AGENDA

1. Introduction
2. Understanding wayfinding
3. Wayfinding strategy
4. Outline business case
5. Next steps
INTRODUCTION

This presentation summarizes the outcomes of the Wayfinding System Strategy (Phase One) study, which began in September 2011.

The study aimed to establish robust foundations for the development and delivery of a high-quality wayfinding system for Toronto.
UNDERSTANDING WAYFINDING

What is wayfinding?

A wayfinding system makes streets, neighbourhoods and the city ‘legible’, helping people find their way. Wayfinding is more than signs and comprises:

» Signs
» Names
» Maps
» Lighting
» Street furniture
» Urban realm
» Public art
» New technology (mobile/ websites)
Understanding Wayfinding

Objectives of city wayfinding & signing

- Identify and connect places
- Build confidence and trust to walk
- Reduce reliance on the car and promote multi-modal trips
- Stimulate economic growth
- Reassure and encourage exploration/ wandering/ discovery
The Toronto 360° Wayfinding Strategy themes and principles emerged from the project’s three main activities:

**Observation**
- General audits
- Case study areas
- Existing wayfinding
- Streetscape

**Consultation**
- Interviews
- Meetings
- Workshop
- Open House

**Research**
- Policy and guidelines
- Best practice review
- International experiences
WAYFINDING STRATEGY > GAPS

**CONTINUITY**
Multi-modal wayfinding is sporadic and fragmented – it does not operate as a system or a network.

**CONSISTENCY**
Signage material, appearance, content and location lack consistency and do not harmonize with their surroundings.

**CONNECTIVITY**
Most systems in Toronto provide point specific information, and lack information related to their immediate context.

**ACCESSIBILITY**
A combination of location, height, reading angle and material often compromise legibility.
“we need a map that everybody can recognize... and build upon”

“we need a strategy for what happens in-between areas that do have wayfinding”

“wayfinding should work for all... use pictograms”

“the system should consider all modes of transportation”

“wayfinding should motivate people to walk... to discover the city... parks, events, museums... the neighbourhoods”

“we need to enhance both: a city identity and a neighbourhood identity”

“Embrace technology... QR codes... digital markers... apps”

“there should be opportunities for others to contribute to the wayfinding system... BIA, PanAM,... and to have a legacy”

“we need a strategy for what happens in-between areas that do have wayfinding”

“wayfinding should work for all... use pictograms”
**WAYFINDING STRATEGY › STAKEHOLDER WORKSHOP & OPEN HOUSE**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td><strong>ACCESSIBILITY</strong></td>
<td>Easy to understand for all / balance between implicit versus explicit wayfinding / New AODA legislation</td>
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<tr>
<td><strong>MODAL TRANSITION</strong></td>
<td>Logical connections for different users and various modes of transportation / legible transitions between modes</td>
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<td><strong>INFORMATION HIERARCHY</strong></td>
<td>Consistent long-term place naming / logical intersection of provincial, municipal and local wayfinding</td>
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<tr>
<td><strong>CONNECTIVITY</strong></td>
<td>Enhance connections between neighbourhoods and destinations throughout the city</td>
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<tr>
<td><strong>LEVERAGE PARTNERSHIPS</strong></td>
<td>Leverage partnership opportunities by integrating the Toronto Wayfinding System with third party interfaces</td>
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A review of international wayfinding systems identified strategies, systems and products relevant to Toronto.

