

Leadership Lexington 2012-2013 VisionLex Team

FACT SHEET: Pedestrian Wayfinding Project

Objective

- The goal of this pilot project is to increase foot traffic in downtown Lexington by making it easier for pedestrians, both visitors and residents, to know what's around and how to find it. Downtown Lexington has so many great things to offer and is on the cusp of being a truly special environment. Making downtown more accessible to pedestrians is a key step in that process.

Summary

- Volunteer citizen group identified need for pedestrian wayfinding in downtown Lexington
- Researched systems in other cities such as Louisville, Knoxville, Austin and Omaha
- Collaboration between DLC, DDA, LFUCG, LCVB & Commerce Lexington
- Goal is to successfully implement pilot system at two intersections and provide for initial maintenance funding
- Financing for pilot implementation provided through \$10,000 private fundraising effort
- Ongoing maintenance to be performed by DLC

Stakeholders

- Leadership Lexington Team Members
 - Di Boyer, St. Joseph Hospital Foundation
 - Ashley Chatham, Toyota Motor Manufacturing, KY, Inc.
 - Ron Edmondson, Immanuel Baptist Church
 - Will Graham, Cumberland Valley Resources
 - Teddi Hibberd, GRW, Inc.
 - John Hinkel, Fowler Bell PLLC
 - Lance Mann, Dean Dorton Allen Ford PLLC
 - Patrick Quirk, SDGblue
 - Andy Shea, Lexington Legends & Trust Lounge
 - Sarah Sloan, Stoll Keenon Ogden PLLC
 - Alan Wadell, KY Department of Energy
- Assisting Organizations/Representatives
 - DLC: Renee Jackson
 - DDA: Brandi Berryman
 - LFUCG: Kevin Wentz
 - LCVB: Jim Browder
 - Commerce Lexington: Amy Carrington
- Sponsoring Organizations (Commitments for Funding as of 5/29)
 - Andy Shea
 - Barry Stumbo
 - Di Boyer
 - Downtown Lexington Corporation
 - Fowler Bell

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- KentuckyOne Health
- Lexington Legends
- Ron and Cheryl Edmondson
- Rowena Mahloch
- Stoll Keenon Ogden PLLC
- Toyota Motor Manufacturing, KY, Inc.
- TrusT Lounge
- Will Graham

Status

- Pilot fundraising in progress
 - \$10,000 goal has been achieved!
- Pilot design in progress
 - LCVB has provisionally approved use of Blue Horse logo
 - Signage design proposal will reflect existing vehicular wayfinding system (Exhibit B)
- Signage Committee to approve:
 - Locations for pilot (proposed locations in Exhibit A)
 - Design (draft design in Exhibit B)

Design

- Design based upon successfully implemented design in Louisville (Exhibit B)
 - Mounted to existing structures such as crosswalk posts
 - Case designed to not extend the footprint of the post
 - Two cases on each post
 - Insert approach allows signage to be easily updated
- Branding & Content
 - See Exhibit B for current draft design
 - Branding on insert to match vehicular wayfinding signage
 - Each sign to identify ground-level businesses within 1 block of the sign

