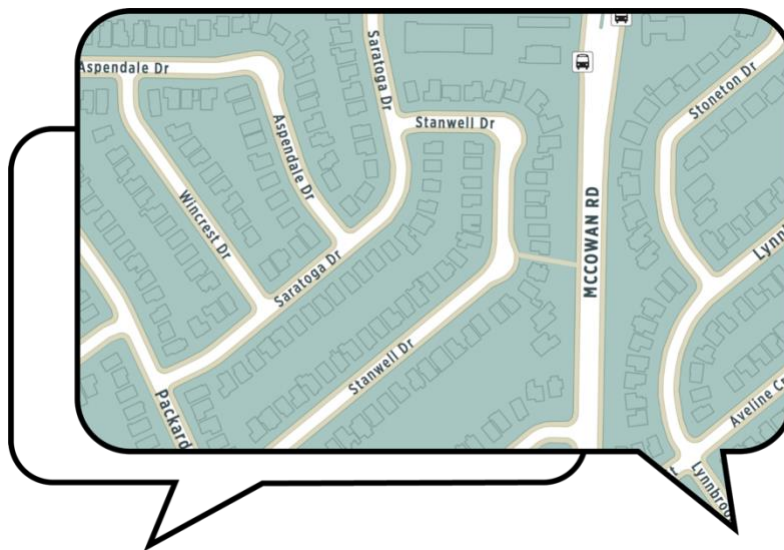


Toronto 360 Wayfinding Strategy

TO360 Citywide District Naming Web Consultation *Final Report*

March 2019



1. Background

About TO360

The Toronto 360 (TO360) Wayfinding Strategy is an effort to help people find their way by making streets, neighbourhoods, and the city more legible. Following the successful completion of a pilot project in the Financial District in 2015, the City of Toronto began a five-year rollout in select parts of Toronto. This rollout is focused on developing a mapping database that will support the future production of wayfinding maps.

The project is led by the City of Toronto's Transportation Services Division working with consultants Steer, T-Kartor, and Swerhun Inc.

In Year One of the project (*Fall 2017 – Spring 2018*), the TO360 team developed a map database for the area bounded roughly by Lake Ontario, Royal York Rd, St. Clair Ave, and Warden Ave. Now in Year Two (*Fall 2018 – Spring 2019*), the team is further developing the database for additional areas, including: Yonge St from Steeles Ave to Merton St, between Avenue Rd and just east of Bayview Ave; Eglinton Ave from Dufferin St to Cleveland St, between Glencairn Ave and Merton St; and the areas around Scarborough Civic Centre, bounded by Sheppard Ave E, Midland Ave, St. Andrews Ave, and Markham Rd.

The TO360 team delivered the first of two rounds of consultation for Year Two in November 2018. Round One consisted of four Local Stakeholder Mapping Workshops within the Year Two mapping area. At these workshops, the team sought feedback from representatives of local Residents' Associations, Business Improvement Areas, "Friends of" parks groups, and local pedestrian advocacy groups on District Names, walking routes and barriers, active areas, places of interest, and landmarks. The feedback from these Local Stakeholder Mapping Workshops helped inform revisions to the TO360 database and wayfinding maps prior to Round Two of local area consultation (March 2019). The feedback from Round Two will inform final revisions to the database for these areas and the rollout of the TO360 wayfinding system in and around these areas.

About TO360 Districts & Mini-Districts

TO360 uses Districts as wayfinding aids; they refer to broader areas, such as residential areas, campuses, or commercial areas, to help people navigate the city. TO360 includes both Districts and Mini-Districts.

Districts are broader residential areas, campuses, or other collections of destinations (such as Exhibition Place). On maps, Districts are represented with a label in all caps type that is located near "the heart" of the District. Mini-Districts are commercial areas (primarily retail) that span along multiple continuous blocks. On maps, Mini-Districts are represented with semi-transparent type and are accompanied by pictograms (typically a shopping bag and/or a restaurant icon) that identifies that kind of commercial activity found there.

