

ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

*Welcome
Back!*

DOVER, KOHL & PARTNERS
town planning

STREETPLANS
MIAMI NEW YORK

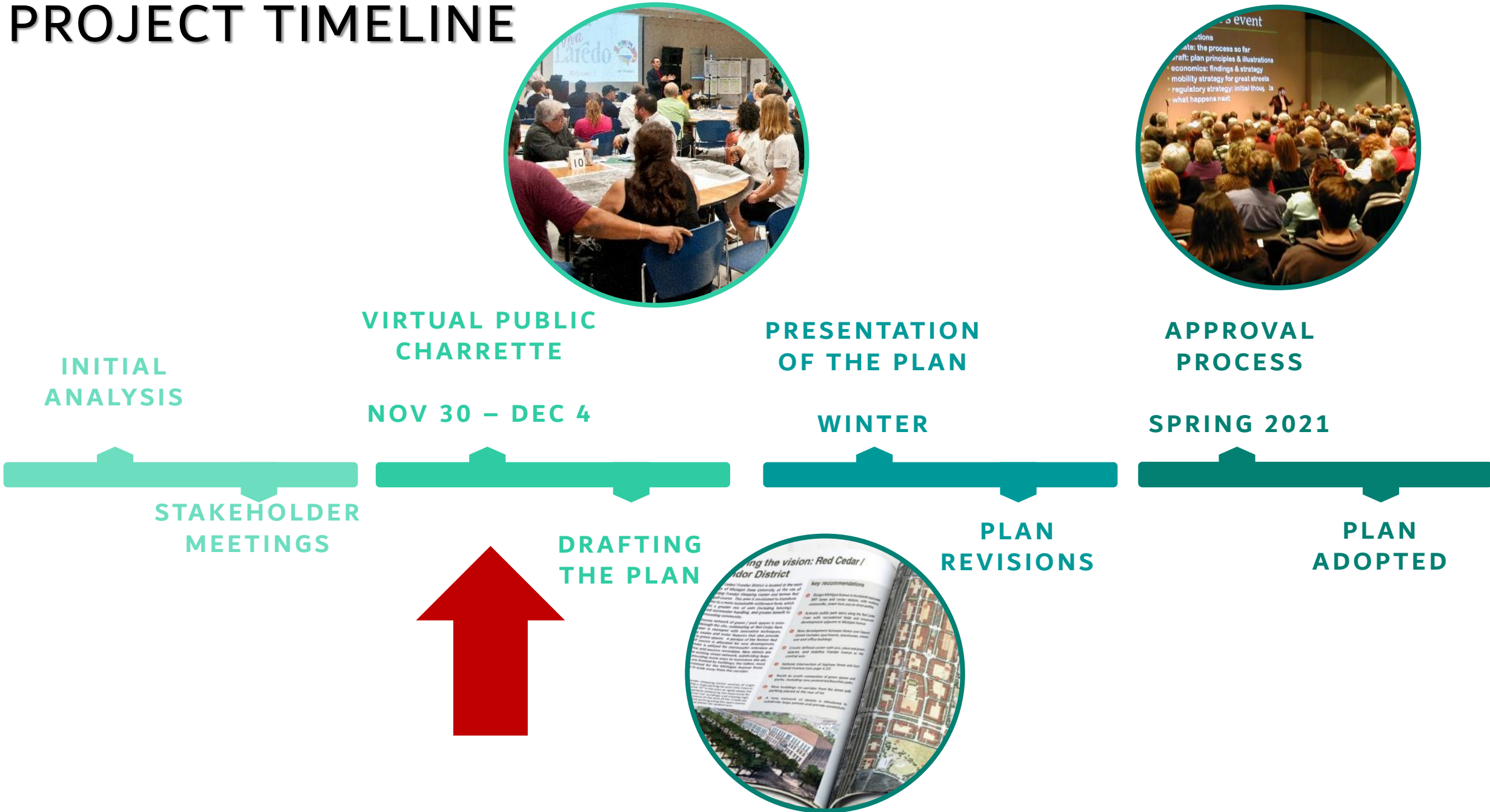


HOWARD STEIN HUDSON



[SOMERVOICE.SOMERVILLEMA.GOV](https://somer voice.somervillema.gov)

PROJECT TIMELINE



KICK-OFF MEETING

70+ ATTENDEES

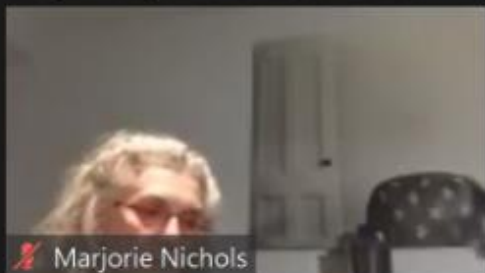
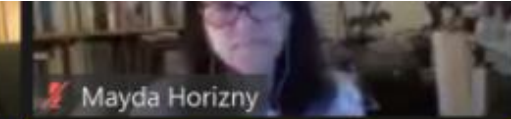
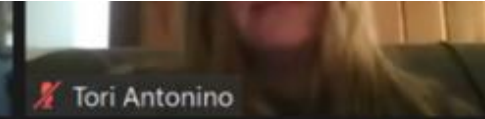


TABLE DISCUSSIONS

10 TABLES

Assembly Square Neighborhood ...

This map shows an overview of the Assembly Square Neighborhood for the Hands on Design Session of the Charrette

All changes saved in Drive

Add layer Share Preview

Assembly Square Neighborhood

Individual styles

Assembly Square

Open to more green space?

General notes

Neighborhood Base

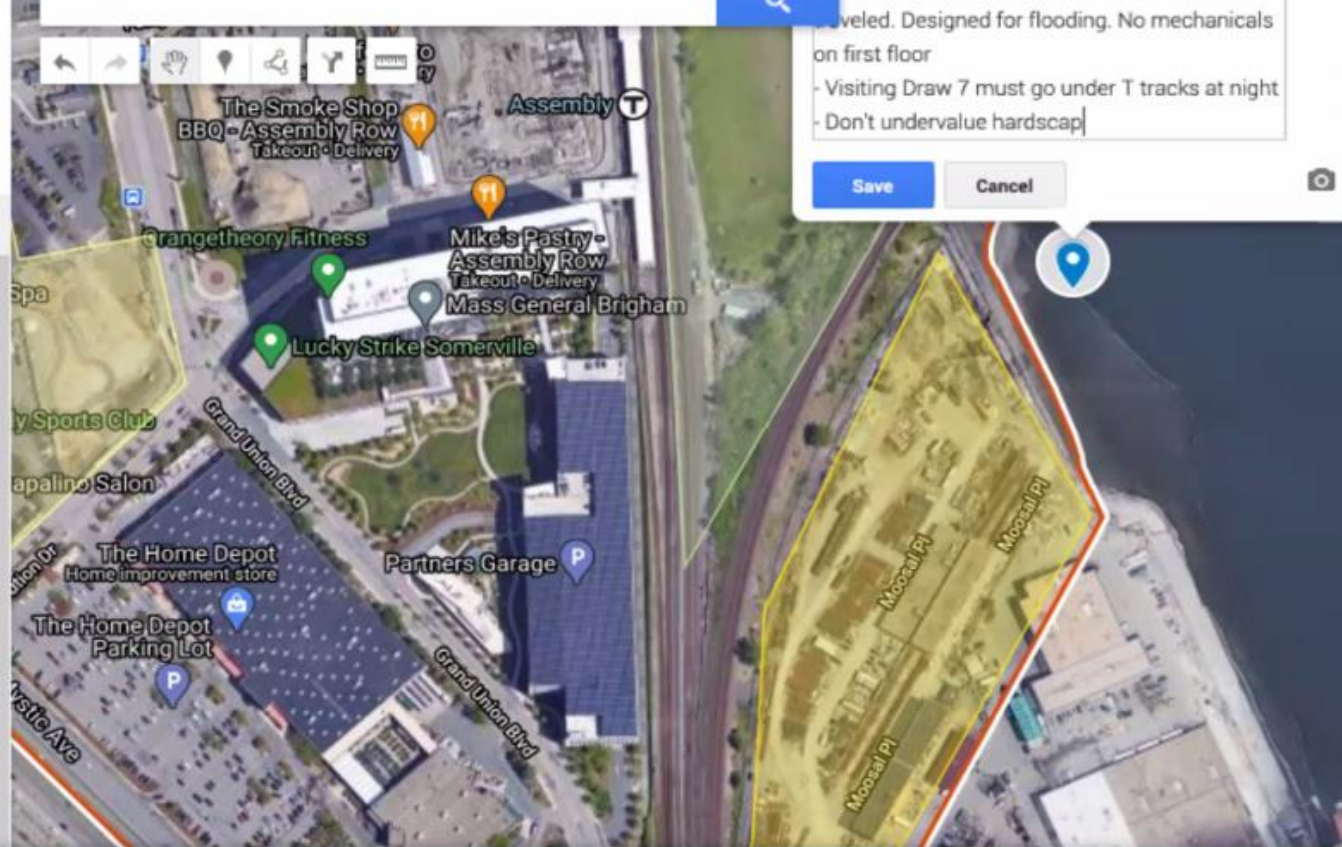
Individual styles

Draw 7 Park

XMBLY PUD

Your Input

Import



Chat

<https://somerville.somervillema.gov/assemblysquare>

But we want to hear from you directly, so stick around for the Break Rooms. Its fun, engaging conversation!

From Me to Everyone:

More pocket parks, more places for families
Better programmed parks
Possibility of allowing taller buildings to dedicate more ground floor space for parks
Want to see green roofs
Partners area is nicer to walk dogs

To: Everyone

Type message here...



Marjorie Nichols



Luiza Leite



Barbara Steiner



Melissa Obleada



Maxwell Cohen

How often do you go to Assembly Square?

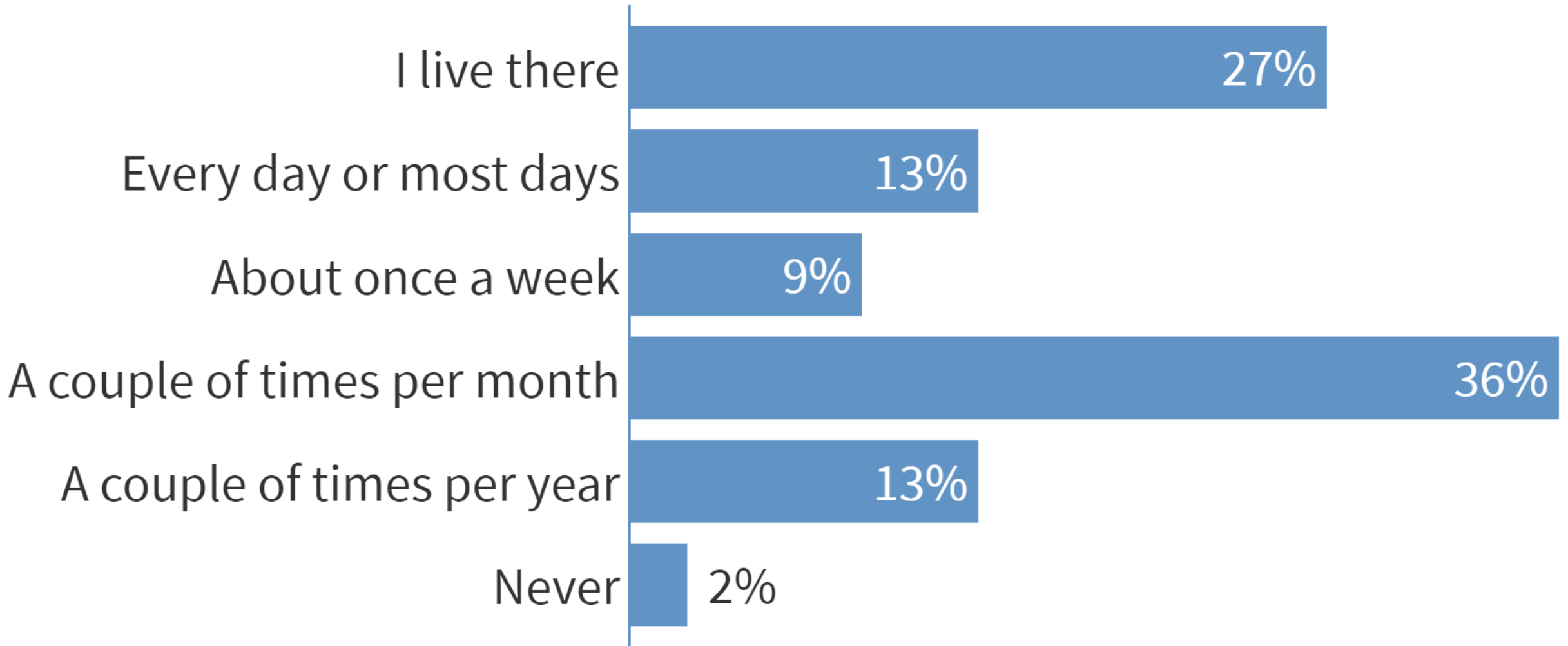



TABLE PRESENTATIONS

10 TABLES





ASSEMBLY SQUARE
Neighborhood Plan Update

Group Activity - 3 Big Ideas
One survey per Breakout Room.
* Required

What is your Breakout Room number? *

Your answer

Participant names *

Your answer

1a. What is your 1st Big Idea? *

PROJECT FILMS

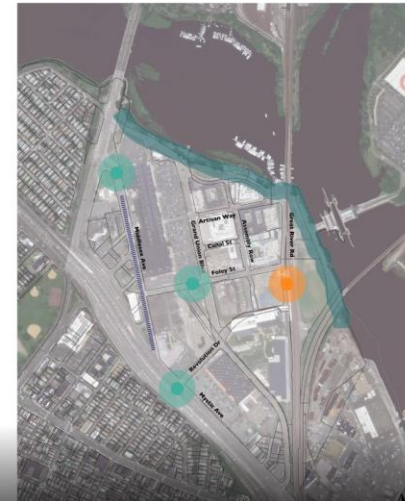
550+ VIEWS



Assembly Square

Opportunities identified by property owners and residents

1. Outside visitors using the Orange Line to shop and dine at Assembly Square
2. Ongoing street fairs and events are an amenity for prospective residents (i.e., River Fest)
3. Placemaking on Middlesex Avenue that encourages biking and walking
4. Transportation Wayfinding



PRESS COVERAGE

Somerville's
original
independent
newspaper

The Somerville Times

www.thesomervilletimes.com



Assembly Square wish list

On December 1, 2020, in *Latest News*, by *The Somerville Times*



(The opinions and views expressed in the commentaries and letters to the Editor of The Somerville Times belong solely to the authors and do not reflect the views or opinions of The Somerville Times, its staff or publishers)

By William C. Shelton

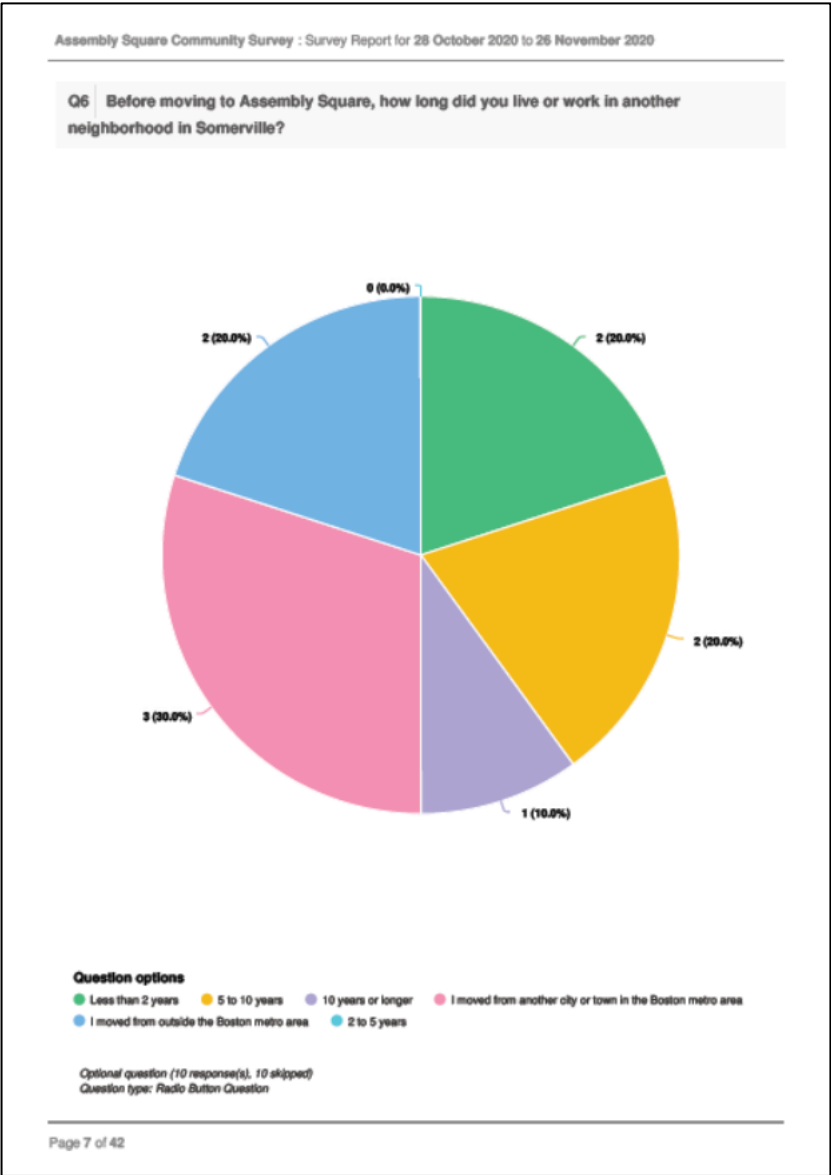
The poet Federico Garcia Lorca wrote that La Rambla was the only street in the world that he wished would never end. It is a linear plaza running three-quarters of a mile, from Barcelona's center to the Mediterranean.

Overarching deciduous trees provide summer shade and conduct winter sunshine while buffering the plaza from what we in Somerville now call "calmed" auto traffic on either side.

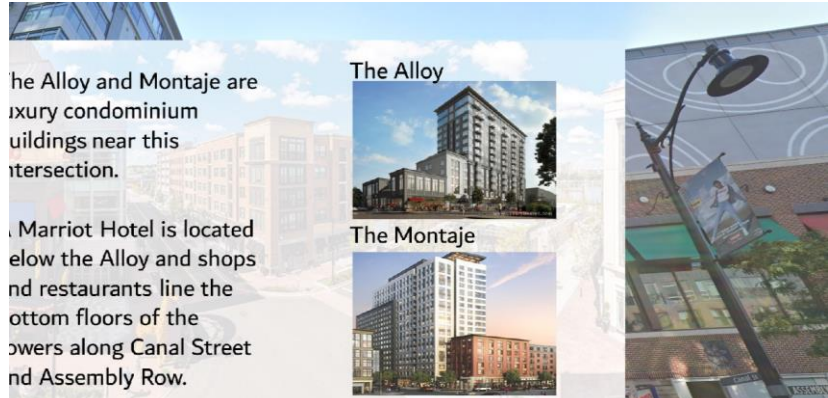
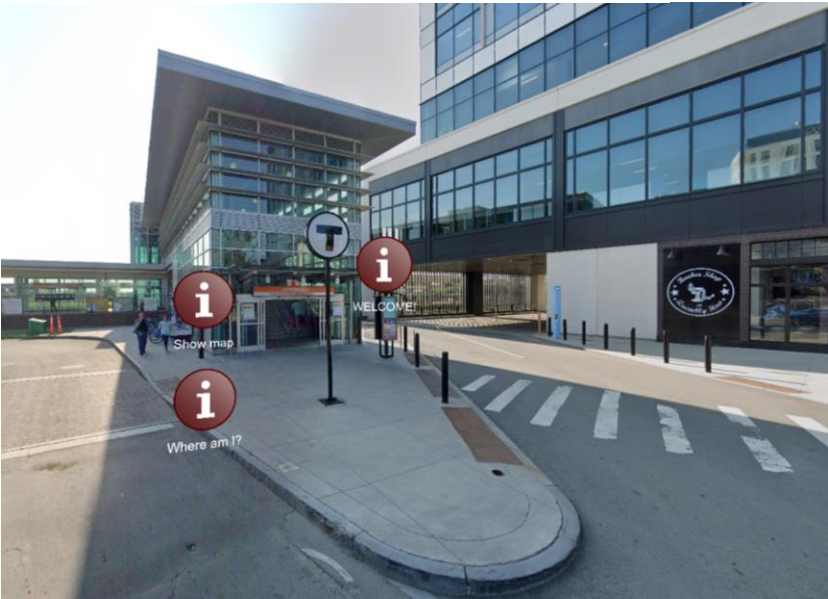
Visual artists sell their work in the plaza. Street-food stalls feed passersby. Musicians and dancers



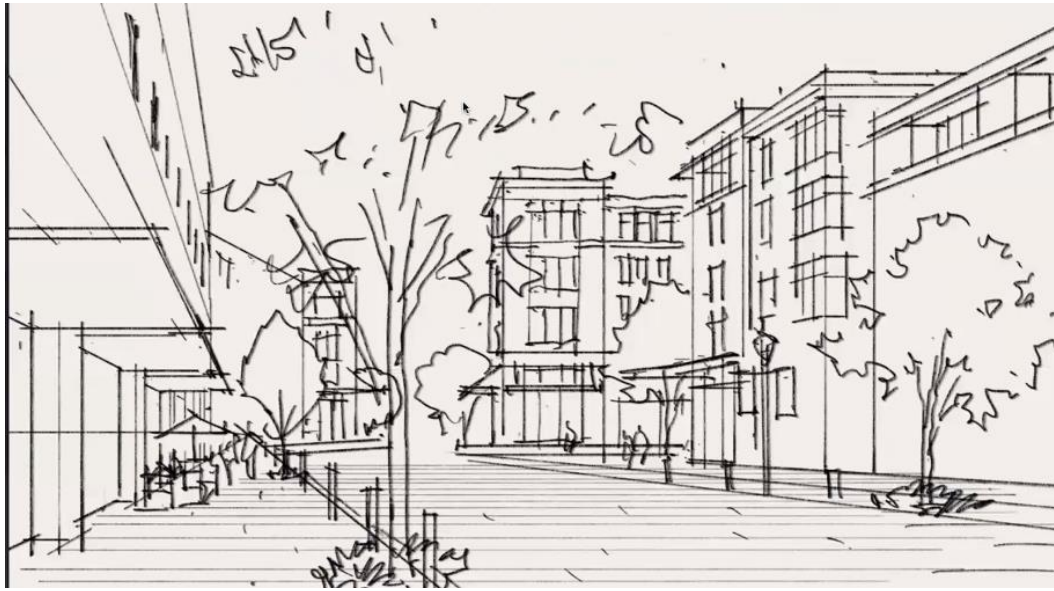
POLL RESPONSES: 370 & WEBSITE VIEWS: 5,080+ VIEWS



VIRTUAL TOUR



OPEN DESIGN STUDIO: 115+ ATTENDEES 10 AM, 2 PM, 6 PM



TOTAL INVOLVEMENT (SO FAR)

- **240+** VIRTUAL STUDIO VISITORS & MEETING ATTENDEES
- **550+** VIEWS OF THE YOUTUBE FILMS
- **630+** DIGITAL COMMUNICATIONS, SURVEY PARTICIPANTS, INTERACTIVE TOOLS, SOCIAL MEDIA LIKES & FOLLOWERS
- **5,000+** WEBSITE VIEWS
- **12,000+** TRACKABLE MEDIA IMPRESSIONS

WHAT WE HEARD

BIG 5 IDEAS

DRAFT

- **Build great new places (that are compatible & respectful of context)**

Build a central green. Continue city-building with new compact, walkable, mixed-use use centers of activity. No corporate campuses with privatized, internal open space; face the street. Human scale (acknowledging Life Science demands buildings as big as blocks with enormous floorplates). Library. A more central police station. Close streets to provide more promenade space. Require affordable art, food, beverage spaces same as affordable housing is required.

- **Increase access to nature and build sustainably**

Become less car-centric (while still providing parking to visitors from north). LEED Platinum on all buildings. District energy generation. Green roofs. Investigate district-wide (instead of project-by-project) energy goals. Recognize the vulnerability of the site in an era of increased flooding. Every park must also store water. No residences or parks near highway. Improve the Mystic River health (the river should be clean enough to swim). Create string of small open spaces. Connect to the enormous regional trail network. Plant for pollinators!

- **Demand safe, comfortable, and interesting streets and paths and increased transit**

Streets should be safe, comfortable and interesting for the pedestrian with shopfronts and awnings. Four-way zebra crosswalk stops. Bike infrastructure for commuting and recreation. Middlesex as a complete street fronted by buildings. Wayfinding signage throughout. Continue to coordinate parking and avoid being overparked. Water taxi. Shuttle connections. Paseo from northern to southern end of the site (like La Rambla in Barcelona). More European feel, narrower streets Possibly a full bike ring around the area. Increase Maintain continuous street walls with lots of windows and doors. There's poor bus access. The MBTA is packed during peak (trains full as they come in from Medford). Orange Line frequency.

- **Grow revenue-generating uses for Somerville**

Grow the commercial tax base which keeps property taxes manageable. Continue to attract offices, labs, and commercial (don't just build residential). Assembly is emerging as a life-science center with labs and offices (but must compete with established centers like Kendall Square). Help it compete. Use placemaking. Build just enough residential uses to ensure the eighteen-hour street activity. Assembly isn't a "sacrifice zone"; must still be quality place. Continue the "good" relationship with developers (but more neutral development review before hard votes would help). Riverfront makes it unique.

- **Connect physically and socially to Somerville and cultivate the Assembly community**

Increase ownership opportunities. Homeowners take the long view; they advocate, they steward. Build housing to accommodate families with multiple bedrooms. Renters matter too! Spaces for NGOs and non-profits. Social infrastructure (business improvement districts, main street associations, neighborhood and homeowner associations). Brand the area more broadly (not just FRIT's property). Work on artistic, chic, and authentic. More ART. Work on homegrown retail. Enable uniqueness. Focus on building form. Build a real neighborhood, with spaces to build human connections.

**BUILD GREAT NEW PLACES
(THAT ARE COMPATIBLE &
RESPECTFUL OF CONTEXT)**

**INCREASE ACCESS TO NATURE
AND BUILD SUSTAINABLY**

What can make the Assembly Square Neighborhood even better?

(Choose your top two)

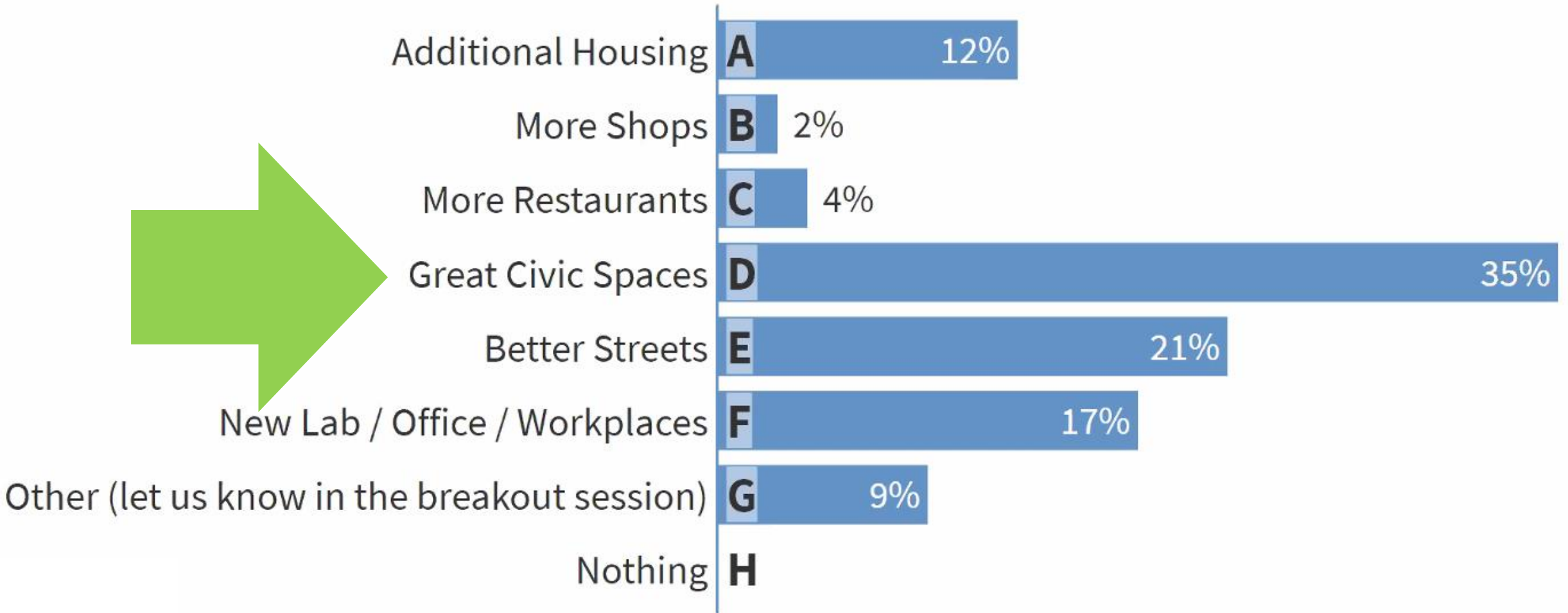
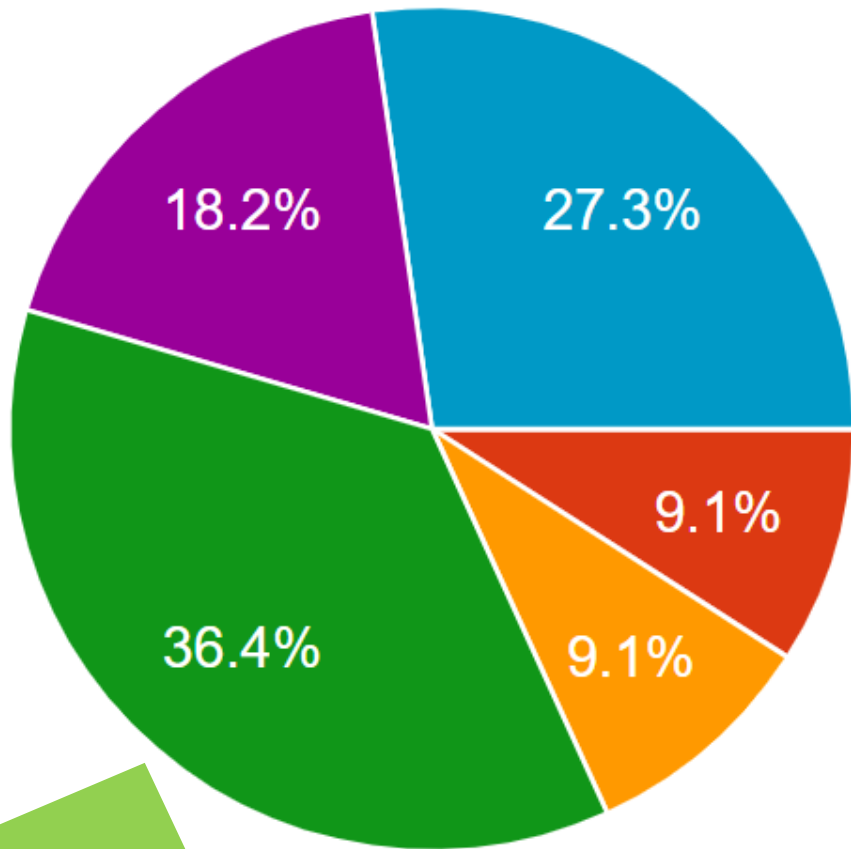



















TABLE DISCUSSIONS - BIG IDEA 2



- Neighborhood Activity
- Neighborhood Living
- Employment / Workplaces
- Civic Space and Streets
- Transportation / Access
- Sustainability & Resiliency
- Codes & Standards
- Safety & Security
- Other

SYNTHESIS MAP


 Add layer  Share  Preview

-  Playground
-  Open space
-  Open to more green space?
-  Draw Seven Park
-  Underutilized Open Space
-  Point 5
-  Dog Park needed
-  open space
-  Point 6
-  Future of Draw Seven Park
-  Programming
-  Programming
-  In residential areas have smal...
-  Ped Only?

