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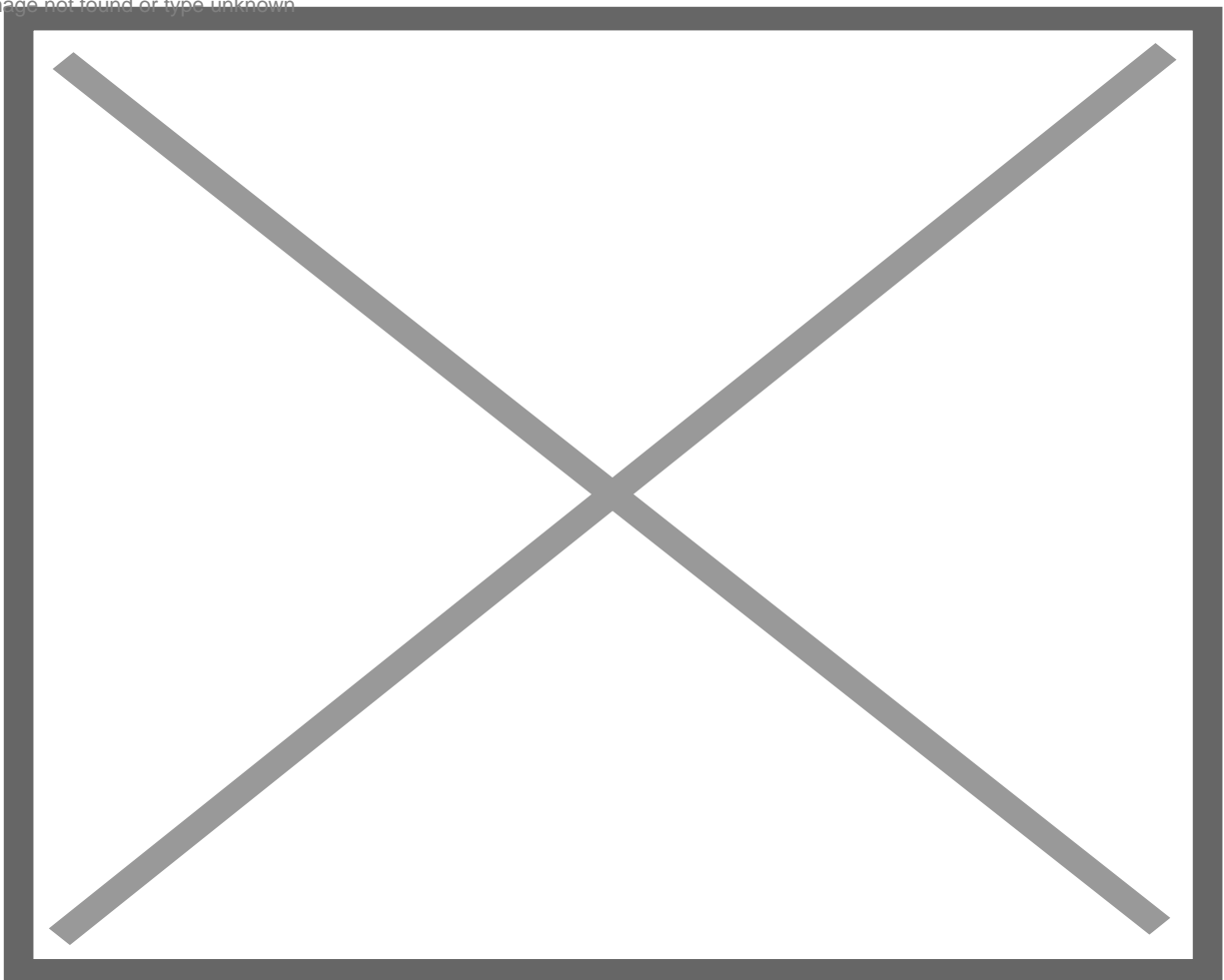
Latest Repairs Advance Downtown Christiansted Road Upgrades Ahead of Holiday Season

DPW reports progress on Phase 2, with paving completed along King Street and extending to Strand Street, as merchants look forward to smoother roads boosting holiday foot traffic and economic activity.

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Repaving work underway on Strand Street in Christiansted as part of the Department of Public Works' Downtown Christiansted Road Rehabilitation Project. By. DPW

The V.I. Department of Public Works issued an update on Thursday regarding the ongoing Downtown Christiansted Road Rehabilitation Project, noting significant progress on Phase 2 of the initiative. The latest announcement follows recent concerns raised by local businesses about the impact of prolonged roadwork on foot traffic and sales during the critical holiday season.

According to DPW, Phase 2 began on October 22 with the milling of King Street and has since progressed through several key areas. Paving operations continued along King Street down to Government House, with work extending to Strand Street near Crucian Gold as of Wednesday, November 13. The project also encompasses sections of Queen, New, West, Smith, and Queen Cross Streets.

DPW is encouraging patience as they work to enhance road conditions throughout Christiansted. Business owners in the area have voiced frustration in a [recent Consortium article](#), citing that ongoing disruptions due to construction have affected customer flow, with some shops reporting a downturn in sales. With the holiday season approaching, many are eager for the work to be completed to revive foot traffic and boost the local economy.

Store owners like Rosa Asencio of RJS Handmade Designs shared that Christiansted businesses rely heavily on local customers. Last year, her jewelry store resorted to offering free shipping to offset the challenges posed by deteriorated roads. As the family awaits the completion of repairs, Asencio highlighted the need for community events and improved security to attract more people to Christiansted year-round.

The DPW update assures the community that flaggers will be stationed to assist motorists navigating the construction zones, and motorists are advised to follow detours and use alternate routes. DPW expressed gratitude for the public's understanding while repairs are ongoing.

Boutique owners and long-time business operators like Philip Singh, whose family-owned shop has been a fixture in Christiansted for over 50 years, have also noted the need for broader revitalization efforts beyond road repairs. Singh stressed the importance of reintroducing community events and festivals, such as the traditional "jump-up," to restore Christiansted's appeal as a central shopping destination.

In addition to road repairs, merchants hope that a renewed focus on Christiansted's shopping districts will reinvigorate the area and encourage both locals and visitors to engage with the town's offerings.