WINTER HILL NEIGHBORHOOD PLAN



PUBLIC REVIEW DRAFT MAY 20, 2016

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The City would like to thank the residents of Winter Hill that participated throughout the entirety of the Somerville By Design planning process.

The City would like to thank 328 Broadway, LLC for the use of 328 Broadway as the headquarters of Somerville by Design during the planning process.

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Winter Hill Better Block Report



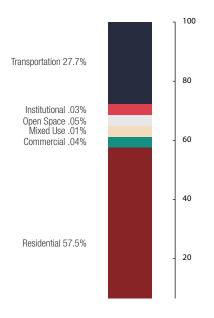




WINTER HILL: AT A GLANCE









TOTAL HOUSING UNITS

5,208



OWNER OCCUPIED UNITS

1,492 (29%)

RENTER OCCUPIED UNITS

3,265 (63%)





TOTAL POPULATION

12,640

UNDER 18

3,146 (25%)

NON-WHITE

3,880 (31%)

POPULATION DENSITY

40.2 /acre







HOUSING DENSITY (PER ACRE)
WINTER HILL

16.5 /acre

OCCUPANCY (PEOPLE / UNIT) WINTER HILL

2.66

AVE. BEDROOMS / HOUSING UNIT

WINTER HILL

2.25 /unit

VACANCY RATE

WINTER HILL

8.7%

SOMERVILLE

12.12

SOMERVILLE

2.44

SOMERVILLE

2.23

SOMERVILLE

3.7%



ON STREET PARKING PERMITS

X,XXX

MA AUTOMOBILE REGISTRATIONS (ESTIMATED)

X,XXX

VEHICLES PER HOUSEHOLD

X.X

VEHICLE MILES TRAVELED[‡] (9,000 annual miles/household estimate)

XX.XX million/year

FUEL USE (22.3 MPG ESTIMATE)

XXX thousand gal./year

CO₂ EMISSIONS (19.60 POUNDS PER GALLON)

X,XXX tons/year

FUEL COST (\$3.689/GALLON ESTIMATE)

\$x.xx million/year

TRANSPORTATION COSTS*

\$x,xxx /year

TRANSPORTATION COSTS*

X.X% of household income

‡ Calculated with the US DOT HUD Location Affordability Index for address: 91 Marshall Street. * Calculated with the US DOT HUD Transportation Cost Calculator with a median income of \$65,800/ year, 2.5 persons/household, 1.21 commuters, and 1 automobile. PUBLIC REALM

CIVIC SPACE (WINTER HILL)

10.5 acres

STREET TREES

XXX

SIDEWALK

X.X miles

CURB RAMPS

XXX

=10%

PER 1000 RESIDENTS

.83 acres

CIVIC SPACE TREES

XXX

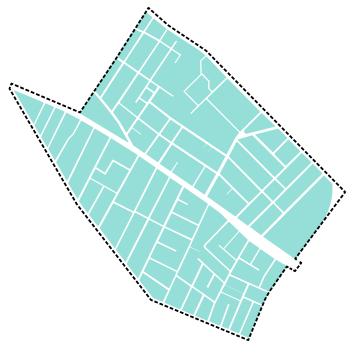
CROSSWALKS

XX

STREET LIGHTS

XXX

WINTER HILL PLAN AREA



WALKSHEDS

Walking distances are typically measured as a straight-line distance between two points. Analyzing a network of streets gives a more nuanced measurement of how close something actually is when walking - this map shows 5 and 10 minute walking distances from the corner of Temple and Broadway. The uninterrupted street grid north of Gilman Square puts the corner of Broadway and Temple Street within a ten-minute walk of the Green Line station. The large blocks that consist of the Healey School, Somerville Housing, and St. Polycarp require longer walks for residents to the commercial center of Winter Hill.



CIVIC SPACE

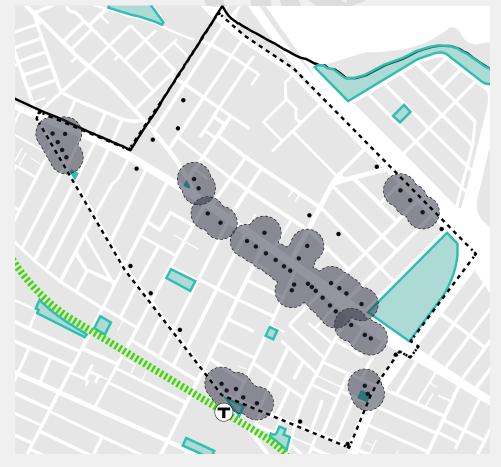
Civic space takes a variety of forms: parks, squares, playgrounds, plazas, gardens, farms, and pocket parks to name a few. They provide wonderful assets for a community and need to be properly designed, programmed, and maintained. Residents should be able to walk to a quality open space within a 5 minute walk of their residence. The existing open spaces of Winter Hill are mapped with their walkshed. Some parks in Winter Hill like Foss Park, especially the soccer field, are over utilized. Other spaces like Paul Revere Park go virtually unnoticed (and are entirely fenced off). A renovation of Otis Street Park will start in the spring of 2016.





TOPOGRAPHY

The steep hillside of Winter Hill creates impressive views to the Bunker Hill Monument, but hinders the the walkability and bikeability of the plan area, especially for the elderly and people with mobility impairments. The hill is intimidating! The days of flattening hills in the Boston area to fill in marshes is over, so Winter Hill will stay. However, the experience can be improved by providing things like more street furniture for short rests. Seperated bike facilities can help cyclists get to the top of the hill without weaving into traffic. In addition, the built environment along Broadway can provide a more positive pedestrian experience.



BUSINESSES

A "Complete Neighborhood" Analysis looks closely at the local economy of a neighborhood by taking inventory of the existing businesses that cater to the daily and weekly needs of residents (see page XXX). In general, the market is dominated by convenience food, convenience retail, and salons. There is a noticeable lack of restaurant options that provide table service and seating, stores offering fresh produce, and services like a drycleaner within a fiveminute walk. "Completing the neighborhood" would involve finding existing space or creating new space for needed businesses within the plan area.

LIVING HISTORY

"This is Barack Obama, formerly of Somerville."
— Barack Obama calling into WGBH radio to wish Governor Patrick well

Broadway, the heart of Winter Hill, was established in the 1630's as Winter Hill Road. The other major roadways of Winter Hill including Central, School, and Walnut Streets were established as 'rangeways' in 1681-1685. The area was first used as dairy farms in the 1700's and early 1800's. Winter Hill is actually one of the first named neighborhoods in Somerville. When Somerville was part of Charlestown, it was primarily referred to as Beyond the Neck. However, the name Winter Hill appears in eighteenth century maps and land records. The name stuck. A few structures remain from this time period - the Oliver Tufts House built in 1714 is located at 78 Sycamore Street and the Adams-Magoun House built in 1783 is located at 438 Broadway

Broadway was already home to some businesses when the Boston and Lowell railroad brought rail

service through Winter Hill in 1841. The following year Somerville separated from Charlestown. In 1858, a horse car line was established linking Winter Hill to Charlestown and Boston which spurred more residential development. Foss Park was built in 1874 although it was bitterly opposed by the real estate industry. Gas and water service started in the 1960's. In between 1885 and 1890 passenger rail service began. Fifty percent of housing unit in Somerville were building between 1890 and 1910. Langmaid Terrace at 359-365 Broadway was built in 1889, the same year electric trolley service began.

Somerville's commercial districts developed from 1900-1925. As described in the book Beyond the Neck, "In the 1920's, Broadway and Davis Square merchants held night-time 'Great White Way' openings with the streets illuminated by Boston Electric's brightest



outdoor lights, and motion pictures projected outdoors against the buildings of the shopping district." The Capitol Theatre was also playing motion pictures at 303 Broadway. The completion of McGrath Highway in 1925 put a permanent barrier between Winter Hill and East Somerville.

It was at this time when the automobile became the most popular form of transportation. Trolley service was suspended in 1958. The right-of-way was dedicated solely to automobile use. When there was development, it catered to the automobile. After World War II, Winter Hill experienced the same divestment as other urban

areas of the country when suburban development was the priority. In between 1965 and 1973, Interstate 93 was built and Winter Hill became a primary access point to Somerville from the artery.

It would be remiss to not mention Winter Hill's two most famous residents in this section. Whitey Bulger, gangster turned FBI informant, set up shop on Marshall Street (if you want to know more, watch the movie). Later, President Barack Obama resided at Langmaid Terrace at 359-365 Broadway while he was in law school at Harvard from 1988-1991.



LOCAL ECONOMY

"We're the Rodney Dangerfield of squares lately." — Vic Leone (Globe 2010)

In the Winter Hill Plan area, the Broadway corridor is the primary area to access goods and services. Our Economic Development consultants, Urban Advisors, spent time on Winter Hill surveying and analyzing data, but also talked with local shop owners and residents. The Broadway corridor is home to hardworking, dedicated merchants that are up against major obstacles: obsolete retail structures in poor repair, poor pedestrian amenities, and auto orientation streets with a lack of parking. The sparse retail offerings don't capture the local spending power and give Broadway the perception as a high risk area for locating new retail. Broadway, over time, has changed from a Main Street retail district to a traffic pass-through. These are some of the factors that have led to the current state of affairs.

However, there is opportunity. When analyzing income data, Winter Hill has the same income trends as the rest

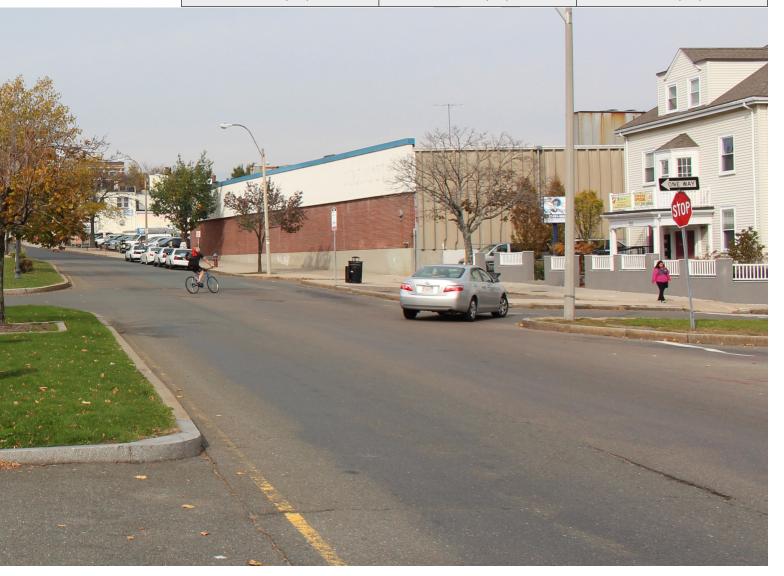
of the City. The good news is, the Broadway corridor walkshed has a greater income to acre density than the Somerville average. People aged 36-64 make 121%-136% more than the Somerville average. This data informs retailers when determining a location(s). As structures are improved, upgraded, or replaced, it will be easier to recruit neighborhood-serving uses to Winter Hill.

The chart on the right analyzes the current uses in Winter Hill. Within the plan area, most key uses are present although some are not proportional to the others. Winter Hill has a high rate of café/deli/fast food establishments but only one restaurant on Broadway. The chart is not conclusive as to the reasons why different uses locate in Winter Hill but is a snapshot of what's available to residents and what's needed. It can be the baseline for more study or used by city officials to recruit the uses needed in the neighborhood.

