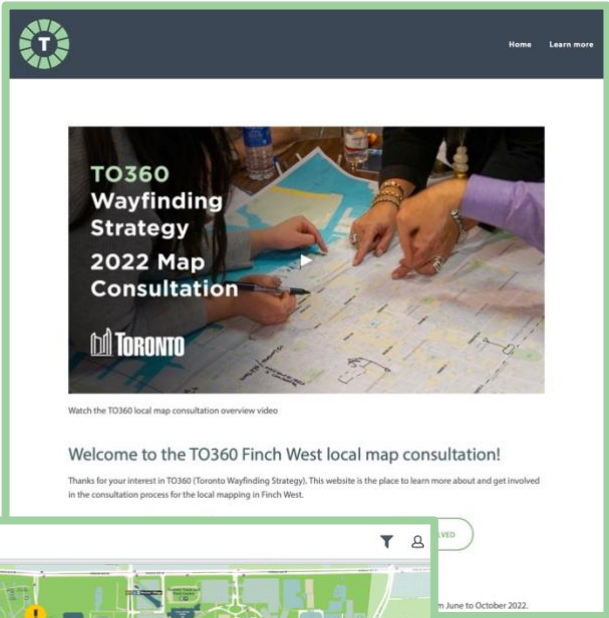


# Consultation Report

## TO360 Wayfinding Strategy Finch West Consultation, Round One

Summer 2022



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## 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 of Toronto 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. The City has installed more than 250 on-street wayfinding signs and over 500 maps in TTC stations, transit shelters and Bike Share 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.

This project is led by the City of Toronto’s Transportation Services Division working with consultants Steer, T-Kartor, and Third Party Public (formerly Swerhun Inc.). From June 20 to July 15, 2022, the City of Toronto and their consultants hosted the first of the two planned rounds of local map consultations for the Finch West consultation area.

Since 2017, over 120 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.), Scarborough City Centre, western Toronto and Etobicoke Centre.

This consultation report summarizes the feedback received through the first round of consultation, including pop-up engagements, online survey submissions, and feedback forms. This report will help inform revisions to the TO360 map database and the content that appears on various wayfinding products as the City continues to roll out the strategy.

The feedback in this report is one of several inputs into the updated database and maps. Other inputs include feedback from various City of Toronto Divisions and Agencies (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

Wayfinding maps for Finch West are being prepared in anticipation of the completion of the Finch West LRT. The maps for the area will appear in future transit stations and stops and on other on-street map signage once the Finch West LRT is operational.

The Finch West consultation area is roughly bounded by Sheppard Avenue West, Dufferin Street, Steeles Avenue West, and Highway 427.



Figure 1 - TO360 Finch West Consultation Area

The two-round consultation focuses on connecting with organizations and local people with knowledge and/or interest in wayfinding. Round One of consultation was held from June 20 to July 15, 2022. The purpose of Round One was to seek feedback on draft wayfinding maps (see Attachment B). Specifically, the project team sought community feedback on:

- The overall accuracy of the maps, including any omissions, errors, mislabeled places, or other mistakes on the maps.
- Places of interest (landmarks and destinations), and whether there are any that should be added to the map, or any existing ones that should be “promoted” or “demoted”.
- Names and locations of the Mini-Districts (commercial areas, primarily retail, that span along multiple continuous blocks).

The project team sought feedback through a variety of tactics, including online and in-person. Participants were able to learn about TO360, review the draft wayfinding map, and provide comments at pop-ups in the community; online using an interactive map or comment form; using a printed or mailed engagement toolkit; and via voicemail. The online consultation was hosted on the dedicated website: [www.to360survey.com](http://www.to360survey.com). The sections below describe each engagement channel in more detail.

Round Two of the local map consultation is planned for fall 2022.

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## Project website

The dedicated consultation website, [www.to360survey.com](http://www.to360survey.com), that was used for previous TO360 local map consultations was updated for the Finch West local map consultation. The website was hosted on Squarespace.

The project website was the hub for all consultation materials (including the draft wayfinding maps) and provided information about TO360 and the ways to participate. The website also included a project video, which provided information about TO360, and encouraged viewers to participate. Watch the project video on Transportation Services' YouTube page: [https://youtu.be/MZ\\_ASzeKLsk](https://youtu.be/MZ_ASzeKLsk).

