

Designing the Future Pedestrian Mall

February 8, 2011

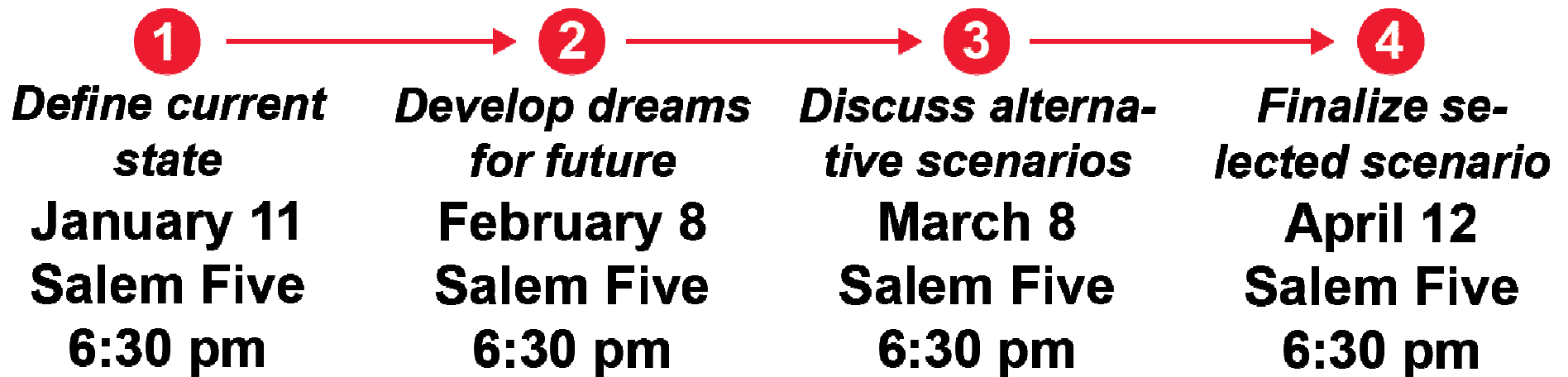
Welcome –

Mayor Kimberley Driscoll

Background for tonight's discussion

The Big Picture

Tonight is the second in a series of meetings



Objectives for Tonight

- Engage in the design process - Second Step
- Provide a framework to think about 'Great Urban Places'
- Analyze Essex Street in relationship to 'Great Urban Places'
- Share your ideas for making the mall more of a 'Great Urban Place'

Agenda for Tonight

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

6:45 Review of meeting #1

6:55 Great Urban Places – and Essex Street in relationship to ‘Great Urban Places’

7:30 Your ideas: “What will make Essex Street more of a ‘Great Urban Place’?”

7:50 Summary and Next Steps

8:00 Adjourn

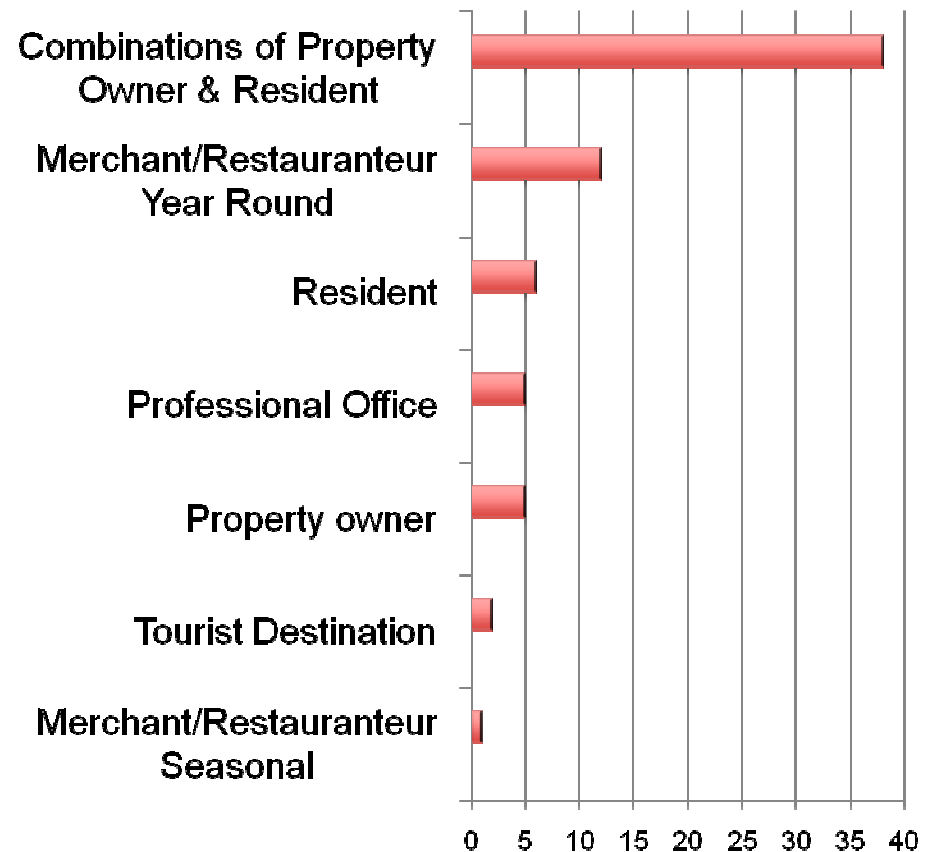
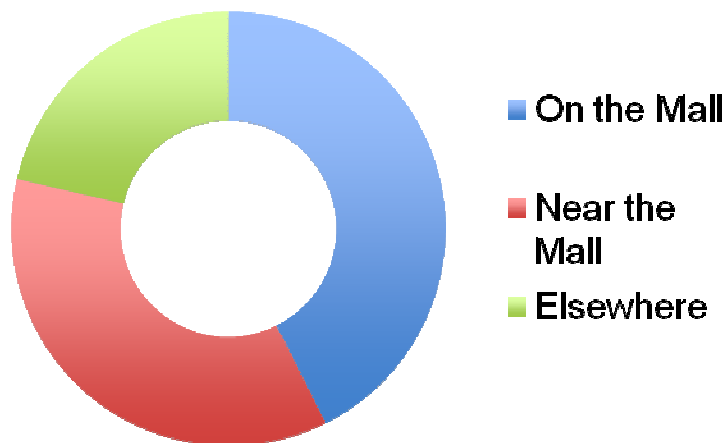
Last Month's Meeting - Summary

