

Building Back Better Together: A Placemaking Roadmap



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Patronicity



Where We've Been?

- Important to look back before moving forward
- Not just WHAT worked but WHY & HOW

We Creatively Reused Space



Moved Quickly



Built on Momentum



We Embraced Winter






What We Learned?

- Pilot is the process
 - For some things, a long pre-planning process isn't always the best answer.
- "Pinprick" interventions
 - Can have a dramatic impact
- Iterative & Tactical
- Be open to "new ideas"

Why This Should Continue





“What attracts people most,
it would appear,
is other people.”
-William H. Whyte



Where We're Heading

Continue to be flexible, iterate, learn, iterate again.

- The pandemic only exacerbated pre-existing issues.
- A successful recovery requires us to adapt just as rapidly as we have over the past few years.



Summer on Strong “was very beloved last year and the city is “being proactive” to find other opportunities to have a “fun, robust time, where people can come downtown and be outside and feel safe.”
- Mayor Sciarra

In a post-COVID world, there's a craving for outdoor dining to stay on the menu

By [John Hilliard](#) Globe Staff, Updated June 11, 2021, 8:56 a.m.



Customers ate at sidewalk tables outside Baramor restaurant in Newton Centre last month. JESSICA RINALDI/GLOBE STAFF

“Greater Boston voters support changes on streets in their community, ***even if it means less space for cars.***”

Boston-area voters support shifting space on streets from cars to bikes, pedestrians

% who strongly or somewhat support each policy

| | Strongly support | Somewhat support | Total support |
|--|------------------|------------------|---------------|
| More public seating like benches | 43% | 40% | 83% |
| More space for outdoor dining | 43% | 36% | 79% |
| Bike lanes that are separated from cars | 41% | 34% | 75% |
| Adding more parking for bikes | 33% | 39% | 72% |
| Wider sidewalks | 35% | 36% | 71% |
| More spaces for public art | 35% | 34% | 69% |
| Adding stations for bikeshare bikes | 28% | 41% | 69% |
| Giving buses their own lanes to speed up bus trips | 37% | 30% | 67% |
| Closing some streets to car traffic and letting walkers and bikers use the entire street | 31% | 28% | 59% |



Q: During the pandemic, many cities and towns in Massachusetts made changes to their streets to create more space for walking, biking, and outdoor dining. In some cases, making these changes meant removing some space for driving or parking. How much would you support or oppose making each of these changes in your community as the state reopens from COVID-19, even if it means less space for cars?





Grand Opening

June 28th 5:00 pm

Musi

THE
CORNER
POOT

Embrace Change

FOR COMMERCE

- Creating Experiences
- Drawing centers of gravity back to main street and downtown.
- Encouraging “stopping and staying.”

FOR COMMUNITY

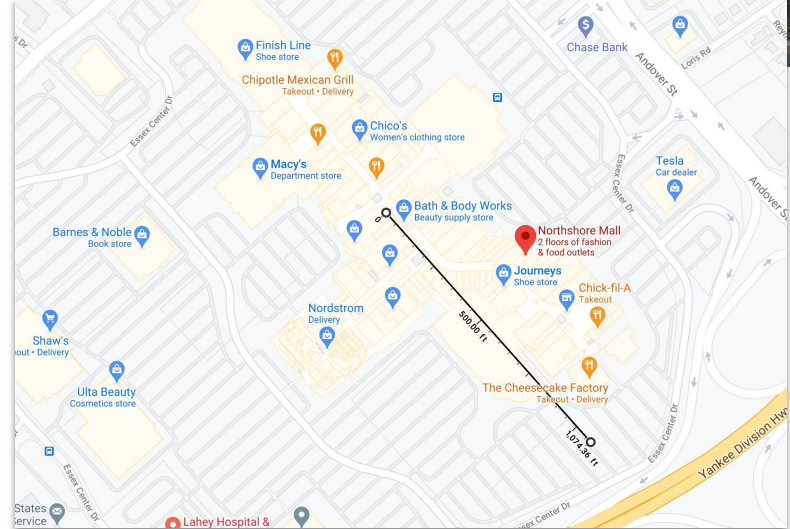
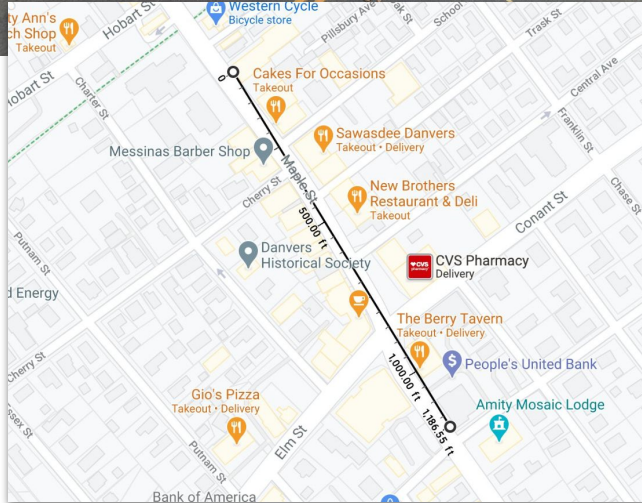
- New “third spaces” build stronger community connections.
- Equal and fair access to public places, and equity in how community members can be heard and contribute

