

**PUBLIC  
REALM**

April 8, 2021

# *Finding Opportunity in Overlooked Places: Placemaking Inspiration from Around Massachusetts & Across the US*



**dhcd**  
Massachusetts  
RAPID RECOVERY PLANS

# Agenda

---

- **Placemaking Overview**
  - Where we've been and where we're heading.
- **Project Examples**

neighborwaysdesign



- **Question & Answer**



## Where we've been...

---



Moody Street,  
Waltham



Salem, MA



Norwood, MA



## Where we're heading...

---



Starlight Square,  
Cambridge

- **What we learned**

- Change can happen quickly.
- Small, creative, pinprick interventions can have a major impact.
- Tactical is your friend... if done right.

- **What's Changing**

- Patterns
- Flexibility and an appetite for change.
- Importance of Community, of local



# Key Definitions

---

## Placemaking

- “Collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, a **collaborative process** by which we can shape our public realm in order to maximize shared value.”

-Project For Public Spaces

## Tactical Urbanism

- “Refers to a city, organizational, and/or citizen-led approach to neighborhood building using short-term, low-cost, and scalable interventions to catalyze long-term change.”

- Street Plans



Prova, Brockton

# PLACEMAKING

*5 Steps to Building More  
Vibrant Communities*

**IDENTIFY**

1. Spaces
2. People
3. Inspiration

**PLAN**

**Identify any  
gaps early**

**IMPLEMENT**

**FEEDBACK**

**Expand your  
circle & engage  
more key  
stakeholders**

**ITERATE &  
EXPAND**

**Flexibility**



## Some of the Benefits

---

### Community Building Community Attachment

---

- Placemaking is all about the process.
- “Ownership”
- Embedding local culture in your downtown.

### Try New Things

---

- “Lighter, quicker, cheaper”
- “Change can be hard:” a way to try new things and get people used to as temporary installations.
- Avoid allocating funds to things communities don’t want.





**PUBLIC  
REALM**

• 4/8/2021

# Public Space Activation

• Neighborways Design





Neighborway Paint Day, Garfield School 2019, Revere, MA



Somernova Art Alley Concept Rendering 2019, Somerville, MA



**Jessica Mortell**  
**Principal + Sr.Placemaker**

**neighborwaysdesign**

- Shared Streets and Neighborways
- Traffic Calming
- Artistic Placemaking



# Shared Streets / Neighborways

- Low stress walking and biking routes
- Slow Speeds – 20mph
- Connect to destinations
- **Priority Users:**
  - People walking, biking, wheeling, strolling, jogging, shopping
- Common Features:
  - Branding / Gateways
  - Traffic Calming
  - Placemaking
  - Wayfinding / network connectivity





Somerville, MA



Arlington, MA



Everett, MA



## Gateways + Branding

Salem, MA





Midblock neckdown yield street via flexposts.  
Morrison Avenue, Somerville, MA. 2020.



Temporary rubber speed hump, resident-planted  
planters, green cones. Fairfield Street Salem, MA.



## Traffic Calming

Midblock neckdown, cones, flexposts, resident-  
planted planters, Chestnut Street Salem, MA. 2020.



Mini Traffic Circle Mary Street Arlington MA.  
Photo by Erin Clark





# Somerville Neighborways Network

- Neighborways since 2014
  - 2+ miles of designated Neighborways
- Shared Streets 2020
  - 61 streets
  - 13 miles
- Growing in 2021!
  - Iteration
  - More permanent / higher finishes





