

September 15, 2015  
Public Workshop

# Tewksbury Town Center Master Plan

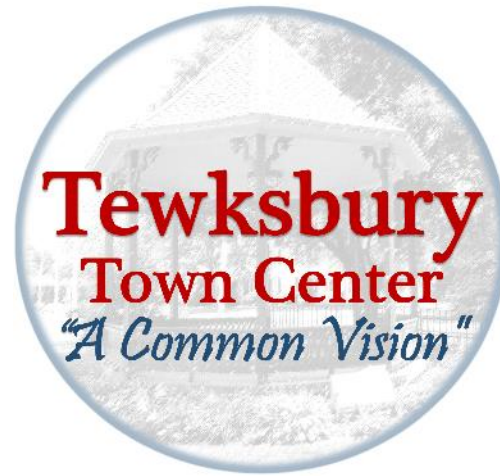
## EXISTING CONDITIONS AND POTENTIAL IMPROVEMENTS





# Study Area





# Land Use and Development

## Existing Conditions



Existing Conditions





Existing Conditions

# The Common

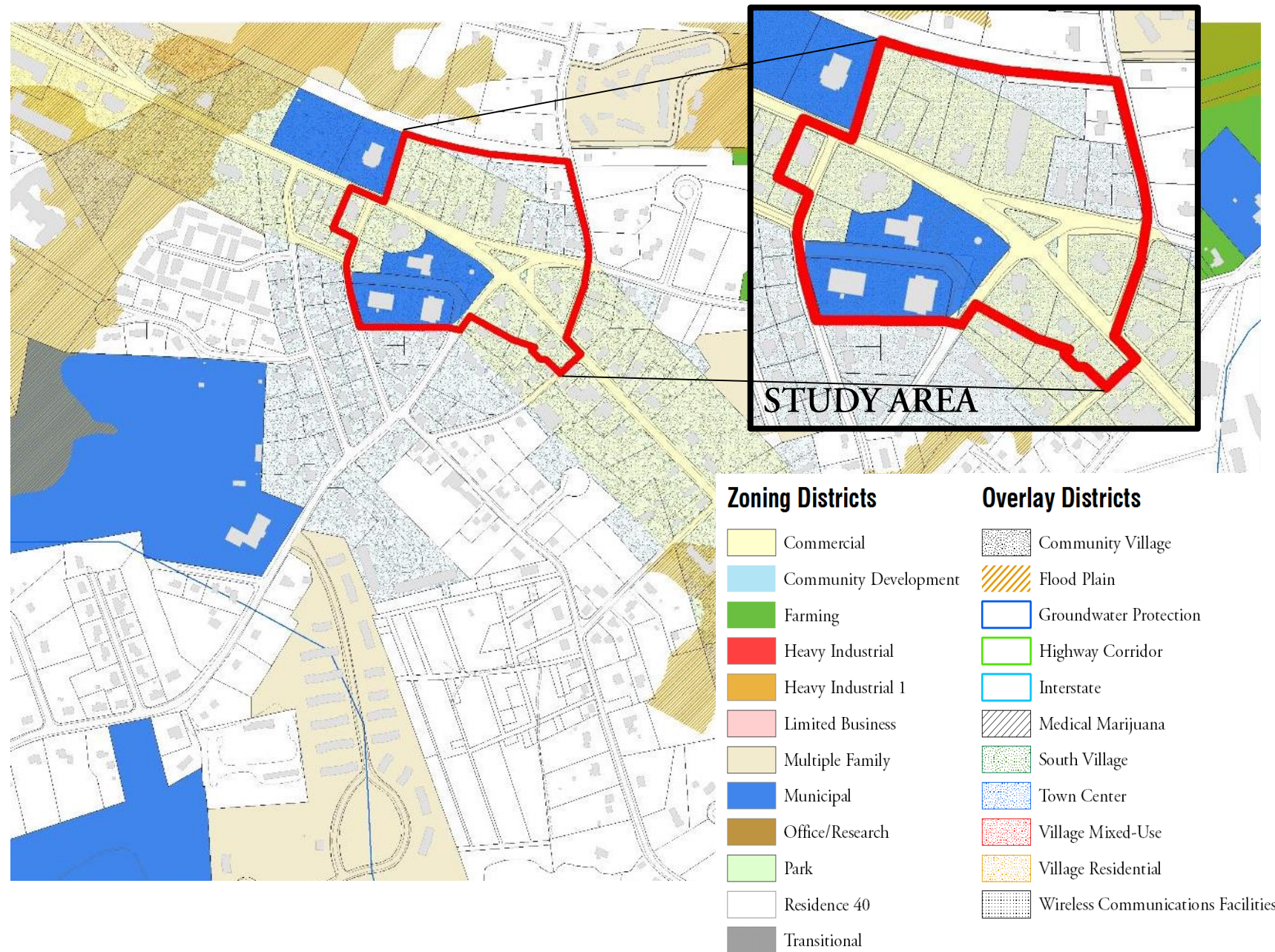




# Existing Conditions

## Zoning

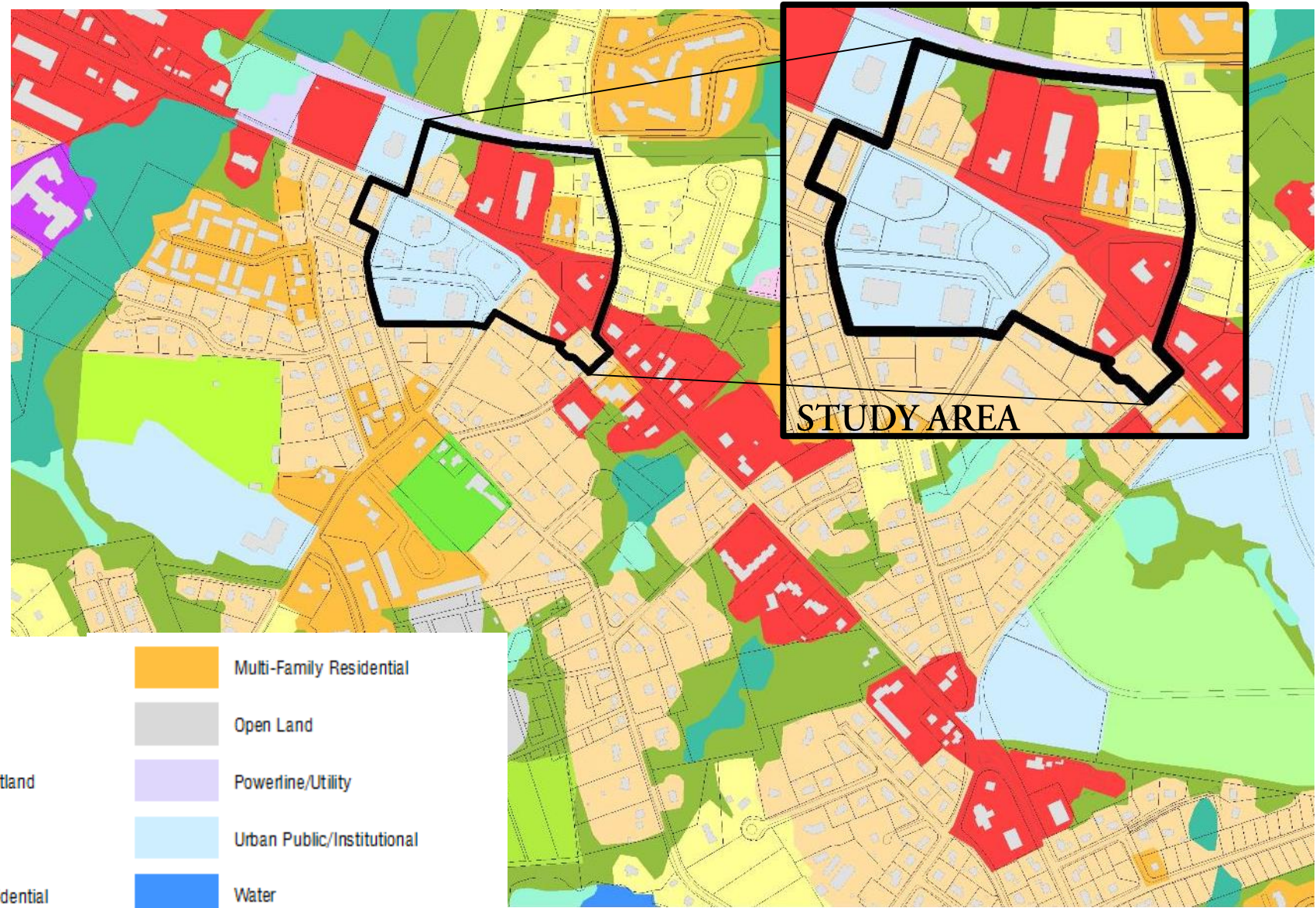
- Primarily Commercial Zoning
- Town Center Overlay is superimposed in Study Area and Main St. (Rt. 38) Corridor
