Designing the Future
Pedestrian Mall
April 12, 2011
Welcome – Mayor Kimberley Driscoll

Background for tonight’s discussion
The Big Picture

Tonight is the last of four meetings
Objectives for Tonight

• Summarize meetings 1, 2, and 3
  - Meeting 1: Your initial input on Essex Street
  - Meeting 2: ‘Great Places’ and Essex Street observations
  - Meeting 3: Managing, connecting and designing a better street

• Present Design Recommendations and Next steps for Street Management
  - Strategies and specific design interventions that will add to the vibrancy of Essex Street for any level of sharing (from pedestrian/delivery vehicles only to a fully shared condition)
  - How much and when should Essex Street be shared? How will sharing be managed?
Agenda for Tonight

6:30  Welcome, background, objectives, agenda and ground rules for tonight

6:40  Summary of Meetings 1, 2, and 3

7:00  Design and Shared Street Management Recommendations

7:30  Feedback

7:50  Next steps

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
Historic Essex Street

Then and now...
Your input on Essex Street

What you thought was good about Essex Street

- Walking/Strolling
- Historic Charm
- Shops/Shopping
- Activities (Events, PEM)
- Sense of Community
Your input on Essex Street
What you thought could make Essex Street better

- Improved Street Surface
- Better Layout/Design/Signage
- Delivery Vehicle Management
- Enhanced Shopping (Appearance, Type)
- Redesigned Fountains
- More Outdoor Seating/Dining
- Walking/Strolling
- More Lighting
- Improved Cleanliness
- Greater Access (Pedestrian, Handicapped)
- More Bicycle Access
Your input on Essex Street
Flexibility as a recommended tool for a better street

Flexible access depending on foot traffic, season, time of day

If you do not open up the road... seasonally, flexibility...

Please leave this card on your chair following the meeting.
What makes a great urban place?

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

PEOPLE
- destinations
  - healthy retail mix
  - busy festivals and markets
  - safe and welcoming
- pedestrian counts
- number of programmed events
- crime statistics
- retail occupancy rate

PLACE
- rich and diverse architectural heritage
- environmentally sustainable
- flexible, durable and easy to maintain
- public realm

PHYSICAL ENVIRONMENT
- operations budget
- "promenading", people watching, pedestrian activity
- year-round and diverse programming of spaces and edges

EVENTS AND ACTIVITIES
How does a great urban place work?

Walkable, active (day and night), extroverted, flexible for public events

Copenhagen, Denmark

Campo di Fiori, Rome, Italy
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
How does Essex Street compare?

Compared to ‘successful’ North American pedestrian malls, Essex Street suffers from a high degree of regional competition (75 mile radius)
How does Essex Street compare?

Essex Street is a single, uninterrupted block with poor urban connectivity – *over 900 feet long with no cross streets or vehicular intersections*. 
Essex Street Observations
Peak event season is between July and October with very little activity between November and June
How would a more flexible Essex street feel?

Shared Street, Active Urban Space: New Road, Brighton, England
Current Condition

In spite of the varying event calendar, Essex Street’s use patterns are the same all year round:

Shared between pedestrians and tourist/delivery/emergency vehicles
Shared Street Option 1

‘Maximum Pedestrian’
How flexible should Essex Street become?
Shared Street Option 2

‘Maximum Sharing’
How flexible should Essex Street become?
Shared Street Option 3

‘Daily Sharing’

How flexible should Essex Street become?
Shared Street Option 4

‘Weekly Sharing’

How flexible should Essex Street become?
Shared Street Option 5

‘Seasonal Sharing’

How flexible should Essex Street become?
Shared Street Option 6

‘Seasonal Pedestrian’

How flexible should Essex Street become?
Board 1 + 2 Totals

<table>
<thead>
<tr>
<th>Maximum pedestrian</th>
<th>Sharing with non-delivery vehicles</th>
</tr>
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<tbody>
<tr>
<td>28+32</td>
<td>Maximum sharing: 19+1</td>
</tr>
<tr>
<td></td>
<td>Daily sharing: 6+5</td>
</tr>
<tr>
<td></td>
<td>Weekly sharing: 10+7</td>
</tr>
<tr>
<td></td>
<td>Seasonal sharing: 3+6</td>
</tr>
<tr>
<td></td>
<td>Seasonal pedestrian: 2+12</td>
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</tbody>
</table>

Total 60 71
Opportunities for urban connectivity

How could a shared Essex Street work within Salem’s urban fabric?
Design tools for managing Essex Street

What elements will make the street better for any level of sharing?

