

HELLO WASHINGTON STREET!

Design Week Kick-Off Presentation



PRINCIPLE 







PATRIOTS

87

NEW ENGLAND
PATRIOTS

CHAMPION

PATRIOTS

SUPER BOWL
PATRIOTS



12

NEW ENGLAND
PATRIOTS

NEW ENGLAND
PATRIOTS

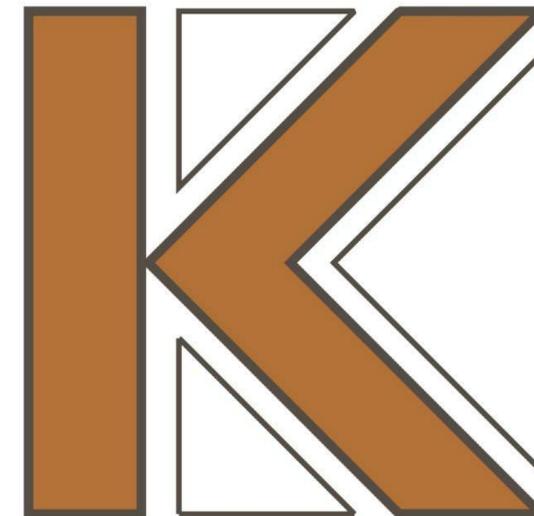
NEW ENGLAND
PATRIOTS

PRINCIPLE

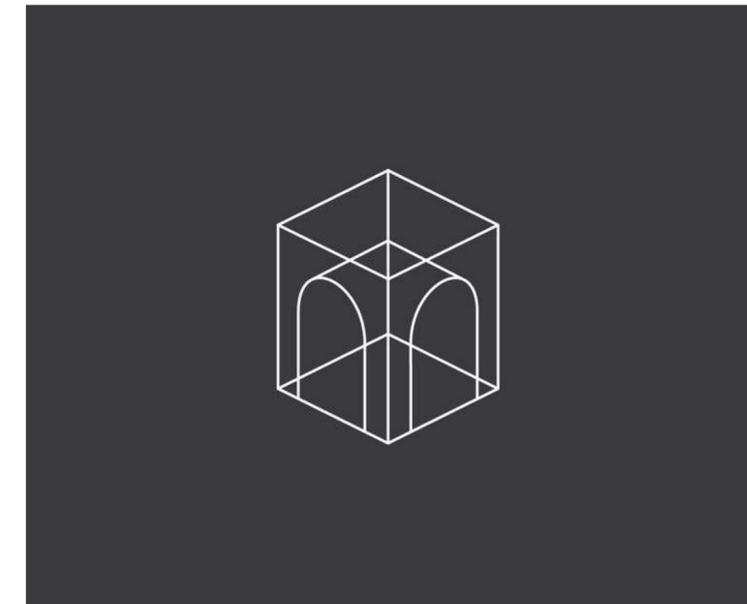


STREETPLANS
MIAMI SAN FRANCISCO NEW YORK

URBAN ADVISORS LTD



KITTELSON & ASSOCIATES, INC.
TRANSPORTATION PLANNING/TRAFFIC ENGINEERING



Imai Keller Moore Architects

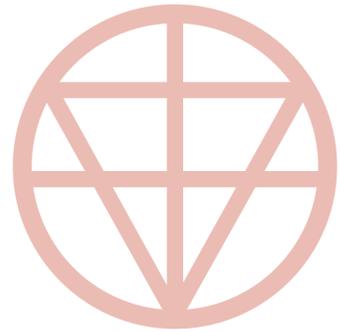
Carrico Illustrations





HOW DO WE CREATE
MEANINGFUL PLACES?





WHAT ARE WE PLANNING?



P↑
ARKING
NEWTONVILLE
SATELLITE LOT

CVS PHARM
L'ORÉAL
Virtuous Teas
7-Eleven

617-527-2222
NAH
newtonville.com



E
ACE
200



CVS
pharmacy



16

LEFT LANE
MUST
TURN LEFT

TURNING
TRAFFIC
MUST
YIELD TO
PEDESTRIANS

RIGHT
TURN
ONLY

NO
LEFT
TURN



Comes Island Cafe



CVS/pharmacy

YOGA

Hair German Nischen

Good Feet

Citizens Bank

Bank of America

SPEED LIMIT 25

No Left Turn





DESIGNER CABINETRY

Horticultural
Company





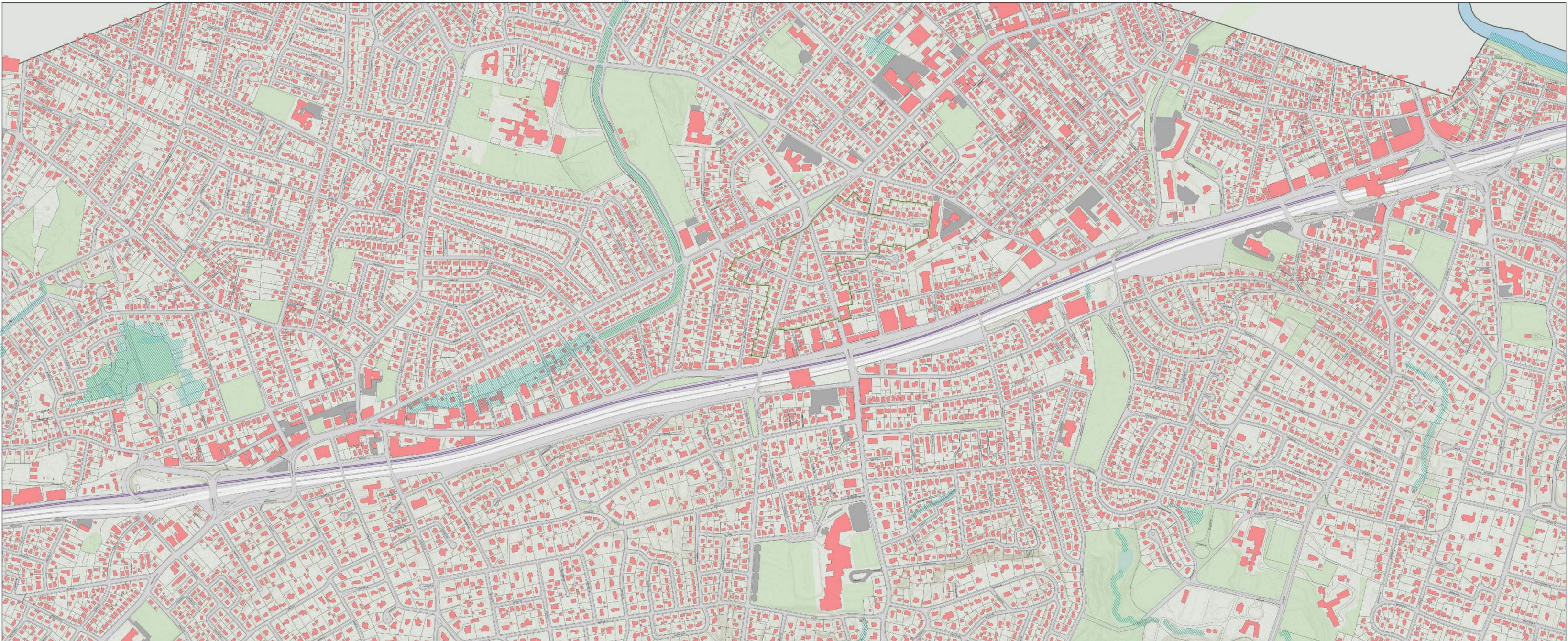
Copyright 1905 by the Rotograph Co.

A 6967 Odd Fellows Hall, City Hall and 2nd Congregational Church, West Newton, Mass,
Having a little cutting *E. A. Parsons.*



Robinson Block, West Newton, Mass.





Newton Basemap
Washington Street

Scale: 1:2,400 or 1" = 200'

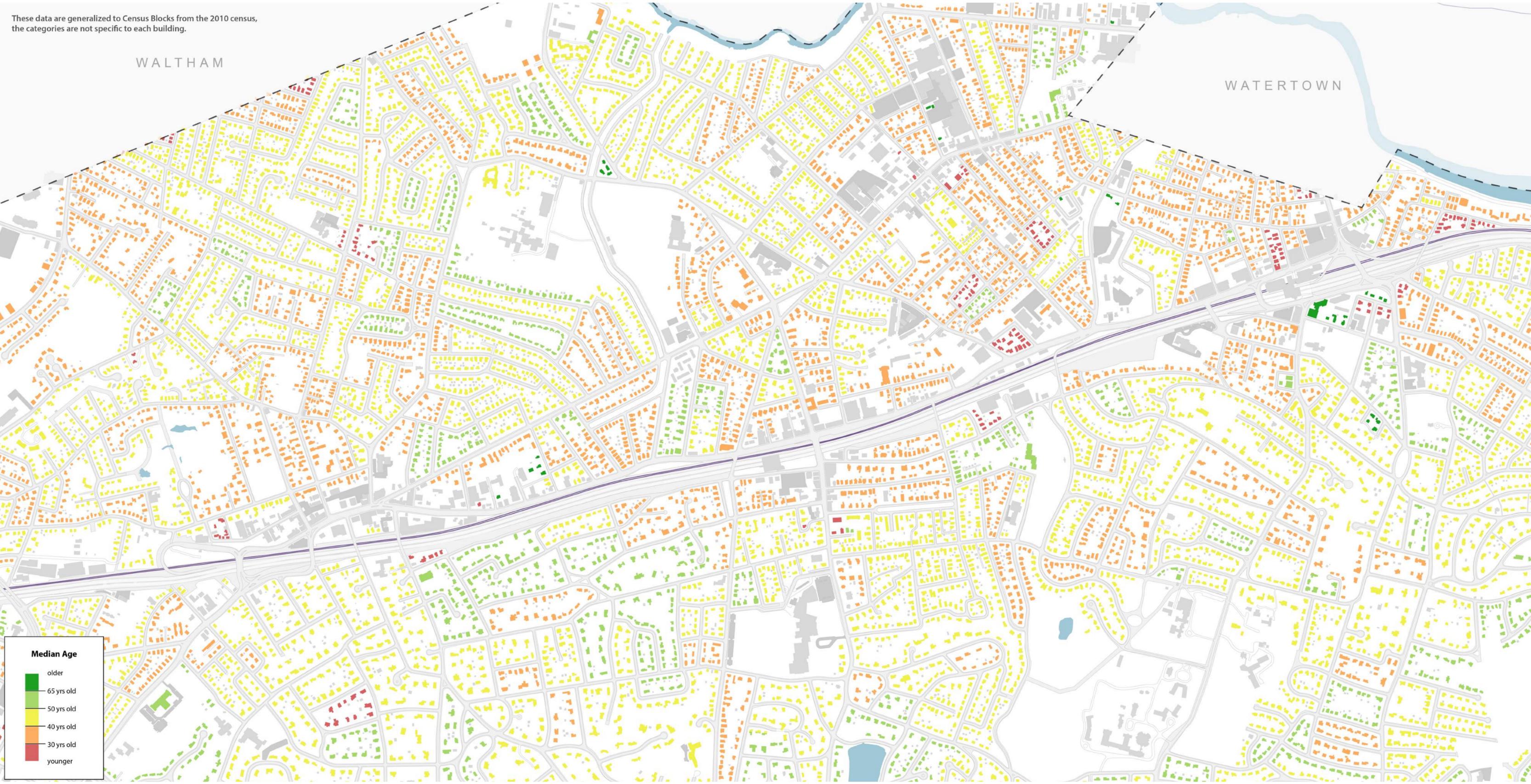


- PARKING LOT
- BUILDINGS
- RAILROAD
- SURFACE WATER
- PAVED / RIGHT OF WAY
- INTERSTATE
- HISTORIC DISTRICT
- FLOODPLAIN

These data are generalized to Census Blocks from the 2010 census, the categories are not specific to each building.

WALTHAM

WATERTOWN



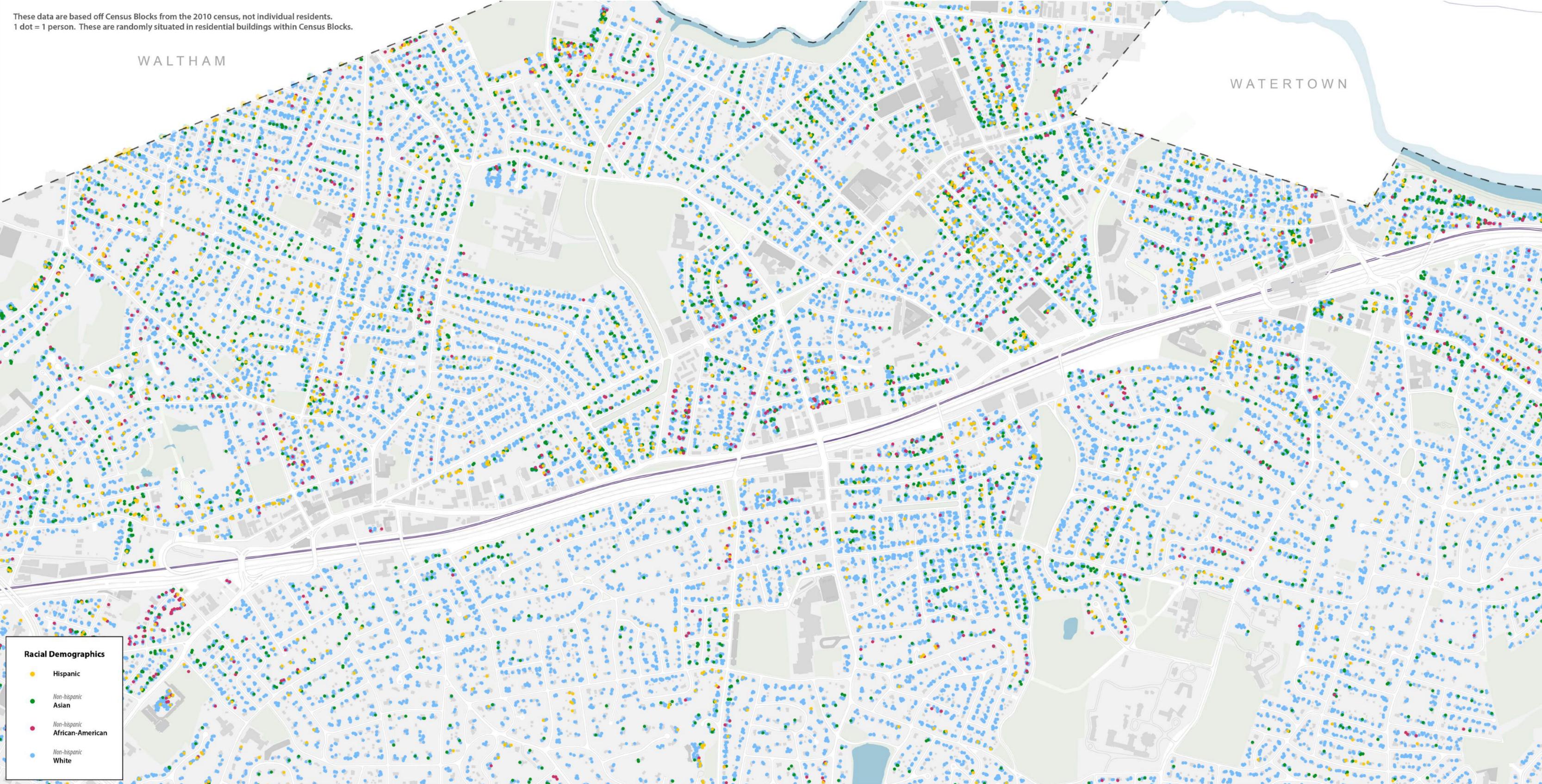
Median Age

- older
- 65 yrs old
- 50 yrs old
- 40 yrs old
- 30 yrs old
- younger

These data are based off Census Blocks from the 2010 census, not individual residents.
1 dot = 1 person. These are randomly situated in residential buildings within Census Blocks.

WALTHAM

WATERTOWN



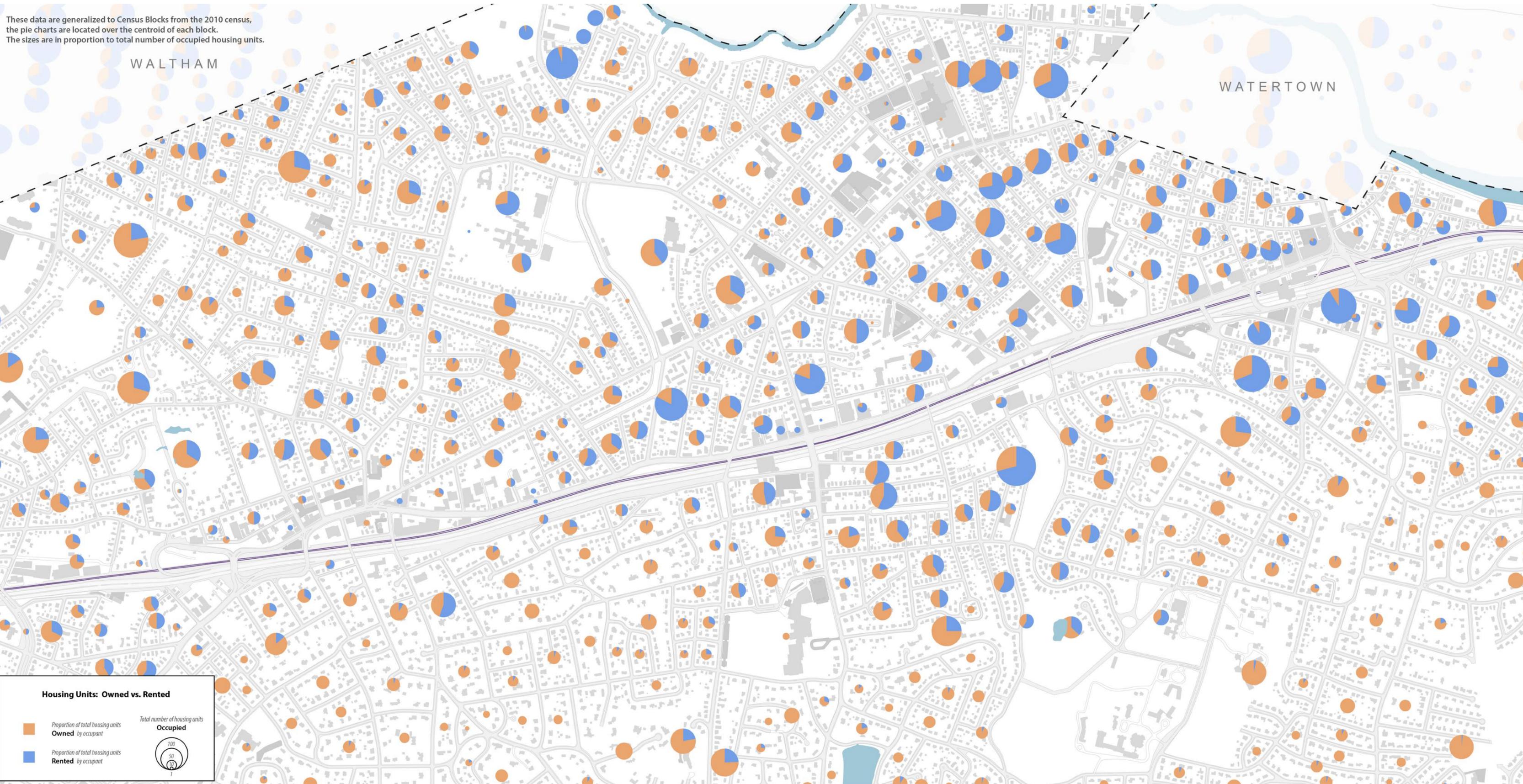
Racial Demographics

- Hispanic
- Non-hispanic Asian
- Non-hispanic African-American
- Non-hispanic White

These data are generalized to Census Blocks from the 2010 census, the pie charts are located over the centroid of each block. The sizes are in proportion to total number of occupied housing units.

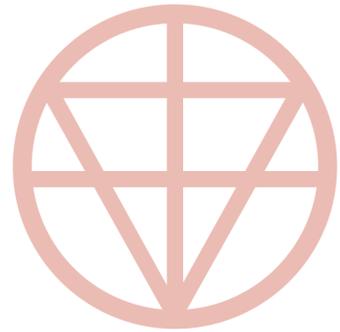
WALTHAM

WATERTOWN



Housing Units: Owned vs. Rented





WHAT IS THE PLANNING PROCESS?

