



DESTINATION BY DESIGN
planning | design | promotion

BACKGROUND

- **Revitalization Campaign**
 - **Branding**
 - **Trail Impacts**
 - **Downtown Streetscape**
- **Park**
- **Recycling Center, Business Incubator & Next Steps**



Revitalization Campaign

WHY A REVITALIZATION CAMPAIGN?

A multi-faceted approach to promote:

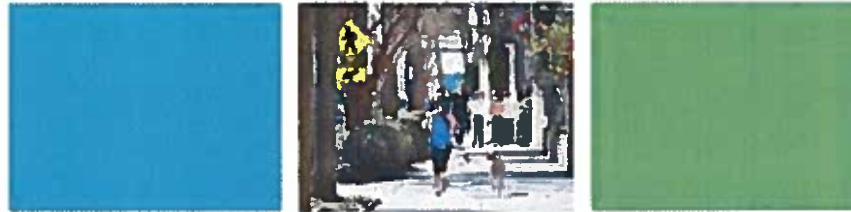
- **ECONOMIC DEVELOPMENT**
- **SENSE OF PRIDE**
- **RETAINING OUR YOUTH**

REVITALIZATION CAMPAIGN

- **Case Studies**
- **Design Guidelines**
- **The Blacksburg Brand**
- **Trail Impacts**
- **Downtown Streetscape**