# Somerville Street Steward Program





Elmhurst Street,  
Dorchester, MA 2016



Dimick Street,  
Somerville, MA 2017

Franklin Street,  
Allston, MA 2017



## Paint Day Block Party!





## Division Street Neighborway Art Alley Chelsea, MA



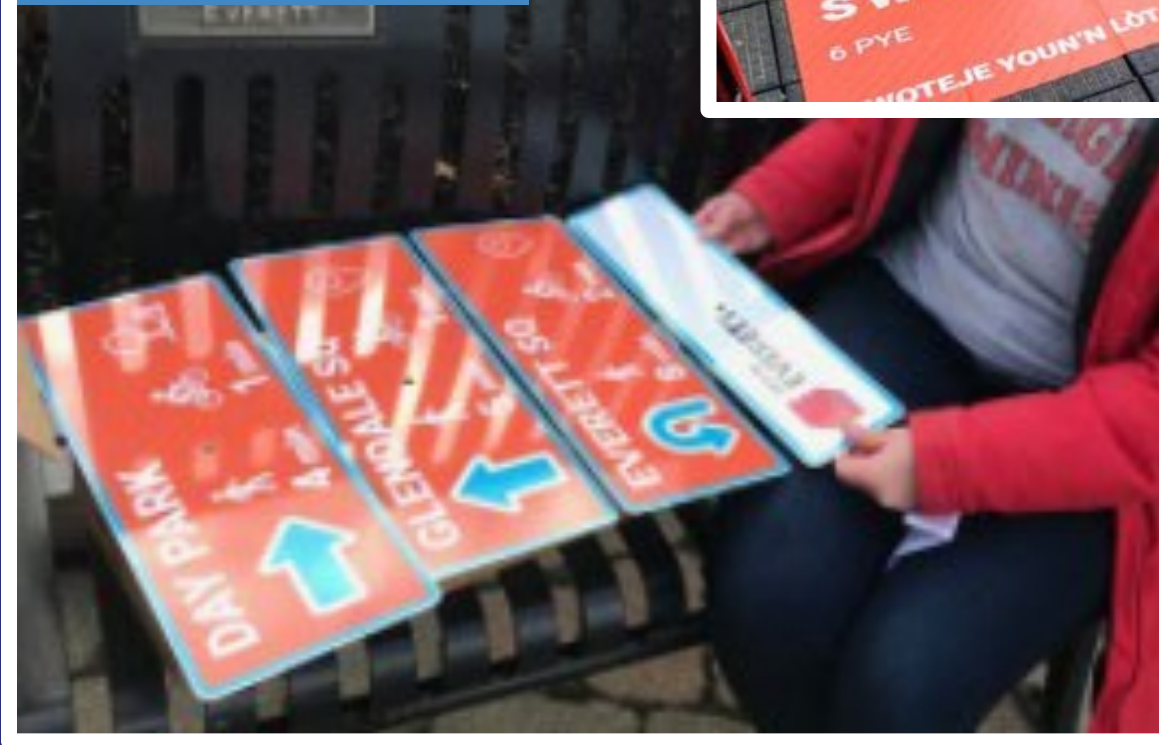


# Reimagine Broadway, Everett MA

## Features

- Bus Lanes
- Level Boarding Bus Stops
- Shared Streets
- Wayfinding Signs
- Glendale Square Parklet
- Beautification Way Art Alley

Multimodal Wayfinding Signs



Bus lane, level boarding, platform multilingual safe distance pavement marking.



# Reimagine Broadway, Everett MA

## Materials

- Flexible
- Adaptable
- Aesthetics



Shared Streets at Broadway  
Commercial District



Pop up parklet with DIY Self  
Watering Planters



# Reimagine Broadway, Everett, MA

## Lessons Learned

- Partnerships with community groups key
- Hire Local
- Patience with volunteers
- Rapid response: pilot as process
- Transparency: collect and share data
- Change is challenging
- What's the priority? Place vs Movement

Beautification Way Paint Day Volunteers



1 of 8 Hired Local Artists



Multilingual gateway sign



# Iterative Engagement

- Multilingual flyers and posters
- Feedback portals
- Social Media
- Incentives – contests and prizes
- Surveys
- Lemonade Socials
- Walk and bike audits
- Speed tests
- Paint Days
- Demos / Pilots
- Video!
- Online Meetings – meaningful engagement

Tabling at Fiesta Verano, 2019, Chelsea, MA



Lemonade Social in Curtis Park near Garfield Elementary, Revere, MA 2019



Walk audit on Buffum Street Salem, MA, 2020



# Thank You!

---

Contact:

Jessica Mortell

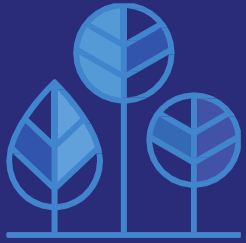
[Jessica@neighborways.com](mailto:Jessica@neighborways.com)

