

# Designing the Future Pedestrian Mall

February 8, 2011

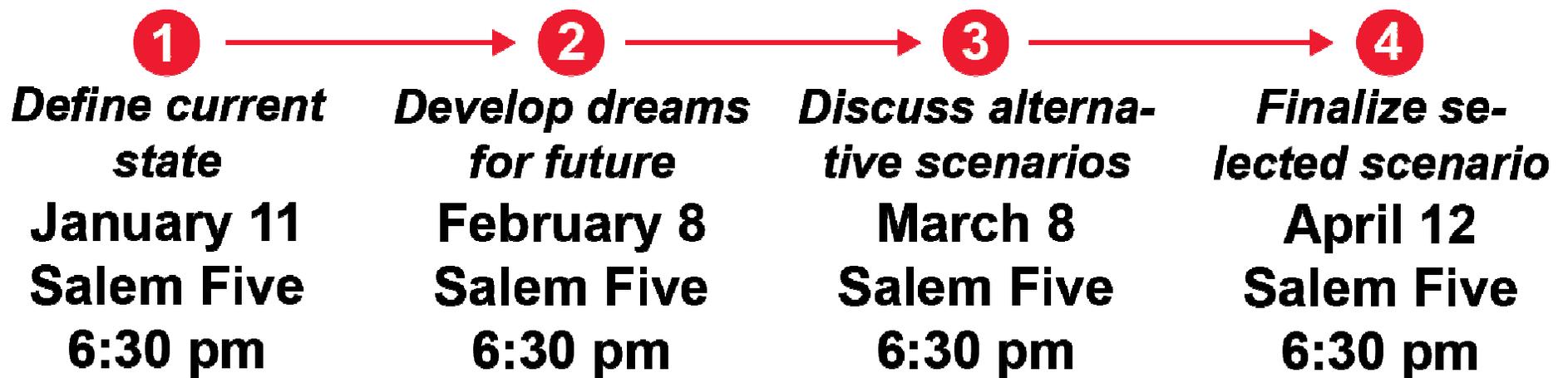
**Welcome –**

**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

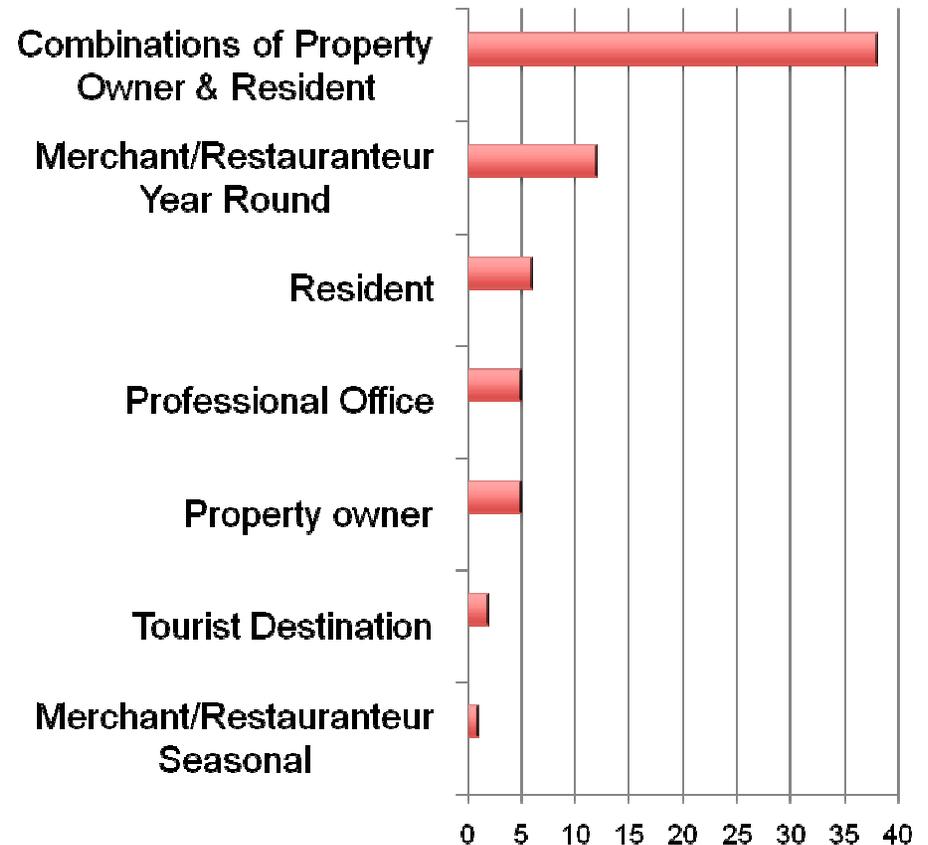
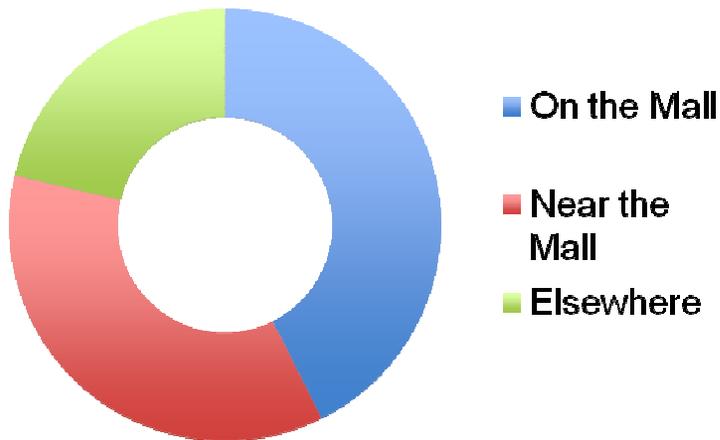
# Last Month's Meeting - Summary

