

Consultation Report

TO360 Wayfinding Strategy
Finch West Consultation, Round Two
Fall 2022

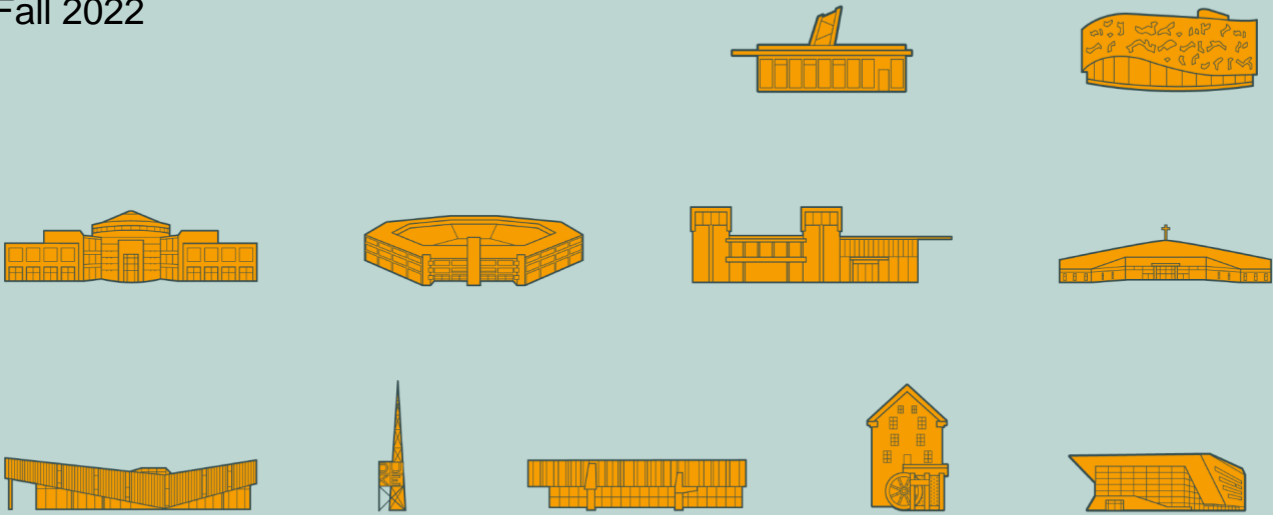


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Background

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.). The first of the two planned rounds of local map consultation for the Finch West area was held from June 20 to July 15, 2022, and the second round was held between October 17 and November 11, 2022.

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 in the second round of the Finch West consultation. Participant feedback was collected primarily through online engagement and direct outreach to stakeholders. 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 (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 planned rounds of consultation focused on connecting with organizations and local people with knowledge and/or interest in wayfinding. Round Two was held from October 17 to November 11, 2022. Round One of the consultation was held from June 20 to July 15, 2022.

The purpose of engagement in Round Two was to seek feedback on the final draft map for Finch West, which was updated based on participant feedback received in Round One. As in Round One, the project team specifically sought feedback on:

- The overall accuracy of the maps, such as 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 reached out and sought feedback through a variety of tactics, including online engagement and direct outreach by emails and phone calls. The online consultation was hosted on a dedicated consultation website: www.to360survey.com. Participants had the option of downloading the maps and sharing feedback on the website, requesting a mailed engagement toolkit, and providing feedback through voicemail.

1. Project website

The dedicated consultation website, 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 how to participate. The website also included a project video, which provided information about TO360, and encouraged viewers to participate. Click here to watch the project video: https://youtu.be/MZ_ASzeKLsk.



Figure 2 – Screenshot of to360survey.com

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

2. Online survey

Participants were able to download the full final draft wayfinding map (as a PDF) and provide their feedback through an online survey hosted on the project website. The survey format included a short comment form that sought feedback on whether the maps were generally accurate and 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.

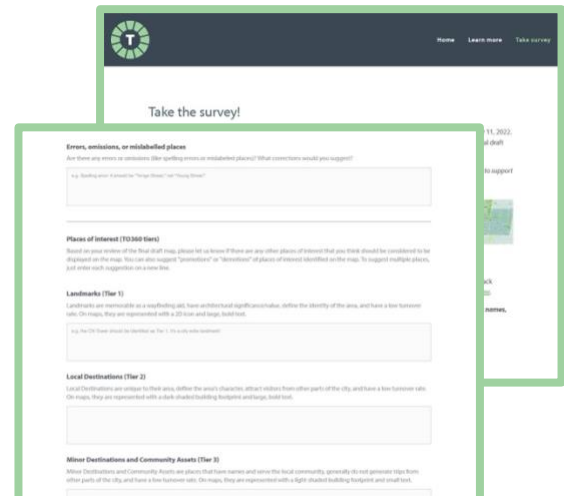


Figure 3 – Screenshots of the online survey

3. 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 4 – Engagement toolkit

Outreach and notification

In Round Two, the team used two ways of outreach and notification: City-led outreach and locally promoted outreach.

