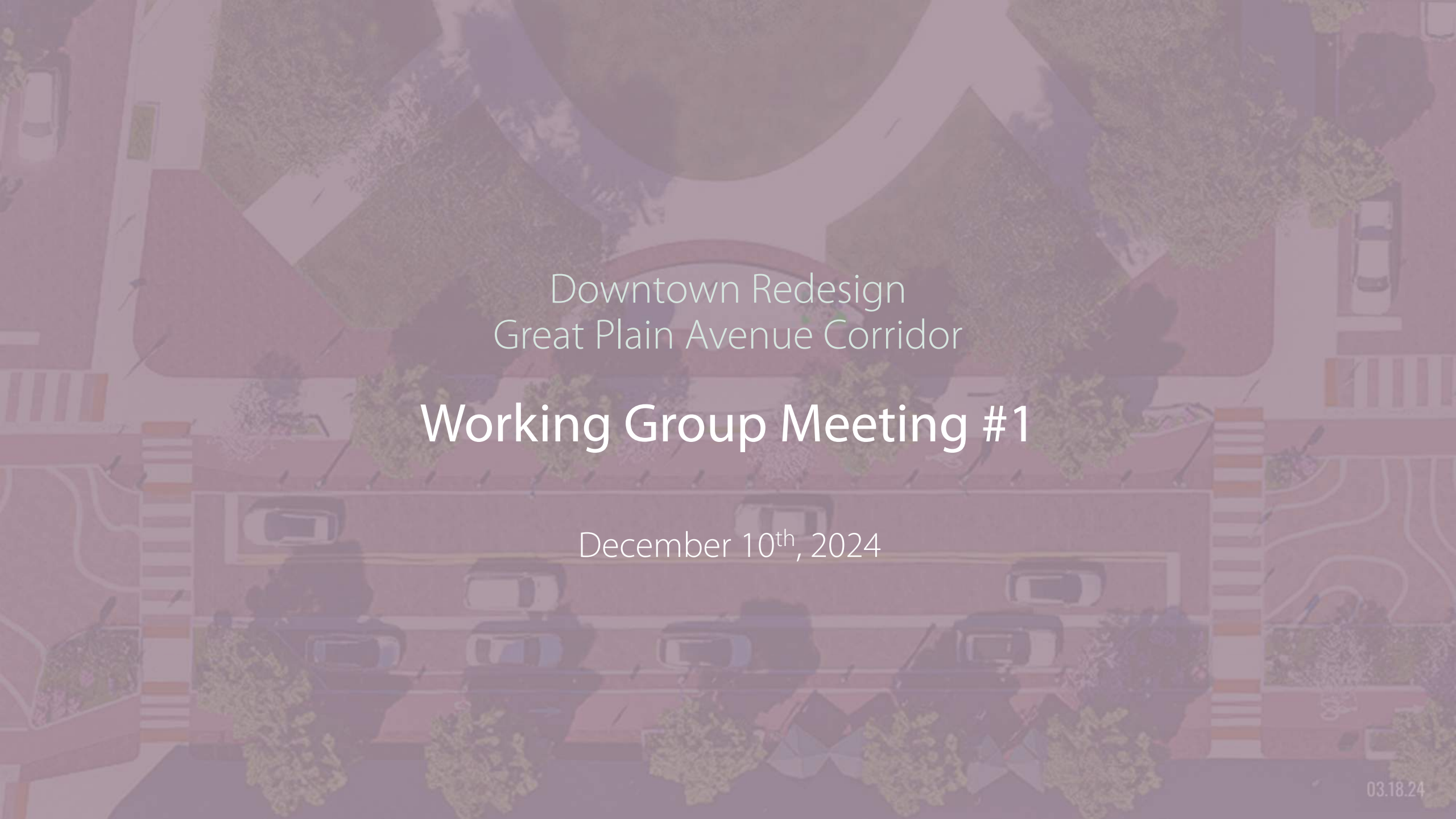


An aerial photograph of a city street intersection, likely Great Plain Avenue, showing a roundabout at the top, a cross street in the middle, and a main thoroughfare at the bottom. The image is overlaid with a semi-transparent purple filter. Trees, cars, and street markings are visible through the filter.