- Town Center Overlay created to (partial list)
  - Encourage mix of uses
  - Promote pedestrian-oriented compact development
  - Preserve historic value and character
  - Encourage reuse of underutilized or vacant property



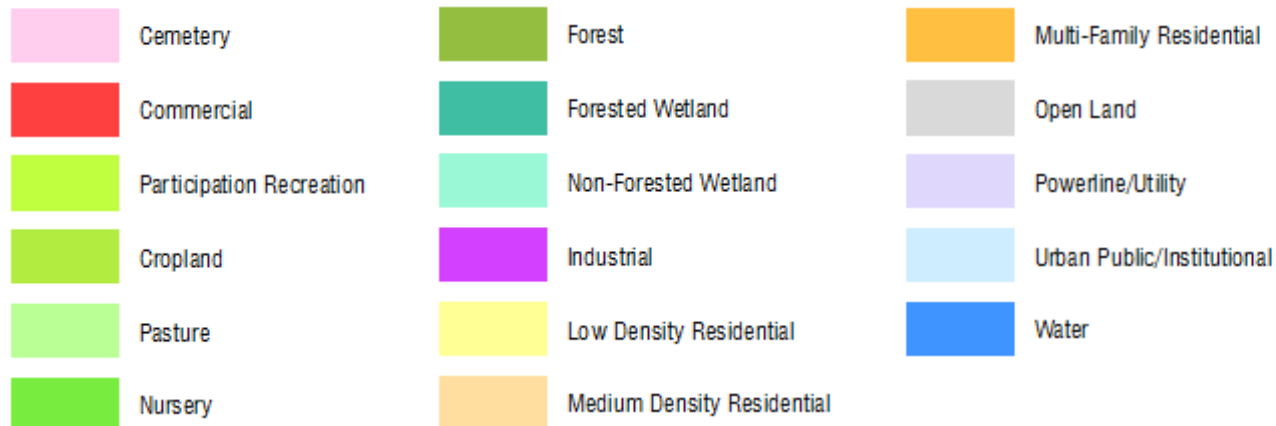


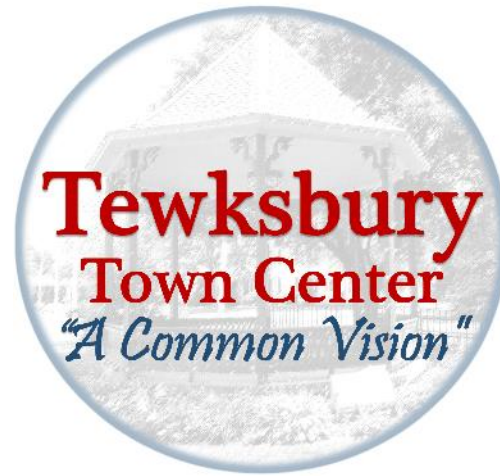
# Existing Conditions Land Use

- Land uses are consistent with zoning, but a number of commercially-zoned properties are residential in usage