- Who was here

  - approximately 150 people attended

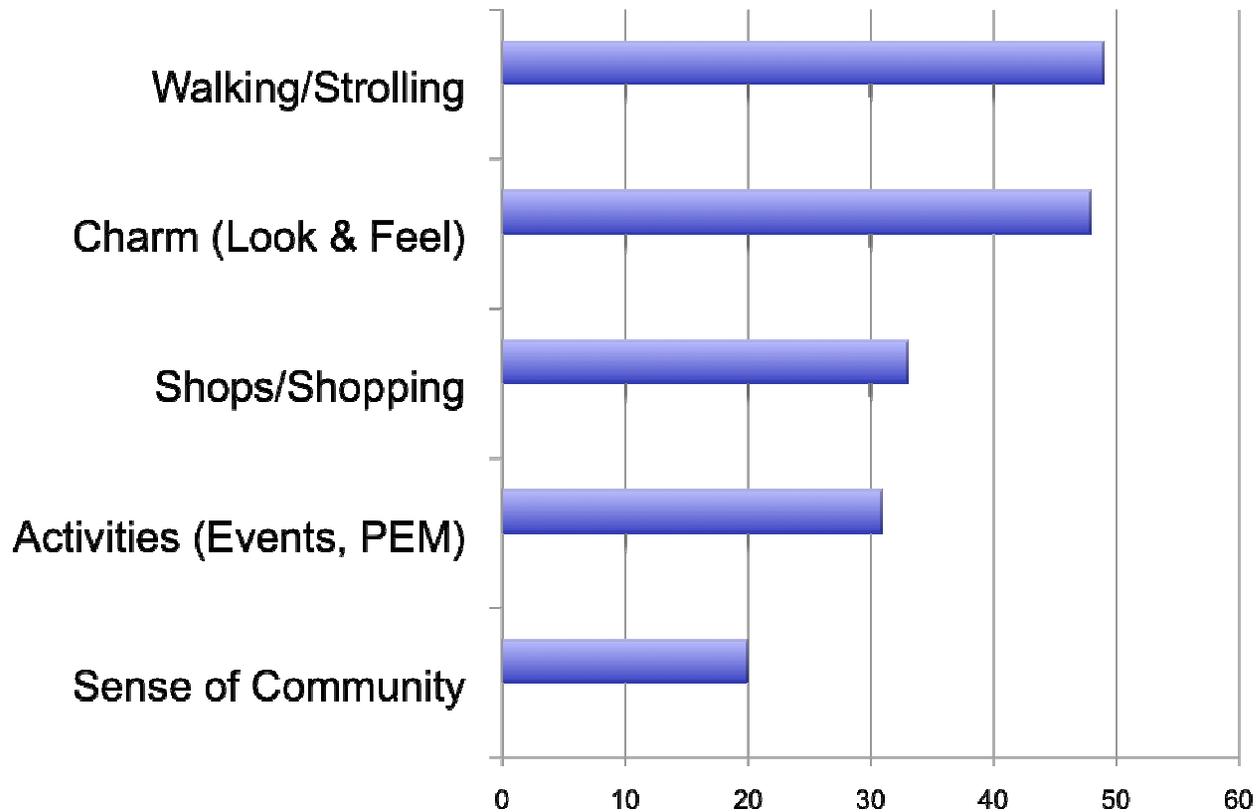
- We received 99 feedback cards

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



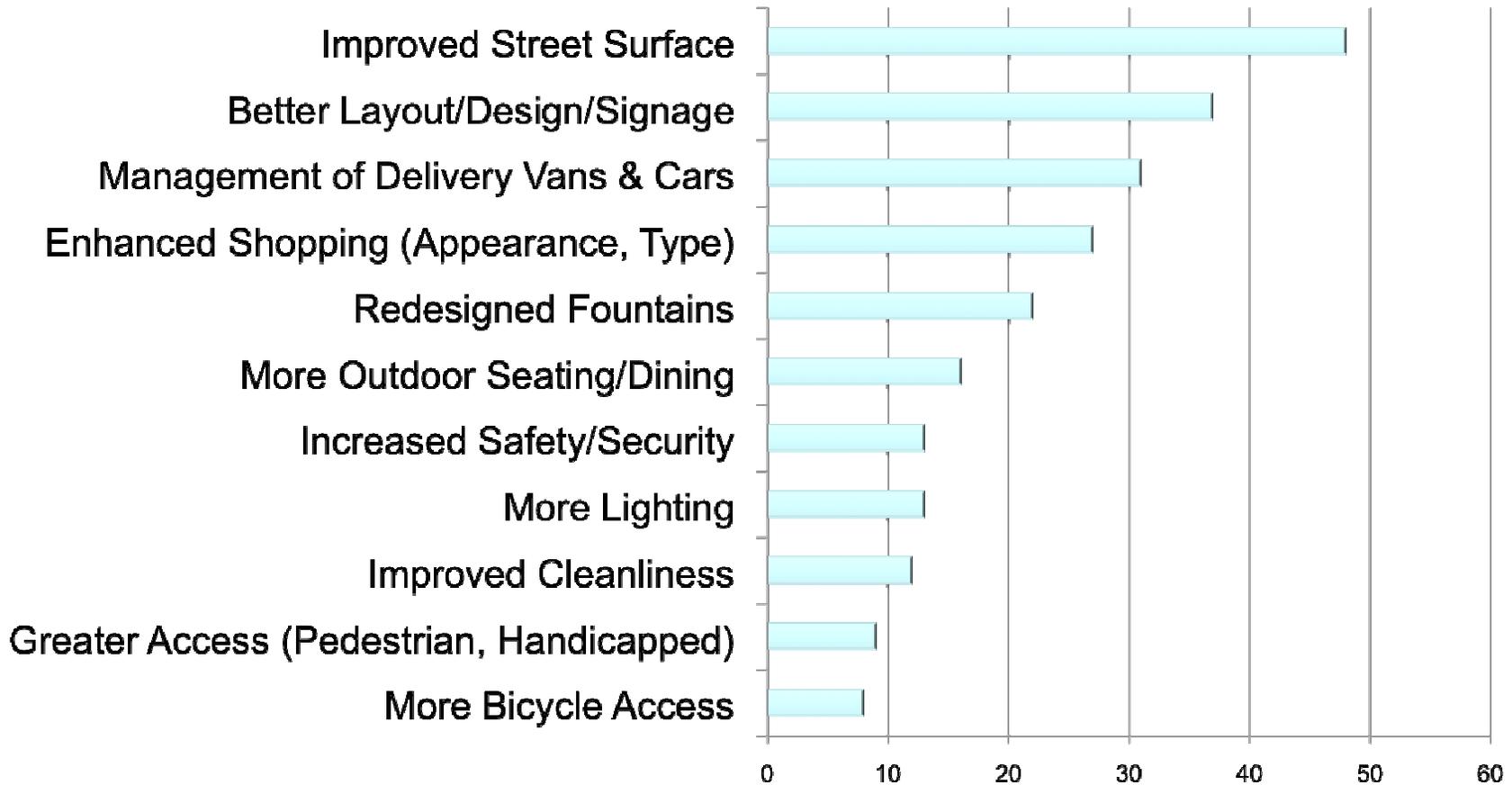
# Last Month's Meeting - Summary

## •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**

