



# Toronto 360 Wayfinding

2023 PROJECT HANDBOOK



## The TO360 project

The Toronto 360 Wayfinding project is being rolled out across the City. It is a central component of the City's goal to make Toronto a more walkable, welcoming and understandable place for residents and visitors.

A wayfinding system enables people to orient themselves and navigate from place to place with confidence. Wayfinding is more than signs – it includes the consistent use and presentation of information such as landmarks, neighbourhoods, destinations and connections that help make the city more understandable for residents and visitors alike.

### THE PROJECT

The City of Toronto launched the Toronto 360 (TO360) Wayfinding project in 2011 to develop a unified wayfinding system for the city. The project includes pedestrian, cyclist and transit wayfinding information delivered consistently through both city and third-party systems.

Wayfinding information is communicated through a variety of touch points such as physical signage, handheld maps and digital media.

Following the successful completion of a pilot project in the City's downtown core, TO360 is now being implemented across the city.

### THE BENEFITS

An integrated multi-modal wayfinding system is expected to:

- Enhance the overall image of Toronto as a destination
- Increase visitors at key attractions and boost the local economy
- Increase confidence in walking, reduce walk times, and promote trips using multiple modes of transportation
- Improve the public realm and sense of community



## Complementary wayfinding projects

Other divisions and organizations are also undertaking wayfinding projects. These initiatives are closely linked to TO360 and are being completed in a collaborative manner.

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An effective wayfinding system connects places and enables people to move seamlessly from one transportation mode, wayfinding system or area to another. Seamless movement is supported by common base mapping, consistent graphic content, clear hand-offs between wayfinding systems, and information sharing supported by a clear set of rules. TO360 is coordinated with the following wayfinding projects by partner divisions and agencies:

### **PARKS AND TRAILS WAYFINDING**

Wayfinding that provides consistent identification, orientation and navigation in and around parks and trails.

### **PATH WAYFINDING**

Wayfinding that allows people to navigate the PATH system with confidence using indoor routes that link to destinations and neighbourhoods.

### **TORONTO CYCLING MAP**

Handheld and digital city-wide cycling maps that are updated to the TO360 graphic standard.

### **ON STREET CYCLING WAYFINDING**

A city-wide network of on-street cycling wayfinding signs that identify routes and destinations.

### **TORONTO VISITOR MAP**

Handheld and digital visitor maps that are updated to the TO360 graphic standard.

### **BIKESHARE STATION WAYFINDING**

Bike Share station maps that are updated to the TO360 graphic standard.

### **TTC TRANSIT STATION WAYFINDING**

Transit station walking maps that are updated to the TO360 graphic standard.



## Wayfinding maps

Wayfinding users have differing information needs that are best met through a variety of products such as printed maps, signs, web-based maps and digital applications. Underlying all of these products is clear and consistent wayfinding information.

Consistency of content and presentation is fundamental to effective wayfinding maps. A graphic standard has been developed that includes features such as the display of average walking distances and standardized pictograms.

### HEADS-UP MAPPING

‘Heads-up’ mapping has been adopted for signs – each map is typically oriented in the direction the user is facing.

### FEATURES FOR ALL USERS

Maps have been designed with a range of users in mind and include features such as contrasting sign content and clear lettering.

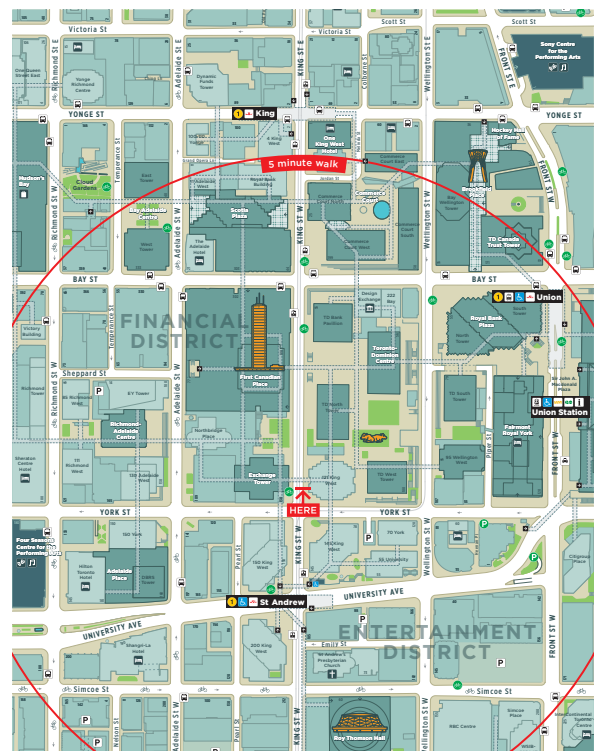
### LOCAL IDENTITY

TO360 maps highlight the diverse neighbourhoods of Toronto by helping visitors and residents make connections to important landmarks and destinations, and between neighbourhoods.

