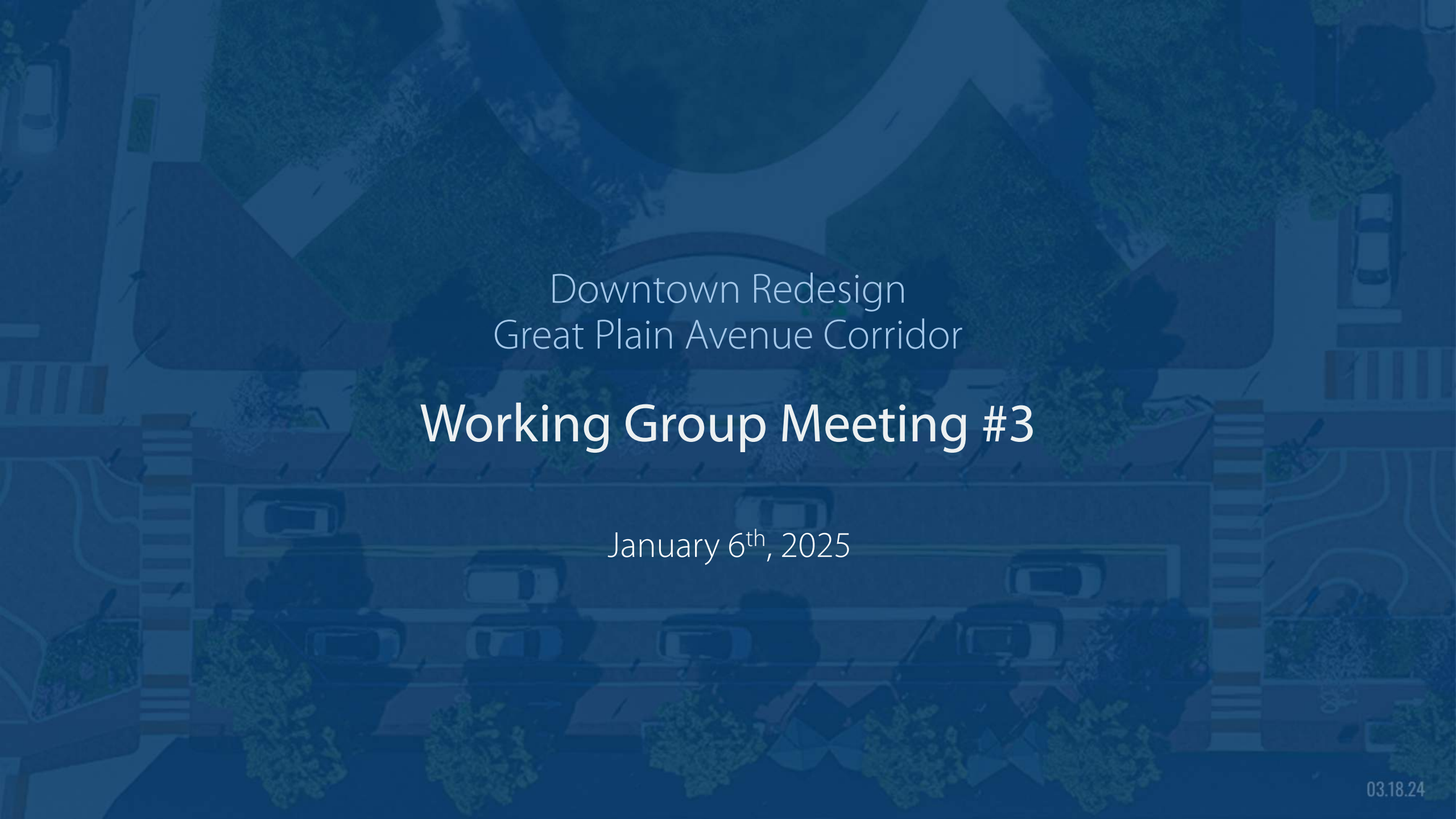


An aerial photograph of a city street intersection, likely Great Plain Avenue, is shown with a semi-transparent blue overlay. The image captures a four-way intersection with visible crosswalks, street markings, and several cars parked or moving. Trees and greenery are visible along the sidewalks. The text is centered over the image.

