



JANUARY 19, 2012

# BRIGHTON

GUEST STREET AREA PLANNING STUDY  
AG MEETING #6: DRAFT PLAN

## JANUARY AG #6 MEETING AGENDA

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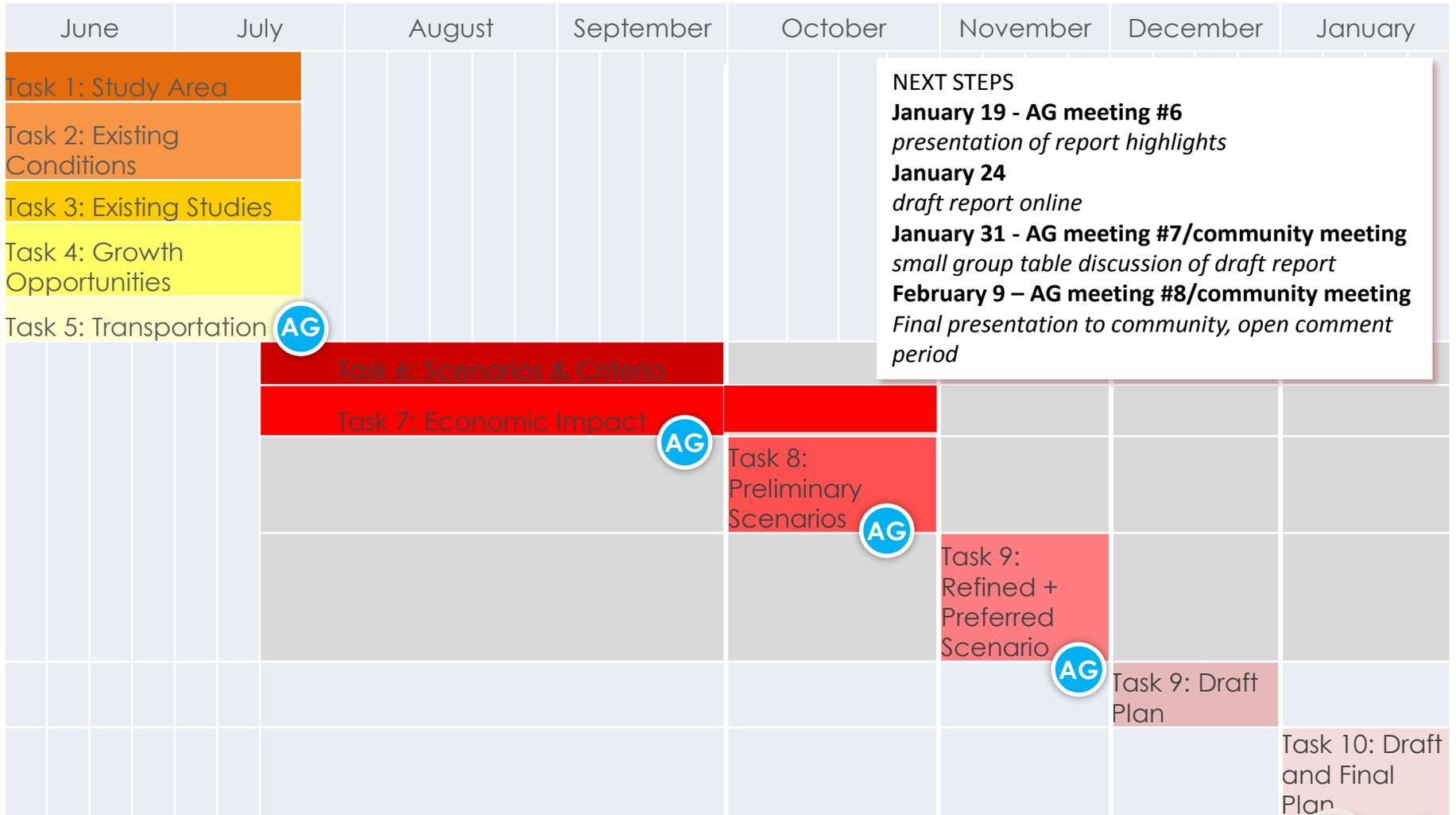
# BRIGHTON

GUEST STREET AREA PLANNING STUDY

- Process Overview
  - Report Highlights
    1. Planning Context
    2. Urban Design Guidelines
    3. Vision
-

# SCHEDULE & SCOPE OF WORK

## Advisory Group Working Sessions



# COMMUNITY INPUT - GUIDELINES

## Green Space

- Near residences, mixed use
- Wide sidewalks with some green buffer
- Priority for public use
- Rooftop public access for viewing

**Near housing, along streets**

## Connectivity

- To Braintree Street
- To Allston Village
- To Charles River
- Franklin Street bike connection
- Dedicated bike lanes on key streets
- Two-way streets
- Improve traffic before majority of development is in place

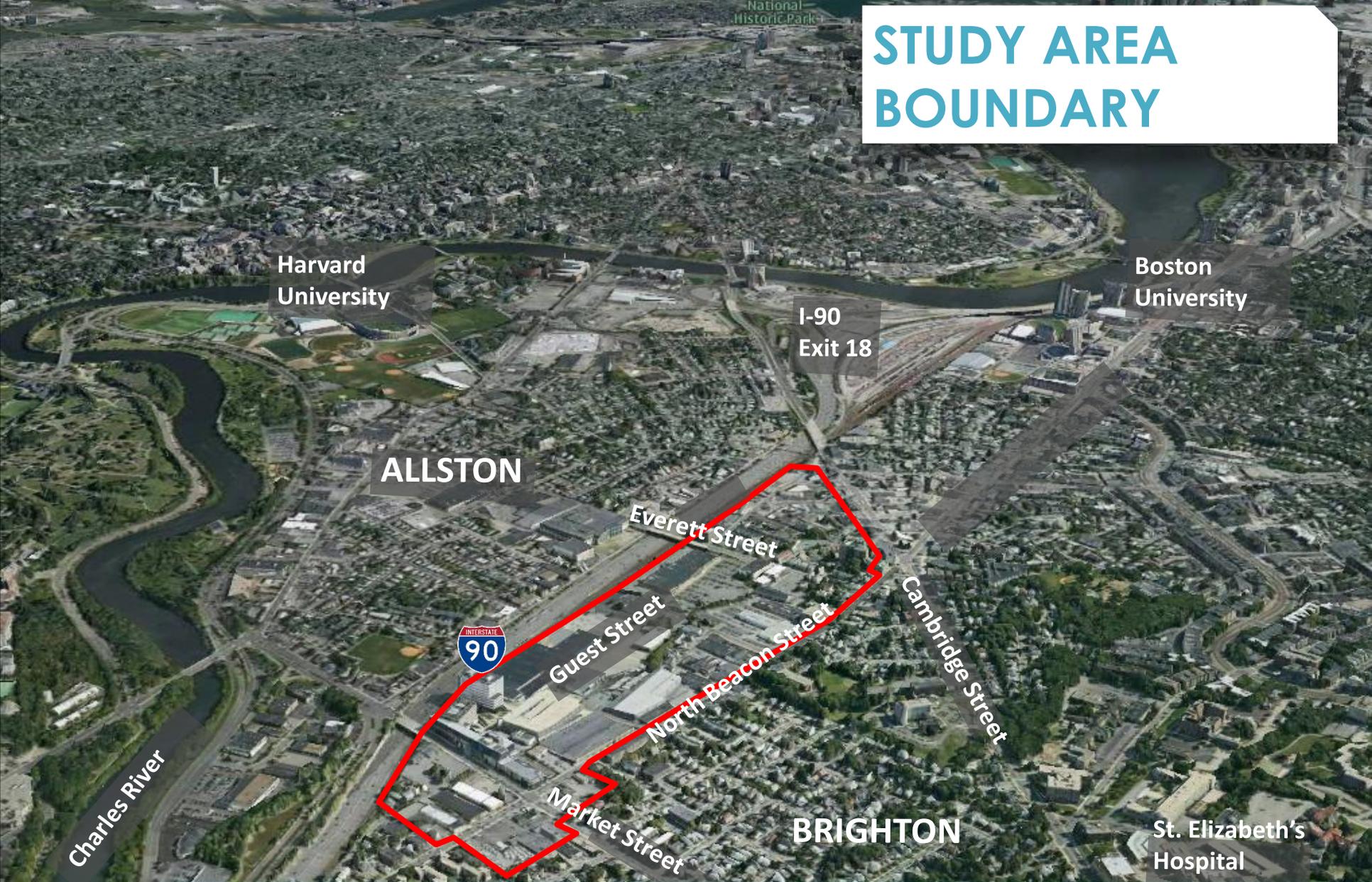
**Bike connections and improved streets**

## Height

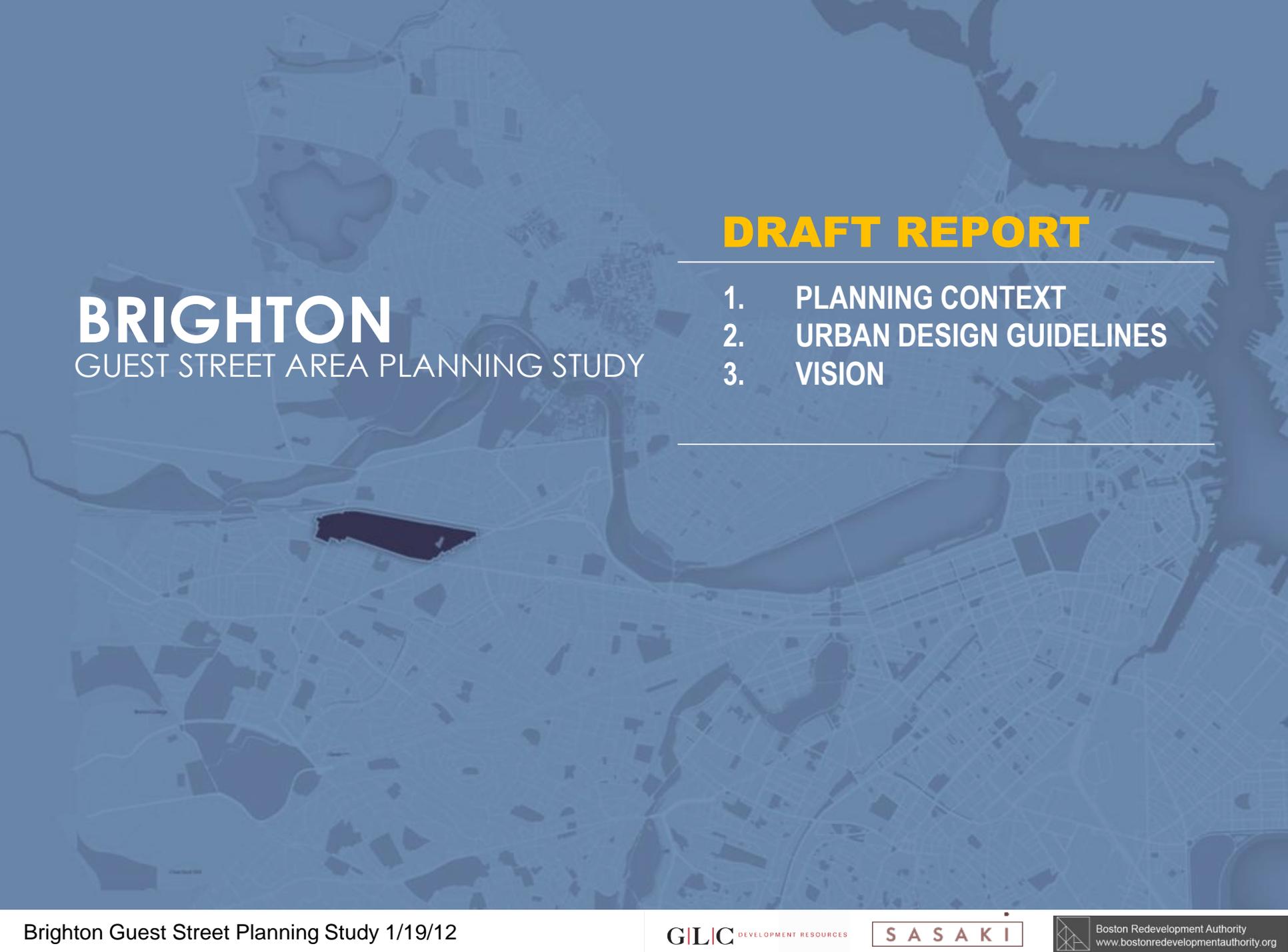
- Similar on both sides of Beacon
- Variation along Pike
- Visual connections thru/to buildings
- Higher near Pike for office (res?)

**Higher near Pike, step down to Beacon, variation**

# STUDY AREA BOUNDARY



Study area bounded by I-90, back of Cambridge Street properties, North Beacon Street, and properties surrounding Market/North Beacon intersection



# BRIGHTON

GUEST STREET AREA PLANNING STUDY

## DRAFT REPORT

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1. PLANNING CONTEXT
  2. URBAN DESIGN GUIDELINES
  3. VISION
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# 1

## BRIGHTON

### GUEST STREET AREA PLANNING STUDY

## PLANNING CONTEXT

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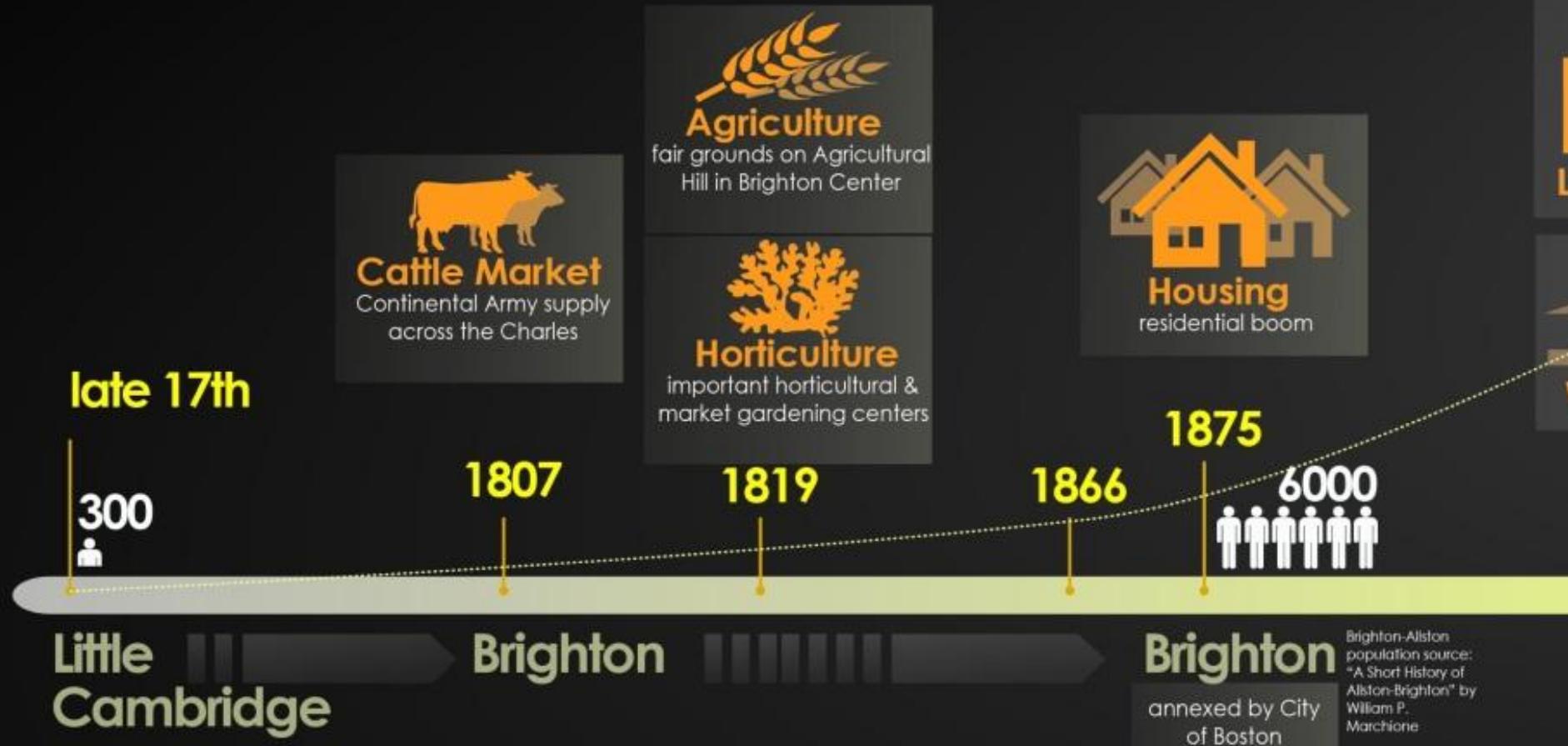
- history
  - study area assets
  - economic context
  - transportation
  - opportunities
-

# HISTORY

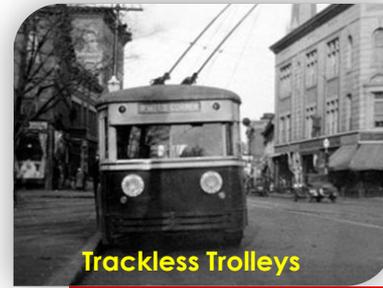
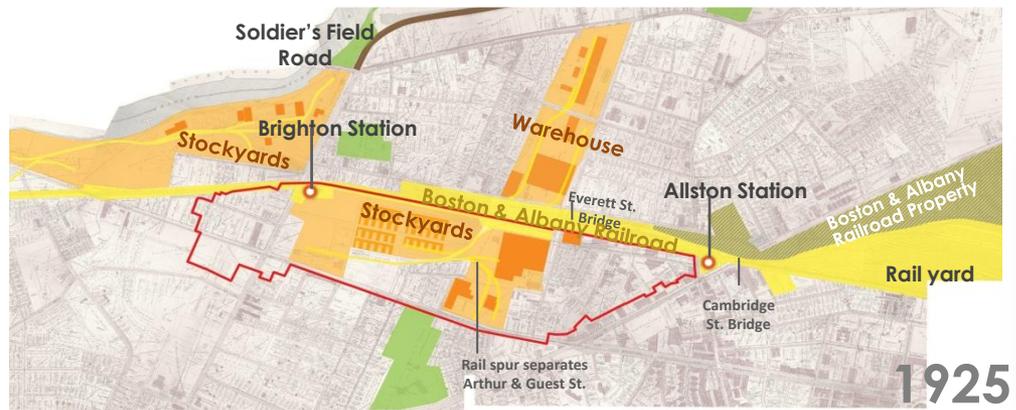
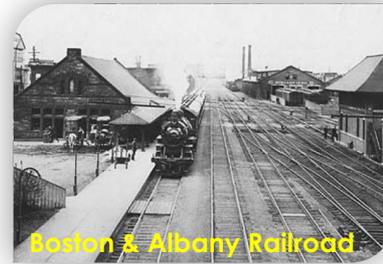
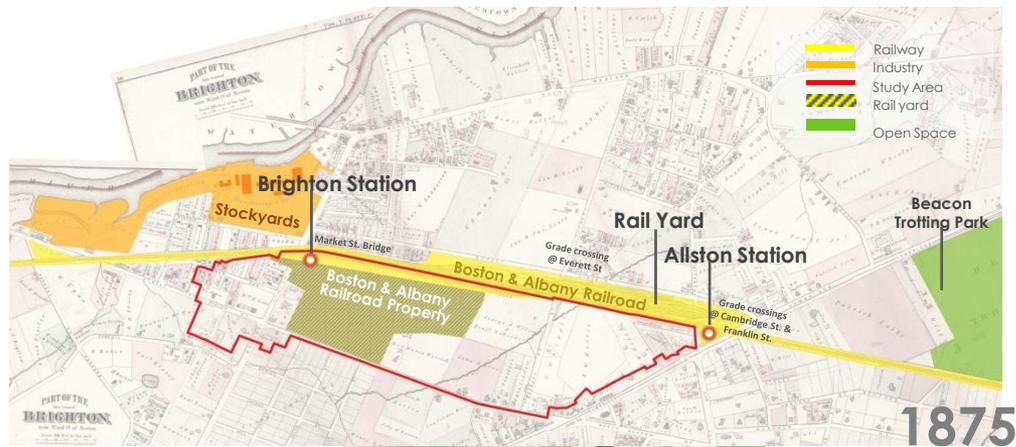
Fact Source: Brighton Allston Historical Society

