

# Fairmount Indigo Planning Initiative

## FOUR CORNERS/ GENEVA AVENUE

STATION AREA

*Visioning Forum*

“Building New Connections  
in *Your* Neighborhood”

### Working Advisory Group (WAG) Meeting #9

Tuesday, July 14th, 2015  
6:00-8:00 PM

Aspirers Community Center  
358 Washington Street

Prepared by:  
**The Cecil Group Team**  
The Cecil Group  
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Shook Kelley



Fairmount Indigo Planning Initiative

# Welcome!

## FOUR CORNERS/ GENEVA AVENUE

STATION AREA

*Visioning Forum*

ME GOVERN  
CRIPAL

BACK BAY SCHOOLS

5230

5210



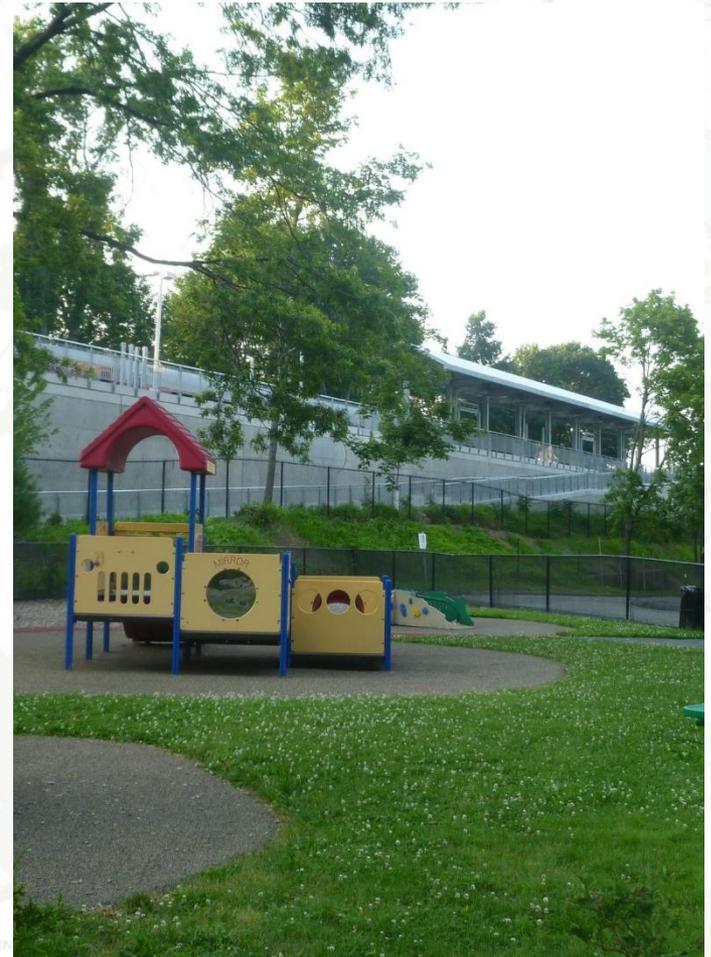
# WAG Agenda

## 1. Station Area Plan Summary Discussion

- a. Community Vision
- b. Prosperity
- c. Home
- d. Place
- e. Getting Around
- f. Parks and Public Space
- g. Quality of Life
- h. Implementation Actions

## 2. Open House Preparation

## 3. Next Steps



# WAG Process

TIME PROCESS

**EXISTING CONDITIONS ANALYSIS** *Demographics, market analysis, public realm, transportation and urban design*

Working Advisory Group (WAG) Meetings - 07/22/2014, 09/23/2014 and 10/15/2014

**COMMUNITY VISIONING** *Discussion of issues and opportunities, shared vision diagrams and word clouds*

Community Forum Meetings - 01/13/2015 and 01/20/2015

**PLANNING ANALYSES** *Study of key sites, areas and intersections based on community feedback*

Working Advisory Group Meeting - 02/10/2015

**REDEVELOPMENT SCENARIOS, URBAN DESIGN, ZONING**

Working Advisory Group Meeting - 03/10/2015

**COMMUNITY REFOCUS AND SYNTHESIS DISCUSSION**

Working Advisory Group Meeting - 04/14/2015

**PUBLIC REALM, OPEN SPACE, TRANSPORTATION**

**SYNTHESIS OF DISCUSSION/INFORMATION**

**July WAG**

**DRAFT STATION AREA PLAN** *Vision Statement, Key Strategies for Prosperity, Housing, Place, Getting Around, Parks and Quality of Life*

