



City of Somerville

Somerville *by*  
**DESIGN**



*Somerville by Design: Winter Hill*  
**Central Broadway Streetscape  
Improvements**



*Mayor's Office of Strategic Planning  
and Community Development*

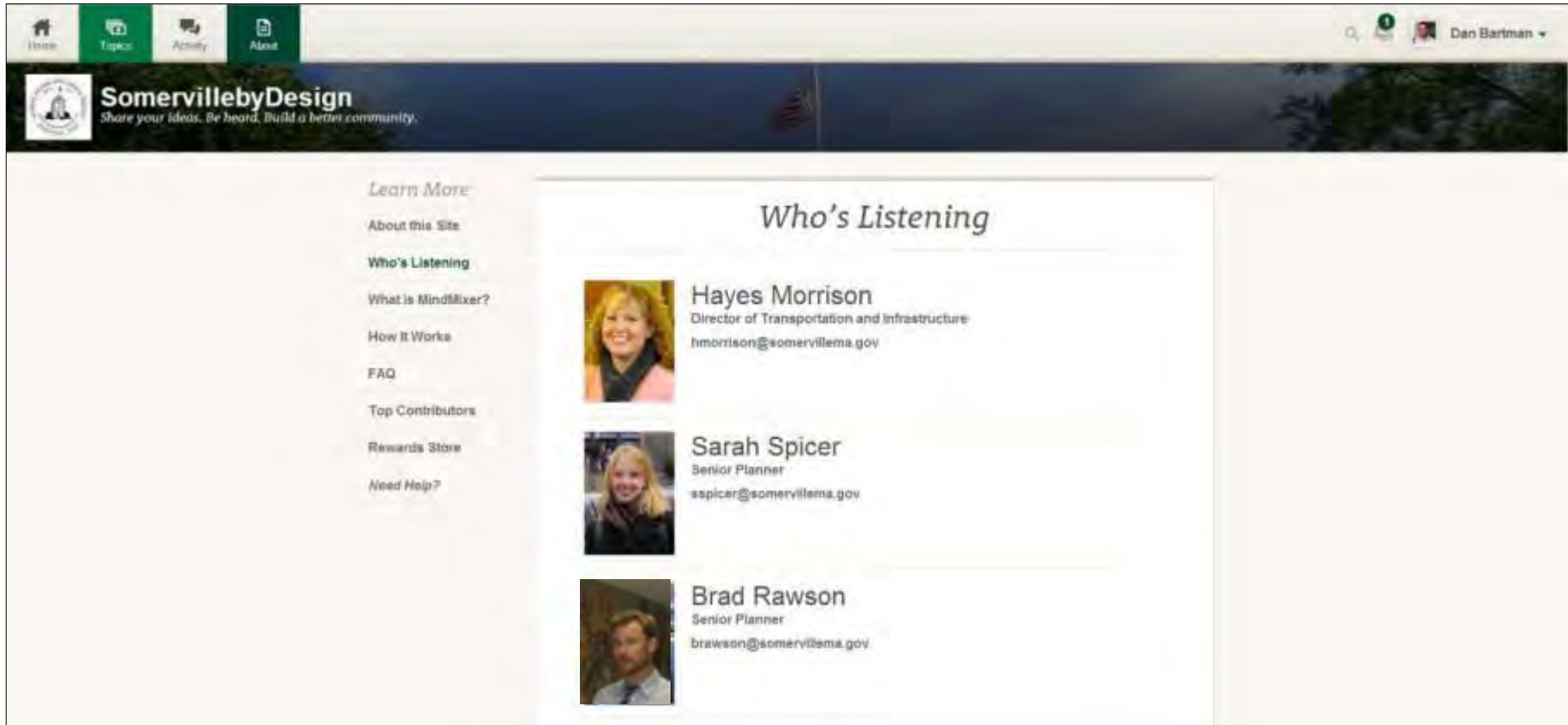
# Somerville by Design Team

Mayor's Office of Strategic Planning and Community Development

- Hayes Morrison: Director of Transportation and Infrastructure
- Sarah Spicer: Project Manager
- Brad Rawson: Senior Planner
- Dan Bartman: Senior Planner