[www.neighborways.com](http://www.neighborways.com)

neighborwaysdesign







**PUBLIC  
REALM**



# Public Space Activation

**Civic Space Collaborative**







**Michelle Moon**  
Principal + Co -Founder  
Civic Space Collaborative

---

- Planning for open space
- Temporary art with a purpose
- Pop-up park + plaza





## Open Space Planning: Short + Long -Term

---

Fairmount Greenway  
Boston, MA



# Fairmount Greenway





# Case Study

## Fairmount Greenway Vacant Lots Priority Plan

- Boston, MA
- 2020-2021



Parcel Short List

## Project Partners

- Dorchester Bay EDC
- Codman Square NDC
- Southwest Boston CSC
- West of Washington Street Neighborhood Association
- Talbot Norfolk Triangle Neighborhood Association
- Edgewater Neighborhood Assoc.
- Rounding the Bases
- The Trust for Public Land,
- Solomon Foundation
- Boston Food Forest Coalition
- Boston Parks
- Department of Neighborhood Development
- City Councilors

### Nottingham Street Community Garden

SITE DETAILS	
ADDRESS	1 Nottingham St
NEIGHBORHOOD	Four Corners
SIZE	4,945 sq ft
SITE OWNER - CURRENT	City of Boston, DND
SITE OWNER - FUTURE	TBD
OPEN SPACE USE	Food Forest with community gathering space, seating, and spaces for art
PROJECT PARTNERS	<ul style="list-style-type: none"><li>• Rounding the Bases</li><li>• Fair Foods</li><li>• Mount Bowdoin Neighborhood Association</li><li>• Conservation Law Foundation</li></ul>
FUNDING	<ul style="list-style-type: none"><li>• CPA? Will apply 2021</li><li>• GRASSROOTS? Eligible</li></ul>
NOTES + NEXT STEPS	
<ul style="list-style-type: none"><li>• Continue to support Rounding the Bases to identify a site owner</li><li>• Support CPA application and/or DND proposal in Fall 2021</li></ul>	
<b>NEXT STEPS</b> <ul style="list-style-type: none"><li>Community Engagement + Outreach</li><li>Community Design Process for Site Design</li><li>Apply for CPA, Funding or DND Grassroots program</li></ul>	



