

**Extract From
Economic Development Task Force Meeting
EDTF#03-17 held October 4, 2017**

Scheduled Business

7. Downtown Village District Wayfinding Strategy – (Staff Report SRCAO.17.24)

Moved by: Mayor Barrow

That staff report SRCAO.17.24 regarding the Downtown Village District Wayfinding Strategy be received.

Carried Unanimously



Staff Report for Economic Development Task Force Meeting

Date of Meeting: October 4, 2017

Report Number: SRCAO.17.24

Department: Office of the Chief Administrative Officer

Division: Office of Strategic Initiatives

Subject: Downtown Village District Wayfinding Strategy

Purpose:

The purpose of this report is to seek Council's approval of the Downtown Village District Wayfinding Strategy and direction to develop a business case for funding its implementation.

Recommendations:

- a) That SRCAO.17.24 be received by Council;
- b) That the Downtown Village Wayfinding Strategy outlined in SRCAO.17.24 be endorsed by Council; and
- c) That staff be directed to prepare a business case for funding the Downtown Village District Wayfinding Strategy for consideration by Council as part of the 2018 Capital Budget process.

Contact Person:

Martina Jedinak, Coordinator, Economic Development Programs, ext. 6382

Submitted by:

"Signed version on file in the Office of the Clerk"

Gwen Manderson
Director, Strategic Initiatives

Approved by:

"Signed version on file in the Office of the Clerk"

Neil Garbe
Chief Administrative Officer

Background

The importance of Richmond Hill's downtown is identified in various Town plans and strategies. The Strategic Plan envisions the downtown as part of the *Better Choice in Richmond Hill* goal with strategies focused on facilitating business development along Yonge Street and by recognizing and enhancing the unique character of the downtown.

The vision of the Town's Official Plan and Downtown Secondary Plan is to celebrate and support this historic, symbolic, cultural and civic heart of Richmond Hill. Over the years, the Town has invested significantly in the downtown. In addition to ongoing investments in the 'look and feel' of this area, Richmond Hill has bolstered its presence downtown through the rehabilitation of the McConaghy Centre and Old Post Office as well as the construction of the Richmond Hill Centre for the Performing Arts. Recently, the Town approved relocating the Town Hall and creating new community amenities in the downtown at the southwest corner of Yonge Street and Major Mackenzie Drive. The Civic Precinct Project, when completed, is expected to be a catalyst for downtown revitalization.

In 2016, staff from the Policy Planning Division in the Planning and Regulatory Services Department and Strategic Initiatives Division in the Office of the Chief Administrative Officer formed a working group that included staff from several Departments to identify potential downtown revitalization efforts and actions that could strengthen Richmond Hill's downtown. One of the action items identified by the working group was improvement to wayfinding in the area. A Downtown Village District Wayfinding Strategy has been completed and is attached at Appendix 1. The purpose of this staff report is to seek Council's approval of the Wayfinding Strategy and the development of a business case for funding its implementation that would be considered as part of the 2018 Capital Budget process.

Summary of Downtown Village District Wayfinding Strategy

Purpose of the Study

The purpose of the Downtown Village District Wayfinding Strategy is to create a system of navigational and information signs for pedestrian, bicycle and vehicular traffic. The intent is to attract visitors to the downtown, identify places of interest for them and help them find their way around while in this area. With a well-designed wayfinding system in place, the flow of traffic and pedestrians will improve as there is better identification of parking lots and places of interest in the area. The goal is to encourage people to come to and stay in the downtown core. Part of the Downtown Village District Wayfinding Strategy is to also create more obvious 'gateway' entrance signs to the historic part of the downtown, located at both the north and south access points.

Creating a wayfinding strategy can support revitalization of this area by increasing visitor traffic into the downtown as well as promoting longer resident and tourist visitations and spending.

Rather than focus on all three downtown districts at this time, staff determined that it may be prudent to undertake this work in phases and over time, starting with the district where a wayfinding strategy could have the largest impact. Given the historic nature of the Village District and the numerous heritage houses and other places of interest within it, it was logical to focus on the historic part of the downtown first. Once the Downtown Village District Wayfinding Strategy has been completed for the Village District, a similar strategy can be developed for the other downtown districts.

Audit of Downtown Signage

The audit of downtown signage revealed that there is currently no branded wayfinding signage in Richmond Hill's downtown. There are several green 'P' parking signs in the downtown and very few signs providing direction to places of interest in the area. The downtown is not well defined at its boundaries/entrances so visitors may not be aware that they are entering downtown historic Richmond Hill – a place where they can experience culture and history, or a niche shopping experience. Visitors to downtown Richmond Hill may also be unaware of parking facilities and many other locations of interest in the area.

Key Directions

The goal of the Downtown Village District Wayfinding Strategy is to aid in placemaking within the community. The Key Directions identified in Appendix 1 provide recommendations regarding the approximate location and information for:

- directional signage to places of interest,
- directional signage to parking lots,
- other signs (information board), and
- gateways in the downtown Village District.

Staff is recommending that Council endorse the Downtown Village District Wayfinding Strategy.

Implementation

Should Council endorse the Downtown Village District Wayfinding Strategy, staff is proposing that a business case requesting funding for the implementation of the Strategy be prepared. The business case would include a funding request to support the hiring of a consultant to design wayfinding and gateway signage, manufacture the proposed signs and gateway features, and install all signage. The design of the signage

and the manufacturing/installation could be two separate contracts. The business case would be considered by Council as part of the 2018 Capital Budget process. If approved by Council, implementation of the Wayfinding Strategy would be completed in 2019.

Other Considerations

In an effort to provide better directional signage for parking now, Public Works Operations staff will be installing several additional green 'P' parking signs for public parking lots throughout the downtown at locations identified in the Wayfinding Strategy. Staff are able to move forward with the manufacture and installation of these signs within the existing 2017 Public Works Operations, Community Services Department operating budget.

In addition to developing a wayfinding strategy, staff have contacted the only provincially appointed company, Canadian TODS Limited, to implement a 'regular attractions' directional sign to downtown Richmond Hill on provincial Highway 404 southbound. The sign will be located at Major Mackenzie Drive (exit 31) by the end of 2017 and will be accompanied by a freeway ramp sign indicating direction and distance to downtown Richmond Hill. As there is no place currently available on the regular attractions sign on Highway 404 northbound, the Town has been placed on a waiting list for this location. The annual cost (\$600) for the southbound signage will be funded from the Strategic Initiatives annual budget. Installation of this sign is anticipated to support wayfinding efforts.

Financial/Staffing/Other Implications:

There are no financial implications associated with this report. However, should Council approve the Downtown Village District Wayfinding Strategy and its implementation, it is estimated that approximately \$150,000 will be required for this initiative.

There are no staffing implications related to this report.

Relationship to the Strategic Plan:

The Downtown Village District Wayfinding Strategy supports the implementation of the Strategic Plan vision and Goal Three – A More Vibrant Richmond Hill.

A more vibrant Richmond Hill will convey a unique sense of place and identity and will be an exciting destination to live, work or visit. Outcome two of this goal promotes 'a sense of identity and place' by celebrating, promoting and enhancing the Town's unique places and recognizing and enhancing the unique influence of the downtown. Implementing the Downtown Village District Wayfinding Strategy will improve the look of this neighbourhood and will help foster a vibrant downtown.