# Leadership Team: Who's Listening?







# Somerville Vision

City of Somerville, Massachusetts  
Comprehensive Plan | 2010-2030

Endorsed by the  
Somerville Board of Aldermen  
April 12th, 2012

Adopted by the  
Somerville Planning Board  
April 19th, 2012



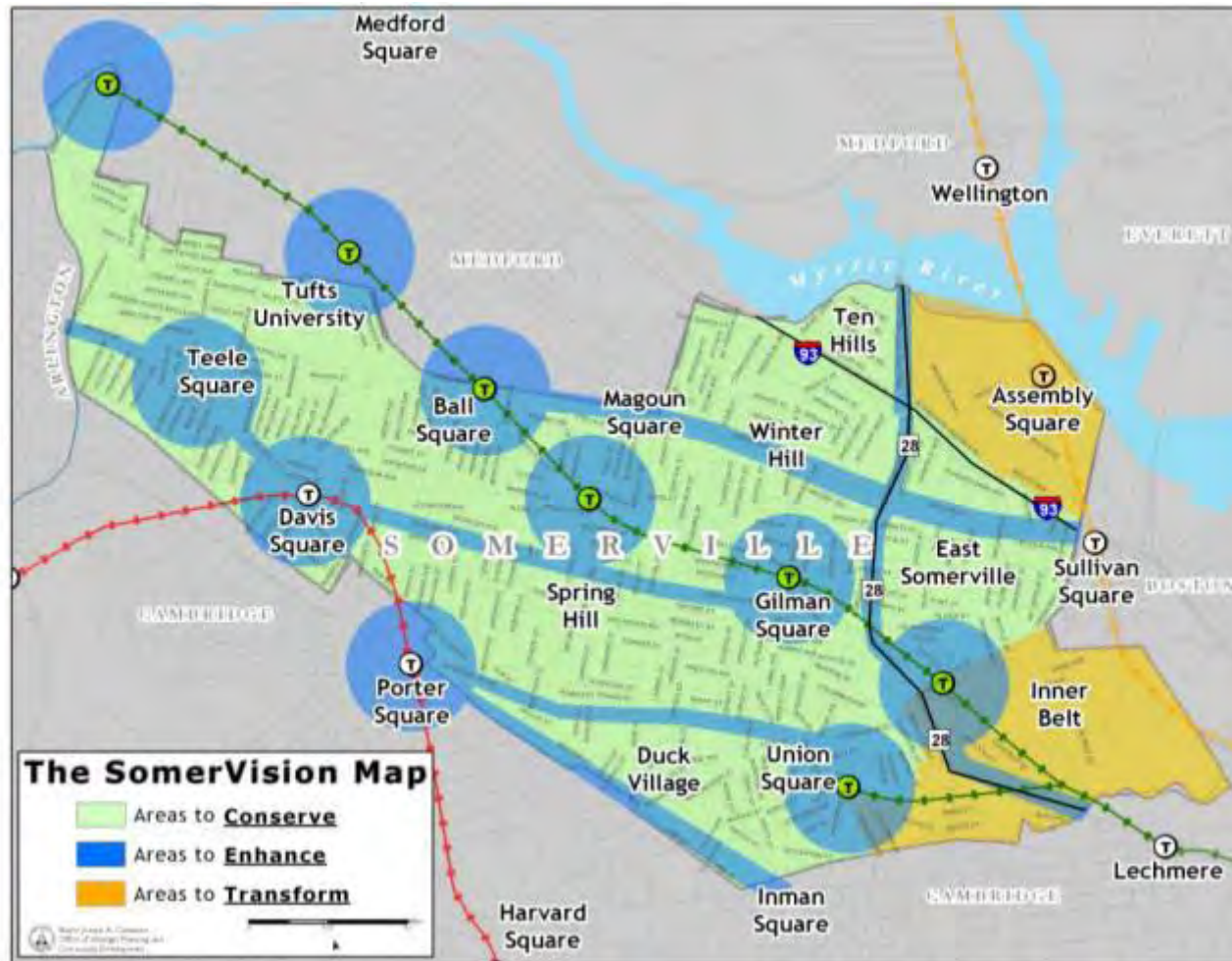
*Somerville: an Exceptional Place to  
Live, Work, Play, and Raise a Family*



