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?
Due to the COVID-19 pandemic, outdoor dining is the only feasible option for many restaurateurs as well as the only choice that many diners want to make. However, the upcoming challenge of cold-weather dining begs the question: Why would anyone want to eat outside in the winter?

As designers, we set out to give restaurant owners a toolkit of affordable and actionable items that would turn their outdoor dining into an experience worth coming to. Drawing upon international concepts of winter coziness—hygge (indoor) and friluftsliv (outdoor)—we can craft a nostalgic dining experience, reminiscent of nights roasting marshmallows around the campfire with friends. Physical elements, such as single-use blankets, warm café lights, and woody canopies set a scene perfect for experiential programming.

What could winter look like in your community?
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

Image credit Favermann Design and Bench Consulting
Vacation on Main

Turn your main street into a Staycation

Designed by Bench Consulting
By providing more space for outdoor dining and extending restaurant seating into the streetscapes, local businesses have been able to lessen the impact of limited indoor capacity regulations as well as provide a safer social environment for consumers. These projects have had incredible success within the recent months, with more visitors recorded in some downtown areas than last year when there were no regulations.

In order to winterize Social Zones, cold weather conditions must be considered in order to maximize the comfort of people within these areas. Wind protection and sun angles will help dictate where on street these Social Zones should be located during the winter months. We have also compiled a list of amenities that could be used individually or combined based on budget, availability, and necessity. Another option to activate downtown spaces during the winter is creating a unique winter programmatic calendar with events catered to all ages.

**Winter Streetscape Activation**

*Activating social zones for winter weather*

Designed by Troyer Group
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 2: DEPOT LOT IN LEXINGTON