

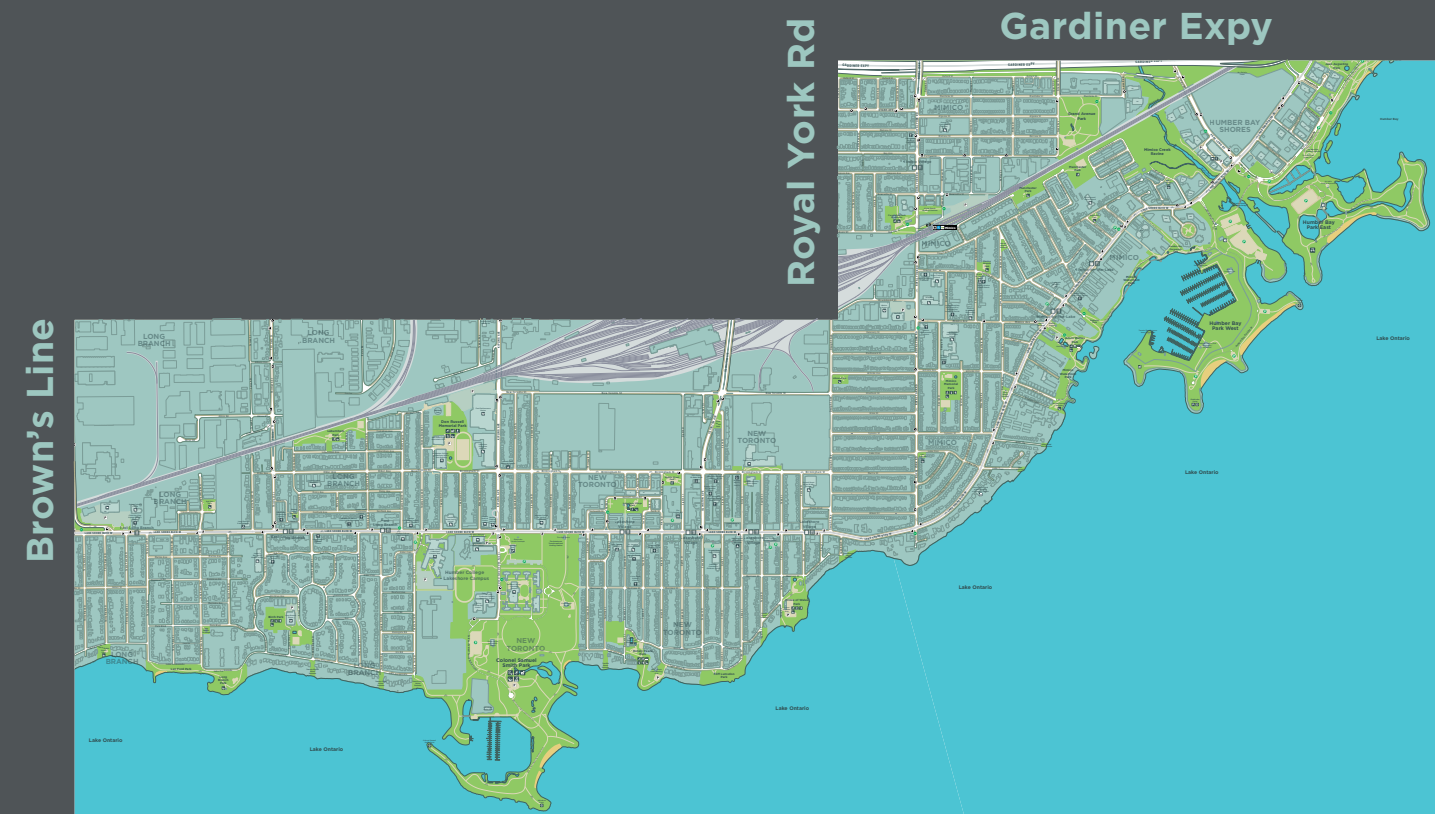


# TO360 Wayfinding Strategy

Local Mapping Workshop  
South Etobicoke – March 2, 2023



**Purpose:** to share information about TO360, and seek feedback on the draft wayfinding map for South Etobicoke.



## Today's agenda

**4:30** Welcome and land acknowledgement

**4:40** About TO360

Next steps

Q&A