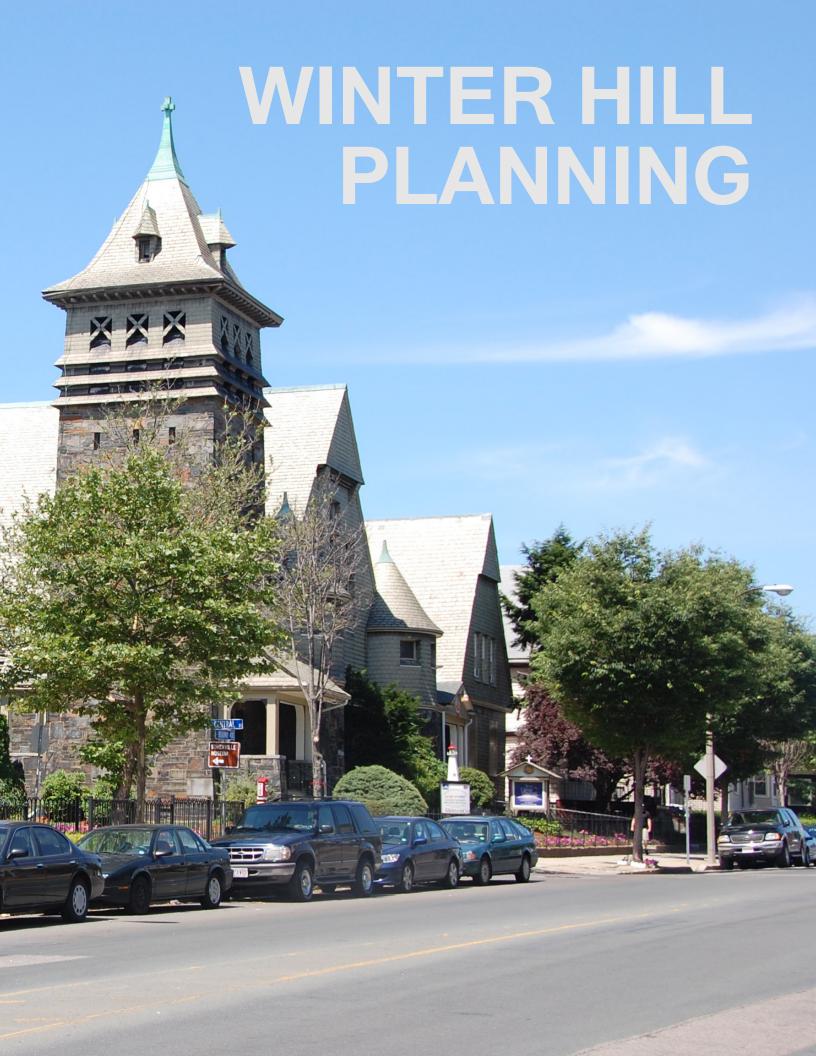


COMPLETE NEIGHBORHOOD ANALYSIS

Key Uses	in Magoun Square		along Broadway		in Neighborhood Plan Area	
	yes/no	Establishments	yes/no	Establishments	yes/no	Establishments
BANK	\bigcirc	1	\bigcirc	3		4
CAFE/DELI/FAST FOOD	\bigcirc	1		7		13
CIVIC SPACE	②	1	\bigcirc	Ī	\bigcirc	6
COMMUNITY CENTER		2	8	2	8	17
CONVENIENCE FOOD	8	0	\bigcirc	2	\bigcirc	3
DAY CARE	8	0	8	0	\bigcirc	1
HARDWARE STORE	8	0	8	0	8	O
HEALTH SERVICES	8	0		7		7
GROCERY (incl ethnic food Stores)	\bigcirc	3	\bigcirc	2	\bigcirc	6
LAUNDRY	8	0		2		10
PHARMACY		0	\bigcirc	1	\bigcirc	2
RESTAURANT	\bigcirc	3	\bigcirc	1	\bigcirc	5
Total	6 of 12 (50%)		10 of 12 (83%)		11 of 12 (92%)	







IT STARTS WITH SOMERVISION

Moving from City-Wide to Neighborhood Planning

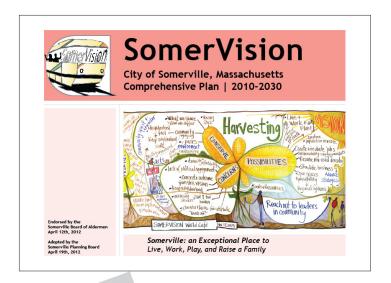
Planning for communities is like retirement planning for individuals: if you don't set goals for where you want to be, it is almost certain you won't reach your goal for the future. Like individual families, communities have unique characteristics and individual needs. In both cases, desired outcomes should be identified after careful thought is given to a range of options so that a coordinated series of actions can be carried out to achieve the determined goals.

SOMERVISION

In 2012, the City of Somerville adopted its first city-wide comprehensive master plan. Entitled SomerVision, this plan was developed to build consensus around strategies to preserve Somerville's identity as an accessible, mixed-income, multi-cultural city; while at the same time outlining an actionable policy agenda to invite and leverage public and private investment in transit-oriented development. The Mayor's Office of Strategic Planning & Community Development coordinated the four year project with a 60 member Steering Committee comprised of residents, business owners, nonprofit agencies, and elected officials. The City generated trust and buy-in among residents and community partners through development of the plan.

SomerVision is based on our shared values as a community and establishes our commitment to:

- Celebrate the diversity of our people, cultures, housing, and economy.
- Foster the character of 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 pride.
- Invest in the growth of a resilient economy 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 that is accessible, inviting, and safe for all pedestrians, bicyclists, and transit users.
- 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 innovation and affirm our responsibility



to current and future generations in all of endeavors: business, technology, education, arts, and government.

Somerville's comprehensive plan creates clear expectations regarding neighborhood character and neighborhood change through The SomerVision Map (shown at right), which establishes a plan for growth in certain areas of the city and conservation of existing neighborhoods in others. The map illustrates a shared understanding that the City and its partners in the public, private, and nonprofit sectors will work to "conserve Somerville's great residential neighborhoods, enhance our funky squares and commercial corridors, and transform opportunity areas on the eastern and southern edges of Somerville."

THE SOMERVISION NUMBERS

- 30,000 New Jobs
- 125 Acres of New Public Space
- 6,000 New Dwelling units
- 1,200 New Affordable Units
- 50% Trips by Non-Automobile

The SomerVision Map is closely tied to the SomerVision Numbers, a series of aspirational targets for job creation, housing development, and open space improvement. The SomerVision Steering Committee advocated to include these aspirational yet achievable performance measures so that progress can be tracked over time.

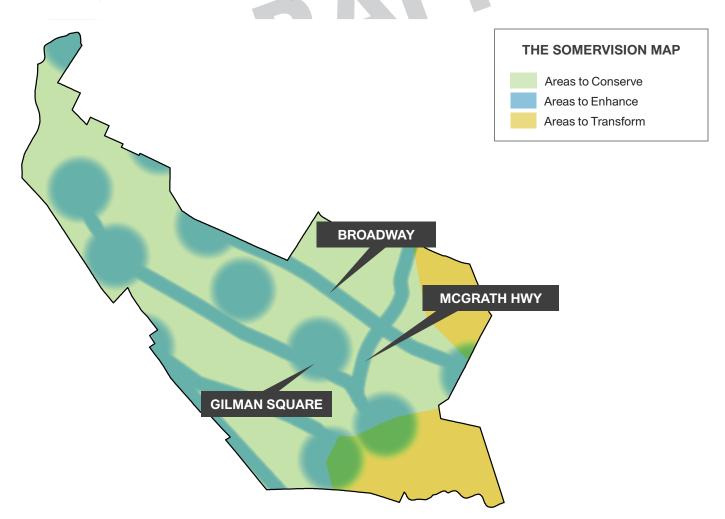
SomerVision sets out a course of action that will help make Somerville an even more exceptional place to live, work, play, and raise a family and provides us all with a guide for future growth and development in the City. To implement SomerVision, we must do further planning that translates city-wide goals, policies, and objectives down to every neighborhood, main street, and stationarea across the city.

NEIGHBORHOOD PLANNING

SomerVision calls for design-based area plans for each neighborhood, station area, and special district across the city. These plans focus at a level of detail that is not possible in a city-wide plan. They also help inform the city-wide zoning overhaul.

Somerville's neighborhood planning efforts are unique in the way they engage the community. They are built upon a collaborative process in which community participants, city staff, and consultants work together to identify and prioritize policies and development strategies. In the past, planning has too often relied on a model of "decide, announce, and defend," where consultants decide about the future of a community, present it in a meeting to the public and seek to defend their position. The Somerville by Design process flips traditional planning on its head, with a focus on "outreach, dialogue, decide, and implement." The process involves interactive meetings and quick feedback loops; ideas and plans are constantly refined to reflect community input.

To date The Mayor's Office of Strategic Planning and Community Development has published plans for the Lowell Street Station Area, Gilman Square, and Union Square - all along the future Green Line Extension corridor. Planning efforts and/or plan documentation is in process for the Inner Belt and Brickbottom, East Somerville, and Davis Square neighborhoods.



WHAT IS A NEIGHBORHOOD PLAN?

SomerVision's Ground Game

The idea to carry out planning at a smaller scale than an entire city or town began in the late 1900's. This type of focused planning is typically done at the neighborhood level, regardless of it's many names -local area planning, specific planning, etc. Although neighborhood boundaries can be hard to define, they are well recognized features of most communities and understood as subareas of a town or city with physical or social characteristics that distinguish one from another.

A neighborhood plan document is the product of the neighborhood planning process. In Somerville, neighborhood plans are adopted by the Planning Board as an amendment and implementation appendix to the SomerVision Comprehensive Plan of the City of Somerville per Chapter 41, Section 81D of Massachusetts General Law. Adoption as part of the Comprehensive Plan means that the vision, goals, and objectives of a neighborhood plan are part of official City policy. Although neighborhood plans are not enforceable like a zoning ordinance, they provide guidance for decision makers and elected officials concerning policy and program proposals that impact the neighborhood.

Coming together as a community to think through challenges and solutions is just as important as publishing a document to record those efforts. The act of neighborhood planning allows members of the community to be proactive, contributing players in shaping the forces of change, instead of merely reacting to change. A plan that expresses a common vision for the future and lays out clear objectives will allow community members and decision makers to provide a timely and well-supported response to proposed projects or programs.

The real value of neighborhood planning lies in establishing relationships, learning about your neighborhood, and understanding local government. Although a planning document is important, the new relationships established during the process, knowledge gained, and activism instigated by the project are pivotal to ensuring that the plan is implemented. An active group of stakeholders can transfer the knowledge gained from the planning process as members of the community come and go over time. This helps advance the goals of the plan. For this reason, neighborhood plans must also change and evolve, while providing strategic programs of action and support to neighborhood residents, property owners, and their supporters.

THE ROLE OF A NEIGHBORHOOD PLAN

Broadly, a neighborhood plan takes consideration of the long term future of a neighborhood to identify challenges and opportunities, establish goals and objectives, and put in place a clear path for implementation. Neighborhood plans are an important implementation tool. They rely on public engagement and extensive participation by residents, businesses, and other stakeholders to help translate the city-wide goals of SomerVision to the neighborhood level. To successfully seize new opportunities and address future challenges, the grass-roots energy and shared wisdom of the community members is necessary to successfully achieve the goals and values of SomerVision.

Somerville's neighborhood plans are action-oriented and values based, with a time frame of anywhere from 10 to 30 years. Their primary purpose is to balance city-wide planning objectives with a community driven process that identifies neighborhood priorities and issues and reconciles differences between the two — where they exist. Neighborhood plans can also educate and inform the public, incorporate values into the decision-making process, improve the quality of decision making, effectively allocate government resources, and strengthen the community's social capital and ability to face challenges together.

DEFINING OUR NEIGHBORHOODS

Neighborhood boundaries are notoriously hard to define. In fact, no one ever seems to agree on where they should be. Historically, most of Somerville's neighborhoods formed as areas of housing associated with a node of commercial activity typically referred to as a 'Square'. Some neighborhoods owe their identity to a close relationship with the hilly topography, while others have an independence brought about by hard boundaries created when state highways were built through the eastern side of Somerville. Whatever the boundaries may be, the best way to identify the neighborhoods of Somerville is to ask community members.

