

Designing the Future Pedestrian Mall

April 12, 2011



Study Boundary:  Current Essex Street Pedestrian Mall

Extensions of Essex Street Pedestrian Mall into surrounding context

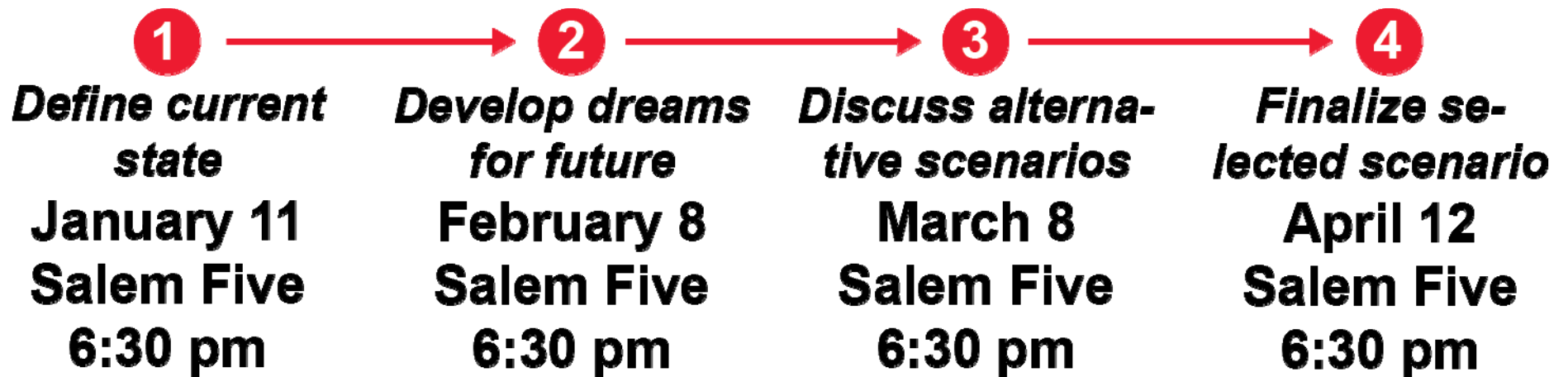
Essex Street Mall Storefronts 

Welcome – Mayor Kimberley Driscoll

Background for tonight's discussion

The Big Picture

Tonight is the last of four meetings



Objectives for Tonight

- Summarize meetings 1, 2, and 3
 - Meeting 1: Your initial input on Essex Street
 - Meeting 2: 'Great Places' and Essex Street observations
 - Meeting 3: Managing, connecting and designing a better street
- Present Design Recommendations and Next steps for Street Management
 - Strategies and specific design interventions that will add to the vibrancy of Essex Street for any level of sharing (from pedestrian/delivery vehicles only to a fully shared condition)
 - How much and when should Essex Street be shared? How will sharing be managed?

Agenda for Tonight

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

6:40 Summary of Meetings 1, 2, and 3

7:00 Design and Shared Street Management Recommendations

7:30 Feedback

7:50 Next steps

8:00 Adjourn

Ground Rules for Tonight

- **Be brief** — no speeches — give others a chance to speak — time is not on our side
- **Stay on Topic** — avoid side trips
- **Respect others' contributions** — no debates
- **Speak in turn** — raise your hand to attract a microphone — we want to hear from everyone who wants to say something

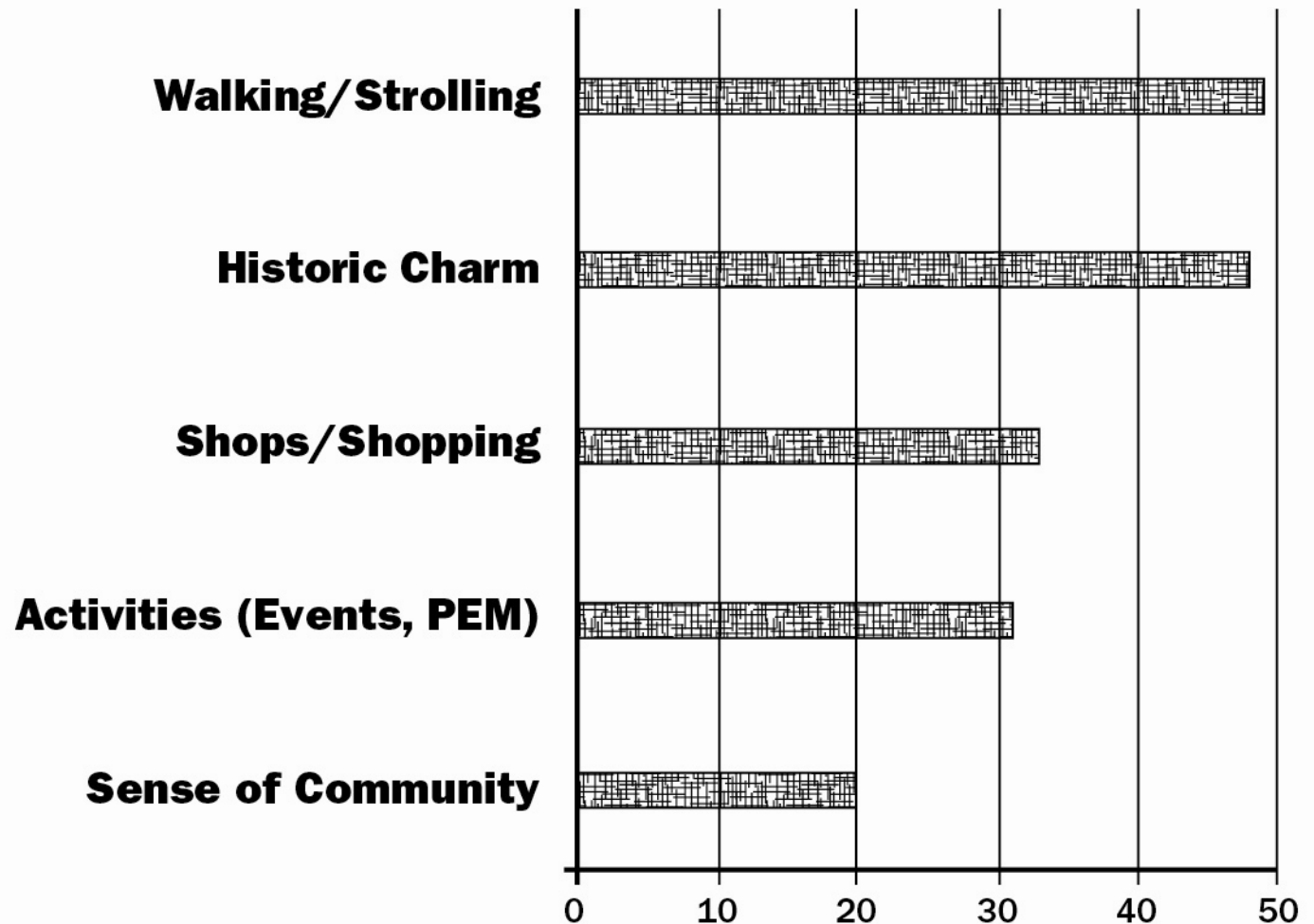
Historic Essex Street

Then and now. . .



