

ASHLAND DOWNTOWN REVITALIZATION

MASTER PLAN OVERVIEW

Ashland's downtown should be the destination for the area's people and businesses. This master plan seeks to invigorate the downtown area by addressing how residents, visitors, and business owners occupy and interact within the town.

INTERSECTIONS

MAIN & PLEASANT

MAIN & FRONT

MAIN & HOMER

Focus on three main intersections within downtown Ashland will improve walkability, calm traffic speeds, and improve the area's overall look and feel

PARKING

Re-organizing existing space layouts and locations while incorporating possibilities for new parking locations will help organize vehicular access throughout downtown Ashland.



TRAFFIC CALMING

Adjusting the streetscape will help make downtown a safer and more walkable place. In turn this will make it easier for users to enjoy visiting downtown Ashland.

WAYFINDING

In addition to streetscape adjustments, a new system of wayfinding and signage will give Ashland an updated identity and improve access throughout the area

BUSINESSES

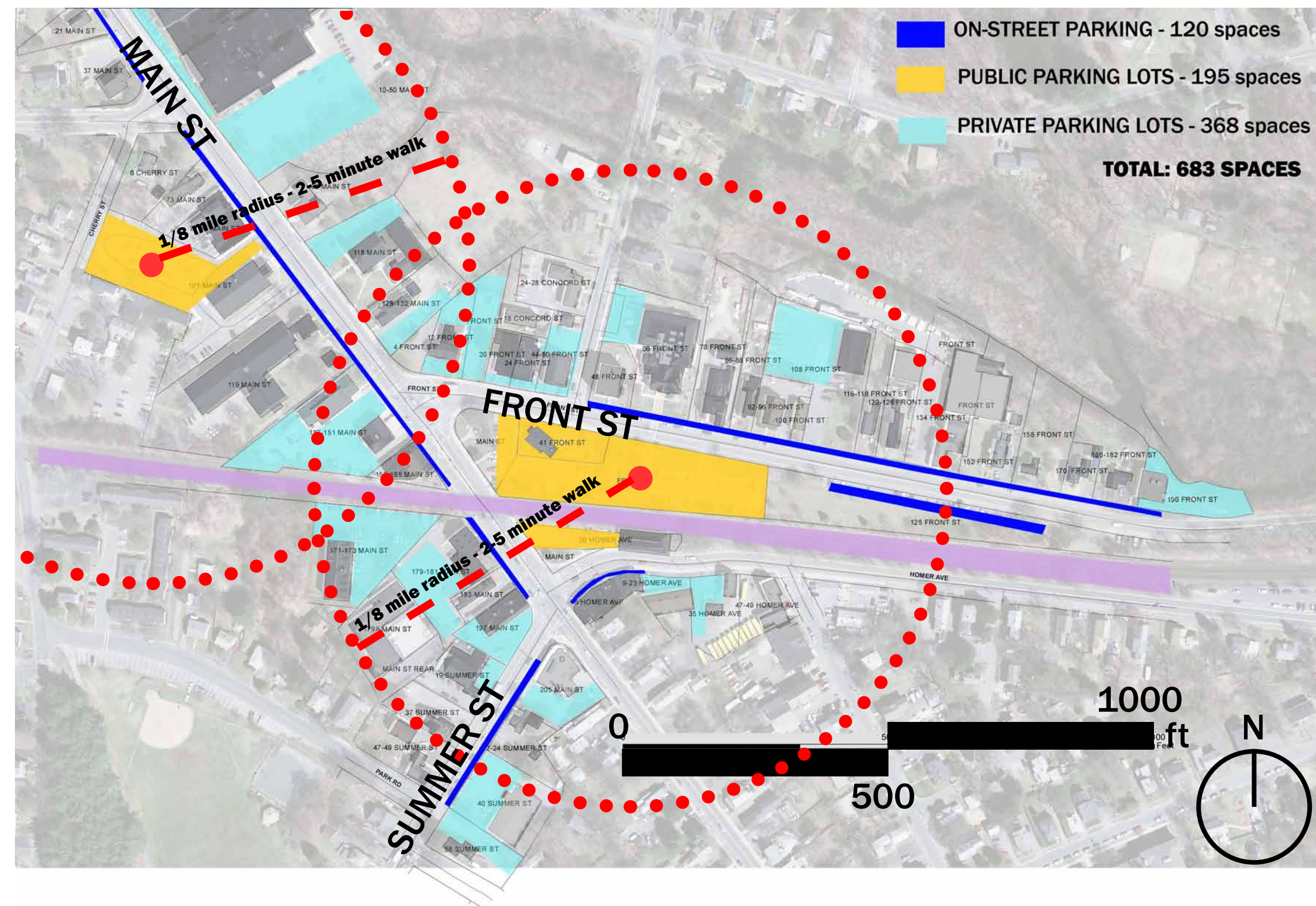
Supporting new business development will be key to Ashland's future. Providing opportunities for businesses to interact and work together will make downtown a more business- and user-friendly area.

TOWN GREEN

A centrally located town green will be a distinctive, flexible space that can accommodate many different uses and celebrate the railroad that runs through downtown.

PARKING

CURRENT PARKING INVENTORY



- Public lots
- Private lots

PARKING ANALYSIS

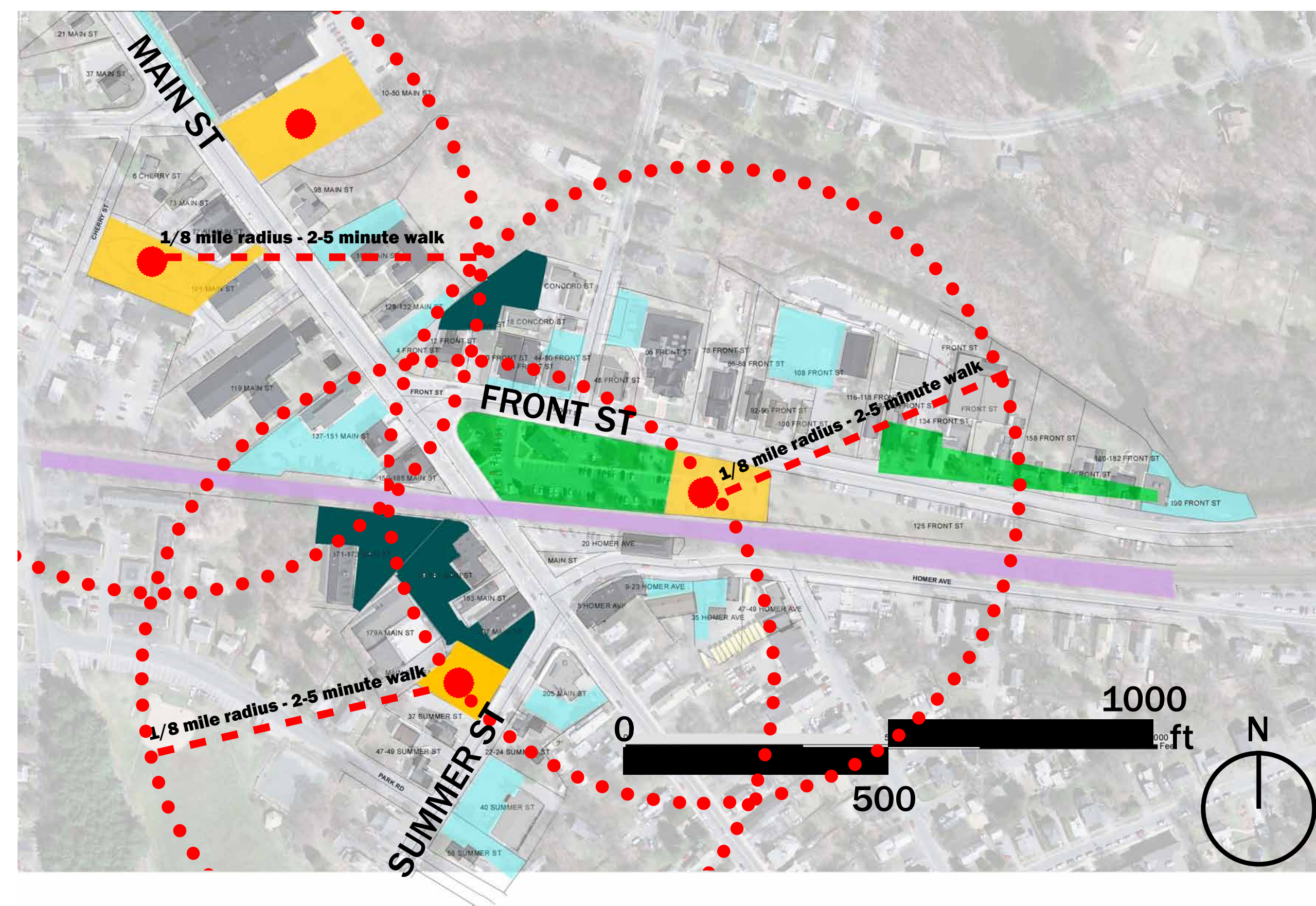
OFF STREET PUBLIC	
Town Lot - Front St	116
Homer Ave public lot	15
Sunnyside Café	22
Library	8
Bank	21
Town Hall	70
TOTAL	252
AVERAGE USAGE	47.3%

OFF STREET PUBLIC	
Town Lot - Front St	40
19 Summer Street & Stone's	65
Mill Bldg Garage	150
Homer Ave public lot	15
Sunnyside Café	22
Library	8
Bank	21
Town Hall	70
TOTAL	391
SPACES GAINED	139

OFF STREET PRIVATE	
Church	10
Mill Building Front	30
Mill Building Rear	0
Stone's Public House	50
Professional Ctr	51
Lentros	50
Police/Fire	41
Liquor Store	18
TOTAL	250
AVERAGE USAGE	47.3%

OFF STREET PRIVATE	
Church	10
Mill Building Front	30
Professional Ctr	51
Police/Fire	41
Liquor Store	18
TOTAL	150
SPACES LOST	100

RE-ORGANIZED PARKING INVENTORY



- Re-organized shared lots
- Town Green space
- Public lots
- Private lots

ON STREET	
Front St - North side	21
Front St - South side	47
190 Front St	10
across from 190 Front	15
Homer Ave - South side	4
Main st - across from Mill	8
Main St - Pleasant to Front	21
Main St - Front to Summer	8
Summer St	13
TOTAL	147
AVERAGE USAGE	50.4%

ON STREET	
Front Street - North side	21
Front Street - South Side	47
190 Front Street	10
across from 190 Front	15
Homer Ave - South Side	15
Main St - across from mill	8
Main Street - Pleasant to Front	10
Main Street - Front to Summer	8
Summer Street	13
TOTAL	147
SPACES LOST	0

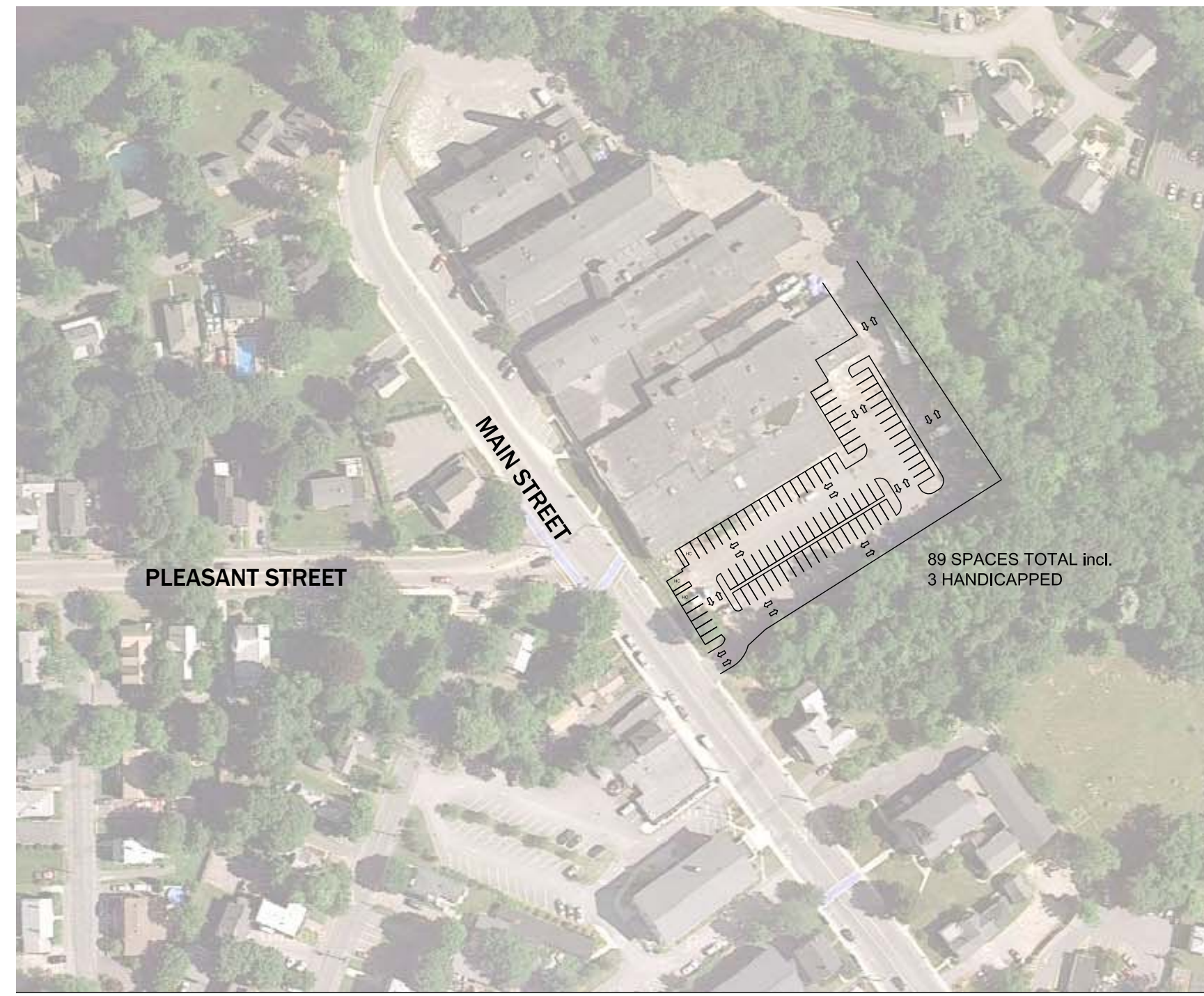
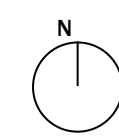
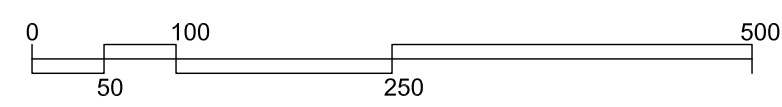
FINAL PARKING COUNT		
	Existing	Proposed
Off Street Public	252	391
Off Street Private	250	150
On Street	147	147
TOTALS	649	688
NET PARKING GAIN	39 SPACES	

