



2021 City of St. John's Downtown Pedestrian Mall

Public Feedback on the 2020 Downtown Pedestrian Mall

Should the Downtown Pedestrian Mall be considered for the future?



98%
Yes

n = 481

Deciding to go downtown



89%

The availability of the pedestrian mall influenced the decision to go downtown

n = 486

Discovering new services



63%

The pedestrian mall helped the patron discover new services or businesses in the downtown

n = 486

Choosing the downtown in the future



82%

Experience with the pedestrian mall increased the likelihood the patron would shop/dine etc. in the downtown in the future

n = 476

75%

Of respondents that were previously infrequent visitors to the downtown (yearly or never) indicated they were now more likely to choose the downtown in the future

n = 73

Visiting downtown businesses located outside the footprint of mall

On-site survey respondents

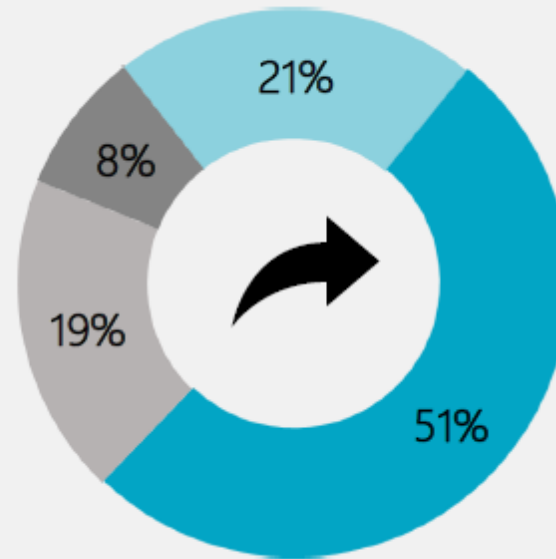


50%

Of consumers from the on-site survey had visited businesses located outside the pedestrian mall

n = 57

Online survey respondents



- Most of the time
- Some of the time
- Seldom
- Never

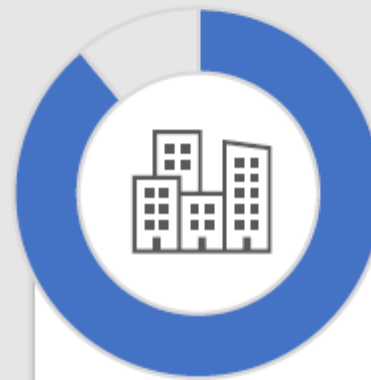
- 72% had visited businesses outside the mall at least some of the time

n = 432

Business Feedback on the 2020 Downtown Pedestrian Mall

Did the Downtown Pedestrian Mall benefit
the downtown as a whole?

Businesses located
within the footprint



89%

**Agree or
Somewhat
Agree**

n = 46

Businesses located
outside the footprint



71%

**Agree or
Somewhat
Agree**

n = 58

Should the Downtown Pedestrian Mall be considered for the future?

Businesses located within the footprint



89%
Yes

7%
Maybe

n = 44

Businesses located outside the footprint



67%
Yes

19%
Maybe

n = 58

Would your business participate in future pedestrian malls?

