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## Wichita Bicycle Wayfinding Master Plan

### Steering Committee Meeting #3

October 26, 2015, 4:30pm

#### **Steering Committee Members Present**

Ikram Ahmed, Melany Barnes, Jack Brown, Russell Fox, Chris Green, Eric Mead

#### **Other Individuals Present**

Dion Lefler, Scott Wadle, Lonny Wright

#### **Steering Committee Members Not Present**

Barry Carroll, Tyler Stutzman, Jason Villanueva

#### **Introductions**

Scott Wadle welcomed everyone to the meeting and individuals introduced themselves.

#### **Project Overview**

Scott Wadle provided an overview of the project with an accompanying PowerPoint. The overview included a review of the Bicycle Master Plan Goals, purpose for the wayfinding, project schedule, design options, previous Steering Committee meeting vote results, and the results of the online public survey. In addition, Scott also reviewed highlights from the other City advisory boards recommendations – described in the staff report attached to the meeting agenda.

#### **Design – Preferred**

Scott Wadle highlighted the different wayfinding sign elements – design, color, and shape. He also reviewed different perceived advantages and disadvantages each of the different symbols/icons. Scott stressed that the project team would develop a more refined design for the Steering Committee preferred design elements and that the refined designs will address cost concerns by ensuring that the costs are affordable for the City and the signs are functional. Below are highlights from the discussion and the Steering Committee preferred wayfinding design elements.

## Overall Comments

- The Greater Wichita Path Network signs are in place and the design provides a good option for expansion to other communities.
- The Greater Wichita Path Network sign is a good design but the costs of purchasing and installing could be prohibitive for the City.
- Different designs for the signs could help distinguish different districts and areas of the City.
- Application is key, it is easy to get lost if you are visiting a community and depending on wayfinding to get you back to your origin.
- The on-street plain-Jane signs may not be the most representative signs for Wichita.
- Add a bicycle and pedestrian symbol on the off-street signs.

## Steering Committee Preferred Wayfinding Elements

- On-Street
  - Keeper of the Plains – but tie to Greater Wichita Path/Bikeways (TBD) Network.
- Off-Street
  - Design
    - Greater Wichita Path/Bikeways (TBD) Network
    - Add the Keeper of the Plains Symbol where the wheel is currently located
  - Shape
    - Rectangular / square shape from the Flag design, but without the additional triangle angles.
  - Color
    - Green and white

## **Design – A.R. 6.1**

Scott Wadle provided a presentation with a PowerPoint of the City's Administrative Regulation 6.1. He described the existing signs and the option that had been developed for the bicycle wayfinding signage to be consistent with the A.R. 6.1 and with MUTCD. The on-street option would include the color and the name of the district but not the unique district icon or symbol. The general consensus of the Steering Committee was that the color band did not add value, but that seeking an exemption from the A.R. would add less value to the process of developing the plan and bicycle wayfinding improvements.

## **Next Steps**

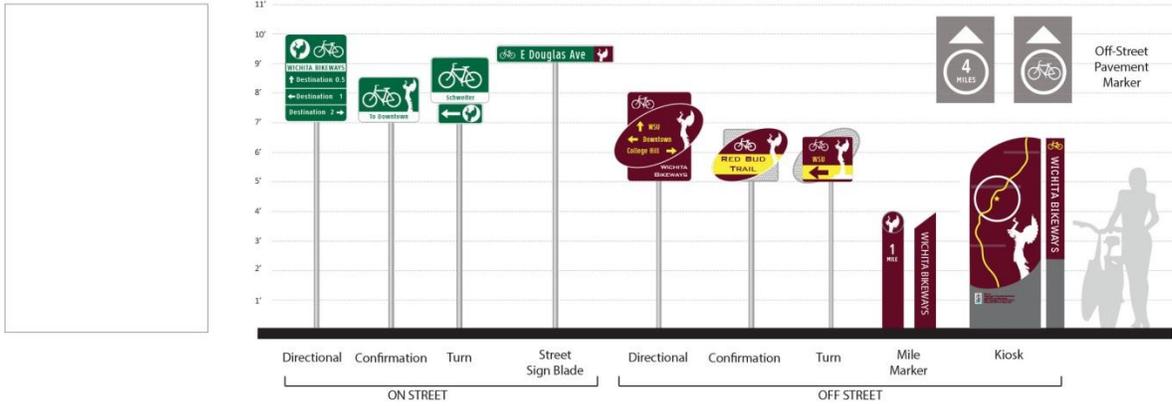
1. City staff will distribute a map of the wayfinding districts to the Steering Committee members.
2. The project team will use the Steering Committee preferred design elements to develop a refined sign design for Steering Committee review.
3. City staff will work to create and get approval for a supplemental agreement for the Alta team to assist with guidance for improving access to healthy foods and to federally qualified health centers.

