

**Canadian Association of Insurance Women
43rd Annual Meeting and Convention**

Hosted by: **Toronto Insurance Women's Association**
June 3 – 7 2009

Journey To Toronto



One City, Many Nations

**THE HISTORY OF TORONTO:
AN 11,000-YEAR JOURNEY**



A VERY SHORT HISTORY OF TORONTO

Humans began to occupy the Toronto region shortly after the last ice age. Many thousands of years later, in the 17th century, these indigenous peoples opened trade with the French, who subsequently established trading posts in Toronto in the 18th century. Toronto passed to British control in 1763, and the creation of an urban community began 30 years later when colonial officials built Fort York and laid out a town site. That community, 'York,' became the capital of the province of Upper Canada (now Ontario). It also grew as an important commercial centre, and, in 1834, with 9,250 residents, it was incorporated as the 'City of Toronto.' The population continued to expand: when Canada became a country in 1867, the city was home to 50,000 souls. By 1901, 208,000 people lived here. Today, with well over two million people, Toronto is Canada's largest city, the heart of the nation's commercial, financial, industrial, and cultural life, and is one of the world's most liveable urban centres.

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TORONTO'S LOCATION



Toronto lies on the shore of Lake Ontario, the easternmost of the Great Lakes. Home to more than 2 million people, the city is the key to one of North America's most vibrant regions, the Greater Toronto Area (GTA). 4.5 million Canadians live in the GTA, the cultural, entertainment, and financial capital of the nation. The city is also the seat of the Ontario government.

That is why Toronto abounds in investment and employment opportunities in such diverse fields as banking and financial services, film and television production, and fashion, and also boasts a thriving arts community.

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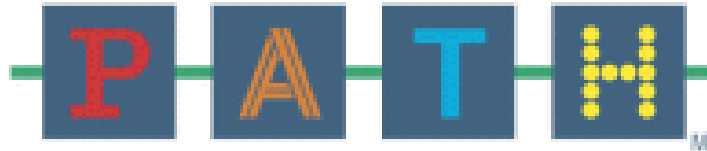
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Visiting a client? Shopping for a gift? Taking in a movie? Catching the subway?

PATH is downtown Toronto's underground walkway linking 27 kilometres of shopping, services and entertainment. Follow PATH and you'll reach your downtown destination easily in weatherproof comfort.

PATH provides an important contribution to the economic viability of the city's downtown core. The system facilitates pedestrian linkages to [public transit](#), accommodating more than 100,000 daily commuters, and thousands of additional tourists and residents on route to sports and cultural events. Its underground location provides pedestrians with a safe haven from the winter cold and snow, and the summer heat.

PATH facts:

- According to Guinness World Records, PATH is the largest underground shopping complex with 27 km (16 miles) of shopping arcades. It has 371,600 sq. metres (4 million sq. ft) of retail space. In fact, the retail space connected to PATH rivals the West Edmonton Mall in size.
- The approximate 1,200 shops and services, such as photocopy shops and shoe repairs, found in PATH, employ about 5,000 people. Once a year, businesses in PATH host the world's largest underground sidewalk sale.
- More than 50 buildings/office towers are connected through PATH. Twenty parking garages, five subway stations, two major department stores, six major hotels, and a railway terminal are also accessible through PATH. It also provides links to some of Toronto's major tourist and entertainment attractions such as: the [Hockey Hall of Fame](#), [Roy Thomson Hall](#), [Air Canada Centre](#), [Rogers Centre](#), and the [CN Tower](#). City Hall and Metro Hall are also connected through PATH.
- There are more than 125 grade level access points and 60 decision points where a pedestrian has to decide between turning left or right, or continuing straight on. The average size of a connecting link is 20 metres (66 ft.) long by 6 metres (20 ft.) wide.

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- The building furthest north on the PATH network is the Toronto Coach Terminal at Dundas and Bay Streets. The building furthest south that can be accessed through PATH is the Toronto Convention Centre's Convention South Building. PATH does not follow the grid patterns of the streets above.
- The first underground path in Toronto originated in 1900 when the T Eaton Co. joined its main store at 178 Yonge St. and its bargain annex by tunnels. By 1917 there were five tunnels in the downtown core. With the opening of Union Station in 1927, an underground tunnel was built to connect it to the Royal York Hotel (now known as the Fairmont Royal York). The real growth of PATH began in the 1970s when a tunnel was built to connect the Richmond-Adelaide and Sheraton Centres.
- In 1987, City Council adopted the recommendation that the City become the co-ordinating agency of PATH and pay for the system-wide costs of designing a signage program.
- In 1988, design firms Gottschalk, Ash International, and Keith Muller Ltd. were retained in by the City of Toronto to apply the design concept for PATH.
- PATH's name and logo are registered to the City of Toronto. The City co-ordinates and facilitates the directional signage, maps and identity markers throughout the system.
- Each segment of the walkway system is owned and controlled by the owner of the property through which it runs. There are about 35 corporations involved.
- In the early 1990s, signage for PATH was developed to provide pedestrians with better ease of use and functionality. The signage enhances PATH's visibility and identity, ultimately increasing its use, attracting more people to downtown Toronto, and drawing more businesses there.
- Each letter in PATH is a different colour, each representing a direction. The P is red and represents south. The orange A directs pedestrians to the west, while the blue T directs them to the north. The H is yellow and points to the east.
- Signage includes a symbol for people with disabilities whenever there is a flight of stairs ahead.

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