

Somerville *by* DESIGN

WINTER HILL PLANNING SERIES



VISIONING
SEPT. 29
Healey School

CHARRETTE
OCT. 27-29
328 Broadway

OPEN HOUSE
JAN. 15
Healey School

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



@somerbydesign

www.somervillebydesign.com



facebook.com/somervillebydesign



Somerville *by*
DESIGN


Tonight's Agenda

1. What is Community Planning?
2. What is Neighborhood Planning?
3. What is Somerville by Design?
4. How Does it Work?
5. Make a Neighborhood Map
6. Make a Photo Album




Somerville ^{by}
DESIGN

What is Community Planning?



Somerville Vision

City of Somerville, Massachusetts
Comprehensive Plan | 2010-2030



Harvesting

CONSERVE

- What we share
- What we differ
- Neighborhood + feel
- Community identity
- Keep neighborhood scale
- Public generation
- arts
- diversity
- affordability
- lack of political engagement
- concrete outcome from this vision
- keep neighborhood
- increasing services
- not a tax burden
- character + large fair attitude
- bands off!

POSSIBILITIES

- Live + Work + Play
- Daytime population increase
- Create + incubate jobs
- sustainability + changing mindsets
- Rezone mix-used density
- Stimulate business
- Open spaces + possibility
- Advance Strategically
- Regional Systems

CONCERNS

- Housing Stock
- environment
- variability
- clean
- open
- affordability
- lack of political engagement
- concrete outcome from this vision
- keep neighborhood
- increasing services
- not a tax burden
- character + large fair attitude
- bands off!

VISION

- Reach out to leaders in community

SOMERVISION World Café Nov 17, 2009

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

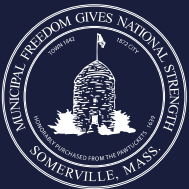
Adopted by the
Somerville Planning Board
April 19th, 2012

