

WELCOME!

We will get started soon.

This meeting will be recorded.

SOMERVOICE

<https://somervoice.somervillema.gov/brick>

Tips for using zoom:



We encourage you to turn on your video if you're comfortable doing so!



Mute your mic unless you are speaking.



Type your questions in the chat. We'll do our best to answer as many as possible. Unanswered questions will be addressed in the FAQ section of the website.



Use the 'Raise your hand' button if you would like to speak.



Join by phone (Dial):
Press *9 to raise your hand
Press *6 to unmute/mute yourself

BRICKBOTTOM VISION PLAN

WORKSHOP #2

OCTOBER 27, 2021



AGENDA

1. 6:00 - 6:10 **Project Background** (10 min)
2. 6:10 - 6:55 **Presentation** (45 min)
3. 6:55 - 7:05 **Activity Instructions** (10 min)
4. 7:05 - 7:25 **Breakout Rooms Group Exercise** (20 Min)
5. 7:25 - 7:45 **Breakout Rooms Group Exercise** (20 Min)
6. 7:45 - 7:55 **Next Steps** (10 mins)

PROJECT AREA



SOMERVOICE

<https://somervoice.somervillema.gov/brick>

VISION PLAN

A Vision Plan is a report illustrating and documenting the goals, objectives, urban design, and overall vision for future development in Brickbottom. This report informs other policies such as zoning and urban design frameworks that must be in place for future development to implement the Vision Plan's goals and objectives.

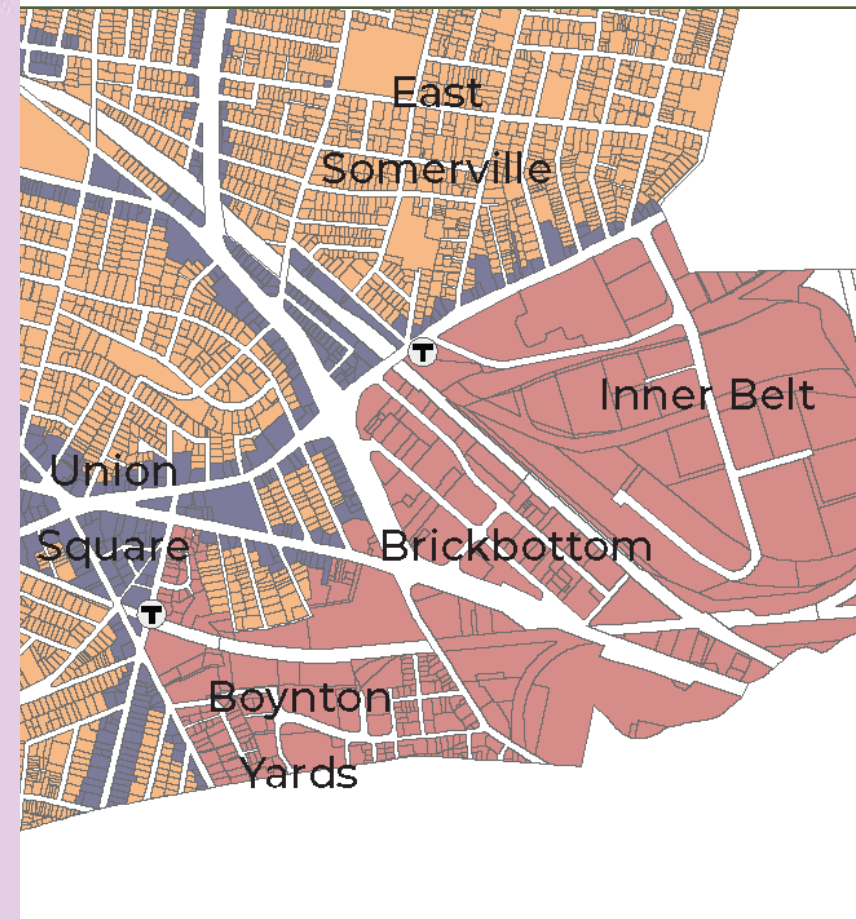
PROJECT OBJECTIVES

- To align existing development and planning efforts across disciplines to create a cohesive direction for growth – public and private.
- To provide direction for regulation writing and future planning policies and procedures.
- To create a clear circulation network of thoroughfares and define areas for higher density and specific land uses.
- To understand the desired identity and character of BrickBottom to inform urban design and architectural guidelines for future developments.

SOMERVISION2040: ENDORSED & ADOPTED

- 1 Protect and foster the **DIVERSITY** of our people, culture, housing and economy.
- 2 Celebrate the unique character of our neighborhoods and the strength of our **COMMUNITY** as expressed in our history, cultures and vibrant civic engagement.
- 3 Invest in the **GROWTH** of a resilient economic base that is centered around transit, generates a wide variety of job opportunities, creates an active daytime population, supports independent local businesses, and secures fiscal self-sufficiency.
- 4 Promote a dynamic urban streetscape that embraces public transportation, reduces car dependence, and is **ACCESSIBLE**, inviting and safe for all pedestrians, bicyclists and transit riders.
- 5 Build a **SUSTAINABLE** future through climate leadership, balanced transportation, engaging civic spaces, exceptional educational opportunities, improved health, varied and affordable housing options, and the responsible use of our natural resources.
- 6 Affirm our responsibility to current and future generations through continued **INNOVATION** in business, technology, education, arts and government.

- Transform
- Enhance
- Conserve



SOMERVISION: MOBILITY



3. Equitable low-carbon mobility

3.

Improve bus reliability and trip times.

Improve and expand bicycle infrastructure.

Assess parking policy and parking supply to meet low-carbon mobility needs.

4. Rapid transition to electric vehicles

4.

Develop electric vehicle charging infrastructure strategy.



SOMERVISION: CLIMATE & SUSTAINABILITY



The SomerVision Number

80%

DECREASE IN CARBON EMISSIONS
from 2014 levels by 2040

Reducing carbon emissions is the most important strategy for mitigating climate change, and the 80% goal was first identified in the Climate Forward Plan. Related indicators include the percent of buildings' energy use from sustainable sources and the share of buildings with solar panels.

5. Stormwater management

Update stormwater management policies and develop design guidelines.

Investigate a stormwater enterprise fund to improve stormwater management.

6. Expanded tree canopy

Formalize and implement a modern urban forestry management plan including best practices and resilient species list.

Develop guidance and training for community stewardship of trees.

7. Reduced consumption and waste

Complete a consumption based greenhouse gas inventory and conduct community outreach on climate impacts of consumption.

SOMERVISION: PUBLIC SPACE & THE NATURAL ENVIRONMENT



Keep planning. The Planning Staff should continue working towards open space goals in other city planning efforts.

Implement. Use systematic thinking that will make planning objectives a reality. Execution is the point. Rely on decades of city planning, research, and study to bridge from planning to execution. Acknowledge that each step takes time and avoid the temptation to repeat the cycle.

Empower residents. The City designs and builds open spaces for the entire community. These are their spaces to play, sit, relax, and congregate. People should feel empowered to enjoy them and improve them.

Identify. We need to continue to study and document the open space needs in Somerville because there are always new trends, user groups, etc.

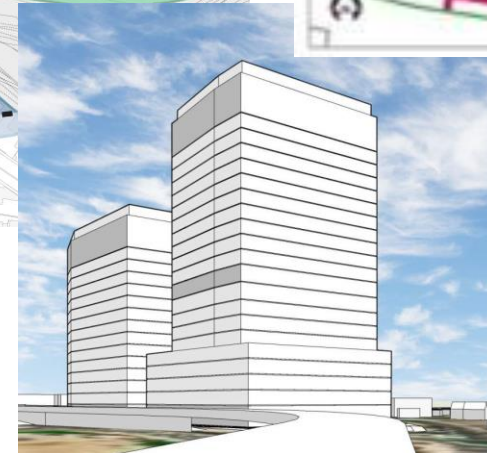
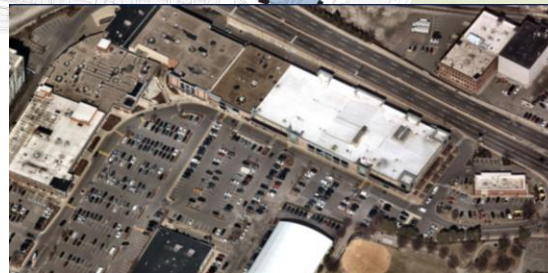
Focus. The total acreage of open space is important, but so is access. Residents tend to enjoy open spaces within walking distance of their home. If parks are within walking distance, but separated by infrastructure like McGrath Highway or I-93, it is much less likely to be used.

Design. Although people may think parks have one use, such as a playground or playing field, there are many users in one space because generally people use open space that's within easy access to their residence. Park designs should include elements for a wide variety of user.

EQUITY GOAL

EQUITY GOAL

An aerial photograph of the Chicago skyline, showing the city's dense urban landscape and the Chicago River. A red 'T' icon is placed on the left side of the image, indicating a transit station.



On-Going Development

Across the entire city, development fuels economic growth allowing us to achieve our community goals through commercial tax revenue.



McGRATH HIGHWAY

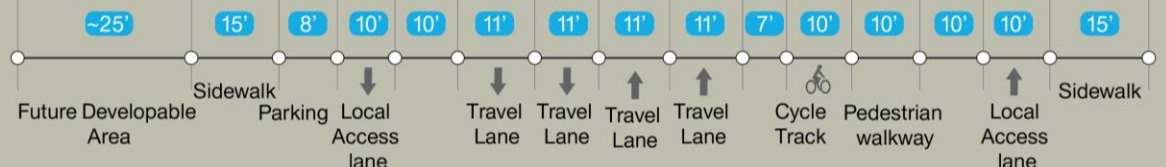
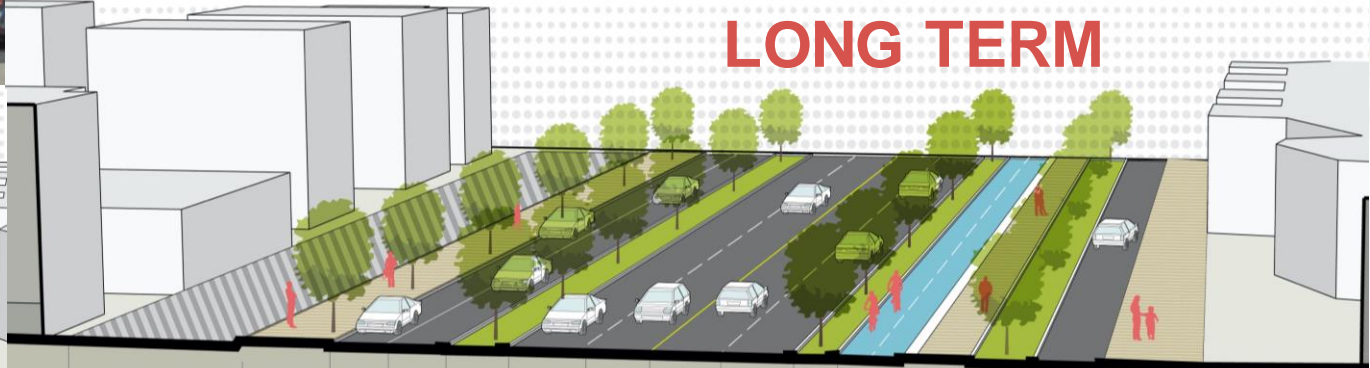
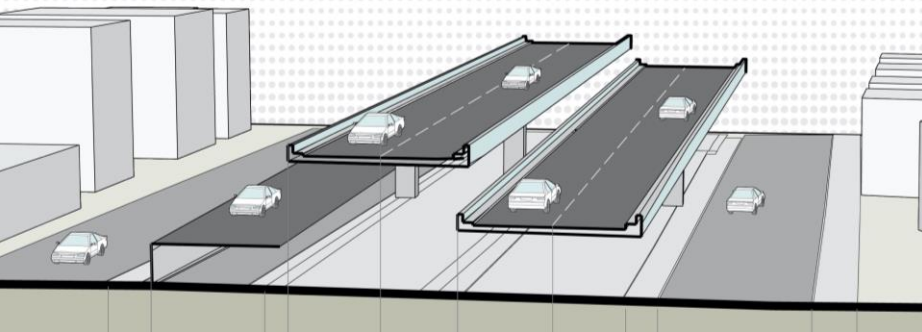
SHORT TERM



PROPOSED



LONG TERM



ART FARM & POPLAR STREET PUMP STATION



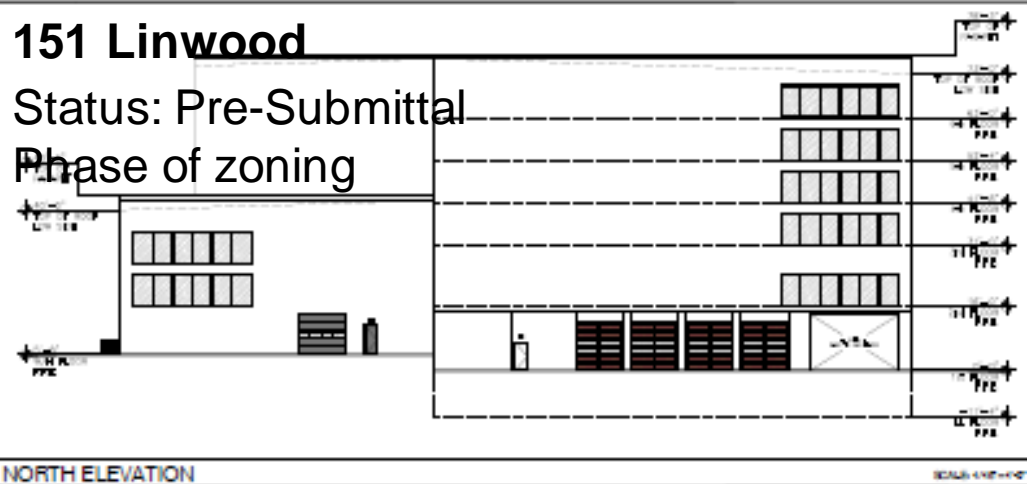
90 WASHINGTON PUBLIC SAFETY BUILDING

Community Meeting - Wednesday, November 10th at 6:00 pm

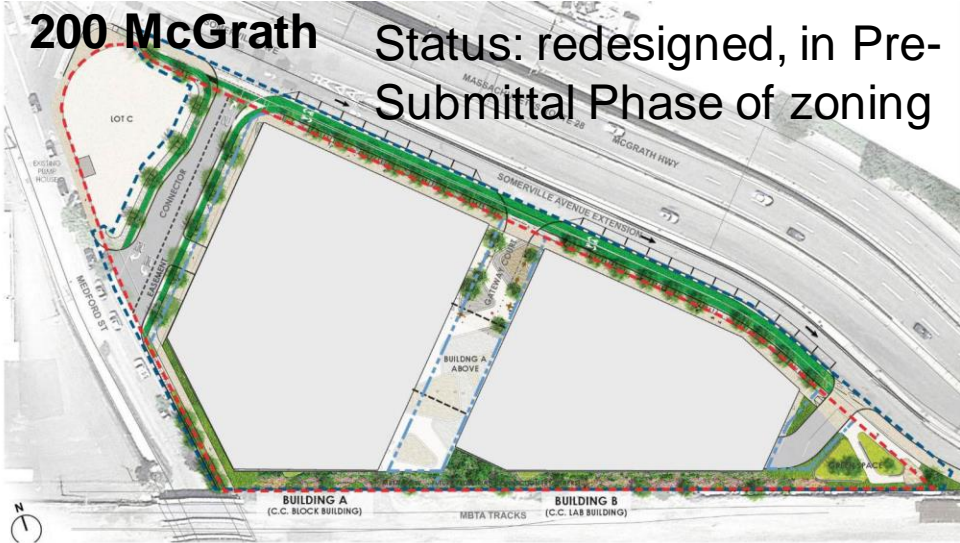


<https://voice.somervillema.gov/public-safety-building>

PRIVATE DEVELOPMENT WITHIN NEIGHBORHOOD

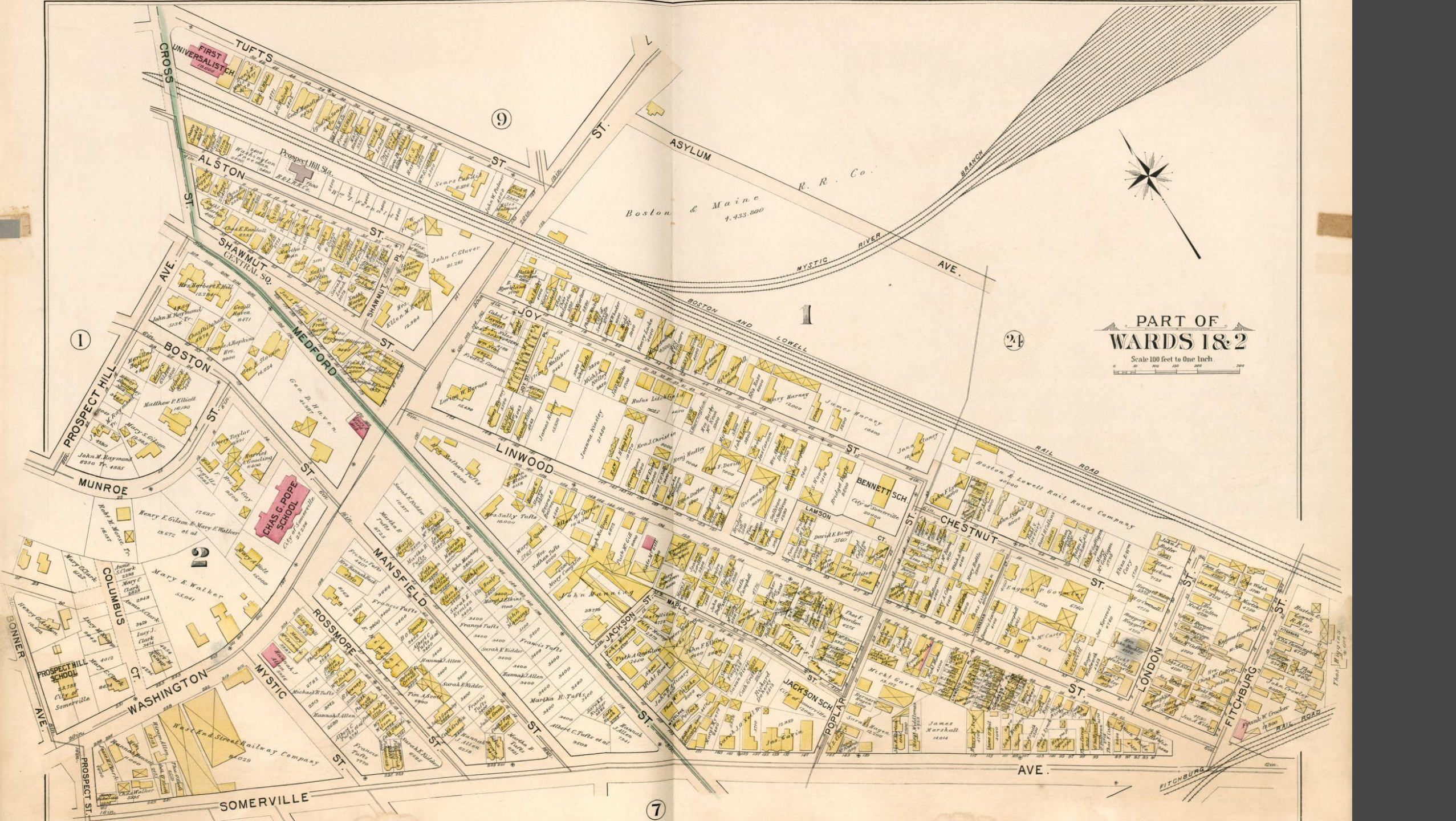


SURROUNDING PROJECTS

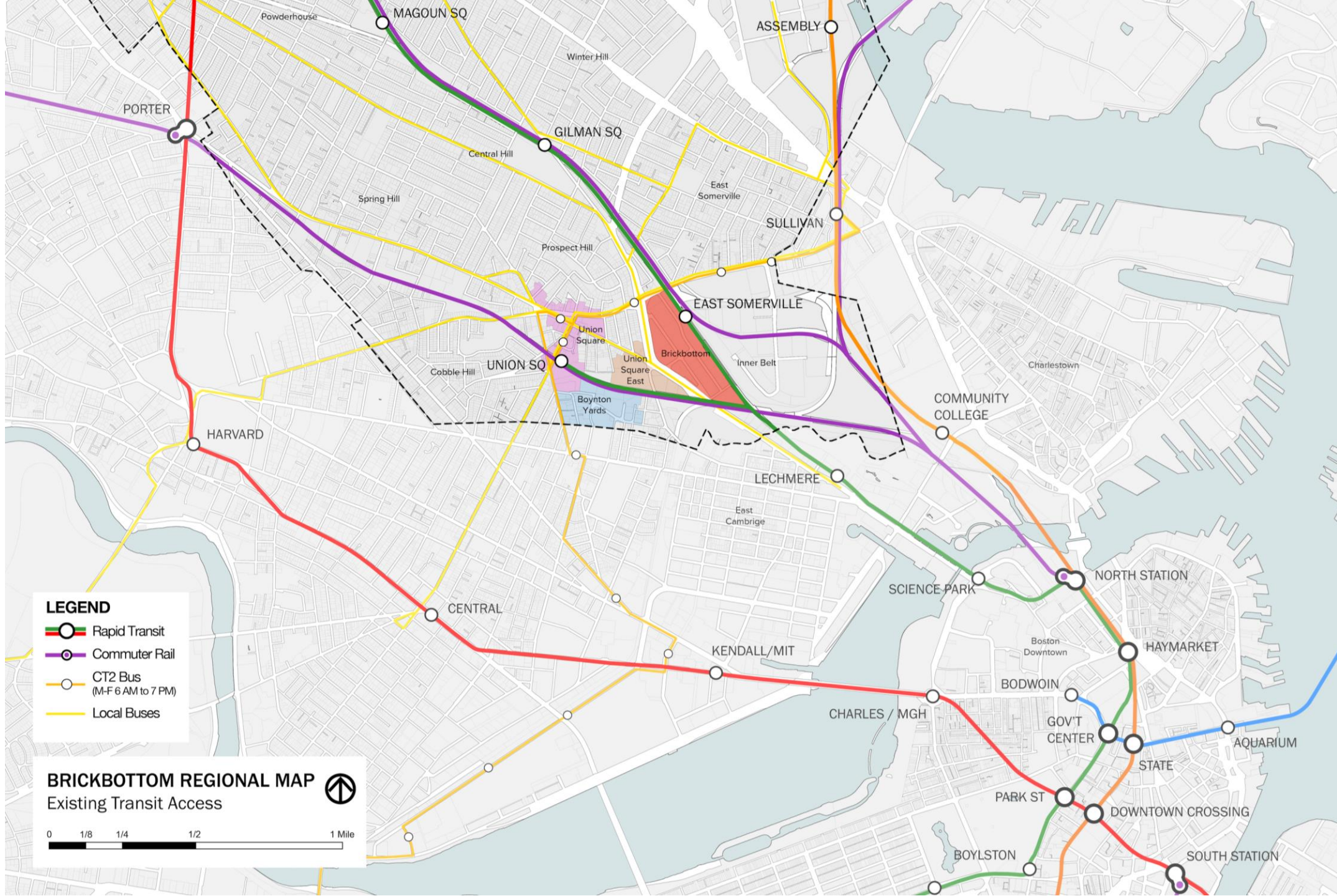








PART OF
WARDS 1 & 2
Scale 100 feet to One Inch.



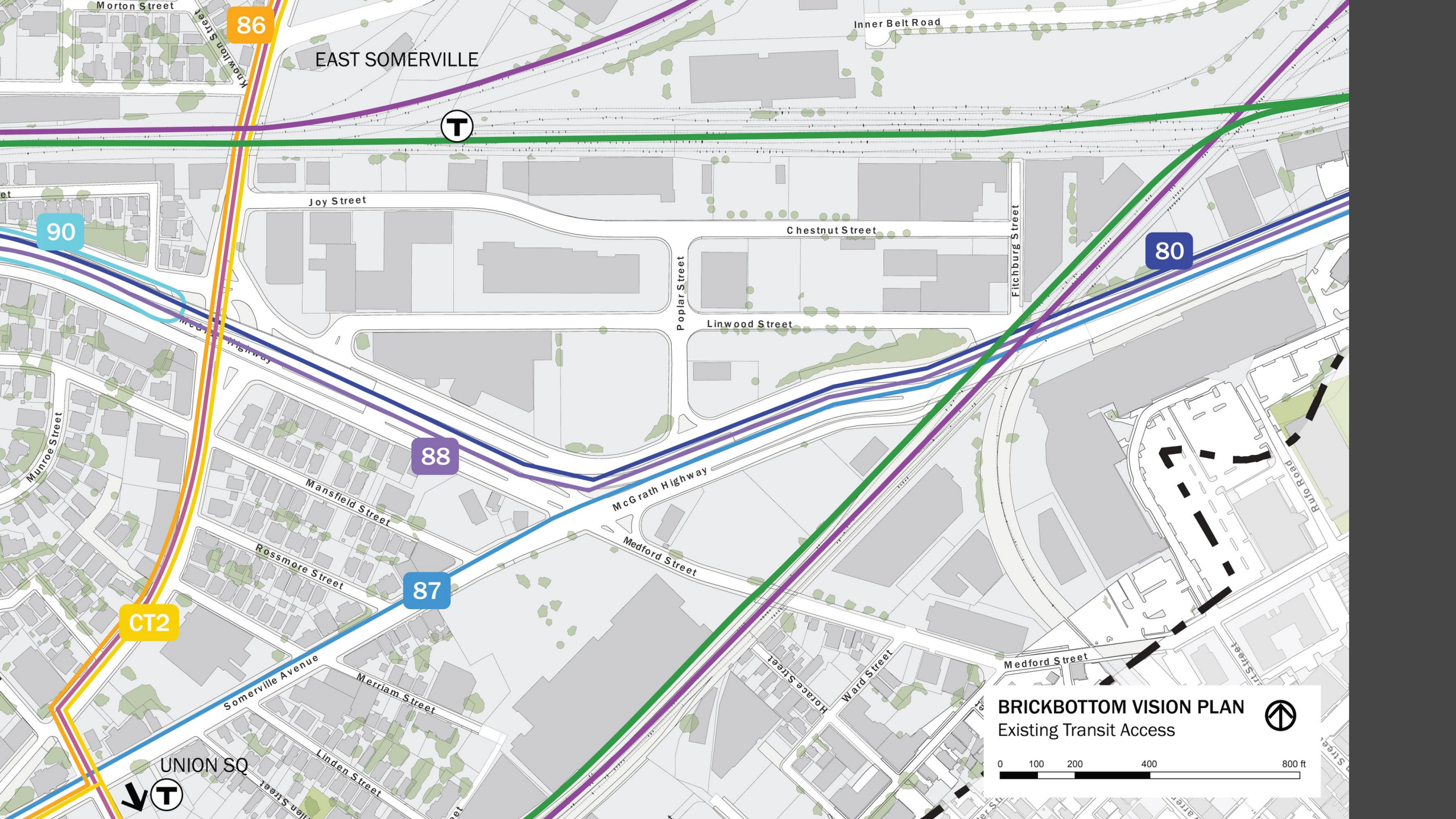
LEGEND

- Rapid Transit
- Commuter Rail
- CT2 Bus (M-F 6 AM to 7 PM)
- Local Buses

BRICKBOTTOM REGIONAL MAP

Existing Transit Access

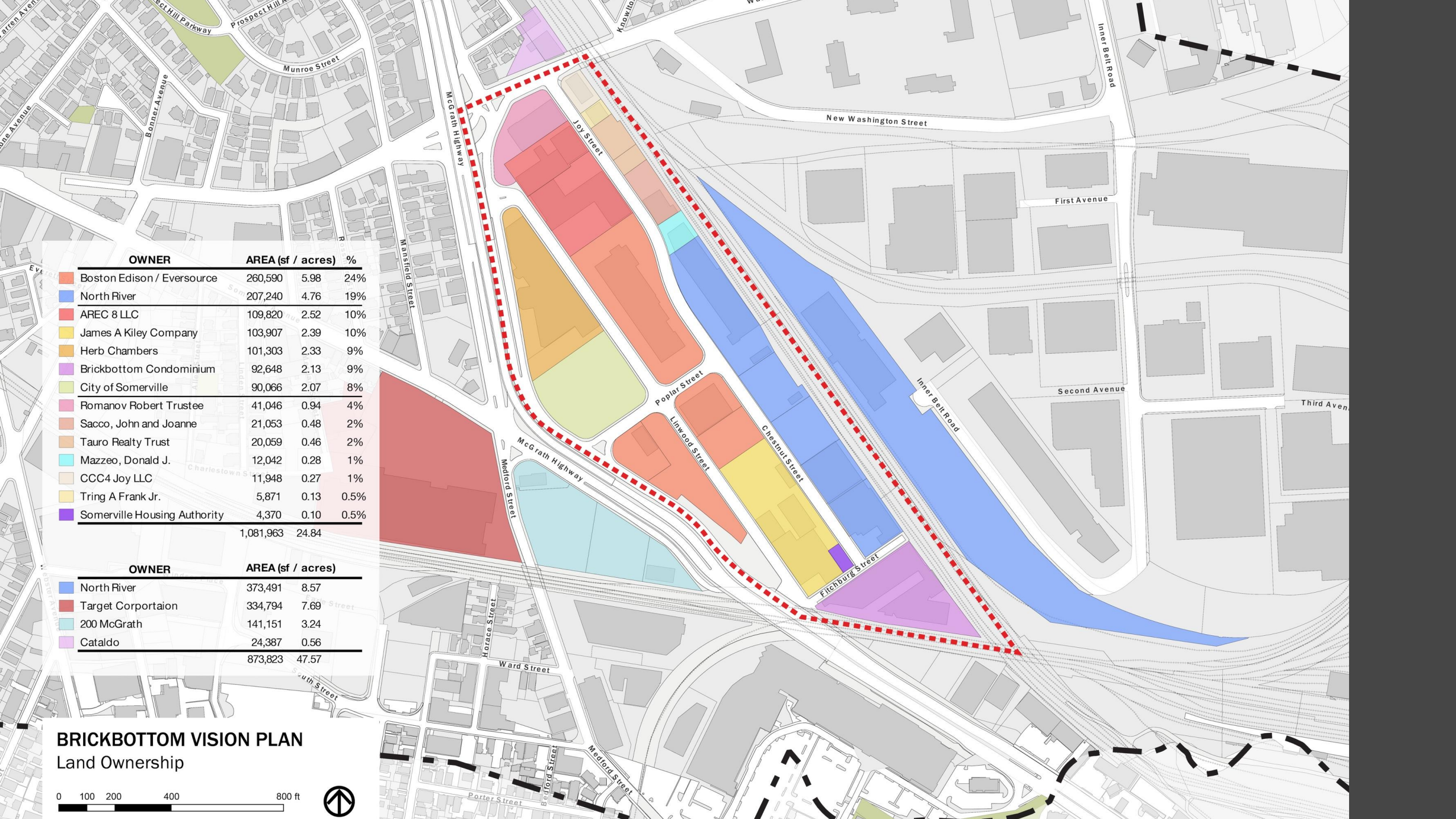
0 1/8 1/4 1/2 1 Mile



BRICKBOTTOM VISION PLAN
Existing Transit Access



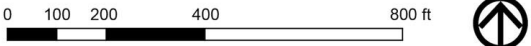
0 100 200 400 800 ft



OWNER	AREA (sf / acres)			%
Boston Edison / Eversource	260,590	5.98		24%
North River	207,240	4.76		19%
AREC 8 LLC	109,820	2.52		10%
James A Kiley Company	103,907	2.39		10%
Herb Chambers	101,303	2.33		9%
Brickbottom Condominium	92,648	2.13		9%
City of Somerville	90,066	2.07		8%
Romanov Robert Trustee	41,046	0.94		4%
Sacco, John and Joanne	21,053	0.48		2%
Tauro Realty Trust	20,059	0.46		2%
Mazzeo, Donald J.	12,042	0.28		1%
CCC4 Joy LLC	11,948	0.27		1%
Tring A Frank Jr.	5,871	0.13		0.5%
Somerville Housing Authority	4,370	0.10		0.5%
	1,081,963	24.84		

