

Appendices

Appendix A:

Public Visioning Results



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Oak Bluffs Streetscape Master Plan: Summary Memo

June, 2015

Public Outreach Tables 7/23/2014

Steve Kasacek (Horsley Witten Group – HW) Outreach Table: Post Office

Notes:

- Phillips Hardware owner:
 - Would like to see shuttle for employees
 - Sidewalks in disrepair
 - Very interested in grant money for building improvements.
- On island builder (Strand Theater) wants Circuit Avenue and Kennebec closed to cars, pedestrians only.
- One passer-by upset visitors have say in public planning. She suggested no changes to downtown.
- Seasonal resident commented on sidewalk quality.
- African-American women would like heritage and history of OB diversity shown.
 - Historical walk/trail (signage/way finding)
 - Possible renaming of street
 - Referred to Bob Hayden's historical book.
- Seasonal resident thinks too much ticketing in summer.
- Visitors commented on needing parking improvements.
- Year round resident wants parking improvements.
 - Old OB school shuttle
 - Waban Park shuttle
 - Local taxi service used as shuttle
 - Mandatory employee off-site parking
- Add high-end music-instrument store- diverse population of visitors would benefit
- Sanctuary – business owner
- Circuit Avenue East – bike direction (one way street)
- Get rid of theaters (visitor)
- Control bicyclists – follow rules of road
- Signage for downtown bike traffic.

Statistics (approximate):

- 58 completed surveys
- Nearly 2-3 times more surveys handed out and told to drop off or mail.
- Majority of surveys completed 1-3pm when table was moved and committee members helped.



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- No iPad surveys.

Gemma Kite (HW) Outreach Table: Adjacent to OB Association Visitors Booth

- Clothes being sold on the street should not happen – it makes the town look dirty.
- There is a lack of handicap parking.
- The streets are dirty, the level of street/sidewalk cleanliness is poor.
- There are few signs leading visitors to public restrooms – they are hard to find!
- The Island Movie Theatre is the first ugly building you see when you get off the ferry – they should do something about it!

Business Owners Stakeholder Meeting 7/23/2014

Hannah Carlson (HW) Notes – Business Owner Comments

- Embrace uniqueness
- Confirm study area- other commercial properties should be included (Uncas, bowling alley, bank, bike rental, firestation (retail), dockside)
- Spell “Healey” correctly on maps
- Every season is different
- Need for people to come, especially mid-week
- There is no more shark tournament- need another comparable event
- OB as refuge
- Balance of visitors and residents
- Idea of cobblestone roads
- 6? Ferries come into the harbor- Patriot boat...
- Friends of Oak Bluffs has some money for thing like flowers, should coordinate with them
- Confusion of ownership of parking area by bathrooms
- Trash collection should be privatized
- Would be great to have a streamlined process to get things done (via a downtown association?)
- Incorporate local art into signage to create sense of place
- Arcade is a gateway into the campground
- Look at existing walking map to see what tourists are currently using
- Buildings define the street on circuit but not on other streets.



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James Stevens (ConsultEcon) Notes

Mix of Businesses at Meeting:

- 2 hotel
- 3 retail
- 2 health fitness
- 1 grocery
- Others came in after meeting start

Comments from Business Owners

- Get more people here – need lots of day trippers off the boats, bad weather impacts business in downtown
- No big shopping trips anymore
- Police do pretty good job of monitoring and ticketing cars
- 60% of audience is seniors
- Need more parking but can't get political traction
- Need more employee parking – tried bus service but didn't work because bus didn't go past bar hours to accommodate those workers
- Seasonal and year round businesses have different needs
- Also need to balance residents with business needs
- Circuit Ave Extension is a mess "clean it up" because 4 out of 6 commercial ferries come into Oak Bluffs, not counting SSA in North Bluff, that bring a significant amount of people to the downtown – telephone and wires are visual clutter – cars and motorcycles signal visitors to immediately leave and not spend any time in Oak Bluffs – need to draw visitors down Circuit from harbor area and prevent them from immediately leaving – need more to do in Oak Bluffs to keep them here
- Edgartown buried utilities, created wider sidewalks, why can't we?
- Need to clean up the streets – who should be responsible? Town? Businesses? Town currently and not doing a good enough job
- Union Street in New Bedford is an example of the type of the vacuum street cleaner we should have in Oak Bluffs
- Planters on Circuit Ave not best design, they're disgusting – trees in planter create and attract debris
- Friends of OB great, do beautification and flowers
- OB Association kind of exhibits – no political clout
- Need more trash cans
- Town has dumpsters out – terrible
- Public bathrooms are a disaster