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# Change Must be Consistent with Our Values



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# Somerville Vision

City of Somerville, Massachusetts  
Comprehensive Plan | 2010-2030



30,000 Jobs



125 Acres of Open Space

6,000 Housing Units (1,200 affordable)

50% of Trips via Walking, Biking, Transit

85% of Development in Transformative Areas



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# Planning in Somerville

## Somerville *by* DESIGN

OFFICE OF STRATEGIC PLANNING &  
COMMUNITY DEVELOPMENT  
Joseph A. Curtatone, Mayor



Our neighborhood, our plan.  
Nuestro barrio, nuestro plan.  
Nosso bairro, nosso plano.



Free and open to the public.  
Gratis y abierto al público.  
Gratuito e aberto ao público.



Informal and interactive.  
Informal e interactivo.  
Informal e participativa.



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# How Does it Work?



# How Does it Work?



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# How Does it Work?



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# How Does it Work?



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# How Does it Work?



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# SomervillebyDesign.com

**Somerville  
by  
DESIGN**  
Outreach || Dialogue || Decide || Implement

Office of Strategic Planning  
& Community Development  
Joseph A. Curran, Mayor



HomeAboutPlanning ProjectsZoning ReformDocumentsNews

## Winter Hill



### Central Broadway Streetscape Improvements

The Central Broadway Streetscape Improvements project will take a new look at the central section of the historic Broadway corridor, from the intersection with McGrath Highway to Magoun Square. The project team will evaluate existing and future transportation needs and integrate this analysis with neighborhood feedback to prepare a new streetscape

### Upcoming Events

April						
M	T	W	T	F	S	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

### Projects

- About
- Planning Projects
  - SomerVision
  - Davis Square
  - East Somerville
  - Winter Hill
  - Public Open Space Planning
- Transportation Planning
  - Complete Streets
    - Central Broadway Streetscape Improvements
  - Union Square Streetscape



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# MindMixer.SomervillebyDesign.com

The screenshot shows the homepage of the MindMixer.SomervillebyDesign.com website. At the top, there is a navigation bar with links for Home, Topics, Activity, and About. On the right side of the navigation bar, there are buttons for Sign Up and Log In. Below the navigation bar, a large banner features the text "Welcome to SomervillebyDesign." followed by a paragraph: "The City of Somerville is looking for ideas and feedback from a broad group of residents and business owners. Please join the conversation. Posts will be reviewed by SomervillebyDesign team members to help guide our decision-making." Below this text are two buttons: "Connect with Facebook" and "Sign Up with Email".

