

# Pathway System Naming Recommendations

## Pathway Naming/Branding – Recommendations

After receiving and reviewing a report from a subcommittee of Planning Commission members staffed by Town and BCRC staff members, the Planning Commission recommends the following naming/branding for the shared use path system in Bennington:

- Entire system/network in Bennington (does not include mountain bike and hiking trails) – ***Bennington Community Pathways***.
- North/South shared use path (downtown to Bennington College and possibly to North Bennington) – ***Walloomsac Valley Path*** - Rail/Trail and Ninja Path to be subsumed by this name. The *Riverwalk* will be included as part of the *Walloomsac Valley Path*, but the *Riverwalk*'s identity will be preserved in some manner and referred to as the ***Riverwalk***. The entire north-south path will be identified with prominent signs as the ***Walloomsac Valley Path***.
- Kocher Drive and East Road paths – ***Willow Park Path***.
- Orchard Village/Willowbrook/Molly Stark School path – ***Molly Stark Path***.

## Criteria/ Public Outreach

The Planning Commission formed a Pathway System Naming Committee which met several times and conducted a public outreach effort. The Committee developed, and the Planning Commission approved, the following criteria regarding pathway names. The Pathway System Naming Committee also conducted a public outreach effort summarized below.

### **Naming Criteria**

- The names/branding of the pathway system and individual paths should reflect cohesive themes centered around local places, ideas, values, etc. including local geographical and historical themes.
- Names/branding of the pathway system and individual paths should consider and target the users of the paths, including residents, visitors, cyclists, walkers, runners, commuters, etc.

### **Public Outreach Effort**

- Bennington's Communications Coordinator distributed via social media, traditional media outlets, and the Town website a press release that explained the work of the Committee, criteria for naming the paths/trails, and how to participate and comment.
- The public outreach effort was announced at a Select Board Meeting.
- The Communications coordinator created a page on the town website with a comment form that included maps and other related information. Public input was collected and collated from the comment form. (web page, comment form, and public input is attached).
- The Committee reviewed public input.

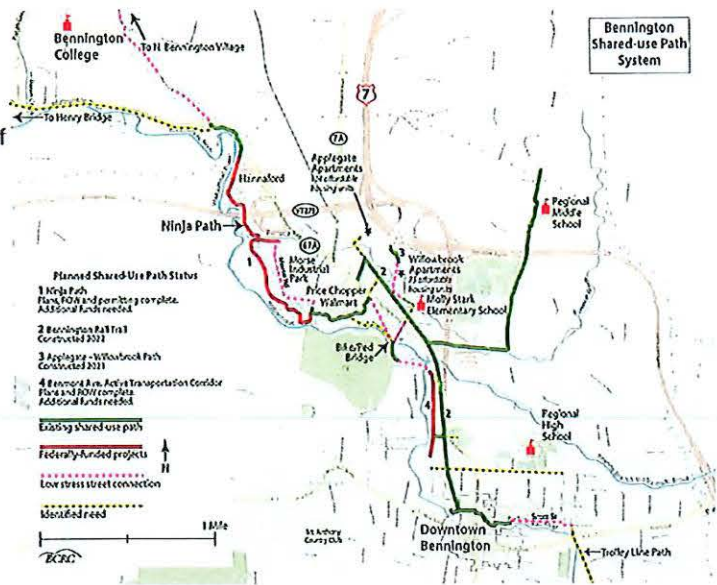
# Pathway Naming Committee

## Help Us Name our Pathways!

Over the past thirty years, the Town and local organizations have pursued efforts to create a system of paths and trails for Bennington. Today, that includes sixteen paths and trails including multi-use paths located in the more heavily populated central parts of town and hiking and/or biking trails in less populated areas.

### RESOURCES:

- [PDF of Bennington Shared Use Path System \(pictured\)](#)
- [Ninja Path Detail Map](#)
- [Bennington Path System Map](#)
- [Bennington Trail Map](#)



### [GO TO PUBLIC COMMENT FORM](#)

While the existing paths and trails have generally recognized names that work well, the Bennington Planning Commission has identified a need for developing a comprehensive naming convention for the system of Pathways in Town as it continues to expand and develop. The Planning Commission has created a committee to develop a proposal for guidelines for naming and branding guidelines for paths and trails, including the renaming of existing Pathways as needed or deemed appropriate. The Pathway Naming Committee consisting of Planning Commission members, Town and BCRC staff has met a number of times to begin this work and the Town seeks input from the community on this effort.

