



Visioning Workshop

Ball Square & Magoun Square

10/24/2017

Meeting Agenda

1. Overview of Project and Relevant Goals
2. Methods of Data Collection
3. Community Findings
 - a. Demographics and Neighborhood Makeup
 - b. Business Activity
 - c. Mobility
 - d. Physical Landscape and Green Space
4. Summarizing Issues and Needs
5. Recommendations for Interventions
6. Questions
7. Small Group Activities

Overview

- I. Somervision 2010-2030
- II. Green Line Extension
- III. Zoning Overhaul



Somerville: An Exceptional Place to Live, Work, Play & Raise a Family



Proposed Code

Help us reinvent zoning in Somerville

Somerville is rewriting its Zoning Ordinance from the ground up. Your feedback is needed to ensure this new ordinance reflects our community values while being the clearest, most predictable, and user-friendly zoning in the United States.

Project Goal

We aim to foster cohesion among communities that live and work in Ball Square and Magoun Square within the context of the MBTA Green Line Extension

Our objective is to **maximize potential of community assets** by...



Securing stable housing



Improving mobility

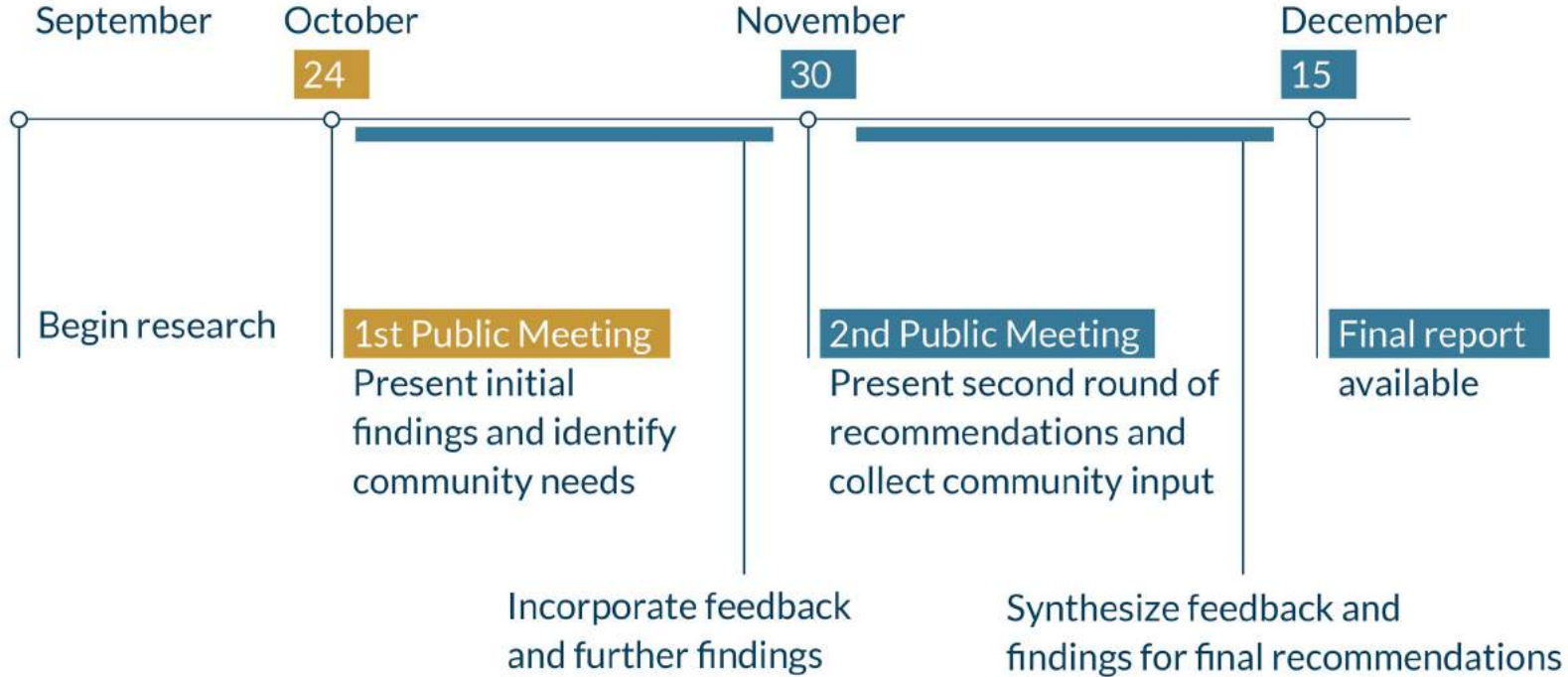


Creating a vibrant business district



Making public spaces more inviting & safe

Project Timeline



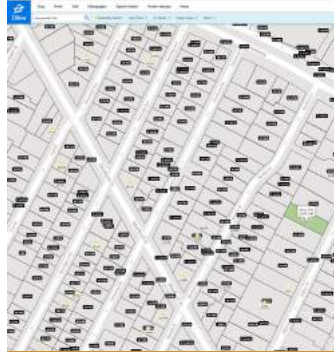
Methods



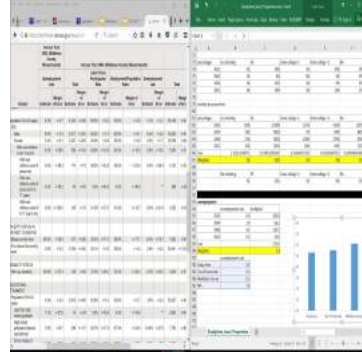
Walks and Talks



Surveys



Property Value



Data



Mapping

Study Area



Findings



Demographics and Residential



Mobility



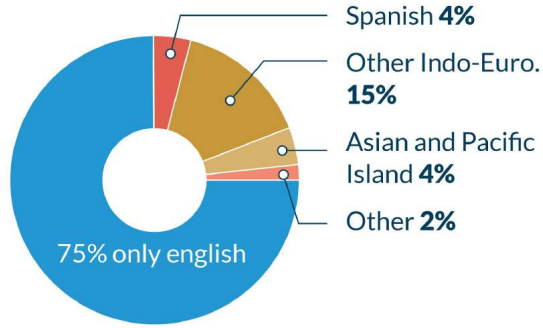
Business Activity



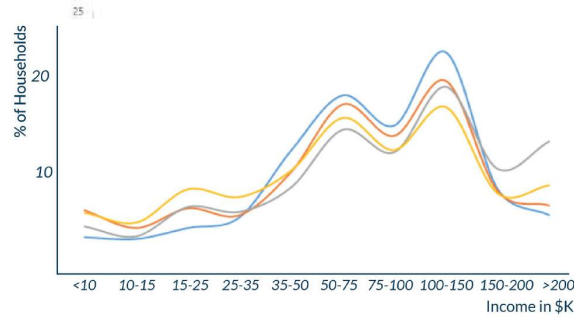
Physical Landscape and Open Space

Demographics

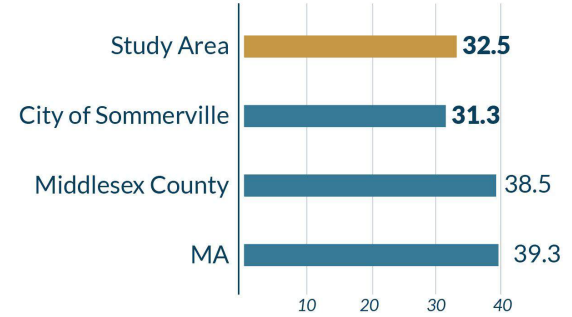
Languages



Household Income (HH)



