

## GOAL 2: North Bluff

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*Create a North Bluff plan to improve ferry logistics and welcome experience, increase safety and capitalize on waterfront public space.*

## 3.2 North Bluff Existing Conditions: Photos



Wayfinding



Ferry Queuing



Unclear Pedestrian/Bicycle Circulation



North Point: Existing Asphalt



Lack of Pedestrian Infrastructure on Circuit Avenue Extension

Existing photos highlight the need for wayfinding, clear pedestrian, vehicular and bicycle infrastructure, and crowd control. They also show the potential for a landmark park overlooking the water in the large open asphalt area at the point of the peninsula.





## 3.2 North Bluff Existing: Parking







## 3.2 North Bluff *Existing: Calibrated Goals*



### Goals

- A.** Creation of a pedestrian lane from the Island Queen area to the Strand Theatre.
- B.** Increase signage and wayfinding in multiple locations.
- C.** Connect the harbor walkway with the future seawall boardwalk project with a pedestrian friendly area.
- D.** Reconfigure the ferry pedestrian traffic.
- E.** Reconfigure the bus/taxi/parking staging areas.
- F.** Work with the existing traffic pattern and review options for the bulkhead parking areas, traffic flow, and walkways.

### Legend

-  Pedestrian Lane
-  Wayfinding
-  Restrooms







## 3.2 North Bluff *Proposed: North Bluff Park*



A series of alternative North Bluff point design concepts were evaluated by the streetscape committee and stakeholders during the master planning process, using the 2008 Martha's Vineyard Commission plan as a starting point. Throughout the dialogue, the desire for additional open space in this location often appeared to conflict with truck loading and vehicular pickup/dropoff needs at peak ferry arrival times. Viewing the space as three interconnected subareas helped a balanced resolution take shape:

1. The pedestrian waterfront zone north of Circuit Avenue Extension (Harbor Way) and Sea View Avenue
2. The paved vehicular circulation space inland of the waterfront pedestrian zone
3. Circuit Avenue Extension and Sea View Avenue

The consensus concept shifts bus and taxi loading zones out of the paved vehicular circulation space to Harbor Way, providing simpler and more efficient circulation as well as a more dignified sheltered bus/taxi waiting area. Shifting the bus and taxi circulation eliminates the need for excess pavement to accommodate bus turning maneuvers and allows the pavement edge to be pulled in. This provides the opportunity for expanded and enhanced public waterfront open space and additional ferry queuing area.

Implementation of this concept can be staged, focusing on waterfront pedestrian open space improvements and relocation of bus/taxi circulation, allowing for continued flexibility of the paved inland multi-purpose circulation space to adapt to the community's changing seasonal and long-term needs.

### Legend

#### Wayfinding:

- Gateway/Landmark
- Information Kiosk/Map
- Pedestrian Direction
- Vehicle Direction