In 2015, the website Bostonography.com helped everyday people map the neighborhoods of Boston, Cambridge, and Somerville online by letting them draw their own boundaries and name each neighborhood themselves. The results of this 'crowdsourced' mapping effort were then aggregated to identify the many neighborhoods that community members recognize today. Using these publicly generated neighborhoods, planners from the Mayor's Office of Strategic Planning and Community

Development adjusted the boundaries to closely match census block groups used by the United States Census Bureau. The result is a close representation of the neighborhoods already recognized by the residents that can also be used to inform neighborhood planning efforts carried out across the city.



PUBLIC PROCESS IN WINTER HILL

Residents ready for change

The typical system of municipal planning has sidelined the public for generations, forcing what should be a dialogue about the future into an unproductive, top-down monologue. Critics of the status quo describe it as the "Decide-Announce-Defend" model. SomervillebyDesign is different: it directly involves residents in urban design and economic development decisions facing their neighborhood - early on and in a meaningful way. Our model can be described as "Outreach- Dialogue-Decide-Implement." This new method for urban planning acknowledges that the best results can be generated when informed residents collaborate with public officials to establish a vision for the future. Somervilleby Design helps participants create this vision from the ground up using a series of transparent and collaborative steps.

That vision is created from the ground up, using a series of predictable and transparent steps:

- •Participants identify existing strengths and weaknesses of the neighborhood
- •Participants identify examples of future conditions that match their values
- •The design team produces a wide variety of design possibilities reflecting participant input
- •Designs are edited and critiqued by participants
- •Unsatisfactory concepts are deleted based on participant feedback
- •Additional rounds of participant review and critique are conducted until consensus is reached
- •Final recommendations are described in a plan document and illustrated using high-quality imagery

By documenting the ideas in a visual format, the City and its partners can build and maintain public enthusiasm for projects and programs that are consistent with SomerVision's framework of conserving Somerville's great blocks of traditional housing, enhance our funky squares and main streets, and transform under-utilized areas on the southern and eastern edges of the city into new complete neighborhoods. One thing is certain, change is certain. Using Somerville by Design we can orchestrate change together.

COMMUNITY OUTREACH

Community outreach is part of the entire process including implementation. We used www. somervillebydesign.com, Twitter, Facebook, flyers, email lists, and press releases to reach Winter Hill residents and stakeholders.

PROJECT KICKOFF

The kickoff "crowdsourcing" event was held in

Somerville DESIGN

Monday, October 27th and Tuesday, October 28th

OPEN STUDIO - 328 BROADWAY

Stop by our Open Studio, where you can speak with Project Team members and get a close-up look at the work in-progress. In addition, topical meetings will be held as follows:

Monday, October 27th

THE WINTER HILL ECONOMY 11 AM - 12 PM

What kinds of businesses and entrepreneurs make Winter Hill great today? What kind of jobs and services are missing? What can be done to bring back the historic "Main Street" feel of the Broadway business district?

MYSTIC AVENUE: WINTER HILL'S OTHER "MAIN STREET"

Mystic Avenue is one of the neighborhood's primary routes for cut-through automobile traffic. It also cuts off access to the Mystic River parklands. Can we imagine a more pleasant street? What would it look and feel like?

LIVING WITH HIGHWAYS

Interstate 93 brings 250,000 vehicles through Somerville each weekday.

McGrath Highway divides Winter Hill from East Somerville
and Assembly Square. How can we protect public health, minimize cutthrough traffic and improve pedestrian connections?

HOUSING CHOICE: AFFORDABLE AND ACCESSIBLE?
6-7 PM

There is a housing crisis in the Boston region, and Somerville residents are feeling the pressure. Are there enough choices in the market? What can the City do to balance supply and demand? Join us for an important discussion about policies and programs that can help.

WHERE IS WINTER HILL'S SQUARE? 7:30-8:30PM

Winter Hill residents say they want to create a "square" along Broadway. Where is this possible? What would a new square look and feel like? This will be a fun, visual session, with lots of photos and drawing. Tuesday, October 28th

SMALL BUSINESS ROUNDTABLE 10-11 AM

Broadway and Mystic Avenue have more than 60 small businesses. What issues are important to Winter Hill's business owners? How can the City and its partner organizations support local business activity?

FOCUS ON FOOD

Winter Hill lost its grocery store in 2007. Today, there is a supermarket across McGrath Highway, a few convenience stores on Broadway, and the Mystic Mobile Market. How can we improve access to healthy and affordable fo

THE FUTURE OF FOSS PARI 4:30-5:30 PM

Foss Park is the largest public open space in Somerville. Is it meeting our community's needs? If you could change one thing, what would it be? Come sit down with City Parks managers and designers to draw up your ideas for improving Foss Park.

GREENING THE NEIGHBORHOOD 6-7 PM

People tell us that they want more parks, more trees and less concrete in Winter Hill. How can we create new green spaces? How can street trees, private landscaping, and public parks beautify the neighborhood and improve quality-of-life for residents?

WHAT CAN HAPPEN RIGHT NOW?

Some projects take many years, but how can we make an impact in 2015? Help the Project Team identify temporary, grassroots demonstratio projects that can make a difference in Winter Hill.

Wednesday, October 29th

PIN-UP PRESENTATION 6:00 - 8:00 PM

Join us at the Healey School, 5 Meacham Street, as the Project Team shares what we've heard, and asks you to judge the ideas that we've worked on together this week.

www.somervillebydesign.com

September 2014. Many residents of Winter Hill attended the launch, a crowdsourcing event intended to help promote the public process and enlist the community in marketing the project.

VISIONING MEETINGS

The visioning meetings attracted roughly fifty residents, community members, and stakeholders. Attendees included many longtime neighborhood activists, as well as lots of folks who are new to community planning.

Interactive group exercises got people talking. First, small groups prepared their own neighborhood maps, using trace paper and magic markers to document where things are working well, and where improvements can be made. The second activity was to build a photo album. Each small group was given the same stack of 37 photographs. The photos showed different types of street scenes and buildings, some from Somerville, and some from other communities. Participants were asked to

mark up these photos, highlighting elements of the scene that they liked or didn't like. The main question was: is this scene consistent with your vision for the future of the neighborhood?

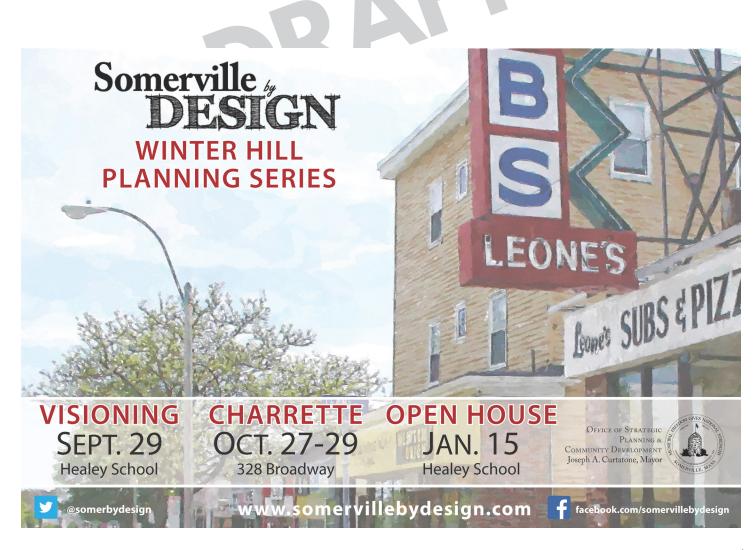
DESIGN CHARRETTE

Residents and business owners from Winter Hill filtered through the 3-day charrette that took place in October 2014. While the design team drew plans, the community participated in meetings on different topics, including the Winter Hill economy, food systems, turning infrastructure into assets, and housing. City staff, consultants and stakeholder groups met to discuss their visions and their concerns. Those groups included entrepreneurs and artists, property owners, and small business owners. A pin-up was held on the final evening of the charrette. This work-in-progress report-out

featured ideas for development along the Broadway corridor and amenities for sustainable transit options along Broadway and Mystic Avenue. The community provided the design team with critical feedback that has helped to shape the conversation and the outcomes of the plan. There was a lot of excitement. People don't want to wait!

PLAN OPEN HOUSES

In January 2015, the public was invited back to a Plan Open House to see the latest plans in progress for Winter Hill and neighborhood-wide public space enhancements. The meeting was recapped in June 2015 after the Resistat spring meetings reached newly engaged residents. Since then, the team has been working on documenting this plan.













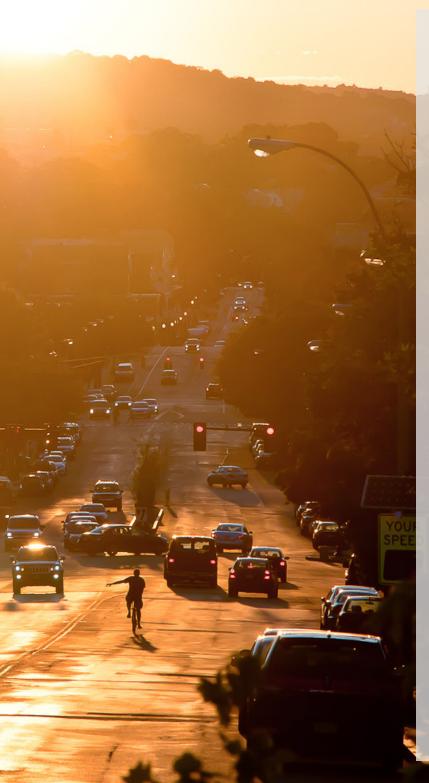








WINTER HILL RIGHT NOW



The Winter Hill neighborhood has a vibrant history rich with social capital. In recent years, the neighborhood has retained its strong sense of identity and celebrates its roots while also welcoming newcomers. Bumper stickers saying, "This car [or bike] climbed Winter Hill" are for sale as bragging rights at Somerville gift shops.

As the rest of Somerville has seen more private investment and activity, Winter Hill has changed very little in the last few decades. The Oldsmobile dealership at 337-341 Broadway was converted into a Walgreens and one story commercial restaurant facility in 1991/1992. The Brunello's restaurant closed in 2012 and sat vacant for several years before being rented by CareWell which opened in 2015. The Star Market on Winter Hill closed in 2007. After sitting vacant for several years, Ocean State Job Lots (a local chain of discount stores) expressed interest in the site and applied for zoning relief permits. The Planning Board, after weighing input from the property owner, the applicant, and the community denied zoning relief. Zoning changes in 2010 were designed to encourage redevelopment of the site, but over the past five years, the owners have instead continued to appeal the discount store decision, despite losing appeals in multiple courts. Meanwhile, in 2015, Walgreens announced that it will acquire Rite-Aid which makes the future of having both stores on Winter Hill uncertain.

Despite these struggles, Winter Hill is moving forward. There is still a group of strong retailers who have stayed the course including Leone's, the Winter Hill Bakery, and Mamma Lisa's. The Cambridge Health Alliance opened in 2004 and provides service to many area residents. A new mixed-use development is in construction at 315 Broadway. It will have 7,000 square feet of first floor retail with 45 residential units above. A Winter Hill resident is opened a micro-brewery at 328 Broadway. In addition, the residential market remains strong.

SMALL BUSINESS STRENGTH

Broadway has always been the main street of Winter Hill. It started with offices for brickyards on Mystic Avenue and Ten Hills with a few local services including blacksmith's shops and taverns. The main street was in its heyday prior to the discontinuation of the electric streetcar service in 1958. Most recently, the neighborhood has suffered from vacant storefronts including anchor institutions like the Star Market at 299 Broadway. As part of SomerVision, the city's comprehensive master plan, residents specifically prioritized supporting small and local independent businesses that help shape the identity of Somerville's commercial corridors and squares. The City offers programs to help Somerville's small business community including the handful of dedicated shop owners providing consistent services to Winter Hill.

