

Ivory Street Corridor

Planning around the Braintree MBTA Station

Final Community Meeting
March 23rd, 2017

Photo by Michael Day



Welcome and Introduction



Meeting Agenda

- Welcome and Introduction
- Process and Vision Statement
- Designing the Vision
- Implementation
- Participation Stations, Discussion and Feedback

Study Goals and Process

Project Goal – Develop a vision for the study area that includes short- and long-term action steps to encourage development, generate revenue for the Town, maximize the potential of the existing public transportation, and improve connectivity for all users.

Tasks Included:

- Public Engagement
- Steering Committee
- Market Analysis
- Scenario Modeling
- Vision Development
- Transportation Analysis
- Zoning Analysis
- Final Report



The Importance of a Vision

VISION → PLANNING → IMPLEMENTATION



Vision Statement

The Ivory Street Corridor will be an improved and welcoming gateway with a prominent role as a transit and activity center.

It will be clean, safe and attractive for pedestrians, bicyclists, and vehicles traveling along the Corridor to housing, jobs, office uses, biotech uses, retail uses, restaurants, health care, and the Braintree T/Commuter Rail.

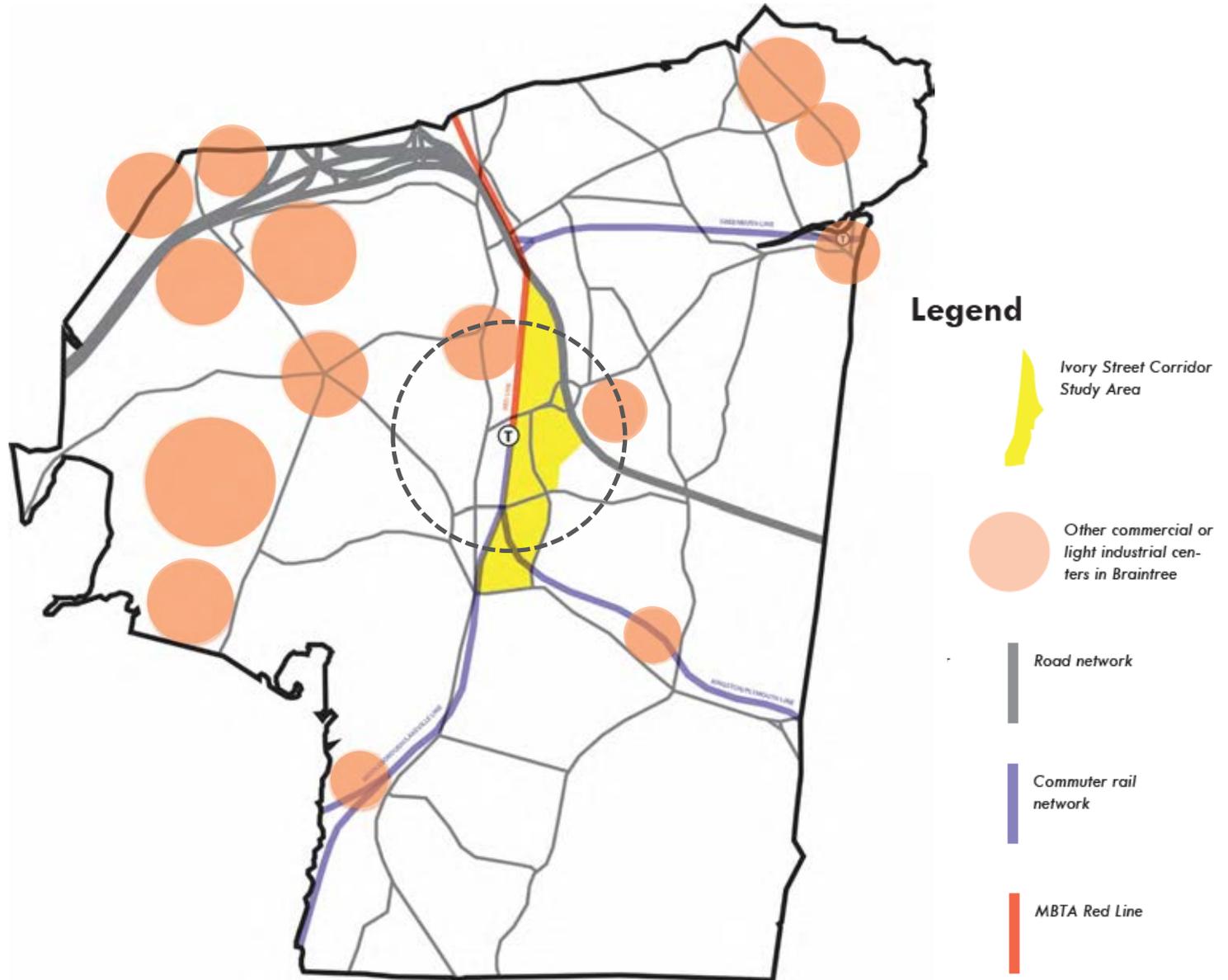
Pedestrian connections with Washington Street and a new Monatiquot River pathway will provide additional links between Ivory Street and other neighborhoods in Braintree. Safety upgrades will improve vehicular access to the area.

Drafted based on Community Engagement activities: Steering Committee; Focus Groups; day at the T; October 1, 2015 Community Forum Visioning Forum voting dots, notes, comment cards

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Geographic and Transit Center of Town



NORTH



Land Use and Development Patterns

Then



Land Use and Development Patterns

Now



Land Use and Development Patterns

Then



Land Use and Development Patterns

Now



Ivory Street Area Today



Local Market Trends



Residential

- Unmet residential demand
- Preferences for multi-family housing
- Potential for new housing in Study Area

Retail

- Retail opportunities – restaurants, hobby
- Ground floor spaces

Commercial/Office

- Improving office market – absorption of existing space
- No new/speculative space
- Red Line Life Sciences Corridor Initiative

Ivory Street Area Today



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Applying the Vision



Applying the Vision



Applying the Vision



Applying the Vision



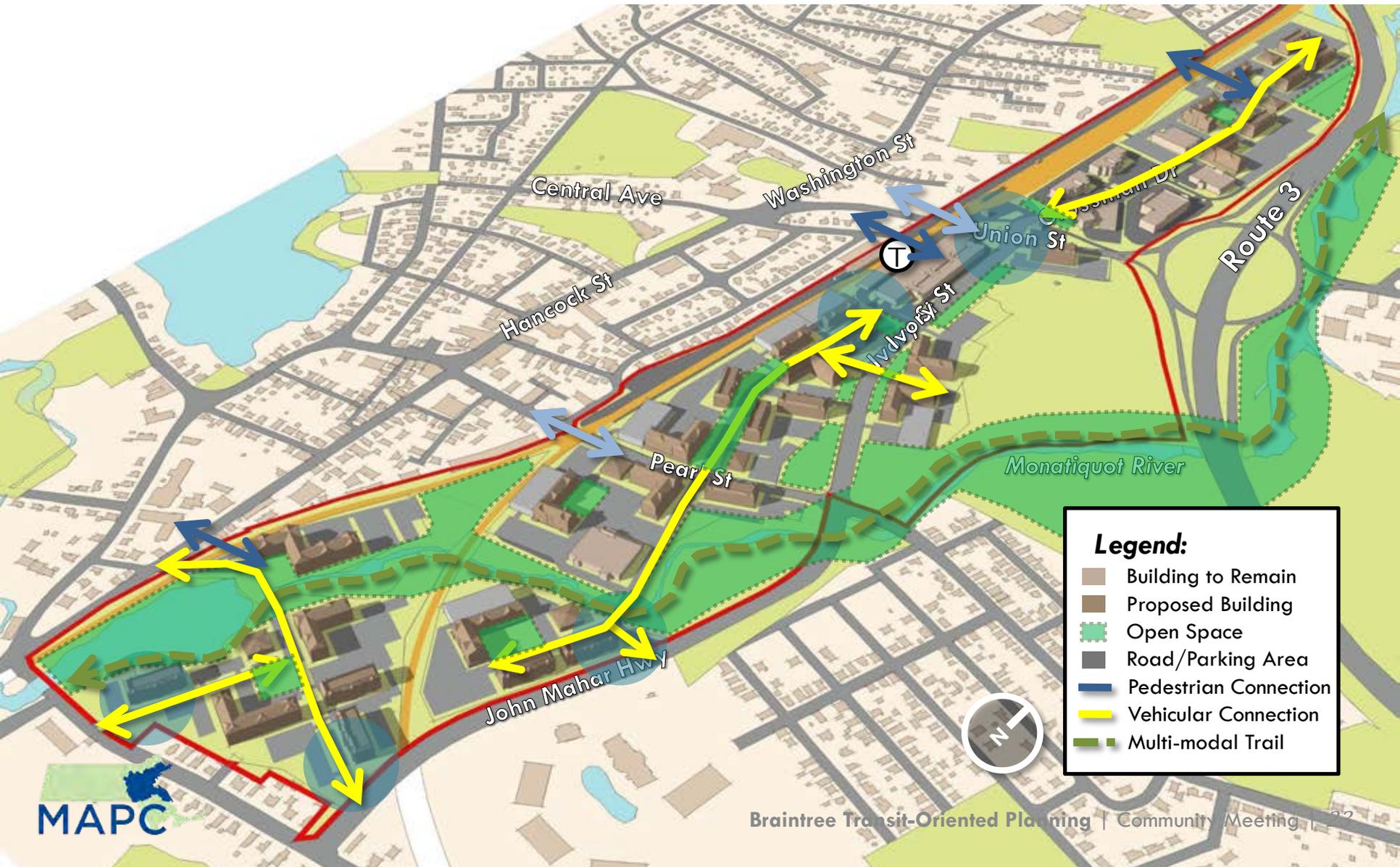
Applying the Vision



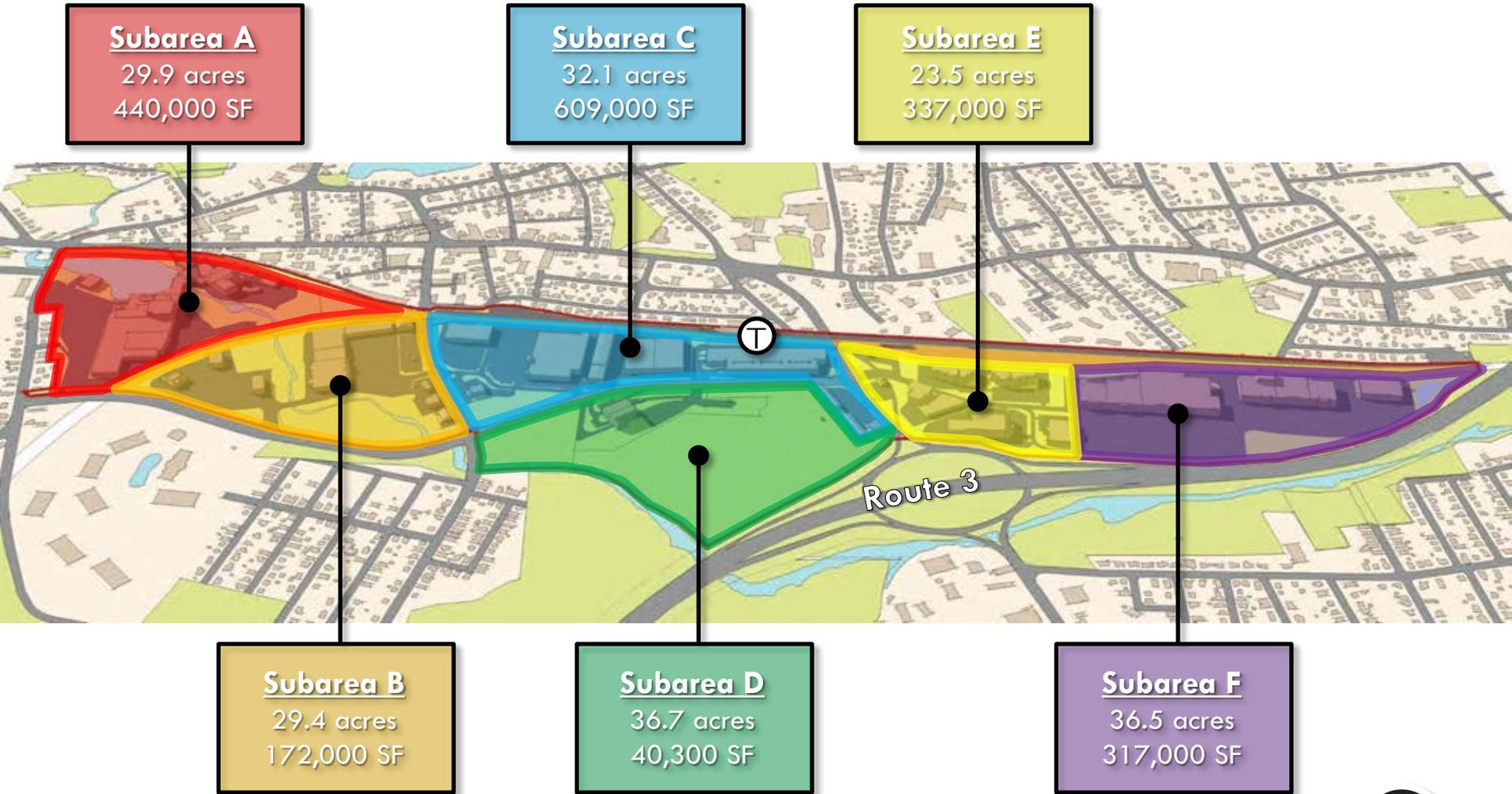
Applying the Vision



Applying the Vision



Subarea Considerations



Subarea A

North of Plain Street including RMV and old Armstrong Cork mill

Subarea A

29.9 acres
440,000 SF



Opportunity:

- Comprehensive redevelopment
- Focused on residential uses, similar to Jonathan's Landing
- Modest ground floor commercial or retail uses
- Enhanced River and Pond edges for recreation and amenity



Subarea B

South of Pearl Street including Shaw's supermarket and the River

Subarea B
29.4 acres
172,000 SF



Opportunity:

- Densification of mixed-use activity
- Active ground floor retail or commercial uses
- Upper level commercial or residential
- Attractive public realm with plazas
- Enhanced River and Pond edges for recreation and amenity

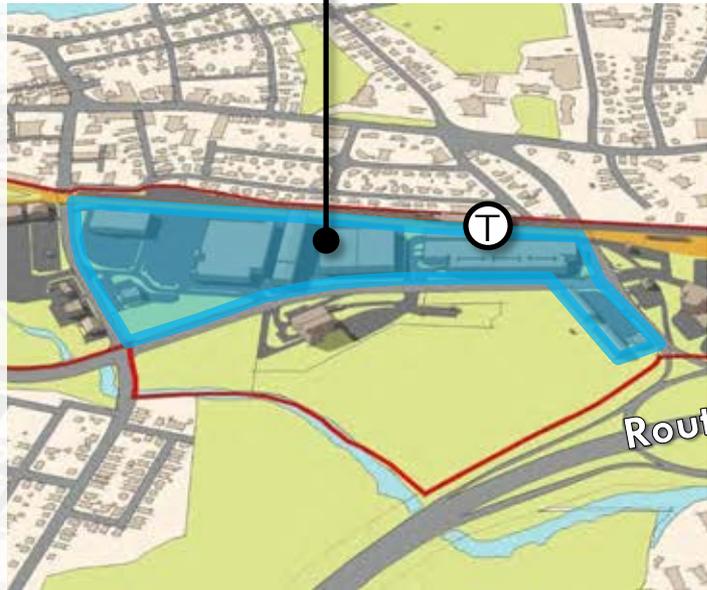


Subarea C

North of Pearl Street and south of Braintree Station



Subarea C
32.1 acres
609,000 SF



Opportunity:

- Comprehensive redevelopment in increments over time
- Mixed-use with active ground floor to frame new street
- Generous sidewalks and shared plazas

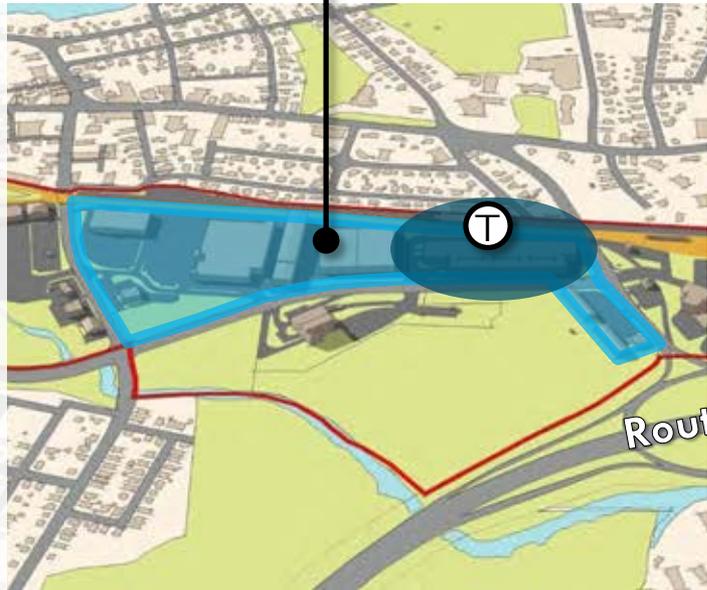


Subarea C

Braintree Red Line and Commuter Rail Station



Subarea C
32.1 acres
609,000 SF



Opportunity:

- Better leverage and highlight transit access
- Garage façade enhancements, plaza improvements near rail and bus connections
- Improved connectivity of ramps and sidewalks



Subarea D

South of Union St. with Town's capped landfill and waste transfer



Subarea D
36.7 acres
40,300 SF



Opportunity:

- Enhance recreational amenity and connectivity
- Monatiquot River edges enhanced as recreational open space making regional connections to other nearby trails



Subarea E

North of Union Street along Grossman Drive

Opportunity:

- Enhance the pedestrian-orientation of the district
- Integrate improved plazas, landscaped parking areas or other amenities with existing buildings and sites

Subarea E
23.5 acres
337,000 SF



Subarea F

Northern end of the Ivory Street Corridor abutting Route 3

Opportunity:

- Long term addition of density and expanded mix of uses
- Adding upper level housing or office space
- Enhancing walkability and amenities
- Consolidation of surface parking to support more uses



Subarea F
36.5 acres
317,000 SF

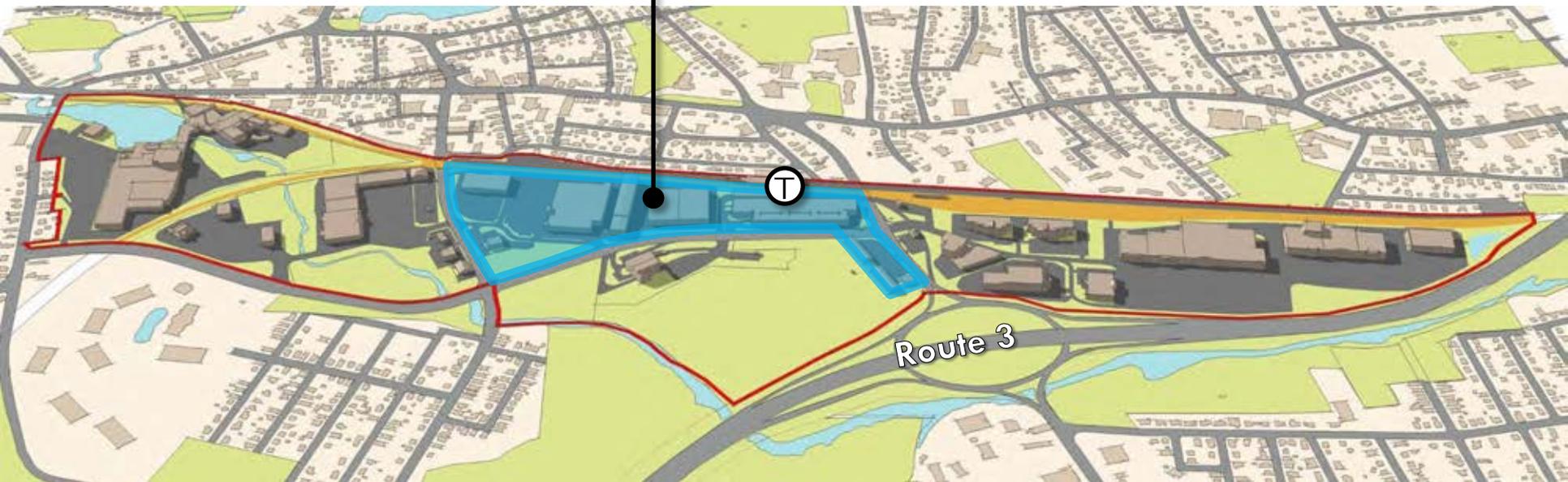


Illustrative Vision Diagram

Using Subarea C to illustrate potential steps in transformation toward the vision