## BRIGHTON DEVELOPMENT : TIMELINE

 = 1000



# HISTORY



Study area has rich history of productive uses and transportation

Credit: Brighton Allston Historical Society

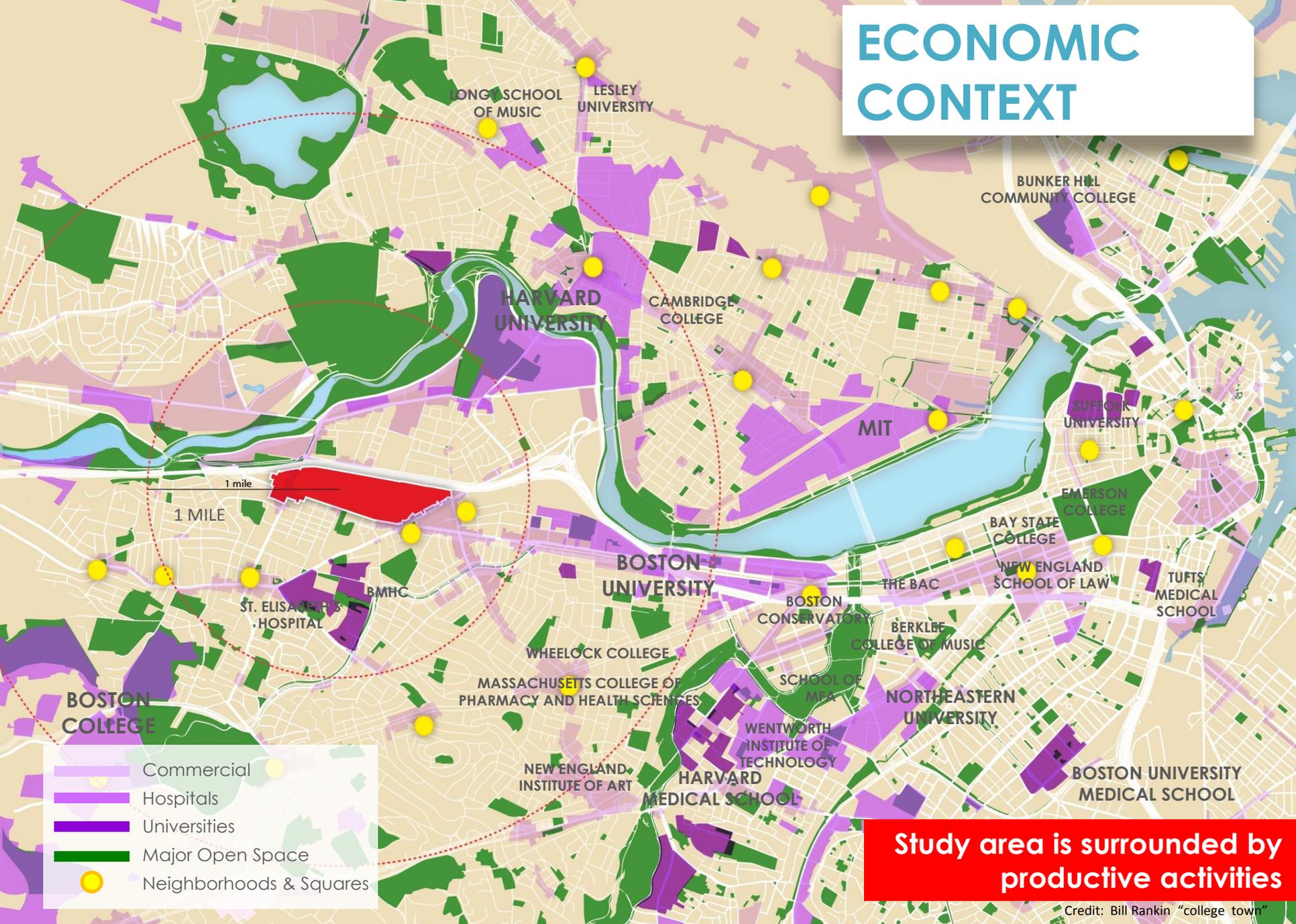
# EXISTING ASSETS



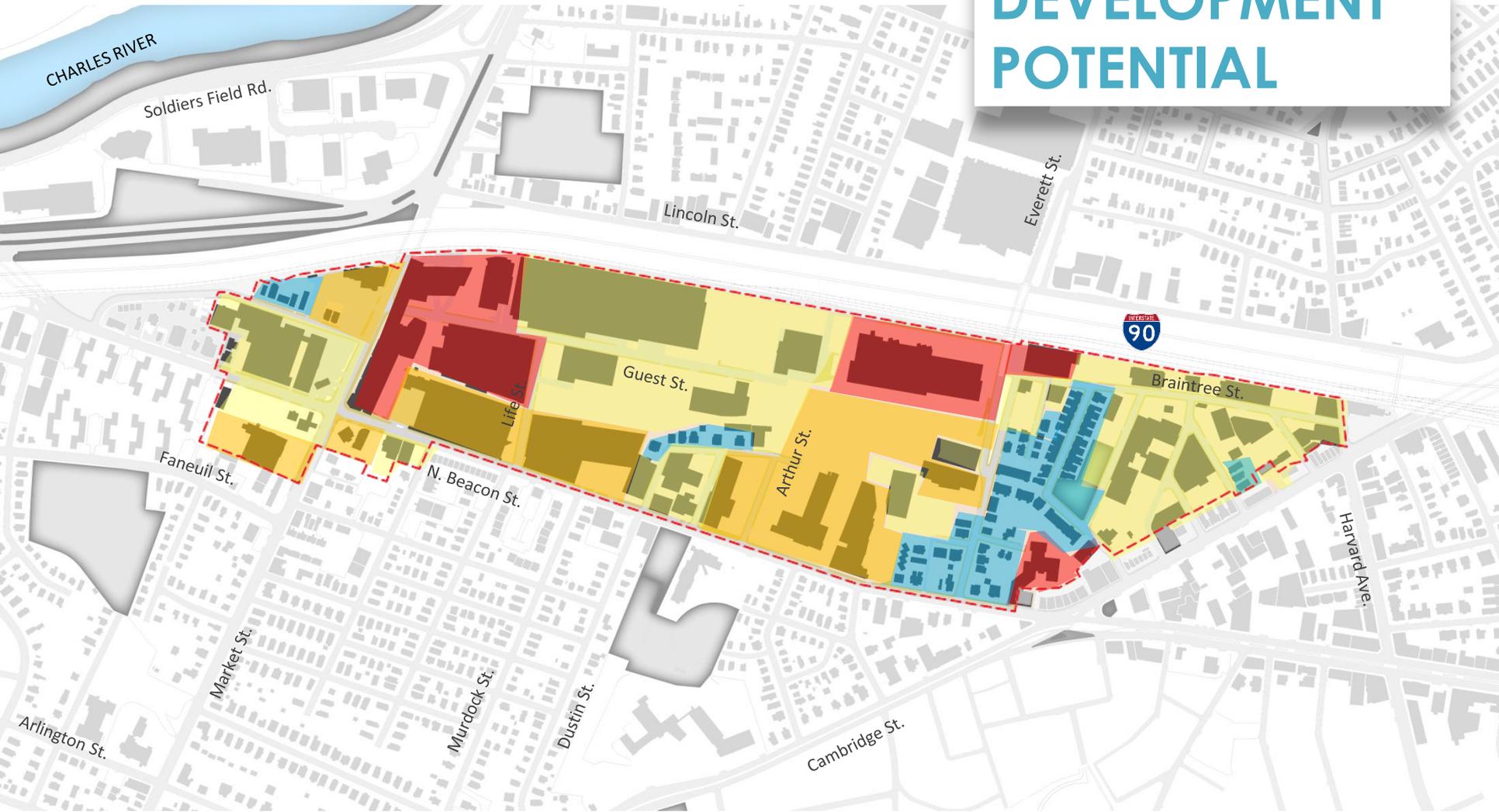
**Jobs, creative industries, existing assets to build on**



# ECONOMIC CONTEXT



# DEVELOPMENT POTENTIAL

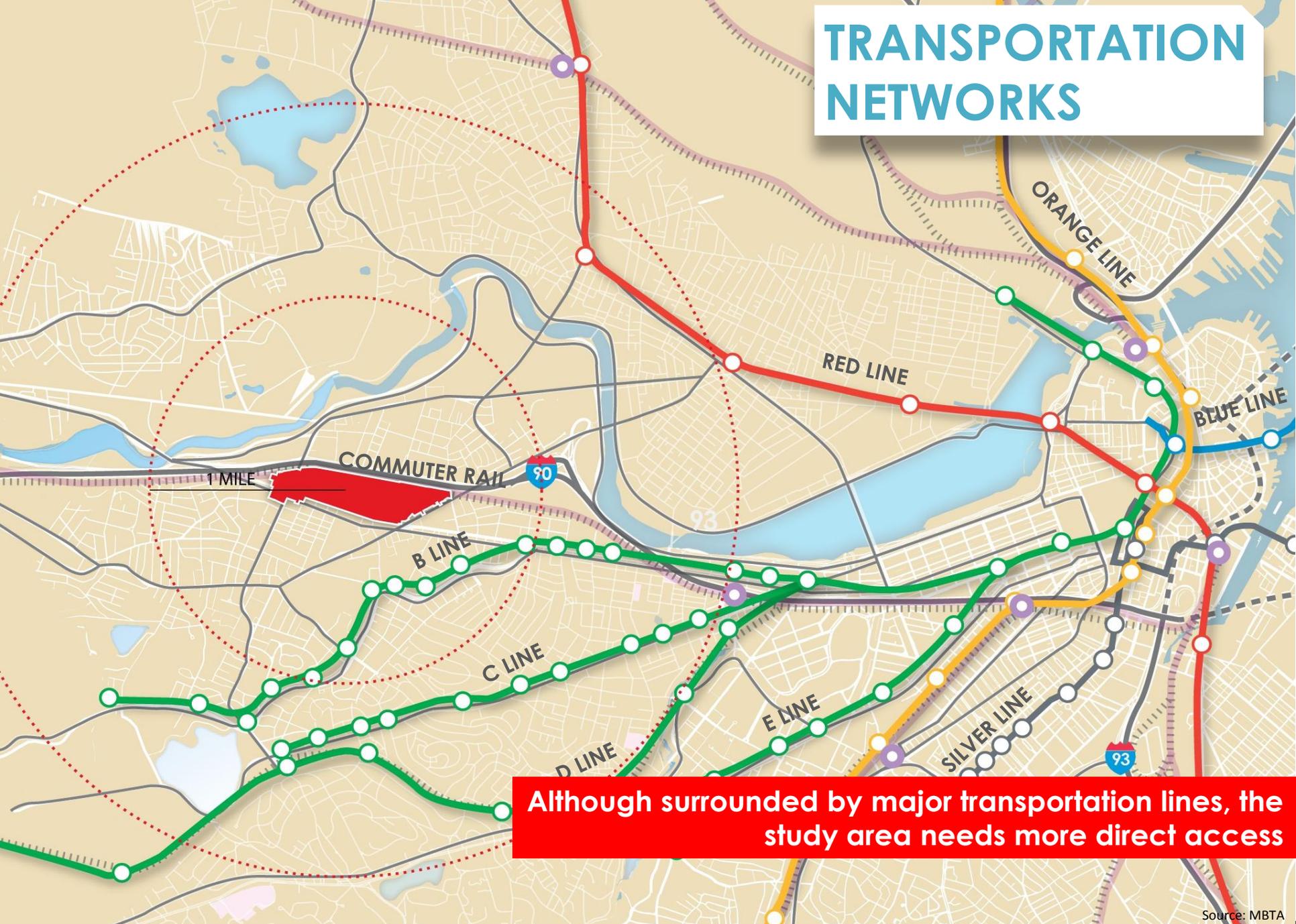


- Immediate Potential
- Longer-term Potential
- Unlikely
- Unlikely (Residential)

**Study area has potential for new development**

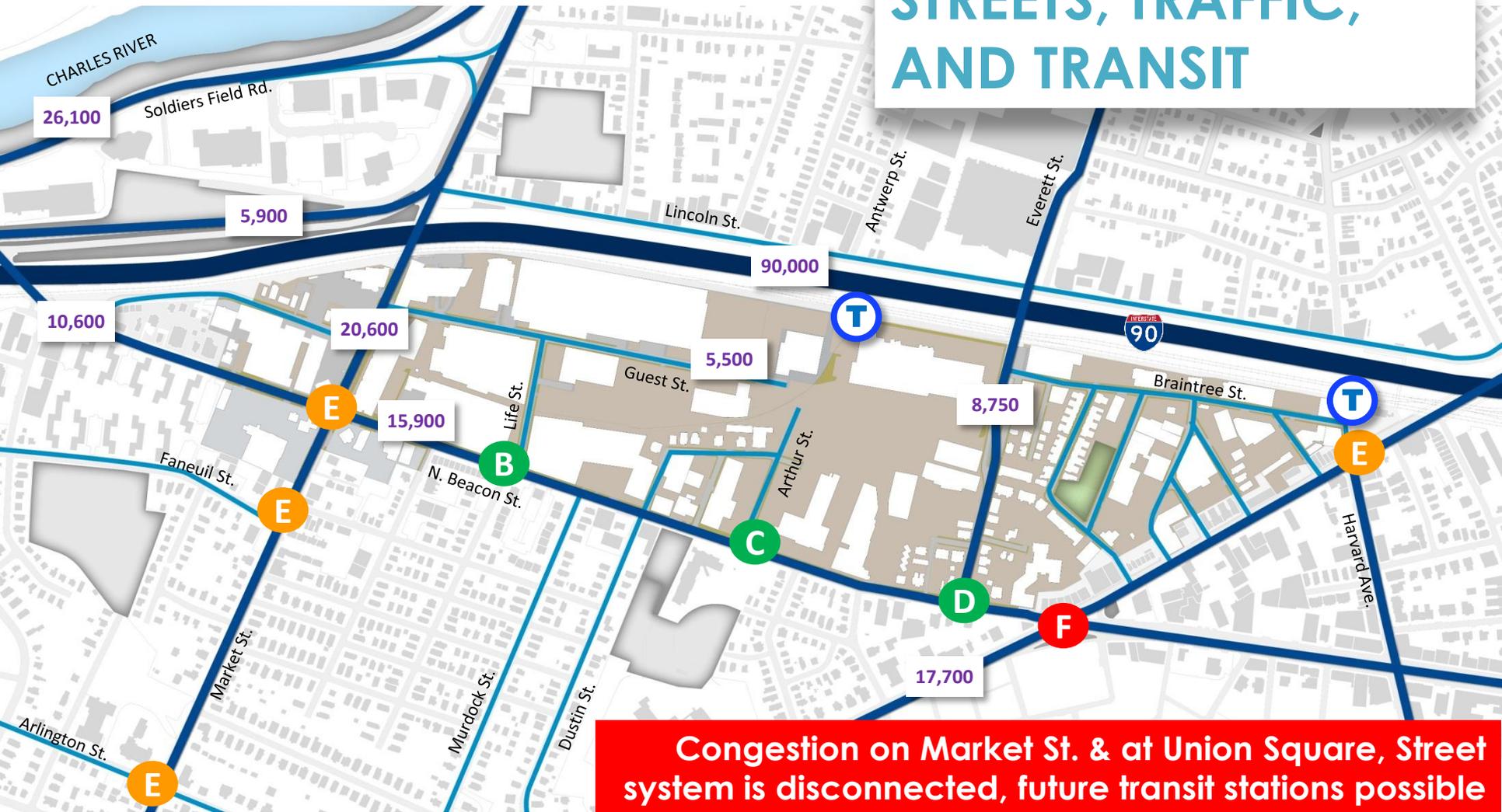
*Images are illustrative for planning purposes and not definitive; Linework does not represent actual alignments or dimensions & instead reflect general intent*

# TRANSPORTATION NETWORKS



**Although surrounded by major transportation lines, the study area needs more direct access**

# STREETS, TRAFFIC, AND TRANSIT



**Congestion on Market St. & at Union Square, Street system is disconnected, future transit stations possible**

## Legend

- Mass Turnpike
- Arterial street
- Collector / Local street

## 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

- T Future train station opportunities

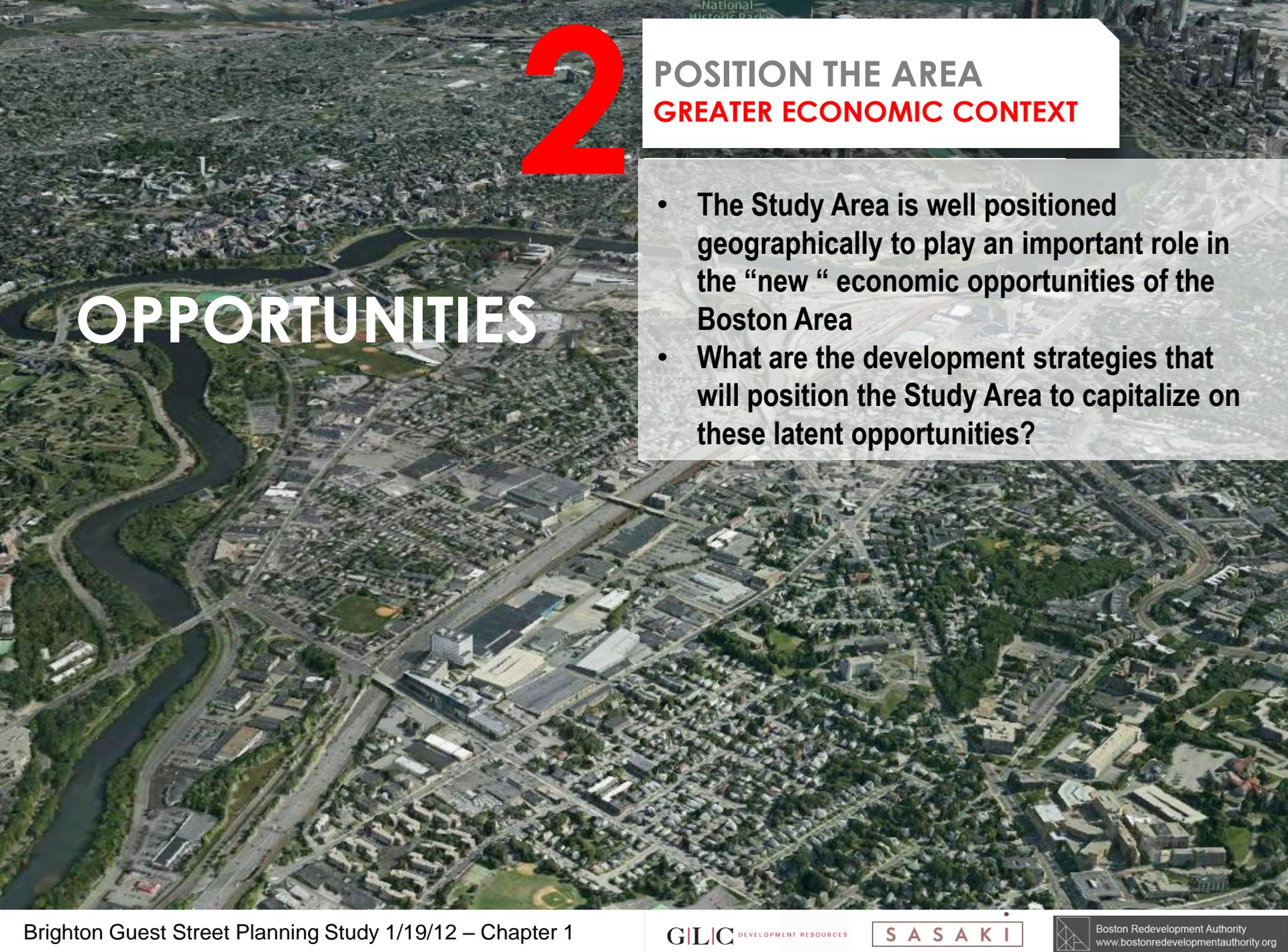


# RESPECT THE HISTORY

## BUILD ON AREA ASSETS

# OPPORTUNITIES

- The Study Area has historically played a significant role as a center of employment in Allston Brighton
- How do we embrace the historic assets of the Study Area while creating a vision for the future prosperity of the neighborhood?