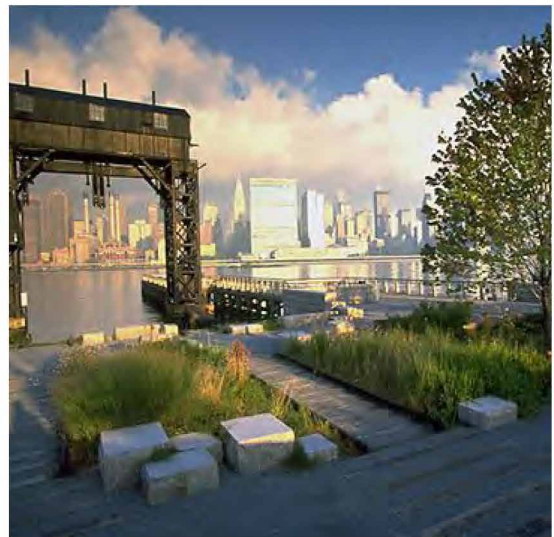




Waterfront Plaza, Olympia, WA



Harvard Science Center Plaza, Cambridge, MA

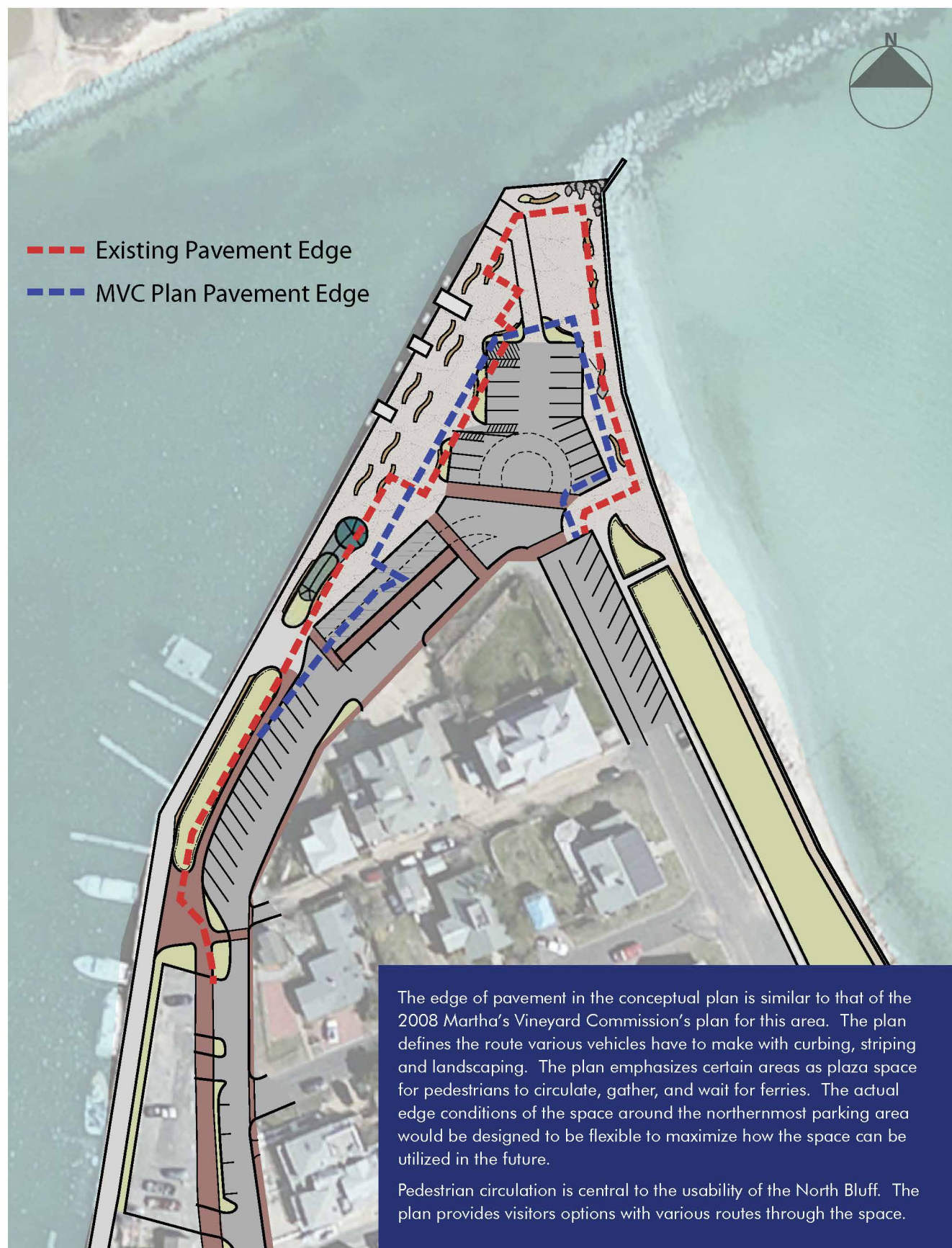


Gantry Plaza State Park, Queens, NY

Precedents for North Bluff Park include waterfront parks with flexible open space for a variety of activities and gatherings. Planting beds reminiscent of the local dunes and beach-side landscape create options for pedestrian circulation and ferry boarding areas. A slightly undulating topography in the landscaped areas forms private places, shapes seating areas, frames views and buffers visitors from the wind and sun.



