



**TOWN  
CENTER**  
COMMUNITY  
IMPROVEMENT DISTRICT

# TRAIL ACTIVATION PLAN

SEPTEMBER 2018

Kimley»Horn





# PROJECT BACKGROUND

## INTRODUCTION

The Town Center Community Improvement District (CID) has invested over \$3M in the Noonday Creek Trail. Opened in September 2014, five miles of the trail are located within the CID boundary. In 2018 the trail has been very successful averaging over 11,000 users per month.

The Town Center CID recognizes that, although successful, the trail's potential hasn't been fully realized. Strategies to activate the trail need to be implemented to attract and retain users of all ages, demographics, and physical abilities. As the Town Center CID strives to create healthy environment for the surrounding commercial property owners and its stakeholders, activation of the trail will increase safety, improve aesthetics, and introduce new opportunities within the CID.

The Trail Activation project area includes Aviation Park, Founders Park, and the Noonday Creek Trail between Aviation and Founders Park. The project extents were thoughtfully chosen based on the trail types along this stretch including on-street trail, off-street trail, entrance gateway points, and park space. A map of the project extents can be found on pages 2-3.

In the Summer of 2018, Kimley-Horn conducted a site visit and analyzed existing conditions. Locations were then identified for potential trail activation strategies. Additionally, Kimley-Horn identified case studies to define activation strategies and provided associated costs and potential funding ideas and partners for preferred activation strategies.



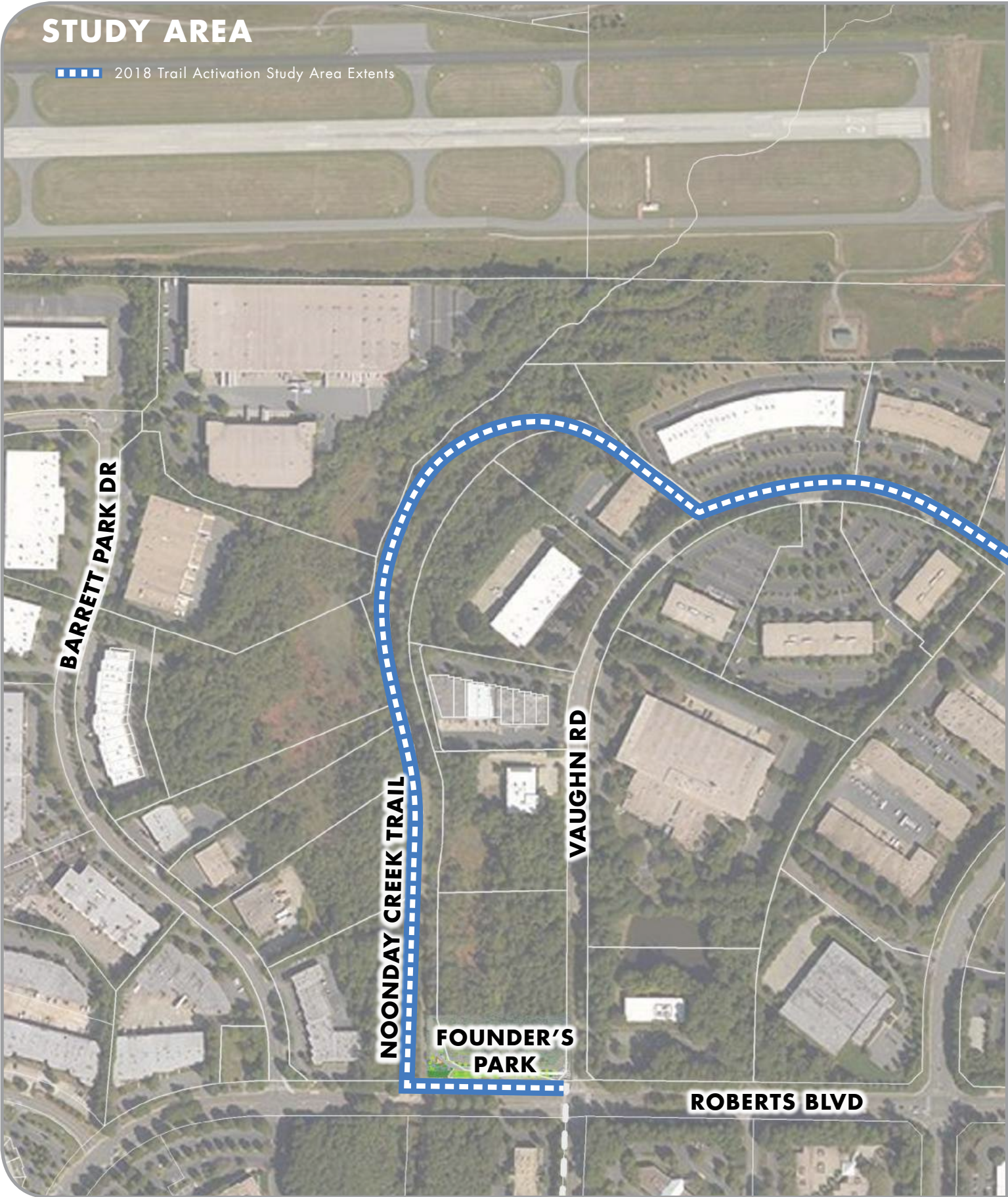
## WHY INVEST IN TRAIL ACTIVATION STRATEGIES?

