



# Richmond Wellness Trail Vision Plan

Richmond, CA



Richmond Wellness Trail Vision Plan  
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Views and opinions presented in this document do not necessarily  
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## Foreword

In 2015, National Park Service (NPS) Director, Jonathan Jarvis, attended the Greater and Greener urban conference (across the bay in San Francisco) to launch the NPS Urban Agenda – a bold initiative with the fundamental goal of helping the NPS embrace its role in urban areas. By selecting 10 cities of different sizes and locations around the country, and placing Urban Fellows in these cities, the NPS could begin to engage with communities to understand their issues and to bring resources from the more than 30 programs administered by the NPS to bear on these issues.

I attended this conference and was humbled and excited to be selected as one of the NPS hosts to one of these Urban Fellows. But what excited me the most was not the attention of being selected as a host city; for me it was the opportunity to do something different. This Urban Agenda was not a park-based or a program-based approach, as has been done in the past, but a holistic and inclusive form of engagement meant to leverage the power of the entire NPS portfolio, not just changing the way communities view the NPS, but the way the NPS views its role in the communities we serve.

In many ways, it was an effort for us to think differently about the way we approach how we can or should work with and for the communities we serve. We needed to start by listening – not just asking, but truly listening to what the

communities are asking for. We needed to start in the communities, meeting people where they live, in their neighborhoods, and not just doing what other organizations are already doing, but finding ways that we can add value in ways that might be unique to the resources we can leverage and share.

We started by meeting with other organizations, both private and public, and we started by hiring someone as our urban fellow who had already been working in the community for years. Through this process the idea of a Wellness Trail emerged. A project that addresses the health of the community, not just physically – by creating a walking trail; but artistically – through public art projects; socially – by providing opportunities in a variety of neighborhoods; spatially – connecting the downtown to the waterfront; historically – raising awareness about the rich home front history of the city; and generationally – making sure to be inclusive, from youth through seniors, through all phases of the project.

The plan we have collectively developed is a great road map for what could become a valuable asset for the entire community, but its value is greater than the plan itself. In its creation we have begun to demonstrate how, by listening and working together, we as a community can accomplish great things...and we hope that moving forward the NPS will be there all along the way.

– Tom Leatherman, General Superintendent  
Rosie the Riveter/WWII Home Front National Historical Park



## BACKGROUND

This document was prepared by the Local Government Commission (LGC) on behalf of the National Park Service (NPS) Urban Agenda initiative in partnership with the City of Richmond.

The NPS Urban Agenda focuses on connecting Americans to parks and programs in urban areas as well as more remote national parks, helping to build and maintain healthier and more livable cities and communities. Ten model cities were selected to engage NPS resources and grassroots community partnerships to advance local youth connections, outdoor

recreation, historic preservation, economic vitality, health, and urban design and sustainability.

The City of Richmond and Rosie the Riveter/ World War II Home Front National Historical Park was one of 10 model locations chosen to host an Urban Fellow for two years to activate the Urban Agenda. The Urban Fellow initiated the Richmond Wellness Trail visioning and planning effort in Fall 2015. A Guiding Team was formed, followed by a yearlong series of resident and stakeholder engagement activities to develop the concepts presented in this report.

## OVERVIEW

The Richmond Wellness Trail (RWT) is a four-mile trail, locally designed to attract and inspire users to experience and build health and wellness-oriented activity into their daily lives. The trail will include bicycle and pedestrian improvements, activity and rest areas, art, cultural and natural interpretive features, and other interactive elements that provide guidance and support for healthy lifestyles.

## LOCATION

The RWT is envisioned with primary gateways at the Richmond Kaiser Permanente Medical Center, Richmond Greenway and the waterfront. It extends down 9th Street on to the Richmond Greenway heading east. From the Richmond Greenway, the trail heads south on Marina Way South toward the Richmond Marina and north on 16th Street and West on Nevin Avenue forming a 1.5 Mile Downtown Walking loop.

The RWT will connect nearby amenities such as the Kaiser Medical Facility, Richmond BART/AMTRAK Station, East Bay Center for Performing Arts, and Downtown Richmond to the Richmond Greenway, several schools, the Rosie the Riveter/World War II Home Front National Historical Park, the Richmond Marina, the San Francisco Bay Trail and the future Richmond Ferry service.

## ROUTE SELECTION, PARKS AND PUBLIC HEALTH

The route is adjacent to the Kaiser Medical Center with the intent of establishing

a location for patients to fulfill “park prescriptions” issued by health professionals from Kaiser Permanente and other health care providers. The goal is to increase the prescription of outdoor physical activity to prevent (or treat) health problems resulting from inactivity and poor diet.

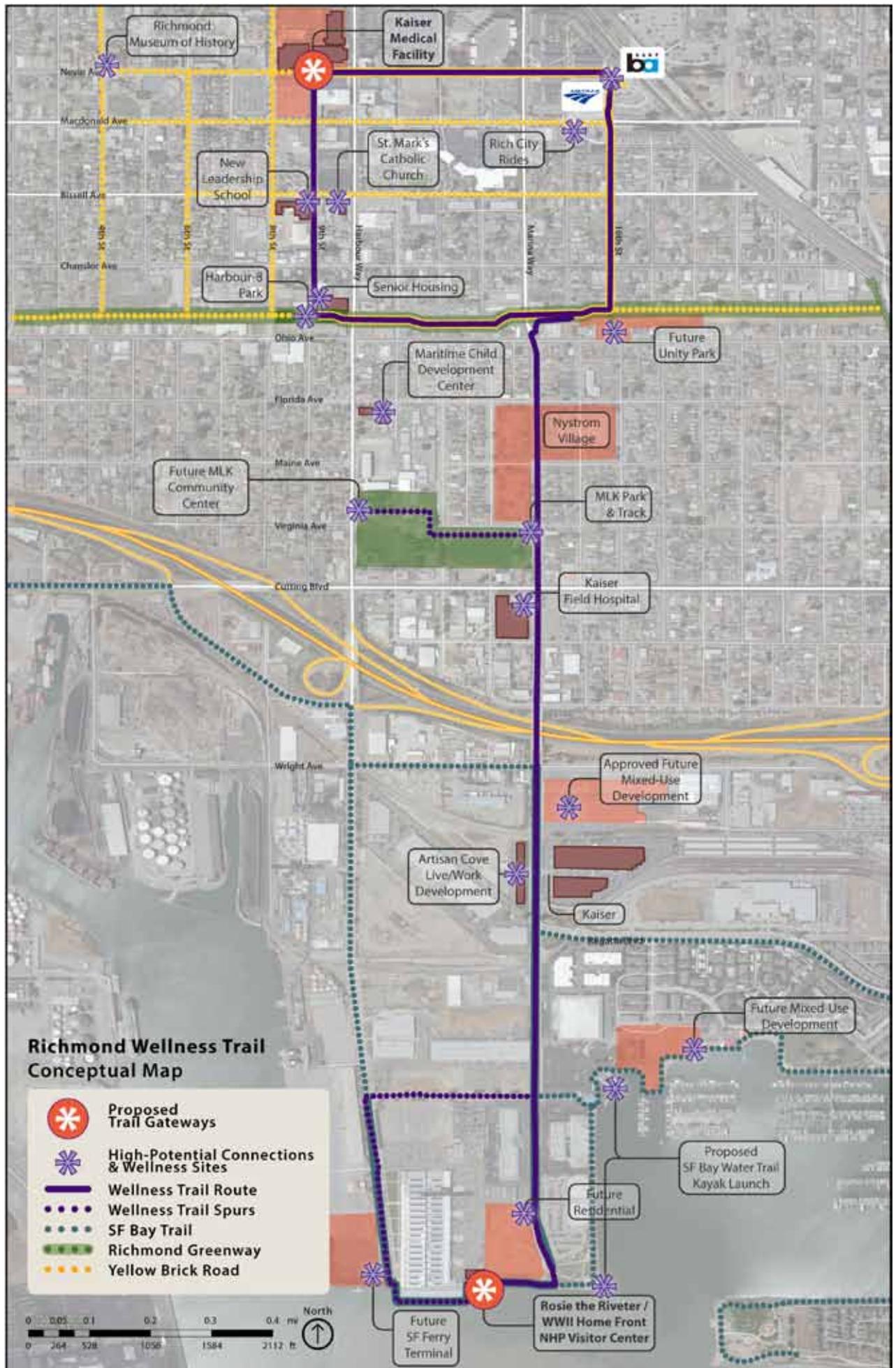
Park prescription programs encourage health care professionals to offer a “walking prescription” for patients who need to increase physical activity, with the ultimate goal of patients adopting regular walking as a lifelong activity. The prescription could be accompanied by a field guide to recommended walking routes such as the Richmond Wellness Trail.

Park prescriptions will encourage visitors to public lands – and users of the City’s streets, sidewalks and trails – to increase their time spent enjoying physical activity and will also provide physicians and other health professionals with a new tool to inspire patients to improve their health. Park prescription programs also benefit public lands by promoting park use and stewardship, and increasing potential funding sources through connections with the health sector.

## RELATIONSHIP TO OTHER PLANS

This plan is consistent with the City of Richmond General Plan, implementing goals and policies such as:

- Goal CR1: An Expanded Multimodal Circulation System, with a focus on safer and more attractive conditions for all modes.



- Goal CR2: Walkable Neighborhoods and Complete Streets to make walking and biking more attractive and enhance connectivity between neighborhoods, schools, and work places.
- Goal CR3: A Safe and Well-Maintained Circulation System, which emphasizes safety and maintenance improvements.
- Goal CR5: Sustainable and Green Practices, which emphasizes sustainable solutions including stormwater treatment through pedestrian amenities.
- Policy NP1.2: National Historical Park Element – Access to Resources which states that the City will support the expansion of transportation options to National Historical Park resources and sites in the City.

The Richmond Wellness Trail Plan builds on the concepts developed in the Pedestrian Plan (2011) and makes enhancements and refinements to those concepts based on the latest best practices. The Richmond Wellness Trail Plan is intended to be an addendum to the existing Pedestrian Plan.

The City of Richmond Bicycle Master Plan (2011) also provides recommendations for bikeways citywide, including the area encompassing the Wellness Trail. It calls for a Class III bicycle route on 16th Street between the Richmond BART Station and the Richmond Greenway, which this plan proposes as a Class III Bicycle Boulevard to provide a more comfortable, low traffic stress bikeway. Additionally, 9th Street is designated as a route of the Yellow Brick Road Iron Triangle Walkable Neighborhood Plan (2015) and the plan proposes a bicycle

boulevard with similar improvements such as small traffic circles, curb extensions and enhanced crosswalks for a traffic calmed, slow and shared street environment. Lastly, Marina Way South from Ohio Avenue to Wright Avenue is proposed to have a Class IV buffered bicycle lane to match the buffered bike lanes from Wright Avenue to Hall Avenue in the approved South Richmond Transportation Connectivity Plan (2015).

The Richmond Wellness Trail is also consistent with other adopted plans such as the Climate Action Plan, the Parks Master Plan and the recently updated City Zoning Ordinance.

## OUTREACH AND ENGAGEMENT

The National Park Service Urban Fellow based in Richmond applied for and received technical assistance from the National Park Service’s Rivers Trails and Conservation Assistance Program which provided a dedicated landscape architect and planner to assist in the development of the plan for one year. Shortly after, the Richmond Wellness Trail Guiding Team was formed consisting of members from the Richmond Bicycle and Pedestrian Advisory Group, City Staff, County Health Staff, Kaiser Permanente, Rich City Rides, Urban Tilth, Friends of the Richmond Greenway, Pogo Park, Groundwork Richmond, Richmond Main Street Initiative, the Local Government Commission and others.

The outreach and engagement approach was modeled after the Pogo Park Yellow Brick

Road Iron Triangle Walkable Neighborhood planning effort and the goal was to achieve deep engagement with partners, residents and stakeholders and to implement an intensive public design process. This included a multi-day series of meetings, presentations, wellness bicycle rides, walk audits, field trips and workshops that engaged residents, stakeholders and agencies in a variety of activities to elicit ideas and concerns, and draw out solutions to existing challenges.

Saturday, April 24, 2016, the National Park Service celebrated Park Rx Day to promote the connection between health and national parks and public lands. Locally in Richmond, the guiding team organized the first public design event: a community meeting at the East Bay Center for Performing Arts and walk audit of the Richmond Wellness Trail. Participants discussed the proposed route, brainstormed features to create a safe, inviting experience for people of all ages and abilities. The event culminated with lunch at the Richmond Greenway and a performance by youth from the East Bay Center for Performing Arts.

The Local Government Commission (LGC), with funding from The California Endowment, conducted a four-day design charrette in August 2016. LGC arranged for a transportation and traffic planning and engineering expert to help develop design concepts. In partnership with Rich City Rides, the charrette team members embedded themselves in the Rich City Rides Co-Op & Bike Shop in downtown Richmond and created an active design studio to crowd-source solutions and potential amenities for the Richmond Wellness Trail.

