

Consultation Report

TO360 Wayfinding Strategy 2020-2021 Public Consultation Round Two

March 2021

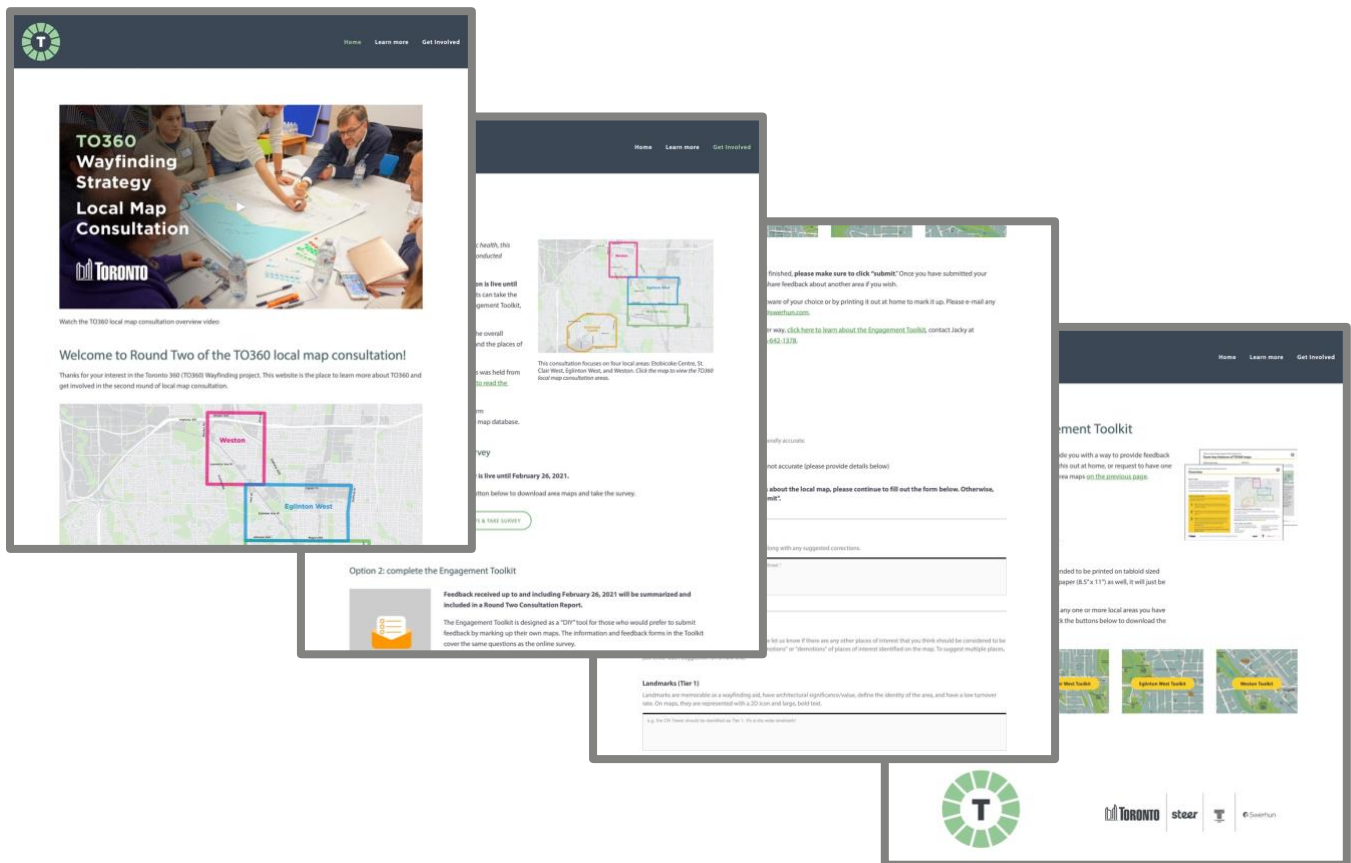


Table of Contents

Background	1
Overview of the local map consultation	2
Outreach and notification	5
Summary of engagement statistics.....	9
Detailed feedback by local map area.....	10
Other feedback about TO360 maps, in general	19
Next steps	19

Attachment A: List of organizations invited to participate

Attachment B: Round Two Draft Wayfinding Maps

Background

The Toronto 360 (“TO360”) Wayfinding project is a pedestrian wayfinding system which is a central component of the City’s ambition to make Toronto a more walkable, welcoming and understandable place for visitors and residents alike. TO360 provides consistent wayfinding information through a unified signage and mapping system delivered by the City and project partners.

Following the successful completion of a pilot project in the Financial District in 2015, the City began a rollout in select parts of Toronto (see map below). The City has over 200 wayfinding signs completed to date, as well as applied consistent mapping to Bike Share and transit stations. A key component of this rollout is the creation of detailed maps of key areas — informed by local consultation — to support the production of wayfinding products.