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



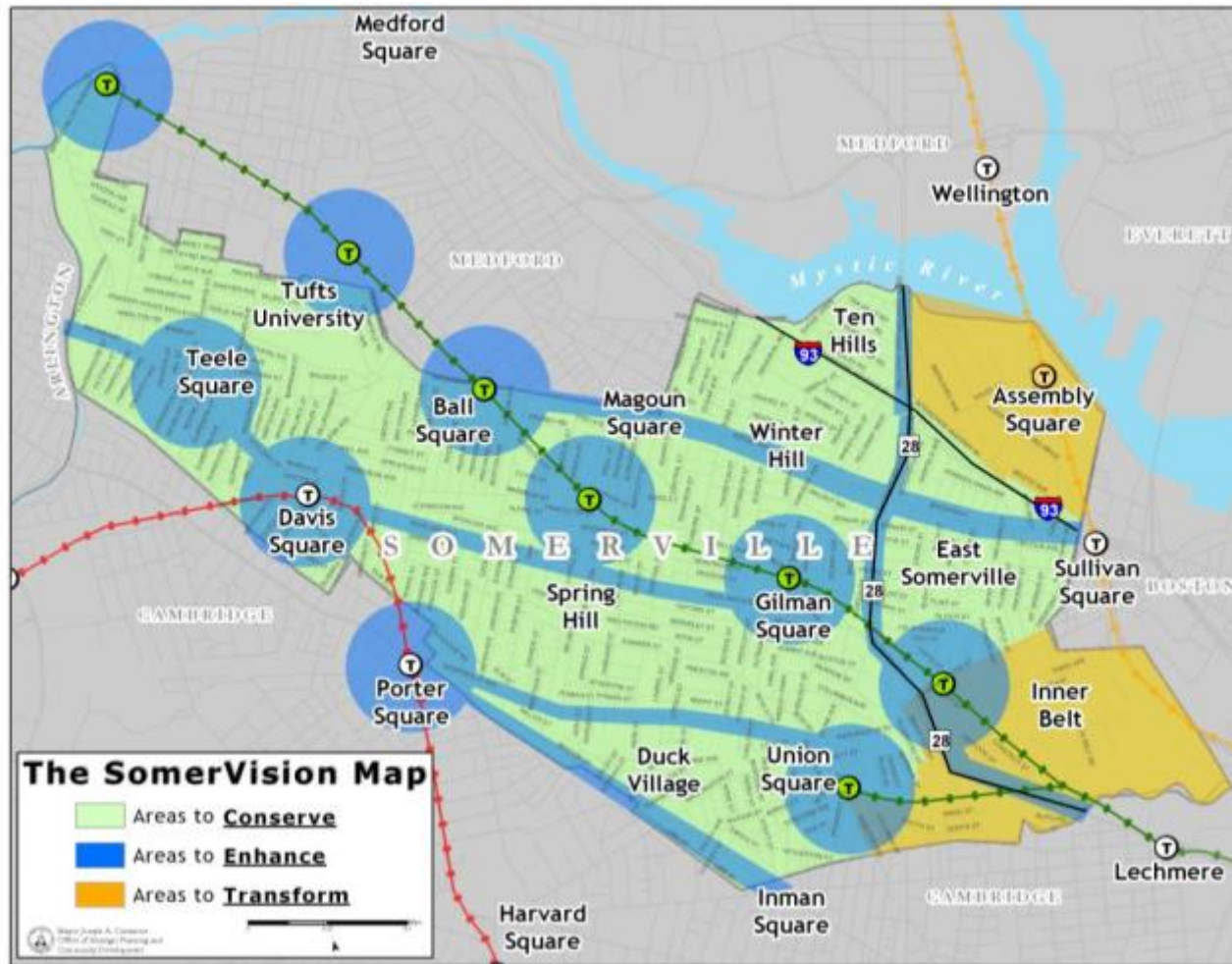
Somerville by
DESIGN

Community Planning Starts with Values



Somerville *by*
DESIGN

Community Planning Starts Citywide



Somerville *by*
DESIGN



3. Our Vision: The SomerVision Numbers

SomerVision

It's all about aspiration.

Successful communities set goals that are both ambitious and achievable. The SomerVision Steering Committee worked to translate shared values into the SomerVision Numbers: a series of aspirational targets for economic development, open space improvement, housing growth, transportation and land use. The SomerVision Numbers were carefully tested to make sure that they are consistent with the community's shared values: balance, sustainability, affordability and vitality.



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

The SomerVision Numbers cannot be separated into parts and cannot be separated from the SomerVision Map in order to advocate for a specific action by the City. They must be viewed in the context of entire Comprehensive Plan including the backup information in Appendix 1 and Appendix 2.

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



What is Neighborhood Planning?

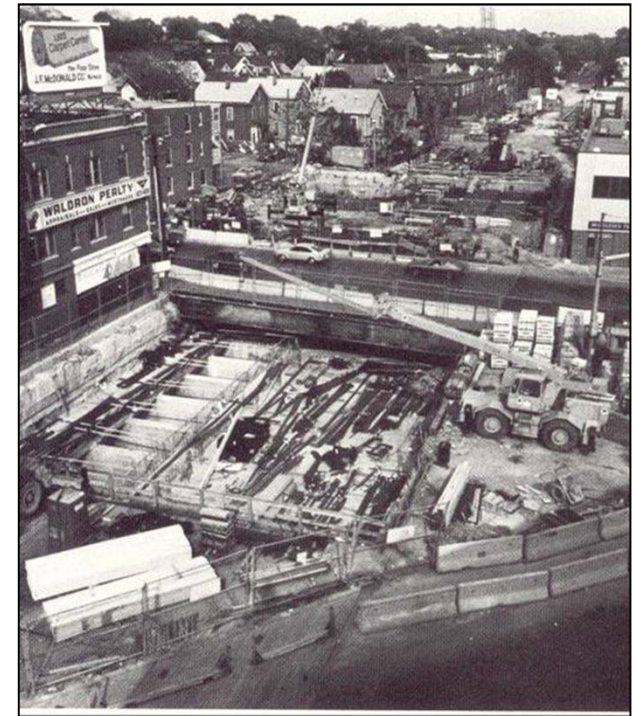
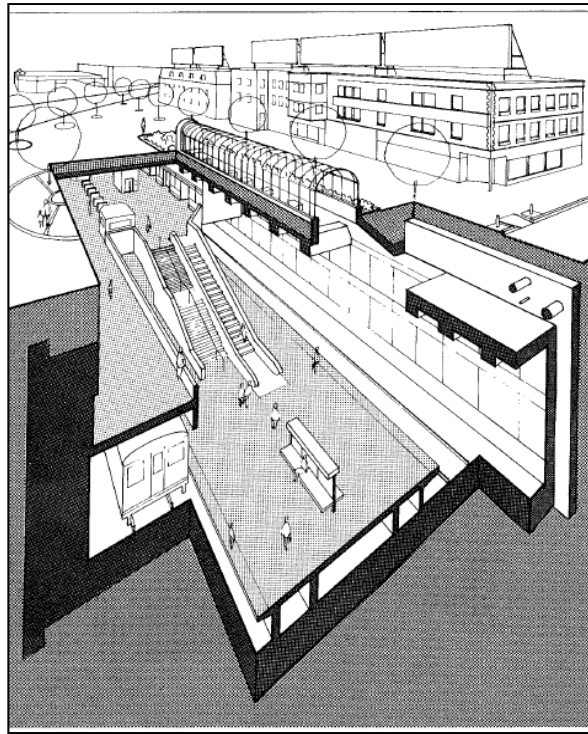
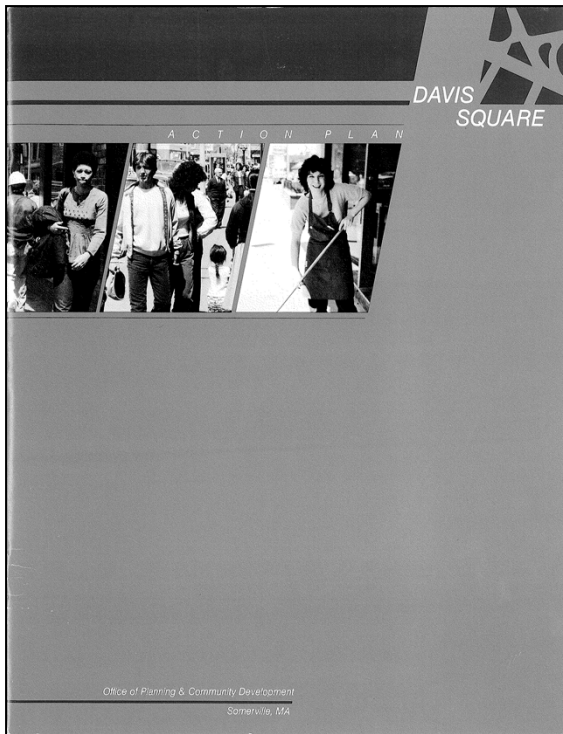
The Red Line
is Coming!

