

A photograph of a person wearing a bright yellow safety jacket and dark pants, working on a snowplow in a snowy environment. The snowplow is orange and has "TOWN OF HOPKINTON" and "D.P.W. HIGHWAY DIV." written on it. The person is crouched down, possibly adjusting something on the plow's blade. The background is a snowy street with trees and a building.

# MAGIC SUBREGION WINTER PLACEMAKING CHARETTE

**PREPARED BY:**  
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**WINTER IS COMING...**



What has winter looked like  
in your community?





What has summer looked like  
in your community?





**What could winter look like in  
your community?**



Image credit Prellwitz Chilinski Associates and Bench Consulting



**HOW DO WE GET THERE?**



# Resources and Funding 2020-2021

## MassDOT Shared Winter Streets and Spaces Grant Program

**\$10 Million Dollars allocated for shared streets projects**

**Must be quick-build improvements to sidewalks, curbs, streets, on street parking spaces, and off-street parking lots in support of public health, safe mobility, and renewed commerce**

**First round of applications due Dec. 4th, last round Feb. 26th**

**MAPC will be co-hosting a webinar on Nov. 24th at 2:30 pm**

## Bench Consulting Winter Places Design Guide

**Quickly implementable, low cost interventions for Main Street**

**Funding for implementation available to environmental justice communities**



# Strategies for Implementation

## Strategy 1) Set goals that go beyond outdoor dining

Let's move beyond propane heaters

Create inviting spaces that your community can move through safely

Instead of a one-time event, explore regular series

What does your community want to see?