## Land Use (2005)





# Traffic and Circulation

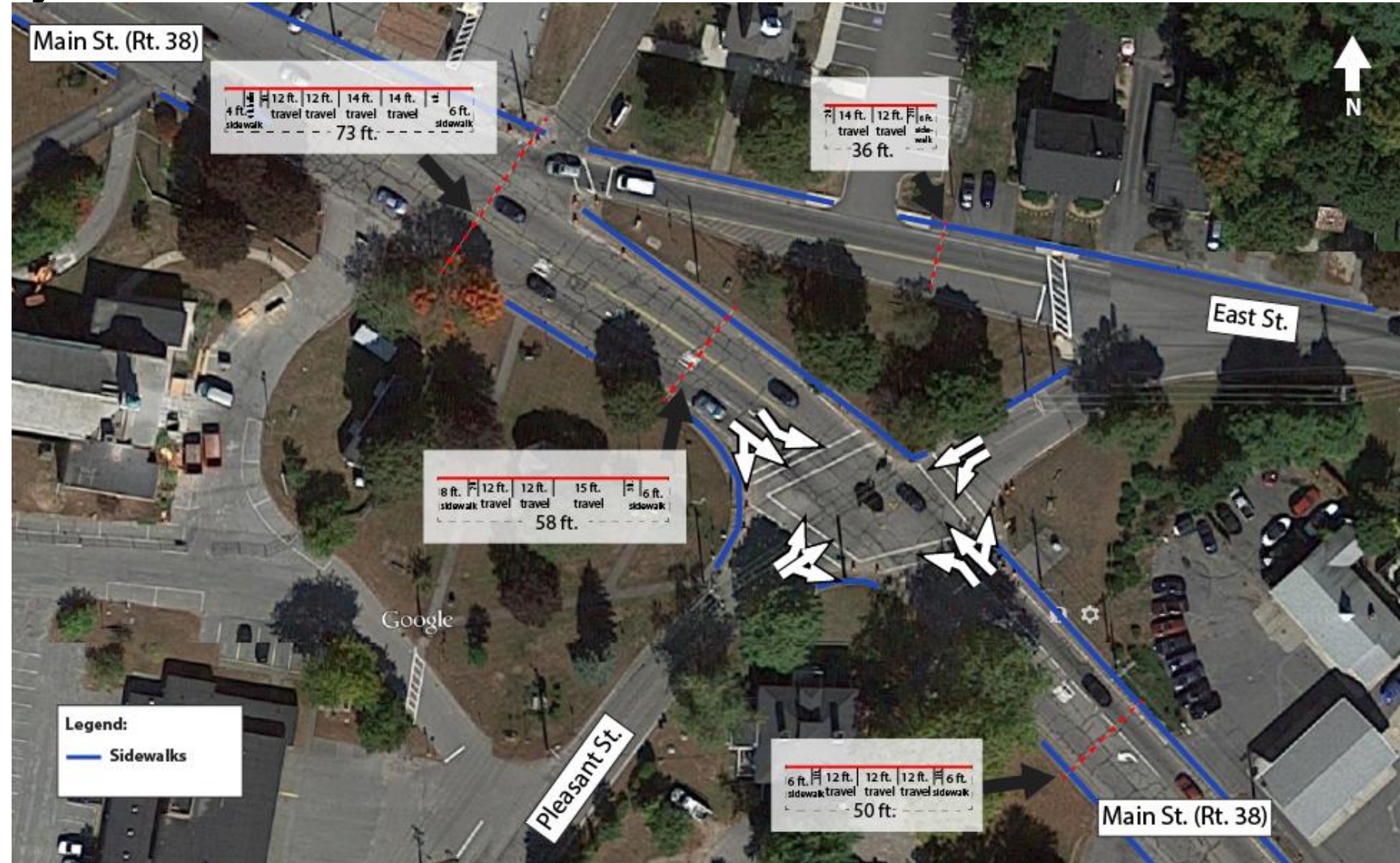
## Existing Conditions



# Existing Conditions Roadway Geometry

Potential to reduce  
pavement and  
increase green space

Limited sidewalk  
connectivity



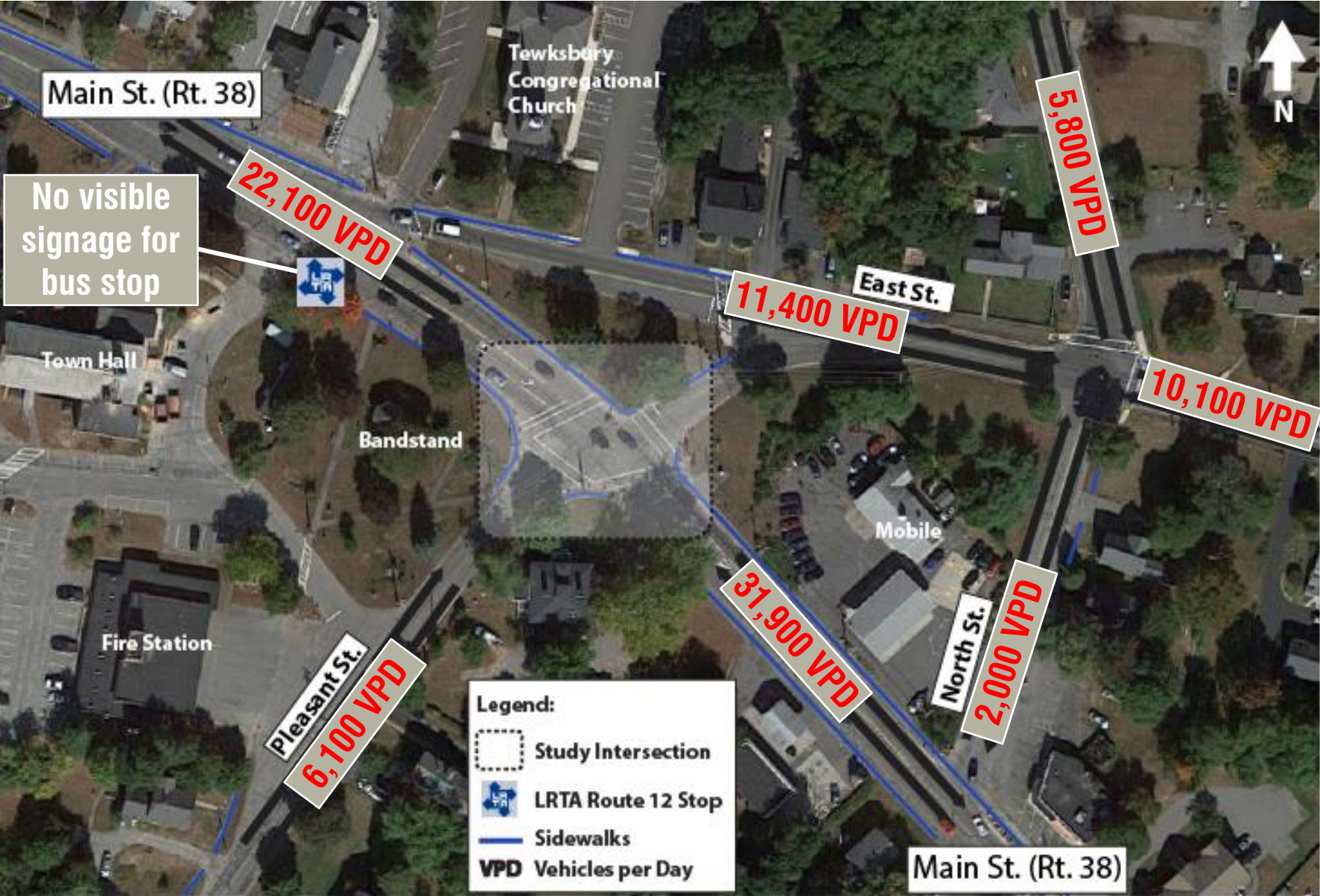


