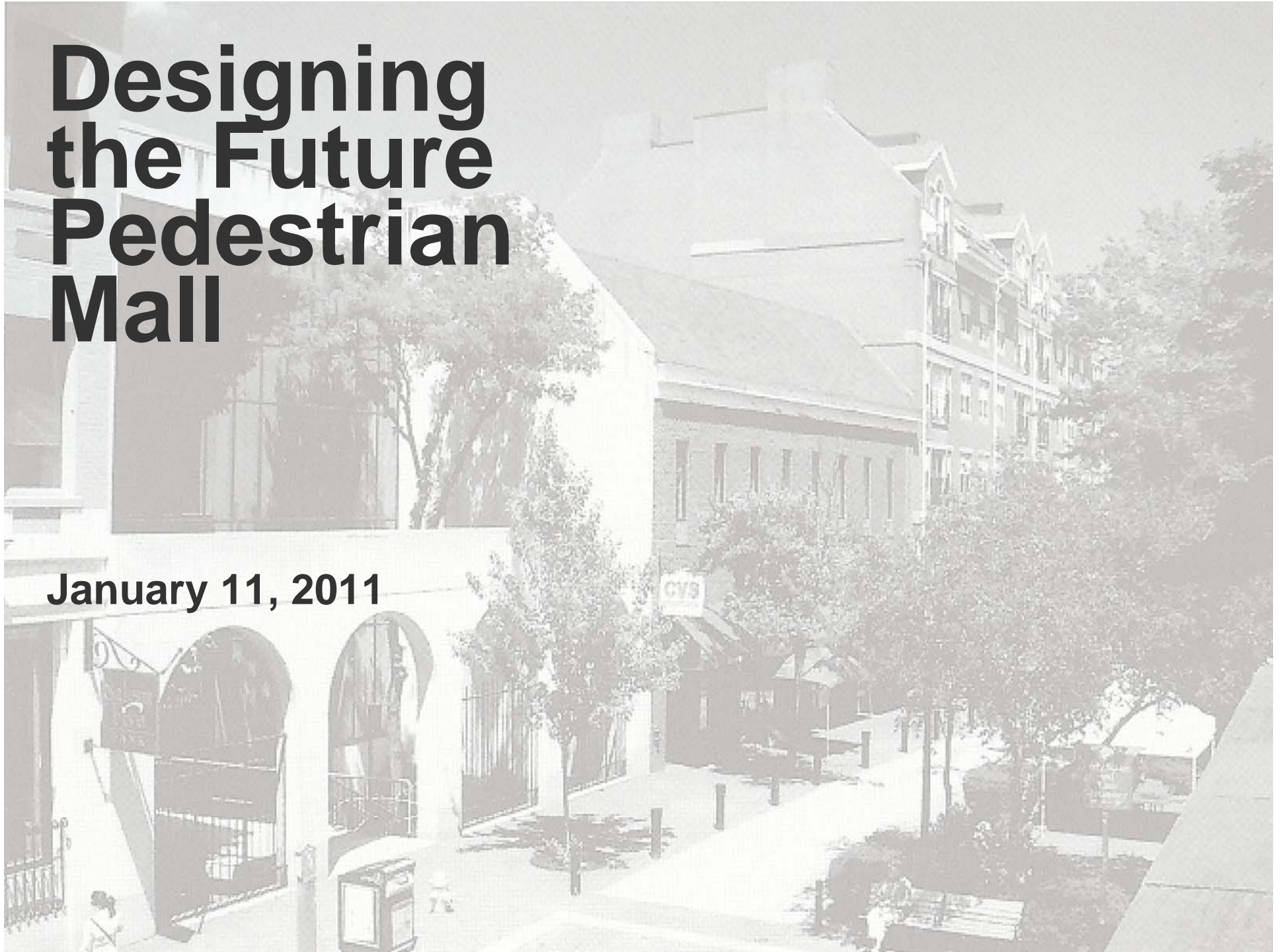


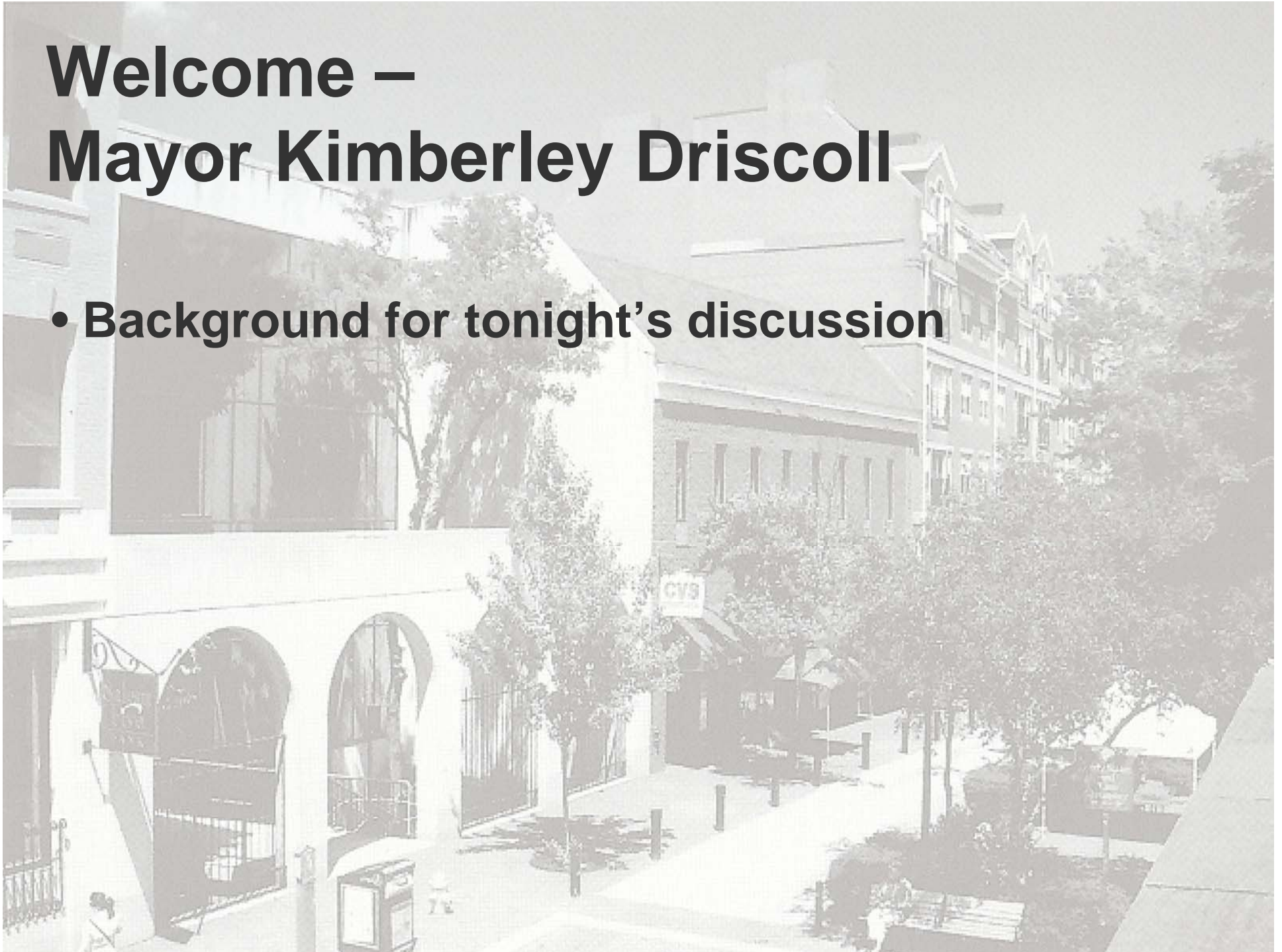
Designing the Future Pedestrian Mall

January 11, 2011



Welcome – Mayor Kimberley Driscoll

- **Background for tonight's discussion**



Who's Involved

- Salem Partnership
- Peabody Essex Museum
- City of Salem
- Engaged Stakeholders
- Utile, Inc.
- Larry Langford