Project Sheet for New Sites



## Process

### Technical analysis

- Desktop analysis
- Mapping vacant lots

### Outreach, engagement, and building project support

- Stakeholder meetings
- Community Project Team Meetings
- Community Surveys

### Advancing projects

- Project Development
- Site Sites
- Pop-up parks
- Applications for funding

### Create short list of parcels

- Identify alignment for new sites



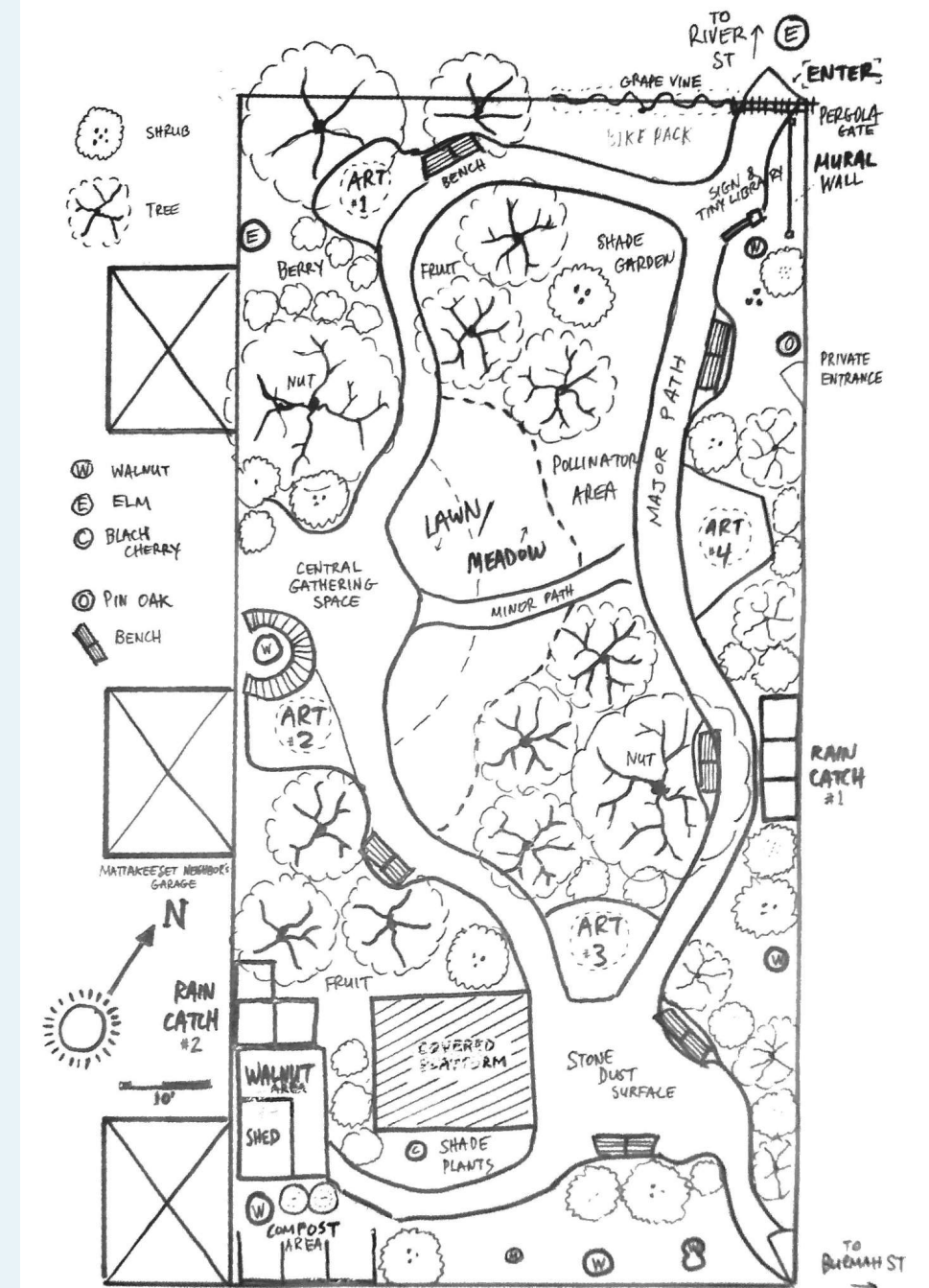
## Advancing Projects: Pops + Design



Pop-Up Park: Norwell Street, Dorchester



Pop-Up Park: 1 Nottingham St, Dorchester



Organizing-Design-Construction: 18 mo.





**Temporary art  
with a purpose**

---

East Boston, MA  
Worcester, MA



# Case Study

## Rising Emotions

- East Boston, MA
- Winter 2019-2020



## Seasonal Art Installation

Artist: Carolina Aragón

## Worcester Placemaking Survey + Art Installation

- Worcester, MA
- 2020
- Artists: Joshua Croke, Eamon Gillen, Pamela Stolz, and John Vo, and Ivy Orth. Ivy



## Temporary Art Installation

Artist: Eamon Gillen



## Worcester: Survey, Art and Storefront Activation

### PHASE 1



Eamon Gillen



Pamela Stolz

### PHASE 2



Eamon Gillen



Pamela Stolz



John Vo



Joshua Croke



John Vo



Joshua Croke

### PHASE 3



Eamon Gillen



Pamela Stolz



John Vo



Joshua Croke



# East Boston: Survey, Art and Visualizing Climate Change

Tell us your feelings about climate change in your neighborhood  
 Cuéntanos qué sientes acerca del cambio climático en tu barrio

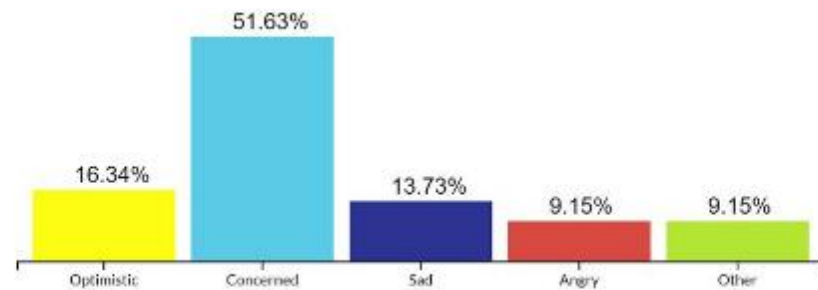
Write your thoughts

Veronica Charvillat 2019

You mostly feel  
 Te sientes mayormente

- CONCERNED
- OPTIMISTIC
- SAD
- ANGRY
- OTHER

Survey questions and color coded responses.