**5:00** **Workshop activity: map content & accuracy**

**6:30** Adjourn

# About T0360



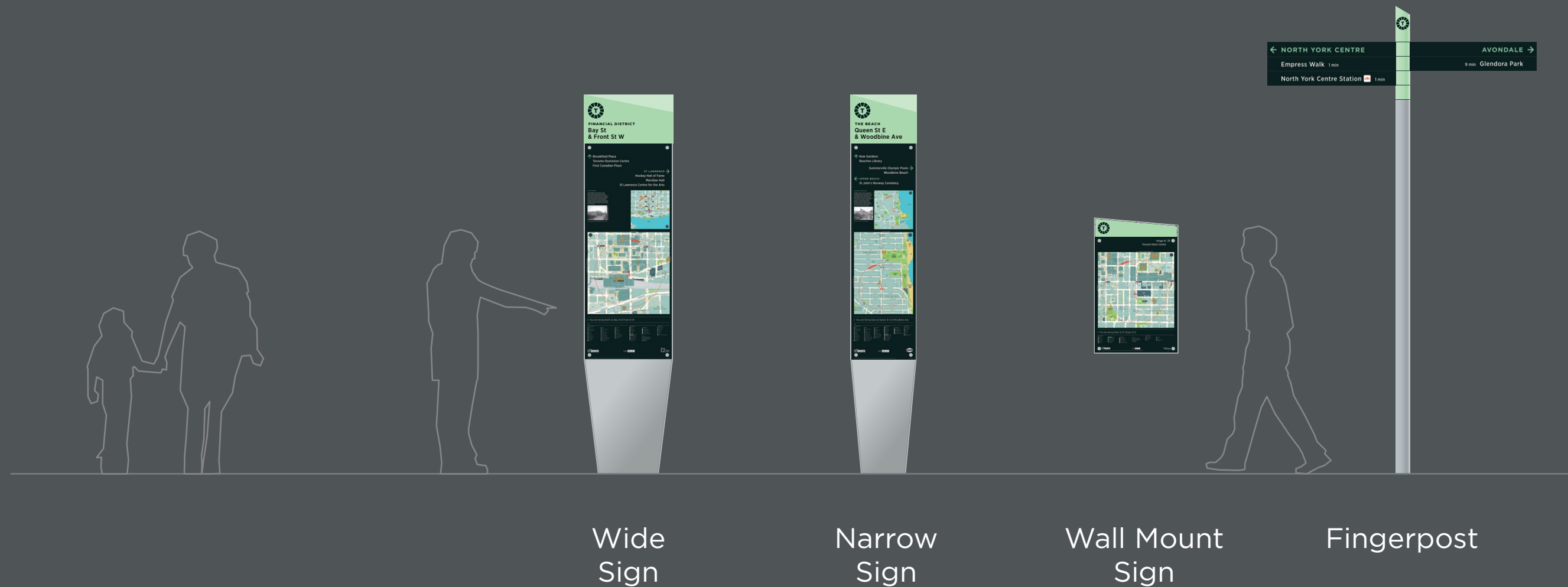
## About TO360 > a wayfinding strategy for Toronto

- Supports walking as the primary mode of travel to unlock multi-modal transportation in the city.
- Provides **consistent information** across modes and environments.
- Establishes a **unified signage and mapping system** delivered by the City of Toronto and project partners.



