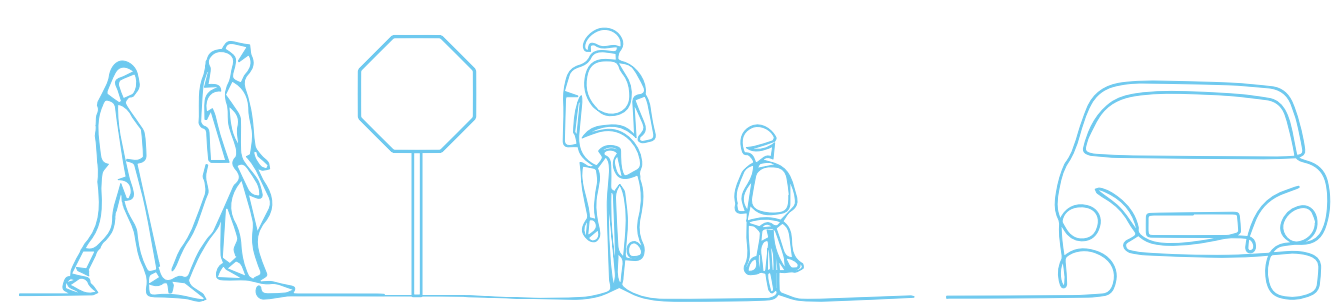
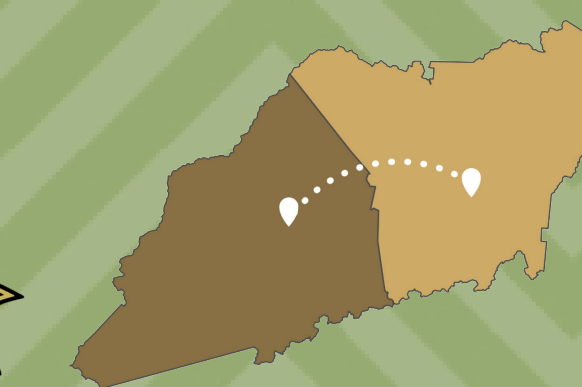
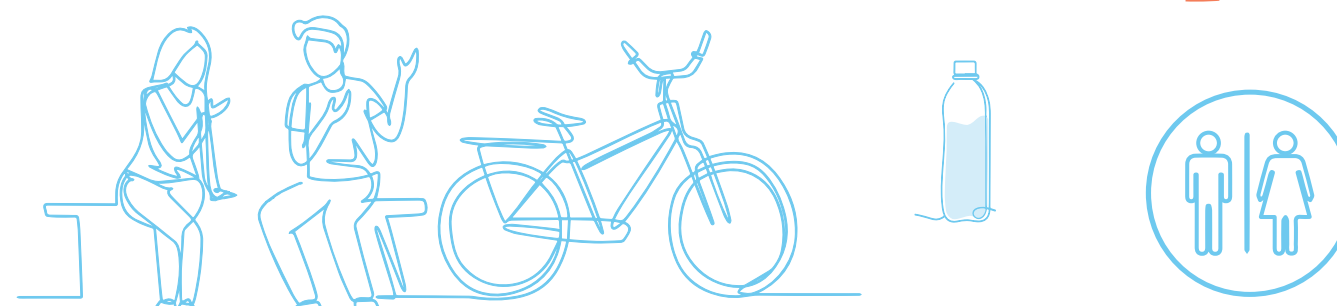


TRAIL-ORIENTED DESIGN



Establish Safe Access

Trail users should access businesses using **designated trailheads** and sidewalks to **avoid conflict** between cars, bikes, and pedestrians. Too many points of access on the trail can also cause conflict for trail users, like cyclists looking out for people entering the trail.



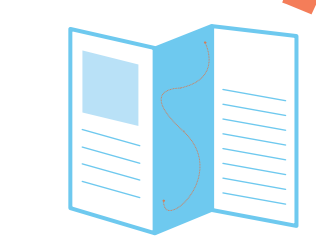
Trail-Related Services & Products

Services, products, destinations, or rentals that serve cyclists and pedestrians will support a **trail customer base**. Even if not a part of your normal service, offering some trail-related products / service (i.e. bottled water or snacks, or becoming a Trail Partner) could **increase awareness** of your services. Train staff on **trail etiquette as part of customer service**.



