

SEPTEMBER 15, 2011

BRIGHTON

GUEST STREET AREA PLANNING STUDY
ADVISORY GROUP WORKING SESSION #2:
SCENARIOS/ CRITERIA & ECONOMIC IMPACT

GLC DEVELOPMENT RESOURCES

S A S A K I

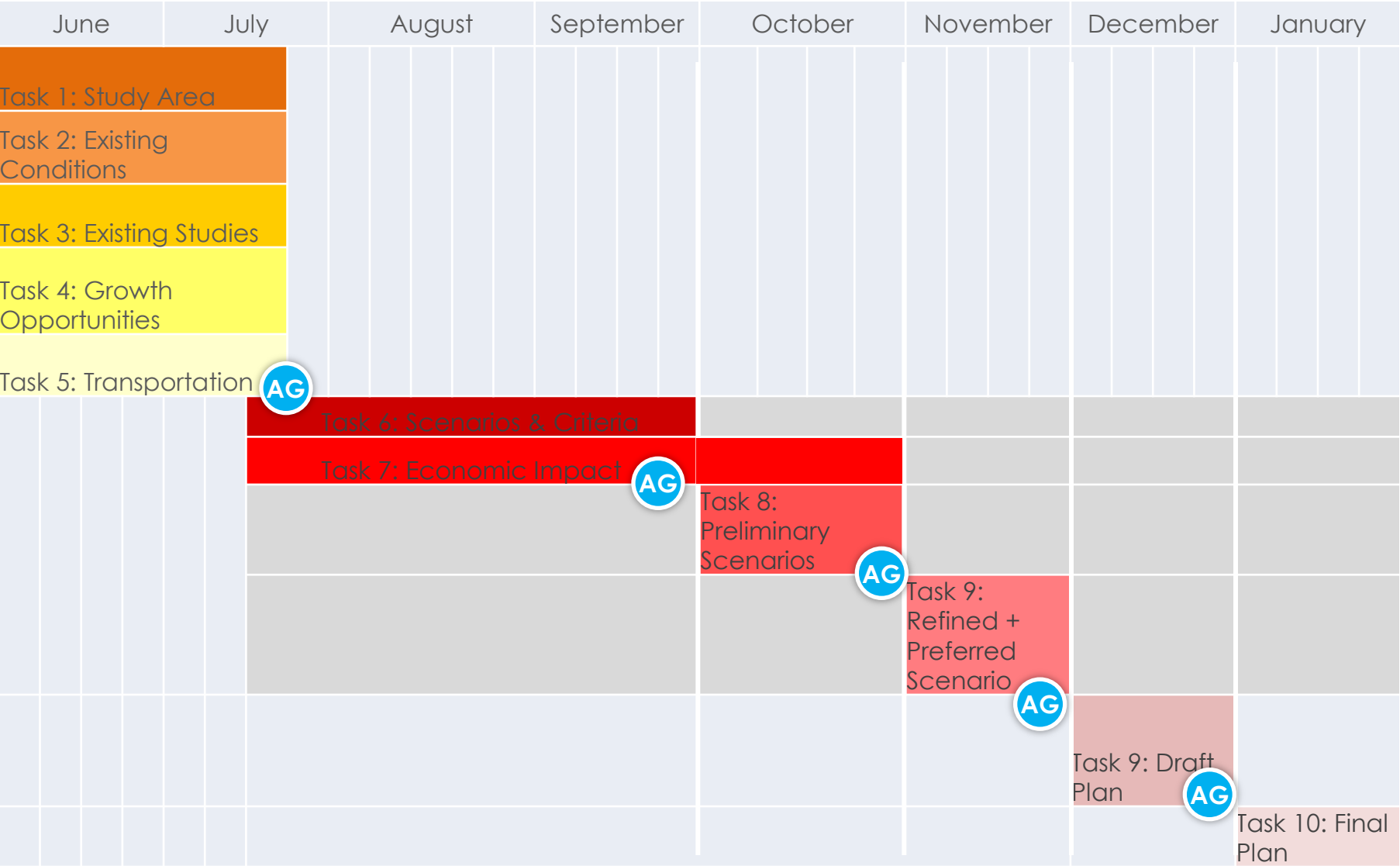


Boston Redevelopment Authority
www.bostonredevelopmentauthority.org

SCHEDULE & SCOPE OF WORK

Advisory Group Working Sessions

 = Advisory Group Working Sessions



SCOPE OF WORK

Advisory Group Working Sessions

JULY 25	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
Tasks 1-5 <ul style="list-style-type: none"> • Study area • Existing conditions • Existing studies • Growth opportunities • Transportation 	Tasks 6-7 <ul style="list-style-type: none"> • Initial Criteria • Framework • Scenarios 	Task 8 <p>Preliminary Scenarios</p> <p>*potential echo meeting</p>	Task 9 <p>Refined + Preferred Scenarios</p> <p>*potential echo meeting</p>	Task 9 <p>Draft Plan</p> <p>*potential echo meeting</p>	Task 10 <p>Final plan</p>

A faint, light blue map of the Brighton area serves as the background for the slide. It shows the coastline, major roads, and various landmarks like Boston College and Chestnut Hill.

SEPTEMBER AG MEETING AGENDA

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GUEST STREET AREA PLANNING STUDY

- Project Objectives/Principles
 - Evaluation Criteria
 - Economic Framework
 - Development Thresholds
 - Initial Scenario Concepts
-

PROJECT OBJECTIVES

- Create a vision and framework for next 20 years
- Determine development level that's sustainable and economically feasible
- Create balanced transportation options
- Identify opportunities for development, open space, and amenities
- Improve connectivity within study area and beyond
- Capitalize on future opportunities as area businesses expand

SUMMARY OF OPPORTUNITIES

- Respect history and build on assets
- Position area in greater economic context
- Reconnect with comprehensive mobility
- Use development potential to create value
- Enhance area by creating a civic destination

PLANNING AND DESIGN PRINCIPLES

- Create a vibrant district
- Create strong connections
- Promote mobility options
- Create pedestrian friendly streets
- Establish a connected open space system
- Develop buildings that respect the street, civic realm & the environment

INITIAL EVALUATION CRITERIA

- Is it walkable, livable and engaging?
- Does it connect neighborhoods?
- Are the mobility options balanced?
- Are the streets pedestrian friendly?
- Is the open space system connected?
- Do the buildings respect the street, civic realm & the environment?

ECONOMIC PROSPECTS

Attributes of Study Area

- Large industrial parcels
- Visibility along Turnpike, North Beacon & Market streets
- Accessibility via Turnpike & Soldiers Field Road
- Existing business anchors: WGBH and New Balance
- Local retail--Stop & Shop

ECONOMIC PROSPECTS

Limitations of Study Area

- Semi-industrial character
- Lack of strong identity
- Lack of urban amenities
- Existing street patterns and parcelization
- Distance from public transit
- Low rents of real estate market

ECONOMIC PROSPECTS

Evaluation of Potential Uses

- First class Office or R&D: Unlikely unless relationship with WGBH or New Balance
- In-fill Office: Unlikely unless conversion of existing industrial buildings
- Retail: Good potential
- Residential: Likely
- Industrial: Not likely
- Hospitality: Likely
- Specialized Uses/Entertainment: Possible

ECONOMIC CONCLUSIONS

- Improved access and character through addition of open-space amenity, new street pattern and transit will improve the likelihood of successful redevelopment.
- Development for users related to existing anchors provides the only likely office/R&D potential and can serve as catalyst for other redevelopment.
- New open space and street layouts have different impacts and benefits on properties and will require careful planning to resolve.

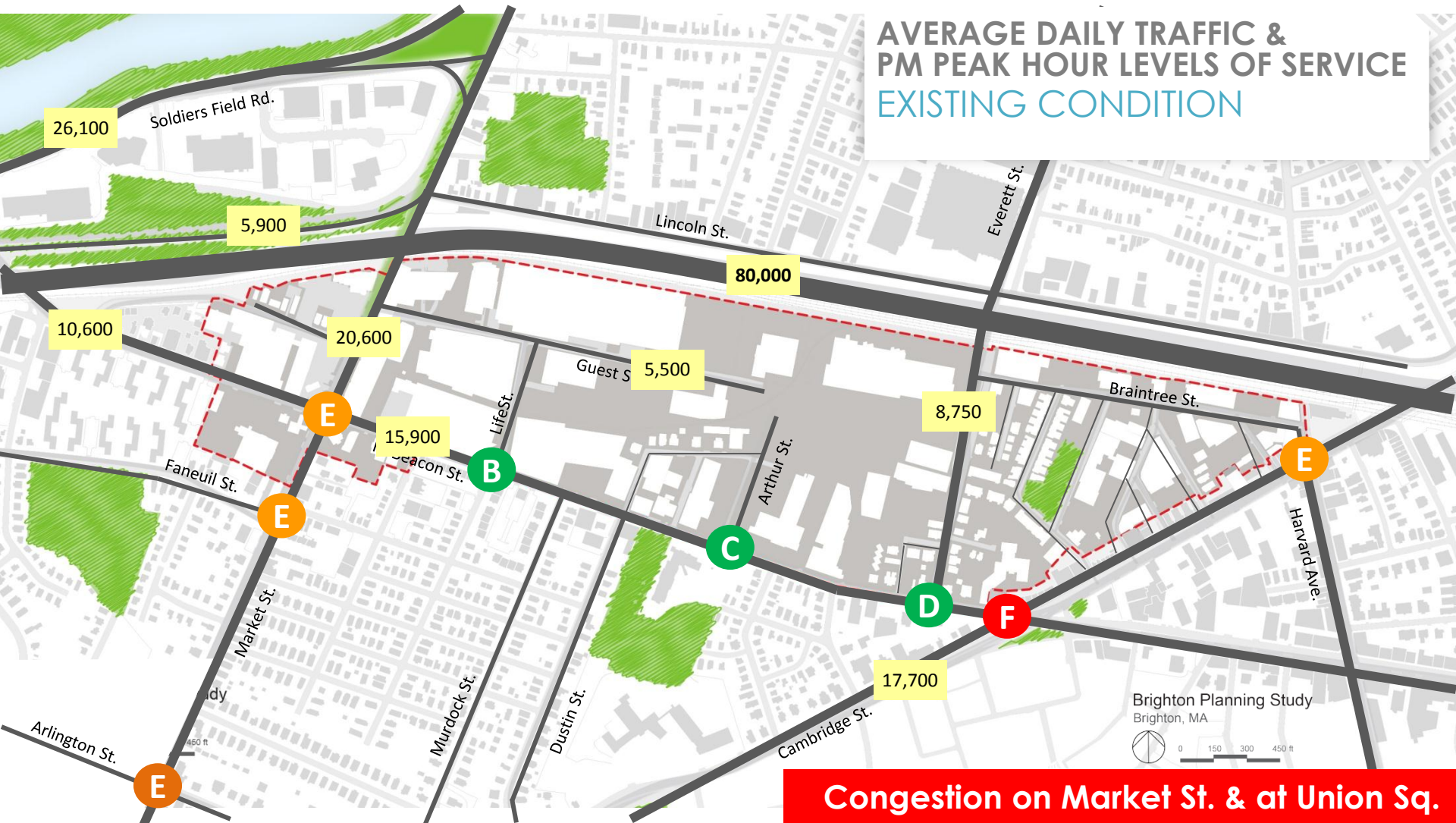


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GUEST STREET AREA PLANNING STUDY

TRANSPORTATION IMPACTS

AVERAGE DAILY TRAFFIC & PM PEAK HOUR LEVELS OF SERVICE EXISTING CONDITION



Congestion on Market St. & at Union Sq.

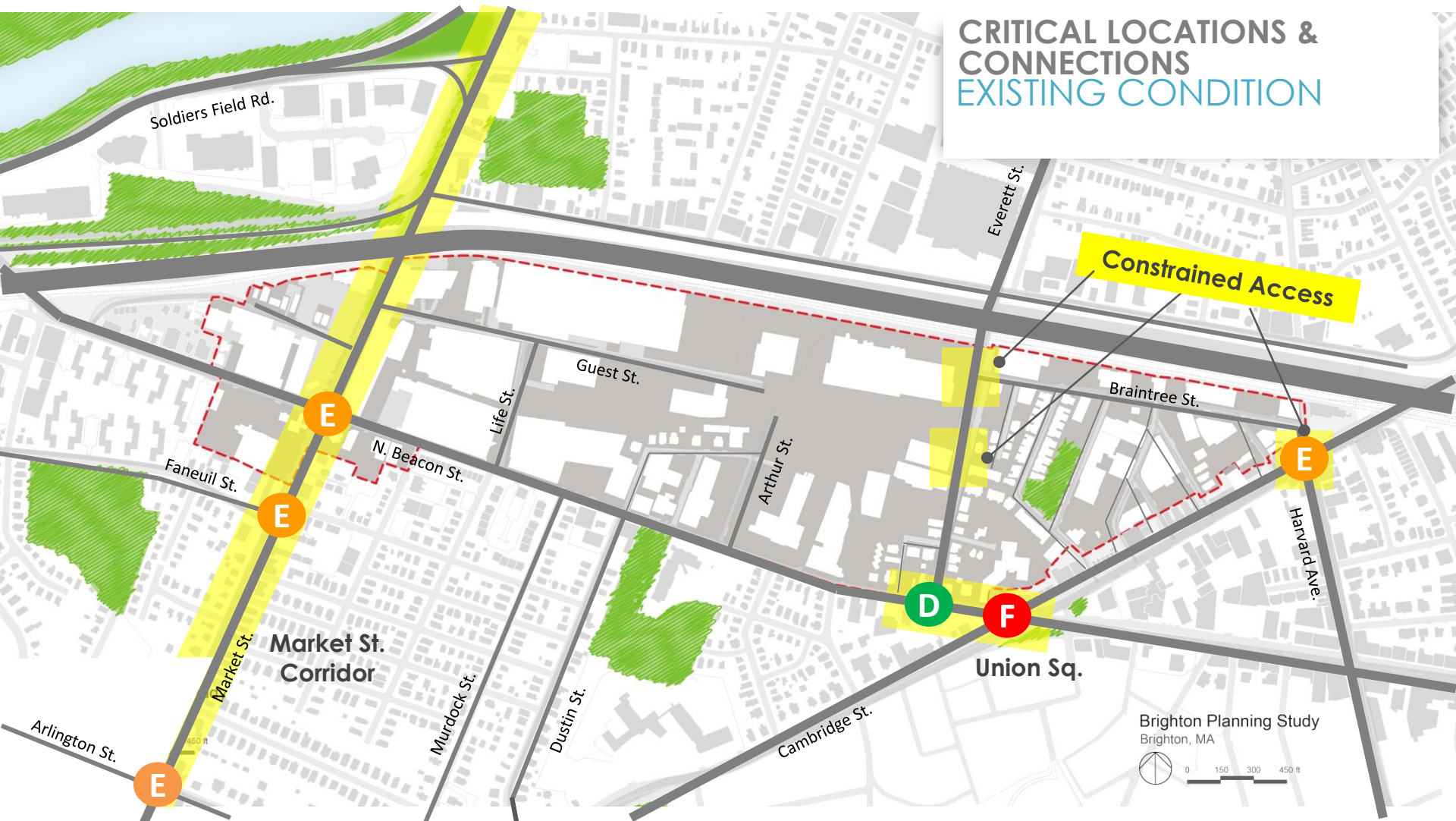
Level of Service

- A** Very low delay
- B** Good progression
- C** Fair progression
- D** Many vehicles stop

- E** Limit of acceptable delay
- F** Oversaturation; poor progression

Average Daily Traffic

CRITICAL LOCATIONS & CONNECTIONS EXISTING CONDITION



Level of Service

- A** Very low delay
- B** Good progression
- C** Fair progression
- D** Many vehicles stop

- E** Limit of acceptable delay
- F** Oversaturation; poor progression

Market St. and Cambridge St. gateways are congested

How much more traffic can the area handle? What is the ceiling for new development?

