

---Top 10 reasons---

Shorewood should support seeking a *Walk Friendly Community* designation

(<http://www.walkfriendly.org/>)

- 1) Shorewood is clearly a forward-looking community in numerous areas and manages to tackle many projects that much larger communities fail to due to a lack of capacity or political will, and deserves recognition for its unique efforts and successful urban planning. Together with recently becoming a Bike Friendly Community, a Walk Friendly Community designation would declare to all what a vibrant and great place to live, work, play, and locate a business Shorewood is.
- 2) Shorewood should be able to achieve this designation because it already has so much going for it:
 - a. Shorewood is a compact “urban village” with easy access to parks, schools, library, beaches, and businesses.
 - b. Shorewood invests in pedestrian and walk friendly amenities, supports a pedestrian and bike safety committee, and has commissioned pedestrian and bike studies to help plan new initiatives.
 - c. The Village has prioritized pedestrian safety in its redesign of Capitol Drive and upgrades along Oakland Ave with the use of signal timers, traffic calming bump outs, and other safety and access features.
 - d. The Village promotes mixed-use, *New Urbanist* principles in urban design that encourage and concentrate pedestrian and business activity to create a vibrant community life for its residents.
 - e. Shorewood recently upgraded a popular bike and pedestrian bridge that is now an important entryway to the Village.
 - f. Shorewood is also very committed to environmental efforts and sustainable design which are pedestrian friendly as well.
 - g. Shorewood already encourages walking and biking through its schools and numerous Village events throughout the year.
- 3) A walk friendly community designation would provide another important piece to help promote our Village and attract and retain families, seniors, and small businesses.
- 4) Shorewood would be the first community in Wisconsin to receive the designation which is doable (Cedarburg has an honorable mention, but did not achieve one of the categories of Platinum, Gold, Silver, & Bronze).
- 5) Receiving this designation would help the Village (its departments and committees) leverage grants that relate to pedestrian and bicycle safety.
- 6) The Village will receive feedback on how it can improve and promote pedestrian safety as part of the application process.
- 7) There is no application fee to apply for the designation.
- 8) The process of applying for the designation provides the Village with a useful inventory of successful achievements and benchmarks for pedestrian safety data, as well as identifying other new initiatives that the Village might consider implementing in the future.
- 9) If we obtain Walk Friendly Community designation, Shorewood will be recognized nationally and the Village will receive a plaque that can be displayed prominently in the Village Hall.
- 10) The future belongs to communities that are pedestrian and bike friendly.