The Big Picture

- Tonight is the first of a series of meetings

1

**Define
current
state**

January 11
Salem Five
6:30 pm

2

**Develop
dreams
for future**

February 8
Salem Five
6:30 pm

3

**Discuss
alternative
scenarios**

March 8
Salem Five
6:30 pm

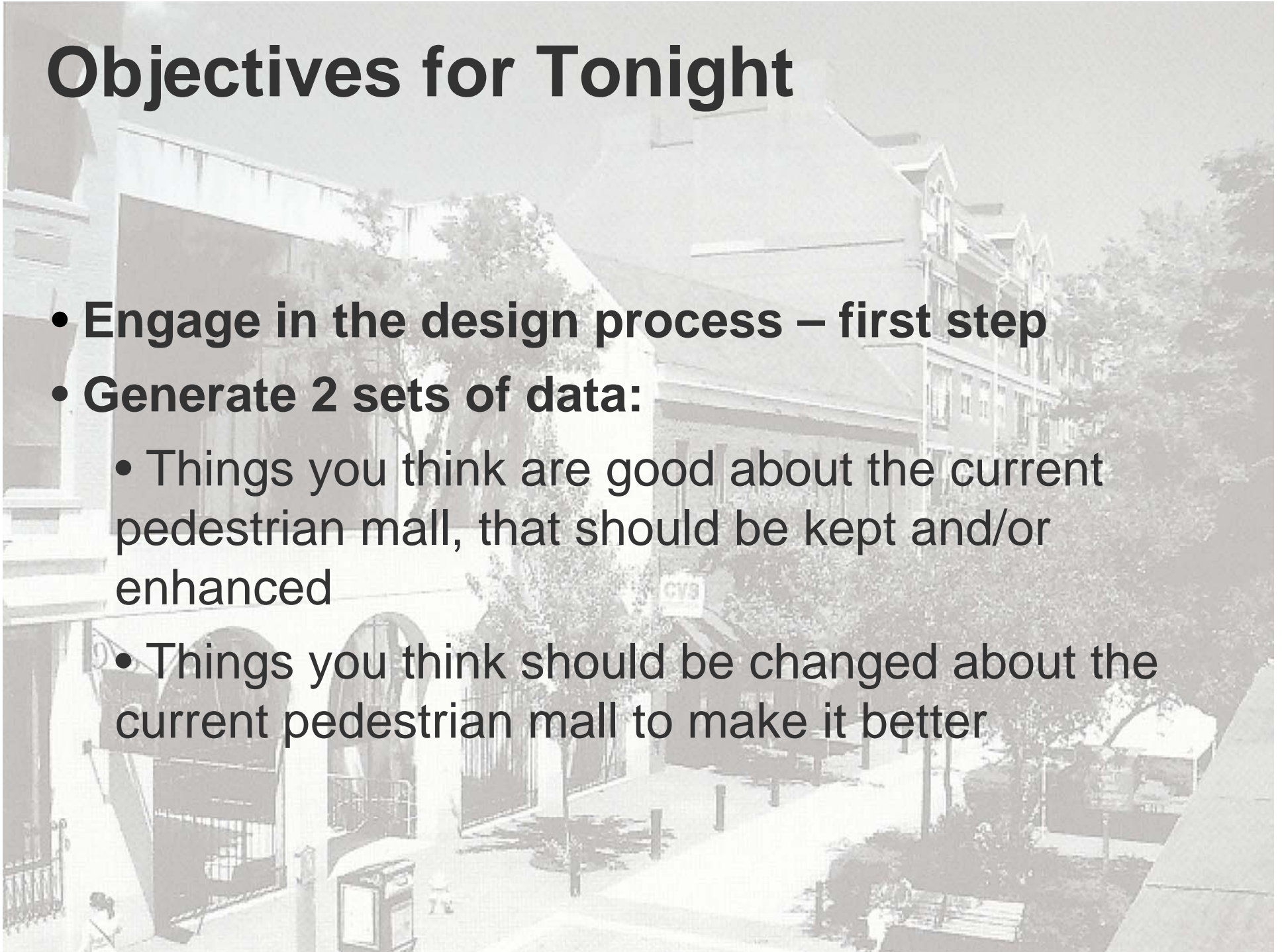
4

**Finalize
selected
scenario**

April 12
Salem Five
6:30 pm

Objectives for Tonight

- **Engage in the design process – first step**
- **Generate 2 sets of data:**
 - Things you think are good about the current pedestrian mall, that should be kept and/or enhanced
 - Things you think should be changed about the current pedestrian mall to make it better



Agenda for Tonight

The background of the slide is a faded, grayscale photograph of a city street. On the left, there are multi-story historic buildings with arched windows and doorways. A tree stands in front of one of the buildings. The street extends into the distance, lined with more buildings and trees. A bench is visible on the right side of the street in the foreground.