The website also shared the facilitation team's and City of Toronto's project contact information, including a voicemail number, for participants who wanted to request an engagement toolkit by mail, share their feedback or ask questions.

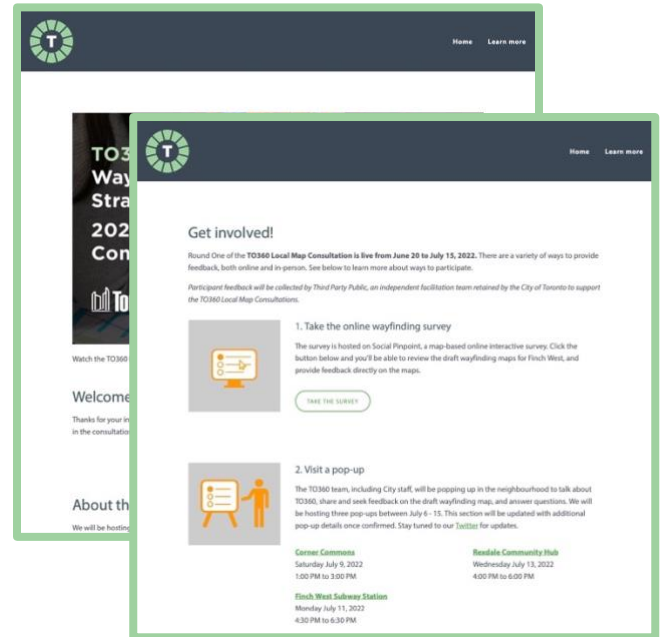


Figure 2 - Screenshots of the project website

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## In-Community Pop-ups

Round One included three pop-ups in the Finch West consultation area:

1. Corner Commons (Jane Finch Mall) on July 9<sup>th</sup> from 1:00 p.m. – 3:00 p.m.
2. Finch West Station on July 11<sup>th</sup> 4:30 p.m. – 6:30 p.m.
3. Rexdale Community Hub on July 13<sup>th</sup> 4:00 p.m. – 6:00 p.m.

The project team was available at the pop-ups to share information, seek feedback, and answer questions about TO360 and the draft wayfinding map for Finch West. Community members provided feedback by marking up the maps, leaving comments on feedback boards, or by talking to the project team. Materials that were available at the pop-ups included informational panels, the draft wayfinding map (printed on large panels), and the engagement toolkit.

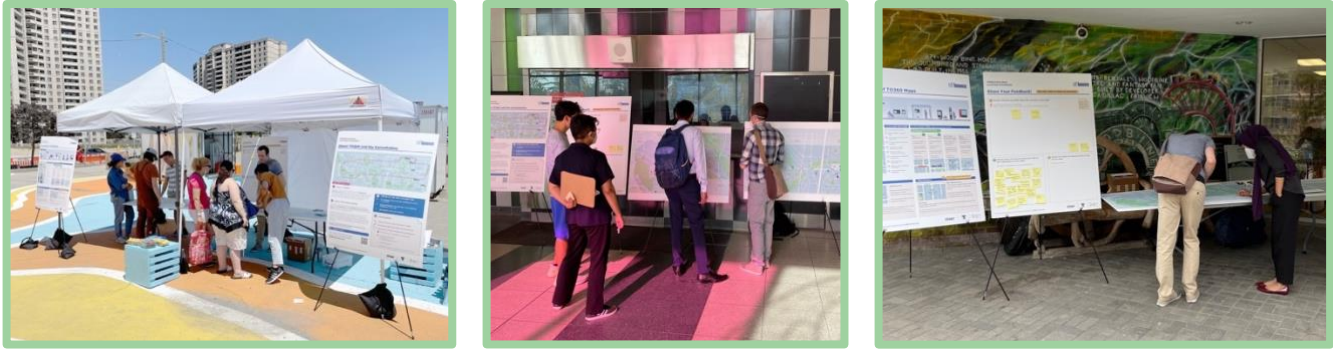


Figure 3 - Pop-ups at Corner Commons (Jane Finch Mall) (left), Finch West Station (middle), and Rexdale Community Hub (right)

## Online survey

Participants were able to provide feedback online in two ways: using an interactive map-based survey to comment directly on the draft wayfinding map artwork or by downloading the draft wayfinding map as a PDF and submitting comments using a simple comment form.