City-led outreach:

The City of Toronto team conducted outreach by emails and phone calls. In this round, the team sent out four emails promoting the consultation to the project contact 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.

Additionally, the team followed up with direct outreach (personalized emails and phone calls) to local stakeholder organizations who have a large presence in Finch West and/or had previously participated or collaborated with the TO360 process. These organizations were: Humber College, York University, Albion Islington Square BIA, Duke Heights BIA, Emery Village BIA, Jane-Finch Centre, Rexdale Hub, and Black Creek Pioneer Village.

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



Figure 5 – Tweet from @TO_Transport

Locally promoted outreach:

Through calls to action in emails to the project contact list and direct outreach, the project team also encouraged stakeholders to share the consultation with others who might be interested and/or knowledgeable about the local consultation area; and to share promotional efforts on social media.

As in Round One, printed promotional post cards were available at four locations in Finch West: Rexdale Community Hub, Thistletown Community Centre, Driftwood Community Recreation Centre, and Toronto Public Library, Albion Branch.



Figure 6 – Promotional post card

Engagement statistics

Round Two ran for 26 days, from October 17 to November 11, 2022. The following are some statistics from the different streams of engagement during this time:

Website traffic – The website analytics provided by Squarespace for this time are as follows:

- Approximately 90 unique visitors (estimated number of individuals who went to the website)
- Over 150 page views. On average, people viewed less than 2 pages each visit and spent just under 4 minutes on each of the pages they viewed.

Participant feedback and submissions: Over five people, including representatives from organizations and individuals, shared detailed feedback on the final draft wayfinding maps for Finch West.

Detailed summary of feedback

The following section aggregates and summarizes the feedback shared with the project team through online engagement and direct engagement with the team. In general, participants said the final draft wayfinding map was accurate. Participant feedback is organized into the following categories:

1. Feedback about map accuracy
2. Feedback about Places of Interest
3. Detailed feedback about Humber College
4. Detailed feedback about York University

1. Feedback about map accuracy

Edits to the map suggested by participants:

- **Add a label for ‘TRCA Head Office’ at 5 Shoreham Drive.** TRCA offices that were temporarily closed and relocated for renovations are opening again soon and should be included on the map. Ensure that the footprint of the building is accurate on the map because of the renovations. This building may attract visitors because it showcases some of the highest standards in sustainable building.
- **Remove washroom icons from the grounds of Black Creek Pioneer Village.** These washrooms are not publicly accessible and should be removed from the map. The washroom icon at the Welcome Centre should remain.
- **Edit the ‘Gracedale Boulevard Public School’ label to ‘Gracedale Public School’.**
- **Edit the ramps at Highway 400 to match the current layout.**
- **Consider removing the parking icons on some private lots** near Finchwood Plaza and Finch Wood Village Shopping Centre because they are not publicly accessible.

2. Feedback about Places of Interest

Tier 1: Landmarks suggested by participants

- **Future public art monument at the intersection of Keele Street and Finch Avenue West.** An art monument is planned to be installed on the east median at the intersection of Keele Street and Finch Avenue West in September 2023 or as soon as the LRT is complete. This is a cost-shared project between Duke Heights BIA and the City of Toronto.
- **Future park and public art at the northeast corner of Dufferin Street and Finch Avenue West.** These are proposed to be constructed in 2023. This is also a cost-shared project between Duke Heights BIA and the City of Toronto.

Tier 2: Local Destinations suggested by participants

- **Mural on Finch Avenue West underpass at CN rail, west of Chesswood Drive.** This mural was commissioned by Duke Heights BIA with support from the City of Toronto’s Partnership Program.

