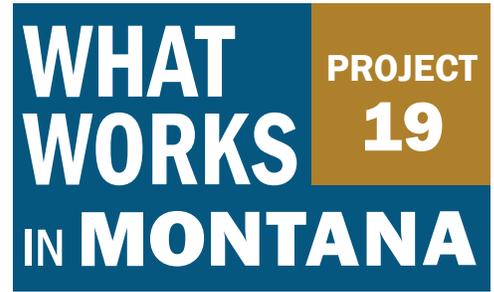




## Pedlet



### GOALS AND ACTIVITIES

This project aims to improve walkability and increase business activity in downtown.

The pedlet is a movable structure that acts as a sidewalk extension beyond the existing curb line. It provides a buffer between traffic and restaurant outdoor seating, and provides safe passage for pedestrians. The structure is 40 feet long, 5 feet wide, and is ADA compliant.

### POPULATIONS SERVED

Montana residents who live, work, or shop in downtown Great Falls

### MAJOR PARTNERS AND FUNDERS

Great Falls Business Improvement District, Montana Main Street Program, NeighborWorks Great Falls City of Great Falls, Downtown Development Partnership of Great Falls

### MAJOR OUTCOMES

The pedlet has proven to be an economic driver. The participating business has added 30 seats and increased their staff by 5 to accommodate the new business that sidewalk dining has allowed. Revenues increased by 20 percent after installation.

Utilized creativity and placemaking concepts to design and implement the pedlet, which has helped to improve residents' perceptions of downtown.

Six additional businesses are on a wait list for a pedlet in 2018.

### INGREDIENTS FOR SUCCESS

Williness to think “outside the box” and engage private partners. Mighty Mo Brewing Company agreed to serve as the pilot and L'Heureux Page Werner donated hours to architectural design. Great Falls, MT is believed to be the second community in the nation to utilize this safe and effective alternative to a parklet (West Allis, Wisconsin was the first).

### ADVICE FOR OTHERS

“To finance a pedlet in your community, consider pursuing grant funds for placemaking. The Montana Main Street grant program and Montana Tourism grant program are possibilities. It could also be financed privately, or as a public/private partnership. Be sure to include appropriate signing for the pedlet, so that pedestrians are directed to walk through it, and not around it.”

— Joan Redeen, Great Falls Business Improvement District