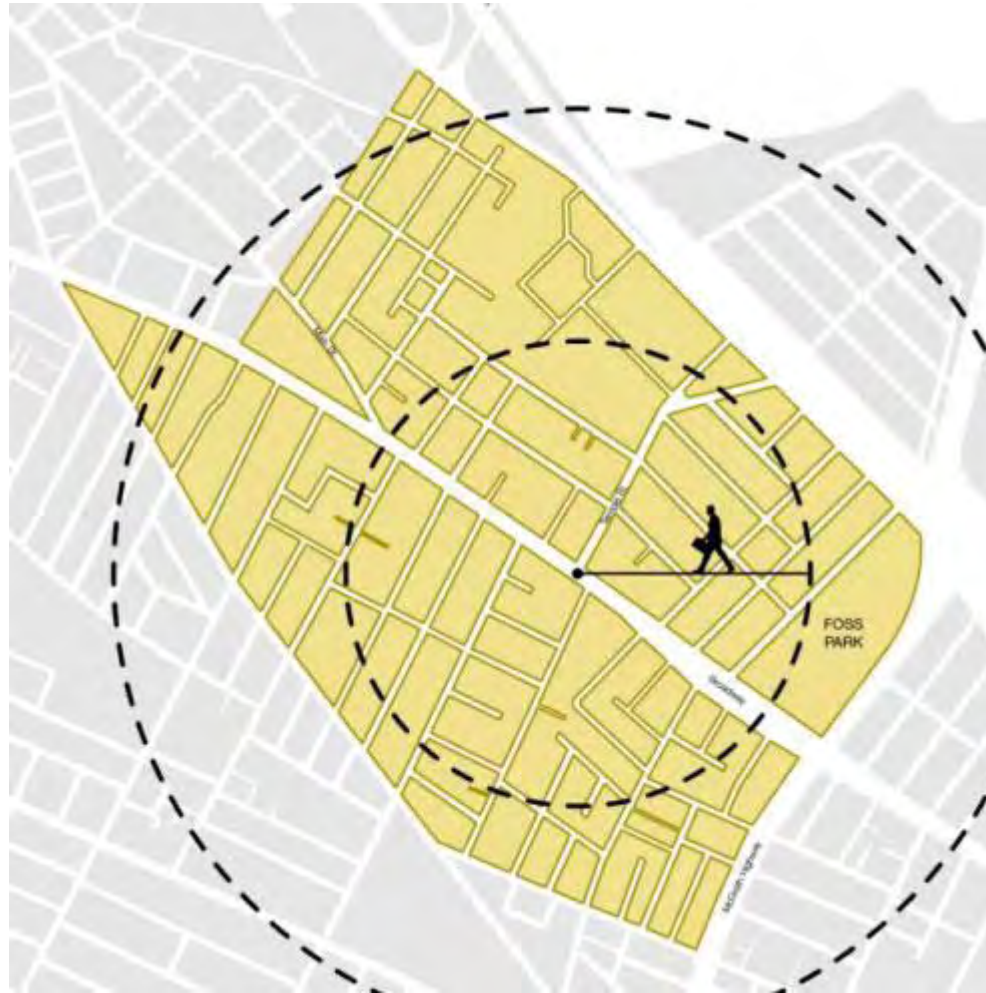
Below the banner, the "Topics" section is displayed. It includes a link to "View All Topics" and a list of topics. The first topic is "Pedestrian Safety on Central Broadway", which was posted on April 10, has 0 interactions, and 28 days remaining. It features a green icon of a person walking on a crosswalk, a map of Central Broadway with a location pin, and a "Launch the Map" button. The second topic is "Traveling on Central Broadway", which was also posted on April 10, has 0 interactions, and 28 days remaining. It features a question: "What mode do you most frequently use to...".