An aerial photograph of a city, likely Boston, showing a river winding through the landscape. The city is densely packed with buildings, roads, and green spaces. A large red number '2' is overlaid on the top right. The word 'OPPORTUNITIES' is written in large white letters across the middle left.

# OPPORTUNITIES

# 2

## POSITION THE AREA GREATER ECONOMIC CONTEXT

- The Study Area is well positioned geographically to play an important role in the “new “ economic opportunities of the Boston Area
- What are the development strategies that will position the Study Area to capitalize on these latent opportunities?

# 3

## RECONNECT THE AREA COMPREHENSIVE MOBILITY

# OPPORTUNITIES

- Circulation within the Study Area can be improved to address traffic issues and connectivity
- The Study Area can be linked better to regional pedestrian and bicycle networks
- Locating a station in the Study Area will restore important rail service but is likely a long term investment



# 4

## DEVELOPMENT POTENTIAL CREATE VALUE

# OPPORTUNITIES

- The Study Area has significant capacity for new development
- Sub-districts of the Study Area will require different development strategies
- How can we draw on local strengths and develop a bold vision and framework that creates a great new place in the neighborhood?

Source: Photographer Clive Hanley

# 5

## DISTRICT IDENTITY CREATE A DESTINATION

# OPPORTUNITIES

- The Study Area can become a distinct cultural and economic center in the City to complement the surrounding neighborhood squares
- What are the investments needed to create a vibrant public realm of streets and squares that will transform the Study Area into an attractive, pedestrian-scaled, climate appropriate new district?

# 2

## URBAN DESIGN GUIDELINES

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### BRIGHTON GUEST STREET AREA PLANNING STUDY

- framework context
  - urban design framework
  - street network
  - open space
  - density
  - land use
  - active edges
  - streets
-

# FRAMEWORK CONTEXT



Possible future train station



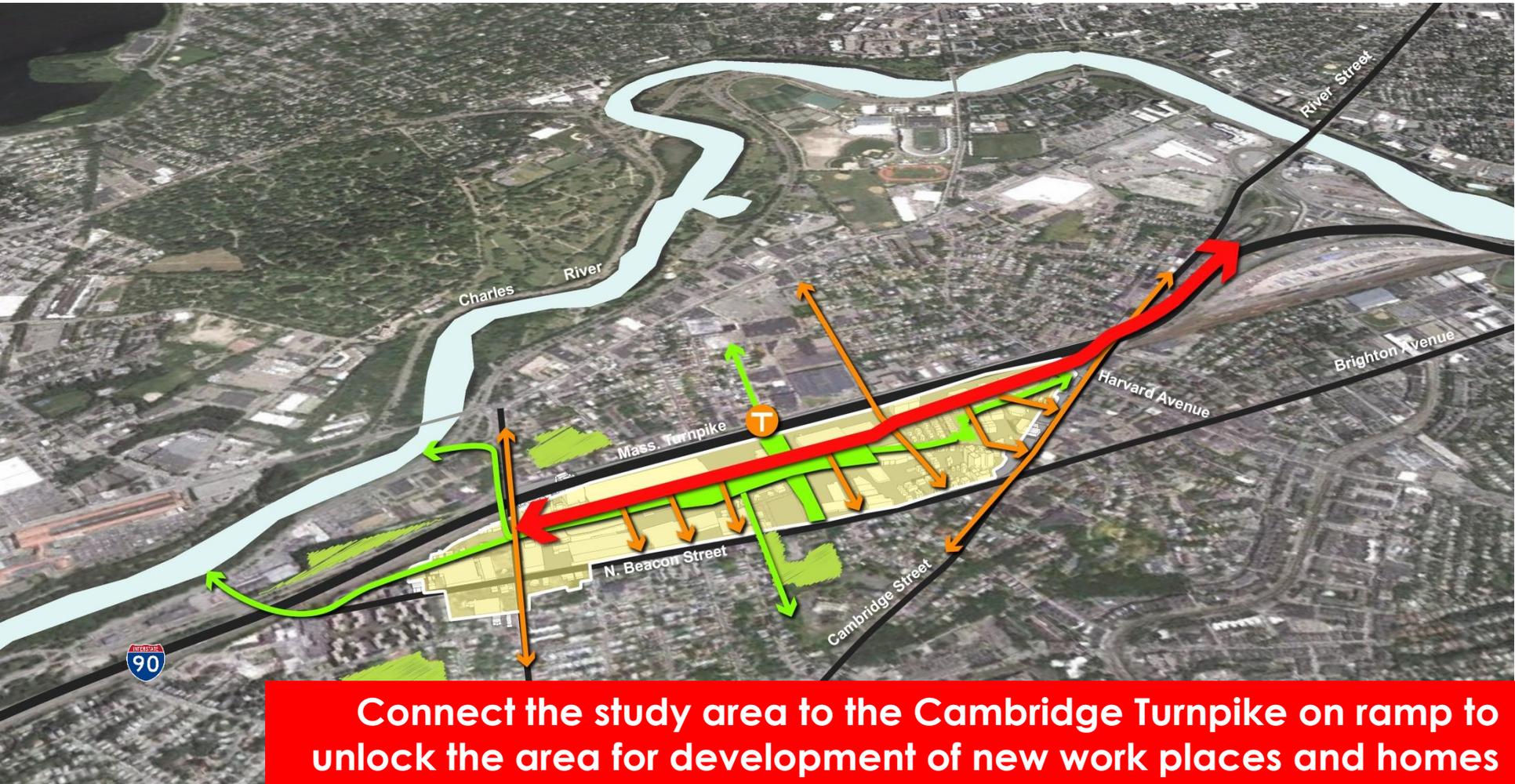
Linking Guest Street to Braintree Street



Linking to the neighborhood



Creating a network of green spaces linked to the River

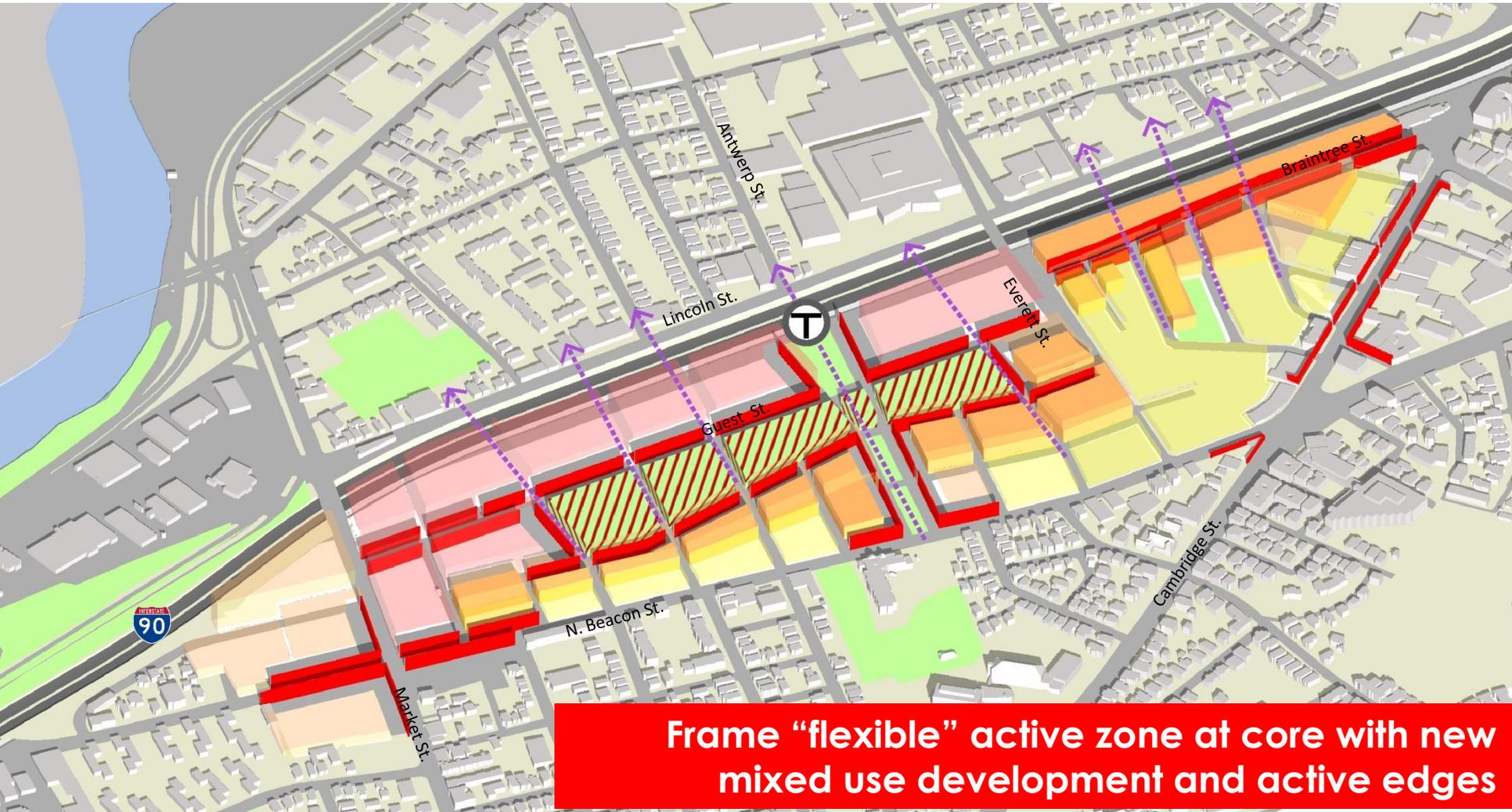


**Connect the study area to the Cambridge Turnpike on ramp to unlock the area for development of new work places and homes**

*• Images are illustrative for planning purposes and not definitive; Linework does not represent actual alignments or dimensions & instead reflect general intent*

# URBAN DESIGN FRAMEWORK

- Active edge
- Views
- Mixed uses
- Retail / activity / recreational edge



**Frame “flexible” active zone at core with new mixed use development and active edges**

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# CREATIVE CENTER



**Develop the flexible zone at the center of the Guest Street district with open space and neighborhood amenities**

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# CREATIVE GATEWAY

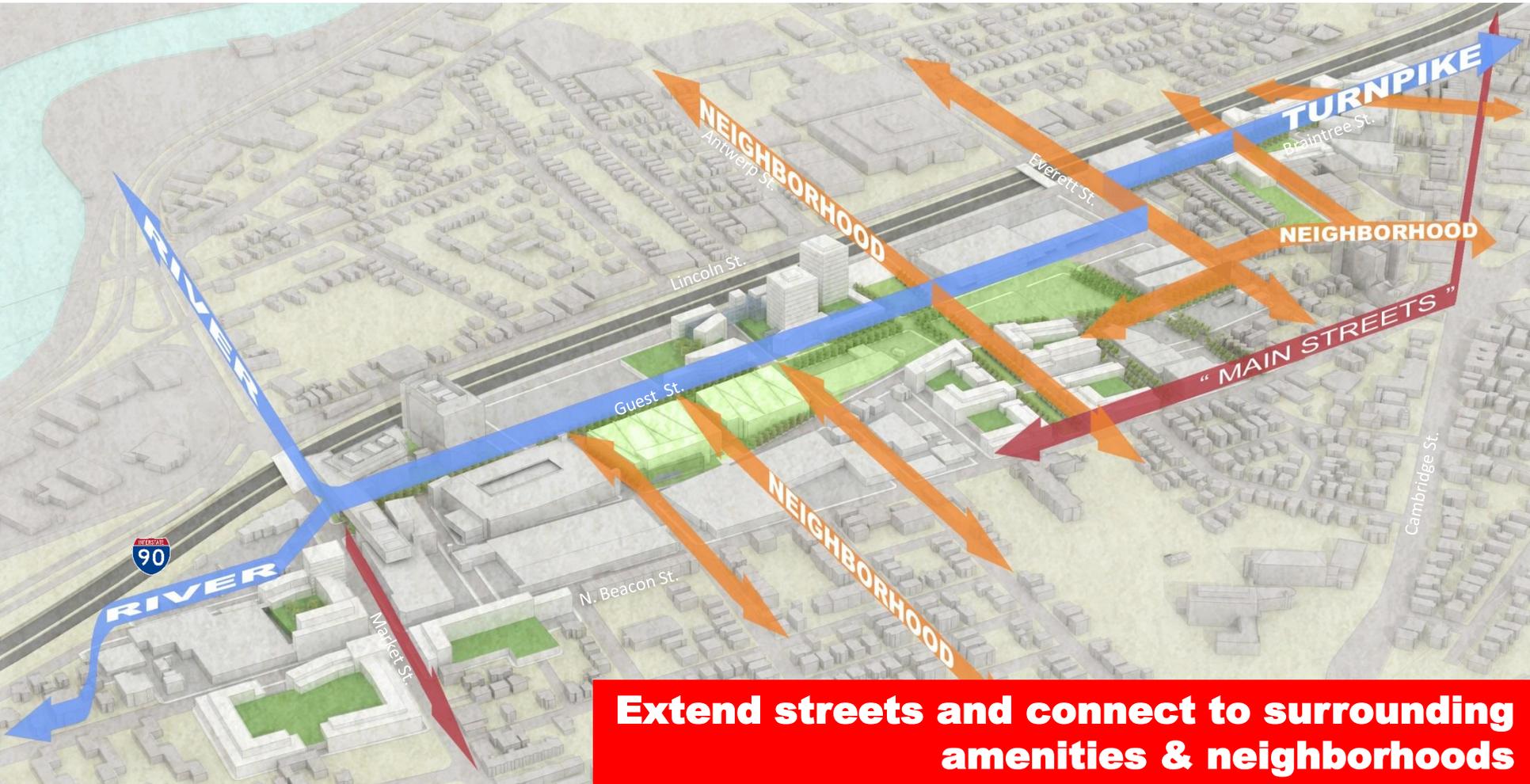


**Define a Gateway to Boston with innovative architecture variation in height and form, transparent buildings and signage**

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# DISTRICT CONNECTIONS

- Connecting District
- Connecting Neighborhoods
- Connecting Main Streets



**Extend streets and connect to surrounding amenities & neighborhoods**

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# STREET NETWORK

— Major road  
— Secondary road

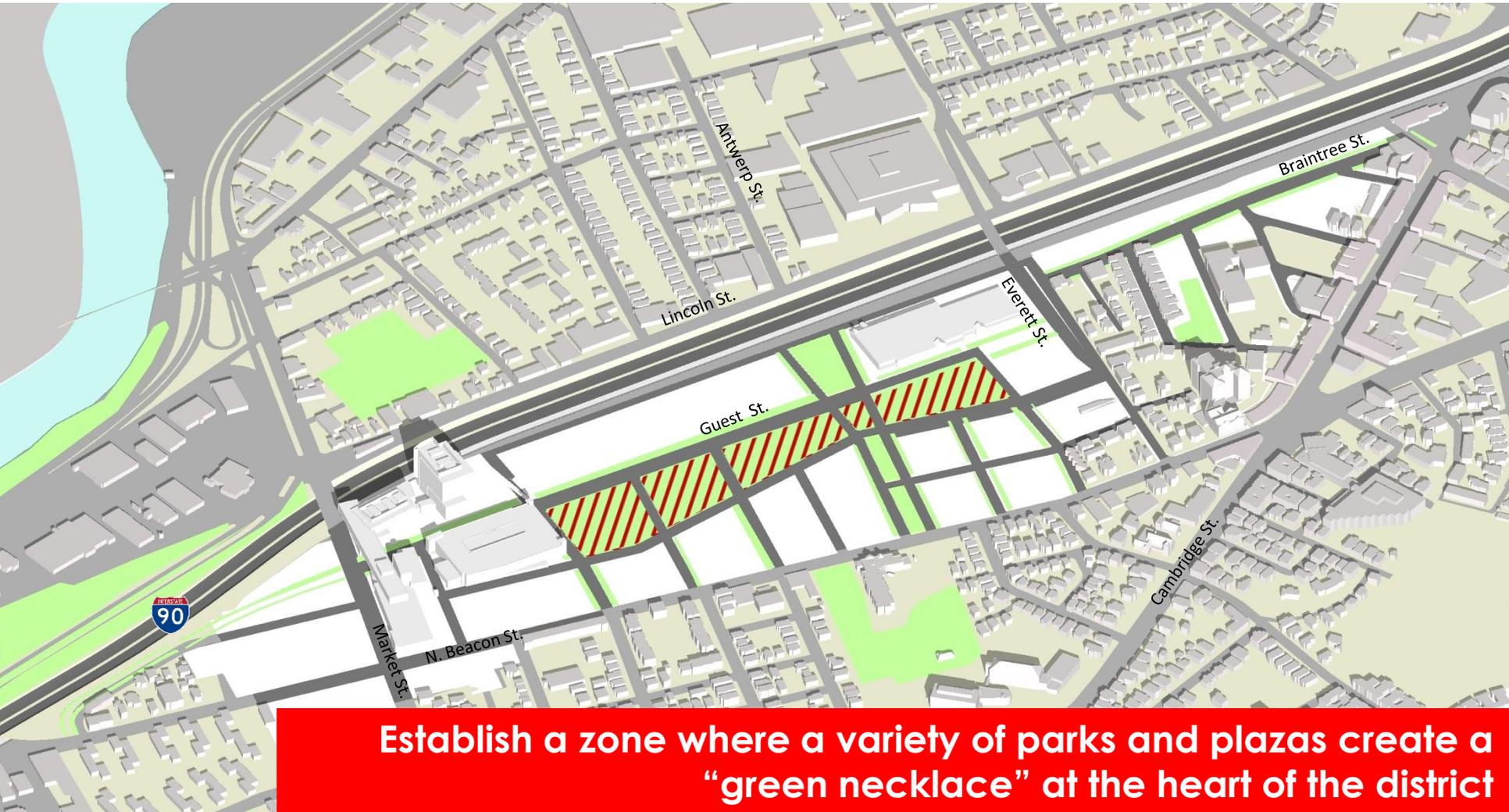


**Extend the neighborhood street grid into the study area and create an urban scale of street and block**

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# FLEXIBLE/ACTIVE ZONE

- Mid Zone
- Green



Establish a zone where a variety of parks and plazas create a "green necklace" at the heart of the district