**CURRENT PROGRESS**  
*(AS OF 07/14/15)*

**COMMUNITY DISCUSSION** *Prioritization of strategies and refinement of plan*

**September Open House and WAG**

**FINAL STATION AREA PLAN**

**IMPLEMENTATION**

**FOUR CORNERS / GENEVA AVENUE**  
STATION AREA  
*Visioning Forum*



# Station Area Report Outline

## FOUR CORNERS/ GENEVA AVENUE

STATION AREA

*Visioning Forum*

### EXECUTIVE SUMMARY

*Community Vision, Key Findings, Implementation Actions*

### STATION AREA PLAN

#### INTRODUCTION

*Main Ideas, Key Findings, Corridor and Station Area Context*

#### COMMUNITY VISION

*Community Process, Community Vision, Illustrative Vision Plan*

#### STRATEGIES AND RECOMMENDATIONS



Prosperity



Home



Place



Getting Around



Parks and Public Space



Quality of Life

#### IMPLEMENTATION AND ACTIONS

*Description of Action and Priorities*

### APPENDICES

*Process and Meetings, Existing Conditions Analysis, Feasibility Tests, Sustainability Framework*





# Community Vision

## FOUR CORNERS/ GENEVA AVENUE

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### *Vision Statement:*

The Four Corners/Geneva Avenue Station Area is a safe and walkable community with active and thriving Main Streets districts that are supported by diverse residential neighborhoods, excellent transit access, and high quality open spaces.

***Draft for discussion with WAG 7/14***



# Community Vision

## FOUR CORNERS/ GENEVA AVENUE

STATION AREA

*Visioning Forum*

### ***Community Goals:***

#### **The goals of the community vision are to:**

- Strengthen neighborhood-serving commercial and cultural activity in the Station Area Main Streets districts, Four Corners and Bowdoin Geneva, and enhance district gateways
- Minimize displacement and expand choices for current residents and businesses to prosper and preserve community diversity
- Reinforce the residential community with safe and walkable streets and high quality parks
- Provide new equitable workforce and senior housing opportunities near the station and Main Streets districts to support vitality
- Activate and reinforce direct pedestrian and bicycle connections between the centers of activity and the rail station entries

***Draft for discussion with WAG 7/14***



# Prosperity



## *Strategies for economic development:*

### **Build prosperity for current residents and businesses:**

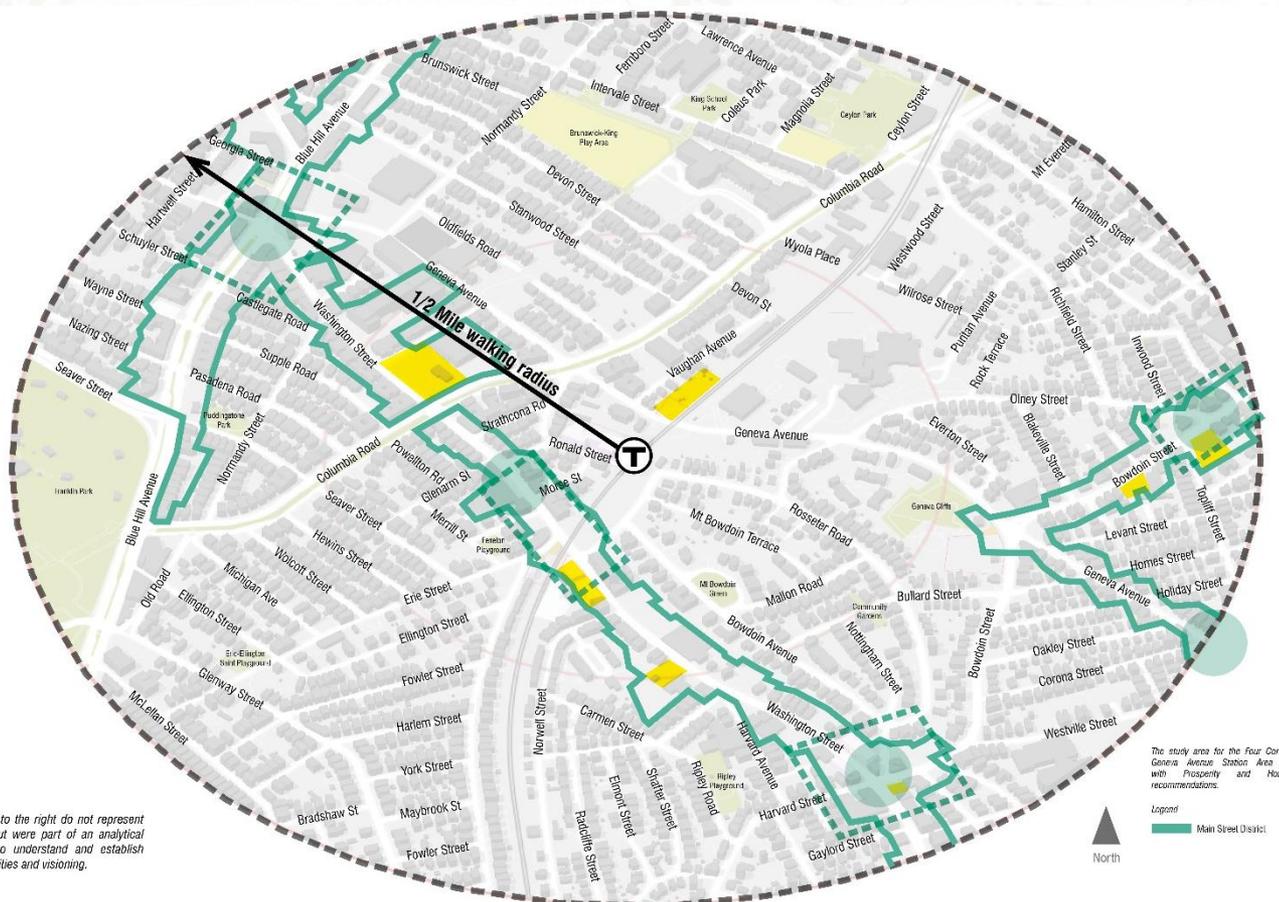
- Leverage new private investment and development with targeted assistance to adjacent existing properties
- Consider Main Streets districts more holistically and encourage private investment within an overall district framework – reinforce commercial nodes, residential infill, active ground floor
- Concentrate and add destinations for retail, cultural, small business, entrepreneurial and training activity in the Main Streets districts
- Reinforce local-serving businesses by promoting local shops and restaurants, expanding variety and connecting businesses/residents
- Leverage vacant lots to reinforce redevelopment and open space strategies

