



OCTOBER 18, 2011

BRIGHTON

GUEST STREET AREA PLANNING STUDY
ADVISORY GROUP WORKING SESSION #3:
PRELIMINARY SCENARIOS

GLC DEVELOPMENT RESOURCES

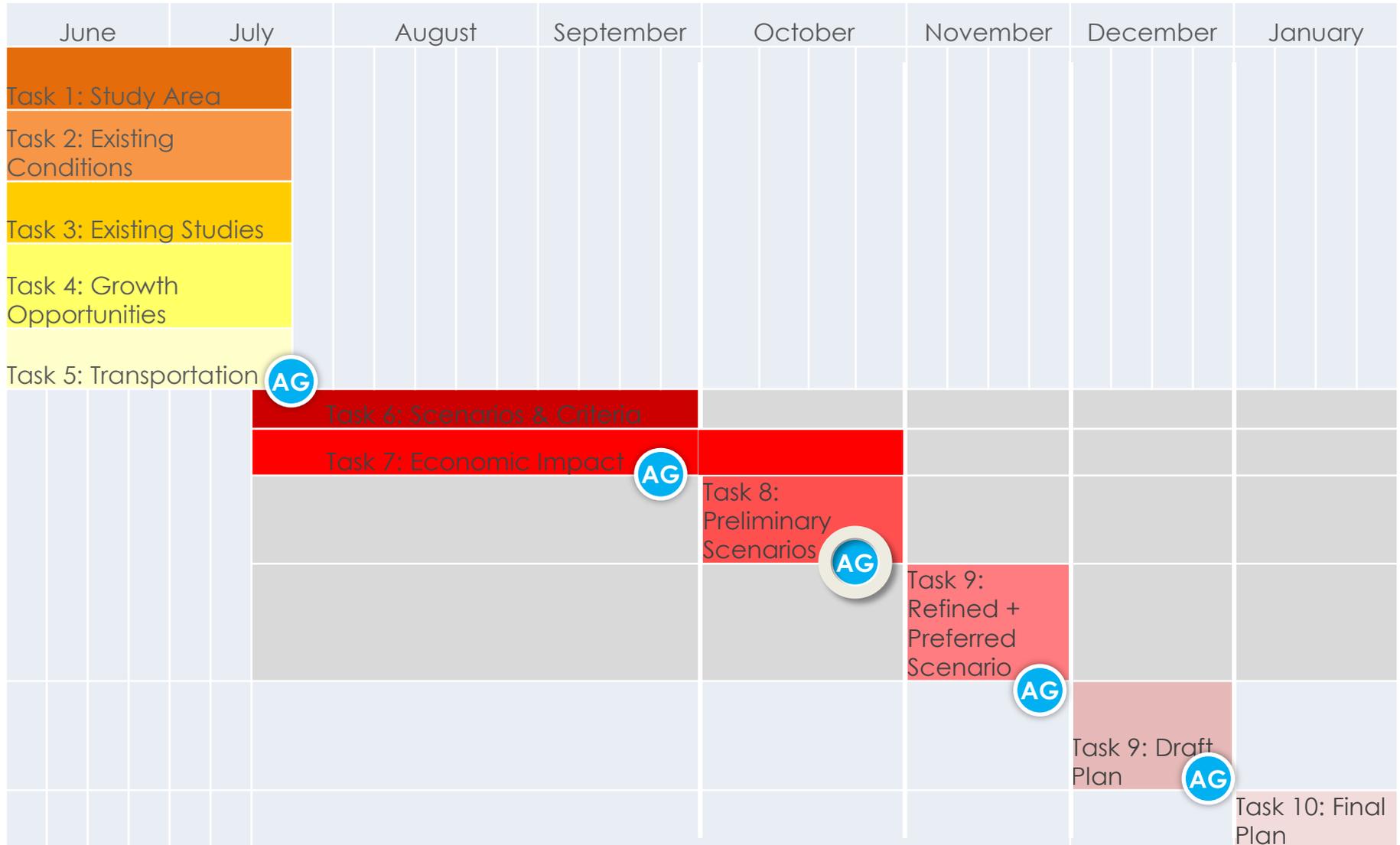
S A S A K I



Boston Redevelopment Authority
www.bostonredevelopmentauthority.org

SCHEDULE & SCOPE OF WORK

Advisory Group Working Sessions



OCTOBER AG MEETING AGENDA

BRIGHTON

GUEST STREET AREA PLANNING STUDY

- Recap
 - Development / Transportation Strategies
 - Refined Scenario Concepts
 - Urban Design Elements
 - Questions / Discussion
-

