



**PUBLIC
REALM**

June 10, 2021

“Outside the box” ideas and your community’s post COVID19 recovery





Public Realm



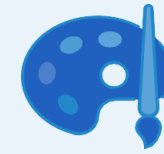
Private Realm



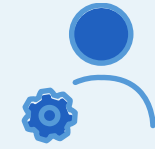
Tenant Mix



Revenue/Sales



Cultural/Arts



**Admin
Capacity**

Project Elements

1. Project Capacity/Leadership

- **Champion**
- **Partners**
- **Resources**
- **Political Support**

2. Pilot/Testing

- **Innovation**
- **Budget**
- **Metrics**
- **Evaluate**

3. Recognition

4. Sustainability- District Management



Agenda

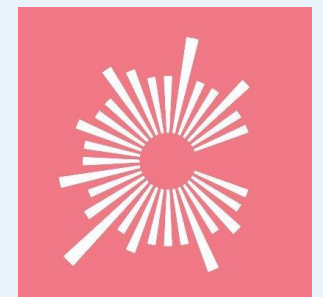
- Building Back Better Together: A post Covid

- Where We've Been
- What We've Learned
- Where We're Heading

-

-

- "Once a parking lot for cars, now a space for people." -





Building Back Better

A Placemaking Roadmap Post COVID19

Jonathan@patronicity.com
@berkie1



Where We've Been

Creatively Reused Space



Moved Quickly





**Built
on
Momentum**



Had Major Impacts

CITYLAB

Where Covid's Car-Free Streets Boosted Business

Yelp data shows greater consumer interest at restaurants on pedestrian-friendly "slow streets" that limited vehicle traffic during the pandemic.

By [Laura Bliss](#)

May 11, 2021, 8:00 AM EDT *Updated on May 11, 2021, 5:53 PM EDT*



- ❑ Create a Sense of Place
- ❑ Changing Habits
- ❑ Social Connectivity
- ❑ Supporting Area Businesses

What We Learned

- “Pilot is the process”
 - For some things, a long planning process isn’t always the best answer. Get started!
- Pinprick interventions
 - They can have a dramatic impact
- Iterative & Tactical
- Open to new ideas

Where We're Heading

Continue to be flexible...

iterate, learn, iterate again

- The virus only exacerbated pre-existing issues.
- The urgency to adapt to the virus lessens as we move forward, BUT a successful recovery requires us to adapt just as rapidly.
- Changing practices based on what we learned.





Embrace The Change

COMMERCE

- Creating Experiences
- Drawing centers of gravity back to main street and downtown.
- Encouraging “stopping and staying.”

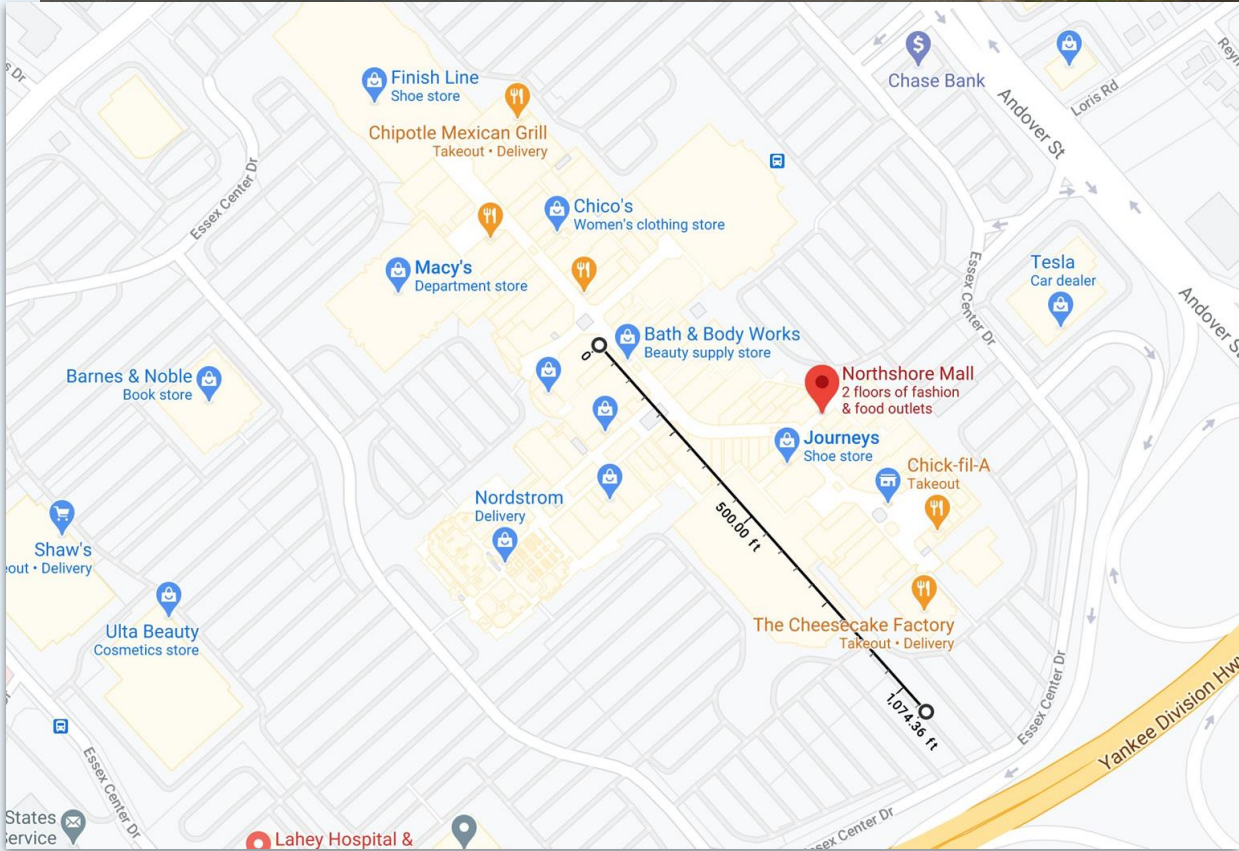
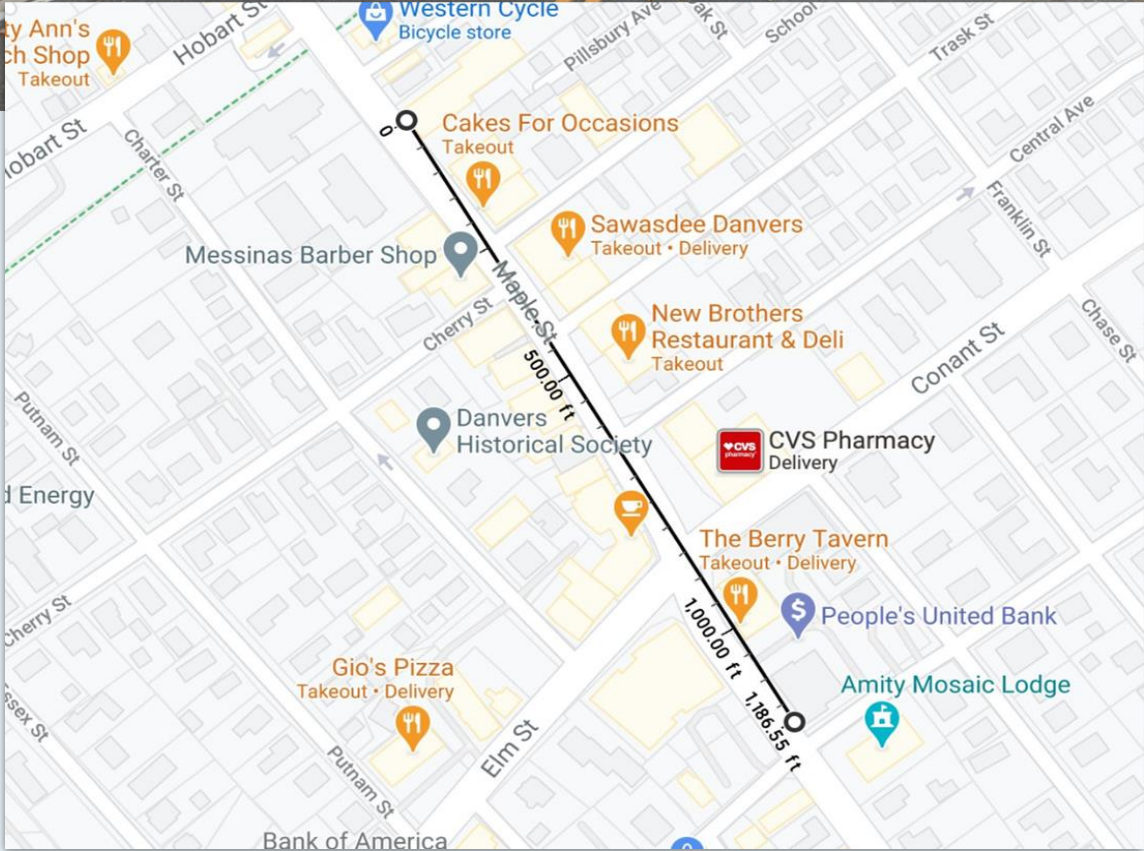
COMMUNITY

