B.M.R. COMMENT

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THE YONGE STREET PEDESTRIAN MALL

GOOD ENVIRONMENT EQUALS GOOD BUSINESS

From Sunday May 30 through Saturday June 5, Toronto converted three blocks of its main downtown street -- Yonge Street -- into a tree-lined pedestrian mall, becoming one of a growing number of North American cities experimenting with the idea of downtown malls.

The idea had been discussed off and on for several years in Toronto -- Bay Street, Yorkville Avenue and Elizabeth Street are some of the streets that have been suggested as potential malls -- until last fall and winter, when additional interest was sparked in the idea of a Yonge Street mall. A City Council Sub-Committee to Consider a Pedestrian Mall on Yonge Street, a Technical Committee, and an Operations Committee were organized to study the technical problems and to develop specific plans. A Pedestrian Mall Merchants' Committee was also organized to work with the City Committees. Toronto City Council gave its approval to a mall on Yonge Street in February; Metro Toronto Council in March; and the Provincial Legislature in mid-May.[1]

The Toronto experiment was designed to find out what technical problems would be encountered in the design and operation of a mall; what costs would be involved; what the public reaction would be; and what the effect on business in the area would be. It was hoped that, based on this experiment, a better evaluation could be made about the pros and cons of creating one or more permanent downtown malls.

The Yonge Street Pedestrian Mall stretched 400 yards from Adelaide Street on the south to Albert Street on the north. The site is a busy north-south artery located close to subway, bus, and street car

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[1] Since Yonge Street is designated as a Metropolitan road, the approval of both Metro Council and the Provincial legislature was required to permit the creation of a pedestrian mall on it. As a safeguard, the Province was also asked to pass legislation which provided that no person be entitled to recover any damages or compensation from the Metropolitan Corporation or the City of Toronto for loss of business or for loss of access to or from Yonge Street arising from the creation of the mall.

routes and to large parking lots. The street chosen is accessible and well-known to people from all over Metro Toronto. The Mall was not continuous since it was interrupted by traffic at the cross-streets. Although the Mall was temporary -- thereby limiting the landscaping possibilities to portable trees and flowers -- 110 trees (10-15' tall) and 120 planters of bright flowers were arrayed along the route. Benches and kiosks and some 20 picnic tables were distributed along the mall. An 18' wide strip which meandered down the street was kept clear of planters, trees, and other obstruction, so that vehicles could be driven down the mall when necessary. Deliveries were allowed until 10 a.m., but all vehicular traffic (except emergency vehicles) was banned thereafter.

In addition to the landscaping done by the City Parks Department, some stores set up their own special displays: a fruit wagon, ice-cream stands, flowered walls. And several restaurants created side-walk cafes which spilled onto the street and were jammed virtually all week long (except during rain storms).

A stage was provided for public entertainment -- which consisted of a variety of bands, singers and dancers who performed during lunch and in the evening during the week, and in the afternoon and evening during the week-ends. In addition to this official entertainment programme, fashion-shows, honky-tonk piano-playing, and other informal entertainment were provided by stores and pedestrians along the route. As the week progressed, people became increasingly relaxed, and harmonica players or guitar players giving informal recitals seemed to spring up.

The mall was financed jointly by the City and the merchants along the route. The City paid for such things as the staff time required for planning the mall, for policing, cleaning and traffic surveying, as well as paying for some entertainment. And the merchants, through the Pedestrian Mall Merchants' Committee (which assessed each business on the basis of the number of front feet it had along the Mall) paid for most of the entertainment and advertising.

How can the success or failure of this Mall -- and hence the desirablility of future malls-- be evaluated? Many factors, of course, must be considered: what was the effect on traffic? what were the costs? and so on.[2] But surely two of the most important factors that should be considered in determining the success or failure of the Mall are the reaction of the pedestrians who actually used the Mall and the reactions of the businessmen who have establishments along the Mall.[3]

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2 At present the City is studying the total costs of the Mall and the effect that it had on traffic patterns.