## About TO360 > core sign types

Over 250 signs have been installed on street to-date:



# About TO360 > other wayfinding products



Transit Shelter  
Poster Map



InfoPillar  
Poster Map



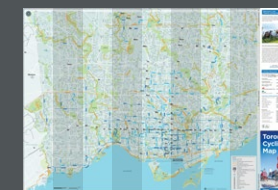
Bike Share  
Poster Map



TTC Station  
Poster Map

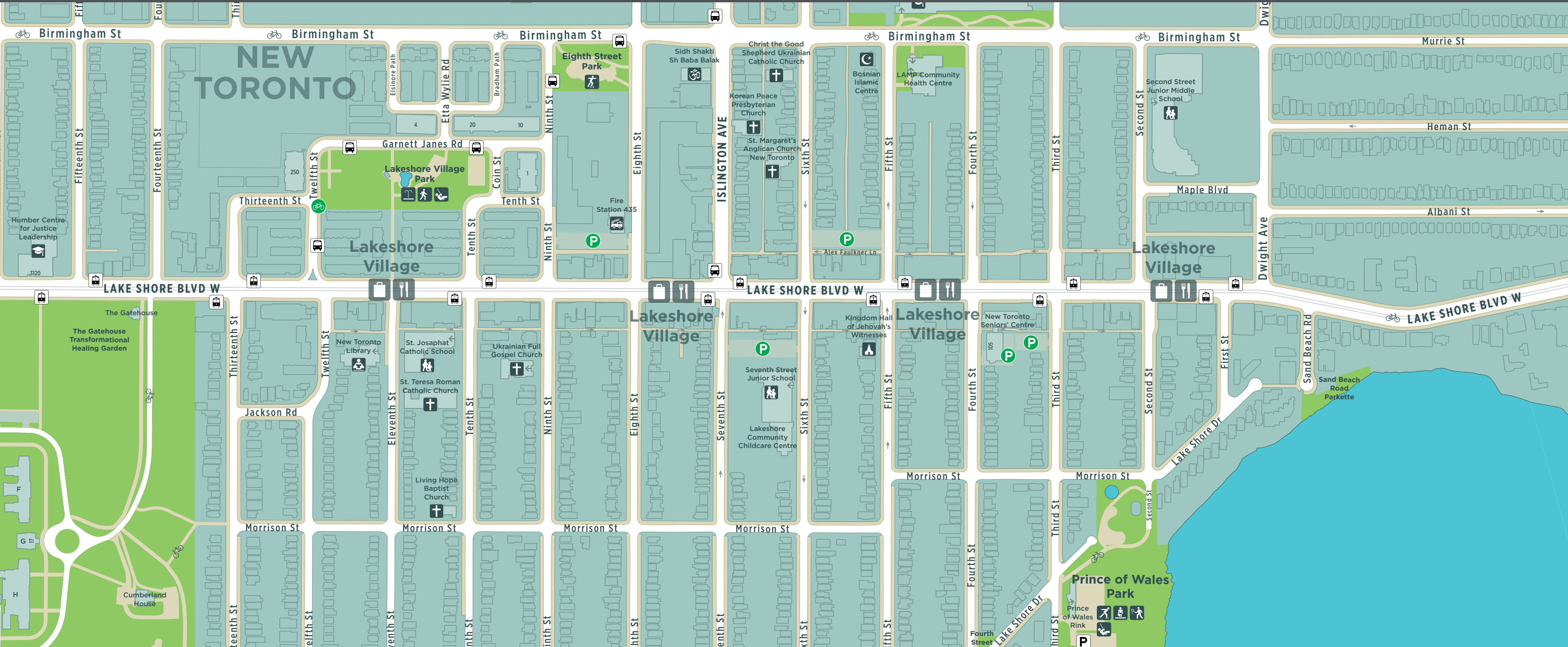


Toronto  
Visitor Map



Toronto  
Cycling Map

# About TO360 > mapping





## About TO360 > creating the detailed maps

### Base Map



Source:  