Tier 3: Minor Destinations and Community Assets suggested by participants

- **Archers Arena Toronto, at 1140 Sheppard Avenue West (Unit 4).**
- **Business Centre, at 1118-1126 Finch Avenue West.**

- **Champagne Medical and Professional Centre, at 2 Champagne Drive.**
- **Finch West Plaza and Business Centre, at 1000 Finch Avenue West.** Currently this is the location for the Ontario Court of Justice, which will be relocated.
- **Just Bounce Trampoline Club, at 3731 Chesswood Drive.**
- **Mayfair Clubs West North York, at 3855 Chesswood Drive.**
- **Plug N'Drive Electric Vehicle Discovery Centre, at 1126 Finch Avenue West.**
- **Top Spin Table Tennis Centre, at 106 Martin Ross Avenue.**
- **Tracer Golf Driving Range, at 78 Martin Ross Avenue.**
- **University Heights Medical and Professional Centre, at 1275 Finch Avenue West.**
- **Weston Islamic Benevolence Society, at 172 Milvan Drive.**
- **York Entrepreneurship Development Institute and Startup Accelerator, at 907 Alness Street.**

3. Detailed feedback about Humber College

Edits to the map suggested by participants:

- **Add the extension from President's Way to Highway 27.** The extension should be included on the map since it links the future LRT and the bus loop. The covered walkway here should also be included on the map.
- **Add a label and bus stop symbols to the Humber College bus loop.**
- **Add the Züm transit logo to the bus loop.** Busses from Züm transit come into the bus loop – unless Züm is included in the Brampton Transit logo.
- **Add the street number for the community pool on Humber College campus.**
- **Add/confirm new bike paths on Humber College campus.**
- **Edit the label at 110 Carrier Drive to 'Humber Centre for Trades and Technology'.**
- **Remove or move the Barret Centre graphic.** It currently covers the bus loop, which should be more visible.
- **Confirm whether the soccer field north of Humber Arboretum belongs to the school, if so, it might not be publicly accessible.**

- **No change** to the label for ‘Humber Education & Training Solutions’ at 30 Carrier Drive.
- **No change** to the ‘Humber College’ station name.

4. Detailed feedback about York University

Edits to the map suggested by participants:

- **Add entrances to all buildings on campus, including:**
 - Accolade East at the southwest corner, facing south.
 - Farquharson Life Sciences building at the northwest and northeast corners, facing north.
 - Lassonde at the southwest and southeast corners, facing south.
 - Lumbers Building, facing south, and another facing east.
 - Osgoode Hall Law School / Ignat Kaneff Building at the southwest corner, facing west.
 - Petrie Science and Engineering at the northeast corner, facing north.
 - School of Continuing Studies at the southwest corner facing west and at the northeast corner facing east.
 - Second Student Centre at the middle of the building, facing south.
 - Stephan E. Quinlan Building at the southwest corner, facing west.
 - The building north of Albany Road at 190 Albany Road, facing south.
 - The building west of York Lions Stadium, at the north end.
 - The small building northeast of McLaughlin College at the south end, facing west.
 - Victor Phillip Dahdaleh Building at the southeast corner, facing east.
- **Add building numbers to all buildings on campus, including:**
 - Alumni Field at 196 Northwest Gate.
 - Bergeron Centre for Engineering Excellence at 11 Arboretum Lane.
 - Canlan Ice Sports at 989 Murraroy Ross Parkway.
 - Kaneff Tower at 74 York Boulevard.

- Seymour Schulich Building at 65 York Boulevard.
 - Sobeys Stadium at 1 Shoreham Drive.
 - Stedman Lecture Halls at 90 Vanier Lane.
 - Tait McKenzie Centre at 1 Thompson Road.
 - The small building west of Vanier College at 85 Observatory Road.
 - The L-shaped building at 115 Haynes Avenue.
 - The L-shaped building east to Arboretum Lane and south of Calumet College is 75 Arboretum Lane.
 - The rectangular building with a courtyard at 85 The Pond Road.
 - Vari Hall at 100 York Boulevard.
 - William Small Centre at 155 Campus Walk.
 - York Lanes at 80 York Boulevard.
- **Add a person reading a book icon to Steacie Science & Engineering Library.** This building is a library.
 - **Add a fork and knife icon to the Central Square building as well as the First Student Centre,** since these buildings have food outlets.
 - **Add a tennis icon to the field** north of Ottawa Road and south of Ian Macdonald Boulevard. This tennis court is currently marked in grey.
 - **Add the service road that connects to Arboretum Lane west of the William Small Centre garage.**
 - **Add the vehicle access** in the middle of the southside of the large parking lot east the Archives of Ontario. The map currently shows a continuous pedestrian walkway, where this is currently a vehicle ingress/egress.
 - **Edit the “Skennen’kó:wa Gamig House & York Tipi Grounds” label to “Skennen’kó:wa Gamig & York Tipi Grounds”.**
 - **Edit the “Rory McMurtry Green” label to “Roy McMurtry Green”.**
 - **Edit the “Computer Methods Building” label to CMiC Building.**

- **Move the Winters College label east onto the long rectangular building.** The square shaped building this label is currently on is surrounded by the four colleges: McLaughlin, Winters, Vanier, and Founders, and is officially part of Founders College.
- **Remove the label for ‘Thompson Road’ east of the Life Science Building.** This is an access road to the loading dock, and is not officially Thompson Road.
- **Remove parking icon from the parking lot located north of Scott Library.** This is a loading dock with a few service parking spots and no public parking.
- **Remove the green line between the two parking lots northwest of the Computer Methods Building.** There is no island or divider between these two lots.