Downtown Redesign
Great Plain Avenue Corridor

Working Group Meeting #1

December 10th, 2024

Today's presenters



Margot Spiller, PE, AICP
Project Manager
Apex



Karen Fitzgerald, PLA
Landscape Architecture
Toole Design



Cassandra Thompson
Brand, Graphic Design,
and Communications
Apex

What



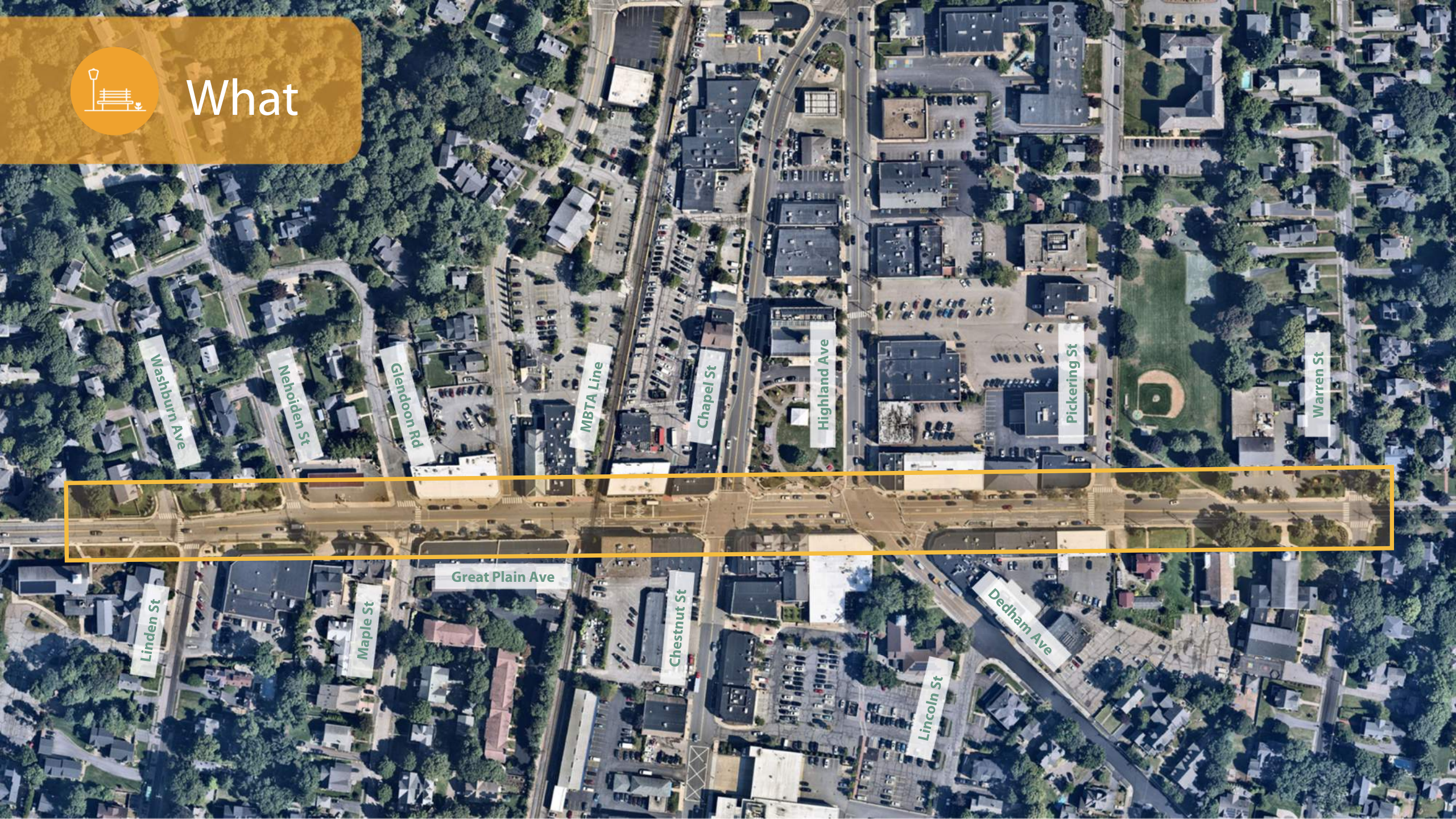


What





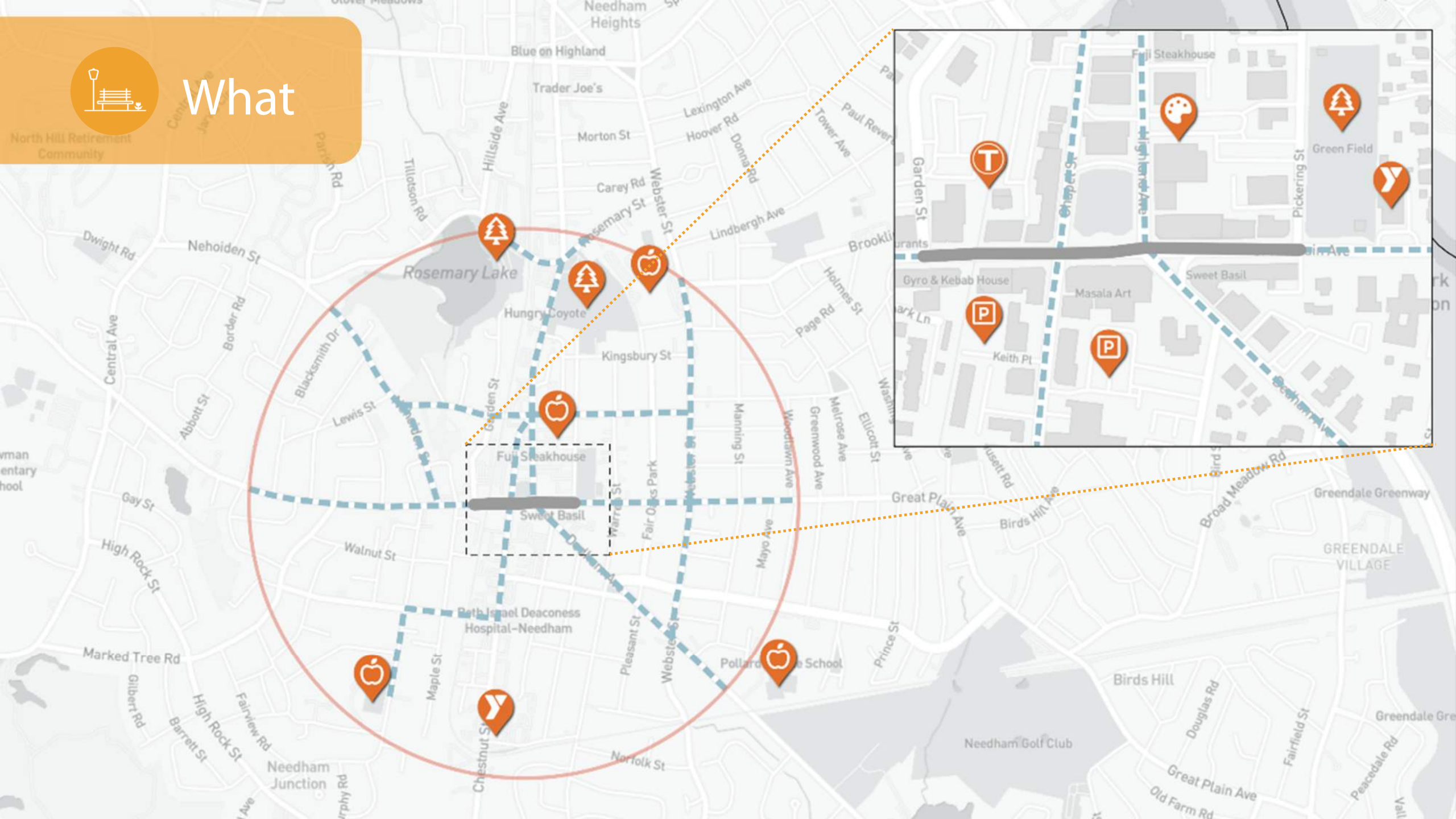
What





What

North Hill Retirement
Community



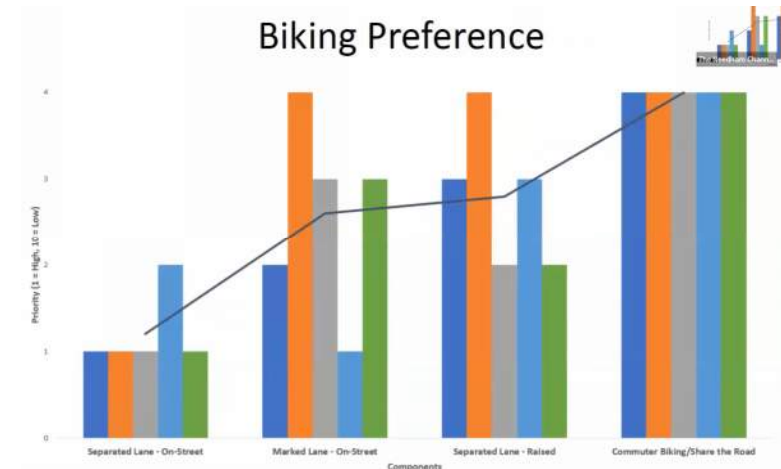


- Use of Right of Way

1. Dedicated bicycle lanes
2. Pedestrian safety at crossings
3. Wider sidewalks
4. Wayfinding signage
5. Public art/placemaking

1. Separated lane – on street
2. Marked lane – on street

3. Separated lane – raised
4. Commuter biking/share the road
6. Maintain car speed/timing
7. Gateway structures
8. Maintain number of on-street parking spaces
9. Informational kiosks
10. Ensure no increased side street traffic





Why

Project Values and Goals

This project will reallocate the space within the public right-of-way to...