Businesses located within the footprint



95%
Yes

5%
Maybe

n = 42

Businesses located outside the footprint



66%
Yes

10%
Maybe

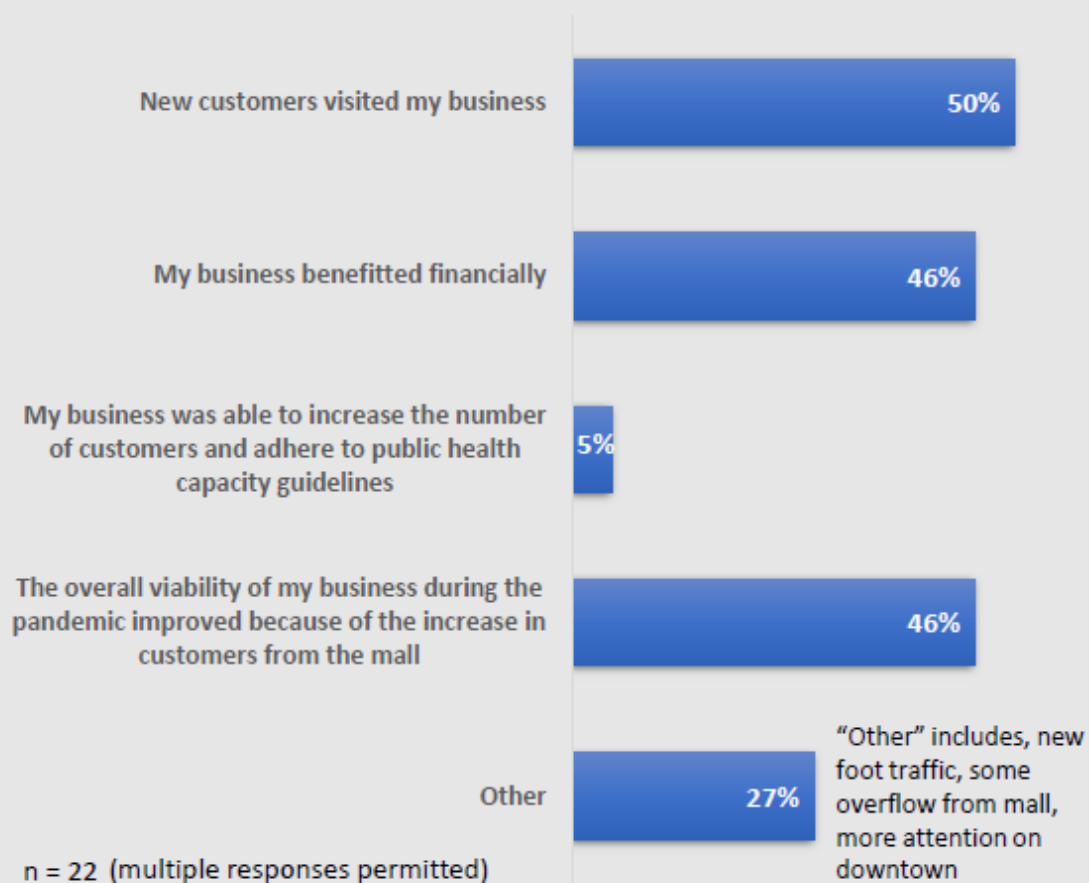
n = 50

Note: several businesses located outside the mall footprint that indicated they would not participate were commercial properties or professional offices

Impacts on businesses located OUTSIDE the pedestrian mall

POSITIVE IMPACTS

22 of the businesses located outside the mall reported positive impacts. Results shown below reflect that sample.



NEGATIVE IMPACTS

34 of the businesses located outside the mall reported negative impacts. Results shown below reflect that sample.





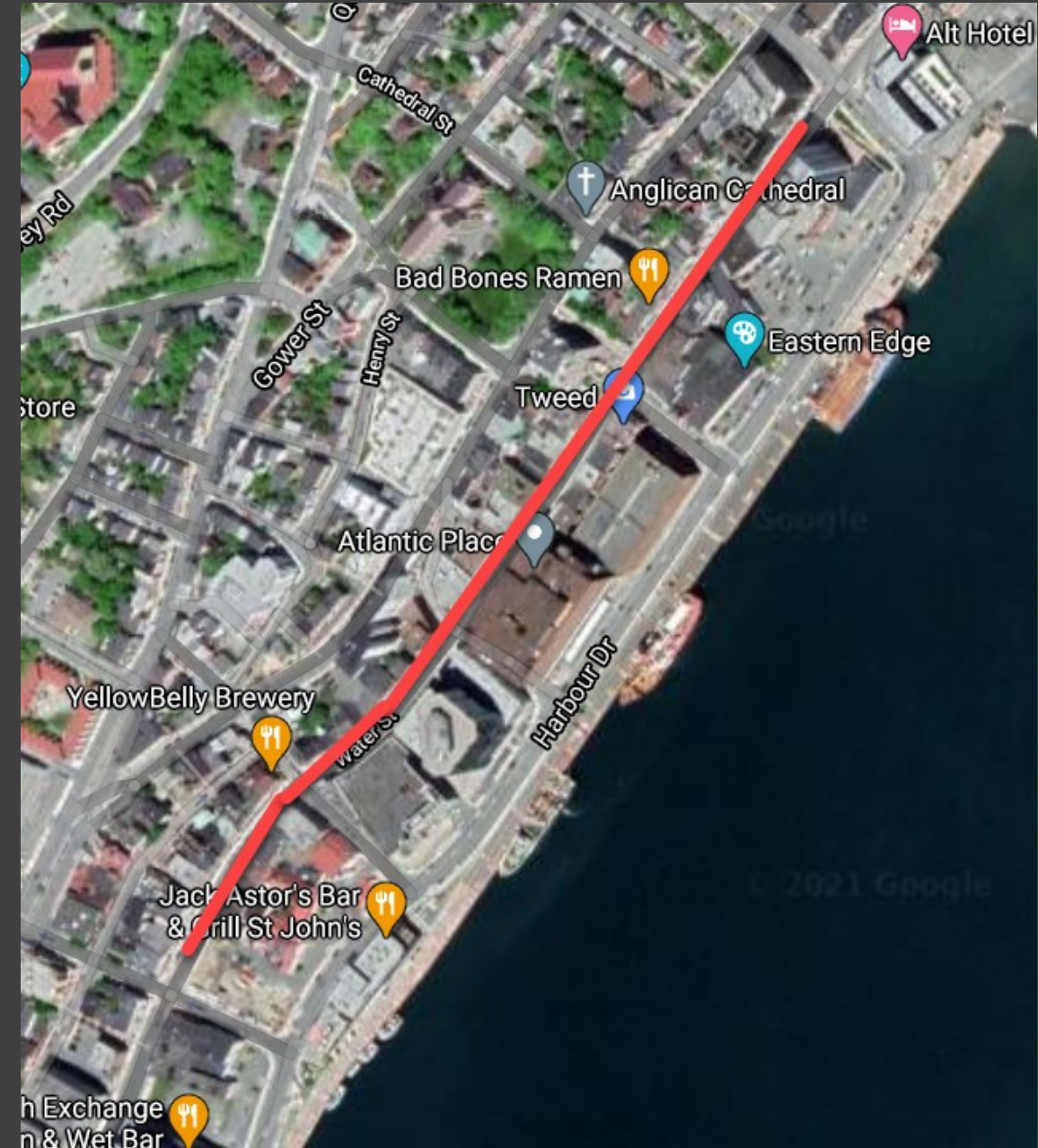
2021 Downtown Pedestrian Mall

July 2 to September 6

- The goal is to ensure the Downtown Pedestrian Mall encapsulates the greater downtown area.
- Parklets will be standardized:
 - Parklet Program - operating between May 22 and October 31
 - Operating hours of parklets - 7am to 11pm
 - Open accessibility on sidewalks which contributes to the universal design of decks.
 - Opportunity for downtown businesses to occupy the parking stalls in front of vacant properties within the road closure (excluding alcohol service).
- Enhanced arts and entertainment programming throughout the downtown:
 - Various outdoor markets
 - Musical performances
 - Other attractions