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Addison, Texas



Millennium Park, Chicago



Faneuil Hall, Boston

**Create a variety of landscapes for passive and active uses during all seasons of the year**



Corpus Cristi, Texas

# DENSITY AND BUILDING HEIGHT

-  FAR 3.0 - 4.0 Height variation up to 150 feet (up to ~10-13 stories)
-  FAR 1.25 - 3.25 Height 60-110 feet (~6-12 stories)
-  FAR 0.75- 1.50 Height 40 feet (up to 4 stories)

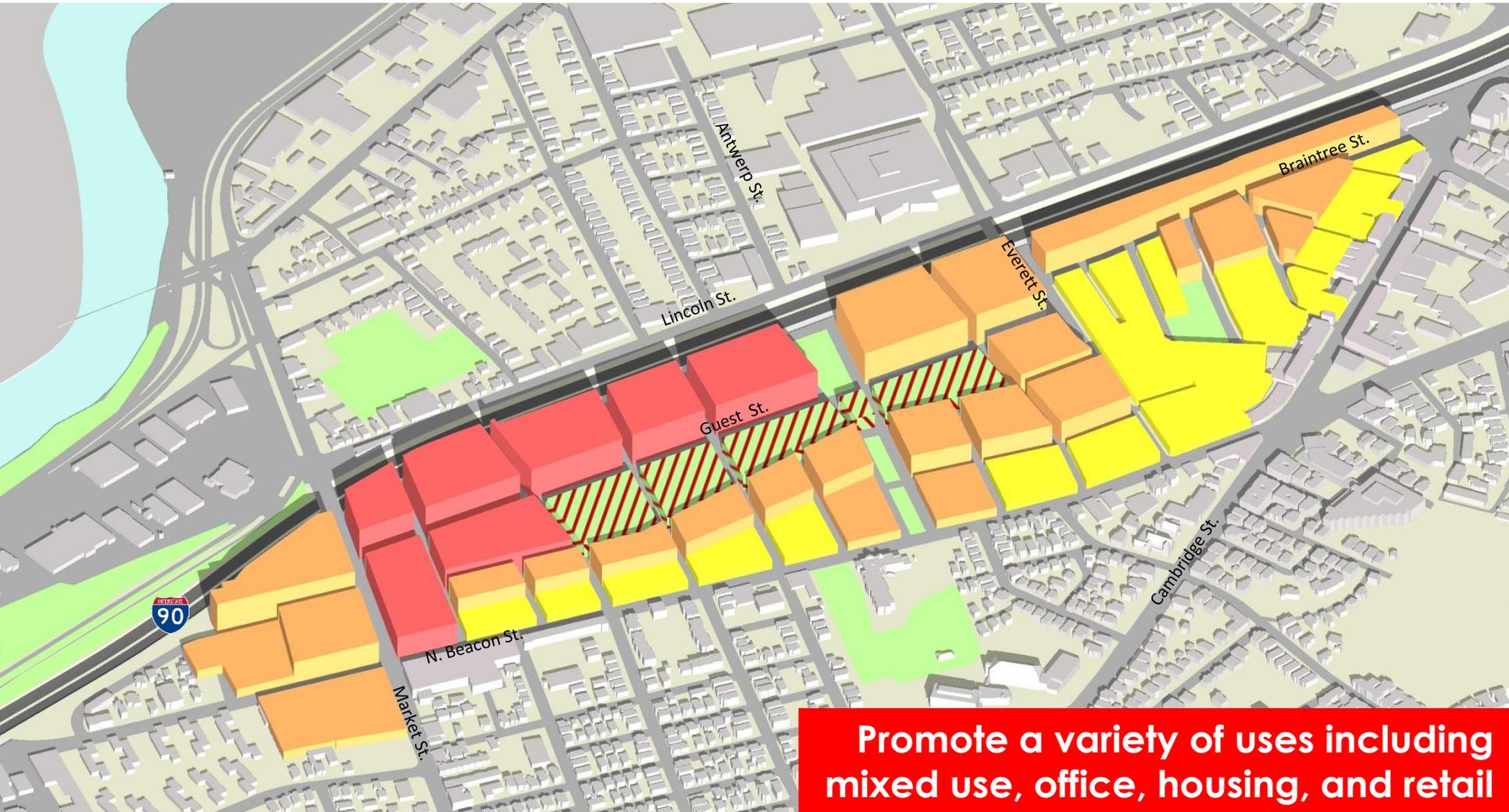


**Step down from the Turnpike  
Building heights fit with existing neighborhoods**

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# LAND USE

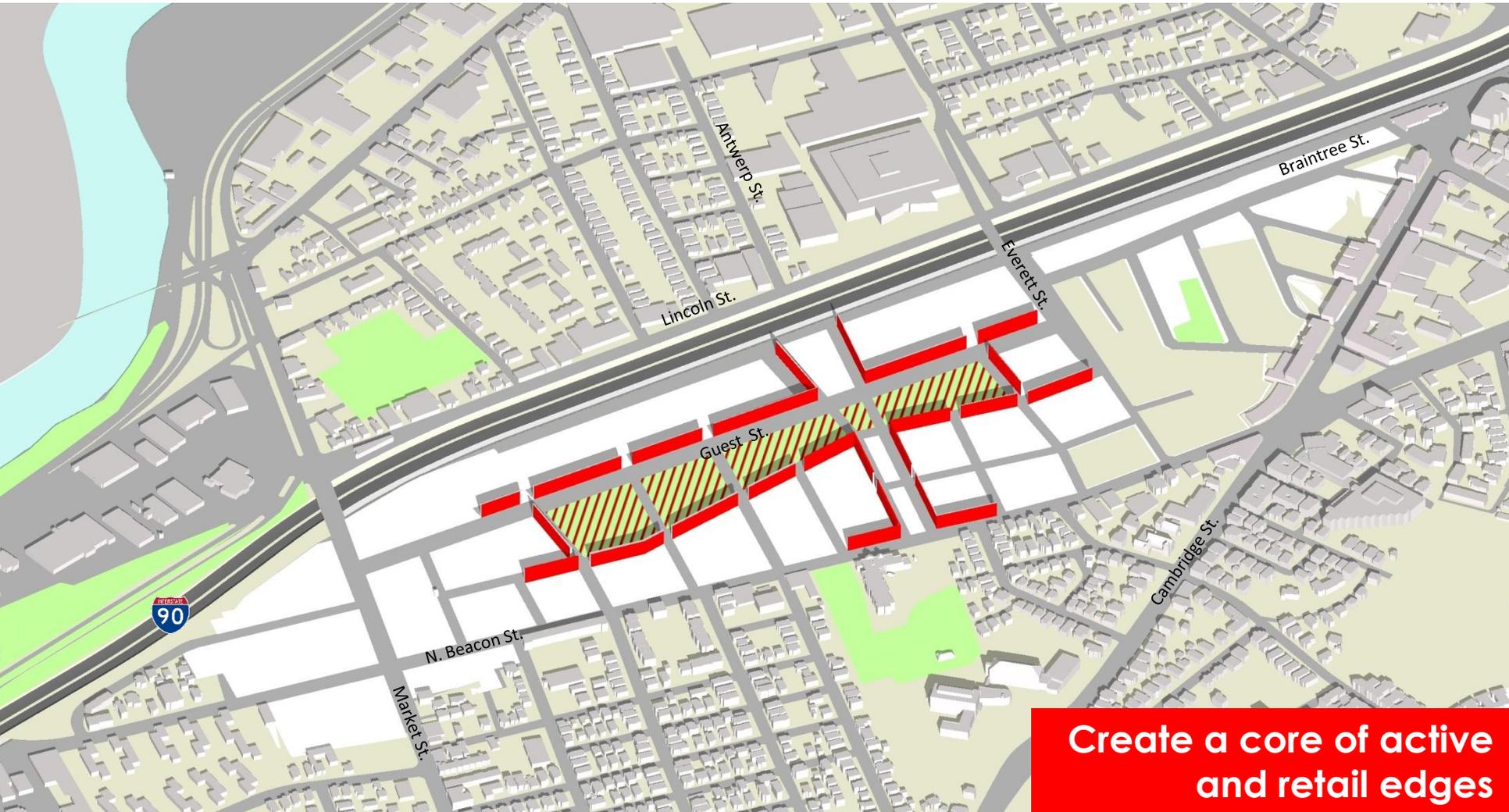
-  Mixed use with predominately commercial/office use
-  Mixed-use
-  Predominately residential
-  Mixed-use open space, recreational, retail, restaurant and cultural uses



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# ACTIVE EDGES

- Active Edge
- Mid Zone

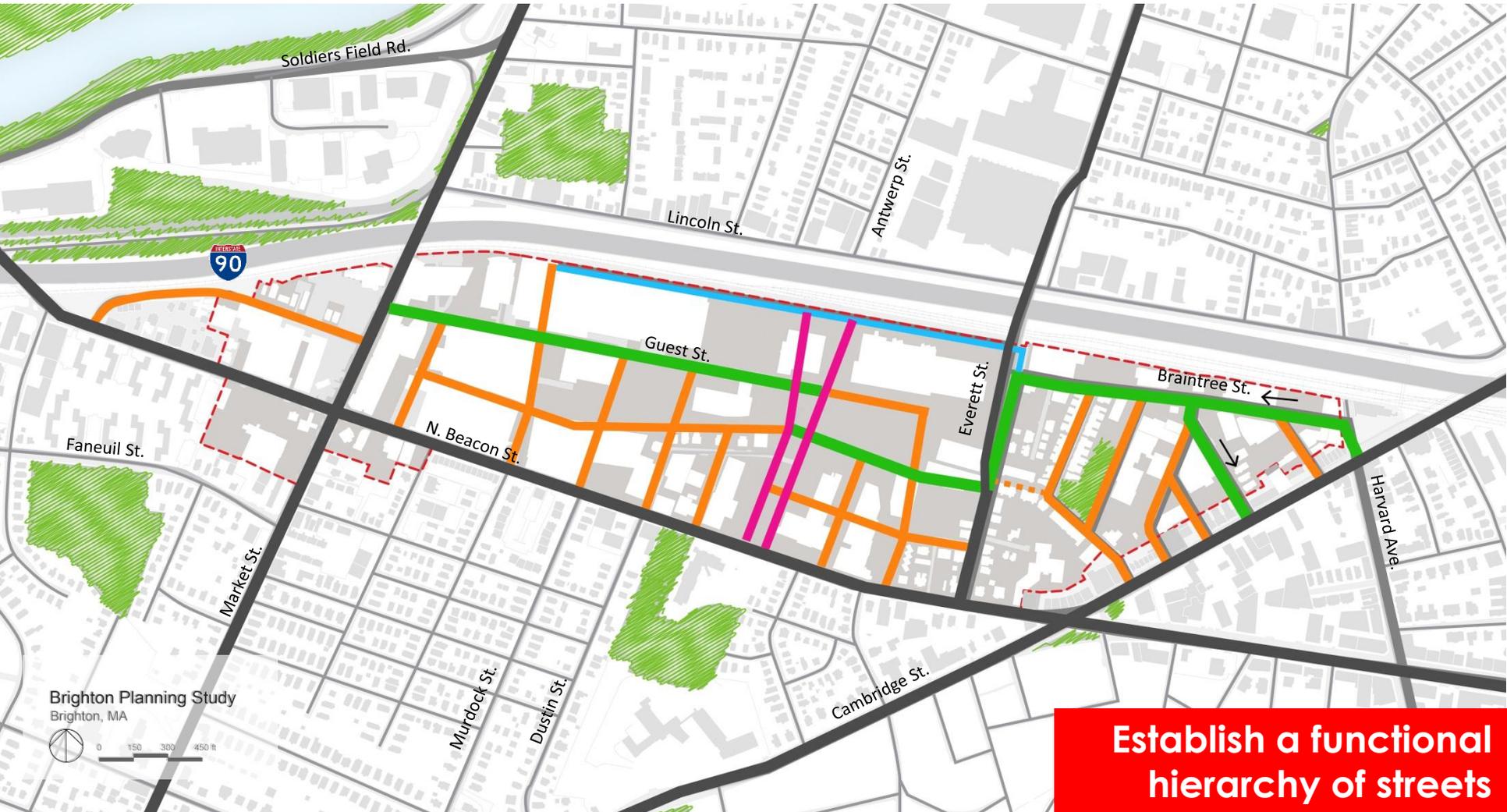


Create a core of active and retail edges

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# STREET HIERARCHY

- Major arterial
- Minor arterial/collector
- Boulevard
- Local street
- Service



**Establish a functional hierarchy of streets**

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# GUEST STREET CREATIVE CORRIDOR



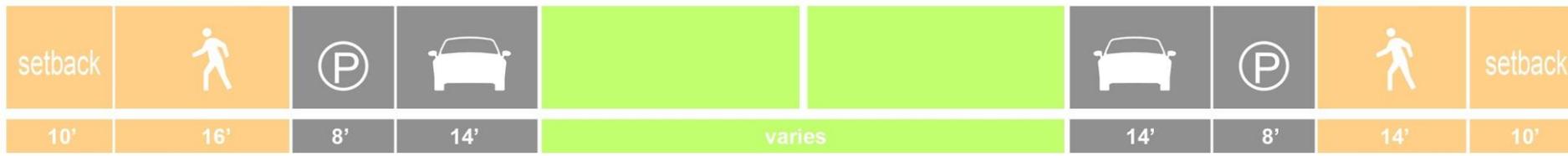
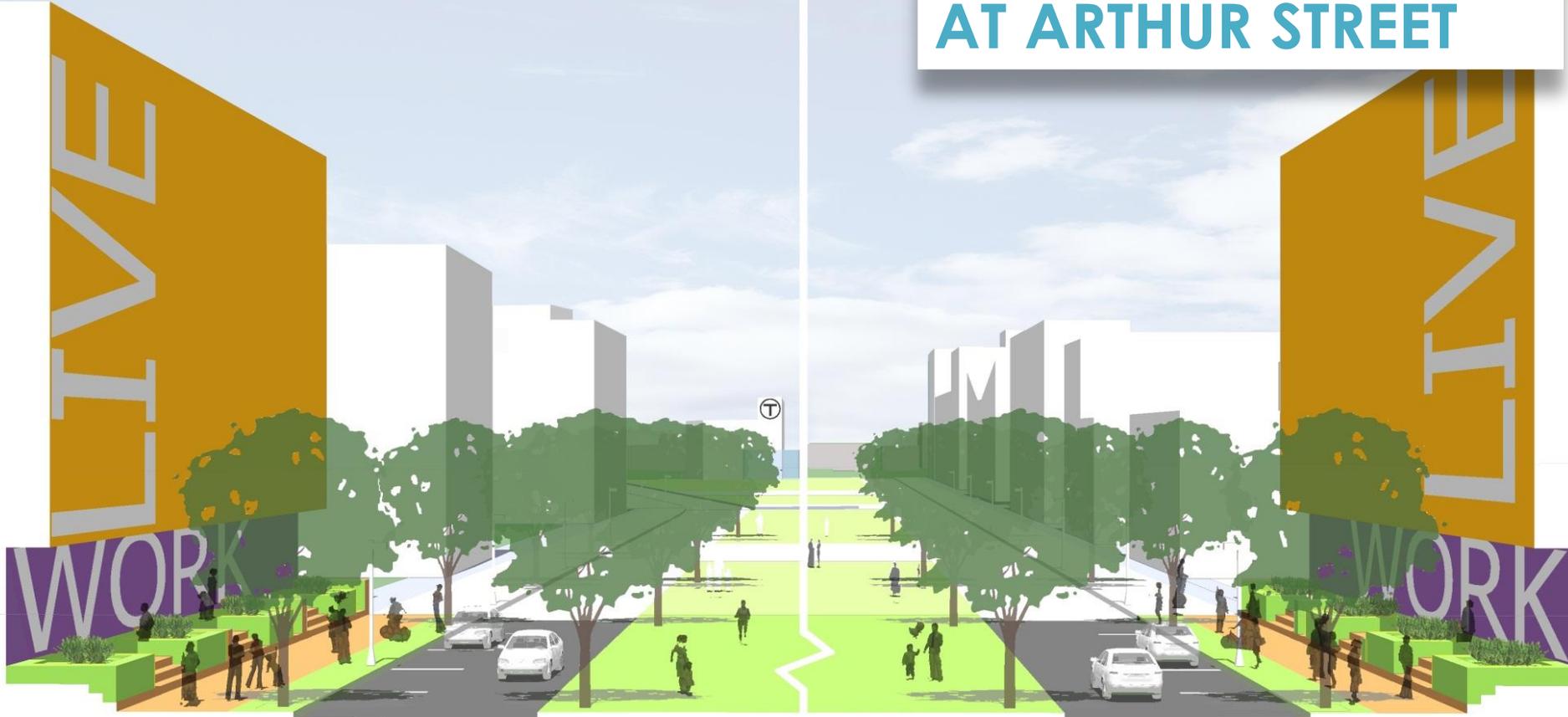
**Guest Street as a complete street including a robust bicycle strategy and active and retail uses**



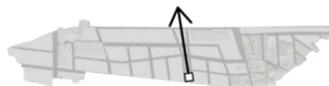
Looking East

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# BOULEVARD AT ARTHUR STREET



**Arthur Street as a new boulevard leading to a future train station – park median & setback**



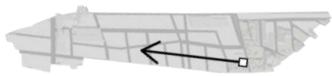
Looking North

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# NEIGHBORHOOD STREET



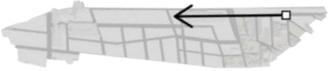
Looking West



**72' width including 10' setbacks allows for 2-way traffic, street parking and a landscape buffer for new multifamily housing**

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# BRAINTREE STREET



Looking West

## Braintree Street w/cycletrack– 64'

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# 3

## VISION

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# BRIGHTON

GUEST STREET AREA PLANNING STUDY

- a. transportation investments
  - b. development thresholds
  - c. near term development vision
  - d. long term development vision
-

