



Designing the Future Pedestrian Mall

March 8, 2011



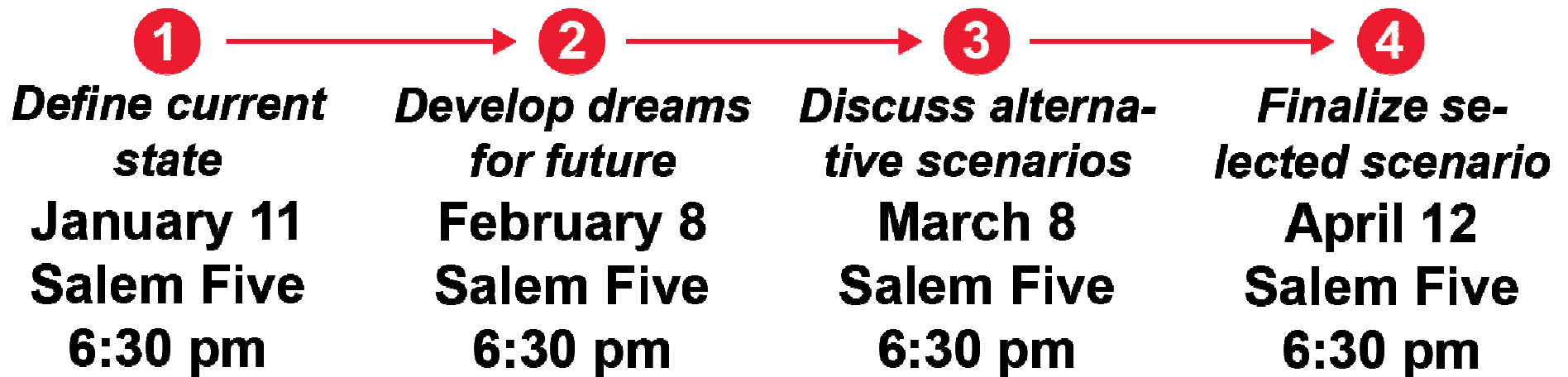
Study Boundary: 
Current Essex Street Pedestrian Mall
Extensions of Essex Street Pedestrian Mall into surrounding context
Essex Street Mall Storefronts 

Welcome – Mayor Kimberley Driscoll

- Background for tonight's discussion

The Big Picture

- Tonight is the third in a series of meetings



Objectives for Tonight

- Design Presentation:
 - Review time management options for Essex Street
 - Review opportunities for greater urban connectivity in downtown Salem
 - Review design tools for shared street management
 - Review tools deployed on Essex Street in two design scenarios
- Obtain your feedback
 - What design tools work best for Salem and for Essex Street?
 - How do you view increased urban connectivity?

Agenda for Tonight

- 6:30** Welcome, background, objectives, agenda and ground rules for tonight
- 6:40** Review of meeting #2
- 6:45** Design Presentation: Review time management and urban connectivity options, design tools, and scenarios
- 7:25** Feedback: What works best for Salem and Essex Street?
- 7:45** Summary and next steps
- 7:50** Feedback: Shared street time management options
- 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

Last Month's Meeting - Summary

- We examined some “Great Places,” and generated ideas for making Essex Street even more of a “Great Place”



New Road
Brighton, England

Last Month's Meeting - Summary

- Ideas centered around two main themes
 - Finding a better model for managing Essex Street as an already shared space in the larger context of Salem's "urban fabric"
 - Improving look and feel through key strategies (public art, lighting, color, materials, canopies, furniture, fountains, events, etc.)

Presentation – Urban Design & Essex Street

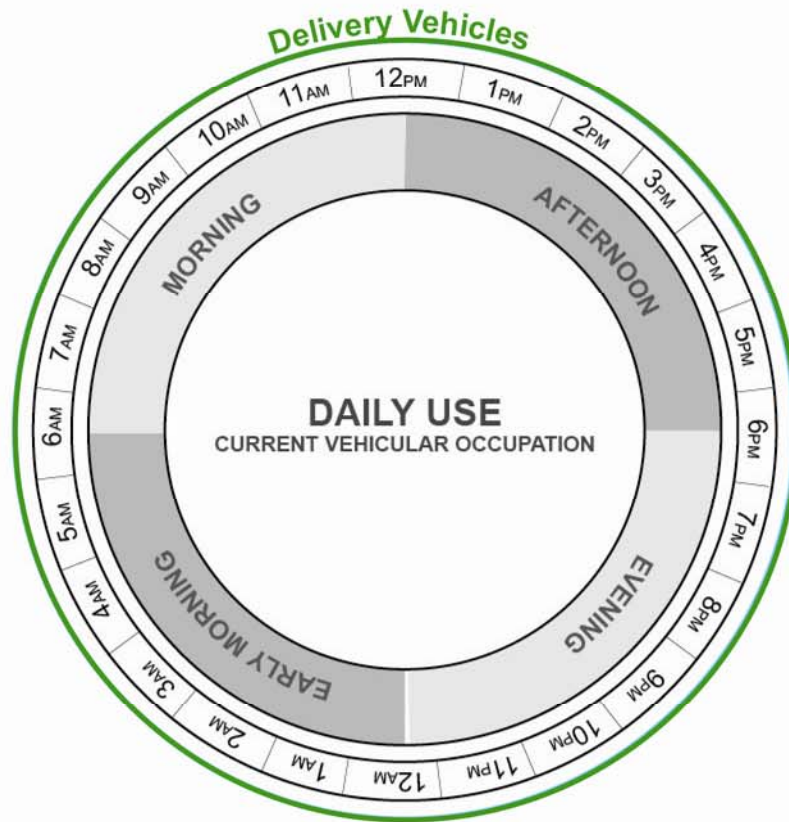
- **Shared Street Time Management:** How “shared” should Essex Street should be?
- **Urban Connectivity:** How could Essex Street be better integrated into Salem’s urban fabric?
- **Design tools:** Strategies for managing a shared street
- **Design Scenarios:** Design tools deployed on Essex Street – two scenarios

Shared Street Time Management

How “shared” should Essex Street be?

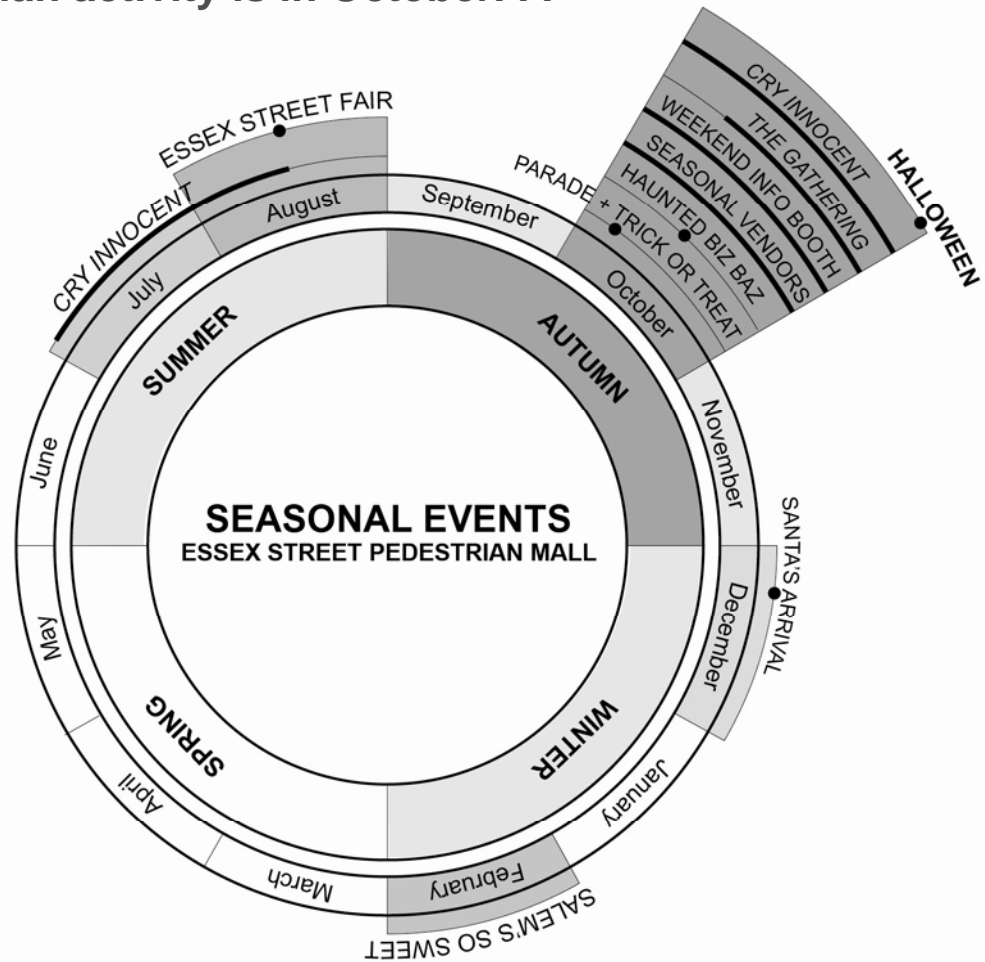
Essex Street Daily Vehicular Use

Essex Street is already a shared street - delivery and emergency vehicle usage.