Water Street Evaluation

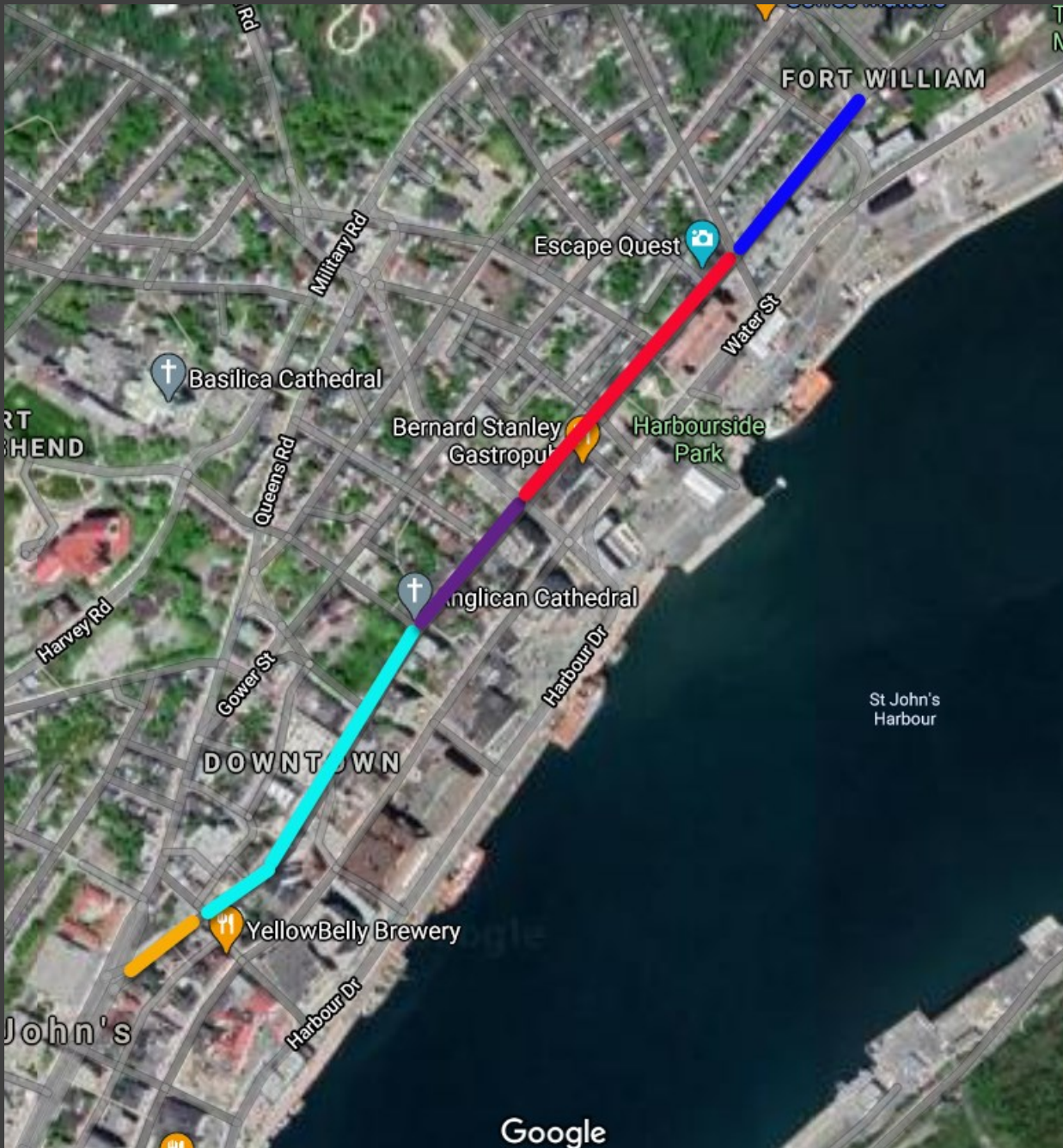
Proposed road closure the same as the 2020 event, Adelaide Street to Prescott Street.



