

HARVARD COMMUNITY DEVELOPMENT PROJECT 2019

THE FUTURE OF BEACHMONT SQUARE

PREPARED FOR:

The City of Revere
Office of Strategic Planning + Economic Development
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I. PROJECT OVERVIEW



Rendering of the Suffolk Downs development adjacent to Beachmont Square

The Community Development Project (CDP) harnesses the academic and professional resources of Harvard University to facilitate civic engagement in community and economic development projects in communities facing development challenges. Our goal is to bring people from all walks of life together, see what a community wants for its future, and then work to build a vision and provide support for achieving that goal.

The Revere Community Development Project is centered on the Beachmont neighborhood, adjacent to the 161-acre Suffolk Downs mixed-use development by HYM Investment Group. The redevelopment project looms large for Revere and neighboring East Boston. It is slated to occur in multiple phases over two decades and promises to be transformative for Suffolk Downs and the economic futures of both communities. The development and Beachmont meet at the Beachmont T station and one of the heralded elements of the plan is a proposed Beachmont Innovation Center which may serve as a “front door” to the project and a link to the rest of the Revere community.

Our project focuses on the intersections to the east of Beachmont Station that include Bennington Street, Winthrop Avenue and Unity Avenue commonly known as Beachmont Square or Donnelly Square (henceforth Beachmont Square). We endeavor to develop potential solutions that allow Beachmont Square to become a destination in its own right so that existing businesses and Beachmont neighborhood residents benefit from the increased investment near the station. Our proposed solutions center around two themes developed by separate sub-committees: Community-centered creative placemaking around Beachmont Square, and transportation solutions to facilitate a multi-modal, pedestrian-friendly Beachmont Square.

The solutions in this report are meant to serve as a menu from which community members, city officials and other stakeholders can **identify compelling projects to advocate for**. We also include an appendix of case studies that we undertook which can be used for further inspiration and detail. Underlying our entire process was an engagement effort that involved multiple visits to Beachmont, city and community events, and a survey distributed through community and city organizations to gauge knowledge and preferences about Beachmont Square and the Suffolk Downs development.

The first set of recommendations consist of community engagement and placemaking strategies to create a sense of place and identity at Beachmont Square, reflecting the diverse community in Beachmont. This community includes both recent immigrants from multiple continents and residents who have a connection to Revere that extends back multiple generations. Our recommendations in this space involve outreach strategies to **better integrate community members** (non-English speaking in particular) into decision-making processes around Beachmont Square and a set of placemaking strategies that could serve to make Beachmont Square a destination, a place to congregate and attractive to pedestrians leaving the Beachmont Station or walking from Suffolk Downs that can serve to reflect the backgrounds of all Beachmont residents.

The second set of recommendations consist of designs of multiple strategies to reduce the speed and flow of motor vehicle traffic in Beachmont Square and make the existing intersection and surrounding area **more accessible to pedestrians** in Beachmont, those exiting the Beachmont Station, or those walking from Suffolk Downs. Our designs range from short-term and low-cost solutions that could be quickly implemented to infrastructure projects that have the potential to have much larger impacts on the nature of Beachmont Square.

II. ENGAGEMENT EFFORT

“Brighter,
cleaner and
more lively.”

- Revere Homeowner and Businessowner on his
vision of the future of Beachmont Square

The CDP students implemented a robust engagement process in order to understand the needs and goals of the existing community, as well as the extent of their awareness and concern about the incoming Suffolk Downs development.

Starting in the Fall of 2018, members of the team attended community meetings through the ongoing MAPC mater planning process as well as through the Beachmont Improvement Committee. Students interviewed neighborhood stakeholders and spoke with residents, business owners and city leaders. The group also used existing Revere listserves to distribute a 9-question standardized survey, allowing for comparable responses and a growing database of contact information.

According to the latest census, about 15% of Beachmont residents live below the poverty line, and the median household income is just over \$60,000 per year, compared to over \$85,000 for the Boston metro area. About half of Beachmont residents are renters and the other half own their homes. Though 76% of residents have a high school degree, only 13% have a Bachelors degree or more, compared to 48% in Boston. **Almost 40% of Beachmont residents, or about 2,200 people, were born outside of the United States.**

The census data paints a picture that was confirmed throughout engagement: Beachmont is a thriving working class neighborhood, home to new immigrants and multi-generation Beachmont residents alike. It is a rare middle-class pocket in today's greater Boston, with a median income below the region's but with relatively few people living in poverty.

Throughout community engagement, a primary goal for CDP students was to understand the priorities for the neighborhood's lowest-income and most vulnerable residents, and to understand the ways that the city could better represent and protect them in the creation of Suffolk Downs.



Beachmont Square today

The survey responses revealed a few clear themes:

- **Traffic and automobile dominance** in Beachmont Square is the main obstacle to creating a desirable place and a walkable destination
- Crossing the square, as both a pedestrian and a driver, is challenging. Residents generally would like fewer cars, or significant **traffic calming measures** to make the area more accessible on foot.
- Residents are interested in having **more local businesses** easily accessible from the T stop, and generally like the existing small park.
- Residents are **passionate about their community**, and are generally quite hopeful about a cleaner and safer Beachmont Square adjacent to Suffolk Downs.

We also tried to conduct the survey in Spanish, but were unable to reach the Spanish-speaking population in a meaningful way. This is representative of the need for better communication channels between minority communities and neighborhood leadership

100+

Revere and Beachmont
Residents engaged

67%

of respondents mentioned
TRAFFIC
in their answers

III. CREATIVE PLACEMAKING

**“Not overwhelmed
by Suffolk Downs
development, but
complimenting it.”**

- Revere Resident on how he envisions
the future of Beachmont Square

Introduction

As the Creative Placemaking and Community Engagement team on this project, our primary task was to develop creative suggestions that would enhance Beachmont Square. We also took it upon ourselves to also absorb the task of investigating methods to increase community engagement efforts with the residents of Revere as the redevelopment of Suffolk Downs continues.

The proposed new redevelopment of Suffolk Downs will constitute a new chapter for Revere. We, and other stakeholders, believe that the new development should not seemingly exclude the rest of the adjacent community. Through our findings, we have identified opportunities for the City of Revere and other community organizations to ensure that the preferences of Revere, and its residents are represented in the change that is happening in their community.

This report details our engagement process with stakeholders within Revere and the surrounding region. We discuss our methods, findings and make critical suggestions for the City of Revere to pursue as a result of our engagement. Some of our suggestions are not only for our client, the City of Revere, but should include other community organizations. Particularly, some of these suggestions could be pursued by the Beachmont Improvement Committee (BIC). The BIC has a dedicated membership and is particularly interested in the development because of the neighborhood's proximity to Suffolk Downs.

We have attempted to categorize our recommendations into three sections. First, we discuss the way in which community engagement could be improved with the city. Second, we present some creative placemaking solutions, some of which could be easily deployed and other that would take a larger investment. And finally, we present the hopes, dreams, ideas and creative solutions that we discovered from our community engagement. We feel that detailing what community leaders and residents want to see in Beachmont Square is of the utmost importance to demonstrate what can be done to ensure the Beachmont neighborhood is not left behind.

Methods

We conducted semi-structured interviews with various stakeholders who were identified on the local, regional and state level. We interviewed everyone who responded back to our request for an interview about Revere, MA and the Suffolk Downs redevelopment. We interviewed people from the following organizations: Boston Harbor Now, the Healthy Cities Initiative, Jeffries Point Neighborhood Association, Moroccan American Connections in Revere (MACIR), RevereCares and Walk Boston. A Google form was also sent out through the Beachmont Improvement Committee listserv that yielded additional responses to the question that were asked.

From these interviews and the Google form surveys, we were able to gain insight into what these stakeholders think about Revere and the Suffolk Down redevelopment. While the list of people who we interviewed is not exhaustive of all of the stakeholders, their responses helped us understand more about the sentiment of some of the stakeholders involved. We also recognize that the people with whom we spoke are largely community leaders, and while some of them are residents of Revere, their responses are not necessarily representative of all of the residents of the Revere area. However, their ideas and thoughts helped to inform the recommendations that we are proposing in this report.

Interview Questions:

The questions that we asked our interviewees were all aimed at gaining knowledge about organizational relationships in Revere, the neighborhood of Beachmont, Beachmont Square, the Suffolk Downs redevelopment, and Revere. We thought that asking these questions would help us identify opportunities for creative placemaking, and additional recommendations for community engagement. The questions that we asked are listed below:

- What is your organization's role in the community?
- How do you and your organization's members use and interact with Beachmont Square right now?
- Are there any changes that you'd like to see/make in the area? (if you do not go there often, what changes would make you want to go there?)
- What are the organization's needs, and can those needs be served in the Beachmont Square area?
- What do you like about Revere? What do you like about Beachmont?
- Are there other areas in Revere that you frequent or spend time?
- Are you familiar with the Beachmont Improvement Committee? What is your relationship to that committee?
- Are there other organizations that you partner with or that you think we should talk to?
- Does your organization partner with the city in any way?
- How much do you know about the Suffolk Downs redevelopment? What do you think about it? How does that affect you or the people that your organization serves?
- How do you envision the future of Beachmont square? Revere?



Findings

Community Engagement:

The themes around community engagement that we identified are increased communication with the community, improved communication with Revere residents who do not speak English, and better explanations about changes happening in the community. The capacity to increase communication with the community can be challenging. For this reason, recommendations for increasing communications could be shared between the City or Revere and other community organizations. However, the initial communications should come from the City of Revere.

1. Meeting announcements, invitations, and surveys should be distributed in multiple languages to facilitate forwarding to non-English speaking community members and organizations (top 4 languages are Arabic, Cambodian, Pamir and Spanish).
2. Use the list of stakeholders in the appendix to widen reach of community events by Beachmont community organizations like BIC.
3. Prepare written materials in all the languages spoken in Revere for both city and community organization meetings.
4. Hold community meetings in “neutral” locations where community members from diverse cultural backgrounds feel comfortable attending and participating.
5. Use master planning events, which have demonstrated a wide reach across the community, to introduce community members to community organizations like BIC.
6. Engage neighbors and community members in advance of any placemaking projects to facilitate implementation.



Beachmont Improvement Committee event

Findings:

Creative Placemaking:

The themes around creative placemaking that we identified are, first, creating a sense of destination that encourages visiting Beachmont Square, a reflection of the diverse culture and sense of pride of the Beachmont community, and avoiding a marked distinction between the end of Suffolk Downs and the start of Beachmont Square. With these themes in mind, we drew on existing case studies of creative placemaking from cities around the world for ideas on how to make Beachmont Square a destination that reflects the diversity and local pride in Beachmont Square. In the appendix, we include a “toolkit” of creative placemaking case studies from which we drew inspiration and which may serve as inspiration for community members.

1. Art displays in Suffolk Downs incorporating projects from community members (e.g. Revere Public School students) to link Suffolk Downs to Beachmont Square.
2. Open streets initiatives that temporarily close streets to cars and make them accessible to bike-riders and pedestrians. Can be combined with pop-up retail for special events (e.g. Summer Nights at Donnelly/Beachmont Square).
3. Benches or “bleacher-style” steps in the area around the T-stop exit, across the street and in front of adjacent retail space can encourage people to sit, linger and congregate.
4. An intersection mural at Bennington Street and Winthrop Avenue can create a sense of place and serve as a short-term strategy for slowing down traffic. Other public art co-created with community members, such as painting Beachmont’s stairs or the Neighborways current project at Unity Avenue.

How do you envision the future of Beachmont Square?

- “Warm welcoming inclusive, celebrate small businesses, embed in the neighborhood narrative”
- “Wayfinding, flags. Art that signifies where you at.”
- “Invites people to linger and not kicking out people who loiter, where social gatherings are promoted.”
- “Create public space that people can enjoy and linger (What is the happy medium?)”
- “Multi - modal friendly”
- “Huge potential; filled with small local businesses that are all family owned, fear that Beachmont will become so popular that rent will go up and businesses will be pushed out. The T station is out of date but lovely: shows a blend of function and design. I hope it gains and doesn’t lose what makes it special to the community; hope that corporate stuff stays inside Suffolk Downs.”
- “Accessible, attractive, practical pedestrian & roadway patterns, retaining neighborhood focus”
- “A Beachmont Square where there is true integration with and growth with the currently planned development at Suffolk Downs. A Revere that will commit revenues from the development/ growth to ensure that Revere neighbor- hoods become more healthy and viable”
- “More restaurants little shops and family friendly activities”
- “More modern development, improvements to the T, and hopefully affordable condos on the Suffolk downs property under 500k for 800-900 square feet.”