District and Mini-Districts need to be useful as wayfinding aids, so the names reflected on TO360 products strive to refer to areas as they are commonly known. For Districts, the name is often derived from the name of a neighbourhood or broader area (such as Ryerson University, Willowdale, Scarborough Centre, or Rexdale). For Mini-Districts, the name is taken from a Business Improvement Area or from the name of the main street or intersection (if there is no Business Improvement Area or commonly acknowledged name).

Since there is no authoritative list of “common names” for Toronto’s Districts, the TO360 team drew on a number of sources to propose preliminary District Names. Primarily, TO360 has relied on a crowd-sourced map of neighbourhood names developed by the Toronto Star in 2009. In addition, a combination of BIA names, resident associations and other sources have been collected to fill gaps and complete a preliminary city-wide list of District and Mini-District Names.

In some areas, Districts are known by multiple names (such as the Beach / the Beaches or the Garment District / Fashion District). Where there is a range of opinions about what the “right” name is for a District, TO360 uses the following criteria / framework to inform decisions about which name to use:

- Consistency with key sources (Toronto Star neighbourhoods maps, Business Improvement Area names, resident association names)
- Existence/proliferation of on-street signage that reflect the District Name

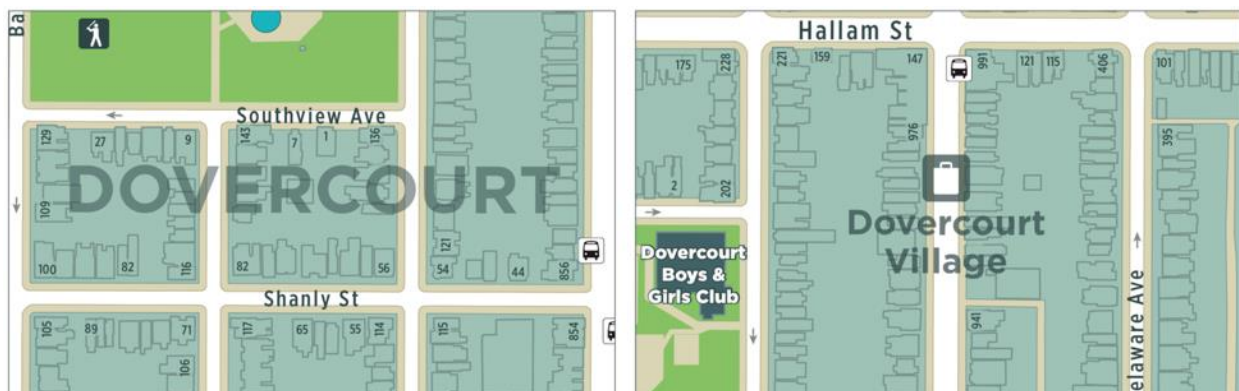


Figure 1 - Example of District (left) and Mini-District (right) labelling

About TO360 Citywide District Naming Consultation and this report

The TO360 team has held workshops with local area stakeholders about detailed area maps, and also spoke with them about the preliminary District and Mini-District Names for their areas. In parallel with these area-specific consultations about Districts, the team initiated an online Citywide District Naming Consultation to inform District Names for those areas not covered by these workshops as part of Year Two of the project.

The online Citywide District Naming consultation took place between January and February 2019. It supplements the Year Two, Round One Local Stakeholder workshop and extends the consultation about Districts to the rest of the City (excluding the area covered in Year One, which was validated through local stakeholder workshops). This District Naming consultation focused only on Districts — it did not consult on Mini Districts.

This report documents the feedback shared by stakeholders about District Names through the TO360 Citywide District Naming web consultation, drawing on responses collected by an interactive map as well as responses e-mailed to the project team. This feedback is one of several inputs into the updated TO360 database and maps. Other inputs include feedback from a Map Content Task Force composed of representatives of organizations such as TTC and Metrolinx, and various City of Toronto Divisions (e.g. City Planning, Parks, Forestry & Recreation).

2. TO360 Citywide District Naming Web Consultation Process

The TO360 Citywide District Naming consultation used an online map-based survey platform, Social Pinpoint, to solicit feedback from stakeholders on the preliminary District Names in the TO360 mapping database. This District Naming consultation was primarily focused on engaging stakeholder organizations with local area expertise. Stakeholders were invited to submit feedback between January 22 and February 19, 2019.