Conclusion

The new wayfinding system will be clearly visible and located at key locations throughout the Village District to direct people effectively to their destination. It will positively engage users and will create a sense of arrival and connectivity, thus encouraging repeated visitations to the downtown.

Attachments

Appendix 1: Downtown Village District Wayfinding Strategy



APPENDIX 1

Downtown Village District Wayfinding Strategy

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Introduction

Background

The importance of Richmond Hill's downtown is identified in various Town plans and studies. The Strategic Plan envisions the downtown as part of the *Better Choice in Richmond Hill* goal with strategies focused on facilitating business development along Yonge Street and by recognizing and enhancing the unique influence of the downtown.

The vision of the Town's Official Plan and Downtown Secondary Plan is to celebrate and support this historic, symbolic, cultural and civic heart of Richmond Hill. In addition, the Town's Economic Development Strategy Update encourages supporting the development of a digital main street along Yonge Street, which would act as an online innovative platform supporting main street businesses.

Over the years, the Town has invested significantly in the downtown. In addition to ongoing investments in the 'look and feel' of this area, Richmond Hill has bolstered its presence downtown through the rehabilitation and construction of the McConaghy Centre, the Old Post Office and the Richmond Hill Centre for the Performing Arts. Recently, the Town approved relocating the Town Hall and creating new community amenities in the downtown at the southwest corner of Yonge Street and Major Mackenzie Drive. The Civic Precinct Project, when completed, is expected to be a catalyst for downtown revitalization by increasing the number of people in this area.

In 2016, staff from the Policy Planning Division in the Planning and Regulatory Services Department and Strategic Initiatives Division in the Office of the Chief Administrative Officer formed a working group to identify potential downtown revitalization efforts and suggest potential actions that could strengthen Richmond Hill's downtown. One of the action items identified by the working group was improvement to wayfinding in the downtown. Developing and implementing a wayfinding strategy requires planning and understanding of the Town's places of interest and assets. Consequently, a cross-departmental staff team from Community Services, Environment and Infrastructure Services, Office of the Chief Administrative Officer, and Planning and Regulatory Services came together to develop a wayfinding strategy for the downtown.

Study Area

Richmond Hill's downtown consists of three districts (Figure 1), each having a distinct character. These districts are:

- Civic District,
- Village District, and
- Uptown District.

The Civic District, located south of Major Mackenzie Drive, includes the Richmond Hill Central Library and will be further developed with the construction of the Civic Precinct Project. The Village District is the historic Richmond Hill Village with narrower streets and heritage houses with niche businesses, found north of Major Mackenzie Drive to Wright Street/Dunlop Street. The Uptown District, north of

the Village District with Leventdale Road as its northern boundary, is another face of the downtown. Streets are wider with newer buildings and larger businesses such as automobile dealerships. Historic buildings are not part of this district.

Rather than focus on all three downtown districts at this time, staff determined that it may be prudent to undertake this work in phases and over time, starting with the district where a wayfinding strategy could have the largest impact. Given the historic nature of the Village District and the numerous heritage houses and other places of interest within it, it was logical to focus on the historic part of the downtown first. Once the Downtown Village District Wayfinding Strategy has been completed for the Village District, a similar strategy can be developed for the other downtown districts.

Purpose of the Downtown Village District Wayfinding Strategy

Wayfinding is an information system that guides people through a physical environment and enhances their understanding and experience of the space.¹ In various environments, people need visual clues such as maps, directions and symbols to help them guide to their destinations. Effective wayfinding system helps people develop ‘mental maps’ of the terrain and simplify their routes to the extent possible. A comprehensive wayfinding system combines signage, maps, symbols, colours and other communications such as mobile applications or digital displays.

In general, implementing wayfinding signage highlights the area to residents and tourists and will point to places of interest that people might not be aware of. Hidden gems, niche stores, great parks or gathering spaces are there to be discovered, admired and utilized by the public. Without a wayfinding system in place, these places might never be discovered. Once wayfinding signage is in place, both locals and tourists are better able to discover these hidden gems and leave a lasting economic impact by increasing spending and thus contributing to the economic vitality of an area.

The purpose of the Downtown Village District Wayfinding Strategy is to create a system of navigational and information signs for pedestrian, bicycle and vehicular traffic. The intent is to attract visitors to the downtown, identify places of interest for them and help them find their way around while in this area. With a well-designed wayfinding system in place, the flow of traffic and pedestrians will improve as there is better identification of parking lots and places of interest in the area. The goal is to encourage

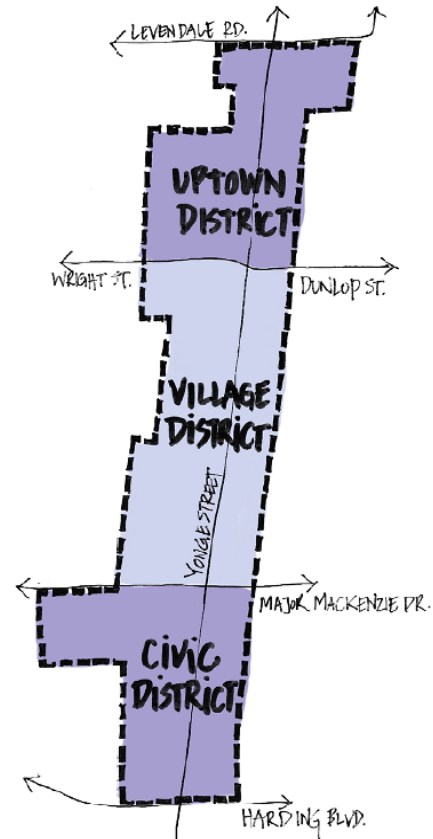


Figure 1 Richmond Hill downtown

¹ <https://segd.org/what-wayfinding>

people to come to and stay in the downtown core. Part of the Downtown Village District Wayfinding Strategy is to also create more obvious 'gateway' entrance signs to the historic part of the downtown, located at both the north and south access points.

Creating a wayfinding strategy can support revitalization of this area by increasing visitor traffic into the downtown as well as promoting longer resident and tourist visitations and spending.

Context

Related Town Plans, Strategies, Guidelines and By-laws

The following plans, strategies, guidelines and By-laws have informed the development of the Downtown Village District Wayfinding Strategy:

- [Official Plan](#)
- [Downtown Design and Land Use Strategy](#)
- [Downtown Design and Land Use Strategy – Key Directions](#)
- [Downtown Local Centre Secondary Plan](#)
- [Downtown Transportation and Parking Study](#)
- [Cultural Plan](#) with [Appendices](#)
- [Economic Development Strategy](#) and [Economic Development Strategy Update](#)
- [Civic Precinct Plan](#)
- Pedestrian and Cycling Master Plan
- Public Realm Master Plan
- [Inventory of Buildings of Architectural and Historical Importance](#)
- [Illustrated Guidelines for the Sign By-law no. 52-09 The Village Core District](#)
- [Village Core Neighbourhood Design and Guidelines](#)
- [Sign bylaw no. 52-09](#)

These studies confirm that residents value downtown as the heart of Richmond Hill. Based on the consultation with the community, the Downtown Design and Land Use Strategy proposed a new vision that builds on the area's inherent characteristics and strength: 'Downtown is the historic, symbolic, cultural and civic heart of Richmond Hill. Downtown will continue to be a pedestrian oriented, compact and mixed-use centre that is enhanced by a high quality public realm, vibrant and animated urban environments and the highest quality of building design. Heritage structures will be integrated with the context of new development.' Key directions from the Downtown Design and Land Use Strategy are to protect the character of Village District as well as the views to the church spires when allowing for development in the Civic or Uptown Districts.