***Draft for discussion with WAG 7/14***



# Prosperity

## Strategies for economic development:



The illustrations to the right do not represent final designs, but were part of an analytical process used to understand and establish community priorities and visioning.

The study area for the Four Corners/Geneva Avenue Station Area Plan with Prosperity and Housing recommendations.

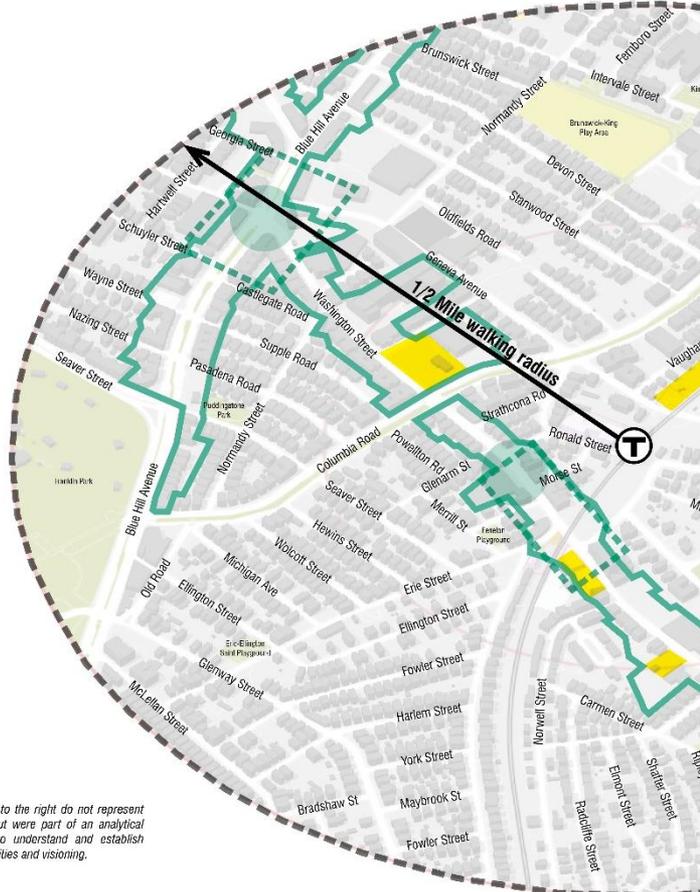
Legend  
Main Street District

# Draft for discussion with WAG 7/14



# Prosperity

## Strategies for economic development:



### 322-336 Washington St. & 101 Bowdoin Ave.

**Development Summary**  
 23 Dwelling Units  
 1 - One Bedroom Unit  
 14 - Two Bedroom Units  
 8 - Three Bedroom Units  
 2,025 GSF Commercial Space  
 565 GSF Community / Meeting Space



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The study area for the Four Corners/ Geneva Avenue Station Area Plan with Prosperity and Housing recommendations.