The Red Line
is Coming!



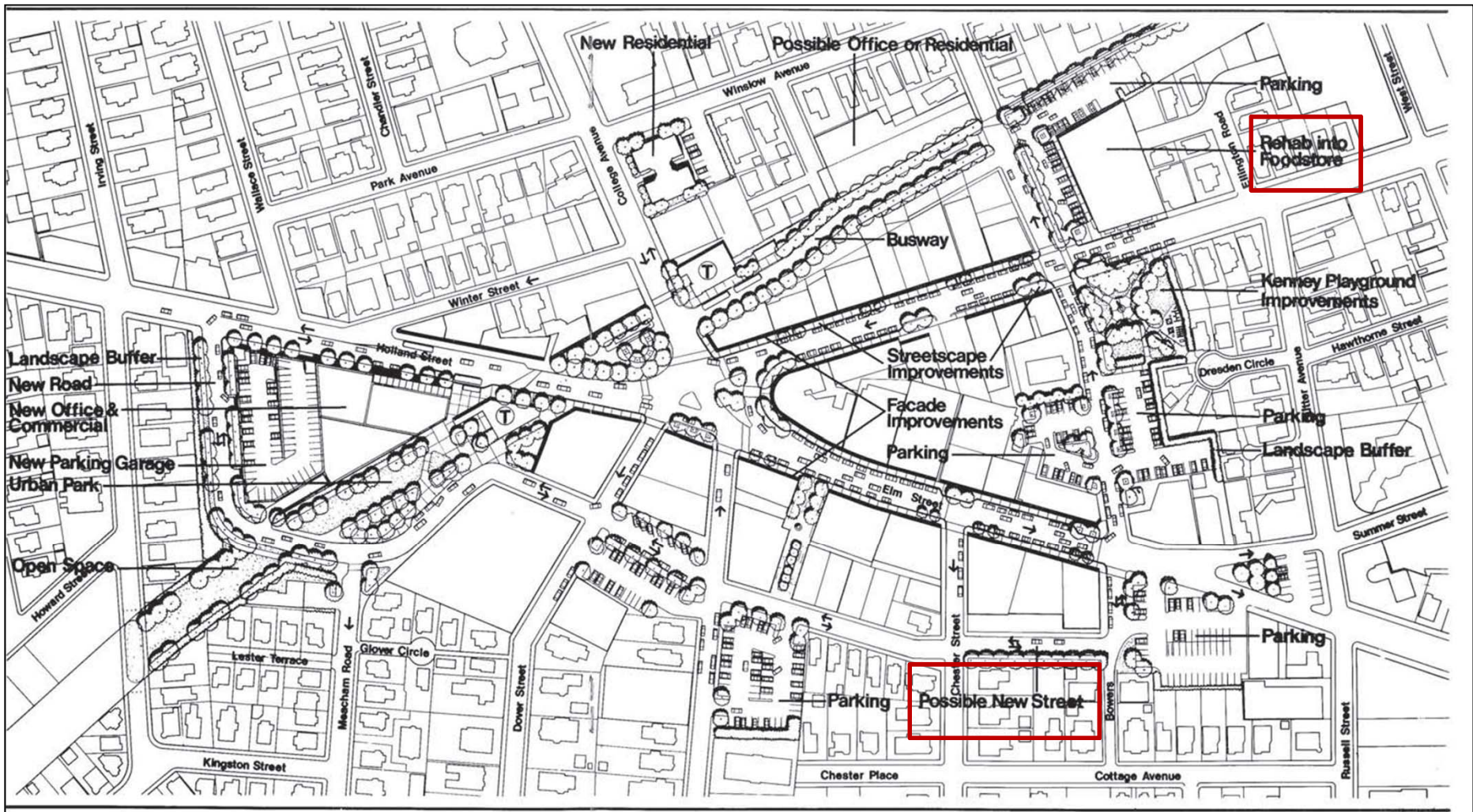
Somerville *by*
DESIGN

What is Neighborhood Planning?