Downtown Redesign
Great Plain Avenue Corridor

Working Group Meeting #3

January 6th, 2025

Agenda

- Pilot Update
- February Engagement Event
- Project Branding

February Engagement Event

- Schedule & Layout
- Open House Materials
- Walking Tour

Schedule & Layout

Any unscheduled time is a working period for consultant staff

DAY 1: Thur 2/6	
8:00 AM	
8:15 AM	
8:30 AM	
8:45 AM	
9:00 AM	
9:15 AM	
9:30 AM	
9:45 AM	
10:00 AM	
10:15 AM	
10:30 AM	
10:45 AM	
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2:45 PM	
3:00 PM	
3:15 PM	
3:30 PM	
3:45 PM	
4:00 PM	
4:15 PM	
4:30 PM	
4:45 PM	Prep for Walking Tour
5:00 PM	Walking Tour (Meeting Area: Town Hall)
5:15 PM	
5:30 PM	
5:45 PM	
6:00 PM	
6:15 PM	
6:30 PM	
6:45 PM	
7:00 PM	

DAY 2: Sat 2/8	
Staff Site Visit	
Prep for Open House	
Open House/ Open Studio (Informational and gathering input)	
Location: Select Board Chambers, Town Hall	
Lunch	
Open House/ Open Studio (Informational and gathering input)	
Location: Select Board Chambers, Town Hall	
Internal Team Debrief	
Prep for Pop-up Tabling	
Tabling (YMCA TBD)	
Internal Team Debrief	

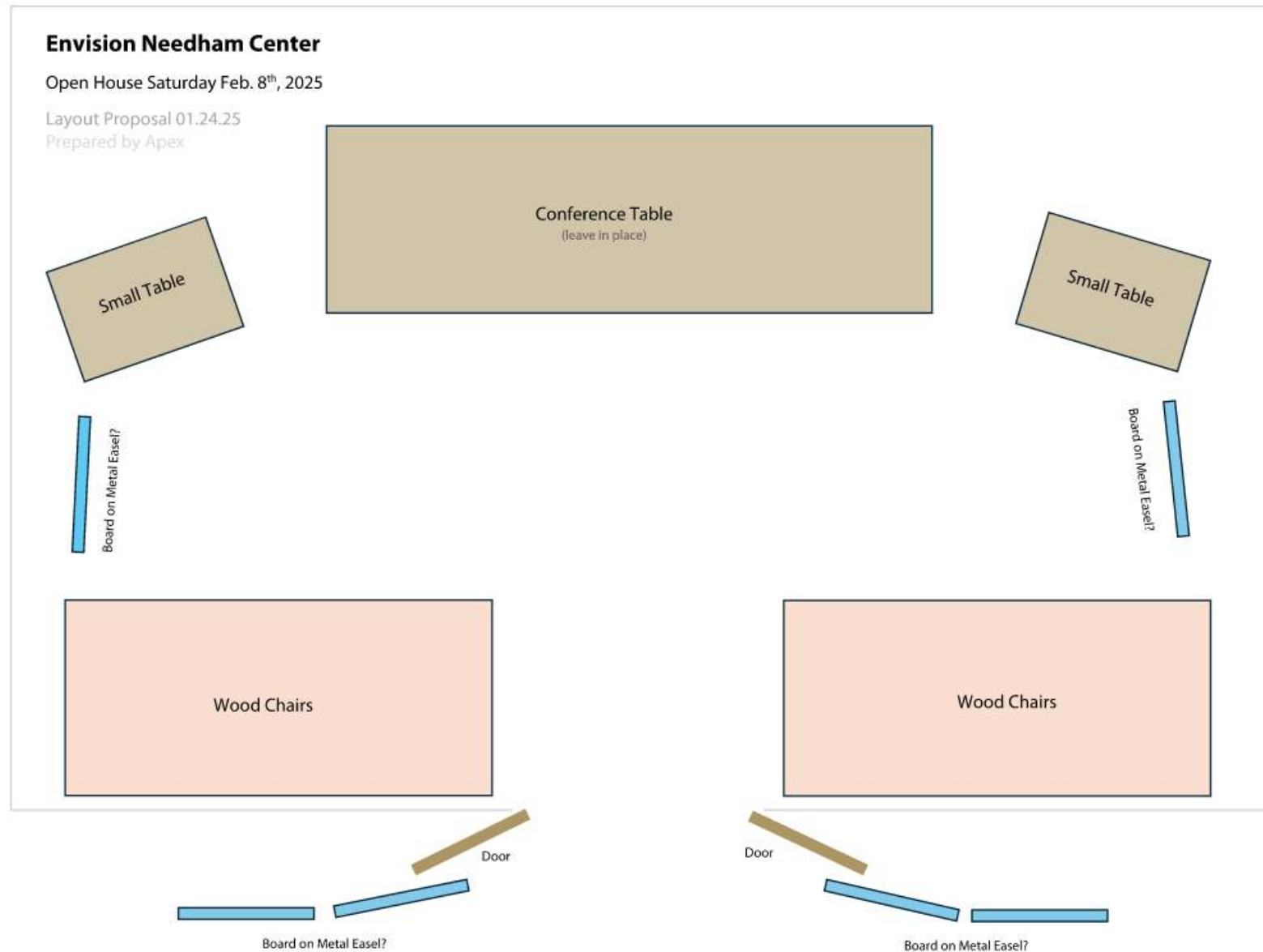
Color Coding
Session w/ Staff
Prep and Debrief
Session w/ Stakeholders
Session w/ Public

