Pedestrian & Transit Malls Study

CENTER CITY COMMISSION
www.downtownmemphis.com

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Pedestrian & Transit Malls Study

Historical Overview of Malls in North America

- Pedestrian/Transit malls originally seen as downtown answers to suburban shopping malls in 1960s and ‘70s
- First North American mall built in Kalamazoo, Michigan, 1959
- Approximately 200 streets in North America were converted to pedestrian/transit malls
- Of those 200 malls, approximately 30 remain
- The others have been reconverted to streets with varying degrees of vehicular access

8th Avenue Mall, Calgary
# Examples of Communities’ Experience with Remaining Pedestrian Malls

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Name</th>
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<th>Length</th>
<th>Reopened</th>
<th>Reference</th>
<th>Design</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspen</td>
<td>CO</td>
<td></td>
<td>6,000</td>
<td></td>
<td></td>
<td></td>
<td>closed to traffic</td>
<td>TLCNET/NYI/SCT/DRA</td>
<td></td>
<td>decided not to expand pedestrian mall</td>
</tr>
<tr>
<td>Boulder</td>
<td>CO</td>
<td>Pearl St.</td>
<td>95,000</td>
<td>1977</td>
<td>4 blocks</td>
<td>closed to traffic</td>
<td>TLCNET/NYI/SCT/DRA</td>
<td></td>
<td>very successful - relies on govt. offices &amp; universities</td>
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<tr>
<td>Burlington</td>
<td>VT</td>
<td>Church St.</td>
<td>39,000</td>
<td>1981</td>
<td>4 blocks</td>
<td>closed to traffic</td>
<td>TLCNET/NYI/MS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cape May</td>
<td>NJ</td>
<td></td>
<td>4,000</td>
<td></td>
<td></td>
<td></td>
<td>closed to traffic</td>
<td>NYT/MS</td>
<td></td>
<td>successful because of tourists - MS</td>
</tr>
<tr>
<td>Charlottesville</td>
<td>VA</td>
<td></td>
<td>43,000</td>
<td>1976</td>
<td>no</td>
<td>8 blocks</td>
<td>closed to traffic</td>
<td>TLCNET/HR/MS/SCT</td>
<td></td>
<td>moderately successful, UVA within 1 mile</td>
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<tr>
<td>Denver</td>
<td>CO</td>
<td>16th St. Mall</td>
<td>554,000</td>
<td>1982</td>
<td>electric buses</td>
<td>13 blocks</td>
<td>closed to traffic</td>
<td>HR/MS/SCT/PI</td>
<td></td>
<td>highest rents at mall/116,000 office workers within 2 blocks &amp; tourists</td>
</tr>
<tr>
<td>Ithaca</td>
<td>NY</td>
<td>Ithaca Commons</td>
<td>29,000</td>
<td>1975</td>
<td>no</td>
<td>3 blocks</td>
<td>closed to traffic</td>
<td>TLCNET/MS/HP/SCT/DM</td>
<td></td>
<td>HP case study, 95% occupancy</td>
</tr>
<tr>
<td>Madison</td>
<td>WI</td>
<td>State Street</td>
<td>208,000</td>
<td>1970's</td>
<td>buses</td>
<td>6 blocks</td>
<td>closed to traffic</td>
<td>AV/PI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minneapolis</td>
<td>MN</td>
<td>Nicollet Mall</td>
<td>363,000</td>
<td>1967</td>
<td>buses</td>
<td>14 blocks</td>
<td>closed to traffic</td>
<td>TLCNET/HR/APA/SCT/PI</td>
<td>2-way</td>
<td>160,000 workers within 2 blocks; 30,000 residents within walking distance of mall</td>
</tr>
</tbody>
</table>