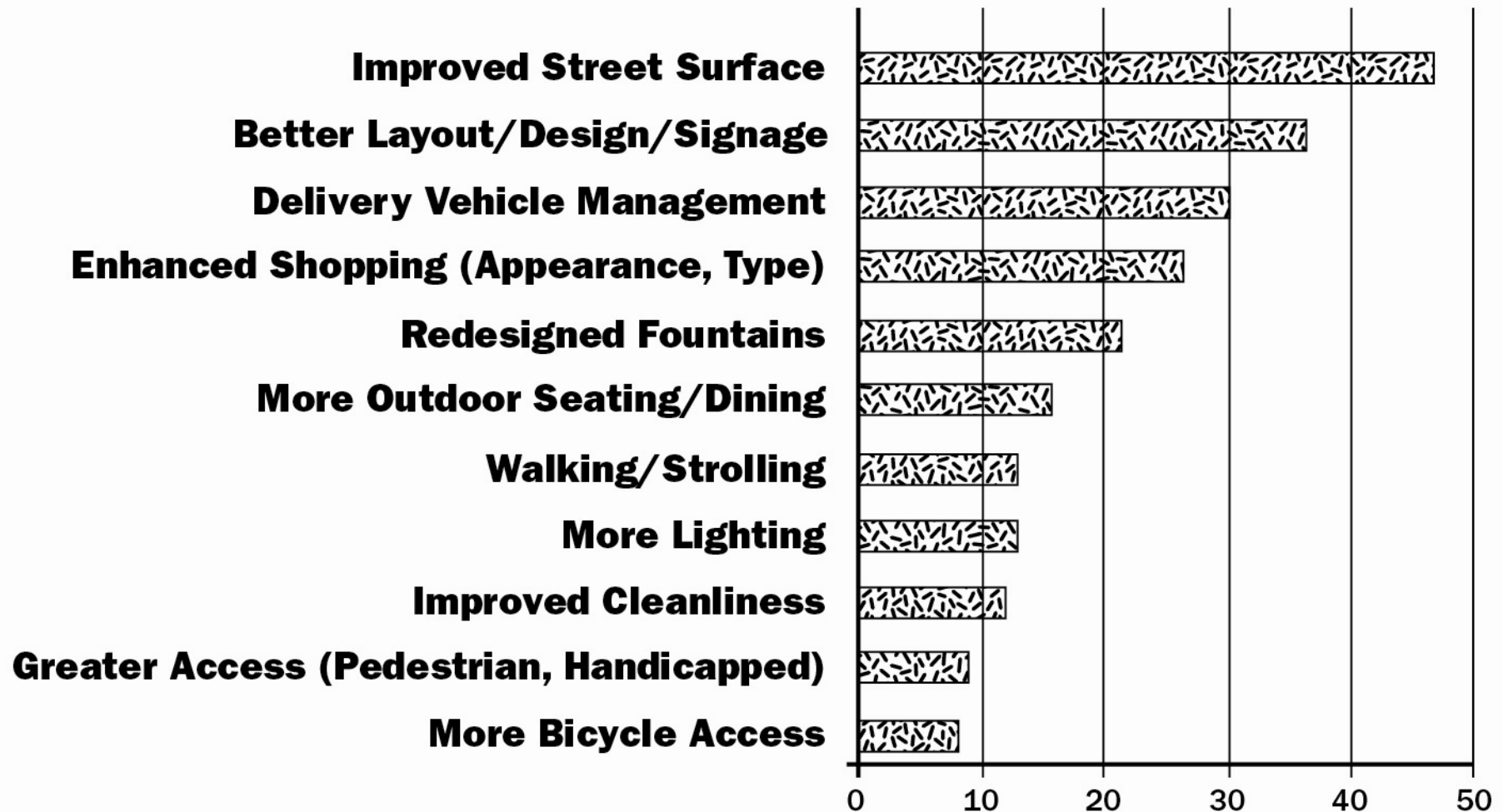
Your input on Essex Street

What you thought was good about Essex Street



Your input on Essex Street

What you thought could make Essex Street better



Your input on Essex Street

Flexibility as a recommended tool for a better street

Flexible access
depending on
FOOT TRAFFIC,
SEASON, TIME
OF DAY

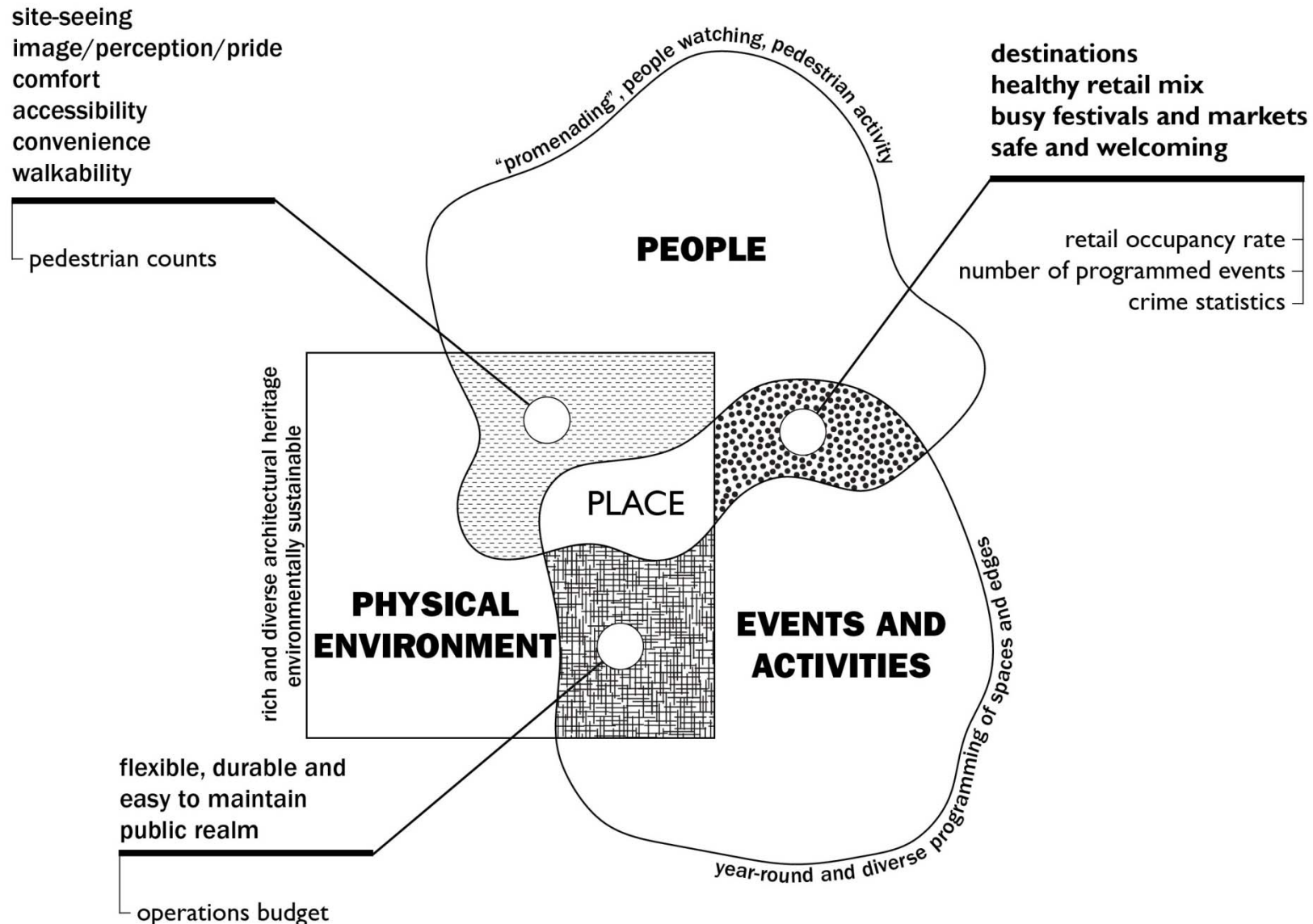
Flexibility — Music
CARTS
Festivals

street life
walkability
flexibility

If you do not open up the
road... seasonally, flexibility — ②

Please leave this card on your chair following the
How many businesses will you have left?
in 10 yrs.

What makes a great urban place?



How does a great urban place work?

Walkable, active (day and night), extroverted, flexible for public events



Copenhagen, Denmark



Campo di Fiori, Rome, Italy



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



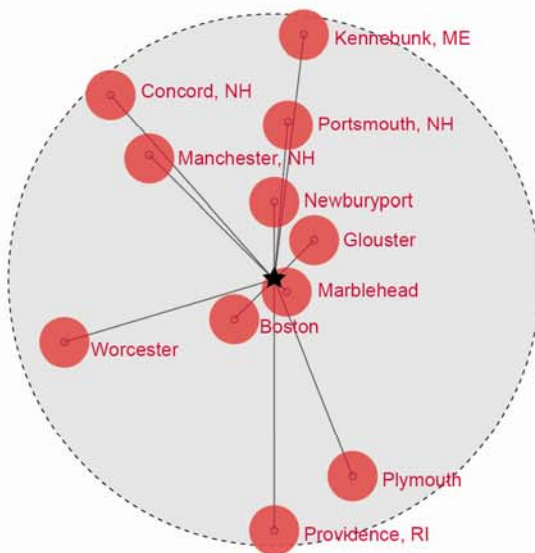
CHURCH STREET
Burlington, VT



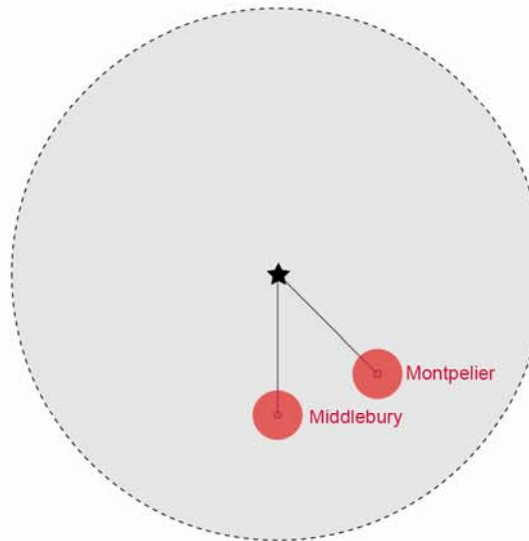
MAIN STREET
Charlottesville, VA

How does Essex Street compare?

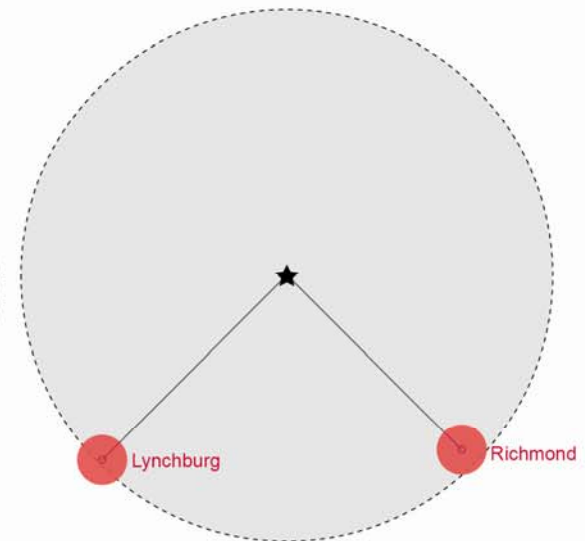
Compared to 'successful' North American pedestrian malls, Essex Street suffers from a high degree of regional competition (75 mile radius)



ESSEX STREET
Salem, MA



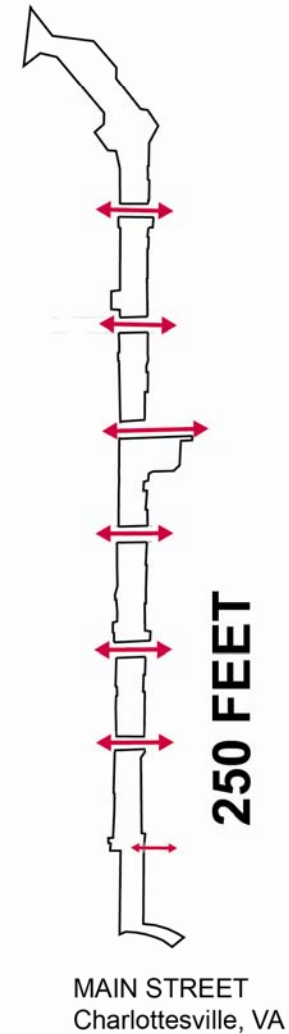
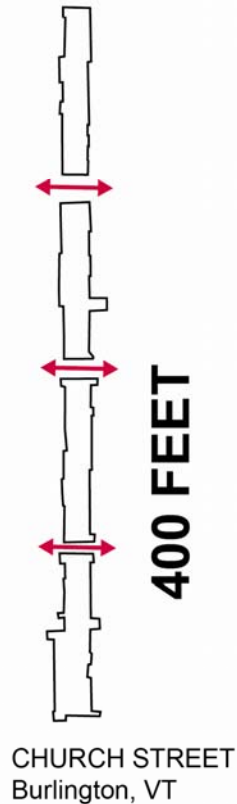
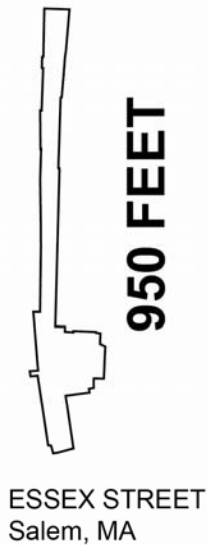
CHURCH STREET
Burlington, VT



MAIN STREET
Charlottesville, VA

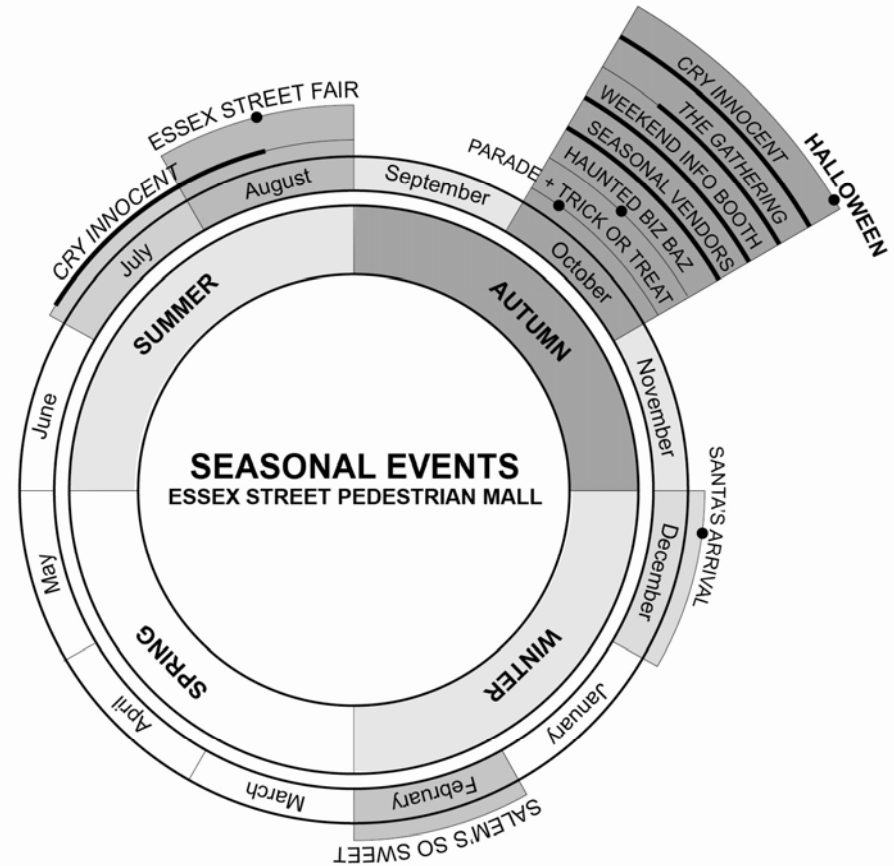
How does Essex Street compare?