STREETSCAPE CASE STUDIES

STREETSCAPE CASE STUDIES



Stronger Economies through Active Communities

The Economic Impact of
Walkable, Bikeable Communities
in South Carolina



Kelsey Allen <kelsey@eatsmartmovemore.org>

STREETSCAPE CASE STUDIES

The Economics of Walking & Biking Infrastructure



Spurs activity-related spending

Creates new jobs & businesses



Raises property values

Encourages private investment



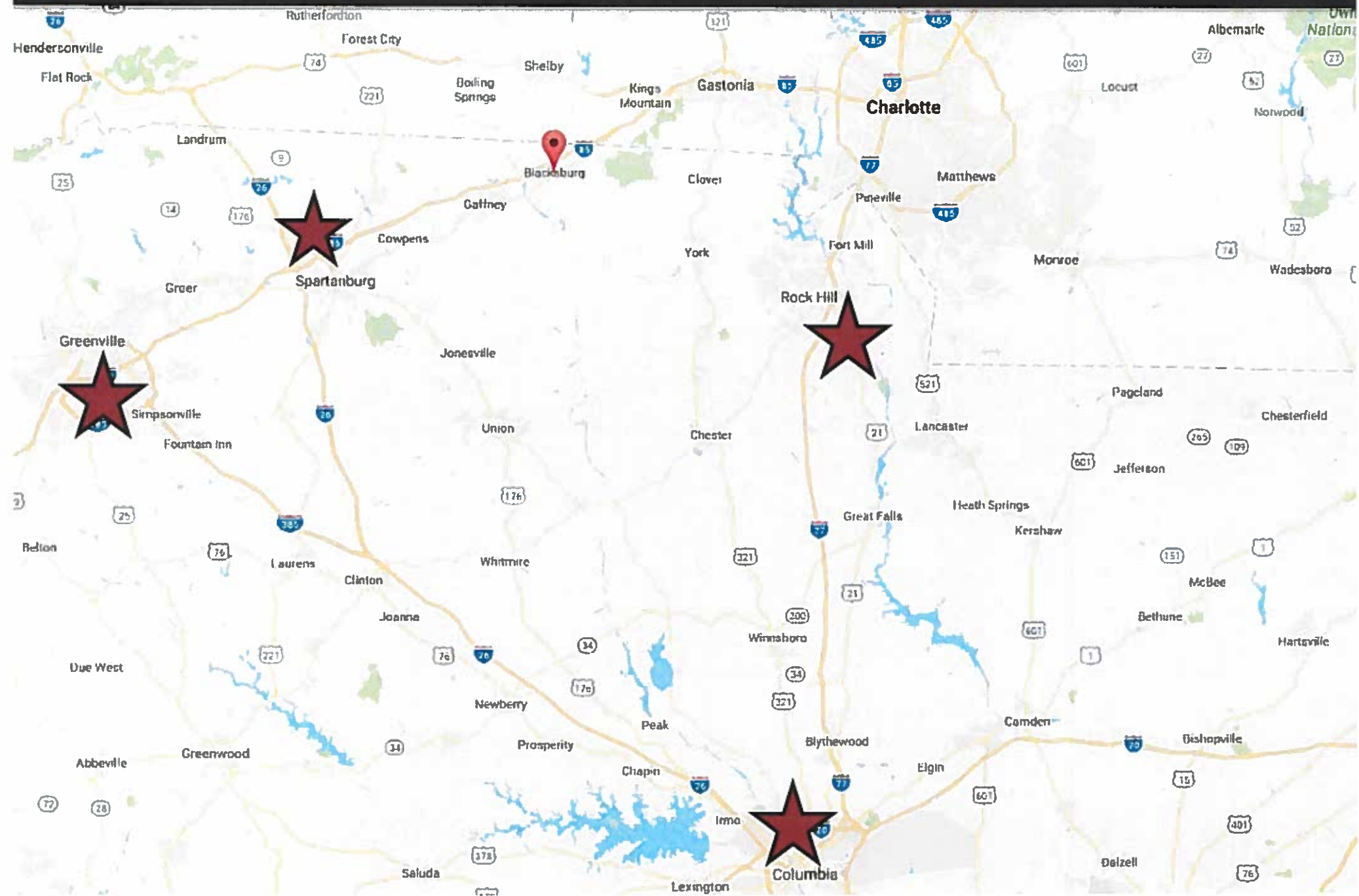
Promotes tourism

Reduces injuries & health care costs



- In SC, 52.7 million/yr. gross from bike retail & 1,037 jobs across state
- Property Value within ¼ mile of trail sell for 11.4 % more than avg. homes

CASE STUDIES VICINITY



W JEFFERSON BEFORE



W. JEFFERSON AFTER



W. JEFFERSON AFTER



W. JEFFERSON AFTER



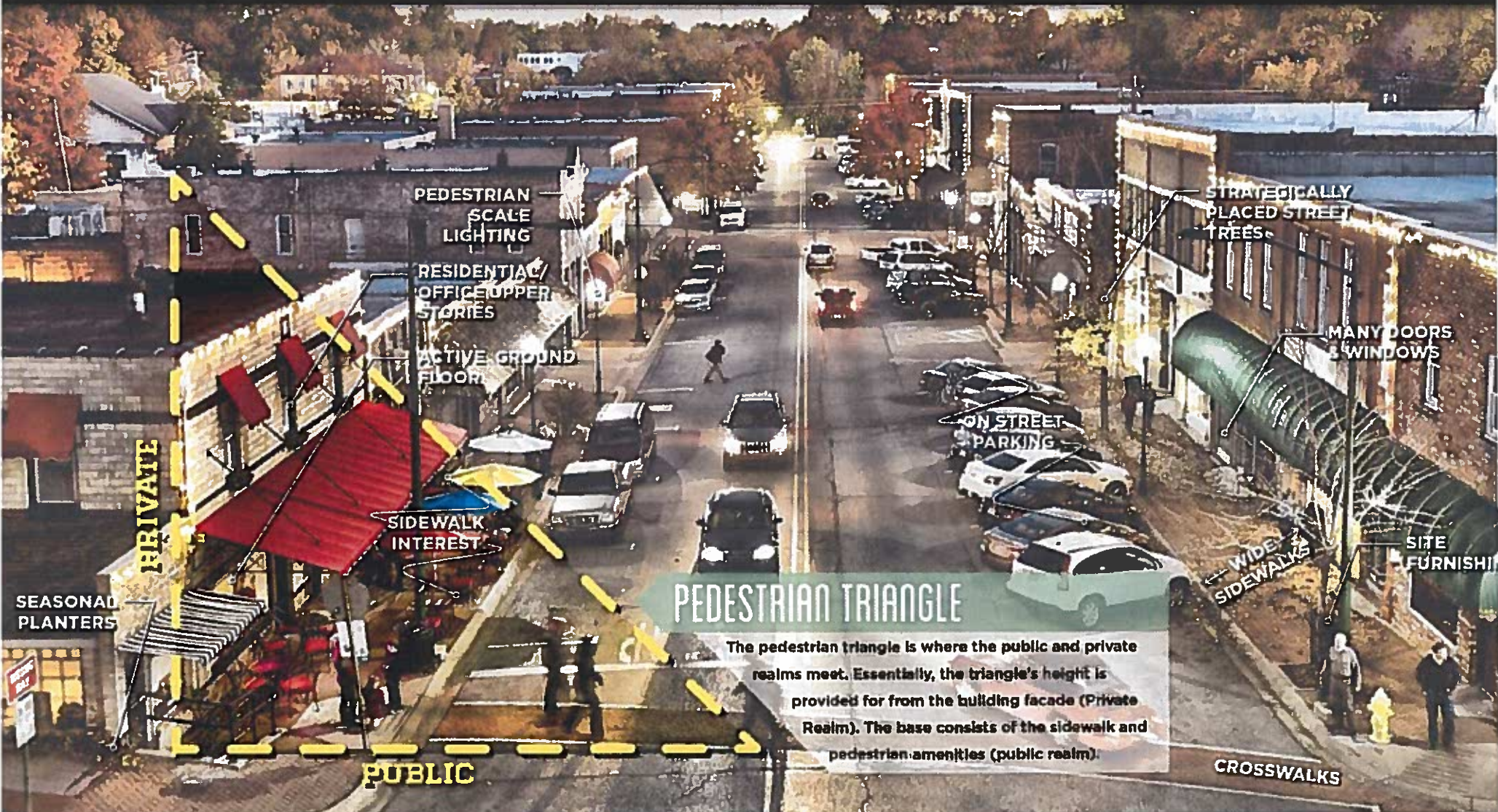
West Jefferson, NC

Population 1,299

- 10 new businesses have opened
- 56 new jobs were created
- Downtown vacancies went from 33 to 5
- An estimated \$500,000 in new private investment

DESIGN GUIDELINES

STREETSCAPE REVITALIZATION: A RELATIONSHIP BETWEEN THE PUBLIC & PRIVATE REALMS



PRIVATE

**Creating an inviting pedestrian
experience.**

**It's not just a nice thing to do,
it can help**

INCREASE RETAIL SALES.