Existing Conditions

# Traffic Volumes

Existing daily traffic volumes

Highest volumes east of Pleasant Street





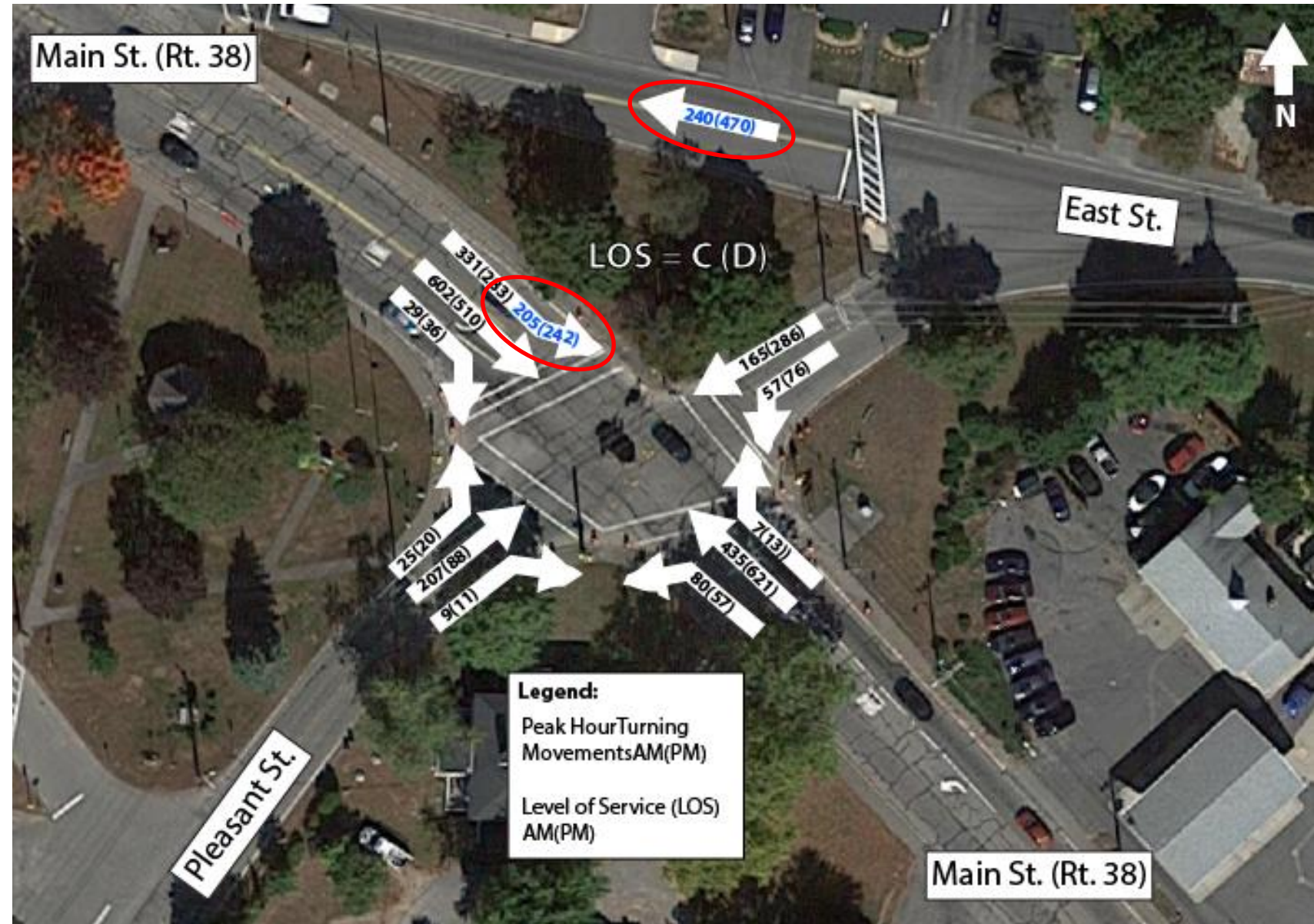
# Existing Conditions Turning Movement Counts

High demand for  
eastbound left turn

Also high demand on  
East Street

Sources:

Route 38 Corridor Study 2007  
2015 Turning Movement Counts





# Existing Conditions Crash Analysis

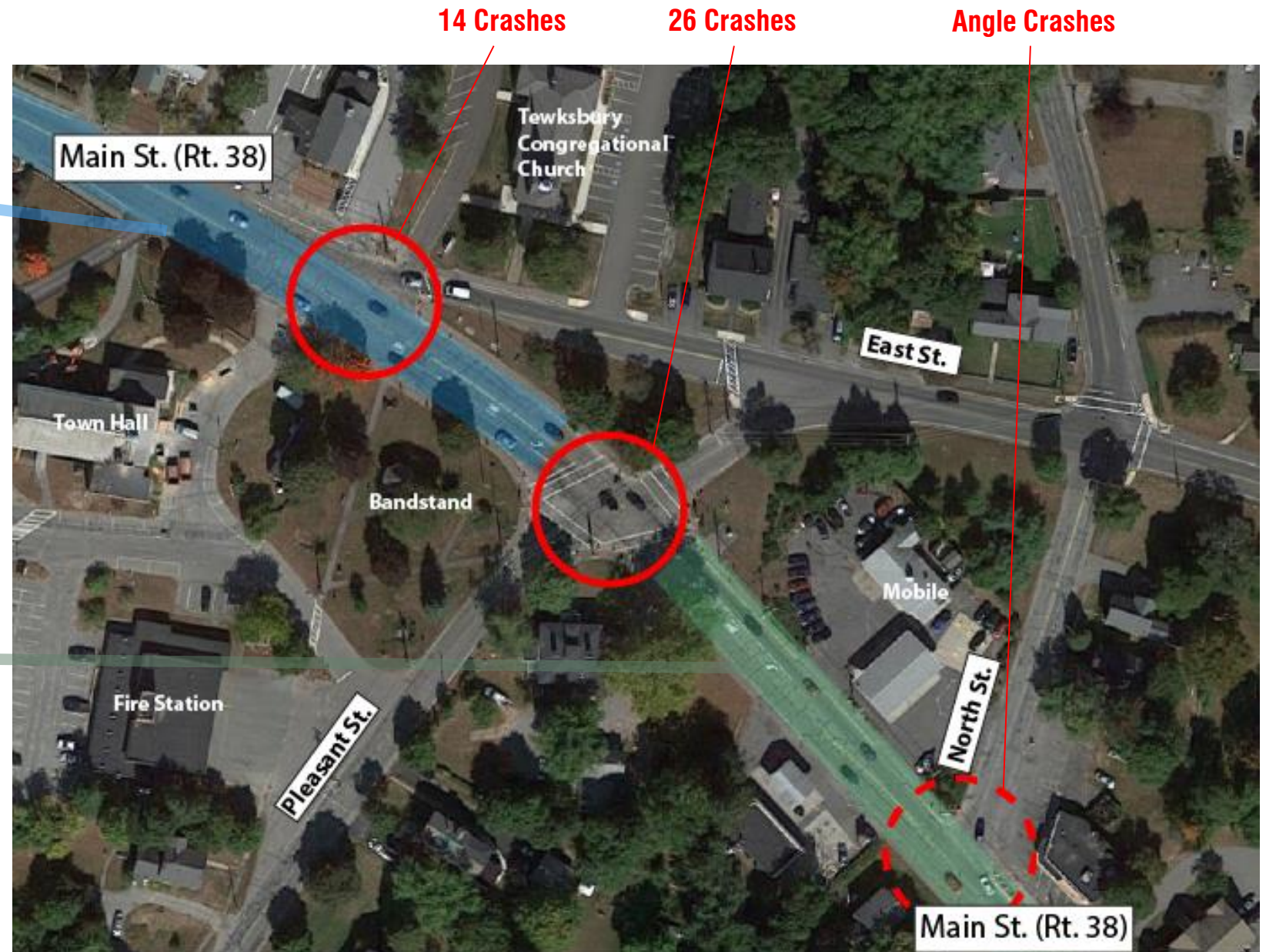
## Segment 1: (to Astle St./Pike St.)

- 114 crashes
- Numerous curb cuts with no dedicated left-turn lanes
- Most (77%) crashes during off-peak hours

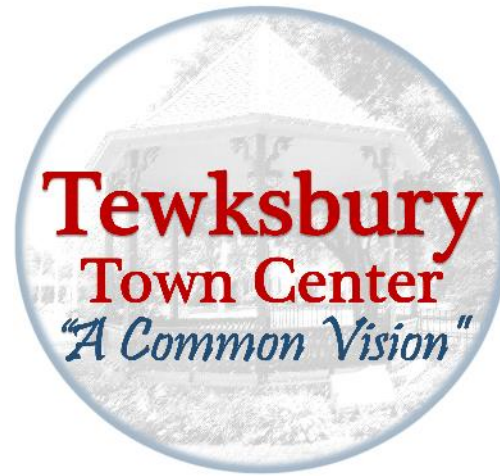
## Segment 3: (to Chandler St.)

- 21 crashes
- Rear-end collisions (57%) consistent with congestion
- 38% during weekday AM and PM peaks

Source: NMCOG 2008-2010







# Traffic and Circulation

## Potential Multi-Modal Improvements



# Multi-Modal Improvements

## Pedestrian Improvements

- Signal timing
  - Main St. (Rt. 38)/Pleasant St. signal plan shows 6 second clearance interval, but based on length of crossing should be 14 seconds
- Add countdown timers for pedestrian crossing
- Add accessible signals and ramps
- Improve sidewalk connectivity
- Consider enhancing the midblock crossing north of Town Hall
  - Rapid flashing beacon
  - HAWK Signal
  - In road lighting
  - Decorative paving



Pavement lights in crossing



Decorative Paving



Pedestrian Rapid Flashing Beacon



Midblock Crossing



Curb Ramps



Pedestrian HAWK Signal



# Multi-Modal Improvements

## Bus Stop Improvements

- Relocate bus stop on Main St. (Rt. 38) further from intersection to improve operations
- Provide amenities such as a shelter and trash barrel
- Provide a 5 foot wide and 8 foot long (minimum) boarding area on sidewalk
- Clearly define with front and back stop signs