NEW PUBLIC LOT LAYOUTS

MILL BUILDING GARAGE



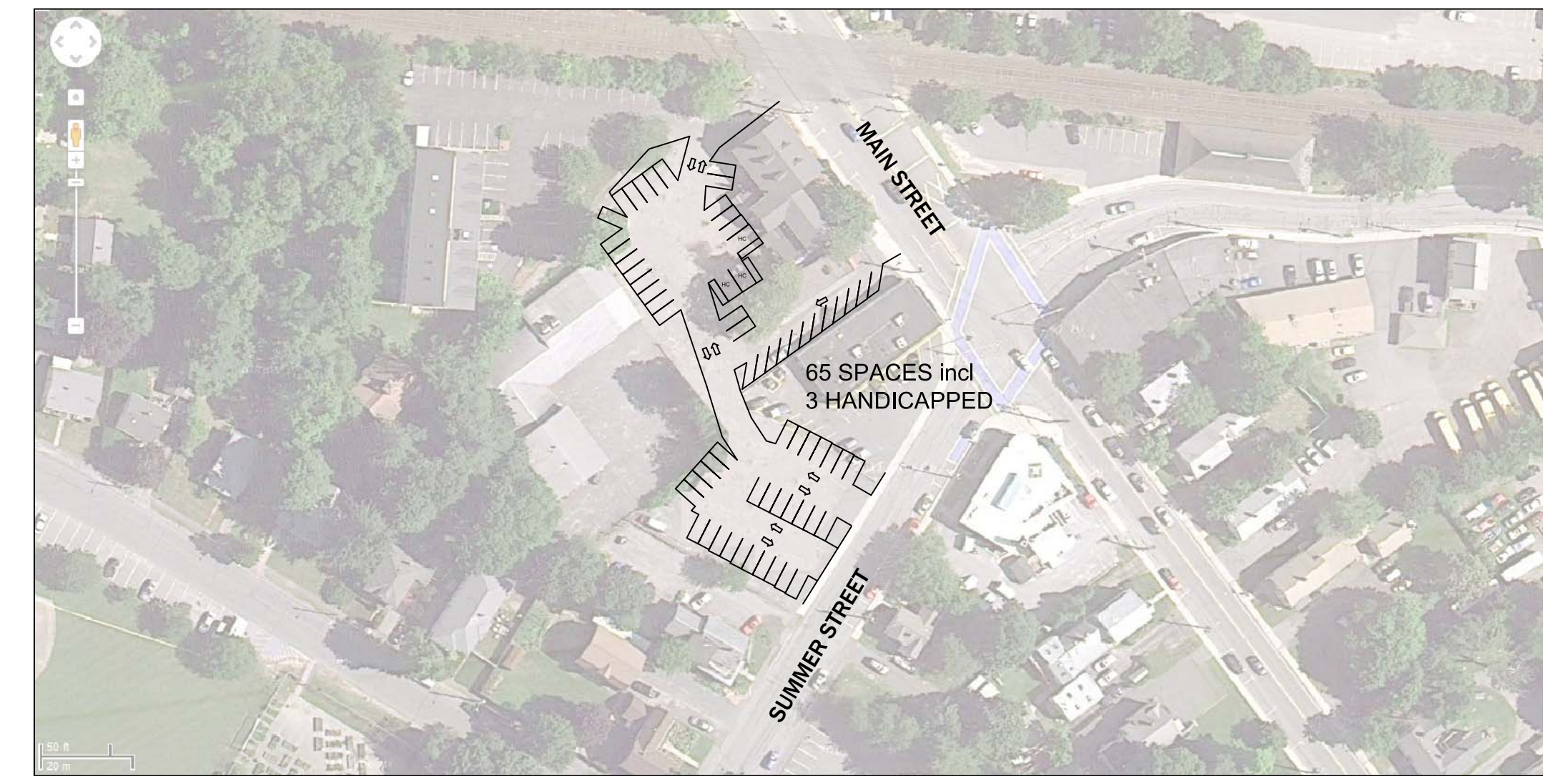
MILL BUILDING - GARAGE OPTION



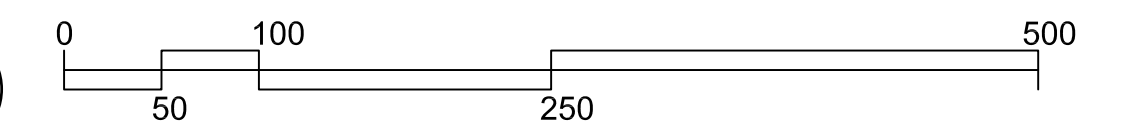
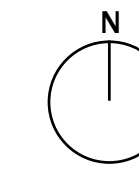
MILL BUILDING - GROUND LEVEL OPTION



19 SUMMER STREET



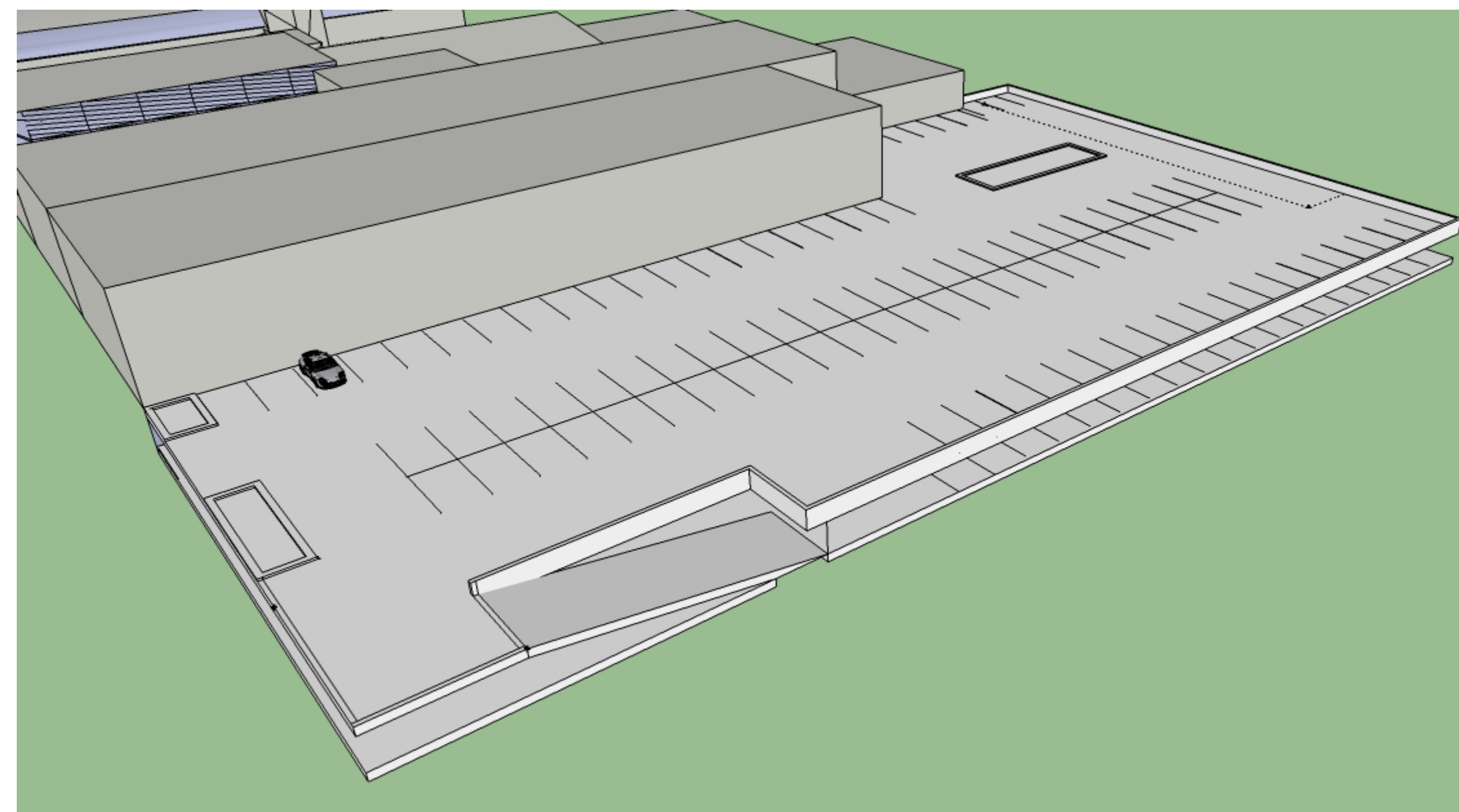
SUMMER & MAIN ST REORGANIZATION



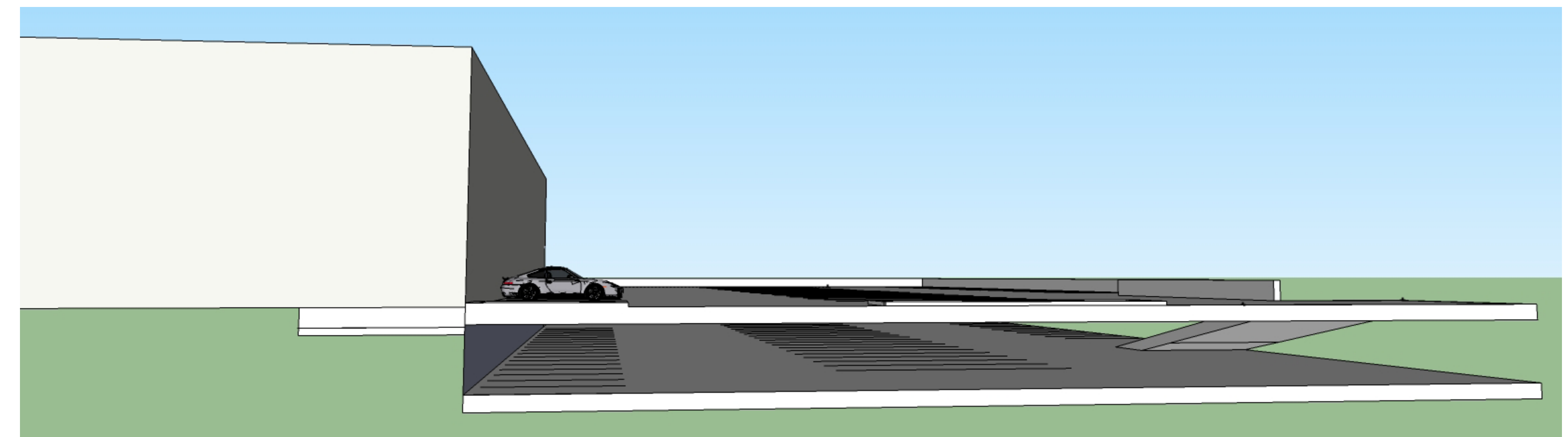
Mill Building Garage views

Majority of downtown businesses can be reached within a 5 minute walk from any parking space

Redistribution of some parking areas designated for public use can open space within downtown Ashland for a town green



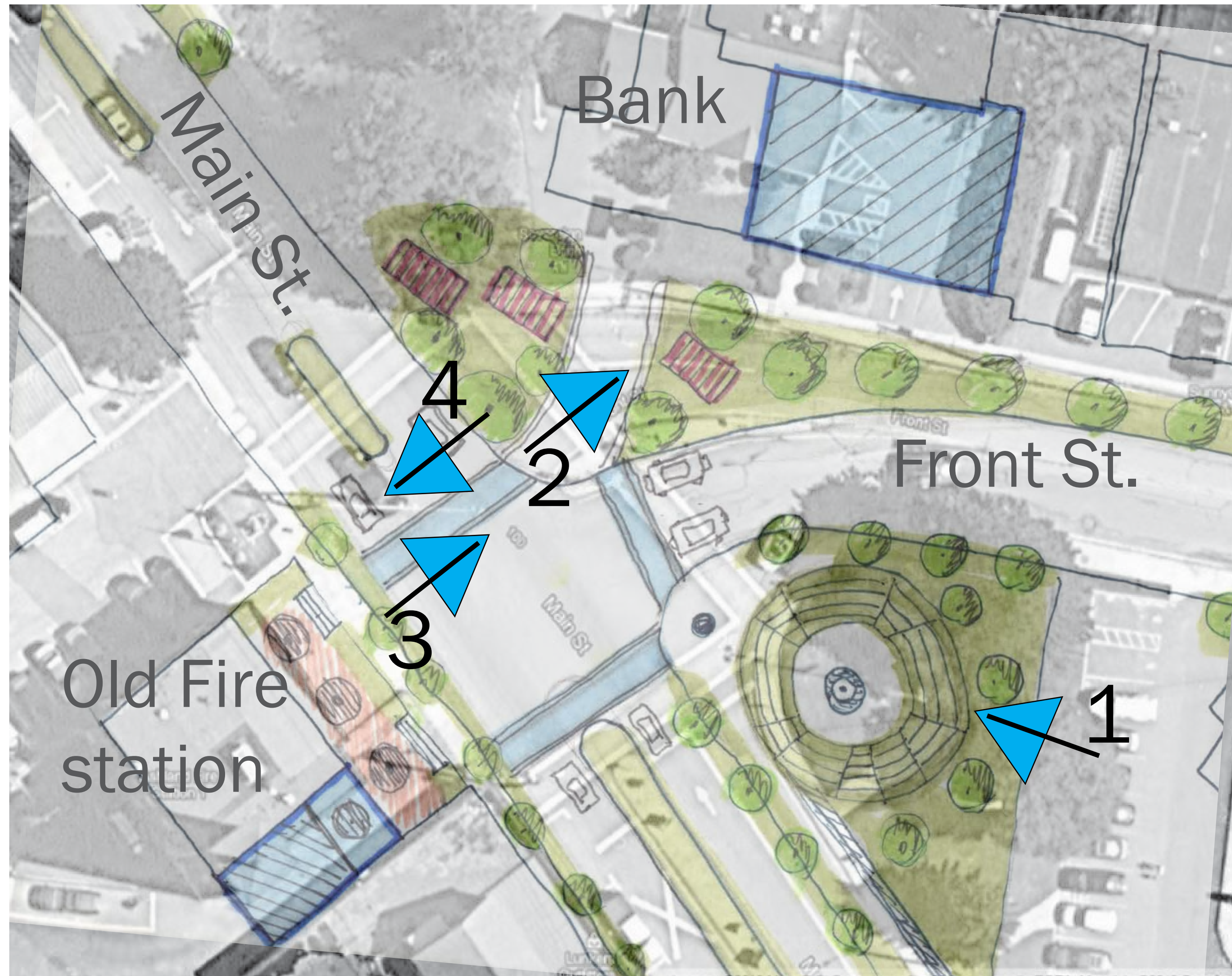
overhead view looking northwest



view from Main Street

- 2-level garage for public parking
- Entry level at grade
- Second level below grade
- 150 potential spaces gained

MAIN STREET & FRONT STREET



Expanded street corners provide space for place-making elements such as landscaping, benches, bicycle racks, and improved lighting.



Provide shorter and safer crosswalks
Safe crosswalks = Walkable downtown



Provide seating in areas of high pedestrian traffic and/or areas of interest.