3 Although there appears to be no conflict in this particular case, it can be stated as a general principle that in the creation of such malls, when there is disagreement between business and the general public, the onus is on the dissenting group to prove that it is (or will be) <u>actually hurt</u> by the creation of the Mall.

In order to determine the reactions of these two important groups, the Bureau conducted two surveys. One survey was conducted during the Mall and involved interviewing 220 people who were walking along the Mall. The other survey was conducted after the Mall week and involved interviewing authoritative representatives of 54 of the 56 businesses that had ground-floor access to the Mall. This BMR Comment is devoted to a discussion of the reactions of these two groups and to a presentation of some of the data collected from these surveys.

THE PEDESTRIANS

Two hundred and twenty pedestrians of all ages were interviewed at various times during the day and on various days during the week of the Mall. Except for one open-ended question asking for "comments", all questions consisted of a list of activities, likes, dislikes and so on, which the respondent was asked to check where appropriate. The answers to each question have been cross-classified with the days of the week -- to see if there are any differences, for example, between week-days and week-ends or between early in the week and late in the week; and with the time of day -- to see if there are any differences, for example , between lunchtime and afternoon or afternoon and evening. Only some of the tables are included in this report and the discussion is limited to the highlights of the survey and the observations made by the Bureau's researchers during the week.[4]

Who used the Mall?

Two of the Mall's most impressive achievements are that it attracted many more people to this downtown area than usual and that it attracted a much wider variety of people than usual. The vast increase in numbers was obvious to anyone who is familiar with the Mall area under normal week-day and week-end circumstances. Not only were there vast increases during peak lunch-time periods, but also during normally fairly quiet times, such as week-day evenings and Sunday afternoons. The wider variety of people was evident even to the casual observer. With its usual scurrying crowds, bumper to bumper traffic, and lack of benches or entertainment this area normally has little to tempt either the elderly person in search of a place to stroll or rest in comfort or the mother with young children eager for variety and colour combined with safety and convenience. But during the Mall, old people and families visited the Mall in very large numbers.

Many shopkeepers mentioned the great influx of suburbanites to downtown, and the Bureau interviewed several tourists who were enchanted

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[4] The full set of Supplementary Tables is available for 50¢ upon request to the Bureau.

and who vowed to return to their own cities and demand malls. Obviously the mall was beneficial to Toronto's image, both in the mind of its own citizens and in the mind of visitors from out of town.

The survey data showed that the method of getting to the Mall was fairly evenly distributed among walking (35%), public transit (31%) and car (32%). There were some interesting variations: for example, 58% of the people interviewed during lunch walked; 43% of those interviewed during the evening came by public transit (a higher percentage than we had expected); and 45% of those interviewed on Sunday came by car. Only 4% of the people interviewed took the opportunity provided by the questionnaire to complain that it was harder than usual to find a place to park.

The number of families who visited the Mall was particularly evident from the survey: 26% of all those interviewed came with families and an astonishing 43% of the people interviewed on Sunday afternoon and 43% on Friday evening came with their families.

If the life of the heart of a city depends on its ability to attract a lot of people and a mixture of people, then a pedestrian mall can certainly make a real contribution toward preserving that life.

Why did people come to the Mall?

Curiosity seemed to be the major motivation -- 64% of those interviewed mentioned curiosity as a reason for visiting the Mall. But curiosity is not necessarily a short-lived motive. The fact that a number of people interviewed mentioned casually that they had already visited the Mall one or more times and yet still marked "I was curious" as a reason for visiting the Mall; and the relatively high level of curiosity mentioned throughout the week (83% to 54%), indicate that curiosity will always motivate people to visit areas such as the Mall.

The second most important reason for visiting the Mall was that "it's pleasanter than other streets" (45%). While curiosity would probably drop if the Mall were continued, this second motive might well increase if a permanent Mall were created. As more people became acquainted with the (more lavish) permanent Mall and had a chance to compare it with other downtown streets, it seems likely that the pleasant nature of the Mall would continue to attract them.

What did people do?