The survey was embedded on a TO360 Citywide District Naming project website hosted by Social Pinpoint. This website provided stakeholders with information about the Toronto 360 Wayfinding project and the role Districts play in TO360. Participants could then share feedback using an interactive digital map.

The existing District Names from the TO360 database appeared on the map as individual survey points. Respondents were able to click on each District Name and complete a response form that asked them to validate current District Names and locations or suggest changes to



Figure 2 - Screenshot of Consultation Webpage

existing District Names (fix spelling errors, suggest correct names, or change the location of the label). Participants were also able to place pins on the map to suggest new District Names and/or offer additional comments.

The audience for this consultation included representatives from stakeholder organizations with in-depth local knowledge and expertise, who also represent broader constituencies in each mapping area. Stakeholders were invited to participate via e-mail. The types of stakeholders invited to participate in the District Naming consultation included (refer to Appendix A for a list of organizations invited to participate in the District Naming consultation):

- Residents' and/or Community Associations;
- Business Improvement Associations;
- "Friends of" parks groups;
- Local heritage organizations; and
- Local pedestrian/walking groups.

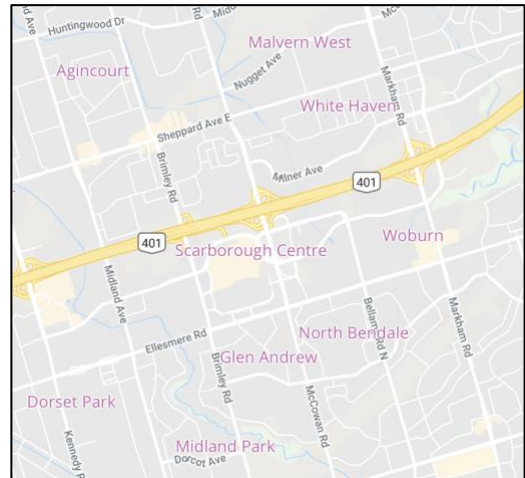


Figure 3 - Screenshot of District Names on the Project Survey Map

Summary of Engagement Statistics

The District Naming web consultation was open for 28 days from January 22 to February 19, 2019. Approximately 130 individuals from the stakeholder groups were invited to participate.

163 individuals visited the project website and 59 of these participants submitted a total of 108 responses to the survey platform. The facilitation team also received e-mails with additional information from 3 stakeholders.

Participants submitted up to 28 responses on the survey platform. The average number of comments made by participants was 2.25. Participants most frequently submitted 1 response. The average time spent on the project website was about 11 minutes.

3. Summary of Feedback

This feedback summary is organized into the following sections: Districts identified as correct; suggested additional Districts; suggested changes to District locations and/or labels; and other feedback.

Districts Identified as Correct

Participants identified the following District Names as correct and in the right location:

- Baby Point
- Bayview Village
- Bermondsey
- Bridle Path
- Centennial Park
- Centennial-Port Union
- Chaplin Estates
- Clairlea
- Davisville Village
- Denlow
- Don Mills
- Downsview
- Fallingbrook
- Flemington Park
- Forest Hill
- Graydon Hall
- Humber Summit
- Humberlea
- Humbermede
- Lansing
- Lawrence Heights
- Lawrence Park
- Long Branch
- New Toronto
- North Bendale
- Oakwood
- Parkview Hills
- Rexdale
- Sunnybrook
- The Queensway
- Thorncliffe Park
- Topham Park
- Victoria Village
- York Mills
- Yorkdale

Suggested Additional Districts

Respondents' suggested the following Districts be added:

- **Edenbridge:** This District Name label should be added slightly west of Edenbridge Dr and Taylorwood Dr.
- **Highfield:** The heart of this District is located at Highway 427 and Rexdale Blvd. Google Maps currently shows the label in the correct location. This District is bounded by Highway 427 on the west, Finch Ave W to the north, Martin Grove Rd to the east and Highway 409 to the south.
- **Humbervale:** The heart of this District is located on Eglinton Ave W between Royal York Rd and Scarlett Rd. There is nearby signage in the area that preserves this name including: Humbervale United Church, Humbervale Montessori School, Humbervale Place Senior Residence and Humbervale Blvd.
- **Rosewood:** This District Name label should be added at Alexmuir Blvd and Homedale Dr.
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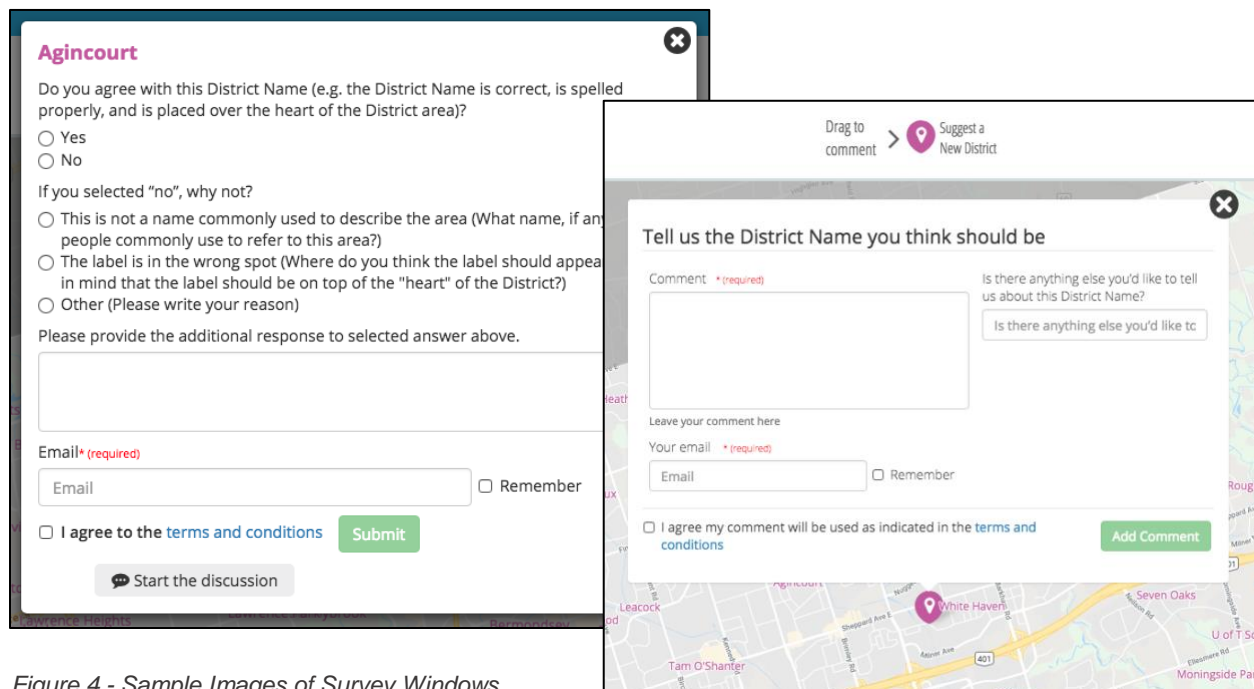


Figure 4 - Sample Images of Survey Windows

- **Summerville:** The heart of this District is located at Dundas St W and Highway 427. Google Maps presently shows Summerville in Mississauga just west of Etobicoke Creek. This community, however, was historically on both sides of Etobicoke Creek, including present day Etobicoke. This District is bounded by Etobicoke Creek to the west, Bloor St W to the north, The East Mall to the east, and the railway tracks to the south.
- **South Eglinton** should be added to the area just south of Yonge St and Eglinton Ave, from Yonge St to Bayview Ave
- **Lakeshore Village:** This label should be added to where the Lakeshore Village BIA is located.
- **Mimico-by-the-Lake:** This label should be added to where the Mimico-by-the-Lake BIA is located.

