



WATERFRONToronto

Queens Quay Revitalization

public report

October 2015

Introduction

The Queens Quay Revitalization project was completed in June 2015. This report back to the public summarizes the public feedback we have received and our own observations of how cyclists, drivers and pedestrians are using the new street. It also provides an overview of the changes we've made to optimize what is already a well-loved Toronto destination.

I. Background

Project overview



Left: Looking west on the south side of Queens Quay in 2012 before construction began. Right: Looking west from the same location after construction was completed in 2015.

The revitalization of Queens Quay is one of the largest, coordinated street reconstruction projects in Toronto, transforming 1.7 kilometres of the city's main waterfront street (from Bay Street to Yo Yo Ma Lane) into a showpiece waterfront boulevard.

By shifting east-west traffic to the north side of the street, Queens Quay went from four lanes of vehicular traffic to two. Dedicated turning lanes, more sophisticated signal timing, and new laybys keep traffic flowing along the north side. Free of vehicular traffic, the south side of Queens Quay is now a generous pedestrian promenade with a double row of trees and a continuous Martin Goodman Trail, filling in a long-standing gap on the waterfront. The rebuilt streetcar right-of-way runs between the trail and the roadway, creating a unique asymmetrical street typology. New north-side landscaping extends to the edge of storefronts, opening up opportunities for a livelier public space filled with people and patios.

The project also includes a complete rebuild of the street below ground, where new and upgraded municipal storm and sanitary infrastructure has replaced a system that was on its last legs. In addition to work Waterfront Toronto undertook on behalf of Toronto Water and the Toronto Transit Commission (TTC), we also coordinated with many partner utility companies who took

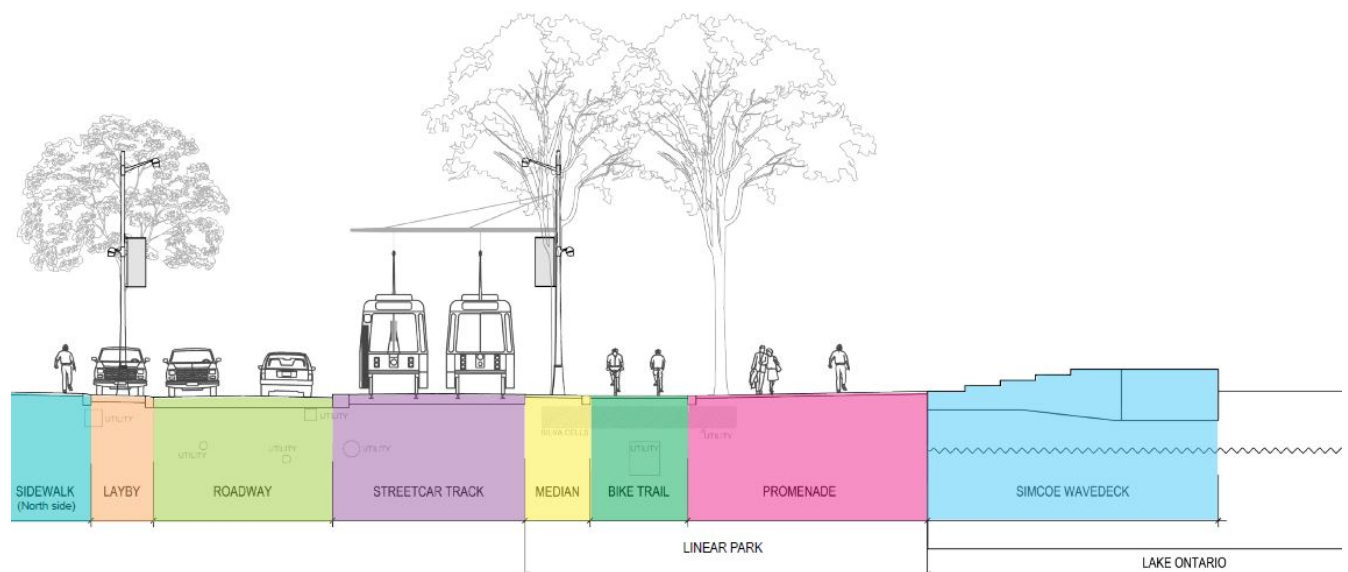
advantage of the opportunity to upgrade their infrastructure within our construction zone. This includes Enbridge Gas, Toronto Hydro and several telecommunications providers.

Why did we revitalize Queens Quay?

Queens Quay is Toronto's prime waterfront street. Its position as a window onto the city and as a waterfront boulevard makes it one of Toronto's most important tourist destinations. However, it was not fulfilling its role as an economic driver; it lacked the infrastructure and facilities to make it a truly excellent waterfront street. Queens Quay was not a friendly and safe street for pedestrians, cyclists or transit users. It needed to become a more welcoming and more enjoyable space for visitors – whose spending directly benefits the area's economy.