### CONTENT TIERING SYSTEM

TO360 map information is prioritized using a content tiering system:

TIER 1
Landmarks
TIER 2
Primary local destinations
TIER 3
Secondary local destinations
TIER 4
Generic destinations



## On-street signs

The family of TO360 on-street signs includes wide signs, narrow signs, finger posts, wall mounted signs (single and double width) and transit shelter walking maps. Existing wayfinding signs will be updated to the TO360 standard.

Consistency in design and placement is fundamental to effective wayfinding signs, providing predictability for users and establishing a consistent brand identity.

### FEATURES FOR ALL USERS

Wayfinding signs include features for all users such as maps that are located between 90cm-140cm above ground level.

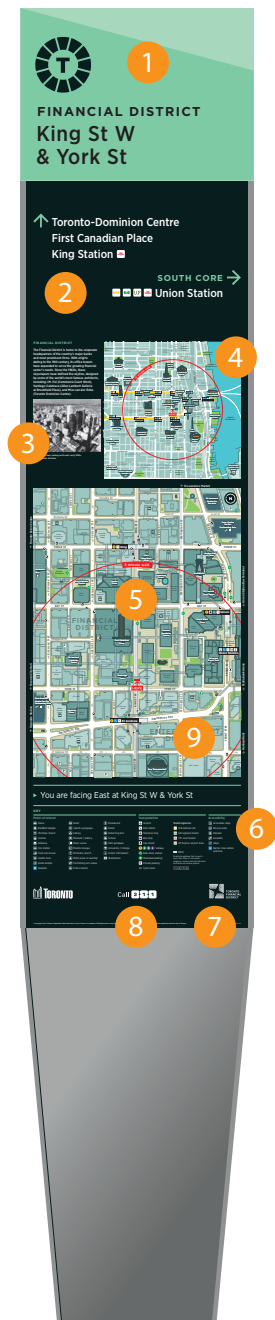
### WELL MADE AND BUILT TO LAST

Durable materials are used such as stainless steel and tempered glass that will withstand the rigours of city streets.

### CUSTOMIZATION

Standardized signs are paired with maps and graphics that are customized to reflect local character and landmarks.

- 1 Common district names
- 2 Pointers to nearby destinations
- 3 Historic and cultural interpretation
- 4 Context map (15 minute walk circle)
- 5 Detailed map (5 minute walk circle)
- 6 Legend
- 7 Partner identification
- 8 'Call 311' logo for city maintenance requests
- 9 Capacity for future illumination



## Implementation status

Rollout of TO360 on-street signs will grow outwards from the pilot project, including full coverage in the downtown area and focused coverage in and around main streets, BIAs and transit stations.

### ON-STREET SIGNS

Approximately 328 on-street TO360 signs and 700 transit shelter maps will be installed by the end of 2023.