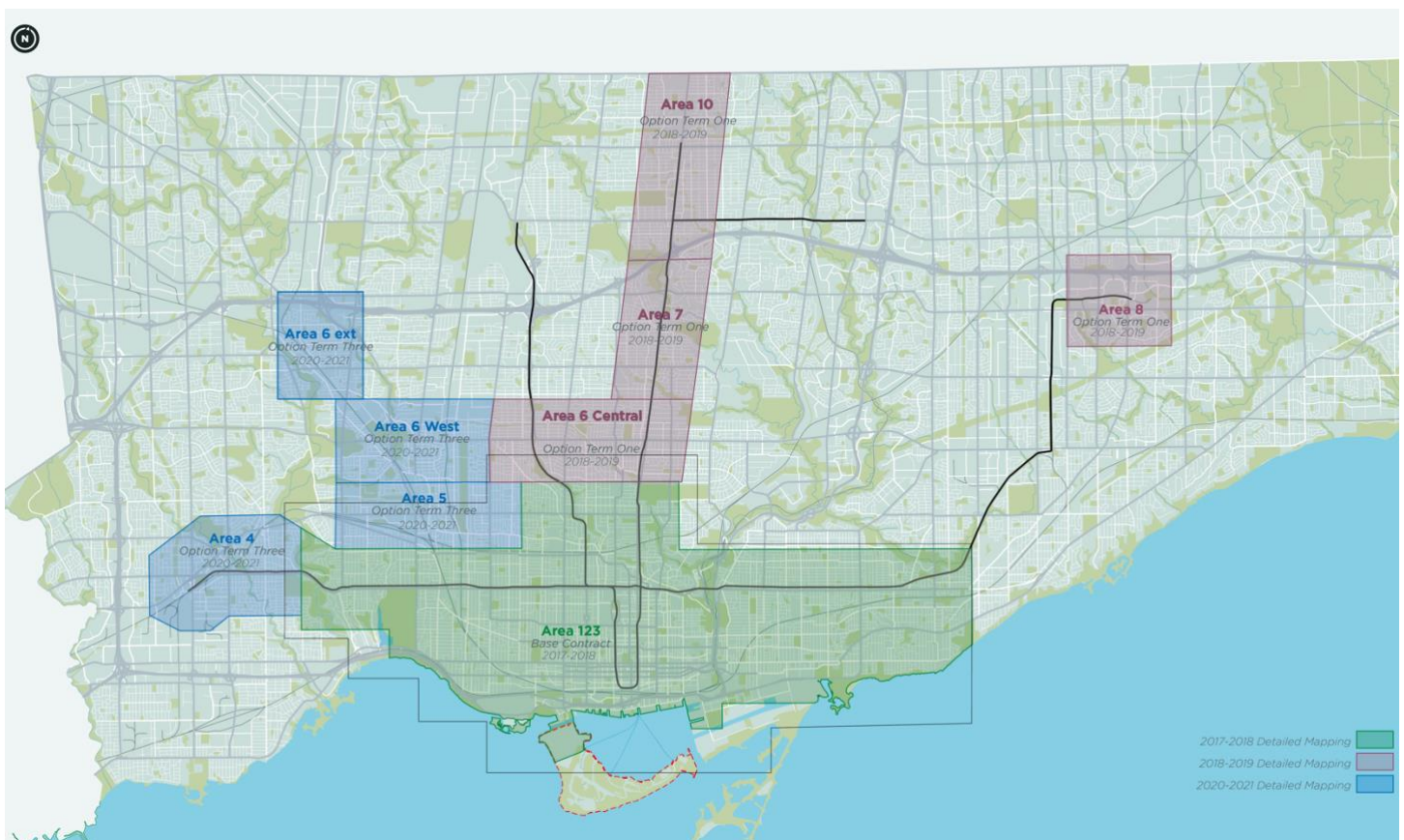


Figure 1 TO360 Detailed Mapping Areas

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

In February 2021, the City of Toronto and their consultants delivered Round Two of a two-part consultation program for four local mapping areas: Weston, Eglinton West, St Clair West, and Etobicoke Centre. See the following section for an overview of the local map consultation.

This engagement report summarizes the feedback collected from an online survey and e-mails sent to the facilitation team. The feedback in this report will inform recommendations for revisions to the TO360 map database, which will be used to inform the content that appears on various wayfinding products as the City continues to roll out the strategy.

Since 2017, over 100 stakeholders have participated in local map consultations covering most of the downtown core (from High Park to The Beaches), Midtown, North York (along Yonge St.) and Scarborough City Centre.

The feedback in this report is one of several inputs into the updated database and maps. Other inputs include feedback from a Map Content Task Force composed of representatives of organizations like the TTC and Metrolinx, and various City of Toronto Divisions (e.g. Parks, Forestry & Recreation and others). Updates to the maps are applied following a graphic standard prepared as part of the development of the TO360 wayfinding strategy.

Overview of the local map consultation

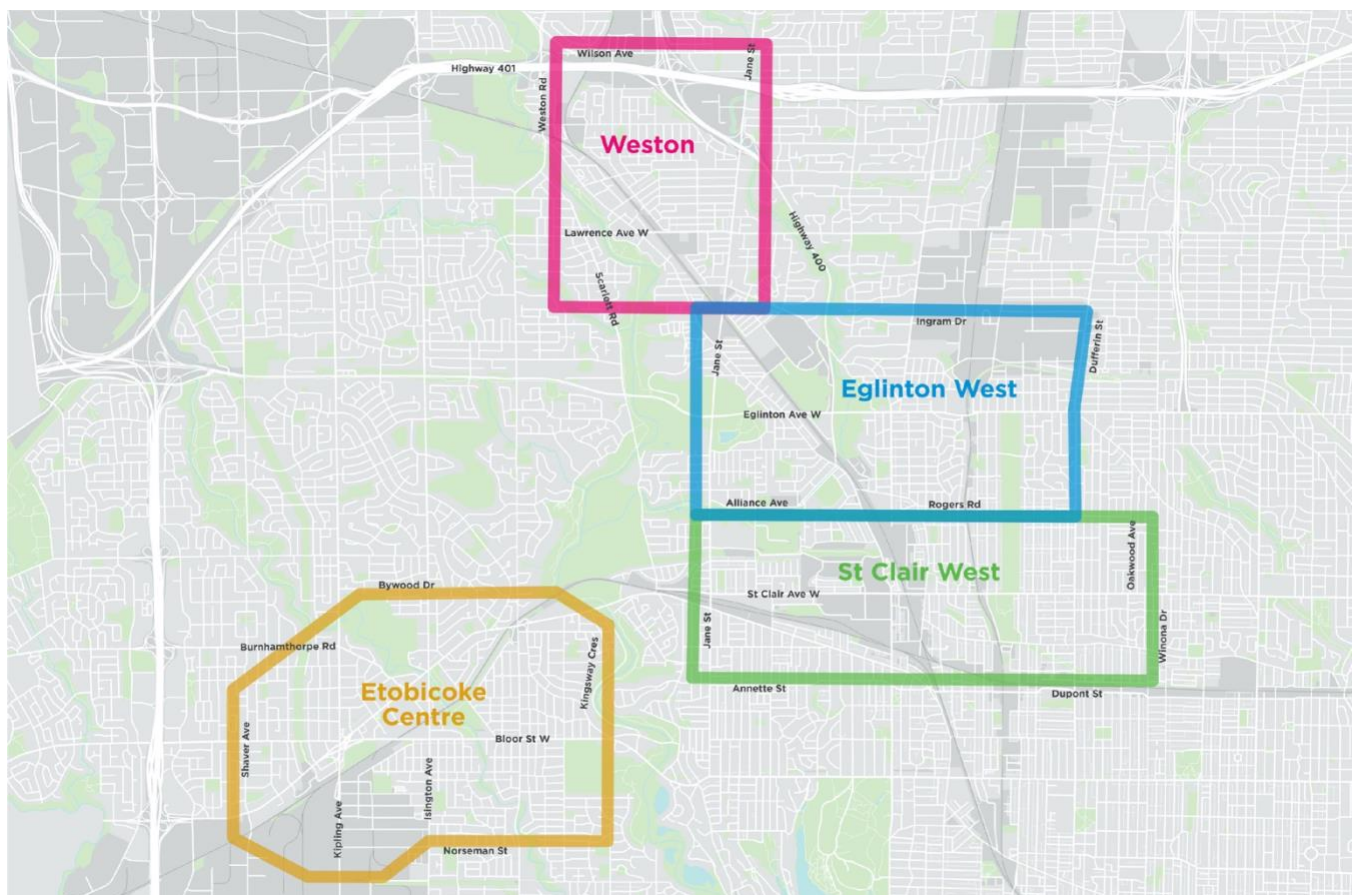


Figure 2 – 2020-2021 Consultation Areas

The 2020-2021 consultation focuses on connecting with area organizations and local experts with an interest in the following areas:

- **Weston:** roughly bounded by Weston Rd, Denison Rd E/Tretheway Dr, Jane St/Black Creek Dr, and Wilson Ave
- **Eglinton West:** roughly bounded by Jane St, Rogers Rd/Alliance Ave, Dufferin St, and Ingram Dr
- **St. Clair West:** roughly bounded by Jane St, Annette St/Dupont St, Winona Dr, and Rogers Rd/Alliance Ave
- **Etobicoke Centre:** roughly bounded by Shaver Ave/Shorncliffe Rd, N Queen St/Norseman St, Humber River, and Bywood Dr

Due to COVID-19 and the need to protect public health, both rounds of the TO360 local map consultation were conducted remotely, through a variety of options described in this section.

The second round of consultation for TO360 ran from February 5 to 26, 2021, and the first round was held from September 14 to October 9, 2020.

The purpose of Round Two was to seek feedback on the final draft wayfinding maps (see Attachment B for the final draft wayfinding maps). Specifically, the TO360 team was seeking two types of community feedback on these maps:

- Feedback about the overall accuracy of the maps, such as any omissions, errors, mislabeled places, or other mistakes on the maps.
- Feedback about places of interest, such as whether there are any places of interest that should be added to the map (and what tier those places of interest should be), or whether the tiers of existing places of interest on the map should be “promoted” or “demoted”.

In Round Two, participants were able to submit feedback on final draft wayfinding maps using an online survey or engagement toolkit. Alternatively, participants could also contact the team to ask questions and submit feedback by e-mail or voicemail. The consultation was hosted on the same dedicated website used in Round One: www.to360survey.com. See the sections below that describe the channels for engagement in more detail.

