination

Organic navigation:
in, around and out

Integrated with the city,
defined by neighbourhoods

Exploration/experience

It's about the connections

Linear navigation:
in, along and out

Often disconnected from the
city with limited entry points
interrupted links

Purposeful

Wayfinding concept

Parks

Trails

One interconnected Parks & Trails system

▼

One wayfinding system but with distinct functions and priorities, underpinned by a modular family of signs adaptable to a variety of needs.

System graphics
Wayfinding concept

Parks

Green

Green spaces = city assets

System remains green
throughout the year

Recreation and community:
rest, play, explore

Trails

Orange

Orange = active

High contrast and distinctive
throughout the year

Movement:
walk, jog, cycle, skate

System graphics
Consistency with TO360

Integration of graphic elements
include (where applicable):

- Font (Gotham Narrow)
- Dual naming hierarchy
  (area name > place name)
- City of Toronto standard symbols
  for services and facilities
- Depiction of transit services
- Mapping conventions
- Accessibility symbol

Consistent naming conventions
at destination, place and area/
neighbourhood level is a must.

System graphics
Symbols

Park feature symbols to include:
- Dog areas
- Facilities: washrooms, changing rooms, picnic areas
- Sports facilities
- Accessible facilities

Trail users:
- Walk/cycle: recreational multi-use trails
- Mountain bike
- Roller skate
- Buggies

System graphics
Trail identification

Branded trail symbols include:
- Discovery Walk
- Pan Am Path
- Waterfront Trail
- Trans Canadian Trail
- ...

System graphics
Park-by-Laws, Etiquette

Parks

- Municipal Code Chapter 548 & 608
- Pick up after your pet
- Keep your dog on a leash
- Put litter in its place
- No Smoking

Park Rules

Municipal Code Chapter 548 & 608

Keep your dog on a leash | Smoking is prohibited | Pick up after your pet | Put litter in the garbage

Trails

- Share our trails and respect other trail users
- Protect and preserve our parks
- Travel safely, stay alert and yield to slower trail users
- Dogs must be kept under control at all times
- All trail users should stay to the right, except to pass on the left
- Stop only where there is space to get off the trail
- Use extra caution where trails intersect or cross streets

System graphics
Emergency

Aligned to Parks Wayfinding for
Emergency Services Project, includes:

- Park Location Point (PLP)
- Emergency: Dial 911

Emergency: **Location:** **8888**
Dial 911

5 Mapping concept
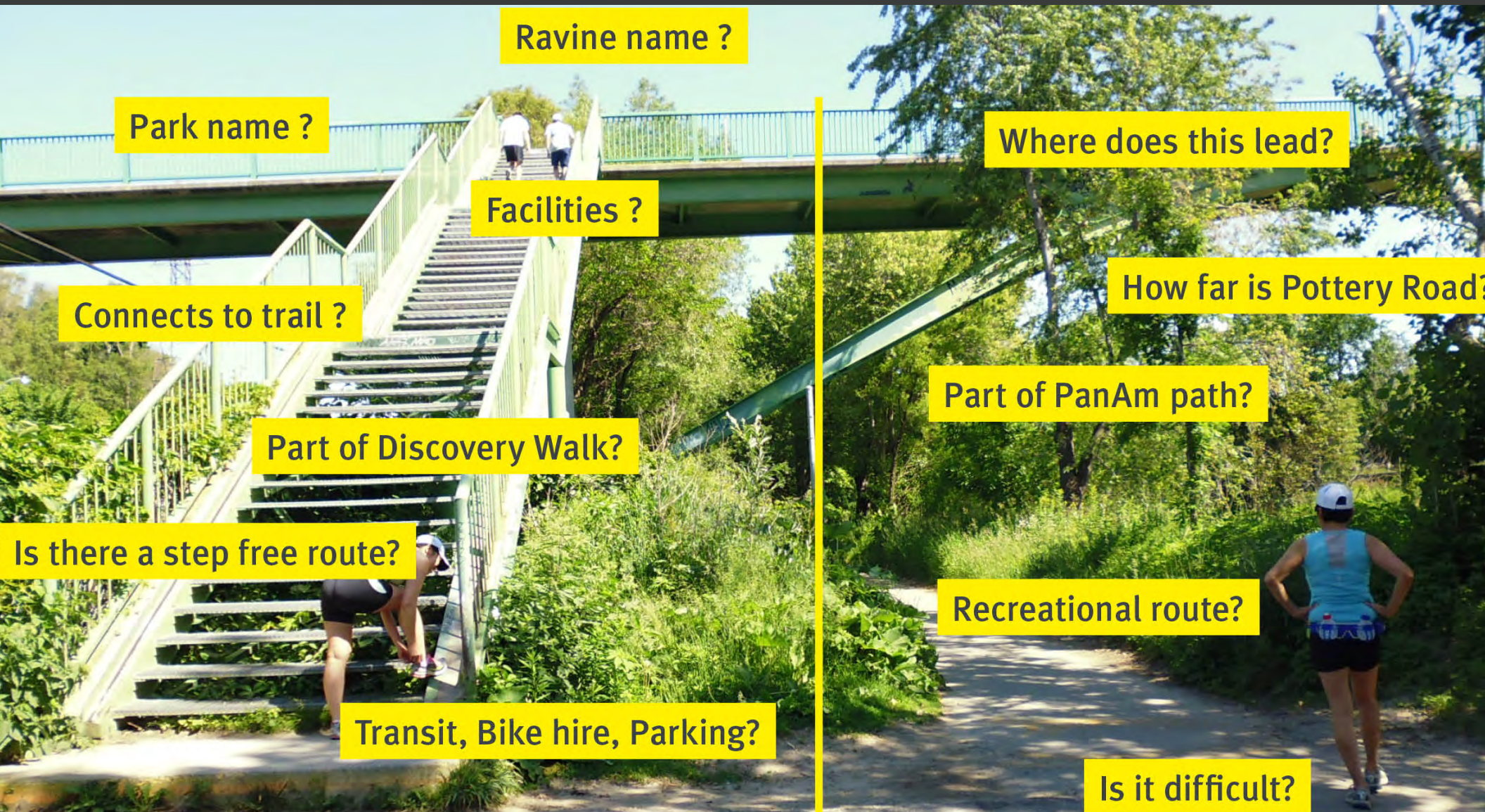
Mapping concept
Approach

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 concept
Approach

Opportunities

- Prioritize green spaces
- Simplify urban context
- Retain main destinations and landmarks
- Retain key transit links
- Increase visibility and legibility of graphic elements

TO360 database currently only covers a small portion of Toronto (less than 1%). Multi-agency collaboration would support system expansion and enable cost-savings.

St James Park
Simplified TO360 map base

Mapping concept
Approach

Fill the gaps

- Park amenities: washrooms, sport facilities
- Natural features: gardens, water features, woodland
- Access/terrain features (steps, ramps, bridges)
- Trails: Multi-use recreational trails, national/provincial trails, Discovery Walks
- Sub-area naming and identification (paths, dog areas, gardens, ESA's)

St James Park
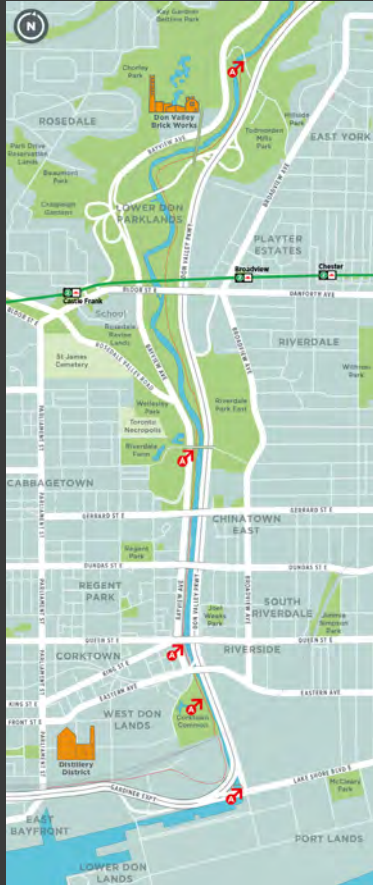P&T example

Mapping concept
Approach

Riverdale East and West Parks
Aerial view (Google)