The Downtown Local Secondary Plan, prepared in accordance with the Richmond Hill Official Plan, articulates policies to guide the evolution of development and investment initiatives in the downtown to respect area's settlement history. Based on this Plan, 'the Village District will be a lower-rise, smaller-format, niche market main street shopping area. Cultural heritage resources will be preserved.'

This is further strengthened by the Village Core Neighbourhood Design Guidelines that provide directions to enhance built and landscape heritage.

In addition, the Downtown Transportation and Parking Study vision's for the downtown is the linked systems of courtyards/mews and is recommending how to deal with parking management, access management, and loading and waste collection. These recommendations are to prioritize pedestrian movement and activity in the downtown area, thus achieving the Town's vision.

All of the above-mentioned studies identify downtown Richmond Hill, especially the Village District, as the jewel of the community whose character needs to be preserved for future generations and further nurtured. By implementing the Downtown Village District Wayfinding Strategy, the character of the Village District will be further enhanced, thus highlighting the importance of this historic area of the town and contribute to the placemaking activities.

Audit of Downtown Signage

Overview

Town staff have conducted a sign audit of the downtown to determine the type, location and design of existing signage in this area. The audit focused on directional signs (including parking lot signage and signs identifying places of interest) and other signage such as the *Museum of the Streets* signs. Private signs were not audited. The signage for on-street parking is not part of the project scope.

Current directional signs in the downtown do not differentiate between vehicular and pedestrian traffic. There are also no existing directional signs on local, regional or provincial highways that would direct traffic to the historic Village District. The only signs of a similar origin are on the tolled Highway 407ETR both eastbound (Figure 2) and westbound.



Figure 2 Existing directional sign on 407ETR eastbound

In general, there are a variety of signs in various locations throughout the downtown. For example, there are a few directional signs on both sides of Yonge Street, highlighting directions to places of interest such as churches, arena or parking lots; however these signs do not have a unified look and

feel. The majority of these signs are mounted on existing streetlight poles. Exceptions to this include the Richmond Hill Centre for the Performing Arts signs that have purpose-built stand-alone wooden poles. Figure 3, below, illustrates the diverse types of signs found in this area.



Figure 3 Existing directional signs in downtown Richmond Hill (January 2017)

The downtown is not well distinguished at its entrances. Potential visitors and customers may also be unaware of parking facilities and places of interest in the area. While the perception exists that there is insufficient parking to support the downtown, the Downtown Transportation and Parking Study (SRPRS.15.189) reported 3,372 parking spaces in the downtown core, 910 of which are public. The study concluded that this amount is generally sufficient to meet existing demands. It is possible that downtown signage – specifically parking signage – may be confusing, or not clearly visible, thus creating the perception of parking limitations.

The existing signature colour for downtown Richmond Hill is black with street lights, banner poles, street name signs, traffic lights, bus stops, benches, ‘Bell boxes’ and garbage bins being this colour (Figure 4).

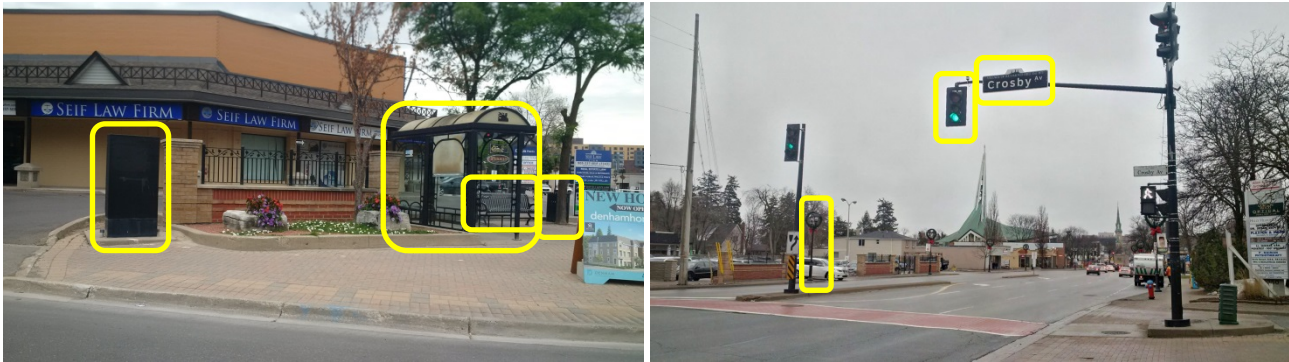


Figure 4 Signature black colour is used throughout downtown Richmond Hill

Places of Interest

Currently, very few places of interest are highlighted on existing directional signage in downtown (Figure 5). The following list is an outcome of staff’s audit of downtown directional signs and notes places of interest with existing directional signage in the three downtown districts placed by the Town of Richmond Hill. The following places of interest signs were noted:

- *Central Library* (Hopkins St. at Atkinson St.)
- *Elgin Barrow Arena Complex* (Yonge St. at Lorne Ave.)

- *Richmond Hill Baptist Church* (Yonge St. at Wright St.)
- *Richmond Hill Centre for the Performing Arts* (Major Mackenzie Dr. West at Yonge St. and Elgin Mills Road East at Yonge St.)
- *Richmond Hill Lawn Bowling Club* (Yonge St. at Lorne Ave.)

Parking

In addition to ample on-street parking, which is not part of this study, currently, there are five public parking lots in the Village District:

- Centre for the Performing Arts,
- Centre Street (behind Ransom Park),
- Elgin Barrow Arena,
- Lorne Avenue (behind Davis Orthodontics),
- McConaghy Centre (although there is a restricted sign when entering this parking lot stating parking is only for McConaghy Centre patrons).

There is an additional public parking lot at the Central Library in the downtown's Civic District.

The audit conducted by staff revealed that green 'P' parking signs are currently installed at the following locations (Figure 5):

- Directions to *McConaghy Centre parking lot* (Yonge Street at Arnold Crescent),
- Directions to *Elgin Barrow Arena parking lot* (Yonge Street at Lorne Avenue, and Vern Dynes Way at Church Street South),
- Directions to *Richmond Hill Centre for the Performing Arts parking lot* (Yonge Street at Wright Street, Wright Street at entrance to parking lot, one additional sign within the parking lot, Yonge Street at Richmond Street, two signs on Richmond Street at entrance to parking lot).

Directions to the Centre Street parking lot and Central Library parking lot are not present.