The survey indicated that the most popular activity was just walking around (80%). 69% said they watched or listened to the entertainment; 66% ate or drank something; 54% enjoyed the downtown greenery; and 39% of the week-day respondents shopped.

What did people like? (See Table 1)

On the questionnaire, the most frequently checked "like" was "trees, flowers, greenery" (85%). This high percentage was quite constant during the different times of day and on different days of the week. It seems obvious that, regardless of whether a permanent mall is created or not, people do appreciate having trees and flowers along downtown streets.

The next most frequently mentioned "likes" were: "sidewalk cafés" (71%); "lively atmosphere" (67%); "more interesting downtown" (67%); "benches and tables" (66%); and "more pleasant downtown" (66%). Obviously these things are inter-related: sidewalk cafés help create a more lively atmosphere and a more interesting downtown; and both benches and greenery contribute to making a more pleasant downtown. If a downtown is lively and pleasant and interesting, more people will visit it.

Other frequently mentioned "likes" were: "no cars" (56%); "easy to cross the street" (52%); and "less air and noise pollution" (50%). These "likes" are obviously related to the banning of traffic.

From the answers to "what do you like about the Mall?" it seems clear that any future mall should contain as much greenery as possible, sidewalk cafés, plenty of benches and tables, and should try to create as pleasant and interesting an atmosphere as possible. The answers to this question obviously referred only to what existed in this particular Mall, and therefore they should not preclude other methods of creating a pleasant and interesting downtown. Some suggestions (made by groups outside the City committees) which were not included in the week-long Yonge Street Mall but which might well be considered for future (longer or even permanent malls, which will make some of the following feasible) are: grass and large shade trees, films projected onto buildings, library "book-mobiles", and museum and art exhibits. Certainly suggestions from outside groups should be solicited for the design of future malls.

What did people dislike? (See Table 2)

The most frequently mentioned "dislike" was "interruption by cars at cross-streets" (22% of all respondents, and 28% of the lunch-time and Sunday afternoon respondents). A continuous Mall would be preferable to an interrupted one. But if a choice has to be made between creating a continuous Mall on a little-known side street and a permanent Mall similar to the experimental one, the advantages of side street continuity would have to be weighed against the disadvantages of interruption when that interruption is mitigated by the accessibility and liveliness of a main street such as Yonge Street.

Other "dislikes" while not large in over-all totals, did increase at certain times of day: 27% of the lunch-time respondents and 37% of the evening respondents disliked "too many people"; and 23% of both the Sunday and the evening respondents said there were "not enough outdoor displays" such as art displays. (Obviously at lunch and in the evening people would have more time to enjoy such exhibits.) One other dislike which is included under "other" and which was mentioned spontaneously by several respondents was that the Mall was "too commercial". Their complaints were, for example, that some of the posters on the kiosks were not informative, but were simply advertisements.

It is also interesting to indicate some of the things that people did not dislike. Since a large number of complaints about inadequate parking was expected, and since a third of the visitors to the Mall drove cars, it is significant that only 4% marked "no place (or harder to find a place) for your car"; and since merchants might have been worried about the effect of the Mall on shopping, it is significant that only 5% found it "harder to shop".

The fact that 37% of the people said that they didn't dislike anything indicates that there was a fairly high level of satisfaction among the users of the Mall.

Over-all Pedestrian Reaction to the Mall (See Tables 3-6)

Without doubt, the two most important questions asked were whether or not the respondent liked the Yonge Street Mall and whether or not the respondent favoured creating downtown pedestrian malls. The response to both was overwhelmingly favourable: 99% of the pedestrians said "I like the Yonge Street Mall" and 95% said "I am in favour of creating downtown pedestrian malls."

