Designing the Future Pedestrian Mall
March 8, 2011
Welcome – Mayor Kimberley Driscoll

• Background for tonight’s discussion
The Big Picture

- Tonight is the third 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

• 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
7:45 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”
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 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

- Bollards down - full vehicular access
- Bollards up - limited vehicular access
- Pedestrian only
- To parking
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

- Street furniture creates zones of ‘rest space’
- Pedestrian only paving zone - wide on sunny side of street
- Bollards separate use and light mall at night
- Paving defines path of vehicular travel
- Parallel parking maximized on shady side of the street
- Ramp – curb cut separates pedestrian zone from traffic
- Narrow paved zone on shady side of street
- Stormwater management system irrigates landscape
- Landscaping breaks up parallel parking zones
- Bike racks
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

- Street furniture creates zones of ‘rest space’
  Horizontal paving patterns act as exaggerated crosswalks between storefronts, acting as traffic calming devices
- Landscaping breaks up parallel parking zones
  Stormwater management system irrigates landscape
  Bollards separate use and light mall at night
- Narrow paved zone on shady side of street
- Zone between parking allows storefronts and cafes to spill onto mall, maximizing ‘rest’ and ‘event’ space on the sunny side of the street
- Paving pattern defines vendor occupation zones
- Bike racks
Managed Shared Street – Scenario 2
Festival Days – Pedestrians only
Managed Shared Street – Scenario 2

Partially closed to traffic – pedestrians rule the street
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.