GREENWAYS AS ACTIVE TRANSPORTATION:
Creating Places and Enhancing User Experience Along Trails and Greenways

2013 North Carolina Association of Metropolitan Planning Organizations Annual Conference
Creating Places and Enhancing User Experience Along Trails and Greenways

Graham H. Smith
RLA | LEED AP | ASLA

DHM DESIGN
LANDSCAPE ARCHITECTURE
LAND PLANNING
URBAN DESIGN
600 Wade Avenue | Raleigh, NC 27605
919.805.3586 | www.dhmdesign.com
Creating Places and Enhancing User Experience Along Trails and Greenways

**Session Objective #1:**
To help greenway planners and system managers gain an understanding and appreciation for the value of user experience, placemaking, branding, amenitizing, and wayfinding along trails.

**Session Objective #2:**
To outline a process for implementation.

**Session Objective #3:**
To show examples of trails becoming places.
Creating Places and Enhancing User Experience Along Trails and Greenways

WHAT LED US TO THIS DISCUSSION?
Creating Places and Enhancing User Experience along Trails and Greenways

WHAT LED US TO THIS DISCUSSION?
WHAT LED US TO THIS DISCUSSION?

- Creating Places and Enhancing User Experience along Trails and Greenways
Creating Places and Enhancing User Experience along Trails and Greenways

WHAT LED US TO THIS DISCUSSION?
WHY WOULD YOU WANT TO ENHANCE THE USER’S EXPERIENCE?

- MAKE THEM STAY LONGER
- DEVELOPS A SENSE OF COMMUNITY
- MAKES THE COMMUNITY CARE MORE ABOUT THE SPACE (CIVIC PRIDE AND CRIME PREVENTION)
- TELL THE STORY OF THE LAND AROUND THEM
- EDUCATE THEM ABOUT SUSTAINABLE PRACTICES
- INCREASED SAFETY
Creating Places and Enhancing User Experience Along Trails and Greenways

HOW DO YOU DO IT?

1) WALK THE SITE/GET TO KNOW THE PLACE/IMAGINE THE POSSIBILITIES
Creating Places and Enhancing User Experience Along Trails and Greenways

HOW DO YOU DO IT?

2) IDENTIFY OPPORTUNITIES TO...

HIGHLIGHT? MEMORIALIZE? PROMOTE? TELL A STORY! CELEBRATE?
EVOKE? CONNECT PEOPLE TO THE HISTORY! BE MORE SUSTAINABLE!
HOW DO YOU DO IT?

3) CREATE A PLAN/ROAD MAP – FOCUS ON CREATING SPACES AND PLACES THEN FIND A WAY TO LINK THEM

Creating Places and Enhancing User Experience along Trails and Greenways
Creating Places and Enhancing User Experience along Trails and Greenways

**HOW DO YOU DO IT?**

3) **CREATE A PLAN/ROAD MAP** – FOCUS ON CREATING SPACES AND PLACES THEN FIND WAY TO LINK THEM.
Creating Places and Enhancing User Experience along Trails and Greenways

HOW DO YOU DO IT?

4) IMPLEMENT THE PLAN: MULTI-OBJECTIVE APPROACH + CREATING FUNDABLE PROJECTS + CREATING A UNIQUE VISITOR EXPERIENCE

- Layered Transportation System
- Restored Native Vegetation
- Integrated Storm Water Drainage
- Multi-Use Trail

Creating Places and Enhancing User Experience along Trails and Greenways

- Restored Native Vegetation
- Multi-Use Trail
- Integrated Storm Water Drainage
- Layered Transportation System
Creating Places and Enhancing User Experience along Trails and Greenways

**HOW DO YOU DO IT?**

4) IMPLEMENT THE PLAN: MULTI-OBJECTIVE APPROACH + CREATING FUNDABLE PROJECTS + CREATING A UNIQUE VISITOR EXPERIENCE

- Framed View
- Interpretive Signage
- Gateway Elements
- Multi-Use Trail
Creating Places and Enhancing User Experience along Trails and Greenways

**HOW DO YOU DO IT?**

5) CELEBRATE THE SUCCESSES (SUCCESS BREEDS SUCCESS)
Creating Places and Enhancing User Experience along Trails and Greenways

CONSIDER THESE!

