



Strategic Pedestrian Amenities Plan

2010 International Downtown Association



James Shaffer - Streetscapes, Inc.

303 398-7040

James@streetscapes.biz



Pedestrian Amenities

**Visual
Physical
Functional
Tools
Entice
Support
Reinforce
Desirable
Activities
In
Public
Spaces**



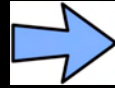
Pedestrian Amenities

Success

Increase Pedestrian Traffic
Increase Time Pedestrian Remain in Space
Increase Socializing
Increase Attendance at Events
Increase Shopping
Increase Food and Beverage



Last In - First Out



First In - Last Out





Establish Current Metrics and Gather Feedback

Staff

Customers

Website

Social Media

Twitter

Facebook

LinkedIn

Blog



Create Brand Identification





Established Gateways





Created Pedestrian Traffic Flow





Activated Public Spaces





Sidewalk Cafe's - Coffee Shops Are in Place





Reviewed Demographics





Connected Community Assets





Advertise Activities and Events

WELCOME TO FOLSOM
VisitFolsom.com

15th annual Rotary Club of Folsom "WINE AND DINE" Folsom Community Center	Apr 13 Sunday 5:30-8:00
42nd SPRING ANTIQUE FAIR Historic Sutter Street	April 20 8-4
Folsom/EDH/Cam. Pk. ARTISTS' STUDIO TOUR EIDoradoHillsArts.com	April 26,27 10-5

folsom come for your senses
F commerce
FED Corp Folsom Economic Development Corporation
Call 985-5555



Strategic Pedestrian Amenities Plan

Use Pedestrian Amenities to Support Overall Goals and Objectives

First Impressions Important

Can Serve Multiple Purposes

Increase Return on Investment

Improves the Pedestrian Experience

Generates Buzz



Strategic Pedestrian Amenities Plan

Review Customer Demographic

Establish Current Pedestrian Traffic Count

Identify Opportunities to Align Pedestrian Amenities with Goals

Locate Suitable Pedestrian Amenities to Support Goals

Implement Strategic Amenities Plan

Audit Pedestrian Traffic Count



Strategic Pedestrian Amenities Plan

Look at Big Picture

Small is Good ... Baby Steps are Okay

Think Branding - Image - Character

Let Space Evolve

Partner with Knowledgeable Pedestrian Amenities Source

Request Feedback



Strategic Pedestrian Amenities Plan

Opportunities



Brand Identity
Brand Integrity
Demographics
Activities and Events
Removing Barriers



Brand Identity



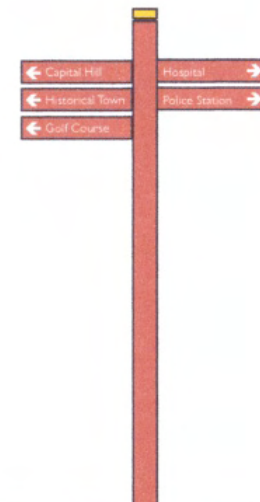
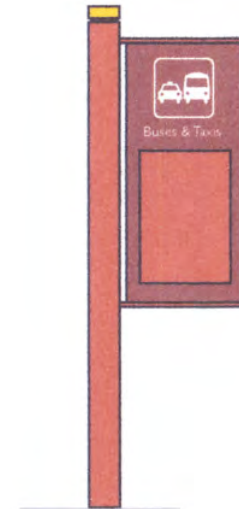
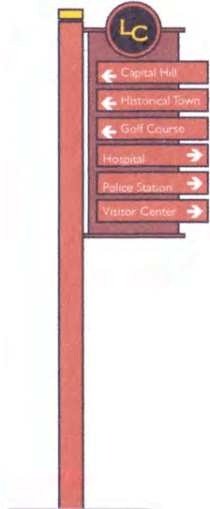


Remove Sign Clutter





Improve Brand Identity





Brand Integrity





Maintain





Your





Brand





Integrity





Dilute





The





Brand





Eliminate





Your





Edge





Audit Your Wayfinding Signage





Demographics





Kid Zone





Bicycling





Sound





Action





Color





Community Gathering Places





Nodes





Multi-Generational Games





Seniors





Activities and Events

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folsom come for your business
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Time and Direction





Daylight





Closed





Streams





Activate





Dead





Spaces





Create





Excitement





Encourage





Conversation





Fix An Eyesore





Make a Space Inviting





Think Individuals





And Groups





Think Organic





Remove Pedestrian Barriers





Removing Bicycling Barriers





Create Shade





Seek New Solutions





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