Become a Trail Partner

Offering **amenities for trail users** (i.e. restrooms, water fountains, etc.) will encourage more people to stop in. Often, people will buy things, or it could promote your business if not directly trail related.



Advertising

Using the trail as a means of advertising and as a **landmark** can also increase business. Supporting trail users and **promoting trail events** can bring awareness in addition to increasing retail visibility and sales.



Property Edges

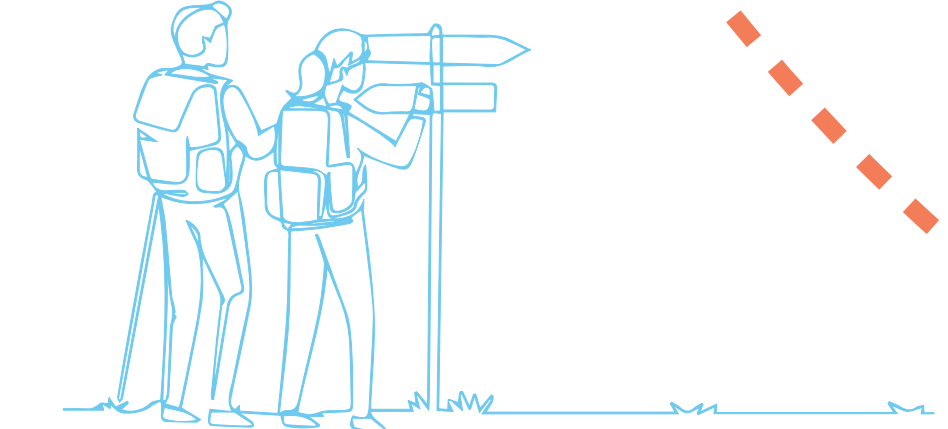
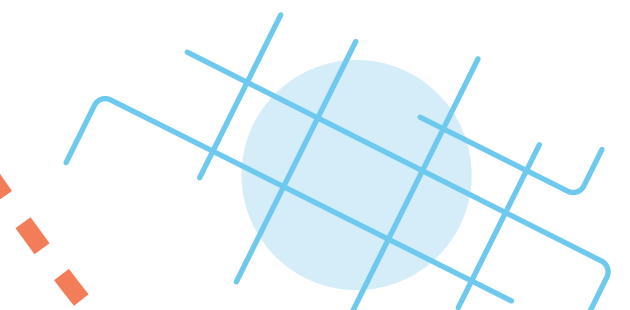
Putting things in (or too close to) the trail right-of-way is never safe, and violates the **encroachment policy**.

How will people will use areas next to the trail? Putting **landscaping or fencing** near the **trail edge** could keep people safe from wandering onto an active trail right-of-way.