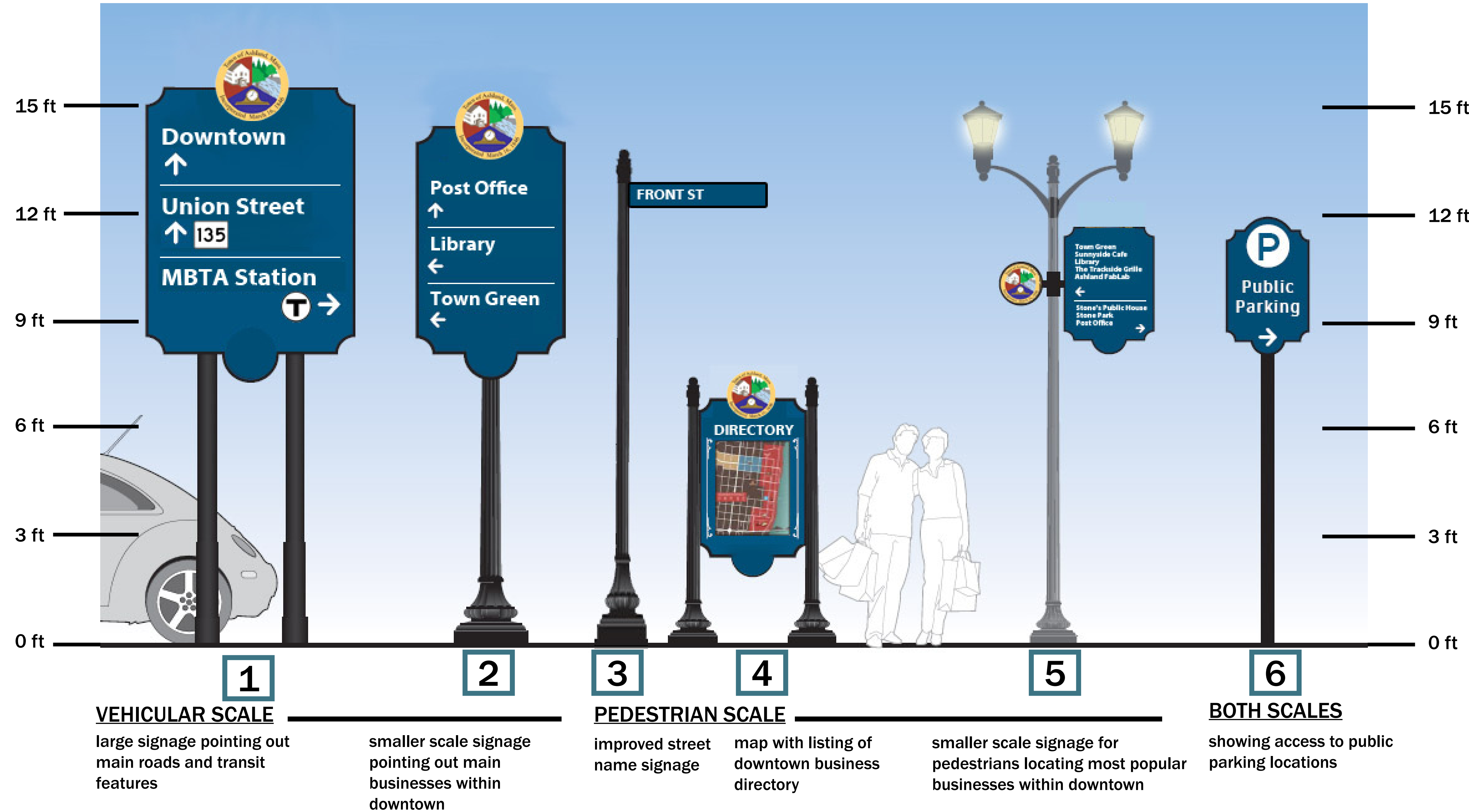
Provide more businesses in order to bring more people to the downtown.
More people = More life

WAYFINDING & TOWN IDENTITY

Improving the signage within Ashland will visually help identify the town as its own functioning body. Signage adds to the town's character which in turn attracts more residents, visitors and businesses.



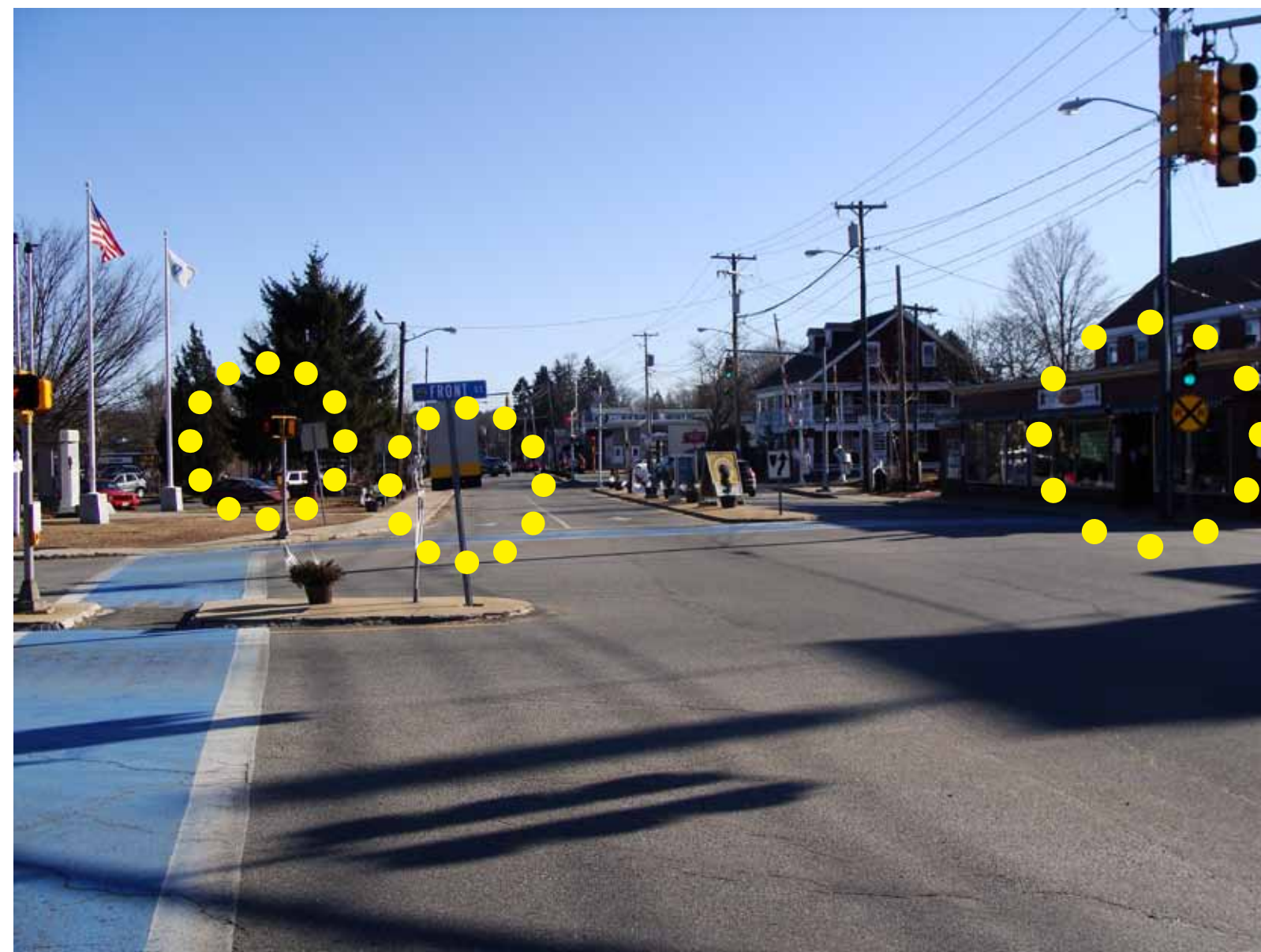
PROPOSED SIGNAGE PACKAGE



INCREASED AND REDESIGNED SIGNAGE

- gives the town a distinct visual image
- improves wayfinding and safety
- enhances community pride and identity

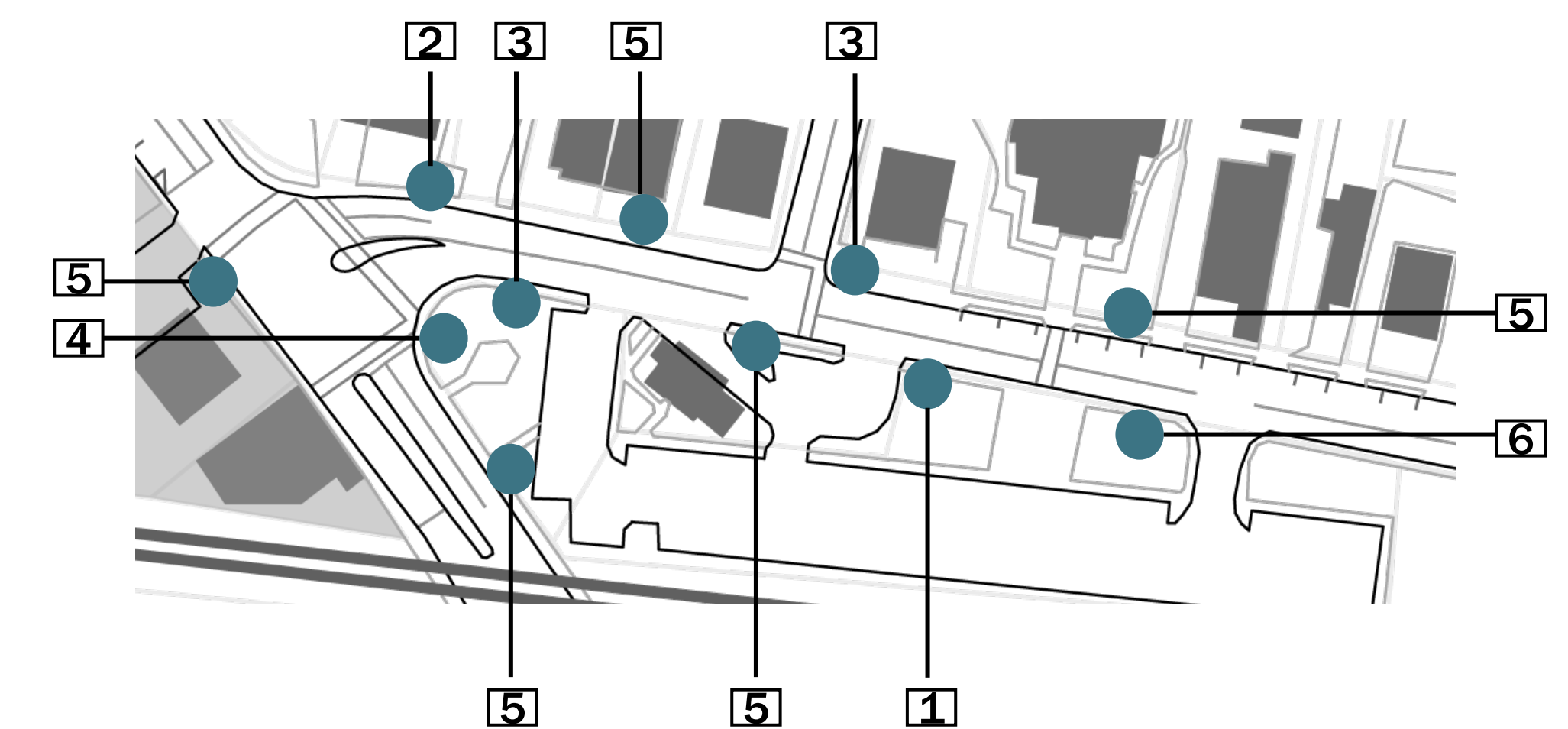
prime opportunities for increased town identity signage at Main St & Front St



PROPOSED SIGNAGE LOCATIONS



Front Street



TRAFFIC CALMING

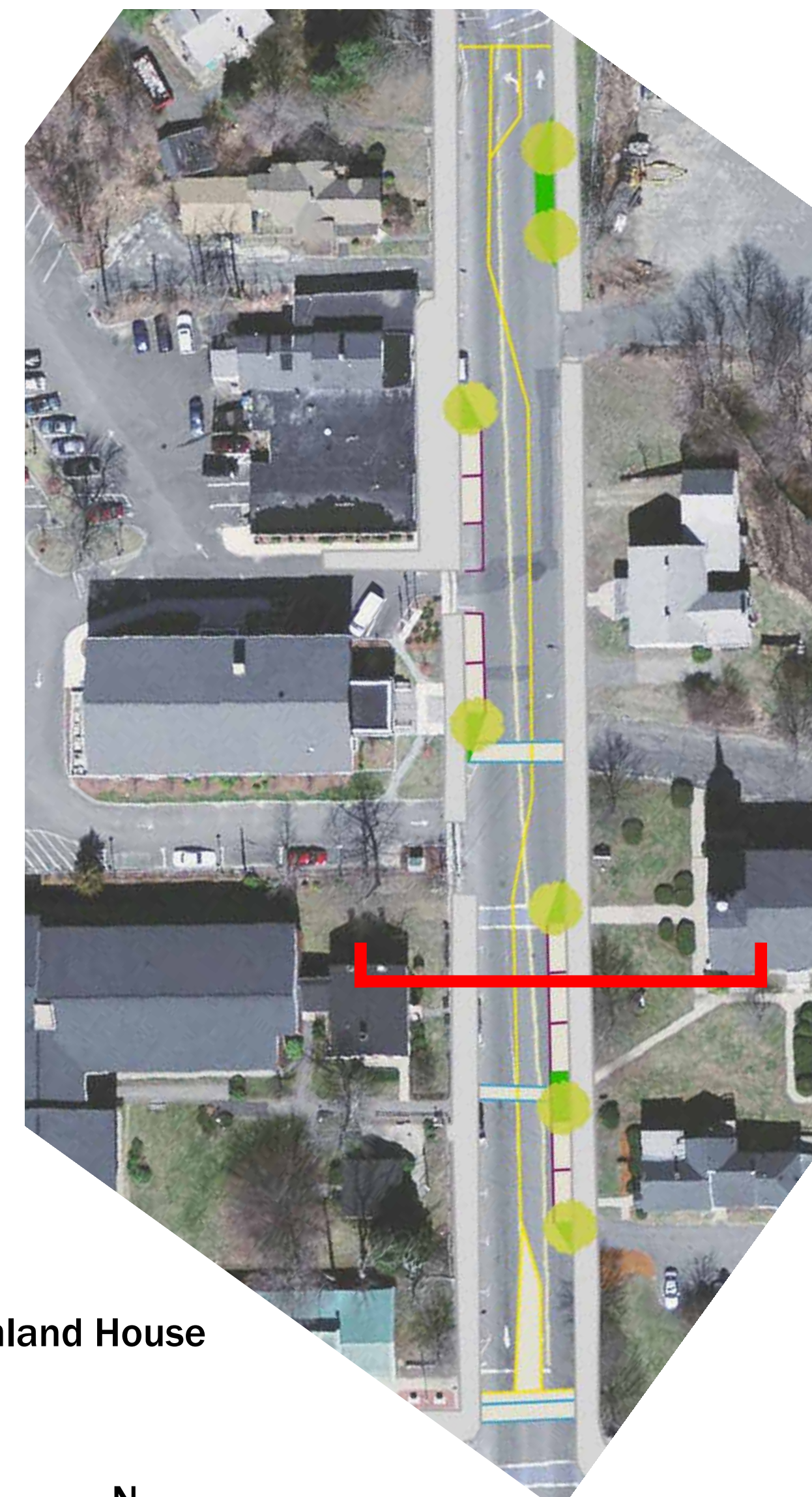
CHICANES

- slow traffic by adding curves in the driving lane
- place parking on both sides of street
- add plots for potential green space