- Reduce risk of serious injury and fatal crashes
 - Dedicated bicycle facilities
 - Shorter pedestrian and bicycle crossings
 - Reduced vehicle speeds
- Expand opportunities for placemaking and social gathering
 - Wider sidewalks and community gathering spaces
 - Public art
 - Streetscape and landscape amenities
- Support economic vitality
 - Expanded outdoor dining areas
 - Place branding
 - Wayfinding design
- Increase resiliency
 - Green infrastructure treatments
 - Dedicated infrastructure for active modes of transportation



Why



-  Placemaking
-  Traffic Calming
-  Pedestrian Accommodations
-  Green Infrastructure
-  Bicycle Accommodations
-  Transit





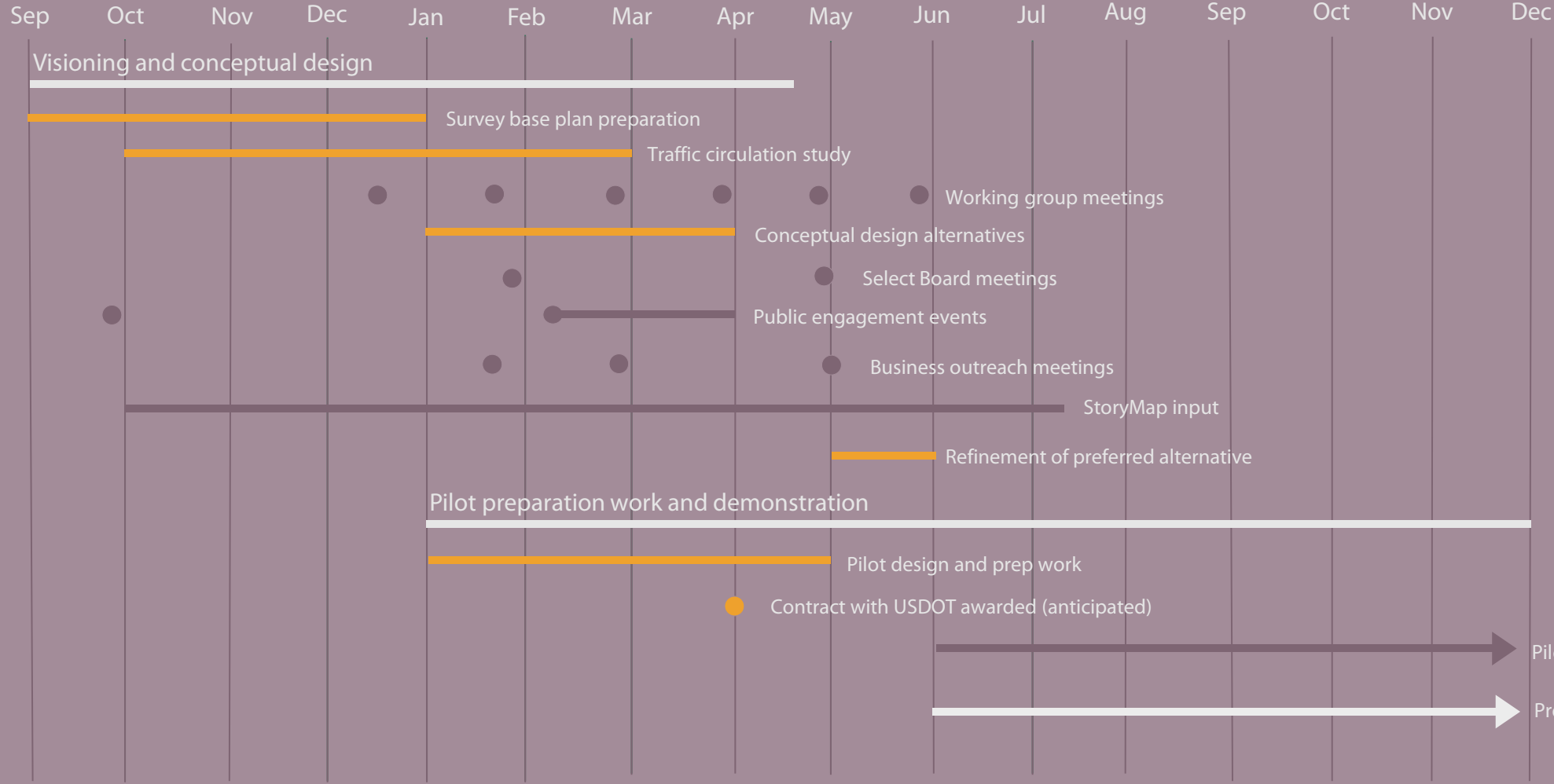
How

PUBLIC FACING

INTERNAL

2024

2025



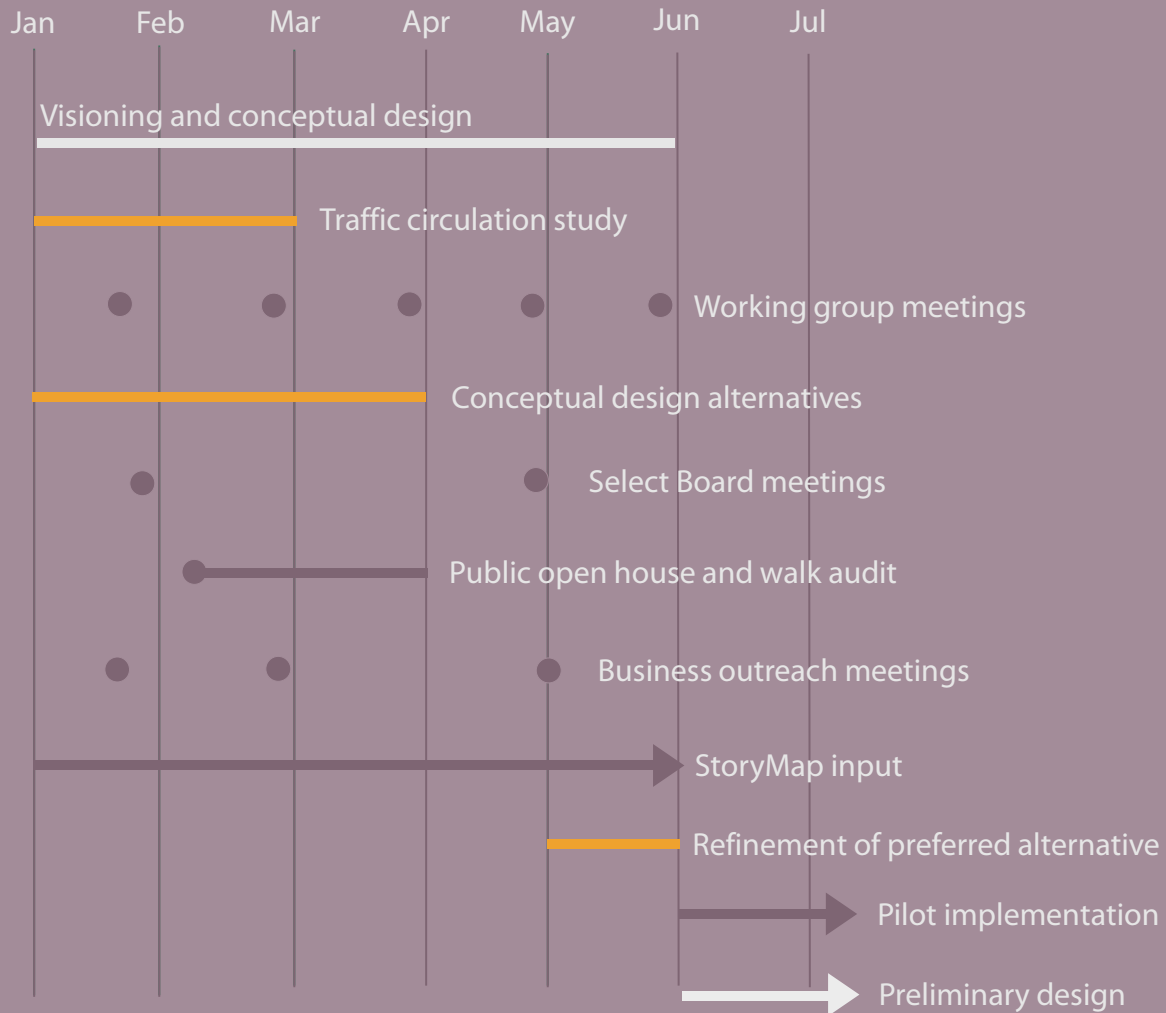


How

PUBLIC FACING

INTERNAL

2025



Visioning and conceptual design

Key considerations

- Select Board meetings
 - Project schedule, opportunities, and constraints
 - Pilot timeline and logistics
- Business outreach meetings
 - Mid-January: project introduction
 - Mid-February: project needs and concerns, pilot
 - Mid-March: review of alternatives, pilot update
- Public engagement
 - Events:
 - Open house and walk audit
 - Self-guided walk audit
 - StoryMap website
 - Project newsletter
 - Raised awareness through yard signs, postcards
- Project branding



How





How



WALK DOWNTOWN WITH US!

We'll chat about what's working & what the future could hold.



3 ROUTES & TIMES TO CHOOSE FROM!

MEET @ 101 E. ROSEMARY ST.

registration suggested



Get involved with the Downtown Public Right-of-Way Master Plan this week!