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- Lighting is a problem – existing street lamps light up the whole sky, need “dark sky” sensitive lighting
- Movement in Town to privatize trash pick-up could benefit downtown
- No municipal recycling in town – visitors don’t like that, especially if MV and OB are an eco-tourism destination appealing to audiences that care about the environment (even if the trash and recycling leave the island on the same boat and go to the same place)
- Town is a barrier to improving property values in downtown
- 50,000 contacts at visitor booth annually
- Cottage museum is attraction
- Camp meeting association has complex relations with bus district – pressure to close arcade pass to cottage – discussed locked gates but town public safety resisted
- Lack of leadership to get things done at either the Town or the OB Assoc.
- Very friendly town, porch culture, we should promote that openness and inclusiveness
- Success in maintaining year round businesses for residents, only town with set of stores including
 - Hardware store
 - Grocery store
 - Post office
 - Pharmacy
 - Stationary store
 - Printer
 - Banks
 - Includes Island and regional chains, Black Dog and Vineyard Vines
- Restrooms needed by Island Queen

Public Visioning Meeting 7/23/2014

Breakout Tables:

Hannah Carlson (HW) Notes

- Need better parking to help residents get to where they want to go (grocery, post office)
- More parking along parks
- More 15 minute parking spaces (like on Ocean Ave)
- More 24 hour parking spaces (like on Seaview)
- Moped parking areas so they don’t take up whole spaces
- Enforcement of no bikes on circuit
- Close circuit to cars during certain hours of the day (evening)



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- Right now circuit is ugly, unsafe, crowded and there is no place to sit
- Need more benches along circuit
- Need bench maintenance
- Bring back a theater
- Have more pristine beaches so people stay in Oak Bluffs to use them
- Have affordable housing along circuit above stores
- Crosswalk across Seaview Ave is unsafe
- Restrict drinking in certain areas
- Signage at ferry terminals would be useful
- Wayfinding locations: ferry terminals, by harbor and lake ave, at intersection of circuit and Kennebec, post office square

Gemma Kite (HW) Notes

- Do not use the term “branding” – it makes people feel uncomfortable because it has a connotation with clothes/merchandise branding.
- More lighting is needed that is consistent with the Victorian/gingerbread house style. Lighting is needed along the beach among other areas.
- All staff that work in downtown area tend to park in residential areas, and block the parking for the residents.
- Kennebec Ave is up and coming, and it deserves attention for future development as there are a lot of possible opportunities on this street.
- Parking in off-site lots could be a solution for downtown staff, as long as there is a convenient shuttle (that runs after closing hours) and/or proper lighting for safe walking.

James Stevens (ConsultEcon) Notes

- Healy Square – like it but it needs work
- Need place for resident parking, how about resident parking permits?
 - \$400 permit to park – June to August – it may be cheaper to get a \$25 parking ticket
- Need place for employee parking, outside of downtown – shuttle might work
- Need better car circulation in downtown – cars need to know where they need to go, too, just like pedestrians, different signs for pedestrians and for vehicles
- Park and ride shuttle needed for tourists