Essex Street is a single, uninterrupted block with poor urban connectivity – *over 900 feet long with no cross streets or vehicular intersections*



Essex Street Observations

Peak event season is between July and October with very little activity between November and June



How would a more flexible Essex street feel?

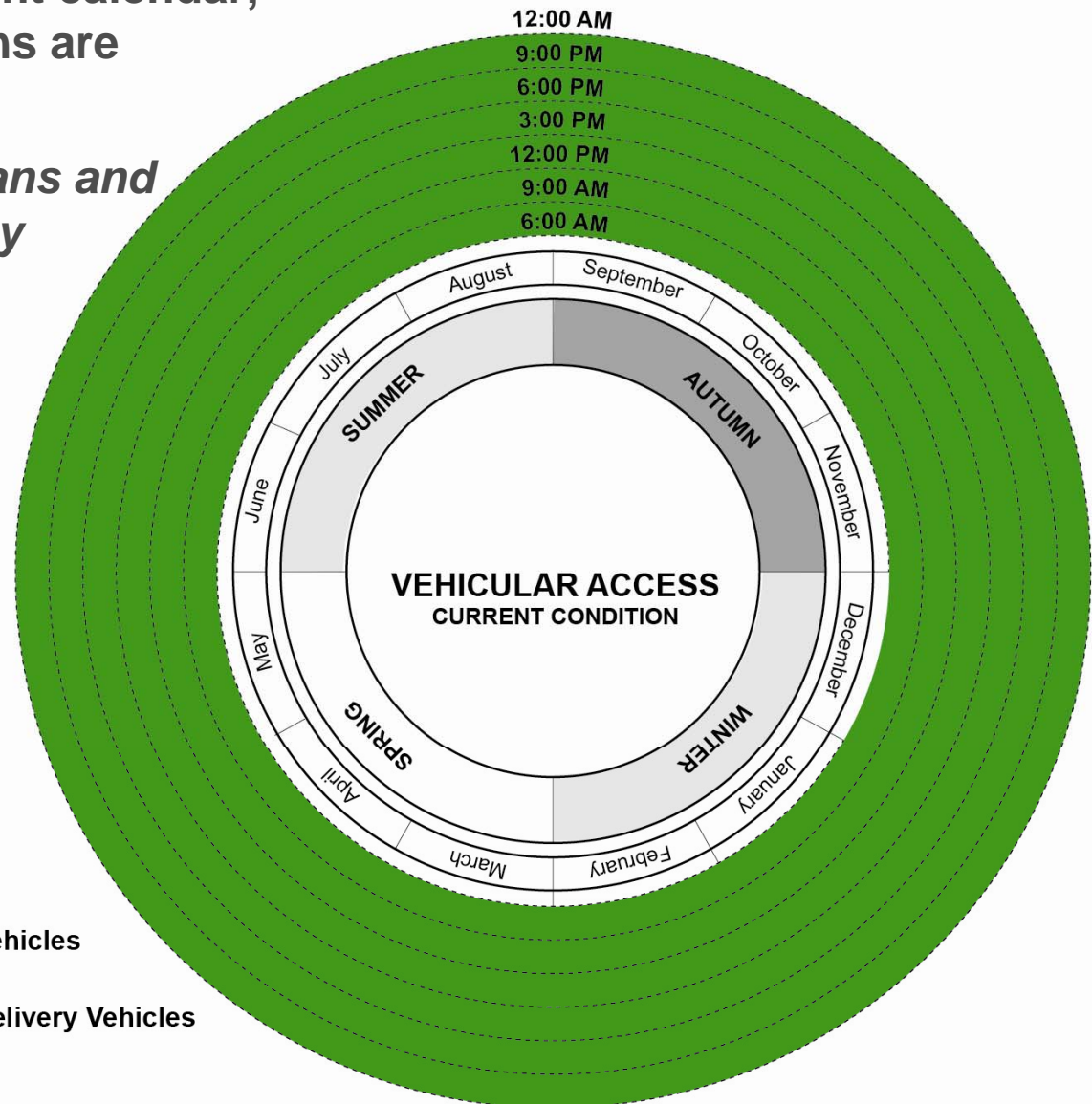
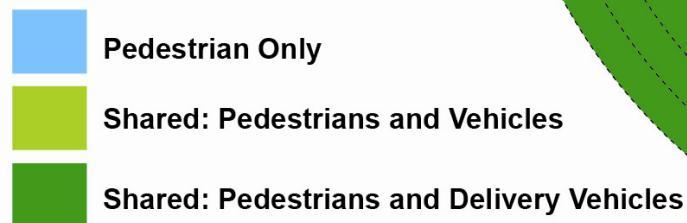
Shared Street, Active Urban Space: *New Road, Brighton, England*



Current Condition

In spite of the varying event calendar, Essex Street's use patterns are the same all year round:

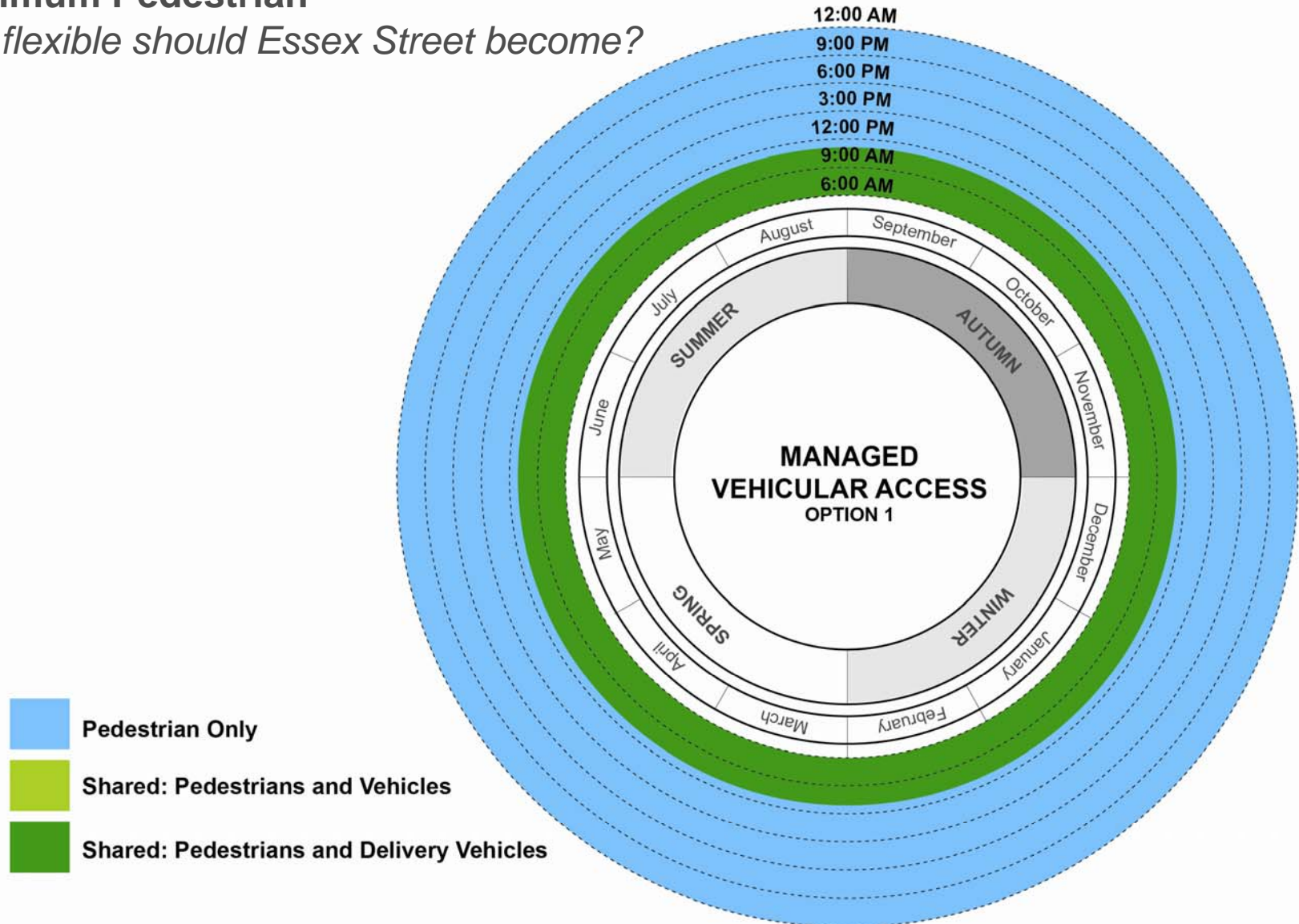
Shared between pedestrians and tourist/delivery/emergency vehicles



Shared Street Option 1

'Maximum Pedestrian'

How flexible should Essex Street become?



Shared Street Option 2

'Maximum Sharing'

How flexible should Essex Street become?



Shared Street Option 3

'Daily Sharing'

How flexible should Essex Street become?



Shared Street Option 4

'Weekly Sharing'

How flexible should Essex Street become?



Shared Street Option 5

'Seasonal Sharing'

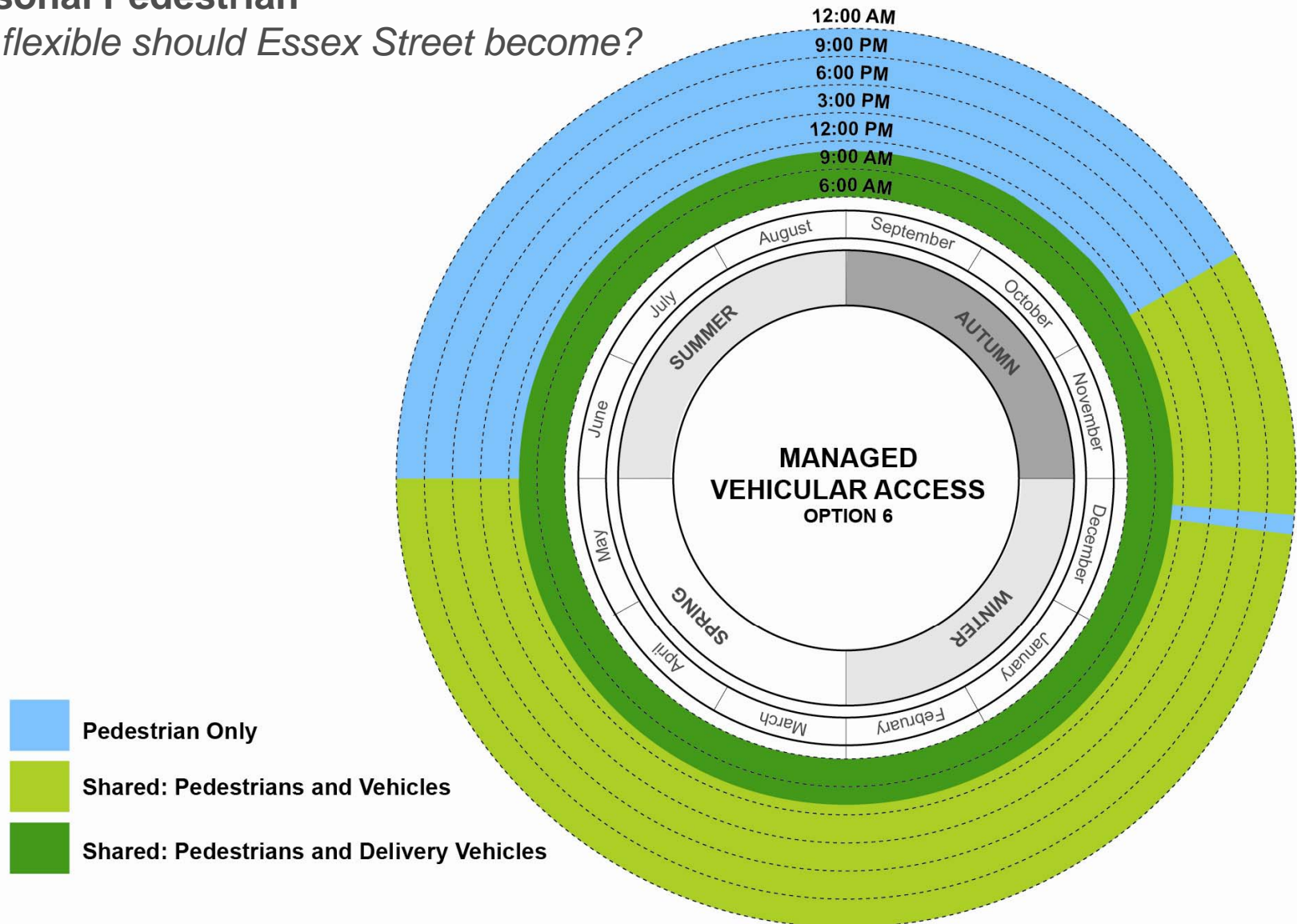
How flexible should Essex Street become?