☒ Environment and Air Quality


 Individual styles


 Pollution

 Air Quality

☒ Buildings and Uses

 Individual styles

 Building massing

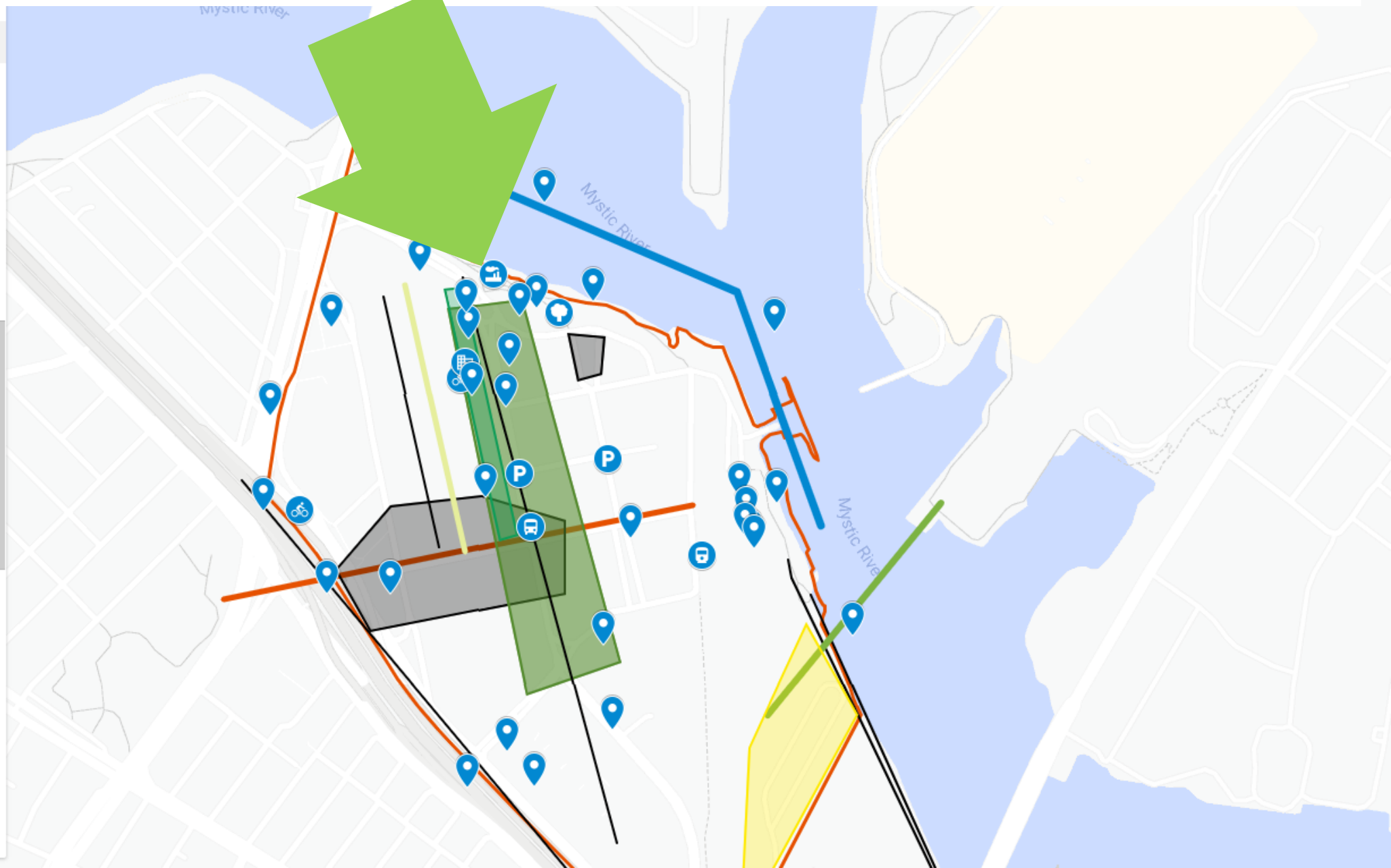
 Tall buildings

 Point 7

 Potential views Downtown, bl...

 Site Termination

 Keep Density High



**“TO FORM COMMUNITY PEOPLE NEED PLACES AND
OPPORTUNITIES TO MEET AND COME TO KNOW EACH
OTHER.**

**“THIS IS ONE OF THE LESS OBVIOUS REASONS WHY I AM
SO KEEN ON LA RAMBLA IN ASSEMBLY SQUARE.”**

**WILLIAM SHELTON
THE SOMERVILLE TIMES**



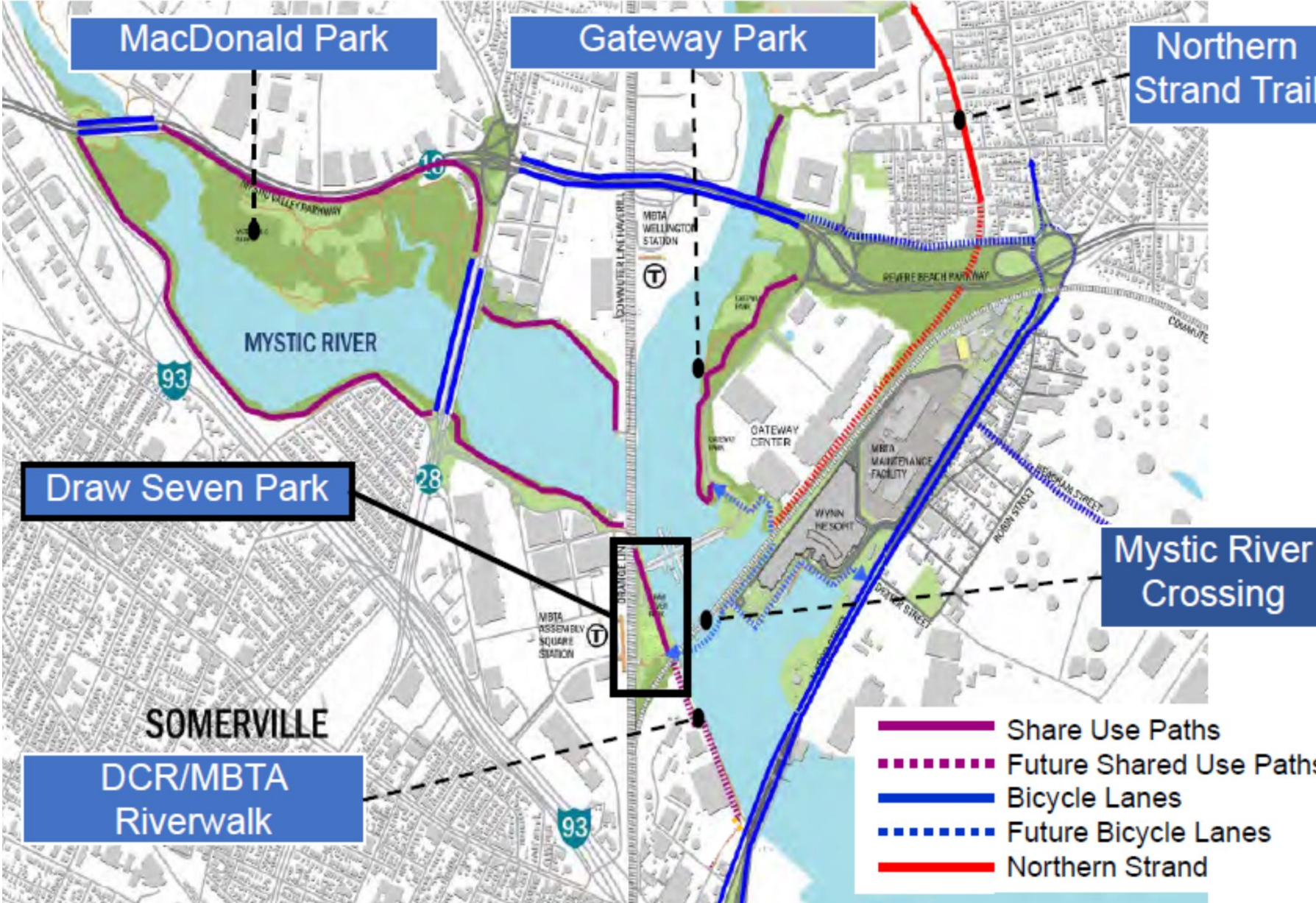
Viewed from the Mediterranean's edge, La Rambla continues out of sight to the city's center.

RIVERFRONT TRAIL



DRAW 7 PARK

LOCATION AND SURROUNDING BIKE/PED FACILITIES





PREFERRED SCHEMATIC DESIGN



ONE word that comes to mind about the Assembly Square Neighborhood NOW



ONE word that comes to mind about the Assembly Square Neighborhood IN THE FUTURE

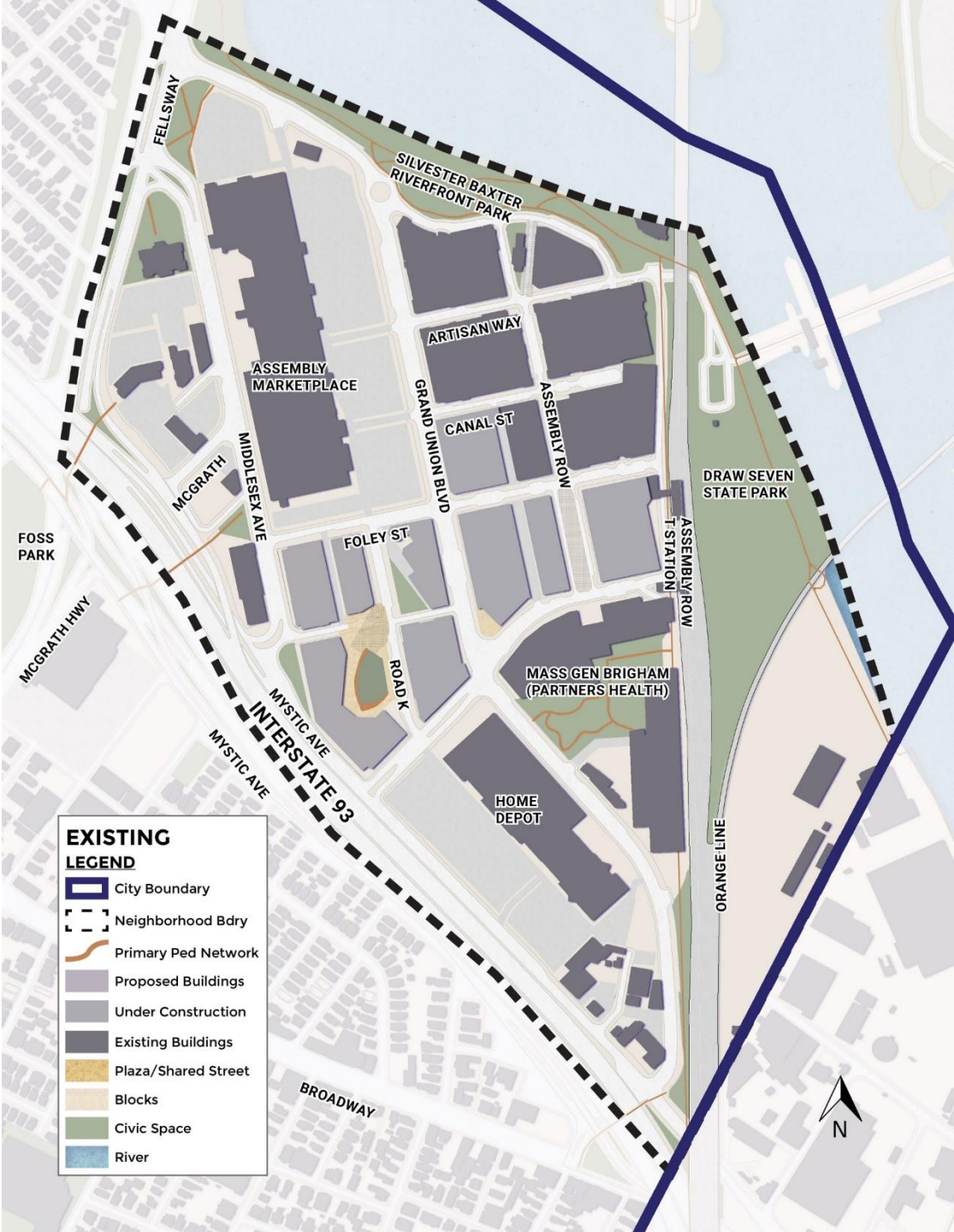


ONE WORD THAT COMES TO MIND
IN THE FUTURE (YOU'D LIKE TO SEE)

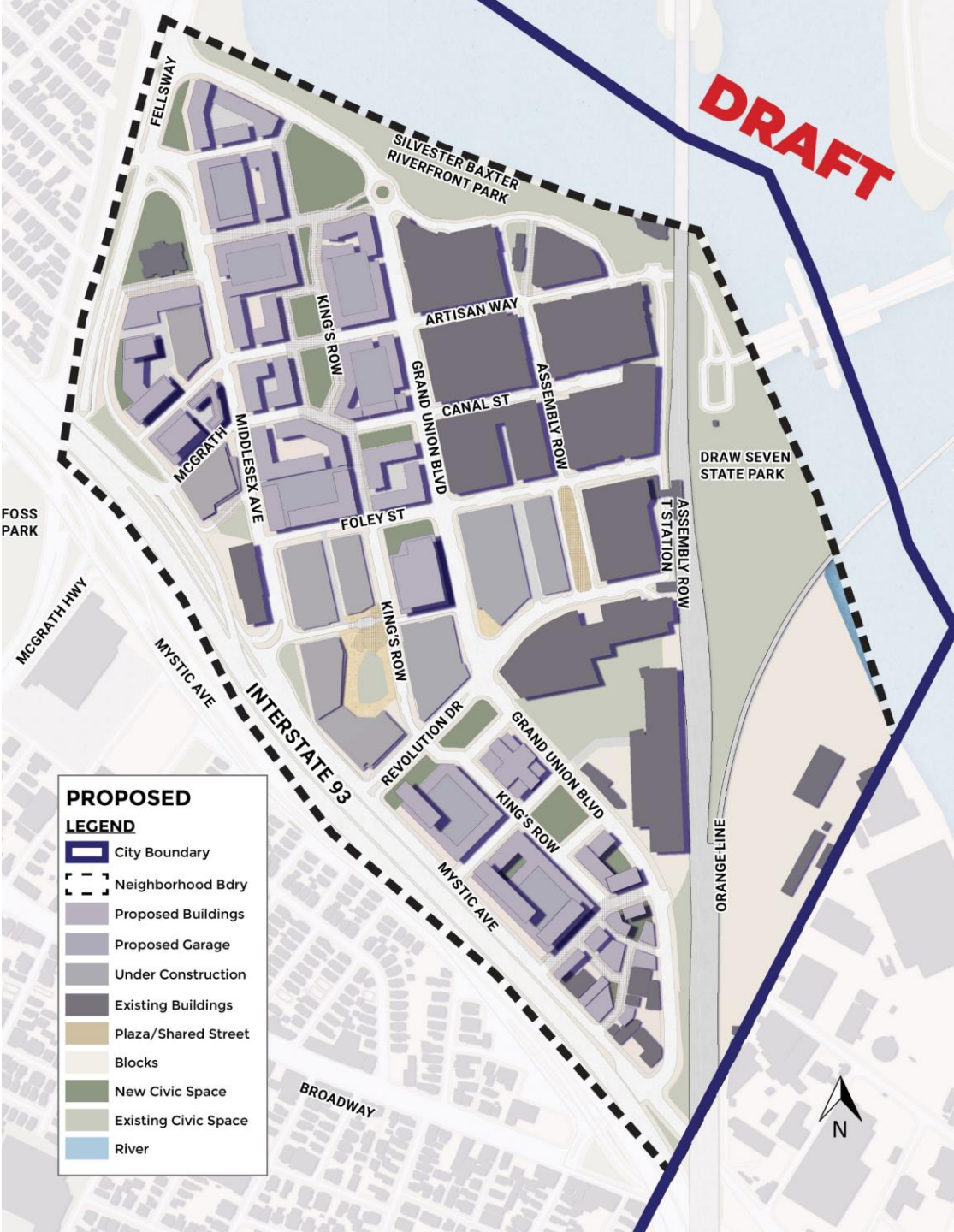


THE ILLUSTRATIVE PLAN

EXISTING

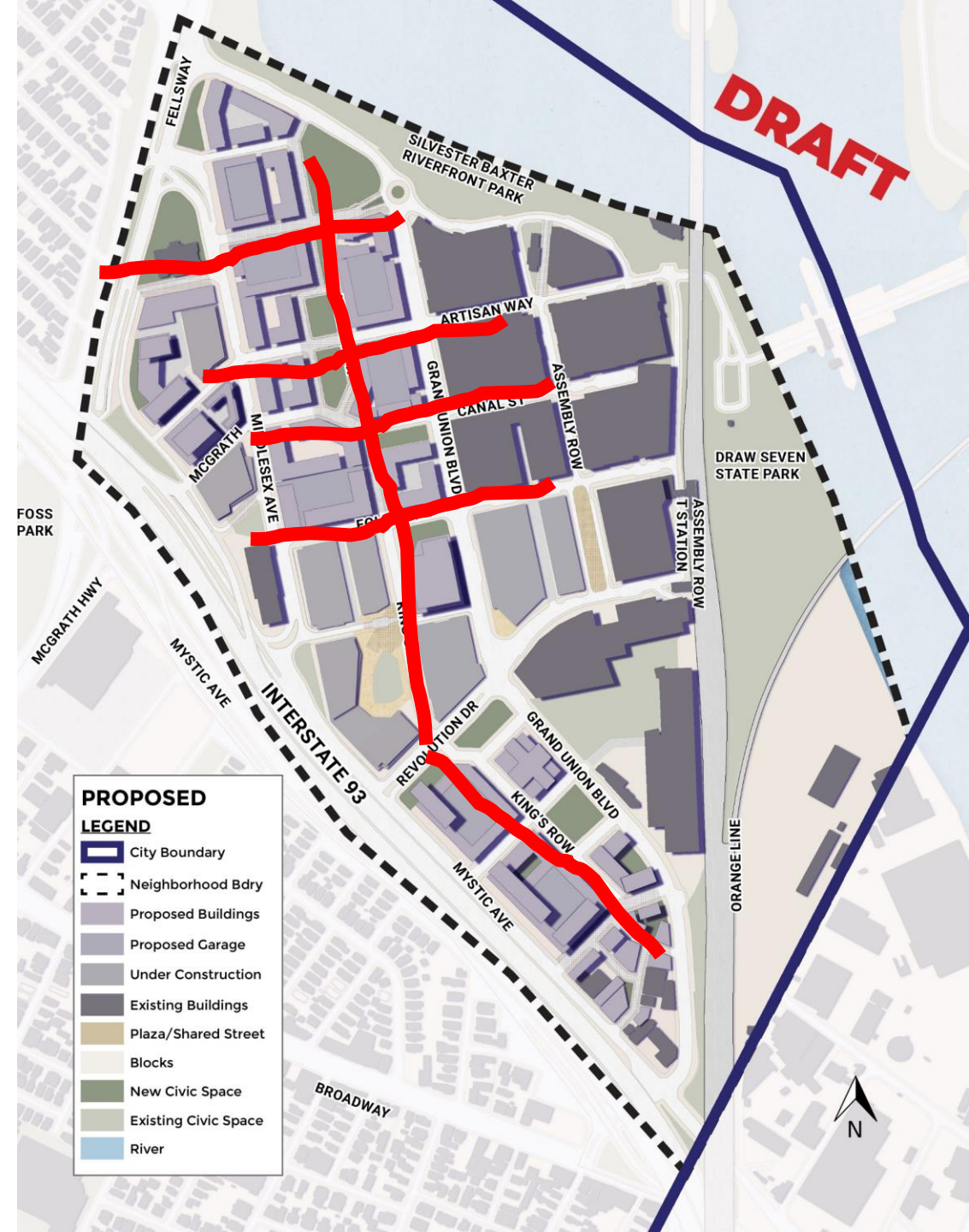


PROPOSED

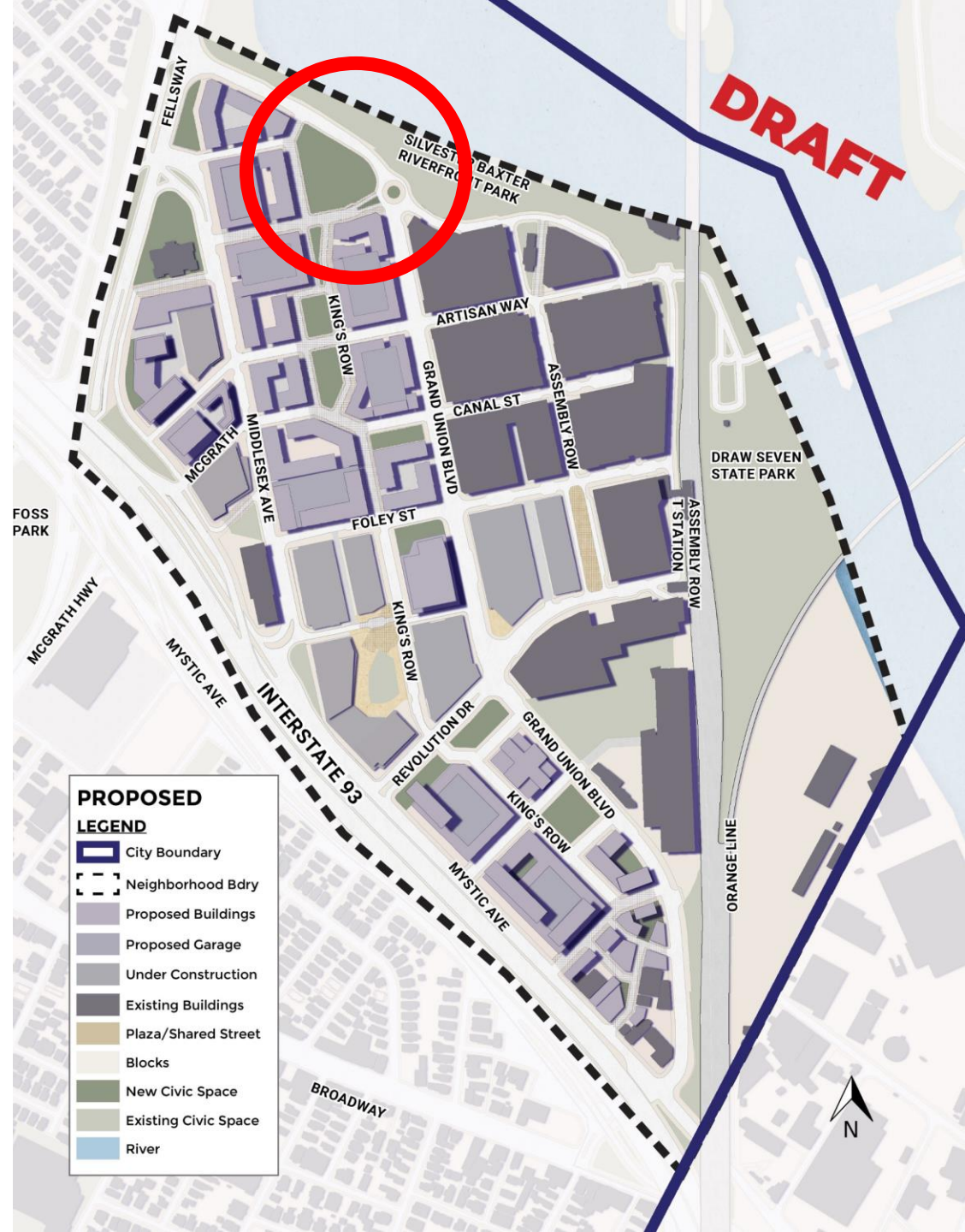
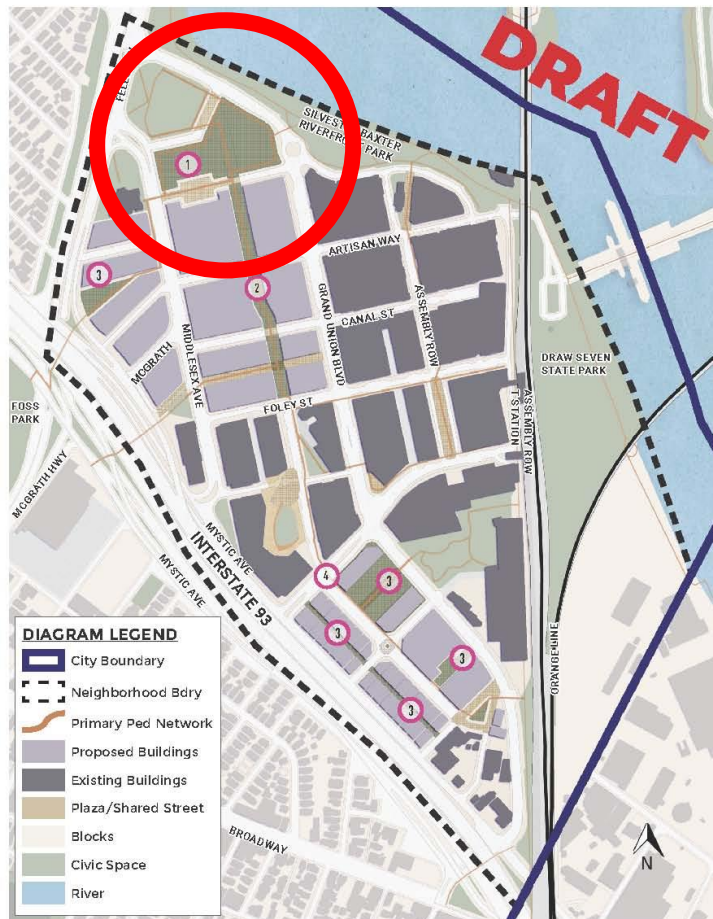