Suggested Changes to Districts Names and/or Label Locations

Respondents' suggested the following changes to existing District Names and/or label locations. It is sorted alphabetically:

- **Agincourt:** This label should be moved so that it spans over Midland Ave.
- **Armour Heights:** This District Name should be Earl Bales South.
- **Bendale:** This label should be north of Lawrence Ave E, between McCowan Rd and Bellamy Rd.
- **Chestnut Hills:** This label should be further south on the map

- **Eglinton Flats:** This is not the common name for the District. Eglinton Flats is a park in Mount Dennis.
- **Emery:** This District continues north of Finch Ave W to Steeles Ave W. The label should be placed on Weston Rd. and a bit north of where it currently is.
- **Guildwood:** This District is commonly referred to as Guildwood Village. The area can be colloquially called The Guild, or Guildwood, but the official name is Guildwood Village. The name Guildwood Village can be traced back to a 1956 plan for the community. The boundaries of Guildwood Village should match those of the Guildwood Village Community Association, which are:
 - From the centre line of the mouth of the creek east of Greyabbey Trail;
 - Northwest to the railway tracks;
 - West to the centre of Kingston Road;
 - Southwest to the centre of Guildwood Parkway;
 - South to the northern property line of the most northerly residential lots fronting on Grandor Court, Avonmore Square, Sir Raymond Drive, Catalina Drive, Heathfield Drive and Sylvan Drive, and backing on the escarpment; and
 - West to encompass Sylvan Park following the established boundary to Lake Ontario, then east along the shoreline returning to the centre line of the mouth of the creek east of Greyabbey Trail.
- **Henry Farm:** This label is in the wrong place and should be moved west of Don Mills Rd. The District starts from Leslie St to the Don River, and from Sheppard Ave E to Highway 401.
- **Humber Bay Shores:** This label should be on the northeast side of the Humber River. Currently, the label covers part of Mimico.
- **Humber Valley:** This area is generally referred to as Humber Valley Village. The heart of Humber Valley is located over the Humber Valley Village school just west of Royal York Rd.
- **Islington City Centre West:** The label should be shifted to the heart of Islington, which on Dundas St W, between present day Six Points (Kipling Ave, Bloor St W, and Dundas St W intersection), and Burnhamthorpe Rd and Dundas St W intersection. The "City Centre West" part should be removed since this part of the name is due to the old Etobicoke Civic Centre location on The East Mall between Burnhamthorpe and Bloor St. The City's Six Points redevelopment project will create a new "City Centre West."
- **Leaside:** This label should appear slightly southwest of where it is. The heart of Leaside is Trace Manes Park. New developments east of Laird Dr have caused the heart of the District to shift slightly eastward, but on balance, the heart is more weighted west of Laird than east of it.

- **Maryvale:** The label is in the wrong place. The boundaries of Maryvale are Victoria Park Ave, Warden Ave, Highway 401, and the railroad track.
- **Mimico:** The label is in the wrong spot on the map. The heart of Mimico should be just south of the train tracks with the word starting on Royal York Rd. Currently the label is appearing in the northwest corner of Mimico.
- **Parma Court:** This District is located to the north of Topham Park (District) in the streets south of Eglinton Ave E, north of Holland Ave. between Victoria Park Ave and O'Connor Dr.
- **South Armour Heights:** This District should be removed because this area is a part of York Mills Heights (District).
- **West Lansing:** This is not a commonly used District Name. The label should be Earl Bales North.
- **West Rouge:** This label is in the wrong place. The label should be moved slightly southwest. The boundaries of West Rouge are Highway 401 to the north, Port Union Rd to the west, Lake Ontario to the south, and the Rouge Valley to the east
- **Willowdale and Willowdale West:** Respondents shared a range of opinions about these District Names, including:
 - Support for the name and location of the Willowdale District Name.
 - Suggestion to change the Willowdale District Name to “Willowdale East” since it is east of Yonge St.
 - Suggestion to rename Willowdale West to “West Willowdale.”
 - Suggestion to combine Willowdale, Willowdale West, and Lansing into a District called “North York Centre.”

Other Comments, Suggestions, and Feedback

Participants also shared the following considerations:

- **Highlight District boundaries so that participants know where the Districts are on the map and can accurately provide feedback.**
- **Ensure that the maps show where City parks are located.** The base map used in the survey did not include the location of Birchcrest Park and Beverly Glen Park. It is important for these maps to connect people with nature and the environment.

