

# A GUIDE FOR DEVELOPING A WALKING MAP

## Part I - The Planning Process

As walking becomes more popular as a form of exercise, for tourism or as a means of transportation, the development of community walking maps becomes more important and necessary to allow people to fulfill their health, recreation and travel goals more effectively. This guide will propose a process by which different types of walking maps can be developed in a way that best serves the needs of the individual walker and the interests of the community. These needs and interests include tourism, recreation, health benefits, commercial, historical commemoration and as a means of transportation. Although these interests are not mutually exclusive (they are, in fact, mostly complementary) there should be a central purpose for which the map is created.

This guide will propose a plan of action for creating a walking map, list the information critical to each type of map and highlight examples of effective maps of each type. Lastly, the planning process will be applied to an actual mapping situation in a Wisconsin community in order to demonstrate and test the precepts of the guide.

### **Step One: Determine the Purpose of the Map and the Intended Users**

Determining the central purpose of the map is the first step in development, as the purpose will dictate the components, the user type, format and constituency of the map. See Part II for a listing of different walking map types. For this project, walking maps relating to the following subjects will be included:

- Historical or cultural significance
- Health/recreation
- Transportation
- Tourism and commercial interests

This step basically determines scope and patronage of the map and will guide you in the formation of a stakeholder group.

### **Step Two: Identify Stakeholder Group**

Identifying and creating an active stakeholder group could be the most important step in the map-making process. The stakeholder group will:

- Determine and support the rationale for creating the map
- Garner the support of user groups
- Provide accurate and up to date information to be included on the map
- Help to identify financial support for developing and printing the map or creating an electronic version of the map

- Provide the basis of a friends group that will monitor changes in walks and updates needed on the map

The composition of the stakeholder group will be determined by the intended user groups. If the map is intended for a single user group such as a school, the stakeholder group may consist of school staff, students and parents. However, if the map is intended for the use of tourists, the stakeholder group may include a more diverse membership such as the chamber of commerce, the local tourism bureau, and the public works department. In all cases it would be prudent to consult with the local police department, elected officials and other relevant government agencies, and provide opportunities for their involvement or membership in the stakeholder group. All subsequent steps in the map-making process should involve the stakeholder group.

### **Step Three: Determine the Scale of the Map**

The scale of the map determines the geographical area the map will cover and its overall size. For example, tourism maps will be on a smaller scale and show all the streets located within the neighborhood. Regional trail maps, on the other hand, will be of a much larger scale and less detailed – perhaps only depicting important waypoints and significant roads that the trail crosses. For an electronic version of the map, consideration should be given for ease of printing and the ability to reproduce a usable handheld product.

### **Step Four: Determine the information to be included on the Map**

Information included on the map should be relevant to the purpose of the map. If the map is intended for tourists, it should include restroom facilities, hotels and parking locations. Historical informational maps should provide narrative details of historical sites or illustrations of featured buildings. Retail establishments, restaurants, hours of operation and contact information should be included when appropriate.

Regional maps might include details of parks and wildlife areas. For long or strenuous walks, the locations of bus stops or other transportation options may be included as safety measures for walkers who run out of time or energy.

A number of features should be included on every map, regardless of function or user type. These include a scale, orientation arrow, legend and significant geographical features, such as parks and bodies of water. Including a scale allows users to determine the length or distance between waypoints. The orientation arrow provides a point of geographical reference, as does the inclusion of significant geographical features. Legends are imperative to conveying important information such as facility location, walking conditions to be expected, the specific loop or trail itself, parking locations and dangerous crossings or signalized crosswalks. Including these features helps users familiarize themselves with an area. Finally, it is important to indicate the date that a map is completed, since conditions on the ground will change over time.

### **Step Five: Decide on the Size and Format of the Map and Level of Portability**

This step is largely a function of the map's perspective use. Trail maps should be easy to fold and carry in a pocket. Historical heritage maps are more suited to pamphlets that can accommodate lengthy descriptions. The scale of a map will also help to determine the overall size of the document. Large state park walking maps may be 24 x 36 inches, folded in a typical map format. On the other hand, campus walking maps may function quite well at 8.5 x 11 inches.

### **Step Six: Production of the Map (Cartography)**

This step requires some basic knowledge of cartography. If you need help, you can seek the assistance of your community or county planner. In counties or communities that do not have people in these positions, a regional planning commission should be of assistance.