Somerville's Technical Assistance Program offers nocost, one-on-one retail consulting and support on implementing recommendations designed to increase sales, boost confidence, and leverage private investment. Support focuses on customer experience, social media marketing, website development, merchandising, and more. The program recently served 8 businesses in the greater Winter Hill area including: xxx, xxx, xxx.

The Commercial Property Improvement Program also provides incentives for businesses and property owners to improve the quality of their storefront and improve the aesthetic appeal of the neighborhood.

Through a two-tiered structure, participants are eligible for a 100% reimbursement for up to \$7500 in aesthetic improvements in addition to a 50% reimbursement for up to \$35,000 in structural improvements. The city has served approximately 50 businesses within the program since 2008, including 5 within the last year in East Somerville and Winter Hill. In addition, there are several projects in process in the Winter Hill plan area area.

To help market commercial properties, the city created SiteFinder, a database of vacant commercial properties the help link entrepreneurs looking to open new businesses or existing business owners looking to relocate. The city also maintains relationships with local lenders, Somerville Chamber of Commerce, the Main Streets program, Somerville Local First, and other institutions that provide local financing and networking opportunities.

The private market also plays a part to the growth and development of local businesses in Winter Hill. The Winter Hill Brewery at 328 Broadway opened in March 2016. A Carewell Urgent Care Center opened at 337-341 Broadway as well, they have committed their intent to providing local jobs. New commercial space will be available at 315 Broadway when construction is complete. It will be the first new commercial space available in the neighborhood in the last 20 years.

WINTER HILL BREWERY

Winter Hill resident, Jeff
Rowe, decided to open
Winter Hill Brewery at 328
Broadway after mulling the
idea over for a few years.
Their goal is to provide good
beer, food, and even coffee
in a cozy 2,650 square feet.
Rowe says that the support
from the neighborhood
has been amazing. The
build out will also have the
neighborhood's first al fresco
dining option.





LEONE'S

Leone's has been a Winter Hill staple for more than a generation. Popular with residents and after school crowds, the modest storefront with an epic sign, is a great place to grab a slice or sub at 292 Broadway. The shop is a family run business and is open for lunch and dinner.



MOE WEN FENCING CLUB

Moe Wen Fencing Club at 290R Broadway is a 5,500 square foot state-of-the-art fencing facility. They are dedicated to the development of recreational and competitive fencers through instruction, facilitation, and community. They have students of all ages from Somerville and the entire metro area.



BRAZILIAN TIMES

The Brazilian Times at 311 Broadway started in 1988 as the first weekly Portugese language paper serving the Brazilian community. Today, there are 3 issues per week distributed in Massachusetts, New York, and Florida. They also reach Portuguese speakers through social media including Facebook and Twitter.

DEVELOPMENT & AFFORDABILITY

Over half of the land area in the Winter Hill plan area is the typical Somerville neighborhood, single, two-, and three-family homes. There is a variety of architecture and building types from large and grand Queen Ann style homes originally built as businessmen's homes to more modest and simple workers cottages on small lots. The neighborhoods have gone relatively unchanged with the exception of renovations and additions. Owners and renters have been drawn to Winter Hill because of the qaulity of the residential neighborhood.

In the SomerVision map, it calls for the Broadway corridor as a place to enhance. Enhance means to intensify, increase, or further improve the quality, value, or extent of. The Winter Hill Neighborhood Plan is the opportunity to identify locations for enhancement more specifically than SomerVision was able to do. The difference between Winter Hill and many of the other neighborhoods of Somerville is that in the places where development is encouraged, along mixed use corridors, there has been virtually none.

Infill development is positive for a neighborhood and brings qualitative and quantitative benefits. More storefronts can provide the opportunity to expand retail options for neighborhood-serving businesses. They also provide modern amentities like adequate ceiling heights which can be vital for the location of some businesses. Walkable and well designed storefronts improve the pedestrian exprience. New business also means new employment opportunities.

Mixed use development also creates new housing. The housing market in Somerville in insatiable. In a 2016 study of the analysis of Residential Market Rate Housing Potential, an annual average of 10,950 households are interested in new and existing housing in Somerville. The majority are looking for multi-family rentals, 18% are looking for multi-family for-sales, 17% single family attached for-sales, and the remaining 9% single family detached for-sales. Seventy percent are singles and childless couples, 20% are families, and 10% are empty nesters and retirees. When compared to real estate prices, of those 10,950 households, 4,330 have the income to rent or purchase a unit in Somerville. These 4,330 households then compete for rental and ownership opportunities. This leads to an escalation of prices because of demand on a limited supply. More housing supply can help temper price escalation. This is a complex regional problem that Somerville is trying to 'do its part' while balancing the other needs of the comprehensive plan.

Affordable housing can be created in three ways. The first is purpose built affordable housing - this is the way that Somerville has historically gotten most of its affordable units. Developments of this sort often use a variety of financing mechanisms to built new housing units. Units can also be designed to serve specific types of residents, including senior citizens, persons with disabilities, families with children, and even artists.

Somerville has financial incentives to residential property owners in return for temporary affordable housing restrictions to increase the affordable housing supply. Landlords can qualify for grants and loans to perform rehabilitation, lead hazard abatement, or energy efficiency improvements if they agree to rent their units to low- and moderate-income tenants. These incentive programs are particularly important in keeping residential units within the existing fabric of Somerville neighborhoods affordable.

Lastly, housing development in Somerville can create deed restricted affordable housing through the inclusionary housing zoning requirement. Along the Broadway corridor, new development over 8 residential units requires that 12.5% be affordable. In the development of 315 Broadway, six of the units are deed restricted. If a commercial building is built over 30,000 square feet, the developer pays a linkage fee to the affordable housing trust fund. The City uses this fund to either create affordable housing or provide assistance for qualified households. Since 2012, roughly 375 affordable units have been permitted. These units are available through a lottery program for households ranging from 50 to 110% area median income.

Due to these programs, Somerville has 3,341 housing units that are permanently reserved as affordable housing for low- and moderate-income residents as evaluated in the 2016 Housing Needs Assessment. This number represents almost 10% of the City's overall housing stock. In the Winter Hill neighborhood, there are 906 affordable units (17% of the neighborhood housing stock).

Last but certainly not least, development can also create new open space leading to an improved public realm. The Maxwell's Green development included a new one acre publically accessable green. Zoning requirements that lead to an increase in open space are vital to reaching our SomerVision goal of creating 125 acres of open space.



315 BROADWAY

Currently in construction, 315 Broadway will have 7,400 square feet of commercial space and 46 new residential units. The commercial space can be subdivided to fit up to 5 tenants. Typically, as a mixed-use development futhers in construction, tenants will start to sign on and fit outs will begin. It's still too early to know who the tenants will be in this building. The 46 residential units range from 1 to 3 bedrooms. Six of the units are deed restricted affordable housing in perpetuity. The majority of the parking for the development will be underground with landscaping buffers for abutters on Langmaid Avenue and Temple Street.



7 & 11 FAIRVIEW TERRACE

7 & 11 Fairview Terrace is a good example of housing development in the 'conserve' area of Somervision. Two new single family homes are currently in construction that fit in the character of the surrounding neighborhood, two and a half and three story homes. Each unit has a kitchen, living room, and dining room on the first floor and three bedrooms on the second floor. The homes share a driveway to reduce paved area and maximize green space.



111-123 HEATH STREET

111-123 Heath Street & 34 Edgar Avenue provided 16 new housing units with two units deed restricted affordable housing. Due to the grade of Winter Hill, underground parking was easily accommodated.

Spotlight on Saint Polycarp Photo by Joel Howe



ART FOR ALL

Public art is art accessible to everyone and usually at any time, or at least most of the time. There are no admission fees or waiting lines, and flash cameras are allowed! Winter Hill is home to some notable murals. The Mystic River Mural Project is a summer employment program for teens that combines environmental education with arts. Each year, the group works with muralist David Fichter, through an education series with local scientists they create an additional panel for the mural. The mural has grown to over 500 feet long!

Art doesn't have to be permanent either. The Jersey barriers and wood panels at the 315 Broadway project have interesting illustrations that provide interest on that block during construction.

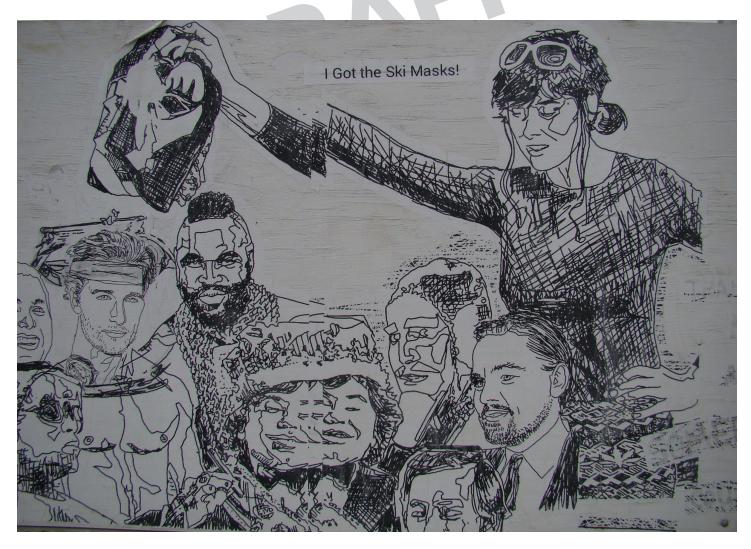
The Foss Park mural on the swimming pool clubhouse was created by teens in the Somervile Arts Council Teen mural project from 1992-1994. The mural celebrates the diversity of Somerville, the joy of a swimming pool on a hot summer day, and the neighborhood spirit of local residents and businesses.

The mural on the side of 318 Broadway, which is only visible from 320 Broadway, was painted during the Better Block Festival in 2015 by artist Liz LaManche. The mural commemorates the weekend with an icy Medusa and her snow owl and penguin friends.

Some murals have an air of mystery. The mural at 320 Broadway, on the side of the post office, has no known history or artist.

Every element of the public realm is an opportunity to introduce new public art, including building facades and transportation infrastructure. Pieces can be permanent or temporary that rotate between artists seasonally. Public art can radically add to the character of the neighborhood.

Winter Hill is part of a City that understands the role of art in community building and dedicates resources toward the arts. The Somerville Arts Council is a big part of the arts programming in Somerville.











PUBLIC SPACE PUBLIC LIFE STUDY

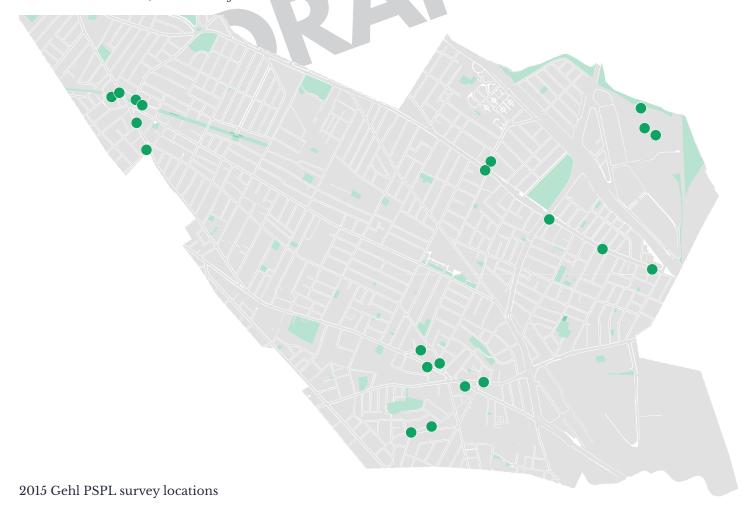
Counting what matters...people.