COORDINATE

+

ENGAGE

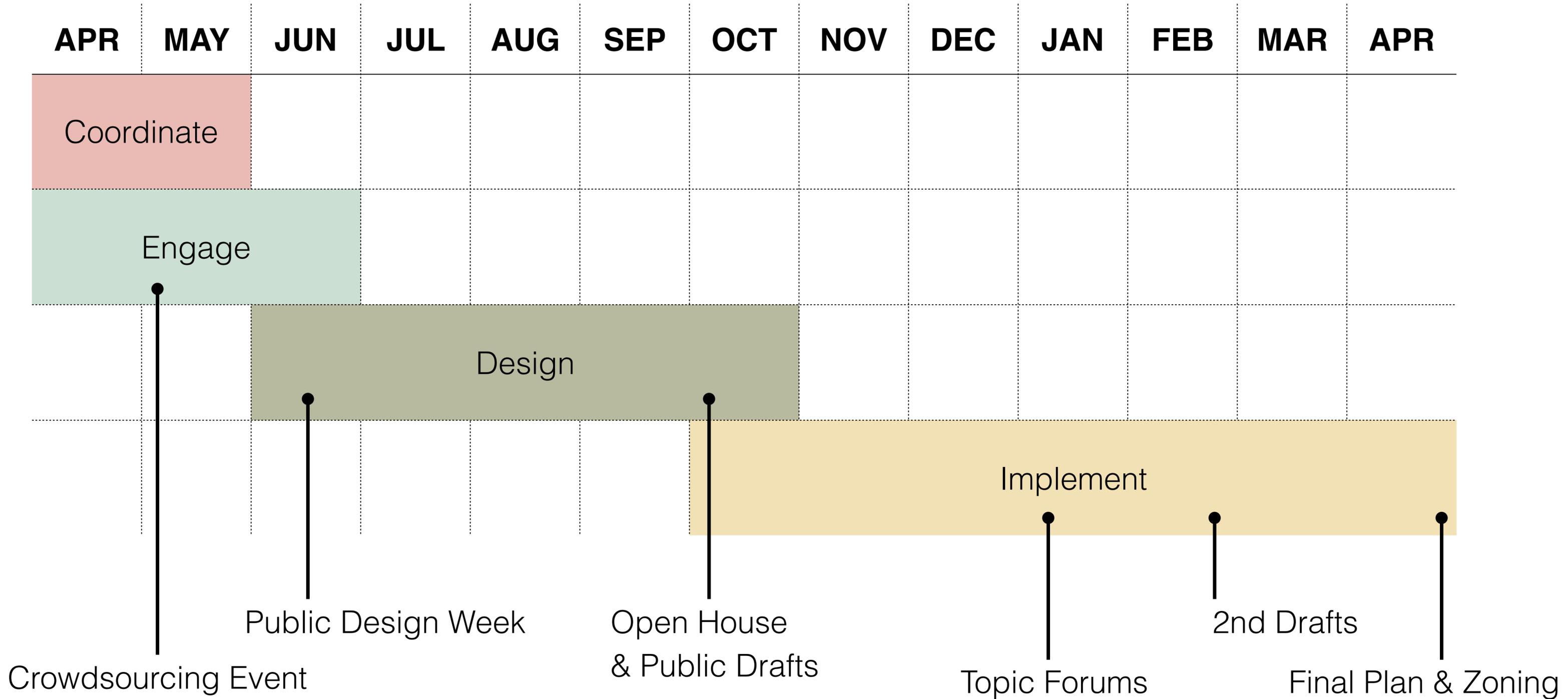
+

DESIGN

+

IMPLEMENT

HELLO WASHINGTON STREET! SCHEDULE



Public Design Week!

Pop Up Workspace

THURS, JUNE 7th—TUES, JUNE 12th

8:30 AM to 9:00 PM

Drop in anytime to see work-in-progress
and give us your feedback.

1239 Washington Street*

Key Events!

Food Social + Hands-On Workshop

TUESDAY, JUNE 5th

5:30 PM Taste of Washington Street

6:00–8:30 PM Workshop

Newton North H.S. / 457 Walnut Street*

Community Block Party + Check-In

SUNDAY, JUNE 10TH

2:00–3:00 PM Presentation & Conversation

1:00–4:00 PM Block Party! music, food + games

Family Access / 492 Waltham Street*

Chili Cookoff + Wrap-Up

TUESDAY, JUNE 12TH

5:30 PM Chili

6:00–7:30 PM Presentation & Conversation

Former Aquinas / 150 Jackson Road*

Topic Sessions!

Join us for a more focused conversation at the workspace @ 1239 Washington Street*

Housing Diversity + Affordability

Thursday, June 7th @ 8:30 AM

Parking + Traffic

Thursday, June 7th @ 6:00 PM

Public Life + Public Spaces

Thursday, June 7th @ 7:30 PM

Business Roundtable

Friday, June 8th @ 8:00 AM

Walk, Bike, Ride, Drive

Friday, June 8th @ 9:00 AM

+ Optional 1-hour bike tour (BYO bike) @ 10:15 AM

Creative Arts + Culture on Washington

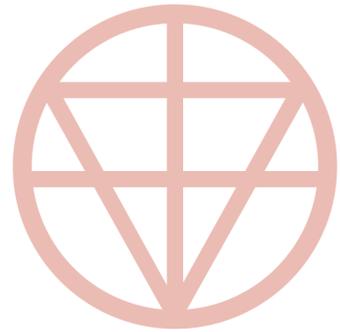
Saturday, June 9th @ 11:00 AM

Understanding Form-Based Codes + Zoning

Saturday, June 9th @ 3:00 PM







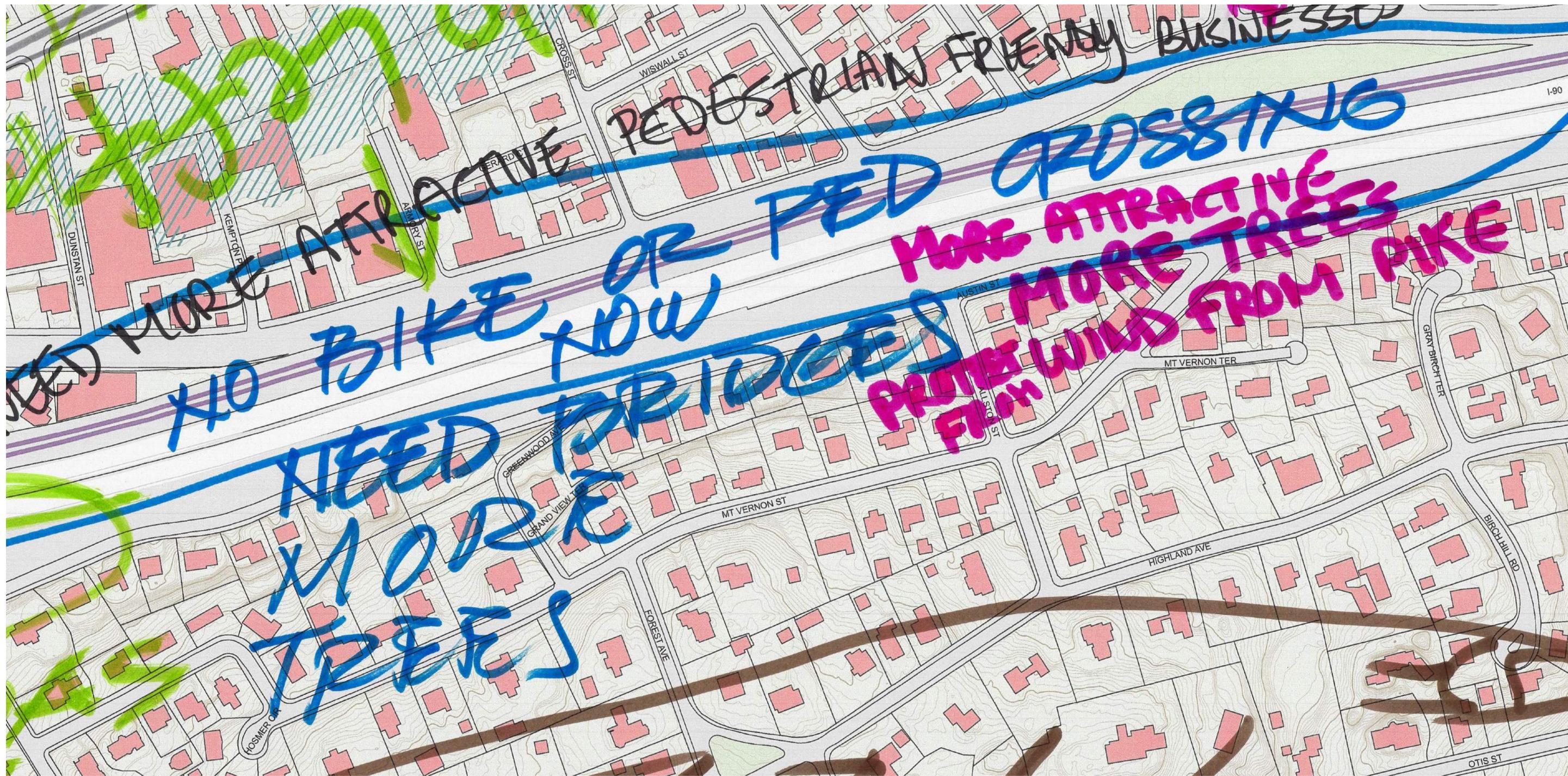
WHAT HAVE WE HEARD?

HEIGHT

- 3 stories bldg height is good, large mass - don't want.
- Not have higher bldgs next to single family homes
- Pitch roof, Steaks are important part of bldgs. Not allow boxes
- Worried and opposed to linear village centers, keep all height to these historically
- Zoning is useless sometimes since it can be negotiated to higher height.
- Height to block sunlight.
- Traffic & traffic on turnpike
- More density - along no transportation nodes (given prop value). Density affordable housing
- Height where appropriate
- Some mass high bldgs along corridor - 3-4-5 floors
- How height & mass in terms of depth will affect W. St.
- Combination of density & lot of open space. Not creating a tunnel.

- Don't turn into Newton Corner, Pt. 9, Legacy Place - human scale, small scale bldg, small businesses
- Worried to have more development
- W. St. - Commercial, Residential, Civic uses
- Smaller bldgs
- Height & big bldg bypass is a big concern.
- More Commercial less Residential
- BU /> specific limited units
- MU - are able to increase units
- Overdevelopment -> it easily takes over. Not a corridor.
- Interested in maintaining village character. Several Villages - Monumental, KC, Newtonville
- Will bldgs Encroach off Washington St.
- Density - height wise & width wise
- How height will affect the character
- Maintaining historic character
- W. St. more important to have existing homes
- W. St. (east of Washington) - smaller, 3 stories next - 50-70 units
- Aesthetics is important to maintain community feeling.
- Affordable housing, green spaces
- instead of trade-off is developer subsidizing
- Maybe this City should be
- With density, it will add to more parking, where will cars go on a narrower street.
- Livable space
- Village centers, small shops Newtonville
- Church spires give a friendly feel.
- Monumental bldgs can take away the character feel
- Concerned about character. Tall bldgs, too today have character. Newer bldgs have steal
- Preserve Village scale zoning to bldg of 3 stories or less (low rise) - not higher than what is there now
- under 36 or less
- Fluidity of zoning is up for grabs
- Properties within a block of W. St. can be demolished (small houses within a block)
- Change zoning beyond W. St. to not allow anything other than outside W. St.

- Tears down
- Concerned about Density, not height
- more people -> more schools, infrastructure, its becoming
- space is getting tighter. like Manhattan.
- Bldg height - concern because of aesthetics
- Density -> traffic
- Taking away a lane of traffic seems crazy.
- (why Horse Mann) why are we taking away schools?
- we are part of region where there is housing shortage.
- Aesthetically pleasing housing
- Majority of govt. officials are in favor
- Planning process - negative what's the point of process



PEDESTRIAN FRIENDLY BUSINESS

PEDESTRIAN FRIENDLY BUSINESS

PED CROSSING

NO BIKE OR

NEED BRIDGES
NO MORE TREES

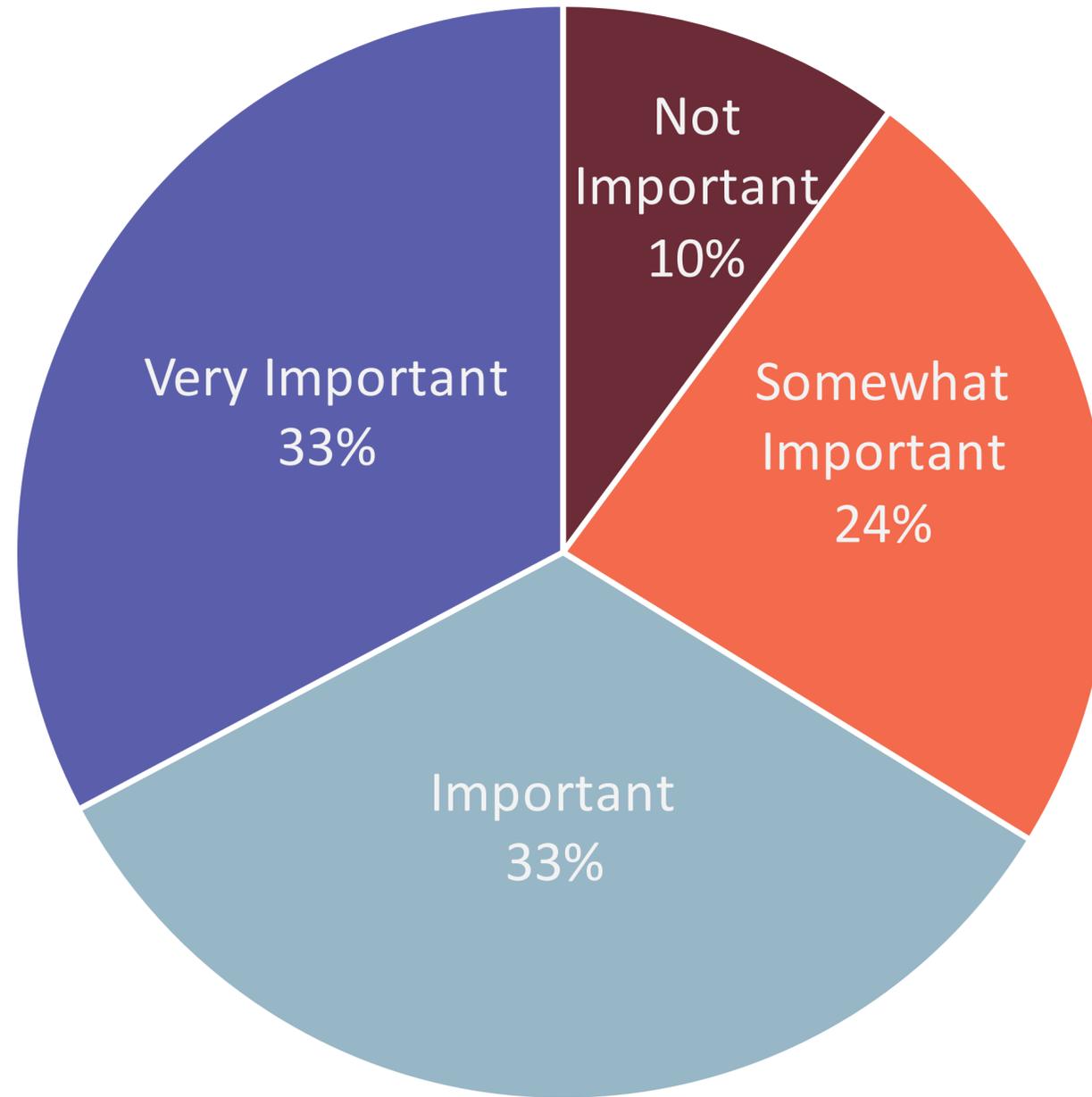
MORE ATTRACTIVE
PROTECT WILD FROM PIKE
FROM

DUNSTAN ST
KEMPTOWN
WISWALL ST
CROSS ST
AUSTIN ST
GRAND VIEW
GREENWOOD BL
MT VERNON ST
FOREST AVE
HIGHLAND AVE
BIRCHHILL RD
OTIS ST
HOSMER CR

1-90

More public spaces for people to sit and linger.

Question #5 Public Spaces



■ Not Important

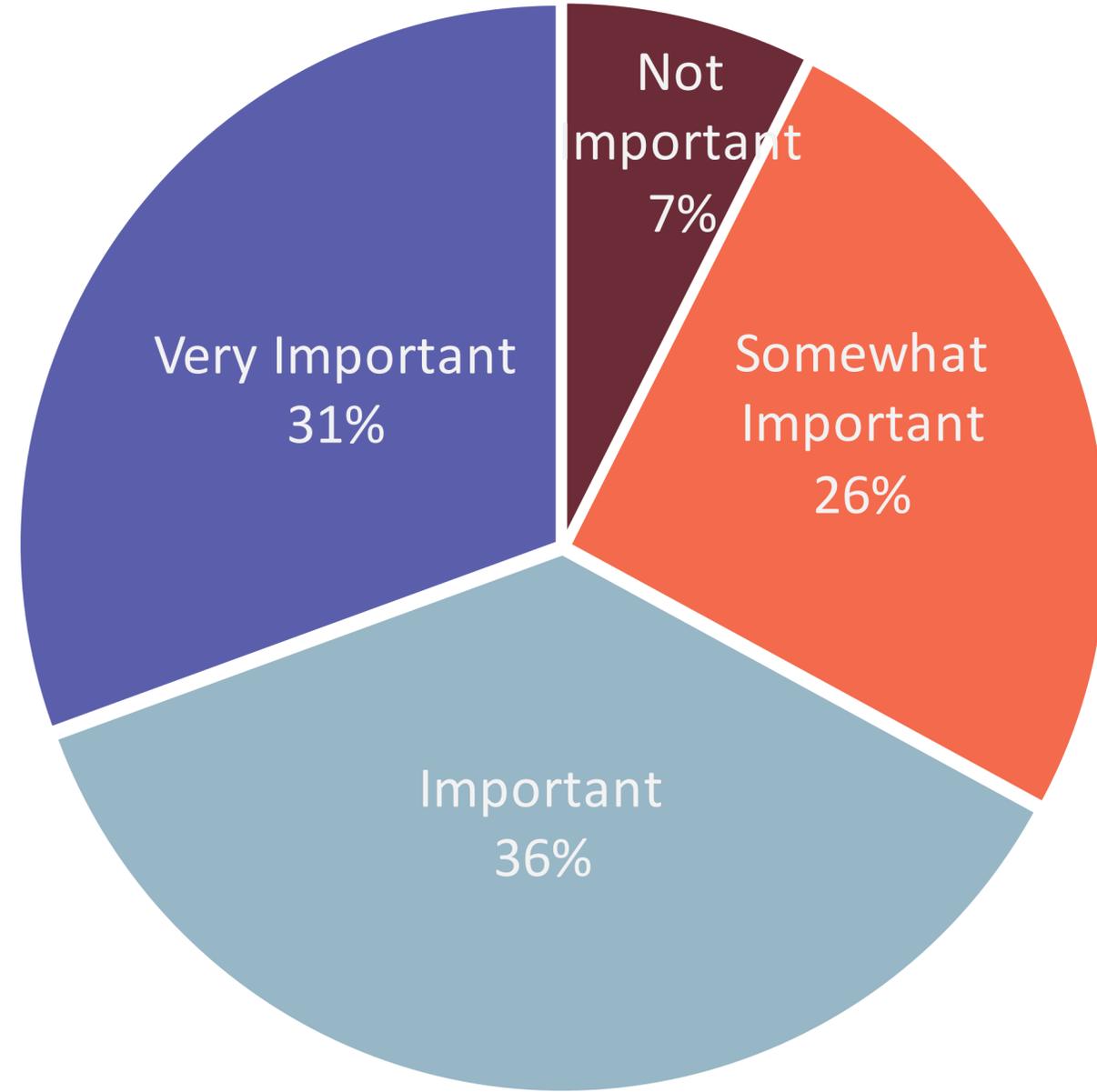
■ Somewhat Important

■ Important

■ Very Important

More public spaces for dining and socializing.

