

10 Steps to More Inviting Facilities

1 Improve your curb appeal

Good curb appeal:

- ★ Seeks to capture the attention of those passing by.
- ★ Says “welcome” to inviting, interesting, & easy-to-enter facilities.
- ★ Creates interest -- people want to see more than can be seen from the street.

2 Provide adequate signage

- ★ *Identifying* signage should be clearly visible and legible to traffic.
- ★ *Directional* signage should help guide to the parking area, age-grouped buildings, offices, fellowship hall, and the worship center.

3 Create well-planned entrances to the property

Entrances should be:

- ★ Engineered to work well with traffic flow on public streets and on church property.
- ★ Adequate to handle the volume of traffic.
- ★ Safe distances from curves and hills to allow for safe deceleration and turning.

4 Develop abundant parking in an attractive setting.

- ★ Paved and attractively landscaped parking areas help convey the message that the church has prepared thoughtfully for people’s needs.
- ★ Shade trees in the parking area give a dimension of warmth and reduces the institutional effects created by large parking lots.
- ★ “Reserved guests” parking, conveniently located, can be a thoughtful provision.
- ★ Plan adequate crosswalks for pedestrians in the parking area and to major building entrances.

5 Develop inviting entrances to buildings.

- ★ Plan obvious, easy routes from parking areas to entrances.
- ★ Use well-designed landscaping, glass, lighting, and adequate gathering places at major entrances.
- ★ Provide covered arrival areas for inclement weather.

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6 Provide for security without creating a sense of isolation.

- ★ The entire church campus should project a feeling of openness with no oversized shrubbery or other features to create threatening “hiding places.”
- ★ Exterior lighting should provide adequate illumination of parking lots, walkways, and buildings.
- ★ Use lighting to accent beauty of buildings and landscaping, illuminate directional signs, and provide community identity of features such as towers or steeples.

7 Make indications of activity visible from the street.

- ★ Parking, play yards, and other features can help create indication that life and activity are in progress.
- ★ Gathering places near major entrances that are visible from the street can project a high level of participation.

8 Keep buildings and grounds attractively maintained.

- ★ Develop and implement a well-defined maintenance schedule for cleaning, painting, and repair for all buildings.
- ★ Schedule trimming of shrubs and grass, feeding, spraying, and other important maintenance provisions.

9 Incorporate user-friendly touches.

- ★ Parking lot greeters and valets to assist with doors, the physically limited, and small children at sheltered arrival areas are appreciated.
- ★ Visible welcome centers with sufficient volunteers to take guests to their age-group areas are definite assets.

10 Plan for adequate vehicular and pedestrian circulation.

- ★ Driveways and exits should be designed to handle a high volume of traffic within a short period of time. Many people are in a bigger hurry to leave than are to arrive at church. Traffic bottlenecks contribute to frustrated and negative experiences.
- ★ Walkways and interior corridors should be sized to handle peak crowds so as to provide easy flow and circulation.