Project website

The dedicated consultation website (www.to360survey.com) was updated for Round Two. The project website was the hub for all consultation materials, and provided information about TO360 and on how to participate.

The project video from Round One remained on the website during Round Two. The video provided overview information about TO360 and encouraged viewers to participate.

Click here to watch the project video:

<https://www.youtube.com/watch?v=0Rb0wrhwvIA>

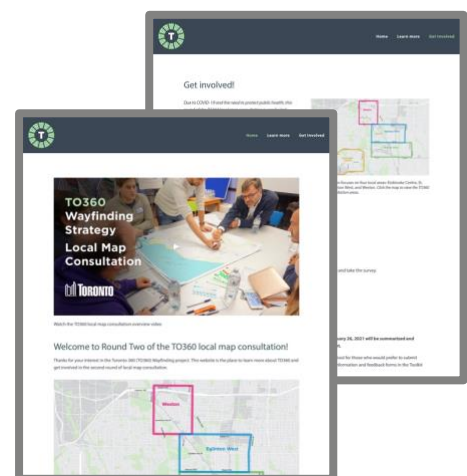


Figure 3 – Screenshots of the website

The following sections describe the two main channels for participation in Round Two.



Online survey

The online survey asked participants whether the final draft maps were generally accurate; to identify any errors, omissions, or mislabeled places; and if there were any places of interest that should be displayed or shown differently.



Engagement toolkit

The engagement toolkit had two components: a TO360 information kit with key project information drawn from the website and previous materials; and an area-specific package that included updated Round Two comment forms, a map key, and Round Two map tiles printed on tabloid-sized paper.

How this survey works

This survey is a two step process:





Step 1: Download the local map for the area(s) you're interested in.

Step 2: Complete the survey for as many areas as you would like.

We suggest opening the map in a separate window or tab so you can view it as you take the survey.

Step 1: Download the local map(s):

Click on the map buttons below to open a full-size version of a local map on a new tab (about 3 MB PDF). It is ideal to have the map in view while you fill out the survey. If you are unsure where each of the local areas are, [click here](#) to view a map of the consultation areas.



Step 2: Take the survey

Provide your feedback below. When you are finished, **please make sure to click "submit"** Once you have submitted your feedback, you can take the survey again to share feedback about another area if you wish.

You can also mark up your map(s) using software of your choice or by printing it out at home to mark it up. Please e-mail any marked up or scanned map(s) to Jacky at j@sewerhun.com.

If you would like to provide feedback another way, [click here to learn about the Engagement Toolkit](#), contact Jacky at j@sewerhun.com or leave a voicemail at 416-642-1378.

My comments are about: *

☐ Etobicoke Centre

☐ St. Clair West

☐ Eglinton West

☐ Weston

Overall map accuracy *

Please let us know if the map you reviewed is generally accurate.

☐ Yes, the map is generally accurate

☐ No, there are things on the map that are not accurate (please provide details below)

If you wish to provide detailed comments about the local map, please continue to fill out the form below. Otherwise, please scroll to the bottom and click "submit".

Errors, omissions, or mislabelled places

Please write any errors or omissions on the map along with any suggested corrections.

e.g. Spelling error: it should be "Orange Street", not "Ouang Street"

Places of Interest (TO360 tiers)

Based on your review of the final draft map, please let us know if there are any other places of interest that you think should be considered to be displayed on the map. You can also suggest "promotions" or "demotions" of places of interest identified on the map. To suggest multiple places,

Figure 4 – Screenshot of the online survey

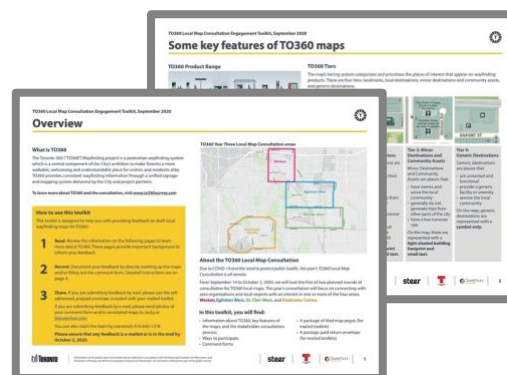


Figure 5 - Engagement toolkits

The toolkit packages included instructions on how to mark-up maps as well as a pre-paid self-addressed envelope for participants to mail their feedback to the facilitation team.

Outreach and notification

There were two main categories of outreach and notification for Round Two: City-led outreach and locally promoted outreach.

City-led outreach

The City-led outreach efforts focused on the project contact list, which was developed in Round One and refined for Round Two. The project contact list included about 115 contacts. The groups and individuals identified for local map consultation included: Business Improvement Areas (BIAs), residents' associations, friends-of park groups, local heritage organizations, active transportation advocates, other community groups with local knowledge or interest in wayfinding, as well as participants from Round One.

The City of Toronto distributed two notification e-mails to the contact list in Round Two:

- On February 8, 2021, an e-mail notifying people that Round Two was live and encouraging them to participate and share the consultation with their networks.
- On February 23, 2021, a reminder letting people know there was one week left to submit feedback.

See **Attachment A** for a list of organizations that were invited to participate in the TO360 local map consultations.



Figure 6 – Transportation Services' Twitter post

The City also posted about the consultation on Transportation Services' Twitter page.

Locally promoted outreach

Prior to launching Round Two, City staff reached out to the local Councillors' Offices and BIAs that are covered by the map areas for their interest in assisting the promotion efforts of the TO360 local map consultation to their area constituents and networks.

The TO360 team prepared newsletter and social media content for those who expressed interest in helping the promotion, which included the following groups (*a * indicates that they promoted the consultation using their newsletters and/or social media*):

Local Councillors

- Etobicoke Centre, Ward 2 – Councillor Stephan Holyday's Office
- Parkdale-High Park, Ward 4 – Councillor Gord Perks' Office*
- York South-Weston, Ward 5 – Councillor Frances Nunziata's Office*
- Humber River-Black Creek, Ward 7 – Anthony Perruzza's Office
- Davenport, Ward 9 – Councillor Ana Bailão's Office*
- Toronto-St. Paul's, Ward 12 – Councillor Josh Matlow's Office*

Business Improvement Areas

- Baby Point Gates BIA
- Fairbank Village BIA
- St. Clair Gardens BIA*
- The Kingsway BIA
- Village of Islington BIA
- York-Eglinton BIA*