IV. TRANSPORTATION

“The traffic flow is a driving and walking hazard.”

- Revere Resident and homeowner on what she would like to see changed in Beachmont Square.

Introduction

Beachmont Station provides important access to the Boston region for Revere's residents. Improving the commuter experience and encouraging public transportation usage is a shared interest for both the Suffolk Downs development the City of Revere. While HYM's proposed design easily integrates the Beachmont Station into the new development, the current dominance of motor vehicles in Beachmont Square makes integration of the T stop to the existing business district more challenging.

Integrating Beachmont Square, and Beachmont more generally, with the Suffolk Downs development and unlocking the economic potential of increased investment in the area requires that pedestrians exiting the Beachmont Station can turn and walk towards Beachmont as easily as they would towards Suffolk Downs. Without such access, the new development could draw visitors away from existing businesses and effectively exclude Beachmont from the benefits of increased investment in Revere.

After some background research, discussions with City officials, and a site visit to Beachmont Square, we identified that the focus of our work would be to improve accessibility for pedestrian access to the T and improving the commuter experience in and around these accessibility points. The intersection at Winthrop Avenue and Bennington Street is the key to unlocking the multi-modal potential of Beachmont Square and increasing the accessibility of the T stop for Beachmont residents.

We present five different design solutions to improve pedestrian access to the T station while generally reducing the dominance of motor vehicles in Beachmont Square. We consider a range of solutions, from those that could be implemented quickly at a low financial cost to long-term infrastructure projects that could radically change the nature of Beachmont Square but would require significant investment on the part of the City.



Methods

We drew on a number of sources for background research to identify the potential challenges that the Suffolk Downs development project could create for the Beachmont neighborhood and Beachmont Square more specifically and to develop creative design solutions to increase the pedestrian connection between the Beachmont Station and the adjacent businesses in Beachmont Square.

Through conversations with professor Andres Sevtsuk (Harvard GSD), a case study of HYM's Boston Landing project in Brighton, and an evaluation of the HYM's proposed transportation projects around Beachmont Square as part of the Suffolk Downs development, we identified some of the challenges that the current Beachmont Square area faces and how these may change with the new development.

We drew on case studies of vehicle dominated spaces that were reformed to increase pedestrian access such as Time Square and the Harvard Science Center Plaza for potential ideas and after a site visit with Julie DeMauro from the Healthy Community Initiatives at Revere, decided to focus our design proposals on simple solutions to increase the walkability of Beachmont Square and facilitate pedestrian access to Beachmont Station.



Underpass separating Beachmont Square and future Suffolk Downs

Findings

In addition to our own findings which are outlined over the following pages, we strongly recommend that Beachmont stakeholders consider and utilize previous transportation studies that have focused on the square. The most recent is the 2018 Northeastern Transportation Engineering Capstone project, which was a yearlong study of transportation interventions in Beachmont.

The report is titled “Towards a More Connected Revere: Creating a Livable Beachmont Village,” and was authored by Daniel Dulaski PhD, Michael Tracey, Heba Khashoggi, Machael Jabour, Ben Fox and Jianan Su. As a comprehensive traffic engineering report, it details existing conditions as well as several implementation alternatives completed to the 75% design stage. This analysis considers the safety and access of all modes of transport, though trends more towards traditional automobile accessibility, and ultimately recommends a \$10.2M transportation investment which was presented to the City in 2018.

The report was done before HYM released its transportation materials to the public, so can serve as an independent reference point for the City and Beachmont leaders when working with HYM in the coming years. We believe that taken in concert with our recommendations, which were informed by community input and thus focus mostly on pedestrian movement through the square, the two reports will be helpful in shaping a more accessible intersection for all.

We encourage community members and other interested parties to contact the City of Revere’s planning staff for more information on this study.

Findings

Our approach was to propose a wide range of solutions. Some could be actionable relatively quickly with minimal resources, having an immediate impact on Beachmont Square. We gradually propose more expensive, longer-term but more transformative design solutions. The hope is that some of these can be implemented easily by community organizations while others would require larger investment and buy-in from other residents, city officials, and other stakeholders.

Our design proposals are meant to serve as a menu for stakeholders and community members to identify preferred projects that they can advocate for within both community organizations, city government, and the master planning process underway in Revere. They encompass a range from low-cost solutions that could be implemented relatively quickly to higher cost solutions that would require substantial capital investments and coordination across multiple levels of government.

The following pages detail each design proposal, summarized below.



Transportation proposals on scale of resources required

Proposal 1: Paint the Beachmont Square Intersection

- Problem:** Speed of vehicular traffic endangers pedestrians
- Solution:** Paint the Beachmont Square intersection and adjoining roadways (Winthrop/ Bennington/ State)
- How:** Visual patterns on roadways have been proven to catch drivers' attention and cause slower speeds. This could result in a significant decrease in speeding through Beachmont Square at low-traffic hours. It also improves the intersection's branding with a unique placemaking feature that will set the Square apart from Suffolk Downs.
- Costs:** Minimal (Paint + Labor)
- Challenges:** State has jurisdictional control of Bennington. Less impactful if high-speed traffic is minimal.



Proposal 2: Reverse One-Way Streets

- Problem:** Vehicular traffic from Crescent Ave. has difficulty turning onto Bennington St., creating safety risks
- Solution:** Reverse the one-way signs on Crescent Ave., Cottage St. and Everard St.
Moves one-way exit further from backed up traffic at Beachmont intersection
- How:** Lessens risk for merging left for Winthrop
Prevents dangerous cutting through Everard to bypass backups
- Costs:** Minimal: signage + awareness campaign + impact studies
- Challenges:** Potential increase in traffic past school
Difficult left turn from Bennington St onto Crescent Ave

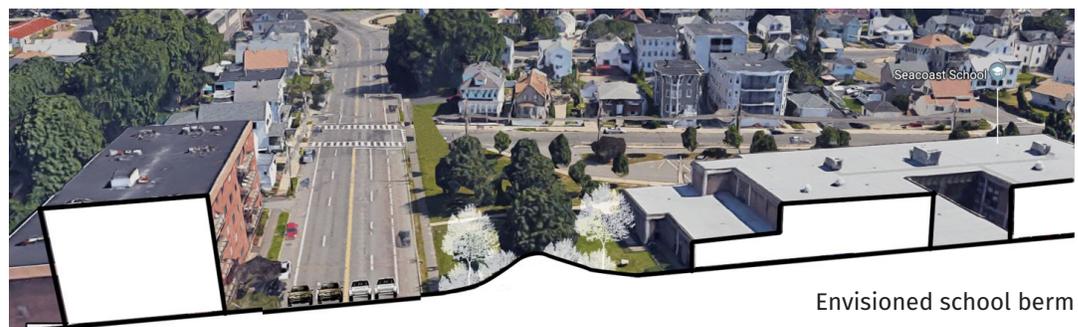


Proposal 3: School-side Berm

- Problem:** Vehicular traffic cuts through Everard St. to bypass traffic backups at Beachmont intersection, increasing school-adjacent traffic
- Solution:** Place a berm across the Everard St. exit.
- How:** Eliminate school-adjacent pathway
Reduce roadside noise for school
Expand safe play area for kids
- Costs:** Medium: design + land + maintenance
- Challenges:** Blockages for school buses or parent pickups, may receive pushback from some members of school community



School access today



Envisioned school berm

Proposal 4: Widen sidewalks

- Problem:** Vehicles dominate at Beachmont Square - the current structure prioritizes cars over people despite the highly-used MBTA stop
- Solution:** Extend sidewalk at crosswalks to reduce lanes at intersection
Broaden sidewalks around the Square
- How:** Wider sidewalks encourage pedestrian use and safety
Narrower roads restrict vehicle mobility and speed
This may help decrease the amount of “cut through” traffic to 1A
- Costs:** Medium: construction cost + political battle
- Challenges:** May face pushback from both commuters and resident drivers
State has jurisdictional control over the road



Proposal 5: Pedestrian Footbridge

- Problem:** Pedestrian crossing through the intersection is slow and unorganized, which poses a problem for current residents and a problem for Beachmont Square in capitalizing on the growth of Suffolk Downs
- Solution:** Create a pedestrian footbridge across the top of Unity Ave directly into the Beachmont Station
Convert Unity Ave into hillside park
- How:** Guides visitors into Beachmont Square
Reinvigorates existing neighborhood
Reduces pedestrian reliance on crosswalks
- Costs:** High: design + approval + construction + maintenance
- Challenges:** Potentially prohibitive upfront cost without subsidy or assistance from HYM.
Community pushback from Unity Ave residents



V. APPENDIX



Placemaking Toolkit Case Studies:Enhancing Cultural Economic Development

ArtsUnion / Somerville, MA: <https://www.somervilleartscouncil.org/artsunion>

ArtsUnion is an initiative sponsored by the Somerville Arts Council and the City of Somerville. Established in 2005, the initiative aims to “enhance the cultural economic development of Union Square,” through a variety of events, markets, and tours. ArtsUnion holds a strong placemaking component through the commissioning of street furniture and public art and by aiding the city in revising its zoning to incentivize arts redevelopment.

The initiative prioritizes arts-related development in Union Square and serves as an arts advocate in a neighborhood that is experiencing significant gentrification and redevelopment.



Placemaking Toolkit Case Studies:

Pop-up Retail

Revolve / Detroit, MI: <http://placemaking.mml.org/how-to/revolve/>

Established in 2012, Revolve is a non-profit organization that aims to fill vacant urban spaces or enliven neighborhoods with local pop-up retail and temporary-use projects. While Revolve is focused on transforming areas with little to no market demand, the initiative uses a variety of effective placemaking strategies that could be implemented in Beachmont Square if the right venue becomes available.

Revolve is a program of the Detroit Economic Growth Corporation and consists of a single project manager, along with many volunteers. The program has been funded through grants, crowdsource funding, and the support of volunteers. Since its creation, the program has launched the establishment of four new permanent retail businesses, invested over \$540,000 in placemaking and economic development, activated vacant storefronts, and transformed sidewalks into lively public spaces. This pop-up model is considered to be an affordable, flexible, and community-driven strategy for economic development and has a strong placemaking impact by creating new and dynamic spaces for the community to visit. The pop-up model also allows local entrepreneurs to test-run small businesses, expand existing businesses in second locations, or create a temporary showcase.

The city of Pittsburg also runs a pop-up program that could be consulted for guidance around legal contracts between building owners and tenants. Learn more by reading this case study prepared by the Michigan Municipal League.



Placemaking Toolkit Case Studies:

Co-creating Public Space with Local Communities

Many places. Example from La Palomera, Caracas, Venezuela by Enlace Arquitectura
<http://www.enlacearquitectura.net/work/2017/08/citi-planting-la-palomera/>

In La Palomera neighborhood, Citi Venezuela sponsored Fudep Venezuela and Enlace Arquitectura to build capacity and public space around a space that used to be an illicit waste dump. Enlace worked with the community, and in particular the local children of La Palomera, to transform the space into a lookout point plaza. Children worked on the pavement decoration with used bottle caps in pavement indentations in the plaza and throughout the sidewalks of the neighborhood. Children also co-created the benches in the public lookout space. Their involvement increases a sense of community ownership and pride.

“City Planting is a capacity building program that supports underprivileged communities in Venezuelan cities to build public spaces in their neighborhoods. It is sponsored by Citi Venezuela, and executed by Fudep Venezuela and Enlace Arquitectura.

To date the program has supported 12 communities. Participation entails a varied mix of outdoor activities such as walks, games, theatrical productions and construction workshops that focus on recognizing the potential for transformation in specific urban spaces, identifying activities that can take place in these spaces and designing and building public space projects.”



Placemaking Toolkit Case Studies:Open Streets Initiatives

Worldwide, popularized by Bogota, Columbia's Ciclovía

Locally, Somerville and Cambridge both run their own version of open streets

General concept: <https://openstreetsproject.org/>

Open streets initiatives are programs that temporarily close streets to cars to open them for people. Bogota's Ciclovía has gained international attention, and many similar events now exist in the greater Boston region. Closings can extend for 10s of 100s of kilometers, as in Bogota's case, but they can also entail the closing of a mile loop, a city block, or a large intersection.