# Planning in Winter Hill

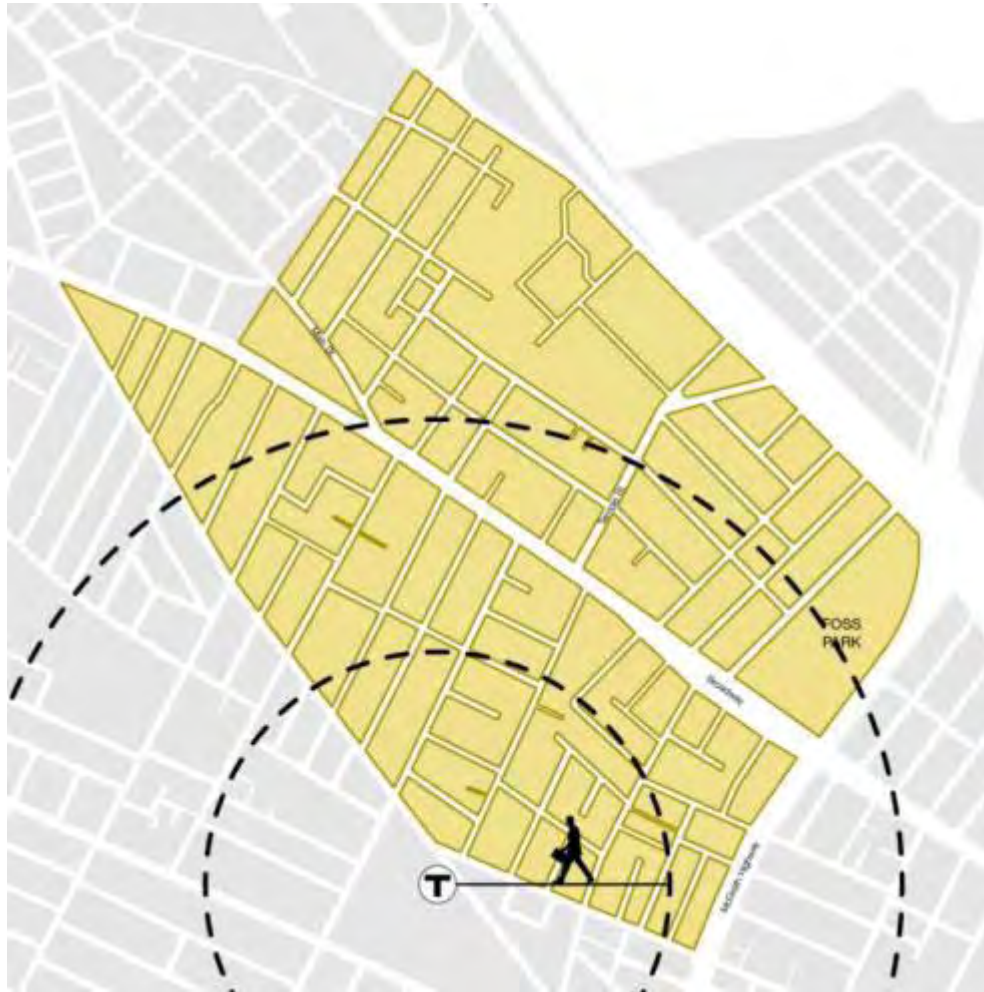


# Planning in Winter Hill





# Planning in Winter Hill



# Planning in Winter Hill



# Streetscape Design Team Organization Chart



```
graph TD; A[City of Somerville  
Office of Strategic Planning and  
Community Development] --> B[STV Incorporated  
Roadway, Traffic, & Electrical  
Engineering]; B --> C[Pressley Associates  
Landscape  
Architecture]; B --> D[Regina Villa Associates  
Public Outreach]; B --> E[SMC  
Topographic  
Survey];
```

**City of Somerville**  
Office of Strategic Planning and  
Community Development

**STV Incorporated**  
Roadway, Traffic, & Electrical  
Engineering

**Pressley  
Associates**  
Landscape  
Architecture

**Regina Villa  
Associates**  
Public Outreach

**SMC**  
Topographic  
Survey



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# About STV, Pressley, & RVA

- STV
  - Full-service planning, architecture/engineering, & construction management firm, 30+ years of experience in Massachusetts
- Pressley Associates
  - Experienced landscape architecture firm working to enhance urban environments in Massachusetts for over 35 years.
- Regina Villa Associates
  - Communications firm that has developed public involvement programs for public agencies for over 35 years



# Central Broadway Project Limits



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# Central Broadway Design Goals

- Improve accessibility & multimodal transportation
- Maximize usable green space
- Safety improvements
- Aesthetic improvements





# Central Broadway Design Goals

- Promote civic vibrancy and economic development
- Respond to residents' and business owners' needs
- Complement wider neighborhood planning efforts



# Central Broadway Project Approach

- Review and confirm previous work
  - 2012 MIT study
  - 2008 Zoning study
  - East Broadway improvements
  - Magoun Square improvements
- Gather existing conditions
  - Topographic survey
  - Investigate utilities
  - Examine traffic and safety issues



# Central Broadway Project Approach

- Transportation study
  - Traffic Analysis
  - Safety analysis
  - Site inventory
    - Bus stops, bike racks, green space, parking, loading zones, etc.