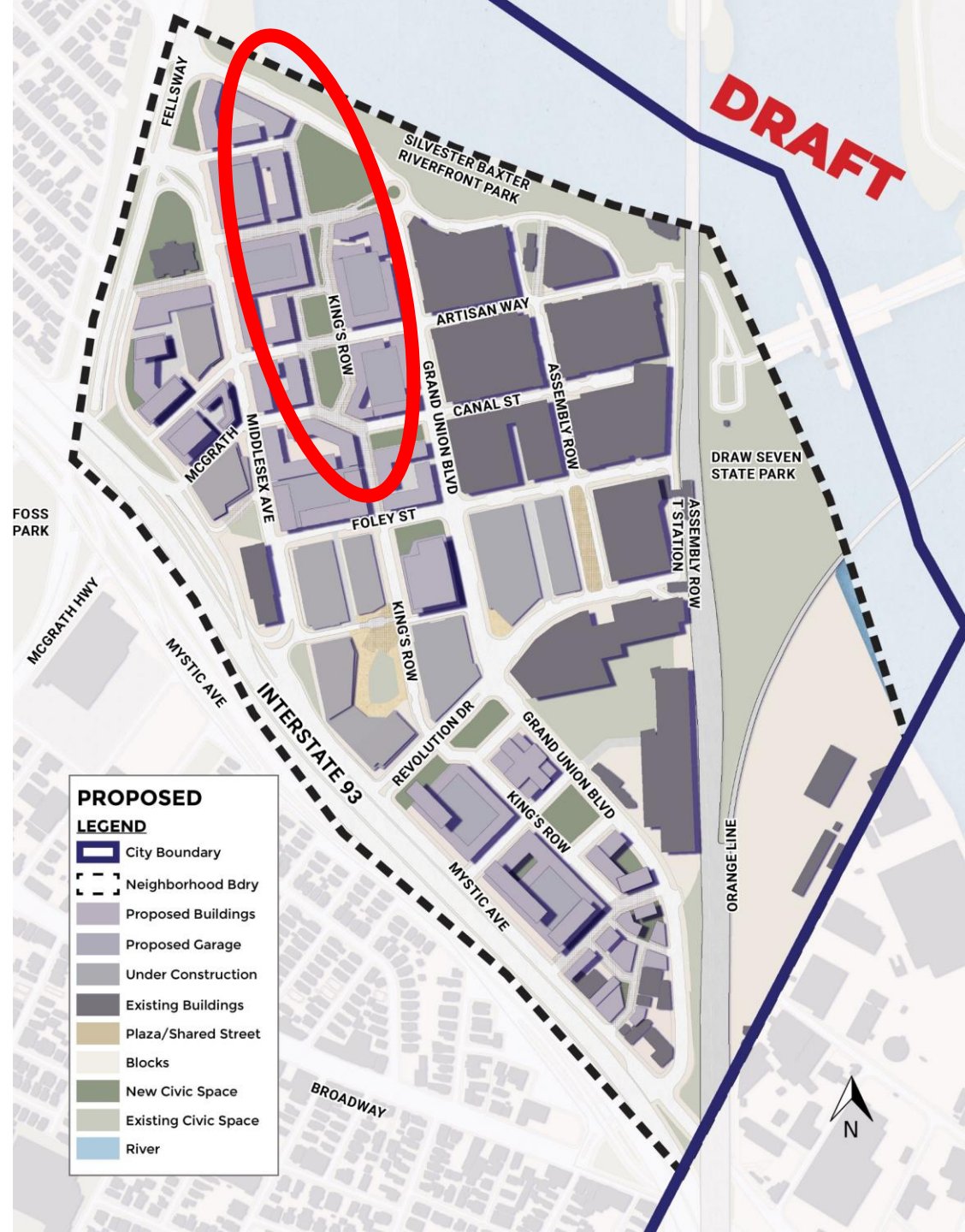
THE GRID



ASSEMBLY GREEN

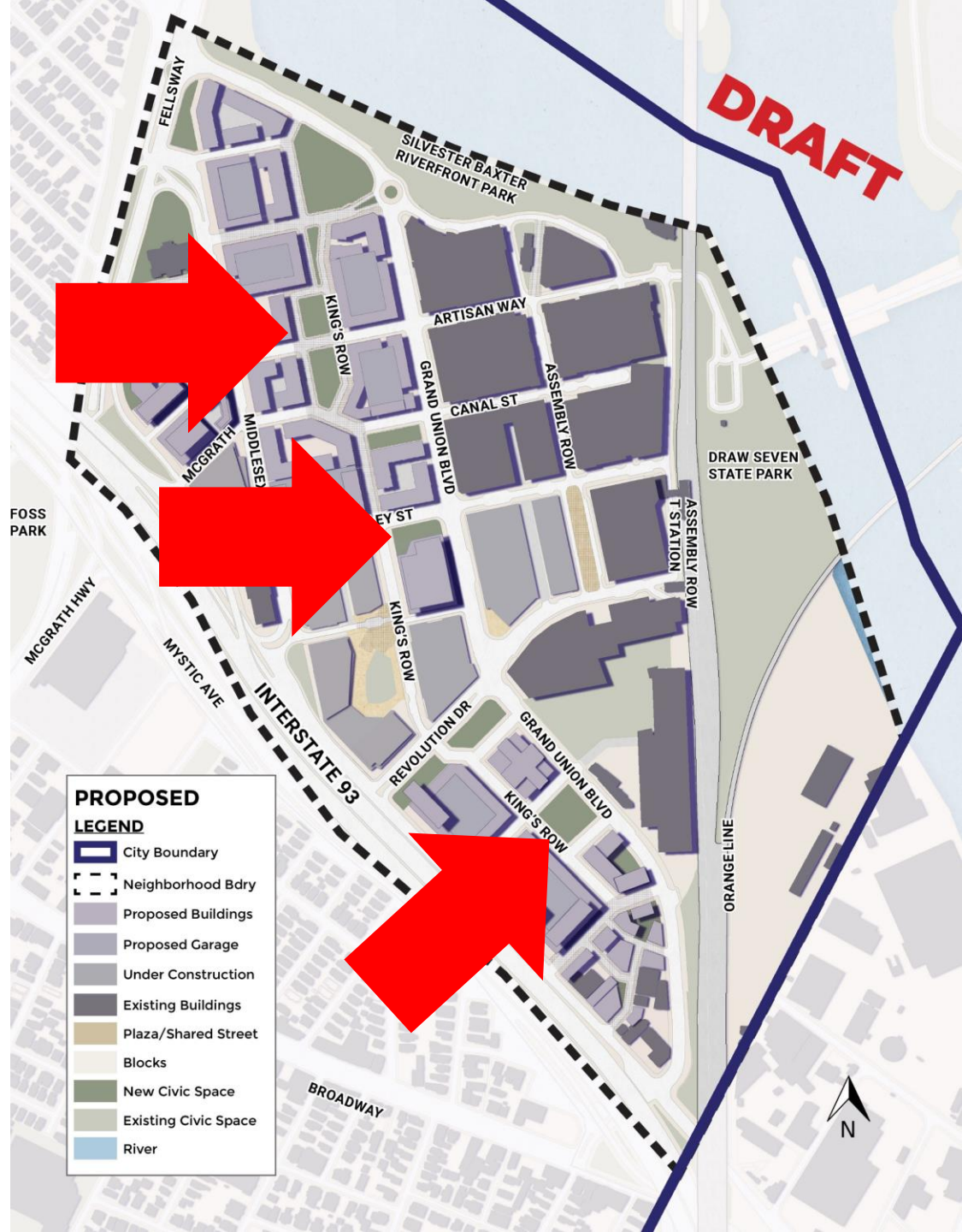
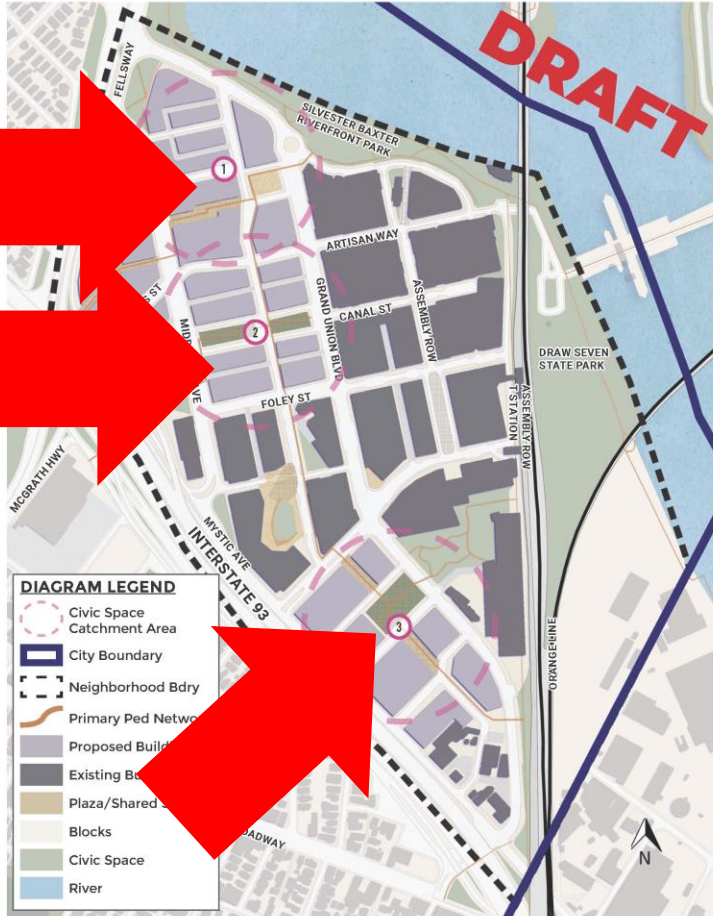


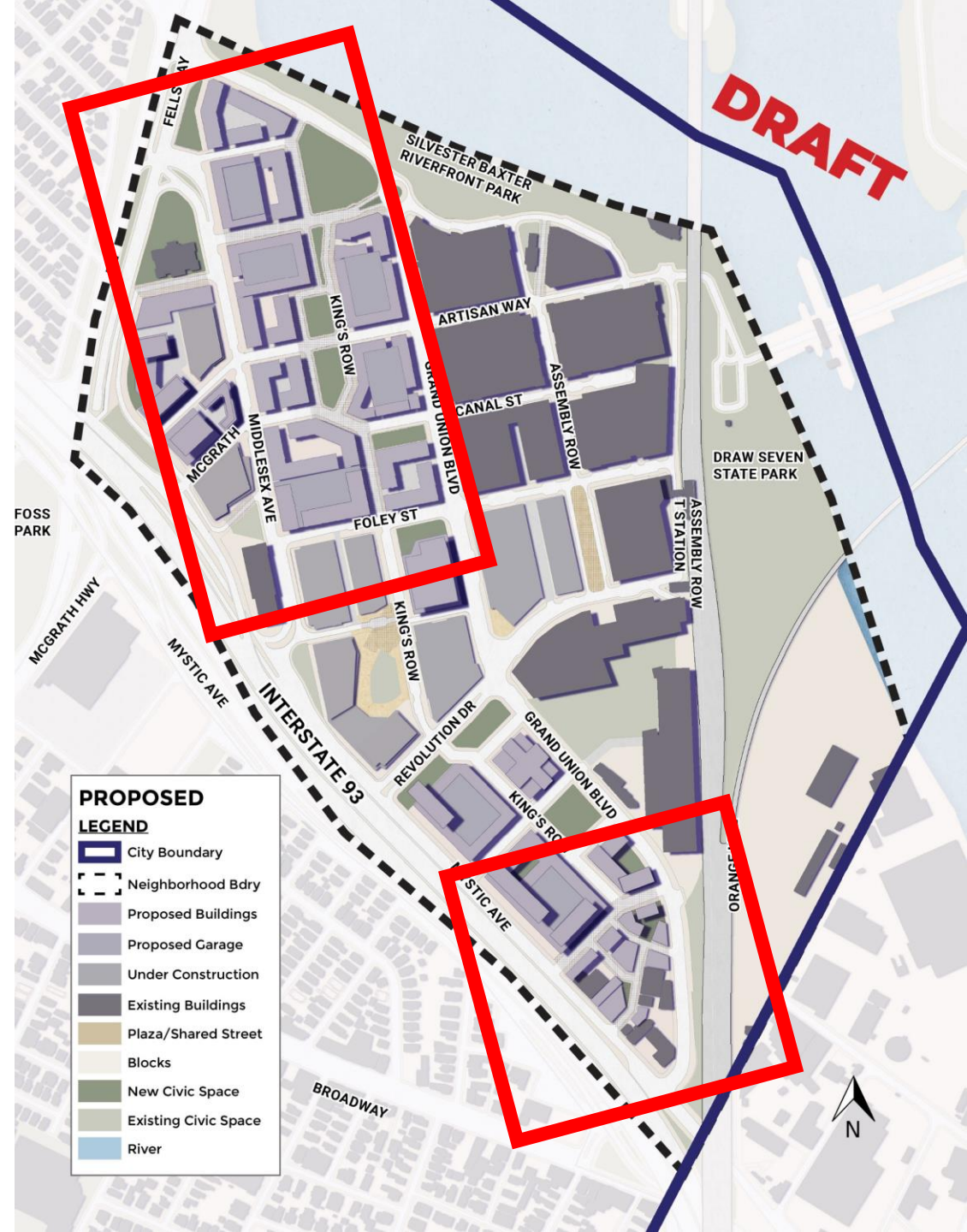
CENTRAL GREEN





THE TRIO





PROPOSED





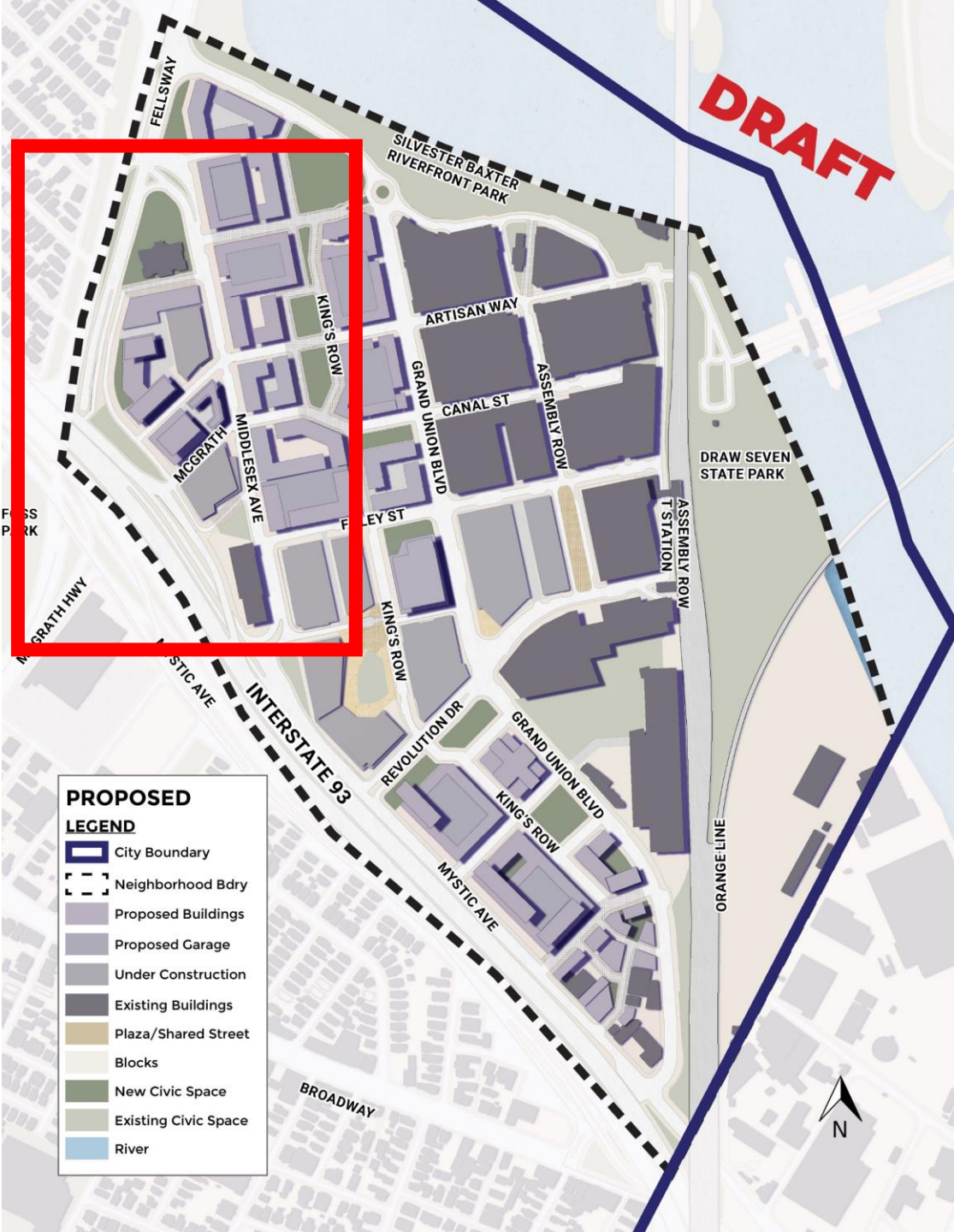
PROPOSED







PROPOSED

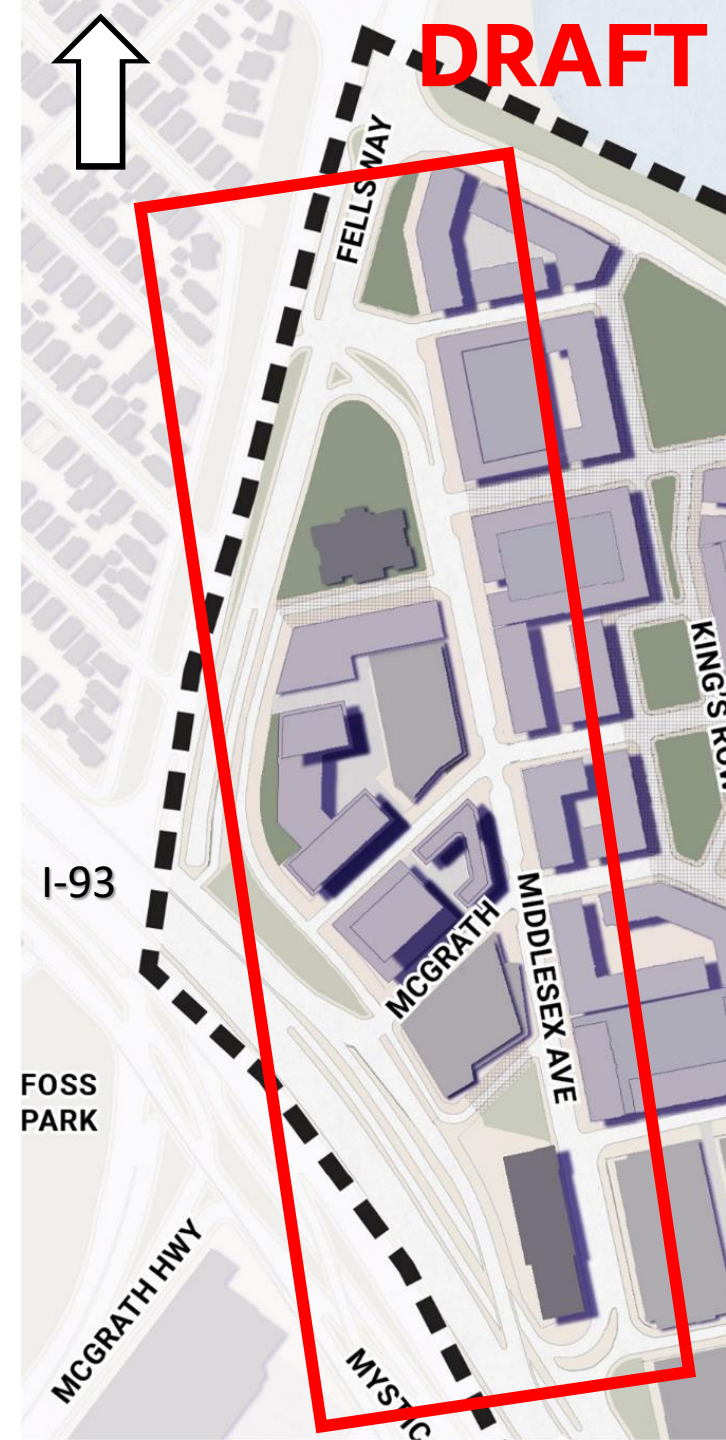


MIDDLESEX AVE

Proposed

“Assembling the Future”

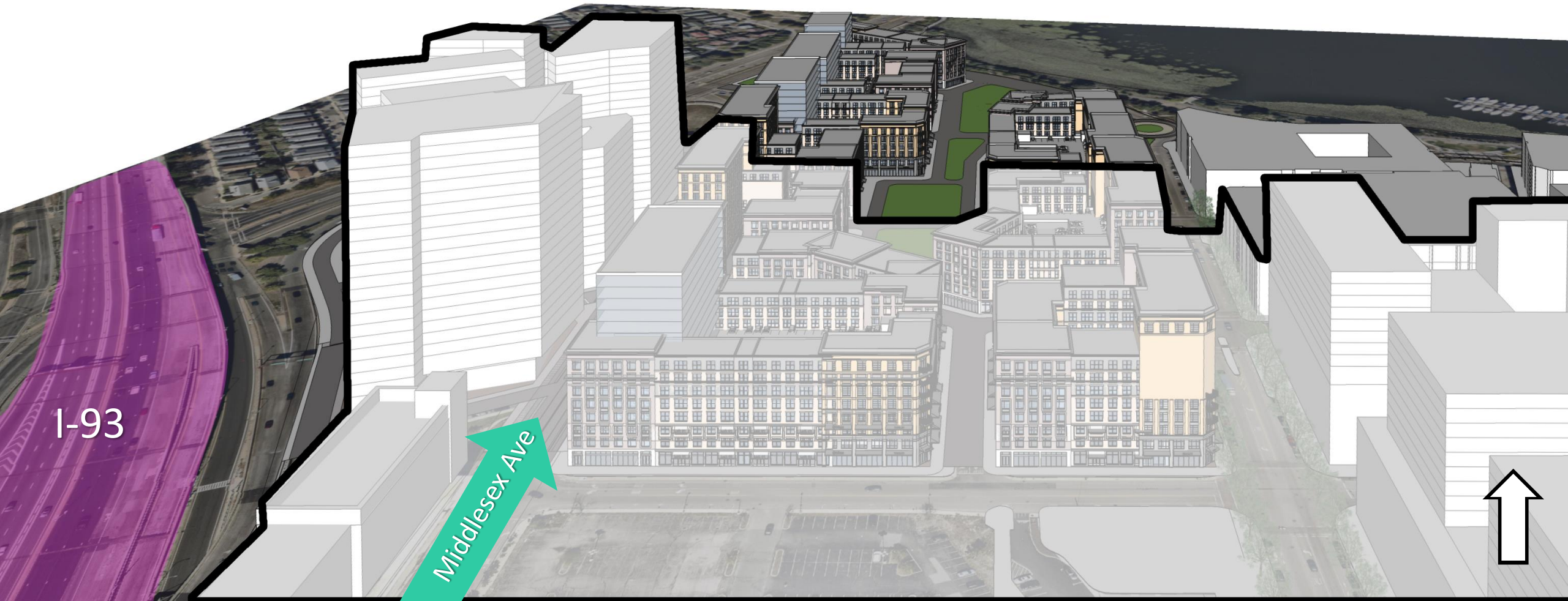
Research, Lab & Office
Closest to I-93



MIDDLESEX AVE

Taller Near the Highway

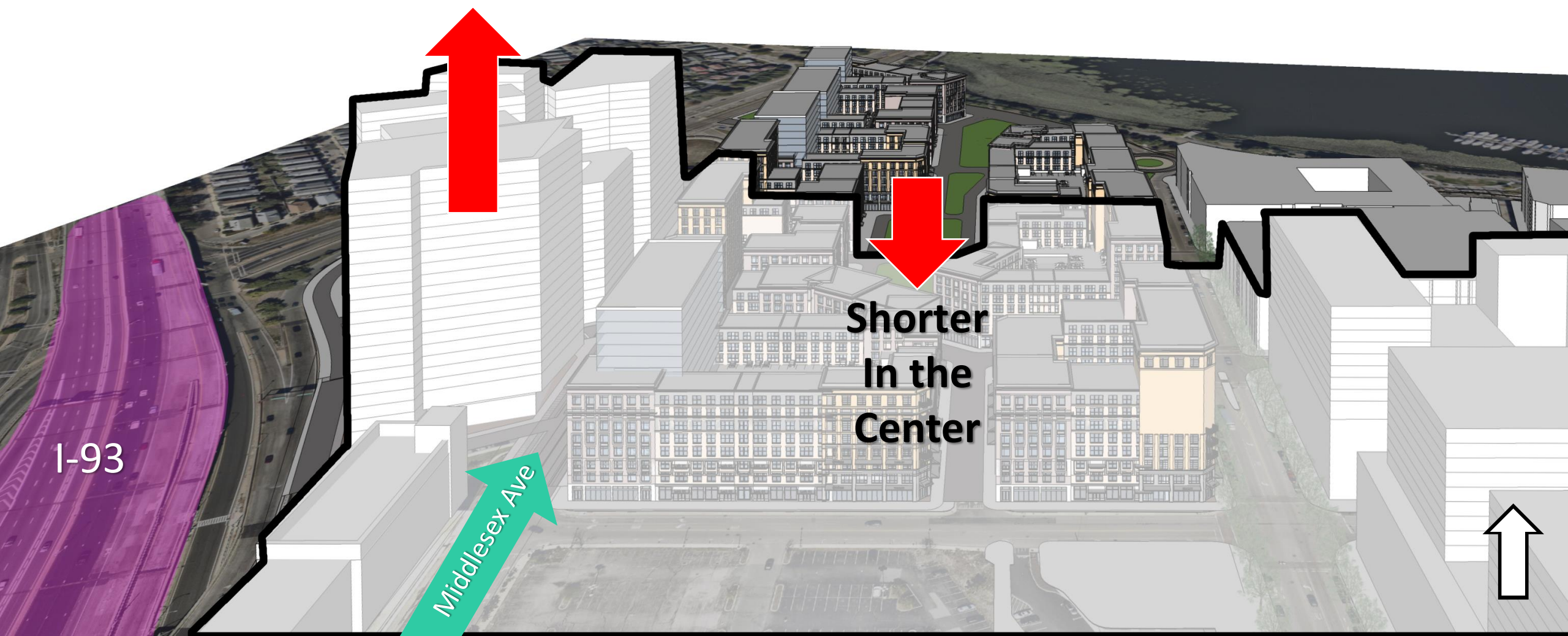
DRAFT



MIDDLESEX AVE

Taller Near the Highway

Taller Next to I-93



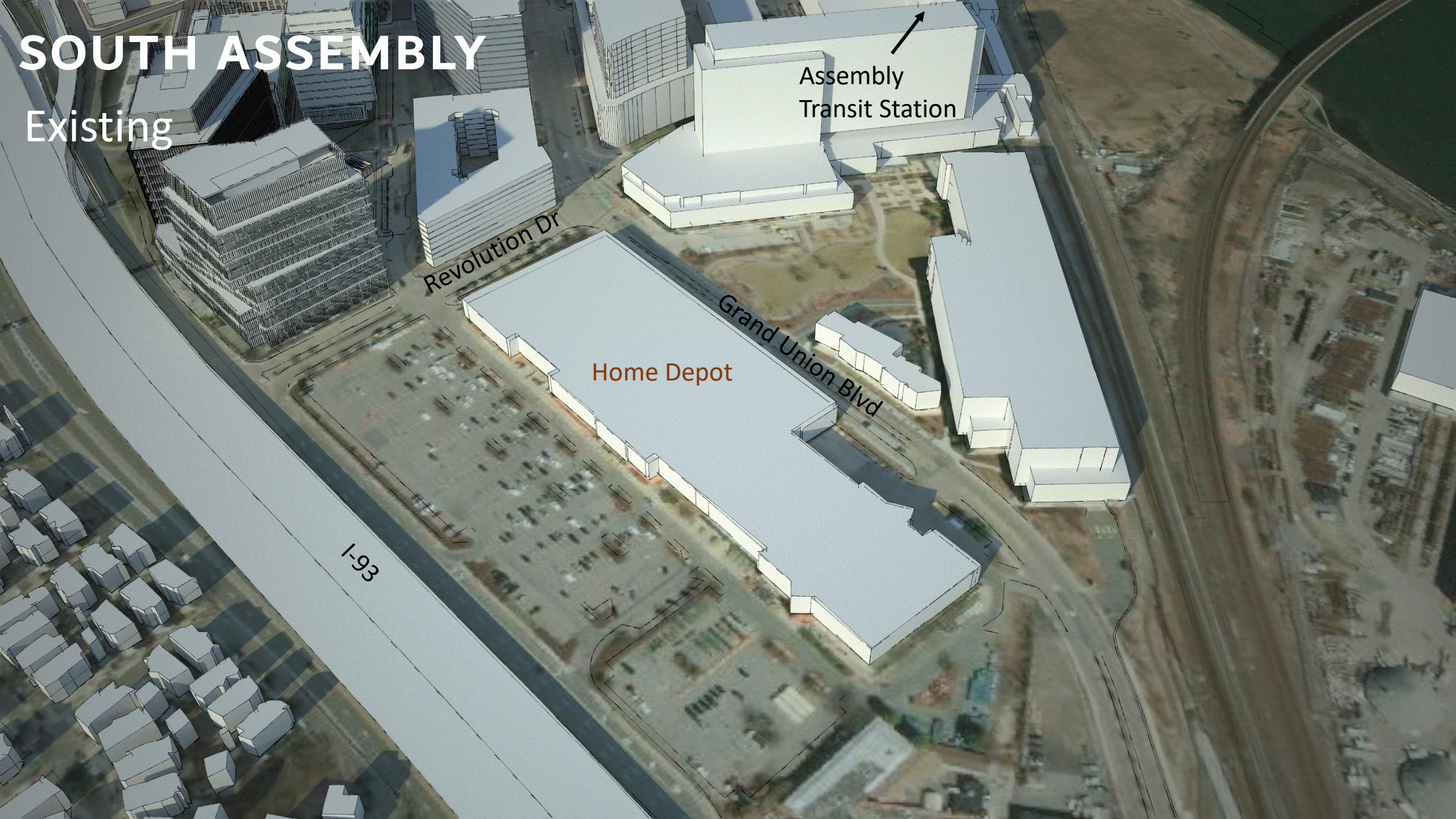
I-93

Shorter
In the
Center

Middlesex Ave

PROPOSED





SOUTH ASSEMBLY

Existing

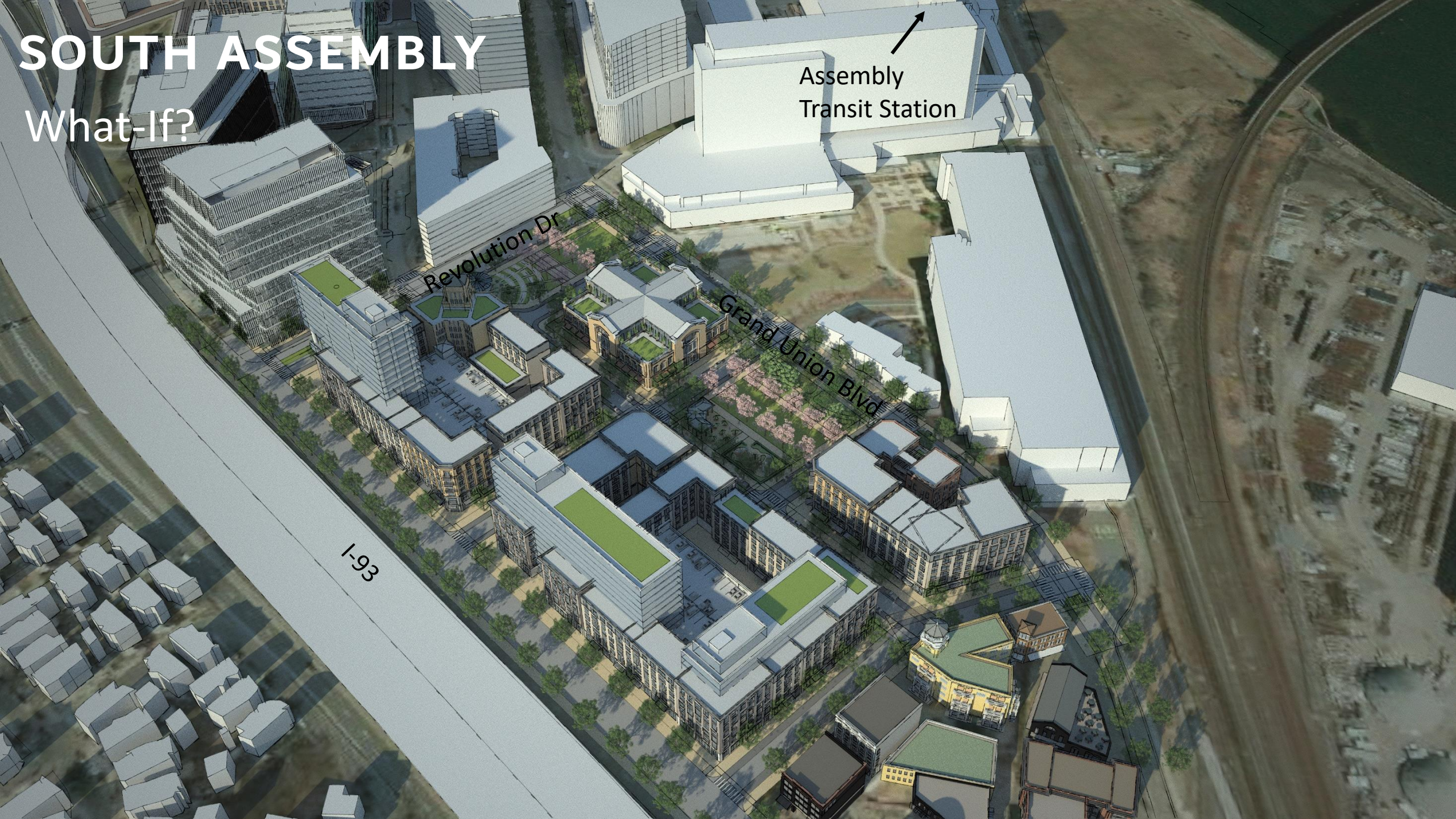
Assembly
Transit Station

Revolution Dr

Home Depot

Grand Union Blvd

I-93



SOUTH ASSEMBLY

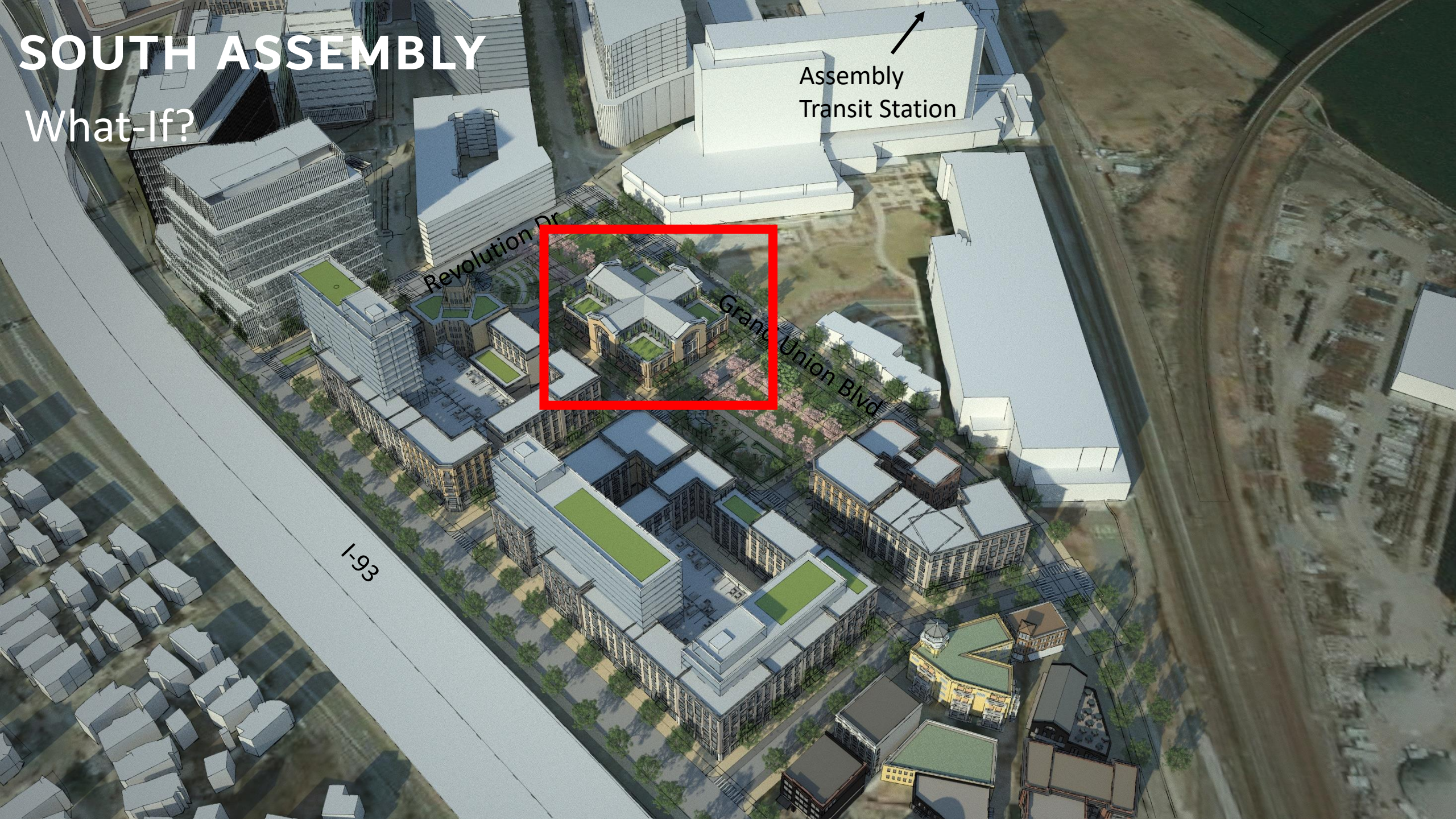
What-If?