EXISTING ASSETS



— Buildings with Long Term Viable Use

Brighton Planning Study
Brighton, MA



BUILD ON AREA ASSETS



Existing Rail Track



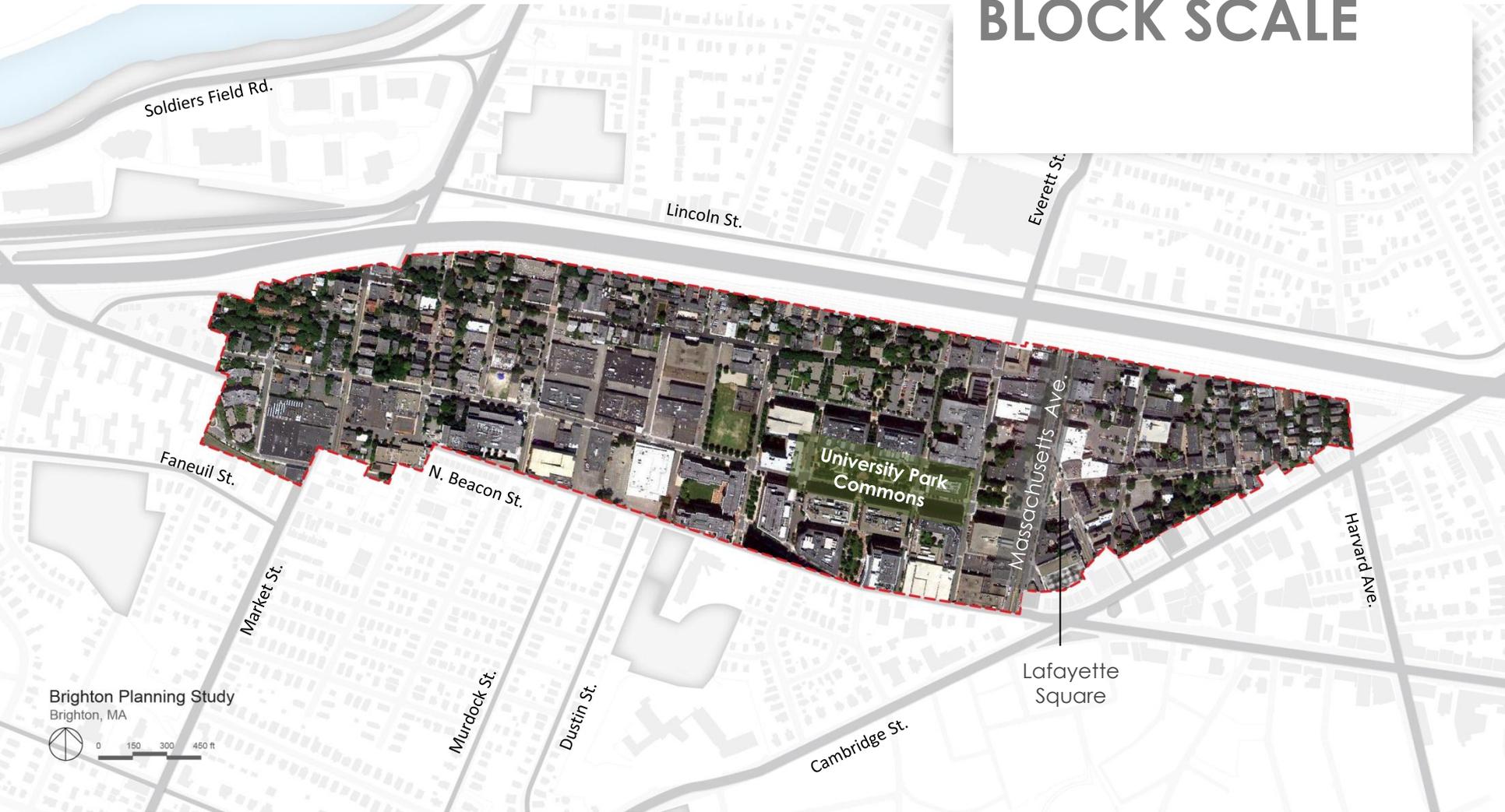
New Balance Headquarters



WGBH Headquarters

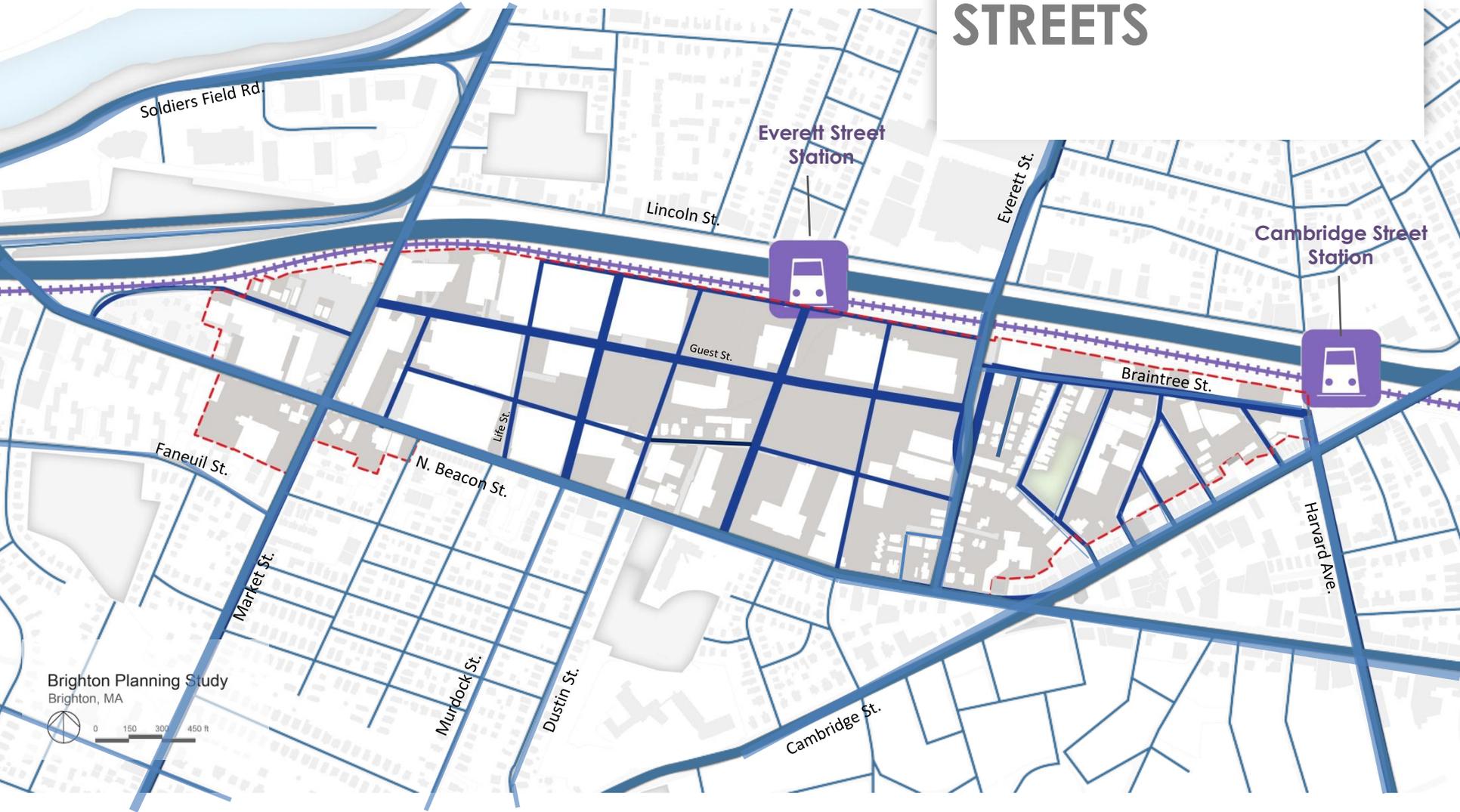


BLOCK SCALE



APPROPRIATE BLOCK SCALE

STREETS



CONNECT THE GRID

OPEN SPACE



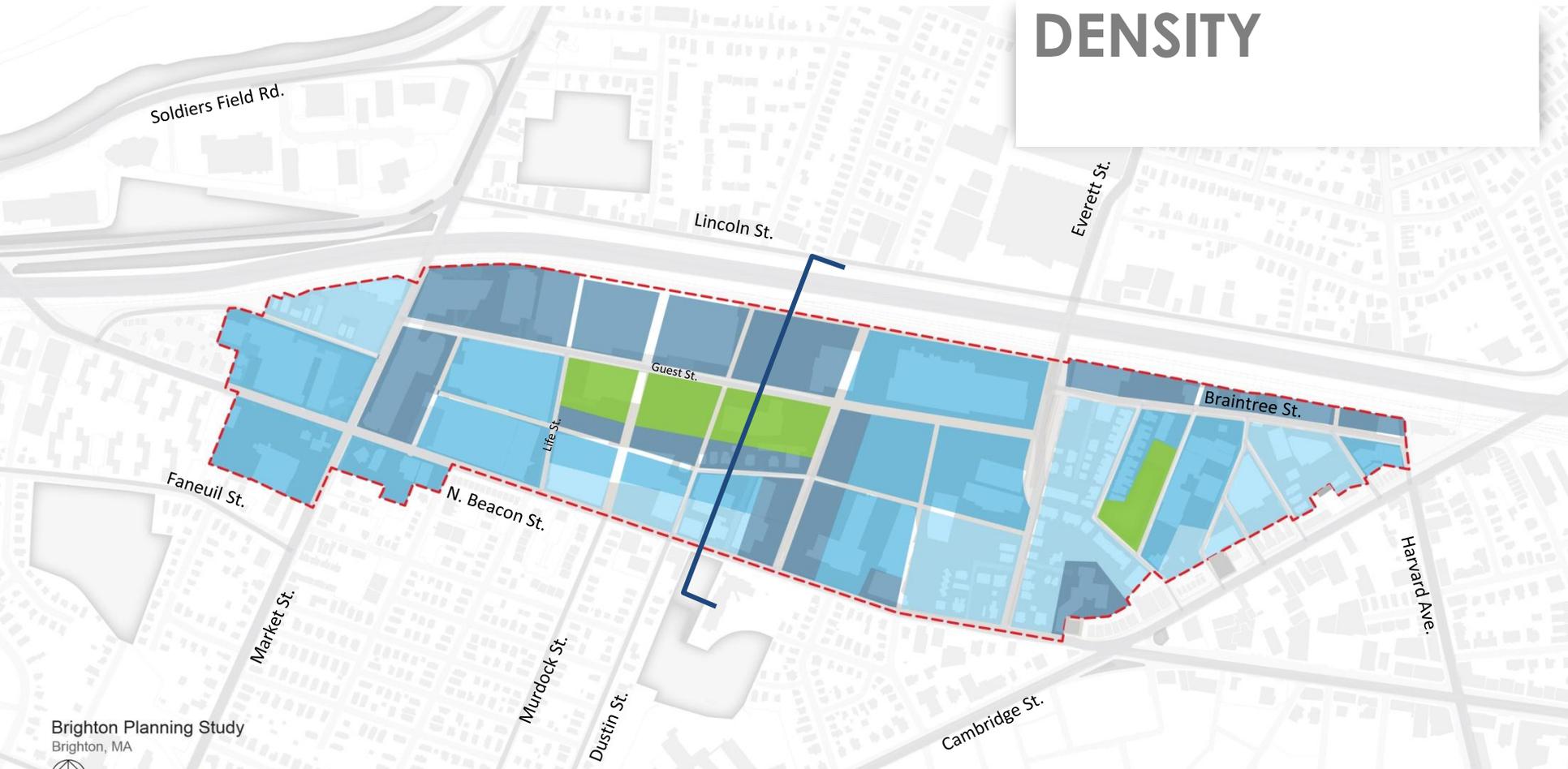
Brighton Planning Study
Brighton, MA
0 150 300 450 ft

INCREASE OPEN SPACE



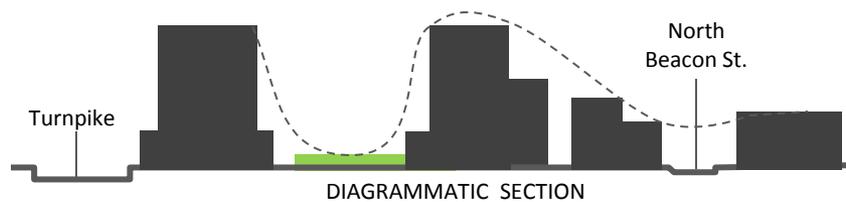
Union Park, Boston

DENSITY



STEP DOWN FROM THE TURNPIKE

- High Density
- Medium Density
- Low Density
- Open Space



3 OPTIONS

A

B

C



PARK ON NORTH BEACON

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**

CENTRAL GREEN

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**

NECKLACE OF PARKS

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

BRIGHTON



SEPTEMBER A G MEETING 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.

BRIGHTON



PLANNING AND DESIGN PRINCIPLES

- Transform the Guest Street Planning Area into a vibrant multi-use district
- Create strong connections to the Brighton and Allston neighborhoods and Main Streets
- Promote mobility options within and around the district
- Create pedestrian friendly streets throughout the district
- Establish a connected open space system that ties into the surrounding context
- Develop buildings that respect the street, civic realm & the environment