- Can we tolerate more traffic? – up to 10%?
- Mitigate new traffic generation through TDM, TOD (mixed use) and transit service
- Improve connections and increase capacity

Modal Split

Auto % Trips 70%

Vineland

Residential		304 DUs
Retail		-
Restaurant		-
Office		12 kgsf
R&D		-
Industrial		-
Lodging		-
Institutional		-

Guest St. West

Residential		-
Retail		269 kgsf
Restaurant		-
Office		269 kgsf
R&D		-
Industrial		-
Lodging		-
Institutional		-

Guest St. East

Residential		-
Retail		-
Restaurant		-
Office		-
R&D		-
Industrial		-
Lodging		-
Institutional		-

CAPACITY TRANSPORTATION MODEL

Rugg

Residential		-
Retail		-
Restaurant		-
Office		-
R&D		-
Industrial		-
Lodging		-
Institutional		-

Legend

- PM peak-hour Study-area generated trips
- Inner Circle: Existing intersection volume
- Future ICU %
- Outer Ring: Additional Study-area trips
- Existing Volume (Existing ICU %)
- Existing ICU
- Future ICU
- ICU = Intersection capacity utilization

Arthur

Residential		-
Retail		-
Restaurant		-
Office		-
R&D		-
Industrial		-
Lodging		-
Institutional		-

Sinclair

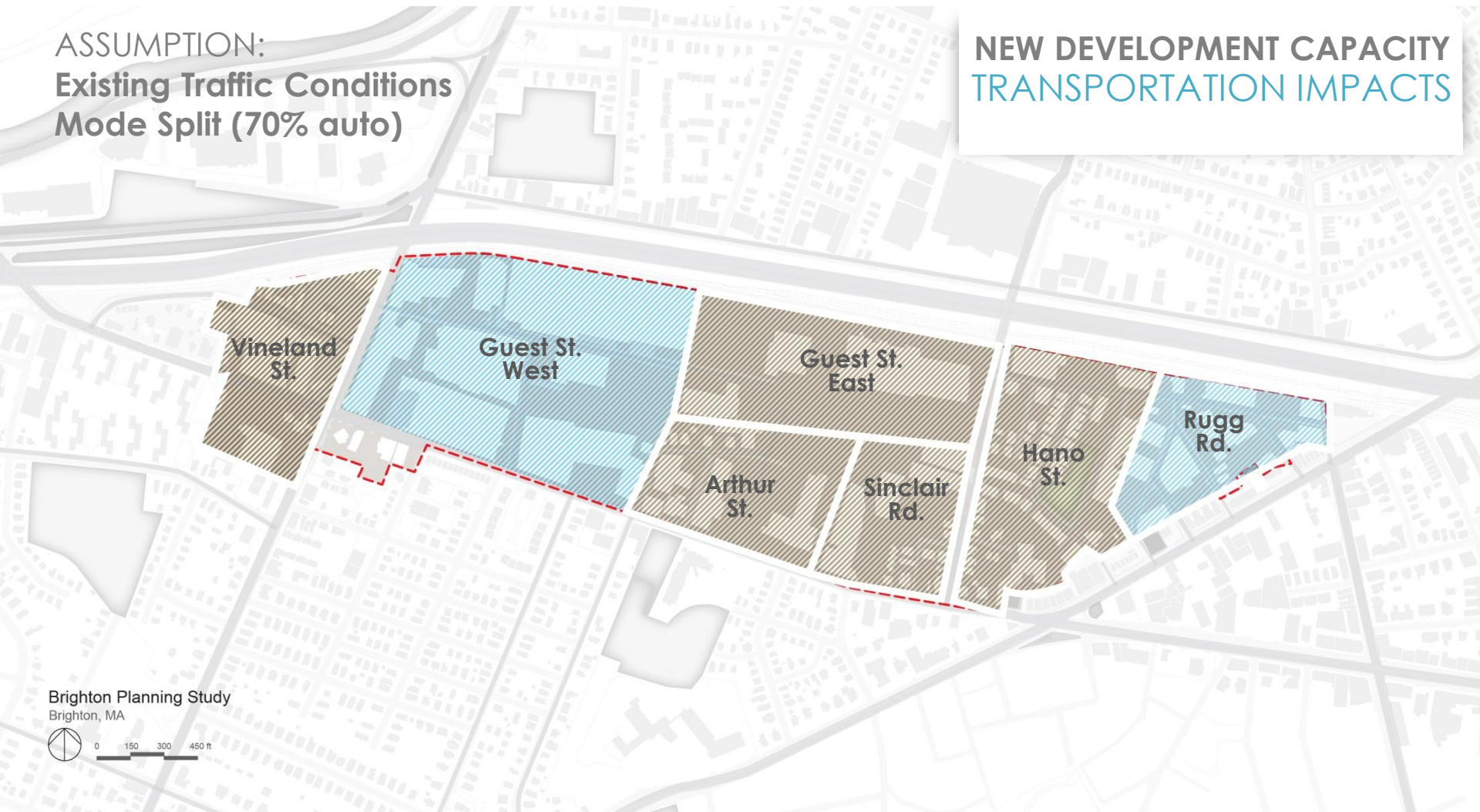
Residential		-
Retail		-
Restaurant		-
Office		-
R&D		-
Industrial		-
Lodging		-
Institutional		-

Hano St.

Residential		-
Retail		-
Restaurant		70 kgsf
Office		-
R&D		-
Industrial		175 kgsf
Lodging		-
Institutional		-

ASSUMPTION:
Existing Traffic Conditions
Mode Split (70% auto)

NEW DEVELOPMENT CAPACITY TRANSPORTATION IMPACTS

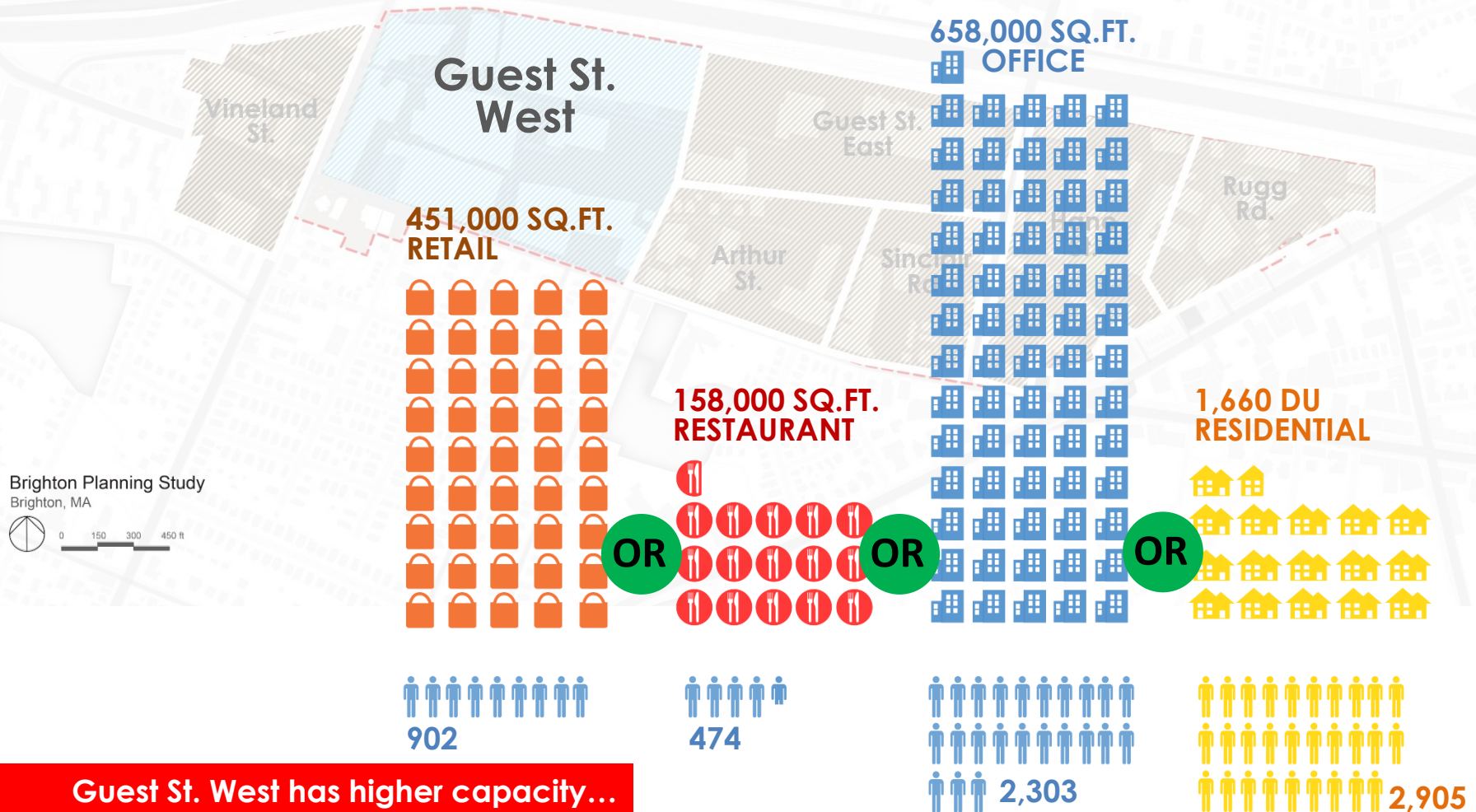


Zones have different development capacities

ASSUMPTION: Existing Traffic Conditions and Mode Split (70% auto)

NEW DEVELOPMENT CAPACITY TRANSPORTATION IMPACTS

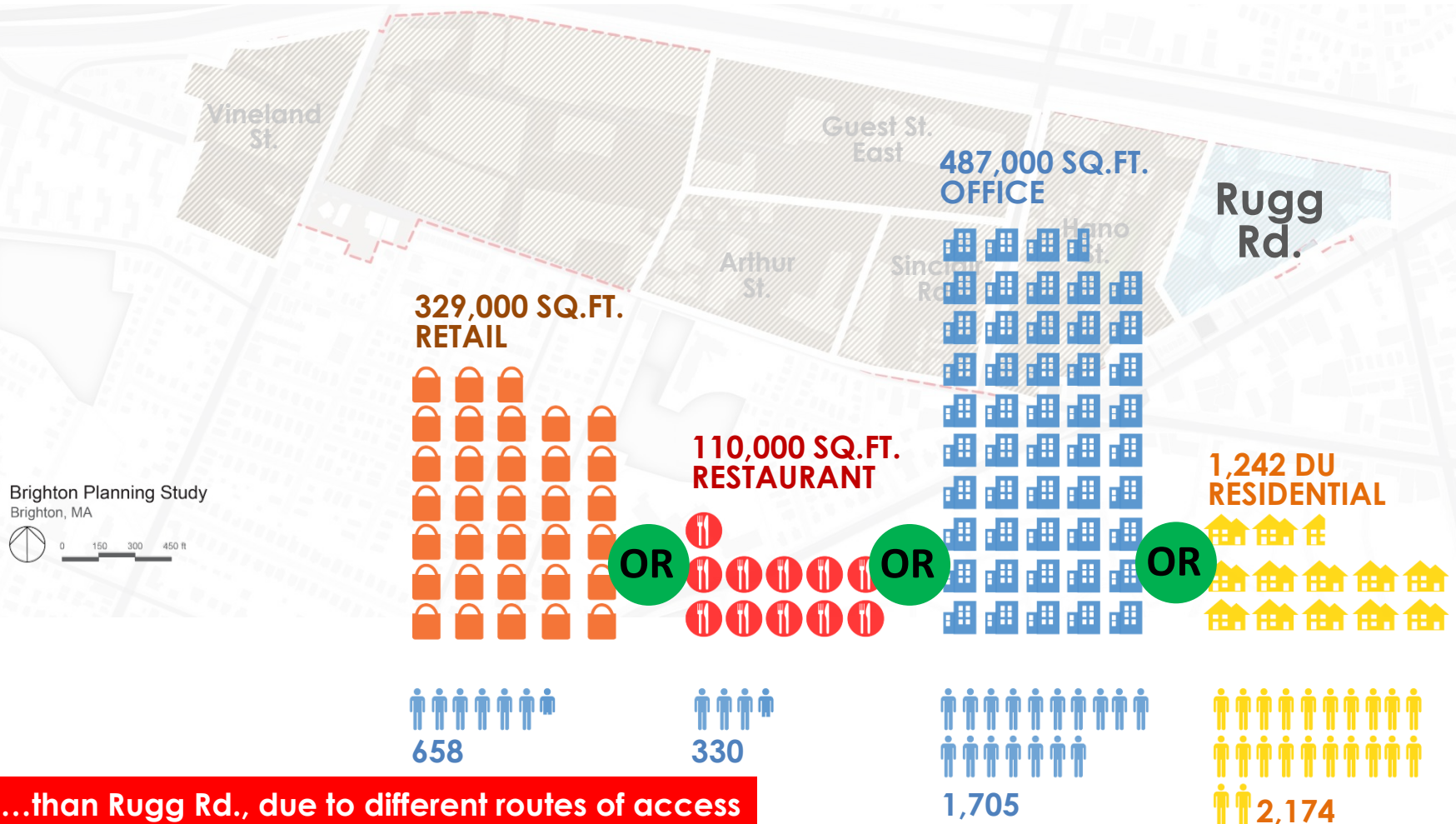
-  = OFFICE (10,000 GSF)
-  = RETAIL (10,000 GSF)
-  = RESTAURANT (10,000 GSF)
-  = RESIDENTIAL (100 DWELLING UNITS)
-  = RESIDENT (100 PEOPLE)
-  = WORKER (100 PEOPLE)



ASSUMPTION: Existing Traffic Conditions and Mode Split (70% auto)