Assembly
Transit Station

Revolution Dr

Grand Union Blvd

I-93



SOUTH ASSEMBLY

What-If?

Assembly
Transit Station

Revolution Dr

Grand Union Blvd

I-93



SOUTH ASSEMBLY

What-If?



SOUTH ASSEMBLY

What-If?

Grand Union Blvd

Revolution Dr

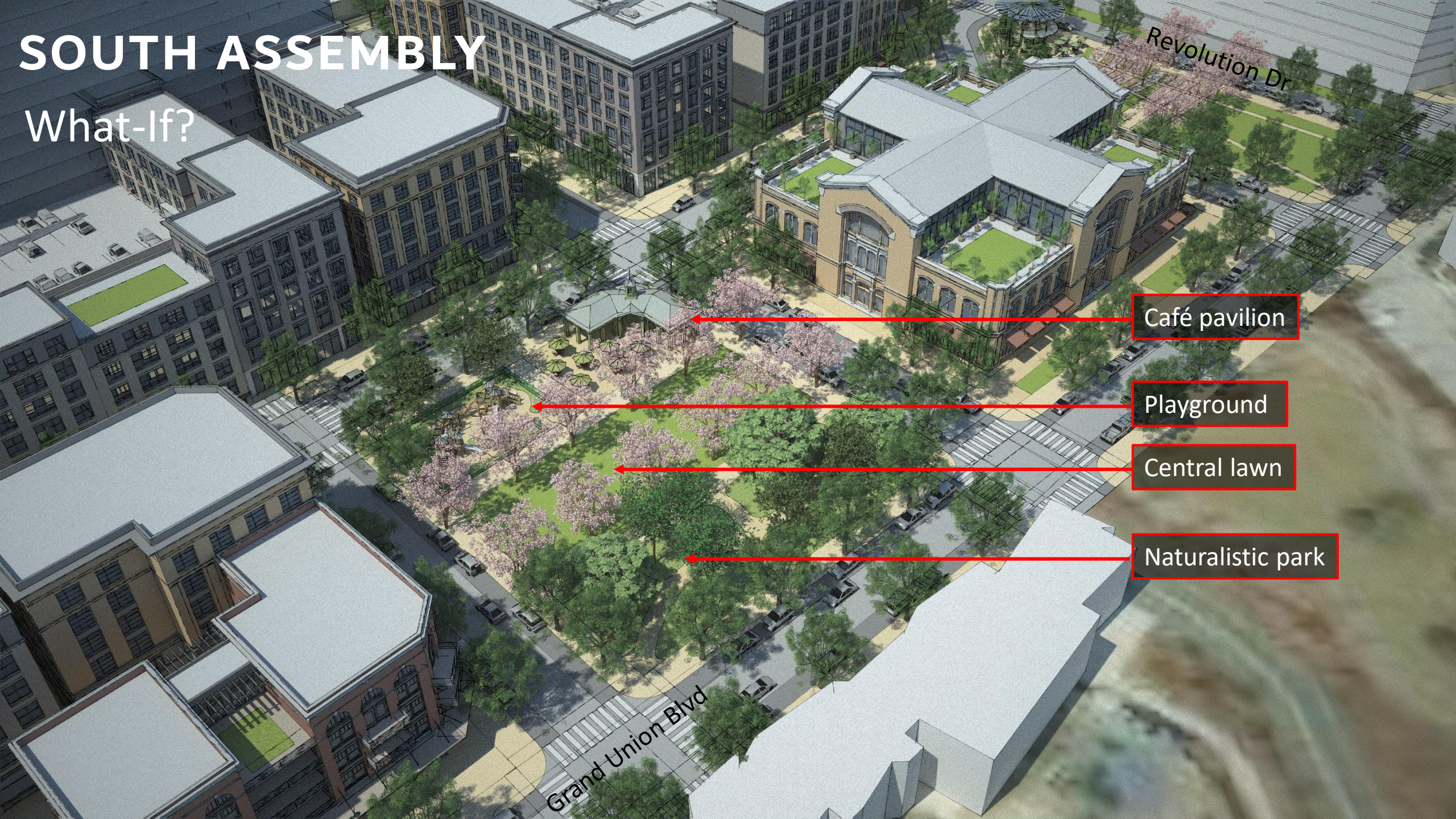


SOUTH ASSEMBLY

What-If?

Revolution Dr

Grand Union Blvd



SOUTH ASSEMBLY

What-If?

Café pavilion

Playground

Central lawn

Naturalistic park

Grand Union Blvd

Revolution Dr

SOUTH ASSEMBLY

What-If?





SOUTH ASSEMBLY

What-If?

I-93

Grand Union Blvd

Revolution Dr



SOUTH ASSEMBLY

What-If?

I-93

Grand Union Blvd

Revolution Dr



SOUTH ASSEMBLY

What-If?

I-93

Grand Union Blvd

Revolution Dr



SOUTH ASSEMBLY

What-If?

I-93

Grand Union Blvd

Revolution Dr



SOUTH ASSEMBLY

What-If?

I-93

Grand Union Blvd

Revolution Dr



SOUTH ASSEMBLY

What-If?

I-93

Grand Union Blvd

Revolution Dr



SOUTH ASSEMBLY

What-If?

I-93

Grand Union Blvd

Revolution Dr



BOW MARKET, SOMERVILLE





PROPOSED



THE BARROW NOW



THE BARROW FUTURE



THE BARROW FUTURE



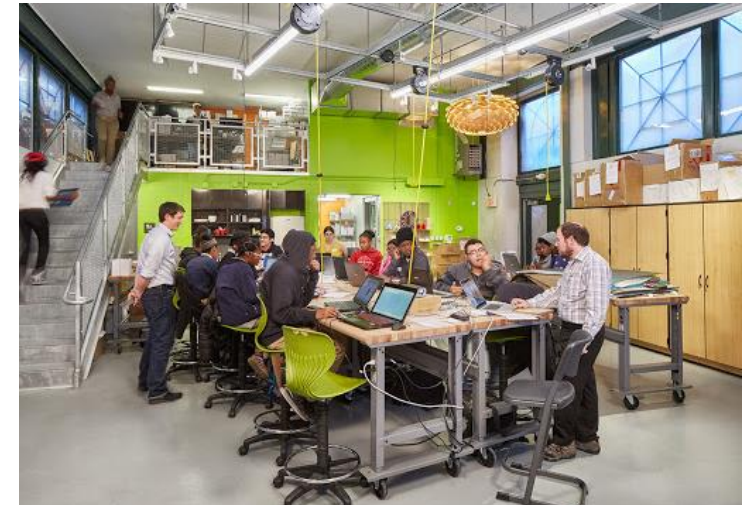
THE BARROW - A VIBRANT MICRO-DISTRICT



Small museums



Local restaurants



Maker space



Arts and Crafts



Boutique hotel

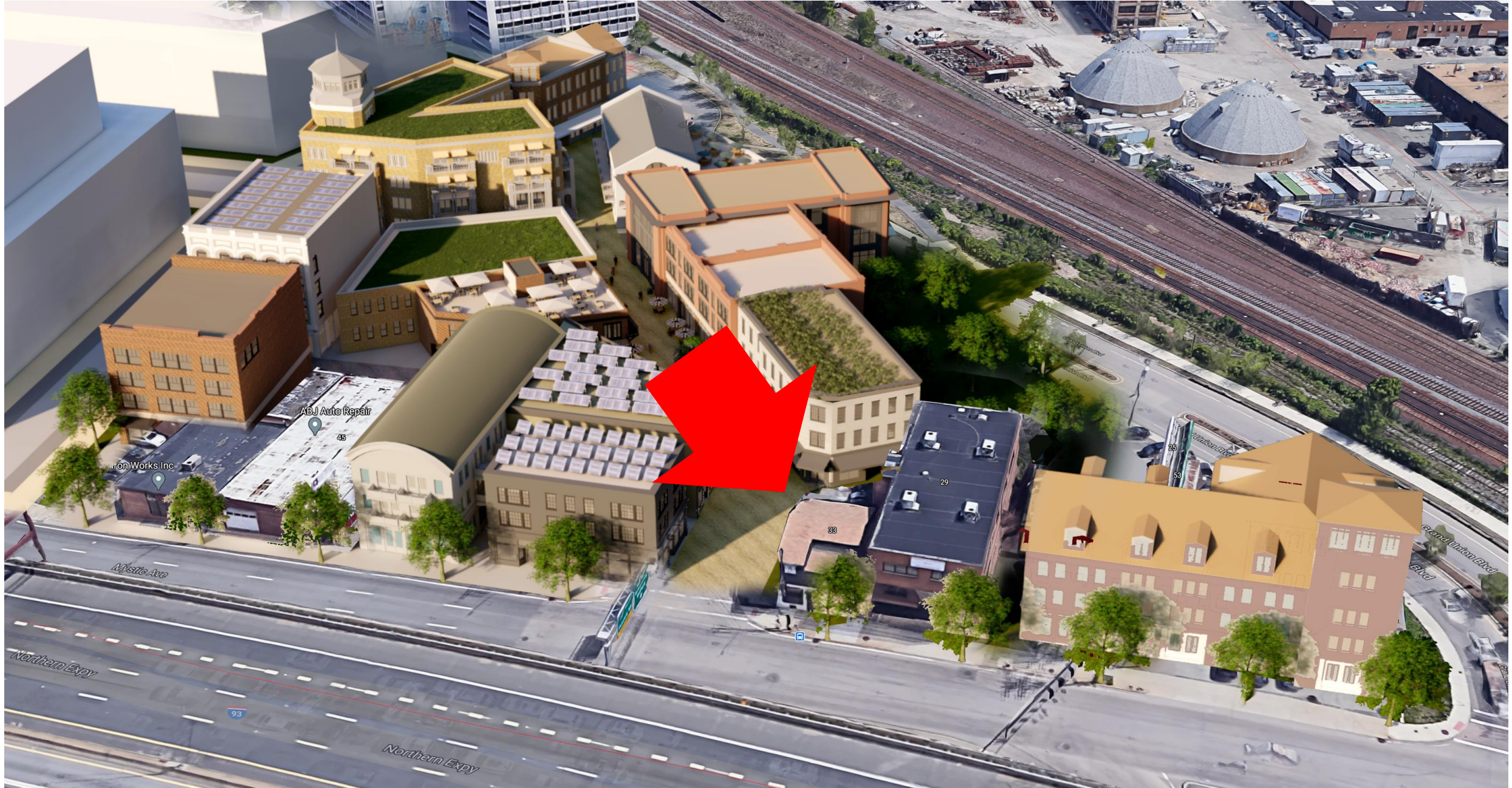


Art installation

THE BARROW



THE BARROW FUTURE

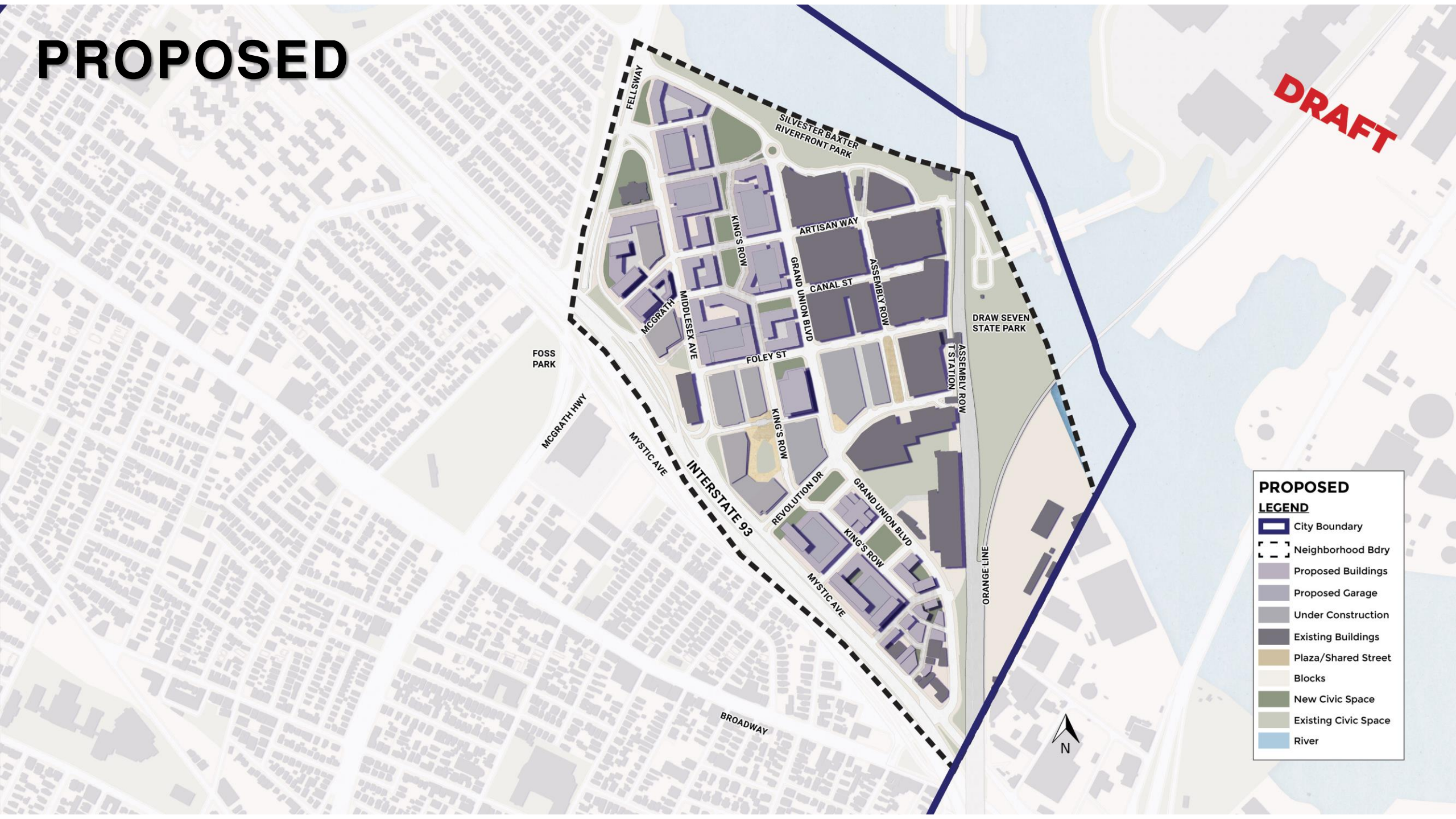






PROPOSED

DRAFT



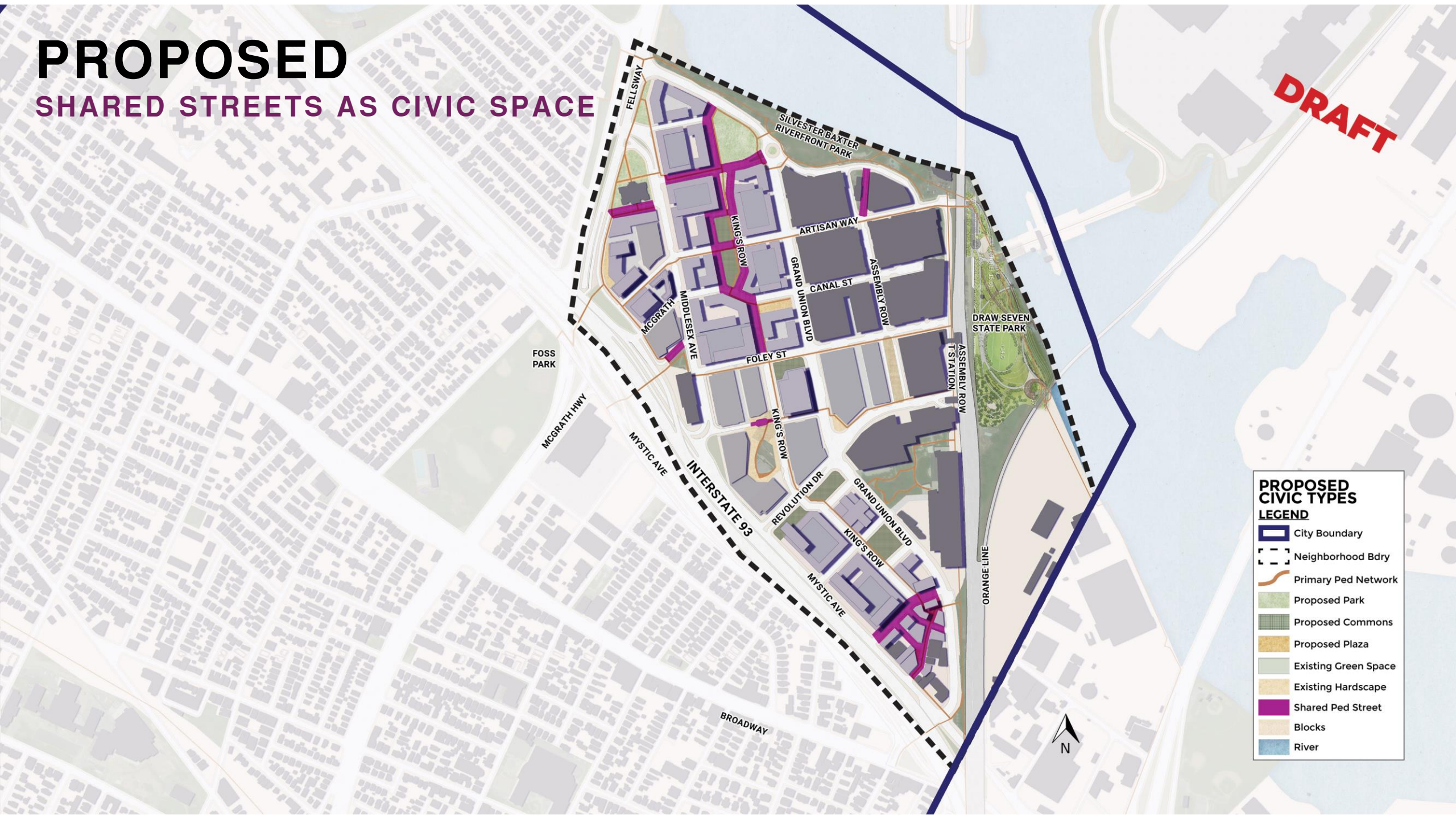
PROPOSED
LEGEND

- City Boundary
- Neighborhood Bdry
- Proposed Buildings
- Proposed Garage
- Under Construction
- Existing Buildings
- Plaza/Shared Street
- Blocks
- New Civic Space
- Existing Civic Space
- River

PROPOSED

SHARED STREETS AS CIVIC SPACE

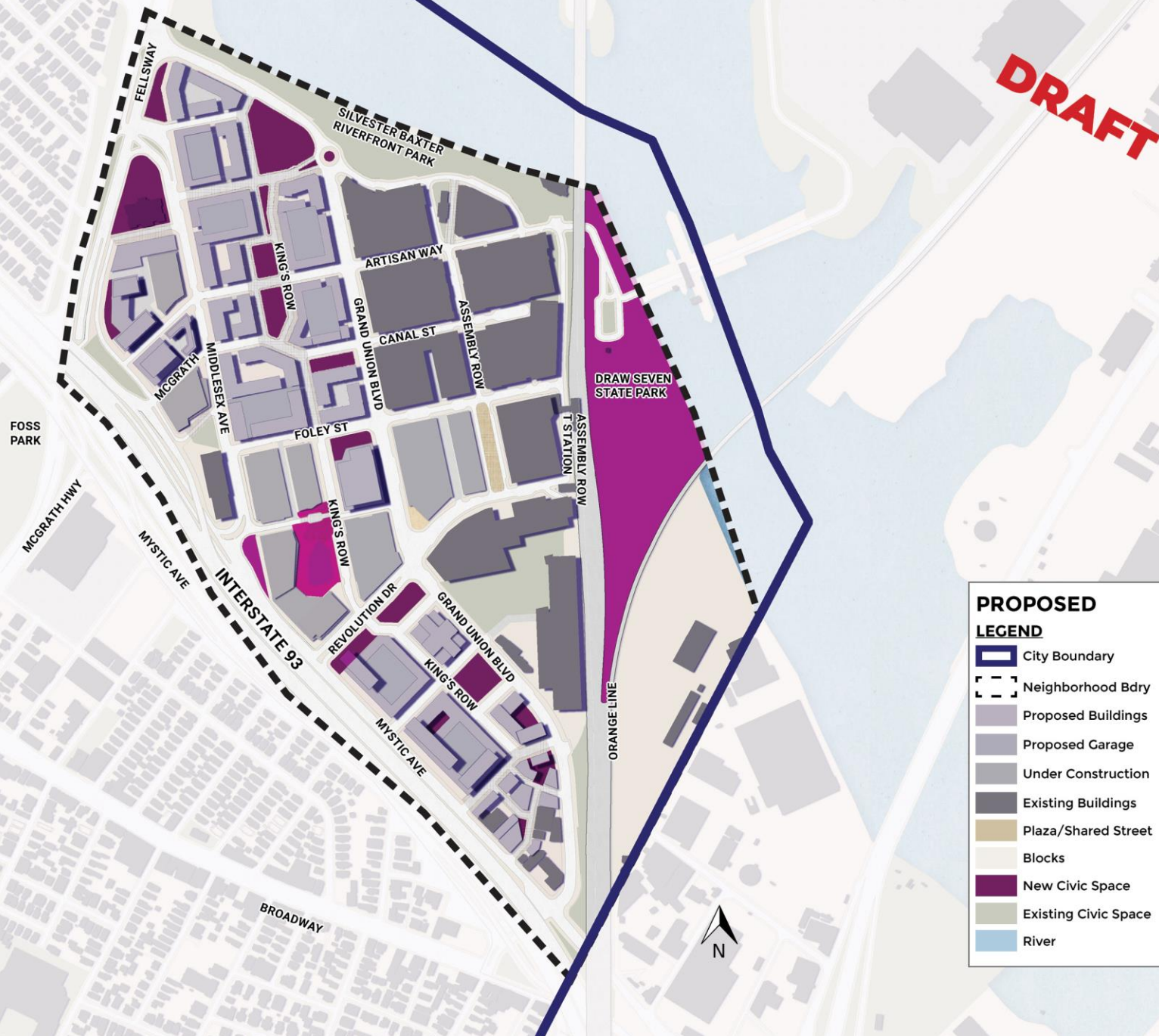
DRAFT



PROPOSED CIVIC SPACE

- ADDING NEW VARIETY OF CIVIC SPACES
- IMPROVE EXISTING SPACES TO BE BETTER UTILIZED

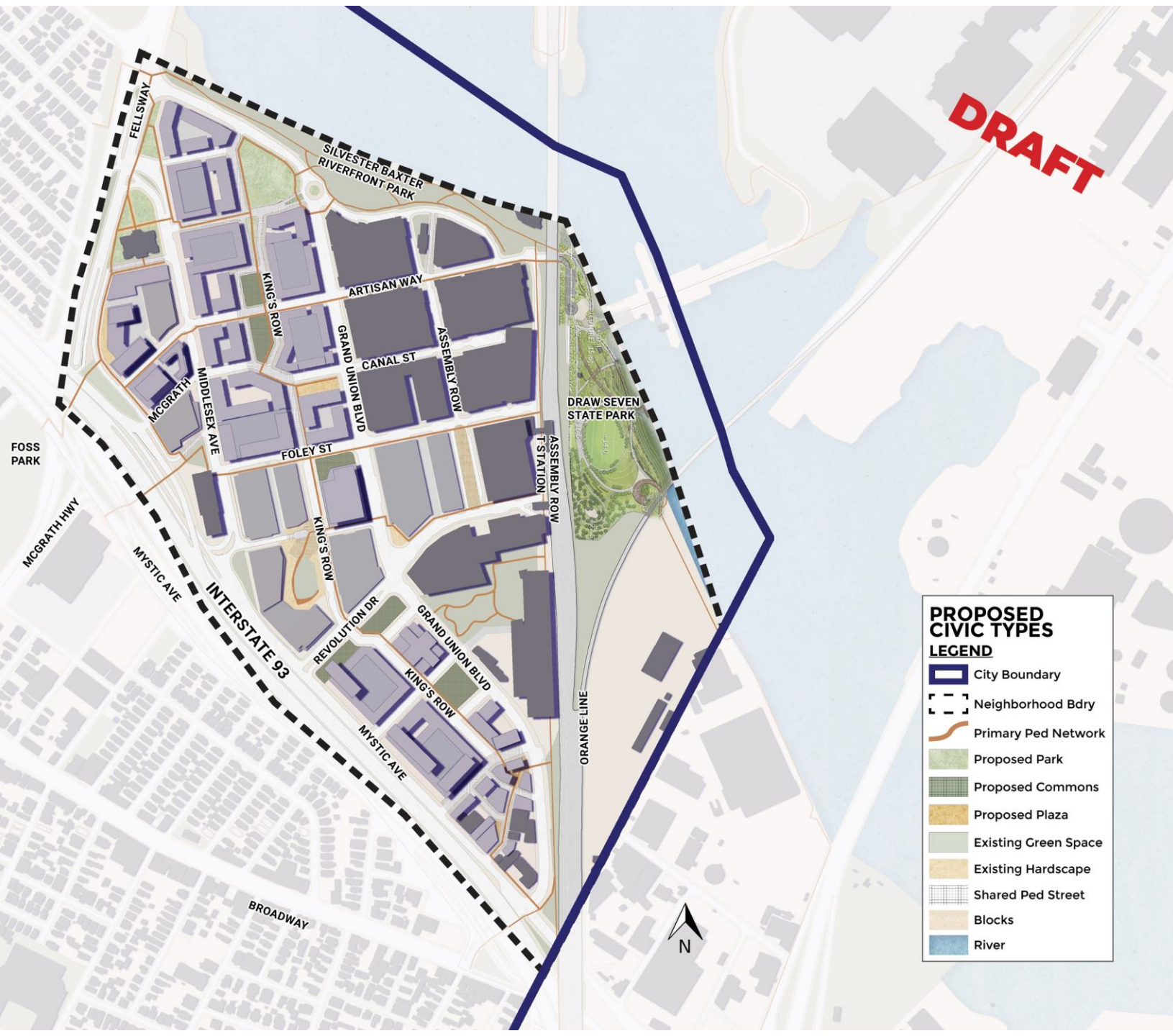
DRAFT



PROPOSED

CIVIC SPACE TYPES

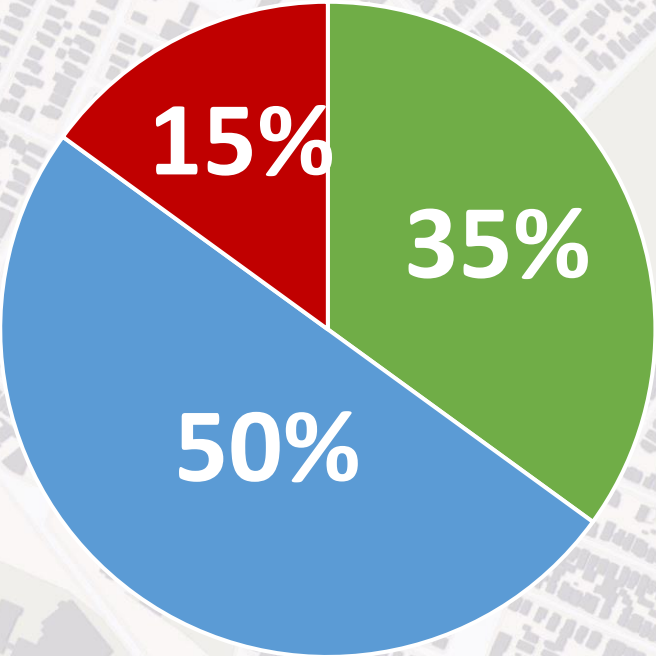
- **PARKS - MOSTLY GREEN**
 - REGIONAL PARK
 - COMMUNITY PARK
 - NEIGHBORHOOD PARK
 - POCKET PARK
- **COMMONS - ACTIVE MIX OF GREEN/HARDSCAPE**
 - PUBLIC COMMON
 - PUBLIC SQUARE
 - GREEN
- **PLAZAS - HARDSCAPE**
 - CENTRAL PLAZA
 - BLOCK PLAZA
 - POCKET PLAZA