- New “third spaces” build stronger community connections.
- Ensure equal and fair access to public places, and equity in how community members can be heard and contribute.

Changing Mentalities



Changing Mentalities



“Greater Boston voters support changes on streets in their community, *even if it means less space for cars.*”



“Greater Boston voters support changes on streets in their community, *even if it means less space for cars.*”

Boston-area voters support shifting space on streets from cars to bikes, pedestrians
% who strongly or somewhat support each policy

	Strongly support	Somewhat support	Total support
More public seating like benches	43%	40%	83%
More space for outdoor dining	43%	36%	79%
Bike lanes that are separated from cars	41%	34%	75%
Adding more parking for bikes	33%	39%	72%
Wider sidewalks	35%	36%	71%
More spaces for public art	35%	34%	69%
Adding stations for bikeshare bikes	28%	41%	69%
Giving buses their own lanes to speed up bus trips	37%	30%	67%
Closing some streets to car traffic and letting walkers and bikers use the entire street	31%	28%	59%



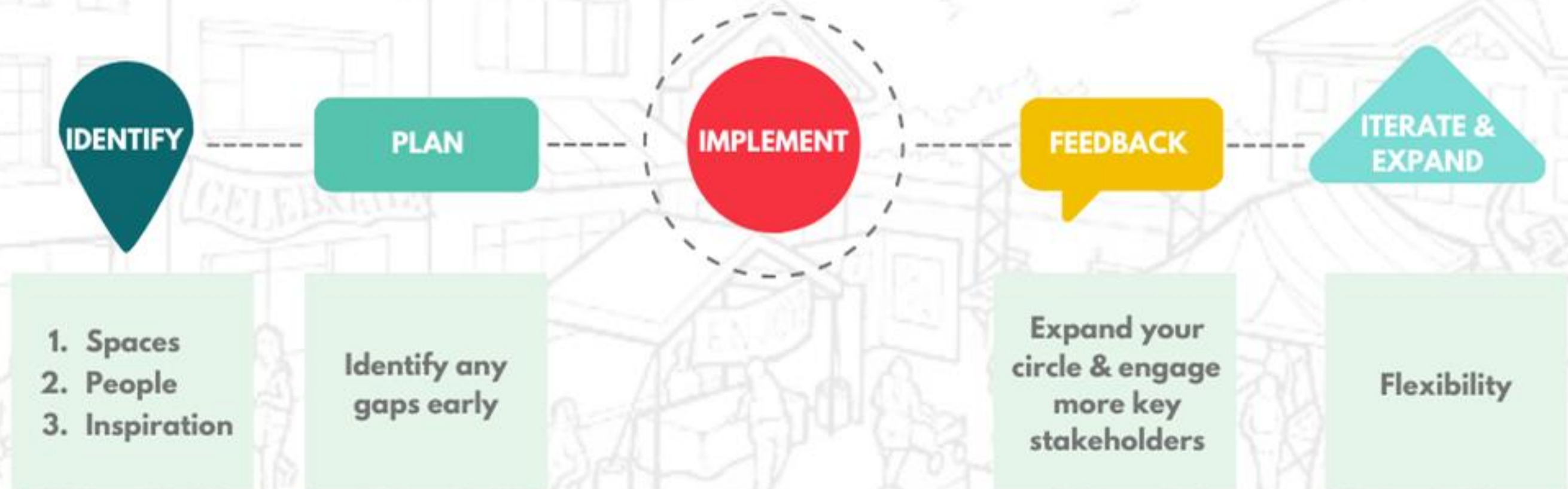
Q: During the pandemic, many cities and towns in Massachusetts made changes to their streets to create more space for walking, biking, and outdoor dining. In some cases, making these changes meant removing some space for driving or parking. How much would you support or oppose making each of these changes in your community as the state reopens from COVID-19, even if it means less space for cars?

Released June 10th, 2021

Long Term Planning

PLACEMAKING

*5 Steps to Building More
Vibrant Communities*





**Change can happen
quickly...and it can be
quite popular.**







Iterative Approach

“A startup mentality”

Social Zones

- Grand Rapids, Michigan



shared/ open streets .