Can't join us in-person? See info & updates on the webpage



9:00-10:00 AM: WEST



10:00-11:00 AM: CENTRAL



2:00-3:00 PM: EAST







How



Project Identity

+



Communications

=



Enthusiasm & Involvement



How



Project Identity



Logo
Color Palette
Icons/Graphics
Slogan



Communications



Social Media
Signage
Flyers/Posters
Website



Enthusiasm & Involvement

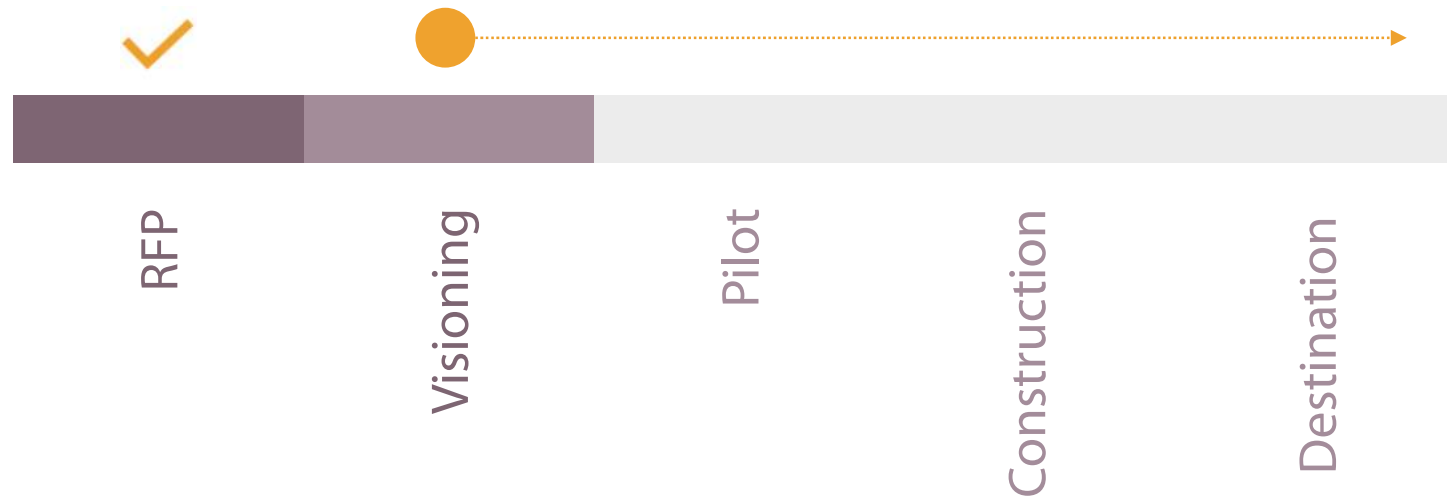


Familiarity
Connection
Interest
Positive Association



Project Identity

Start to Finish Consistency



Project Name?

- Needham Center Project (Working Group Name)
- Downtown Improvement Project (Phase 1 - 2017)
- Downtown Redesign (Local news outlets)

- Downtown Needham
 - Envision (vision)
 - Experience
 - New

Project Identity

Tone has (intentionally) already been set...



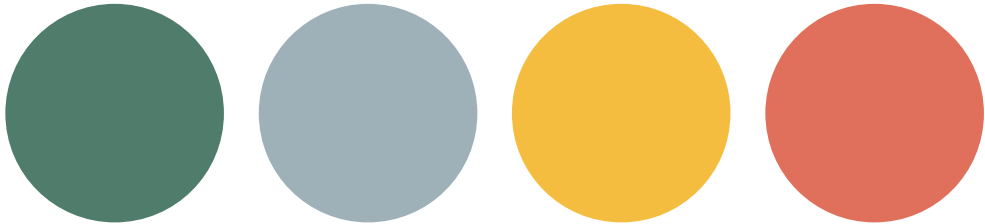
Project Identity

Expansive Palette



Project Identity
Can it be...

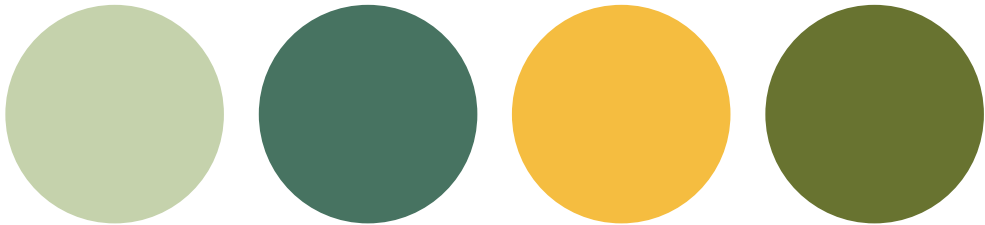
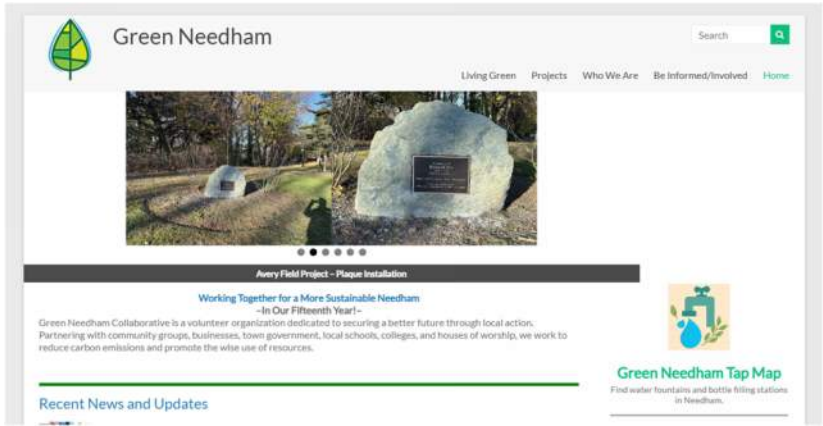
Historic?