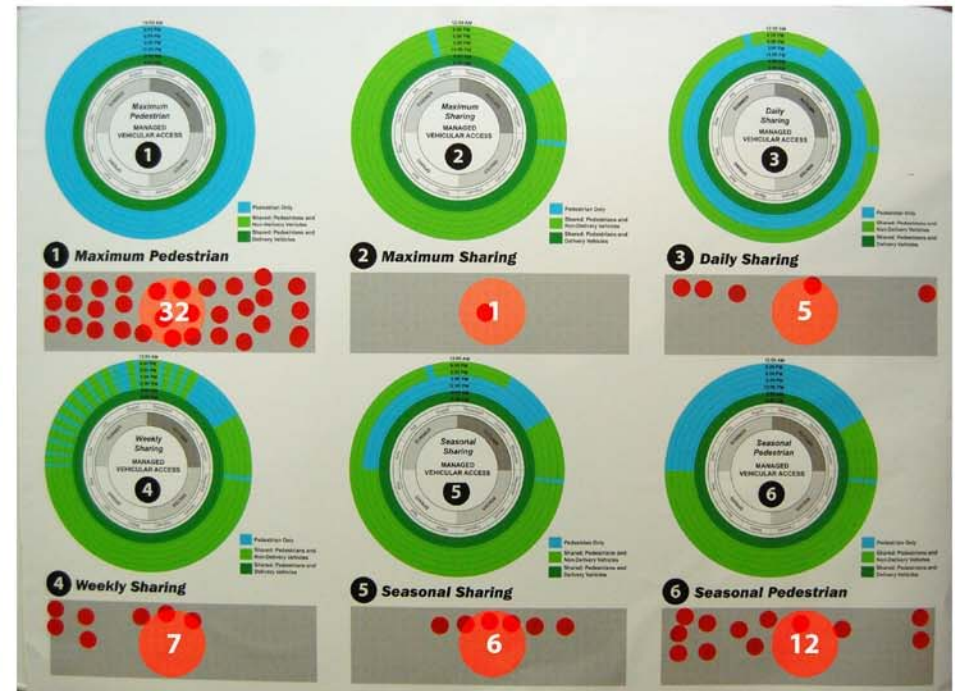
Shared Street Option 6

'Seasonal Pedestrian'

How flexible should Essex Street become?



Time management options

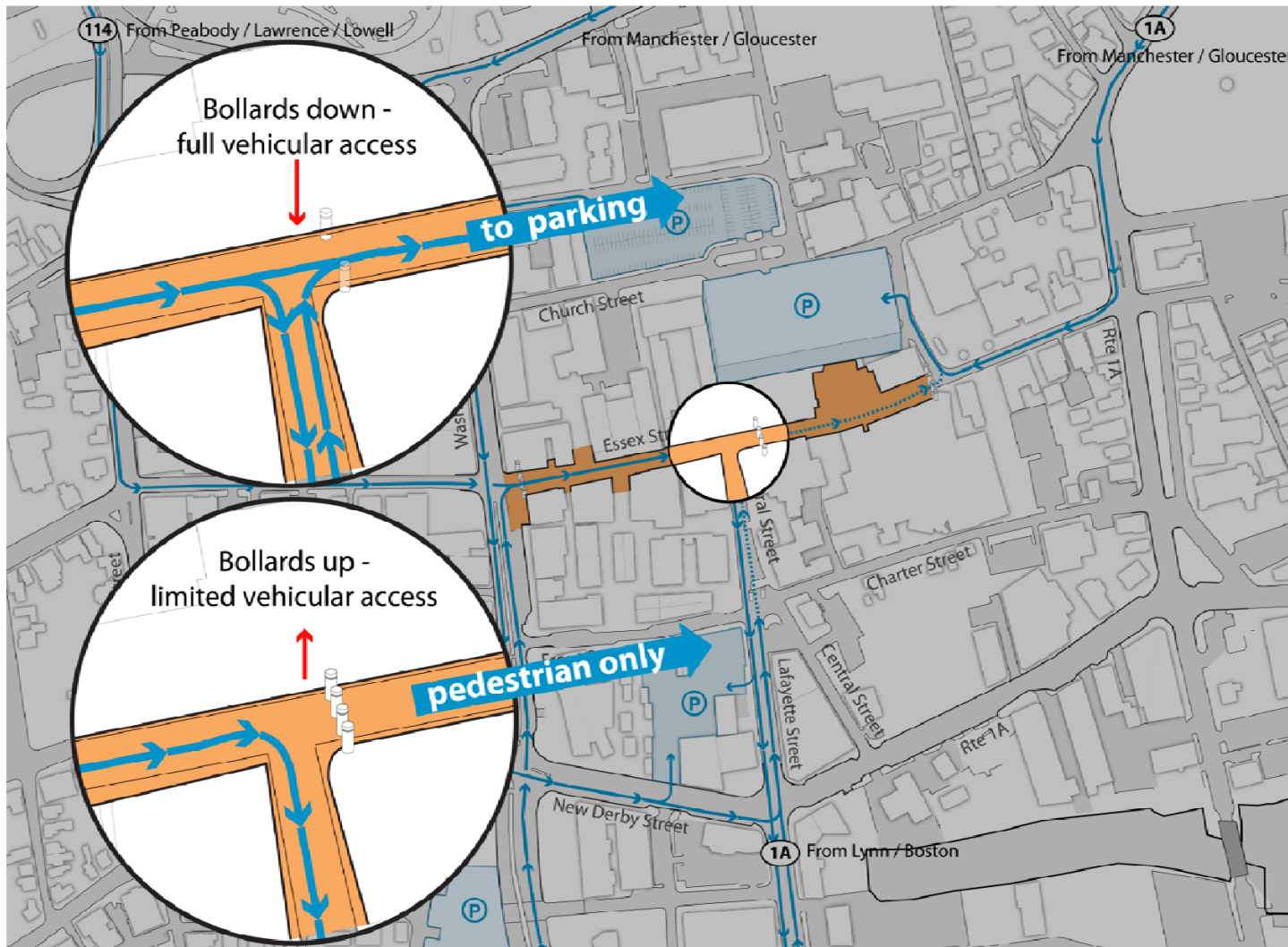


Board 1 + 2 Totals

| Maximum pedestrian | | Sharing with non-delivery vehicles | |
|--------------------|-----------|------------------------------------|-----------|
| 28+32 | | Maximum sharing | 19+1 |
| | | Daily sharing | 6+5 |
| | | Weekly sharing | 10+7 |
| | | Seasonal sharing | 3+6 |
| | | Seasonal pedestrian | 2+12 |
| Total | 60 | | 71 |

Opportunities for urban connectivity

How could a shared Essex Street work within Salem's urban fabric?

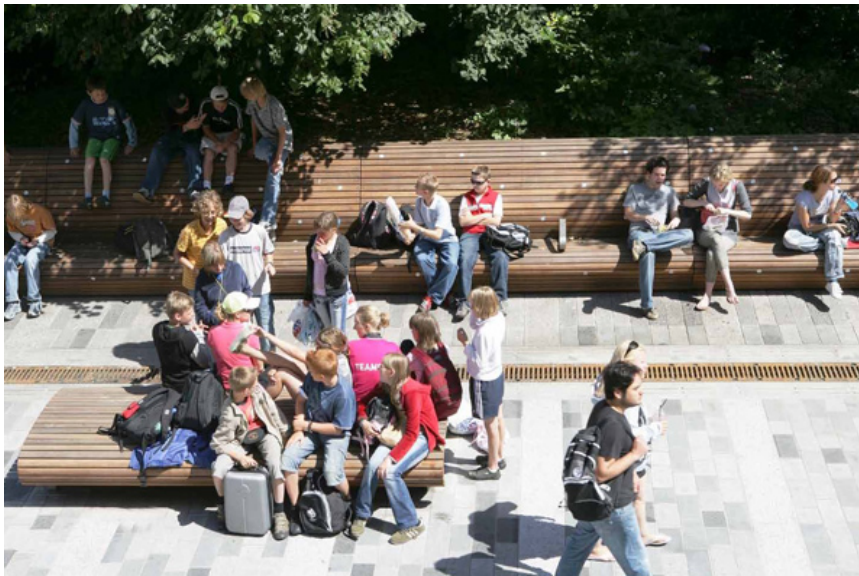


Design tools for managing Essex Street

meeting 3

What elements will make the street better for any level of sharing?

Goal: *encouraging, managing and enhancing diverse activity on a unique street*



Next Steps for Shared Street Management and Design Recommendations

Your Comments (from meeting 3)

Can we focus on repairing + improving it as a
PEDESTRIAN man first, then worry about the
possibility of limited traffic.

Design Decisions and Street Management

Two very different sets of decisions

| Design Decisions | Shared Street Management Decisions |
|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Which 'design tools' should be applied to manage a shared street? | How shared should Essex Street become? |
| Where and how much should these 'design tools' be implemented? | When should Essex Street be shared? |
| What areas of Essex Street are best suited for public events? For urban 'rest' space? | Are we going to test out shared scenarios before we commit to sharing Essex Street? |
| How exactly does the shared right of way work to keep pedestrians safe? | Who will open and close the street if vehicles are allowed? |

Shared Street – Recommendation

Select a management scenario that will
*increase activity during the quiet
months and enhance pedestrian safety
and enjoyment year-round*

Shared Street – Next Steps

Sort out *how much and when* sharing should occur on the Essex Street Mall and determine how the sharing is managed.