Legend  
 Main Street District



# Draft for discussion with WAG 7/14



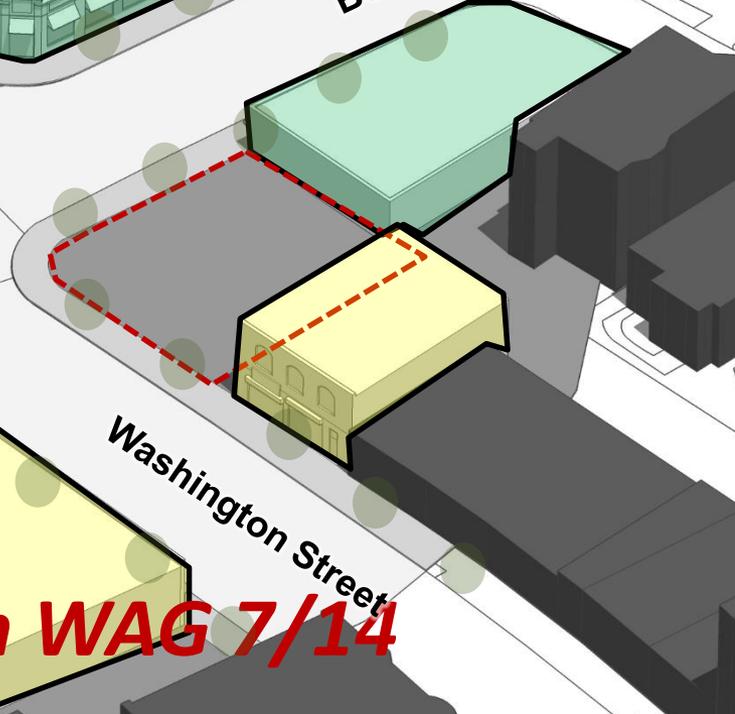
# Prosperity



(Viet-Aid Approved Project)



(10-18 Bowdoin Proposed Project)



Harvard Street

**Draft for discussion with WAG 7/14**



# Prosperity



- Strong cornice line
- Irregular building and façade geometry
- Façade details not coordinated – siding orientation, shutters, etc.
- Disorganized multi-tenant signage
- Building base in need of repair/new storefronts
- Street landscape could be improved



