



UNION SQUARE NEIGHBORHOOD PLAN

Crowdsourcing Event
December 17, 2014



Somerville *by*
DESIGN



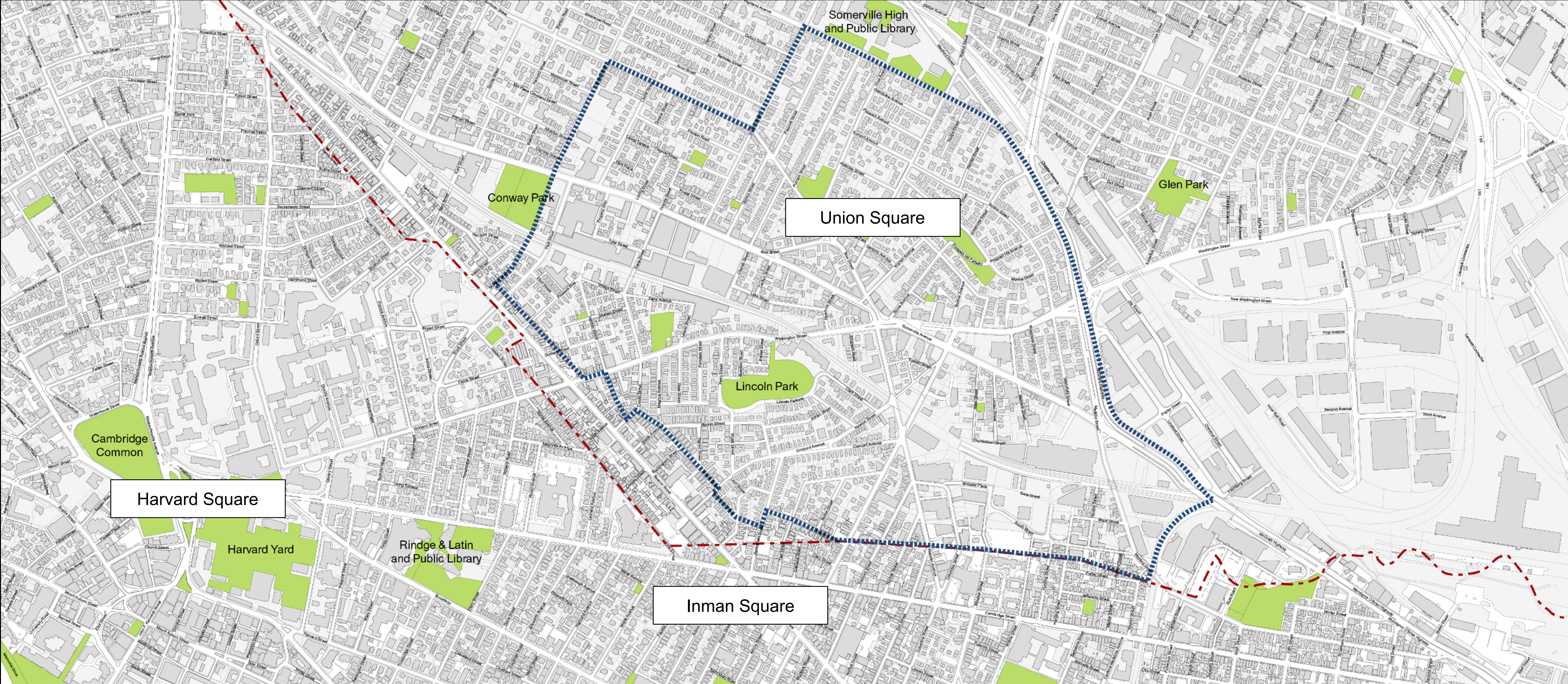
PRINCIPLE + Somerville *by* DESIGN

utile





Study Area





TONIGHT'S AGENDA

1. Introduction & Somerville By Design Process

2. Overview of Redevelopment Schedule

3. Crowdsourcing Activities

4. Report Out & Mapping Activity



WHY CREATE A NEIGHBORHOOD PLAN?





SomervilleVision

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*



In Somerville, We:

Celebrate the **diversity** of our people, cultures, housing and economy.

Foster the unique character of our residents, neighborhoods, hills and squares, and the strength of our **community** spirit as expressed in our history, our cultural and social life, and our deep sense of civic engagement.

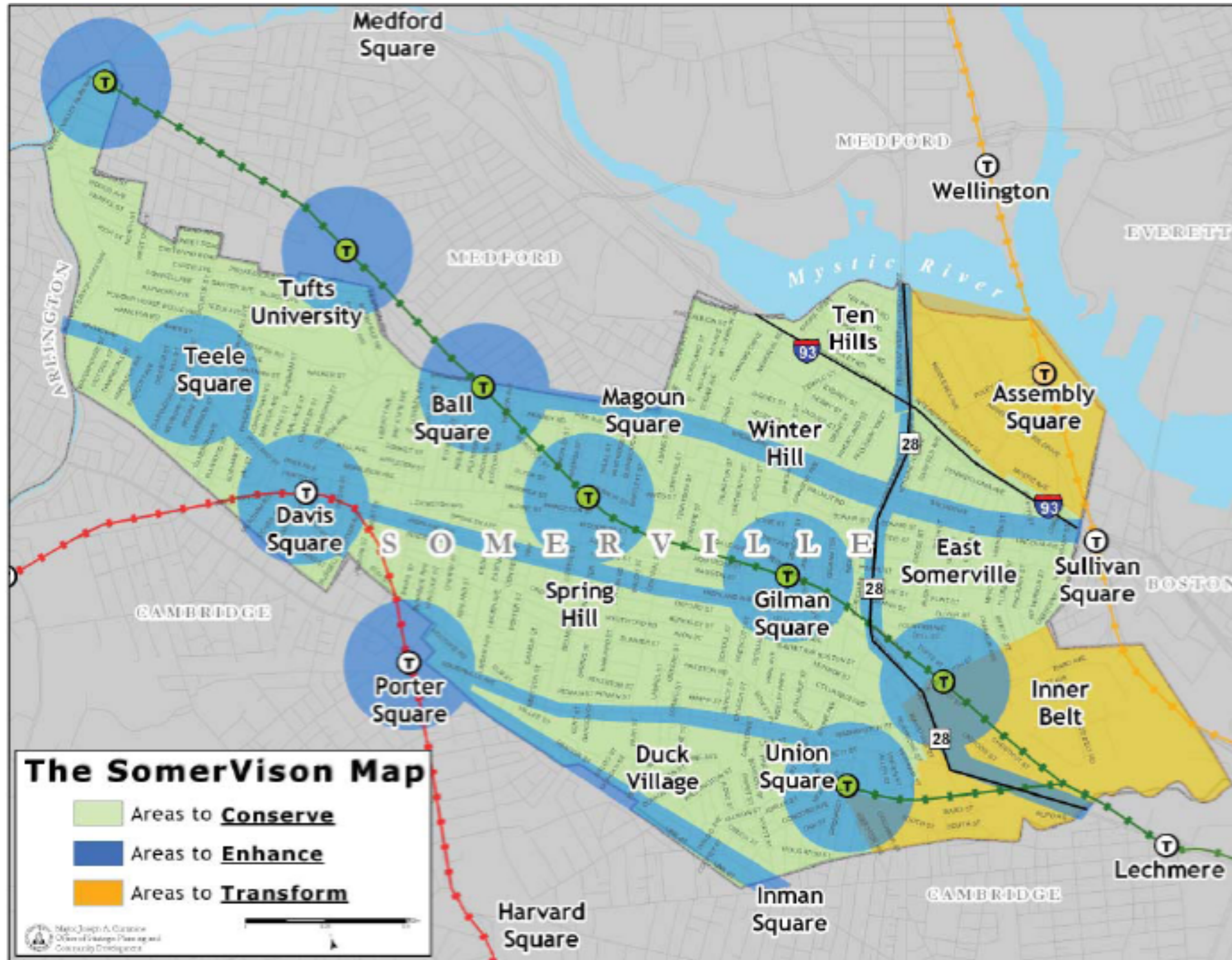
Invest in the growth of a resilient **economic base** that is centered around transit, generates a wide variety of job opportunities, creates an active daytime population, supports independent local businesses, and secures fiscal self-sufficiency.

Promote a dynamic urban streetscape that embraces public transportation, reduces dependence on the automobile, and is **accessible**, inviting and safe for all pedestrians, bicyclists and transit riders.

Build a **sustainable** future through strong environmental leadership, balanced transportation modes, engaging recreational and community spaces, exceptional schools and educational opportunities, improved community health, varied and affordable housing options, and effective stewardship of our natural resources.

Commit to continued **innovation** and affirm our responsibility to current and future generations in all of our endeavors: business, technology, education, arts and government.

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



The SomerVision Map illustrates our Vision for the community to:

Conserve

our great residential neighborhoods

Enhance

our funky squares and commercial corridors

Transform

opportunity areas on the eastern and southern edges of Somerville.





