

OUR CITY. OUR FUTURE.



# 2021 Pedestrian Mall Business Survey Results



Prepared by Organizational Performance and Strategy  
October, 2021

**ST. JOHN'S**

## Who Completed the Survey

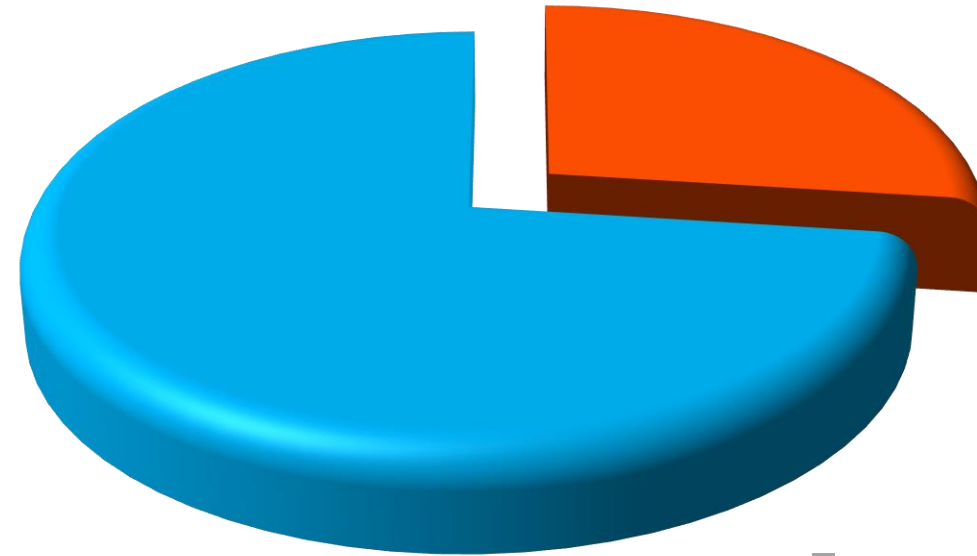


# WHERE BUSINESSES THAT ANSWERED THE SURVEY WERE LOCATED

## Water Street

Adelaide Street - Beck's Cove	19%
Beck's Cove - Ayre's Cove	22%
Ayre's Cove - Clifts Bairds Cove	26%
Clifts Bairds Cove - Prescott Street	26%
Outside of the pedestrian mall road closure	7%

73%



## Duckworth Street

New Gower Street – Bates Hill	10%
Cathedral Street – Prescott Street	10%
Outside of the pedestrian mall road closure	80%

