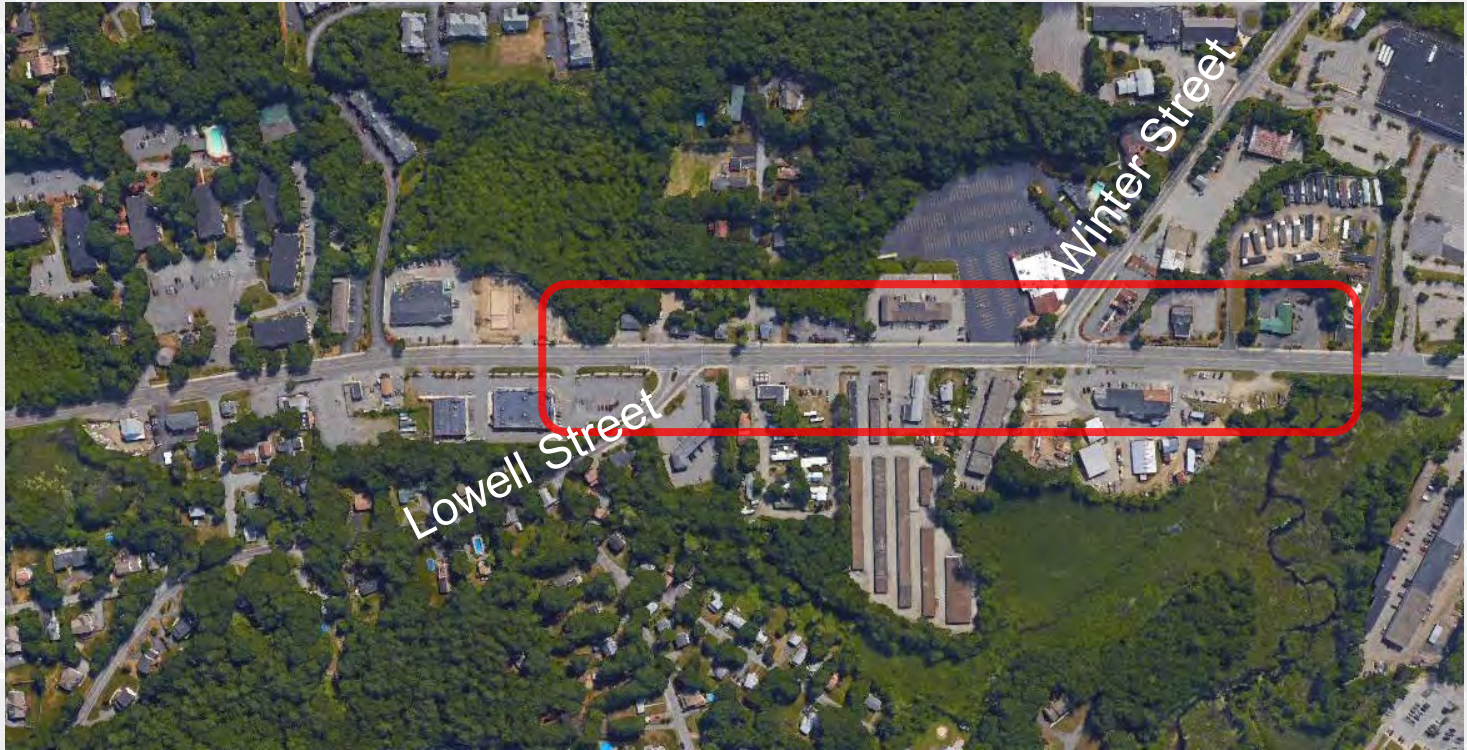


MAIN STREET North Reading

Public Workshop

October 15, 2015





MAIN STREET North Reading

Public Workshop

October 15, 2015

Introduction

- Site Context
- Goals
- Process

Streetscape and Landscape Character

Baseline Recommendations

Alternative Options

Next Steps

Discussion

This project has been funded by the Massachusetts Department of Community Development Downtown Initiative and has been prepared for the Town of North Reading.

Overview

- The Town of North Reading is conducting a planning initiative to envision significant streetscape improvements along portions of the Main Street Corridor
- The recommendations will focus on the how the corridor can be more attractive and more balanced as a place for vehicles, pedestrians, bicyclists, and create a better setting for businesses and new development
- The project has been funded through a grant from the Massachusetts Downtown Initiative, a program of the Department of Housing and Community Development (DHCD)

Planning Goals

- Undertake improvements to benefit all users of the area
- Obtain input from residents and key stakeholders about a Main Street vision
- Support the growth of a central commercial district
- Focus on pedestrian and bicycle activity
- Address the needs of for crosswalks
- Support the development of a lively mixed use corridor



Process

- Evaluation of existing condition
- Preparation of design choices
- Community meeting/charrette
- Report and recommendations

