

# A BETTER CITY CONVERSATIONS:

## COVID-19 + THE PUBLIC REALM



**WEDNESDAY, DECEMBER 15, 2020**



**WELCOME**

**RICK DIMINO & KATE DINEEN**

**A BETTER CITY**



# INTRODUCTION

**MICHELLE MOON**

**A BETTER CITY**

# Tactical Public Realm Guidelines

August 2018



**B** Mayor Martin J. Walsh  
City of Boston

## PARKLETS

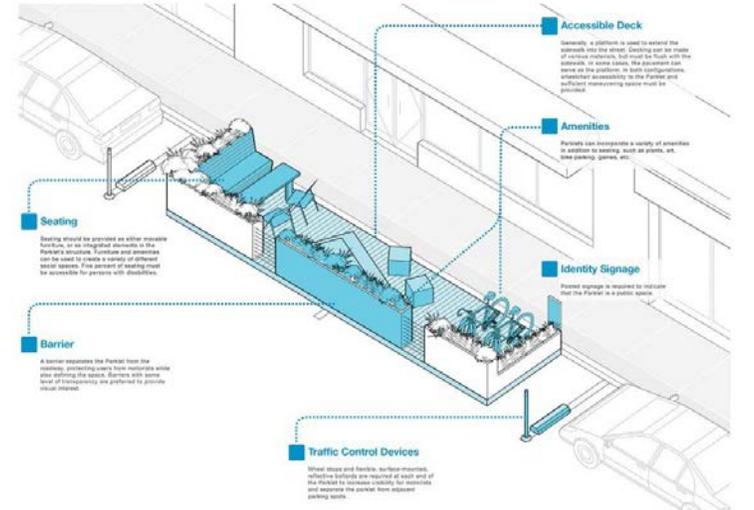
### Overview

Boston has many vibrant Main Street Districts, which are home to the local businesses that give each neighborhood its unique character. These spaces serve as community gathering places, but in many of them there is actually very little public space for gathering. In Main Street Districts and other areas of Boston with narrow sidewalks and limited access to parks, Parklets can offer new outdoor gathering spaces and bring new activity to the street and nearby businesses.

A Parklet reoccupies part of the street, typically one or two parking spaces, into a public space in which people can gather and socialize. In close cities across the country, Parklets play an important role in neighborhood placemaking, encouraging community interactions and a vibrant street life.

Parklets introduce new streetscape features such as seating, plantings, art, and bicycle parking on a platform extending into the parking line of the street. Parklets are typically sponsored by a nearby business or community organization, but Parklets are public and open to everyone, not just customers of a specific business. For table service or private parties, refer to Outdoor Cafe guidelines (see pg. 21).

A City-sponsored parklet may not become private. If the partner wishes to replace a public parklet with a private one, they will need to independently apply through the Outdoor Cafe permitting process with the Public Improvement Commission.



14 BOSTON TACTICAL PUBLIC REALM GUIDELINES

BOSTON TACTICAL PUBLIC REALM GUIDELINES 15

## TACTICAL PLAZAS

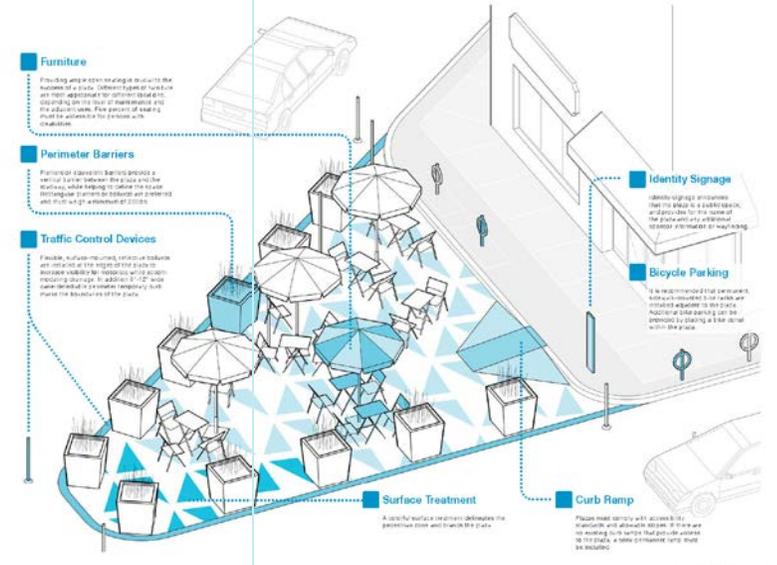
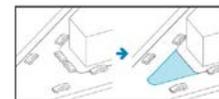
### Overview

Boston's unique charm stems in part from its dense network of sometimes irregular streets. These streets were once a chaotic mix of pedestrians, carriages, mules, and bicycles. Throughout the 20th century, street infrastructure was shaped to regulate different lanes, and most of the space was given over to automobiles. In dense neighborhood blocks, pedestrian space is often limited to narrow sidewalks, with relatively few opportunities for outdoor gathering spaces. At the same time, some of Boston's irregular intersections and blocks harbor more pavement than is needed for safe traffic movement. Boston has joined a growing number of cities taking advantage of these areas of underutilized pavement, and is turning them into public plazas and parks.

Tactical Plazas are public open spaces that are created out of underutilized spaces on city streets. They are quickly transformed from pavement into a study space for gathering, inspiring safety and setting the stage for the construction of a permanent plaza.

A new street commissioner can transform a barren stretch of pavement into an attractive place for people to gather. The role in question determines the surface paint and perimeter elements to delineate the space clearly, and seating, so that people coming by will be encouraged to linger. The section will review each element in detail.

Tactical Plazas are a partnership between the City and neighborhood groups, small business organizations, or major property owners. Although successful plazas have been active community partners, they are public spaces that are open to all and not limited to specific businesses.



16 BOSTON TACTICAL PUBLIC REALM GUIDELINES

BOSTON TACTICAL PUBLIC REALM GUIDELINES 17

# TACTICAL PUBLIC REALM PROJECTS



**GREEN STREET PARKLET**



**BIRCH STREET PLAZA**



**EAST BOSTON OUTDOOR SEATING**

# GREEN ST PARKLET

A  
BETTER  
CITY

Welcome to the  
**Green Street Parklet**  
A Public Space for Everyone  
Thank you for our meeting.



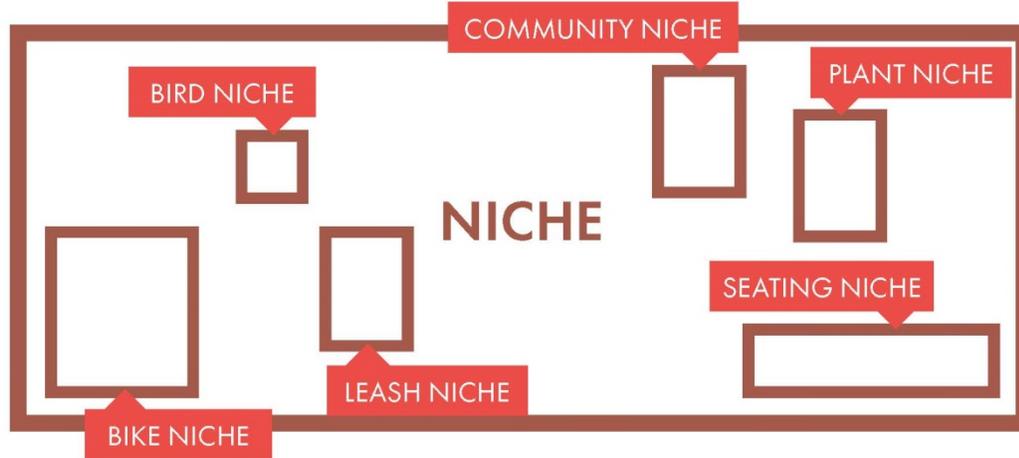
JP GREEN STREET PARKLET / PROJECT LOCATION

CENTRE AVENUE

BLUE FROG BAKERY

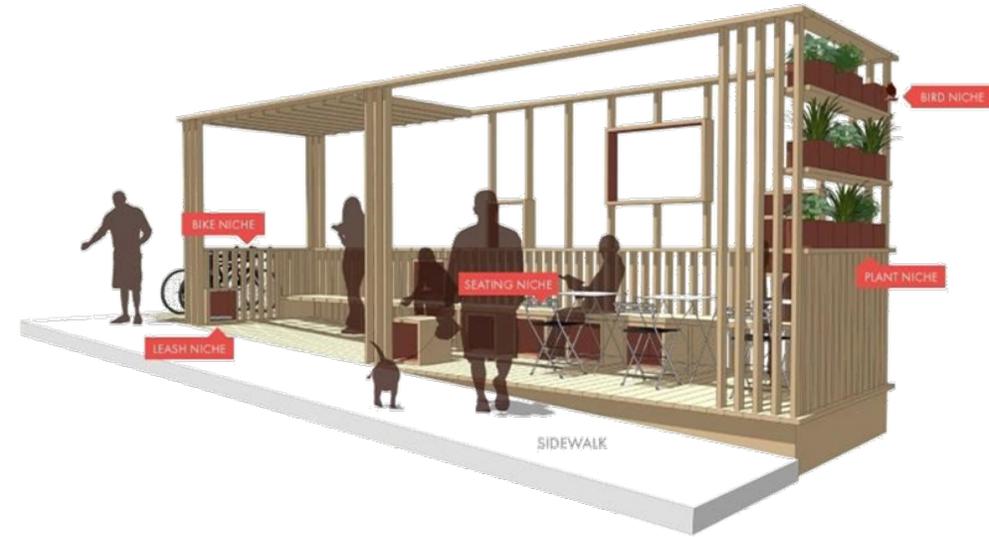
PAPER CUTS

GREEN STREET

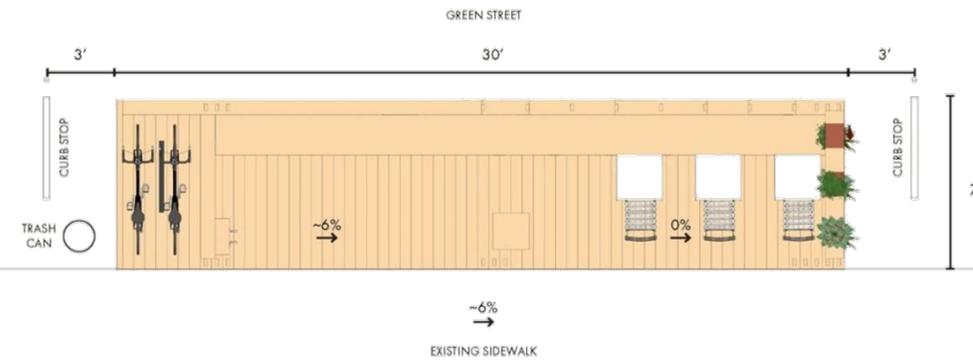




JP NICHE / FINAL CONCEPT DESIGN

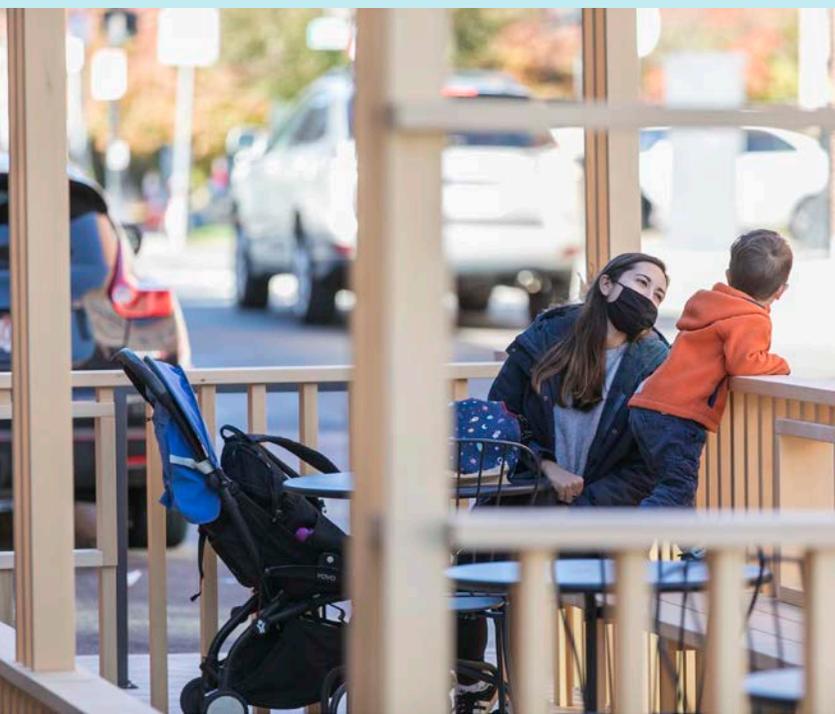


JP NICHE / FINAL CONCEPT DESIGN



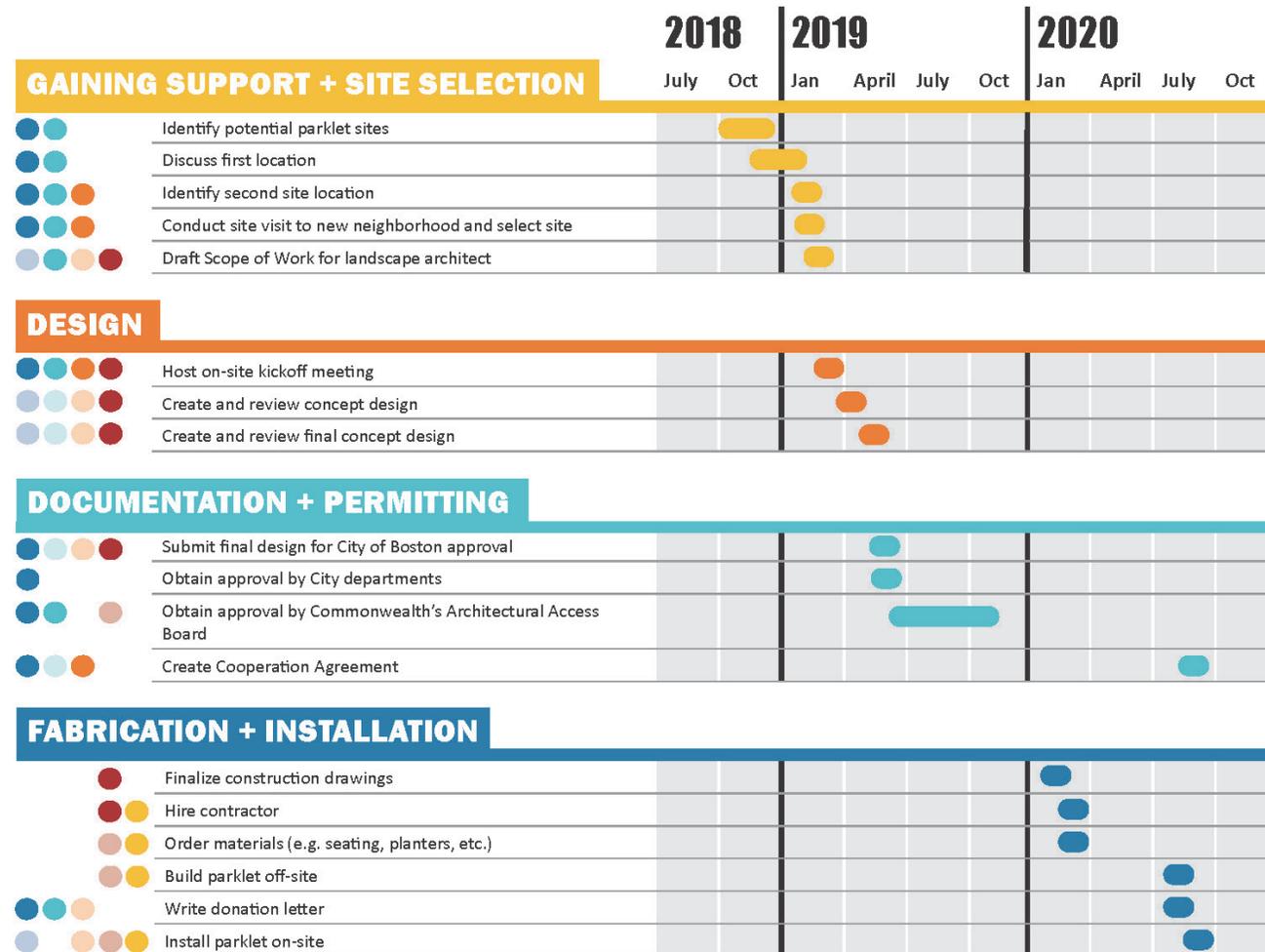
BLUE FROG BAKERY

PAPER CUTS



# GREEN ST PARKLET TIMELINE

- PROJECT TEAM**
- LEAD: City of Boston
  - SUPPORT: A Better City
  - JP Center / South Main Streets
  - Landscape Architect / Merritt Chase
  - Contractor



# PARKLETS AROUND JP



**GREEN STREET PARKLET**



**CITY FEED & SUPPLY PARKLET**



**MONUMENTAL MARKET PARKLET**

# BIRCH STREET PLAZA

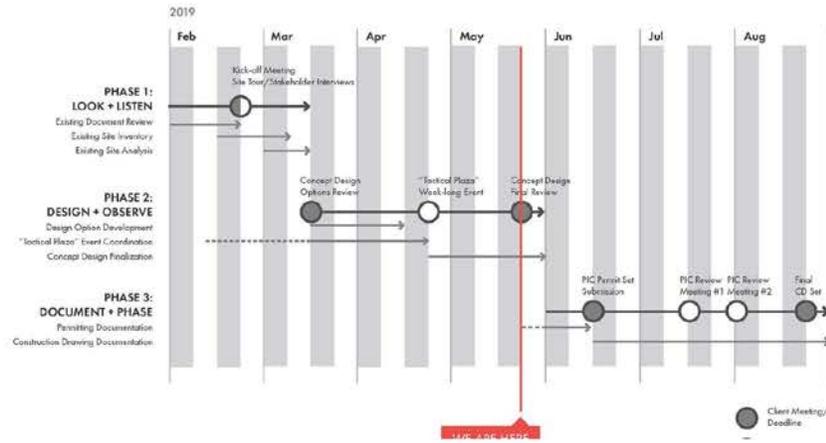


**A**   
**BETTER  
CITY**



# Brich St. Plaza | Design

Roslindale



Landscape Architecture + Images: Merritt Chase (Spring 2019)