Duckworth Street Evaluation

For the purpose of this evaluation, Duckworth Street has been divided into 5 sections:

1. New Gower Street to Bates Hill
2. Bates Hill to Cathedral Street
3. Cathedral Street to Prescott Street
4. Prescott Street to Cochrane Street
5. Cochrane Street to Ordnance Street

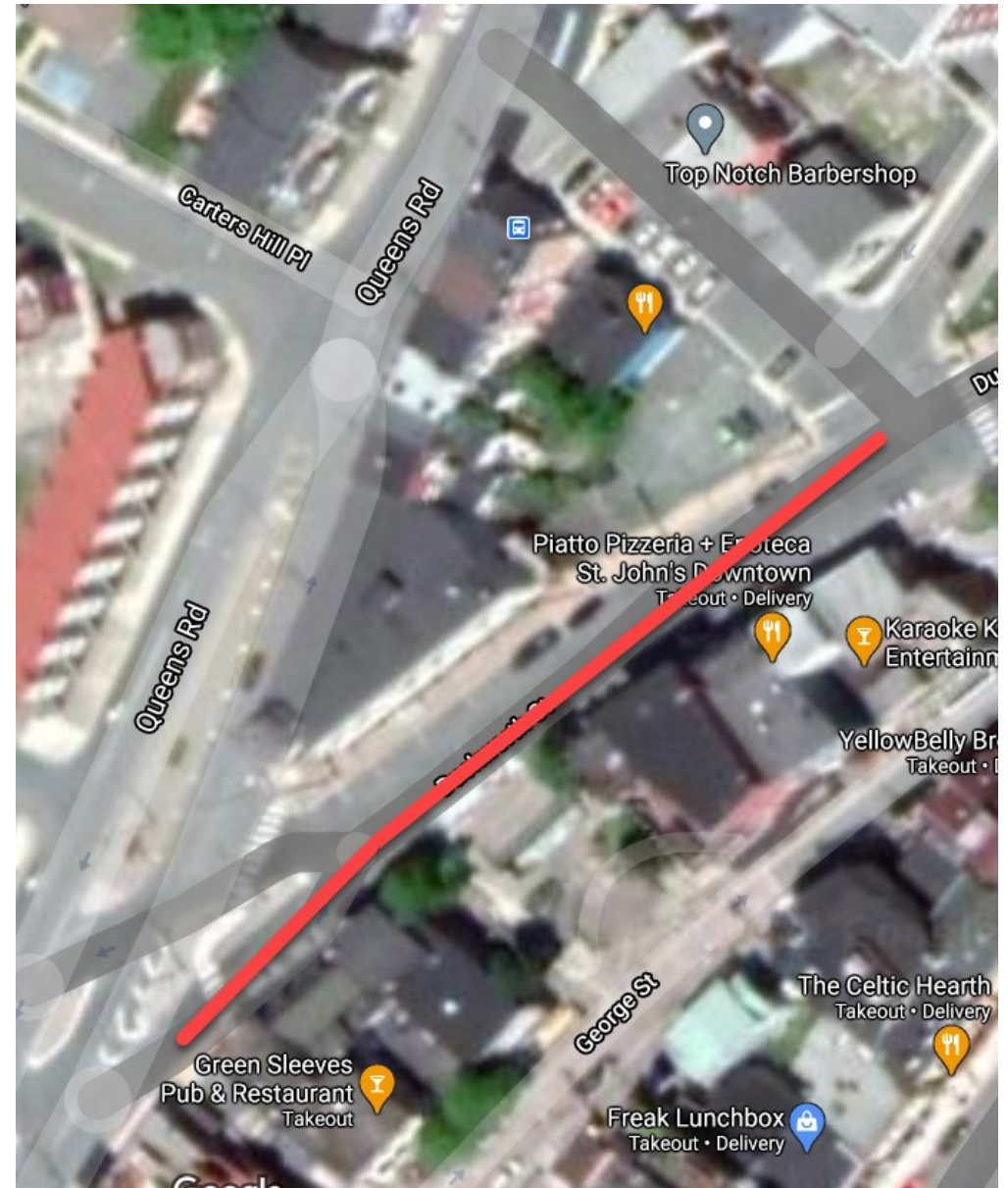


Section #1

New Gower Street to Bates Hill

No impediments to closing this section, allowing for the creation of a small pedestrianized zone.

This section of Duckworth Street connects to George Street and Water Street via existing sidewalks, as well as Prince Edward Plaza, George Street Steps (near Trinity Pub) and McMurdo's Lane.