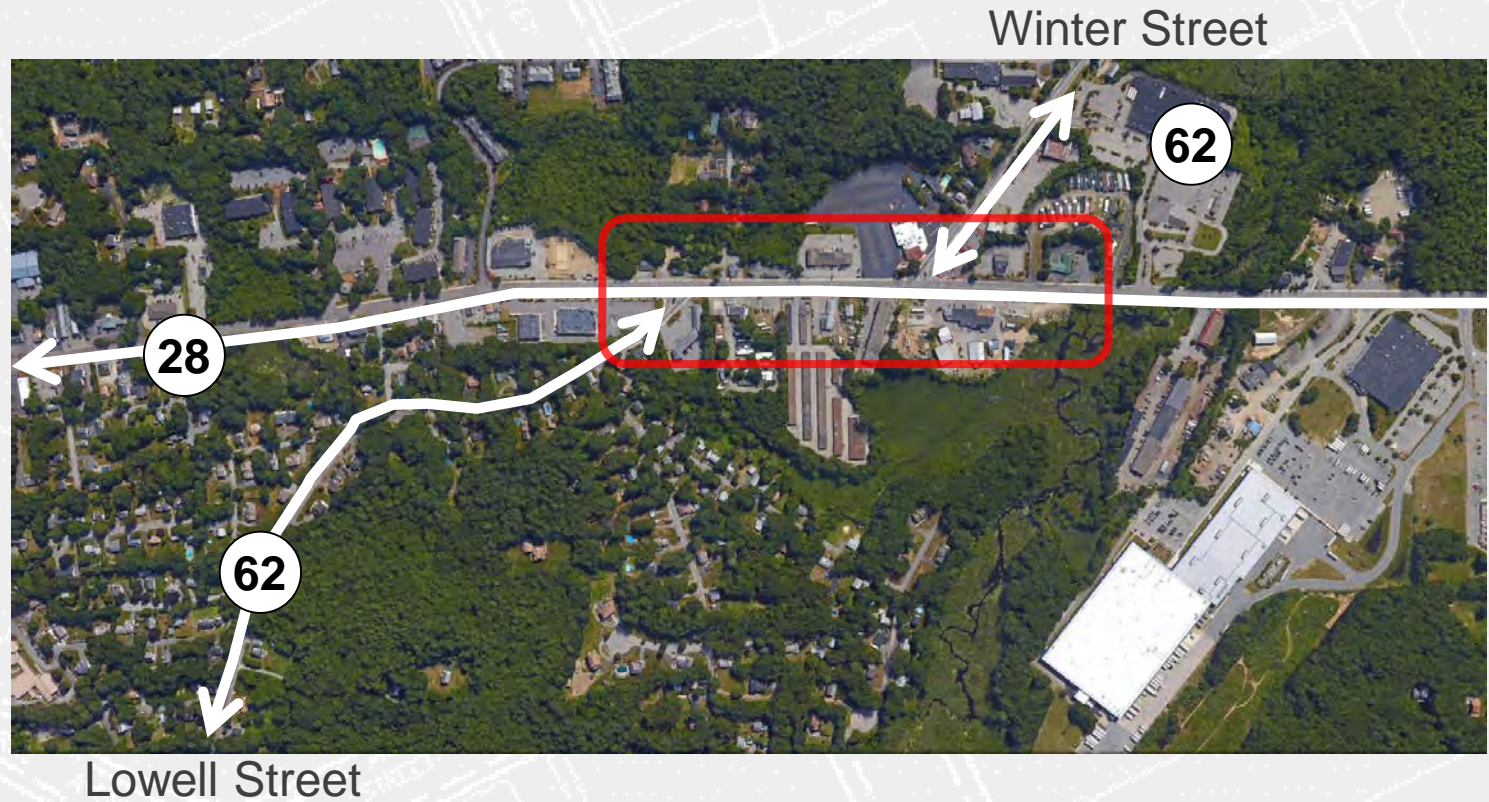


Previous Planning Efforts

- 1996 - A **Revitalization Study** was completed. The study focused on improving aesthetics and resulted in design standards codified into the Town's Site Plan Review regulations.
- 2004 – The **Town Master Plan** identified Route 28 as an important focus for economic development.



Complete Street Planning Area



Street redesign



This process will envision streetscape and landscape improvements of Main Street to strengthen visual, pedestrian, and bicycling connections along the corridor, and support the uses and districts in this part of the Town.

