

# NORTH ATTLEBORO **STREETSCAPE IMPROVEMENTS**

# DOWNTOWN CONTEXT

## OVERALL DESIGN OBJECTIVES



### DESIGN OBJECTIVES

**Goal: Make the Downtown a Destination for Pedestrians and Businesses**

- Strengthen downtown’s role as an **attractive, walkable destination** for visitors and businesses
- Create a **visually and experientially cohesive** environment
- Reinforce a **sense of place** that reflects what makes North Attleboro unique
- Create **gateways** to downtown
- Emphasize **pedestrian safety** and accessibility
- Improve **access and safety for people biking**
- Maintain **current traffic capacity**
- Promote public **transit**
- Support a **vibrant local business** environment
- Accommodate **public events and festivals**

### STREET FRONTAGE LAND USE

<span style="color: red;">■</span> Retail	<span style="color: orange;">■</span> Restaurant
<span style="color: green;">■</span> Open Space	<span style="color: yellow;">■</span> Residential
<span style="color: pink;">■</span> Gas Stations	<span style="color: darkblue;">■</span> Office
<span style="color: lightblue;">■</span> Institutional	<span style="color: cyan;">■</span> Vacant / Property Not In Use

# DOWNTOWN CONTEXT

## TRANSPORTATION PRINCIPLES AND GOALS

### TRANSPORTATION PRINCIPLES & GOALS FROM 2014 MASTER PLAN

- Goal 1: Define a long-term vision for intersection or corridor “hot spots” where issues have been identified.
- Goal 2: Identify sustainable transportation and infrastructure improvements that **minimize the impact of new development** or re-development.
- Goal 3: Develop a roadway, intersection and access improvement strategy (complete streets/access management initiatives) along the northerly section of Route 152 adjacent to the Plainville Town Line.
- Goal 4: **Improve connections of bicycle lanes and sidewalks** among neighborhoods and other destinations in Town.
- Goal 5: Work with MassDOT to develop an Access Management/Corridor Study for Route 1.
- Goal 6: **Develop a transportation/parking/land use study** for downtown.
- Goal 7: Seek funding for the construction of a **Transportation Center on East Street** in corporation with GATRA.
- Goal 8: Develop a **storm water management plan** that is sustainable and uses best management practices (bmps).
- Goal 9: Request that MassDOT conduct a Road Safety Audit (RSA) for Elm Street/ Chestnut Street intersection; which is currently on the HSIP list.
- Goal 10: Pursue improvements at Route 1 and Elmwood Street.

### COMPLETE STREETS PROJECTS

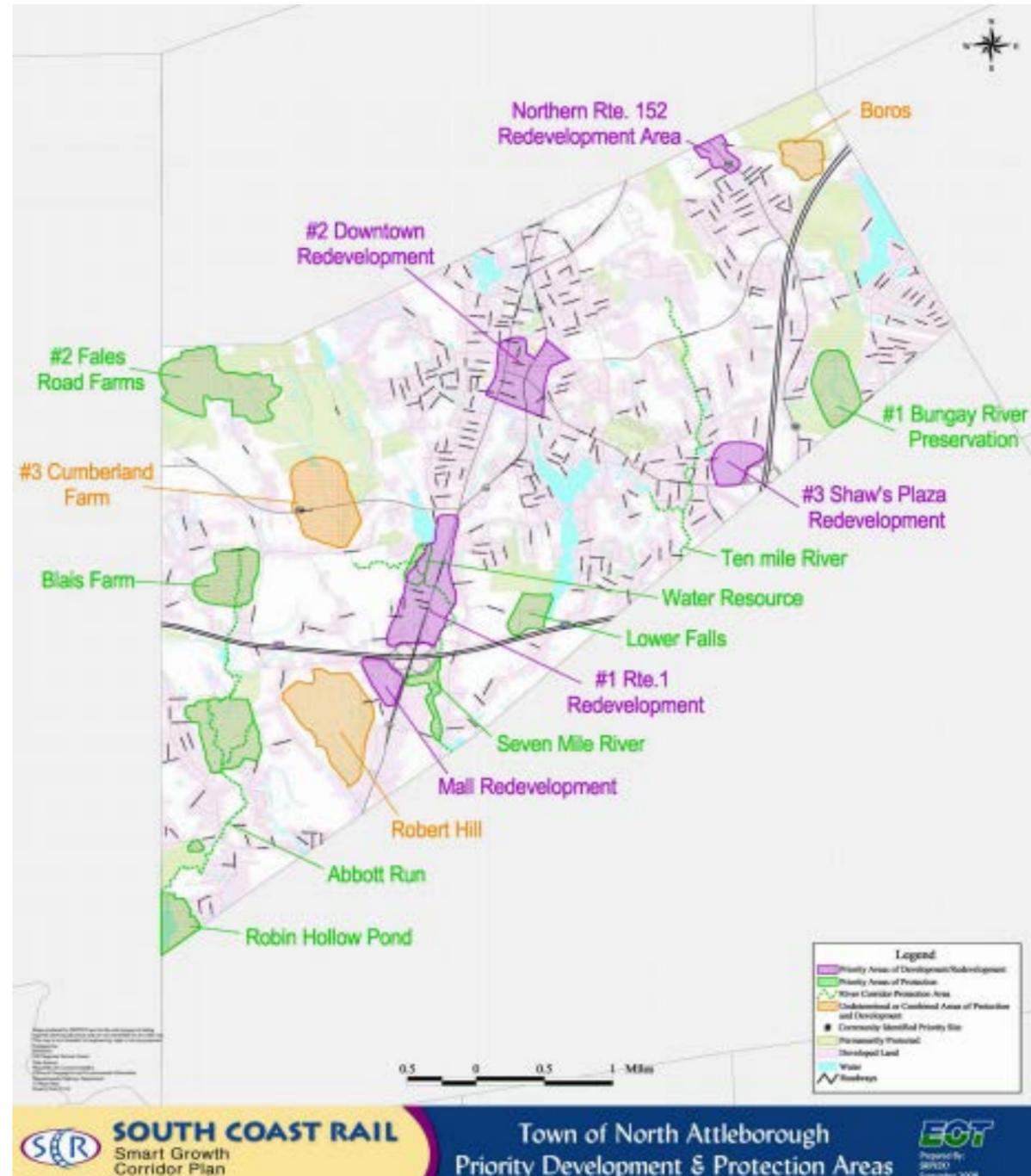
Rank	Project Name	Project Description
3	North & South Washington Street Bicycle & Pedestrian Improvements	Resurface the existing concrete sidewalks and install new granite curbing (where necessary) on both sides of the road (Chestnut Street to Park Street). Add ADA/AAB compliant curb ramps with tactile warning panels and high visibility crosswalks at all intersecting streets. Add sharrows and bicycle signage (R4-11).
18	South Washington Street Pedestrian Improvements	Install a new 5 foot wide concrete sidewalk with granite curbing on the left side of the road (#429 South Washington Street to Calvin Road). Add ADA/AAB compliant curb ramps with tactile warning panels and a high visibility crosswalks at all intersecting streets
31	Barrows Street Pedestrian Improvements	Install a new 5 foot wide asphalt sidewalk with granite curbing on the right side of the road (Elementary School Driveway to South Washington Street). Add ADA/AAB compliant curb ramps with tactile warning panels and a high visibility crosswalk at the School Driveway.
34	Intersection Pedestrian Improvements	Install ADA/AAB compliant curb ramps with tactile warning panels and high visibility crosswalks at the following intersections: 1) Bank Street & Morse Street, 2) Fisher Street & East Street, 3) Elm Street & Bulfinch Street, 4) Park Street & Adams Street, 5) Park Street & West Street, 6) Park Street & School Street

### PLANS REVIEWED

- 2013 Priority Area Report
- 2014 North Attleborough Master Plan
- 2018 Complete Streets Needs Assessment
- 2018 Complete Streets Prioritization Plan

# DOWNTOWN CONTEXT

## KEY BACKGROUND INFORMATION



### Downtown Redevelopment

- Between Route 1 (North Washington St.) and Route 1A (East Washington St.)
- Central Business District - mixed variety of residential and commercial buildings
- Location of town hall, police station, elementary school, library, and cultural institutions

### Underutilized Sites Along Study Corridor

- 262 Broadway
- 21 East St. (Redeveloped since this 2014 plan)
- 54 South Washington St.
- 66 South Washington St.
- East St. Lots – area along East St. between Holbrook Ave. and Bruce Ave.
- 99 Chestnut St. (Redeveloped since this 2014 plan)

From 2014 North Attleborough Master Plan: <https://srpedd.s3.amazonaws.com/wp-content/uploads/2019/10/13215838/North-Attleborough-Master-Plan-083114.pdf>

# DOWNTOWN CONTEXT

## EXISTING TRANSPORTATION CHARACTERISTICS



### CRASH DATA 2017-2022

252 Total Crashes (Chestnut to Tift)

- 173 crashes with no report injuries
- 29 crashes with reported injuries
- 50 crashes reported as hit and runs

Crashes concentrated in the commercial core of downtown

### EXISTING TRANSPORTATION ELEMENTS

- |  |                |  |                           |
|--|----------------|--|---------------------------|
|  | Bus Stops      |  | Public On-Street Parking  |
|  | Crosswalks     |  | Off-Street Parking        |
|  | Stop Signs     |  | Public Off-Street Parking |
|  | One Way Street |  | Pedestrian Signals        |

### CRASH LOCATIONS

- Highest Concentration \*\*\*
- Majority \*\*

Note: Information via North Attleboro Police Department, June 2022

# DOWNTOWN CONTEXT

## CHARACTER AREAS - EXISTING USES AND ACTIVITIES

### CIVIC

Open Parkland, Community Services, Weekday Operation

### COMMERCIAL

Retail / Restaurant, Increased Density, Active Pedestrian, Weekday and Weekend Operation

### NEIGHBORHOOD

Residential, Quiet, Open Lawn Space



#### STREET FRONTAGE LAND USE

- |  |   |
|--|---|
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| <span style="color: pink;">■</span> Gas Stations       | <span style="color: blue;">■</span> Office                            |
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# RECENT DOWNTOWN STREETSCAPES

## BEVERLY, MA



# RECENT DOWNTOWN STREETSCAPES

## BEVERLY, MA



# RECENT DOWNTOWN STREETSCAPES

## BEVERLY, MA



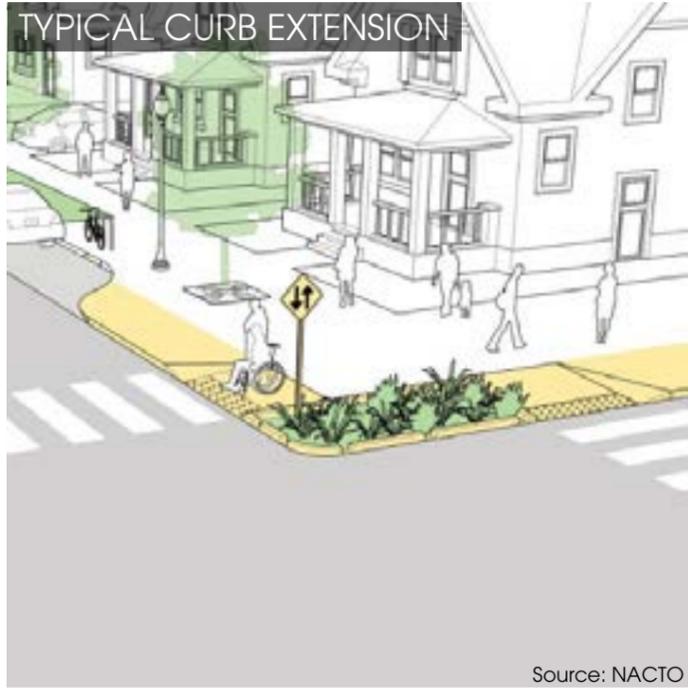
# OTHER IDEAS CONCEPTS



# STREET DESIGN TOOLBOX: SAFETY

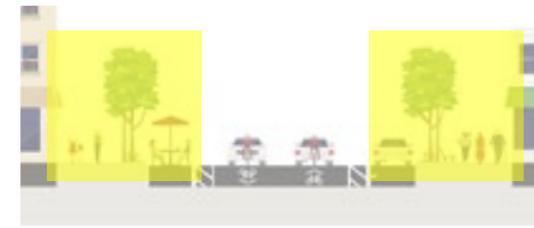
## BUMP OUTS

*Narrowing the roadway to create shorter crossings for pedestrians, with additional space for plantings and street furniture*



# STREET DESIGN TOOLBOX: DESIGN OUTDOOR DINING

DRAFT



## EXISTING OUTDOOR DINING



## OUTDOOR DINING OPTIONS



# STREET DESIGN TOOLBOX: SAFETY

**BICYCLE BOULEVARD** *Streets designated to give priority to bicyclists on low motorized trafficked streets*

TYPICAL BICYCLE BOULEVARD



Source: NACTO

PORTLAND, OR



Source: <https://www.portland.gov/transportation/what-are-neighborhood-greenways>



**BUFFERED BIKE LANES** *Conventional bicycle lane with designated buffer between the lane and motor vehicle travel lane*

TYPICAL BUFFERED BIKE LANES



Source: NACTO

MINNEAPOLIS, MN



Source: Our Streets Minneapolis

TREMONT ST, BOSTON, MA



Source: <https://www.boston.gov/departments/boston-bikes/better-bike-lanes-bike-lane-types>

NEW BEDFORD, MA



Source: <https://storymaps.arcgis.com/stories/446e35bc40614e5aace14a62ff7343b2>

# PROPOSED BIKE ROUTE THROUGH DOWNTOWN



# A COHESIVE MAIN STREET PLACEMAKING / BRANDING

How can we  
improve?