# Design Options

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## Option 1: Keeper of the Plains



## Option 2: Wichita Flag



## Option 3: Wichita Together



Keeper



Wichita Flag

Wichita Together

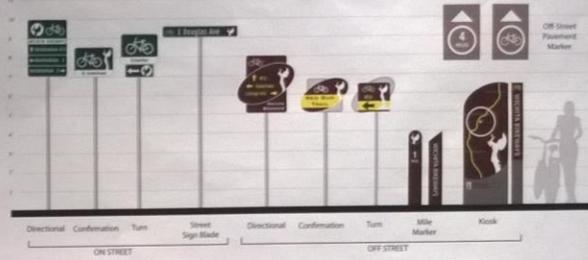


# Design Options

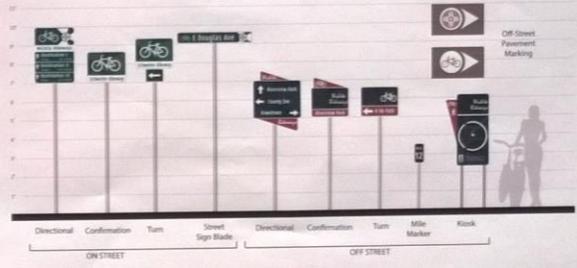
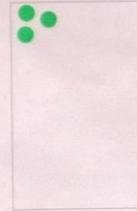
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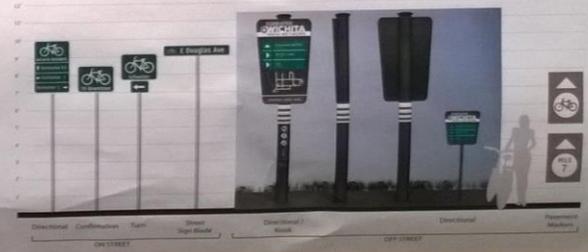
## Option 1: Keeper of the Plains



## Option 2: Wichita Flag



## Option 3: Wichita Together



# WICHITA BICYCLE WAYFINDING SYSTEM PLAN

STEERING COMMITTEE MEETING #3 – OCTOBER 26, 2015



## AGENDA

- INTRODUCTIONS
- BACKGROUND
- DISCUSSION
  - PREFERRED
  - A.R. 6.1
- NEXT STEPS

## BACKGROUND

### BICYCLE PLAN GOALS

1. INCREASE THE AMOUNT OF BICYCLING IN WICHITA
2. IMPROVE THE SAFETY OF BICYCLISTS IN WICHITA
3. FOSTER AND PROMOTE A CULTURE WHERE BICYCLING IS A VIABLE AND ACCEPTABLE FORM OF TRANSPORTATION