Survey responses summary. (December, 2019)



I am worried that the neighborhood will be wiped out We are just hurting the world and that is only going to effect us in the future

Climate change needs serious attention. But I believe programs like these could help in making a change Its sad to see this is happening

I'm frustrated that policy makers and politicians still don't recognize this as an urgent problem It's getting cold

is very disappointing and very disgusting I spend more time online I see many videos on climate change and how it is effecting us

This is very worrying since we live on an area in which is near to a sea land, and a flooding could destroy the whole city

I feel despair that so many people refuse to think about the consequences of their actions and how their inaction will harm the next generation

have been moved what I have seen in the past few months. I believe in climate change and we should take action I feel pretty terrified

It's going to bring regret to people and it will be to late It's saddening and people don't take it so serious bc humanity is being wiped out

I believe that there is not much action that people are taking ... It isn't their biggest priority I feel like climate change is getting worse

is weird because it was so warm I feel like it's ignored way to much when people should be talking about it

Everyone is littering everywhere and it changes the climate change. Also nobody is doing nothing about it which is very unfortunate and very sad

I hate climate change The corporations should also come forward. We can't just leave everything to the government or personal practice

It makes me worried since I've never moved in my life, and don't know where I am going to end up in the future

I don't really know about climate change but I know it's bad I just hope it won't be too late before we start taking actions





## **Pop-up Park + Plazas**

Gove Street Crossing on the East Boston Greenway  
East Boston, MA



# Case Study

---

## Grove Street Crossing

- East Boston, MA
- 2019



Pop-up Plaza

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



Seasonal Installation



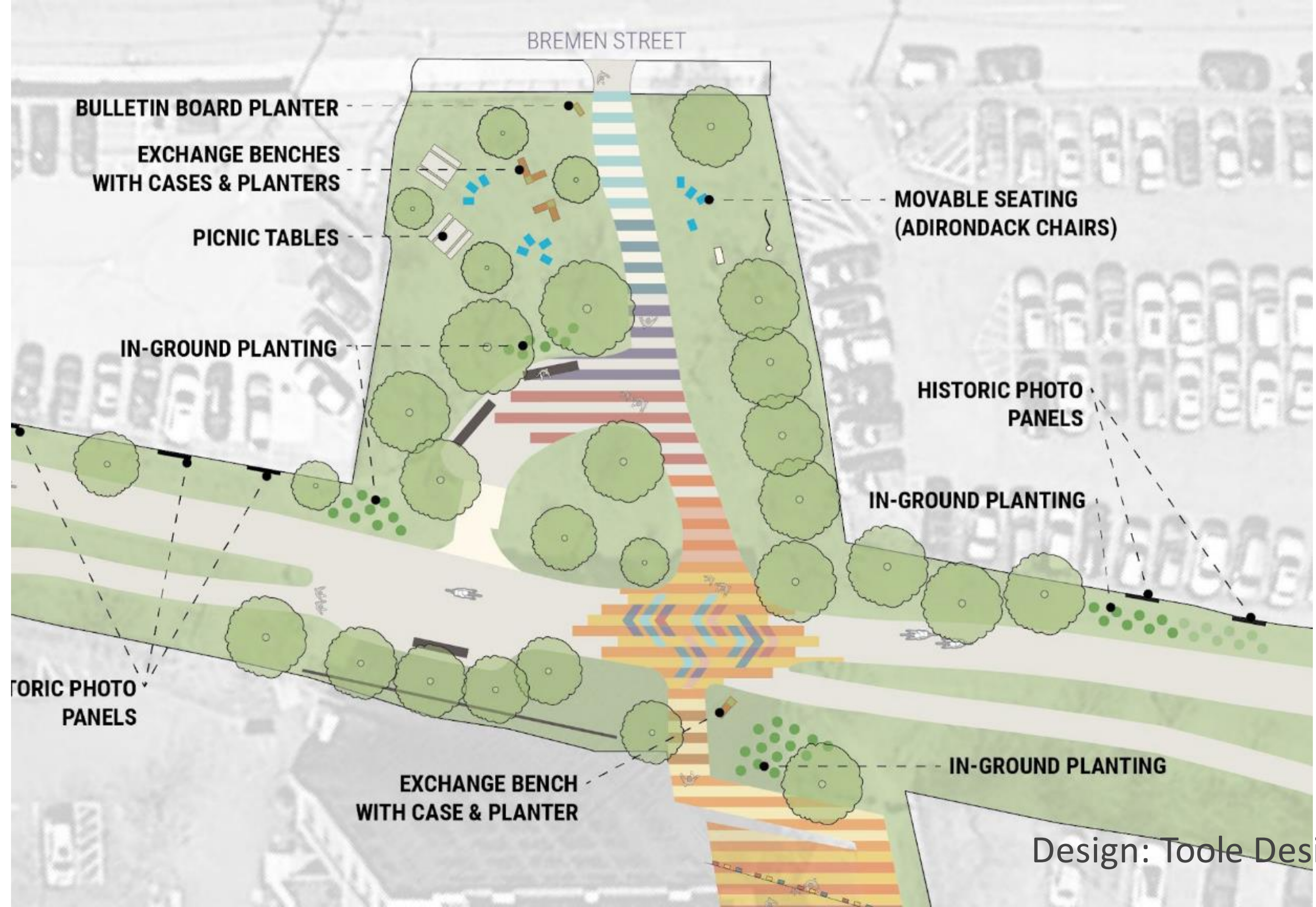
Gove Street Crossing Design  
Toole Design