- IMPROVES AESTHETICS
- ENHANCES BRANDING AND WAYFINDING
- PROVIDES LOCATIONS FOR LOCAL ART IMPLEMENTATION
- ENCOURAGES COMMUNITY BUILDING
- ENHANCES SENSE OF PLACE
- CELEBRATES HISTORY
- INCREASES USER SAFETY
- MANAGES STORMWATER RUNOFF
- PROVIDES RECREATION AND WELLNESS OPPORTUNITIES
- CREATES ENVIRONMENTAL EDUCATION EXPERIENCES
- BUILDS AND MAINTAINS LOCAL PARTNERSHIPS

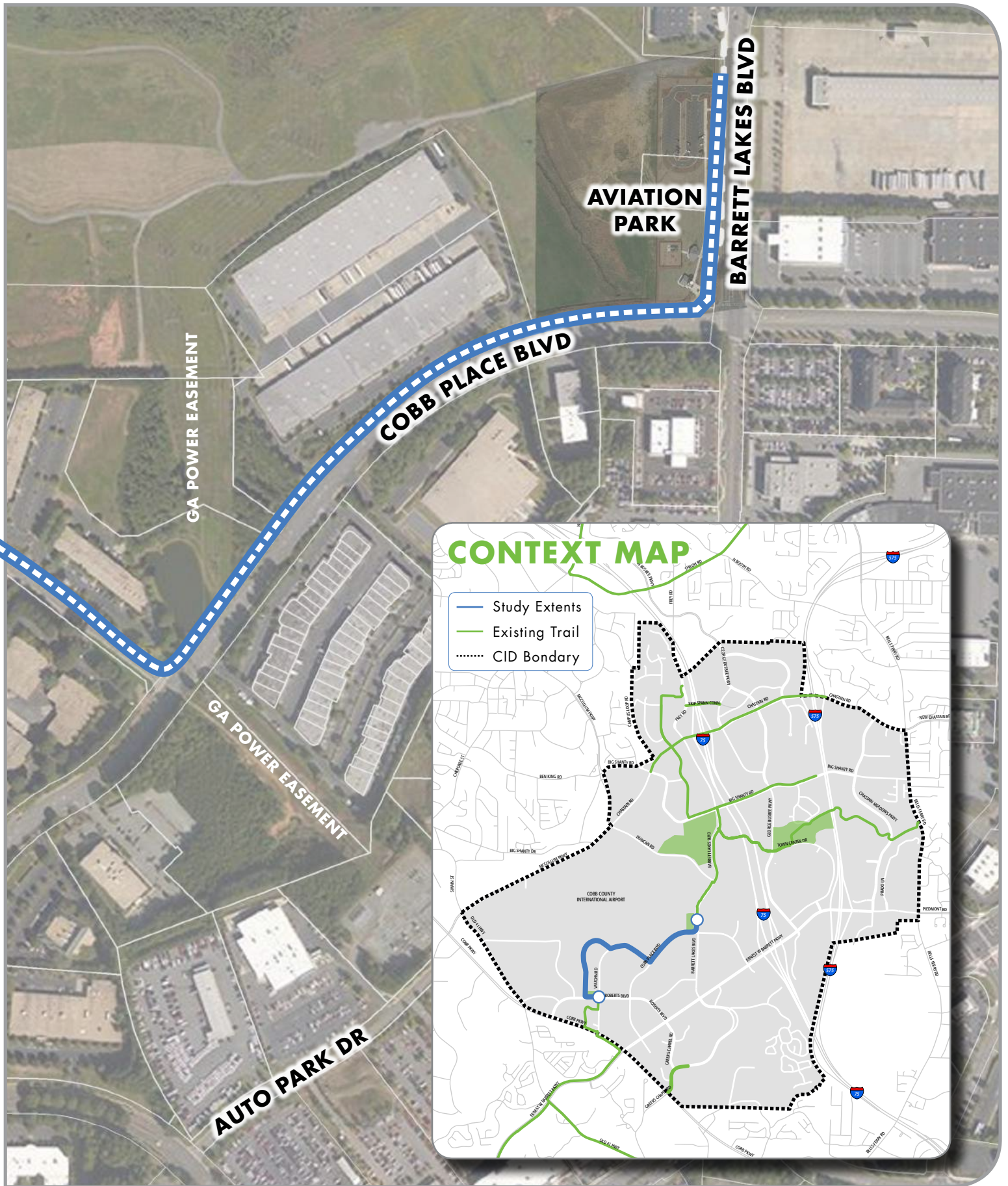


# STUDY AREA

2018 Trail Activation Study Area Extents









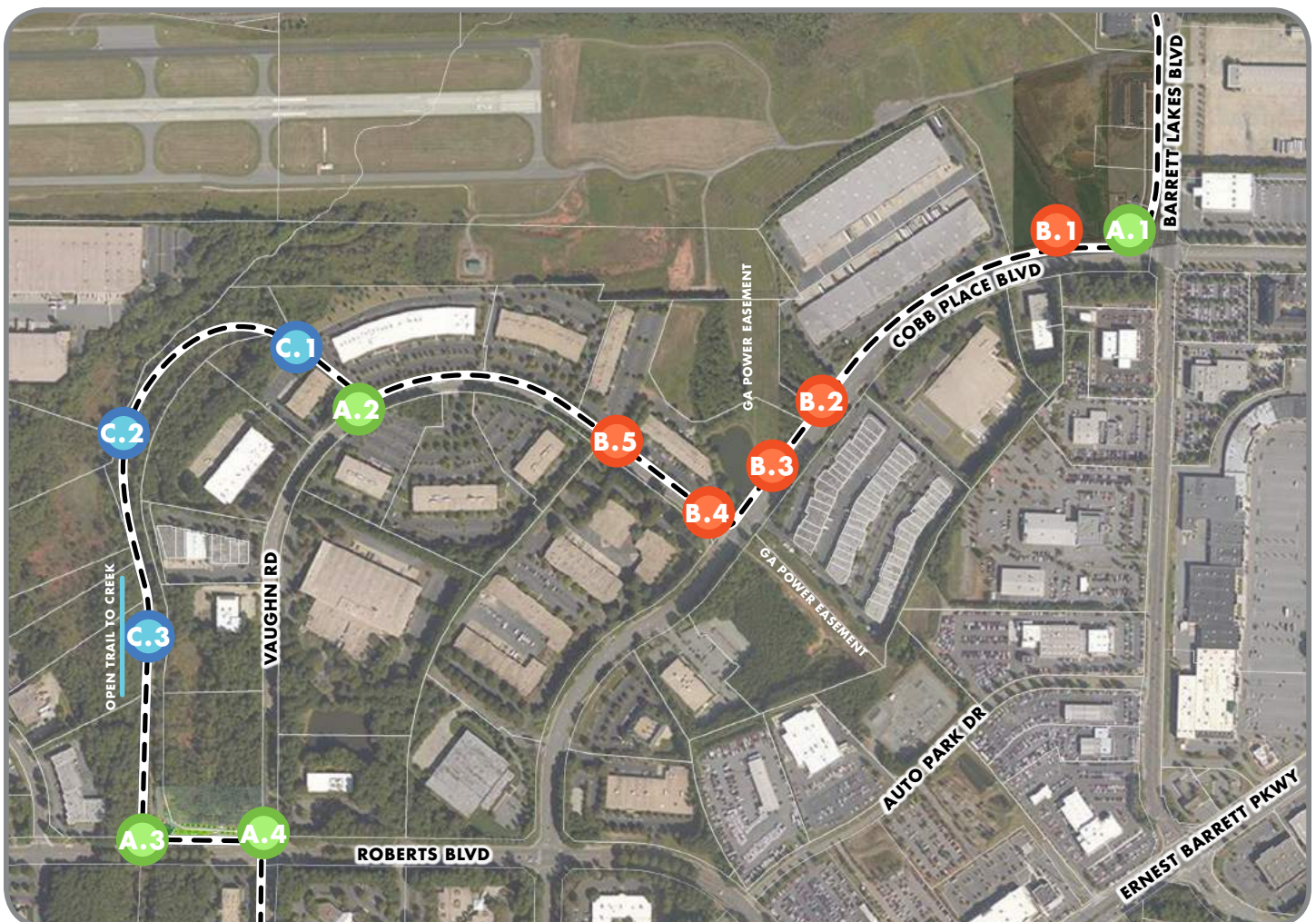
## ACTIVATION LOCATIONS

To identify locations for potential trail activation strategies, Kimley-Horn reviewed existing conditions including aerial photography, parcels, and property ownership. Kimley-Horn conducted a site walk to review existing trail conditions and observe the character of the parks, trail, and its users. The map below illustrates areas for potential trail activation strategies. Photos of the existing conditions at each location are on page 5.

Green dots represent gateway/entrance access points along the trail either at a park entrance or at a transition point on the trail from on-street to off-street. Red/orange dots represent on-street trail activation strategies, located next to a roadway. Blue dots represent off-street trail activation strategy opportunities, either along Noonday Creek or in a wooded area away from roadways.