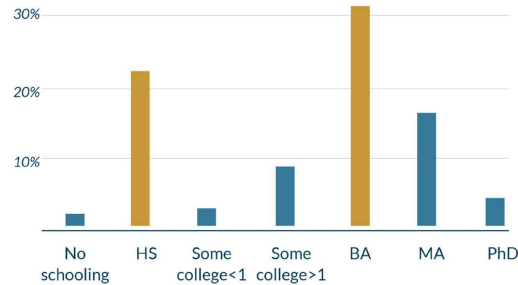
Median Age



Unemployment



Education

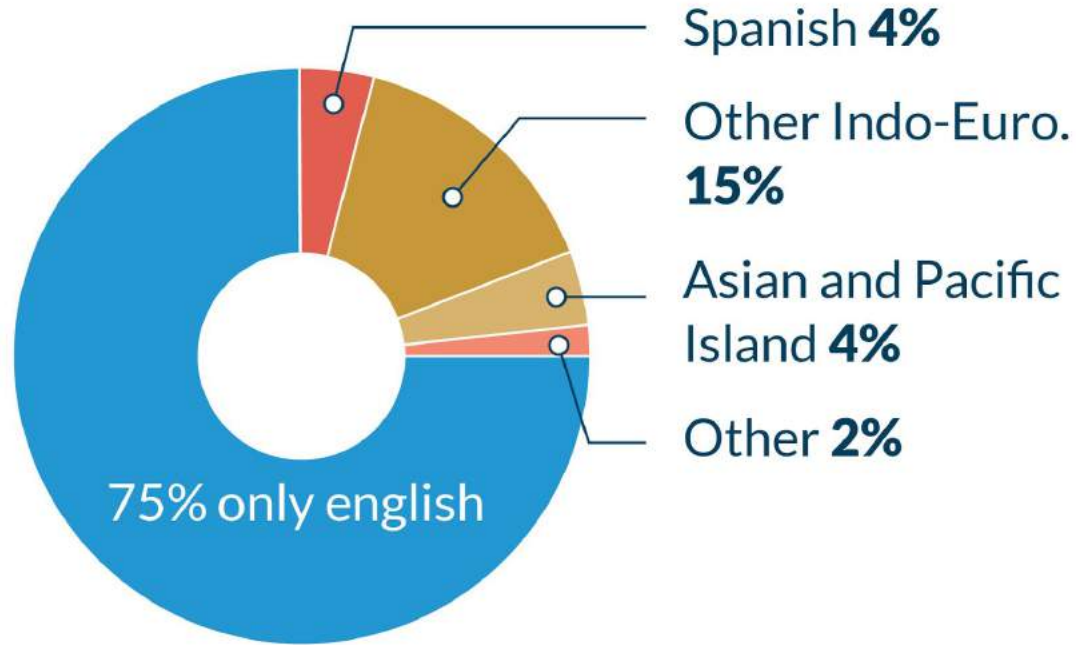


Communities



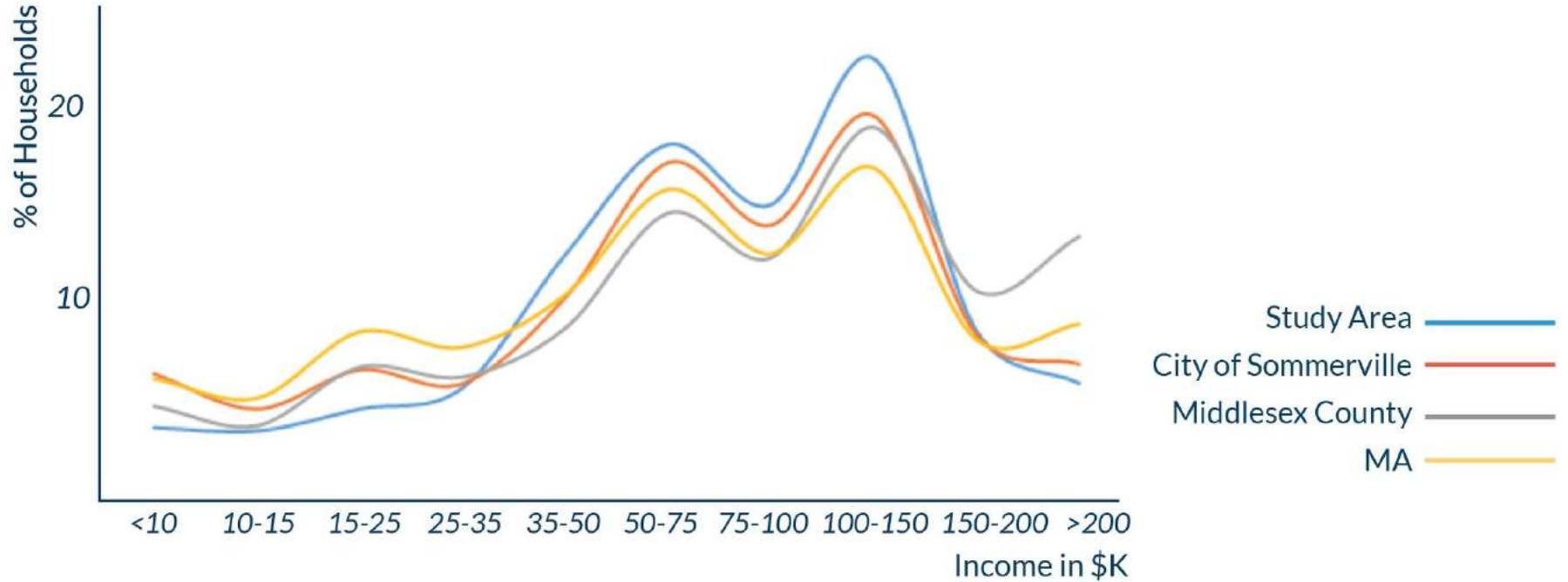
Demographics

Language Spoken at Home: Largely English Speaking



Demographics

HOUSEHOLD INCOME: Study Area Slightly Wealthier than City, County, State



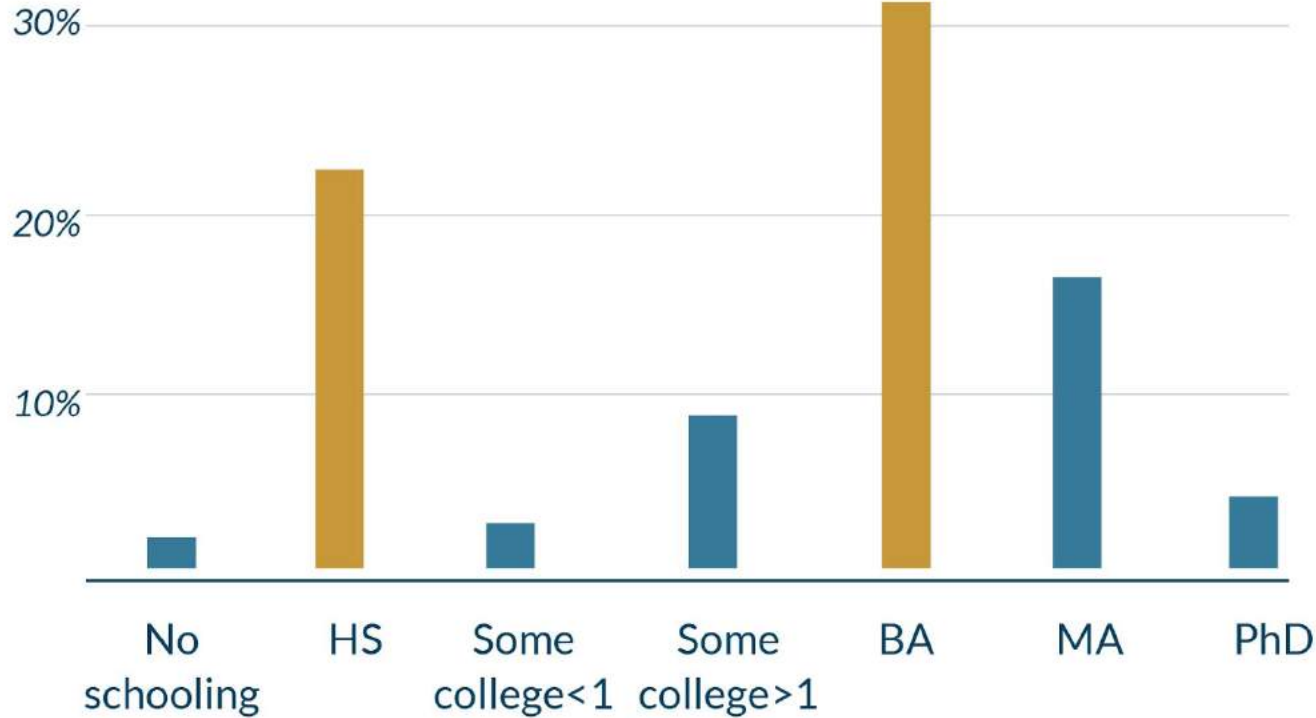
Demographics

UNEMPLOYMENT RATES: Lower than City, County, and State



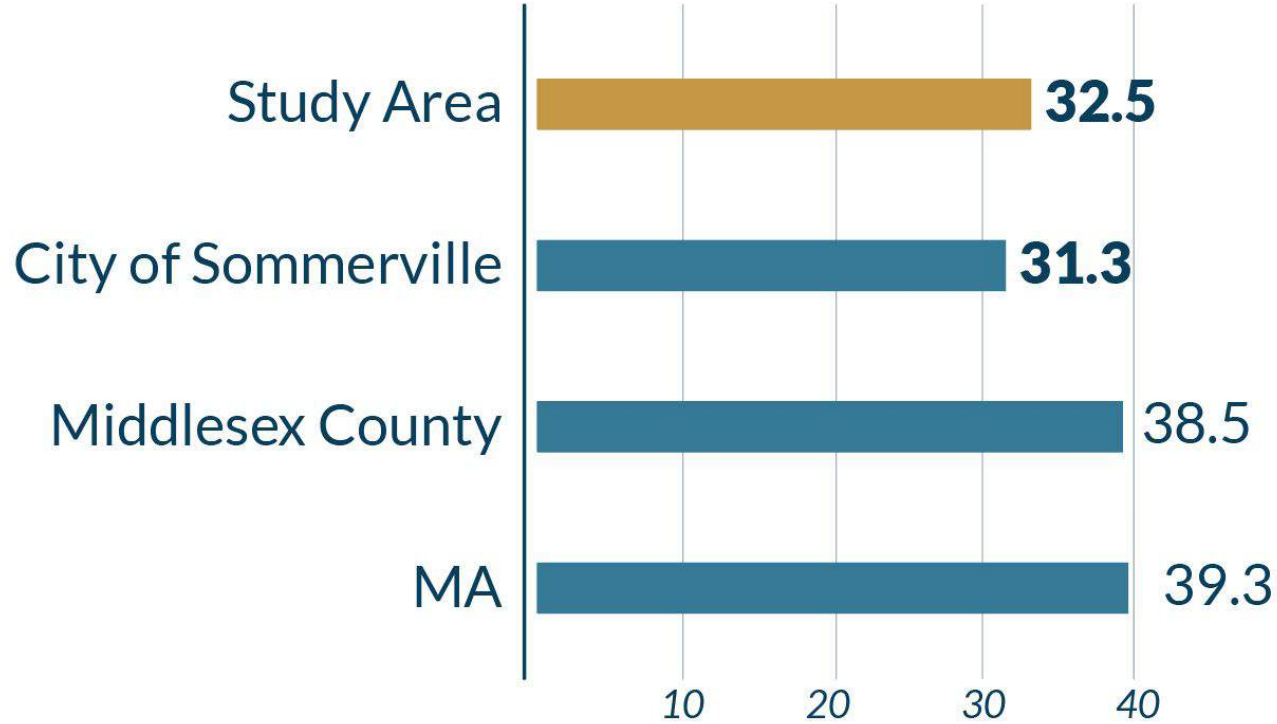
Demographics

EDUCATIONAL ATTAINMENT: High School Diplomas and BAs



Demographics

MEDIAN AGE: Somerville and Study Area is Young