Section #2

Bates Hill to Cathedral Street

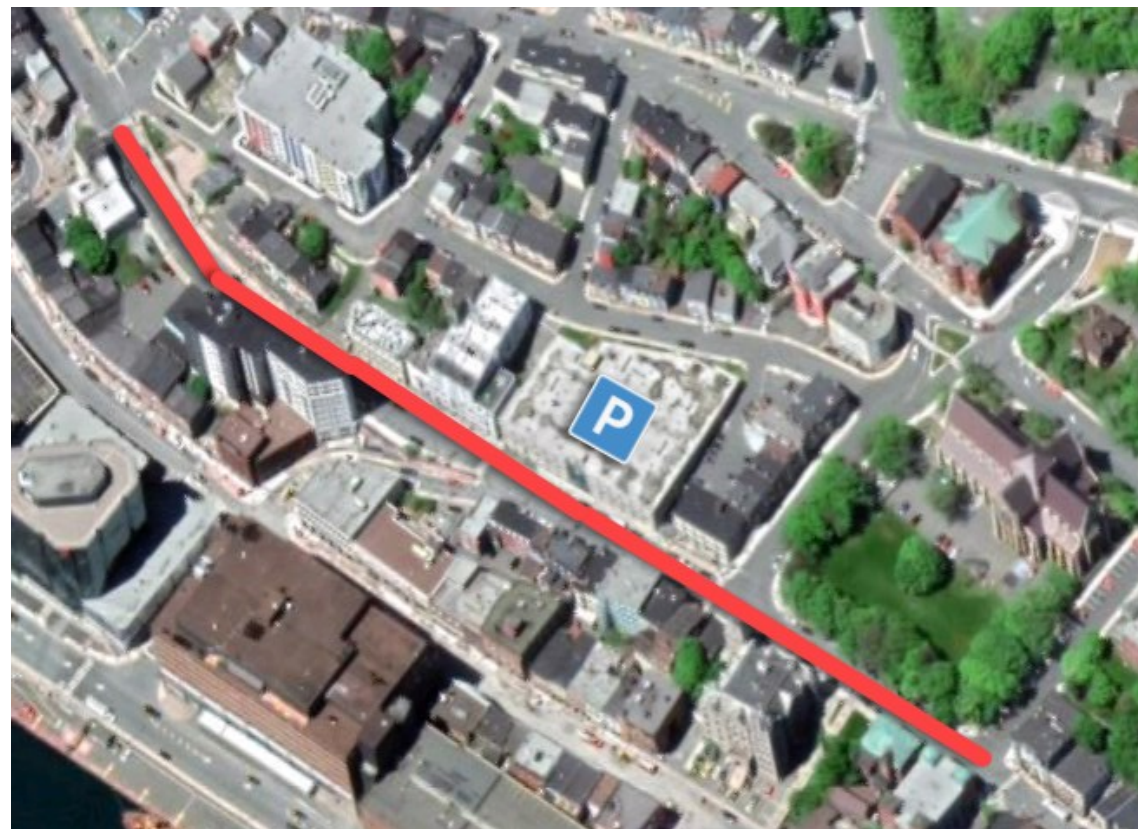
Must maintain access to MetroPark, Courthouse and Judge parking

Only public access to MetroPark is via Duckworth Street

- Unable to detour via McBride's Hill as there is no exit onto Water Street due to closure.

McBrides Hill will have essential vehicle north bound traffic only – waste dumpster removal, bank couriers, etc.