# Brich St. Plaza | Week Long Pop-Up

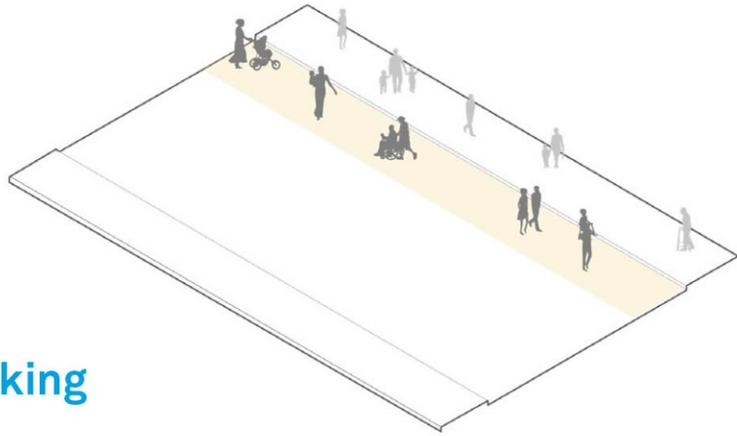
Rosindale



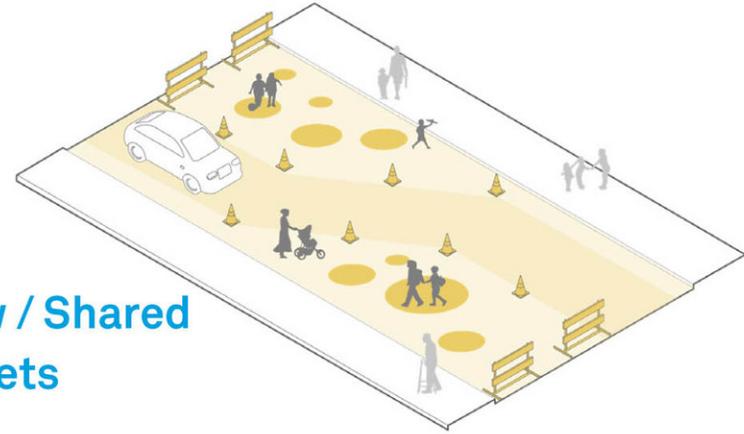




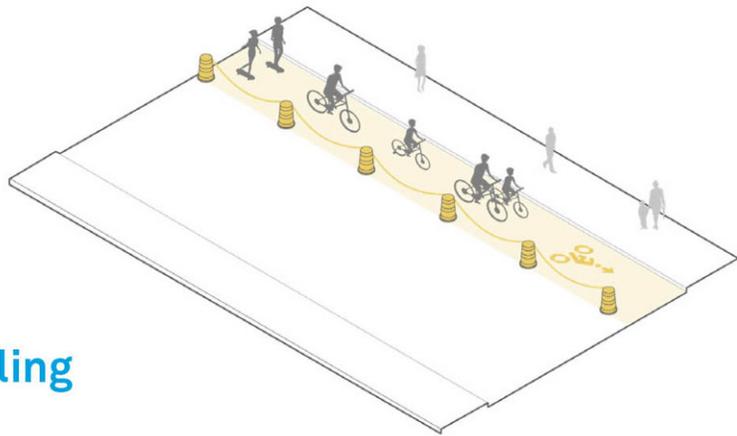




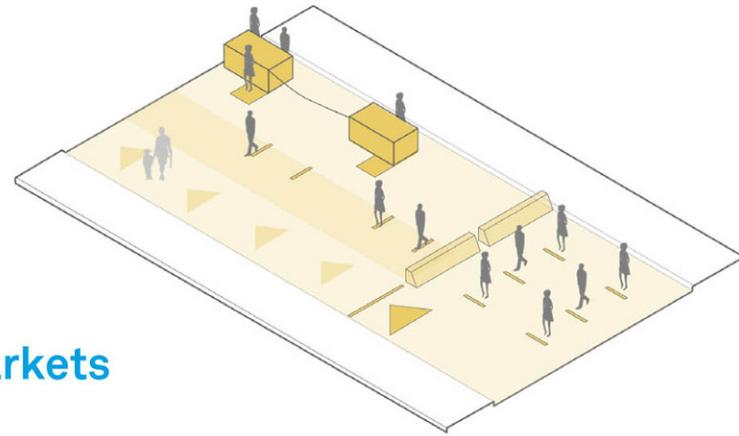
Walking



Slow / Shared Streets

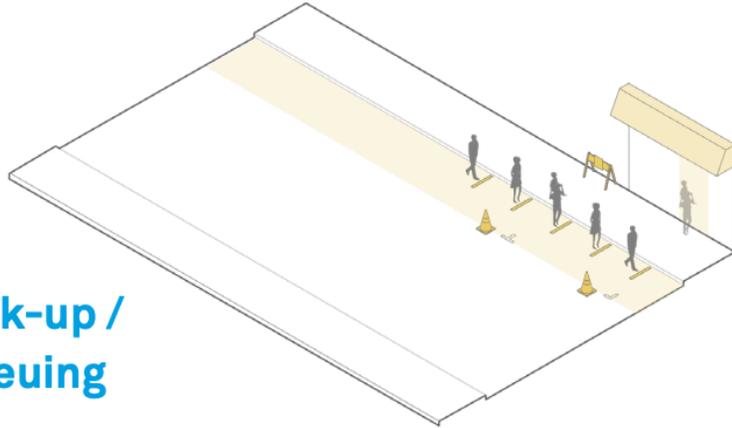


Cycling

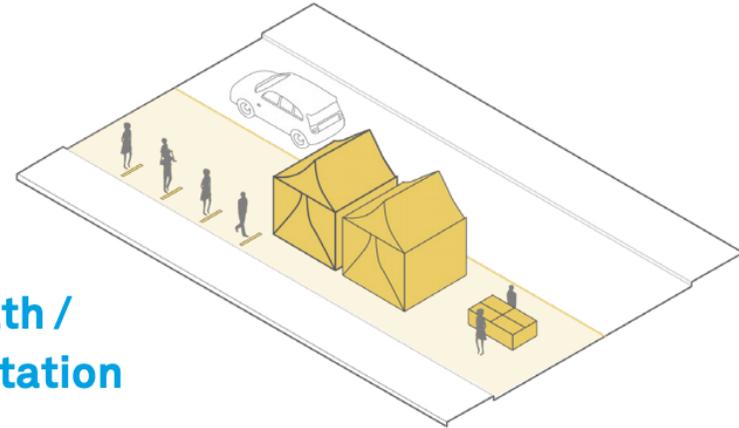


Markets

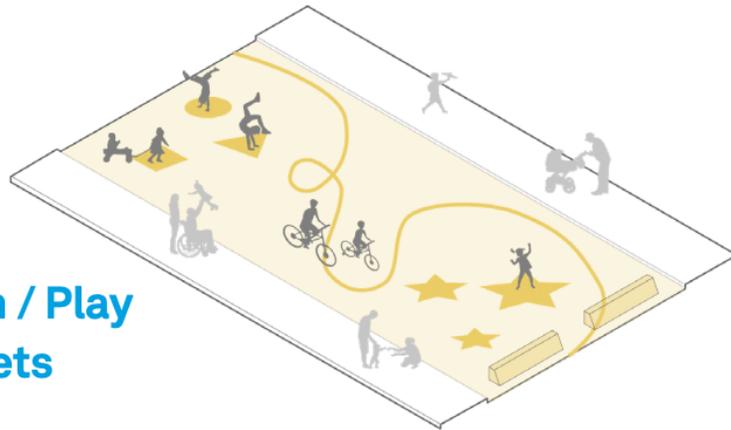
**Pick-up /  
Queuing**



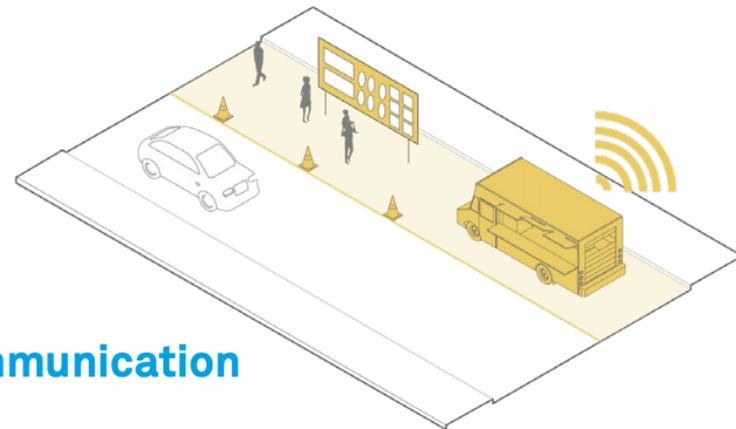
**Health /  
Sanitation**



**Open / Play  
Streets**



**Communication**



# OUTDOOR DINNING: PARKLETS, SIDEWALK CAFES, AND PLAZAS

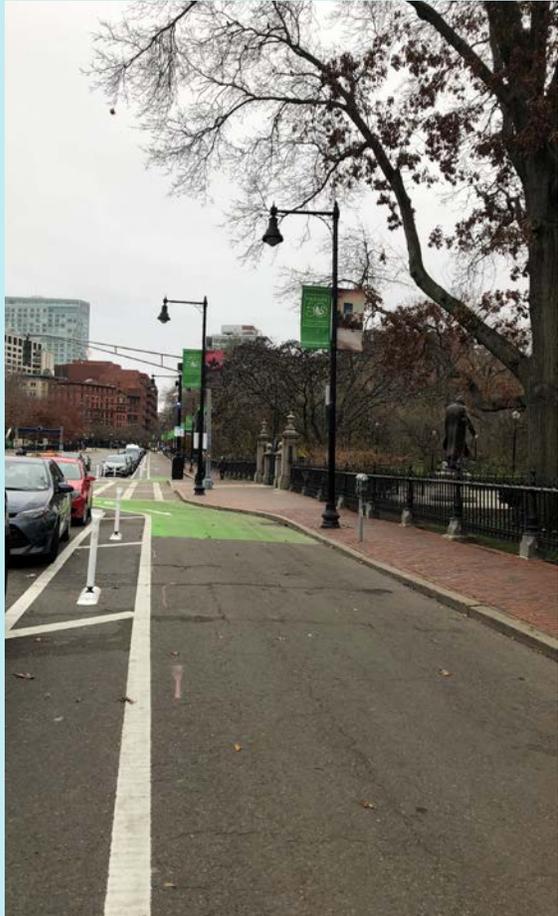


# OUTDOOR DINNING FOR EVERYONE



*Source: New York Times*

# STREETS FOR PEOPLE



# PARKS, POP-UP PARKS + POP-UP SPACES



# PUBLIC ART



# FUNDING + TA - 2020

- Municipalities
- MassDOT – Shared Streets & Spaces
  - MassDOT set up an emergency response program
  - Total: \$20million in FY2020
- Solomon Foundation Streets for Recovery
- Barr Foundation
- MassDevelopment COVID-19 Response Round: Resurgent Places
- *And more!*

# FUNDING + TA OPPORTUNITIES

- Shared Winter Streets and Spaces Grant Program

[www.mass.gov/shared-winter-streets-and-spaces-grant-program](http://www.mass.gov/shared-winter-streets-and-spaces-grant-program)

Round	Applications received by:	Notification of awards:
1	December 4th	December 22nd
2	January 5th	February 2nd
3	January 29th	February 26th
4	February 26th	

- Massachusetts Downtown Initiative (MDI)
  - Applications due: 3:00 p.m. December 18, 2020

[www.mass.gov/service-details/massachusetts-downtown-initiative-mdi](http://www.mass.gov/service-details/massachusetts-downtown-initiative-mdi)



# CASE STUDIES

## Streets for Recovery Case Study City of Chelsea: Community Art during COVID-19



Chelsea artist Nelson Saldana creating a chalk mural. Photo credit: Katy Rogers

**Project type:** Public Art  
**Planning timeline:** 3 weeks  
**Project timeline:** June 13 - Nov 1  
**Location:** Downtown  
**Scope:** 5 blocks  
**Municipal Lead:** Mimi Graney  
**Budget:** ~\$14K  
**Materials:** Chalk, paint

Item	Cost	# Units
Artist stipend	\$100-200	15
Chalk	\$1-\$6	500
Paint	\$50	9

**Goals**

Rapidly adapt the City of Chelsea's public art programming to create a safe and accessible means for public expression and processing the community's trauma during the COVID-19 pandemic, while nurturing and networking local artists.

**Background**

For weeks, the City of Chelsea was the epicenter of COVID-19 infection in Massachusetts, with a rate six times higher than the state average. Community members were experiencing grief from the health and economic impacts of the virus, and the *Chelsea Prospers* public art program sought to respond with empathy to these experiences.

Summer plans for *Chelsea Prospers* originally involved continued development of a neighborway on Division Street and large cultural gatherings. While some plans remained on track, the team prioritized fast action and widespread accessibility in adapting others for physical distancing. 150 people had registered to the kickoff networking event, "Creative Mystic," before it was cancelled, and from this group local artists were identified to participate in the new or re-envisioned projects. Since the pandemic restrictions limited widespread public engagement via events and intercept surveys, the team prioritized deep engagement with a smaller group of residents. Two major projects rose from the pandemic:

- Chalk Art Saturdays** - For six Saturdays starting on June 13<sup>th</sup>, the City invited community members to make chalk art in public spaces and hired local artists to create individual, larger chalk murals, following a calendar of art prompts. This was inspired by the [City of Salem's program](#).
- Nuestra Mesa** - Unveiled in early August, this project of painted, custom tables and seating emerged from a commitment to support local emerging artists and new needs for outdoor seating, conceptually driven by themes of nature and the "nine days of mourning" to process collective trauma of the pandemic.

**Partners**

- City support:** Cultural Council, City Manager, Department of Public Works, Fire Department, Youth Commission, Senior Center, Chelsea Public Library
- Studioful Design:** Claudia Paraschiv led concept and design for the two projects
- St. Luke's Episcopal Church's Food Pantry:** Distributed 400 chalk sets with food packages
- Witch City Customs:** Fabricated the Nuestra Mesa tables and seats

## Arlington Shared Streets Pilot



**Type:** Residential Shared Streets  
**Pilot Timeline:** 4/27/20 – 6/1/20  
**Installation:** 5/20/20 – 5/27/20  
**Length:** 0.37 mi  
**Location:** Brooks Ave – Lake St to Varnum St  
**Total Budget:** \$7,000 (Labor: \$6,500, Materials: \$500)  
**Municipal Contact:** [Daniel Amstutz](#), Town of Arlington  
**Consultant Contact:** [Jessica Morel](#), Neighborways Design

**Speed and Volume Data Before and During Pilot**

Average Daily Traffic (ADT)	Before	During	% Change
	378	278	-26.5%

Average # Vehicles in 24 hrs	Before	During	% Change
> 25 MPH	58	25	-41.4%
> 30 MPH	10	6	-18.4%

The pilot demonstration was removed after a week to evaluate data collected including valuable public feedback via email, nominate street survey, and post pilot survey; active transportation hand counts before and during; and traffic volume and speed counts before and during provided by the Arlington Police Department. Results were presented to the Select Board who approved next steps to develop criteria and prioritization for shared street projects in both commercial and residential areas.

**Additional Resources (Folder for all items)**

- [Project Summary Presentation](#)
- [Materials List with range of costs](#)
- [Sign PDFs](#)
- [Fliers for project](#)
- [Testimonial from Resident](#)
- [Photo Library](#)

The design used barriers on hand from the Police and Public Works, green traffic cones, and purchased signage printed locally on coroplast and 0.04 aluminum to save costs for the demo.

An emphasis on community engagement and support was important for the shared streets initiative to move forward.

**Partners:** Barr Foundation, LAWRENCE & LILLIAN SOLOMONSON FOUNDATION, neighborwaysdesign

## Streets for Recovery Case Study City of Amesbury: Outdoor Dining & Retail



**Project type:** Outdoor dining  
**Project timeline:** June 18 - Nov 1  
**Planning timeline:** 3 weeks  
**Scope:** 12 restaurants  
**Location:** Downtown  
**Municipal lead:** Angela Cleveland  
**Budget:** \$100-200  
**Materials:** Jersey barriers, signs, paint, etc.

Item	Total cost	# Units
Jersey barriers	On-hand	30
15-min parking signage	\$338	
A-frame boards; signage	\$278	3, 6
Paint	\$360	12 cans
Paint tools	\$61	

**Goals**

Rapidly respond to restaurant and small business needs during the COVID-19 pandemic by providing access to city-owned areas (pathways and parking spaces) to allow for outdoor dining and retail.

**Background**

The City of Amesbury (pop. ~17K) proactively sought to address the challenges of their small businesses due to on-site capacity restrictions implemented by the Commonwealth to protect public health during the COVID-19 pandemic. With most downtown restaurants operating from older brick buildings without outdoor space, the City looked to municipally-owned property to safely serve patrons outside.

**Partners**

Under the leadership of Mayor Gove, the Community & Economic Development Director, Deputy Fire Chief, Communications Director, and Police Chief conducted a "walkabout" to explore opportunities for each restaurant to expand service into public spaces. The DPW Director joined during the next outing to take measurements and ensure that physical distancing and other requirements were met.

**Outreach**

The Mayor's Office conducted direct outreach to restaurants to understand their plans for reopening and need for outdoor space. Once the plans were approved, the Communications Director posted a call for volunteers, and together staff and community members painted the jersey barriers. Business owners were invited to a physically distanced lunch with the Mayor in the new public parklet on Main Street.

**Design & Implementation**

To help prepare for outdoor dining applications, the team worked with interested restaurants to suggest spaces and configurations that would meet requirements, as mapped out in the earlier walkabout.

During a single phone meeting, key municipal staff from DPW, Fire, Police, and OCED approved outdoor dining applications for twelve restaurants. The public parklet on Main Street was also approved.



# FOUNDATION + OPTIMISM



Source: Pantone

# PUBLIC REALM PROJECTS

A vibrant street scene in Boston, featuring a mix of pedestrians, a cyclist, and historic brick buildings. The street is lined with trees and streetlights, and the overall atmosphere is lively and urban.