## Struggling Pedestrian Malls

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Name</th>
<th>Population</th>
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<th>Reference</th>
<th>Design</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffalo</td>
<td>NY</td>
<td>Main Street</td>
<td>293,000</td>
<td>1986</td>
<td>LRRT</td>
<td>10 blocks</td>
<td>proposed</td>
<td>5CT/DRA</td>
<td></td>
<td>allowing cars is being discussed</td>
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<tr>
<td>Evansville</td>
<td>IN</td>
<td></td>
<td>122,000</td>
<td>1971</td>
<td>trolley</td>
<td>7 blocks</td>
<td>proposed</td>
<td>5CT/DRA</td>
<td></td>
<td>Occupancy very low, few thriving businesses</td>
</tr>
<tr>
<td>Fresno</td>
<td>CA</td>
<td>Fulton Mall</td>
<td>428,000</td>
<td>1964</td>
<td>no</td>
<td>6 blocks</td>
<td>proposed</td>
<td>HR/APA/FF</td>
<td></td>
<td>HR case study, Plan proposed to reopen mall to 2-way traffic</td>
</tr>
<tr>
<td>Honolulu</td>
<td>HI</td>
<td>Fort St. Mall</td>
<td>372,000</td>
<td>1969</td>
<td>no</td>
<td>6 blocks</td>
<td>proposed</td>
<td>HA/HR/PI</td>
<td></td>
<td>HR case study, Hawaii Pacific University Campus nearby</td>
</tr>
<tr>
<td>Miami Beach</td>
<td>FL</td>
<td>Lincoln Road</td>
<td>362,000</td>
<td>1959</td>
<td>trans</td>
<td>no</td>
<td>proposed</td>
<td>HP/APA/PI</td>
<td>2-way</td>
<td></td>
</tr>
<tr>
<td>Raleigh</td>
<td>NC</td>
<td>Fayetteville St. Mall</td>
<td>376,000</td>
<td>1976</td>
<td>no</td>
<td>4 blocks</td>
<td>proposed</td>
<td>NYT/APA/PV/PI</td>
<td></td>
<td>has had limited success, &quot;not commercially viable&quot; - PI</td>
</tr>
<tr>
<td>St. Louis</td>
<td>MO</td>
<td>North 14th St. Mall</td>
<td>348,000</td>
<td>1980's</td>
<td>no</td>
<td>2 blocks</td>
<td>proposed</td>
<td>St. Louis web/PI</td>
<td></td>
<td>&quot;Project totally backfired - all retail stores are gone&quot; - PI</td>
</tr>
</tbody>
</table>

Source: City of Buffalo 2001 Staff Analysis of Buffalo Place Mall
Examples of Remaining Malls

Nicollet Mall, Minneapolis

Charlottesville, Virginia

State Street, Madison
Examples of Remaining Malls

- State Street, Madison, WI: open to buses, city vehicles, delivery vehicles, and bicycles; shopping and dining destination.

- Downtown Mall, Charlottesville, VA: expanded in 2003; 120 shops and 30 restaurants; includes an amphitheater, bus terminal, movie theater, and ice skating rink.

- Nicollet Mall, Minneapolis: 11 blocks; open to taxis and buses; upscale shopping and dining district; (Currently studying the feasibility of converting to a complete street.)

- San Diego, CA – C Street: C Street is a transit mall and pedestrian only mall; Retail uses do no cater to employee, residential, and visitor base.

- Denver, CO: 16th Street is a transit mall and pedestrian only mall; (Currently studying the feasibility of re-opening street.)
C Street in San Diego

- The retail on C Street in San Diego is inappropriately low-end and unattractive
- Auto-oriented streets in nearby Gaslamp Quarter are thriving with restaurants and retail
Questionable Success: Denver’s 16th Street Mall

- Free transit line reportedly works for commuters, but not for retail
- Retail mix has deteriorated over the years, now fast food restaurants, souvenir shops, quick cash stores,
- Transients loiter
- Uncomfortable and threatening environment

On the other hand:
- Mall extended in 2001 and 2002
- Free transit line with 60,000 riders per weekday
- Sections home to higher-end national chains: Chili’s, Cheesecake Factory, Gap, Virgin Records, ESPN Zone,
- Group in Denver is leading public discussions on the mall’s future, including the feasibility of reopening street.
The majority of cities report negative economic impacts
- Vacancy rates along the mall increase
- Retail businesses report reduced sales in the long run
- Downtown’s market base diminishes from the overall community to the downtown neighborhood itself
- Retail focus shifts from comparison and destination goods/services to convenience goods/services

A few cities report positive economic impacts
- Attraction of higher-end retail when managed by limited entity
- Development of indoor shopping centers along the mall
- Increased foot traffic and window shopping

**Conclusion:** In most cases pedestrian malls in North America have experienced negative economic results from the original conversion.