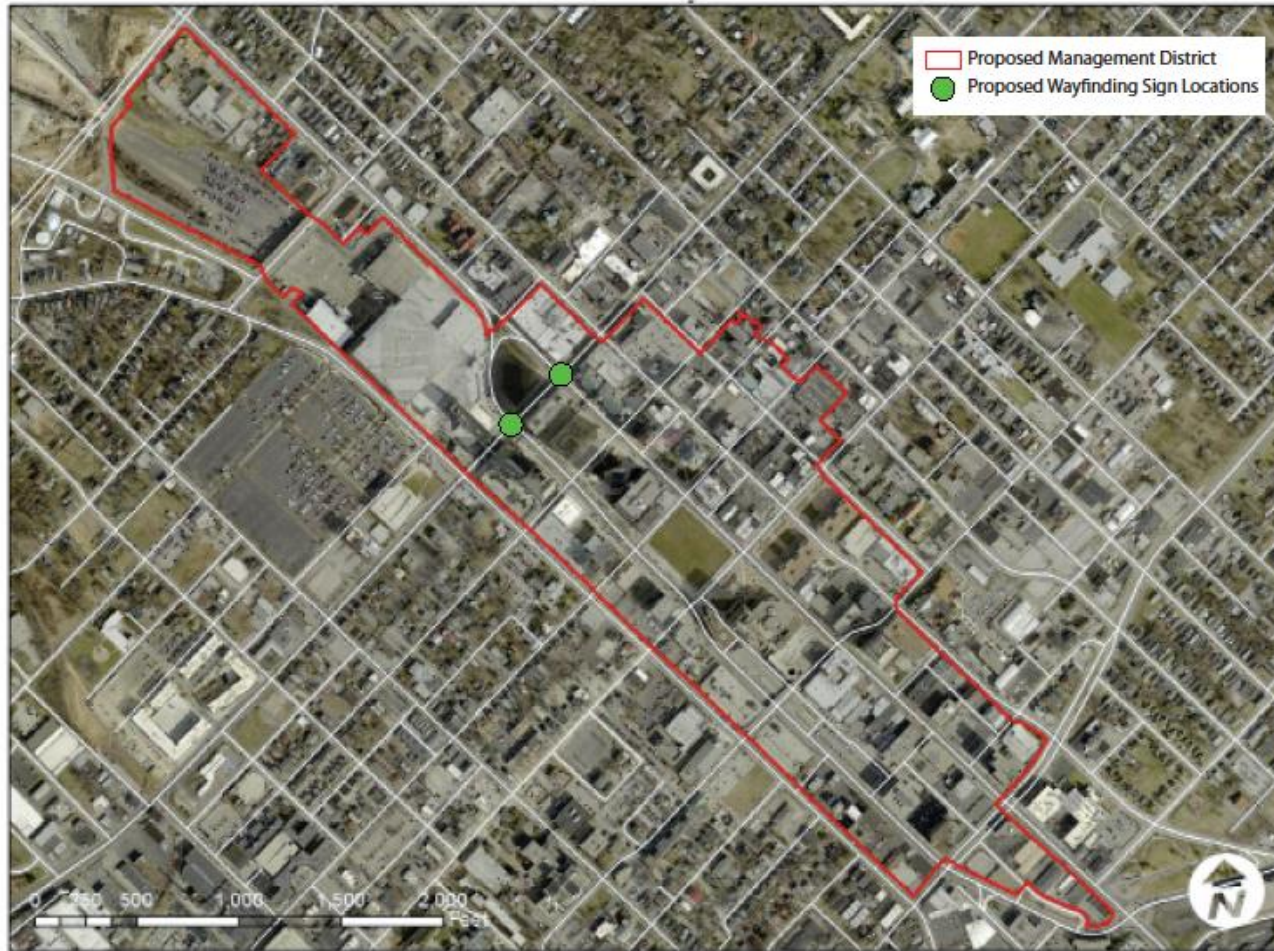
Projected Costs

- Initial implementation for each post to cost approximately \$825:
 - \$525 in materials (2 cases and mounting brackets)
 - \$50 for initial inserts and printing (2 per post)
 - \$250 initial implementation labor
- Initial pilot implementation estimate:
 - $\$825 \times 4 \text{ posts} = \$3,300$
- Maintenance:
 - Estimate each insert changed 6 times yearly
 - \$50 for insert material and printing per post
 - $\$50 \times 4 \text{ posts} \times 6 \text{ changes per year} = \$1,200/\text{yr}$