PRIVATE

BE INVITING



OPEN YOUR DOORS!

Customers are more likely to enter your business if the door is open.

PRIVATE

EXTEND INTO THE STREET

Extend your business into the street with dining spaces or retail merchandise.



NO CLOTHES RACKS

Avoid the garage sale look.



PRIVATE

PARKING AND DRIVEWAYS

NO PARKING IN FRONT

Parking in front of buildings effects the downtown charm by disrupting the "street wall." In addition, parking lots located in front of buildings make pedestrians feel uncomfortable and unprotected.



PRIVATE



SHARE LOTS & REDUCE CURB CUTS

Shared parking lots reduce the number of curb cuts creating a more walkable downtown. More sidewalks = more people walking = stronger downtown economy.



LANDSCAPE ALONG THE STREET

Landscaping buffers separate parking areas from pedestrian areas and help beautify downtown.

PRIVATE

RETAIL DISPLAYS



STREET APPEAL

Window displays can tastefully extend into the street.

KEEP IT SIMPLE

Catch window shoppers' attention while giving them a glimpse into your store.



PRIVATE

SIGNAGE



BLADE SIGNS

"Blade signs" are oriented towards pedestrians.

PRIVATE



MENU BOARDS

Menu boards can be exhibited outside.

CHALK BOARDS

Chalk boards can be used for menus or daily messages.



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PRIVATE

LANDSCAPING

WINDOW BOXES



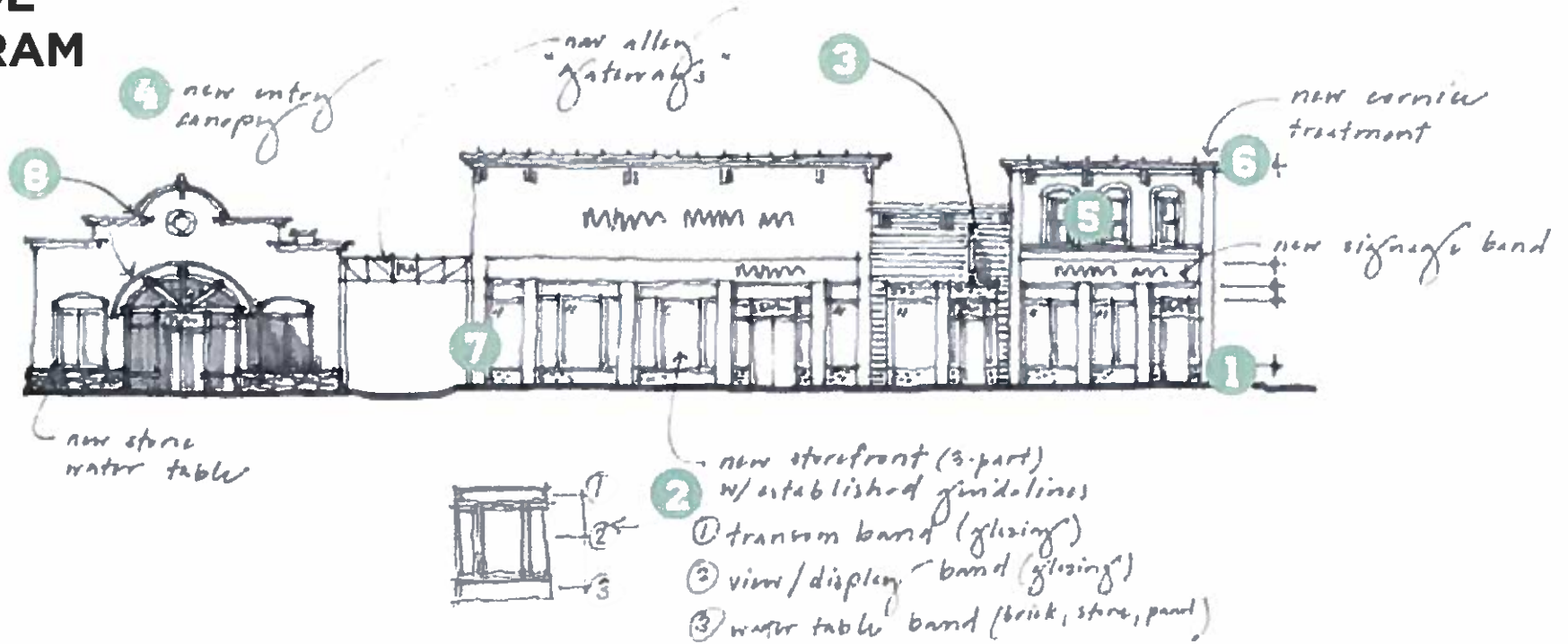
HANGING BASKETS



PLANTERS

PRIVATE

FAÇADE PROGRAM



EXISTING



PRIVATE



**STREETWALL
ZERO LOT LINE SETBACK
BUILDING HEIGHT
PARKING IN REAR**

PRIVATE



“Empty Windows Project”