Opportunity to provide wayfinding, community programming, etc.

Provide benches in furnishing zone to encourage and extend time spent in downtown

Improve crossings to prioritize pedestrians by increasing visibility and decreasing active roadway crossing

Repair brick paving where needed or replace with planter bed to create seasonal interests

Encourage plantings and seating at storefront as transition zone

Opportunity to engage unique paving pattern to signify downtown area

North Washington St and Orne St

# A COHESIVE MAIN STREET PLACEMAKING / BRANDING

What creates a  
**cohesive,  
unified** Main  
Street?



Main St, Falmouth, MA

Building awnings create a human-scale experience while walking

Street trees and light posts located at consistent distance create visual interest and rhythm

Relatively narrow drive lanes slow traffic and prioritize sidewalk space

Planters provide Seasonal attraction, softens the surrounding hardscape, and helps unify the streetscape

Benches encourage people to linger and spend more time on street

Consistent paving material types in key zones (transition, pedestrian walkway, Site furnishing, etc.) provides heirarchy and cohesiveness

Wayfinding used as a branding tool and provides a unique identity to the area

# A COHESIVE MAIN STREET PLACEMAKING / BRANDING

What creates a  
**cohesive,  
unified** Main  
Street?



Street trees and light posts located at consistent distance create visual interest and rhythm

Building awnings create a human-scale experience while walking

Public Art promote creativity, community engagement and makes downtown unique

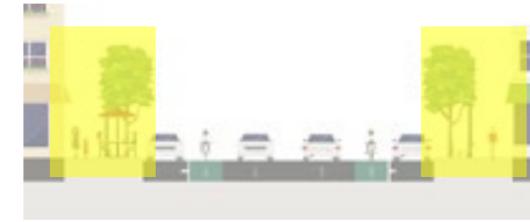
Benches encourage people to linger and spend more time on street

Consistent paving material types in key zones (transition, pedestrian walkway, Site furnishing, etc.) provides hierarchy and cohesiveness

Outdoor Dining at Cafes and Restaurants provide opportunities for community to spend time downtown

Main St, Northampton, MA

# STREET DESIGN TOOLBOX: DESIGN HELPFUL AND INTERESTING INFRASTRUCTURE



## BUS SHELTERS



## WAYFINDING



# STREET DESIGN TOOLBOX: DESIGN SPACE FOR MORE THAN JUST CARS



## BIOSWALES



## SURFACE TREATMENTS



## INTEGRATED PLANTING



## "EVENT MODE"



# PROPOSED DESIGNS

# CHARACTER AREAS DESIGN GOALS

## CIVIC



Existing Lightpole



Barrow's Veterans Memorial Park

### DESIGN OBJECTIVES

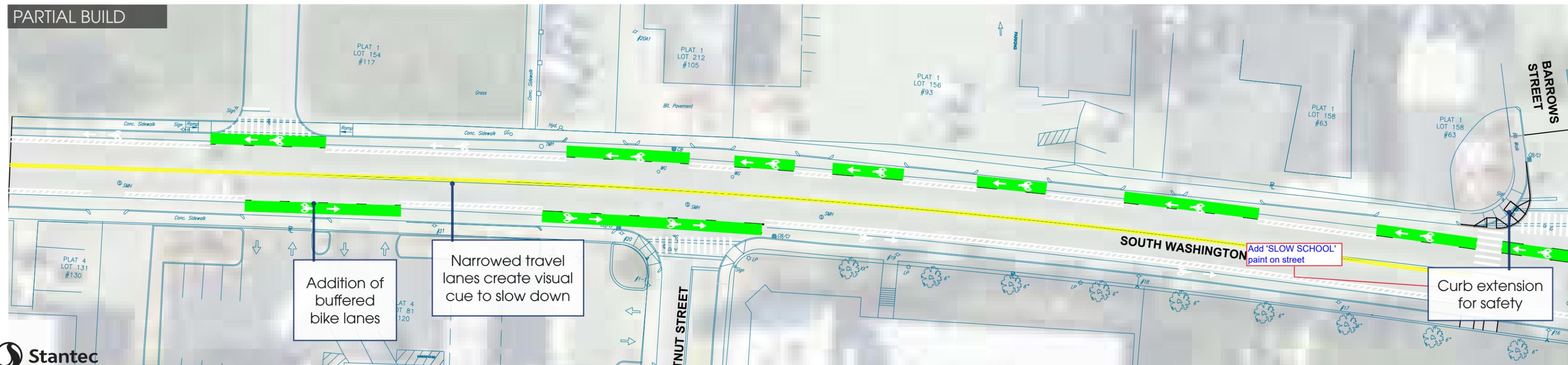
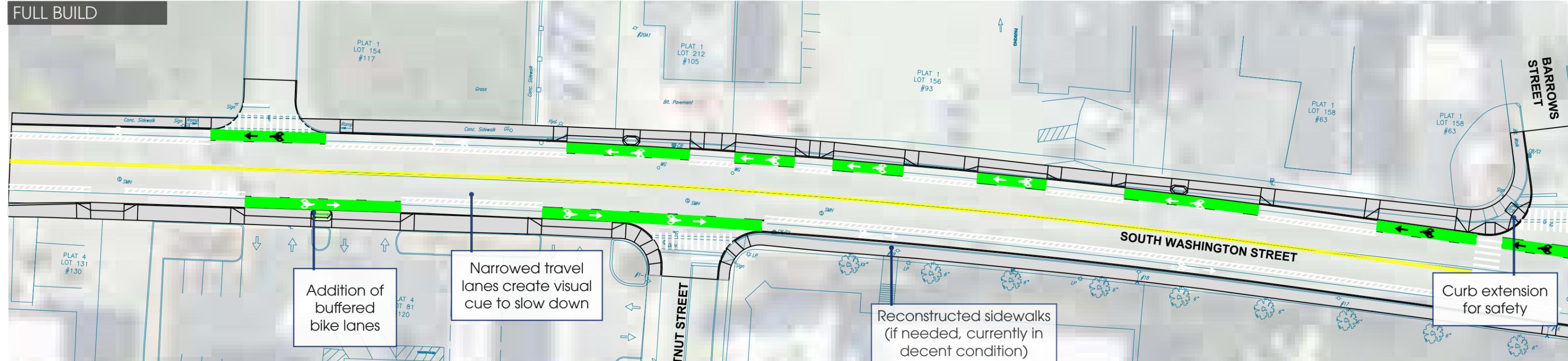
- Promote access for all, including people walking, biking and taking transit, to civic uses
- Support quick trips for civic needs (i.e. post office, town hall)
- Encourage park use through infrastructure that supports programming, events and improve pedestrian access
- Create safe connections for students to get to school
- Promote walkable connections to surrounding neighborhoods and developments

### STREET FRONTAGE LAND USE

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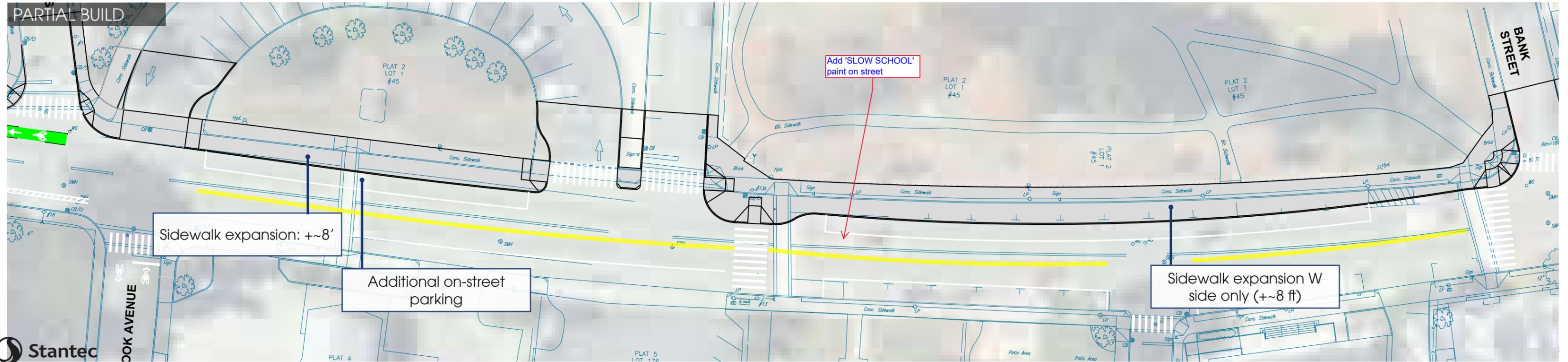
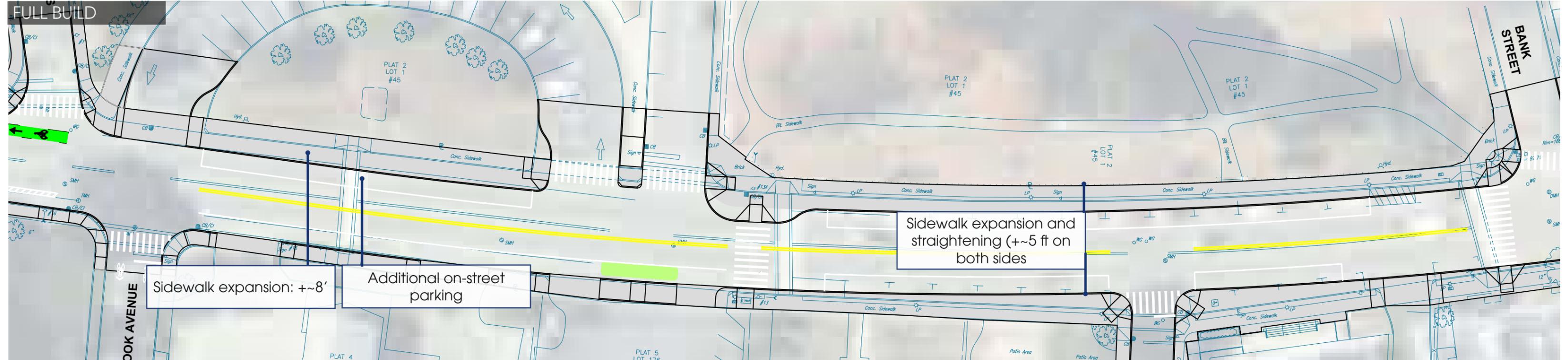
# CIVIC CHARACTER AREA

## EDDY STREET TO BARROWS STREET



# CIVIC CHARACTER AREA

## BARROWS STREET TO BANK STREET



# CHARACTER AREAS DESIGN GOALS

## COMMERCIAL



Existing Outdoor Dining (No Longer in Place)