Section not recommended for closure

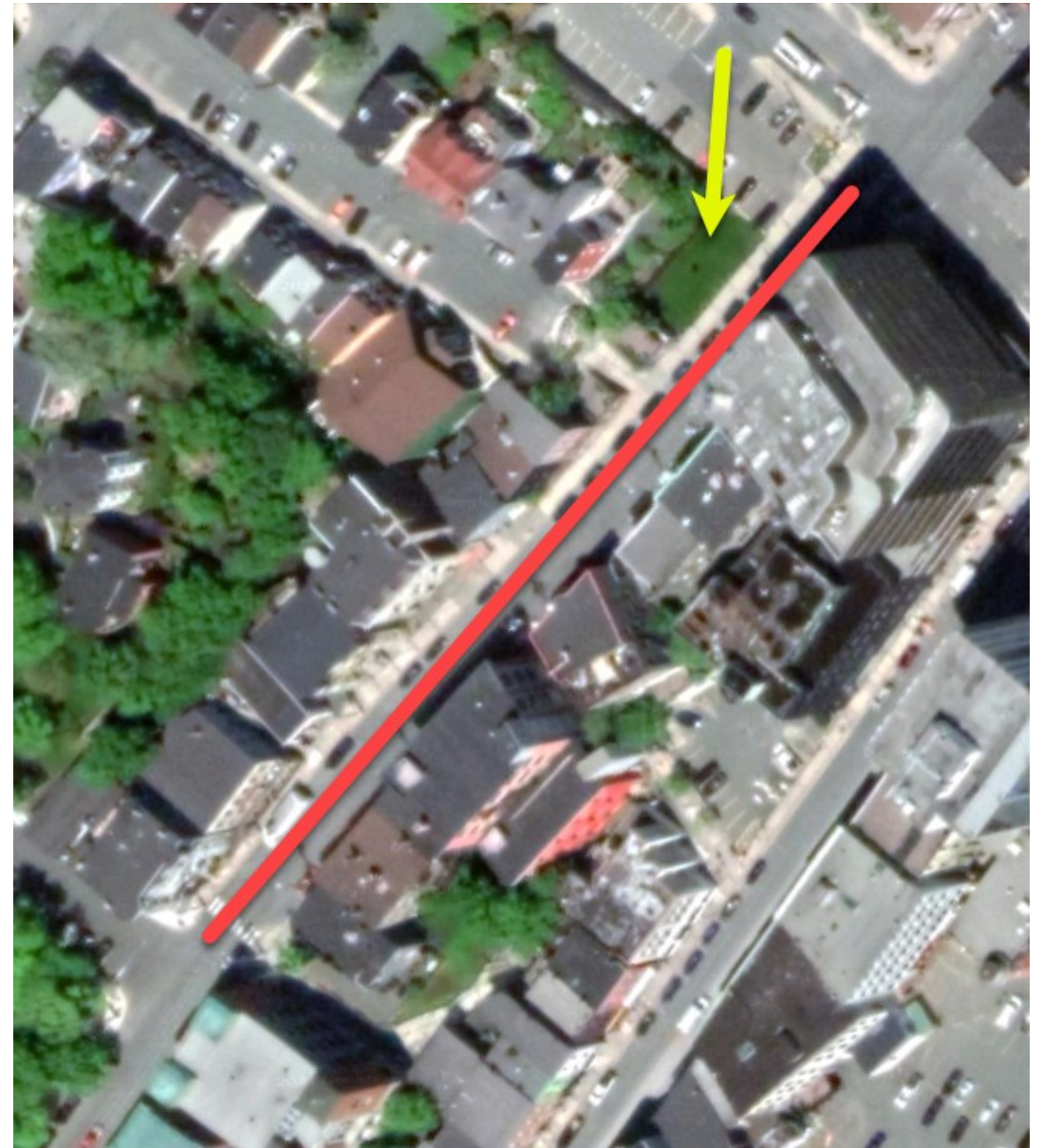


Section #3 Cathedral Street to Prescott Street

No impediments to closing this section, allowing for the creation of a small pedestrianized zone.

Section includes a grassy area that could be utilized for arts/entertainment programming space

This section of Duckworth Street is connected to Water Street via existing sidewalks, as well as the Courthouse steps and Solomon's Lane.



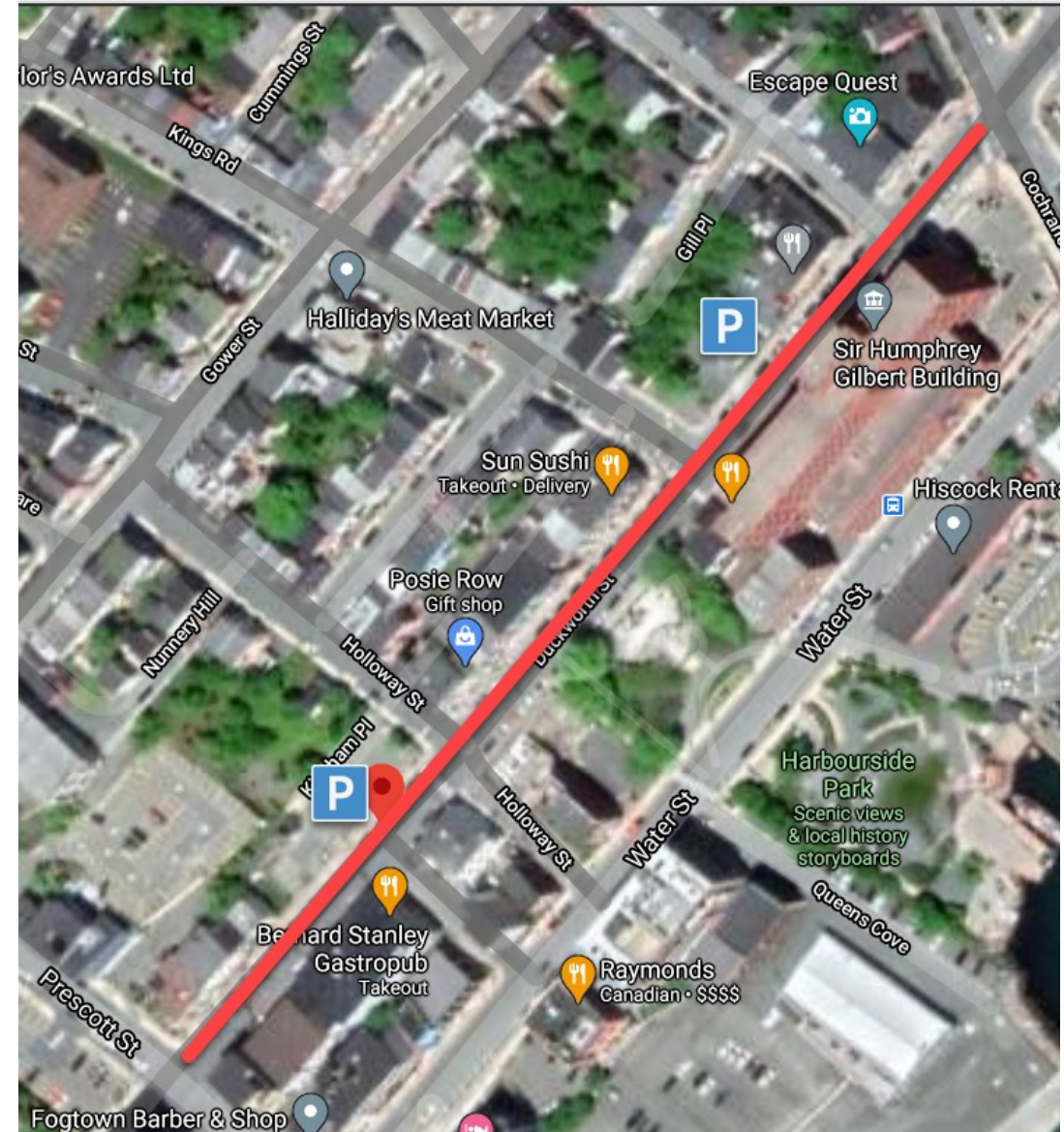
Section #4 Prescott Street to Cochrane Street

Includes 2 private parking lots

- Access must be maintained for existing permit holders.
- Both lots open after 6pm and on weekends for free public parking