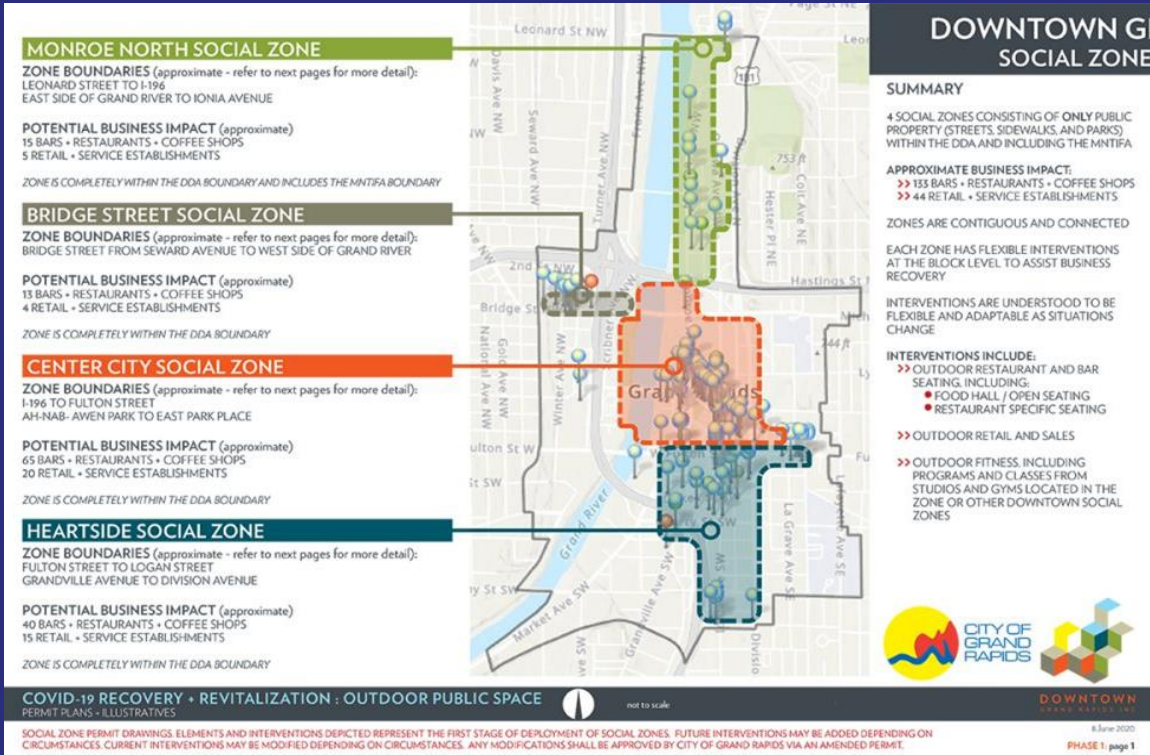
spend more time there.

- Focus on UX, user experience.

portion of the project.

experience.

streets concepts .



Muskegon Western Market

- , Michigan



outdoor market.

products .

- Location, and
groups key.

- Learn from first year, try
light, learn from mistakes
and so on.







Creating Local Destinations

East Boston, MA

Case Study

- East Boston, MA
-



- **Designer:**
- **Project Partners:** Friends of the Mary Ellen Welch Greenway, Boston Society of Landscape Architects, East Boston Health Center, etc.



Grove Street Crossing: Pop-up

-
- Architects (BLSA)
- Design Challenge Winner:

- \$12,000 materials (new + borrowed)
- \$14,000 staff time
- \$30,000 Toole Design (Pro bono)
-

- Design competition: 3 months
- Design + approvals: 3
- Implementation: 2 days

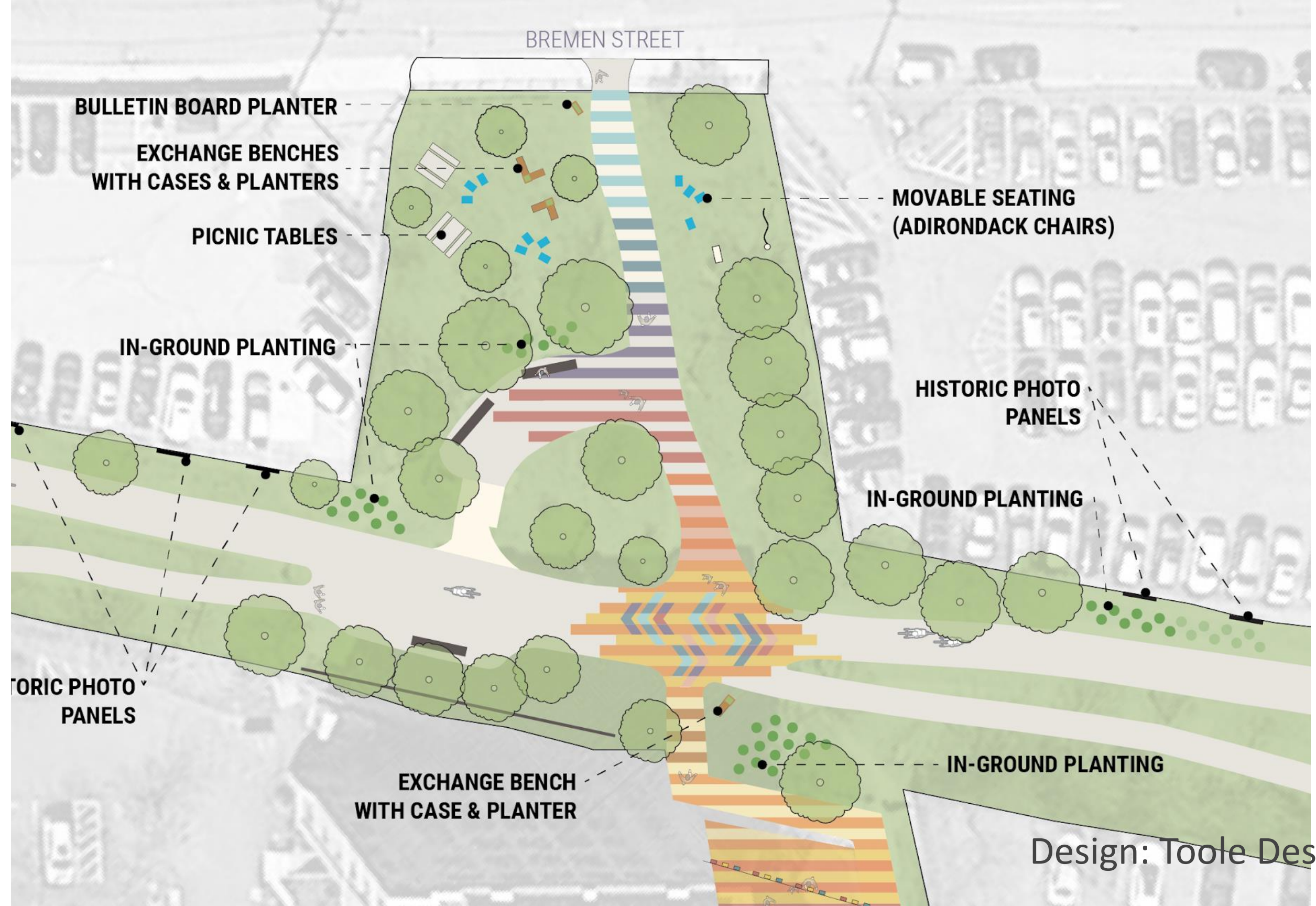


Gove Street Crossing Design
Toole Design

Seasonal

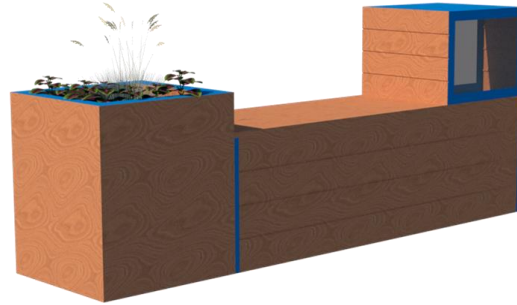
**One Week
Pop-up**

East Boston Greenway (EBG)