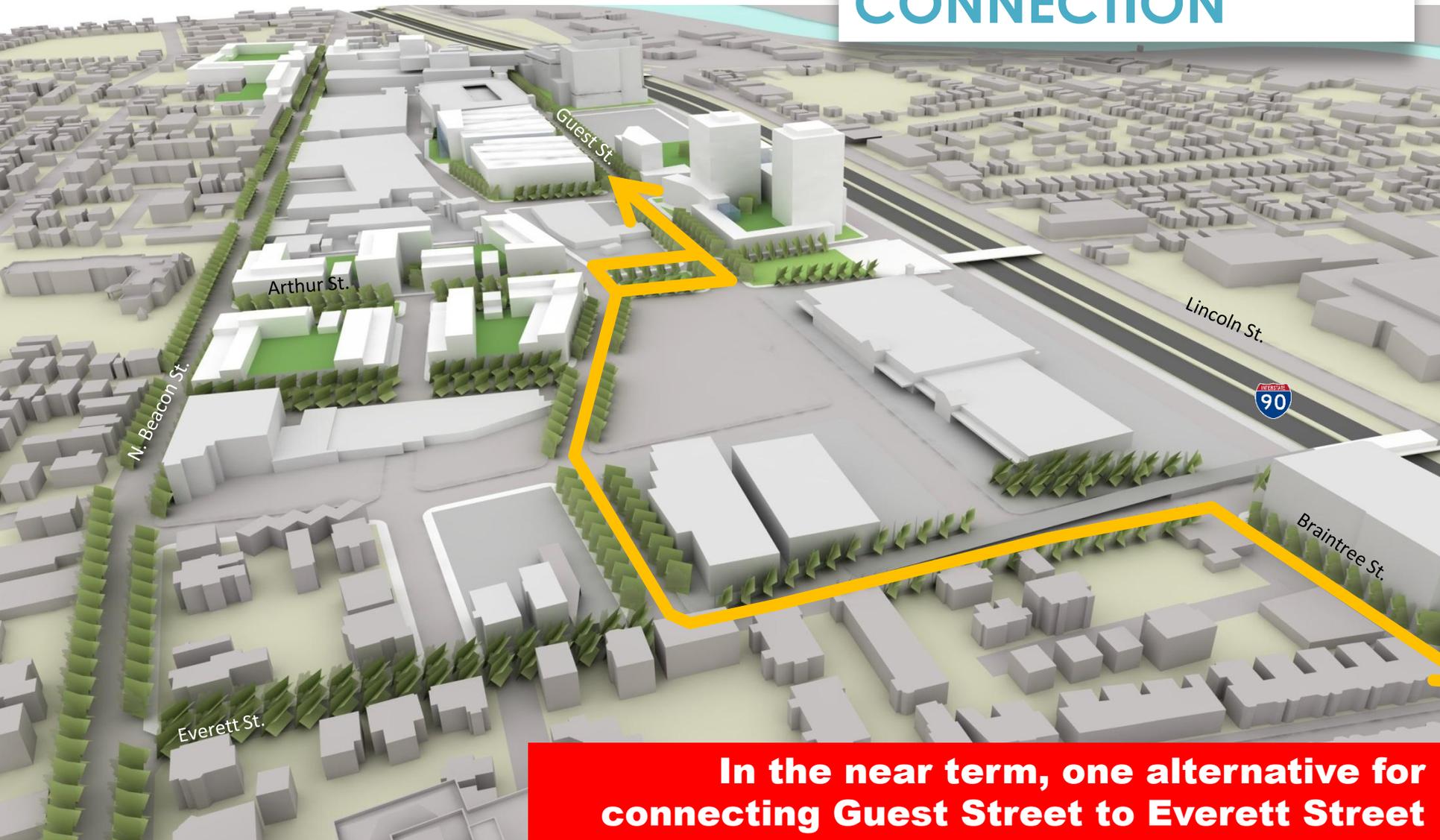
# EVERETT STREET CONNECTION



**Urban mixed use destination with vibrant community uses & neighborhood residential**

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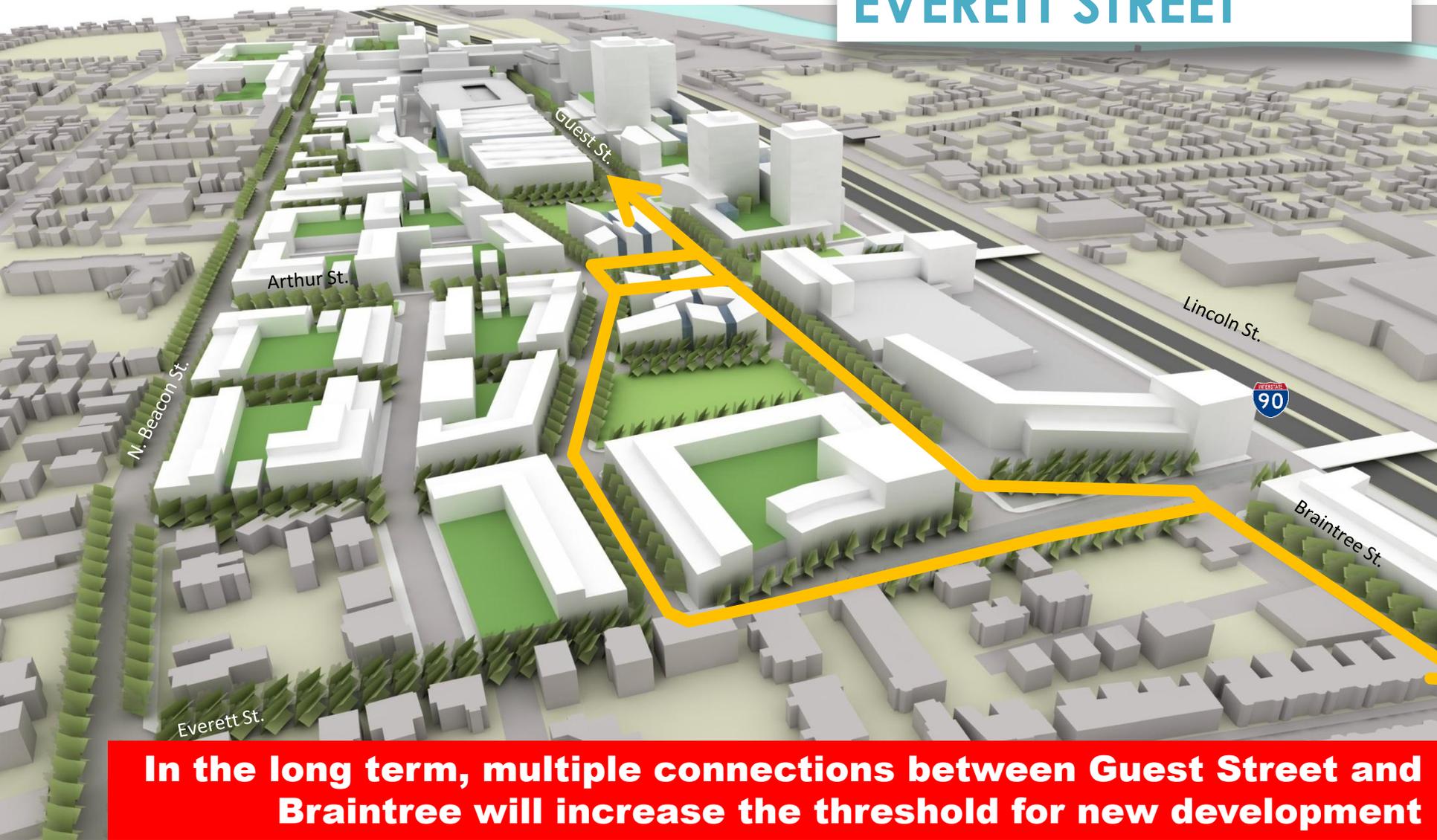
# EVERETT STREET CONNECTION



**In the near term, one alternative for connecting Guest Street to Everett Street**

*• Images are illustrative for planning purposes and not definitive; Linework does not represent actual alignments or dimensions & instead reflect general intent*

# LONG TERM EVERETT STREET



**In the long term, multiple connections between Guest Street and Braintree will increase the threshold for new development**

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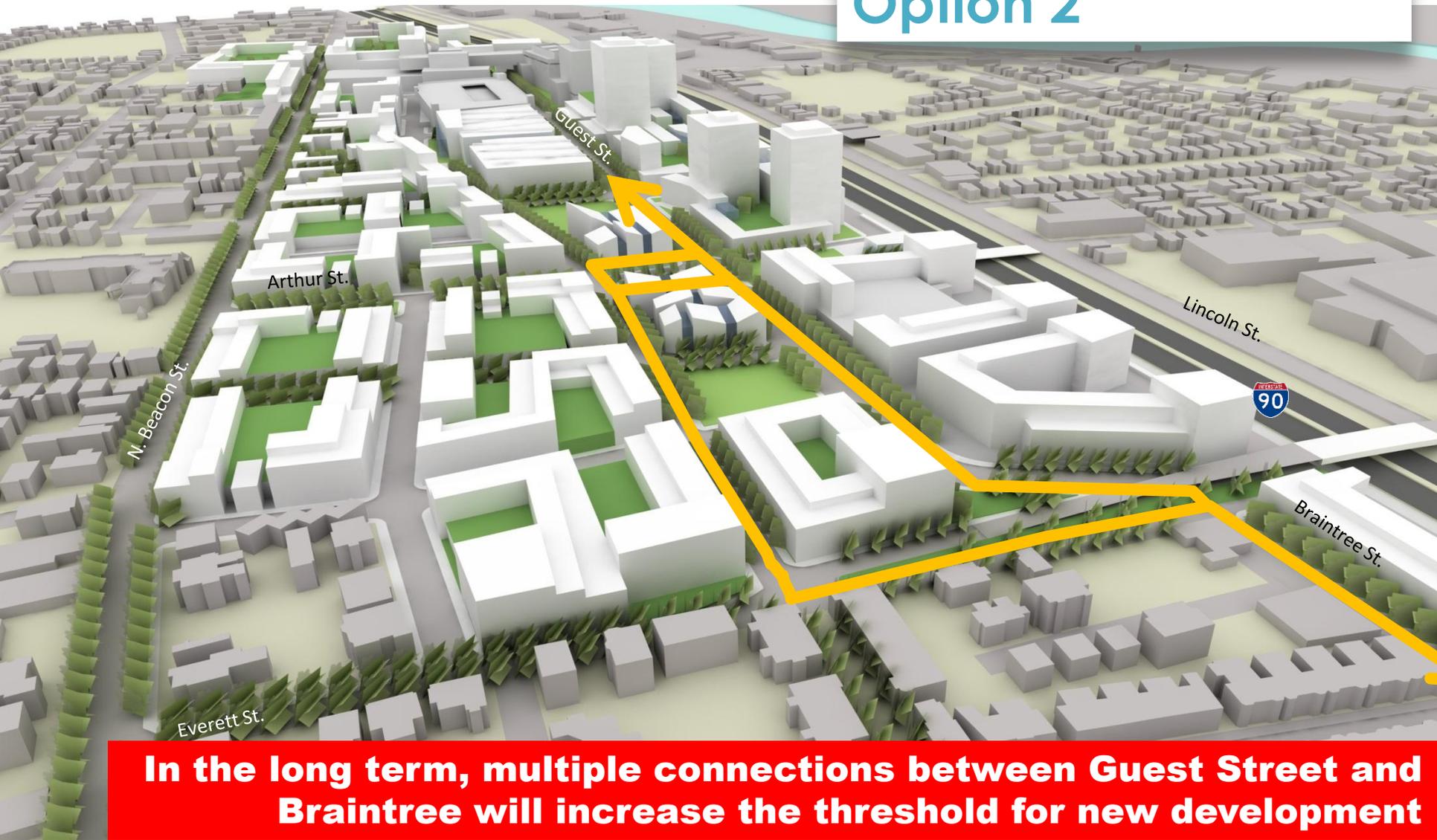
# EVERETT STREET Option 2



**In the near term, one alternative for connecting Guest Street to Everett Street**

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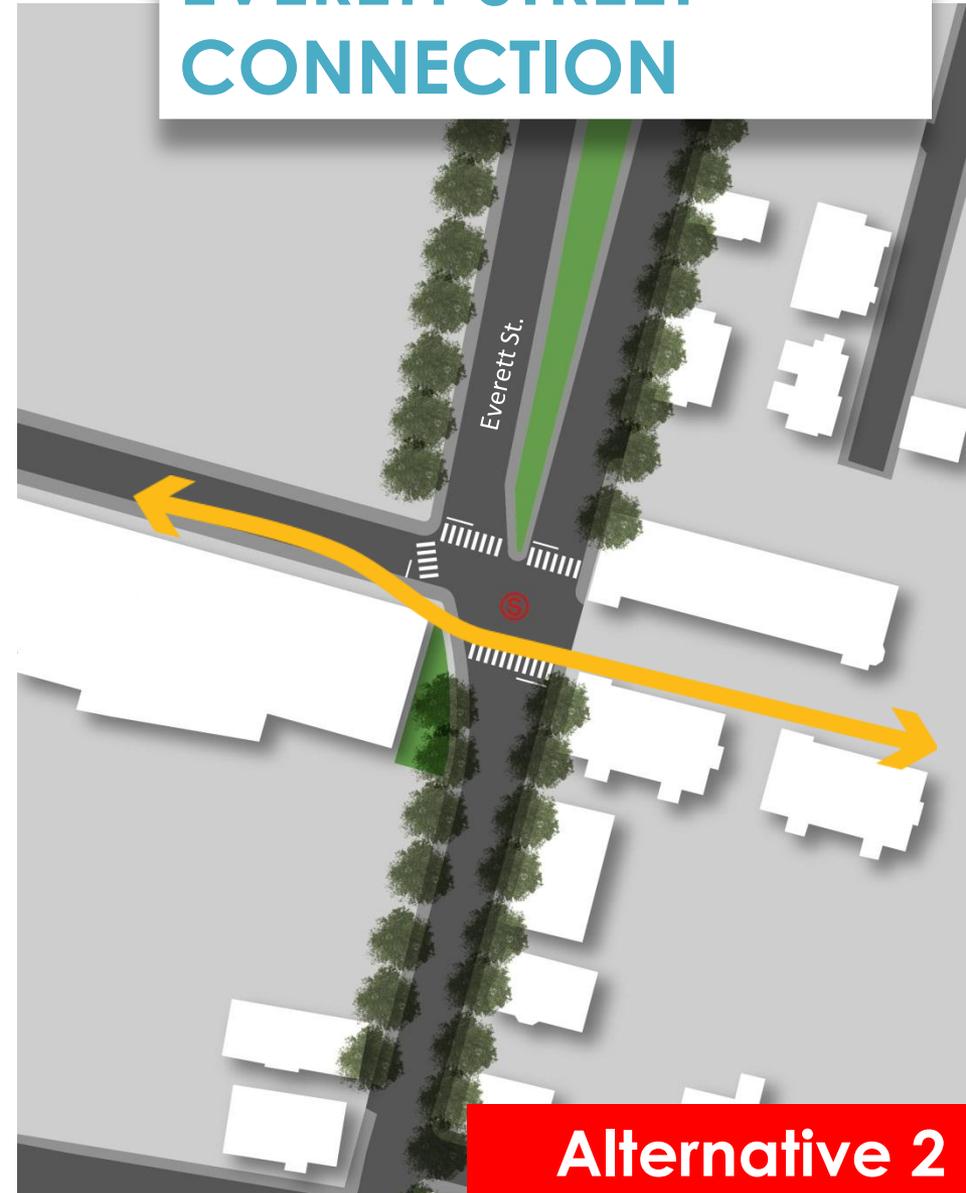
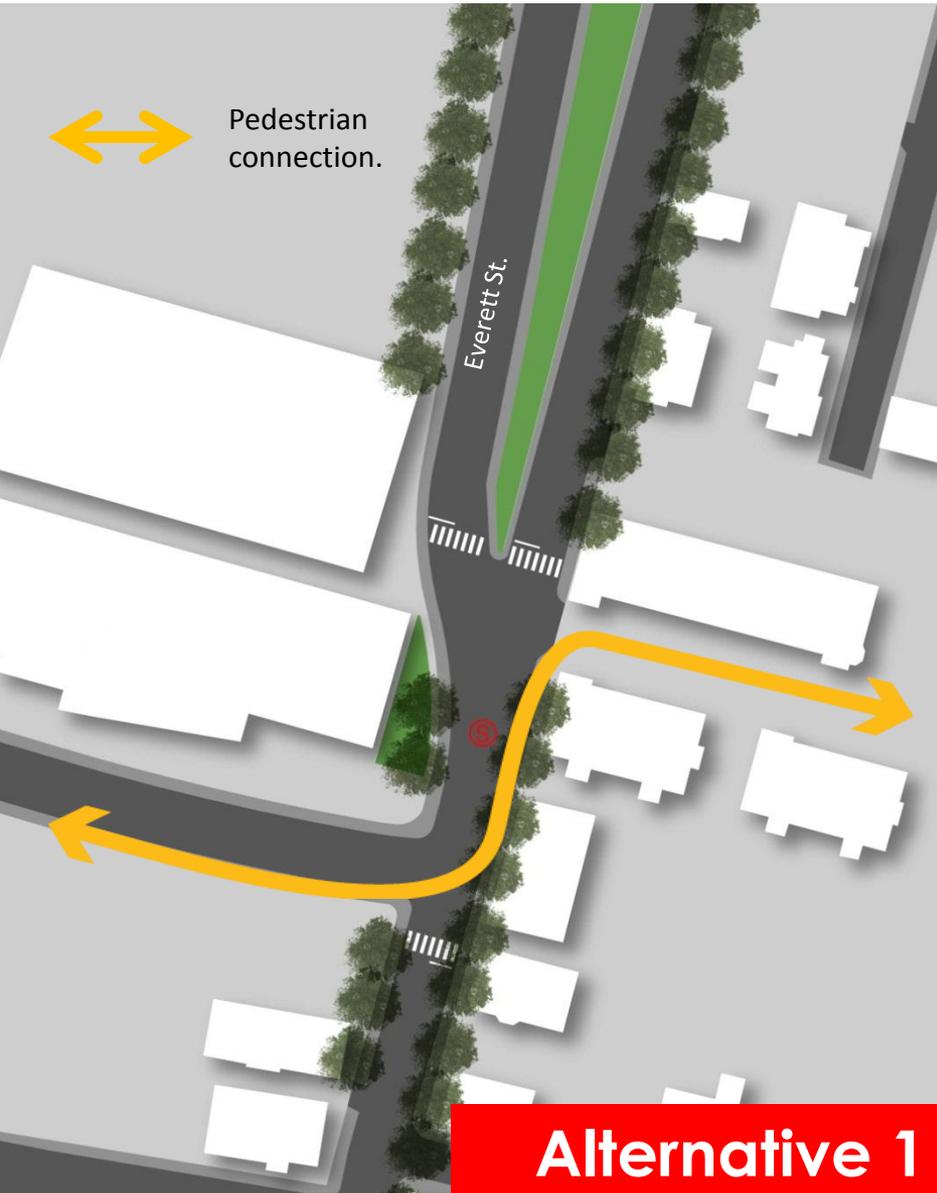
# EVERETT STREET Option 2



