



# Toronto 360 Wayfinding

2019 PROJECT HANDBOOK



## The TO360 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.

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

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



## Complementary wayfinding projects

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 and trails.

### PATH WAYFINDING

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

### TORONTO CYCLE MAP

Handheld and digital city-wide cycle maps that are updated to the TO360 graphic standard.

### TORONTO VISITOR MAP

Handheld and digital visitor maps that are updated to the TO360 graphic standard.

### BIKESHARE STATION WAYFINDING

Station maps that are updated to the TO360 graphic standard.



## 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.

### HEADS-UP MAPPING

'Heads-up' mapping has been adopted for signs – each map is oriented 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.

### CONTENT TIERING SYSTEM

TO360 map information is prioritized using a content tiering system:

TIER 1
Landmarks
TIER 2
Primary local destinations
TIER 3
Secondary local destinations
TIER 4
Generic destinations



## On-street signs

The family of TO360 on-street signs includes wide signs, narrow signs, finger posts, wall mounted 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 and tempered glass 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 Common district 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

## Implementation status

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.

### ON-STREET SIGNS

Over 200 on-street TO360 signs will be installed by the end of 2019.

#### IN THE DOWNTOWN AREA ...

- Exhibition Place
- King West
- Queens Park
- Financial District
- Downtown Yonge
- St. Lawrence Market

#### IN SATELLITE DISTRICTS ...

- North York City Centre
- Scarborough City Centre
- Beach Village
- High Park/Roncesvalles

#### AND ADJACENT TO TRANSIT FACILITIES ...

- Bloor/Keele UP Express
- Bloor/Danforth Subway (between Keele and Woodbine Stations)
- Yonge Subway (between St. Clair and St. Clair West Stations)

### OTHER STREET FURNITURE ELEMENTS

In addition to TO360 signage, the rollout plan aims to deliver consistent mapping across other street furniture elements.

These elements include new wayfinding maps in Bikeshare stations.

There is an opportunity to expand this program in the future to include new TO360-style wayfinding maps in existing transit shelters and legacy wayfinding street furniture elements.



## Complementary product update

The redesign of complementary wayfinding products by our project partners continues to expand the reach of TO360 in a cost-effective manner.

The following products by other wayfinding providers will be complete by the end of 2019:



**Toronto Visitor Map**  
Uses TO360 data and styling



**PATH Maps**  
Uses TO360 base map to provide city context



**Bikeshare Station Maps**  
Uses TO360 data and styling



**Toronto Cycling Map**  
Uses TO360 data and styling



**Parks & Trails Pilot**  
Uses TO360 base map to provide city context



**UP Express Maps**  
Uses TO360 base map in station wayfinding

## GIS mapping update

Underlying all TO360 printed and digital maps is information stored in a GIS mapping database. Information is verified for accuracy and adapted in order to meet the desired graphic look, feel and content of each particular map.

The following mapping and studies will be complete by the end of 2019:

### CITY-WIDE BASE MAPPING

City-wide base mapping is used for third party digital and printed maps such as the Toronto Cycle Map and Parks & Trails Wayfinding maps.

Base mapping for the entire city (and beyond the city boundaries in some areas) has been completed.