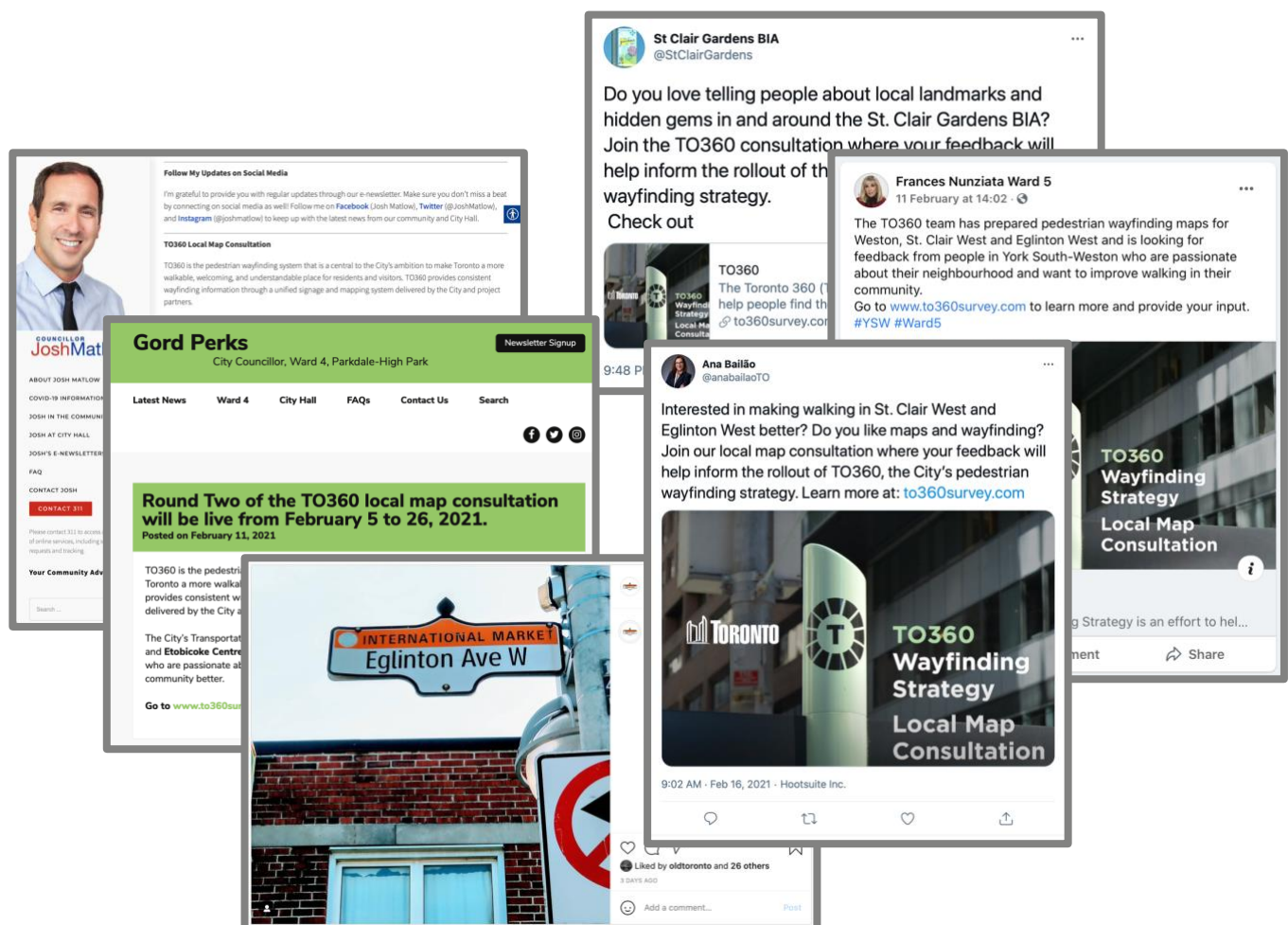


Figure 7 - Screenshots from the locally promoted outreach

Summary of engagement statistics

Round Two was online for 22 days from February 5 to 26, 2021. The website analytics provided by Squarespace (the website service provider) for that time are as follows:

- Unique Visitors: 808 (estimated number of individuals who went to the website)¹
- Visits: 674 (approximate number of times that people came to the website)
- Pageviews: 1,285 (approximate number of times a page was loaded/"viewed") – People viewed about 2 pages each time they visited the website

The project video logged 17 views on YouTube during Round Two.²

The main drivers of traffic to the website included the direct link to the website (found in the City's notification emails, and in local Councillors' newsletters/websites) and from social media, primarily Facebook and Twitter. The social media posts from Councillors Ana Bailão and Frances Nunziata, Transportation Services' Twitter post, and other social media contributed to about 23% of visits. There were at least two social media posts from local partners (Councillors' Offices and/or BIAs) that were published each week during the consultation window.

In total, participants submitted 31 online survey submissions and 6 e-mails to the project team. The following provides a breakdown of feedback provided by participants by local map area (*2 e-mails contained general feedback*):

- Etobicoke Centre – 5 survey submissions and 1 e-mail
- St. Clair West – 10 survey submissions and 1 e-mail
- Eglinton West – 10 survey submissions
- Weston – 6 survey submissions and 2 e-mails

¹ Excerpt from Squarespace about discrepancies between Unique Visitors and Visits: "In rare cases, Unique Visitors, which is typically lower than Visits, might be greater than Visits when viewing shorter date ranges. This could happen because only the first pageview of a new browsing session counts toward a visit. So, a visit that straddles the midnight boundary might contribute to the next day's Unique Visitors, but not Visits."

² The view count on YouTube does not capture the views from those who watched the video directly on the project website.

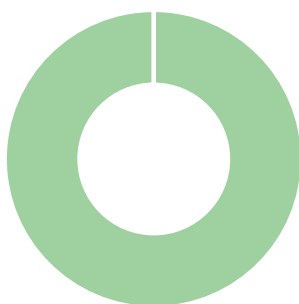
Detailed feedback by local map area

The following sections aggregate and summarize the feedback shared with the project team via online survey submissions and e-mails sent to the project team. The feedback is organized by location and within those, by the following categories:

- Overall feedback about map accuracy
- Suggested edits to the draft map area
- Feedback about places of interest
- Other feedback

Etobicoke Centre

Overall feedback about map accuracy, 5 responses



- Yes, the map is generally accurate (100%)
- No, there are things on the map that are not accurate (0%)

Suggested edits to the draft area map

- **Add the religious denomination to the area's churches**, including St. George's Anglican Church-on-the-Hill and Our Lady of Sorrows Catholic Church.
- **Add a "Six Points" District label to the Bloor St W, Kipling Ave, and Dundas St W area.** This is well-known locally and is currently only defined on the map with Six Points Plaza and Six Points Park.
- **Add the words "below" or move the Notable Murals label at Royal York Rd and Dundas St W onto Royal York Road.** The murals are only visible from Royal York Rd, not on Dundas St W.
- **Highlight the shopping areas, like the Village of Islington along Dundas St W** so it is easy to distinguish for people.

Feedback about places of interest

Tier 1: Landmarks

- **Add the old Etobicoke Township Hall**, it is next to the Islington Pioneer Cemetery/Islington Burying Grounds. This former municipal office is currently a pub. The building is a landmark on Dundas St W and a destination as a busy restaurant.

- **Add “Museum” to Montgomery’s Inn because it is a museum.**
- **Promote the Kingsway Theatre on Bloor St W and Royal York Rd.**

Tier 2: Local Destinations

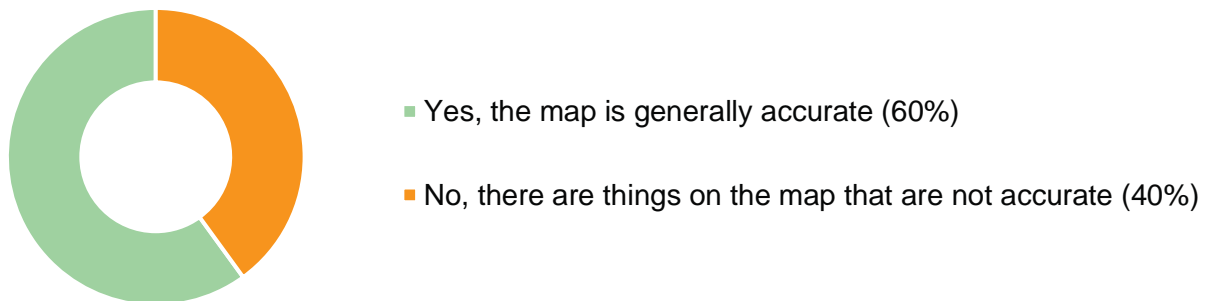
- **Add the historic plaques in the area:** at George Corsan in Echo Valley park, old Etobicoke Township Hall, St. George's Church, and the Joshua Glover statue.