**Goal:** encouraging, managing and enhancing diverse activity on a unique street
Your Feedback from Meeting 3
Next Steps for Shared Street Management and Design Recommendations
Can we focus on repairing it as a PEDESTRIAN man first, then worry about the possibility of limited traffic.
Design Decisions and Street Management
Two very different sets of decisions

<table>
<thead>
<tr>
<th>Design Decisions</th>
<th>Shared Street Management Decisions</th>
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</thead>
<tbody>
<tr>
<td>Which ‘design tools’ should be applied to manage a shared street?</td>
<td>How shared should Essex Street become?</td>
</tr>
<tr>
<td>Where and how much should these ‘design tools’ be implemented?</td>
<td>When should Essex Street be shared?</td>
</tr>
<tr>
<td>What areas of Essex Street are best suited for public events? For urban ‘rest’ space?</td>
<td>Are we going to test out shared scenarios before we commit to sharing Essex Street?</td>
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<tr>
<td>How exactly does the shared right of way work to keep pedestrians safe?</td>
<td>Who will open and close the street if vehicles are allowed?</td>
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</table>
Shared Street –
Recommendation

Select a management scenario that will
increase activity during the quiet
months and enhance pedestrian safety
and enjoyment year-round
Shared Street – Next Steps

Sort out *how much and when* sharing should occur on the Essex Street Mall and determine how the sharing is managed.
Shared Street – Next Steps

1. **Collect additional data** - Conduct a further investigation into use patterns, generate a pedestrian movement survey

2. **Select a preferred sharing option**

3. **Test the preferred option** – test degrees of sharing during controlled test periods

4. **Commit to a management scenario** – Explore management options and decide upon the best entity to manage the mall moving forward
Design Recommendations

Strategies and specific design interventions that will add to the vibrancy of the Essex Street Mall for any level of sharing – from a pedestrian-only (with managed deliveries) to a fully-shared condition
Managed Shared Street - Scenario 1
Tree/parking on south side of street / Linear paving
Managed Shared Street - Scenario 2
Tree/parking on north side of street / Perpendicular paving
Your Comments (from meeting 3)

- Bring back (or keep) the ambiguity of the vehicular travelway to slow traffic down.

- Shops
  - ballards
  - cobble streets
  - rain gardens
  - smooth walkway
  - shops
A design for peak event season
Strategies to frame visitor activities, to manage events and vendors
A Plan for Essex Street

Essex Street study area
A Plan for Essex Street
A better street: Open to a range of activities, seasons and connections
A Plan for Essex Street

Right of Way and programmed ‘eddies’ for any level of sharing: with or without vehicles, during festival days, early summer, quiet winter months
What are the plans for performance artists at the busiest season? Performance art is a practical dynamic of crowd safety in large crowds.
Active Space zones for performances, events and play
Active Space (in detail)
Rest Space zones ideal for pause and observation
Rest Space (in detail)

Capitalizing on unrealized opportunities for connection and pause – a local route through Cervoni Way, the well traveled path to Derby Square
Your Comments (from meeting 3)

add fun areas to draw crowds

in ground fountains for kids to cool off
Public Art
Opportunity: Zone for active play, events and public leisure
Public Art for Play and Public Leisure
Public Art Opportunity: Engage underutilized vertical surfaces as backdrops for activity
Vertical Public Art
Your Comments (from meeting 3)

Lighting & public art for connectivity throughout all of downtown Salem.

I also think if you should have some way of lighting the road.
Public Art Opportunity: Engage urban connections, enhance safety, rest space and the character that already exists along Essex Street

meeting 4
Finer Grain Public Art
Public Art Opportunity: Gateways to Essex Street
Public Art as Gateway
A design for peak event season
Strategies to frame visitor activities, to manage events and vendors
Your Comments (from meeting 3)

Allow the Trolley to ride right on Tru. To Washington St.

Need Trolley to be able to come down the mall.

Maybe trolley should run late.
A design for the quieter months
Strategies to enhance activity and safety all year round
A design for increased activity – day and night
Strategies to enhance activity and safety all year round
What happens next?

Mapping out the design process:

*Once funding is in place, design and construction can begin*
Shared Street – Next Steps

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Closing Comments –
Mayor Driscoll