Connections



1/2 -Mile corridor: From Plymouth Street to Rapers Brook

Walking: 10-15 minutes

Bicycling: 3 minutes

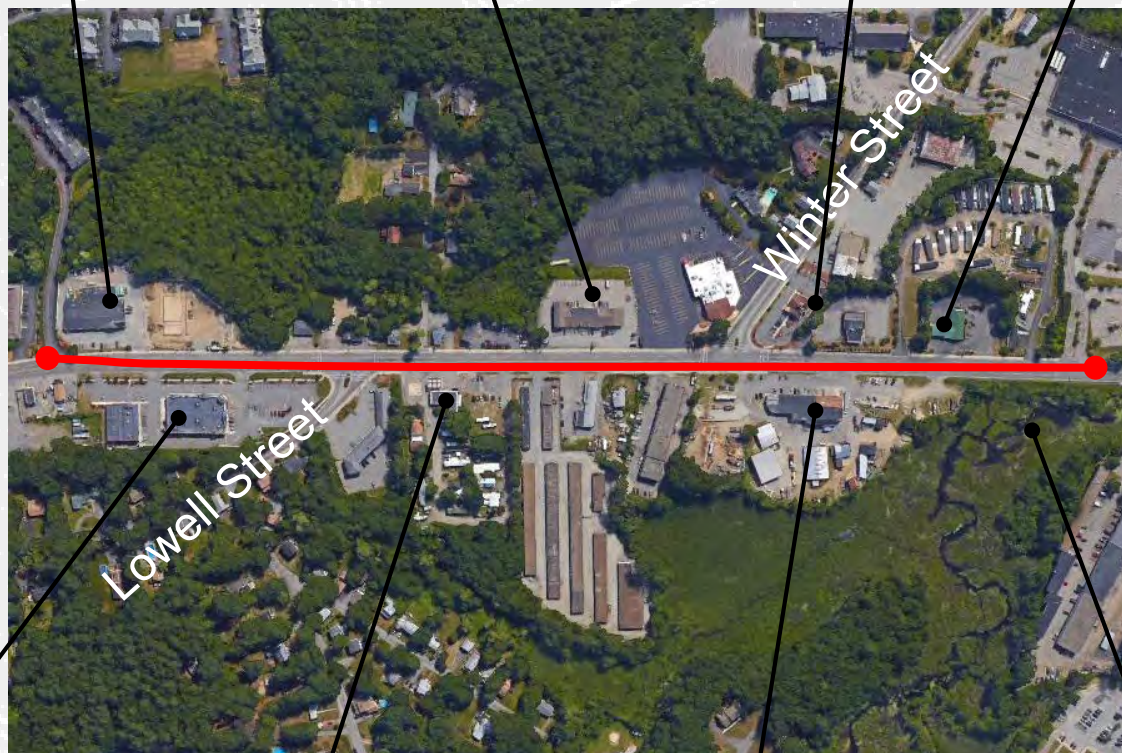
Project Area

**Commercial and
automobile uses**

**Retail, dining, and
automobile uses**

Dining

Car Wash



**Pharmacy and
liquor store**

**Automobile
commercial uses**

**Commercial and
light industrial**

**Rapers Brook
nature area**



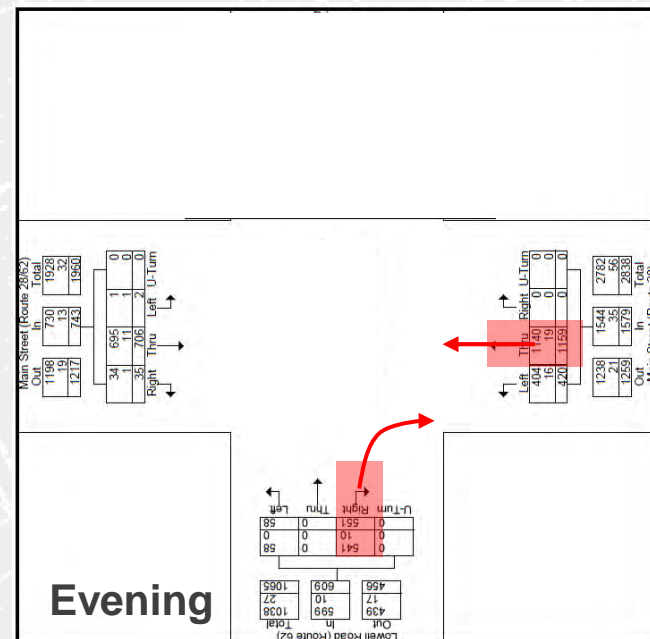
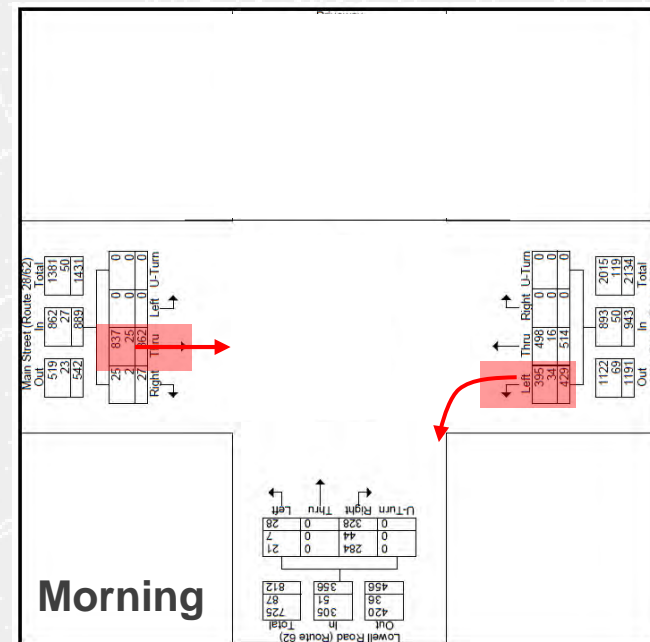
Existing Conditions

Traffic Evaluation: Lowell Street

- **Morning:** Busy southbound thru traffic and left turns onto Lowell Street.
- **Evening:** Busy northbound thru traffic and right turns from Lowell Street.