In both versions, the survey asked participants if the draft wayfinding maps were generally accurate; to identify any errors, omissions, or mislabeled places; if there were any places of interest that should be displayed or shown differently, and if there were any Mini-Districts that should be on the maps and their locations.

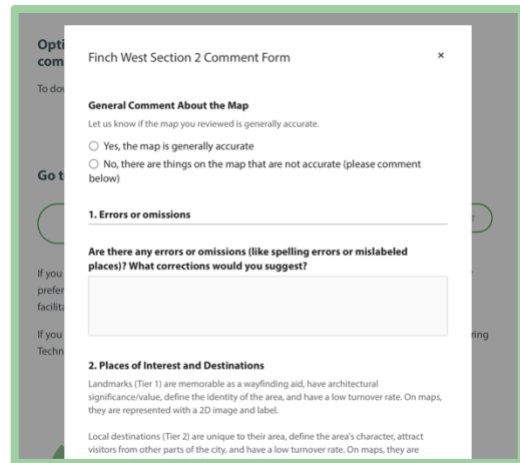
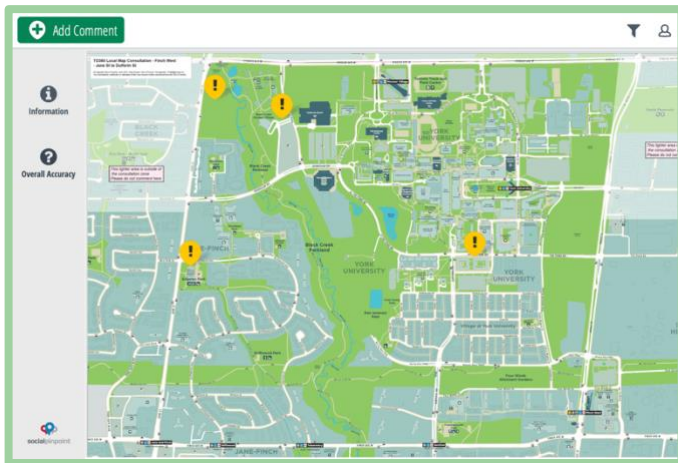


Figure 4 - Feedback on the map in Social Pinpoint (left), and a screenshot of the online comment form (right)

## Engagement toolkit

The engagement toolkit was intended to provide a low-tech alternative to participants who prefer reviewing printed maps or have limited access to the internet or devices. The engagement toolkit was available to download from the website or by postage-paid mail upon request.

The engagement toolkit had two components: TO360 information with key project content drawn from the website; and a map package that included a comment form, a map key, and map tiles printed on tabloid-sized paper. The toolkit packages included instructions on how to mark-up maps as well as a postage-paid self-addressed envelope for participants to mail their feedback to the facilitation team.

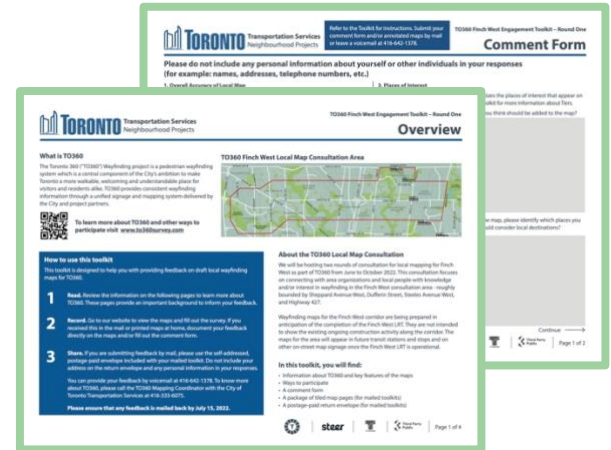


Figure 5 - Engagement toolkit and comment form

## Outreach and notification

Round One generally relied on two ways of outreach and notification: City-led outreach and locally promoted outreach.

### City-led outreach:

The City of Toronto team conducted outreach through emails to stakeholders, sending three emails promoting the consultation to a list of about 40 contacts. The contact list included stakeholders from local Business Improvement Areas (BIAs), residents' associations, friends-of park groups, local heritage organizations, active transportation advocates, and other community groups who may have local knowledge or an interest in wayfinding.