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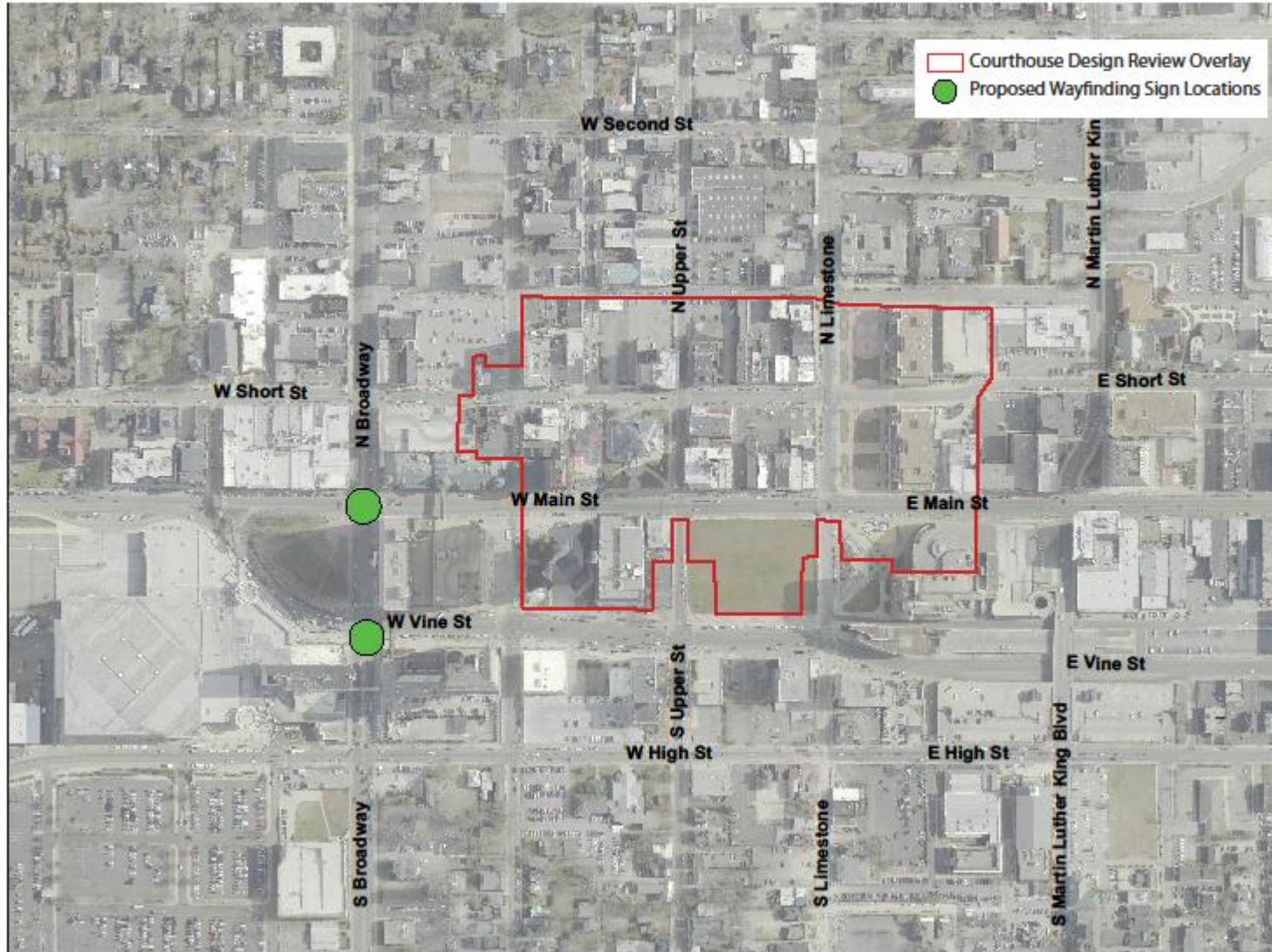
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Exhibit A – Proposed Pilot Locations



