

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, www.MapMyWalk.com and 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.