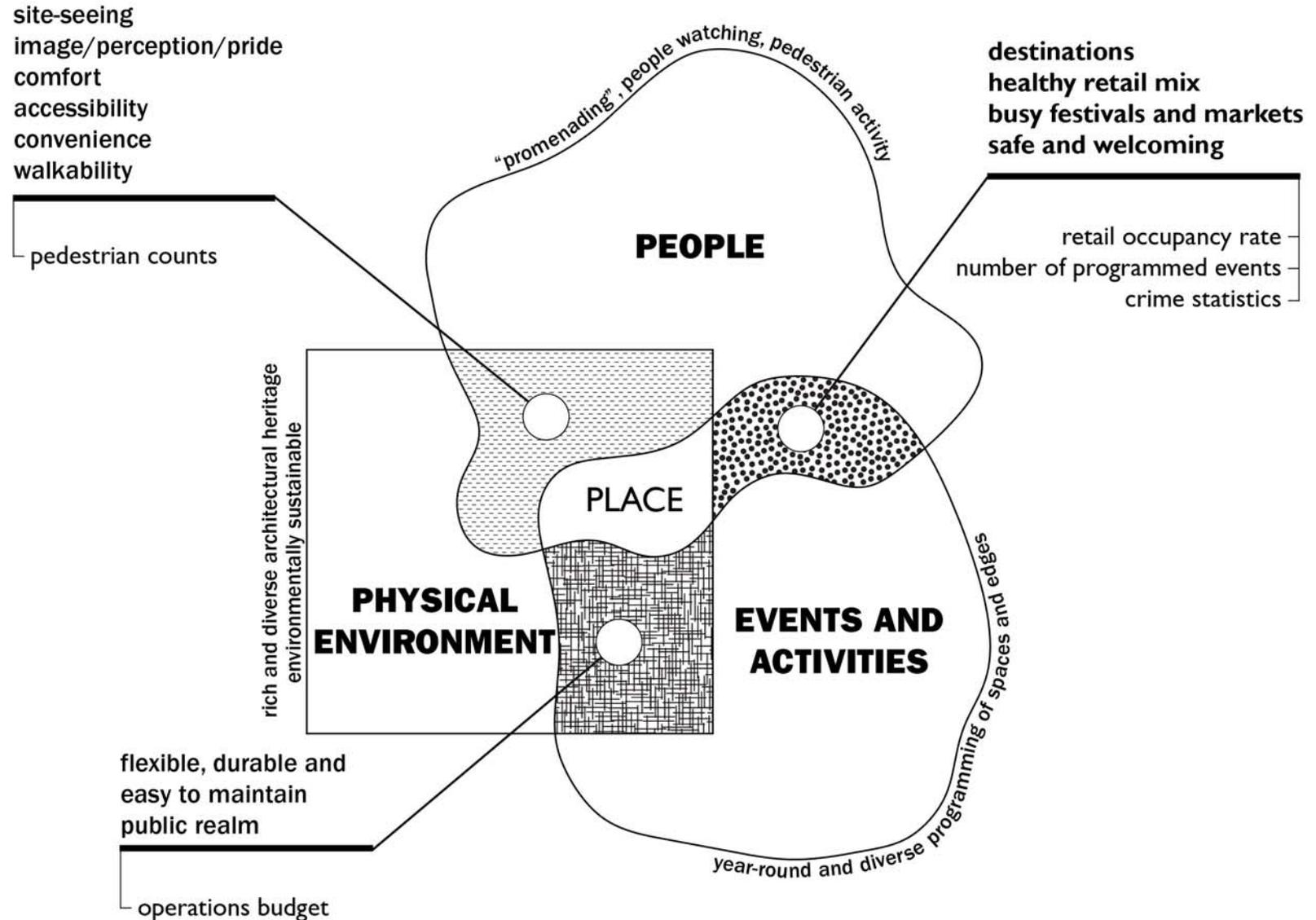
- A smoother surface and layout for walking
- More flexibility (in usage and in access)
- Improved cleanliness
- More restaurants
- Increased security, especially at night
- Simplify and re-organize landscape strategies
- Better signage throughout