**Question
#5
Public
Spaces**



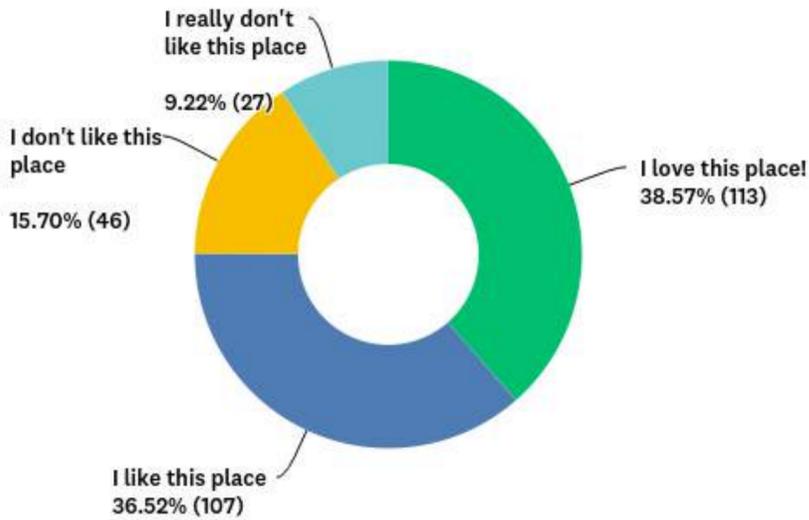
■ Not Important

■ Somewhat Important

■ Important

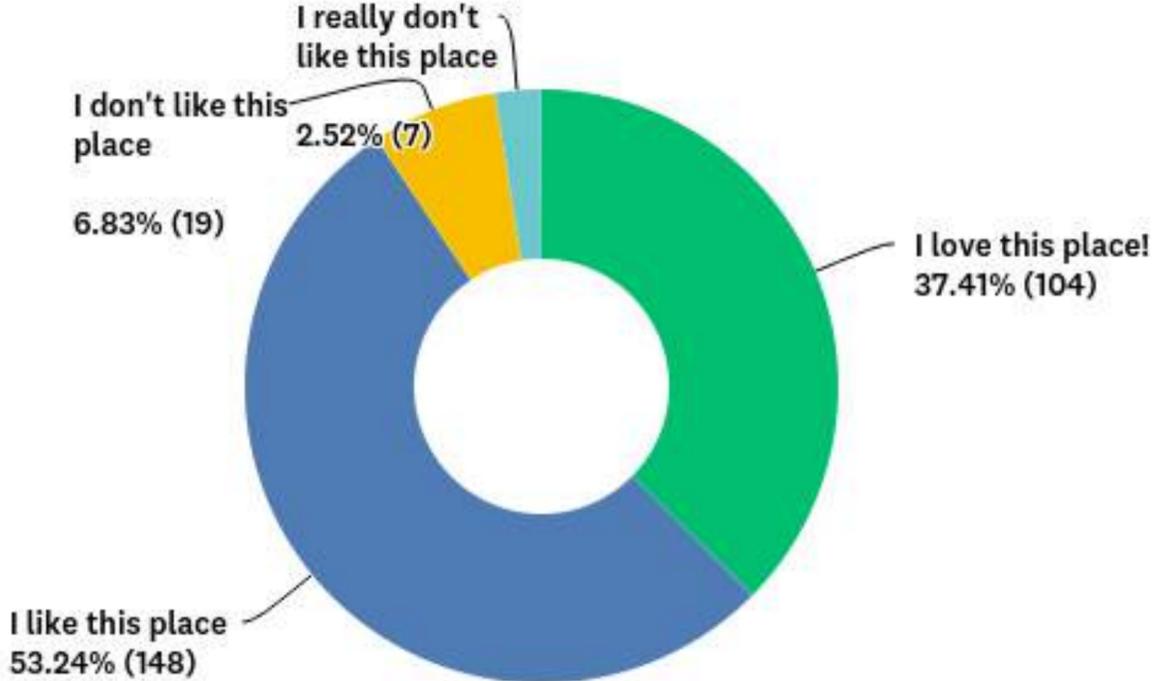
■ Very Important

Photo 2



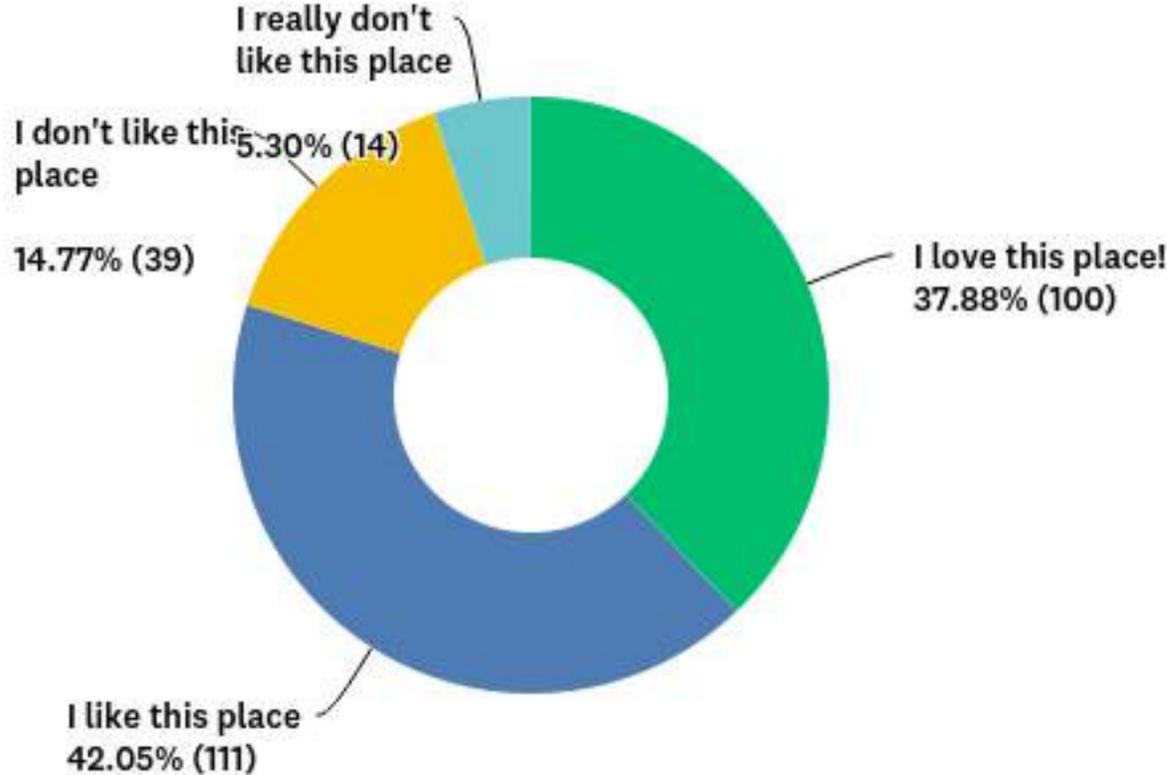
Charm People Friendly Urban Open Air Dining Europe
 Outside Dining Cozy Congested Place Pedestrian Friendly
 Street Accessible Outdoor Night Life
 Cobble Stones Claustrophobic Newton
 Outside Seating Intimate Weather Tall Fresco Dining
 Sidewalk Cafes Alfresco Dining Greenery

Photo 8



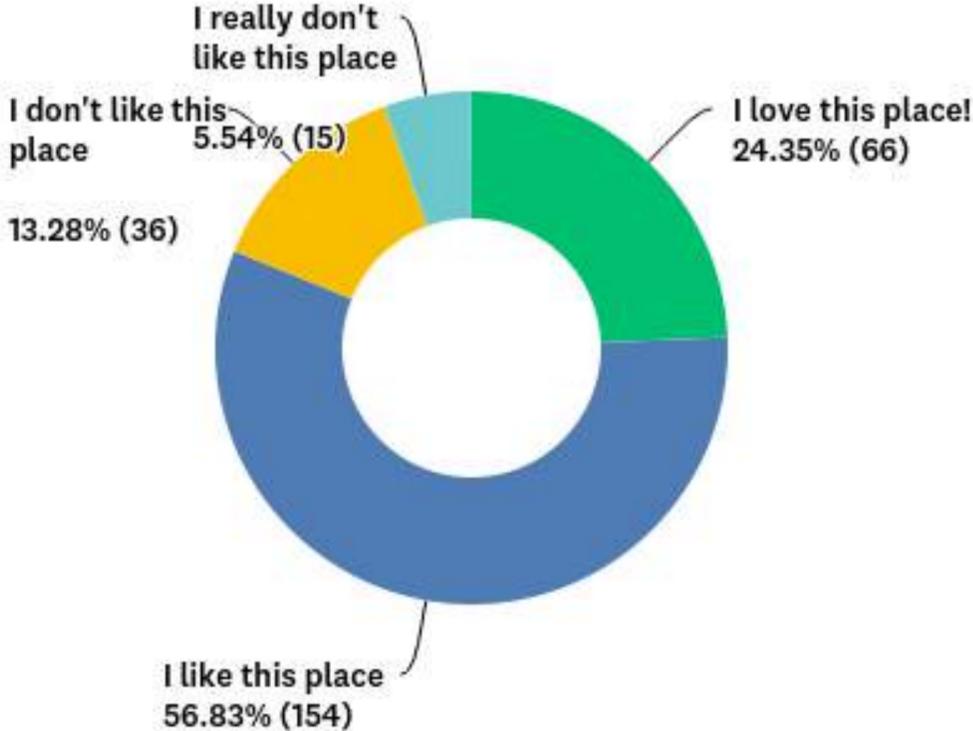
Great Idea
 Public Veggies Permanent Food Mix Fresh
 Unrealistic Outdoor Market Haymarket Love
 Open Space Farmer's Market City Market
 Open Market Cold Local Organic Produce
 Cobble Stones Shopping Nature Looks Similar Foot Traffic

Photo 10



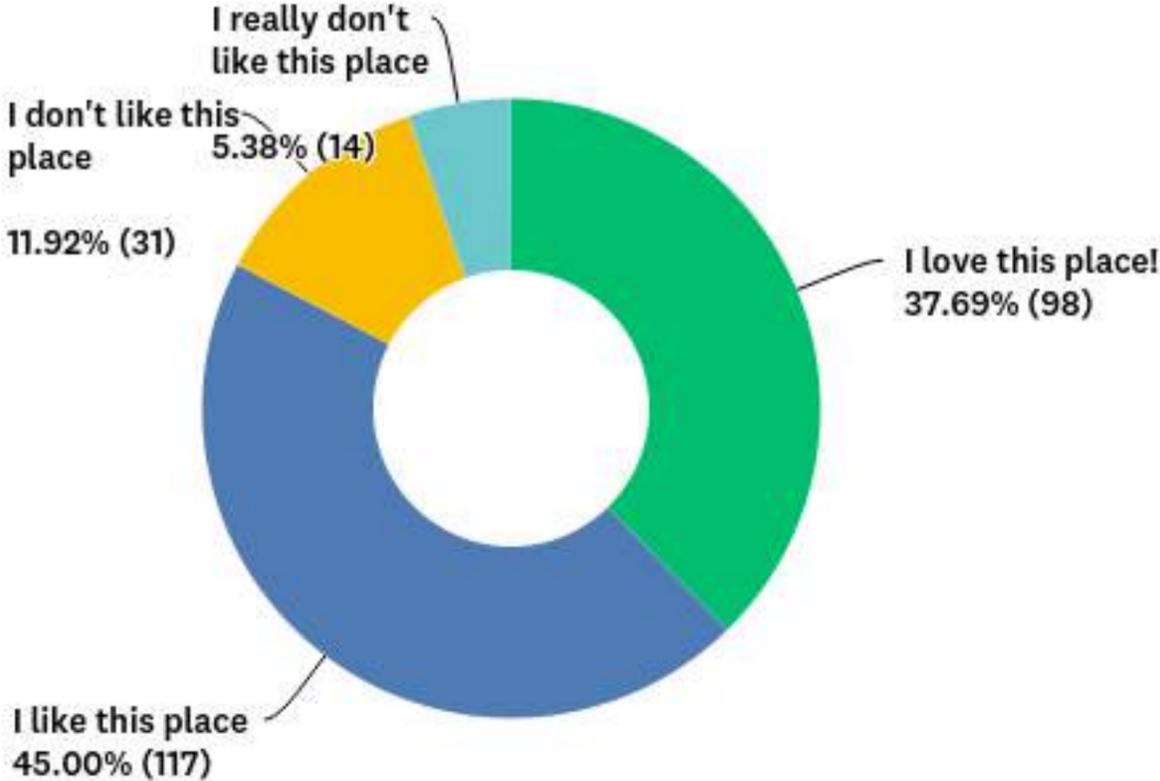
Pedestrian Friendly Reminds Attractive Lots
 Washington Cramped European Food Newton
 Intimate Place Active Love Cozy Outdoor
 Urban Cafes Human Scale Street Congested Looks
 Interesting Nice Small Scale Open Air Mix

Photo 13



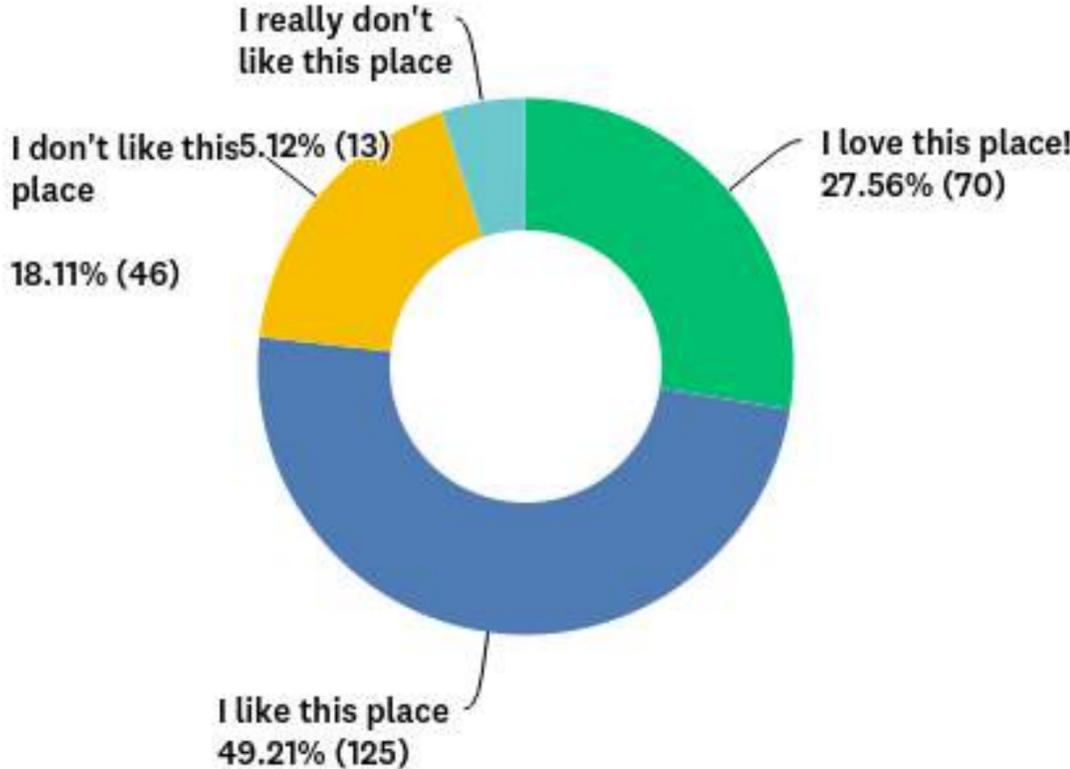
Architecture Okay Outdoor Dining Fit Road Bikers
 Pedestrian Achieve **Trees** Character **Seating**
 Diagonal Parking **Space** Options
Sidewalks Picture **Street** Accessible **Bike**
 Benches **Places** Wedged **Newton** Going **Urban** Sterile
 Activity

Photo 16



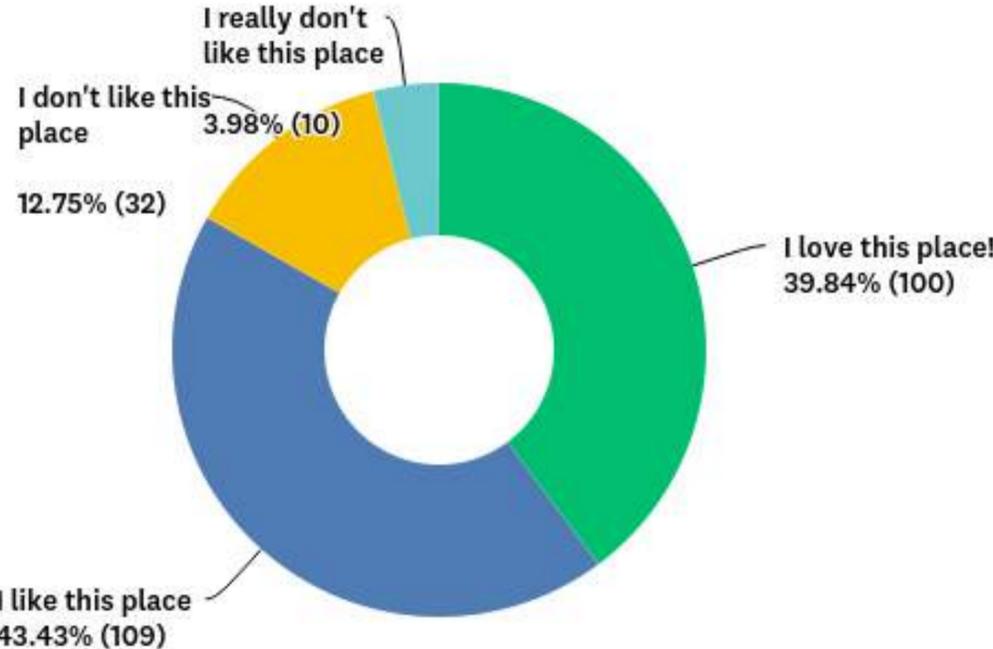
Safety Quality Green Space Lines
 Washington Street Able Newton Practical
 Traffic Transportation Pedestrians Getting Hit
Bike Lanes Charles River **Bike Path**
 Good Shade **Trees** Photo **Safe** Walkable **Walking**
 Daily **Walkers** Paris **Bike Friendly** Room **Bikeway**
 Shady

Photo 17



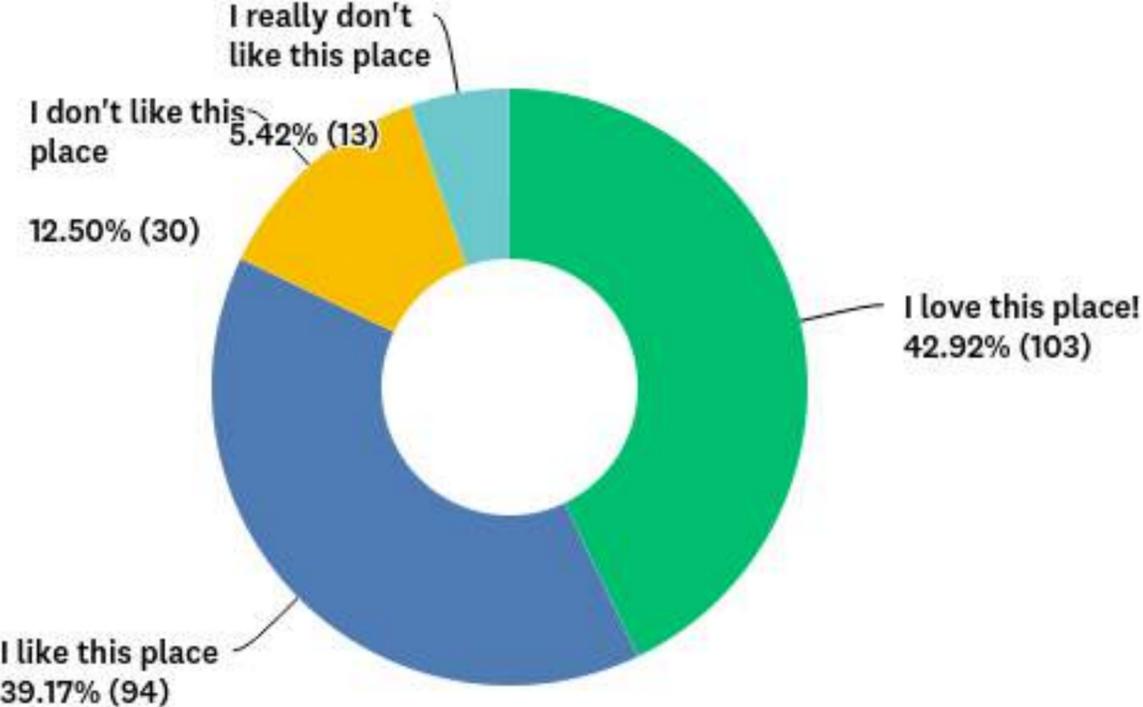
Trees Highway Greenery Environment Seating Areas
 Natural Washington Street New York City
 Outdoor Good Weather Water Developer Nice
 Concrete Space Feels Cramped Looks
 White Noise Place Contained Waterfall Tall Traffic
 Going Chairs Little Sterile Sitting Area