Before the revitalization, Queens Quay had very little space for pedestrians and no space for cyclists. In 2007, pedestrians accounted for almost half of the traffic volume at intersections, but had only 20 per cent of the space in the street. Cyclists had no space and had to bike in the road with mixed traffic. This redesign rebalanced the street to give drivers, cyclists and pedestrians each their fair share of space, while also prioritizing transit.

Design solutions



A cross section of the reconfigured street.

North-side sidewalk: Sidewalks along the retail frontages were widened and paved with Royal Canadian red granite. A total of 74 trees was planted on the north side. A diverse variety of species was chosen to provide biological diversity: Freeman Maple, Sunset Maple, Turkish Hazel, Sunset Honey Locust, Greenspire Linden and Princeton Elm.

Layby: Laybys on the north side of Queens Quay let tour buses, taxis, commercial loading and hop-on hop-off buses pull over without blocking traffic.

Roadway and signals: Originally Queens Quay was a four-lane street with two lanes running in each direction. But with illegal parking, drop-offs and pick-ups frequently blocking the curb lane, Queens Quay effectively operated as a two-lane street. The new Queens Quay features two lanes of east-west traffic on the north side of the street. A greatly improved operational system includes more east-west green time and coordinated signals with separate bicycle and pedestrian signals.

Streetcar track: The new streetcar platforms are all fully accessible and designed to provide barrier-free access to Toronto's new low-floor streetcars. A rebuilt right-of-way includes new electrical and overhead catenary system and dampers to absorb noise and vibration from streetcars. Streetcars are given priority as part of a new signalization system.

Martin Goodman Trail: The Martin Goodman Trail is a 17-kilometre multi-use recreational trail that extends from Mimico to The Beach along Toronto's Waterfront. This new section of Martin Goodman Trail (from Bay Street to Yo Yo Ma Lane) closes a gap in this important piece of cycling infrastructure.

South-side pedestrian promenade: The spacious new walkway is about four times the width of a typical Toronto sidewalk. A two-tone mosaic of Royal Canadian red granite and St. Sebastien white granite is durable and smooth enough for wheelchairs, rollerblades or stiletto heels. A double row of London Plane trees (156 in total) flanks the Martin Goodman Trail. The design of the wooden street furniture matches the existing WaveDecks.

WaveDecks: Built before the Queens Quay Revitalization project, the new WaveDecks create additional space for pedestrians in formerly narrow spaces at the foot of several slips along Queens Quay. Each WaveDeck is built with accessibility in mind. They also include a new fish habitat below the water.

[Martin Goodman Trail West](#)

In addition to extending the Martin Goodman Trail from Bay to Yo Yo Ma Lane, Waterfront Toronto worked with the City of Toronto on a separate project to extend the trail past Yo Yo Ma Lane to Stadium Road, connecting with the existing trail at Coronation Park. Queens Quay west of Yo Yo Ma Lane was reconfigured with new line painting in this area to create a bi-directional bike lane on the south side of the street. Lanes are on-street, separated from vehicular traffic by flexi-post barriers. While this project is separate from the Queens Quay Revitalization between Bay and Yo Yo Ma Lane, this report does incorporate some feedback and changes related to this western portion of the Martin Goodman Trail.

[Impacts of revitalization](#)

Events and Tourism

The newly revitalized Queens Quay has attracted visitors from all over Toronto – and all over the world. It has already become a popular site to host much-loved Toronto events that had previously been held elsewhere, including Diner en Blanc, Nuit Blanche and Word on the Street

Toronto 2015 Pan/Parapan American Games

A key request from stakeholders – particularly from local businesses – was to minimize long-term business impacts by staying on schedule and finishing the project by spring 2015 – in time for the Redpath Toronto Waterfront Festival and the Toronto 2015 Pan/Parapan American Games. We remained committed to this schedule despite the complexities of the project. The Harbourfront Centre on Queens Quay hosted Ontario’s Celebration Zone during the Games.

Redpath Waterfront Festival (June 19-21, 2015)

The official opening of the new Queens Quay coincided with the 2015 Redpath Waterfront Festival.

- 500,000 + people attended (compared to 350,000 people in 2011)
- 25% lived over 40km away
- 83% would return to waterfront
- 79% said the new design enhanced their experience

Local Commerce

Members of the Waterfront Businesses Improvement Area report significantly increased business and a large increase in pedestrian traffic this summer and fall.