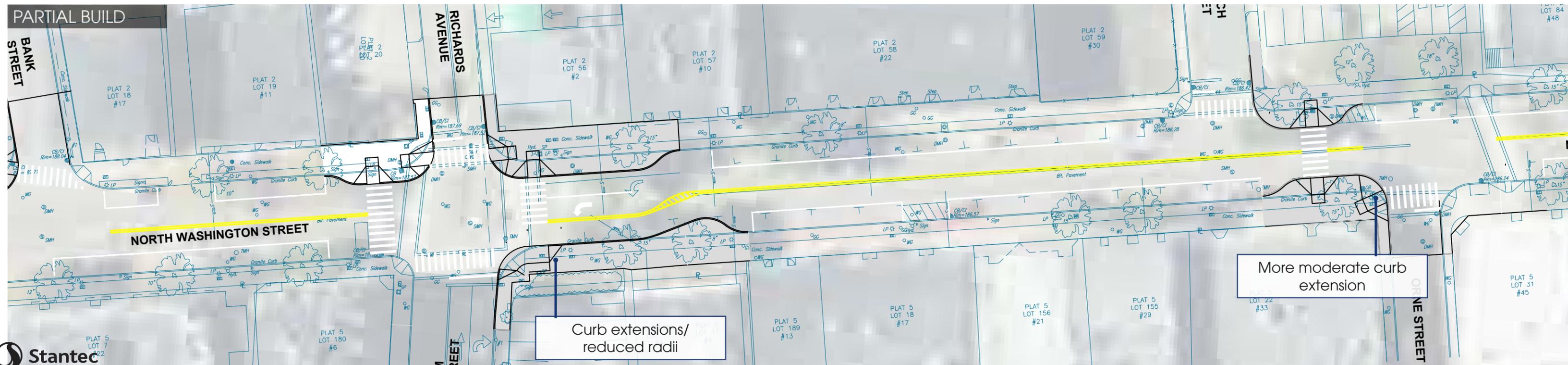
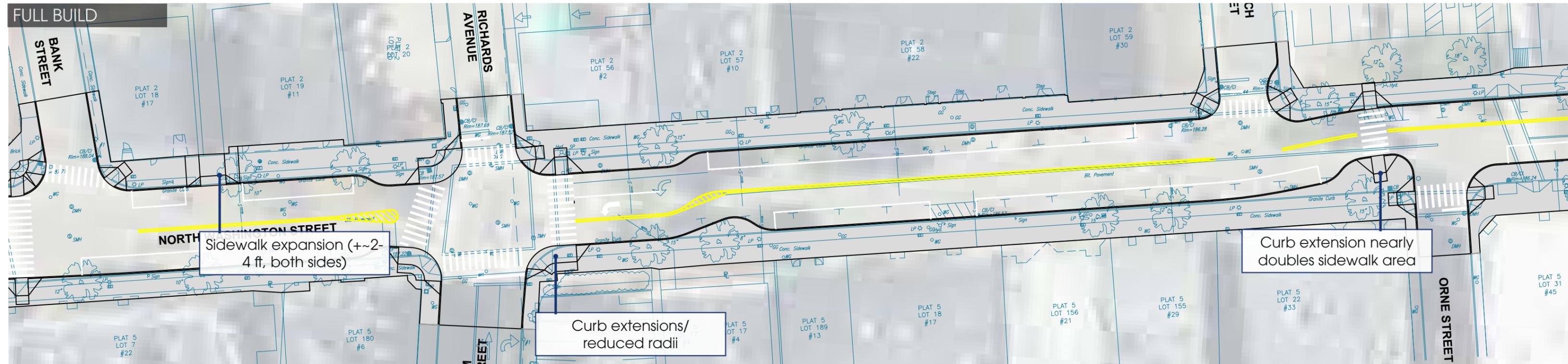


Existing Benches

### DESIGN OBJECTIVES

- Support downtown North Attleboro as a destination district for local residents and regional visitors alike
- Prioritize safe pedestrian access in what is a high crash location today, including trips to multiple shops
- Support access to and from local businesses
- Promote connections to nearby community landmarks
- Improve transit access for both employees and visitors
- Support outdoor opportunities for businesses to use public space (i.e. outdoor dining, retail, etc.)
- Establish a clear furnishing zone to include bench seating, trash/recycling receptacle, bike parking, lighting, trees, etc.
- Support temporary and seasonal community programming in the public realms, such as the Block Party
- Promote handicap accessibility to businesses, amenities, and activities throughout downtown and along the street

# COMMERCIAL CHARACTER AREA BANK STREET TO CHURCH STREET

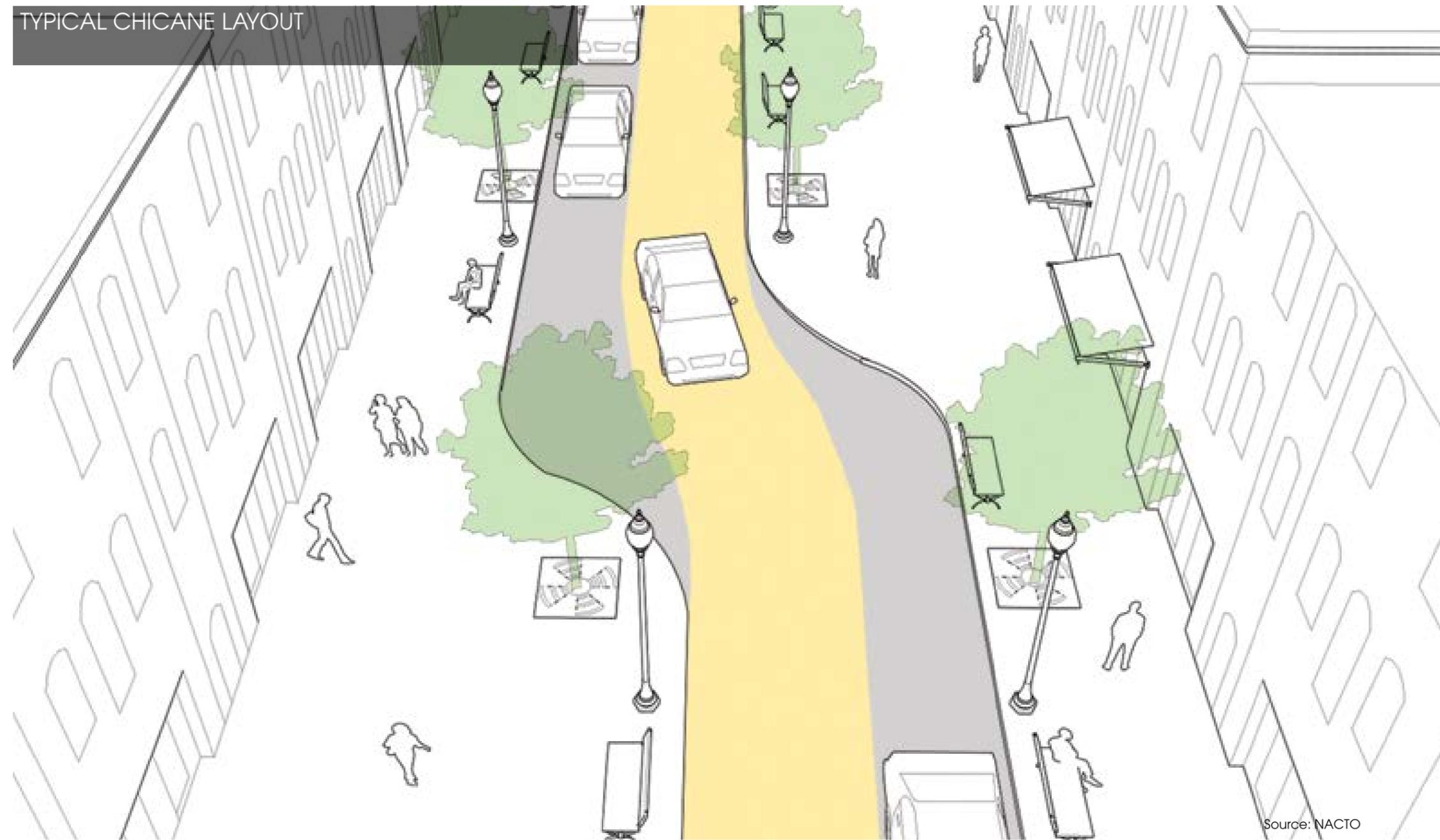


# PRECEDENT IMAGERY

## CHICANES

*Narrowing the roadway to create an S-shaped street to reduce travel speed*

TYPICAL CHICANE LAYOUT

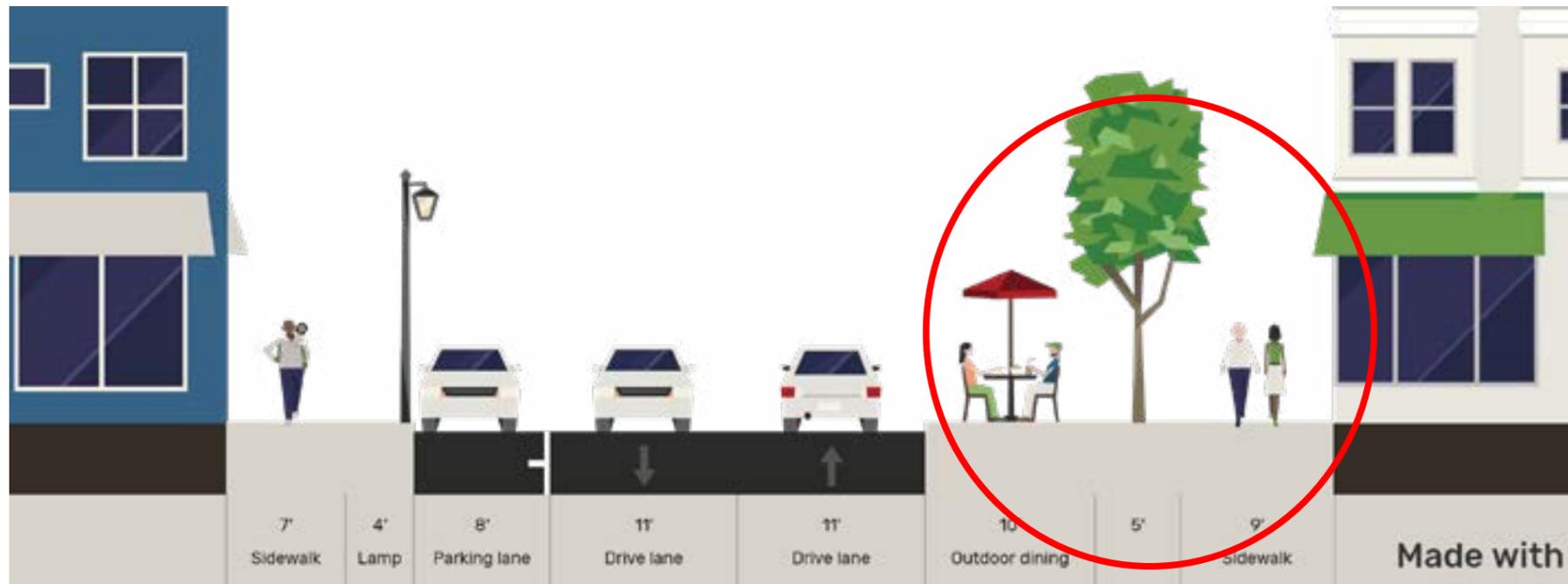
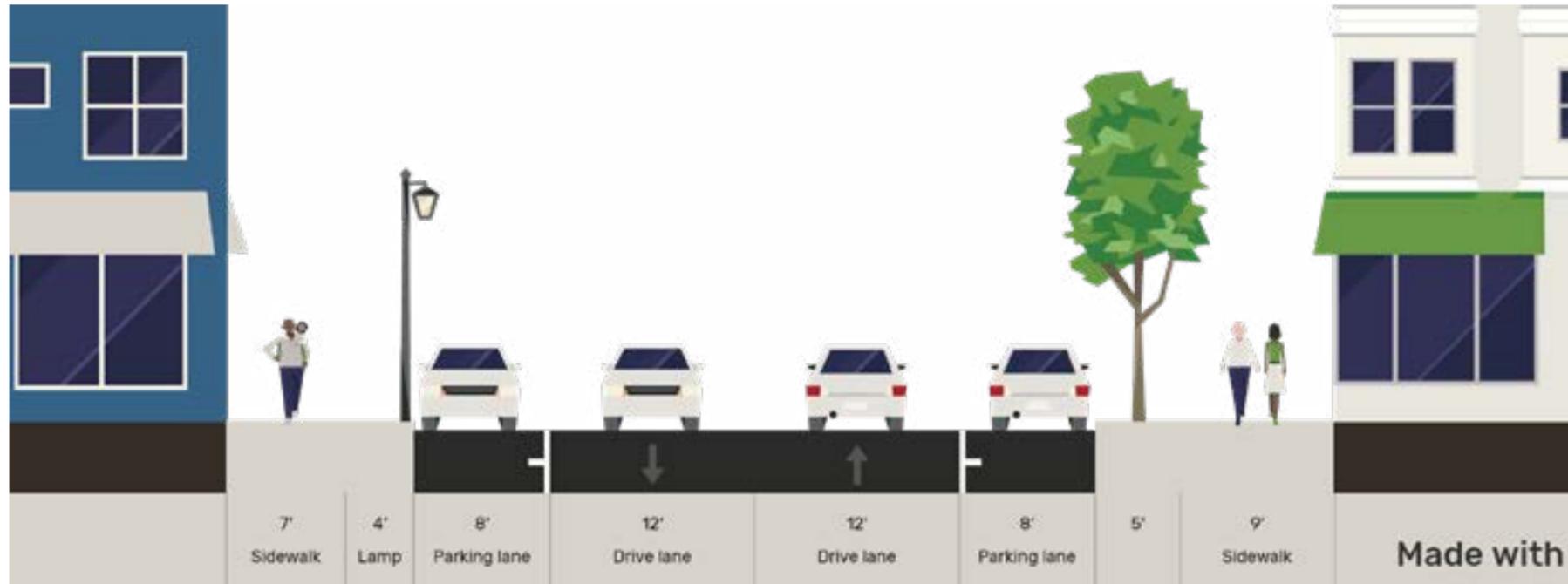