6:30 Welcome, background, objectives, agenda and ground rules

6:55 Context for discussion

7:10 “What is good”

7:30 “What should be changed”

7:50 Summary and next steps


8:00 Adjourn

Ground Rules for Tonight


- **Be brief** - be clear and quick – no speeches
- **Respect others' contributions** – no debates
- **Avoid repetition** – no piling on
- **Let others speak** – no hogging the floor
- **Speak in turn** – raise your hand to attract a microphone
- **Use the cards if you prefer, or cannot get air time**

Contextual Overview: Map of Study Area



Study Boundary:
Current Essex Street Pedestrian Mall 

Extensions of Essex Street Pedestrian Mall into surrounding context

Essex Street Mall Storefronts 





Salem, Mass. Essex Street, looking North from First Church.

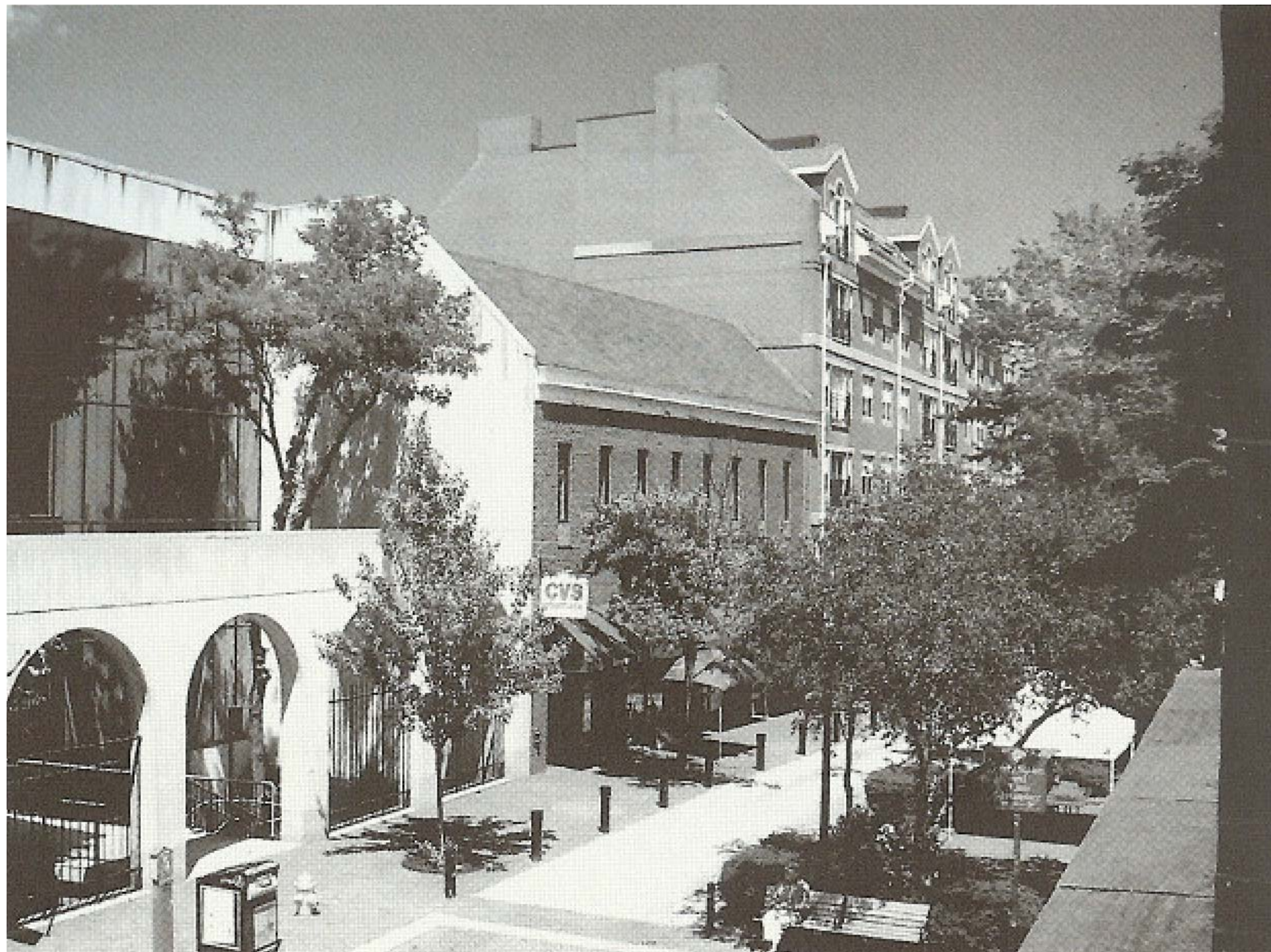




ESSEX STREET, SALEM, MASSACHUSETTS

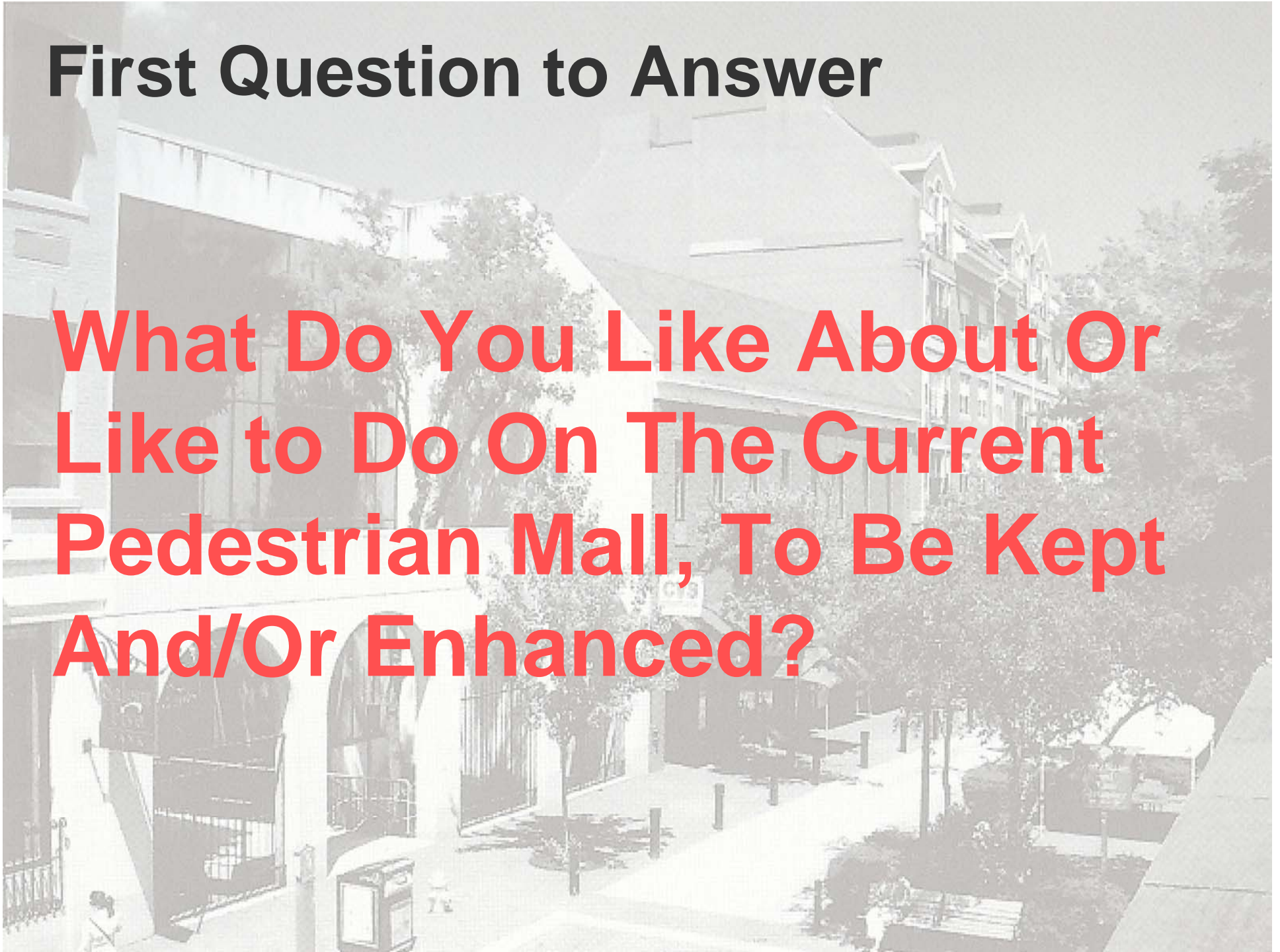
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First Question to Answer