JACOB WESSEL

CITY OF BOSTON

# OUTDOOR CAFÉS IN 2020

## Goals:

- ▶ Support local businesses
- ▶ Keep people employed
- ▶ Retain social fabric during pandemic



# 2020 “TEMPORARY” OUTDOOR DINING PROGRAM

---

*There were changes across each of these areas in the temporary program compared to the traditional:*

## Application Requirements

*More simplified, less strict*

- Site plan (hand drawn accepted)
- Legal right to occupy required
- No abutter or other formal docs

## Enforcement

*No proactive enforcement*

- Primary form was through response to 311 and other complaints

## Community Process

*No community process or approval required*

- ONS approved on back-end

## Comms & Guidance

*Centralized comms & guidance*

- Boston.gov page that included all 2020 outdoor dining information
- Singular guidance document that included cross-departmental info

## Submission & Review

*Simpler & more centralized*

- Online application via Google forms
- Departments reviewed on back-end, a lot of collaboration

## Support & Resources

*Robust set of support offered*

- Technical support via help sessions
- Financial assistance through grants
- Support with jersey barriers & ramps

## Fees

*All fees waived for restaurants*

- This includes application and permit fees

## Set-Up Requirements

*More flexible requirements*

- Allowed set-ups to span further than frontage
- No drilling on sidewalk/street

# Install Pop Ups

## Supporting Small Businesses - Downtown



# EQUITY IN RECOVERY - Neighborhoods



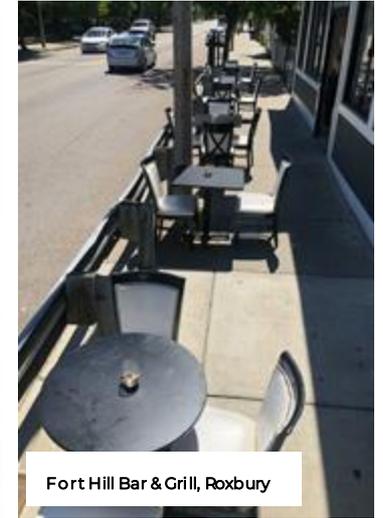
50 Kitchen, Field's Corner



China King, Chinatown



Soleil, Nubian Square



Fort Hill Bar & Grill, Roxbury



BRED, Lower Mills



Achilitos, Jamaica Plain



D&D, Egleston Square

# OUTDOOR CAFÉS: SCALING



# OUTDOOR CAFÉS: EVOLVING



# FULL STREET UTILIZATION



# OUTDOOR CAFES: NEXT STEPS

---

“THIS WORKS!”

Next year:

- ▶ New pilot season announced for 2021 Season. Applications now open!
- ▶ Hiring of certified engineers no longer present, fees waived and in-street parking lane dining now considered the norm
- ▶ Faster review process with dates that the City must respond by

Future years:

- ▶ Legal changes to City and State ordinances to institutionalize program?
- ▶ Self certification like NYC process? No pre-review by city staff?
- ▶ Can patios be more weather resilient? Other municipalities using tents and shade structures



# Sunayana Thomas

City of Somerville

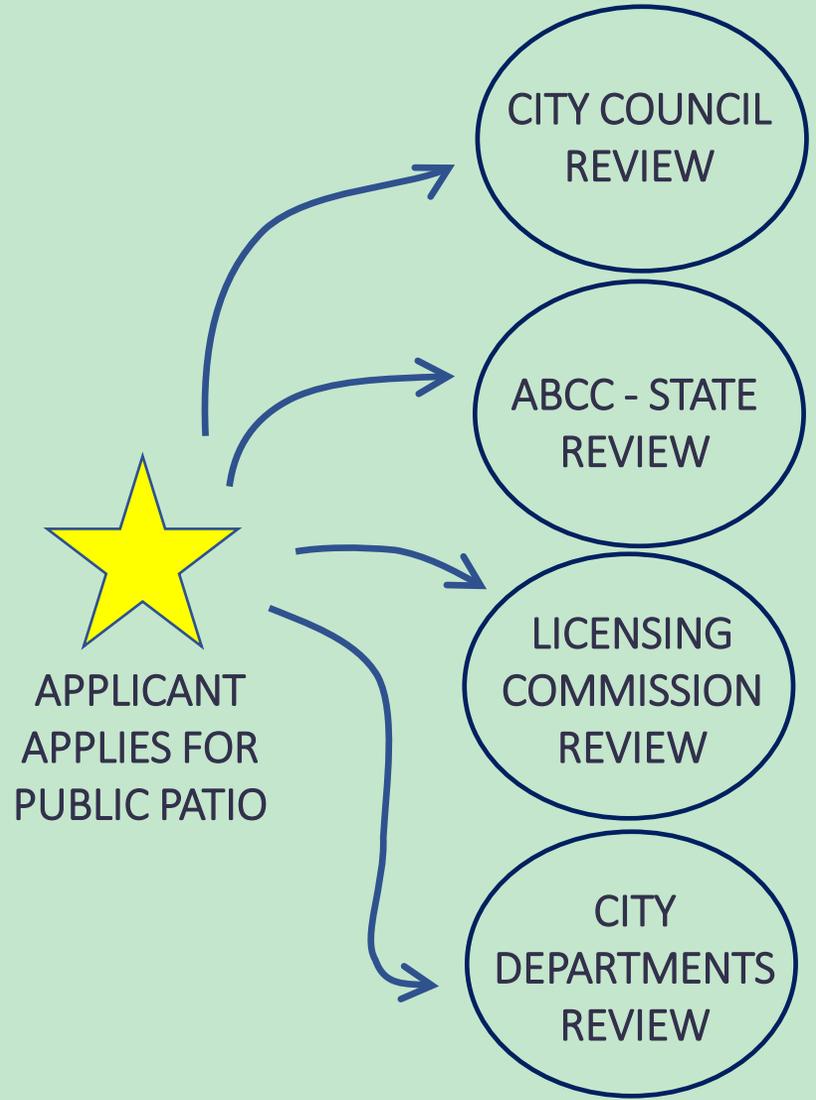
## STREAMLINING FOR STREATERY

Somerville, MA





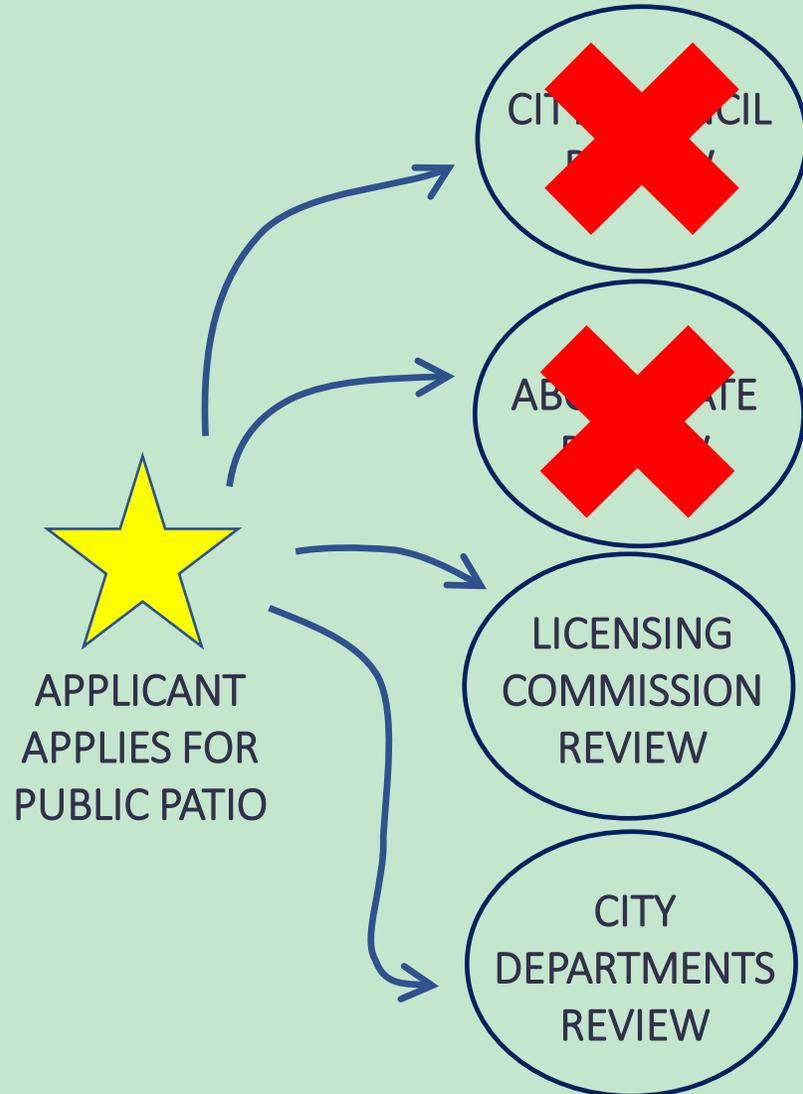
# Typical Process for Outdoor Dining



**EACH APPROVAL  
STEP COULD TAKE  
SEVERAL MONTHS**



# COVID Outdoor Dining License

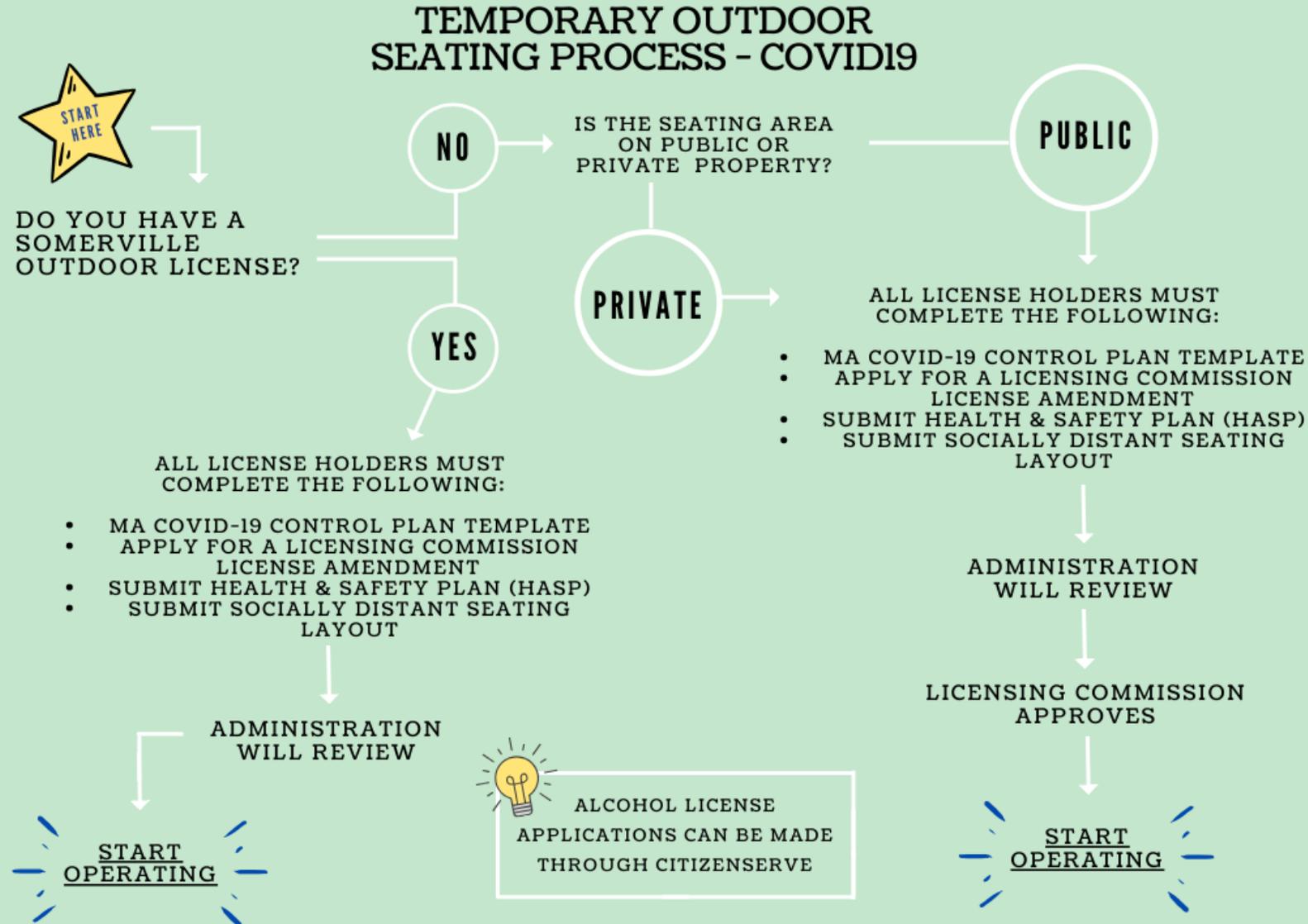


**EMERGENCY ORDER  
ALLOWED FOR  
STREAMLINED PROCESS**

**GOAL: 48 HR APPROVAL**



# COVID Outdoor Dining License



ALL APPLICATION MUST BE SUBMITTED THROUGH [HTTPS://WWW.SOMERVILLEMA.GOV/CITIZENSERVE](https://www.somervillema.gov/citizenserve)



# Streatery on Elm



**ALL HANDS ON DECK:  
'IN-HOUSE' DESIGN, EXISTING MATERIALS &  
INSTALLATION LABOR**



# Streatery on Elm

## CITY STAFF ROLES:

- **LICENSING** - Economic Development, Mobility, PSUF, Clerk's Office, Engineering, SPD, SFD, ISD
- **DESIGN** – Mobility
- **INSTALL** – DPW, SPD, SFD, Mobility, Parking, Restaurants





# Streatery on Elm - *video*





THANK YOU!



# SPACES FOR PEOPLE

SALEM, MA

Nick Downing  
City of Salem – Traffic and Parking



# Salem's Public Realm & COVID19



Photo courtesy of John Andrews/Creative Collective

## Extra Space for Safe Social Distancing

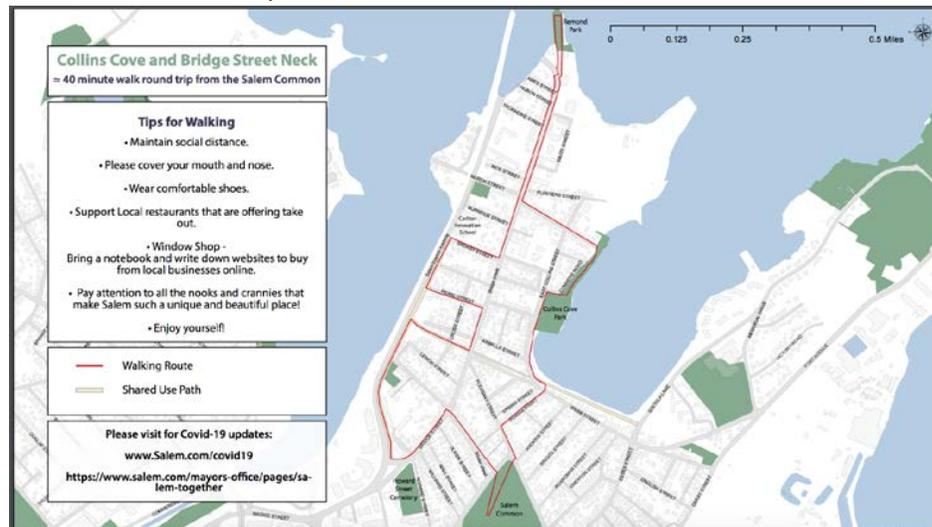
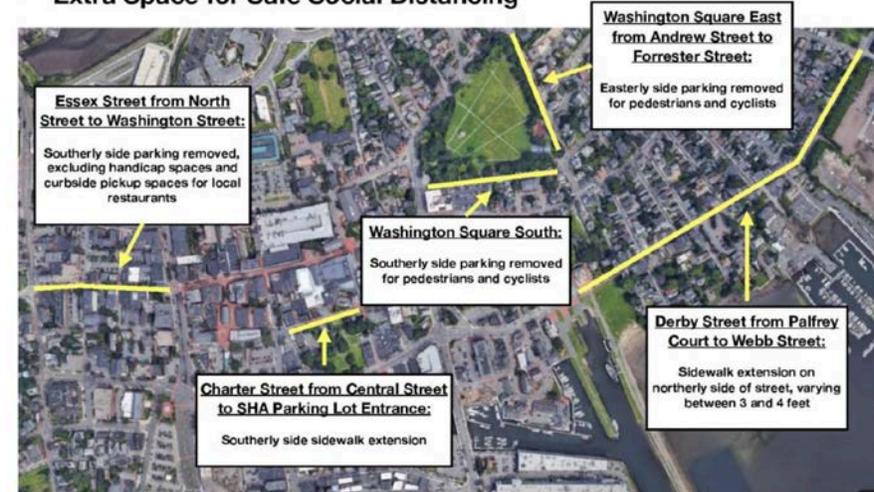


Photo courtesy of John Andrews/Creative Collective

# Salem's Public Realm & COVID19

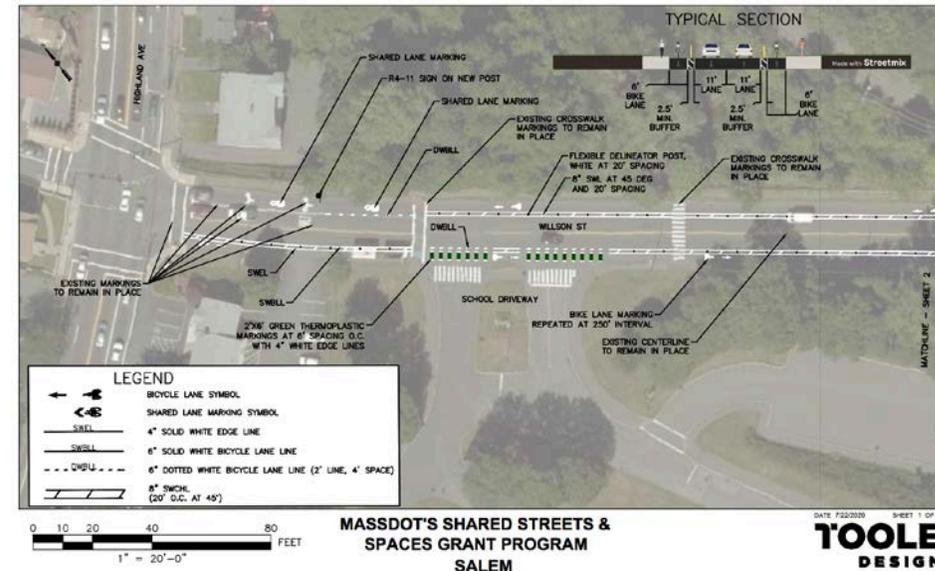
## Essex Street Extended Sidewalk



Photo courtesy of Matt Smith, District Trading Co.