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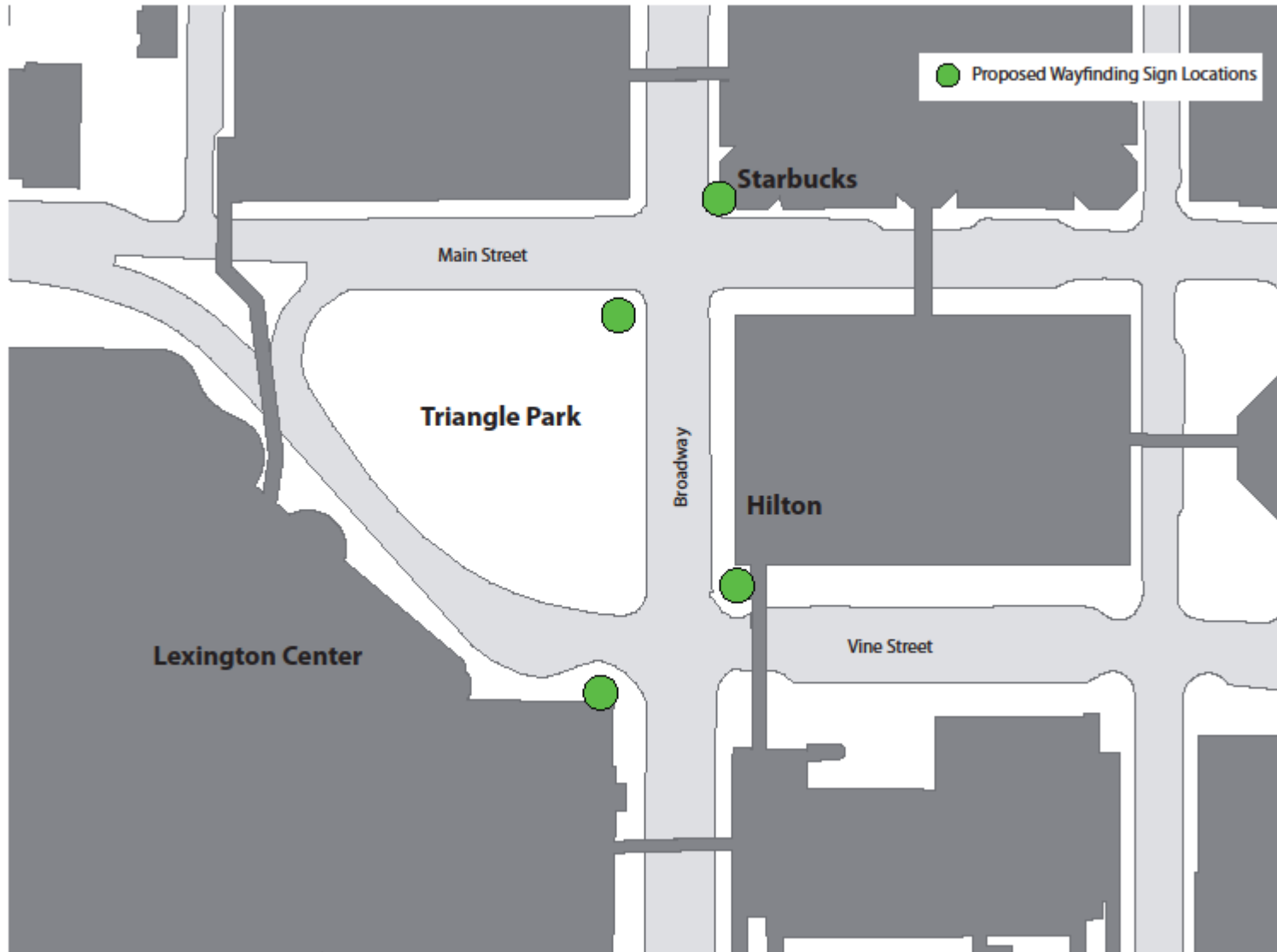


Exhibit B – Initial Design Concepts



Louisville Model



Example from Austin, TX

Downtown Lexington
West Vine St.