Map making has become both easier and more sophisticated – Web site applications [such as [mapmywalk.com](http://mapmywalk.com), [bikely.com](http://bikely.com), and [runstoppable.com](http://runstoppable.com)] are now available to provide very basic to moderately enhanced maps. On the other end of the spectrum, geographic information systems are a powerful tool that can combine existing databases with a digital geographic element to produce a variety of maps.

The on-line mapping tools referenced above are very easy to access and offer the same street grid and map attributes as Google maps. Additionally, both *mapmywalk* and *runstoppable* offer elevations, which can be helpful for expressing the difficulty of certain walks. The most common application of these sites for walking purposes is the identification of specific routes or courses, done on the map itself by highlighting the preferred route of suggested sidewalks or trails. All of these interactive packages allow the map creator to actually provide on the map cues and notes at desired locations, which are very helpful whenever a change of direction occurs on the map. Maps can be saved on-line and then viewed by others. Virtually no cartographic abilities are required to customize a map, since the base maps are already established. Maps can be printed, but sizing is very limited. The real benefit of these maps is the ability to quickly create a route and share it with others by using the on-line features of these Web sites.

Experienced cartographers use a variety of mapping packages, ranging from simple drafting software packages to geographic information systems (GIS) software. Basic drafting software can produce the simplest of maps, but the product may be lacking in appearance and detail. More sophisticated packages can produce the most attractive maps, but the cartographer needs to be very well

trained or experienced. With GIS, a much more complete set of information and database is available to the mapmaker. Cartographers rarely have to create a base map since “line work” (streets, highways, and census tracts, etc) have already been created by other people. The cartographer can begin work on the more germane aspects of the map – location of sidewalks, recommended walking routes, and physical and cultural features important to pedestrians. Once these additional layers are produced, they can be mapped and shared with other cartographers for use in other maps.

### **Step Seven: Identify Potential Sponsors or Funding Sources**

Maps developed to promote healthy activities may be generated from local and county health departments or medical facilities and are sometimes funded by government agencies or medical groups. Tourism maps may be funded by a chamber of commerce, tourism agencies, local retailers or innkeepers. Recreational maps are often funded by municipalities at the state and local level or by friends groups or non-profit trail advocacy groups. The stakeholders or friends group will be helpful in identifying sponsors and funding sources. With the current widespread use of on-line publishing, it is possible to simply find a Web site to offer the map in electronic form. This will significantly reduce the costs of printing and disseminating the map.

### **Step Eight: Map Distribution**

Distribution of the map will be determined by the map’s purpose and intended user. Tourism maps can be dispersed via local chambers of commerce, retailers, and convention and visitors bureaus, and made available on those entities’ Web sites. Hotels often offer walking maps to guide their guests to historical sites, tourist attractions, and shopping areas. “Walking for Health” maps can be made available at city and county offices, schools, hospitals and senior centers.

## **Part II - Specific Map Types and Generation**

Listed below are the types of walking maps currently offered by communities, chambers of commerce, associations and organizations. They are sorted into broad categories:

- Historical Significance and/or Heritage Walking Tour
- Promote Healthy Lifestyles and Recreation
- Transportation
- Tourism
- All Purpose

### **Historical Significance and/or Heritage Walking Tour**

If the purpose of the map is to convey historical information about an area, the next step is to determine if there are any stakeholder groups or organizations to be included in the development process. Stakeholder groups can be an important source of information and support. Stakeholders for these maps might include representatives from neighborhood organizations, preservation groups, local university departments or the State Historical Society.

Most historical walking tours are neighborhood-based and thus, on a smaller scale. The scale of the map should be large enough to include all of the relevant structures; an inset context map can be provided to locate the neighborhood within the greater city or region.

Information to be included on the map would be the historical features of significance. These are most often homes, buildings, monuments, parks or natural features such as heritage trees. These should be numbered or lettered and keyed to the descriptions and photos of each feature found on a separate page. The map should also include local resources for additional information.

The format of this map type can vary but is most often a pamphlet, where each historical feature has some descriptive text and a photograph associated with it. A map is provided depicting all of the features and their locations. These pamphlets are often more sturdy than a typical folding map and can be used and kept as a reference.

Funding of these maps is often government based. Local historical societies or neighborhood associations also sometimes contribute. There may also be grant opportunities available.

Distribution sources should include the funding organizations, tourism outlets such as visitors' bureaus and convention centers, local hotels and city offices. The map should be referenced on these organizations Web sites, if applicable, and information on obtaining the map should also be included.