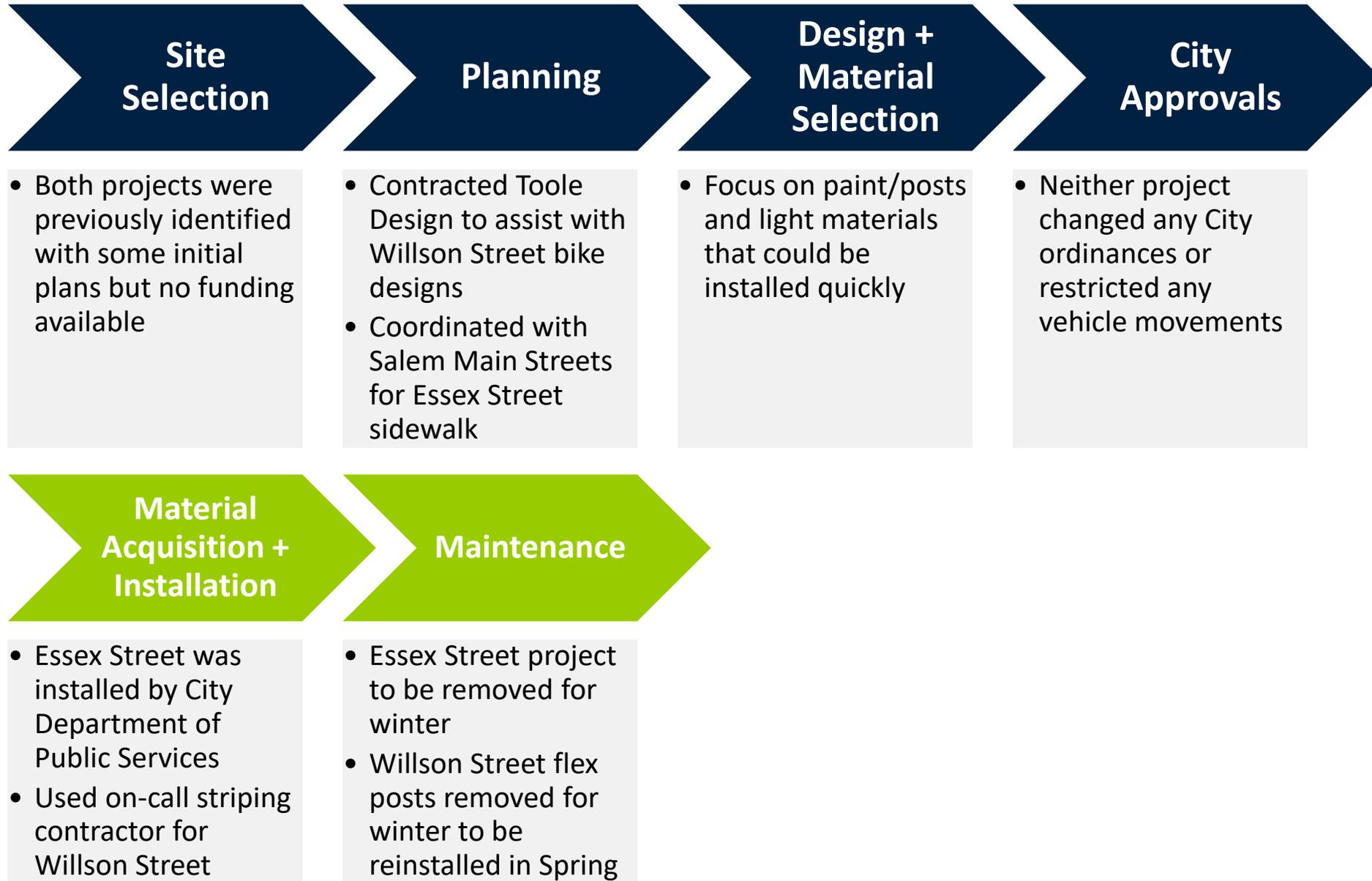
- Downtown Salem, adjacent to restaurant, coffee shop, local retail
- Had been a painted, October-only sidewalk extension in previous years

## Willson Street Protected Bike Lanes



- South Salem, adjacent to Salem High School and Horace Mann Laboratory School (K-5)
- Identified in City's Bicycle Master Plan
- Future connections to Highland Ave/Route 107 (state project) and Jefferson Ave (City project)

# Process



# Budget

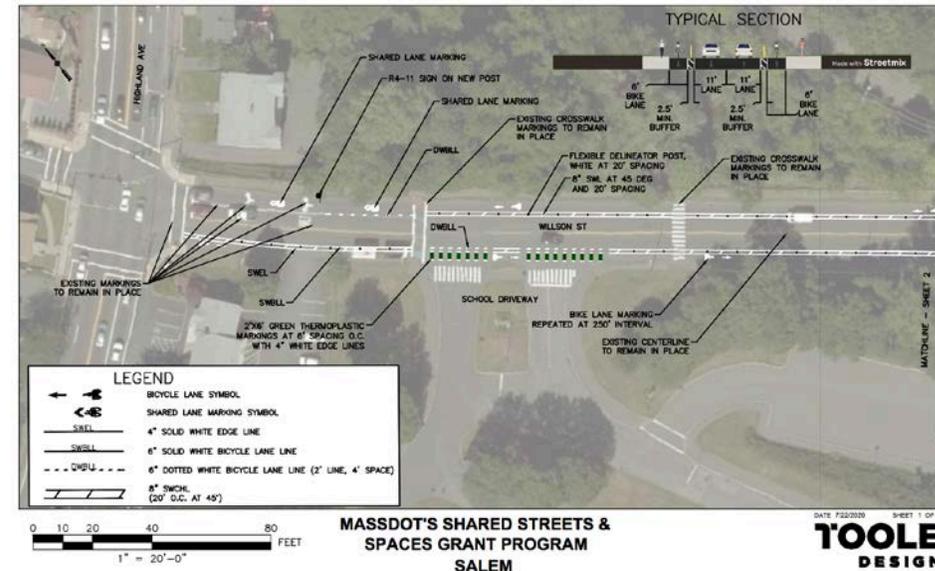
## Essex Street Extended Sidewalk



Photo courtesy of Matt Smith, District Trading Co.

- MassDOT Shared Streets and Spaces grant of \$81,500 for materials and labor
- Only spent \$44,000
- Waiting for approval from MassDOT to spend balance on a signs and lines project near the middle school

## Willson Street Protected Bike Lanes



- MassDOT Shared Streets and Spaces grant of \$56,000 for materials and labor
- \$15,000 grant from Barr Foundation for technical assistance from Toole Design

# Lessons Learned for 2021 & Beyond

## **ABP = Always Be Planning**

Don't let a lack of funds today stop you from planning new infrastructure, and state government likes "shovel ready" projects

## **Know Your Limits**

Do all the work you can in-house, but know when something is beyond your abilities and get a professional to do it right

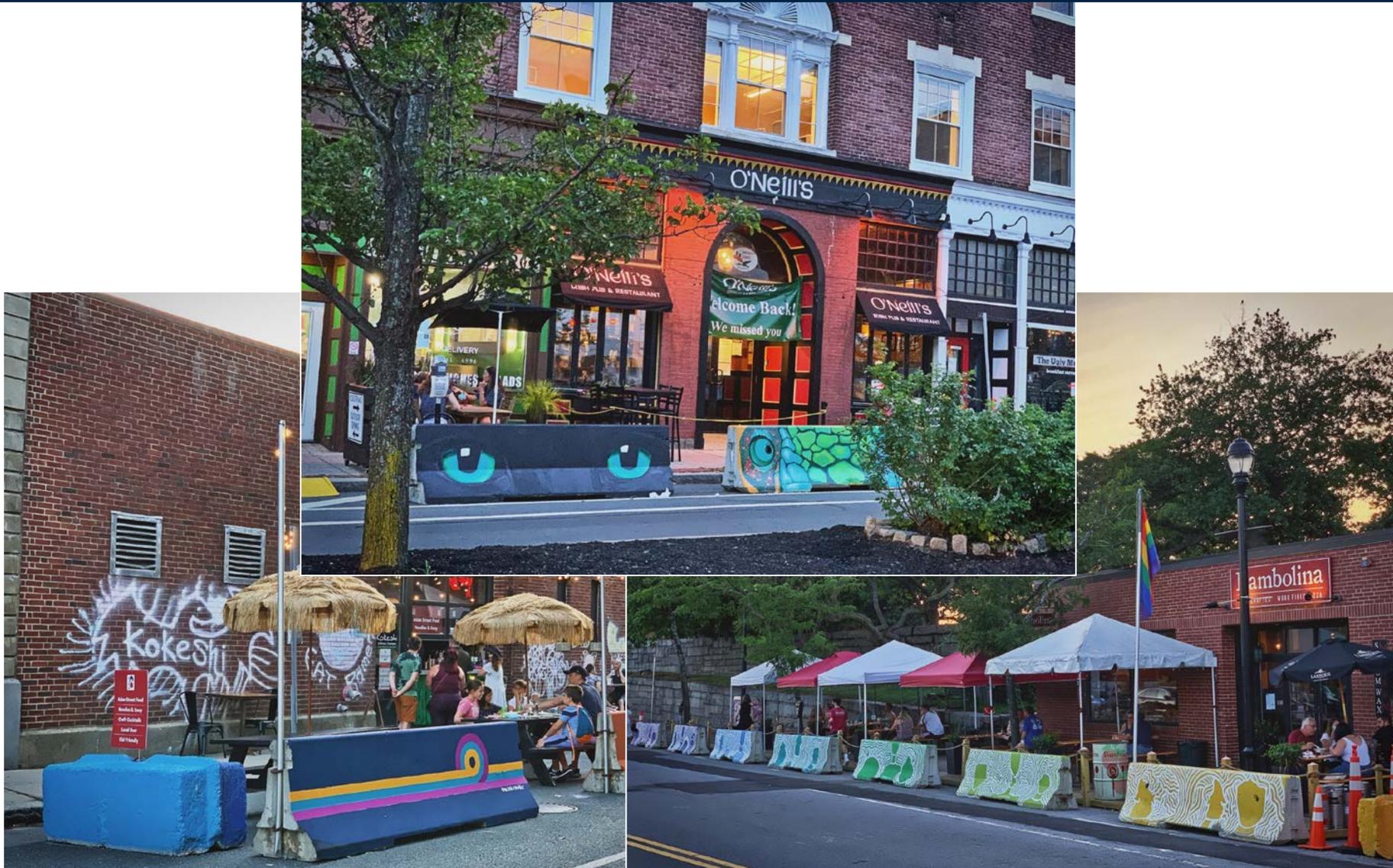
## **Data Data Data**

Collect data before, during, and after a project and have someone who can tell you what it all means

## **Put Art on Everything**

Everything is a canvas if you want it to be

# More of Our Painted Barriers



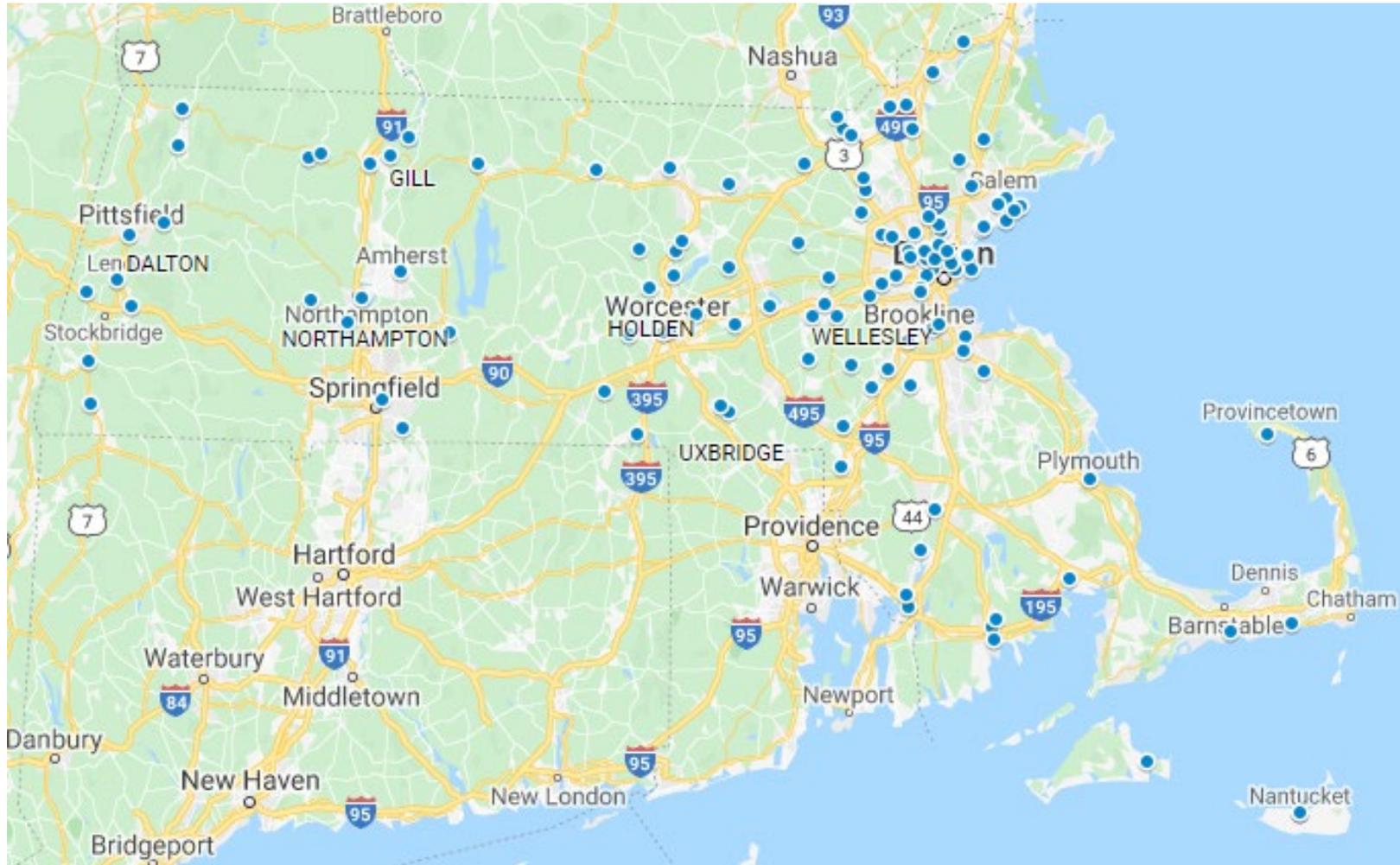
Photos courtesy of John Andrews/Creative Collective