**What Do You Like About Or
Like to Do On The Current
Pedestrian Mall, To Be Kept
And/Or Enhanced?**



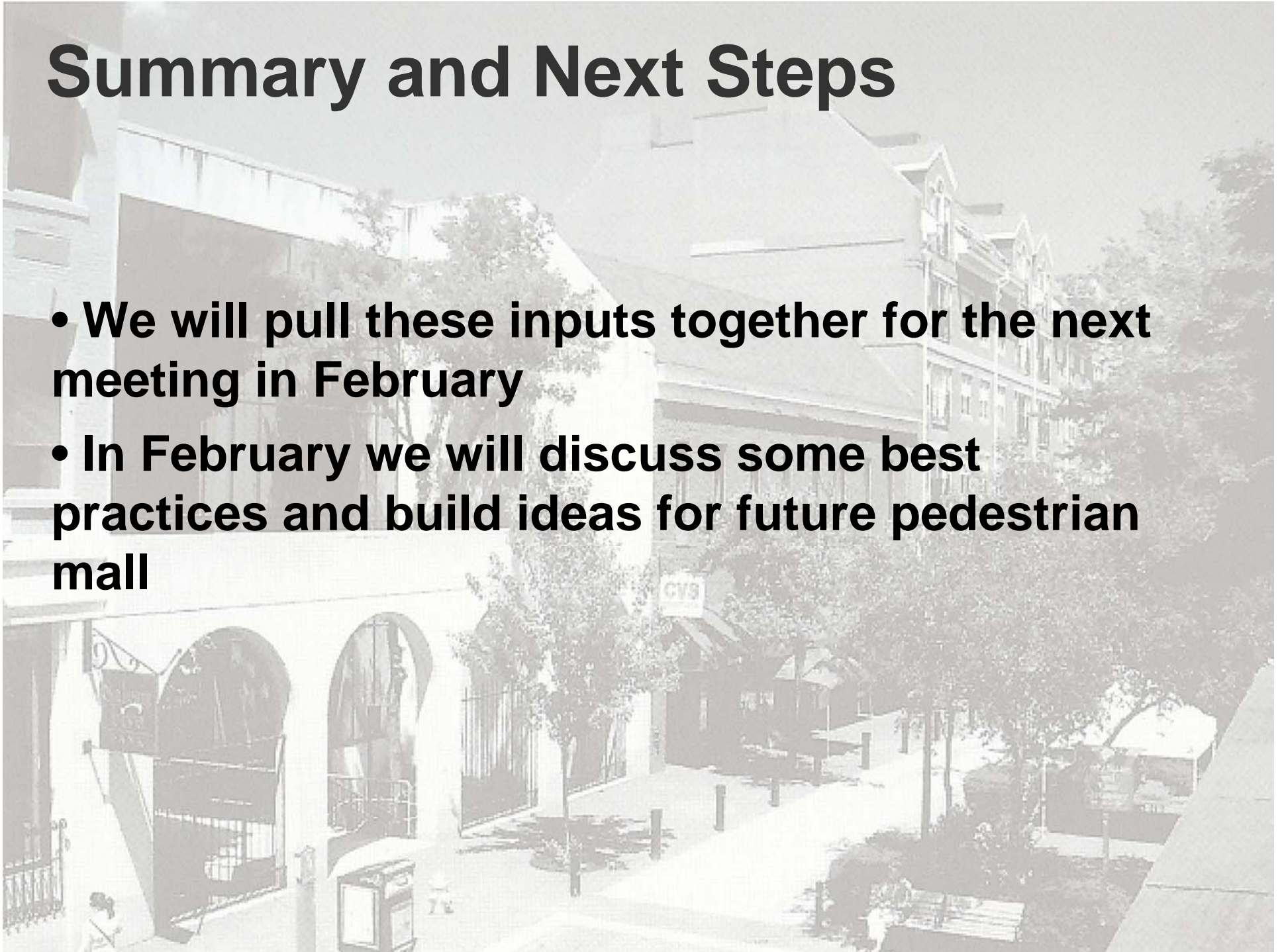
Second Question to Answer

**What Do You Think Should
Be Changed To Make The
Current Pedestrian Mall
Better?**



Summary and Next Steps

- We will pull these inputs together for the next meeting in February
- In February we will discuss some best practices and build ideas for future pedestrian mall



Closing Comments – Mayor Driscoll