Sources: IDA Brian Trust Report: Pedestrian Malls, and City of Buffalo 2001 Staff Analysis of Buffalo Place Mall
Reported Economic Impacts of Pedestrian Malls

**Buffalo, New York**

- Mall constructed in 1987
- Some blocks reopened to vehicles in 2000

For remaining pedestrian blocks:

- Private property along the Main Street corridor decreased in assessed value by 48% from 1987 to 2001
- Retailer occupancy dropped by 47% from 1987 to 2001
- Overall vacancy rate increased by 28% from 1987 to 2001

**Portland, Oregon**

- Pedestrian improvements did not help retail
- BID reported that rent (function of sales) dropped 25% when established
- Phased re-opening to light rail and vehicular traffic

Source: City of Buffalo 2001 Staff Analysis of Buffalo Place Mall
Reported Economic Impacts of Pedestrian Malls

- Westminster Mall actually **made things worse**…In the early 1980s, the mall was returned to auto use, though the sidewalks were made wider and the street trees and lighting were improved and coordinated. Westminster has not yet recovered from the misguided experiment.”

-- Peter Armato, The Downcity Partnership, Inc., Providence, RI

- “In retrospect, all generally are considered to have been **disasters** in that it is felt that they **contributed to the decline** of the streets from a business/retailing perspective.”

– Harry Finnigan, Pittsburgh Downtown Partnership, on that city’s pedestrian malls

Sources: IDA Brian Trust Report: Pedestrian Malls
Pedestrian Mall Reversals

- Nearly 85% of the original 200 American pedestrian/transit malls have been reopened to traffic, examples follow