NEW DEVELOPMENT CAPACITY TRANSPORTATION IMPACTS

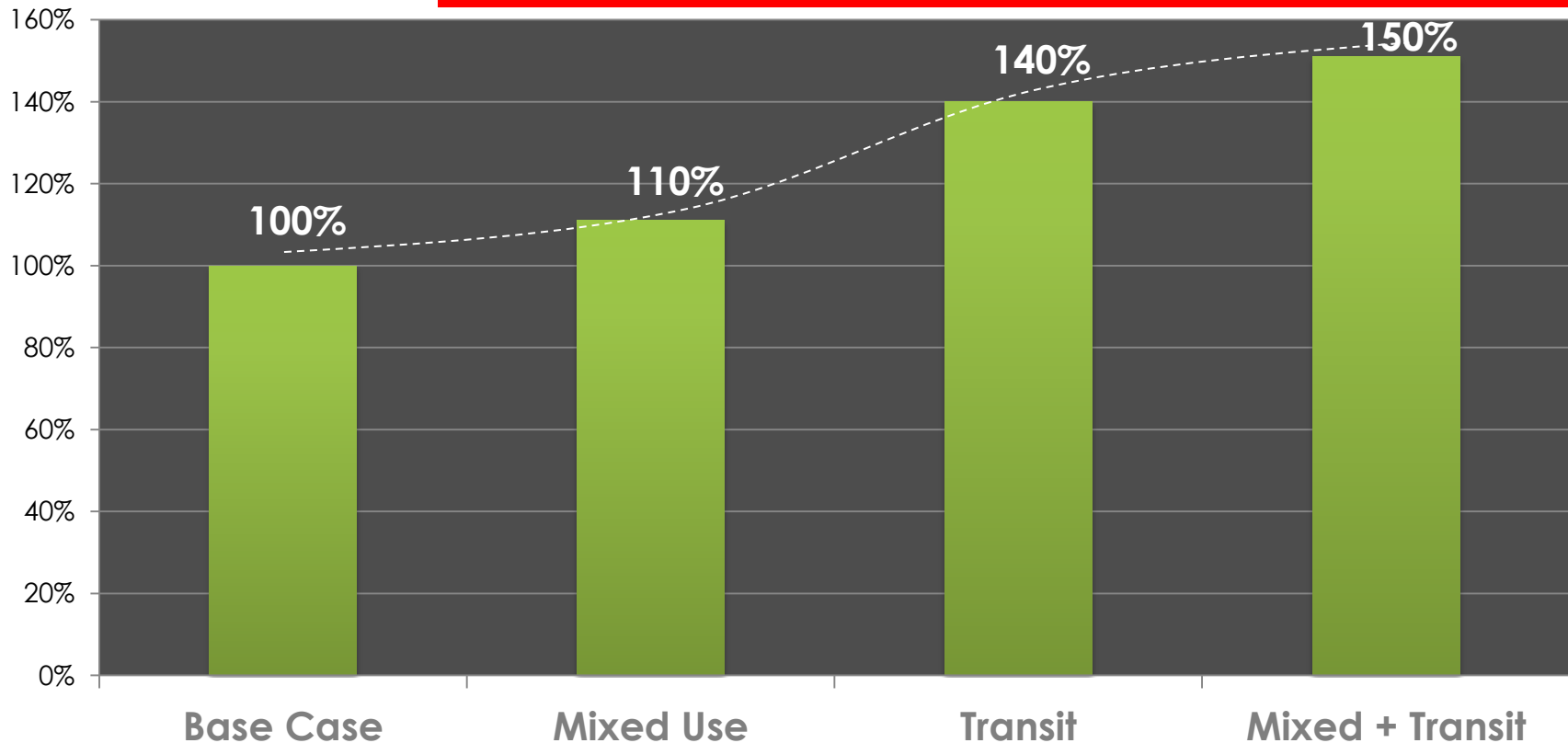
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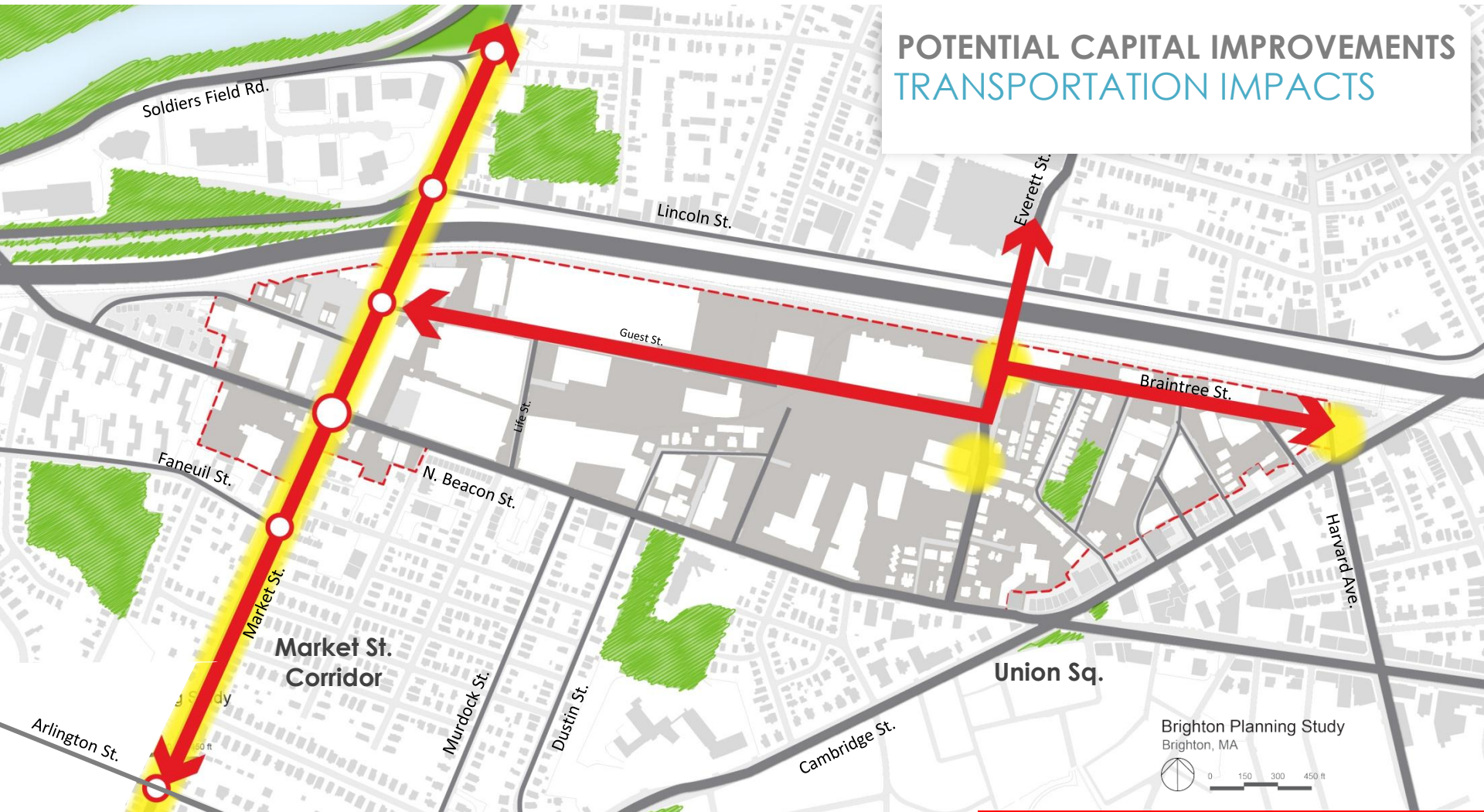
TRAFFIC MITIGATION STRATEGIES TRANSPORTATION IMPACTS

- **Mixed Use:** promoting travel (walking/cycling) within the area, could reduce external trip generation by 10% or more)
- **Transit/Transportation Demand Management:** new rail, improved bus, corporate programs could reduce single-occupant vehicle trips from 70% of total to 50%

Land use and transportation strategies increase development capacity



POTENTIAL CAPITAL IMPROVEMENTS TRANSPORTATION IMPACTS



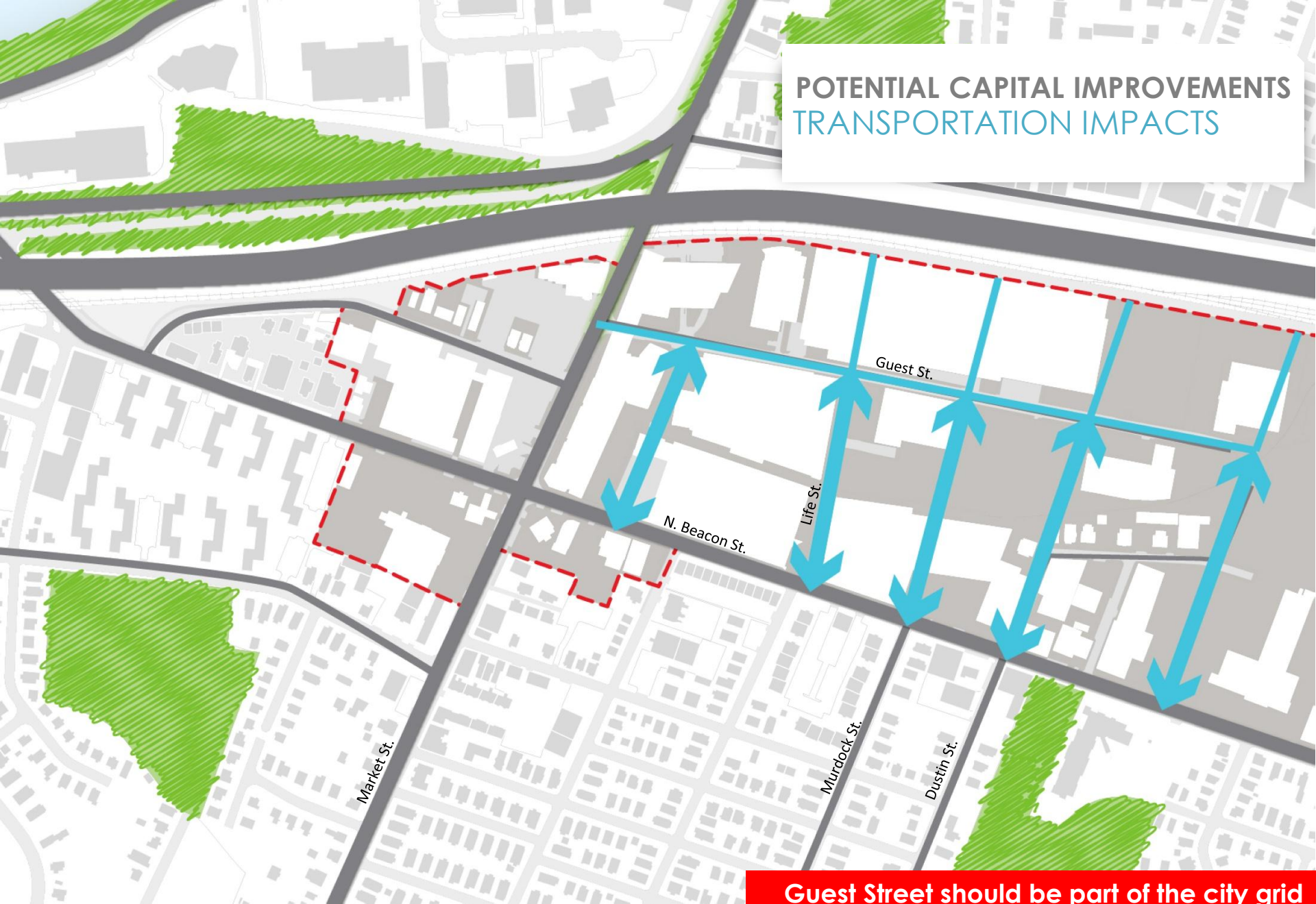
Market St. Corridor

- Coordinate signals
- Enlarge Market/N. Beacon

Union Sq./Cambridge St.

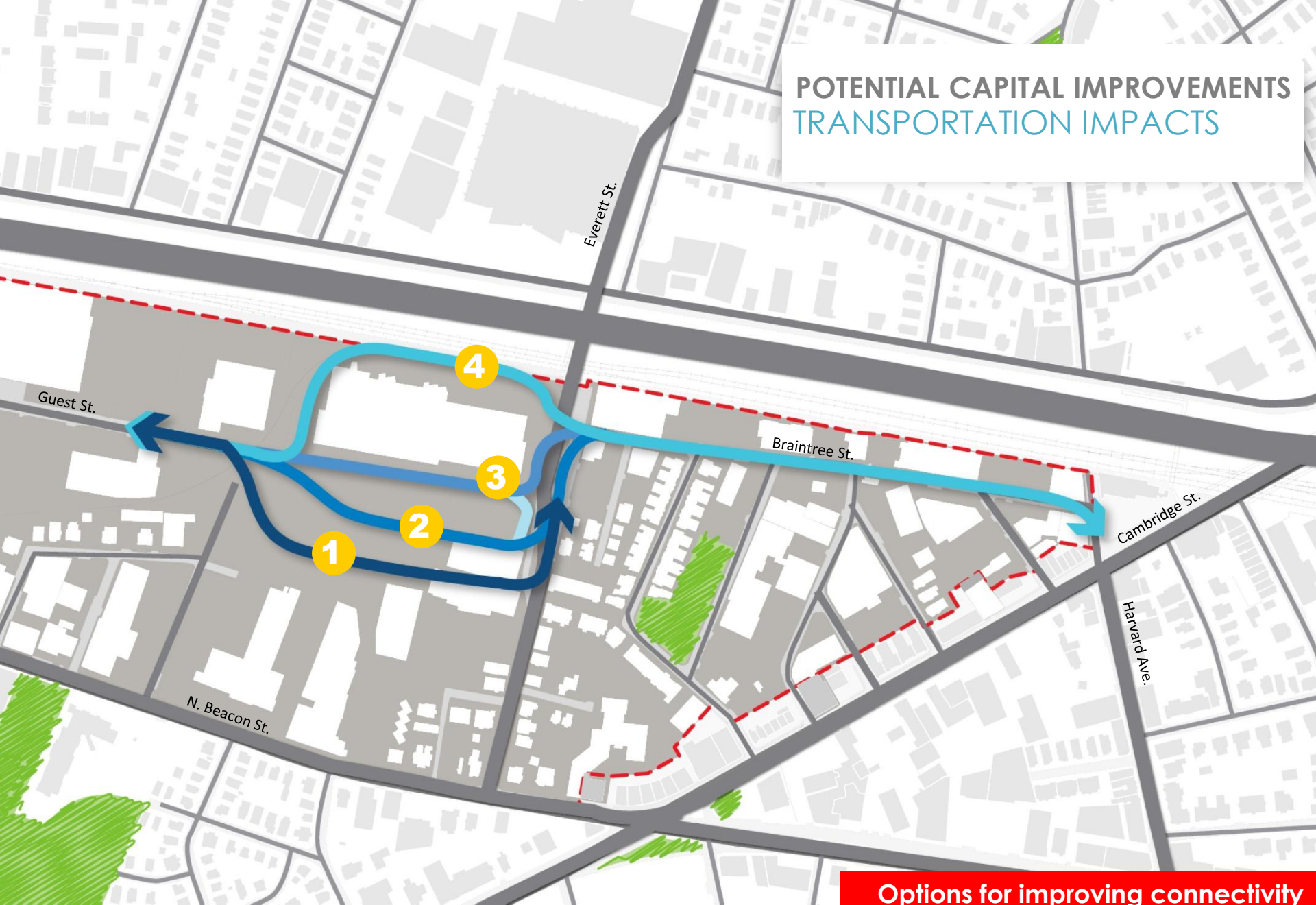
- Improve Harvard/Cambridge
- Connect Braintree/Guest
- Improve Everett connection