Main St. Northbound



Main St. Southbound

Current Bus Stop Conditions



Proposed Bus Stop Conditions

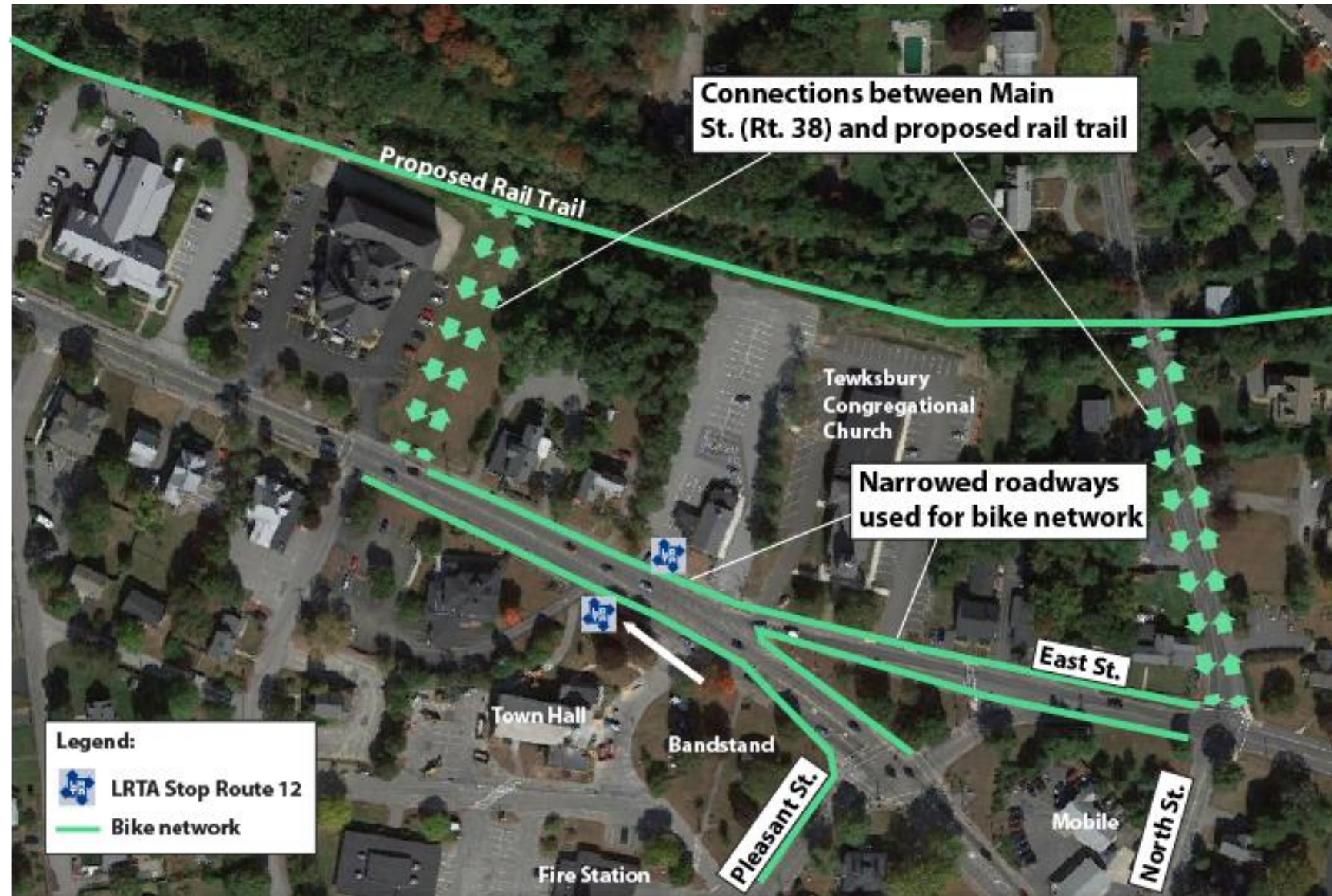
**Relocate bus stop  
further from intersection  
and create a stop pair**



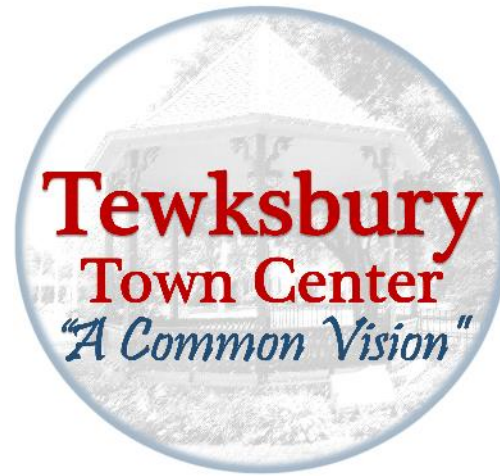
# Multi-Modal Improvements

## Bike Path Connections

- Facilitate connections from Main St. (Rt. 38) to proposed rail trail
- Narrowed roadways could be used for bike network, but pedestrian amenities are recommended







# Traffic and Circulation

## Potential Roadway Improvement Options



## Concepts for Redesign Circulation – Option A

Close off access to Main St. (Rt. 38) from East Street and create an exclusive right turn lane at the intersection of Pleasant St. / East St. and Main St. (Rt. 38).

Close Town Hall Ave between Town Hall and Pleasant St. to increase the Common even further. This creates a connection between the existing Common and the green space adjacent to the Fire Station

