

Watertown Square Plan Kick-off Event

A (more) Walkable Watertown?



Tuesday, October 17, 2023

Contents

1. Goals for Watertown Square
2. Elements of the Plan
3. Project Timeline
4. Study Area
5. Social Media & Public Outreach
6. Next Steps

Goals for Watertown Square

Why are we making a new plan for Watertown Square?

- To create lively public spaces
- To create street design that promotes safe walking and biking
- To ensure that small businesses can thrive
- To promote shared public-private open spaces that are activated and expanded, with more access to the Charles River
- To create expanded housing options
- To explore more opportunities for public art
- To reuse, enhance, or preserve the Square's most significant historic structures
- To make the Square a destination for residents and visitors alike, with attractions for community members to visit and spend time

What we heard during the Comprehensive Plan

- Watertown Square is the defining feature for the community
- Watertown Square needs planning to address streetscapes, multimodal access and circulation, and small business success, to build community by enhancing character and quality of life
- Busy roadways in Watertown Square are barriers for non-auto trips *and* can be assets for businesses by increasing visibility

Elements of the Plan

What we'll be working on

Existing Conditions Analysis

- Synthesis of past plans, including the Comprehensive Plan, Bicycle and Pedestrian Plan, and Resilient Watertown
- Identify travel patterns and desire lines
- Analysis of current small businesses
- Soft sites analysis

Public Engagement

- Stakeholder Engagement: Watertown Business Coalition, Kitchen Table Conversations with the Community Conversations group
- Polis Online Survey
- Design Charrette

Urban Design & Redevelopment Scenarios

- Potential development opportunities
- Public realm recommendations: street reconfiguration/lane diet
- Urban realm design: open space proposal acknowledging subsurface conditions and their impact at grade

Transportation & Parking Plan

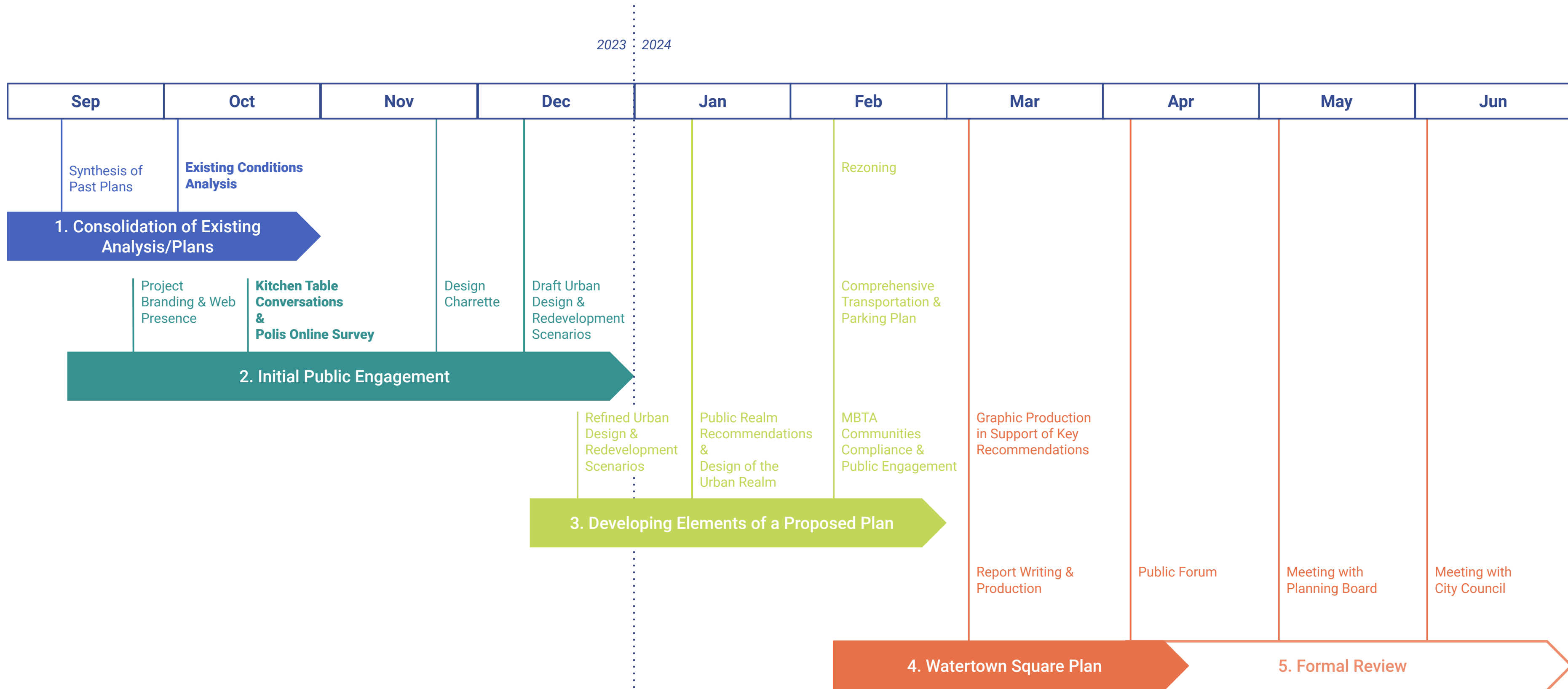
- Detailed conceptual plan for redesigned street right-of-ways
- Implementation timeline
- High-level peer review