***Draft for discussion with WAG 7/14***

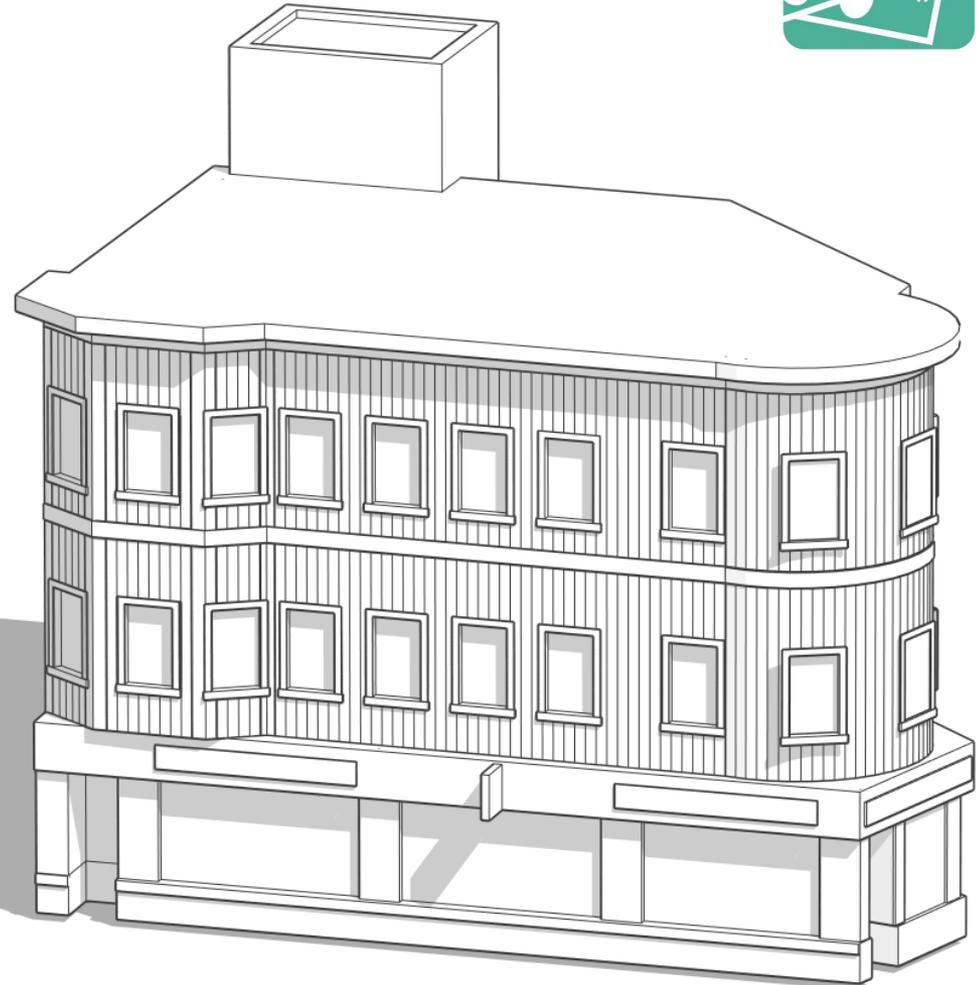


# Prosperity



## POTENTIAL GUIDANCE FOR REINVESTMENT:

- Reinforce façade division of base, middle and top
- Add window trim, remove shutters, reorient all siding to be vertical, add trim between floors
- Reinforce consistent sign band and encourage similar signs for multiple tenants
- Evenly space storefront bays as much as possible
- Strengthen building base with new materials and storefront systems



***Draft for discussion with WAG 7/14***



# Home



## *Strategies for housing and neighborhood improvements:*

### **Encourage neighborhood vitality by:**

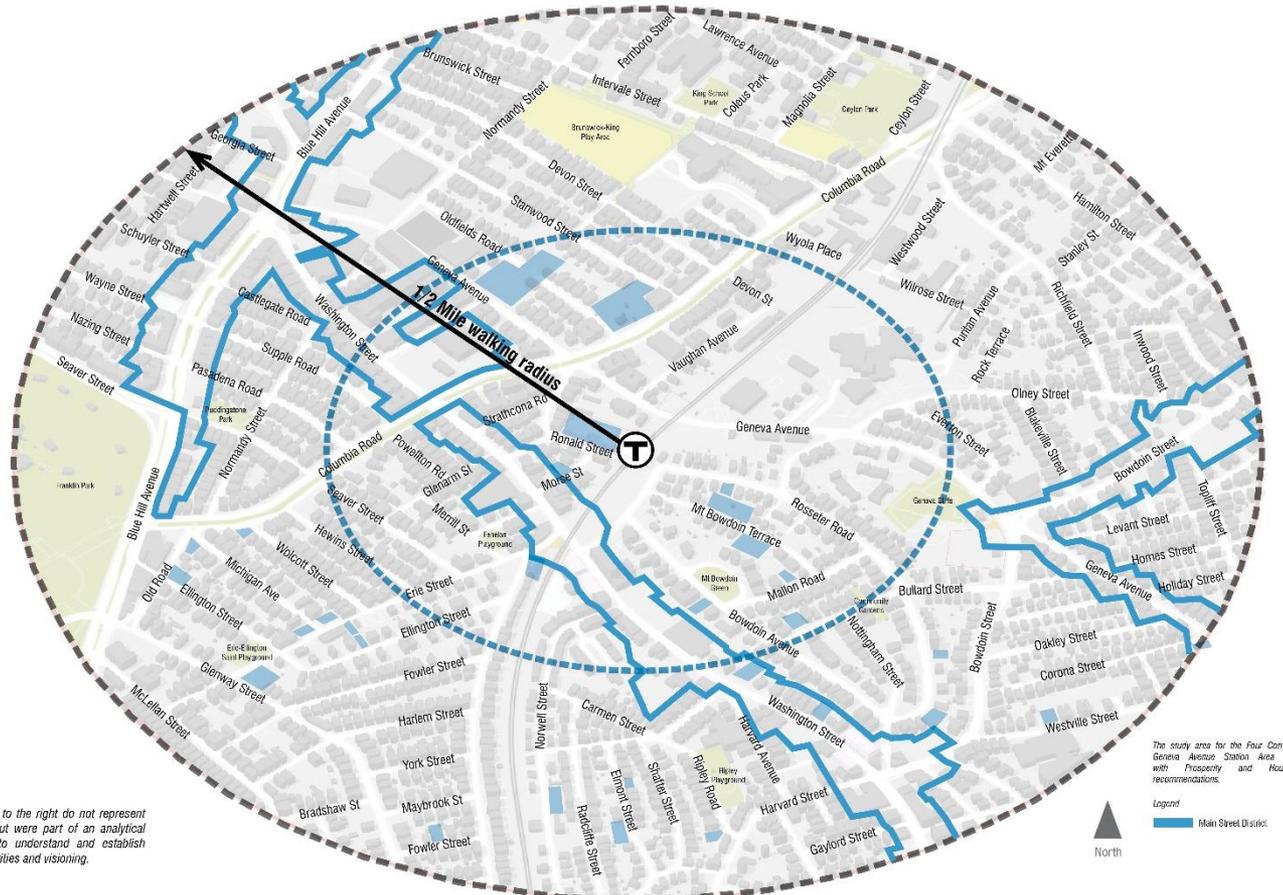
- Encourage multifamily infill development at scale appropriate to the neighborhood and align current zoning
- Focus new housing in the Main Streets districts above active ground floor uses to add vitality and activity
- Leverage vacant lots for infill housing targeted to middle income and senior residents
- Retain diversity and relative affordability of Station Area rental and owner housing through homeowner assistance, and new workforce and senior housing
- Improve existing housing quality and sustainability with renovation assistance programs