Photo 18



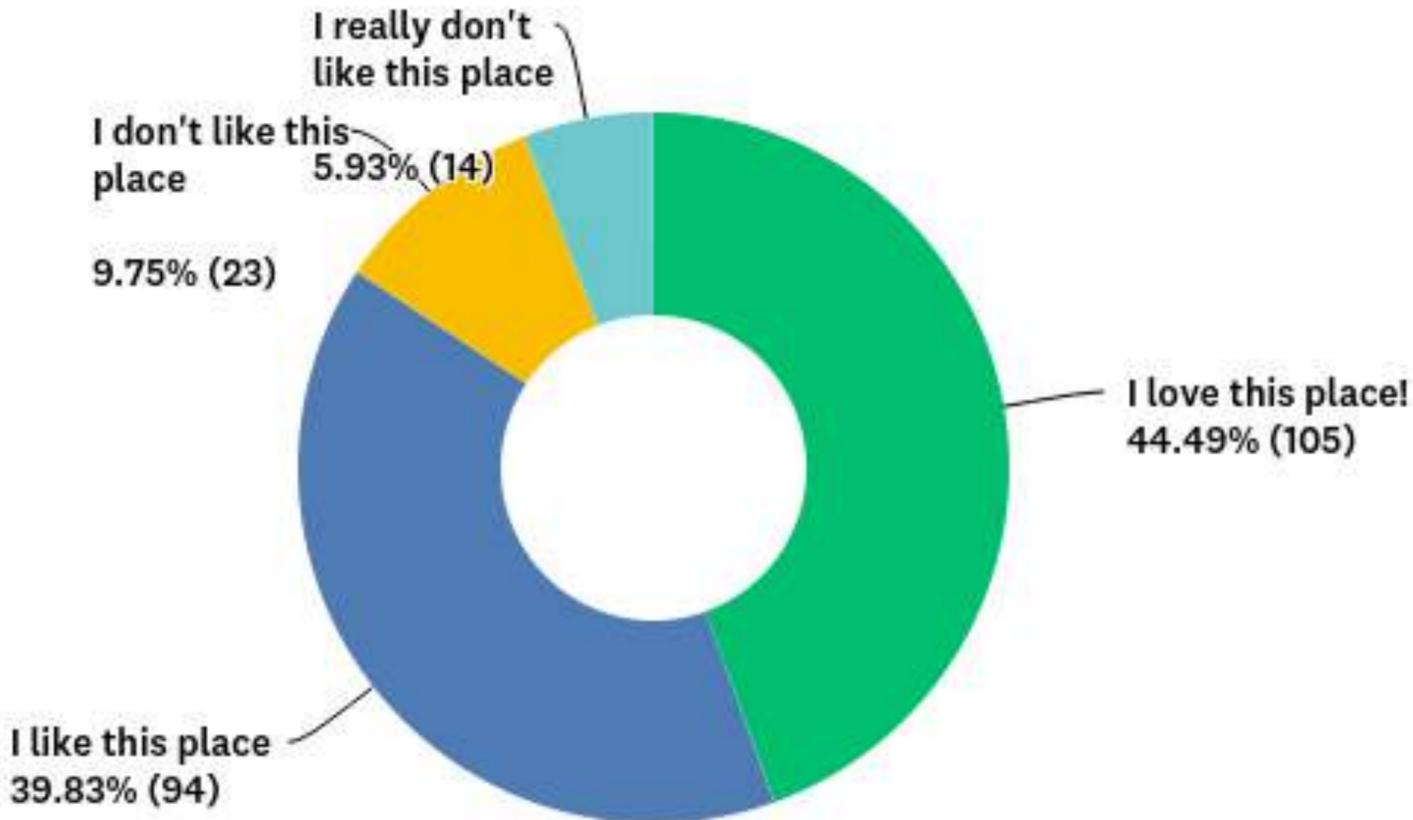
Festive Outside Traffic Dense Place Public Art Newton
 Carnival Lots Faneuil Hall Lights Brick
 Shopping Walkable Pedestrian Greenery
 Street Car-free Space Crowded Looks Creative
 Feels Kiosks Burlington Perfect Outdoor Stores

Photo 21



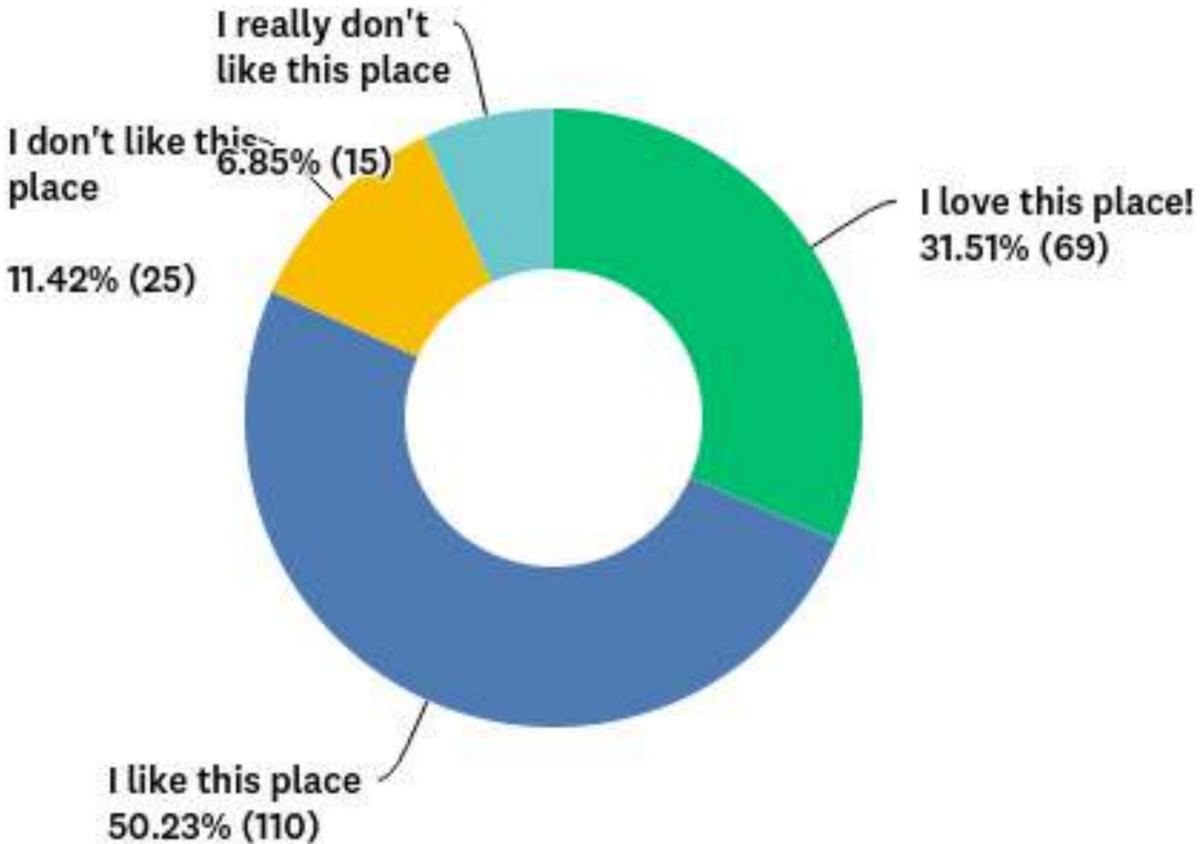
Natural Set Secluded Narrow Oasis Hidden Peaceful
 Reasonable Quiet Relaxing Space Dangerous
 Greenery Buildings Too Tall Nice Plants
 Green Nooks Place Dislike Love Middle Park Serene
 Little Tranquil Concrete Trees

Photo 24



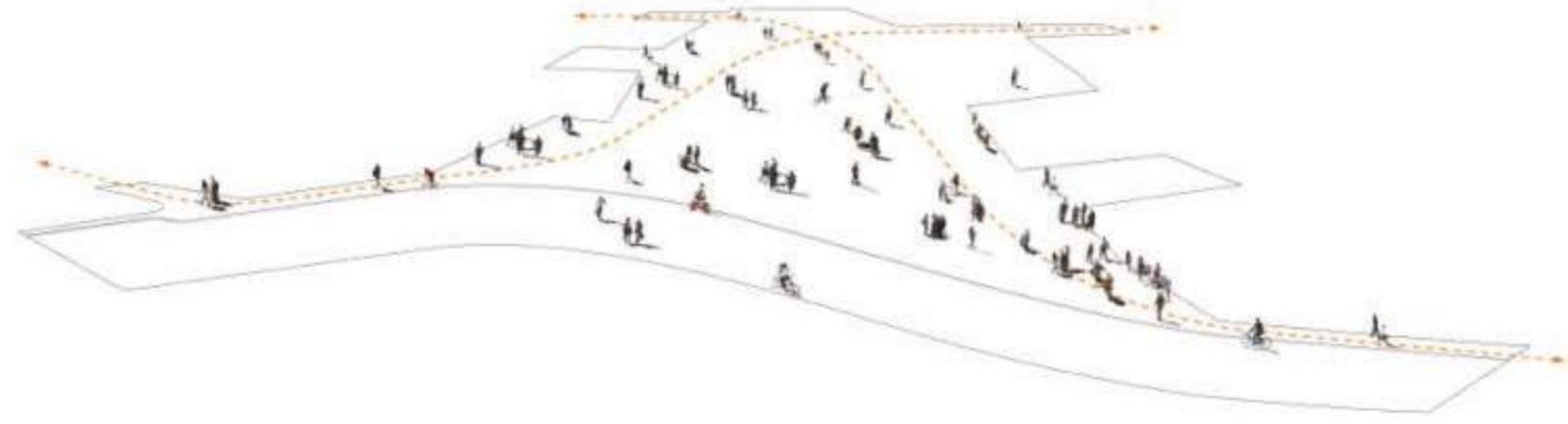
Pedestrian Image Seating Wheelchairs
 Washington Street Greenway Newton Air Nice
 Photo Place Not Feasible Love Shady Trees
 Cabot Woods Walking Country Space Forest
 Natural Relaxing Beautiful Awesome Park Urban
 Gorgeous Rural

Photo 26



Tall Cement Inviting Eat Walkable Little Urban
 Pedestrian Friendly **Places** Traffic **Nice** Commercial
Shade Cafes **Trees** Paving **Space**
 Faneuil Hall **Outdoor** People to Walk **Street** Cold **Love**
 Public **Newton** Citified **Middle**

Life

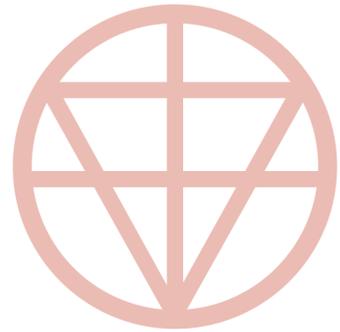


Space



Buildings

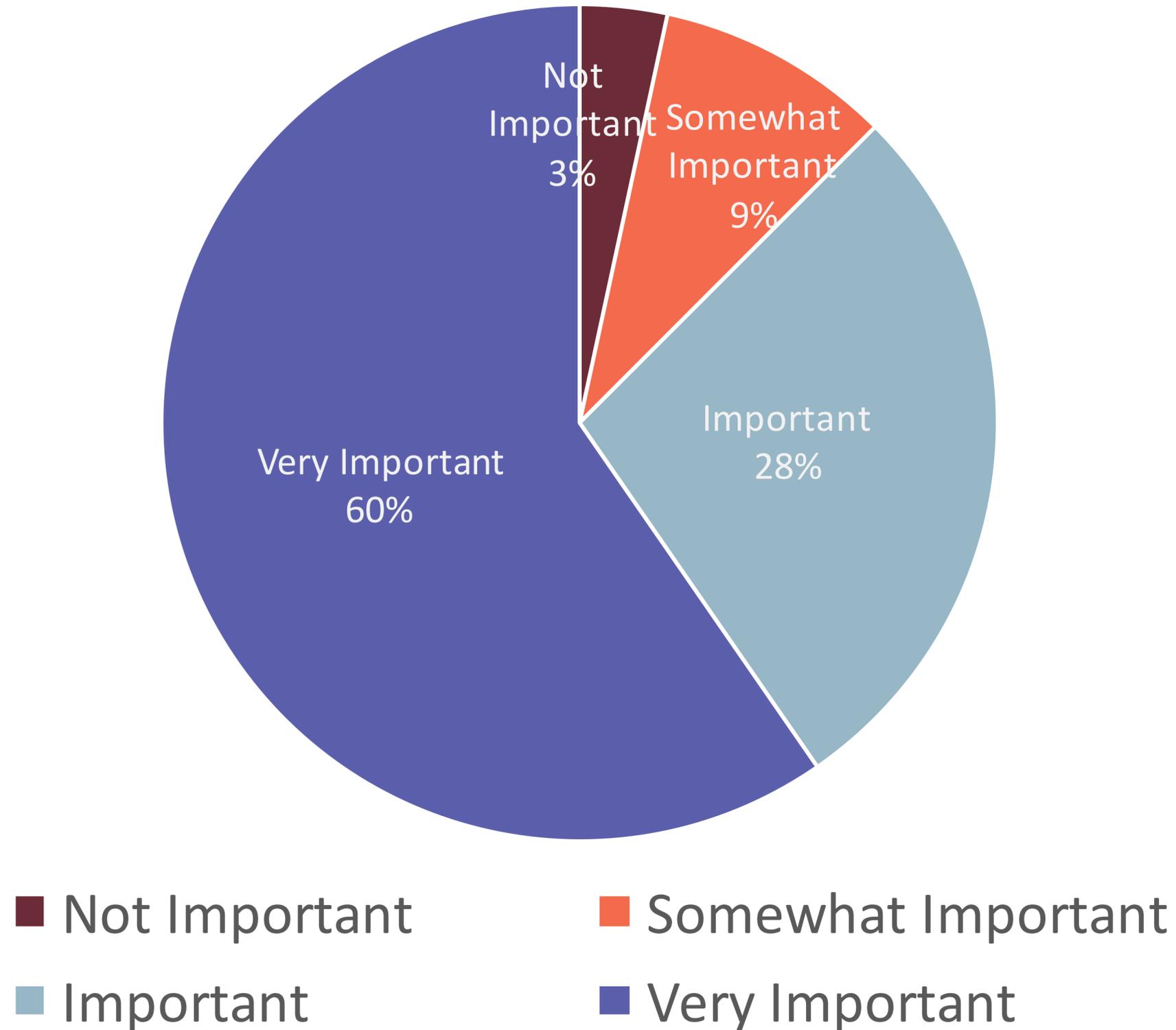




TRAVELING ABOUT

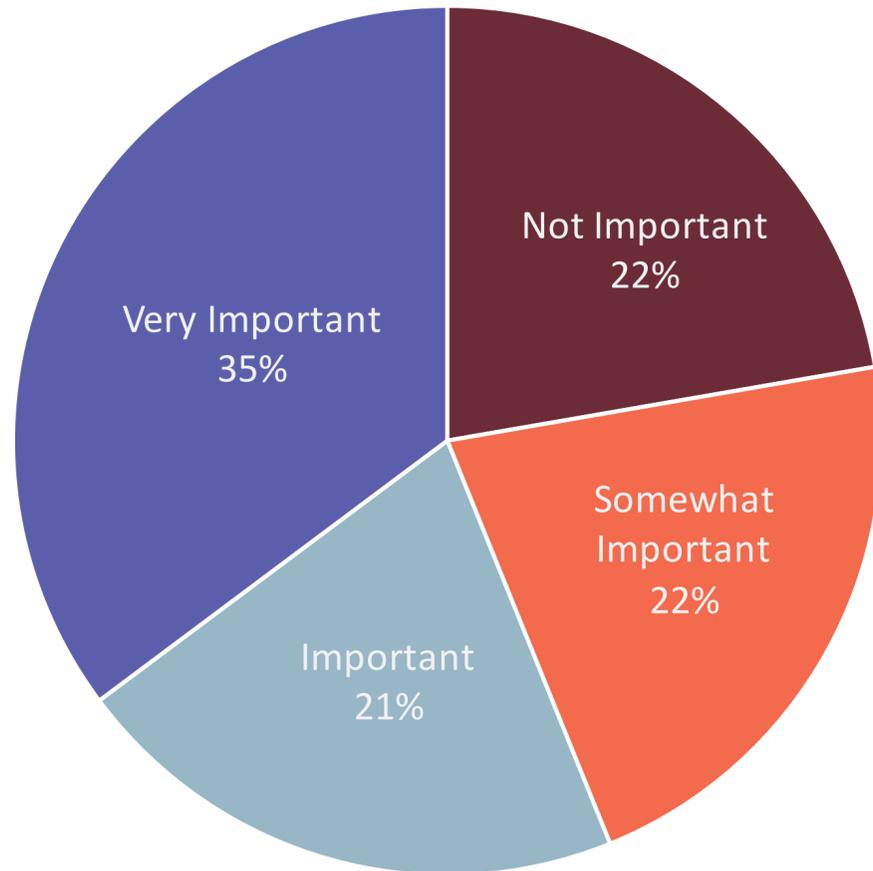
Ability to safely walk to and through Washington Street.

**Question
#1
Traveling
About**



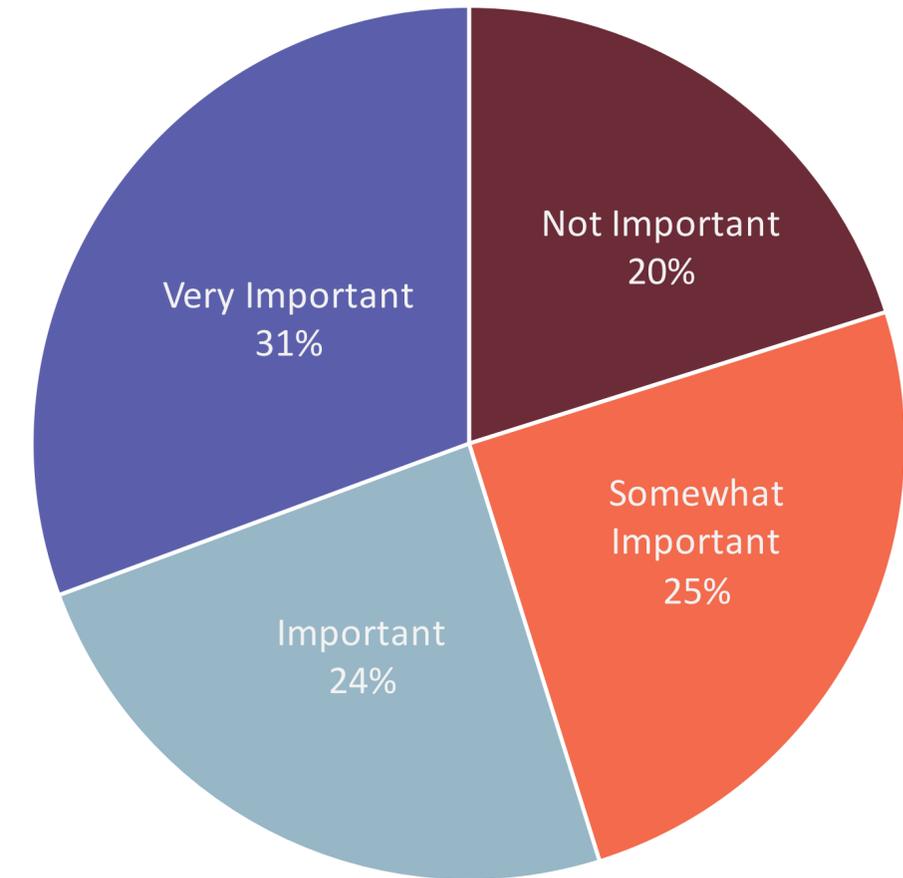
Question #1 Traveling About

Ability to safely bicycle to and through Washington Street.



- Not Important
- Somewhat Important
- Important
- Very Important

Ability to drive quickly through Washington Street en route to Mass Pike or regional destinations.



- Not Important
- Somewhat Important
- Important
- Very Important



PEDESTRIAN SURVIVAL PROBABILITY

IF HIT BY A VEHICLE AT

SPEED
LIMIT
20



9 out of 10 pedestrians survive.

IF HIT BY A VEHICLE AT

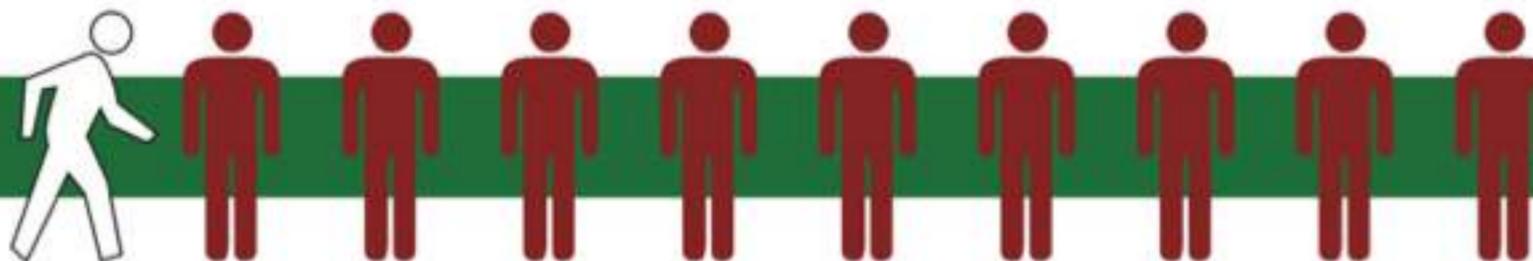
SPEED
LIMIT
30



5 out of 10 pedestrians survive.

IF HIT BY A VEHICLE AT

SPEED
LIMIT
40



Only 1 out of 10 pedestrians survive.

Best Practice: Safety



“ On city streets, most drivers ignore posted speed limits, and instead drive the speed at which they feel safe. That speed is set by the cues provided by the environment. Are there other cars near me? Is an intersection approaching? Can I see around that corner? Are there trees and buildings near the road? Are there people walking or biking nearby? And: How wide is my lane?



