



James Shaffer is President of Streetscapes, Inc., a supplier of distinctive furniture and site amenities for pedestrian spaces. Under his leadership, Streetscapes, Inc. has assembled a products package focused on creating unique experiences in public spaces.

I've always been interested in Architecture and Design. As a high school student, I designed my father's office building. After completing college and working for two Fortune 500 companies, I joined a contract office furniture dealership and eventually became a contract furniture manufacturer's representative. As a manufacturer's rep, James learned to combine individual products into functional product packages designed to accommodate specific customer requirements. Streetscapes, Inc. became a business idea when James combined street lighting with street furniture requests from customers.

James believes that successful public places start with a unique identity, embrace community assets and brings pedestrians into the space with activities and events. The challenge for property owners, designers and public space manager's is deploy furniture and site amenities in new and usual ways to create exciting pedestrian experiences. Furniture and site amenities can be multi-dimensional.

James enjoys speaking to groups and has presented his views and opinions at various association conferences --

- The International Downtown Association
- Downtown Colorado Inc.
- Colorado Association of Transit Agencies
- Colorado Preservation Inc.

His topics has included –

- Identifying Community Assets
- Activating Public Spaces
- Moving People from Point A to B
- Creating a Strategic Pedestrian Amenities Plan
- Streetscapes and Branding

James is on the Downtown Colorado Inc. board of directors and a member of the ULI Colorado Explorer's committee. He is also a member of the Congress for New Urbanism, the International Downtown Association, the Colorado Association of Transit Agencies, the Southwest Transit Association and Rail-Volution.

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