**In the long term, multiple connections between Guest Street and Braintree will increase the threshold for new development**

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# EVERETT STREET CONNECTION



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# ECONOMIC IMPACT ASSESSMENT

## Study Area Year 2030 Economic Impact

Study Area Full Build-Out*	New Balance Build-Out Only
<ul style="list-style-type: none"><li>• 1.8 M GSF +/- mixed-use</li></ul>	<ul style="list-style-type: none"><li>• 0.7 M +/- mixed-use</li></ul>
<ul style="list-style-type: none"><li>• 4 times current gross tax</li></ul>	<ul style="list-style-type: none"><li>• 2 times current gross tax</li></ul>
<ul style="list-style-type: none"><li>• ~2,100 workers</li><li>• 1,300 office</li><li>• 400 retail</li><li>• 400 specialized (sports)</li></ul>	<ul style="list-style-type: none"><li>• 1,500 workers</li></ul>
<ul style="list-style-type: none"><li>• Not Applicable (time period)</li></ul>	<ul style="list-style-type: none"><li>• ~1,300 construction jobs</li></ul>

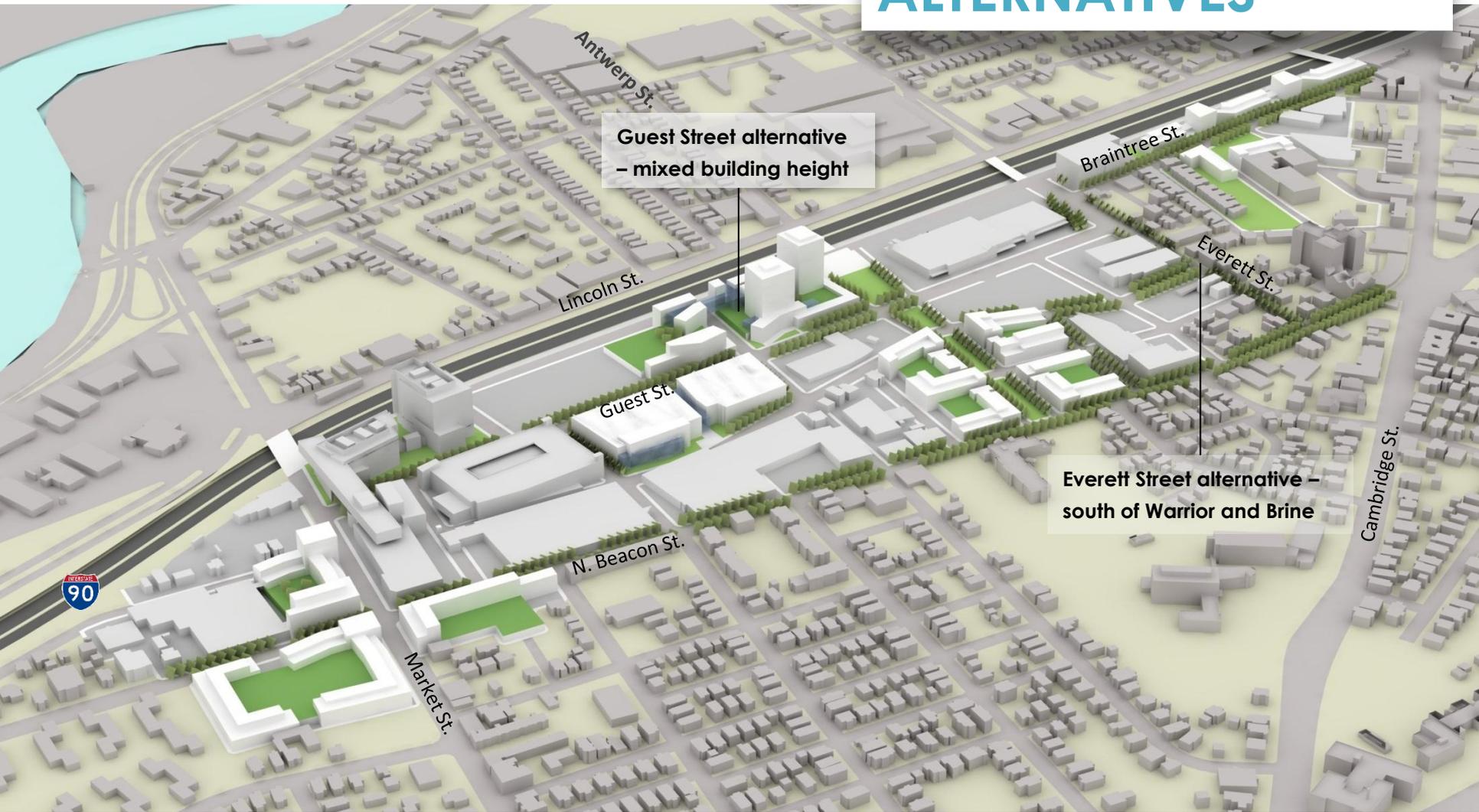
*Note: Study Area current gross tax is approximately \$2.7M*

# ECONOMIC IMPACT ASSESSMENT

- Implementation of transportation improvements are critical to the ability to accommodate new uses
- Permitting agreements should likely include enabling infrastructure (ex. new traffic signals)
- Open space acquisition and construction cost could be very expensive > \$3M in value
- Developers often factor in open space and circulation requirements into development plans

*Example: heights*

# NEAR TERM VISION ALTERNATIVES



**Guest Street alternative  
- mixed building height**

**Everett Street alternative -  
south of Warrior and Brine**

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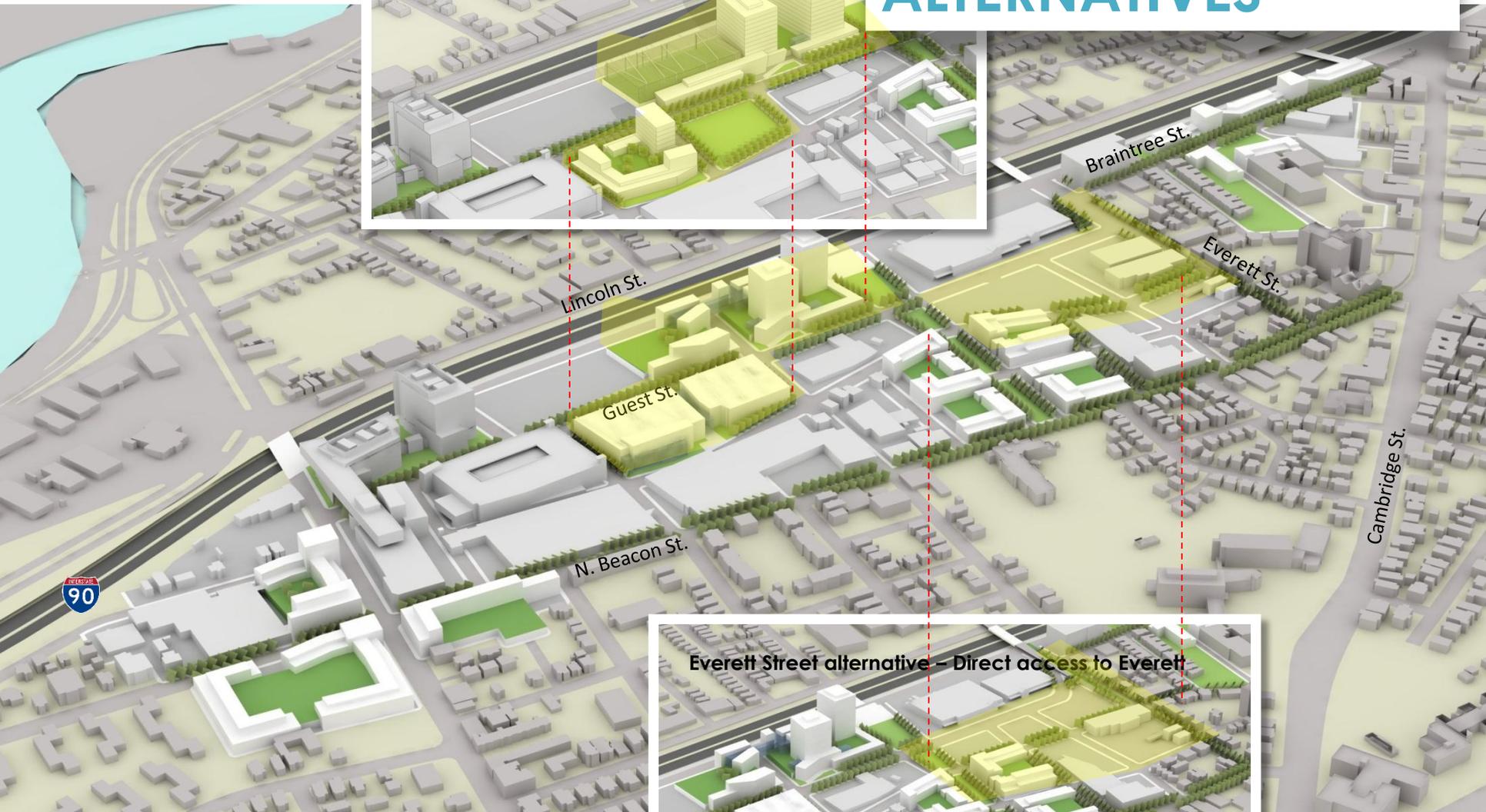
# NEAR TERM VISION ALTERNATIVES

Guest Street alternative – 4-6 story massing



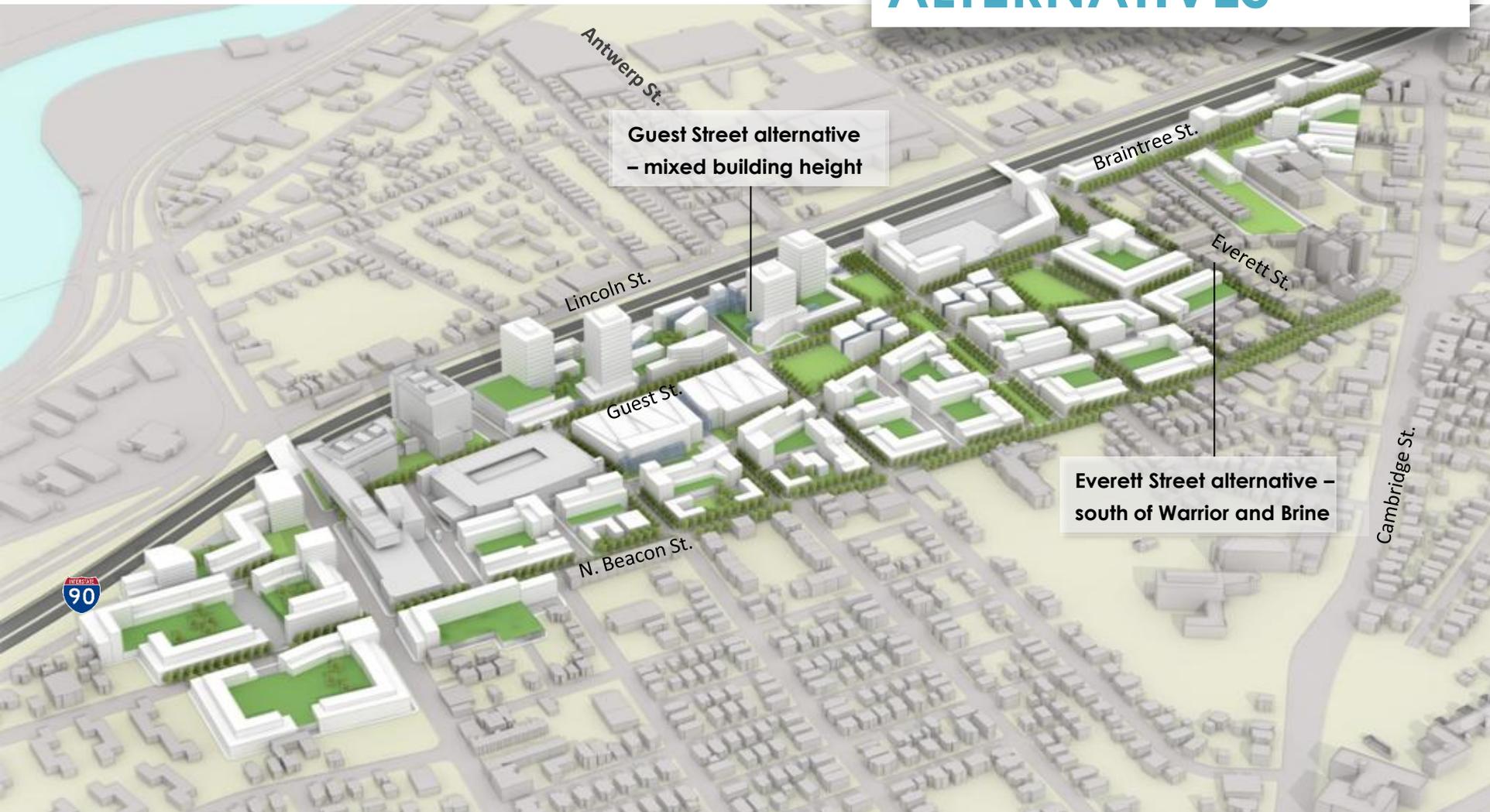
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# NEAR TERM VISION ALTERNATIVES



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# LONG TERM VISION ALTERNATIVES

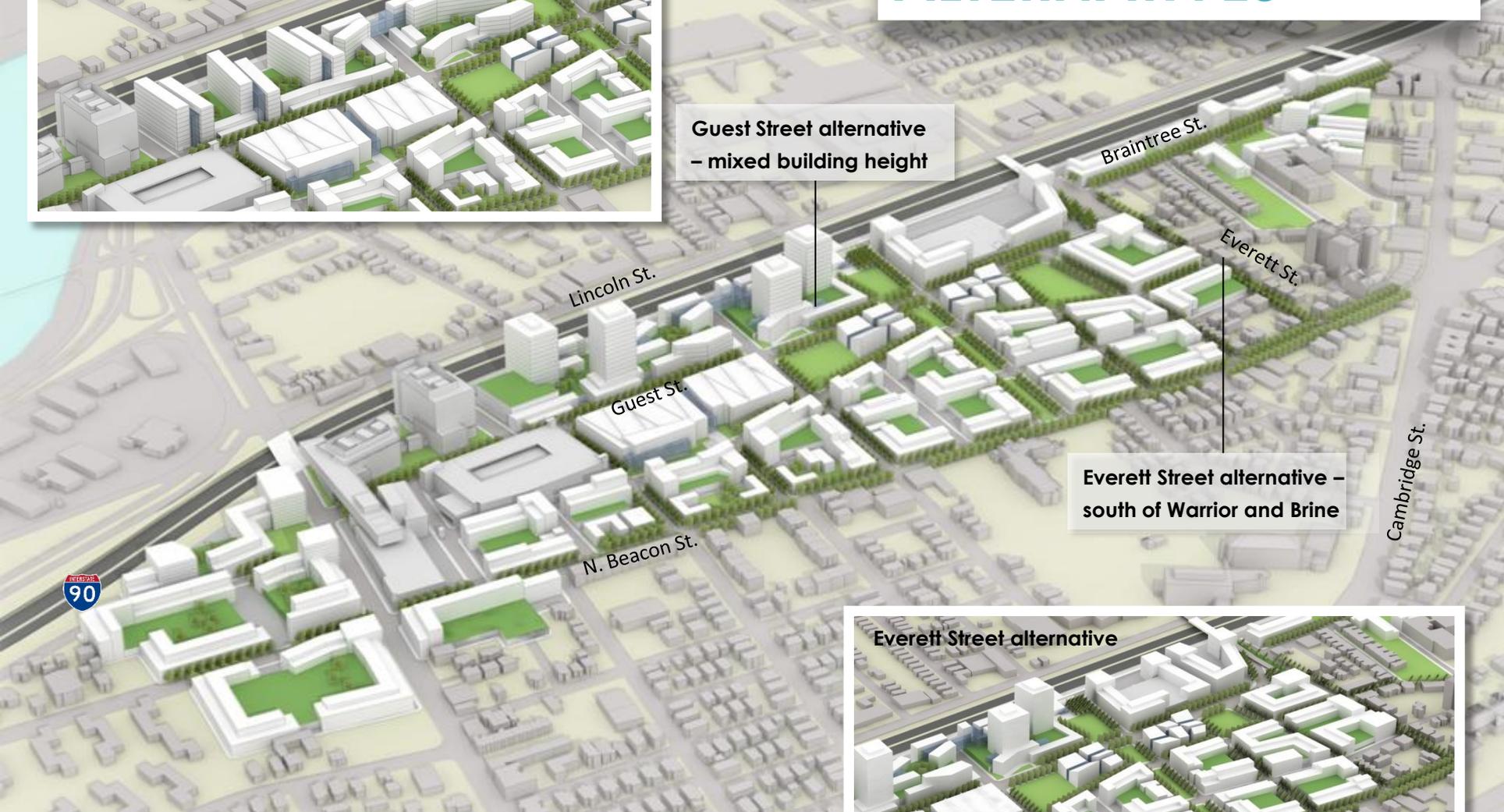


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# LONG TERM VISION ALTERNATIVES



Guest Street alternative – mixed building height



Everett Street alternative – south of Warrior and Brine



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# LONG TERM VISION ALTERNATIVES



Guest Street alternative – mixed building height

Braintree St.

Everett St.

Lincoln St.

Guest St.