Design: Toole Design

Seating



The Exchange - Options



The Exchange includes seating, book / art cases, a billboard, and ornamental planting

Optional shade structure



Design: Toole Design

**EXCHANGE BENCH
WITH CASE & PLANTER**

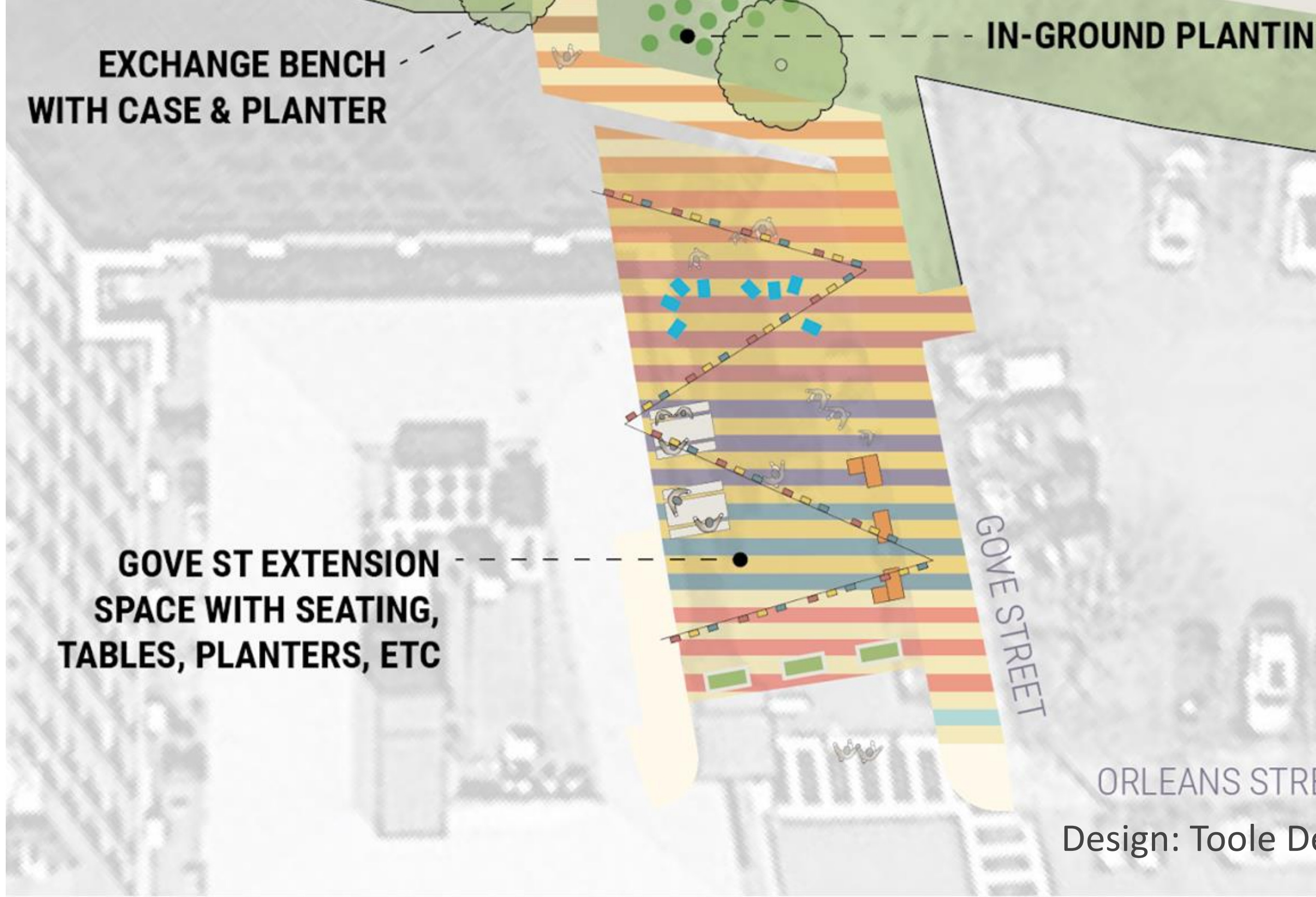
IN-GROUND PLANTING

**GOVE ST EXTENSION
SPACE WITH SEATING,
TABLES, PLANTERS, ETC**

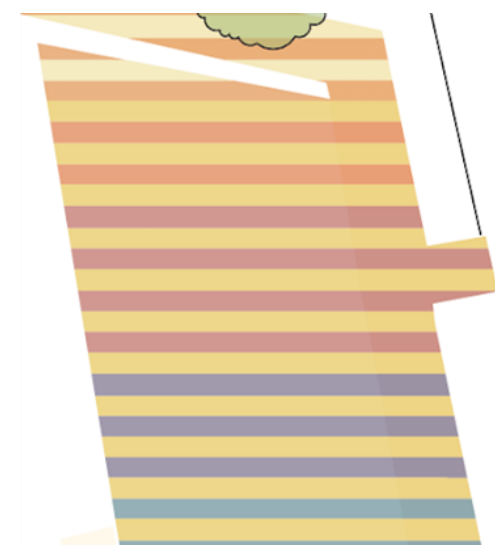
GOVE STREET

ORLEANS STREET

Design: Toole Design



Materials



Welcome
To Gove Street
Pop-up

Installation: Two Days



Project Budget

HARD COSTS	Cost	Donated / Borrowed	Funding Source
Materials – New - Pop-up <ul style="list-style-type: none"> • 6 bistro sets (\$1,000 total / \$170 each) • Paint supplies (\$2,000) • Wood for benches (\$1,400) • Planters, flowers, shrubs (\$2,000) • Signs (\$260) 	\$6,000		Barr Foundation Grant
Materials – Borrowed - Pop-up <ul style="list-style-type: none"> • Picnic tables, traffic cones, bubbles, tent, etc. 		\$6,000	n/a
TOTAL	\$6,000	\$6,000	

SOFT COSTS	Cost	In-Kind	Funding Source
Programming at the pop-up <ul style="list-style-type: none"> • Musicians (\$1,200 / \$400 each) • Children's event and piñata party (\$700) 	\$2,100		Barr Foundation Grant
Friends of the East Boston Greenway – Project management, event planning, etc.	\$7,000		Barr Foundation Grant
Boston Society of Landscape Architects	\$5,000	50 hours	Grant + In-kind
Landscape Architects (Toole Design)		500 hours	In-Kind (~\$30,000)
Volunteer time		120 hours	n/a
TOTAL	\$14,100	670 hours	