An excellent example of this type of walking map is the [Tenney-Lapham Neighborhood: A Walking Tour](#) (Madison WI). This map is in a pamphlet style, with a cardstock cover page, giving the document structural integrity. An introduction to the neighborhood is found at the beginning of the pamphlet, and each time an historical feature is mentioned or referenced, a number accompanies it, indicating its location on the geographical map. The structures, homes and buildings featured in this pamphlet are numbered in chronological order, according to their date of construction, and the pamphlet dedicates a page to each structure, along with a photographic depiction and address.

The center page of the pamphlet is the geographical map, which makes locating the map within the pamphlet quite easy. This map is quite simple, listing street names and indicating the historical structures by number. Geographical features such as nearby parks and the river are also displayed. Improvements to the map include the addition of a north arrow and scale. Sponsor and contact information is provided on both the inside front and back cover.

The pamphlet could be improved by adding loops of certain lengths and the time it takes to walk them, to break the overall tour into smaller increments.

### **Walking Maps to Promote Recreation and a Healthy Lifestyle**

Intended users of this type of walking map are people who walk for recreation and those seeking to improve their health by increasing the amount of time they spend walking.

Stakeholders could include representatives from health departments, local clinics, senior centers, pedestrian advocacy groups and parks and recreation departments. Neighborhood associations and school districts might also participate through their [Safe Routes to School](#) programs.

The scale of the map will vary. Walking route maps for neighborhoods will be on a smaller scale and more detailed, depicting the majority, if not all, of the streets and trails appropriate for walking. Larger scale city maps can illustrate specific loops or routes to be included in the map. The inclusion of walking routes should be determined and refined by the stakeholder groups.

Because the main purpose of this walking map is to improve health and provide recreational opportunities, the map should include information such as health and safety tips and contact information for local health departments and walking clubs. Appropriate for inclusion on this map would be tips regarding how to start a walking program and how to physically prepare for walks and maintain motivation. This type of information is provided by advocacy groups such as [Wisconsin Walks](#). Safety tips should include rules of the road and best pedestrian practices. The map's legend should include the length of each loop and the amount of time a loop should take to complete. Parks and recreational facilities should be displayed, along with the locations of restroom facilities, potable water, benches, picnic areas, parking areas, trailheads, stairs, areas of steep or uneven terrain, the composition of the walking surface, and dangerous

intersections or crossings. Information regarding restrictions on pets should also be included. Finally, accessibility should be a major concern. Alternative routes for people with disabilities should be clearly indicated on the map. The size of the map will depend on its scale. For the most part, an 8.5 x 11 inch double-sided map will suffice and make the map very portable. Because this map type mostly depicts routes and loops for walking, illustrating every street is not necessary.

Funding sources for this type of walking map include federal, state and local governmental agencies, pedestrian advocacy organizations, parks and recreation departments, health providers, and businesses located on the map.

Distribution points could be parks and recreation departments, visitors' centers, local hotels, bike and running shops, senior centers, schools, libraries and health clubs.

A good example of a "walking for health" map is the "[Step Up to Better Health](#)" map, produced by the Village of Greendale, WI. One side lists the reasons to walk and includes walking locations in the village such as the shopping mall and local parks. Information about the local walking club and a weekly community walk is also provided along with ten walking tips. Users are informed about how to purchase a pedometer from the parks and recreation department.

The reverse side is the geographical map that includes six loops of varying length and one linear trail that follows the river. The map also names major streets and intersections and connections between the loops. It shows major landmarks as well as parks and schools. The loops and linear trail are color coded for easy reading.

The map could include the location of restroom facilities, drinking water, and parking and picnic areas. An orientation arrow and scale would also be helpful. Because the loops are color coded, they should also be named on the map itself and not just in the legend to accommodate users who may be colorblind or those who may have downloaded the map from a Web site and printed it in black and white. Color-coded line-weight designs would be helpful in this instance.

### **Walking Maps for Transportation**

This type of map is often intended for visitors to an area, or local residents wishing to use alternative forms of transportation to reach their destinations. Most often, these are multi-modal maps, depicting separate walking and biking routes as well as multi-use trails. These maps are often more suited to large metropolitan or regional areas.

Stakeholders should include members of pedestrian and bicycle advocacy groups, tourist organizations, and local departments of transportation.

Because this map may include a whole metropolitan area in detail, it may be printed on a large format and should be foldable. Although it may be more difficult to manipulate than a smaller map, its large size is necessary to accommodate because of the large amount of information it must provide.