# Central Broadway Project Approach

- Public input
  - Project meetings throughout process
  - Surveys online and in person/on paper
    - Mindmixer forum via [www.somervillebydesign.com](http://www.somervillebydesign.com)
  - Blog posting and comments: continue the discussion
    - [www.somervillebydesign.com](http://www.somervillebydesign.com)



# Winter Hill/Magoun Square Neighborhood Plan

- MIT Department of Urban Studies and Planning, 2012
- Two public meetings
- Focused on planning, improvements and land use
- Included infrastructure recommendations
- Full report available on [www.somervillebydesign.com](http://www.somervillebydesign.com)



# Winter Hill/Magoun Square Neighborhood Plan

## 2012 Recommendations

- Public Space improvements
- Safety improvements
- Streetscaping
- Pedestrian improvements/ accessibility
- Bike accommodations
- Iconic wayfinding signage
- Emphasize history and identity
- Stormwater Management



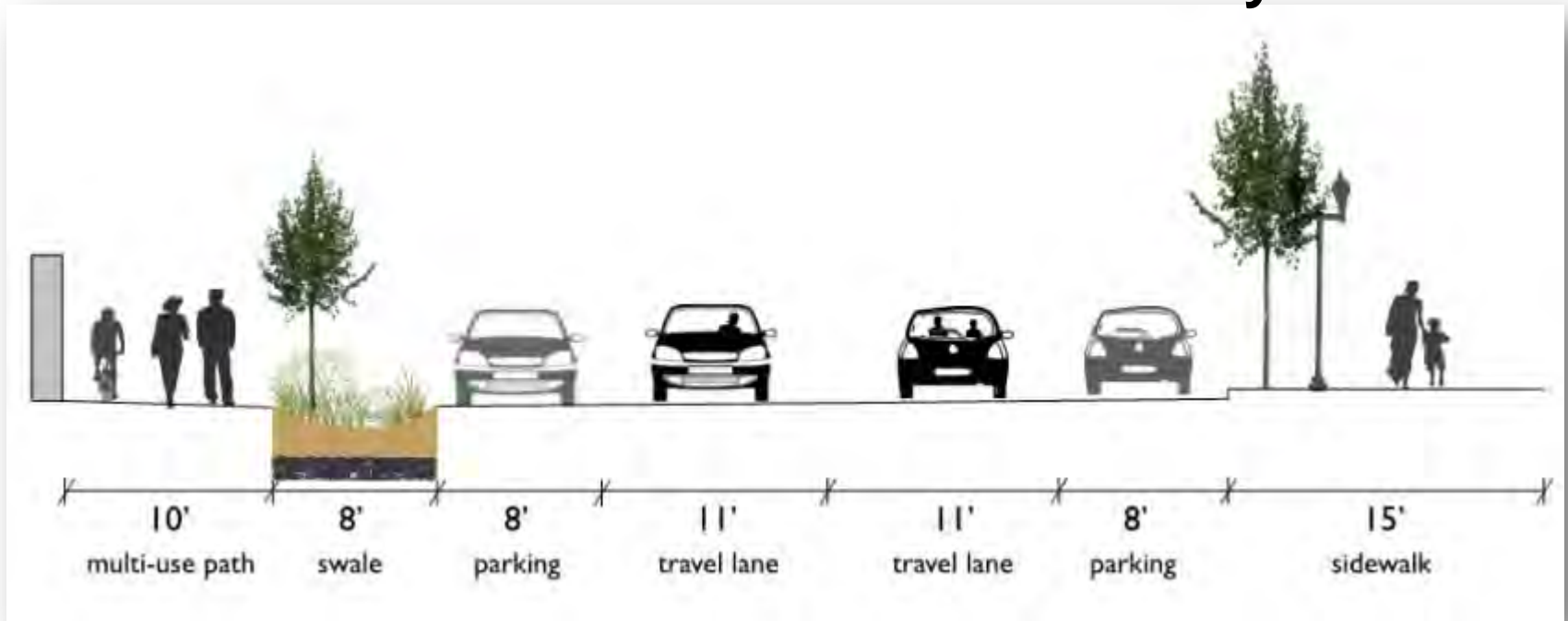
Figure 8.4: Rectangular Rapid Flash Beacon  
Source: [www.tlpcsigns.com](http://www.tlpcsigns.com)





# Winter Hill/Magoun Square Neighborhood Plan

## 2012 Recommendations - Roadway



Examined potential cross sections, traffic calming, and improved pedestrian and bicycle facilities



# Winter Hill/Magoun Square Neighborhood Plan

## 2012 Recommendations - Landscaping

### Linear park:

- Address need for green space in this neighborhood
- Opportunity for aesthetic improvement along corridor
- Strengthens sense of place, accessibility, and connectivity
- Complement and connect Trum Field and Foss Park



