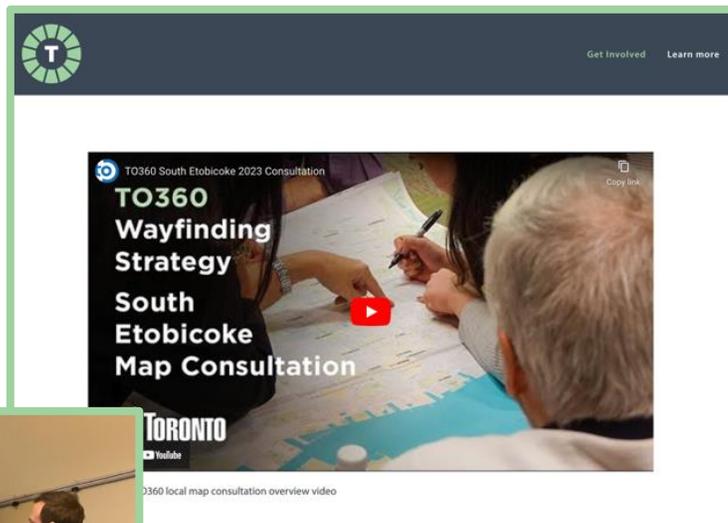


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# Consultation Summary Report

## TO360 Wayfinding Strategy South Etobicoke Map Consultation

February – June 2023



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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, with a goal of installing up to 300 on-street wayfinding signs by the end of 2023. 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. Between February and June 2023, the City of Toronto and their consultants hosted two rounds of local map consultations for the South Etobicoke detailed mapping area. The first of the two planned rounds of the consultations was hosted from February 20 to March 10, 2023, and the second round was hosted from May 23 to June 9, 2023.

Since 2017, over 200 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, and Finch West.

This consultation report summarizes the feedback received through the two rounds of consultation for South Etobicoke detailed mapping area; including feedback received at the in-person TO360 mapping workshop in Round One, through online surveys on the dedicated website and on Social Pinpoint, mailed feedback forms, and phoned-in feedback. This feedback 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 received through this consultation 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