30,000 New Jobs as part of a responsible plan
to create opportunity for all Somerville workers and entrepreneurs



125 New Acres of Publicly-Accessible Open Space
as part of our realistic plan to provide high-quality and well-programmed community spaces



6,000 New Housing Units - 1,200 Permanently Affordable
as part of a sensitive plan to attract and retain Somerville's best asset: its people.



50% of New Trips via Transit, Bike, or Walking
as part of an equitable plan for access and circulation to and through the City.



85% of New Development in Transformative Areas
as part of a predictable land use plan that protects neighborhood character



HOW DOES THE COMMUNITY LEAD THE PLANNING?





DECEMBER 17

Crowdsourcing Event

6:30 PM



UNION SQUARE CROWDSOURCING

“What is Important to Me” Survey

More questions
on the reverse side

Not Important

Very Important

Traveling About	Ability to safely walk to and through Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ability to safely bicycle to and through Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ability to find convenient parking when driving to Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ability to drive quickly through the square en route to Cambridge or I-93/Boston.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ability to access convenient & reliable transit , including future Green Line & bus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping & Services	A mix of restaurants that provide eating and entertainment options.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Retail stores that meet daily needs (grocery, hardware, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Regional destinations (movie theater, department stores, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Independent and locally-owned stores that are unique to the square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Access to national brands that I am familiar with and know well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home Fix-It	Clear rules for how homeowners can expand their house.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Flexible rules for how homeowners can expand their house.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	All home additions (porches, dormers, decks, etc.) should be subject to review by neighbors .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Some small home additions should be allowed without review by neighbors .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing	More new housing for families with children .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More new housing for senior citizens .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More new housing for people with low- and moderate-incomes .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More new market-rate housing .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	New development in Union Square should be more commercial than residential .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Spaces	More public spaces for people to sit and linger .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More public spaces where children can play .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More space to display public art .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Issues related to trash, graffiti and rodents should be addressed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More flexible public spaces that allow for a variety of activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development & Finance	New commercial and residential development that preserves the character of Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Additional commercial development in Union Square that provides jobs for Somerville.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Affordable space to fabricate, assemble, bake, shape or make things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Maintain Union Square's cultural and social identity through incentives & programs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Minimize the amount of development that occurs in Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



JAN 7

Visioning Session #1

6:30 PM

JAN 8

Interim Streetscape & Utilities

6:30 PM

JAN 31

Walking Tour

9:00 AM

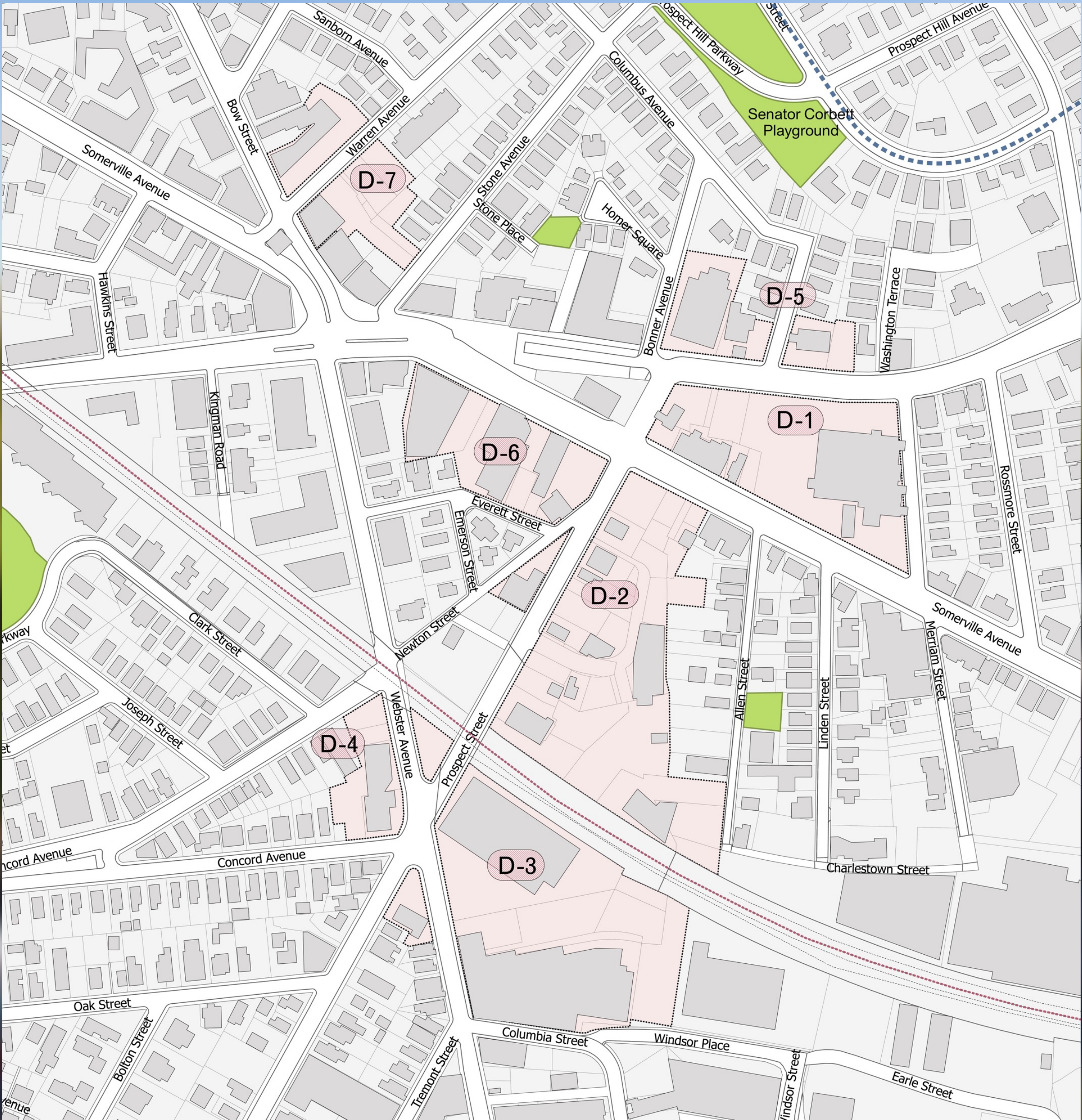
Visioning Session #2

10:00 AM



FEB 4, 11, 18, & 25

**Development Opportunities
& Constraints Workshops**
6:30 PM





Design Charrette
Monday & Tuesday 9:00 AM to 8:00 PM
Wednesday 6:30 PM - Pin Up Review

Wednesday 6:30 PM - Pin Up Review





FEEDBACK

Stakeholder Meetings & Real Time Design



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

Monday, September 9th and Tuesday September 10th

OPEN STUDIO

9 AM - 8 PM

Having trouble attending any of the stakeholder sessions detailed below? Feel free to stop by our Open Studio where you can directly interact with Project Team members on any subject of concern and get a close-up look at the work in-progress.

Monday, September 9th

COOPERATIVE MANAGEMENT NEEDS IN DAVIS SQUARE

11 AM - 12 PM

Around the country, successful business districts have started managing local services like garbage removal, street sweeping, and business marketing. Help the Project Team think about strategies for Davis Square, and review local examples.

FESTIVALS, FOOD, AND FARMERS

3 - 4 PM

Davis Square offers world-class arts and cultural events all year long. Join the Project Team as we explore ways to support the fun and funky character of Davis, for residents and visitors alike.

THE ECONOMY OF DAVIS SQUARE

4:30 - 5:30 PM

What kinds of businesses and entrepreneurs make Davis Square great today? What kind of jobs and services are missing from the mix? Project Team members will lead a session on the economics of authentic business districts like Davis.

OPTIONS FOR ACCOMMODATIONS IN DAVIS SQUARE

6 - 7 PM

Davis Square draws visitors from all over the world, but offers very few places to stay for the night. Help the Project Team understand the pros and cons of different lodging strategies, including alternative sites for a new hotel development.

PARKING NEEDS IN THE SQUARE

7:30 - 8:30 PM

Davis Square needs parking for residents, workers, and visitors. But how much, and what type of parking? Join Project Team members specializing in parking and transportation planning as we dig into the data together.

Tuesday, September 10th

WALK, BIKE, RIDE, DRIVE

9 - 10 AM

Somerville's streets are an important public space, and need to serve a diverse group of users. Project Team members will lead a discussion on how Somerville can improve safety, accessibility, and efficiency for all users.

THE FUTURE OF PARKING IN DAVIS SQUARE

11 AM - 12 PM

Join the Project Team for a second discussion on parking. How will our needs change over the next ten years? Can the City find the "sweet spot" between supply and demand to balance economic vitality and quality-of-life in Davis Square?

PARKS, PLAZAS, AND PLAYGROUNDS

3:30 - 4:30 PM

Hodgkins-Curtin Park just got a \$1 million upgrade, but what is next for open space planning and design in Davis Square? Sit down with City Parks managers and Project Team members for a fun, visual session.

PARTNERSHIPS FOR COOPERATIVE MANAGEMENT

5 - 6 PM

Have you noticed parts of Davis Square that aren't working so well? Tired storefronts, overflowing trash receptacles, empty parking lots? Economic Development specialists from the Project Team will lead a follow-up discussion on ways to manage and maintain the district.