These maps are often government funded. They can be distributed by local government agencies, hotels, tourist organizations, libraries and Web sites.

In the course of the research conducted for this project, two of the better walking maps identified for transportation purposes were the [North Portland \(Oregon\) Walking Map](#) and [Walk Downtown Victoria](#) (British Columbia).

The *North Portland Walking Map* is an excellent example of an all-inclusive walking map. It is very large - 24 by 36 inches - and provides a wealth of information. One side lists five walking tours complete with detailed maps and relevant information including ADA accessibility, pet restrictions and cue sheets for each loop. A context map is also shown illustrating the loops in proximity to each other as well as to the greater neighborhood. Significant features of the walk are noted both in text and on the accompanying map. It also provides contact information, walking tips, a legend, walking resources, a segment on walking for wellness, and an address panel so that the map can be mailed.

The other side is a large-scale map of North Portland, with the color-coded loops indicated in the context of the greater metropolitan area. Parks and water bodies are illustrated and the same legend is provided as the one used for the smaller maps on the reverse side. The map lists distance in four different ways – length, walking times, number of minutes cycling and number of steps. Although the large size of this map may make it awkward to use at times, it is easy to understand and has an abundance of useful information for the walker.

The scales of the maps are provided both in distance and approximate number of steps in the loop. The comprehensive legend is the same for each map and includes the following information:

- Pedestrian and bicycle off-street path and trail
- Pedestrian-only footpath
- Bus routes and stops
- Bike lanes with steep hills indicated
- Shared roadway bike routes
- Difficult connections for bikes – use caution or sidewalks
- Traffic signals
- Stairs
- Shopping area
- School
- Drinking fountain
- Post office
- Restroom
- Library



- Swimming pool
- Heritage tree
- Hospital
- Bike shop
- Grocery store
- Fire station
- View point
- Point of interest

### **Walking Maps for Tourism**

These maps are often developed by visitors' bureaus and business associations to promote tourism and retail opportunities within a community. The expected users of these maps would be tourists and recreational walkers interested in local cultural and recreational destinations and shopping and dining options within a particular area.

Stakeholders to include in creating this type of map would be the local chamber of commerce, visitors' bureau and/or convention center, business organizations and alliances, and tourism agencies. The scales of these maps vary but mainly focus on a smaller area or district. Relevant information to include on the map would be lodging facilities, restaurants, special shopping areas, museums, historical sites, parks and recreation facilities.

These maps function best when they are small in size (8.5 by 11 inches) and can be tucked into a purse or pocket. Those who seek to benefit from increased tourism, such as local business organizations and visitors bureaus, most often provide funding for these maps. These maps can be distributed by the sponsor locations, retail establishments located on the map and downtown information outlets and tourism organizations.

A good Wisconsin example of a walking tourism map is the *Water Street Historic District Merchant Directory and Map* (Eau Claire). It is 17 by 22 inches in size and folds down to 8.5 by 5.5 inches. One side provides the title panel, a mailing label, context map and description of Water Street and the Chippewa River Trail. A linear map with the numbered retail and dining establishments is also provided. The map illustrates the location of nearby parks, the Chippewa River and The Chippewa River Trail. Below the map, the numbers are keyed to the establishments they represent, organized by service type. Along with restaurants and shopping, sports shops are also included. The other side of the map is a comprehensive listing of the establishments keyed on the first side of the map. Each description includes detailed information of the business, such as the address, hours of operation and contact information.

## **The All Purpose Map**

Great Britain has a long tradition of walking for pleasure, transportation and tourism. Walkers enjoy an extensive network of footpaths, rights of way and long distance recreational routes. Nearly every village and city in Great Britain has numerous interconnecting footpaths where walkers may enjoy a brief stroll, a ramble to a nearby town or attraction, or a long distance walking holiday.

The king of walking maps in Great Britain is the [Ordnance Survey Explorer Map](#). Originally created for military purposes, the OS Series covers the entire country in great detail (1:25,000). The maps include all of the usual geographical and topographical information but also historical, archeological and other sites of interest to the walker. All public walking paths are indicated by green lines of dots or dashes. Since many of the paths go through agricultural land, details on the maps include hedgerows, fences and walls.

The OS Explorer Series Maps combine the features of all of the previously reviewed maps but they do have some drawbacks, most notably their great size, 50 by 38 inches. The map folds to a reasonable size, 5 by 9, but the user must continually refold the map to view the particular area in use. Producing a similar map in the United States may be quite expensive and would require the commitment and cooperation of numerous government agencies.