Source: NACTO

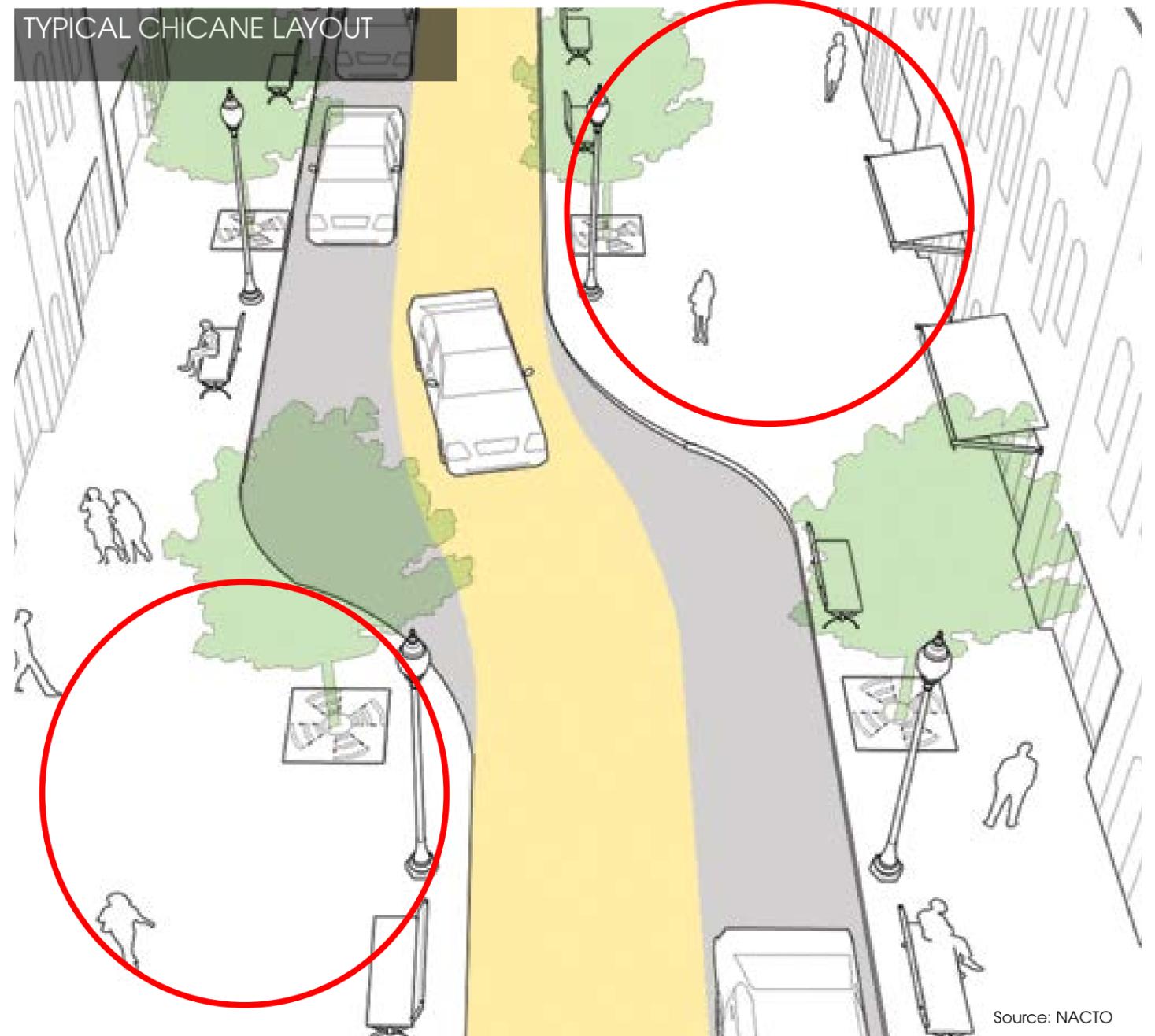
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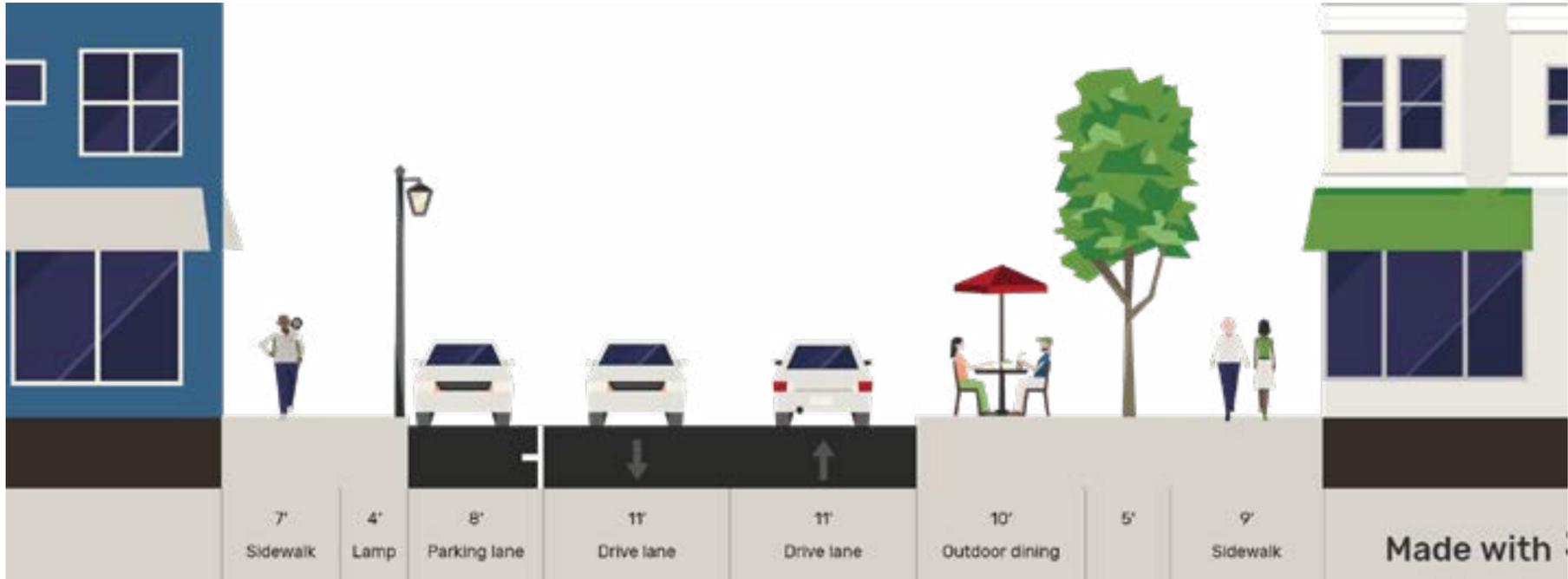
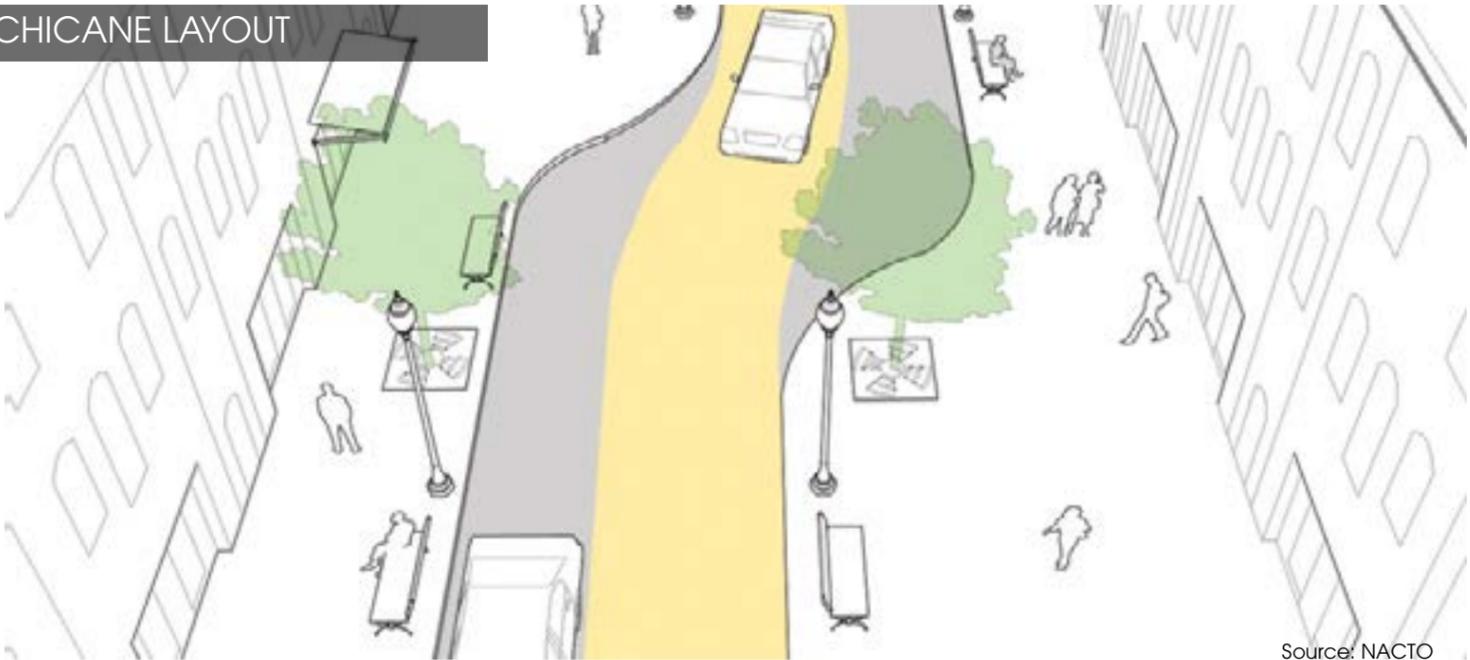


Source: NACTO

# MORE SPACE FOR DOWNTOWN CHICANE IN NORTH ATTLEBORO

*Narrowing the roadway to create an S-shaped street to reduce travel speed and make space for new things*