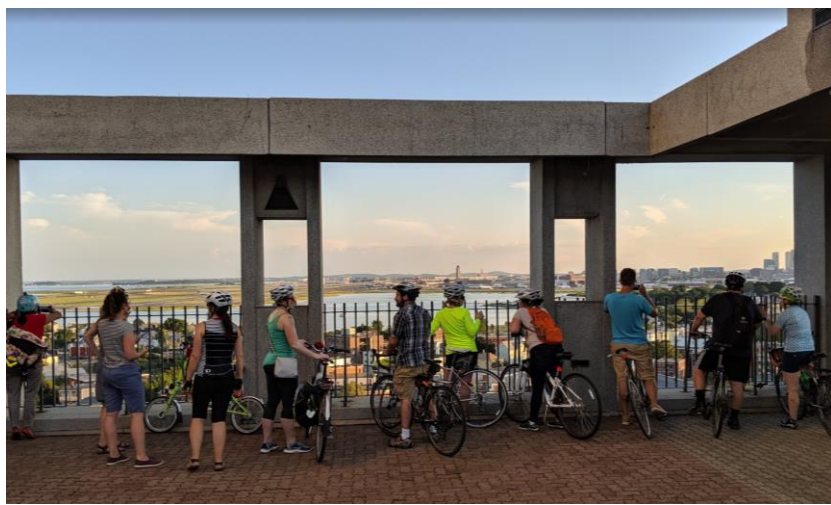


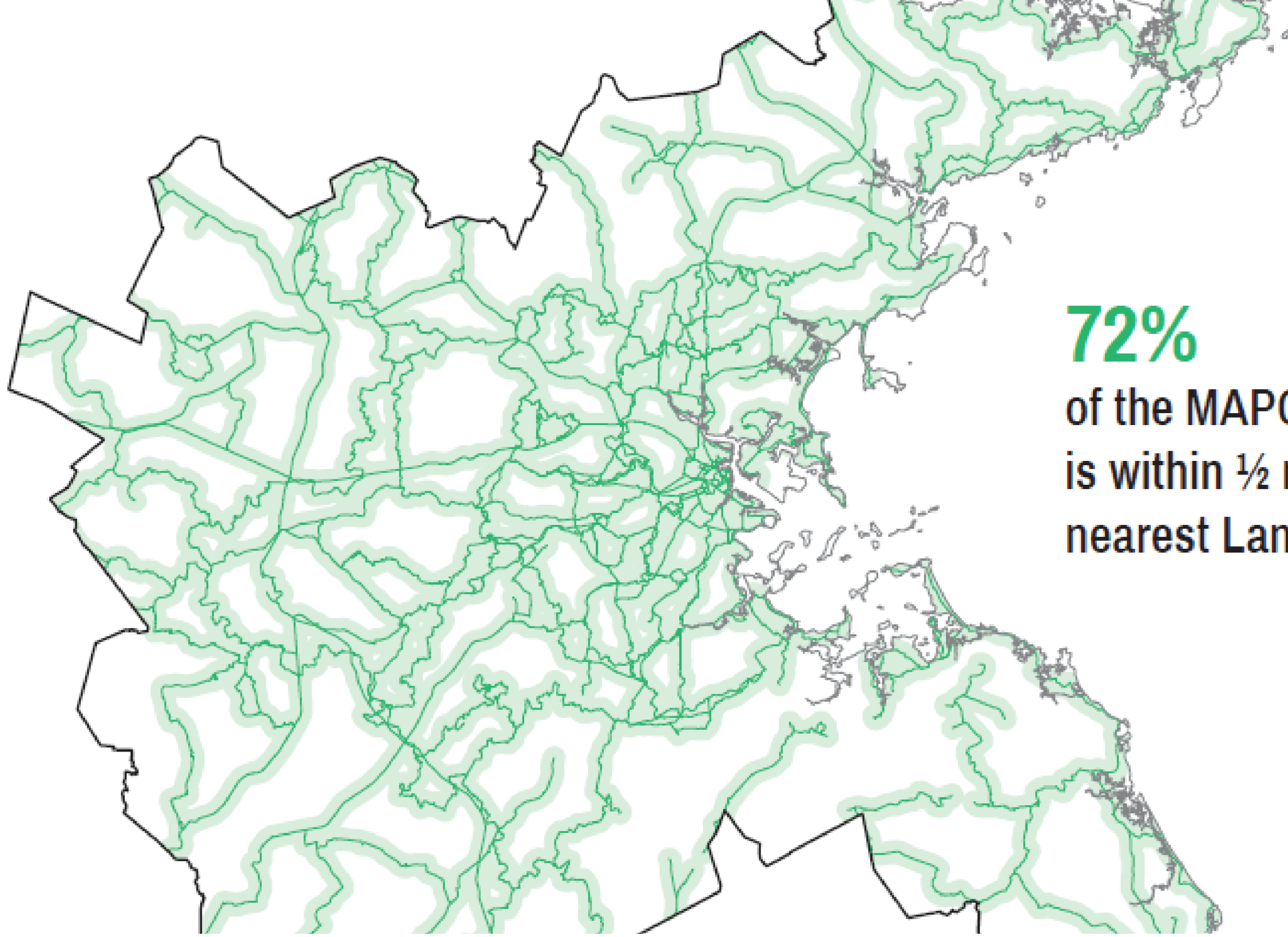
Regional Tourism

Bike Tourism:

East Boston + Winthrop

Biking, eating, and tourism

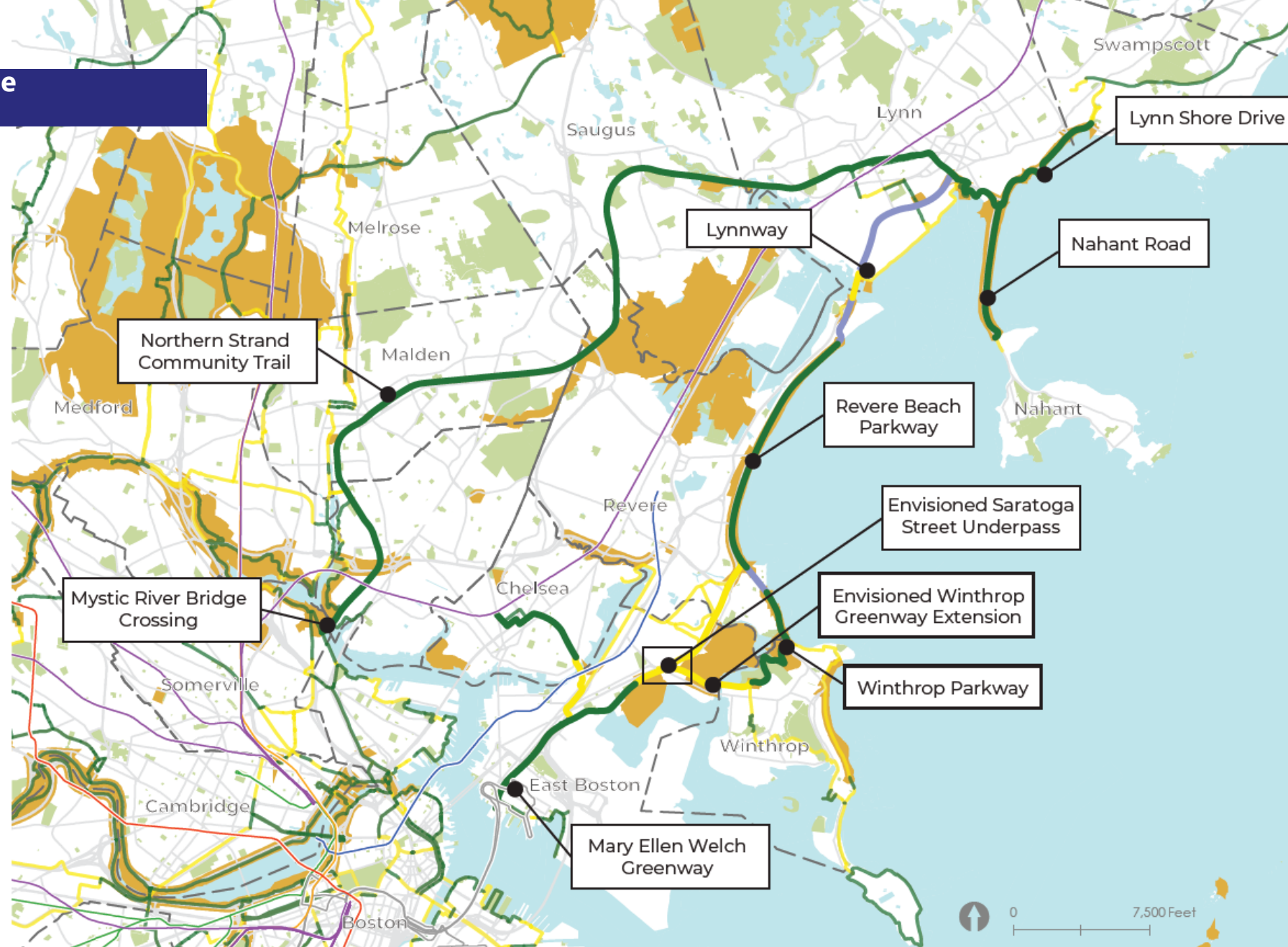




72%

of the MAPC population
is within $\frac{1}{2}$ mile of the
nearest LandLine corridor

Regional and Local Bike Connections



Greenway Routes

- Existing, In Construction, or In Design
- Planned or Envisioned
- On-Street Section, Planned or Envisioned

MBTA Rapid Transit

- Blue Line
- Silver Line
- Orange Line
- Red Line
- MBTA Commuter Rail Lines

DCR Properties

- Protected and Recreational Open Space
- Water
- Town Boundaries

East Boston: Along the Water



Mary Ellen Welch Greenway – Winthrop Extension

- -
 -
 -
- Feasibility Study: Medium
 - Implementation: Large

- -
- Phase 1: 1 year
 - Design to Construction: TDD



AERIAL BASE IMAGE



— Preliminary Pathway Routes



0 500 Feet

Data Source: MAPC, ESRI

Play Street Activation



Winthrop Greenway: Pedestrian Bridge



Greenway Extension Phasing



Shared Use Path Connection



Interim Shared Street Connection



Proposed Greenway Extension to Suffolk Downs and Revere



Existing Greenways

FIGURE 2: Proposed Phasing

MassTrails: Cost Estimates

Shared Used Path Design Guide Cost Estimator



PROJECT COST SUMMARY

Project Name: MEWG - Winthrop Extension: Barnes Street to Morton Street
Project Location: East Boston and Winthrop, MA

PROJECT CATEGORY			ESTIMATED PRICE
<u>Path</u>	Length: 2,650 ft # Segments: 3	Width: 10 ft # Intersections: 0	\$154,000.00
<u>Structures</u>			\$9,191,600.00
<u>Landscaping Restoration & Enhancements</u>			\$186,400.00
<u>Lighting & Security</u>			\$643,800.00
CONSTRUCTION COST			
<u>Traffic Control</u>	<i>Traffic cost not included</i>	TTCP COST	\$0.00
		SUBTOTAL	\$10,175,800.00
		Contingency (assume 15%)	\$1,526,370.00
		CONSTRUCTION COST	\$11,702,170.00
<u>Cost Escalation</u>	Construction Year: 2023 <i>Assumed 4.47% increase in costs per year</i>	CONSTRUCTION TOTAL	\$12,771,730.00
		COST PER MILE	\$25,447,070.00
NON-CONSTRUCTION COSTS (NOT ESCALATED)			
<u>Survey</u>	<i>Based on existing conditons</i>	SURVEY COST	\$39,600.00
<u>Design</u>	<i>Assume 14% of construction cost</i>	DESIGN COST	\$1,682,208.00
		PROJECT TOTAL	\$14,493,538.00

****Use this estimated cost on PIF forms - escalation is already included on the MassDOT Website**

Shared Used Path Design Guide Cost Estimator



PROJECT COST SUMMARY

Project Name: MEWG - Winthrop Extension: Morton Street
Project Location: Winthrop, MA

PROJECT CATEGORY			ESTIMATED PRICE
<u>Path</u>	Length: 920 ft # Segments: 1	Width: 10 ft # Intersections: 0	\$190,600.00
<u>Structures</u>			\$13,300.00
<u>Landscaping Restoration & Enhancements</u>			\$45,600.00
<u>Lighting & Security</u>			\$0.00
CONSTRUCTION COST			
<u>Traffic Control</u>	<i>Traffic cost not included</i>	TTCP COST	\$0.00
		SUBTOTAL	\$249,500.00
		Contingency (assume 15%)	\$37,425.00
		CONSTRUCTION COST	\$286,925.00
<u>Cost Escalation</u>	Construction Year: 2023 <i>Assumed 4.47% increase in costs per year</i>	CONSTRUCTION TOTAL	\$313,150.00
		COST PER MILE	\$1,797,210.00
NON-CONSTRUCTION COSTS (NOT ESCALATED)			
<u>Survey</u>	<i>Based on existing conditons</i>	SURVEY COST	\$13,100.00
<u>Design</u>	<i>Assume 16% of construction cost</i>	DESIGN COST	\$44,858.00
		PROJECT TOTAL	\$371,108.00

****Use this estimated cost on PIF forms - escalation is already included on the MassDOT Website**

Happy and hungry bikers



Thank You!