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Rich Claytor (HW) Notes

- Group included Amy Billings of Parks and Rec Department.
- Parking:
 - Off-site (not in downtown) Park and Ride is needed for employees (with regular bus that runs late enough into the night to pick up workers when businesses close);
 - Police station is in a bad location + they have 16 spaces;
 - The parking times at nearby meter parking are strange, there is no logic to the system, and they often change based on whoever has complained most recently;
 - Enforcement of parking needs to be better, to ensure that the short term parking spaces are available.
- Kennebec Street:
 - This was once the “backside” of Circuit Ave but has now become part of a “Business Loop,” but it still looks like the backside of CA businesses, needs upgrading.
- Circuit Ave:
 - Bikes do not follow the signage and travel the wrong way down the one-way street;
 - Businesses encroach on the already narrow sidewalk making pedestrian movements difficult;
 - At least one person wanted to make sure that we understood that no parking spaces should be lost on CA;
 - At least one person wanted to propose Circuit Ave as a “Pedestrian Mall,” at least during the busiest tourist season;
- Circuit Ave Extended:
 - Buildings/streetscape from Island Queen need improvement.
- Wayfinding from the Steamship Authority:
 - Consider digital signage/techniques using smart phones;
 - Add directions to CA, the Campground, Artist Colony, etc;
 - The Police Station is an inappropriate use in its current location;

Steve Kasacek (HW) Notes

- A comment that the circle did not represent a true 5-minute walk
- Where can they find a parking lot?
- Bikes only on Circuit Avenue, better signage? No mopeds on Circuit Avenue.
- Drop offs (ferry) hard to get around without using circuit avenue.
- Move police department (public offices).



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- 1200+ houses in this area
- Every table had a ferry SSA terminal way finding suggestion point
- Reliable market has not enough parking
- Not all business owners rely on tourists
- Need parking to get in and out
- OB gets too many summer folks (take down SSA billboard in Boston)
- Camp meeting is a community that works
- People lost on circuit looking for iconic gingerbread cottages
- Camp meeting houses large attraction
- Circuit is split, a lot of southern circuit is residential
- Parking ticket prices negatively affect residents
- Bike parking at south end of circuit (union chapel)
- Lighting and how it relates to night sky and safety
- Lighting focused down not up
- Dumpsters overflowing

Interviews

Jon Ford (HW): Timothy Kochan, MassDOT (8/19/2014 email response)

I just spoke with Pamela Haznar, District 5 Projects Dev. Engineer and we wanted to provide you with some info on recent improvements constructed by MassDOT in the Downtown area. You may or may not be aware that in 2008, the former MassHighway Dept. advertised and constructed improvements along Lake Avenue, Oak Bluffs Avenue and Seaview Avenue. The project description included the following details: Beginning at the easterly side of Sea View Ave (at the intersection with Oak Bluffs Ave), the resurfacing project proceeds westerly along Oak Bluffs Ave for 550' and continues westerly along Lake Ave for an additional 300' (note: Oak Bluffs Ave transitions into Lake Ave). Also included for rehabilitation is a 300' segment of Lake Ave that begins at the aforementioned transition point and proceeds southeasterly (toward Sea View Ave) and ends just beyond Kennebec Ave. Related work includes: sidewalk reconstruction, wheelchair ramp installation, curbing improvements, new signing/stripping and drainage improvements. The design engineering group for this project was Greenman-Pedersen, Inc. The MassDOT project manager has since left DOT.

Please note, our role includes developing and designing projects on Federal Aid eligible roadways such as those described above. If the streetscape master plan ultimately identifies improvement



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needs along Federal Aid eligible roadways, we would need to be involved in the development/activation of a project or projects seeking federal aid funds and programming in the Regional Transportation Improvement Program (TIP). Of course this process would be conducted in coordination with the Martha's Vineyard Commission, the Town of Oak Bluffs, the design consultant and public input.

In terms of public involvement on our part, we would be interested in the results of the Downtown Streetscape Survey that ends Friday (8/22). Also, feel free to keep us apprised of future public outreach efforts (and conclusions) as the Master Plan develops.