Everett Street alternative – south of Warrior and Brine

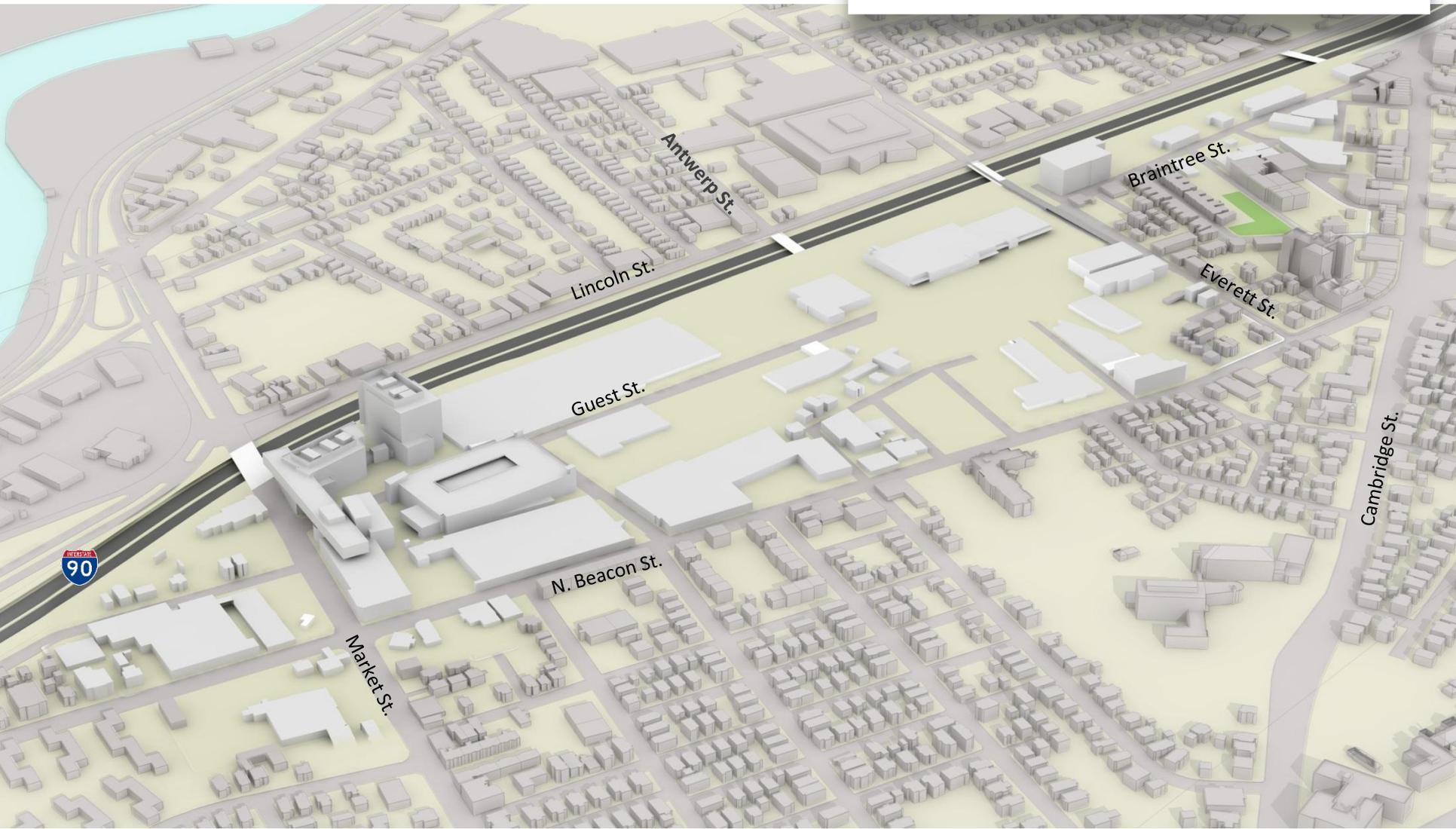
N. Beacon St.

Cambridge St.



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# EXISTING CONDITION



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# NEAR TERM VISION



**Incremental development jumpstarted by interested landowners – possible sports complex**

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# LONG TERM VISION



**Long term vision as an urban mixed use destination with vibrant community uses & neighborhood residential**

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# NEAR TERM VISION



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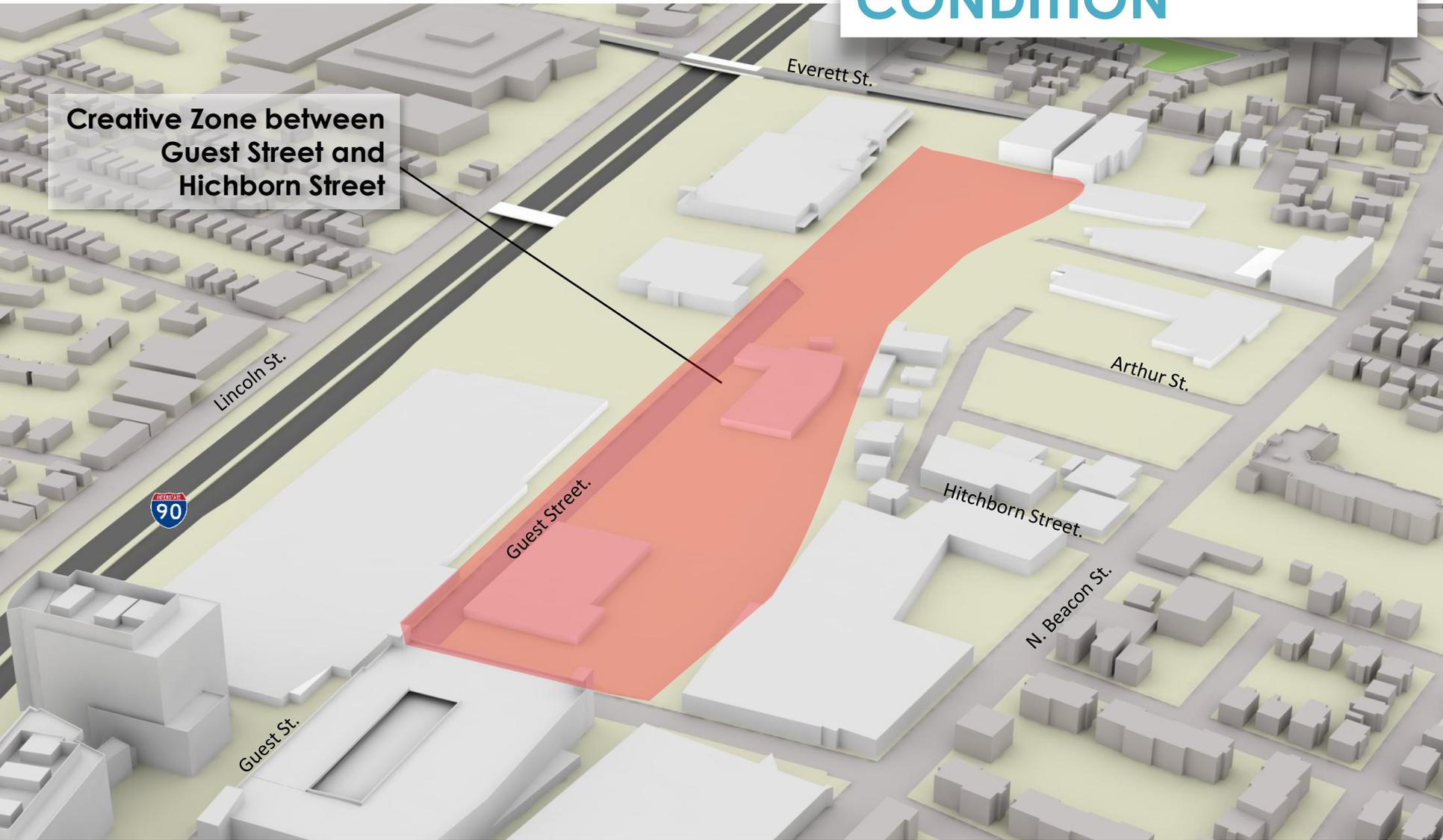
# LONG TERM VISION



**Long term vision as an urban mixed use destination with vibrant community uses & neighborhood residential**

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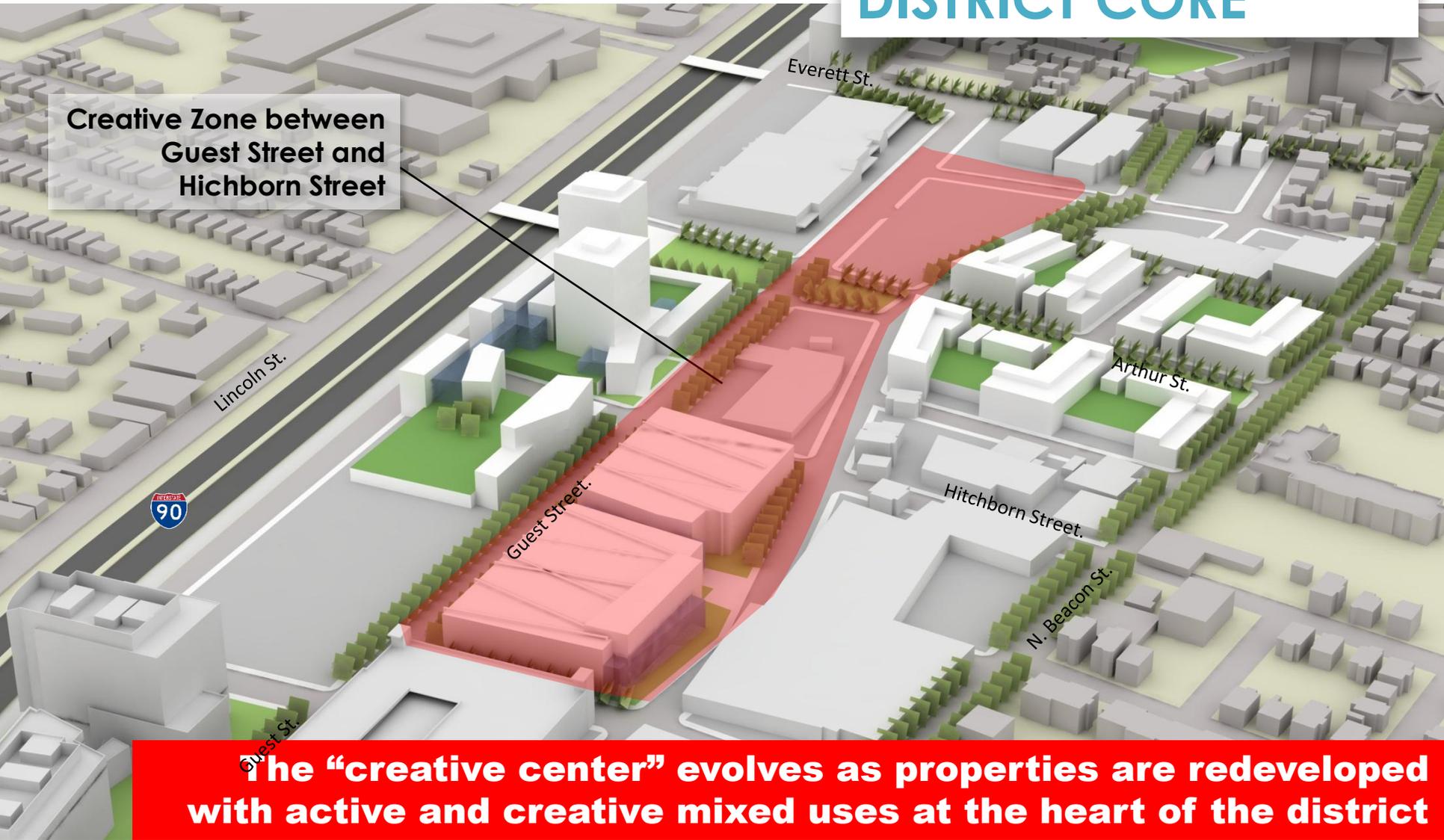
# EXISTING CONDITION



**Creative Zone between  
Guest Street and  
Hichborn Street**

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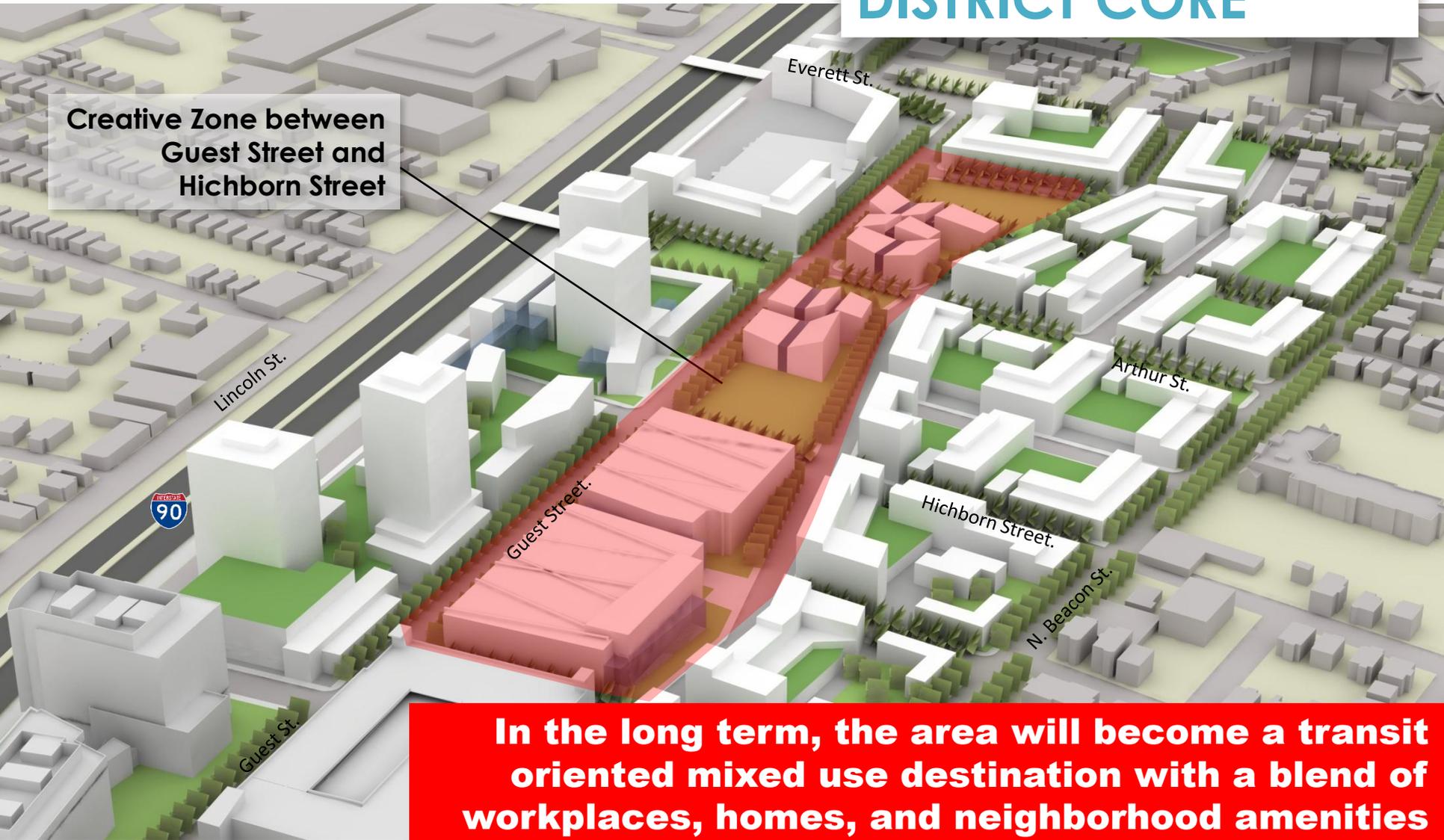
# NEAR TERM DISTRICT CORE



**The “creative center” evolves as properties are redeveloped with active and creative mixed uses at the heart of the district**

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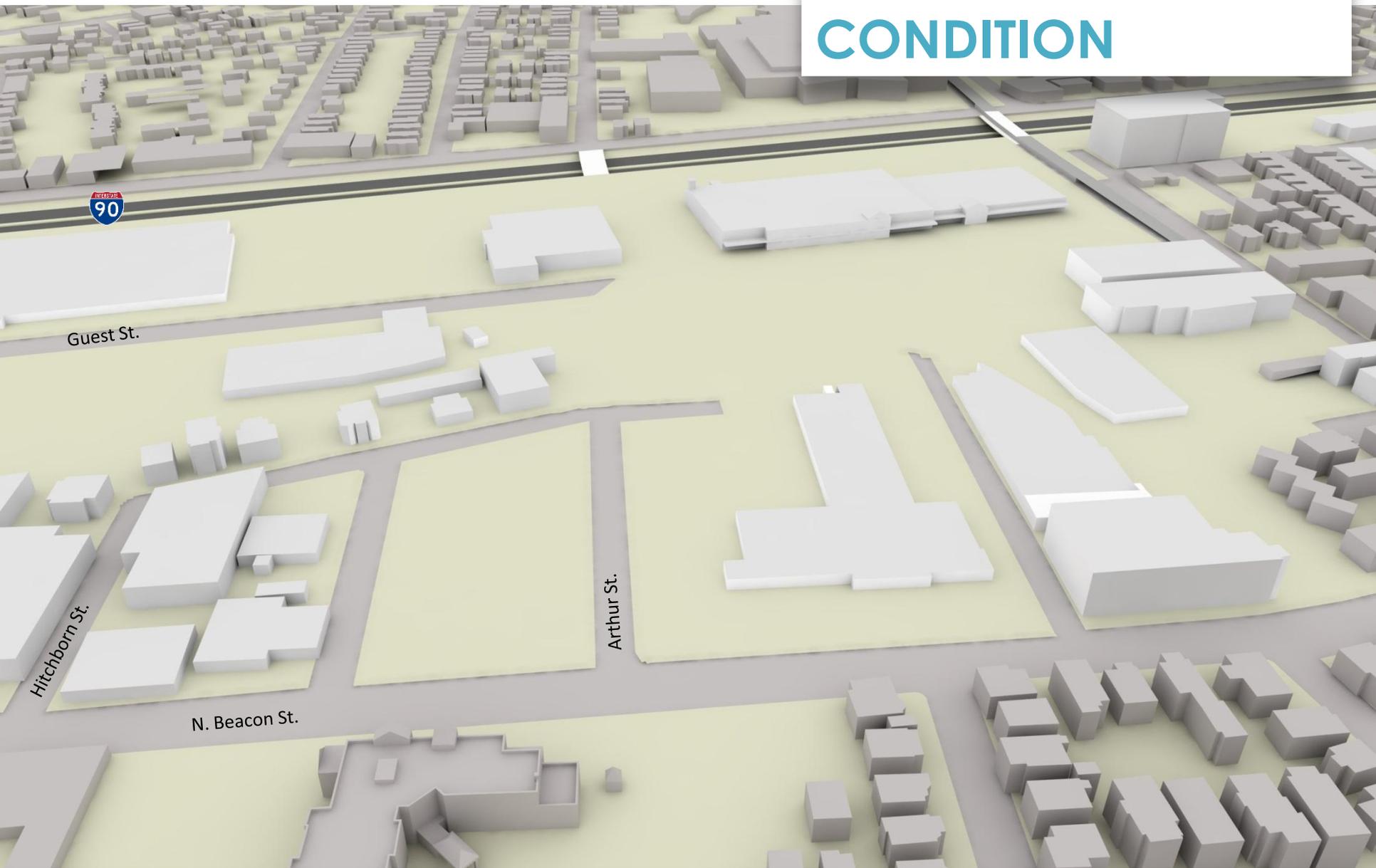
# LONG TERM DISTRICT CORE



**In the long term, the area will become a transit oriented mixed use destination with a blend of workplaces, homes, and neighborhood amenities**