## BICYCLE PLAN - WAYFINDING

- REACH THEIR DESTINATION  
(NAVIGATION)
- SAFETY
- INCREASE AWARENESS OF  
BIKEWAYS



## EXISTING CONT.



## EXISTING CONT.



## EXISTING



## PROJECT BACKGROUND

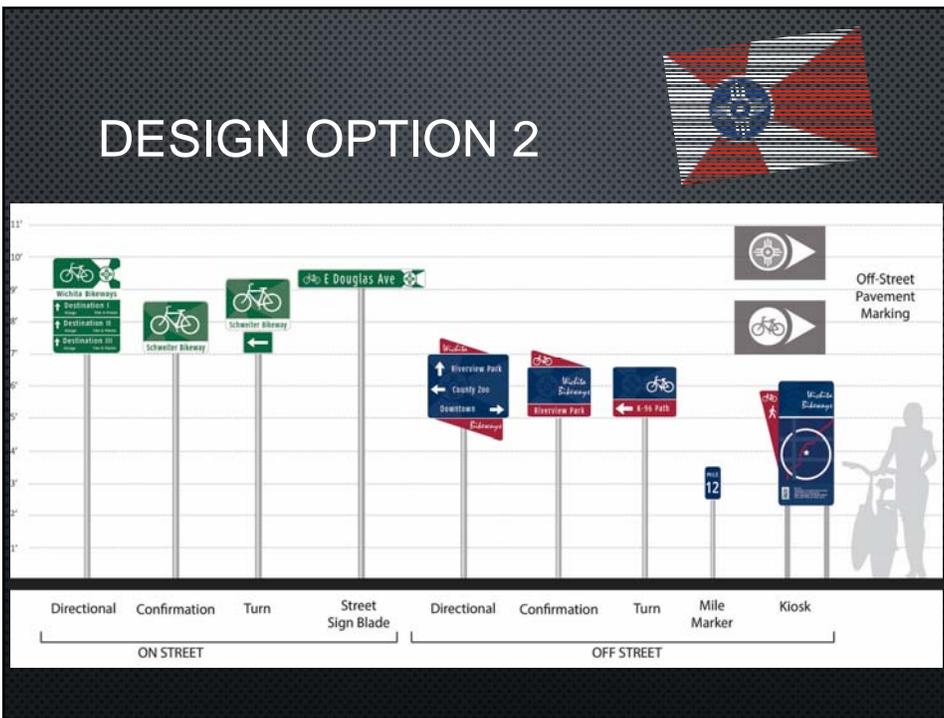


Month	Task/Deliverable
March	Kick-off Meeting
May	Best Practices Report, Site Assessment, Destinations
June	<i>Steering Committee Meeting #1</i>
July-Aug	Design Guidance, Prioritization
September	Steering Committee Meeting #2
November	Draft Conceptual Plans
November	Final Conceptual Plans
December	Health / Equity Draft Memo
February	Final Wayfinding System Master Plan

# DESIGN OPTION 1



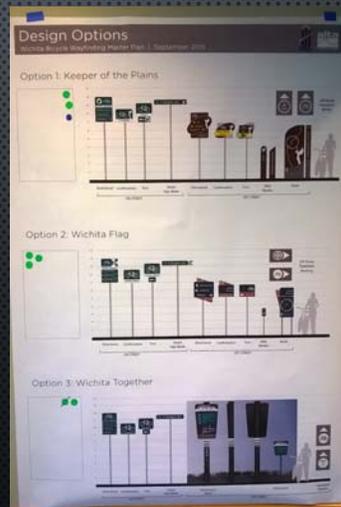
# DESIGN OPTION 2



# DESIGN OPTION 3



# BACKGROUND – PREVIOUS MEETING



## BACKGROUND – SURVEY II RESULTS



## BACKGROUND – ADVISORY ORGANIZATIONS INPUT

- DESIGN COUNCIL
- PARK BOARD
- BICYCLE AND PEDESTRIAN ADVISORY BOARD

## DISCUSSION

### DISCUSSION - ELEMENTS

- DESIGN
- COLOR
- SHAPE

## DISCUSSION - QUESTIONS

- *WHICH DESIGN OPTION IS MOST APPROPRIATE FOR THE WICHITA BICYCLE NETWORK?*
- *WHY DID YOU CHOOSE THE OPTION YOU DID?*
- *WHY DID OTHER OPTIONS FALL SHORT?*

## KEEPER OF THE PLAINS

- LICENSING – ABILITY TO USE
- SYMBOL FOR SEDGWICK COUNTY
- LOCATION / DIRECTIONS CONFUSION



Photo: [www.kansassampler.cc](http://www.kansassampler.cc)