Somerville *by*
DESIGN

What is Neighborhood Planning?



Somerville *by*
DESIGN

What is Neighborhood Planning?



Somerville *by*
DESIGN

What is Somerville by Design?

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 interattivo.
Informal e participativa.



Somerville *by* DESIGN

How Does it Work?

Make the Meetings Fun



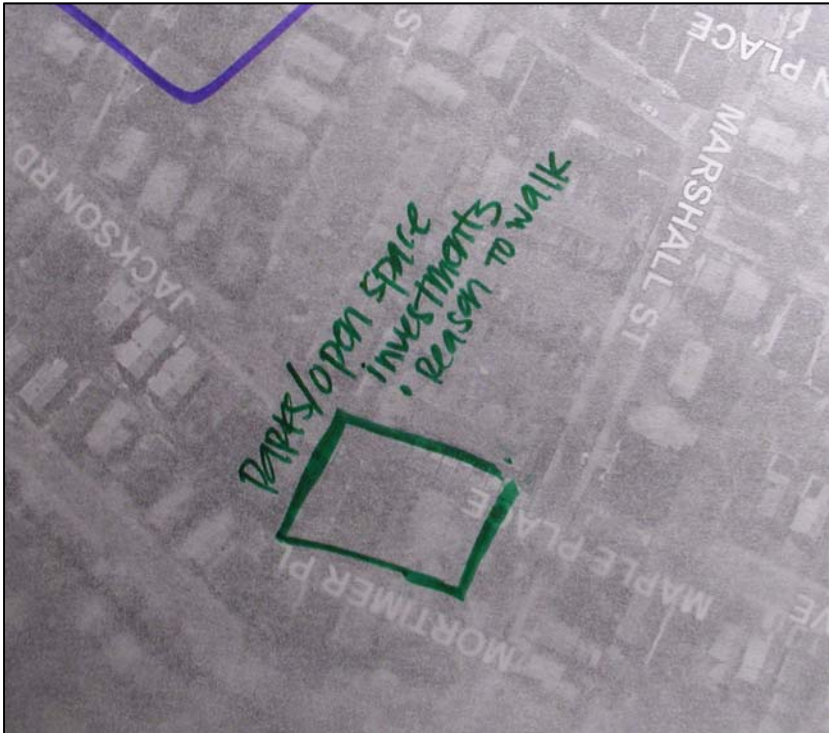
Draw People in from the Street



Somerville *by*
DESIGN

How Does it Work?

Activities are Visual



Learn from Neighbors



Somerville ^{by}
DESIGN

How Does it Work?



Somerville ^{by}
DESIGN

How Does it Work?



Somerville ^{by}
DESIGN

How Does it Work?



Somerville *by*
DESIGN

How Does it Work?

You Identify Problems

We Work on Solutions Together



BROADWAY AT SULLIVAN



BRING CHARACTER TO UNDERPASSES



Somerville *by*
DESIGN

How Does it Work?

Ideas go in the Neighborhood Plan

	2014	2015	2016	17	2018	2019	2020
INVEST IN CIVIC SPACES	Partner with the MTBA and MassDOT to design a high-quality shared space at the lower entrance to Gilman Square station.						
	Partner with the MBTA to design and construct the full Somerville Community Path from Lowell Street through Gilman Square to downtown Boston.						
	Identify Marshall St. Playground, Otis St. Playground and the Winter Hill Community School yard as candidates for improvements in the 2015 update of the Open Space Plan.						
	Investigate state and federal programs available to finance the Marshall St. Playground, Otis St. Playground, and Winter Hill Community School yard improvements.						
	Add improvements to Marshall Street Playground, Otis Street Playground and the Winter Hill Community School yard to the City's Capital Improvement Plan.						
	Expand the size of Ed Leather's Community Park.						



Somerville by
DESIGN

What Are the Results?