michelle@civicspacecollaborative.org

<https://civicspacecollaborative.org/>





CENTRAL SQUARE

BUSINESS IMPROVEMENT DISTRICT



Central Square
Business Improvement District

RIGHT STAR

CENTRAL SQ

A PARKING LOT FOR CARS



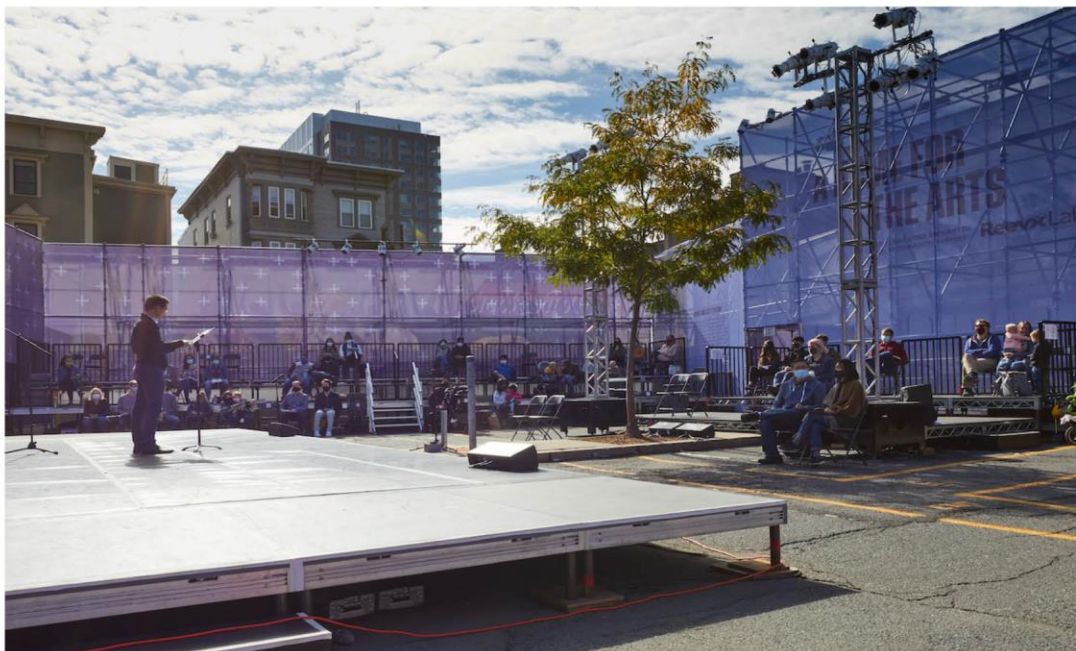
A PLACE FOR PEOPLE



A CANVAS FOR PUBLIC ART



THE CENTER OF THE COMMUNITY



STARLIGHT SEASON 1

AT A GLANCE

133 safe, shared experiences

\$720,000 fundraised

29 programming partners

6 pieces of public art

\$0 entry fees

POPPORTUNITY PROGRAM





POPPOP OPPORTUNITY HOLIDAY MARKET AT A GLANCE

70 vendors

\$87,025 revenue generated in 6 days

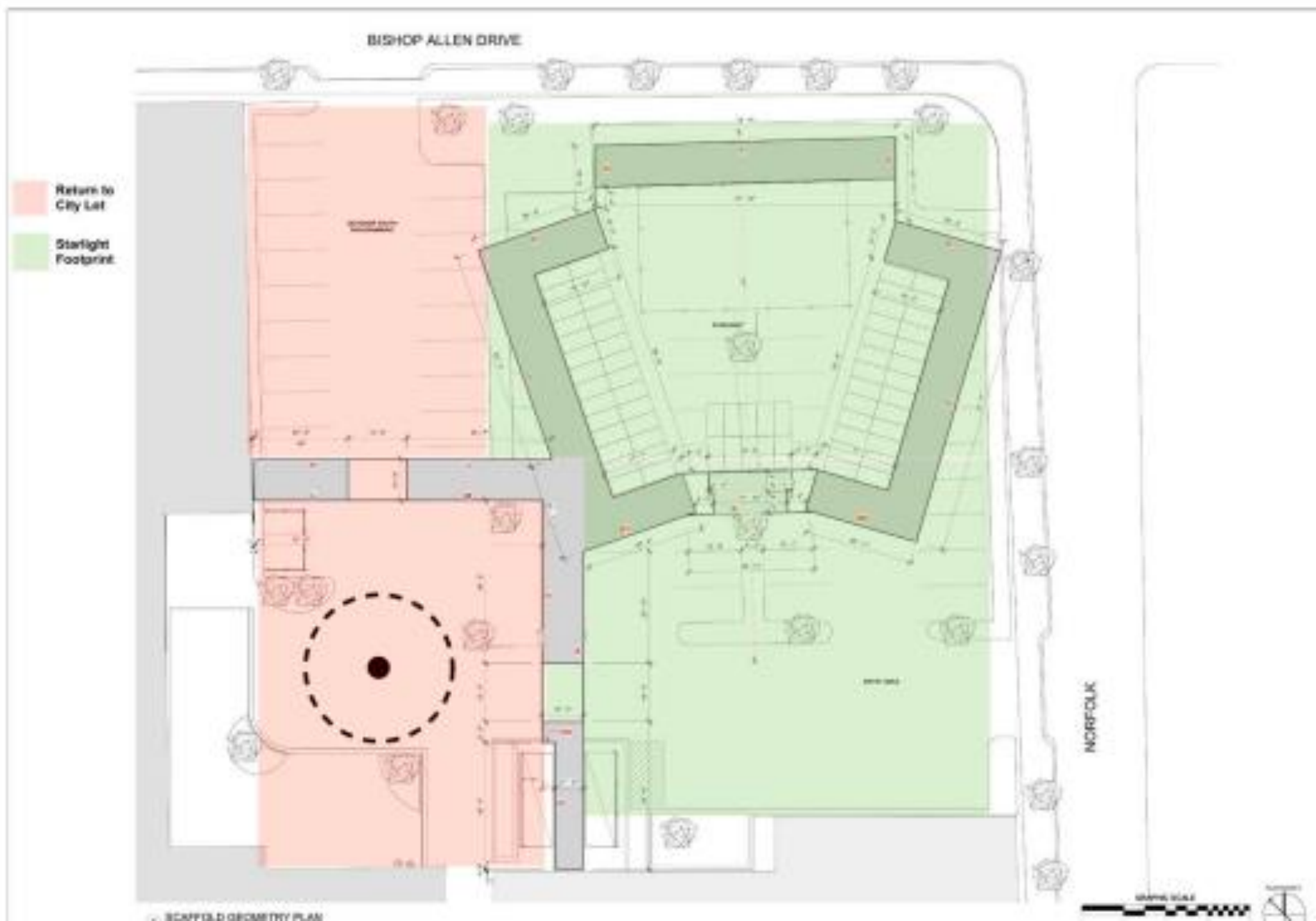
74% female

61% POC

74% of vendors live or work in Cambridge

A NEW YEAR

REDUCE FOOTPRINT



WINTER PROGRAMMING





FRESH
LOCAL
FISH
Smoked
Fish



INTRAL
JOAN
HELL
WALL



POPPORTUNITY POP-UP SHOPS



POPPORTUNITY WINTER MARKET



POPPORTUNITY POP-UP SHOPS
Saturday + Sunday 12-4PM,
weather permitting

STAR
LIGHT

AA5430N
1001001001001

STAR LIGHT SHOP CENTRAL SUPPORT CENTRAL

POPPORTUNITY POP-UP SHOPS
Open Saturday + Sunday 12-4PM,
weather permitting

For more about Popportunity visit
starlightsquare.org/popportunity
@centralqbid

AA5443N
1001001001001

ART JEWELRY VINTAGE APPAREL HOME GOODS TASTY TREATS

STAR
LIGHT

AA6874G
1001001001001

POPPORTUNITY WINTER MARKET

POPPORTUNITY POP-UP SHOPS
Saturday + Sunday 12-4PM,
weather permitting

STAR LIGHT SHOP CENTRAL SUPPORT CENTRAL

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ART JEWELRY VINTAGE APPAREL HOME GOODS TASTY TREATS

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POPPORTUNITY POP-UP SHOPS
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COMFORT KITCHEN