Places of Interest at York University suggested by participants:

Tier 2: Local Destinations suggested by participants:

- **William Small Centre and the attached parking structure.**

Tier 3: Minor Destinations and Community Assets:

- **The building west of York Lions Stadium.** The long rectangular building west of York Lion Stadium is part of the stadium, and has locker rooms, event lounges, and audience seating.
- **The Bergeron Centre for Engineering Excellence** should be categorized as Tier 3 instead of Tier 1 because it is one of the teaching and research buildings among many on campus that are also styled as Tier 3.
- **Central Square.** The Central Square houses classrooms, food outlets, and other amenities, even though the building itself is 1 floor tall and shorter than the surrounding buildings such as Curtis Lecture Halls, Scott Library, Ross Building, Scott Religious Centre.
- **Kanef Tower** because it is separate from Archives of Ontario (which is Tier 2).

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 (e.g. City Planning, Parks, Forestry & Recreation, etc.).

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

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 (BIAs)

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

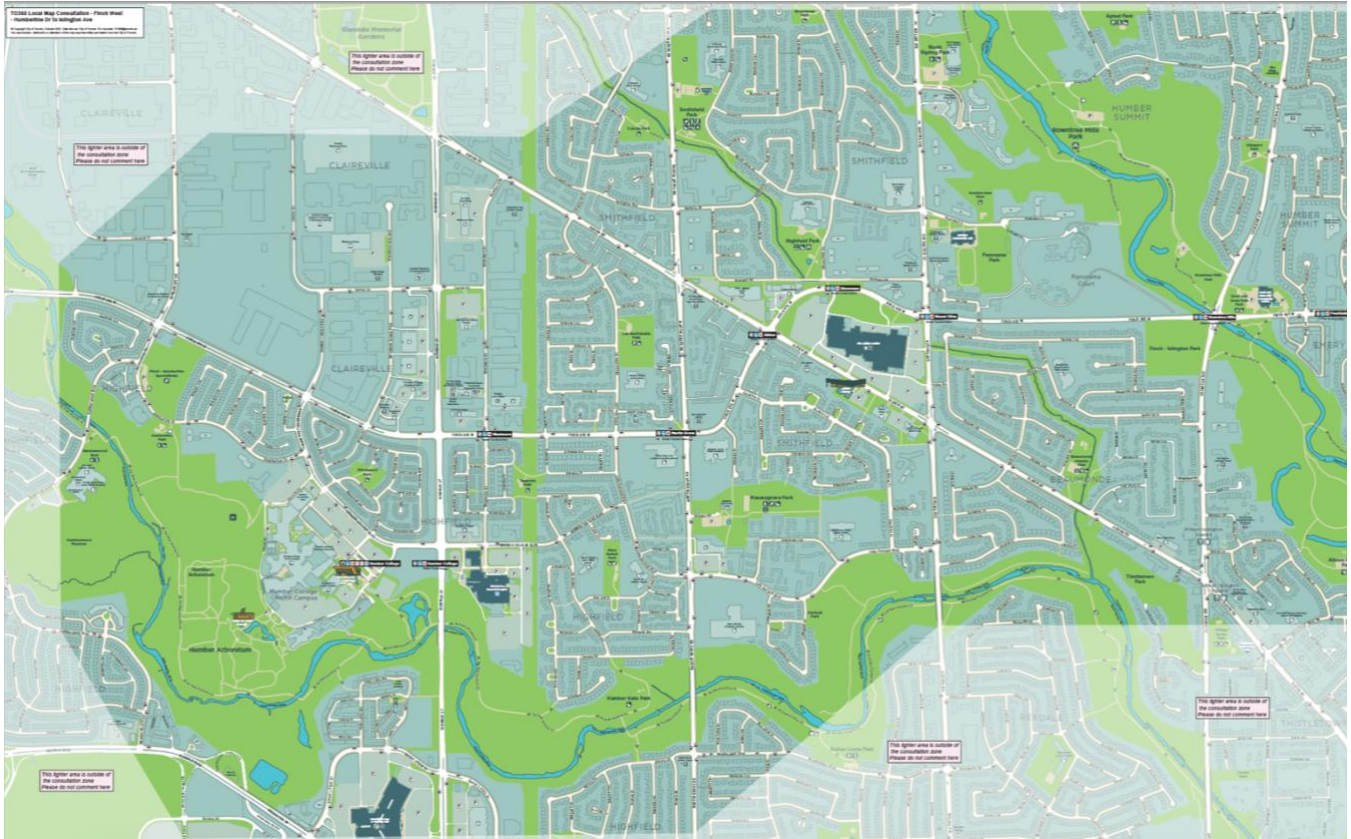
Feminist History Society
Indigenous Lands Stewardship
Lost River Walks
Ontario Black History Society
Black Creek Pioneer Village
Thistletown & Etobicoke Historical Society