The Mayor's Office of Strategic Planning worked with Gehl Architects to study public space and public life in Somerville in 2015. The process started with a workshop and people identified their favorite places in Somerville. The only place even mentioned in Winter Hill was Foss Park. Gehl Architects, with the help of City Staff and a small army of volunteers, conducted a Public Space, Public Life survey. The survey helps to answer how people use the streets and sidewalks, what types of activities do people engage in, what is the age/gender mix, and how certain modes of transport prioritized over others in terms of how space is distributed. The intersection of Broadway and Temple and Foss Park were studied.

Unlike in many cities where pedestrian movement strongly correlates to employment and rush hour patterns, walking occurs more on the weekends in Somerville. Average weekend pedestrian volumes are much higher than weekday, with 550 people per hour walking through a single intersection compared to 350 (weekday). This indicates that pedestrians are choosing to walk in Somerville, and are not just there because of

work patterns or demands. The outlier in this pattern is Winter Hill. The activity is much higher on weekdays than on the weekend. This could indicate that people are here because they have to be, to commute, not because they want to walk here. It also had the lowest pedestrian count other than Concord Square which is in the middle of a residential neighborhood just outside of Union Square. Temple and Broadway also had an imbalance of men and women. Sixty two percent of pedestrians were men at this location. Foss Park, not surprisingly, has a spike of evening sports activity.

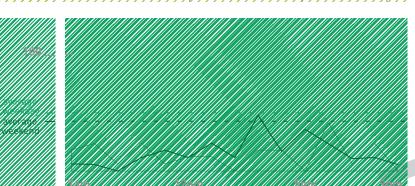
How could activity be extended throughout the day? Even with lower pedestrian volumes more people were staying and hanging out in Foss Park whether playing sports, lounging, or playing on the playground. Some of Gehl's recommendations include taking better advantage of the space that we have – activating Foss Park outside of evening hours as well as creating smaller spaces within larger areas. The City can also take advantage of the streets by using additional space in the right-of-ways to program space for people.





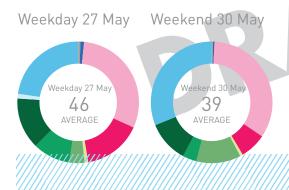
PEDESTRIAN COUNTS

In Winter Hill, the PSPL study counted pedestrians at Temple and Broadway. The counts are higher on the weekday than weekend which is an exception for Somerville.



BIKE COUNTS

Cycling counts were taken at Temple and Broadway. In Somerville the majority of cyclists are men. Winter Hill has a low cycling rate, this might be due to the topography and/ or the lack of cycling facilities on Broadway.



STATIONARY ACTIVITY

The stationary activity counts focused on how people are enjoying open space in Somerville. Foss Park has a flurry of activity in the evening because of the fields but is not used much the day. Keep in mind that this survey was done in May, prior to the pool opening and school being out for the summer.

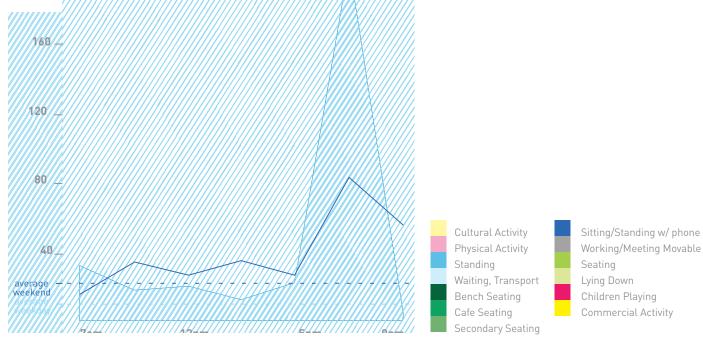


IMAGE IN DEVELOPMENT



WINTER HILL A VISION



IMPROVE CONNECTIVITY

Winter Hill, by namesake and nature, already has one obstacle. The hill is not for the faint of heart, it challenges pedestrians and takes the breath out of cyclists. The only people that don't mind are the ones in cars who stomp on the gas to get to the top even quicker. To revive Winter Hill's sense of place, the connectivity for sustainable modes has to be improved. By welcoming a variety of users, the area will attract more residents out to enjoy the main streets.

The Winter Hill plan area is 295 acres. Broadway and Mystic Avenue serve as important east/west connections. McGrath Highway, School, Temple, and Central Street serve as major north/south connections. Winter Hill was victim to the car-centric planning of the 20th Century which sacrificed the pedestrian and cyclist experience throughout the neighborhood. It's time to turn it back around.

As is typical of any Somerville neighborhood, there are also great resources just outside of the plan area. Across Mystic Avenue and Interstate 93 is the Mystic River and Blessing of the Bay Boathouse. Because of the

infrastructure bifurcating these gems, they go unnoticed and are underutilized a lot of the time. Furthermore, the future Gilman Square green line station sits just over the south edge of the plan area on Medford Street. Assembly Square is just a 12 minute walk from the Healey School.

Not analyzed in this plan is the network of one- and two-way streets. Streets were originally turned into oneways to either reduce cut through traffic or prioritize the movement of vehicles. In either case, one-way streets increase speeds, and often have counter-intuitive effects. This results in vehicle speeds greater than 20 miles an hour and confusion when navigating the street network. For instance, School Street is one of the only streets that connects Broadway to Medford Street. Temple Street is the only street that connects Broadway to Mystic Avenue. The City is currently advocating for the funding of a mobility plan that would review the width, direction, and traffic on all of the streets in Somerville and make recommendations based on data. Amongst the ideas to be reviewed in the mobility plan, the city may advocate for a slower speed limit on neighborhood streets.



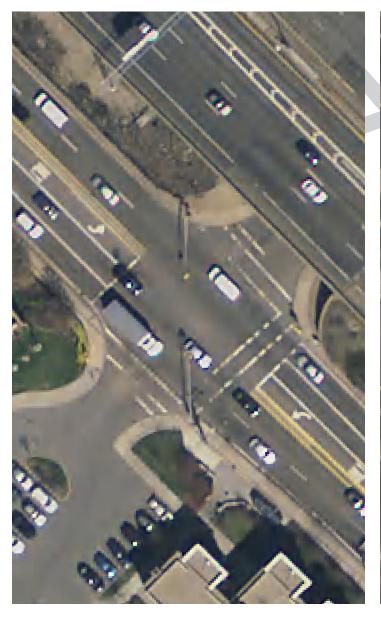
WINTER HILL TO TEN HILLS

Mystic Avenue and Interstate 93 are barriers in connecting the Winter Hill and Ten Hills neighborhoods. Mystic Avenue or Route 38 is owned and maintained by the state, the same as McGrath Highway. There are two lanes in each direction, the posted speed is 25 miles per hour from McGrath Highway to Temple and otherwise has no posted speed limit, which therefore becomes 30 mph under state law. However, actual vehicle speed is more like 40 to 45 miles per hour. Drivers see this road as a frontage road leading to the interstate and drive with that mentality.

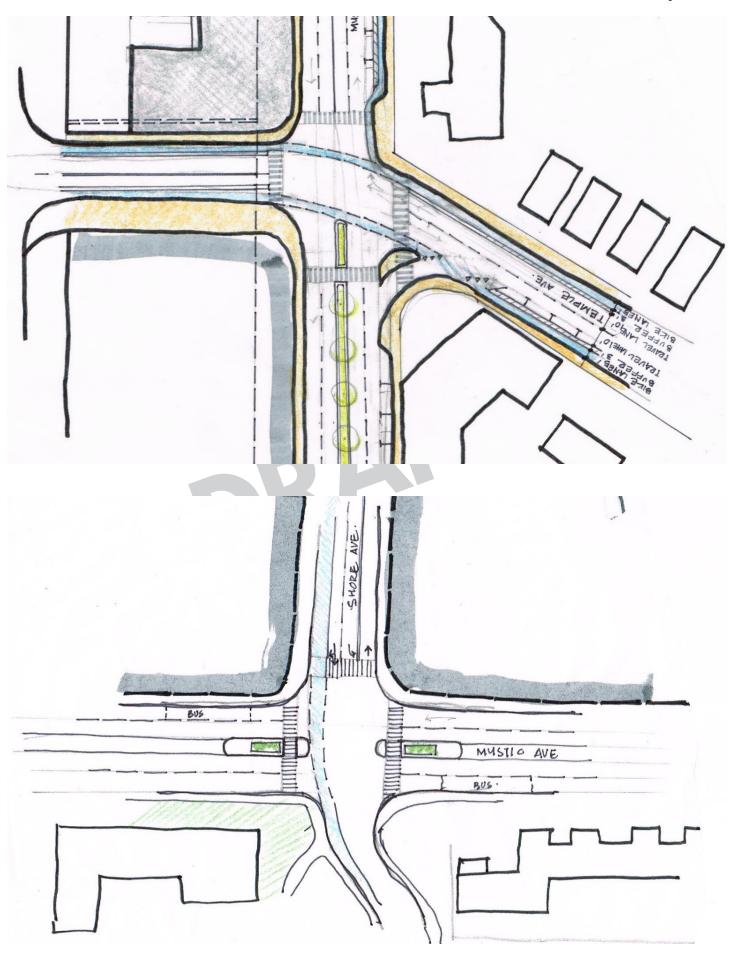
Crossing into Ten Hills is possible at Temple Street to Temple Road and at the SHA parking entrance and Shore Drive. Crossing times are only 20 seconds at Temple Street. At the Mystic and Shore Drive intersection, there isn't a crosswalk on the west side of the intersection

causing pedestrians to cross the parking entrance on the south side of Mystic to press the pedestrian signal on the southeast corner. If the Boathouse is the destination, the pedestrian must cross Shore Drive once on the Ten Hills side!

MassDOT has worked with Safe Routes to School and Healey School employees and parents to improve the Temple and Mystic intersection. In the 2016 construction season, MassDOT will close the slip lane from eastbound Mystic traffic onto Temple Street and improve signalization and pedestrian crossings. This is a good start, and it will help these students as well as other pedestrians, but Mystic Ave will continue to need improvements.







LINK TO GILMAN SQUARE STATION

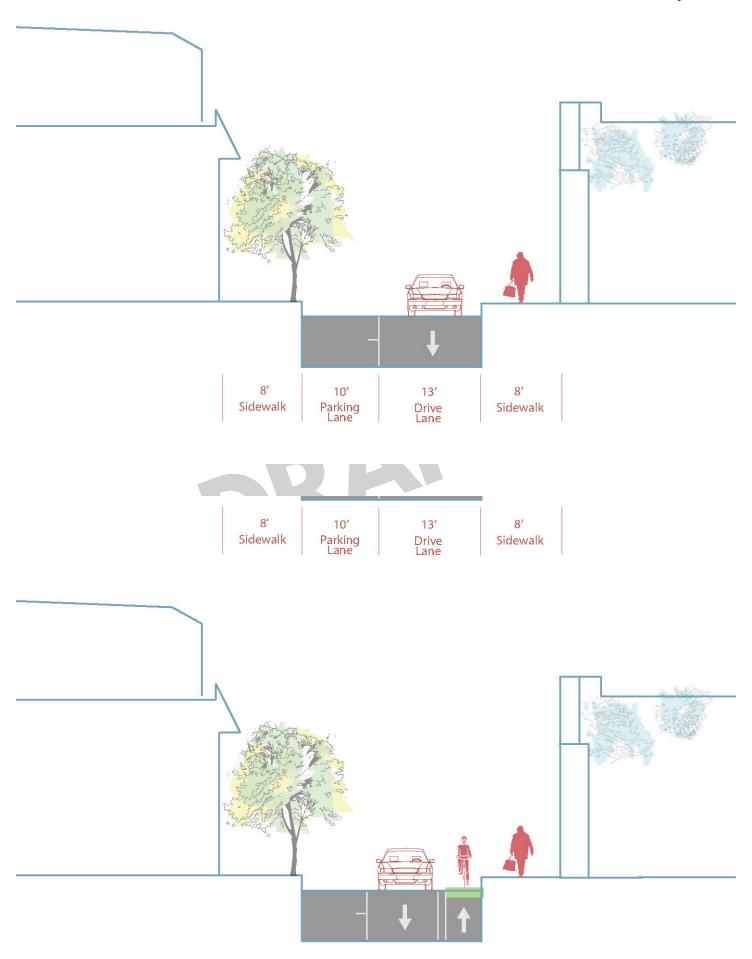
Marshall Street is the connection that most people living north of Broadway will use to get to the Gilman Square Station of the Green Line Extension. Marshall Street was repaved in 2010 and has good sidewalk and road condition. The street allows parking on the odd side and is fairly wide for a one way street. Marshall Street is 23' wide, one-way streets only need to be 18' when there is parking on one side. There is a plastic speed bump to slow traffic before the Marshall Street Park that's only installed from spring to fall.