Somerstreets, for example, is Somerville's take on the Open Streets concept and is organized by the City and the Somerville Arts Council. Somerstreets runs from June through October and involves live music and performances, parades, dog costume contests, parkour, games, sports, and other activities for kids. Learn more here. Cambridge closes Memorial Drive, along the Charles River, every Sunday from 11am to 7pm between April and November. This event is slightly more centered around active recreation and getting people of all ages out walking and biking in a car-free environment. Open Streets resources and toolkits can be found here.



Placemaking Toolkit Case Studies:First Friday Art Walk

Creative Portland / Portland ME: <http://www.creativeportland.com/> & <http://www.creativeportland.com/first-friday-art-walk-new>

Creative Portland is an arts, placemaking, and economic development initiative in Portland, ME. The initiative strives to support local artists by providing professional development services along with opportunities for artists to share their work with the community. First Friday Art Walk is a monthly arts and cultural event that brings the community together to visit local arts-oriented businesses, see live performances, by work from street artists, and meet friends in the street. This city initiative is supported by the Creative Portland Corporation, which is a non-profit that receives grants, donations, and other contributions. The city allocates funding for the corporation's annual operations, and this funding is part of Portland's economic development efforts focused on enhancing and creating business in the creative economy.



Placemaking Toolkit Case Studies:Interactive Installations for Play

Swing time, Lawn on D, Boston by Howeller Yoon Architects

<http://www.howeleryoon.com/projects/swing-time>

The now iconic interactive play zone includes 20 glowing ring-shaped swings that passersby can interact with without needing to be pay or be consumers. The installation activates a public park near the Boston Convention and Exhibition Center. The swings are designed with different sizes, all made from welded polypropylene. The play elements are responsive in that the lighting changes based on the acceleration of the swing. These swings assume able-bodied public space users.



Placemaking Toolkit Case Studies:Hanging Canopy Installations

El Calvario, Caracas Venezuela by Enlace Arquitectura
& Examples by Janet Echelman

Above is one of a series of canopies made of synthetic plastic fibers, suspended over various public spaces and streets in the El Calvario settlement of Caracas. They are inviting, colorful installations that guide visitors up a path to La Cruz Plaza above. Below are two of many hanging canopies that Janet Echelman's team has installed; on the left in Madrid and on the right in Boston. Hanging canopies provide visual interest, inspire passersby to slow down and pause, can be lit up at night, and do not take up any ground space so can be included in addition to other ground programming. These can be temporary or permanent, with installation care and proper material choice.



Placemaking Toolkit Case Studies:Intersection Murals

Pacific Beach Intersection Murals in San Diego, CA

“beautifulPB, a neighborhood based non-profit organization that is advancing the Pacific Beach EcoDistrict initiative, used placemaking as a way to engage the community and raise awareness of sustainability issues that address environmental and social equity. The idea of intersection murals emerged from a community process to create a network of safe streets connecting neighborhood schools. Murals were sought in order to beautify and distinguish school street crossings while also providing traffic calming to slow and alert motorists that more children and families were likely to be walking. Artwork for these murals was provided via student competition from local schools, who then worked with local artists to finalize the design for mural painting. With architects and urban planners on beautifulPB’s board of directors, they were able to navigate through the City to acquire appropriate permits. There was no placemaking guide or informational bulletin to guide the process. To their credit, city staff worked with neighborhood residents within the existing permitting framework to bring the project to fruition. At a cost of \$1,600, beautifulPB was able to acquire the appropriate permits and get official permission from the city to paint. Subsequent to completion of the first project, beautifulPB created a fact sheet outlining the maze of staff and permits required. Their fact sheet became a go to document for other organizations interested in painting similar projects.”



Placemaking Toolkit Case Studies:

Funding program for community-initiated ideas
Bradley Avenue Plaza in Pacoima, CA

Created through the Los Angeles DOT's People St Program in partnership with the community organization Pacoima Beautiful. Community groups apply to the People St program to receive space and funding to create local plazas, parklets, and bike corrals. Pictured is an event designed and installed in 2015 by LADOT and Pacoima Beautiful. Pacoima Beautiful provided funding for furnishing and LADOT provided surface materials, perimeter planters, and signage. One block was closed to traffic to create the plaza.



Placemaking Toolkit Case Studies:**“Lighter, Quicker, Cheaper” (LQC) Projects: Seasonal Street Installations****Umbrella Sky Project****City of Agueda, Portugal**

Developed in 2011 as a part of the City of Agueda’s famous Agitageda Art Festival, the installation of 3,000 umbrellas above the city’s narrow streets by the creative agency firm Sextafuera Pordugues proved to be immensely popular and quickly imitated all around the world. The floating umbrellas help shade the city’s streets in its hottest months in a creative and cost-effective way. Outdoor restaurant seatings, exercise classes and street performances that followed added another layer of functionality to these installations. It soon became one of the city’s annual summer landmarks where each year the colors and geometric patterns change to create a unique experience in each visit. Their fact sheet became a go to document for other organizations interested in painting similar projects.”



Placemaking Toolkit Case Studies:Informal Spaces/ Creative programming from adjacent institutions
Perth Cultural Center, Perth, Australia

In 2009 the Perth Metropolitan Redevelopment Authority (PMRA) transformed the area in Perth's City Center that had a lot of foot traffic but lacking in a sense of community and character by implementing several short and long term strategies. Short term measures included the addition of informal seating area colorfully painted, free WiFi, and a large screen for projecting films and digital art. Long term approaches included working closely with the institutions and organizations surrounding the space for creative programming inputs that would represent the identities and objectives of each institution. For instance, the adjacent Institute of Contemporary Arts started rotating outdoor art exhibitions.

The redevelopment of the cultural center claims to break down the cultural barriers that separate the "Ivory Tower" institutions from the rest of the community.



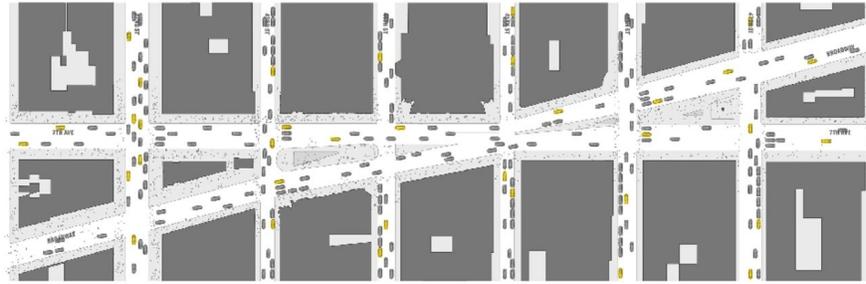
Transportation Case Studies:Project Precedent: Times Square, NYC

Diving in from the lens of pedestrianization and placemaking, we take Times Square in New York as a case in point. From the Architecture office Snohetta: The Times Square Reconstruction radically carves out 2.5 acres of pedestrian-only space at Manhattan's core, transforming a notoriously congested intersection into a world-class civic space. Subtle design gestures within the public realm integrate crucial utility and infrastructure upgrades above and below grade while doubling the amount of pedestrian space in the Square.

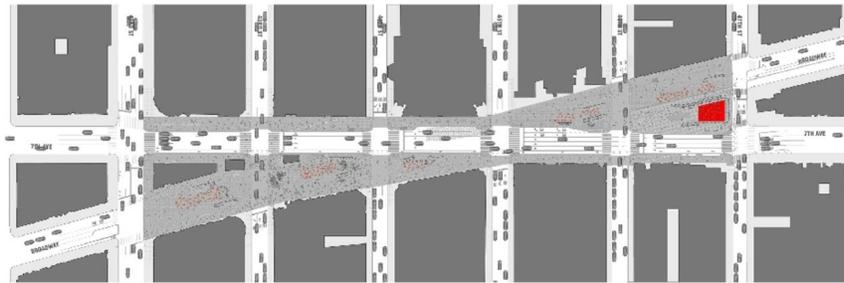
The design of the new plazas empowers people to move in a natural, comfortable way through Manhattan's core. With a measurable positive impact on public safety, air quality, and economic output, the project stands as a model for how the carefully considered design of our urban landscapes can improve the health and well-being of its users, while providing an important space for democratic gathering. Conceived as a project whose success would be measured not only by its new aesthetic but also the long-term physical, psychological and economic benefits on its local and global community, the new plaza on Broadway has reinvented Times Square as a contemporary stage for the spectacle of public life, reviving its place at the heart of New York City.

One of the key strategies on the massive junction was to close off certain street intersections or re-route traffic from other avenues. Since the project's introduction of the permanent pedestrian plaza and the widening of the 7th Avenue sidewalks in the Bowtie area, the amount of pedestrian space in the Square has nearly doubled from 2000.

Located at the heart of the Times Square Theater District, the bowtie-shaped site has already seen a significant impact in public safety, economic output, and user experience since the closing of Broadway in 2009 and the implementation of the first phase of the Snohetta-designed plan in 2014. According to the architects, since that time, pedestrian injuries have dropped by 40%, vehicular accidents have been reduced by 15%, and overall crime in the area has decreased 20%. Meanwhile, visitor health has improved, with air pollution rates falling as much as 60% due to the removal of vehicles.



Before



2017



Transportation Case Studies:Implementation Precedent: Harvard Science Center

Looking at the concept of place-making through the idea of pedestrianization, we propose two avenues of action. The first is the long-term approach, involving the physical separation of high-speed vehicular traffic from the slower pedestrian and bike traffic. The vehicular traffic is pushed underground for the small span of the junction, allowing for a flexible pedestrian-oriented space on the ground level.

The success of the implementation is something we as students of Harvard University experience on a daily basis - on the Harvard Science Centre Plaza designed by STOSS architects.

The first strategy is oriented as a long-term and relatively more financially demanding. Hence, in order to achieve immediately realizable benefits, we are also proposing short-term strategies. The core concept here is the idea of temporary street patronage. This is a time-based model that provides dedicated access to vehicular traffic during most times of the working hours/days. Simultaneously, a simple cost-effective solution like retractable street bollards allow the road to be closed off during late evening hours and weekends when pedestrians enjoy exclusive, safe and comfortable patronage of the street plazas.



Transportation Case Studies:

Partnership Precedent: Boston Landing

New Balance began operations at its new Boston Landing headquarters in Brighton in 2015. Alongside the construction of a new corporate headquarters and multisport athletic complexes, the mixed-use development included luxury apartments, a hotel, retail space and parking. Boston Landing is co-developed by NB Development Group and HYM, under strong guidance from New Balance.

Located between and Market Street and North Beacon Street, the complex was expected to disrupt travel on Brighton-Allston's key north-south and east-west thoroughfares. Both streets already experienced heavy traffic in this intersection, as they served as vital connections to Cambridge and the rest of Boston through Western Ave and Soldiers Field Road. Existing traffic also came from the residences along Market and the commercial enterprises along North Beacon.

In implementing the Boston Landing development, it was vital for the people of Allston-Brighton that traffic was alleviated along these main thoroughfares. HYM shared this interest in keeping traffic increases on Market and North Beacon relatively low: Boston Landing was only accessible from these streets. Today, the planned construction at Boston Landing is almost complete. Almost all commercial and residential facilities are in operation. Yet neither Market or North Beacon have become major traffic stoppages.

In 2012, New Balance announced that they would finance the construction of a new commuter rail station adjacent to their headquarters. Named the "Boston Landing" station, commuters along the Framingham/Worcester line now had easy access. In addition, connections at the South Station gave virtually all commuters a non-vehicular option to reach Boston Landing. Most importantly, New Balance funded the entire construction of this station. The station is estimated to cost between \$14 to \$16 million, and New Balance funded all permitting, design, construction and maintenance of the facility. This was a public-private partnership established between the MBTA and New Balance to benefit both the city and the corporation.

Inward Facing Development

The second key strategy for reducing traffic slowdowns was to create an "inward" facing development. The developers limited access to main commercial and residential areas directly from Market and North Beacon. Instead, they constructed two new streets, Life Street and Guest Street, that led through complex. These were the main channels in and out of Boston Landing. Traffic lights were placed at the intersection of Guest and Market, and of Life and North Beacon.

This insular development was helpful in mitigating spillover on Market and North Beacon. Had the construction of Life and Guest not occurred, cars trying to leave Boston Landing would be forced to turn onto the main streets. But because the development faced inward, away from Market and North Beacon, entry and exit to Boston Landing did not pose a safety or traffic problem.