Cycling Volumes

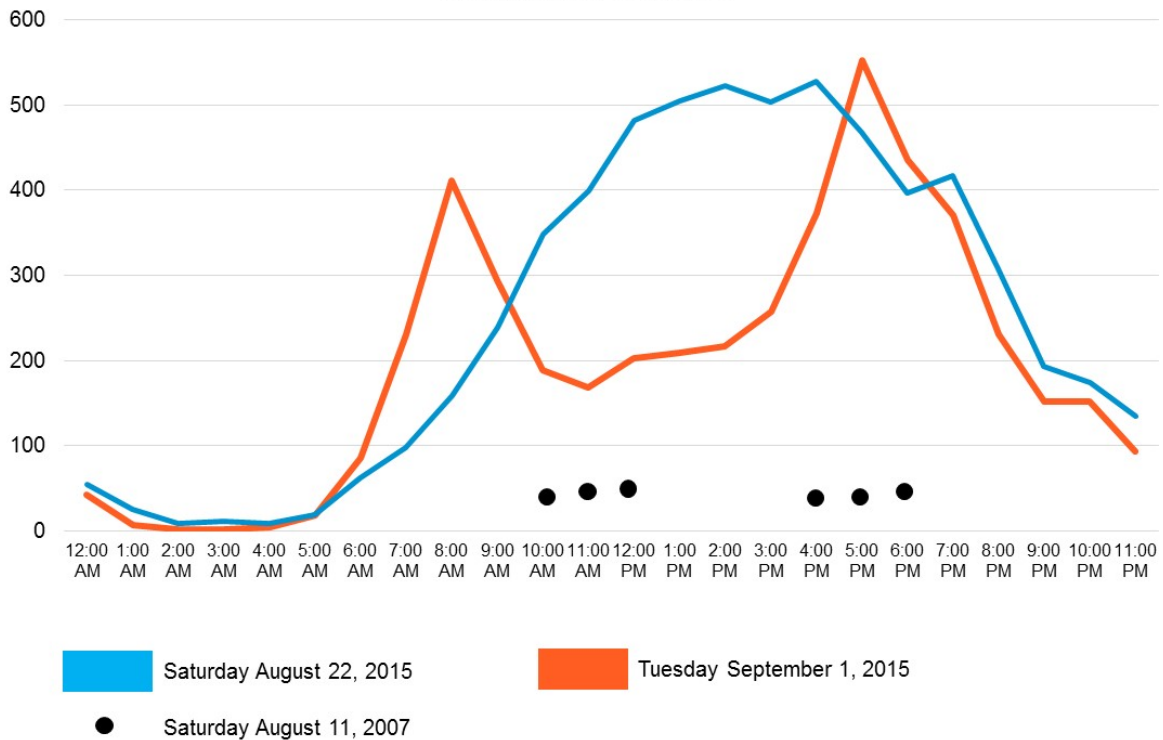
By closing the gap in the Martin Goodman Trail, we gave cyclists a safe place to commute during the week or access the waterfront on weekends. This has resulted in the highest volume of cycling traffic recorded on any Toronto bike facility to date.

We counted cyclists on the Martin Goodman Trail at Queens Quay and Lower Simcoe over several weekends in 2007 before construction began. We then took counts at that same location at comparable times after the new street opened in summer 2015. The overall average increase in weekend cycling traffic is 888 per cent.

Results indicate that cyclists are using the new Martin Goodman Trail both to commute and for recreational purposes.

Counts taken in August 2015 show that cyclists are commuting in high volumes at peak hours during the week. During evening rush hour (6:00 p.m.) almost 600 cyclists were recorded in one hour. Daily weekday counts show as many as 6,000 cyclists using the Martin Goodman Trail – the highest recorded volume of cyclists at any Toronto location. Cyclists are using the trail in equally high numbers on the weekends. The average number of cyclists per hour on a Saturday increased by 938 per cent compared to counts taken in 2007. On certain days, the number of cyclists per hour increased by 1200 per cent.

Hourly Bicycle Counts - Queens Quay at Lower Simcoe
Eastbound and Westbound



Hourly Bicycle Counts - Queens Quay at Lower Simcoe Eastbound and Westbound

II. The Process

Public Consultation

Waterfront Toronto undertook robust and significant outreach with local stakeholders at every stage of this project. Over eight years, Waterfront Toronto held almost 100 public meetings and stakeholder consultation meetings.

As part of the public consultation process for the Environmental Assessment (EA), Waterfront Toronto’s public outreach far exceeded Municipal Class EA statutory requirements, holding dozens of meetings with individual businesses and landowners, as well as six public meetings.

When planning for construction, Waterfront Toronto worked very closely with the Waterfront Business Improvement Area, local residents and neighbourhood associations to understand the

concerns and specific needs of residents and businesses. We collaborated with local stakeholders to develop a curbside management plan that dictates the location and bylaws for each of the laybys along Queens Quay.

Waterfront Toronto's engagement with local residents and businesses continued throughout construction. There were a variety of channels through which local stakeholders could provide feedback, including monthly Construction Liaison Committee meetings attended by representatives of condominiums and businesses in the area. Waterfront Toronto also answered questions via our Queens Quay info telephone line, email address, Facebook and Twitter. We distributed weekly construction updates, monthly project updates and progress reports. Waterfront Toronto also required that our Construction Manager employ a full-time Construction Liaison Officer who was available to local residents and businesses at any time to answer questions and resolve issues.