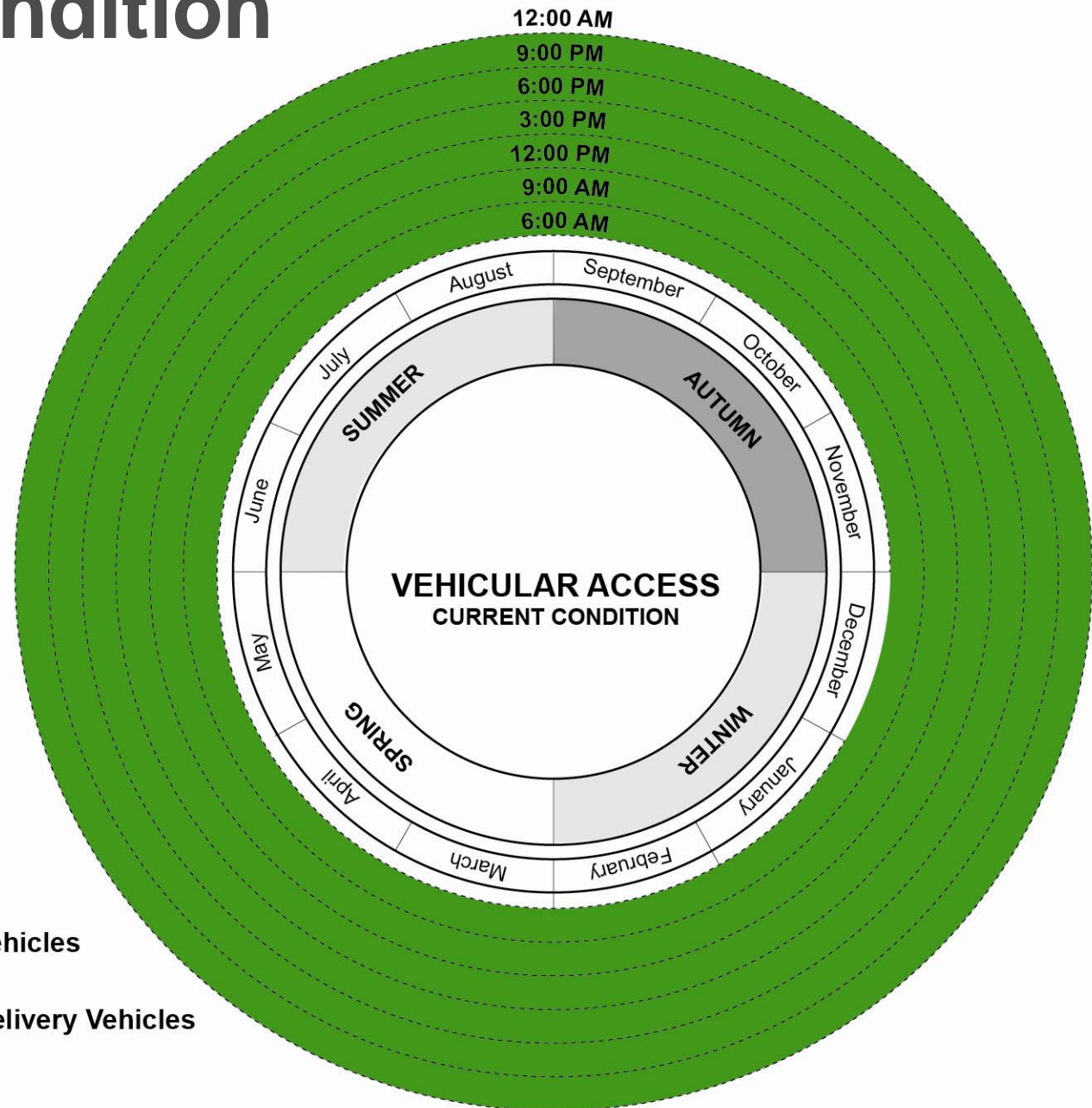
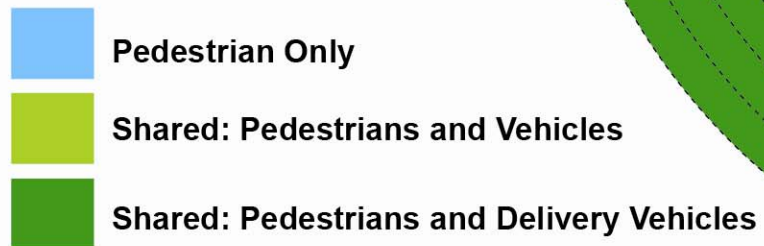
Seasonal Activity

While peak event season and pedestrian activity is in October. . .



Current Condition

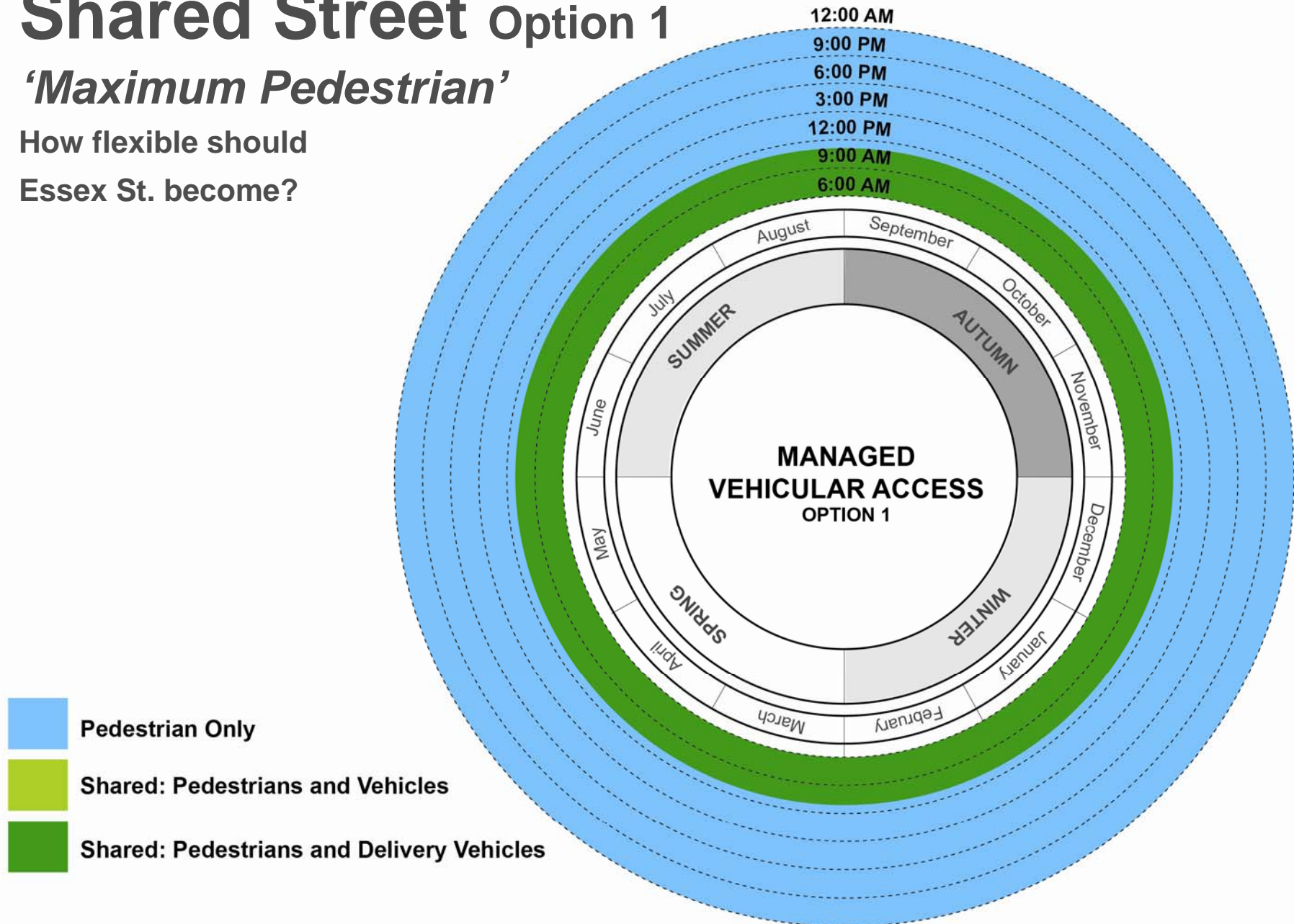
Shared use patterns are the same all year.



Shared Street Option 1

'Maximum Pedestrian'

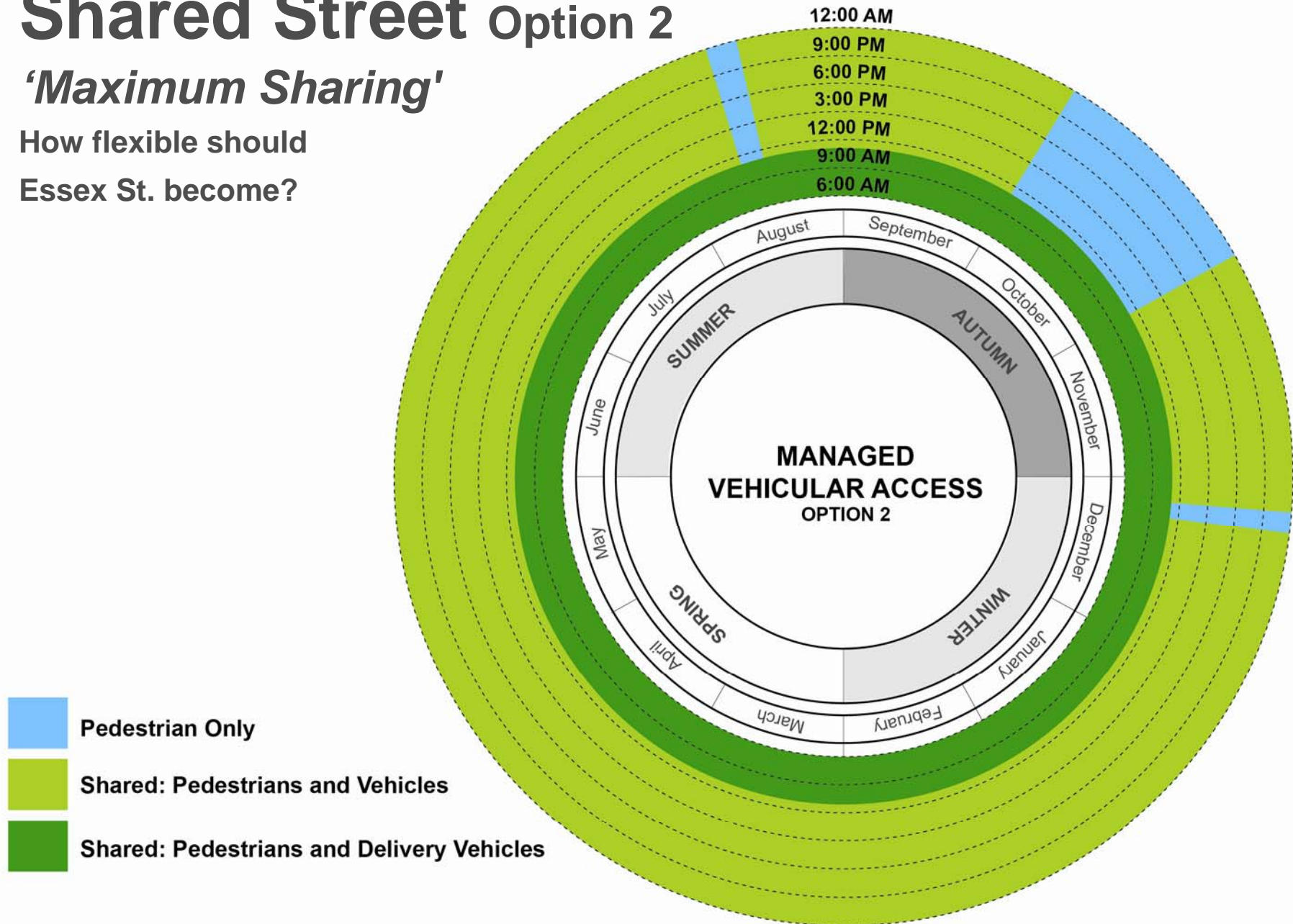
How flexible should
Essex St. become?