#### IN THE DOWNTOWN AREA ...

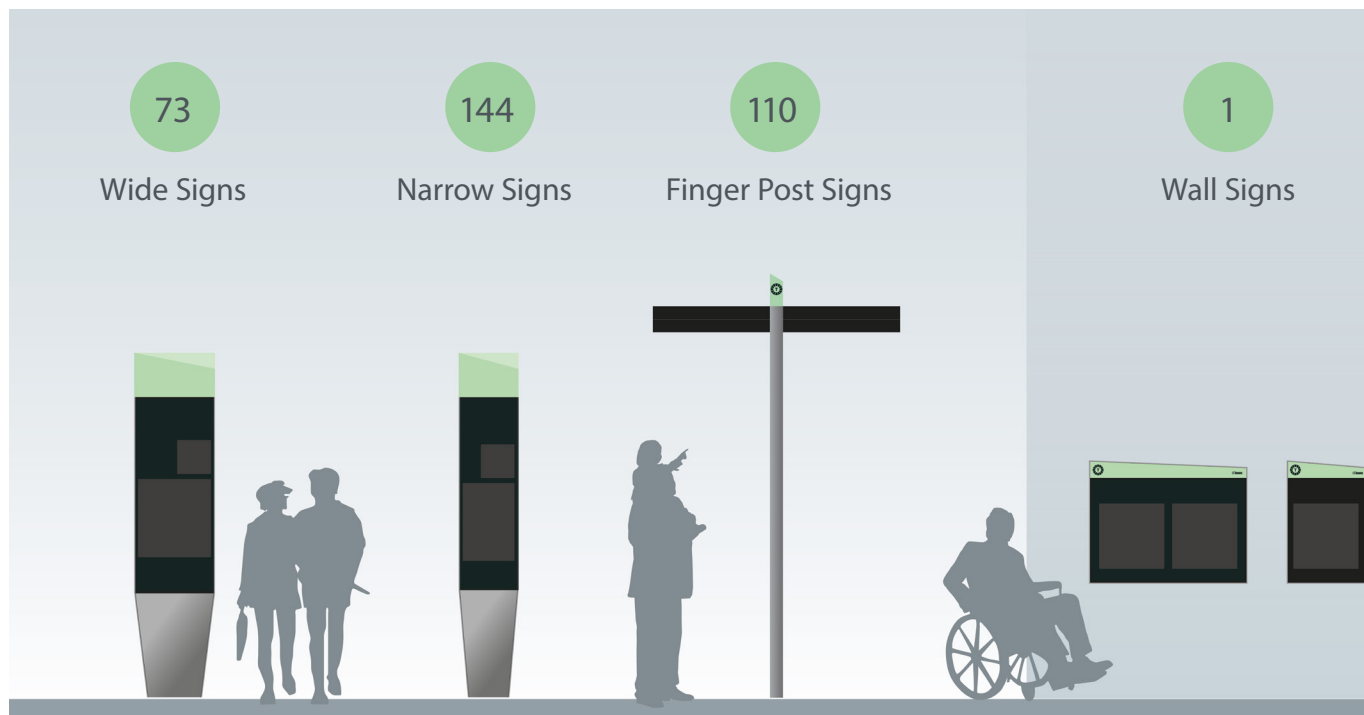
- Exhibition Place
- King West
- Queen East
- Queens Park
- Financial District
- Downtown Yonge
- St. Lawrence Market

#### IN OTHER AREA OF THE CITY ...

- North York City Centre
- Scarborough City Centre
- Beach
- High Park/Roncesvalles
- Exhibition Place
- St.Clair
- York University Scarborough Campus

#### AND ADJACENT TO TRANSIT FACILITIES ...

- Bloor/Keele UP Express
- Bloor/Danforth Subway
- Yonge/Univesity Subway



### OTHER STREET FURNITURE ELEMENTS

In addition to TO360 signage, the rollout plan aims to deliver consistent mapping across other street furniture elements.

These elements include new wayfinding maps in Bikeshare stations.

TO360 will be expanded to include legacy 'Infopillar' wayfinding street furniture elements.