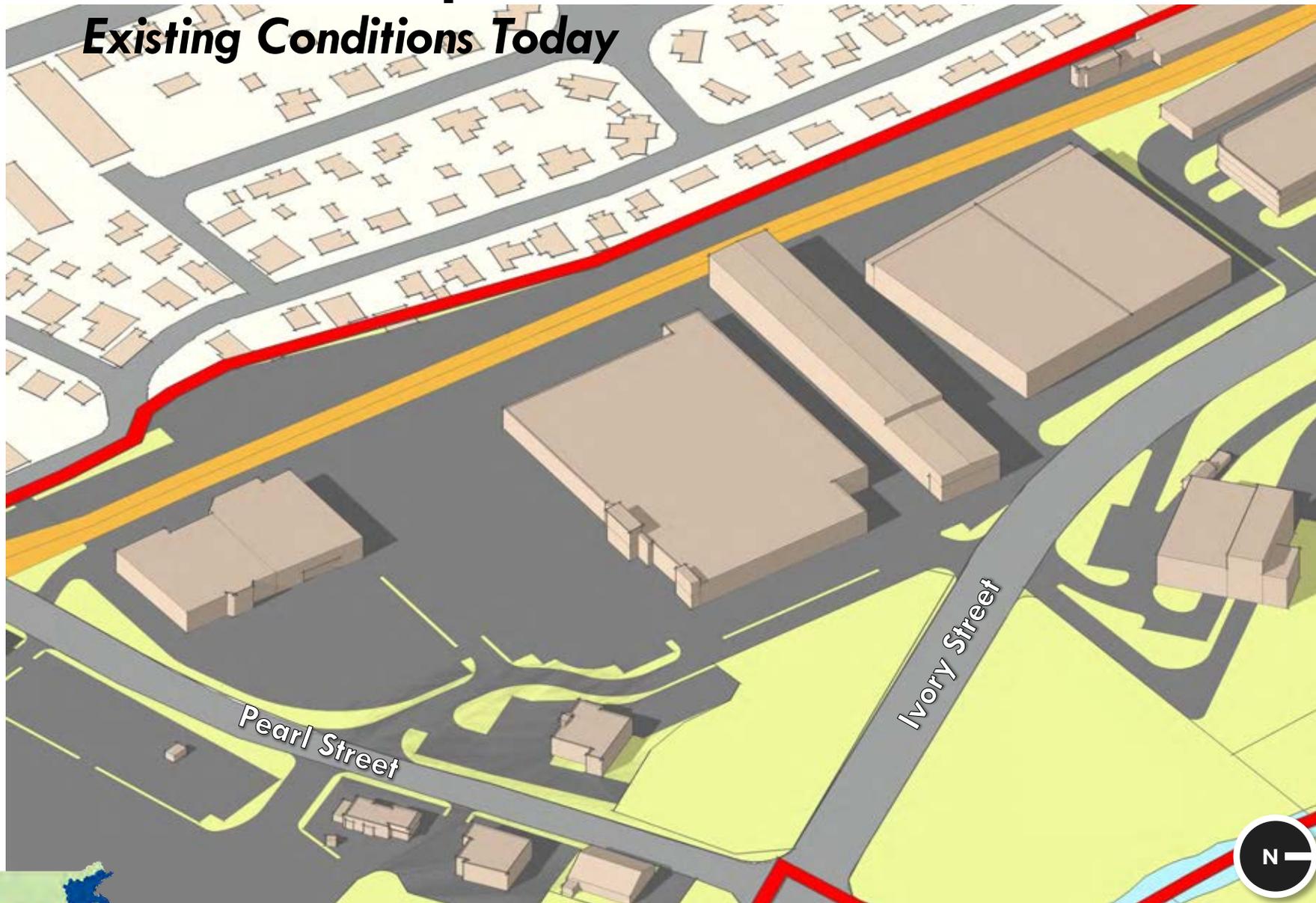
Subarea C

32.1 acres
609,000 SF



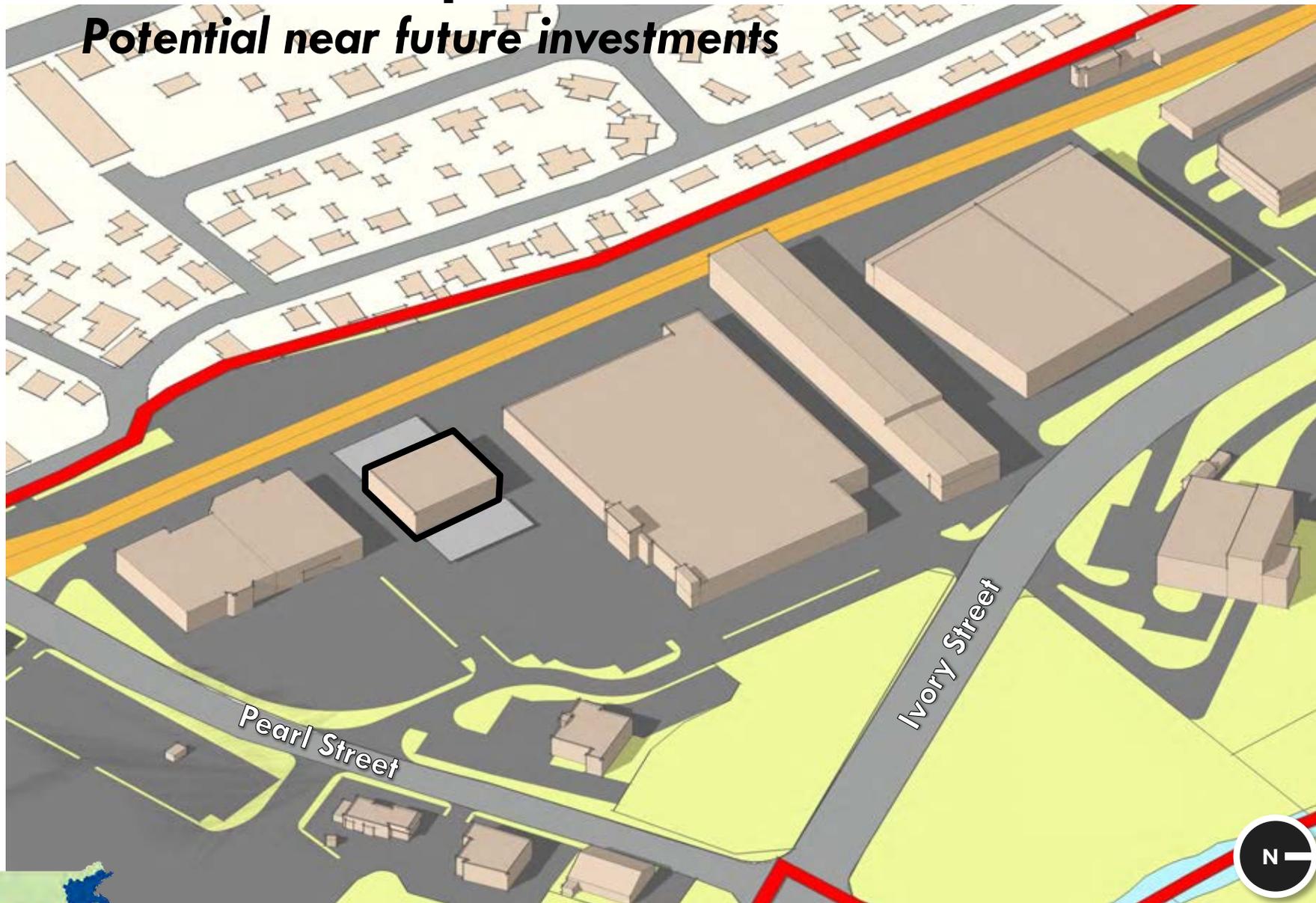
Potential steps toward the vision

Existing Conditions Today



Potential steps toward the vision

Potential near future investments



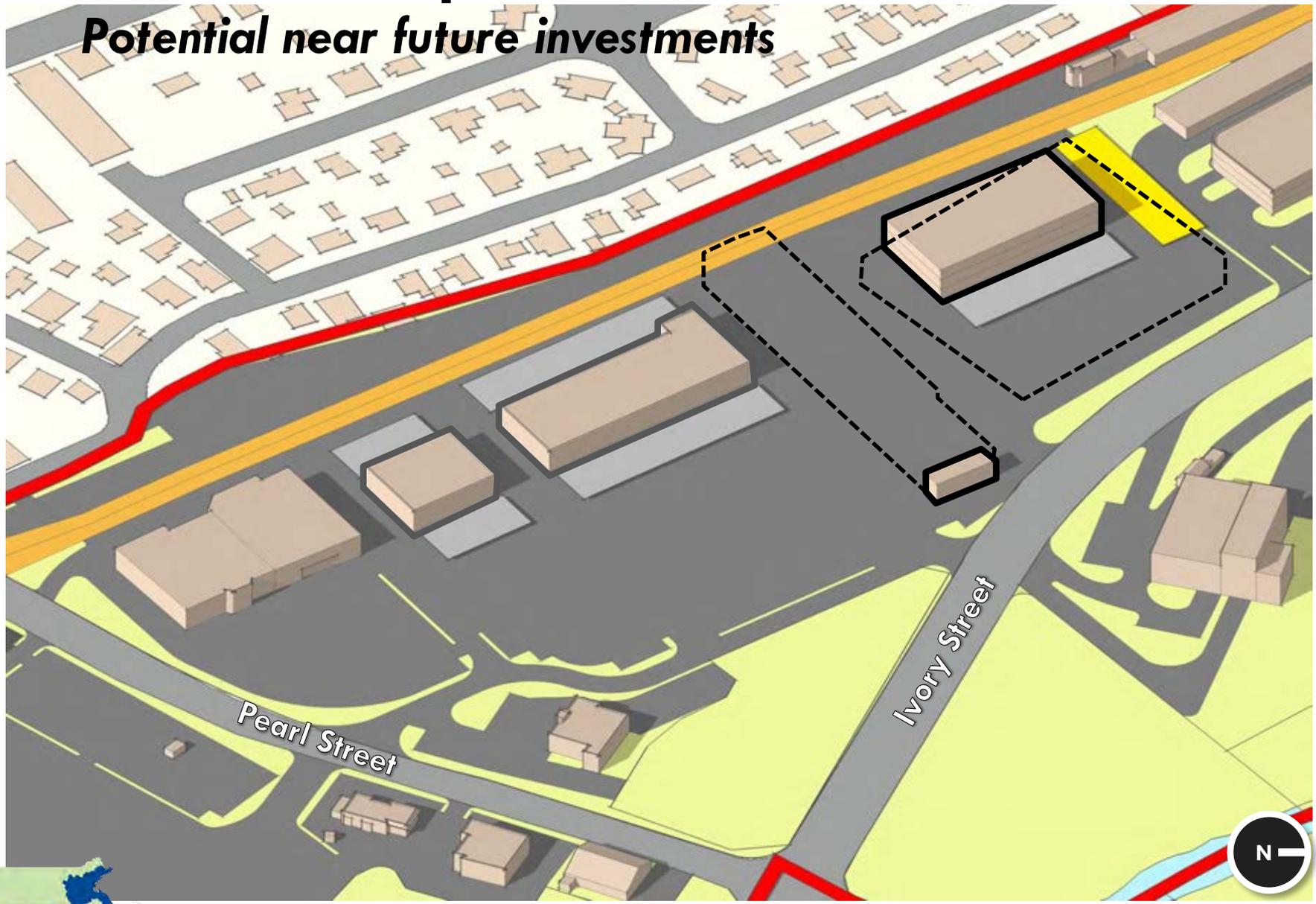
Potential steps toward the vision

Potential near future investments



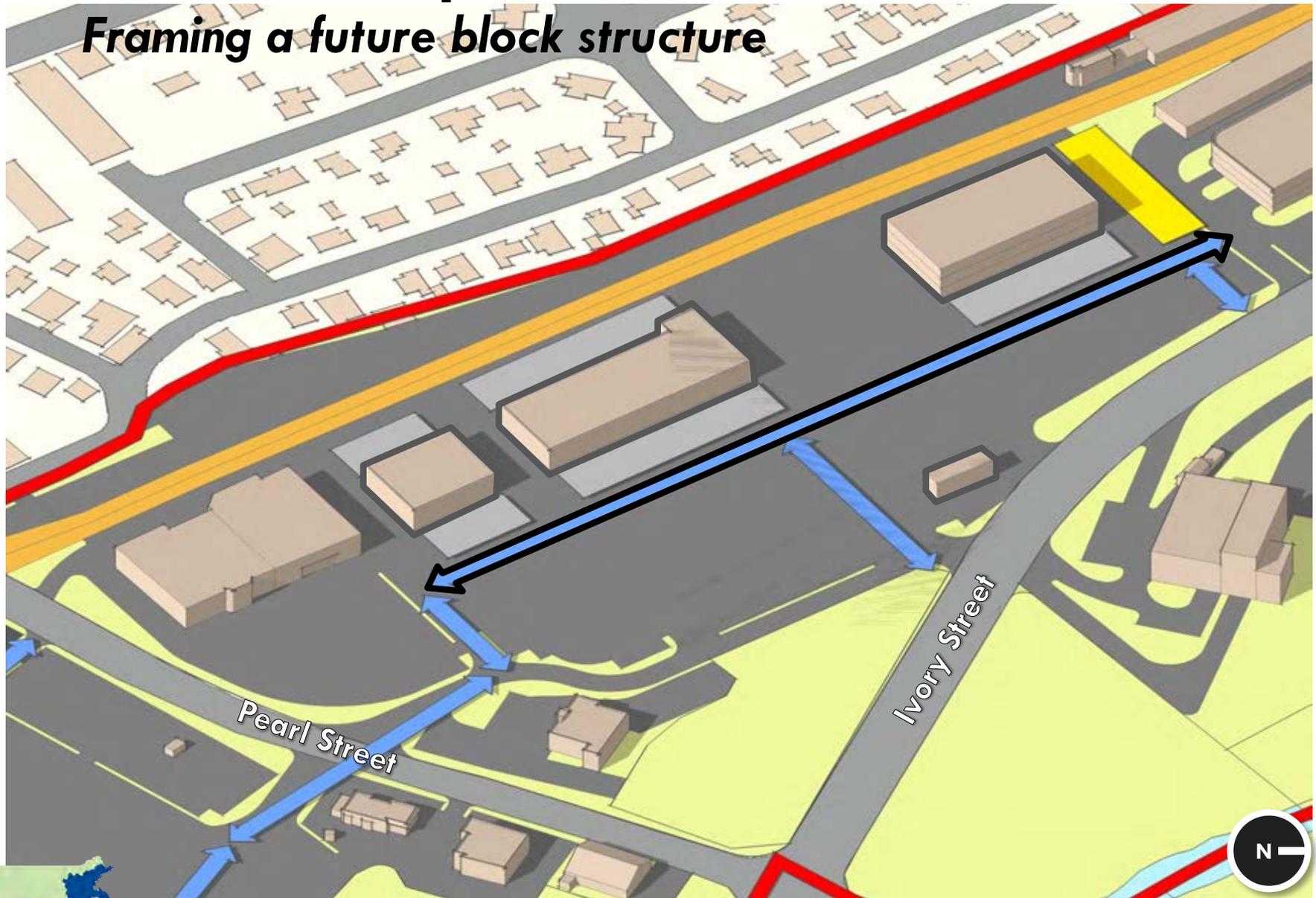
Potential steps toward the vision

Potential near future investments



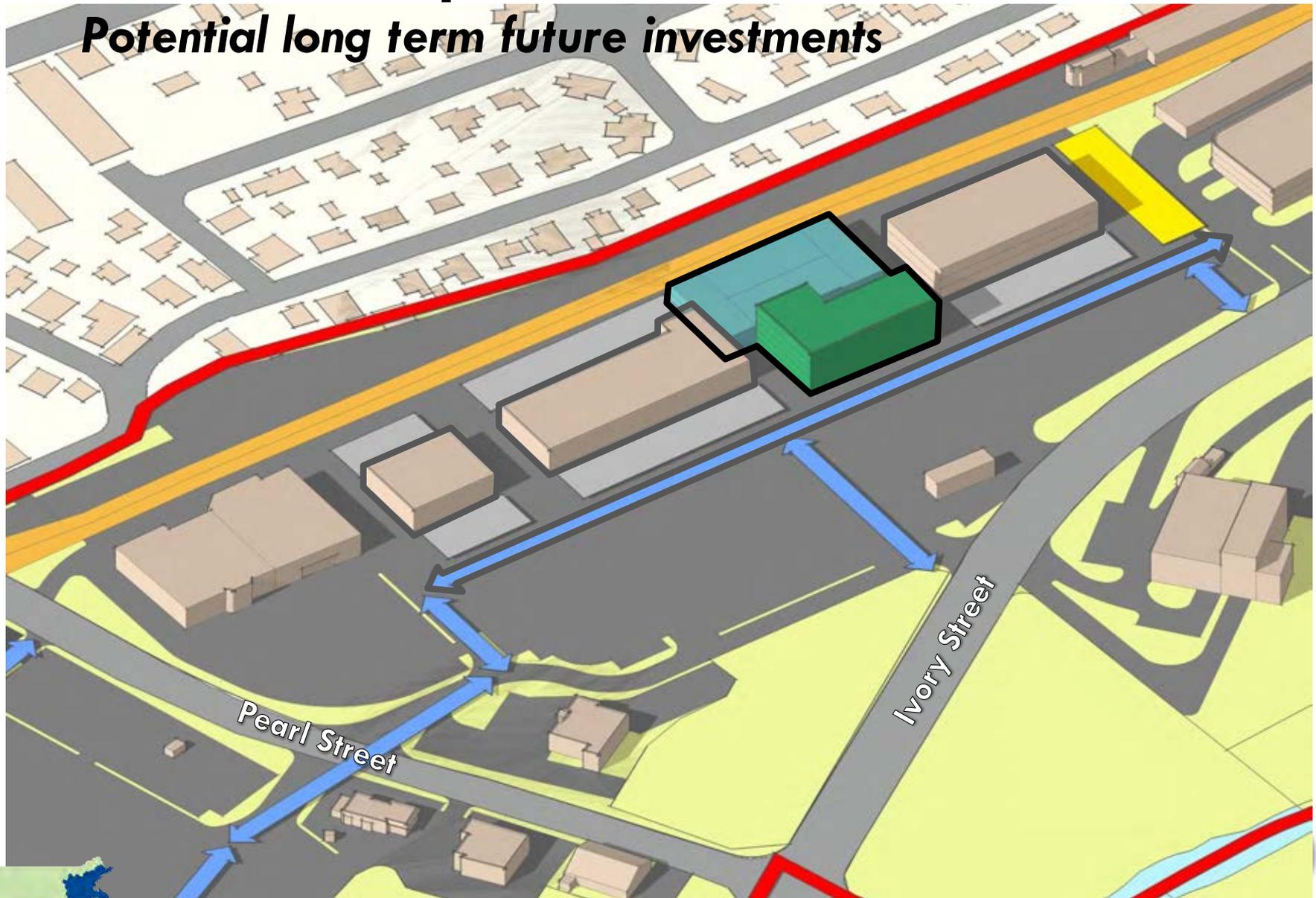
Potential steps toward the vision

Framing a future block structure



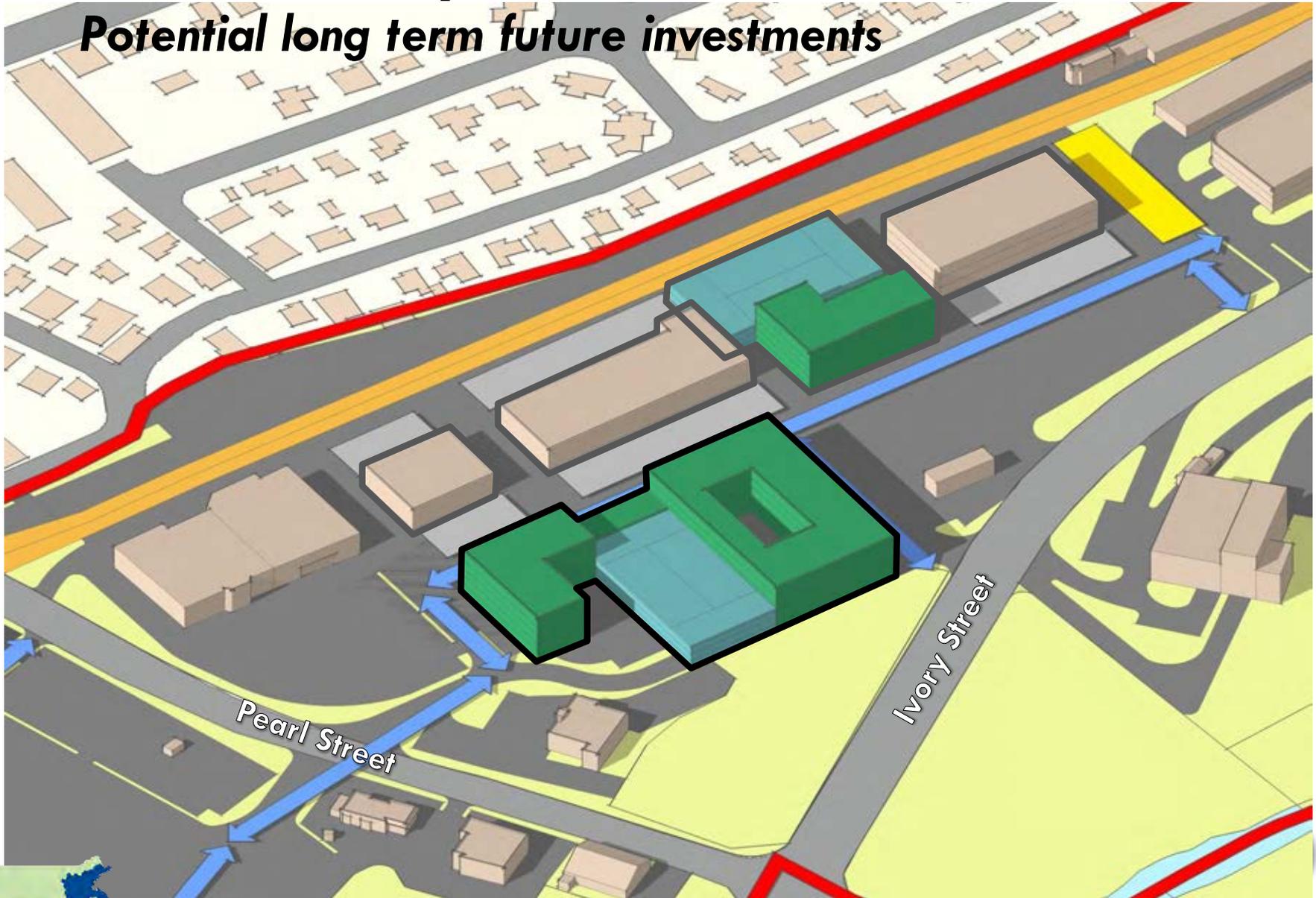
Potential steps toward the vision

Potential long term future investments



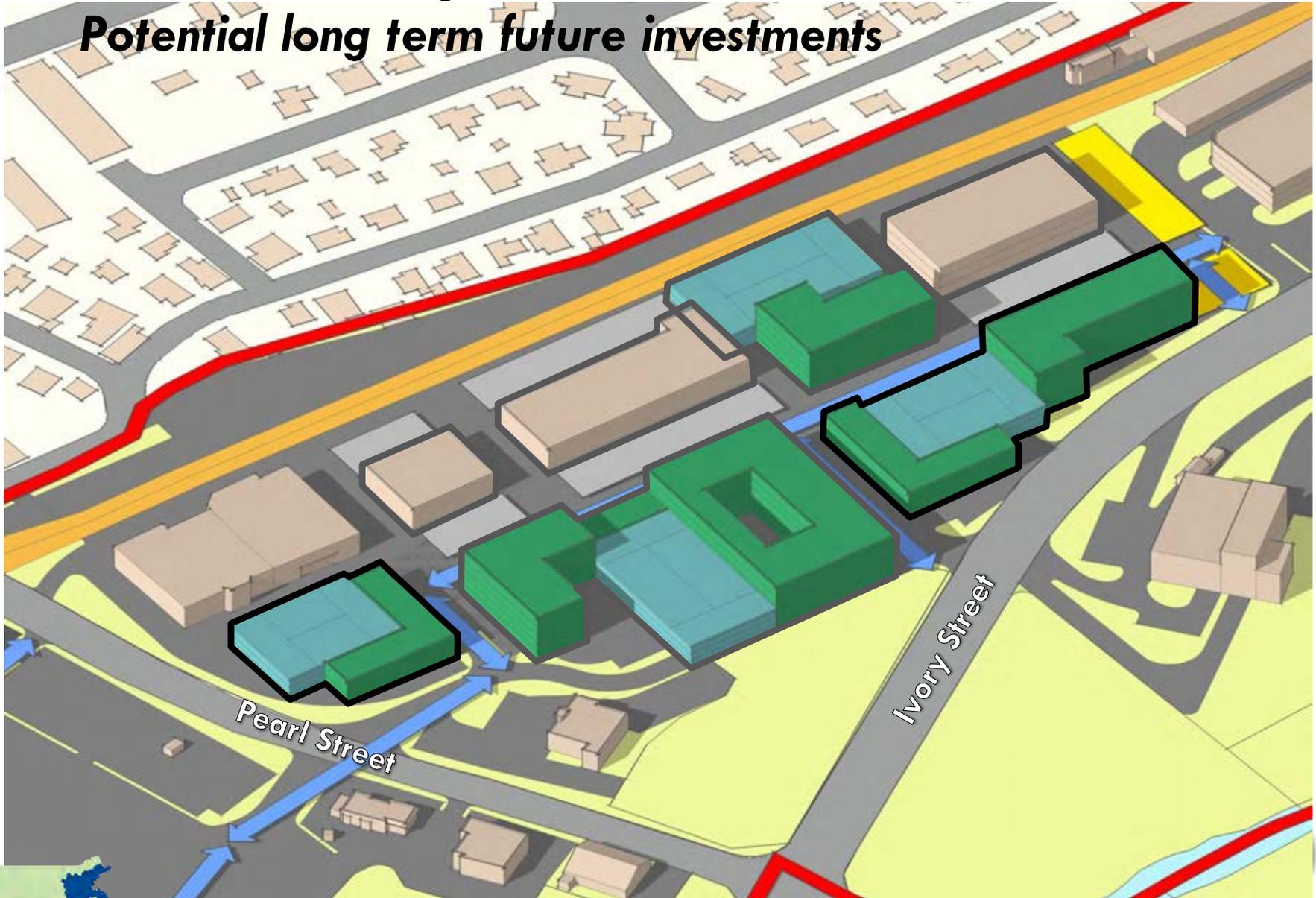
Potential steps toward the vision

Potential long term future investments



Potential steps toward the vision

Potential long term future investments