***Draft for discussion with WAG 7/14***



# Home

## Strategies for housing and neighborhood improvements:



The study area for the Four Corners Geneva Avenue Station Area Plan with Prosperity and Housing recommendations.

Legend  
 Main Street District

The illustrations to the right do not represent final designs, but were part of an analytical process used to understand and establish community priorities and visioning.

# Draft for discussion with WAG 7/14



# Place



## *Strategies for enhancing the sense of place and community:*

### **Expand placemaking opportunities through:**

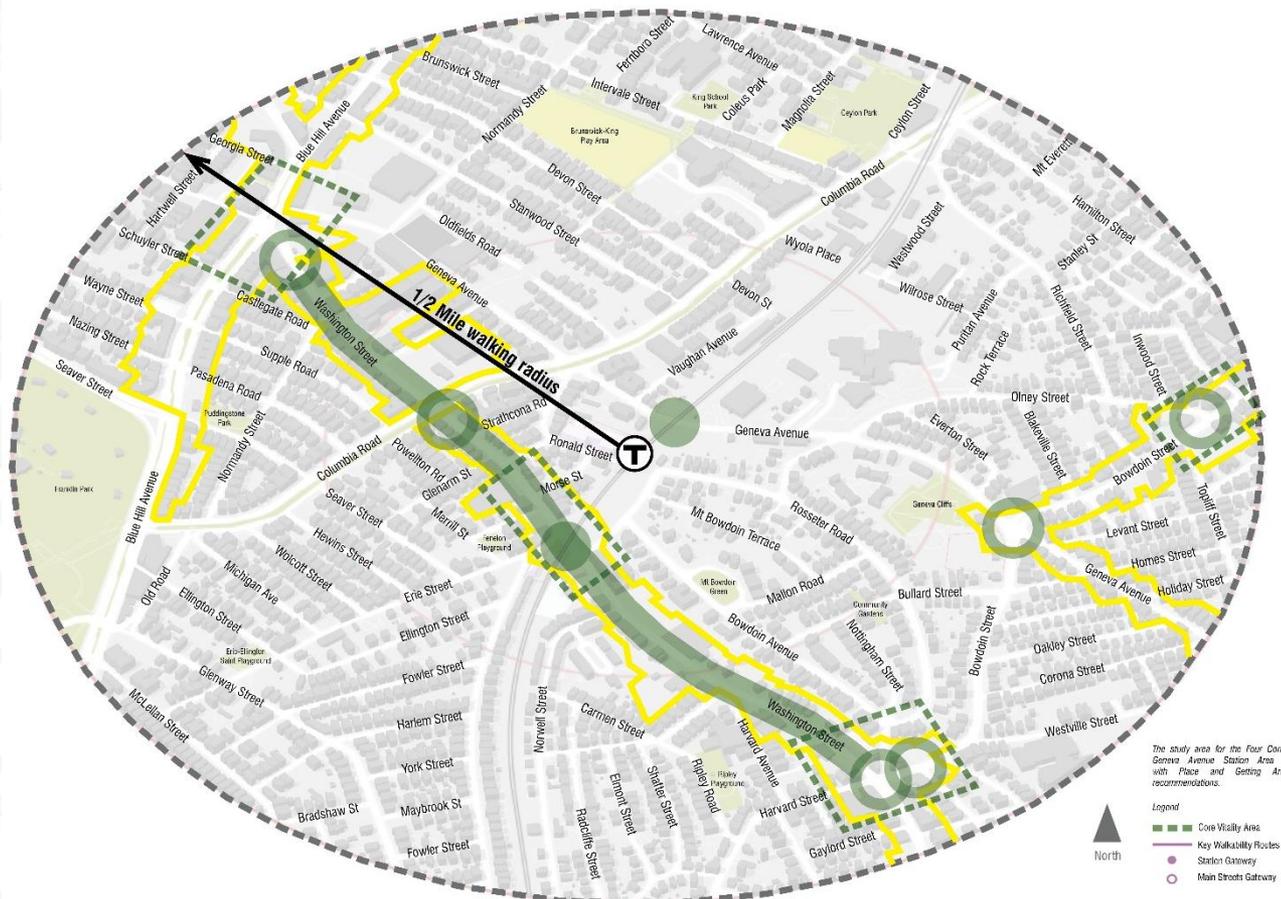
- Target public realm improvements at locations of private investment to leverage the transformation and reinforce nodes
- Connect a sense of place directly and continuously from Station entry gateways to Main Streets districts with streetscape, signage, and art installations
- Preserve and improve existing buildings, facades and character as part of new investment and development
- Enhance vibrancy of Main Streets districts as destinations for shopping, training, food and gathering
- Reinforce continuity of ground floor use and storefront activity in Main Streets commercial nodes