700

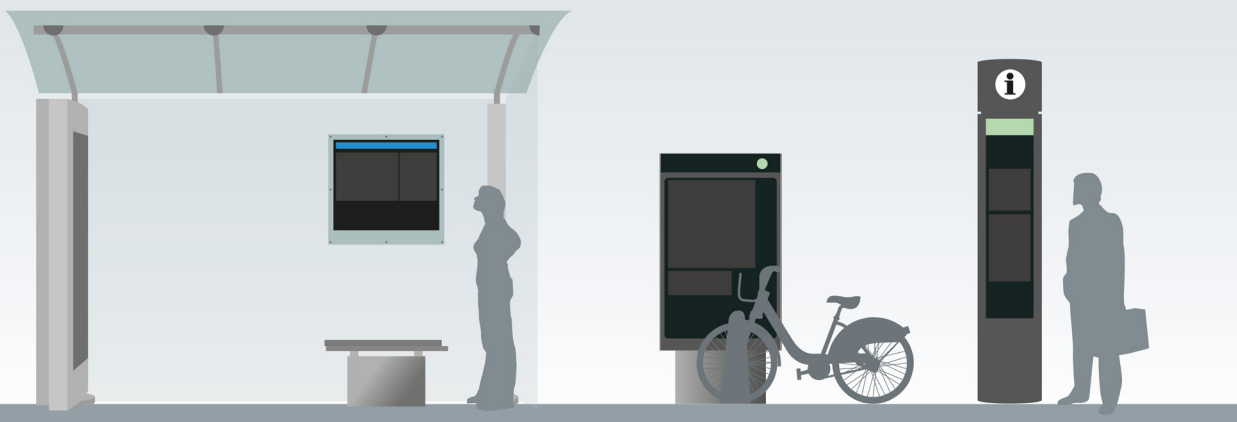
Transit  
Shelter Maps

+/- 625

Bikeshare  
Station Maps

40

Infopillar  
Maps





## Complementary product update

The redesign of complementary wayfinding products by our project partners continues to expand the reach of TO360 in a cost-effective manner.

The following products by other wayfinding providers will be complete by the end of 2023:



Toronto Visitor Map  
(uses TO360 data and styling)



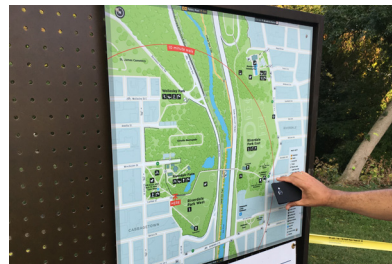
PATH Maps  
(uses TO360 base map to provide city context)



Bikeshare Station Maps  
(uses TO360 data and styling)



Toronto Cycling Map  
(uses TO360 data and styling)



Parks & Trails Signs  
(uses TO360 base map to provide city context)



Metrolinx Signs  
(uses TO360 base map in station wayfinding)



## GIS mapping update

Underlying all TO360 printed and digital maps is information stored in a GIS mapping database. Information is verified for accuracy and adapted in order to meet the desired graphic look, feel and content of each particular map.

The following mapping and studies will be complete by the end of 2023:

### CITY-WIDE BASE MAPPING

City-wide base mapping is used for third party digital and printed maps such as the Toronto Cycle Map and Parks & Trails Wayfinding maps.

Base mapping for the entire city (and beyond the city boundaries in some areas) has been completed.