With the exception of Lorne Avenue parking lot, public parking lots in downtown are not fully utilized (Figure 6). There are 130 public parking spaces available at the Central Library, 82 spaces at McConaghy Centre, 15 spaces at Lorne Avenue parking lot, 165 spaces at Elgin Barrow Arena and 151

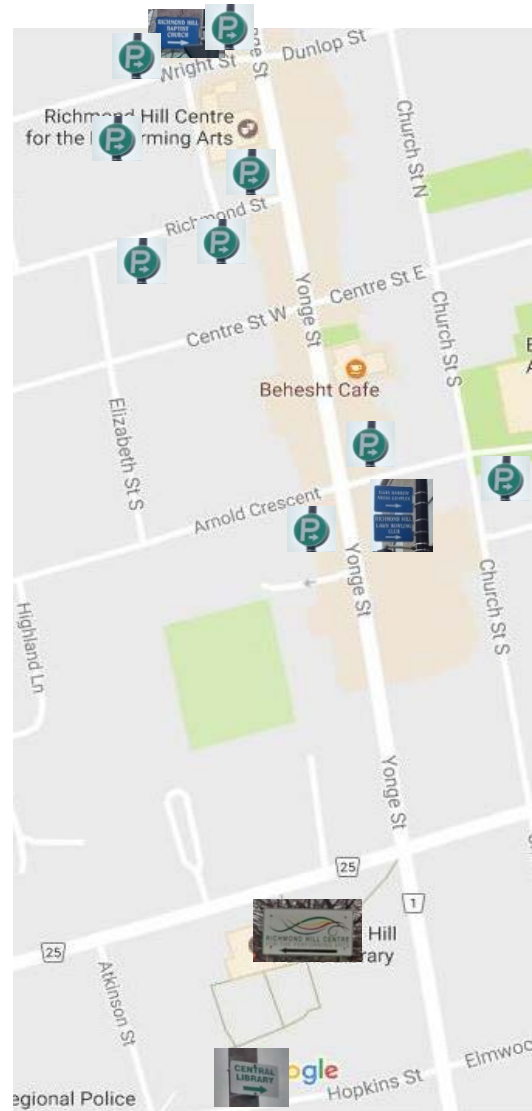


Figure 5 Existing downtown directional signs and their locations

spaces at the Centre for the Performing Arts. Centre Street parking lot's (13 parking spaces) use was not observed.

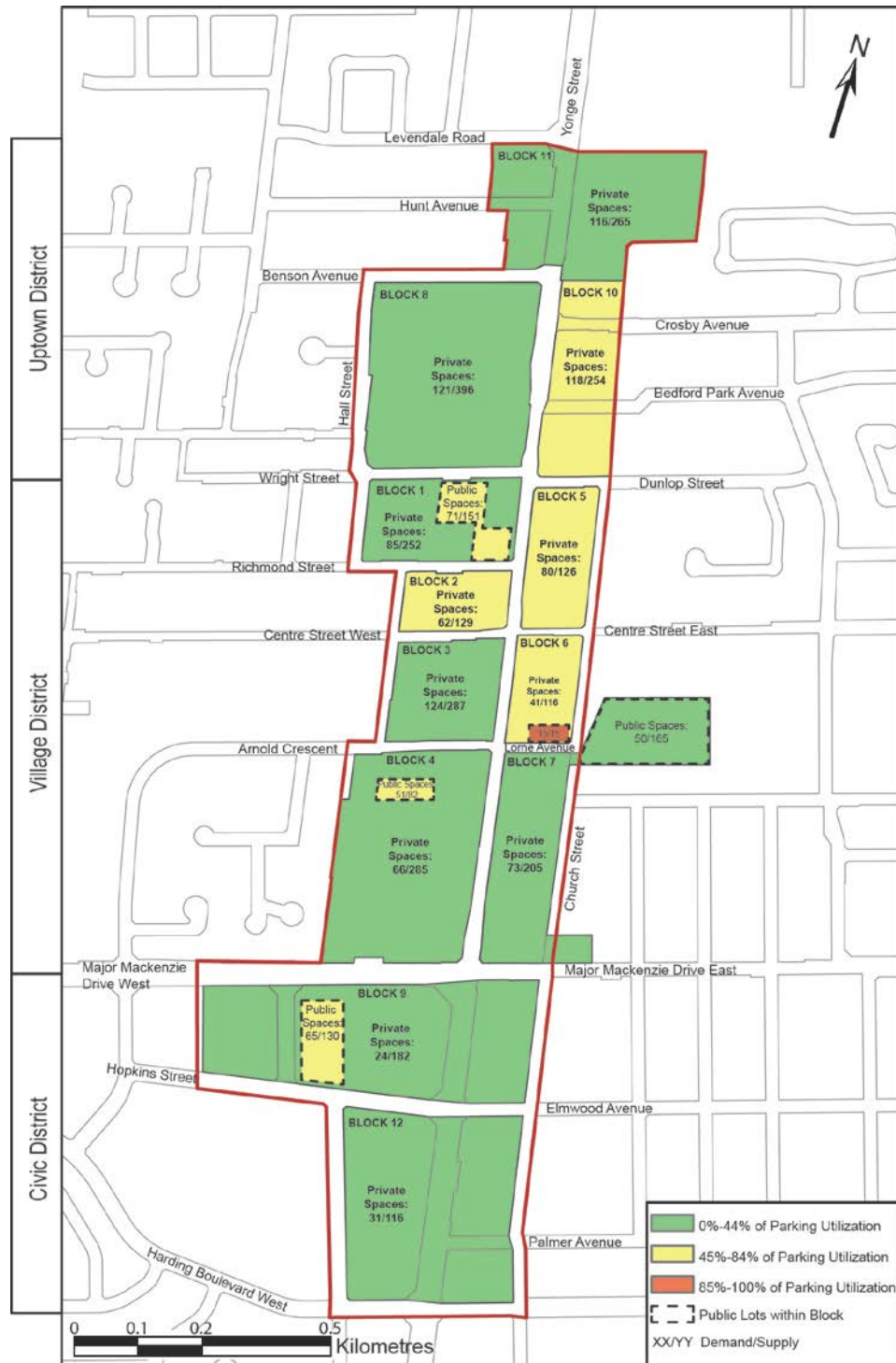


Figure 6 Parking spaces and their utilization in downtown Richmond Hill

Other Signage

The Town's *Museum of the Streets* signs (Figure 7) are located throughout the downtown. These provide information for a free, self-guided tour of the community's key heritage sights and guide visitors through the streets of 'old' Richmond Hill (Figure 8).

The tour starts at the Richmond Hill Heritage Centre/Amos Wright Park at 19 Church Street North. There are 11 sign stations in the *Museum of the Streets* tour as highlighted in the graphic below. A hardcopy map can be picked up at the Heritage Centre or at the main municipal offices at 225 East Beaver Creek Road.