Full Survey Responses:

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Revere Resident, Revere Homeowner, Beachmont Improvement Committee Member	Multiple times per day	Have attended community meetings about it	The T stop. I love the fact that we can get to the Airport in 10 minutes and to Boston in 15 minutes by using the T. The fact that we have a train that stops right here in the middle of our neighborhood is great and I wish that we made it nicer. It always smells	Cars. Anything that cars do. Driving too fast, cutting off bikes / pedestrians, blocking the cross walk, honking, littering, traffic, double and triple parked cars, parking spaces that take up lanes of traffic, the fact that there are no bike lanes, the cars cars cars cars. Get rid of all the cars!!!!!!	No cars. Did I say get rid of all the cars yet? Also, it would be nice if it was cleaner and more welcoming towards people who want to visit the beach. Somebody tell Dunkin Donuts to pick up their trash already.	Me with long grey hair and a long grey beard yelling at people to stay off my lawn. Maybe a bathroom in the T stop? Also, less cars. I see less cars in the future and more bikes. More pedestrians. Less people being killed in the middle of an intersection because somebody wants to text and drive. I guess I'd say less pedestrian fatalities would be good. I hate cars!!! Also, let me put my dang bike on the T during rush hour because I can't bike to my job through the Ted Williams Tunnel. Peace.
Revere Resident, Revere Homeowner	3-5 times per week	Have followed the news on it	Neighborhood restaurants and businesses; park; easy	roadway traffic pattern, condition of forecourt of T station, empty storefronts	see above	accessible, attractive, practical pedestrian & roadway patterns, retaining neighborhood focus (e.g. not overwhelmed by Suffolk Downs development but complimenting it)
Revere Resident, Beachmont Improvement	Multiple times per day	Have followed the news on it	Small scale, convenient and friendly small businesses	Not enough buses, confusing pedestrian routes, bad drivers	Better, safer pickup and dropoff options for subway station (car, bus, rideshare,...)	A future that continues to support small businesses and the mobility of local residents.
Revere Homeowner	1-3 times per week	Have attended community meetings about it	It gives access to the T and is a central point in the neighborhood. The countdown on the crossing lights is an improvement.	Too much traffic and high speeds	Lower speed and traffic calming. The bump outs on either side of Bennington should be redesigned to allow cars taking a right turn to do so. Perhaps a traffic light for those exiting Crescent Ave. and turning left to go into Boston.	The number of cars need to be limited and speeding laws enforced throughout the neighborhood. Some residential development for people without cars should be allowed near the Station.
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have attended community meetings about it	It is T accessible. It is somewhat walkable (though less so now). When driving, I like the delayed green left turn coming from Eliot Circle on to Withrop Ave. I like that there are local businesses.	Traffic, particularly on Bennington from East Boston. I also hate the new bump out near Suffolk Downs with the new no turn on red signal. As a driver it is frustrating. As a pedestrian it has been dangerous because drivers don't expect a light there and often don't slow down. A pedestrian using the walk sign there is at risk.	A police presence enforcing traffic. A light for traffic coming on to Bennington from Crescent Ave (going left and right—the triangle is now being used on both sides by cars turning left and right, regardless of the side they are on. I now drive to Eliot Circle and loop back because there is so much traffic I can't get off of Crescent Ave).	I am very concerned about traffic with the new hotel, apartment building and Suffolk Downs development. Ideally, there would be no traffic coming out of Suffolk Downs and into Beachmont Square. We need to access Target, etc, but there must be a way to limit or slow down traffic so that other routes are more appealing. Also, I'd love to see Revere embrace what it is today instead of clinging to the past. We have a wonderfully diverse community, but our leadership does not reflect that. The city could learn from its schools, where diversity is seen as an asset. I'd also like to see real city planning. Everyone seems so slapdash. And I'd love to see and end to nepotism. It would help with embracing diversity and thoughtful planning. I really like living here and am so happy with my son's experience in the schools, but it often feels like the city can't get out of its own way.
Revere Homeowner, Revere City Official, Beachmont Improvement Committee Member	Every week day	Have helped to shape the city's policy on it	It feels like home.	Traffic and trash	Traffic patterns	I'd like to have the look of a small village, with uniform signage and old-fashioned lighting. I'd like the liquor businesses to obey the City ordinances and reduce (preferably eliminate) blatant alcohol advertising. I would also like to refer to Beachmont Square in some places as "The Depot," which it was called when I was young.
Revere Resident, Parent	Multiple times per day	Have heard about it generally but don't know much	The welcoming feel	TRAFFIC	The parking in and around Dunkin Donuts. Not used as an alternative route to East Boston and Winthrop	Overcrowded
Revere Resident, Revere Homeowner, Parent, Revere City Official, Beachmont Improvement	Multiple times per day	Have attended community meetings about it	Bringing life to that area	Traffic congestion no line markings unorganized traffic patterns	Blow it up it doesn't work for anyone cars & humans	Young & upcoming
Revere Resident, Revere Homeowner, Parent, Beachmont Improvement	Multiple times per day	Have heard about it generally but don't know much	Kimberly/ Penta Park	Trying to get across the street to the train station. Front of T station needs a facelift	I would love to see the old fashioned street lights installed.	Well lit , with lots of seasonal flowers and cleaned daily
Revere Resident, Revere Homeowner, Beachmont Improvement Committee Member	Every week day	Not at all familiar	It's Quaintness	Traffic going across from Winthrop ave crossing Bellingham towards East Boston 2 lane cross over in the mornings 6to8 and evenings 4 to 730, I have seen multiple accidents and have almost been hit numerous times. The recent death of a Mom and her children at the Suffox Downs exit from Stop and Shop going to Beachmont. What will this look like with another 5000	Safety First whatever that take remember there's a school in the areawith little children	An overpass for bikes and pedestrians wider lanes and side walks . I suggest you go out and take photo;s of these areas at high traffic time sio you have documentation of what the residence now see. This way you'll have a record of the facts to help make educated future decision .
Revere Resident, Revere Homeowner, Parent, Beachmont Improvement Committee Member	Multiple times per day	Have attended community meetings about it	T stop, park, businesses, diversity	Diagonal cross to get to t stop from Unity Ave	Less empty store fronts, diagonal crosswalk from Unity Ave to T stop, more secure bike storage at T stop, more bike racks to frequent a business besides the	Walkable, bike friendly, outdoor seating and eating, cleaner

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Revere Resident, Revere Homeowner, Parent	Every week day	Not at all familiar	Kimmely Park, access to stores.	Metal grates on store fronts...Litter, trash barrels over flowing. Not enough time on pedestrian lights to cross streets. Right turn on red light for vehicles traveling east on Winthrop Ave causes problems for pedestrians trying to cross. In general I feel vehicular traffic is given priority over pedestrian traffic. Cars parking all day on State Road even though posted signs indicate parking is limited to 30 minutes. I also think	All items indicated in question above. More attention should be given to pedestrian traffic especially when students are coming from and going to school.	Cleaner and less chaos between traffic and pedestrians.
Revere Resident, Revere Homeowner, Revere Business Owner, Parent	Multiple times per day	Have heard about it generally but don't know much	PROXIMITY TO MY HOME, THE T,	NO PLACE TO PULL OVER AT THE T WITHOUT OBSTRUCTING TRAFFIC FLOW. UBER/LYFT BLOCKING THE FLOW OF	MORE OF A VARIETY OF BUSINESSES. THERE ARE 2 BARBERS, 2 LIQUOR STORES, 2 CONVENIENCE STORES.	BRIGHTER, CLEANER, MORE LIVELY.
Revere Resident, Revere Homeowner, Parent, Revere Employee	Multiple times per day	Have heard about it generally but don't know much	It is home. I have lived here all my life.	The traffic that builds up and the difficulty in crossing the street especially on state road with no crosswalk. Also the fact that the pathways are	Traffic. Safe crossing on state road.	A place of strong community ties along with financial growth for the city. Would love to see more restaurant choices.
Revere Resident, Revere Homeowner, Revere Business Owner, Parent, Beachmont Improvement	Multiple times per day	Have helped to shape the city's policy on it	Central area accessible to T and restaurants, etc.	Not Pedestrian friendly, not enough traffic mitigation measures	Pedestrian safety, and upgrade to storefronts and streetscape	A Beachmont Square where there is true integration with and growth with the currently planned development at Suffolk Downs. A Revere that will commit revenues from the development/growth to ensure that Revere neighborhoods become more healthy and viable.
Revere Resident	Multiple times per day	Have heard about it generally but don't know much	The MBTA blue line station. I use the subway many times in a day.	Automobile drivers that put people at risk with bad driving habits as they drive through	Crossing the street in front of the T station is particularly dangerous.	I would hope that this project and the Suffolk Downs redevelopment project will bring new businesses to the area while making it easier/safer for pedestrians.
Revere Resident, Revere Homeowner, Beachmont resident	Multiple times per day	Have followed the news on it	Torretta's Bakery, the little park, easy access to the T, free street parking	Traffic, litter, pedestrian crossing, pot holes especially on Crescent Street	See above, better restaurant choices, improved infrastructure. As coming into Beachmont past the Stop and Shop light, something needs to be done with the right turn only lane. No one obeys the signage and they go straight making it difficult to get into the right lane to go to Beachmont center. Another entrance to Suffolk Downs onto Bennington Street would be helpful.	I envision gridlock unless something is done soon. Way too many new apartments/people/cars. I'm concerned about the new apartment building on the old Shaw's site, Suffolk Downs plan, and development of high-rises on the beach without serious improvements to roads, signals, pedestrian access, and bike lanes. Maybe a business at Suffolk Downs that would bring in business throughout the day and evening like a mall rather than a nine to five type company or apartments. Thanks for asking!
Revere Resident, Revere Homeowner	Every week day	Not at all familiar	The little park is nice.	The traffic flow. It's a driving/walking hazard.	The traffic flow could use improvement and it needs a good sprucing up.	Not sure I have that much vision. It would be nice if the city tried harder to clean up the city.
Revere Resident	1-3 times per week	Have attended community meetings about it	Focal point of surrounding area, many roads lead here. Station is nice and a great asset.	Roads are too wide, traffic is too fast.	Narrow roads down to only what is needed to reduce speeding and reduce distance to cross streets. Improve pedestrian facilities. Add some bike racks, benches, and trees.	Filled with shops and markets to stop at on the way to or from work/the city. Would also be nice to have people from outside the neighborhood to come here to enjoy our shops.
Revere Resident	Less than once per week	Have attended community meetings about it	It's walkable but not very inviting.	It's not very inviting, doesn't feel safe to cross the street as a pedestrian.	More social spaces. More people on the street interacting and not passing through.	Vibrant, cultural diverse, pedestrian and bike friendly. More pop up activation, food trucks, family friendly games like giant connect 4, and art. More seating and greenery like big planters.
Revere Homeowner, Parent	3-5 times per week	Have heard about it generally but don't know much	Small own stores around T	Traffic	Closing a lane before the T for the new building(more traffic). Sidewalks fixed across train exit, side walk cleaning during snow, Beachmont school to T double lane painting to distinguish each lane	Please Less traffic around T, Beachmont homeowners only get discounted T pass to discourage car use
Revere Resident, Youth / Student, Parent	1-3 times per week	Have attended community meetings about it	Location	Small	Size	Bigger space
Revere Resident, Revere Homeowner	Every week day	Have heard about it generally but don't know much	It exists	Really would never go that far down the beach. Non auto pathways that connect would	It does not seem like a place to walk to, just drive by it.	More interesting place. Some good public art, fountain or some reason to go there. Dedicated bike access from the revere beach. Not just a path but something more like the