Jon Ford (HW): Chief Blake, Oak Bluffs PD (7/24/2014)

- Intersections of Circuit/Kennebec and Samoset/Kennebec need safety and wayfinding improvement – vehicular/ped/bike.
- Recent state improvements near the SSA ferry terminal are “perfect” – improving safety and predictability. He has three officers for traffic detail for each ferry landing.
- No bicycles are allowed on Circuit Avenue. Too constrained. Bicycles are allowed on Kennebec. Bicycle and moped users are a safety concern due to constrained conditions and lack of user education.
- North Bluff ferry arrivals are a problem due to overlap of vehicular circulation with pedestrian traffic and taxis, as well as lack of wayfinding. Taxis especially could use consolidation into a single clearly marked taxi stand.
- Police are in favor of temporary closures of Circuit Avenue to vehicles from a safety perspective because it removes ped/vehicle conflicts. These might be especially effective in the evenings after businesses close.
- Police are amenable to relocation of the police station if the funding is found/approved.
- Changes in parking limits (i.e. 1-hour to 2-hour, etc) are not a concern other than funding/manpower needed to purchase and replace signs.
- Police strongly support back-in angle parking to increase safety – directs people to the sidewalk when getting out of cars and removes blind backing out of spots into traffic and ped/bikes.
- Police support meter parking, it is easier to manage when compared to chalk marking, etc. of spaces with time limits. Centralized meters would be easy to manage and could vary rates depending on location and time of year. Funds should be dedicated to a downtown-specific fund for improvements or to help administer the system.



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- Police are not against resident sticker parking, however the system would likely require addition of time limits to neighborhoods that currently do not have them and would work much better with a park and ride system. Coordinated comprehensive plan is needed. Chief Blake estimated an additional 3 officers would be required to manage. Ocean Park and North Bluff neighborhoods already have sticker parking managed through the police department and it is an administrative burden for just 40+ stickers.
- Additional unregulated curb cuts in residential neighborhoods reduce on-street parking availability and are an aesthetic concern.
- Support for park and ride. Previous OB park and ride did not have enough buses which caused folks to not rely on it. A dedicated vehicle and consistent implementation would help.

Jon Ford (HW): Christine Flynn, MVC (7/24/2014)

- Public outreach and visioning so far validates MV planning and process specific to OB.
- Important to frame the project as “refining, not changing” OB Downtown.
- Important themes “gateway community, history, richness, diversity”
- MV Commission is watching the project closely and would like to provide resources for implementation once the framework is in place.
- Good process so far with Planning Board and Selectmen support, it will be important in the future to have the town move the plan forward with strong leadership towards implementation so as to not sit on the shelf.
- Focus on short-term low hanging fruit to build momentum.
- Challenges, real or perceived, of the permitting process are local and also regional. Perceived impediments include MV Commission review.
- Housing needs assessment – changing demographics put focus on accessibility.

James Stevens (ConsultEcon): resident, business owner and property owner, former selectman, Todd Rebello (7/23/2014)

Todd indicated a recent trend in occupancy in the downtown was that there is more business turnover on the streets in recent years. Occupancy is high and property owners have increased rents for new spaces, which may be a factor in squeezing businesses out, property owners are aware of trend and capitalizing on it. The 100% corner is at Healy Square and Circuit Ave. Rents from here down to Lake Ave he estimated range from \$25 to \$40/sf depending on the space. From top of the hill to Union Chapel, rents are somewhat lower ranging from \$22/sf and \$25 to \$35 on Circuit Ave



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Extension. Dockside development had big increase in harbor revenue with cluster of destination restaurants. Night time business spread out more through the downtown. MV Commission regulations increase costs of development, which increases risk / cost for property owners. Most downtown businesses are not OB Association members. OB Association "wings it" doesn't take a position or a stand on initiatives in support of downtown.

Jim Sandell (Carr, Lynch & Sandell – CLS): Matt Cramer and Phil Regan, Architects (7/23/2014)

We discussed the Master Plan project for Oak Bluffs. Both Architects represent Historical Commissions in Oak Bluffs; Matt the Town Historical Commission and Phil the Cottages Historical Commission. Both Architects expressed concern with the Town's lack of follow-through on planning initiatives in the past. They both were involved in planning projects for North Bluff and the Circuit Avenue extension. They were optimistic about the opportunities that are available, but stress the need for a Town commitment. My thought is that they are both very intelligent and professional and would provide valuable input to the project due to their respective talents, experience and standing in the community. We should reach out to them. They both expressed willingness to be a part of the process as we go forward.