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<th>Reopened</th>
<th>Reference</th>
<th>Design</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown</td>
<td>PA</td>
<td>Hamilton Mall</td>
<td>106,000</td>
<td>1973</td>
<td>no</td>
<td>4 blocks</td>
<td>yes</td>
<td>HR</td>
<td>HR</td>
<td>HR case study</td>
</tr>
<tr>
<td>Ashland</td>
<td>OH</td>
<td></td>
<td></td>
<td>1979</td>
<td>no</td>
<td>4 blocks</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Baltimore</td>
<td>MD</td>
<td>Oldtown Mall</td>
<td>657,000</td>
<td>1976</td>
<td>no</td>
<td>3 blocks</td>
<td></td>
<td>HP/HR/NYT/AV/SCT</td>
<td>HR</td>
<td>HP case study/HR case study</td>
</tr>
<tr>
<td>Battle Creek</td>
<td>MI</td>
<td>Michigan Mall</td>
<td>53,000</td>
<td>1975</td>
<td>no</td>
<td>4 blocks</td>
<td></td>
<td>EMU/HR</td>
<td>HR</td>
<td>HR case study</td>
</tr>
<tr>
<td>Burbank</td>
<td>CA</td>
<td>Golden Mall</td>
<td>100,000</td>
<td>1989</td>
<td>no</td>
<td></td>
<td></td>
<td>AV/SCT</td>
<td>HR</td>
<td></td>
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<tr>
<td>Burlington</td>
<td>BO</td>
<td>Jefferson St.</td>
<td>27,000</td>
<td>1970's</td>
<td>no</td>
<td>2 blocks</td>
<td></td>
<td>MS/SCT</td>
<td>opened</td>
<td>1 block</td>
</tr>
<tr>
<td>Champagne</td>
<td>IL</td>
<td></td>
<td>67,000</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>IL</td>
<td>State St.</td>
<td>2,900,000</td>
<td>1979</td>
<td>yes</td>
<td>9 blocks</td>
<td></td>
<td>ULI/APA/AV/PI</td>
<td></td>
<td>thriving again - AV; has brought vitality “positively transformed the pedestrian experience”</td>
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<tr>
<td>Danville</td>
<td>IL</td>
<td></td>
<td>34,000</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
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<td>Decatur</td>
<td>IL</td>
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<td>82,000</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
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<td>Elgin</td>
<td>IL</td>
<td></td>
<td>94,000</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eugene</td>
<td>OR</td>
<td>City Center Mall</td>
<td>138,000</td>
<td>1971</td>
<td>no</td>
<td>7.5 blocks</td>
<td></td>
<td>HP/HR/SCT/NYT/APA/SMI/ DRA</td>
<td>opened</td>
<td>2 blocks and approved opening test Opening resulted in reinvestment &amp; opening of new businesses. Vacancy rate went from 25 to 8 percent in 4 years. - HP, creating a pedestrian-oriented street, but with auto access - MS.</td>
</tr>
<tr>
<td>Fargo</td>
<td>ND</td>
<td>Franklin Commons</td>
<td>91,000</td>
<td></td>
<td>no</td>
<td>3 blocks</td>
<td>yes</td>
<td>SCT</td>
<td></td>
<td></td>
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<tr>
<td>Fayetteville</td>
<td>NC</td>
<td>Franklin Commons</td>
<td>?</td>
<td></td>
<td>no</td>
<td>3 blocks</td>
<td>yes</td>
<td>SCT/PV</td>
<td></td>
<td></td>
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<tr>
<td>Freeport</td>
<td>NY</td>
<td></td>
<td>44,000</td>
<td>1977</td>
<td>yes</td>
<td></td>
<td></td>
<td>AV/SCT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gulfport</td>
<td>MS</td>
<td></td>
<td>35,000</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td>TLCNET/MS/SCT</td>
<td></td>
<td></td>
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<tr>
<td>Greenacres</td>
<td>NC</td>
<td></td>
<td>60,000</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td>HA/HR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greenville</td>
<td>SC</td>
<td></td>
<td>91,000</td>
<td>1977</td>
<td>no</td>
<td>5 blocks</td>
<td>yes</td>
<td>DRA</td>
<td>2-way</td>
<td>traffic w/ angled parking very successful after reopening for traffic</td>
</tr>
<tr>
<td>Helena</td>
<td>MT</td>
<td></td>
<td>28,000</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td>SCT</td>
<td></td>
<td></td>
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<tr>
<td>Kalamazoo</td>
<td>MI</td>
<td>S. Burdick St.</td>
<td>77,000</td>
<td>1959</td>
<td>no</td>
<td>4 blocks</td>
<td></td>
<td>city web/ NYT/SCT/APA/AV</td>
<td></td>
<td></td>
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<tr>
<td>Lansing</td>
<td>MI</td>
<td>N. Washington St.</td>
<td>119,000</td>
<td>1971</td>
<td>no</td>
<td>3 blocks</td>
<td></td>
<td>newspaper/HR</td>
<td></td>
<td>HR case study</td>
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<tr>
<td>Little Rock</td>
<td>AR</td>
<td>Main Street</td>
<td>185,000</td>
<td>1977</td>
<td>no</td>
<td>6 blocks</td>
<td></td>
<td>MS/NYT</td>
<td>opened</td>
<td>5 of 6 blocks businesses have returned but still high vacancy - MS</td>
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<tr>
<td>Louisville</td>
<td>KY</td>
<td>4th St.</td>
<td>250,000</td>
<td>1973</td>
<td>yes</td>
<td>5 blocks</td>
<td></td>
<td>1989/2000 Louisville web/HR/SCT/PI</td>
<td>opened</td>
<td>5 blocks Vacancy rate decreased from 80% to 50% Increase in property values.</td>
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<td>Milwaukee</td>
<td>WI</td>
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<td>397,000</td>
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<td>yes</td>
<td></td>
<td></td>
<td>NYT</td>
<td></td>
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<td>Muncie</td>
<td>IN</td>
<td></td>
<td>62,000</td>
<td></td>
<td>yes</td>
<td></td>
<td></td>
<td>HR/SCT</td>
<td></td>
<td></td>
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<tr>
<td>New London</td>
<td>CT</td>
<td>Captain’s Walk</td>
<td>26,000</td>
<td>1975</td>
<td>no</td>
<td>6 blocks</td>
<td>yes</td>
<td>HR/MS/SCT</td>
<td></td>
<td></td>
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<tr>
<td>Norfolk</td>
<td>VA</td>
<td>Granby St. Mall</td>
<td>234,000</td>
<td>1976</td>
<td>no</td>
<td>6 blocks</td>
<td>yes</td>
<td>MS/PI</td>
<td>2-way</td>
<td>street mixed success with traffic - APA/PI. Additional restaurants and office activities, but little new retail - PI</td>
</tr>
</tbody>
</table>

Source: City of Buffalo 2001 Staff Analysis of Buffalo Place Mall
Examples of Re-opened Malls

- **Burdick Street, Kalamazoo, Michigan**
  - Suffered from lack of customers
  - Reconverted in 2000