At the opening evening workshop, participants viewed a presentation about strategies and tools to create safe and active streets, trails and public spaces. They worked in small groups around table maps of the RWT route, developed suggestions for improvements, and presented their ideas for change. Daily input and recommendations were provided by local residents and bike shop visitors during open studio hours. People also walked and biked the RWT route with members of the guiding team and the transportation consultant. They observed traffic and pedestrian conditions in the field, discussed concerns, and considered solutions for resolving problems. At the closing meeting, participants viewed a presentation and provided further input on the evolving framework plan and design concepts for implementing the trail.

For two days in November, 2016, a volunteer group of artists, landscape architects, agency staff, and nonprofit members gathered together in a second workshop at the Richmond Museum of History to elaborate upon the framework plan and design concepts developed in the August charrette. This group was tasked with crafting a safe, fun, inspirational and interactive trail with wellness experiences that feature positive messaging and exercise opportunities, with the overall goal of connecting people to recreational resources and bridging neighborhoods. After a site tour and group brainstorming on wellness themes, the group divided into three focus teams to look at trail branding, streetscape design, and site design for key parcels along the trail. At the end of the workshop, design results and ideas were displayed at a public meeting.

In addition to the above mentioned events, the Urban Fellow partnered with the East Bay Regional Park District, Urban Tilth and the Trust For Public Land to lead two walking tour field trips of the Richmond Wellness Trail with participants of the Bay Area Open Space Conference and the Meeting of Minds Conference.

### OVERALL OUTREACH AND ENGAGEMENT TIMELINE

Richmond Wellness Trail Kick Off Meeting	December 3, 2105
Friends of the Richmond Greenway Presentation	March 7, 2015
Rich City Rides Wellness Trail Ride	March 13, 2015
Trust for Public Land Presentation	May 11, 2015
Rosie the Riveter WWII Home Front National Historic Park Workshop	June 7, 2015
Richmond Bicycle and Pedestrian Advisory Committee Presentation	July 13, 2015
Richmond Bicycle and Pedestrian Advisory Committee Presentation	February 8, 2016
Park Rx Community Meeting and Walk Audit	April 24, 2016
Bay Area Open Space Conference – Wellness Trail Field Trip	October 28, 2016
Community Design Charrette	August 8 –11, 2016
Meeting of the Minds Conference – Wellness Trail Field Trip	October 26, 2016
Health and Wellness Themes Charrette	November 4 – 5, 2016
City of Richmond Recreation and Parks Commission	February 1, 2017
Marina Bay Neighborhood Council	March 8, 2017
Richmond Bicycle and Pedestrian Advisory Committee Presentation	March 13, 2017
Coronado Neighborhood Council	March 15, 2017
Iron Triangle Neighborhood Council	March 16, 2017

The table above summarizes the outreach and engagement activities leading up to and following the August and November 2016 design charrettes.

## Richmond Wellness Trail



In August 2016, stakeholders, activists and design experts held a 4 day charrette based at Rich City Rides, gathering input through field walks and bike rides, workshops, open studio hours and at a table set up across the street at Music on the Main on August 10.

In November 2016, stakeholders, activists, volunteer artists, urban designers and landscape architects gathered for two days at the Richmond Museum on Nevin Avenue to develop wellness themes and branding and concepts for the Wellness Trail.

## ROUTE AND DESIGN

The design concept for the trail route and infrastructure is presented on the pages that follow. The north end of the route forms a downtown loop on 16th Street, 9th Street, Nevin Avenue and the Richmond Greenway. It then transitions from the Greenway to Marina Way, which passes over the I-580 Freeway, connecting the Richmond shoreline and the Rosie the Riveter memorial to Kaiser Permanente Medical Center, downtown Richmond and the Richmond BART station. Improving Marina Way also has the potential to better connect the Richmond Greenway to the San Francisco Bay Trail, and to connect downtown to the future Richmond ferry service.

The trail will be interactive and showcase murals and art installations along the way, as well as signs and messages to encourage people to be active. It will be modeled on similarly interactive fitness trails such as the Boston Freedom Trail and the JFK Park Fitness Zone off Cutting Boulevard in Richmond.

Traffic calming, pedestrian and bicycle infrastructure improvements to support the route include:

### Near Term

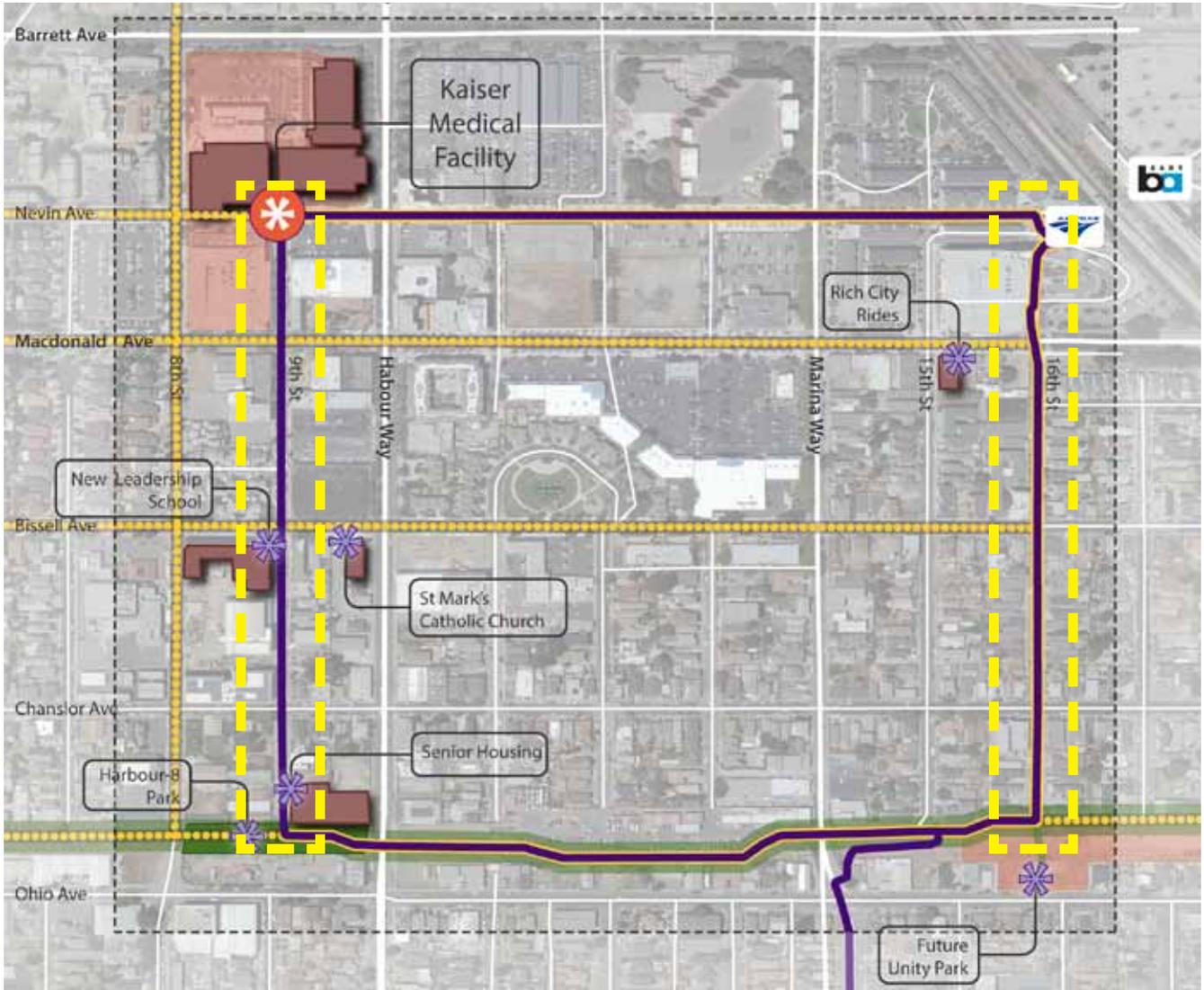
- Curb extensions, high visibility crosswalks, mini-circles, speed humps and bicycle boulevard shared-lane markings on 9th and 16th streets.
- Curb cuts through the median on Macdonald Avenue at 9th Street for pedestrian and bicyclist pass through.
- Conversion of 16th Street to one-way southbound only from Macdonald Avenue to Livingston Lane.

- Two-way cycle track (“on-street bike path”) on Marina Way from Ohio Avenue to Wright Avenue, protected by on-street parking with a painted buffer and vertical elements, such as soft hit posts, bollards or raised planters, between the cycle track and motor vehicle travel lane.
- One-way buffered bike lane in each direction on Marina Way from Wright Avenue to the San Francisco Bay Trail.

### Long Term

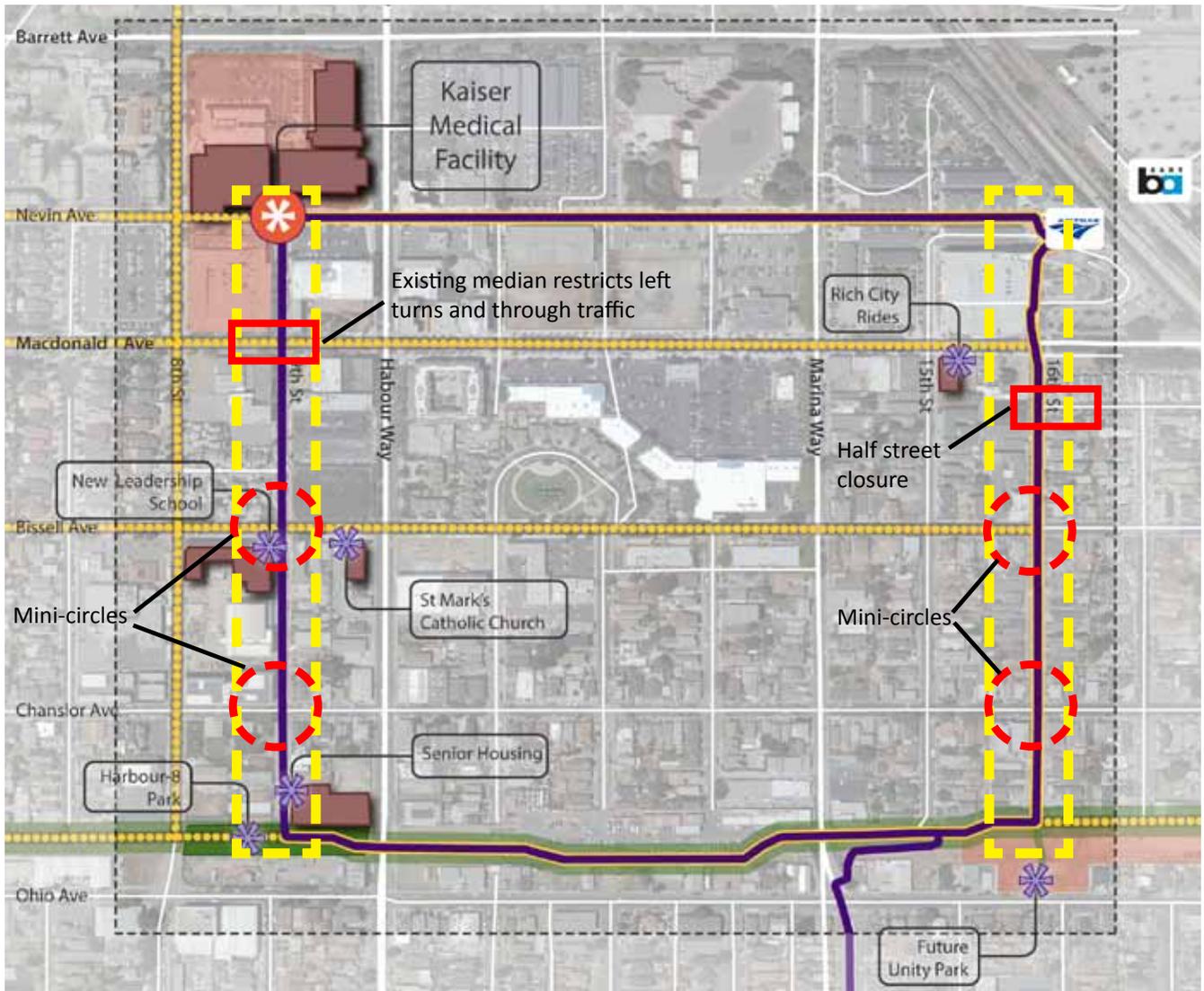
- Pedestrian scale lighting along the entire route (design on 9th and 16th streets could be coordinated with existing designs at BART Plaza and Nevin Avenue, and design on Marina Way could be coordinated with designs at MLK Park and the Bay Trail).
- Enhanced physical separation of bike lanes on Marina Way with addition of raised or mountable curbs, which can be designed with planting areas and intermittent curb cut inlets and openings to absorb stormwater and convey horizontal runoff to existing drainage.