Demographics

Balancing the needs of a growing community



Long-time
residents



Students and
young professionals



Recent
immigrants

Residential

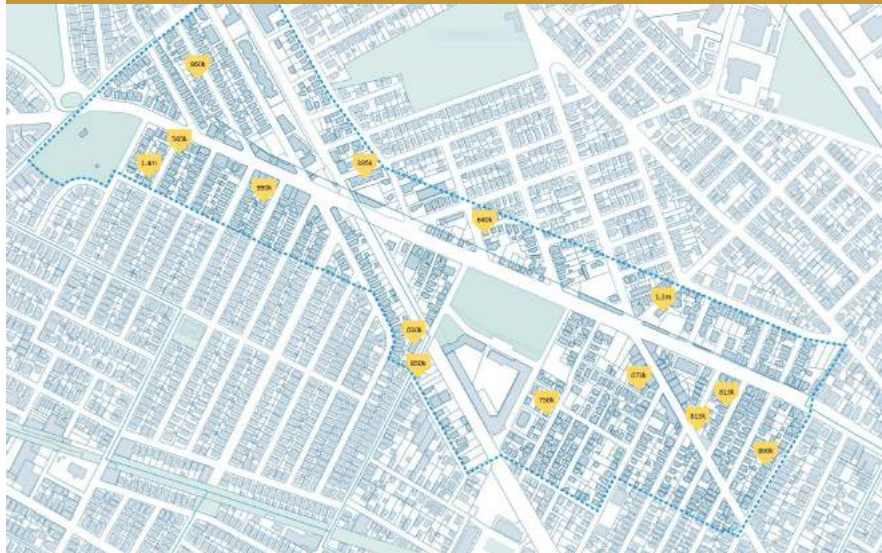


Same Style + Solar



Fences

Avg. \$447/sq ft. From \$215k studio to \$1.4m 4BR



Backyard parking



New development



Upkeep



High turnover

Parking Footprint



Small, independent businesses

Total businesses: **142**

Total jobs: **855**



Commercial Corridor



Service

- Health
- Gas Station
- Hardware store
- Day care
- Paint store
- Leisure/Bowling
- Laundry
- Liquor store