- Who was here

- approximately 150 people attended

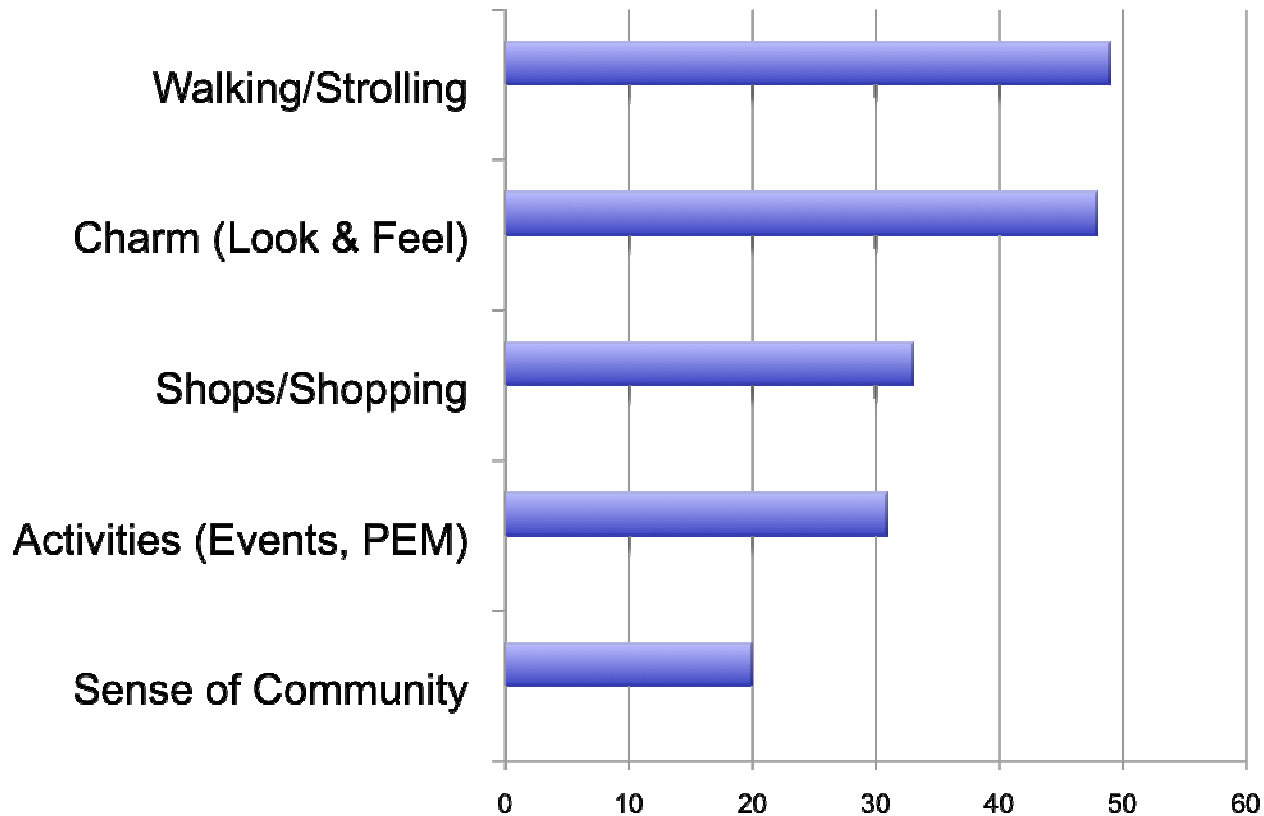
- We received 99 feedback cards

How you identified your location and connection to the mall



Last Month's Meeting - Summary

- What you liked about or liked to do on the pedestrian mall – card data



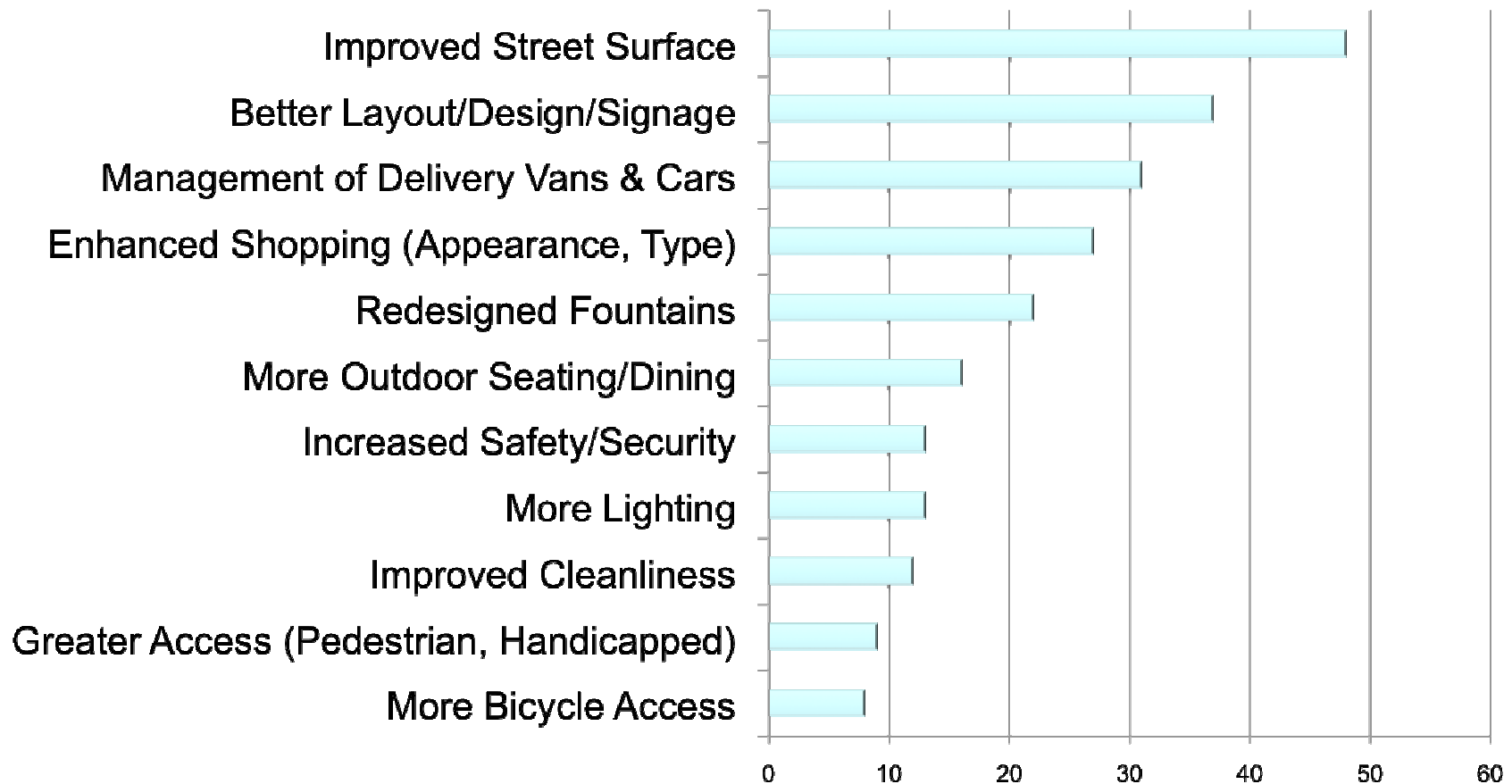
Last Month's Meeting - Summary

•What you liked about or liked to do on the pedestrian mall – flipchart themes

- **Flexibility** – Great for festivals, performing arts, walking, people-watching
- **Sense of Community** - Salem's 'family room'
- **Character** – Historic, charming, nice ambiance