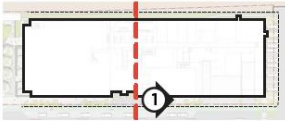
OWNER	AREA (sf / acres)		
North River	373,491	8.57	
Target Corportaion	334,794	7.69	
200 McGrath	141,151	3.24	
Cataldo	24,387	0.56	
	873,823	47.57	

BRICKBOTTOM VISION PLAN
Land Ownership



CHESTNUT STREET

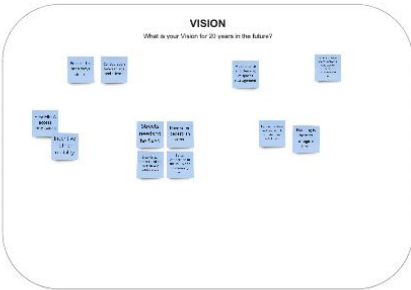
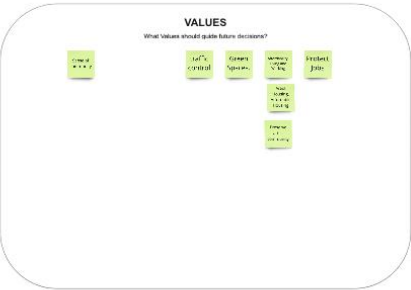
KEY



GROUP 2 - Carlos Sainz Caccia

ACTIVITY #1: Big Ideas - Values & Visions

- INSTRUCTIONS
- 1. Introduce yourself. Mention one thing you like about the Brickbottom neighborhood.
 - 2. Brainstorm with your group to produce a list of 10 Values and 10 Visions for the neighborhood.
 - 3. Be as detailed or as broad as you would like to be.
 - 4. Work with your facilitator to collect these items on the shared whiteboard.
 - 5. Designate one spokesperson from your group to report back on your discussion.

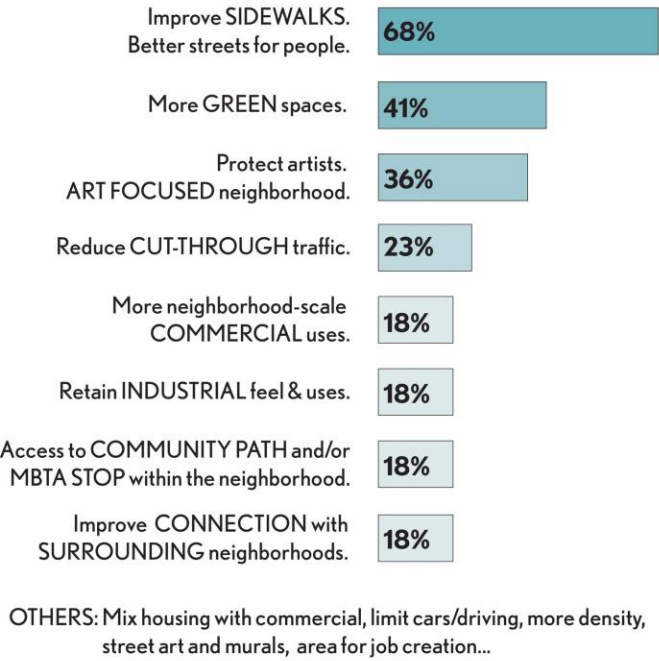


- Favorite Things
- 1. Brickbottom is a quiet backwater
 - 2. Lack of traffic and sense of community
 - 3. Easy access to neighboring areas. Traffic will choke the neighborhood
 - 4. 650+ blue collar jobs.
 - 5. Events, Art
 - 6. Industrial Feel, Proximity
 - 7.
 - 8.
 - 9.
 - 10.

BIG IDEAS RESPONSES

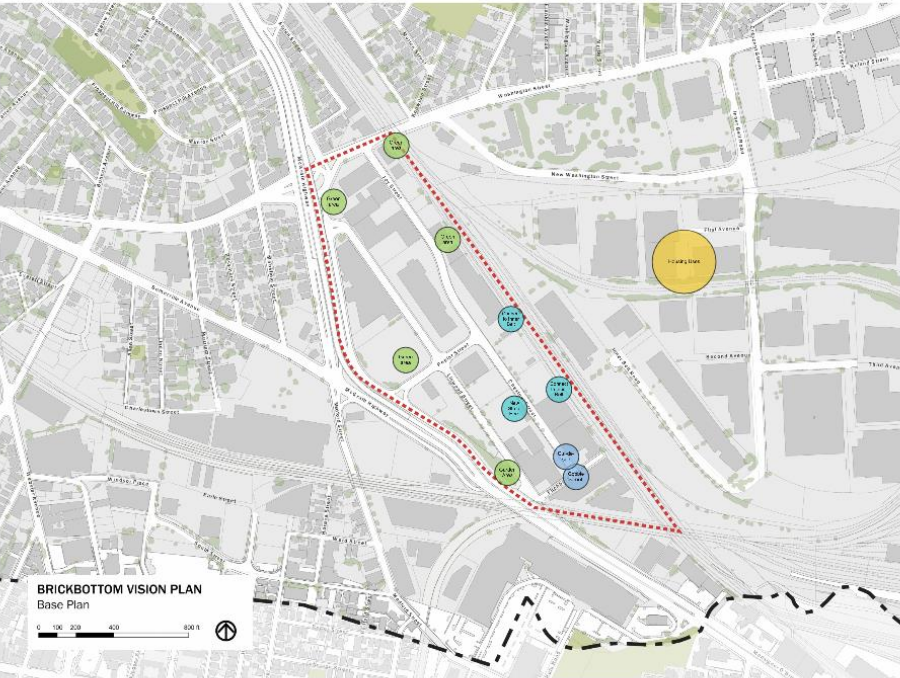


44 RESPONSES



ACTIVITY #2: Activities, and Uses

- INSTRUCTIONS
- 1. Place an Activity or Use on the map where you think it should be located.
 - 2. Please create a new Activity or Use sticker if it is not already listed.
 - 3. Work with your facilitator to place the stickers on the map.
 - 4. Designate one spokesperson from your group to report back on your discuss
 - 5. Have fun!



- ARTS
- Art Studio
 - Art Studio
 - Art Studio
 - Art Studio
- GREEN/CIVIC SPACES
- Park
 - Park
 - Park
- LAND USES
- Residential
 - Residential
 - Residential
 - Residential
 - Residential
 - Residential
- STREET CHARACTER/DESIGN
- Street
 - Street
 - Street
 - Street
 - Street
 - Street
- CONNECTIVITY
- Connectivity
 - Connectivity
 - Connectivity
 - Connectivity
- DENSITY/HEIGHT
- Density
 - Density
 - Density

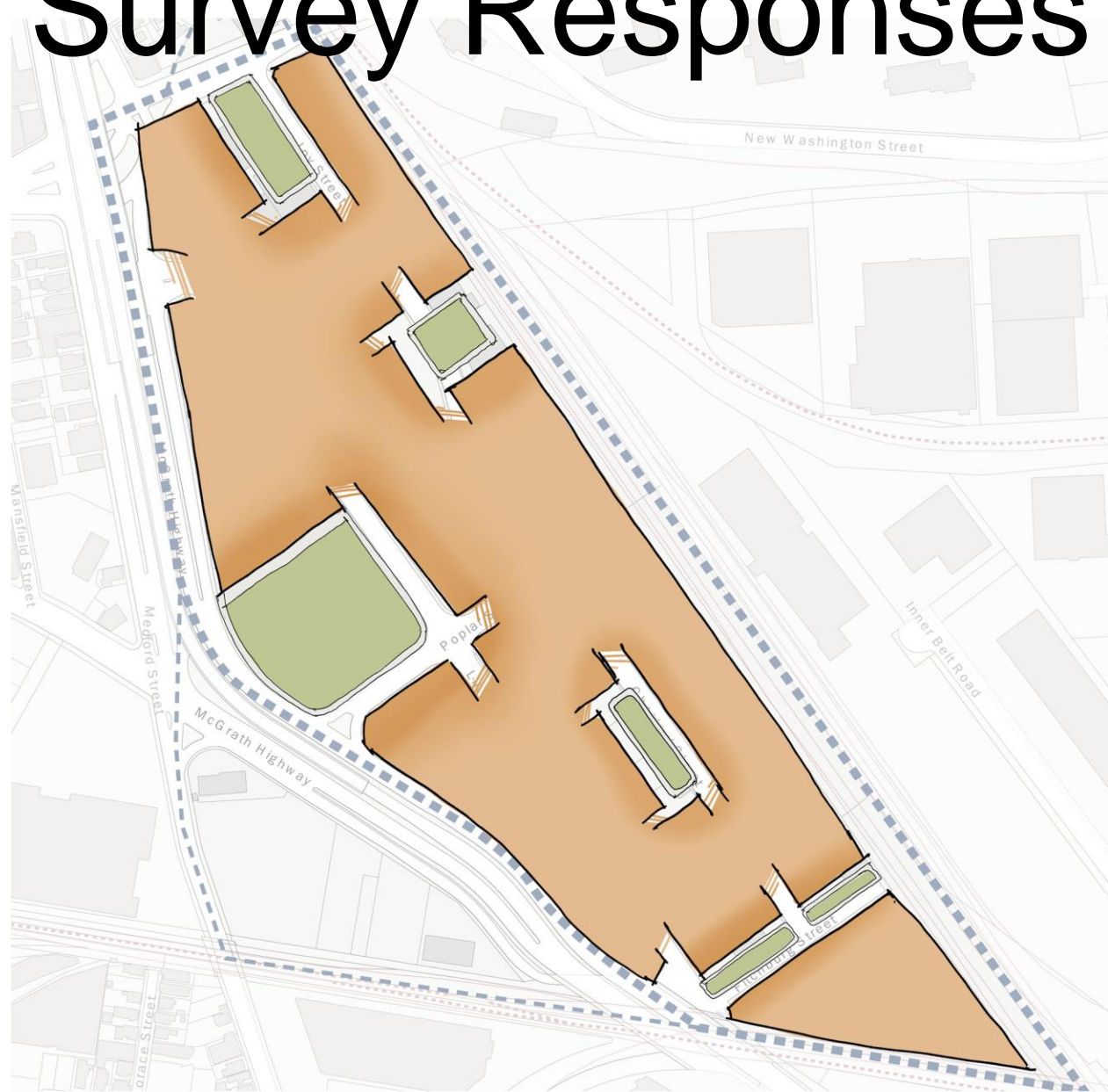
Civic Space Survey Responses

Strategy 3: Civic Space Plan

Good option. 12%

Spaces too small.
Not usable 9%

Good that spaces are small
and distributed around. 7%



HEIGHT AND DENSITY RESPONSES

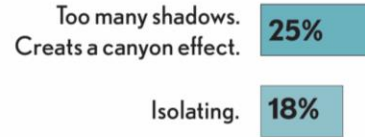
Main takeaways:

- Density around the MBTA Green line stop is preferred
- Keeping the scale of Fitchburg St. No more than 4-5 stories around the lofts.

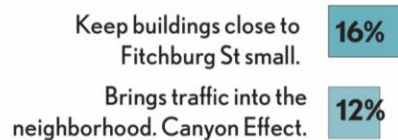
Strategy 1: TOD



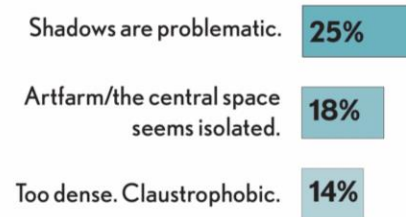
Strategy 2: Density along McGrath



Strategy 3: Density along the R-ROW



Strategy 4: Central Park



CREATING CIVIC SPACE RESPONSES

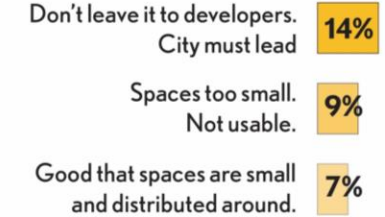
Main takeaways:

- One LARGE space VS many SMALL spaces
- Community/city led effort is preferred

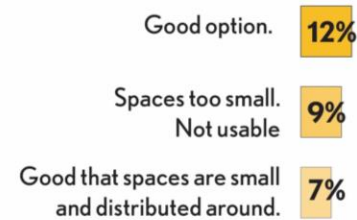
Strategy 1: Undevelopable Land



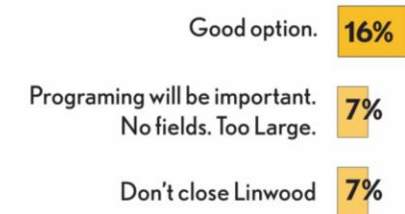
Strategy 2: Randomly Created

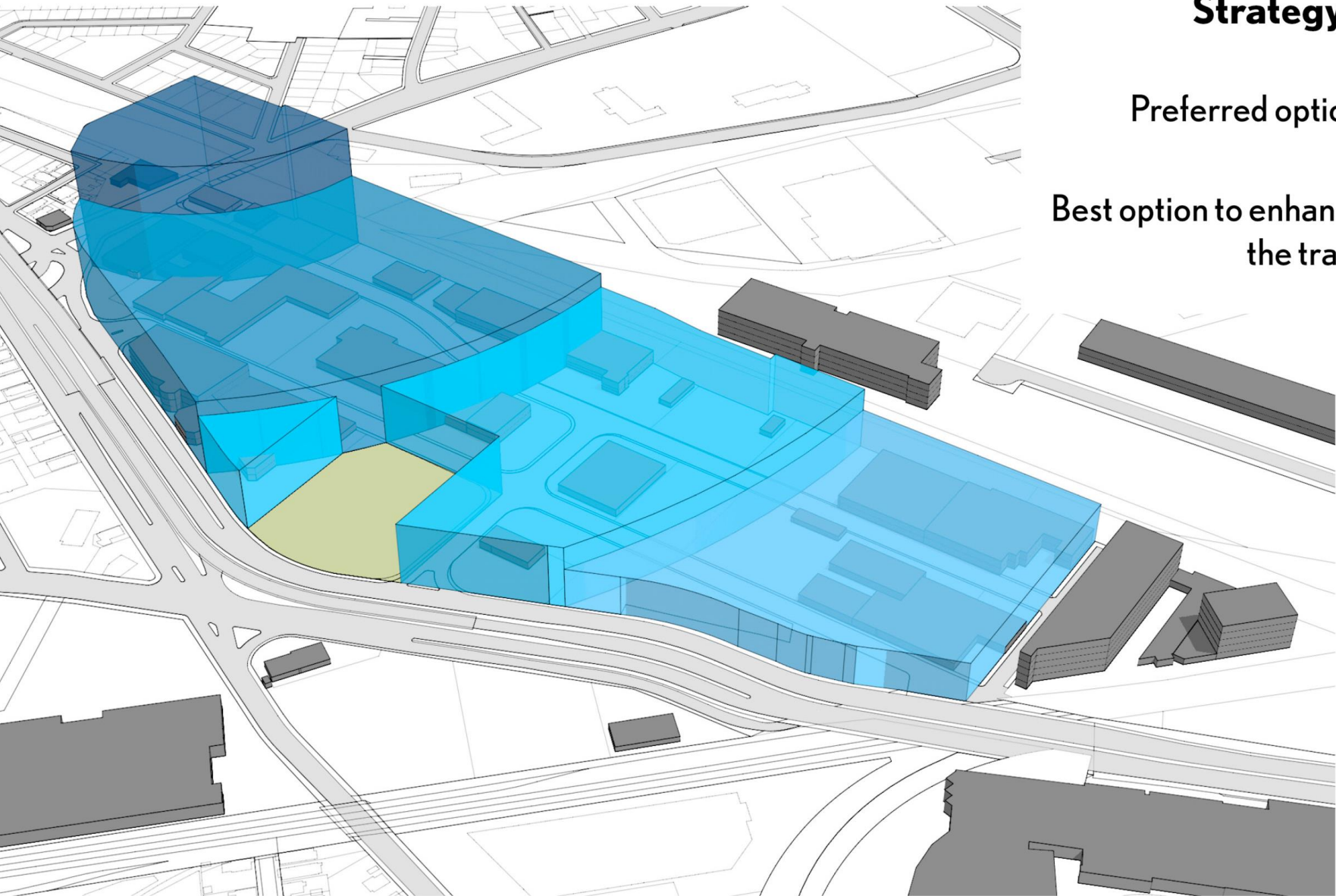


Strategy 3: Civic Space Plan



Strategy 4: Central Park





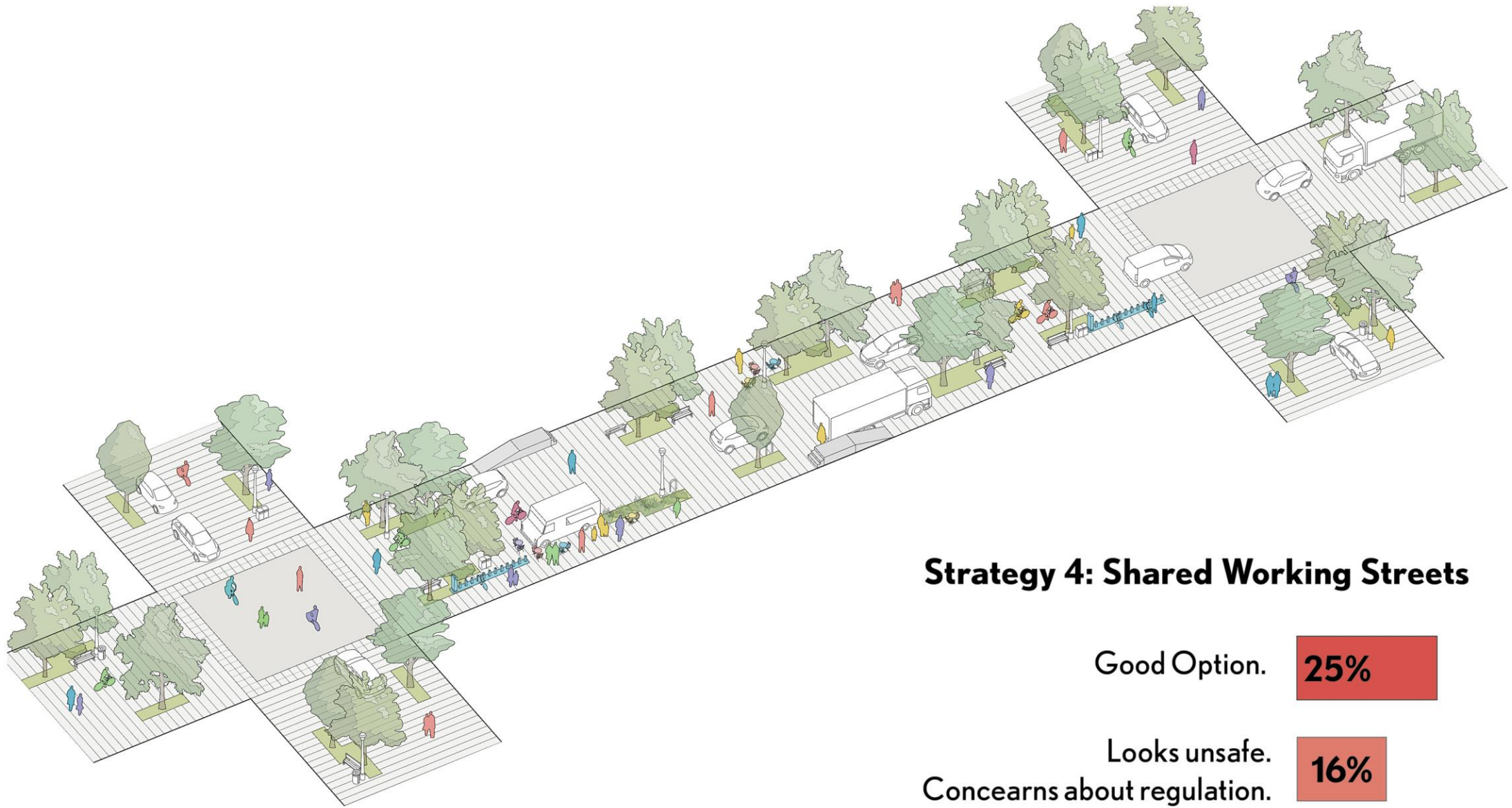
Strategy 1: TOD

Preferred option.

55%

Best option to enhance
the train.

12%



Strategy 4: Shared Working Streets

Good Option. **25%**

Looks unsafe.
Concerns about regulation. **16%**

Good option for some streets.
Just like Fitchburg st design. **12%**



Strategy 3: Green Streets

Green median is a good idea. **32%**

Good option. **24%**

Good option for **SOME** streets.
Don't remove parking. **12%**

GROUP 2

GROUP 2 - Carlos Sainz Caccia

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VALUES

What values would guide future decisions?



VISION

What is your Vision for 20 years in the future?



Favorite Things

1. Brickbottom is a quiet backwater.
2. Lack of traffic and sense of community.
3. Easy access to neighboring areas.
4. Traffic will choke the neighborhood.
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5. Have Fun!



ARTS



GREEN/CIVIC SPACES



LAND USES



STREET CHARACTER/DESIGN



CONNECTIVITY



DENSITY/HEIGHT



Favorite Things About Brickbottom

- 1) Arts studio and spaces
- 2) Sense of community
- 3) Industrial history/gritty feeling
- 4) Openness and views
- 5) Quiet and lack of traffic
- T6) Diversity of businesses and creativity
- T6) Close and easy access to neighboring areas
- 8) Potential for transformation

What Should Brickbottom's Future Look Like?

Livable Community

Create a place that supports people and accommodates a wide range of lifestyles through a variety of housing types and a mix of uses focused on the local neighborhood.

“Aging Community? Mix of Residential?”

“Artists are not all single people. Artists have families too.”

“Civic Spaces with grass and places to sit”

“How do we keep youth here?”

What Should Brickbottom's Future Look Like?

Connections

Build new and enhance existing connections within and around the neighborhood through pedestrian and bicycle amenities as well as leveraging mass transit investments.
(Balance automobile use)

“Better connection to the MBTA and community path”

“walkability”

“connected to surrounding neighborhoods and transit”

“reconnecting to adjacent areas”

“comfortable for pedestrians and bikes”

What Should Brickbottom's Future Look Like?

The Arts

Foster the existing arts community while expanding into new and related fields and develop reputation as an arts destination.

“Collaboration between arts and science”

“destination for the arts”

“outdoor spaces to congregate”

“festivals”

“reputable artists neighborhood”

“places for smaller events – popups”

“Continuation of existing uses -
artisan/maker/light industrial...but
supplement (get a coffee, beer,
lunch without crossing McGrath)”

What Do People Love About Brickbottom?

Community + Neighborhood

Maintaining and enhancing the existing sense of community as well as ensuring a continuity of the neighborhood's character.

“Sustain a community that is creative and diverse”

“Remaining Funky”

“Strong sense of community”

“we value being able to live/work in the area”



What Do People Love About Brickbottom?

Arts + Creativity

Defined by its artistic and creative community, Brickbottom maintains a “funky” and “gritty” character.

“we value the character (gritty, arts) of the neighborhood”

“Local artists using greyness as canvas”

“Energy; spirit; re-invention; always new stuff happening”

“Preserve artist community”

“Keep the existing creative spirit alive”

What Do People Love About Brickbottom?

Sustainable Design + Human Focused

Ensuring a sustainable path forward and keeping the people who live and work in Brickbottom at the center of future growth.