In order to demonstrate the breadth of support and enthusiasm expressed by the pedestrians, we have included some of their comments:

"Main street in Toronto and it deserves a lift."(housewife)
"Fantastic. Keep it all summer!" (secretary)
"Please, I would like it to remain!!" (school teacher)
"Creates a healthy, fun, social atmosphere in the European Style." (office manager)
"When I get back to Montreal I'm going to write the Mayor." (salesman)

"This type of mall gives the City more character." (insurance underwriter)

"They ought to tear up the street and plant grass." (ad production manager)

"Great idea, need more of them." (chartered accountant)
"As a businessman I like seeing the people here." (store manager)

"Keep Toronto human -- extend the mall." (unknown)
"More Malls Please." (printer)

Table 1

LIKES X TIME

LIKES	Total (220)	Sunday Afternoon (40)	Morning (15)	Lunch (64)	TIME Afternoon (excl. Sunday) (36)	Afternoon (incl. Sunday) (76)	After Work (25)	Evening (40)
Formal entertainment	76	14	2	20	15	29	7	18
	35%	35%	13%	31%	42%	38%	28%	45%
Informal entertainment	101	15	5	31	24	39	7	19
	46%	38%	33%	48%	67%	51%	28%	48%
Cafés	15	28	14	47	26	54	18	24
	71%	70%	93%	73%	72%	71%	72%	60%
Outdoor merchandise displays	59	5	3	16	16	21	10	9
	27%	13%	20%	25%	44%	28%	40%	23%
trees, flowers, greenery	186	34	15	55	31	65	22	29
	85%	85%	100%	86%	86%	86%	88%	73%
kiosks	51	10	4	12	15	25	3	7
	23%	25%	27%	19%	42%	33%	12%	18%
decorations	105	22	9	32	16	38	16	10
	48%	55%	60%	50%	44%	50%	64%	25%
benches & tables	146	25	12	46	27	52	16	20
	66%	63%	80%	72%	75%	68%	64%	50%
lively atmosphere	147	23	9	49	27	50	17	22
	67%	58%	60%	77%	75%	66%	68%	55%
less air & noise pollution	110	20	13	31	22	42	13	11
	50%	50%	87%	48%	61%	55%	52%	28%
easy to cross street	114	17	12	32	24	43	14	15
	52%	43%	80%	50%	67%	57%	56%	38%
more convenient shopping	67	9	6	18	18	27	9	7
	30%	23%	40%	28%	50%	36%	36%	18%

Addendum to Table 1

LIKES X TIME cont'd.

	Total (220)	Sunday Afternoon (40)	Morning (15)	Lunch (64)	Afternoon (excl. Sunday) (36)	Afternoon (incl. Sunday) (76)	After Work (25)	Evening (40)
more interesting downtown	147	23	11	49	25	48	17	22
	67%	58%	73%	77%	69%	63%	68%	55%
more pleasant downtown	144	18	12	47	30	48	14	23
	65%	45%	80%	73%	83%	63%	56%	58%
food and drink	85	14	7	24	21	35	9	10
	39%	35%	47%	38%	35%	46%	36%	25%
no cars	101	-	13	34	23	23 (of 36)	15	16
	56%	-	87%	53%	64%	-	60%	40%
other	31	5	4	6	6	11	2	8
	14%	13%	27%	9%	17%	14%	8%	20%