4. Next Steps

Drawing on the feedback received from this web consultation as well as Round One of local stakeholder consultations, the TO360 team will provide consolidated recommendations for the City's approval to add, remove, correct or modify the location of Districts and District Names. The amended District Name database will be used in the preparation of citywide map and ancillary TO360 maps such as the Toronto Cycling Map and Bike Share station maps.

In preparation of the roll out of TO360 wayfinding products in new areas, additional focused local stakeholder consultation will take place to validate, in greater detail, the names of relevant local Districts and Mini Districts. As part of the on-going maintenance of the TO360 system, the mapping database will also be subject to periodic review and update to ensure that TO360 wayfinding products accurately reflect the city as it continues to change.

Appendix A: List of Organizations invited to participate in the TO360 Citywide District Naming Consultation

Business Improvement Areas

Albion Islington Square BIA
Baby Point Gates BIA
DUKE Heights BIA
Eglinton Hill BIA
Emery Village BIA
Junction Gardens BIA
Kennedy Road BIA
Lakeshore Village BIA
Long Branch BIA
Mimico by the Lake BIA
Mimico Village BIA
Mt Dennis BIA
Pape Village BIA
Sheppard East Village BIA
shoptheQueensway.com BIA
St. Clair Gardens BIA
The Kingsway BIA
The Waterfront BIA
Village of Islington BIA
Weston Village BIA
Wexford Heights BIA
Wilson Village BIA

Friends of Groups

Friends of Guild Park & Gardens
Friends of the Don East
Friends of the Humber
Friends of the Rouge Watershed
Friends of Glen Park
Friends of Woodford Park (Jeff Healey Park)
Friends of Sam Smith Park
Friends of Silvercreek Park
Martingrove Gardens Park
Friends of Chester Le Park
Friends of Terraview-Willowfield Park
Friends of Birkdale Ravine

Heritage Groups

Black Creek Pioneer Village
Etobicoke Historical Society
Guild Renaissance Group
Heritage York - Lambton House
Montgomery's INNovators
Museum of Toronto
New Toronto Historical Society
North York Historical Society
Toronto Island History Project
Weston Heritage

Pedestrian/Walking Groups

Mornelle Court - Walk Safe Program
Jane's Walk
Lost Rivers
Toronto Field Naturalists
Walk Toronto

Residents'/Community Associations

Agincourt Village Community Association
Bathurst Finch Network
Bayview Village Association
Brimley Forest Community Association (BFCA)
C.D. Farquharson Community Association (CDFCA)
Centennial Community and Recreation Association
Don Mills Residents Inc.
Don Valley East Residents Association
Downsview Lands Community
Downsview Residents Association
Edwards Gardens Neighbourhood Association
Glen Agar Residents Association
Glen Andrew Community Association
Governor's Bridge Ratepayers Association

Greenhills Community Association
Guildwood Village Community
Association
Heathwood Ratepayers Association
Henry Farm Community Interest
Association
Highland Creek Community Association
Humber Bay Shores Condominium
Association
Humber Valley Village Residents'
Association
Islington Ratepayers and Residents
Association
Kingsway Park Ratepayers Association
Leaside Property Owners' Association
Long Branch Residents Association
Markland Homes Association
Maryvale Community Association
Midland Park Community Association
Mimico Residents Association
Mount Dennis Community Association
Mulock Avenue Residents' Association
Mystic Pointe Resident Association
North Bendale Community Association
Parkview Hills Community Association
Queensway Residents' Association
Richmond Gardens Ratepayers and
Residents Association
Richmond Park Community Association
(RPCA)
Rockcliffe Smythe Community
Association
Rosewood Taxpayers' Association
(RTA)
Sheppard West Neighbourhood
Association
South Corso Italia Neighbourhood
Association (SoCoRes)
The Bridlebrook Park Homeowners'
Association
The Goldhawk Community Association
Thompson Orchard Community
Association
Thorncrest Homes Association Inc.
Topham Park Community Association
Victoria Village Ratepayers Association

Wenderly Park Community Association
West Rouge Community Association
West Willowdale N.E. Neighbourhood
Association
Weston Village Residents' Association
Willowdale N.E. Neighbourhood
Association
Woodbine Heights Residents
Association
York Mills Gardens Community
Association