data provided by  
the City and partners

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## Base Map



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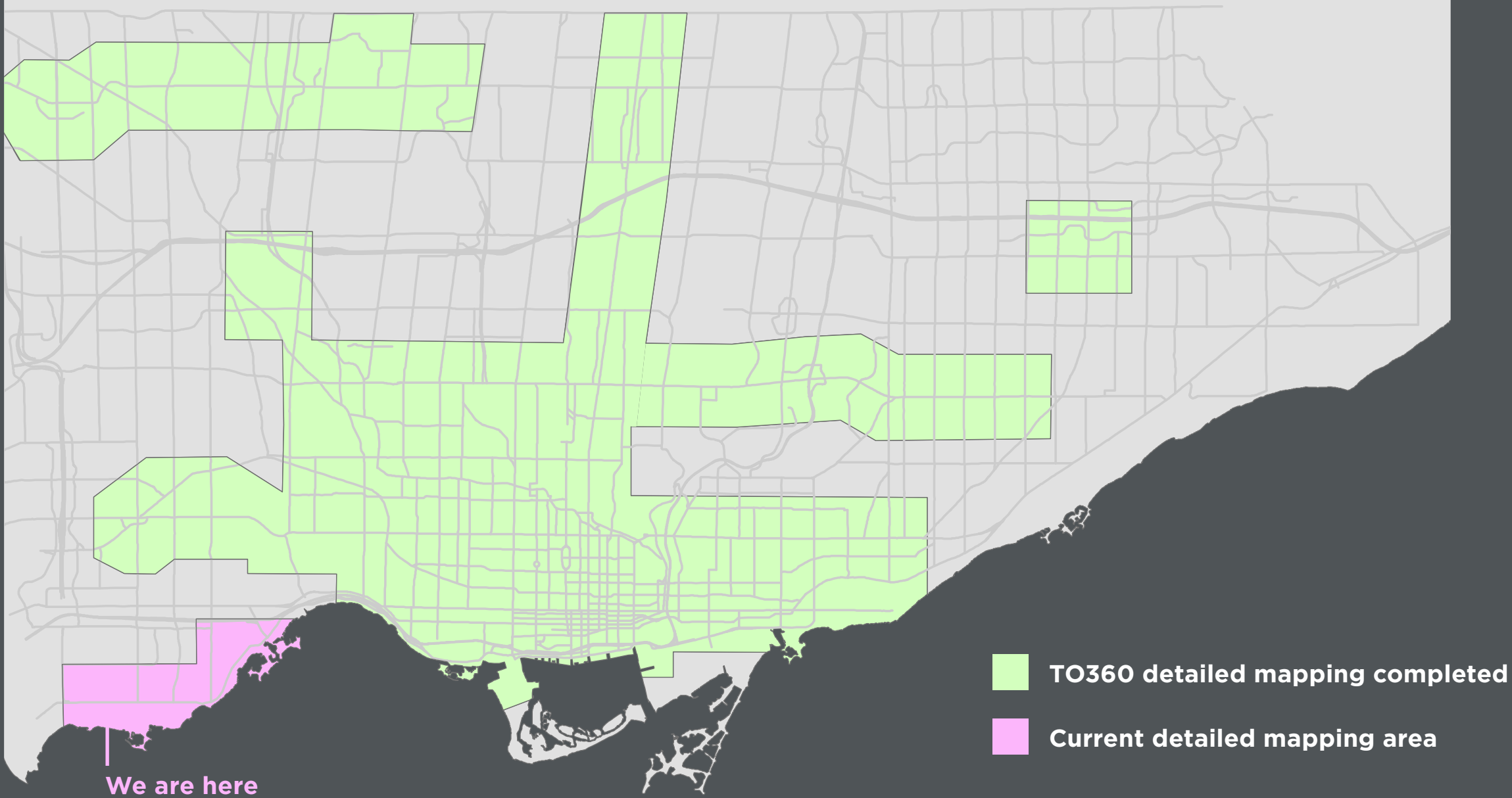


## Detailed Map



Sources:  
community engagement,  
field verification

# About TO360 > rollout strategy for detailed mapping



# Next steps

## Next steps > Detailed mapping for South Etobicoke



### Until March 10

Feedback on **draft** wayfinding maps:

- Accuracy
- Places of interest
- Mini-Districts

Feedback via:

- Workshop
- Online survey
- Engagement toolkit
- Phone and e-mail

### May 2023

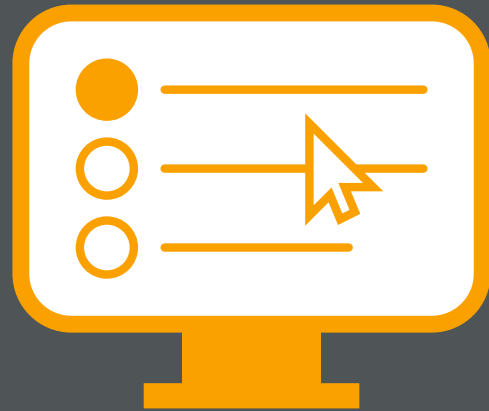
Feedback on **final** wayfinding maps:

- Accuracy
- Promote/demote places of interest

Feedback via:

- Online survey
- Engagement toolkit
- Phone and e-mail

## Next steps > other ways to participate



**Take the  
online survey:**  
[to360survey.com](https://to360survey.com)



**Fill out the  
engagement toolkit:**  
take one home, request a  
mailed package, or download  
it at [to360survey.com](https://to360survey.com)



**Email or  
leave a voicemail:**  
[pragya@thirdpartypublic.ca](mailto:pragya@thirdpartypublic.ca)  
416-642-1378

Feedback deadline: March 10, 2023 (next Friday)

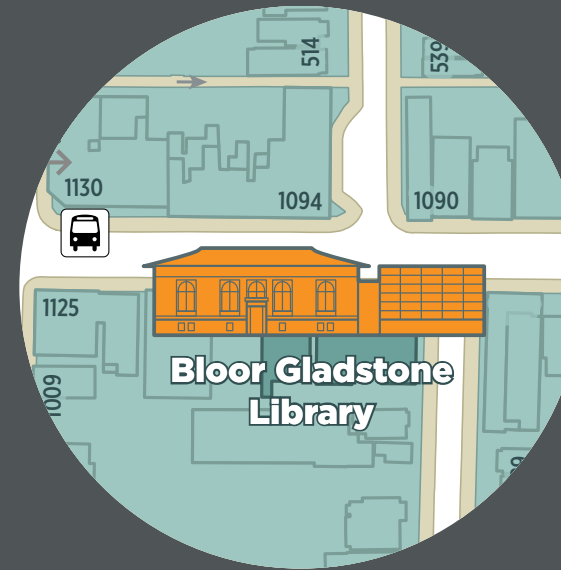
# Questions?

# Workshop activities



1

Which **places of interest** do you consider landmarks or local destinations?



**Landmarks...**

are memorable for wayfinding;  
have architectural significance;  
define the identity of the area; and  
have a low turnover rate (non-volatile)



**Local destinations...**

define the area's character;  
attract visitors from the community or other parts of the city; and  
have a low turnover rate (non-volatile)

2

Do you have any suggestions about the locations of **Mini District** labels?



### Mini Districts...

identify areas of retail activity (shopping, restaurants);

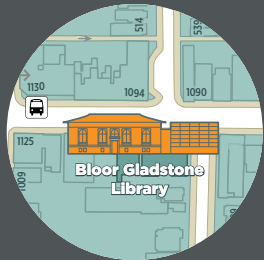
may have a unique name or may be referred to by the street name;

are typically located along roads but could also be clustered in a plaza

3

What, if anything,  
is **missing from**  
**or inaccurate**  
**on the map?**

## Workshop activity > summary



Which **places of interest** should be highlighted on the map?

Are they Landmarks or Destinations (or both)?



Do you have any suggestions about the locations of **Mini-District** labels?

What, if anything, is **missing** from or **inaccurate** on the map?



Other comments?





**Thank you for participating!**

[to360survey.com](https://to360survey.com)