

## Walk Your City Proposal Summary

### **Objective:**

Contribute to ongoing citywide discussions of safe and enjoyable walking by installing temporary wayfaring signs that demonstrate how the pedestrian experience can be enhanced to the benefit of walkers, local businesses, the University of Kansas and all Lawrence residents. [See Attachment 1 for more information on the Walk Your City movement]

### **Signs:**

Dimensions: Each sign is 12"x12"

Materials: The sign material is 1/4" coroplast, a type of corrugated plastic.

Printing: Vinyl and lasts from 18 to 36 months (at least) when exposed to the elements.

Content: Signs will include the direction to two types of locations: 1) public facilities (e.g. Lawrence Public Library) and centers of activity (e.g. downtown). No private businesses will be advertised. [See Attachment 2 for an example of the sign and accompanying text.]

Attachment to Stakes: Industrial zip ties used to post signs are 3/8" wide, 36" long, and very sturdy. Holes that fit the zip ties are pre-drilled in the sign for easy installation. Zip ties can be easily cut to remove the sign after use. Two to four signs will be attached to one stake at each location.

Stakes: Signs will be attached to stakes measuring 2"x2" and 6' tall (approximately 1' underground and 5' aboveground)

Locations: Signs will be installed at 17 locations around downtown, Old West Lawrence, and the northern portion of the University of Kansas. Attachment 3 shows the locations and related content for each set of signs.

### **Installation:**

Signs will be installed between September 30<sup>th</sup> and October 4<sup>th</sup>, in advance of National Walk to School Day October 7<sup>th</sup>. Before installation, Kansas811 will be used to ensure no utilities are disrupted by installation. Signs will be removed by December 7<sup>th</sup>

## Attachment 1: Full Proposal

### Walk Your City: Increasing Community Discussion on Pedestrianism in Lawrence

#### Objective:

Contribute to ongoing citywide discussions of safe and enjoyable walking by installing temporary wayfinding signs that demonstrate how the pedestrian experience can be enhanced to the benefit of walkers, local businesses, the University of Kansas and all Lawrence residents.

#### What:

*Walk [Your City]* helps boost community walkability, linking informational street signs for people with web-based campaign management and data collection to complement traditional approaches to wayfinding. We recognize a significant need for safe pedestrian routes in Lawrence. Additionally, an increase in pedestrian traffic would increase environmental sustainability and increase community growth. **We are proposing a two-month installation in Lawrence—extending from campus (west) to the Visitor’s Center (north) to the Farmer’s Market (east) to a walkable grocery store (south).**



#### Why:

Currently, there is limited signage for places of interest in Lawrence that specifically targets pedestrian traffic. A *Walk Lawrence* initiative would change that, encouraging members of the community and visitors to experience the city in a different way. Signage would direct people to locations they may not have known were within a walkable distance and may not have even known existed. Signage would increase pedestrian traffic and make the community more alert to it. With more visibility aimed at pedestrian traffic, the city will likely see an increase in pedestrian traffic and more awareness.

#### How:

A group of individuals plan to gather funds to purchase basic signage through the *Walk [Your City]* project. We propose to hang signs before the beginning of the school year, within the area of town that will likely see the most pedestrian traffic, including parts of the Pinckney neighborhood, Old West Lawrence, the Oread neighborhood, and Downtown.

#### Resources:

<https://walkyourcity.org/>  
<https://www.planning.org/planning/open/2015/tactical.htm>

#### Timeline:

October

- 3 & 4 install signs in time for Walk to School Day (Oct. 7)
- 25-31 KU Homecoming

December

- 5 & 6 De-install signs (after final home football game, before winter weather)

**Partners:**

**The KU Biodiversity Institute and Natural History Museum**

**The Commons, the University of Kansas**

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**Sites for signage:**

This document outlines a few approaches for plotting sign points.

[https://walkyourcity.org/documents/WYC\\_Getting-Started.pdf](https://walkyourcity.org/documents/WYC_Getting-Started.pdf) See attached map.

**Tracking:**

Walk [Your] City contains a tracking feature for all QR codes on the signs. This slideshow features a tutorial that demonstrates how a user profile is established and project managers can track each QR scan (slides 8-9) <http://www.slideshare.net/walkyourcity>

**Case Studies:**

With the same motivating force of “tactical urbanism,” *Kansas City* implemented a Walk [Your] City campaign last year. More information is on the Walk [Your] City Blog:

<http://blog.walkyourcity.org/post/89163036017/walk-kansas-city>

*Austin, Texas* participated in Walk [Your] City this year

<http://blog.walkyourcity.org/post/105522997072/walk-raleigh-meets-austin>

The most established example of Walk [Your] City is in Raleigh, NC, where the program originated

<http://blog.walkyourcity.org/search/raleigh>

Detailed reports of case studies in Mount Hope, WV; Santa Fe; Atlantic Beach, NC; North Hills, NC; and Greensboro, NC can be found at this link: <https://walkyourcity.org/> (Scroll down to “Case Studies” and click the links to upload each full report.)