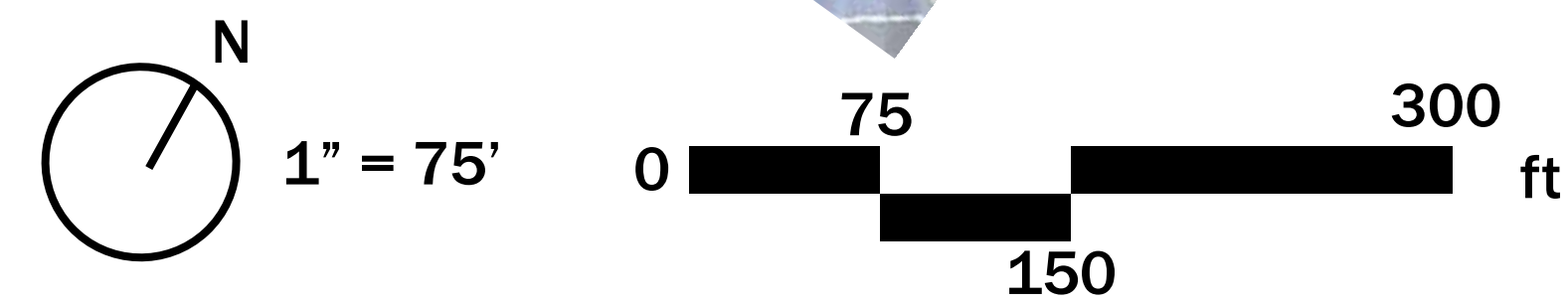
Columbia Street - Cambridge



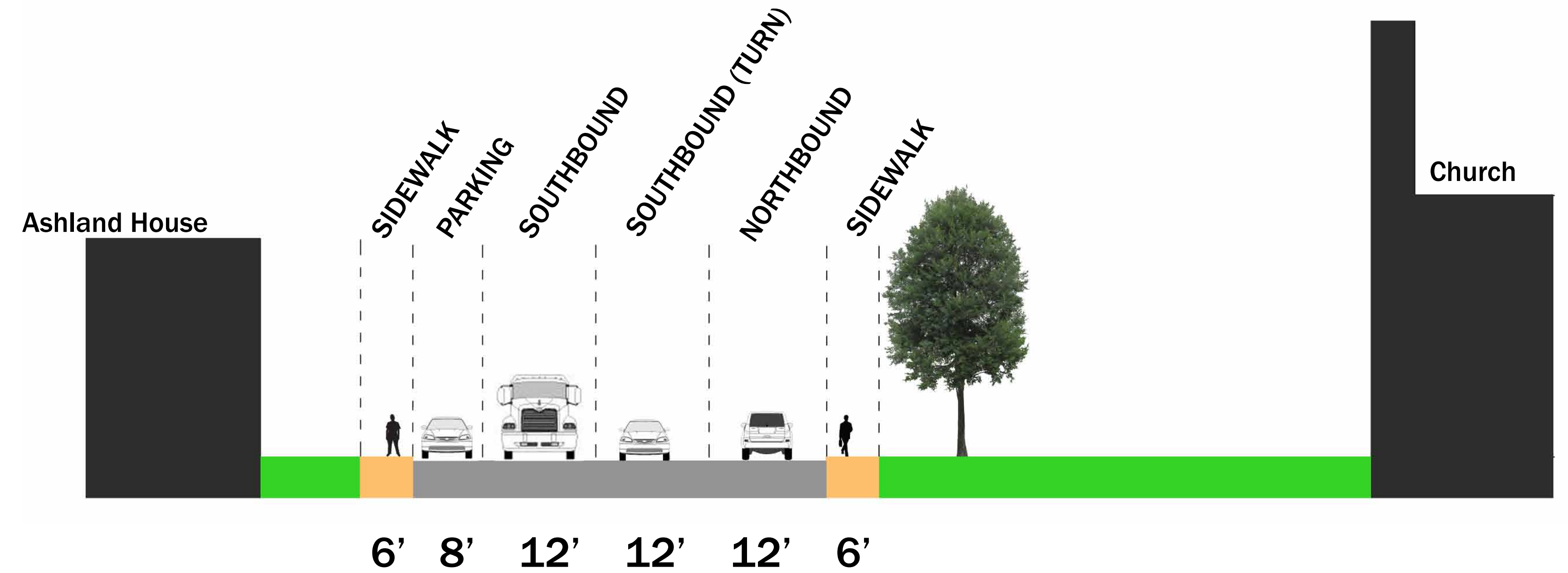
MAIN STREET



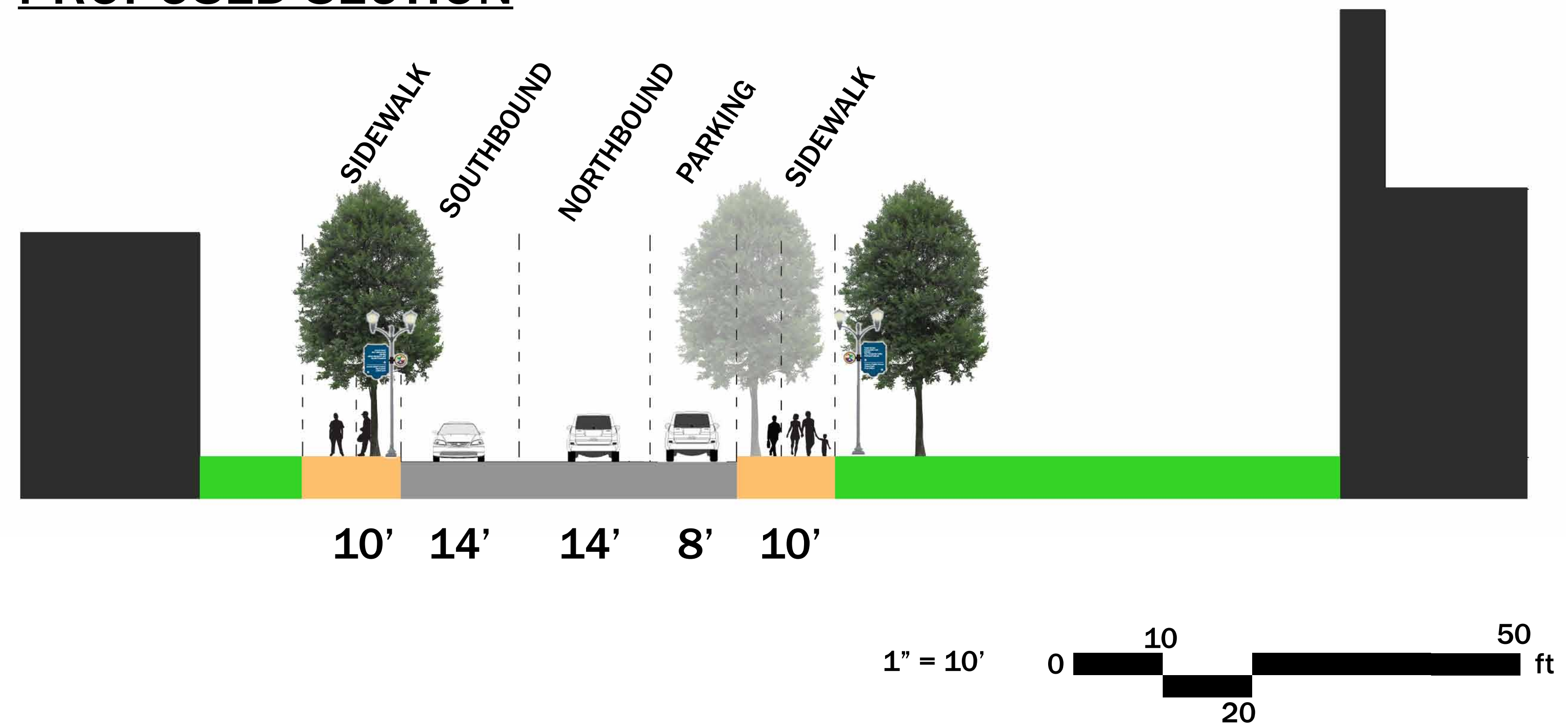
Ashland House



EXISTING SECTION



PROPOSED SECTION



EXISTING MAIN ST CONDITIONS



view looking north from railroad

FRONT STREET

MEDIANS

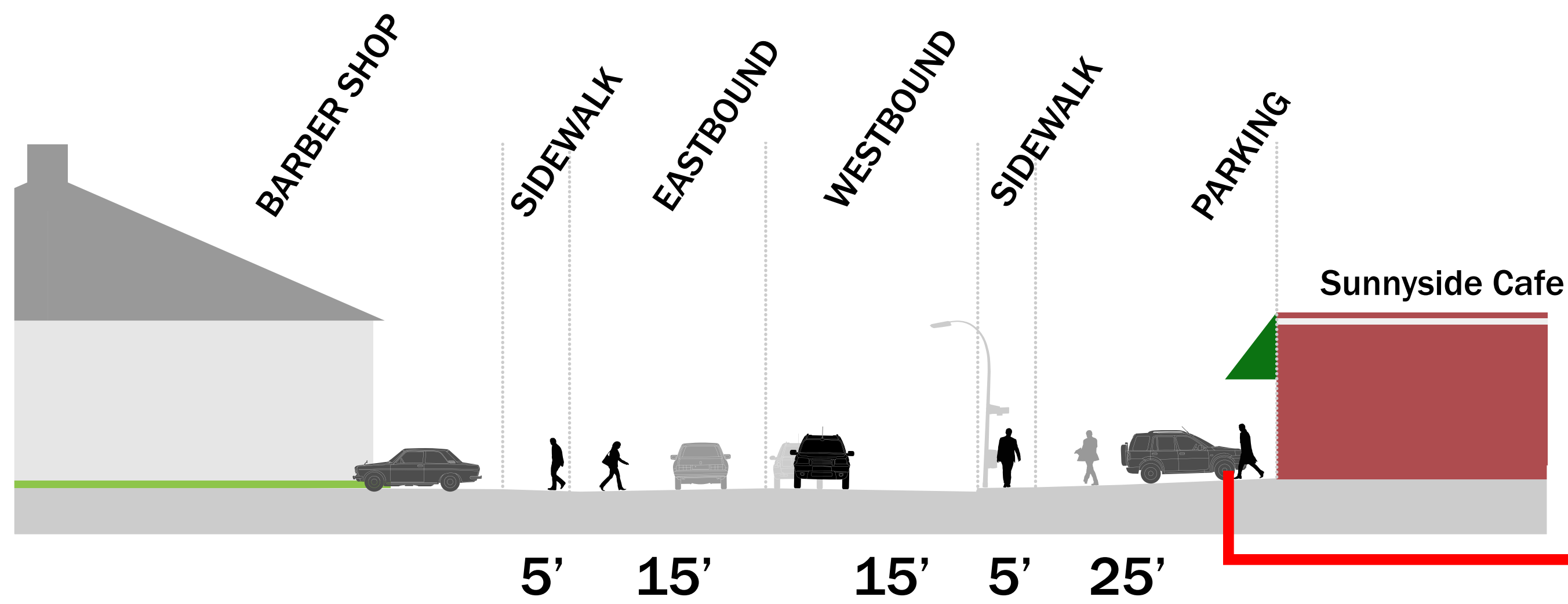
- give drivers less space & intuitively slow them down
- provide more opportunity for green space on the street
- make crossing traffic lanes easier and safer for pedestrians



