



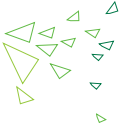
LONDON'S 2018 BIKE MAP

Presented by Oran Young



Introduction

Our presentation today is to inform you of the progress made in recreating the London Bike Map. The ultimate Goal is for us to receive as much feedback as possible to create a well received Bike Map.



- The main objective of this project is to simplify and update the current Bike Map
- Allow the general public to interpret and understand the map much better than before

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The Problem

Colour Theme

Font Size

Too Much Information on Main Map

Bike Routes Not Clear

Overall Scale of Map

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The Problem

Your Logo or Name Here

The Solution

Create Callouts

Merge Bike Routes

Use of Lighter Colours in Background

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The Solution

Increase Font Sizes

Reduce Details and Icons on Main Map

Focus on Thames Valley Parkway

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The Process

- The original London's 2015 Bike & Walk Map hardcopy plans were collected and reviewed
- A site visit was done by bike to analyse verify the current bike routes within London
- Necessary Data was downloaded from the London Open Data Catalogue <http://www.london.ca/city-hall/open-data/Pages/default.aspx>
- ArcGIS > Adobe Photoshop > Adobe Illustrator

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Site Visit



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The Proposal – Front Page 12 x 18



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The Proposal –Back Page 12 x 18 (8 Point Font All Caps)



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The Proposal –Back Page 12 x 18 (12 Point Font All Caps)



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Concerns / Challenges

- There is not adequate information available from London Open Data
- 1:60,000 scale was used to create main map – this scale limited the amount of details that can be shown on map
- 12 point font limited the amount of streets that can be labelled
- Parks, Waters and other features distracting from the main feature of the map
- The font size will not be the only issue regarding the Accessibility for Ontarians with Disabilities Act (AODA). The representation of the roads and other paths might not be clear enough and may appear clustered.

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