POTENTIAL CAPITAL IMPROVEMENTS TRANSPORTATION IMPACTS



Guest Street should be part of the city grid

POTENTIAL CAPITAL IMPROVEMENTS TRANSPORTATION IMPACTS



Options for improving connectivity

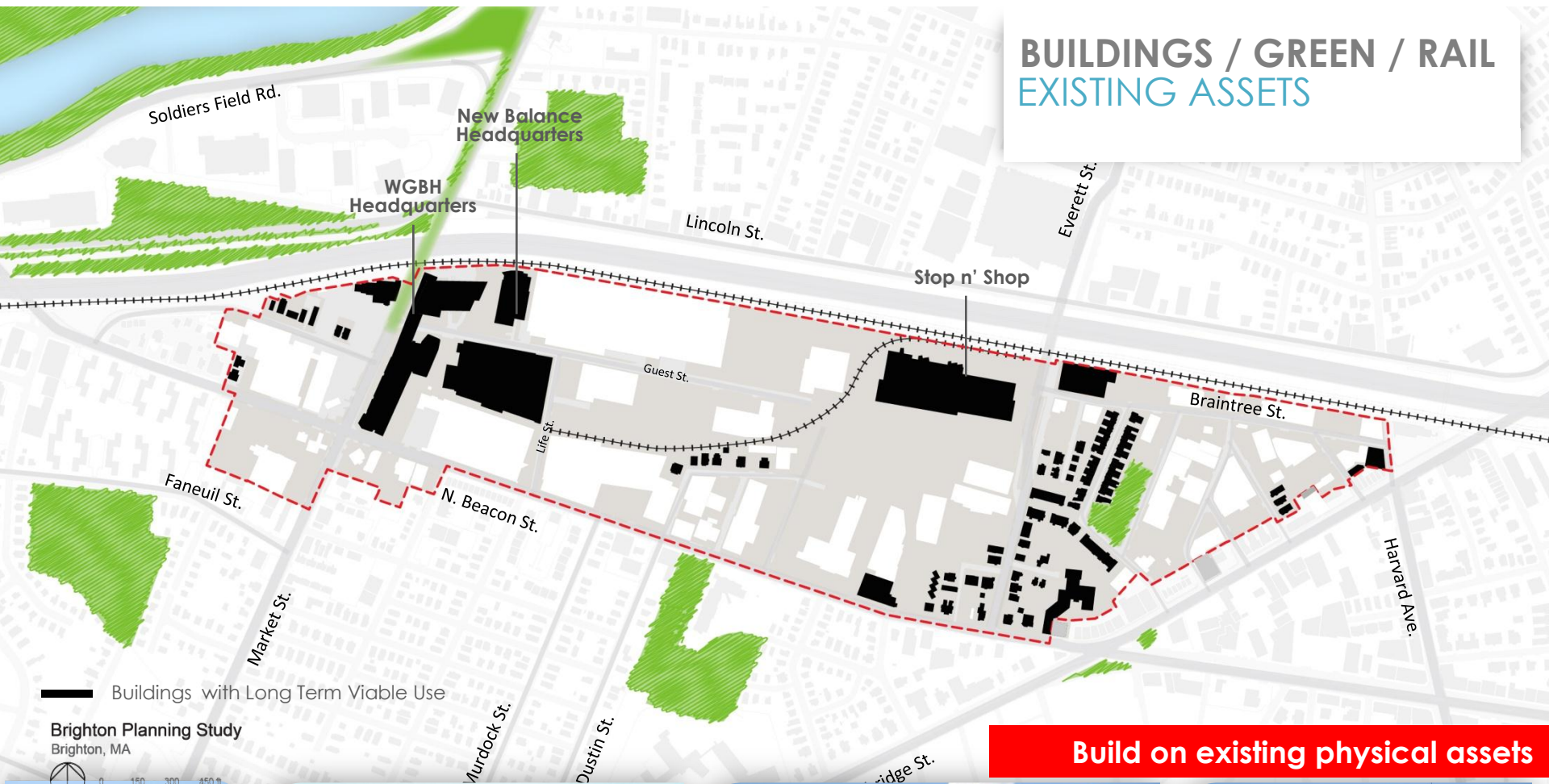


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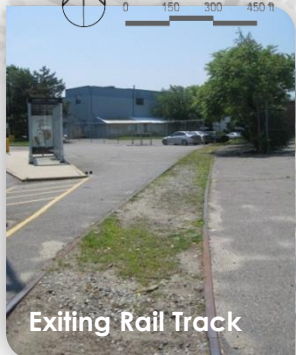
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FRAMING A LONG TERM VISION

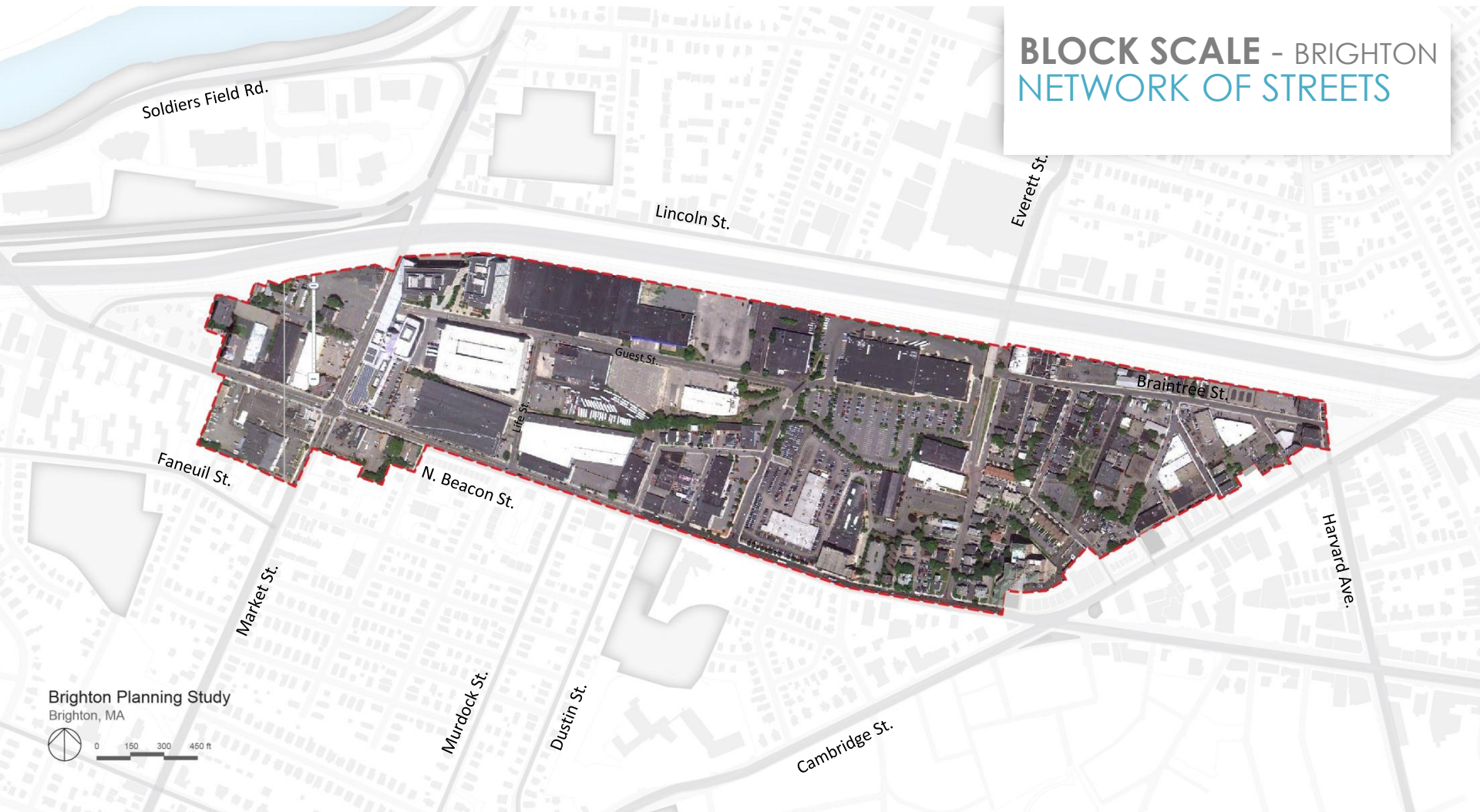
BUILDINGS / GREEN / RAIL EXISTING ASSETS



Build on existing physical assets

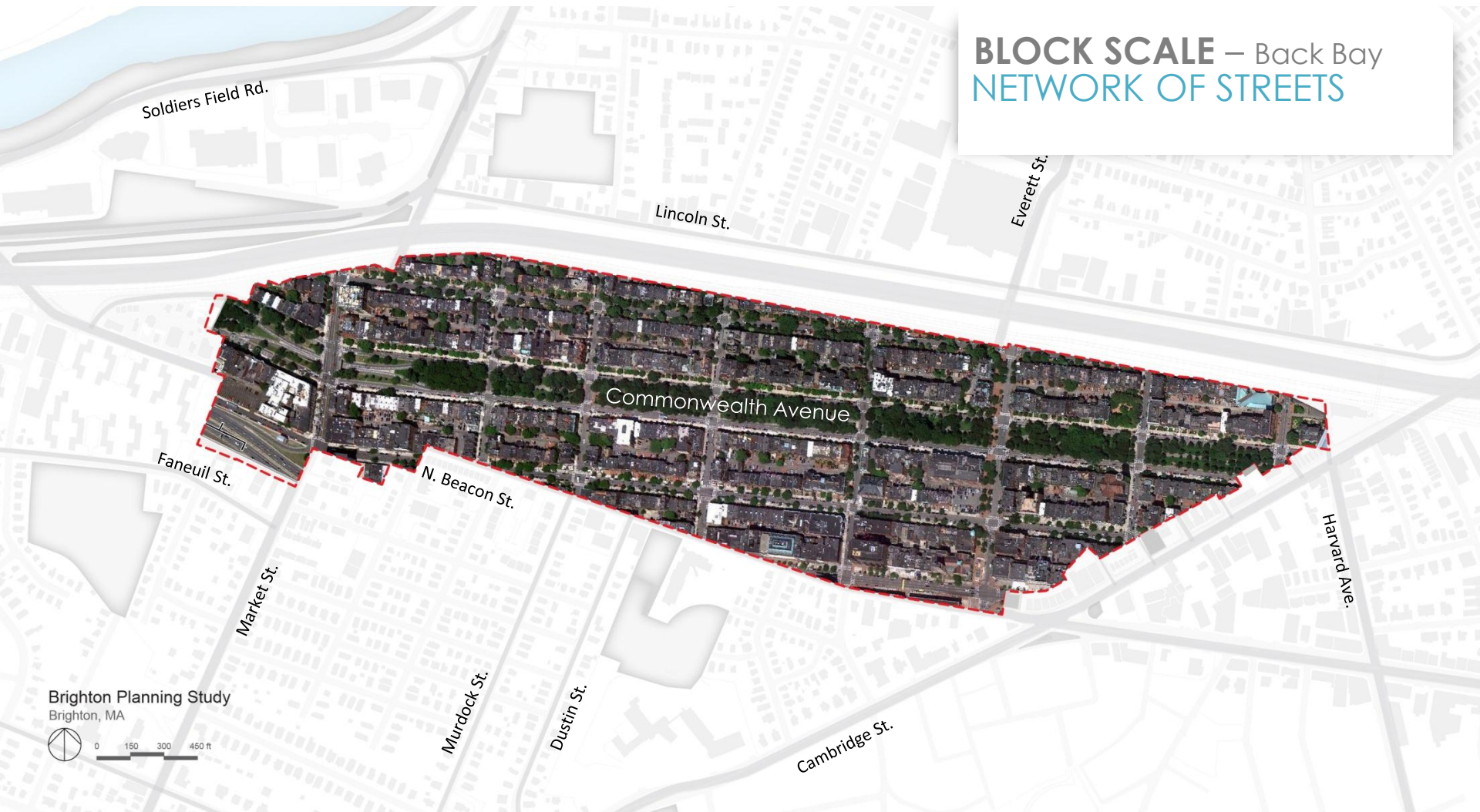


BLOCK SCALE - BRIGHTON NETWORK OF STREETS



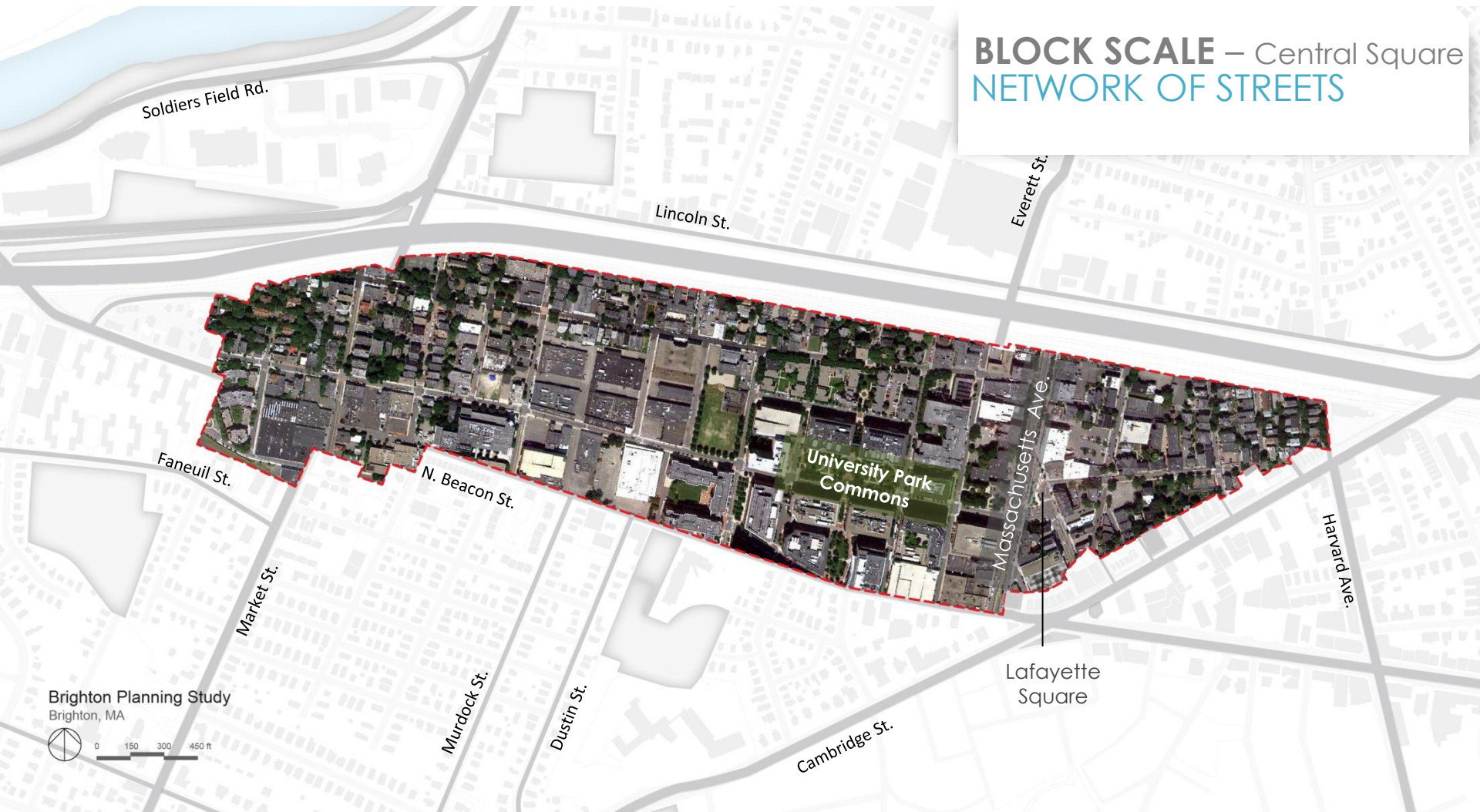
Study area lacks an urban scale of blocks