Office

- Real estate agency
- Community center
- Bank
- Law Office

Retail

- Restaurant
- Bar
- Cafe/deli
- Bakery

Supermarkets:	0
Fruit and Vegetable:	0
Fish and Seafood:	0
Gas stations:	4

Activity along Broadway



Vibrant



Middle-Active



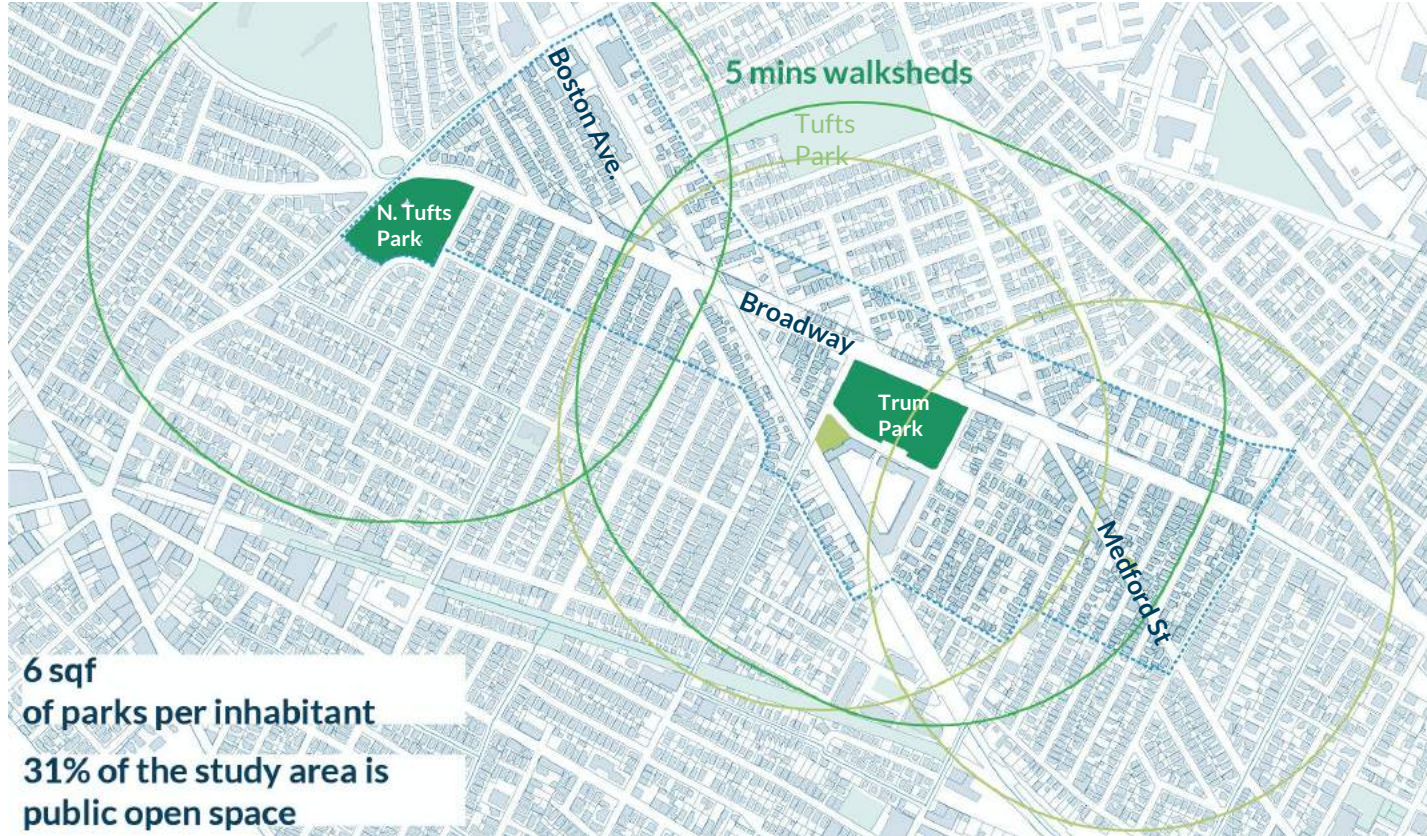
Low-Active



Passive



Parks and walksheds



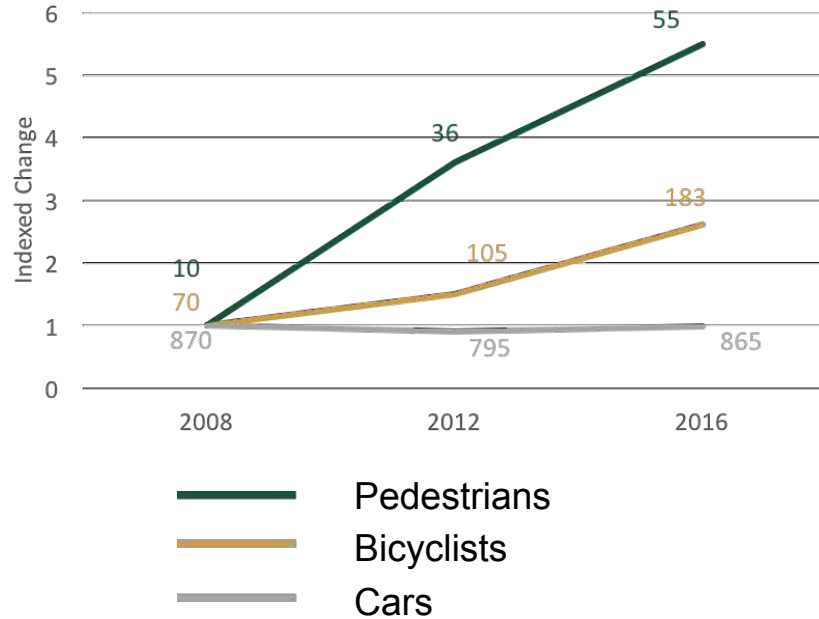