**Seasonal**

**One Week  
Pop-up**

East Boston Greenway (EBG)

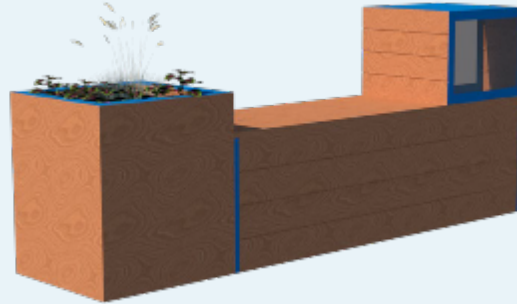




Design: Toole Design



# 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**

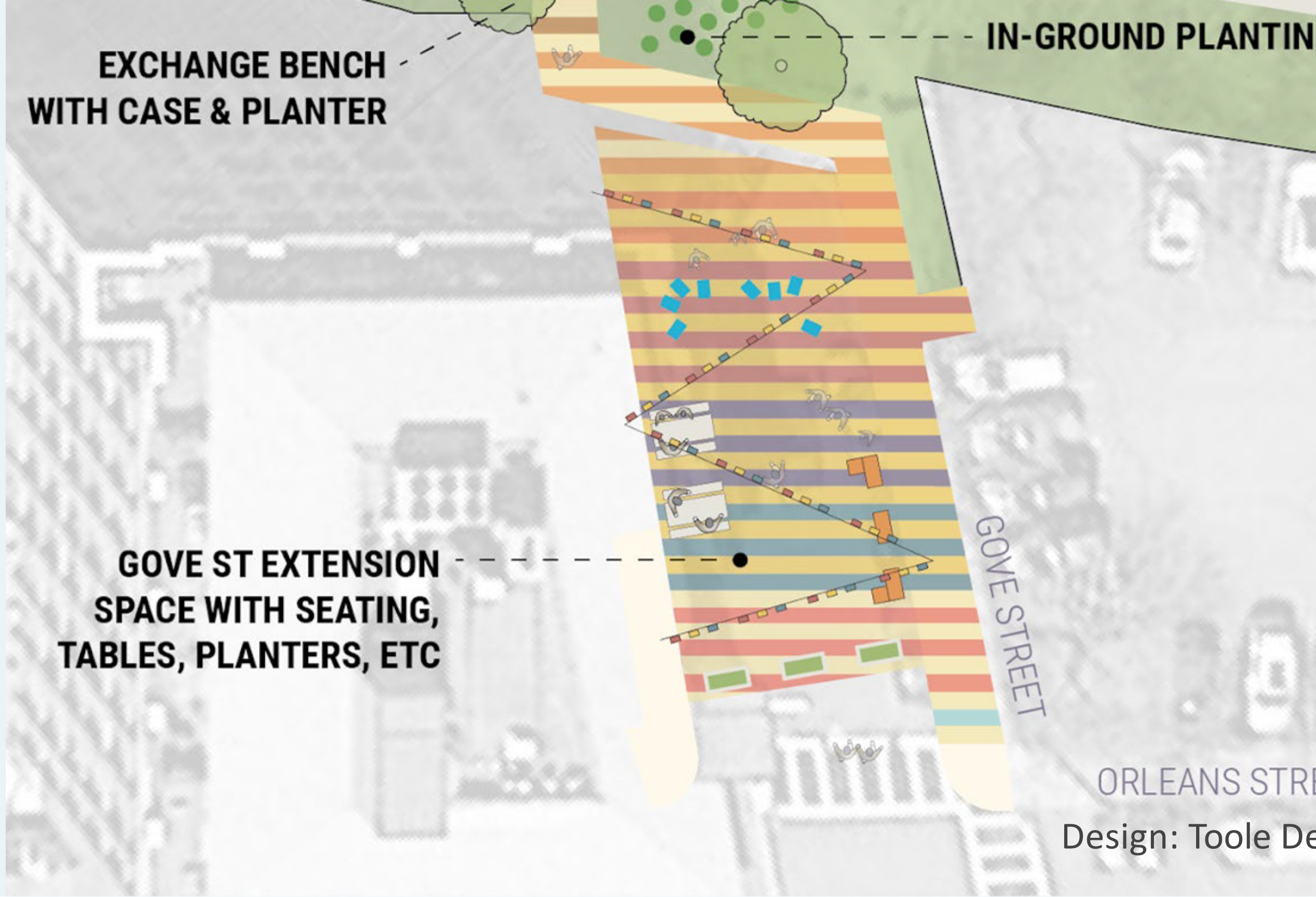
**IN-GROUND PLANTING**

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

GOVE STREET

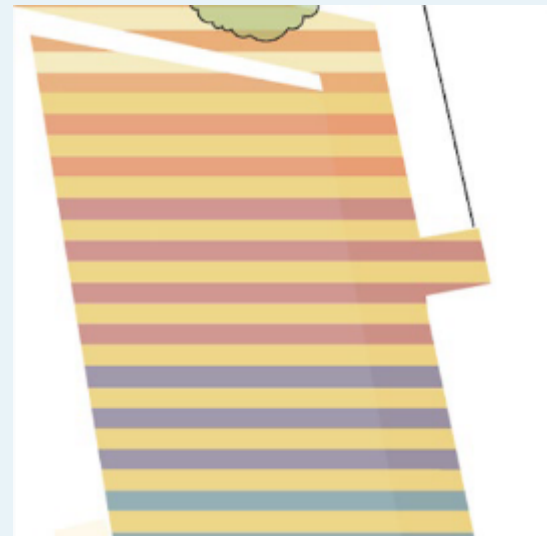
ORLEANS STREET

Design: Toole Design





# What's going to be there?



Welcome  
To Gove Street  
Pop-up



## Budget

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

<b>SOFT COSTS</b>	<b>Cost</b>	<b>In-Kind</b>	<b>Funding Source</b>
Programming at the pop-up <ul style="list-style-type: none"> <li>• Musicians (\$1,200 / \$400 each)</li> <li>• Children’s event and piñata party (\$700)</li> </ul>	\$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
Volunteer time		120 hours	n/a
<b>TOTAL</b>	<b>\$14,100</b>	<b>670 hours</b>	



# Recommendations

---

1. You don't need a ton of money

---

2. Create pop - ups art with a purpose

---

3. Host active + passive programs

---

4. Have fun while you're planning

---





# Thank You!

---

Michelle Moon

[michelle@civicspacecollaborative.org](mailto:michelle@civicspacecollaborative.org)

<https://civicspacecollaborative.org/>





# The Corner Spot

---

- “The Best Little Spot in Town”
- Ashland, Massachusetts