PUBLIC

In terms of

- economic development
- tourism
- and community development

there is absolutely, positively

**NOTHING THAT'S MORE
IMPORTANT THAN YOUR
DOWNTOWN.**

PUBLIC

PARKS, OPEN SPACES & THIRD PLACES

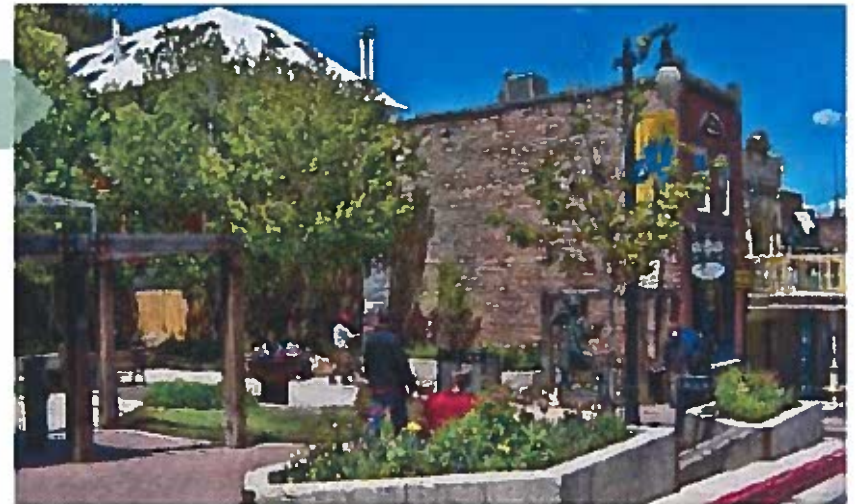


FARMERS MARKETS

Farmers markets are great "third places" to meet other community members outside of home and work.

DOWNTOWN PARKS

Downtown parks are great places for the community to gather for holidays and events.



ALLEYWAYS

Alleyways are an often overlooked public space.

PUBLIC

LANDSCAPING & STREET TREES

PUBLIC LANDSCAPING

Public landscaping along Main Street can significantly improve the pedestrian experience.



STREET TREES

Street trees frame the street and provide pedestrian refuge from vehicles.

PUBLIC

SIDEWALKS

- DESIGN FOR PEOPLE FIRST!

WIDE SIDEWALKS

Wide sidewalks are desirable and provide opportunities for a range of activities.



CURB EXTENSIONS

Curb extension “bump outs” allow pedestrians to cross the street in a shorter distance and help slow traffic.



CROSSWALKS

A continuous network of sidewalks and crosswalks establish a pedestrian-oriented environment.

PUBLIC

PARKING

EXISTING PARKING LOTS

Existing parking lots can be screened with seat walls, landscaping, and public art.



PUBLIC



ON-STREET PARKING

On-street parking helps to create a barrier between pedestrians and motorists.

PUBLIC

SITE FURNISHINGS AND INFRASTRUCTURE

IF YOU BUILD IT, THEY WILL COME!

Provide the necessary infrastructure to support a vibrant downtown.

- » **LIGHTING.** Consider both pedestrian and vehicular lighting.
- » **SEATING.** Benches, seatwalls, rocking chairs, and artistic yet functional seating should all be considered.
- » **LITTER RECEPTACLES.** Litter receptacles can be installed along with other street furniture in a similar style to help create continuity.
- » **DRINKING FOUNTAINS.** These can be creative. Also, don't forget about dogs!
- » **RESTROOMS.** Public restrooms are a great downtown asset.
- » **SIGNAGE AND WAYFINDING.** Town banners and directional signs help navigate downtown visitors.
- » **BASE FOR PUBLIC ART.** Provide the structural base for art exhibits.
- » **BICYCLE RACKS.** Bike racks can be a work of art!



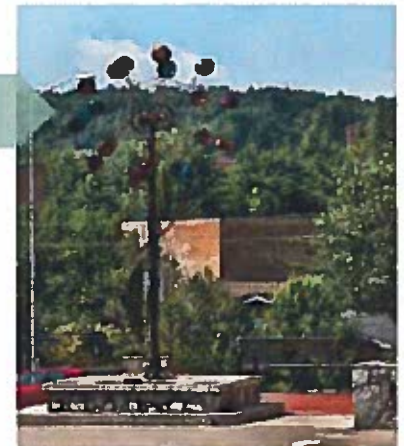
DRINKING FOUNTAINS

Artful drinking fountains can provide a creative touch to downtown.



PUBLIC ART

Provide a permanent base for art exhibits.



WAYFINDING SIGNS

Wayfinding helps customers find downtown businesses!



LIGHTING & TRASH RECEPTACLES

Lighting and trash receptacles can add to community character.