Jim Sandell (CLS): Margaret Knight; Chair, Community Preservation Committee. Joan Hughes; Chair, Conservation Commission (7/24/2013)

We discussed the Master Plan initiative for Oak Bluffs, covering a broad range of topics from design to implementation approvals. Selecting the appropriate trees for Circuit Avenue was discussed. Joan agreed that the Bradford Pears were not the correct choice and should be replaced. She recommended that we consult with Caleb Nicholson, 508.294.7073, a Landscape designer that she has worked with successfully on several projects. His knowledge of local plant materials and trees that are historically appropriate would be of great benefit to the project. We don't want to hire him, but should find a way to solicit his thoughts during public reviews and work sessions.

Joan also suggested that we reach out to Amy Billings as a good resource for landscape public space design. She is the Chair of the Parks Commission as well as a member of the CPC. She also suggested Alison Shaw as a good resource for graphic and wayfinding design support. Alison is a local photographer with strong design and graphic skills, along with strong opinions that could help us reach solutions grounded in the local Oak Bluffs culture, "Strong" being the operative word in the sentence. Alison has an Art Gallery in Oak Bluffs (508.472.4429).

Margaret Knight, the Chair of the CPC, described some of the difficulties their Commission has experienced in OB. They have funded many Campground projects, but continue to experience push-back from several citizens who oppose public CPC funding going to church or religious projects. I



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have worked closely with the Cohasset, MA CPC and encountered the same situations. I think we will need to define projects on a case by case basis to avoid these problems.

Both Joan and Margaret strongly agreed on the potential value of both Phil Regan and Matt Cramer to our project as sounding boards for the design. One project in particular was the Master planning that has been done for the North Bluff and Circuit areas of Oak Bluffs. She also recommended discussing this area with Carlos Pena, a Civil Engineer who I have worked with on many Boston South Shore projects. Joan said that she will have Carlos send us the digital files for the current work on the Esplanade and Fishing Pier. I will follow up with Carlos.

Both agreed that the Police Station was built in the wrong location and that it should be relocated to a different location. The new FEMA flood plain locations put access to the Station and to the local Hospital in perilous locations during storm events.

They both also commented on the idea that we should not impose solutions to a two month problem on the Town permanently. They pointed to the trend in Vineyard Haven retail facilities that are now operating year-a-round. They felt that this was the future of Oak Bluffs as well. Solutions should be twelve month solutions.

Jon Ford (HW): Francis Gould; Camp meeting Association (8/18/2014)

- Camp Meeting Association Board is in the initial stages of capital improvement planning for park spaces, signage, and lighting – to “return them to the way they used to be”. The first phase will be Montgomery Square, behind the arcade and Sharkeys. The Square is now mostly parking, but used to be a hotel/mixed use site historically. The intent is to add landscaping and signage by next spring.
- There is discussion of interpretive signage and/or a trail so visitors can get education regarding the site and history.
- Improvements will be incremental.
- The CMA is very interested in downtown streetscape planning, and would like to make sure the work is coordinated with their capital improvement planning.
- In general the CMA Board supports downtown wayfinding to the campground, and would like to investigate how and where downtown wayfinding and interpretive signage/trails intersect the campground and campground signage/wayfinding.
- Craig Lowe has been selected as the CMA liaison with the streetscape committee.



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Open House 7/24/2014

James Stevens (ConsultEcon) Notes

- Property owner of Island Theater – indicated a non-specific disagreement with the Town about the property – had no plans for the property because he was trying to settle issue with the town
- Property and business owner of Philips Hardware – indicated need for funding to renovate building – has talked with architect about renovation and price to develop was prohibitive given current situation
- Senior Planner with MV Commission – indicated there were past plans for the North Bluff harbor visitor approach, but that over time the plans had been trumped by on the ground buildings and activities introduced over time contrary to original plan
- Bus driver between OB and Edgartown – indicated that Edgartown burying of electric and utility lines was due mostly to private funds from wealthy property owners in certain areas of the town
- VP of MV Flower Society – wanted to help contribute to plan implementation related to beautification projects, acknowledged key role of Friends of OB
- Executive Director of Featherstone Center for the Arts / resident of Oak Bluffs – indicated that Center for the Arts could facilitate connections to arts community in support of streetscape plan – as a resident she was concerned about long-term parking in neighborhood due to long term ferry trips off island



