

# Transportation and Pedestrian Experience

## SUMMARY

This Community Transformation Strategy is designed specifically to address the mobility needs for both tourists and residents alike. All modes of transportation from foot traffic to bikes, and buses to cars should be considered. Often times residents and visitors inability to park and effectively to navigate the downtown district can be a deterrent to people coming downtown. This strategy, like most strategies, is most successful when approached using the Four Points, considering design elements, the businesses' needs and the best way to communicate effectively the transportation and pedestrian amenities of the district.

## KEY DESCRIPTORS

Walkability, Bike-ability, wayfinding, parking, amenities, user experience, aesthetics, street level experience, street plantings, traffic flow, accessibility, convenience, safety, complete streets, parking and benches and street furnishings.



Streets and their sidewalks – the main public places of a city – are its most vital organs.”

– Jane Jacobs

## PROS

This strategy enhances mobility for tourists and residents.

This strategy promotes active living.

This strategy increases safety and decreases auto traffic by using alternative modes of transportation.

This strategy improves the street-level experience for retail shoppers.

## CONS

This strategy can spark public opposition to non-auto-centric traffic.

Major overhaul projects can be costly.

Flexibility is limited for state-controlled roads.

You can easily make bad decisions without proper technical guidance.

## SPECIAL CONSIDERATIONS

Building codes can be adapted to meet the needs of historic properties.

Establishing relationships with partners and other agencies is of the utmost importance.

Check your downtown's current walk score.

## QUESTIONS TO ASK YOURSELF

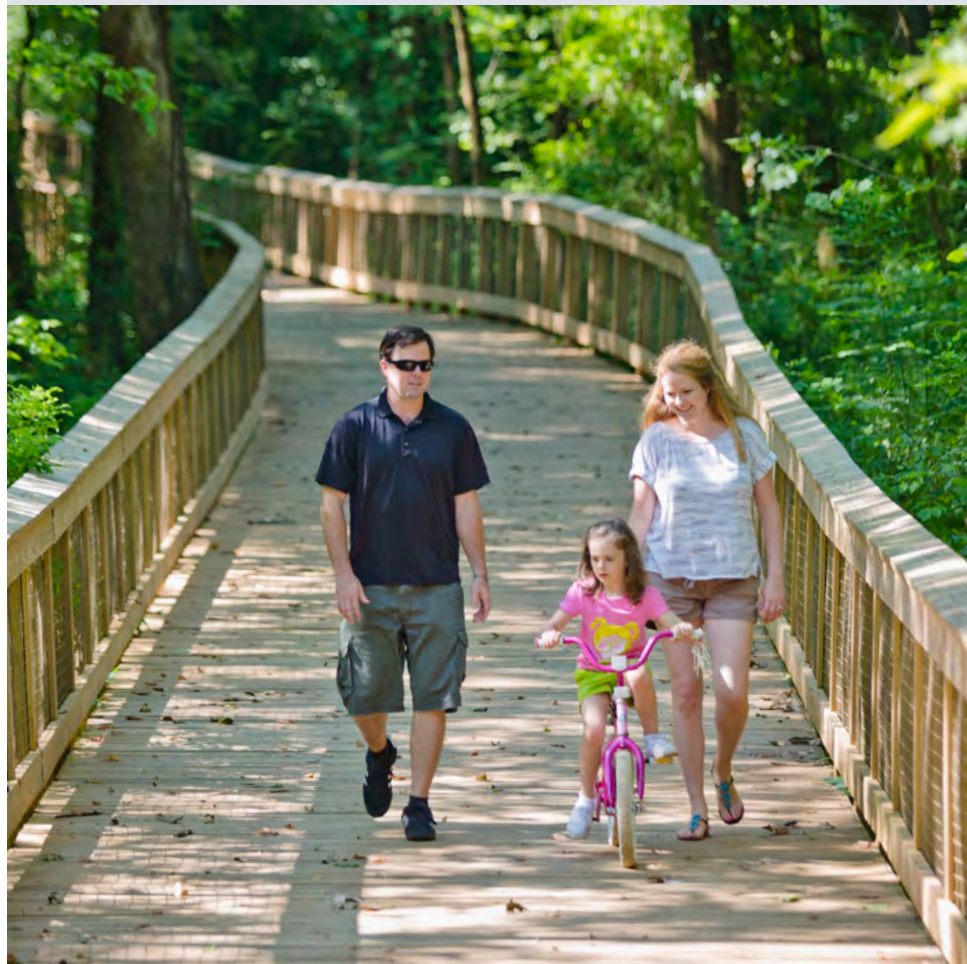
Who manages the roads in and around downtown? How are people getting in, to and around downtown? What modes of transportation are underdeveloped?