PUBLIC

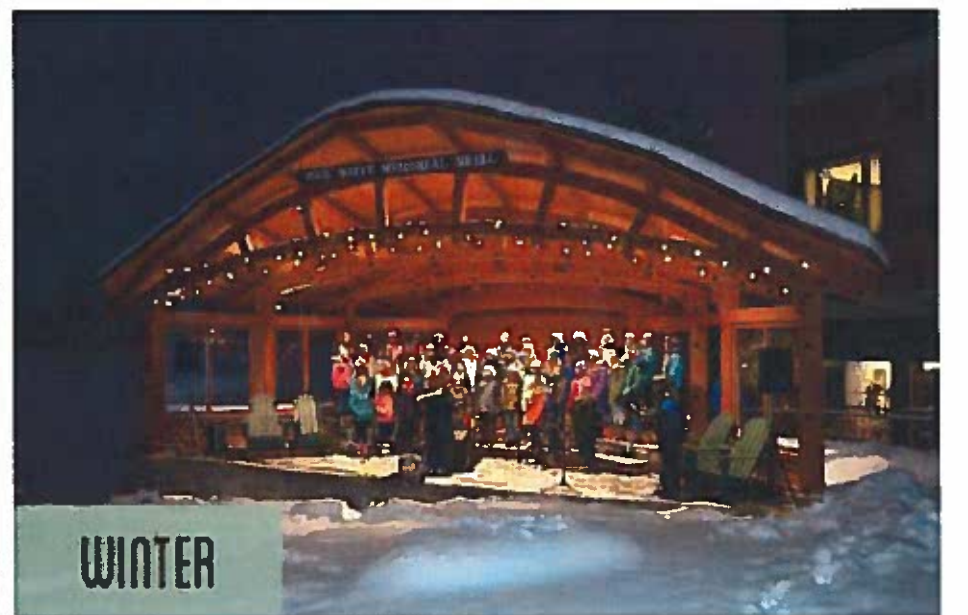
BUILDINGS



Maintain and continue the street wall as it is one of the principal defining characteristics of the downtown district.

PUBLIC

PROGRAMMING



Street festivals, outdoor concerts, and other events held downtown are a great way to create excitement on Main St. and attract customers. These events should be held year-round.

