



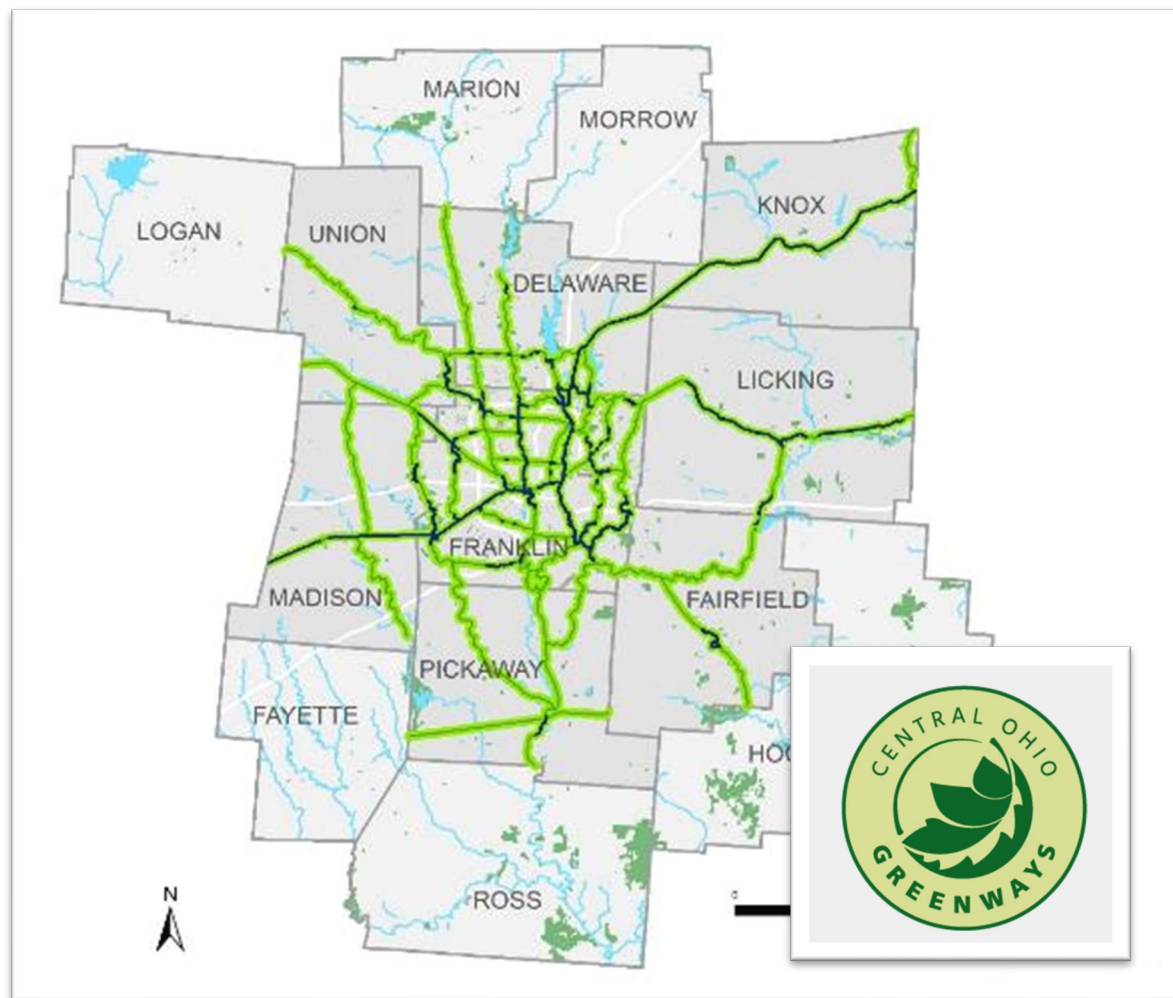
CENTRAL OHIO GREENWAYS

COG Wayfinding Strategy: *Beyond Maps and Signage*



MORPC

CENTRAL OHIO GREENWAY— Advancing access, connectivity, health, and more



VISION

A world-class network of trails easily accessible to every Central Ohioan

MISSION

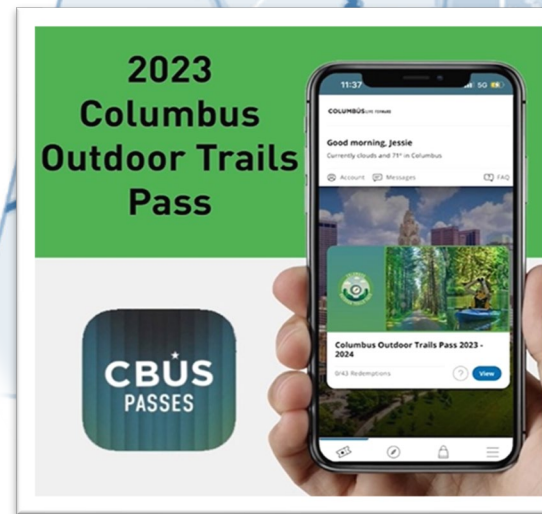
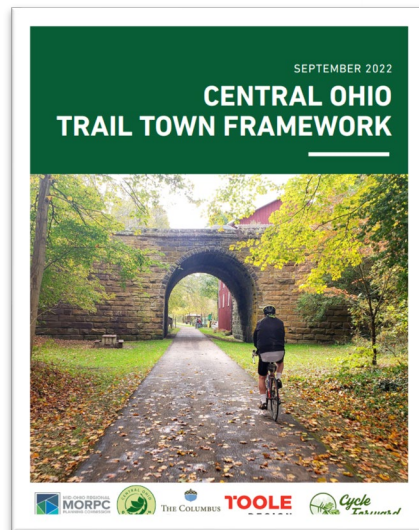
Increase Greenways trails mileage and usage for recreation and transportation needs



EXPANDING TRAIL USE - in alignment with ODOT's Walk Bike Ohio Plan

Current Projects and Partnerships

- Trail Towns Framework
- Outdoor Trails Pass – Experience Columbus
- Tourism Partnerships – Ohio to Erie Trail and Rails to Trails Conservancy
- Central Ohio Blueways
- RAPID 5 Partnership