SHARED STREET
10 MPH

STREET CLOSED
11AM-2AM

TOW ZONE
NO PARKING
ANYTIME
ACTIVE
LOADING
PERMITTED
2AM - 11AM

GRENDDEL'S DEN
RESTAURANT & BAR

HARVARD HOTEL SQUARE

SHARED STREET
10 MPH

STOP

STOP







straight



straight.com

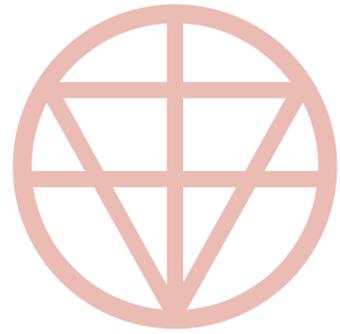
WE



Case Study 7: Ninth Avenue (W. 23rd Street to W. 31st Street), Manhattan



Area Improvement Site	Baseline Quarterly Sales	Δ Sales Post-Improvement		
		1st Year	2nd Year	3rd Year
9th (23-31)	\$ 3,284,342	17%	47%	49%

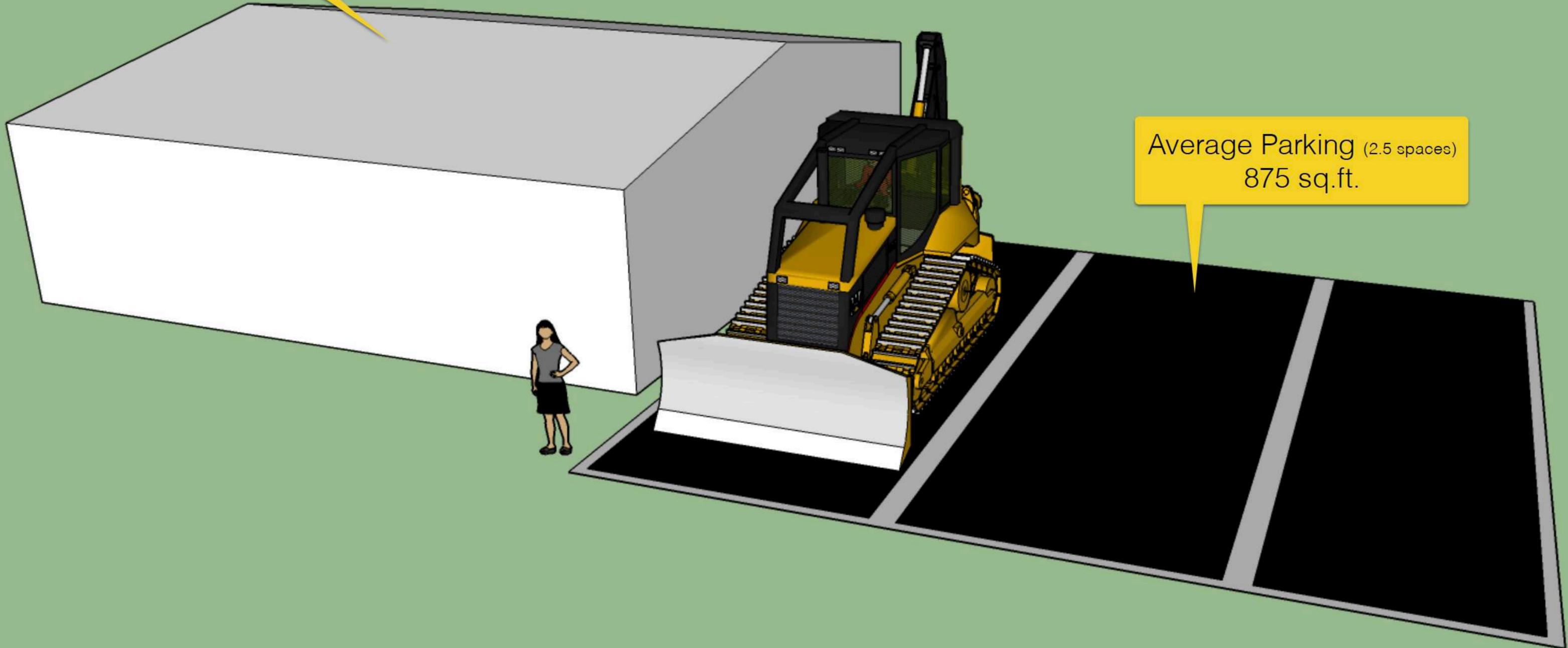


FISCAL IMPACT

What is Parking?

Measuring space

Average Building
1,172 sq.ft.

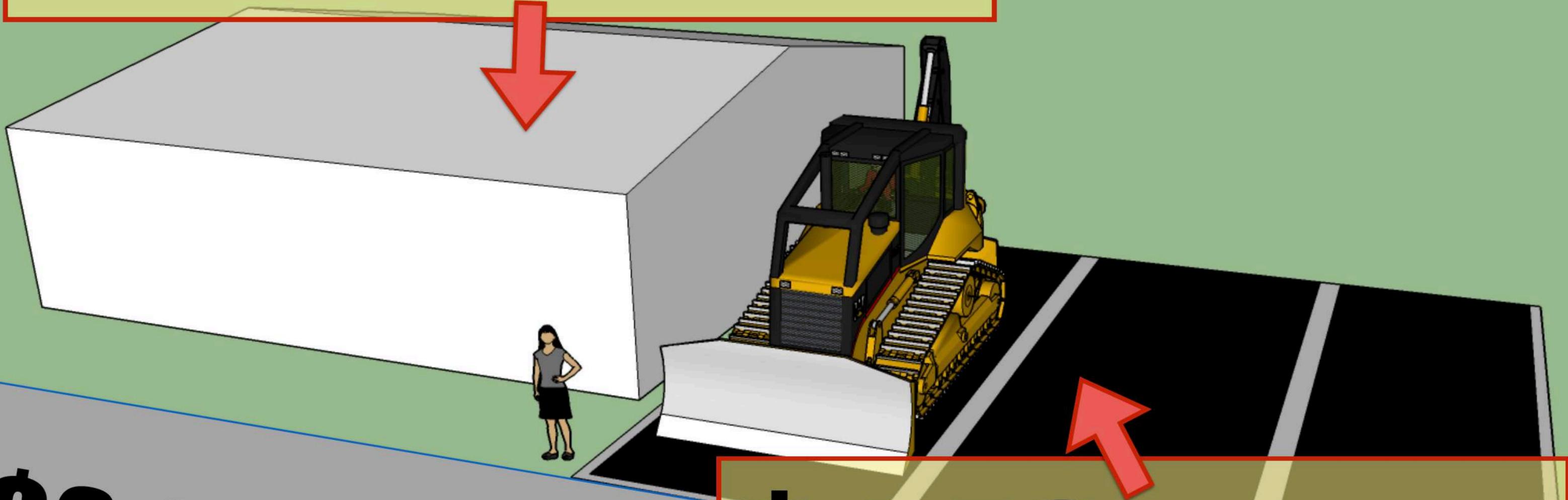


Average Parking (2.5 spaces)
875 sq.ft.

What is Parking?

Measuring space

\$34.60/square foot

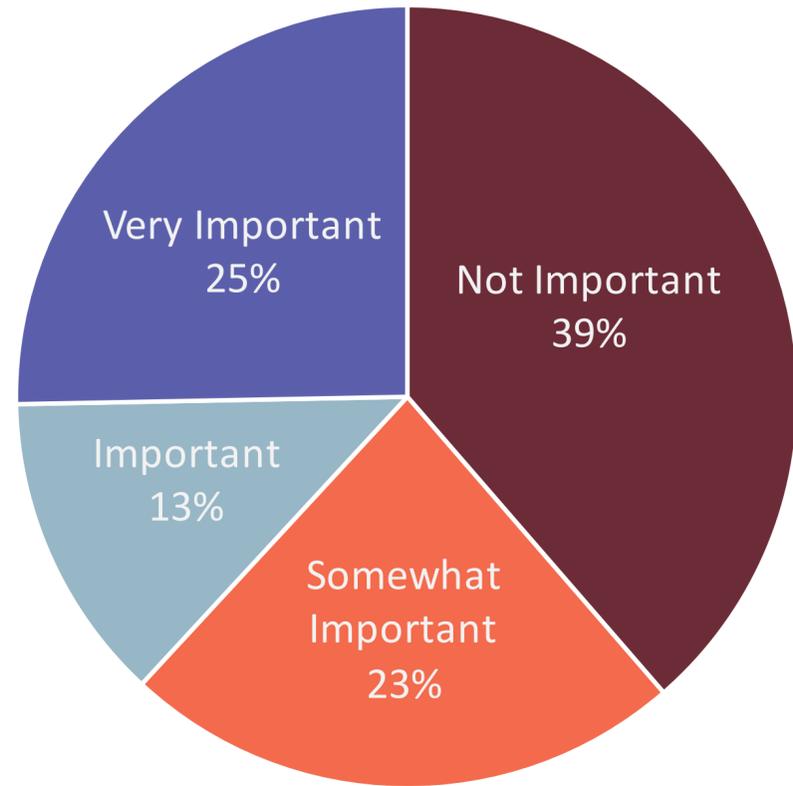


-\$8.97 / square foot

\$1.40/square foot

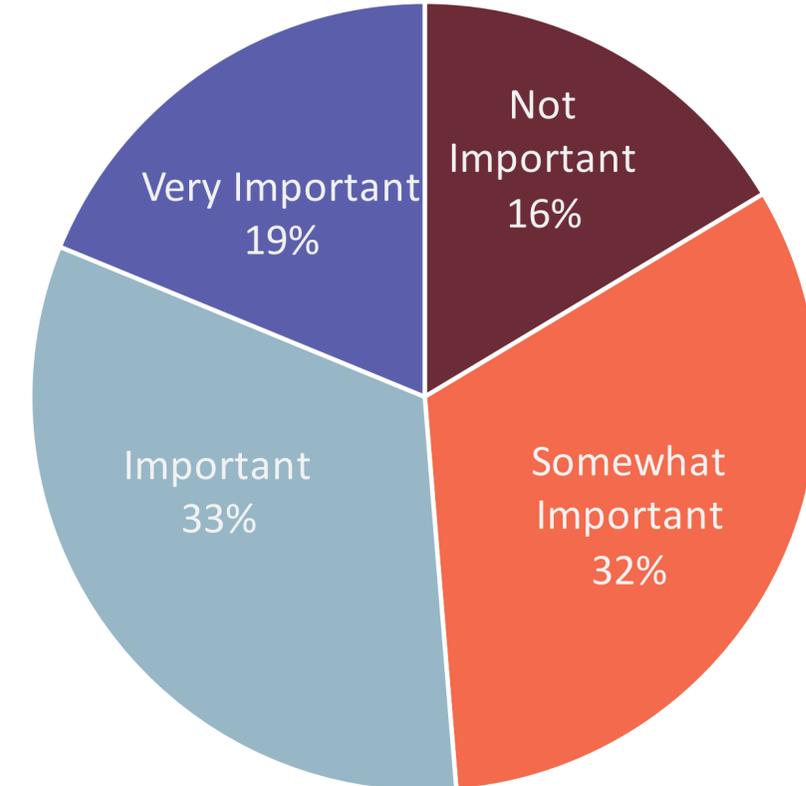
Question #6 Development

Minimize the amount of development that occurs on Washington Street.



- Not Important
- Somewhat Important
- Important
- Very Important

Additional development on Washington Street that generates tax base for the city.

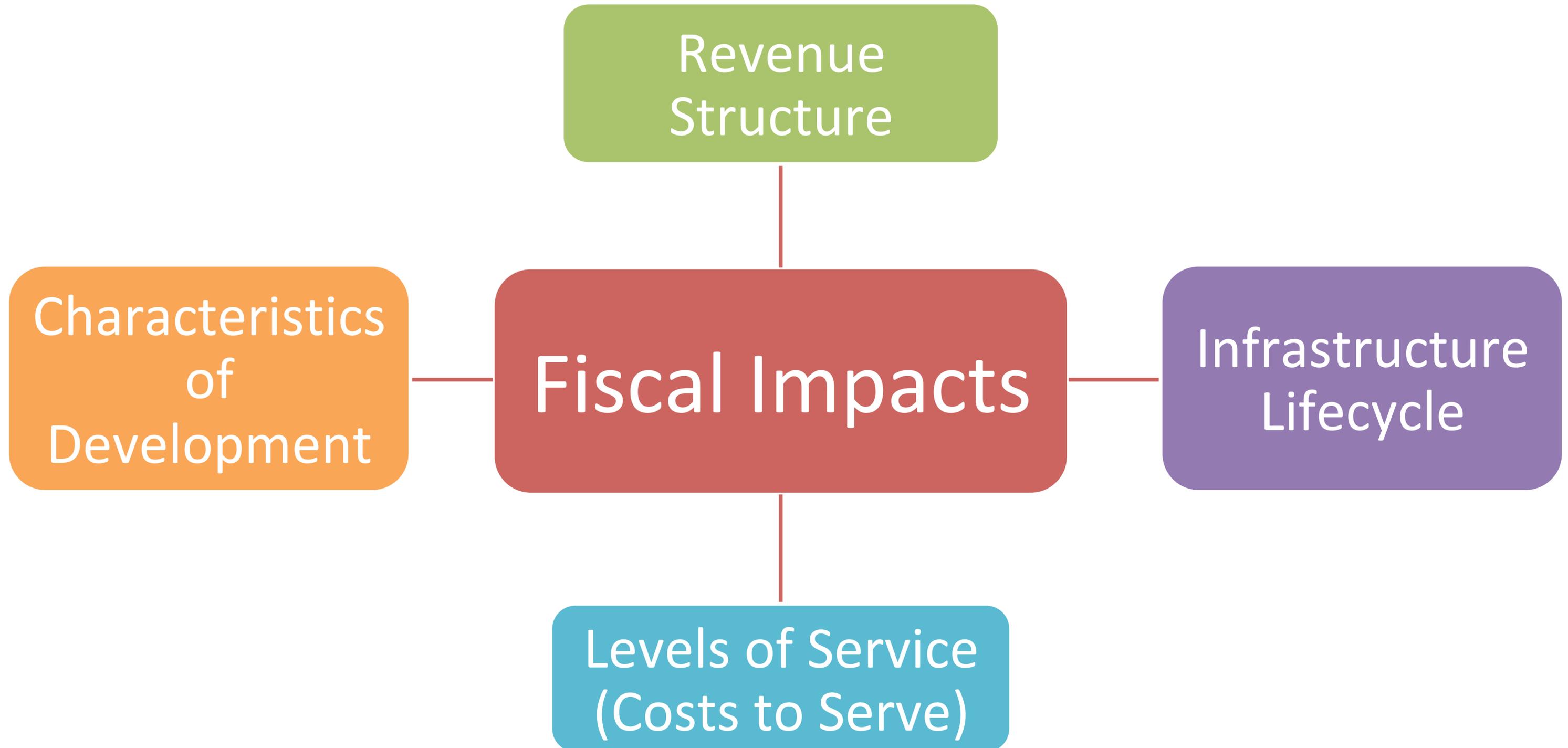


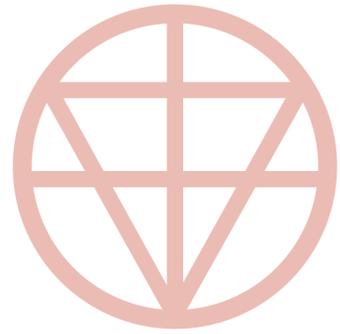
- Not Important
- Somewhat Important
- Important
- Very Important

Fiscal Impact Analysis: Understanding the Costs and Revenues from Development

- Cash flow to the public sector
- Local government revenues *minus* local government expenditures = net **surplus** or net **deficit**
- Are the revenues generated by development enough to cover costs to serve the development
- What are the direct service and infrastructure impacts from development

Drivers of the Fiscal Equation

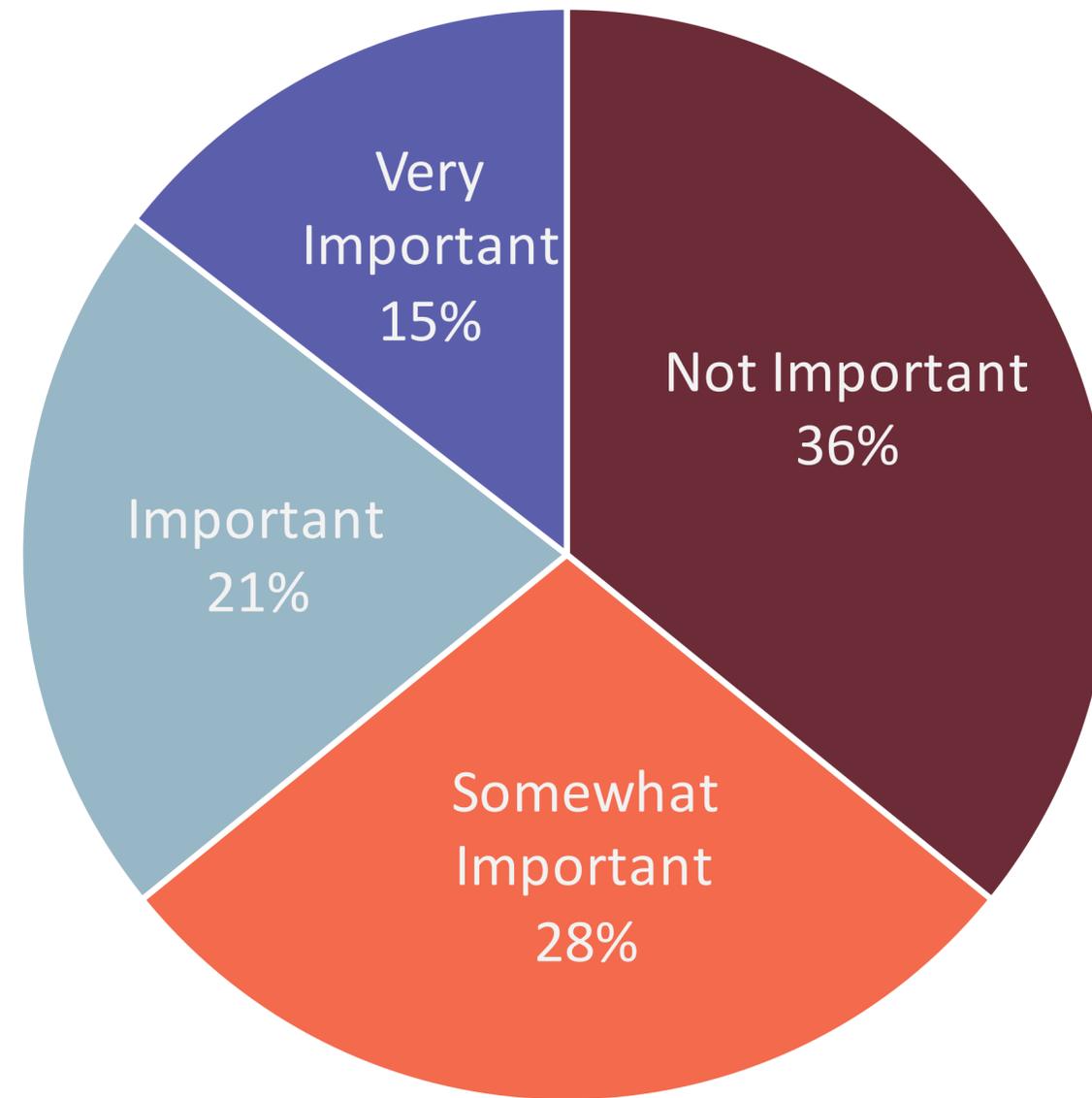




HOUSING

New development on Washington Street should be more commercial than residential.

**Question #4
Housing**



■ Not Important

■ Somewhat Important

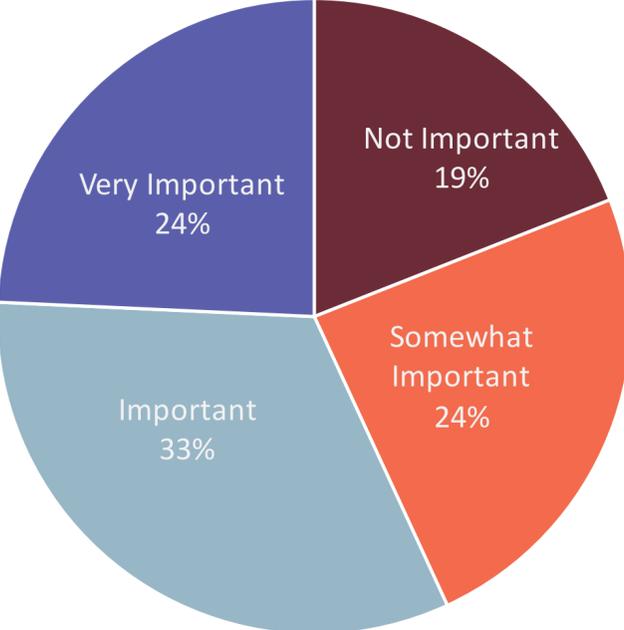
■ Important

■ Very Important

Question #4 Housing

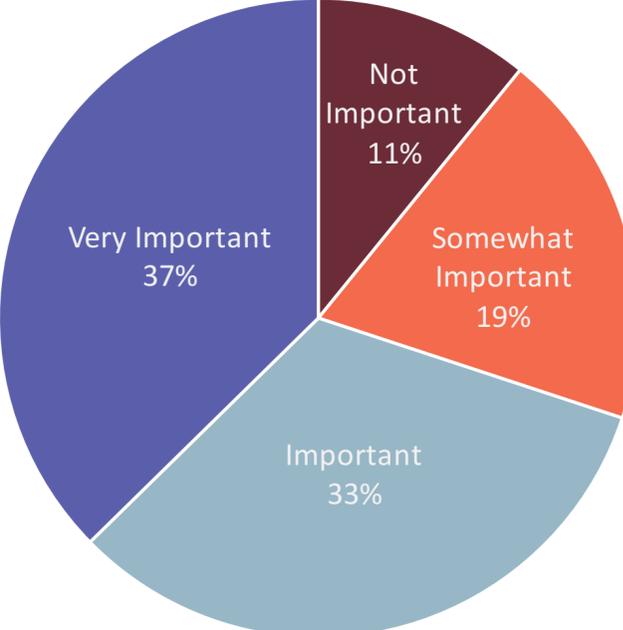


More new housing for families with children.