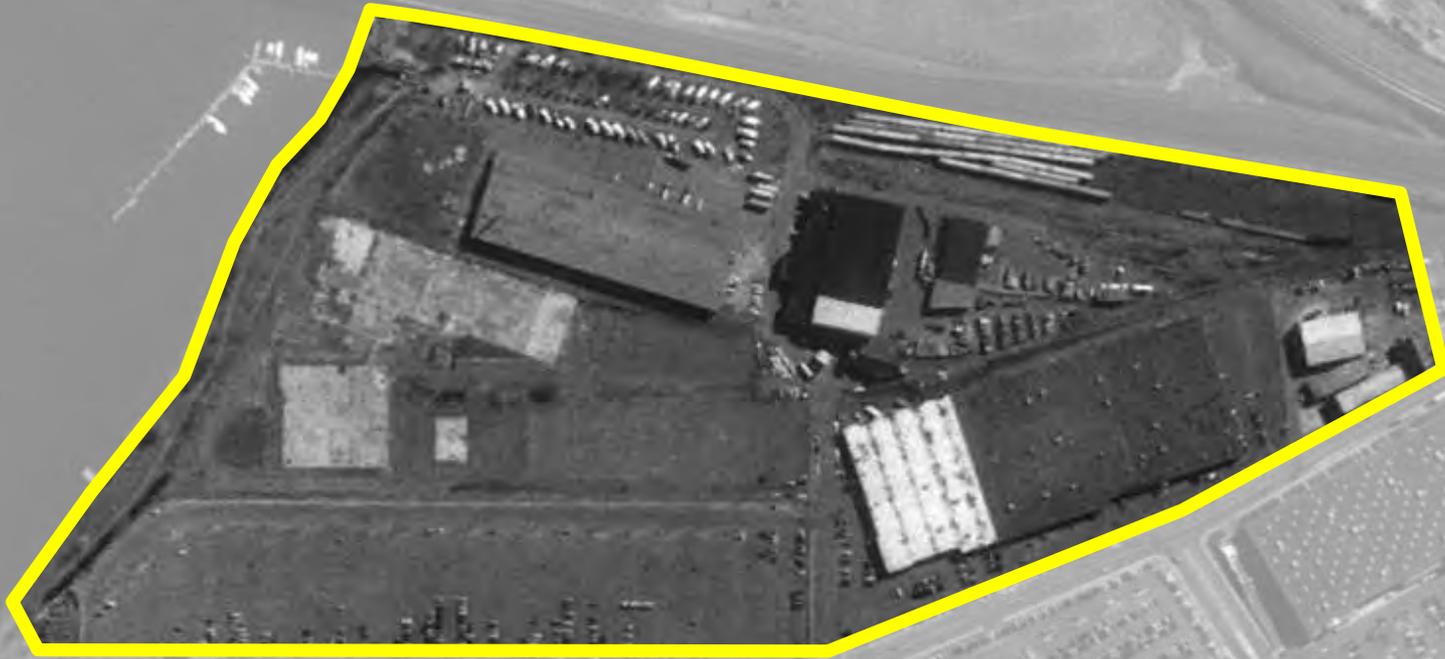
Potential steps toward the vision

Potential long term future investments



Example of Vision to Action

Assembly Row – aerial of site conditions in 1995



Example of Vision to Action

Assembly Row – Long term development plan



A
the park



B
the point



C
the street



D
assembly parks

Example of Vision to Action

Assembly Row – Recent aerial of site conditions



Example of Vision to Action

Assembly Row – Recent aerial of site conditions



Example of Vision to Action

Assembly Row – Mixed-use and walkable



Example of Vision to Action

Assembly Row – Addition of multiple amenities



Example of Vision to Action

Assembly Row – Welcoming gateway and activity center



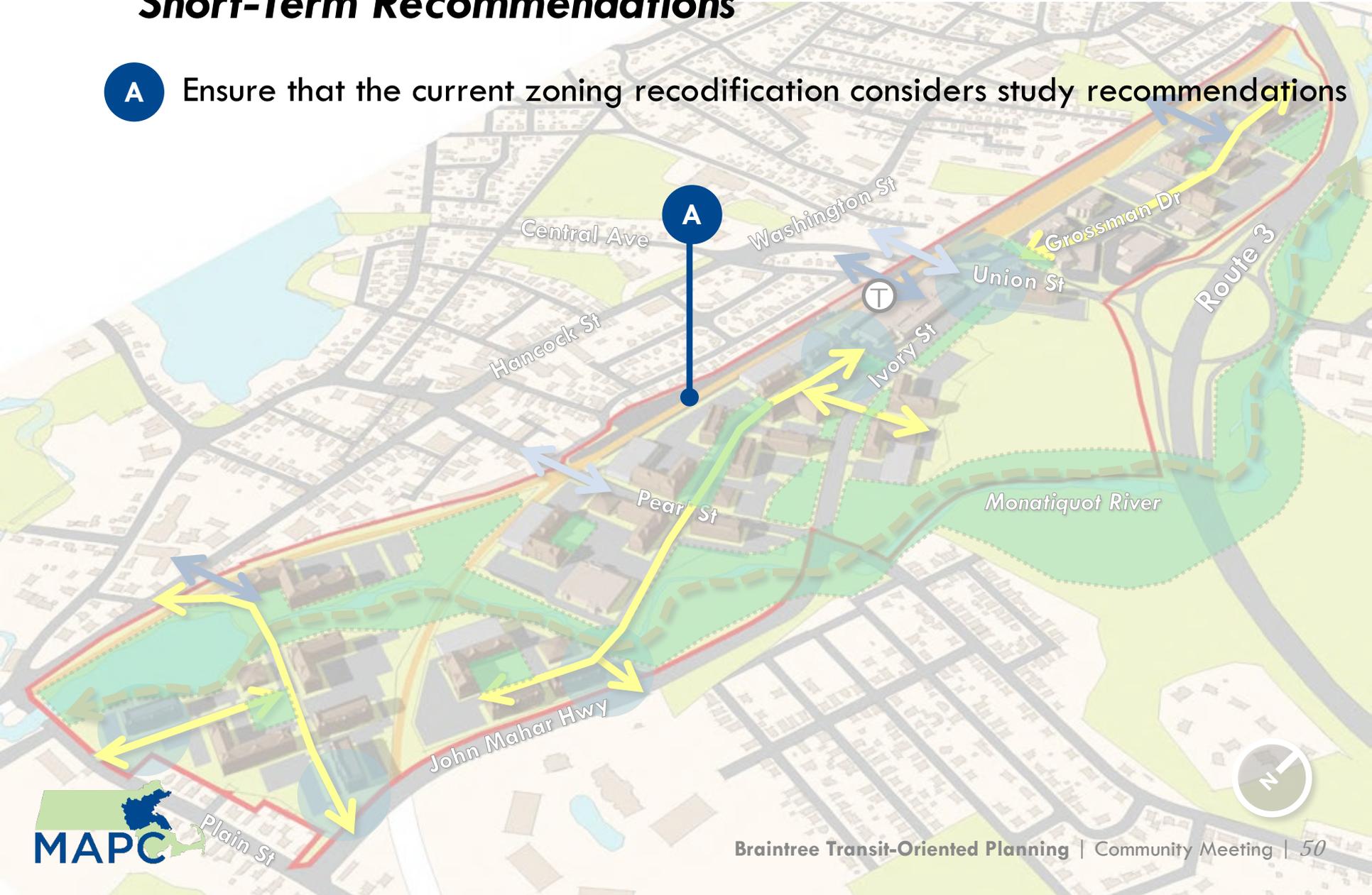
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Key Recommendations for Land Use and Zoning