Edgerly School, 2013



Innovation Farm, 2014



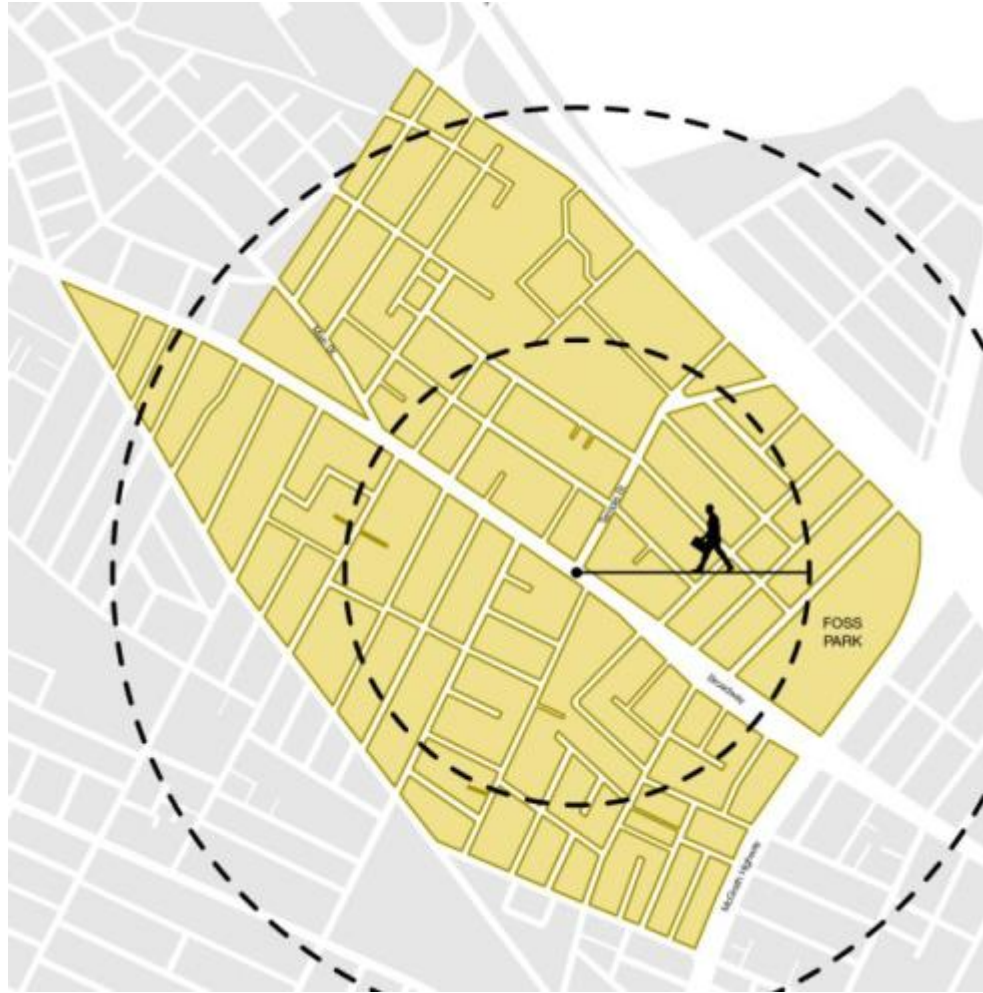
Somerville *by*
DESIGN

Neighborhood Planning in Winter Hill



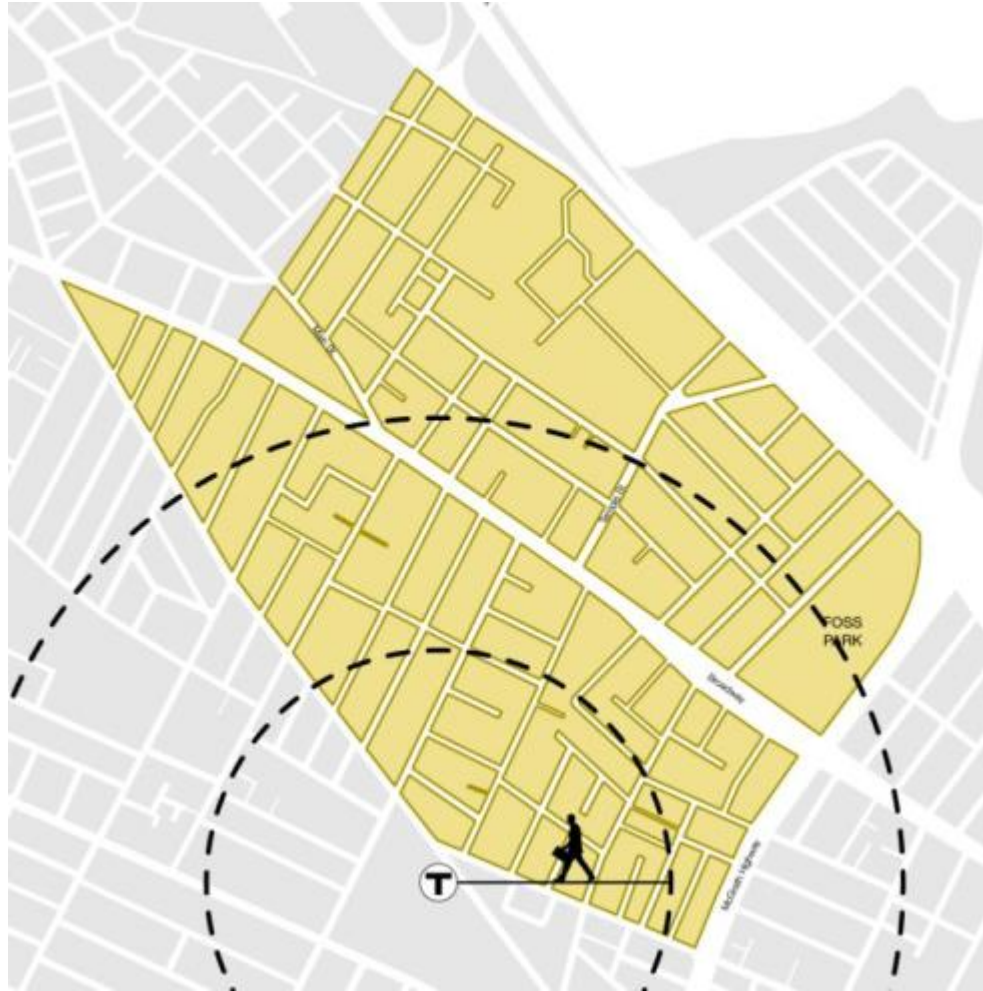
Somerville *by*
DESIGN

Neighborhood Planning in Winter Hill



Somerville *by*
DESIGN

Neighborhood Planning in Winter Hill



Somerville *by*
DESIGN

Neighborhood Planning in Winter Hill



Somerville *by*
DESIGN

SomervillebyDesign.com



Outreach || Dialogue || Decide || Implement

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



Home About Planning Projects Zoning Reform Documents News MindMixer

← Previous Next →

Somerville by Design: Winter Hill

Posted on September 16, 2014 by Brad Rawson — No Comments ↓

The graphic features the 'Somerville by DESIGN' logo at the top left. Below it, the text 'WINTER HILL PLANNING SERIES' is displayed. The background shows a street scene with a building that has a large 'BS' sign and a 'LEONE'S' sign. At the bottom, there are three event boxes: 'VISIONING SEPT. 29 Healey School', 'CHARRETTE OCT. 27-29 328 Broadway', and 'OPEN HOUSE JAN. 15 Healey School'. Social media icons for Twitter, Facebook, and LinkedIn are also present.

We are excited to announce the Winter Hill Planning Series! Please join the Mayor's Office of Strategic Planning & Community Development as we work to



Upcoming Events

September 2014						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Zoning by Design: George Proakis at TEDxSomerville



Somerville by DESIGN

MindMixer.SomervillebyDesign.com

[Home](#) [Topics](#) [Activity](#) [About](#) [Sign Up](#) [Log In](#)

Welcome to SomervillebyDesign.

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.


[Connect with Facebook](#) or [Sign Up with Email](#)

Topics


Join the discussion and add to current topics. [View All Topics](#)

Pedestrian Safety on Central Broadway

Posted Apr 16 · 0 Interactions · 28 Days Remaining



What makes you feel safe or unsafe when walking on Central Broadway?



[Share](#) [Launch the Map](#)

Traveling on Central Broadway