# **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

*"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

rich and diverse architectural heritage  
environmentally sustainable

**PLACE**

**PHYSICAL ENVIRONMENT**

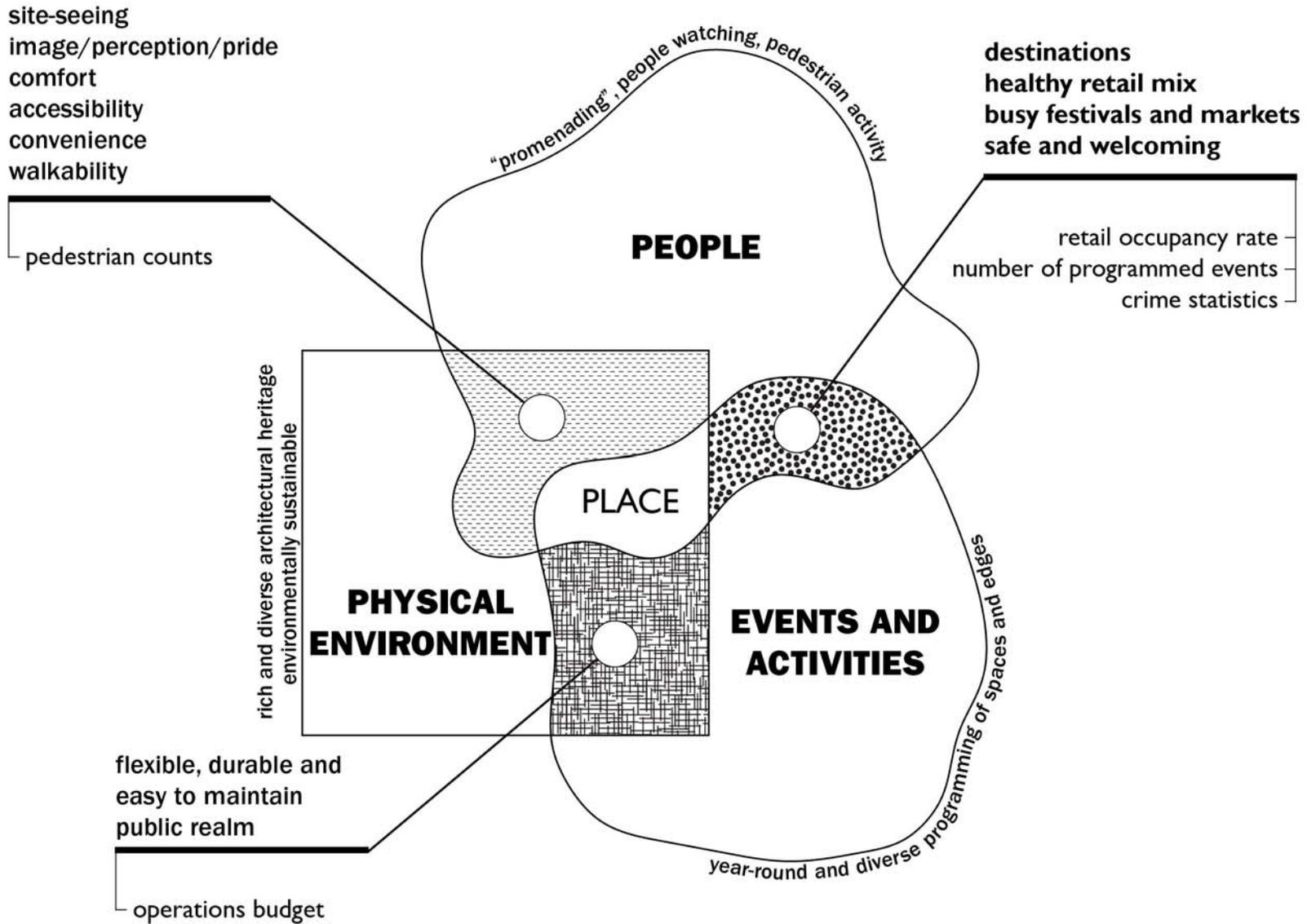
**EVENTS AND ACTIVITIES**

*programming of spaces and edges*

flexible, durable and  
easy to maintain  
public realm

operations budget

*year-round and diverse*



# 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

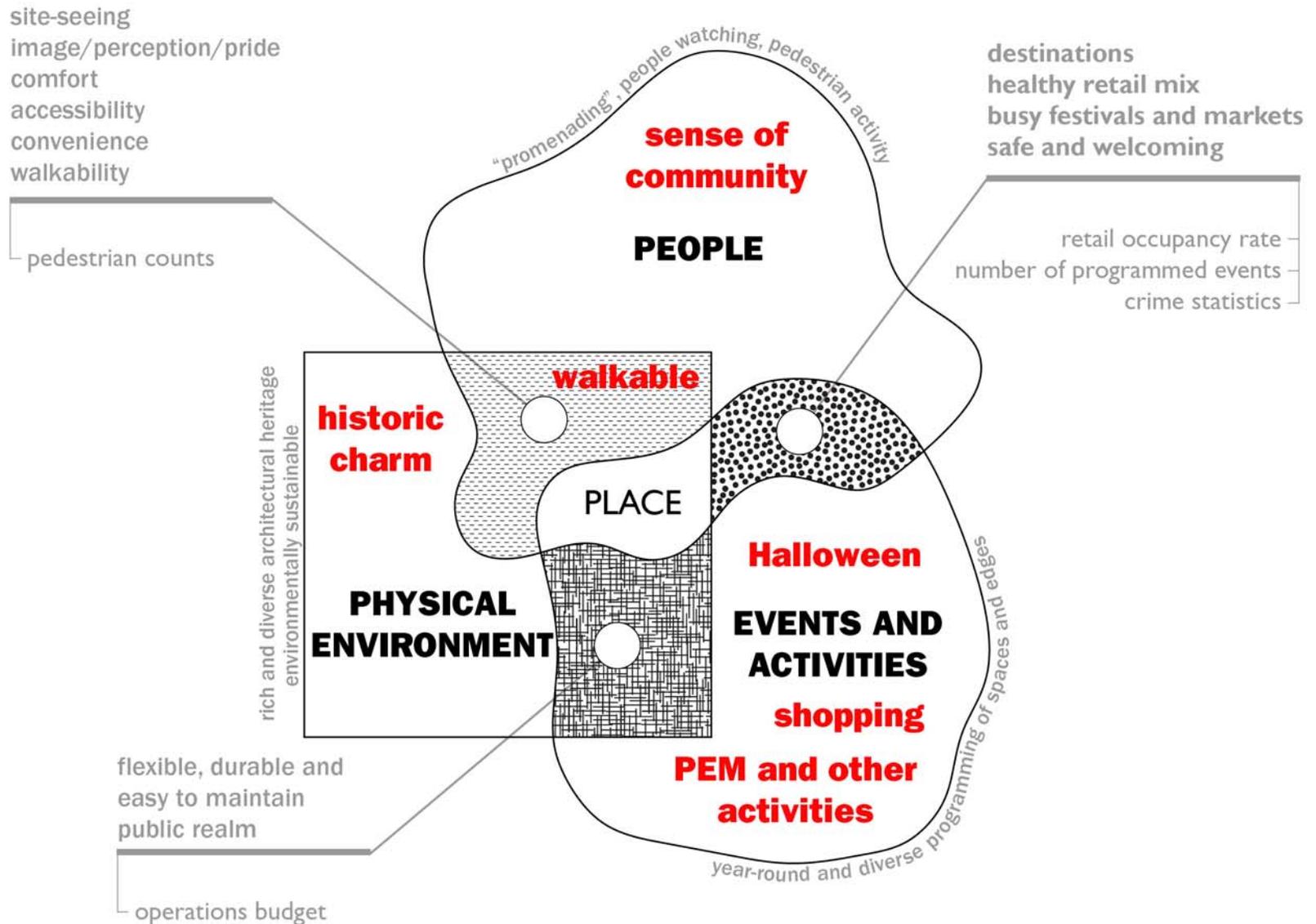


# How does a great urban place work? open to public leisure. . .

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), 3<sup>rd</sup> 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