“businesses and neighborhoods bring people outside”

“Natural light”

“We value human scale”

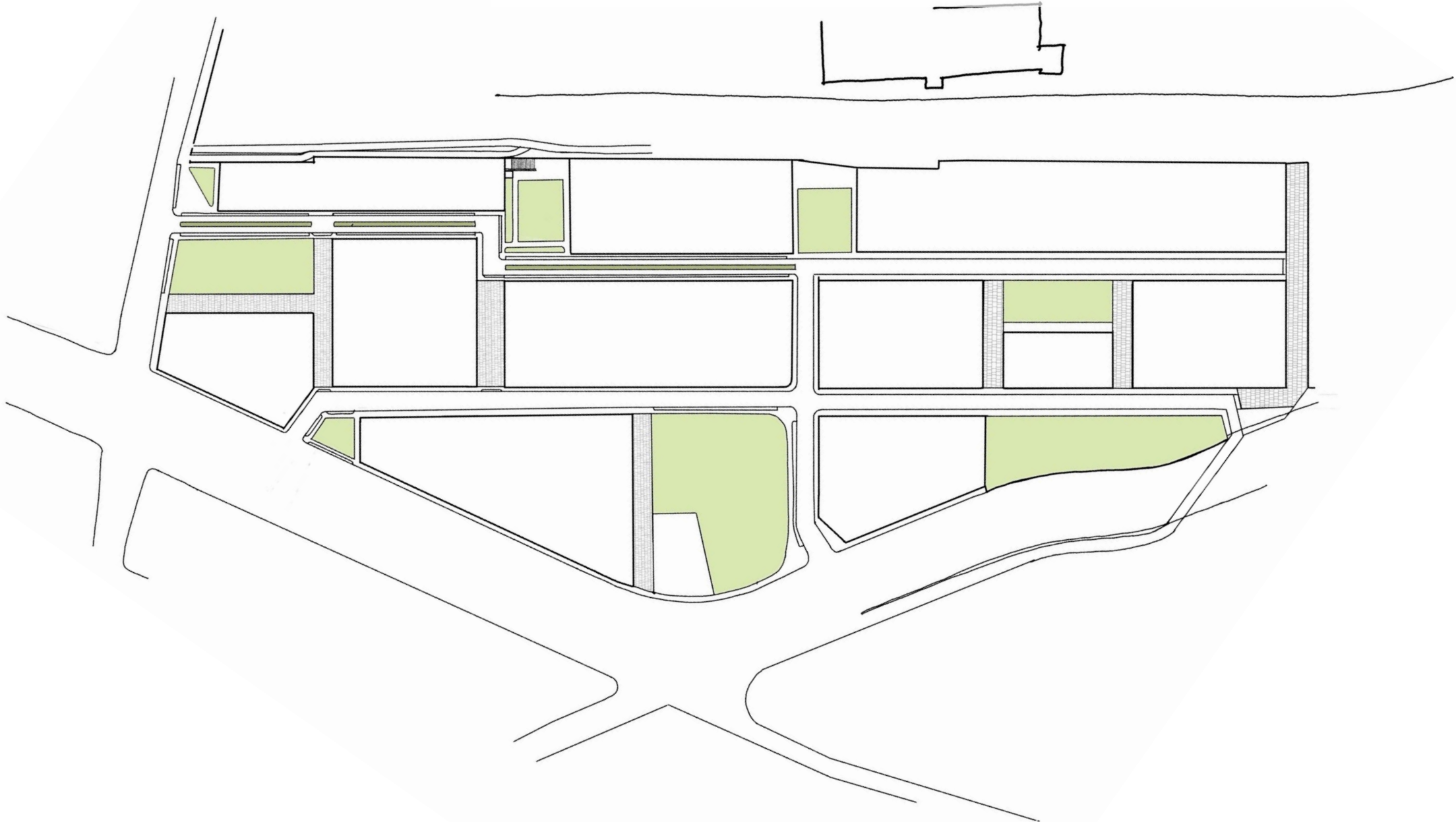
“we value nature”