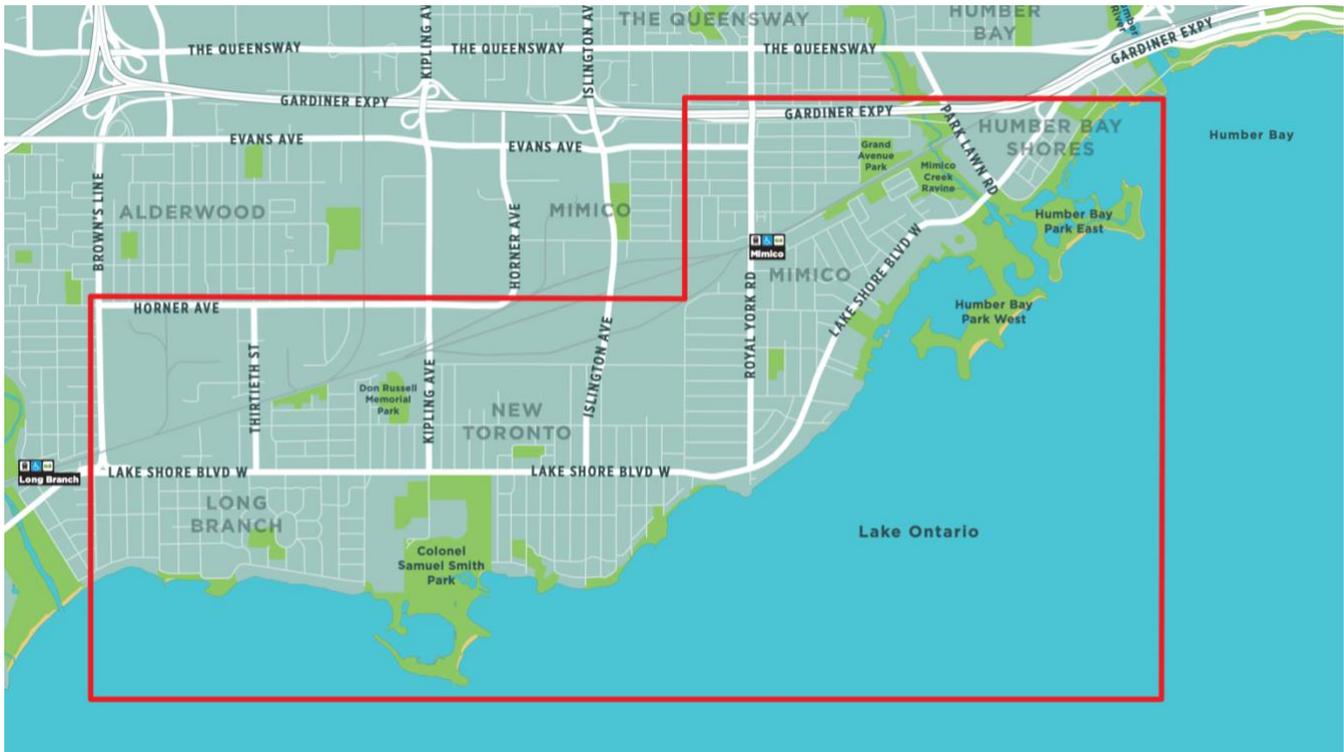


Figure 1 - TO360 South Etobicoke Consultation Area

The TO360 consultation for South Etobicoke was a two-round process between February and June 2023. It focused on connecting with local people and organizations with knowledge and/or interest in wayfinding. The South Etobicoke detailed mapping area is roughly bounded by Horner Avenue and the Gardiner Expressway to the north, Humber River to the east, Lake Ontario to the south, and Brown's Line to the west.

Round One of the consultation was held from February 21 to March 10, 2023, and Round Two was held from May 23 to June 9, 2023. The purpose of the consultation in Round One was to seek feedback on the draft wayfinding map (see Attachment B). The project team specifically sought feedback on:

- The overall accuracy of the map, including any omissions, errors, mislabeled places, or other mistakes on the map.
- Places of interest (landmarks and destinations), including whether any should be added to the map and whether they should be identified as landmarks or local destinations, and;
- Names and locations of the Mini-Districts (commercial areas, primarily clusters of shopping and dining).

Updates were made to the draft wayfinding map informed by the feedback received.

In Round Two, the project team sought feedback on the final draft of the wayfinding map (see Attachment C), specifically about:

- The overall accuracy of the map, including any omissions, errors, mislabeled places, or other mistakes on the map; and
- Places of interest (landmarks and destinations), and whether there are any that should be added to the map, “promoted,” or “demoted” to a different Tier.

Across both rounds, the project team sought feedback through a variety of tools, including in-person workshops, online surveys, mail, and phone. The following section describes each of the engagement tools in more detail.

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## **Project website**

The dedicated website for TO360 local map consultations is: [to360survey.com](https://to360survey.com).

It was updated for the South Etobicoke consultation. This website was also used for previous TO360 local map consultations in other areas. The website is 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 video on YouTube: <https://youtu.be/P5jkdWHDrc4>

The website also shared the facilitation team’s and City of Toronto’s contact information, including a voicemail number for participants to share feedback, ask questions, and request the engagement toolkit.

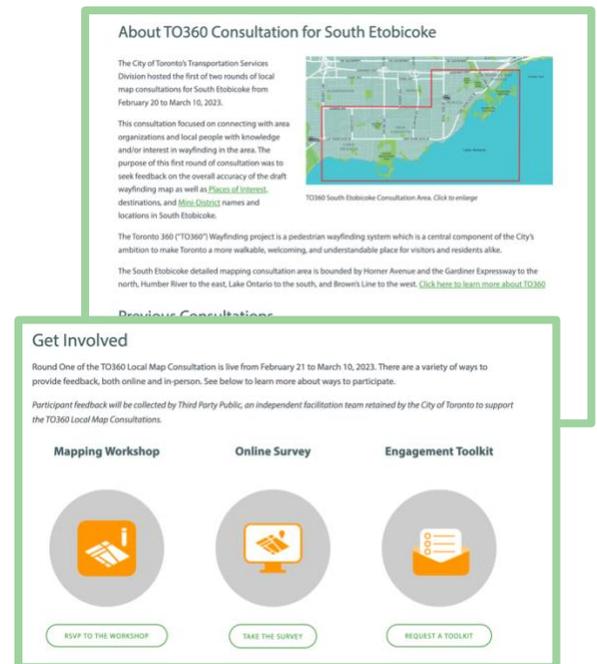


Figure 2: Screenshots of the TO360 project website in Round One

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## **In-person mapping workshop (Round One)**

In Round One, the project team organized and facilitated an in-person mapping workshop to share information and answer questions about TO360 and seek feedback on the draft

wayfinding map for South Etobicoke. The workshop was held at Long Branch - Toronto Public Library on March 2<sup>nd</sup>, 2023, from 4:30 pm to 6:30 pm.

At the two-hour workshop, the City and Steer delivered an overview presentation, responded to questions of clarification, and worked with participants to document their feedback on the draft wayfinding map for South Etobicoke. Engagement toolkits were also given out at the workshop to interested community members who wanted take-home resources and/or to spread the word to others in the community. Additionally, the participants were also able to refer to a collection of historical assets exhibited at the Long Branch Library meeting room (see Attachment D).

The team heard detailed feedback from seven participants at the workshop, including feedback about historical buildings and other landmarks in the area, overall map accuracy, map design, and accessibility. Please see page 7 for the detailed summary of participant feedback.