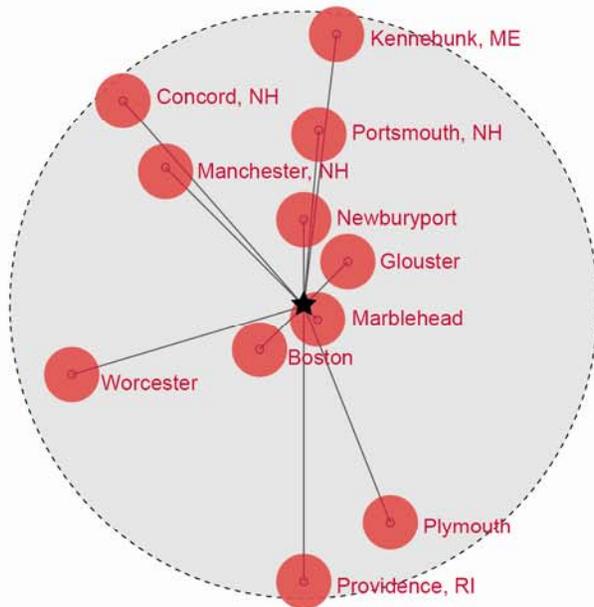
CHURCH STREET  
Burlington, VT



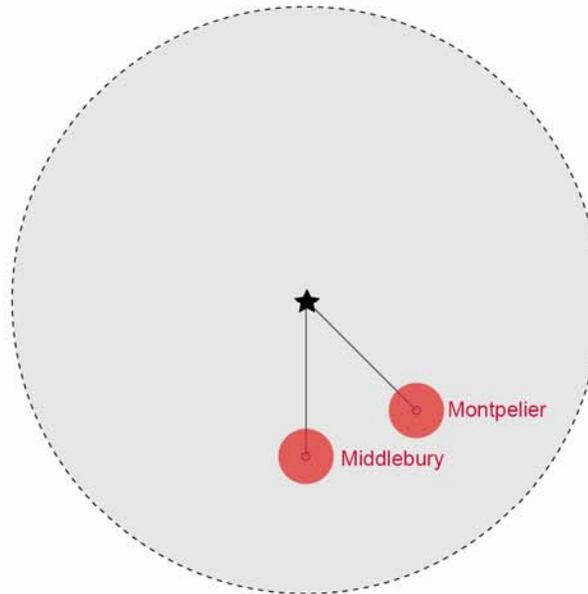
MAIN STREET  
Charlottesville, VA

# Regional Draw

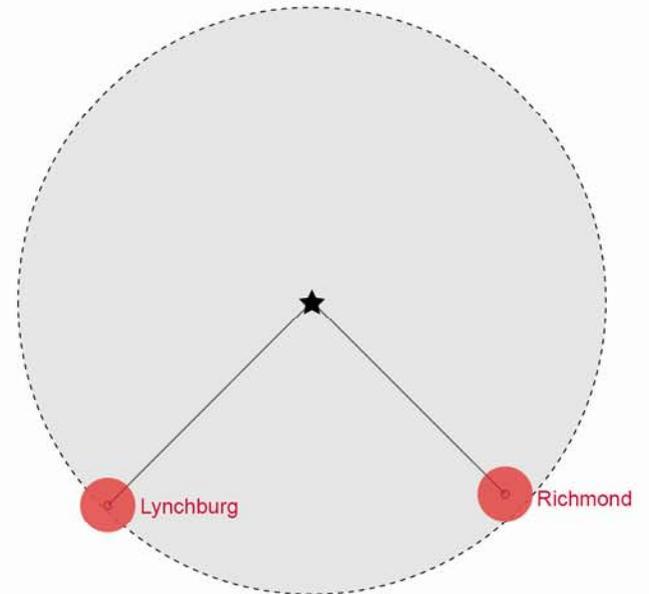
one of many regional urban leisure spaces (in a 75 mi radius)



