

Wichita Bicycle Wayfinding System Plan

Steering Committee Meeting #1

June 9th, 2015, 4:30pm

Steering Committee Attendees

Eric Richardson
Eric Mead
Barry Carroll

Jason Villanueva
Nicole Alvarado Bailey
Russell Fox

Tyler Stutzman
Ikram Ahmed

Other Attendees

Troy Houtman
Scott Wadle

Karen Vitkay
Larry Hoetmer

Introductions occurred followed by a project overview by Scott Wadle, Wichita-Sedgwick County Planning. Karen of Alta Planning + Design gave an overview presentation on bicycle wayfinding best practices, the Wichita community assessment, and destination prioritization. The group then participated in interactive exercises that would help determine the design, placement, system logic, and priorities for the Wichita Wayfinding System Plan.



Steering committee members express preferences for the Wichita wayfinding system

Outcomes

Identity/Themes

Participants were asked which color palettes and symbols best represented the Wichita and the bicycle system. A palette of bright primary colors was strongly preferred over

other options. Blue, green, and yellow were viewed as showing strong ties to streets, nature, and Wichita State University. Maintenance and the need for longevity were brought up. Colors which might fade quickly would be less appropriate for Wichita than options that would have longevity.

Participants were next asked which theme or symbol are most uniquely Wichita and should be used to represent the Wichita Bicycle Network. Keeper of the Plains was strongly favored reflecting the results of the on-line public survey. Some participants see the Keeper as a symbol for the region while others thought it might be associated with the downtown area only. Other symbols receiving votes included the City flag and WuShock. Two participants liked the idea of using different colors and/or symbols to represent different parts of town.

VISUAL IDENTITY | color

- Traditional:** Brown, Green, White
- Natural:** Blue, Green, Brown
- Fun & Friendly:** Dark Blue, Green, Yellow
- Americana:** Red, Dark Blue, White

VISUAL IDENTITY | icons

Which theme or symbol is most uniquely Wichita and should be used to represent the Wichita Bicycle Network?

- Wheat/agriculture
- Sunshine
- Airplanes
- Keeper of the Plains (7 green dots)
- City of Wichita flag (generally described as an off-center blue sun with red and white rays) (2 green dots)
- Other (please specify):
 - Wu Shock (2 green dots)
 - Different symbols for different parts of town (1 green dot)

Logos displayed: WSU, BOEING, iCan Bike, VISIT WICHITA, a stylized 'W' logo, and a red cross logo.

Green dots indicate the colors and themes that are most uniquely Wichita as per the Steering Committee

Participants were asked which words best convey the desired cycling experience both off-street and on-street (paths). Responses indicated that the on-street cycling experience is simple, fun, and friendly. Meeting participants added the word “safe” as a write in. Community members do not see the on-street bicycle network as rigid, timeless, or trendy.



For the off-street paths, favored responses included: fun, healthy, inviting, and simple. Participants do not see the off-street bicycle network as rigid, trendy, pragmatic, or timeless. Again, “safe” was written in by committee members as being an important characteristic of the bicycle network.



Navigational Challenges

Meeting participants were asked about navigational challenges they have experienced when riding both the on-street and off-street bicycle network. The following challenges were most frequently reported:

- Lost due to a gap in the bicycle network.
- Could not find a place to easily lock my bike.
- I lost my way when my path terminated.
- I couldn't locate my destination from the path.

Community members also highlighted the following as navigational challenges:

- I encountered challenges when trying to explore an unfamiliar part of town via the on-street network.
- I could not find how to get to an off-street path from the on-street bicycle network.
- I could not find how to get to the on-street bicycle network from the off-street path system.
- I was unable to locate a connecting path.

Specific navigational challenges in downtown Wichita include:

- Access to the Arkansas River Path, specifically the short connection from Waco Street east side of the Ark River, near the Broadview Hotel. Most people don't know it exists and it is not marked.
- A strong connection between Friends University and downtown is desired.

Route Preferences

Participants were next asked where they currently like to ride. Within downtown Wichita, committee members highlighted the following routes:

- Between downtown and eastern neighborhoods, via 3rd Street, 2nd Street, and Douglas
- Along the Arkansas River path, it is a destination as well as a place to ride

At the city scale, participants highlighted the following routes as preferred places to ride:

- Along the Ark River to Sedgwick County Park
- Along K-96 Path
- 21st Street west of 119th Street to Cheney Lake – the group had concerns about 21st Street Path and driveway intersections
- Chisolm Creek Path / K-96 (confusion about what it is called)
- Oliver through Spirit (airplane manufacturing company)
- Path from Planeview to Ark River to Chapin Park
- Douglas Ave. East
- Douglas and Oliver
- College Hill, WSU, Downtown
- WSU
 - Will see more riders as more people live on campus and more development

- o WSU is applying for a TIGER grant (the City and WSU are submitting the grant)

Additional places people would like to ride to include Cessna at Eisenhower Airport – 235 and McArthur.