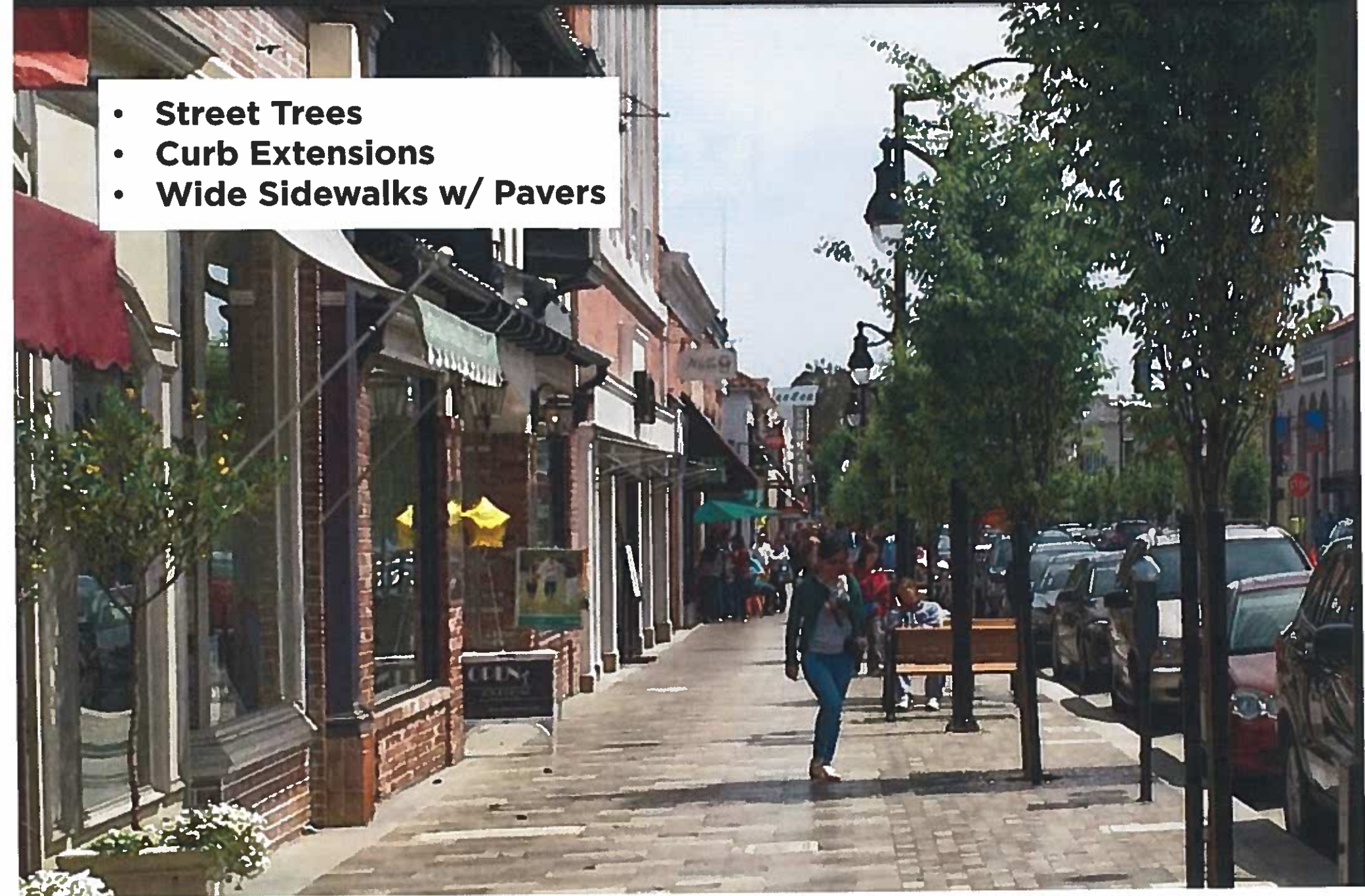
PUBLIC

IRON CITY FESTIVAL



LARGEST IMPACT IN STREETSCAPE

- **Street Trees**
- **Curb Extensions**
- **Wide Sidewalks w/ Pavers**