Figure 3: Pictures from the in-person mapping workshop at Toronto Public Library, Long Branch

## **Online survey**

In both rounds of the consultation, participants could provide feedback online by reviewing the draft wayfinding map and submitting comments through a survey. The online survey was hosted on the project website in Round One, and on Social Pinpoint in Round Two.

In Round One, the survey sought participant feedback on the general accuracy of the draft wayfinding map – 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



Figure 4: Screenshot from the Social Pinpoint Survey

should be on the maps along with their locations. In Round Two, the survey sought further feedback on the general accuracy of the final draft wayfinding map, and on places of interests – to identify whether there were any that should be added to the map, or any existing ones that should be “promoted” or “demoted”.

## Engagement toolkit

In both rounds of the consultation, providing feedback through an engagement toolkit was available as an option for participants who preferred reviewing printed maps or had limited access to the internet or devices. This engagement toolkit was available to download on the website and 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: Images of the Engagement Toolkit

## Outreach and notification

Three primary ways of outreach and notification were used to get the word out for the consultation: targeted outreach to stakeholders, social media, and stakeholder-led outreach.

The City of Toronto directly reached out to over thirty stakeholders in the South Etobicoke area in both the rounds. These included stakeholders from local Business Improvement Areas (BIAs), residents’ associations, friends-of park groups, local heritage organizations, active transportation advocates, and other community groups with local knowledge or an interest in wayfinding. The City sent a series of e-mails

to their stakeholder contact list throughout the consultation window in both the rounds.



Figure 6: TO360 promotion on Twitter @TO\_transport and by stakeholders

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

Additionally, the team encouraged stakeholders to promote the consultation in their own networks and on social media.

In Round One, the area's local City Councillor Amber Morley also promoted the consultation in her monthly constituent newsletter.

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## Engagement statistics

Both the rounds of consultation for South Etobicoke had an 18-day consultation window. Round One was open for feedback from February 21 to March 10, 2023, and Round Two was open for feedback from May 23 to June 9, 2023. The following are the aggregate statistics from the different streams of engagement across both rounds of consultation.

### **Website traffic:**

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

- Unique Visitors: over 480+ (estimated number of individuals who visited the website)
- Visits: over 520 (approximate number of times that people visited the website)
- Page views: over 740 (approximate number of times a page was loaded/"viewed"). This number suggests that each Unique Visitor viewed around 2 pages each visit.

**Online survey responses:** over 50 responses.

**Engagement toolkit submissions:** 2 submissions by mail.

**Round One In-community workshop:** 7 participants attended the mapping workshop.

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## Detailed summary of feedback

The following section aggregates and summarizes the feedback shared with the project team across all channels of participation including the in-person mapping workshop, online engagement, and mailed toolkits. Participant feedback is organized by each round below:

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## **Round One**

### **Feedback about map accuracy**

Overall, participants said the map was generally accurate. Some suggested the following edits:

- Add crosswalks and emphasize walking paths and all-weather walking/cycling paths. This neighborhood is very walkable, and the map should represent this and promote people to walk and cycle more.
- Add streets with bike lanes and protected bike lanes, along with Bike Share locations.
- Add the bridge over Humber at east end of the map and add the icon for a lookout point. There are many great lookout points in South Etobicoke, and many local parks have views of downtown and Mississauga skylines.
- Add the special needs school on Lake Shore, across from the Long Branch Library. Other special needs facilities, like LAMP Early Years, should also be indicated on the map as well.
- Add a school icon to Kingsway College, located at Park Lawn and Lake Shore Blvd. West. This is located on the second floor in the Eau du Soleil condo complex.
- Add and emphasize the waterfront trail, with the entire waterfront route in dashes, near the Lane Promenade/ Len Ford Park and throughout the Humber Bay Shores area.
- Add the outdoor skating figure 8 by the Power House Recreation Centre in Colonel Samuel Smith Park.
- Add a name label for the neighborhood near Manitoba St and Legion Road North. This area is called 'Mystic Point'.
- Add a skating or hockey arena icon to the Ford Performance Centre.
- Add a food icon near Horner Avenue and Gamma St.
- Add all the parkettes along Lake Promenade.
- Add a grocery store icon to Rabba on Brooker's Lane.
- Add all the dog parks in Humber Bay Shores area.
- Add the missing gas stations in Humber Bay Shores.
- Change the "Long Branch" district labels north of the rail tracks to "Alderwood".