Peak Hour Data Provided By Precision Data Industries, LLC

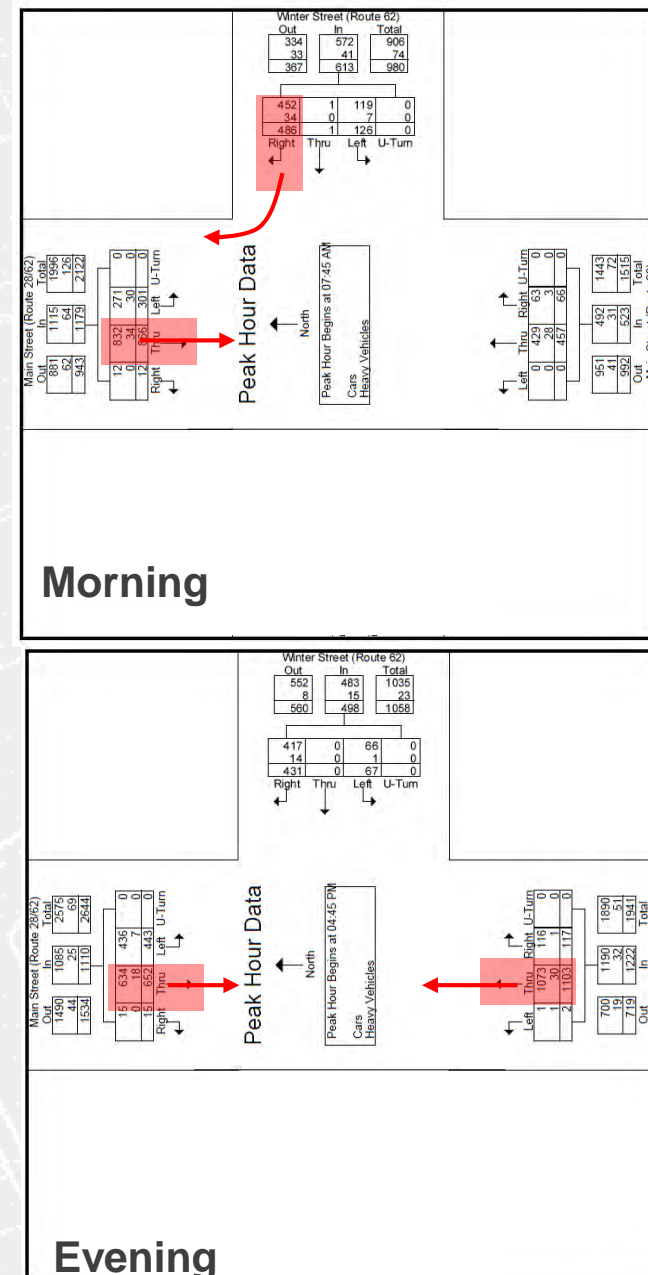


Traffic Evaluation: Winter Street

- **Morning:** Busy southbound thru traffic and right turns from Winter Street.
- **Evening:** Busy northbound and southbound thru traffic.