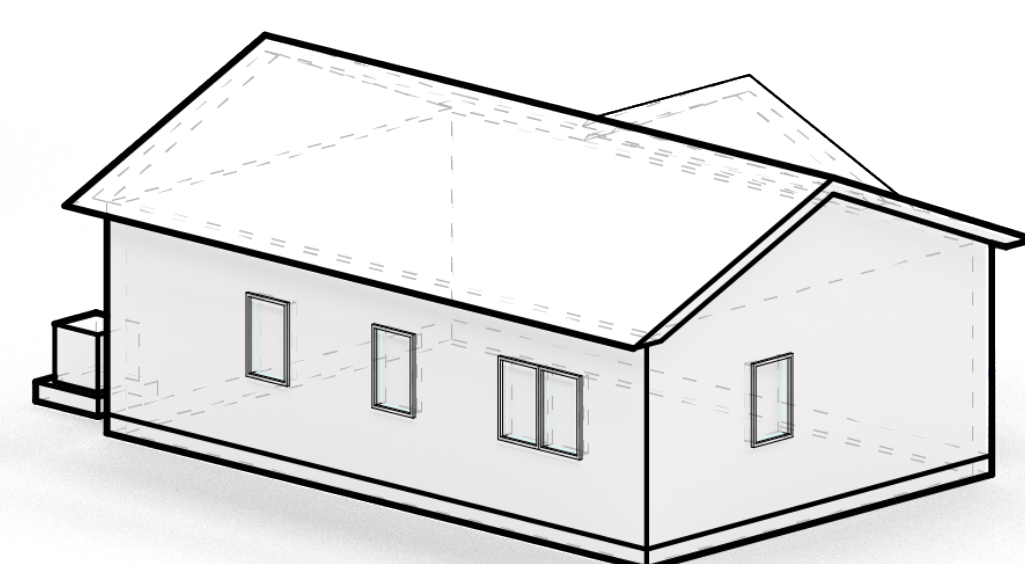


Connections Beyond the Trail

Consider not only how people will reach your business from the trail, but how people could **walk or bike** from your establishment **to surrounding areas**. This could make your business a "jumping-off" point for users and an attraction for the trail.