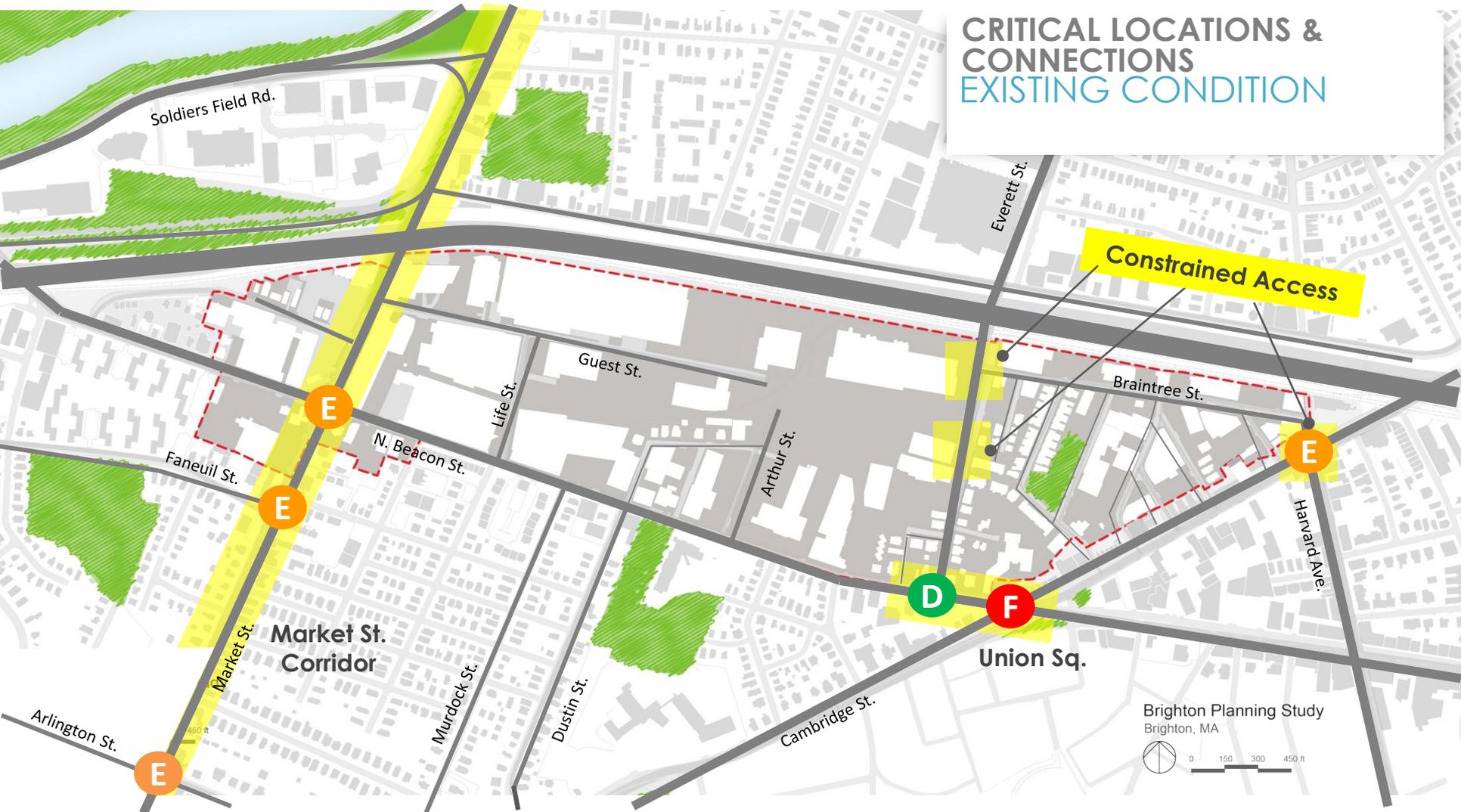


BRIGHTON

GUEST STREET AREA PLANNING STUDY

TRANSPORTATION & DEVELOPMENT STRATEGIES

CRITICAL LOCATIONS & CONNECTIONS EXISTING CONDITION



Level of Service

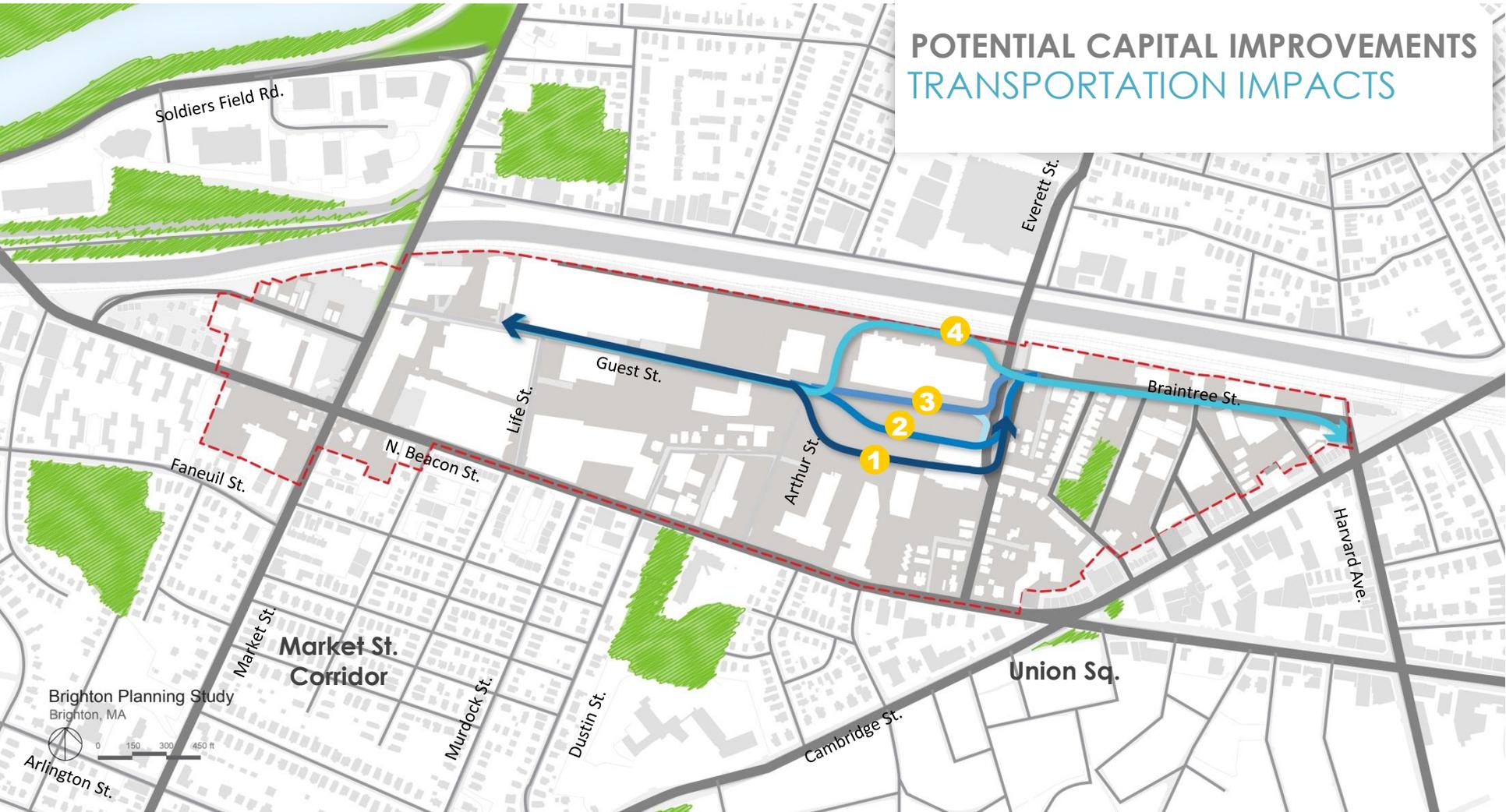
- A** Very low delay
- B** Good progression
- C** Fair progression
- D** Many vehicles stop

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

Market St. and Cambridge St. gateways are congested

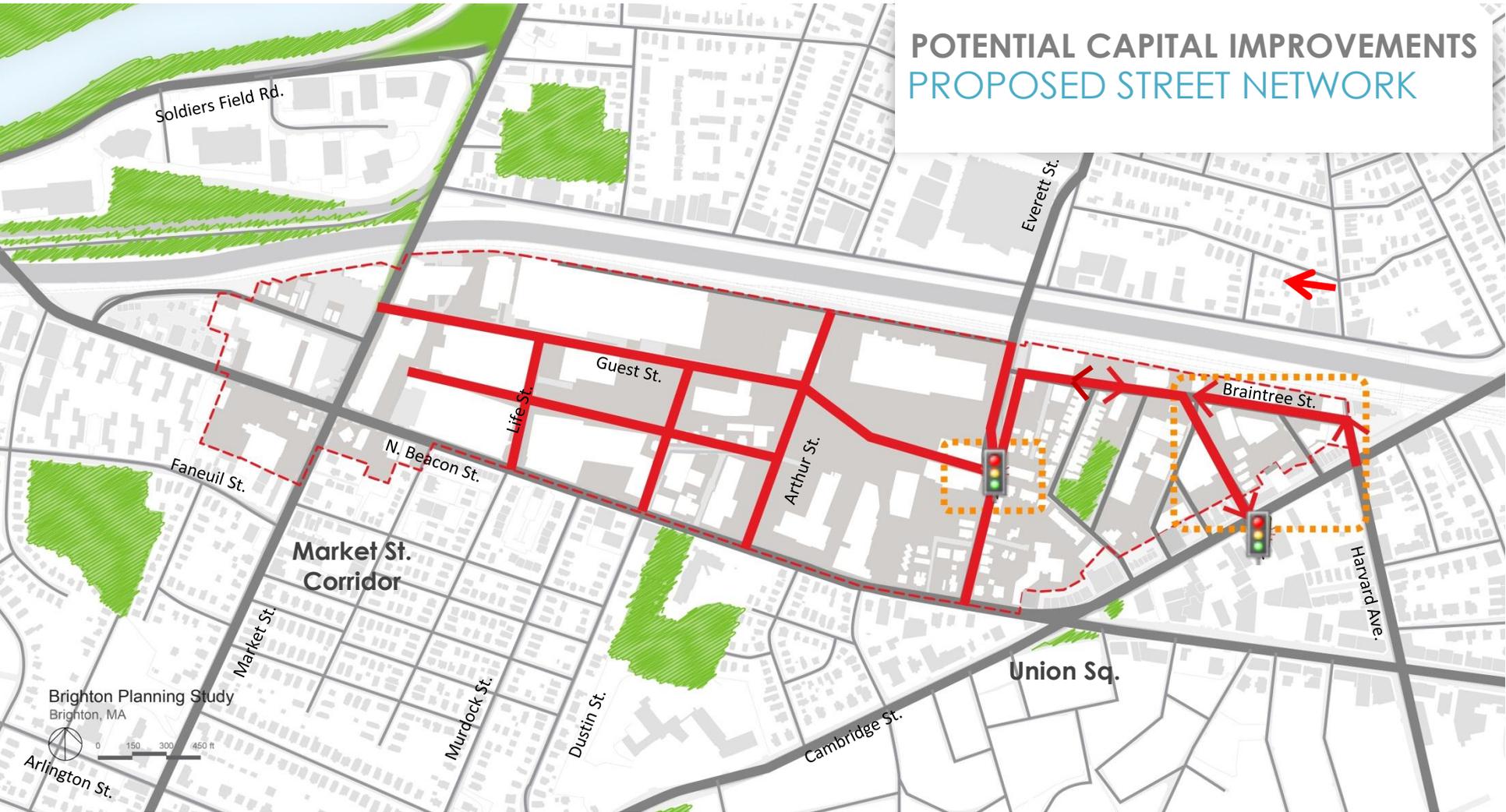
Brighton Planning Study
Brighton, MA
0 150 300 450 ft

POTENTIAL CAPITAL IMPROVEMENTS TRANSPORTATION IMPACTS



Options for improving connectivity

POTENTIAL CAPITAL IMPROVEMENTS PROPOSED STREET NETWORK

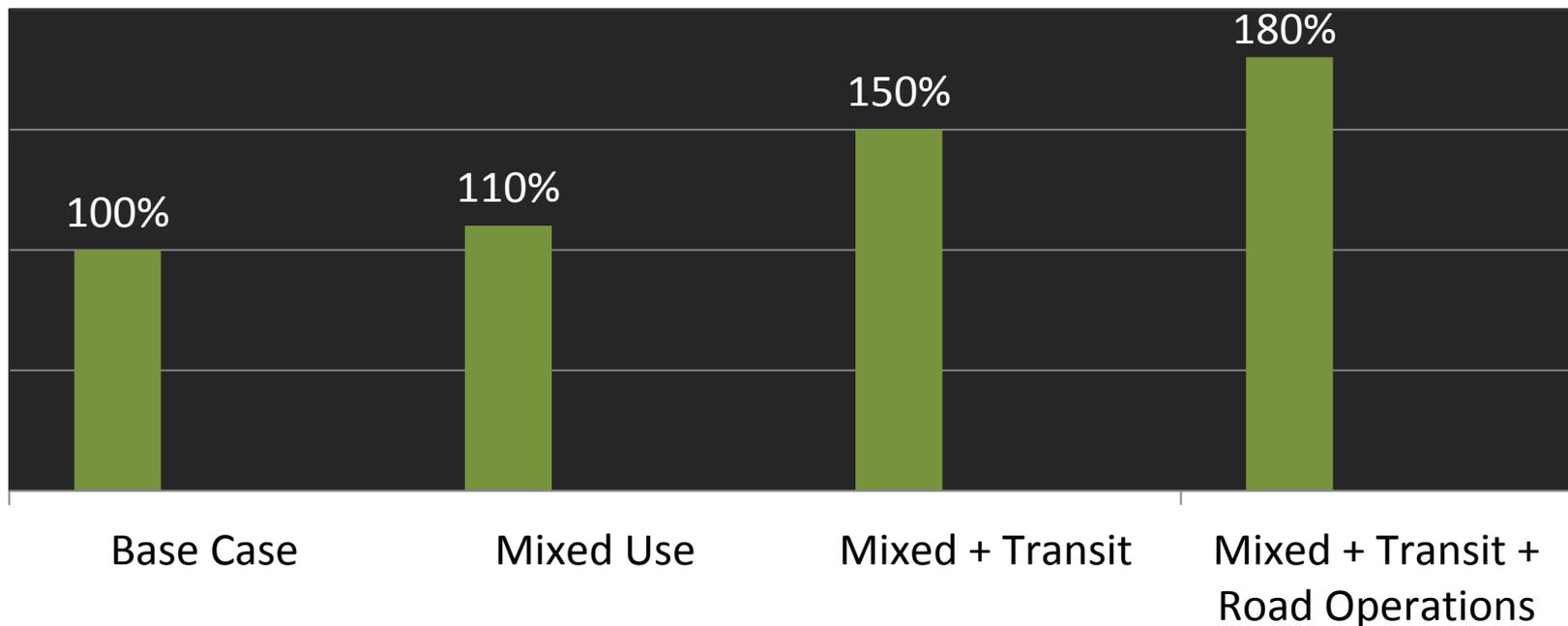


New connections relieve congestion in North Beacon St. corridor

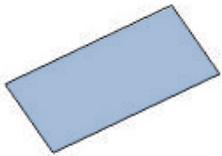
TRAFFIC MITIGATION STRATEGIES TRANSPORTATION IMPACTS

- **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%
- **Road Operations Improvements:** Changes to the street network could increase overall capacity and relieve congestion in regional corridors

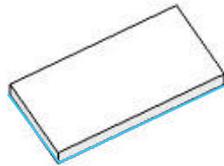
Land use and transportation strategies increase development capacity



$$\text{Floor Area Ratio (FAR)} = \frac{\text{Gross Building Area (all floors)}}{\text{Lot Area}}$$