# Project Approach – Traffic Data Collection and Modeling

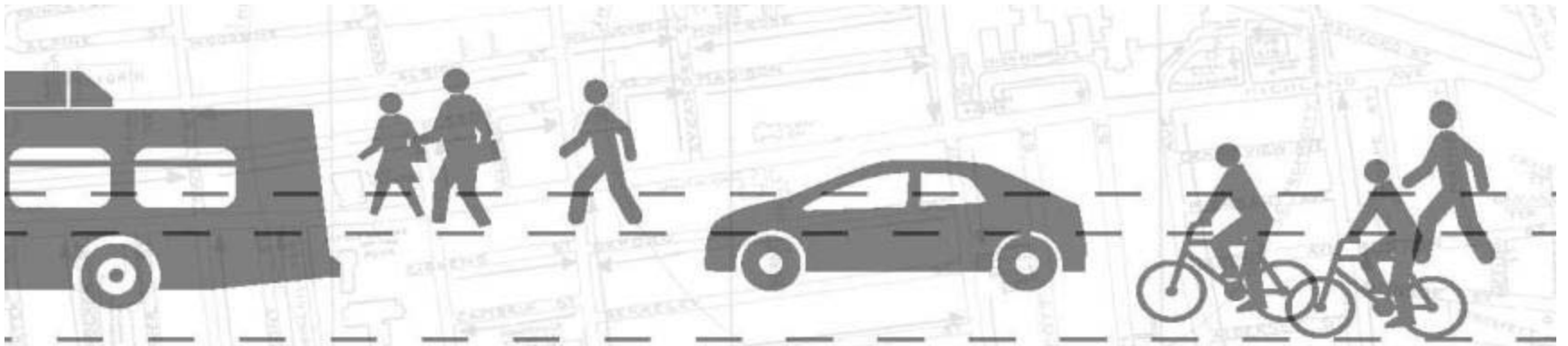
- Traffic counts
  - Vehicle type
  - Speed
  - Manual & Automatic Traffic Recorders (ATR)
  - Weekday AM/mid-day/PM; Saturday mid-day
- Parking regulations & activities
- Delivery activities
- Transit activities (bus occupancies, boardings)
- Road Safety Audit (“walking audit”)
- Current conditions inform future options
- Develop traffic flow maps
- Intersection analyses and simulation modeling





# Project Approach – Traffic Goals

- Develop Context Sensitive, “Complete Street” Solution for the corridor
  - Balance the needs of pedestrian, transit, & parking
  - Propose improvement schemes to the appropriate “scale” for Broadway
- Lead the development of transit, biking, & parking improvements
- Support our landscape architects for pedestrian space & sidewalk initiatives



# Project Approach – Public Outreach

**We want to hear from you!**

- Project website:  
***[somerbydesign.com/planning/transportation/central-broadway/](http://somerbydesign.com/planning/transportation/central-broadway/)***
  - Join the mailing list to receive updates
  - Review project materials
- Community Meetings
- Online Surveys
  - Mindmixer forum, link on project website
- Email Us
  - [sspicer@somervillema.gov](mailto:sspicer@somervillema.gov)



# Broadway Project Schedule

- Data Collection, Topographic Survey, & Transportation Study: Spring 2014
- Preliminary Design: Spring 2014 to Winter 2015
- Public Process: Spring 2014 thru Winter 2015
- Preliminary Plans Delivered: Winter 2015
- Final Design: TBD
- **Next Meeting: June-July 2014**
  - Check ***somervillebydesign.com*** for announcement





# Neighborhood Planning Schedule

- Spring ..... Surveys & Interviews
- Summer ..... Meetings & Mobile Apps
- Fall ..... 3-Day Charrette Event
- Winter..... Draft Neighborhood Plan



# Breakout Session: Your ideas & concerns

*On Broadway...*

What feels safe?

What do you like that you want to keep?

What do you dislike that you want to change?

Things to consider:

- Roadway width
- Traffic calming
- Landscaping and streetscaping
- Creating a sense of space