Slow Street/Bicycle Boulevard  
9th Street and 16th Street



9th and 16th streets are low traffic volume roadways that connect the Kaiser Hospital and Medical Center, Richmond BART station, Richmond Greenway and other key destinations and opportunities for active transportation and wellness features. The vision for these two legs of the Richmond Wellness Trail is conversion to high quality walking routes with bicycle boulevard treatments to enhance crossings for pedestrians and bicyclists, reduce auto speeds and provide opportunities for community-designed improvements, such as landscaping, signage and painted intersections.

9th Street and 16th Street Traffic Calming



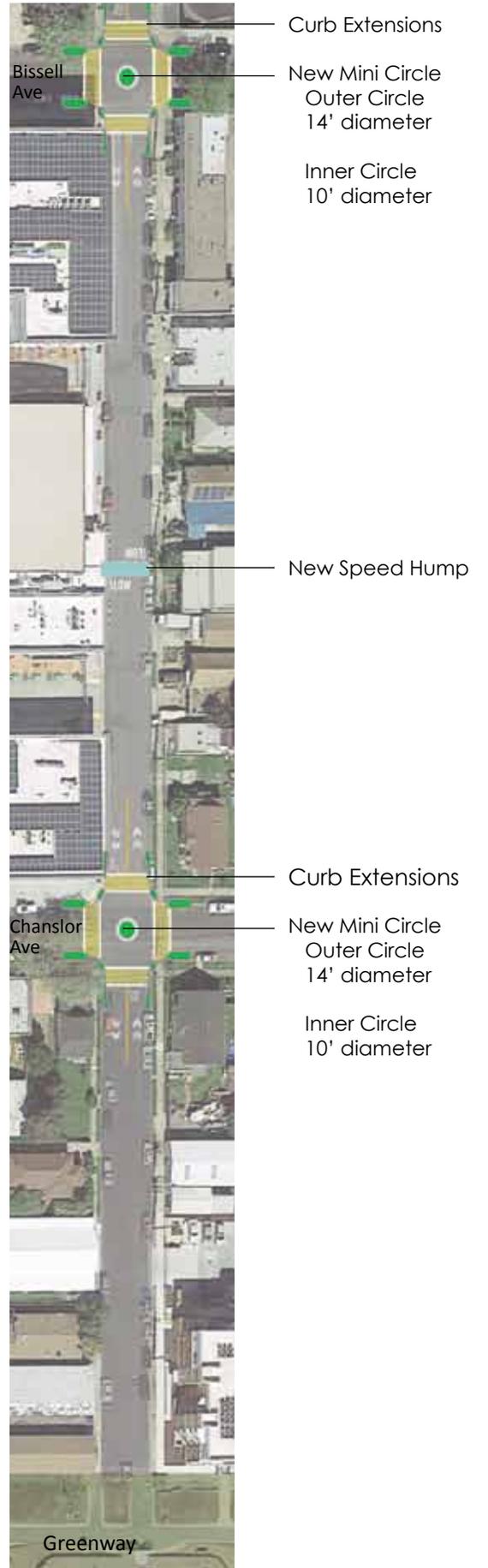
Traffic calming mini-circles with curb extensions and high visibility, stamped and colorized or painted crosswalks are proposed at the intersections with Chanslor and Bissell avenues. The existing raised median on Macdonald Avenue at 9th Street restricts through traffic and left turns onto an off of 9th Street, reducing auto traffic and conflicts between turning motorists and people walking and bicycling, and providing a refuge for pedestrian and bicyclists crossing Macdonald Avenue. The continuous raised median currently requires people crossing to step on and off the curb and should be channelized for accessibility and convenience.

A partial closure is proposed on 16th Street at Livingston Lane, reducing auto traffic and conflicts between turning motorists and people walking and bicycling on 16th Street to and from the BART station. Further details are shown on the next page.

# 16th Street between Macdonald and Richmond Greenway



9th St. between Macdonald & Richmond Greenway



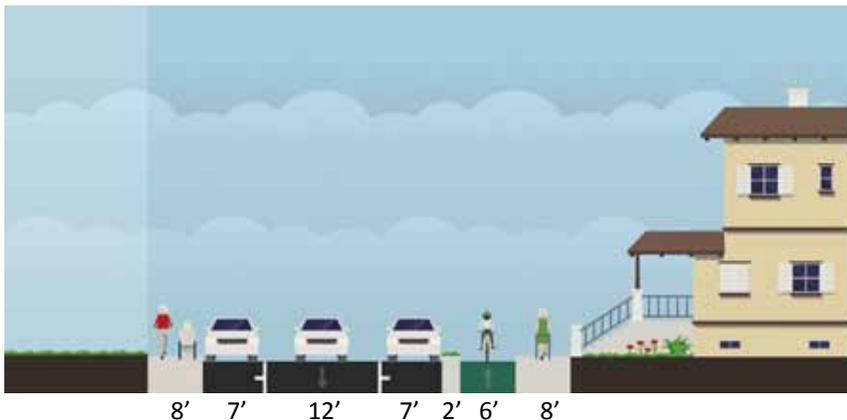
16th Street near BART station:  
One way southbound with northbound cycle track



Details of the half-street closure on 16th Street are shown on the left. Reducing one block to single lane, one-way travel, provides space for a protected bicycle lane on the northbound side of the street with on-street parking on the other. Eliminating right and left turns from 16th Street onto Macdonald reduces conflicts between turning motorists, pedestrians and bicyclists. The partial closure would also reduce auto traffic and encourage slow speeds between Bissell and Macdonald.

As shown in the cross section below, on-street parking would still be allowed on both sides of the street. On the east side it would be placed so as to protect the bicycle lane.

16th Street from Livingston Lane to Macdonald Ave.  
(looking north)



### Mini Circle with Enhanced Crosswalks



Mini-circles on 16th and 9th streets will slow vehicles and provide space for landscaping and other features. Curb extensions also encourage slow speeds and shorten crossings for pedestrians. They can be installed as separated curb islands, enabling drainage to continue along existing curb lines and reducing construction costs. The islands also present opportunities for landscaping, art and signage installations.



Temporary installation encourages slow speeds and showcases community-design art on 8th and Elm Street next to Elm Playlot in Richmond.



A bicycle boulevard in Berkeley, Ca., with large stenciled markings and planters in the street contribute to a slow speed, shared street environment.



A partial street closure in Sacramento, Ca., is shown above restricting motor vehicle traffic while enabling bicycle access.



A bicycle boulevard wayfinding sign in Berkeley.



Traffic calming mini-circle in Arcata, Ca.



Mini-circles can provide space for landscaping and other elements that support neighborhood aesthetics and identity.

Protected Cycle Tracks – Marina Way



Marina Way south of Ohio Avenue is a relatively low traffic volume road connecting Downtown Richmond and the Greenway over the I-580 freeway to the Ford Peninsula, Rosie the Riveter/World War II Home Front National Historical Park, and the San Francisco Bay Trail. The extra width of the roadway, ranging from 56 to 64 feet from curb to curb, provides substantial space for pedestrian, bicycle and streetscape enhancements. The vision for this southern reach of the Richmond Wellness Trail includes installation of protected cycle tracks to support an enhanced walking and bicycle-friendly environment from the Greenway to the shoreline.

## Marina Way at Ohio – Greenway/Cycle Track Transition

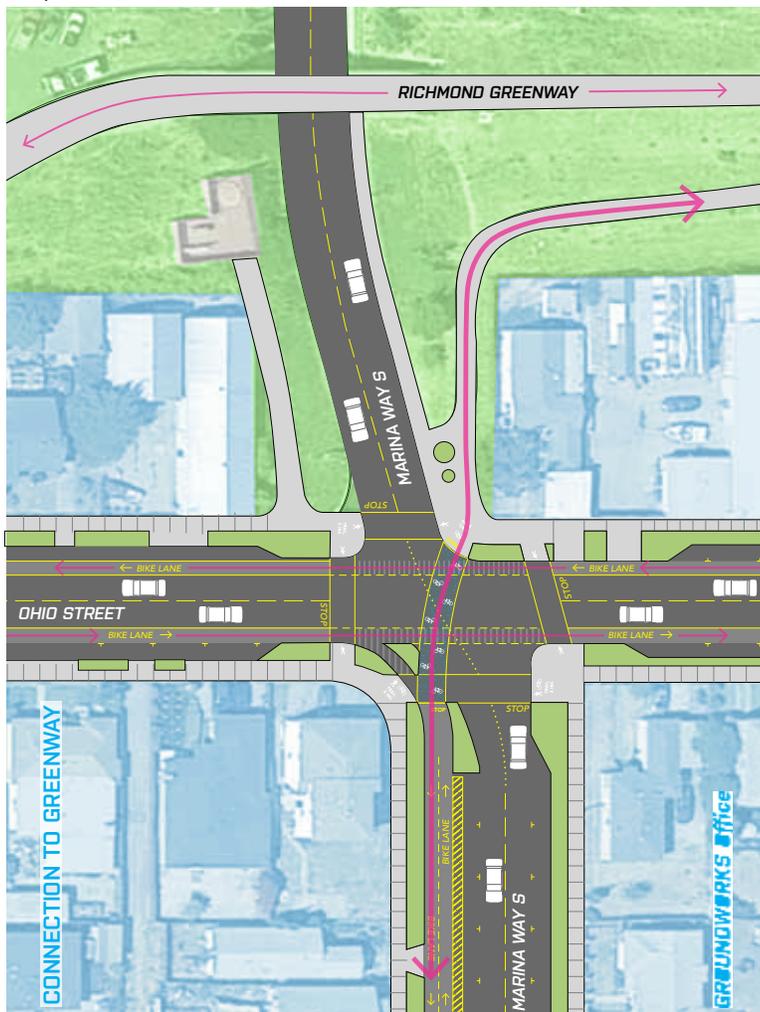
### Existing



Realignment of the intersection of Marina Way and Ohio Avenue will support continuity and access between the Greenway portion of the Richmond Wellness Trail and Marina Way southward.

The aerial image above shows the intersection and Greenway as it exists today. Marina Way narrows considerably north of Ohio Avenue, with only one sidewalk on the east side of the roadway and inadequate space for bike lines through the underpass.

### Proposed



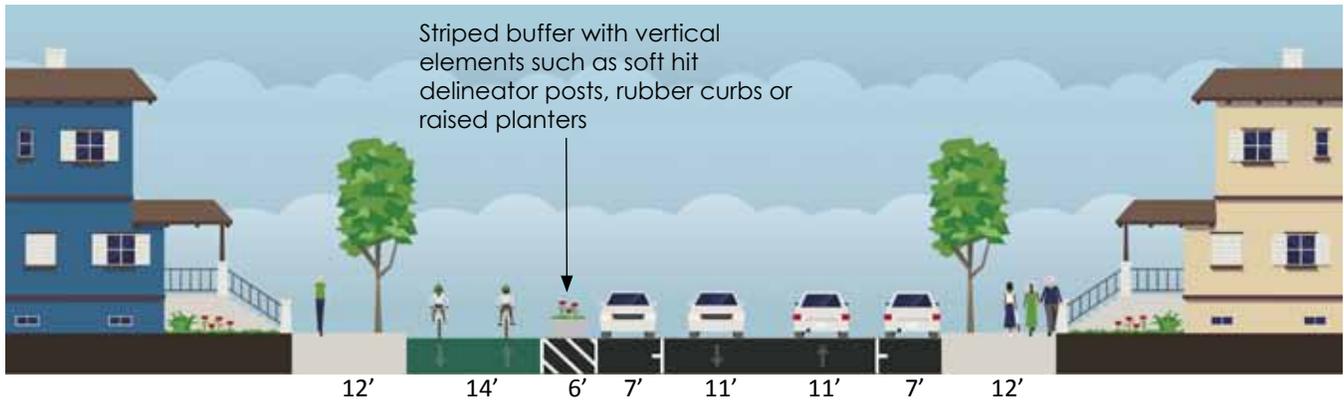
The concept below shows the addition of a two-way cycle track on the west side of Marina Way beginning at the intersection with Ohio Avenue. Curb extensions would shorten pedestrian crossings and facilitate the transition between the Greenway and Marina Way. Islands at the southwest corner would help add protected bicycle access to the cycle track. The expanded northeast corner would improve access to the pathway leading to and from the greenway, which lies above on a semi-steep slope. The corner expansions would also provide opportunities for landscaping, art, signage or other furnishings.

It is important to note that as the cycle track increases the offset of the intersection, the geometry will need to be carefully engineered to ensure that passenger and larger vehicles can make through and necessary turning movements.

Concept by Groundworks Office, Berkeley, Ca.