## **EXAMPLES OF OTHER WALKING MAPS**

### [Vilas County Hiking, Biking, Cross Country Skiing and Birding Maps \(Vilas County, WI\)](#)

- Maps for all above activities for each community in the county are available in printed versions on the interactive [Vilas County Web site](#).

### [The Green Circle Map and Guide \(Stevens Point, WI\)](#)

Multi-use, nonmotorized loop around City of Stevens Point and adjacent Portage County communities. Electronic and print versions are available through the City of [Stevens Point Web site](#).

### [The Oneida County Biking, Hiking, Birding and Canoeing Trails \(Oneida County, WI\)](#)

- A county map showing trails and locations for biking, hiking, Nordic skiing, canoeing and birding. Included is a brief description of trails and locations.
- Sponsors include Oneida Biking and Hiking Council, Oneida County Health Department and Ministry Health of Rhinelander.
- For information call: Rhinelander Area Chamber of Commerce, 800-236-4386, or visit the [Oneida County Web site](#).

### *Northern Highland American Legion State Forest Trail Guide*

- A booklet provides locations and maps for all sponsored hiking, mountain biking, Nordic skiing, and snowshoeing trails in the forest.
- For information contact:  
Trout Lake Forestry Headquarters  
4125 CTY HWY M  
Boulder Junction WI 54512  
715-385-2704 or 715-385-2727

### [The Tenney-Lapham Neighborhood: A Walking Tour \(Madison, WI\)](#)

- Published by the Madison Landmarks Commission and the Tenney-Lapham Neighborhood Association, 1997
- Type: Walking tour of historically significant buildings.
- Size: 11”X 4” booklet
- Contact Preservation Planner, City of Madison (608) 266-6552 for copies.
- Electronic version is available on the [City of Madison Web site](#)

### *Madison’s Pioneer Buildings—A Downtown Walking Tour*

- Contact Preservation Planner, City of Madison (608) 266-6552 for copies.

### *The Greenbush-Vilas Neighborhood: A Walking Tour*

- Contact Preservation Planner, City of Madison (608) 266-6552 for copies.

### [Southwest Portland Walking Map \(Portland, Oregon\)](#)

- This map compliments the North Portland Walking Map discussed earlier as a model walking map.
- Sponsored by the [City of Portland Office of Transportation](#)

### [Sumter County Walk \(South Carolina\)](#)

- A health oriented map illustrating walking opportunities in rural and urban areas.
- Sponsored by a coalition of health and education agencies.
- Information available on the [Sumter County Web site](#)

### [Ice Age Trail Atlas](#) (Wisconsin)

- A book (9” X 11”) of 72 maps illustrating all completed segments of the Ice Age National Scenic Trail, a footpath that highlights the glacial features of the last ice age for over 1000 miles within Wisconsin.
- All maps are GIS based on a 1:48,000 scale.
- See the [Ice Age Park and Trail Foundation Web site](#) for additional information.

### [The Ballard Historical Walking Tour \(Seattle, Washington\)](#)

- A good example of a walking map illustrating the historical highlights of a neighborhood in a larger city. See the [City of Seattle Web site](#).

### [Rockhampton City Walking Routes \(Queensland, Australia\)](#)

- Health oriented maps sponsored by the City of Rockhampton based on the 10,000 daily step model.
- See the [City of Rockhampton Web site](#) for additional information.

### **Part II Summary**

A good walking map is user friendly and includes information that addresses its intended purpose. Once the purpose is determined and a stakeholder group is formed, the appropriate information can be selected for the map type. Effective walking maps need not be expensive, time consuming undertakings in order to be clear and user friendly. They need only provide necessary information to make them efficient and useful.

Casual walking maps can be created by clubs and neighborhood groups using free mapmaking resources on the internet. [Examples of these internet tools can be found at [www.runstoppable.com](http://www.runstoppable.com), [www.MapMyWalk.com](http://www.MapMyWalk.com) and [www.webwalking.com](http://www.webwalking.com).] Using these tools to develop draft maps is an excellent way to present potential walking routes to stakeholders because they can be easily modified and reproduced at virtually no cost.

### **Part III – Application of the Planning Process**

As walking becomes a more popular form of exercise, for tourism or as a means of transportation, the development of community walking maps becomes more important and necessary to allow people to fulfill their health, recreation and travel goals more effectively. The third part of this guide will apply the proposed planning process recommended in Part 1 to an actual mapping need in a Wisconsin community.