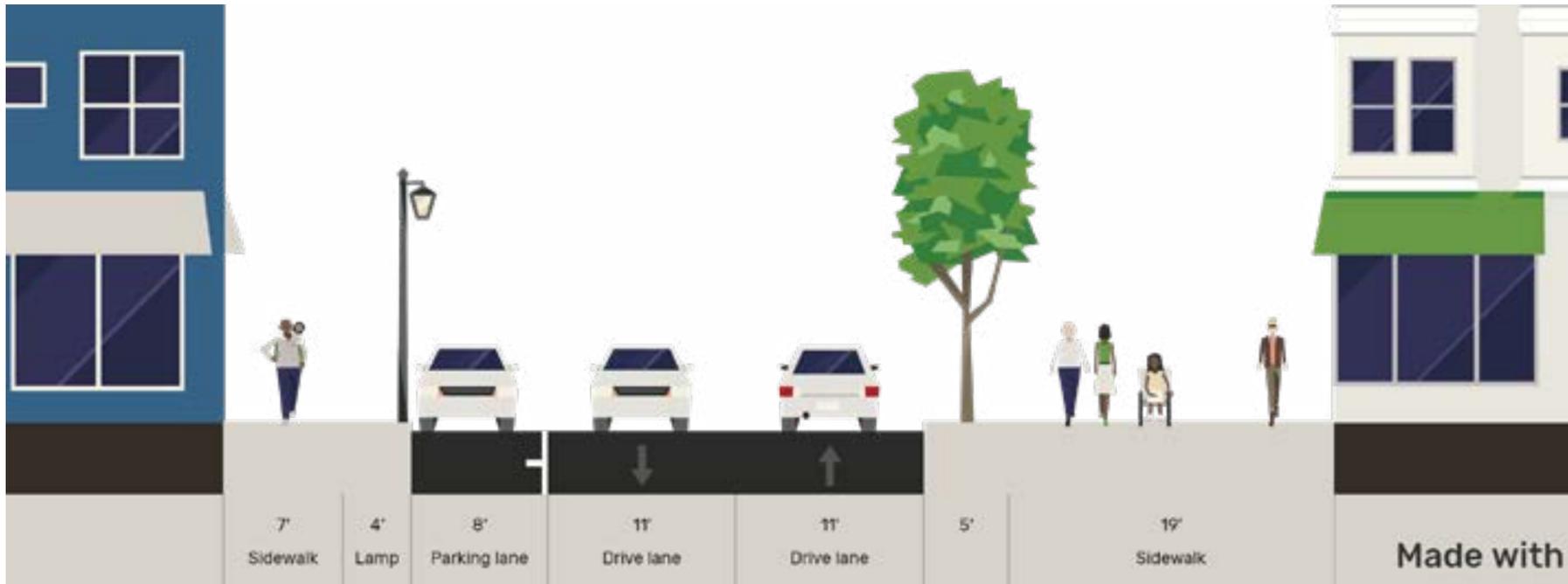
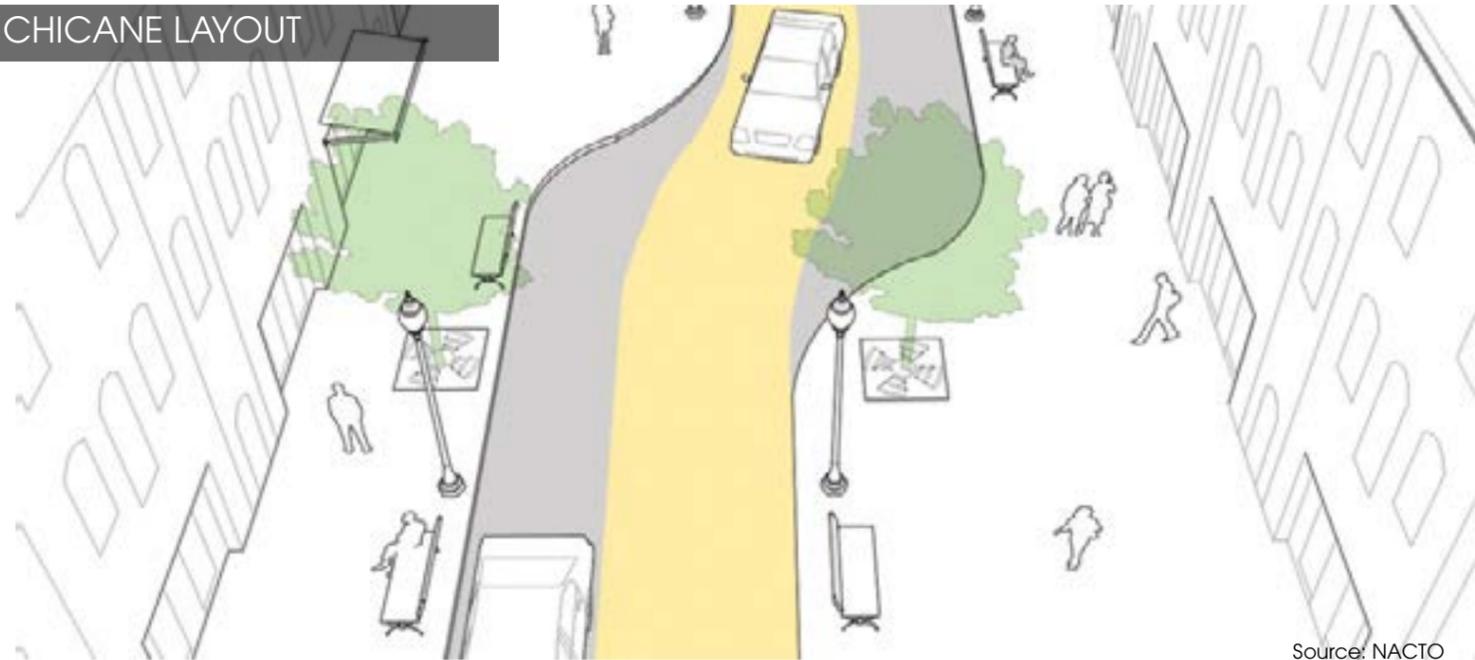
TYPICAL CHICANE LAYOUT