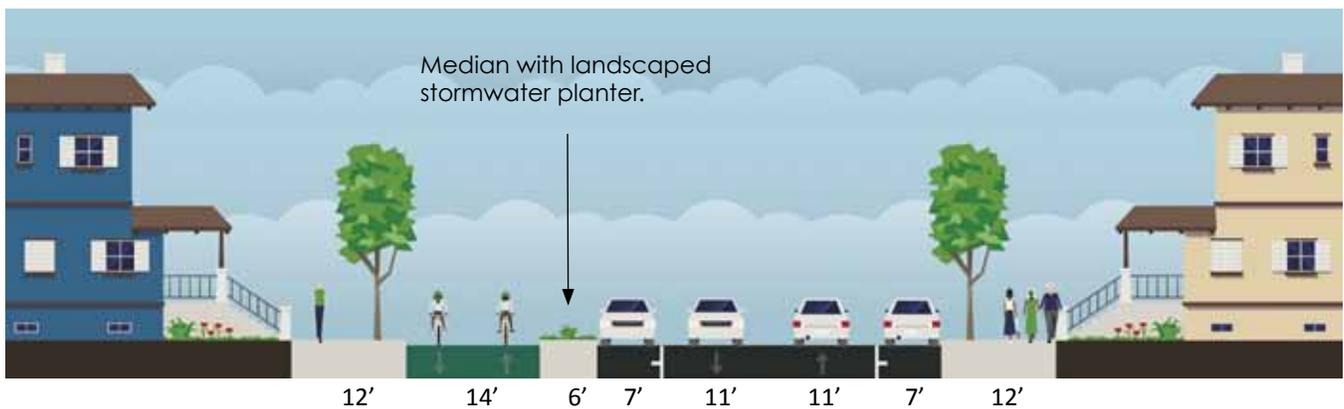
Marina Way South – Ohio Avenue to Cutting Boulevard  
(looking north)

Phase 1



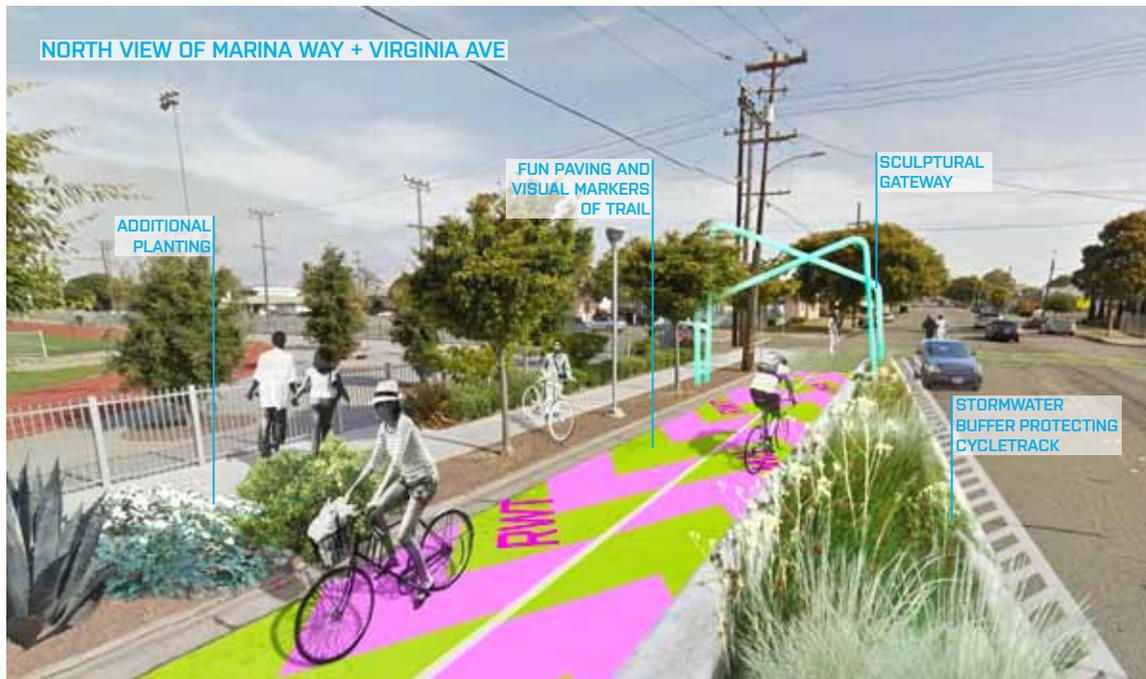
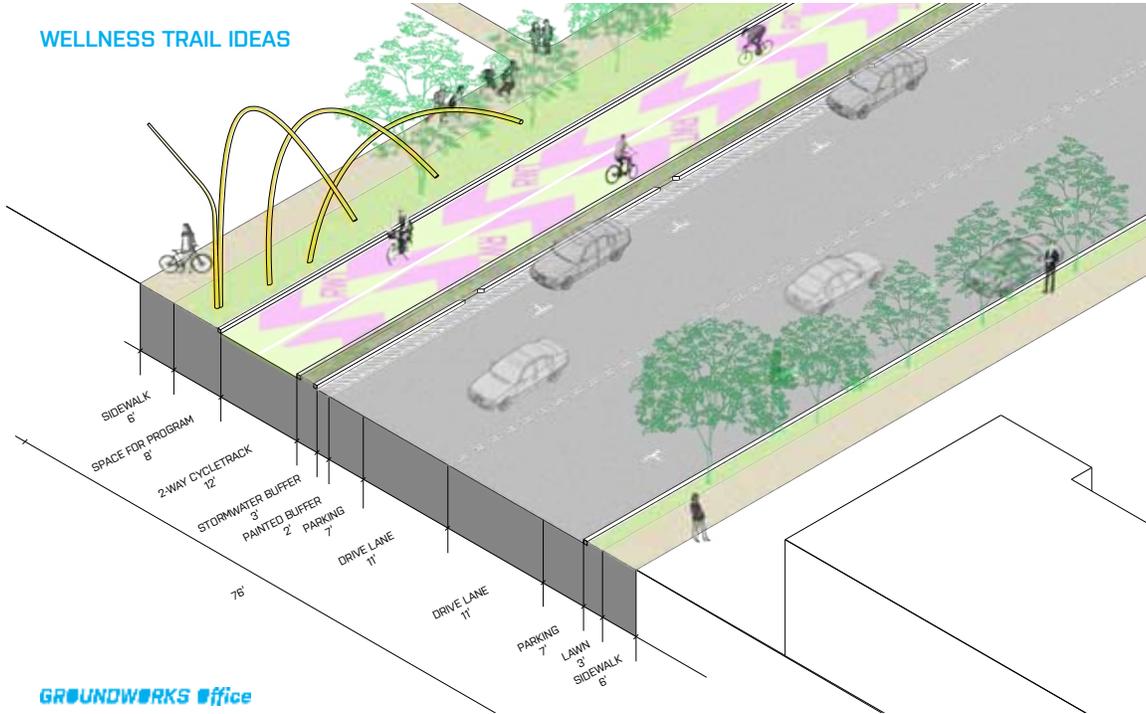
A two-way cycle track is envisioned on the west side of Marina Way from Ohio Avenue to Wright Avenue, separated with a striped buffer and parking between the cycle track and the motor vehicle travel lane. Additional elements could be installed in the striped buffer area for enhanced physical separation.

Phase 2



In the longer term, the striped buffer could be replaced by a raised curb median for complete vertical separation. The median would include ramps and/or openings to enable pedestrians, including those with disabilities, to access the sidewalk from on-street parking, and for motor vehicles to enter and exit driveways. Openings and/or inlets would be spaced to allow horizontal conveyance to existing drainage along the sidewalk curb line. Median curb cuts would also enable stormwater to drain into planted permeable areas, reducing overall runoff and pollutants carried by stormwater into the storm drain system.

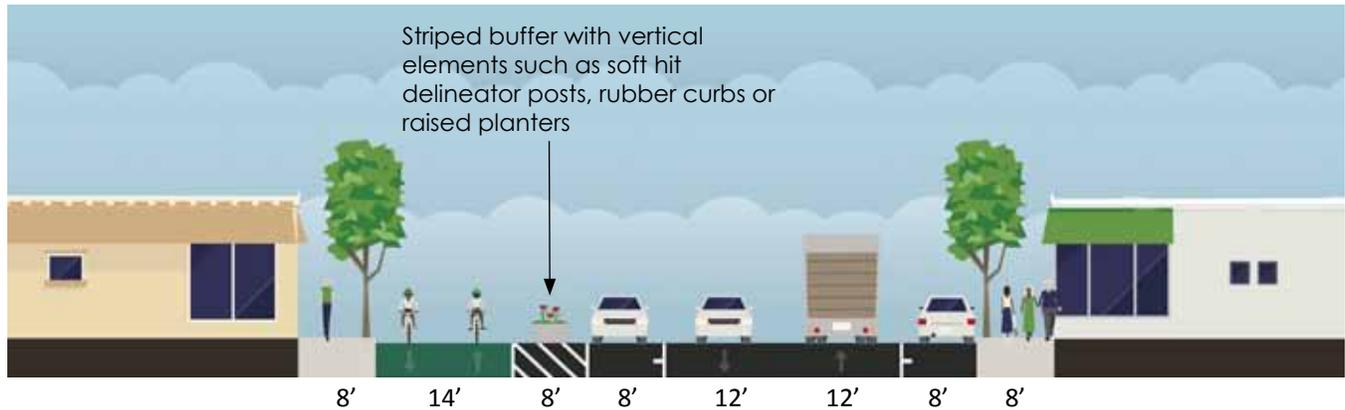
Marina Way South – Phase 2 Cycle Track



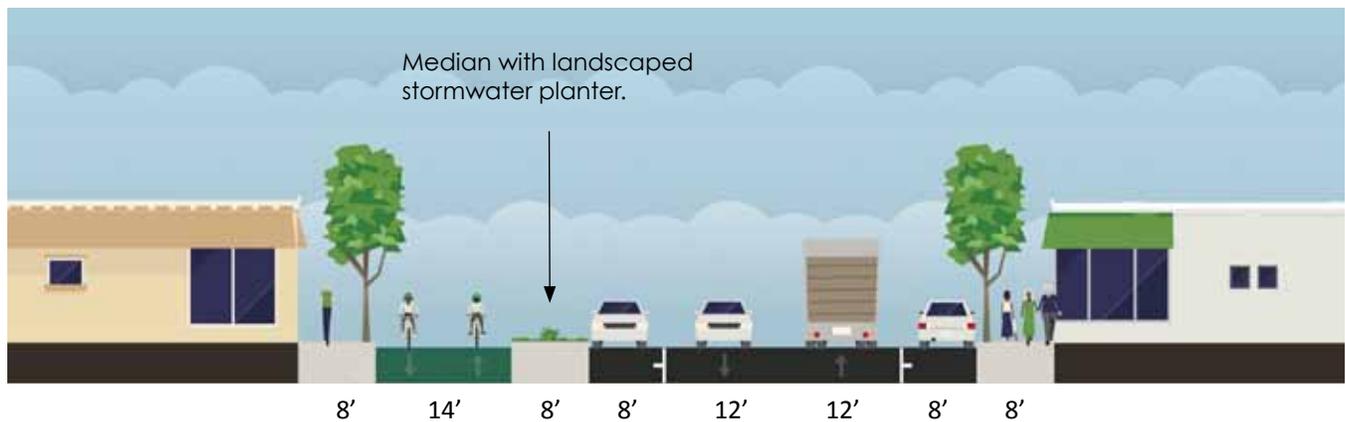
The drawings above present a conceptual vision for build-out of the Richmond Wellness Trail in the vicinity of Martin Luther King Park.

Marina Way South –  
Cutting Boulevard to Wright Avenue (looking north)

Phase 1



Phase 2

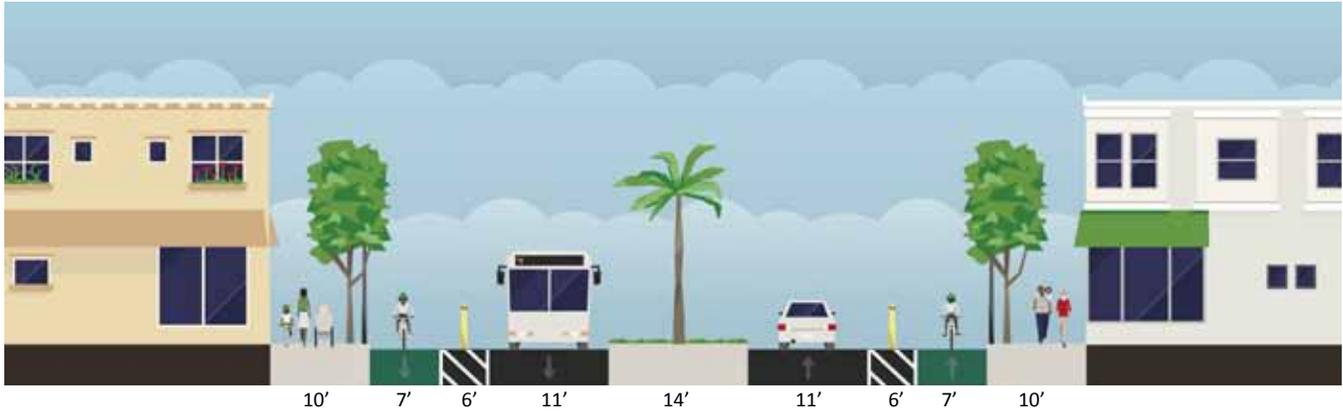


Marina Way widens to four lanes south of Cutting Boulevard. Several adopted City of Richmond plans propose reduction of the number of motor vehicle travel lanes and addition of bicycle lanes south of Cutting. This is because the current number of travel lanes far exceeds the capacity needed to accommodate existing and projected future traffic volumes. The lane reduction would encourage slower speeds, reduce the number of traffic conflicts associated with multiple lane roadways, and provide space for bicycle facilities and pedestrian and streetscape enhancements.