Design Competition

Waterfront Toronto held an international design competition in 2006 to find the best possible plan to improve public realm in the central part of Toronto's lakeshore and provide continuous access to the lake. The winning design from West 8 + DTAH proposed turning Queens Quay into a signature boulevard with a linear park along the south side of the street, running the length of Queens Quay.

Quay to the City

For 10 days in August 2006, the two eastbound lanes of Queens Quay were closed and replaced with two kilometres of lawn and a row of red geraniums. As part of this event, called Quay to the City, we conducted two public opinion surveys. The test generated traffic data that informed the final design.



Approximately 250,000 visitors came to Quay to the City to see what Queens Quay could become.

In a survey of over 1,000 people who visited, 71 per cent agreed they would like to see the change become permanent.



Environmental Assessment

The Queens Quay Revitalization Class EA process had to occur before any work on Queens Quay could begin. Waterfront Toronto and the City of Toronto began the Queens Quay Revitalization EA in September 2007 to explore how to transform Queens Quay into an economically vibrant and scenic waterfront drive providing transit priority and a completed Martin Goodman Trail through the central part of the waterfront. The EA resulted in the recommended alternative: two lanes of east-west traffic on the north side with transit in the centre and an extended Martin Goodman Trail and pedestrian promenade on the south side. In 2009, Toronto City Council overwhelmingly approved the recommendation to revitalize Queens Quay outlined in the Environmental Study Report (ESR) prepared by Waterfront Toronto and the City of Toronto. It was then approved by the Ontario Ministry of Environment in 2010.

Detailed Design

From 2010 to 2012, following the completion of the EA, the design team undertook two phases of work: schematic design for the entire project area from Yo Yo Ma Lane to Parliament Street, and detailed design and construction documents from Yo Yo Ma Lane to Yonge Street.

Construction

Major construction began in the fall of 2012. The street opened on schedule in June 2015.

Official Opening

On June 19, 2015, the new Queens Quay officially opened with the help of over 1,000 community members, key project partners and stakeholders. Watch a video of the opening at <http://tiny.cc/officialopening>.



“Queens Quay is a main street that will foster economic vitality for our merchants and commercial tenants for years to come.” –Kevin Currie, Waterfront Business Improvement Area



*“The new Queens Quay is the waterfront gateway that Toronto rightly deserves.”
–Toronto Mayor John Tory*

“Waterfront residents have been invited to give their feedback on this project from the beginning.” –Ulla Colgrass, York Quay Neighbourhood Association

Education and Outreach

Designed thoughtfully after extensive studies and consultation, the revitalized Queens Quay is a completely new kind of street for Toronto. Given this, we anticipated that education and outreach would be needed when it first opened, as is common in a scenario such as this. Waterfront Toronto developed content to educate the public about the new street configuration. This content includes informative blog posts, graphics highlighting the rules of the road on Queens Quay and a video to help drivers, cyclists and pedestrians understand the new design.

Efforts to circulate this content were comprised of three main approaches:

1. Social Media Promotion on Facebook, Twitter, LinkedIn and YouTube:

Facebook

- Educational post(s) about the new Queens Quay reached 19,227 individuals
- 688 shares, likes and conversations
- 1,326 link clicks

Twitter

- 51 tweets generated 60,148 impressions
- 159 retweets and 191 conversations

YouTube

- Educational animation “Understanding Your New Queens Quay” had 24,368 views on Waterfront Toronto’s channel
- Shared by such media outlets as the Toronto Star and CityNews and 680News

2. Waterfront Toronto’s Website & Email Newsletter:

Monthly website traffic

- 39,366 pageviews
- 11,288 unique users

7,000 newsletter subscribers

1,104 subscribers receive all Queens Quay updates. Many of these subscribers forward information to their own networks, groups or associations.

3. Site walks:

Since the new street’s opening, we have held five public site walks and several one-on-one walks with stakeholders and associations to gather feedback and educate residents about new design elements.

III. Public Feedback

Overall Feedback

We have been formally logging feedback since June 10, 2015, when two-way traffic resumed on Queens Quay. Between June 10 and August 31, we received 118 emails, 204 comments via an online feedback form, and 631 comments via Facebook and Twitter.

The single most common piece of feedback received is that people are pleased with the revitalized Queens Quay overall: 30 per cent of people who wrote to us mentioned that they like the new design.

This report compiles all public feedback, both positive and negative. The intent is to provide a broad overview of all issues related to this project.