Riverdale East and West Parks
P&T example

Mapping concept
Approach
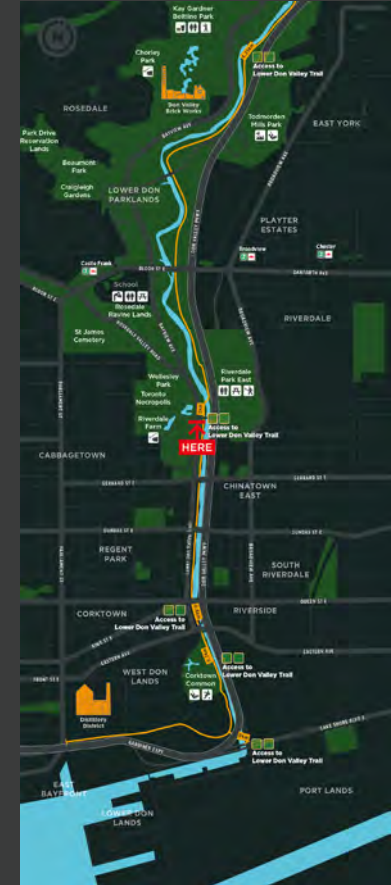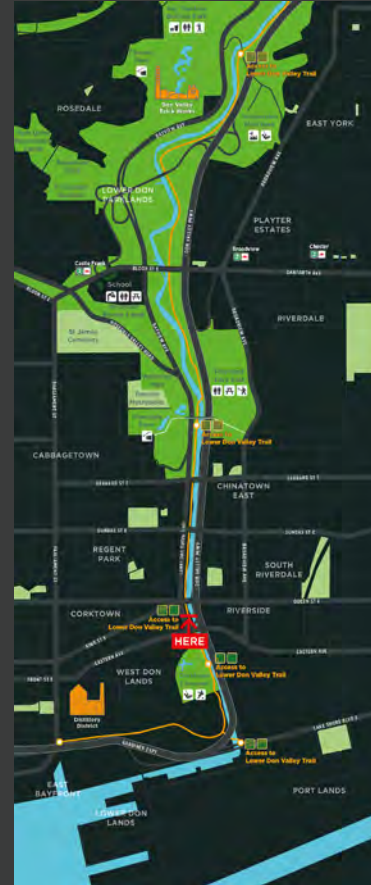
6 Proposed signage concept