The City team also promoted the consultation on social media through the Transportation Services' Twitter account, @TO\_Transport.

### Locally promoted outreach:

As part of the City-led outreach efforts, the team also encouraged stakeholders to share the consultation with others who may be interested and to help with promotional efforts. As a result, some stakeholders posted on social media about the TO360 consultation.

Additionally, printed engagement toolkits were available at four community centres and libraries in the Finch West consultation area: Rexdale Community Hub, Thistletown Community Centre, Driftwood Community Recreation Centre, and Toronto Public Library, Albion Branch.

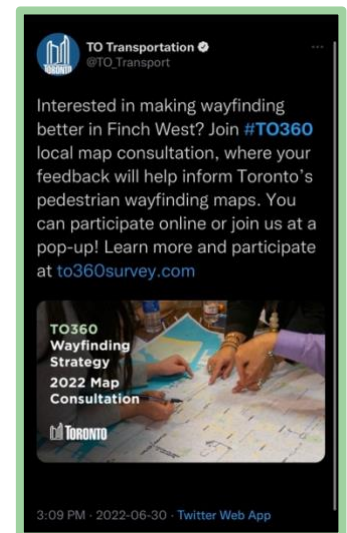


Figure 6 - @TO\_Transport post about TO360



Figure 7 - Tweet from Walk Toronto (left), and the Engagement Toolkit in a community centre (right)

## Engagement statistics

Round One was open for feedback for 26 days, from June 20 to July 15, 2022. The following are some statistics from the different streams of engagement during this time:

### Website traffic

The website analytics provided by Squarespace for that time are as follows:

- Unique Visitors: 190 (estimated number of individuals who went to the website)
- Visits: 215 (approximate number of times that people came to the website)
- Page views: over 460 (approximate number of times a page was loaded/"viewed"). This number suggests that each Unique Visitor viewed over 2 pages each visit.

### Online survey responses

- Social Pinpoint commenters: 7
- Social Pinpoint comments: 15
- Online form submissions: 2

### Toolkit submission: 1



## In-community pop-ups interactions

The three community pop-ups were well attended. Altogether, the project team interacted with over 85 people who provided over 100 inputs on the maps and feedback boards. At each pop-up, the project team spoke to:

- approx. 40 participants at Corner Commons (Jane Finch Mall)
- approx. 30 participants at Finch West Station
- approx. 15 participants at Rexdale Community Hub

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## Detailed summary of feedback

The following section aggregates and summarizes the feedback shared with the project team via the in-person pop-ups, online engagement, and mailed toolkits. The feedback is organized by the following categories:

1. Feedback about map accuracy
2. Feedback about Places of Interest
3. Feedback about Mini-Districts
4. Detailed feedback about York University
5. Other feedback

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### 1. Feedback about map accuracy

In general, participants said the map was accurate. Some suggested the following edits:

- **Add missing features at York Woods Library.** There are missing trail connections as well as a theatre at the library that should be highlighted.
- **Add the name for the building marked with the 'H' (Hospital icon) at the southwest corner of Finch Ave West and Oakdale Road.**
- **Add the new bike lane on Murray Ross Parkway.**
- **Add the new casino at Queen's Plate Drive and Highway 27.**
- **Add the hidden entrance to Rowntree Park at the bend on Rowntree Rd.**

- **Label Highway 27 consistently.** Highway 27 is currently labelled as Highway 27 ‘S’ south of Finch Ave West, whereas other labels do not include the “S”.
- **Remove the church icon at Islington Avenue and Wardlaw Crescent.** This location is no longer a church.

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## 2. Feedback about Places of Interest

### *Tier 1: Landmarks suggested by participants*

- **Black Creek Pioneer Village.**
- **Prayer Palace Church at Finch and Arrow.** It is a well visited place of worship by the community and could be identified as a Tier 1 location.
- **Rexdale Community Hub.** It is a popular space and a major local service organization. It could be a Tier 2 destination but can also potentially be considered as a Tier 1 destination since their services have been very impactful for the community.
- **Buildings near Panorama Court,** also known as “ghost towns.”
- **Rudy’s Garden,** a space tended by a local resident near Driftwood Park.