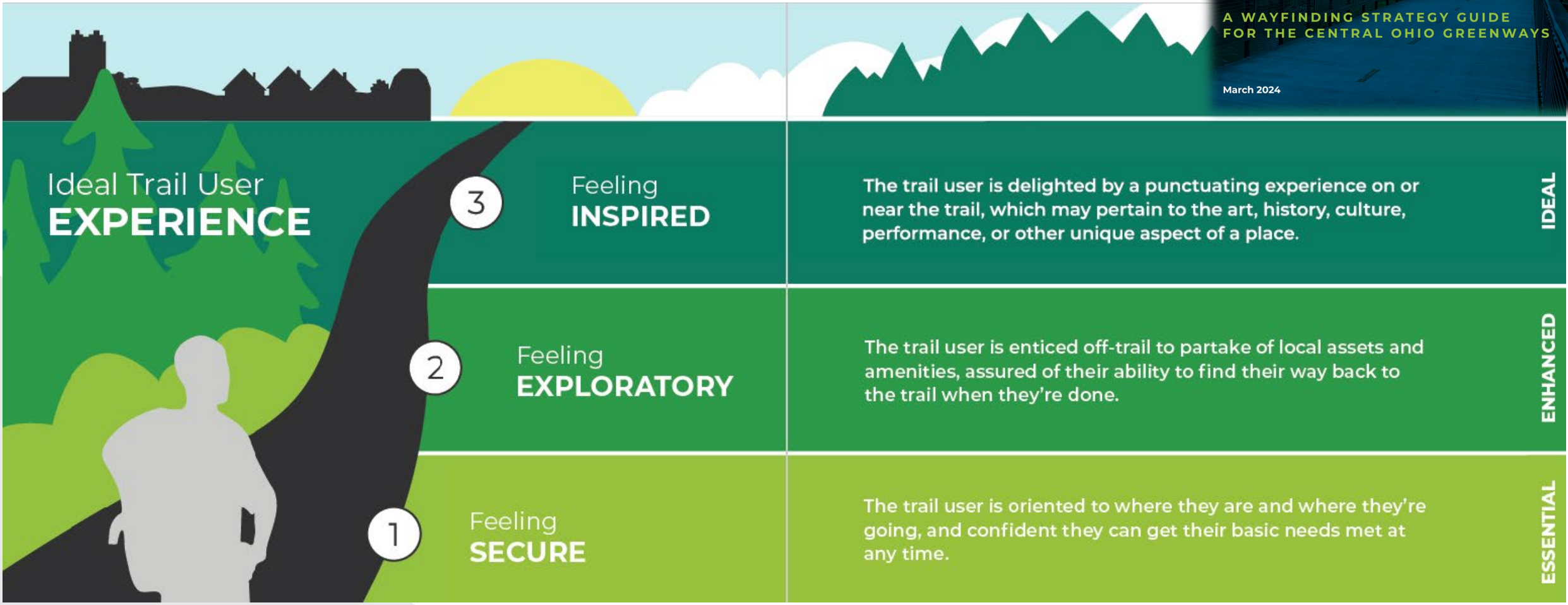
COG WAYFINDING STRATEGY



BEYOND MAPS & SIGNS

A WAYFINDING STRATEGY GUIDE FOR THE CENTRAL OHIO GREENWAYS

March 2024



TACTICS

TRAILHEADS
Chapter 4

MAPS & SIGNS
Chapter 5

TECHNOLOGY
Chapter 6

CREATIVE
ELEMENTS
Chapter 7

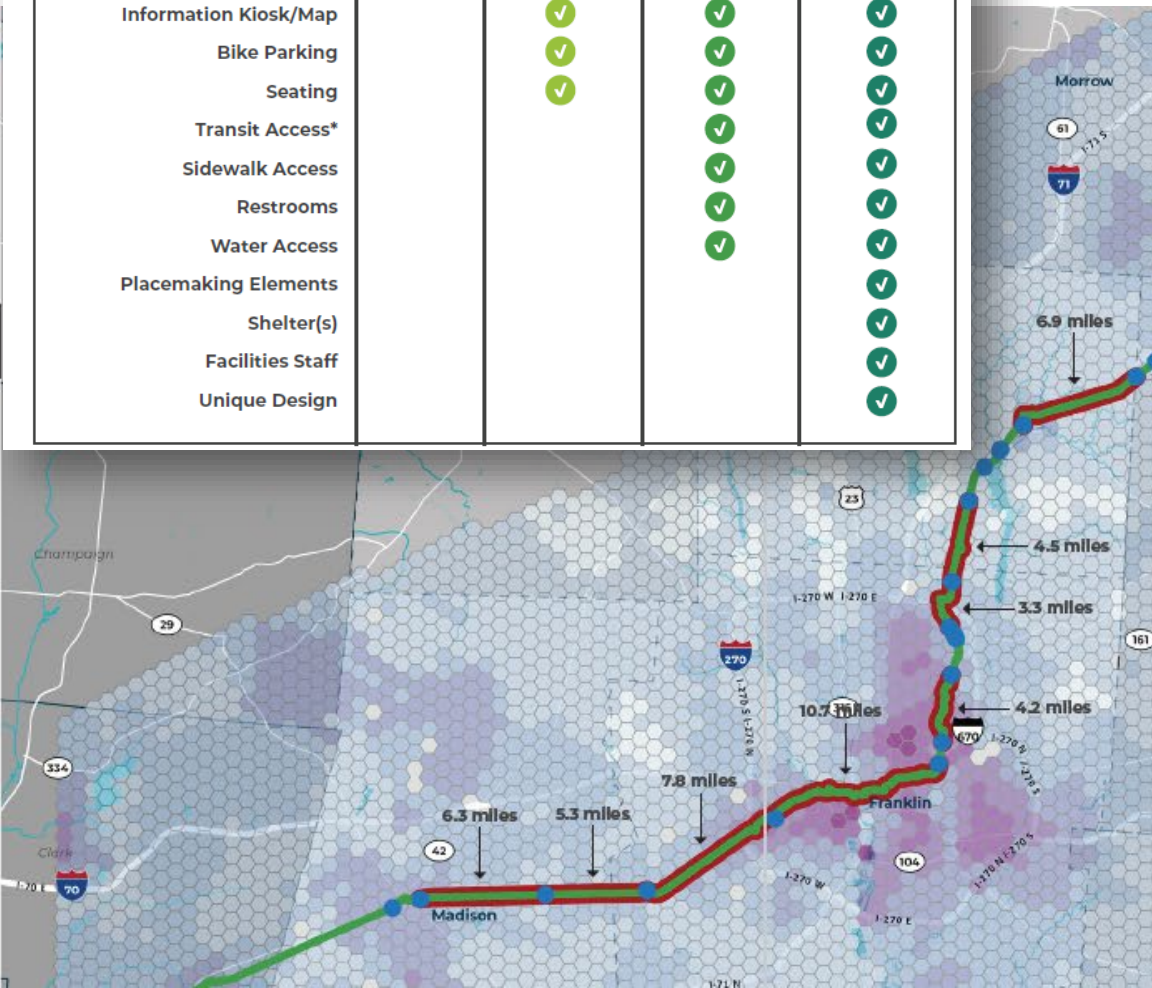
TRAIL
AMBASSADORS
Chapter 8

DATA COLLECTION AND TRAILHEADS

>>>>> Trailhead Categories



FEATURE REQUIREMENTS	ACCESS POINTS	TRAILHEAD LEVELS		
		BASIC	ENHANCED	PREMIER
Access to Streets & Roadways	✓	✓	✓	✓
Information Kiosk/Map		✓	✓	✓
Bike Parking		✓	✓	✓
Seating		✓	✓	✓
Transit Access*			✓	✓
Sidewalk Access			✓	✓
Restrooms			✓	✓
Water Access			✓	✓
Placemaking Elements				✓
Shelter(s)				✓
Facilities Staff				✓
Unique Design				✓



An Easy-to-use Asset Collection Tool

Contact MORPC for access to the online form developed to facilitate the Ohio to Erie Trail asset inventory.