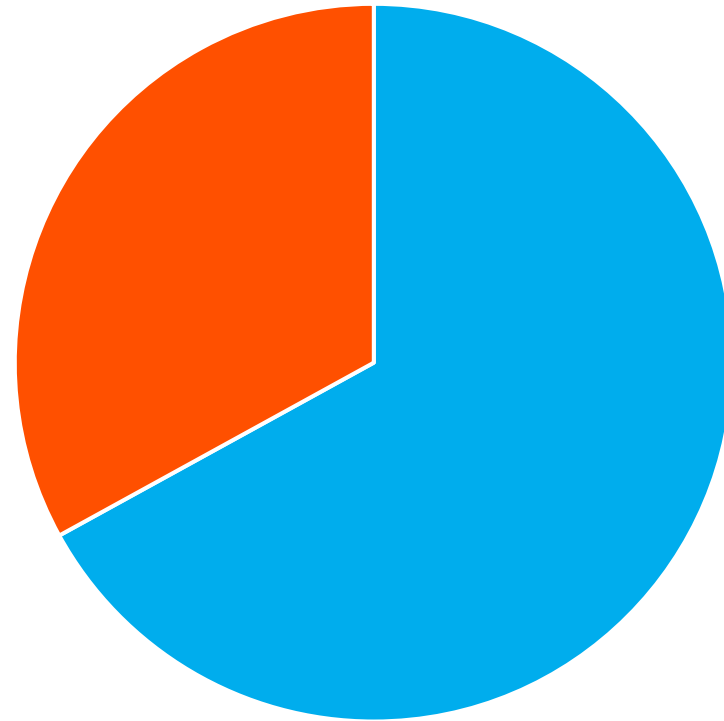
27%

0%

George St. or elsewhere Downtown

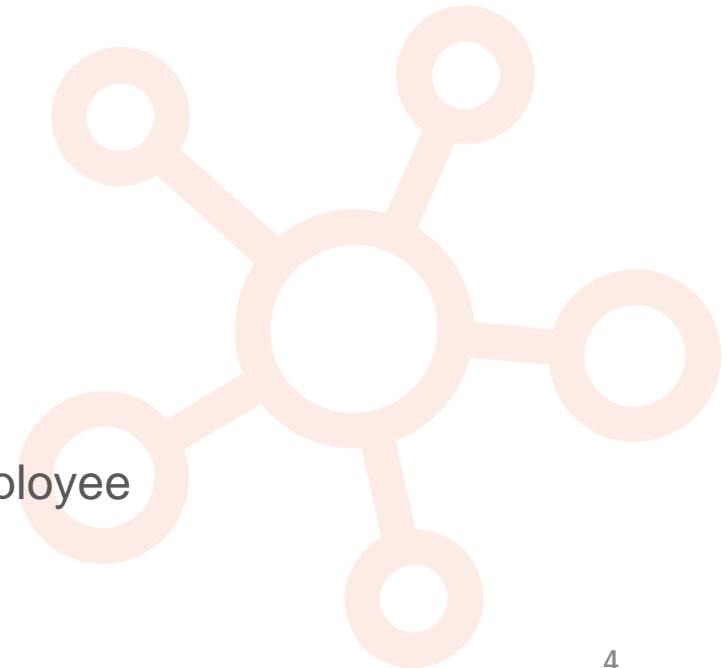
n = 37

# Category of Business Respondent



■ Owner/Employer/Property Owner   ■ Worker/Employee

n = 36



## Satisfaction Measures

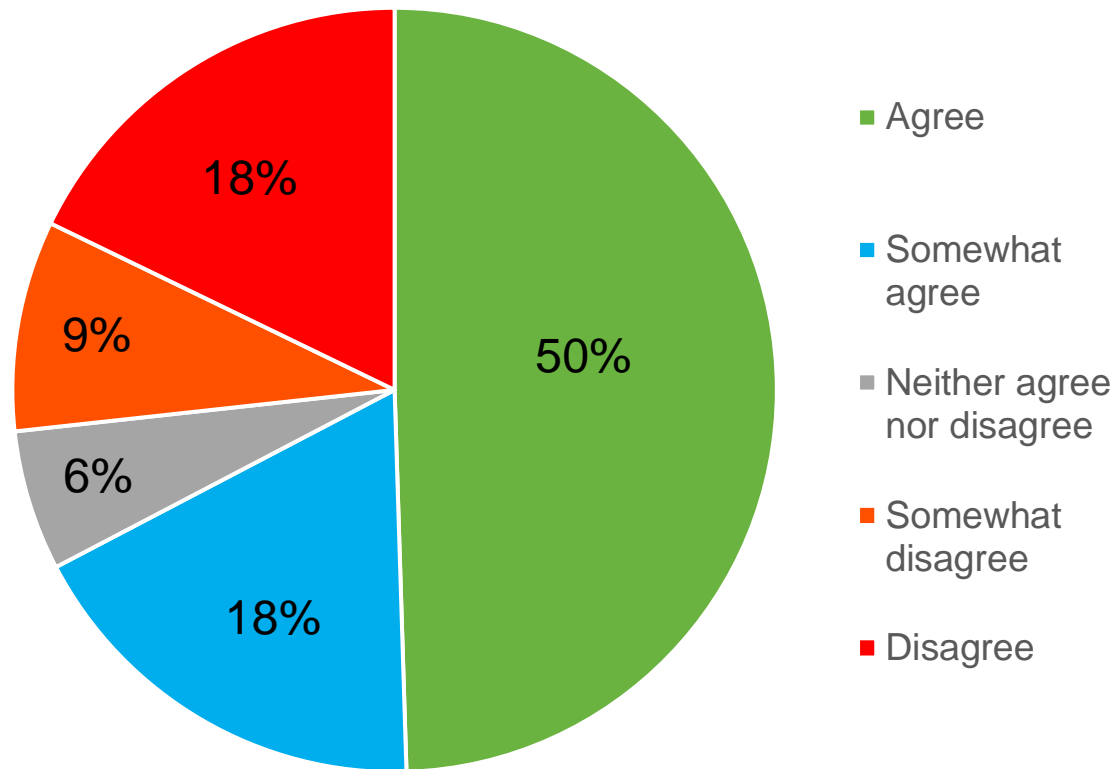


# Survey respondents rated their overall satisfaction with the pedestrian mall on scale of 1 to 5 where 1 was poor and 5 was excellent



- Satisfaction varied by section**
- Duckworth, within peds mall: 2.0
  - Duckworth, outside peds mall: 1.8
  - Water St, within peds mall: 4.0
  - Water St, outside peds mall: 3.3