Landscaped median in Syracuse, NY



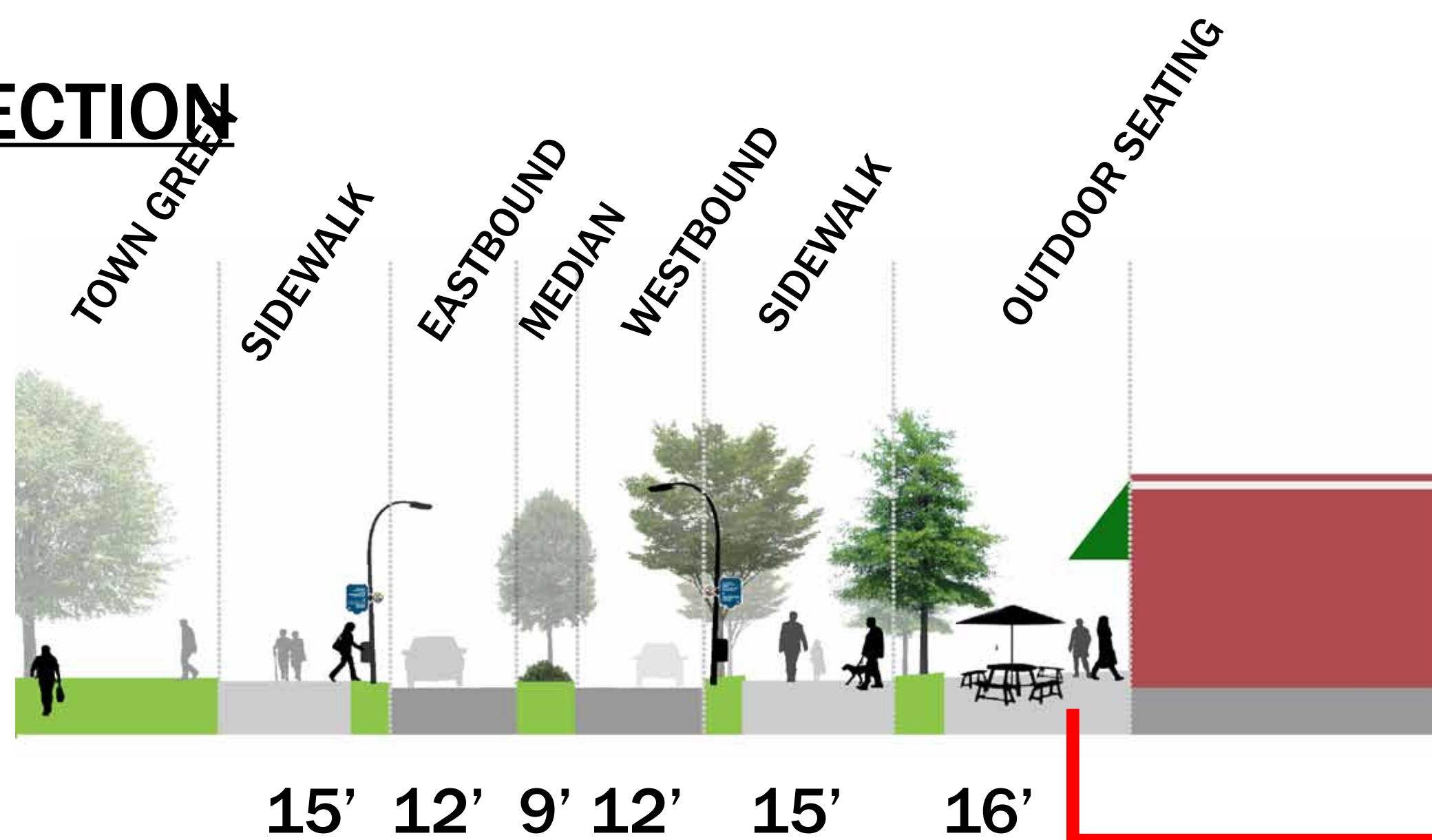
EXISTING SECTION



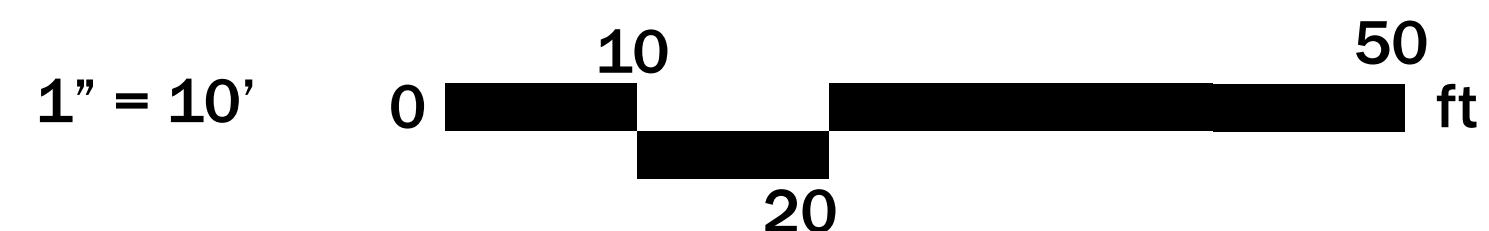
EXISTING SUNNYSIDE CAFE CONDITIONS



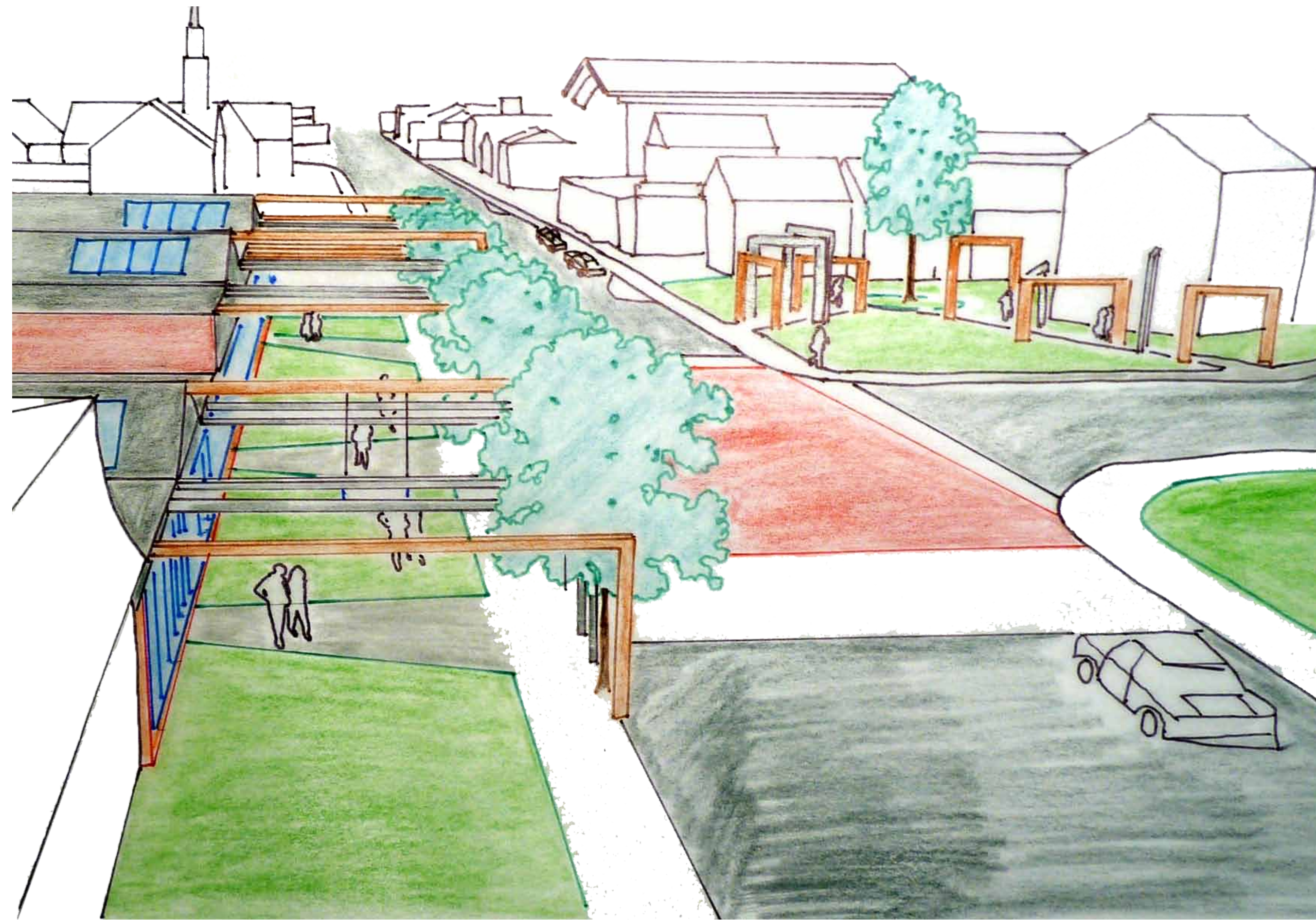
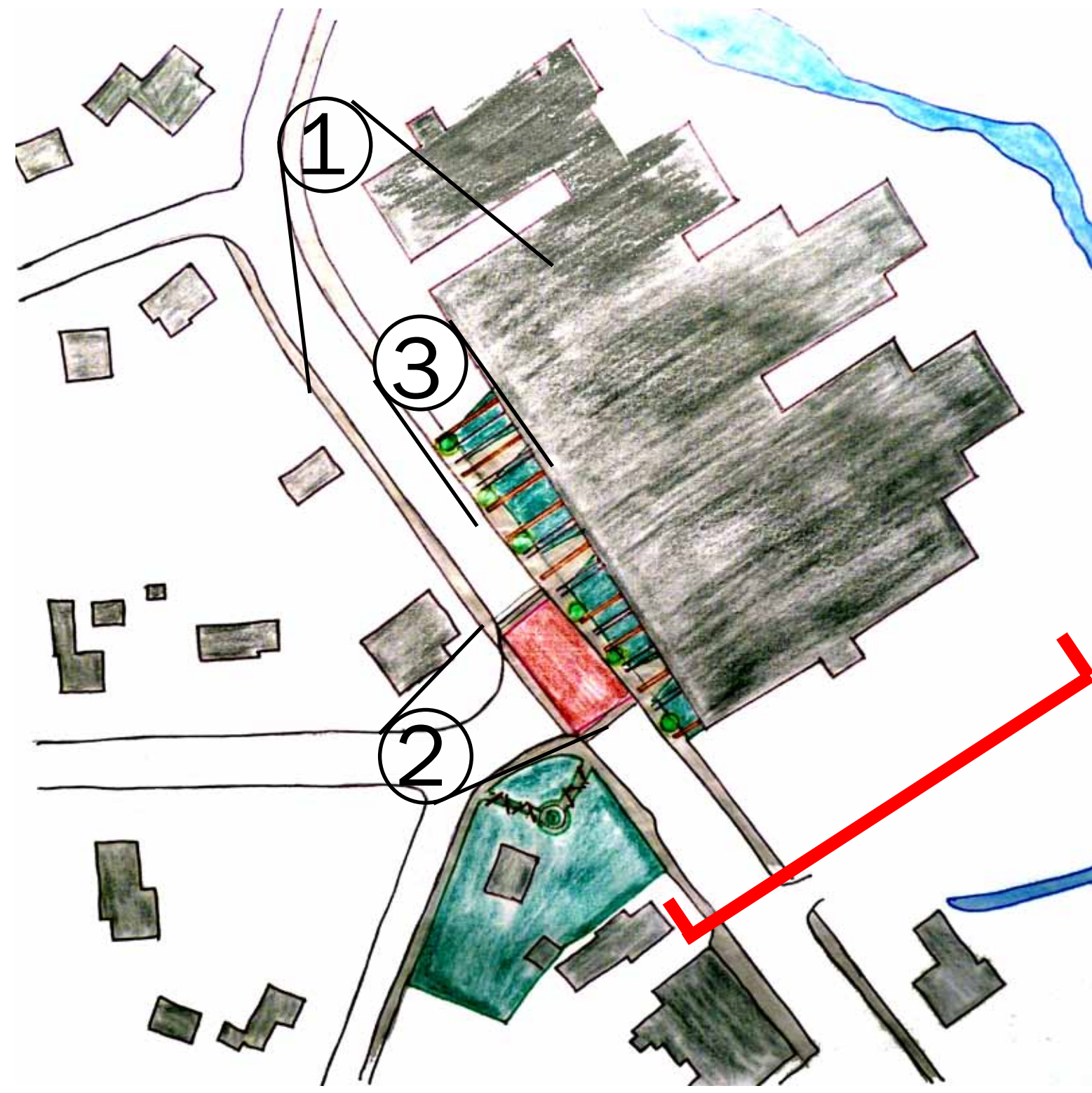
PROPOSED SECTION



PROPOSED SUNNYSIDE CAFE CONDITIONS



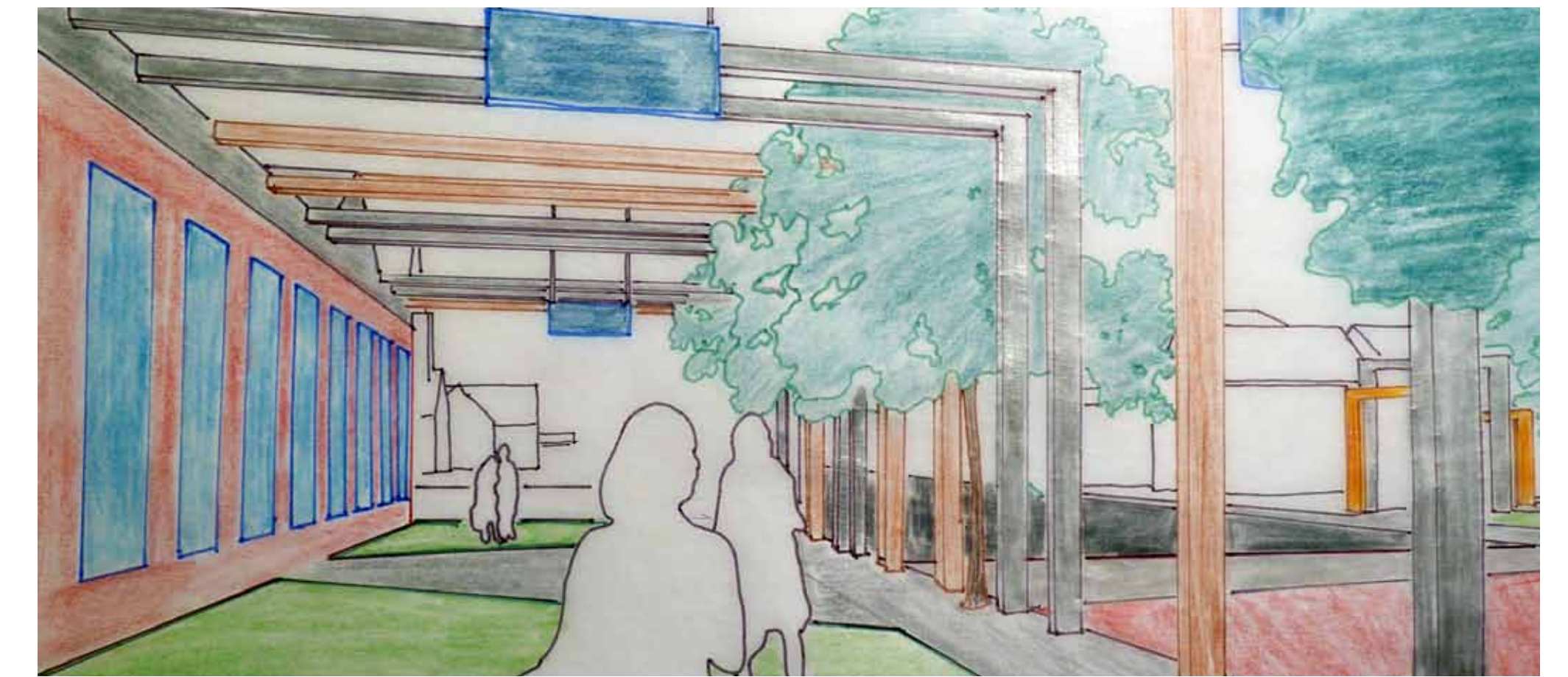
MAIN STREET & PLEASANT STREET



1: Overhead of Pleasant Street Intersection



2: View of Mill Building from Pleasant St.



3: View under arches looking south.



OPEN INTERSECTION

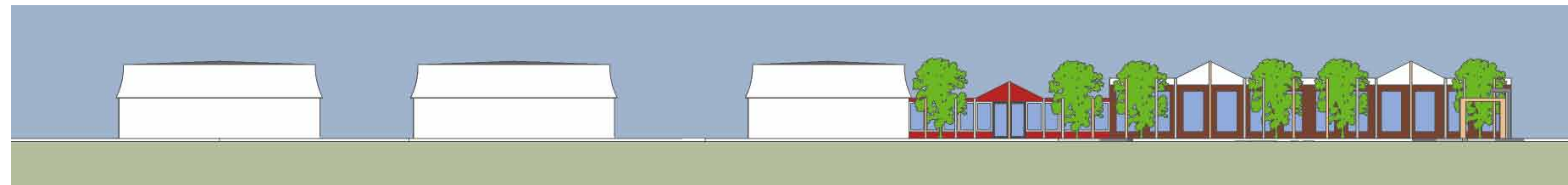
The Mill Building dominates this intersection. And it currently stands as a monolithic brick building that stands apart from its surroundings. Looking to the tracks that run through the center of town, an extension to the front of the building was added to include pedestrians in the experience of the new building. The wood and steel colonnade was derived from the materials used in tacks to help connect the building to the center of town.

Goals

- Permeable
- Open



Section through building looking north showing multi-level parking.



Elevation of Mill Building.

MAIN STREET & SUMMER STREET/HOMER AVENUE



TOWN GATEWAY

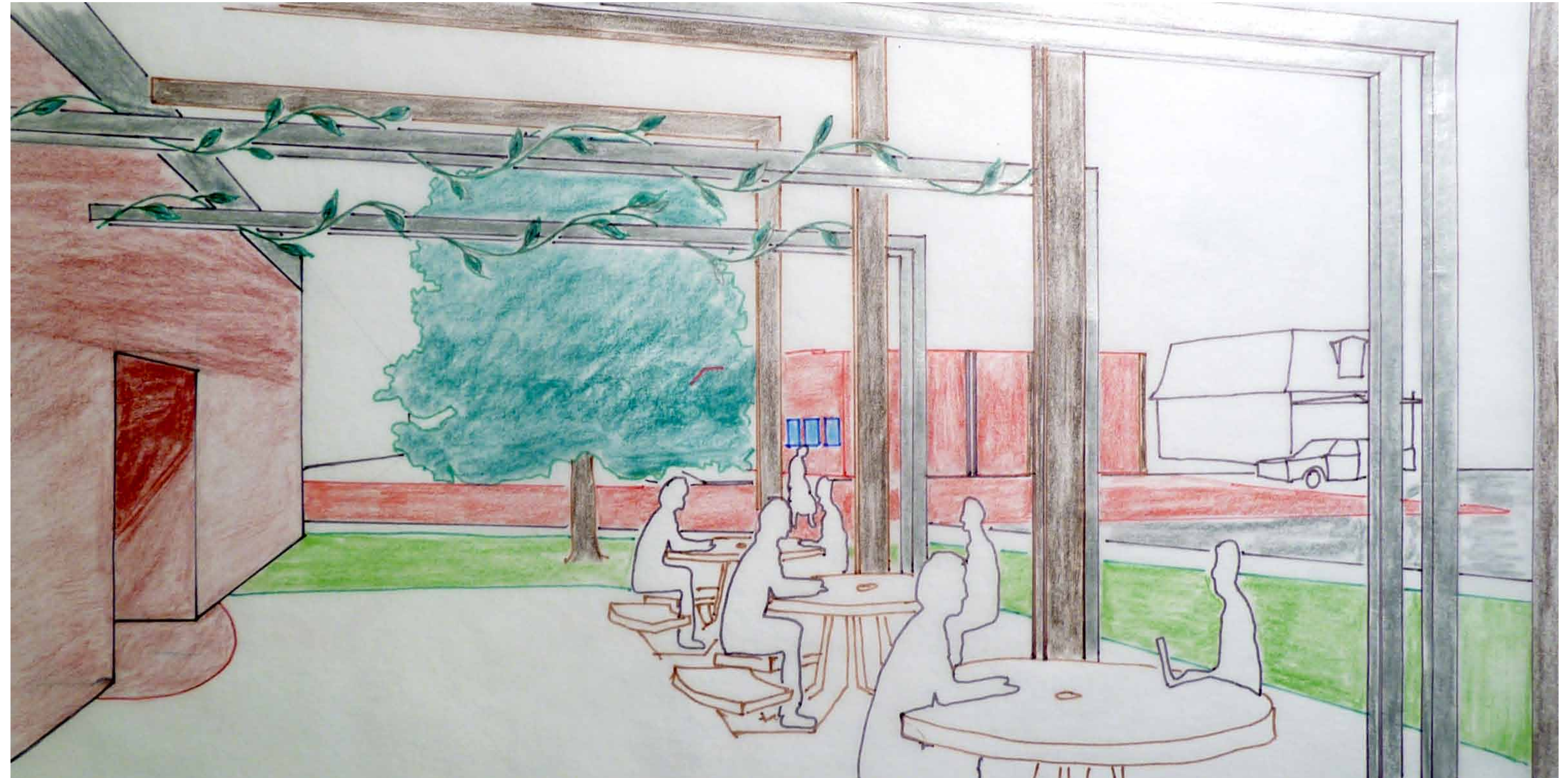
The Intersection of Homer St and Main is the GATEWAY for visitors to the downtown. We are looking to ACTIVATE the intersection by giving it some visual and textural appeal.

The material change in the road surface will provide visual and textural queues for motorists coming into town. It was also help to slow traffic as they enter the center.