The **Application of the Planning Process** was executed by David Phillips (representing Wisconsin Walks), and Angie Tornes (representing the Rivers and Trails Program of the National Park Service). The Rivers & Trails Program provided coordination and technical assistance, which was invaluable in guiding the Sheboygan Walking Trails Project used to test this guide. Their editorial assistance in developing the guide is also greatly appreciated. The “we” referred to in this section will refer to David and Angie.

In order to test the efficacy and desirability of this mapping guide, a community was chosen as a test site. Because of the enthusiastic initial support from government agencies, health organizations and businesses, the city of Sheboygan, Wisconsin, was selected as a test location. Sheboygan County had recently received a \$25 million federal grant to provide infrastructure designed to influence an increase in non-motorized modes of transportation. It was felt that the mapping project could piggyback on the federal grant and that funds could become available through the grant or some other public or private agency for producing a physical map.

The city of Sheboygan has a rich commercial history dating back to early 19<sup>th</sup> century, with trade between Native Americans and French, and then American traders. Later, Lake Michigan, the Sheboygan River and the adjacent harbor provided an excellent location for lumber and flourmills, meatpacking and commercial fishing. The city thrived with successive waves of immigrants and diverse manufacturing enterprises. Entrepreneurs contributed land and treasure to build a park system that is the envy of most cities. Indeed, Sheboygan now has the highest park acreage per capita of any city in Wisconsin.

In the last quarter of the 20<sup>th</sup> century, global economic forces brought about an erosion of Sheboygan’s manufacturing base and the city began to decline. In the late 1980s, the City of Sheboygan and citizens from throughout the region entered into a public/private partnership that culminated in a plan to revive the area by building on the unique natural and historical resources of the city and region. The success of this endeavor is being realized as Sheboygan has become a popular tourist and vacation destination for golfing, bicycling, sailing, fishing, and miles of some of the finest natural sand beaches in the United States.

In summary, the following factors led us to choose Sheboygan as the place to test the Guide for Developing a Walking Map:

- Abundant park and recreational assets
- Rich historical resources
- Receptivity of the citizens
- Support of governmental agencies and
- Absence of a walking map for the city.

### **Step One: Determine the Purpose of the Map and the Intended Users**

If we had tested the planning process on our own community based on our particular interests, we could have determined the purpose of the map based on our special interests. Since we were testing the guide in someone else's community, we decided to meet with local officials to discuss the project and identify the purpose and potential users of the map.

The initial planning meeting was held in February 2006, and included representatives from the following agencies:

- Sheboygan Department of Public Works
- Sheboygan County Department of Planning
- Sheboygan County Human Resources Department
- Non-motorized Transportation Project Coordinator
- Sheboygan Department of Planning and Development

At this meeting we discussed the purpose of the walking map, a preferred model and potential stakeholders. It was determined that the purpose of the map was to:

- Encourage walking as an alternative form of transportation,
- Increase physical activity to promote a healthy lifestyle and,
- Promote the natural, historic and cultural resources of the area for the purposes of tourism and recreation.

We displayed various examples of walking maps used for similar purposes in other cities. The map that seemed to be the best fit for Sheboygan was the [Walk Downtown Victoria](#) map discussed earlier in Section II.

### **Step Two: Identify Stakeholder Group**

Additional Stakeholders included in the planning process were representatives from:

- City of Sheboygan Division of Tourism
- Sheboygan County Historical Society
- Wisconsin Department of Transportation, Bicycle and Pedestrian Program
- Bay-Lake Regional Planning Commission
- Sheboygan City Council

Additional input on historical, cultural and environmental resources was received. At this point, the stakeholder group directed the map-making process.

### **Step Three: Determine the Scale of the Map**

The Stakeholder group continued to regard a map similar to the *Walk Downtown Victoria* map to be best suited for the purposes of a Sheboygan walking map. The map would be based on existing city street maps.

### **Step Four: Determine the information to be included on the Map**

In order to get a better grasp of the information that should be included on the map, we toured the city with the director of the Department of Public Works. This was an important step in the planning process since we were not familiar with the rich resources that the city offered. Most visitors to the city are familiar with the city center, lakeshore and riverfront areas, but we soon discovered that there are parks, natural areas and interesting historical sites that would make the map much more appealing to visitors and residents alike.