PUBLIC ART
WAYFINDING ELEMENTS
SIGNAGE
SITE AMENITIES
SPECIALTY PAVING
GATEWAY MONUMENTS
STORM WATER DEVICE INTEGRATION
CUSTOM SHADE STRUCTURES
BENCHES
Creating Places and Enhancing User Experience along Trails and Greenways

EASTERN UNITED STATES
WITHERSPOON TRAIL
ANCHORAGE, KENTUCKY

SITUATION: EXISTING RIVERWALK TRAIL = GREAT ROUTE BUT REALLY 'AN ASPHALT PATH RUNNING PARALLEL TO THE RIVER'

DESIRED OUTCOME: CREATE REGIONAL INTEREST AND MORE INVESTMENT ($) IN DANVILLE BY HAVING THE TRAIL 'BE MORE' AND BY HIGHLIGHTING WHAT IS UNIQUE ABOUT DANVILLE.
WITHERSPOON TRAIL
ANCHORAGE, KENTUCKY

EXISTING RIVERWALK TRAIL = GREAT ROUTE BUT REALLY ‘AN ASPHALT PATH RUNNING PARALLEL TO THE RIVER’

DESIRED OUTCOME:
CREATE REGIONAL INTEREST AND MORE INVESTMENT ($) IN DANVILLE BY MAKING THE TRAIL ‘MORE’ AND BY HIGHLIGHTING WHAT IS UNIQUE ABOUT DANVILLE.
WITHERSPOON TRAIL
ANCHORAGE, KENTUCKY

SITUATION:
EXISTING RIVERWALK TRAIL = GREAT ROUTE BUT REALLY 'AN ASPHALT PATH RUNNING PARALLEL TO THE RIVER'
SITUATION: EXISTING RIVERWALK TRAIL = GREAT ROUTE BUT REALLY 'AN ASPHALT PATH RUNNING PARALLEL TO THE RIVER'
WITHERSPOON TRAIL
ANCHORAGE, KENTUCKY

SITUATION:
EXISTING RIVERWALK TRAIL = GREAT ROUTE BUT REALLY "AN ASPHALT PATH RUNNING PARALLEL TO THE RIVER"

DESIREd OUTCOME:
CREATE REGIONAL INTEREST AND MORE INVESTMENT ($) IN DANVILLE BY HAVING THE TRAIL "BE MORE" AND BY "HIGHLIGHTING WHAT IS UNIQUE ABOUT DANVILLE".
WITHERSPOON TRAIL
ANCHORAGE, KENTUCKY

Situation:
Existing Riverwalk Trail = Great Route but really 'an asphalt path running parallel to the river.'

Desired Outcome:
Create regional interest and more investment ($) in Danville by having the trail 'be more' and by 'highlighting what is unique about Danville.'
MILLENIUM TRAIL – MEDICAL MILE
LITTLE ROCK, ARKANSAS
MILLENIUM TRAIL – MEDICAL MILE
LITTLE ROCK, ARKANSAS
MILLENIUM TRAIL – BIG DAM BRIDGE
LITTLE ROCK, ARKANSAS
MILLENIUM TRAIL – BIG DAM BRIDGE
LITTLE ROCK, ARKANSAS

SITUATION:
EXISTING RIVERWALK TRAIL = GREAT ROUTE BUT 'AN ASPHALT PATH RUNNING PARALLEL TO THE RIVER'

DESIRED OUTCOME:
CREATE REGIONAL INTEREST AND MORE INVESTMENT ($) IN DANVILLE BY HAVING THE TRAIL 'BE MORE' AND 'HIGHLIGHTING WHAT IS UNIQUE ABOUT DANVILLE'.
DANVILLE RIVERWALK
DANVILLE, VIRGINIA

Overall Trail Map
DANVILLE RIVERWALK
DANVILLE, VIRGINIA
DANVILLE RIVERWALK
DANVILLE, VIRGINIA
DANVILLE RIVERWALK
DANVILLE, VIRGINIA

Site Furnishings
Downtown River District

SC-16 - 6' Long Backless Bench with Direct Bury Leg Extensions by Keystone Ridge (1-800-284-8208) or equal. Keyshield Powdercoated Black.

SC26 - 6' Long Bench with Direct Bury Leg Extensions by Keystone Ridge (1-800-284-8208) or equal. Keyshield Powdercoated Black.