- **State Street, Chicago**
  - Reconverted in 1996

- **Fourth Street, Louisville, Kentucky**
  - Opened 5 of 8 blocks in 2000

- **Main Street, Little Rock, Arkansas**
  - Opened 5 of 6 blocks in 1991

- **Main Street, Buffalo, New York**
  - Planning for full reopening ongoing

- **Chestnut Street, Philadelphia**
  - Reconverted in 2000

- **Fifth Street and Broadway, Portland, Oregon**
  - Reopened to rail transit and cars

Source: City of Buffalo 2001 Staff Analysis of Buffalo Place Mall
Pedestrian & Transit Malls Study

Re-opened Malls

Portland, Oregon – Fifth & Sixth Street Transit Mall
Common Problems with Pedestrian/Transit Malls and Reasons for Removal

- Retail does not thrive or even succeed
- Retail mix deteriorates over time
- Lack of visibility and access for retail
- Uncomfortable and threatening environment
- Attract loiterers and transients, which create uncomfortable shopping environments
- Disrupt neighborhood traffic flows
- Fear/perception of crime
Case Studies: Results of Reopening a Mall

**Far majority of cities reported:**

- Significant decrease in vacancy rates
- New restaurants, retail, and offices attracted
- Increased visibility for businesses
- Return of customers
- Increase in rent rates
- Attraction of higher-end national chains
- Rise in private reinvestment

**A few cities reported:**

- Limited and slow development of new retail
- Limited signs of new investment
- Minimal change in vacancy rates

**Conclusion:** While reopening a mall improved conditions in most examples, it did not ensure a successful recovery with all of them, and in some cases retail remained minimal along the street.

Source: City of Buffalo 2001 Staff Analysis of Buffalo Place Mall
Case Studies: Economic Results of Reopening a Mall

Louisville, Kentucky

- Mall constructed in 1973, reconverted in 2000
- Vacancy rate decreased from 80% to 50% by 2001
- Property Values increased in the same one year period

Philadelphia, Pennsylvania

- Reopened for Republican Convention in 2000
- Rents then were $25 psf and now are $65 psf
- Better national chains moving in (i.e Sephora, H&M, and West Elm)

Source: City of Buffalo 2001 Staff Analysis of Buffalo Place Mall
Keys to Pedestrian Mall Survival

- A varied **mix of active uses**
- A large population of "captive" **users** (including residents)
- Heavily **programmed activities**
- Incorporation of **efficient public transit**
- **Strong anchors** that serve both as pedestrian generators and help enclose the street space
- **Centralized** or coordinated retail **management**
- Well planned and extensive **parking adjacent** to the mall
- Located in an area of **high tourism**
- Located in a college town or **near a college neighborhood**
Memphis’ Main Street

- Trolley tracks were first installed in the late 1800s.
- In the first half of the 20th century, Main Street was the regional shopping destination, offering several department stores.
- Trolley tracks were removed in the mid-1900s due to changes in transportation and lifestyle trends.

View north from Union Avenue, 1906
Main Street, late 1920s
Memphis’ Main Street

➢ To compete with suburban shopping centers, Main Street was transformed into the Mid-America Mall in 1976.
Memphis’ Main Street

- As department stores left and retail became neighborhood focused, the Mall became less of a destination.
- Into the 1980s, the Mall’s physical conditions deteriorated.
Memphis’ Main Street

- MATA opened the new Main Street trolley in 1992.
- This construction renovated the dated infrastructure of the 16-year-old Mall.
- Another 16 years have passed since then without significant reinvestment in the Mall.

Images from the trolley installation period
How Does Main Street Memphis Fare?

- Maybe
- Yes
- No
- Maybe
- No
- No
- Maybe
- No

- A varied mix of active uses
- A large population of "captive" users (including residents)
- Heavily programmed activities
- Incorporation of efficient public transit
- Strong anchors that serve both as pedestrian generators and help enclose the street space
- Centralized or coordinated retail management
- Well planned and extensive parking adjacent to the mall
- Located in an area of high tourism
- Located in a college town or near a college neighborhood
How does Main Street Memphis fare?
Existing Physical Conditions

- Vacant stores create an unattractive streetscape
Pedestrian & Transit Malls Study

How does Main Street Memphis fare?