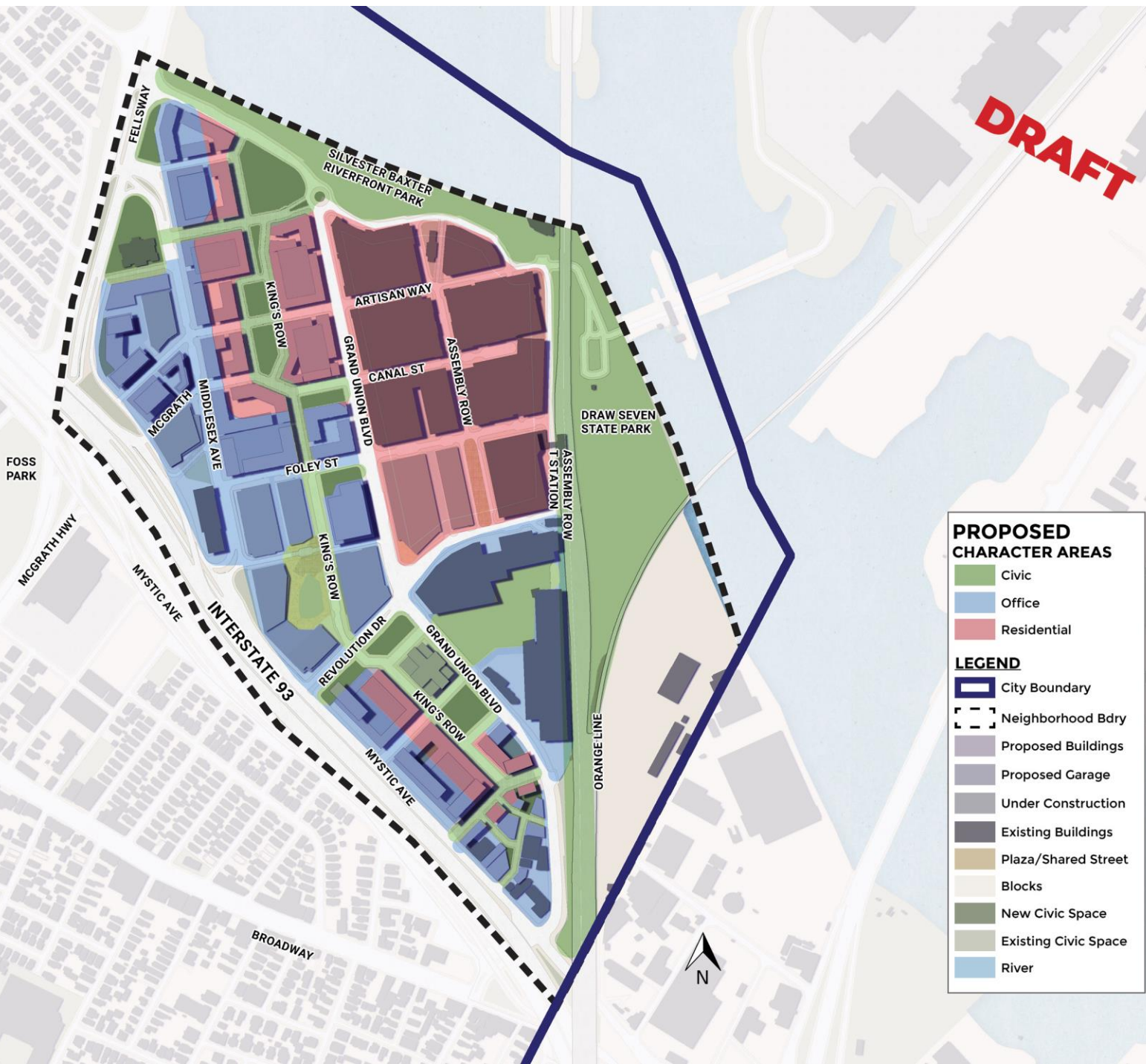
PROPOSED CHARACTER

DRAFT

PERCENTAGE OF NEW DEVELOPMENT



Civic Office & Lab Mixed-Use





I-93

Mystic River



I-93

Mystic River

SOMERVILLE



Infill



Streets



Mix of Uses



Natural Features



Neighborhoods



Parks



Compactness



Shopping



Preservation



Infill

Compactness

I-93

Streets

Mix of Uses

Neighborhoods

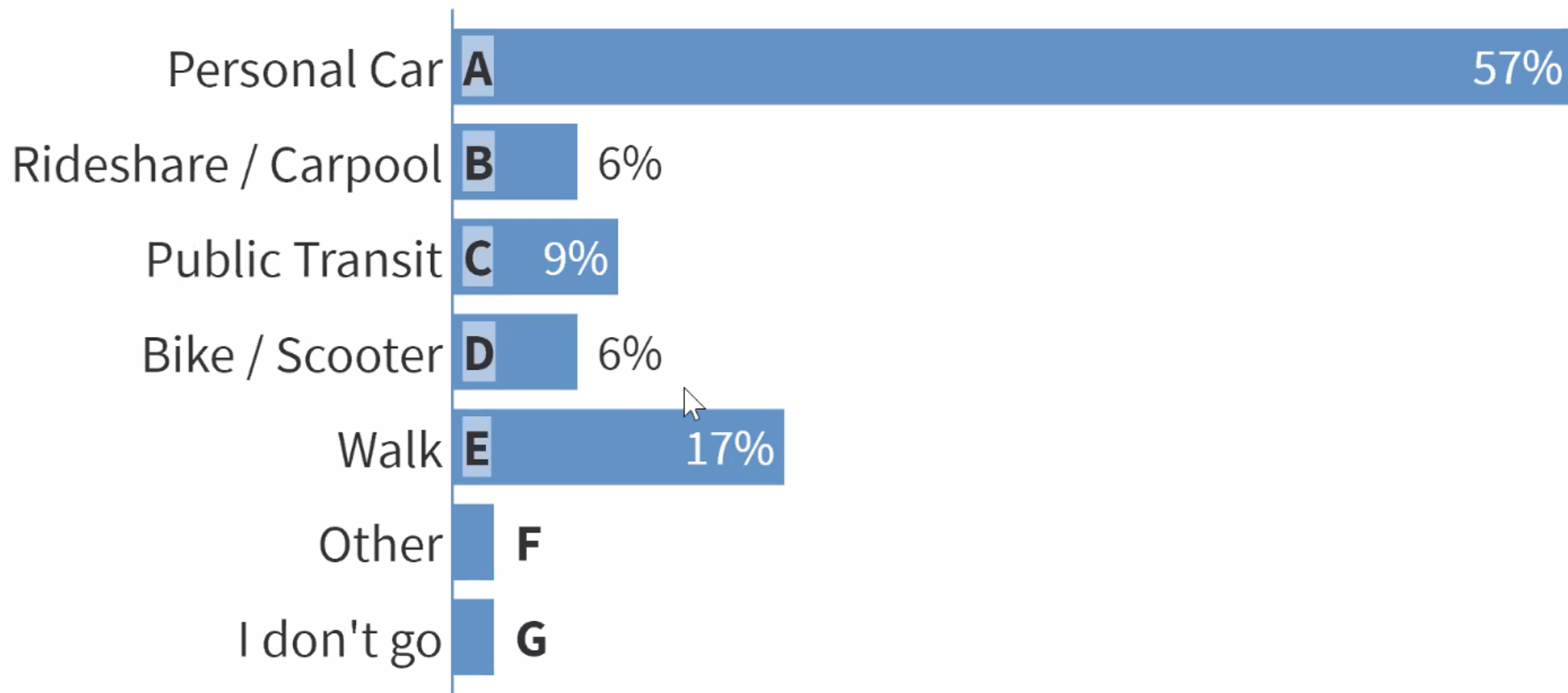
Shopping

Preservation

Parks

Natural Features
Mystic River

How do you get to Assembly Square?



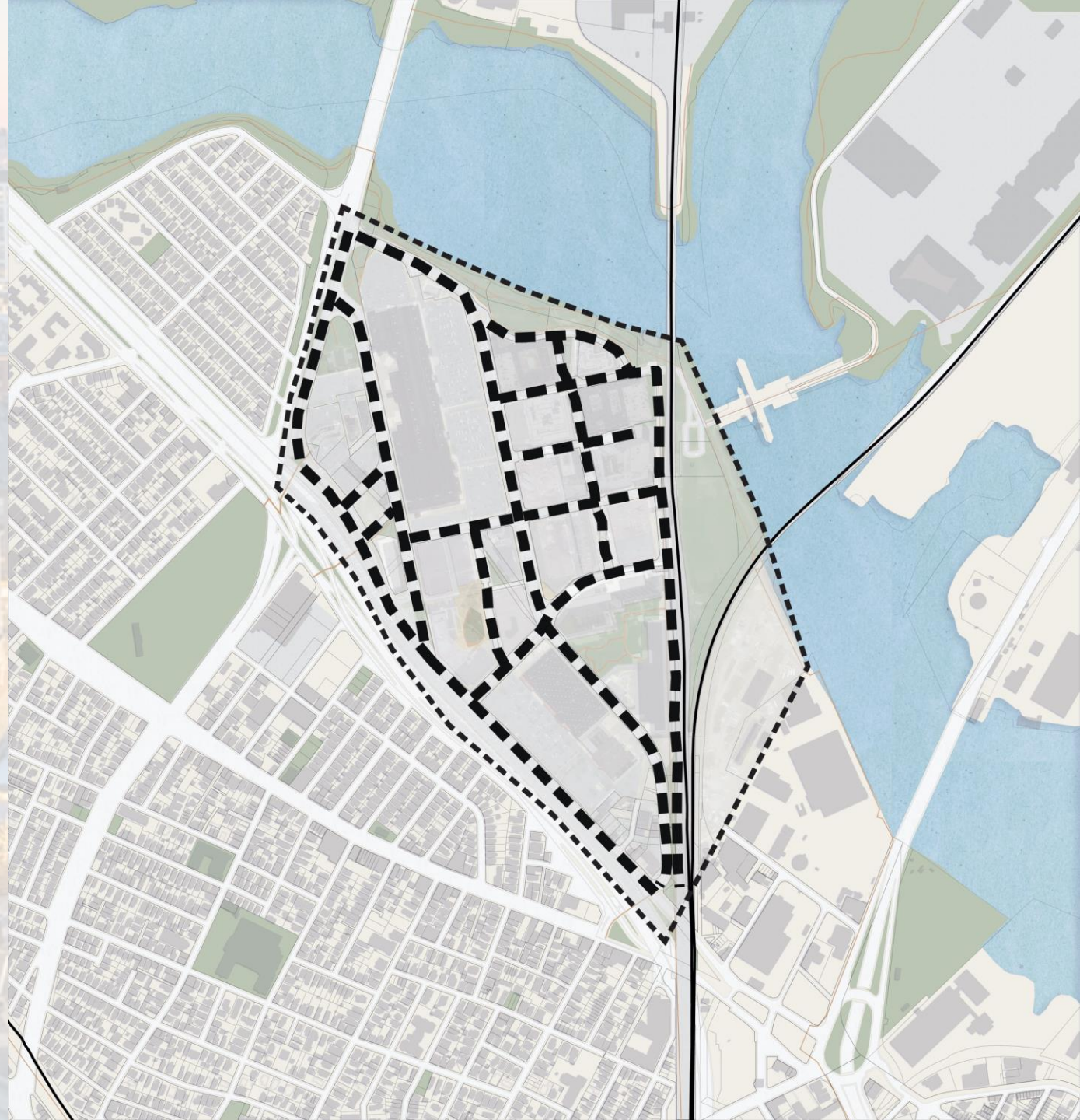
**DEMAND SAFE,
COMFORTABLE, AND
INTERESTING **STREETS** AND
PATHS AND INCREASED
TRANSIT**

ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

EXISTING STREET GRID

1. Urban, small-scale blocks to the East of Grand Union Blvd
2. Mega-block structures to the West of Grand Union Blvd
3. Lacking overall connectivity

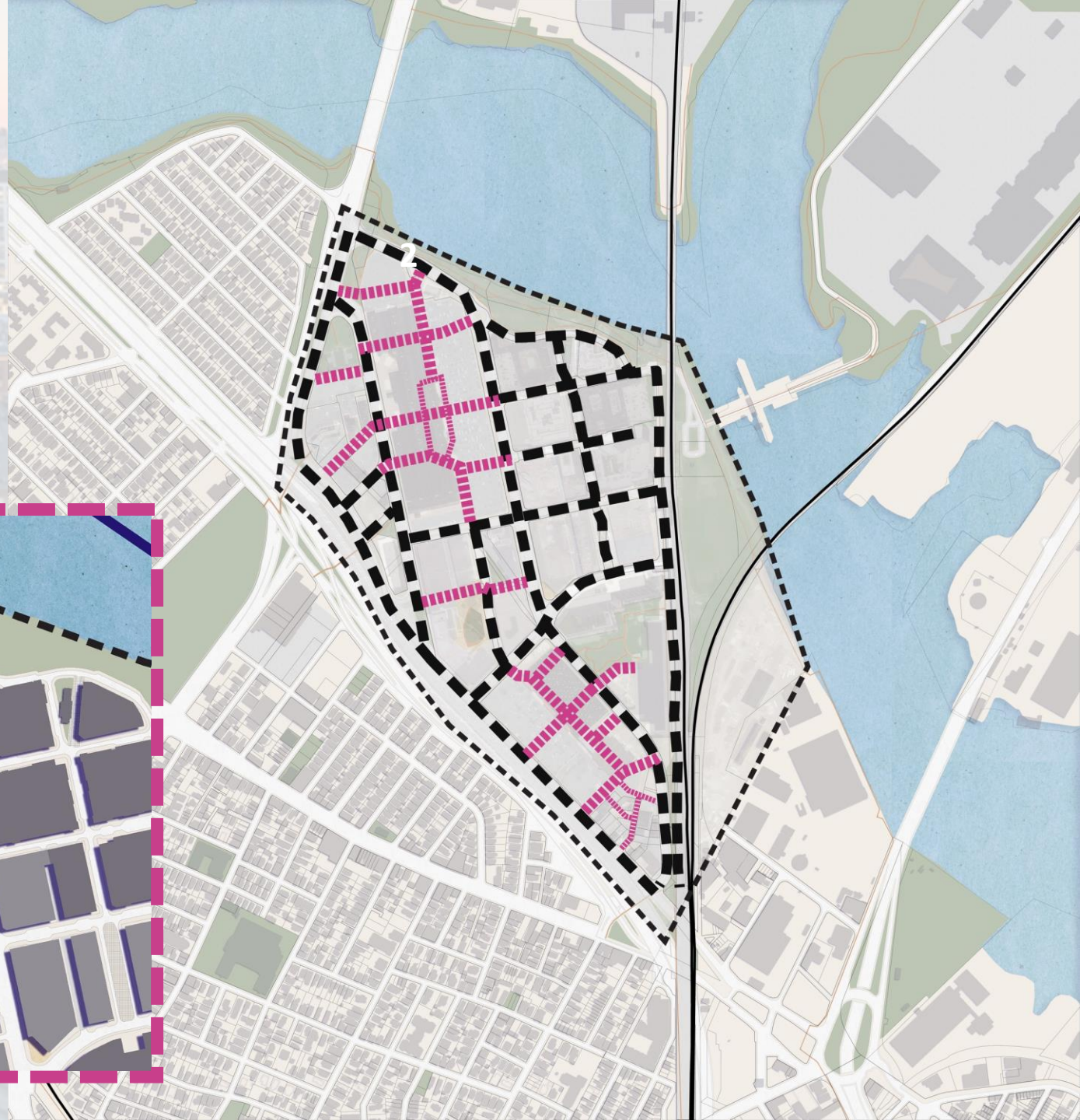


ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

PROPOSED STREET GRID

Breaking up the grid into smaller blocks allowing for a more walkable urban fabric



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

AREAS OF PRIORITY

Gateways into Assembly Square:

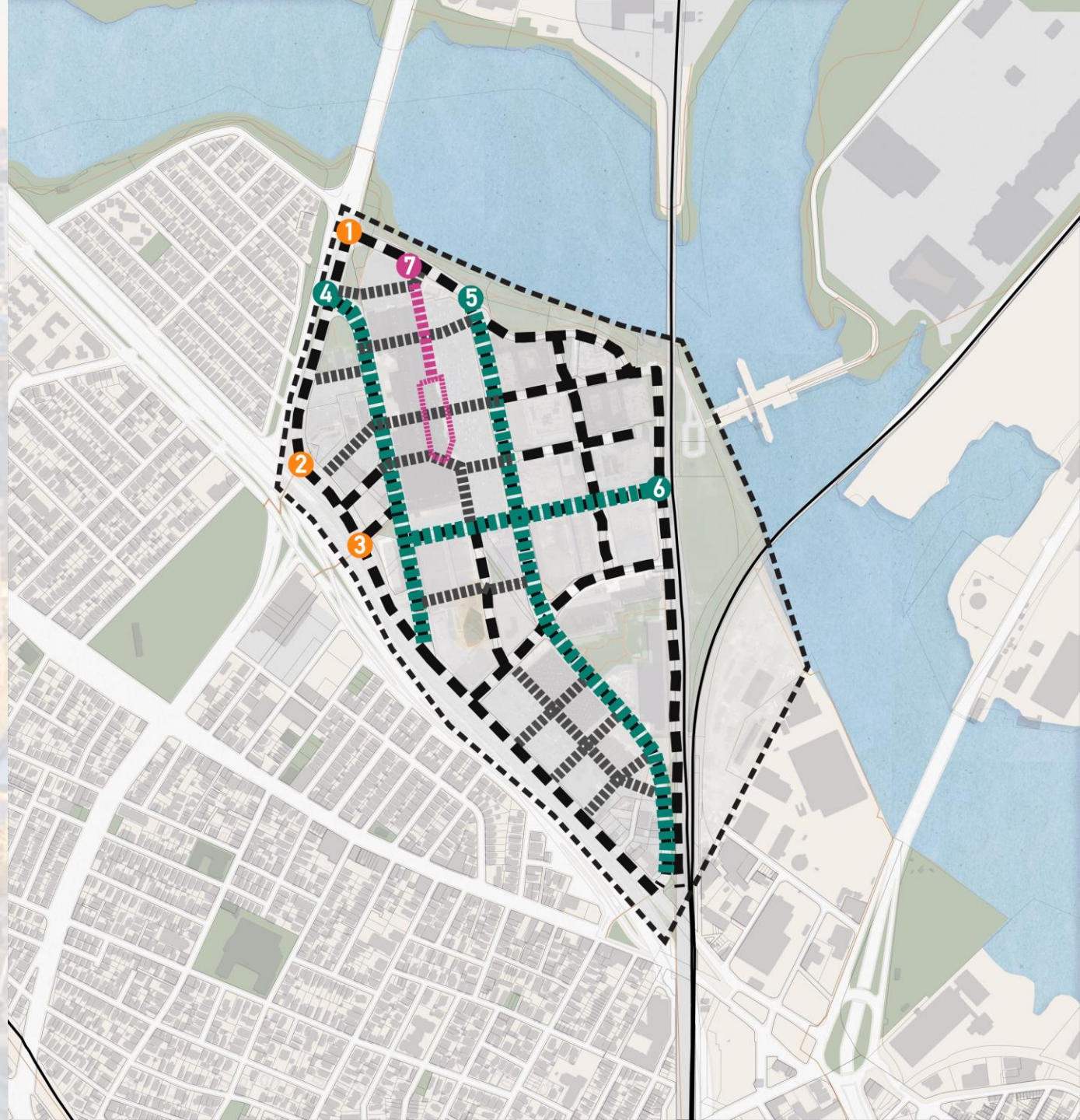
- 1 Grand Union Blvd
- 2 Fellsway + Mystic
- 3 Kensington Underpass

Street Sections (Existing Streets):

- 4 Middlesex Avenue
- 5 Grand Union Blvd
- 6 Foley Street

Street Sections (New Street):

- 7 Central Green Street



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

IMPROVING MOBILITY AND PLACEMAKING:

- Critical need for improving safety and access into Assembly Square
- Opportunities for placemaking through **art, lighting, landscaping, fence improvements, pavement markings.**



Images: Underline Miami Rendering (above), Boston Underground at Ink Block (below)

ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

NEW STREET GRID = NEW OPPORTUNITIES:

- New streets must create a more walkable neighborhood!
- Pedestrian pathways along the central green space connect to existing riverfront parks and creates a walkable pedestrian network within Assembly Square.



Images: Las Ramblas Barcelona (above), Avenida Amsterdam Mexico City (below)

ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

“SHARED SPACE” Street

- Curbless Streets
- Adds vibrancy and activity to public realm
- Vehicles are guests



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

AREAS OF PRIORITY

Gateways into Assembly Square:

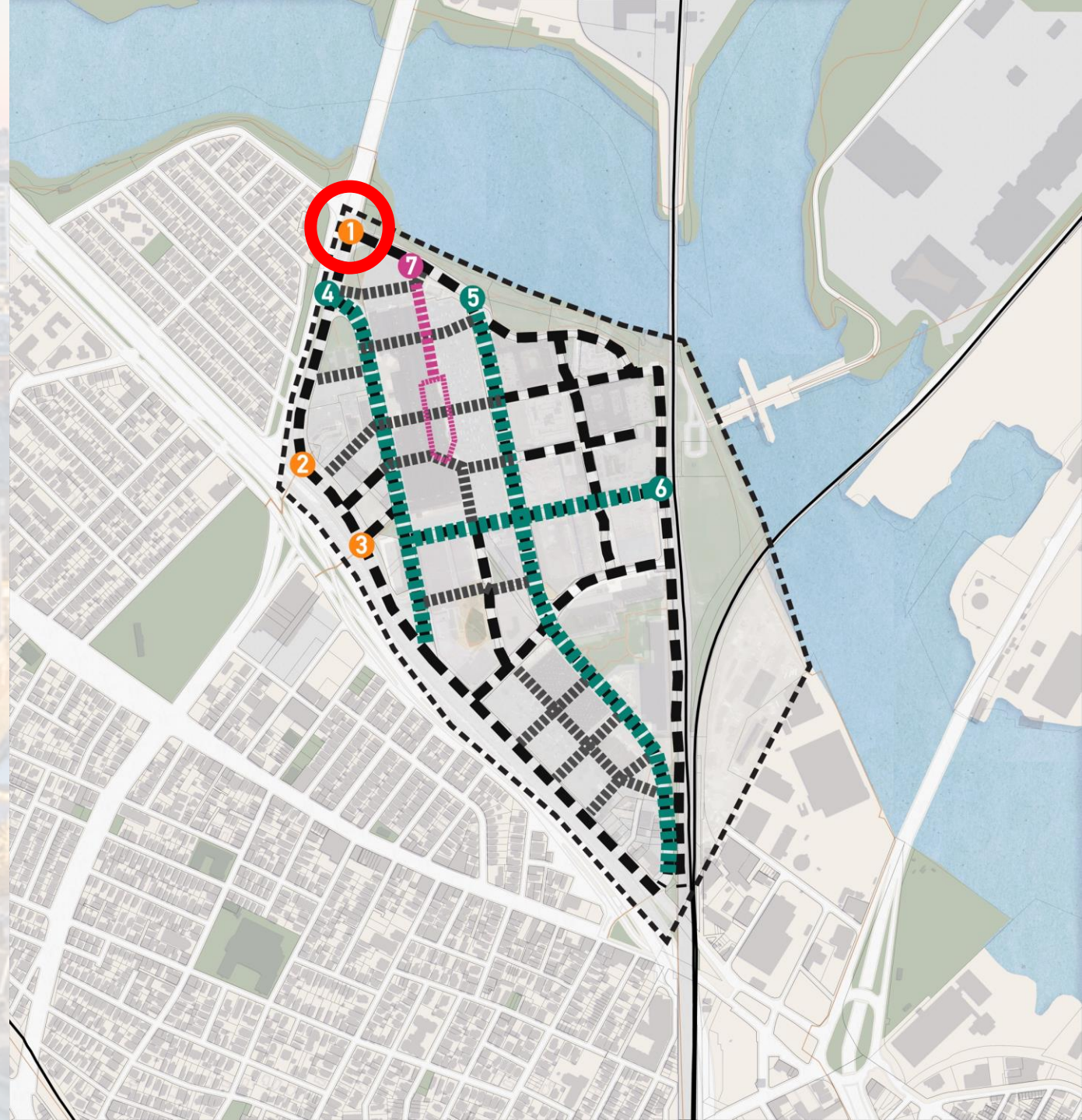
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ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

1. GRAND UNION BLVD GATEWAY

What we've heard:

- Feels unsafe and uninviting
- Crossing distance is too long

Next Steps:

- Add safety measures to shorten crossing distance and make pedestrian experience more pleasant.
- Study the opportunity of a reimagined Fellsway

Traffic Volumes (all grown from previous years)

Street Location	NB/EB count (year)	SB/WB count (year)	Volume Tables available?
I-93 south of Exit 29	75,745 (2019)	84,267 (2019)	no (2011 is latest)
I-93 Exit 29	13,603 (2019)	13,773 (2019)	yes
Route 28 ramp to I-93 south	n/a	23,442 (2019)	yes
Mystic Ave ramp to I-93 north	21,698 (2019)	n/a	yes
Fellsway at bridge over Mystic River	29,087 (2019)	35,419 (2019)	yes





The image is a composite of an aerial photograph and a traffic flow diagram. The aerial view shows a multi-lane intersection of Grand Union Blvd and another street. The diagram overlay uses white lines and arrows to indicate the number of lanes and the direction of traffic flow for each approach. A yellow line highlights a specific lane configuration on the left side of the intersection. The background shows a cityscape with buildings, a body of water, and a bridge in the distance.

1. GRAND UNION BLVD GATEWAY: EXISTING CONDITIONS



The image is an aerial photograph of a city street intersection, specifically Grand Union Blvd. A semi-transparent architectural overlay is applied to the image, showing proposed road conditions. The overlay includes white dashed lines for lane markings, white arrows indicating traffic flow, and a yellow line highlighting a specific lane or boundary. The surrounding area includes green spaces with trees, a body of water on the left, and city buildings in the background.

1. GRAND UNION BLVD GATEWAY: PROPOSED CONDITIONS

An aerial photograph of a city street intersection, overlaid with a white line diagram showing proposed road changes. The main road runs diagonally from the top-left to the bottom-right. A new 'fellsway' (a narrow, winding path) is proposed, shown as a grey line, starting from a side street on the right, curving around a green area, and crossing the main road. The diagram includes white arrows indicating traffic flow, dashed white lines for lane markings, and small black bicycle icons for bike lanes. Green areas represent grass or parks, and black shapes represent buildings. The background is a faded aerial view of the city and water.

1. GRAND UNION BLVD GATEWAY: A NEW FELLSWAY

ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

AREAS OF PRIORITY

Gateways into Assembly Square:

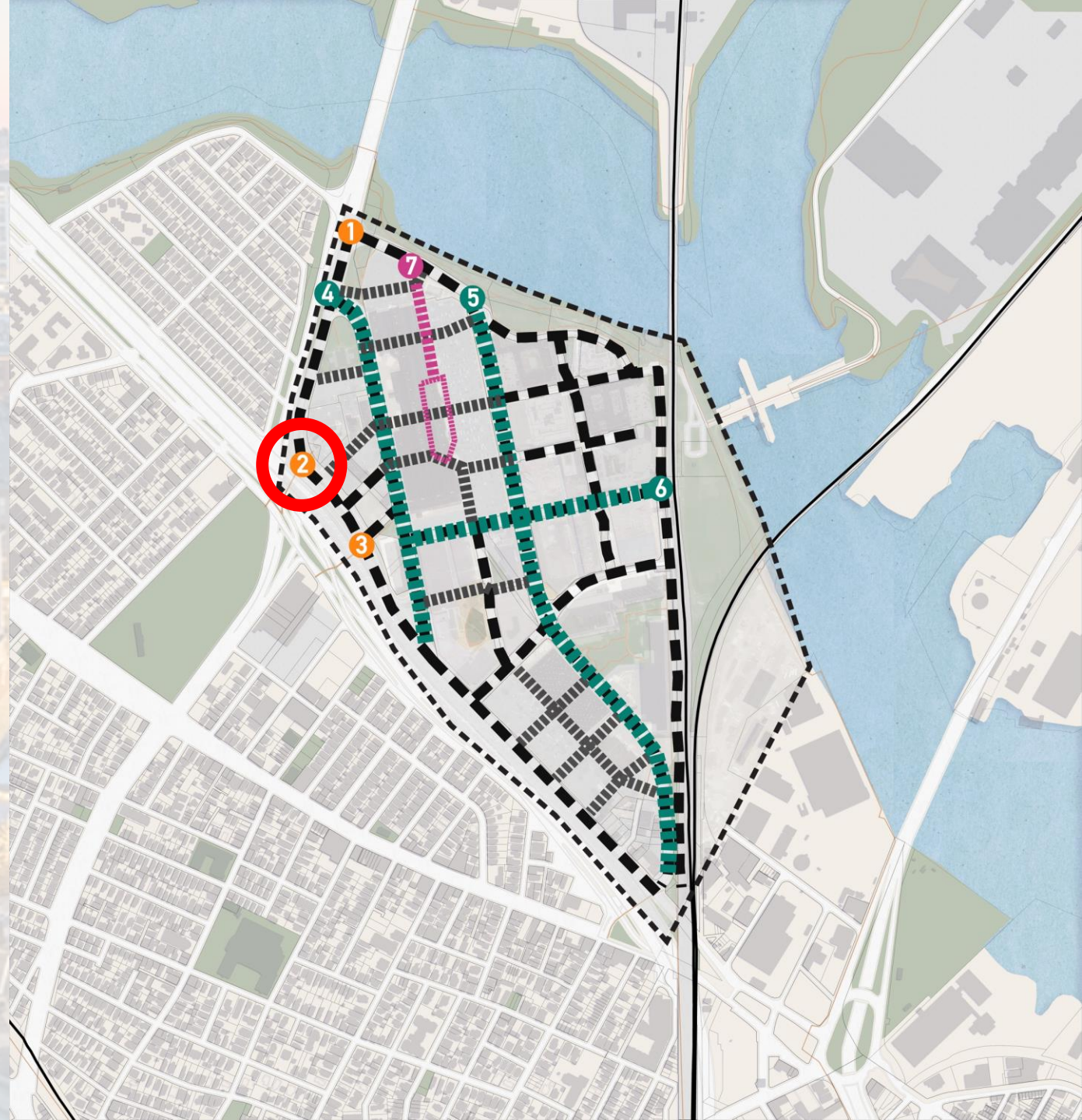
- 1 Grand Union Blvd
- 2 Fellsway + Mystic
- 3 Kensington Underpass

Street Sections (Existing Streets):

- 4 Middlesex Avenue
- 5 Grand Union Blvd
- 6 Foley Street

Street Sections (New Street):

- 7 Central Green Street



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

2. FELLSWAY + MYSTIC GATEWAY

What we've heard:

- Speeding on Fellsway and Mystic Avenue makes crossing the street very dangerous

Next Steps:

- Study pedestrian enhancements at these access points
- Right-size Mystic Avenue

Traffic Volumes (all grown from previous years)

Street Location	NB/EB count (year)	SB/WB count (year)	Volume Tables available?
I-93 south of Exit 29	75,745 (2019)	84,267 (2019)	no (2011 is latest)
I-93 Exit 29	13,603 (2019)	13,773 (2019)	yes
Route 28 ramp to I-93 south	n/a	23,442 (2019)	yes
Mystic Ave ramp to I-93 north	21,698 (2019)	n/a	yes
Fellsway at bridge over Mystic River	29,087 (2019)	35,419 (2019)	yes





2. FELLSWAY + MYSTIC GATEWAY: EXISTING CONDITIONS

An aerial photograph of a city street intersection, overlaid with a semi-transparent urban design plan. The plan shows a multi-lane road with white dashed lines for lane markings and arrows indicating traffic flow. A wide, light-colored sidewalk runs along the right side of the road, featuring a row of green trees planted in a narrow green strip. To the right of the sidewalk are several large, dark-colored rectangular blocks representing buildings. A crosswalk with white dashed lines crosses the road at an angle. The background shows a cityscape with buildings, a body of water, and a bridge in the distance.