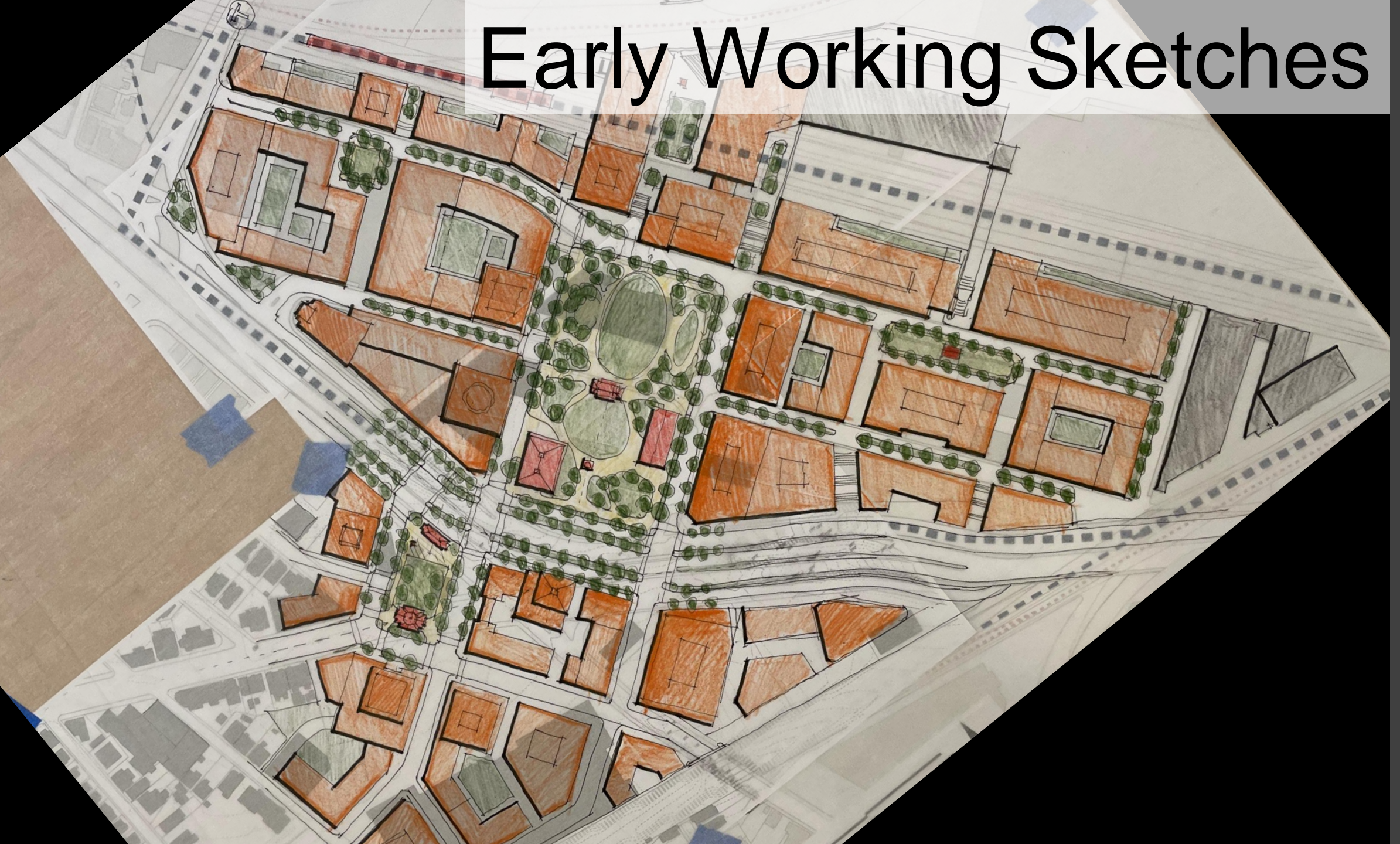
Early Working Sketches



Early Working Sketches



Early Working Sketches



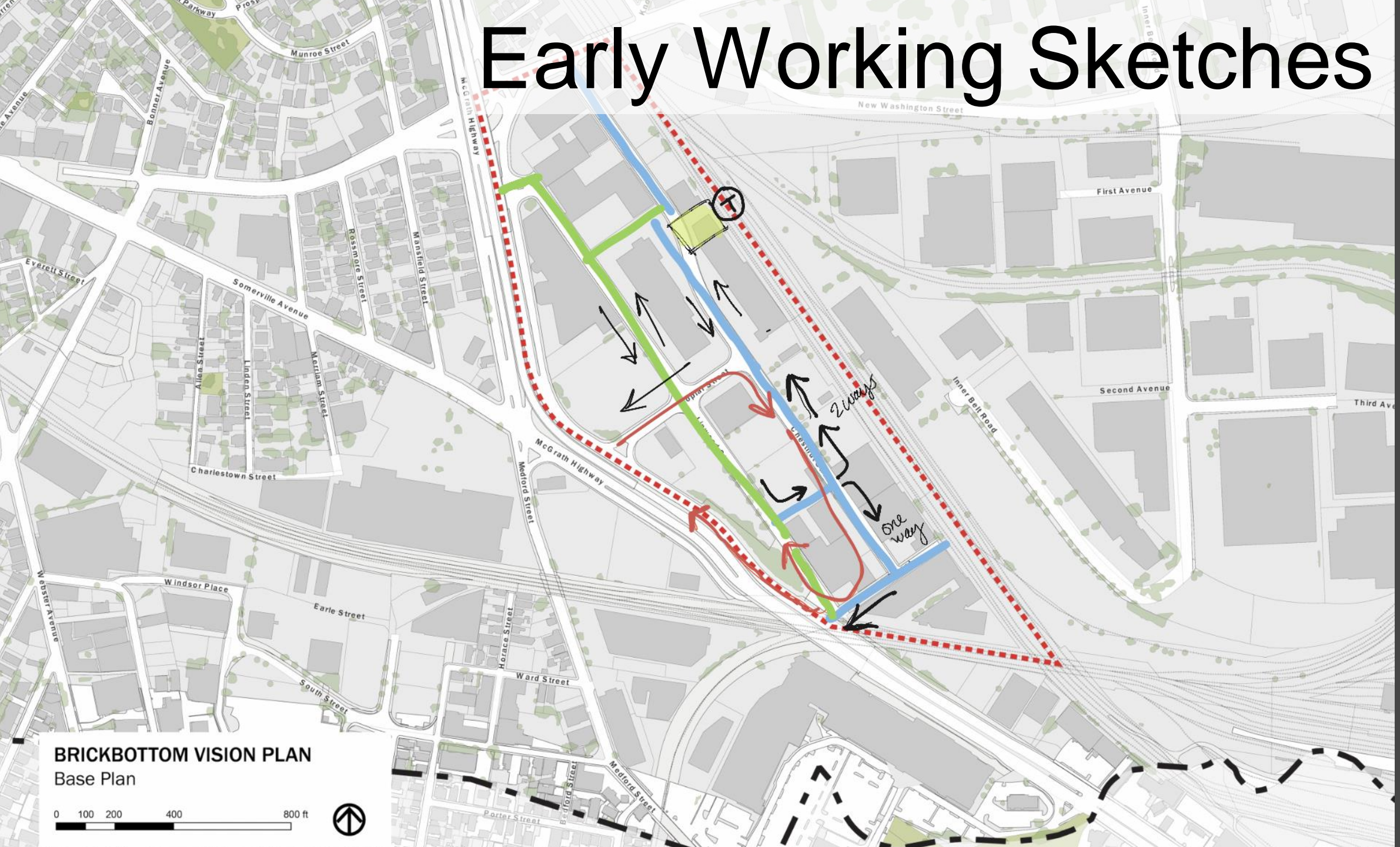
Early Working Sketches



Early Working Sketches



Early Working Sketches

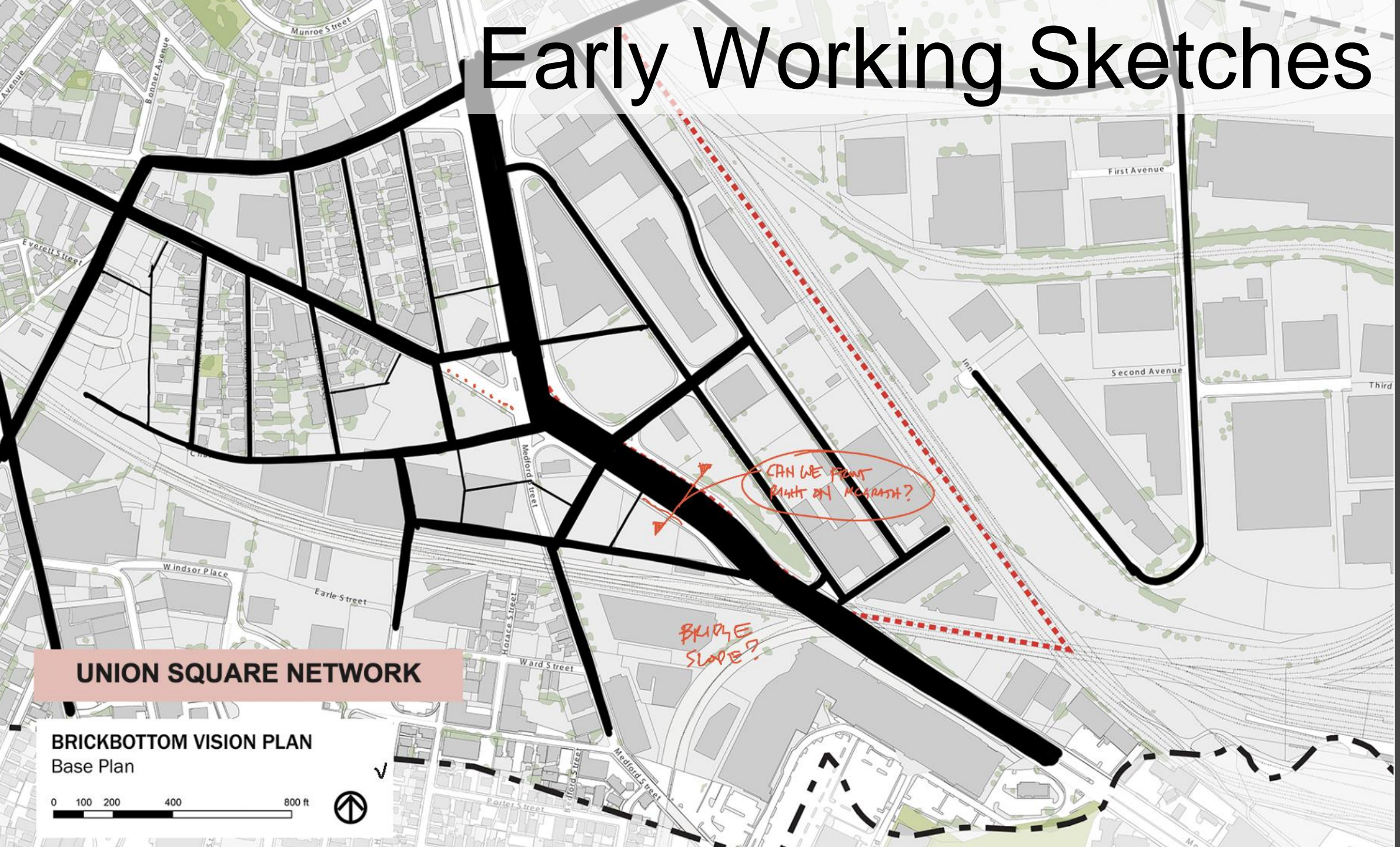


BRICKBOTTOM VISION PLAN
Base Plan

0 100 200 400 800 ft



Early Working Sketches

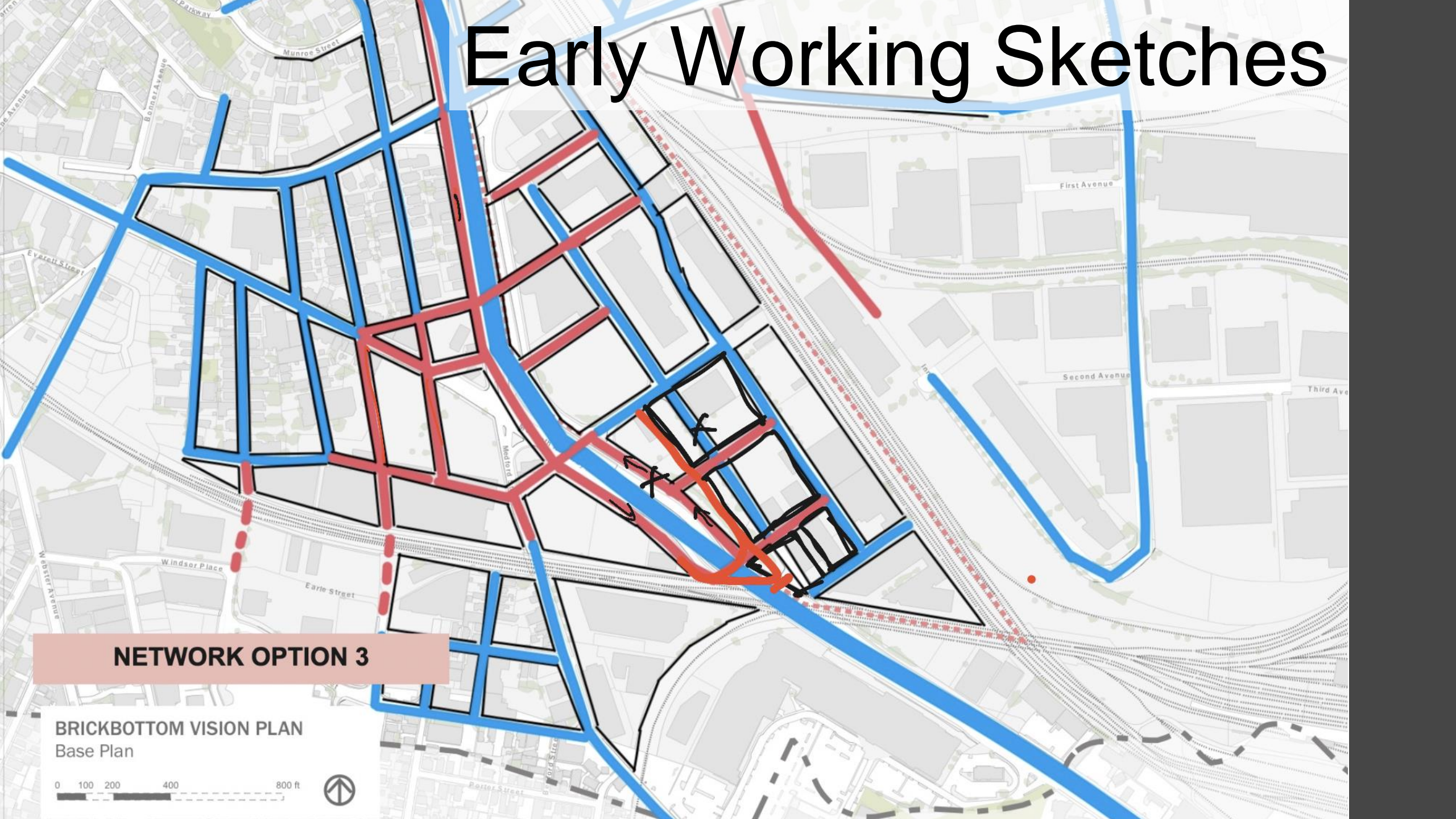


Early Working Sketches

NETWORK OPTION 3

BRICKBOTTOM VISION PLAN
Base Plan

0 100 200 400 800 ft



Early Working Sketches



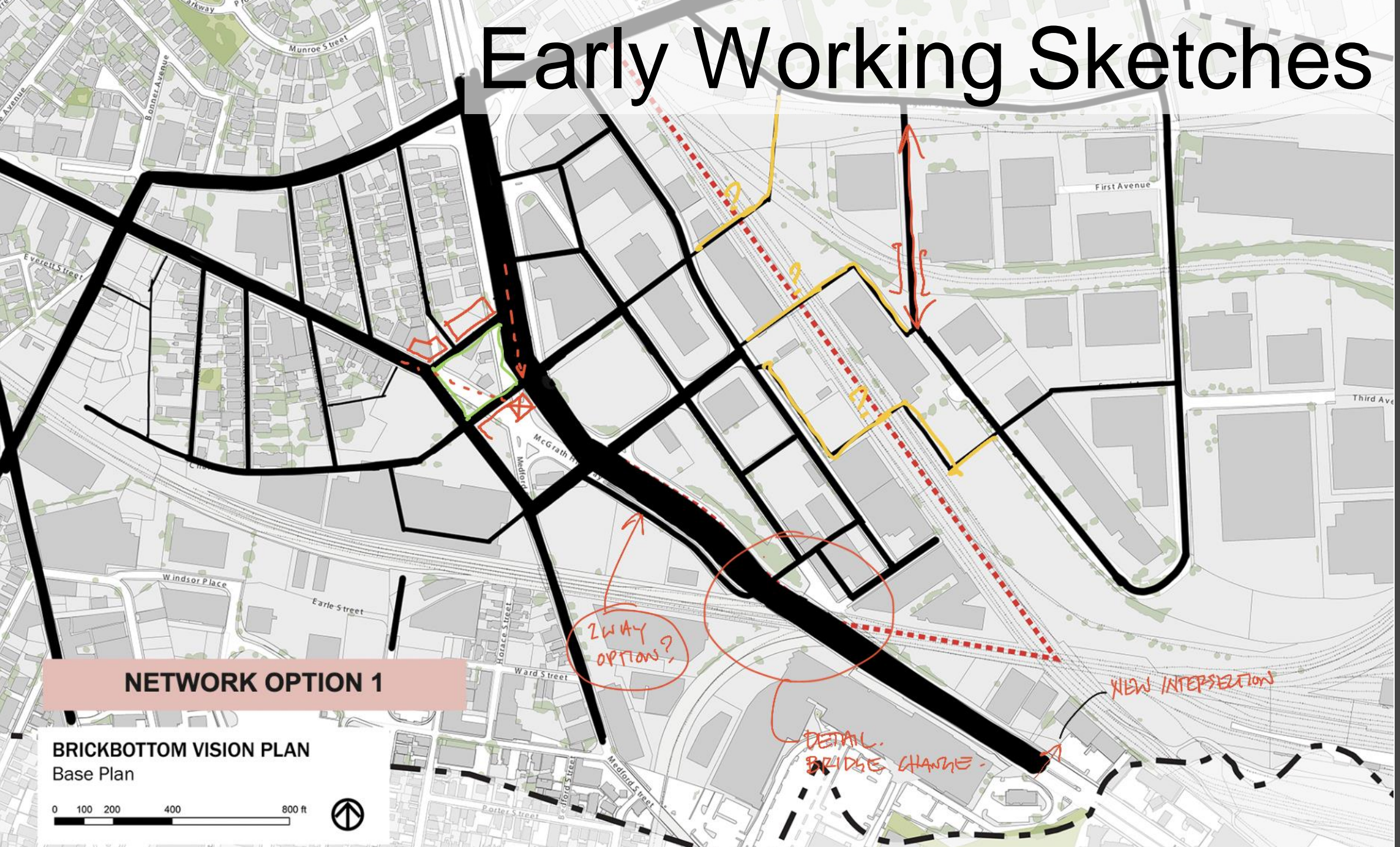
NETWORK OPTION 2

BRICKBOTTOM VISION PLAN
Base Plan

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Early Working Sketches



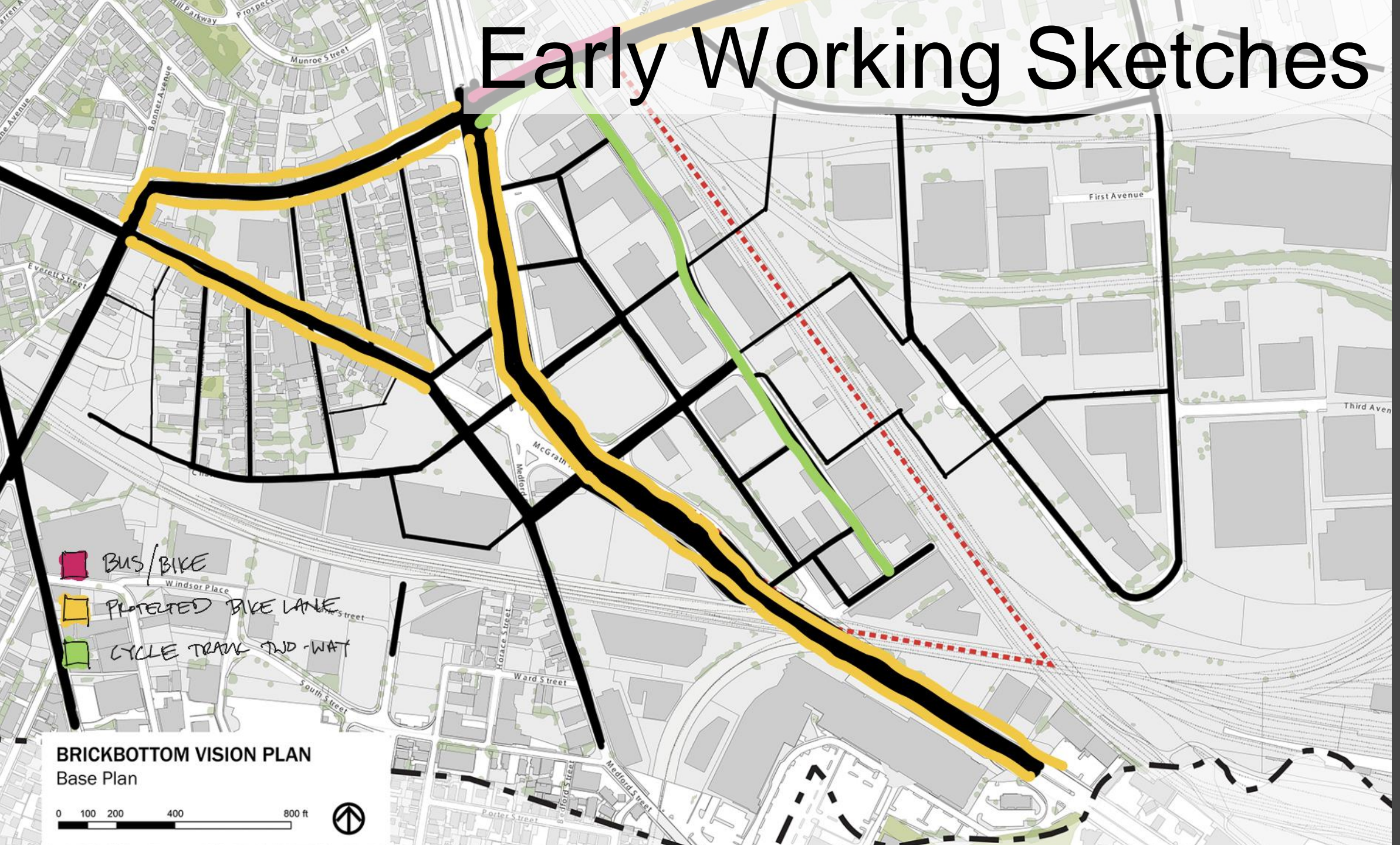
NETWORK OPTION 1

BRICKBOTTOM VISION PLAN
Base Plan

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Early Working Sketches



Early Working Sketches

dedicated bike facility

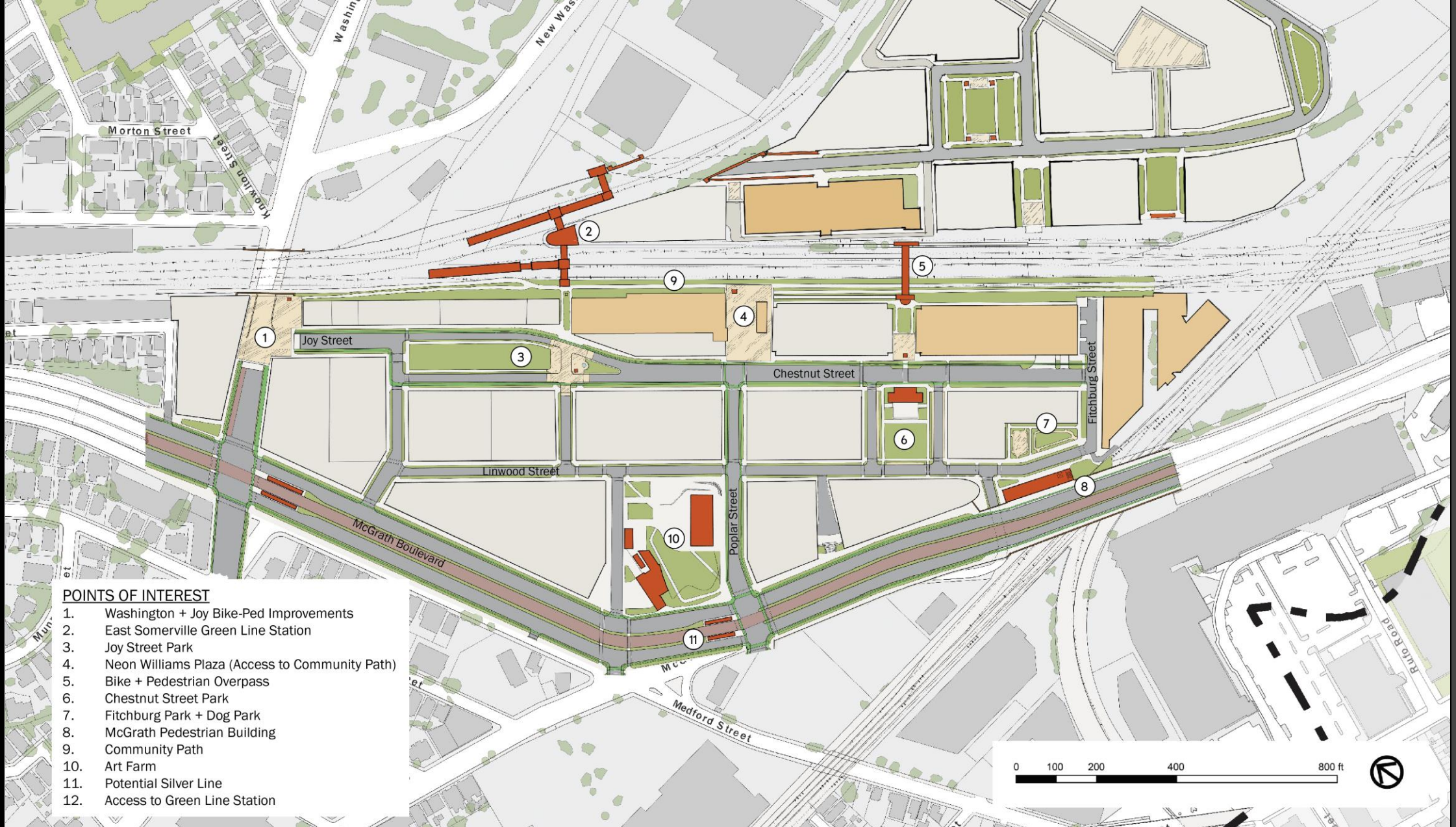
pedestrian connection

McGrath Bridge facility and "service road" to Scary Way facility

BRICKBOTTOM VISION PLAN
Base Plan

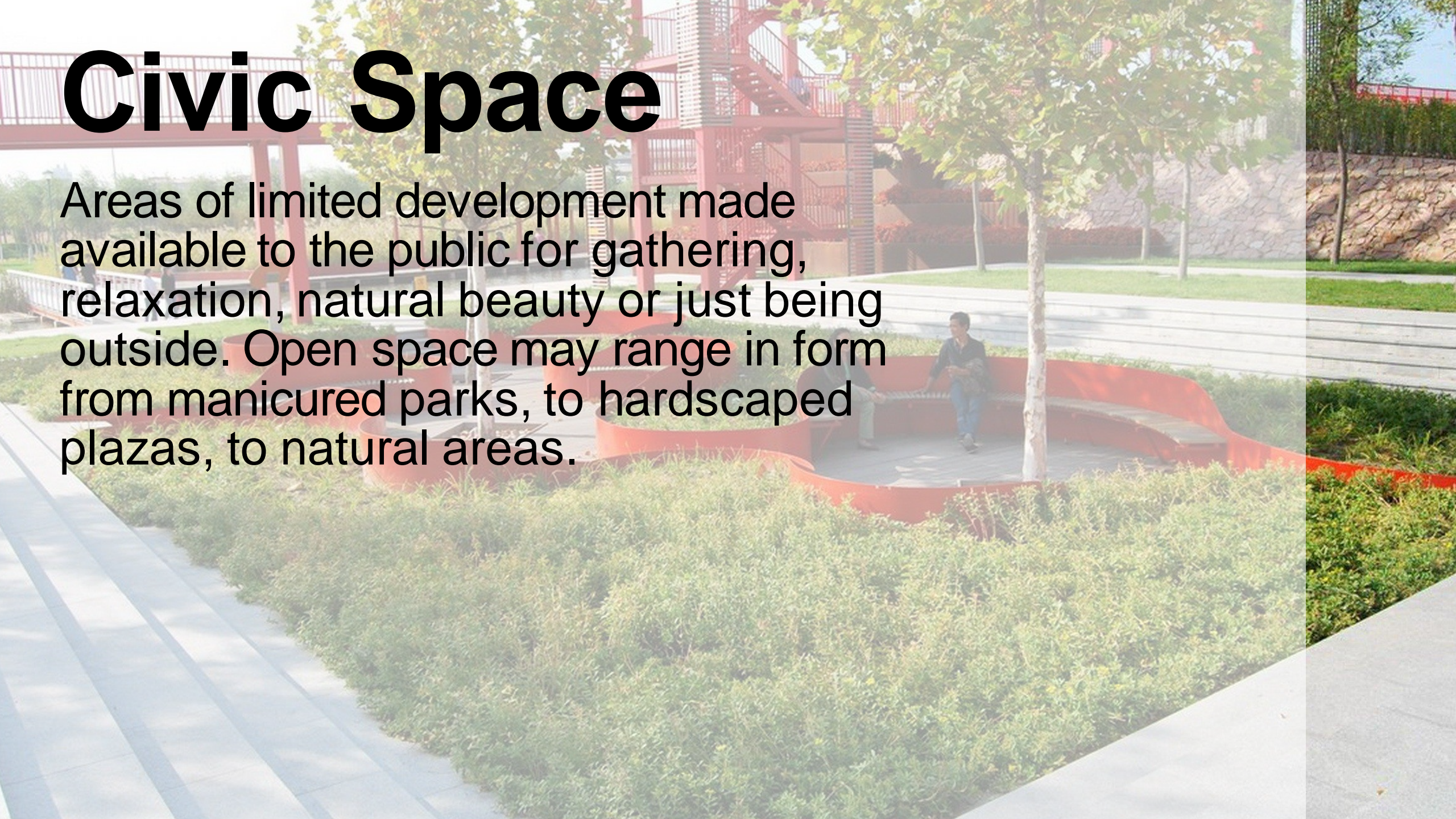
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Civic Space

Areas of limited development made available to the public for gathering, relaxation, natural beauty or just being outside. Open space may range in form from manicured parks, to hardscaped plazas, to natural areas.



Civic Use

Focal points of public investment and services, like City Hall, train stations, monuments, or gathering space.



Arts + Creative Space

Private or semi-private space where artists and makers can do their work and create. These could be artist studios, performing arts theaters, practice space, workshops, galleries or any other space where the creative process plays out.



Public Art

Opportunities for permanent and temporary displays of art throughout the neighborhood. These may range from painted murals, sculptures in parks, outdoor performances, or light shows.



Storefronts

While many storefronts may be occupied by art studios or maker-space, much of the street level of buildings will offer retail and other services to the public. These could be hardware stores or material suppliers; cafes, bars or restaurants; clothing boutiques; or any other commercial space the community might need.



Connections to Schools

While not always located in the heart of every community they serve, schools are an integral component of a neighborhood. Safe and convenient connections for students and parents to access the various schools are important to ensure these institutions are able to accomplish their task of shaping young peoples' futures.

Connections to Libraries

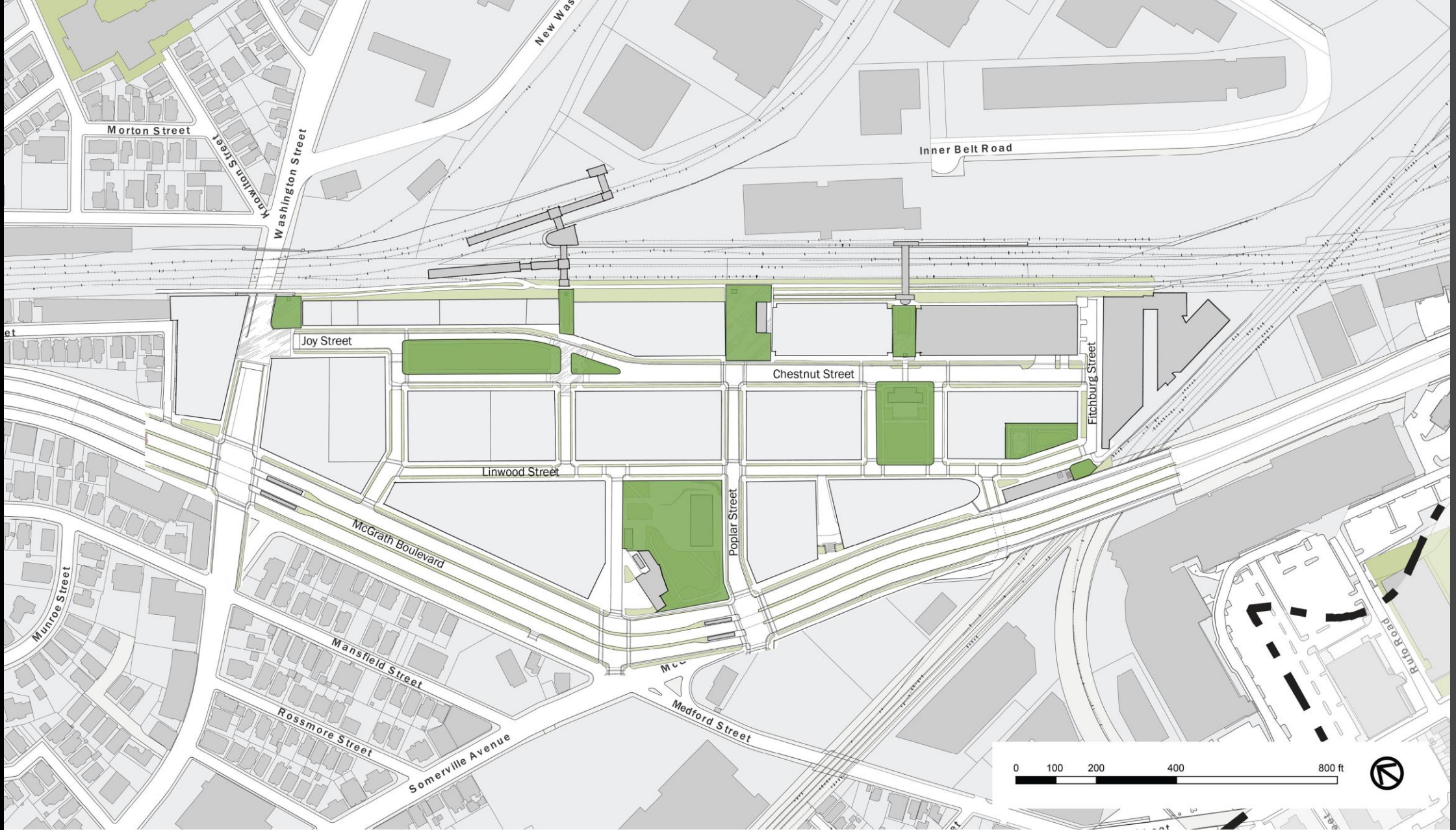
Even as the digital revolution reshapes almost every aspect of our daily lives, libraries continue to reinvent the many ways they service our communities. In addition to providing access to books, newspapers, and magazines, libraries offer a wide range of other services like access to computers and the internet, rentals of multimedia, games, outdoor equipment, and art supplies—or simply a respite from the busy world outside where one can think.

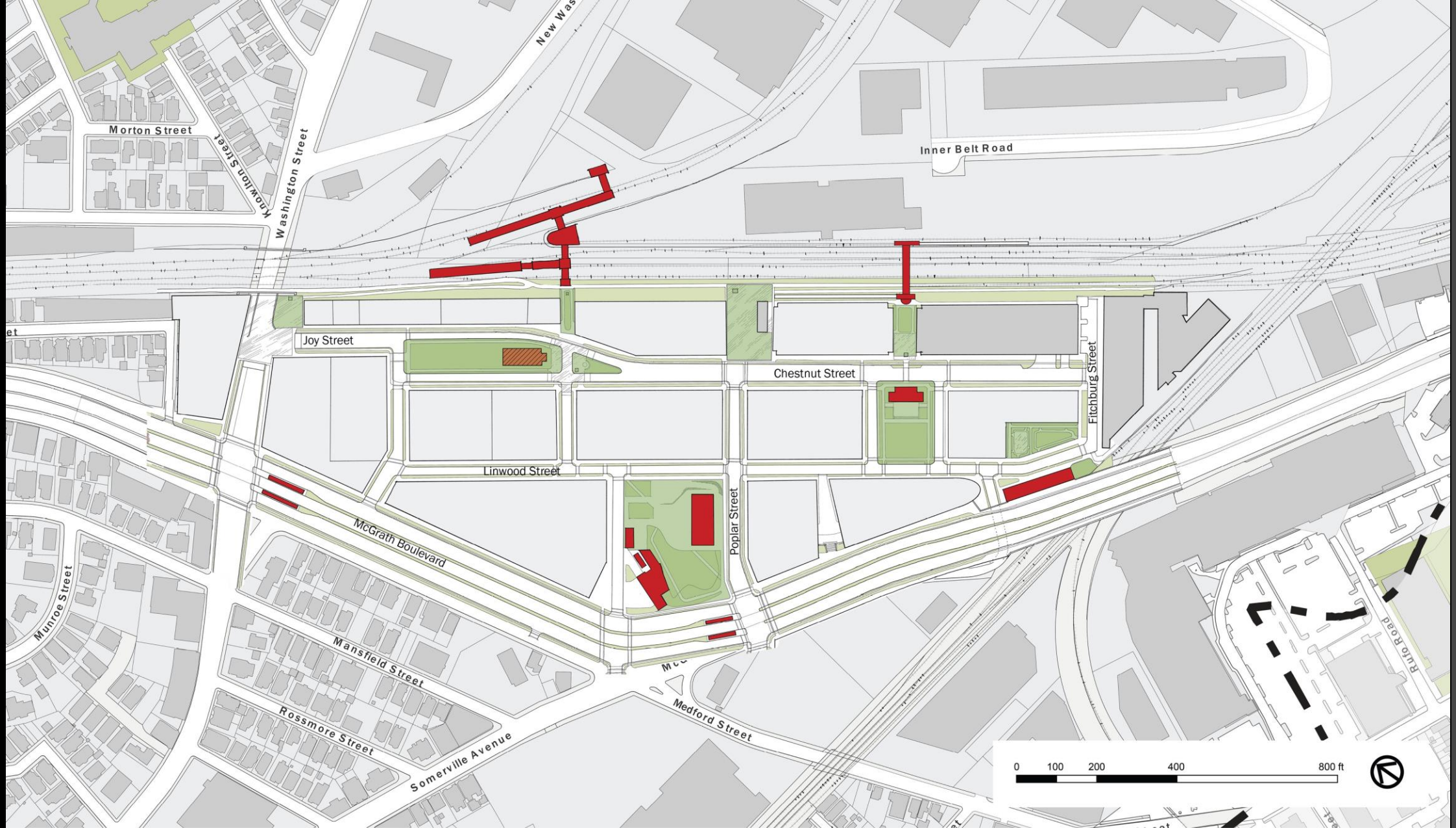


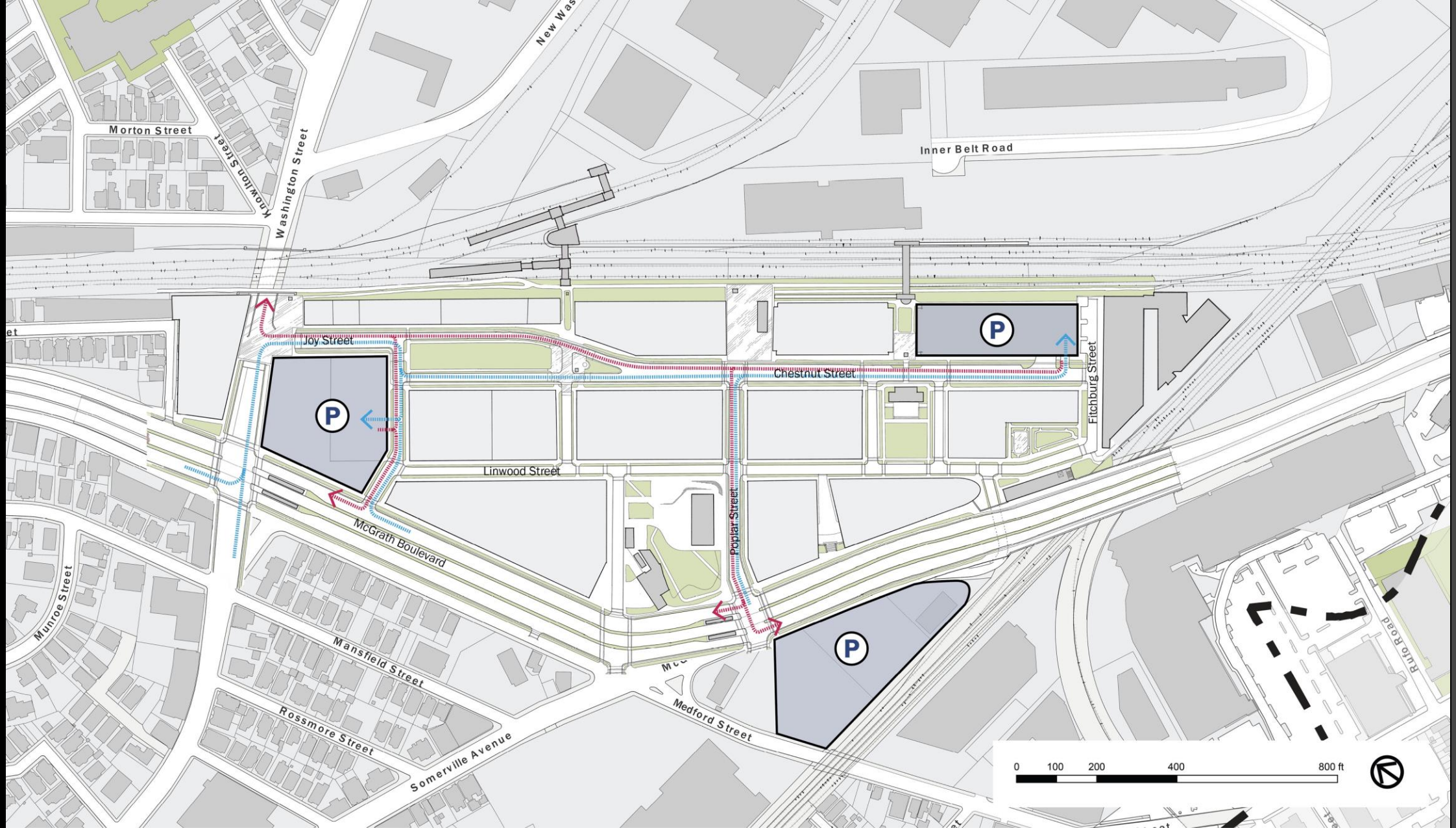
Connections to Grocers

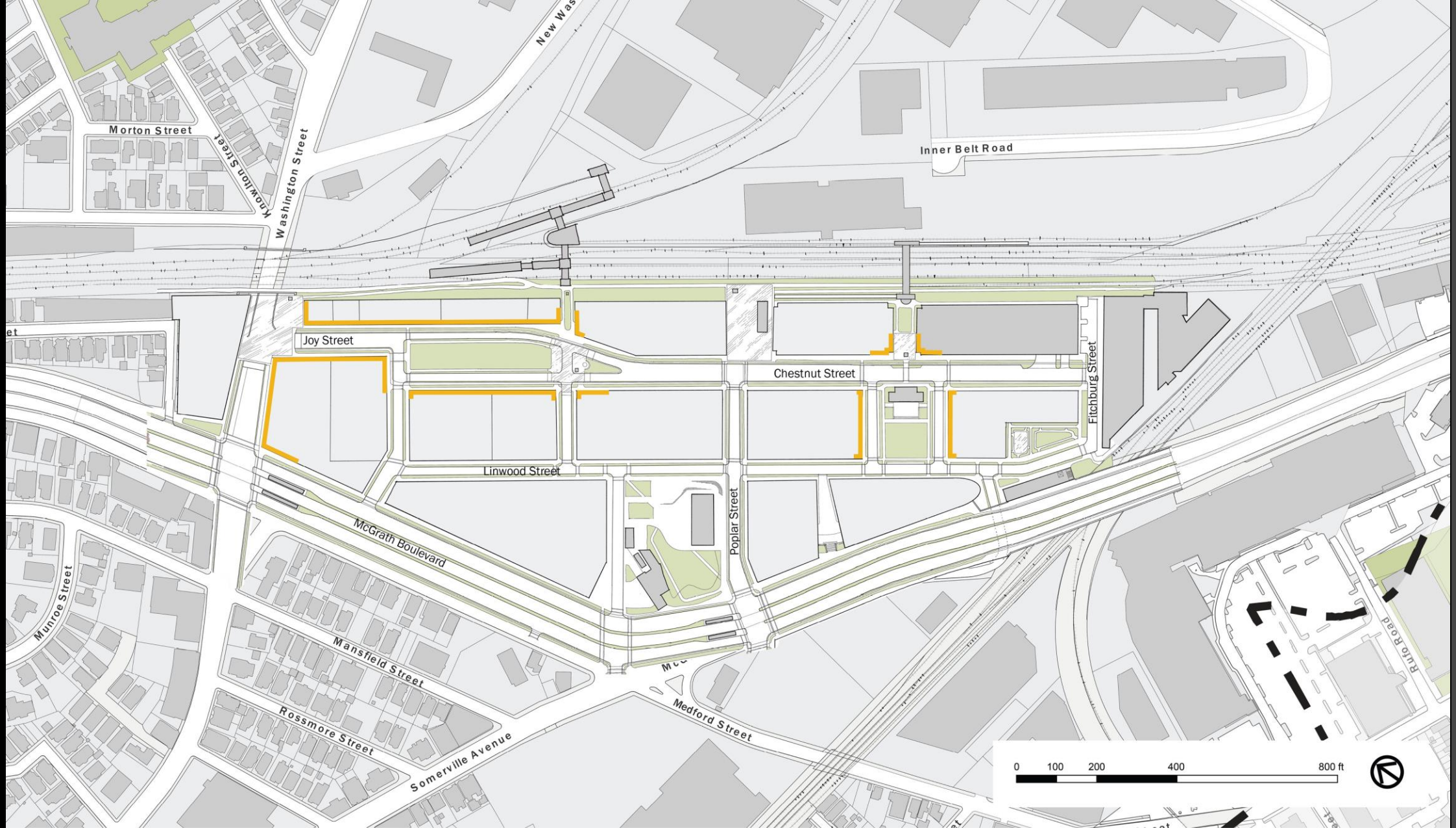
Access to fresh produce and food more generally is a basic but important need for all people. Nearby and convenient connections to grocery stores, pharmacies, and other markets can have major impacts on health and the quality of people's lives.