Priority Destinations

Committee members were asked about priority destinations for cyclists.

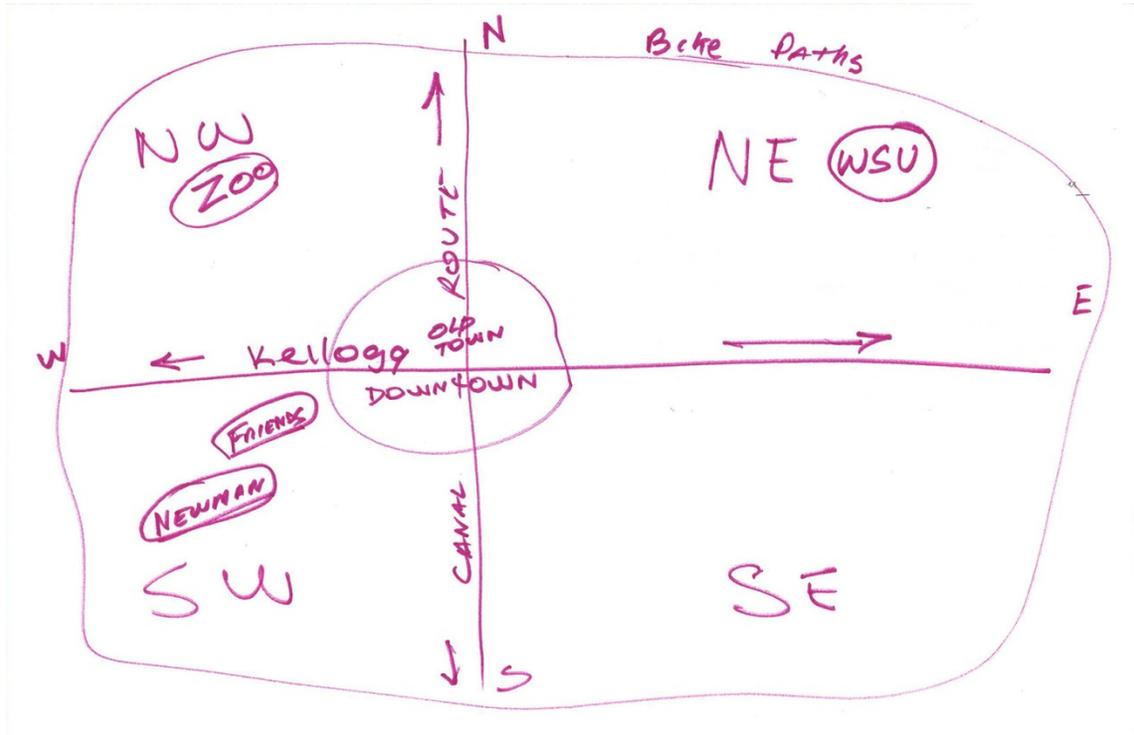
- WSU
- Downtown
- Riverside Neighborhood – golf course, parks, etc.
- Sedgwick County Park / Zoo
- Air Capital Memorial Park (mountain bike course)
- Andover to K-96
- Unsure how people are getting to K-96 Path
- Redbud will open up a lot of possibilities
- Kellogg Blvd – shoulders could be good connections to other destinations
- Connection between Prairie Sunset Trail and Redbud Path
- Maybe Great Plains Nature Park could be used as a trailhead
- The Go Run Running store on Greenwich is an access point for runners