- Indicate on the map that Long Branch GO Station is west of the mapping area.
- Indicate the convenience stores on Marine Parade Drive as food sources.
- Indicate which beaches in the Colonel Samuel Smith Park are rocky and which are adequate for swimming.
- Indicate private property separating Cliff Lumsdon Park and Prince of Wales Park. The two parks are not connected along the waterfront as currently shown on the map. A private property separates the parks.
- Confirm whether there is public access to east of Rotary Peace Park to or from Lake Shore Drive (near the New Toronto Lawn Bowling Club).
- Consider not showing a beach area at Len Ford Park since this beach is not accessible for swimming and is more for the wildlife.
- Confirm the name of the road currently marked “F G Gardiner C E”.
- Confirm if there is a beach near Prince of Wales Park, at the end of Third Street.
- Confirm if Prince of Wales Park is under construction.
- Confirm whether there is a publicly accessible open area at the R.L. Clark Water Treatment Plant.
- Other feedback about map accuracy:
  - Humber College Campus West is currently being renovated. In a couple of years, it will include a performance hall. Consider updating the map at the time to include this.
  - The location for St. Leo Catholic school as currently marked on the map is temporary, and the school will move back to its permanent location in Fall 2023. It should be listed on the map in its permanent location.
  - Parklawn Masterplan GO Station and new developments are coming soon to the area.
  - The bike trail has been doubled near Humber Bay Shores.
  - The transportation mural near the streetcar loop will be refurbished.

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## **Feedback about Places of Interest**

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

- Air India Sundial Memorial
- Etobicoke South Cenotaph
- Gazebo at the Long Branch Park - this also appears on postcards for the area
- Humber College's historic Lakeshore campus
- Mimico Creek Pedestrian Bridge
- Mr. Christie Tower
- Ukrainian Orthodox Church of St. Demetrius on Lake Shore Boulevard West

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

- Canada Employment Office at Islington and Lake Shore

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

- Banks and 24-hour convenience stores.
- Bell building at Sixty Sixth and Birmingham Street.
- Cavalcade of Color, a street mural, located at Twenty Sixth Street and Daisy Avenue. It was painted in 1998 by Tiffany Zuffet.
- Costco
- Dog off-leash parks near Ken Cox Community Centre, and near Toronto East Entrance Inner Lighthouse.
- Food Bank near the Toronto Police College. The food bank also includes the headquarters for the Lake Shore Environmental Gardening Association.
- IKEA
- Indigenous sculptures in the Humber Lakeshore Campus – such as at the Student Welcome and Resource Centre; and in the green space near the building marked 'L'.
- John English Junior Middle School, at Mimico Ave and George St. includes French Immersion till Grade 8<sup>th</sup>.
- Lakeshore Yacht Club
- Lamp Community Health Centre

- Long Branch Park, including the playground and pagoda. This is a part of the waterfront trail.
- McNeil Orchard near Holy Trinity Catholic School, located in the Humber College Lakeshore Campus.
- Mimico/ Willowbrook Yards.
- Mouth of the North Creek at Colonel Samuel Smith Park.
- R. L. Clark Treatment Plant, located near Twenty Third Street and Colonel Samuel Smith Waterfront.
- San Remo Bakery near Royal York Rd and Simpson Ave is a significant place for locals and people across the city. The building also has a mural on side.
- Sheldon Lookout, which is a marker for sunrise and winter and summer solstices.
- The 500-ft long mural on Thirtieth Street, near Staffordshire Place. This was painted by Nick Sweetman and Philip Cote.
- The bird sanctuary in Colonel Samuel Smith Park, along with popular birding areas in the park. There is an area in the park, near Whimbrel Point, where birding fests are held regularly.
- YMCA Child Care Centre.

### **Places of historical interest**

Many participants highlighted and shared information about several places of historical interest in the South Etobicoke area, including heritage buildings, monuments, and trees. These places include:

- A cluster of historical cottages, bound by Lake Promenade to the south, Long Branch Ave to the west, Park Blvd to the north, and Thirty Fifth St to the West. Some of the most historical pieces are along Chapel Road.
- Mimico Railway Station, built in 1916. This was a part of Grand Trunk Railway and later Canadian National. It was moved across Judson from its original location, near Judson St and Royal York Road.
- Old Goose Tavern heritage building, near Blue Goose and Manchester Road. This was built in 1892 and was formerly the Windsor Hotel.
- Consult General of the Republic of Poland in Toronto at 2603 Lake Shore Boulevard, which is an example of architecture of former Mimico estate properties.
- Formal Royal Theatre, was formerly located near Lake Shore Blvd and Thirty Fifth St.