Short-Term Recommendations

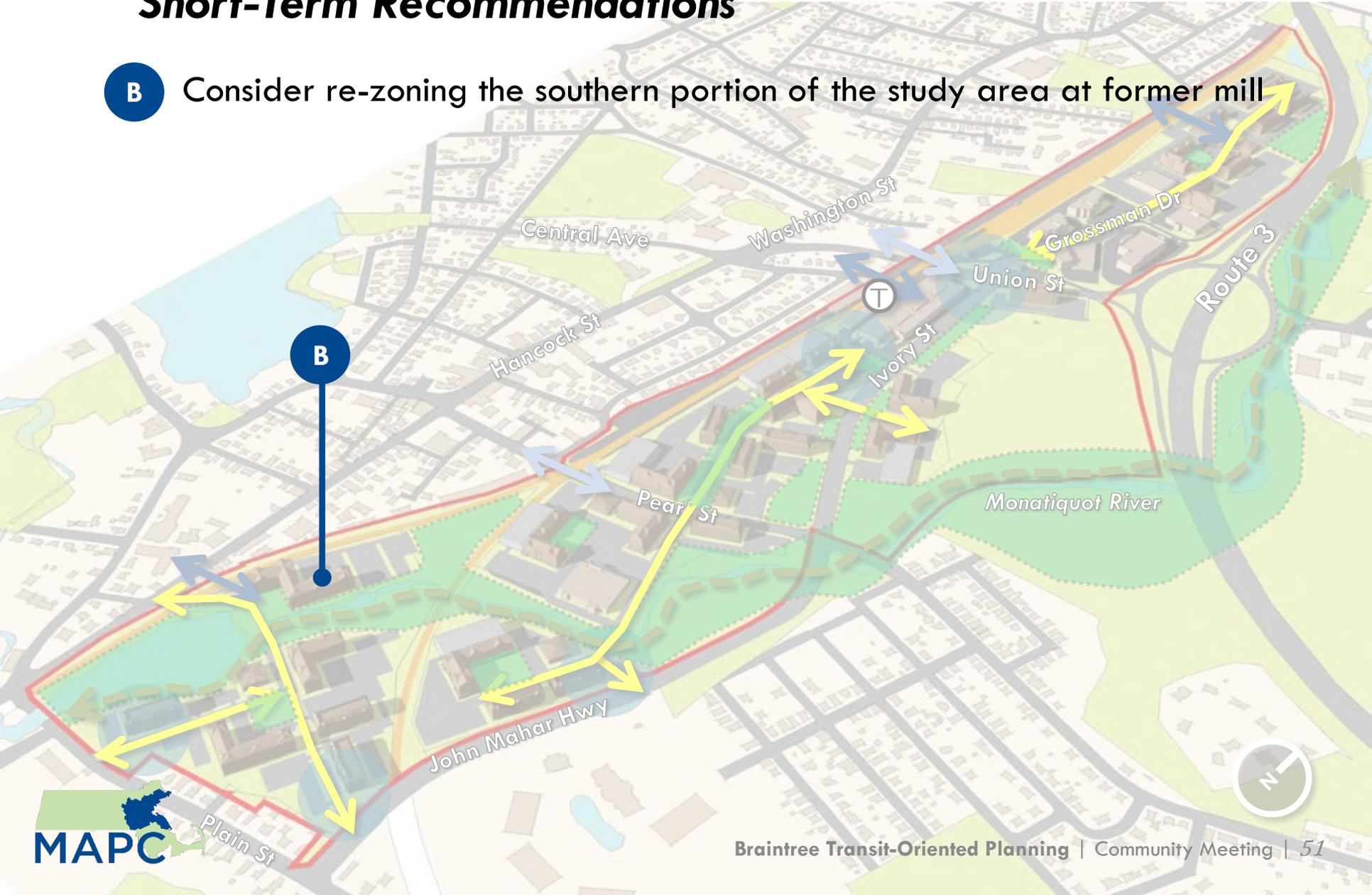
- A** Ensure that the current zoning recodification considers study recommendations



Key Recommendations for Land Use and Zoning

Short-Term Recommendations

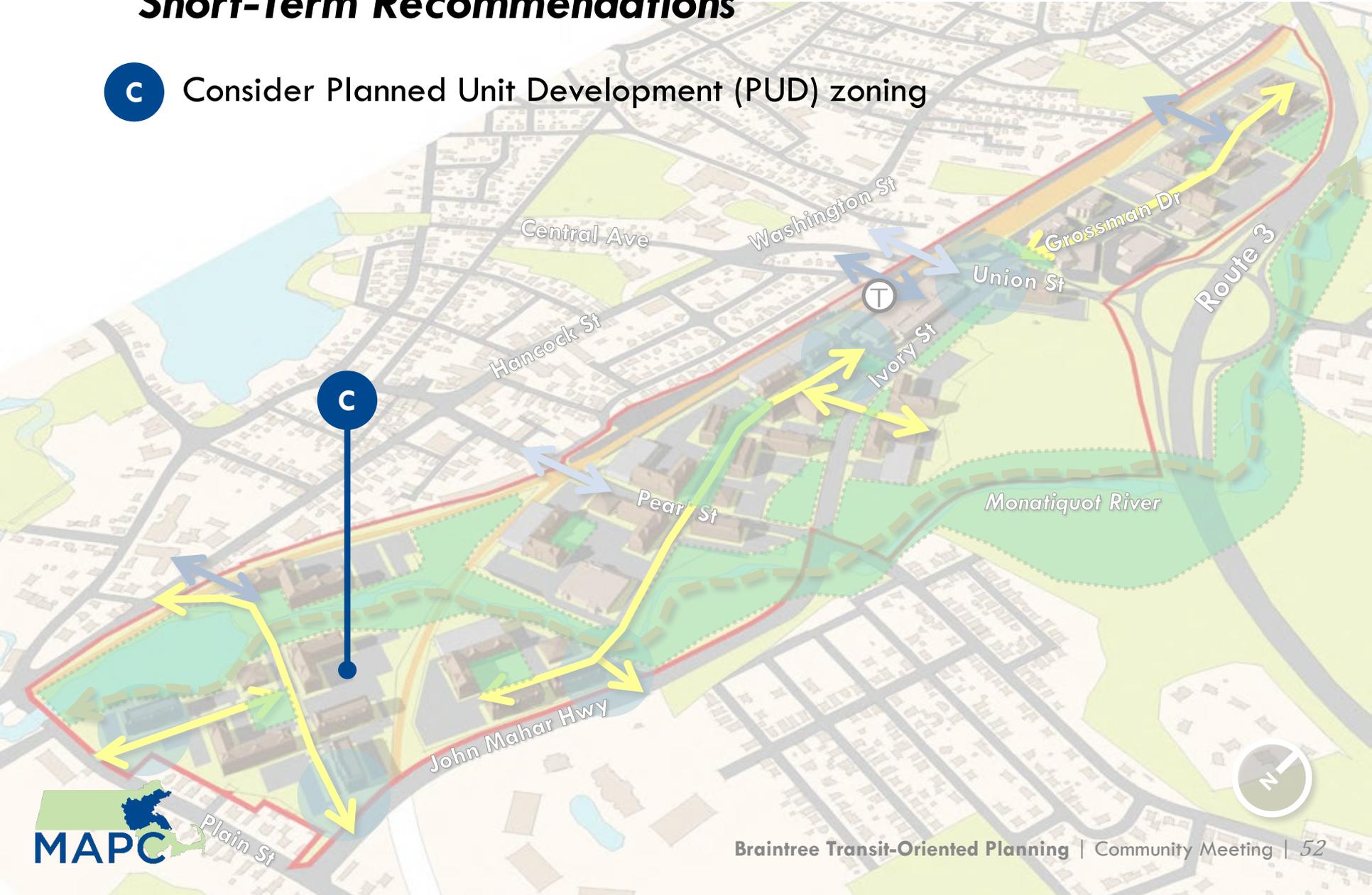
- B** Consider re-zoning the southern portion of the study area at former mill



Key Recommendations for Land Use and Zoning

Short-Term Recommendations

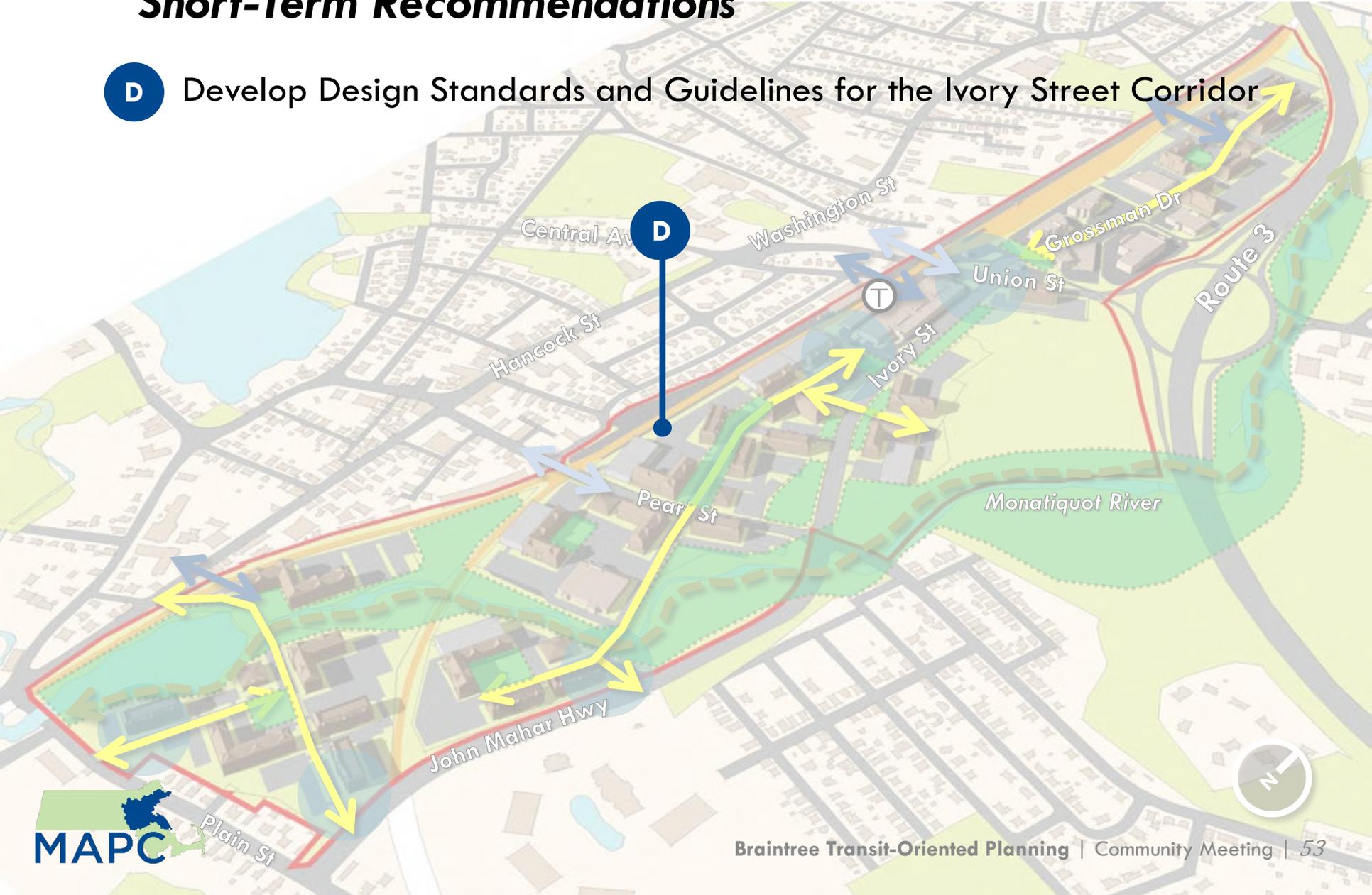
- C** Consider Planned Unit Development (PUD) zoning