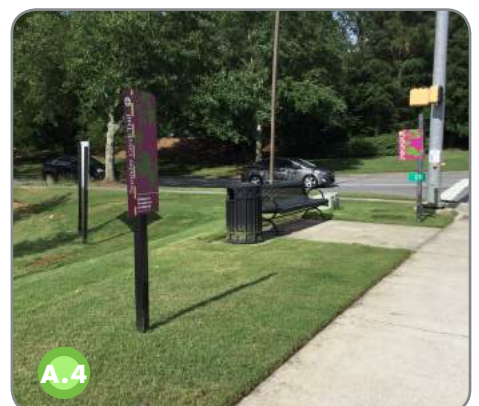
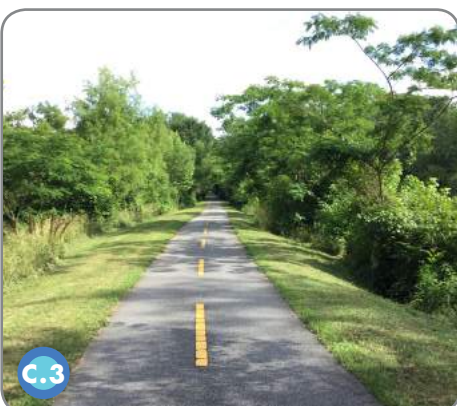
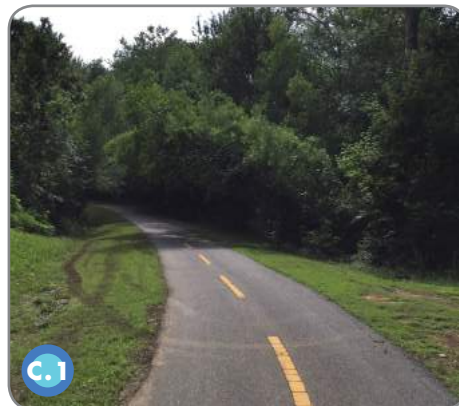
It is important to note that the trail activation strategies identified on the following pages can be applied to multiple locations along Noonday Creek Trail and throughout the district. Trail activation strategies can be applied to multiple locations and are not limited to the locations identified below. Activation strategies will be most successful in an environment where strategies enhance the user experience and where users feel safe and comfortable. For example, seating should be located in shaded areas so users can seek shelter from the heat.

A strategy matrix located on page 19 identifies the best physical conditions for each strategy. This tool will assist the CID and funding partners in identifying the best location for proposed strategies or the best strategy for an available location.





# EXISTING CONDITIONS



# TRAIL ACTIVATION STRATEGIES

After thorough review of the existing conditions, a site walk, and conversations with the CID staff, twelve trail activation strategies were recommended. Strategies associated with a location between Aviation Park and Founders Park, but each strategy can be implemented in other locations along the trail and within the CID. Some activation strategies can be implemented in numerous locations such as signage, creative trail furnishings, and landscaping, while other strategies like the Aviation Park Entrance Gateway and the creek overlook can only be implemented in locations with certain attributes.

The activation plan outlines recommendations for each of the three trail types: entrance gateways, on-street trail, and off-street trail. The defined strategies below and on the following pages are listed based on trail type and then location from north to south along the trail from Aviation Park to Founders Park.

## Strategy A.1 **Aviation Park Entrance Gateway**

- Add an element of history and education to the CID through educational technology and signage opportunities regarding Cobb County International Airport.
- Sculptural art or play equipment can also be incorporated with the airplane theme.
- Cobb County International Airport is donating an airplane to be mounted as a sculptural art piece within Aviation Park.

## Strategy A.2 **Vertical Signage and Archways**

- Trail activation includes a great opportunity to enhance brand visibility and awareness for the CID, Noonday Creek Trail, and/or Cobb County Trail System through wayfinding and signage.
- Larger vertical signage should be placed at gateway locations including trail heads, parks, and entrances to off-street or on-street trails.
- Vertical signage should be visible from the road to enhance awareness of the trail system.

## Strategy A.3 **The Gardens Exhibit**

- Located within the future Founders Park, this strategy is an opportunity to partner with Smith-Gilbert Gardens to install temporary or permanent exhibits.
- With Founders Park's linear layout, an archway above the trail can enhance the sense of place and create a better sense of enclosure.

## Strategy A.4 **Creative Trail Furnishings**

- Creative trail furnishing could include a variety of elements: bike racks, swings, benches, play equipment, trash receptacles, and bike repair stations.
- Technology and branding can also be added to any strategy.

## Strategy B.1 **Light Posts and Shaded Seating**

- Seating is important along the trail to attract users of all physical abilities.
- Seating must be shaded and visible so users feel cool, comfortable, and safe.
- The light post branding strategy creates added interest along the trail and is also an opportunity for branding and/or advertising.

## Strategy B.2 **Crosswalk Art**

- Crosswalk art will add visual interest along the trail with color and enhanced design.
- Crosswalk art will create safer environments for trail users as it tends to slow vehicles when approaching the crosswalk.
- Crosswalks present opportunities for brand awareness and wayfinding.

## Strategy B.3 **Upgraded Railing**

- Existing railings along the trail can be modified or upgraded to add visual interest and brand awareness by using the colors of the trail/CID.

## Strategy B.4 **Shaded Fitness Equipment**

- Fitness equipment can attract new users to the trail and should be shaded naturally or shaded by a structure.
- Kimley-Horn recommends incorporating technology through group fitness equipment and fitness apps to create new experience for users.

## Strategy B.5 **Landscape Improvements**

- Enhanced landscaping will create a better sense of safety and buffering (higher barrier) for on-street trail users than the existing grass strips on-trail.
- Landscaping will also benefit the environment to collect and filter stormwater through vegetation and soils.