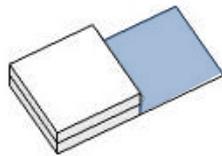


Lot Area

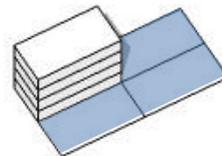


FAR = 1.0

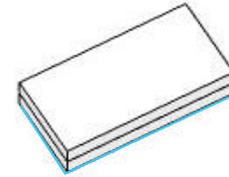
Gross Square Feet/Lot Area



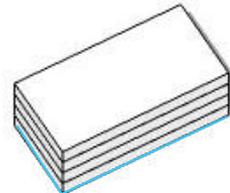
FAR = 1.0



FAR = 1.0



FAR = 2.0



FAR = 4.0

FAR = total SF of a building / total SF of the lot



FAR 0.75-1.0

Elmira Street, Brighton



University Park, Cambridge

FAR 2.0-4.0



FAR 3.0-5.0

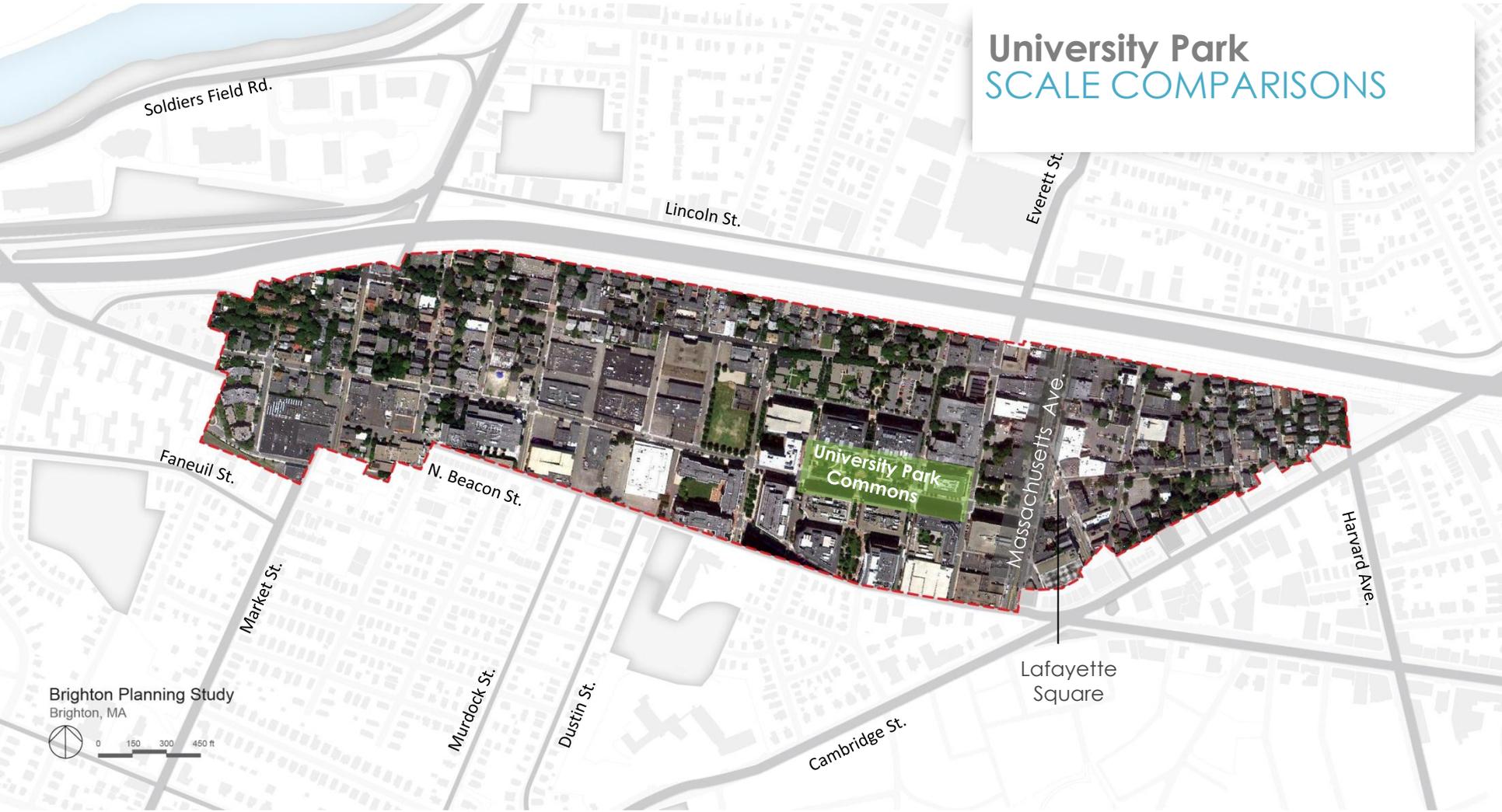
Gastown, Vancouver

