

Walking Local

A Grandview-Woodland sign pilot project depicting the diverse array of assets found in a 10 minute walk

Final Report

April 12, 2013



CityvStudio



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Press Release



Complete Community Sign Celebrates Grandview-Woodland!

FOR IMMEDIATE RELEASE

April 6, 2013

Vancouver, B.C. - Four signs have been installed in the Grandview-Woodland community in Victoria Park, Salsbury Park, McSpadden Park, and the intersection of Victoria and Pender. Each sign showcases important and unique community landmarks and businesses located within a ten-minute walk. The signs highlight heritage sites, local businesses, culture hubs, green spaces, health services, and other community sites in the area in order to promote the walkability of the neighbourhood.

The signs were designed and implemented by four CityStudio students working to make Vancouver the greenest city in the world by 2020. Sélina Pechlaner-Kruk, Lindsay Pearce, Justin Cook, and Jessica Hartman, in collaboration with the Grandview-Woodland community, launched Walking Local, a sign pilot project in Grandview-Woodland. The signs encourage walking as a preferred mode of transportation for everyday activities, and increase awareness of local services and connecting the Grandview-Woodland community.

“Our vision is to celebrate and encourage walking through the shared knowledge of community and cultural assets,” said Pechlaner-Kruk. “We’re aiming to set a precedent for the City of Vancouver as a means to showcase the complete community within every Vancouver neighbourhood through the use of pedestrian signs.”

[CityStudio Vancouver](#) is an energetic hub of learning and leadership where students design and implement Greenest City projects. CityStudio is co-led by Duane Elverum (Emily Carr University of Art and Design) and Dr. Janet Moore (Simon Fraser University – Centre for Dialogue). The project is a collaboration of the City of Vancouver, Vancouver Economic Commission, British Columbia Institute of Technology, Emily Carr University of Art and Design, Langara College, Simon Fraser University, University of British Columbia, and Vancouver Community College. The project is supported by Vancouver's Campus City Collaborative (C3).

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CityStudio

CityStudio is an innovative collaboration between the City of Vancouver (CoV) and the city's six post-secondary institutions (BCIT, ECUAD, Langara, SFU, UBC, VCC), developed in conjunction with Mayor Gregor Robertson's ambitious 10-point plan for Vancouver to become the greenest city in the world by 2020. In the last 2 years, CityStudio has become an energetic hub of learning and leadership where students and faculty have contributed more than 30,000 hours of research, learning, and action towards putting projects on the ground to support Vancouver's Greenest City Action Plan. The project is co-directed by Duane Elverum (Emily Carr University) and Dr. Janet Moore (SFU Centre for Dialogue).

Project Title Walking Local

Project Description A Grandview-Woodland sign pilot project depicting community and cultural assets available in a ten minute walk

City Staff Advisor Andrew Pask, Grandview-Woodland Community Planner

Project Team

Justin Cook | SFU

Jessica Hartman | SFU

Lindsay Pearce | SFU

S  lina Pechlaner-Kruk | UBC



Green Transportation

Greenest City 2020 Action Plan

Target: Make the majority (over 50%) of trips by foot, bicycle, and public transit.

Priority Action: Plan for complete communities to encourage increased walking

Transportation 2040 Target: Ensure streets and sidewalks support a vibrant public life and encourage a walking culture, healthy lifestyles, and social connectedness.

Project Summary

Walking Local is a Grandview-Woodland sign pilot project that celebrates complete communities in Vancouver by showcasing the diverse array of assets accessible in a ten-minute walk. The signs encourage walking as a preferred mode of transportation for everyday activities, and increase awareness of the complete community while celebrating the uniqueness of the neighbourhood.

Walking Local installed four temporary signs in the Grandview-Woodland community, at Victoria Park, Salsbury Park, McSpadden Park, and the intersection of Victoria and Pender. Each sign showcases important and unique community and cultural assets located within a ten-minute walk. The signs highlight heritage sites, local businesses, culture hubs, green spaces, health services, and other community sites in the area in order to promote the uniqueness and walkability of Grandview-Woodland.

Walking Local addresses the Green Transportation goal of the Greenest City 2020 Action Plan, as well as the Transportation 2040 plan. Walking Local was designed to foster community connections by encouraging walking through the shared knowledge of neighbourhood assets.