Peak Hour Data Provided By Precision Data Industries, LLC



EXISTING CONDITIONS

Parking Lots



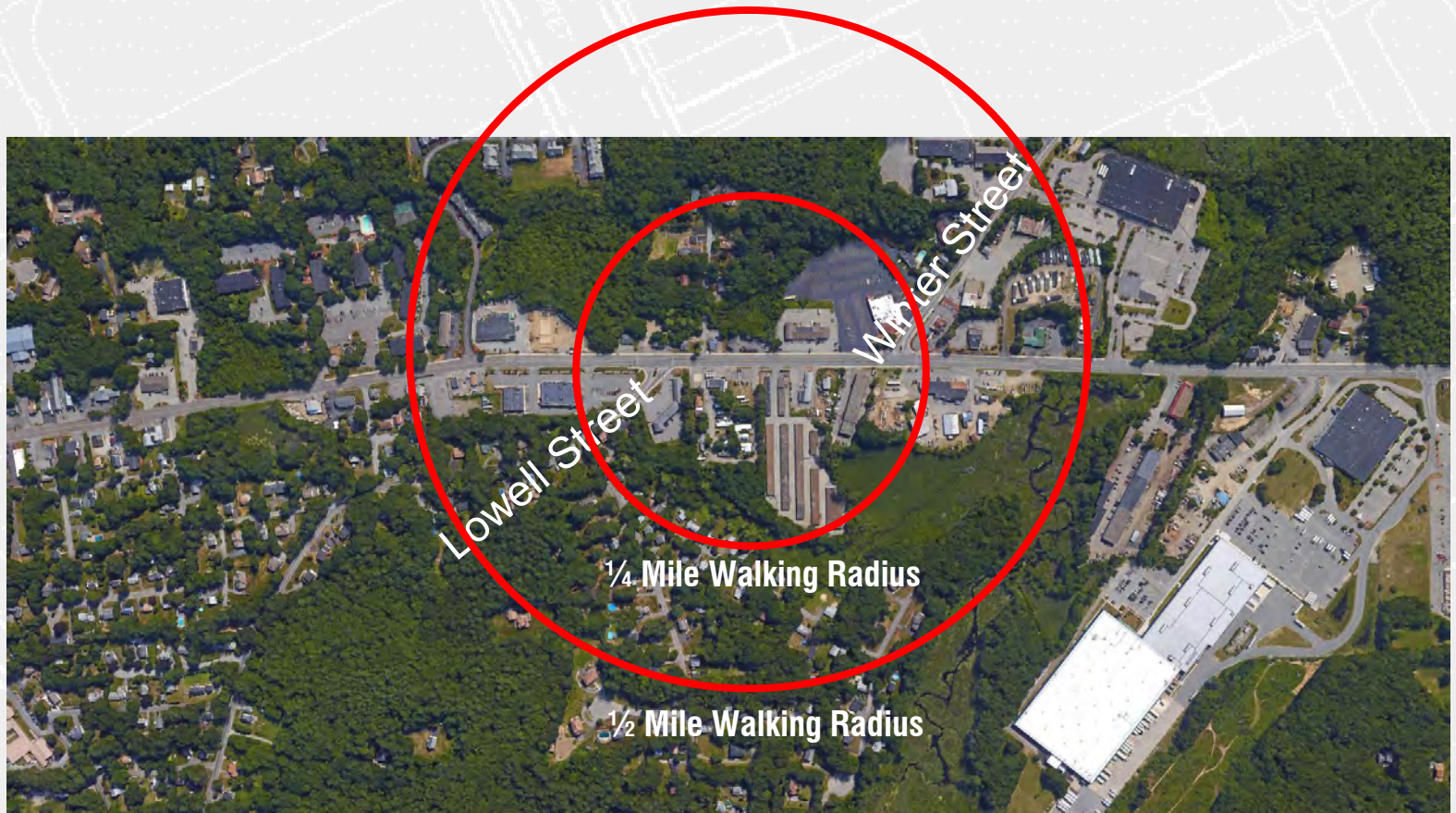
EXISTING CONDITIONS

Access Management



EXISTING CONDITIONS

Walking Distance



EXISTING CONDITIONS

Common Problems: Streetlights



EXISTING CONDITIONS

Common Problems: Overhead Wires



EXISTING CONDITIONS

Common Problems: Unattractive Sidewalks



EXISTING CONDITIONS

Incomplete Sidewalks and Limited Crosswalks



EXISTING CONDITIONS

Limited Landscaping and Poor Edge Conditions



EXISTING CONDITIONS

Limited Landscaping and Poor Edge Conditions



EXISTING CONDITIONS

Opportunities: Landscaping



Opportunities: Signage





Goals

Streetscape Goals

- Strengthen pedestrian and bicycling infrastructure and safety along Main Street.
- Create an attractive and welcoming walking and bicycling environment to encourage greater interaction between businesses along Main Street.



Process

- Understand the basic conditions of the streetscape elements
- Use community input to understand key issues and opportunities
- Provide a concept plan laying out improvements, and conveying the design character
- Provide documentation of the vision to support subsequent grants and funding requests







Baseline Improvements

Concepts for Baseline Improvements



Legend

-  Pedestrian-scaled street lighting
-  Curb cuts
-  Street trees
-  Open space

Concepts for Baseline Improvements

- Traffic Calming
- Street Lighting
- Bike Circulation
- Bike Parking
- Street Trees
- Brook Green Spaces

Streetscape Character: Bike Parking

Coordinate the placement of bike racks with local businesses along Main Street.



Streetscape Character: Landscape



Elm



Linden



Maple



Cherry

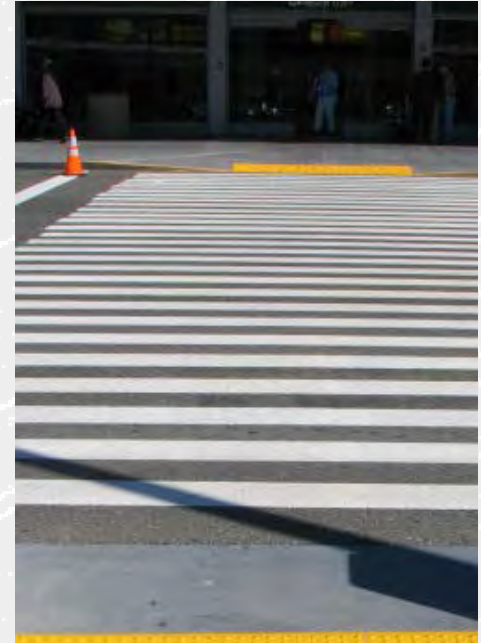
An aerial photograph of a residential neighborhood is shown on the left side of the page. The rest of the page features a light gray background with a white street grid overlay. The grid lines are thin and white, forming a pattern of rectangles that represent city blocks. The text 'Element Choices' is printed in a bold, black, sans-serif font, centered horizontally and positioned in the middle of the page. The text is large and clear, standing out against the light background.