Commonwealth Ave SCALE COMPARISONS



Commonwealth Avenue

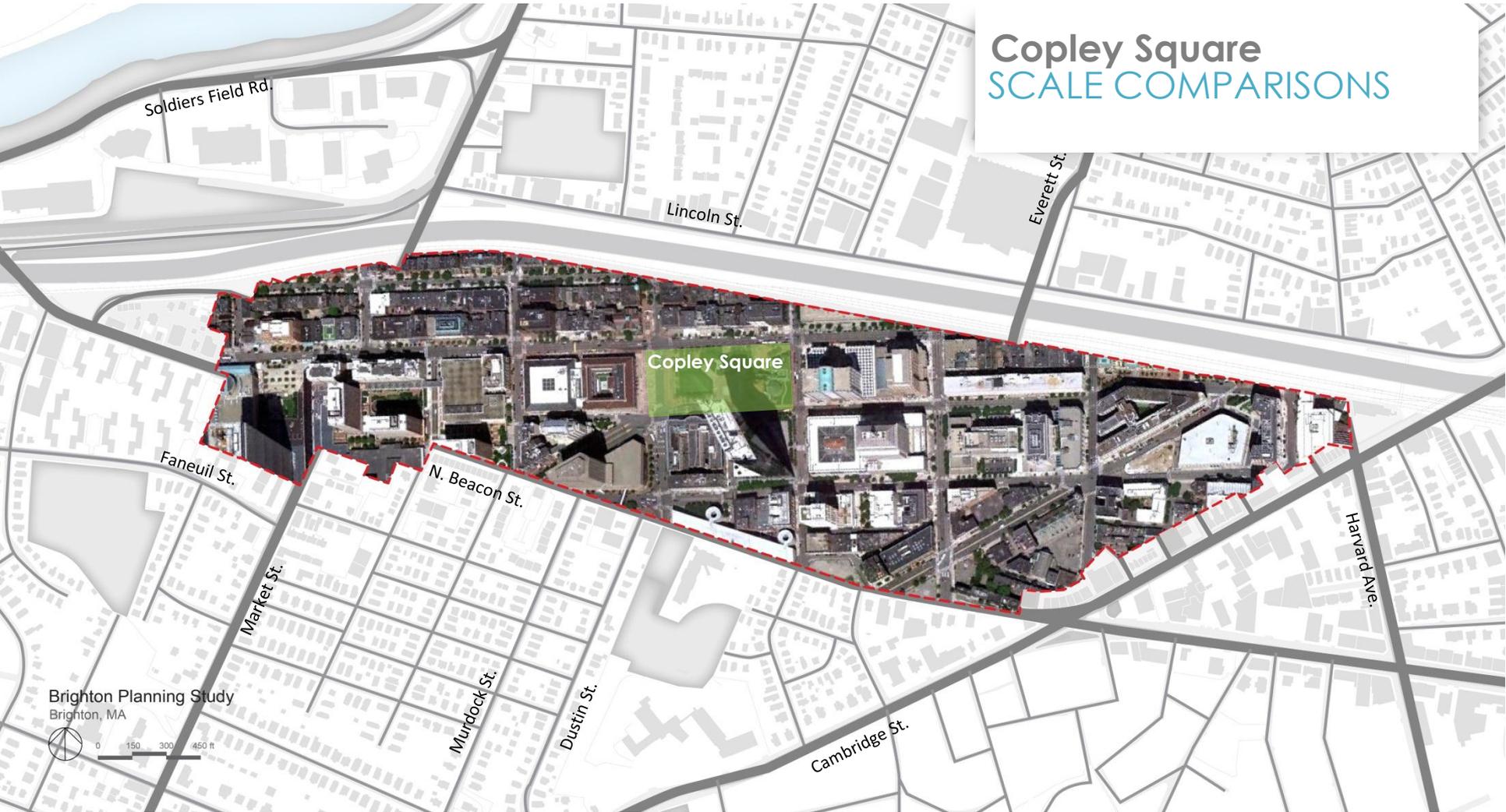
University Park SCALE COMPARISONS



Brighton Planning Study
Brighton, MA
0 150 300 450 ft

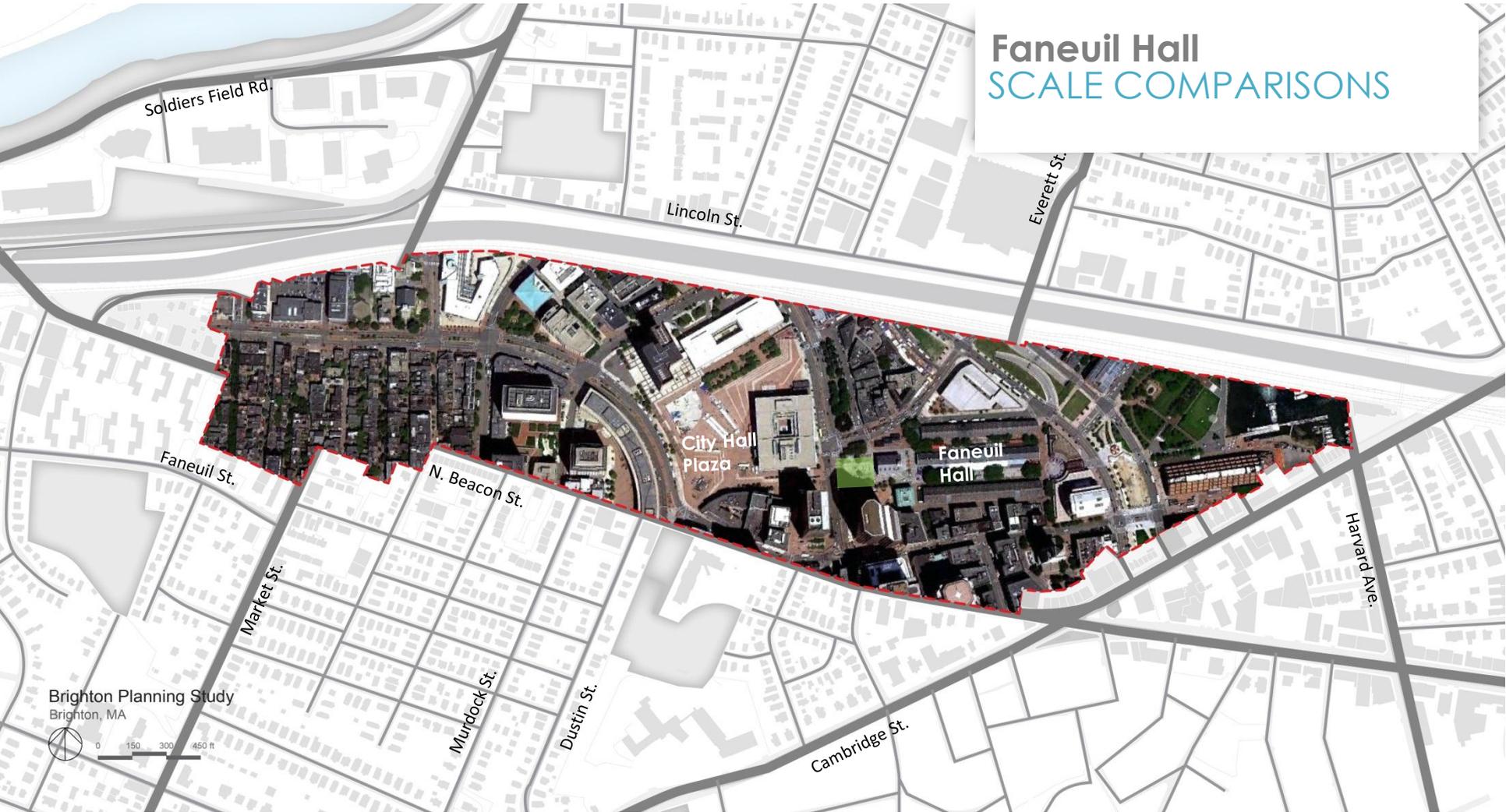
Central Square, Cambridge

Copley Square SCALE COMPARISONS



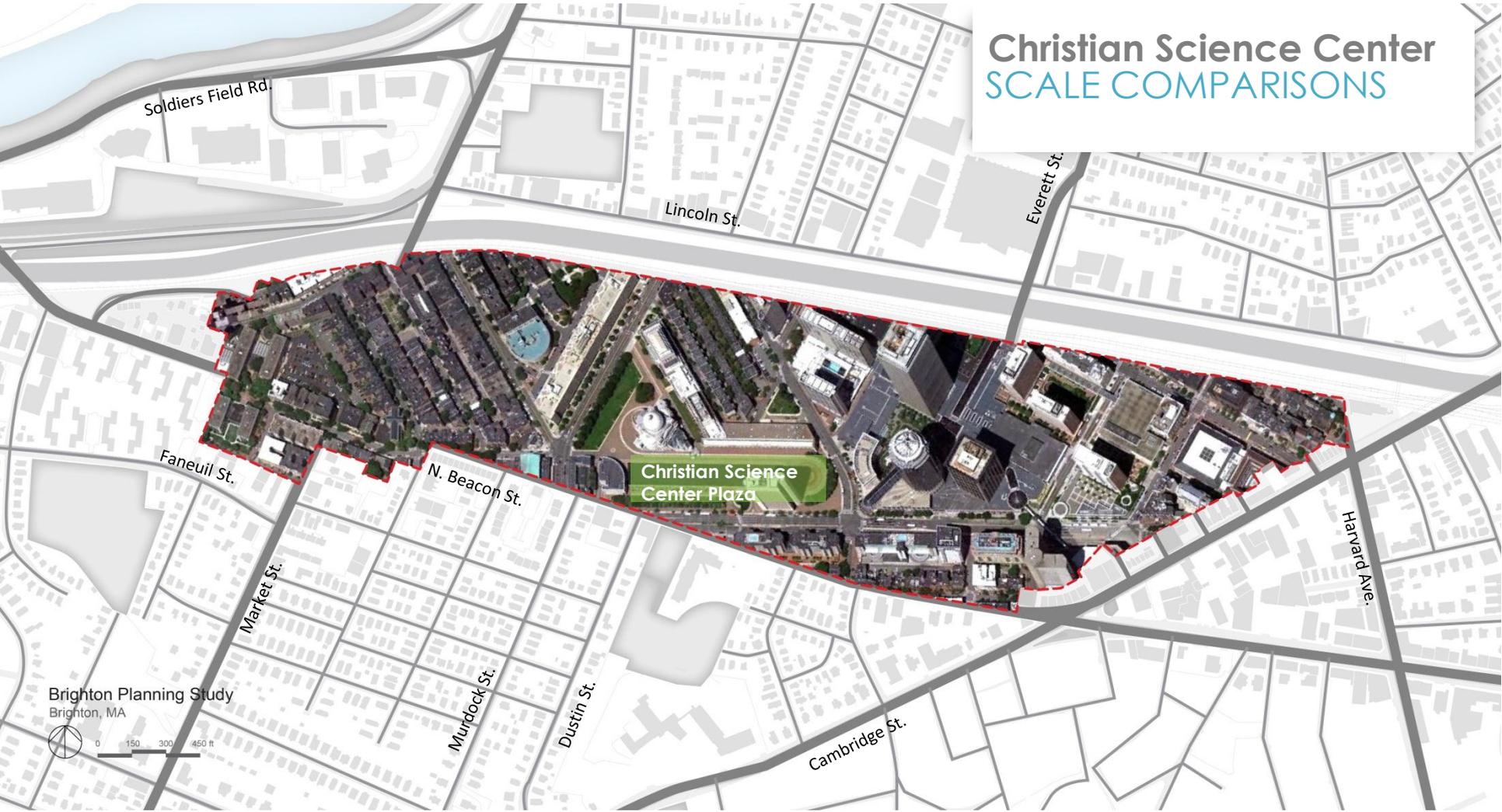
Copley Square, Boston

Faneuil Hall SCALE COMPARISONS



Government Center, Boston

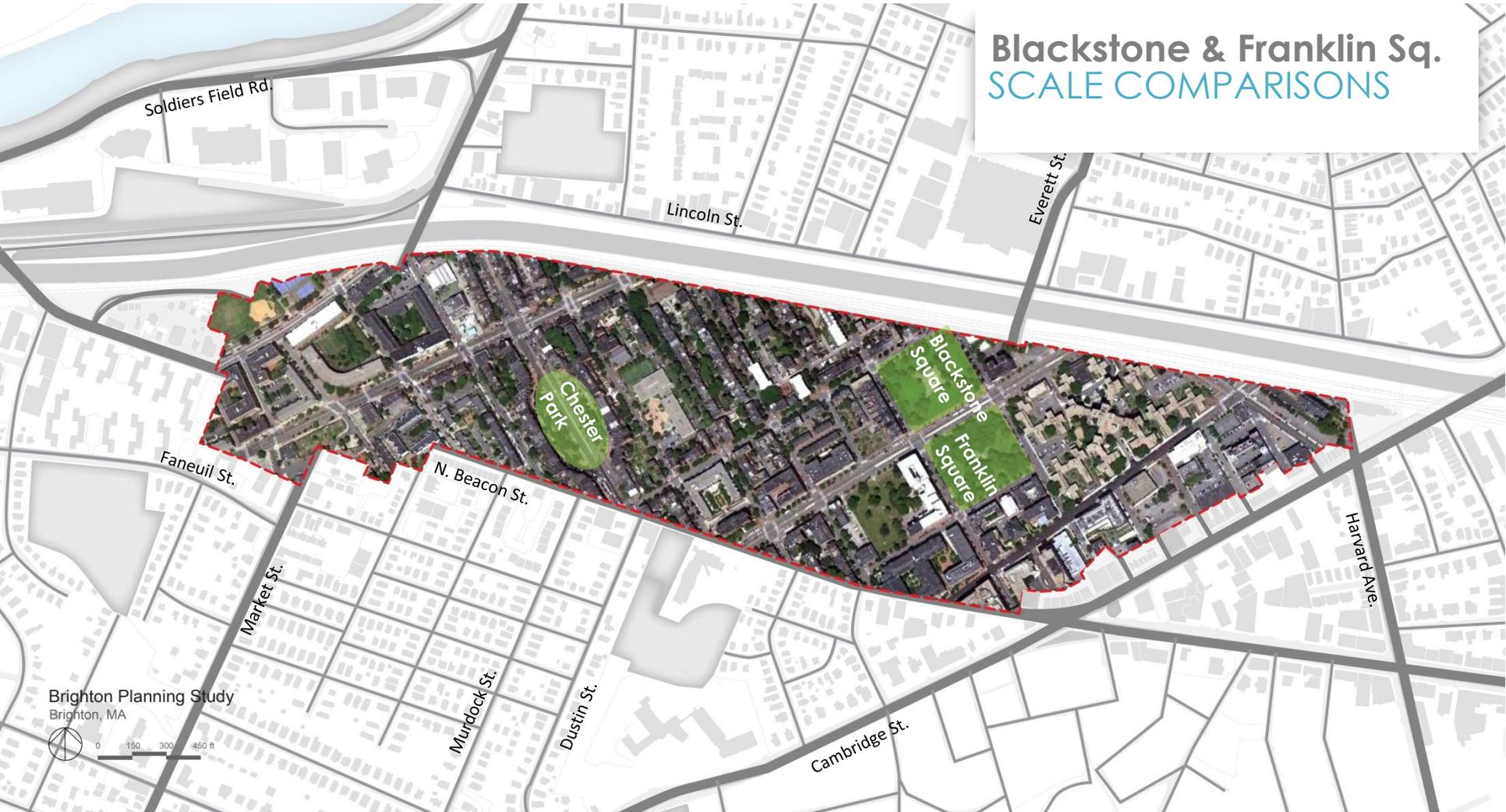
Christian Science Center SCALE COMPARISONS