Rezoning

- Development of a tiered zoning approach
- MBTA Communities compliance analysis
- Public engagement: Webinar and WCATV

Watertown Square Plan Timeline

Roadmap to a complete plan



Study Area



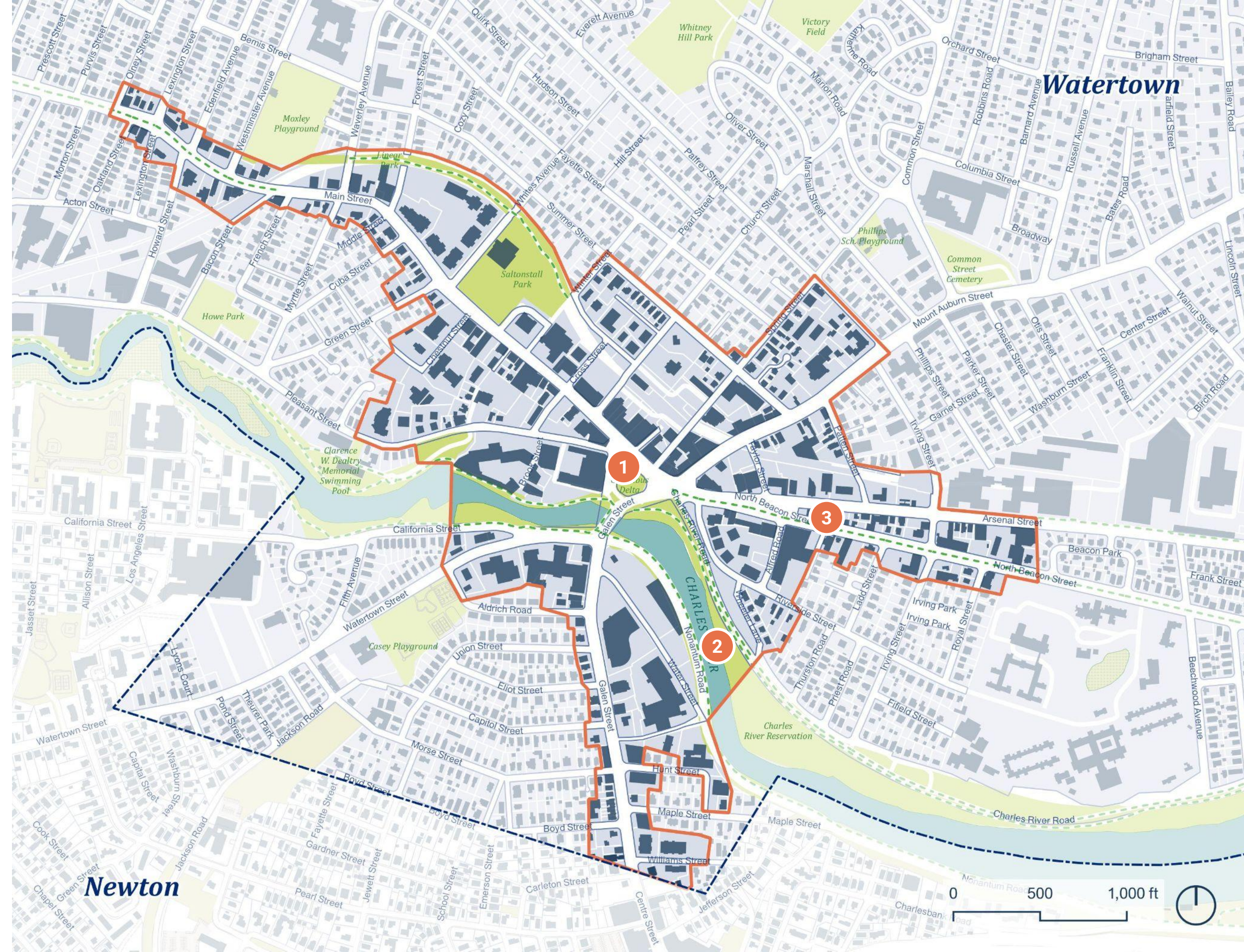
1. View looking toward the Watertown Square intersection



