



TRAIL TOWN FRAMEWORK

Leveraging the Strength of
the Central Ohio Greenways

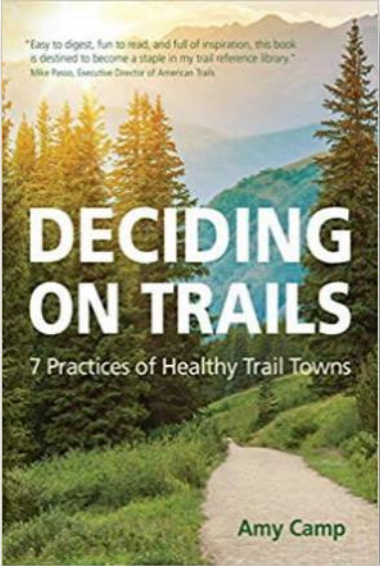


MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

TRAIL TOWN FRAMEWORK



MORPC

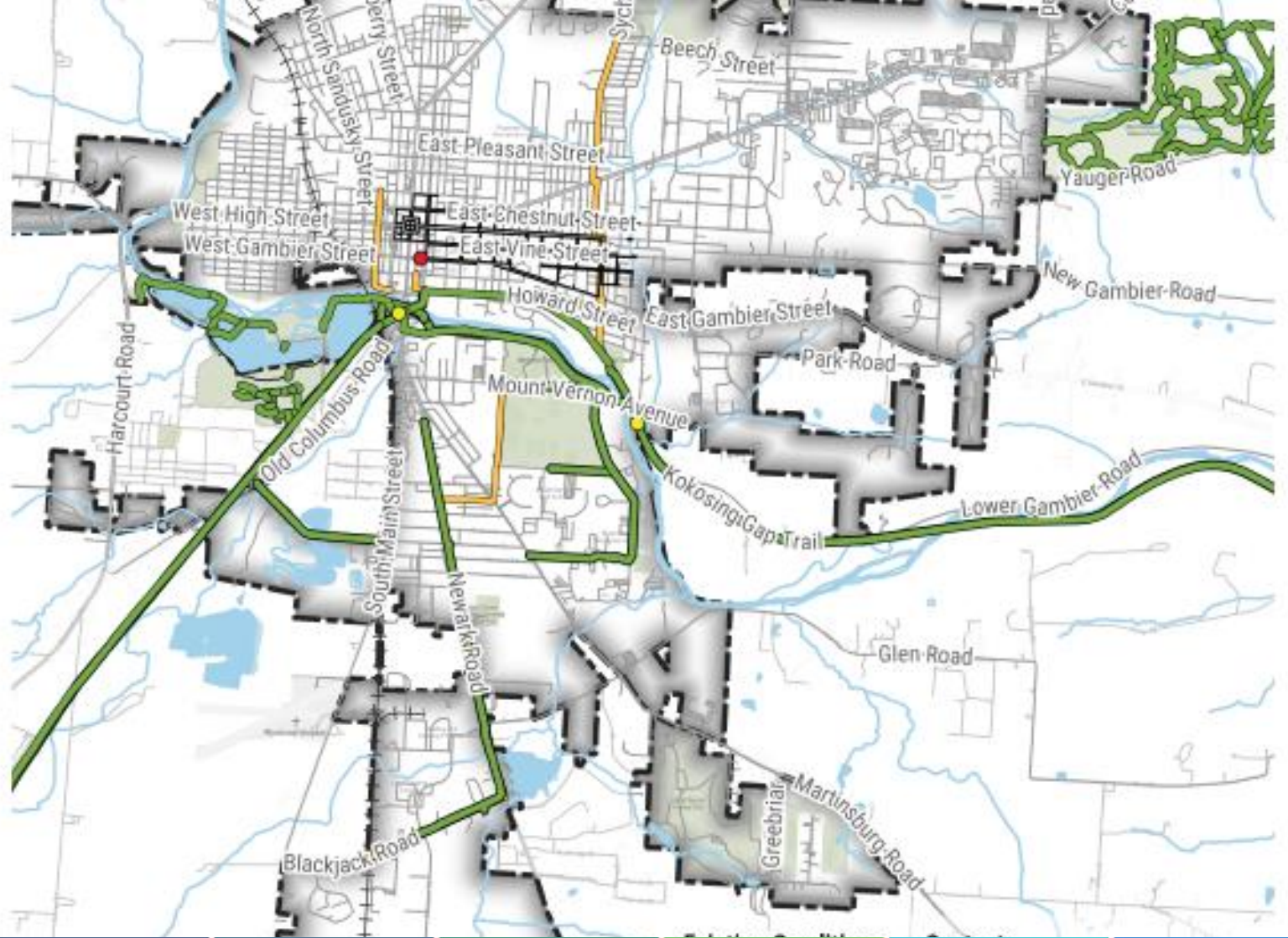


A Trail Town is a community through which a trail passes that supports trail users with services, promotes the trail to its residents, and embraces the trail as a resource to be protected and celebrated.

--North Country Trail Coalition (adapted)



TRAIL TOWN FINDINGS



Brand Identity



Business Collaborations



Economic Catalysts



Infrastructure




Wayfinding




Art Installations

CONTINUED EFFORTS



Urban Trail Towns

A photograph of a modern, multi-story residential or commercial building with a glass facade and balconies. A paved walkway curves through a landscaped area with greenery in the foreground. Two people are walking on the path.

Wayfinding

A photograph of a paved path leading through a park-like setting. On the left, a green wayfinding signpost with a white fence in front of it provides directions. In the background, a large stone archway frames a path leading into a wooded area.

Experience Partnerships

A promotional graphic for the "COLUMBUS OUTDOOR TRAILS PASS". The top section shows a scenic view of a forest path and a person kayaking on a river. Below the image, the text "Hike, Bike and Paddle Trail" is followed by a list of features: "Mobile exclusive", "Instantly delivered via text and email", "No apps to download", and "Experience the nature of Columbus". The "EXPERIENCE COLUMBUS" logo is at the bottom right.

THANK YOU!

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