Brighton Planning Study
Brighton, MA
0 150 300 450 ft

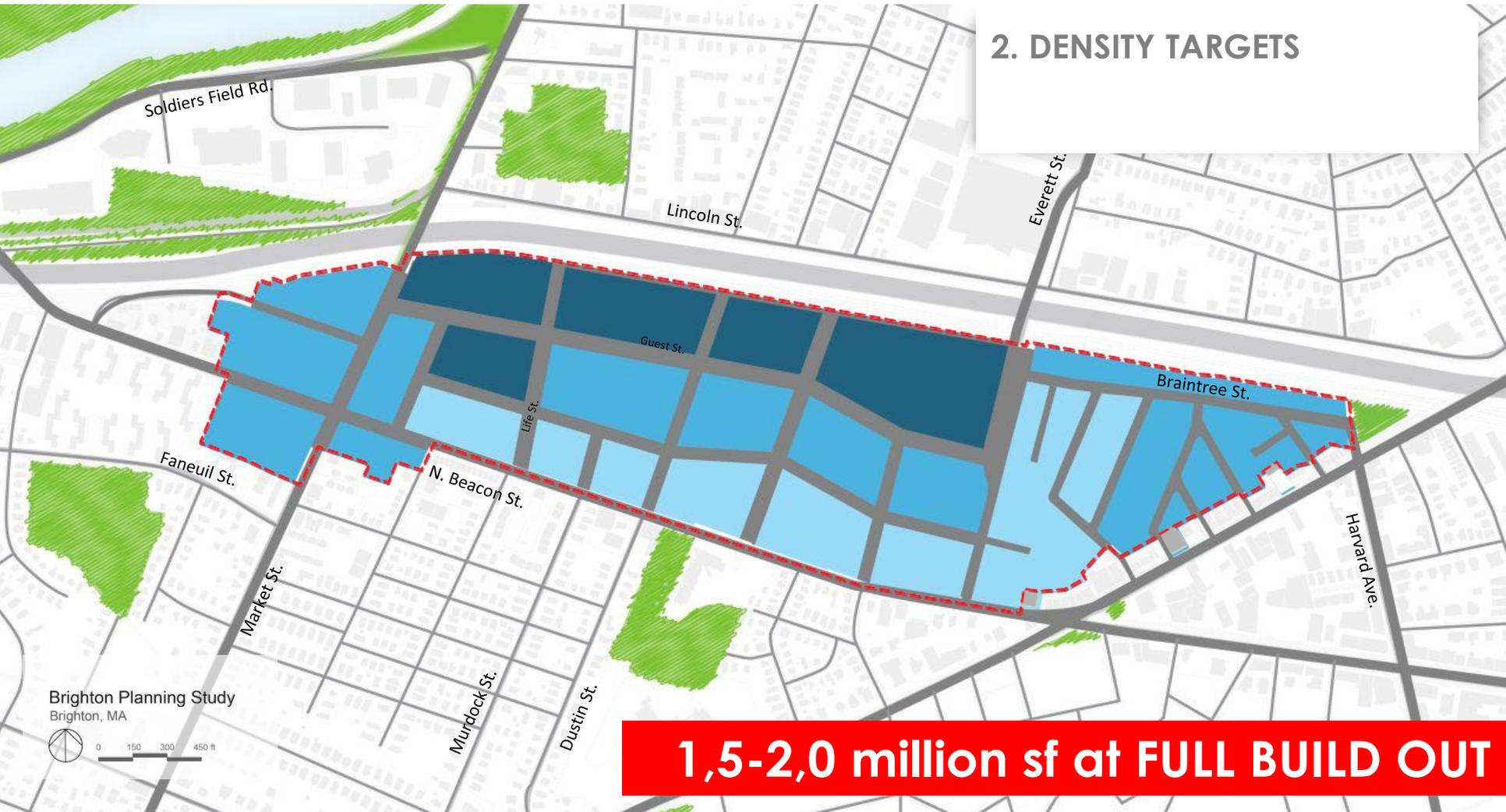
Christian Science, Boston

Blackstone & Franklin Sq. SCALE COMPARISONS



Blackstone & Franklin Sq., South End

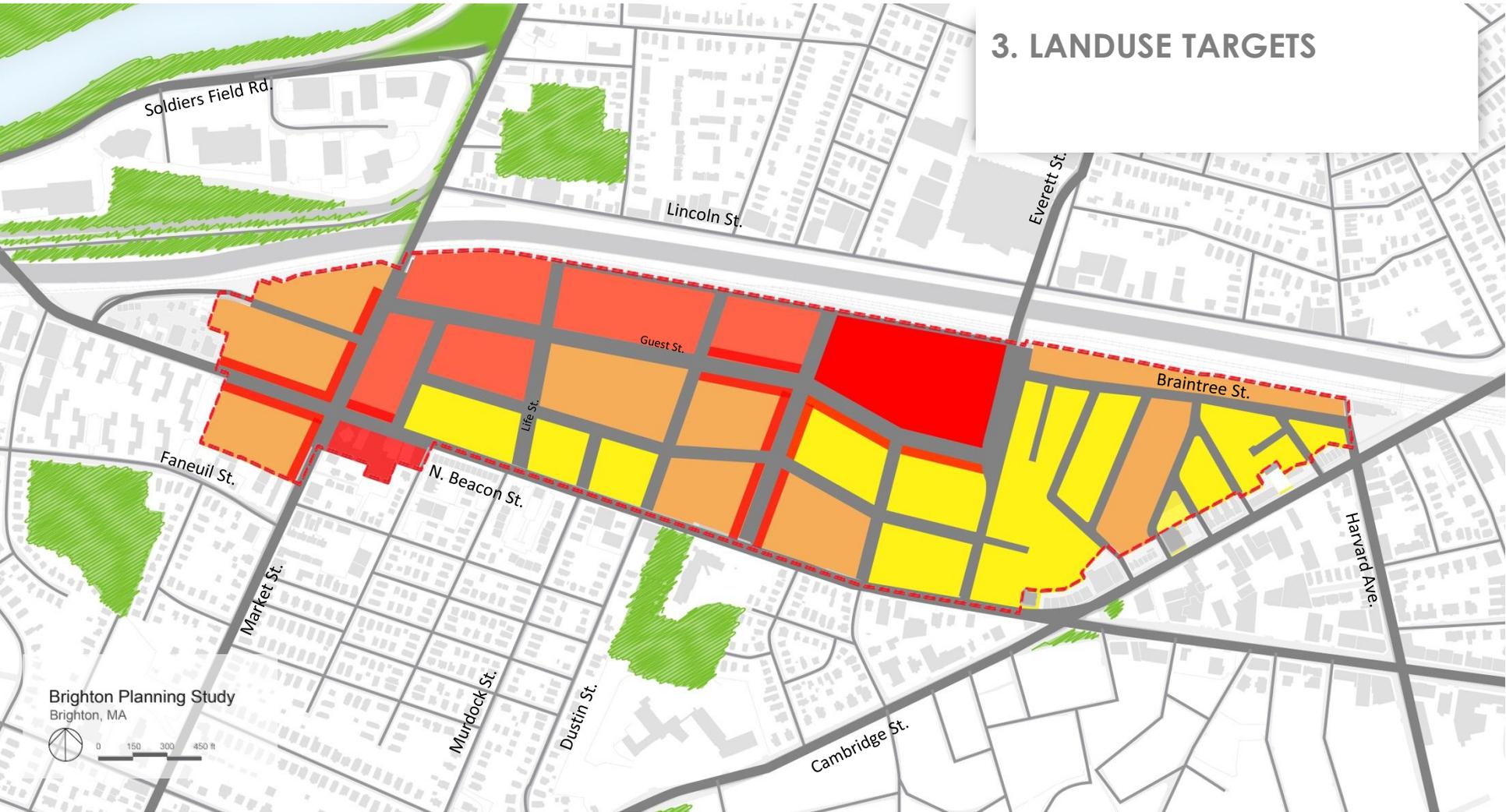
2. DENSITY TARGETS



- FAR 3.0~4.0
- FAR 1.5~3.0
- FAR 0.75~1.5

Target densities to step down to the neighborhood

3. LANDUSE TARGETS



Brighton Planning Study
Brighton, MA



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

Mixed use land use strategy



BRIGHTON

GUEST STREET AREA PLANNING STUDY

CONCEPT SCENARIOS



SCENARIO A - CENTRAL GREEN

Hyde Park, Toronto

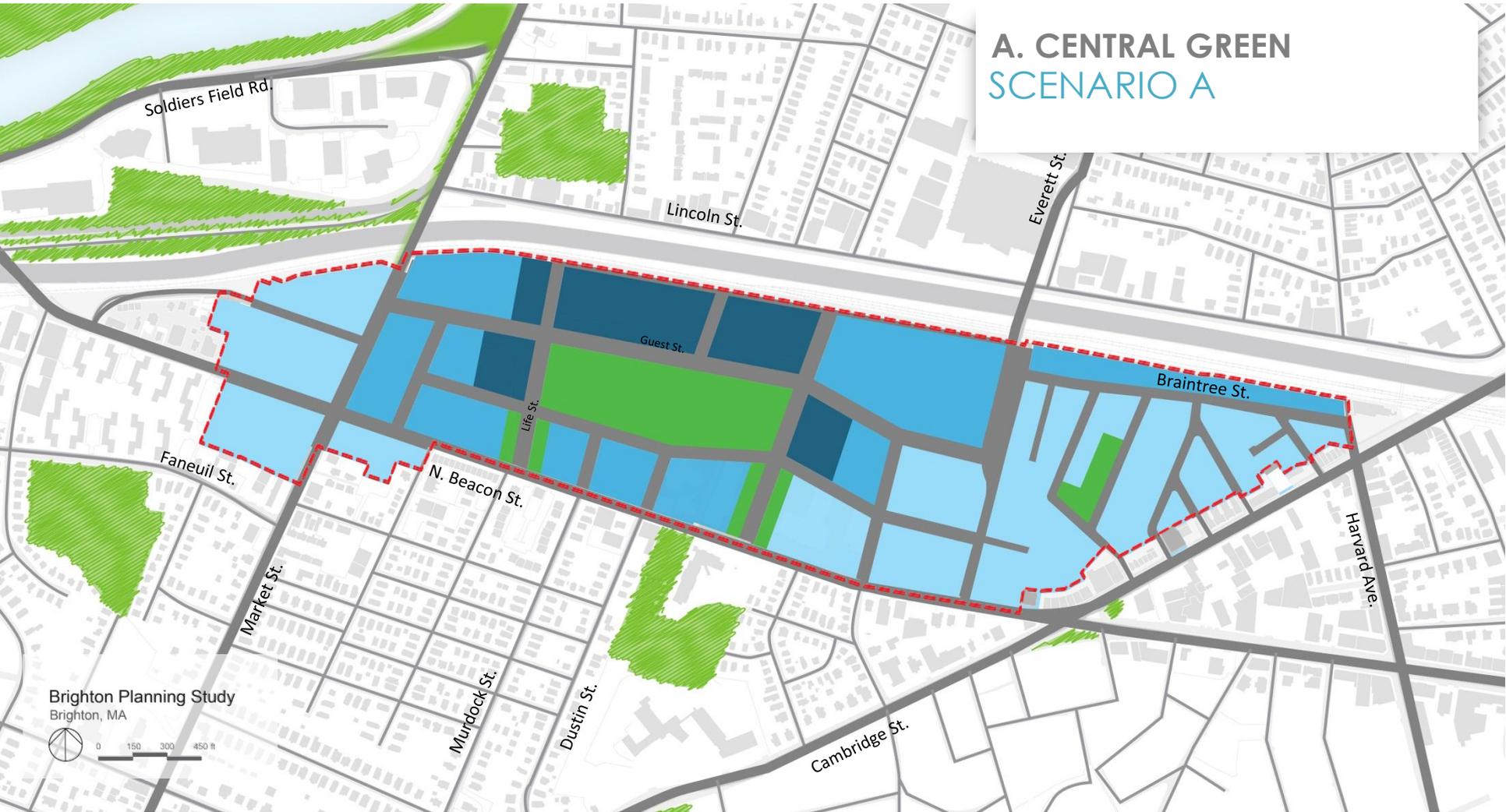




SCENARIO A - CENTRAL GREEN

Chelsea Piers, New York

A. CENTRAL GREEN SCENARIO A



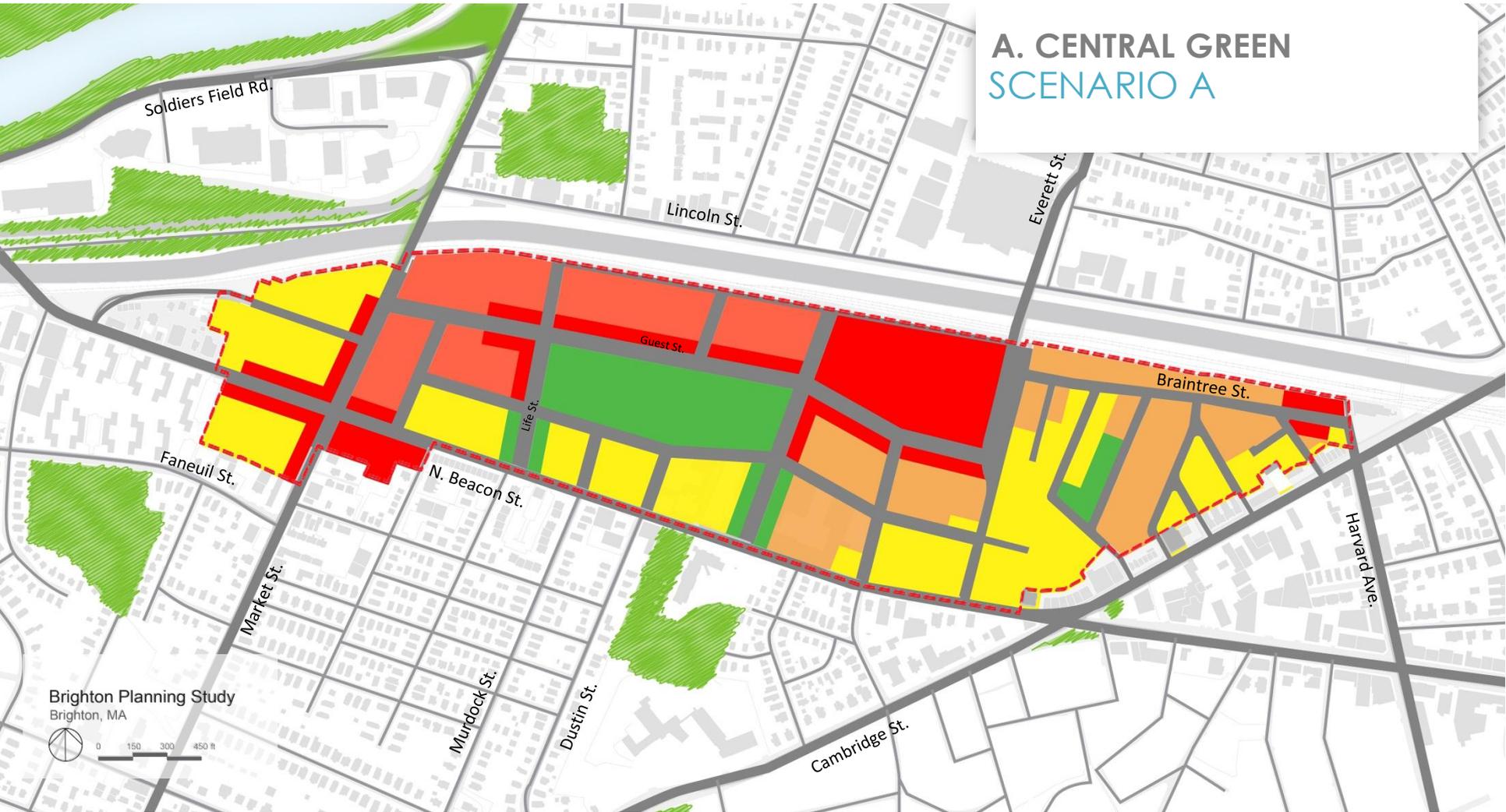
Brighton Planning Study
Brighton, MA



- FAR 3.0~4.0
- FAR 1.5~3.0
- FAR 0.75~1.5

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

A. CENTRAL GREEN SCENARIO A



Brighton Planning Study
Brighton, MA

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

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