Project Identity

Can it be...

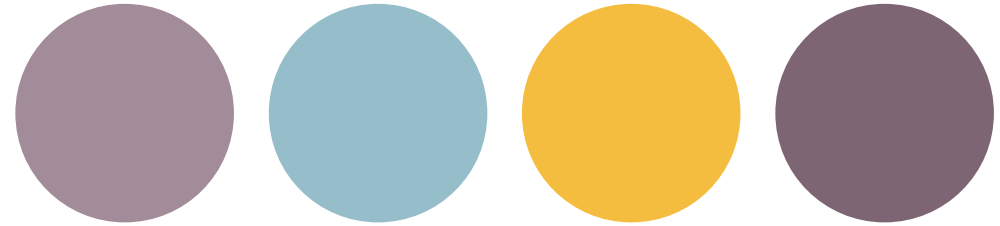
Sustainable?



Project Identity

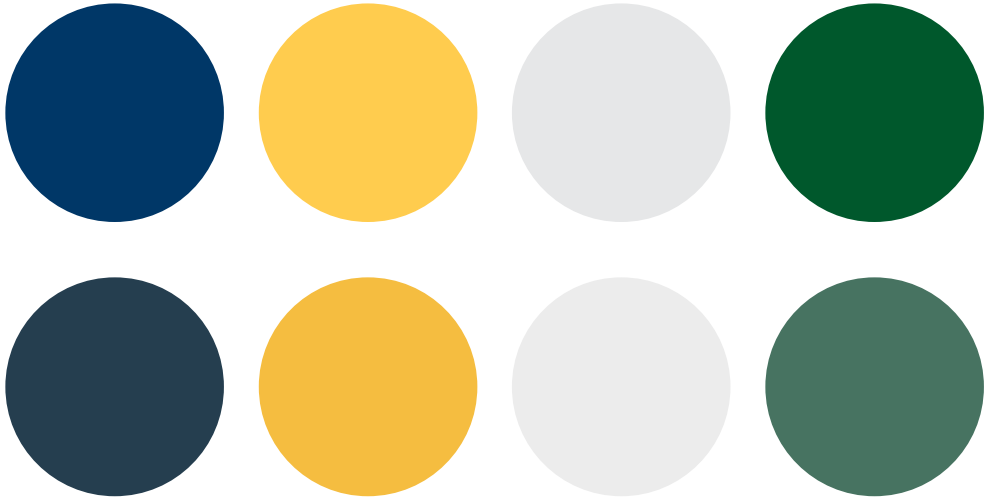
Can it be...

Modern?

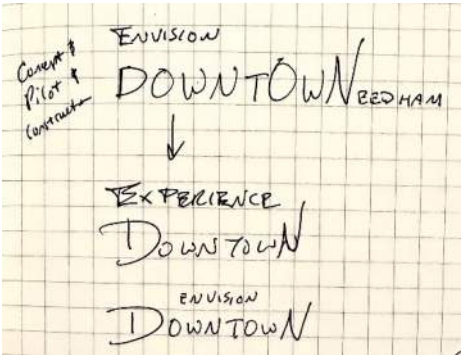
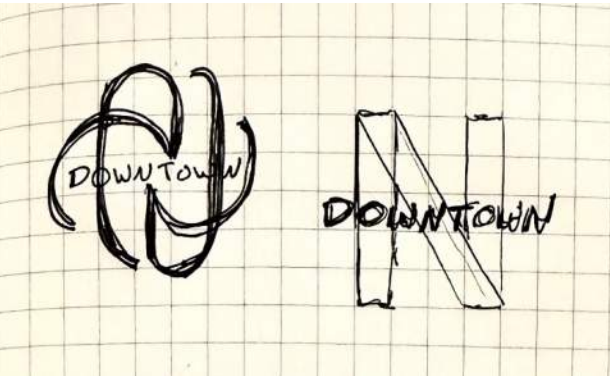
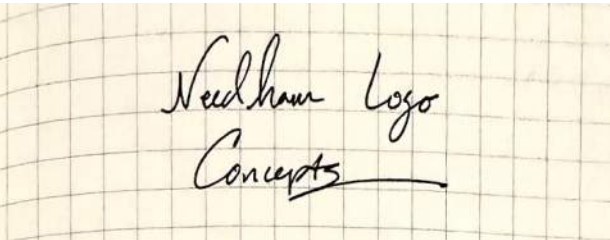


Project Identity
Can it...