ESSEX STREET  
Salem, MA



CHURCH STREET  
Burlington, VT



MAIN STREET  
Charlottesville, VA

# Block Length

low urban connectivity



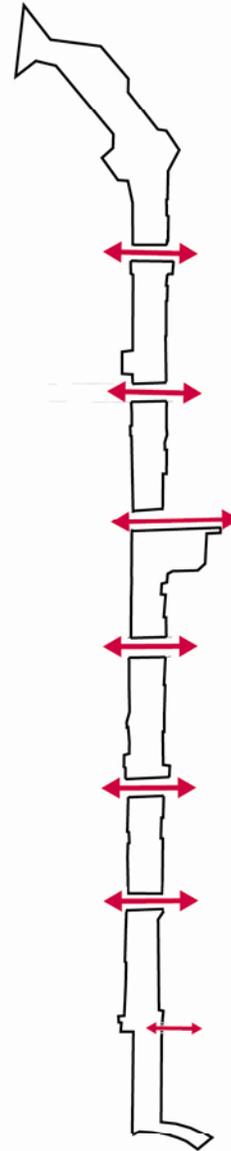
**950 FEET**

ESSEX STREET  
Salem, MA



**400 FEET**

CHURCH STREET  
Burlington, VT



**250 FEET**

MAIN STREET  
Charlottesville, VA

# Street Surface



**BRICK AND COBBLESTONE**

**BRICK**

**BRICK AND GRANITE**

ESSEX STREET  
Salem, MA

CHURCH STREET  
Burlington, VT

MAIN STREET  
Charlottesville, VA

# Essex Street Observations

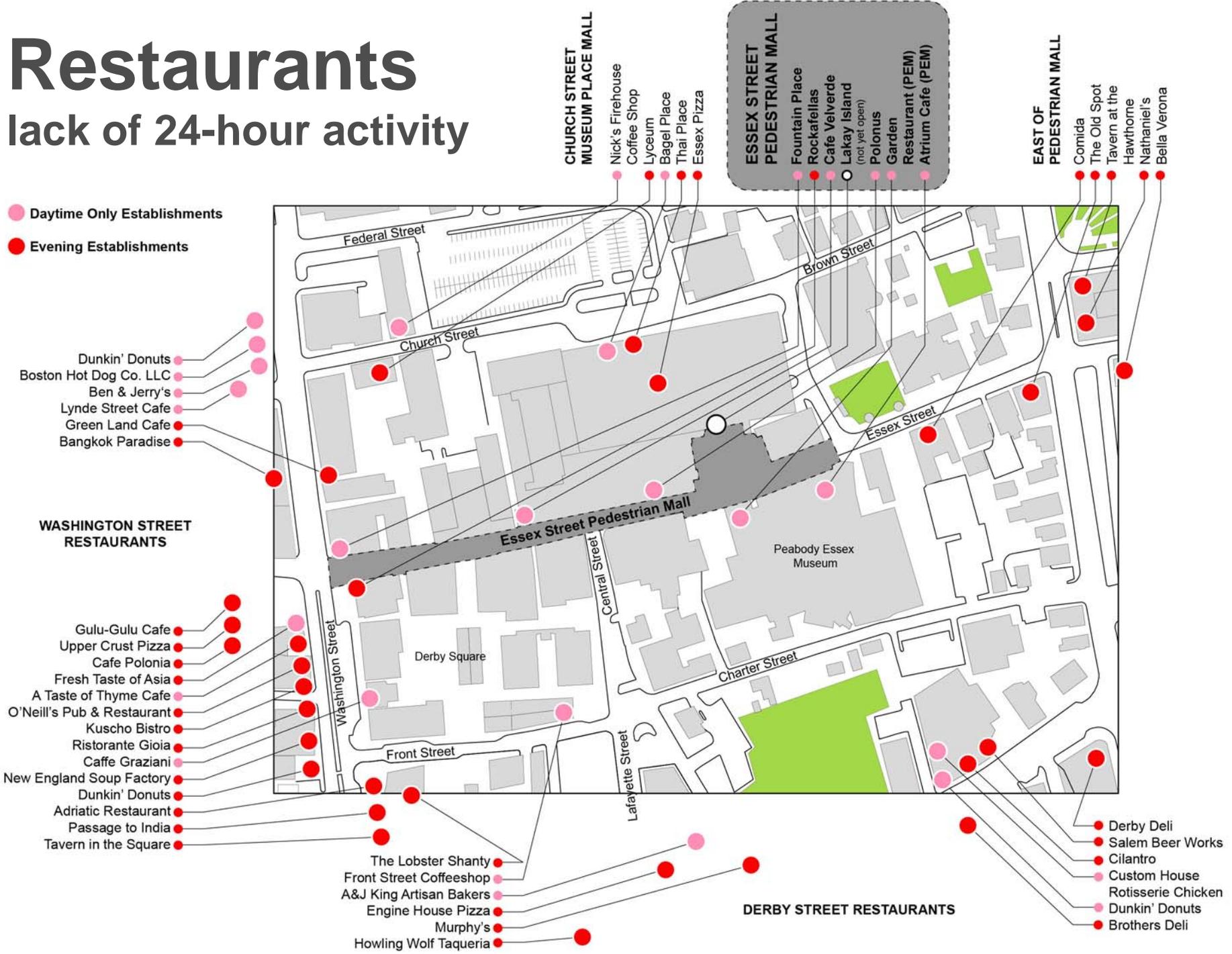
How does the pedestrian mall function now?