## Percent who agreed the pedestrian mall was beneficial for the downtown as a whole

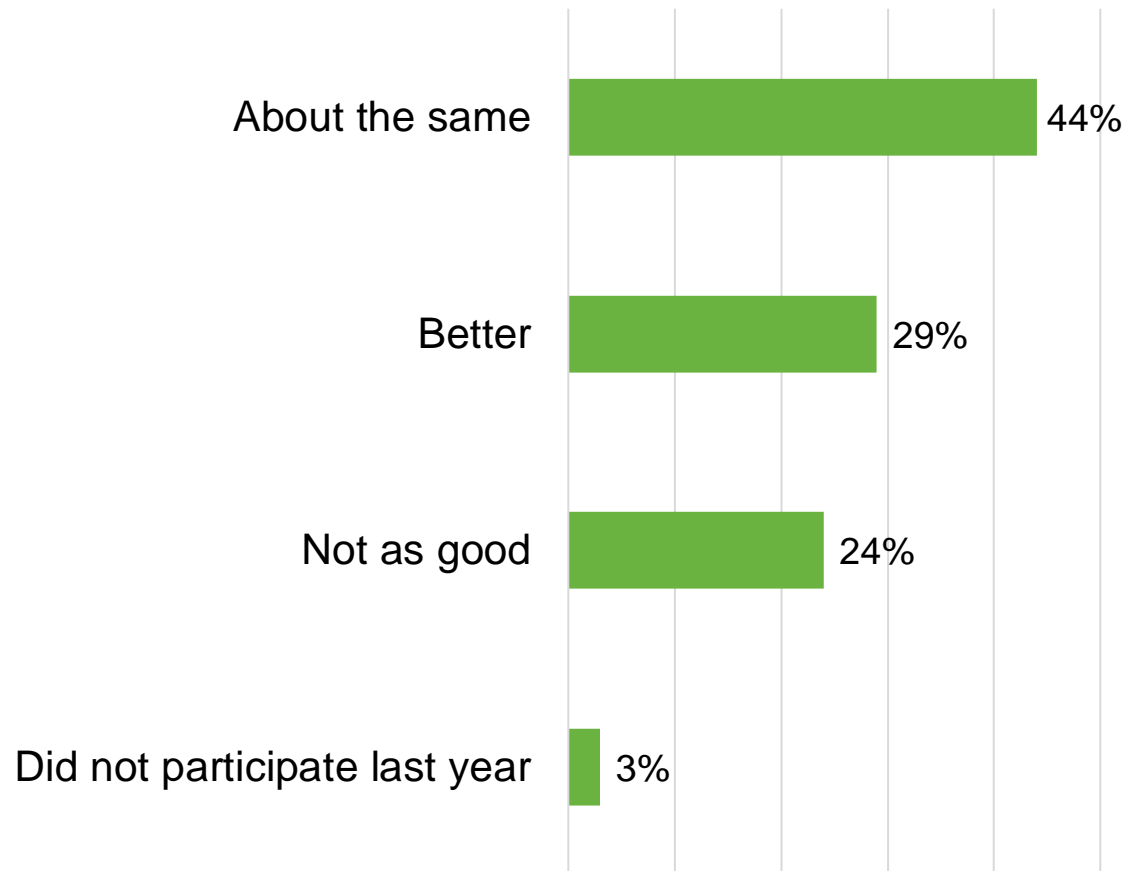


n = 34

### Percent AGREE or SOMEWHAT AGREE by section

- Duckworth, within peds mall : 50%
- Duckworth, outside peds mall : 17%
- Water St., within peds mall : 88%
- Water St., outside peds mall : 0%

# Compared with 2020 Pedestrian Mall



n = 34

## Positive comments (7) mentioned:

- Better organized: 3
- More entertainment : 2
- More room for improvement : 2

## Negative comments (11) mentioned:

- Duckworth addition : 6
- Parking/Traffic : 2
- Less busy : 2

(some individuals had both negative and positive comments)