- Buildings to the West of Norris Crescent Parkette, which are soon to be heritage designated.
- Lakeshore Psychiatric Hospital Cemetery, is a historic site, located at 231 Evans Ave.
- Orange Hall, which is a historic building and plaque, located at Mimico Avenue and Station Road.
- The train station gate post of the Long Branch racetrack on Horner Avenue. This was built in 1924.
- Donnel and Mudge Tannery, located near Eighth St and Birmingham St.
- Toronto Scottish 75<sup>th</sup> Archive and Museum, which is a part of the Police College.
- Other individual properties:
  - 89 Daisy Avenue, which was built in 1840s
  - 8 Daisy Avenue, which was built in 1850s and is a Richard Newborn Gothic Revival
  - 80 Birmingham Street, the heritage Bell building built in 1926
  - a heritage designated historical mansion, near Lakeshore Boulevard and Douglas Boulevard,
- Heritage trees:
  - “Stop 26” near Ash Crescent and Thirty Fifth St.
  - “Appleby Catalpa” near Iris Rd and Twenty Third St.
  - “Titan“, which is the largest and oldest Red Oak in South Etobicoke, near Thirty Sixth St. and Lake Promenade.
- Other heritage features:
  - Sir Adam Beck historical wall, at Horner Avenue and Brown’s Line;
  - historic wall with a brick façade, at Franklin Horner Community Centre
  - historic plaque at Brown’s Line and Lake Shore Boulevard

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## **Feedback about Mini-Districts:**

Participants suggested the following:

- Rename the area currently marked 'East Long Branch'. Some suggested changing the name of the area currently marked 'East Long Branch' to 'West Long Branch' for the labels west of Thirty Third Street. There were also suggestions to change all 'East Long Branch' labels to 'Long Branch', as that is the more commonly known name for the area.
- Add food icons along Marine Parade Drive, Marginal Boulevard, and Park Lawn. There are numerous eating establishments in these areas, which would be useful to see on the map.
- Make the Mini-Districts stand out more on the map. The labels could be shown with more contrast or another vibrant colour. It may be helpful to also indicate the area or boundaries of the different shopping and dining areas.
- The Lakeshore Village BIA begins at Lake Shore Blvd West and First Street, and ends at Lake Shore Blvd West and Twelfth Street.

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## **Other feedback**

- Extend the mapping area further west. Several participants suggested that the mapping area should be extended further west, since it does not include the entire Long Branch neighbourhood and other spaces of local and historic significance. The map area should include Marie Curtis Park, Etobicoke Valley Park, Long Branch GO Station, and the Humber Loop; as well as the important bike and walking paths that connect to the lake and other major summer recreational destinations. The Long Branch GO Station is also an essential transit location and an intermodal hub for TTC buses and streetcars, and MiWay busses. The Long Branch GO Station is also a local destination.
- Extend the mapping area further east to the Humber River. Some suggested that the map should include the entirety of the Humber Bay Shores neighbourhood and include Palace Pier and the Humber Bay Arch Bridge.
- Consider ways to emphasize and promote active transportation using the maps. There were suggestions to include showing destinations for people on bikes; increasing size/representation of sidewalks to promote walking; and showing crosswalks, walking paths, and all-weather walking/cycling paths.

**Map design related feedback and questions:** *(Answers from the project team are represented in italics, where provided)*

- Consider changing the color for retail & shop areas, these should be colored consistent to other maps by the City, such as the cycling maps.

- Increase colour contrast and text sizes to make the map more accessible for a diversity of users.
- Add a legend to the map.
- Is the team seeking feedback on the symbology? *No, the symbology was established with stakeholder consultation in earlier phases of TO360.*
- How are individual businesses represented? *They are usually not individually represented. There are some special circumstances where big retailers are on the map if they are a significant wayfinding aid in the local area. TO360, however, does not have any corporate sponsors.*

### **Feedback about the engagement process:**

- Interest in non-digital/alternative participation. Participants at the mapping workshop said they appreciated the opportunity to provide feedback in-person. Some participants said they were interested in having more non-digital ways to participate and appreciated the availability of the engagement toolkit. There was, however, one suggestion to simplify gathering feedback on the large, detailed maps even more; and a couple who said they had trouble viewing the map on the website.
- Engage with TransformTO's neighborhood champions. There was a suggestion for the team to connect with TransformTO's neighborhood champions to get in-depth feedback about the mapping area.

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## **Round Two**

### **Feedback about map accuracy**

In Round Two, five participants provided feedback in a short survey about the accuracy of the map. Of the five participants, three said the map was very accurate, while two responded as being neutral about the map's accuracy.

Some participants provided the following feedback about omissions on the map:

- Add an arrow pointing west at Lake Shore Blvd and Fortieth Street, to indicate that the Long Branch GO station is just off the map to the west, at about 200 meters.
- Add an arrow pointing west at Lake Promenade and Fortieth Street, to indicate that Marie Curtis Park, a key destination, is just off the map to the west, at about 400 meters.

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## **Feedback about Places of Interest**

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

- Cliff Lumsdon Park
- Humber Bay Park East and West
- Neighborhood at Lakeshore Blvd West, between Royal York Road and Lake Crescent.
- Additionally, a participant said they were happy to see the Long Branch Park Gazebo on the map, which is currently illustrated as a Tier 1 Landmark.