Last Month's Meeting - Summary

- What would you change to make the pedestrian mall better – card data



Last Month's Meeting - Summary

•What you would change to make the pedestrian mall better – flipchart themes

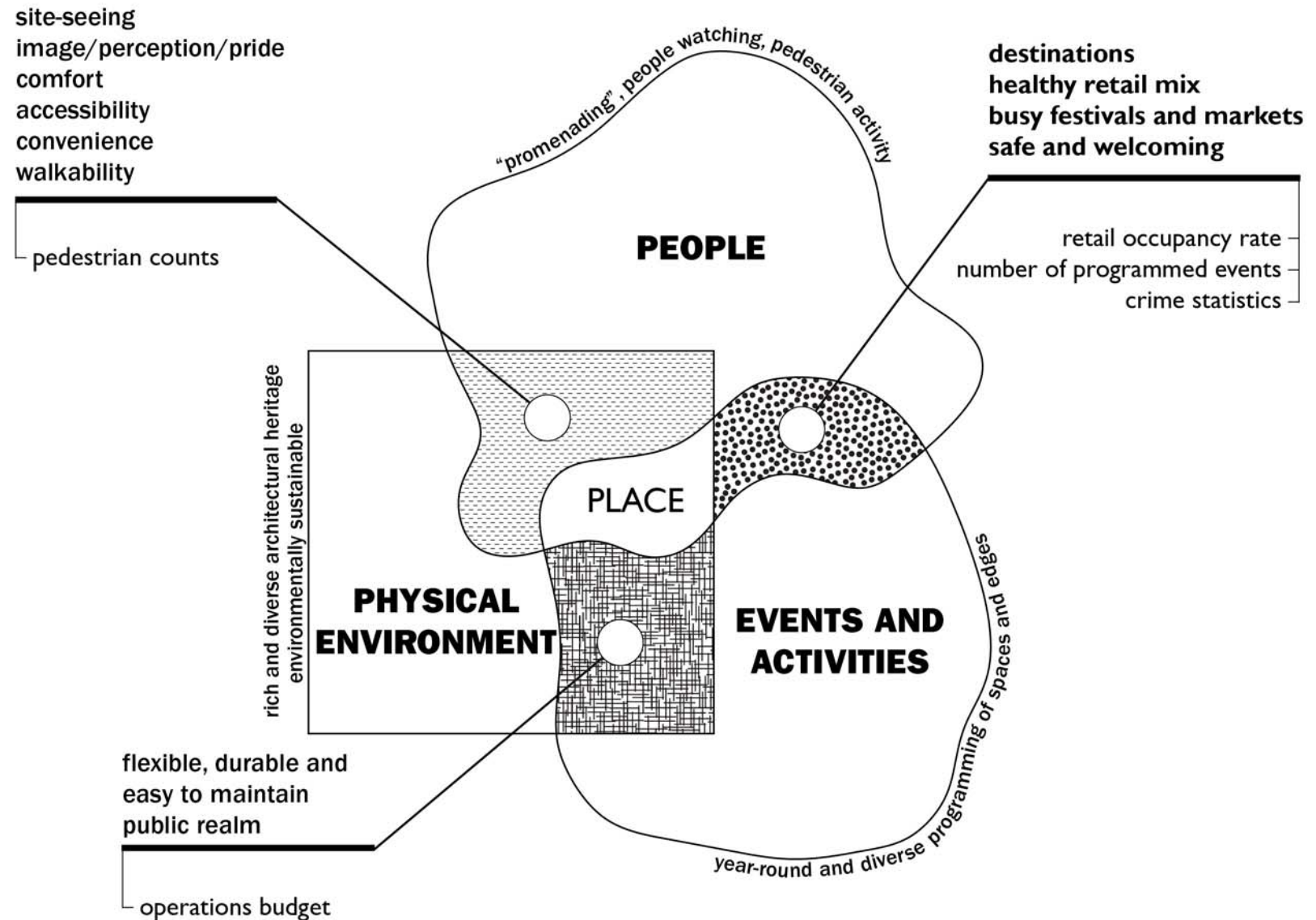
- A smoother surface and layout for walking
- More flexibility (in usage and in access)
- Improved cleanliness
- More restaurants
- Increased security, especially at night
- Simplify and re-organize landscape strategies
- Better signage throughout

Presentation: “Great Urban Places”

Utile has given this question some thought and has three topics to present:

- What makes a great urban place?**
- How does a great urban place work?**
- How does Essex Street compare?**

What makes a great urban place?



How does a great urban place work?

walkable and busy. . .