WHAT CAN HAPPEN RIGHT NOW?

6:30 - 7:30 PM

Long-range neighborhood plans are important, but how can we make an impact this year? Join the Project Team to discuss how locally developed, low risk, short term actions can foster long term change and build social capital without breaking the bank.

Wednesday, September 11th

PIN-UP PRESENTATION

7:30 - 9:30 PM

Join us at the Davis Square Theatre, 255 Elm Street, as the Project Team comes together to present their initial ideas to achieve the community's vision for the future of Davis Square.

www.somervillebydesign.com





Somerville *by* DESIGN

DAVIS SQUARE PINUP IDEAS

Reference the numbers for each concept found online at somervillebydesign.com. Rate each concept on a scale from 1 to 5 by circling. Provide specific comments if applicable.

1	1	Like:	Dislike:
	2		
	3		
	4		
	5		
2	1	Like:	Dislike:
	2		
	3		
	4		
	5		
3	1	Like:	Dislike:
	2		
	3		
	4		
	5		
4	1	Like:	Dislike:
	2		
	3		
	4		
	5		
5	1	Like:	Dislike:
	2		
	3		
	4		
	5		
6	1	Like:	Dislike:
	2		
	3		
	4		
	5		

CONCEPT 16

This sketch cleans up the main intersection by interrupting the eastbound flow from Holland Street to Elm Street with a large pedestrian plaza in front of One Davis Square, which creates a four-way intersection. Highland Avenue is transformed into a shared street for buses, pedestrians, and commercial loading. Westbound automobile traffic on Highland is routed through the existing MBTA busway. This scenario could offer the benefit of bringing Highland Avenue to life as a pedestrian block.



Davis Square



MAY 13
Plan Open House
6:30 PM



Gilman Square



Davis Square





















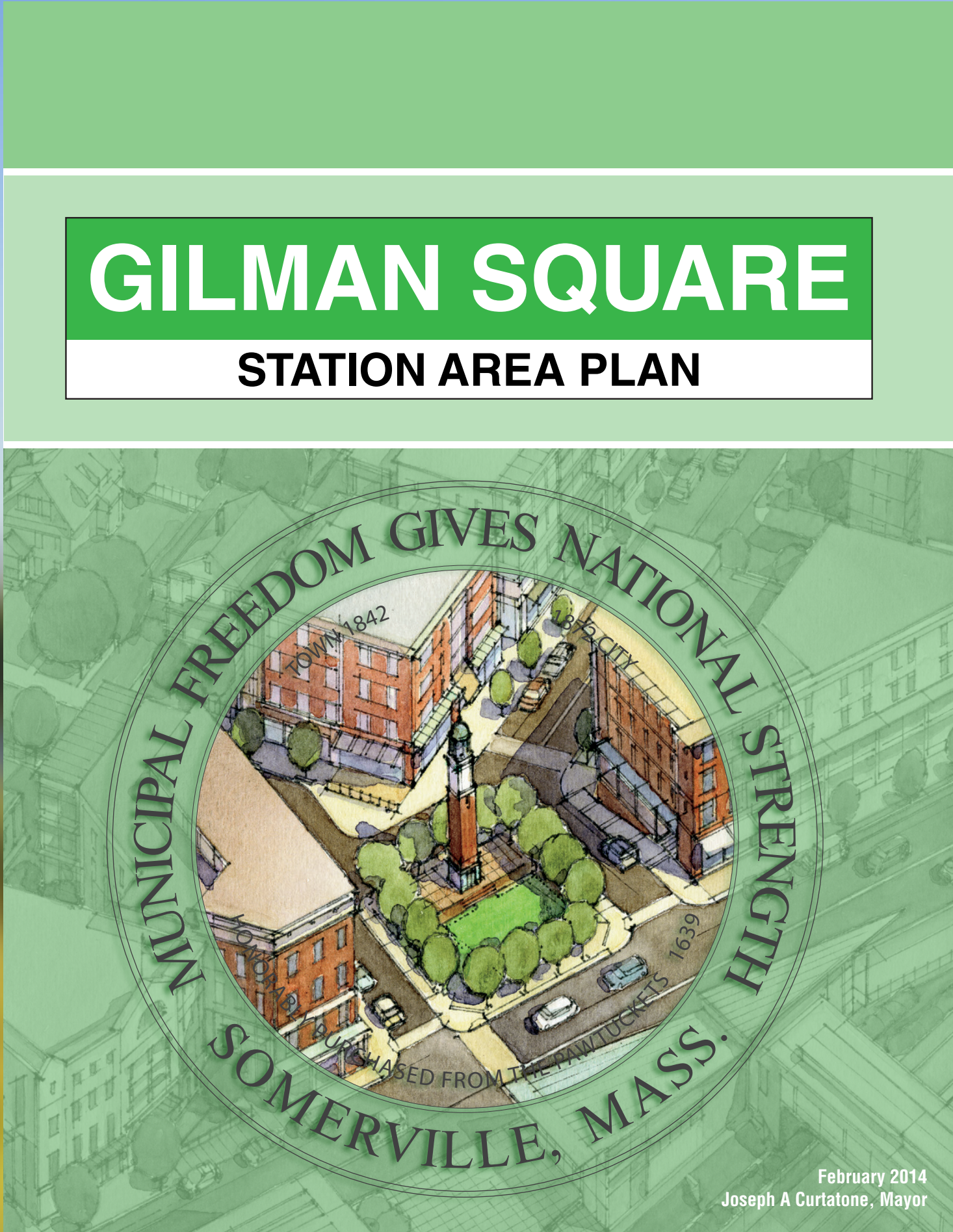
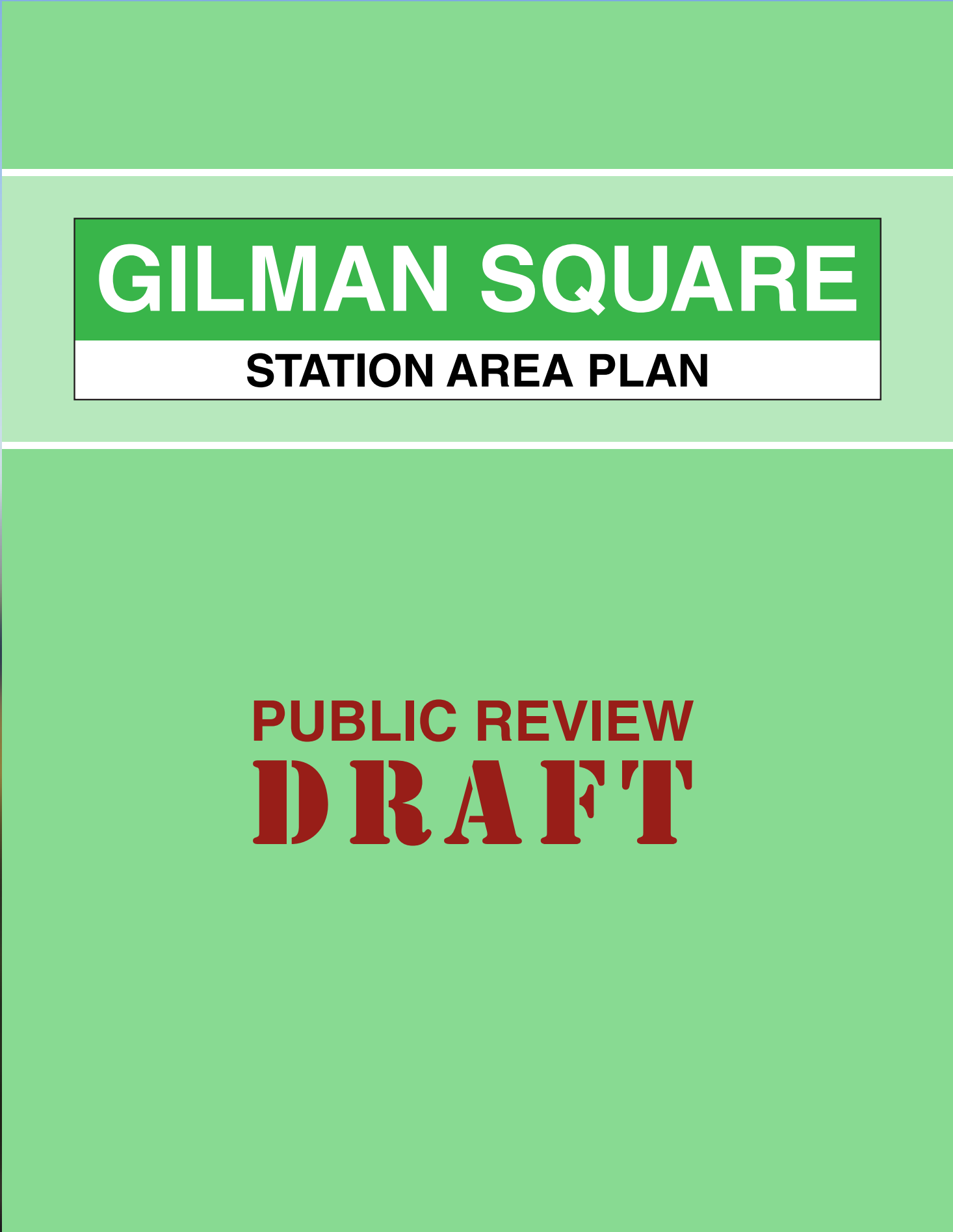
make this
plaza
permanent