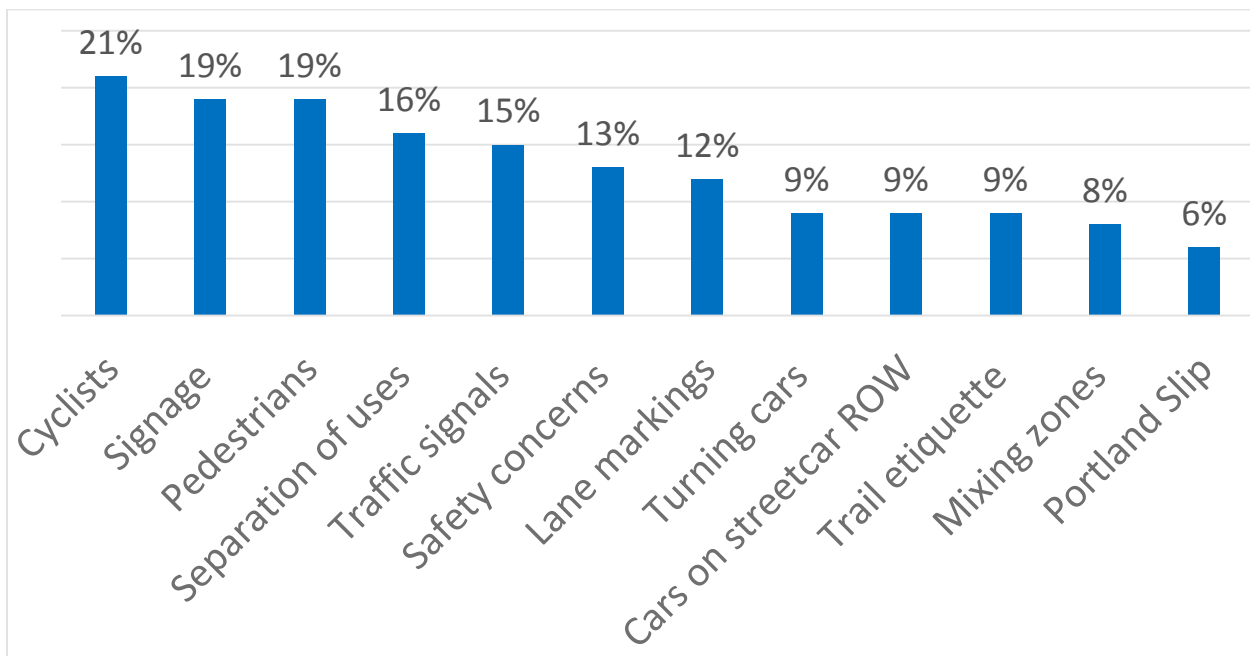
“As a long-time resident of Queen’s Quay West, the new street is wonderful.”

“It’s fantastic - long overdue. A breath of fresh air - one that shifts the emphasis to a truly a balanced experience, that all users can enjoy. Queens Quay is a destination again!”

“Tourists and local residents who are unfamiliar with streetcars are walking across the streetcar rails and standing in the middle of the streetcar lanes.”

Comment categories and frequency

The bulk of the comments we have received relate to the following issues or trends:



Common trends in feedback from members of the public.

The most commonly expressed piece of feedback is “I like the design of the new street”

Note: Some individuals provided the same feedback multiple times, via multiple channels. Many also made several points within the same email or message. Often, constructive feedback was paired with positive comments about the street’s new design, though that is not represented in the chart above.

1. Cyclist behaviour (21 per cent)

Many comments regarding the new expansion of the Martin Goodman Trail have been positive. “I cannot believe how many more cyclists there are using this route compared to before it was closed for the redesign,” wrote one person. Another wrote, “It is a pleasure to have the wide space in general including the separation from the car traffic when walking and cycling at the waterfront.” Many wrote that cyclists aren’t obeying their signals and are riding too fast. “Toronto’s cycling culture can be overly aggressive,” wrote one local resident.

2. Pedestrian behaviour (19 per cent)

Feedback included comments about pedestrians crossing the Martin Goodman Trail without looking, or walking on the trail, unaware that it’s reserved for recreational uses. “I was astounded by how many people were obviously walking in front of me and other cyclists,” wrote one cyclist. Other concerns include pedestrians crossing the streetcar tracks mid-block.

Considerations

The elephant feet (white dotted lines) are a visual cue for pedestrians that the Martin Goodman Trail crosses the intersection. After looking left and right for cyclists, pedestrians waiting to cross northbound can cross the trail and wait for their signal in the area between the trail and the streetcar right-of-way.

3. Signage (19 per cent)

While some felt there were too many signs on Queens Quay, others felt there weren't enough. Some felt the signs were too vague, while others felt they were too text-heavy. Some felt that the signs were too big, while others felt they were too small. Some people suggested that the Ministry of Transportation's standards for traffic signs need to evolve. Often, comments regarding the signage on Queens Quay were accompanied by concerns about lane markings and painting or cyclist and pedestrian behaviour.

Considerations

We do not plan to add any additional signs and signals to the new street. Almost all the signs currently in place are legally required and are serving their purpose.

4. Separation of uses (16 per cent)

Some people felt that there should be more physical separation between the promenade, Martin Goodman Trail and streetcar tracks along the length of the new Queens Quay.

Considerations

There is physical separation of uses: street furniture, trees, a rolled curb and changes in granite texture. We've investigated this further and observed the behavior of different street users. We believe that the current cues are appropriate.