### *Tier 2: Local Destinations suggested by participants*

- **Major shopping malls in the area: Albion Centre, Jane Finch Mall, and Yorkgate Mall.** These shopping malls are major destinations in the area and could potentially be landmarks.
- **Thistletown Multiservice Community Centre.** This is a busy community serving organization.
- **Gord and Irene Risk Community Centre.**
- **Norfinch Mall.**

### *Tier 3: Minor Destinations and Community Assets suggested by participants*

- **Black Creek Community Farm.** It is an important urban farming focused community organization.

### *Places of Interest that were suggested participants with no specific tiering mentioned.*

- **General Places of Interest:**
  - 76 Coral Gable Drive. This is the location of Toronto’s heritage red oak. The property was purchased by the City of Toronto on December 1, 2021. It will be a

tree parkette, and hopefully a First Nations parkette as the 300-year-old red oak is sacred to all First Nations and is in the immediate vicinity of the historic Toronto Carrying Place Trail.

- 4700 Keele Street (York University in general).
- Archives of Ontario
- Pioneer Village Station
- The new murals near Rowntree Park and Humberwood Park.
- The outdoor Marian Shrine at 3100 Weston Road. This is a Ukrainian Catholic shrine, located at the back of the house just south of the Carmine Stefano Community Centre, it is open 24/7.
- The proposed First Nation Park at the southeast corner of Finch Avenue West and Weston Road. A First Nations Park is proposed at this location by the City of Toronto and supported by the Emery Village BIA.
- Wilfred Catholic Elementary School, near Finch and Sentinel
- Woodbine Fantasy Fair. This is a major destination in the area.
- **Major community centers and community spaces in the area.** The following community centers and community spaces were identified by the participants as locations to be highlighted on the map.
  - Albion Library. This library was recently renovated and has beautiful architecture.
  - Community Centre at 8 Taber Road
  - Community Centre at Oakdale Park
  - Corner Commons (at Jane and Finch)
  - Driftwood Recreation Centre
  - Thistlepops. This is a community Pop-up space at Islington and Albion
- **Important parks and green spaces in the area:**
  - The community garden at Jane and Finch
  - Humber Arboretum
  - Rowntree Park

- **Places of worship that should be highlighted, include:**
  - BAPS Shri Swaminarayan Mandir
  - Francis Church beside school (near Firgrove Cres. and Picaro Dr)
  - Living World Assembly Church
  - Nanaksar Gurdwara
  - Pentecostal churches in the area
  - Places of worship near Finch and Chesswood
  - Prayer Palace Church near Finch and Arrow
  - Ramgarhia Sikh Society
  - Rexdale Singh Sabha (Finch/Weston)
  - St. Wilfred Catholic Church
  
- **Independent or standalone stores that are important to the local community and should be highlighted, include:**
  - Brar's Pakwaan
  - Dollarama (multiple locations, including in Jane Finch Mall and Yorkgate Mall)
  - Food Basics near Thistle Down Boulevard and Albion Road
  - GO Kart near York Gate Blvd and Jane St.
  - Grocery store near Four Winds Dr and Sentinel Road
  - Keele Value Centre
  - No Frills (multiple locations, including in Yorkgate Mall and The Albion Centre Mall)
  - Palisades (daycare center)
  - Rajdhani Sweets
  - Riyasat (Indian restaurant)
  - Uthaya Supermarket (Sri Lankan grocery store at Steeles and Kipling)
  - Walmart near Keele St. and Finch Ave. West

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### 3. Feedback about Mini-Districts:

Participants suggested adding the following Mini-Districts:

- **Thistle Town District.** There is a Mini-District at Albion and Islington which is also known as Albion-Islington Square BIA, Little India, or India Bazaar.
- **The shopping district at Jane and Finch.** Many said this is a major shopping destination for the community. There may be a new BIA forming here.
- **The shopping district from Kipling to Martin Grove on Albion Road.**
- **The shopping district from Dufferin to Chesswood on Finch Avenue.**

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### 4. Detailed feedback about York University

Participants shared several comments specifically related to the York University area. This section summarizes those detailed comments.