Figure 7 Museum of the Streets sign

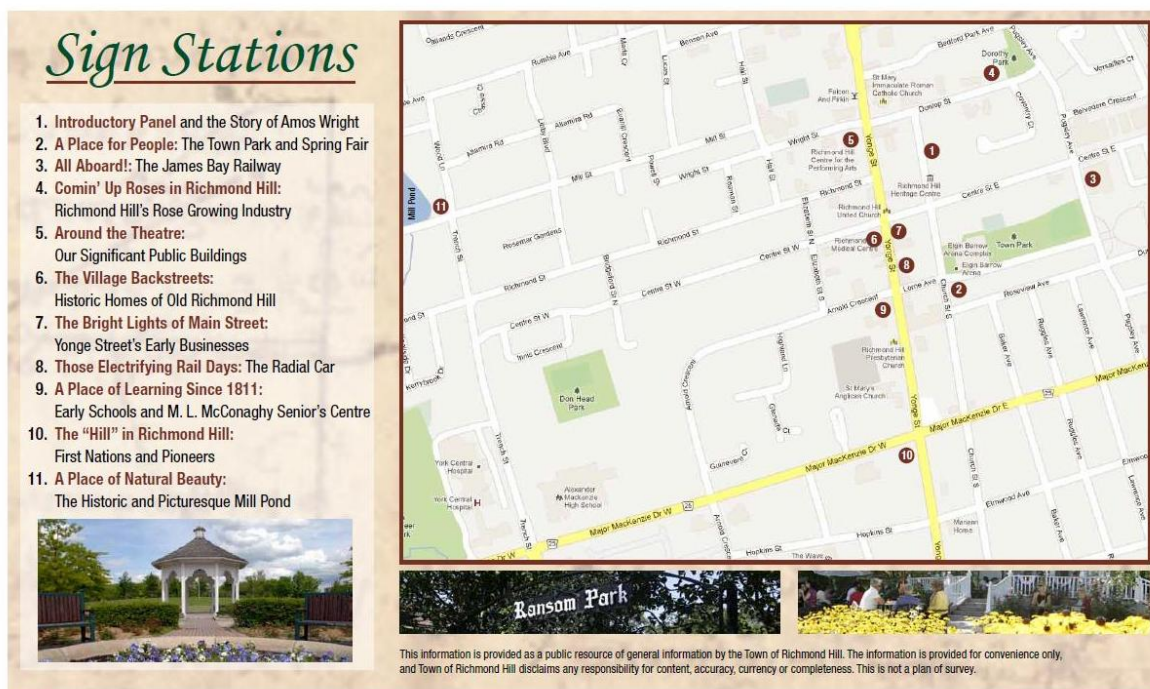


Figure 8 Museum of the Streets map

Gateways

There is currently only one gateway sign (Figure 9) found at the Village District's southern entrance. It is incorporated within the red brick wall on the northwest corner of Major Mackenzie Drive and Yonge Street.



Figure 9 Village District southern gateway sign

As the *Village of Richmond Hill* sign is located on the west side of Yonge Street, it's location means that it is not highly visible to northbound vehicle traffic entering the Village District from the south. For pedestrians, the sign is visible only to those entering the Village District on the west side of Yonge Street.

Key Directions

The goal of the Downtown Village District Wayfinding Strategy is to aid in placemaking within the community. The Strategy includes proposed gateway features, directional signs to places of interest, directional signs to public parking lots and information boards with a map of the Village District (including *Museum of the Streets* self-guided tour). Details of the proposed signage are highlighted in the next few sections.

The Key Directions identified in this section provide staff's recommendations regarding the approximate location and information for:

- directional signage to places of interest,
- directional signage to parking lots,
- other signs, and
- gateways in the downtown Village District.

Places of Interest Signage

The following list, in alphabetical order, notes places of interest that are in or within walking distance of downtown Richmond Hill. Places of interest with existing directional signage have been underlined. Major downtown attractions are highlighted in Figure 10.

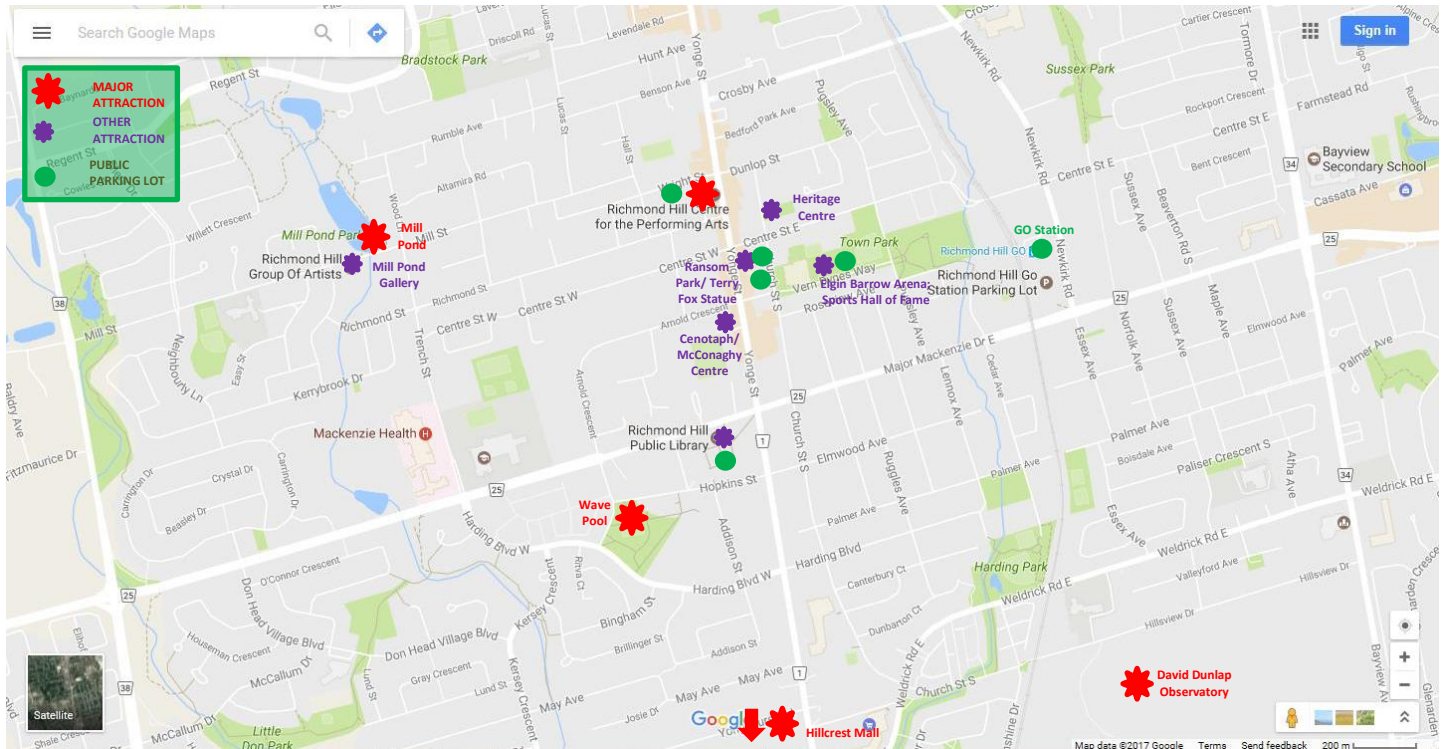


Figure 10 Points of interest in and around downtown Richmond Hill

Places of interest in and around downtown Richmond Hill are:

- Cenotaph, 10100 Yonge Street
- Central Library, 1 Atkinson Street
- **Churches:**
 - Community Church, 45 Crosby Avenue
 - Richmond Hill Apostolic Church, 4B Levendale Road
 - Richmond Hill Baptist Church, 50 Wright Street
 - Richmond Hill Presbyterian Church, 10066 Yonge Street
 - Richmond Hill United Church, 10201 Yonge Street
 - St. Mary Immaculate Roman Catholic Church, 10295 Yonge Street
 - St. Mary's Anglican Church, 10030 Yonge Street
 - St. Seraphim Orthodox Church, 10030 Yonge Street
- David Dunlap Observatory, 123 Hillview Drive
- Elgin Barrow Arena Complex/ Town Park, 43 Church Street
- GO Station, 6 Newkirk Road
- Gormley Village
- Heritage Centre/Amos Wright Park, 19 Church Street North
- Hill's House Hospice, 36 Wright Street
- Hillcrest Shopping Mall, 9350 Yonge Street
- **Historic sites**, including:

- 19 Aubrey Avenue
- Crosby Hall, 38 Bedford Park Avenue
- Frederick Crawford House, 117 Lucas Street
- Highland Cottage: Ada Mackenzie House, 86 Major Mackenzie Drive West
- Lloyd Hill House, 24 Dunlop Street
- Matthew Lymburner House, 115 Crosby Avenue
- Old Post Office, 10184 Yonge Street
- **Arnold Crescent Historic Alleyway:**
 - William Pugsley House, 18 Arnold Cres.
 - Herbert H. Hopper House, 26 Arnold Cres.
 - Mrs. Fred Lynett House, 27 Arnold Cres.
 - Herbert H. Hopper House, 36 Arnold Cres.
 - William Cooper House, 37 Arnold Cres.
 - Mrs. Joe Graham House, 38 Arnold Cres.
 - James Bell House, 41 Arnold Cres.
 - Louis Doner House, 42 Arnold Cres.
 - Francis Wiley House, 47 Arnold Cres.
 - McNair-Stallibrass House, 53 Arnold Cres.
 - John Sims House, 59 Arnold Cres.
 - Robert Dean House, 63 Arnold Cres.
 - Dell-Beresford House, 67 Arnold Cres.
 - Richmond Hill Creamery/Hopkins Creamery – Yellow Briar Cottage, 77 Arnold Cres.
 - William Carlisle House, 81 Arnold Cres.
 - James Hilts House, 93 Arnold Cres.
- **Baker Avenue Historic Alleyway:**
 - Elvin J. Mitchell House, 80 Baker Avenue
 - Albert Buchanan House, 84 Baker Avenue
 - Reginald Petch House, 104 Baker Avenue
 - William H. Frisby House, 108 Baker Avenue
- **Centre Street East Historic Alleyway:**
 - Henry Sanderson's Farrier's Shop, 12 Centre Street East
 - Methodist Church Manse, 33 Centre Street East
 - Lovica Stong House, 43 Centre Street East
 - William Hord House, 48 Centre Street East
 - Warren S. Ramer House, 52 Centre Street East
 - Ira D. Ramer House, 53 Centre Street East
 - George Glenn House, 58 Centre Street East
 - Joseph H. Hall House, 59 Centre Street East
 - William R. Robinson House, 72 Centre Street East
 - John B. Hickson House, 75 Centre Street East
 - Clarence Love House, 76 Centre Street East
 - John Hickson House, 81 Centre Street East
 - George Gee House, 82 Centre Street East
 - John Gilroy House, 85 Centre Street East
 - James Ellis House, 89 Centre Street East
 - William Graham House, 90 Centre Street East
 - Harold J. Mills House, 97 Centre Street East
 - Michael Broad House, 100 Centre Street East
- **Centre Street West Historic Alleyway:**
 - Temperance Hall, 11 Centre Street West
 - Louis Doner House, 15 Centre Street West
 - Thomas Munshaw House, 16 Centre Street West
 - Isabella Lafferty House, 25 Centre Street West
 - John Velie Senior House, 29 Centre Street West
 - William Proctor Double House, 37/39 Centre Street West
 - Reginald Copper House, 55 Centre Street West
 - Alice Endean House, 58 Centre Street West
 - Nathaniel Wellman House, 59 Centre Street West
 - William Atkinson House, 62 Centre Street West
 - Ralph Atkinson House, 63 Centre Street West
 - Margaret C. Warwood House, 65 Centre Street West
 - James A. Hunt House, 71 Centre Street West
 - Magdalene Klinck House, 75 Centre Street West
 - Winifred Mortson House, 79 Centre Street West
 - Jane Ness House, 91 Centre Street West
 - Springbrook: Russell House, 97 Centre Street West
 - Harold Murphy House, 101 Centre Street West
 - Harriet Hewison House, 111 Centre Street West
 - 118 Centre Street West
 - Herbert H. Bennett House, 123 Centre Street West
 - Innes and Co. Rental House, 127 Centre Street West
 - Innes and Co. Rental House, 129 Centre Street West
 - Edward Cunningham House, 130 Centre Street West
 - Martin House, 135 Centre Street West
 - Hassard W. Purdy House, 136 Centre Street West
 - Martin-Furey House, 143 Centre Street West
- **Church Street North Historic Alleyway:**
 - C. H. Sanderson House, 9 Church Street North
 - Amos Wright House, 19 Church Street North
 - Albert Hill House, 20 Church Street North
 - William Cook House, 26 Church Street North
 - Dr. Rolph Langstaff House, 27 Church Street North
 - John Duncan House, 38 Church Street North
 - Dr. James Langstaff Rental House, 39 Church Street North
 - James H. Ramsden House, 40 Church Street North



- Church Street South Historic Alleyway:

- William Ambler House, 3 Church Street South
- Dr. John P. Wilson House, 4 Church Street South
- Charles Manson Double House, 12/14 Church Street South
- William Graham House, 13 Church Street South
- Ambler Rental House, 19 Church Street South
- Ambler Rental House, 25 Church Street South
- Robert Hewison House, 26 Church Street South
- T. H. Trench Rental House, 28 Church Street South
- T. H. Trench Rental House, 30 Church Street South
- T. H. Rental House, 40 Church Street South
- William S. Warren House, 81 Church Street

- Elgin Mills Road East Historic Alleyway:

- Steckley-Eyer Milk House, 1000 Elgin Mills Road East
- Eyer Homestead House, 1045 Elgin Mills Road East
- Richmond Hill RR Station, 1370 Elgin Mills Road East
- Thomas F. Boynton House, 1380 Elgin Mills Road East
- Peter Heise House, 1723 Elgin Mills Road East

- Elgin Mills Road West Historic Alleyway:

- Newton Cottage, Workers Cottage for Newton Tannery House, 94 Elgin Mills Road West
- Solomon Oster House, 711 Elgin Mills Road West

- Elizabeth Street North Historic Alleyway:

- Hove-to: Wilson – Mowatt House, 4 Elizabeth Street North
- Phillips-Newbury-Bowman House, 10 Elizabeth Street North
- Burton F. Coldwell House, 16 Elizabeth Street North
- William Harrison Speculative House, 17 Elizabeth Street North
- Klink-Redditt House, 24 Elizabeth Street North