***Draft for discussion with WAG 7/14***



# Place

*Strategies for enhancing the sense of place and community:*



The study area for the Four Districts' Geneva Avenue Station Area Plan with Place and Getting Around recommendations.

- Legend
- Core Viability Axis
  - Key Walkability Routes
  - Station Gateway
  - Main Streets Gateway

## ***Draft for discussion with WAG 7/14***



# Getting Around



*Strategies for enhanced and safe circulation and connections:*

## Reinforce connectivity and mobility by:

- Increase neighborhood walkability and pedestrian environment
- Reinforce public realm connection to Stations focusing on pedestrian improvements to Geneva and Washington
- Enhance station entries with additional amenities, small plaza spaces, improved accessibility and connections
- Manage Main Street and neighborhood parking to support small businesses, protect residents and enhance transit access
- Improve critical intersections at Main Street gateways

***Draft for discussion with WAG 7/14***



# Getting Around

Strategies for enhanced and safe circulation and connections:



The study area for the 'Four Seasons' Geneva Avenue Station Area Plan with Place and Getting Around recommendations.

## Draft for discussion with WAG 7/14



# Parks and Public Space

*Strategies for improved access to well-distributed open space:*



## Enhance the open space network by:

- Expand and improve Geneva Cliffs as a focal point in the open space network
- Continue and expand program of event spaces and pop-up parks in underused lots or spaces
- Add small plaza and park space near station entries
- Improve connections to existing open space networks and Franklin Park
- Improve existing open spaces urban wild areas to get best use of existing resources
- Strategically convert vacant lots to add small plaza and park spaces where gaps in the open space network exist

***Draft for discussion with WAG 7/14***



# Parks and Public Space

Strategies for improved access to well-distributed open space:

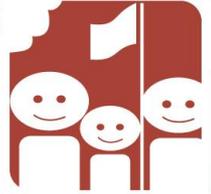


## Draft for discussion with WAG 7/14



# Quality of Life

*Improve amenities and livability:*



## Enhance quality of life by:

- Enhance public safety, beauty and attractiveness through improved public realm, lighting and engagement of the resident community
- Connect the surrounding network of arts and cultural sites and encourage arts and cultural activity focused on Main Streets
- Build opportunity and success through use of community centers, Station access and information and Main Streets businesses
- Engage youth more directly in all of the other strategies and actions and directly link youth to Main Streets districts

***Draft for discussion with WAG 7/14***



# Implementation Actions

## FOUR CORNERS/ GENEVA AVENUE

STATION AREA

*Visioning Forum*

### *Concrete actions to advance each of the strategies:*

- Modify zoning to be consistent with Community Vision, for example allow multifamily housing in Station-adjacent areas
- Dispose of public property for redevelopment at Ronald Street
- Invest in streetscape at Four Corners node at Washington/Bowdoin and encourage investment in existing buildings
- Invest in streetscape improvements on Geneva Ave
- Perform more detailed intersection study at Geneva/Bowdoin
- Open a dialogue with Eversource regarding Geneva Cliffs land
- Recognize a community planning process in Bowdoin/Geneva
- Encourage investment Main Street commercial nodes and provide design support for existing façade improvements

***Draft for discussion with WAG 7/14***



# Open House Preparation

1. Open discussions with Consultants, WAG, City and MBTA
2. Copies of Executive Summary
3. 30x40 Boards of Executive Summary Enlargements
4. Handout Guide
5. Opportunity for Feedback –
  - Prioritizing Importance of Strategies
  - Open Comments – What did we miss?

