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

Mayor Martin J. Walsh
City of Boston
TACTICAL PUBLIC REALM PROJECTS

GREEN STREET PARKLET

BIRCH STREET PLAZA

EAST BOSTON OUTDOOR SEATING
GREEN ST PARKLET
# Green St Parklet Timeline

## Project Team
- City of Boston
- A Better City
- JP Center / South Main Streets
- Landscape Architect / Merritt Chase
- Contractor

## Gaining Support + Site Selection

<table>
<thead>
<tr>
<th></th>
<th>July</th>
<th>Oct</th>
<th>Jan</th>
<th>Apr</th>
<th>July</th>
<th>Oct</th>
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</thead>
<tbody>
<tr>
<td>Identify potential parklet sites</td>
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<tr>
<td>Discuss first location</td>
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<tr>
<td>Identify second site location</td>
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<tr>
<td>Conduct site visit to new neighborhood and select site</td>
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<tr>
<td>Draft Scope of Work for landscape architect</td>
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## Design

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<th>Jan</th>
<th>Apr</th>
<th>July</th>
<th>Oct</th>
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<tbody>
<tr>
<td>Host on-site kickoff meeting</td>
<td></td>
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</tr>
<tr>
<td>Create and review concept design</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Create and review final concept design</td>
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</tbody>
</table>

## Documentation + Permitting

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<thead>
<tr>
<th></th>
<th>July</th>
<th>Oct</th>
<th>Jan</th>
<th>Apr</th>
<th>July</th>
<th>Oct</th>
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</thead>
<tbody>
<tr>
<td>Submit final design for City of Boston approval</td>
<td></td>
<td></td>
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<tr>
<td>Obtain approval by City departments</td>
<td></td>
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<td></td>
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<tr>
<td>Obtain approval by Commonwealth’s Architectural Access Board</td>
<td></td>
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<tr>
<td>Create Cooperation Agreement</td>
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</tbody>
</table>

## Fabrication + Installation

<table>
<thead>
<tr>
<th></th>
<th>July</th>
<th>Oct</th>
<th>Jan</th>
<th>Apr</th>
<th>July</th>
<th>Oct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finalize construction drawings</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Hire contractor</td>
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<tr>
<td>Order materials (e.g. seating, planters, etc.)</td>
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<tr>
<td>Build parklet off-site</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Write donation letter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Install parklet on-site</td>
<td></td>
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</tbody>
</table>
PARKLETS AROUND JP

GREEN STREET PARKLET

CITY FEED & SUPPLY PARKLET

MONUMENTAL MARKET PARKLET
Brich St. Plaza | Design

Roslindale

Landscape Architecture + Images: Merritt Chase (Spring 2019)
# Birch Street Plaza Timeline

## Project Team
- City of Boston
- A Better City
- Roslindale Village Main Street
- Landscape Architect / Merrit Chase
- Contractor

## Gaining Support + Site Selection
<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
</table>
- Host "Open Birch" one-day community events
- Identify sites
- Release Request for Qualifications (RFQ)
- Review RFQs and select landscape architect
- Write Scope of Work for landscape architect

## Design
- Hold kick-off meeting, site tour, and stakeholder interviews
- Create and review concept design
- Create and review final concept design
- Complete final drawings and submit documentation packet to the Public Improvement Commission (PIC)

## Pop-Up Installation
- Plan week-long pop-up installation
- Select, collect, and purchase materials for week-long pop-up installation
- Create and distribute postcards, signs, and survey
- Host pop-up and events, conduct surveys, meet City and first responder staff on-site

## Documentation + Permitting
- Prepare packet of materials as required to submit to the PIC
- Present at PIC meeting #1
- Update drawings based on PIC meeting #1 comments
- Submit updated documents one week before PIC meeting #2
- Present items addressed at PIC meeting #1 at PIC meeting #2
- Submit final construction drawing and mylar drawings
- Create Maintenance Agreement

## Fabrication + Installation (2021)
- Put project out to bid (2021)
- Hire contractor for plaza installation
- Build tactical plaza elements off-site (e.g., seating, planters, etc.)
- Install tactical plaza on-site
OUTDOOR DINNING: PARKLETS, SIDEWALK CAFES, AND PLAZAS
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: $20 million 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

<table>
<thead>
<tr>
<th>Round</th>
<th>Applications received by:</th>
<th>Notification of awards:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>December 4th</td>
<td>December 22nd</td>
</tr>
<tr>
<td>2</td>
<td>January 5th</td>
<td>February 2nd</td>
</tr>
<tr>
<td>3</td>
<td>January 29th</td>
<td>February 26th</td>
</tr>
<tr>
<td>4</td>
<td>February 26th</td>
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</tr>
</tbody>
</table>