- Elizabeth Street South Historic Alleyway:

- Woodruffe Milbourne House, 16 Elizabeth Street South
- Robert Endean House, 20 Elizabeth Street South
- Burton F. Coldwell House, 24 Elizabeth Street South
- Abraham Law Tannery, 28/30 Elizabeth Street South

- Lorne Avenue Historic Alleyway:

- William Trench House, 16-18 Lorne Avenue
- T. H. Trench Rental House, 24 Lorne Avenue

- Mill Street Historic Alleyway:

- Gertrude Grant House, 73 Mill Street
- 81 Mill Street
- Prefab House, 82 Mill Street

- Hospital, 10 Trench Street
- Lake Wilcox, Oak Ridges
- McConaghy Seniors' Centre, 10100 Yonge Street
- Mill Pond Gallery, 314 Mill Street
- Mill Pond Park, 321 Mill Street
- Mt. Pleasant Park, 5 Hopkins Street
- Museum of the Streets, various locations throughout downtown
- Oak Ridges Village

South

- James Dixon House, 85 Church Street South
- William C. Savage House, 91 Church Street South
- William Duncan House, 95 Church Street South
- Jacob Lunau House, 96 Church Street South
- William T. Graham House, 99 Church Street South
- Charles Hickson House, 103 Church Street South
- R. F. Hicks House, 107 Church Street South
- McKee-Perkins House, 110 Church Street South
- Neil McKenzie House, 115 Church Street South
- Palmer Family House, 156 Church Street South
- Richard Vanderburgh House (Board of Trade), 376 Church Street S

- Ransom Park/Terry Fox Statue, 10177 Yonge Street
- Richmond Green Sports Centre/Tom Graham Arena Complex, 1300 Elgin Mills Road East
- Richmond Hill Centre for the Performing Arts, 10268 Yonge Street
- Richmond Hill Lawn Bowling Club, 43 Church Street
- Sports Hall of Fame
- Wave Pool/Lois Hancey Aquatic Centre, 5 Hopkins Street

Most of the historic sites, such as historic heritage houses, are private houses with a designated historic plaque (wooden or bronze, based on significance) placed next to the entrance door.

Based on the findings, staff have identified the following places of interest in or near the Village District area that are very popular with locals or tourists and should be included on new downtown wayfinding signage:

- Cenotaph
- Central Library
- Centre for the Performing Arts
- Elgin Barrow Arena/Town Park
- Heritage Centre/Amos Wright Park
- Hillcrest Mall
- McConaghy Centre
- Mill Pond
- Mill Pond Gallery
- Ransom Park/Terry Fox Statue
- Richmond Hill GO Station
- Sports Hall of Fame
- Wave Pool/Lois Hancey Aquatic Centre

The new wayfinding signage will be structured in a way that any additional signage to places of interest may be included on proposed signage in the future.

Parking Signage

There are five free public parking lots in the Village District, one in the Civic District and free on-street parking throughout downtown. This Strategy recommends that wayfinding signs be created to direct the public to five of the six public parking lots in the downtown, excluding McConaghy Centre parking, as this parking lot is for the Centre's patrons only.

Parking at McConaghy Centre with 82 parking spaces will not be promoted as a free public parking lot, since the McConaghy patrons have an arrangement with the Town that the lot be made available only for McConaghy Centre members. The Centre has reported an ongoing issue with non-members use of the parking lot, resulting in members often unable to find a parking spot at various times of day. This forces them to find other parking arrangements, including parking at a nearby church parking lot.

With improved parking signage, the local community and visitors will be better aware of parking and

spend more time in the district. It is recommended that each public parking lot will be named for easier identification and orientation. Each parking lot will have a wayfinding sign at the destination to highlight the parking lot name and number of parking spaces:

- 1) *Central Library* parking – 130 parking spaces
- 2) *Centre for the Performing Arts* parking – 151 parking spaces
- 3) *Elgin Barrow Arena* parking – 165 parking spaces
- 4) *Lorne Avenue* parking – 15 parking spaces
- 5) *Ransom Park* parking (access from Centre Street) – 13 parking spaces
- 6) *McConaghy Centre* parking – 82 parking spaces (this parking lot will have a sign at destination only; no directional parking signs will lead to it).

Other Signage

Staff is proposing that two information boards will be located in near proximity to both gateways to the Village District. The information boards will include a map of the Village District, locational pointer (you are here), self-guided tour of *Museum of the Streets* and photos and description of some of the significant places of interest within the district.

By placing information boards in the close proximity to the Village District gateways, people visiting downtown will be able to orient themselves immediately. Visitors to the Village District parking at the Central Library walk north on Yonge Street and will pass the gateway to enter the area, thus consulting information board, if needed. Visitors parking at the Centre for the Performing Arts will have the same option if the information board is located close to the north gateway.

Gateways

As per the Town of Richmond Hill Official Plan, Chapter 10, Downtown Local Centre Secondary Plan, gateways provide an opportunity to enhance the sense of arrival into the downtown. Two types of gateways are identified in the Official Plan:

- 1) **Downtown gateways** to mark the entry to the Downtown Local Centre; and
- 2) **Village District gateways** marking entry into the Village District.

As specified previously, it is recommended to initially implement gateways to the historic Village District. Gateways to the Downtown Local Centre would be implemented at a later date.

The Official Plan directs that the Village gateways be designed to include distinct architectural features, components and materials that would add to the simple pattern of design elements in the downtown and contribute to the gateway's sense of arrival. Village gateways shall be smaller in scale than downtown gateways.

The staff is proposing there are two gateway features located at both entrances to the Village District at:

- 1) Yonge Street and Major Mackenzie intersection, and
- 2) Yonge Street and Wright Street/Dunlop Street intersection.

A detailed list of the proposed wayfinding signage and approximate location is provided in Appendix 1.A. A map showing the approximate location of the signage is found in Appendix 1.B.

Implementation

Implementation of the Strategy will require the design, manufacturing and installation of the wayfinding signs:

- 1) **design** of the proposed directional parking and places of interest signage, signage at the destinations, information boards, and gateways with recommended font and size of letters on the signs for viewing distance. It also includes recommending dimension of each sign, materials for the signs, information boards and gateway features, and exact location of each sign;
- 2) **manufacturing** of approved directional signs, signs at destination, information boards and gateway features;
- 3) **installation** of all directional signs, signs at destination, information boards and gateway features.

Examples of wayfinding signage in other municipalities is provided in Appendix 1.C.