Project Overview

“Our vision; to celebrate and encourage walking through the shared knowledge of community and cultural assets”

Methodology

Walking Local initially focused on the notion of the complete community and how it might be possible for Vancouver residents to celebrate walkability and thereby encourage walking as a preferred mode of transportation. The team looked to several communities where the goals of the project could be successfully implemented and ultimately landed in Grandview-Woodland. While Grandview-Woodland has achieved 50% of trips by foot, bicycle, or public transit, walking remains significantly low in comparison to the rest of the City. In addition, feedback in the community planning process identified a desire for pedestrian signage and walking tours that represented key community features.

The Grandview-Woodland Community Profile, Planning Through Dialogue documents, orphaned spaces data (compiled by previous CityStudio group) and VanMap were key documents used to compile an extensive list of community assets before meeting with the community. By compiling and building upon existing community compiled data, we were able to ensure that community member time was used effectively.

We facilitated a community conversation on March 18th during which residents were asked a series of questions that worked to elucidate the map content, project form and project location. Preliminary maps with data derived from existing documentation were provided and we asked questions to ensure everything was on the map that needed to be. Many additional assets were pointed out, such as heritage sites and areas, local art pieces and viewpoints.



Community members were asked what attributes were unique to Grandview-Woodland and were integral to shaping form. Many attendees commented that a community focused map would be a suitable manner of depicting the information, but stressed a desire for the project to reflect the community, encouraging the team to look to local artists and include neighbourhood identifiers such as crow imagery or industrial elements. Finally, attendees were asked to identify priority locations where they thought the sign should go. An orphaned spaces map (developed by a previous CityStudio project team) was provided and several preferred sites were identified. Factors including level of traffic and usefulness to community were also expressed.

Following the guidance of the community and building on previous work, a decision was made to create signs that would depict the complete community through a series of maps. The next step came in synthesizing the abundance of information compiled from the pre-existing data and the community conversation into a design that was meaningful and legible to the community. Criteria used to determine what assets would be included were: all assets had to be

publically accessible to all individuals, heritage buildings identified could not be private residences, individual businesses would not be represented as separate entities, and all art regardless of medium or cultural basis would be represented as public art. Decisions were made to reflect the uniqueness of the area and relevance to complete communities. To represent a ten-minute walk, we used the City of Vancouver standard of an 800m radius.

The initial site was determined as Salsbury Park – a location that highlighted the orphaned spaces theme of the semester, met the needs of the community (central and high traffic), the needs of the city (kept the sign off of Commercial drive) and depicted a diverse array of assets. The orphaned space at the Pender and Victoria Boulevard was chosen, as well as Victoria and McSpadden parks due to their accessibility. Signs in park locations were installed as to highlight corners that appeared underutilized.



As an important deliverable of this project, the entire community was mapped and illustrated on a master asset map of the neighbourhood, allowing for maps to be easily created for any Grandview-Woodland location.

Project Outcomes and Impact

Walking Local launched the temporary sign project on April 6 with a community ‘Lunch and Launch’ surrounding the sign in Salsbury Park. We saw an overarching positive reaction to the sign; community members talked about what they love about Grandview-Woodland and expressed their appreciation of the walkability of the community. Residents saw the sign as a gathering place, and as a way to connect people in the neighborhood. The sign sparked conversation between residents new and old, and facilitated connections around shared knowledge of the community. We are confident these impacts will not only promote further the Green Transportation Goal, but also engage the community with the concept of complete communities as they plan for the future.

Key Challenges

Walking Local’s greatest challenge was the time required for site approval for a permanent sign. As much of our progress relied on having an approved site to move on with creating the sign, we needed to adapt. Walking Local decided to create multiple, temporary signs. This became an influential step in our project, and we used the opportunity to collect valuable feedback on content and design as well as have a greater impact throughout the community.

Preferences and opinions from various community groups were at times challenging to navigate, but challenged us to create something that was reflective of the community. Grandview-Woodland is home to many important community groups, cultures and history, and representing the diversity of these characteristics was a must. Community conversations also revealed that they did not want something that looked like a City project, challenging us to create a new, unique sign that spoke to this uniqueness in the neighbourhood.