Copenhagen, Denmark



site-seeing
image/perception/pride
comfort
accessibility
convenience
walkability

pedestrian counts

rich and diverse architectural heritage
environmentally sustainable

flexible, durable and
easy to maintain
public realm

operations budget

"promenading", people watching, pedestrian activity

PEOPLE

destinations
healthy retail mix
busy festivals and markets
safe and welcoming

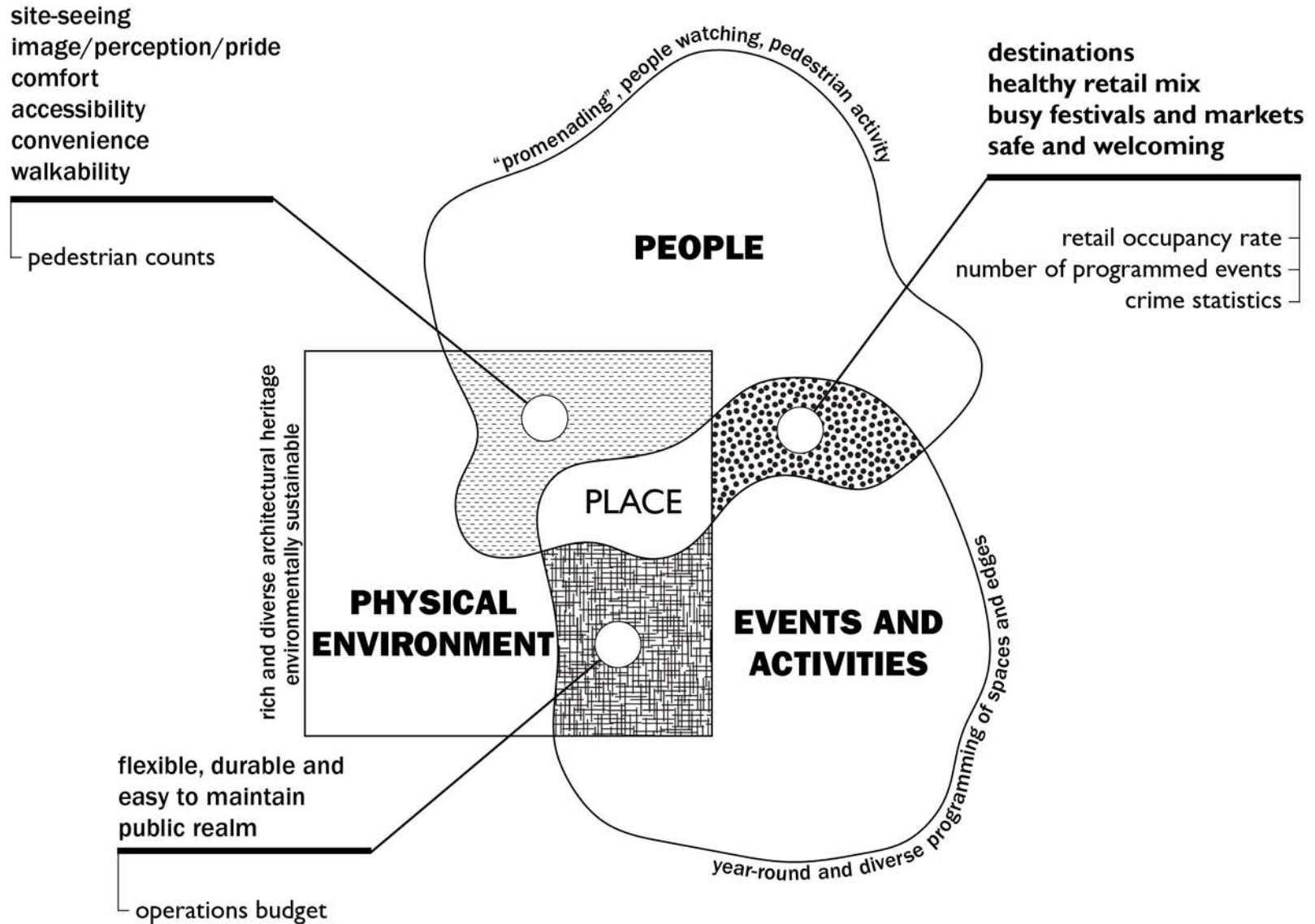
retail occupancy rate
number of programmed events
crime statistics

PLACE

**PHYSICAL
ENVIRONMENT**

**EVENTS AND
ACTIVITIES**

year-round and diverse programming of spaces and edges



How does a great urban place work?

social and extroverted. . .

Piazza del Campo, Siena, Italy: Daily activity



How does a great urban place work?

flexible for public events and activities. . .

Piazza del Campo, Siena, Italy: Biannual Palio di Siena horse races



How does a urban place work?

retail spills onto the streets. . .

Campo de Fiori, Rome, Italy: Daily market and cafes

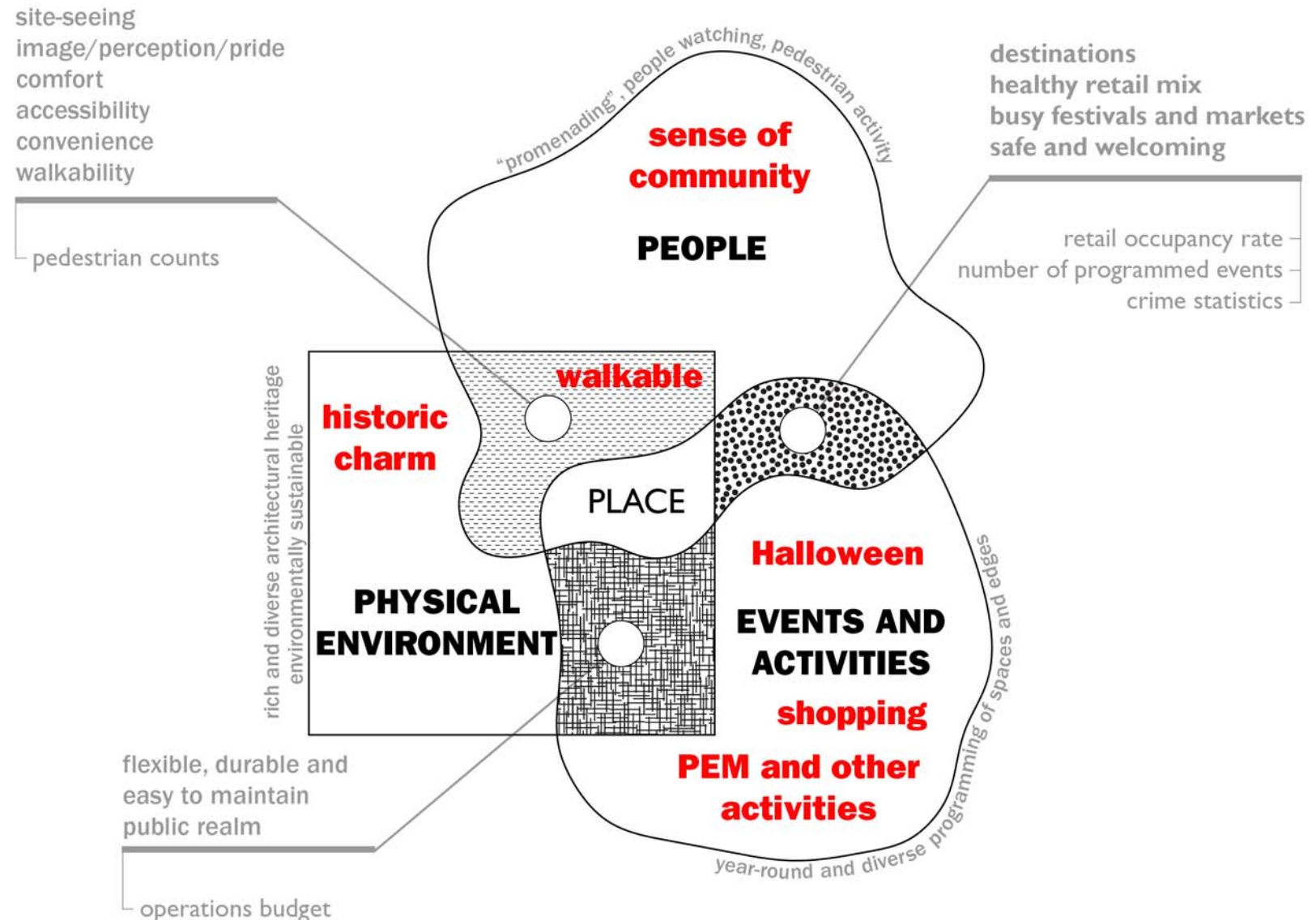


How does a great urban place work? open to public leisure. . .