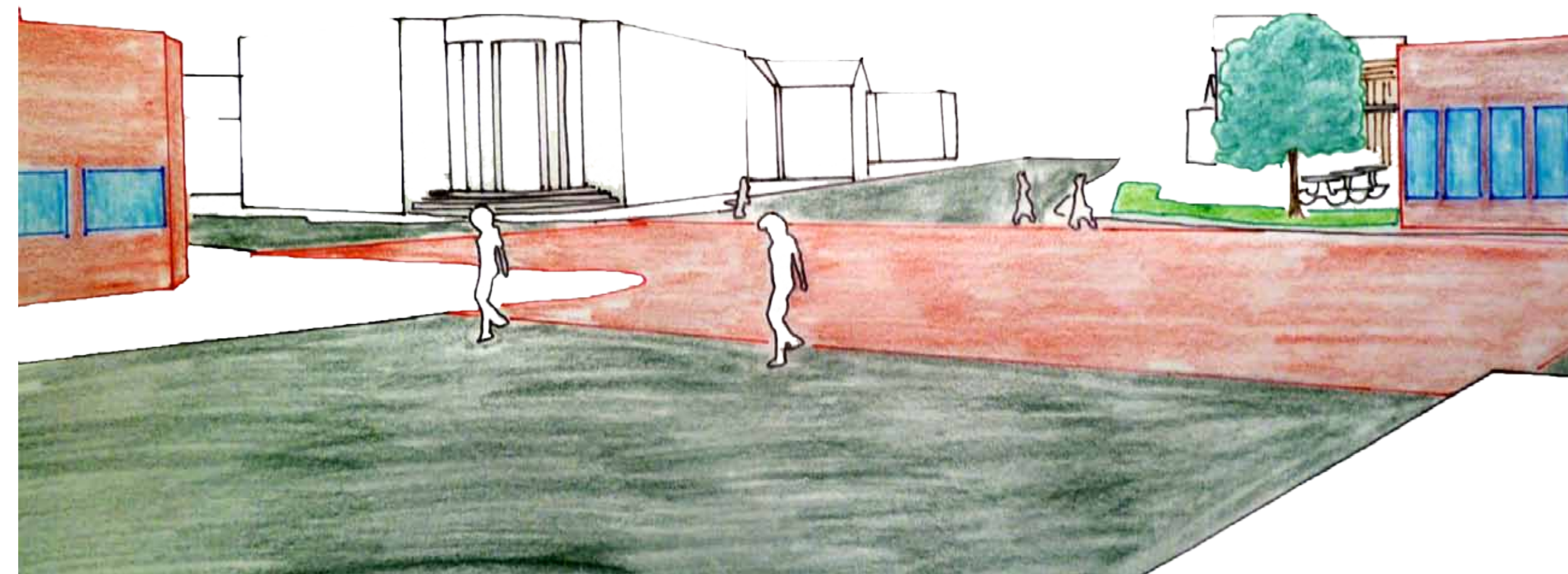
By adding the outdoor dining addition to Main St. Liquors the intersection can be activated and provide for new and diverse business opportunities for the owners.

Goals

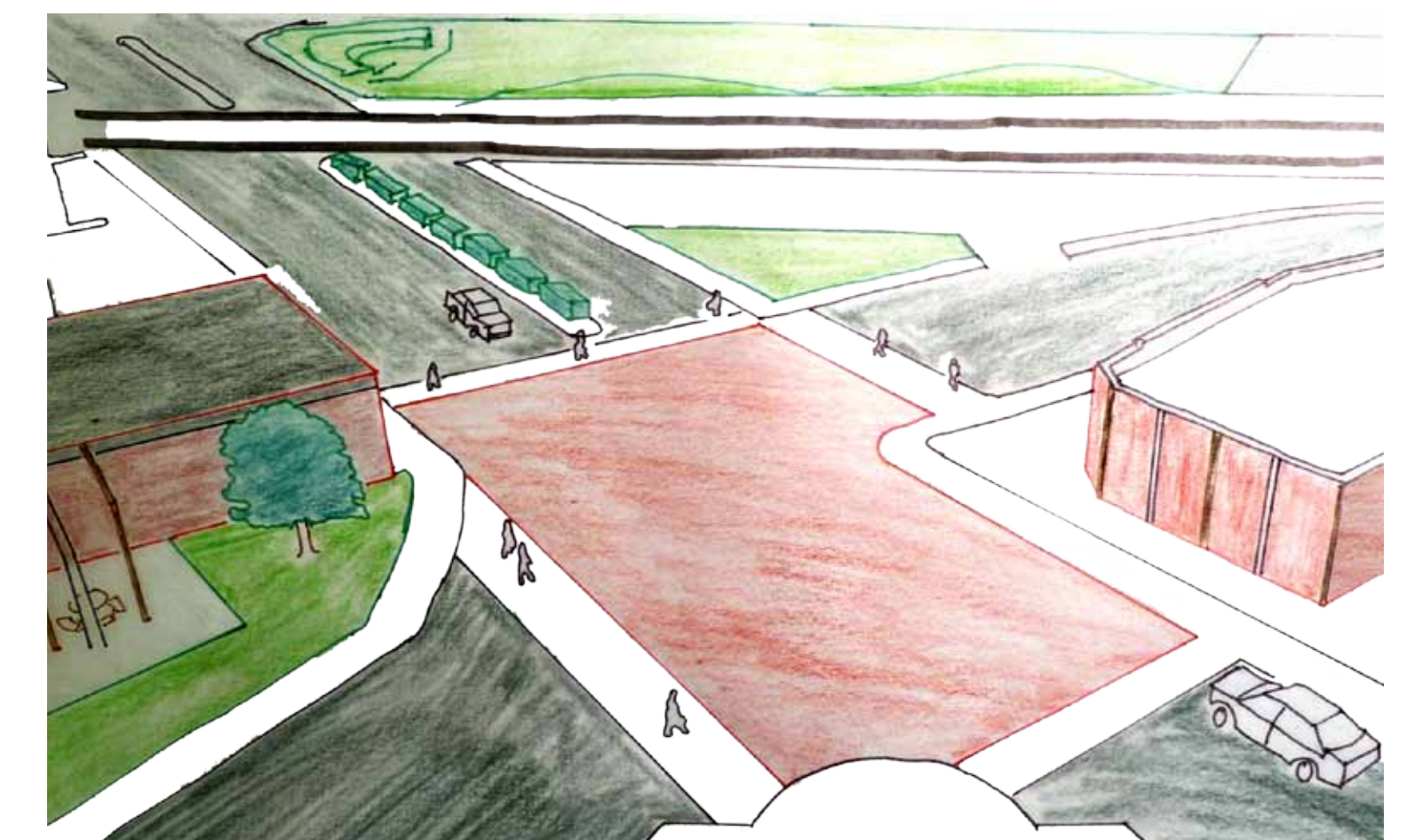
- Gateway
- Active



1: View from outdoor dining area



2: View from existing doctor's office

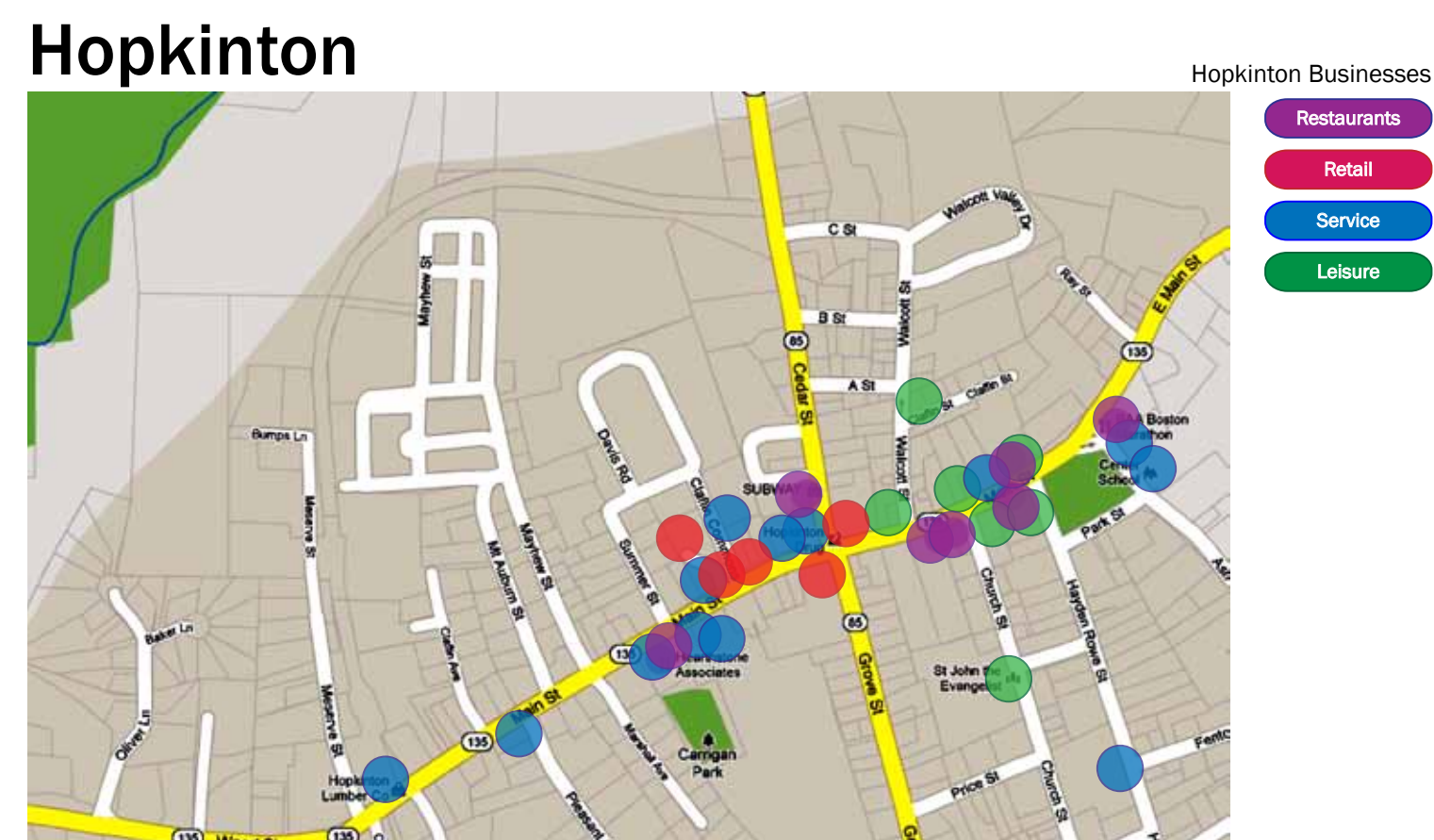
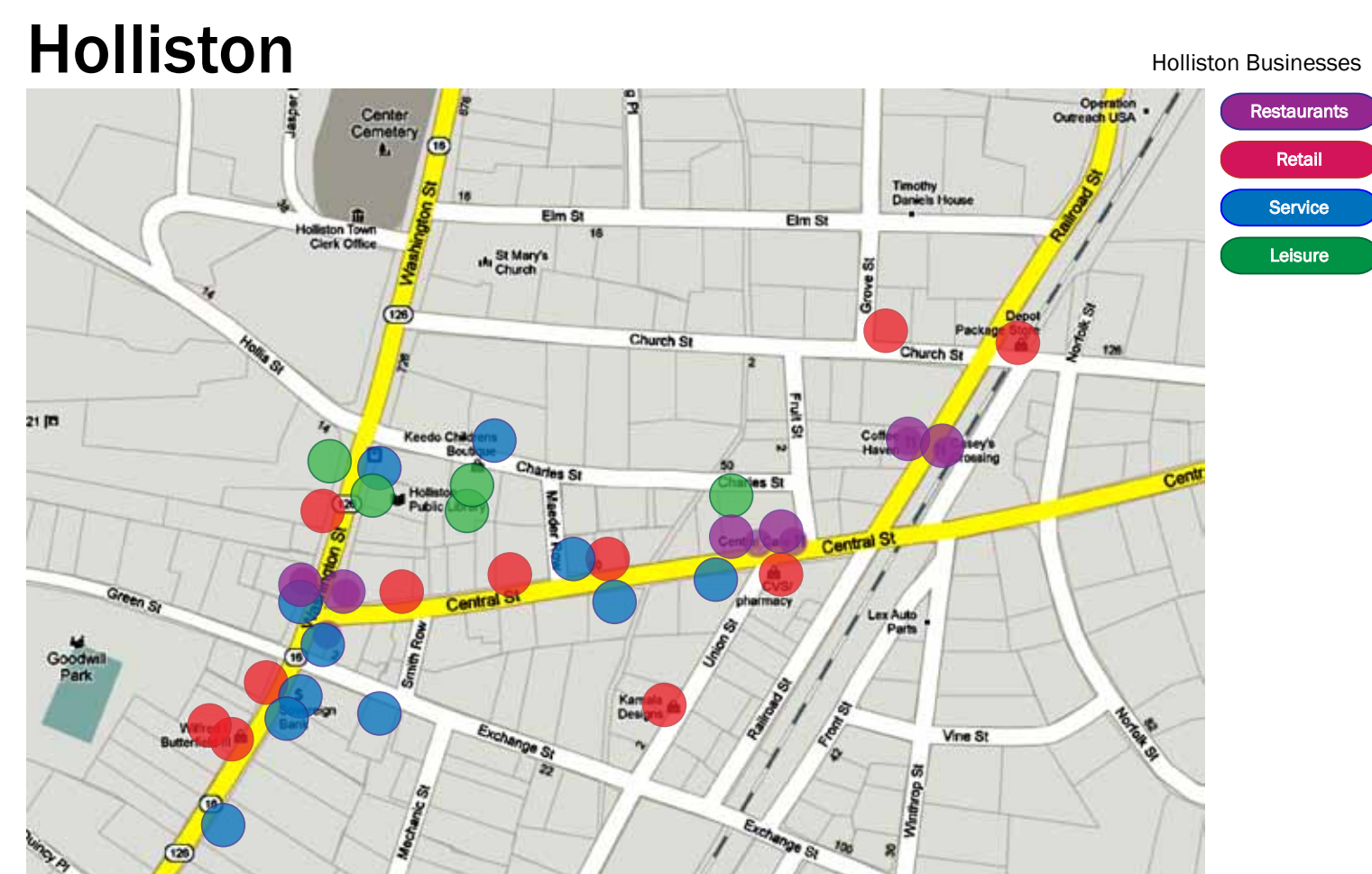
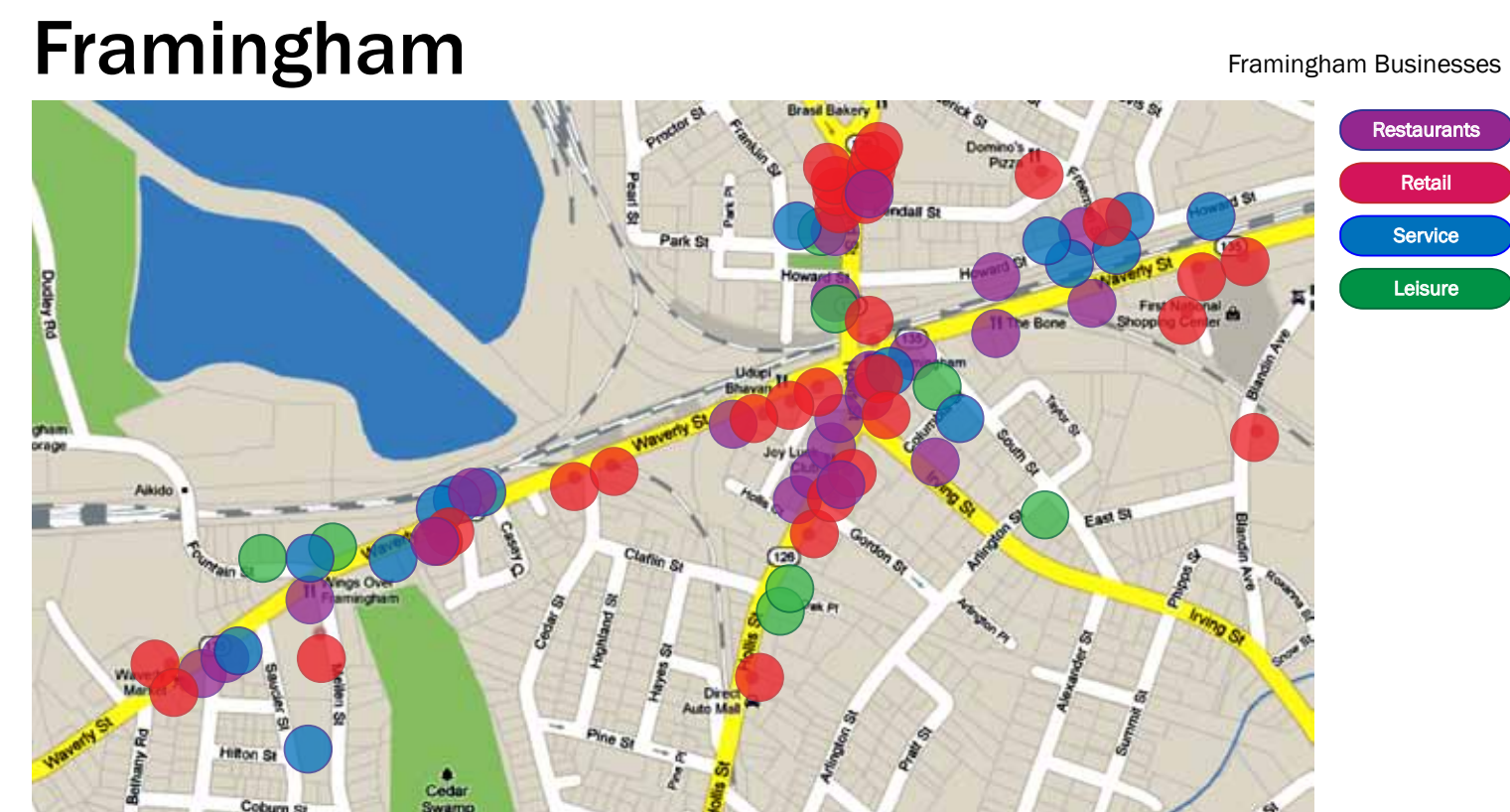
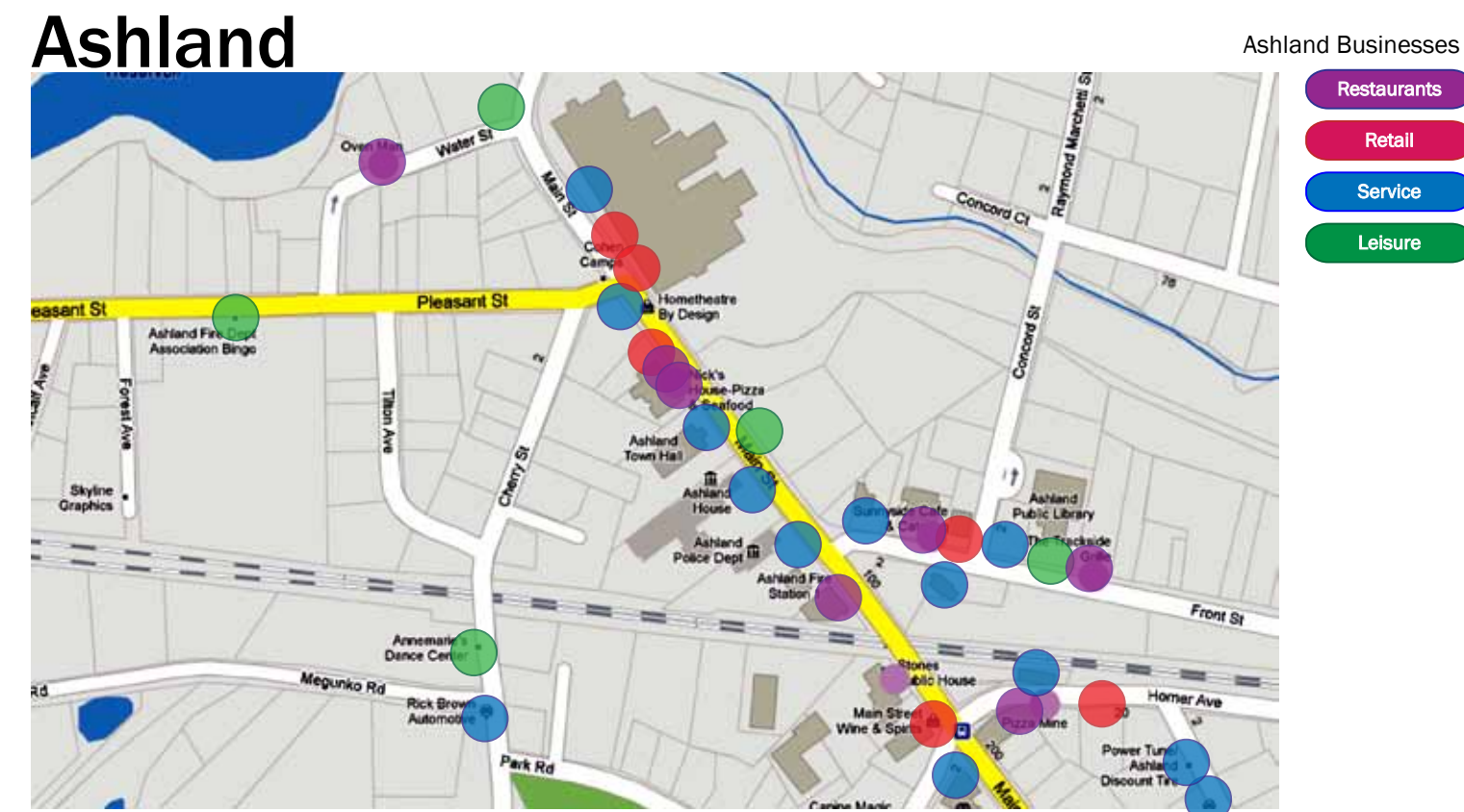