Shared Street – Next Steps

1. **Collect additional data** - Conduct a further investigation into use patterns, generate a pedestrian movement survey
2. **Select a preferred sharing option**
3. **Test the preferred option** – test degrees of sharing during controlled test periods
4. **Commit to a management scenario** – Explore management options and decide upon the best entity to manage the mall moving forward

Design Recommendations

Strategies and specific **design** interventions
**that will add to the vibrancy of the Essex
Street Mall for any level of sharing** – *from a
pedestrian-only (with managed deliveries) to a
fully-shared condition*

Managed Shared Street - Scenario 1

Tree/parking on south side of street / Linear paving



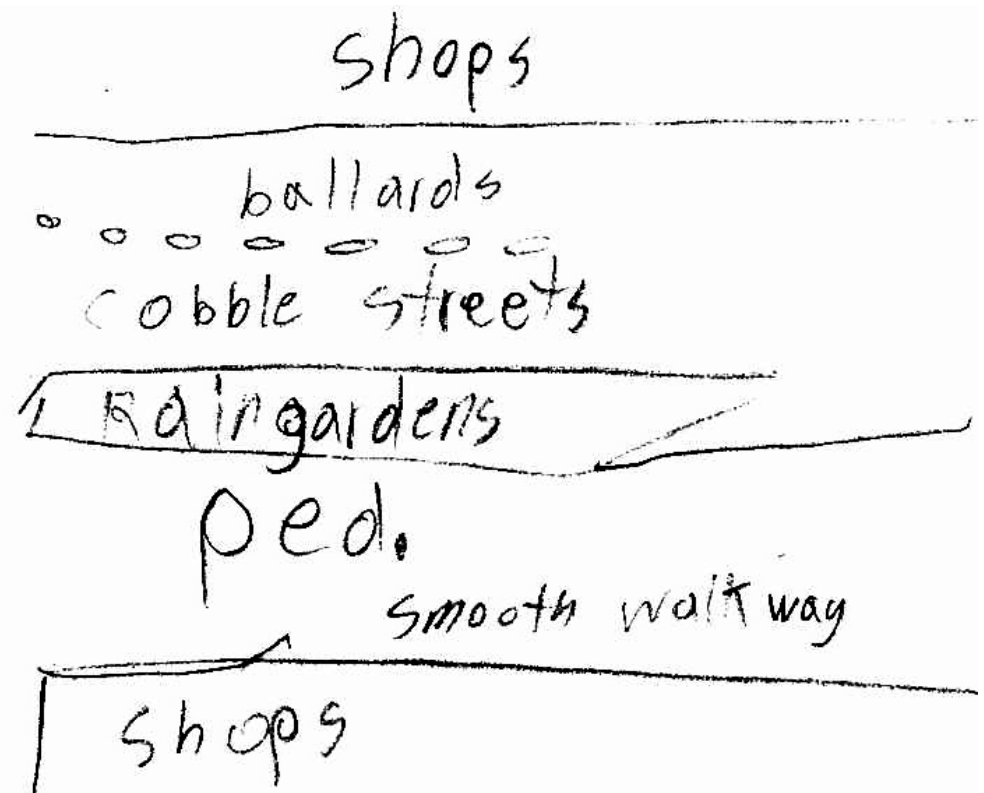
Managed Shared Street - Scenario 2

Tree/parking on north side of street / Perpendicular paving



Your Comments (from meeting 3)

- BRING BACK (OR KEEP) THE AMBIGUITY OF THE VEHICULAR TRAVELWAY TO SLOW TRAFFIC DOWN.