Signage concepts
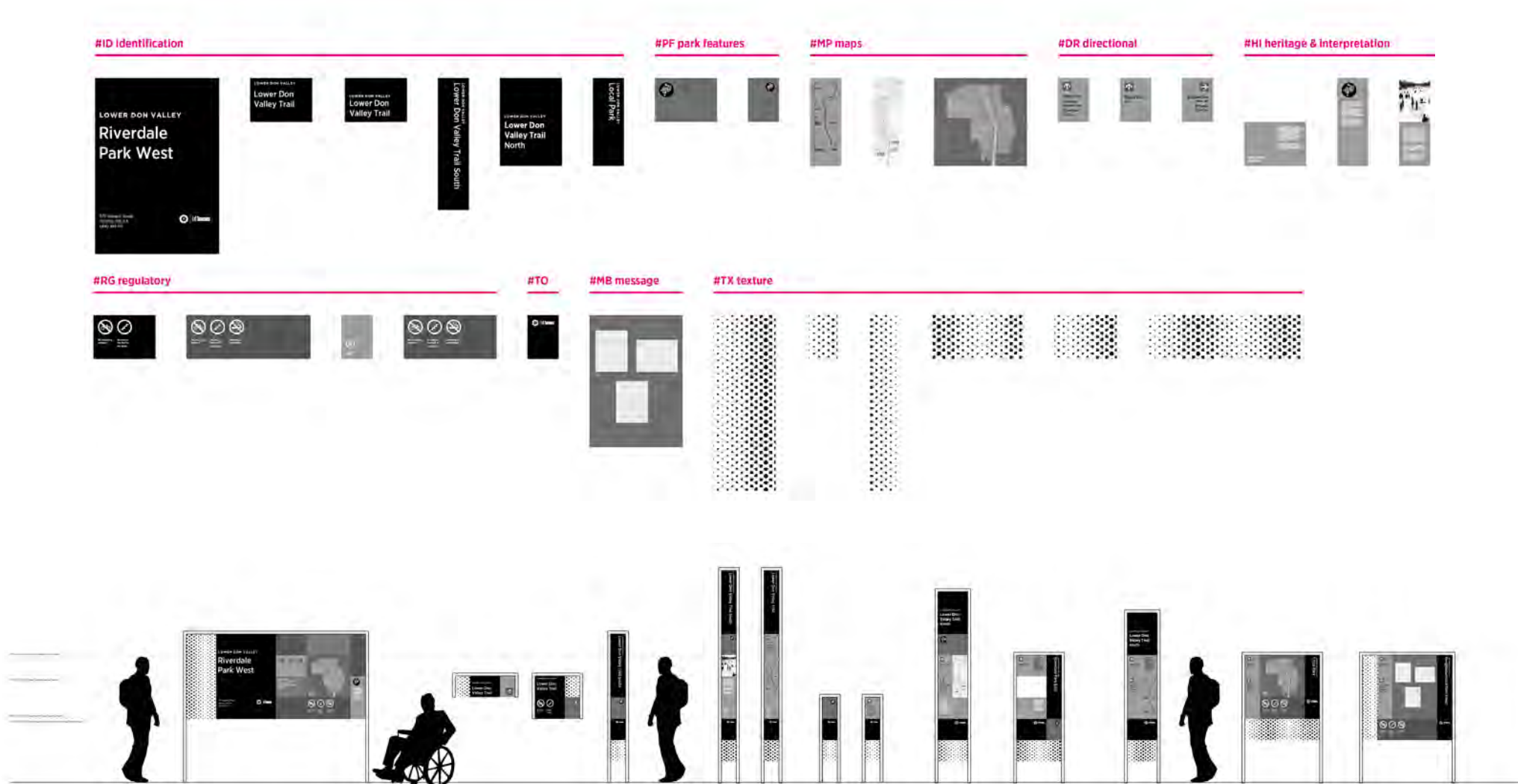## System Components

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