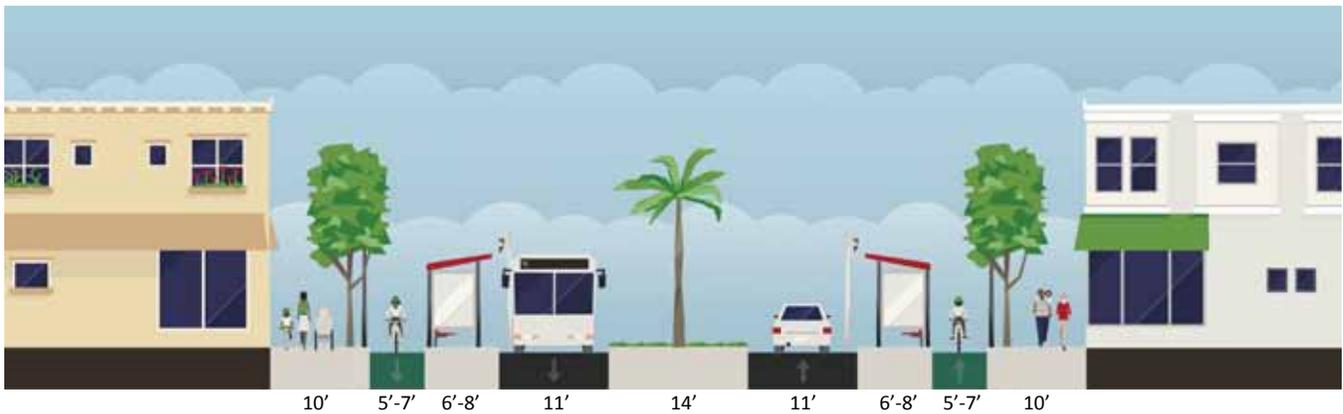
As illustrated above, South Marina Way would be converted to one travel lane in each direction, with the two-way cycle track continuing along the west side of the roadway to Wright Avenue. The additional curb-to-curb width allows for wider bike lanes and buffer area between the cycle track and travel lane.

Marina Way South –  
Wright Avenue to South of Hall Avenue (looking north)

Phase 1



Phase 2



With space limitation south of Wright Avenue due to the center median, the two-way cycle track would transition to one-way, painted buffered bike lanes in each direction. In the longer term, raised curbs would be installed in the buffer zones for formal vertical separation. The bike lanes would generally be 7' wide, but could be narrowed to 5' at designated locations to allow 8' of space for transit loading islands with shelters and other amenities.

South of Hall Avenue, the separated bike lanes would continue for approximately 850 feet, and transition to a bike boulevard treatment extending from the second driveway intersection to Lucretia Edwards Shoreline Park and the Bay Trail, allowing space for on-street parking. Curb ramps at the Marina Way South cul-de-sac would support bicyclists transitioning between the roadway and the Bay Trail.

Examples of Phase 1 Painted and Phase 2 Physically Separated Bikeways



Parking protected cycle track.



Painted buffered bike lane in Davis, Ca.



Cycle track, median and drinking fountain in Ripon, Ca.



Colored cycle track with raised curb.



Cycle track with raised curb.



Cycle track with raised planter.



Curb protected bike lane in Vancouver, Ca.



Protected bike lane with planters and posts. Green paint highlights driveway conflict areas.



Bike lane behind transit loading platform island in Chicago, Il.



Active bus shelter with stretching instruction in Cleveland, Oh.

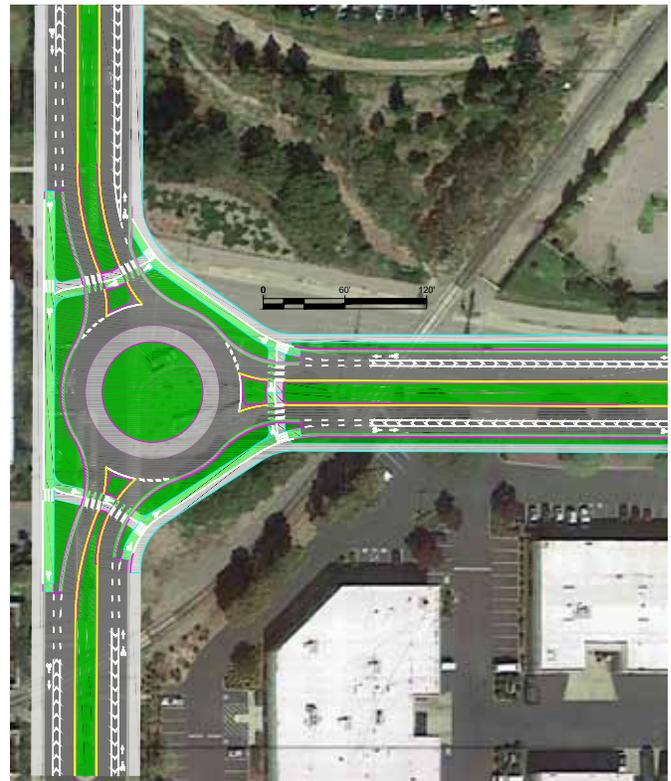
### Marina Way at Regatta Boulevard – Roundabout

Improving the intersection of Marina Way South and Regatta Boulevard by installing a single-lane roundabout would enable pedestrians and bicyclists (and motorists) to navigate this portion of the Wellness Trail route along Marina Way more easily. The roundabout could include thematic landscaping, art, identity and directional signage consistent with wellness themes as described in the next chapter.

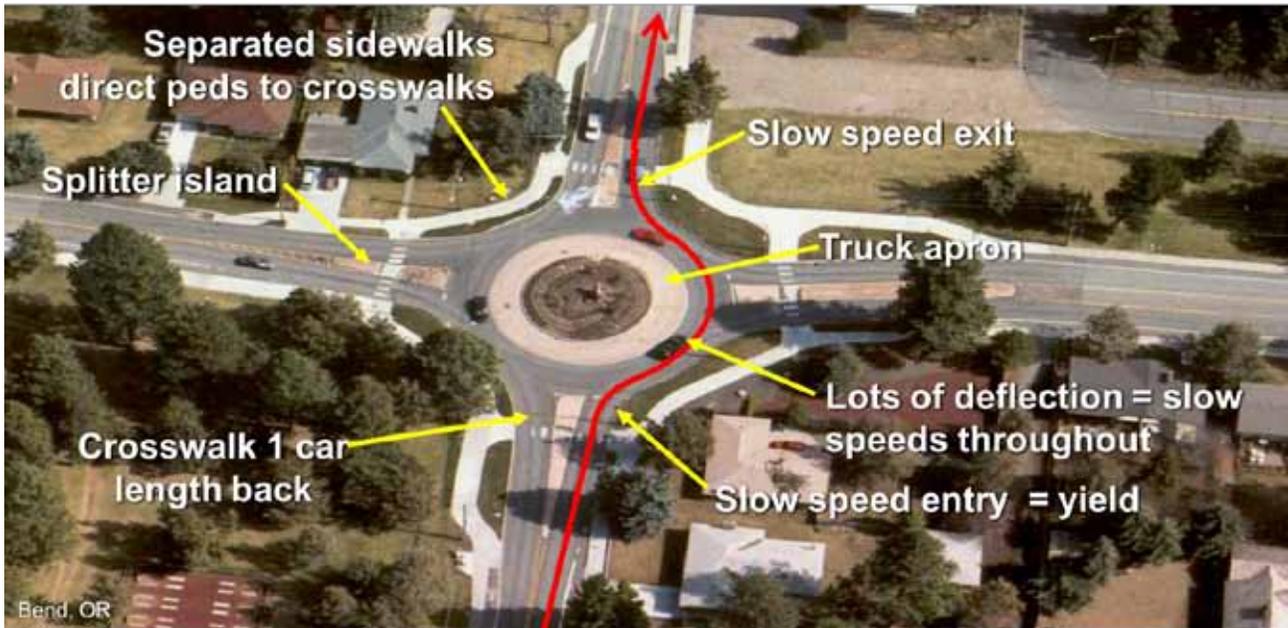
Existing



Proposed



Roundabout Operational Details



Before



Roundabouts are constructed with mountable aprons for large trucks



After



Roundabout before and after construction, Asheville, N.C...





## WELLNESS THEMES AND DESIGN

As the Richmond Wellness Trail evolves and develops, features that encourage use – safe surfaces, places to rest, clear directions, ethical placemaking and focal areas that relate to culture and heritage – will create a trail that resonates with the community and facilitates individual and collective health and pride. Easy access and convenient connections to schools, neighborhoods, downtown and the waterfront will help connect people to a wealth of experiences along the trail.

To make the trail a Richmond treasure, and to avoid lack of use, neglect and vandalism, it is imperative that residents take part in the design and building of the trail – from kids to elders – so that they institute memories and pride in the place.

To maximize the wellness experience, the trail will link to existing trails such as the Richmond Greenway and provide additional recreational opportunities and community connections. Tapping into existing facilities and resources along or in close proximity to the trail – restrooms, picnic area, playgrounds and parks – can help link those areas to the trail as well as help further the RWT budget for other amenities.

## THEMES

Differentiating the Richmond Wellness Trail from other trails in the community by creating a wellness theme can offer unique experiences to residents and visitors to Richmond. Expanding beyond physical wellness to creating messaging and site happenings focusing on environmental health, spiritual health, or emotional health can add to the fabric of experiences available on the trail. Thinking about community healing, what a person can feel on the trail, developing areas for serenity and healing for those who are recovering from trauma or health related challenges, or planting a tree with messages of hope or peace, are just a few ideas expanding on the wellness idea. Other themes include interpreting the history of Richmond – perhaps in the planting of victory gardens reminiscent of WWII, or games the Native peoples used to play, or highlighting the birthplace of Kaiser.



New Fitness Zone at JFK Park in Richmond . . .



A labyrinth can provide an area for spiritual health



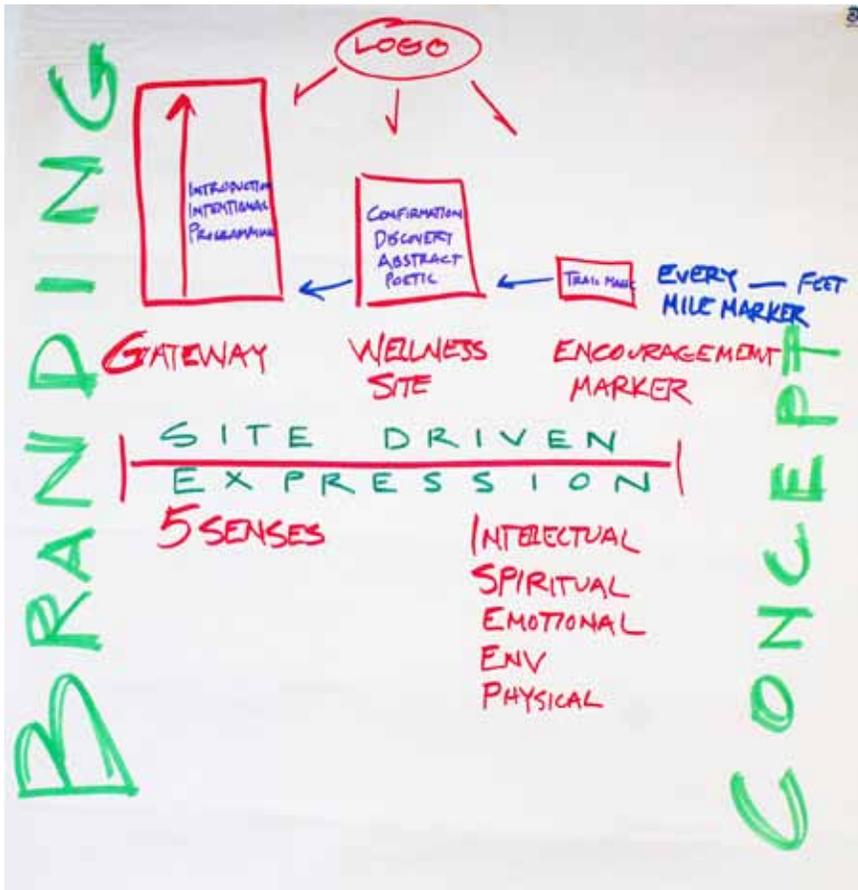
Healthy eating can be visualized in this oversized, bronze pea pod



. . . for all ages.