SCENARIO B – THE GREAT MALL

University Park, Cambridge

B. THE GREAT MALL SCENARIO B



Brighton Planning Study
Brighton, MA



- FAR 3.0~4.0
- FAR 1.5~3.0
- FAR 0.75~1.5

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

B. THE GREAT MALL SCENARIO B



Brighton Planning Study
Brighton, MA

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

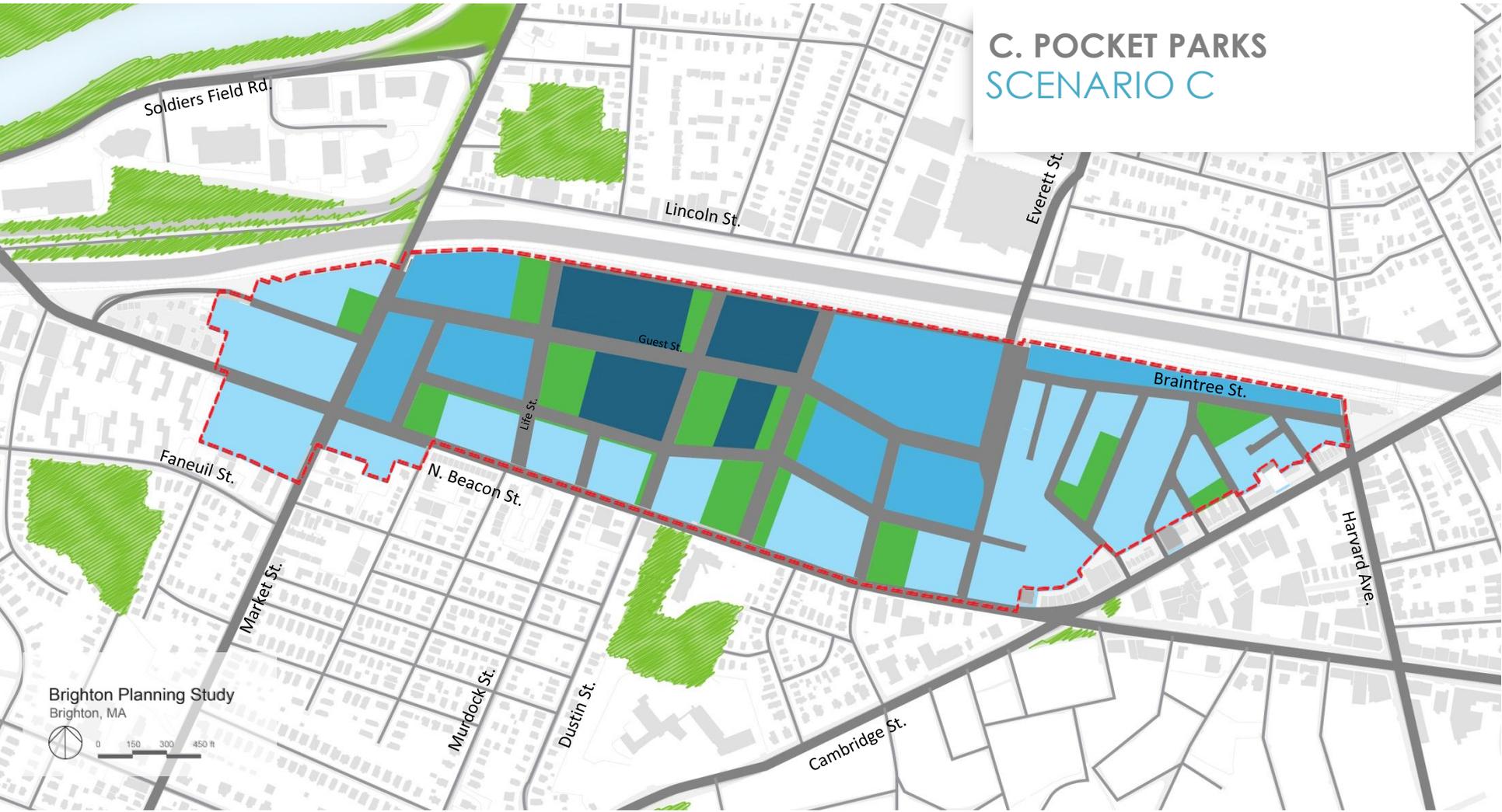
1. Park for Neighbors
2. Height at the Turnpike
3. Housing/ Mixed Use at North Beacon



SCENARIO C – POCKET PARKS

Addison, Texas

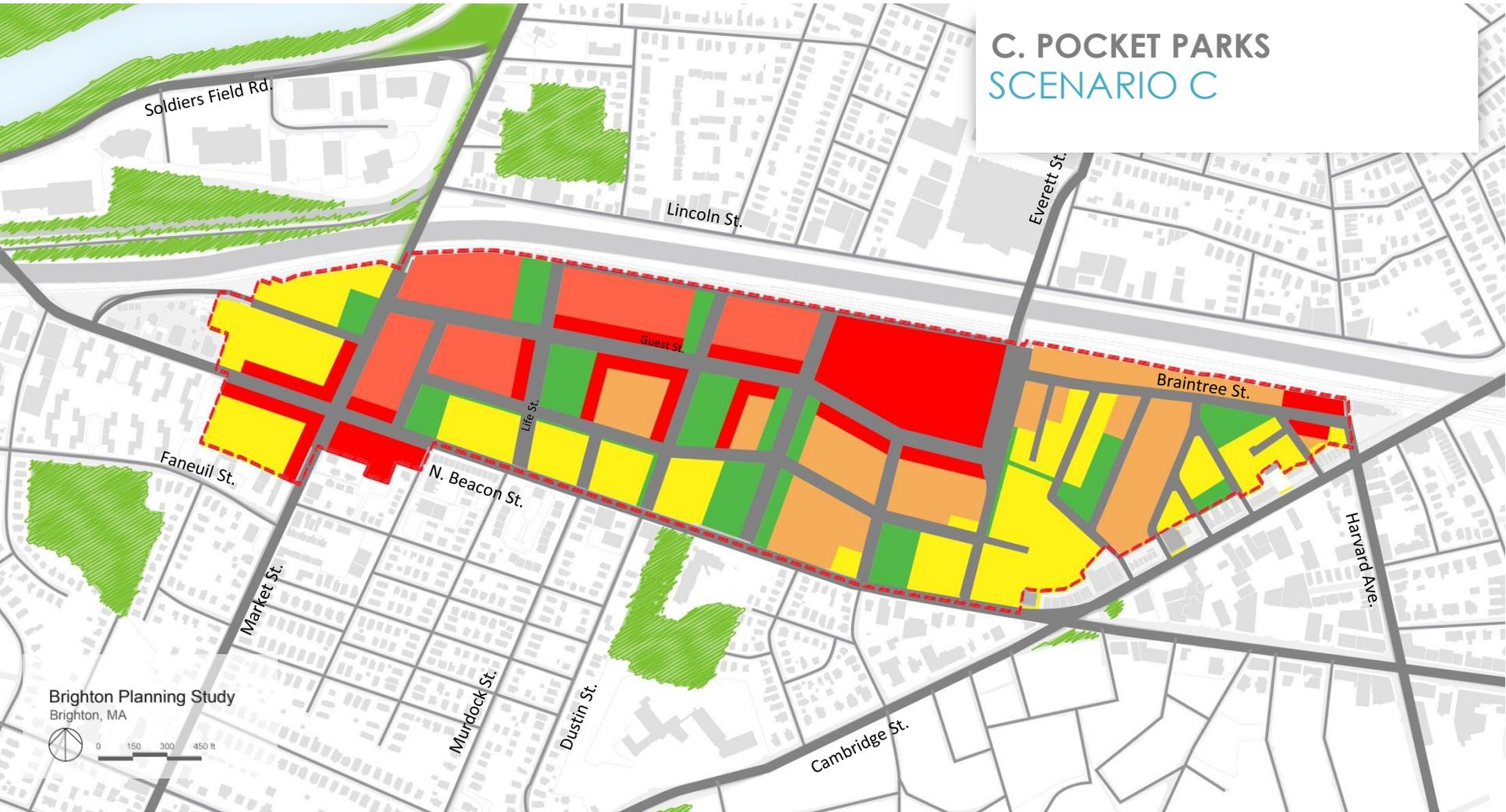
C. POCKET PARKS SCENARIO C



-  FAR 3.0~4.0
-  FAR 1.5~3.0
-  FAR 0.75~1.5

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

C. POCKET PARKS SCENARIO C



Brighton Planning Study
Brighton, MA

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

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



BRIGHTON

GUEST STREET AREA PLANNING STUDY

URBAN DESIGN ELEMENTS

- Heart of the district
- Parks and public spaces
- Streets
- Gateway
- Cultural identity

HEART OF THE DISTRICT?