City Organization

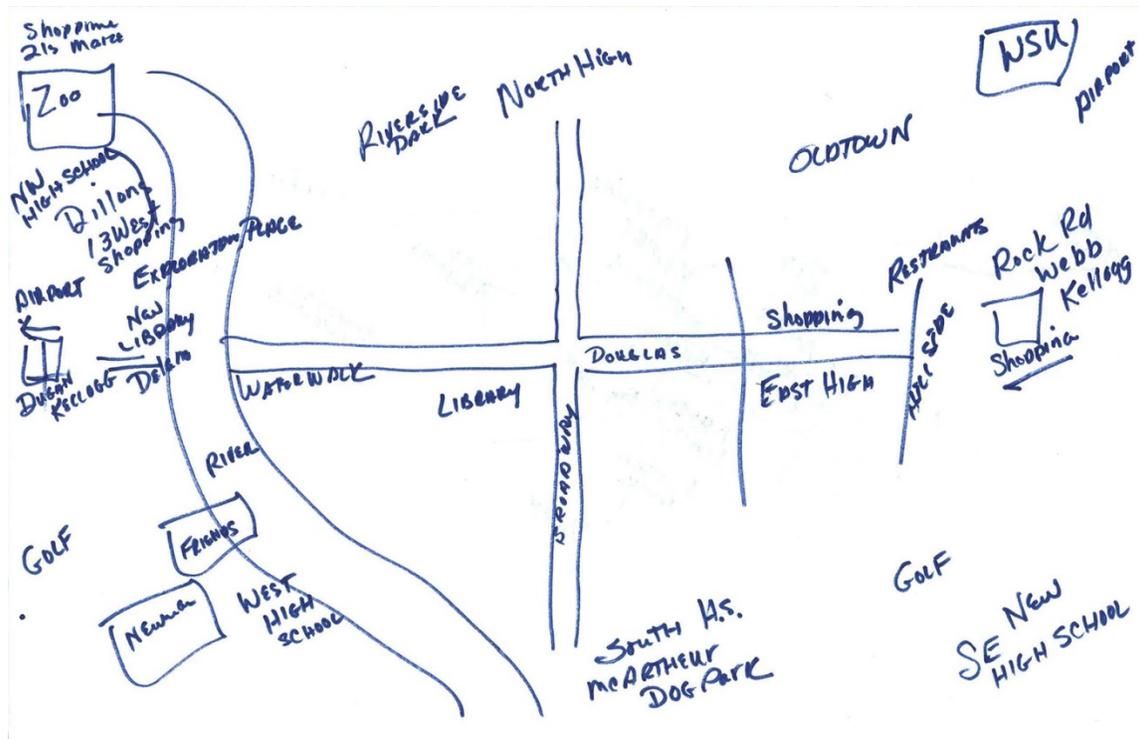
Participants were asked to map the City of Wichita from memory. They were asked to draw the City with defining features and landmarks as if creating a diagram to orient a visitor who has never experienced the City before.

Nearly half of the maps divided the city into quadrants. Organization was by both NW, NE, SW, and SE as well as N, S, E, and W. Kellogg / US 54 was typically the dividing line between north and south. The east-west dividing line was less consistent with options being the Arkansas River, Broadway, Hillside, or I-135. Major defining features were the highway system and Arkansas River. While some participants showed adjacent cities, others focused primarily on the area of town they were most familiar with.

Neighborhoods that came up most frequently included downtown, College Hill, and Old Town. Prominent destinations that often appeared included: WSU, Friends University, Newman University, airport, Sedgwick County Park and Zoo, Riverside Park, Pawnee Prairie Park, McArthur Dog Park, Exploration Place, hospital, and shopping on 21st. Pathways that appeared included the K-96, the canal path (I-135), and the Redbud.



A meeting participant organized the city into quadrants. Defined districts and major destinations are shown.



Another participant focuses on central Wichita. Again the zoo, WSU, Friends and Newman Universities are shown as significant destinations.

Destination Logic

Committee members were asked to review and comment on the prioritization of Wichita area destinations. The following places should be added as level 1 destinations:

- City of Cheney
- Cheney Lake
- Andover
- Augusta

A committee member asked whether facilities and services such as restrooms, restaurants, and stores should also be included on wayfinding signs. The project team members indicated that generally it is a best practice for regional destinations or areas with several points of interest be given priority over specific destinations, as they are likely to serve a wider audience. Specific businesses and services are often not signed due to the possibility of turning over. Signing places with broad appeal and longevity are less likely to require frequent maintenance to remain accurate.

Maintenance / Replacement

- Expected life of signs = 7 to 10 years
- Responsibility for signs along paths is currently unclear

Project Schedule

Month	Task/Deliverable
March	Kick-off Meeting
May	Best Practices Report, Site Assessment, Destinations
June	<i>Meeting/Workshop</i>
July	Design Guidance, Prioritization
September	<i>Meeting/Workshop</i>
October	Draft Wayfinding System Master Plan
November	Final Wayfinding System Master Plan
December	Draft Demonstration Project Conceptual Plans
January	Final Demonstration Project Conceptual Plans