# MORE SPACE FOR DOWNTOWN CHICANE IN NORTH ATTLEBORO

*Narrowing the roadway to create an S-shaped street to reduce travel speed*

TYPICAL CHICANE LAYOUT



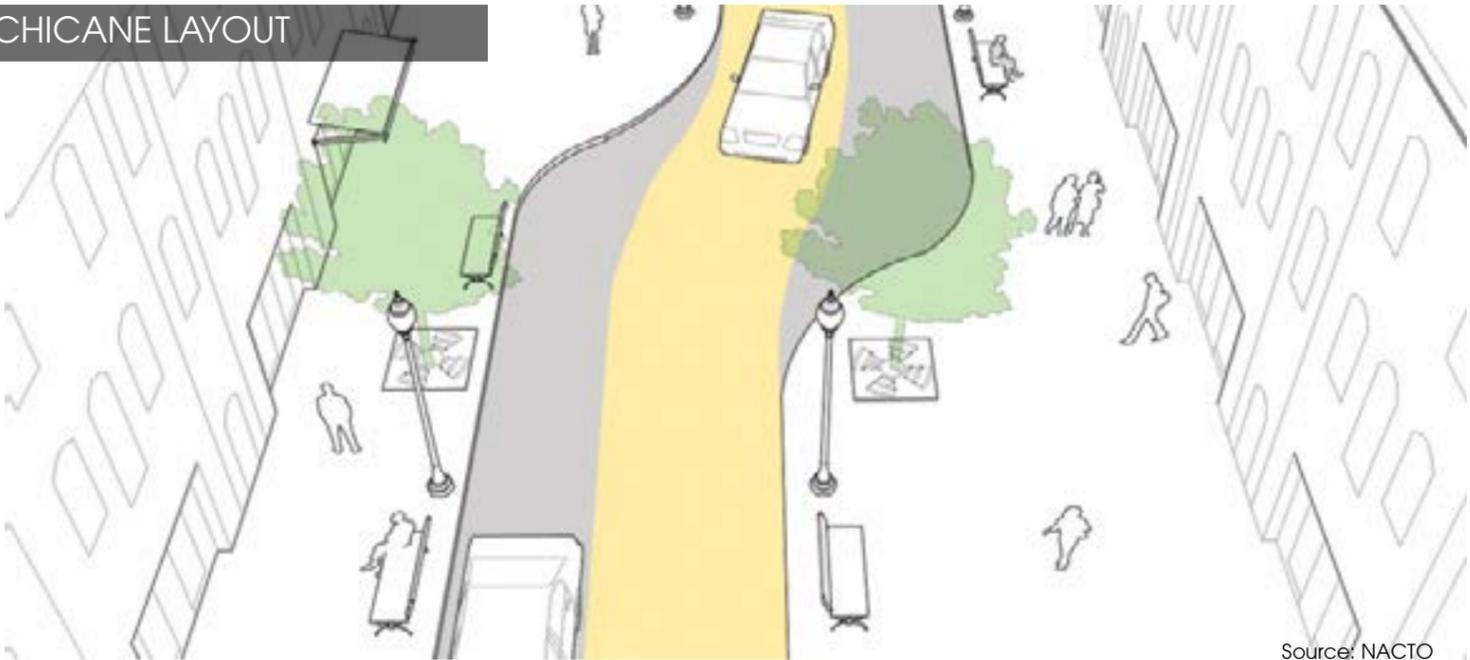
WEST HARTFORD, CT



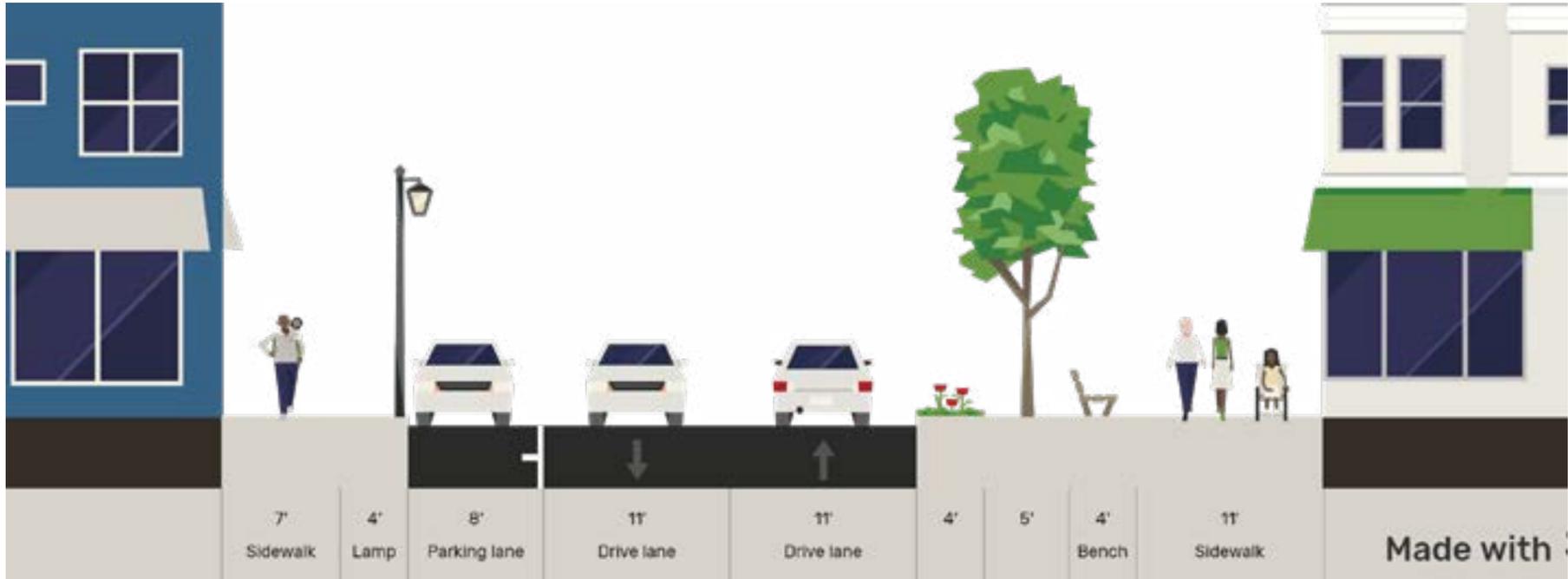
# MORE SPACE FOR DOWNTOWN CHICANE IN NORTH ATTLEBORO

*Narrowing the roadway to create an S-shaped street to reduce travel speed*

TYPICAL CHICANE LAYOUT



Source: NACTO



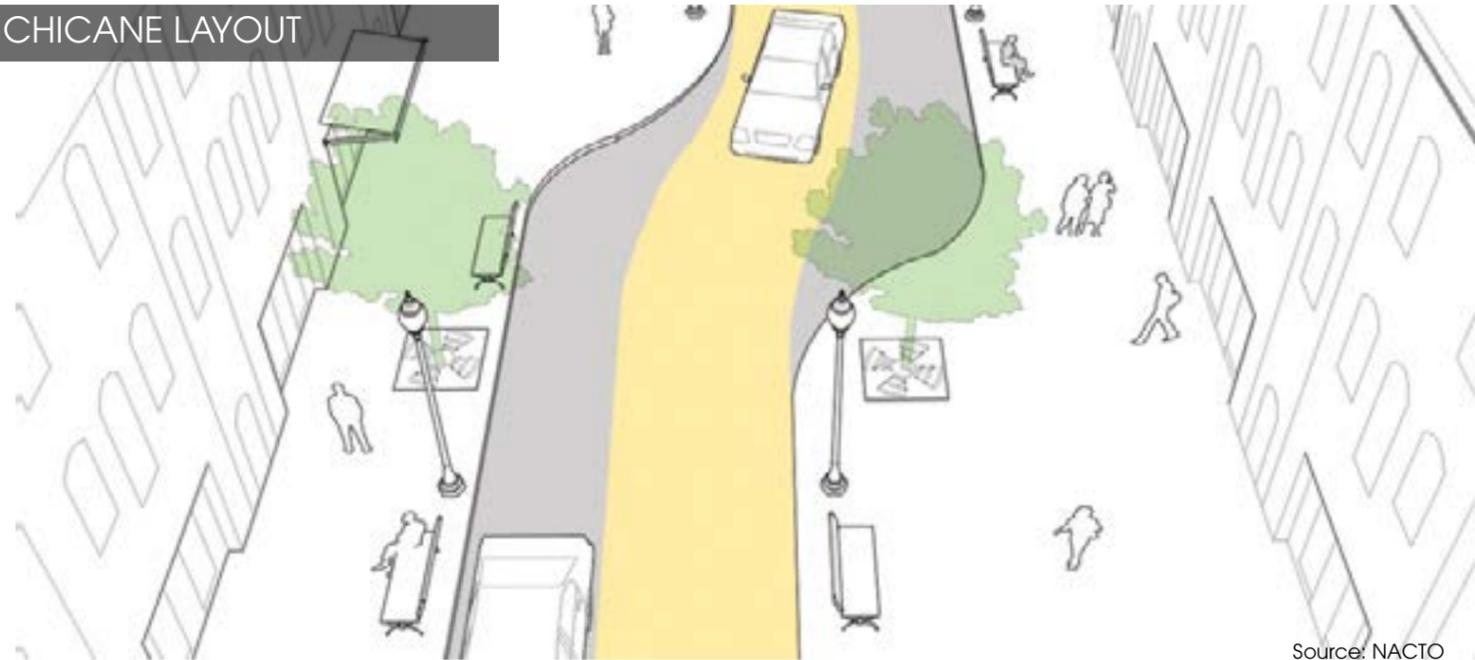
BOSTON MARATHON MEMORIAL, BOSTON, MA



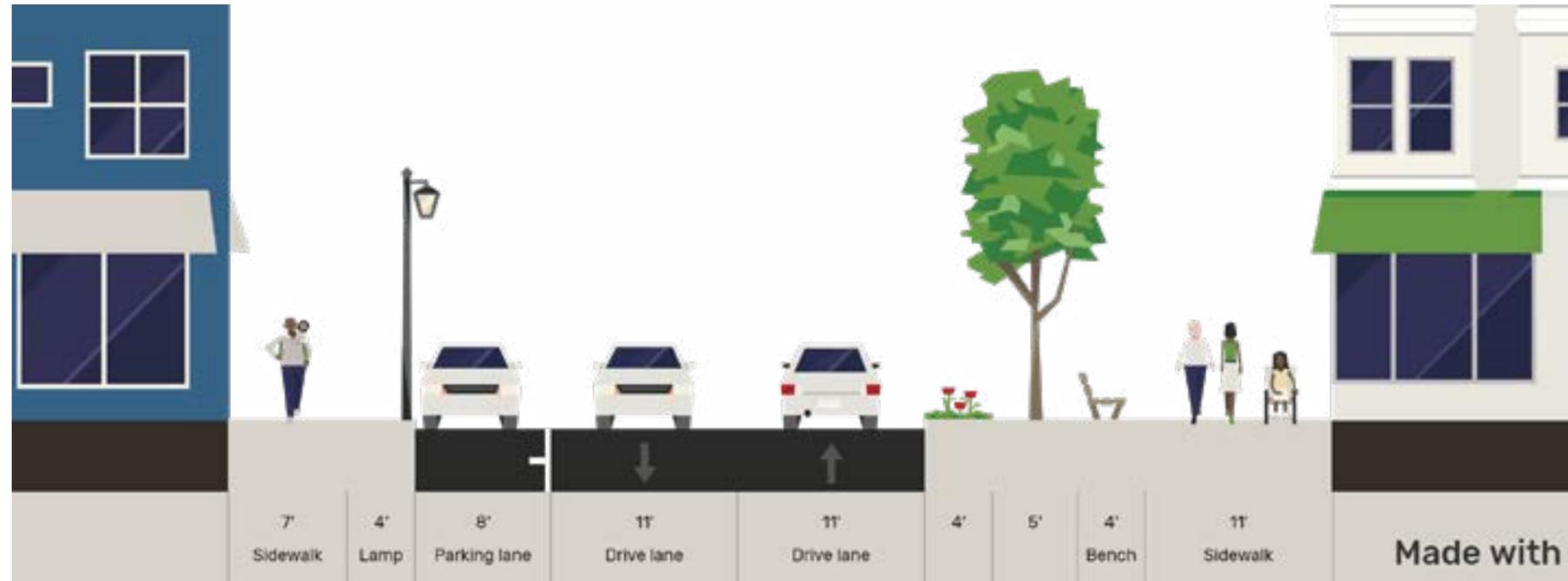
Source: [https://commons.wikimedia.org/wiki/File:Boston\\_Marathon\\_Bombing\\_Memorial\\_on\\_Boylston\\_Street\\_03.jpg](https://commons.wikimedia.org/wiki/File:Boston_Marathon_Bombing_Memorial_on_Boylston_Street_03.jpg)

# MORE SPACE FOR DOWNTOWN CHICANE IN NORTH ATTLEBORO

TYPICAL CHICANE LAYOUT

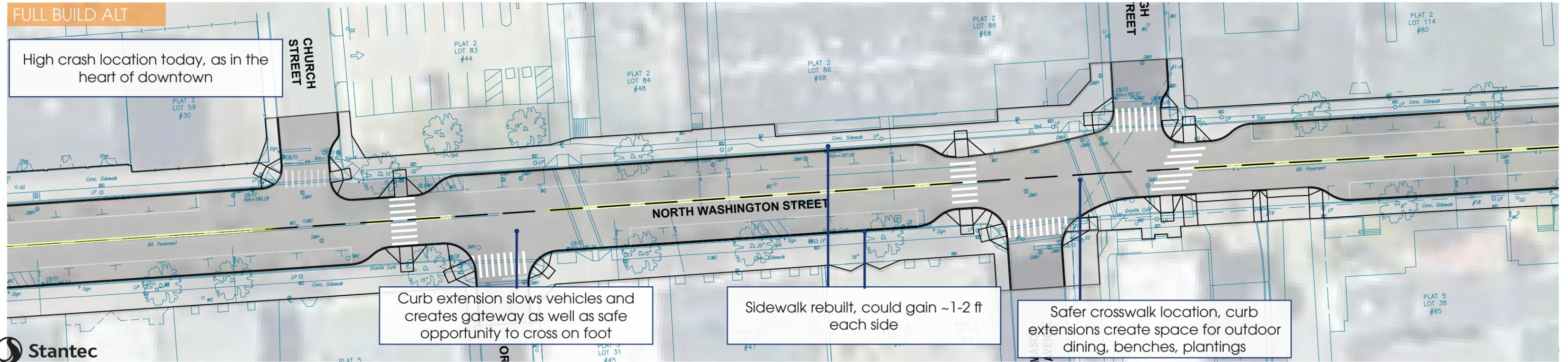
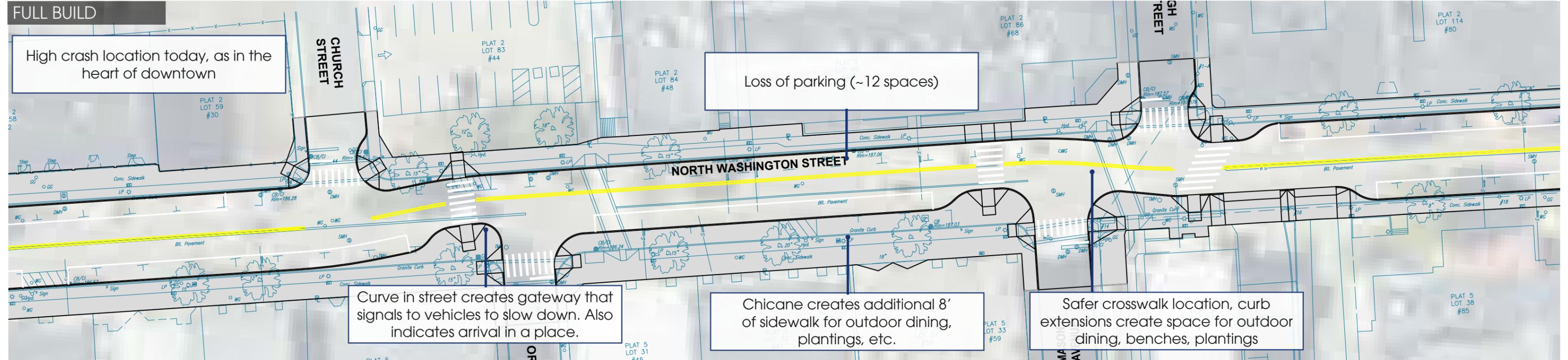