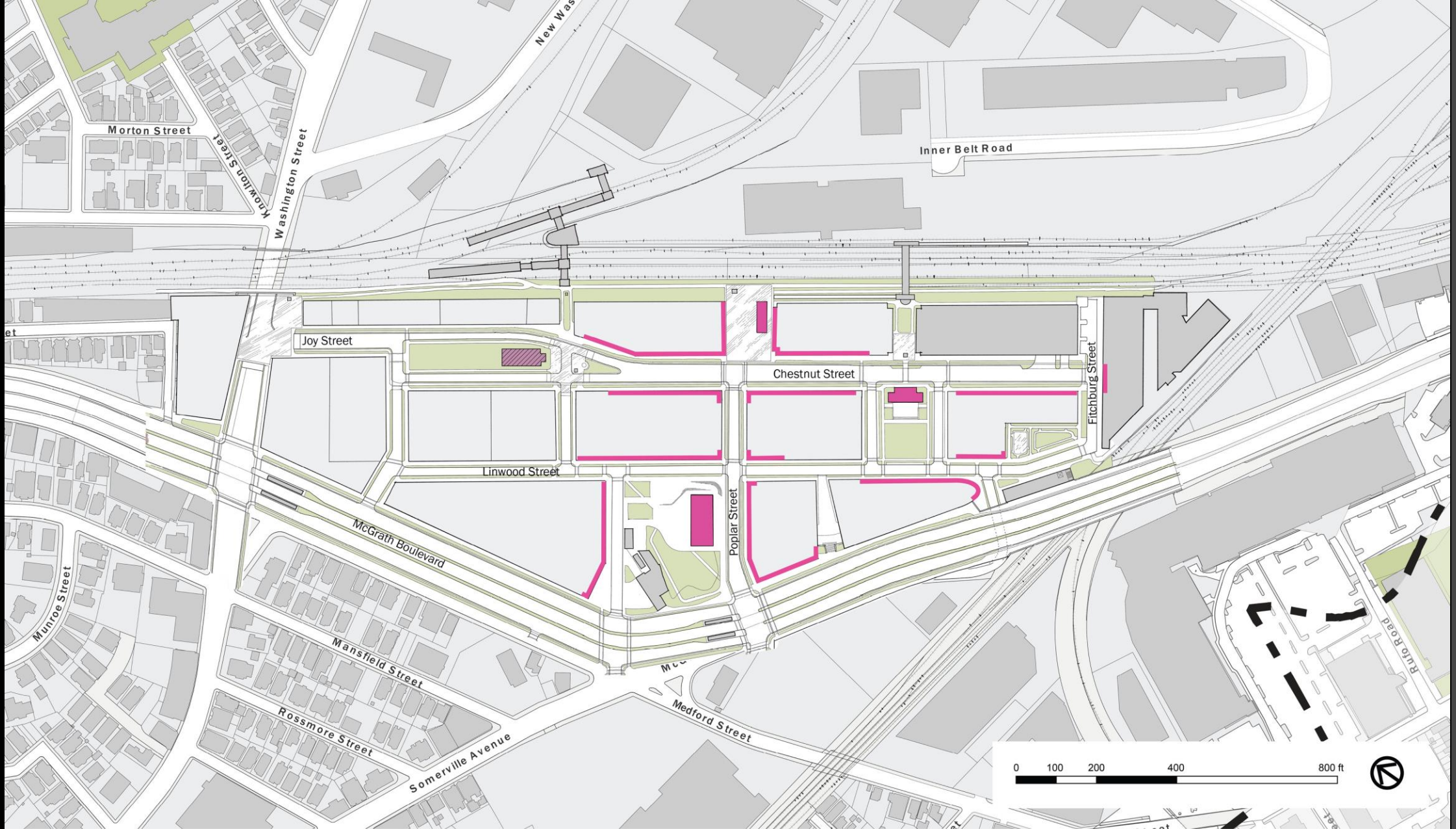


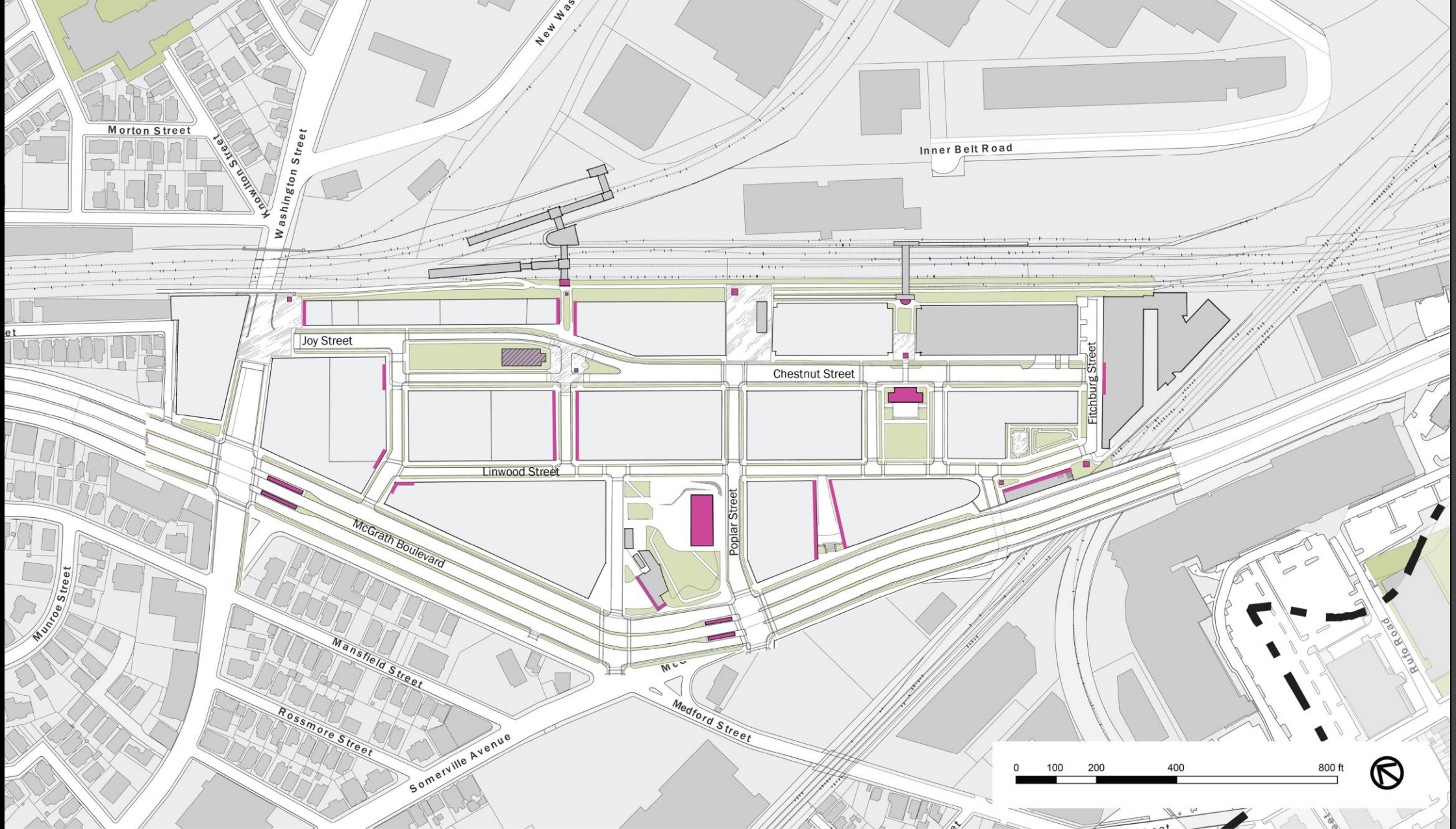


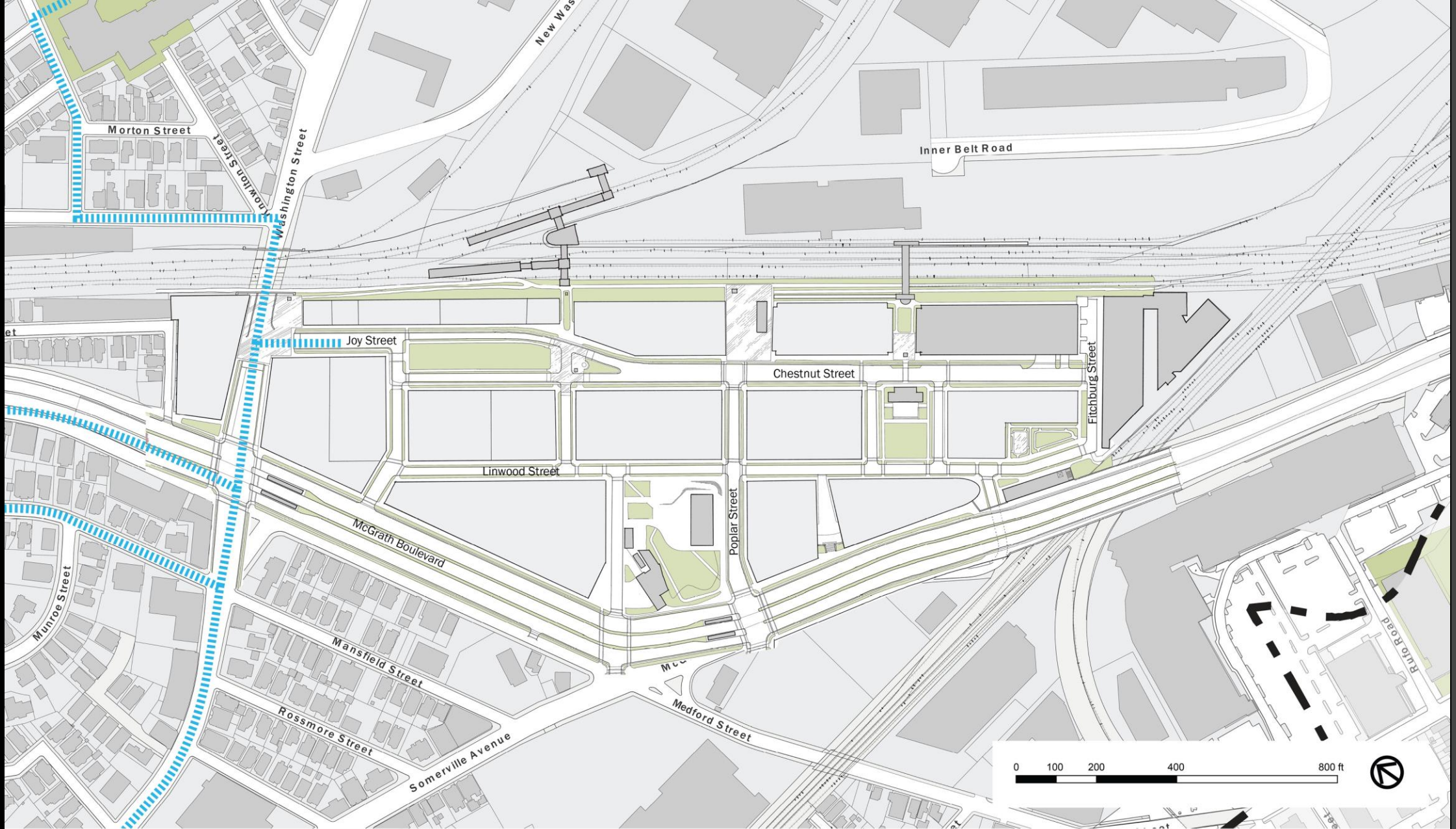


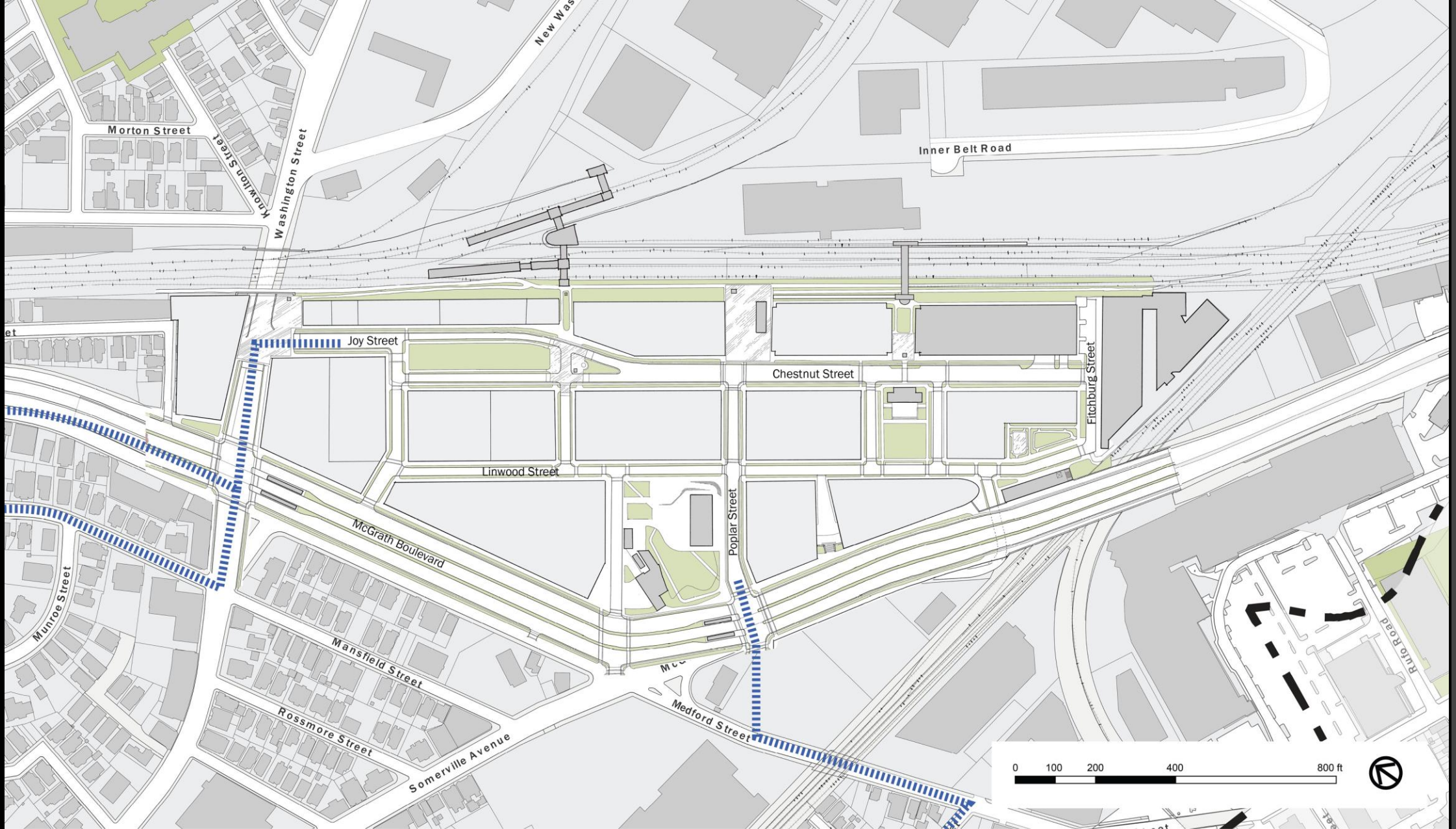


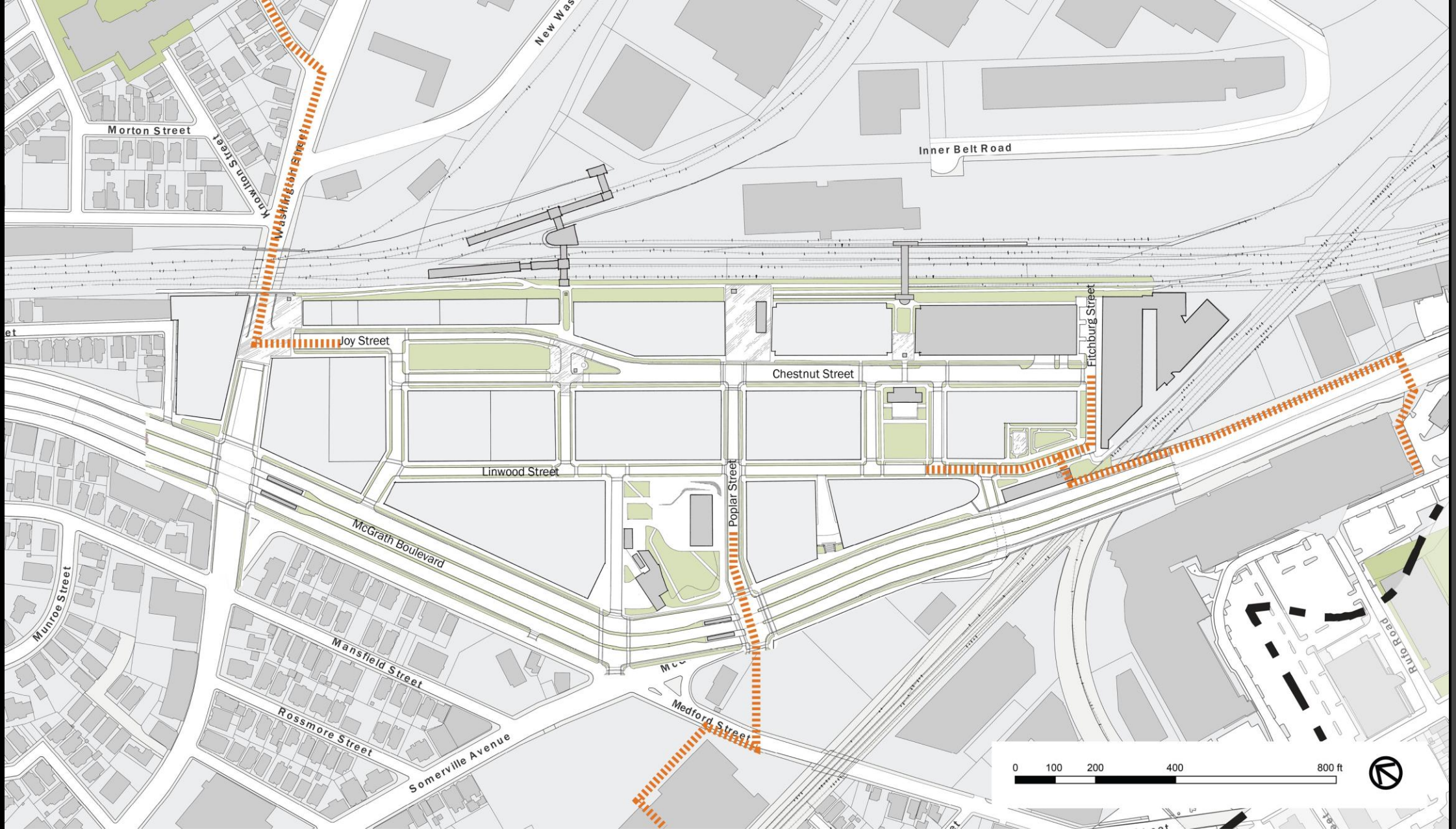




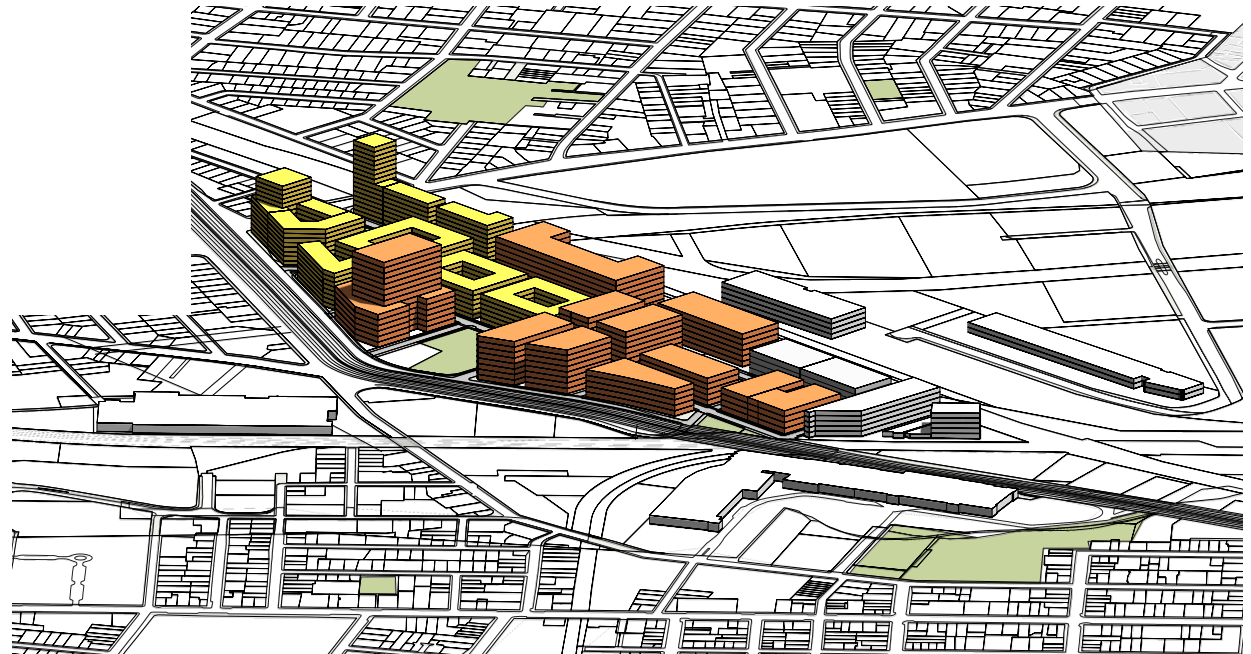
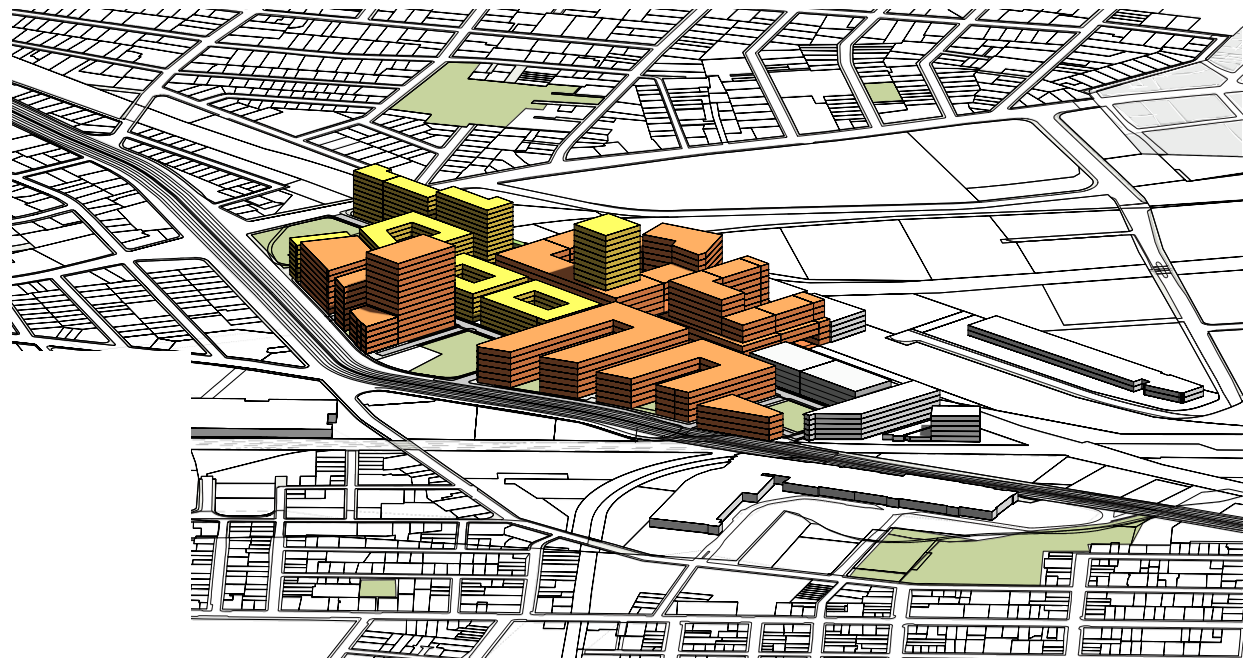




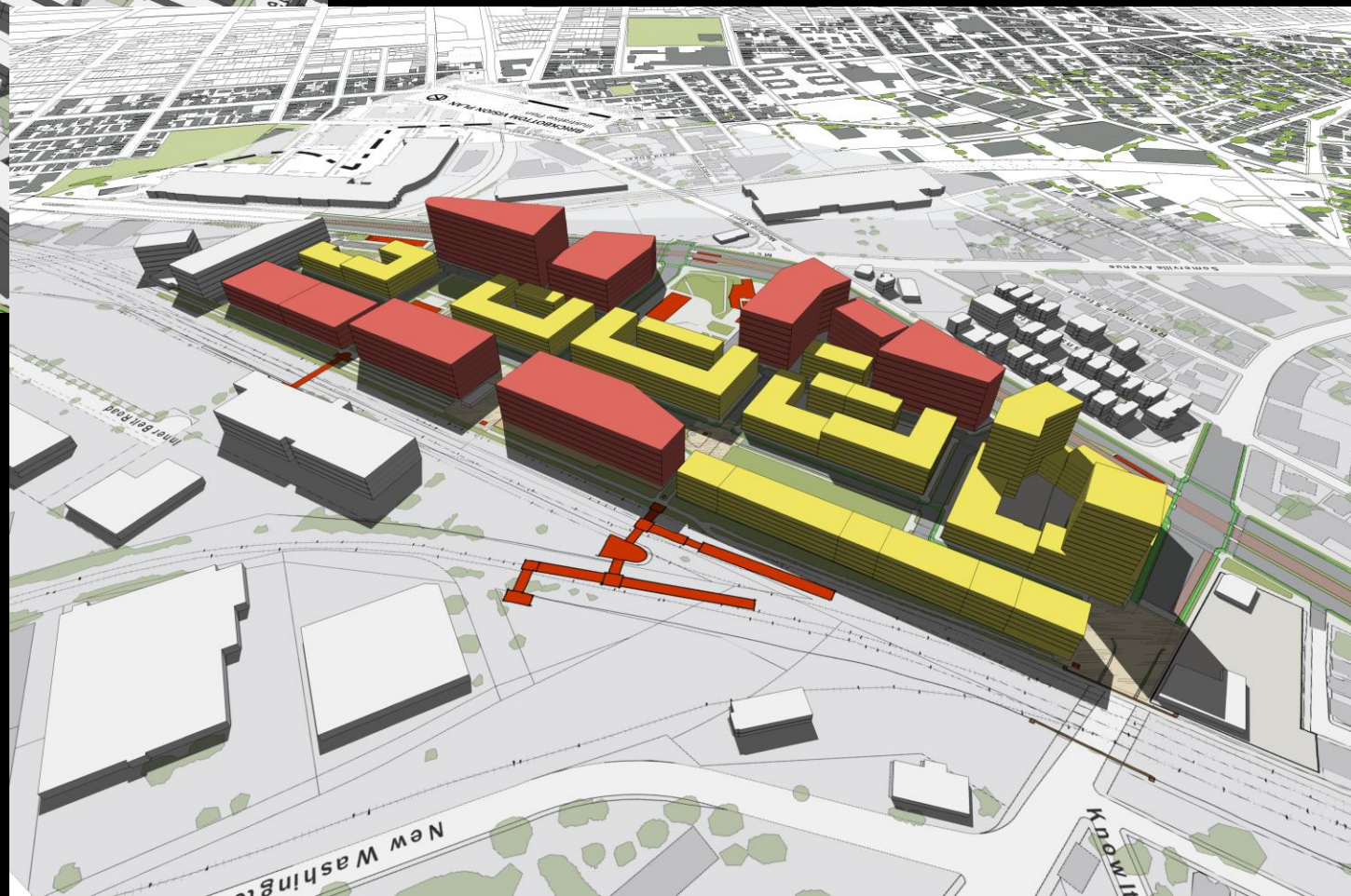


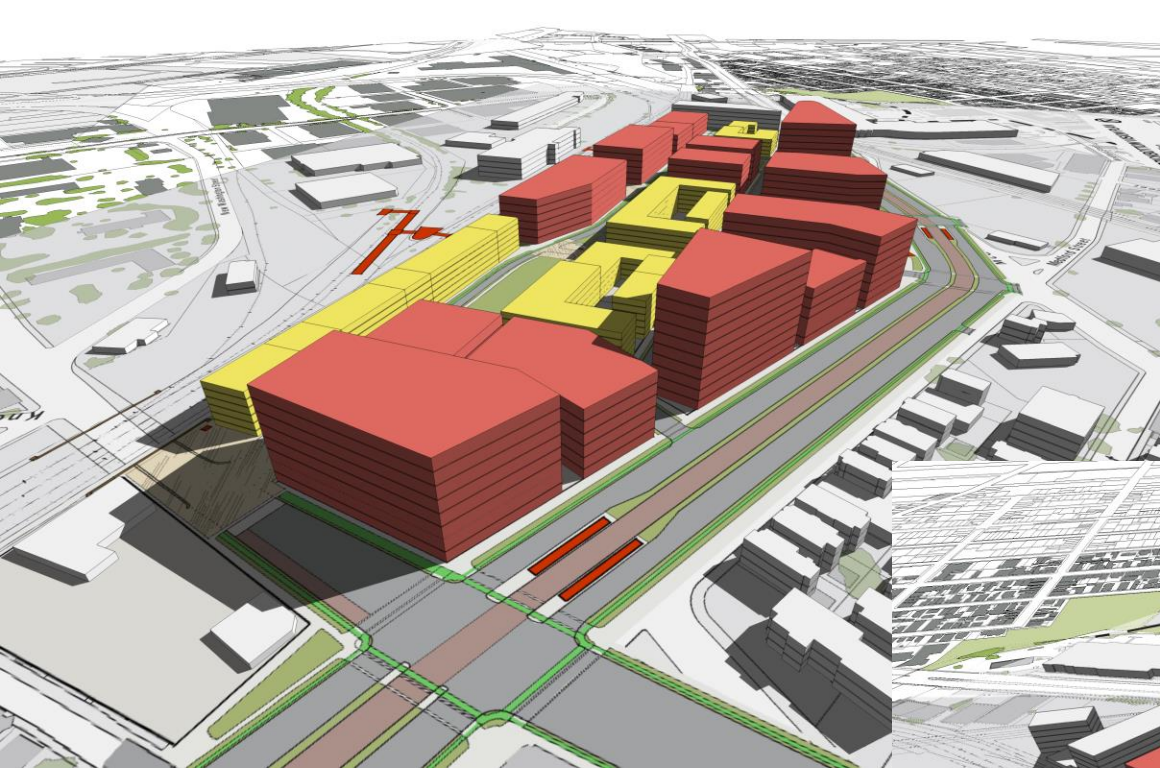


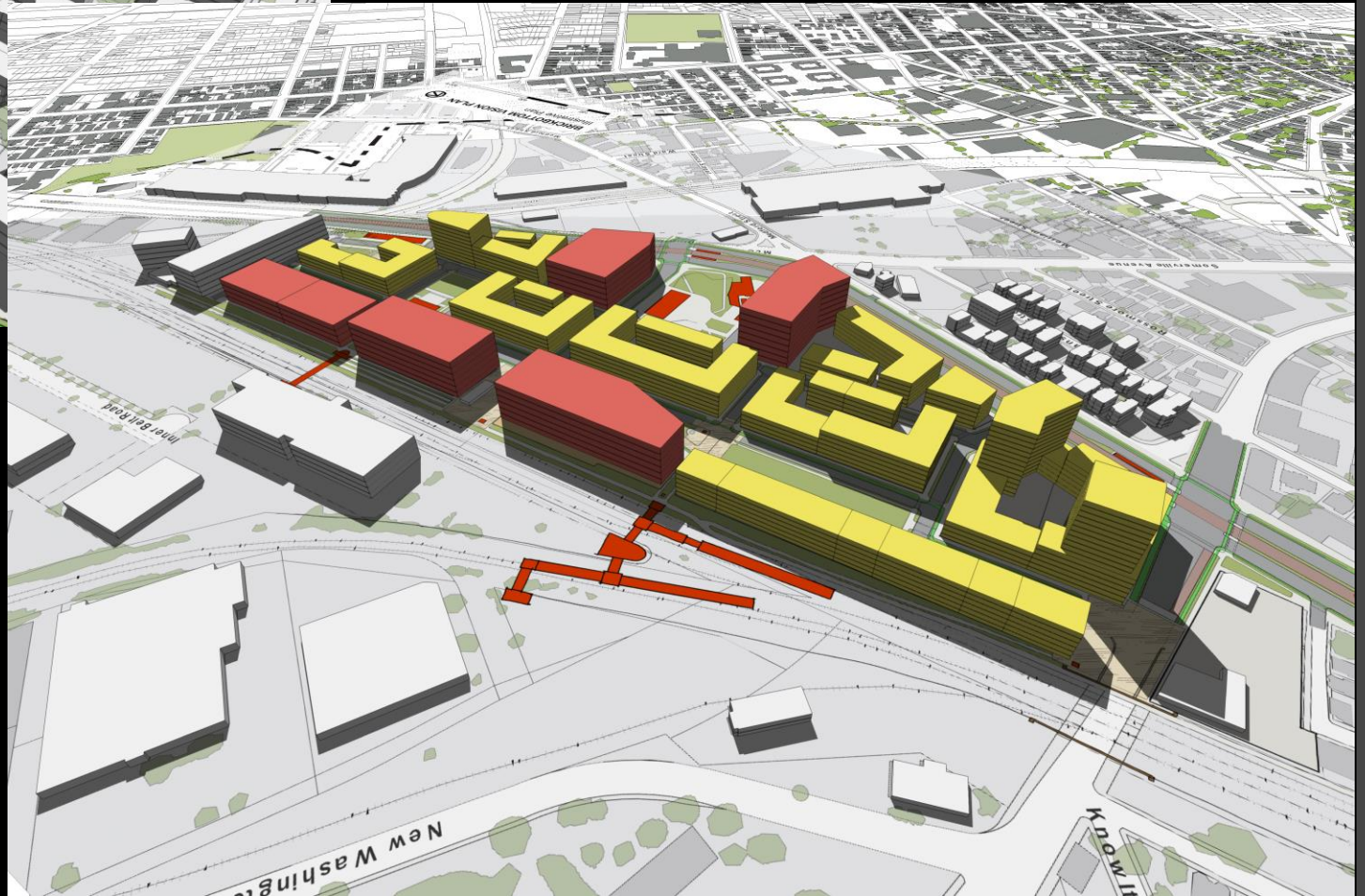
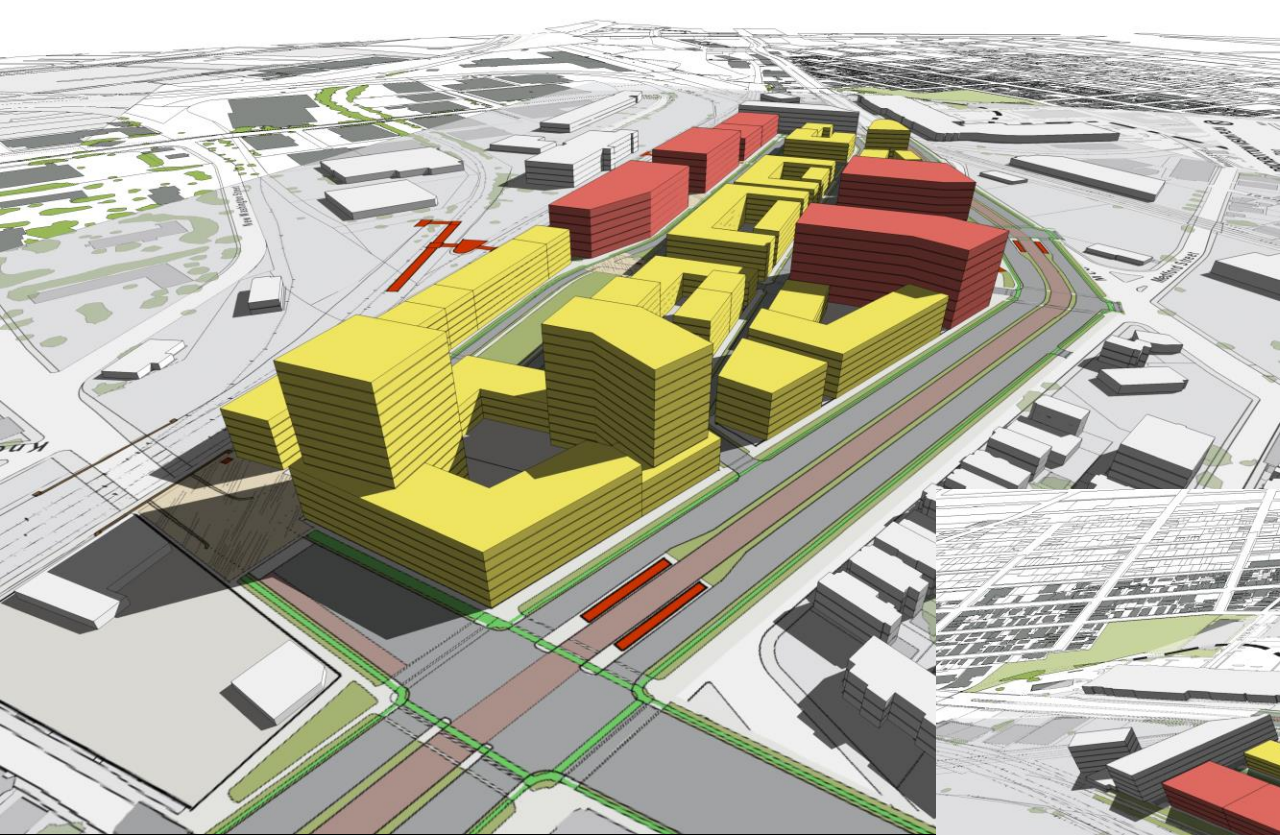
Early Working Massing Models