Campo de Fiori, Rome, Italy: Evening meeting place and outdoor café culture



How does Essex Street compare?



Pedestrian Mall Comparison

How do we compare to successful pedestrian malls?

Successful North American Pedestrian Malls:

Church Street (Burlington, VT), Main Street (Charlottesville, VA), 3rd Street Promenade (Santa Monica, CA), Pearl Street (Boulder, CO)

Success Factors Include:

'Critical mass' (surrounding population density and institutional presence); A high degree of connectedness and openness to surrounding urban fabric; Low regional competition for urban public leisure space; Ground level retail occupancy and engagement with outdoor mall culture



ESSEX STREET
Salem, MA



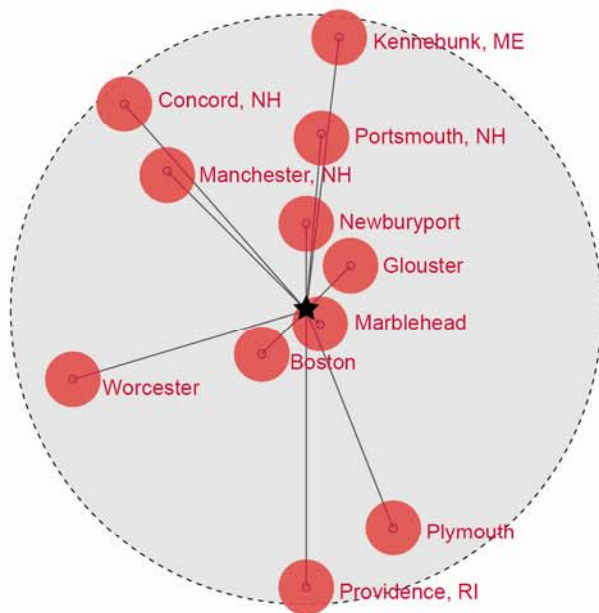
CHURCH STREET
Burlington, VT



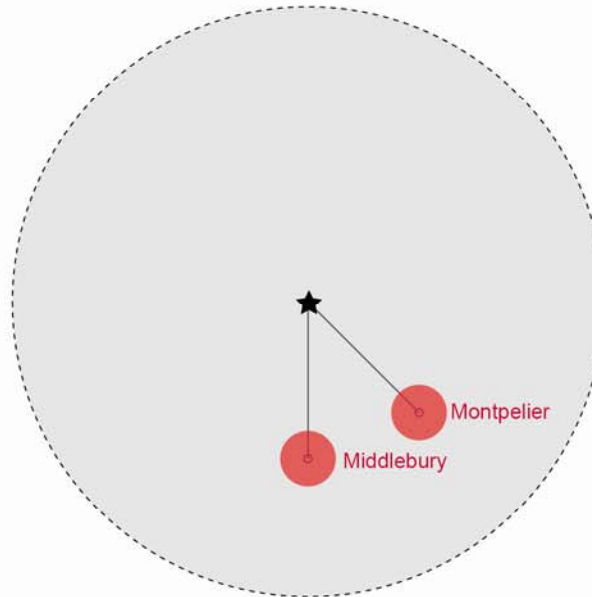
MAIN STREET
Charlottesville, VA

Regional Draw

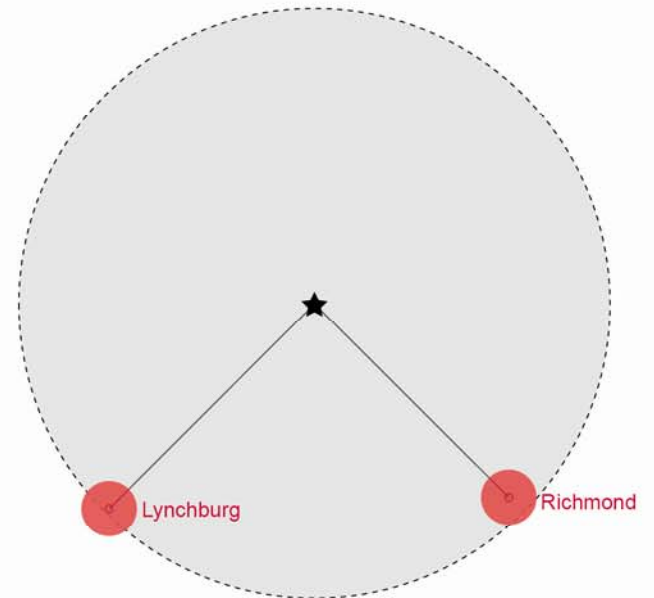
one of many regional urban leisure spaces (in a 75 mi radius)