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

- Cliff Lumsdon Park
- Norris Crescent Parkette
- Rotary Peace Park Outdoor Pool

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

- Sand Beach Road Parkette

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

- Colonel Samuel Smith Park – is a location important to the community that could either be represented as a landmark or a local destination.
- Humber Bay Farmer's Market
- Some participants highlighted individual businesses as places of interest in the neighbourhood, including:
  - a) Bread Essentials at Melrose Street and Royal York Road
  - b) Home Hardware at Superior Avenue and Lake Shore Blvd West
  - c) Independent Grocery, at Superior Avenue and Lake Shore Blvd West
  - d) Sanremo Bakery, at Simpson Avenue and Royal York Road

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## Next steps

The feedback in this report is one of several inputs that will be considered in revising the detailed map. Other inputs include feedback from various City of Toronto Divisions and Agencies (e.g., City Planning and Parks, Forestry & Recreation).

The TO360 team will use this feedback along with established graphical standards to inform updates to the TO360 map database. This project also endeavors to expand the detailed level of mapping available across the city. For more information, please visit:

[www.toronto.ca/wayfinding](http://www.toronto.ca/wayfinding)

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## Attachment A: Organizations invited to participate

### **Academic**

Humber College (Community Outreach and Workforce Development)

Humber College (Public Affairs and Strategic Engagement)

Humber College (Capital Development)

Humber College (Communications and Marketing)

### **Active Transportation and Pedestrian Advocacy**

Cycle Toronto

Toronto Centre for Active Transportation

Walk Toronto

Jane's Walk

### **Business Improvement Areas**

Lakeshore Village BIA

Long Branch BIA

Mimico Village BIA

Mimico by the Lake BIA

### **Community Organizations and Others**

TRCA

Storefront Humber Inc.

Ford Performance Centre

LAMP Community Health Centre

Daily Bread Food Bank

The Laneway Project

### **Friends-of Groups**

Friends of Sam Smith Park

### **Heritage**

Feminist History Society

Indigenous Lands Stewardship

Lost River Walks

Thistletown & Etobicoke Historical Society

Ontario Black History Society

### **Institutions**

Toronto Public Library (Branches: Alderwood, New Toronto, and Long Branch)

### **Resident Associations**

Mimico Residents Association

Long Branch Neighbourhood Association

New Toronto Lakeshore Village Residents Association

Humber Bay Shores Condominium Association

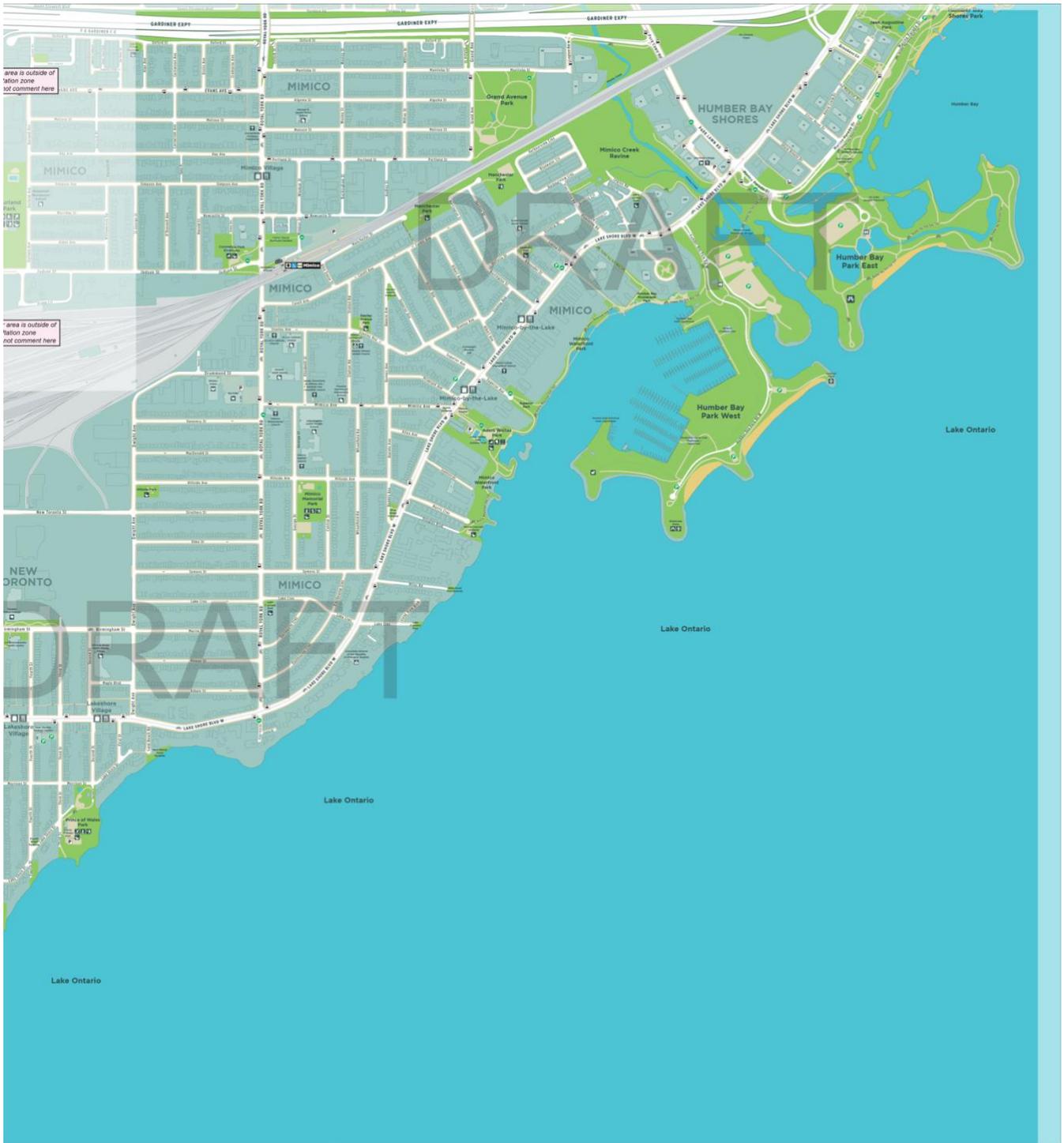
# Attachment B: Draft Wayfinding Map, Round 1