Shared Street Option 2

'Maximum Sharing'

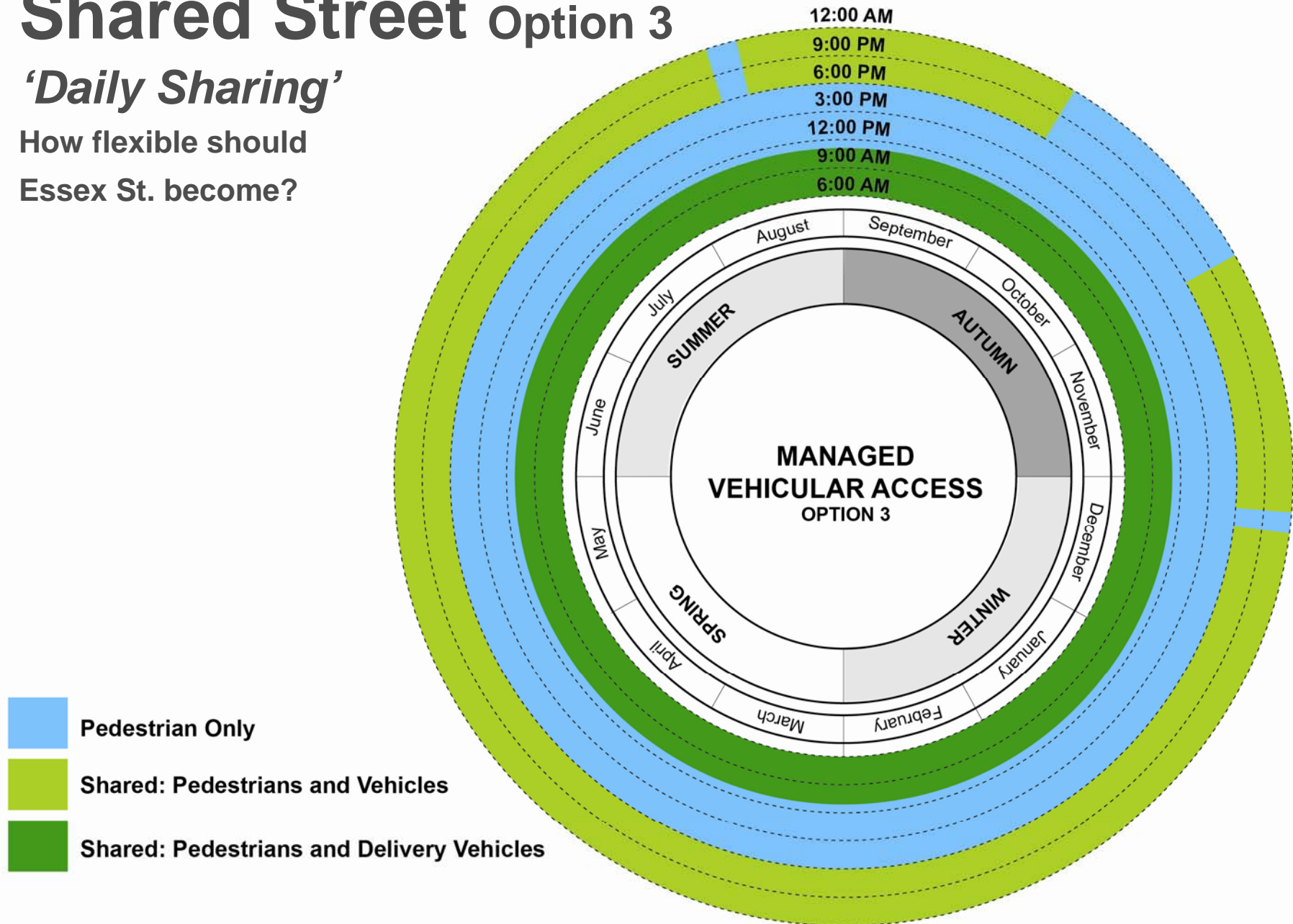
How flexible should
Essex St. become?



Shared Street Option 3

'Daily Sharing'

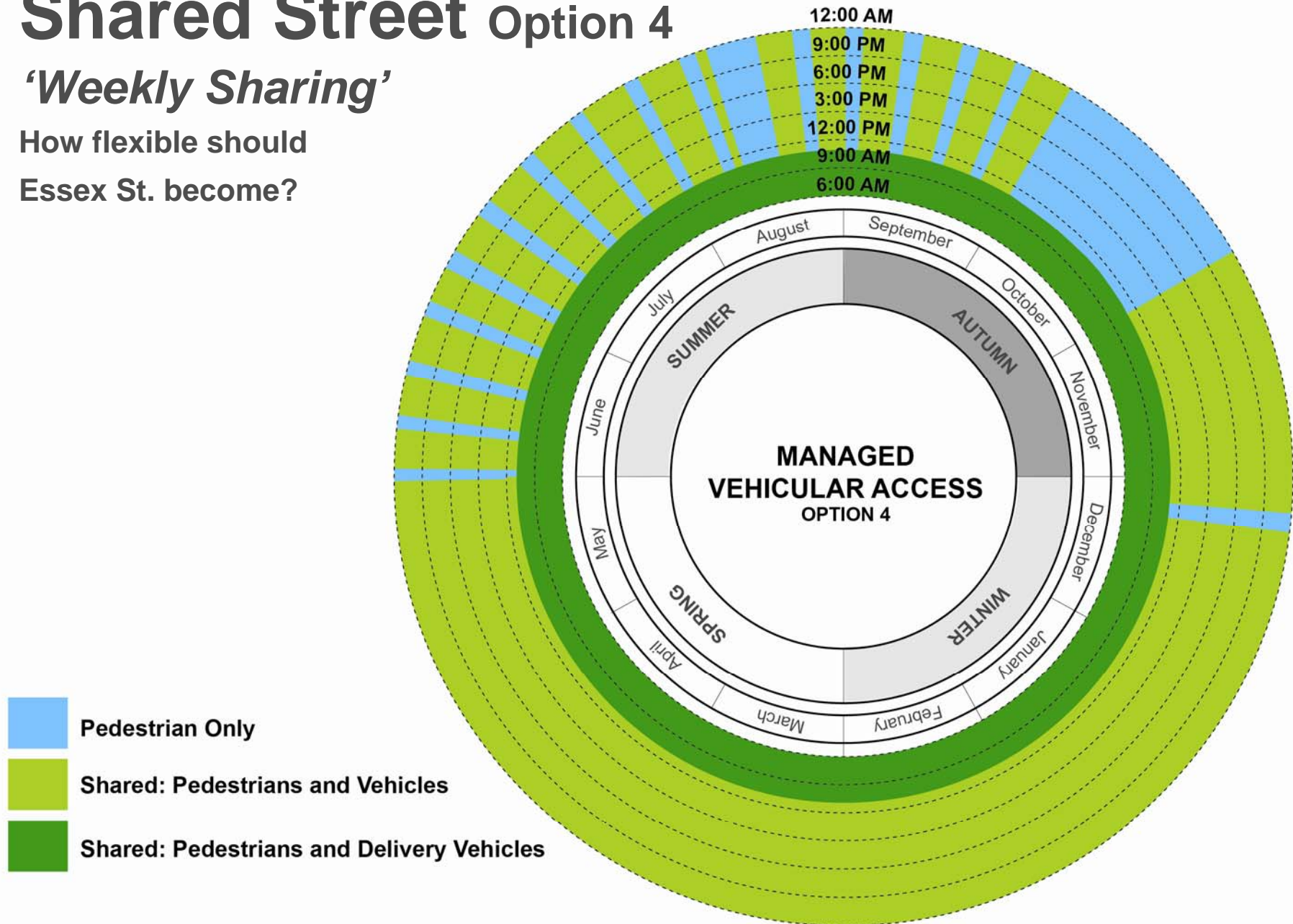
How flexible should
Essex St. become?