Tree distribution and impervious surfaces



Mobility

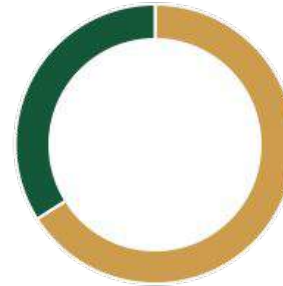
Modes of Transportation: More People are Walking and Biking

Change Over Time

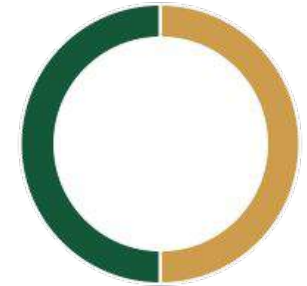


Source: Traffic Counts from City of Somerville

Ball and Magoun



Somerville



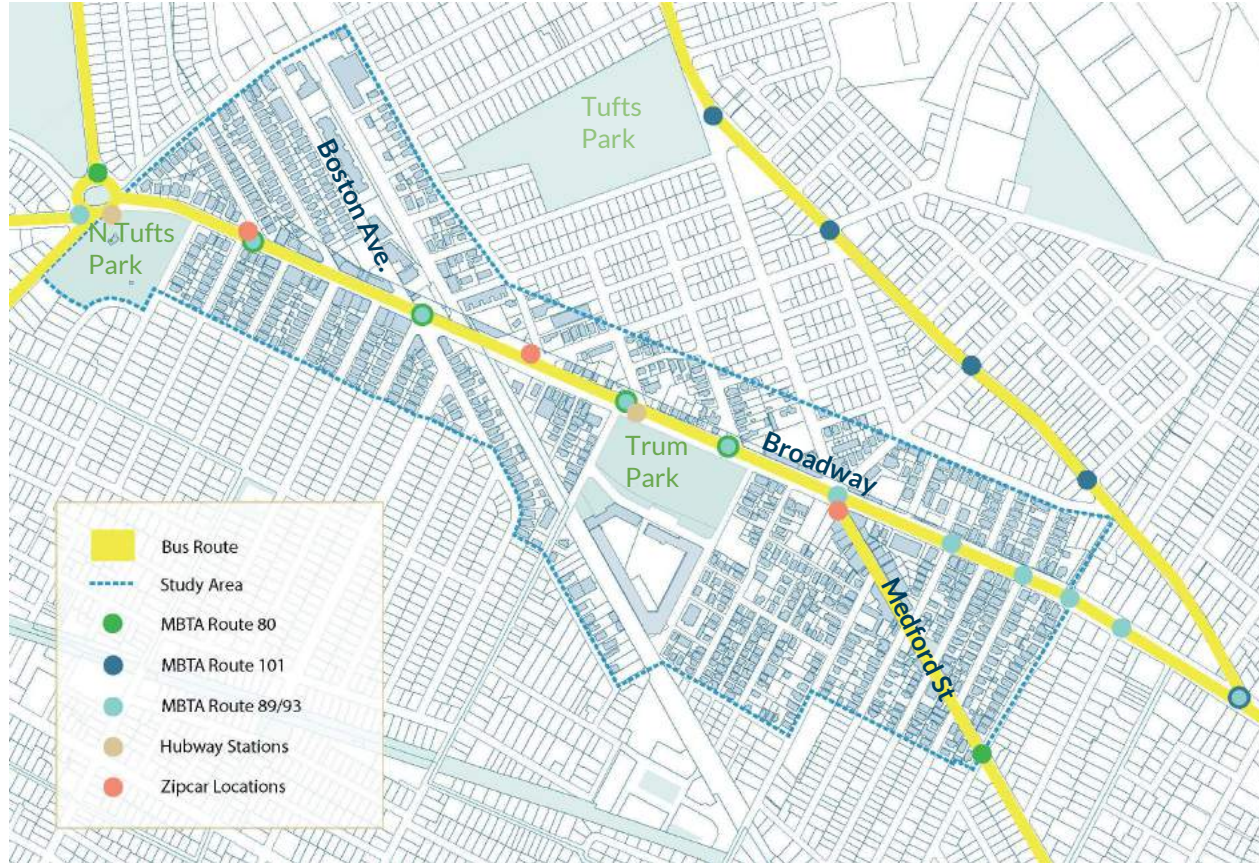
Cars

Public Transportation

Source: American Community Survey (ACS)