**Overall map accuracy and details, and suggested edits:**

- **Add York University Alumni Field and other playing fields near Steeles Ave W and Northwest Gt.** Add a stadium icon to this location. This could also be a Tier 3 location. Consider adding lines to show the four separate playing fields.
- **Add a stadium icon to the York Lions Stadium.** Consider also adding grey lines to show the fence around the stadium.
- **Add Kaneff Tower label to the Archives of Ontario location.**
- **Add Osgoode Wood Lot label in the green area next to Osgoode Hall Law School.**
- **Add Central Square Courtyard label at the unmarked location near Scott Religious Centre.**
- **Add a green courtyard to the lot between York University English Language Institute (YUELI) and Winters College.**
- **Add the word 'building' to Atkinson Building label near The Pond Road and Niagara Road.**
- **Add Kinsmen Building label near Rideau Road and The Chimneystack Road.**
- **Add Stephen E Quinlan Building label near Seneca Lane and Ian Macdonald Boulevard.**
- **Add parking symbols throughout the York University Campus, where appropriate.**

- **Edit the label for Osgoode Hall Law School.** The correct name for the building is Osgoode Hall Law School / Ignat Kaneff Building.
- **Edit the label for Student Centre near York Blvd.** The correct name for this building is First Student Centre.
- **Edit the label for Graduate Research Building.** The correct name for this building is Rob and Cheryl McEwen Graduate Study and Research Building.
- **Edit the label for Earth and Space Science and Engineering building.** The correct name for this building is Petrie Science and Engineering.
- **Edit the name for Strong Pond.** The correct name for this location is Stong Pond.
- **Edit the street labelled York University Busway to James Gilles Street.**
- **Remove the James Gilles Street label.** The existing James Gillies Street is now an unnamed road that only runs east and south of the parking lot beside the Bennett Centre for Student Services and no longer connects to The Pond Road.
- **Remove the icon next to Tait McKenzie Centre.**
- **Remove or confirm the icon for Canlan Ice Sports at York University.**
- **Remove the label for Niagara Rd.**
- **Remove the word 'Mall' from York Lanes Mall;** and add a food icon to the location.
- **Remove the small York University Keele Campus label and the corresponding icon near Passy Cres.**
- **Remove the label for York University English Language Institute (YUELI).**
- **Confirm if the bike lane along Ian MacDonald Boulevard is still there.**
- **Increase the text size for Danby Woods and Boynton Woods labels.**
- **Move District Name label saying 'York University' to green area to minimize overlapping.**

### **Suggested Places of Interest at York University:**

#### *Tier 1 landmarks:*

- **Sobey's Stadium.**
- **Vari Hall.**

*Tier 3: Minor Destinations and Community Assets:*

- **Bennet Centre for Student Services.**
- **Bergeron Centre for Engineering Excellence.**
- **Central Utilities Building near Albany Road and The Chimneystack Road.**
- **Lassonde Building.**
- **Physical Resources building near Severn Road and The Chimneystack Road.** A label needs to be added for this location.
- **School of Continuing Studies near The Pond Road and Ian Macdonald Boulevard.**
- **Stong College.**
- **Tait McKenzie Centre.**

*Suggested Places of Interest with no specific tiering mentioned:*

- **Track and Field Centre** near Steeles and McDonald Boulevard
- **York Lanes Mall**

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## **5. Other feedback**

- The map should highlight major intersections for transit transfer points. Jane and Sheppard is an example of such an intersection.
- Consider highlighting the new and upcoming transit stops on the map and clearly identify where the entrances for these transit stops are.
- Consider highlighting community services like daycare centers on the map to help new residents in the area.
- The maps should be accessible for people with different literacy levels and those with varying proficiency in English.
- The City should provide more affordable housing across the city and more shopping areas here for residents.

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## Next steps

The feedback in this report is one of several inputs into the updated database and maps. Other inputs include feedback from various City of Toronto Divisions and Agencies (e.g., City Planning and Parks, Forestry & Recreation).

The TO360 team will be back with Round Two of the consultation in fall 2022, where the team will present and seek feedback on the revised draft area maps.