BLOCK SCALE — Back Bay NETWORK OF STREETS



Back Bay block scale is much finer grain

BLOCK SCALE – Central Square NETWORK OF STREETS



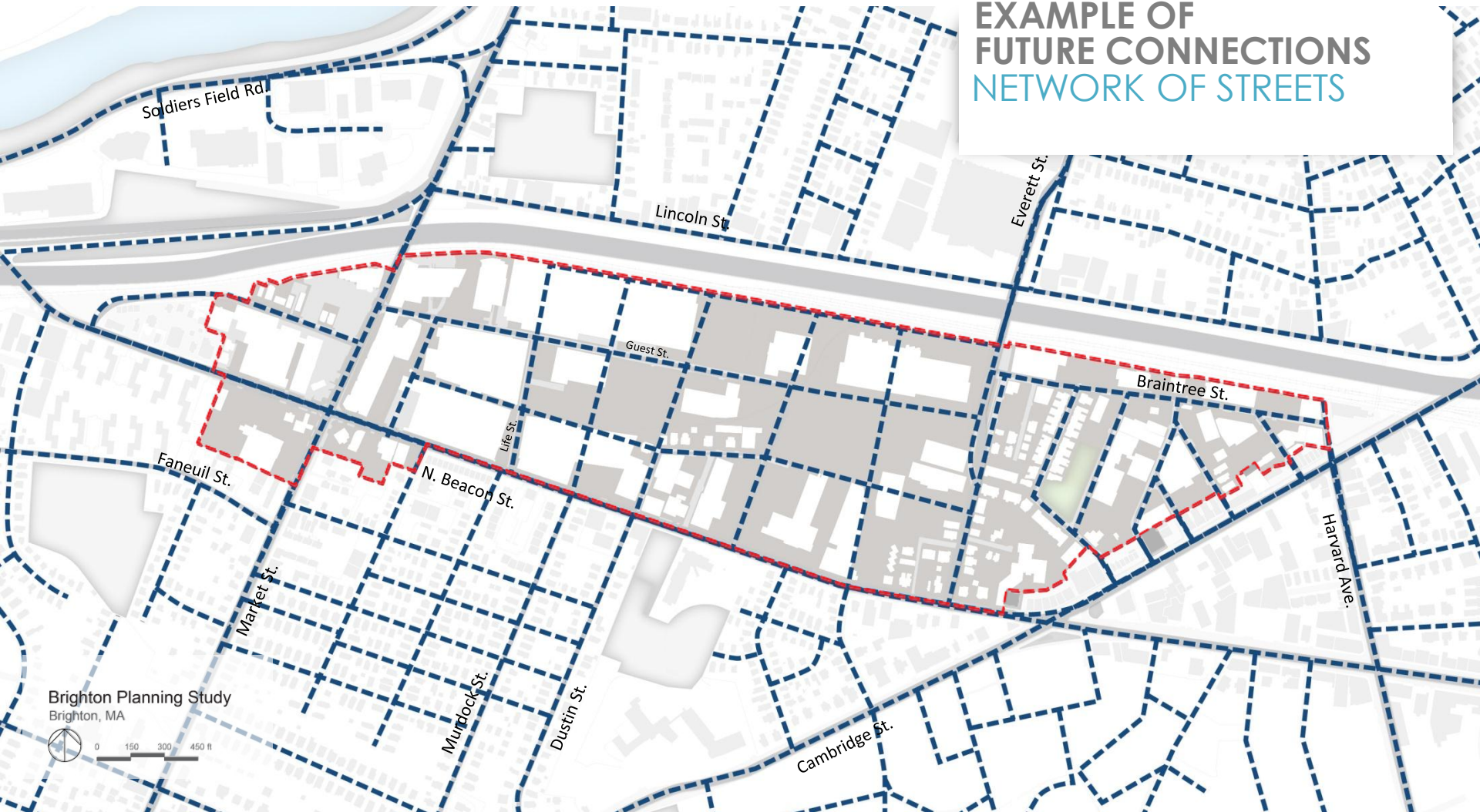
Central Square, Cambridge

EXISTING STREET NETWORK NETWORK OF STREETS



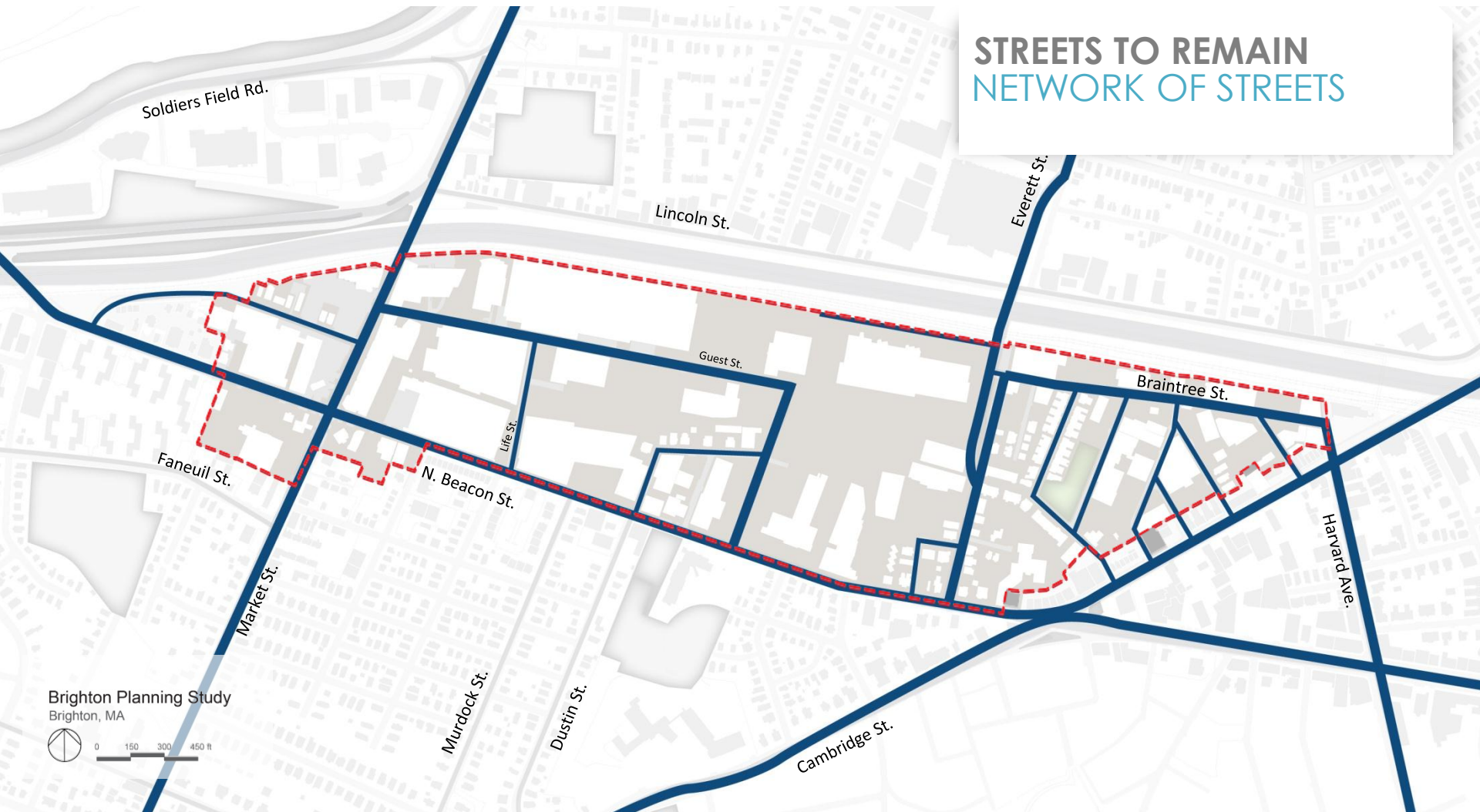
Existing street pattern adjacent to study area

EXAMPLE OF FUTURE CONNECTIONS NETWORK OF STREETS



Extending the street grid into the study area will complete the network

STREETS TO REMAIN NETWORK OF STREETS



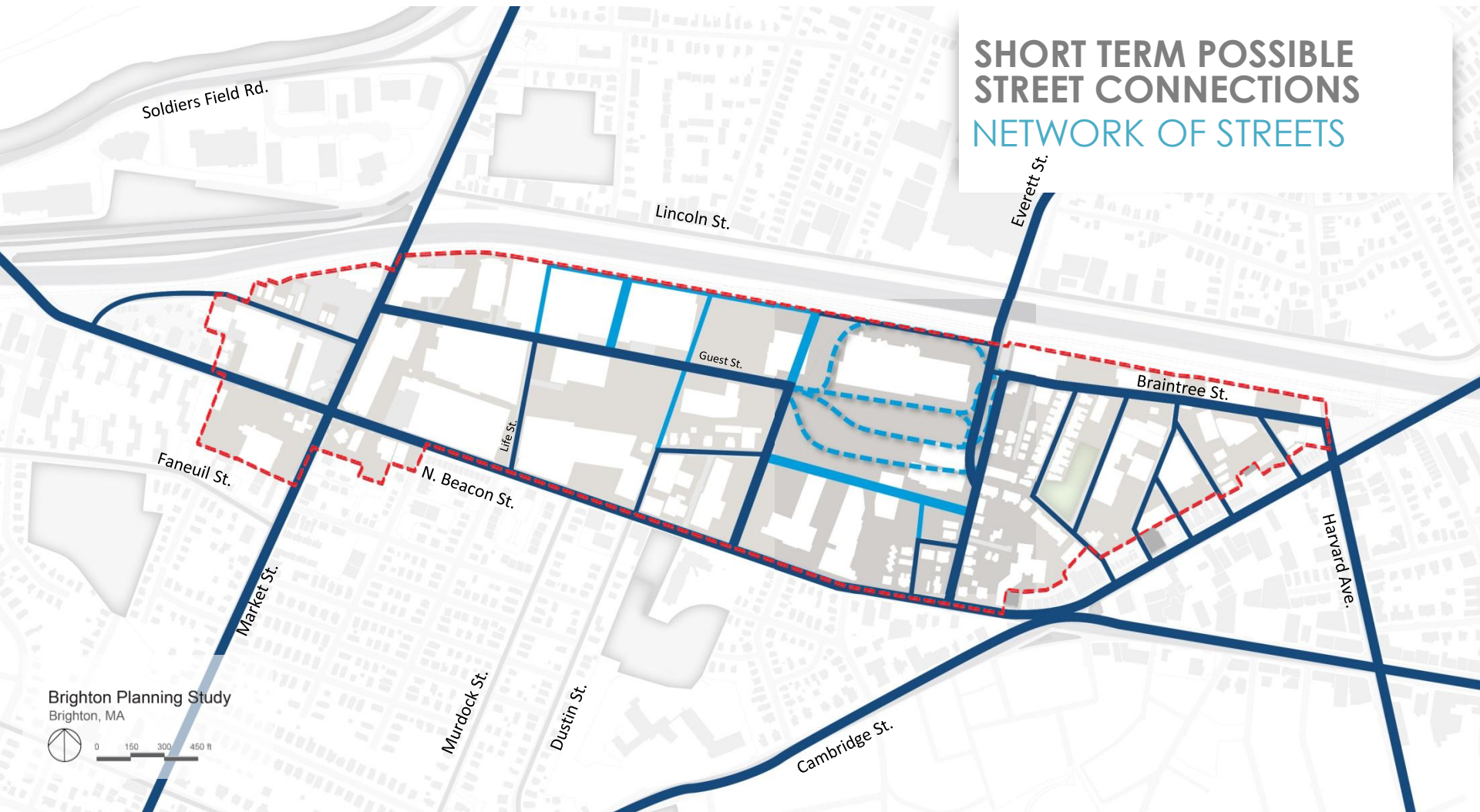
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- Existing
- Short Term
- Long Term

