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Tue 9/14/2021 2:59 PM

Forward

To:

- Deb Hess

Good Afternoon -

I noticed that there are discussions on Tuesdays agenda around bulbouts in downtown and the extension of the Granby to Fraser bike trail. To add to those discussions I would like to offer a couple of resources around the economic case for improving the walkability / bikeability of a town.

Granby's Main Street is the town's economic core and where we want small businesses to thrive. Creating a successful downtown requires slowing down traffic, improving the pedestrian friendliness of the downtown district and increasing the density of businesses.

Currently, Granby is designed to be a pass through town. In order to help create a vibrant downtown, which also improves the liveability of Granby is to *slow down traffic and improve pedestrian / bike safety*. Bulbouts help promote both of these. By breaking up the straight highway feel through town naturally helps reduce vehicle speed. Safe pedestrian crossing allows for more of the park-once and enjoy downtown as a destination experience, bringing in more revenue. It has been proven that pedestrians and bikers spend more money than drivers.

Connectivity paths from the adjacent neighborhoods into downtown, like the Granby to Fraser trail, also brings consumers into the business center of town. This promotes alternative forms of transportation and reduces vehicular traffic.

A couple of my favorite quotes from the resources below:

- In downtowns and main streets, streetscape design should focus on the success of businesses and safety & movement of residents, as much as it might focus on vehicular movement.
- Pedestrian and cyclist safety and comfort impacts business success in downtowns and main streets. A comfortable environment produces more traffic, which correlates with increases in customers.

[AARP Roadmap to Livability](#): Notably Book 1(Livability) and Book 6(Economic Development)

[National Association of City Transportation Officials: Curb Extensions](#) & [Benefits of Curb Extensions](#)

Hopefully the town's Comprehensive Plan and Traffic Calming Plan will address these topics as well in the coming months. These two projects seem like a great opportunity to get ahead of some of these initiatives.

Thank you,

Lauren

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