2. View of the Charles River from the Greenway path



3. View of the auto-dominated stretch of Arsenal Street



Social Media

Follow along for updates!

Subscribe to the email list on: watertownsquareimprovements.com

The City of Watertown has embarked on an ambitious plan for Watertown Square that will look at all physical and human-centered aspects of the study area, with a special emphasis on the configuration and design characteristics of the public realm - including streets, sidewalks, and open spaces - and the buildings that define and activate it.

The plan is intended to create the framework for a Watertown Square with lively public spaces, street designs that promote walking and biking, thriving businesses, shared public-private open spaces that are activated and

Follow the City's Instagram account

Join us for the public launch of the Watertown Square Area Plan on Tuesday, October 17, 2023 from 6:00 - 8:00 PM at 64 Pleasant Street or via live stream on vodwcatv.org or on local cable. There is ample parking in front of the building (former Sasaki building) or in the adjacent DCR pool parking lot to the west of the building off of Pleasant Street. There will be a Welcome Reception from 5:00 to 6:00 PM that will include live entertainment and light bites from local Watertown Square restaurants! [Image description: video of traffic in Watertown Square.]



watertownmagov [Follow](#) [Message](#) [...](#)

2,172 posts 2,286 followers 68 following

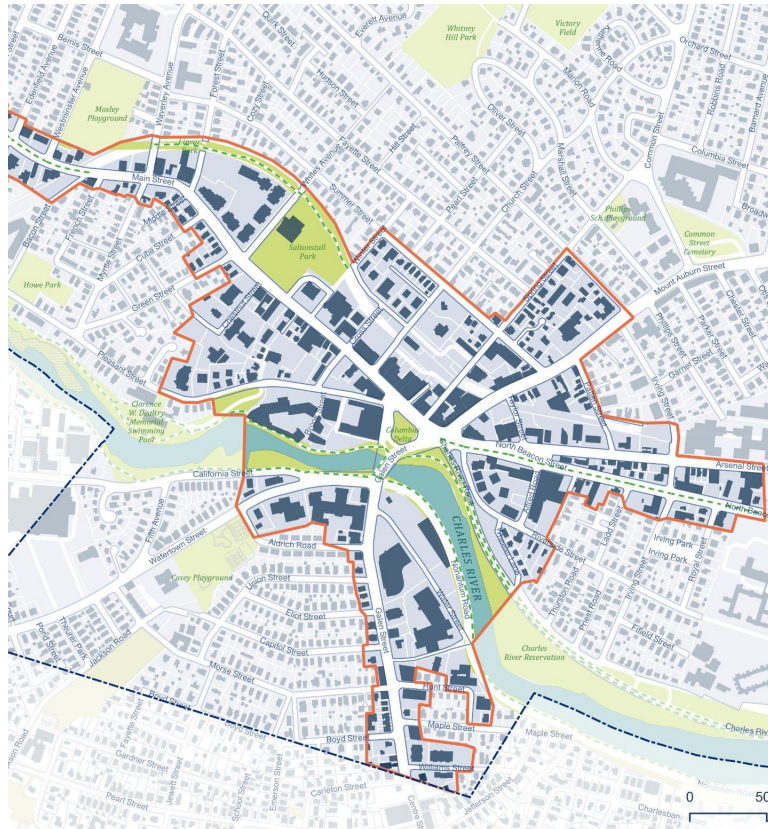
City of Watertown, MA

39,566,507

Government organization
Official government account for the City of Watertown, MA @veethegoosedog
www.watertown-ma.gov

Next Steps

Ongoing Analysis & Upcoming Public Outreach



Existing Conditions Analysis

Ongoing

Utile, Stantec, and Landwise are continuing the existing conditions analysis and will present initial findings on the first night of the Design Charrette.

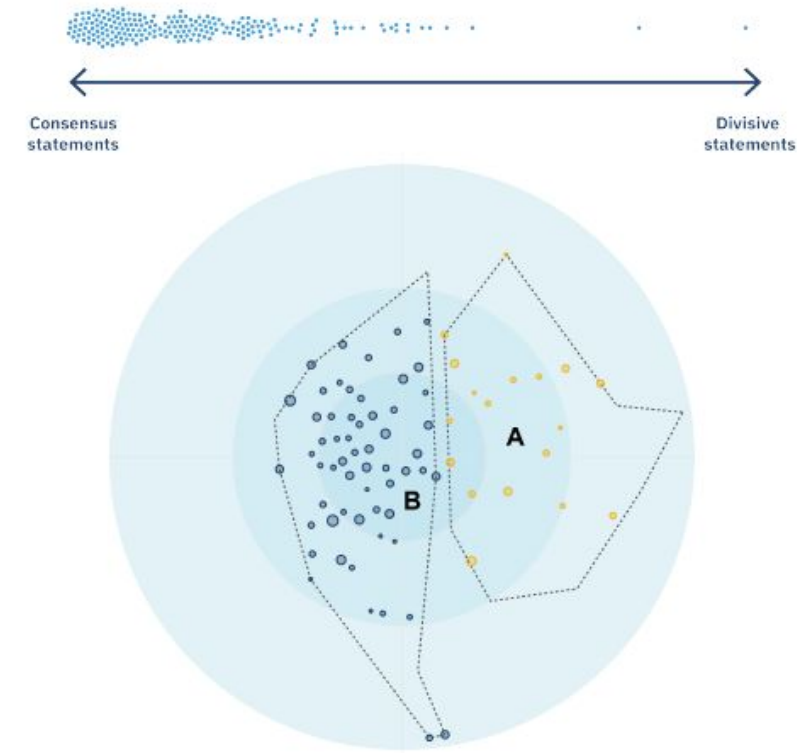
Watertown Community Conversations



Kitchen Table Conversations

October 23 - November 16

Watertown Community Conversations will begin to hold Kitchen Table Conversations to engage the community in what you like about Watertown Square and what you'd like to see change.



Polis Online Survey

October 23 - November 16

The Polis online survey will be launched concurrent with the KTC to engage a broader swath of the community for feedback on Watertown Square and what should be implemented in the future.



Design Charrette

November 28 - 30

The Design Charrette will take place over three days and will involve an interactive exercise between the consultant team and the public to imagine alternative urban design scenarios for Watertown Square.