Exercise stations don't have to be single use or expensive as illustrated by this photo.



Guiding concepts for branding from the November, 2016 charrette

## BRANDING

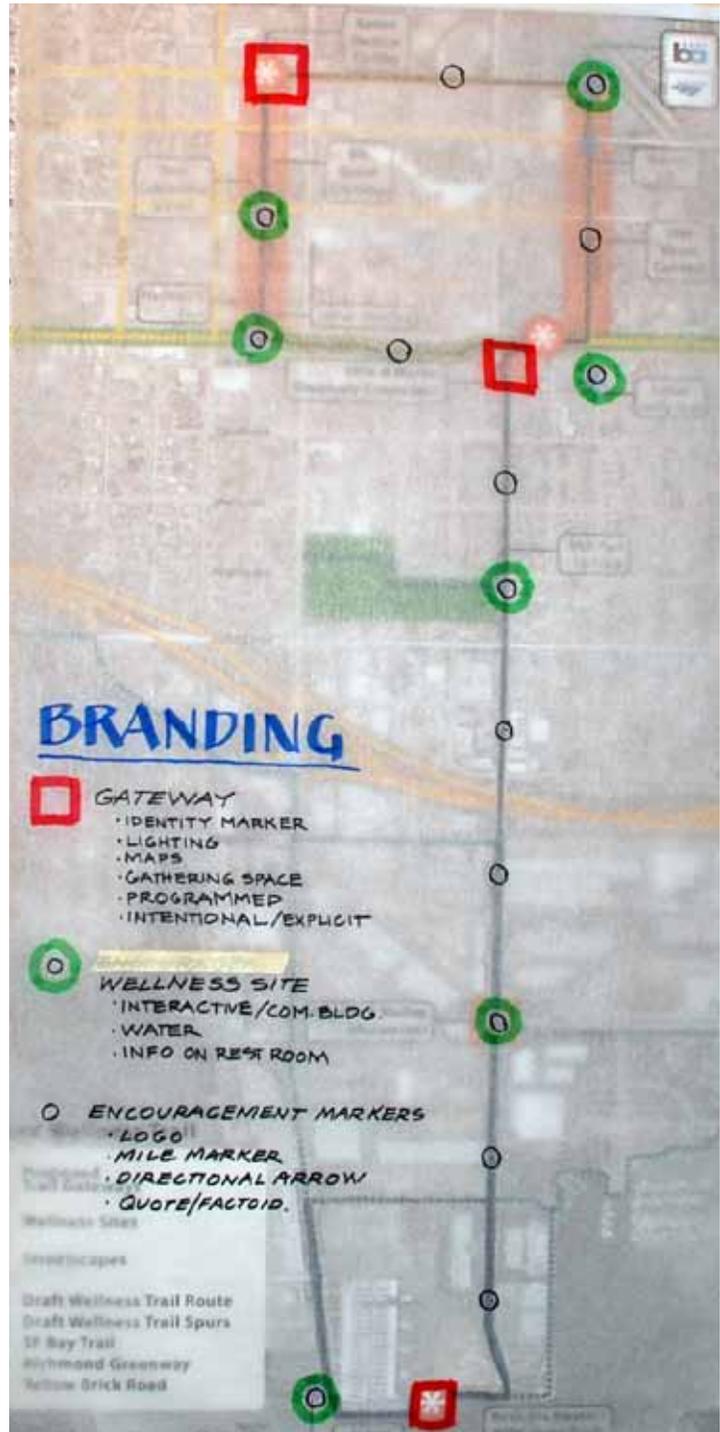
Creating a brand for the Richmond Wellness Trail helps communicate its essential character and differentiate it from other trails in Richmond. The RWT brand should be easily identifiable via a unique logo, be inviting, and encourage exploration. The brand should reflect the city’s history and character, and be recognizable as part of the wellness identity.

In addition to a memorable logo, branding ideas may be created and evoked through iconic trees, pavement patterns, color, signs and trail markers, art and site furnishings unique to the trail, and symbols and imagery that project the wellness theme. Various mediums that engage all forms of sensory perception can also be explored in the selection of branding elements and features. A continuous thread of brand imagery is important, with the potential of variation among sections within the several areas along the trail: the downtown area, residential neighborhoods, mixed-use industrial area and the waterfront.

Linking the RWT together are a series of “encouragement markers” sited every 1000’ along the trail with encouragement messaging about health and wellness. These can be as simple as an informational arrow in the pavement with mileage, directions, and encouraging words, or siting a large boulder on the trail that has an inspirational poem etched on its surface.

Health topics could be developed that include the five senses: sight, smell and intellect; emotional health; environmental and spiritual health; cultural and physical elements; and, taste. This messaging could be manifested in a logo embedded in a sidewalk that is easily identifiable yet not obtrusive or cluttering. Encouraging images or messages about mileage achieved, calories burned, and other health-related information can be incorporated on the markers along with directional information.

Another branding opportunity lies in the gateway locations to the RWT. Three areas are identified on the RWT concept map and should have enough open area for informational kiosks, gathering spaces, art features, staging areas and seating. These gateways are envisioned to be visible from afar, include informational and directional facts, and include visuals such as a sculptural element, flags, and are lit at night. A RWT route



Conceptual branding framework highlighting gateway areas, encouragement markers and wellness sites.

map, either stamped in concrete or on a kiosk, should include information about the direction and distance, locations of wellness stations, restrooms, what kind of sensory information may be found and feature destinations along the trail.

Larger public spaces along the trail offer opportunities for physical activity features that enhance the wellness trail or offer amenities such as restrooms, water fountains, play structures, moving sculptural elements, climbing rocks and so forth. These areas offer occasions for community-building, larger outdoor classes, or a place to rest and enjoy the outdoors. Encouraging environmental health can be manifested through building bioswales, water remediation areas, interpretive signs, or a grove of trees.



Large features mark a wellness gateway.



Encouragement markers can be simple paint strips sited along the trail.

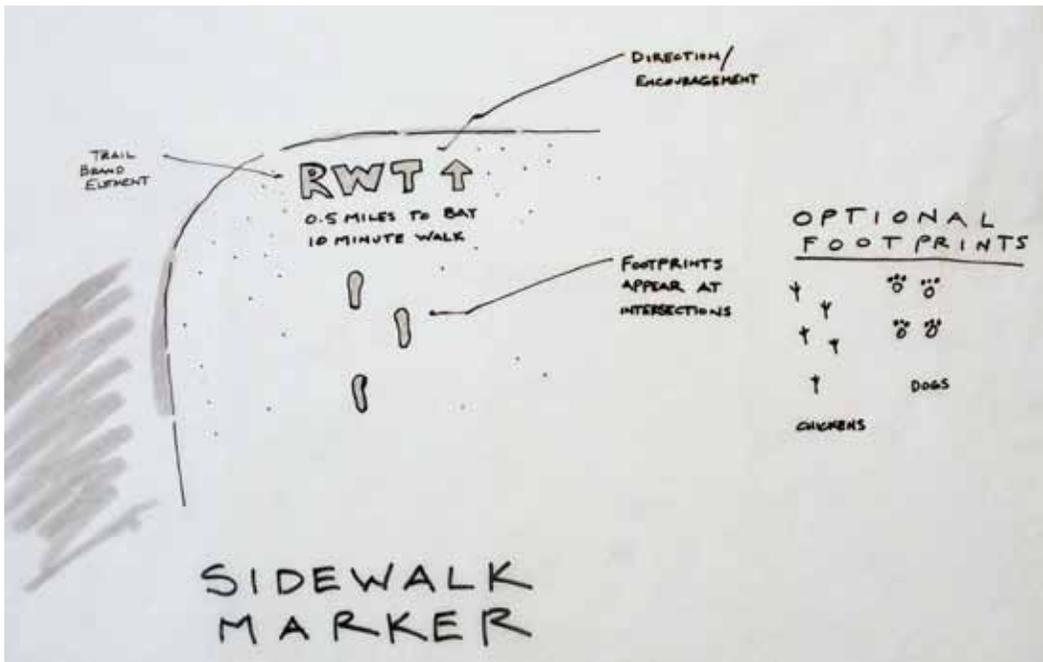
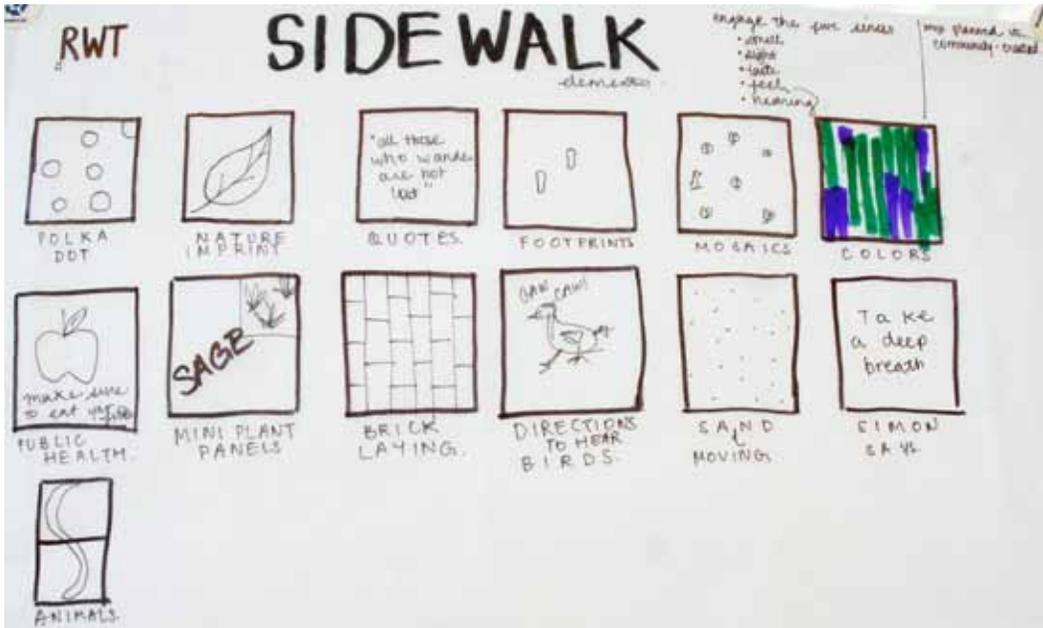


Pedestrian-scale light posts could be installed with fixtures for branding and messaging.



Or, markers may be more visible and help orient the user.