## Strategy C.1 **Sculptural Art**

- Art is a great opportunity to partner with Kennesaw State University and other local organizations.
- Continuous or stand alone art installations will add interest along the longer stretches of off-street trail.
- Art is an opportunity for the CID to encourage additional users and posts on social media.

## Strategy C.2 is **Creative Seating**

- Seating is important along the trail for user comfort and creative seating can be both aesthetically pleasing and functional for all ages.

## Strategy C.3 is a **Creek Overlook**

- The Noonday Creek is not currently visible from the trail.
- An overlook with seating is an opportunity for users to connect with nature and the history of the trail.





## AVIATION PARK ENTRANCE GATEWAY

### CVG INT'L AIRPORT HEBRON, KY



This playground includes educational boards with information such as best airplane viewing times, aircraft models, and airport history.

### CLEMSON UNIVERSITY CLEMSON, SC



Six 8-foot long "paper airplanes" fabricated from aluminum have been placed throughout Clemson's campus as sculptural public art.



### BERNAL PARK PLEASANTON, PA



This airport play area incorporates a "tarmac" play surface topped with flight-inspired equipment, while a scaled-down runway serves as a running track.

### JUBILEE PARK SAANICH, BC



This play structure, "The Aviator," is a popular outdoor destination with a backdrop of airplanes landing beyond.

### GRAND PARK LOS ANGELES, CA



The paper airplane shade structure is an example of a public art installation with a practical purpose.

## CONCEPTUAL ENHANCEMENTS





# A.2

## VERTICAL SIGNAGE ENTRANCE GATEWAY

### SCULPTURAL ARCHWAYS



Overton Park, Memphis, TN



Trout Run Trail, Decorah, IA



### VERTICAL SIGNAGE & WAYFINDING



### CONCEPTUAL ENHANCEMENTS





# A.3

## THE GARDENS EXHIBIT ENTRANCE GATEWAY

### CHEEKWOOD BOTANICAL GARDENS NASHVILLE, TN



The area of Founders Park along Roberts Boulevard has the potential to accommodate enhanced landscaping or a shade garden, similar to the example pictured to the left. These plantings could be provided through a partnership with the Smith-Gilbert Gardens.



### BMA SCULPTURE GARDEN BALTIMORE, MD

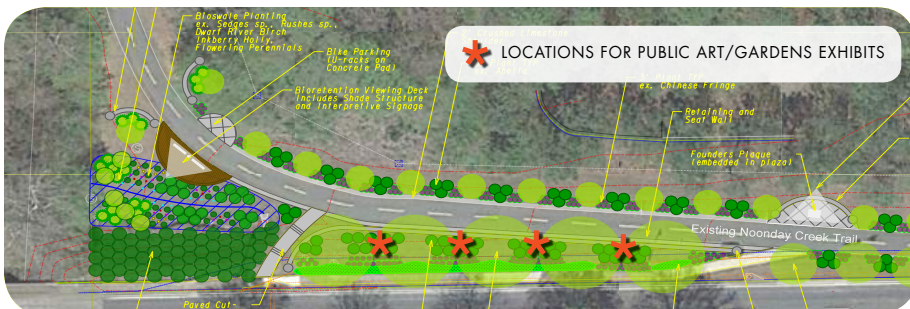


The Baltimore Museum of Art (BMA) Sculpture Garden includes flexible exhibit space for sculptures that are intended to be embedded in the natural landscape. These concrete podiums provide a fixed location in the garden for art to rotate seasonally in a public environment.

### PLANTER DISPLAYS



### CONCEPTUAL ENHANCEMENTS





# A.4

## CREATIVE TRAIL FURNISHINGS ENTRANCE GATEWAY

### SWINGSET ELHAGER, LATVIA



This modern twist on a swingset provides a sculptural and colorful element that can pair with additional equipment pieces or function as a stand-alone piece.



### OTHER FURNISHINGS



Bike racks that function as public art, playful benches, sleek trash receptacles, small-scale interactive sculptures, and well-located bike repair stations are just a few strategies to incorporate color, improve function, and attract new trail users.

### ABERNATHY GREENWAY SANDY SPRINGS, GA



The Abernathy Greenway incorporates sculptural swings that are brightly colored and draw attention from far-off distances.

### CONCEPTUAL ENHANCEMENTS





# B.1

## LIGHT POSTS & SHADED SEATING ON-ROAD CONCEPT

### SWING SEATING WITH SHADE



Montreal, Canada



Philadelphia, PA



### SMALE PARK RIVERFRONT CINCINNATI, OH



Riverfront swings have been added over time and funded through donations from local foundations. Each swing set incorporates a shade canopy and is set on two tall columns that make the swings visible from other locations along the riverwalk. They can be installed in modules to adapt to different sizes of spaces.

### LIGHT POST BRANDING



### CONCEPTUAL ENHANCEMENTS





# B.2

## CROSSWALK ART ON-ROAD CONCEPT

### DESIGN

"Painted crosswalks generally last up to 3-5 years when using thermo-plastic paint. Paint must provide a non-slip surface for pedestrians and be non-reflective." - Denver Artistic Crosswalks Design Guidelines

### COMMUNITY ENGAGEMENT

Through grant funding, the City of Lompoc's Healthy Lompoc Coalition organized a crosswalk design competition to help celebrate Lompoc and respond to the growing problem of physical inactivity in the area. Four winning residents had their designs implemented as a pilot phase, pictured below.