AN ICONIC PARK

Boston Common



Newbury Street

A UNIQUE STREET



A GREAT URBAN SQUARE

Faneuil Hall, Boston



A CIVIC PLAZA?

Boston City Hall Plaza



OR A CIVIC PLAZA LIKE NO OTHER!

Federation Square, Melbourne

Brighton Guest Street Area Planning Study 10/18/2011

GILIC DEVELOPMENT RESOURCES

S A S A K I

Boston Redevelopment Authority
www.bostonredevelopmentauthority.org



PARKS AND PUBLIC SPACES?

Penniman Road Park



A SIMPLE PARK THAT CAN HOST A VARIETY OF EVENTS

Addison, Texas



SEASONAL USE LIKE A SKATING RINK

Emerson Park, Concord ,MA



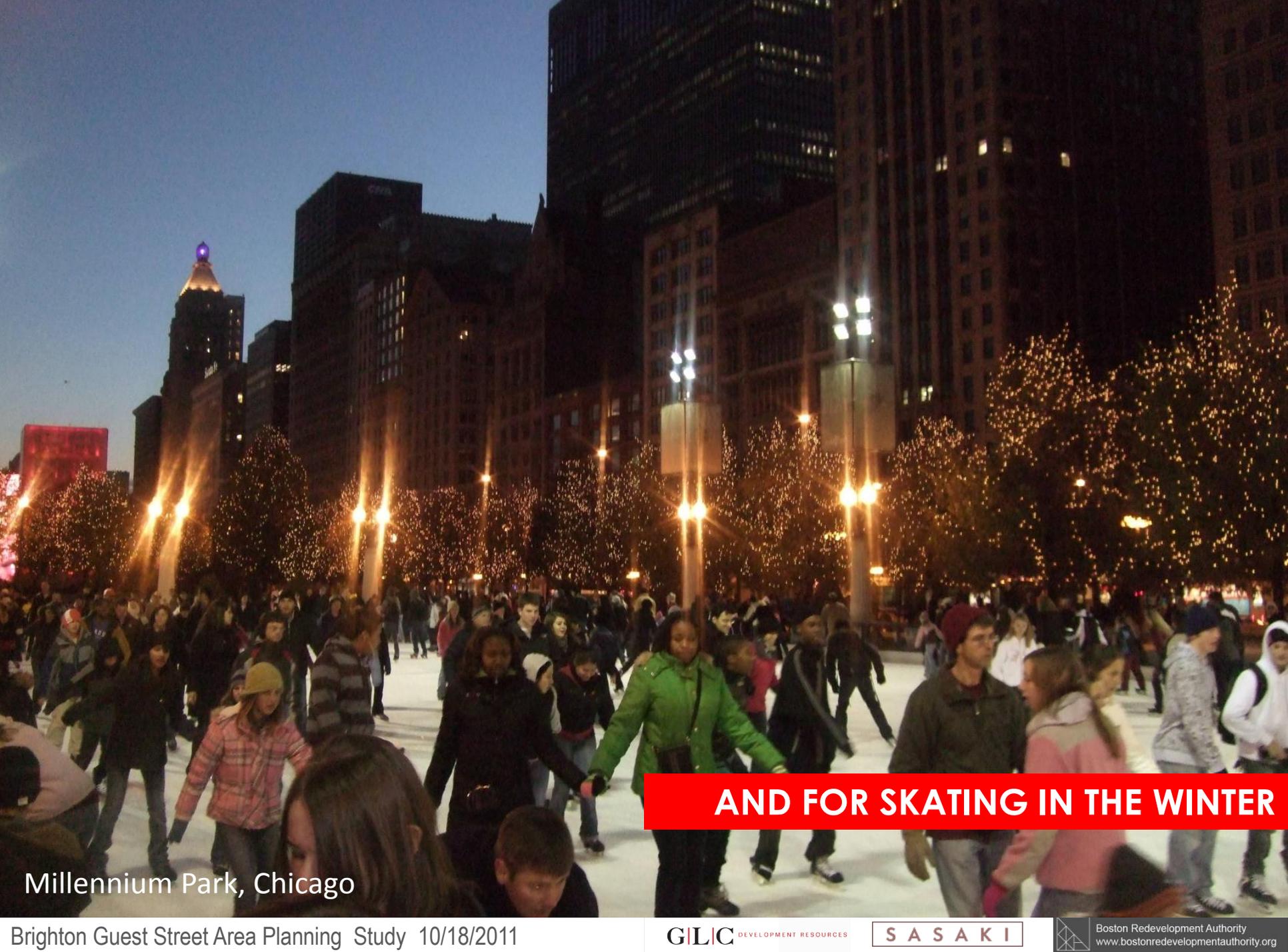
PARKS & PLAZAS RICH IN AMENITIES

Addison, Texas



PLACES FOR KIDS WITH POOLS IN THE SUMMER...

Corpus Christi, Texas



AND FOR SKATING IN THE WINTER

Millennium Park, Chicago

STREETS



Guest Street



ACTIVE RETAIL STREETS

Newbury Street, Boston



Commonwealth Avenue

BOULEVARDS



Boston Streets



TREE-LINED RESIDENTIAL STREETS



RESIDENTIAL STREETS WITH CORNER CAFÉ'S

South End



...WITH TRANSIT

Coolidge Corner



Vancouver, Canada

BUILT FOR BIKES....

GATEWAYS



Market St. at North Beacon

GATEWAYS





NOT THIS!



WGBH
Coming Soon!



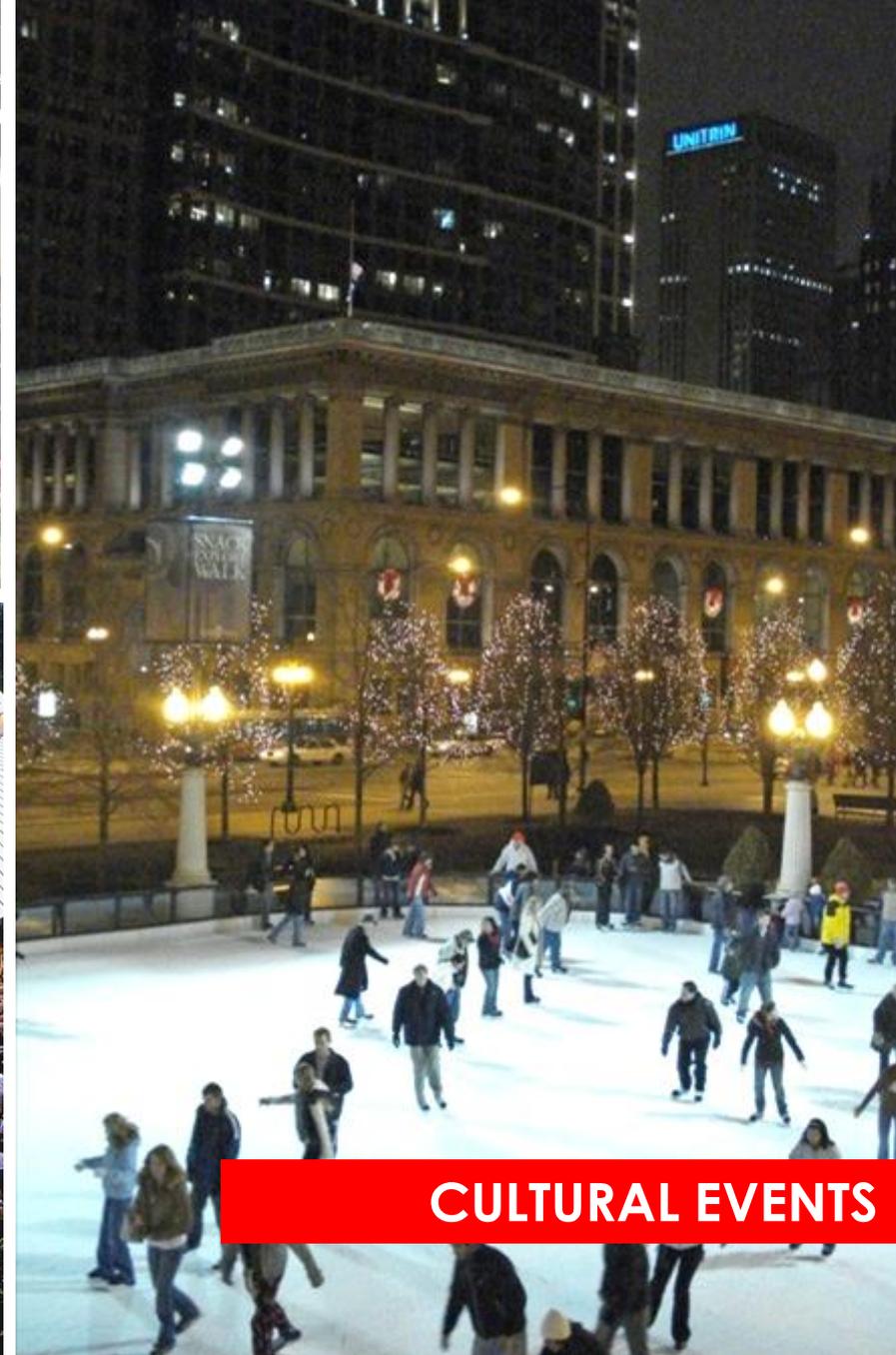
BUT MORE OF THIS?

CULTURAL IDENTITY





WAYFINDING AND STREET AMENITIES



CULTURAL EVENTS

REFINED SCENARIOS



A. CENTRAL GREEN
SCENARIO A

B. THE GREAT MALL
SCENARIO B

C. POCKET PARKS
SCENARIO C

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

DISCUSSION POINTS

GENERAL DISCUSSION

Q1. What do you like about the study area right now? What do you dislike?

CONNECTIVITY

Today the street pattern within the Planning Area is disconnected from the surrounding neighborhoods.

Better connectivity improves traffic flow and visibility.

Q2. Should the new network of streets connect directly into the surrounding ?
Why?

DISCUSSION POINTS

OPEN SPACE

Only 1 % of the current land use within the study area is open space.

Q3. Should the open space be distributed throughout the district into small pocket parks or should it be combined into one large park?

Q4. Should the park be at the center of the new development, drawing residents and visitors into the district? Or at the edge of the district to bring the neighborhoods together?

Q5. What types of park programming would you like to see? Passive vs. active? Playgrounds? Fountains?

DISCUSSION POINTS

URBAN CHARACTER

*There are a wide range of densities within the site, ranging from (approximately) **.5 FAR** at Guest Street East and Vineland Street to **1 FAR** east of Everett Street to **2.5 FAR** for the WGBH and New Balance.*

Q6. Should the FAR (and therefore height) be greater near the Turnpike and step down towards Beacon Street?

Q7. Should the height be more distributed throughout and located near the parks where it will have the most value?

DISCUSSION POINTS

PROGRAM

There is an eclectic blend of uses within the site, with most buildings being used for commercial or industrial purposes.

Q8. Should office be concentrated along the Turnpike with a blend of housing and mixed use along Beacon Street?

Q9. Should the uses be distributed throughout the site?



BRIGHTON

GUEST STREET AREA PLANNING STUDY

THANK YOU

All inquiries should be directed to BRA Senior Planners:

Mary Knasas

617.918.4489

mary.knasas.bra@cityofboston.gov, and/or

Carlos J. Montañez

617.918.4442

carlos.montanez.bra@cityofboston.gov