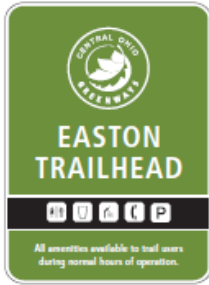
SIGN STANDARDS



>>>>> Refreshed COG Standard



NEW



NEW

Alum Creek Trail

- Downtown 0.5 miles
- Westerville 3.9 miles
- Innis Park 0.2 miles

Columbus Recreation & Parks
Franklin County Metro Parks

Sponsor Messaging

CURRENT

Alum Creek Trail

Easton Town Center
↑ 1.1 miles

Westerville
↑ 8.1 miles

Cleveland
↑ 157 miles

Central Ohio Greenways
Columbus Recreation & Parks
Franklin County Metro Parks

REVISED



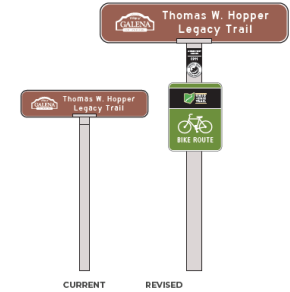
CURRENT

REVISED



CURRENT

REVISED



CURRENT

REVISED



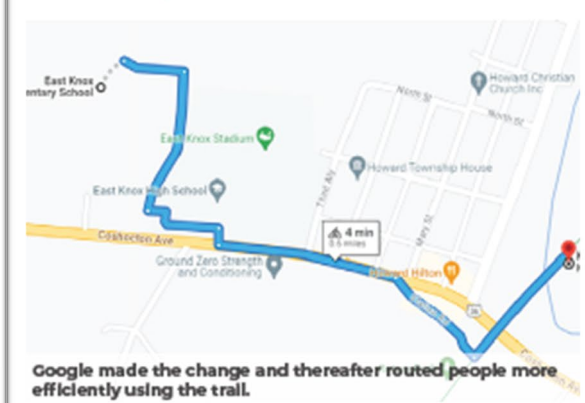
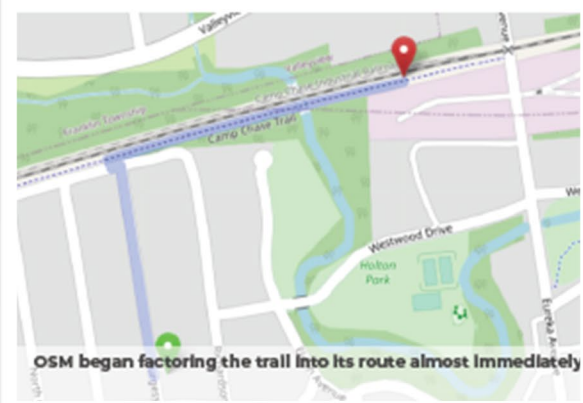
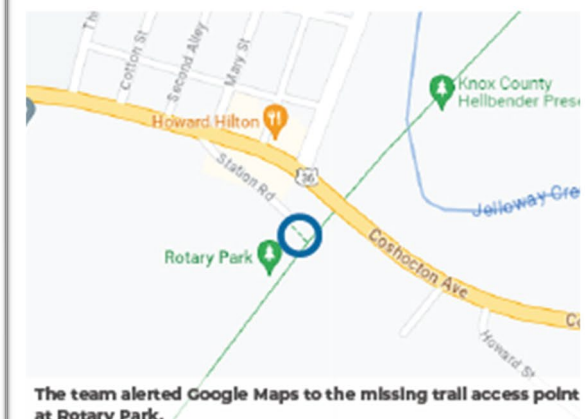
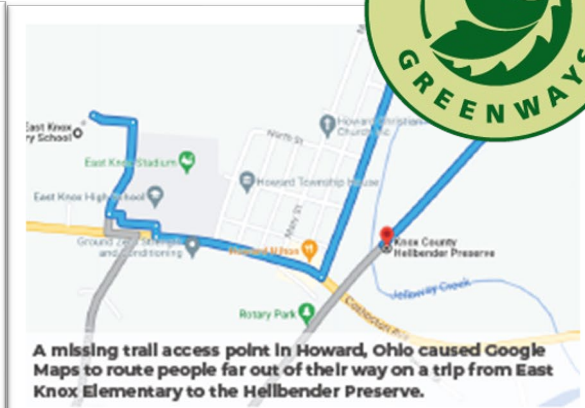
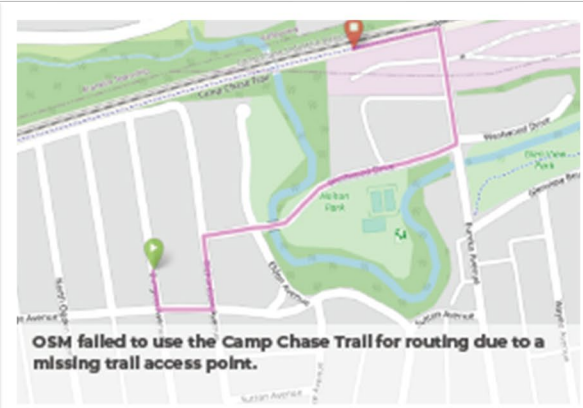
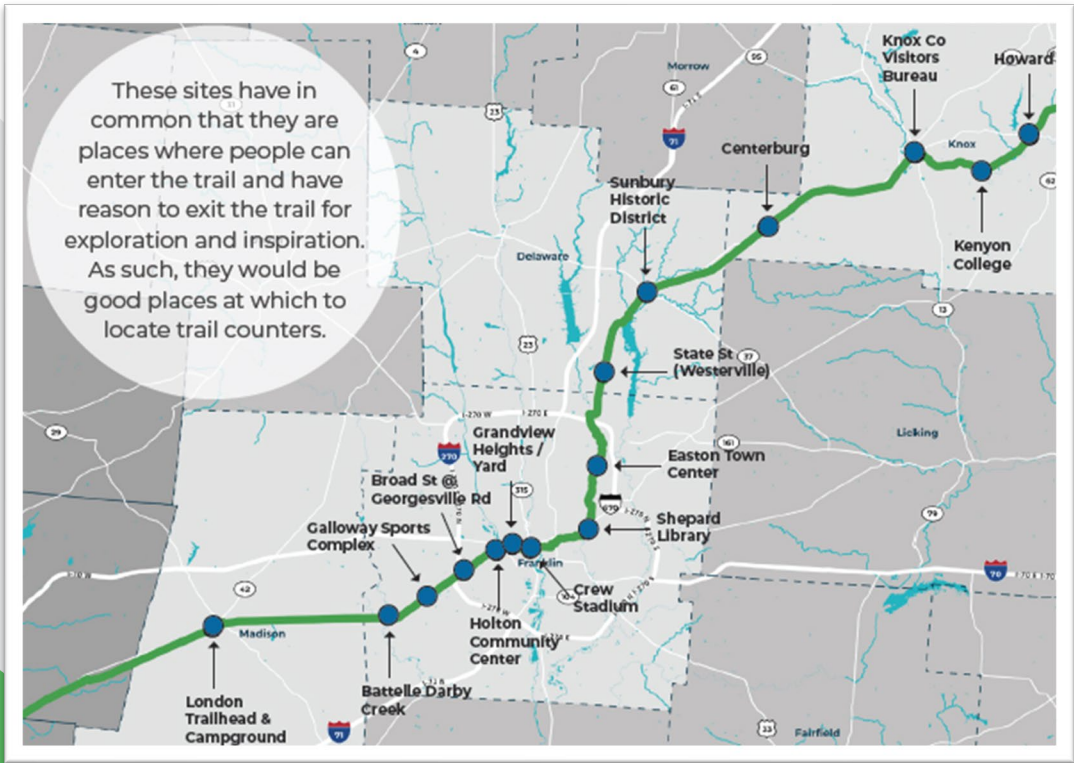
SIGN SYSTEMS ENCOUNTERED