Shared Street Option 4

'Weekly Sharing'

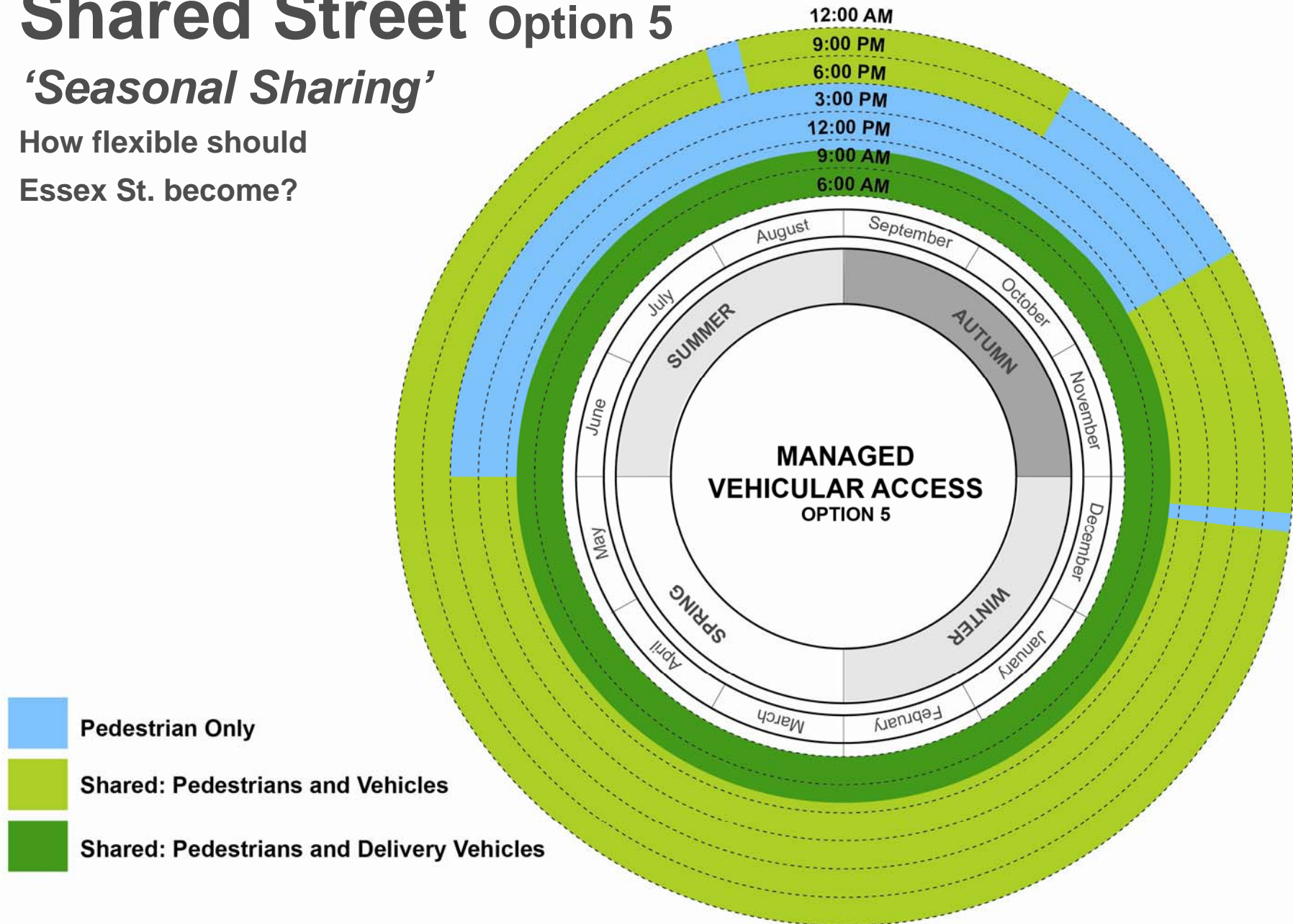
How flexible should
Essex St. become?



Shared Street Option 5

'Seasonal Sharing'

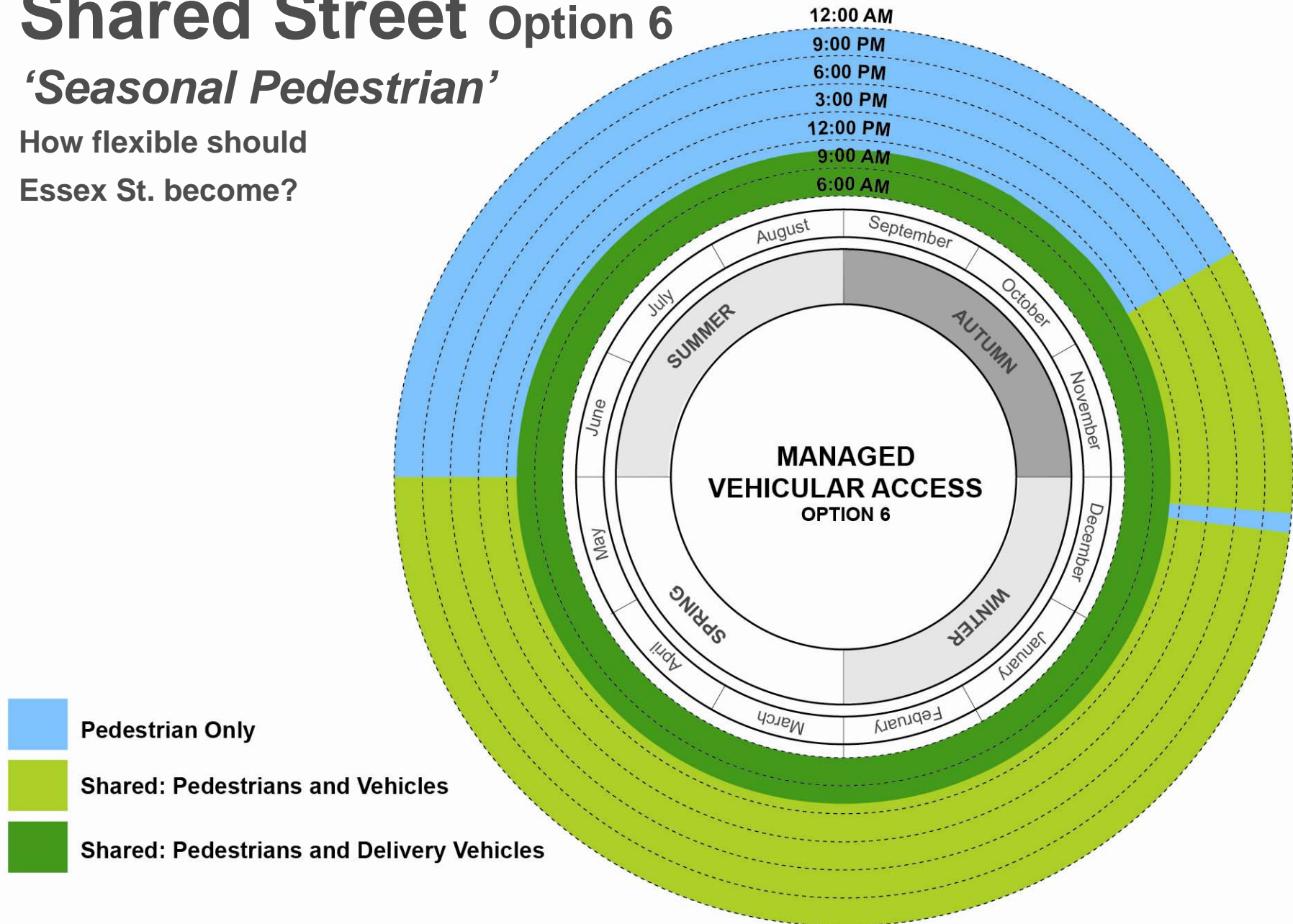
How flexible should
Essex St. become?



Shared Street Option 6

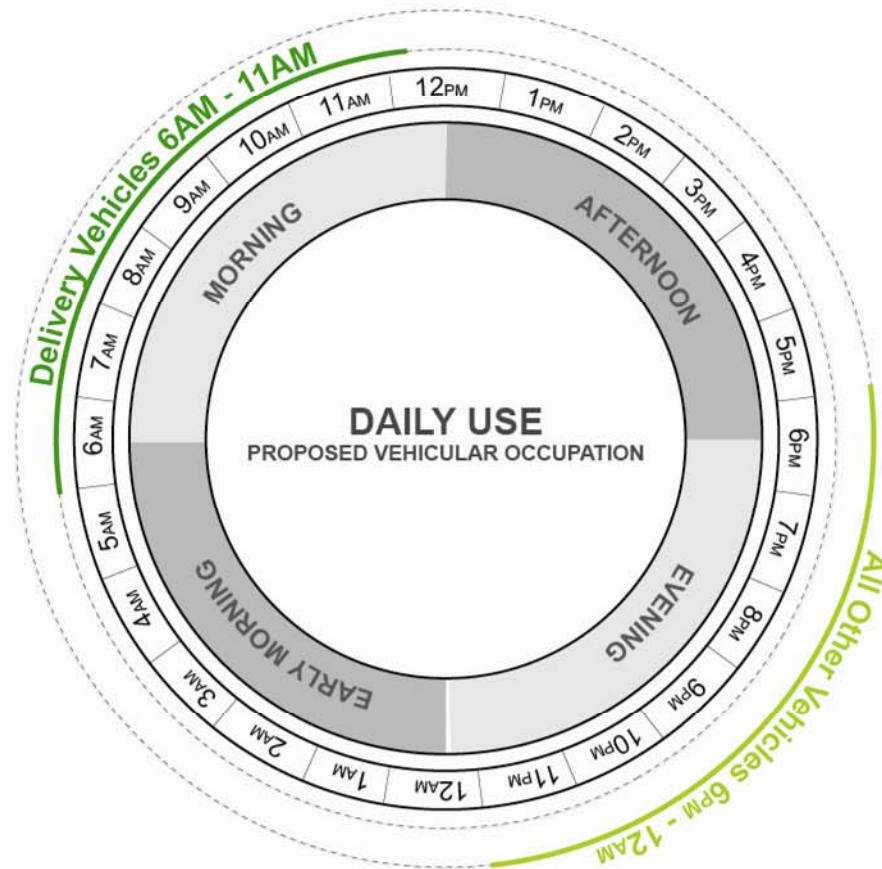
'Seasonal Pedestrian'

How flexible should
Essex St. become?