3: Homer St. over view.

BUSINESS DEVELOPMENT

Diverse and vibrant businesses are central components for the downtown area. They drive the economy, energize the area, and give people a destination.

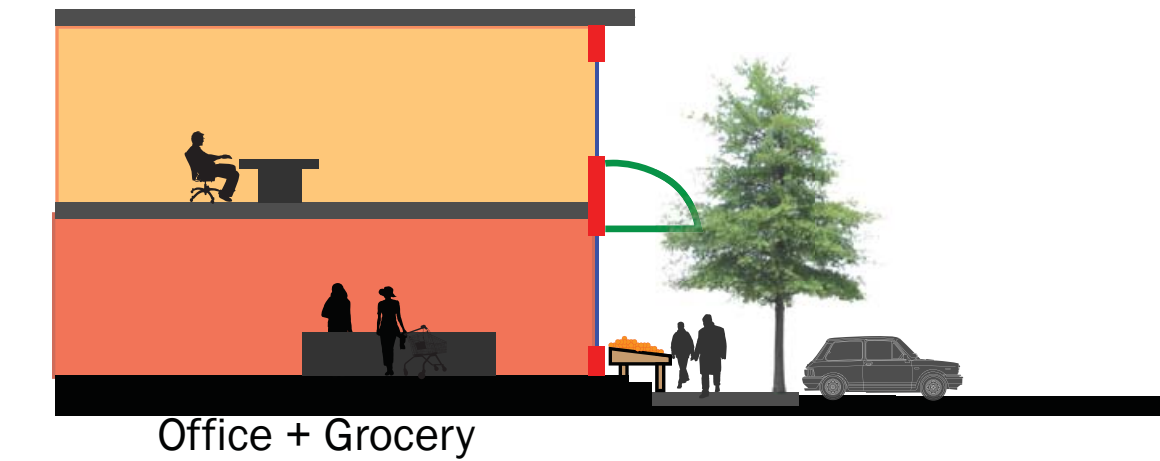
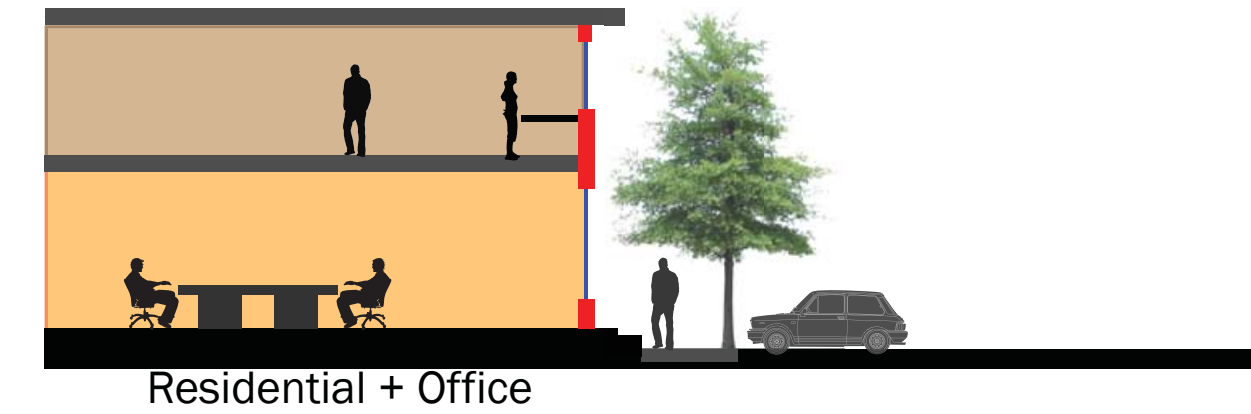
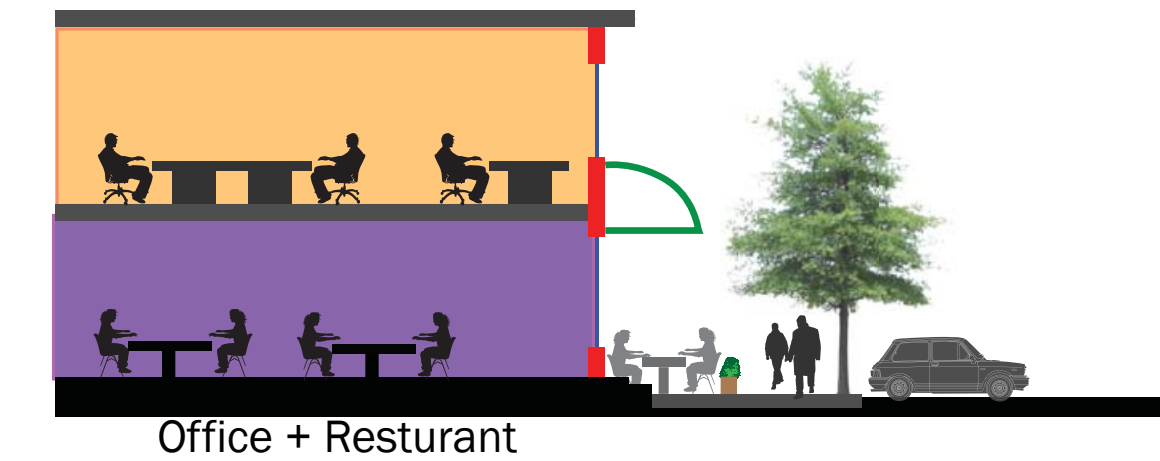
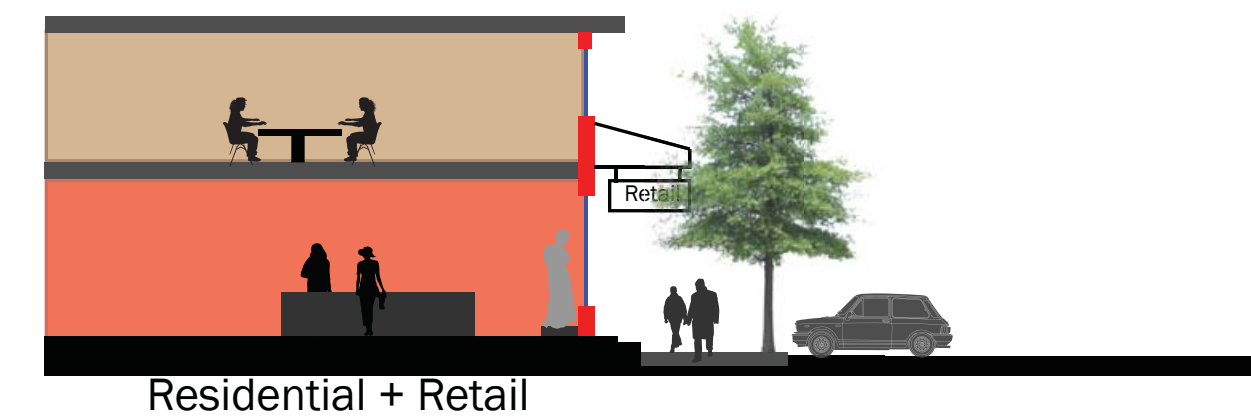
EXISTING BUSINESS DISTRICTS



SYNERGISTIC BUSINESSES

Businesses that support and contribute to each other's success by their very nature

- Offices → Restaurants → Grocery stores
- Fabrication / Incubation center → Hardware Store
- Elderly Care → Retail (Hobby, Craft) → Art Gallery



DESTINATIONS OF OPPORTUNITY

Businesses that are used as patrons travel to or from another destination.

- Coffee shops: Used by people on their way to work
- Banks: Used by people on their way home from work
- Convenience stores: Students picking up items on way to or from school



CREATE DISTRICTS

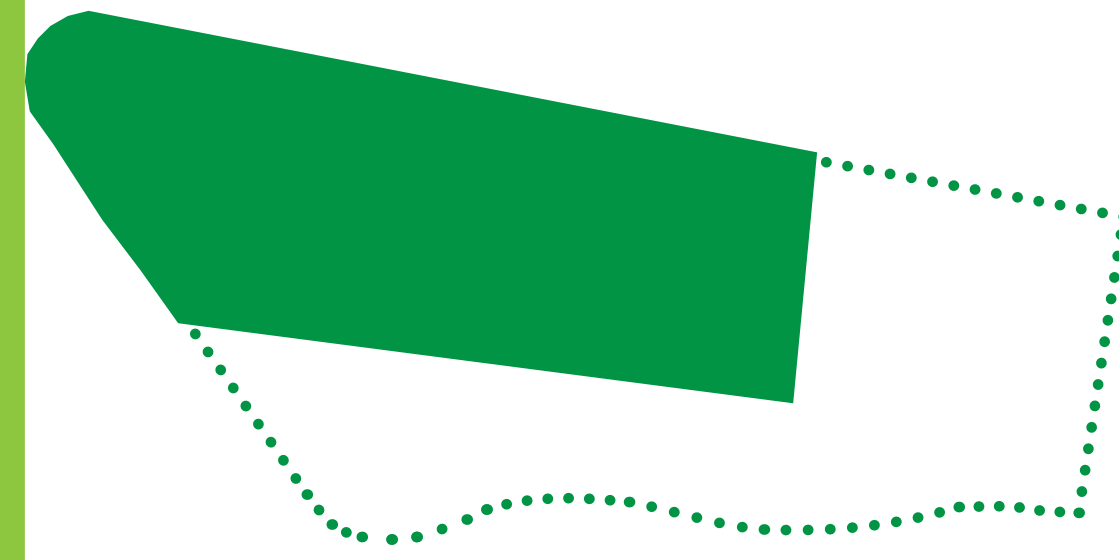
Instead of spreading the businesses evenly throughout downtown, we can create districts that support each other.

- Share common resources: Parking
- Help to create a common identity
- Help to define physical boundaries of downtown.