SEPTEMBER

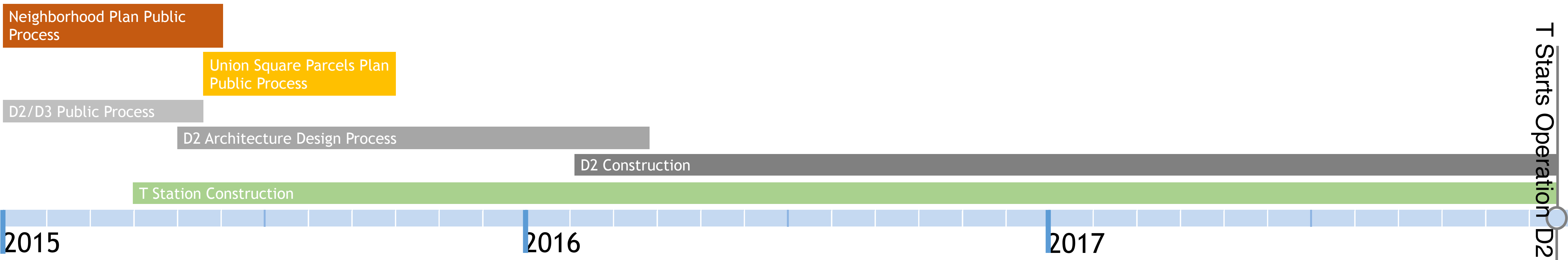
Plan Release

Draft released in July / August

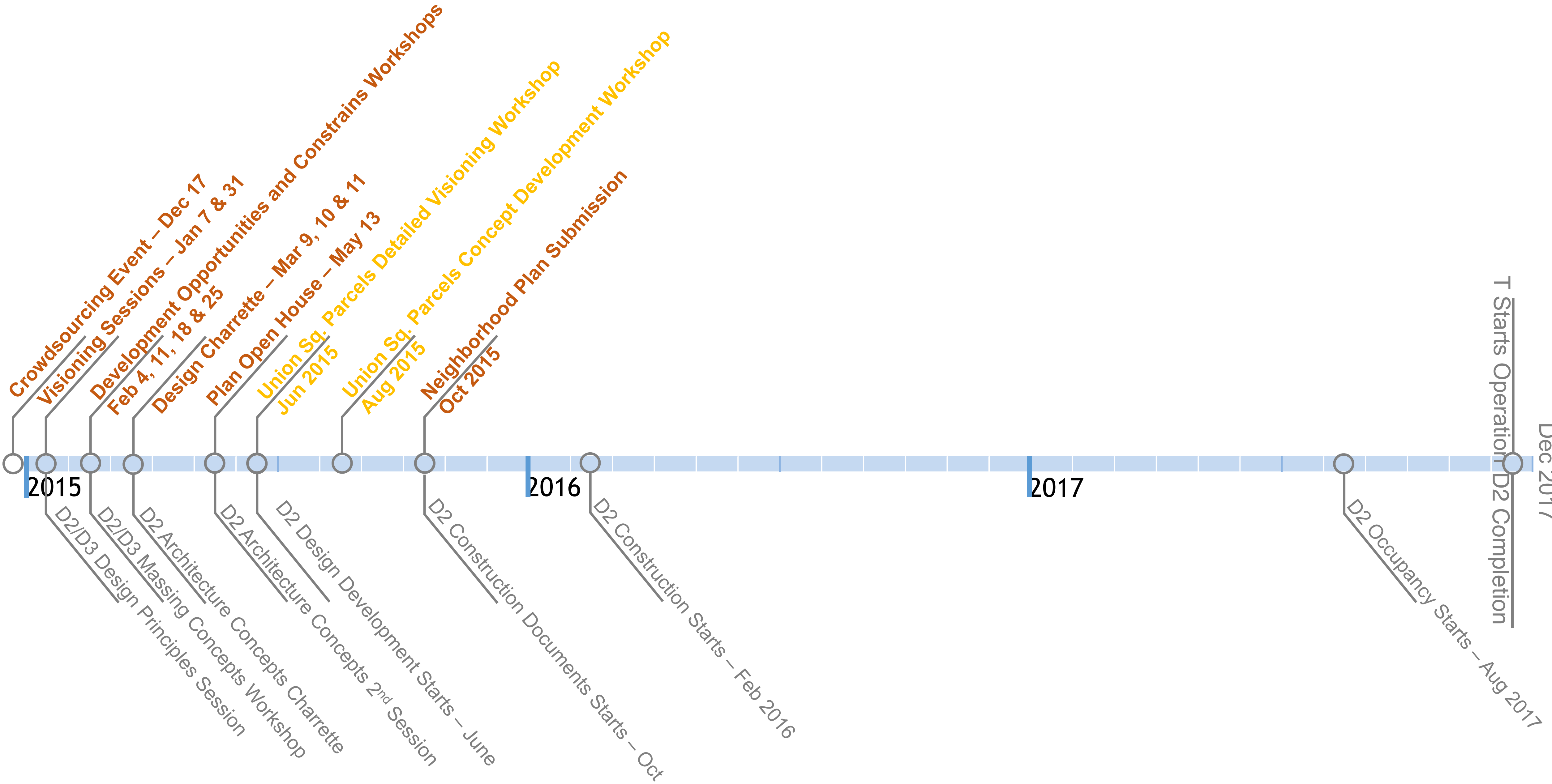


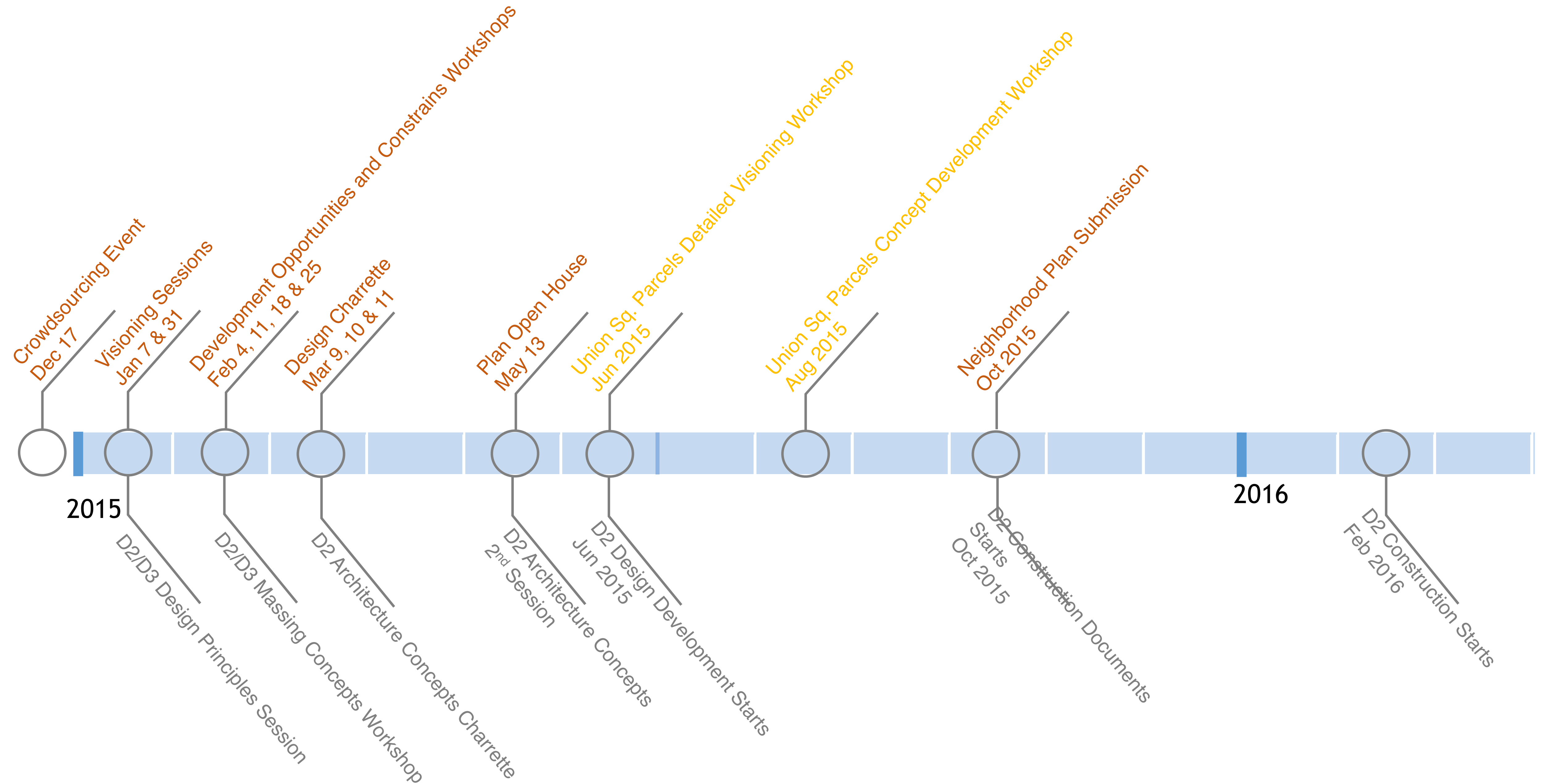


HOW DOES US2 PROCESS INTERACT WITH THE NEIGHBORHOOD PLANNING ?