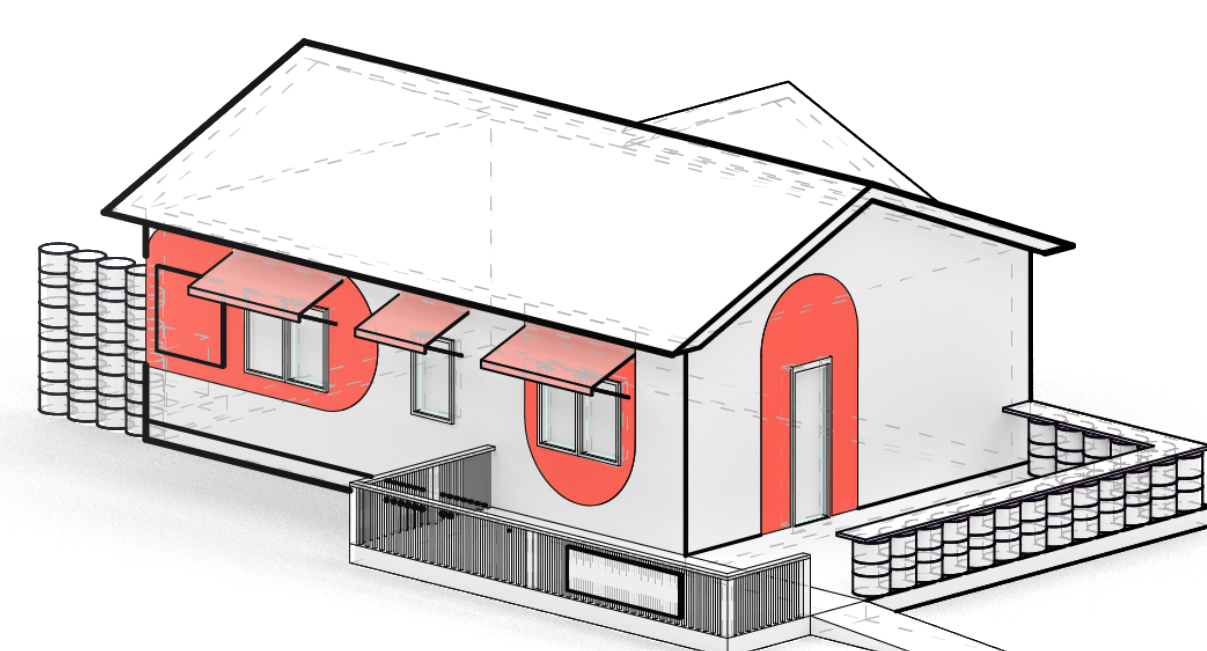


Re-orienting your business towards the trail



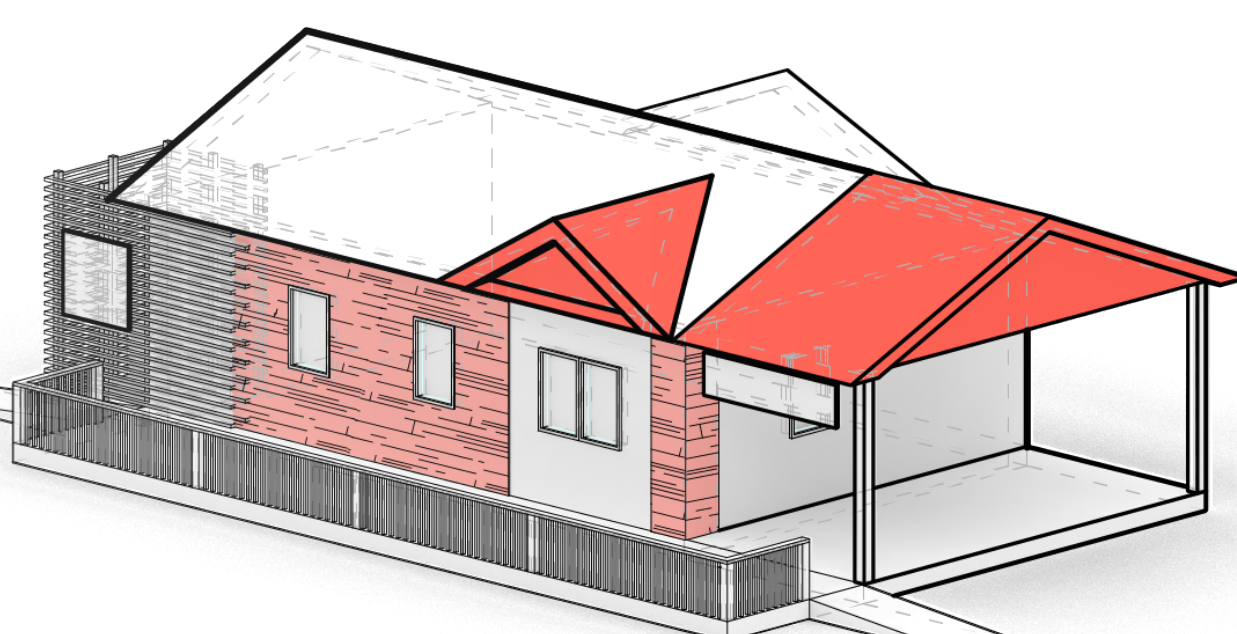
Smaller Investments: Activate the facade

- Paint
- Screening for HVACs / utilities
- Rear windows converted to take-out windows for trail users
- Add awnings
- Porch or yard space defined
- Landscaping
 - Shade elements
 - Decorative
 - Clear sight lines from trail



Larger Investments: Activate the space

- Paths connecting trail access point to building
- Connect front entrance to back of building
- Side or rear entrance for easy trail access
- Outdoor seating / Covered areas for seating
- Ramps for accessibility
- Mural / Art facing the trail



Examples from Other Trails

How trail-adjacent businesses have pivoted to embrace trail users



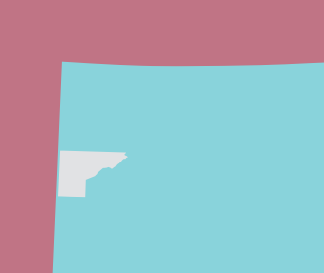
Mon River Trail, WV

\$6 Million annual visitor spending in Morganton, population of 29,000. 2020 study