SCHEME A











Components of an Arts District Neighborhood

- 1. Identity
- 2. Spaces for Art
- 3. Experiences + Learning
- 4. Activities
- 5. Public Art Infrastructure
- 6. Reason to be there
- 7. Financial support from the public and private sectors



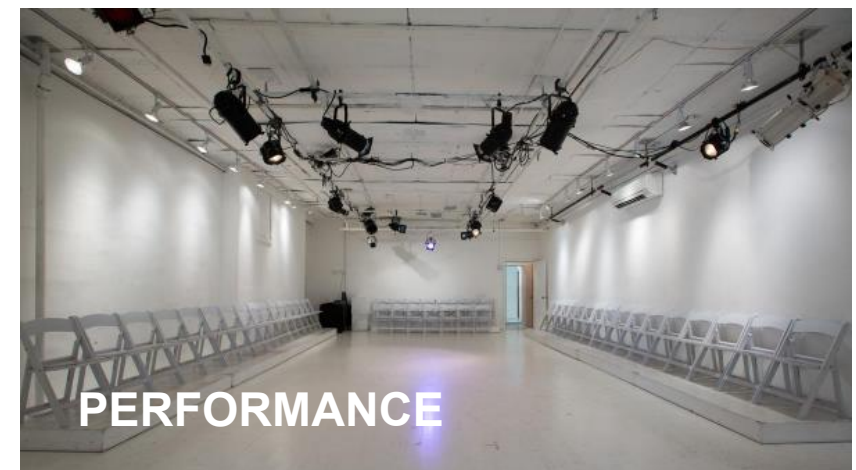
IDENTITY



Brickbottom Artists Association



PHYSICAL SPACES FOR ART



EXPERIENCES



CERAMICS



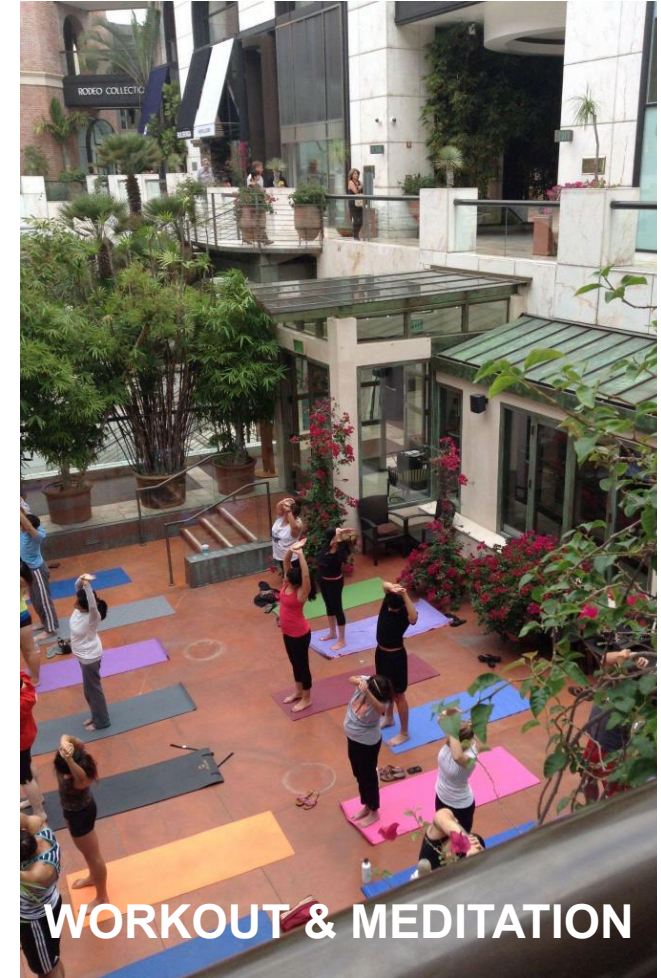
PAINTING



COOKING



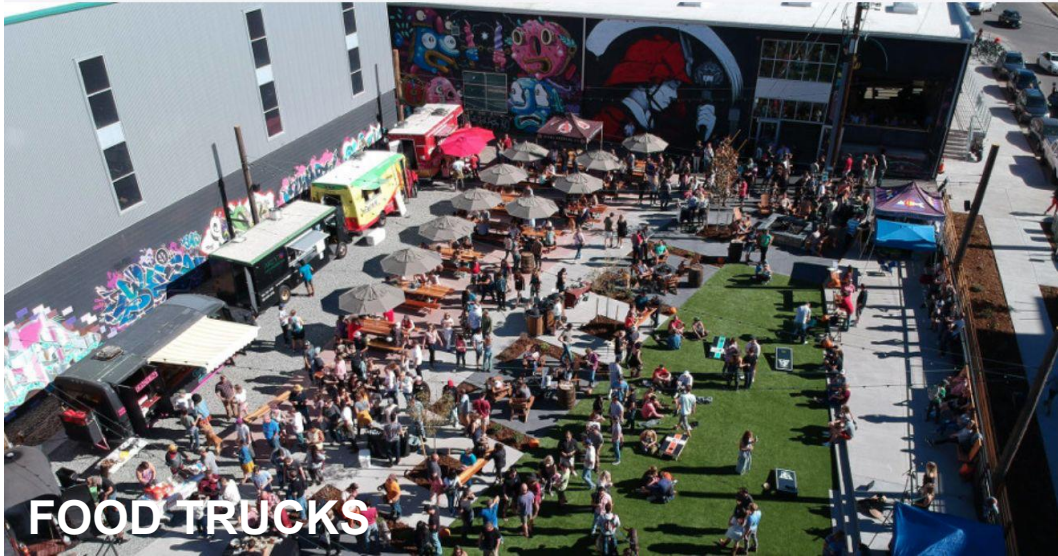
FLORAL WORKSHOPS



WORKOUT & MEDITATION

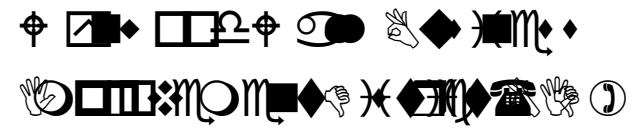
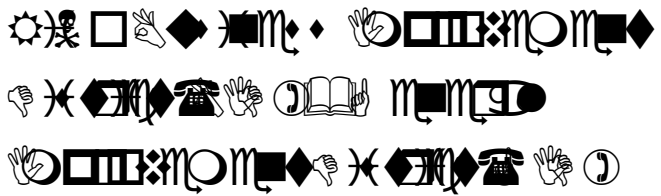
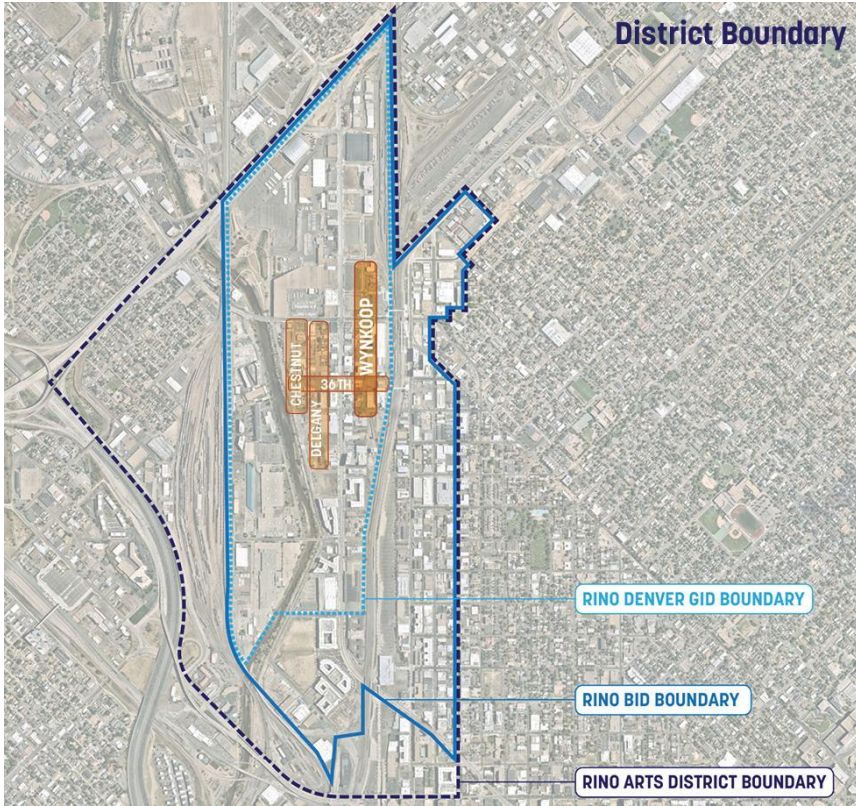
Learning & Classes

ACTIVITIES

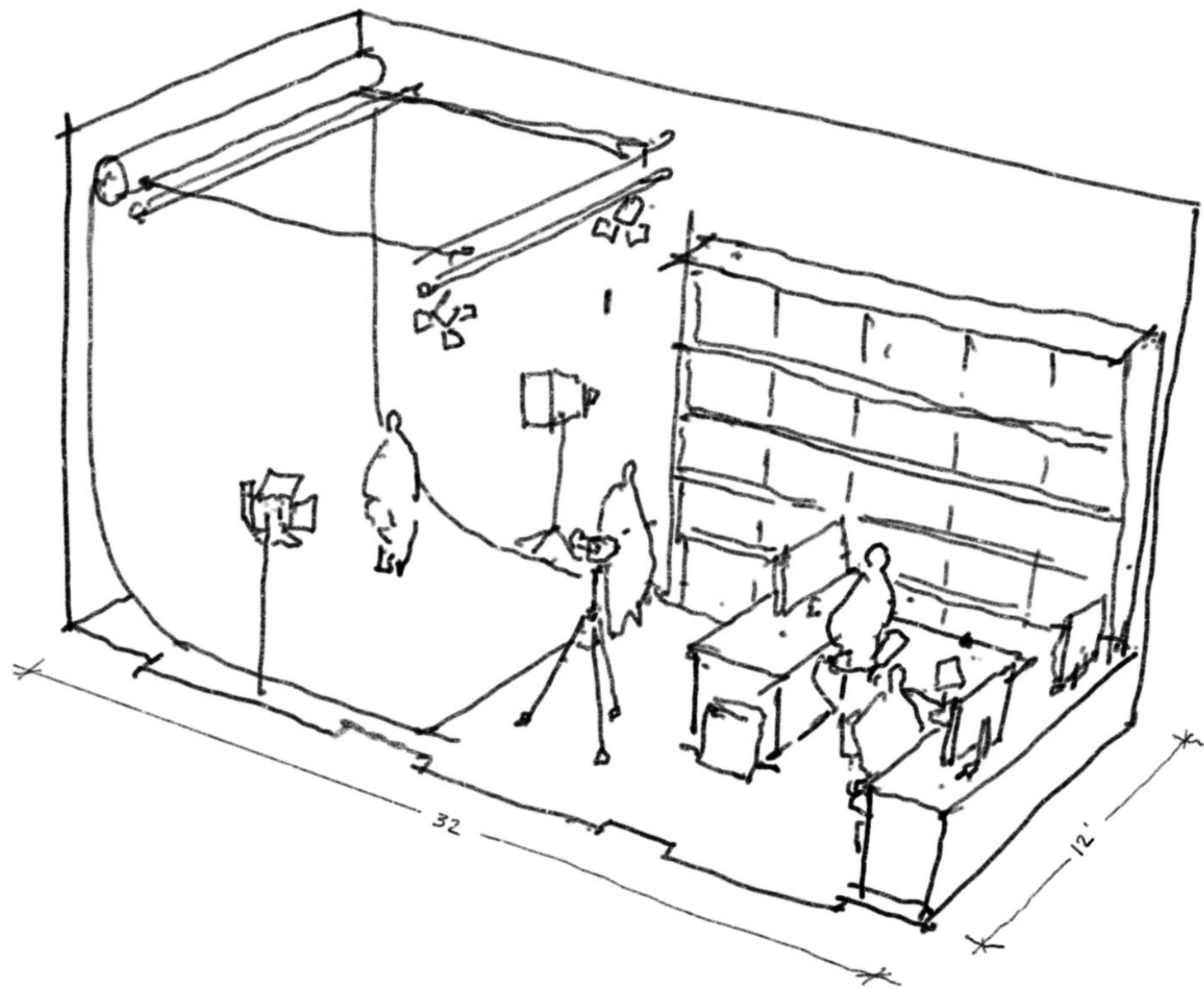


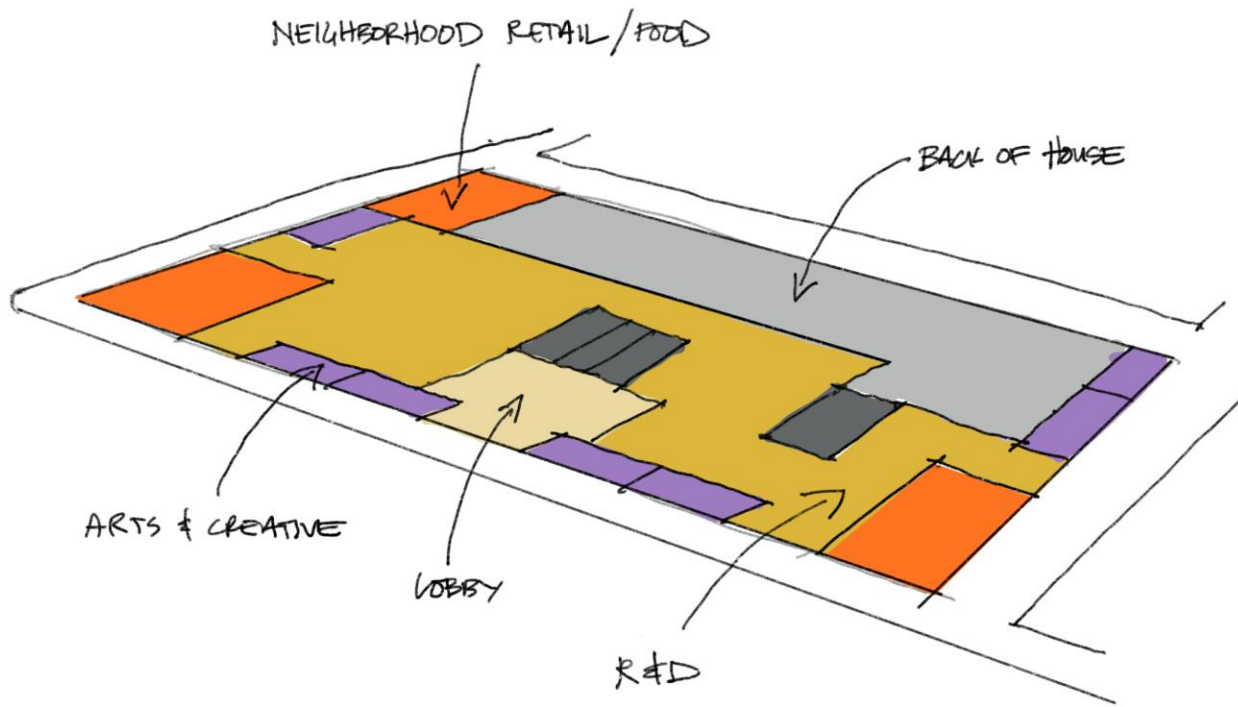


FINANCIAL SUPPORT FROM PUBLIC & PRIVATE SECTORS

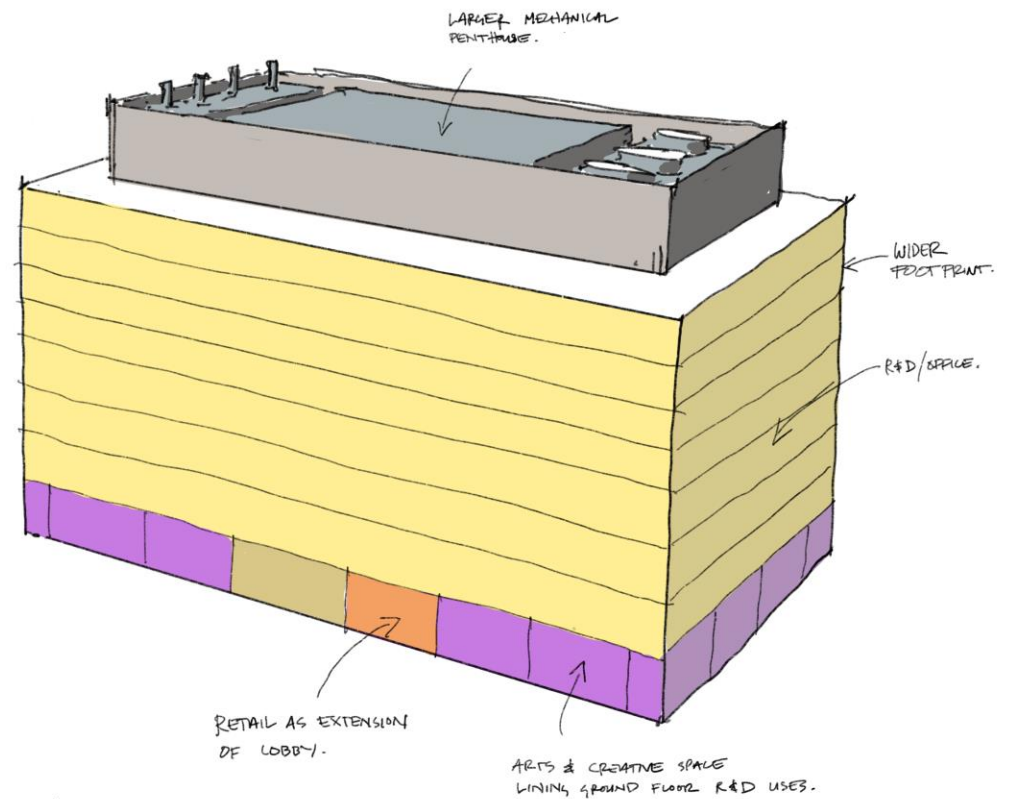
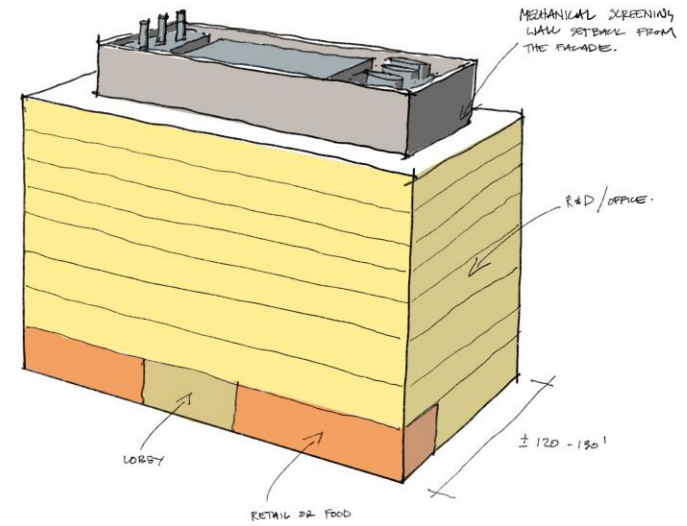




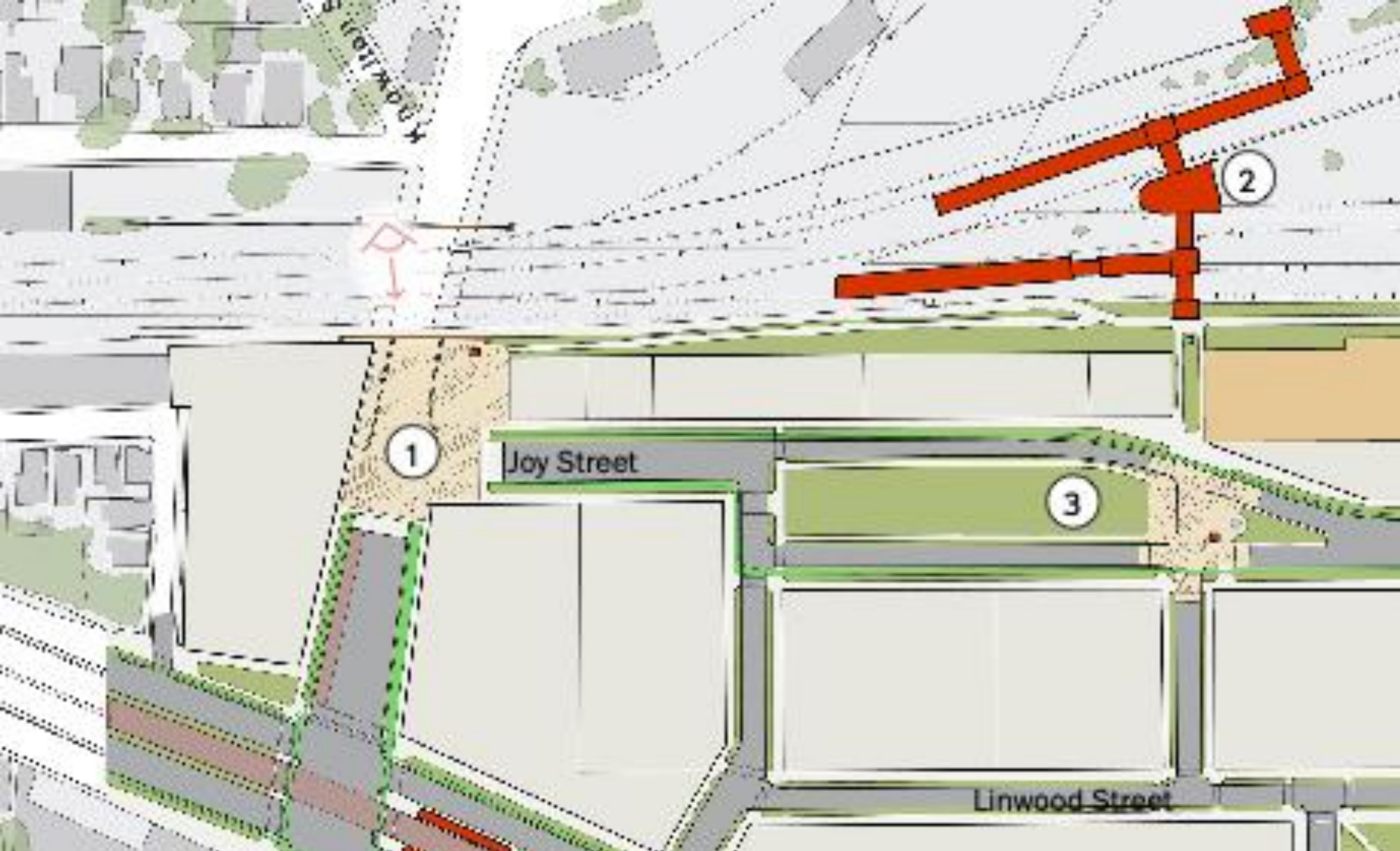




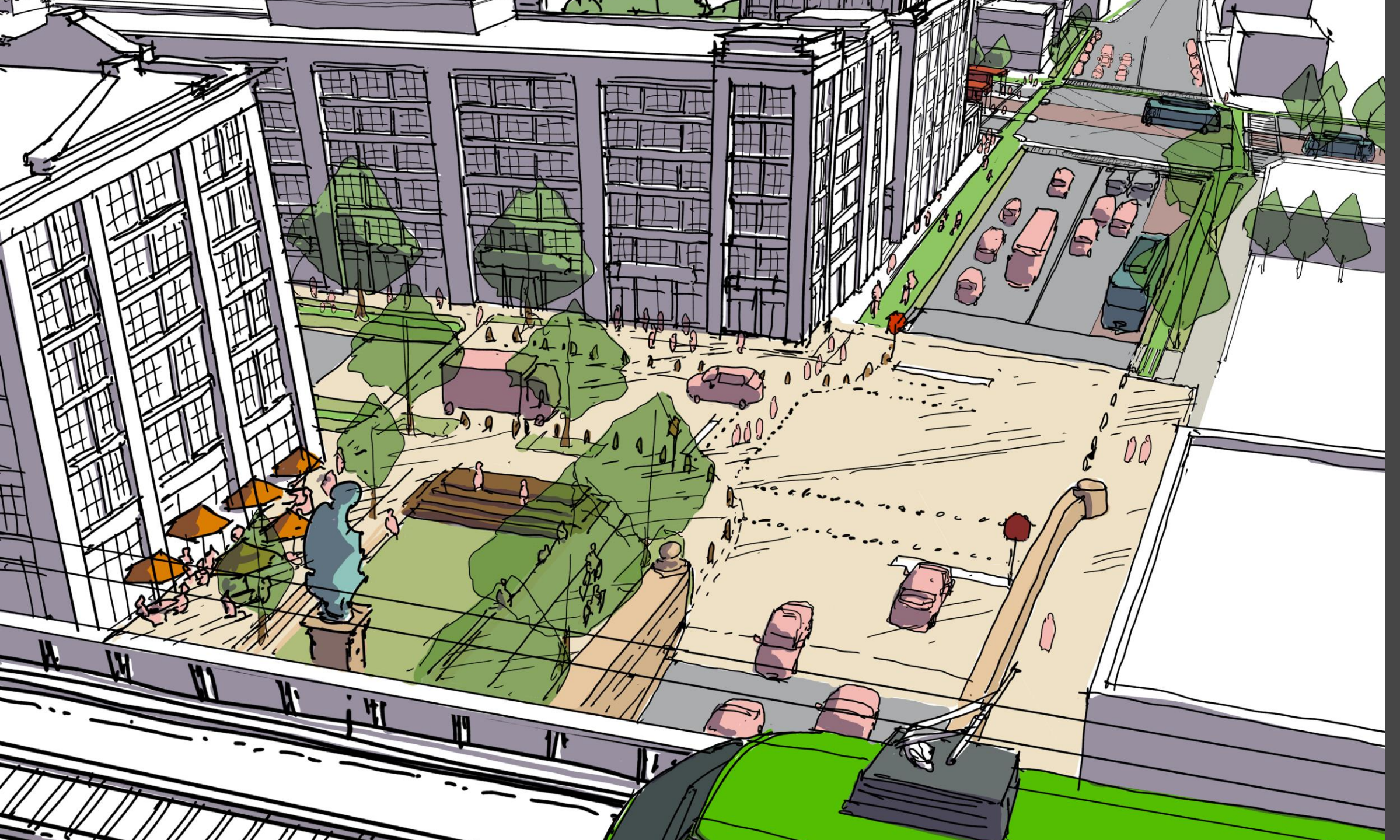
R&D GROUND FLOOR.