Other feedback

- Consider adding the Kingsway BIA’s oldest stores: Golf Gallery, Altronics Stereo 2000, Fine Craft Custom Upholstery Ltd., and The Crooked Cue.
- Consider extending the mapping area east to fully include the west bank of the Humber River because it is a part of the significant history of the Etobicoke area. This area from Lambton Mills south to Old Mill was once known as Malton Mills.
- Consider adding a small label next to bus stops that denote the bus route that passes the stop. This could be helpful for people to find which bus stop to use, especially considering that the TTC Express service does not stop at every stop.
- The white text for Landmark and Local Destination labels can be hard to read, for example: Village of Islington Murals.

St Clair West

Overall feedback about map accuracy, 10 responses



Suggested edits to the draft area map

- **Add a shopping cart icon at the southwest corner of Keele St and Junction Rd.** There is an organic grocery store here.
- **Add a dining icon to Little Malta.** There are a few restaurants here.
- **Add one-way signage in the area around Dods Ave and Ethel Ave.** You cannot exit the power centres onto these streets.

- **Add stair icons to Gaffney Park trails.** There may be some stairs that lead from the streets to the trails here.
- **Add a parking icon at the southwest corner of St Clair Ave W and Runnymede Rd.**
- **Add a park and splash pad beside Loretto College School.** There is a City run splash pad at the corner of Auburn Ave and Via Italia. The community uses this space often.
- **Move northern “Earlscourt” District label to the right.** The Earlscourt neighbourhood runs from the rail tracks to Dufferin St. The north label is too far to the left.
- **Remove “Gardens” from Junction Gardens Mini-District label.** This area is often locally referred to as just “The Junction”. The BIA recently changed their name to The Junction BIA.
- **Double check and confirm the internal road labels in Stock Yards Village.**

Feedback about places of interest

Tier 1: Landmarks

- **Add Congregation Kneseth Israel.** It is a significant building and may warrant the elevated orange icon.
- **Add historic information to The Junction Craft Brewery landmark.** This building used to be the Symes Road Destructor.
- **Add St. Cecilia's Catholic Church.**
- **Add Historical Fire Station 423.**
- **Add Cambell Lofts.**

Tier 2: Local Destinations

- **Add the Ale Yards Area, which includes Rainhard, Shacklands, and Junction Craft Breweries.** These breweries are local destinations.
- **Add Indie Ale House Brewery.**
- **Add Nickel 9 Distillery.**
- **Promote the West Toronto Railpath to a Local Destination.** A lot of people use this path for walking, cycling, jogging, and community events. It should be more prominent on the map.
- **Promote the George Bell Arena to a Local Destination.**

Tier 3: Minor Destinations and Community Assets

- **Add St. John's Place.** It is a small but attractive public square at the southeast corner of Dundas St W and St. John's Rd.
- **Add Saint Oscar Romero Catholic Secondary School.** It is just beyond the study area but important to people in the area
- **Add the small Baptist church on Rosemount Ave and Greenlaw Ave.**

Other feedback

- Consider adding transit information to the maps. Simply showing stop locations may not be helpful for the public. Maps could include route numbers, and barcodes for people to scan and get real-time transit information. It could help future transit users get around the neighbourhood.
- Consider a way to show whether bike lanes on streets are separated.
- Consider adding pedestrian crossings to the map to show where people can cross the road.
- Consider adding some of the natural features of the escarpment along Davenport Rd. There are remnants of ravines and watercourses that are visible in the area.
- Consider extending the detailed mapping area south of the rail corridor and Annette St. There are important landmarks south of this area like the Annette Street Library and St. Cecilia's Catholic Church.
- Clarify why some schools are Landmarks and other schools are Local Destinations. Most schools in the area are significant community hubs.
- Clarify why some businesses are named on the maps, for example, "Walmart" on St. Clair Ave W.
- Green spaces provided by the City are an important community asset for the neighbourhood, it is important to highlight all of them on the map.
- It is great that the maps include publicly accessible stairways along Davenport Rd and Springmount Ave.

Eglinton West

Overall feedback about map accuracy, 10 responses



- Yes, the map is generally accurate (50%)
- No, there are things on the map that are not accurate (50%)

Suggested edits to the draft area map

- **Add Little Jamaica and Reggae Lane to the map.** This area is significant and there is a Cultural District Plan in development with the City. Little Jamaica extend from Keele St and Eglinton Ave W to Allen Rd and Eglinton Ave W.
- **Add a municipal parking lot at the southwest corner of Keel St and Eglinton Ave E.** Although, it may be removed by the City soon.

- **Add rail tracks, parking lots, and bike garage to Mount Dennis Station.**
- **Add “CN/CP Railway” label to the rail corridor between Weston Rd and Black Creek Dr as well as beside the Westside Mall.**
- **Add sidewalk along the northside of Eglinton Ave W from Jane St to Pearen Park, and through Pearen Park north to Glenvalley Dr.** This is planned to be built in 2021.
- **Add a pedestrian connection at the southwest corner of Cameo Crt connecting Alliance Ave behind Jane Park Plaza.**
- **Add “Railway Lane” to the laneway beside the rail corridor between Nickle St and Ray Ave and draw it wider.** It has recently become a City road and renamed to Railway Lane.
- **Add Newport Fish (at 370 Alliance) and Rudolph's Bakery (at 390 Alliance).** These are two retail stores that should ideally be identified.
- **Extend Pinehill Cres.** The road shown here should extend past the large building.
- **Update the house at 55 Sunnybrae Cres to the exact same shape as 53 Sunnybrae Cres.**
- **Identify bike-friendly streets.** Bicknell Ave, Dunraven Dr, Silverthorn Av, Haverson Blvd, and Blackthorn Ave are designated bike-friendly streets by the City.
- **Remove the house at Keelesdale Dr west of Black Creek Drive.** That house has been demolished but appears on the map.
- **Remove the two rectangles in the Bala School play area.** There is nothing in there in person.
- **Remove the Regent Park – Etobicoke label.** There is no name for that green space located in the middle of Rogers Rd, Hillary Ave, and Regent St.
- **Remove Mount Dennis District label west of Stoneleigh Rd.** Areas west of Jane St are not considered Mount Dennis.
- **Replace “Site” with “Park” in the Black Creek Site West label at the bottom left corner.**
- **Replace “Black Creek Site East” label with “Black Creek Valley”**
- **Replace “Keelesdale” District label with “Greenhills”.** The boundaries of Greenhills, as defined by the Greenhills Community Association, are Gulliver Rd to Keele St south to Trethewey Dr, then Trethewey Dr north-west to Black Creek Dr, then Black Creek Drive north to the stream that connects to Gulliver Road. Areas outside of this should not be labeled Greenhills.
- **Replace “Keelesdale” District label with “Greenbrook”.** The area north of Eglinton Ave W between Black Creek Dr and Keele St and south of Gulliver Rd is not known as Keelesdale. The correct name for this area is Greenbrook.
- **Replace “Mount Dennis” District label with “Rockcliffe”.** The area south of Lambton Ave and west of Weston Rd is not known as Mount Dennis. The correct name for this area is Rockcliffe.
- **Revise the “Weston Rd.” Mini-District label to “Mount Dennis”.** The business association along Weston Road is known as Mount Dennis, not Weston Rd.