Connect?



Project Identity – Logo Exploration



ENVISION

DOWNTOWN

EXPERIENCE

DOWNTOWN



Project Identity – Conceptual Logo

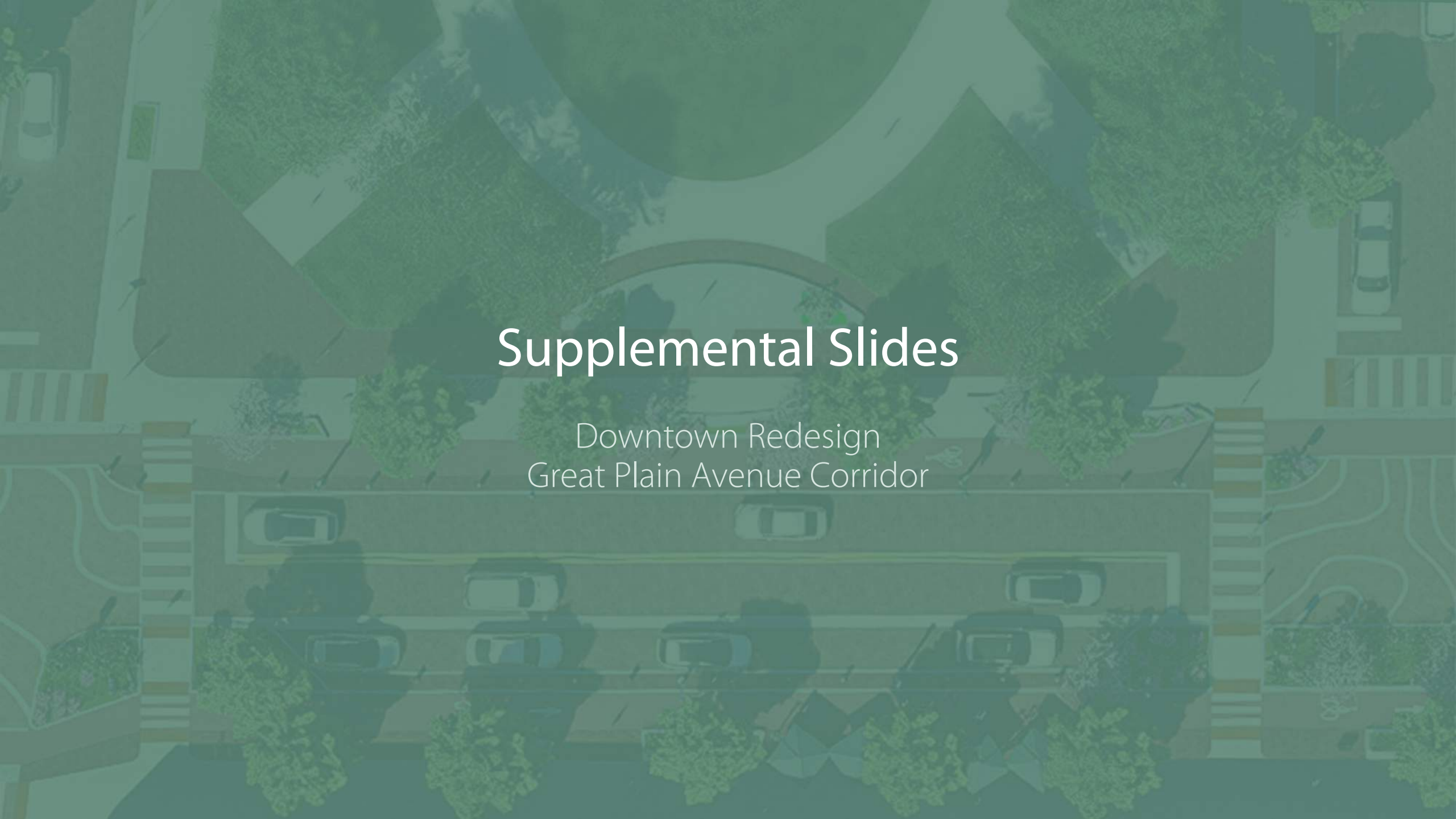


Project Identity – Conceptual Logo



Project Identity – Conceptual Logo





Supplemental Slides

Downtown Redesign
Great Plain Avenue Corridor