← Shops at Lexington Center
Yesterday's Bar and Grille
Sunset Strips
Subway
Mr. Kan's Chinese
Arby's
Your Frame of Mind Galleries
Artique
Cosi
Kentucky Korner
ATM

Jmorse Bistro →
Dean Dorton Allen Ford →
Central Bank Parking Garage →
First Federal Bank →

Downtown Lexington Corporation
P.O. Box 1179 / Lexington / KY / 40588
Phone: (859) 425-2590

Proposed Lexington Insert Design

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Exhibit C – Press

<http://www.kyforward.com/2013/05/leadership-lexington-wayfinding-project-aims-to-steer-pedestrian-traffic-downtown/>

Leadership Lexington ‘wayfinding’ project aims to steer pedestrian traffic downtown

Pedestrians heading downtown may soon get some help identifying local hot spots. With plans under way to pilot a pedestrian wayfinding system, a team of current Leadership Lexington participants aims at making Lexington’s central scene a more pedestrian-friendly destination.

Each year, Leadership Lexington participants are challenged to develop and implement ideas that benefit the community. Vision Lex, a group of 11 members, took on pedestrian wayfinding for a single reason: to cultivate a more accessible downtown Lexington.

“There needs to be clear signage at eye level to point people to businesses, restaurants and attractions,” says Di Boyer, one of the group’s participants and ex-officio board member of the Downtown Lexington Corporation. “We believe that pedestrian signage will bring more people downtown, which will breathe new life into the many unique treasures we have here.”

Over the last six months, the team has collaborated with the Mayor’s Office and LFUCG, while partnering with other key stakeholders including Commerce Lexington, Downtown Lexington Corporation, Parking Authority, Lexington Convention and Visitors Bureau, Kentucky Utilities and the Downtown Development Authority.

“This was a challenging task to bring all of the partners to the table and move this project forward. This is an idea that has been considered since the streetscape plan was developed over ten years ago. The excitement is building as we anticipate the first signs going up,” said Amy Carrington, director of Leadership Development at Commerce Lexington.

Renee Jackson, executive director of the Downtown Lexington Corporation, is also pleased with the group’s progress. “The Vision Lex group has been a pleasure for DLC to partner with. This is an initiative that we are very happy to see move forward.”

The Downtown Lexington Corporation will assist Vision Lex in implementing a test run of the wayfinding concept this summer. Fashioned after Louisville’s downtown signs, Lexington’s will include a familiar marketing look, with tourism graphics already utilized on vehicular signs.

While locations are still being confirmed, the signs are likely to first be seen on Main and Vine Streets. The pilot phase is expected to cover a total of eight locations.

To support the momentum of this project, funding is still needed. All contributions are tax deductible and can be made to Bluegrass Community Foundation. (Vision Lex”should be noted in the memo line.)

Donations can also be made online [here](#). For more information about making a donation, contact Di Boyer at <mailto:boyerdi@sjhlex.org> or Patrick Quirk at Patrick.Quirk@SDGblue.com.

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<http://bizlex.com/2013/05/wayfinding-signs-to-debut-downtown-for-pedestrians/>

Wayfinding Signs to Debut Downtown for Pedestrians

Posted on May 21, 2013

By Staff

Lexington, KY – While large-scale wayfinding signs have been in place for drivers around Lexington for a few years, a pilot program to be launched this summer will put smaller ones on downtown sidewalks for those on foot.

Eight four-sided signs will be placed in strategic locations to make downtown and its attractions more accessible.

“There needs to be clear signage at eye level to point people to businesses, restaurants and attractions,” said Di Boyer, a member of a group in this year’s Leadership Lexington class that has initiated the project. “We believe that pedestrian signage will bring more people downtown, which will breathe new life into the many unique treasures we have here.”

Over the last six months, the group, known as Vision Lex, has worked with city officials, Commerce Lexington, Downtown Lexington Corporation, the Lexington and Fayette County Parking Authority, Lexington Convention & Visitors Bureau, Kentucky Utilities, and the Downtown Development Authority on the project.

The Downtown Lexington Corporation will assist Vision Lex in implementing a test run of the wayfinding signs this summer. Similar in style to signs gracing the streets of downtown Louisville, Lexington’s will include aspects already seen on the wayfinding signs for drivers.