Daily Flexibility

Typical daytime sharing schedule – increasing activity and safety, fostering an evening dining and shopping culture on Essex Street

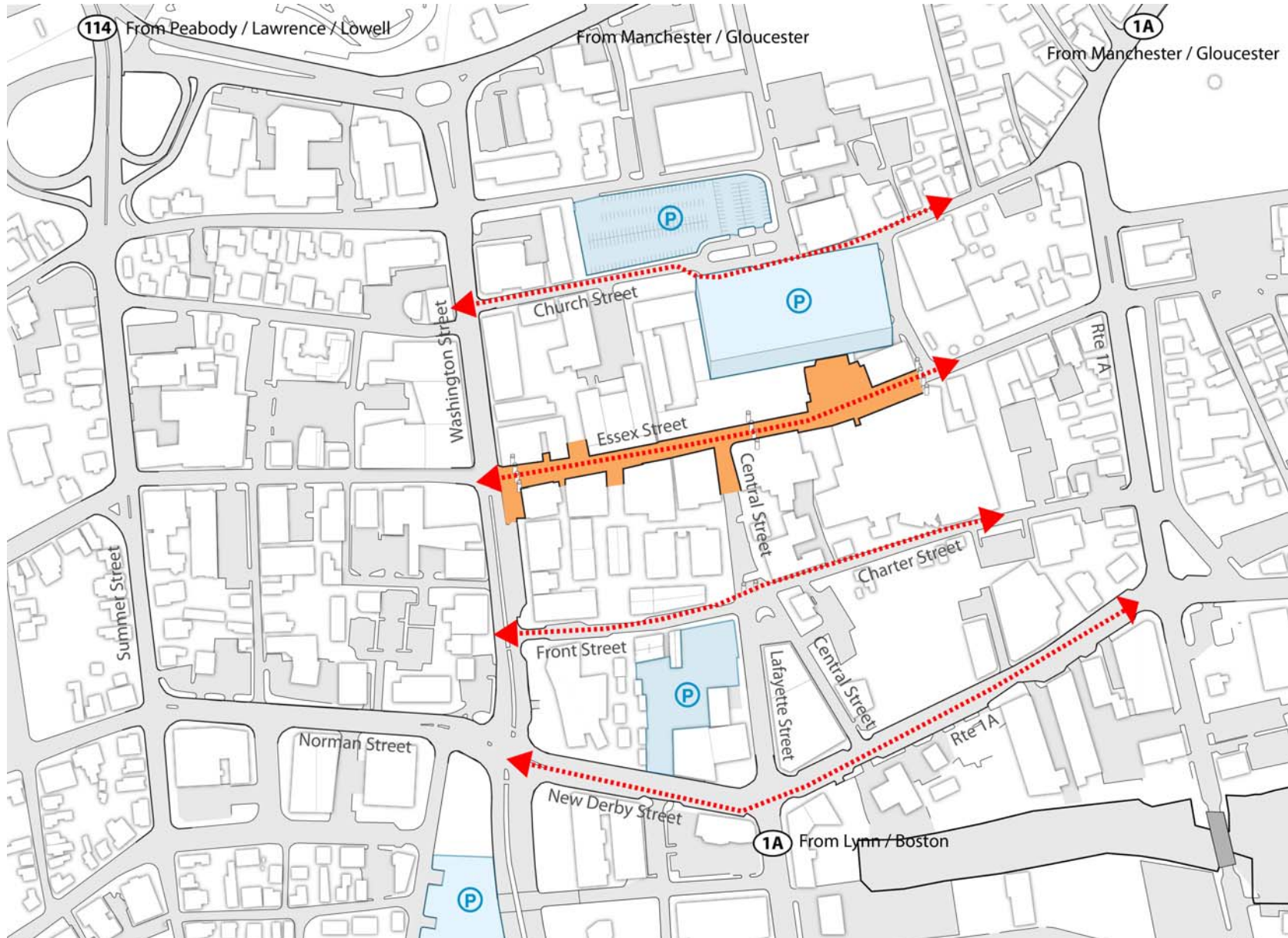


Urban Connectivity

How could Essex Street be better integrated into Salem's urban fabric?

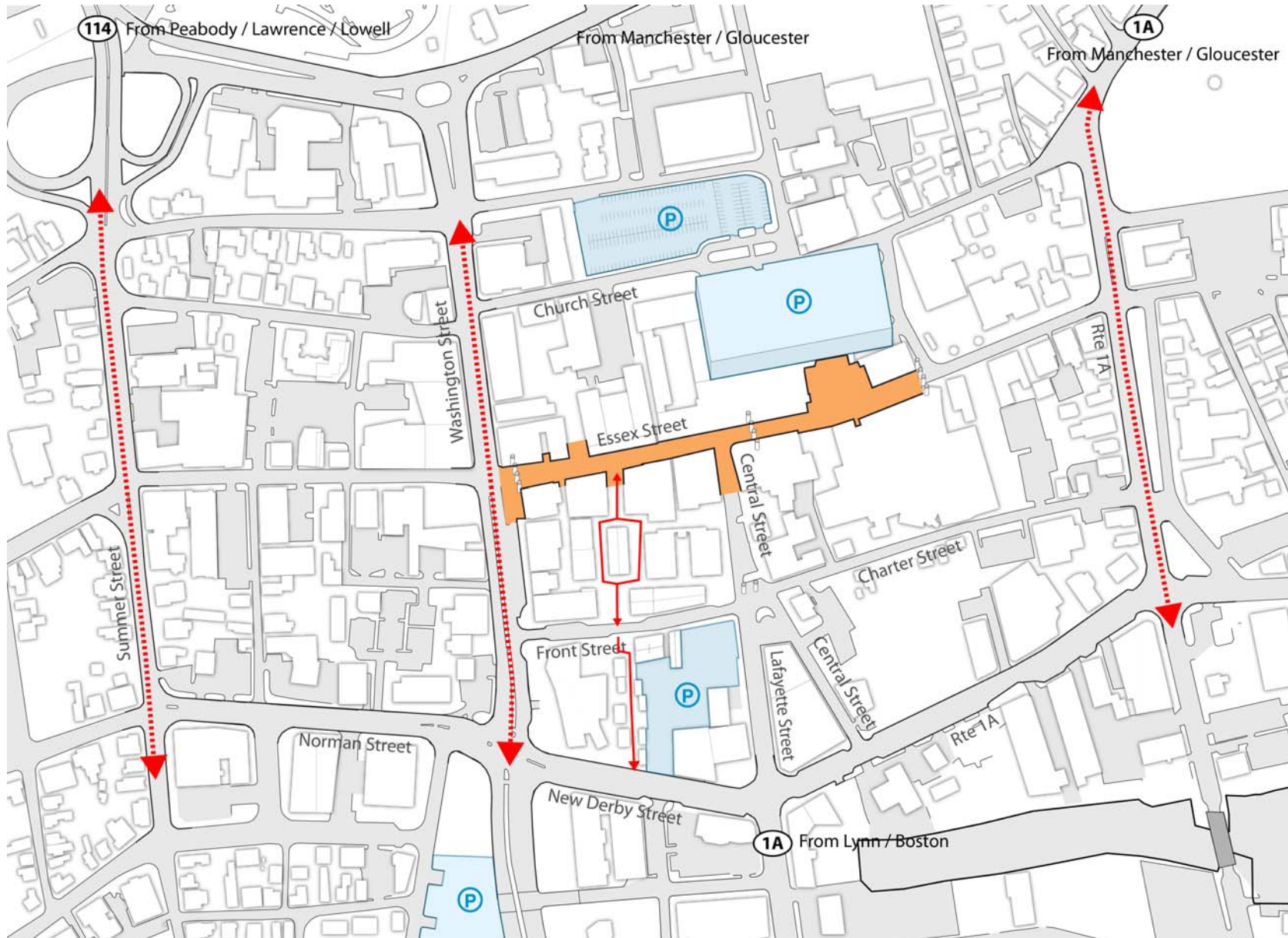
Urban Connectivity

Essex Street is part of a strong East-West connector network, however. . .