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Revere Resident, Revere Homeowner, Parent	3-5 times per week	Have followed the news on it	Nothing	Lighting poor, traffic horrible	Brighter Lighting; reflective paint on whole intersection so you can see people in street; better traffic flow,, parking area for drop off, pick up and waiting for commuters from train; stop signs on street near Luigis and Beachmont Roast Beef so people can cross and cars can exit those side streets.	Only go pick up at station. Dont usually spend much time there.
Revere Resident, Revere Homeowner	1-3 times per week	Have attended community meetings about it	events in the square area	sometimes stores look rundown	more restaurants	place people can hang out, eat, have drinks
Revere Resident	3-5 times per week	Have helped to shape the city's policy on it	T station underpass and local businesses	traffic lights	more pedestrian friendly	a walkable plaza with thriving local businesses and transit
Revere Resident, Revere Homeowner, Parent	Less than once per week	Have followed the news on it	Beachmont station	Traffic	Better restaurants, new school	Make it more inclusive
Revere Homeowner, Parent	Less than once per week	Not at all familiar	It's not so developed.	Nothing	I'd like a park, a pool and a state-of-the-art youth center. I'd like some new schools. I'd also like to see more single family houses.	There should be many places and activities for our youth, our elderly and families.
Revere Resident, Parent	Multiple times per day	Have followed the news on it	Easy commute to work	Traffic running the light	More pedestrian friendly	More commercial offerings within walking distance.
Revere Homeowner, Beachmont Improvement Committee Member	3-5 times per week	Have heard about it generally but don't know much	Easy Walking Distance	It's badly in need of a facelift	Small outdoor coffee shops	Could be a very nice area for people leaving the MBTA on way home from work. Stop at a small coffee shop and engage in conversation with fellow residents
Revere Resident	Every week day	Have followed the news on it	Access to other parts of revere	Difficult to navigate in car	Cleaned up - the T wall makes the area look grimy. Perhaps a mural	Growing population
Revere Resident	Less than once per week	Have followed the news on it	N/A	N/A	Traffic light	more roads
Revere Resident, Parent	Multiple times per day	Have heard about it generally but don't know much	It's potential	Looks rundown too much of the same businesses , too many barber shops and foreign stores	New improved stores	New restaurants with out door seating , more interactive , up to date activities
Revere Resident, Parent	3-5 times per week	Have heard about it generally but don't know much	Location	Drugs	More of a police presence	Mix use of industrial/commercial
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have heard about it generally but don't know much	Nothing	Traffic, trash, the way pedestrians cross against the light is very dangerous	Better functioning lights, better traffic control, you can never take a left from the station onto state road because everyone parks and double parks, can never get up atlantic	I envision it getting worse as more apartments keep getting built, more cars, more pedestrians
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have followed the news on it	It's an area that has a lot of potential.	Not too many inviting businesses around.	More local restaurants.	A nice place to get something to eat after getting off the T.
Revere Resident, Revere Homeowner, Parent	3-5 times per week	Have attended community meetings about it	Great businesses and access to T	Congestion and flow (of people and cars) isn't smooth	Traffic flow for all modes needs to be cleared up	Great, as long as it's planned well! We need to enhance our best resources!
Parent, Frequent Traveler, and Participant in Community	1-3 times per week	Not at all familiar	Beachmont Square is almost like the appetizer to the meal 'Boston'.	Well - It is dangerously congested. Please provide better walkway paths for foot travelers	Improvements that reflect the growth and development of the population - makes sense to me.	A bit more breezy and easy!
Revere Homeowner	3-5 times per week	Have helped to shape the city's policy on it	The local stores, the T stop	Pedestrian crossing	Safer ways to cross	I'd like to see the improvements and growth benefiting (rather than displacing) current residents and the local stores preserved. There is a need for more affordable housing and
Revere Homeowner	3-5 times per week	Have heard about it generally but don't know much	Having many stores	not sure	not sure	not sure
Revere Resident, Revere Homeowner, Parent, Beachmont Improvement	Multiple times per day	Have helped to shape the city's policy on it	The park.	The liquor stores.	Traffic, business face lift, better street lighting.	Transformational.
Revere Resident, Revere Homeowner	Multiple times per day	Have followed the news on it	Access to the train	Having to wait for traffic to pass to get to train, would love a bridge over traffic. Would love a station for lime or blue bikes, or maybe the new electric scooters for commuting. Better trash receptacles, the streets get filled with trash. Better side walks on the Beachmont streets, the side walks are in poor condition and people tend to park on top of them	Cleaner and safer pedestrian passages. Maybe art that reflects the history of the beach and community. A library for the school in between suffolk downs and Beachmont stop, and to service with greater community in Beachmont, could have a community center for adult activities/enrichment.	Community gathering space.

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Revere Resident, Revere Homeowner	Multiple times per day	Have heard about it generally but don't know much	Torette's bakery. The pop up market we once visited there.	Area under the train. Shady people hanging out there. Small sidewalks. No benches.	Improved bicycle lanes/ options.	A nice place to sit and meet people from the neighborhood. More greenery. A hub between the neighborhood and the train.
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have heard about it generally but don't know much	The train station	The poor streets and lack of activities/healthy convenience businesses	I would like organic and healthy food options and safe biking (parking and lanes)	I would like to see an area that supports healthy organic foods, cultural and ethnic diversity, fixing the drug issues (meth or whatever is going on around the station and Suffolk down), and more access to nature. I would like to see more trees, landscaping, and a real park. Have the area be enjoyable to walk around and add nice areas to be outside. East Boston by the new library had a beautiful outdoor space and park and separate dog park so dogs are not making messes in areas you are supposed to enjoy the grass. And the Beachmont area needs sidewalk improvements. Wide and well maintained sidewalks and block cars from parking on the sidewalk. It's hazardous. Especially as you have to navigate with a stroller. Currently you cannot walk along the sidewalks especially down Bellingham because the cars block it. I think parking should be on one side of the street. Also fix the stairs next to 166 Bellingham that heads down to the beach. It's extremely dangerous with nails sticking out and boards that are missing. It needs to be completely replaced probably made of cement
Revere Resident, Revere Homeowner, Beachmont Improvement	Multiple times per day	Have followed the news on it	Jimmie Kimberlie Park	Litter all over the place	It would be great if could be easier to cross the street by Dunkin Donuts	I would love to see the area cleaned up and some nice restaurants
Revere Resident, Revere Homeowner, Revere worker (who commutes from elsewhere), Parent, Grew up and lived in Beachmont 42 years still a homeowner in the Beachmont area	Less than once per week	Have followed the news on it	Trains	Feels unsafe	Clean aesthetically pleasing and safe more security.	Attractive and safe
Revere Resident	3-5 times per week	Have heard about it generally but don't know much	the small business	no parking	better parking	more shops and easier access to T station
Revere Resident, Revere Homeowner, Beachmont resident	I live on Washburn Ave	Have followed the news on it	Looking forward to the coworking space. I work from home and I would totally use it. I'm looking forward to more restaurant choices and local shopping. I'm also hoping that my property	Nothing. I understand there is going to be years of construction feet away from my house but I'm happy with the growing pains.	Unaware of anything that I would change.	I think this is a much needed push to the future for this city. We are so close to Boston and have the opportunity to have great amenities that a world class city could have.
Revere Resident	Multiple times per day	Have followed the news on it	T stop	Trash, speeding cars and traffic backups	Trash, traffic improvements and more stores (improved storefronts)	Pedestrian friendly with retail and restaurants
Revere Resident	Multiple times per day	Not at all familiar	The little seating/park area across from the bakery is always clean.	The amount of drugs and drug addicts that hang around the convenient store and T	Possibly a little more supervision of that area due to the drugs. It would be nice to clean up the store fronts- they're all really old. It would be nice to drive/walk through and see newer "faces" fresh paint and signs out front. To compliment the clean and neat seating/park area	Drug free. This is a huge issue. Probably due to the close proximity to the T, liquor and convenient store. I have to walk to the T for work at 5am and it can be very intimidating for a female.
Revere Resident, Revere Homeowner, Revere Business	3-5 times per week	Not at all familiar	Nothing	Disorganization	The roads are horrible	More commercial real estate rentals and less family homes
Revere Resident	Every week day	Have heard about it generally but don't know much	T statio	Morning traffic	The way how the convenience stores looks like	Bright
Revere worker (who commutes from elsewhere)	Every week day	Have heard about it generally but don't know much	The lovely small businesses	Poor traffic light cycle. Limited parking.	Green space better safer pedestrian crossing	Brighter more well light cross walls more green space less traffic congestion additional small businesses
Revere Resident, Revere Homeowner, Parent	3-5 times per week	Have heard about it generally but don't know much	There's a bunch of local businesses and great for commuters.	During peak traffic hours, it's a mess.	Better traffic control	I can't really see what could be changed since there's not much extra space to work with.
Revere Homeowner, Parent	Every week day	Have heard about it generally but don't know much	T access- residents are involved in caring for city	pedestrian crossing, lane closure around the new building, traffic	pedestrian bridges are needed, won't interrupt traffic	Pedestrians away from cars, lost of traffic
Revere Resident, Revere Homeowner, Parent	Every week day	Not at all familiar	Proximity to all	Traffic	Traffic	A bridge for pedestrians to cross from the station to the parking lot.

Full Survey Responses:

Who are you?	How often are you typically in Beachmont Sq?	How familiar are you with the Suffolk Downs plans?	What do you like most about Beachmont Square?	What do you dislike most about Beachmont Square?	What aspects of Beachmont Square would you like to see changed?	How do you envision the future of Beachmont Square and Revere?
Revere Resident	Multiple times per day	Have heard about it generally but don't know much	Close to my apartment so easy access to downtown and getting to work	Not many food/bar options	More restaurants/nice bars	We are so close to the beach need to have more places that act to bring people to the area to eat/spend time rather just being a pass through area on the way to the beach with a few
Revere Resident	Multiple times per day	Have followed the news on it	Proximity of train to my apartment and useful businesses.	Dirtiness, undeveloped areas	Cleaner streets, and a more enclosed beachmont station to keep it warmer in the winter. Also bring back the old crosswalk on revere beach parkway.	More modern development, improvements to the T, and hopefully affordable condos on the Suffolk downs property under 500k for 800-900 square feet.
Revere Resident	Less than once per week	Have heard about it generally but don't know much	nothing	traffic///people coming out of T station and walking through traffic not using crosswalks..poor planning for	q	q
Revere Resident	Every week day	Have heard about it generally but don't know much	It exists	Not much use except to pass by	Connection to Revere beach, constitution beach in a nice bike friendly way	Connected
Revere Resident, Parent	Every week day	Not at all familiar	Convenient store and the community	Danger	Traffic special at 4 pm when my daughter gets out of school they should have a cross guard to help with the kids this is my opinion	More clean and safe
Revere Resident	Multiple times per day	Have followed the news on it	Local community stores nothing flashy or big names besides Dunkin	not a lot of options	More local restaurants , parks more things for family's to do within walking distance	More restaurants little shops and family friendly activities
Parent	Multiple times per day	Not at all familiar	Train station	Few businesses and old bad looking businesses, no area for kids entertainment	Renovated train station with bathrooms, updated old looking business buildings, kids play area	Job opportunities for mothers, kids area. Safe and friendly for all ages.
Revere Homeowner	Every week day	Have followed the news on it	Shops like torretas. I would hate to see chain stores move in and close those down.	The roads and traffic mess. The flow is terrible and will only get worse with development.	Better walk ability, the sidewalks are awful. More green spaces and updated storefronts. Looks junky now.	I love the multi use ideas of Suffolk downs and would like to see the that extended into the square.
Revere Resident	Multiple times per day	Have heard about it generally but don't know much	Everything you need within walking distance.	The "alley" begins the bushes at the park along the building hides people while they do creepy things	I enjoy it the way it is	More people.
Revere Resident	Multiple times per day	Have followed the news on it	Locally owned businesses and diversity	Traffic	Traffic	More pedestrian friendly
Revere Resident, Revere Homeowner	Every week day	Have attended community meetings about it	It's the gateway to Revere Beach	I would like to see the traffic island length extended 30 feet	A face lift ☺	Any improvements are good improvements ☺
Revere Resident, Revere Homeowner, Parent	3-5 times per week	Not at all familiar	Shopping	Traffic	Traffic	An assembly row setting
Revere Resident, Revere worker (who commutes from beachmont)	Every week day	Have followed the news on it	It's very home-y	Traffic	Less apartment buildings going up	Positive
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have heard about it generally but don't know much	It is My home.	Everyone speeds in the area and too much traffic.	I wish we could have no thru traffic.	Keeping it a quiet neighbourhood and minimize traffic flow.

SMALL BUSINESS IN BEACHMONT

PREPARED FOR:

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I. PROJECT OVERVIEW



Rendering of the Suffolk Downs development adjacent to Beachmont Square

The Community Development Project (CDP) harnesses the academic and professional resources of Harvard University to facilitate civic engagement in community and economic development projects in communities facing development challenges. Our goal is to bring people from all walks of life together, see what a community wants for its future, and then work to build a vision and provide support for achieving that goal.