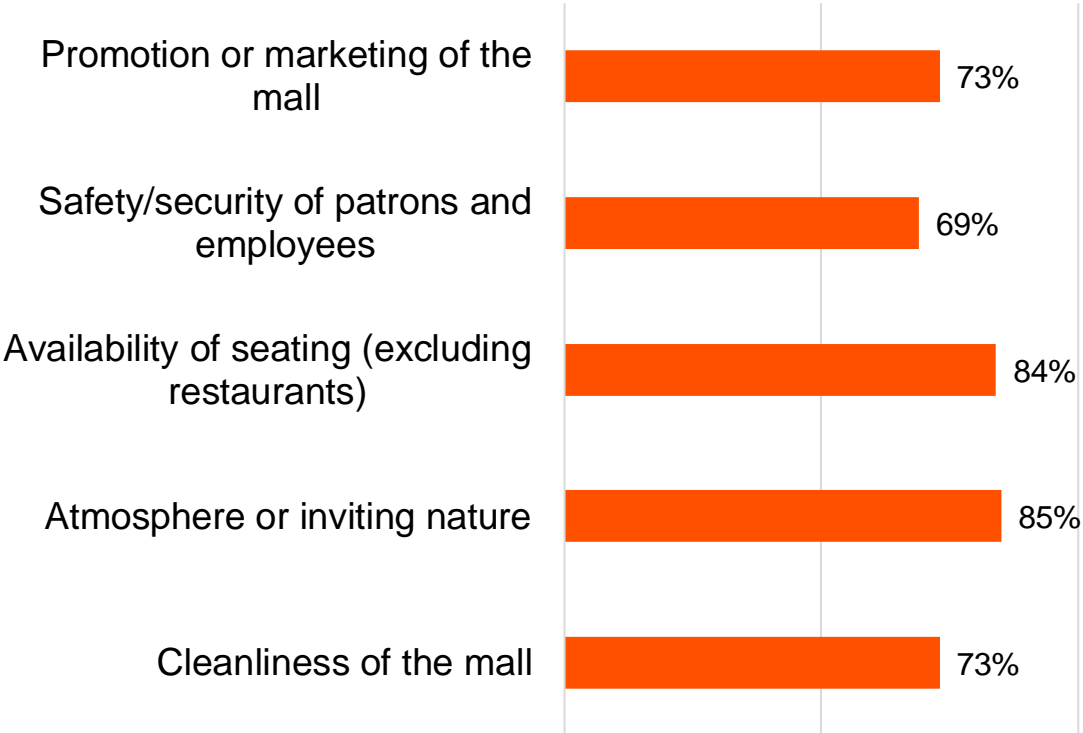
n = 21



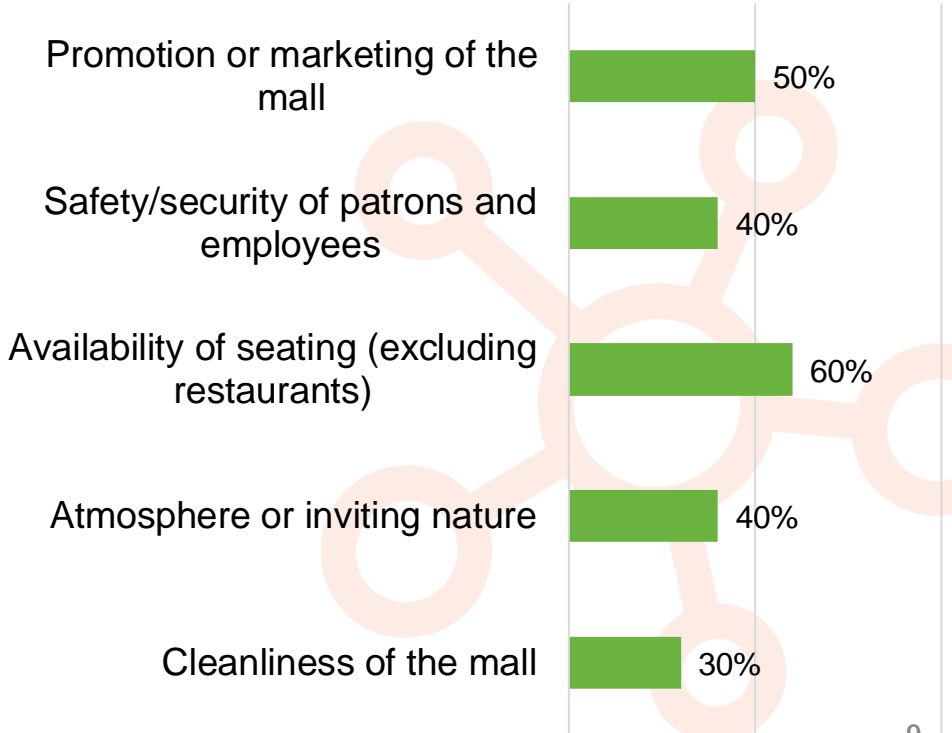
# How participants rated the Pedestrian Mall's various features

Percent rating the feature as **GOOD** or **EXCELLENT**

## Water St. (n=26)



## Duckworth St. (n=10)

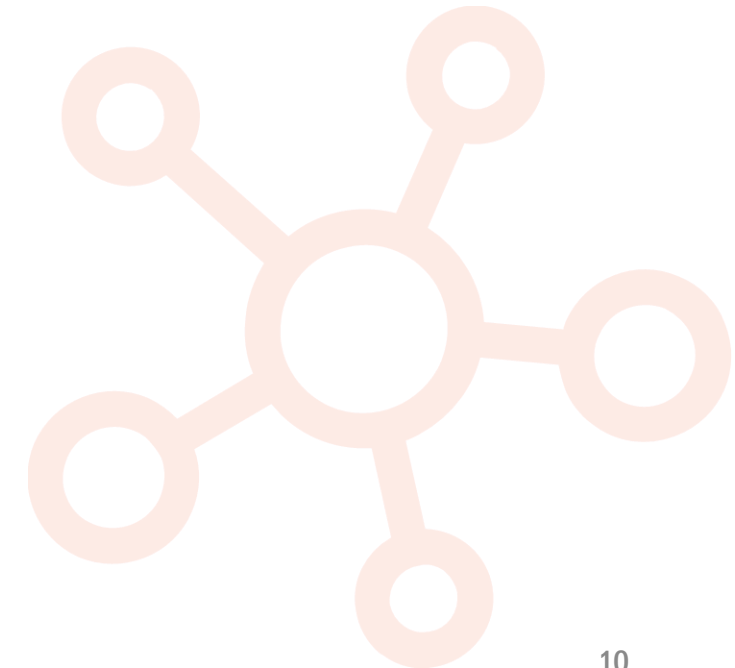


## If you could make any improvements to the pedestrian mall, what would they be?

The most popular comments were, in order:

- Change Duckworth section (e.g., don't include, allow traffic)
- Extend the duration (e.g., later into Fall, Christmas)
- More entertainment
- More police/security
- More promotion
- Better parking options
- Improved signage
- Open later at night
- More public washrooms