5. Traffic signals (15 per cent)

This feedback included suggested changes to the traffic signals at the new intersections on Queens Quay. Recommended changes included swapping balls for arrows or icon lights. Some felt that the dedicated left turn signals were not clear to drivers. Others felt that the new design was not confusing for drivers.

Feedback about traffic signals also related to timing. Some felt that the amount of time allowed for certain movements was too short, and that wait times to exit certain driveways were too long. We've also received inquiries about pedestrian crossing times. A handful of cyclists mentioned that the wait to cross north or south across Queens Quay feels long.

Considerations

The traffic signal system has gone through a normal period of commissioning, through which many of the timing issues have been resolved. Based on public feedback that certain north-south crossing times feel too short, we are reviewing some signal timing with the City of Toronto and TTC and may extend the green phase at certain locations.

6. Safety concerns (13 per cent)

Some expressed concerns related to specific areas. For example, people felt that signage for cyclists and drivers was needed at non-signalized driveways. Some expressed a general worry related to pedestrian or cyclist safety, a concern that our observations on the street don't substantiate.

7. Lane markings and painting (12 per cent)

We received a number of recommendations for additional pavement markings. Others had feedback about existing markings they felt were unclear. For example, many people told us that they were unsure what the blue bicycle boxes on the Martin Goodman Trail signify. We have now painted "stop here on red" in these boxes.

8. How cars make turns (9 per cent)

Some people expressed concern over drivers failing to obey dedicated left turn signals and turning restrictions at several intersections.

9. Cars driving on the streetcar right-of-way (9 per cent)

We received comments regarding cars turning east onto the streetcar tracks, rather than into the eastbound lane north of the TTC's right-of-way. After the addition of "DO NOT ENTER" signs and reinforcing existing line painting, we received significantly less of this feedback.

10. Martin Goodman Trail etiquette (9 per cent)

Despite its popularity, some agreed that there was "confusion in the online cycling community over whether the Martin Goodman Trail is a dedicated bike track or a multi-use trail."

11. Mixing zones at intersections (8 per cent)

In general, those who made comments about this shared space felt that it could be clearer for pedestrians that there are cyclists travelling east-west.

Considerations

These are shared spaces where no single user has the right-of-way. The red granite of the promenade continues through mixing zones to let cyclists know they don't have exclusive right-of-way here. This design was studied, workshopped and completed in collaboration with our stakeholders.

12. Martin Goodman Trail: gap at the Portland Slip (6 per cent)

We have received comments about the 60-metre stretch along Queens Quay at Dan Leckie Way where the Martin Goodman Trail temporarily ends due to lack of space. This segment of the Martin Goodman Trail West expansion falls outside of the Queens Quay Revitalization project. Some people have reported that cyclists do not dismount at this location, as the signage advises. A number of people voiced concerns that cyclists also bike too fast through this constricted area, making it unsafe for pedestrians.

IV. Our Observations

Once the street was fully open, we were able to observe people driving, walking, cycling and riding transit along the revitalized Queens Quay. Since then, we've been observing and systematically recording patterns of cyclist, pedestrian and driver behaviours between Bay Street and Yo Yo Ma Lane. Between July 9, 2015 and August 31, 2015, we audited eight intersections in 20-minute intervals for a total of 26 hours spread over different times of day and days of the week. Waterfront Toronto staff have also spent a significant amount of time on the new Queens Quay observing traffic and speaking with people who have been using the street.

The following is an overview of the top trends we observed. While this is not the ultimate representation of how Queens Quay is functioning, it is a snapshot of typical behaviours on the new street and, in many cases, represents behaviours on any downtown street.

1. Illegal left turns

There are dedicated left-turn signals at York Street, Simcoe Street and Rees Street. At these three intersections, 73 per cent of the vehicles observed made their left turn correctly, while 27 per cent turned on a red light, without waiting for their dedicated left turn signal.

2. Illegal right turns

Right turns are illegal at three intersections: York Street, Simcoe Street and Rees Street. At these three intersections, an average of three cars per hour made illegal right turns.

At the one intersection with a dedicated right-turn signal (Queens Quay Terminal), an average of one car per hour turned illegally (while the right-turn signal was red).

3. Cyclists disobeying their signals

Across all eight intersections observed, a cyclist was seen riding through a red light an average of once every three minutes.

4. Pedestrians crossing illegally (jaywalking)

Across all eight intersections observed, pedestrians were seen crossing mid-block (not at a designated crosswalk) an average of once every six minutes.

5. Pedestrians crossing against their signal

Across all eight intersections observed, pedestrians were seen disobeying their signal (for both east-west and north-south crossings) an average of more than once per minute.