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# Attachment A: List of organizations invited to participate

## **Academic**

Humber Arboretum  
Humber College  
Seneca College  
York University

## **Active Transportation and Pedestrian Advocacy**

Culture Link - Bike Hub  
Cycle Toronto  
Rexdale Walking Group  
Toronto Centre for Active Transportation  
Jane's Walk  
Walk Toronto

## **Business Improvement Areas**

Albion Islington Square  
Duke Heights  
Emery Village

## **Community Organizations and Others**

Albion Neighbourhood Services  
Community Action Planning Group  
Downsview Advocate  
Humber River Hospital  
Jane and Finch Mall  
Jane Finch Community and Family Centre  
Jane Finch Community Research Partnership  
Rexdale Hub  
The Centre for Spanish Speaking Peoples  
The Downsview Lands Community Association

The Laneway Project  
Vietnamese Association  
We Care  
York Gate Mall

## **Friends-of Groups**

Black Canadian Hikers  
Friends of Shoreham Walkway (Green Change)  
Green Change

## **Heritage**

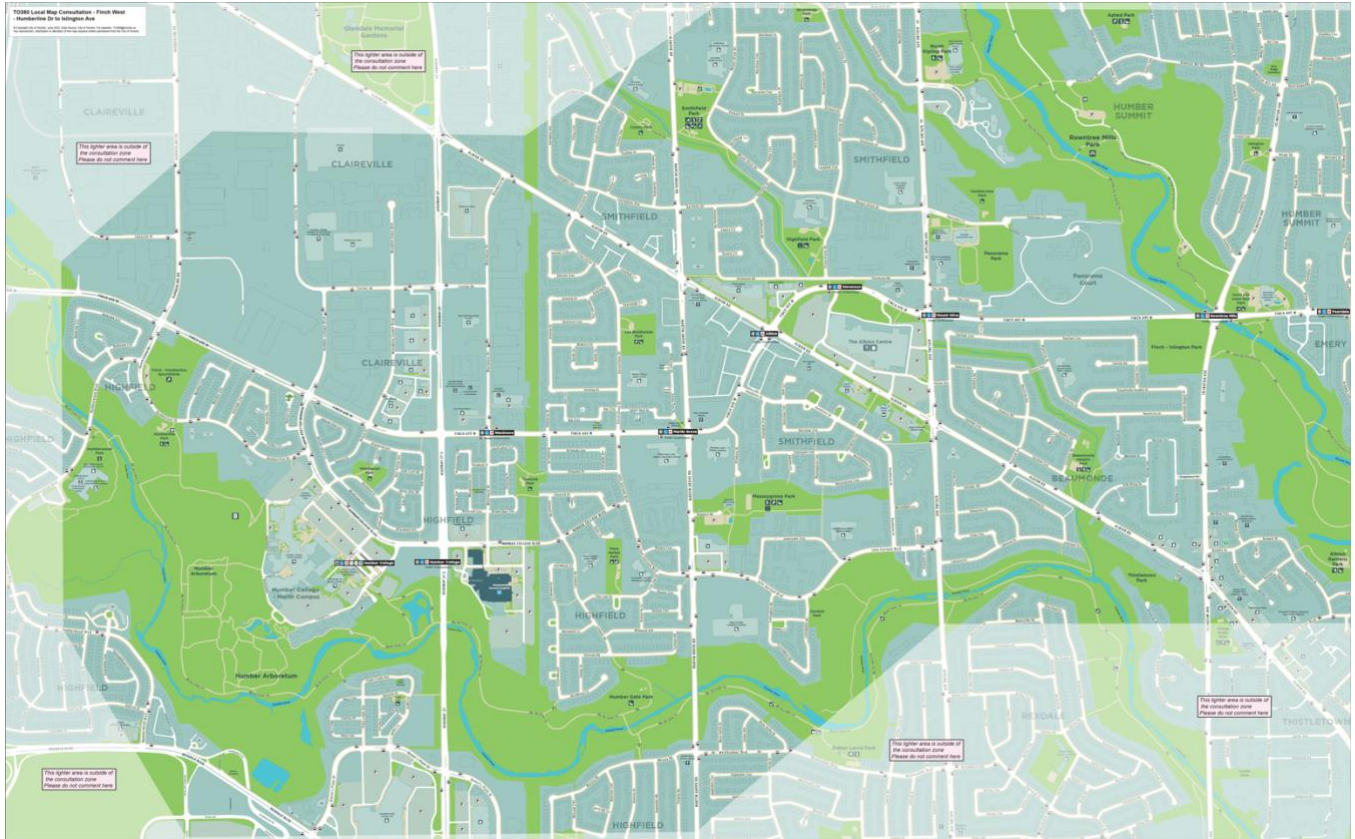
Feminist History Society  
Indigenous Lands Stewardship  
Lost River Walks  
Ontario Black History Society  
Black Creek Pioneer Village  
Thistletown & Etobicoke historical Society