COG WAYFINDING TECHNOLOGY



>>>>> Improve Data At The Source

>>>>> Improve Count Data



CREATIVE ELEMENTS

>>>>>Creative Cross Walks

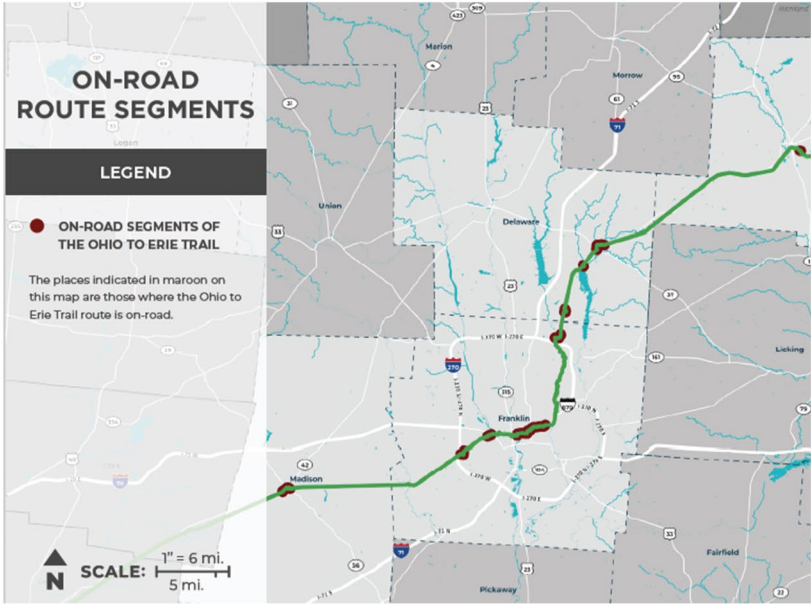


COC-branded crosswalks such as these could enhance crosswalk safety and keep people on a route that has diverged from a trail. Though creative crosswalks are still being studied in the U.S. and are not widely approved for major roadways, the treatment should be applied when possible (for example, when a trail crosses a

ON-ROAD ROUTE SEGMENTS

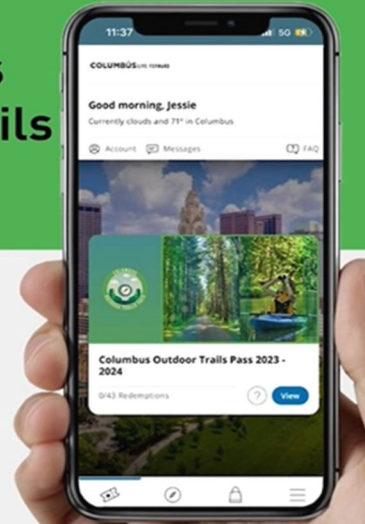
LEGEND

● ON-ROAD SEGMENTS OF THE OHIO TO ERIE TRAIL
The places indicated in maroon on this map are those where the Ohio to Erie Trail route is on-road.