6. Pedestrian-cyclist conflict

For the purposes of this study, a "conflict" is any time either a cyclist or pedestrian stops short, or maneuvers in any way to avoid a collision. Across all eight intersections observed, pedestrian-cyclist conflicts occurred on average once every 10 minutes. No collisions were observed. Of the

conflicts observed, 80 per cent were the result of a pedestrian stepping into a cyclist's path, while 20 per cent were the result of cyclists failing to yield to a pedestrian at a crossing. It's worth nothing that during our observations at York Street, with its larger mixing zone, the rate conflicts between pedestrians and cyclists was half that of the other intersections.

7. Vehicle driving in the wrong place

Across all eight intersections observed, motor vehicles were seen driving on the dedicated streetcar right-of-way an average of once per hour, and on the pedestrian promenade at about the same rate.

8. Eastbound vehicles crossing over at Yo Yo Ma Lane

During a total of 70 minutes of observation at Yo Yo Ma Lane, 231 vehicles were seen navigating the crossover successfully, while only one drove onto the streetcar right-of-way. With more than 99 per cent of drivers safely getting through this section, we reduced the amount of time devoted to observing this location.

V. Ongoing Review and Notification Process

The new Queens Quay was designed as a linear park and transportation corridor that people can safely and comfortably navigate. With that in mind, the traffic rules and corresponding signage, signals and line painting that Waterfront Toronto, the City of Toronto and TTC approved for this street were chosen based on typical driver, pedestrian and cyclist behaviours, in line with the Ministry of Transportation's guidelines.

Extensive traffic studies, modelling, consultation and review went into designing a street that is both safe and efficient for everyone using it. Even the minor adjustments we're proposing to optimize the street's flow and alleviate any confusion must be considered with the same rigour. We're working with the City and TTC to determine which changes can make the street even better, and to ensure proposed changes make sense in the context of the drawings and studies that Waterfront Toronto, the City and TTC reviewed and approved during the design stages.

Some changes are more complex than they seem. The Ministry of Transportation develops standards so that signs and signals are consistent and recognizable province-wide – so that they make sense to all drivers. Anything unconventional, such as a custom sign or atypical signal placement, needs to be reviewed by a City Committee to make sure it's clear and in line with what drivers and pedestrians would expect to see.

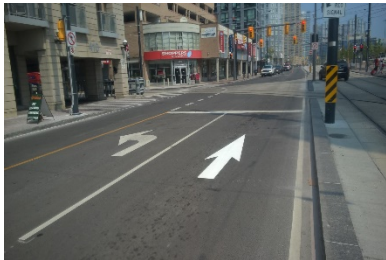
VI. Changes

Based on feedback as well as our own observations, we saw that some minor adjustments would help reinforce existing visual cues for drivers, cyclists and pedestrians using the new street. Proposed changes were reviewed by an interdisciplinary working group with members from the TTC, City of Toronto, Toronto Police and Waterfront Toronto staff.

Since the street officially opened, changes include:



1. “Do Not Enter” signs: Standard signs have been installed at intersections to alert southbound cars turning left onto Queens Quay that the TTC right-of-way is for streetcars only.



2. Through arrow: Added to eastbound lanes north of the TTC right-of-way as a cue for southbound cars turning left onto Queens Quay.



3. Transit signals: Lights for streetcars were changed from globes to arrows so they would not be confused with a general green light. Hoods were also added to make these signals less visible to automobile drivers.



4. **“Left Turn Signal” signs:** The Placement of these signs was adjusted, and an additional “WAIT FOR LEFT TURN SIGNAL” sign was added.



5. **Mixing zone signage:**

Signs were added to alert cyclists as they approach driveways, intersections and crossings.



6. **The “crossover”:** A “No U-Turn” sign was added at Yo Yo Ma Lane where eastbound traffic merges from the south to the north side of Queens Quay, crossing over the streetcar tracks.



7. **Bicycle boxes:** “STOP HERE ON RED” messaging was added behind the white bar inside the blue bicycle boxes, clarifying where cyclists should stop when their traffic signal is red. “WATCH FOR PEDESTRIANS” was added to the bicycle boxes at Spadina, where there is a non-signalized crossing.

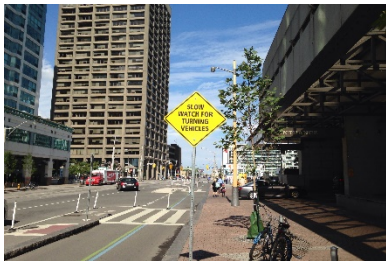




8. Multi-use trail: New signs were added to the Martin Goodman Trail. These signs indicate that cyclists, joggers and rollerbladers are entitled to use this space. They also advise trail users of the 20km/h maximum speed.



9. Non-signalized driveways: Stop signs and bicycle/pedestrian warning signs were added for cars exiting driveways on the south side of Queens Quay. New warning signs were added for cyclists approaching non-signalized crossings and driveways.



10. Martin Goodman Trail West: "STOP" added to the blue bicycle boxes at Little Norway and Stadium Road to alert cyclists to the all-way stop at these intersections.