Today the street pattern is disconnected

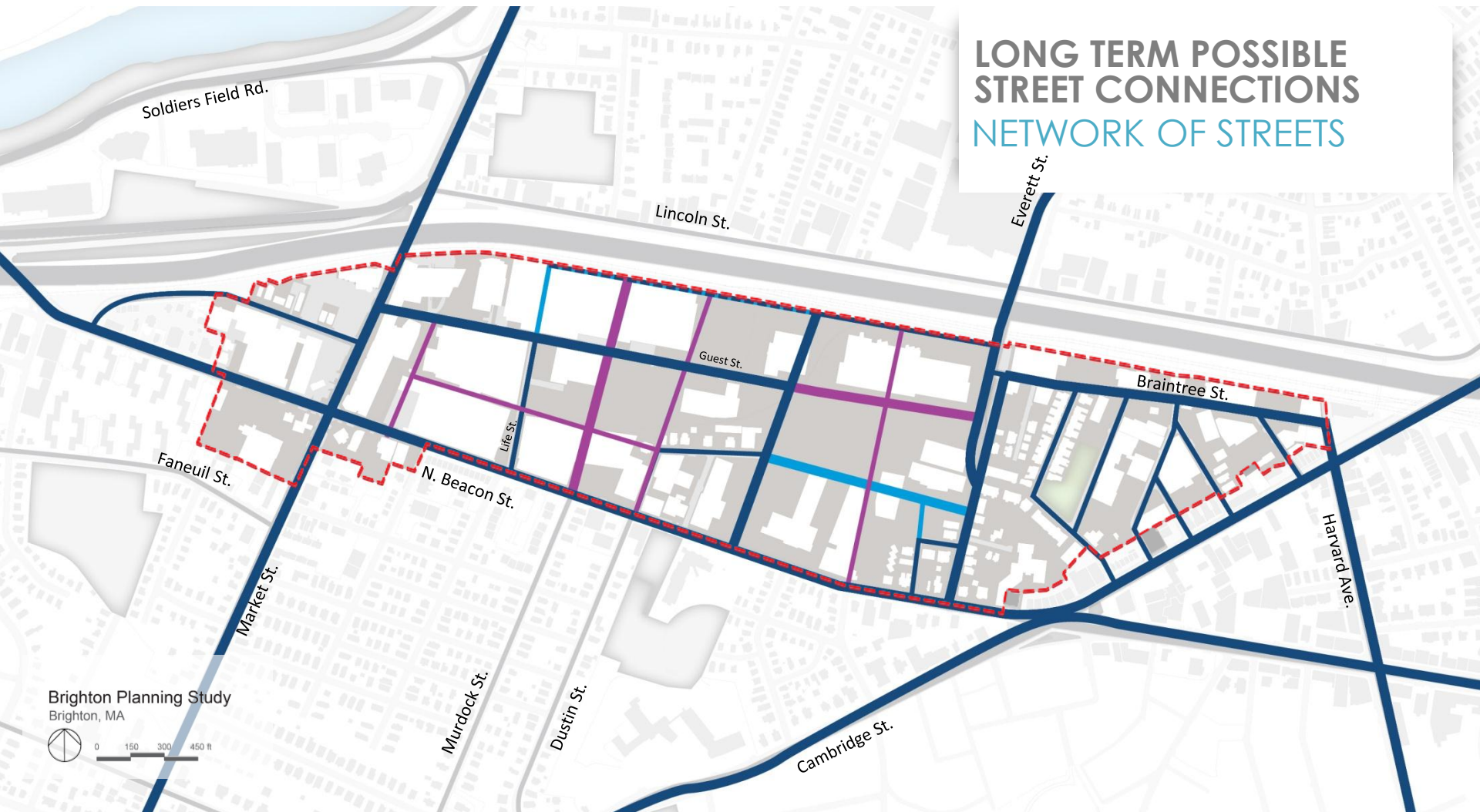
SHORT TERM POSSIBLE STREET CONNECTIONS NETWORK OF STREETS



- Existing
- Short Term
- Long Term

Better connectivity improves traffic flow

LONG TERM POSSIBLE STREET CONNECTIONS NETWORK OF STREETS



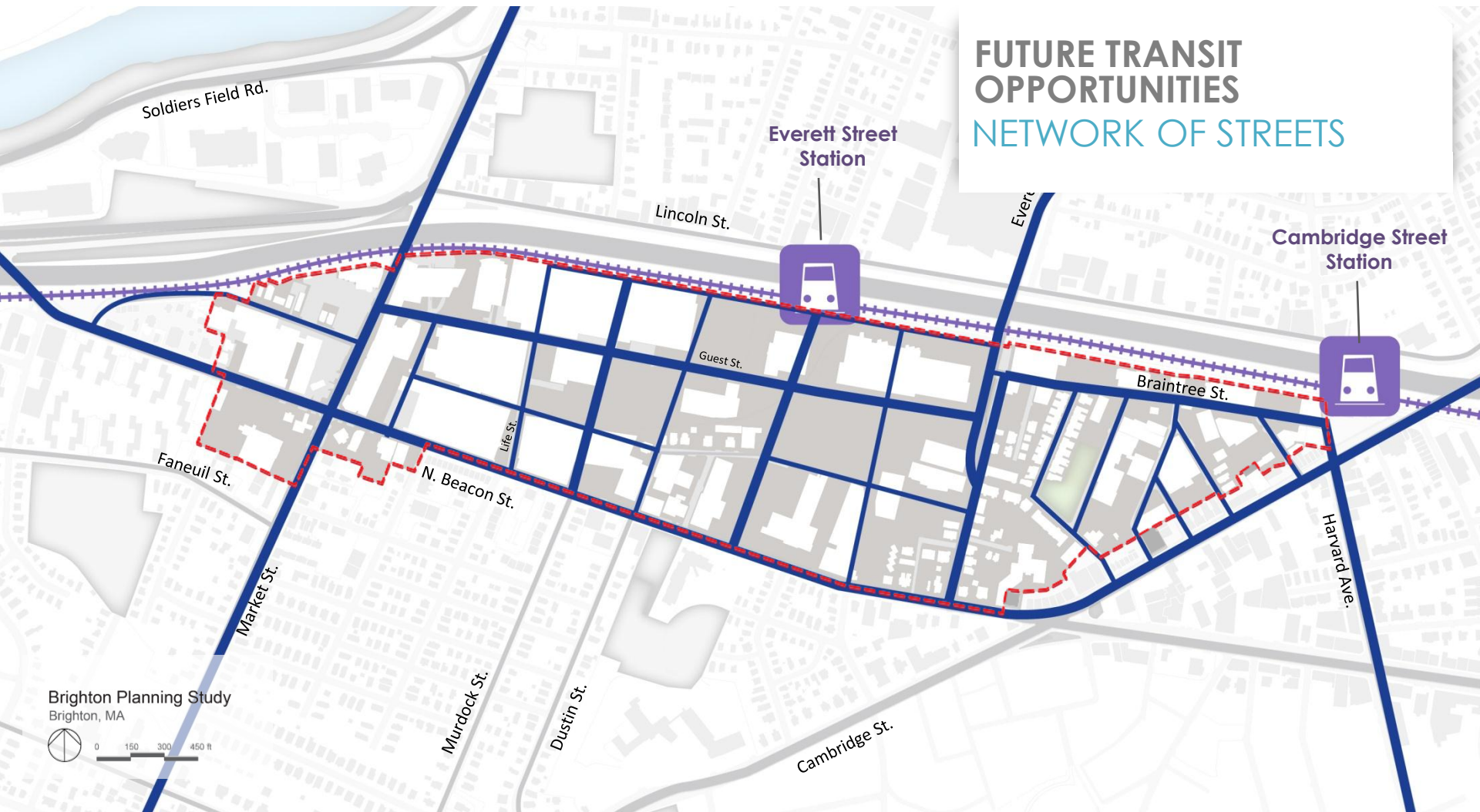
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Brighton, MA



- Existing
- Short Term
- Long Term

Long term goal: a connected grid of streets in the study area

FUTURE TRANSIT OPPORTUNITIES NETWORK OF STREETS



Connecting the grid to possible future transit stops

EXISTING OPEN SPACE OPEN SPACE SYSTEM



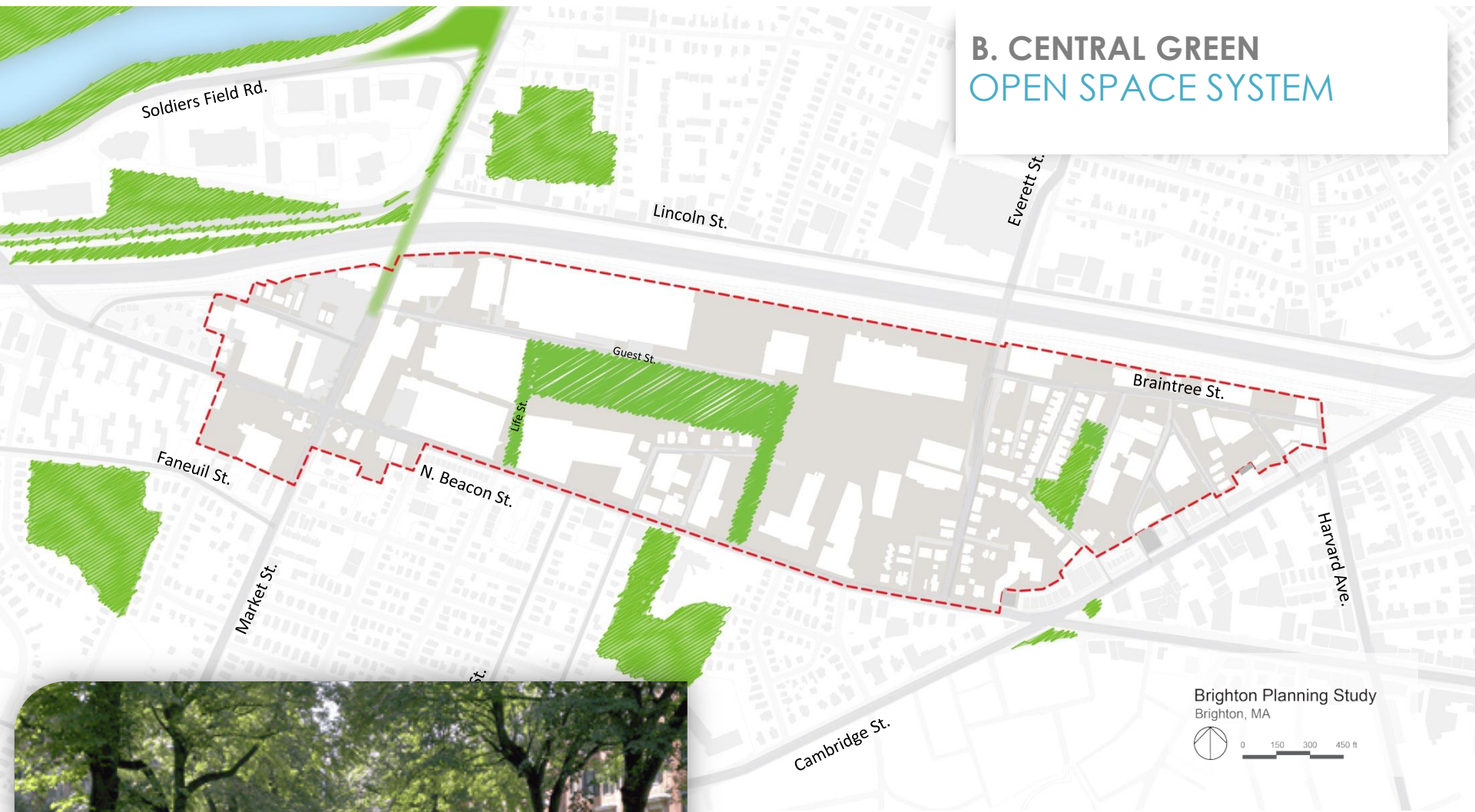
Only 1% open space in the study area today