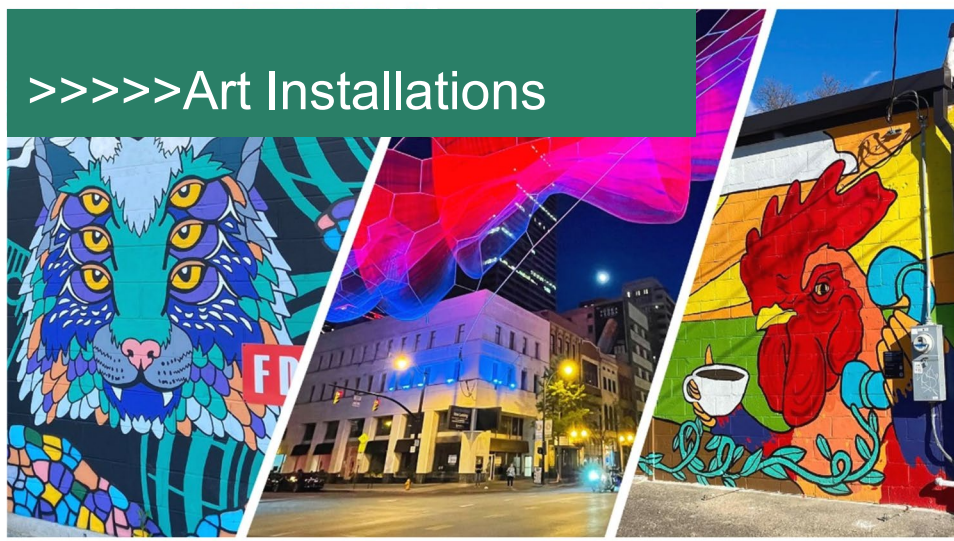


>>>>>Curated Itineraries

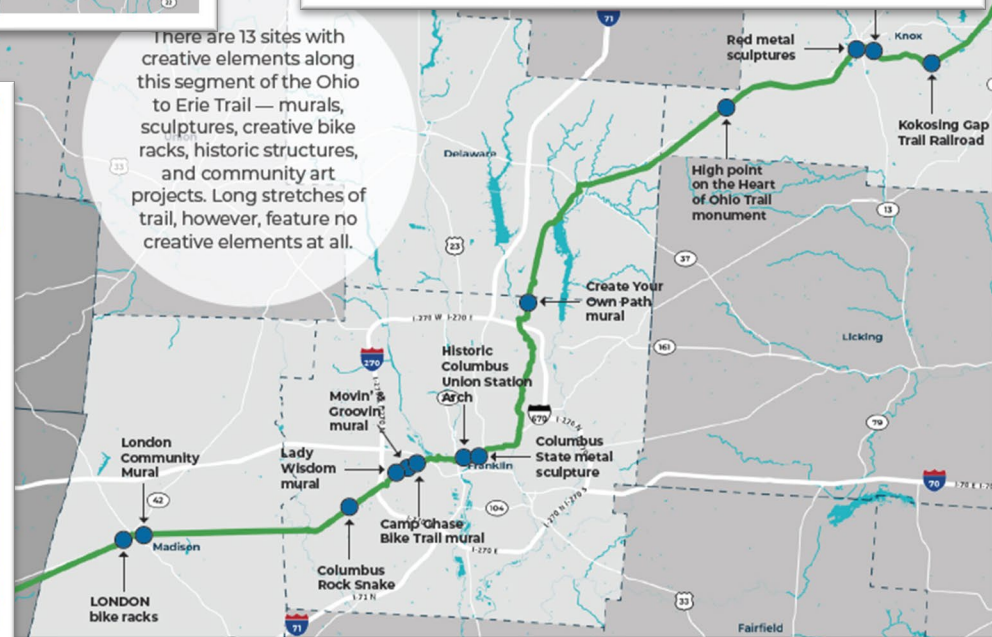
2023 Columbus Outdoor Trails Pass



>>>>>Art Installations



There are 13 sites with creative elements along this segment of the Ohio to Erie Trail — murals, sculptures, creative bike racks, historic structures, and community art projects. Long stretches of trail, however, feature no creative elements at all.



STRATEGY IN ACTION AT EASTON



**Easton Trailhead
View From Sunbury & Easton Way**

The trailhead is a stunning structure that offers trail users numerous amenities — shelter, concessions and vending machines, movable tables and chairs, restrooms, information, and more.



**An Excursion to
Easton Town Center**

The site has been transformed into a destination in its own right, but more fun is to be found just a short distance away, at Easton Town Center.



**Easton Trailhead
Southern Gateway**

Immediately upon leaving the bridge, a striking gateway feature alerts trail users that there is something different and special about this place. A trail user pulls up an updated wayfinding app to help navigate the space. A digital wayfinding sign in the distance displays the number of trail users that pass by in real time, showcasing to all the trail's popularity.



**Easton Town Center:
A Premier Trailhead
Experience**

The Easton Trailhead would be unlike anything Central Ohio has ever seen — the first trailhead to bring outdoor recreation, retail, entertainment, public art, mobility options, community programming, and social interaction together in one destination, on a truly grand scale.

NEXT STEPS

- TRAIL TOWN IMPLEMENTATION
 - Branding / Marketing
- FUNDING PARTNERSHIPS
- MORPC TECHNICAL ASSISTANCE
- LOCAL COMMUNITY IMPLEMENTATION
- EASTON FELLOW IMPLEMENTATION



THANK YOU!

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Mid-Ohio Regional Planning Commission

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MORPC