Key Recommendations for Land Use and Zoning

Short-Term Recommendations

- D** Develop Design Standards and Guidelines for the Ivory Street Corridor



Key Recommendations for Land Use and Zoning

Short-Term Recommendations

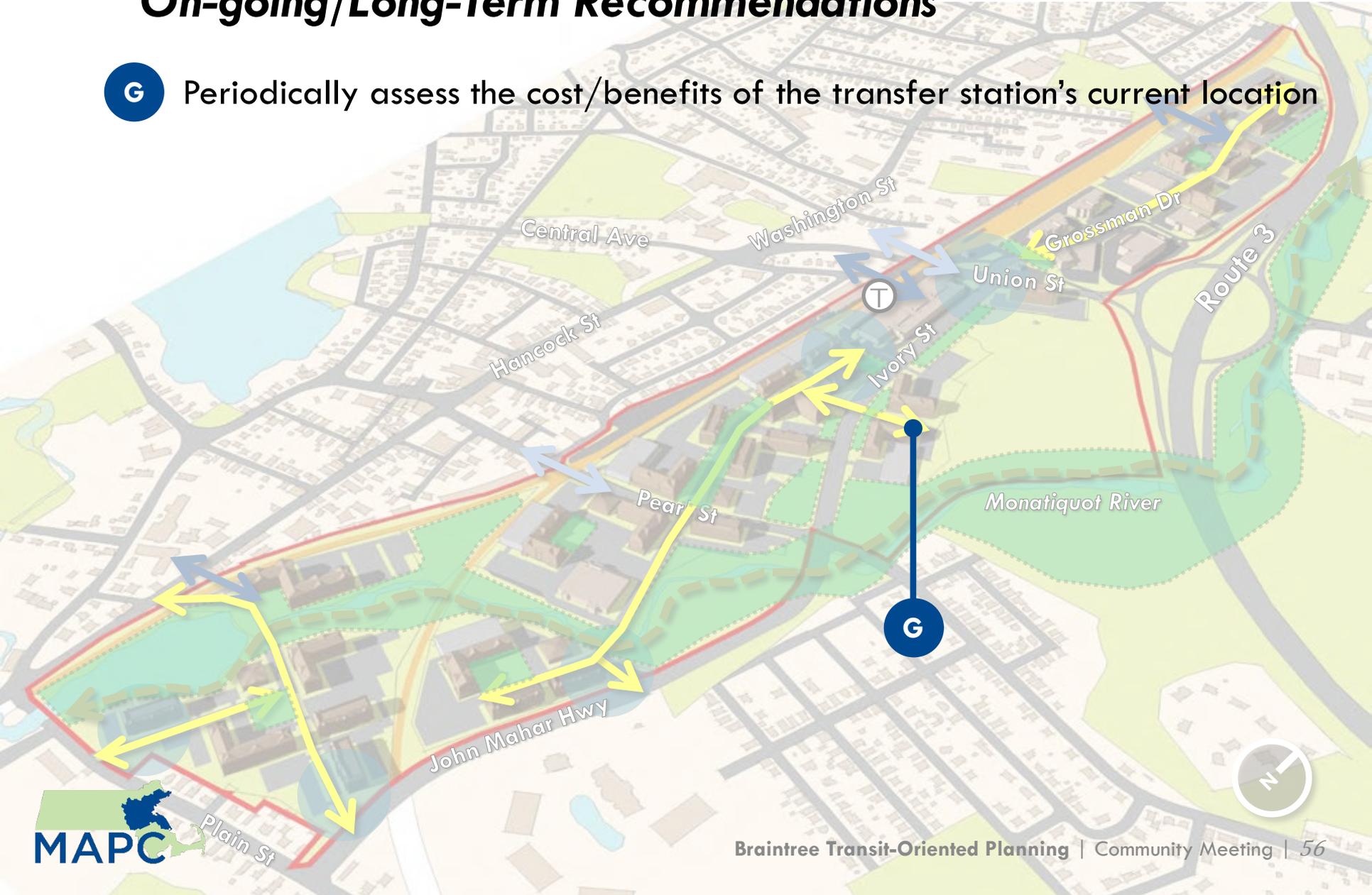
- E** Coordinate with the MBTA so that future improvements maximize connectivity



Key Recommendations for Land Use and Zoning

On-going/Long-Term Recommendations

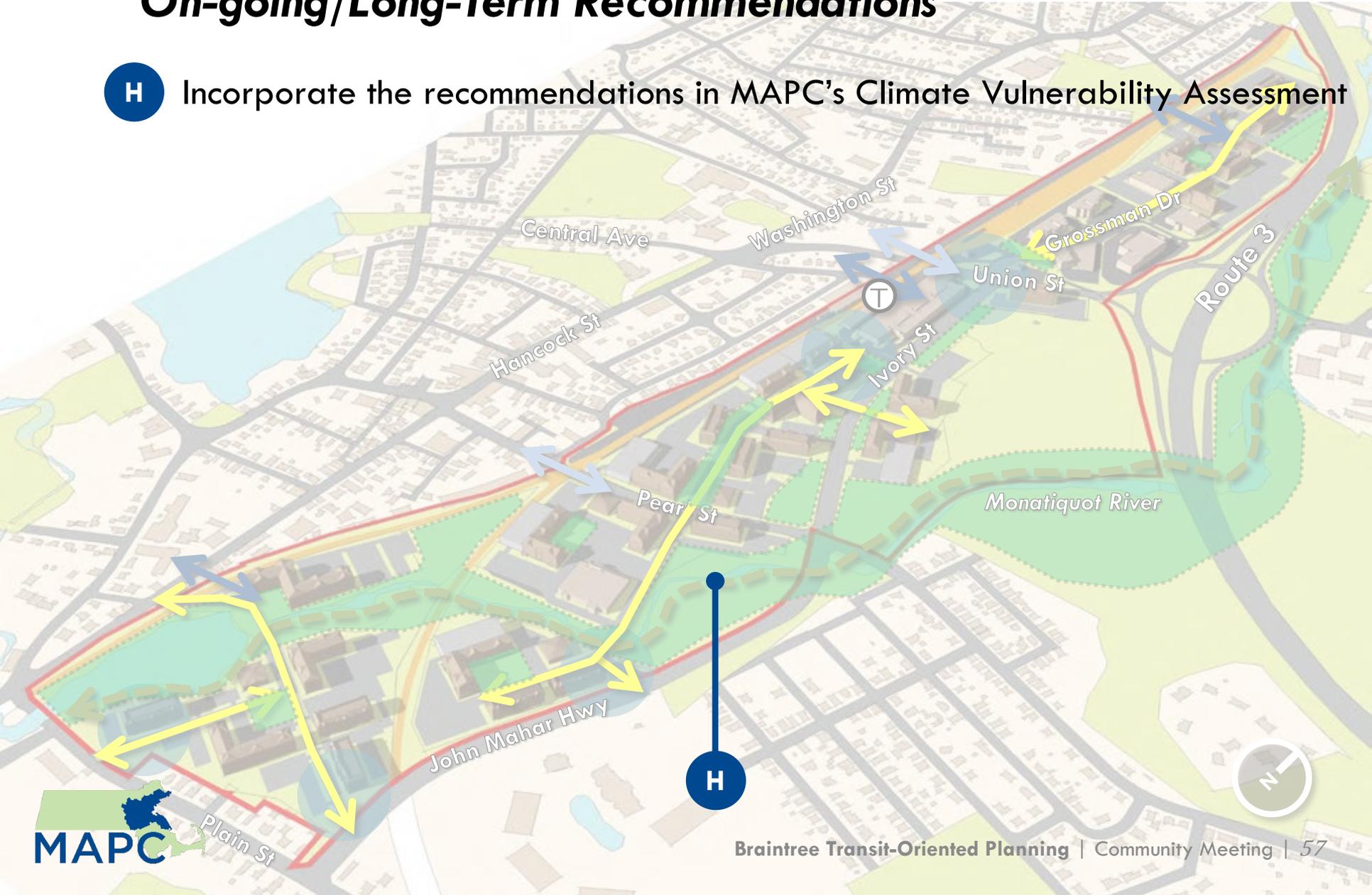
- G** Periodically assess the cost/benefits of the transfer station's current location



Key Recommendations for Land Use and Zoning

On-going/Long-Term Recommendations

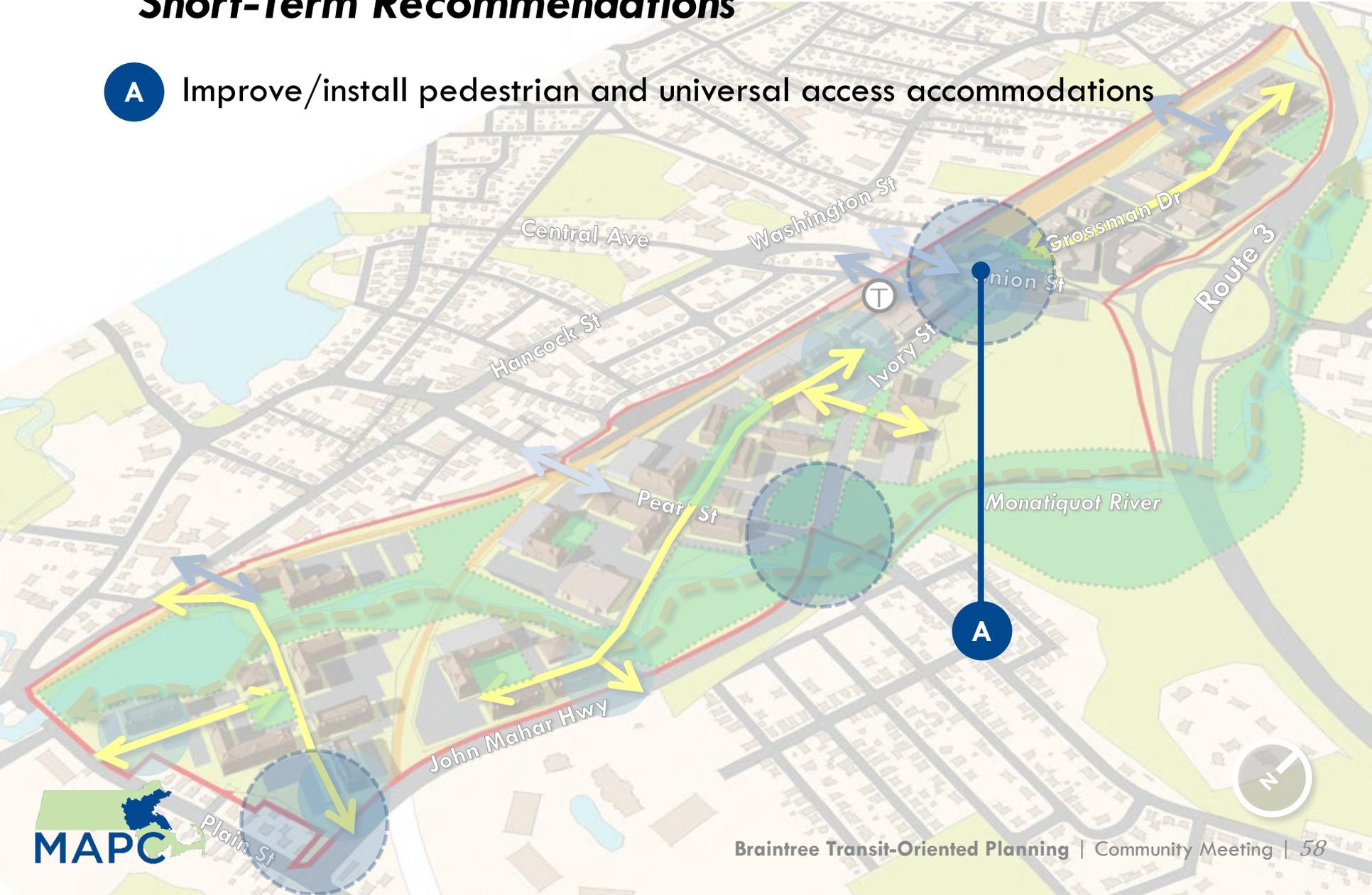
- H** Incorporate the recommendations in MAPC's Climate Vulnerability Assessment