Source: NACTO



# COMMERCIAL CHARACTER AREA

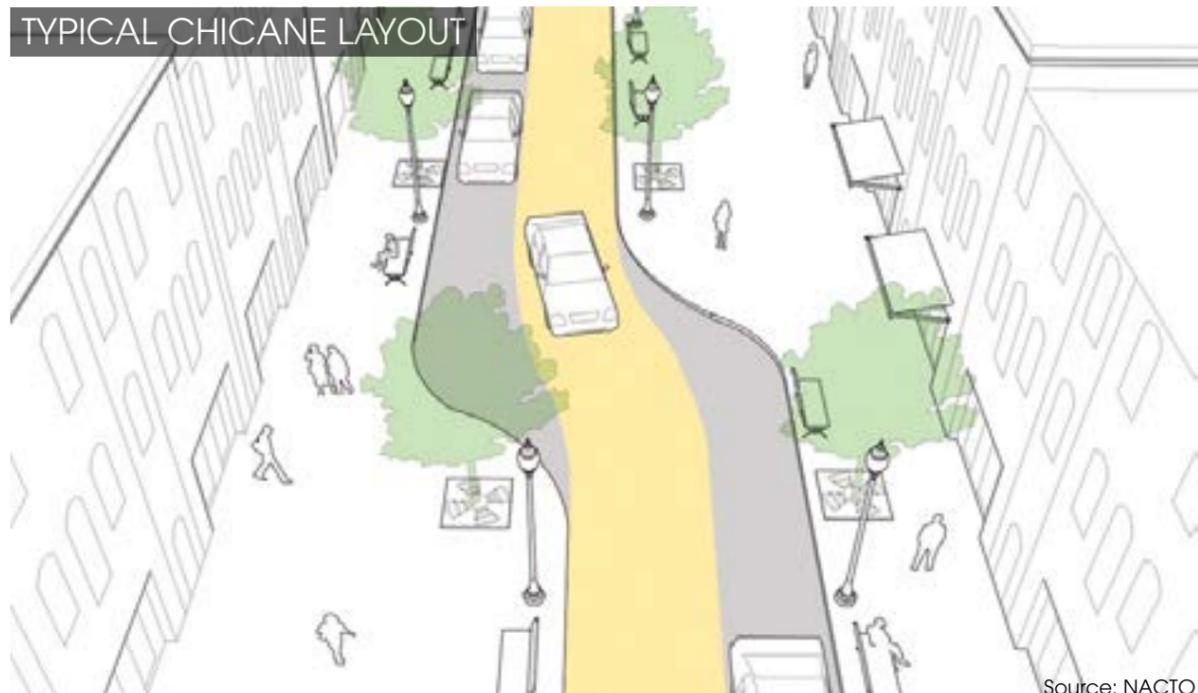
## CHURCH STREET TO HIGH STREET: "FULL BUILD" ALTERNATIVES FOCUS



# MORE SPACE FOR DOWNTOWN CHICANE IN NORTH ATTLEBORO

*Narrowing the roadway to create an S-shaped street to reduce travel speed*

TYPICAL CHICANE LAYOUT



Source: NACTO



*Addresses a high-crash location in the heart of Downtown*



*Replaces 12 parking spaces*

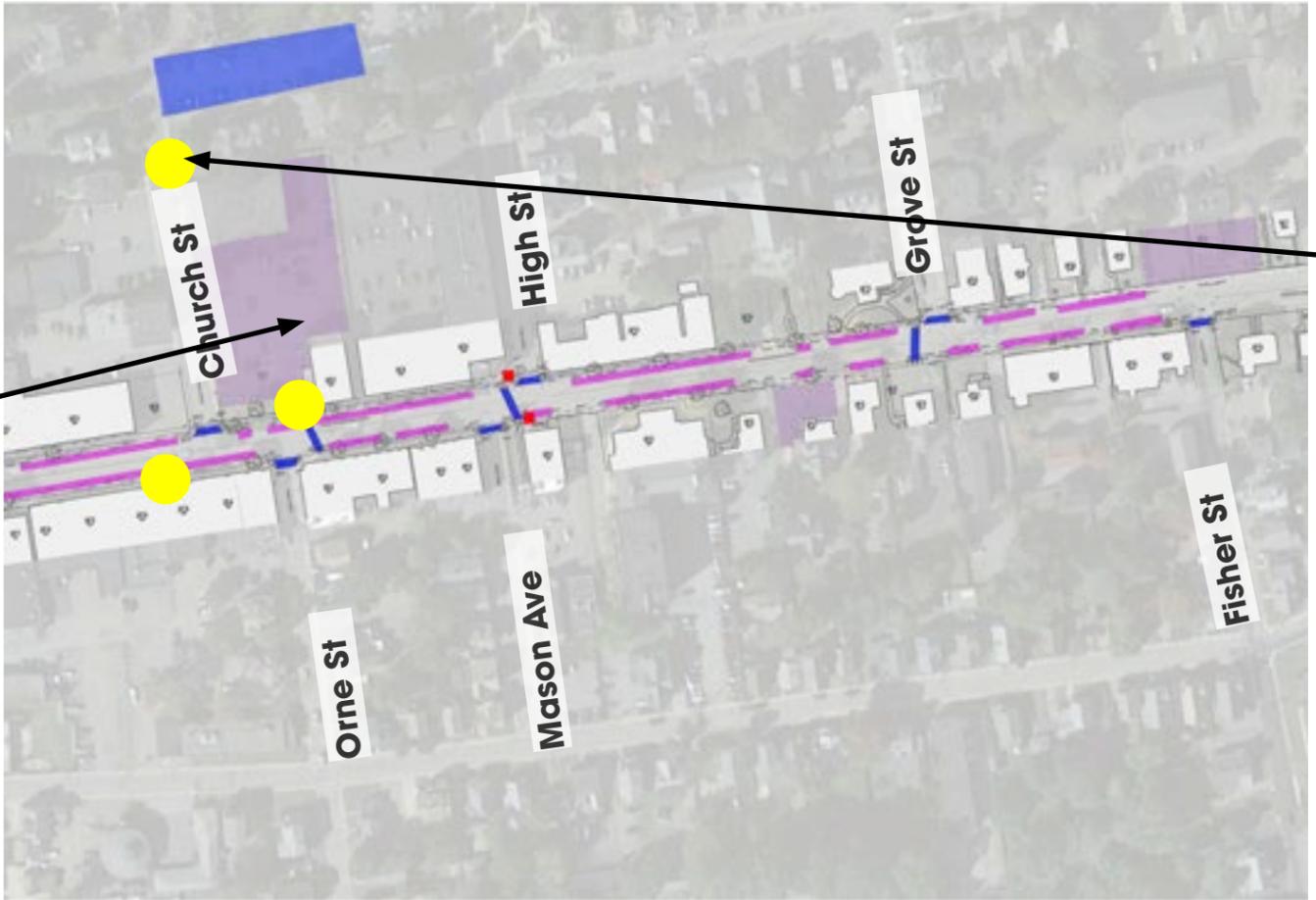
# MORE SPACE FOR DOWNTOWN

## CHICANE IN NORTH ATTLEBORO - OTHER KEY COMPONENTS

*Narrowing the roadway to create an S-shaped street to reduce travel speed*



*Opportunity to share parking with bank*



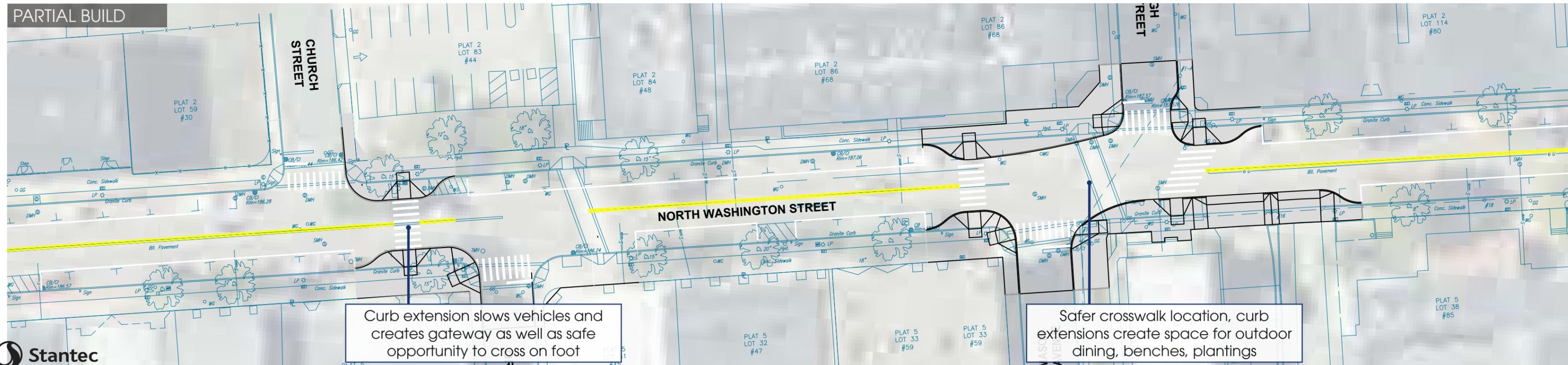
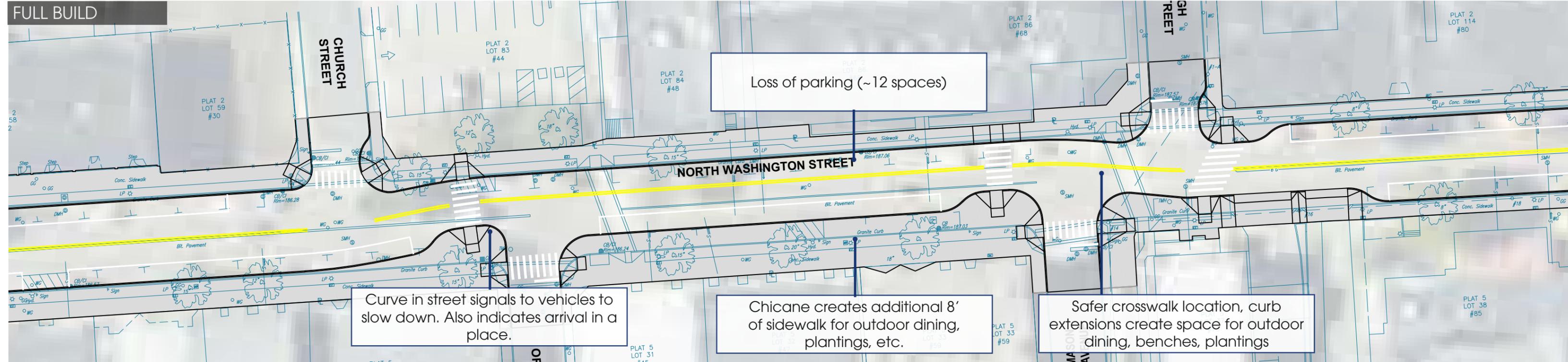
*Include wayfinding to direct people to available parking nearby*



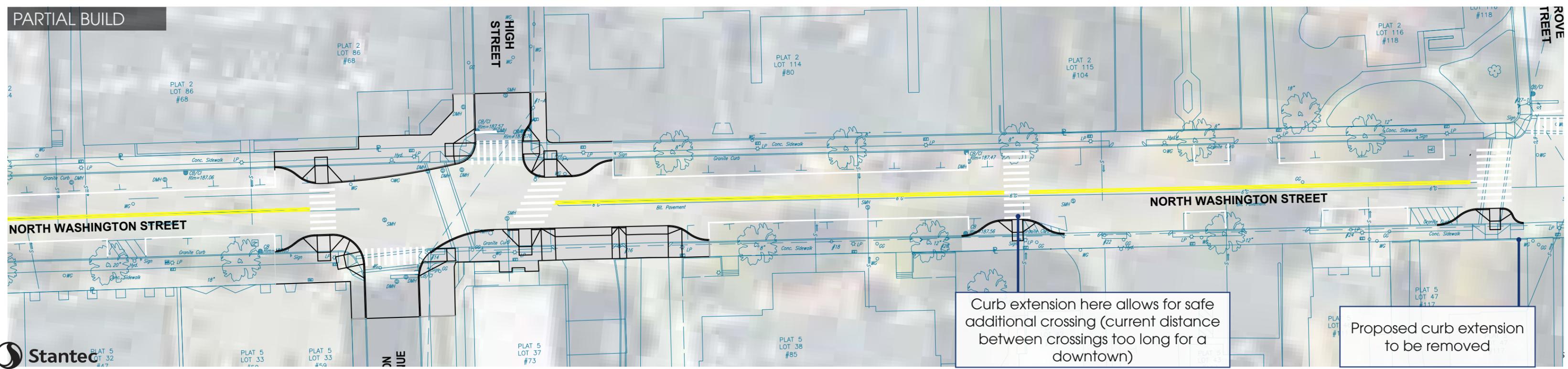
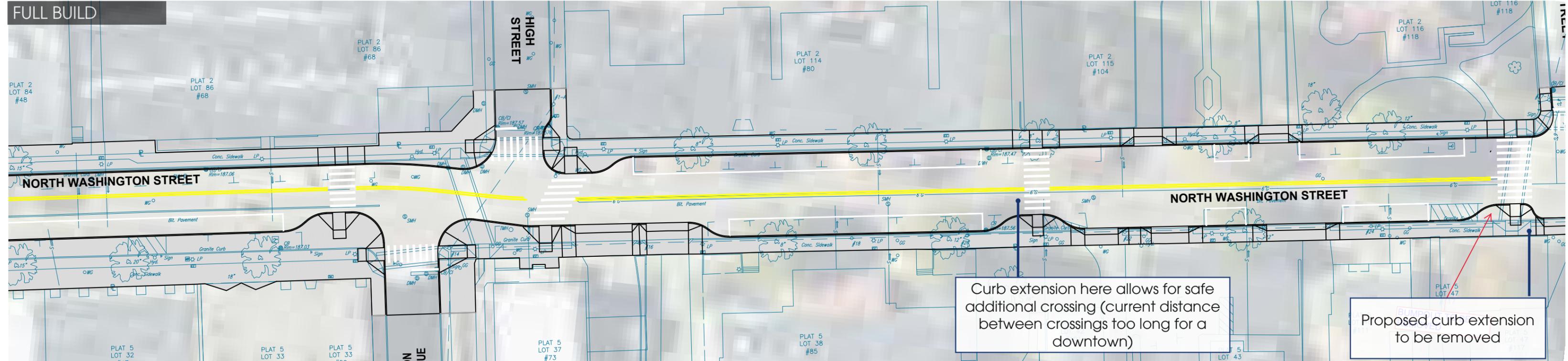
*Real-time availability helps inspire confidence*

# COMMERCIAL CHARACTER AREA

## CHURCH STREET TO HIGH STREET: ALTERNATIVES FOCUS



# COMMERCIAL CHARACTER AREA ORNE STREET TO GROVE STREET



# CHARACTER AREAS DESIGN GOALS

## NEIGHBORHOOD



### DESIGN OBJECTIVES

- Create a gateway for downtown and transitions between the commercial and surrounding neighborhood environments
- Improve Memorial Park pedestrian access and potential for programming in the Town-owned portion of the green space
- Increase tree planting along street to create a welcoming experience and reduce heat effects
- Create a comfortable and safe walking environment
- Improve access to those who do not travel by private vehicles
- Support access to downtown businesses