TOWN GREEN

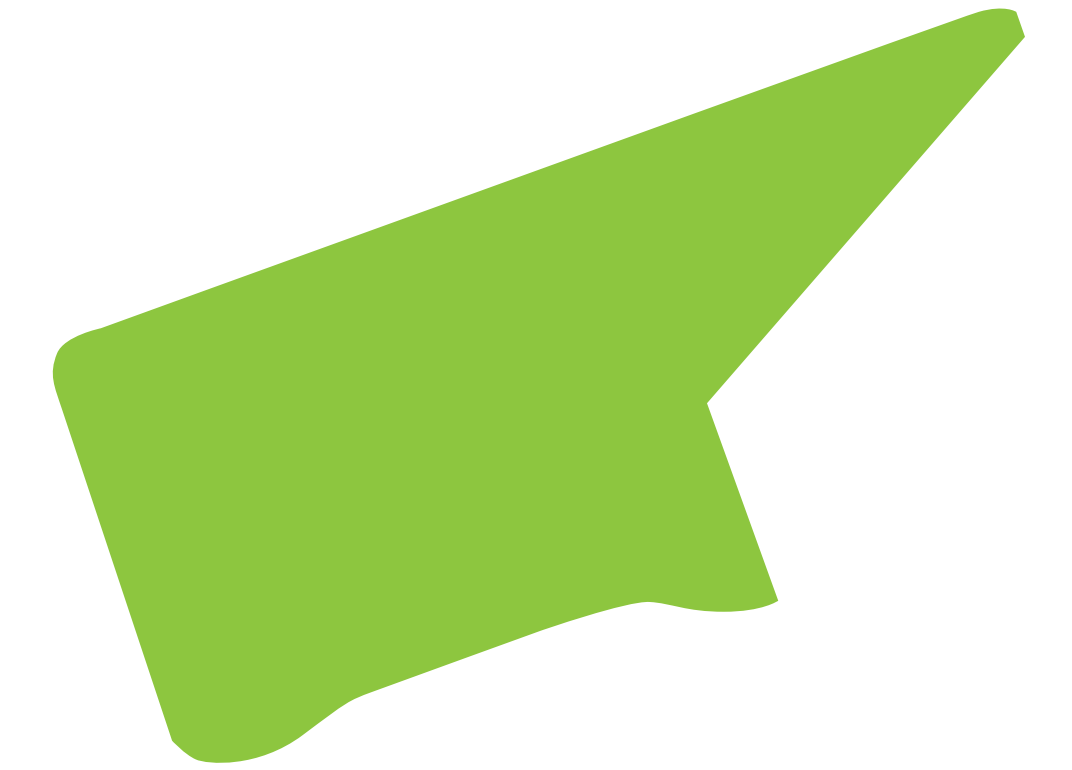
The town green will be a flexible space where town activities can take place, such as on the promenade adjacent to Front St. The park will include spaces for all ages and purposes.



TOWN GREEN & FUTURE EXTENT



BOSTON CHILDREN'S MUSEUM



COPLEY SQUARE



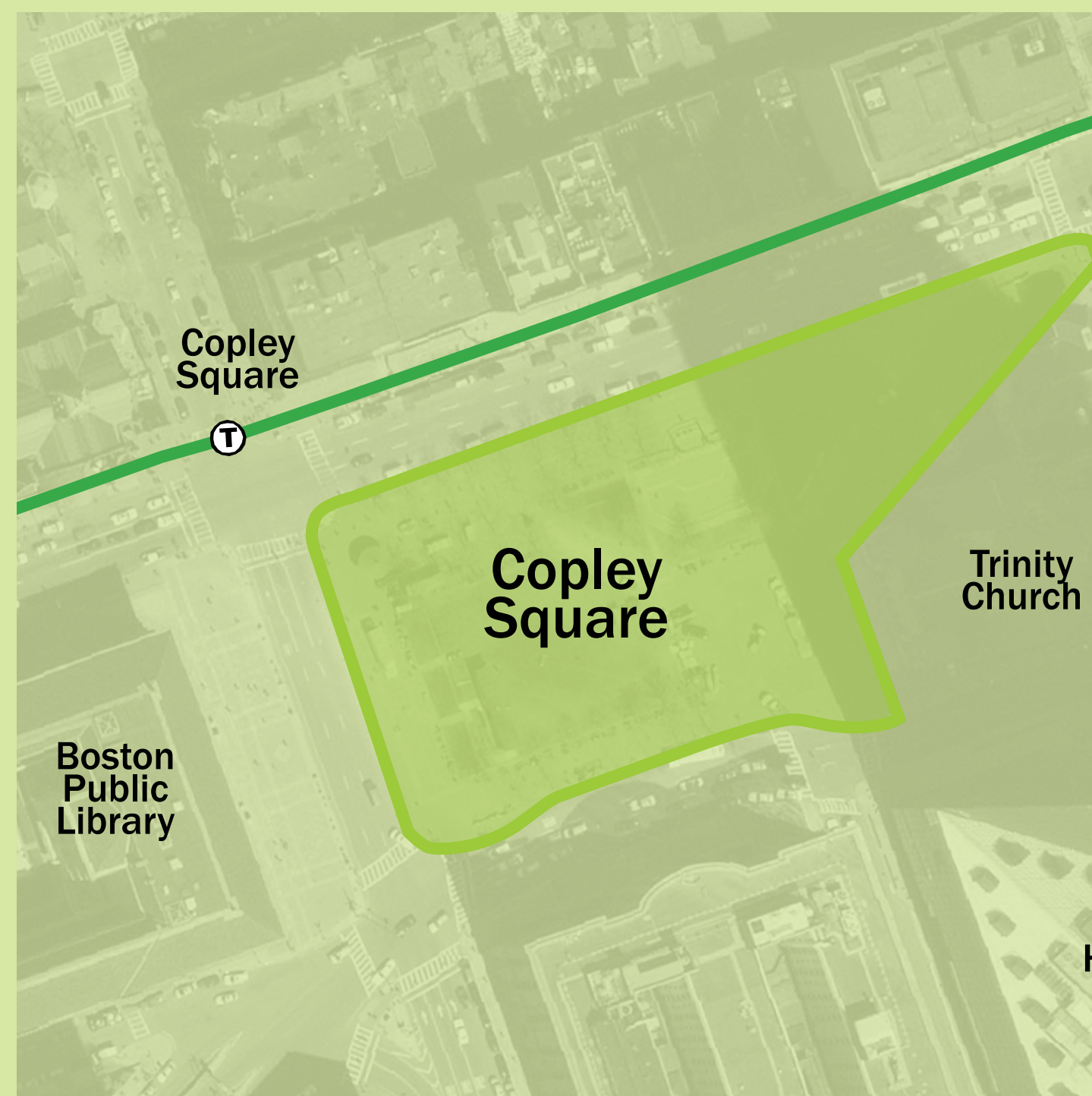
BOSTON CHILDREN'S MUSEUM

KEY DESIGN FEATURES:

- Boardwalk along water, ~20' wide
- Boulders to climb on
- Four season gardens
- Iconic structure (Hood milk bottle)
- Hardscape is imaginative and distinct, four themes
- Clear division of spaces, zones or rooms
- Long benches

APPLICATION FOR ASHLAND:

- Wide sidewalk along Front St. Instead of the water, Front St is what is being viewed.
- Create a mailable landscape- features that can be climbed on, jump from and scaled to children.
- Could there be a building that unites the green?
- Create different "Rooms".



COPLEY SQUARE

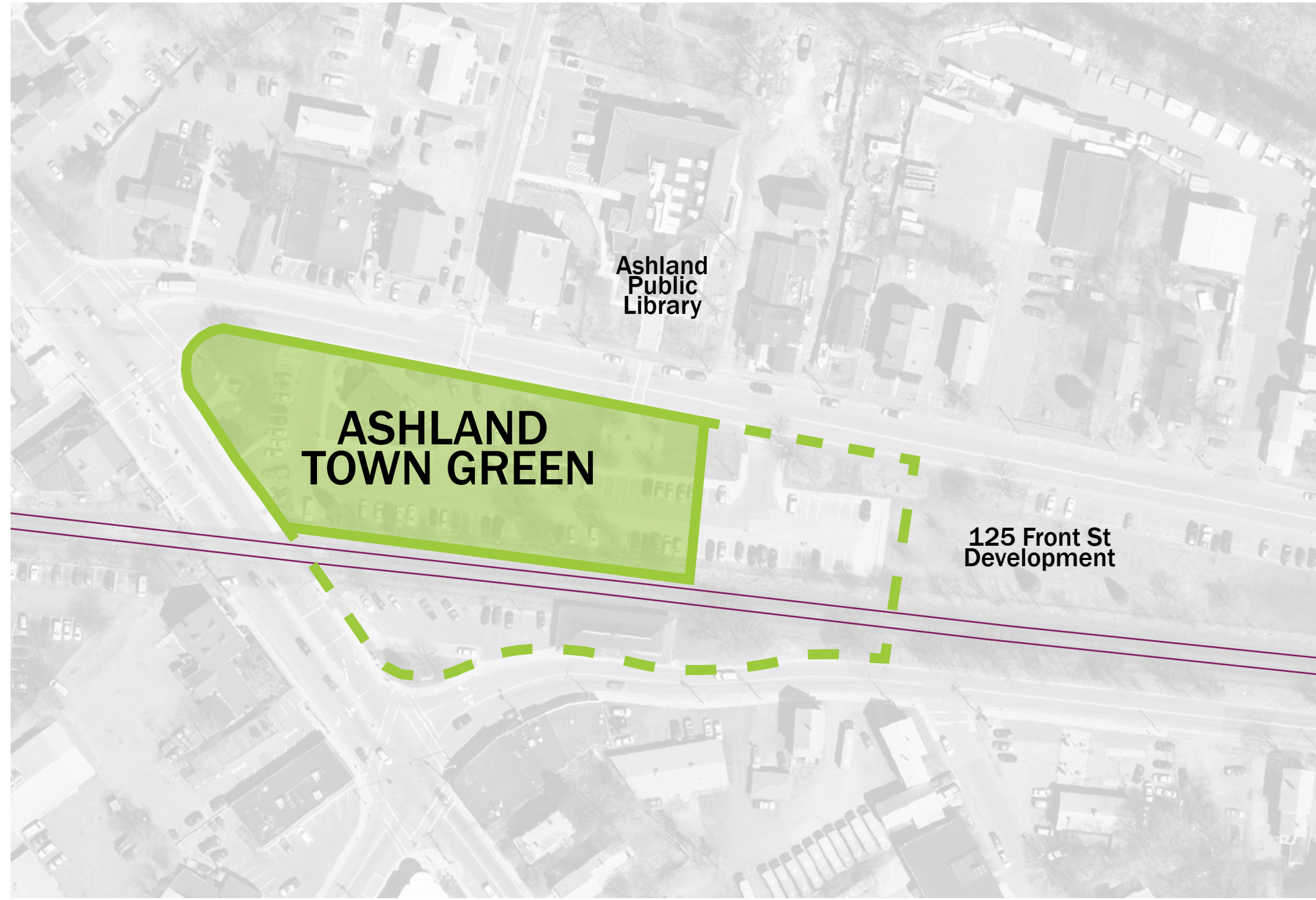
KEY DESIGN FEATURES:

- May-Oct farmer's market
- Lots of seating
- Info booth
- Center Lawn
- Water feature
- Pedestrian zone offset 15'-20' from curb
- Iconic Boston architecture

APPLICATION FOR ASHLAND:

- Farmer's market can take place on a pedestrian zone
- Central lawn and landscape, tree alec





ASHLAND TOWN GREEN

WHAT THE TOWN GREEN WILL BECOME:

- A gathering place....
- Safe
- Utilize the space...

PHASING:

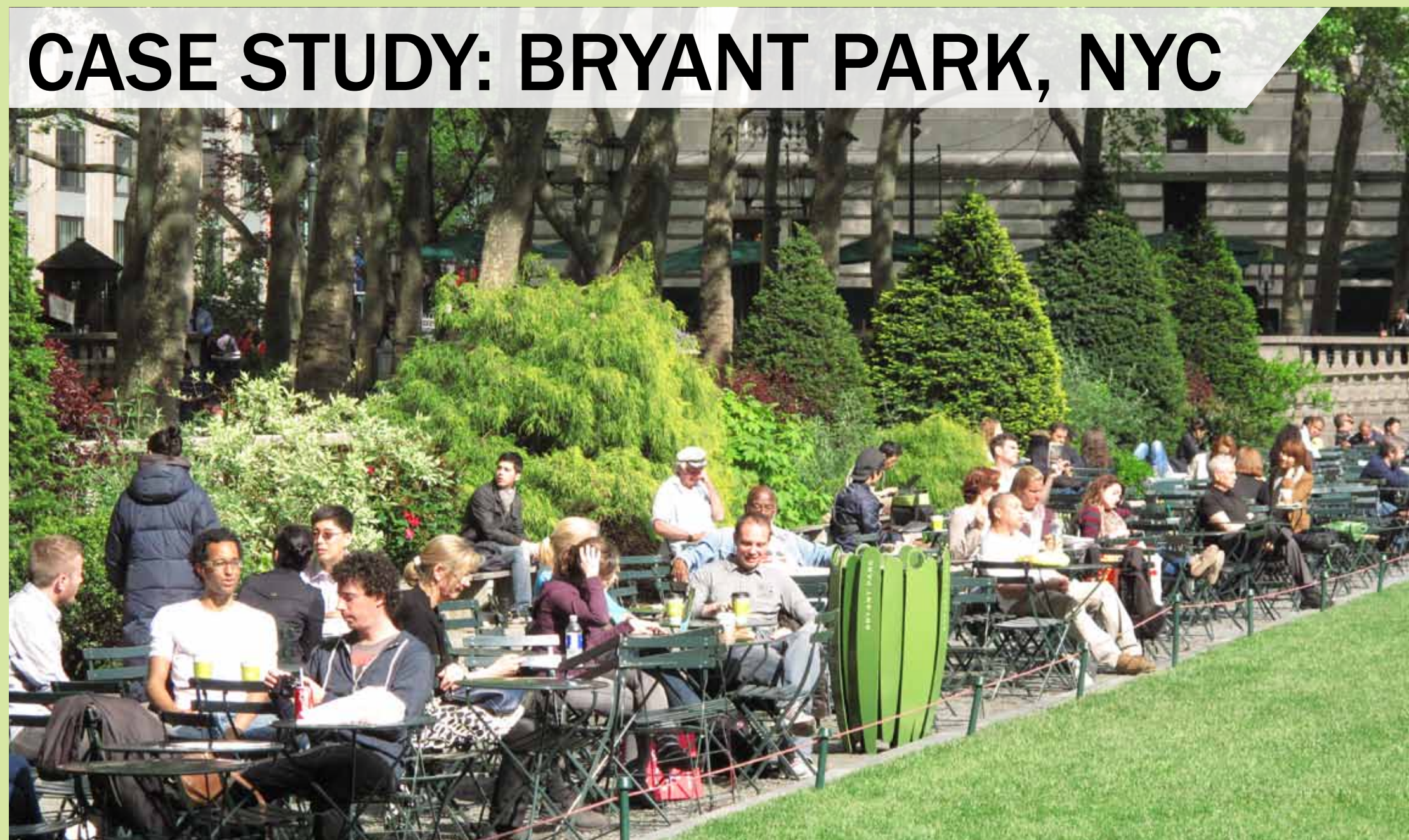
- The deliverables will be two plans: a 3-10 year implementation plan and a longer term plan 20-30 year plan

KEY DESIGN FEATURES:

- Near term goals: unified space, clear circulation, play space, lawn, varied uses, street trees
- Longer term: plan includes infill, responds to Commuter Rail lowering of tracks and to a plan with existing conditions, larger defined spaces, clear circulation from Front St, Main St, and Homer St.



CASE STUDY: BRYANT PARK, NYC





ASHLAND TOWN GREEN SITE PLAN

Scale: 1:20

- 1. AMPATHEATER WITH GRANITE STEPS
- 2. GROTTO LAWN
- 3. PROMENADE, 25' WIDE
- 4. TRANSITION SPACE WITH GRANITE SLABS LOW HEIGHT AS STEPS
- 5. THREE ZONE PLAY-SPACE WITH LIMITED ACCESS TO ALLOW FOR PARENTAL CONTROL
- 6. OPEN LAWN
- 7. TRAIN VIEWING LOCATION
- 8. PARKING FOR 125 FRONT ST

VIEW FROM PUBLIC LIBRARY
LOOKING TO
THE TOWN GREEN