STREET TREES



STREET TREES



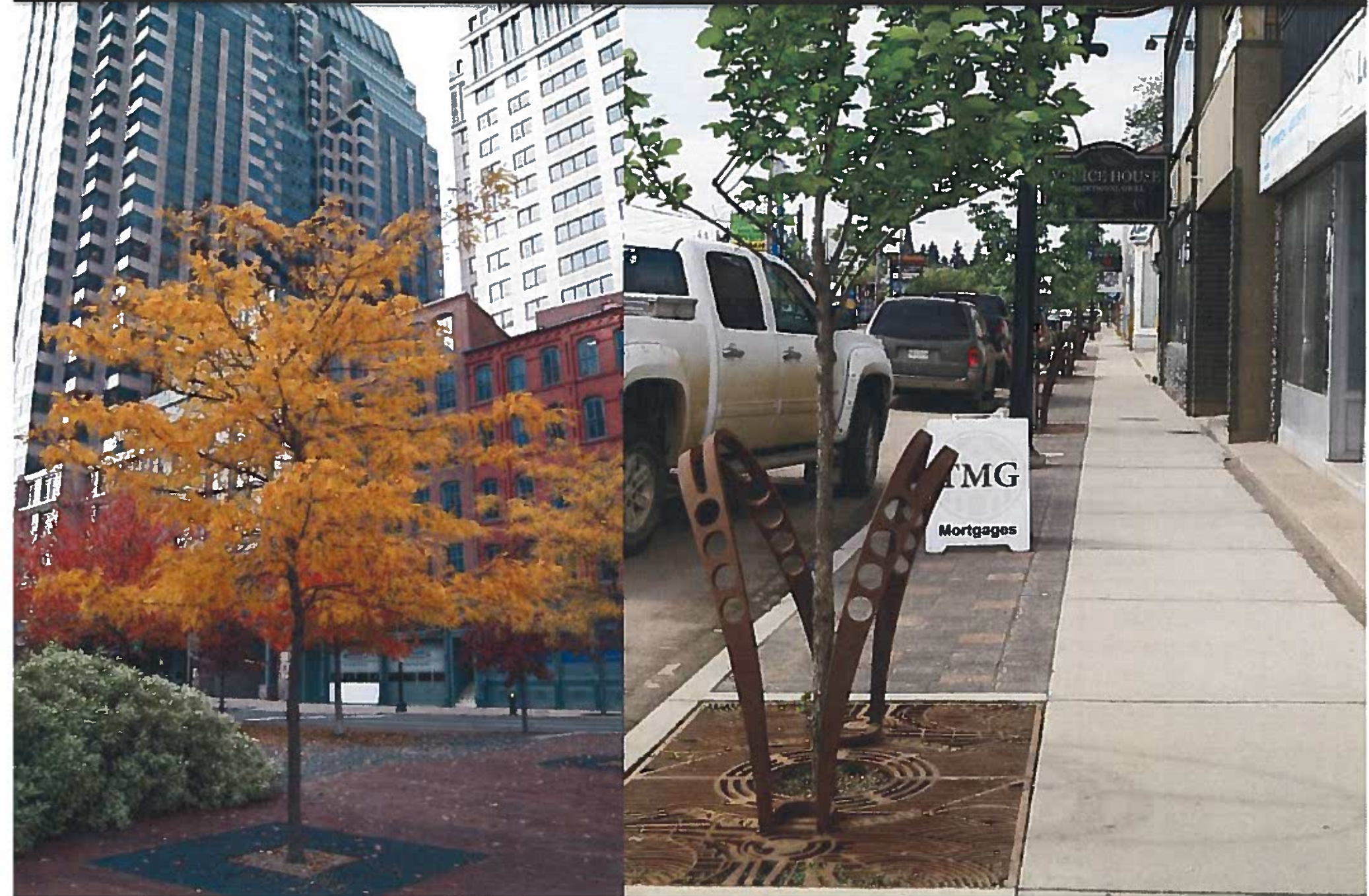
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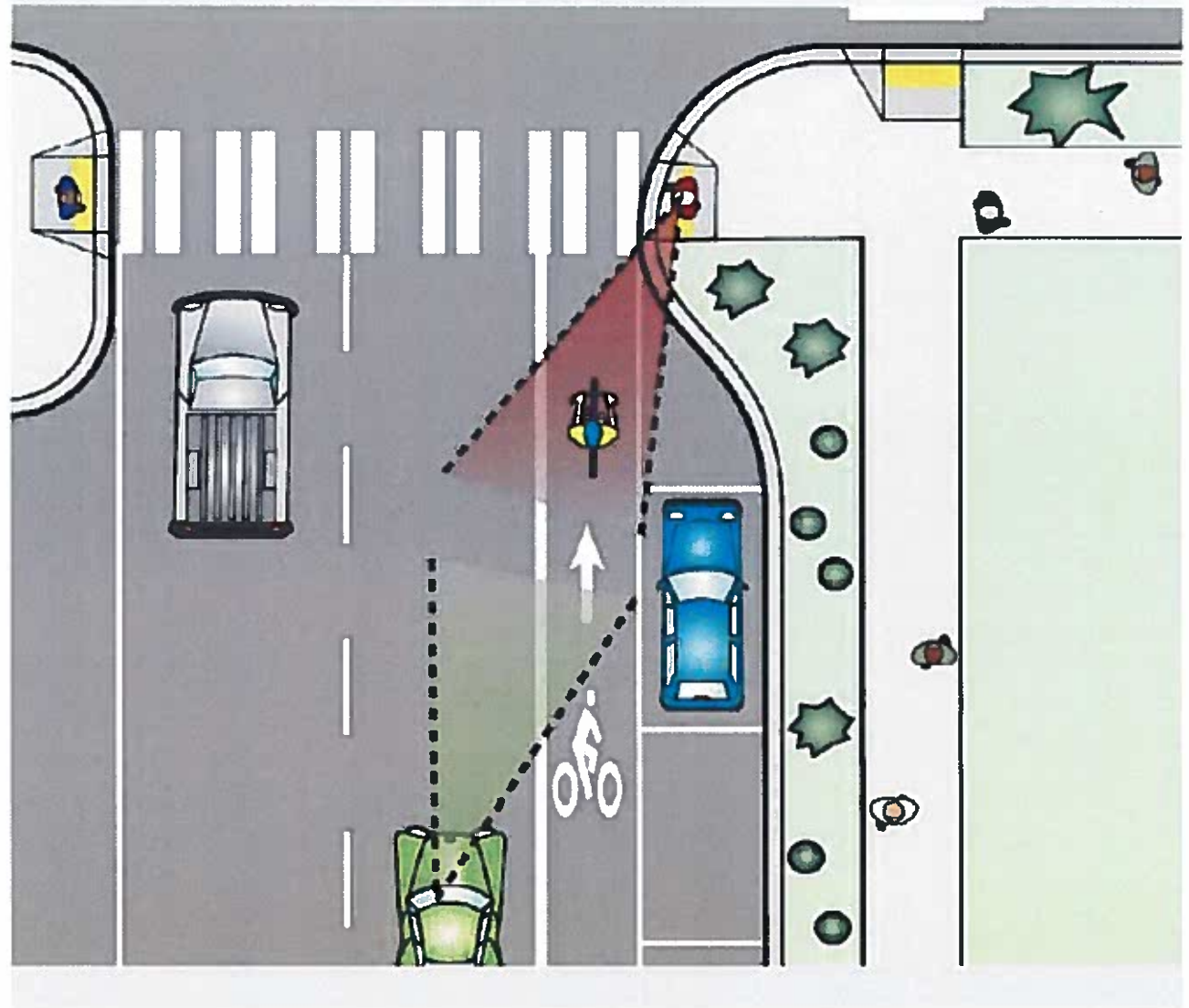
CURB EXTENSIONS