Current Project Status

Walking Local currently has four temporary signs in the ground at McSpadden Park, Victoria Park, Salsbury Park, and the boulevard at Victoria and Pender Streets. The signs were constructed and to remain for the duration of the summer, in order to gauge public response.



Contact information for feedback has been provided at each site that we hope will encourage residents to provide feedback that will inform permanent signs.

The team is currently involved in conversations to expand the project and install a permanent sign in Salsbury Park. In developing the permanent sign, collaboration with local artists will truly make the sign a community piece. This planning process is continuing with Andrew Pask, the

engineering department, the City's sign shop and various other city departments. Communication will continue over the summer and will guide the timeline of designing and installing a permanent sign.

Stewardship

Walking Local's four pilot signs are being implemented on a temporary basis in four Grandview-Woodland parks. Data will be compiled during this project will be made available to the Grandview-Woodland community as they develop their community plan. Pending the success of the pilot project, we hope that this project will provide insight for the City of Vancouver as a means to showcase the complete community within every Vancouver neighbourhood.

The four signs will be monitored for the duration of the summer by the Walking Local team. Each sign will be checked in on bi-weekly; Check-ins will take place on April 19th, May 3, 17, 31, June 14, 28, July 12, 26, August 9, 23 and September 6). If the signs are damaged, they will be repaired or removed. If at any time during the pilot period there is a request from the city to remove the signs, the team shall remove them promptly.

Project Reflection

As Walking Local moves on with this project, we aim for more interaction with a greater number of community stakeholders. Although we invited a large number of important community

groups, and they responded with great interest and excitement, many were unable to attend our community conversation on March 18th. These groups would have been a valuable addition to the dialogue surrounding this project, and our time limitations proved a barrier in extending the conversation beyond this important event. Key community groups we will be in dialogue with as we move forward include: The Grandview-Woodland Community Policing Center, the East Van Culture Crawl coordinators, The CULTCH, the Commercial and Strathcona BIA, the Grandview-Woodland Area Council, the Vancouver Aboriginal Friendship Center, and the Urban Native Youth Association.

Project Barriers Identification

To date, Walking Local has experienced few barriers with this project. The most significant was likely the difficulty of hiring a communications designer given the short project timeline; as such, Walking Local re-organized internal resources and produced a completed asset map of Grandview-Woodland. While this was time consuming, it provided an opportunity to build internal skills and created a map tailored to the community input previously mentioned.

As we move forward in conversation with the City of Vancouver and Andrew Pask on behalf of Grandview-Woodland, we expect that liability concerns will arise. Previous concerns for permanent signage have been centered on sign construction, possibility of injury around children, and stability under stress from climbing or wind.

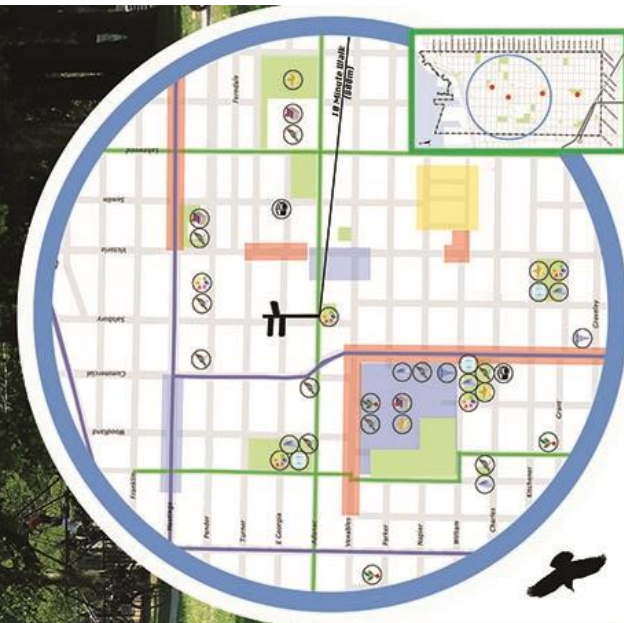
Budget

Expense	Cost
Community Conversation	\$130.71
Launch Event	\$176.95
Miscellaneous	\$20.26
Sign Hardware	\$366.51
Total Expenses	\$694.43