There are already cyclists that bike up the street in the wrong direction. This is because they are seeking the fastest route and the street is wide enough to be relatively safe for salmon cyclists (Get it? They're called salmons because they're biking the wrong way). The alternative legal route from Medford Street to Broadway is on School Street which also means that you might bike up the hill to just bike down itmeans cyclists have to climb more hills and deal with heavier traffic.

Considering existing conditions and desire lines, the City should install a contraflow bike lane (a bike lane that goes against the flow of traffic) and crosswalk at Mortimer Place for Marshall Street Park. The contraflow bike lane was demonstrated during the Team Better Block event in December 2015. The bike lane was painted with chalk paint and lined with yellow duct tape. The Somerville Bike Committee passed out literature on contraflow bike lanes during the Sunday event, reception was generally positive.

While laying down the duct tape for the bike lane, a driver stopped to tell staff that the crosswalk needed to be put back. By providing a bump out on the west side of Marshall Street and crosswalk will increase the visibility of pedestrians. Narrowing the roadway with a contraflow bike lane and crosswalk will reduce vehicle speed. The contraflow bike lane demonstration reduced vehicle speed by 1.1 miles per hour on average.





POINT THE WAY

Comfortable walking environments orient pedestrians to their surroundings. Subway riders exiting the MBTA Red Line station in Davis Square are greeted with a map of the neighborhood. The Somerville Community Path has several signs explaining distances to various locations. These types of informational signs are often called "wayfinding" signs.

Gilman Square Station, just south of the plan area, is only a short minute walk to Temple and Broadway, the heart of Winter Hill. How will riders know that a unique main street is located a short walk away? Since Gilman Square station quickly transitions into an area that is primarily residential, wayfinding signs should be used to help residents and visitors understand their options for getting around the neighborhood.

Wayfinding signs come in different shapes and sizes, and can communicate different information. The best signs are easily identifiable from a distance, yet are sited and designed to be unobtrusive. A consistent visual brand is important, since color schemes, fonts, and materials can help the reader to feel comfortable.

Participants in the SomervillebyDesign Planning Series discussed the importance of connecting Green Line riders to Broadway, roughly a third of a mile north of the station. The MBTA will install a standard neighborhood map at the station, but that map would not necessarily offer the level of detail that residents, business owners, and the City of Somerville might want to communicate.

In order to help residents and visitors navigate the entire area, not just the immediate vicinity of Gilman Square station, the City should consider a more comprehensive wayfinding program. Signs could be designed and installed at key locations like Gilman Square (as envisioned in the Gilman Square Station Area Plan), Marshall Street, and School Street. A wayfinding sign at Marshall Street could focus on steering Green Line and Community Path users toward Broadway and to the recently renovated Marshall Street Park. With so many interesting destinations in and around Winter Hill, an integrated signage program is needed.

WAYFINDING

Wayfinding Totems provide current location, connecting transit information, and the direction and distance to local attractions at major transit exits and civic plazas.

Directional Signs (far right) provide direction and distance (walking time estimates) for nearby destinations at decision points along key pedestrian and cycling routes.



WAYFINDING TOTEMS

DIRECTIONAL SIGN

VIEW FROM GILMAN SQUARE

This view looking up Marshall Street represents what a Green Line rider will see when exiting the Gilman Square station. Broadway's vibrant business district is only a third-mile away, but today there are no visual clues to draw visitors there. Wayfinding signs installed at the station plaza will guide residents and visitors to Broadway and Winter Hill.



VIEW DOWN SCHOOL STREET

Similarly, wayfinding signs placed on Broadway will help patrons understand that the Gilman Square Green Line station and the Somerville Community Path are connected by School and Mashall Streets.



VIEW FROM TEMPLE

The bend and grade of Temple Street make it difficult to know what's coming next. Once over the crest, the first story retail block that includes the Winter Hill Bakery is visible. The post office building isn't visible until you're closer to Broadway. The only indication of something nearby is traffic. Indicators should point to what's exciting and great in Winter Hill including Foss Park, Broadway, and transit connections.



VIEW TOWARDS MYSTIC RIVER

Signage isn't always about bringing people into the neighborhood but connecting residents to city amenities just outside of their neighborhood. The Mystic River and Blessing of the Bay Boathouse are just 300' from the Winter Hill Plan area but are unknown or unreachable to many residents.



COMPLETE THE STREETS

Start with Broadway

The Transportation & Infrastructure Division (T&I) of the Mayor's Office of Strategic Planning and Community Development (OSPCD), the Traffic & Parking Department (T&P), and the Engineering Office of the Department of Public Works (DPW) work collaboratively to ensure the City's streets are safe and designed for all users. The Somerville Complete Streets Ordinance, the first of its kind in Massachusetts, states: "Complete Streets are designed and implemented to assure safety and accessibility for all the users of our streets, paths and transit systems, including pedestrians, bicyclists, transit riders, motorists, commercial vehicles, emergency vehicles and for people of all ages and of all abilities." By adopting this ordinance, the City is committed to incorporating Complete Streets planning and design "into public transportation projects in order to provide appropriate accommodation for bicyclists, pedestrians, transit users and persons of all abilities, while promoting safe operation for all users, in comprehensive and connected networks, in a manner consistent with, and supportive of, the surrounding community."

A PEDESTRIAN FIRST HIERARCHY

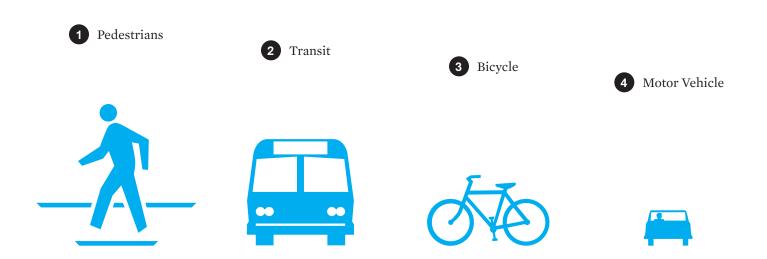
To implement this Complete Streets policy, the City is advancing a pedestrian-first modal hierarchy. All transportation projects and programs, from scoping to maintenance, will favor pedestrians first, then transit riders, cyclists, and motor vehicles. This will rebalance Somerville's streets to make them more 'complete', reversing generations of automobile-focused planning and design at the expense of all other transportation modes. This pedestrian-first modal

hierarchy resets the default premise for transportation projects in Somerville by acknowledging that every trip begins and ends as a pedestrian.

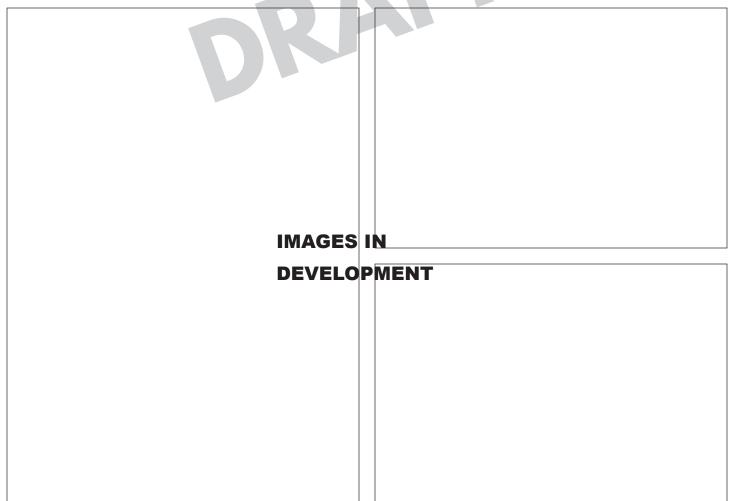
IMPLEMENTATION

Adopting a complete streets ordinance is a good start in the effort to make the streets of Somerville a more equitable environment for all users. This type of policy provides guidance to government departments, consultants, developers, and community groups for the planning, design, construction, and operation of our transportation system. An important thing to remember when thinking about the design of our streets is that mobility is a means to an end. Achieving our goals for environmental sustainability, improved public health & safety, social equity, economic activity, and vibrant public life won't happen without actually moving beyond an ordinance and actually building complete streets.

The following pages explore the two major streets in the Winter Hill Plan Area, Broadway and Mystic Avenue. Both streets plays an important role in the overall street network and different segments along each of their lengths sometimes serve very different purposes. While surveying and engineering analysis is necessary to design a full street reconstruction project, the street sections and streetscape diagrams that follow provide proof that each of these streets can be improved to meet the needs of all users.







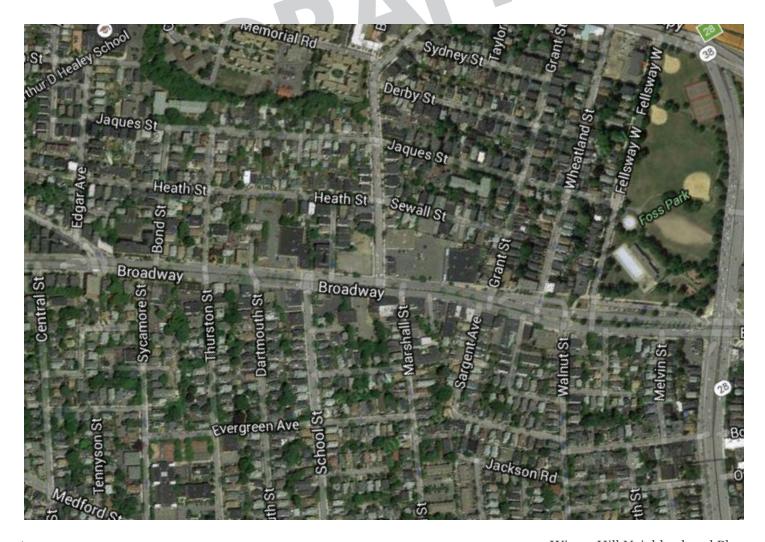
CENTRAL BROADWAY

Winter Hill's Main Street

During the charrette, the power went out in Winter Hill around 4:00. Staff worried that the studio couldn't remain open after the sunset as originally scheduled. A funny thing happened though, the drivers and pedestrians at Temple, Broadway, and Marshall Streets managed to figure out to navigate this rather complicated intersection. The power was restored only about 15 minutes later. With the traffic signals up and running, cars immediately began to back up in all directions. Ah...the status quo.

A redesign for Central Broadway from McGrath Highway to Magoun Square was started in March 2014. It has garnered significant interest from residents on Winter Hill. Residents believe that pedestrian accommodations, streetscape aesthetics, roadway safety, and bicycle accommodations should be prioritized. The first community process produced three different options. The City will take these designs in consideration in future concepts.

The redesign and construction of a street as large as Broadway is a major undertaking. From here development of a final plan is needed. Once a final plan is designed it needs engineering and construction documentation so a contractor knows how to build the street. Next, the project would go out to bid. One a price estimate is established the City can apply for federal and state funding, use the general fund of the City's annual budget, and/or bond to cover the cost of construction. For comparison, plans for East Broadway were started 10 years prior to construction. To fund the project the city used a variety of funding sources. The construction took over two years to complete. Of course, we don't want the Central Broadway Streetscape to take too long to implement but it's a reality of complex projects with complex funding sources. The City will stick with it until it is funded and completed.