11. Robertson Crescent: Two-way signage was added to let drivers exiting the parking garage know that they can turn either north or south. Pictured here is additional signage that will be installed to give drivers exiting the parking garage advance notification and aid in decision making.



12. Portland Slip – 60 meter gap in the Martin Goodman Trail: The “dismount” sign for cyclists was enlarged. An additional sign was added explaining why cyclists should dismount. “DISMOUNT NEXT 60 METRES” was painted in the blue bicycle boxes to the east and west of the gap.

Caution striping was added at the narrowest point of the slip.



13. Line painting: The skip lines (dotted white lines) guiding southbound drivers onto the eastbound Harbour Square laneway were removed in order to simplify the intersection.



14. Trailblazing signs: New directional signage is being installed to guide drivers to public parking lots and help them avoid impulsive, illegal southbound turns on Queens Quay.

VII. Methodology

Data sources

This report includes public feedback received online via email, social media and an online form. It also includes data collected by Waterfront Toronto staff as part of a formal review of the reconfigured Queens Quay intersections between Bay Street and Yo Yo Ma Lane.

Timeframe

The data represented in this report was collected between June 10, 2015 and August 31, 2015.

Waterfront Toronto officially audited eight intersections on Queens Quay between July 9, 2015 and August 31, 2015: Yo Yo Ma Lane/Crossover, Lower Spadina, Rees Street, Robertson Crescent, Simcoe Street, Queens Quay Terminal, York Street, Bay Street. In total, 26 hours was spent observing these intersections.

Parameters

Social media

Feedback on our social media channels (Facebook and Twitter) was counted if the comment referenced a specific concern or observation. General feelings about the newly designed Queens Quay, either positive or negative, were not counted for the purposes of this report.

Online Form

See attachments for a sample of the online feedback form we circulated.

Attachments

Appendix 1- Selected media coverage

Appendix 2 – Online feedback form

APPENDIX 1. SELECTED MEDIA COVERAGE

[Queens Quay Revealed](#), June 12, 2015

The Globe & Mail reviews the new street's design.

[Pedestrian Paradise: Revamped Queens Quay Revealed Today](#), June 19, 2015

Global News was one of several television media outlets to cover the official opening of the new Queens Quay.

[What Do You Think of the New Queens Quay?](#), June 22, 2015

The Toronto Star polled 1,149 readers and 84 per cent were happy with the new Queens Quay, while 16 per cent were displeased with it.

[Asking the Wrong Questions about Queens Quay](#), July 3, 2015

An opinion editorial by columnist Ed Keenan on the approach taken to the new street.

[Bike Spotting on Queens Quay](#), August 13, 2015

Dandyhorse magazine asked cyclists if they like the new Martin Goodman Trail.

[Is Queens Quay West Too Confusing?](#), August 13, 2015

Highlighting some of the changes that had been made since opening the street and the behaviours they address.

[Queen's Quay: un aménagement urbain sème la confusion](#), September 29, 2015

Highlighting some of the changes that have been made since opening the street and speaking to users to see if they are happy with the street.

Feedback on Your New Queens Quay

Please provide your feedback on the newly revitalized Queens Quay West. You may first want to read the following to familiarize yourself with the street's design elements:

<http://blog.waterfrontoronto.ca/nbe/portal/wt/home/blog-home/posts/revitalized-queens-quay-walk-through>

Feedback collected here will be consolidated with our own observations about the street's functionality, helping us to identify trends that may need to be addressed. The next step will be to review these findings with the City of Toronto and Toronto Transit Commission and determine what types of minor adjustments could be made to optimize the street's performance.

* Required



1. **What aspect of the street's design does your feedback relate to? ***

Choose all categories that apply

Check all that apply.

- How cars make eastbound/westbound turns
- How cars make northbound/southbound turns
- How pedestrians are using Queens Quay
- How cyclists are using Queens Quay
- Separation of uses (pedestrian promenade, Martin Goodman Trail, streetcar right-of-way, traffic lanes)
- Pooling of water
- Signage
- Signalization
- Line painting (e.g. blue bicycle boxes, dotted white "elephant feet," skip lines, pedestrian crossings)
- Paving materials (Cement/Paleo-Tec, granite, asphalt)
- Street furniture (e.g. benches, light poles)
- Other:

2. **Which specific location(s) on Queens Quay is your feedback about ***

Check all that apply.

- Queens Quay/Bay
- Queens Quay/York
- Queens Quay/Lower Simcoe
- Queens Quay/Robertson
- Queens Quay/Rees
- Queens Quay/Spadina (Crossover)
- Queens Quay/Bathurst
- Queens Quay/Dan Leckie
- The entire length of the Queens Quay Revitalization
- Martin Goodman Trail
- Harbour Square Service Lane
- Other:

3. Please provide us with details

What specifically have you observed about the street's design?

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4. If you would like us to follow up with you, please provide your email address.

Note: Your email address will only be used to send you updates on the Queens Quay Revitalization design evaluation.

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