BRICK-BOTTOM R&D BUILDING. CREATIVE GROUND FLOOR.

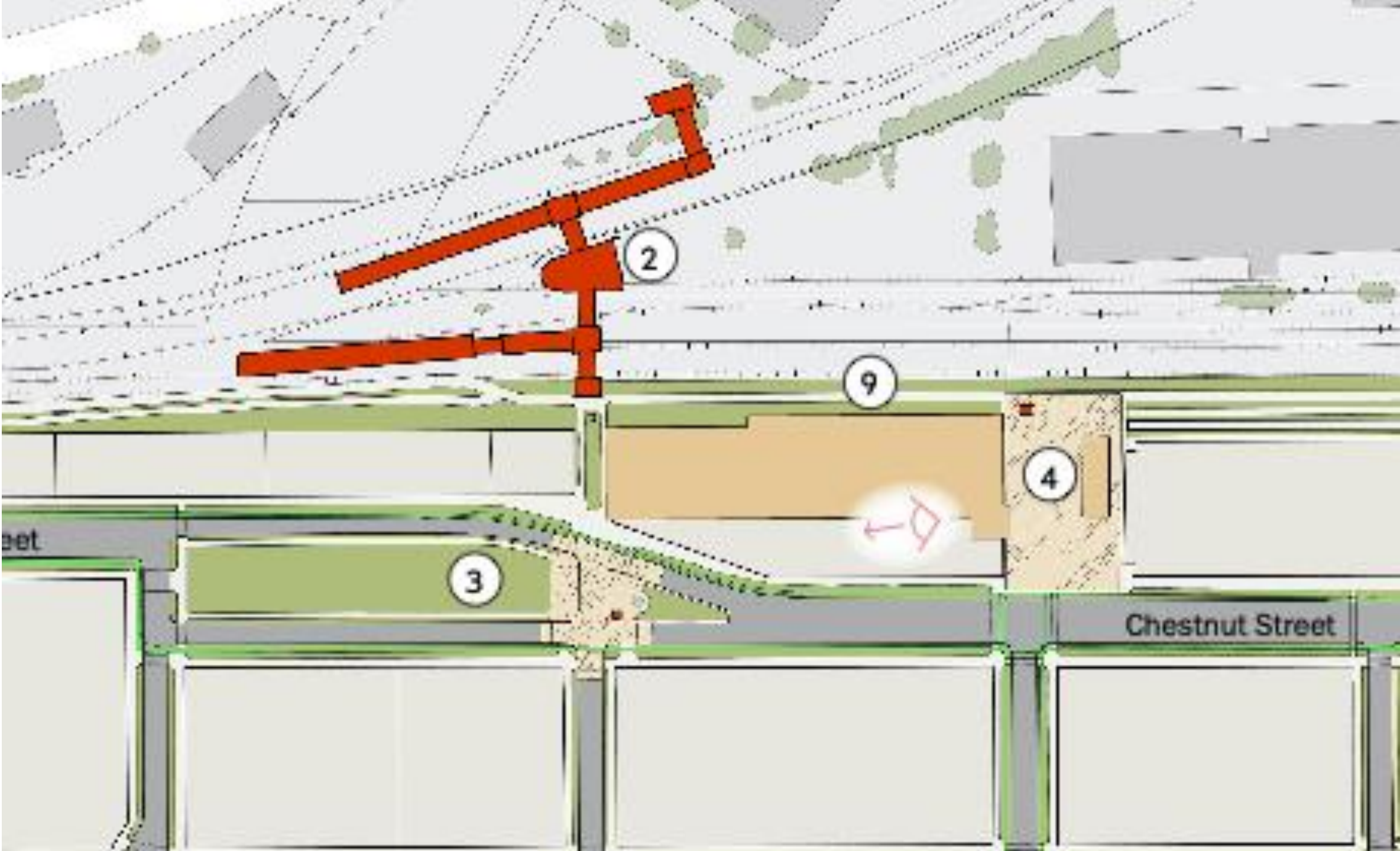




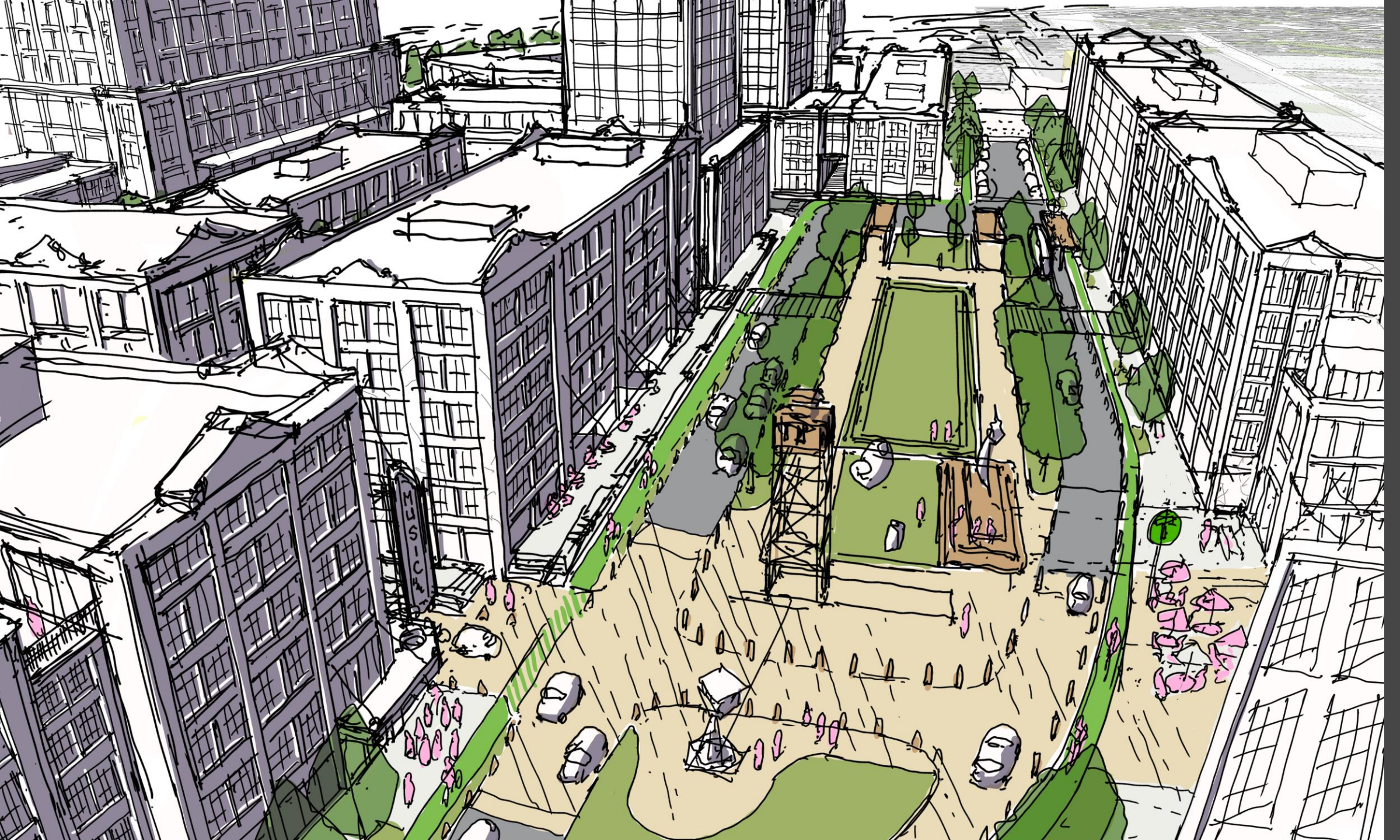
















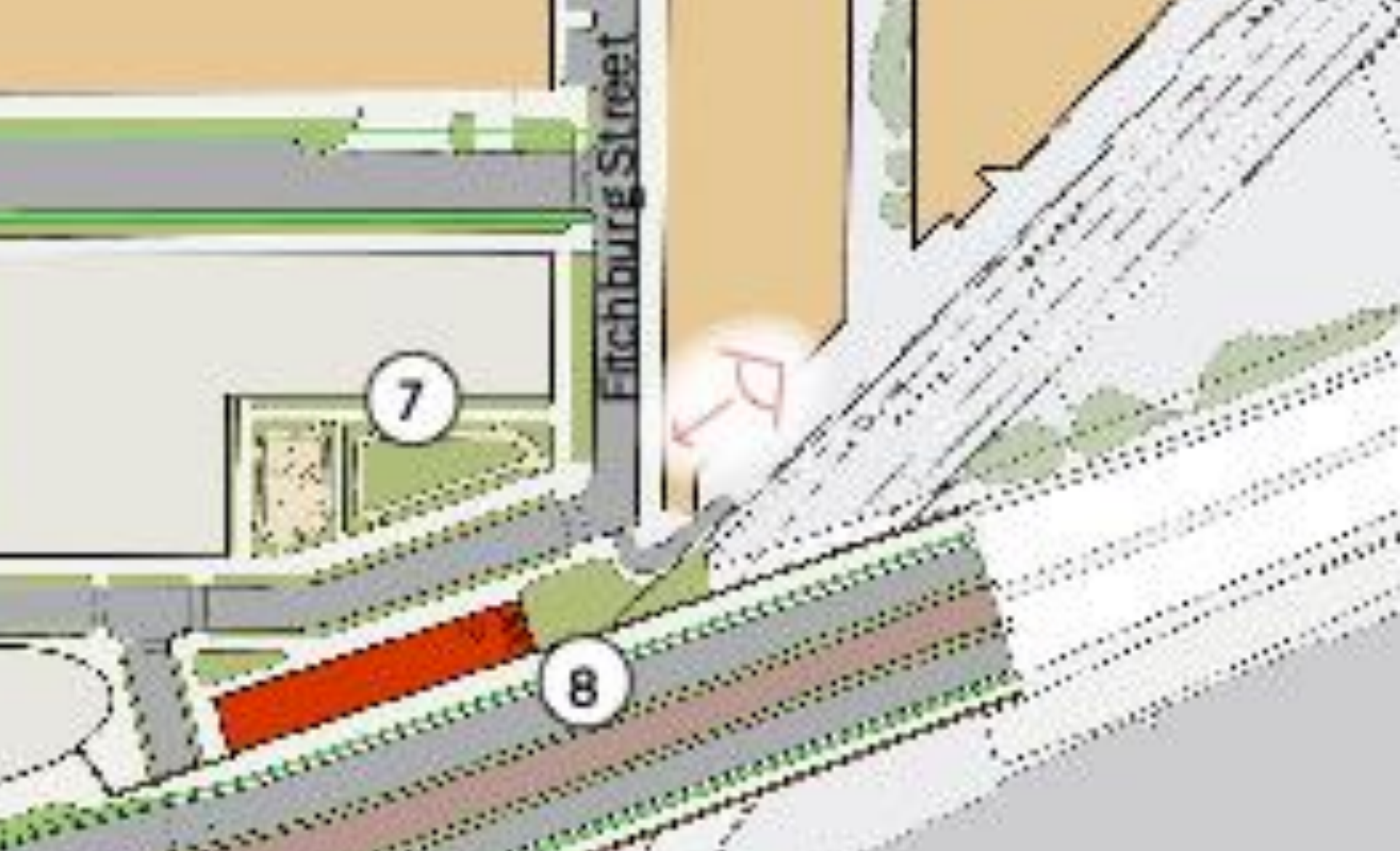




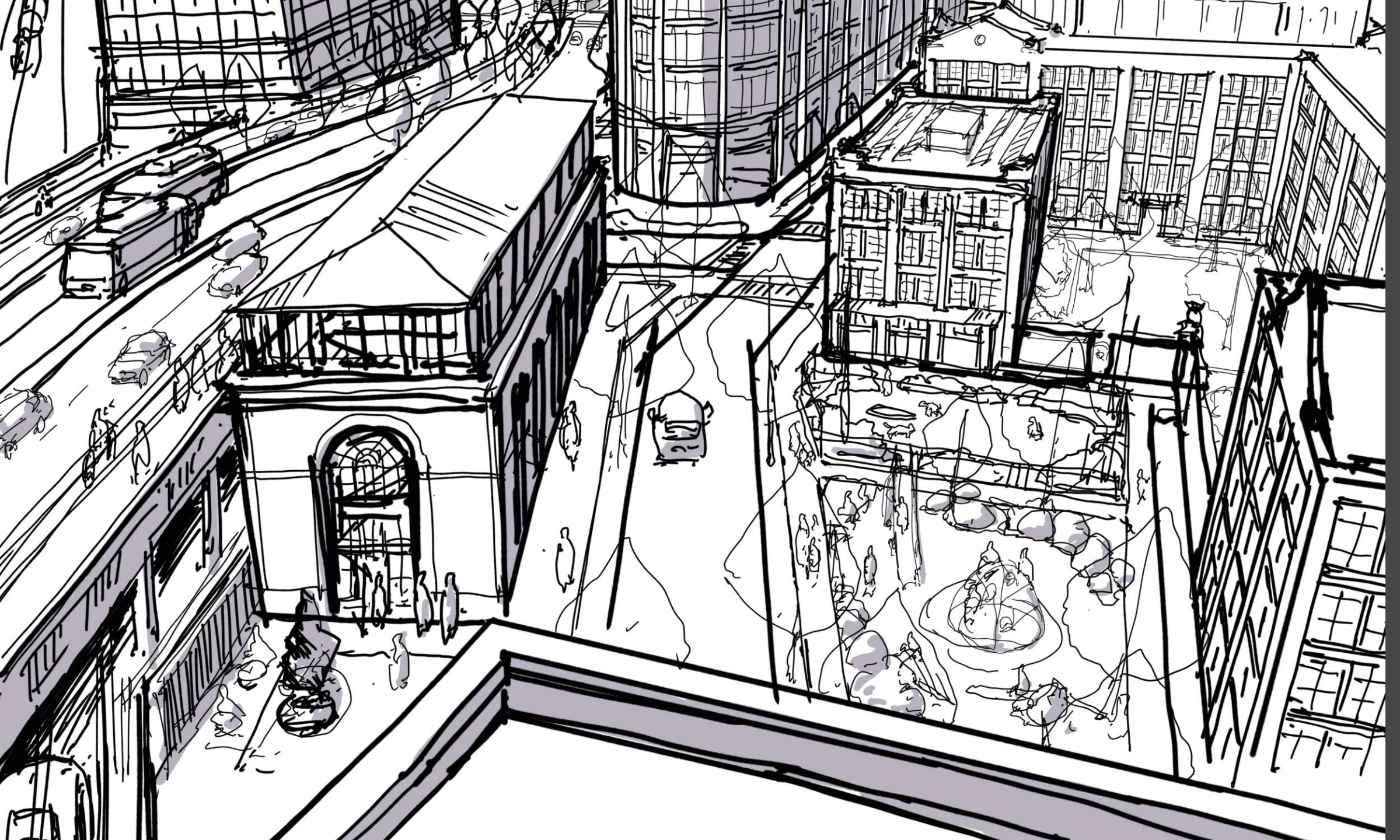




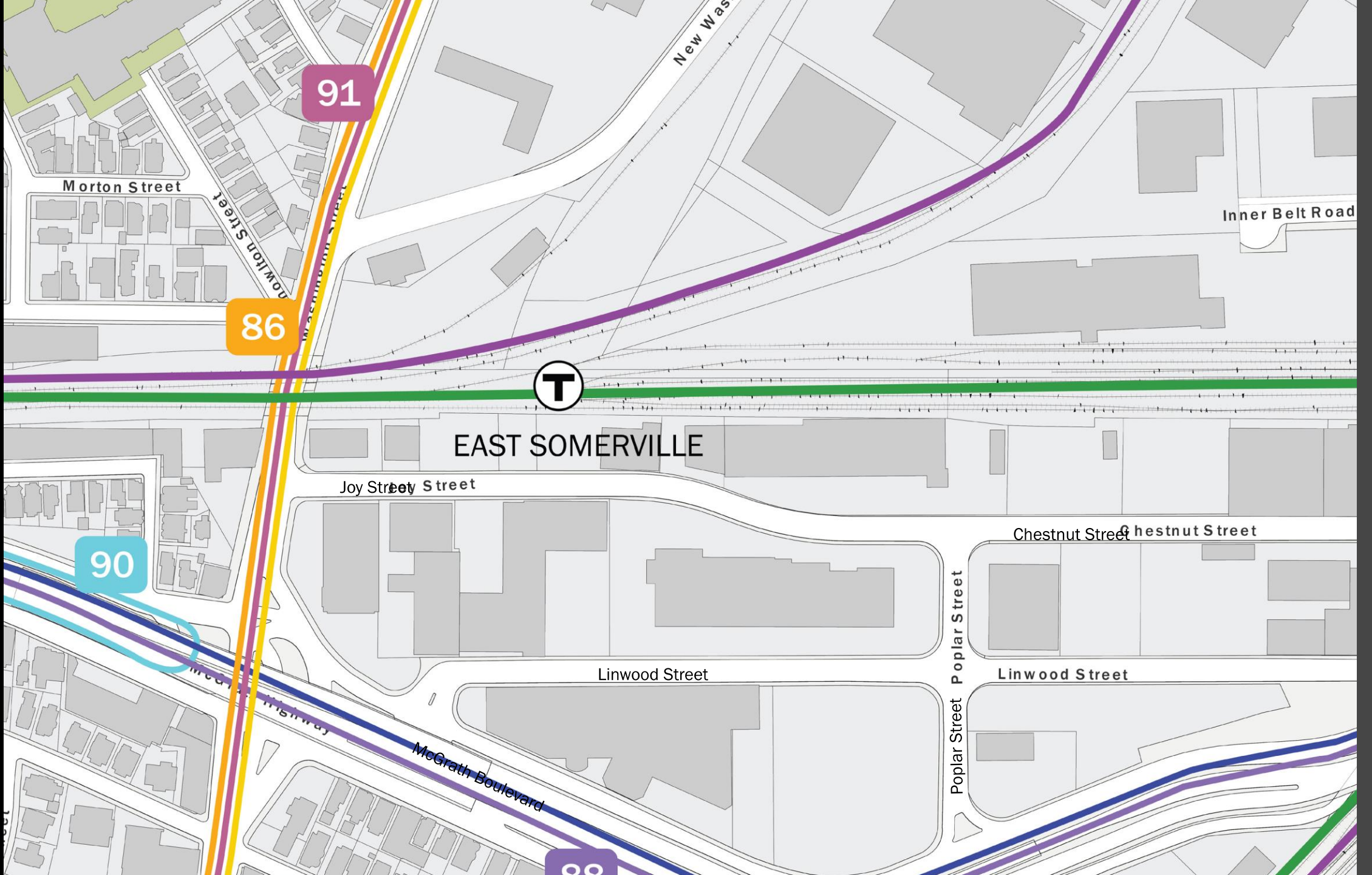


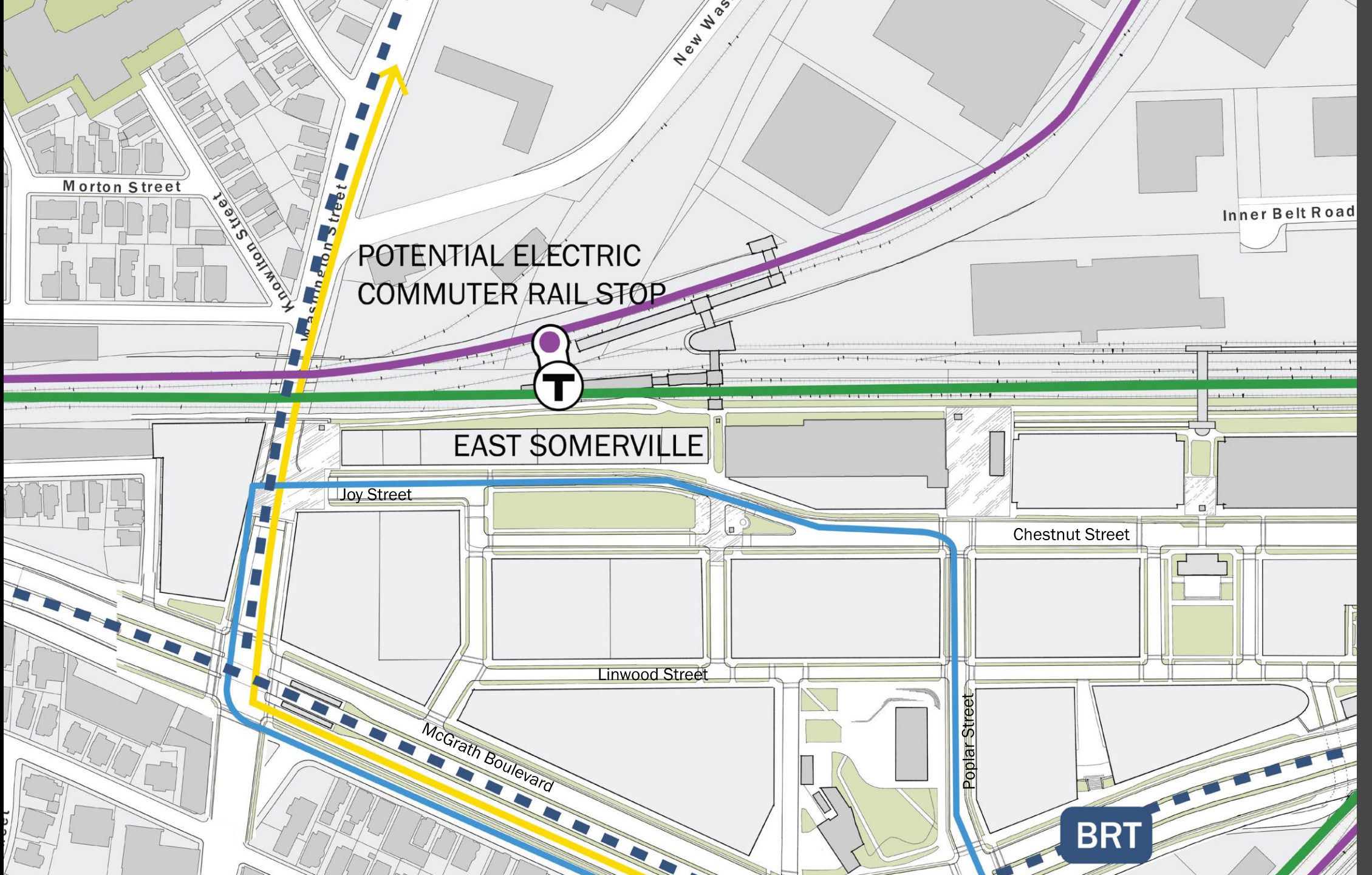


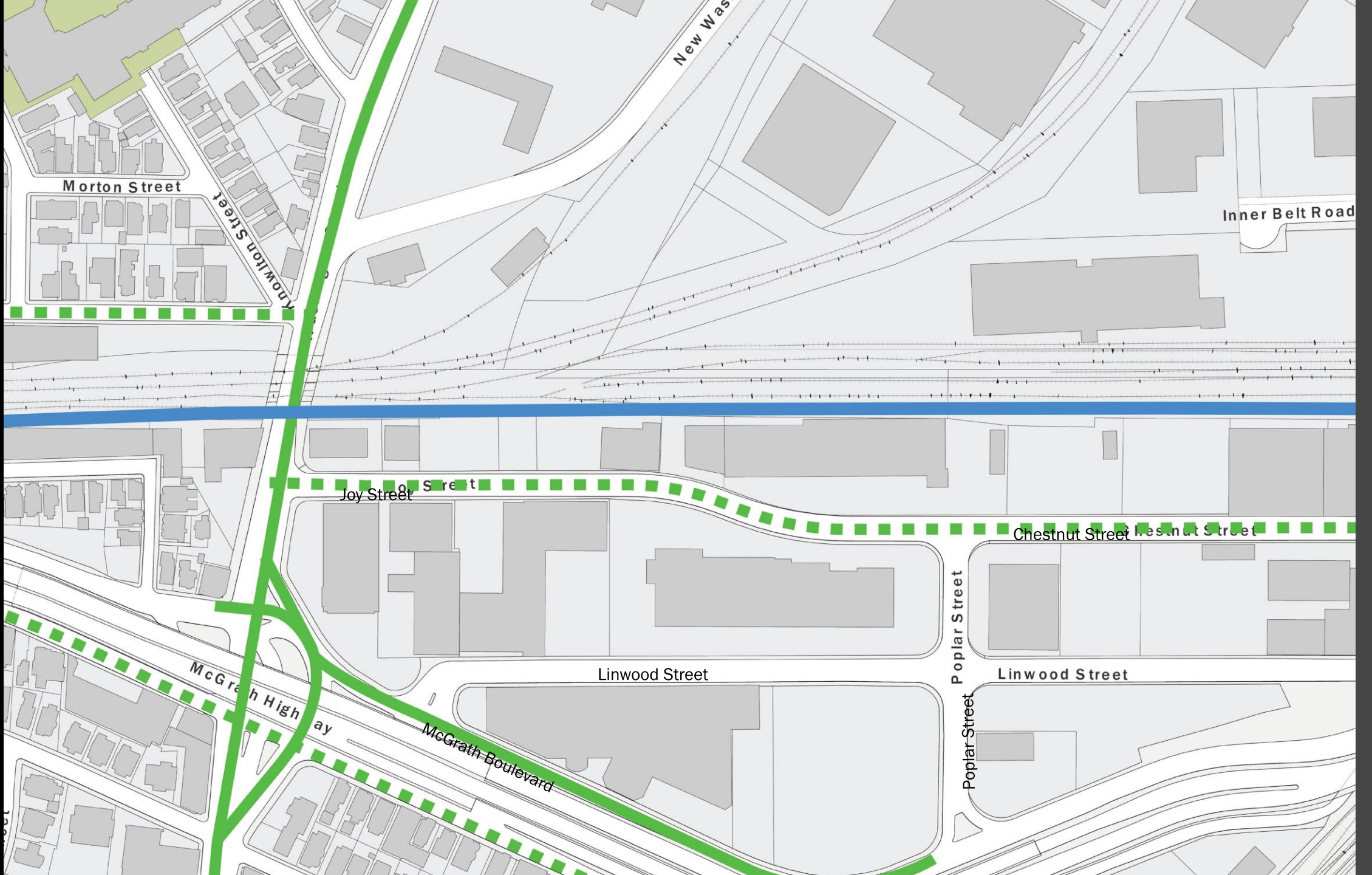


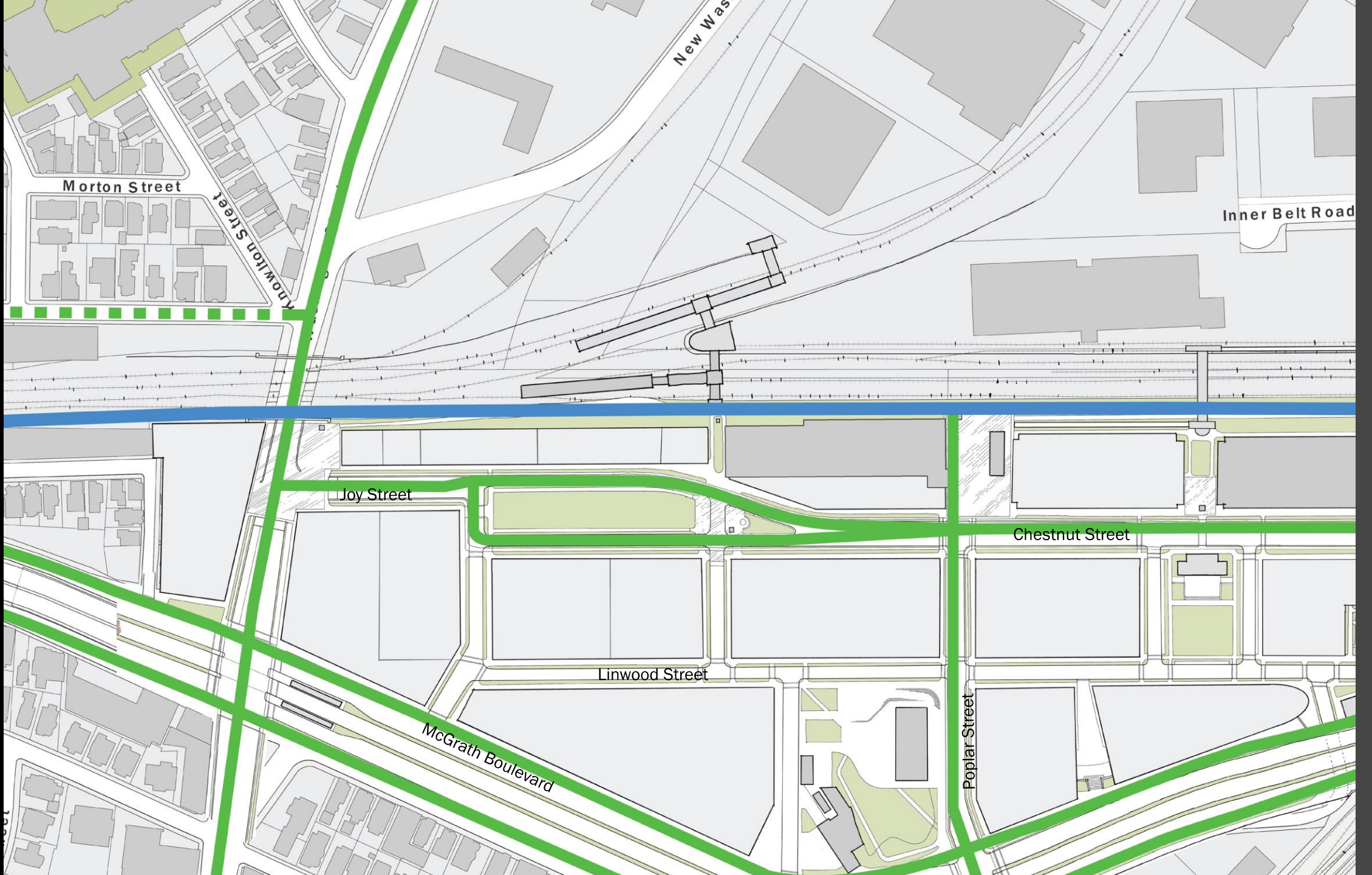


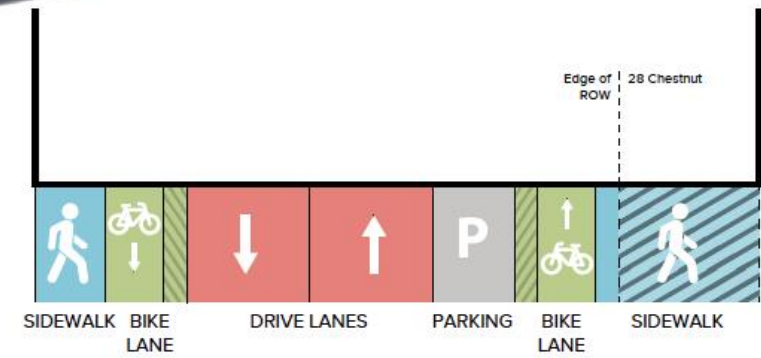


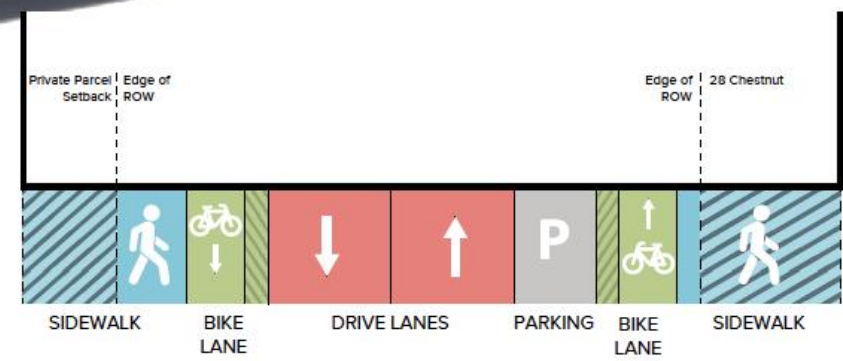


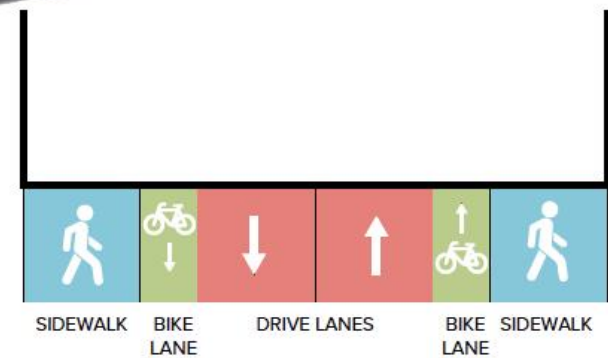


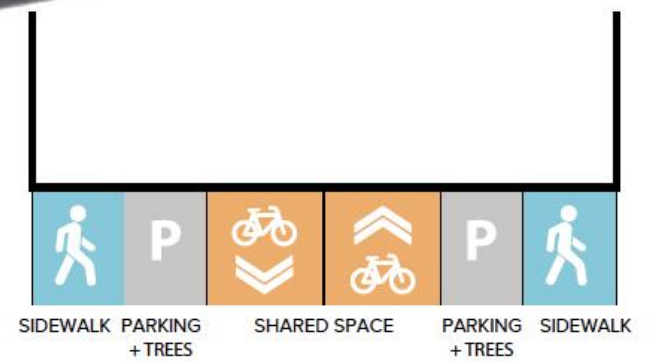


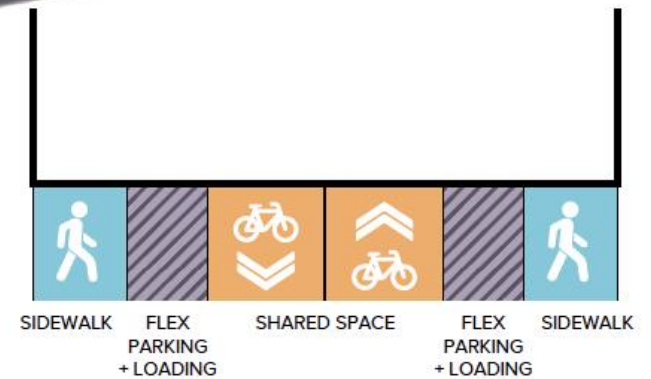














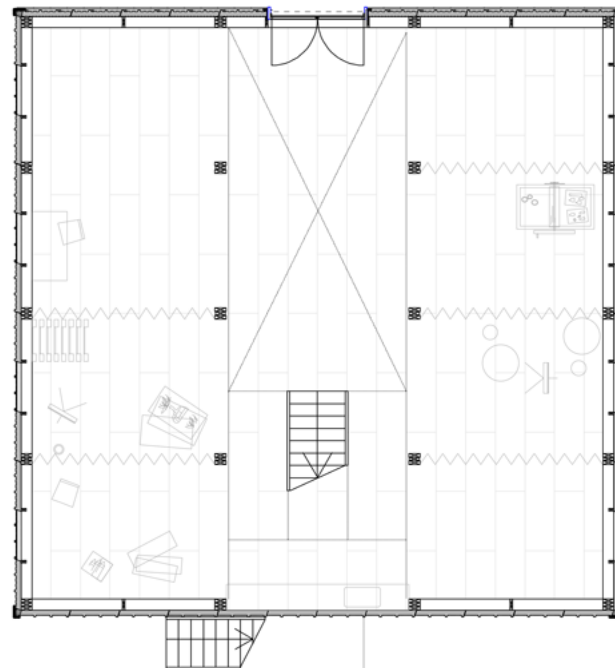
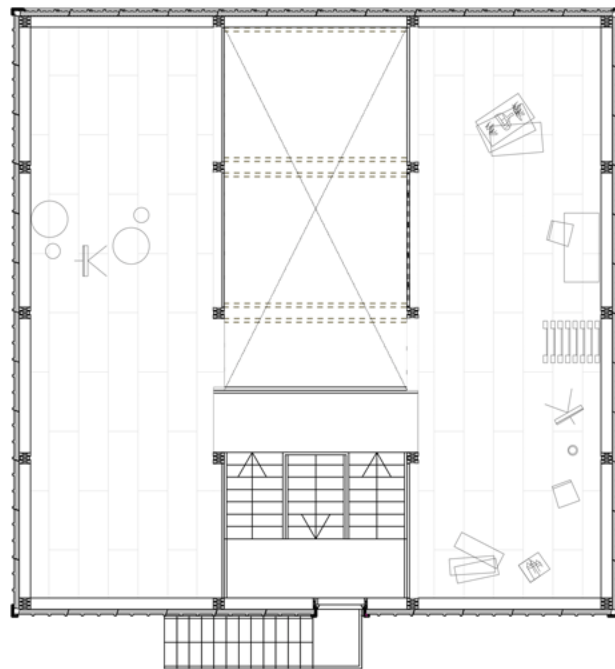
Joe

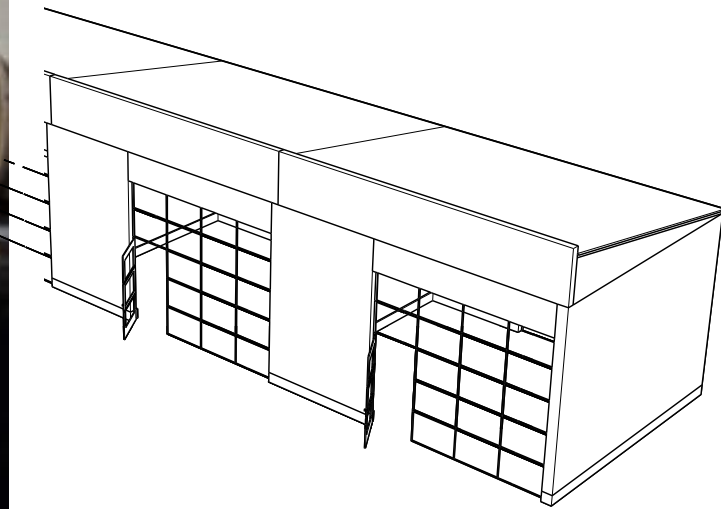
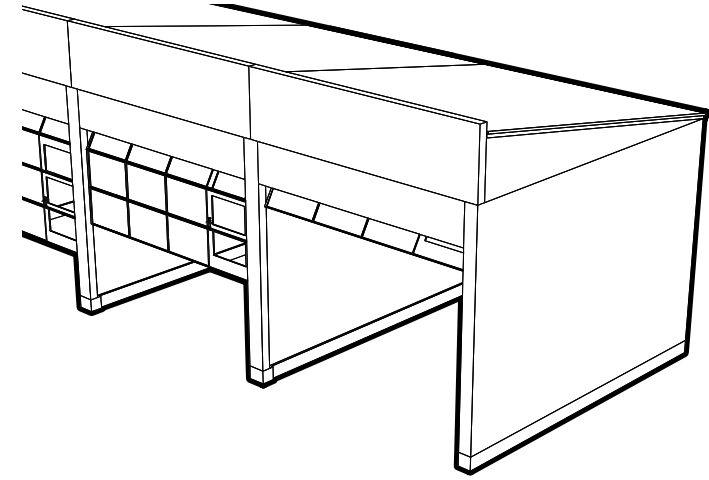
HOT

HOUSE COFFEE	8oz	12oz
DRIPBAR (SEE BOARD)	1.50	2.00
CAFE AU LAIT		
ESPRESSO	2.50	2.00 2.50
MACCHIATO	2.75	
CORTADO	3.25	
CAPPUCCINO		
LATTE	3.50	
MOCHA	4.25	4.00
AMERICANO	2.50	
AMERICANO MISTO	3.00	3.50
COCOA	3.00	
CHAI LATTE	3.25	
TEA	2.00	
GOLD		1DBL 2DBL
ICED COFFEE	2.50	
ICED AMERICANO	2.50	3.25
ICED LATTE	4.00	4.75
ICED MOCHA	4.50	5.25
ICED CHAI	3.50	
ICED TEA	2.50	
EXTRA SHOT	1.00	
VANILLA, CHOCOLATE, SOY	.25	
ORGANIC MILK	.50	
BOTTLED WATER,		
PELLEGRINO	2.00	





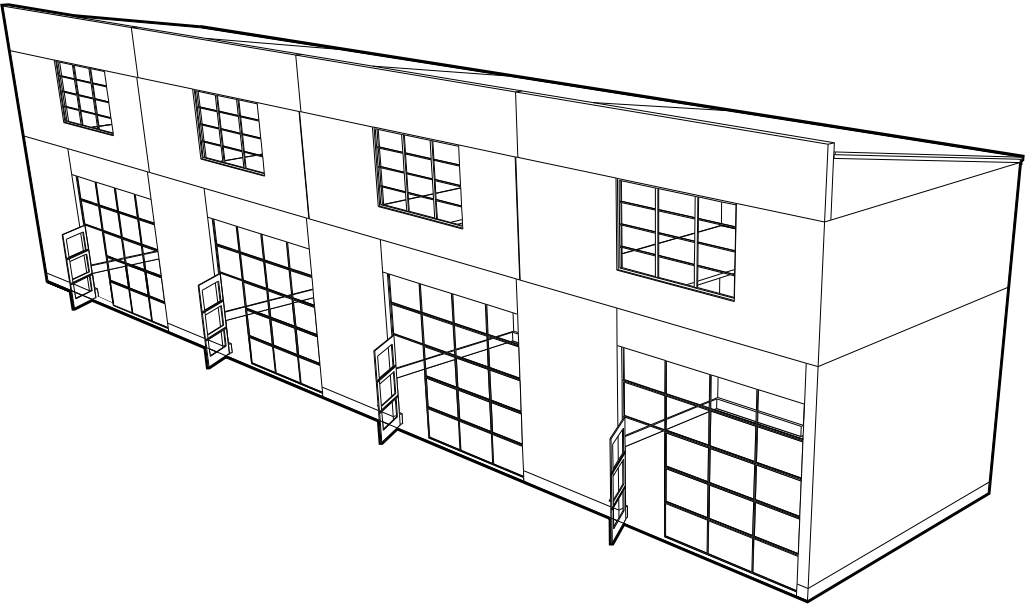




KER LOFT

up from the Maker Box, the Maker Loft has the flexibility to accom-
residential loft on a mezzanine floor, or additional office or storage
is maker type is important to the vitality of the street by providing for
the street” within what might be a predominantly industrial area.

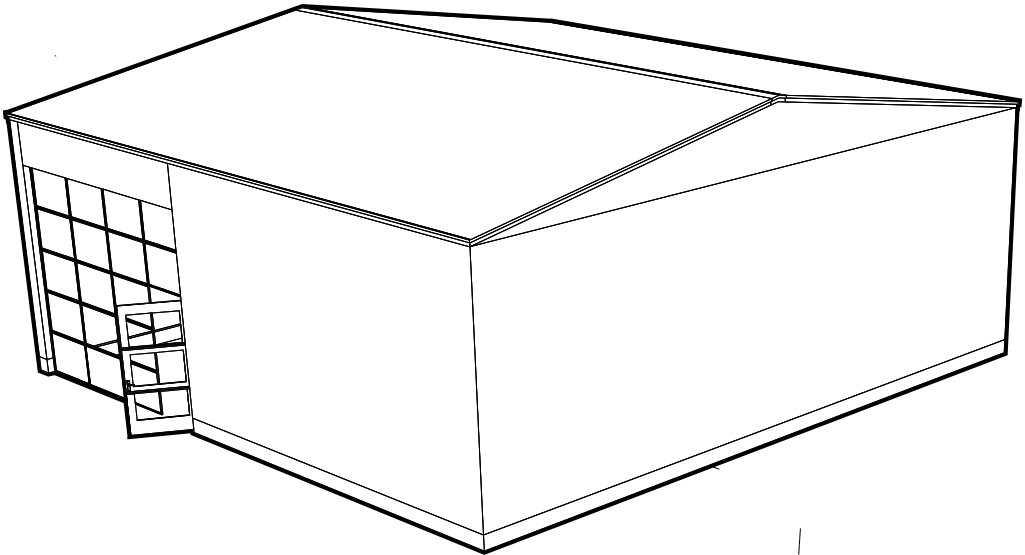
	1,250 sf
st	\$ 13,000
Cost	\$ 13,000
tion Cost	\$ 133,000
Construction Cost	\$ 71,000
e	\$ 190,000
Sale Price	\$ 108,000
le	\$ 1,200
Mortgage	\$ 680
Rent	\$ 1,220
	\$ 700



DE-IT MAKER

-It Maker is a flexible warehouse type space that can handle large
f goods or industrial production, such as brewing operations. The
an be designed with a retail or a more functional industrial front.
ng could also be operated as a collective with one master-lessee
enant, or as a co-operative ownership building.

Unit Size	17,000 sf
Land Cost	\$150,000
Construction Cost	\$1723,000
Sale Price	\$1830,000



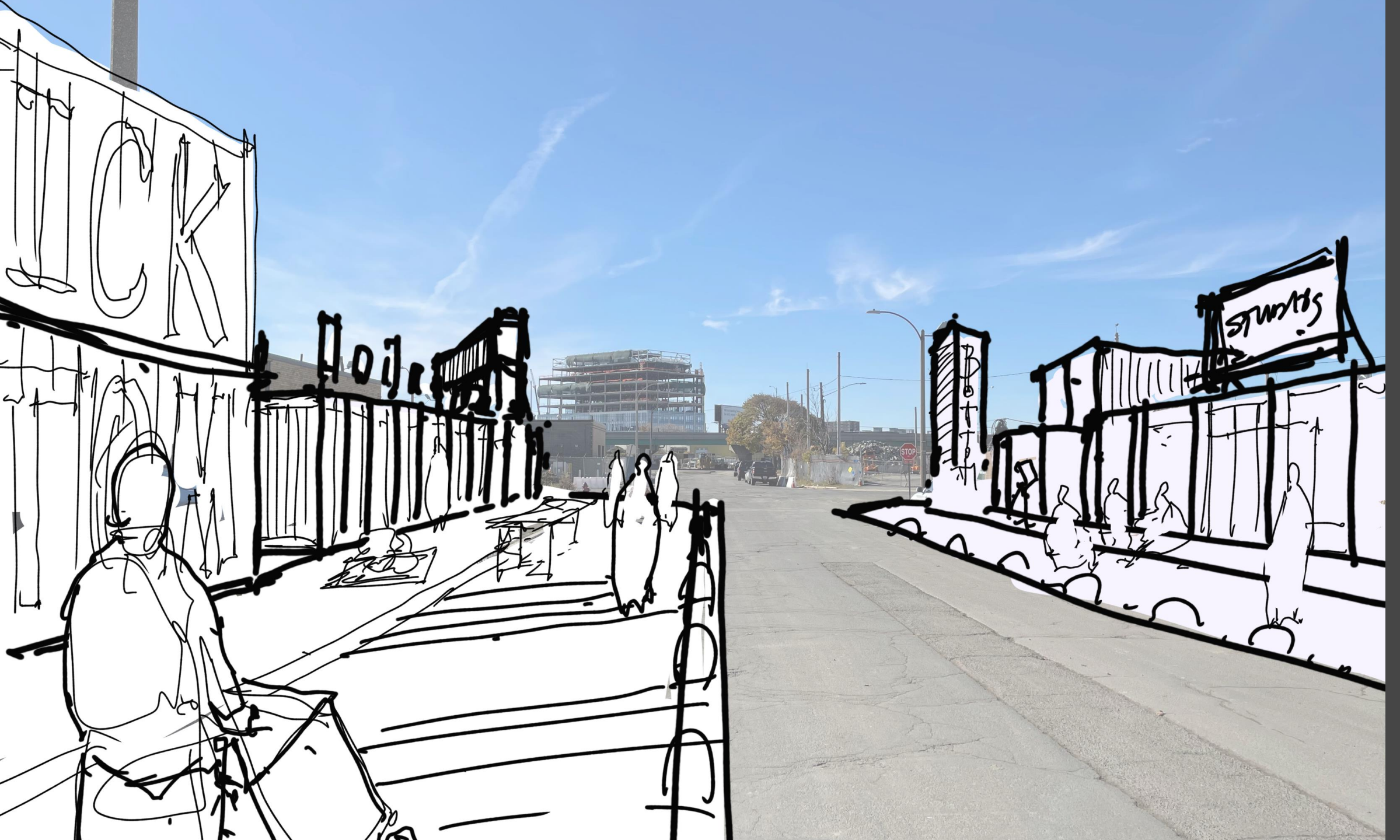




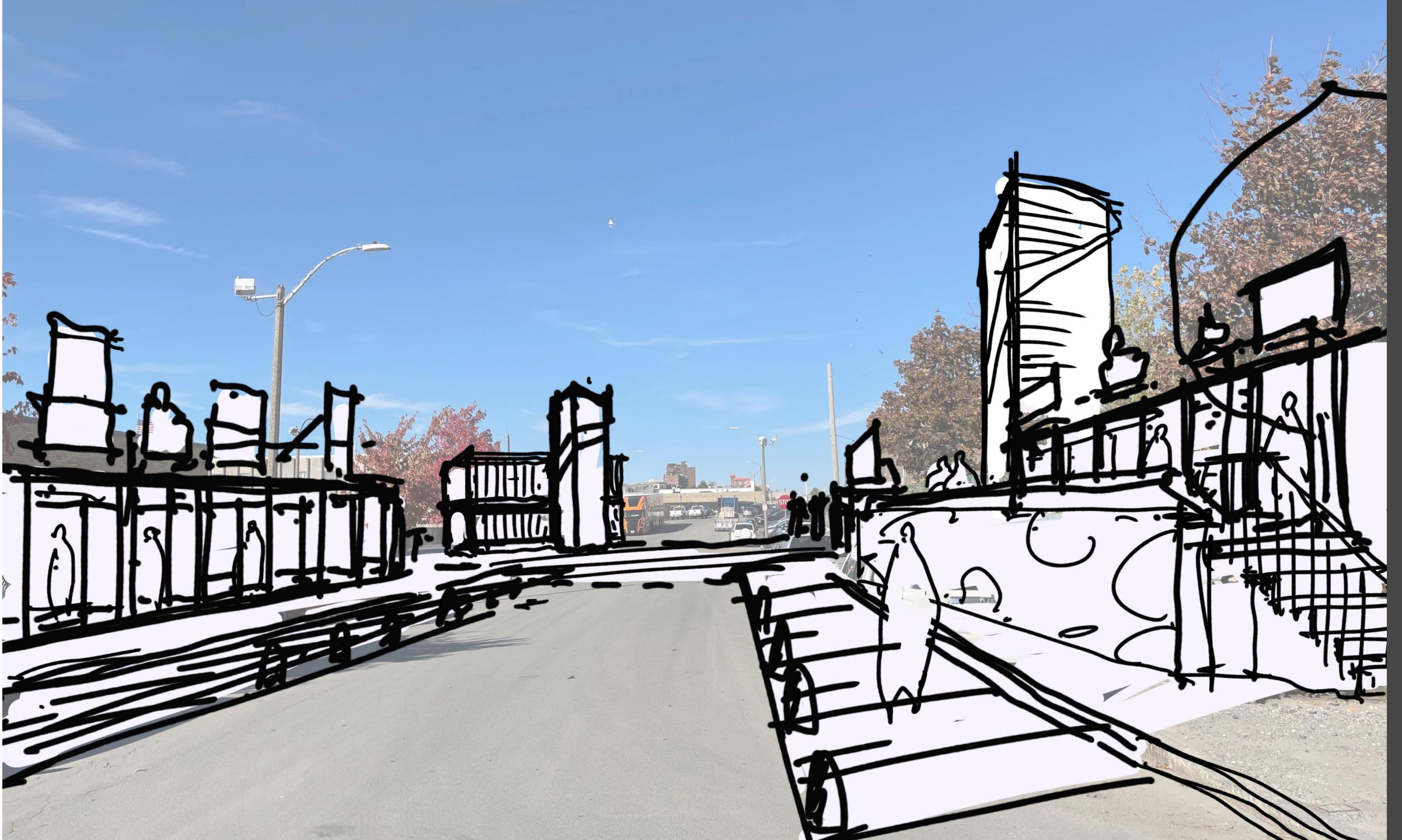
POPLAR ST

RICKBOTTOM
Artists' Building

STOP









Break out Groups