### STREET FRONTAGE LAND USE

- |  |  |
|--|--|
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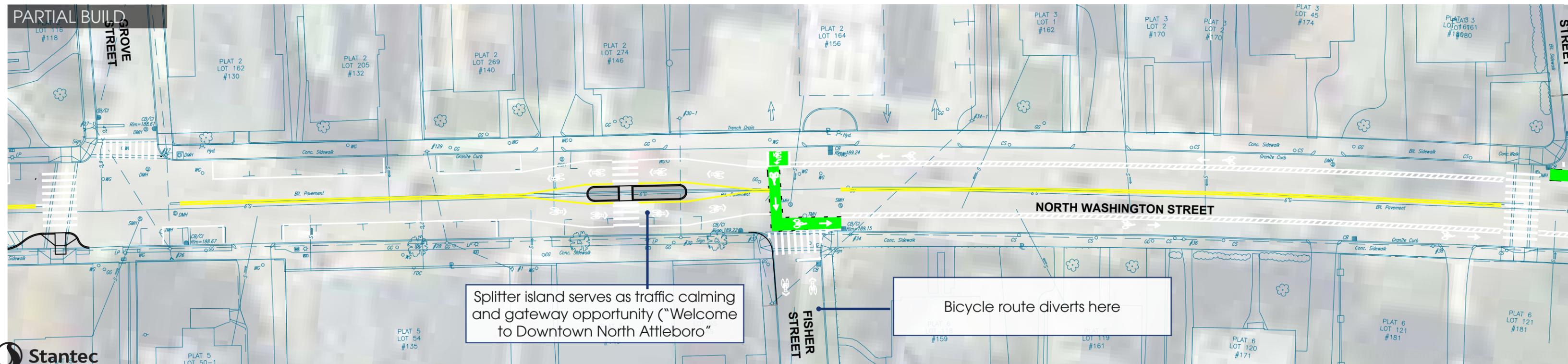
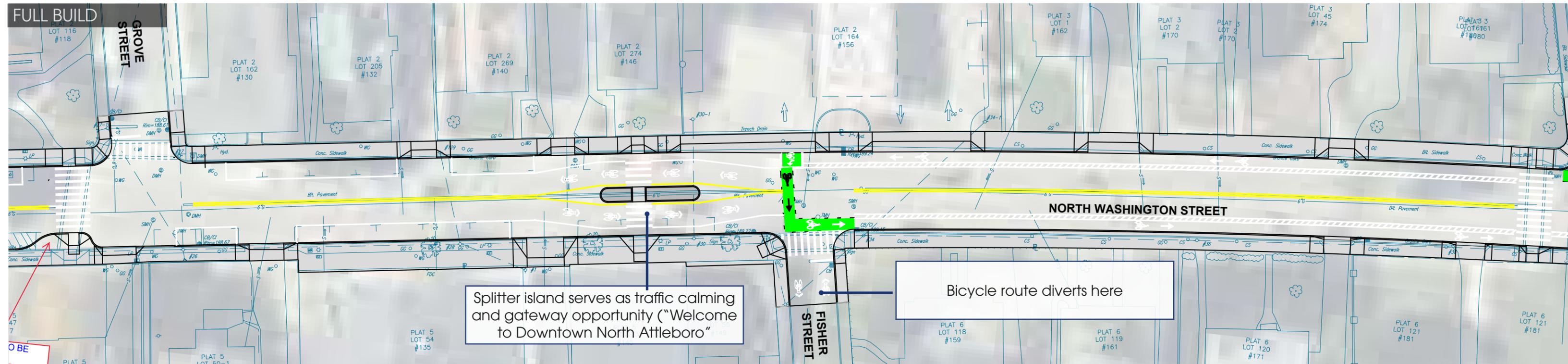
Existing Memorial Park



Existing Residential Properties

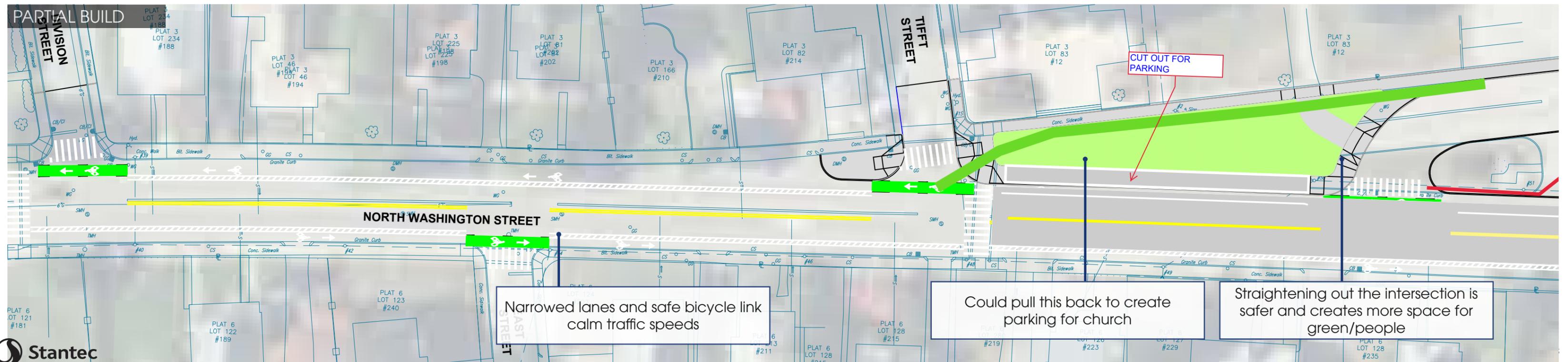
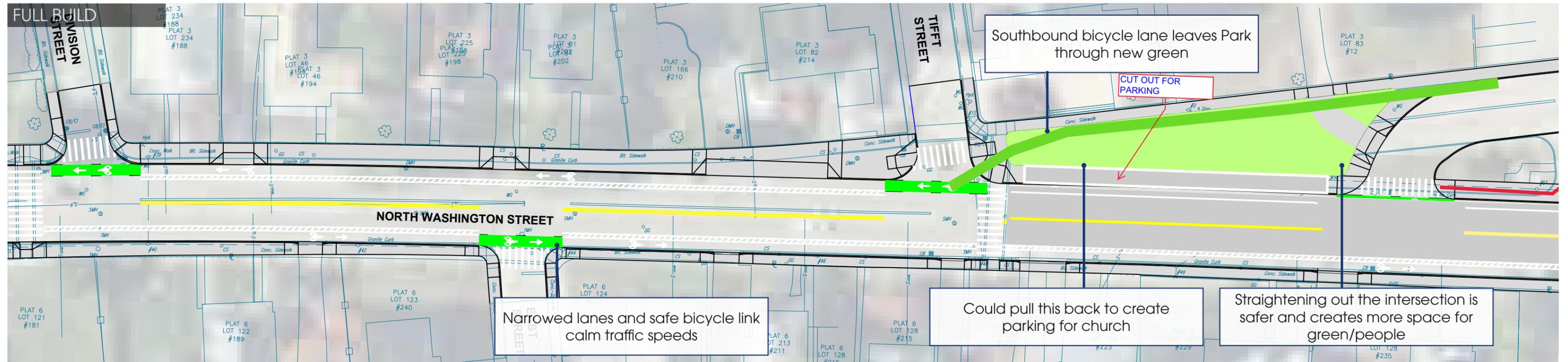
# COMMERCIAL CHARACTER AREA

## GROVE STREET TO DIVISION STREET

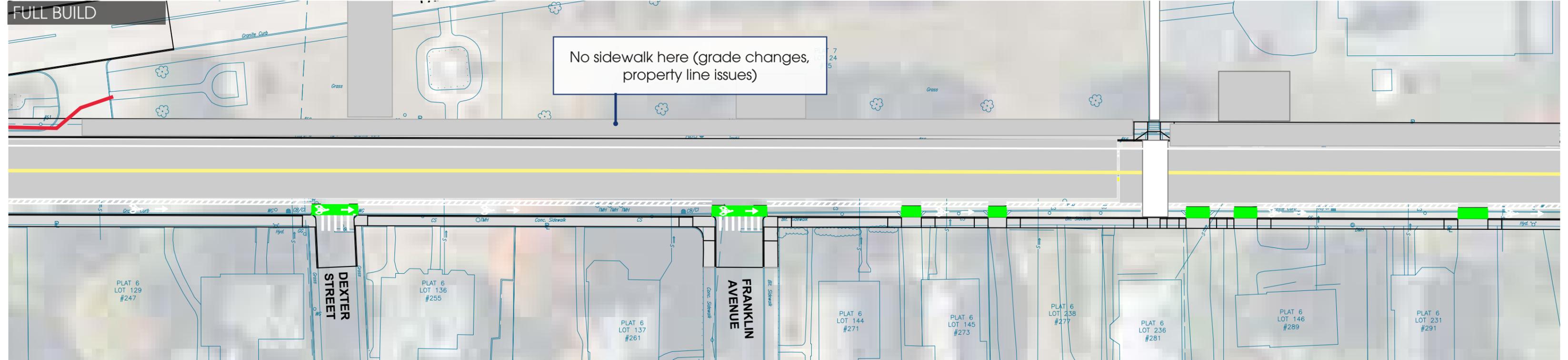


# NEIGHBORHOOD CHARACTER AREA

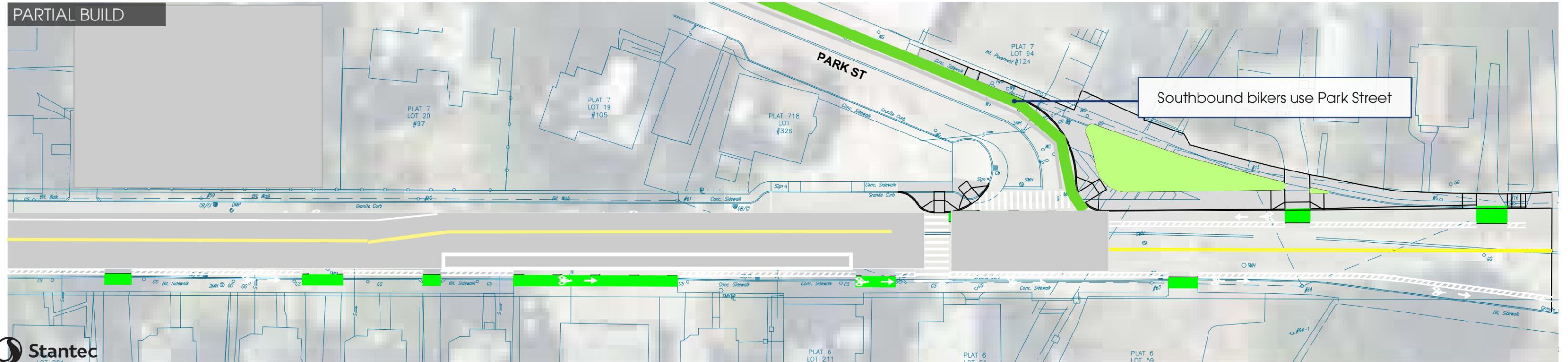
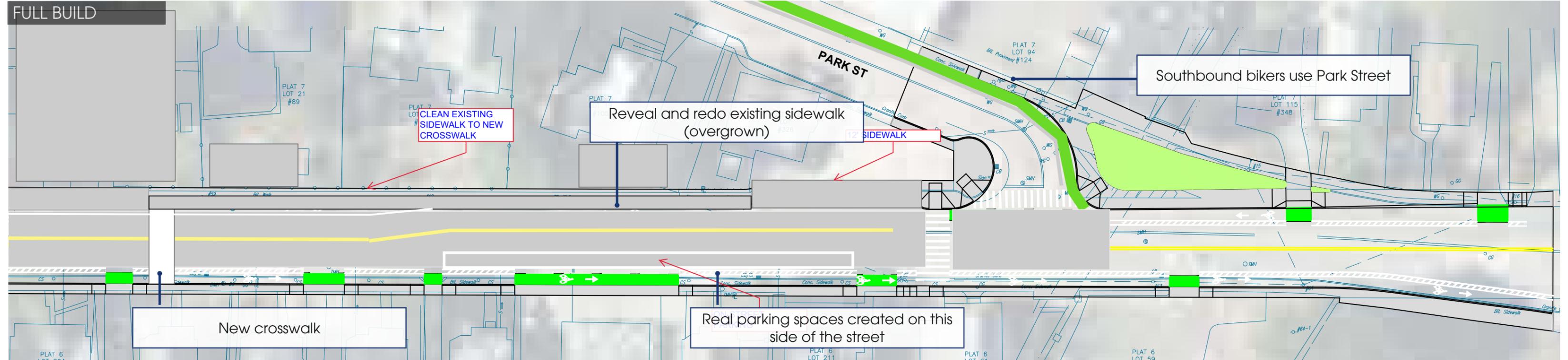
## DIVISION STREET TO PARK STREET (S)



# NEIGHBORHOOD CHARACTER AREA ALONG THE PARK



# NEIGHBORHOOD CHARACTER AREA ALONG THE PARK TO PARK STREET (N)



# PLAN AND NEXT STEPS

FEBRUARY: Stakeholder meeting with Downtown Businesses

## **NEXT STEPS: Team**

- Review feedback
- Prepare for next phase of project

## **NEXT STEPS: Public Meeting: Materiality Discussion**

- Benches, lighting, trees
- Pavers



*Downtown businesses reviewing proposed design*



*"North Attleboro Red" paving*

NORTH ATTLEBORO  
**STREETSCAPE IMPROVEMENTS**  
Join us at the boards! (to the left)