2. FELLSWAY + MYSTIC GATEWAY: PROPOSED CONDITIONS

ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

AREAS OF PRIORITY

Gateways into Assembly Square:

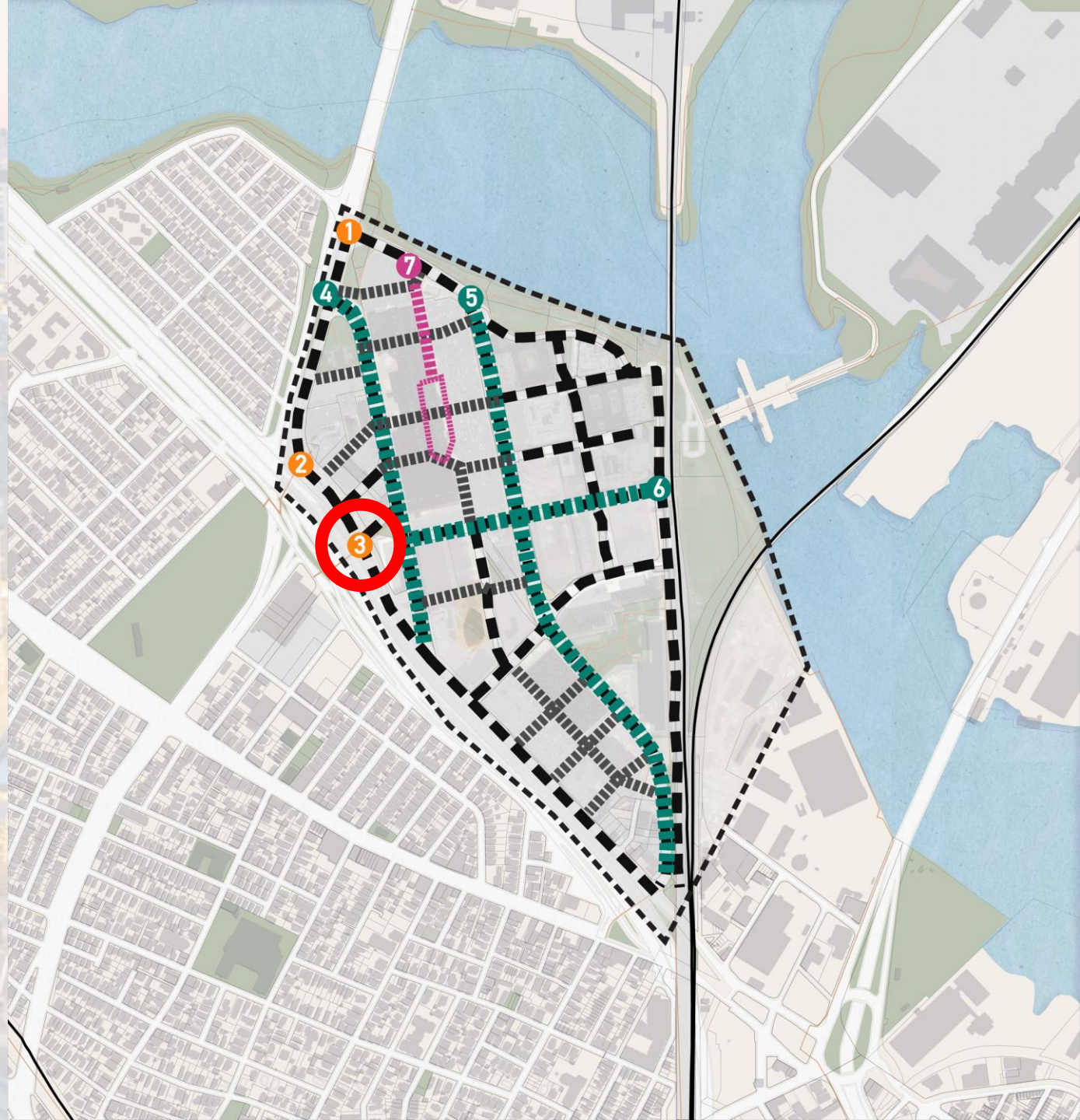
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Street Sections (Existing Streets):

- 4 Middlesex Avenue
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- 6 Foley Street

Street Sections (New Street):

- 7 Central Green Street



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

3. KENSINGTON UNDERPASS GATEWAY

What we've heard:

- Underpass conditions are very uninviting and feel unsafe

Next Steps:

- Improve pedestrian and cyclist experience with enhanced paving, landscaping and street safety infrastructure

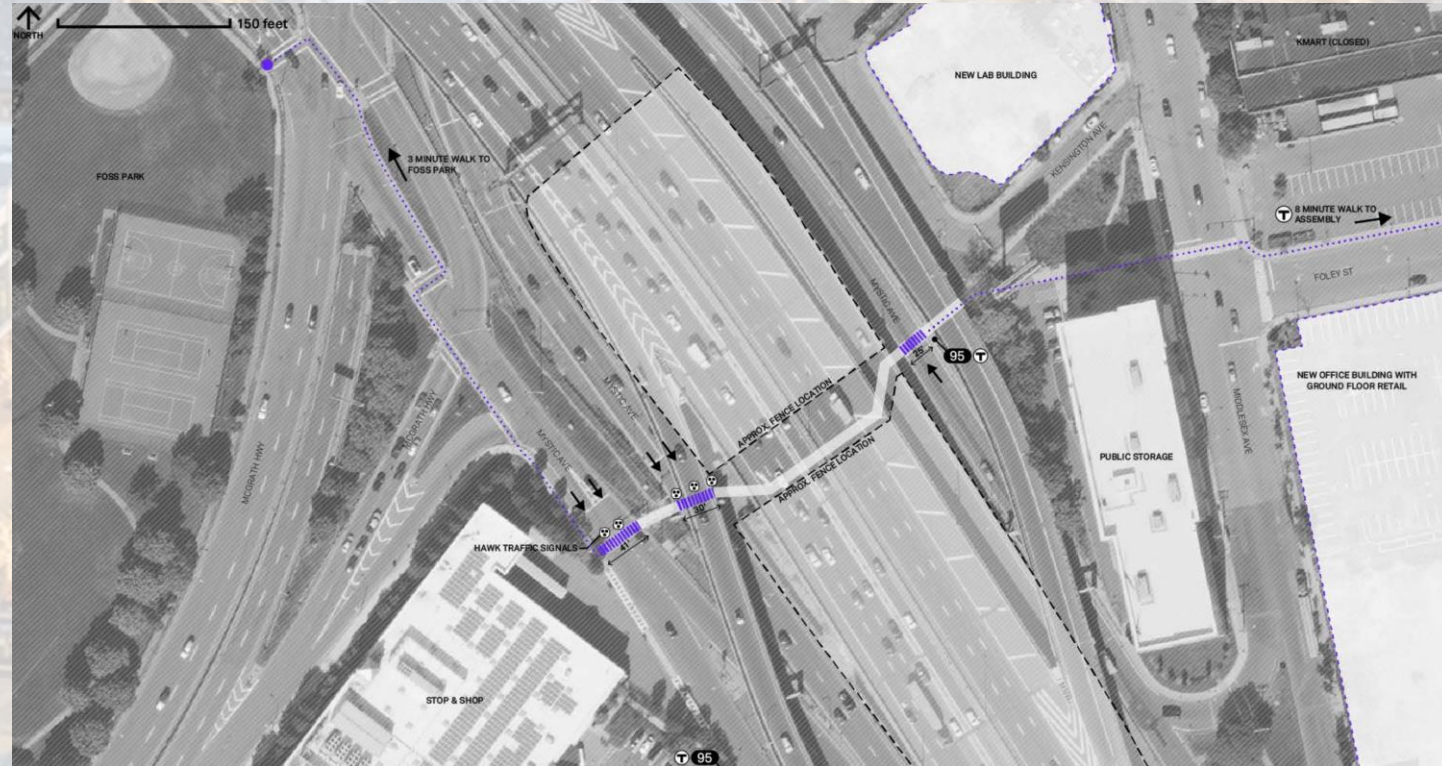
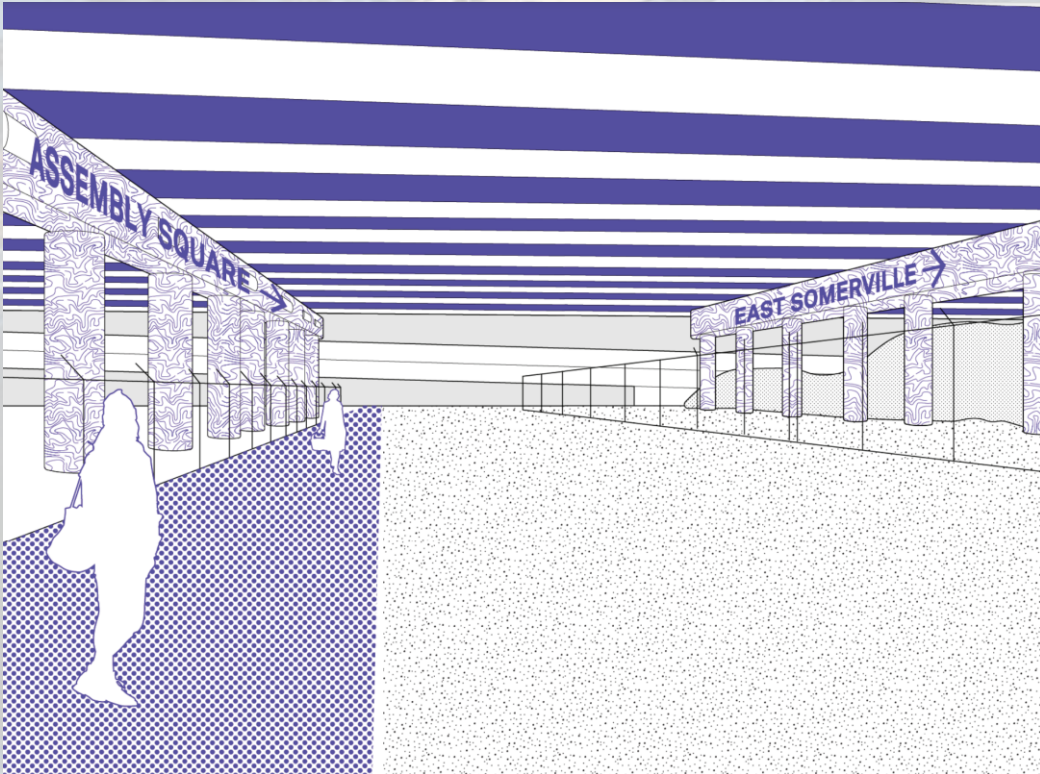


ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

3. KENSINGTON UNDERPASS GATEWAY

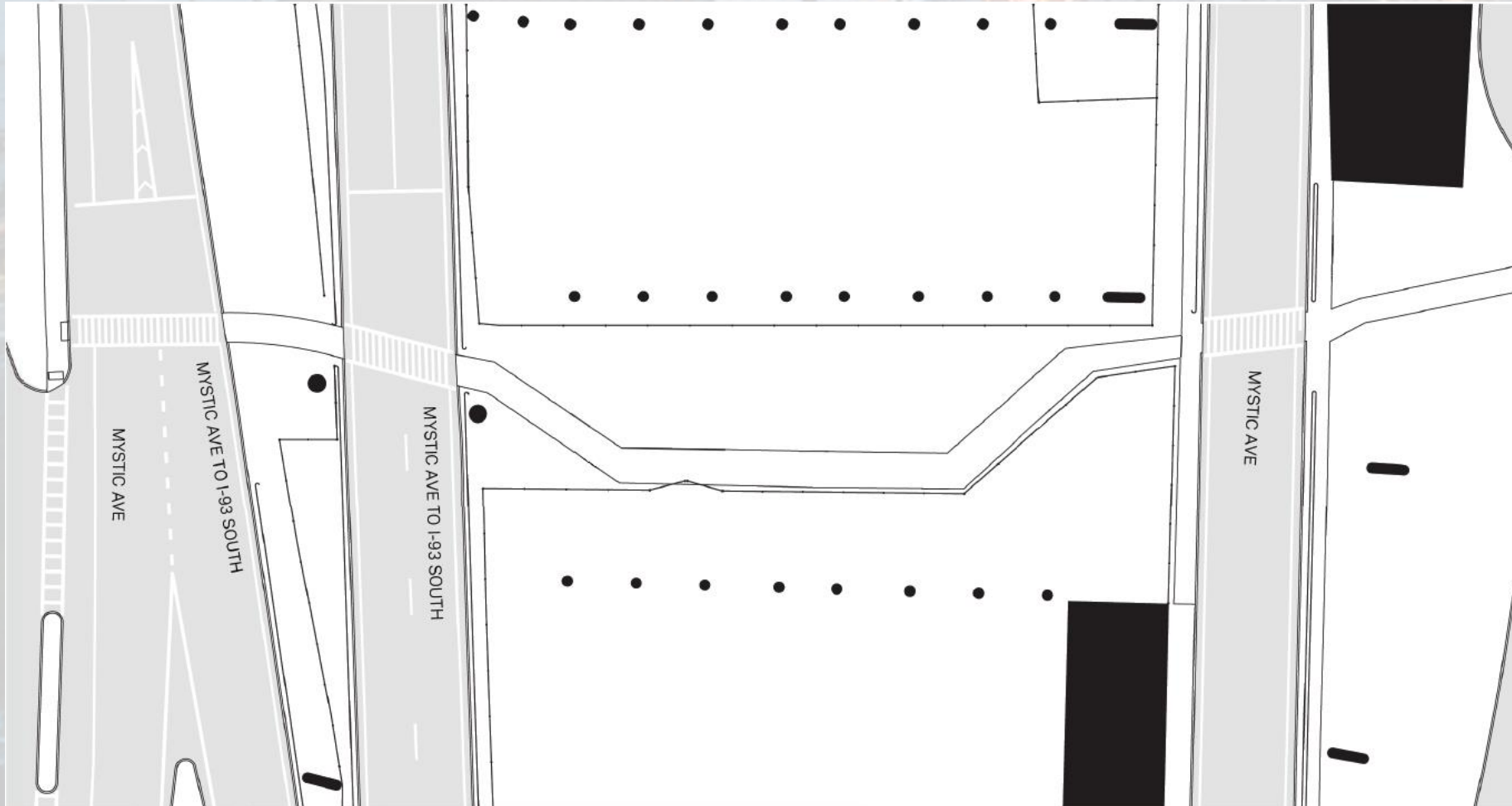
EXISTING PLANS



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

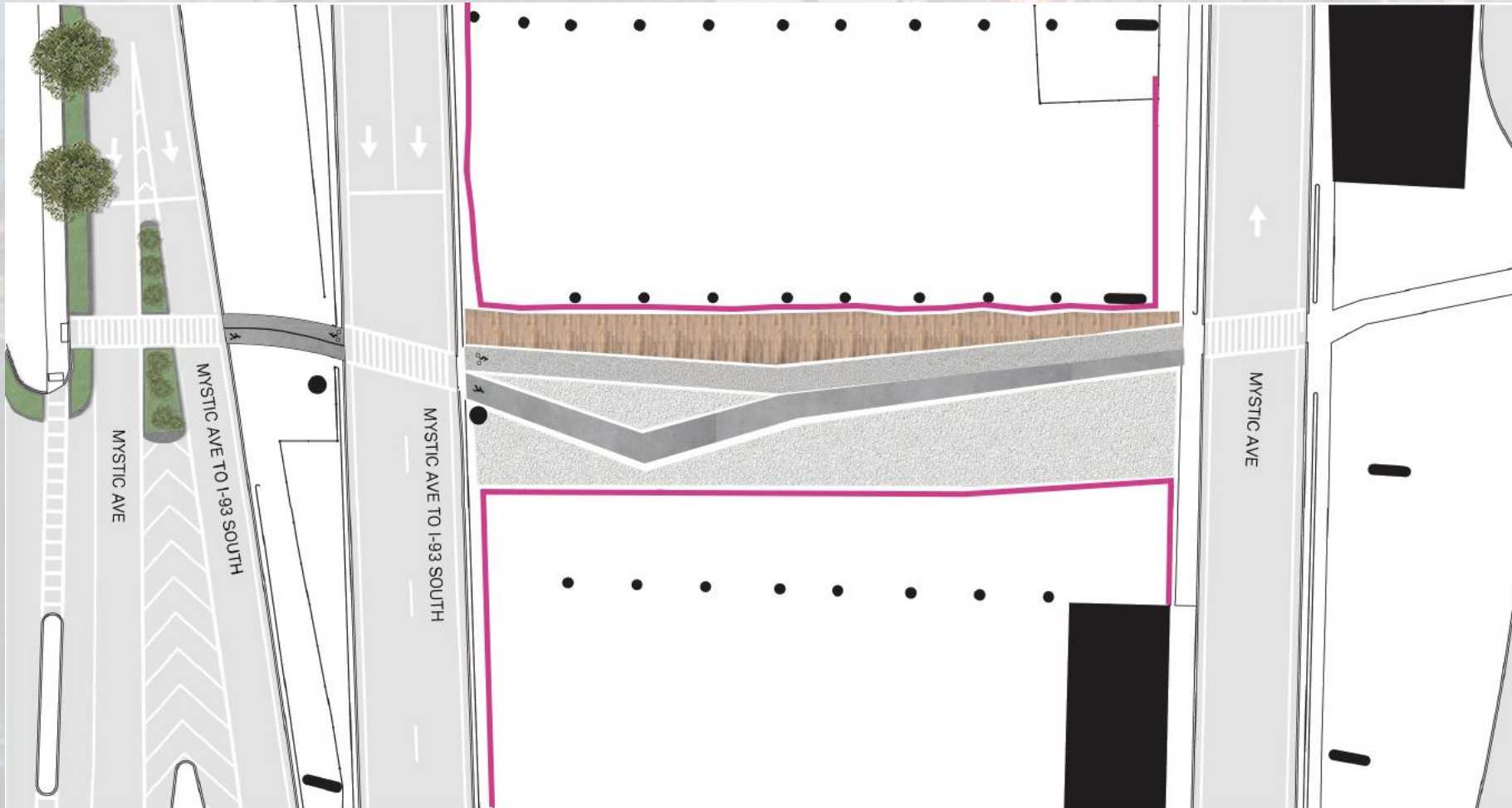
3. KENSINGTON UNDERPASS GATEWAY: EXISTING CONDITIONS



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

3. KENSINGTON UNDERPASS GATEWAY: SHORT TERM TACTICS CONDITIONS



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

3. KENSINGTON UNDERPASS GATEWAY



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

3. KENSINGTON UNDERPASS GATEWAY



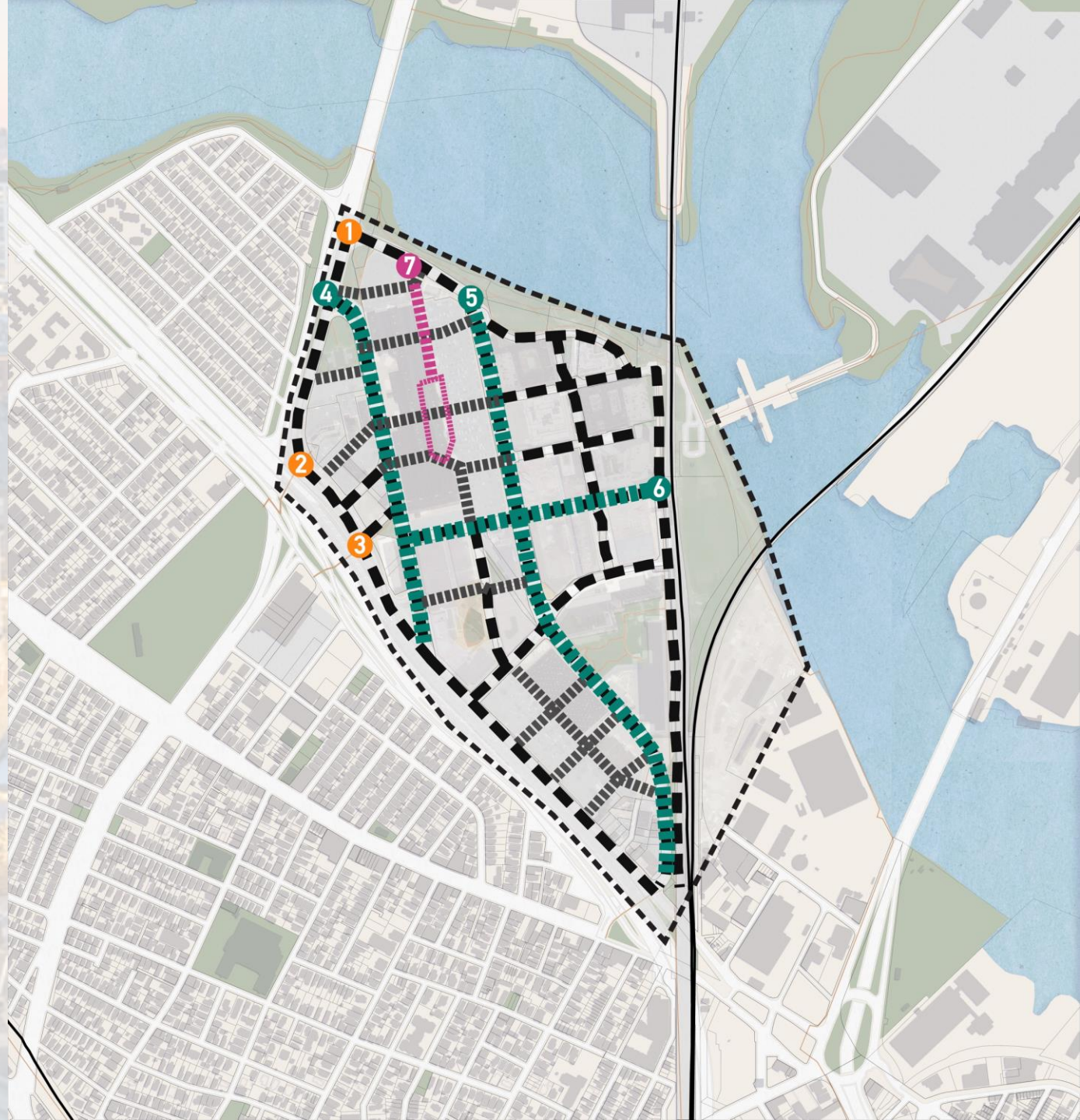
ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

4. RETROFITTING EXISTING STREETS: MIDDLESEX AVENUE

What we've heard:

- Not walkable, lack of sidewalk space
- High crash intersection reported at Fellsway and Middlesex Ave
- Can it become a collector street, forcing traffic to the outer-edge of ASQ?



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

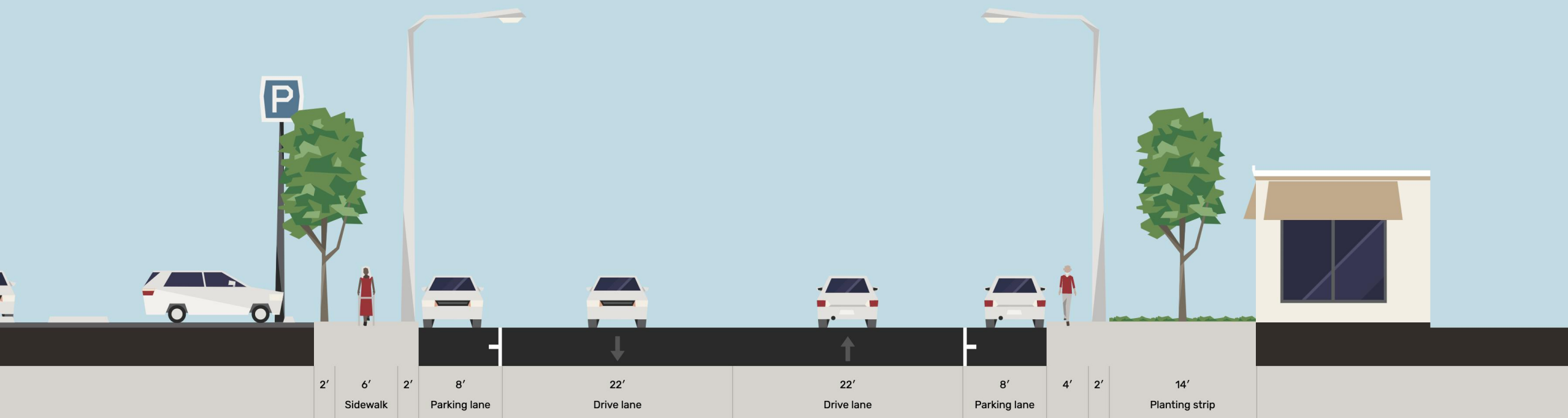
4. RETROFITTING EXISTING STREETS: MIDDLESEX AVENUE



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

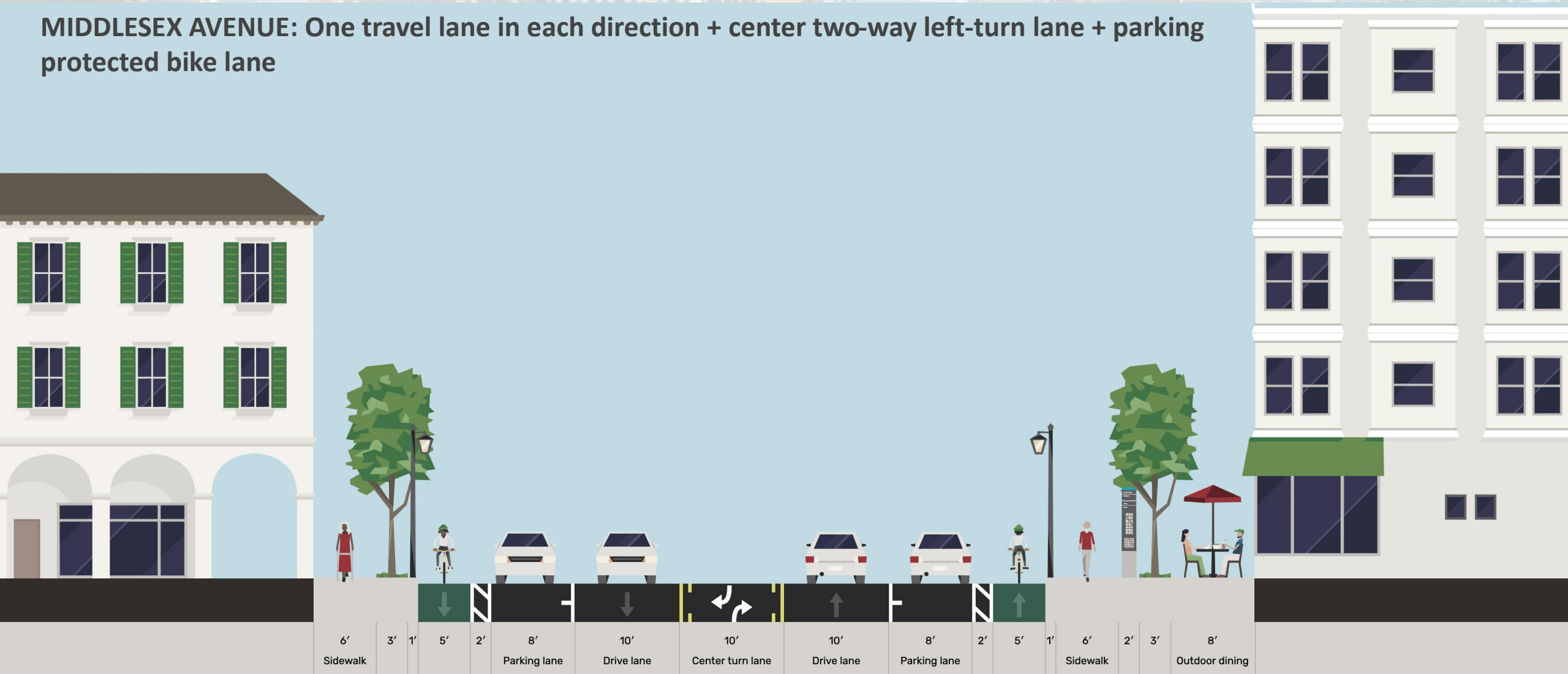
MIDDLESEX AVENUE: EXISTING CONDITIONS



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

MIDDLESEX AVENUE: One travel lane in each direction + center two-way left-turn lane + parking protected bike lane