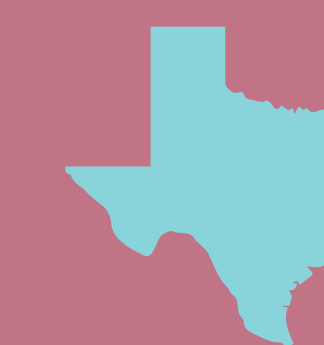
Erie Canalway Trail, NY

\$253 Million in annual economic impact. 2014 study



Mesa County, CO

\$190 Million in economic impact from outdoor recreation. 2022 study



Katy Trail, TX

\$18.5 Million in annual economic impact. 2012 study

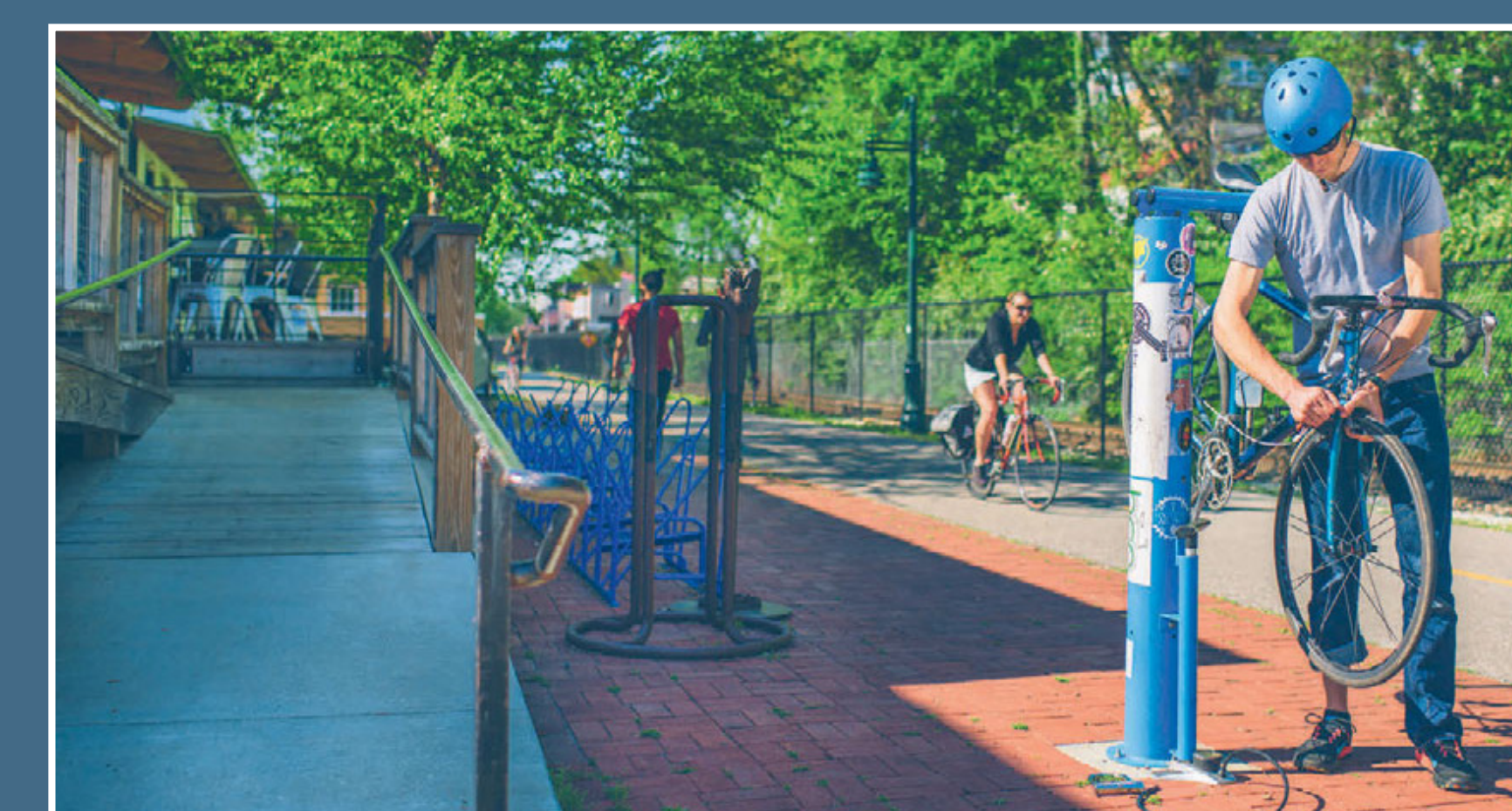
The Swamp Rabbit Trail, SC

Local Identity

- The trail has helped shape a regional identity of recreation and hospitality
- Businesses have grown and been created thanks to high trail use and increased visibility
- Even non-trail related businesses have benefited from Swamp Rabbit publicity and identity

Trail Destinations

- The Swamp Rabbit connects downtown Greenville and Travelers Rest, activating both with an influx of trail users
- Nodes of shops and restaurants along the trail foster trail activity and economic development with access & trail views



Razorback Greenway, AR

Amenities

- Bike racks, air pumps, and outdoor seating used to support cyclists who stop in to eat or shop
- Seating areas and entrances face the trail

Increased Spending

- Greater access for everyone has generated more customers
- Tourism spending
- A 2018 study showed \$27 million spent annually by out-of-state visitors

Learn more about Henderson County's resources to help your business become more trail-oriented at HCGreenways.org