Table 2

DISLIKES X TIME

DISLIKES	Total (220)	Sunday Afternoon (40)	Morning (15)	Lunch (64)	TIME Afternoon (excl.Sunday) (36)	Afternoon (incl.Sunday) (76)	After Work (25)	Evening (40)
No place(harder to	8	1	0	1	3	4	1	2
find) for car	4%	3%	0	2%	8%	5%	4%	5%
too many people	38	0	0	17	4	4	2	15
	17%	0	0	27%	11%	5%	8%	38%
harder to shop	10(of 180)	-	0	5	1	-	1	3
(excluding Sunday)	6%	-	0	8%	3%	-	4%	7%
too much formal	4	0	1	2	1	1	0	0
entertainment	2%	0	7%	3%	3%	1%	0	0
interruption by	48	11	2	18	5	16	4	8
cars at cross sts.	22%	28%	13%	28%	14%	21%	16%	20%
decorations	1	0	0	0	0	0	0	1
	0%	0	0	0	0	0	0	3%
not enough flowers	33	7	3	9	3	10	3	8
and greenery	15%	18%	20%	14%	8%	13%	12%	20%
not enough formal	10	2	0	3	3	5	0	2
entertainment	5%	5%	0	5%	8%	7%	0	5%
not enough informal	22	6	0	4	4	10	0	8
entertainment	10%	15%	0	6%	11%	13%	0	20%
not enough	15	3	0	4	1	4	1	6
interesting stores	7%	7%	0	6%	3%	5%	4%	15%
not enough outdoor	39	9	2	11	6	15	2	9
displays(art,merchand.)	18%	23%	13%	17%	17%	20%	8%	23%
other	36*	10	3	8	3	13	3	9
	16%	25%	20%	13%	8%	17%	12%	23%
nothing	82	12	6	24	18	30	12	10
	37%	30%	40%	38%	50%	39%	48%	25%

* 36 of the 220 respondents mentioned "other dislikes".

Table 3

LIKE YONGE MALL X DAY

	Total (220)	Sunday (40)	Monday (10)	Tuesday (42)	Wednesday (25)	Friday (103)
Like Yonge St. Mall	217 99%	39 98%	10 100%	42 100%	25 100%	101 98%
Do not like Yonge St. Mall	2 1%	0 0	0 0	0 0	0 0	2 2%
No answer	1 0%	1 2%	0 0	0 0	0 0	0 0

Table 4

LIKE YONGE MALL X TIME

	Total (220)	Sunday P.M. (40)	Morning (15)	Lunch (64)	Afternoon (excl. Sunday) (36)	Afternoon (incl. Sunday) (76)	After Work (25)	Evening (40)
Like Yonge St. Mall	217 99%	39 98%	15 100%	63 98%	36 100%	75 99%	25 100%	39 98%
Do not like Yonge St.Mall	2 1%	0 0	0 0	1 2%	0 0	0 0	0 0	1 2%
No answer	1 0%	1 2%	0 0	0 0	0 0	1 1%	0 0	0 0

Table 5

FAVOUR DOWNTOWN MALLS X DAY

	Total (220)	Sunday (40)	Monday (10)	Tuesday (42)	Wednesday (25)	Friday (103)
Favour creating malls	210 95%	40 100%	10 100%	41 98%	23 92%	96 93%
Not favour creating malls	6 3%	0 0	0 0	0 0	2 8%	4 4%
No answer	4 2%	0 0	0 0	1 2%	0 0	3 3%

Table 6

FAVOUR DOWNTOWN MALLS X TIME

	Total (220)	Sunday P.M. (40)	Morning (15)	Lunch (64)	Afternoon (excl. Sunday) (36)	Afternoon (incl. Sunday) (76)	After Work (25)	Evening (40)
Favour Creating Malls	210 95%	40 100%	14 93%	62 97%	35 97%	75 99%	23 92%	36 90%
Do not favour Creating Malls	6 3%	0 0	0 0	1 2%	0 0	0 0	2 8%	3 8%
No answer	4 2%	0 0	1 7%	1 2%	1 3%	1 1%	0 0	1 3%

YONGE STREET BUSINESSMEN

The second group surveyed was the Yonge Street Businessmen group. "Authoritative representatives" (such as owners and managers) of 54 of the 56 businesses with ground floor access to the Mall were interviewed. The two businesses that failed to respond were both small clothing stores. The answers to most questions were cross-classified with the type of business -- to see if there were any differences, for example, between banks and retail businesses; and with the size of the business (as measured by the number of employees) to see if there were any differences between large and small businesses. Some of these tables are included at the end of this report (Tables 7-12) and the remainder are in the Supplementary Tables.

The Businesses:

34 (63%) of the 54 businesses were retail; 8 (15%) financial; 7 (13%) restaurant; 4 (7%) personal service; and 1 (2%) entertainment. Of all the businesses 7 (13%) had less than 5 employees; 15 (28%) 5-9 employees; 15 (28%) 10-19 employees; 7 (13%) 20-49 employees; 4 (7%) 50-99 employees; 4 (7%) 100-199 employees; and 2 (4%) 200 or more employees (specifically, 2,500 and 3,500 employees).