Sidewalk Pavement Elements

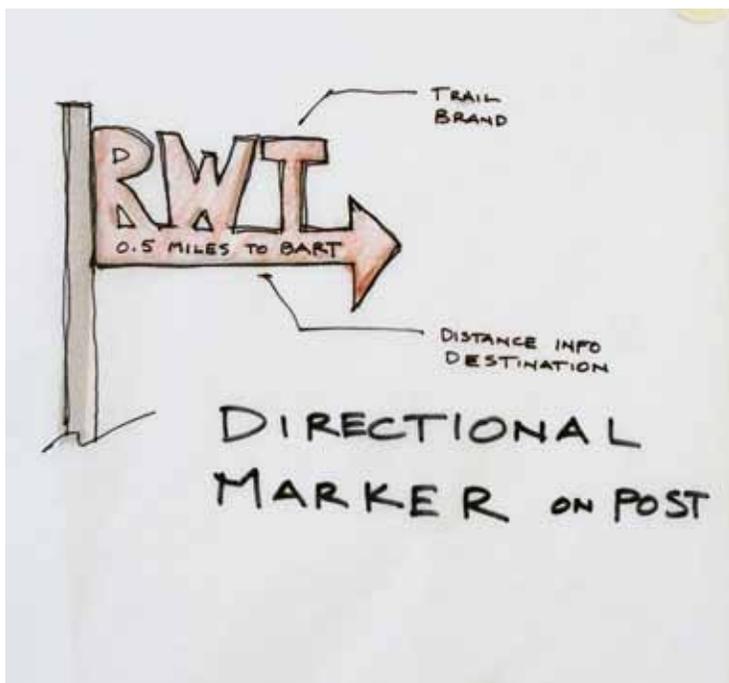
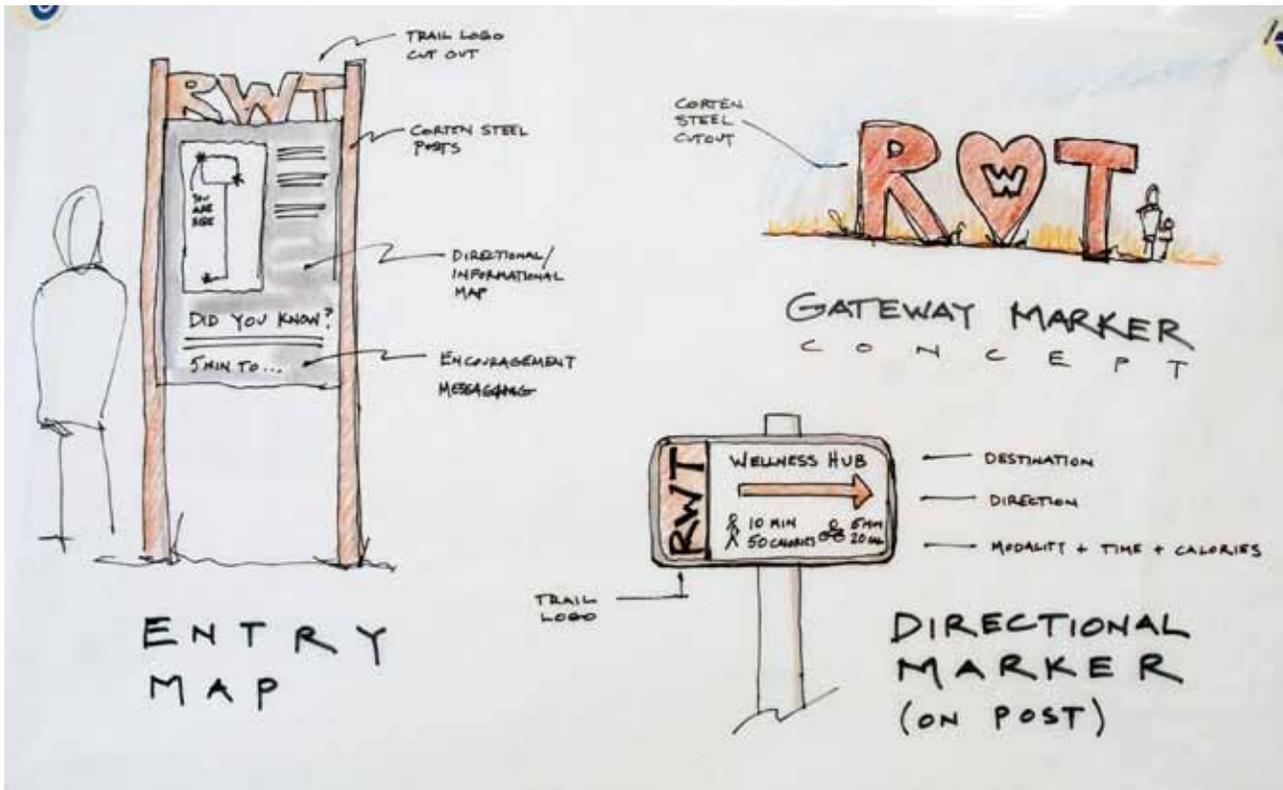


The sketches above illustrate sidewalk elements and messaging to appeal to the five senses.

Materials from Richmond’s industrial heritage, such as the bricks displayed at the Richmond Museum, could be inlaid, mimicked or stenciled on the trail route.

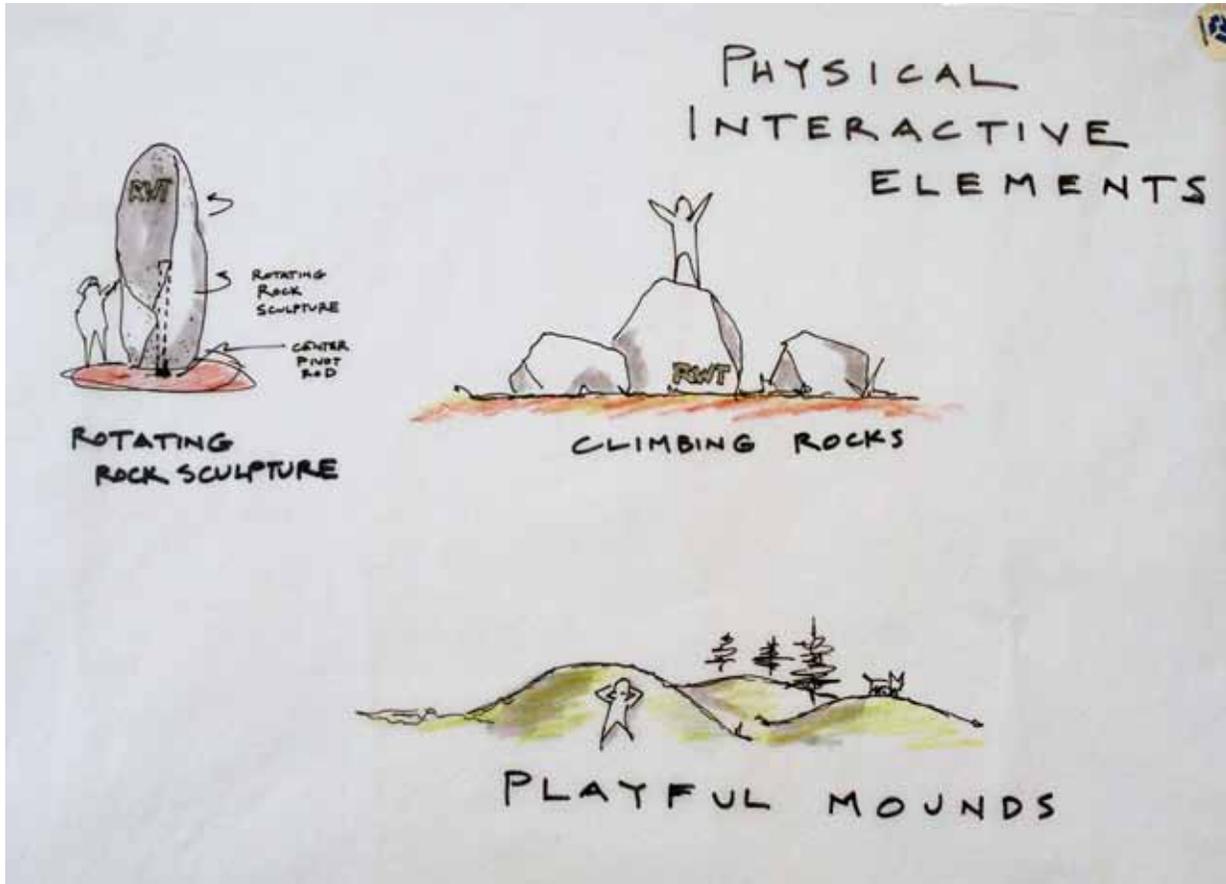


Wayfinding



Concepts for directional and informational signage combined with branding are shown above and on the left.

Interactive Elements and Amenities



Concepts for organic interactive elements and amenities are shown above and on the left.



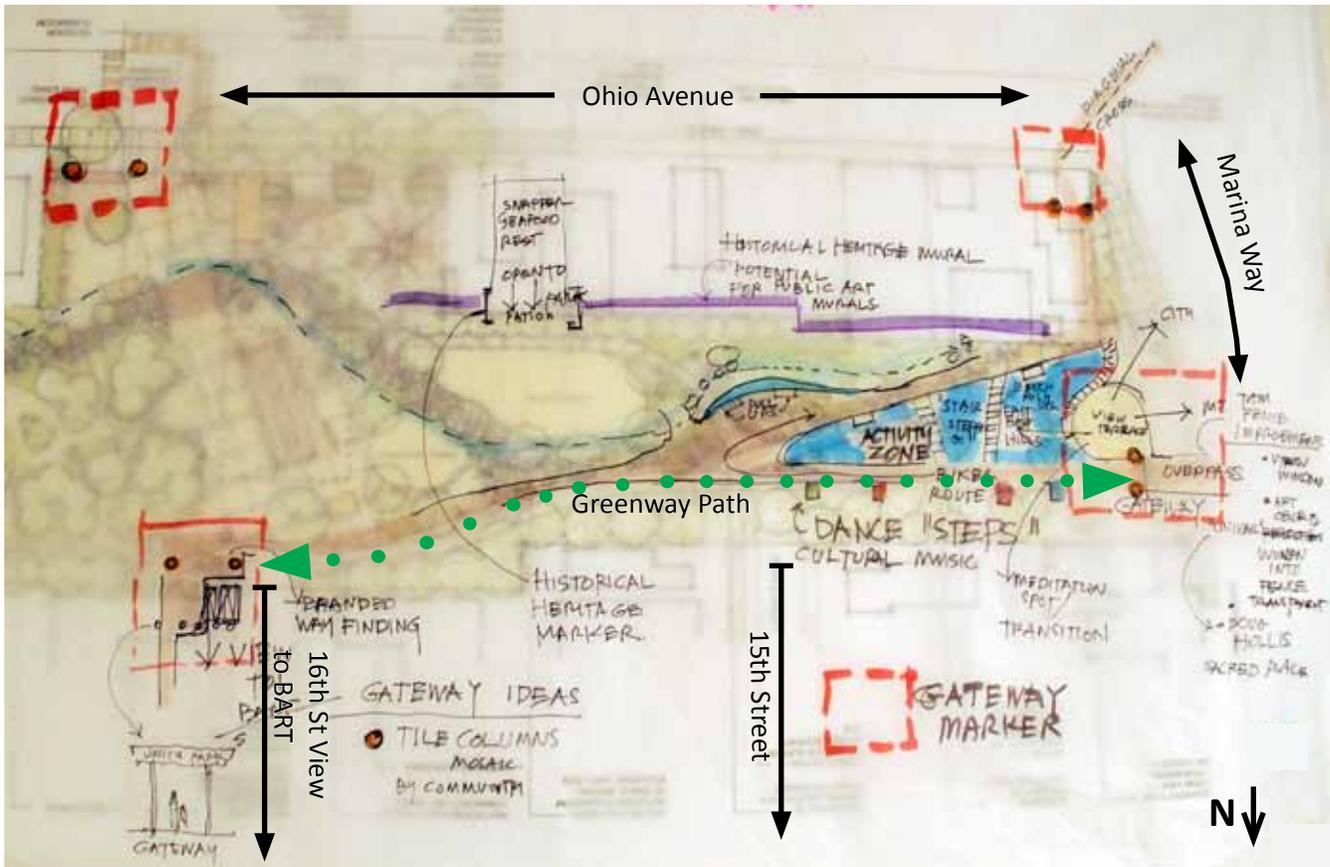
Pedestrians enjoy the Richmond Wellness Trail as it passes MLK park, with encouragement markers, maps, and signs to direct and inform their journey.

## OPPORTUNITY SITES

Four public sites along the RWT offer areas for additional wellness opportunities and experiences. Ranging in size, these areas are strategically located so that they are manageable distances apart as well as easily accessed from various neighborhoods. As the ideas for these areas develop, it is imperative to include the community so that people own the process and help generate the ideas. Artists may work out details and compositions, but the spaces should honor the heritage, the cultures, and the generations of livelihoods that have graced those areas. Light post banners are easy, graphic, and a cost efficient element to announce the areas as wellness stopping points.

### MARTIN LUTHER KING PARK

The RWT travels past MLK Park, and the amenities there: bathrooms, water fountains, open grassy areas, a running track, and tables and benches, are fantastic features that would be excellent to offer to the RWT user experience. Public art and wellness messaging opportunities can be incorporated and soften the “keep out” message fencing along the perimeter of the park, and a spur trail can lead trail users to the formal gate opening for the park. Constructing a bike boulevard on Marina with traffic calming and bulb-outs would strengthen user safety. Partnering with the City and user groups to help program events, maintain the park and provide eyes on the park will enhance user experiences.