Staffing
Facilitator
Karen Fitzgerald - Toole Design
Sarah Johnson - Toole Design
Margot Spiller - Apex
Cassandra A. Thompson Walk Audit - Apex

Support
Krithika Mohan Walk Audit - Toole Design
Mia Scholes Walk Audit - Apex

Committee/Working group Member

Schedule & Layout



Open House Materials

- Project Background & Milestones
- Pilot Project
- Project Design Competition
- Project Priorities
- Aesthetic Preferences

PROJECT
LOGO

PROJECT MILESTONES

TOWN
LOGO?



PROJECT VISIONING

1

Multi-faceted community outreach will take place to create and refine a vision for the Great Plain Ave corridor.

Once the community's vision is refined, the preliminary design for the preferred concept will be advanced, considering site constraint.

2



PRELIMINARY DESIGN



PILOT DEMO

3

To experience the benefits and impacts of the proposed project, a pilot demonstration will be implemented on-site.

The final design will be advanced to produce design documents suitable for advertising and constructing the improvements.

4



FINAL DESIGN

PROJECT MILESTONES DETAILS



PROJECT VISIONING

Multi-faceted **community outreach** will take place to create and refine a vision for the **Great Plain Ave corridor**.

This **unified vision** will enable the design team to identify **conceptual options** for stakeholders' consideration. Anticipated activities include open houses, Select Board meetings, pop-up events, and stakeholder interviews.



PRELIMINARY DESIGN

Once the community's vision is refined, the preliminary **design for the preferred concept** will be advanced, considering site constraint.

This design will account for and take into consideration **design criteria, stakeholder feedback**, and other factors including laws, regulations, and local and national **forward-thinking best practices**.

KEY QUESTIONS

1. How Can I Stay Informed?

There is a dedicated website for this project and you can also sign up for direct communications.

Visit
the Project Website



Sign Up
for direct communications:



no spam, we promise.

PRODUCED BY APEX FEB. 2025



PILOT DEMO

To **experience** the benefits and impacts of the proposed project, a pilot demonstration will be **implemented on-site**.

Various **temporary materials**, such as flexible delineator posts, planters, temporary barriers, pavement markings, and signage will be implemented to **mock the design** up and provide a useable experience for the community to **respond to and engage with**.

KEY QUESTIONS

2. What is a Pilot?

A pilot demonstration is a **trial of a new roadway** configuration using modular and reversible materials.

It includes measures like flex posts, concrete barriers, planters, and paint to simulate new lane configurations, bike accommodations, and pedestrian spaces.

3. Pilot Timeline?

The pilot will be installed in **late Spring 2025** and will remain in place for a **minimum of 12 months**.

This duration will allow for observations through all weather conditions and adequate data to be collected on the impacts and benefits of the trial configuration. The data collected will inform the Metropolitan Planning Organization's action plan and the final configuration of Great Plain Ave.

4. Pilot Funding?

The Town has secured **financial support** for the Pilot Demo.

- The **2022 Bipartisan Infrastructure Law** established the **Safe Streets for All** program, which funds local and regional transportation initiatives with the aim of preventing roadway deaths and injuries.
- Needham has received **grant funds** for a pilot demonstration of infrastructure changes along Great Plain Avenue from the **US Department of Transportation**.
- The **Boston Region MPO** was awarded a **second SS4A grant** to support the creation and implementation of a Regional Vision Zero Action Plan, which aims to improve roadway safety in the Greater Boston area.
- The Needham Center pilot demonstration plan is **supported by the Boston Region Metropolitan Planning Organization (MPO)** as a tool to inform the MPO's Safety Action Plan as a case study on how to best address safety concerns in similar contexts throughout the region.