Multiple side streets would require restricted access 24/7

Section not recommended for closure



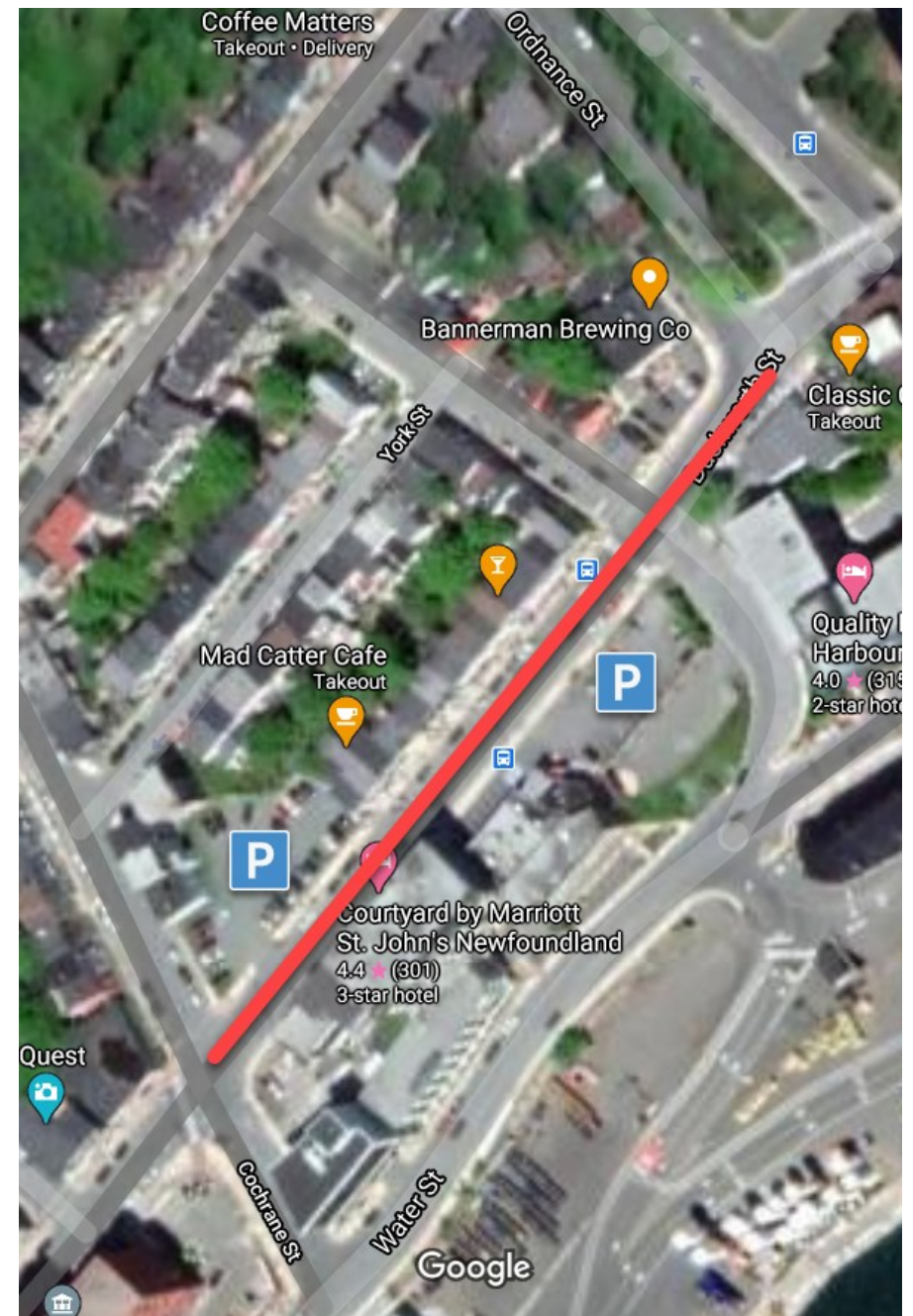
Section #5 Cochrane Street to Ordnance Street

Section includes hotel

Section includes 2 private parking lots

Section must remain open due to heavy truck
detour route and Metrobus route

Section not recommended for closure



Traffic Implications

Heavy Truck

As Duckworth Street is a heavy truck route, closure of any portion requires an alternate truck route.