Dec 2017







WHAT ARE THE EXISTING CONDITIONS?





RELIABLE MARKET

IMPORTED & DOMESTIC FOOD

BEER & WINE

RELIABLE

BRASIL INSURANCE

MASS. STATE LOTTERY STORE

MID-NITE CONVENIENT

FASHION WAY HAIR DESIGN

Gina's

Gina's



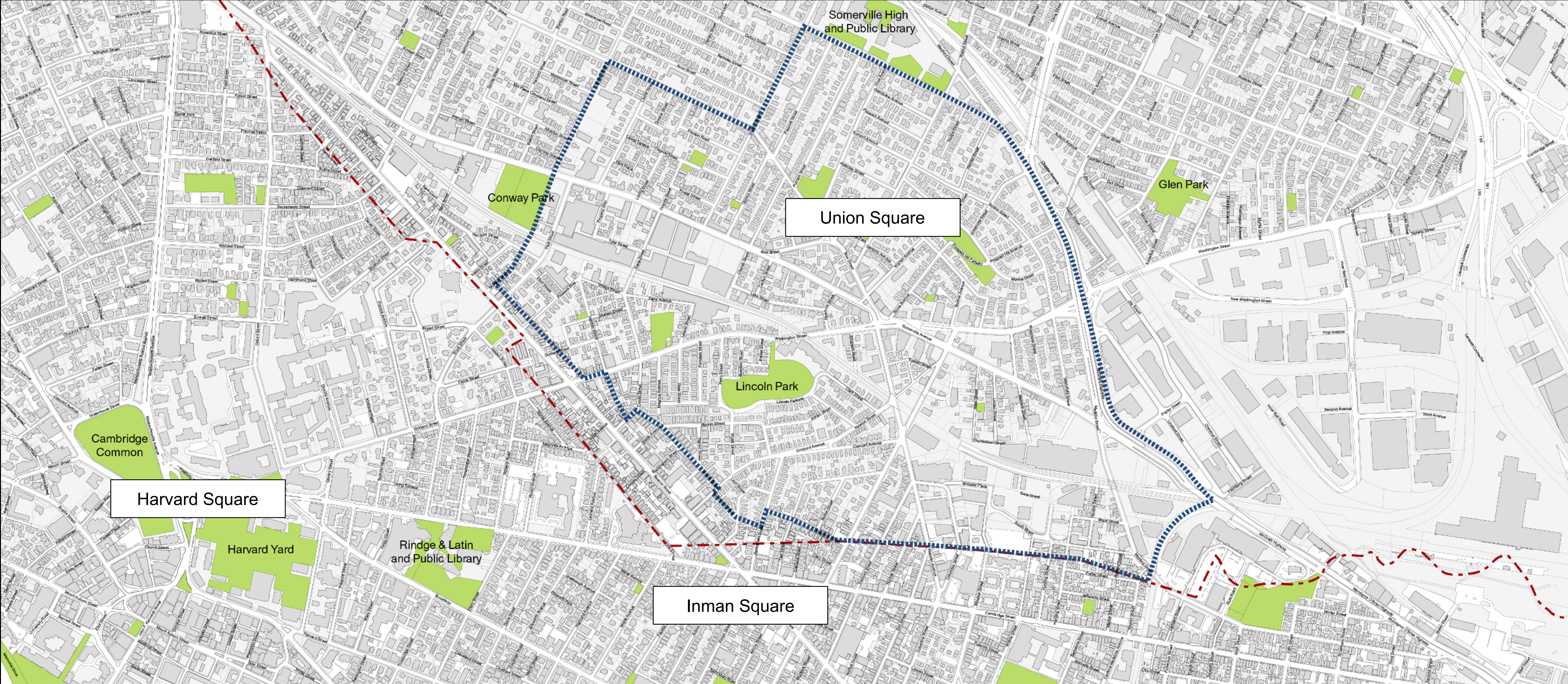




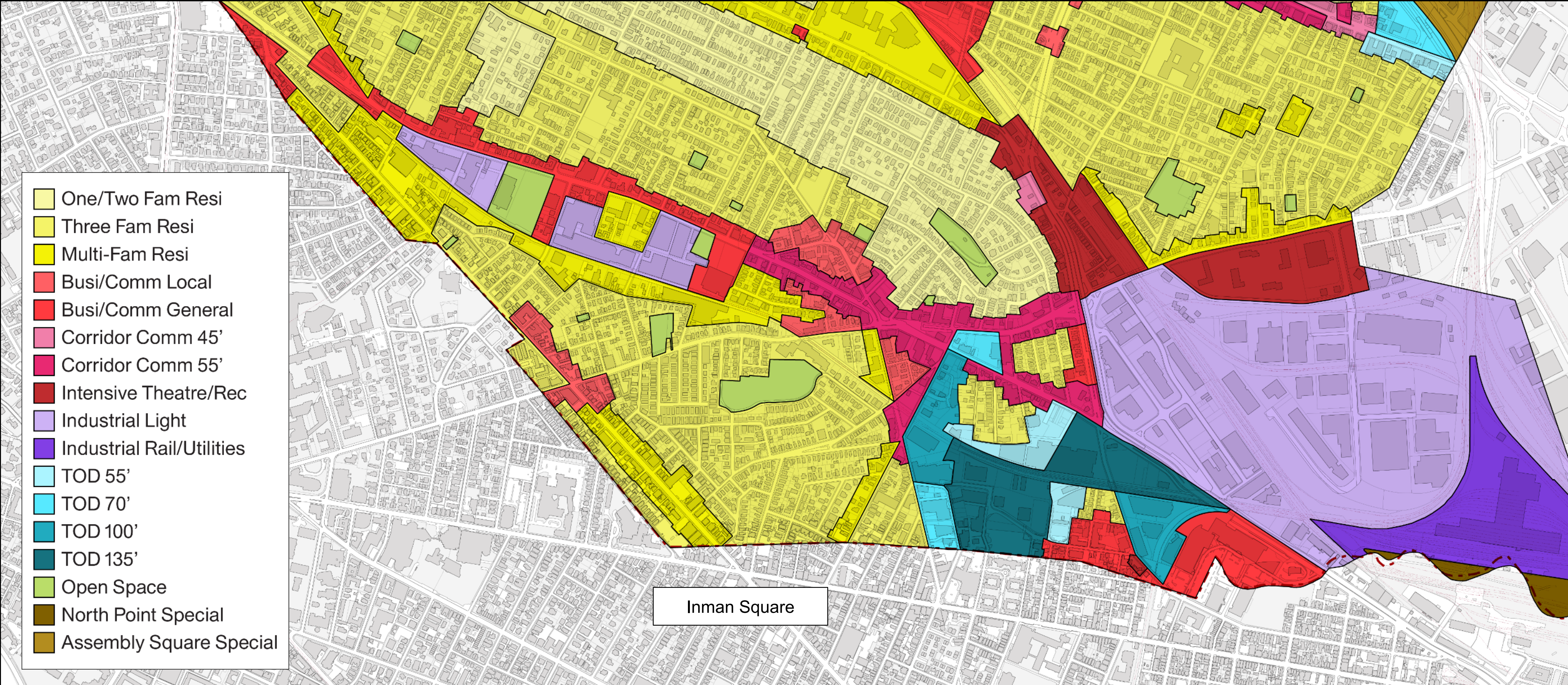




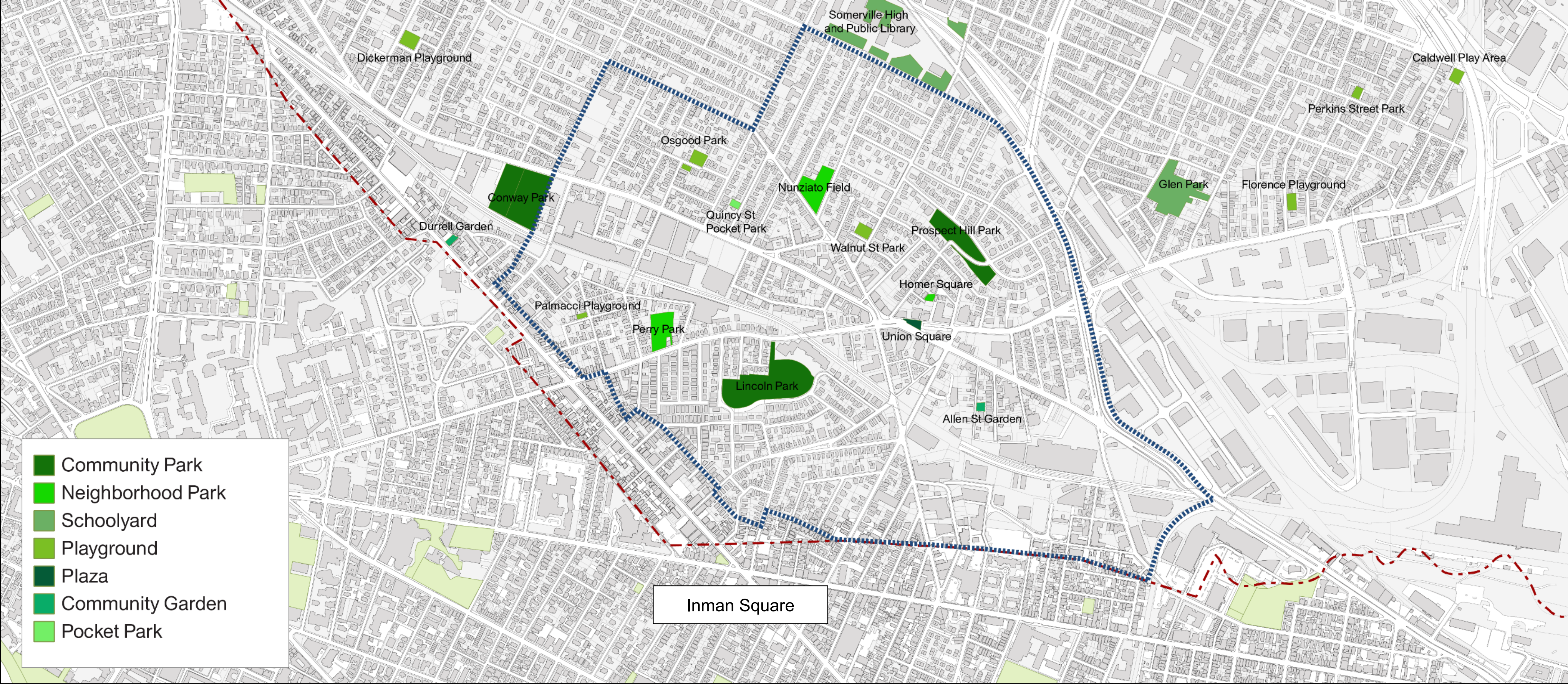
Study Area

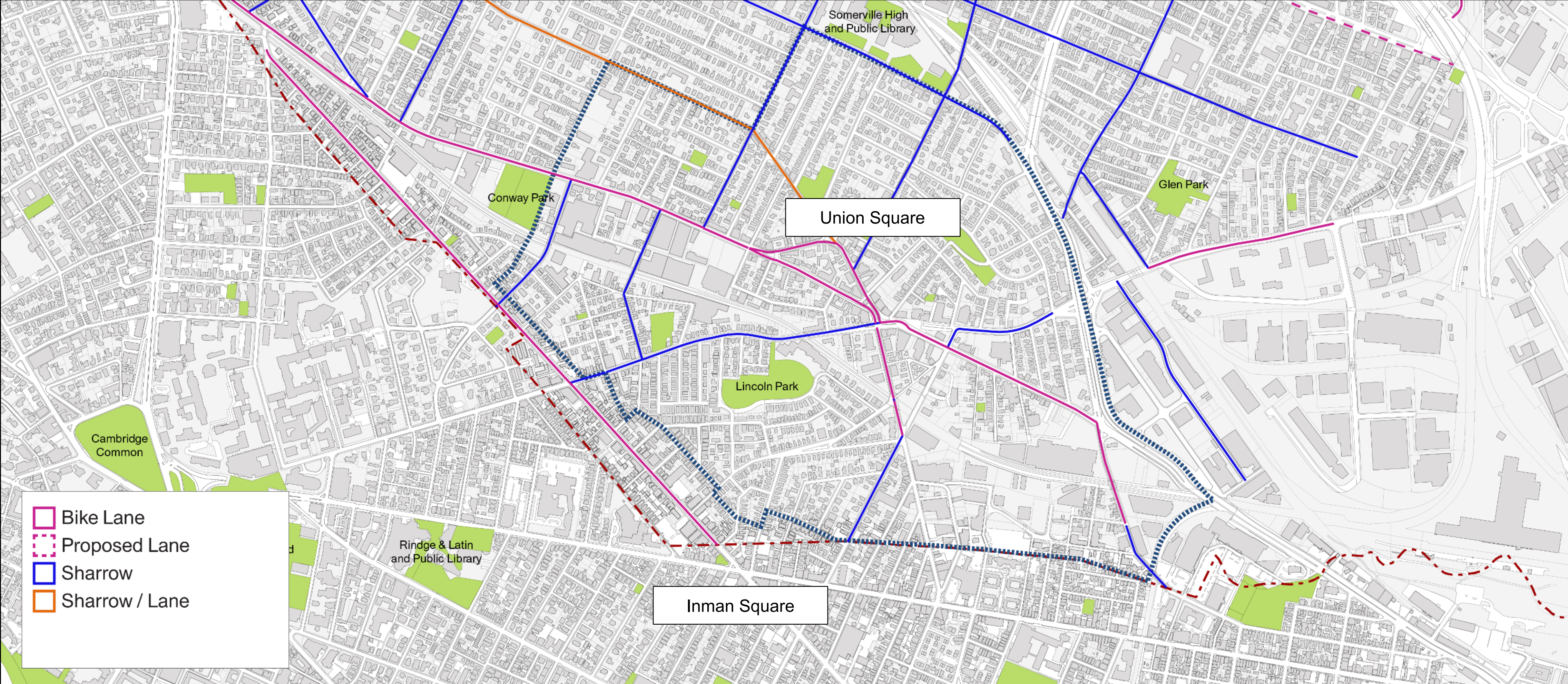














One Way Streets



Buildings (Figure Ground)