A design for peak event season

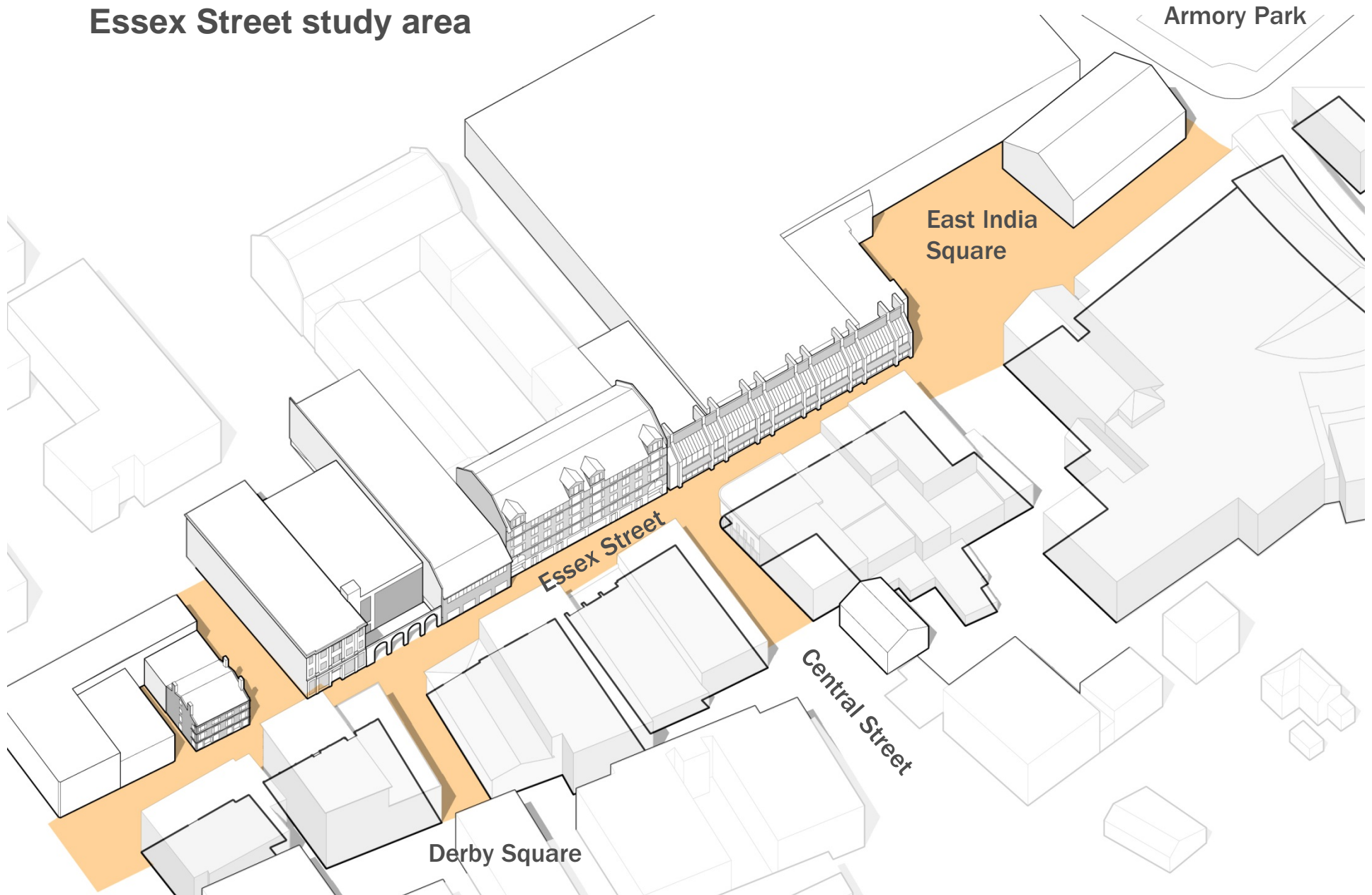
meeting 4

Strategies to frame visitor activities, to manage events and vendors



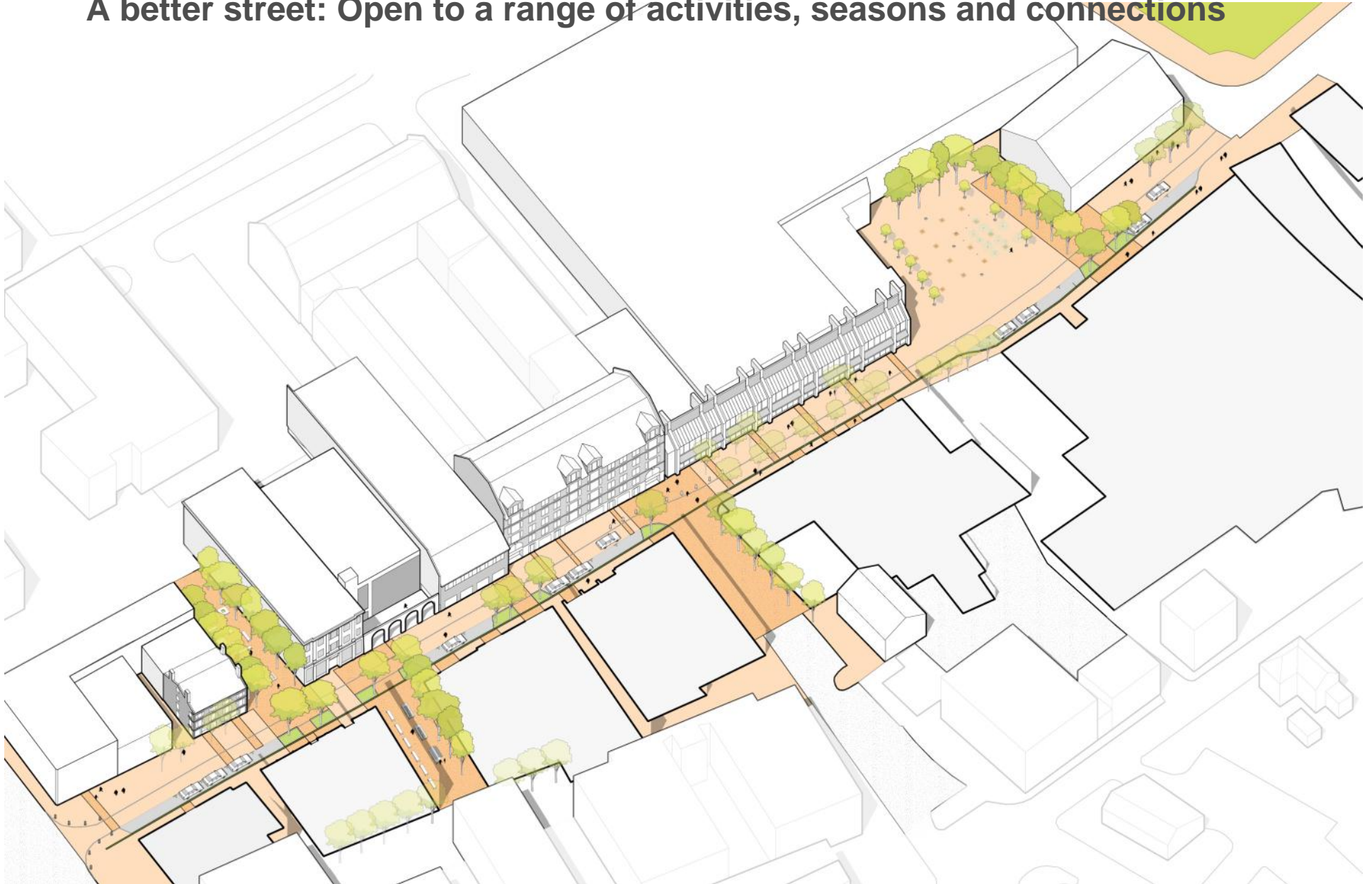
A Plan for Essex Street

Essex Street study area



A Plan for Essex Street

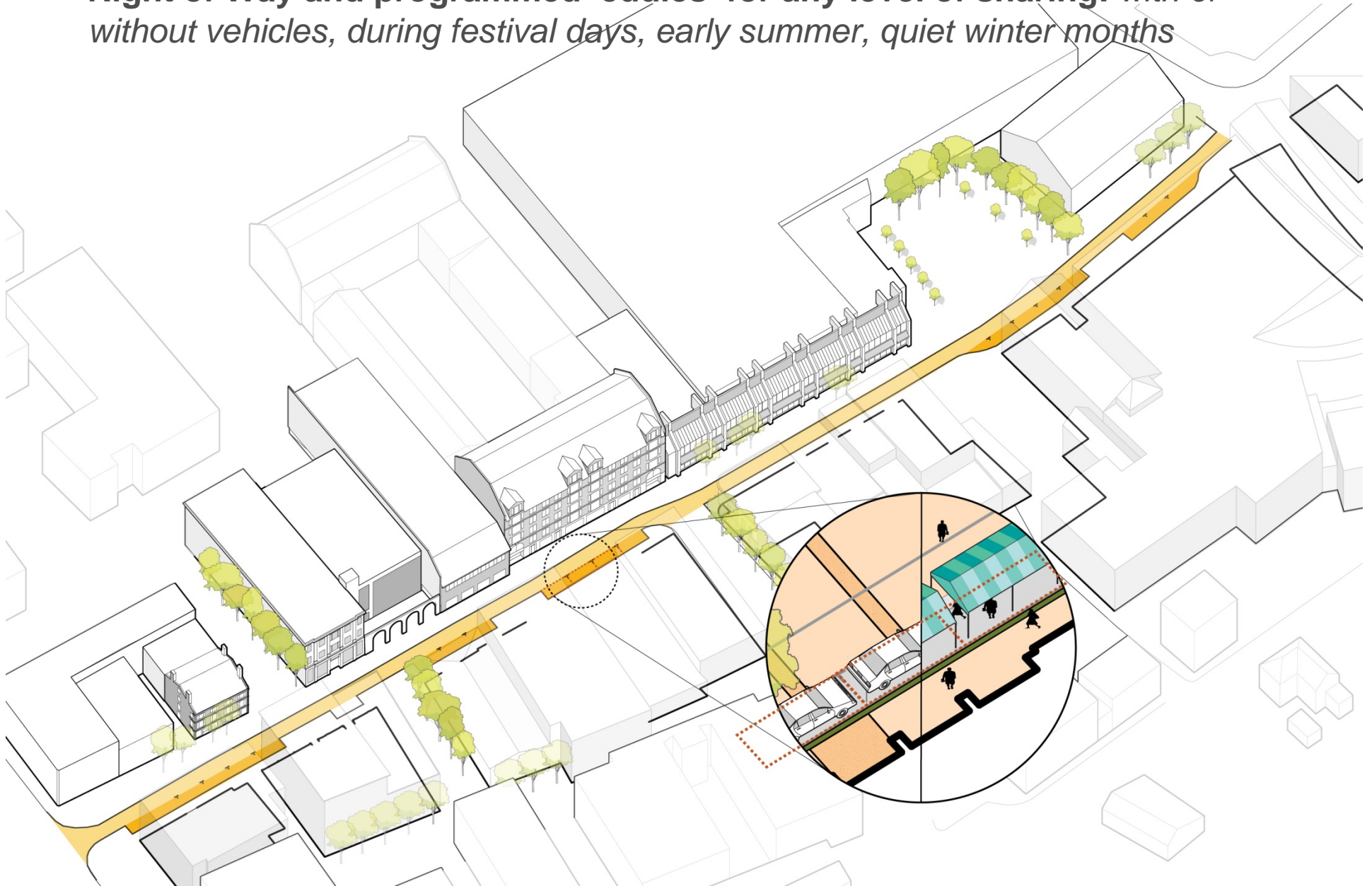
A better street: Open to a range of activities, seasons and connections



A Plan for Essex Street

meeting 4

Right of Way and programmed 'eddie' for any level of sharing: *with or without vehicles, during festival days, early summer, quiet winter months*

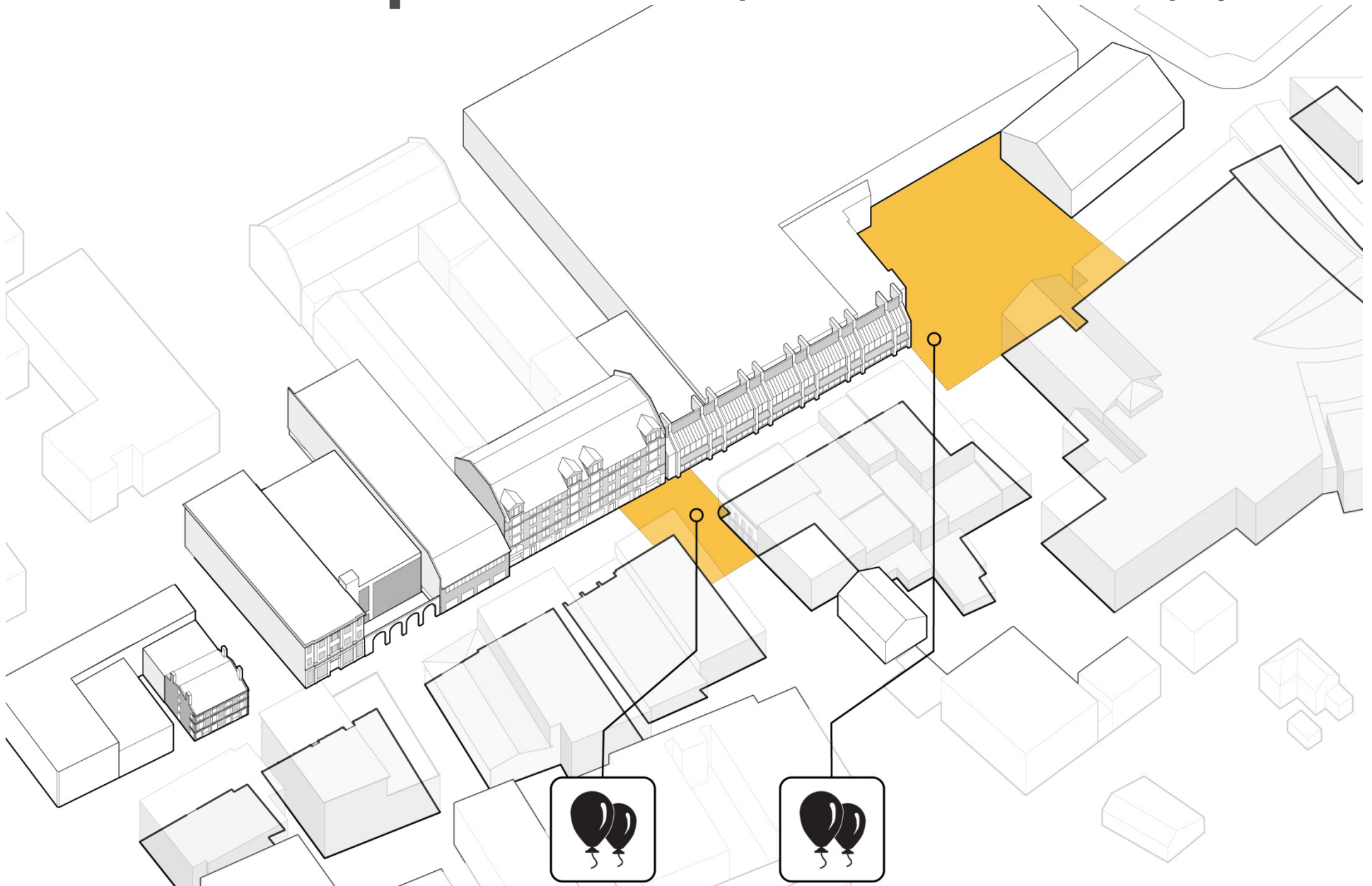


Your Comments (from meeting 3)

WHAT ARE THE PLANS FOR
PERFORMANCE ARTISTS AT
THE BUSIEST SEASON? PERFORMANCE
ART IS A PRACTICAL DYNAMIC OF
CROWD SAFETY IN LARGE CROWDS.

Active Space

zones for performances, events and play



Active Space (in detail)



Rest Space

zones ideal for pause and observation



Rest Space (in detail)

Capitalizing on unrealized opportunities for connection and pause – a local route through Cervoni Way, the well traveled path to Derby Square



Your Comments (from meeting 3)

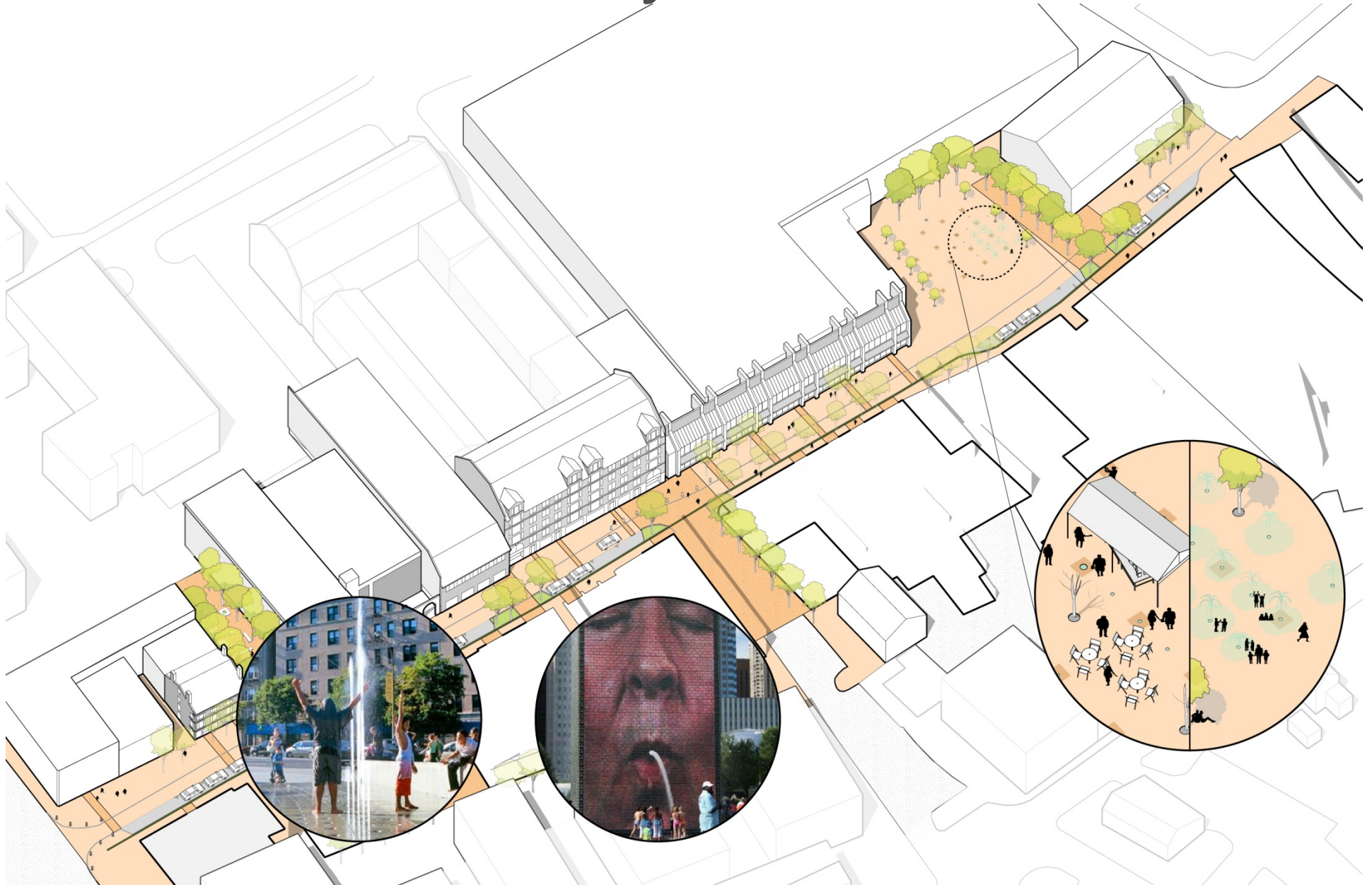
add fun areas ie
to draw crawls in ground fountains
for kids to cool
off