The Revere Community Development Project is centered on the Beachmont neighborhood, adjacent to the 161-acre Suffolk Downs mixed-use development by HYM Investment Group. The redevelopment project looms large for Revere and neighboring East Boston. It is slated to occur in multiple phases over two decades and promises to be transformative for Suffolk Downs and the economic futures of both communities. The development and Beachmont meet at the Beachmont T station and one of the heralded elements of the plan is the Beachmont Innovation Center which may serve as a “front door” to the project and a link to the rest of the Revere community.

Our project focuses on the intersections to the east of Beachmont Station that include Bennington Street, Winthrop Avenue and Unity Avenue commonly known as Beachmont Square or Donnelly Square (henceforth Beachmont Square). We endeavor to develop potential solutions that allow Beachmont Square to become a destination in its own right so that existing businesses and Beachmont neighborhood residents benefit from the increased investment near the station. Our proposed solutions center around two themes developed by separate sub-committees: Community-centered creative placemaking around Beachmont Square, and transportation solutions to facilitate a multi-modal, pedestrian-friendly Beachmont Square.

In addition to our placemaking and transportation efforts, we empowered a dedicated subcommittee to focus their analysis on **empowering small businesses** in Beachmont Square to take advantage of the new economic opportunities triggered by the Suffolk Downs development. These small business recommendations are meant to serve as an internal document to be shared with city officials and community leaders. Our findings highlight potential challenges due to the lack of clarity from HYM on their retail plan for the new development and limited awareness and resources available for City of Revere small business programs. Our recommendations center on proactive city and Chamber of Commerce involvement in retail decisions within the Revere side of the development, including a focus on the Beachmont Innovation Center adjacent to the square. They also include strategies for increasing awareness of small business programs, policies for easing the potential strain from increasing costs on existing small businesses, and a more explicit integration of small business needs in master planning efforts.

II. SMALL BUSINESS STRATEGY

“I’d like to see the improvements and growth benefiting, rather than displacing, current residents and businesses.”

- Revere homeowner on how he envisions the future of Beachmont Square and Suffolk Downs.

Introduction

HYM is early in its process of selecting small businesses for Suffolk Downs, which provides the City of Revere with an opportunity to take a proactive role in shaping how local businesses will be integrated with the project and adapt to changes. This analysis suggests that the city needs to help Beachmont businesses that will be adjacent to and affected by the development. The two greatest challenges are a lack of clarity regarding the retail plan for Suffolk Downs and shortcomings in the existing City small business programs. These obstacles present opportunities, however, if Revere views its local business support more holistically and adopts a mindset as a proactive facilitator. This will help ensure a viable, equitable, and sustainable local business community while also contributing to an effective Suffolk Downs project.

It is important to first recognize the current scope and plan for the initial phase of the Suffolk Downs project. HYM has expressed that the 10% of Suffolk Downs allocated for small businesses is Revere-centric and based on square footage (25,000 square feet). Similar commitments have been made to Boston, however. The first of four phases of development in Revere will be focused heavily on retail, encompassing 250,000 square feet total, 97,000 of which will be on the Revere side of the project. This phase will include the development of the Beachmont Innovation Center, the ground floor of a hotel, and the ground floor of two residential buildings. Additionally, while lacking specifics, HYM has expressed interest in bookstores, coffee shops, day care centers, dance studios, restaurants, and breweries. The city and HYM seem to be in agreement that “big box” stores should be avoided in favor of local, “on-trend” businesses.

Moreover, there is no doubt that the Suffolk Downs project will have a profound impact on the adjacent Beachmont Square area. More residents and foot traffic through Suffolk Downs also presents a unique opportunity for Beachmont businesses to capitalize on. However, the City of Revere will need to play an active role in making the integration of Suffolk Downs and Beachmont seamless so that the positive halo effects of the development are properly dispersed to the surrounding residents. Additionally, increased construction and traffic will lead to greater safety and access concerns for pedestrians and nearby residents, which will further impact local businesses.

Methods

With this project scope in mind, we have spoken to a handful of stakeholders from Revere as well as knowledgeable peers in order to identify the key challenges and areas of opportunities with regards to the Suffolk Downs development. The process included:

- An interview with Michael Barowsky, Suffolk Downs Project Manager at HYM
- An interview with John Festa, City of Revere's Office of Strategic Planning and Economic Development
- An interview with Wendy Millar-Page, Chamber of Commerce
- An interview with Ed Deveau, Chamber of Commerce
- Conversations and materials from HKS peers with economic development backgrounds:
- Former employee with City of Philadelphia
- Mid-career student who worked on a State DECD project
- Student completing year-long research on equitable economic development
- Additional online research on best practices in small business support



Beachmont Square businesses

Findings

Key Challenges:

1. Lack of clarity around the retail plan for Suffolk Downs

Because the Suffolk Downs development is still in relatively early stages, there does not seem to be a concrete plan yet around the development's retail spaces. This leads to limited clarity for small businesses on opportunities to leverage new retail space or understand the possible impact of the development on their businesses. Additionally, the City of Boston has been active in pushing HYM to engage with nearby communities which means Revere risks getting left behind in the process unless the City becomes equally proactive.

Two pieces of context that could be interesting entry points for Revere are the planned Beachmont Innovation Center and allocation of 10% retail space to local businesses in the Suffolk Downs project. As this report discusses, HYM is considering an on-site Beachmont Innovation Center where they plan to look for to the City to take the lead on how to incorporate Revere's business community in the conversation. They have also informally considered some food and beverage businesses for their retail space and have already heard from some business owners interested in setting-up within the development. However, this process has been informal so far, and though HYM is enthusiastic about engaging with the community, it seems like businesses already "in-the-know" are unintentionally advantaged versus businesses less proactive or informed around the development. This challenge is unlikely to be addressed without further guidance from the City of Revere. Local businesses need help from the City to effectively engage HYM together, rather than being alone in a scenario that would likely foster a "divide and conquer" approach. As a point of illustration, HYM has not met with the Revere Chamber of Commerce in over a year, despite outreach on the Chamber's part.

Findings

Key Challenges:

2. Challenges around existing City of Revere small business programs

Today, the City of Revere has two primary funding programs for small businesses. The most popular program is a storefront and signage program funded through HUD and structured as a matching grant. The second program is a first time homebuyers program to help small business owners secure residences at or near their stores, but this program has a long waitlist due to limited funding from HUD. However, the reliance on HUD for funding makes it difficult to grow these programs and, so far, they have primarily been offered in Revere's Broadway and Shirley Avenue areas. This poses a challenge in extending support to Beachmont businesses.

Additionally, outreach to small businesses remains difficult. Many small business owners in Revere remain unaware of support programs available to them. While in-person contact has proven most effective for outreach, the City of Revere's limited staff is constrained in the scale of people they can reach one-on-one or through workshops. The diverse nature of Revere also means that language barriers pose a problem. Translators are available at small business workshops and through the City, but many online and paper resources remain provided only in English. In addition to English, Arabic, Khmer, Portuguese, and Spanish round out the remaining top five languages needed in any effective outreach programs.



HYM Suffolk Downs "Character Zones" Map

Findings

Opportunity Areas:

1. Address lack of clarity around the retail plan for Suffolk Downs

Though a more formal outreach program with small businesses is planned for the future, the lack of a current process gives a decisive first-mover advantage to proactive business owners who reach out to HYM. Revere should think of how this may negatively affect local businesses that are not as tied in to the Suffolk Downs plans or as skilled in networking. The city should begin to set up a formal channel in which it can help business owners advance their interests in concert. This will also help to avoid an ad-hoc integration of local businesses into Suffolk Downs, which should benefit HYM in its planning and project vision. Also, the City of Boston has successfully leaned on HYM on issues of local business support - HYM appeared open to the City of Revere doing the same and giving the them guidance on how to engage more with Beachmont. Greater proactive City involvement is likely to have a stronger influence on HYM's willingness to work directly with the Chamber to offset local economic and safety concerns as well.

Specifically, there are four key areas of concern that Revere should work with HYM to address:

- Revere can incorporate more local business contracting requirements for the Suffolk Downs development, matching the City of Boston's requirements.
- Revere should ensure HYM's process for allocating retail space is accessible and inclusive to a diversity of Revere small business owners.
- Revere should keep an eye out for any businesses HYM may bring in that could be redundant to existing Beachmont businesses and impact those owners. This will help Revere business owners and the city develop a more focused approach on how to work with HYM to create shared community value.
- The City should take a proactive approach in addressing safety concerns in the Beachmont area stemming from increased construction and traffic. Revere and HYM action will serve as a reassuring signal to residents and local businesses alike and the City should be willing to engage state level actors when necessary.

The first phase's Beachmont Innovation Center provides an early opportunity for Revere to begin working more closely with HYM on small business development. It is currently uncertain who HYM is planning to engage with and how for the Beachmont Innovation Center, but the firm has made it clear that it plans to incorporate community space in the center. The main idea is to use the community space for workforce development or job force training. HYM has expressed interest in a formal outreach process with the Beachmont Innovation Center, and Revere can use this as a first opportunity in shaping a framework for small business integration within Suffolk Downs.



HYM Suffolk Downs Ground Floor Program Map

Findings

Opportunity Areas:

2. Address challenges with existing Revere small business programs

Revere should determine how it can best use public funds designed to help transitioning small businesses. One focus could be to use the city's Storefront and Signage Program, through the Office of Strategic Planning and Economic Development, to help update the aesthetics of Beachmont businesses that are adjacent to Suffolk Downs. The Revere Chamber of Commerce can also help business owners moving into Suffolk Downs with its online and in-person coaching services. Another opportunity is better leveraging private and non-profit funding sources by creating a small business loan consortium. For example, the City of Philadelphia provides a case study of such an effort, with one centralized small business loan application shared across multiple local banks and community groups.

However, as part of managing small business funds, Revere will need to better incorporate small business program budgets and HUD funding applications into the City's master planning. This ensures funding is available to neighborhoods like Beachmont, and not just to more targeted areas of Revere like it is today. More explicitly incorporating neighborhood-specific small business needs into master planning also will help successfully integrate local businesses into Suffolk Downs while preserving the surrounding commercial community. In particular, the Suffolk Downs development presents a unique opportunity to invest in the Beachmont neighborhood due to the inevitable increase in residents and foot traffic that will occur from the development. It only makes sense to integrate Beachmont Square improvements with the new infrastructure HYM is building. Achieving this will require defining a singular entity to bring together all Beachmont stakeholders to plan and advocate around all these elements in a cohesive rather than piecemeal way (e.g. BIC, Main Street Group).



Beachmont Square today

Findings

Opportunity Areas:

2. Address challenges with existing Revere small business programs (cont.)

Revere must also address local business owners' concerns that they will be unable to effectively react to economic changes and gentrification effects that will hamper their ability to continue existing. As an example, all but one business in Beachmont rent space and are therefore subject to sizable rent increases that will occur as the Suffolk Downs project advances. The City can offset these concerns and help businesses through a two-pronged approach. The first is to disseminate information on new building ownerships to the Chamber of Commerce, so that the Chamber can in turn inform businesses and help them prepare for changes. The second step is to enact programs that will allow businesses greater flexibility in adapting to new economic realities. One such program is a three-year tax break for affected businesses to help them adjust to rent increases and effects of construction associated with the Suffolk Downs project.

Finally, there are further critical outreach steps Revere can take to better connect small businesses to available resources. While having translators available is certainly helpful, this resource is likely only useful for proactive individuals who are already seeking out the City's assistance with their businesses. Importantly, the Chamber of Commerce does not have the personnel or language knowledge to properly translate all necessary information to business owners. A strong partnership could leverage the City's comparative advantage in diverse language knowledge with the Chamber's local business networks to better disseminate information. Making both the Chamber's and the City's website and paper flyers accessible in other languages can ensure more residents can stumble upon the offered small business programs. Furthermore, the City can overcome challenges with in-person outreach by better leveraging local organizations and NGOs to connect Beachmont residents to resources and workshops. For example, the City of Philadelphia collaborates with non-profit Kiva to offer a one-stop small business support center. Revere has the opportunity to do something similar by working with organizations like The Neighborhood Developers to expand touch-points with small business owners. The City can also more actively target schools, churches, and identify-based groups to bolster its reach.



Shirley Avenue neighborhood event

III. APPENDIX



Small Business Case Studies:

Micro Lending

Kiva / Philadelphia, PA <https://www.phila.gov/programs/kiva/>

The Philadelphia Department of Commerce partnered with Kiva to give entrepreneurs access to 0% interest small business loans. These loans are funded by hundreds of lenders from around the world. Entrepreneurs can create a page on Kiva’s website to give an overview of their business and its needs. Individuals can choose to lend you \$25 or more to help them reach their fundraising goal.