## Strategy 2) Regulations and permitting support

How to maintain the same flexibility and support from summer

Working with your Fire Chiefs, DPW Directors and beyond

Following all public health regulations set by local and state agencies



# Warm Winter Placemaking

Art, projections and warming stations enliven winter spaces

Designed by Favermann Design

Blank wall winter  
wonderland  
projections

Artist painted  
kiosks

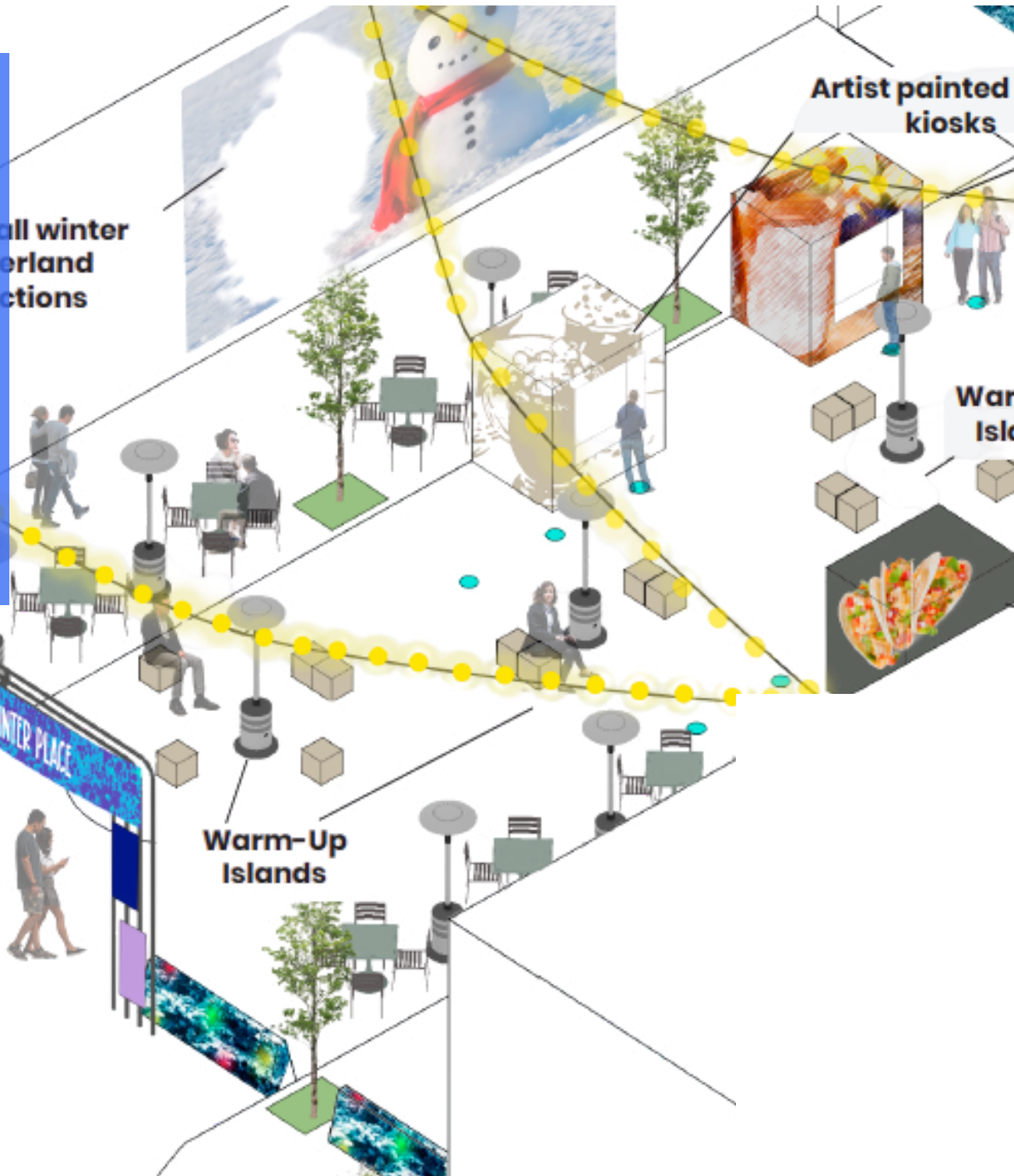
Warm  
Islands

Warm-Up  
Islands

Artist painted barriers

Controlled gateway  
with artist murals

Image credit Favermann Design and Bench Consulting