Street Network



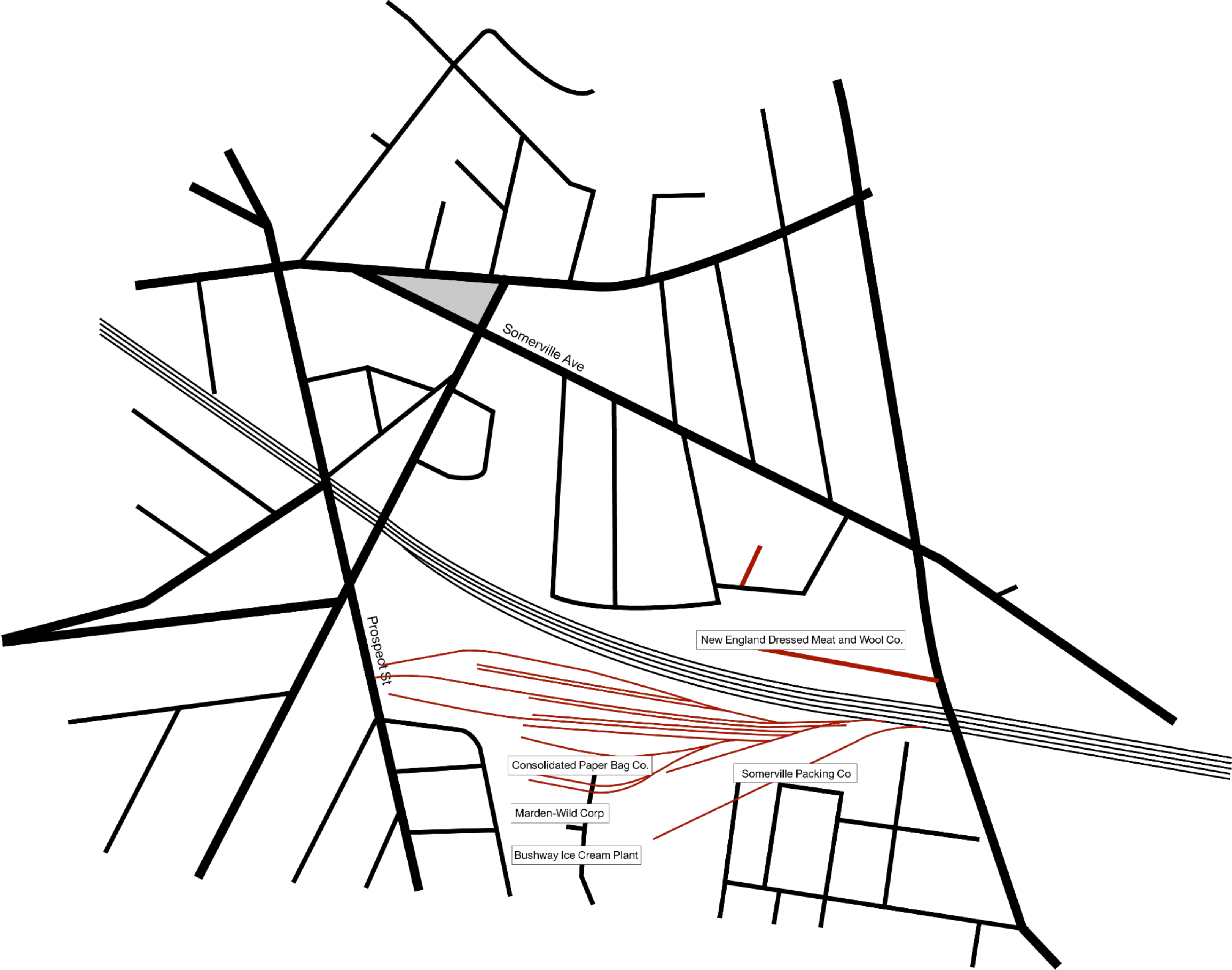




1900



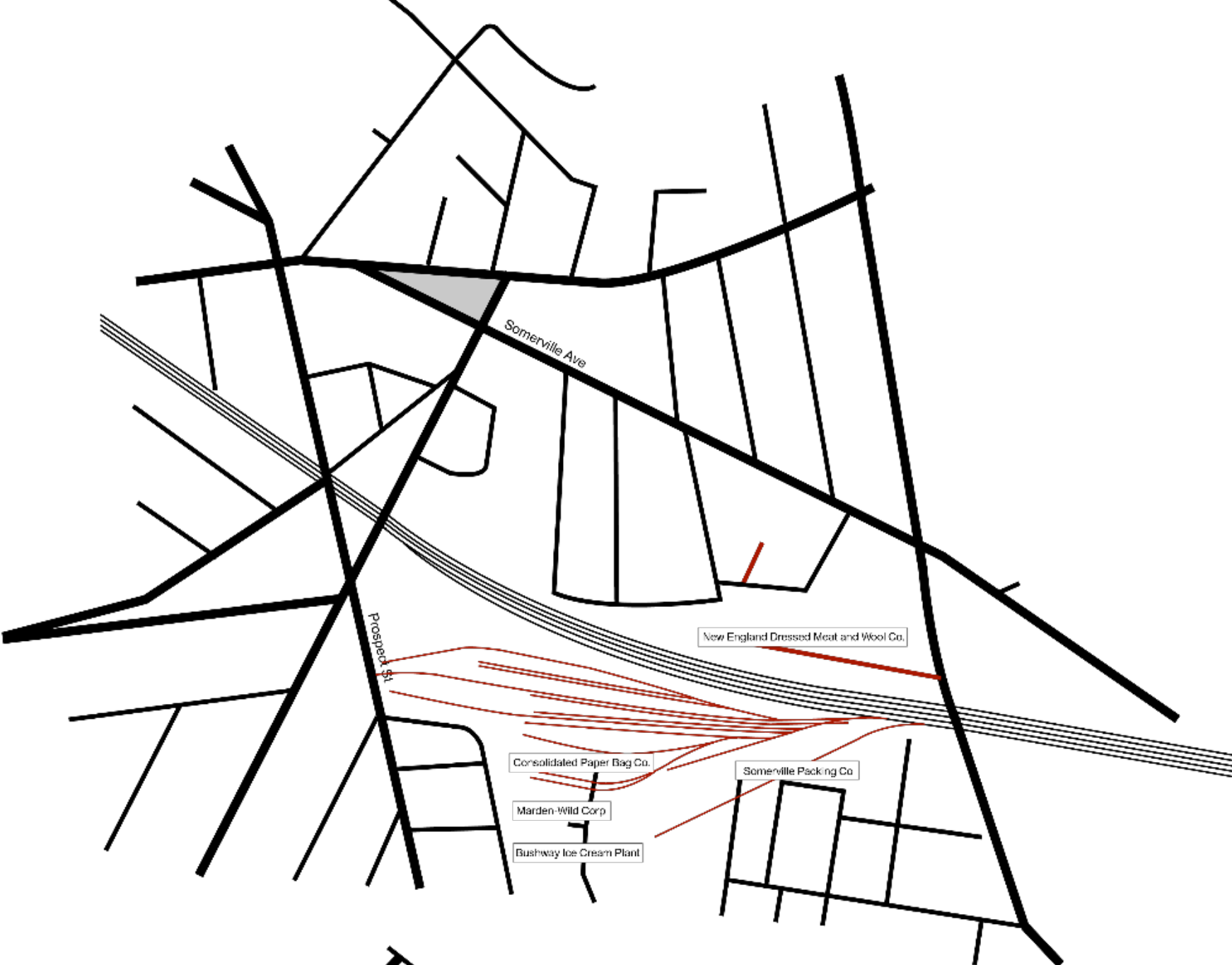
1900







2014



1934



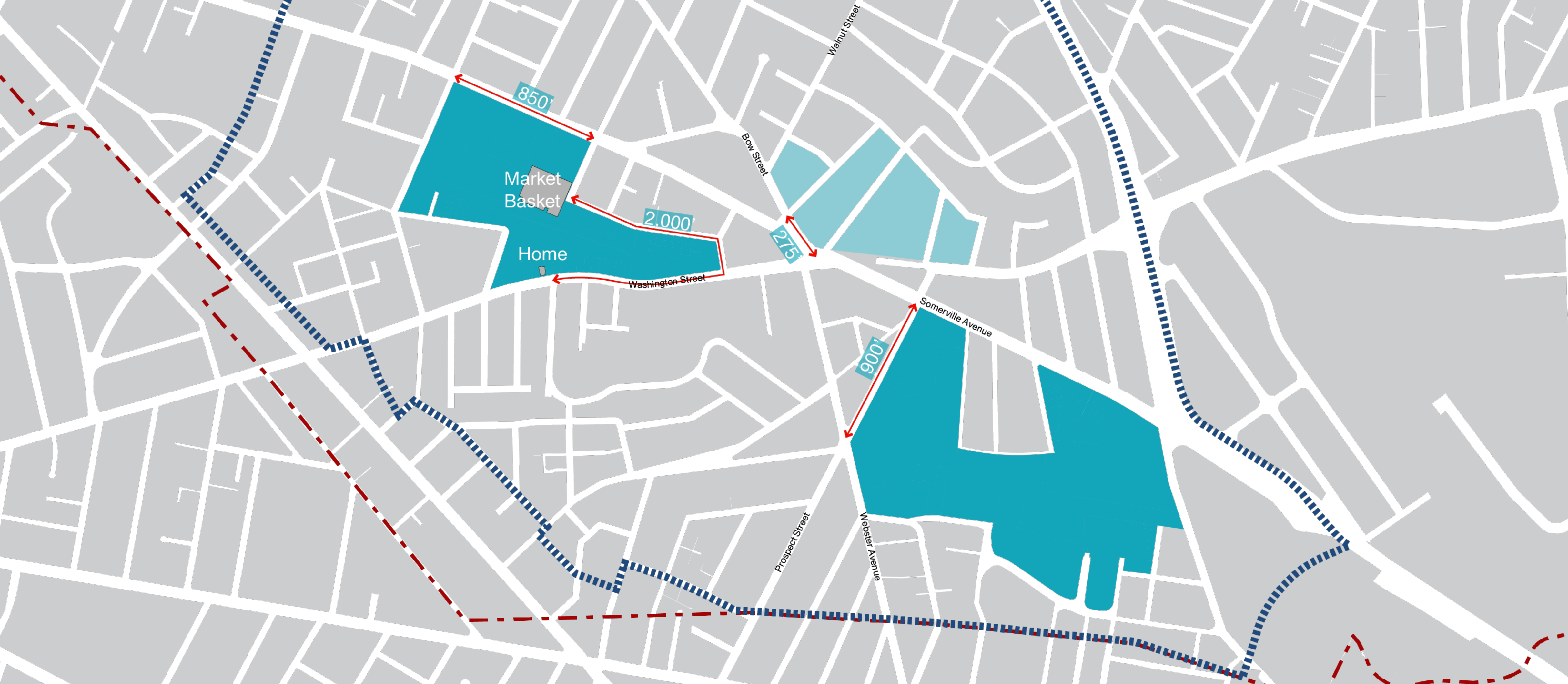
1900



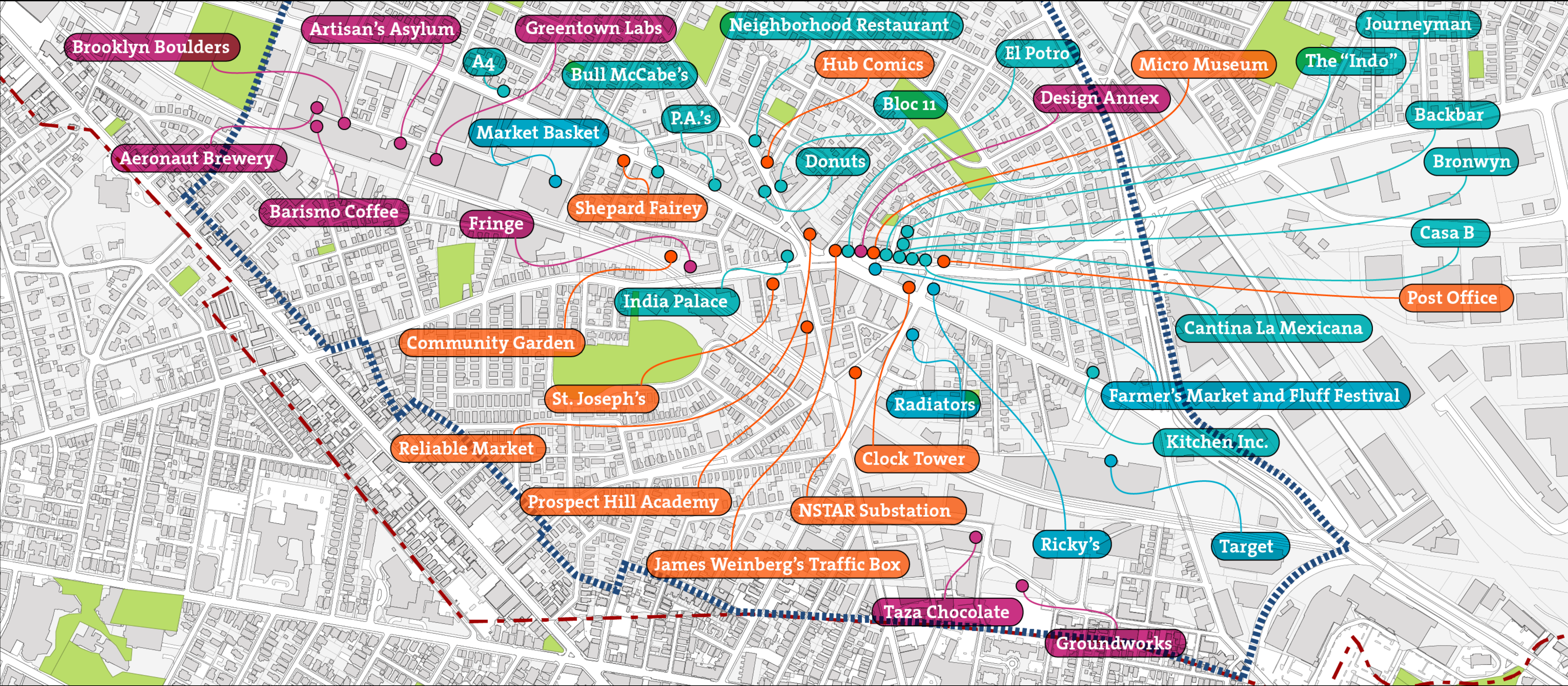
1874



Block Size Comparison



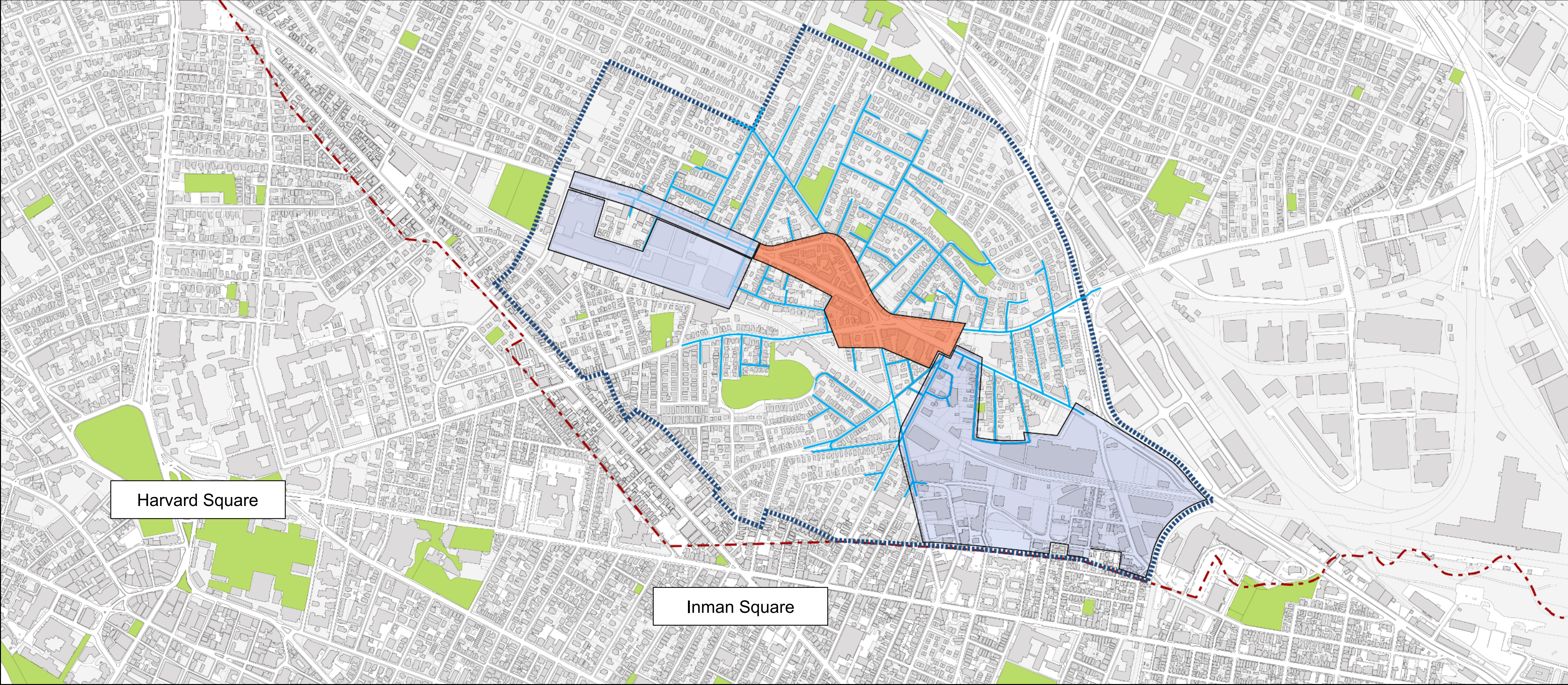
Attraction & Landmarks





5 Unique Areas of Character










ACTIVITY 1:

Crowdsourcing Worksheet



UNION SQUARE CROWDSOURCING
Social Media Worksheet


www.somervillebydesign.com


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



“What is Important to me” Survey

UNION SQUARE CROWDSOURCING

“What is Important to Me” Survey

More questions on the reverse side

Not Important

Very Important

Traveling About	Ability to safely walk to and through Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ability to safely bicycle to and through Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ability to find convenient parking when driving to Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ability to drive quickly through the square en route to Cambridge or I-93/Boston.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Ability to access convenient & reliable transit , including future Green Line & bus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping & Services	A mix of restaurants that provide eating and entertainment options.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Retail stores that meet daily needs (grocery, hardware, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Regional destinations (movie theater, department stores, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Independent and locally-owned stores that are unique to the square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Access to national brands that I am familiar with and know well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home Fix-It	Clear rules for how homeowners can expand their house.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Flexible rules for how homeowners can expand their house.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	All home additions (porches, dormers, decks, etc.) should be subject to review by neighbors .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Some small home additions should be allowed without review by neighbors .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing	More new housing for families with children .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More new housing for senior citizens .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More new housing for people with low- and moderate-incomes .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More new market-rate housing .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	New development in Union Square should be more commercial than residential .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Spaces	More public spaces for people to sit and linger .