# The Corner Spot

- \$59,000



## Identify

- **Where:** Vacant town owned lot between downtown and MBTA.
- **Who:** Business group, residents, Town
- Inspiration

## Develop your plan

- Funding & in-kind support
- Demolition of abandoned property.
- Passive public space & small business incubator.

## Implement

- Grading, tables, chairs, landscaping, swings, retail shed
- Planning: Scheduling weekly rentals of the shed by businesses.

## Iterate & Expand

- Residents bringing artwork, equipment etc.
- Weekly events series organized by area businesses and groups.





# Namazing Eagle Street Initiative

---

- North Adams, Massachusetts





# NAmazing Eagle Street Initiative

- \$53,000

## Identify

- **Where:** Street, entryway, façade & signage, alley.
- **Who:** Namazing, residents, businesses.
- **Inspiration:** Parklets, Newbury Street

## Implement

- Elements built, designed and manufactured locally.
- Local artists and businesses continue to contribute.

## Develop Your Plan

- Sense of place, branding.
- Sticking points
- Incorporate local artists.

## Iterate & Expand

- Host community events
- New artwork
- Expansion onto other streets
- Winter





# Tipton Alley

---

- Tipton, Indiana





# Tipton Alley

- \$42,500

## Identify

- **Where:** Dangerous, central location.
- **Who:** Startup Main Street, EDC, local arts groups & businesses.