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

  www.mass.gov/service-details/massachusetts-downtown-initiative-mdi
Arlington Shared Streets Pilot

Type: Residential Shared Streets
Pilot Timeline: 4/27/20 – 6/30/20
Length: 0.37 mi
Location: Brooks Ave – Lake St to Varnum St
Total Budget: $70,000: Local 40; LGC 50; Materials: 50%
Municipal Contact: Daniel Arenas, Town of Arlington
Consultant Contact: Morgan Foy, Morgansey Design

Brooks Avenue Shared Streets Pilot was initiated to slow speeds and provide additional space for physical distancing on Arlington streets. The project was approved by the Select Board and Town Planning and Community Development Department lists the pilot, with oversight from the Town Manager, Chief of Police, and Director of Public Works. The pilot served as a proof of concept for shared streets testing materials and public support. The location was selected based on high density of young children and families, proximity to low income and minority communities, support from local resident leaders (e.g., East Arlington Livable Streets Coalition), and potential for future network connectivity to regional shared-use trails.

The pilot demonstration was removed after a year to evaluate data collected including valuable public feedback via email, nonresident 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:
- Project Summary Document
- Site Visits & Public Engagement
- Post Project Report
- City of Arlington
- Arlington Life Streets Coalition

Goals
- Rapidly expanded restaurant and small business needs during the COVID-19 pandemic by providing access to city-owned streets, sidewalks, and parking spaces; to allow outdoor dining and activities

Background
- The City of Arlington, MA, proactively sought to address the challenges of small businesses due to a lack of capacity restrictions implemented by the Commonwealth to protect public health during the COVID-19 pandemic. With most downtown restaurants operating from sky-high buildings with limited outdoor space, the City looked to municipally-owned property to safely serve patrons outside.

Partners
- Under the leadership of Mayor Gale, the City 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 created the rest out to take measurements and ensure that any hardening 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 Office worked with City Parks and Recreation to create a color-coded map that was shared with all business owners. Business owners were invited to a physically-distanced walk-through the Mayor in the newly public parklet on Main Street.

Design & Implementation
- To help prepare for outdoor dining applications, the team worked with both food service businesses to suggest signs and configurations that would meet requirements, as well as the local hospital. During a single meeting, key municipal staff from DPW, Fire, Police, and OEDC-approved outdoor dining applications for the city restaurants. The public parklet on Main Street was also approved.
FOUNDATION + OPTIMISM

Source: Pantone
PUBLIC REALM PROJECTS

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:

<table>
<thead>
<tr>
<th>Application Requirements</th>
<th>Community Process</th>
<th>Submission &amp; Review</th>
<th>Fees</th>
</tr>
</thead>
</table>
| More simplified, less strict  
  • Site plan (hand drawn accepted)  
  • Legal right to occupy required  
  • No abutter or other formal docs | No community process or approval required  
  • ONS approved on back-end | Simpler & more centralized  
  • Online application via Google forms  
  • Departments reviewed on back-end, a lot of collaboration | All fees waived for restaurants  
  • This includes application and permit fees |

<table>
<thead>
<tr>
<th>Enforcement</th>
<th>Comms &amp; Guidance</th>
<th>Support &amp; Resources</th>
<th>Set-Up Requirements</th>
</tr>
</thead>
</table>
| No proactive enforcement  
  • Primary form was through response to 311 and other complaints | Centralized comms & guidance  
  • Boston.gov page that included all 2020 outdoor dining information  
  • Singular guidance document that included cross-departmental info | Robust set of support offered  
  • Technical support via help sessions  
  • Financial assistance through grants  
  • Support with jersey barriers & ramps | More flexible requirements  
  • Allowed set-ups to span further than frontage  
  • No drilling on sidewalk/street |
EQUITY IN RECOVERY - Neighborhoods

- SOKitchen, Field's Corner
- China King, Chinatown
- Soleil, Nubian Square
- Fort Hill Bar & Grill, Roxbury
- B.R.E.D., Lower Mills
- Achillitos, 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
STREAMLINING FOR STREATERY

Somerville, MA
Typical Process for Outdoor Dining

APPLICANT APPLIES FOR PUBLIC PATIO

APPLICANT APPLIES FOR PUBLIC PATIO

CITY COUNCIL REVIEW

ABCC - STATE REVIEW

LICENSING COMMISSION REVIEW

CITY DEPARTMENTS REVIEW

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

TEMPORARY OUTDOOR SEATING PROCESS - COVID19

DO YOU HAVE A SOMERVILLE OUTDOOR LICENSE?