Posted Apr 16 · 0 Interactions · 28 Days Remaining

What mode do you most frequently use to



Somerville
by
DESIGN

Mobile / Text Comment Service: “Vojo”



Somerville by
DESIGN

What Are People Saying?

Central Broadway/Winter Hill Streetscape and Roadway Improvements Project

How do you use Broadway? Mark your usual routes on the map and leave us your thoughts on how we can improve the corridor for you below.

I mostly travel on Broadway by:

- ☒ Car
- ☒ Bus
- ☒ Bike
- ☒ Foot
- ☐ Other:

Neighborhood activities:

- ☒ I am a resident
- ☒ I work here
- ☒ I own a business
- ☒ I shop here
- ☒ Other: *I would stop here*

My main concerns are:

- ☒ Public transportation
- ☒ Pedestrian accommodations
- ☒ Bicycle accommodations
- ☒ Automobile/vehicle access
- ☒ Parking
- ☒ Roadway safety
- ☐ Civic space and plazas
- ☐ Green space
- ☐ Aesthetics
- ☐ Economic development
- ☐ Other: *Too many empty storefronts!*

Comments, Concerns, Ideas:

Realize that this is about Streetscape, but without economic development (housing?) partnership I feel like I'm being asked about zoning and visioning, again.

I am very glad that Winter Hill is finally getting some attention but without a sense of what the City is planning for the neighborhood it's hard to know if OpenSpace or parking or whatever will be an issue in the future. How do we plan without knowing what's coming? (over)

Somerville DESIGN

(Additional space provided on back)

Central Broadway/Winter Hill Streetscape and Roadway Improvements Project

Starting in Spring 2014, the Central Broadway/Winter Hill Streetscape Improvements project will take a new look at the central section of the historic Broadway corridor. The project team will evaluate existing and future transportation needs and integrate this analysis with neighborhood feedback to prepare a new streetscape design. Building on the broad goals of the SomerVision Comprehensive Plan and previous planning studies, we'll work towards a design that will improve the safety and functionality of the corridor for all modes.

