

Walkability Improvements That Will Increase Pedestrian Traffic

Current Daily Volumes Shown

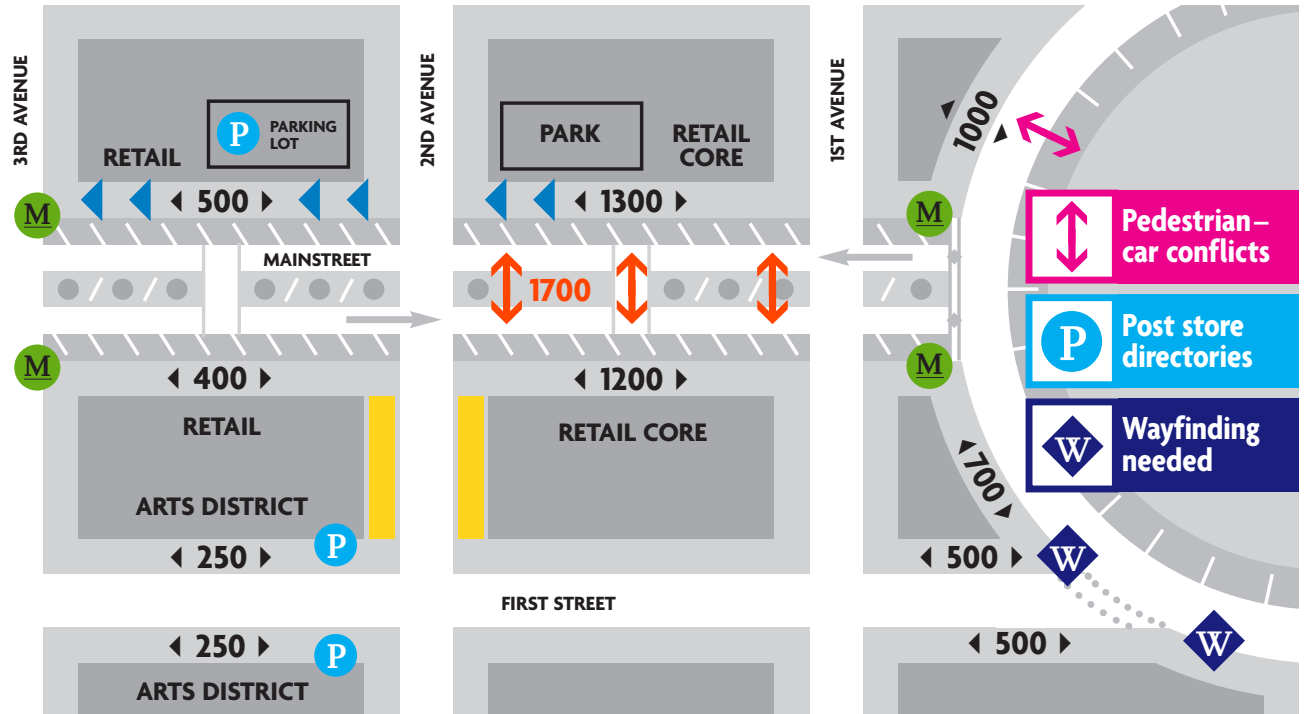
Visual stimulation needed to reinforce shopper path to 3rd Ave

Walking time maps needed

High jaywalker volume documents good retail access between sidewalks

Wider sidewalks needed to draw people to Arts District

◀ 500 ▶ = Daily Pedestrian Volume



PEDESTRIAN FRIENDLINESS AUDITS



Identify and Prioritize Your Walkability Improvements

AUDIT INCLUDES:

- Critiquing of the Pedestrian Experience in Your District
- Consultation on Setting Up/Refining a Pedestrian Count Project
- Suggesting Ways to Increase Foot Traffic (see above for sample map)

Typical Project Report includes 5-10 pages of maps, charts and text

Price: \$2,000 - \$4,000

2007

PEDESTRIAN STUDIES SERVICES:

\$1,500 project start up
\$7,000+ for complete studies

- Analysis and presentation services available

Projects conducted in:

Hollywood and Oxnard, CA
Pittsburgh, PA
New York City
Winnipeg, Manitoba, Canada
Columbus, OH
Hollywood, FL
Seattle, WA
Des Moines, IA
Washington DC
Boulder, CO
Memphis, TN



Pedestrian Studies Owner, Peter Bruce

15 years experience in urban retail traffic

612-827-8080

www.pedestrianstudies.com
email: pbruceceo@aol.com