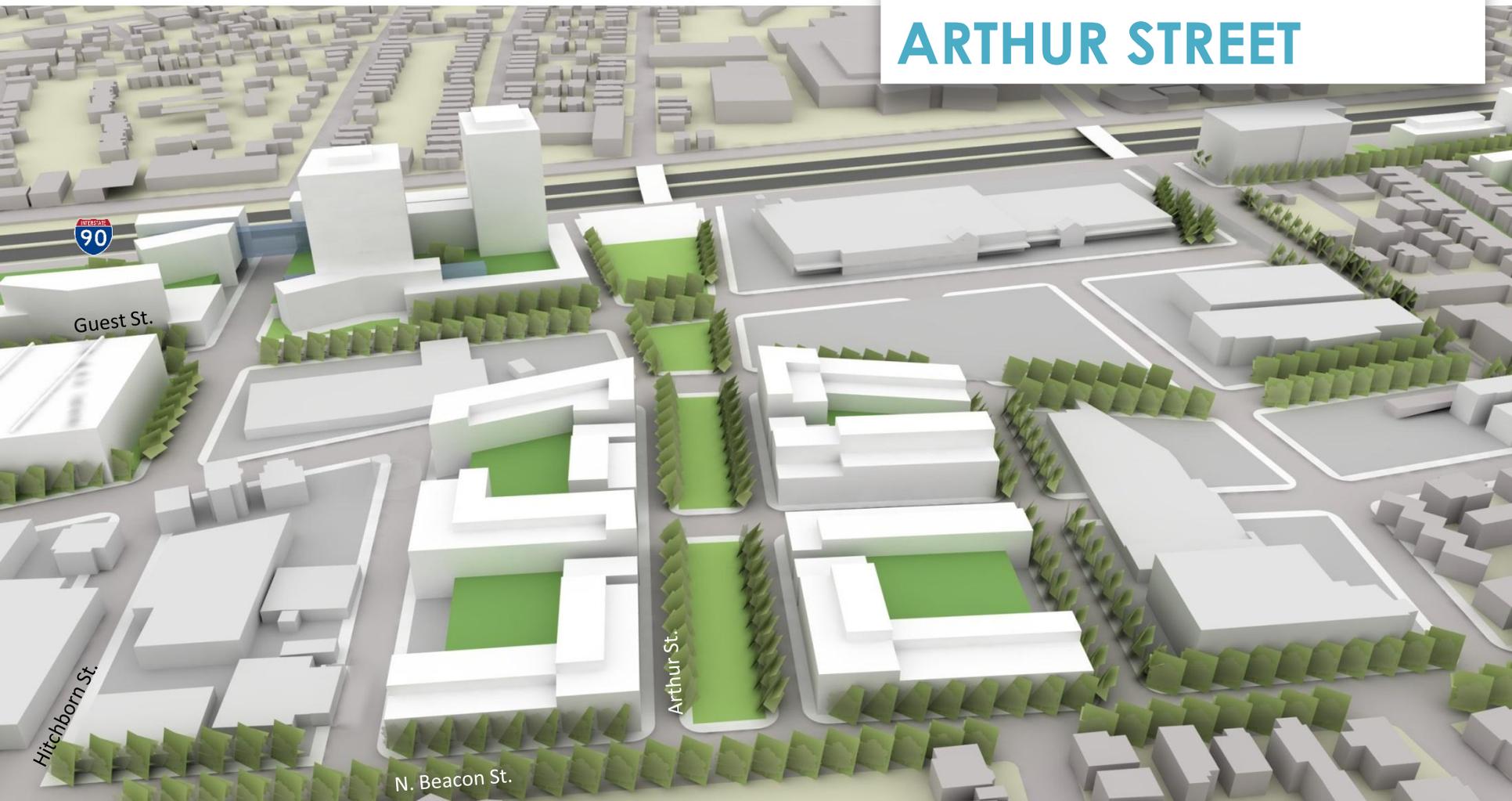
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# NEAR TERM ARTHUR STREET



**As the properties along Arthur Street are redeveloped, a generous boulevard will create a prominent gateway...**

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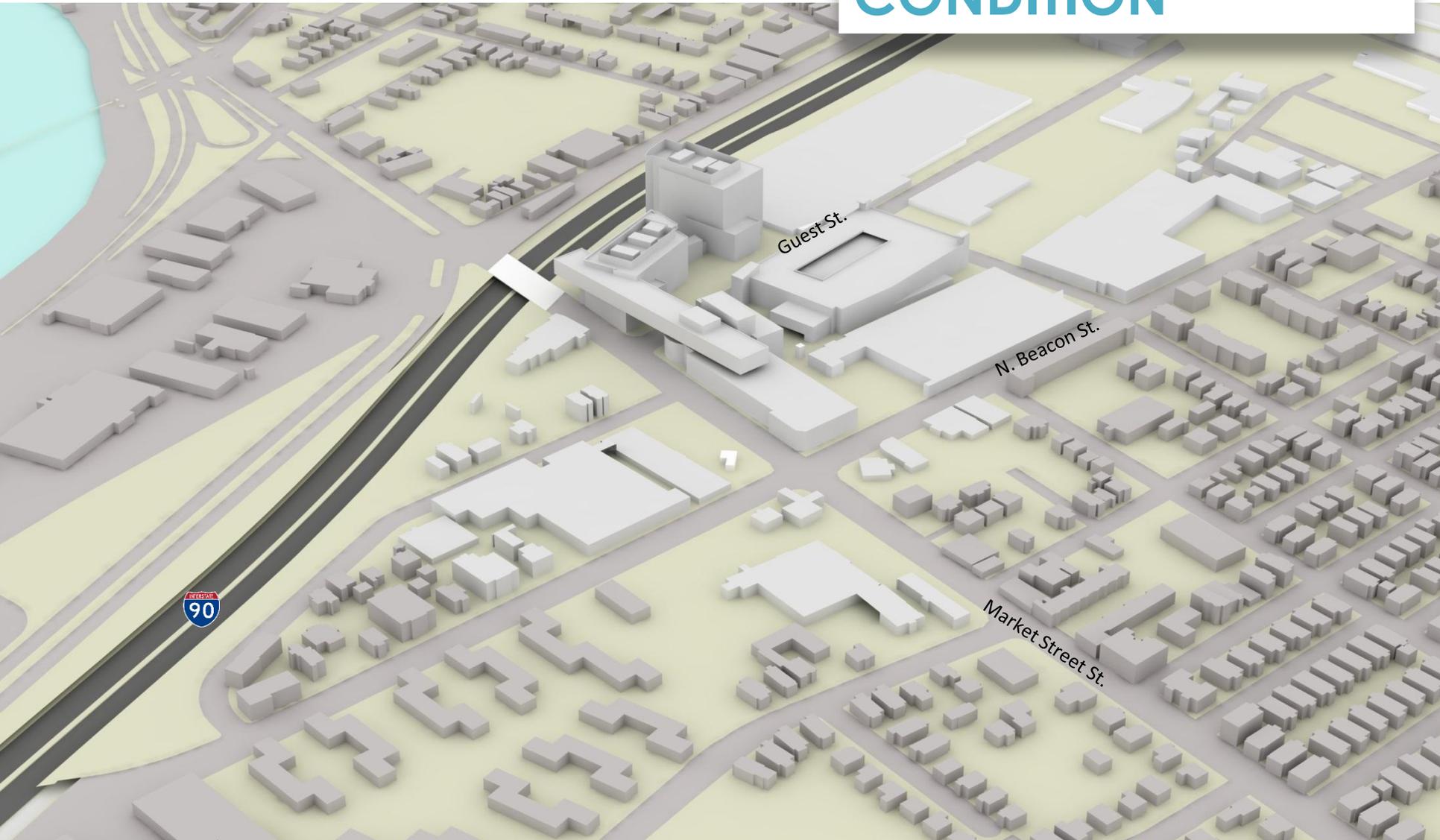
# LONG TERM ARTHUR STREET



**...eventually leading to a new train station  
and a pedestrian bridge across I-90**

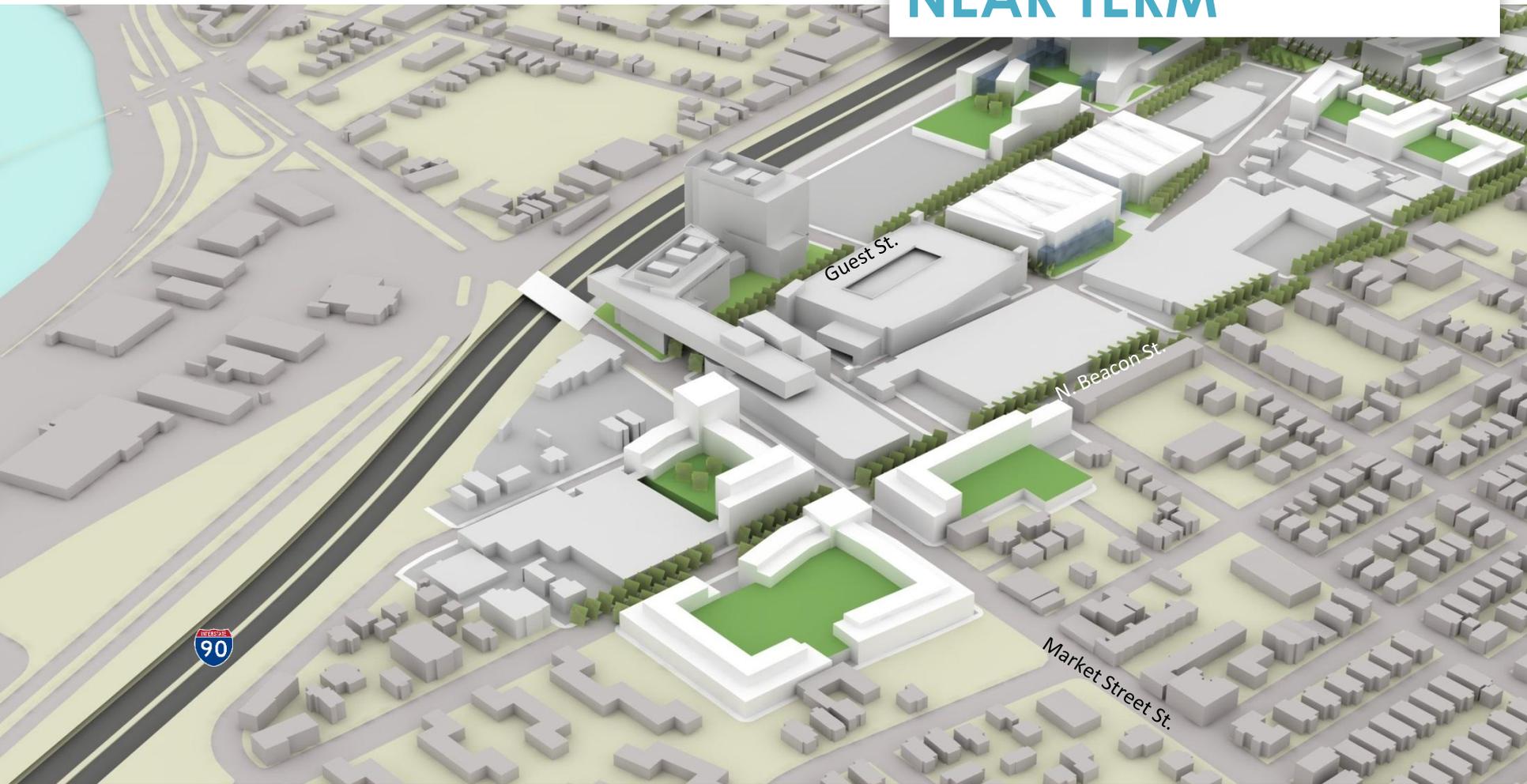
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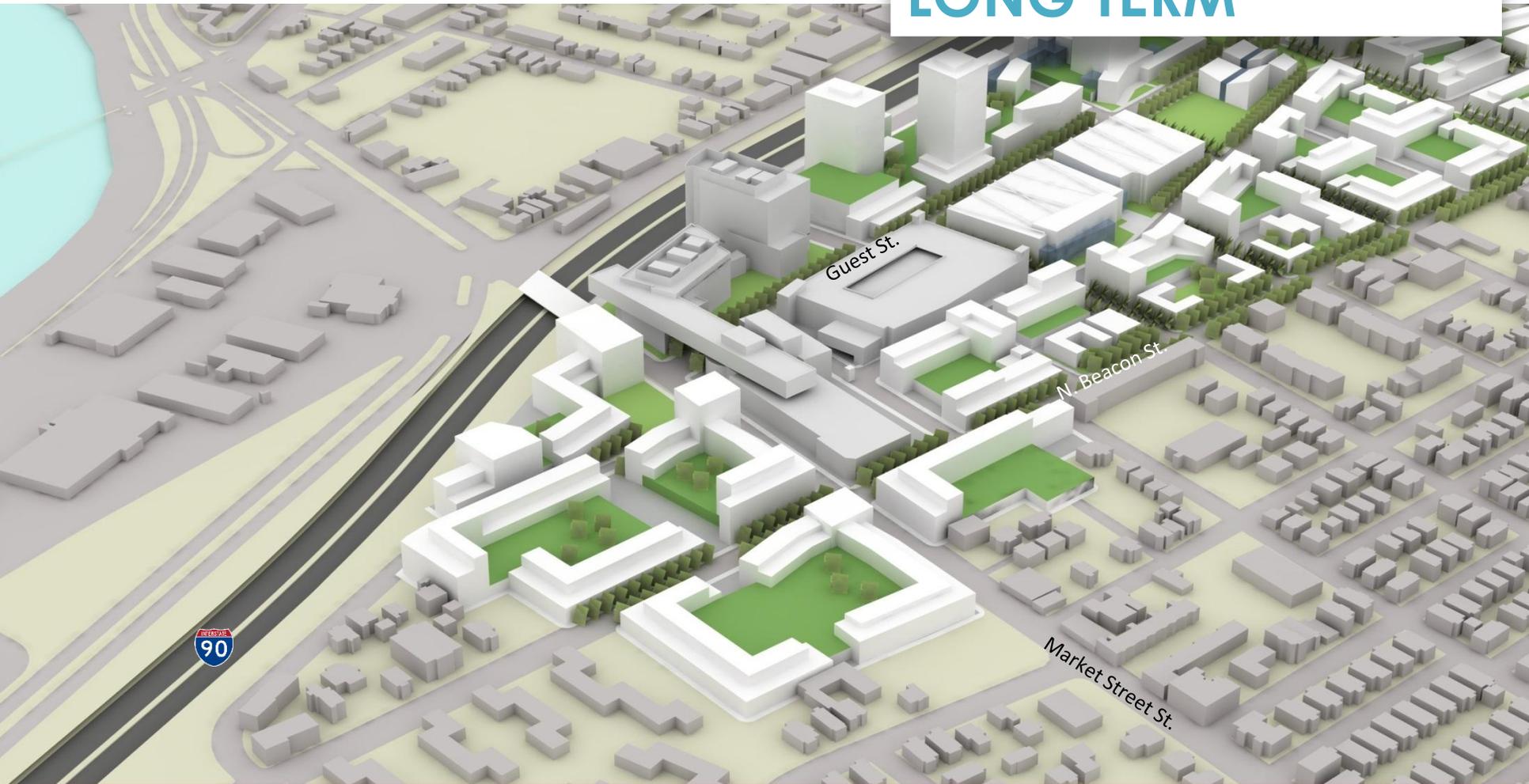
# MARKET STREET NEAR TERM



**Over time, properties will be redeveloped transforming the Market/  
North Beacon intersection into a vibrant urban crossroads**

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# MARKET STREET LONG TERM



**Over time, properties will be redeveloped transforming the Market/  
North Beacon intersection into a vibrant urban crossroads**

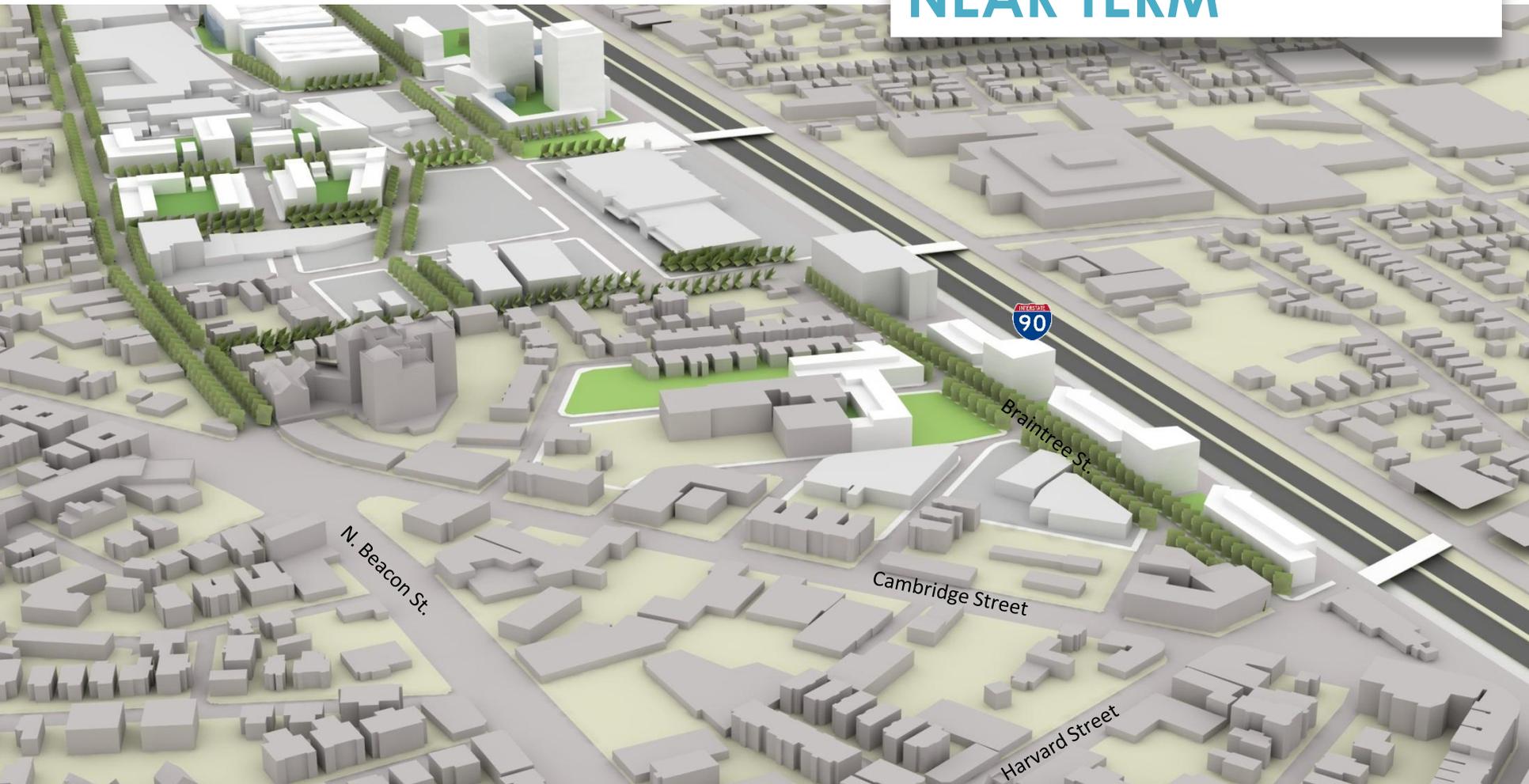
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# BRAINTREE AVENUE NEAR TERM



**Linking Guest Street to Cambridge Street via Braintree through new Everett St. connection and traffic changes will spur new development**

*• Images are illustrative for planning purposes and not definitive; Linework does not represent actual alignments or dimensions & instead reflect general intent*

# BRAINTREE AVENUE LONG TERM



**Linking Guest Street to Cambridge Street via Braintree through new Everett St. connection and traffic changes will spur new development**

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# LONG TERM VISION



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JANUARY 19, 2012

# BRIGHTON

GUEST STREET AREA PLANNING STUDY  
AG MEETING #6: DRAFT PLAN