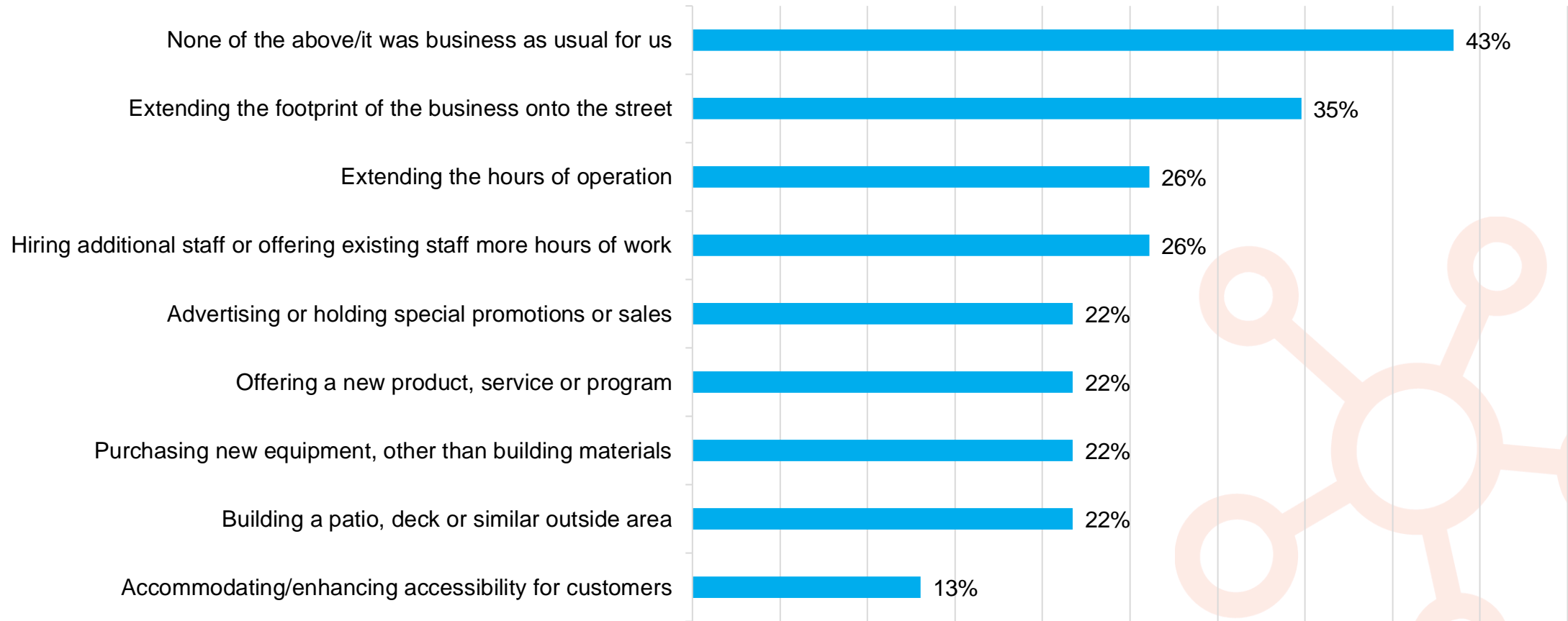
n = 30



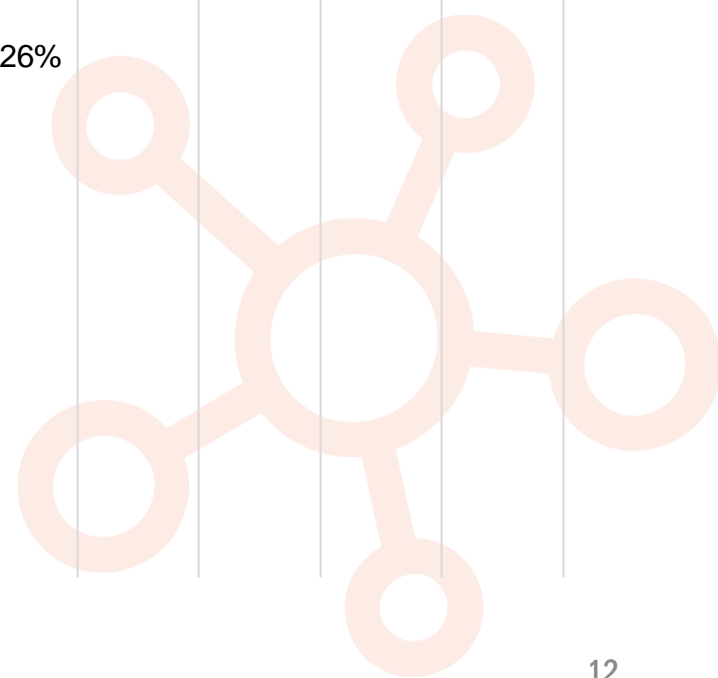
## About the Permit Application Process



**Did your business participate in the pedestrian mall by doing any of the following?**



n = 23



## How Employers/Owners/Property Owners Found the Application Process

Percent rating the statement as AGREE or SOMEWHAT AGREE

I was clear on the expectations and requirements of Service NL and NLC



I found the new checklist to be helpful



Approval was granted in a timely manner



The information package was easy to understand



I was clear on the City's expectations and requirements



The application(s) was easy to complete and submit



It was easy to deal with the multiple agencies prior to approval (e.g., Health, SJRFD, Liquor Licensing, Legal, Inspection Services)



I was able to have my questions answered in a timely manner



The application process was easier than last year



The parklette process changes were an improvement



n = 8

## What could be done to improve the application process?

Make specifications available ahead of time.

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Allow people to indicate same as before for expedited inspections.

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Improve accessibility requirements.

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Improve staff training and response time.

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Increase uniformity and fairness.

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Consolidate whole process into one service desk.

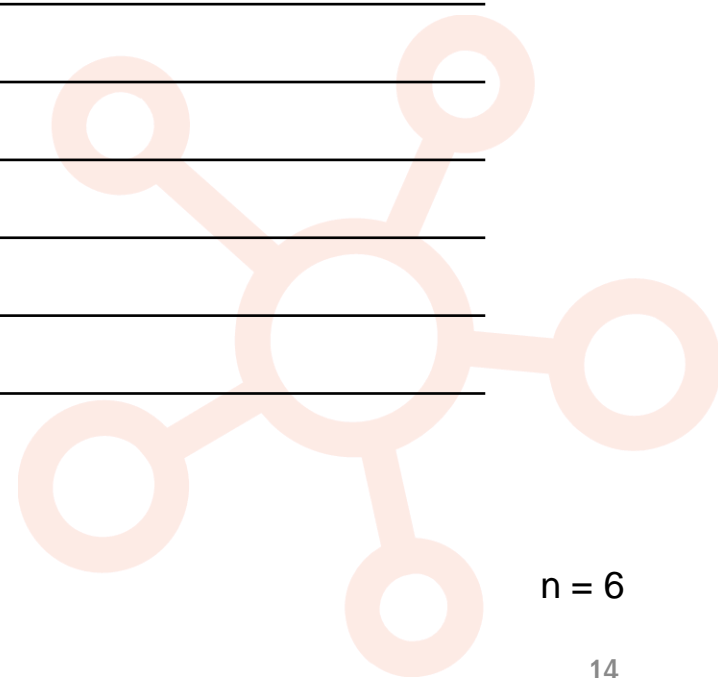
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More communication between the separate bodies.