Using city street maps provided by the Department of Public Works, we sketched out five interconnecting loops that connect most of the public schools and hospitals, most of the scenic natural areas and parks within the city limits, numerous historical and cultural sites and a number of key commercial areas that are important to tourists. We field checked each trail, noting potentially unsafe conditions, and we adjusted routes to create more interesting walking experiences. We also established beginning and ending points that provide essential services such as food, information and parking.

In October 2006, we submitted the proposed trails to the stakeholder group. Some adjustments were made based on additional historical information and safety concerns. The group also decided to hold an open house for public comment in January 2007, for additional information and possible support from the community at large. The public notice advertising the open house appears on the following page.

## **DISCOVER SHEBOYGAN BY FOOT: WALKING TRAILS OF SHEBOYGAN**

A **public open house** will be held at Mead Public Library (Rocca Room), 710 N. 8th Street, on **Wednesday, January 24, 2006**, between the hours of 4:00 p.m. and 7:00 p.m., to invite comments on a proposed network of pedestrian walking trails in the City of Sheboygan.

The Sheboygan Department of Public Works/Engineering, the Sheboygan Department of Planning and Development, and Sheboygan County Planning and Resources Department have collaborated with Wisconsin Walks and the National Park Service's Rivers and Trails Program to identify interesting interconnected trail loops within the city. Others involved in the project include the City of Sheboygan's Historian, Sheboygan County Health and Human Services Department, the Bay-Lake Regional Planning Commission, and the Wisconsin Department of Transportation.

The existing facilities link schools, historic neighborhoods, downtown, parks, rivers and the lakefront in five loops of varying length. The purpose of the project is to encourage residents, visitors, and workers in the city to walk as a form of recreation, an alternative form of transportation for short trips, an easy and interesting way to increase their physical activity, and as a way to explore Sheboygan's rich natural, cultural, historic, and economic assets.

The trails will be mapped, described on a brochure entitled "Discover Sheboygan by Foot: Walking Trails of Sheboygan", and distributed to the public. Two larger loops circle the northern and southern portion of the city, one circles the downtown section, one circles the North Historic District and lakefront, and another circles historic neighborhoods south of the river and the lakefront. Public Open House to invite comment on a proposed network of pedestrian walking trails in the City of Sheboygan.

Although much of the work has been provided by agency staff, funds are being sought to cover graphic and printing expenses.

**CONTACT:** Paulette Enders  
City of Sheboygan  
Department of Planning and Development  
920.459.3377

Angie Tornes  
Rivers & Trails Program  
National Park Service, Wisconsin Office  
414.297.3605



Following the open house some additional suggestions were included in route descriptions and draft maps. The final draft of the names and descriptions of trail segments follows:

## **ROUTE DESCRIPTIONS**

### **NORTH LOOP TRAIL - 12 miles**

The North Loop is the longest of the Sheboygan walking trails but also the most ecologically diverse. The walker will circumnavigate most of the north side of the city, experiencing everything from a dense urban center to large historic parks and a near wilderness environment. Free maps of the trail system through Maywood Park's natural environment are available at the park's visitor center. Most of the schools and hospitals on the North Side of Sheboygan are connected by the trail and more than five miles of it offer picturesque views of the Sheboygan River, Pigeon River, or the dramatic vista of the Lake Michigan shoreline. In between we see old and new neighborhoods, churches and cemeteries and manufacturing areas that testify to the rich cultural and economic heritage of Sheboygan. In Deland Park, pass by the remains of the lumber schooner, Lottie Cooper, that sank with her goods intended for furniture making in 1894; she was brought to the surface in 1994.

### **NORTH HISTORIC DISTRICT TRAIL – 4 miles**

Beginning at the parking lot at the intersection of Riverfront Drive and Virginia, the North Historic District Walking Trail follows the first third of the North Loop, taking advantage of the riverfront boardwalk shops and restaurants of the riverfront and the dramatic views offered by Lake Michigan. After leaving the lakeshore the trail meanders through mid-twentieth century neighborhoods. As we continue our walk south toward the starting point, we walk back in time to a gilded age when the owners of businesses such as coal shipping, furniture making, ship building, leather tanning, shoe making, and glove making built their opulent homes which still grace the bluff overlooking Lake Michigan. The trail passes by the John Michael Kohler Art Museum, a stop that should not be missed. On the last several blocks of the walk we pass through the oldest section of city where, with a population of 36 souls, the Village of Sheboygan was chartered in 1846; the City was established in 1853.