## Implement

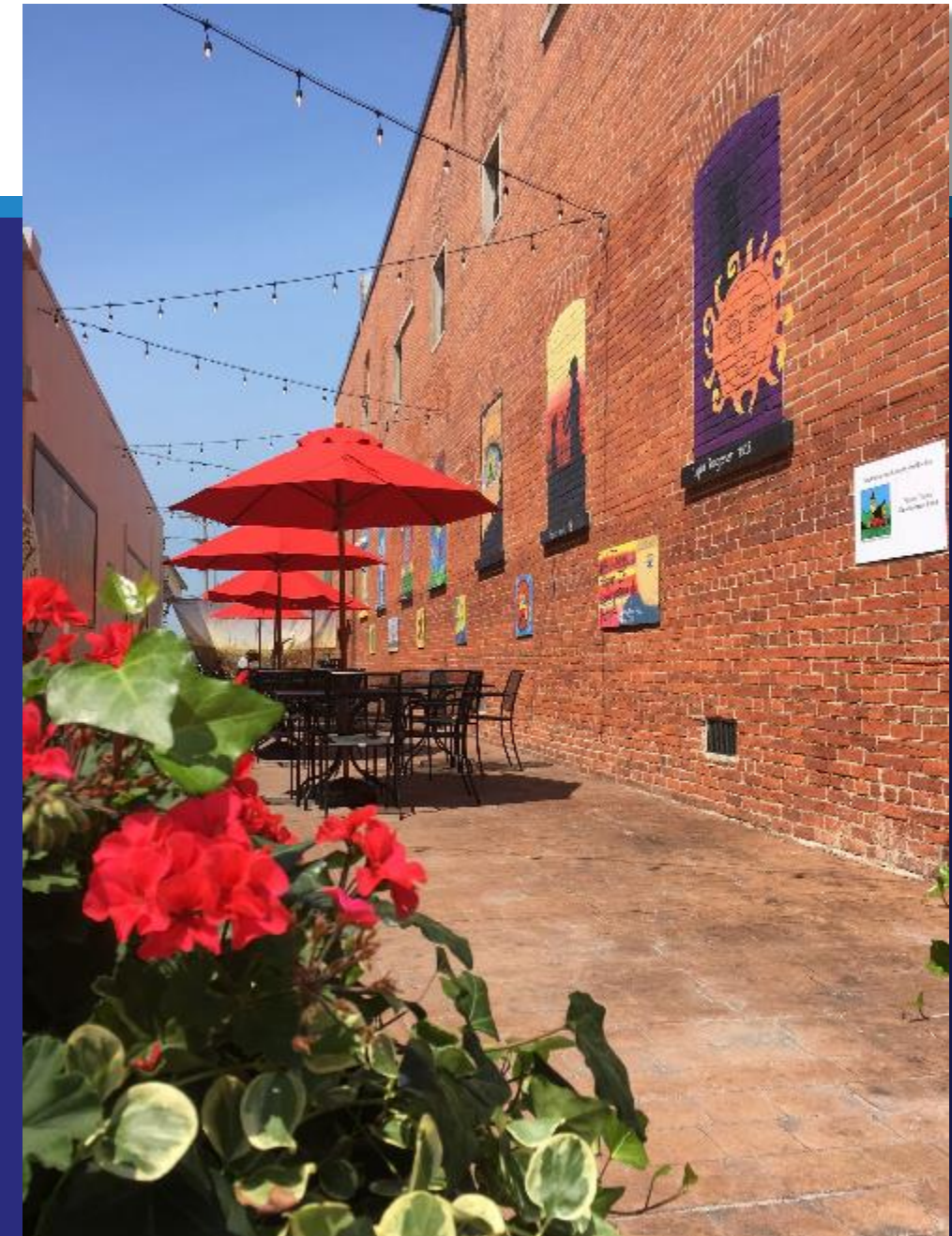
- Work with local arts organizations, fabricators and designers.

## Develop Your Plan

- Converting this redundant alley into a hub for the Main Street and a place for the new Main Street organization to grow from.

## Iterate & Expand

- Farm to fork dinner, live music, events and passive recreation.
- Committee formed to maintain and organize events after





# Thank You!

---



[Jonathan@patronicity.com](mailto:Jonathan@patronicity.com)

neighborwaysdesign

[jessica@neighborways.com](mailto:jessica@neighborways.com)



[michelle@civicspacecollaborative.org](mailto:michelle@civicspacecollaborative.org)