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

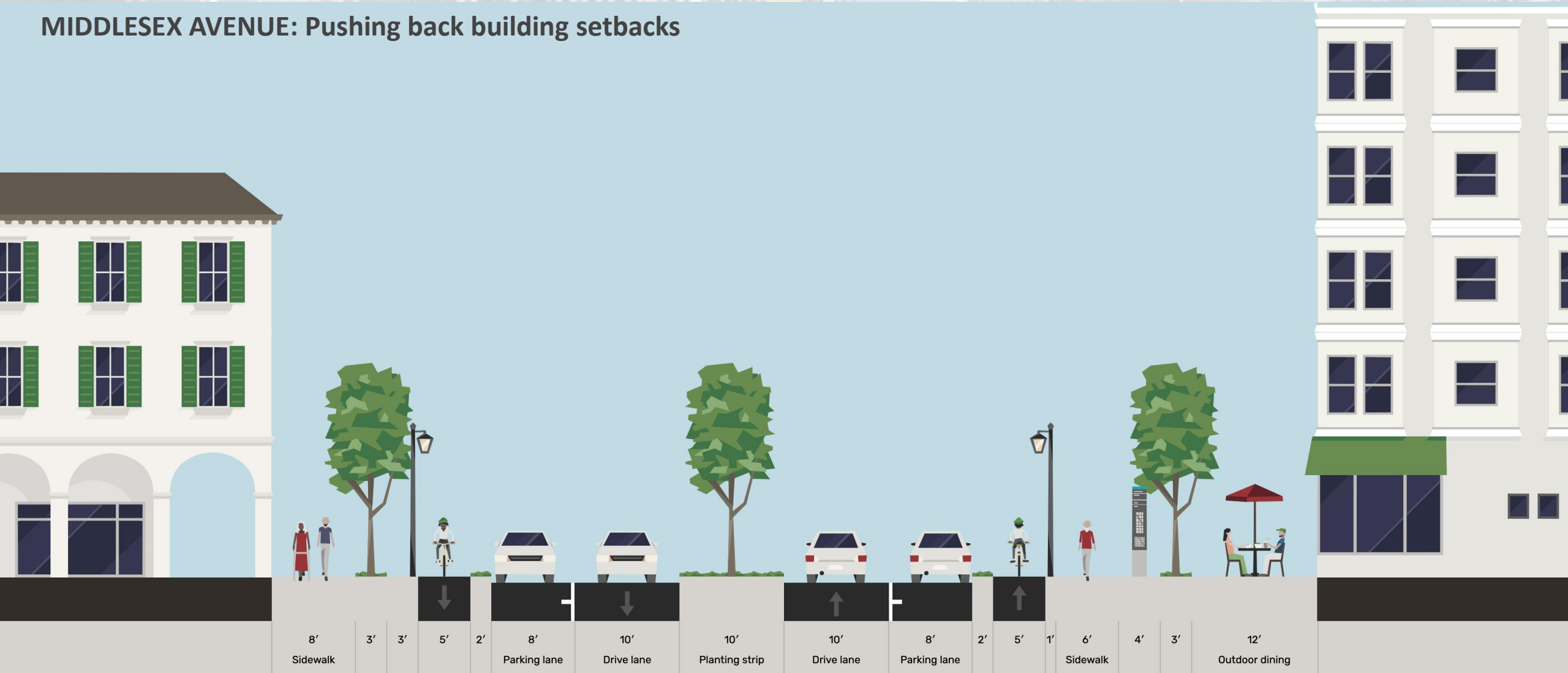
MIDDLESEX AVENUE: One travel lane in each direction + center median with turn lane + elevated cycle track



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

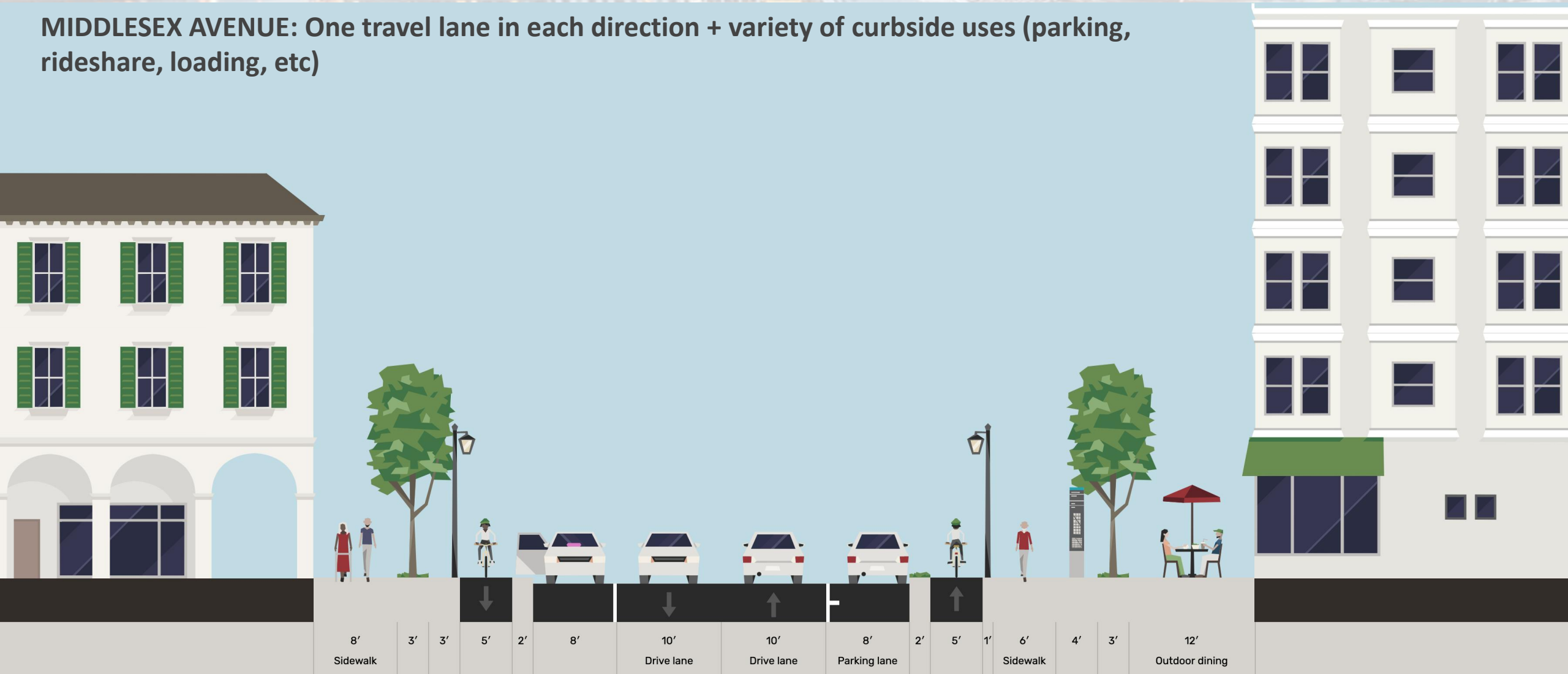
MIDDLESEX AVENUE: Pushing back building setbacks



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

MIDDLESEX AVENUE: One travel lane in each direction + variety of curbside uses (parking, rideshare, loading, etc)



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

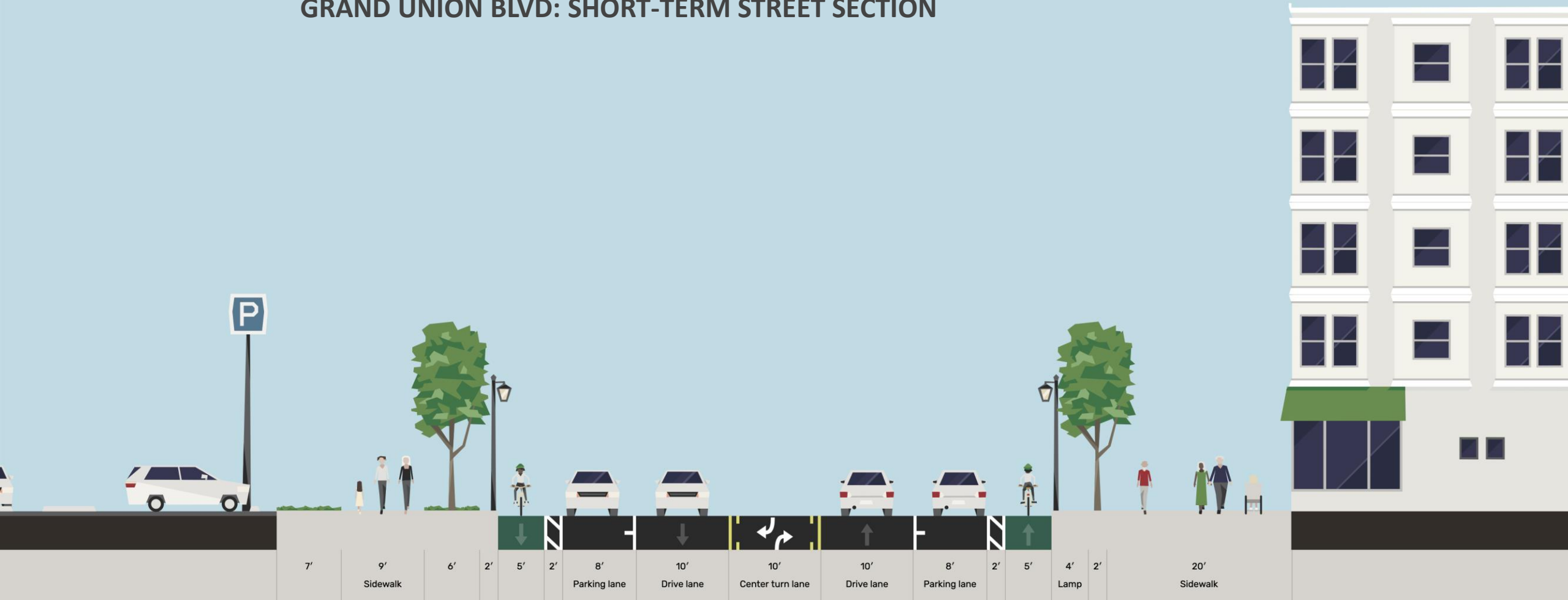
GRAND UNION BLVD: EXISTING CONDITIONS



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

GRAND UNION BLVD: SHORT-TERM STREET SECTION



ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE

GRAND UNION BLVD: LONG-TERM STREET SECTION



MIDDLESEX AVENUE

Today – Looking North

DRAFT



MIDDLESEX AVENUE

What If? – Looking North

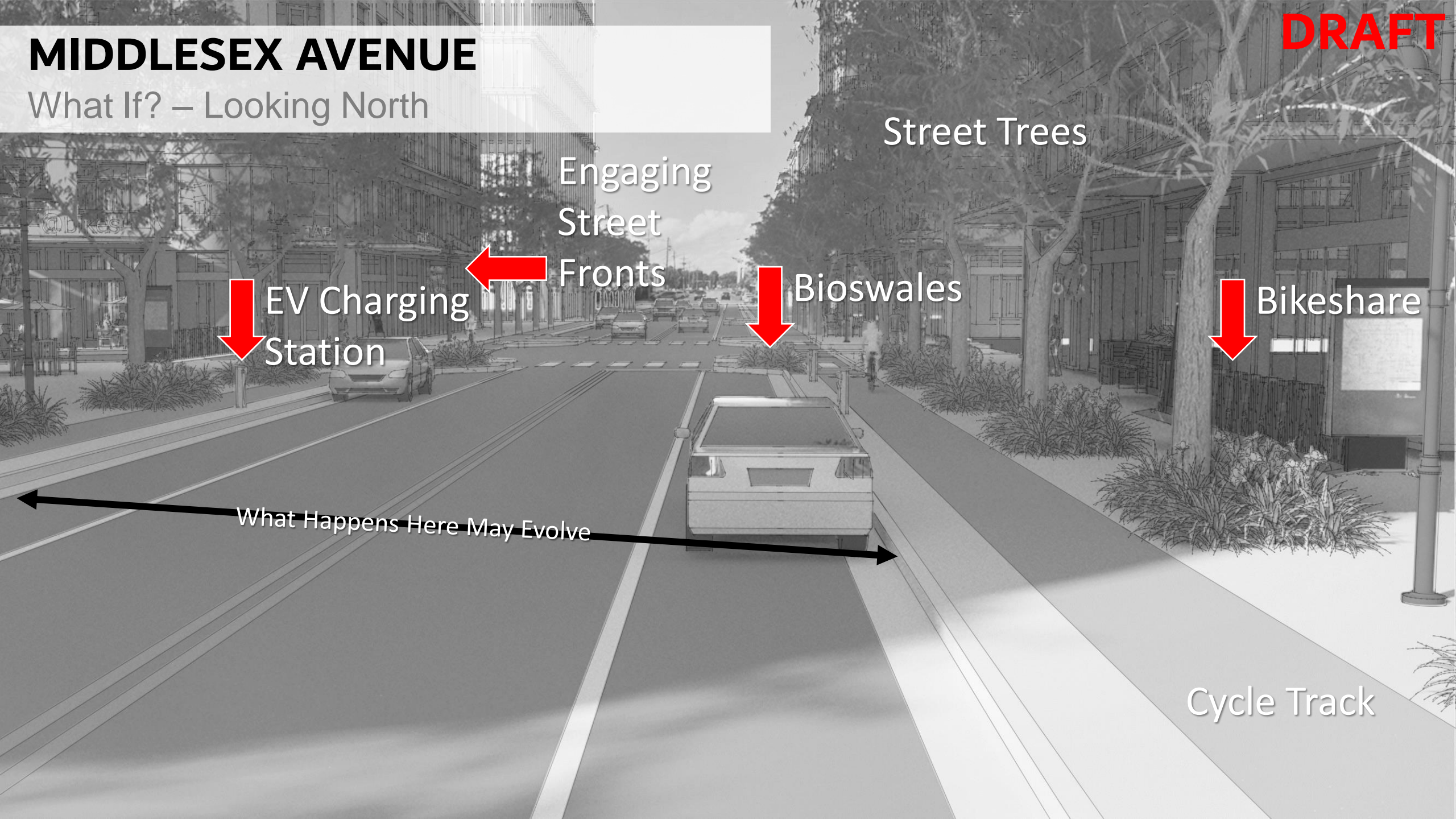
DRAFT



MIDDLESEX AVENUE

What If? – Looking North

DRAFT



Engaging
Street
Fronts

EV Charging
Station

Bioswales

Bikeshare

What Happens Here May Evolve

Street Trees

Cycle Track

MODE SPLITS

CURRENT AND ASPIRATIONAL

Current Mode Split

Aspirational Mode Split

	Vehicle	Transit	Bike/Walk
Residential	43%	47%	10%
Retail	50%	25%	25%
Office	54%	36%	10%

All Modes

- 50% Transit
- 25% Bike/Walk
- 25% Vehicle

NEW DAILY TRIPS

	Multifamily Housing (Mid Rise)	Office Building	Shopping Center	Total
Auto	3,570	11,762	15,360	30,692
Transit	8024	26,432	53,244	87,700
Walk/Bike	4,012	13,218	26,624	43,854

MICROMOBILITY:

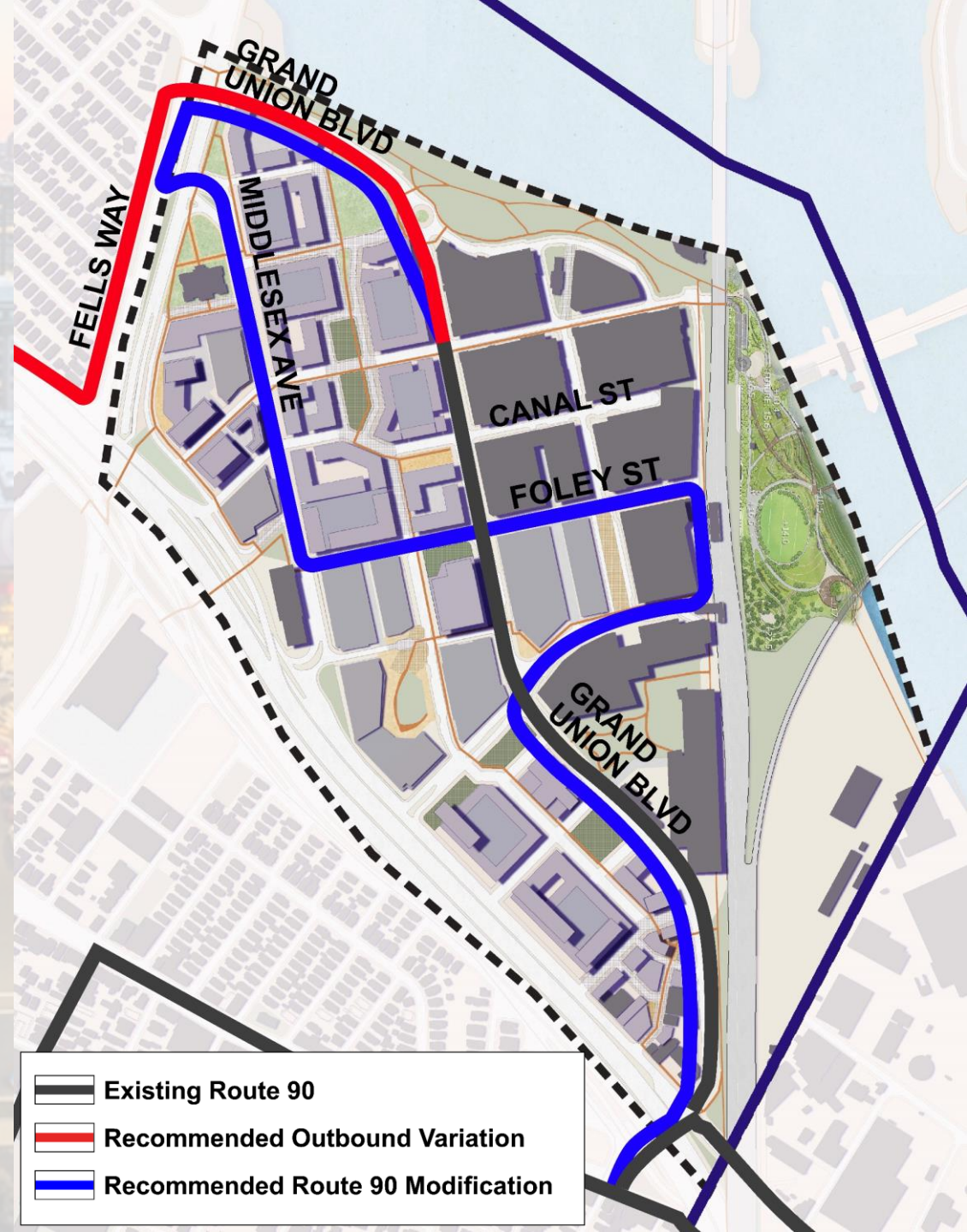
MORE OPPORTUNITIES FOR
BICYCLE CONNECTIONS WITHIN
ASSEMBLY SQUARE AND TO
CONNECT WITH SOMERVILLE



TRANSIT:

CONNECT WITH THE REST OF THE
CITY OF SOMERVILLE

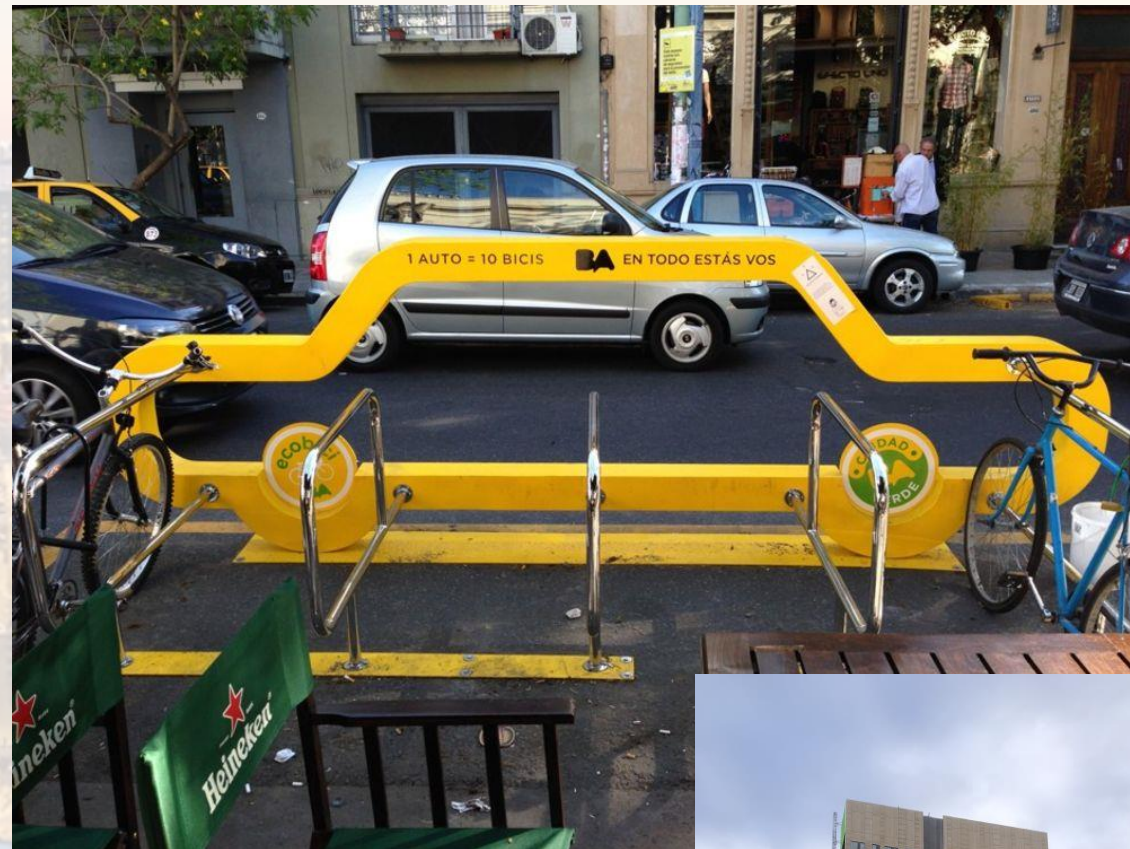
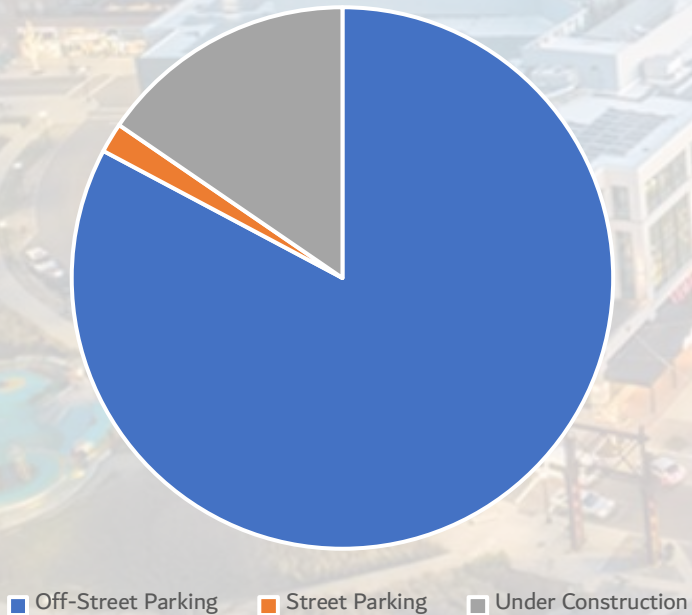
- Neighborhood circulation
- Additional connection to unserved
Somerville neighborhood roads



PARKING:

REDUCE THE NEED FOR PARKING

Existing Approximate Parking Spaces



WALK SCORE

Assembly Square Drive

Somerville, Massachusetts, 02145

Commute to **Downtown Somerville**

4 min 19 min 8 min 34 min View Routes

Favorite

Map

Nearby Apartments

Looking for a home for sale in Somerville?

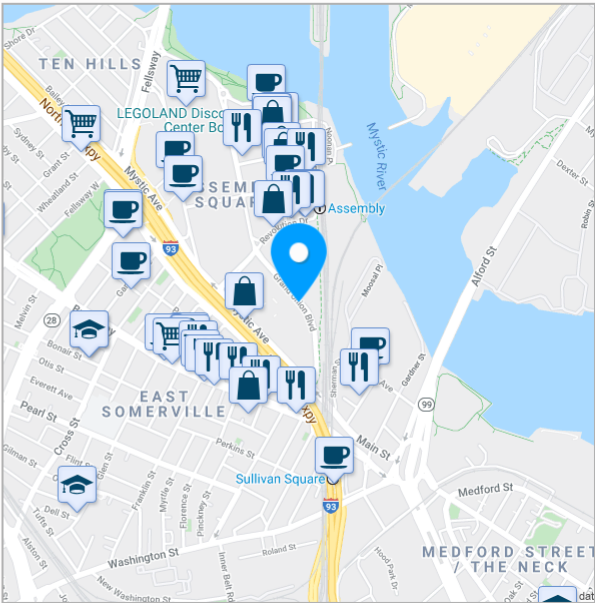
Walk Score
80

Very Walkable
Most errands can be accomplished on foot.

Transit Score
67

Good Transit
Many nearby public transportation options.

About your score



Add scores to your site

Walk Score
80

Transit Score
67

Walk Score

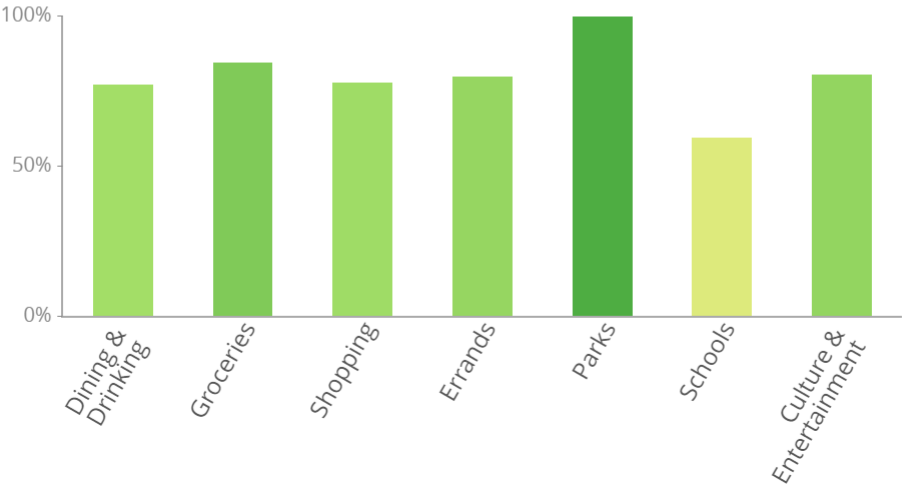
Transit Score

Bike Score

Score Details

What is Walk Score

The Walk Score for Assembly Square Drive is based on the following categories.



Transit Score measures how well a location is served by public transit based on the distance and type of nearby transit lines.

- 90-100 Rider's Paradise**
World-class public transportation
- 70-89 Excellent Transit**
Transit is convenient for most trips
- 50-69 Good Transit**
Many nearby public transportation options
- 25-49 Some Transit**
A few nearby public transportation options
- 0-24 Minimal Transit**
It is possible to get on a bus

Walk Score®	Description
90-100	Walker's Paradise Daily errands do not require a car.
70-89	Very Walkable Most errands can be accomplished on foot.
50-69	Somewhat Walkable Some errands can be accomplished on foot.
25-49	Car-Dependent Most errands require a car.
0-24	Car-Dependent Almost all errands require a car.

PARKING:

SUGGESTED RATIOS

Land Use	Maximum Parking Ratio
Residential (studios/1 BR)	0 – 0.35 spaces per unit
Residential (2 BR+)	0 – 0.55 spaces per unit
Hotel	0 – 0.20 spaces per room
Office	0 – 0.25 spaces per 1,000 sf
Retail	0 – 0.50 spaces per 1,000 sf
Institutional (medical clinics)	0 – 0.30 spaces per 1,000 sf
Industrial/Manufacturing	0 – 0.35 spaces per 1,000 sf

PARKING:

PLAN SCENARIO

Land Use	Suggested Maximum Parking Ratio	Amount	Maximum Parking Spaces
Residential (studios/1 BR)	0 – 0.35 spaces per unit	1,000 units	350
Residential (2 BR+)	0 – 0.55 spaces per unit	1,500 units	825
Hotel	0 – 0.20 spaces per room	-	-
Office	0 – 0.25 spaces per 1,000 sf	3.22 MSF	805
Retail	0 – 0.50 spaces per 1,000 sf	1.55 MSF	775
Institutional	0 – 0.30 spaces per 1,000 sf	-	-
Industrial/Manufacturing	0 – 0.35 spaces per 1,000 sf	1.38 MSF	483
TOTAL			3,238

TRANSPORTATION DEMAND MANAGEMENT:

ENCOURAGE ALTERNATIVE
OPTIONS FOR TRANSPORTATION



TRANSPORTATION DEMAND MANAGEMENT: BASE REQUIREMENTS



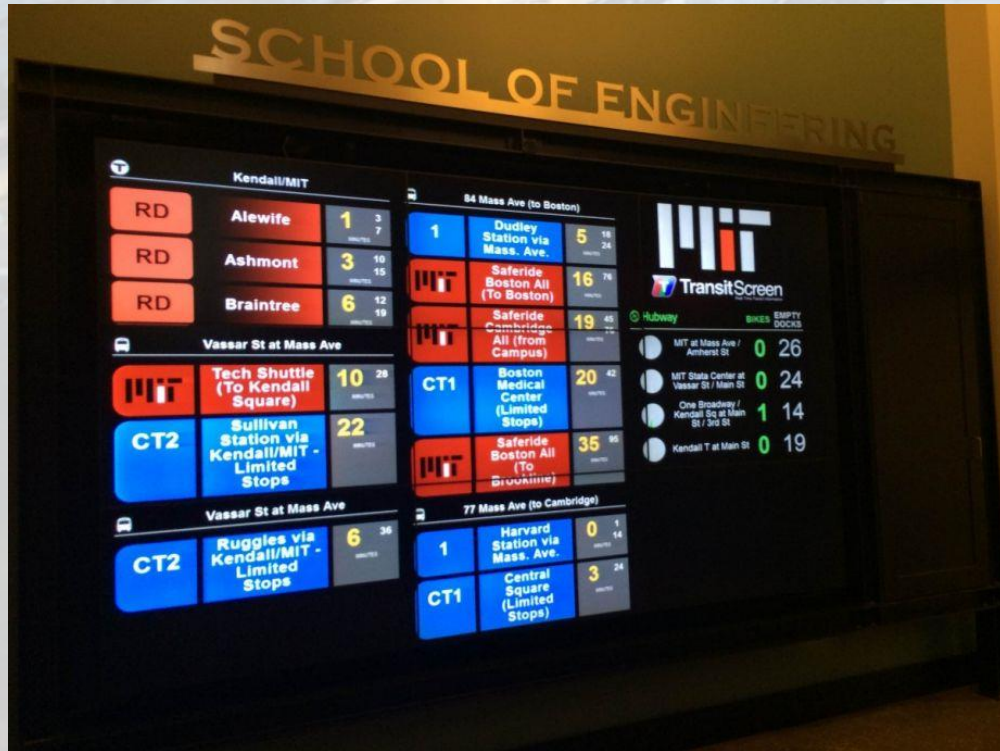
Photo courtesy of Bluebikes

- Participate in local TMA
- Unbundle residential parking
- Market rate cost for retail parking
- Subsidize MBTA passes
- Provide car sharing spaces (ZipCar/Turo/Getaround)
- Contribute to bike share program (currently Bluebikes)
- Provide secure, covered bike parking

TRANSPORTATION DEMAND MANAGEMENT:

OTHER BONUS PROVISIONS

- Preferential parking for car pool/van pool
- Subsidize car share and/or bikeshare memberships
- Provide showers and changing facilities
- Provide bike repair stations
- Implement neighborhood shuttle service
- Provide Transit Screens in all buildings



UTILITIES:

NEEDS BASED ON PROGRAM

LEGEND

- Storm Discharge Points
- Stormwater Manholes
- Sanitary and Combined Manholes
- Separate Stormwater Drainage System
- Sanitary and Combined Sewer System

EXISTING CONDITIONS



STORMWATER

CIVIC OPEN SPACES

STORMWATER CONSIDERATIONS

- Low impact development techniques
- Utilizing Best Management Practices
- Underground infiltration systems
- Porous surfaces
- Bioswales