- **Revise North Keelesdale Park and Keelesdale South Park so they are consistent.** Consider renaming one or the other to North Keelesdale Park and South Keelesdale Park or Keelesdale North Park and Keelesdale South Park.
- **Revise north western Eglinton Flats label size to be consistent with other parks nearby.** The northwestern Eglinton Flats label is larger than Fergy Brown Park and the southeastern Eglinton Flats labels.
- **Revise Eglinton Flats park labels.** The Eglinton Flats name applies to all four quadrants of Eglinton Ave W and Jane St. Fergy Brown Park is the official name for the northeastern flats, and Gladhurst Park is often used for the southeastern flats. Consider renaming the quadrants as: Fergy Brown Park NE Eglinton Flats, Gladhurst Park SE Eglinton Flats, North-West Eglinton Flats, and Scarlett Woods Golf Course SW Eglinton Flats. Also consider renaming the little park beside Elhurst Crt as “Elhurst Park”.
- **Confirm with TTC on the final location for bus stops at Keele St and Eglinton Ave W.** The bus stops at this intersection may be soon moved back to their original locations as construction concludes.
- **Confirm with Metrolinx on the position of tracks in the rail corridor.**
- **There may be a future GO station next to Keelesdale LRT station.**

Feedback about places of interest

Tier 1: Landmarks

- **Add the Mount Dennis Station.** It will be a very large transit terminal station for the Eglinton LRT, bus service, and GO service. There will be a GO Train/UPX Train platform at the intersection of Eglinton Ave W, just south of the rail corridor. Construction of the station is almost complete. This station will incorporate a heritage structure, the only remaining building of the once huge Kodak plant - the "Kodak Employees Building". Consider moving the "Mount Dennis Station" label left to join the rail corridor since the main entrance will be from the westside of the corridor.
- **Add Reggae Lane.** Specifically, the Heritage Plaque for Reggae Lane and Jimmy Wisdom Way mural and street.
- **The Church of Saint Martha and Mary's at Weston and Eglinton is a perfect indicator for this intersection.**
- **Consider adding more community recreation centres, libraries, schools, fire stations, police stations, art installations, and parks as Landmarks.** The map currently has many places of worship, and these places may not be significant to the whole community.

Tier 2: Local Destinations

- **Add all of the Black Businesses that have had a major presence in this community for decades.** The team could do research and make sure that every business is recognized, for example: Celebrity Vegetarian, Treah Jah Isle Records, JN Bank Canada (first Jamaica bank in Canada), Fresh Cut Juice Bar, Barbers of Eglinton, Entertainment Kitchen, Monica's Beauty Salon

and Cosmetics, Just Incredible, Shah or Hair and Beauty, Casual Beauty Salon, Randy's Take-Out, TinNel's Patties, Judys Island Grill, and Roti Palace.

- **Add UrbanArts on Bartonville Ave E.** It is the rectangular building adjacent to the laneway that parallels Weston Rd.
- **Add York Memorial Collegiate Institute.** It is a heritage site due to its neo-gothic architecture significance.
- **Add the Mount Dennis Station.**
- **Promote Nyctophellia at Dennis Ave and Weston R.** It is a special marker of the area.

Tier 3: Minor Destinations and Community Assets

- **Add the Eglinton Maintenance and Storage Facility.** It is beside Mount Dennis Station.
- **Add the York Museum.** It is located beside to the Town of York Cenotaph.
- **Add the Irving Tissue plant.** It is one of Toronto's biggest manufacturing operations. The Irving Tissue complex includes the two large buildings east of Weston Rd and north-west of Jane St, and the large building immediately east of the Jane St bridge. Irving is also the source of an almost continuous plume of smoke, which also makes it an interesting feature.
- **Add the Canada Post Depot on Ray Ave.**
- **Add Arts Etobicoke - 4893 Dundas St. West.** They offer free accessible art opportunities to all Etobians and residents of Etobicoke.
- **Add Toronto Public Library - Maria A Shchuka.**
- **Add Unison Health and Community Clinic.**
- **Add the Learning Enrichment Foundation at 116 Industry St.**

Other feedback

- Ensure that public facilities in parks are identified. It is important to show the facilities and assets such as washrooms, first aid, playgrounds, splash pads, hiking trails, and paved bike paths that are available in parks.
- Consider adding boundaries between the industrial buildings in Mount Dennis, for example around Bertal and Todd Bayliss on Industry St. It is generally physically impossible to cross the area between Industry St and Tretheway Dr because of barriers.
- Clarify why the same type of place are identified differently on maps. For example, Mount Dennis Library is small compared to Weston Library, and the Anglican Church of St. Mary and St. Martha is large compared to other churches.
- Clarify the use of icons for shopping and dining areas. There is little shopping on Weston Rd but there is a general shopping marking on Weston Rd included on the map.

Weston

Overall feedback about map accuracy, 6 responses



- Yes, the map is generally accurate (33%)
- No, there are things on the map that are not accurate (67%)

Suggested edits to the draft area map

- **Revise the rail corridor north of Lawrence Ave W.** The map looks like it implies that the rail corridor goes over the road. But the GO corridor goes under the roads north of Lawrence Ave W, while the CP/CN lines are at-grade at Church St and King St.
- **Add a pedestrian walkway between Wadsworth Blvd and MacDonald Ave behind Weston Collegiate.**
- **Add ambulance station to Fire Station 442.**
- **Add stair icon at the bottom of Little Ave connecting to the Humber River Trail.**
- **Add a stage to Memorial Park.** It is often used for performances.
- **SuOn Collage is misspelled,** it should be “College”.

Feedback about places of interest

Tier 1: Landmarks

- **Add the Weston Village Farmers Market.** It takes place once a week seasonally and has been a staple in the neighborhood.
- **Cruickshank Park and Weston Lions Park are a city-wide landmark.**

Tier 2: Local Destinations

- **Add the Senior's Centre inside 1901 Weston Rd.** It is a destination and is the Weston Historical Society office and display space.
- **Add Community Place Hub.** It is south of Lawrence Ave W between 1765 and 1775 Weston Rd. It is a former swimming pool that is now used as a community hub.
- **Add the Masonic Hall at 2040 Weston Rd.**

- **Add Frontlines.** It is a youth centre with daily after school free drop-in activities, employment counselling, and skills training, which has been active in the community since 1987. It recently relocated from 1844 Weston Road into its new home at 1800 Weston Road.
- **Promote the Central United Church.** Weston King Neighbourhood Centre operates from here too. They work on poverty reduction in the neighborhood. It is a drop-in centre, food bank, and soup kitchen.
- **Promote Weston Collegiate.** It has the only public indoor pool in the area.

Tier 3: Minor Destinations and Community Assets

- **Add the green space on top of the railway tracks between Church St and King St.** It is as yet unnamed, but it should be marked. Some of it will be part of St. John the Evangelist School playground, and other parts will be public park.
- **Add the green spaces at schools.** Weston Memorial and C.R. Marchant have green spaces with baseball diamonds that are used by local residents.
- **Add the Bike Share locations at Lions Park.**
- **Add bike paths on Church St and Wendell Ave.** The City of Toronto's website shows Church St and Wendell Ave as bike paths, but they are not marked on the roadway. There are no other bike paths on the streets in Weston.
- **Add the York West Active Living Centre in 1901 Weston Rd.**
- **Add Frontlines.** It is a youth drop-in centre
- **Add Weston King Neighbourhood Centre.**

Tier 4: Generic Destination

- **Add a grocery icon to Amazing Mart African and Canadian Foods at 1979 Weston Rd.** They sell fresh produce and are in the process of installing a meat butcher counter.

Other feedback

- Consider bolding or different colours to highlight the strips of where retail/food is bustling around Weston Rd and Lawrence Ave W. It seems hard to differentiate between what is residential and what is not.
- Consider showing signalized intersections so people know where it is safe to cross. There are signalized pedestrian crossings on Holley Ave, opposite Holley Park; on Weston Rd south of Lawrence Ave W; and on Jane St north of Lawrence Ave W.
- The Raymore Park baseball diamond is a marginally maintained facility and not used often. And the proximity to the leash-free zone may be the issue.
- There could be more Tier 1 Landmarks in Weston because there is a lot of character and history.
- The City could consider additional lighting in Wallace Swanek Park and/or upgrading the lighting at the baseball diamond. People use this park as a walking/jogging path.