There were some significant differences according to the type of business. Since retail, financial and restaurant businesses were the most numerous on the Mall, comparisons will focus on these three business types. But there did not seem to be significant differences according to the size of the business. For example, of the three businesses that said that the Mall was "Bad for Business", one had less than 5 employees, one had 20-49 employees, and one had 3,500 employees.

Sometimes neither size nor type explains the differences. The most outstanding example of this is that the two largest retail stores -- both much larger than any other business on the Mall -- were absolutely split on their evaluation. One stated that more people had window-shopped and entered the store than usual; the other said fewer had. One stated that sales were better, that it had received benefits other than immediate sales, and that the Mall had been good for business; the other stated the opposite. One possible explanation for this discrepancy is that one of these stores participated enthusiastically in the Mall while the other greeted it with reluctance.

Extra preparations and/or costs (excluding assessment by the Merchants' Committee)

61% of the businesses made special preparations and incurred extra costs as a result of the Mall. 91% of those who made special preparations employed extra staff; 61% provided extra displays, decorations and/or entertainment; and 45% did extra advertising. Of those who made extra preparations, 79% felt the costs were balanced or out-weighed by the benefits; 12% said they weren't; and 9% didn't know.

Effect on Business (See Tables 7, 8)

Evaluating the effect of the Mall on business is a tricky task. Sales figures alone are not always adequate measures. For example, a store that sells candy or shoes or drugs may well have an immediate increase in sales; but a store that sells furniture or pianos or diamonds, may not see an immediate effect. After all, the purchase of a sofa, a piano, or a diamond pin is rarely made on impulse. While there might be appreciable effect on sales during the week of the Mall, more people might have looked in the window or enjoyed the entertainment. In this way they may become aware of the existence of the store and, as a consequence, may come back in 3 or 6 months to make a purchase. Aside from the enjoyment given to their workers -- which certainly cannot be measured by sales figures, some businesses, such as banks, may not really be much affected one way or another. In order to discover all possible positive, negative and neutral effects of the Mall on business, a series of six questions -- ranging from the number of people window-shopping and possible indirect benefit such as publicity to actual effect on sales -- were asked.

76% of all businesses (91% of the retail, 71% of the restaurants and 13% of the financial) said that more people window-shopped during the week of the Mall than usual and only 6% said that fewer people did. 75% of the financial institutions and 29% of the restaurants said that the question was not applicable to their type of business. Window-shopping is particularly important for comparative shopping and impulse-buying and is therefore particularly important for retail businesses.

78% of all businesses (91% of the retail, 100% of the restaurants and 25% of the financial) said that more people than usual entered their establishments, and only 9% said that fewer people entered. Again, this is particularly important for retail and restaurant businesses. It is less important for financial establishments, because they still attract their regular customers and still carried on business with their mail-customers.

72% of all businesses (88% of the retail, 100% of the restaurants, and 0% of financial) said that sales were better than usual. Only 6% of all businesses (6% of retail, and the single enterntainment business) said sales were worse than usual and the remaining 22% said that sales were the same as usual, that sales were not an applicable measure, or that they didn't know. The two retail firms which stated that sales were definitely down were a small jewellery store and a large department store.

The major reason given for the sales results reported for the week of the Mall was "the Mall in general" (67%) and, more particularly, the fact that there were "more people downtown/on Yonge Street" (52%). No other reasons (such as weather or season) were nearly as important.

Clearly the businessmen interviewed felt that the key to increased sales was attracting people downtown. As pointed out earlier, if a downtown is pleasant and interesting, more people will visit it. In this case, the Mall created a better environment, attracted more people, and increased sales. What was good for people was good for business.