Exact locations for the signs are still being confirmed according to a release from the group, but the first sign is likely to be seen where Main and Vine streets merge.

International Downtown Association

IDAdvantage NewsBrief Email: May 16, 2013

Leadership Lexington 'wayfinding' project aims to steer pedestrian traffic downtown

Pedestrians heading downtown may soon get some help identifying local hot spots. With plans under way to pilot a pedestrian wayfinding system, a team of current Leadership Lexington participants aims at making Lexington, Ky.'s, central scene a more pedestrian-friendly destination

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Exhibit D – References

Six principles of a walkable environment:

- Accessible
- Comfortable
- Connected
- Convenient
- Engaging
- Vibrant

Websites:

- <http://www.walkable.org/> - Walkable communities are thriving, livable, sustainable places that give their residents safe transportation choices and improved quality of life. They are the oldest, and until quite recently, the only towns or cities in the world. Walkable Communities are designed around the human foot, truly the only template that can lead to sustainability and future community prosperity. Increased walkability also helps improve resource responsibility, safety, physical fitness and social interaction.
- <http://www.ldmd.org/Pedestrian-Signs.html> - Louisville Downtown Management District's Pedestrian Wayfinding site
- http://www.cityofknoxville.org/policy/ped_wayfare_report.pdf - Pedestrian Wayfinding Report for Knoxville
- <http://walkyourcity.org/> - Guerilla pedestrian wayfinding project started in Raleigh and featured the new TED book: The City 2.0.

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Exhibit E – Copy of Funding Request Letter to LFUCG

December 20, 2012

Kevin Wentz
LFUCG
200 East Main
Lexington, KY 40507

Dear Mr. Wentz:

As members of Commerce Lexington's Leadership Lexington Class of 2013 we appreciate your time, support and collaboration in support of our Vision Lexington group. Over the last 90 days we have narrowed the scope of our group project to help establish and implement a pedestrian way-finding system for the downtown Lexington district.

Our Vision Lexington group consists of eleven highly motivated community leaders who wish to collaborate with the Mayor's Office and LFUCG and other stakeholders including Commerce Lexington, Downtown Lexington Corporation, Parking Authority, Lexington Convention & Visitors Bureau, Kentucky Utilities, and the Downtown Development Authority to work together and successfully move this project forward. We have spent time educating ourselves on the Lexington Streetscape Plan from 2003 and have researched many other community way-finding systems and examples.

Per your recommendation at our meeting on December 19, this letter serves as a formal request to have funding included in the upcoming city budget to facilitate all or part of our proposed project. Having a pedestrian signage project is a logical next step and would be in keeping with the overall look and brand of the vehicular signage that was added for the World Equestrian Games. We understand that signage funds may be limited and we are also willing to help fund a portion of the project through public private buy-in and partnerships. Tourism funding and resources may also be available as well as grant funding.

Currently we are looking at establishing consensus on a similar pedestrian-friendly signage project that the city of Louisville has already implemented with success. This plan utilizes existing LG&E/Kentucky Utilities light poles for the signage at an approximate cost of \$400-\$500 per pole. A photo is included for reference purposes as is our project timeline. The project could include up to 100 signs or as few as 5 signs if funds are available and would be sustained and maintained by the Downtown Development Authority.

At this time, your continued guidance and expertise in this process is highly valued; as is getting this project put into the budget for the next fiscal year. Kevin, if you have questions please contact us at anytime. We look forward to your positive feedback and communication.

Sincerely,

Vision Lexington Group Members

Andy Shea, Lexington Legends
John Hinkel, Fowler Bell, PLLC
Patrick Quirk, SGDbLue
Di Boyer, Saint Joseph Hospital Foundation

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Ron Edmonson, Immanuel Baptist Church
Teddi Hibberd, GRW, Inc.
Alan Waddell, Kentucky Dept. of Energy
Will Graham, Kentucky United Energy
Ashley Chatham, Toyota
Sarah Sloan, Stoll Keenan Ogden, PLLC