Full Survey Responses:

Who are you?	How often are you typically in Beachmont Sq?	How familiar are you with the Suffolk Downs plans?	What do you like most about Beachmont Square?	What do you dislike most about Beachmont Square?	What aspects of Beachmont Square would you like to see changed?	How do you envision the future of Beachmont Square and Revere?
Revere Resident, Revere Homeowner, Beachmont Improvement Committee Member	Multiple times per day	Have attended community meetings about it	The T stop. I love the fact that we can get to the Airport in 10 minutes and to Boston in 15 minutes by using the T. The fact that we have a train that stops right here in the middle of our neighborhood is great and I wish that we made it nicer. It always smells	Cars. Anything that cars do. Driving too fast, cutting off bikes / pedestrians, blocking the cross walk, honking, littering, traffic, double and triple parked cars, parking spaces that take up lanes of traffic, the fact that there are no bike lanes, the cars cars cars cars. Get rid of all the cars!!!!!!	No cars. Did I say get rid of all the cars yet? Also, it would be nice if it was cleaner and more welcoming towards people who want to visit the beach. Somebody tell Dunkin Donuts to pick up their trash already.	Me with long grey hair and a long grey beard yelling at people to stay off my lawn. Maybe a bathroom in the T stop? Also, less cars. I see less cars in the future and more bikes. More pedestrians. Less people being killed in the middle of an intersection because somebody wants to text and drive. I guess I'd say less pedestrian fatalities would be good. I hate cars!!! Also, let me put my dang bike on the T during rush hour because I can't bike to my job through the Ted Williams Tunnel. Peace.
Revere Resident, Revere Homeowner	3-5 times per week	Have followed the news on it	Neighborhood restaurants and businesses; park; easy	roadway traffic pattern, condition of forecourt of T station, empty storefronts	see above	accessible, attractive, practical pedestrian & roadway patterns, retaining neighborhood focus (e.g. not overwhelmed by Suffolk Downs development but complimenting it)
Revere Resident, Beachmont Improvement	Multiple times per day	Have followed the news on it	Small scale, convenient and friendly small businesses	Not enough buses, confusing pedestrian routes, bad drivers	Better, safer pickup and dropoff options for subway station (car, bus, rideshare,...)	A future that continues to support small businesses and the mobility of local residents.
Revere Homeowner	1-3 times per week	Have attended community meetings about it	It gives access to the T and is a central point in the neighborhood. The countdown on the crossing lights is an improvement.	Too much traffic and high speeds	Lower speed and traffic calming. The bump outs on either side of Bennington should be redesigned to allow cars taking a right turn to do so. Perhaps a traffic light for those exiting Crescent Ave. and turning left to go into Boston.	The number of cars need to be limited and speeding laws enforced throughout the neighborhood. Some residential development for people without cars should be allowed near the Station.
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have attended community meetings about it	It is T accessible. It is somewhat walkable (though less so now). When driving, I like the delayed green left turn coming from Eliot Circle on to Winthrop Ave. I like that there are local businesses.	Traffic, particularly on Bennington from East Boston. I also hate the new bump out near Suffolk Downs with the new no turn on red signal. As a driver it is frustrating. As a pedestrian it has been dangerous because drivers don't expect a light there and often don't slow down. A pedestrian using the walk sign there is at risk.	A police presence enforcing traffic. A light for traffic coming on to Bennington from Crescent Ave (going left and right—the triangle is now being used on both sides by cars turning left and right, regardless of the side they are on. I now drive to Eliot Circle and loop back because there is so much traffic I can't get off of Crescent Ave).	I am very concerned about traffic with the new hotel, apartment building and Suffolk Downs development. Ideally, there would be no traffic coming out of Suffolk Downs and into Beachmont Square. We need to access Target, etc, but there must be a way to limit or slow down traffic so that other routes are more appealing. Also, I'd love to see Revere embrace what it is today instead of clinging to the past. We have a wonderfully diverse community, but our leadership does not reflect that. The city could learn from its schools, where diversity is seen as an asset. I'd also like to see real city planning. Everyone seems so slapdash. And I'd love to see and end to nepotism. It would help with embracing diversity and thoughtful planning. I really like living here and am so happy with my son's experience in the schools, but it often feels like the city can't get out of its own way.
Revere Homeowner, Revere City Official, Beachmont Improvement Committee Member	Every week day	Have helped to shape the city's policy on it	It feels like home.	Traffic and trash	Traffic patterns	I'd like to have the look of a small village, with uniform signage and old-fashioned lighting. I'd like the liquor businesses to obey the City ordinances and reduce (preferably eliminate) blatant alcohol advertising. I would also like to refer to Beachmont Square in some places as "The Depot," which it was called when I was young.
Revere Resident, Parent	Multiple times per day	Have heard about it generally but don't know much	The welcoming feel	TRAFFIC	The parking in and around Dunkin Donuts. Not used as an alternative route to East Boston and Winthrop	Overcrowded
Revere Resident, Revere Homeowner, Parent, Revere City Official, Beachmont Improvement	Multiple times per day	Have attended community meetings about it	Bringing life to that area	Traffic congestion no line markings unorganized traffic patterns	Blow it up it doesn't work for anyone cars & humans	Young & upcoming
Revere Resident, Revere Homeowner, Parent, Beachmont Improvement	Multiple times per day	Have heard about it generally but don't know much	Kimberly/ Penta Park	Trying to get across the street to the train station. Front of T station needs a facelift	I would love to see the old fashioned street lights installed.	Well lit , with lots of seasonal flowers and cleaned daily
Revere Resident, Revere Homeowner, Beachmont Improvement Committee Member	Every week day	Not at all familiar	It's Quaintness	Traffic going across from Winthrop ave crossing Bellingham towards East Boston 2 lane cross over in the mornings 6to8 and evenings 4 to 730, I have seen multiple accidents and have almost been hit numerous times. The recent death of a Mom and her children at the Suffox Downs exit from Stop and Shop going to Beachmont. What will this look like with another 5000	Safety First whatever that take remember there's a school in the areawith little children	An overpass for bikes and pedestrians wider lanes and side walks . I suggest you go out and take photo;s of these areas at high traffic time sio you have documentation of what the residence now see. This way you'll have a record of the facts to help make educated future decision .
Revere Resident, Revere Homeowner, Parent, Beachmont Improvement Committee Member	Multiple times per day	Have attended community meetings about it	T stop, park, businesses, diversity	Diagonal cross to get to t stop from Unity Ave	Less empty store fronts, diagonal crosswalk from Unity Ave to T stop, more secure bike storage at T stop, more bike racks to frequent a business besides the	Walkable, bike friendly, outdoor seating and eating, cleaner

Full Survey Responses:

Who are you?	How often are you typically in Beachmont Sq?	How familiar are you with the Suffolk Downs plans?	What do you like most about Beachmont Square?	What do you dislike most about Beachmont Square?	What aspects of Beachmont Square would you like to see changed?	How do you envision the future of Beachmont Square and Revere?
Revere Resident, Revere Homeowner, Parent	Every week day	Not at all familiar	Kimmely Park, access to stores.	Metal grates on store fronts...Litter, trash barrels over flowing. Not enough time on pedestrian lights to cross streets. Right turn on red light for vehicles traveling east on Winthrop Ave causes problems for pedestrians trying to cross. In general I feel vehicular traffic is given priority over pedestrian traffic. Cars parking all day on State Road even though posted signs indicate parking is limited to 30 minutes. I also think	All items indicated in question above. More attention should be given to pedestrian traffic especially when students are coming from and going to school.	Cleaner and less chaos between traffic and pedestrians.
Revere Resident, Revere Homeowner, Revere Business Owner, Parent	Multiple times per day	Have heard about it generally but don't know much	PROXIMITY TO MY HOME, THE T,	NO PLACE TO PULL OVER AT THE T WITHOUT OBSTRUCTING TRAFFIC FLOW. UBER/LYFT BLOCKING THE FLOW OF	MORE OF A VARIETY OF BUSINESSES. THERE ARE 2 BARBERS, 2 LIQUOR STORES, 2 CONVENIENCE STORES.	BRIGHTER, CLEANER, MORE LIVELY.
Revere Resident, Revere Homeowner, Parent, Revere Employee	Multiple times per day	Have heard about it generally but don't know much	It is home. I have lived here all my life.	The traffic that builds up and the difficulty in crossing the street especially on state road with no crosswalk. Also the fact that the pathways are	Traffic. Safe crossing on state road.	A place of strong community ties along with financial growth for the city. Would love to see more restaurant choices.
Revere Resident, Revere Homeowner, Revere Business Owner, Parent, Beachmont Improvement	Multiple times per day	Have helped to shape the city's policy on it	Central area accessible to T and restaurants, etc.	Not Pedestrian friendly, not enough traffic mitigation measures	Pedestrian safety, and upgrade to storefronts and streetscape	A Beachmont Square where there is true integration with and growth with the currently planned development at Suffolk Downs. A Revere that will commit revenues from the development/growth to ensure that Revere neighborhoods become more healthy and viable.
Revere Resident	Multiple times per day	Have heard about it generally but don't know much	The MBTA blue line station. I use the subway many times in a day.	Automobile drivers that put people at risk with bad driving habits as they drive through	Crossing the street in front of the T station is particularly dangerous.	I would hope that this project and the Suffolk Downs redevelopment project will bring new businesses to the area while making it easier/safer for pedestrians.
Revere Resident, Revere Homeowner, Beachmont resident	Multiple times per day	Have followed the news on it	Torretta's Bakery, the little park, easy access to the T, free street parking	Traffic, litter, pedestrian crossing, pot holes especially on Crescent Street	See above, better restaurant choices, improved infrastructure. As coming into Beachmont past the Stop and Shop light, something needs to be done with the right turn only lane. No one obeys the signage and they go straight making it difficult to get into the right lane to go to Beachmont center. Another entrance to Suffolk Downs onto Bennington Street would be helpful.	I envision gridlock unless something is done soon. Way too many new apartments/people/cars. I'm concerned about the new apartment building on the old Shaw's site, Suffolk Downs plan, and development of high-rises on the beach without serious improvements to roads, signals, pedestrian access, and bike lanes. Maybe a business at Suffolk Downs that would bring in business throughout the day and evening like a mall rather than a nine to five type company or apartments. Thanks for asking!
Revere Resident, Revere Homeowner	Every week day	Not at all familiar	The little park is nice.	The traffic flow. It's a driving/walking hazard.	The traffic flow could use improvement and it needs a good sprucing up.	Not sure I have that much vision. It would be nice if the city tried harder to clean up the city.
Revere Resident	1-3 times per week	Have attended community meetings about it	Focal point of surrounding area, many roads lead here. Station is nice and a great asset.	Roads are too wide, traffic is too fast.	Narrow roads down to only what is needed to reduce speeding and reduce distance to cross streets. Improve pedestrian facilities. Add some bike racks, benches, and trees.	Filled with shops and markets to stop at on the way to or from work/the city. Would also be nice to have people from outside the neighborhood to come here to enjoy our shops.
Revere Resident	Less than once per week	Have attended community meetings about it	It's walkable but not very inviting.	It's not very inviting, doesn't feel safe to cross the street as a pedestrian.	More social spaces. More people on the street interacting and not passing through.	Vibrant, cultural diverse, pedestrian and bike friendly. More pop up activation, food trucks, family friendly games like giant connect 4, and art. More seating and greenery like big planters.
Revere Homeowner, Parent	3-5 times per week	Have heard about it generally but don't know much	Small own stores around T	Traffic	Closing a lane before the T for the new building(more traffic). Sidewalks fixed across train exit, side walk cleaning during snow, Beachmont school to T double lane painting to distinguish each lane	Please Less traffic around T, Beachmont homeowners only get discounted T pass to discourage car use
Revere Resident, Youth / Student, Parent	1-3 times per week	Have attended community meetings about it	Location	Small	Size	Bigger space
Revere Resident, Revere Homeowner	Every week day	Have heard about it generally but don't know much	It exists	Really would never go that far down the beach. Non auto pathways that connect would	It does not seem like a place to walk to, just drive by it.	More interesting place. Some good public art, fountain or some reason to go there. Dedicated bike access from the revere beach. Not just a path but something more like the