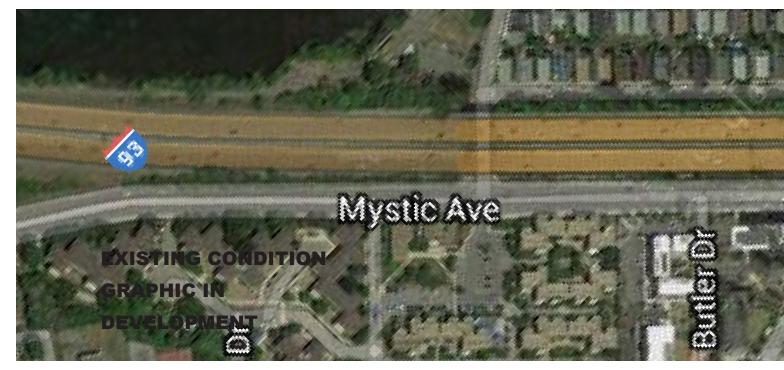
IMAGES IN DEVELOPMENT	BROADWAY, TEMPLE ST, & MARSHALL XXX
	BROADWAY AT FOSS PARK XXX
	TYPICAL CONDITION xxx

MYSTIC AVENUE

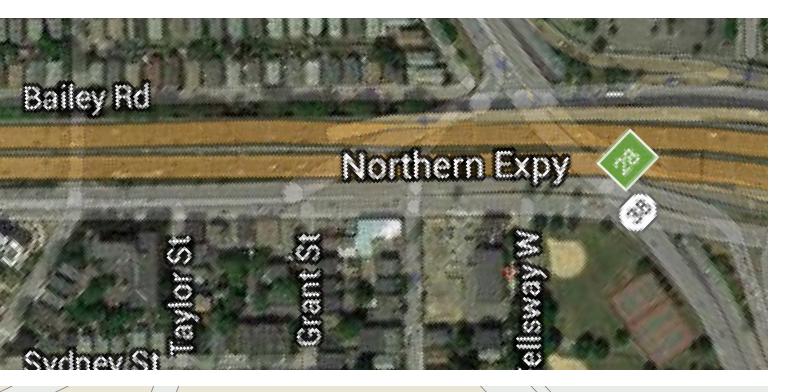
XXX

To some, Mystic Avenue is an on-ramp to Interstate 93. The current design facilitates that movement and ignores that Mystic Avenue is the edge of a neighborhood. Currently, Mystic Avenus is over 70' wide. The right-of-way can be used more efficiently to facilitate movement of all modes of transit and increase safety for pedestrians and cyclists crossing over into Ten Hills. Any redesign of

Mystic Avenue can provide a much wider sidewalk and seperated bike facility on the south side of the street. This edge is most likely to have pedestrians because it is on the neighborhood side and not the edge of the Interstate. Because the right-of-way is so wide, this does not sacrifice driving lanes. Two lanes are still possible in both directions. Furthermore, one lane of parking is possible on the south side of the street. This would help support first floor retail uses on Mystic Avenue.









'MIND THE GAP' NO MORE

Each curbcut reduces walk- and bikability

Curb cuts are breaks in the curbline that allow for the passage of vehicles onto private land. The simplest and most narrow form of a curbcut is to enter a driveway. Other curbcuts get wider to allow two-way traffic into parking lots.

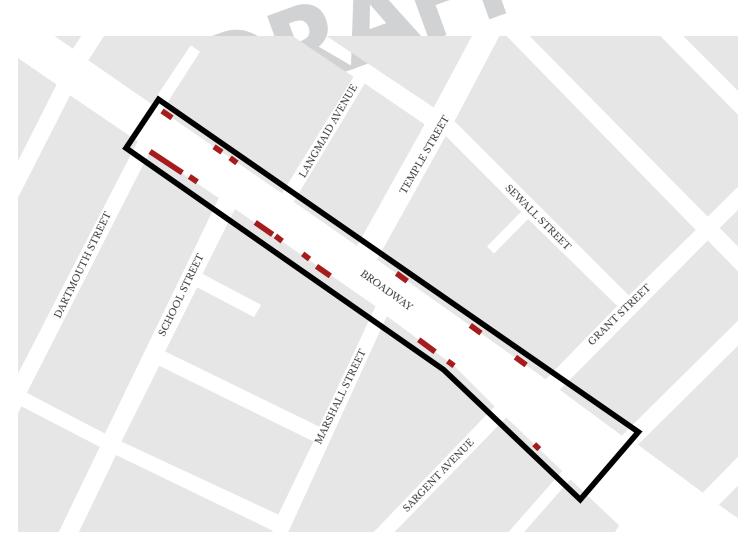
Each curbcut degrades the pedestrian and cycling experience for two reasons. The first is that where there is a curbcut, whether 12-36' feet wide, there is not an active first floor retail use. This space could be used to offer a neighborhood serving use! The second is that each curbcut causes more conflicts between vehicles and pedestrians and cyclists.

One comparison of the effects of curbcuts on walkability is the difference between Highland Avenue and Elm Street in Davis Square. During the Public Space Public Life survey in the spring of 2015, Elm Street had 492 more pedestrians and cyclists in the morning measured. Elm Street has no curbcuts. Highland Avenue has three.

Compiled with other factors like uses and parking frontage, makes Elm Street a preferred retail street to Highland Avenue.

When properties are redeveloped, OSPCD works to improve the streetscape by limiting curbcuts, especially on main streets. But what happens in the meantime? The City can reduce curbcuts for the purpose of efficiency and safety. Therefore, OSPCD, Transportation & Infrastructure, and DPW should work collaboratively with landowners and tenants to close some existing curbcuts to improve the experience for pedestrian and bicyclists.

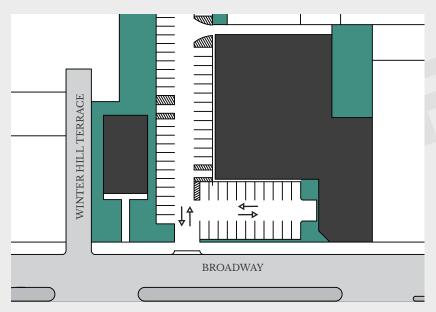
Many properties have multiple curbcuts on Broadway. The graphic below shows that abundance of curbcuts, 16% of the Broadway frontage. The examples on the right show that, through collaboration, access and parking can be maintained and even improved. It's a win-win recipe for property owners and residents of Winter Hill.





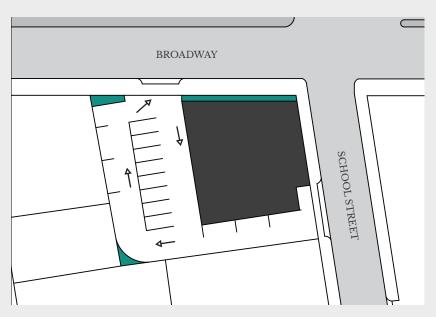
CITIZENS BANK

Citizen's Bank has three curbcuts. There is one entrance/exit each on School Street and Broadway. There is an exit only from the drive through on Broadway. There are 26 parking spaces are currently laid out. If the entrance/exit curb cut on Broadway is closed, the parking can be rearranged to accommodate 31 parking spaces and more landscaped area. In this arrangement the curbcut on School Street is shifted to better align with the drive aisle of the existing parking layout. If additional parking is not desired, there can be more landscaping. Closing the curbcut allows for an additional 2 street trees and metered parking spaces.



CAREWELL/WALGREENS/ WINTER HILL BANK

337-341 Broadway has three curbcuts, all on Broadway. There is one entrance/exit curbcut, one entrance only, and one exit only curbcut. The entrance/exit curbcut is to maintain a left turn on Broadway that might not be necessary since U-turns are allowed at Dartmouth Street. If the entrances and exits to the parking area were consolidated into one curbcut, the parking area is much more efficient. The front area currently parks 20 cars, this layout is 25 cars. It also allows the area in front of Carewell to be either landscape area or a plaza. Fifty feet of curbcut closed would also give opportunity for more street trees and four metered parking spaces.

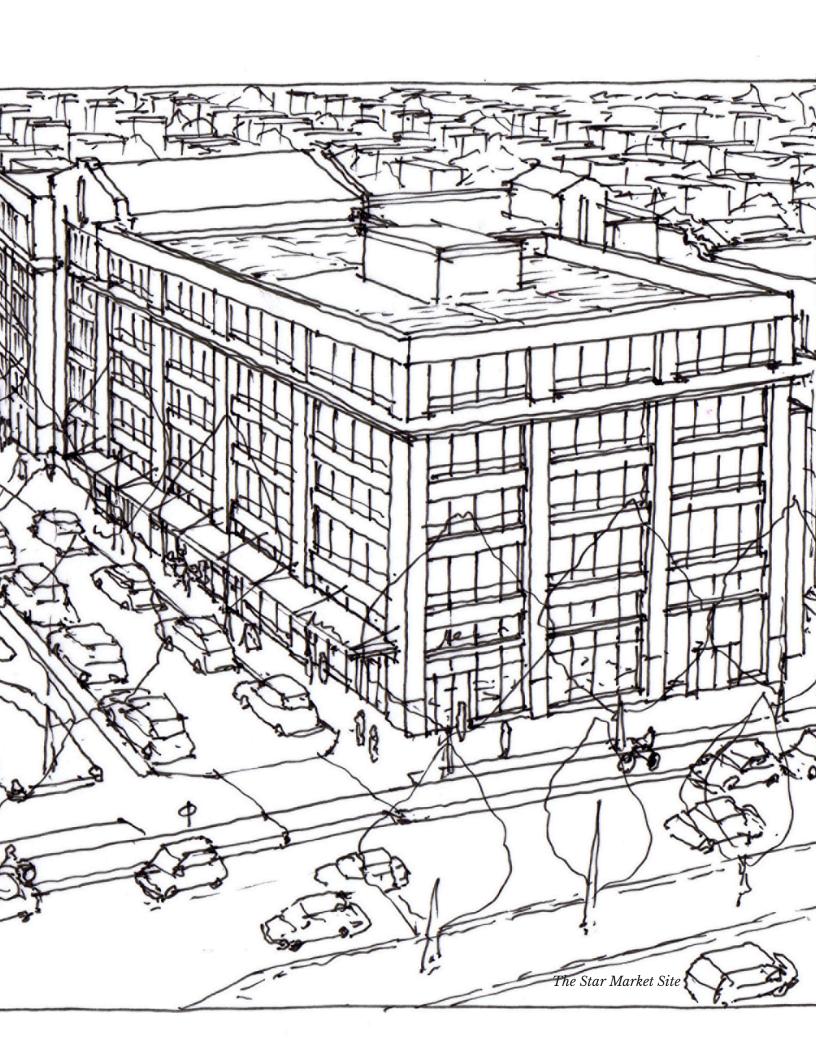


WINTER HILL BANK

Winter Hill Bank currently have three curbcuts. Of the curbcuts on Broadway, one is entrance only and the other is exit only. The curbcut on School Street is to access garaged parking below the parking accessed on Broadway. The Winter Hill Bank has a drive-through window accessed from Broadway. If the entrance and exit curbcuts were consolidated on Broadway, it maintains access to the banking window and the same parking as before, 10 spaces. The landscaped area is increased as well as opportunity for on-street parking, street furniture, or street trees.

SUPPORT MIXED USE DEVELOPMENT





STAR MARKET

Consensus around redevelopment

Star Market closed in 2007 and has sat empty since then. Very little has changed on the property with the exception of store improvements to Rite Aid and the repaving of the parking lot in 2014/2015. In 2015, Walgreens announced it's bid to acquire Rite-Aid which makes the likelihood of having both stores, in the long term, on Winter Hill unrealistic.

There are two other existing buildings. The first is the two-story corner building with the Winter Hill Liquor Mart and the Brazilian Times newspaper. The second is the M. James Coiffeur. Since these are at the prominent corner of the site, at Temple and Broadway, it is important to pursue redevelopment with the opportunity to relocate any existing businesses into new development.