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Limit patios to less busy times.

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n = 6

## Employer/Owner/Property Owner Perspective



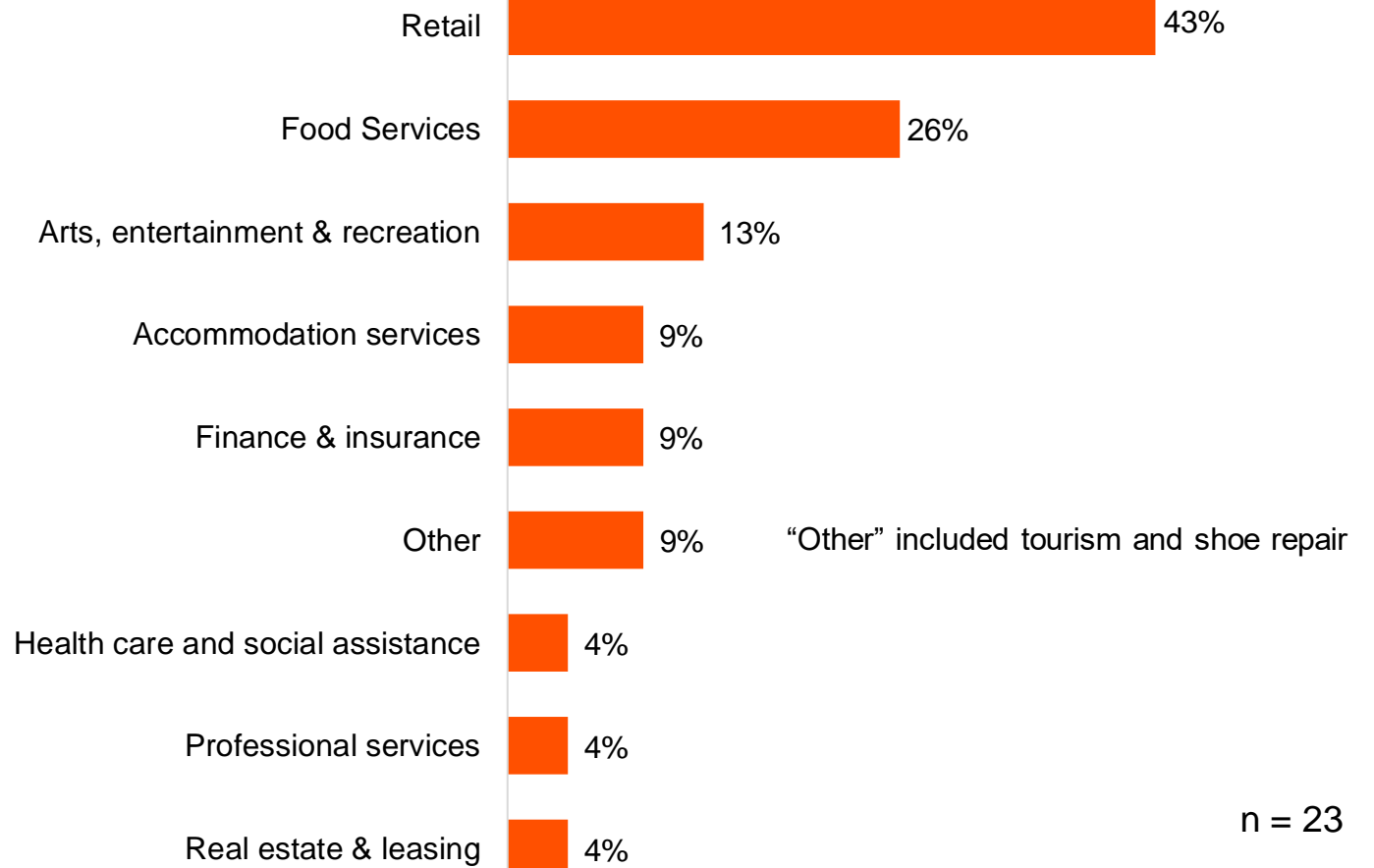
## Of businesses answering the survey

**69%**

Operate in the retail or food service sector

**74%**

Have been in business downtown for more than 5 years



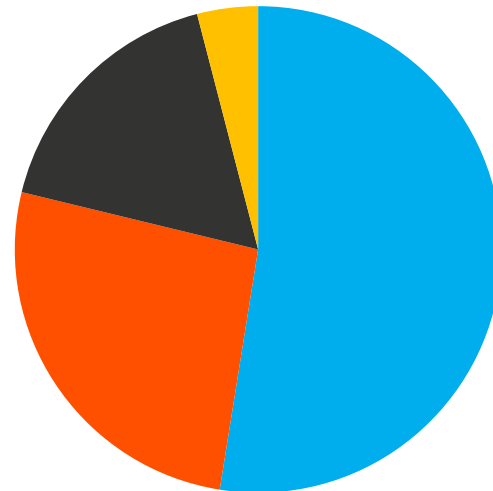


# Impact to Business

## Positive impacts (n=21):

New customers to my business	57%
Overall viability improved during COVID-19	48%
Financial	38%
Increase number of customers while adhering to public health guidelines	19%
Other, e.g., Tourism	43%