ESSEX STREET
Salem, MA



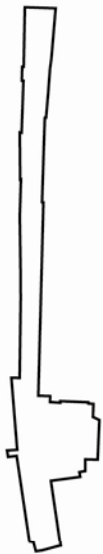
CHURCH STREET
Burlington, VT



MAIN STREET
Charlottesville, VA

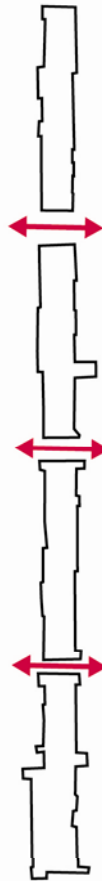
Block Length

low urban connectivity



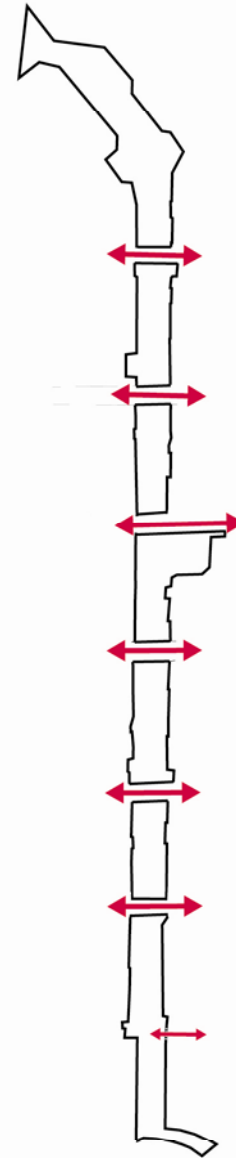
950 FEET

ESSEX STREET
Salem, MA



400 FEET

CHURCH STREET
Burlington, VT



250 FEET

MAIN STREET
Charlottesville, VA

Street Surface



BRICK AND COBBLESTONE

ESSEX STREET
Salem, MA



BRICK

CHURCH STREET
Burlington, VT



BRICK AND GRANITE

MAIN STREET
Charlottesville, VA

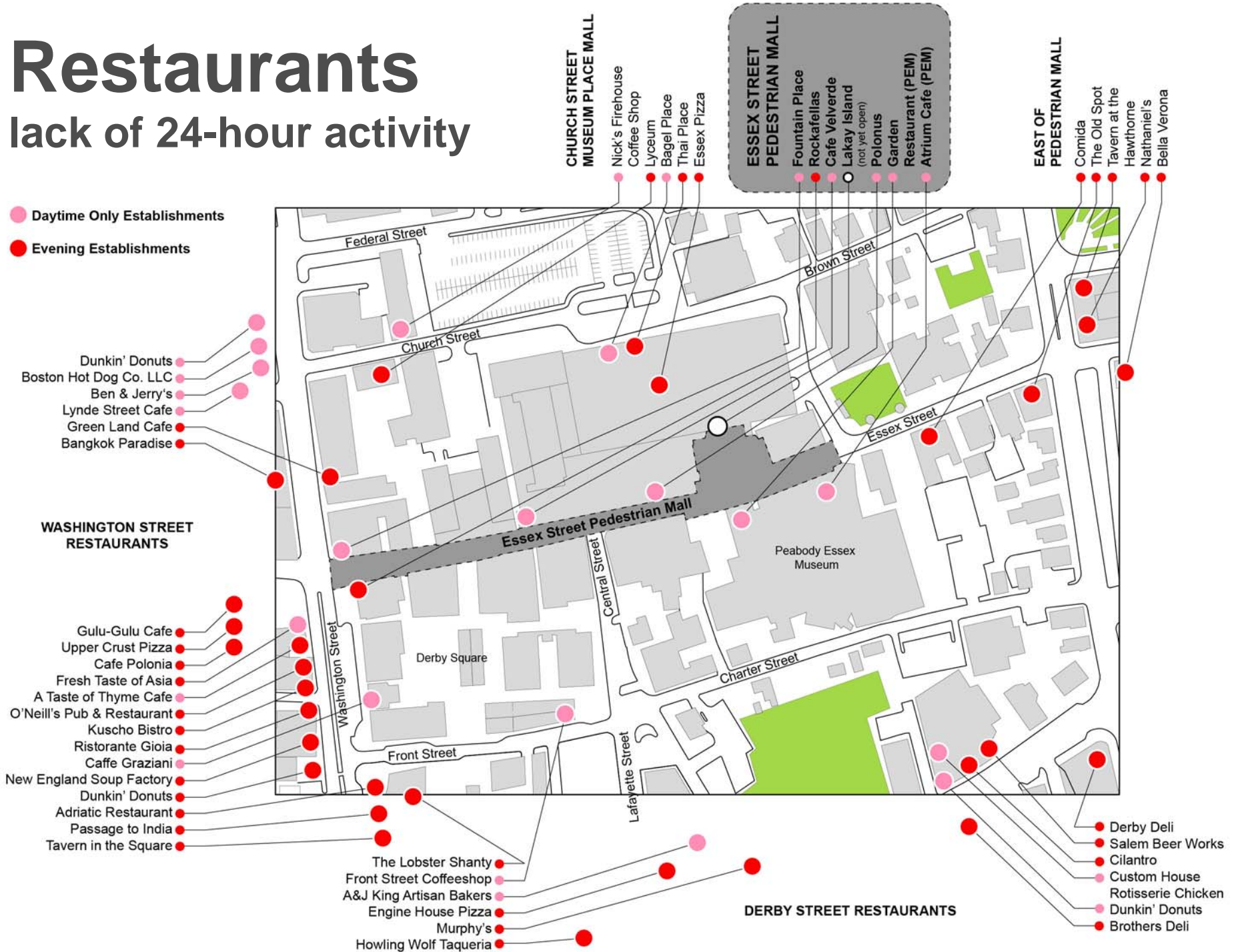
Essex Street Observations

How does the pedestrian mall function now?