Recommended For Further Study



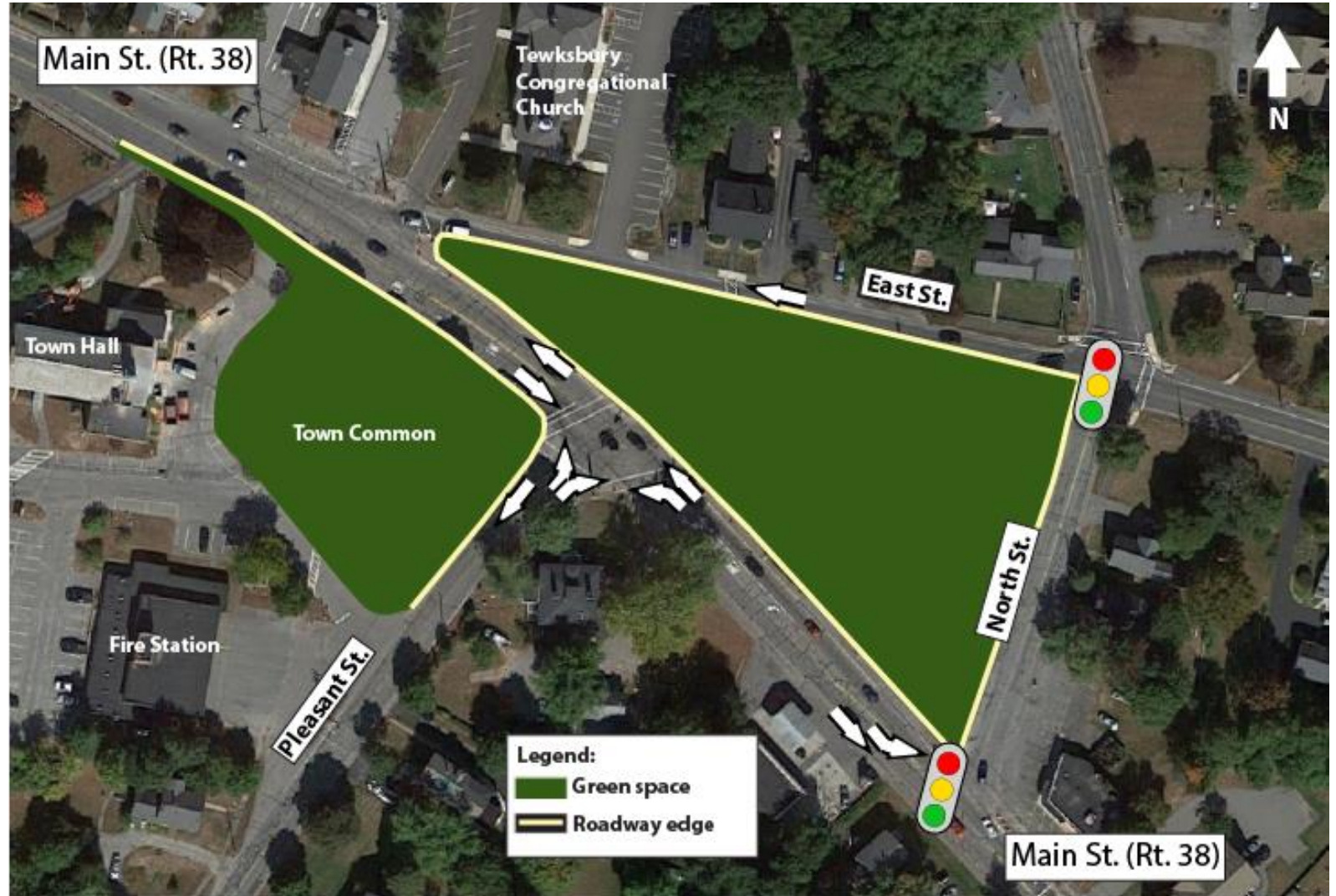


# Concepts for Redesign Circulation – Option B

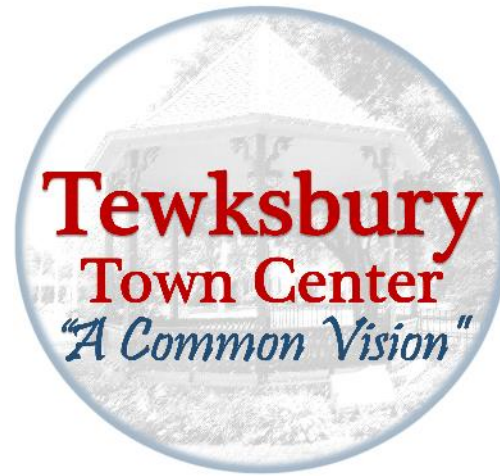
End Pleasant St. at Main St. (Rt. 38). East St. remains one-way to Main St. (Rt. 38).

Close Town Hall Ave between Town Hall and Pleasant St. to increase the Common even further.