The three businesses which experienced a drop in sales during the Mall all marked "public entertainment" as a reason. The small retail store was located directly across from the fashion shows and found its sidewalk blocked; the large retail store did not have major fashion shows of its own; and the entertainment business perhaps suffered in competition with the free public entertainment.

There are many possible measures of benefits. In order to find out what other benefits might accrue to the businesses, the Bureau asked a general question about "other benefits". It was not very productive -- only 28% said they had benefited in ways other than sales or window-shoppers (such as publicity, public relations, introduction to new customers); 31% said they hadn't benefited in any other way; 26% said maybe; and 15% didn't answer. In future, perhaps providing a checklist of possible benefits rather than asking a general question would be more productive.

Taking all these measures into account, what was the general effect of the Mall on business? 78% said it "was good for business"; 9% said it "made no difference to business"; 7% didn't know; and only 6% (3 of 54 firms) said it "was bad for business". Two of the three who said it had been bad for business stated in a later question that while they were not in favour of recreating every aspect of the Yonge Street Mall, they were in favour of creating downtown malls.

<u>Over-all Business Reaction to the Mall</u> (See Tables 9-12)

The reaction of the Yonge Street Mall business community to the Mall was extremely favourable. As in many cities where malls have been tried, there had clearly been doubts before the Mall about the effect on business; but most of these doubts were eliminated by the experiment. 93% of all the businesses interviewed favoured a continuation of the Mall for anywhere from 2 weeks to all year (88% of the retail; 100% of the restaurants; 100% of the financial; 100% of the entertainment; and 100% of the personal service businesses); 4% didn't know; and only 4% were not in favour of re-creating the Mall.

The following are some of the comments given by businessmen:

"The biggest thing to happen to downtown for business"
(manager, shoe store)

"Did not realize the possibility of the mall. I was unprepared for such an increase in business." (manager, restaurant)

"Mall created a carnival-like atmosphere. Everybody seemed friendly and always smiling. One thing that struck me was the way the streets were kept clean at all times. Excellent job in this area." (merchandise manager, variety store)

"More shoplifting, different group of people shopping - younger - regular customers not in during this week." (manager, clothing store)

"Who can argue against it?" (manager, clothing store)

"The Mall, one of the best things ever was done for downtown Toronto. Also our U.S. shoppers (said) that it (was) the best." (manager, drugstore)

"Yonge Street only." (owner, clothing store)

"Not permanent because would play itself out after 2 weeks" (president, clothing store)

"More successful when novelty wears off and crowds subside." (accountant, bank)

"We brought people from suburbs and it gave them something to do. It was just great." (owner, drug store)

"Only after a more extended period of time would anyone be able to judge effects on business, traffic, pollution and general public convenience." (manager, retail)

"Would favour extension of Mall -- North and South on Yonge Street." (manager, bank)

"Advertising and publicity as a result of Mall excellent." (manager, piano store)

"The mall was a people place, created interest in downtown, it is downtown's answer to Ontario Place." (manager, restaurant/tavern)

Clearly the businessmen as well as the pedestrians are eager to recreate a Yonge Street Mall. The response to the more general question about creating downtown pedestrian malls was slightly less certain -- 83% favoured the creation of downtown pedestrian malls; 13% didn't know; and only 4% were not in favour.

It seems obvious that the vast majority of both the pedestrians who strolled along the Mall and the businessmen with establishments along the Mall were very enthusiastic about the experiment. When the results of both surveys are compared, it is hard to come to any other conclusion than that the Mall was a resounding success and should be re-instated. The Yonge Street Mall clearly demonstrated that creating a pleasant, interesting downtown environment can be good for both people and business: if a downtown is pleasant and interesting, more people will visit it, and if more people visit it, more people will shop there.