## INDY CULTURAL TRAIL INDIANAPOLIS, IN



## "CREATIVE CROSSINGS" DESIGN COMPETITION LOMPOC, CA



Denver, CO



Hartford County Library, MD

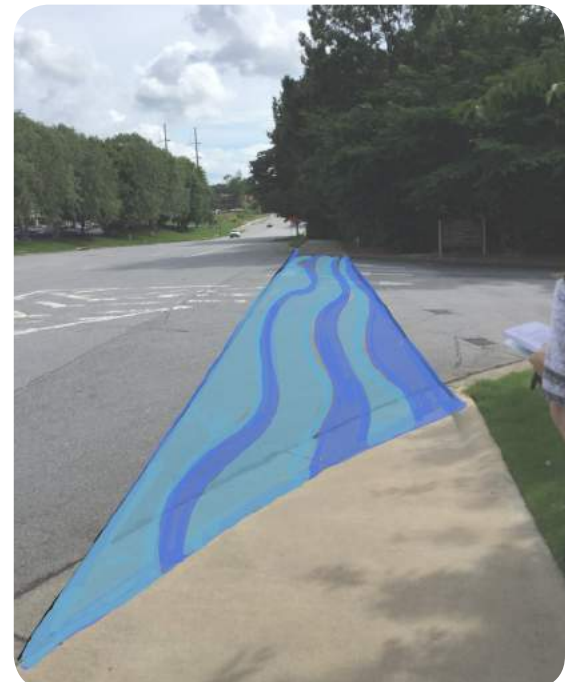


London, UK



Rail Trail, Charlotte, NC

### CONCEPTUAL ENHANCEMENTS





## B.3 UPGRADED RAILING ON-ROAD CONCEPT

### PATH 400 ATLANTA, GA



Steel cable railings along the PATH 400 trail are a modern, durable, and visually appealing option. The railing functions as a trellis support structure for climbing vines in some areas, while pillars with artful cut-outs cast colorful shadows on the concrete surface in other areas.



### THE HIGH LINE NEW YORK CITY, NY



The High Line in New York City mixes two different railing styles. Overlooks and narrower sections feature steel cable railings to maximize the view and greenery; an industrial grey railing is a nod to its past as a railroad bridge and incorporates the "H" logo to reinforce the trail's branding.



Appleton, WI



Germantown, MD



Cary, NC



Design Mockup



Gwinnett County, GA



Niagara Falls Park, NY



Charlotte, NC



Honolulu, HI

### CONCEPTUAL ENHANCEMENTS





# B.4

## SHADED FITNESS EQUIPMENT ON-ROAD CONCEPT

SWIFT CANTRELL PARK KENNESAW, GA



FITNESSPARK VICTORIA, AU



MOMENTUM PLAYGROUND REDMOND, WA

The above examples feature equipment such as elliptical machines, squat stations, pull up bars, and balance beams—all of which serve a dual purpose of being functional and aesthetically pleasing. Pieces can be grouped or spread along a trail segment to promote wellness and exploration of the trail in its entirety. Each station has signage with exercise instructions, with the option to be coordinated with wayfinding signage to improve navigation throughout the overall system.

EXISTING CONDITIONS

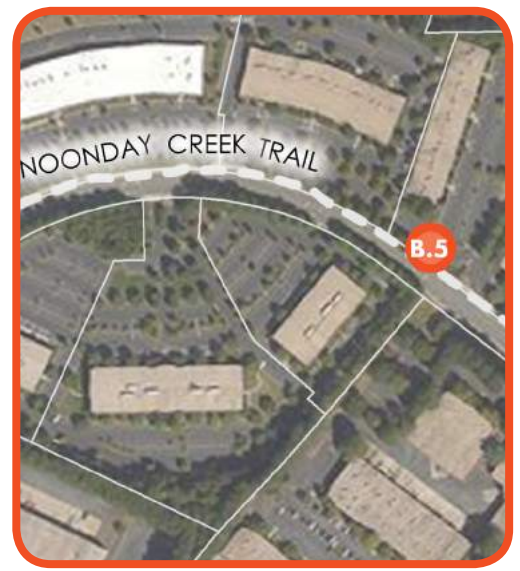




# B.5

## LANDSCAPE IMPROVEMENTS ON-ROAD CONCEPT

### INDY CULTURAL TRAIL INDIANAPOLIS, IN



### PATH ALONG THE HUDSON NEW YORK CITY, NY



### DESIGN

"Using bioretention practices, stormwater planters collect and filter water through various layers of vegetation and soils. They are commonly seen in cities along streets and sidewalks, and can vary in size, shape, and plant content." - Green Building Alliance