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More public spaces where children can play .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More space to display public art .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Issues related to trash, graffiti and rodents should be addressed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More flexible public spaces that allow for a variety of activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development & Finance	New commercial and residential development that preserves the character of Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Additional commercial development in Union Square that provides jobs for Somerville.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Affordable space to fabricate, assemble, bake, shape or make things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Maintain Union Square’s cultural and social identity through incentives & programs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Minimize the amount of development that occurs in Union Square.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

UNION SQUARE CROWDSOURCING

Disposition Parcels Worksheet

Somerville DESIGN

www.somervillebydesign.com

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

Union Square Master Plan for the Disposition Parcels

As part of the Somerville by Design process for Union Square and the more detailed Union Square Master Plan for the Disposition Parcels, four Development Opportunities and Constraints Workshops will take place in the month of February. These sessions will primarily focus on opportunities and challenges facing the D2 and D3 lots but the concepts and ideas discussed will also be applicable to the rest of the lots, providing key insight into the issues facing development across Union Square.

In addition to a session dedicated to D2/D3 building form concepts and a session dedicated to real estate market economics, we would like your opinion on which topics we should cover in February. Please vote for the **two** topics below that you consider most important to this process and that you would like to see explored in an upcoming workshops.

Please pick **two** topics:

☐

Housing: the foundation of the community

☐

Placemaking: Retail, public art and the challenge of creating uniqueness

☐

Traffic and Parking: to drive or not to drive...

☐

Sustainable Strategies in Urban Lots: maximizing benefit, minimizing impact

☐

Public Space: the community’s front door, stage, and playground



#PlanUnionSquare



How can YOU help your neighbors get involved in the planning?

Email Lists

Websites

Blogs

Facebook

Twitter

Instagram

Tumblr



ACTIVITY 2:

- - What do you want improved?
- - What do you think is great?



sommervillebydesign.com



THANK YOU!

JANUARY 7

Vision Meeting #1

6:30 PM

#PlanUnionSquare

www.somervillebydesign.com