Walking Local

A Grandview Woodland signage pilot project depicting community and cultural assets available in a 10 minute walk



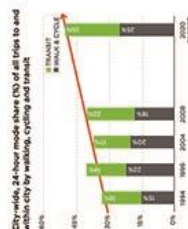
Stewardship

With long local, four pilot signs are being installed on the main thoroughfares in four Grandview-Woodland parks. We are also working with the goal of implementing one permanent sign in collaboration with local artists from Grandview-Woodland. Data compiled during this project will be used to help us understand the needs of the community as they develop their community plan, as well as the City of Vancouver as they plan for future pedestrian way finding. Pending the success of this pilot project, we hope to set a precedent for the City of Vancouver to implement a complete community within every Vancouver neighbourhood.

Project Impact

Walking has many benefits including the promotion of a healthy lifestyle and the fostering of a strong sense of community. By encouraging the use of bicycling and walking by promoting the accessibility of sidewalks, trails, and other transportation resources and activities in the Grandview-Woodlawn area, we intend that the interest and information generated by this project will contribute to current planning and development of the Grandview-Woodlawn community plans, and engage the neighborhood with the concept of complete communities as they plan for the future. In addition, walking local aspires to improve the pedestrian scene by celebrating the many uses and benefits of walking and cycling and encouraging the use of these modes of transportation. We will support the planning and development of this project, walking local, and provide information to become a benchmark for future pedestrian signage in the city.

Project Overview



Acknowledgements

Walking Local



From Left
 Martin Cook, SFU, Sociology
 Melissa Hartman, SFU, Human Geography
 Selina Pechauer-Krue, UBC, Human
 Geography & International Education

Crydudio is an innovative collaboration between the City of Vancouver (CoV) and the city's six post-secondary institutions (BCIT, UICAD, Langara, SFU, UBC, VCC), developed in conjunction with Mayor Gregor Robertson's ambitious 10-point plan for Vancouver to become the greenest city in the world by 2020. In the last 2 years, Crydudio has become an energetic hub of learning and leadership where students and faculty have contributed more than 30,000 hours of research, learning, and action towards putting projects on the ground to support Vancouver's Greenest City Action Plan. The project is co-directed by Duane Eberman (Emily Carr) and Dr. Janet Moore (SFU Centre for Dialogue).



Acknowledgements

We would like to thank the Grandview-Woodland Community for welcoming this project into their neighbourhood. We would like to thank Andrew Pask for his dedication and time as our primary City Contact, as well as the numerous other City of Vancouver staff members who worked to support this project. Thank you to Continental Coffee and Save-On-Foods for their donations and Four Brothers Pizza for their discount that allowed our community conversation to be as successful as possible. Thank you Tyler Pearce for investing your time and skills. We would also like to thank Janet Moore, Duane Elverum, Sean Blenkinsop, and Lena Soots from CityStudio for their wisdom, guidance, and support. A special thanks to our CityStudio cohort, especially GP Mendoza for his diligent note-taking. Finally, we wish to thank our friends and family for their ongoing support and encouragement.