Public Art

Opportunity: Zone for active play, events and public leisure

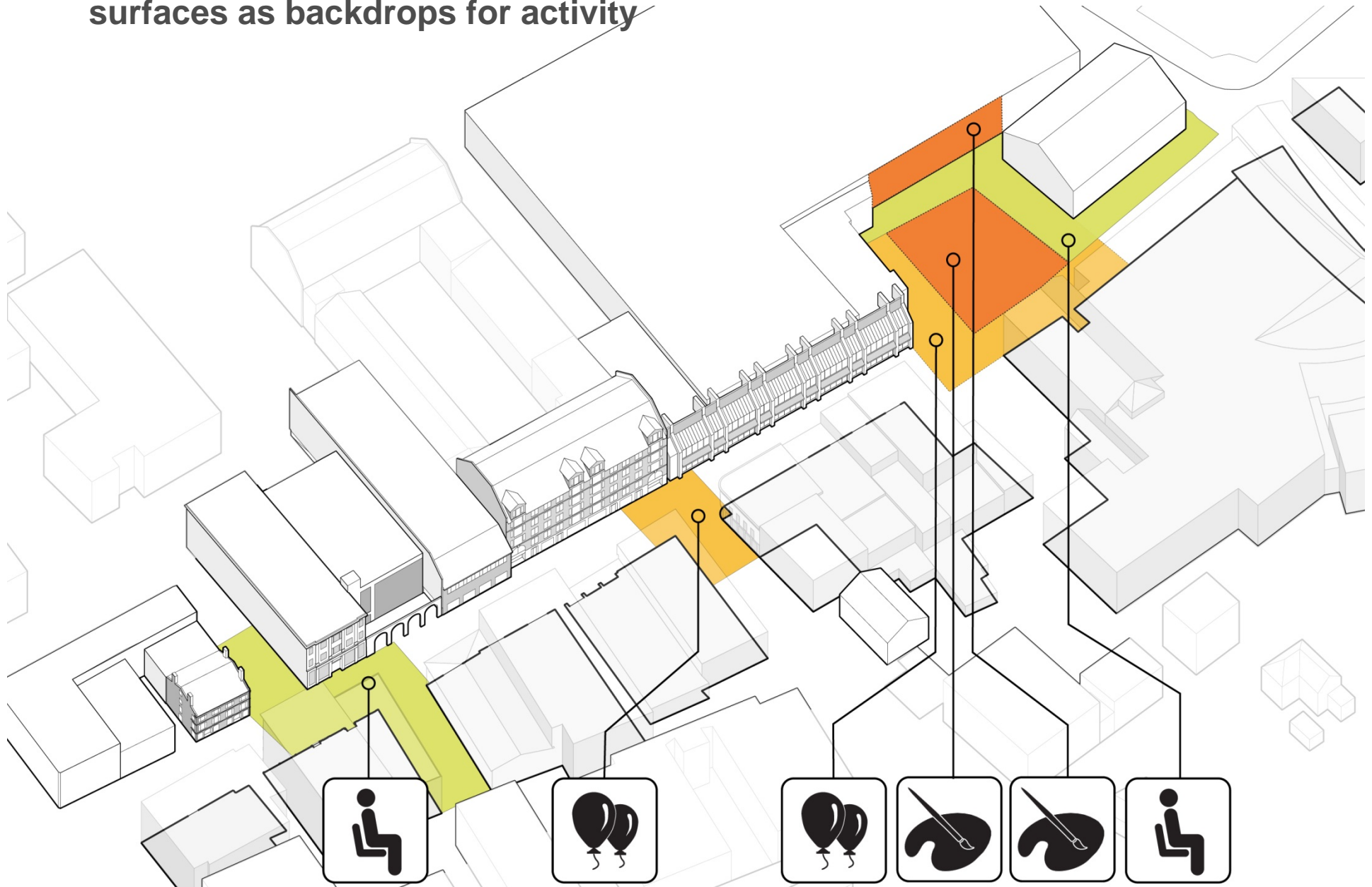


Public Art for Play and Public Leisure



Public Art

Opportunity: Engage underutilized vertical surfaces as backdrops for activity



Vertical Public Art



Your Comments (from meeting 3)

lighting & public art for connectivity
throughout all of downtown Salem

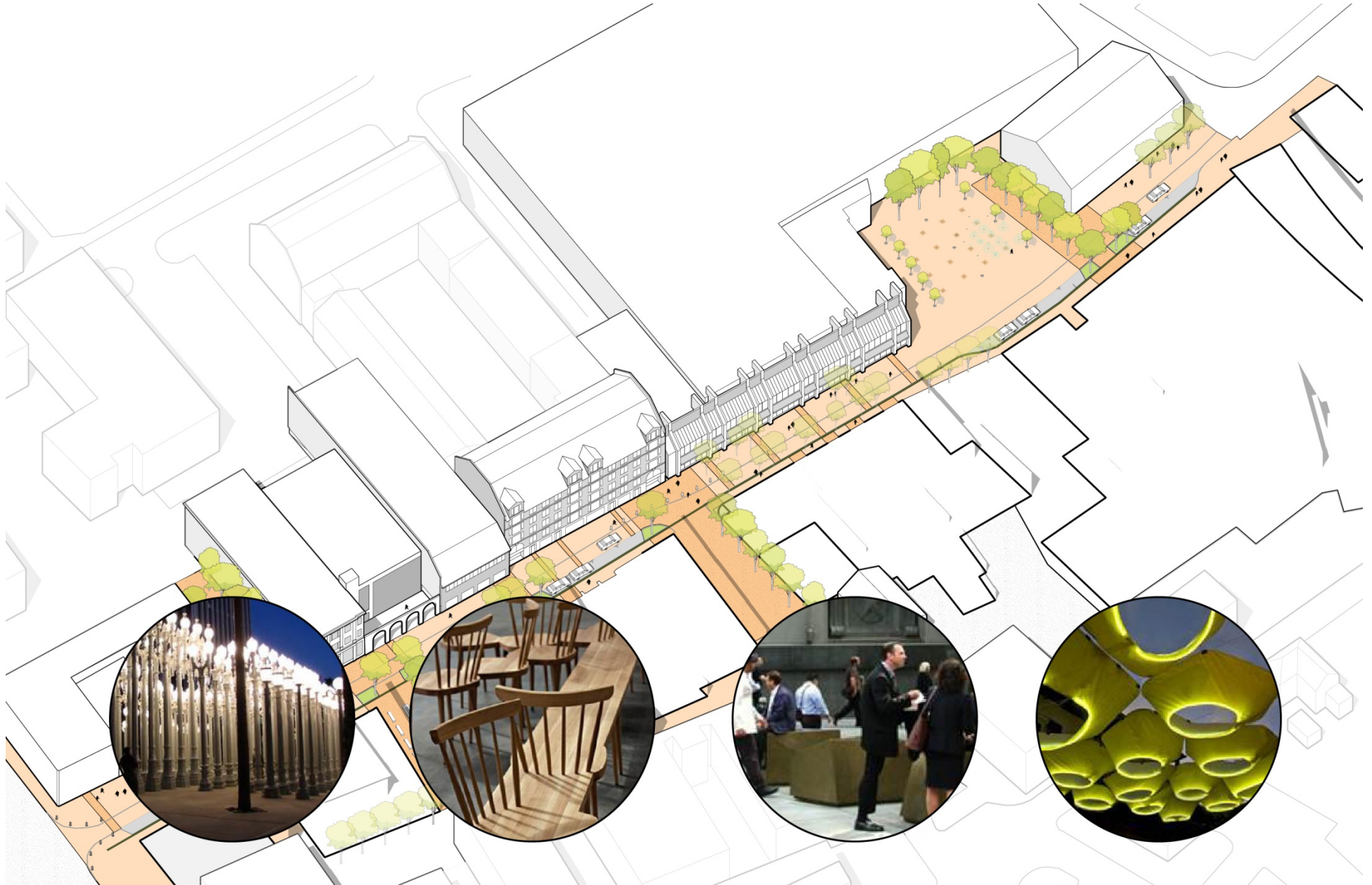
I also think if you should have
some way of lighting the road.

Public Art

Opportunity: Engage urban connections, enhance safety, rest space and the character that already exists along Essex Street