# Vacation on Main

Turn your main street  
into a Staycation

Designed by Bench Consulting



Image credit Bench Consulting



# Winter Streetscape Activation

Activating social zones  
for winter weather

Designed by Troyer Group

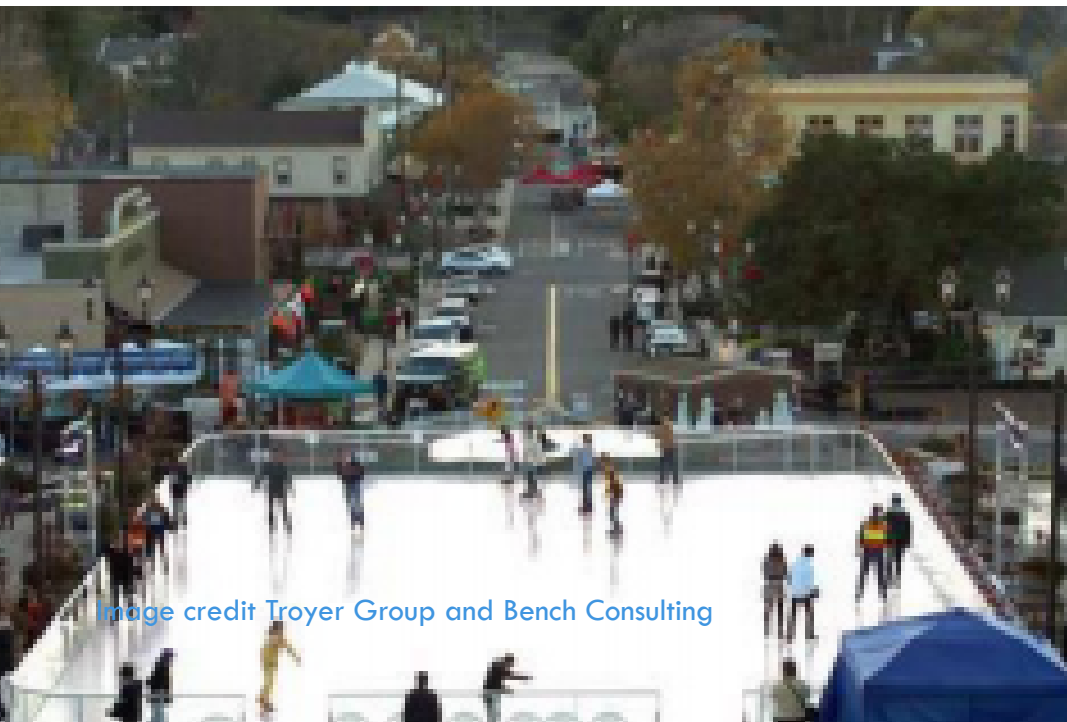


Image credit Troyer Group and Bench Consulting



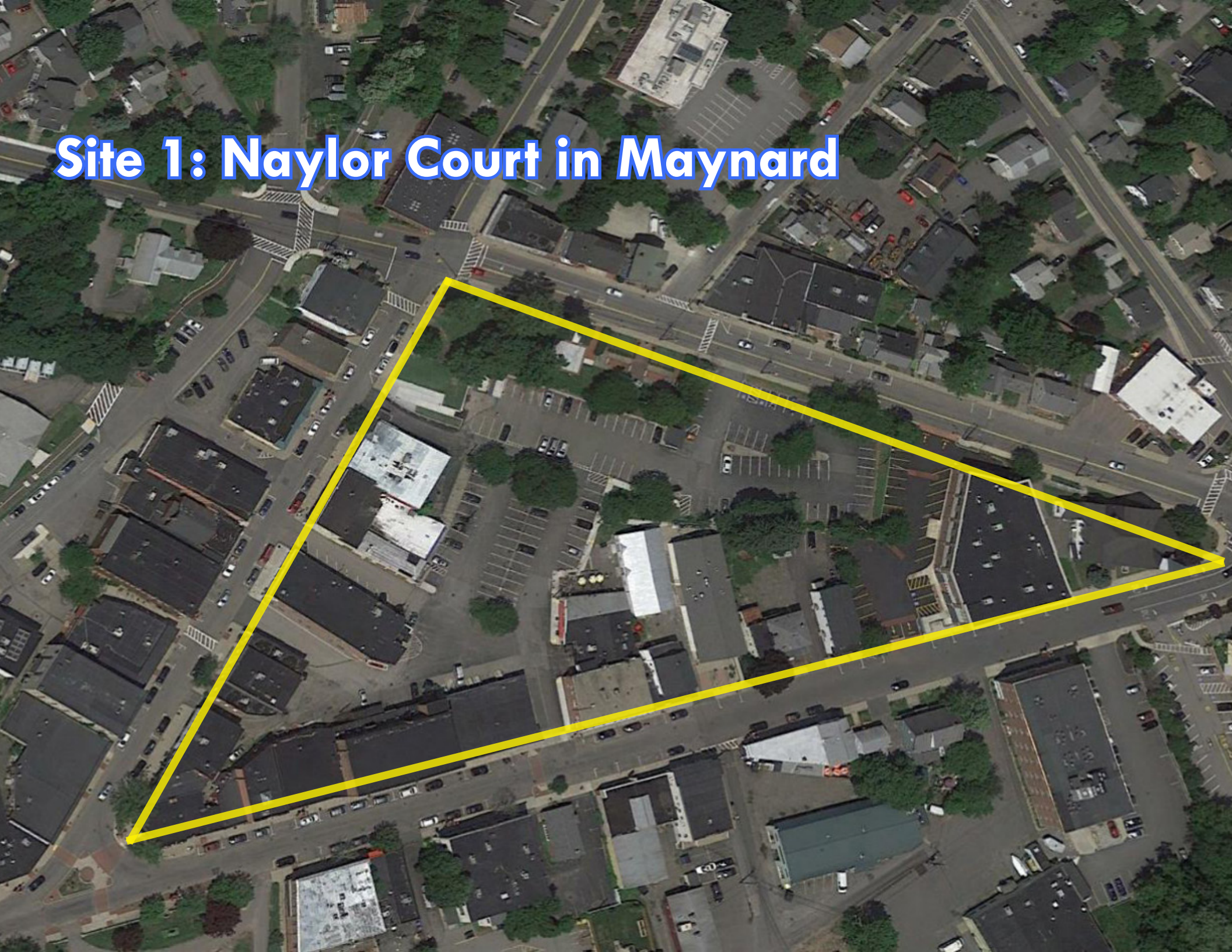
# Winter Placemaking Charette\*

1. Two sites: Maynard and Lexington
2. Program Design
3. Regulations and permitting discussion

\*Charette lite



# Site 1: Naylor Court in Maynard





## SITE 1: NAYLOR COURT IN MAYNARD





# Site 1: Depot Lot in Lexington





## SITE 2: DEPOT LOT IN LEXINGTON