	Estimated Sewer Flows Generated	Usage Breakdown Assumptions
Office: (75 GPD/1,000 SF)	345,000	Office = 4,600,000 SF
Retail: (50 GPD/1,000 SF)	77,500	Retail = 1,550,000
Residential: (110 GPD/Bedroom)	550,000	Residential = 2500 Units
TOTAL (GPD)	972,500	



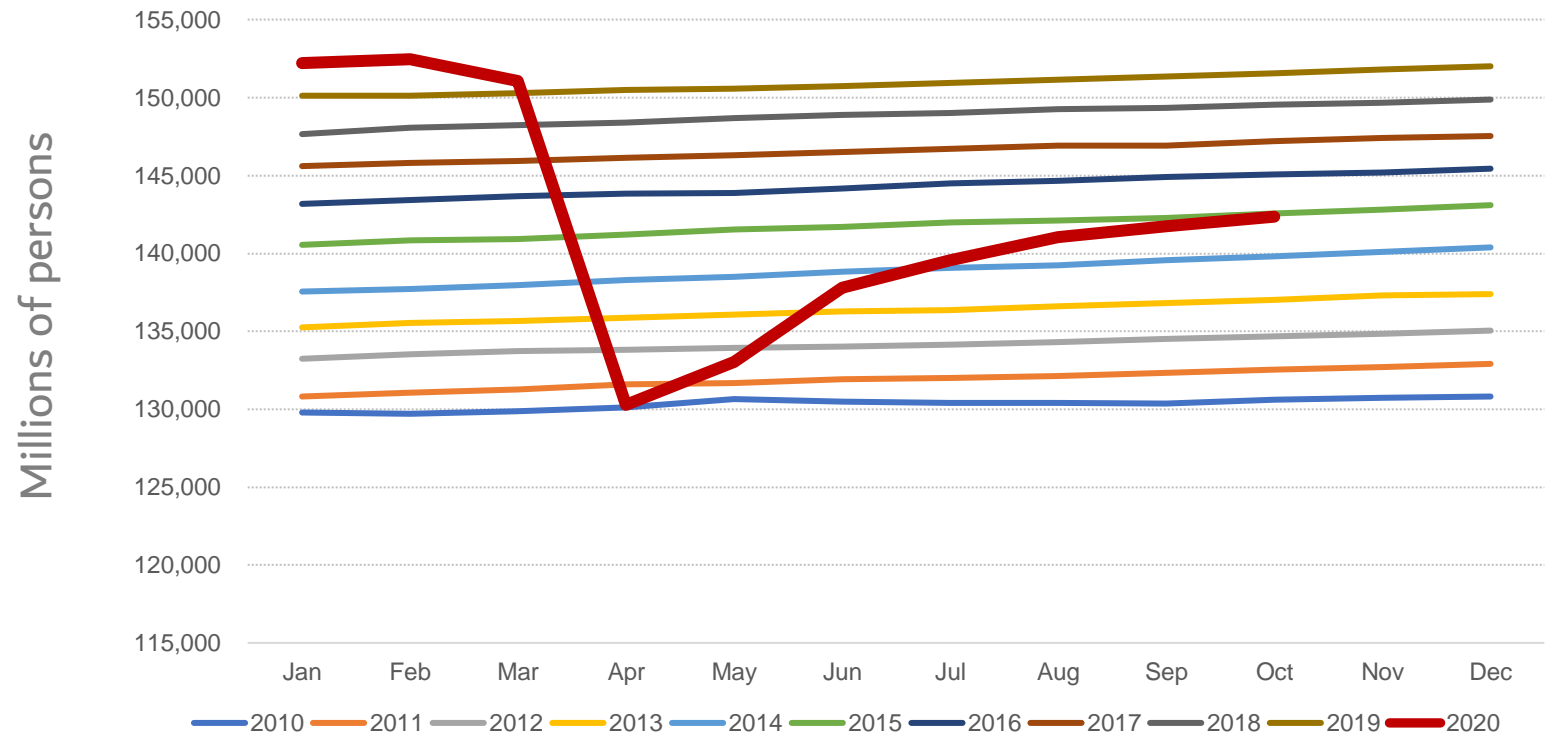
GROW REVENUE-GENERATING USES FOR SOMERVILLE

**CONNECT PHYSICALLY AND
SOCIALY TO SOMERVILLE
AND CULTIVATE THE
ASSEMBLY COMMUNITY**

ECONOMIC DEVELOPMENT

EMPLOYMENT IS RECOVERING, BUT REMAINS AT 2015 LEVELS

U.S. Employment 2010-2020 (Millions of persons, Bureau of Labor Statistics)



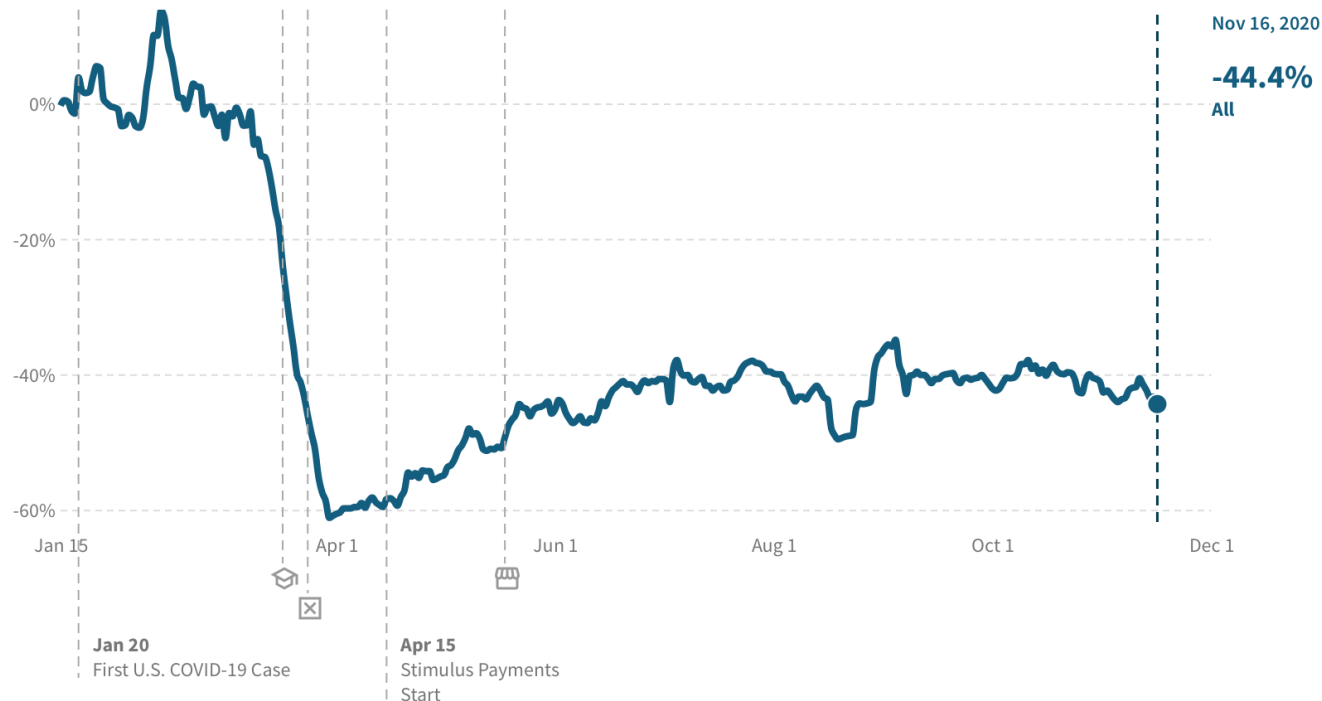
ECONOMIC DEVELOPMENT

COVID'S IMPACTS ON THE MA SMALL BUSINESS MARKET REMAIN MEANINGFUL

Massachusetts Change in Small Business Revenue – 2020

In **Massachusetts**, as of November 16 2020, total small business revenue decreased by **44.4%** compared to January 2020.

DOWNLOAD CHART 



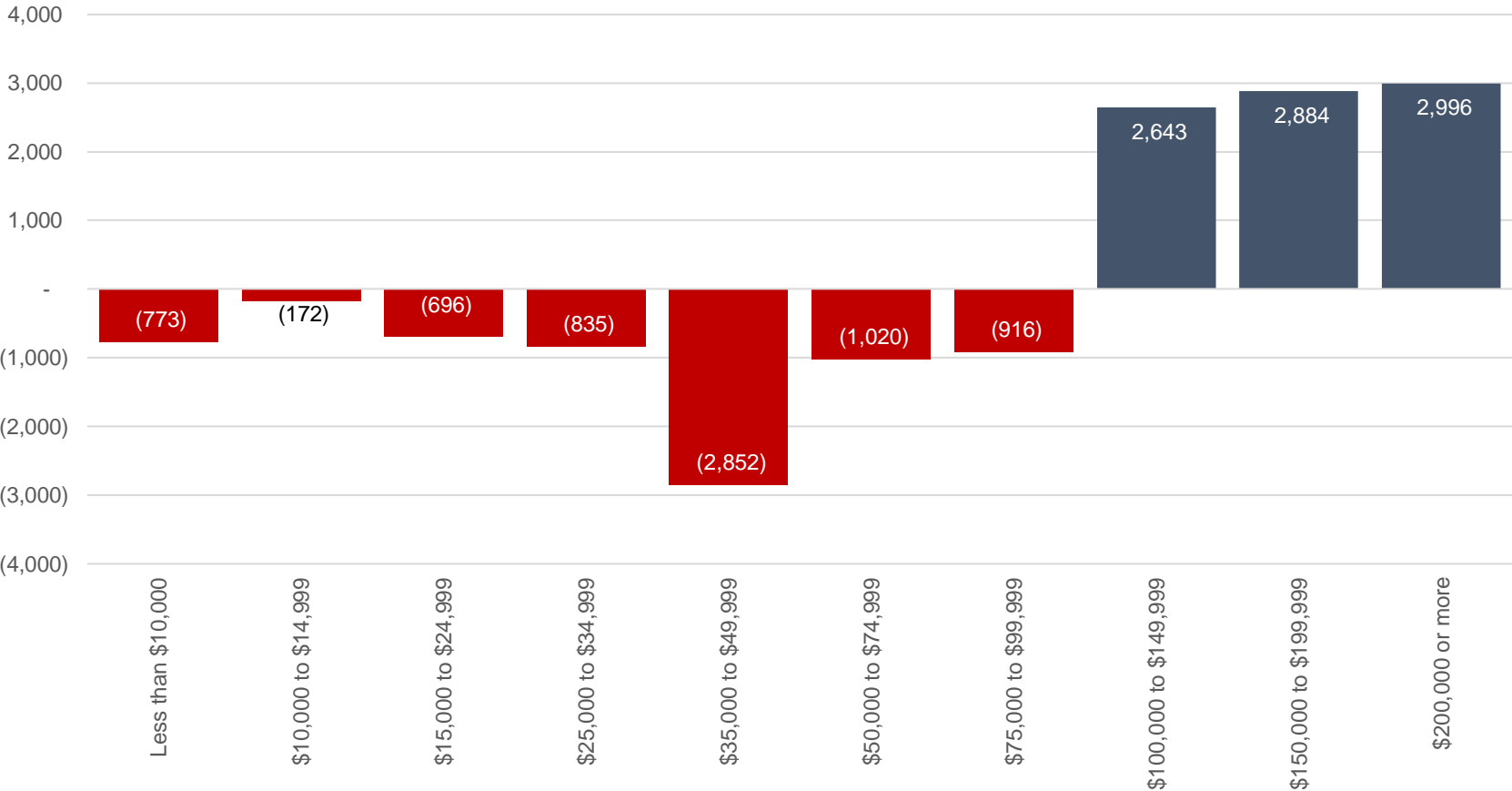
Source: www.tracktherecovery.org

With national consumer spending continuing to rise, stagnant small business revenue growth suggest much of the incremental consumer spending is going towards larger corporations, rather than local small businesses.

ECONOMIC DEVELOPMENT

SOMERVILLE'S POPULATION SHOWS RISING INCOME AT THE HIGHER INCOME BRACKETS

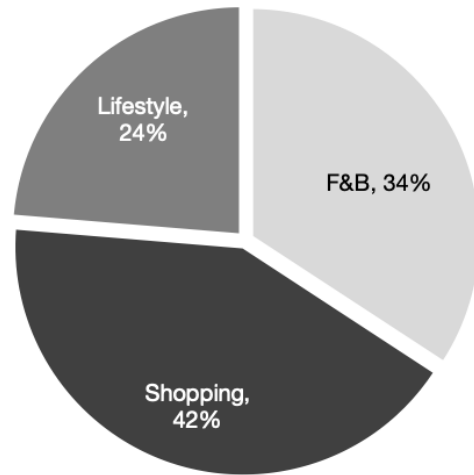
Somerville Demographic change by income bracket:
cumulative change 2010-2018 (US Census ACS)



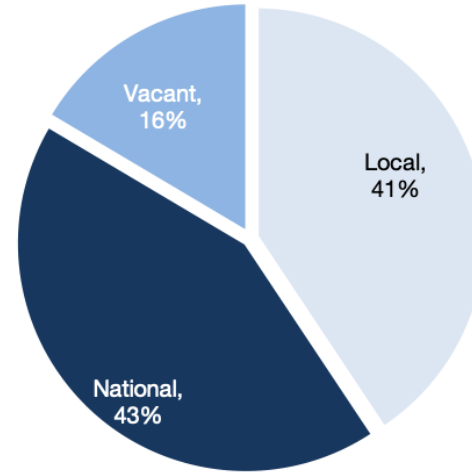
ECONOMIC DEVELOPMENT

USING FRIT DATA, THE SITE IS BROADLY BALANCED...BUT COVID HAS HURT RETAIL BADLY

Assembly Row tenant types



Assembly Row tenant space usage



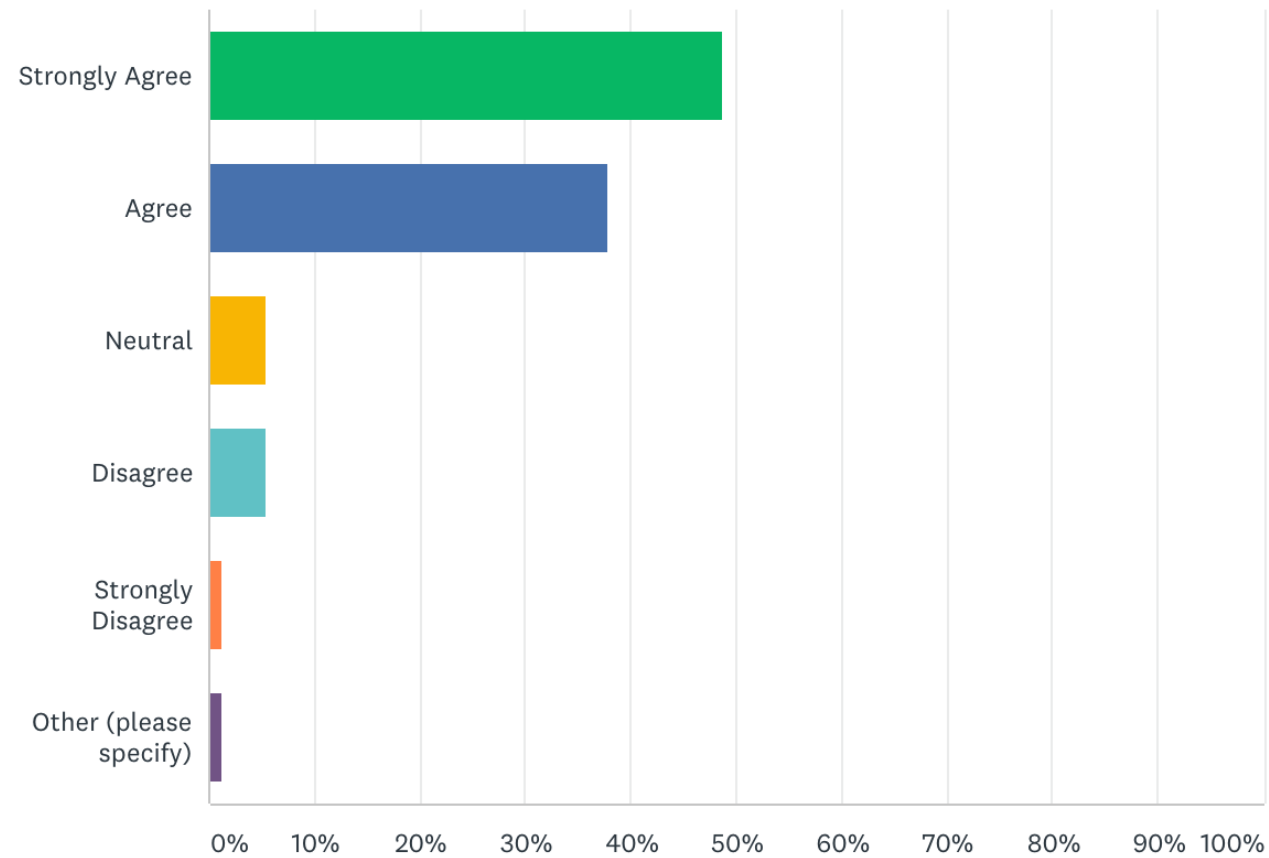
Both the retail tenant mix and the local to national mix are in-line with other developments and are considered attractive and reflect the current state of the art for creating a strong retail experience for visitors.

ECONOMIC DEVELOPMENT

THE FORMULA WORKS. PEOPLE LIKE IT.

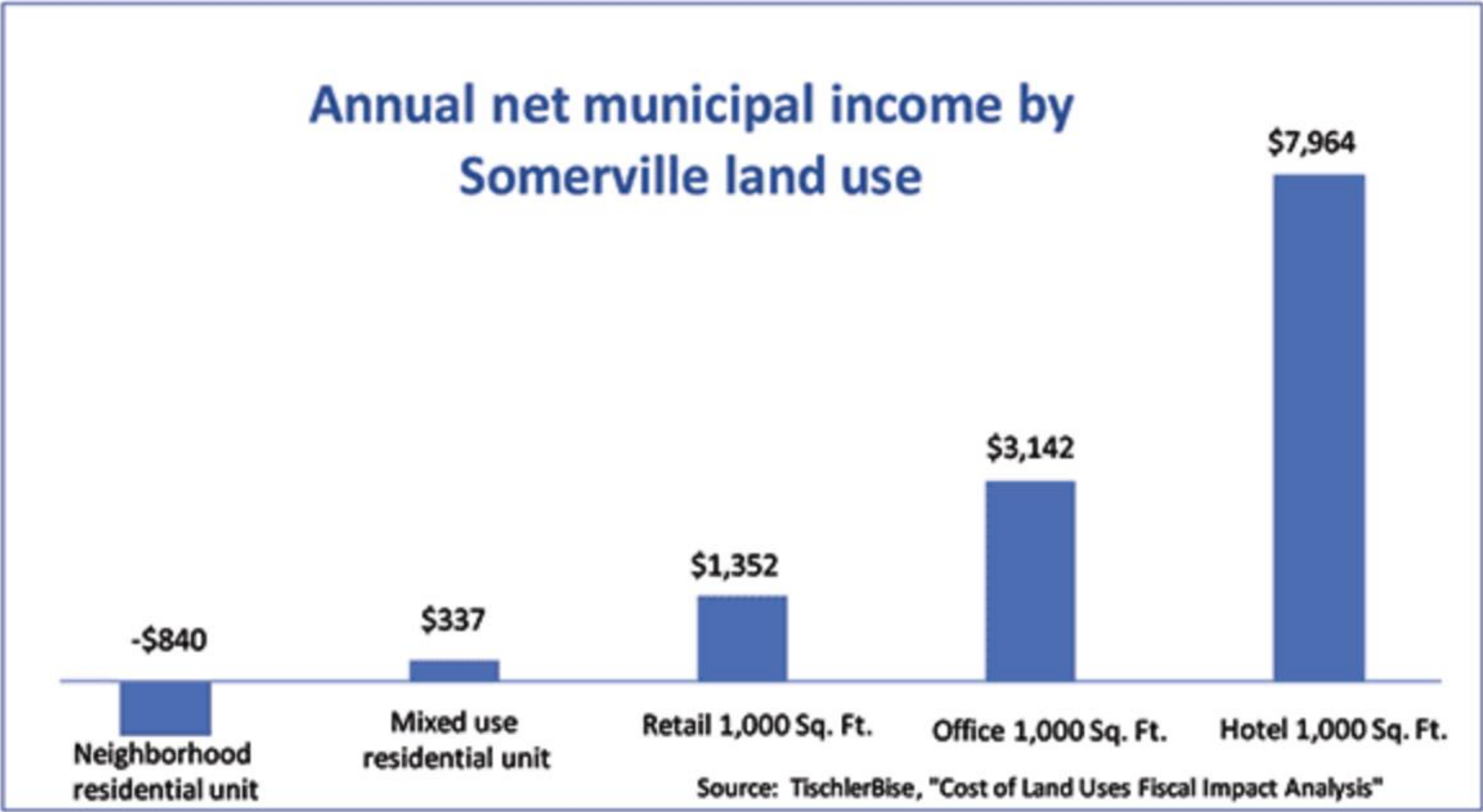
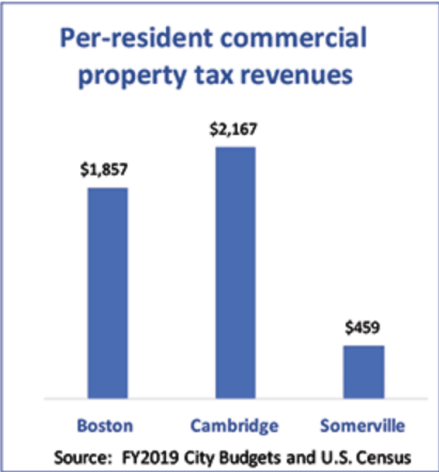
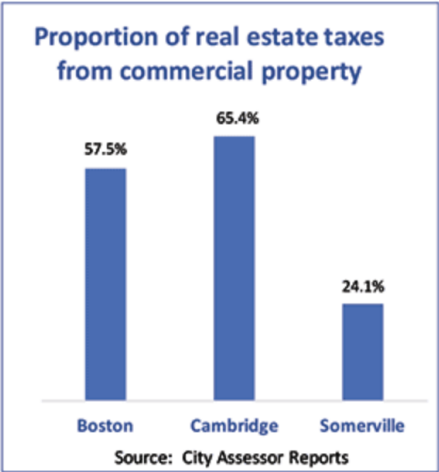
How likely are you to recommend Assembly Square to your friends and family as a place to live?

Answered: 74 Skipped: 0

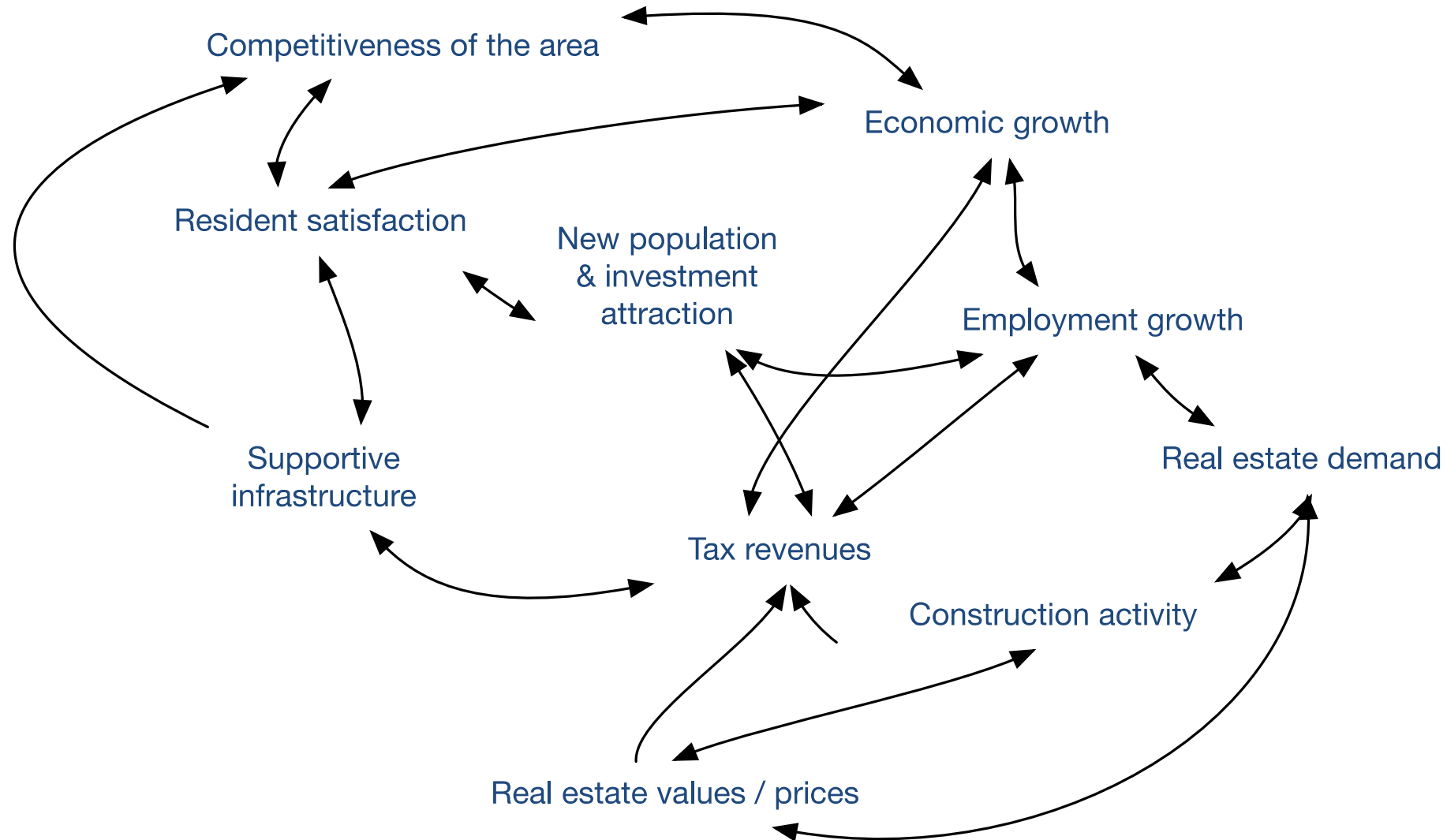


ECONOMIC DEVELOPMENT

BUT IT COULD BE EXTENDED AS NEEDS EXCEED SOURCES OF FUNDING



IMAGINE THE ECONOMY AS A SET OF DYNAMIC FEEDBACK LOOPS



ECONOMIC DEVELOPMENT

BUT IT TOOK A LOT OF EFFORT TO GET HERE AND REMAINS A WORK IN PROGRESS

“...set up a **sliding short term commercial real estate tax break** on new building space that is rented in return for a long term commitmentWe do not want our small creatives and start-ups pushed out of town.”

“..... **Small local businesses are always preferred.** But if Somerville's transformative districts need any chain or **big box stores** to serve local needs, then they **should adapt to the community's envisioned urban form** rather than impose their own.....”

- W. Zamore

ECONOMIC DEVELOPMENT

AND UNTAPPED OPPORTUNITIES REMAIN TO BE EXPLORED

“...It’s hard to convey how rich Somerville is in artists of all media. Note that ...As has been the case elsewhere, few enjoy large incomes, and they are increasingly being priced out.”

- B. Shelton

ECONOMIC DEVELOPMENT

OUR JOB IS TO MINIMIZE NEGATIVE EFFECTS

TENSIONS AND OPPORTUNITIES EXIST IN A NUMBER OF AREAS

- COVID'S IMPACTS ON RETAIL ARE REAL AND DEEP - FUTURE GROWTH MAY NOT LOOK LIKE THE PAST
- DON'T UPSET THE APPLE CART, BUT CREATE NEW OPTIONS
- ASSEMBLY WORKS, BUT NEEDS TO WORK FOR MORE PEOPLE
- BALANCING JOBS & HOUSING IS IMPORTANT
- ARTS & CULTURE COULD BE MUCH DEEPER
- LOTS OF CARS. LOTS OF TRAFFIC. LOTS OF CONCRETE

ECONOMIC DEVELOPMENT

AND STRENGTHEN POSITIVE EFFECTS

HERE'S WHAT YOU TOLD US TO FOCUS ON:

1. ENHANCE WHAT WORKS
2. EXPAND GREEN, MIXED-USE, COMMUNITY FRIENDLY APPROACH
3. DEVELOP CATALYTIC NICHES

ECONOMIC DEVELOPMENT

TO ASSEMBLE THE FUTURE USING FOCUSED POLICY ACTIONS

1. ENHANCE WHAT WORKS

- MAXIMIZE BUSINESS CLUSTER EFFECTS
- LEAD A BRANDING EFFORT TO DEFINE THE AREA AS MORE THAN RETAIL
- INCREASE USE OF FINANCING TOOLS (DIF/TIF, PROPERTY TAX ABATEMENTS, ETC) TO SUPPORT SOCIAL GOALS
- CONSIDER ADDITIONAL “PPP’S” THAT ALIGN CITY AND PRIVATE GOALS
- TAKE INTO ACCOUNT THE REVENUE GENERATION POTENTIAL OF PROJECTS IN ASSEMBLY – IT’S KEY TO FUNDING GOALS

ECONOMIC DEVELOPMENT

TO ASSEMBLE THE FUTURE USING FOCUSED POLICY ACTIONS

2. EXPAND GREEN, MIXED-USE, COMMUNITY FRIENDLY APPROACH

- EXPAND AND BRING INTO THE ECONOMY THE WATERFRONT AND PARK LANDS; SHOWCASE SUSTAINABILITY

- BUILD OUT SITE WITH ATTENTION TO HEALTH EFFECTS AND SUSTAINABILITY

- EXPERIMENT WITH AFFORDABLE HOUSING FINANCING TOOLS FOR WORKFORCE HOUSING

- ENCOURAGE FAMILY-SIZED RESIDENTIAL UNITS

ECONOMIC DEVELOPMENT

TO ASSEMBLE THE FUTURE USING FOCUSED POLICY ACTIONS

3. DEVELOP CATALYTIC NICHES

- ATTRACT AREAS ARTS VENDORS, SMALL SCALE RETAIL (PUSHCART / FOOD TRUCK)

- CREATE A CULTURAL ASSETS THEME WITH MUSEUM OPEN STACKS, SHOPS AND CURATION IN VISITOR-FRIENDLY FORMAT

- USE SMALLER FOOTPRINT RETAIL TO MIRROR SUCCESSES (LIKE BOW MARKET)

- PURSUE CORPORATE SOCIAL RESPONSIBILITY (“CSR”) DOLLARS FOR ASSEMBLY’S ARTS & CULTURAL PROGRAMMING



I-93

Mystic River

**SOMERVOICE.SOMERVILLEMA.GOV/
ASSEMBLYNP**

ASSEMBLY SQUARE

NEIGHBORHOOD PLAN UPDATE



Thank you

DOVER, KOHL & PARTNERS
town planning

STREETPLANS
MIAMI NEW YORK



HOWARD STEIN HUDSON



[SOMERVOICE.SOMERVILLEMA.GOV](https://somer voice.somervillema.gov)