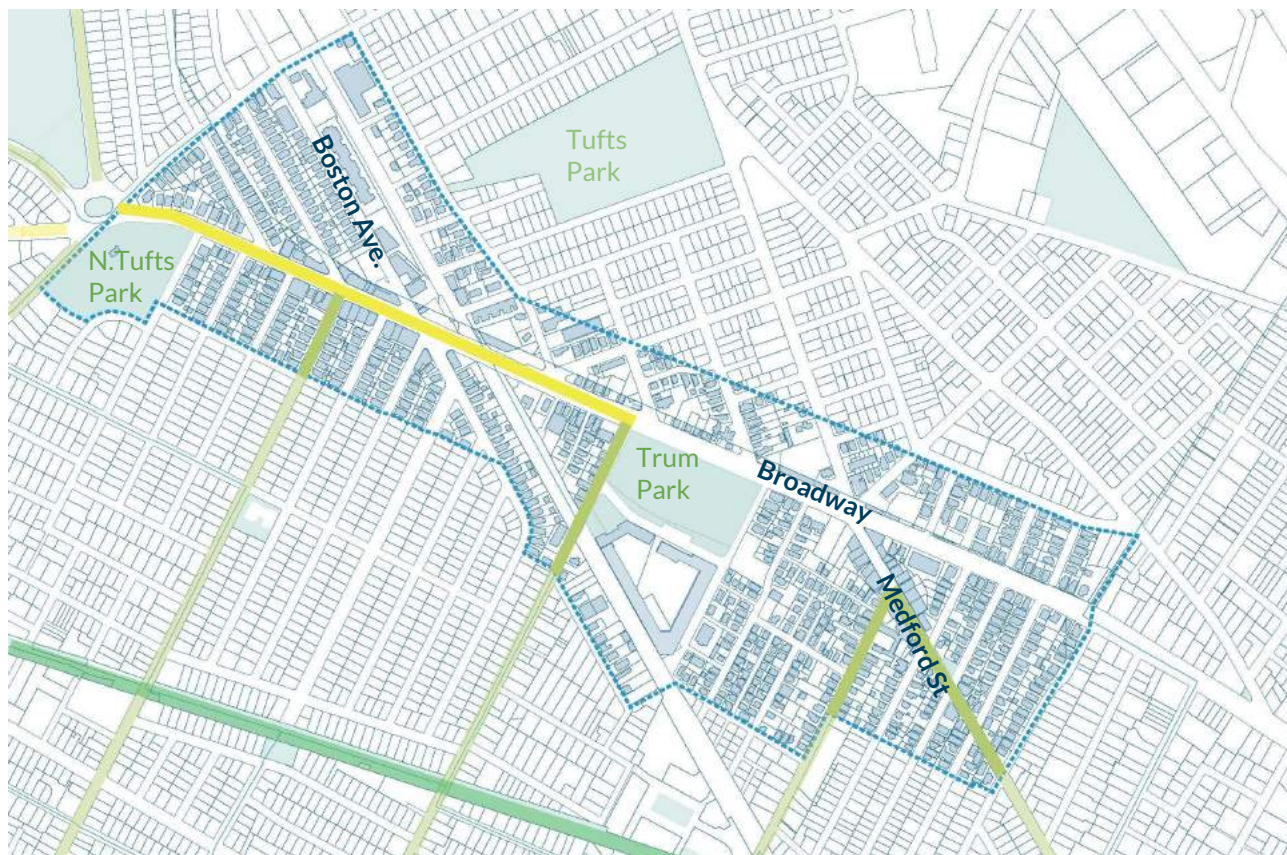
Mobility

Options for transit



Safe streets and intersections

Bike lanes and comfort level of biking



Protected
Bike Lane:
High Comfort



Bike Lane:
Mid Comfort

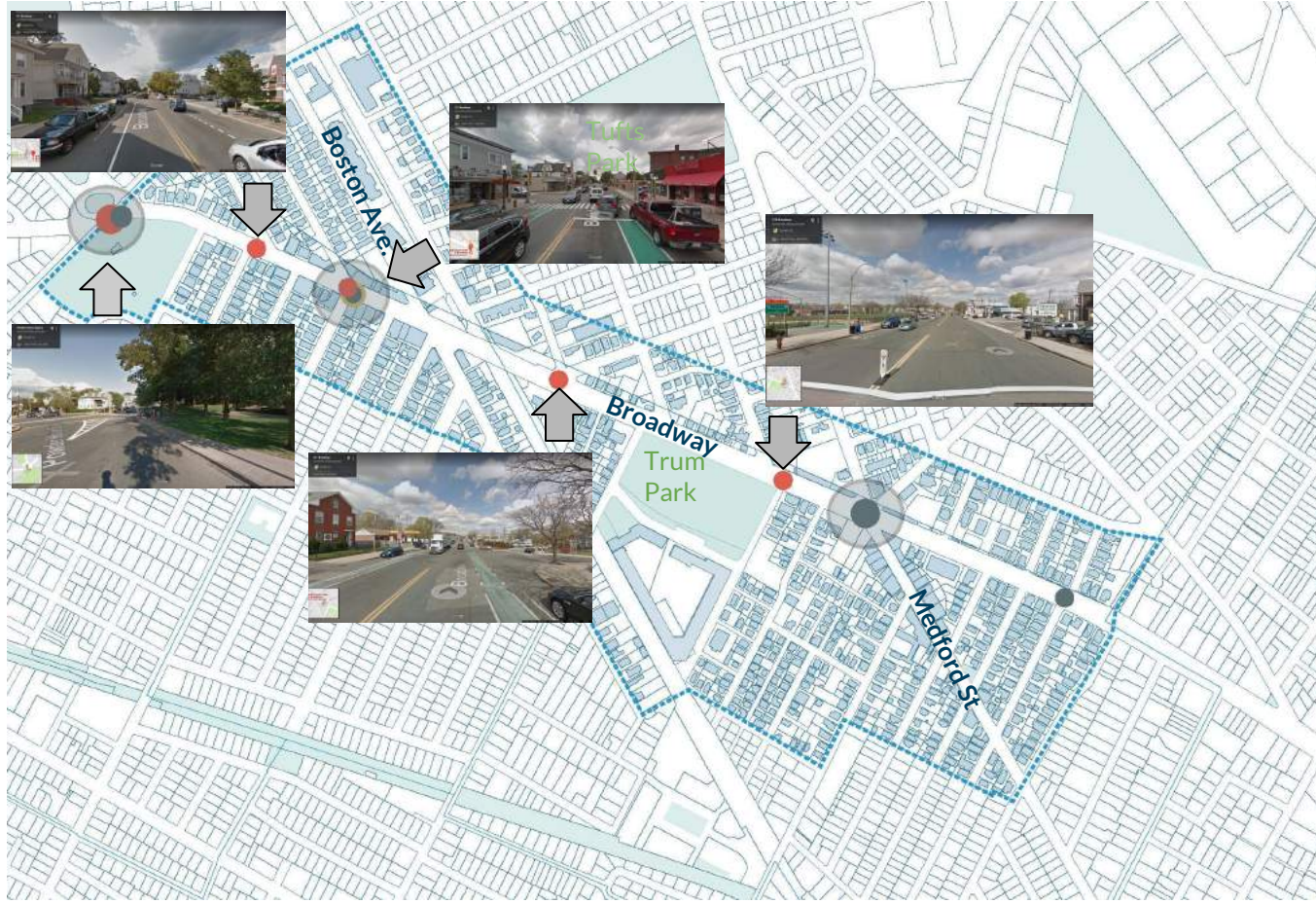


Bike Sharrow:
Low Comfort



Safe streets and intersections

Bike & Pedestrian involved crashes



○ One Accident

○ Two Accidents

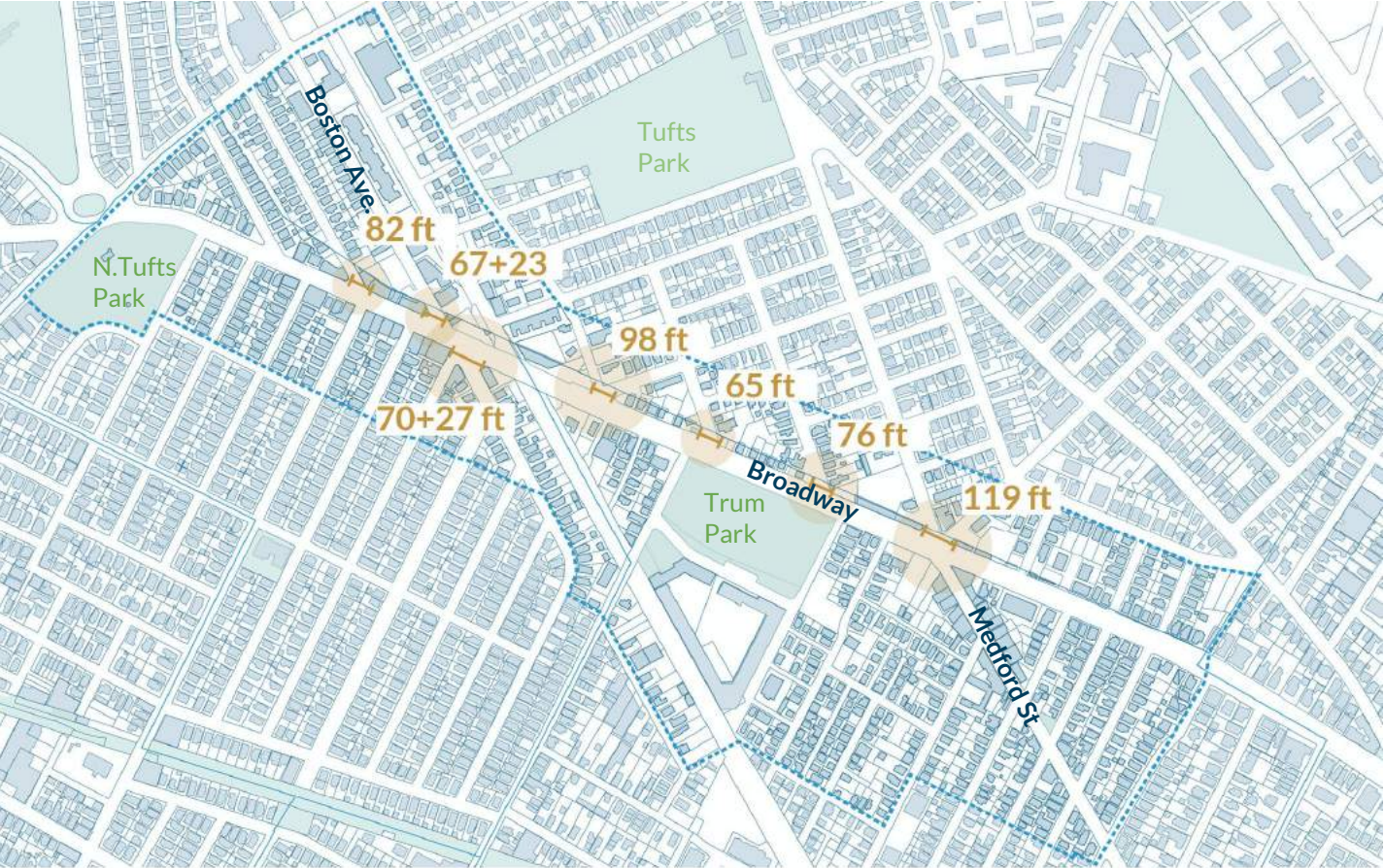
○ Four Accidents

○ High Risk Intersection

■ Cyclist

■ Pedestrian

Intersections with potential for placemaking



Issues and Needs

Issues

- Traffic
- Noise
- Housing Maintenance
- Housing prices
- Community cohesion
- Families moving out
- Maintenance of future GLX land
- Uninviting public and open spaces

Community Needs & Potential Uses

- Mixed-use buildings
- Affordable housing
- Medical offices
- Open space/park
- Grocery store
- Small independent business
- Gym
- Arts/ marker spaces
- office space/ coworking space
- Restaurants/ cafes