Element Choices

Streetscape Character: Paving or Markings



Sidewalks

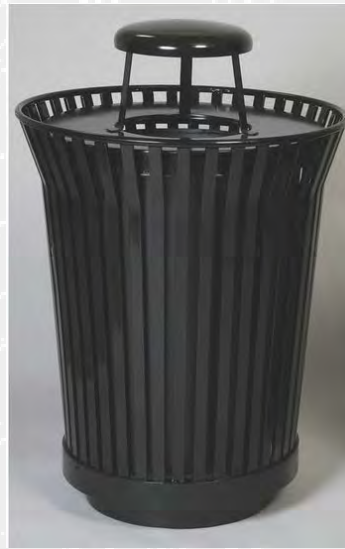


Crosswalks

Streetscape Character: Street Furniture



Bike Racks



Trash / Recycling



Benches

ELEMENT CHOICES

Streetscape Character: Public Art



ELEMENT CHOICES

Landscape Character: Open Spaces / Plazas



ELEMENT CHOICES

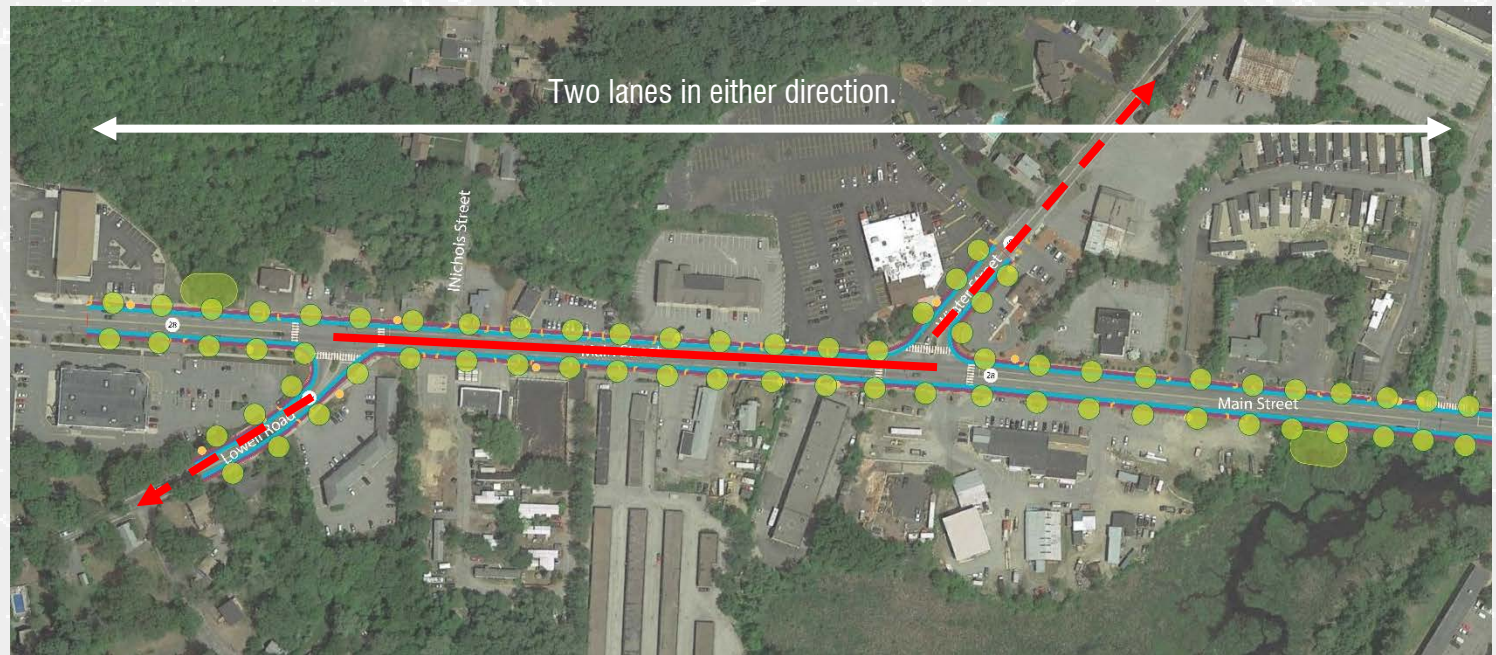
Sustainable Landscapes and Stormwater Management





Option 1: Complete Corridor

Option 1: Complete Corridor



Legend

- Bike lanes
- Sidewalks
- Curb cuts
- Street trees
- Street lighting
- Open space

Consistent and unified streetscape for the corridor and two major connecting corridors. Excellent sidewalks and bike lanes on both sides. Seasonal plantings and banners can be added at landscaping marking arrival points.