We are now going to go into breakout rooms for activities. There will be one facilitator from the project team in each room to guide you through the feedback exercises. The breakout rooms will be recorded.

There will be two 20-minute breakout room sessions.

In the first session, we will have 20 minutes to discuss feedback on the ideas presented about Height, Land uses, and Arts District Neighborhood. We want to know the Top 3 Ideas that you like or support, and the Top 3 Ideas that need more improvement. The facilitator for each breakout room will be writing the feedback on the Miro Board.

After 20 minutes, we will bring everyone back, and then jump into the second breakout room session. In the second session, we will have 20 minutes to discuss feedback on the ideas presented about Streets and Civic Spaces. We want to know the Top 3 Ideas that you like or support, and the Top 3 Ideas that need improvement. The facilitator for each breakout room will be writing the feedback on the Miro Board.

Things to remember in the breakout rooms:

1. Before you speak, please introduce yourself and why you're here. Just like in a public meeting.
2. Remember to be respectful and try to limit your comments to no longer than 2 minutes at a time to give everyone a chance to speak.
3. Ask questions, have fun!

Next Steps

- **Next Week** - Office hours held early next week—either evenings or lunchtime. Principle will staff these.
- **11/10/21** - Exit survey for Workshop #2 closes.
- **12/15/21** - Draft Plan Document published. Community feedback opens through the holidays. Possibly hold a few office hour timeslots during this comment period.
- **1/12/22** - Community Comment period closes.
- **2/16/22** - Open House Event. Final Draft Plan Published.

An aerial photograph of a city, likely Somerville, Massachusetts, showing a river (the Mystic River) flowing through the center, surrounded by residential and commercial buildings, and major highways (I-93 and I-495) intersecting. The image is faded to serve as a background for the text.

More opportunities for feedback...

- The link to the Exit Survey and Miro Board will be sent in a follow-up email to all participants and posted on the SomerVoice website.

An aerial photograph of a city landscape. A wide river flows horizontally across the middle of the image. Several multi-lane highways intersect the river and each other. The surrounding area is filled with residential houses, commercial buildings, and parking lots. The text "Thank You For Joining!" is overlaid in the upper left quadrant.

Thank You For Joining!