A. PARK ON NORTH BEACON OPEN SPACE SYSTEM



7.7% green space

B. CENTRAL GREEN OPEN SPACE SYSTEM



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Brighton, MA



8.0% green space

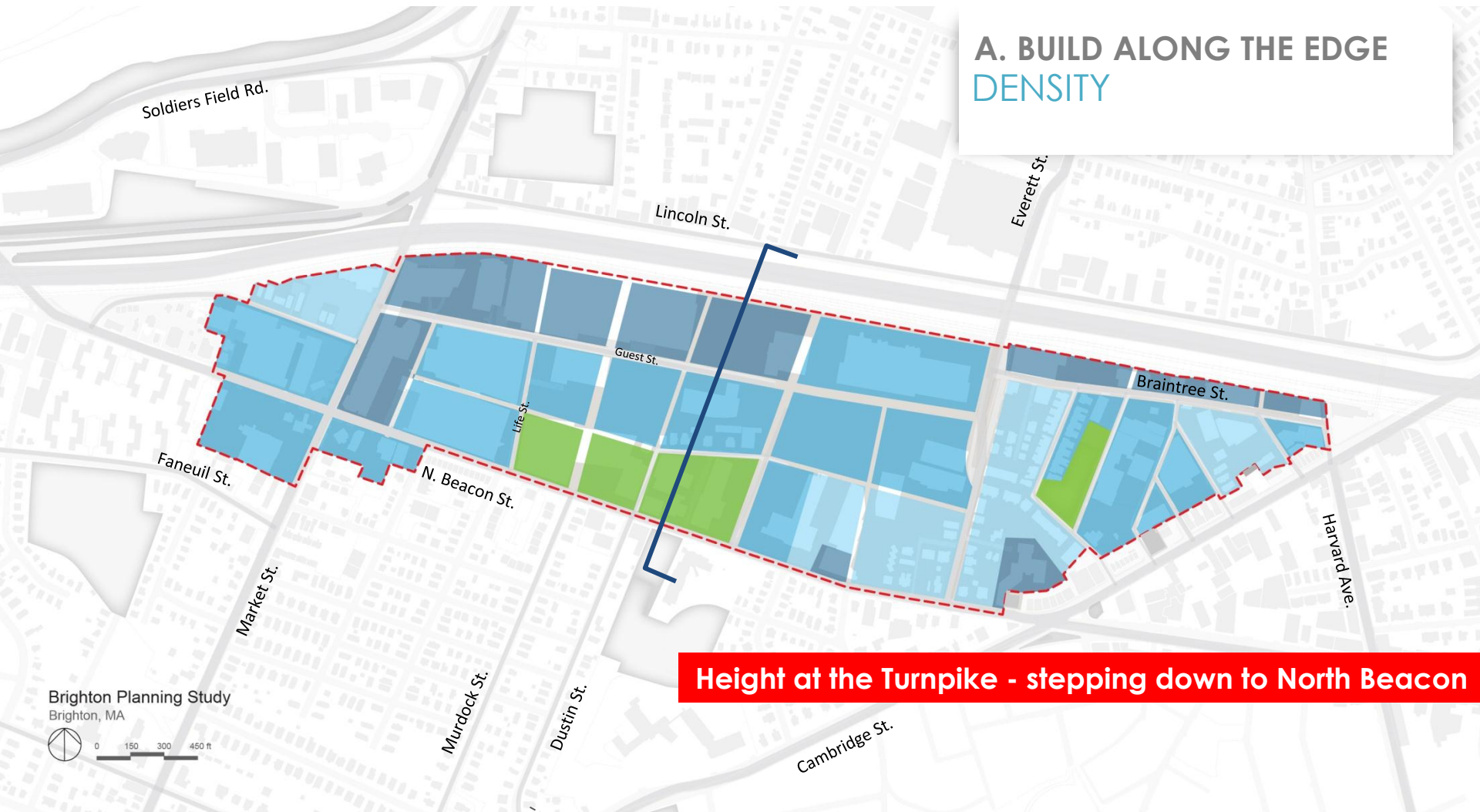
Union Park, Boston

C. NECKLACE OF PARKS OPEN SPACE SYSTEM

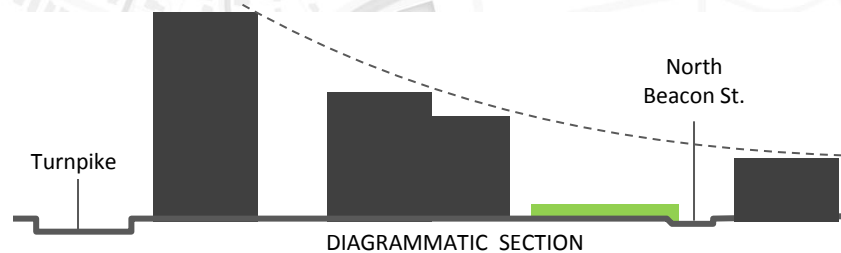


7.6% green space

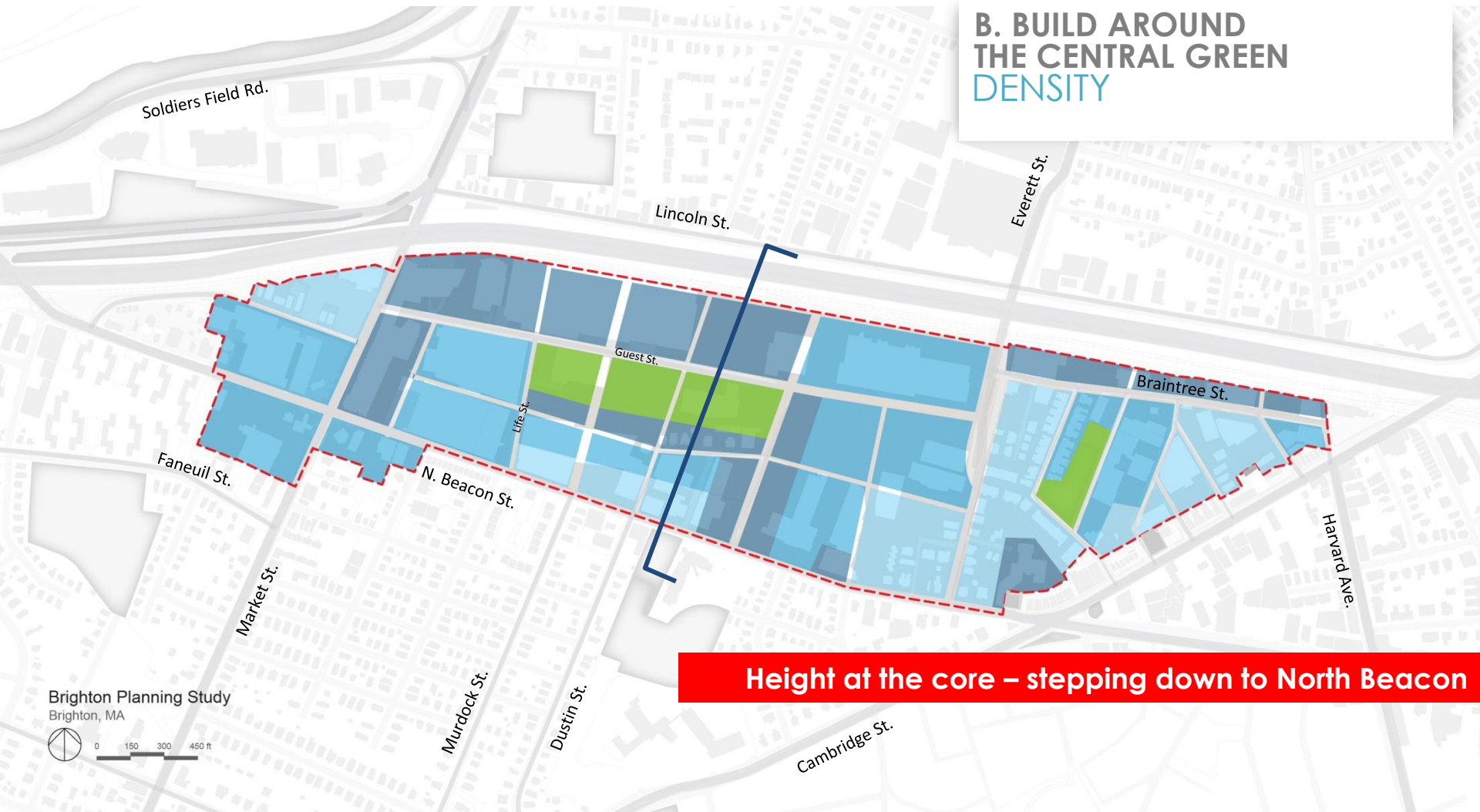
A. BUILD ALONG THE EDGE DENSITY



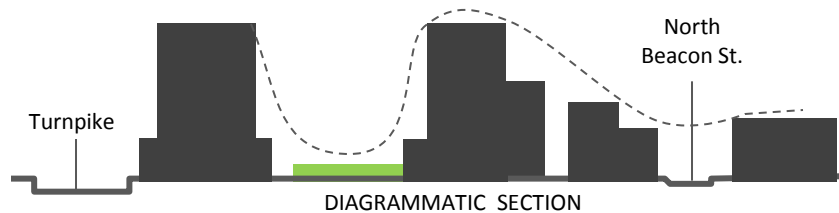
Height at the Turnpike - stepping down to North Beacon



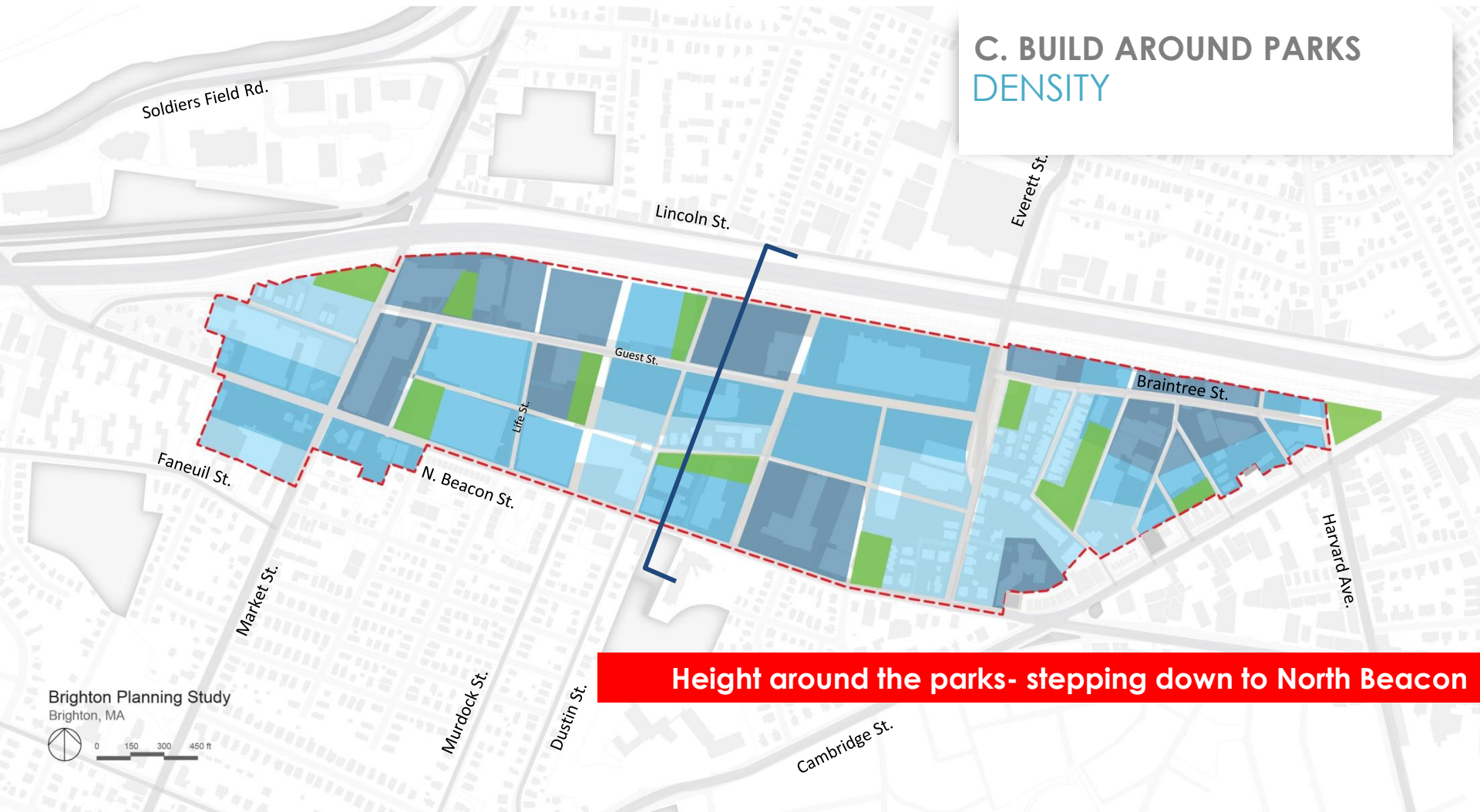
B. BUILD AROUND THE CENTRAL GREEN DENSITY



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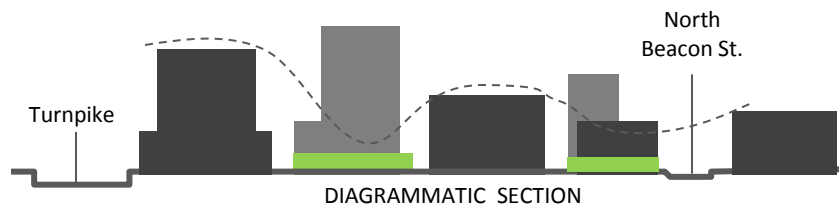


C. BUILD AROUND PARKS DENSITY



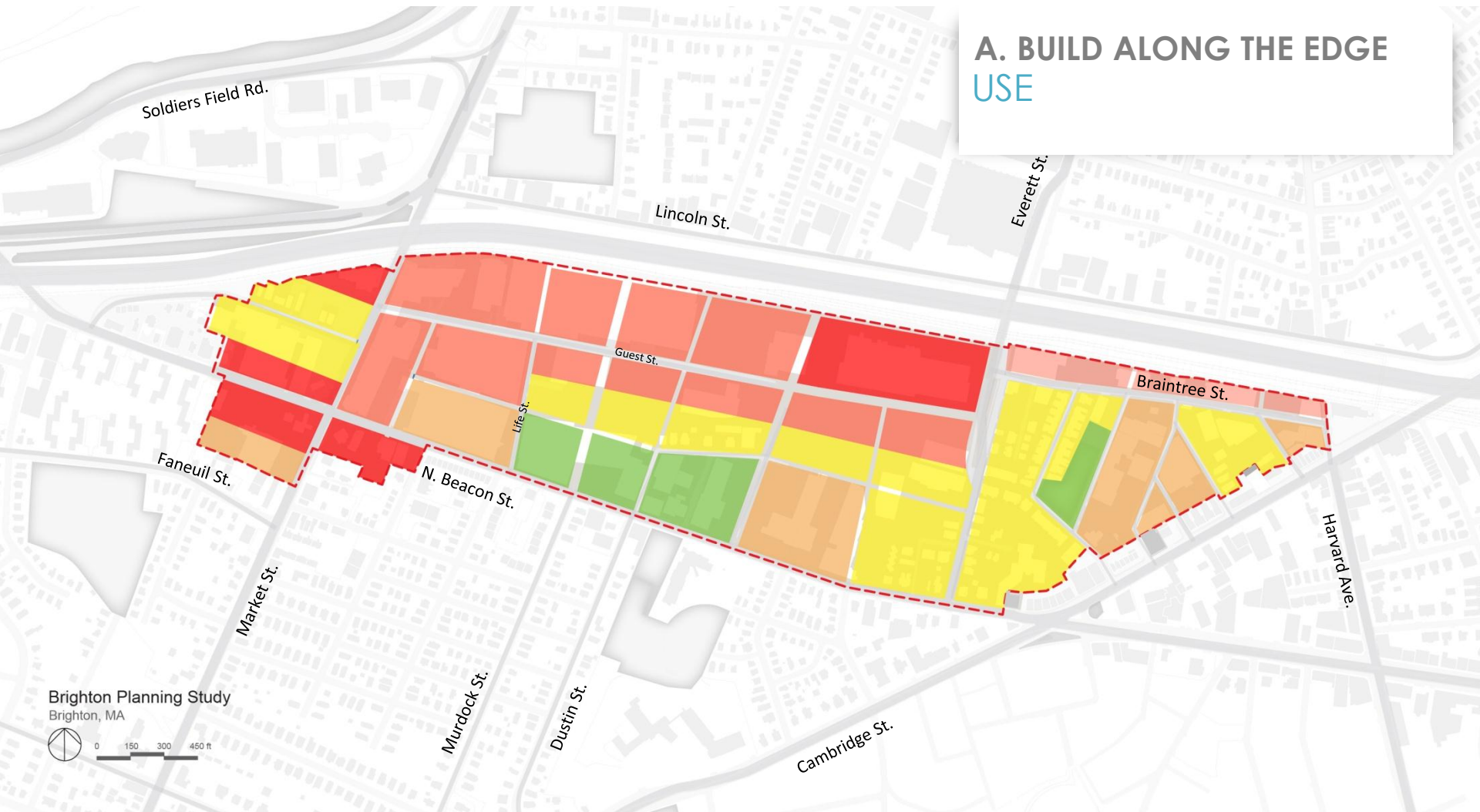
Height around the parks- stepping down to North Beacon

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DIAGRAMMATIC SECTION

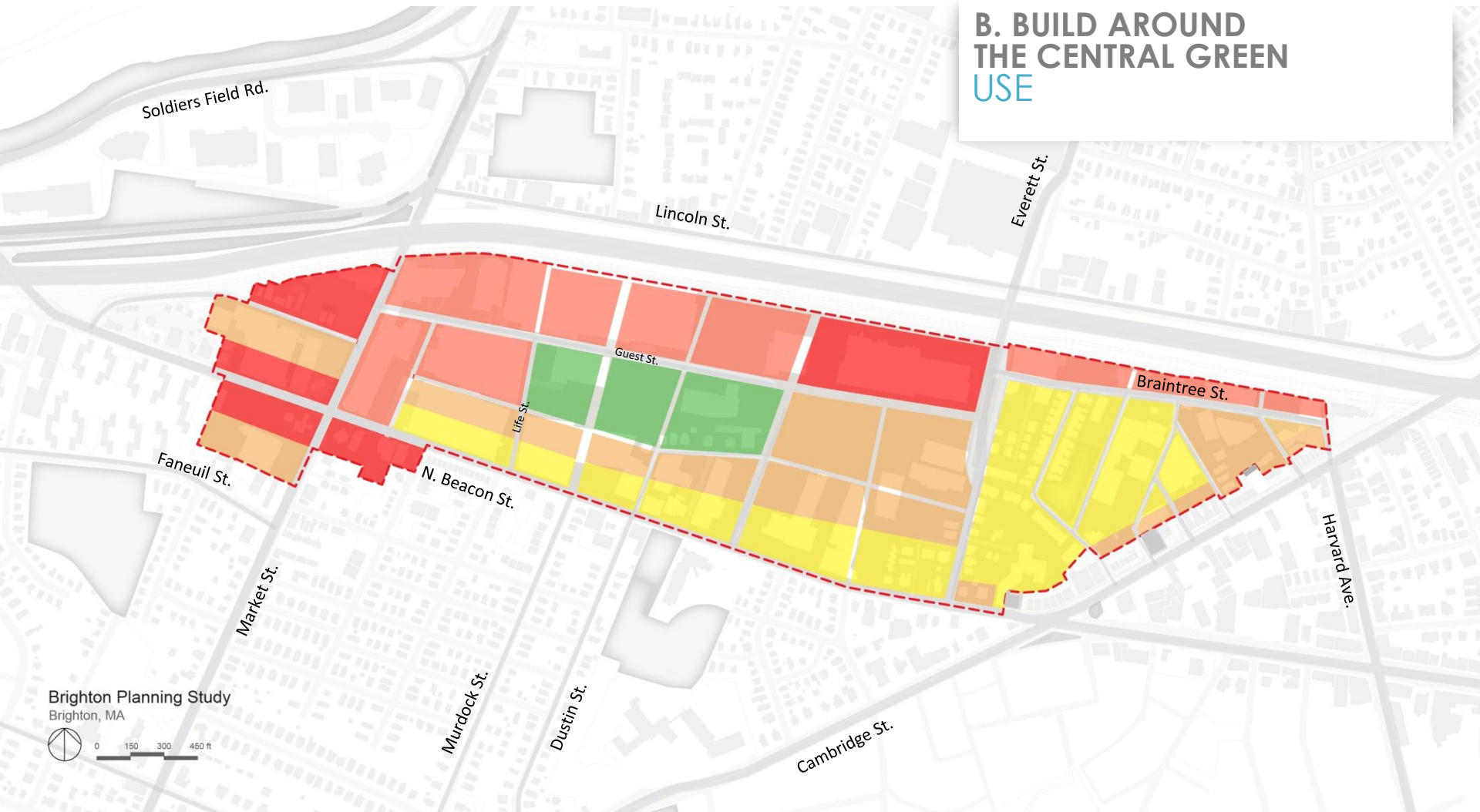
A. BUILD ALONG THE EDGE USE



- Retail
- Office / Research & Development
- Mixed Use
- Residential
- Recreation