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Table 7

GENERAL EFFECT OF MALL ON BUSINESS X TYPE OF BUSINESS

	Total (54)	Restaurant Tavern (7)	Entertainment (1)	Financial (8)	Retail (34)	Personal Service (4)
Good for business	42 78%	7 100%	0 0	2 25%	31 91%	2 50%
No difference to business	5 9%	0 0	0 0	3 38%	0 0	2 50%
Bad for business	3 6%	0 0	1 100%	0 0	2 6%	0 0
Don't know	4 7%	0 0	0 0	3 38%	1 3%	0 0

Table 8

GENERAL EFFECT OF MALL ON BUSINESS X SIZE OF BUSINESS

	Total (54)	Less than 5 employees (7)	5-9 (15)	10-19 (15)	20-49 (7)	50-99 (4)	100-199 (4)	200+ (2)
Good for Business	42 78%	6 86%	13 86%	11 73%	3 43%	4 100%	4 100%	1 50%
No difference to business	5 9%	0 0	1 7%	3 20%	1 14%	0 0	0 0	0 0
Bad for business	3 6%	1 14%	0 0	0 0	1 14%	0 0	0 0	1 50%
Don't know	4 7%	0 0	1 7%	1 7%	2 29%	0 0	0 0	0 0

Table 9

YONGE STREET MALL X TYPE OF BUSINESS

	Total (54)	Restaurant Tavern (7)	Entertainment (1)	Financial (8)	Retail (34)	Personal Service (4)
In favour of continuing Yonge St.Mall on temporary basis	30 56%	3 43%	0 0	6 75%	20 59%	1 25%
In favour of continuing Yonge St.Mall on permanent basis	20 37%	4 57%	1 100%	2 25%	10 29%	3 75%
In favour of continuing Yonge St.Mall*	50 93%	7 100%	1 100%	8 100%	30 88%	4 100%
Not in favour of continuing Yonge Street Mall	2 4%	0 0	0 0	0 0	2 6%	0 0
Don't know	2 4%	0 0	0 0	0 0	2 6%	0 0

Table 10

YONGE STREET MALL X SIZE OF BUSINESS

	Total (54)	Less than 5 employees (7)	5-9 (15)	10-19 (15)	20-49 (7)	50-99 (4)	100-199 (4)	200+ (2)
In favour of continuing Yonge St.Mall on temporary basis	30 56%	4 57%	8 53%	8 53%	4 57%	3 75%	2 50%	1 50%
In favour of continuing Yonge St.Mall on permanent basis	20 37%	2 29%	6 40%	7 47%	3 43%	1 25%	1 50%	0 0
In favour of continuing Yonge St.Mall*	50 93%	6 86%	14 93%	15 100%	7 100%	4 100%	3 75%	1 50%
Not in favour of continuing Yonge St. Mall	2 4%	1 14%	0 0	0 0	0 0	0 0	0 0	1 50%
Don't know	2 4%	0 0	1 7%	0 0	0 0	0 0	1 25%	0 0

* Since confusion arose over the definitions of "temporary" and "permanent", "temporary" and "permanent" answers have also been combined into one general category - "in favour of continuing Yonge St. Mall".

Table 11

DOWNTOWN PEDESTRIAN MALLS X TYPE OF BUSINESS

	Total (54)	Restaurant Tavern (7)	Entertainment (1)	Financial (8)	Retail (34)	Personal Service (4)
In favour of creating downtown pedestrian malls	45 83%	6 86%	1 100%	7 87%	28 82%	3 75%
Not in favour of creating downtown pedestrian malls	2 4%	0 0	0 0	0 0	2 6%	0 0
Don't know	7 13%	1 14%	0 0	1 13%	4 12%	1 25%

Table 12

DOWNTOWN PEDESTRIAN MALLS X SIZE OF BUSINESS

	Total (54)	Less than 5 employees (7)	5-9 (15)	10-19 (15)	20-49 (7)	50-99 (4)	100-199 (4)	200+ (2)
In favour of creating downtown pedestrian malls	45 83%	7 100%	13 87%	13 87%	6 86%	4 100%	2 50%	0 0
Not in favour of creating downtown pedestrian malls	2 4%	0 0	0 0	0 0	0 0	0 0	1 25%	1 50%
Don't know	7 13%	0 0	2 13%	2 13%	1 14%	0 0	1 25%	1 50%