## 3.2 North Bluff *Edge of Pavement Comparisons*





Vehicle



Bicycle



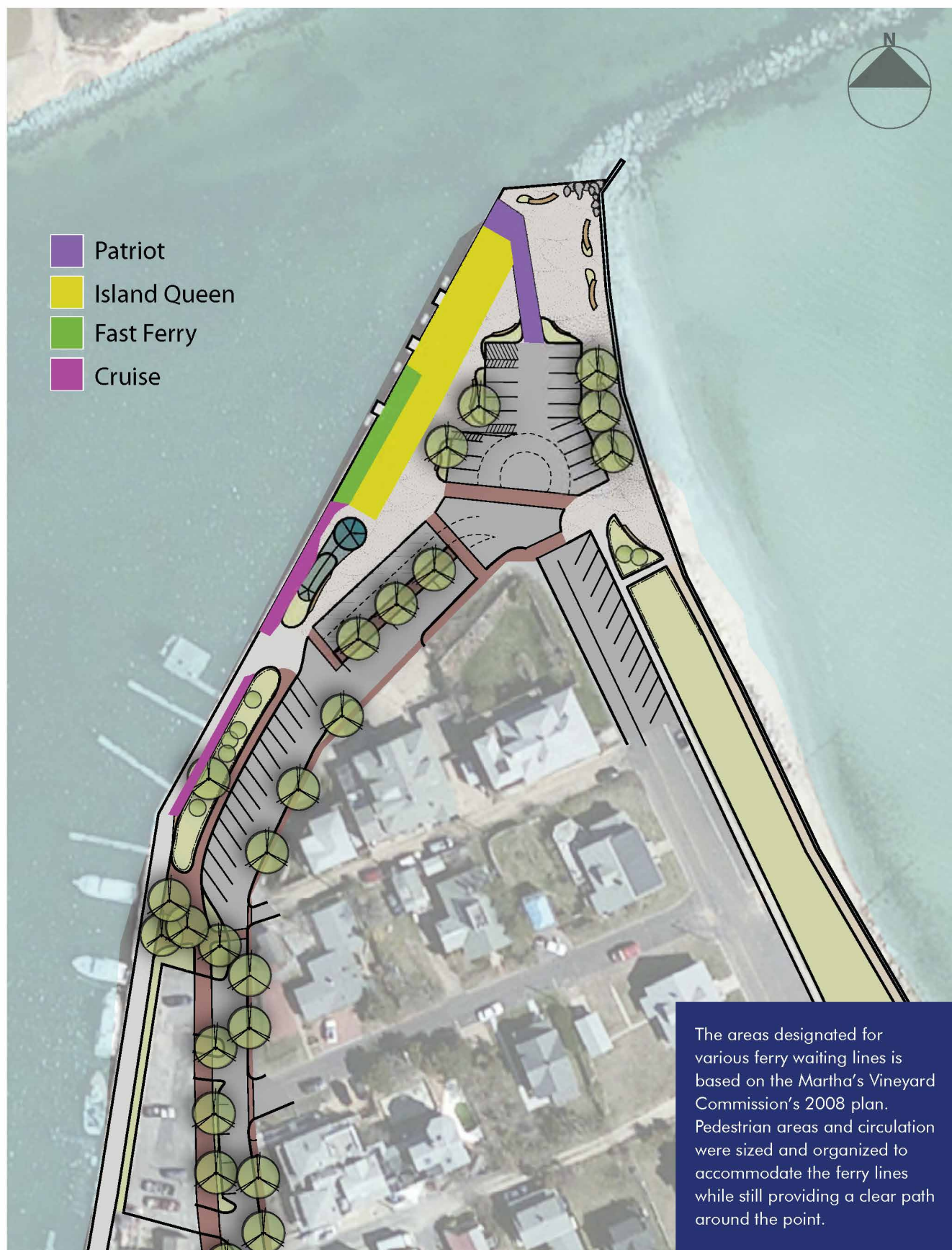
Truck Loading



Bus