Existing Physical Conditions

- Missing drainage grates replaced with plywood
- Missing street trees and grates
- Planting areas filled with gravel or covered with plywood
How does Main Street Memphis fare?

Existing Physical Conditions

- Missing or broken utility pole pedestals
- Aged and weathered infrastructure
How does Main Street Memphis fare?
Findings of ERA’s Downtown Retail Study

- Main Street retail is handicapped by the transit/pedestrian only mall
- South Main works well with both cars and trolleys - retail is stronger there than core of Main Street
- Existing trolley system is not effective as a timely mode of transportation on the mall.
- Retail success of the street relies on reopening the Main Street Mall and reintroducing cars to the street
- The impact of thru-traffic street is much more significant than a partial block by block phased conversion.
Recommended Actions:

- REOPEN STREET TO CARS
  - Maintain transit presence, but with less frequency
  - Two-way traffic
  - Significant financial investment, but possible
  - Will enable “eyes and lights on the street” after business day – improve safety
- Transit should not be on primary retail streets, but rather on secondary streets
- It is imperative that the transit mall be reopened to vehicular traffic to improve retail conditions – access, visibility, and exposure
PUT CARS BACK ON MAIN STREET.

A preliminary but serious study of Main Street suggests that no reconfiguration whatsoever is necessary in order to bring cars back.

Travel paths wide enough for trolleys are wide enough for cars.

New signage and striping is necessary, as is the removal of a few curbs.
In 2004 the CCC commissioned Hnedak Bobo Group to determine the engineering feasibility of returning traffic to Main Street.

The preliminary analysis recommended two options that would insure the safe coexistence of pedestrians, cars, and trolleys.

Either option could encompass the entire length of the mall or phased conversion of selected blocks.
What could be done?

Option One

- Complete replacement and lowering of the existing trolley system
- Construction of a 30 foot wide asphalt road with curbs to separate the sidewalks
- Current brick-paved sidewalks remain
- Creation of two 50’ by 9’ drop off zones on each block
- Reprogramming of the traffic signals
- Removal, redesign, and replacement of existing trolley stop canopies

**Construction Time:** 8 to 12 months, during which the Main Street trolley remains shut down

**Cost for mall’s total length:** $9 Million (adjusted for inflation from Hnedak Bobo Group’s original estimate in 2004)
How could it be done?

Option One
What could be done?

**Option Two**

- Existing cobblestones, pavers, and drains remain
- Current trolley tracks remain
- Installation of bollards, planters, or other vertical barriers to separate pedestrian and vehicular traffic
- Narrow concrete header constructed instead of a curb
- Creation of two 50’ by 9’ drop off zones on each block
- Reprogramming of the traffic signals
- Removal, redesign, and replacement of existing trolley stop canopies

**Construction Time:** 6 to 8 months, during which the Main Street trolley remains in operation with short, periodic shutdowns

**Cost for mall’s total length:** $3.5 Million (adjusted from HBG’s original estimate for inflation)
How could it be done?

Option Two

OPTION TWO
PARTIAL BLOCK TYPICAL
SCALE: 1/16" = 1'-0"
What could be done?

Option Three

- Existing cobblestones, pavers, and drains remain
- Current trolley tracks remain
- Creation of two 50’ by 9’ drop off zones on each block
- Reprogramming of the traffic signals

- No barriers to separate pedestrian and vehicular traffic
- No modification of existing trolley stop canopies

**Construction Time:** 2 to 3 months, during which the Main Street trolley remains in operation with minimal periodic shutdowns

**Cost for mall’s total length:** < $50,000 (based on Jeff Speck recommendation)
Reintroduce vehicular traffic through a PILOT test program on the New Main Demonstration Block

- Existing cobblestones, pavers, and repair existing drainage system.
- Current trolley tracks remain
- Installation of bollards, planters, or other vertical barriers to separate pedestrian and vehicular traffic
- Narrow concrete header constructed instead of a curb
- Creation of two 50’ by 9’ drop off zones on the block
- Reprogramming of the traffic signals

**Construction Time:** 4 to 5 months, during which the Main Street trolley remains in operation with short, periodic shutdowns

**Estimated Cost for demonstration block:** <$500,000 (adjusted from HBG’s original estimate for inflation)
What could be done?

Option Five

Maintain current configuration and promote funding for needed CIP dollars for maintenance