Community Associations

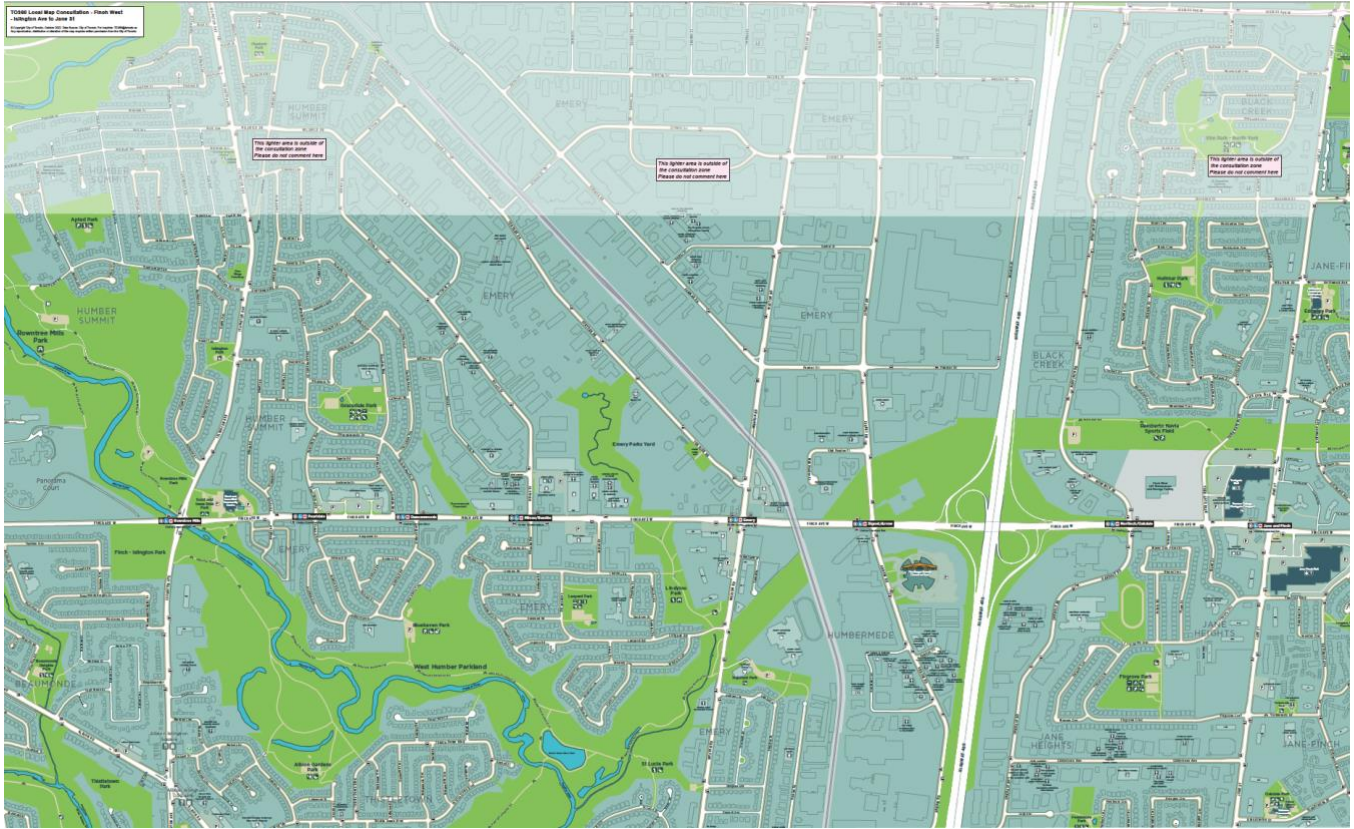
Humber Summit Residents' Association
Jane and Finch Action Against Poverty
Jane and Finch Concerned Citizens Organization
York Non-Profit Housing Society Co-op
York Village Housing Association

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