**Layers of use – from office at the Turnpike to
Housing/Mixed Use at North Beacon**

B. BUILD AROUND THE CENTRAL GREEN USE



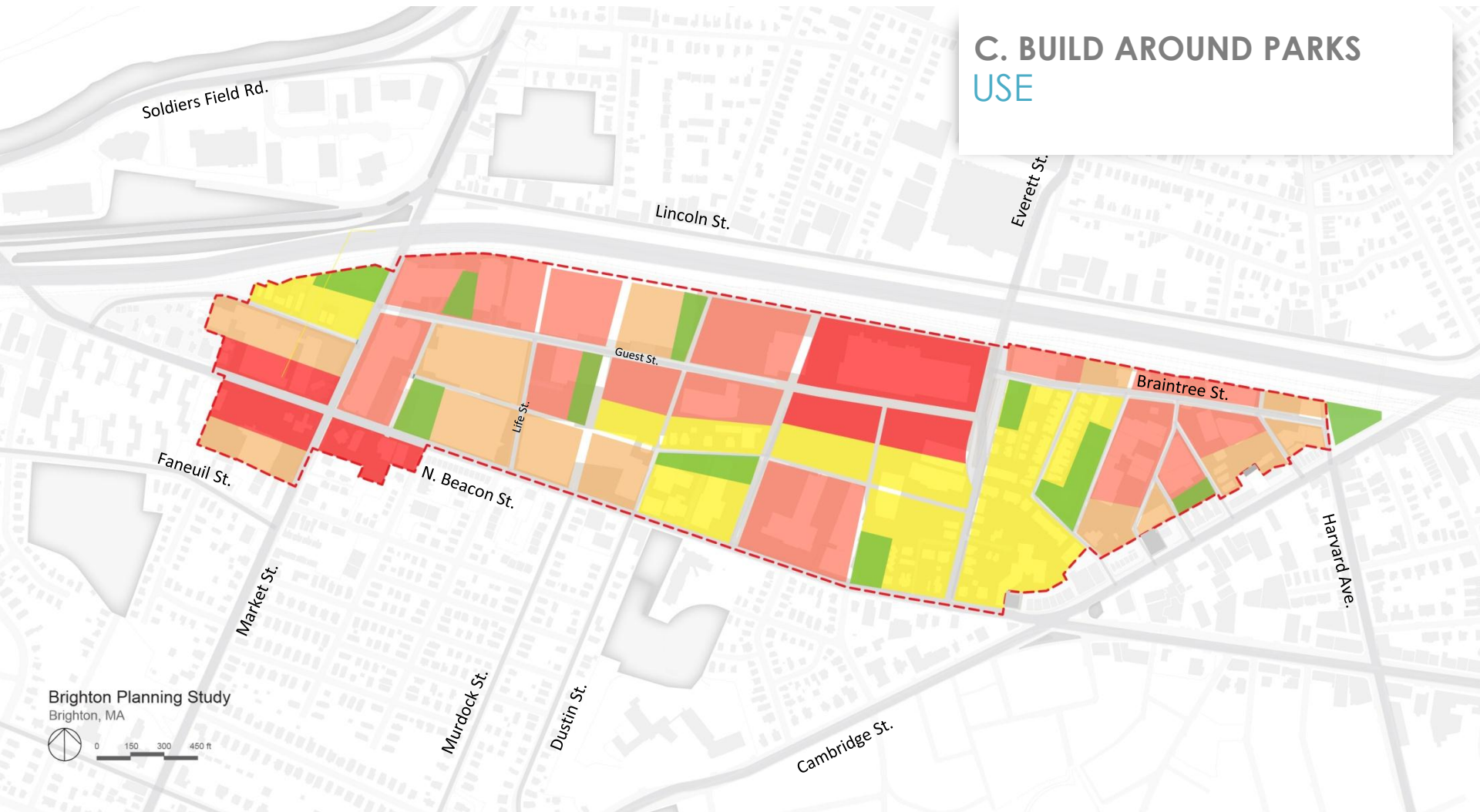
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- Retail
- Office / Research & Development
- Mixed Use
- Residential
- Recreation

**Layers of use – from office at the Turnpike to Mixed Use
in the core to Housing at North Beacon**

C. BUILD AROUND PARKS USE



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- Retail
- Office / Research & Development
- Mixed Use
- Residential
- Recreation

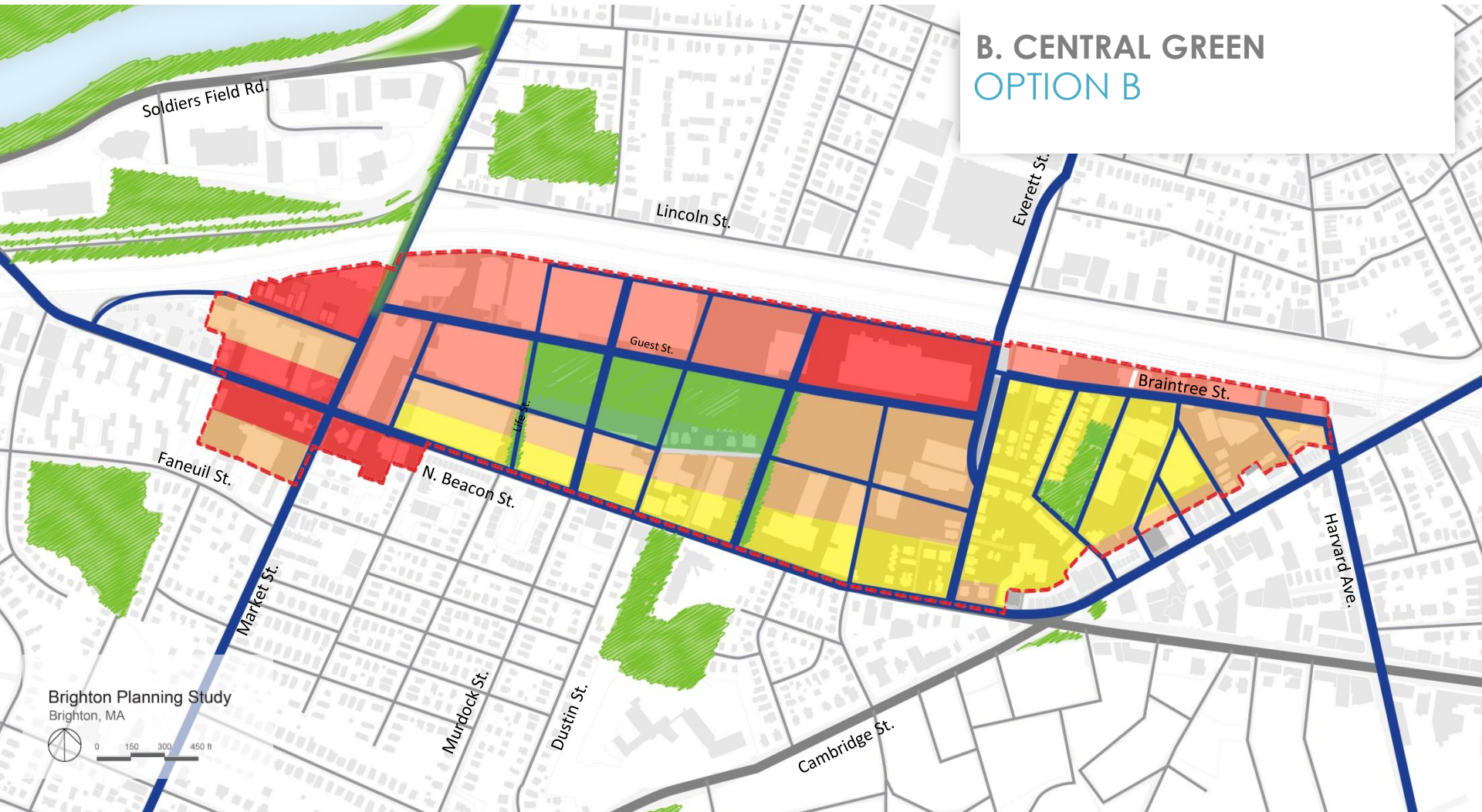
Mixed Use throughout the district

A. PARK ON NORTH BEACON OPTION A



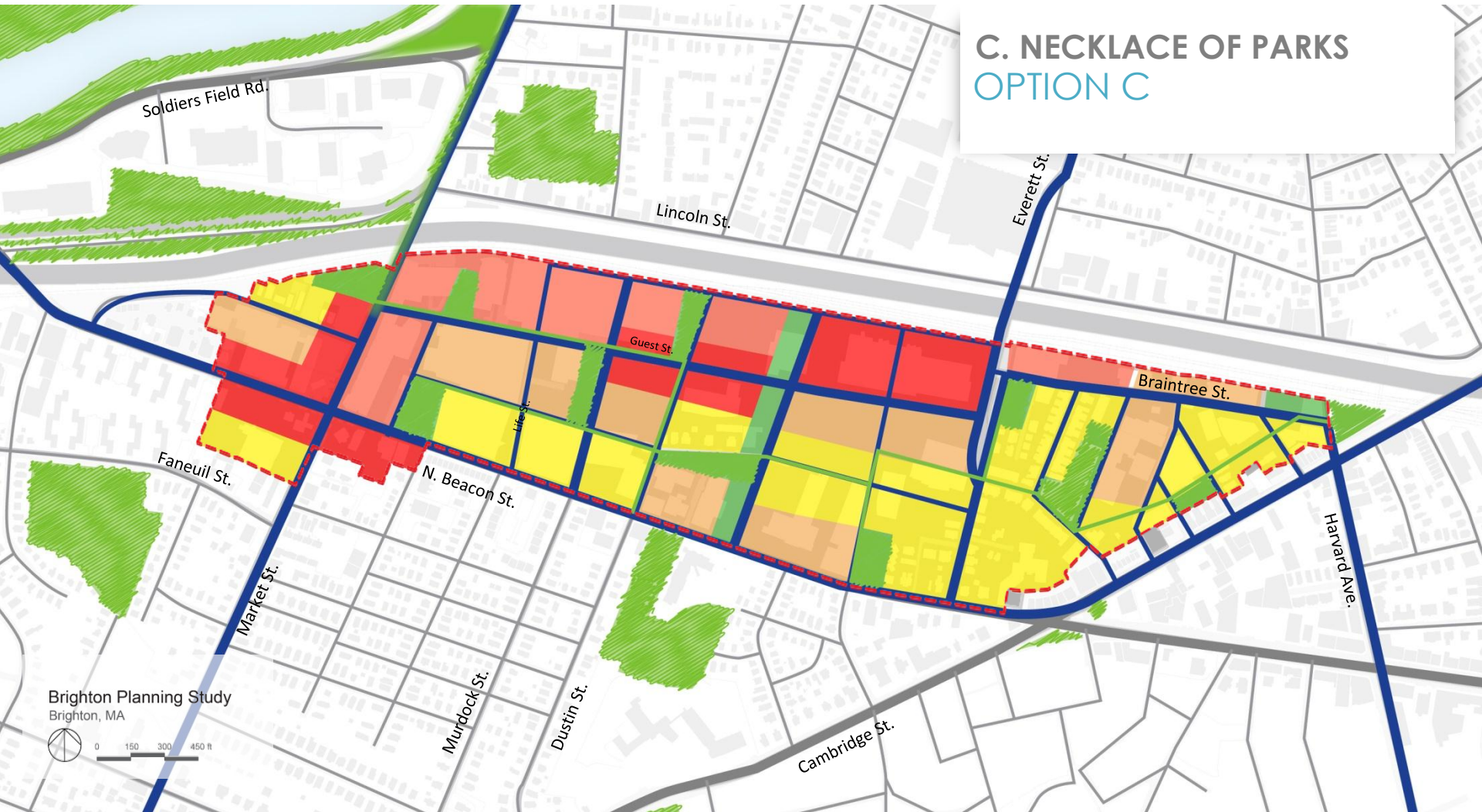
1. Park for Neighbors
2. Height at the Turnpike
3. Housing/ Mixed Use at North Beacon

B. CENTRAL GREEN OPTION B



1. Central Green
2. Height at the Core
3. Housing at North Beacon

C. NECKLACE OF PARKS OPTION C



1. Pocket Parks
2. Height around the parks
3. Mixed Use throughout the district

3 OPTIONS COMPARISON

A

B

C



PARK ON NORTH BEACON

CENTRAL GREEN

NECKLACE OF PARKS

1. **Park for Neighbors**
2. **Height at the Turnpike** - stepping down to North Beacon
3. Layers of use – from office at the Turnpike to **Housing/ Mixed Use at North Beacon**

1. **Central Green**
2. **Height at the Core** - stepping down to North Beacon
3. Layers of use – from office at the Turnpike to Mixed Use in the core to **Housing at North Beacon**

1. **Pocket Parks**
2. **Height around the parks** - stepping down to North Beacon
3. **Mixed Use throughout the district**

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SUMMARY

- Strategic transportation investments will unlock the site for development
- A flexible urban framework will guide these decisions.
- A long term vision for the district will ensure each new development is contributing to the whole.
- An urban street network will connect this district with the surrounding context.
- Parks and retail/restaurants will create amenities for existing and new residents and workers.
- New Office/R&D likely tied to existing anchors and will be catalyst for other development.



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GUEST STREET AREA PLANNING STUDY

THANK YOU

All inquiries should be directed to BRA Senior Planners:

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