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

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 - 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
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:

- On the Mall
- Near the Mall
- Elsewhere

Bar chart showing:
- Combinations of Property Owner & Resident
- Merchant/Restaurant Year Round
- Resident
- Professional Office
- Property owner
- Tourist Destination
- Merchant/Restaurant Seasonal
Last Month’s Meeting - Summary

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

- Walking/Strolling
- Charm (Look & Feel)
- Shops/Shopping
- Activities (Events, PEM)
- Sense of Community
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

- Improved Street Surface
- Better Layout/Design/Signage
- Management of Delivery Vans & Cars
- Enhanced Shopping (Appearance, Type)
- Redesigned Fountains
- More Outdoor Seating/Dining
- Increased Safety/Security
- More Lighting
- Improved Cleanliness
- Greater Access (Pedestrian, Handicapped)
- More Bicycle Access
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?

**Physical Environment**
- Rich and diverse architectural heritage
- Environmentally sustainable
- Flexible, durable and easy to maintain public realm
- Operations budget

**Place**
- Pedestrian counts
- Promenading, people watching, pedestrian activity
- Safe and welcoming destinations
- Healthy retail mix
- Busy festivals and markets
- Year-round and diverse programming of spaces and edges
- Number of programmed events
- Crime statistics

**Events and Activities**
- Destinations
- Healthy retail mix
- Busy festivals and markets
- Safe and welcoming
How does a great urban place work?
walkable and busy...
Copenhagen, Denmark
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
Regional Draw
one of many regional urban leisure spaces (in a 75 mi radius)
Block Length
low urban connectivity

ESSEX STREET
Salem, MA
950 FEET

CHURCH STREET
Burlington, VT
400 FEET

MAIN STREET
Charlottesville, VA
250 FEET
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

Seasonal Events
Essex Street Pedestrian Mall

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

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

- pedestrian counts

- 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

- flexible, durable and easy to maintain public realm
- operations budget
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 (+/-)

Generous Sidewalks

Sidewalk (sunny side):
- width varies with street edge
- Right of Way
- Parallel Parking

Sidewalk (shady side):
- 8’ typical width

Narrow

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