- **EXISTING**



CURB EXTENSIONS

- **TRAFFIC CALMING**
- **DISCOURAGE HIGH SPEED TURNING**
- **BETTER VISIBILITY**
- **DECREASE CROSSING DISTANCE**



CURB EXTENSIONS



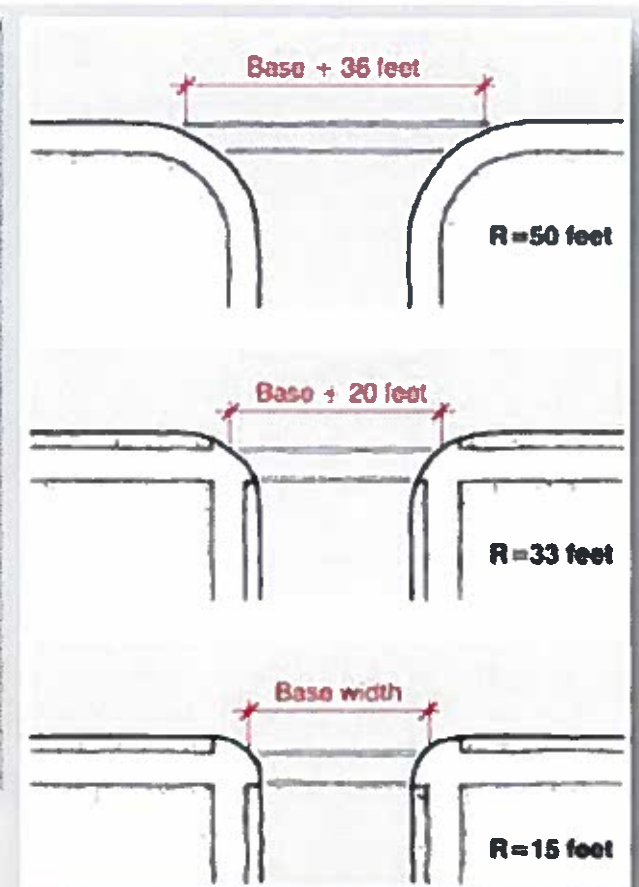
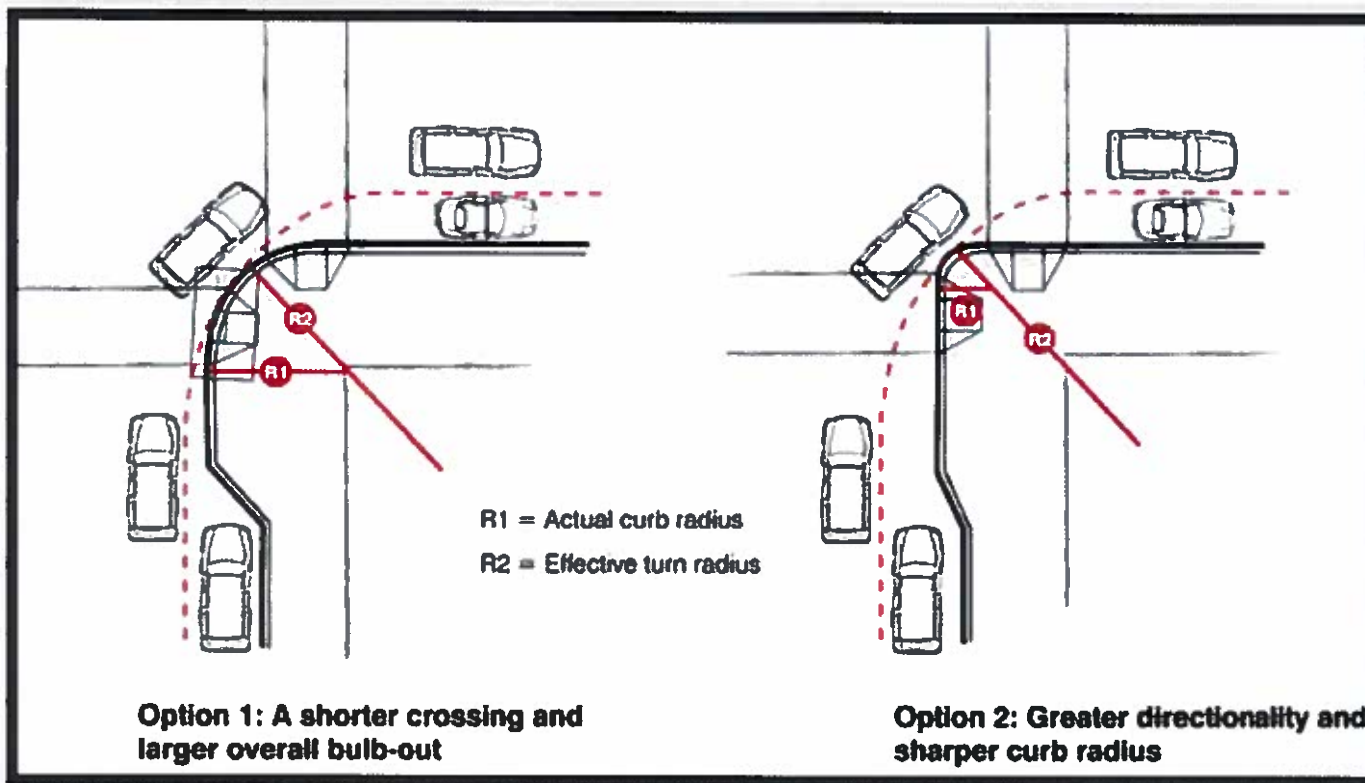
Pedestrians wait where they can see - in front of parked cars



Curb extension places pedestrian where they can see and be seen

CURB EXTENSIONS

- CURB RADIUS
- DESIGN FOR VS ACCOMMODATE LARGE VEHICLES
- POTENTIAL TRUCK ROUTE AROUND TOWN CENTER



PAVERS



PAVERS



PAVERS