## 3.2 North Bluff *Proposed: Ferry Queuing*







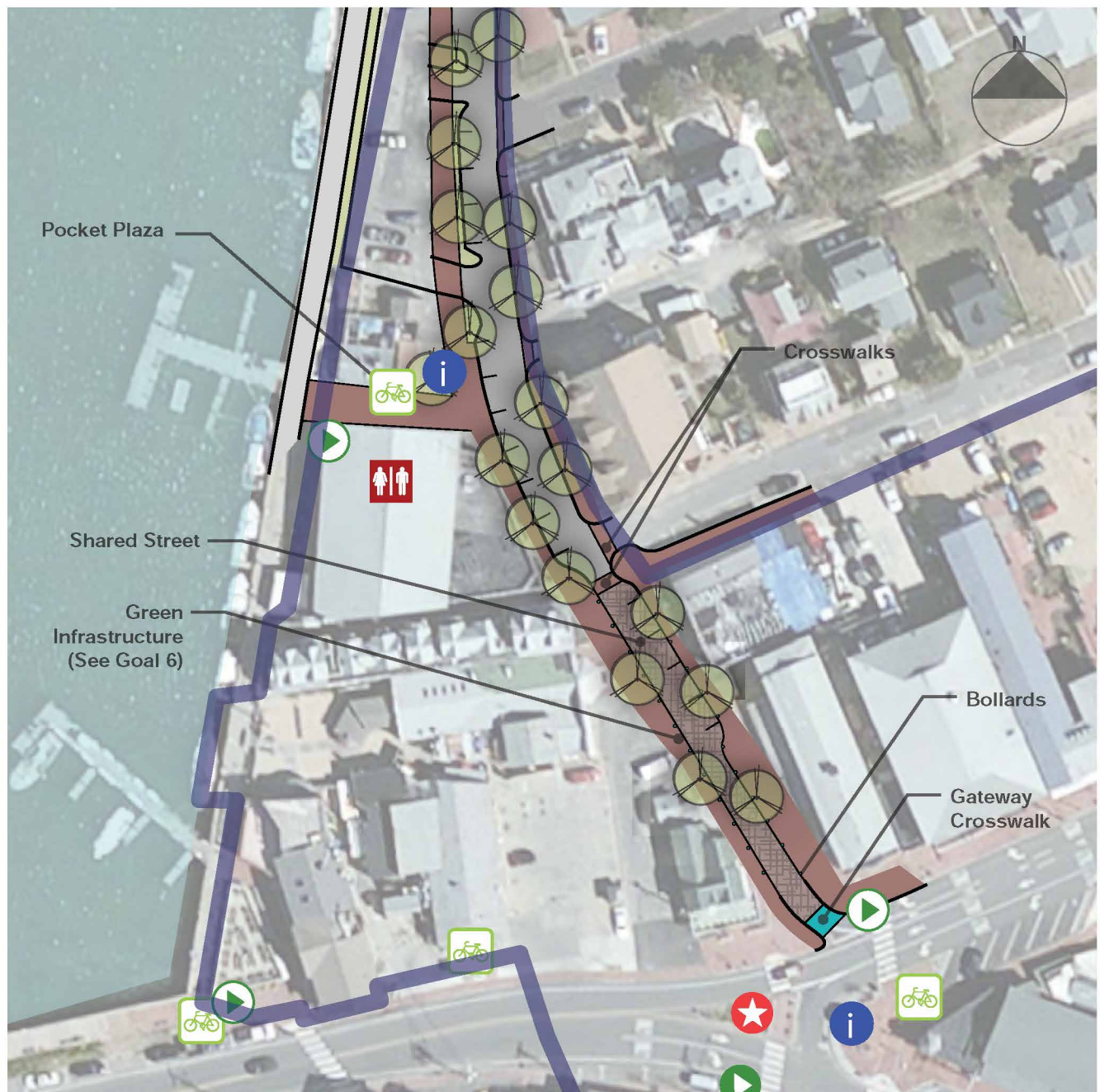
View of North Bluff Park from a boat in the harbor.