Appendix 1.A

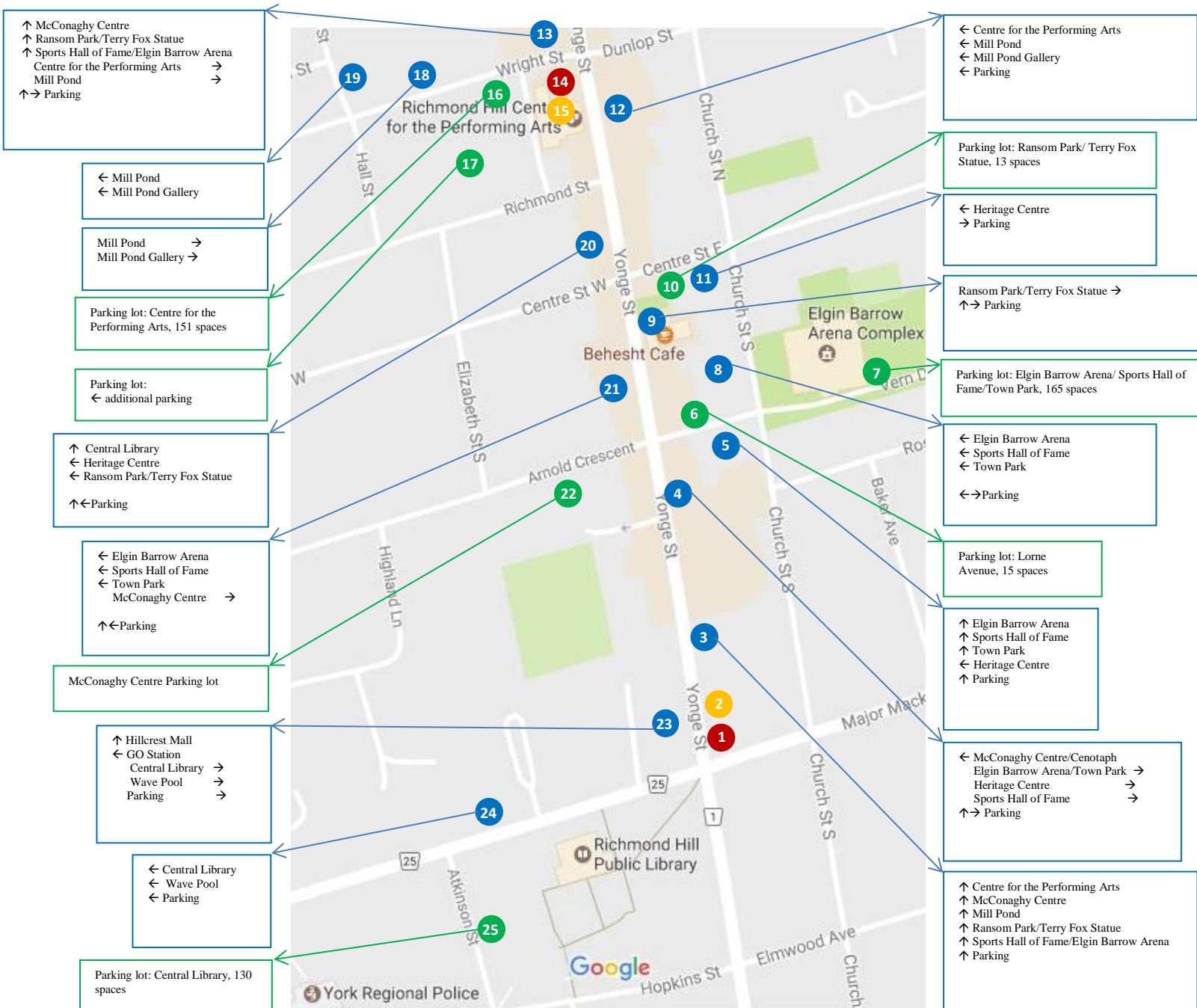
Proposed new wayfinding signs and their approximate locations within downtown – table

Sign number	Destinations	Arrow direction	Sign facing	Street name	Street side
1	Gateway feature	n/a	South	Yonge Street	East
2	Information board	n/a	n/a	Yonge Street	East
3	Centre for the Performing Arts	Straight	South	Yonge Street	East
	McConaghy Centre	Straight			
	Mill Pond	Straight			
	Ransom Park/Terry Fox Statue	Straight			
	Sports Hall of Fame/ Elgin Barrow Arena	Straight			
4	Parking	Straight	South	Yonge Street	East
	McConaghy Centre/ Cenotaph	Left			
	Elgin Barrow Arena/ Town Park	Right			
	Heritage Centre	Right			
	Sports Hall of Fame/ Elgin Barrow Arena	Right			
5	Parking	Straight and right	West	Lorne Avenue	South
	Elgin Barrow Arena	Straight			
	Sports Hall of Fame	Straight			
	Town Park	Straight			
	Heritage Centre	Left			
6	Parking lot: Lorne Avenue, 15 spaces	Straight	West and East (double-sided)	Lorne Avenue	North
7	Parking lot: Elgin Barrow Arena/Sports Hall of Fame/Town Park, 165 spaces	n/a	West	Vern Dynes Way	North
8	Elgin Barrow Arena	Left	North	Church Street South	West
	Sports Hall of Fame	Left			
	Town Park	Left			
9	Ransom Park/Terry Fox Statue	Right	South	Yonge Street	East
	Parking	Straight and Right			
10	Parking lot: Ransom Park/Terry Fox Statue, 13 spaces	n/a	West and East (double-sided)	Centre Street East	South
11	Heritage Centre	Left	West	Centre Street East	South
	Parking	Right			
12	Centre for the Performing Arts	Left	South	Yonge Street	East
	Mill Pond	Left			
	Mill Pond Gallery	Left			
	Parking	Left			
13	McConaghy Centre	Straight	North	Yonge Street	West
	Ransom Park/Terry Fox Statue	Straight			
	Sports Hall of Fame/Elgin Barrow Arena	Straight			
	Centre for the Performing Arts	Right			
	Mill Pond	Right			
	Parking	Straight and Right			
14	Gateway feature	n/a	North	Yonge Street	West
15	Information board	n/a	n/a	Yonge Street	West
16	Parking lot: Centre for the Performing Arts, 151 spaces	n/a	West and East (double-sided)	Wright Street	South
17	Parking lot: Additional parking	Straight	East	Within parking lot	Within parking lot
18	Mill Pond	Right	East	Wright Street	North
	Mill Pond Gallery	Right			
19	Mill Pond	Left	South	Hall Street	East
	Mill Pond Gallery	Left			
20	Central Library	Straight	North	Yonge Street	West
	Heritage Centre	Left			
	Ransom Park/Terry Fox Statue	Left			
	Parking	Straight and Left			
21	Elgin Barrow Arena	Left	North	Yonge Street	West
	Sports Hall of Fame	Left			
	Town Park	Left			
	McConaghy Centre	Right			
	Parking	Straight and Left			
22	Parking lot: McConaghy Centre	n/a	North	Arnold Crescent	South
23	Hillcrest Mall	Straight	North	Yonge Street	West
	GO Station	Left			
	Central Library	Right			
	Wave Pool	Right			
	Parking	Right			
24	Central Library	Left	East	Major Mackenzie	North

	Wave Pool	Left		Drive West	
	Parking	Left			
25	Parking lot: Central Library, 130 spaces	n/a	North and South (double-sided)	Atkinson Street	East

Appendix 1.B

Proposed new wayfinding signs and their approximate locations within downtown – map



LEGEND



Parking lot sign



Wayfinding sign



Gateway feature



Info map

Note: circles on the map represent approximate locations. Exact locations to be confirmed

Appendix 1.C

Examples of wayfinding signage in other municipalities