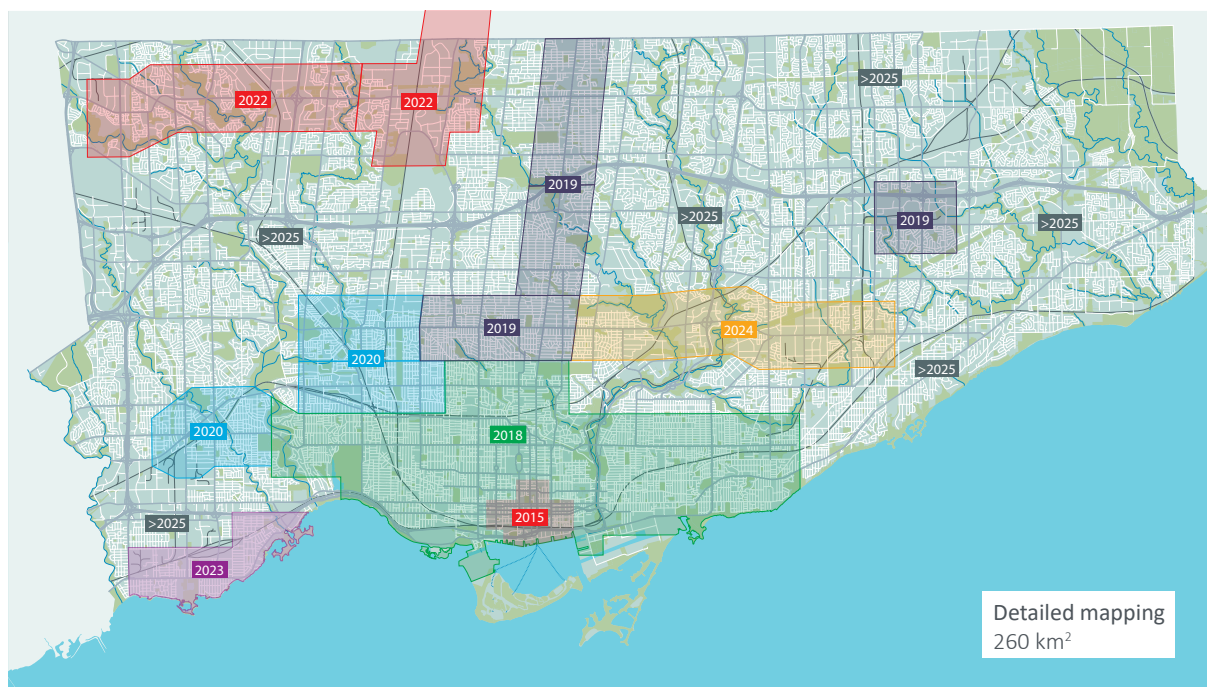
### DETAILED MAPPING

Focused upgrades to the base map are made in areas where TO360 on-street signs will be installed. Map upgrades include local features such as landmarks and local points of interest.

### DIGITAL MAPPING STRATEGY

The original TO360 Strategy anticipated that wider use could be made of the TO360 mapping data, either for third-party print products or to underpin development of online applications.

A Digital Mapping Strategy has been developed that explores this potential further.



## Get involved!

TO360 on-street signs will be implemented in neighbourhoods where there is partner interest and pedestrian activity. Get involved in TO360 by becoming a project partner or by participating in local outreach activities.

### BECOME A PROJECT PARTNER

TO360 has been a partnered project from the very beginning. Partnerships will continue to play a major role in the project as TO360 Wayfinding is implemented across the city.

TO360 relies on city funding for core deliverables such as wayfinding design, database development and sign maintenance. Contributions from our wayfinding partners will focus on the supply and installation of TO360 signs in neighbourhoods and commercial areas.

Please contact TO360 project staff (see back of pamphlet) for more information on becoming a project partner!

### LOCAL STAKEHOLDER OUTREACH

During the 'strategy' and 'pilot project' phases, over 1,000 stakeholders provided feedback through consultation and outreach activities.

In the city-wide rollout phase of the project, engagement with local area stakeholders will focus on building an understanding of each area. This will inform the content for detailed local maps.



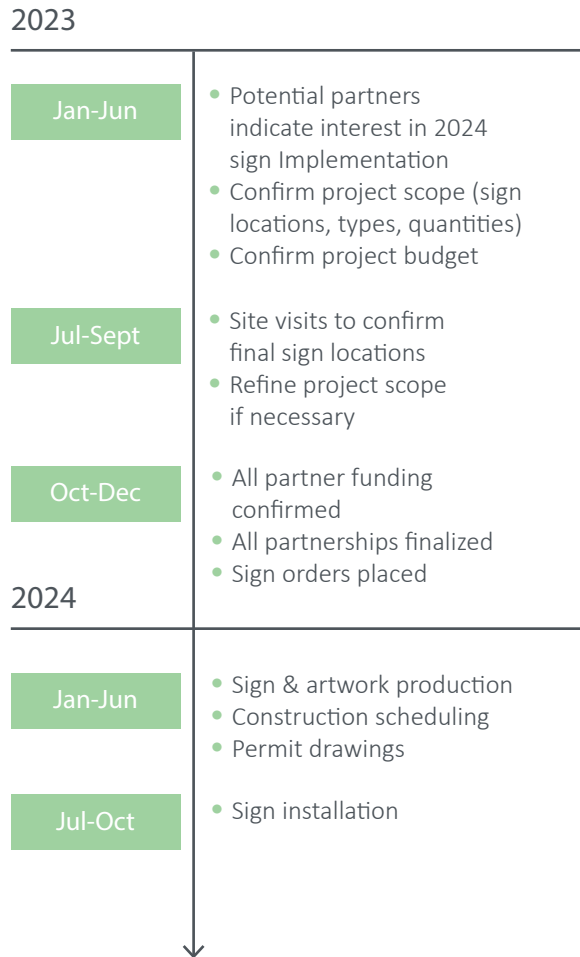
## Implementation planning

The Toronto 360 Wayfinding project is currently in the seventh year of city-wide rollout.

### IMPLEMENTATION PLANNING

Due to the long lead times required to plan for and implement on-street signs, early coordination between TO360 and our project partners is essential.

Planning for 2024 sign implementation will follow these timelines:



**COMPLETED IN MARCH 2023**

All images by Steer  
unless otherwise stated.

The Toronto 360 Wayfinding  
program is managed by the  
Transportation Services Division of  
the City of Toronto, in collaboration  
with our project partners.

**FOR FURTHER INFORMATION,  
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