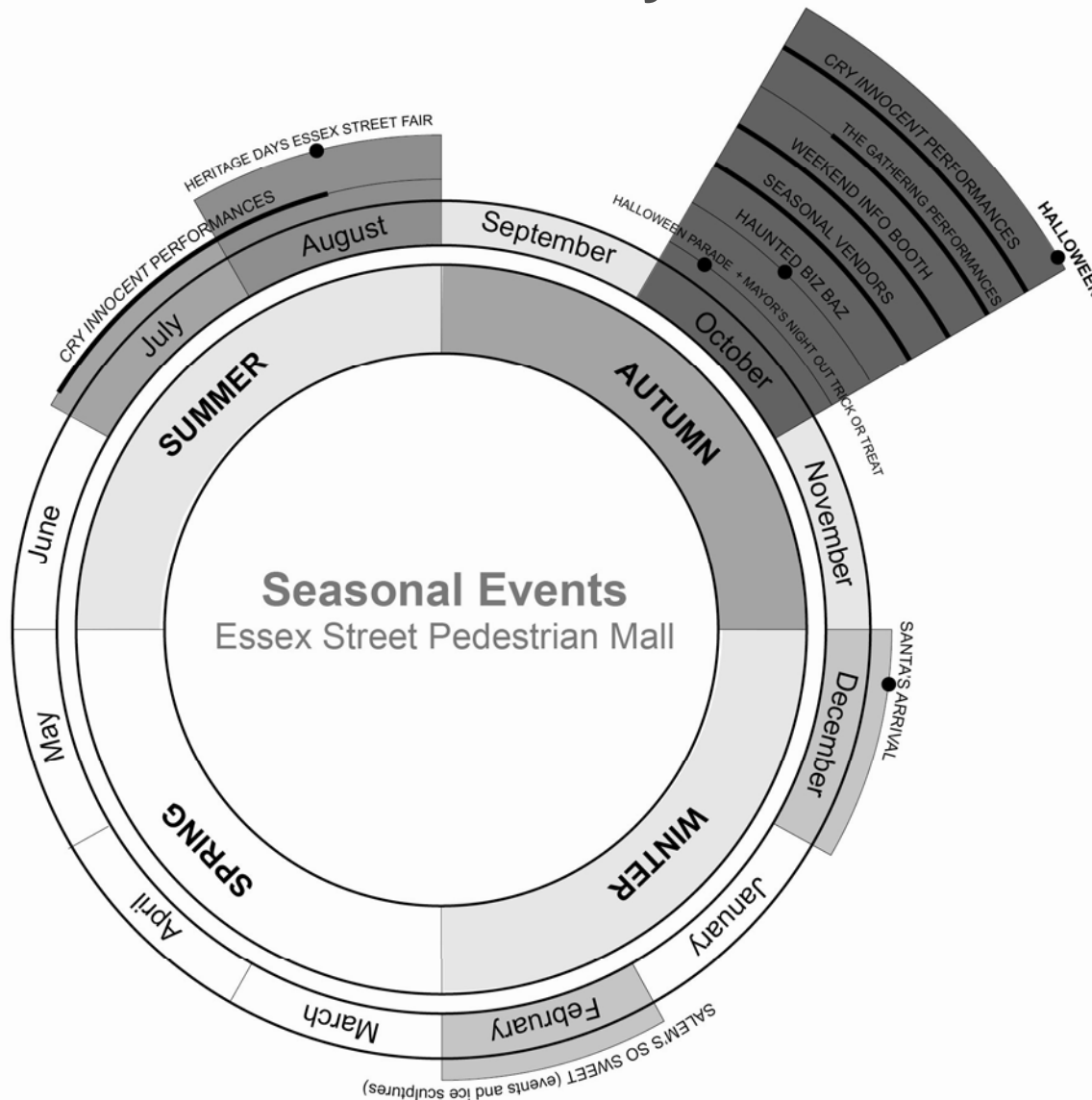
Restaurants

lack of 24-hour activity



Seasonal Events on Essex Street

little seasonal diversity



Other Seasonal Events Surrounding Outdoor Event Space

- SALEM'S SO SWEET (Various Locations) February
- SALEM JAZZ AND SOUL FESTIVAL SUMMER SERIES (Derby Square) May - August
- SALEM ARTS FESTIVAL (Various Locations) June
- FARMERS' MARKET (Derby Square) June - October
- NUMEROUS EVENTS ON THE SALEM COMMON

Shared Streets: Flexible Urban Space

New Road, Brighton, England (Gehl Architects)