Recommendations



Transform



Enhance

Conserve

Suggested Changes

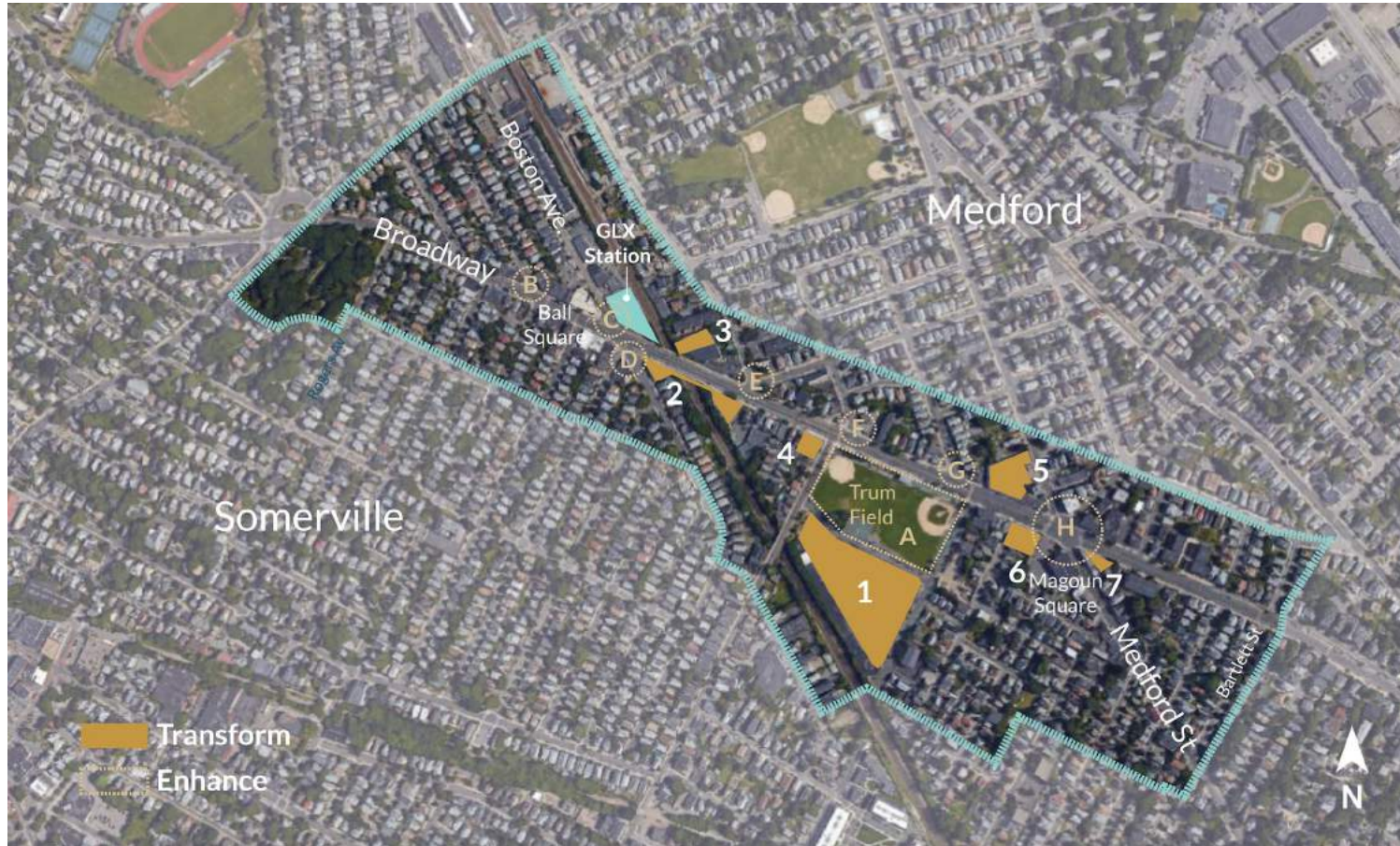
Opportunity Sites

- Bridge
- Parking lots
- DPW
- Gas Stations
- Dunkin Donuts
- 7-Eleven
- 660 Broadway
- Dialysis Center
- Trum Field
- Intersections
- CVS Parking Lot
- Other?

Other Recommendations

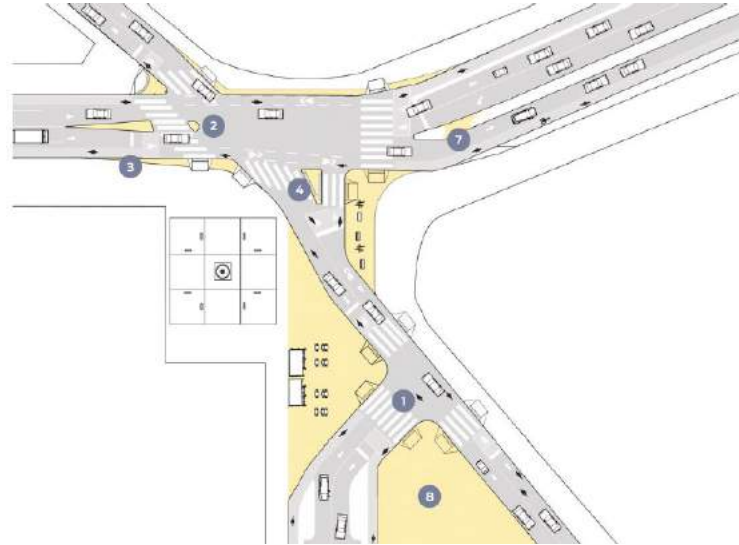
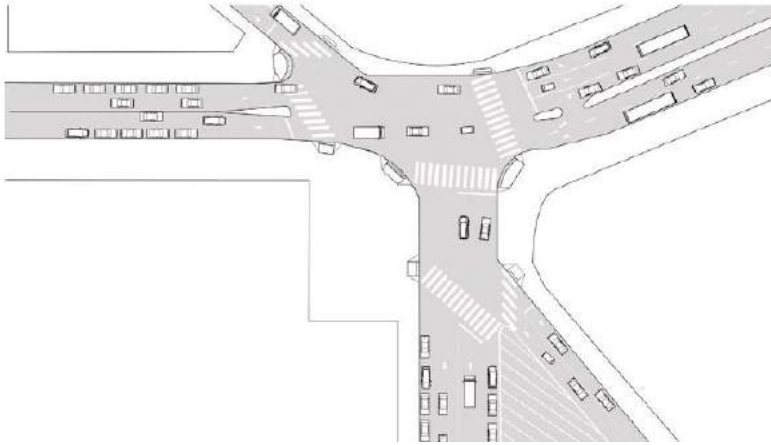
- Zoning
- City Policies
- Urban Design
Recommendations
- Tenant Protections
- Other?

Opportunity Sites



Intersections

What if intersections were re-seized to expand the public realm



Example: Broadway Corridor, Manhattan, NY

Intersections

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Example: Broadway Corridor, Manhattan, NY

The Bridge - Shield Gas Station - 660 Broadway

An intervention to connect and activate the Broadway corridor



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Department of Public Works

What type of development does it support?



Questions?