Changing Mentalities

Boston, Massachusetts



Parking Perception Problem



Long Term Strategies

- *"What do we want to be when we grow up?"*
- Housing Choice & MBTA zoning changes are **OPPORTUNITY** to holitiscally rethink your future community, beyond JUST housing

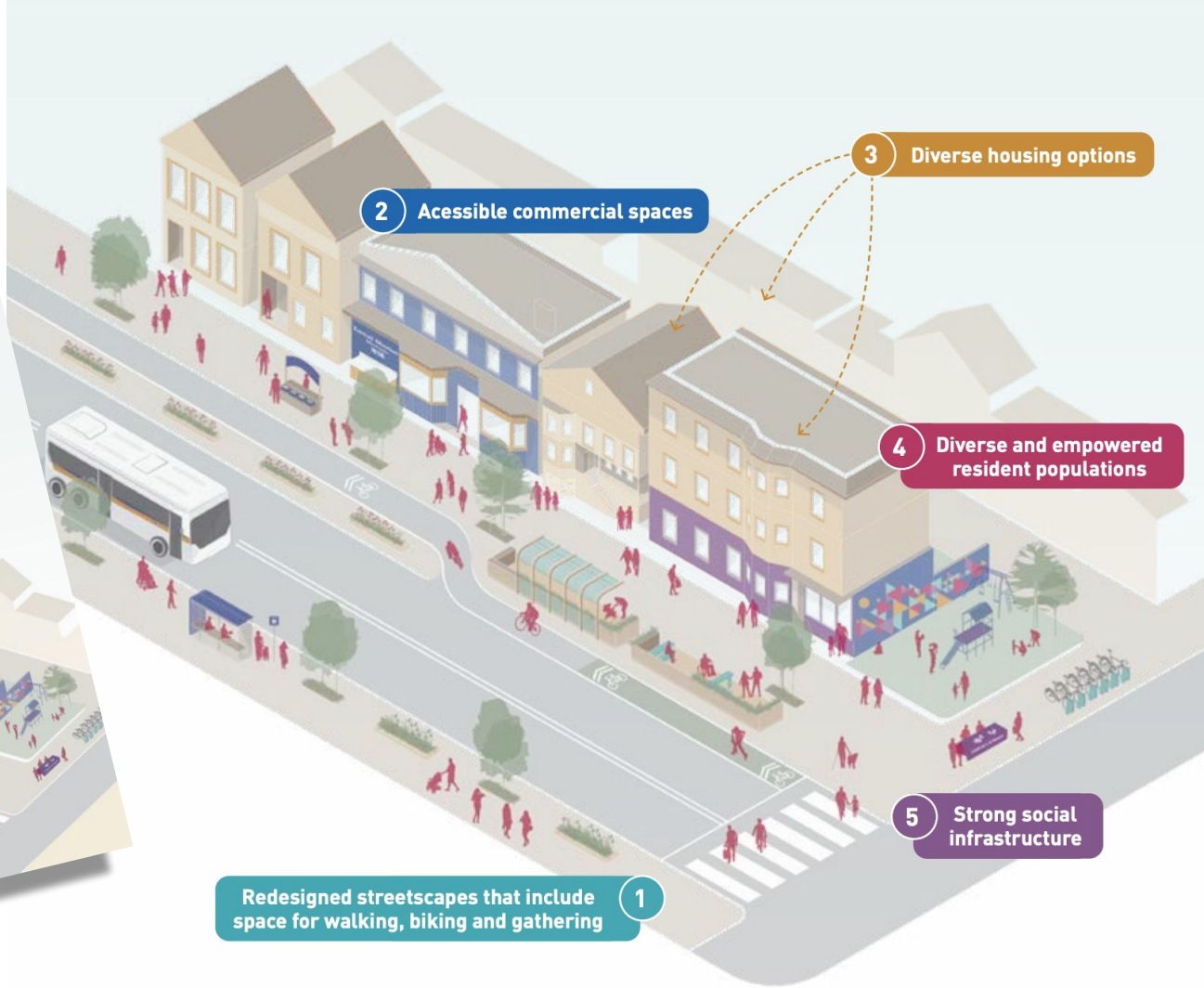
15-MINUTE NEIGHBORHOODS

REPAIRING REGIONAL HARMS AND BUILDING
VIBRANT NEIGHBORHOODS FOR ALL

September 2021



The Boston
Foundation
IBI
BOSTON INDICATORS
MEASURING WHAT WE VALUE



2 Accessible commercial spaces

3 Diverse housing options

4 Diverse and empowered resident populations

5 Strong social infrastructure

1 Redesigned streetscapes that include space for walking, biking and gathering

PLACEMAKING

*5 Steps to Building More
Vibrant Communities*





Iterative Approach

“A startup mentality”

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Want to learn more about Patronicity?
Check us out at www.Patronicity.com

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