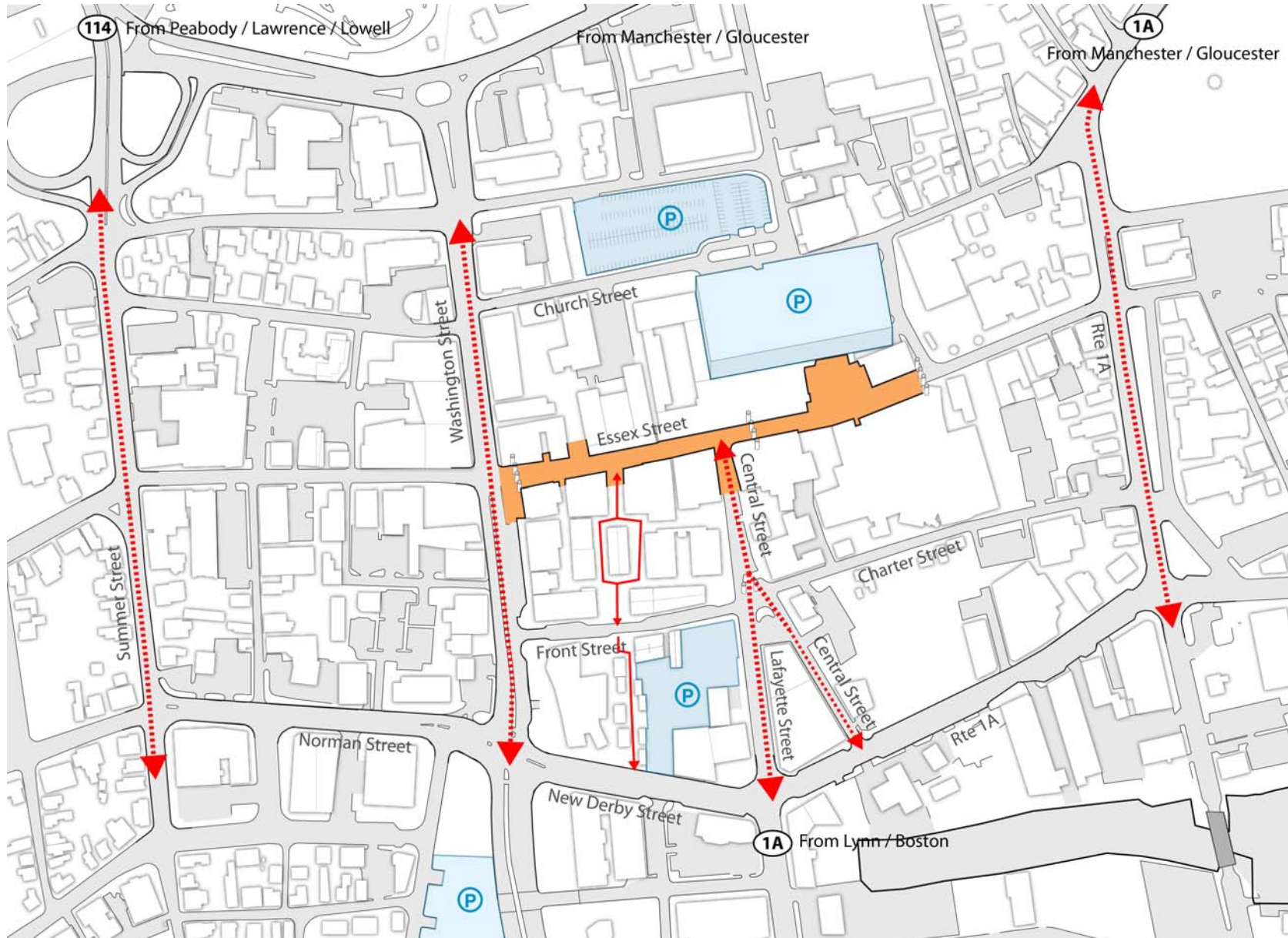
Urban Connectivity

North-South vehicular connections are absent across the length of Essex Street



Urban Connectivity

Could we enhance North-South urban connectivity in downtown Salem?



Urban Connectivity — Traffic Pattern 1

Opening the northern section of Central Street to one-way traffic

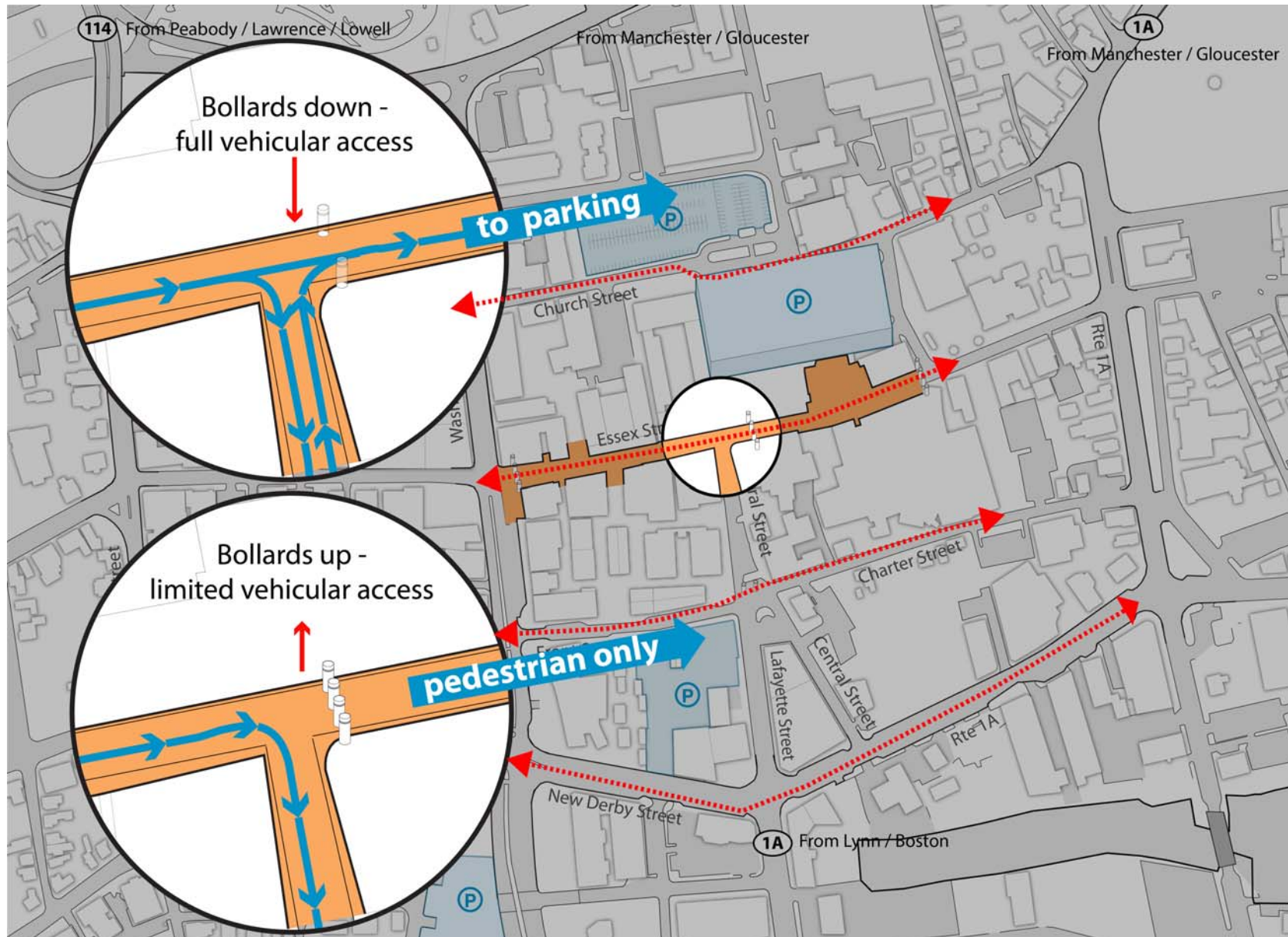


Urban Connectivity — Traffic Pattern 2

Central becomes a two-way street – Essex Street can be half open during peak activity



Urban Connectivity - Central Street Intersection



Design Tools

Strategies for improving the management of
(an already!) shared street

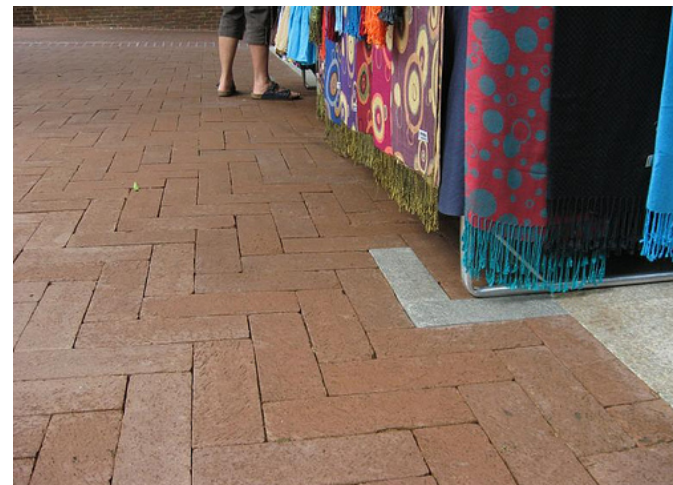
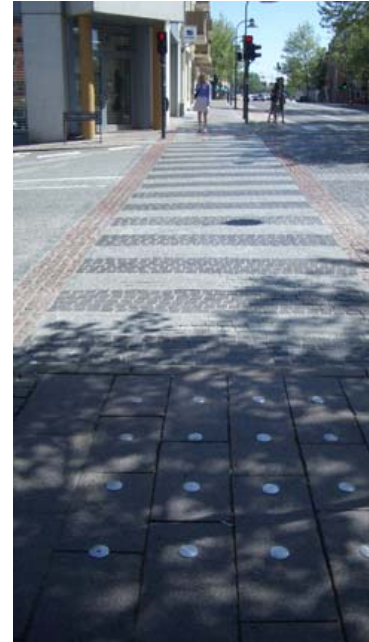
Tools for Managing Shared Space

Separating Devices: Bollards



Tools for Managing Shared Space

Separating Devices: Paving Patterns



Tools for Managing Shared Space

**Sustainability: Stormwater collection and management,
Landscaping opportunities**



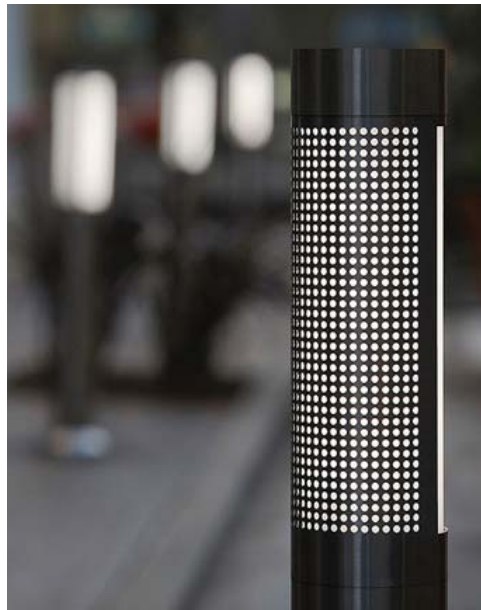
Tools for Managing Shared Space

Separating Devices: Clear Signage



Tools for Managing Shared Space

Safety/ Night-time Security: Lighting – and public art?



