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

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
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