Other feedback about TO360 maps, in general

The follow section summarizes feedback shared by participants by e-mail about TO360 maps, in general:

- Walk Toronto has developed a crowdsourced map of locations where there are "No Exit" signs but pedestrians can get through. The TO360 team could cross reference with this map to see if there are pedestrian connections that could be added to the TO360 database. The link to Walk Toronto's crowdsourced map is: <https://www.google.com/maps/d/viewer?mid=1N-ekzo0OP4EP1z7zvC6bAkYcH5beGWmB&usp=sharing>
- Ensure that maps include accessibility features and consider feedback about accessibility.

Next steps

The feedback in this report is one of several inputs into the updated database and maps. Other inputs include feedback from a Map Content Task Force composed of representatives of organizations like the TTC and Metrolinx, and various City of Toronto Divisions (e.g. Parks, Forestry & Recreation and others).

The TO360 team will use this feedback along with established graphical standards to inform updates to the TO360 map database. The project also endeavours to expand the detailed level of mapping available across the city. For more information, please visit www.toronto.ca/wayfinding

Attachment A: List of organizations invited to participate

Active Transportation and Pedestrian Advocacy

Groups:

Cycle Toronto
Jane's Walk
Toronto Centre for Active Transportation
Walk Toronto

Business Improvement Areas

Baby Point Gates BIA
Bloor West Village BIA
Corso Italia BIA
Eglinton Hill BIA
Emery Village BIA
Fairbank Village BIA
Hillcrest BIA
Junction Gardens BIA
MarkeTO District BIA
Mount Dennis BIA
Oakwood Village BIA
Regal Heights Village BIA
Rogers Road BIA
shoptheQueensway.com BIA
St. Clair Gardens BIA
The Kingsway BIA
Village of Islington BIA
Weston Village BIA
Wychwood Heights BIA
York-Eglinton BIA

Community Organizations

Arts Etobicoke
Artscape Weston
Artscape Wynchwood Bards
For Youth Initiative
Frontlines Toronto
Horizons for Youth
Lost River Walks
Mabelle Arts
The Laneway Project
The Stop
UrbanArts

Friends-of Groups:

Carlton Park People's Auxiliary
Eagle Manor Group
Friends Grow Together
Friends of Bell Manor Park
Friends of Earls Court Park
Friends of Fairbank Memorial Park
Friends of Graham Park (the Purple Park)

Friends of Henrietta Park
Friends of Queensway Park
Friends of Raymore Park
Friends of Roseneath Park
Friends of the West Toronto Rail Path
Friends of Wadsworth Park
Friends of Watkinson Park
Hopewell Community Garden
Perth-Dupont Community Garden
Strive Toronto

Heritage Groups:

Baby Point HCD
Etobicoke Historical Society
Feminist History Society
Heritage Etobicoke Foundation
Humber Heritage Committee
Indigenous Lands Stewardship
Lambton House, Heritage York
Montgomery's Inn Community Museum
Myseum
New Toronto Historical
Ontario Black History Society
Swansea Historical Society
Taras Shevchenko Museum & Memorial Park
Foundation
The Junctioneer
The Tollkeeper's Cottage
West Junction Historical Society / West Toronto
Junction Historical Society
Weston Historical Society

Residents' Associations:

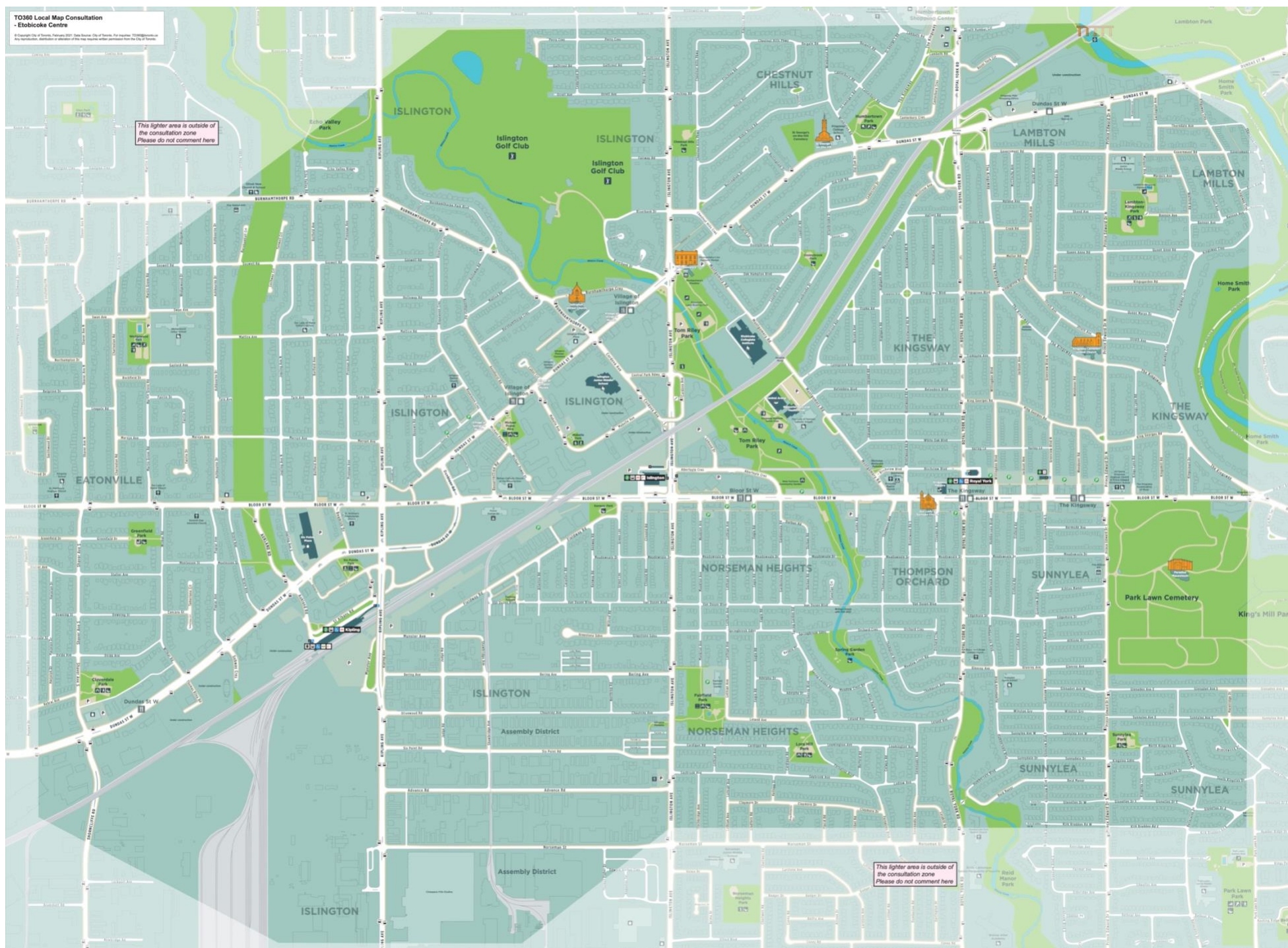
Bloor West Village Residents Association
Davenport Neighbourhood Association
Humber Valley Village Residents' Association
Islington Ratepayers and Residents Association
Kingsway Park Ratepayers Association
Mount Dennis Community Association
Mulock Avenue Residents' Association
Northcliffe Village Residents' Association
Old Mill Community Association
Queensway Residents' Association
Regal Heights Residents' Association
Rockcliffe Smythe Community Association
Runnymede Village Neighbourhood Association
South Corso Italia Residents' Association
St. Clair West Village Residents' Association
West Bend Community Association
Weston Village Residents' Association