Key Recommendations for Transportation

Short-Term Recommendations

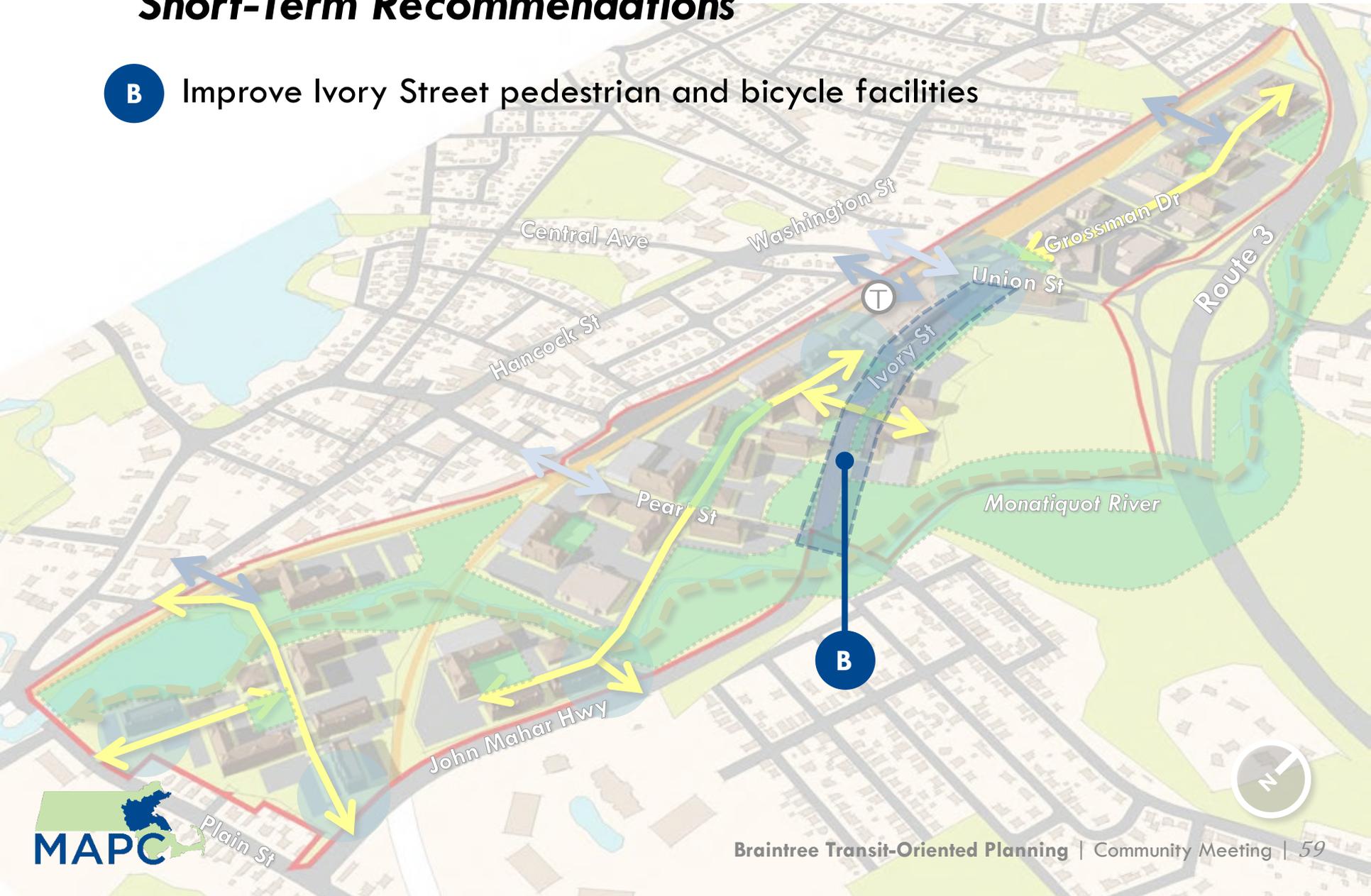
- A** Improve/install pedestrian and universal access accommodations



Key Recommendations for Transportation

Short-Term Recommendations

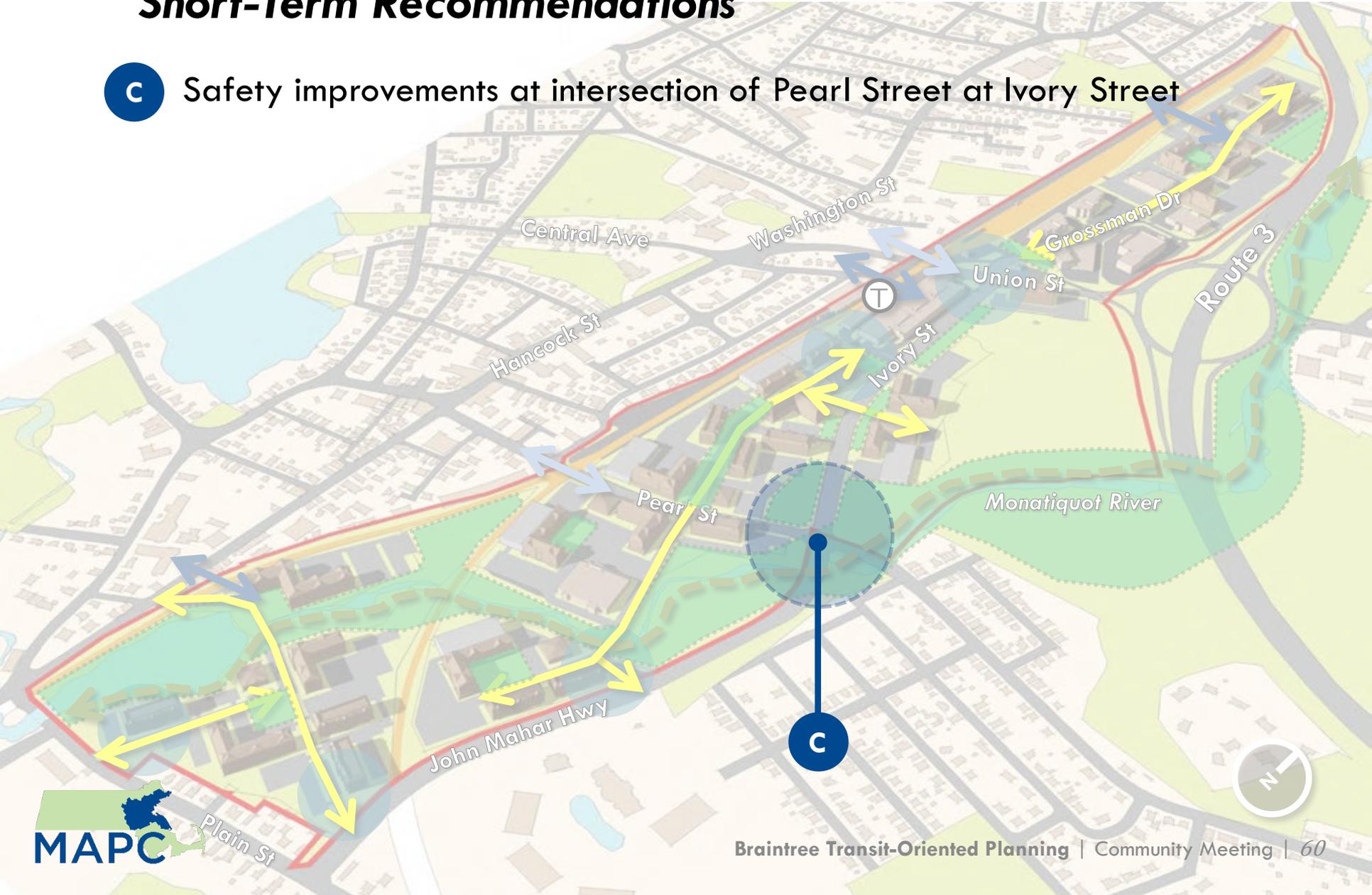
- B** Improve Ivory Street pedestrian and bicycle facilities



Key Recommendations for Transportation

Short-Term Recommendations

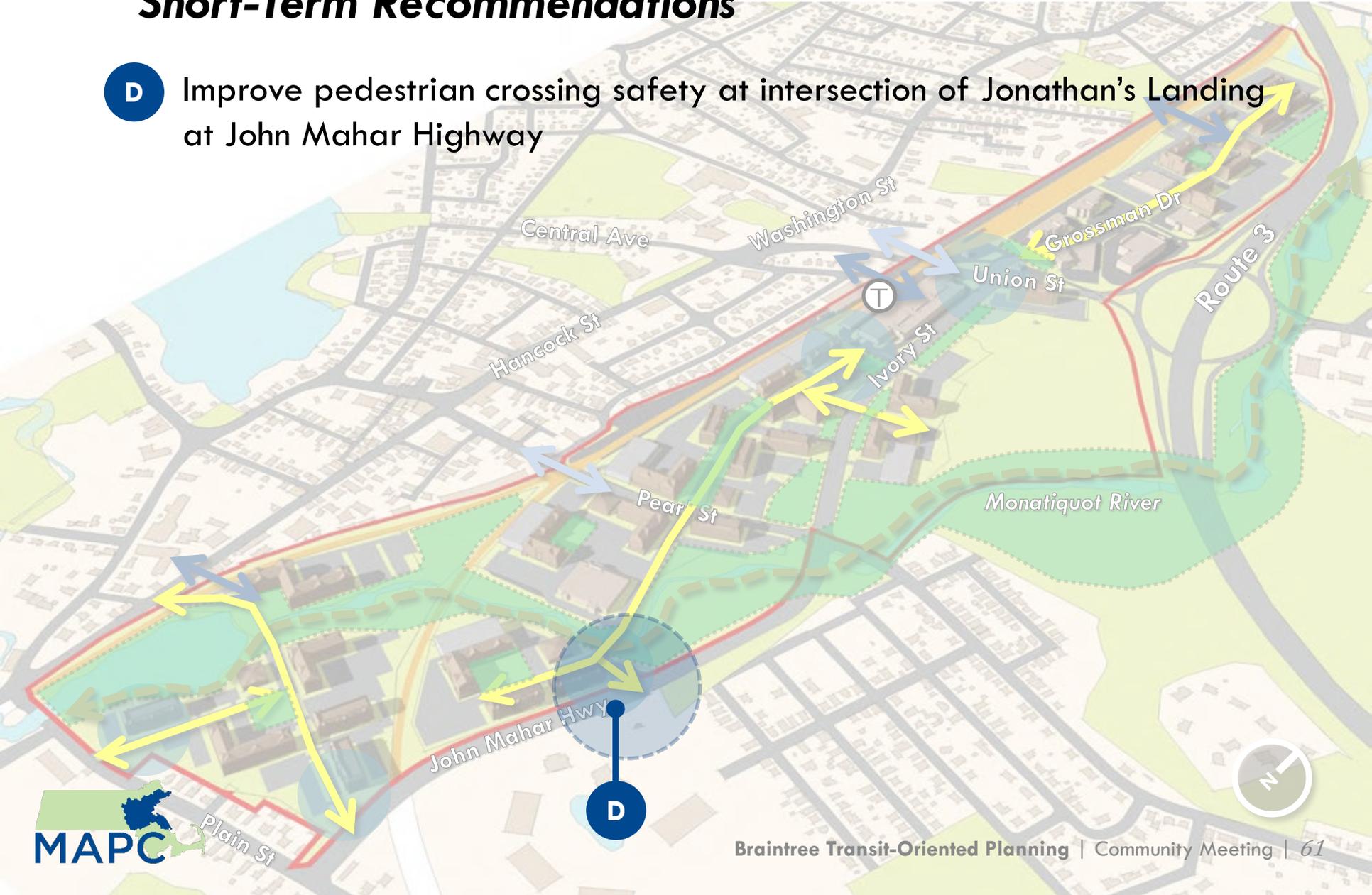
- C** Safety improvements at intersection of Pearl Street at Ivory Street



Key Recommendations for Transportation

Short-Term Recommendations

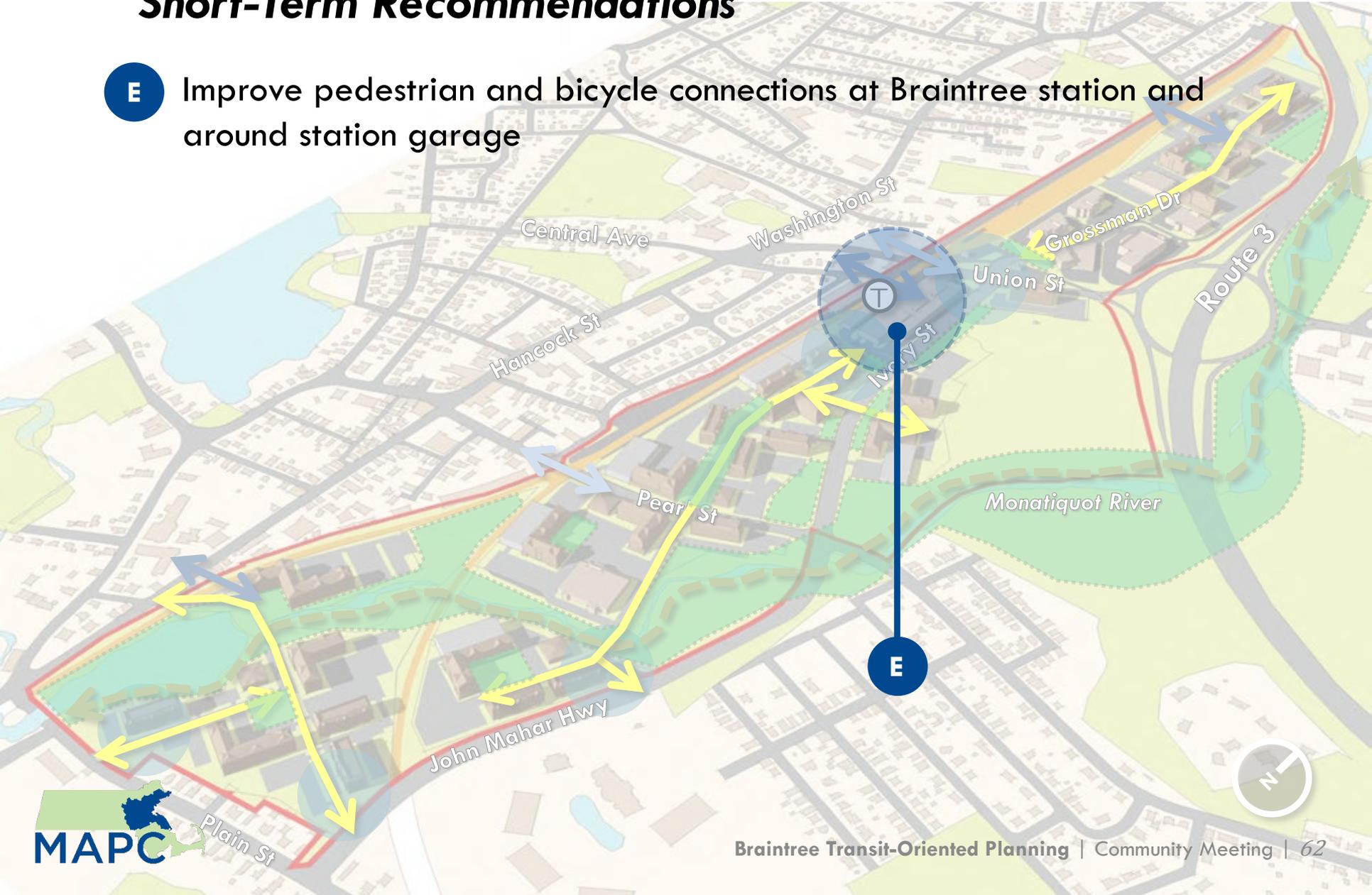
- D** Improve pedestrian crossing safety at intersection of Jonathan's Landing at John Mahar Highway