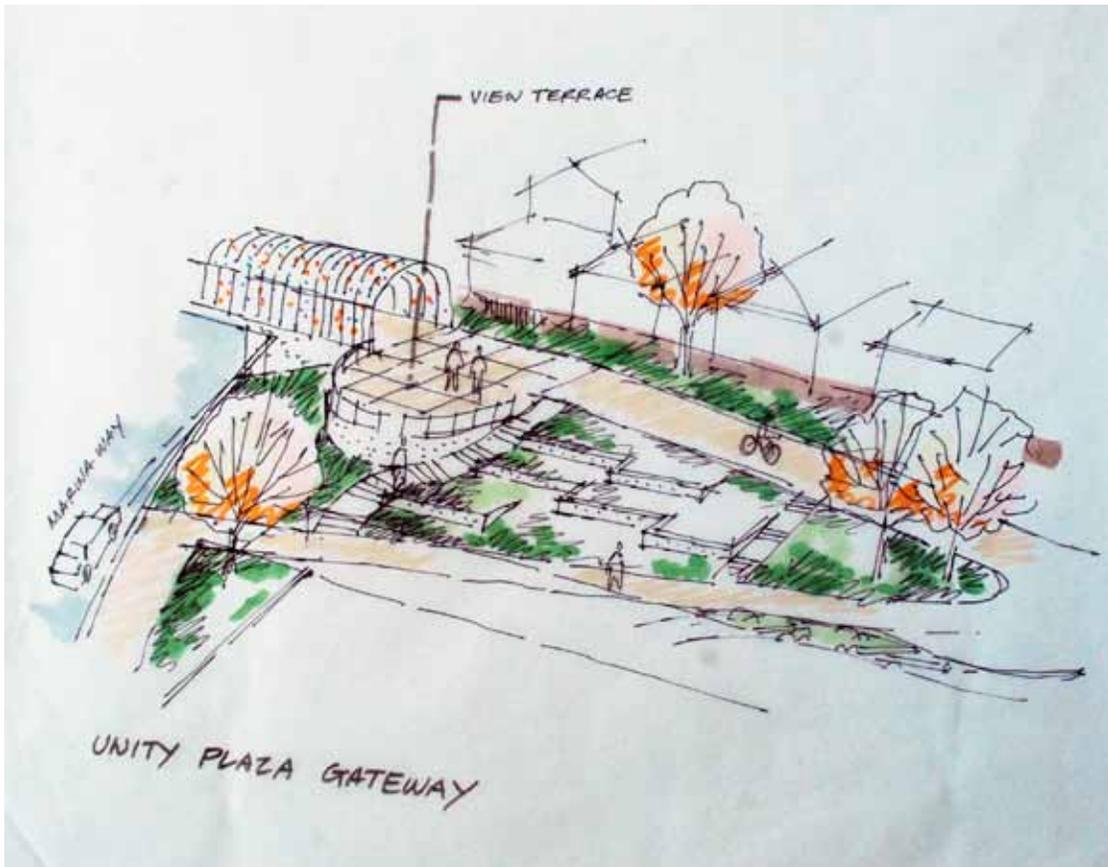


The sketch above illustrates ideas for improvements to the planned Unity Park such as, gateway and historical/heritage markers, murals, areas for pause and views, and stairs and activity space in the southern slope down from the greenway overpass over Marina way.

## UNITY PARK

Plans for improvements to Unity Park are underway. Once completed, this community space will offer a tremendous focal point and setting for user experience on the RWT. Additional ideas developed for this park include a plaza near the elevated overpass with views of the Bay area, formalizing the west entrance to the park, art features that could include wind and light, street altars honoring people and places that periodically change, and a billboard for graffiti art.

The northern entrance to the park at 16 Street should be improved to eliminate obstruction from parked cars and discarded debris so that pedestrian access is safer and a formal gateway can be constructed. Mosaic tiles, metal work, entrance columns, or a large wind sculpture could be installed to announce the park and be coordinated with elements along 16th Street northward as far as the BART station.



The drawing above illustrates a concept for entrance from the south and the west to Unity Park. The view terrace plaza offers views of San Francisco Bay. Additional terraces and steps improve access and connectivity to Marina Way and Ohio Avenue, provide opportunities for exercise, pause, rest or play.

Another idea for enhancement includes working with adjacent property and business owners to develop spaces such as entrances and outdoor seating, that oversee and connect to the park.

Wellness themes and elements could be added to open play areas. Steps/ stairs could be added to the south facing slope adjacent to Marina Way for access and exercise. The Richmond Greenway passes through the park, also offering opportunities to install health and wellness messaging.



People enjoying Unity Park with an interactive water feature and in pavement map an interpretive information.



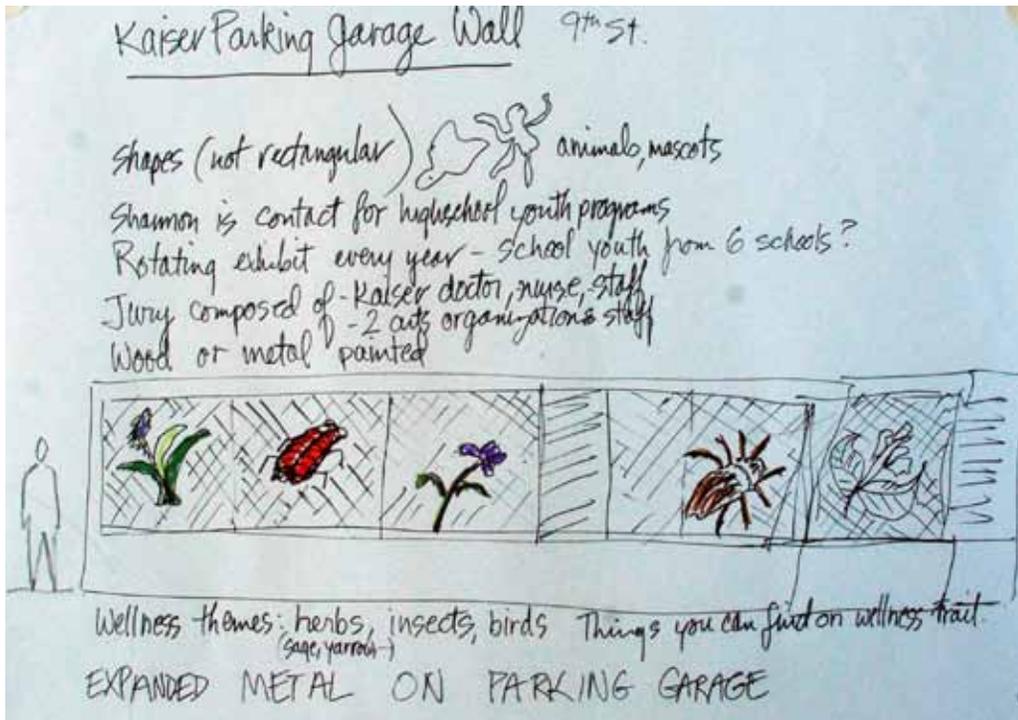
A lively scene with Snapper's Seafood Restaurant (Ohio Avenue) outdoor seating facing the park.



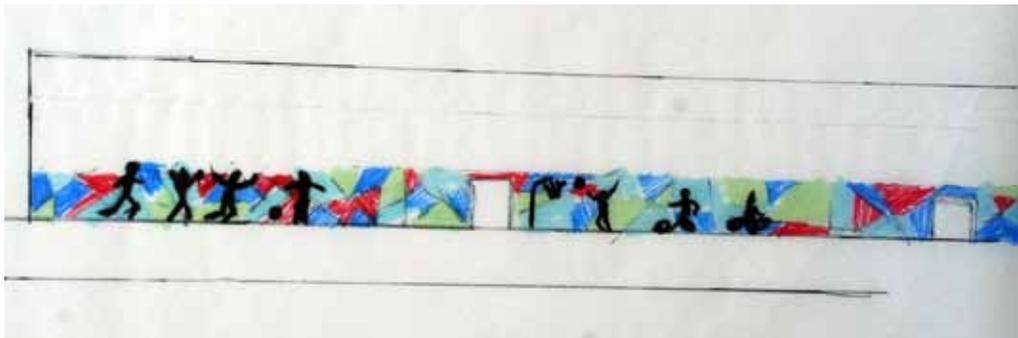
Painted intersection in Portland, Or., installed by residents and volunteers. Community designed street painting could reinforce 16th Street and 9th Street as shared, slow streets, and enhance visual appeal at the north entrances to the Greenway.



Painted street in Davis, Ca., designed and installed by residents with artist and volunteers.



Wellness ideas for the Kaiser parking garage wall.



Wellness ideas for blank walls on 9th Street.

## NEVIN AND 9TH: KAISER

As the northern anchor to the RWT, Kaiser Permanente Hospital offers a chance to introduce and orient users to the trail. Surfaces such as the Kaiser parking garage wall and blank walls on other buildings on 9th Street on either side of Macdonald Avenue present potential space for public art exhibits, either permanent or rotating. Local schools could each take a panel to develop and implement a wellness theme, the health community could be enlisted to develop wellness messaging, or perhaps elements reflecting the history of Kaiser in the Richmond community could be incorporated into designs. The possibilities are rich for interpretation and creativity. The corner of Nevin and 9th, near the Kaiser Hospital drop off and pick up location, could be enhanced with orientation signs or art and crosswalks with unique patterns relating to health.

## WATERFRONT

The southern anchor to the RWT provides connections to the San Francisco Bay Trail, Rosie the Riveter/WWII Home Front, and a future ferry terminal connecting Richmond to San Francisco. Many elements converge: strolling, bicycling, boating, water, history, and culture. Information celebrating the trail could be incorporated, a tally of sorts highlighting the trail elements: “five neighborhoods, 4 miles, 10,000 steps, 20 historical landmarks, etc.” Taking advantage of the wind could offer interactive, kinetic art, or introduce sound to the area through wind chimes. A sculptural park could be constructed in leftover paved area from the industrial past or nearby park space. The area could support community gatherings that celebrate health, or provide the launch point for a wellness marathon. Vertical elements – whether trees or manufactured sails, can announce the wellness trail from land and ocean.



## STREETSCAPES

The streetscapes team developed a framework diagram that includes a series of view points and public art installations or murals spaced at regular intervals to provide visual interest throughout the trail. Mile markers further define the route.

Additional or secondary gateways are identified at the intersection of 9th Street and Macdonald Avenue, the intersection of 16th Street and Macdonald, and at the entrances to the Greenway from 9th Street and 16th Street. The vacant lot at the southeast corner of the 9th Street/Macdonald Avenue intersection and the vacant lot at the southwest corner of 16th Street/Macdonald Avenue are proposed as opportunities for enhanced green spaces with signage, seating, community gardens or other features.

The goal is a trail that is activated and exciting, with visible gateways and elements anchoring the route and drawing users from one segment to the next.



# Streetscape Framework



## EXAMPLE FURNISHINGS AND INSTALLATIONS



Richmond Wellness Trail



Richmond Wellness Trail





## STAKEHOLDERS ENGAGED

Kaiser Permanente  
Friends of the Richmond Greenway - FORG  
City of Richmond  
Office of the Mayor Tom Butt  
Contra Costa Health Services Dept.  
Student Conservation Association  
NPS Rivers, Trails & Assistance Program  
- RTCA  
Groundwork Richmond  
POGO Park  
Richmond Bicycle / Pedestrian Advisory  
Committee  
Rich City Rides  
Nystrom Urban Revitalization Effort  
- NURVE  
Richmond Mainstreet Initiative  
Trails For Richmond Action Committee  
- TRAC  
San Francisco Bay Trail  
Iron Triangle Neighborhood Council  
Coronado Neighborhood Council  
Marina Bay Neighborhood Council  
Local Government Commission  
Institute at the Golden Gate  
Healthy Parks Healthy People - Local  
Trust for Public Land  
Rosie the Riveter Trust  
West Contra Costa School District  
Eastbay Center For Performing Arts  
Richmond Recreation & Parks Commission  
Vallier Design Landscaping  
African American Wellness Project  
We Are Family Wellness Group  
Rails to Trails  
Building Blocks For Kids  
St. Mark Parish  
West Contra Costa School District  
Harbour View Senior Apartments  
UC Berkeley  
Healthy Richmond  
RoseMary's Kitchen  
Richmond Convention and Visitors Bureau  
Richmond Museum of History  
Building Blocks For Kids  
City of Richmond Transportation Division  
Yes Families  
Nutrition Team  
Basic Training SF  
Ryse Center  
Yes Families  
SparkPoint  
Richmond Community Foundation  
National Park Service, Rivers, Trails and  
Conservation Assistance Program  
Opticos Design

Health and Wellness Themes Charrette  
Design Volunteers November 14 – 15, 2017



Mary White and Carol Newberg, WEAD/artists

Rebeca-Garcia Gonzalez, Artist

Chris Kent, PDA Associates

Mark Wessels, UC Berkeley Landscape  
Architecture Graduate Program

John Stevenson

Cathy Raingarden

Sally Sherida, Patrick Johnston and Brianna  
Weldon, NPS Rivers, Trails & Assistance  
Program - RTCA

Daud Abdallah, Artist

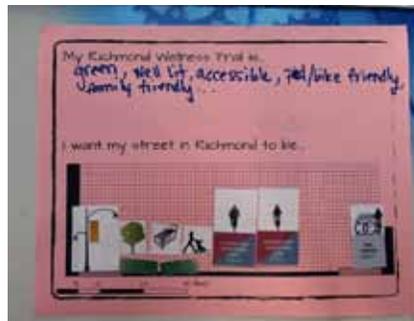
Courtney Sawyer and Alex Vondeling, Opticos  
Design

Valeria Vincent

# Richmond Wellness Trail



National Park Service staff and young Richmond residents in front of the NPS Roving Ranger during the Park Rx Wellness Trail community meeting and walk audit in April 2016.



Far Left: community members share the benefits of walking during the Park Rx Wellness Trail community meeting.

Left: participant ideas for street sections during the Wellness Trail Community Design Charrette in August, 2016.