Tools for Managing Shared Space

Event Space: Public Art and Performances



Tools for Managing Shared Space

Resting Space: Street furniture



Design Scenarios

Tools deployed on Essex Street – two new streetscapes for Salem

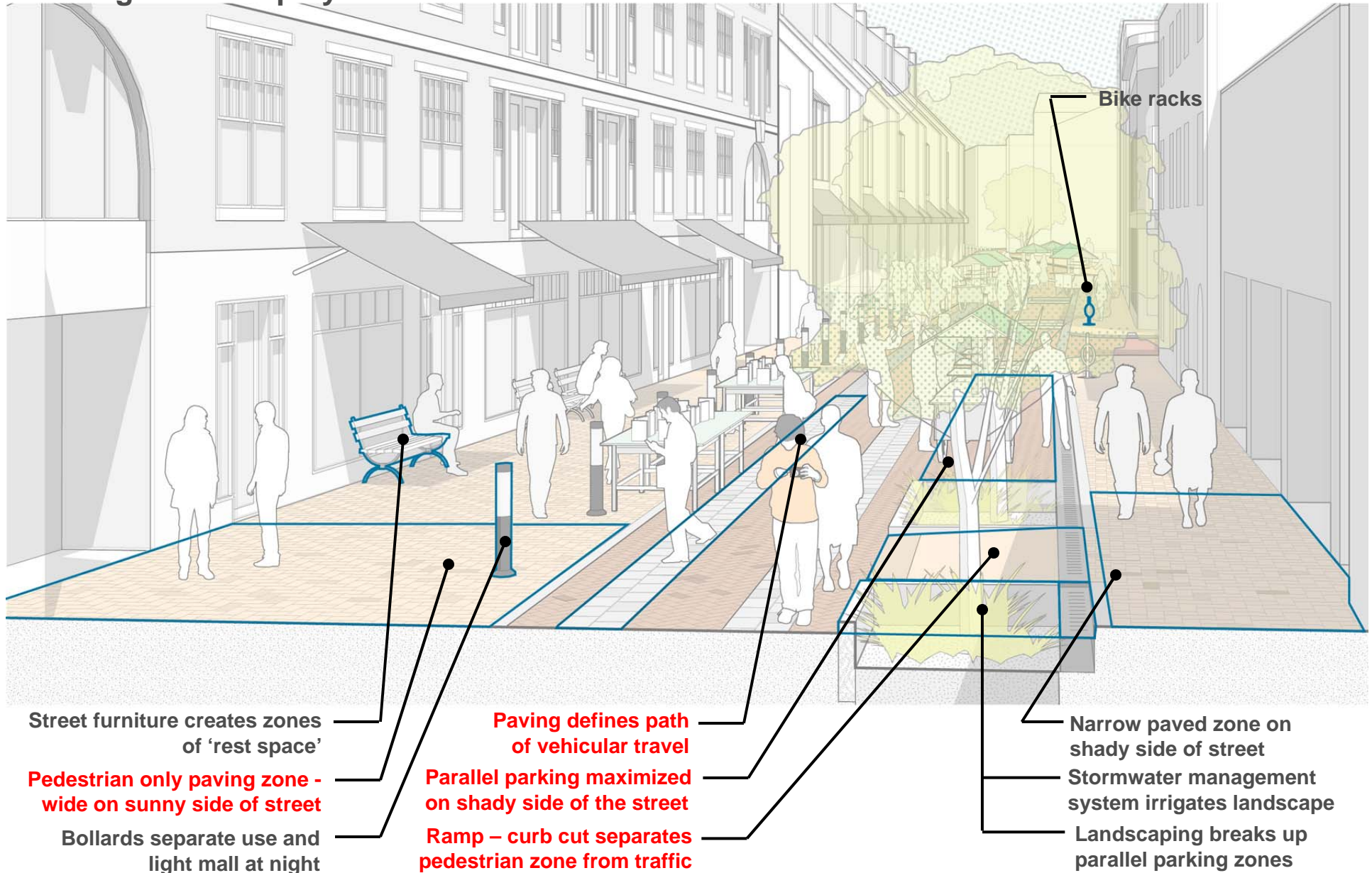
Managed Shared Street – Scenario 1

Festival Days – Pedestrians only



Managed Shared Street – Scenario 1

Design tools deployed on Essex Street

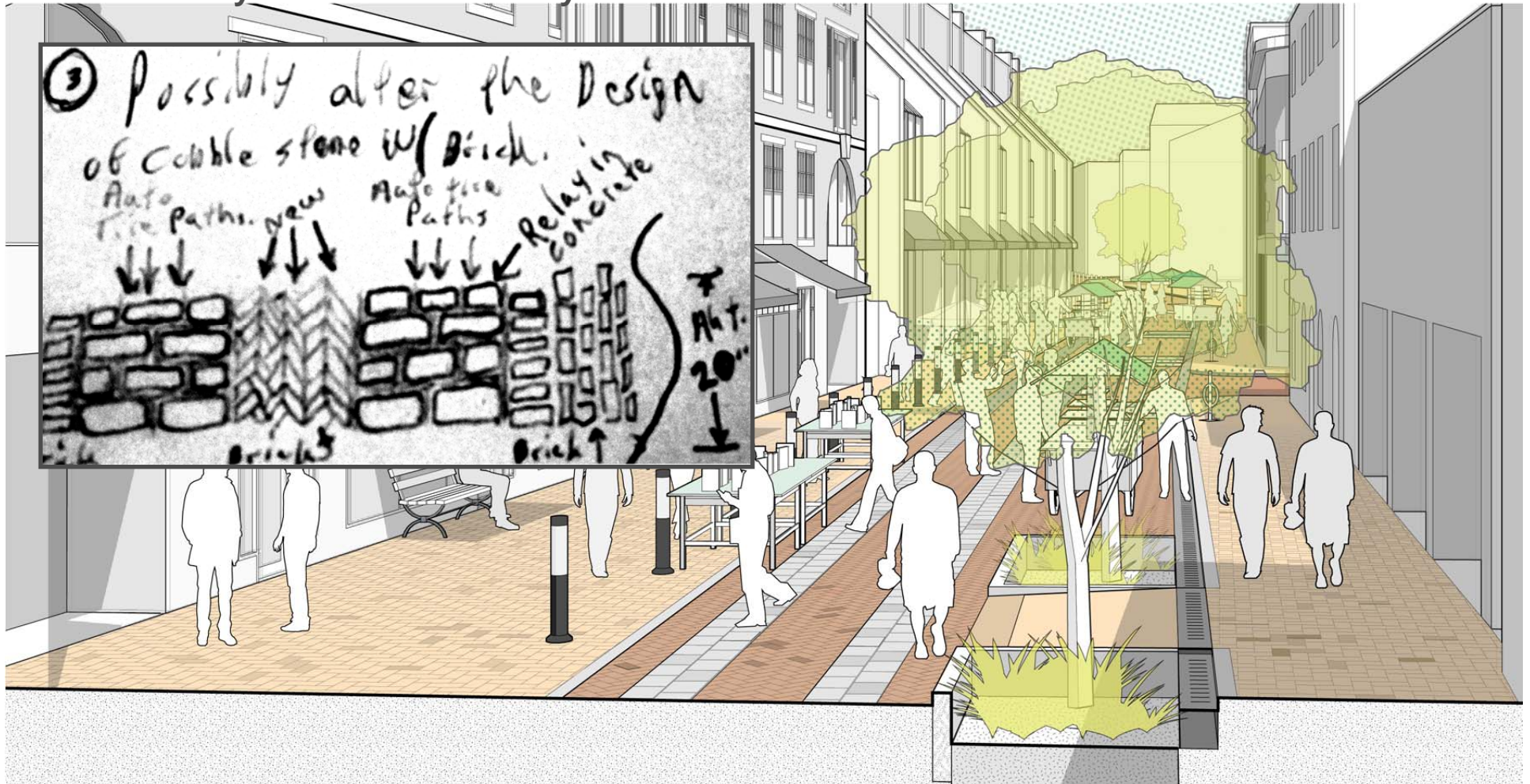


Historic Essex Street . . .



Managed Shared Street – Scenario 1

Festival Days – Pedestrians only



Comment card design suggestion (Meeting 1)