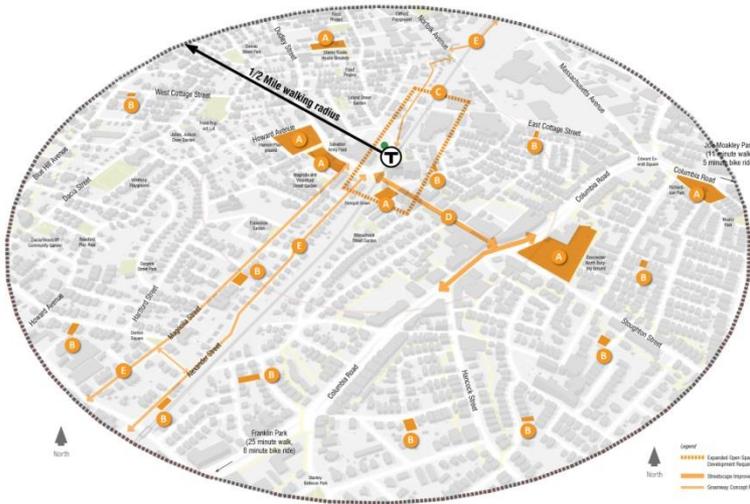


# Open House Preparation - Boards



## PARKS/PUBLIC SPACE

Relative to City of Boston averages, the Station Area is deficient in the percent of land that is publicly accessible open space. The following approaches have been identified to improve neighborhood access to strategically located open space amenities:

**FAIRMOUNT INDIGO PLANNING INITIATIVE**

## KEY RECOMMENDATIONS

- A Public Access -**  
Improve openness of existing public or private open spaces including activity along the edges and street frontages of the North Burying Ground.
- B Convert Vacant Parcels -**  
Strategically convert vacancies into amenities including playgrounds and agriculture.
- C Development Requirements -**  
Require new public spaces with large new development projects to a targeted community benefit.
- D Right-of-way Uses -**  
Develop strategic and creative expansion of pedestrian space in public ways.
- E Open Space Networks -**  
Use the Boston bike network and Fairmount Greenway Concept Plan to connect to nearby open space resources.

## PRIORITY

PLACE A DOT NEXT TO THE STRATEGY YOU FEEL IS MOST IMPORTANT






## WHAT IS MISSING? OTHER THOUGHTS?

**FAIRMOUNT INDIGO PLANNING INITIATIVE**



# Open House Preparation – Guide Handout

## Four Corners/Geneva Ave STATION AREA PLAN

Welcome to the Community Open House!

This is your guide through a strategic vision for the future of Upham's Corner. This is your opportunity to share your thoughts about the vision and plan.

Move around the room following from topic to topic, at each topic place a dot on your top priority and leave comments as you go!

**1 Community Vision**  
First, the vision statement and goals articulate and summarize the community input. These are the overall shared ambitions of the residents and businesses of Upham's. **What is most important for you in this vision?**

**2 Prosperity**  
Next, a series of strategies are outlined to build prosperity for Upham's residents and businesses. **What element do you think is most important for Upham's Corner to be relevant in the future economy?**

**3 Housing**  
Move onto housing, a look at what types of new housing would reinforce the neighborhoods of Upham's. **Which strategy is best for the neighbors on your street?**

**4 Place**  
Next, the topic of enhancing a sense of place - what makes Upham's unique and attractive. **What strategy has the most potential to enhance the beauty of Upham's.**

**5 Getting Around**  
This topic highlights strategies to enhance mobility for everyone in Upham's - drivers, pedestrian, cyclists, bus and train riders. **What feature will help you get around everyday quicker and easier?**

**6 Parks and Public Space**  
Next, a series of strategies to address a lack of open space in Upham's Corner. **What do you think will be most effective for creating useful parks and public space in Upham's?**

**7 Quality of Life**  
Finally, you have almost made it through all of the topics of the plan! These strategies are ideas to improve the quality of life at Upham's Corner. **Which strategy would improve your daily life the most?**

**8 Actions**  
Articulating a vision for the future is the first step. Many stewards, stakeholders and actions will be required to move this vision into the future. **What is the most important next step?**



Front

Back



# Next Steps

## Proposed WAG Meeting Schedule/Topics:

**September 2015 (TBD)**

Community Open House

**September 2015 (TBD)**

Final WAG Meeting

**For information:**

**[www.fairmountindigoplanning.org](http://www.fairmountindigoplanning.org)**



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