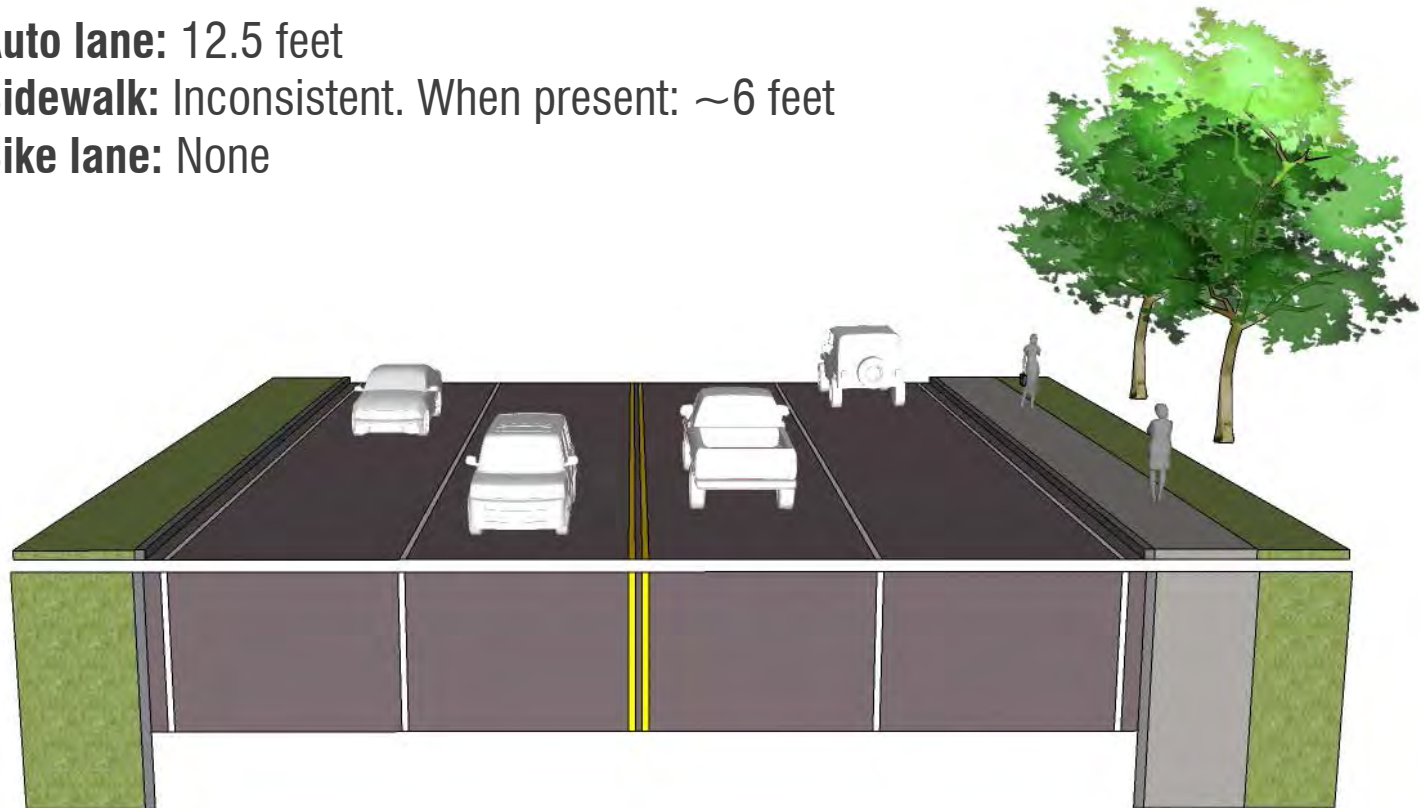
OPTION 1

Main Street Existing Conditions

Auto lane: 12.5 feet

Sidewalk: Inconsistent. When present: ~6 feet

Bike lane: None



50' Curb-to-Curb

67' Right-of-Way

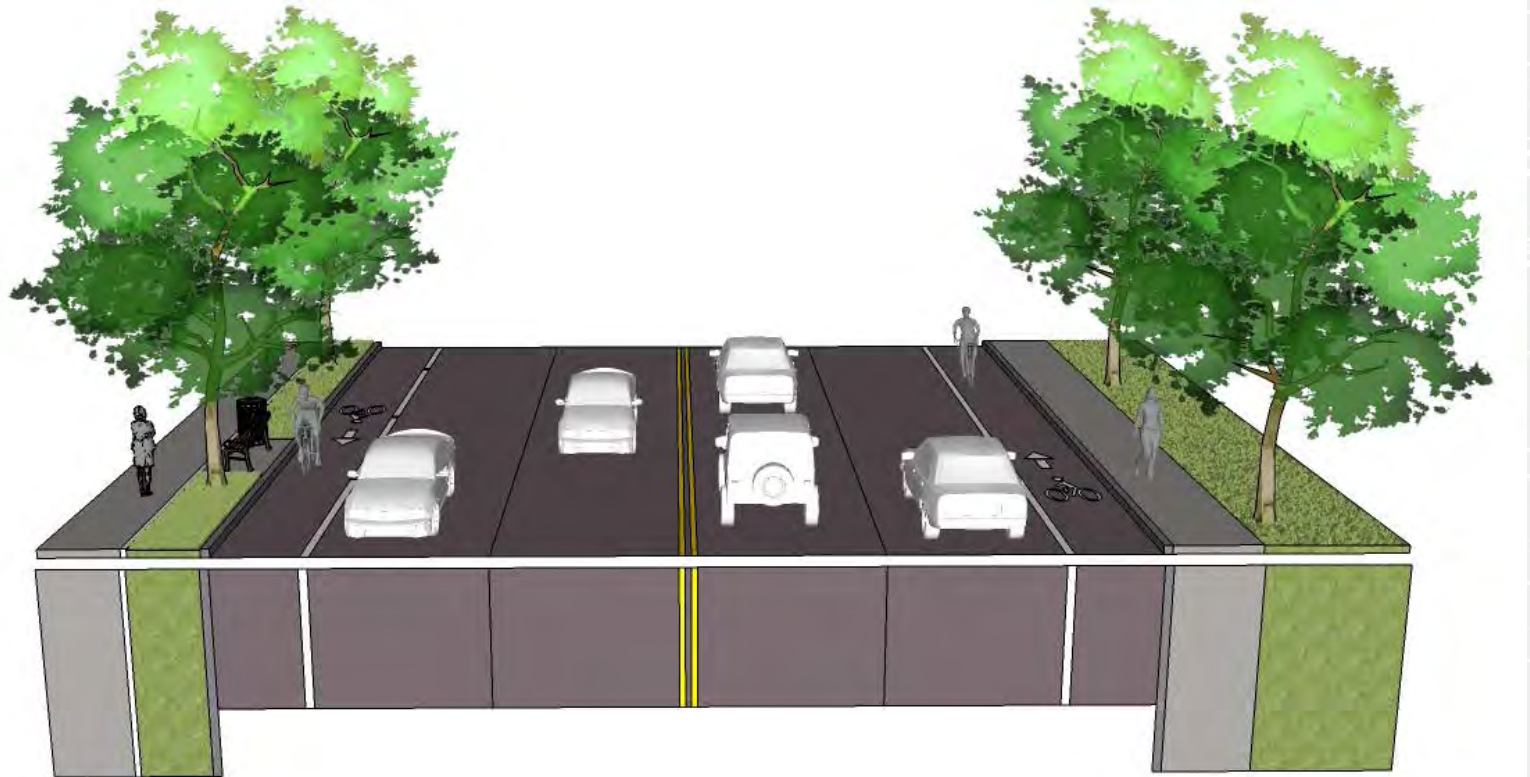
OPTION 1

Street Cross Section: Option 1

Auto lane: 11 feet

Sidewalk: 6 feet

Bike lane: 5 feet



50' Curb-to-Curb

67' Right-of-Way

OPTION 1

Streetscape Character: Marked Zones



Bike Only Lanes

OPTION 1

Streetscape Character: Consistent Landscaping



Consistently-placed street trees

OPTION 1

Streetscape Character: Consistent Landscaping





Option 2: Paired Gateways

Concept: Paired Gateways



Legend

- Bike lanes
- Sidewalks
- T Curb cuts
- Street trees
- Street lighting
- Open space

Rotaries mark gateways to commercial heart.
Connector landscape has regularly spaced trees.
Town scale streets radiate from rotaries with more dynamic tree spacing. On-street parking could be added to the “town scale streets.”