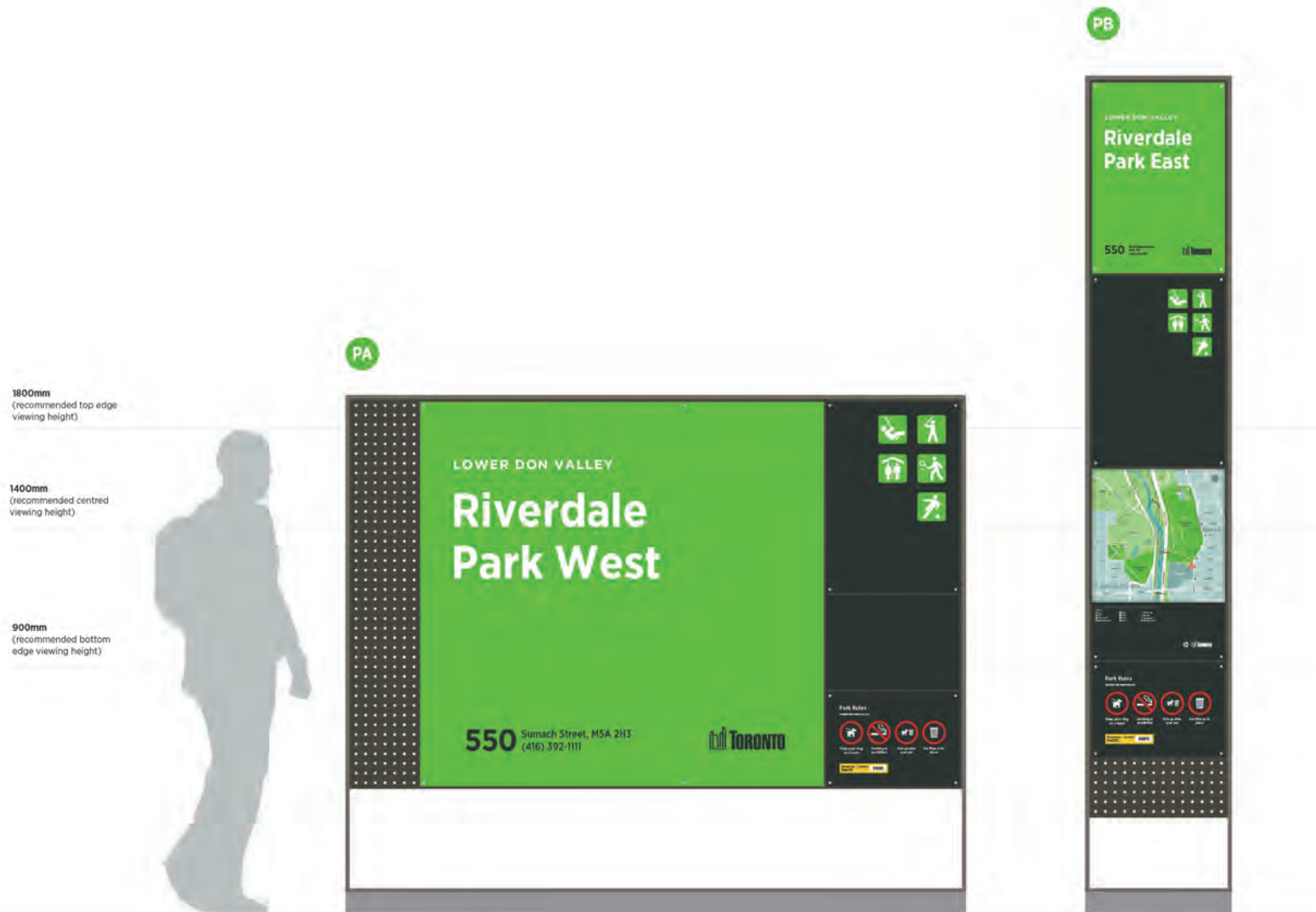- Park Hubs
- Facilities
- Trail Marker
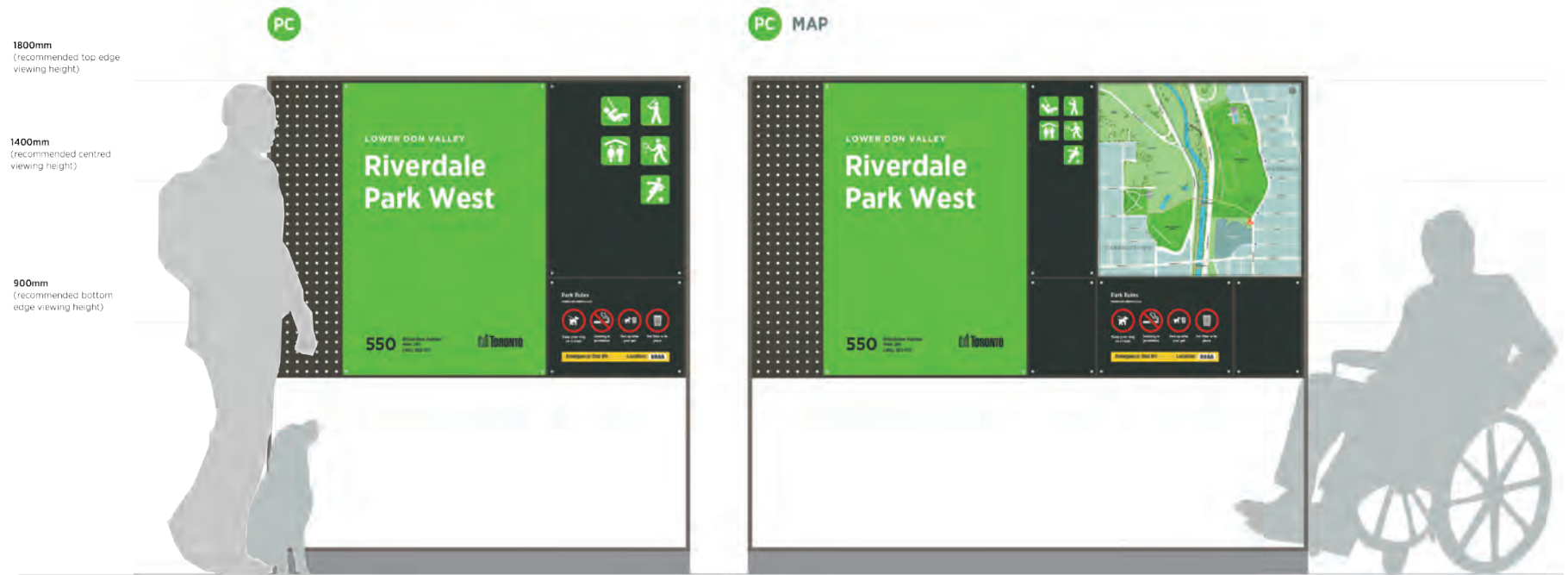- Interpretation