# Restaurants

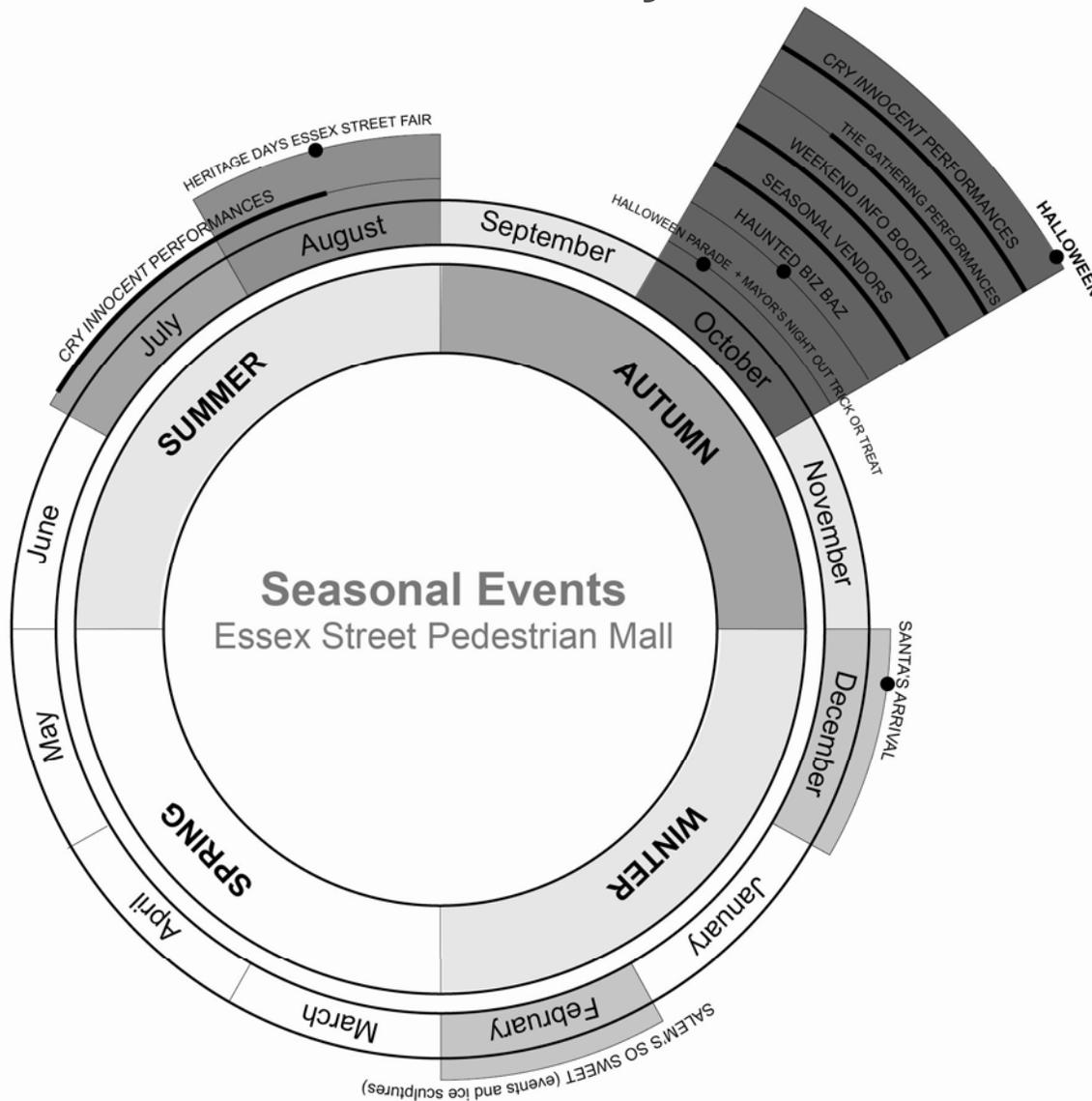
## lack of 24-hour activity

- Daytime Only Establishments
- Evening Establishments



# 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

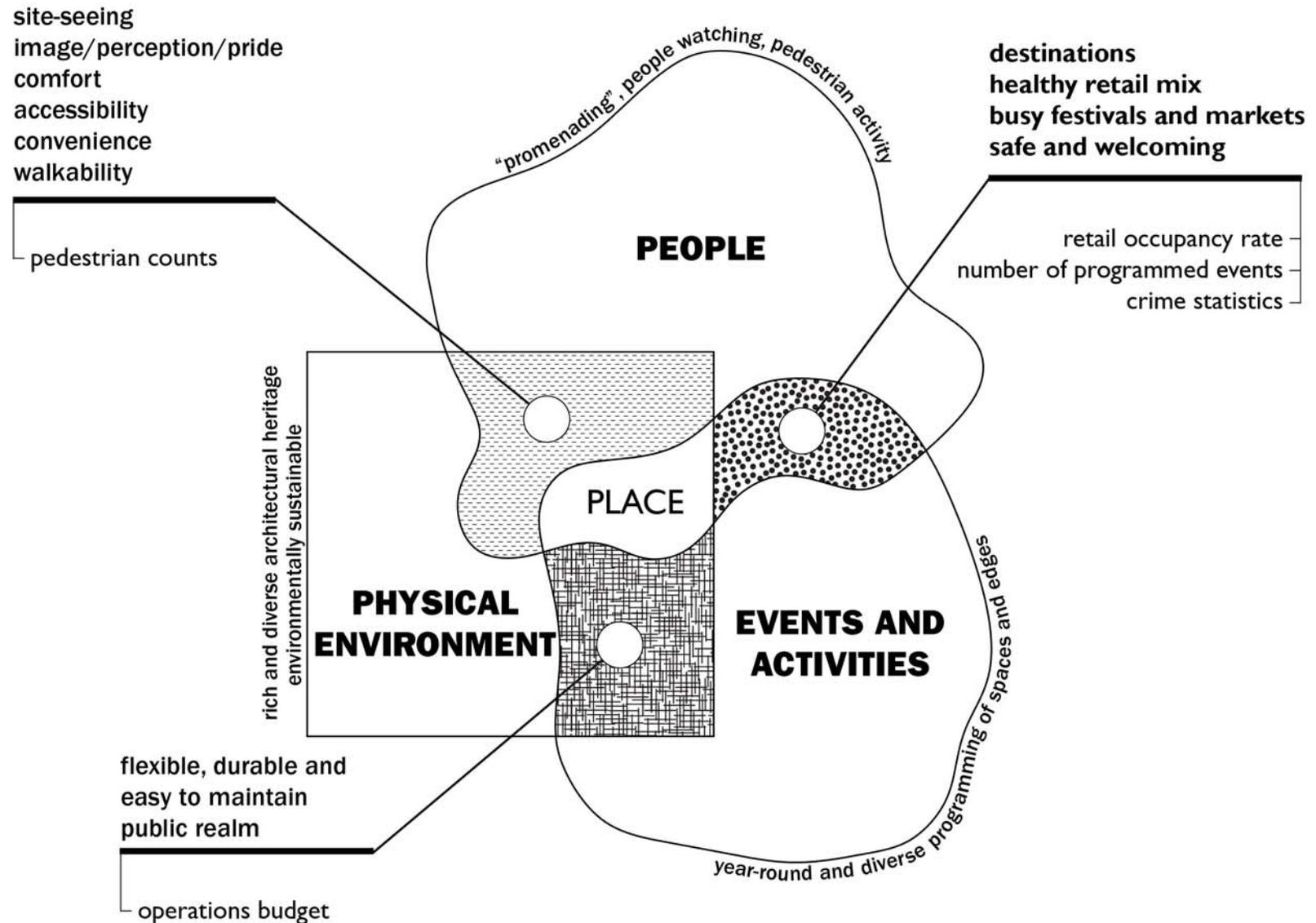


# Shared Streets: Flexible Urban Space

## Duluth Avenue, Montreal, Canada



# Shared Streets: Flexible Urban Space



# Shared Streets: Flexible Urban Space

## Wall Street, Asheville, NC



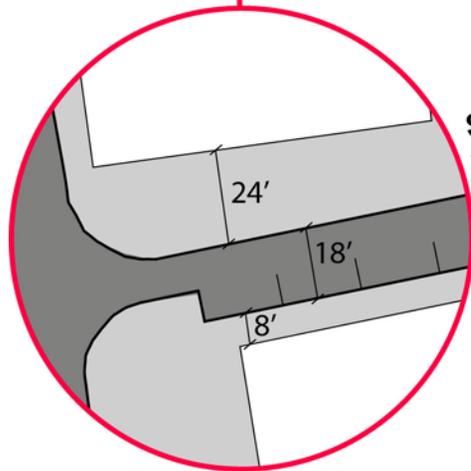
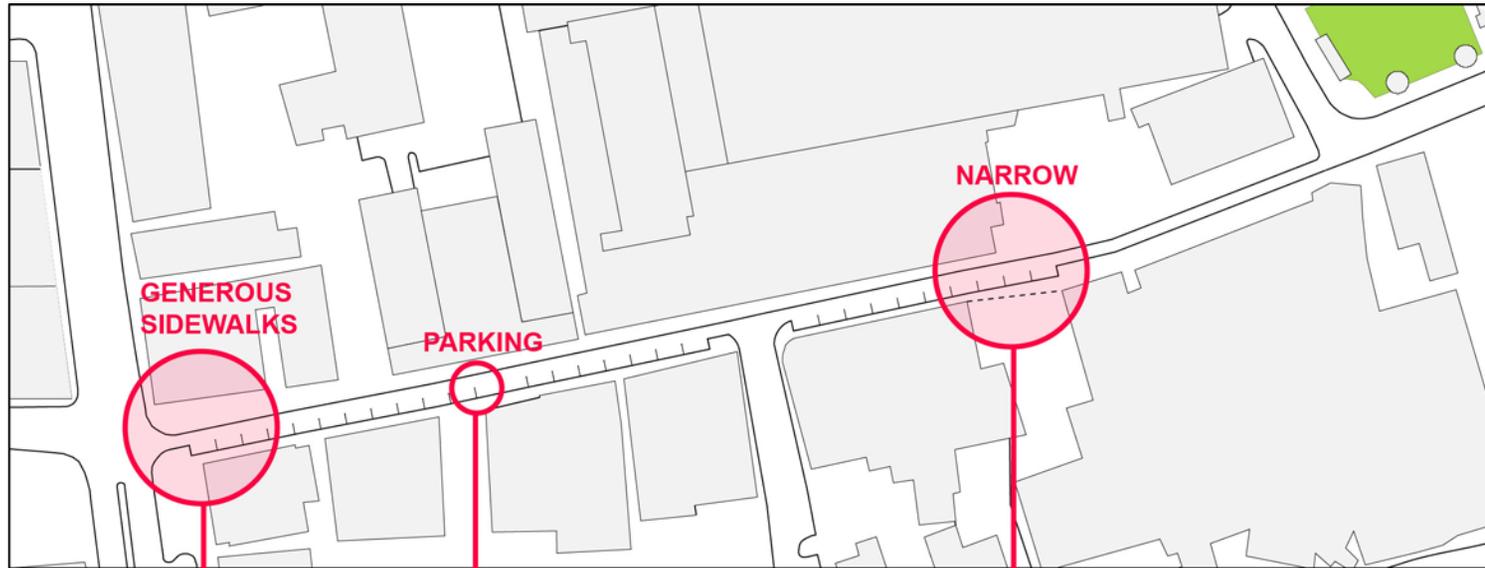
# Surface Treatments

way-finding, traffic calming and place-making



# Essex Street Dimensions

opportunities and constraints

