



Mark Hecker, Assistant Director
Lawrence Parks & Recreation Department
1141 Massachusetts Street
Lawrence, KS 66044

March 28, 2017

Re: City Commission Agenda Item - Lawrence Loop Promotional and Wayfinding Icon

Mark:

Per your direction, please find this request, on behalf of the LiveWell Lawrence *Healthy Built Environment Work Group* (HBE), for your help in placement on a near-future City Commission agenda.

You'll recall, at its February 14, 2017 meeting, the Commission directed HBE to the Lawrence Parks & Recreation Department Advisory Board, and to the eXplore Lawrence Governing Board, to present proposed graphic work (Exhibit attached) and receive feedback.

Lawrence Parks & Recreation Advisory Board

On March 14, HBE presented a PowerPoint describing LiveWell and its mission relative to the Lawrence Loop, as well as the purpose, intent and production of the proposed Loop icon. The LPRD Advisory Board voted unanimously to accept the icon for promotional purposes and for implementation as a component of future Loop wayfinding signage.

eXplore Lawrence Governing Board

HBE went before the eXplore Lawrence Governing Board on March 15 to present and discuss the proposed Loop icon. On March 16, we received the following email from Michael Davidson, eXplore Lawrence Executive Director:

Good morning:

The board of eXplore Lawrence (EL) is supportive of the efforts of Live Well Lawrence (LWL) in the development of the Lawrence Loop.

In addition we see a role for EL as a partner with LWL in the development of the marketing and wayfinding system for the Lawrence Loop.

Please let us know how we might help.

Michael

Subject Request

Based on the February 14 Commission directive, and with endorsement by the above-mentioned entities, we respectfully request your support for placement on an agenda, and for approval by the City.

Please let us know when you learn of a meeting date. HBE representatives will be available if needed to lead or otherwise participate in a presentation, for Lawrence City Commission consideration and action.

Sincerely,

A handwritten signature in blue ink that reads 'Tim A. Herndon'.

Tim A. Herndon, Past Chair
Healthy Built Environment Work Group

Cc: Chris Tilden; Laurie Comstock; Jeff Severin; Mike Myers

Lawrence Loop Promotional and Wayfinding Icon

EXHIBIT

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Figure 1 – “Parent Image”



Figure 2



Figure 3



Figure 4