What funding resources are available at the local, state and national level?

What is the local support for alternate transportation?

Does downtown feel inclusive for all residents in the community?

Milledgeville, ExploreGeorgia.org



# FOUR-POINT APPROACH ACTIVITIES

## ECONOMIC DEVELOPMENT

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- Seek out training opportunities for alternative transportation options.
- Businesses offer discounts to citizens who bike or walk, taking advantage of alternative transportation options.
- Develop wayfinding signage that connects steps/distance to downtown businesses and attractions.
- Establish a bike share program with hub stations located downtown.
- Install electric car charging stations downtown.
- Encourage businesses to offer step count discounts, such as 5% off for 5k steps, 10% off for 10k steps, etc.
- Offer facade grants to revitalize the back entrance of businesses and alleyways so that pedestrian have multiple means of egress and access to downtown businesses.
- Adopt a special tax district to offset cost related to enhancing the main transportation corridor or pedestrian experience.

## DESIGN

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- Design creative bike racks.
- Develop a comprehensive parking signage campaign that is on brand with downtown.
- Update sidewalks to design connectivity to create a complete sidewalk network.
- Install mile markers downtown associated with established routes/paths.
- Enhance landscape and greenery to provide more shade, especially on routes connecting parking lots to businesses.
- Create dog/pet friendly amenities, e.g. dog park and pet sanitation stations.
- Install water fountains for pets and people.
- Paint bright crosswalks that tie in to local amenities and tourism initiatives.
- Utilize conceptual drawings for how a space could be used to help sell the vision.
- Place benches and other street furnishings downtown to encourage walking.

## PROMOTIONS

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- Design a public safety campaign to create awareness of bikers and pedestrians while highlighting safety and best practices for sharing the road.
- Organize a “car free” day downtown, either on select roads or the entire district.
- Host a pop-up bike lane with a bike giveaway.
- Develop an alternative routes map to downtown, highlighting paths that are not auto-centric.
- Develop a walking tour of downtown and connect to an architecture tour, history tour or game.
- Offer an outdoor sports activity that promotes utilizing the transportation corridors, e.g. color runs, 5k races, bike rides and scooter rides.
- Designate a ride-share pick-up and drop-off spot downtown.
- Enhance the visual appeal and safety of bus stops or trolley stops downtown.
- Design and install “walk your city” signs that celebrate short walks to local amenities.

## ORGANIZATION

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- Establish a relationship with your local Georgia Department of Transportation district office.
- Create a sidewalk inventory to identify gaps or areas that need repair.
- Conduct regular walk audits with outside partners for the areas in and around downtown.
- Establish relationships with city and/or county public works/ transportation departments.
- Conduct a complete streets inventory and adopt a complete streets policy.
- Adopt a tree removal ordinance.
- Adopt the international property maintenance code.
- Lower local speed limits on roads leading in, to or through downtown as a traffic-calming measure.
- Adopt a golf cart ordinance.
- Work with Georgia Department of Transportation to de-designate state routes in downtown to give more local control.
- Identify traffic accident hot spots in conjunction with your public safety departments.

# PARTNERS

Georgia Department of Transportation  
Regional commission  
Local public safety and emergency services  
Smart Growth America  
Georgia Bikes Association  
Local electric providers  
Local public works/ transportation  
Georgia Department of Natural Resources  
Local transportation authorities  
Local convention and visitors bureau  
Local bike clubs or regional trail organizations  
Metropolitan planning organization (MPO)  
Parking and Transportation Association of Georgia  
City or County Recreation department