PRODUCED BY APEX FEB. 2025

GREAT PLAIN AVENUE MULTIMODAL CORRIDOR PILOT PROJECT

This project will temporarily reconfigure Great Plain Avenue to demonstrate how Great Plain Avenue can be redesigned to improve pedestrian, bicyclist, and motorist safety. The demonstration project will pilot approaches and test key elements of a planned redesign before they become permanent.

THE DEMONSTRATION WILL:

- take place between Nehoiden Street and Pickering Street
- reduce the number of vehicle travel lanes from two in each direction to one
- add protected bicycle lanes
- expand pedestrian space on both the north and south sides of the street
- add curb extensions and upgraded crosswalk markings at intersections to enhance pedestrian crossing safety

SAFE STREETS FOR ALL (SS4A)

The SS4A grant program is rooted in the Safe System Approach, which aims to eliminate fatal and serious injuries by anticipating human mistakes and minimizing impacts on the human body when crashes do occur. The demonstration project will use a data-driven approach by:

- using specific temporary treatments that are known for safety impacts
- collecting data to measure changes in before vs. after installation

PROJECT FACTS

5

fatalities in
project limits
from 2017-2021

~100

crashes in
project limits
from 2017-2021

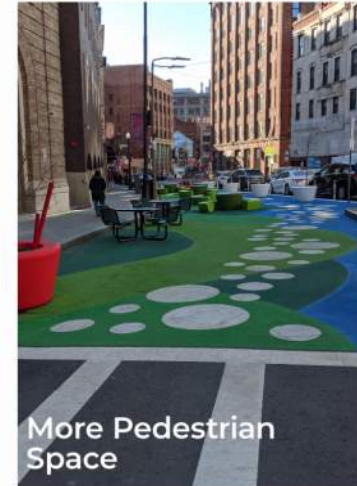
\$320K

Federal funding
secured through
the SS4A program

THE SAFE SYSTEMS APPROACH



EXAMPLES OF TEMPORARY TREATMENTS



OUR DESIGN QUESTIONS

In early 2024, Apex and Toole Design (the design team) submitted a concept for Great Plain Avenue. This concept was only an initial step and raised a lot of interesting questions (see right) about the future of Needham Center that have helped inform public engagement efforts to date.

PRE-PROJECT CONCEPT



DESIGN QUESTIONS



Outdoor Dining Space

What are the best locations for outdoor dining?

Raised Intersection

Would a raised intersection slow drivers, protect pedestrians, and help create a sense of place?

Green Infrastructure

How might green infrastructure improve the pedestrian experience and aesthetics of the corridor?



Public Art

Where are there opportunities to incorporate public art?

Flush Street

Could a flush street work on Great Plain Avenue and if so, what might it look like?

Bike Parking

What amenities, such as bike parking, are missing from Great Plain Avenue?



Street Trees

Where are there opportunities to increase the street tree canopy?

Street Parking

Where can incorporate street parking for maximum benefits to business and safety?

Raised Cycle Track

What is the safety, most comfortable way to bike on Great Plain Avenue?

WHAT ARE YOUR TRAFFIC CALMING PRIORITIES?

Please place a sticker to indicate your priorities for the future of Great Plain Avenue.



Curb Extensions

Curb extensions are sidewalk extensions into the parking lane that shorten crossing distances and provide more space for pedestrians to wait.



Raised Intersections

A raised intersection is elevated to sidewalk level, slowing vehicles and enhancing pedestrian safety and comfort.



Raised Crosswalks

A raised crosswalk is the same height as the sidewalk. It slows drivers and improves yielding to pedestrians in crosswalks.



Midblock Crossings

These crossings are located between intersections and often include a landscaped median refuge island.



High Visibility Crosswalks

High-visibility crosswalks provide clearly marked pedestrian crossings intersecting streets.

Add Your Own Thoughts

WHAT ARE YOUR MULTIMODAL PRIORITIES?

Please place a sticker to indicate your priorities for the future of Great Plain Avenue.



Raised Cycle Track

These bike lanes are at the same height as the sidewalk. People cross them to access parked cars or to cross the street.



Protected Bike Lanes

Using flexible posts, curbs, plantings, or even a lane of parked cars, cyclists and other non-vehicular users are separated from cars.