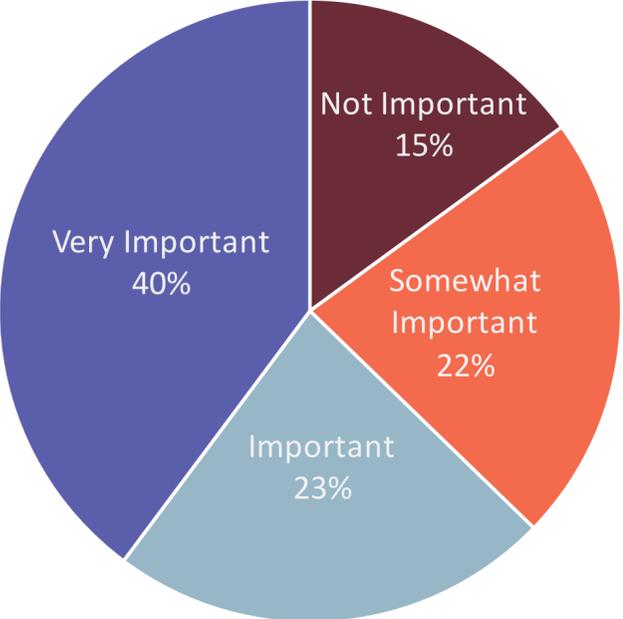
■ Not Important ■ Somewhat Important
■ Important ■ Very Important

More new housing for senior citizens.



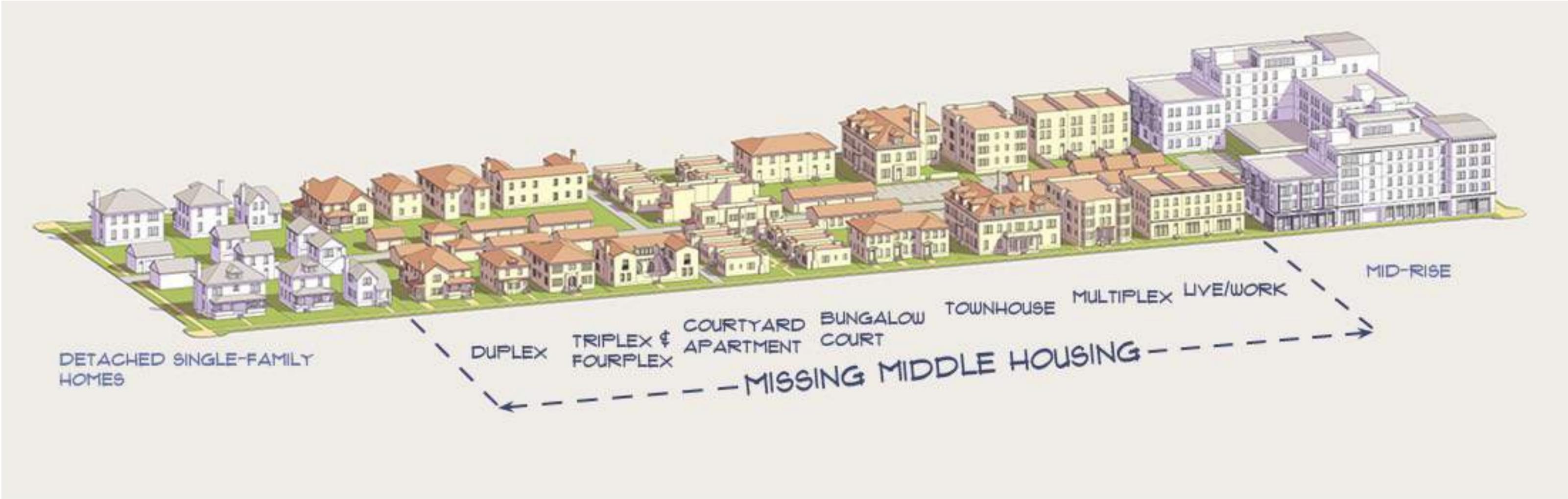
■ Not Important ■ Somewhat Important
■ Important ■ Very Important

More new housing for people with low- and moderate- incomes.



■ Not Important ■ Somewhat Important
■ Important ■ Very Important

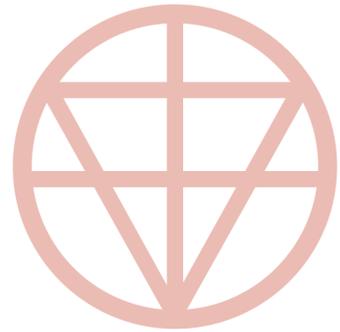
Best Practice: Missing Middle





Best Practice: Affordable Living

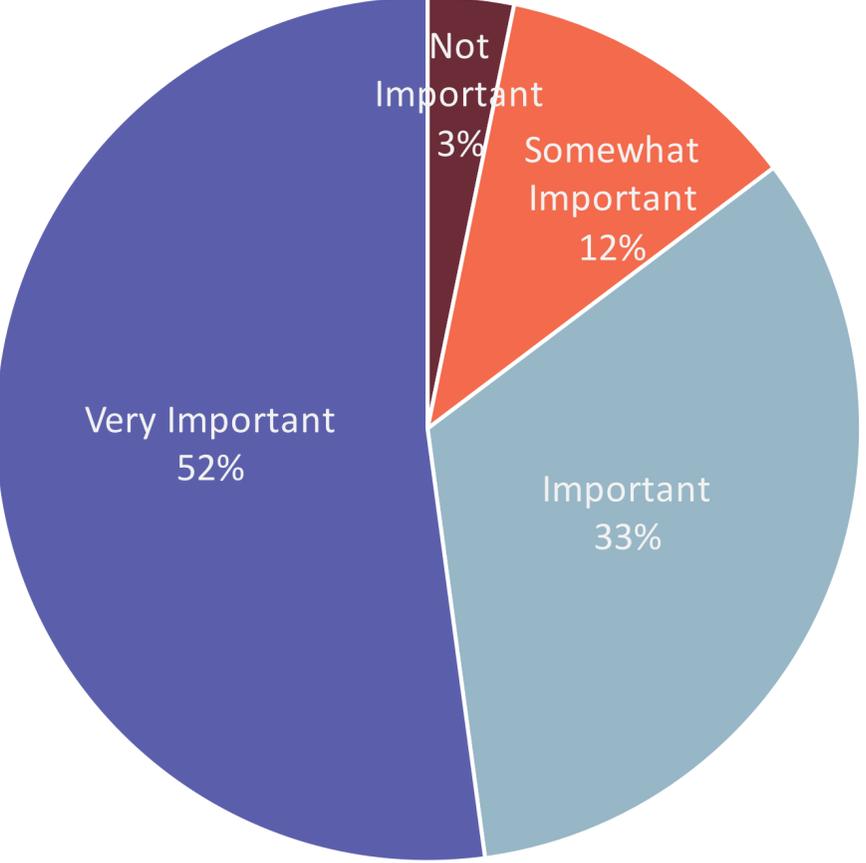




SHOPPING & SERVICES

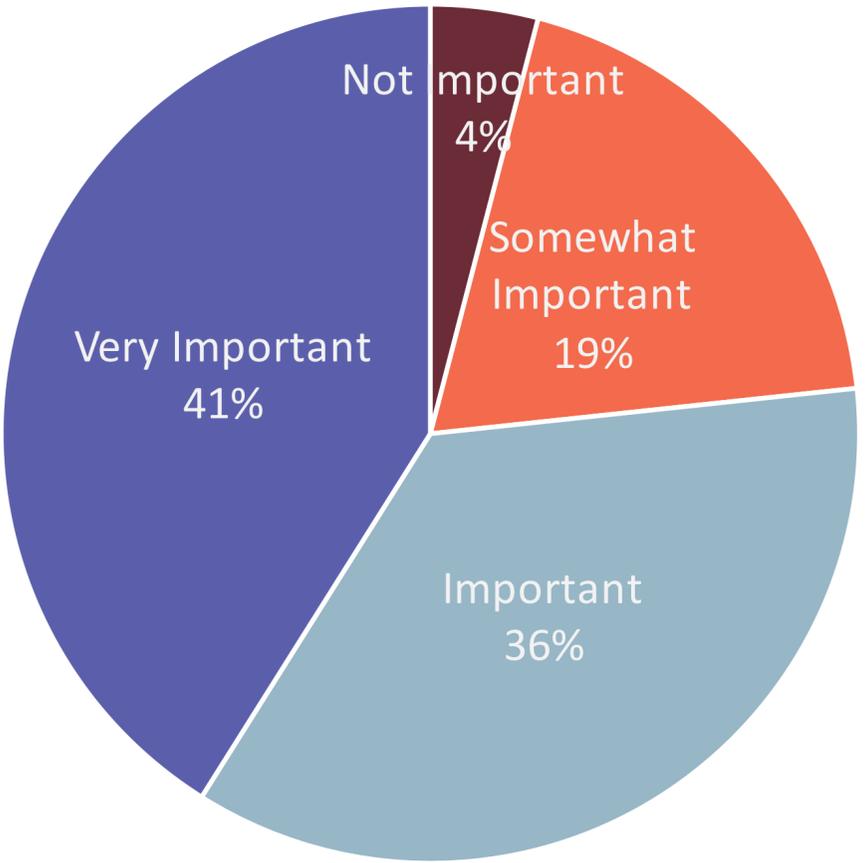
Question #2 Shopping and Services

Independent and locally-owned stores that are unique to Washington Street.



- Not Important
- Somewhat Important
- Important
- Very Important

A mix of restaurants that provide eating and entertainment options.

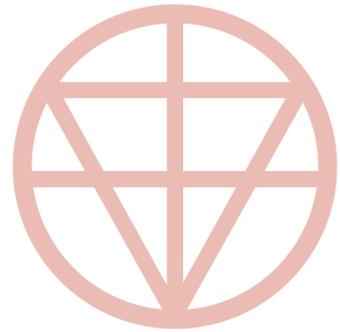


- Not Important
- Somewhat Important
- Important
- Very Important

Best Practice: Local Businesses

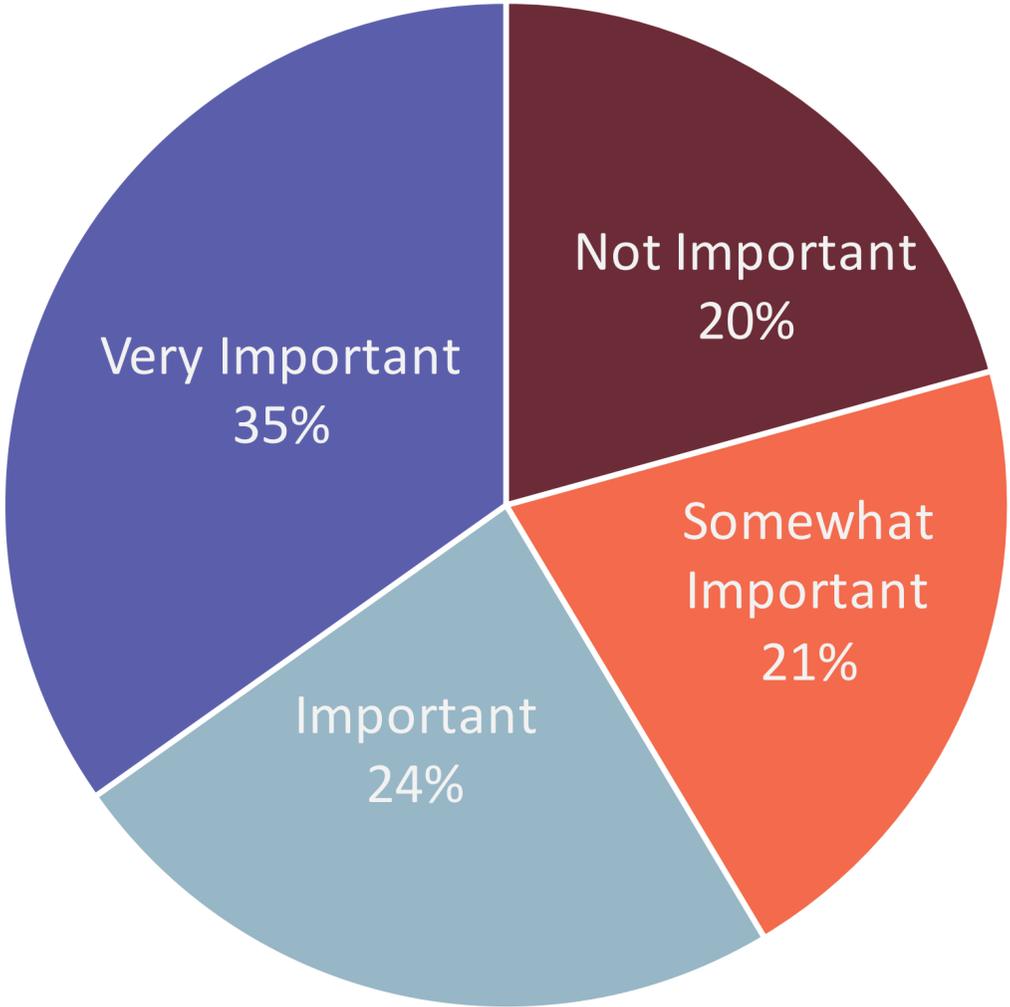






WHAT CAN ZONING DO TO HELP?

Commercial and residential development that preserves the character of Washington Street.