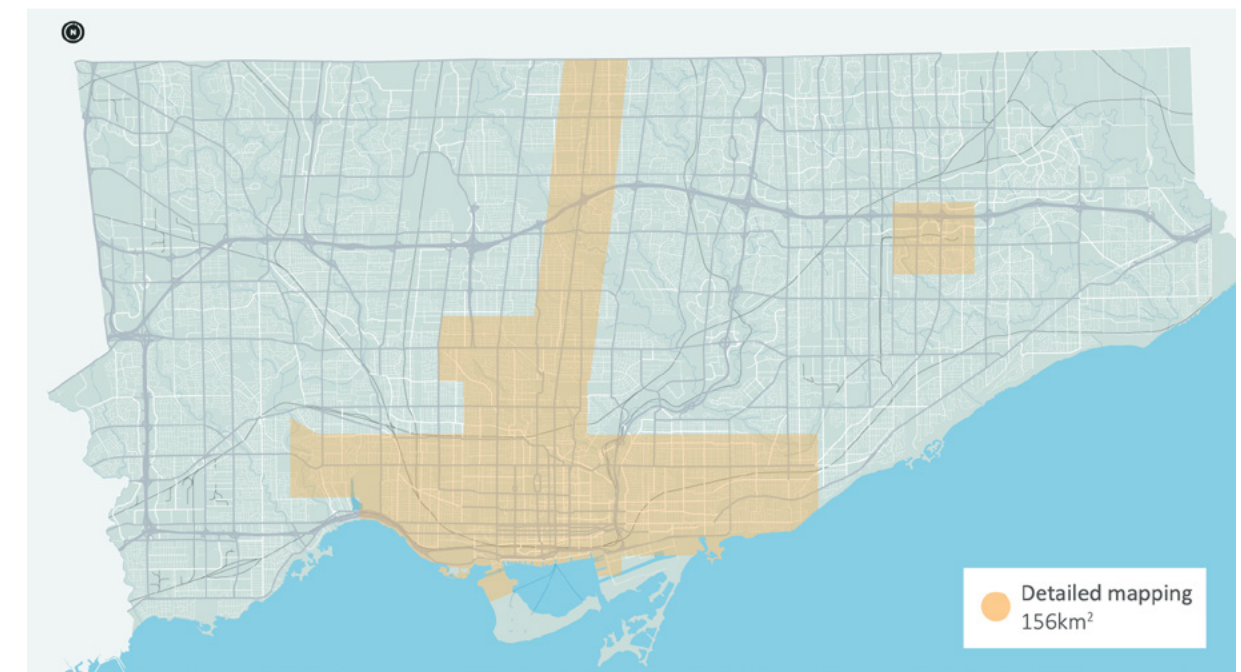
### DETAILED MAPPING

Focused upgrades to the base map are made in areas where TO360 on-street signs will be installed. Map upgrades include local features such as landmarks and local points of interest.

### DIGITAL MAPPING STRATEGY

The original TO360 Strategy anticipated that wider use could be made of the TO360 mapping data, either for third-party print products or to underpin development of online applications - in particular those aimed at users with visual or mobility impairments.

A Digital Mapping Strategy is being developed that will explore this potential further.



## Get involved!

TO360 on-street signs will be implemented in neighbourhoods where there is partner interest and pedestrian activity. Get involved in TO360 by becoming a project partner or by participating in local outreach activities.

### 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.

Please contact TO360 project staff (see back of pamphlet) for more information on becoming a project partner!

### LOCAL STAKEHOLDER OUTREACH

During the 'strategy' and 'pilot project' phases, over 1,000 stakeholders provided feedback through consultation and outreach activities.

In the city-wide rollout phase of the project, engagement with local area stakeholders will focus on building an understanding of each area. This will inform the content for detailed local maps.



## Implementation planning

The Toronto 360 Wayfinding project is currently in the second year of city-wide rollout. Planning for the third year of implementation (2020) is now underway.

### PLANNING FOR 2020

Due to the long lead times required to plan for and implement on-street signs, early coordination between TO360 and our project partners is essential.

Planning for 2020 sign implementation is now underway, and will follow these timelines:

### 2019

Feb-Mar	<ul style="list-style-type: none"> <li>Potential partners indicate interest in 2020 sign implementation</li> </ul>
Apr-Jun	<ul style="list-style-type: none"> <li>Confirm project scope (sign locations, types, quantities)</li> <li>Confirm project budget</li> <li>BIA funding application to EDC due 03 June</li> </ul>
Jul-Oct	<ul style="list-style-type: none"> <li>Site visits to confirm final sign locations</li> <li>Refine project scope if necessary</li> </ul>
Nov-Dec	<ul style="list-style-type: none"> <li>All partner funding confirmed</li> <li>All partnerships finalized</li> <li>Sign orders placed</li> </ul>

### 2020

Jan-May	<ul style="list-style-type: none"> <li>Sign &amp; artwork production</li> <li>Construction scheduling</li> <li>Permit drawings</li> </ul>
Jun-Oct	<ul style="list-style-type: none"> <li>Sign installation</li> </ul>

**COMPLETED IN JANUARY 2019**

All images by the Steer Group unless otherwise stated.

The Toronto 360 Wayfinding project is managed by the Transportation Services Division of the City of Toronto, in collaboration with our project partners.

**FOR FURTHER INFORMATION,  
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