North Bluff Park close-up of the moveable seating area in foreground with dune-like landscaped islands in the background. The information booth is to the right and the bus drop off/pick-up area is behind it.



## 3.2 North Bluff *Proposed: Harbor Way*



The renaming of Circuit Ave Extension reinforces this area's identity. In this report it is referred to as Harbor Way, an idea suggested by a member of the public.

Currently Harbor Way is a busy and unsafe street with many uses and no clear wayfinding. Cars drive through crowds of people coming off the ferries and car, bike and moped rental businesses line the street, often creating a jam. Creating a shared street indicates that this is a pedestrian area. Bollards would define edges and allow for pedestrians and visitors renting mopeds and bikes to more easily navigate the sidewalks and cross the street.

An area defined by pedestrian activity would help activate this area of Harbor Way and help define safe corridors for both vehicles and pedestrians.

### Legend

#### Wayfinding:

-  Gateway/Landmark
-  Information Kiosk/Map
-  Pedestrian Direction
-  Vehicle Direction

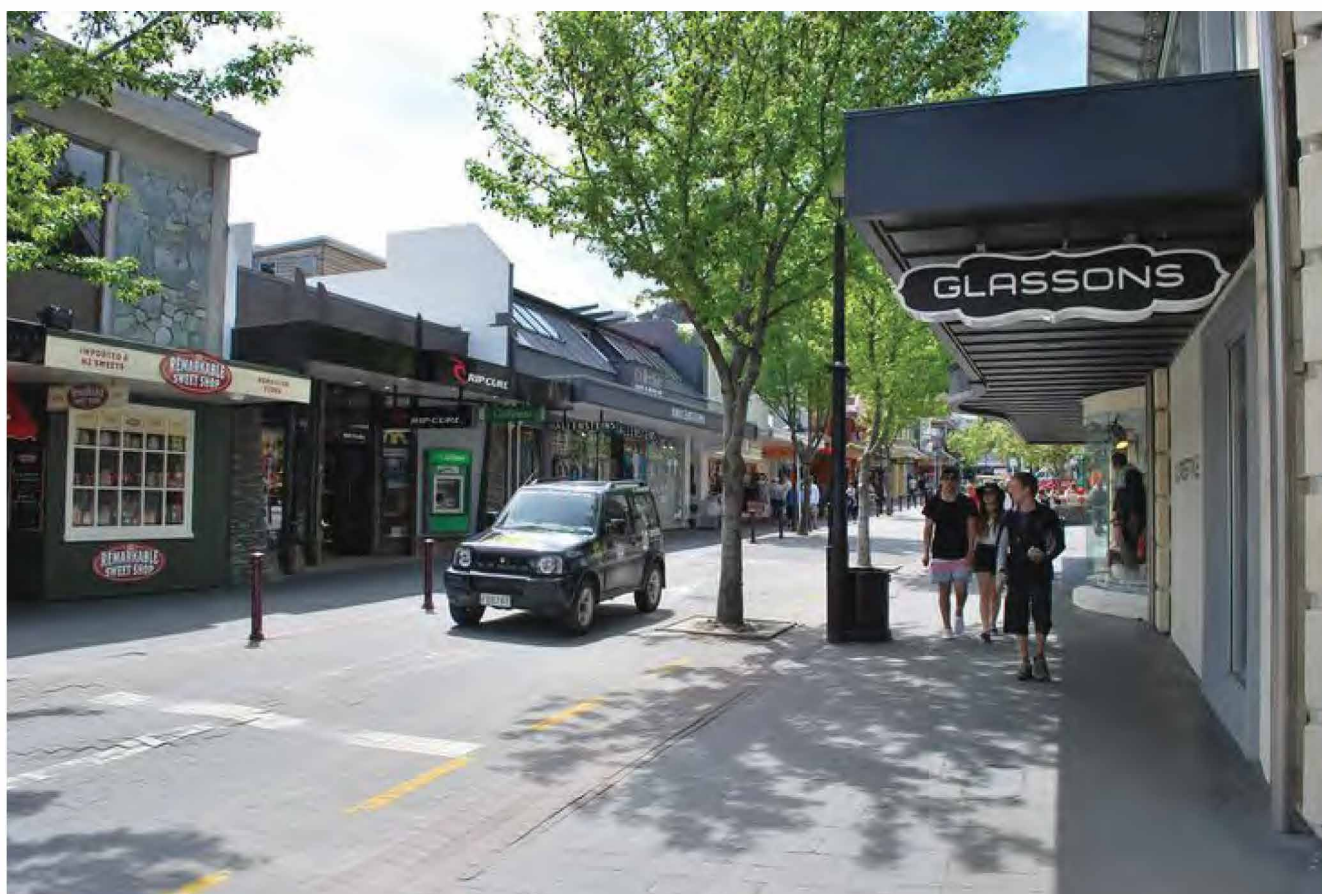




Shared Street in Salem, MA



Bollards along Shared Street in Budapest, Hungary



Shared Street in Queenstown, New Zealand



## 3.2 North Bluff Harbor Way Perspective - Phase 1



Looking north along Harbor Way - Existing conditions



Looking north along Harbor Way - Phase 1

Moveable planters and colorful paint define the shared street in Phase 1. These changes help pedestrian navigation through a space filled with vehicles, bicycles and mopeds. The colorful pattern on the road indicates to the drivers to slow down in the pedestrian zone. These initial strategic interventions help set up the framework for Phase 2.