### **SHEBOYGAN DOWNTOWN TRAIL – 3 miles**

A walk on the Sheboygan Downtown Trail could be accomplished in little more than an hour, but lingering in front of the many alluring sights and attractions will inevitably extend it. Here we see fine examples of architecture from three centuries, many of which have been converted into fine restaurants, bars and shops. On Eighth Street the trail passes by the Stefanie H. Weill Center for the Performing Arts, the most exquisitely restored Atmospheric Theater in the

Midwest. In summer, local farmers market their produce and crafts in gracious Fountain Park, one of the two original town squares. A historic Little Red School House, constructed around 1915, can be seen on Huron Street, one block north of our trail on Michigan, between 11<sup>th</sup> and 12<sup>th</sup> streets.

### **SOUTH LOOP TRAIL -- 7.5 miles**

The South Loop Trail begins and ends at the mouth of the Sheboygan River. Leaving the eco-trail south of the convention center, we pass a neighborhood tied to Sheboygan's furniture making industry and walk for a mile on a white sand beach ("Sand Dune Walkway"). We then rise up at High Avenue to the bluff for more sweeping views of Lake Michigan and continue on the trail clockwise through residential neighborhoods whose architecture marks the slow expansion of Sheboygan over the past 150 years. As we return to the riverfront we see elegant nineteenth century buildings refurbished to their former glory. At 8<sup>th</sup> and High there is a cliff on which a significant Indian battle occurred and where, in the late 1890s, Buffalo Bill hosted several of his "Wild West" nighttime shows. Buffalo Bill's shows were unique in his use of portable electricity generators; many people had never seen electricity before.

### **SOUTH LAKESIDE TRAIL – 3.75 miles**

This trail is a shorter version of the South Loop. After leaving the lakeside, the walker returns to the riverfront and walks over former wetlands ("swamp") in the vicinity of Indiana and 9<sup>th</sup>. The walker continues through the middle of the old South Side neighborhoods, one of which was a commercial district known as "Heritage Square". This section on 12<sup>th</sup> Street from Georgia to Broadway was built in 1920 and included a neighborhood shopping area and theater. The numerous churches seen on this walk are a testament to the ethnic and cultural diversity that Sheboygan has supported from the mid-nineteenth century on.

Please refer to the digital version of each route in Appendix III.

### **Step Five: Determine the Size and Format of the Map and Level of Portability**

The Stakeholder group reviewed the size, format and portability of the *Walk Downtown Victoria* map. This map (17" X 21") had all the qualities that the group was looking for, was easily carried and stored and detailed six separate walking loops. Additional input based on the public meeting and subsequent comments reinforced the suitability of this map. It was decided that it would remain a model for the Sheboygan City Map.

## **Step Six: Production of the Map**

Using free internet mapping tools, we developed electronic versions of the five walking paths identified in this project. These maps can be downloaded here as well as through the [City of Sheboygan Web site](#).

- Downtown walk using mapmywalk.com  
<http://www.mapmywalk.com/walk/united-states/wi/sheboygan/597663590>
- North Historic District using mapmywalk.com  
<http://www.mapmywalk.com/walk/united-states/wi/sheboygan/662388882>
- North Loop using mapmywalk.com  
<http://www.mapmywalk.com/run/united-states/wi/sheboygan/100786509>
- South Lakeside Walk using mapmywalk.com  
<http://www.mapmywalk.com/walk/united-states/wi/sheboygan/490171006>
- South Loop using mapmywalk.com  
<http://www.mapmywalk.com/walk/united-states/wi/sheboygan/505094951>
- North Loop in Topographic style  
<http://www.mapmywalk.com/walk/united-states/wi/sheboygan/325209626>

The links provide tools that enable the user to enhance details in the maps and individualize them. The stakeholder group hoped to acquire funds to produce a printed map with advanced graphics similar to the *Walk Downtown Victoria* map referenced earlier in this posting.

## **Step Seven: Identify Potential Sponsors or Funding Sources**

The stakeholder group met regularly to identify sponsors and funding sources, including:

- Federal non-motorized transportation grant
- Local health care facilities
- City of Sheboygan Division of Tourism
- Sheboygan Chamber of Commerce
- Local foundations

## **Step Eight: Distribution Locales**

The stakeholder group identified the following locations for distributing the map:

- Local health care facilities that treat cardiac and obesity issues
- Chamber of Commerce
- State and local tourism offices
- Local lodging facilities specializing in tourism
- Public schools

In addition, we received offers to host the maps on the Web sites of the Wisconsin Department of Transportation, Wisconsin Walks and the City of Sheboygan.

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