Bike Rack and Bollard

Benchs

Picnic Table

Trash Receptacle - Top Loading

Bike Rack (Alternate Selection)

Note: All joints shall be welded and ground smooth.
DANVILLE RIVERWALK
DANVILLE, VIRGINIA
MLK Bridge Overlook
(Downtown River District)

RAMP WITH HANDRAILS
RETAINING WALLS WITH OVERLOOK RAILING
BOLLARD BIKE RACKS (5)
6" THICK REINFORCED CONCRETE PLAZA AND SIDEWALK
PLANTING BEDS WITH ORNAMENTAL TREES AND SHRUBS
DECIDUOUS TREES

VIEW (SEE INSERT)
TRAIL SIDEFENCE
SHOULDER
WATER FEATURE BASIN
STAIRWAY
TRAIL MAP/MONUMENT SIGN WITH BRICK PAVING
BENCHES (2)
TRASH RECEPTACLES (2)
BRICK PAVING INSERT

EXISTING PARKING LOT
DANVILLE RIVERWALK
DANVILLE, VIRGINIA
SWAMP RABBIT TRAIL
GREENVILLE, SOUTH CAROLINA
SWAMP RABBIT TRAIL
GREENVILLE, SOUTH CAROLINA
SWAMP RABBIT TRAIL
GREENVILLE, SOUTH CAROLINA
SWAMP RABBIT TRAIL
GREENVILLE, SOUTH CAROLINA
SWAMP RABBIT TRAIL
GREENVILLE, SOUTH CAROLINA
SWAMP RABBIT TRAIL
GREENVILLE, SOUTH CAROLINA
SWAMP RABBIT TRAIL
GREENVILLE, SOUTH CAROLINA
Creating Places and Enhancing User Experience along Trails and Greenways
ANIMAS RIVER TRAIL
DURANGO, COLORADO
BLUE RIVER TRAIL
SILVERTHORNE, COLORADO
BLUE RIVER TRAIL
SILVERTHORNE, COLORADO
BLUE RIVER TRAIL
SILVERTHORNE, COLORADO
MARY CARTER GREENWAY – SOUTH PLATTE TRAIL
DENVER, COLORADO
MARY CARTER GREENWAY – SOUTH PLATTE TRAIL
DENVER, COLORADO
MARY CARTER GREENWAY-SOUTH PLATTE TRAIL
DENVER, COLORADO
MARY CARTER GREENWAY-SOUTH PLATTE TRAIL
DENVER, COLORADO
MARY CARTER GREENWAY-SOUTH PLATTE TRAIL
DENVER, COLORADO
MARY CARTER GREENWAY-SOUTH PLATTE TRAIL
DENVER, COLORADO
SAND CREEK GREENWAY
AURORA, COLORADO
SAND CREEK GREENWAY
AURORA, COLORADO
SAND CREEK GREENWAY
AURORA, COLORADO
TRAIL CORRIDORS THROUGH DOWNTOWNS
RIDGWAY, COLORADO
TRAIL CORRIDORS THROUGH DOWNTOWN RIGWAY, COLORADO
TRAIL CORRIDORS THROUGH DOWNTOWN
RIDGWAY, COLORADO

Clinton Street - Existing Conditions
TRAIL CORRIDORS THROUGH DOWNTOWN
RIDGWAY, COLORADO

CUSTOM BIKE RACKS
REUSE OLD RAILROAD SPIKES

CUSTOM LIGHT AND BOLLARD

CUSTOM BENCHES
DESIGNED BY LOCAL ARTISTS
TRAIL CORRIDOR THROUGH DOWNTOWN SILVERTON, COLORADO
TRAIL CORRIDOR THROUGH DOWNTOWN
SILVERTON, COLORADO
SMALL DOWNTOWN PEDESTRIAN SYSTEM
SILVERTON, COLORADO
SMALL DOWNTOWN PEDESTRIAN SYSTEM
SILVERTON, COLORADO
Creating Places and Enhancing User Experience along Trails and Greenways

HOW COULD YOU ENHANCE THE USER’S EXPERIENCE?

1) WALK THE SITE/GET TO KNOW THE PLACE/IMAGINE THE POSSIBILITIES

2) IDENTIFY OPPORTUNITIES TO...
   HIGHLIGHT? MEMORIALIZE? PROMOTE? TELL A STORY! CELEBRATE?
   EVOKE? CONNECT PEOPLE TO THE HISTORY!

3) CREATE A PLAN/ROAD MAP – FOCUS ON CREATING SPACES AND PLACES

4) IMPLEMENT THE PLAN

5) CELEBRATE THE SUCCESSES (SUCCESS BREEDS SUCCESS)