Future development of the site is best if subdivided into three smaller parcels with two new streets. The streets provide access to the sites and breaks up the large block that exists today that impedes walkability. There's opportunity for 115 units of housing and 35,000 square feet of retail on site. WIth a 20% affordable housing requirement, 23 units would be deed restricted affordable. The buildings fronting Broadway are five stories to create a street wall with first floor retail. The building fronting Temple Street will change in height to help transition to the residential fabric of Sewall Street. There are also two existing lots on Sewall Street that are part of the site - they are fenced paved lots today. In any redevelopment, these lots should be houses that blend into the existing context of the street. All parking, except any metered spaces on the new streets, will be underground.

The potential design provides a new green and courtyard as part of the redevelopment. This is a new half acre of open space that will contribute to SomerVision goals. It is important that Somerville residents be within a 5 minute walk to open space. Providing new public space on site will decrease the gap that currently exists between Temple and Wheatland Streets (see page XXX).





331-337 BROADWAY

Walgreens has committed to long-term lease

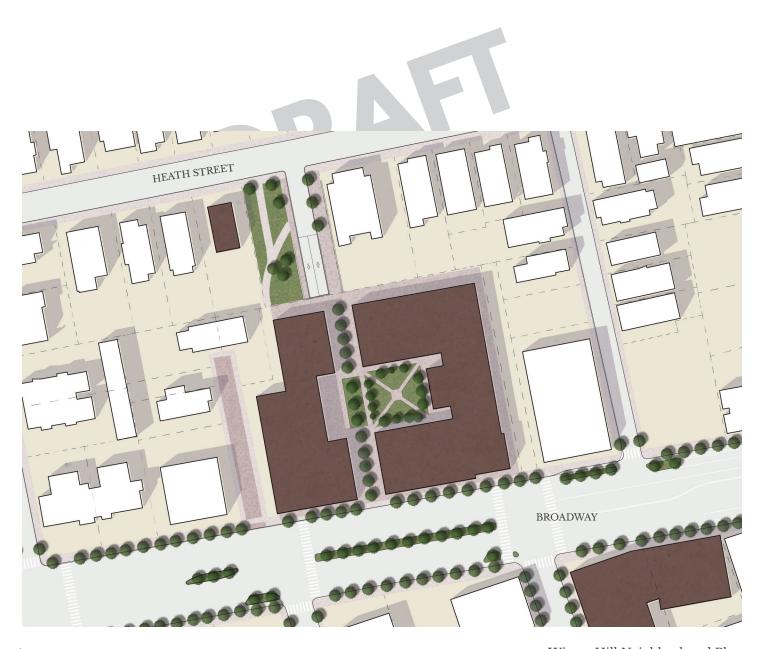
The site that currently houses CareWell, Walgreens, and Winter Hill Bank used to be a car dealership. It was renovated substantially about a generation ago when Somerville was still struggling with its identity. Somerville was too dense and too close to Boston to be a suburb but was trying to retrofit itself into one. The site has two one story buildings with an expanse of parking that reaches all the way back to Heath Street.

Redevelopment on the site consists of three buildings with a total of 120 units and retail space. With a 20% inclusionary housing requirement, 24 units would be deed restricted affordable. All but two units are in the two buildings fronting Broadway. The courtyard lends

to townhouse style units within a mixed-use building - a style desired by families.

The site has an interesting feature, a pedestrian path with an allée of trees connecting Broadway and Heath Street. The promenade can be used for retail display or restaurant seating for potential tenants of the building. It will also lead people to a public courtyard carved out between the two buildings and additional civic space on Heath Street. The site adds a half acre of open space.

On Heath Street, similar to the Star Market site, there's opportunity for a new house to fill and match the existing context more than the current parking lot does.





BREWERY BLOCK

New use will be preserved

The existing block between Marshall and School Streets has multiple owners which makes redevelopment complex. There are five owners: 310 Broadway, the one story retail building with the houses at 9 and 13 Marshall Street; 320 through 328 Broadway, the post office building and brewery; 326 Broadway, the Bradford Condos; 338 Broadway, the Citizens Bank; and 257 School Street, a house. Infill development will make an impact in this area since almost half of the street frontage on this block is parking or curbcuts. The Citizen's Bank building is a surburban model of banking, low rise with three drive through lanes. The owner of the Post Office building has expressed a an interest in better utilizing the site around a neighborhood vision.

The planning team decided to nickname this block the Brewery Block after Winter Hill Brewery opened. It was more catchy than the block between Marshall and School Streets but doesn't have to stick.

To facilitate any redevelopment of these sites, it's important to change the vehicular access. Currently, the post office, commercial tenants above, and the Bradford

Condos enter and exit the site off of Broadway. These curbcuts only have access from the eastbound direction which creates additional movements on Broadway.

To provide access to the sites and improve walkability on Broadway, Bradford Street needs to extend through to Marshall Street. Interestingly, the Winter Hill Bakery already uses the driveway between 9 and 13 Marshall Streets as an alley to loading at the rear of the building. Parking for mid block development can be accessed from Bradford Street. Additional parking created on Bradford Street could possibly be restricted to residents only.

In this redesign, the Citizen's Bank and post office addition is shown as first floor retail with residential above with potential for 75 new units. The new building on the north side of Bradford could be an ideal location for maker space. In addition to the parking provided for the owners of Bradford Street Condos, two new houses can match the existing context of the street. A public courtyard add 5,000 square feet of open space on Broadway.



IMAGE IN DEVELOPMENT

FOSS PARK

Opportunity for utilization of too-wide street section

At Foss Park, Fellsway West, and Wheatland Street, Broadway is anywhere from 150' to 175' wide. This space is primarily dedicated to vehicles and inefficiently dedicated at that. Reclaiming inefficient spaces can contribute to community-wdie goals like increased open space and improve walk- and bikability.

By economizing lane width on Broadway there's opportunity to increase open space at the corner of the park and in front of the block between Fellsway West and Wheatland Street.

Foss Park is the largest park in Somerville, reclaiming

right-of-way presents the opportunity to add a civic or institutional presence at Foss Park near a renovated poolhouse. Somerville Recreation, the Boys and Girls Club, and the YMCA all run programs at Foss Park. It's possible that this building could serve as the headquarters for civic and institutional uses and be a community gathering place.

Reclaiming right-of-way also shows the opportunity for additional development at the current one store retail building at Wheatland and Broadway. Development could bookend the new open space created.

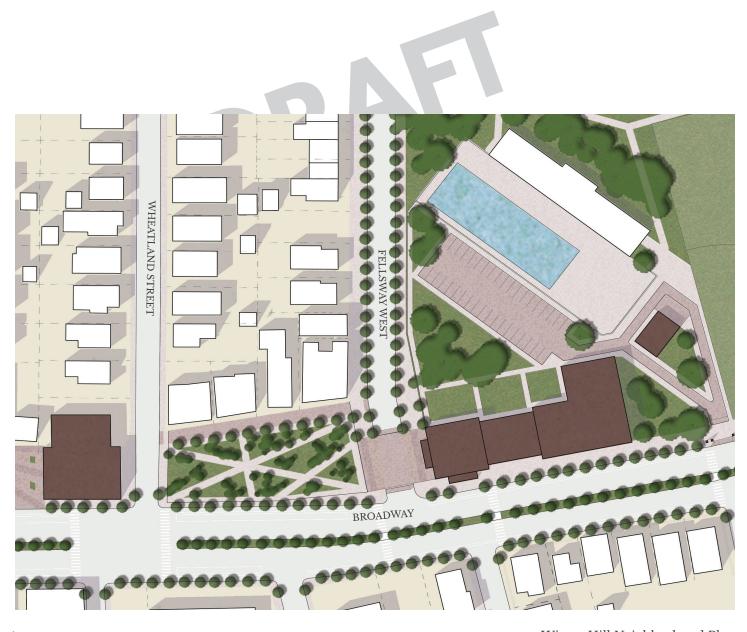


IMAGE IN DEVELOPMENT





Construction whether new buildings, parks, or streetscapes take a long time. Hopefully not Big Dig sort of time but longer than a kitchen renovation. Residents don't and shouldn't have to wait to see changes in their neighborhood. Short term, low cost, and incremental changes are often called tactical urbanism. At the Winter Hill charrette presentation, several ideas were presented: street festivals, markets, new squares in additional rights-of-way, and bike boulevards.

Street festivals like SomerStreet and Artbeat close streets for a limited amount of time to welcome pedestrians, vendors, with often invited artists and musicians. Who cares that Winter Hill is on a hill? A hill can't stop Somerville's innovative spirit. Similar options include semi-permanent markets, like a fair weather market near Foss Park in additional rights-of-way. The market area is painted and retailers use trucks, shipping container, and other options that allow them to close in off-hours. In front of the businesses at Main Street and Broadway, a painted plaza can be a place to enjoy lunch and will also shorten crossing distances and reduce the speed of traffic.

The other big idea was improving cycling connections through Winter Hill. Jaques and Heath street can be used as a paired (since they're both one-ways) bike boulevards. Marshall Street could also be used to connect Broadway to Gilman Square. Bike boulevards use signage and paint to welcome cyclists and slow traffic. This is similar to the neighborways concept on Madison, Willoughby, and Montrose Streets (somervillestreets.com).

In the fall of 2015, the City partnered with Team Better Block (TBB) for a project on Winter Hill to help with our planning efforts. TBB works with cities, developers, and stakeholders to create quick, inexpensive, high-impact changes that improve and revitalize underused properties and highlight the potential for creating great urban places.

The first meeting was the most attended Winter Hill meeting to date! Over 60 people gathered at the future Winter Hill Brewing Company at 328 Broadway. The first decision point, whether there was enough momentum for a Better Block project – boy did attendees answer that question definitively...YES!

The second meeting refined ideas and gathered more residents in preparation for a December event. People thought we were crazy, an event in December? What if it snowed? How was this all going to come together?

On December 12 and 13th the neighborhood with the help of TBB and the City threw a Winter Festival at 320 Broadway. The first day of the festival was after dark – a rarity for Somerville events. Several dj's performed and there were drinks from Daddy Jones. Sunday there was a live music performance and a space park. Both days had food trucks and vendors. There was more throughout the neighborhood too. The city piloted the first contraflow bike lane from Pearl Street to Broadway, a crosswalk on the west side of Temple and Broadway intersection, and a bump out/parklet at the bus stop at 328 Broadway.

viii. The event was a success. So what's next? It's up to Winter Hill residents.

IMPROVE & CREATE OPEN SPACE

Take control of Foss Park

Foss Park is owned by the state and managed by the Department of Conservation and Recreation (DCR). It's the largest park in Somerville at 14.4 acres. In perspective, Lincoln Park (at Argenziano School) is 6 acres and Prospect Hill Park is 2.29 acres. Foss Park has a baseball diamond, little league fields, a basketball court, tennis, a pool, a playground, and a rectangular (soccer) field.

Foss Park was designed originally by Charles Elliott as a city respite with a center pond and gardens. Today it's a hub of activity, especially on weekends. The soccer field is probably the most loved area of the park and has morphed into a dirt pitch. The pool is always busy on hot summer days.

In 2011, the City announced an agreement with DCR

allowing the City to handle maintenance and day-to-day operations of the entire Dilboy complex on the western edge of Somerville. The City had already been operating the stadium since 2006. A similar arrangement is in place at Veteran's Memoria skating rink. The agreement allows the City to ensure, at a local level, adequate safety and maintenance of the park.

The City should work to reach an agreement with DCR to allow for the City to maintain the park. In the City's control, the City will better maintain and program the park with the Department of Recreation's help. No one denies that improvements to the park are necessary, the Mayor's Office of Strategic Planning can begin a collaborative process to document the improvements needed to make Foss Park a destination for the residents of Somerville.





TURN EYESORE INTO GEM

Space Under I-93 is not necessarily wasted, noise barrier has 2 uses

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