# Sharing Streets

Rapid Reallocation of the Street Cross Section  
for COVID Relief

# MassDOT Shared Streets & Spaces



Source: MAPC, Google

# Sterling

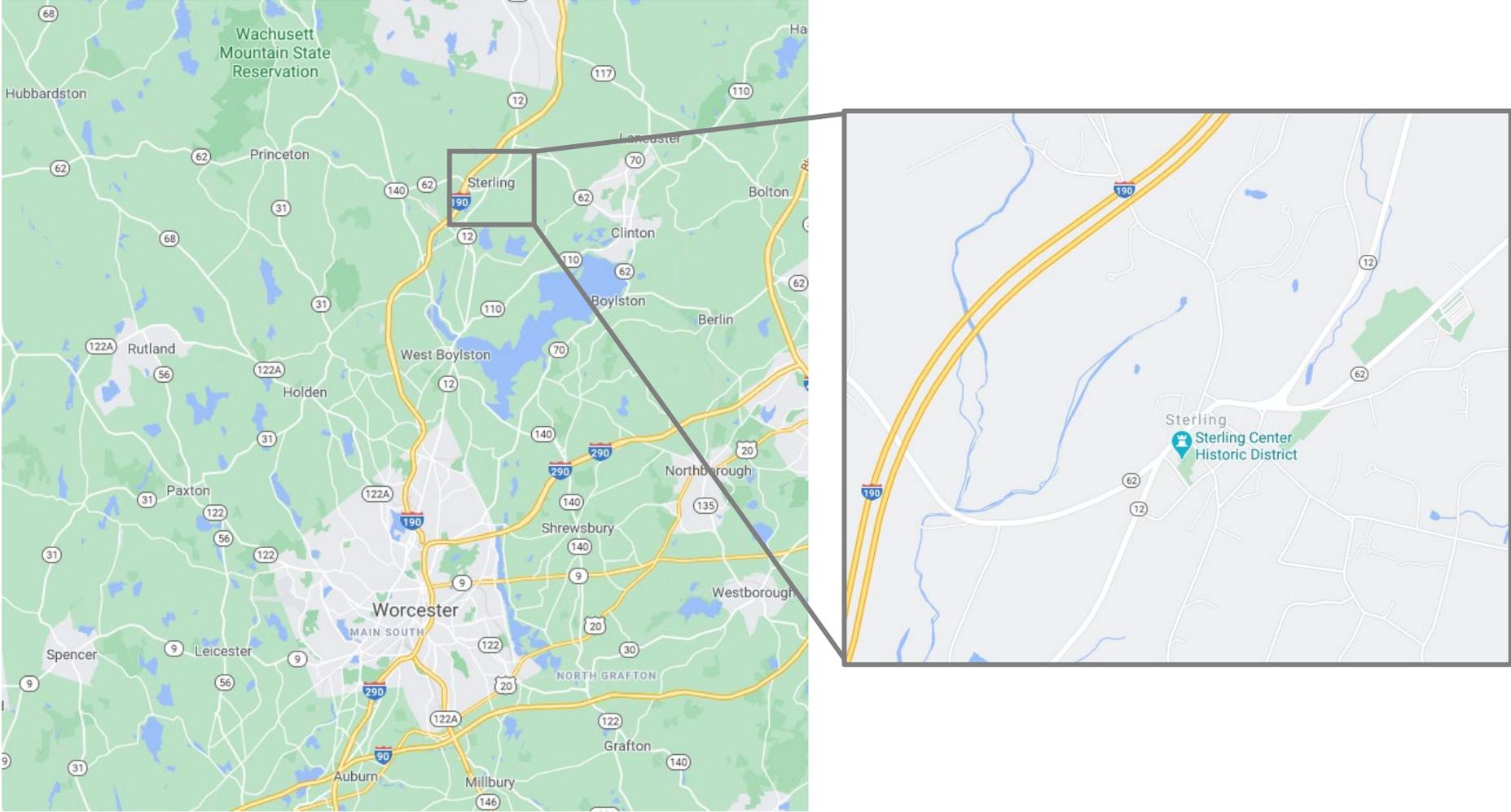


Image Sources: Google

# Sterling | Contraflow Bike Lane

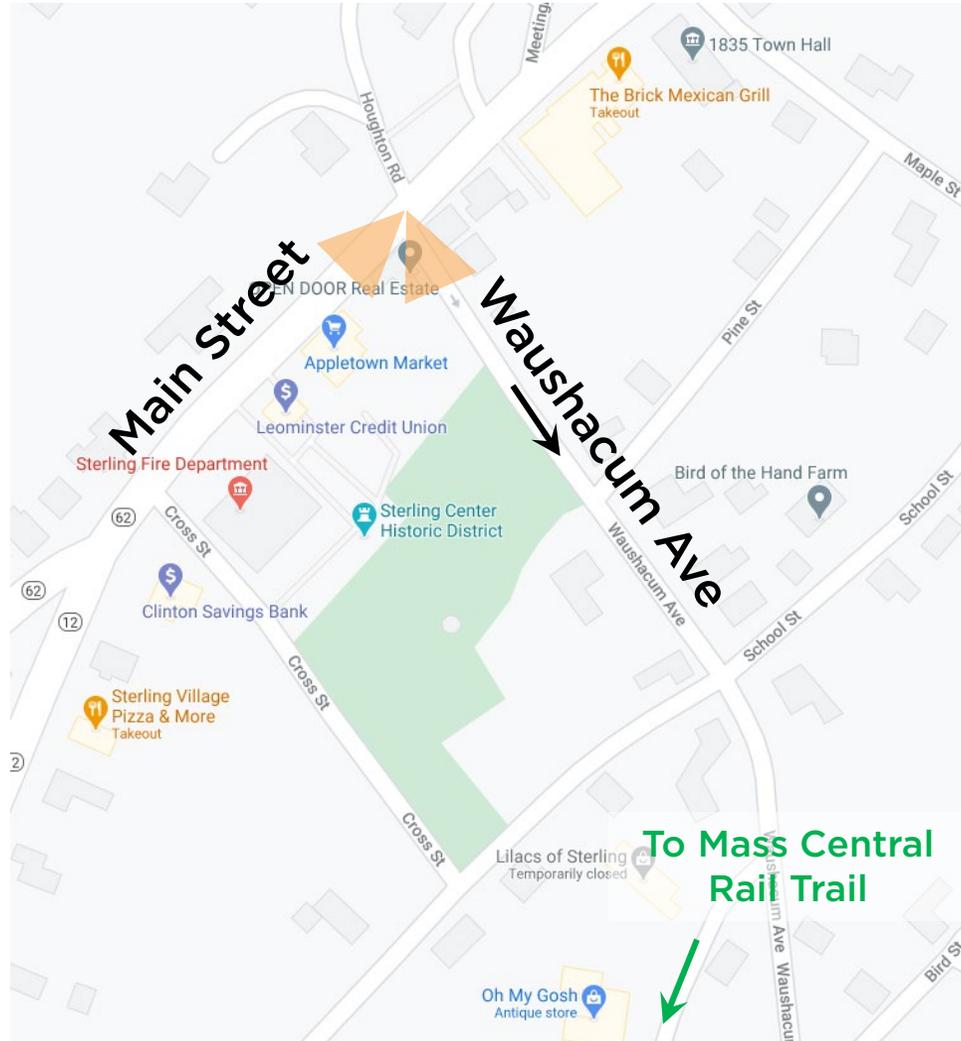
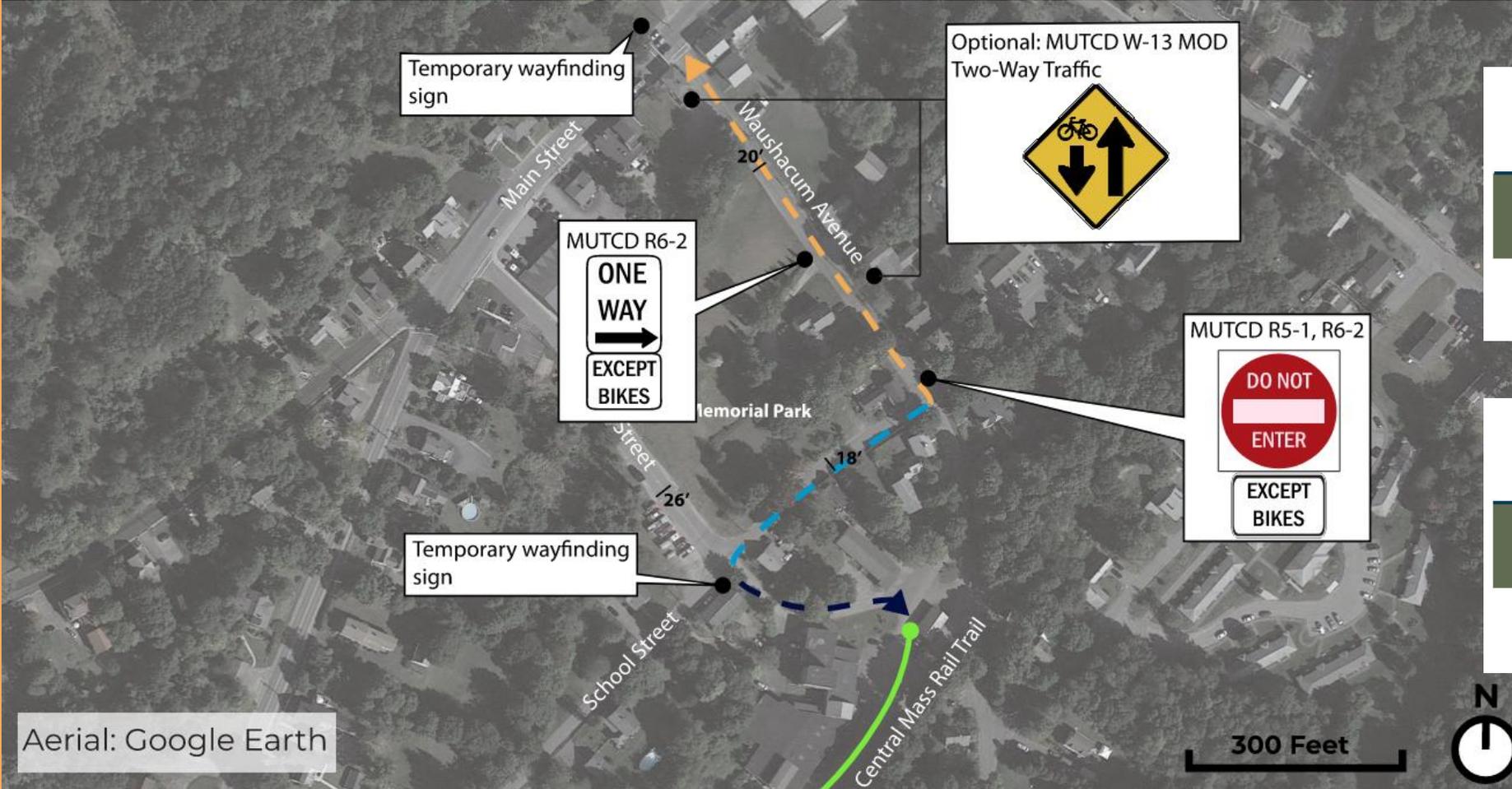
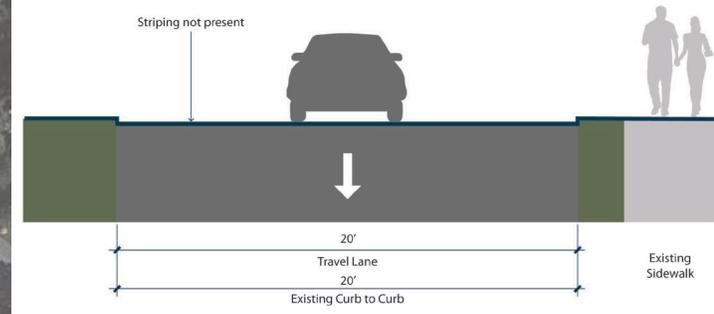


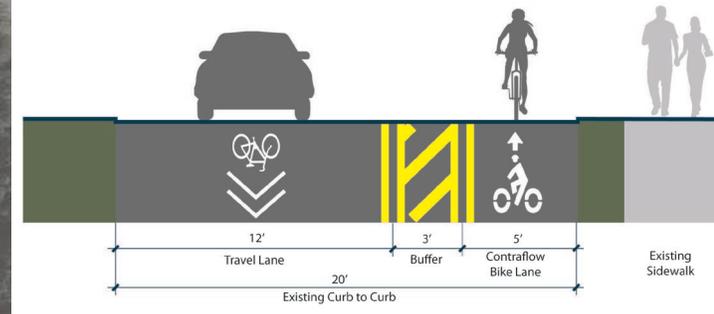
Image Sources: Google



### Waushacum Ave Before



### Waushacum Ave After



# Town Center Shared Spaces | Bike Connection

## Town of Sterling

- Existing Central Mass Rail Trail
- - Wayfinding through lot
- - Proposed contraflow bicycle lane northbound, shared lane markings southbound
- - Proposed shared street (shared lane markings)
- Proposed Signage

Shared lane markings should be placed every 100' or at least two markings per block

MUTCD W-13 MOD should be posted at southbound entrances to Waushacum Avenue

# Sterling | Contraflow Bike Lane

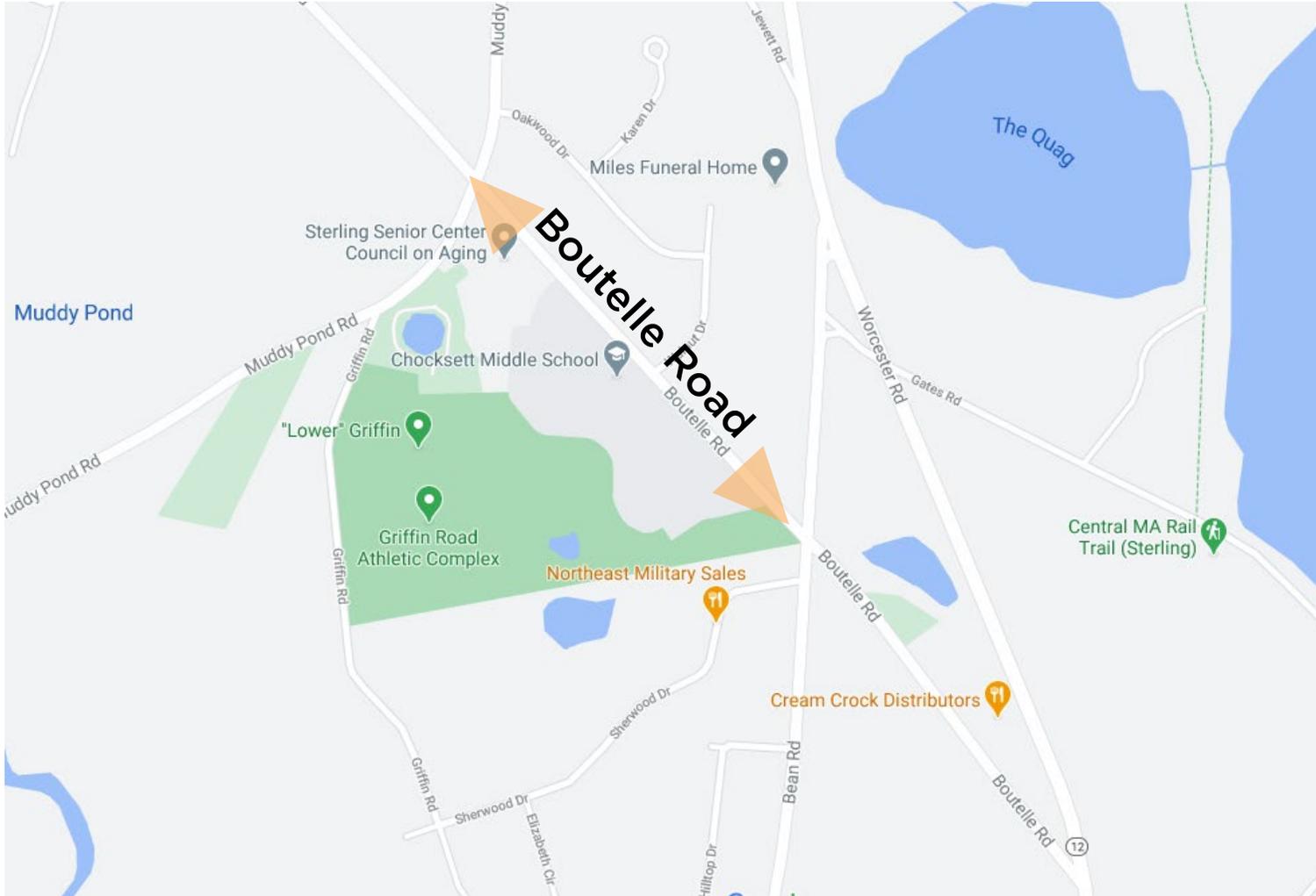


Source: Town of Sterling



Source: Allison Burson

# Sterling | Quick Sidewalk



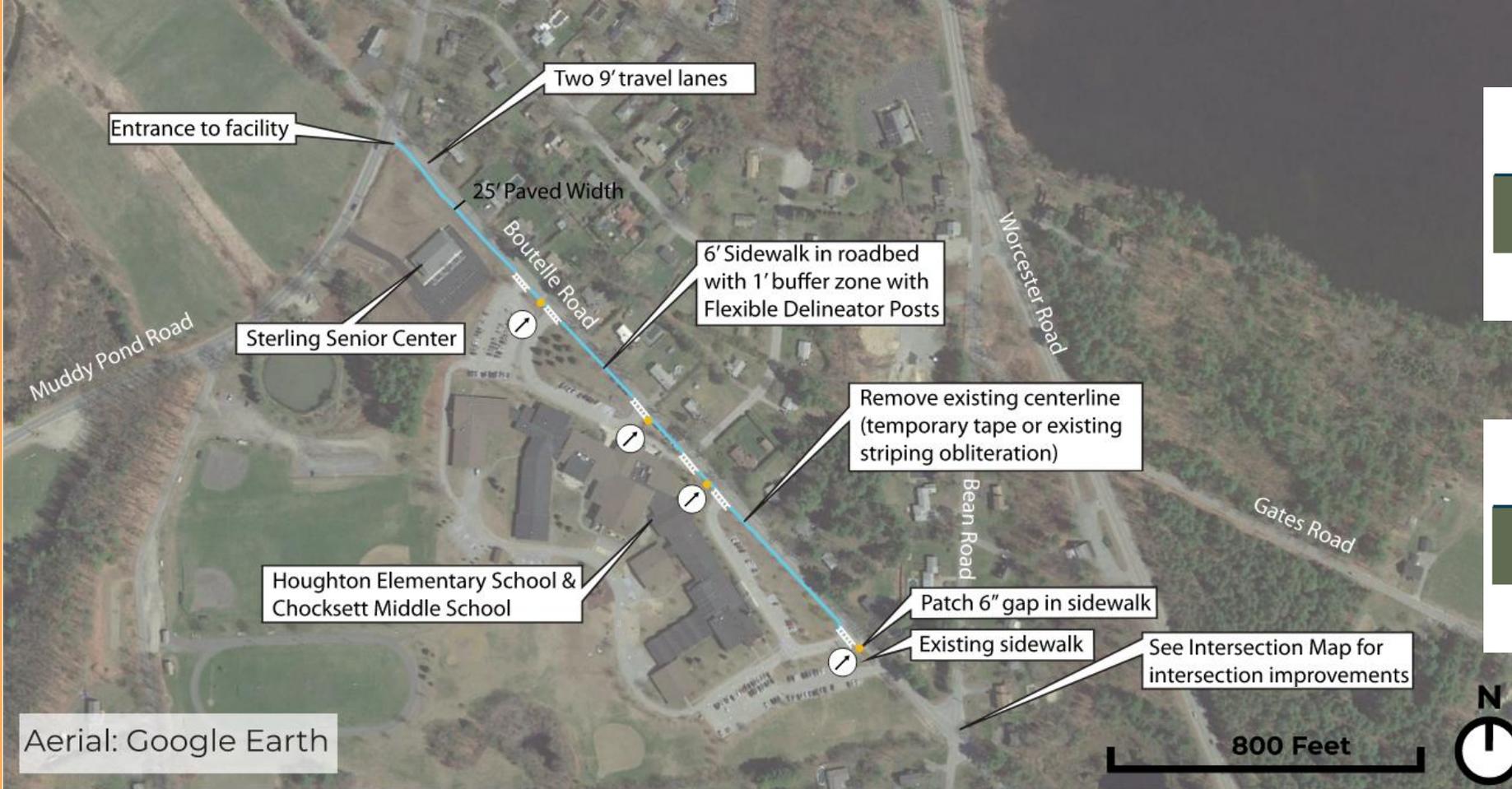
Senior Center



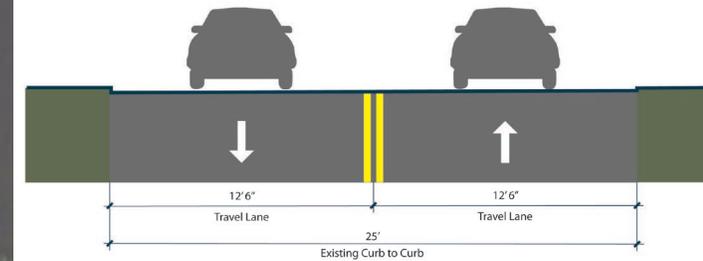
Elementary & Middle School



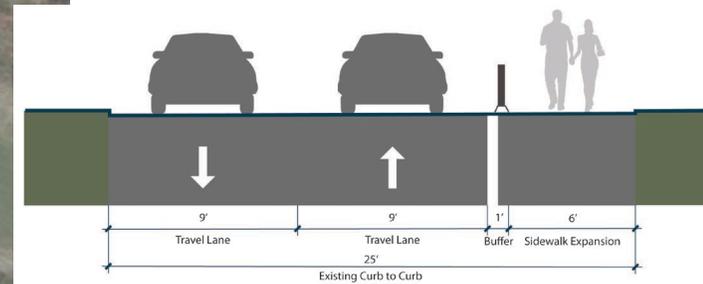
Image Sources: Google



### Boutelle Road Before



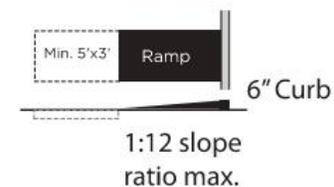
### Boutelle Road After



# Boutelle Road | Safe Routes to School

## Town of Sterling

- Quick-build asphalt curb ramp
- ▬ Sidewalk Expansion (27" Flexible Delineator Posts at 20' spacing and 6" solid white edge line)
- ↻ Curb ramp crossing direction