# KEEPER OF THE PLAINS

- Maintained and operated by the City
- Widely recognized



Photo: Wichita Eagle



## Brand Research Key Results

### Most Frequently Mentioned Functional Image Attributes

Image	Residents	Commuters	Visitors	Potential		All
				Visitors	Stakeholders	
<b>Keeper of the Plains</b>	33.6	32.0	10.5	0.0	27.6	25.0
<b>Sedgwick County Zoo</b>	20.2	14.8	15.0	1.1	24.0	17.9
<b>Old Town District</b>	20.4	25.8	6.6	0.0	20.7	16.2
<b>Restaurants/Dining/Food</b>	10.9	8.6	14.0	13.0	7.8	11.2
<b>Shopping</b>	7.1	4.7	18.9	6.5	7.8	9.9
<b>Aviation/Aerospace industry and history</b>	11.1	9.4	7.1	2.2	11.1	9.5
<b>Arkansas River</b>	9.8	7.8	6.4	2.2	12.4	8.7
<b>INTRUST Bank Arena</b>	9.6	14.1	2.7	0.0	14.7	8.3
<b>Exploration Place</b>	8.7	10.9	2.9	0.0	13.4	7.5
<b>Old Cowtown Museum</b>	9.8	10.9	4.9	0.0	3.2	7.2

## WICHITA FLAG



- MAY NOT BE WELL KNOWN
- CURRENTLY NOT USED IN CITY MARKETING MATERIALS / BRANDING



## WICHITA FLAG



- Used in Wichita bicycle and pedestrian planning
- Top 6
- Gaining popularity as a symbol for the City

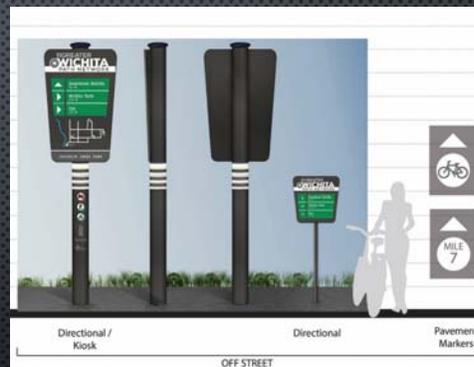


## FLAG POPULARITY



## GREATER WICHITA BIKEWAYS

- Regional
- Existing
- Privately funded
- Review process



## QUESTION 1

WHICH DESIGN HAS THE MOST APPEALING AND REPRESENTATIVE THEME OR SYMBOL FOR WICHITA AND ITS BICYCLE NETWORK?

## QUESTION 2

WHICH DESIGN'S COLOR SCHEME IS THE MOST APPEALING AND REPRESENTATIVE OF WICHITA AND ITS BICYCLE NETWORK?

## **QUESTION 3**

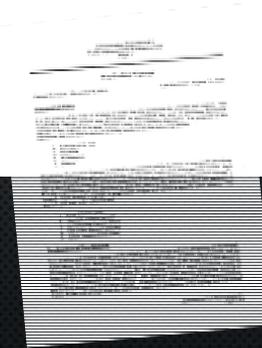
WHICH DESIGN OPTION'S OVERALL SHAPES OR FORMS ARE MOST APPEALING FOR THE WICHITA BICYCLE NETWORK WAYFINDING SIGNS?

**ADMINISTRATIVE  
REGULATION 6.1**

## A.R. 6.1

Wayfinding Destination Signage is limited to permanent public facilities or non-profit attractions (examples, although not all inclusive are the Art Museum, Exploration Place and Old Town). Each sign is developed to direct the driver or pedestrian to the district of choice (“Destination Signage”). It is the responsibility of the attraction to alert the public to the district in which the attraction is located. Each district’s signage is graphically unique and carries a specific color scheme. The districts and their color schemes are:

1. River District (red)
2. Museum District (green)
3. Government District (blue)
4. Old Town District (purple)
5. Arena District (terra cotta)



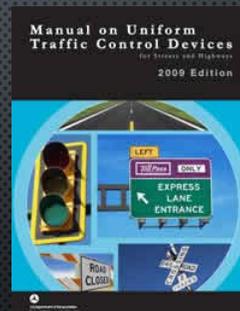
## MOTOR VEHICLES



# OPTION – A.R. 6.1



# A.R. 6.1 - MUTCD



# NEXT STEPS

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