■ Not Important

■ Somewhat Important

■ Important

■ Very Important

CD3 Neighborhood Residential







CD4 General Neighborhood





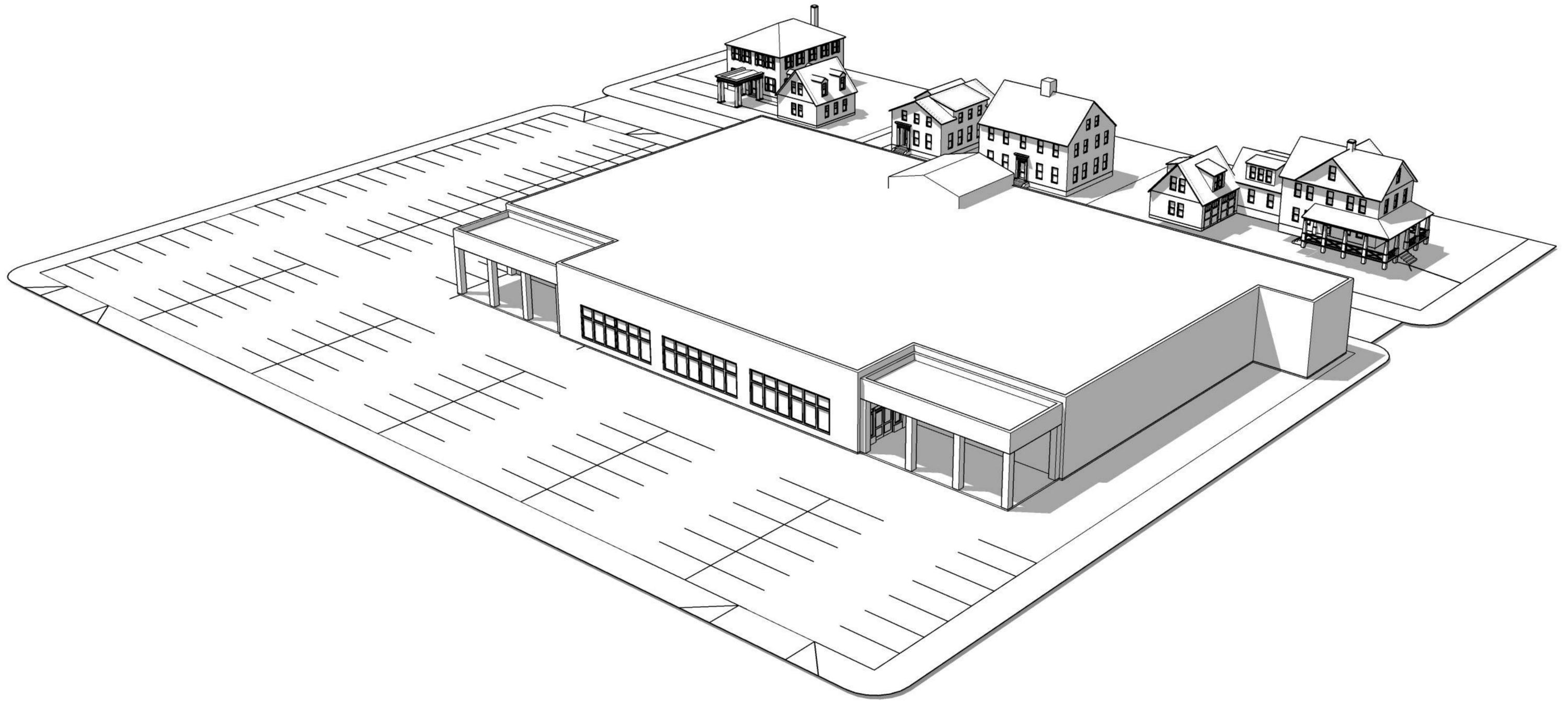
CD5 Village Center



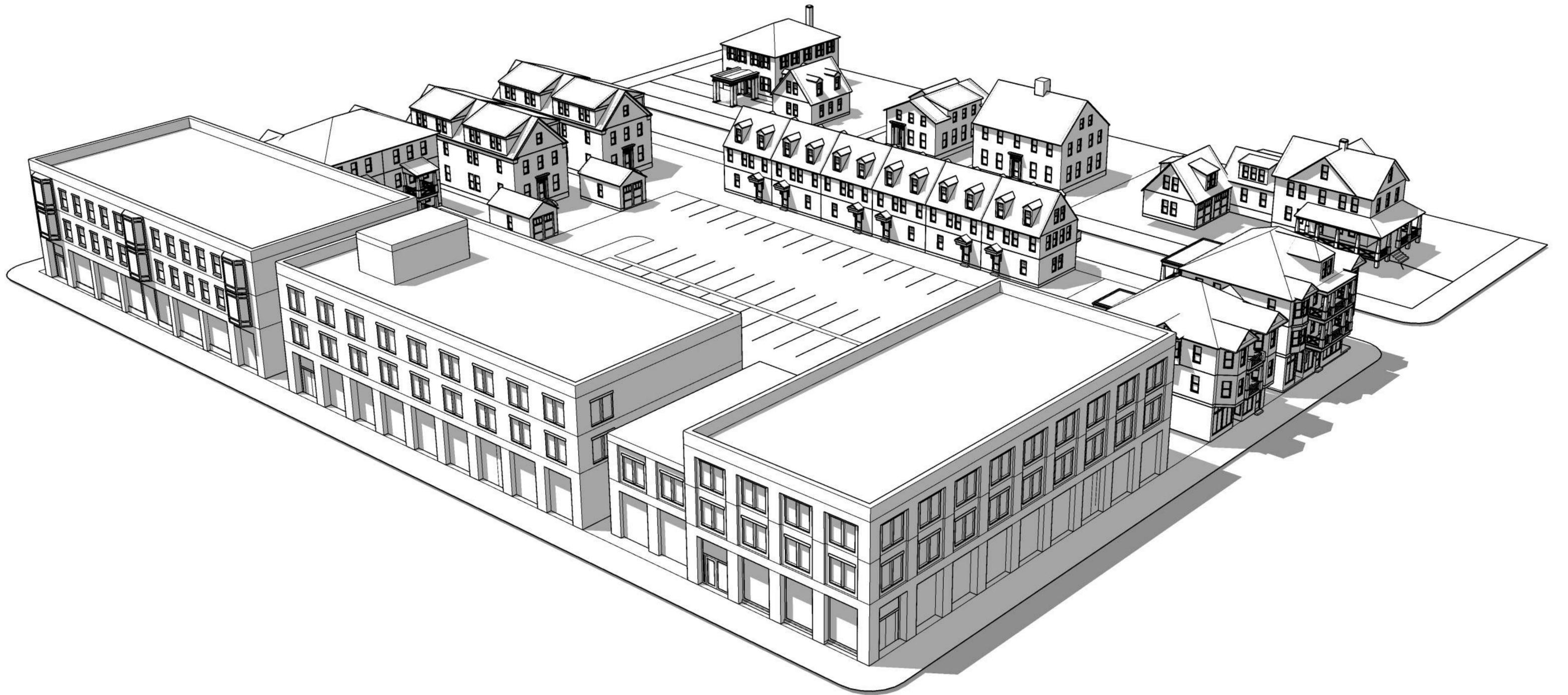




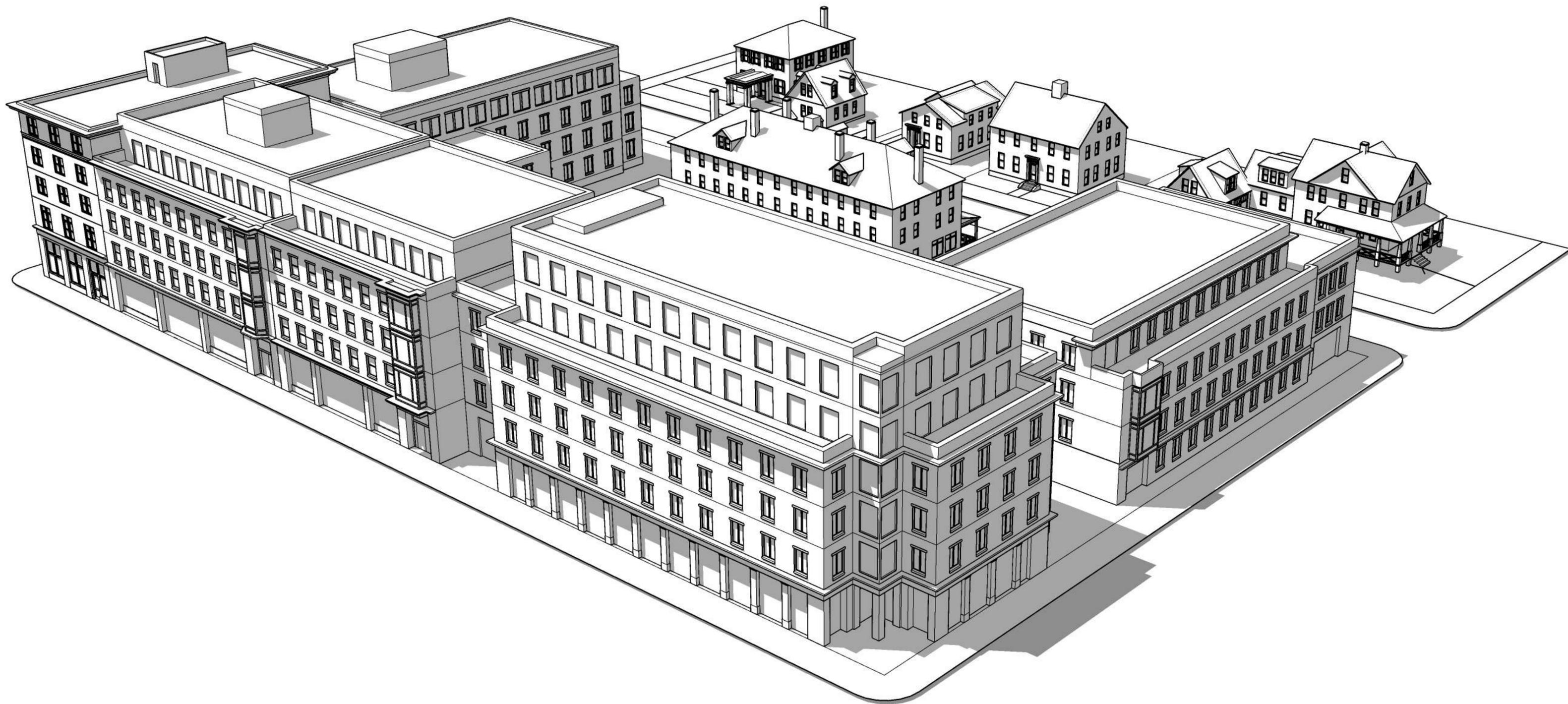




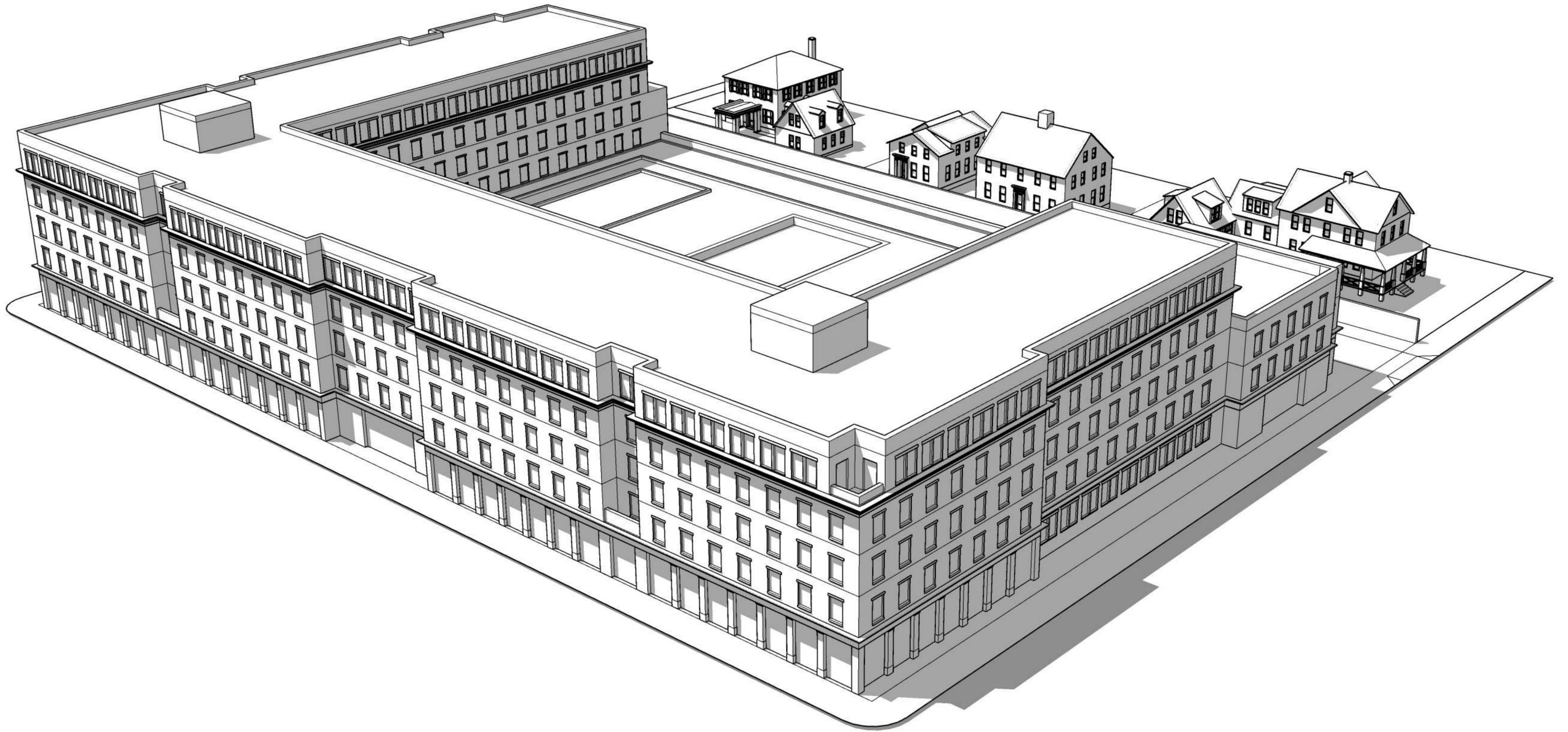




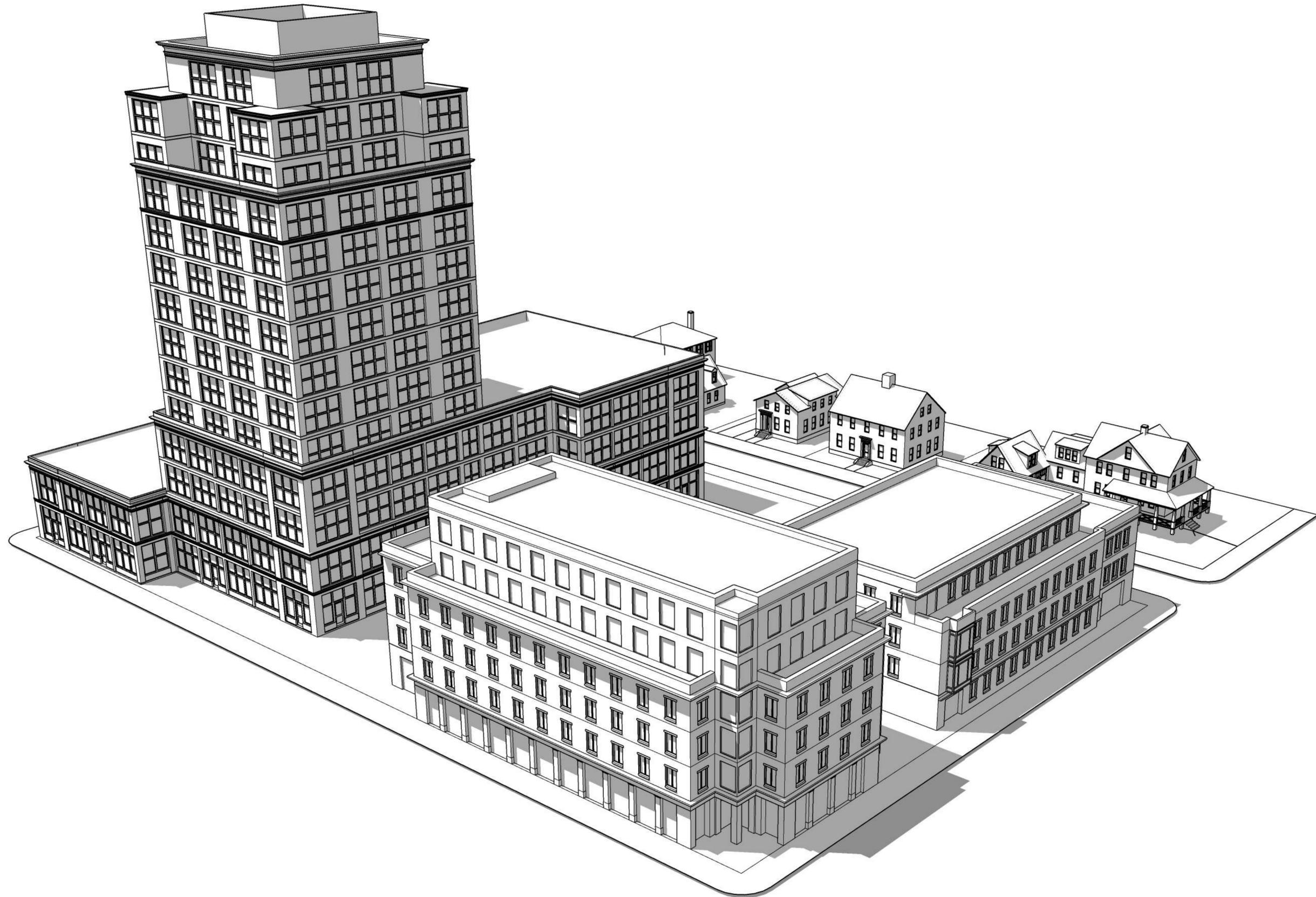


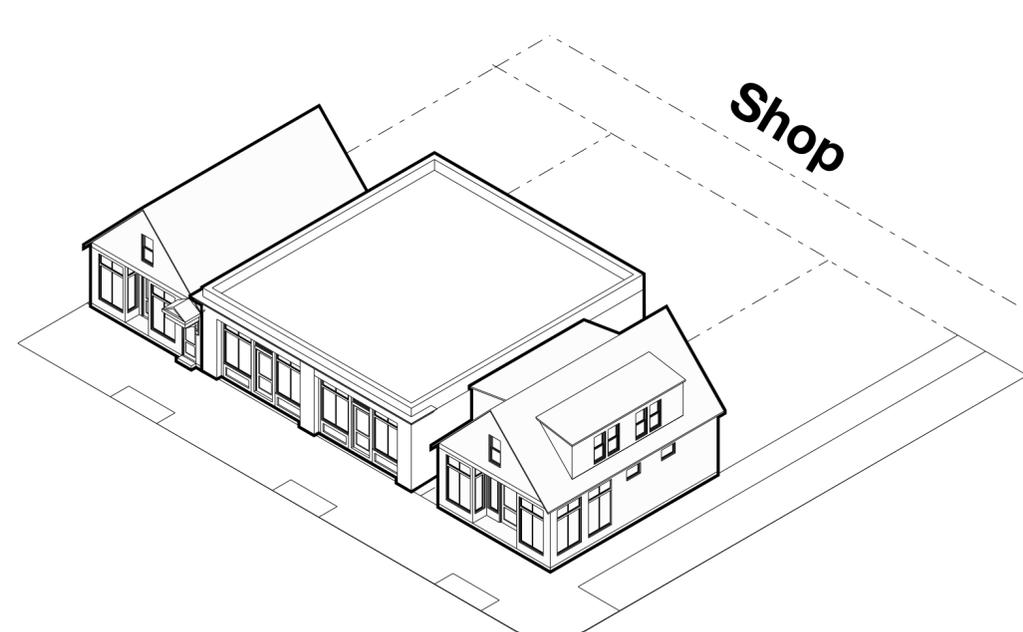
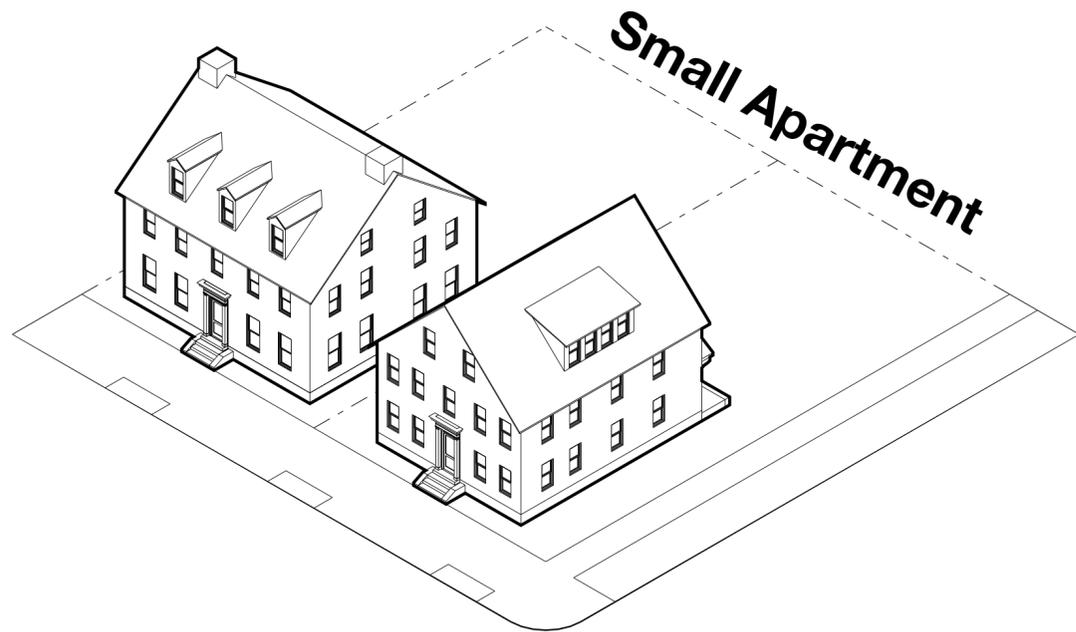
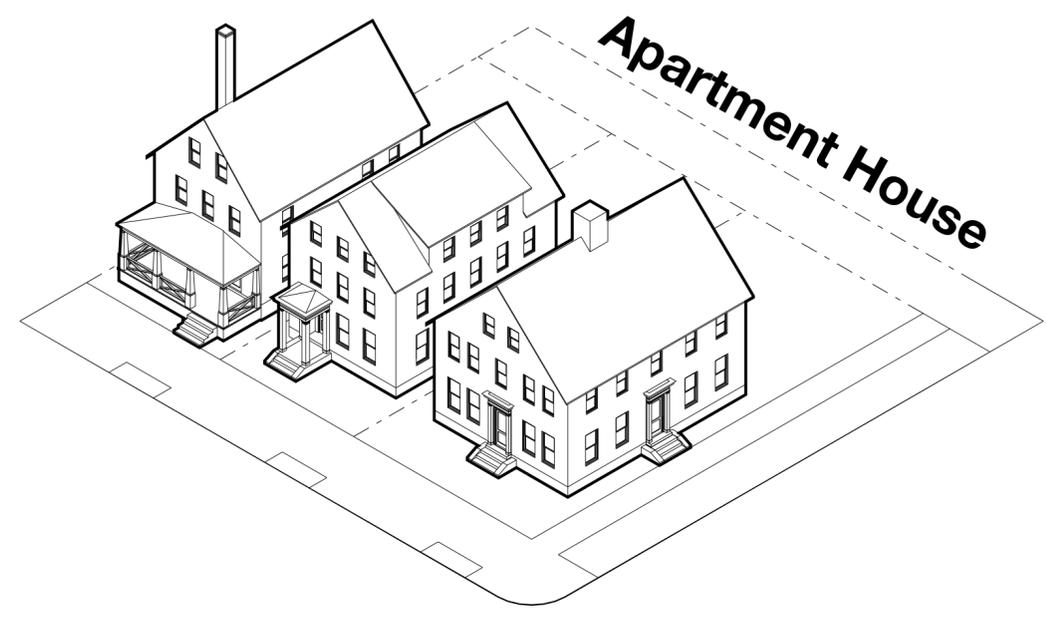
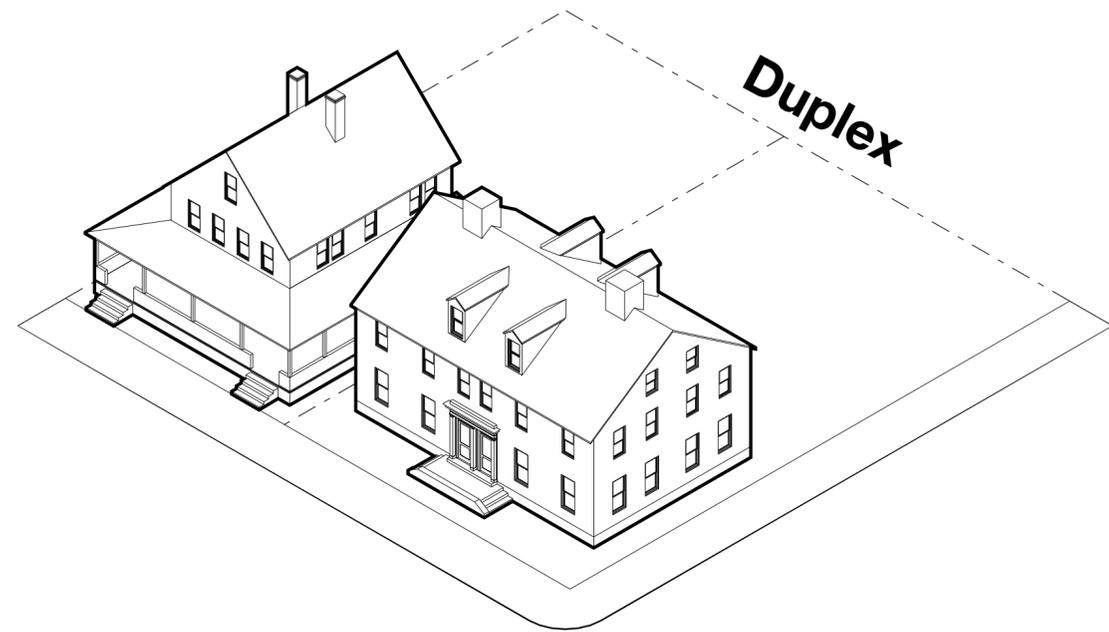
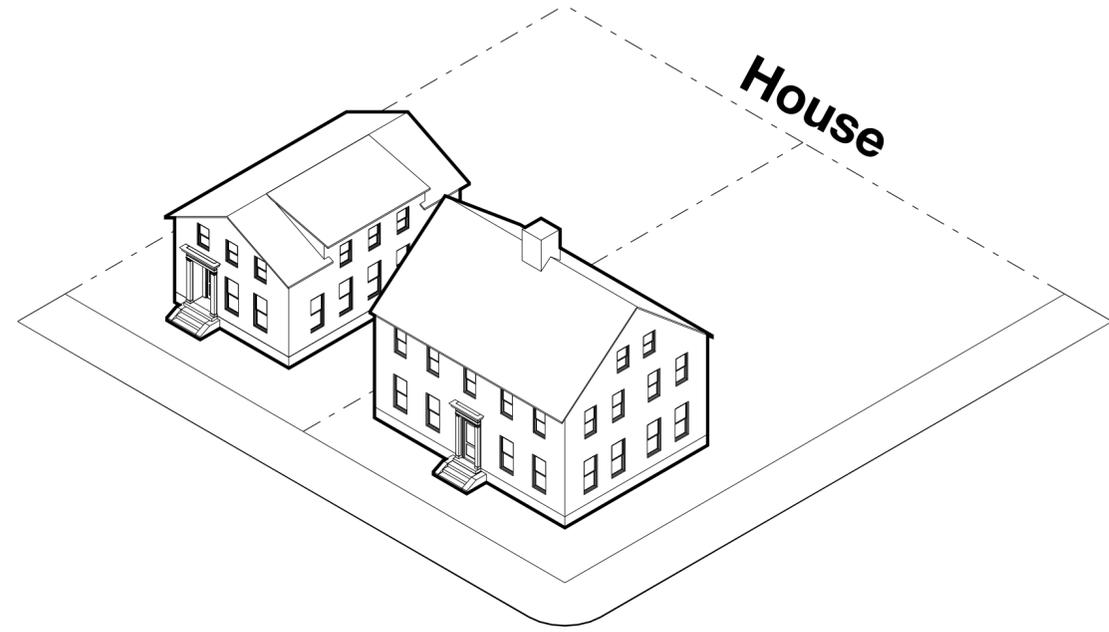