Visit the project website at <http://www.somervillebydesign.com/planning/transportation/central-broadway/> to join our mailing list, view project material, and participate in the Mindmixer online forum.

We want to hear from you! Please mail this form to:

City of Somerville
City Hall
Attn: Sarah Spicer
93 Highland Ave
Somerville, MA 02145

Comments can also be emailed to Sarah Spicer, the project manager, at sspicer@somervillema.gov

Comments, Concerns, Ideas:

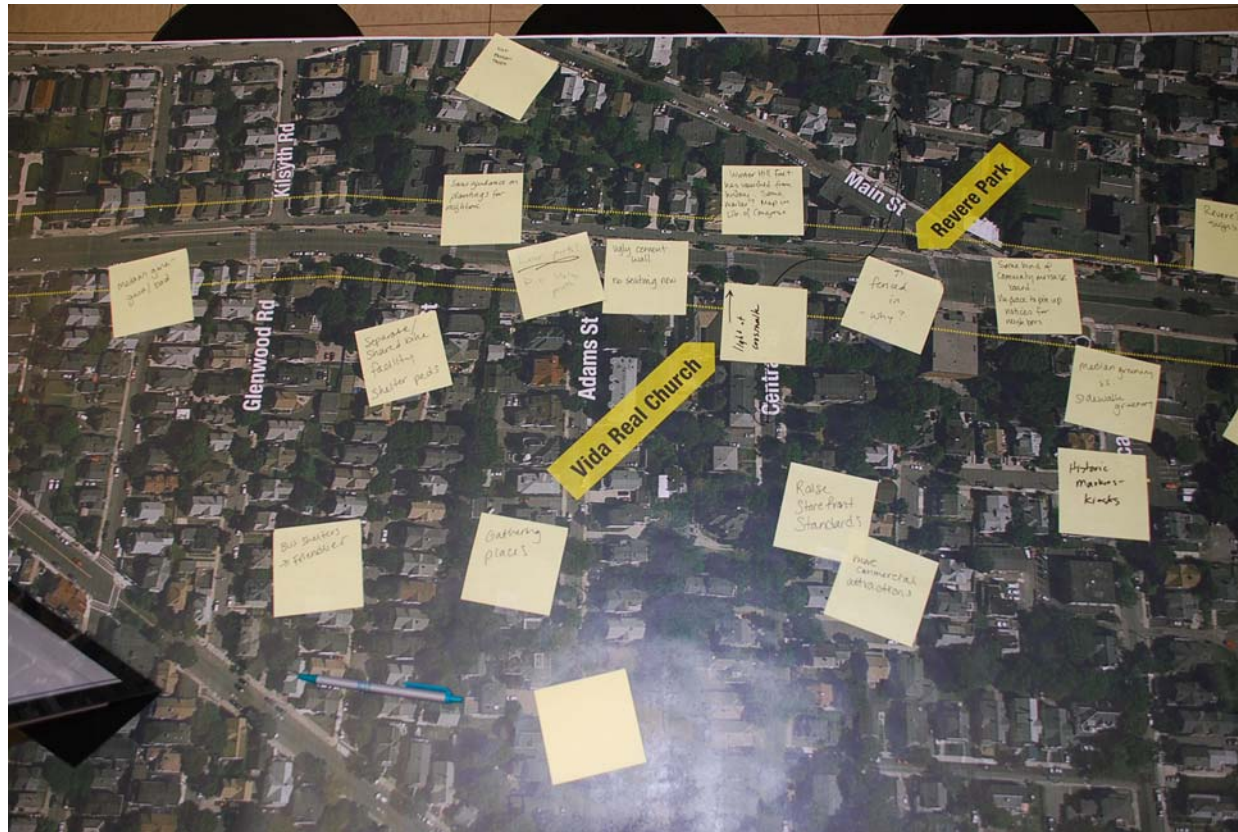
I heard from the STV engineer that traffic is really the primary concern and landscaping, other modes, etc. come after that analysis. There are many ways to take a more complete view of a street and while I recognize Broadway is an important arterial and we don't want traffic zooming down our neighborhood streets (which they already do) - the more we make all modes very friendly the more people consider living car free, as me and my husband do. I hope the consulting staff has neighborhood focused staff, and the modeling techniques they use are more holistic. I was not convinced from today's conversation.