» Philadelphia, USA
» New York, USA
» Bogota, Colombia
» Legible Bristol, UK
» London, UK
  » City of London (local)
  » Islington (local)
  » Legible London (citywide)
WAYFINDING STRATEGY › THEMES

**CONSISTENCY**
- Consistent content and presentation is fundamental for effective wayfinding
  - Hierarchy
  - Conventions
  - Positioning
  - Structures

**INCLUSIVITY**
- The system should cater to the needs of all user types
  - Physical access
  - Contrast
  - Accessibility
  - Technology

**SUSTAINABILITY**
- Consideration of full life cycle costing and ability to adapt to change
  - Reduce clutter
  - Flexibility
  - Extendability
  - Future proof

**TRANSITION**
- Connecting places and facilitating third party input to enable people to move seamlessly from one mode, system or area to another
  - Multi-modal
  - Reciprocity
  - Route legibility
  - Fill the gaps

**BEING LOCAL**
- Celebrating and promoting the city and its districts.
  - Empowering community participation and input
  - Landmarks
  - Local character
  - Historic names
  - Placemaking

NOTE: A full description of the themes can be found on pp. 29-35 of the Final Report
WAYFINDING STRATEGY › SYSTEM COMPONENTS

Signage

GATEWAY TOTEM
At gateways such as transit exits

CONTEXT TOTEM
Tier 1 places of interest and significant areas

NARROW MAP TOTEM
Other significant places of interest and transit exits

INFO TO GO PILLARS
By retail clusters and main streets (not decision points)

DIRECTIONAL
At intermediate decision points and intersections

INTERPRETATIVE
At significant historic, cultural and heritage locations
# Wayfinding Strategy > System Components

## Printed

**Local Area Maps**
Transition points such as: Bus/Streetcar shelters, Transit stations, PATH, Bixi, Parking lots

## Pocket Maps
At visitor welcome and entry points to the city (e.g. airports, hotel concierge, convention centres)

## Digital

**Mobile Apps**
On internet-enabled mobile devices with features such as compass and location-based services

## Urban Design
Improve connections, create new legible routes, improve quality of place, and encourage walking and exploration
Wayfinding Strategy > Highways (Traffic Signs)

Toronto traffic signs are often fragmented and inconsistent.

Lack of continuity between initial appearance of destinations on signs and arrival at those destinations.

Information overload or gaps in information resulting from a lack of general signing and outdated road signage policy.
WAYFINDING STRATEGY > HIGHWAYS (TRAFFIC SIGNS)

Reduce sign clutter, minimize driver distraction and allow drivers to reach their final destinations as efficiently as possible.

Update identification and directional road signage policy, including selection criteria for signed destinations, and sign design standards.

Define and include numbers for exit approach and turn-off signs.
An improved wayfinding system is expected to deliver the following key benefits:

Increase visitor expenditure by identifying and connecting places—raising awareness of local attractions and increasing confidence to explore the city.

Reduce walk and auto-journey times, increase confidence to walk, promote multi-modal trips, reduce local congestion and greenhouse gas emissions and increase healthy physical activity.

Improve the urban realm, enhance local community identities and stimulate economic growth.
The full roll-out of the wayfinding system is estimated at $7.2 million, giving a total capital cost of approximately $8m.

Implementation of a wayfinding strategy pilot for two areas is expected to cost around $0.8m including consultation, implementation and evaluation.

Up to 10 to 15% of the ongoing capital investment is recommended to maintain and renew the wayfinding system.

For every dollar invested the City can expect between 90 cents and $2.40 of transportation benefits.

The MAE identified that transportation benefits are expected to increase with implementation of digital and highway strategies.

Significant non-transportation benefits—such as increased tourism spend, employment, environment, health and quality of life—are over and above those quantified in the BCR.

Adding these to the transport case suggests that the investment is likely to repay itself through transportation benefits alone.
NEXT STEPS › PHASE TWO (PILOT) AND THREE

Phase Two moves the strategy into implementation and is designed to be in place in advance of the 2015 Pan /ParaPan Am Games.

EAST DOWNTOWN and MORNINGSIDE/MILITARY TRAIL were selected among 5 areas as proposed Phase Two pilot areas.

Phase Two evaluation results will verify and update the OBC and more accurately convey the costs and benefits to potential funders of Phase Three—city wide roll-out—which is expected to commence by 2016.