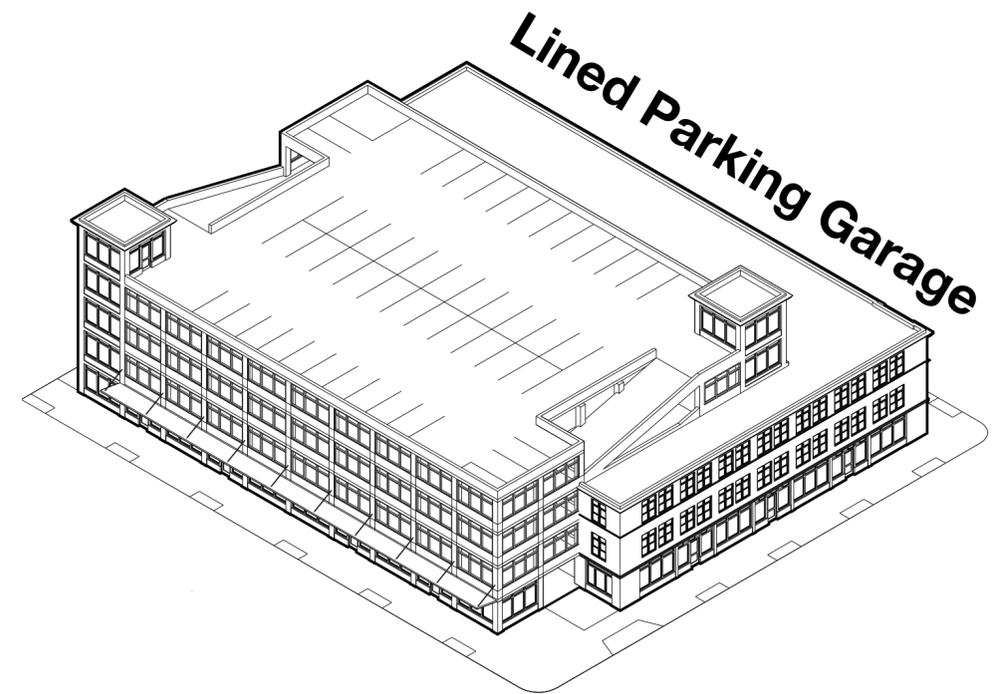
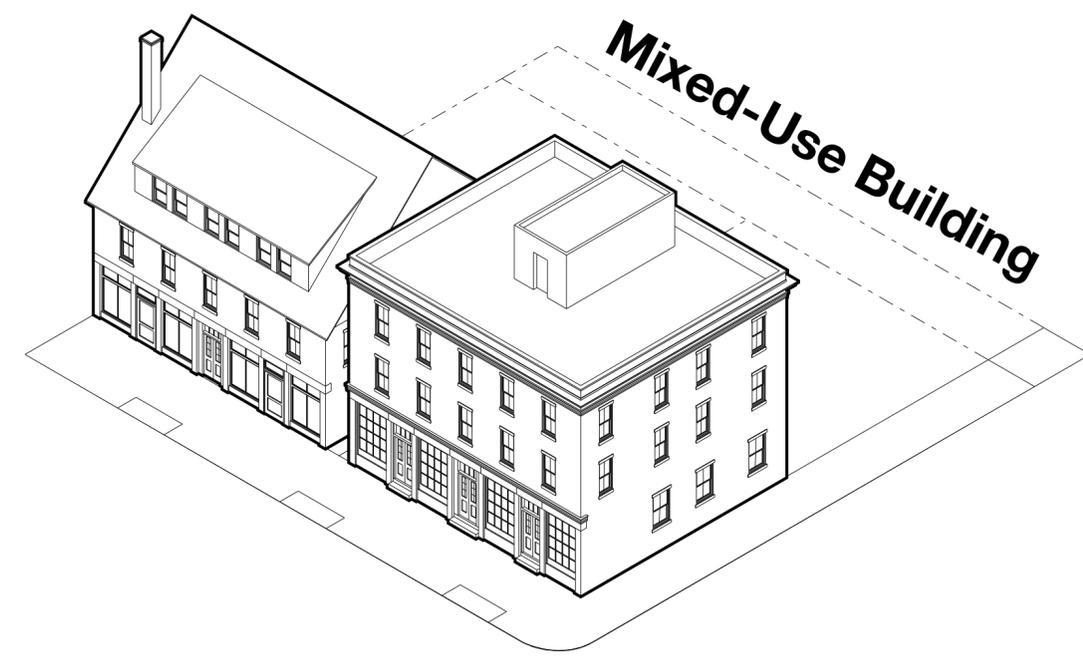
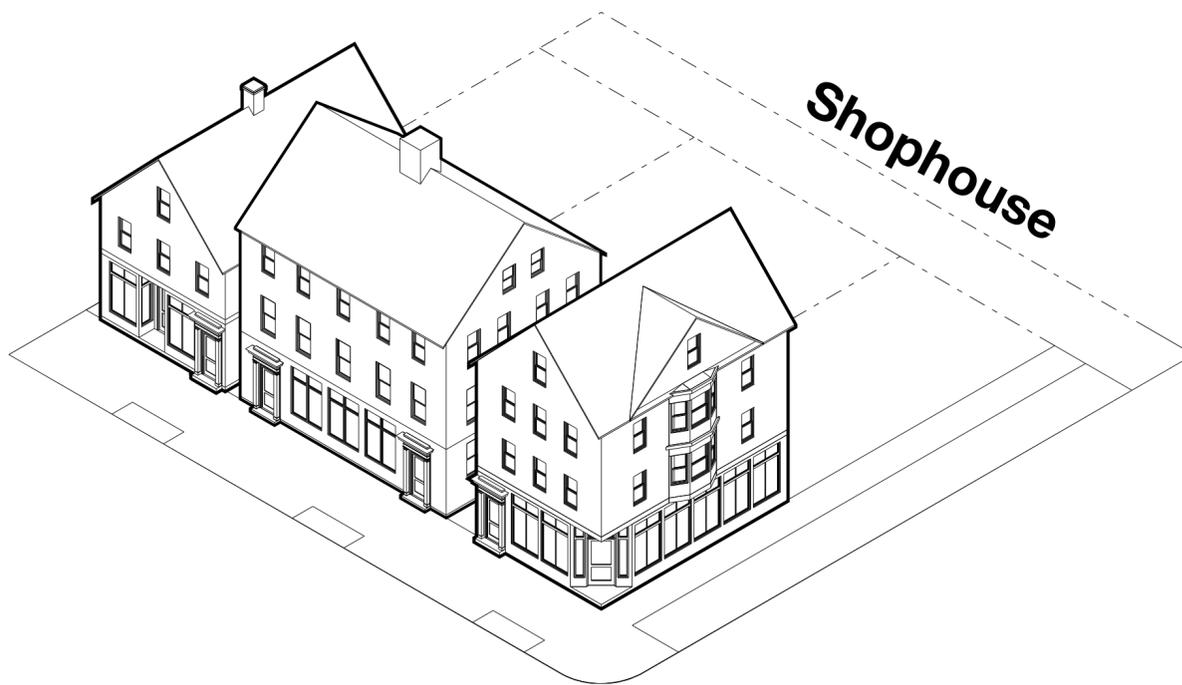
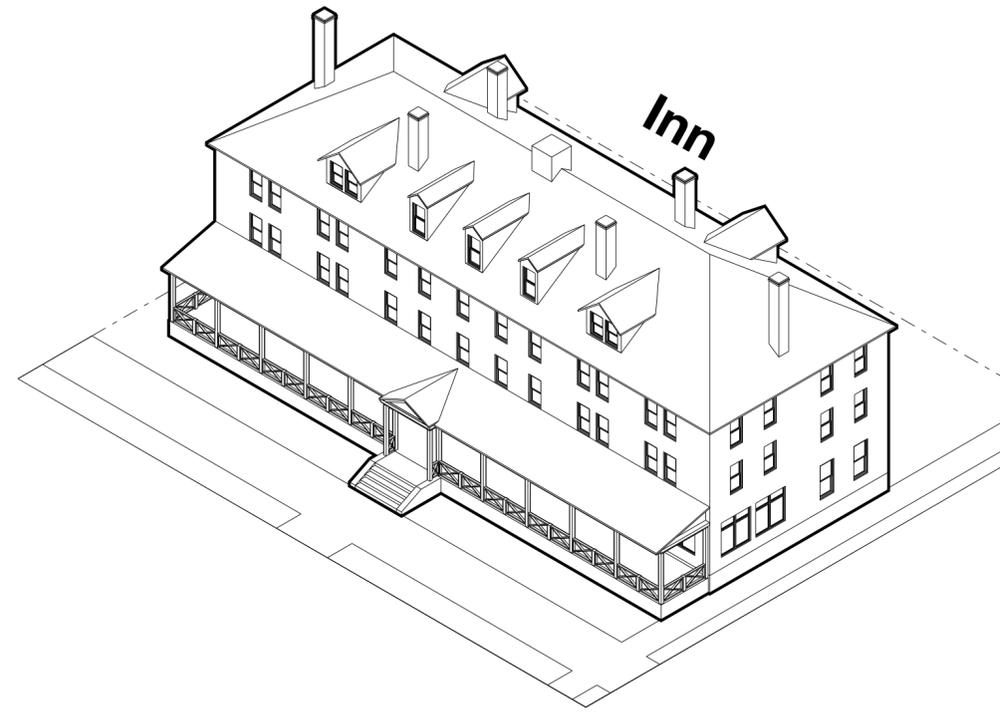
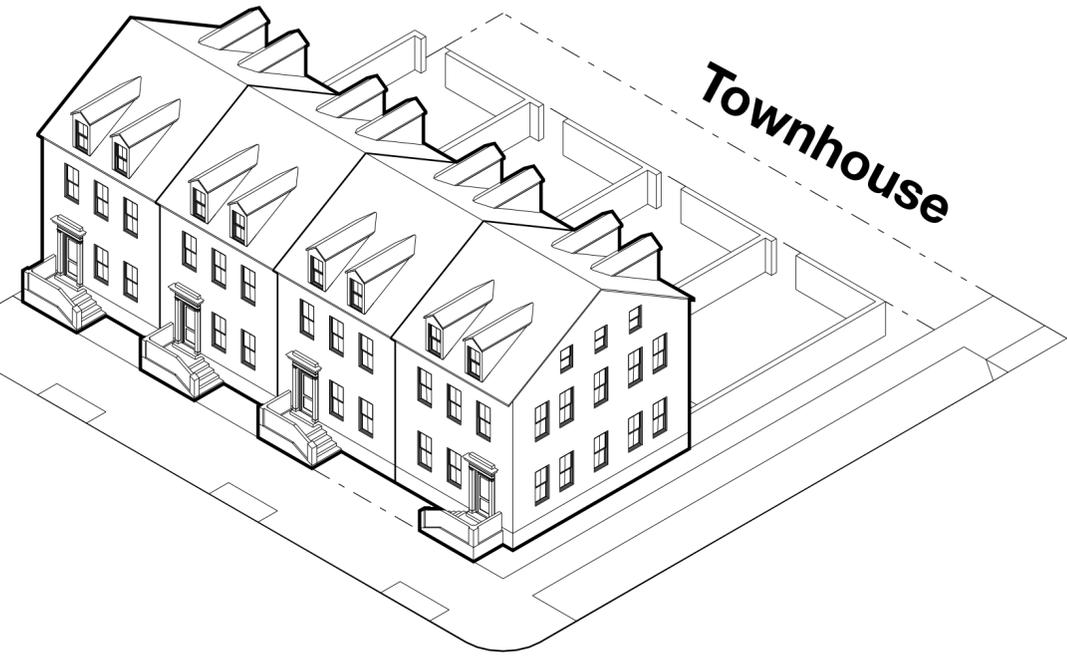
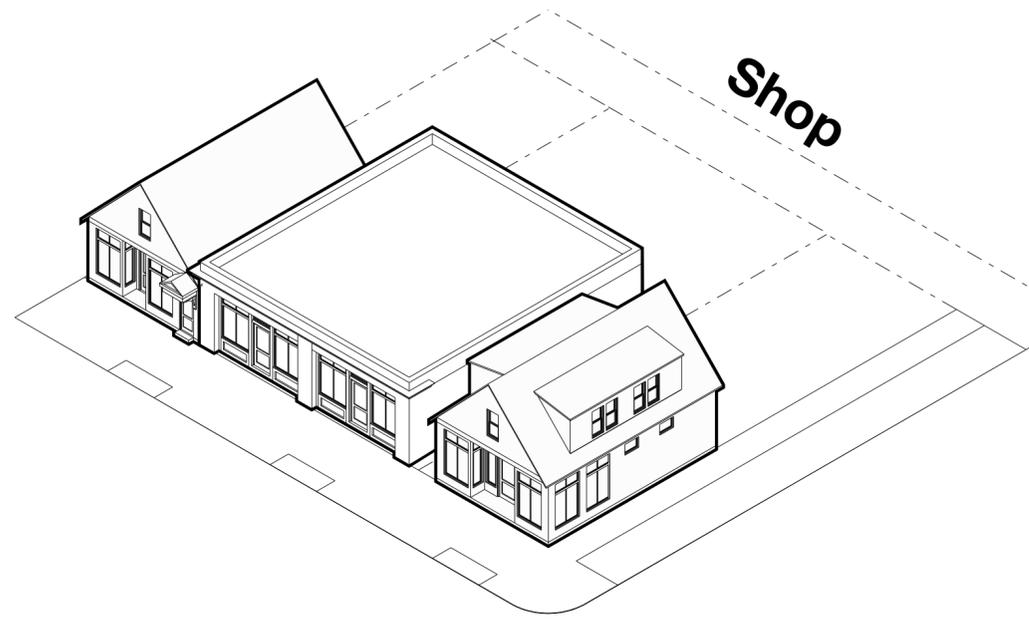
















9. SHOPHOUSE



f. MASSING COMPONENTS

Porch	●
Gallery	●
Rear Addition	●
Side Wing	●
Hyphen	●
Shed Dormer	●
Cross Gable	●
Tower	●
Arcade	●

g. ARCHITECTURAL COMPONENTS

Stoop	●
Canopy	●
Portico	●
Balcony	●
Bay Window	●
Turret	●
Dormer Window	●
Deck	●
Roofdeck	●
Cupola	●
Awning	●

THOROUGHFARE STANDARDS

8. COMMERCIAL STREET



I. ROADWAY

Right of Way Width	50 min, 74 ft max	A
Pavement Width	38 ft max	B
Movement	Two-way	
No. of Traffic Lanes	2 lanes	
Traffic Lane Width	10 ft min, 11 ft max	C
Parking Lanes	2 Sides (i)	
Parking Lane Width	7ft min, 8 ft max	D
Parking Stall Type	Parallel, Angled (i)	

II. CURB & DRAINAGE

Curb Type	Granite
Drainage Type	Gutter
Curb Radius	12 ft max

III. VERGE

Verge Width	8 ft min, 2 sides	E
Walkway Type	Sidewalk, 2 sides	
Walkway Width	4 ft min	F
Planter Type	Tree Pits (ii)	
Planter Width	3 ft min (ii)	G
Furnishing Zone	1.5 ft min, 6 ft max	H

IV. STANDARDS

- Angled parking permitted by special permit only.

Hello Washington Street!

Opening Night - June 5, 2018

Agenda

- 1 Visual Preference Survey** (20 min.)

This is a self-directed exercise that informs the Design Team about your individual preferences. Put a GREEN DOT directly on images you like, and a RED DOT on images you dislike. Code your dot with a number that corresponds with a comment line, and tell us why or what aspect of the image you like or dislike.
- 2 Welcome and Presentation** (20 min.)

MAYOR FULLER
RUSSELL PRESTON, PRINCIPLE GROUP
- 3 Character District Scenarios** (60 min.)

STEP 1: Each Character District is presented with a number of scenarios. Visit each poster and place RED and GREEN dots on the posters according to instructions.

STEP 2: Move to the numbered table that corresponds with your name tag. SAY HELLO! Each table has a booklet of the Character District scenarios. Engage in a robust conversation with your friends and neighbors about the various scenarios.

Fill in the table worksheet and collectively identify:

 - 3 Points of Common Agreement
 - 3 Points of Divergent Ideas

Please assign someone from your table to report back information to the larger group.
- 4 Reporting** (40 min.)

Table groups will be randomly called upon to report back to the larger group on points of common agreement and points of divergent ideas. All worksheets will be posted for public display in the Public Design Week Studio at 1239 Washington Street.
- 5 BIG Ideas** (5 min.)

Before you leave tonight, tell us your one BIG idea for Washington Street! Write your idea on a piece of paper and hang it up on the Big Ideas Wall.

We're @hellowashingtonstreet

Sign up for **email notices** at newtonma.gov/washingtonstreetvision

Public Design Week Happening NOW! June 5 - 12, 2018

BRING A FRIEND!



Character District Scenarios (60 min.)

STEP 1: Each Character District is presented with a number of scenarios. Visit each poster and place RED and GREEN dots on the posters according to instructions.

STEP 2: Move to the numbered table that corresponds with your name tag. SAY HELLO! Each table has a booklet of the Character District scenarios. Engage in a robust conversation with your friends and neighbors about the various scenarios.

Fill in the table worksheet and collectively identify:

- 3 Points of Common Agreement
- 3 Points of Divergent Ideas

Please assign someone from your table to report back information to the larger group.



Reporting (40 min.)

Table groups will be randomly called upon to report back to the larger group on points of common agreement and points of divergent ideas. All worksheets will be posted for public display in the Public Design Week Studio at 1239 Washington Street.



BIG Ideas (5 min.)

Before you leave tonight, tell us your one BIG idea for Washington Street! Write your idea on a piece of paper and hang it up on the Big Ideas Wall.

Hello Washington Street!

All hands on deck!
Please attend!
Family friendly!

Help shape the future
of Washington Street

Public Design Week!

Pop Up Workspace

THURS, JUNE 7th—TUES, JUNE 12th

8:30 AM to 9:00 PM

Drop in anytime to see work-in-progress
and give us your feedback.

1239 Washington Street*

*Wheelchair accessible location. For ADA accommodations,
contact Jini Fairley at least two business days in advance:
jfairley@newtonma.gov or 617-796-1253. For City's TTY/
TDD: 617-796-1089. For TRS, dial 711.

Key Events!

Food Social + Hands-On Workshop

TUESDAY, JUNE 5th

5:30 PM Taste of Washington Street

6:00–8:30 PM Workshop

Newton North H.S. / 457 Walnut Street*

Community Block Party + Check-In

SUNDAY, JUNE 10th

2:00–3:00 PM Presentation & Conversation

1:00–4:00 PM Block Party! music, food + games

Family Access / 492 Waltham Street*

Chili Cookoff + Wrap-Up

TUESDAY, JUNE 12th

5:30 PM Chili

6:00–7:30 PM Presentation & Conversation

Former Aquinas / 150 Jackson Road*

Topic Sessions!

Join us for a more focused conversation at
the workspace @ 1239 Washington Street*

Housing Diversity + Affordability

Thursday, June 7th @ 8:30 AM

Parking + Traffic

Thursday, June 7th @ 6:00 PM

Public Life + Public Spaces

Thursday, June 7th @ 7:30 PM

Business Roundtable

Friday, June 8th @ 8:00 AM

Walk, Bike, Ride, Drive

Friday, June 8th @ 9:00 AM

+ Optional 1-hour bike tour (BYO bike) @ 10:15 AM

Creative Arts + Culture on Washington

Saturday, June 9th @ 11:00 AM

Understanding Form-Based Codes + Zoning

Saturday, June 9th @ 3:00 PM

For more information visit:

[facebook.com/HelloWashingtonStreet](https://facebook.com>HelloWashingtonStreet)

newtonma.gov/washingtonstreetvision

t: 617.796.1120

THANK YOU

HELLO WASHINGTON STREET! LAUNCH EVENT
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WASHINGTONSTREET@NEWTONMA.GOV



PRINCIPLE