## **Community Associations**

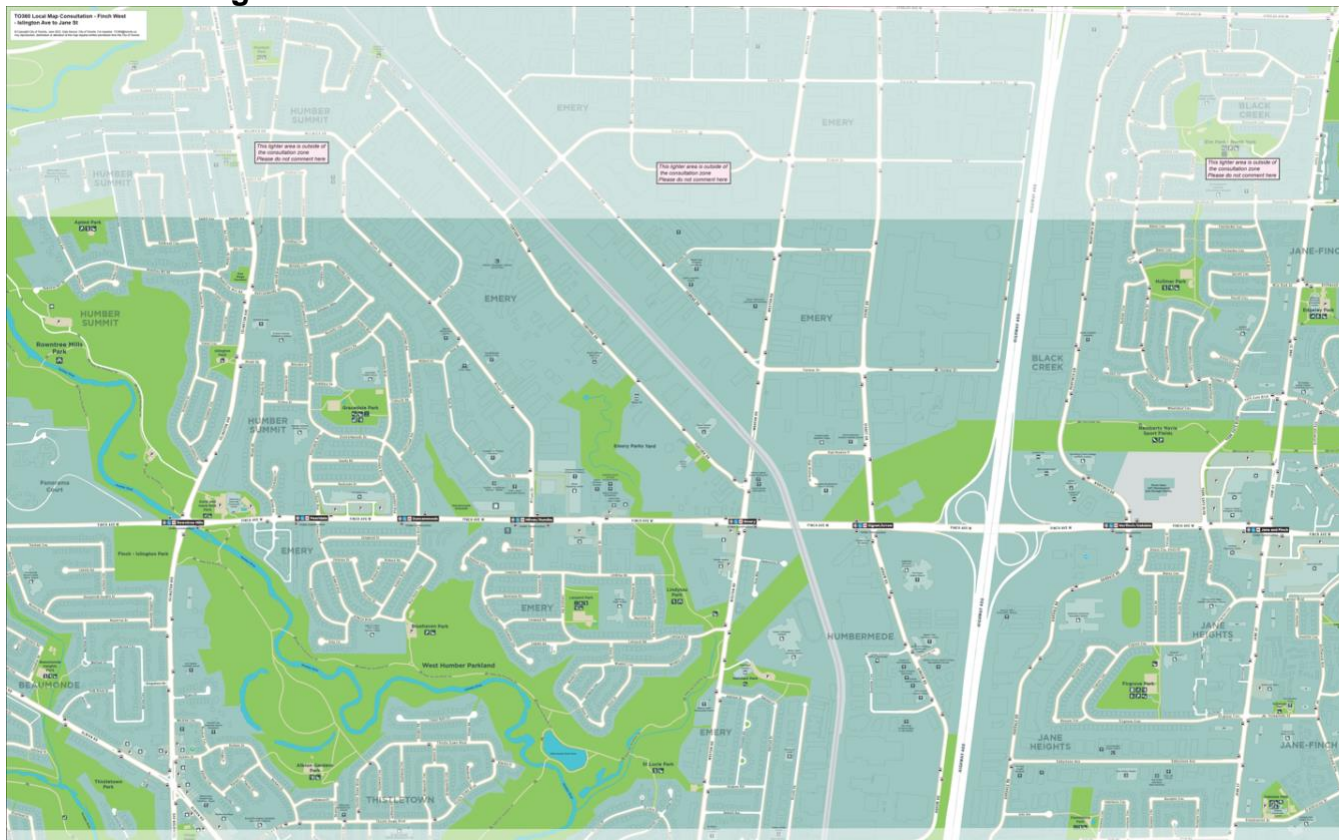
Humber Summit Residents' Association  
Jane and Finch Action Against Poverty  
Jane and Finch Concerned Citizens Organization  
York Non-Profit Housing Society Co-op  
York Village Housing Association

# Attachment B: Draft Wayfinding Map Sections

## Section 1: Humberline Dr to Islington Ave



## Section 2: Islington Ave to Jane St



## Section 3: Jane St to Dufferin St