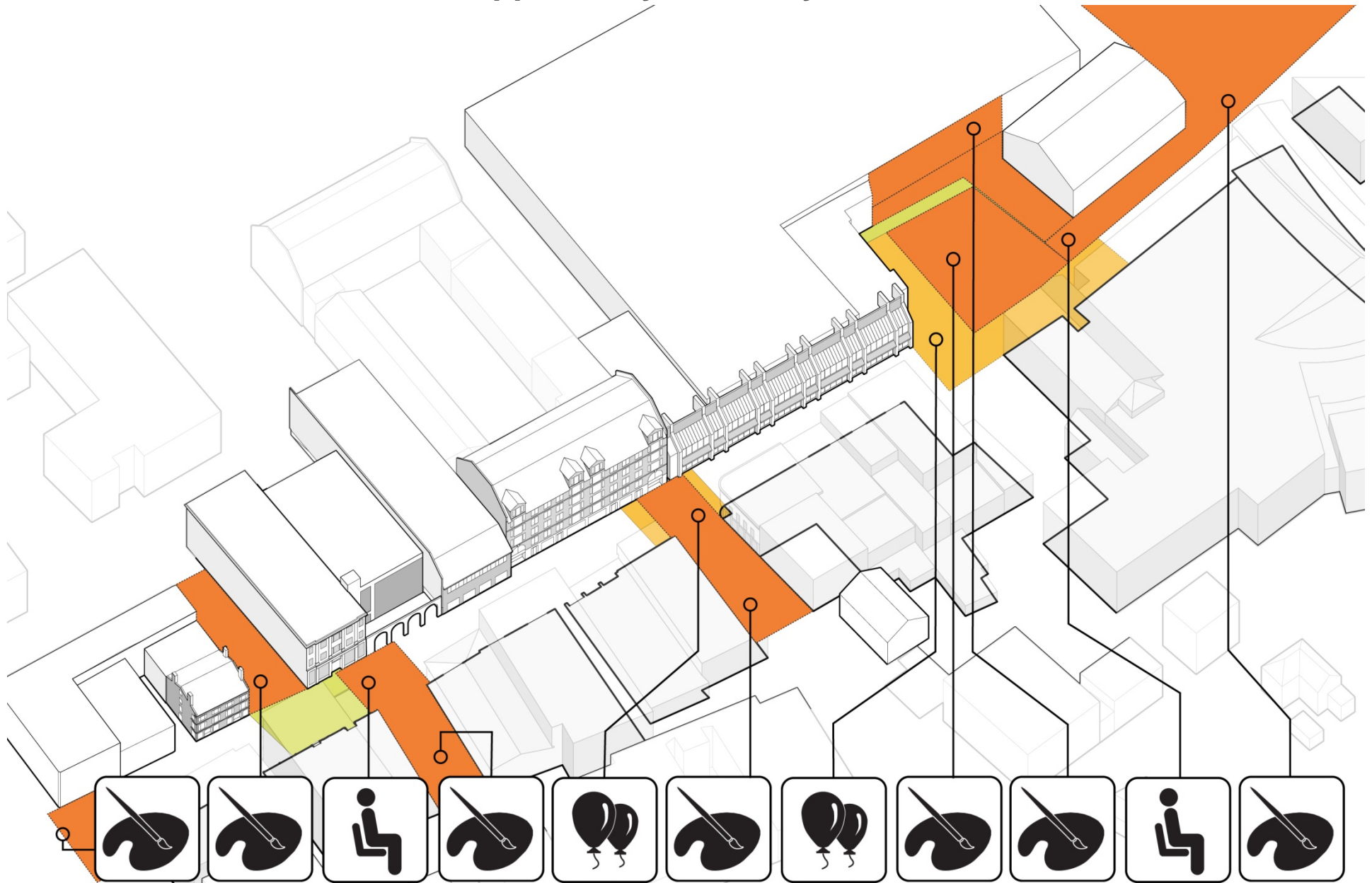


Finer Grain Public Art

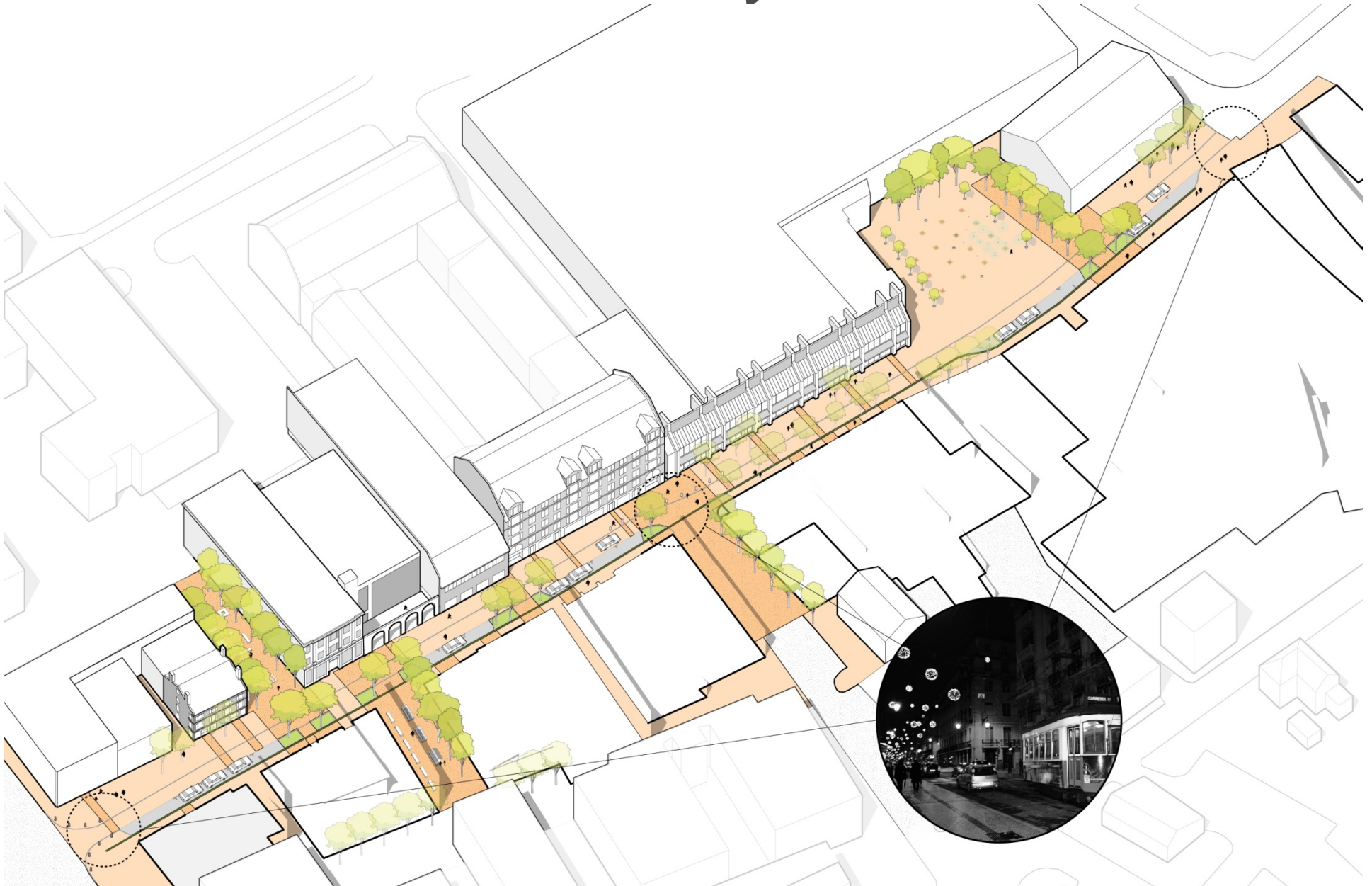


Public Art

Opportunity: Gateways to Essex Street



Public Art as Gateway



A design for peak event season

meeting 4

Strategies to frame visitor activities, to manage events and vendors



Your Comments (from meeting 3)

ALLOW THE TROLLEY
TO RIDE RIGHT ON
TR. TO WASHINGTON ST

Need Trolley to be able to come down
the mall

Maybe trolley
should run late



A design for the quieter months

meeting 4

Strategies to enhance activity and safety all year round



A design for increased activity – day and night

meeting 4

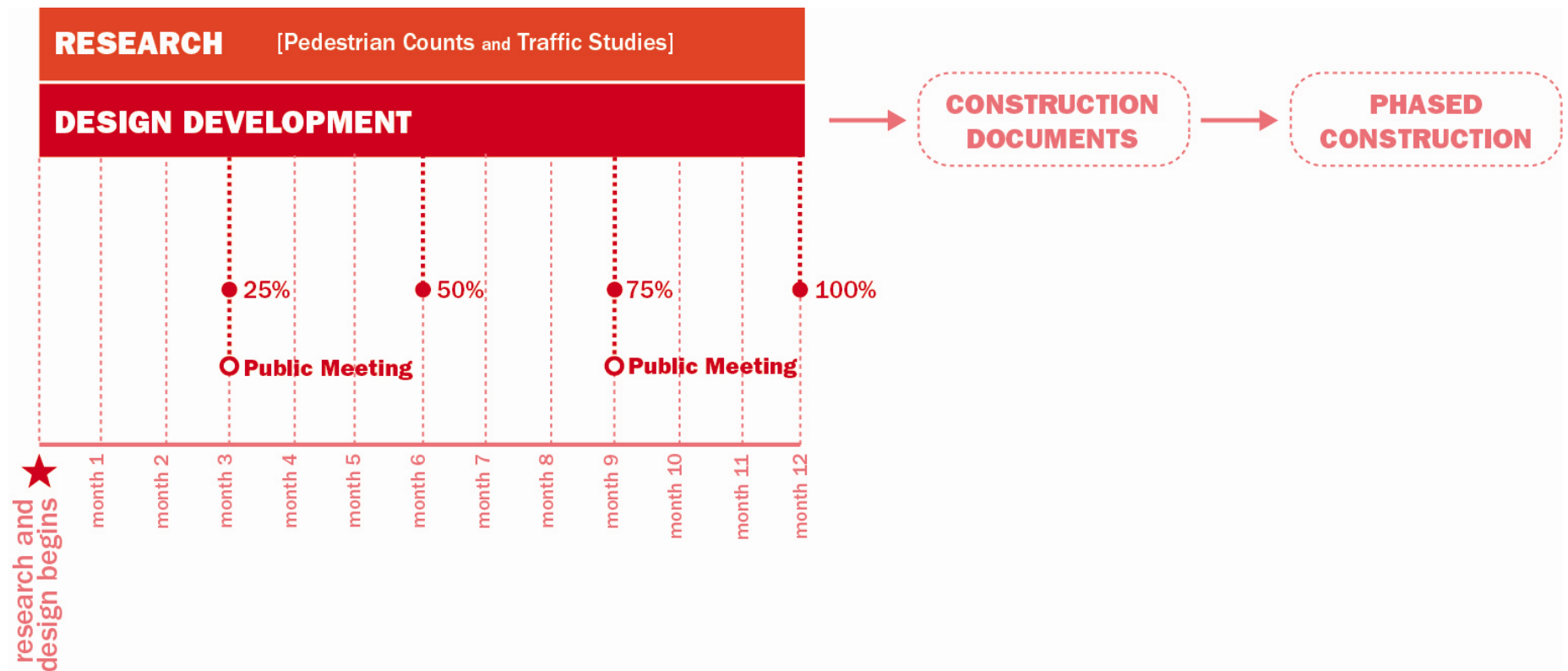
Strategies to enhance activity and safety all year round



What happens next?

Mapping out the design process:

Once funding is in place, design and construction can begin



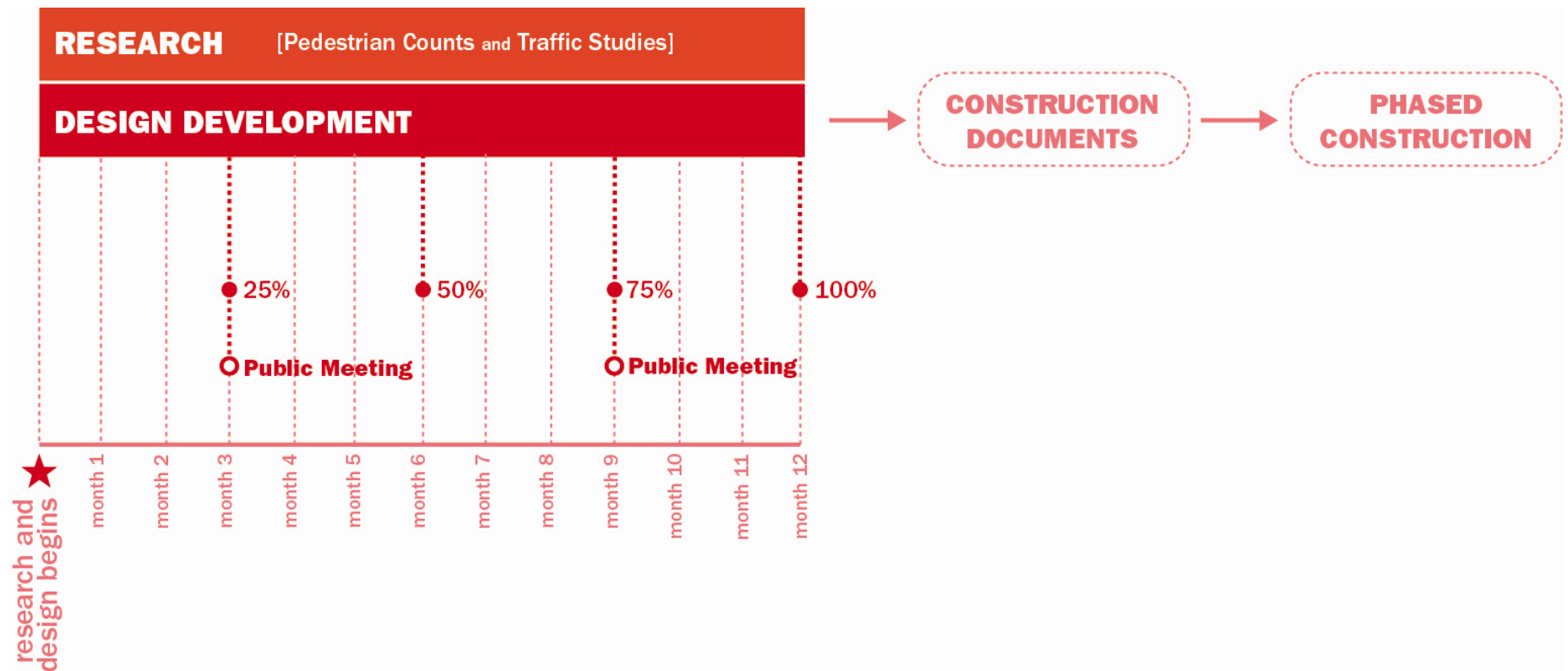
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Closing Comments – Mayor Driscoll