## TO360 Local Map Consultation - South Etobicoke

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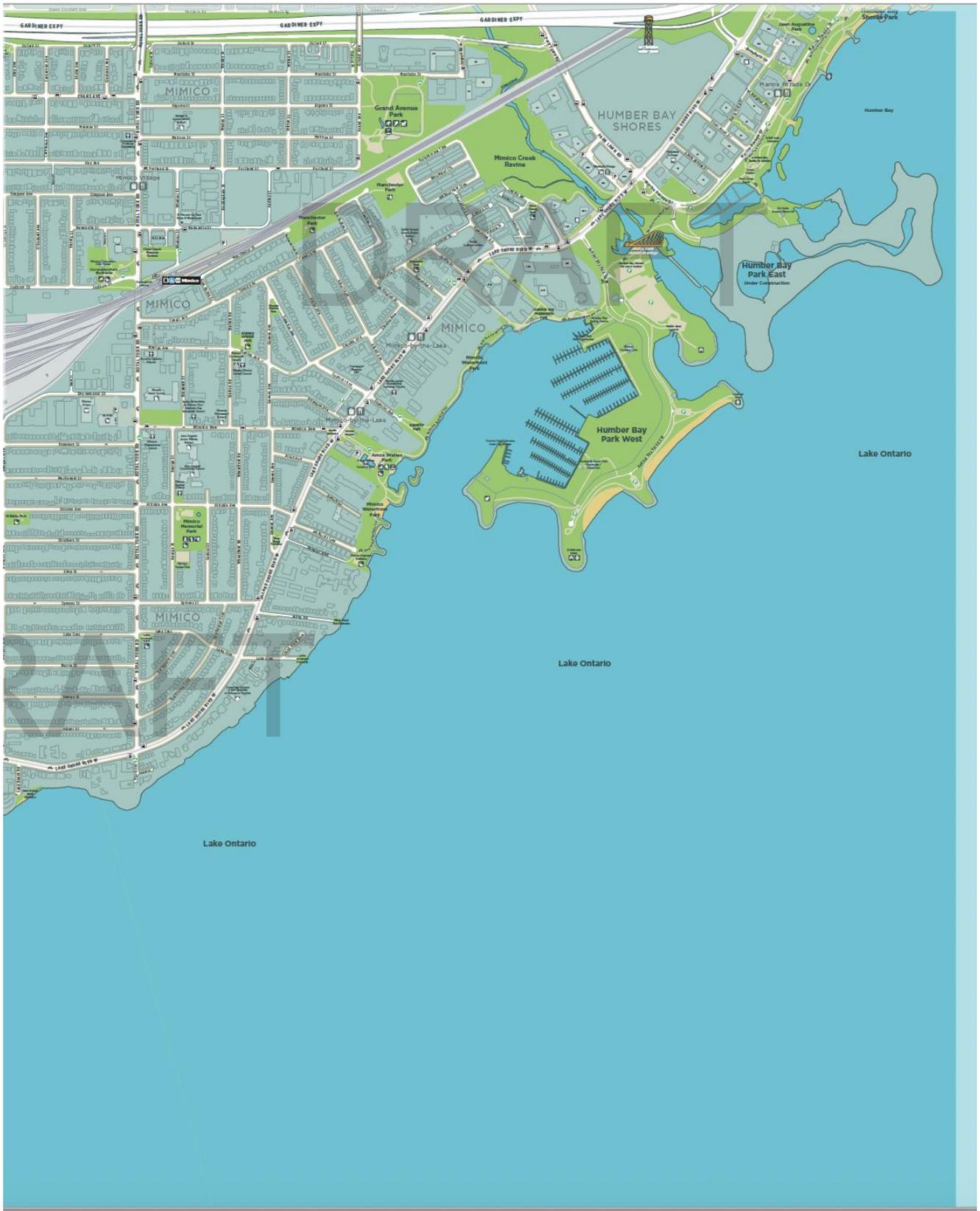