EAT + DRINK

WE ARE A BLACK, IMMIGRANT
& WOMAN-OWNED SMALL BUSINESS

VIEW MENU AND ORDER HERE
comfortkitchenbos.com/poppo

SOCIAL:
[@comfortkitchenbos](https://www.instagram.com/comfortkitchenbos)



STARLIGHT SEASON 2

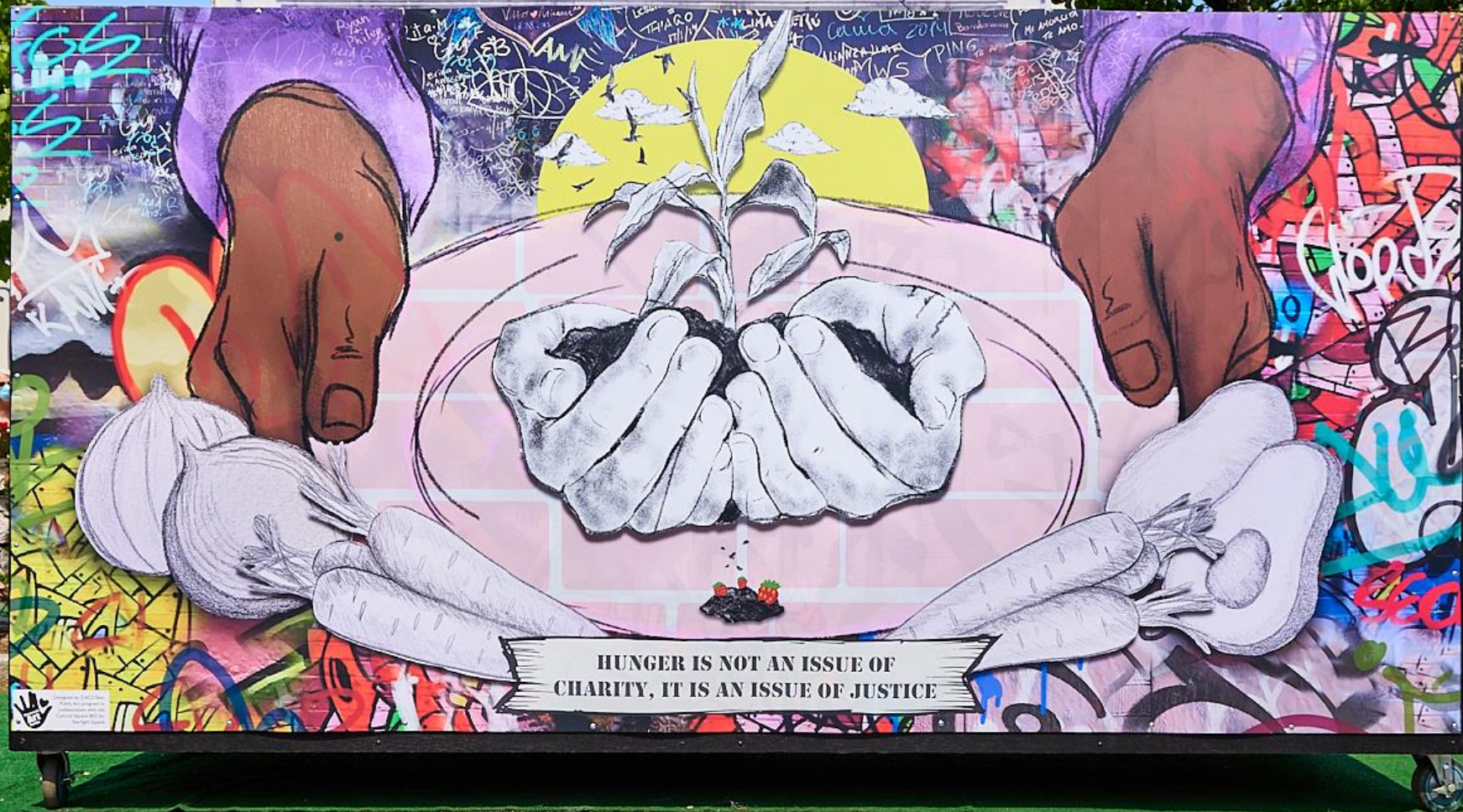












HUNGER IS NOT AN ISSUE OF
CHARITY, IT IS AN ISSUE OF JUSTICE

WEEKLY

FARMERS MARKET

CHALK

POP-UP COMMUNITY

POP-UP





Me the People

WELCOME TO THE
CENTRAL SQUARE
FARMERS MARKET
MAY 17
NOV 22
\$15/WEEK
SNAP MATCH SNAP
TEXT "CENTRAL" TO 833-409-6774

KIMBALL FRUIT FARM

LOCAL PASTURE-RAISED MEATS
COPICUT FARMS
\$15

VALLEYVIEW



A HOME FOR
THE ARTS

STARDUST STAGE BROUGHT TO
YOU BY COMMUNITY PARTNER
Reevx Labs

Meet
me in





1984 Cambridge kids on the lawn of City Hall



1984 Heather and friends

Meet, me in Central

MEET ME IN CENTRAL

Meet Me in Central is a tribute to the faces and places that make Central the ultimate destination—as seen through the eyes of two local photographers, Jeffrey Dunn and Sam Williams. Jeffrey first started taking photos in Central in 1983; Sam started in 2013. Here, and along Mass. Ave., their images are in conversation with each other, and now with you.

#MEETMEINCENTRAL

@JEFFREYDUNNPHTOGRAPHY

@NINEACREPHOTOGRAPHY

CENTRAL SQUARE FLORIST

CAMBRIDGE BICYCLE

REVOLUTIONARY CLINICS

LOLA'S Q AUDIO

AL FIRST SEVEN

CK CHEAPO RECORDS

CLEENLAND DAILY TABLE

MART EXPRESSIONS

MEET ME IN CENTRAL

NERY CO. BOOMERANGS

TEDDY SHOES

TER GUITAR HMART



2021 Farmers Market vendor

2021 Kirk



2021 Harry



2021 Sharaya



1984

a parking lot for cars, Now a place for people!
-SIGN HERE TO SUPPORT A SQUARE IN THE SQUARE.-

E. DENISE
SIMPLEAS

RED MITCHELL

Alanna Mallon

MADE McGOVERN

D. WHITE

JOHN CATT

UNIQUE

MAX

ALT

Michael Monestime

MADISON TRAPKIN

Jivan Sobrinho Wheeler

Luis E. Cotto

Katri Petersa

JAY ALVES

Cole N.

Mike Connolly

Reichelle D.

ZACH BAUM

Ilia Baum

Michal Rubin

John Berk

Ninawa Zero Waste

People's Council

JASON WEEKS

Alina Valdez

NEFISA

Erik Sarno

Nick Swette

KRIS P

PLB III

趙德金

Caroline Easley

Maria Inés

YANISBA
SEMI HOPE

Diane Norris

Joe Williams

PATRY VOLAH

Nicole L.

Jen Rose

袁有捷

Charlotte Wagner





THANK YOU