OPTION 2

Street Cross Section: Option 2

Auto lane: 11 feet

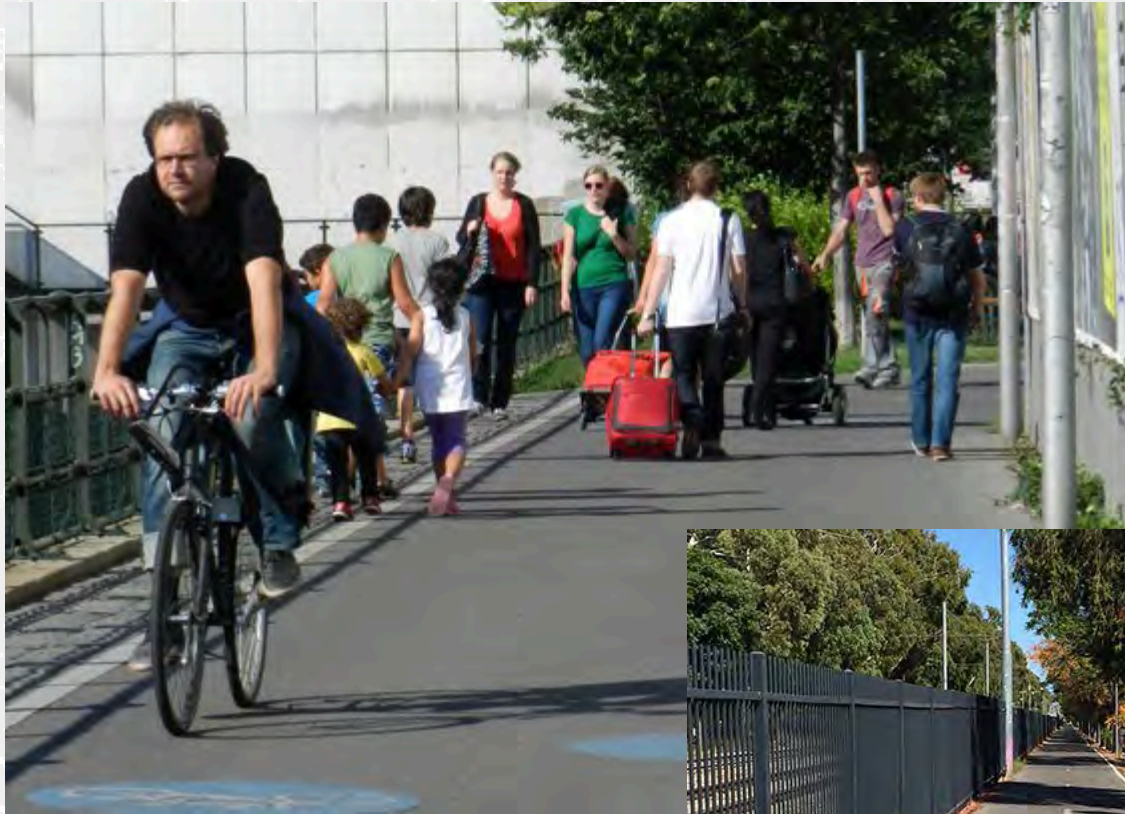
Sidewalk: 6 feet

Shared path: 12 feet



OPTION 2

Streetscape Character: Shared Path



*Shared path for pedestrians
and bicyclists*



Streetscape Character: Rotary



Rotary with dedicated shared path for pedestrians and bicyclists.

Rotary Precedent in Keene, NH

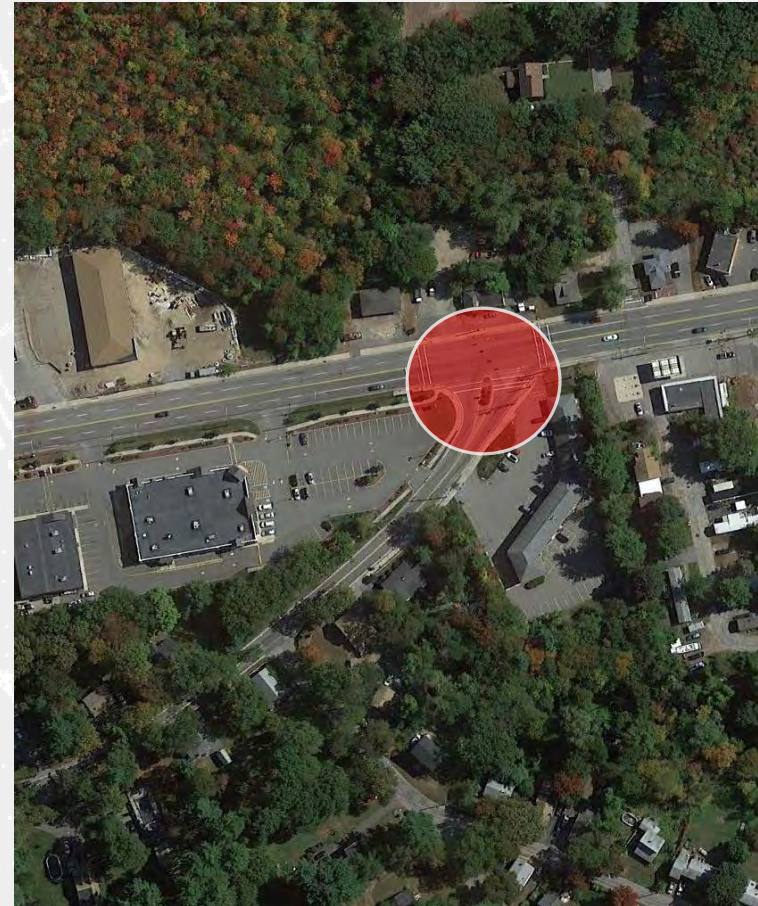


Existing Conditions

Potential Rotaries



Main and Winter Street



Main and Lowell Street

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