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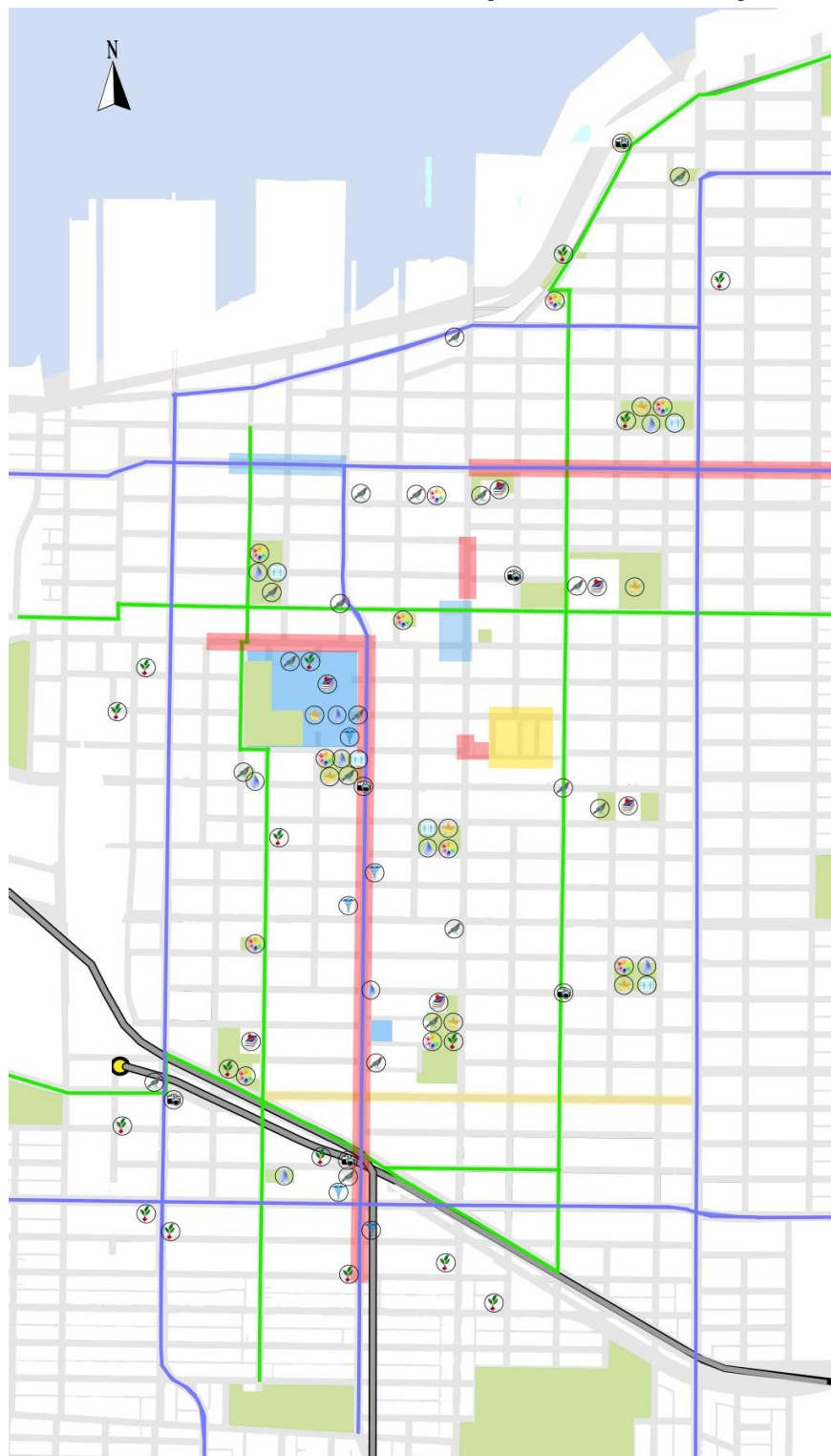
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Appendix

Grandview-Woodland - Complete Asset Map



*See legend on next page

Salsbury Park Sign

Where can you walk in 10 minutes?

Grandview-Woodland is one of the most unique neighbourhoods in all of Vancouver, and it is also one of the most walkable! This sign celebrates this and the concept of complete communities: those in which residents have access to all needed goods and services within a 10 minute walk from their homes. This is a temporary wayfinding sign that links you to the rich variety of community and cultural assets within a ten minute walk, or in an 800 meter radius, from this point. It is part of a series of four temporary signs in the Grandview-Woodland neighbourhood. Explore the self-contained heritage tour of Rose and Lily Street, walk to your local grocery stores and shops, immerse yourself in the public art of Grandview-Woodland, and stroll beneath 6th Avenue's 100 year old elms. It's all a 10 minute walk away!



This project is a collaboration between four students at CityStudio, the Grandview-Woodland community, and the City of Vancouver. CityStudio is a Campus-City Collaborative in which students design and implement projects that address the Greenest City 2020 Action Plan. This map built upon the Grandview-Woodland Community Profile (2012) and Community Planning Through Dialogue sessions. Community input for this map project was heard at a Community Conversation that took place at the Britannia Community Center on Monday, March 18th. We welcome your feedback and suggestions for improvement! Please contact us at walkinglocal@gmail.com