Wide Sidewalks

Wide sidewalks have expanded widths to accommodate pedestrians, outdoor seating, and other public activities.



Bike Parking

Bike parking refers to dedicated facilities—like racks or bicycle stands—designed for securely storing and locking bicycles in public spaces.



Protected Intersection

Protected intersections include a buffer between vehicles, bicyclists, and pedestrians all the way up to the intersection.

Add Your Own Thoughts

WHAT ARE YOUR GREENING AND BEAUTIFICATION PRIORITIES?

Please place a sticker to indicate your priorities for the future of Great Plain Avenue.



Material Palette

A material palette is a curated selection of materials—like pavers, stone, wood, and other finishes—chosen for their aesthetic, functional, and environmental qualities in a design.



Green Infrastructure

Green infrastructure is a network of natural and semi-natural features that manage stormwater, support biodiversity, and enhance public health in urban environments.



Street Trees

Street trees are trees planted along streets and roadways to enhance aesthetics, provide shade, and improve the walking experience.



Landscaped Medians

Landscaped medians are planted strips that separate traffic lanes, often featuring grass, shrubs, or other greenery to enhance aesthetics.



Public Art

Public art is artwork (e.g., murals, sculptures, installations) that is publicly accessible in shared spaces—such as parks, plazas, or building exteriors.

Add Your Own Thoughts

WHAT ARE YOUR PUBLIC REALM AND PLACEMAKING PRIORITIES?

Please place a sticker to indicate your priorities for the future of Great Plain Avenue.



Group Seating

Group seating is seating designed for multiple people to sit together, fostering social interaction and communal use of public spaces.



Outdoor Dining

Outdoor dining is the practice of serving and consuming meals in open-air spaces, such as patios, sidewalks, or streets.



Gateways

Gateways are prominent entrances or transition points—often marked by distinctive landscaping, signage, or structures—that signify entry into a neighborhood or district, creating a sense of arrival and identity.



Flush Street

A flush street is a street design in which the roadway and sidewalks are at the same level, creating a continuous surface that can calm traffic and provide a more seamless pedestrian experience.



Wayfinding

Wayfinding and signage are environmental design tools that use visual cues—like signs and maps—to guide and inform users in public spaces.

Add Your Own Thoughts

WHAT KIND OF EXPERIENCE DO YOU WANT TO HAVE ON GREAT PLAIN AVENUE?

Please place your vote into the corresponding jar for your preferred experience.

TRADITIONAL

Historic Charming Brick
Decorative Heritage



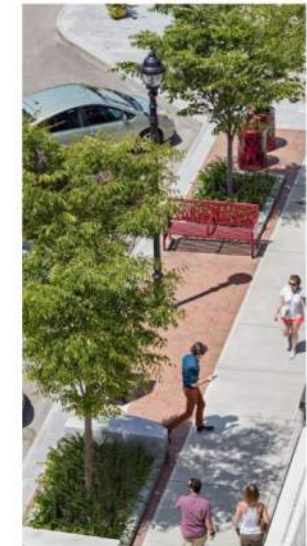
CONTEMPORARY

Minimalist Sleek Fresh
Broad Engaging



MIXED TRADITIONAL & CONTEMPORARY

Sustainable Heritage Fresh
Timeless Charming



Walking Tour



GLENDON RD

GARDEN ST

MBTA LINE

CHAPEL ST

HIGHLAND AVE

PICKERING ST

GREAT PLAIN AVE

Maple St

GREAT PLAIN AVE

CHESTNUT ST

DEDHAM AVE

LINCOLN ST

Needham Town Hall

Town Common

Greene's Field

Something about gateway treatments

Little Spoon

First Parish

YMCA

Project Branding Update

Project Identity

Feedback

NC Does Not Read as Such

NC Reads as “No”

Envision splits (Venison?)

Blue and yellow

Too corporate

Design Translation

NC is unnecessarily complex

Even a subliminal No is to be avoided

Severe angles can distract and cause unintended consequences

Relate to existing Needham more

Not warm or inviting enough

Project Identity

Design Response

Vibe

- Still strong but softer?
- Be more intentional about relating to new Town Logo?

Color Palette

- More emphasis on blue and yellow?
- Play on colors?





ENVISION
NEEDHAM  CENTER



ENVISION
NEEDHAM CENTER

Project Identity

Updated Palette