- Mostly positive
- Mostly negative
- Both positive and negative
- No impact



n = 23

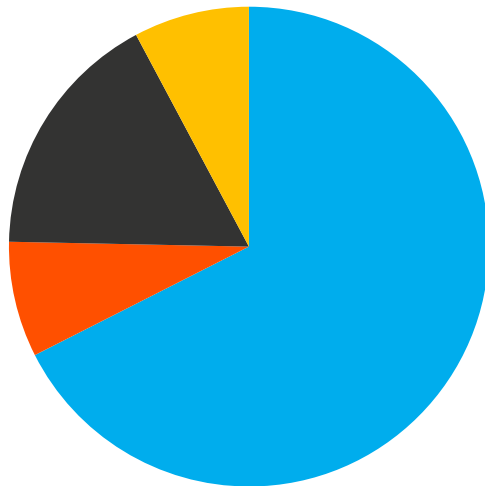
## Negative impacts (n=17):

Parking availability for my customers was reduced	82%
Access for customers was a challenge (e.g., drop-off and pick-up)	59%
Access for deliveries/suppliers was a challenge	59%
My business experienced a decline in customers	47%
Continuing curbside pick-up was a challenge	41%
My business did not experience an increase in customers	41%
There were no financial benefits to my business	41%
My business was negatively impacted financially	41%
Parking availability for my employees was reduced	35%
My business experienced increased vandalism	18%
Other, e.g., Late appointments	24%

# Impact to Business - Comparison

## Water St.

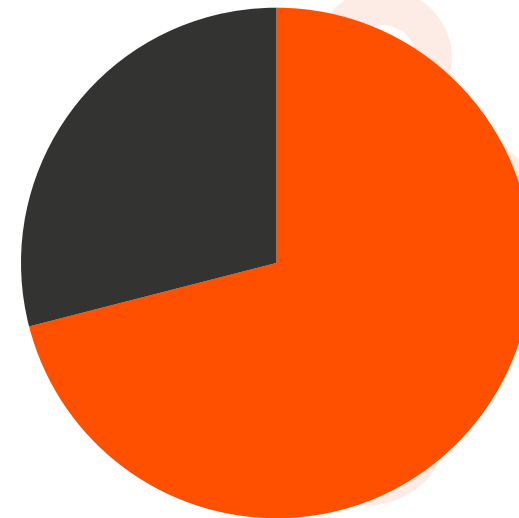
- Mostly Positive
- Mostly Negative
- Both positive and negative
- No impact



n = 16

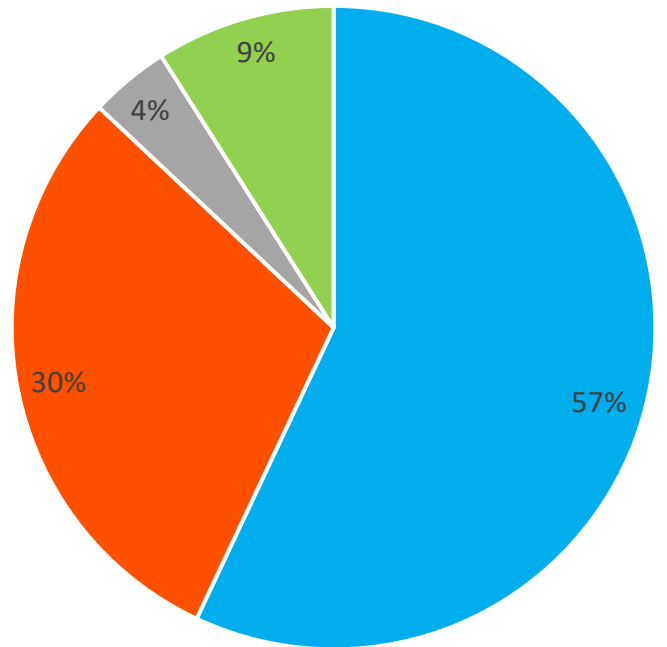
## Duckworth St.

- Mostly negative
- Both positive and negative



n = 7

## Would you want your business to be included in the road closure of the pedestrian mall in the future?



■ Yes ■ No ■ Maybe ■ Not sure

n = 23

Why would you **not** want your business included in the pedestrian mall road closure in the future?

### Water (n=2):

It has hurt my business

Parking

### Duckworth (n=5):

Duckworth was not pedestrianized in a holistic meaningful way.

Many of our customers are older and distance from parking to store is a major concern.

Taxis can't pickup customers near my business.

I need the parking in the area to make my business work.

We can't afford to have our street closed off.

## What would need to be in place for a pedestrian mall to be successful for your business in the future?

### Duckworth (n=4):

If there is another Water Street Mall there needs to be a simultaneous unique, well planned, announced, advertised and funded Duckworth Art Walk event...and a big map of where people can find these things.