Somerville DESIGN



Somerville
by
DESIGN

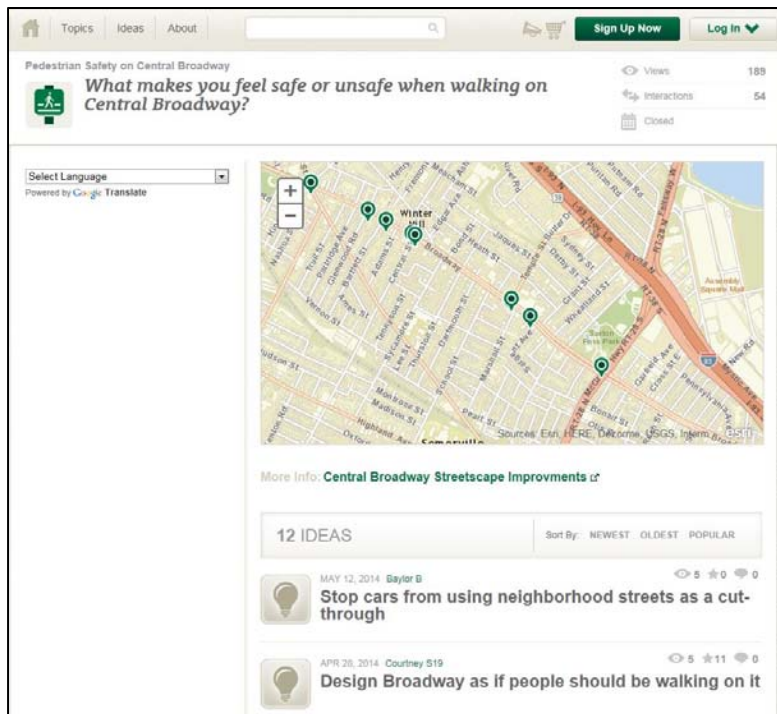
What Are People Saying?



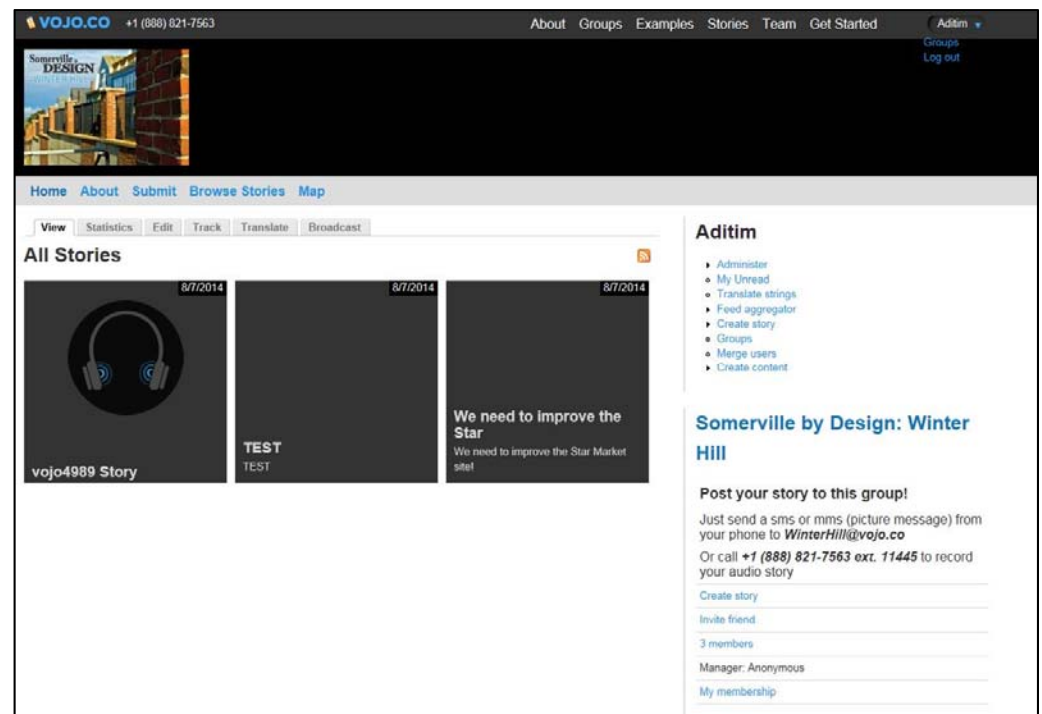
Somerville *by*
DESIGN

What Are People Saying?

Web & Mobile



Text & Voicemail



Somerville
by
DESIGN

Neighborhood Planning Schedule

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



Somerville by
DESIGN

What Happens Next?



CHARRETTE
OCT. 27-29
328 Broadway



Somerville *by*
DESIGN

Somerville *by* DESIGN

WINTER HILL PLANNING SERIES



VISIONING
SEPT. 29
Healey School

CHARRETTE
OCT. 27-29
328 Broadway

OPEN HOUSE
JAN. 15
Healey School

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



@somerbydesign

www.somervillebydesign.com



facebook.com/somervillebydesign



Somerville *by* DESIGN