Proposed Crosswalks

# Sterling | Quick Sidewalk



Source: Town of Sterling



Source: Allison Burson

# Lynn

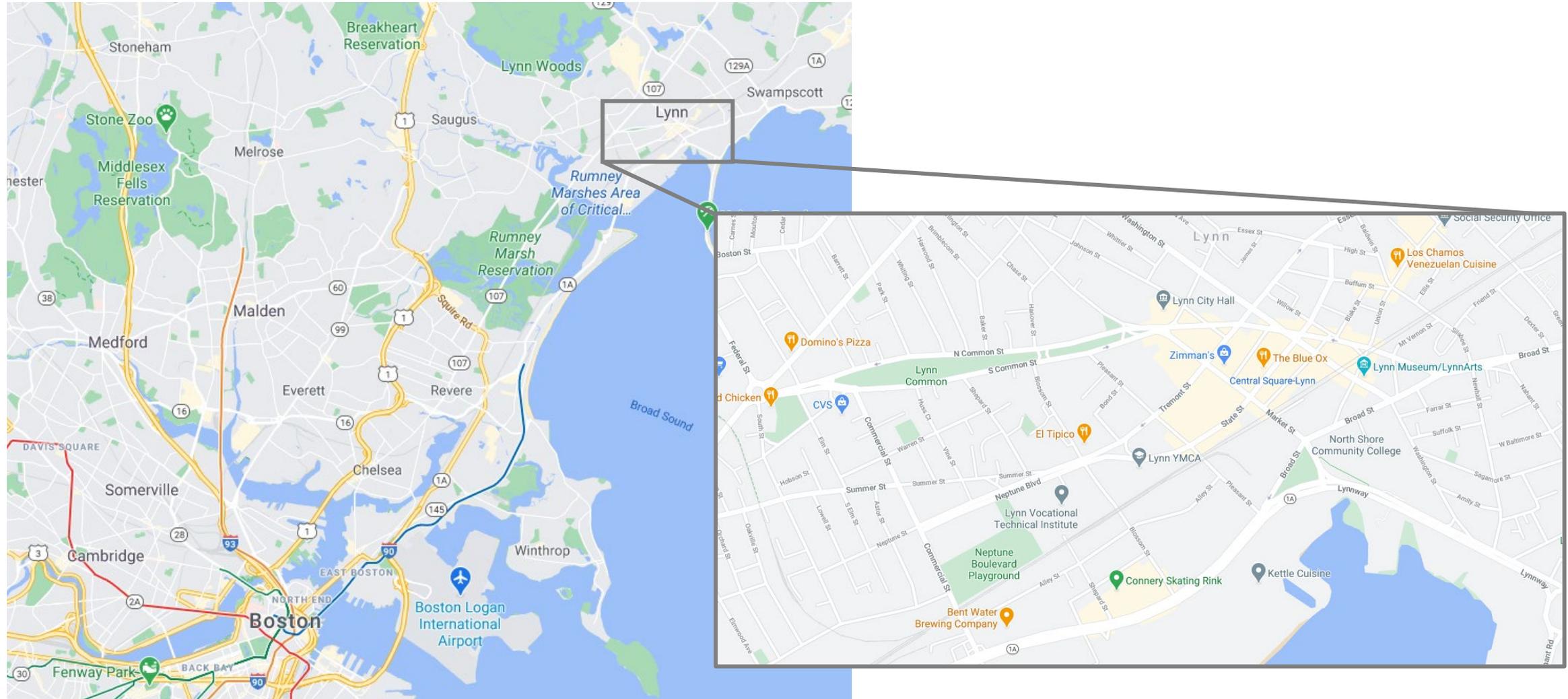
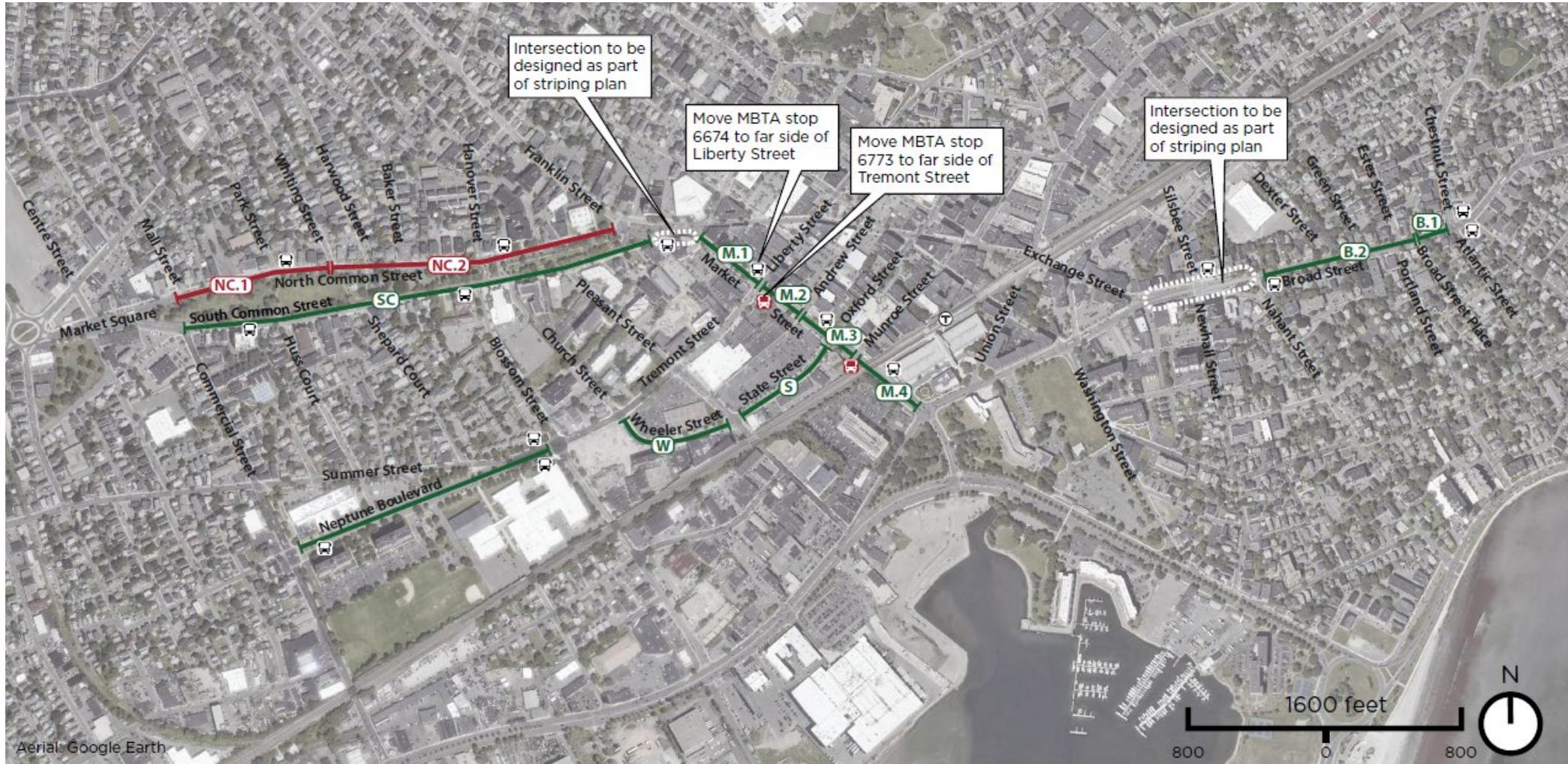


Image Sources: Google

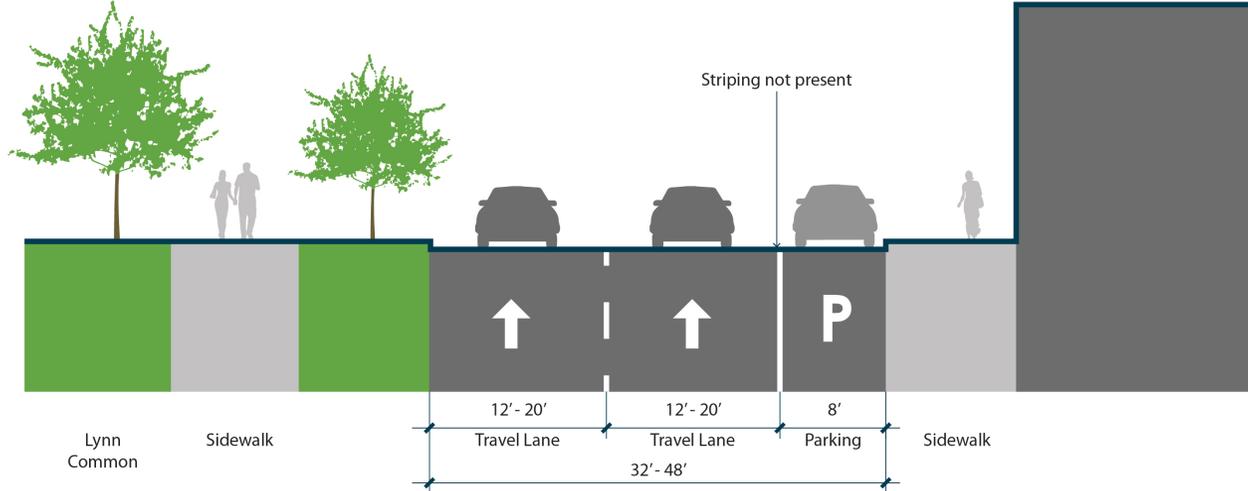
# Lynn | Bike Network + Bus Lane



-  Existing bus stop (no impacts or move to improve operations where noted)
-  Temporary Asphalt Bus Island (See bus stop detail)
-  Pop-up Bus/Bike Lane
-  Pop-up Bike Lane (See accompanying cross section figures for labeled segments)

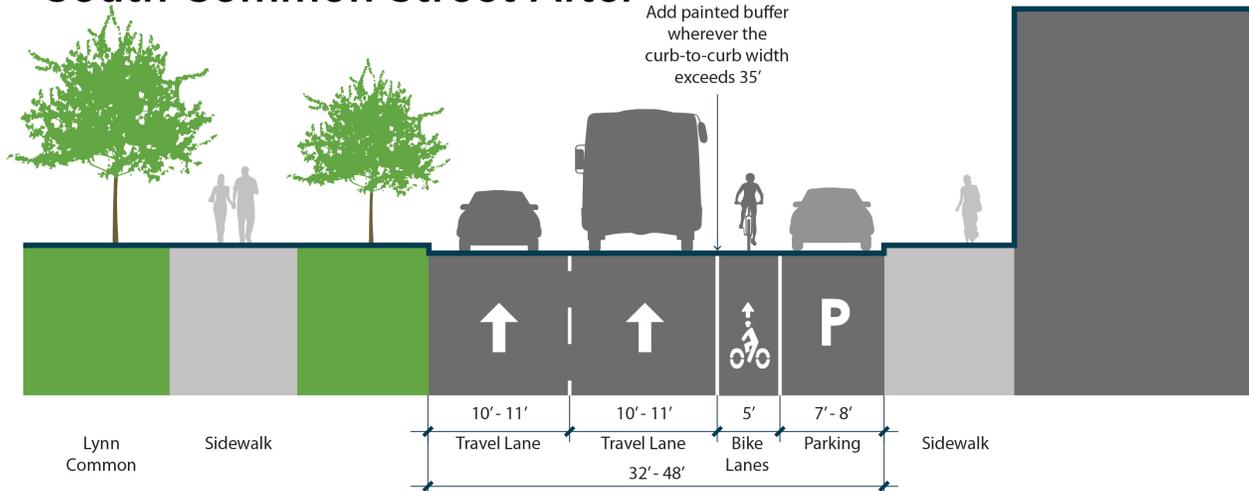
# Lynn | Bike Lane

South Common Street Before



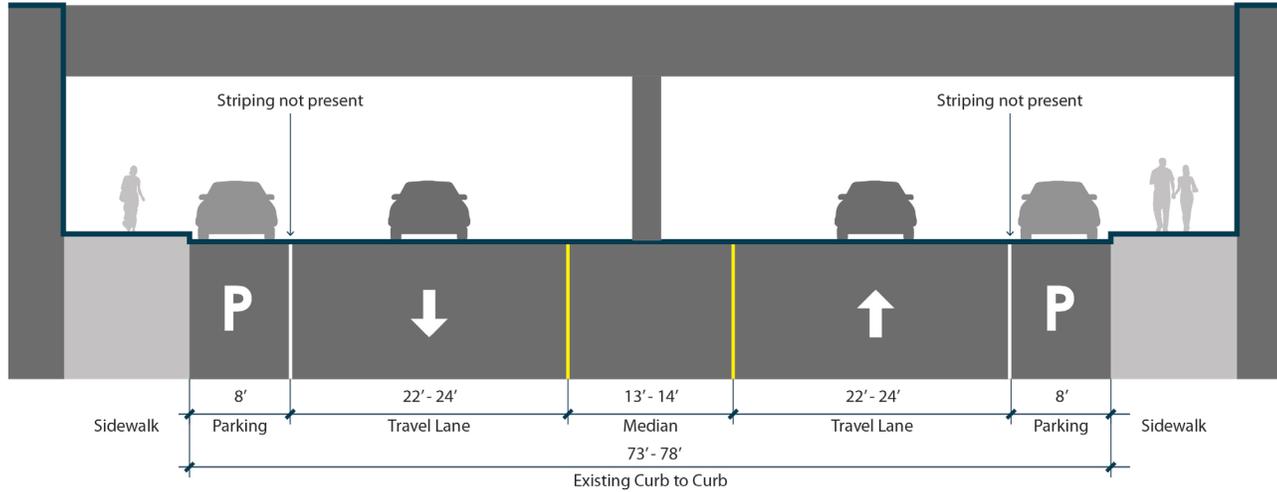
Source (Top): Google

South Common Street After



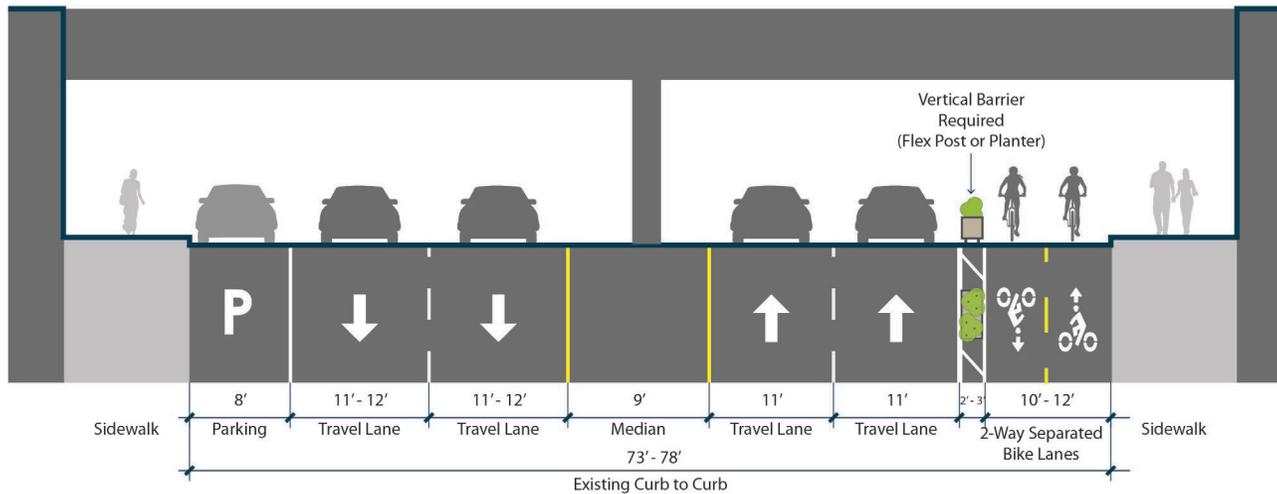
# Lynn | Bike Lane

## Market Street Before



Source (Top): Google

## Market Street Proposed (*Design Ultimately Adjusted*)



# Lynn | Bike Network



Post-implementation challenge: parking in bike lanes

# Looking forward

- Shared Winter Streets & Spaces
- Evaluation of benefits



Image Source: NYCDOT

# Thank you!

Margaret Kent  
Kittelsohn & Associates  
mkent@kittelsohn.com  
617-377-4005

# Tactical to Practical: Advancing Shared Streets in 2021 and Beyond

Jessica Mortell, Principal | Sr. Placemaker



neighborwaysdesign

# Mission

To help communities rapidly transform streets into safer, more beautiful places for everyone.

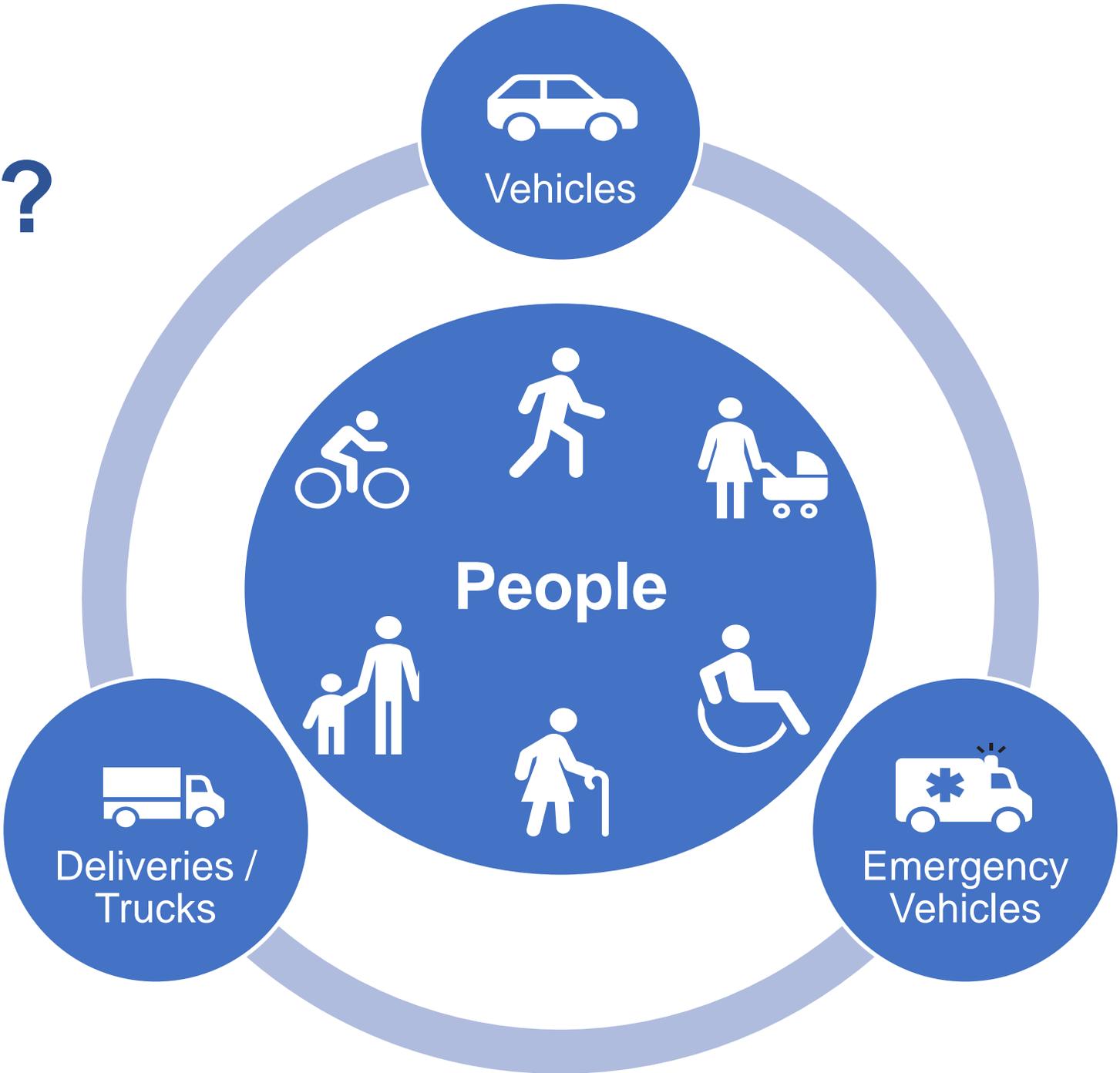


# Zooming Out – Why?

- Safety and security
- Social integration
- Health, vibrancy, and vitality
- Resilience
- Choice



# Who is this for?



# Safety and Speeds



As motor vehicle speeds increase, the risk of serious injury or fatality for a pedestrian also increases (*AARP Impact Speed and a Pedestrian's Risk of Severe Injury or Death 2011, p. 1*). Also, motorist visual field and peripheral vision is reduced at higher speeds.

