W[YC] Sign Strategy: *How We Plan*

Planning a group of signs can be a bit overwhelming. Our first project, WalkRaleigh was 27 signs at 3 intersections.

**Scale**
When planning a group of signs, we first figure out what scale of project we want to tackle. From the smallest to the largest components of a city.

You might be asking yourself, “Isn’t 9 signs at an intersection a lot?”

Surprisingly not :) Our approach is as much a useful sign as it is a campaign for pedestrians to walk. By integrating multiple signs at each corner of the intersection, you are able to offer multiple choices for pedestrians approaching from various directions.

- **Intersection** = 6-9 signs
- **Blocks** = 2-4 intersections
- **Districts** = 3-4 blocks
- **Neighborhoods** = Multiple districts

**Layout**
There are different goals for using Walk [Your City] signs. Our first project was oriented around intersections because those are collection areas where pedestrians, bikers and cars make decisions.

- **Intersection** - Focused attention to corners in a town where people have to make a choice
- **Blitz** - Overwhelm a smaller area with signs, providing useful information and repeated reminder that it is not too far to walk. (Example: In one of our pilots, Midtown Raleigh, we installed 95 sign on three large blocks because they are committed to lower the amount of auto trips taken that could be walked.)
- **Linear / Backbone** - Concentrated along one road, promoting linear movement along that street, capturing people from feeder streets. (Example: both Mount Hope WV and Atlantic Beach, NC used Walk [Your City] to show how far it was along their main street commercial district, being much smaller towns.
- **Path**: Use the signs to actually lead people from place to place. In this case, like in NYC for our project with Kickstarter, the first sign, directs people to the second sign, which directs people to the third and so on.
- **Scatter**: Deploy Walk [Your City] far and wide where you or other community members deem fit - a healthy mix and match of the different strategies.

We are continually updating this resource to help you plan your Walk [Your City] project. Please feel free to reach out to Matt with any questions → matt@walkyourcity.org