



**Figure 5.5** Strøget, Copenhagen.

has been to make life more pleasant for pedestrians and so to enhance their shopping experience and thus boost the economic status of the shops. In some places, usually where the street is narrow and there are clear destinations at both ends, these conversions have been highly successful. At other times they have failed and many have been converted back to use by vehicular traffic. In these cases, they have been accused, sometimes unfairly, of having speeded up the process of retail decay.

Experiential trails highlight places and link them together based on some theme. These themes are usually historical but could be based on odours and touches for the blind or some set of activities or simply a set of aesthetic experiences. One of the goals of these trails has been to enhance the image of areas and/or the self-image of subgroups of people by bringing attention to socio-historic places whose importance might otherwise not be recognized. Places along the routes have had their images enhanced primarily through landscape design and building renovation. Some of the trails simply link places where events took place without much additional detail (e.g. the Haymarket Massacre trail in Chicago), while others have plaques and photographs and have received considerable recent landscape architectural attention to raise their ambient qualities. This step may include special paving and street furniture (lamp poles, seating and rubbish bins), murals and planting.

There are many such trails. Almost every large city and many smaller cities have them. Many cities have architectural trails showcasing their architectural