# 2020 Shared Streets Partnerships

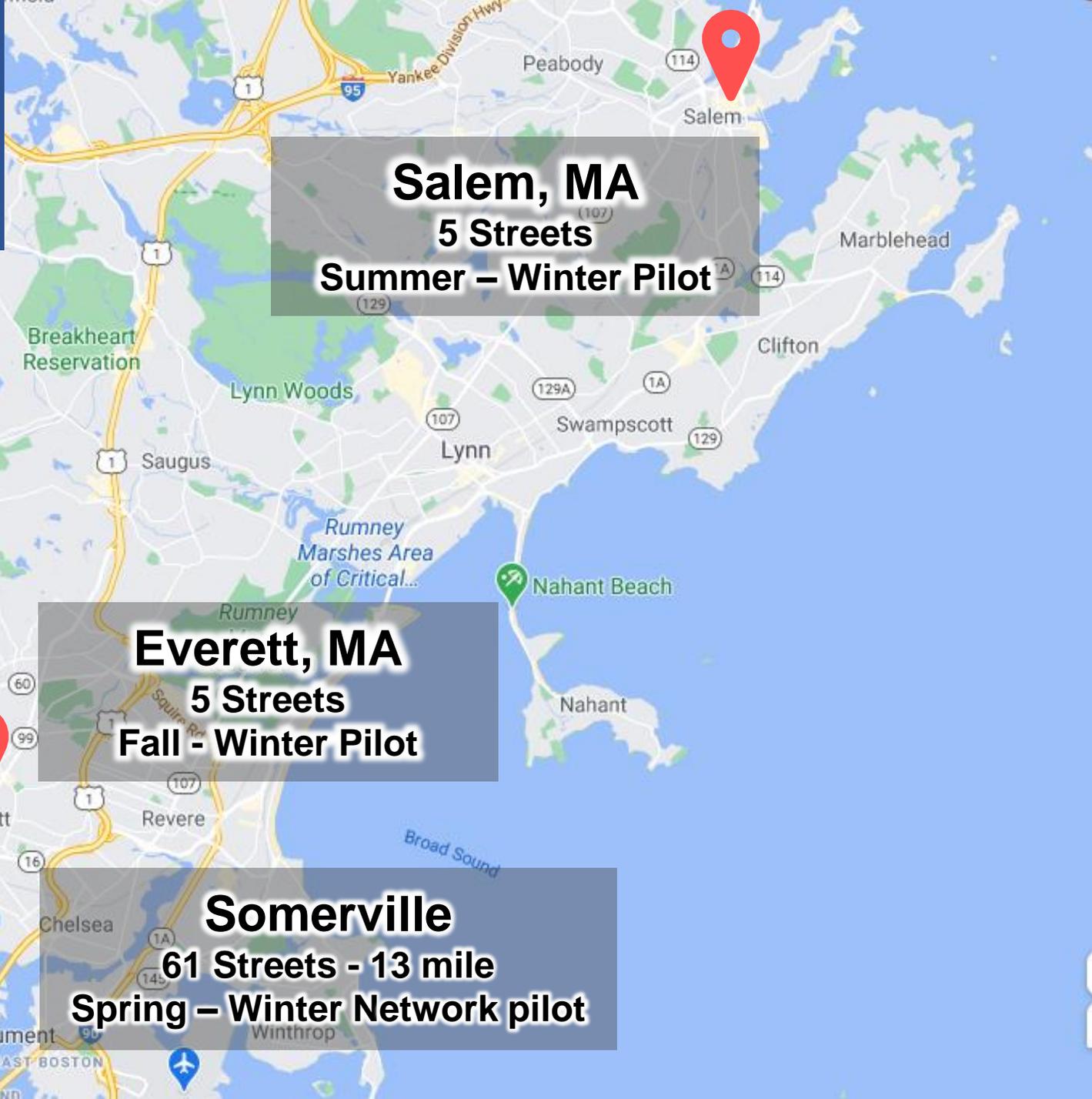
- MassDOT
- Solomon Foundation and Barr Foundation
- Malden
- Arlington
- Salem
- Everett
- Somerville

Reimagine Broadway launch, School Street, Everett MA.



Somerville Staff constructing signs and barriers for install.

# 2020 Residential Shared Streets Projects



**Salem, MA**  
**5 Streets**  
**Summer – Winter Pilot**

**Malden**  
**1 Street**  
**1 day Spring Demo**

**Everett, MA**  
**5 Streets**  
**Fall - Winter Pilot**

**Arlington**  
**1 Street**  
**1 week Spring Demo**

**Somerville**  
**61 Streets - 13 mile**  
**Spring – Winter Network pilot**

# Goals



Lower traffic speeds and volumes



Provide space for respecting distance



Create places where people feel more comfortable and welcome walking, biking, and wheeling



Collect data and public feedback



# Process

## Approvals + Coordination

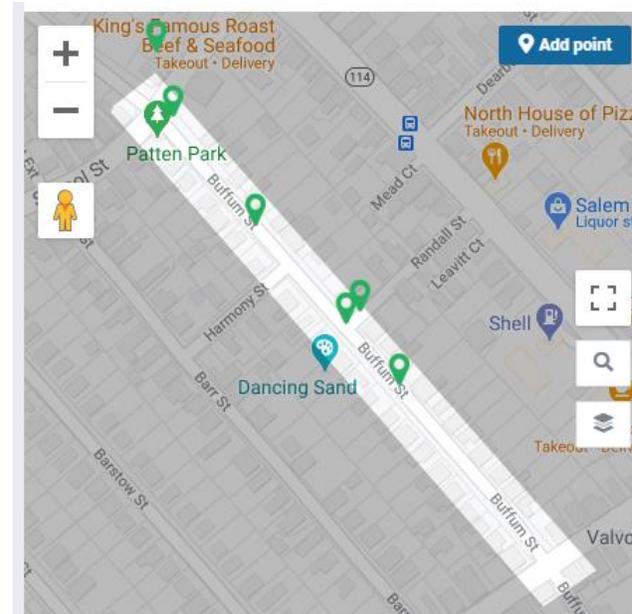
- Mayors, Town Managers, Department Leads – Planning, Public Works, Police, Fire, EMS, Engineering, Communications
- Traffic Commission, Select Boards

## Engagement

- Community walk audits
- Multilingual flyers and posters
- Project websites
- Social Media
- Online Surveys
- Testimonials



Walk audit on Buffum Street Salem, MA.



Do you have specific ideas for improving safety and access on Buffum Street?

## Piloto de Calles Compartidas de Salem



Como parte de una subvención de la Fundación Lawrence & Lillian Solomon, la Ciudad de Salem está trabajando con Neighborways Design para implementar un Piloto de Calles Compartidas.

### Metas piloto:

- Disminución de la velocidad y el volumen del tráfico.
- Proporcionar más espacio para un distanciamiento físico más seguro.
- Crear una clase de lugar donde las personas se sientan más cómodas y bienvenidas a caminar y andar en bicicleta
- Recopilar datos y comentarios del público.

### Quando:

A partir de mediados de agosto

### Qué:

Instale pintura, barreras móviles, señalización y elementos verticales para calmar el tráfico.



### El piloto de Shared Streets busca:

- ✓ Cerrar carreteras seleccionadas para cortar el tráfico de viernes a domingo
- ✓ Mantener acceso para residentes y entregas
- ✓ Permita que las personas caminen, anden en bicicleta y rueden en la calle
- ✓ Mantener acceso de emergencia y estacionamiento
- ✓ Ser fácilmente ajustable y extraíble

### Dónde:

- Ward St - Lafayette St a Congress St
- Peabody St - Lafayette St a Congress St
- Fairfield St - Cabot St a Lafayette St
- Buffum St - School St a Mason St
- Chestnut St - Flint St a Summer St

Para ver el mapa de ubicaciones, visite [tinyurl.com/salemsharedstreetsmap](https://tinyurl.com/salemsharedstreetsmap)

Para obtener más información y compartir sus comentarios, visite [publicinput.com/salemsharedstreets](https://publicinput.com/salemsharedstreets)



Chestnut Street, Salem MA.



Fairfield Street Salem, MA.



# Calming

Chestnut Street Salem, MA.



Morrison Avenue, Somerville, MA.





Somerville, MA



Arlington, MA

# Gateways Branding + Diversion



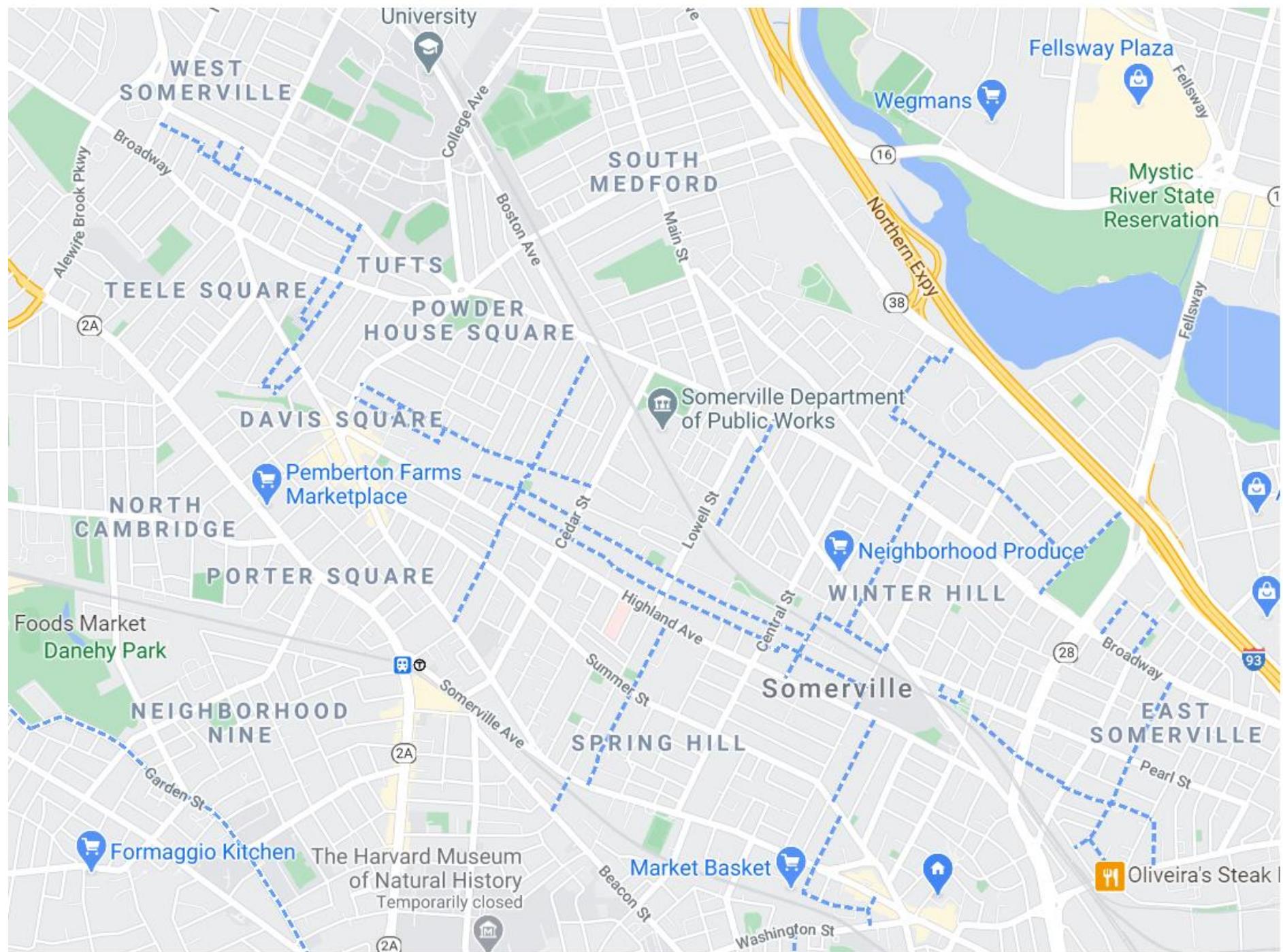
Everett, MA



Salem, MA

# Diversion

- Signs
- Google Maps



# Metrics for Success

What are we measuring?

- Project goals
- Multimodal use of streets
- Public perception + engagement
- Volume and speed reductions

*Salem Shared Streets Online Survey - 700 survey responses, received over 1000 comments across mediums*

*Salem Shared Streets Pilot, Before / After Speed Data*

Average Speeds	Before	During	% Change
% over 25 MPH	43%	6%	<b>-86%</b>
% over 30 MPH	10%	1%	<b>-90%</b>
Max Speed	47 mph	35 mph	<b>-26%</b>

*Everett Shared Streets Pilot, Before / After Volume Data*

Average Daily Traffic (ADT)	Before	During	% Change
Oakes St	1141	1001	<b>-12%</b>
School St	2263	1340	<b>-41%</b>
Cottage St	1556	1175	<b>-24%</b>
Hosmer St	643	477	<b>-26%</b>
Lexington St	902	868	<b>-4%</b>
Coburn Ter	2212	1957	<b>-12%</b>
<b>Total</b>	<b>8717</b>	<b>6818</b>	<b>-22%</b>

# The Future of Shared Streets and Spaces

## Traffic Calming

```
graph TD; A[Traffic Calming] --- B[Shared Streets]; A --- C[Slow Streets]; A --- D[Arterial Calming];
```

### Shared Streets

Pedestrian Only Streets

Dining Streets

Play Streets

10 mph

Diversion

### Slow Streets

Neighborhood Greenways

Neighborways

Bike Boulevards

15-20 mph

Consider Diversion

### Arterial Calming

25mph

All Access

# 2021 and Beyond

Inclusion Iteration Courage



Malden, MA Demo Pop up



Multilingual Gateway Sign, Everett, MA

# Street Steward Savvy



Somerville, MA

Somerville, MA



Thank you!

Jessica Mortell  
Jessica@neighborways.com  
www.neighborways.com

Neighborways Shared Streets Tour, Cambridge MA.

neighborwaysdesign

# Pop-Up Parks

Creating Parks and Protecting Land for People

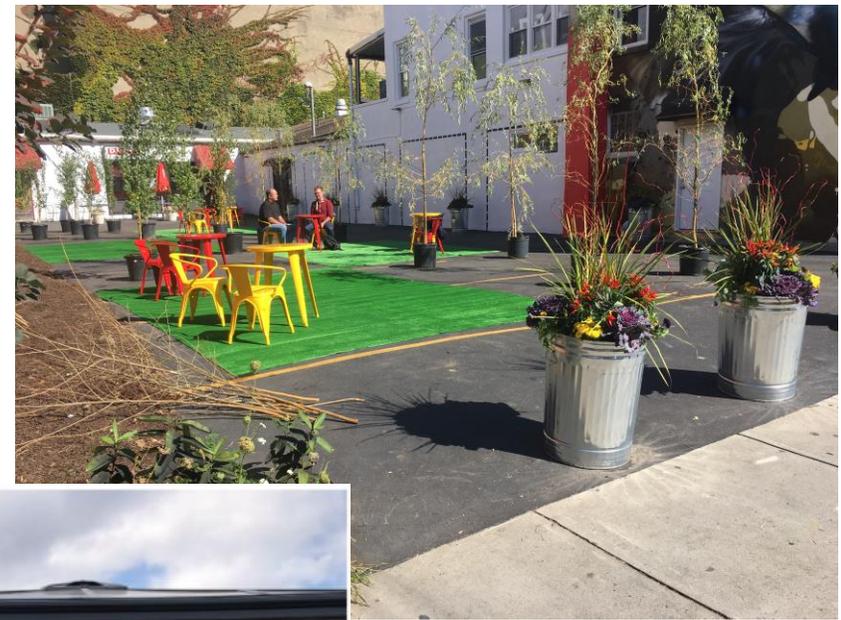
# About The Trust for Public Land

- Founded in 1972
- Mission: To **create parks and protect land for people**, ensuring healthy, livable communities for generations to come.
- 25 offices throughout the U.S.