Requires additional study to determine feasibility







# Town Center Comprehensive View

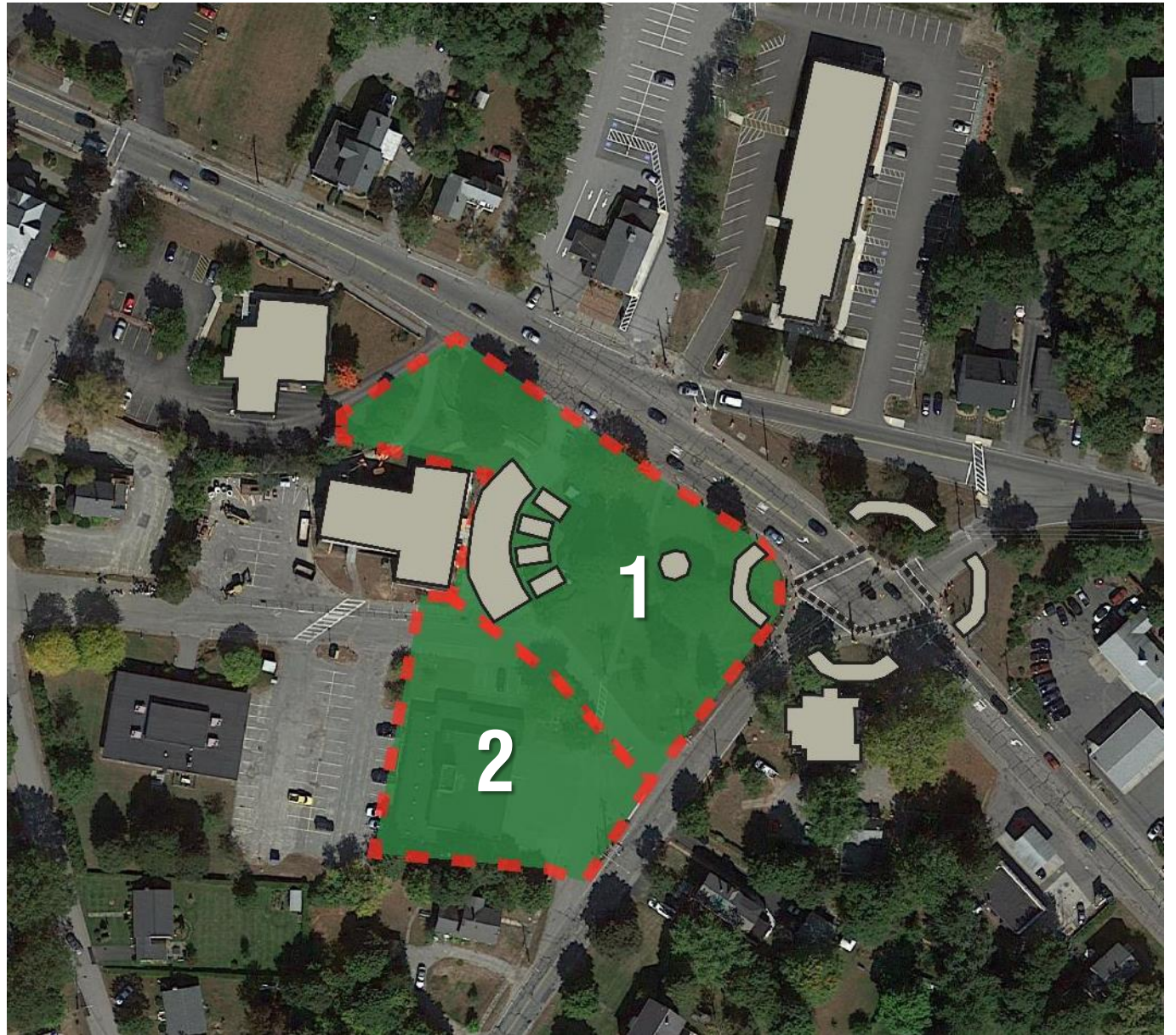
## Long Term Phased Concept



## Phased Redesign

# Expand Common and Create a 'Civic Campus'

- **Common Expansion Phase I**
  - Relocate monuments to anchor the Common and other public spaces
  - Close Town Hall driveway and create a pedestrian plaza in front of Town Hall
  - Improve signalization at pedestrian crossings
- **Common Expansion Phase II**
  - If Fire Station moves, further expand Town Common





# Concepts for Redesign Streetscape and Green Gateways

- Create a pedestrian-scaled streetscape that allows vehicle traffic to flow efficiently.
- Provide signage and strong landscaping to clearly mark the gateways to the Town Center.
- Include consistent streetscape elements, including landscaping and trees, throughout the Town Center to create a sense of place and cohesion
- Opportunity to narrow roadways and lanes to create space for pedestrian and bicycle ways
- Work with MassDOT to develop a phased approach to streetscape improvement





# Concepts for Redesign

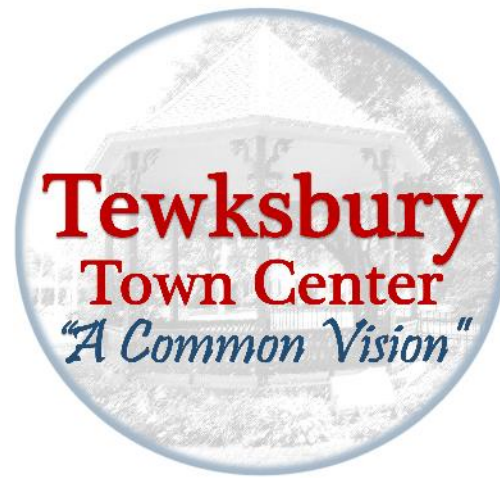
## Overall Concept

Includes:

- Expand Common
- Redesign streetscapes
- Create Green Gateways to the Town Center
- Relocate monuments to prominent locations
- Encourage redevelopment of key parcels
- Protect and enhance significant buildings
- Possibly dead-end East St. at the Congregational Church and create bicycle and pedestrian access from regional bike path







# Public Workshop Activities

# Activities

## Activity 1: Activate the Common

- Identify events, activities, and improvements for Tewksbury's Town Common

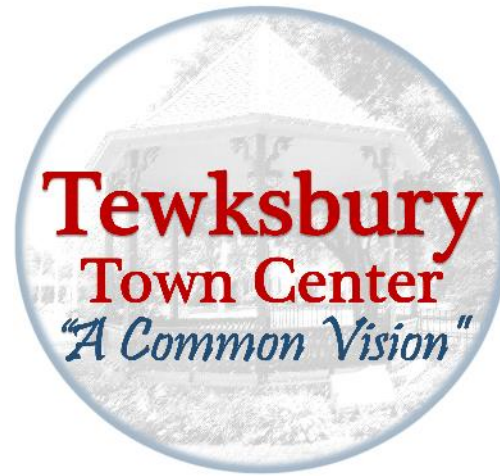
## Activity 3: Pedestrian Connectivity

- Identify areas that are missing or have insufficient pedestrian and bicycle infrastructure

## Activity 2: Land Use

- Using the stickers, work with your group to identify locations for each type of use
  - Shops (including restaurants and cafes)
  - Parks and Open Space
  - Office
  - Mixed Use
  - Streetscape Improvements
  - Housing
  - Civic Uses





Thank you for coming!

Website:

[www.facebook.com/tewksburycenter](http://www.facebook.com/tewksburycenter)

Step 1:

# I want....

What would you like Tewksbury's  
Town Center to be like?

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**...for Tewksbury Town Center**

Please complete and email to:  
[aleflore@cecilgroup.com](mailto:aleflore@cecilgroup.com).

**Thank you!**



Step 2:

## Active Common

Please mark the events or activities you would attend  
on the Common. Choose up to three (3).

- |   |   |
|---|---|
| <input type="checkbox"/> Concerts             | <input type="checkbox"/> Festivals and/or Fairs |
| <input type="checkbox"/> Outdoor Movies       | <input type="checkbox"/> Food Trucks            |
| <input type="checkbox"/> Famers Market        | <input type="checkbox"/> Exercise Classes       |
| <input type="checkbox"/> Holiday Celebrations | <input type="checkbox"/> Public Theater         |

Other: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