Attachment B: Round Two Draft Wayfinding Maps

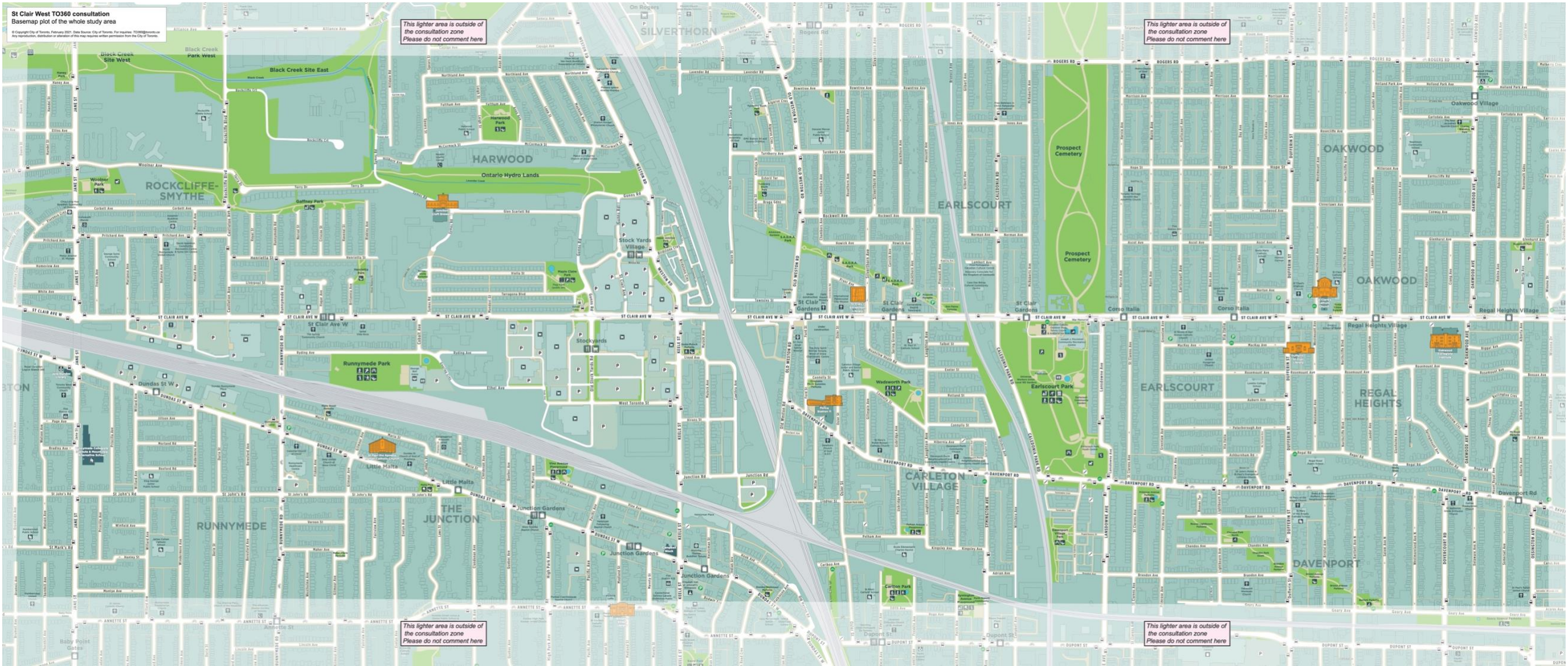
The following four pages includes the draft wayfinding maps shared for participant review during Round Two. The four local mappings area:

- Etobicoke Centre
- St. Clair West
- Eglinton West
- Weston

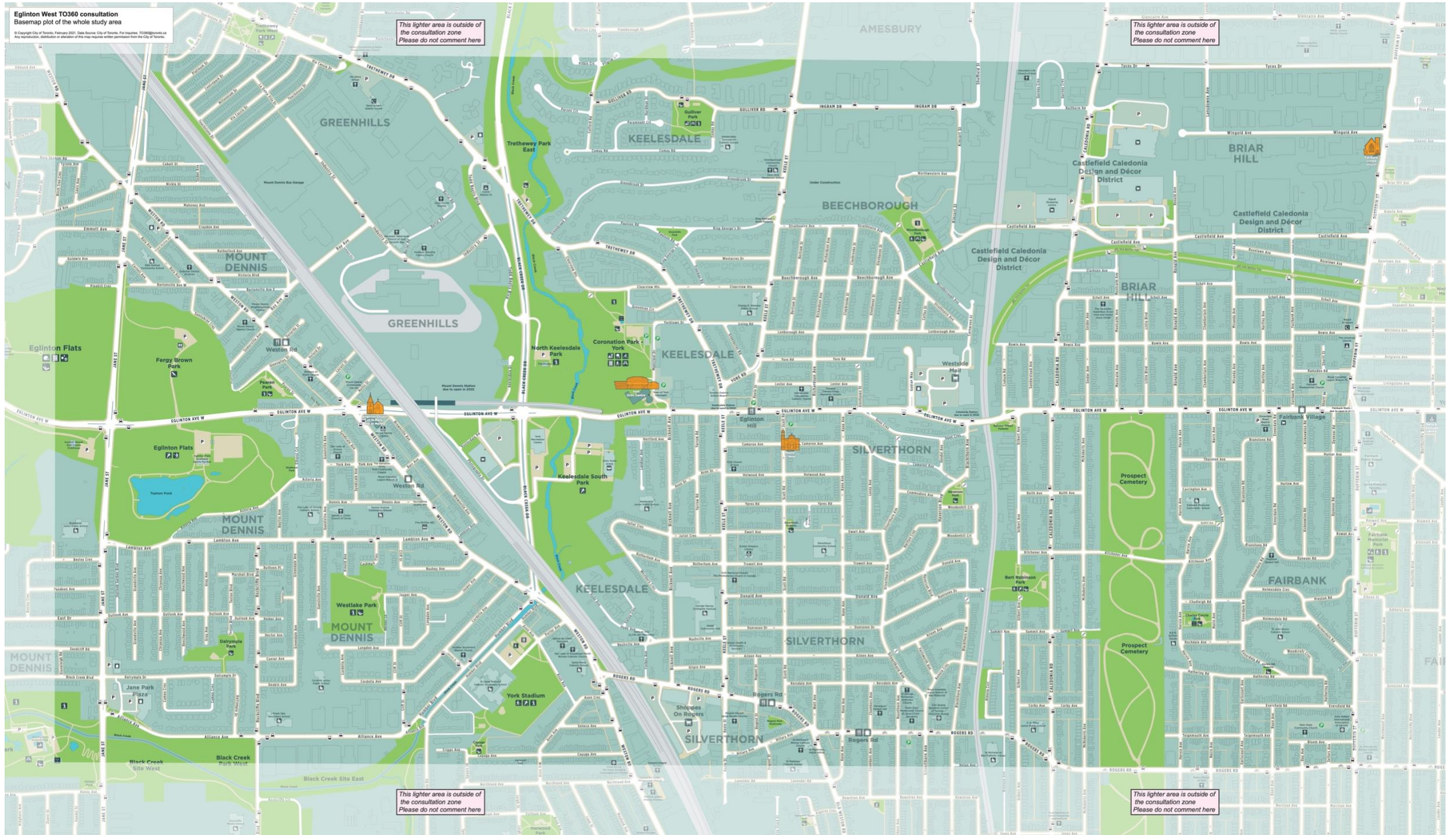
Draft map for Etobicoke Centre



Draft map for St. Clair West



Draft map for Eglinton West



Draft map for Weston