Parking structure in the east end of downtown.

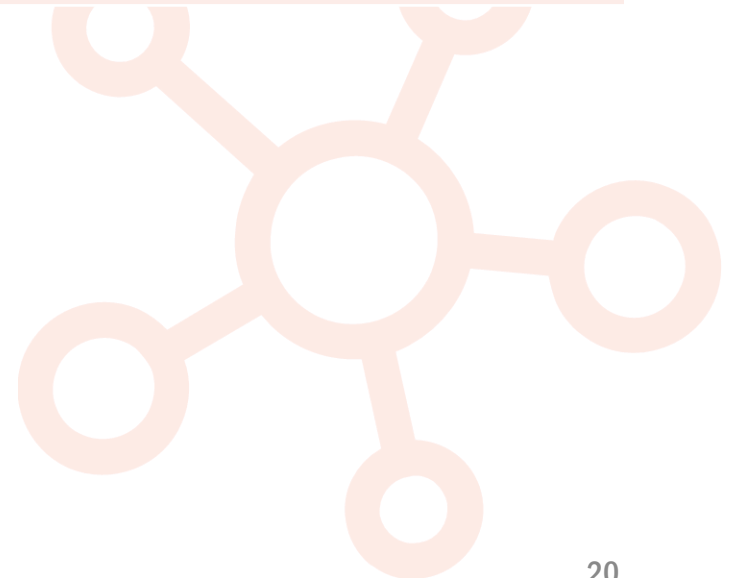
Open to traffic with no parking except for deliveries.

Move the barricades when the Pedestrian Mall is closed for the evening so I can get taxis to drop off and pick up my customers

### Water (n=4):

Remove no drive on water street and give back the parking places.

Hybrid perhaps open Monday to Thursday closed Friday to Sunday.

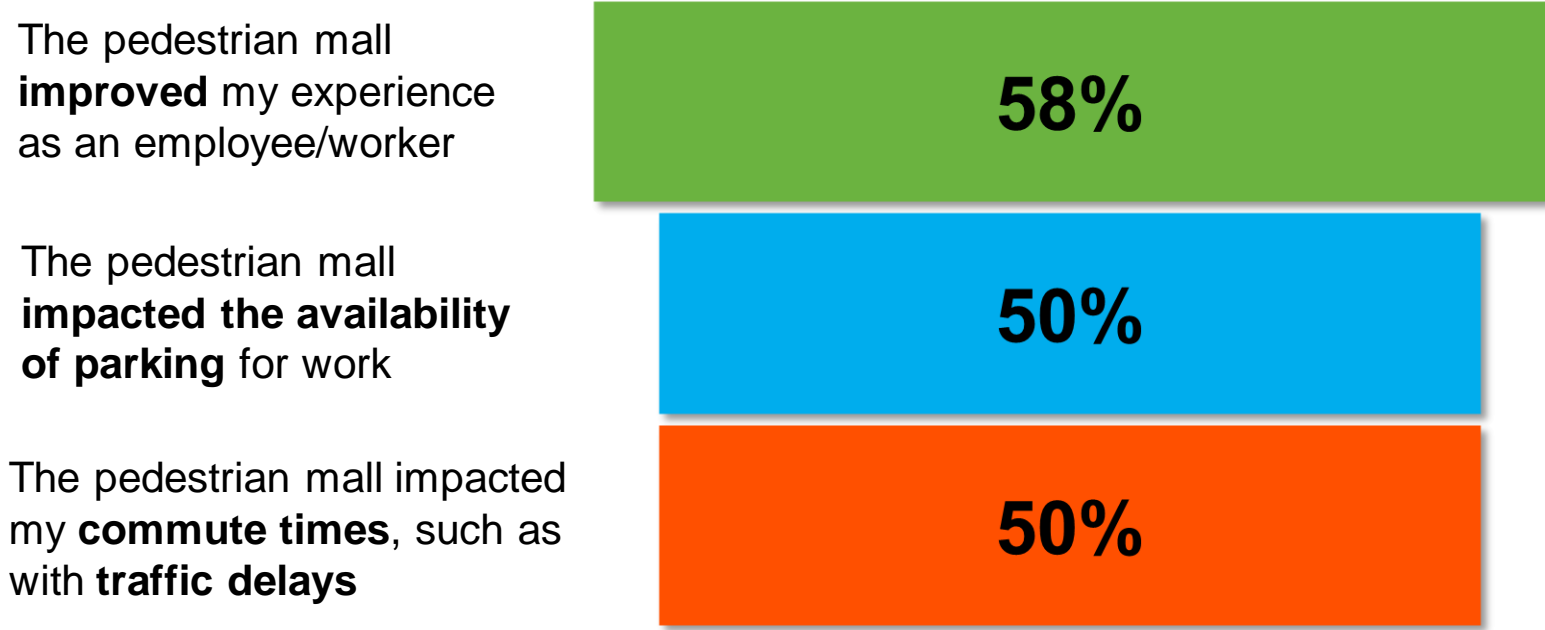


## **Worker/Employee Perspective**



# Impacts of the Pedestrian Mall

Percent rating as  
SOMEWHAT AGREE or AGREE



## Comments:

- \_\_\_\_\_
- Duckworth closure blocked my route to get to work
- \_\_\_\_\_
- Duckworth closure made access dangerous
- \_\_\_\_\_
- Overall, it was a positive experience