West section



East section





East Section





Photograph

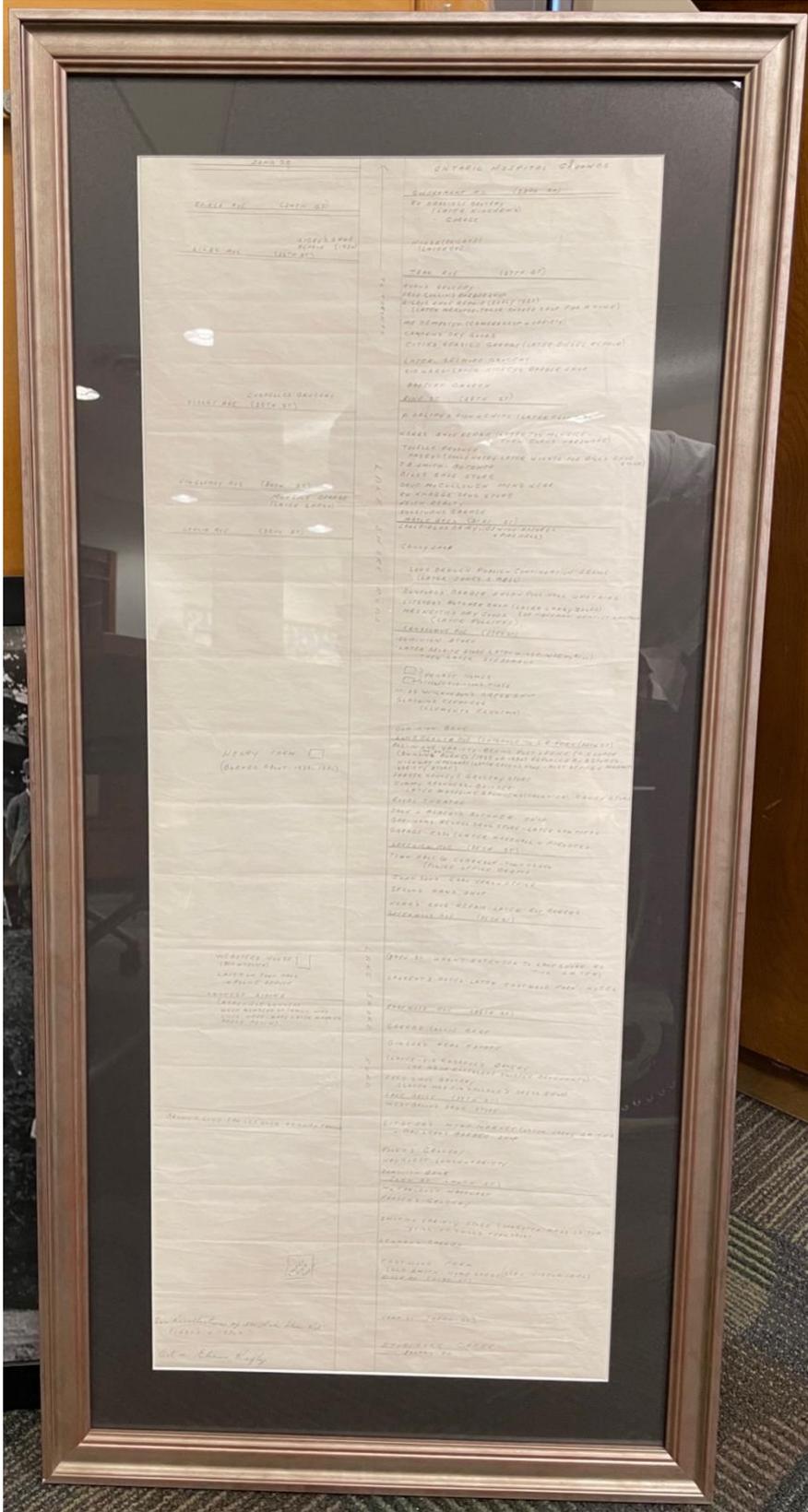


Historic plan of a Long Branch neighbourhood





Aerial image



Lake Shore street map