Shared Streets: Flexible Urban Space

Duluth Avenue, Montreal, Canada

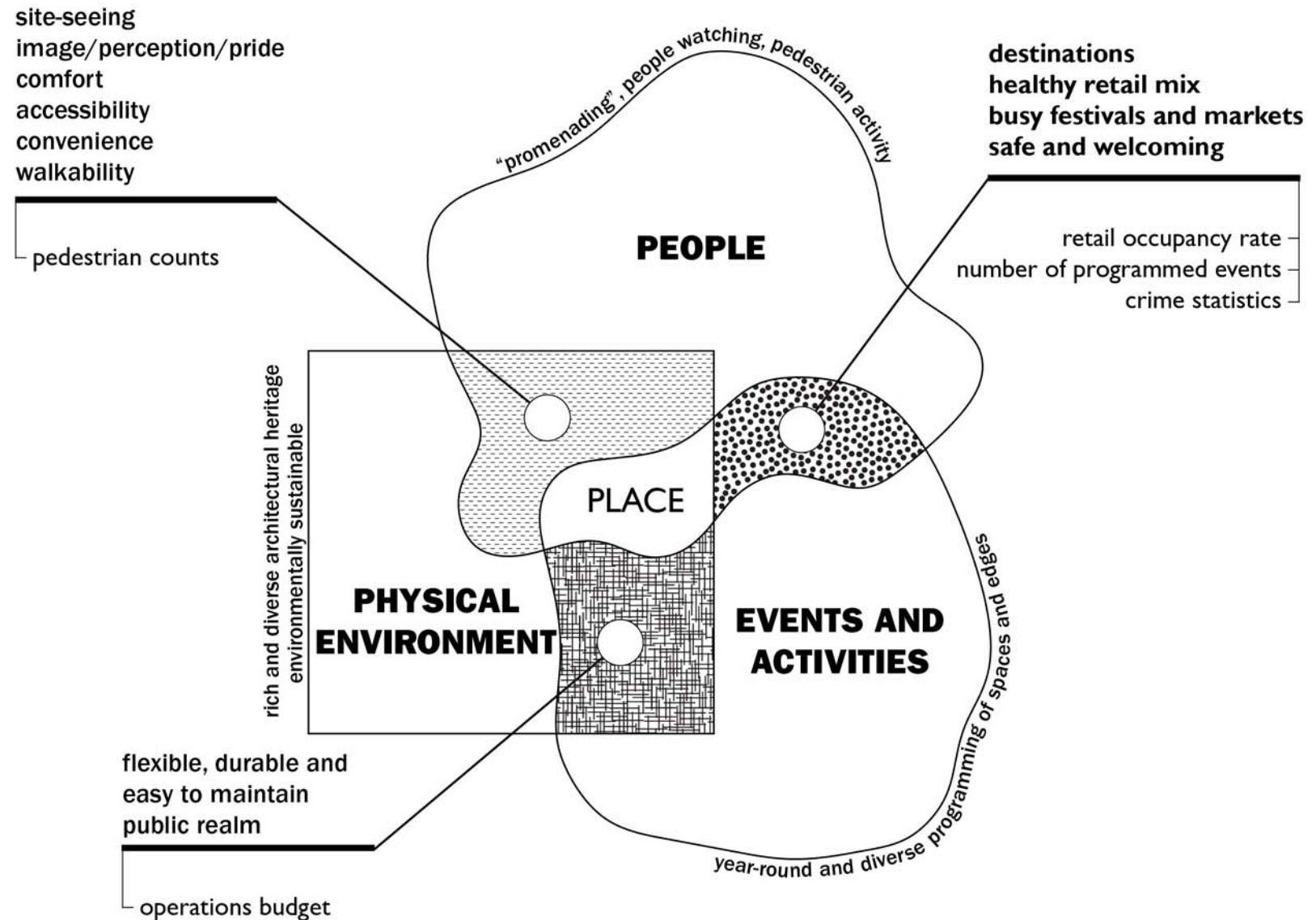


Shared Streets: Flexible Urban Space

Duluth Avenue, Montreal, Canada



Shared Streets: Flexible Urban Space



Shared Streets: Flexible Urban Space

Wall Street, Asheville, NC



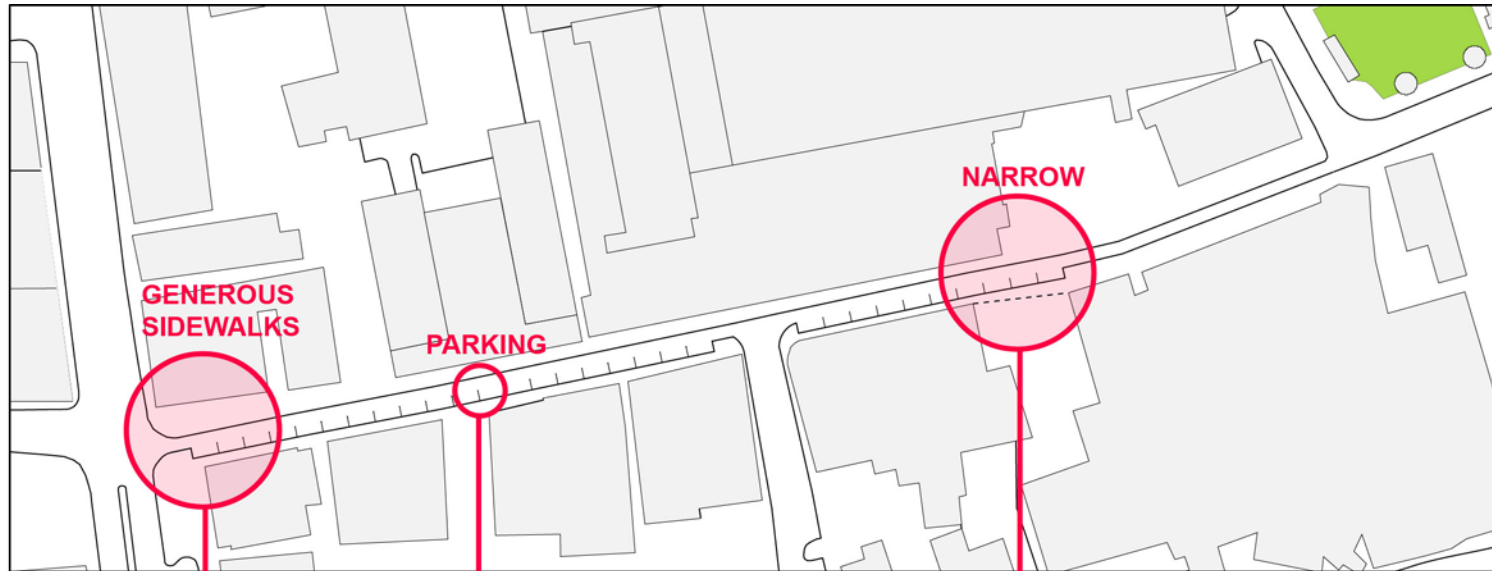
Surface Treatments

way-finding, traffic calming and place-making

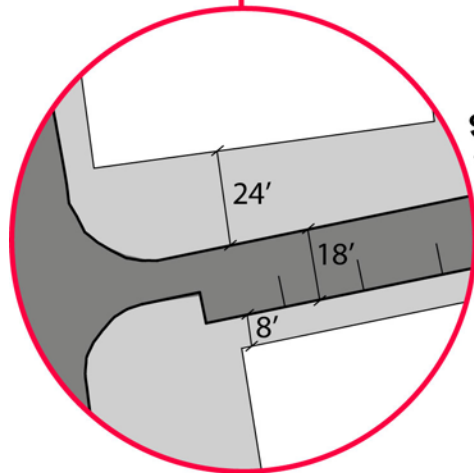


Essex Street Dimensions

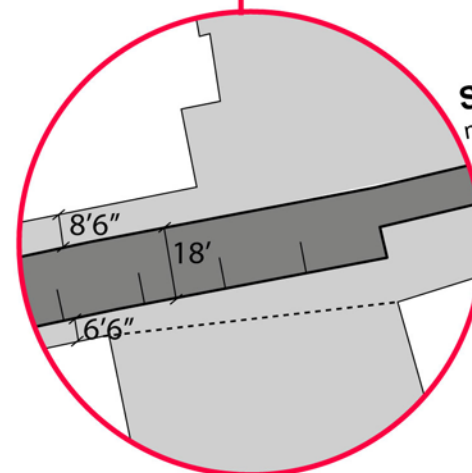
opportunities and constraints



30 Parking Spaces (+/-)



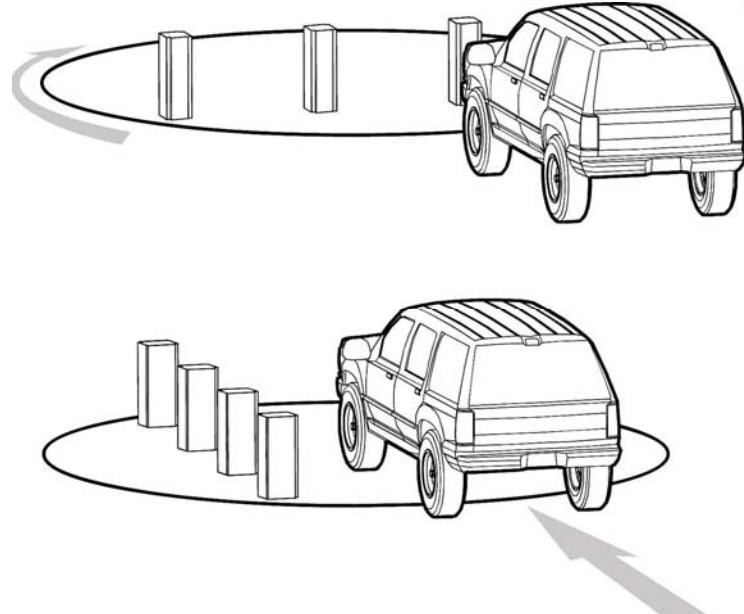
Sidewalk (sunny side):
width varies with street edge
Right of Way
Parallel Parking
Sidewalk (shady side):
8' typical width



Sidewalk (sunny side):
narrowest point opens into plaza
Right of Way
Parallel Parking
Sidewalk (shady side)

Bollards: Strategies for flexibility

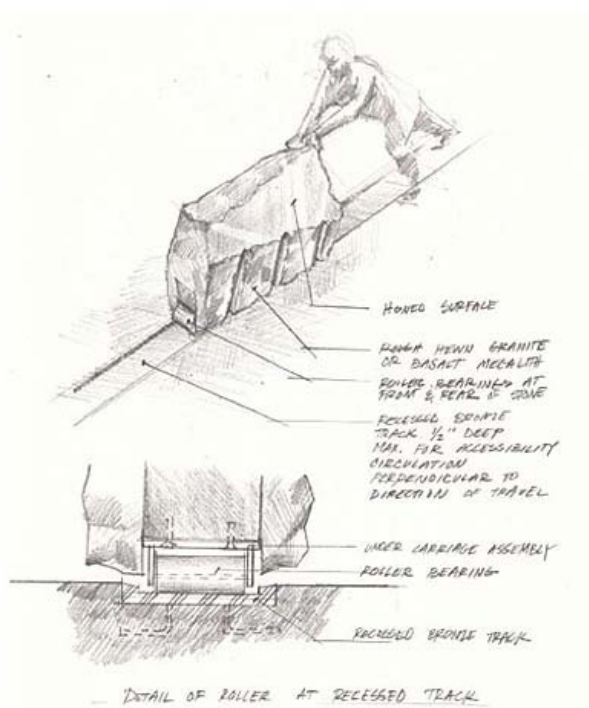
Financial District Streetscapes, New York, NY (Rogers Marvel)



Bollards: Strategies for flexibility

Prospect Park Proposal, Brooklyn, NY

(Jordan Yamada and Peter Zaharatos)



Activity:

Defining Essex Street as a “Great Urban Place”

- **What ideas about Great Urban Places resonated with you?**
- **How might they apply to Essex Street?**

Closing Comments – Mayor Driscoll