### JUNIPER STREETSCAPE ATLANTA, GA



### CONCEPTUAL ENHANCEMENTS

### GREEN STREETS PORTLAND, OR







## SCULPTURAL ART OFF-ROAD CONCEPT

### NCMA PARK RALEIGH, NC



### TOWN CENTER URBAN PARK GERMANTOWN, MD



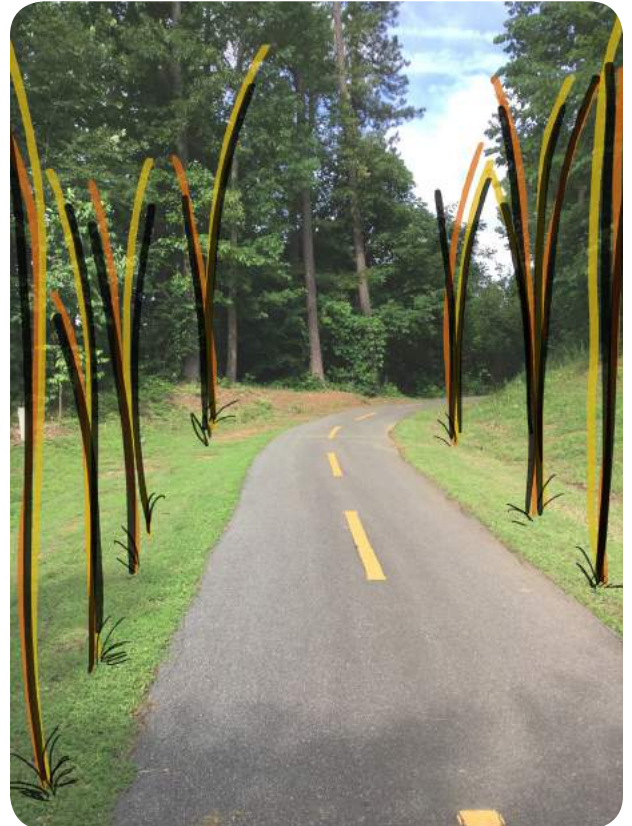
### SEATTLE CENTER SEATTLE, WA



### THE BELTLINE ATLANTA, GA



CONCEPTUAL ENHANCEMENTS







# CREATIVE SEATING OFF-ROAD CONCEPT

## "PLEASE TOUCH THE ART" BROOKLYN BRIDGE PARK



This multi-purpose sculptural installation functions as art, seating, and play area. The linear nature of the bench could be well-suited for this location.



## SEATING EXAMPLES



Hong Kong, China



Hamburg, Germany



Split, Croatia



Dedridge, Scotland



Toronto, Canada



Washington, DC



Philadelphia, PA

## CONCEPTUAL ENHANCEMENTS







## CREEK OVERLOOK OFF-ROAD CONCEPT

### OVERLOOK EXAMPLES



Bloomfield, MO



Hudson, NY



Anchorage, AK



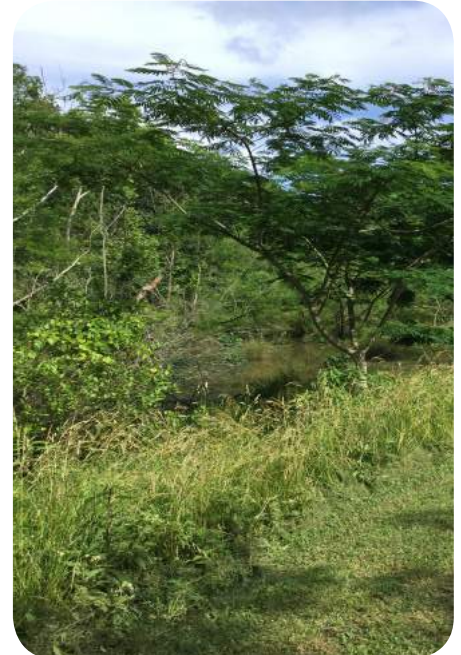
Milton, FL



Atlanta, GA

### EXISTING CONDITIONS

In order to reconnect trail users with the Noonday Creek, there is the potential to clear a small access point to improve the relationship between the trail and the creek. Constructing a viewing platform with fixed or flexible seating would create a natural stopping point along the trail.





# IMPLEMENTATION

## ACTIVATION STRATEGY MATRIX

This matrix is a tool to assist the CID and potential funding partners to identify the best location for proposed activation strategies or the best strategy based on proposed locations.

ACTIVATION	CONTEXT	OFF-STREET TRAIL	ON-STREET TRAIL	SHADED AREA	SUNNY AREA	PUBLIC PROPERTY	PRIVATE PROPERTY	ALONG CREEK	CROSSWALK	ADJACENT TO WOODED AREA	CONCRETE PAD	WITHIN A PARK	AREA VISIBLE FROM THE STREET	TRAIL ENTRANCE/GATEWAY
VERTICAL SIGN			*	*	*	*						*	*	*
TRAIL FURNISHINGS		*	*	*							*	*	*	*
LIGHT POST ENHANCEMENTS			*	*	*	*								
SHADED SEATING		*	*		*		*	*			*	*	*	
CROSSWALK ART			*	*		*			*					*
UPGRADED/NEW RAILING			*	*		*				*			*	
SHADED FITNESS PLAYGROUND			*		*	*				*	*	*	*	
LANDSCAPE IMPROVEMENTS			*		*	*						*	*	
SCULPTURAL ART		*	*	*		*					*	*	*	*
CREATIVE SEATING		*	*	*		*		*		*		*	*	*
CREEK OVERLOOK		*						*		*				



## FUNDING

The chart below associates each activation strategy with an industry standard cost or cost from a known case study. Some case studies identified funding sources for their project, these are listed in the first column on page 21.