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Revere Resident, Revere Homeowner, Parent	3-5 times per week	Have followed the news on it	Nothing	Lighting poor, traffic horrible	Brighter Lighting; reflective paint on whole intersection so you can see people in street; better traffic flow,, parking area for drop off, pick up and waiting for commuters from train; stop signs on street near Luigis and Beachmont Roast Beef so people can cross and cars can exit those side streets.	Only go pick up at station. Dont usually spend much time there.
Revere Resident, Revere Homeowner	1-3 times per week	Have attended community meetings about it	events in the square area	sometimes stores look rundown	more restaurants	place people can hang out, eat, have drinks
Revere Resident	3-5 times per week	Have helped to shape the city's policy on it	T station underpass and local businesses	traffic lights	more pedestrian friendly	a walkable plaza with thriving local businesses and transit
Revere Resident, Revere Homeowner, Parent	Less than once per week	Have followed the news on it	Beachmont station	Traffic	Better restaurants, new school	Make it more inclusive
Revere Homeowner, Parent	Less than once per week	Not at all familiar	It's not so developed.	Nothing	I'd like a park, a pool and a state-of-the-art youth center. I'd like some new schools. I'd also like to see more single family houses.	There should be many places and activities for our youth, our elderly and families.
Revere Resident, Parent	Multiple times per day	Have followed the news on it	Easy commute to work	Traffic running the light	More pedestrian friendly	More commercial offerings within walking distance.
Revere Homeowner, Beachmont Improvement Committee Member	3-5 times per week	Have heard about it generally but don't know much	Easy Walking Distance	It's badly in need of a facelift	Small outdoor coffee shops	Could be a very nice area for people leaving the MBTA on way home from work. Stop at a small coffee shop and engage in conversation with fellow residents
Revere Resident	Every week day	Have followed the news on it	Access to other parts of revere	Difficult to navigate in car	Cleaned up - the T wall makes the area look grimy. Perhaps a mural	Growing population
Revere Resident	Less than once per week	Have followed the news on it	N/A	N/A	Traffic light	more roads
Revere Resident, Parent	Multiple times per day	Have heard about it generally but don't know much	It's potential	Looks rundown too much of the same businesses , too many barber shops and foreign stores	New improved stores	New restaurants with out door seating , more interactive , up to date activities
Revere Resident, Parent	3-5 times per week	Have heard about it generally but don't know much	Location	Drugs	More of a police presence	Mix use of industrial/commercial
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have heard about it generally but don't know much	Nothing	Traffic, trash, the way pedestrians cross against the light is very dangerous	Better functioning lights, better traffic control, you can never take a left from the station onto state road because everyone parks and double parks, can never get up atlantic	I envision it getting worse as more apartments keep getting built, more cars, more pedestrians
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have followed the news on it	It's an area that has a lot of potential.	Not too many inviting businesses around.	More local restaurants.	A nice place to get something to eat after getting off the T.
Revere Resident, Revere Homeowner, Parent	3-5 times per week	Have attended community meetings about it	Great businesses and access to T	Congestion and flow (of people and cars) isn't smooth	Traffic flow for all modes needs to be cleared up	Great, as long as it's planned well! We need to enhance our best resources!
Parent, Frequent Traveler, and Participant in Community	1-3 times per week	Not at all familiar	Beachmont Square is almost like the appetizer to the meal 'Boston'.	Well - It is dangerously congested. Please provide better walkway paths for foot travelers	Improvements that reflect the growth and development of the population - makes sense to me.	A bit more breezy and easy!
Revere Homeowner	3-5 times per week	Have helped to shape the city's policy on it	The local stores, the T stop	Pedestrian crossing	Safer ways to cross	I'd like to see the improvements and growth benefiting (rather than displacing) current residents and the local stores preserved. There is a need for more affordable housing and
Revere Homeowner	3-5 times per week	Have heard about it generally but don't know much	Having many stores	not sure	not sure	not sure
Revere Resident, Revere Homeowner, Parent, Beachmont Improvement	Multiple times per day	Have helped to shape the city's policy on it	The park.	The liquor stores.	Traffic, business face lift, better street lighting.	Transformational.
Revere Resident, Revere Homeowner	Multiple times per day	Have followed the news on it	Access to the train	Having to wait for traffic to pass to get to train, would love a bridge over traffic. Would love a station for lime or blue bikes, or maybe the new electric scooters for commuting. Better trash receptacles, the streets get filled with trash. Better side walks on the Beachmont streets, the side walks are in poor condition and people tend to park on top of them	Cleaner and safer pedestrian passages. Maybe art that reflects the history of the beach and community. A library for the school in between suffolk downs and Beachmont stop, and to service with greater community in Beachmont, could have a community center for adult activities/enrichment.	Community gathering space.

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Revere Resident, Revere Homeowner	Multiple times per day	Have heard about it generally but don't know much	Torette's bakery. The pop up market we once visited there.	Area under the train. Shady people hanging out there. Small sidewalks. No benches.	Improved bicycle lanes/ options.	A nice place to sit and meet people from the neighborhood. More greenery. A hub between the neighborhood and the train.
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have heard about it generally but don't know much	The train station	The poor streets and lack of activities/healthy convenience businesses	I would like organic and healthy food options and safe biking (parking and lanes)	I would like to see an area that supports healthy organic foods, cultural and ethnic diversity, fixing the drug issues (meth or whatever is going on around the station and Suffolk down), and more access to nature. I would like to see more trees, landscaping, and a real park. Have the area be enjoyable to walk around and add nice areas to be outside. East Boston by the new library had a beautiful outdoor space and park and separate dog park so dogs are not making messes in areas you are supposed to enjoy the grass. And the Beachmont area needs sidewalk improvements. Wide and well maintained sidewalks and block cars from parking on the sidewalk. It's hazardous. Especially as you have to navigate with a stroller. Currently you cannot walk along the sidewalks especially down Bellingham because the cars block it. I think parking should be on one side of the street. Also fix the stairs next to 166 Bellingham that heads down to the beach. It's extremely dangerous with nails sticking out and boards that are missing. It needs to be completely replaced probably made of cement
Revere Resident, Revere Homeowner, Beachmont Improvement	Multiple times per day	Have followed the news on it	Jimmie Kimmertie Park	Litter all over the place	It would be great if could be easier to cross the street by Dunkin Donuts	I would love to see the area cleaned up and some nice restaurants
Revere Resident, Revere Homeowner, Revere worker (who commutes from elsewhere), Parent, Grew up and lived in Beachmont 42 years still a homeowner in the Beachmont area	Less than once per week	Have followed the news on it	Trains	Feels unsafe	Clean aesthetically pleasing and safe more security.	Attractive and safe
Revere Resident	3-5 times per week	Have heard about it generally but don't know much	the small business	no parking	better parking	more shops and easier access to T station
Revere Resident, Revere Homeowner, Beachmont resident	I live on Washburn Ave	Have followed the news on it	Looking forward to the coworking space. I work from home and I would totally use it. I'm looking forward to more restaurant choices and local shopping. I'm also hoping that my property	Nothing. I understand there is going to be years of construction feet away from my house but I'm happy with the growing pains.	Unaware of anything that I would change.	I think this is a much needed push to the future for this city. We are so close to Boston and have the opportunity to have great amenities that a world class city could have.
Revere Resident	Multiple times per day	Have followed the news on it	T stop	Trash, speeding cars and traffic backups	Trash, traffic improvements and more stores (improved storefronts)	Pedestrian friendly with retail and restaurants
Revere Resident	Multiple times per day	Not at all familiar	The little seating/park area across from the bakery is always clean.	The amount of drugs and drug addicts that hang around the convenient store and T	Possibly a little more supervision of that area due to the drugs. It would be nice to clean up the store fronts- they're all really old. It would be nice to drive/walk through and see newer "faces" fresh paint and signs out front. To compliment the clean and neat seating/park area	Drug free. This is a huge issue. Probably due to the close proximity to the T, liquor and convenient store. I have to walk to the T for work at 5am and it can be very intimidating for a female.
Revere Resident, Revere Homeowner, Revere Business	3-5 times per week	Not at all familiar	Nothing	Disorganization	The roads are horrible	More commercial real estate rentals and less family homes
Revere Resident	Every week day	Have heard about it generally but don't know much	T statio	Morning traffic	The way how the convenience stores looks like	Bright
Revere worker (who commutes from elsewhere)	Every week day	Have heard about it generally but don't know much	The lovely small businesses	Poor traffic light cycle. Limited parking.	Green space better safer pedestrian crossing	Brighter more well light cross walls more green space less traffic congestion additional small businesses
Revere Resident, Revere Homeowner, Parent	3-5 times per week	Have heard about it generally but don't know much	There's a bunch of local businesses and great for commuters.	During peak traffic hours, it's a mess.	Better traffic control	I can't really see what could be changed since there's not much extra space to work with.
Revere Homeowner, Parent	Every week day	Have heard about it generally but don't know much	T access- residents are involved in caring for city	pedestrian crossing, lane closure around the new building, traffic	pedestrian bridges are needed, won't interrupt traffic	Pedestrians away from cars, lost of traffic
Revere Resident, Revere Homeowner, Parent	Every week day	Not at all familiar	Proximity to all	Traffic	Traffic	A bridge for pedestrians to cross from the station to the parking lot.

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Revere Resident	Multiple times per day	Have heard about it generally but don't know much	Close to my apartment so easy access to downtown and getting to work	Not many food/bar options	More restaurants/nice bars	We are so close to the beach need to have more places that act to bring people to the area to eat/spend time rather just being a pass through area on the way to the beach with a few
Revere Resident	Multiple times per day	Have followed the news on it	Proximity of train to my apartment and useful businesses.	Dirtiness, undeveloped areas	Cleaner streets, and a more enclosed beachmont station to keep it warmer in the winter. Also bring back the old crosswalk on revere beach parkway.	More modern development, improvements to the T, and hopefully affordable condos on the Suffolk downs property under 500k for 800-900 square feet.
Revere Resident	Less than once per week	Have heard about it generally but don't know much	nothing	traffic///people coming out of T station and walking through traffic not using crosswalks..poor planning for	q	q
Revere Resident	Every week day	Have heard about it generally but don't know much	It exists	Not much use except to pass by	Connection to Revere beach, constitution beach in a nice bike friendly way	Connected
Revere Resident, Parent	Every week day	Not at all familiar	Convenient store and the community	Danger	Traffic special at 4 pm when my daughter gets out of school they should have a cross guard to help with the kids this is my opinion	More clean and safe
Revere Resident	Multiple times per day	Have followed the news on it	Local community stores nothing flashy or big names besides Dunkin	not a lot of options	More local restaurants , parks more things for family's to do within walking distance	More restaurants little shops and family friendly activities
Parent	Multiple times per day	Not at all familiar	Train station	Few businesses and old bad looking businesses, no area for kids entertainment	Renovated train station with bathrooms, updated old looking business buildings, kids play area	Job opportunities for mothers, kids area. Safe and friendly for all ages.
Revere Homeowner	Every week day	Have followed the news on it	Shops like torretas. I would hate to see chain stores move in and close those down.	The roads and traffic mess. The flow is terrible and will only get worse with development.	Better walk ability, the sidewalks are awful. More green spaces and updated storefronts. Looks junky now.	I love the multi use ideas of Suffolk downs and would like to see the that extended into the square.
Revere Resident	Multiple times per day	Have heard about it generally but don't know much	Everything you need within walking distance.	The "alley" begins the bushes at the park along the building hides people while they do creepy things	I enjoy it the way it is	More people.
Revere Resident	Multiple times per day	Have followed the news on it	Locally owned businesses and diversity	Traffic	Traffic	More pedestrian friendly
Revere Resident, Revere Homeowner	Every week day	Have attended community meetings about it	It's the gateway to Revere Beach	I would like to see the traffic island length extended 30 feet	A face lift 😊	Any improvements are good improvements 😊
Revere Resident, Revere Homeowner, Parent	3-5 times per week	Not at all familiar	Shopping	Traffic	Traffic	An assembly row setting
Revere Resident, Revere worker (who commutes from beachmont)	Every week day	Have followed the news on it	It's very home-y	Traffic	Less apartment buildings going up	Positive
Revere Resident, Revere Homeowner, Parent	Multiple times per day	Have heard about it generally but don't know much	It is My home.	Everyone speeds in the area and too much traffic.	I wish we could have no thru traffic.	Keeping it a quiet neighbourhood and minimize traffic flow.