## Criteria for Pathway Naming

The goal is to have path and trail names that reflect cohesive themes centered around local places, ideas, values, or geographical or historic themes. The names of the paths and trails should consider the users of the path/trail as well, such as residents, visitors, cyclists, walkers, runners, and commuters.

A comprehensive naming/branding theme for the path and trail system as a whole is desired. An initial consensus revealed that having the name "Bennington" and "Community" were important for the naming of the path and trail system as a whole. For example; "Bennington Community Pathway System" or similar name may be a good fit.

The naming challenge exists within the path and trail system as well. With the completion of the Bennington Rail Trail, the restoration of the temporary bridges on the Ninja Trail, the new connector to the Riverwalk and the Riverwalk itself, we now have a nearly continuous North/South pathway that runs from Downtown Bennington to Bennington College in North Bennington. Currently, the pathway has at least three names, and the need for a single name to unify the path has been identified.

## Possible Pathway Names

In the pathway naming goals mentioned earlier, the Pathway Naming Committee noted the name "Walloomsac Valley Path" or name could work well for the North/South pathway. The new name would replace the informal "Ninja Trail" and "Rail

Trail" names and the entirety of the North/South pathway would be identified with new signage. The original "Downtown Riverwalk" path (also known as the Walloomsac Riverwalk) would retain that name even though it is part of the North/South route in acknowledgement of its historic role as Bennington's first path.

We would like your feedback!

## Pathway Naming Public Comment Form

What would you suggest for an overall name for the paths and trails system in Bennington?

Bennington Community Pathway System

Bennington Community Pathway Network

Bennington Trails and Paths

Bennington Pathway Network

Bennington Community Paths

Bennington Pathway System

Other

What name would you suggest for the pathway that goes between the Rail Trail at Aldi's and ends at Willow Park?

Willow Park Path

Willow Park Trail

Northeast Path

Other

What name would you suggest to unite the Ninja, Rail Trail, and Riverwalk names?

Keep it the Ninja Trail

Walloomsac Valley Path

The John Stark Pathway

The Ethan Allen Pathway

The Vermont Valley Path

Other

What name would you suggest for the pathway between Orchard Village and Applegate that will eventually link to the Rail Trail?

Molly Stark Path

Orchard Village - Willowbrook Path

Willowbrook Path

Other

Are there other criteria or suggestions for pathway naming you would like to share? ?



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# Public Input

Overall Name	Name for path to Willow Park	Name for Ninja Trail A native American (named after the people who originally inhabited this area) name + Path.	Name for Orchard Village / Applegate	OTHER
Benningtob's Green	Benning's Blonde		Molly Stark Path	
Bennington Catamount Community trails	Northeast Path	Keep it the Ninja Tail	Molly Stark Path	I would like the overall network name to include Bennington. The separate path names should reference the original human inhabitants of this area.
Bennington Community Paths	Northeast Path	Keep it the Ninja Tail	Molly Stark Path	
Bennington Community Paths	Northside Greenway	Keep it the Ninja Tail	Molly Stark Path	Names should parallel existing road and river/stream names whenever possible.
Bennington Community Paths Bennington Community Paths	Philip Walker Footpath Rick-E Route	Keep it the Ninja Tail Keep it the Ninja Tail	Molly Stark Path Molly Stark Path	
Bennington Community Paths	Trail to Heaven	Keep it the Ninja Tail	Molly Stark Path	I would suggest keeping the overall name for the path & trail system to three words or less to keep it simple and ensure people actually use and remember it. Acronyms also work: For example, the BATS (Bennington Area Trail System) behind the old SVC campus is a fun and user-friendly name.
Bennington Community Paths	Willow Park Path	The Ethan Allen Pathway	Molly Stark Path	
Bennington Community Pathway Network	Willow Park Path	The Ethan Allen Pathway	Molly Stark Path	Keep it simple. Let relevant local names prevail. There should be a linking word or number if each section is going to have a different name. That way people can link the trail to each section as they walk or ride the trail.
Bennington Community Pathway System	Willow Park Path	The Ethan Allen Pathway	Molly Stark Path	