Moveable planters on a Shared Street in Cambridge, MA



Porous pavers

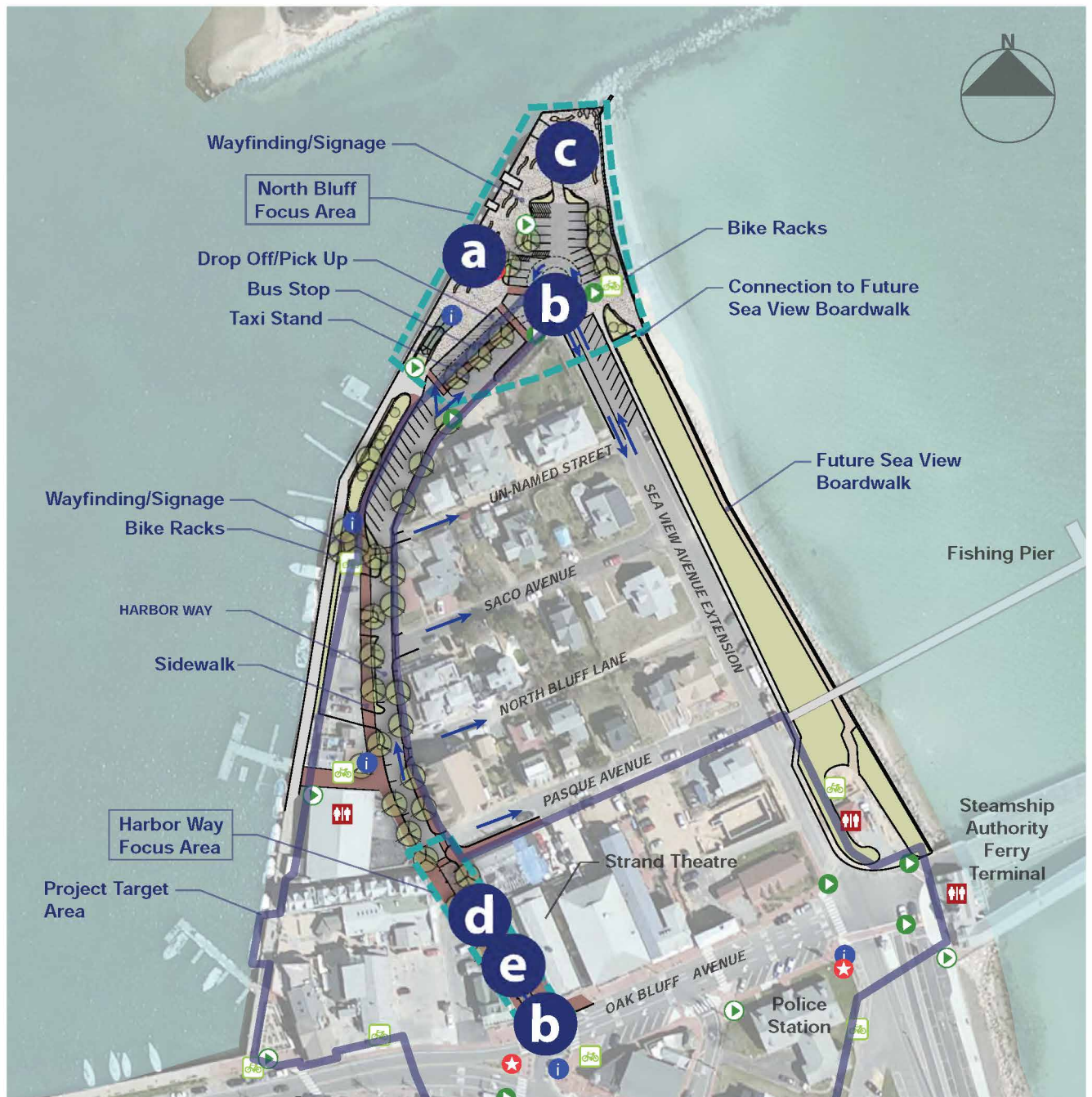


Looking north along Harbor Way - Phase 2

Harbor Way evolves in Phase 2 to having unique paving materials indicative of the shared street and crosswalks, and bollards along the edges of the road. These elements create a safe and thriving pedestrian zone that use materials that have become standardized in downtown Oak Bluffs. Porous pavers and stormwater planters to collect and filter rainwater that falls on the road and sidewalk. The existing power lines are buried and the overhead spaces opens up to the sky.