Signage concepts
Modularity

1800mm
(recommended top edge
viewing height)

1400mm
(recommended centred
viewing height)

900mm
(recommended bottom
edge viewing height)

Signage concepts
Product design

Product design
Gateway

Product design
Gateway

Product design
Trail Markers

LOWER DON VALLEY
Lower Don Valley Trail South

↑
Queen St 2km
Corktown
Common 3km
Waterfront
Trail 4km

→
Riverdale Park
West 2km
Riverdale Farm
3km
Castle Frank
Station 4km

Km 8

↑
Queen St 2km
Corktown
Common 3km
Waterfront
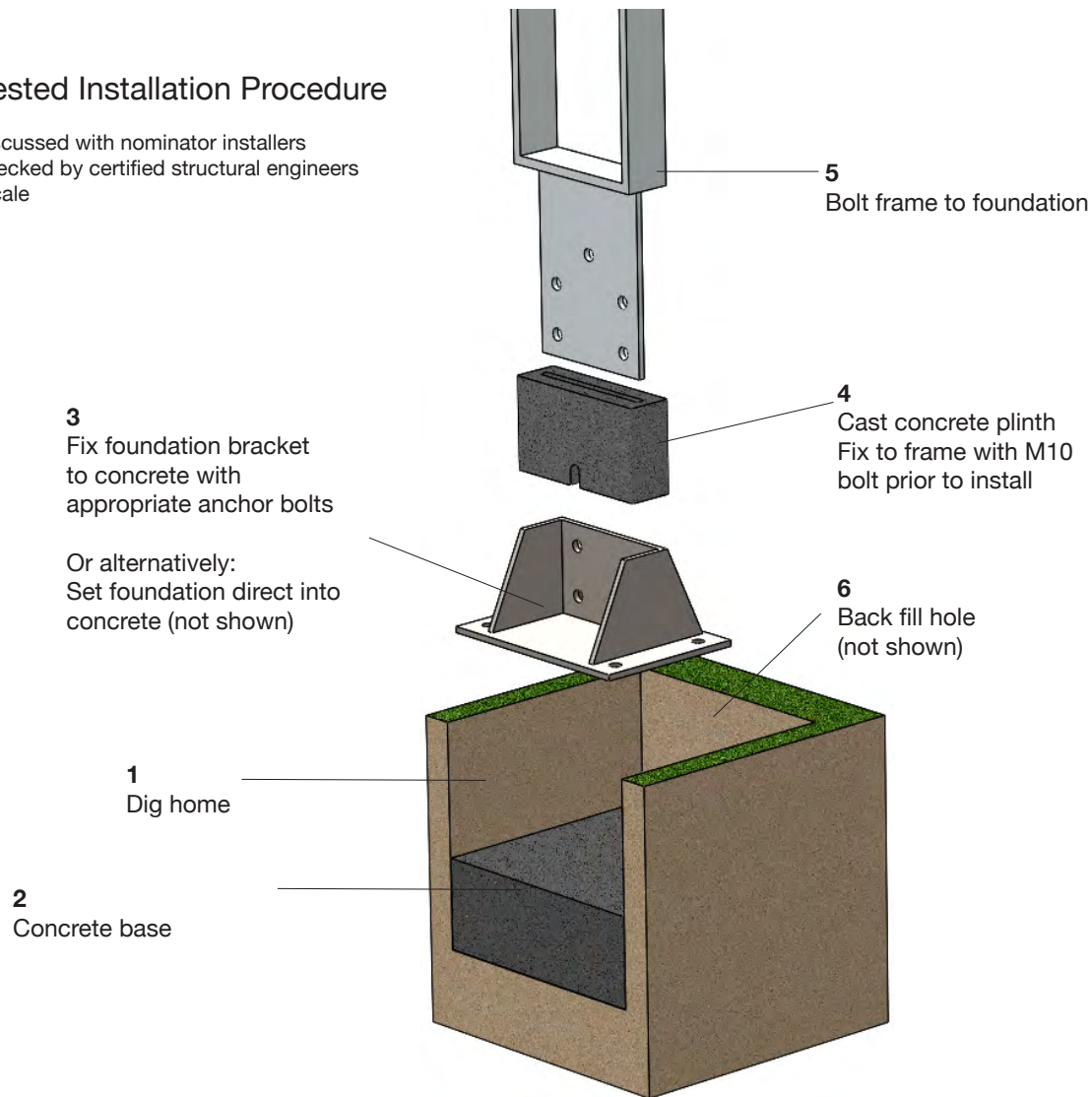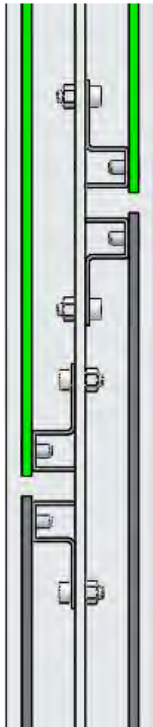Trail 4km

Product design
Trail Markers

Product design
Trail Markers

Suggested Installation Procedure

To be discussed with nominator installers
To be checked by certified structural engineers
Not to scale

5
Bolt frame to foundation

3
Fix foundation bracket
to concrete with
appropriate anchor bolts

Or alternatively:
Set foundation direct into
concrete (not shown)