Key Recommendations for Transportation

Short-Term Recommendations

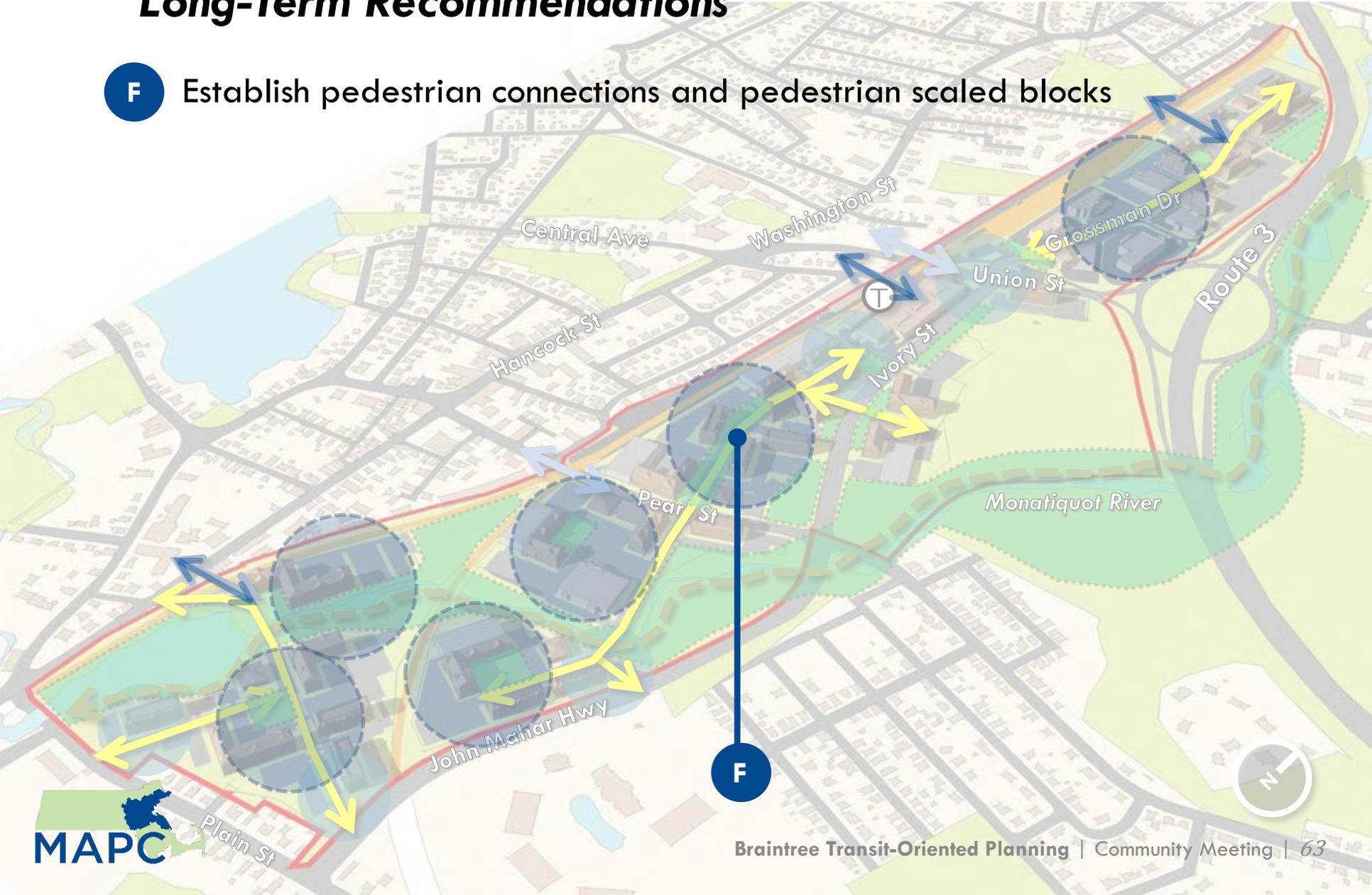
- E** Improve pedestrian and bicycle connections at Braintree station and around station garage



Key Recommendations for Transportation

Long-Term Recommendations

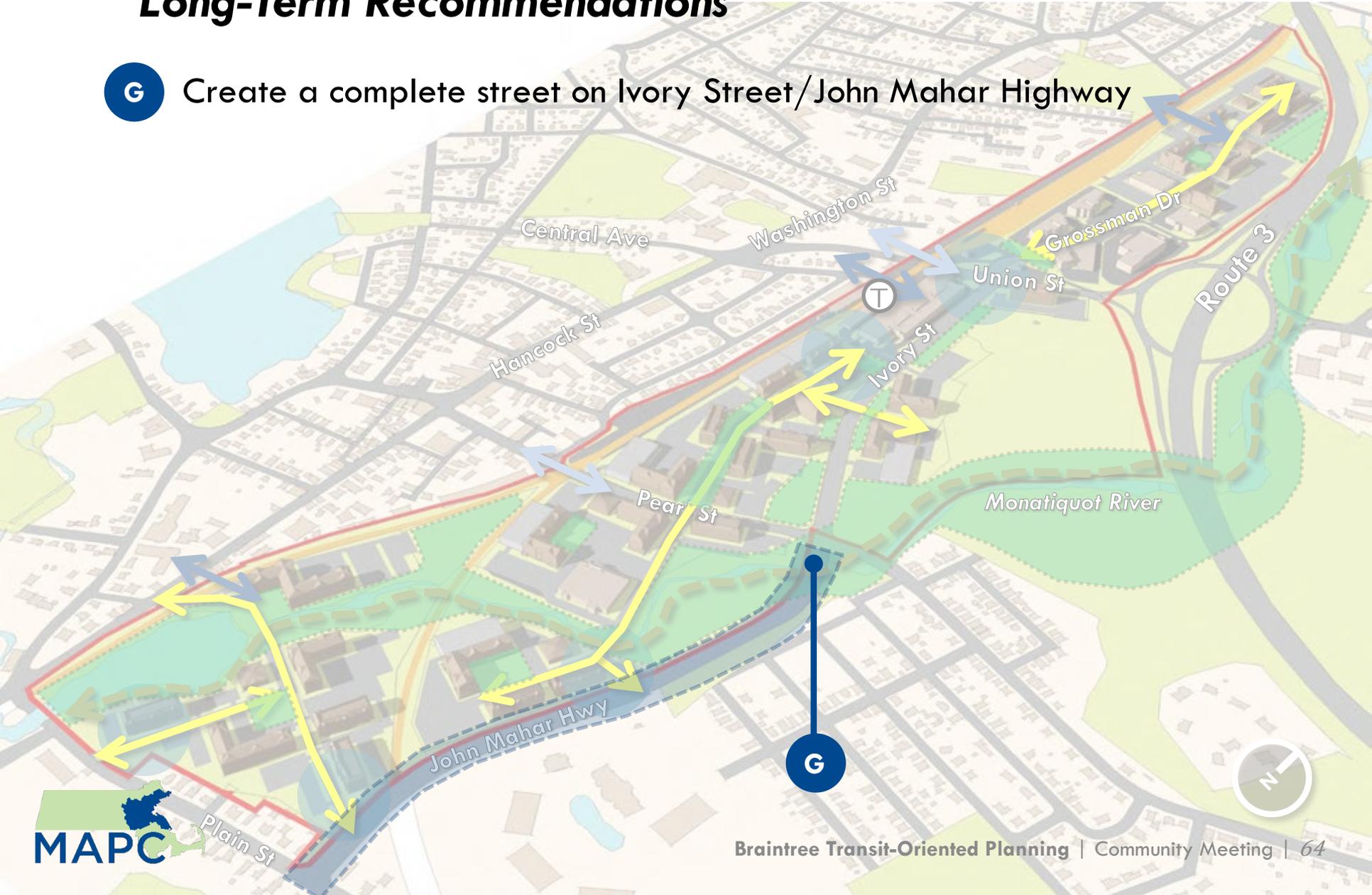
- F** Establish pedestrian connections and pedestrian scaled blocks



Key Recommendations for Transportation

Long-Term Recommendations

- G** Create a complete street on Ivory Street/John Mahar Highway



Key Recommendations for Transportation

Long-Term Recommendations

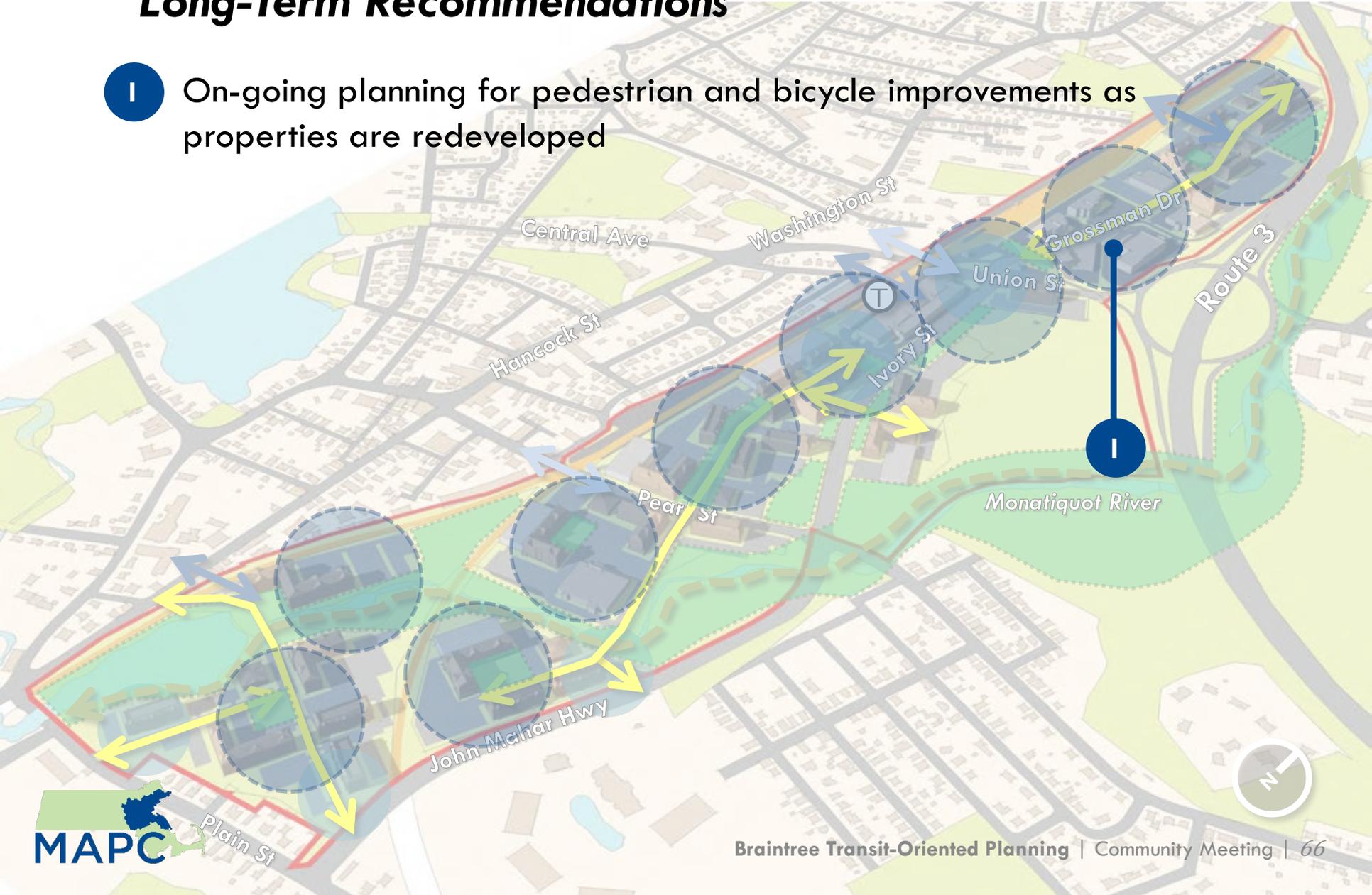
- H** Advance and complete the Monatiquot River Path



Key Recommendations for Transportation

Long-Term Recommendations

- I On-going planning for pedestrian and bicycle improvements as properties are redeveloped



Participation Stations, Discussion and Feedback

- We invite your discussion and feedback
- We will Integrate your comments as we finalize the Ivory Street Corridor Study report



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Photo by Michael Day