## 3.2 North Bluff Get Started!



**a** Delineate ferry waiting areas with paint or planter boxes



### GET STARTED!

Build momentum with temporary installations and pilot projects to test concepts quickly, at low cost, and with minimal risk. Get Started interventions can make extra impact in conjunction with shoulder season events and programming.



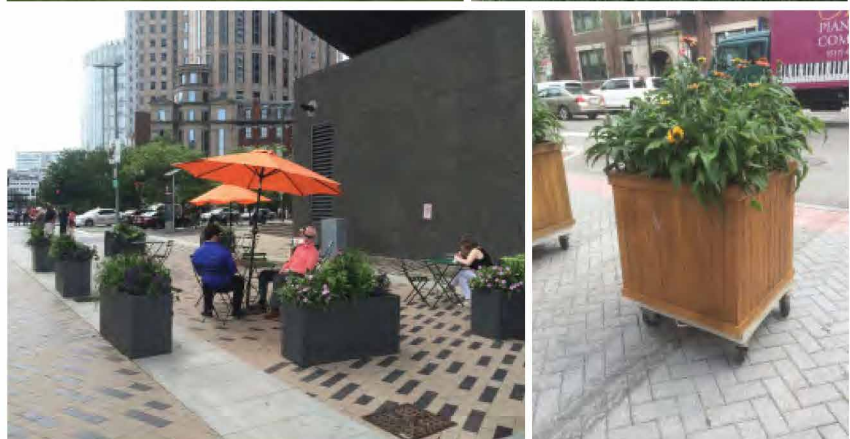
- b** Delineate pedestrian crossings/parking/travel lanes with colorful paint



- c** Host events at future North Point Park to create the feeling that it is a destination (sand sculptures, art of OB, mobile library)



- d** Use planter boxes to help define vehicular and pedestrian boundaries



- e** Install temporary (or permanent) artwork to create a sense of place, attract visitors throughout the year and add to the welcoming experience