---

YES

ALL LICENSE HOLDERS MUST COMPLETE THE FOLLOWING:
- MA COVID-19 CONTROL PLAN TEMPLATE
- APPLY FOR A LICENSING COMMISSION LICENSE AMENDMENT
- SUBMIT HEALTH & SAFETY PLAN (HASP)
- SUBMIT SOCIALLY DISTANT SEATING LAYOUT

ADMINISTRATION WILL REVIEW

START OPERATING

---

NO

IS THE SEATING AREA ON PUBLIC OR PRIVATE PROPERTY?

PUBLIC

ALL LICENSE HOLDERS MUST COMPLETE THE FOLLOWING:
- MA COVID-19 CONTROL PLAN TEMPLATE
- APPLY FOR A LICENSING COMMISSION LICENSE AMENDMENT
- SUBMIT HEALTH & SAFETY PLAN (HASP)
- SUBMIT SOCIALLY DISTANT SEATING LAYOUT

ADMINISTRATION WILL REVIEW

LICENSING COMMISSION APPROVES

START OPERATING

---

ALCOHOL LICENSE APPLICATIONS CAN BE MADE THROUGH CITIZEN SERVE

ALL APPLICATION MUST BE SUBMITTED THROUGH HTTPS://WWW.SOMERVILLEMA.GOV/CITIZEN SERVE
ALL HANDS ON DECK:
‘IN-HOUSE’ DESIGN, EXISTING MATERIALS & INSTALLATION LABOR
CITY STAFF ROLES:

- **LICENSING** - Economic Development, Mobility, PSUF, Clerk’s Office, Engineering, SPD, SFD, ISD

- **DESIGN** – Mobility

- **INSTALL** – DPW, SPD, SFD, Mobility, Parking, Restaurants
City Staff designed and implemented Blanket Conditional Approval from Licensing Commission for Streatery on Elm.
THANK YOU!
Salem’s Public Realm & COVID19

**Essex Street Extended Sidewalk**
- 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)

Photo courtesy of Matt Smith, District Trading Co.
**Process**

### Site Selection
- Both projects were previously identified with some initial plans but no funding available

### Planning
- Contracted Toole Design to assist with Willson Street bike designs
- Coordinated with Salem Main Streets for Essex Street sidewalk

### Design + Material Selection
- Focus on paint/posts and light materials that could be installed quickly

### City Approvals
- Neither project changed any City ordinances or restricted any vehicle movements

### Material Acquisition + Installation
- Essex Street was installed by City Department of Public Services
- Used on-call striping contractor for Willson Street

### Maintenance
- Essex Street project to be removed for winter
- Willson Street flex posts removed for winter to be reinstalled in Spring
**Budget**

**Essex Street Extended Sidewalk**

- 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

Photo courtesy of Matt Smith, District Trading Co.

**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 | Contraflow Bike Lane

Image Sources: Google
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

Aerial: Google Earth

Waushacum Ave Before

Waushacum Ave After
Sterling | Contraflow Bike Lane

Source: Town of Sterling

Source: Allison Burson
Sterling | Quick Sidewalk

Image Sources: Google
Boutelle Road | Safe Routes to School
Town of Sterling

- Quick-build asphalt curb ramp
- Curb ramp crossing direction
- Sidewalk Expansion (27” Flexible Delineator Posts at 20’ spacing and 6” solid white edge line)
- Proposed Crosswalks
Sterling | Quick Sidewalk

Source: Town of Sterling

Source: Allison Burson
Lynn | Bike Lane

South Common Street Before

- Lynn Common
- Sidewalk
- Travel Lane 12’ - 20’
- Travel Lane 12’ - 20’
- Parking 8’
- Sidewalk

Striping not present

South Common Street After

- Lynn Common
- Sidewalk
- Travel Lane 10’ - 11’
- Travel Lane 10’ - 11’
- Bike Lanes 5’
- Parking 7’ - 8’
- Sidewalk

Add painted buffer wherever the curb-to-curb width exceeds 35’

Source (Top): Google
Lynn | Bike Lane

Market Street Before

- Striping not present
- Existing Curb to Curb
- Sidewalk: 8’
- Parking: 22’-24’
- Travel Lane: 13’-14’
- Median: 7’-9’
- Travel Lane: 22’-24’
- Parking: 8’