	PROJECT #	PROJECT	CASE STUDY	COST
GATEWAY / ENTRANCE	<b>A1</b>	Aviation park	Grand Park Los Angeles, CA	\$100,000
	<b>A2</b>	Sculptural Arch	Overton Arch Memphis, TN	\$130,000
	<b>A2</b>	Vertical Signage	Various Projects	\$10,000-\$15,000
	<b>A3</b>	The Gardens Exhibit	Cheekwood Botanical Gardens Nashville, TN	\$29,000-\$55,000 For a 50' long structure
	<b>A4</b>	Bike Tune Up Station	Explore Minnesota Duluth, St. Cloud, Twin Cities, MN	\$700-\$1000
ON - STREET	<b>B1</b>	Swing Seating with Shade	The Porch at 30th Street Station Philadelphia, PA	\$15,000-\$30,000
	<b>B1</b>	Light Post		\$12,000-\$15,000
	<b>B2</b>	Crosswalk Art	Creative Crossings Design Competition Lompoc, CA	\$7,500 per crosswalk
	<b>B3</b>	Upgraded Railing	Various Projects	\$250-\$300 per LF
	<b>B4</b>	Outdoor Equipment Elliptical Machine	Momentum Playground Seattle, WA	~\$800 per machine
	<b>B5</b>	Landscape Improvements		\$35-\$40 per LF
OFF - STREET	<b>C1</b>	Sculptural Art	Angier Springs Monumental Work Beltline Atlanta, GA	\$25,000
	<b>C1</b>	Sculptural Art	Town Center Urban Park Germantown, MD	\$200,00-\$300,000
	<b>C2</b>	Creative Seating	Looped In Philadelphia, PA	\$10,000
	<b>C3</b>	Creek Overlook	Various Projects	\$70 per sq ft



## FUNDING CONTINUED

PROJECT #	FUNDING SOURCE	NOTES
<b>A1</b>	Goldhirsh Foundation's My LA2050 Challenge	
<b>A2</b>	First Tennessee Foundation	
<b>A2</b>		Costs will vary greatly depending on size of signage and number of signs installed. 8'-10' signs may fall in a range of \$10,000-\$15,000. A minimum budget for a series of signs should consist of \$60,000-\$70,000.
<b>A3</b>	Metro Nashville Arts Commission, Tennessee Arts Commission, Corporate and Private Donations, Admissions	Broad price range and depends on materials used, length of trellis, etc. Price averages between \$65-\$125 per sq. foot of area covered by trellis.
<b>A4</b>	Sponsorship from Health Partners	The property and concrete pads were donated by land owners at the sites, and the station equipment was paid for by sponsors and bolted into the concrete pads manufactured by Bike Fixation.
<b>B1</b>	Grant from Artplace	\$375,000 for 14 slatted, wooden swings made from mahogany plywood with a canopy of translucent polycarbonate. <a href="http://www.artplaceamerica.org/funded-projects/porch-30th-street-station">http://www.artplaceamerica.org/funded-projects/porch-30th-street-station</a>
<b>B2</b>		Costs vary greatly depending on level of customization; a standard pole and bracket with unique banner ranges from \$3,000-\$5,000; a custom pole may range from \$12,000-\$15,000; a custom sculptural element may cost up to \$35,000. Price per unit decreases with a larger number of units.
<b>B2</b>	\$30,000 Grant from the Santa Barbara Foundation, Managed by the Healthy Lompoc Coalition	Lompoc Crosswalks cost a total of \$30,000 for 4 crosswalks. 10th St. & Piedmont Rainbow Crosswalk in Atlanta cost \$196,000 for 4 crosswalks; life expectancy is 10 yrs. Costs range from \$3,000 for minor stencils to \$65,000 for projects using thermoplastics that can last 5+ Years
<b>B3</b>		Railing costs vary depending on complexity and whether the design is custom or standardized. Complex, custom designs are the highest cost.
<b>B4</b>		Machines vary in price based on number and particular equipment chosen.
<b>B5</b>		Pricing based on 5' wide planting strip, with trees spaced at 40' on center.
<b>C1</b>	Grant from the Tim and Laura Schrager Family Foundation	
<b>C1</b>	\$1.5 Million Program Open Space Funding from the State of Maryland; Site Shared with the Regional Library	Series of Pergola Structures, designed by local artist David Hess.
<b>C2</b>	University City District	Costs range from \$10,000 up to \$20,000, depending on wood finishes used.
<b>C3</b>		Price for overlook decking may vary depending on the type of wood and finish that is used.