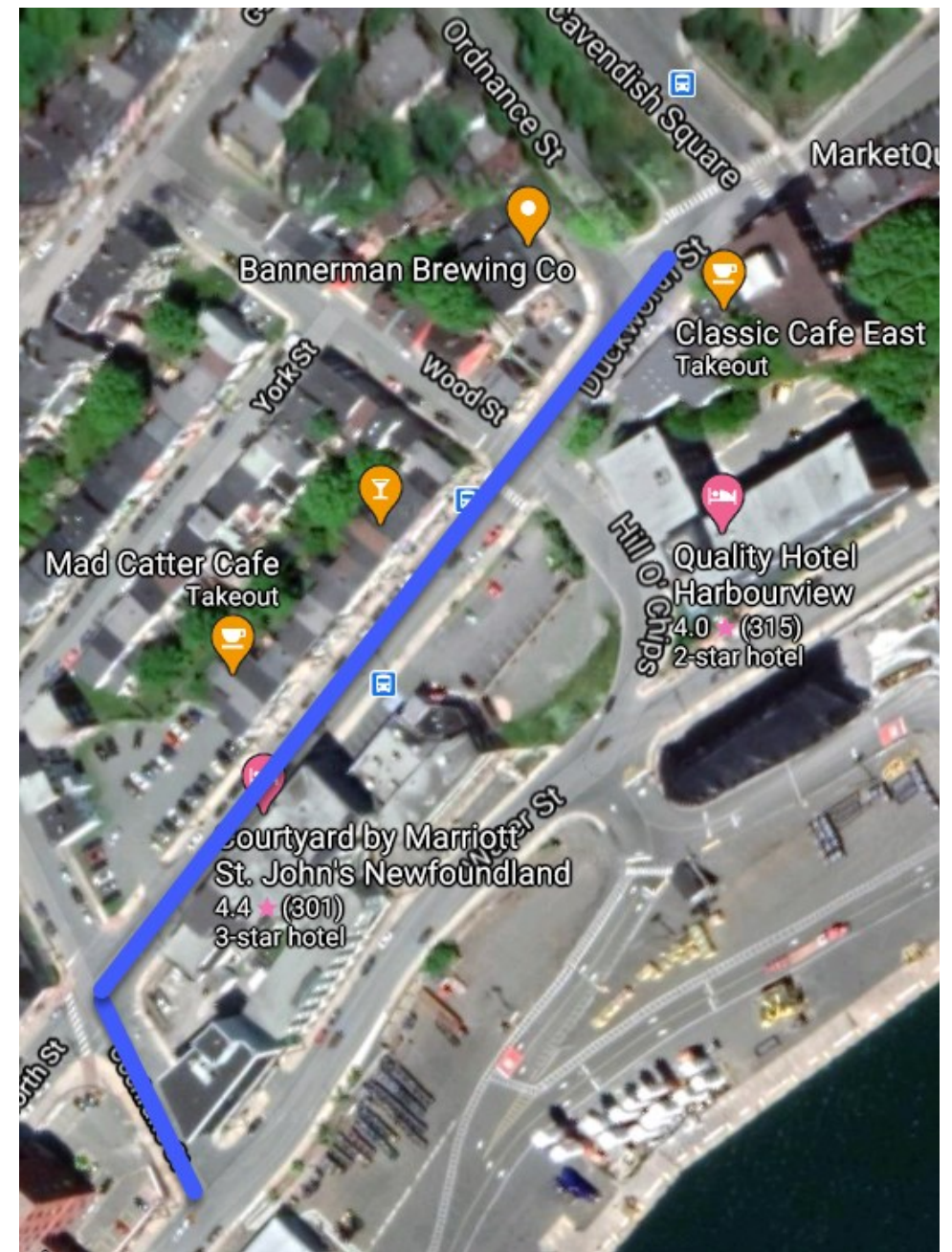
Alternate truck route:

- Water Street West /Harbour Drive/Job's Cove/Water Street East/Cochrane Street/Duckworth Street

Metrobus

There are two core Metrobus routes that travel Duckworth St/Cochrane St/Water St, in both directions.

- There are no alternate routes as Hill o' Chips and Temperance Street are unusable by bus.





Potential Duckworth Closures

New Gower to Bates Hill
Cathedral Street to Prescott Street

20 businesses included

- 10 supportive of a road closure
- 2 not supportive of a road closure
- 5 supportive providing effort was made to include as many businesses as possible



Duckworth Street Budget Considerations

Potential road closure sections include New Gower Street to Bates Hill and Cathedral Street to Prescott Street.

Each section has a base cost of \$35,300

With the added requirement of overnight security, event staff, garbage removal, signage, etc. the total costs are:

Closure of one section \$132,300
Closure of both sections \$167,600



Summary of Feedback Received

- Maintain Clift's Baird's Cove to Prescott Street in the 2021 road closure.
- The Downtown Pedestrian Mall needs to be fair and equitable to all.
- Duckworth business raised concerns about their loss of revenue and lack of parking for Duckworth Street customers.
- Multiple recommendations on:
 - parklets only, no road closure
 - rotating weekends
 - rotating ½ summer on both Streets
 - one sided road closure
 - rotating yearly
 - one-way traffic on both Streets
 - no pedestrian mall if Duckworth Street cannot be included



Feedback Received

One way traffic on both Water Street and Duckworth Street

- Results in no pedestrianized area in downtown

Shared time between Water Street and Duckworth Street

- Results in higher costs vs one street only, as well as lack of consistency
- Sections of Duckworth Street cannot be closed, resulting in a segmented pedestrian mall

Yearly rotation between Water Street and Duckworth Street

- Sections of Duckworth Street cannot be closed, resulting in a segmented pedestrian mall

One sided Duckworth Street closure

- Doesn't allow the required access for fire and emergency vehicles

Recommendation Before Council

That Council approve the following from July 2 to September 6:

- ✓ Close Water Street from Adelaide Street to Prescott Street.
- ✓ As sections 1 and 3 of Duckworth Street have no identified barriers preventing a road closure, that Council include both sections in the 2021 Downtown Pedestrian Mall.
- ✓ Due to the reasons outlined, that sections 2, 4, and 5 of Duckworth Street are not included in the road closure for the 2021 Downtown Pedestrian Mall.