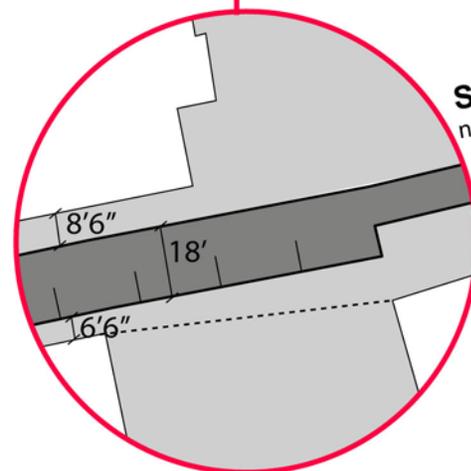


**Sidewalk (sunny side):**  
width varies with street edge

**Right of Way**  
**Parallel Parking**

**Sidewalk (shady side):**  
8' typical width

30 Parking Spaces (+/-)



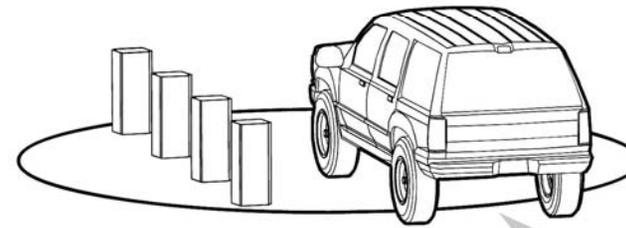
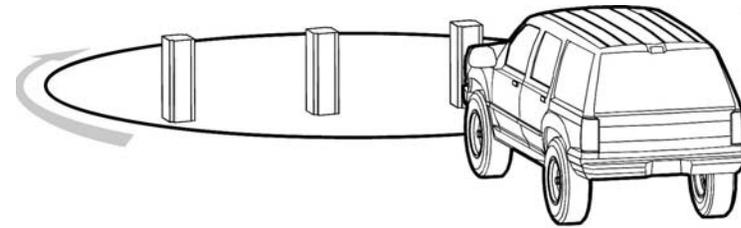
**Sidewalk (sunny side):**  
narrowest point opens into plaza

**Right of Way**  
**Parallel Parking**

**Sidewalk (shady side)**

# Bollards: Strategies for flexibility

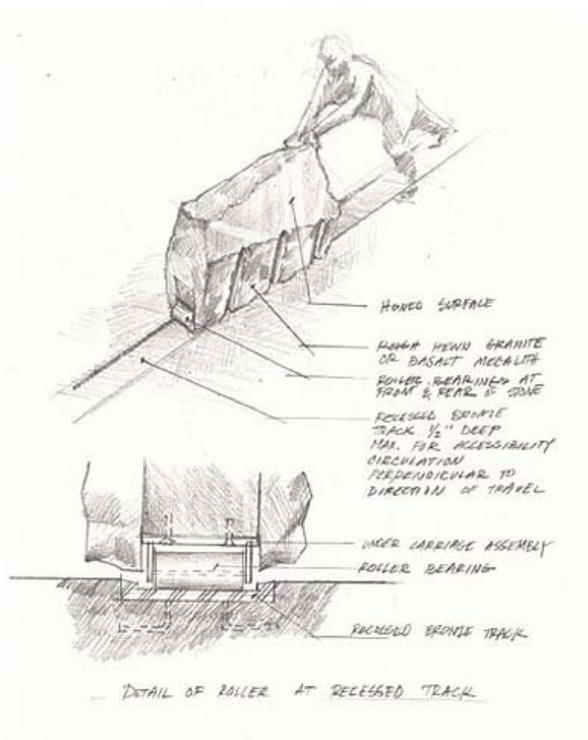
Financial District Streetscapes, New York, NY (Rogers Marvel)



# 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**