4
Cast concrete plinth
Fix to frame with M10
bolt prior to install

6
Back fill hole
(not shown)

1
Dig home

2
Concrete base
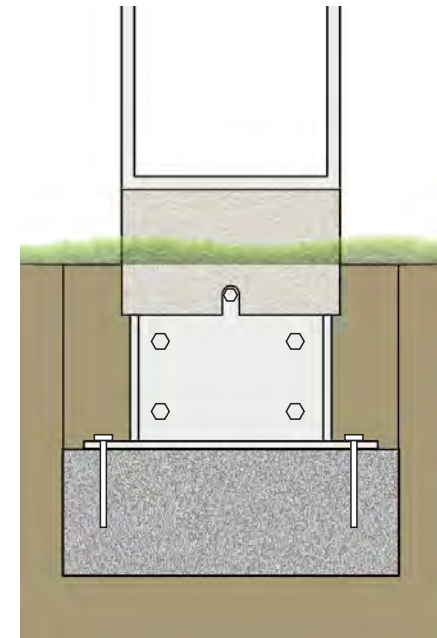
Product design
Panel fixing method

Folded bracket attached to frame with M6 machine screws, washers and nuts.
With two M6 Clinch nuts to attach panels

Dibond or Aluminium panels

M6 machine Screws to attach to folded bracket. Countersunk into Dibond

Cross section showing different panels on each side

Cross section showing same panel arrangement both sides
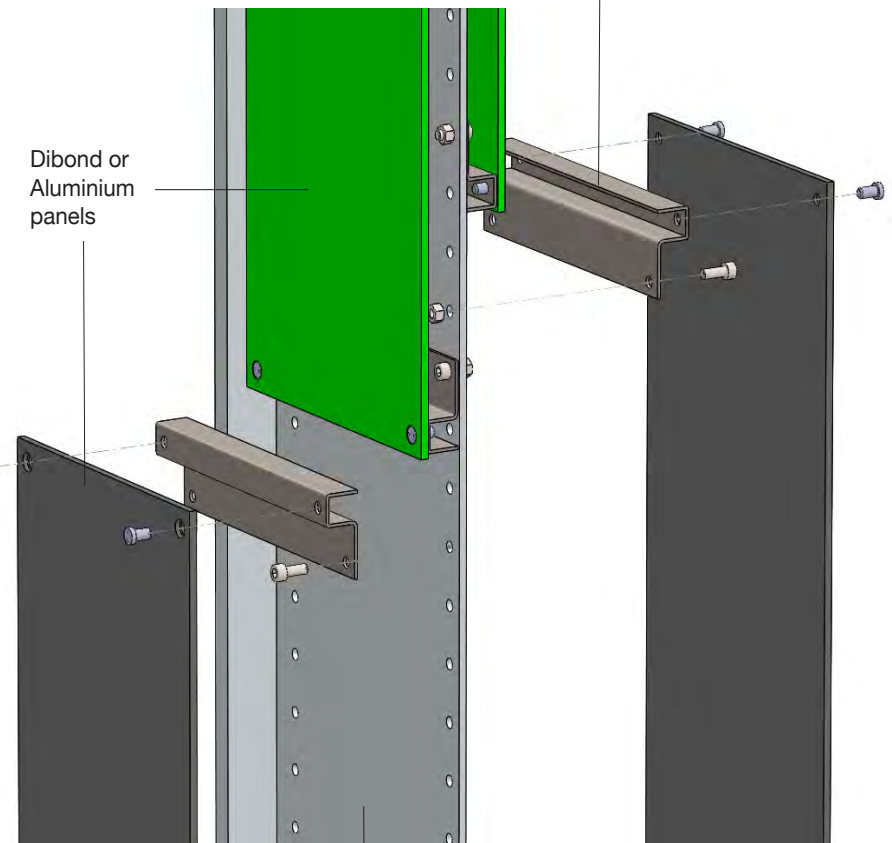
Frame with 7mm holes on 35mm centres

Materiality

Anodized aluminum key benefits:

- **Durability** - extremely long life span and offers significant economic advantages through maintenance and operating savings
- **Ease of Maintenance** - scars and wear are virtually non-existent. Rinsing or mild soap and water usually will restore an anodized surface to its original appearance
- **Environmental** - anodizing uses the base metal to create a thin, extremely strong and corrosion-resistant finish. The anodized surface is very hard and thus preserves and extends the life of the aluminum product
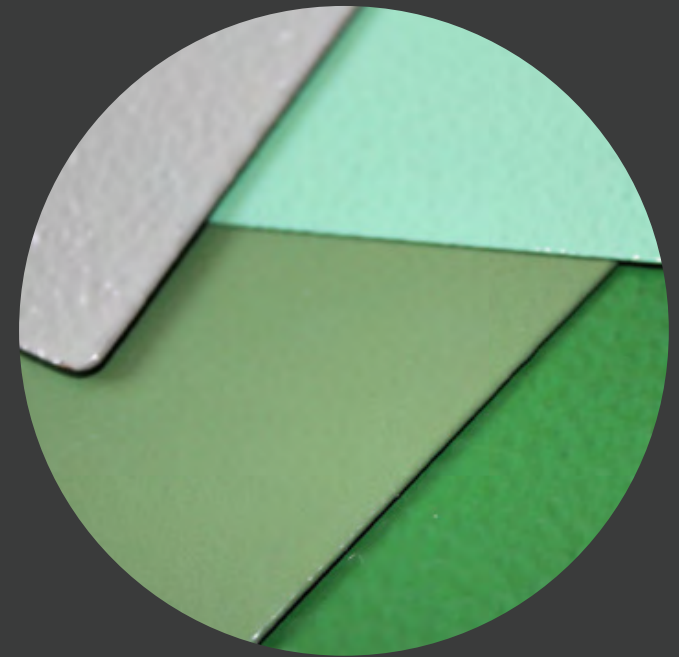
Signage concepts
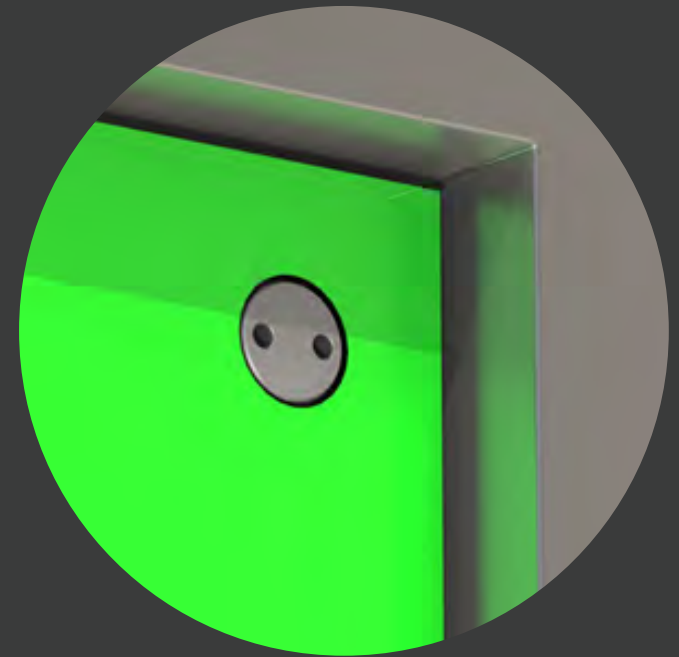## Materiality

Polyester powder coat key benefits:

- **Resistance** to sunlight and UV degradation, saltwater attack and corrosion
- **Commonly used** - as it is hard, and has very good abrasion resistant properties
- **Life span** - powder coating offers a wide range of durable colour coatings with a guarantee of up to 25 years
- **Anti graffiti** - finishes can be applied to the final specification for external applications to mitigate the impact of vandalism
- **Harder** - and more resilient coating than paint

Signage concepts
Security and vandalism

- No product can be called vandal proof however we can minimize the impacts of vandalism or damage
- **Security fixings** - two hole security screws, sometimes known as snake eye require a 2-pin driver to install and remove and are countersunk
- **Interchangeable** - panels can be cleaned using a mild non-alkaline detergent in warm water, severely damaged panels can be cost effectively replaced
- **Cleaning** - in areas of 'standard' urban environment a maximum period of 12 months between cleaning operations is recommended

Signage concepts
Accessibility

Physical considerations:

- Material choice: anodised aluminium to avoid glare but retains robustness
- Location criteria: predictable, accessible and consistent locations, not hidden
- Flush finish to prevent trip hazard
- Sign product contrasts with the environment
- Potential for future integration of complementary digital wayfinding technologies

Signage concepts
Accessibility

Graphic considerations:

- Sans-serif fonts, white on dark background
- Standard symbols, consistent with City of Toronto and TTC
- Key directional information has minimum 70% contrast (AODA guidelines)
- Detailed information placed between 90 and 140 cm from the floor
- Combines map and text information to facilitate understanding and provide two opportunities to read/understand messages for users of differing abilities

7 Wrap up and next steps

Wrap up and next steps
Key dates

- Feedback on today's presentation to be received by June 24th
- RfP issued September/October
- Tender evaluation November/December
- Contractor appointment January 2016
- Two tender processes (Signage and digital)

Thank you for contributing

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