BEFORE

Market Street Proposed (Design Ultimately Adjusted)

- Vertical Barrier Required (Flex Post or Planter)
- Existing Curb to Curb
- Sidewalk: 8’
- Parking: 11’-12’
- Travel Lane: 11’-12’
- 9’
- Travel Lane: 11’
- Median: 7’-9’
- Travel Lane: 10’-12’
- 2-Way Separated Bike Lanes

AFTER

Source (Top): Google
Lynn | Bike Network

Post-implementation challenge: parking in bike lanes
Looking forward

- Shared Winter Streets & Spaces
- Evaluation of benefits
Thank you!

Margaret Kent
Kittelison & Associates
mkent@kittelison.com
617-377-4005
Tactical to Practical: Advancing Shared Streets in 2021 and Beyond

Jessica Mortell, Principal | Sr. Placemaker
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?

People

Vehicles

Deliveries / Trucks

Emergency Vehicles
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.

Source: FHWA's Achieving Multimodal Networks Applying Design Flexibility & Reducing Conflicts, 2016
2020 Shared Streets Partnerships

- MassDOT
- Solomon Foundation and Barr Foundation
- Malden
- Arlington
- Salem
- Everett
- Somerville
2020 Residential Shared Streets Projects

Arlington, MA
1 Street
1 week Spring Demo

Malden, MA
1 Street
1 day Spring Demo

Salem, MA
5 Streets
Summer – Winter Pilot

Everett, MA
5 Streets
Fall - Winter Pilot

Somerville, MA
61 Streets - 13 mile
Spring – Winter Network pilot

Arlington
1 Street
1 week Spring Demo
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
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 Pilot, Before / After Speed Data

<table>
<thead>
<tr>
<th>Average Speeds</th>
<th>Before</th>
<th>During</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>% over 25 MPH</td>
<td>43%</td>
<td>6%</td>
<td>-86%</td>
</tr>
<tr>
<td>% over 30 MPH</td>
<td>10%</td>
<td>1%</td>
<td>-90%</td>
</tr>
<tr>
<td>Max Speed</td>
<td>47 mph</td>
<td>35 mph</td>
<td>-26%</td>
</tr>
</tbody>
</table>

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

Everett Shared Streets Pilot, Before / After Volume Data

<table>
<thead>
<tr>
<th>Average Daily Traffic (ADT)</th>
<th>Before</th>
<th>During</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakes St</td>
<td>1141</td>
<td>1001</td>
<td>-12%</td>
</tr>
<tr>
<td>School St</td>
<td>2263</td>
<td>1340</td>
<td>-41%</td>
</tr>
<tr>
<td>Cottage St</td>
<td>1556</td>
<td>1175</td>
<td>-24%</td>
</tr>
<tr>
<td>Hosmer St</td>
<td>643</td>
<td>477</td>
<td>-26%</td>
</tr>
<tr>
<td>Lexington St</td>
<td>902</td>
<td>868</td>
<td>-4%</td>
</tr>
<tr>
<td>Coburn Ter</td>
<td>2212</td>
<td>1957</td>
<td>-12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>8717</td>
<td>6818</td>
<td>-22%</td>
</tr>
</tbody>
</table>
The Future of Shared Streets and Spaces

Traffic 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
Thank you!

Jessica Mortell
Jessica@neighborways.com
www.neighborways.com
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
A DESIGN GUIDE
FOR WINTER PLACEMAKING
2020 | 2021

benchconsulting.co/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

Provide a reason for people to come back to main street and downtown this winter and support restaurants & retailers.

Provide a safe space for socially distanced outdoor gathering.
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!

<table>
<thead>
<tr>
<th>PROJECT TYPE:</th>
<th>Dining, Retail, Family Friendly</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUDGET:</td>
<td>$</td>
</tr>
<tr>
<td>IMPLEMENTATION:</td>
<td>Low</td>
</tr>
<tr>
<td>TIMELINE:</td>
<td>1-2 days</td>
</tr>
<tr>
<td>MATERIALS:</td>
<td>Potted Shrubs and Trees, Lighting</td>
</tr>
<tr>
<td>MAINTENANCE:</td>
<td>Low</td>
</tr>
</tbody>
</table>

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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

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New Bedford Winterfest Activation
North Adams Winter Places Inspirations

WINDOW SHOPPING: STOREFRONT DISPLAY

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Vacation on Main

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LIGHTS AND BITES

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