# Pop-Up Parks

- A temporary intervention that serves as both a method as process approach but also an opportunity of active community engagement
- Best used on sites such as vacant lots and parallel parking that already have community support/momentum
- A great way to build local awareness and excitement over potential future park and engage about potential design aspects



# Norwell St Park

Next to the Fairmount line- Talbot Ave stop

- Activations:
  - Adirondack chairs
  - Pergola
  - Butterfly garden
  - Stage
  - Artificial Turf
- Budget: \$2,500



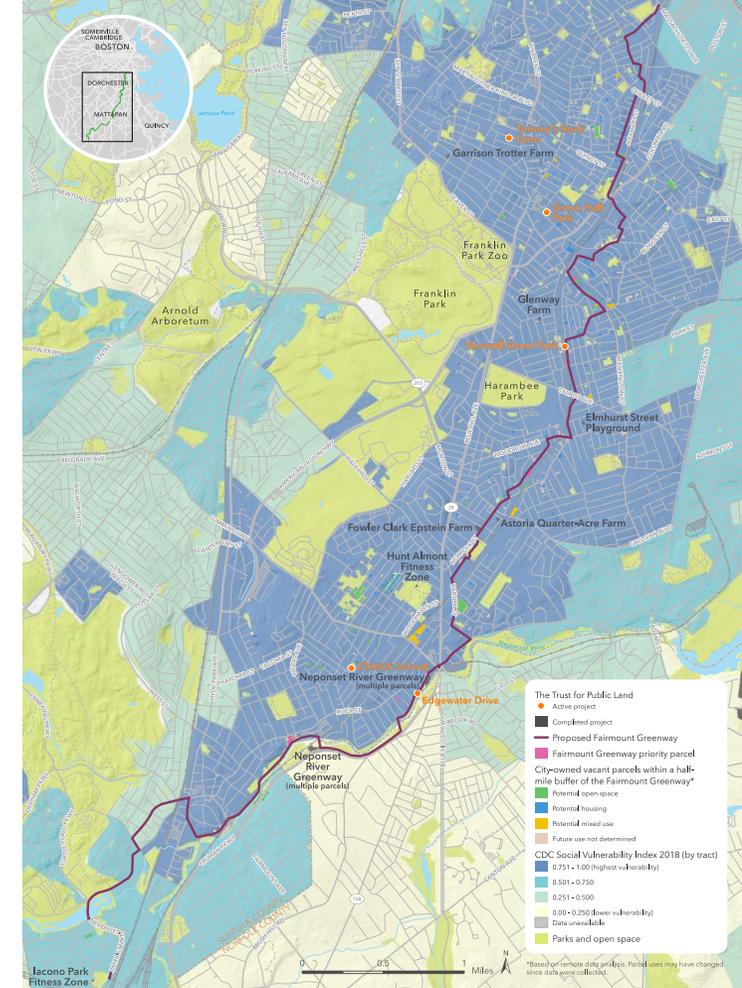
# FAIRMOUNT GREENWAY CORRIDOR POP-UPS

- Grove Hall Park
- Norwell Street Park (Codman Square)
- Nottingham St – Pop-up Community Garden + Events (Four Corners)
- Magnolia St – Mural + Events (Uphams Corner)
- Doyle Park – Play Days (Hyde Park)



## 2021

- Norfolk St Art Installation (Codman Square)
- Heat Island Tree Art Installation (Multiple locations)





**Where We've Been...**

**Where we're heading...?**



**Where we're heading!**







# Embracing Winter On Our Main Streets

- Changing attitudes
  - Personal warmth
  - **RETHINK PATIOS:** Outdoor dining success won't continue
  - Embrace winter in your planning
- Other cities can do it!
    - Edmonton
    - Copenhagen
    - Eau Claire



# Winter in a Pandemic



Holiday Lights Parade  
Denver, CO



# WINTER PLACES

## A DESIGN GUIDE FOR WINTER PLACEMAKING

2020 | 2021

[benchconsulting.co/winter-places/](https://benchconsulting.co/winter-places/)





## WINTER PLACES

### GOALS

- 1 Provide a reason for people to come back to main street and downtown this winter and support restaurants & retailers.
- 2 Provide a safe space for socially distanced outdoor gathering.

### RESULTS

- 60+ submissions from US, Canada & Europe
- All designs between \$1,000 and \$30,000
  - Avg of \$10,000- \$15,000
- Considerations
  - Permitting
  - Sunlight
  - Wind
  - Colorful Lighting
  - Snow removal

# Submission Categories and Classifications

## PROJECT TYPE

- Outdoor Dining
- Recurring Event
- Festival
- Warming
- Retail
- Play
- Family Friendly

## BUDGET

Low	\$
Medium	\$\$
High	\$\$\$

*Cost estimates may vary widely depending upon size and duration of the installation as well as regional cost discrepancies.*

## IMPLEMENTATION

Low  
Medium  
High

*This is an estimate of the level of difficulty to implement these ideas.*

## TIMELINE

We estimated the time to INSTALL each of these projects. Note this timeline does not include manufacturing or delivery times which may be lengthy during the pandemic.

## MATERIALS

Design teams estimated the more prominent materials that may be needed for each installation to help you determine feasibility for your community and put together budget estimates specific to your location.

## LEVEL OF MAINTENANCE

Low  
Medium  
High

*This is an estimate of the extent of continual maintenance each of these projects will require.*

## COMMUNITY TYPE



Urban



Suburban



Rural

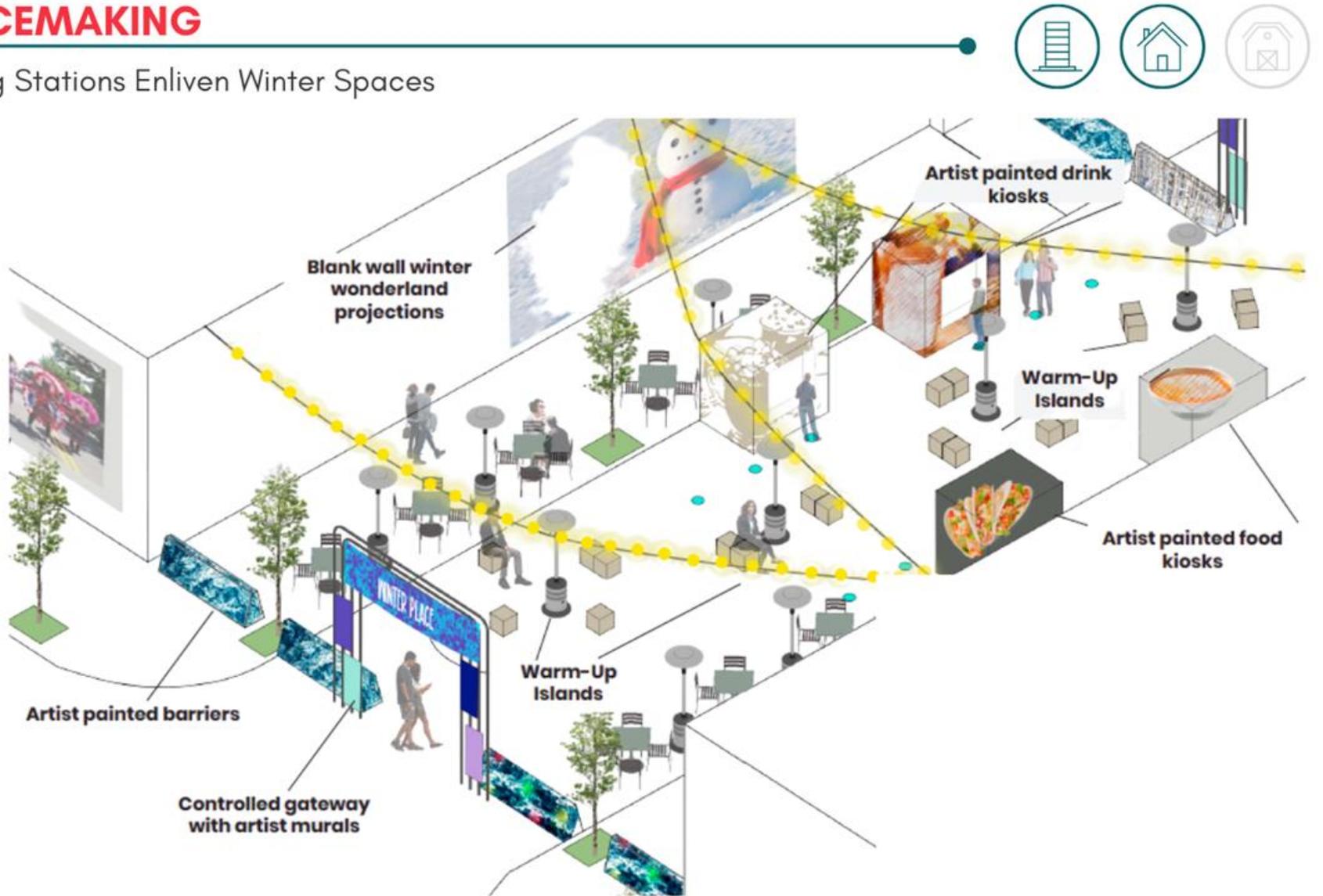
# WARM WINTER PLACEMAKING

## Art, Projections and Warming Stations Enliven Winter Spaces

“Warmth” is a key appeal of an outdoor commercial setting. If allowed by the community, “firepits” and outdoor heaters distributed around the blocked-off street would underscore heating. These could be enhanced by drinking fountains of hot chocolate, tea, coffee or hot cider that could be a gift to visitors to the area.

Additionally, we strategically include another method of warmth— both familial and community, in the form of projections (both still images and videos) of community cultural experiences and activities as well as family events and celebrations onto shop windows or on building facades.

A hashtag for the project creates engagement.



# WINTER TREE FARM



Potted evergreens create safe spaces and shelter

This concept proposes the use of nursery-grown container plants as tools for screening and/or space-making.

Potted columnar evergreens could be rented, purchased or donated to restaurants or Main Street districts looking to activate outdoor spaces, keep patrons separated from vehicular traffic, or sheltered from prevailing winds. Shorter or deciduous plants can be used where visibility is needed.

At the end of the season, the plants can be installed in the neighborhood for residents to enjoy for years to come!

PROJECT TYPE:	<b>Dining, Retail, Family Friendly</b>
BUDGET:	<b>\$</b>
IMPLEMENTATION:	<b>Low</b>
TIMELINE:	<b>1-2 days</b>
MATERIALS:	<b>Potted Shrubs and Trees, Lighting</b>
MAINTENANCE:	<b>Low</b>

## WINTER TREE FARM

This concept proposes the use of nursery-grown container plants as tools for screening and/or space-making. Potted columnar evergreens could be rented, purchased or donated to restaurants or Main Street districts looking to activate outdoor spaces, keep patrons separated from vehicular traffic, or sheltered from prevailing winds. Shorter or deciduous plants can be used where visibility is needed. At the end of the season, the plants can be installed in the neighborhood for residents to enjoy for years to come!

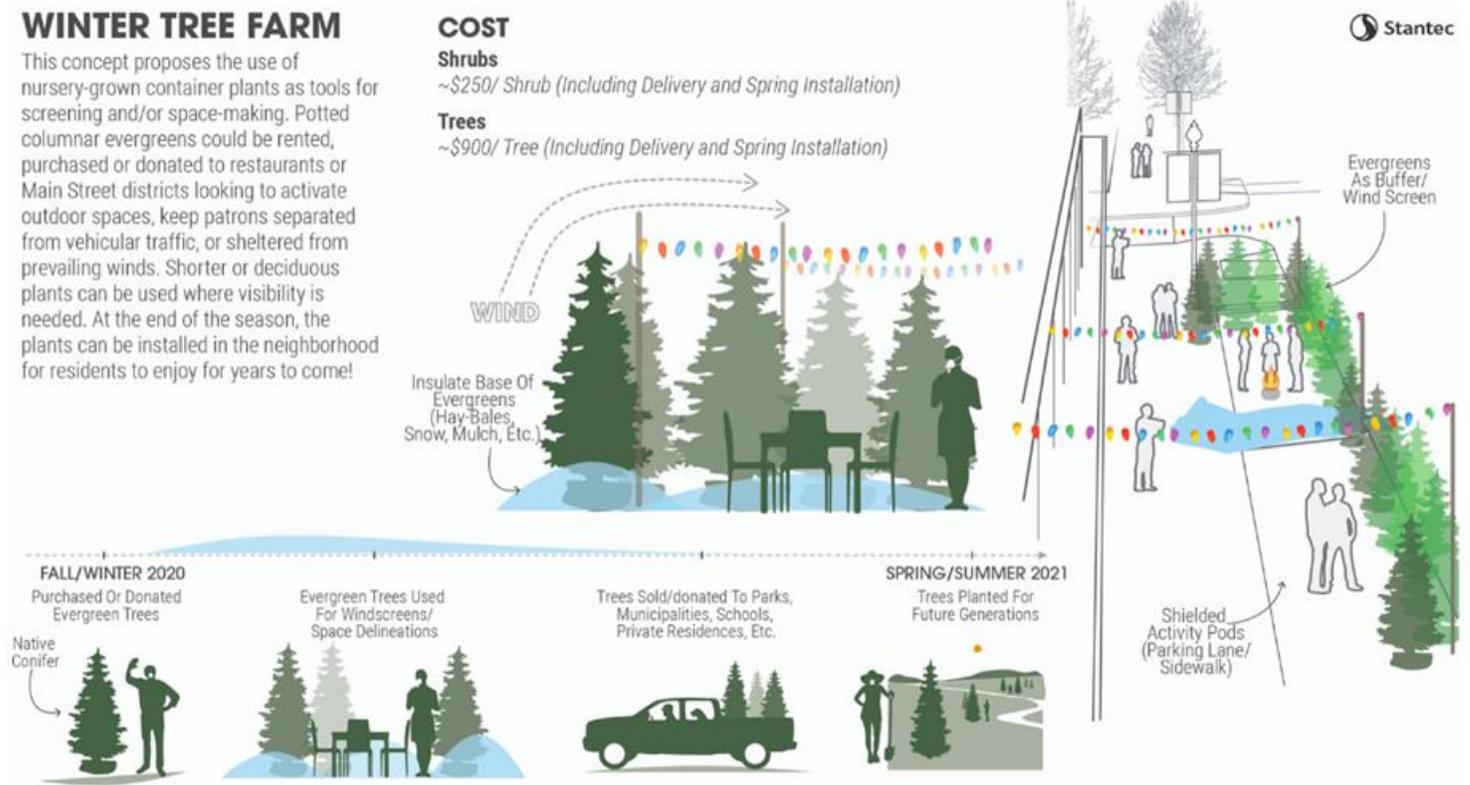
## COST

### Shrubs

~\$250/ Shrub (Including Delivery and Spring Installation)

### Trees

~\$900/ Tree (Including Delivery and Spring Installation)



Adam Fearing  
 Stantec's Boston Causeway Street Office  
 adam.fearing@stantec.com



# VACATION ON MAIN



## Turn Your Main Street into a Staycation Destination

With travel restrictions persisting throughout the winter and many families and residents not comfortable with travel within their own countries, we came up with the concept of Vacation on Main. Allow area residents to go on an exploration of the small business community within their own community.

Main Street will be converted to a full “open street” to facilitate this event with safe social distancing (either permanently or during the evenings). Each business and restaurant will be provided with a small stand outside their restaurant or store to take orders or display merchandise. They can customize their display as they see fit. Locations will be provided along the street for visitors to warm up and enjoy food and drink from local establishments.

PROJECT TYPE:	Dining, Retail, Warming, Event, Festival, Play, Family
BUDGET:	\$\$
IMPLEMENTATION:	Medium
TIMELINE:	1 week
MATERIALS:	Display Carts, Warming Stations/ Fire Pits, Wood, S'Mores, Fencing, High Top Tables, Flood Lights
MAINTENANCE:	Medium



Jonathan Berk, creative director  
bench consulting  
jonathan@benchconsulting.co

[benchconsulting.co](https://www.benchconsulting.co)





WALKING



# New Bedford, MA



WEEKS  
MARINE  
ELECTRONICS

OPEN

TATLOCK  
GALLERY

TATLOCK GALLERY

NO PARKING  
THIS SIDE  
OF STREET

36

OPEN

NO WATER ST

CENTRE ST

TATLOCK  
GALLERY  
FINEST PRINTS  
POSTER GLASS  
TEA PRINTS  
CALENDARS BOOKS  
MUSIC CARDS  
LEATHER GOODS  
OPEN

# New Bedford Winterfest Activation



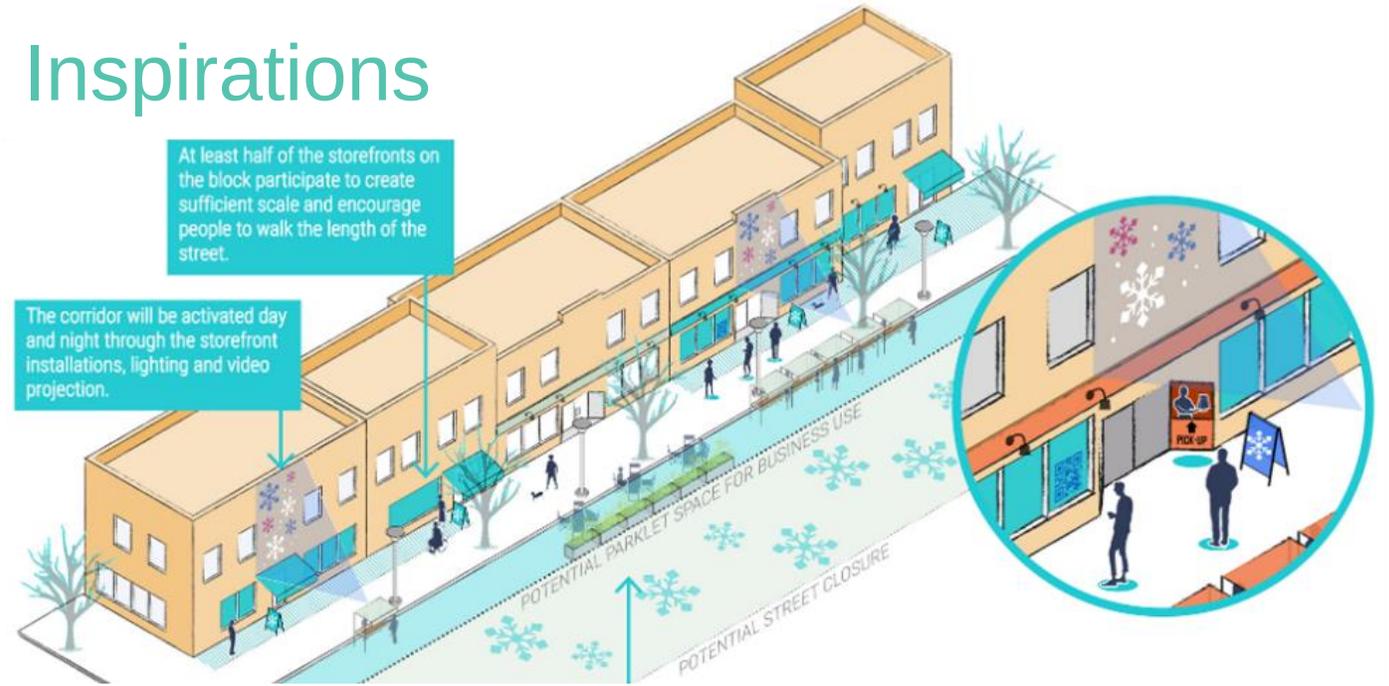
# North Adams, MA



# North Adams Winter Places Inspirations

## WINDOW SHOPPING: STOREFRONT DISPLAY

page 31



## Vacation on Main

page 32



## LIGHTS AND BITES

page 39





# WINTER PLACES

A DESIGN GUIDE  
FOR WINTER PLACEMAKING

2020 | 2021

[Jonathan@benchconsulting.co](mailto:Jonathan@benchconsulting.co)

[benchconsulting.co/winter-places/](https://benchconsulting.co/winter-places/)



# Q & A

BOSTON PUBLIC MARKET



# THANK YOU



**A  
BETTER  
CITY**