Managed Shared Street – Scenario 1

Festival Days – Pedestrians only



Managed Shared Street – Scenario 1

Partially closed to traffic – pedestrians rule the street



Managed Shared Street – Scenario 1

Street shared at maximum level



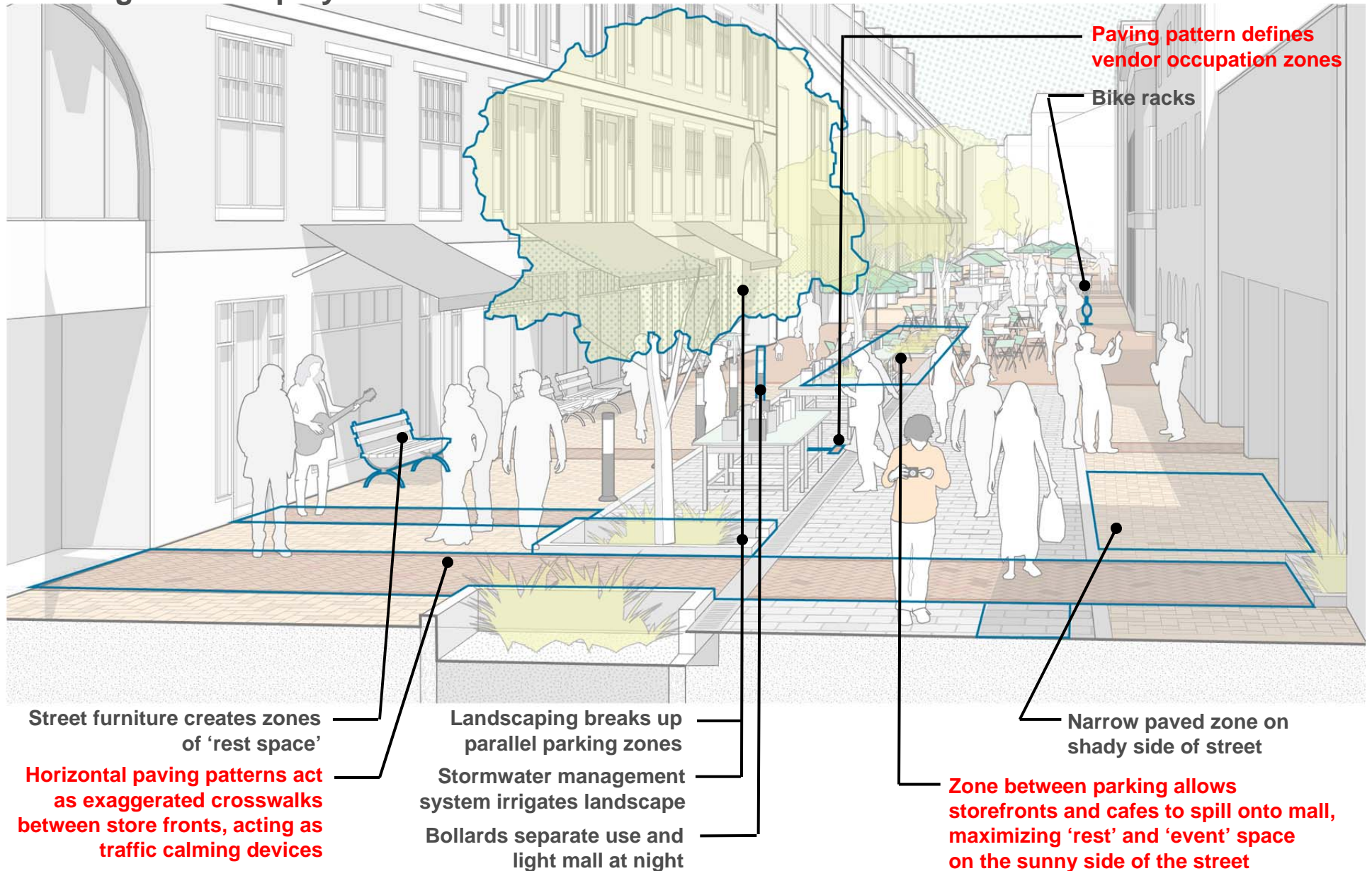
Managed Shared Street – Scenario 2

Festival Days – Pedestrians only



Managed Shared Street – Scenario 2

Design tools deployed on Essex Street



Managed Shared Street – Scenario 2

Festival Days – Pedestrians only



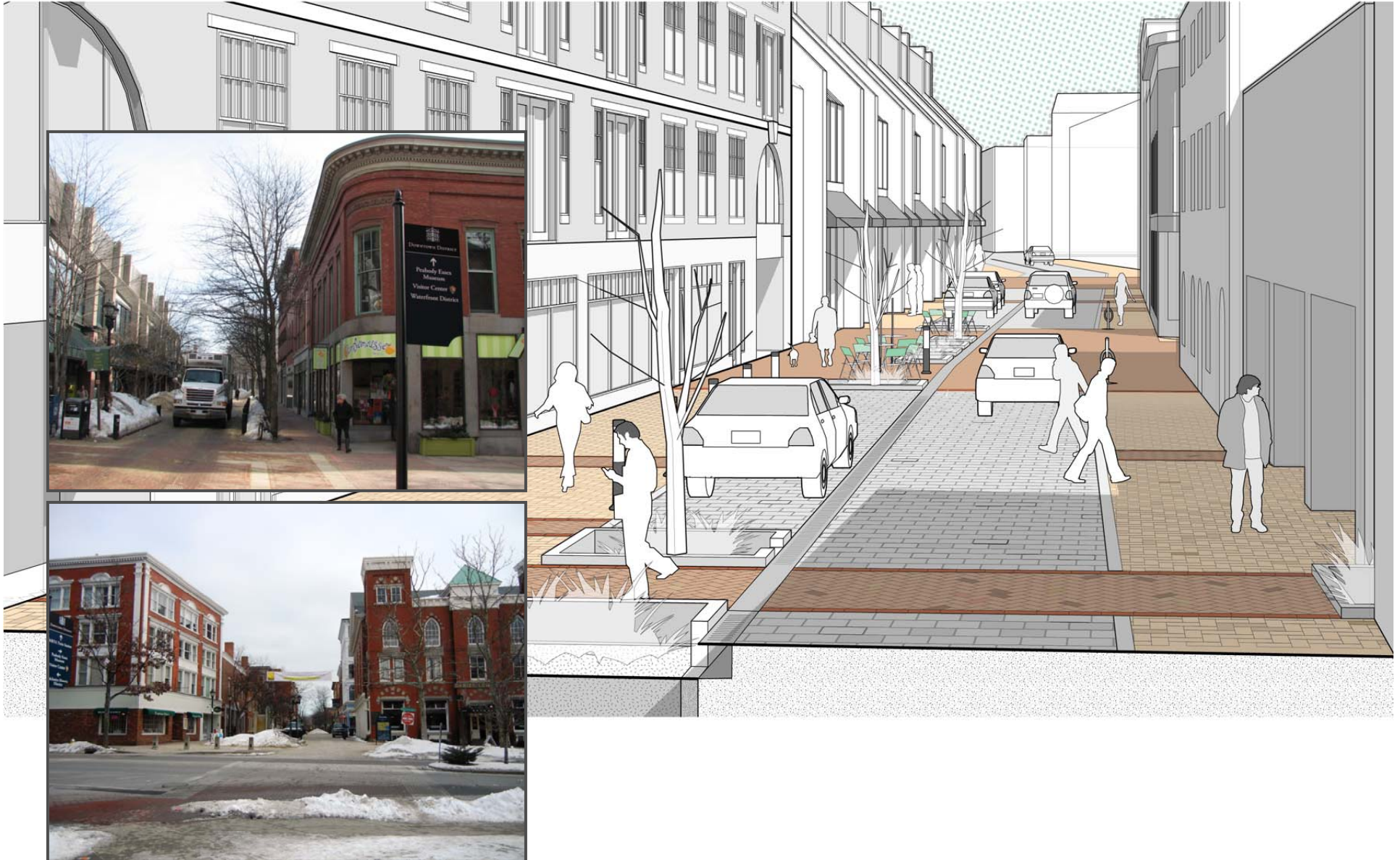
Managed Shared Street – Scenario 2

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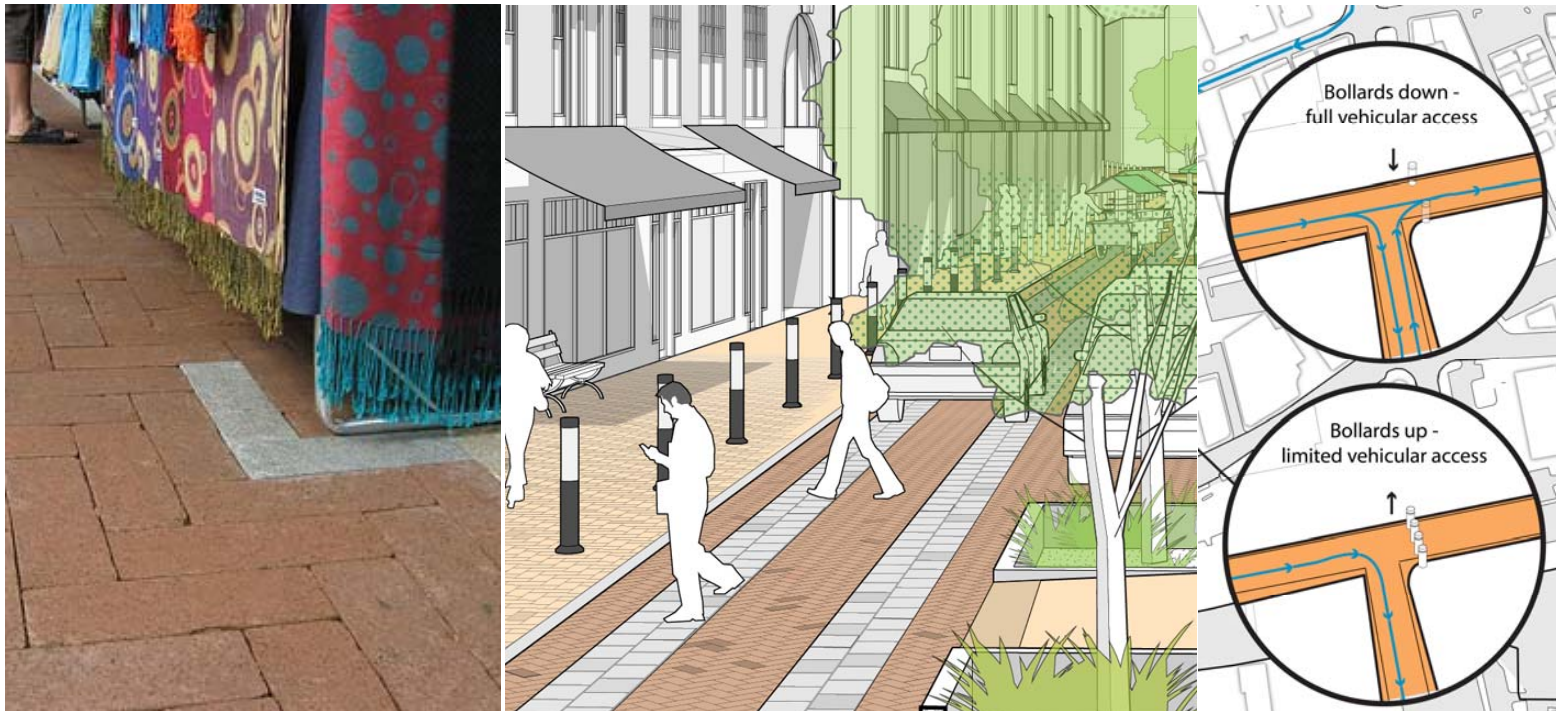
Managed Shared Street – Scenario 2

Street shared at maximum level



Discussion: What Works Best

- What design tools or scenario work best for Salem and for Essex Street?
- How should Essex Street be better integrated into Salem's downtown fabric?



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Closing Comments – Mayor Driscoll

Red Dots

- Feedback on shared street time management options
 - You each have two red dots
 - Please go over to one of the “Shared Street” poster boards and place your dots on your two favorite options, or you can put two dots on one option.