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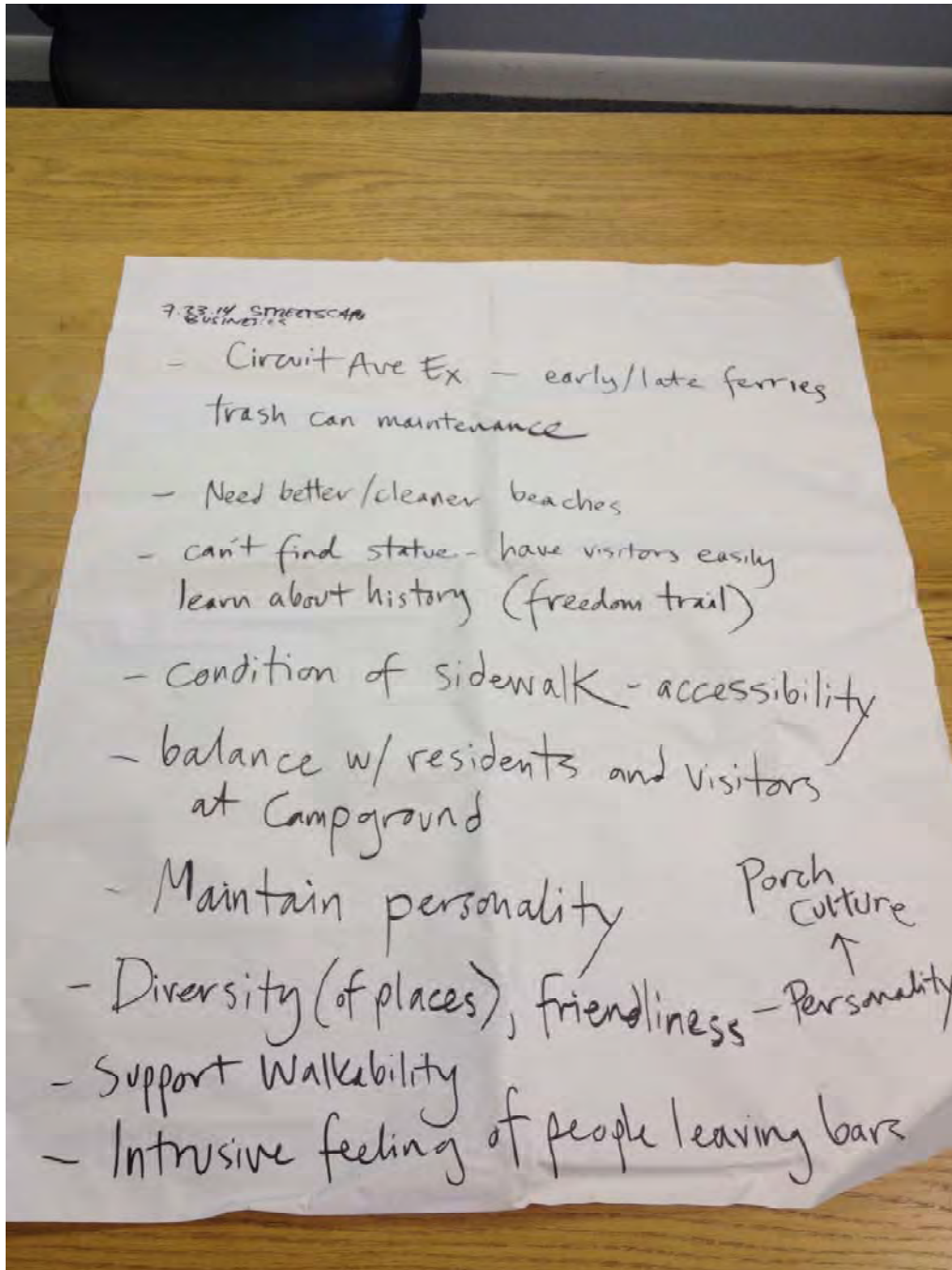


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Photos

Business Stakeholder's Meeting Notes





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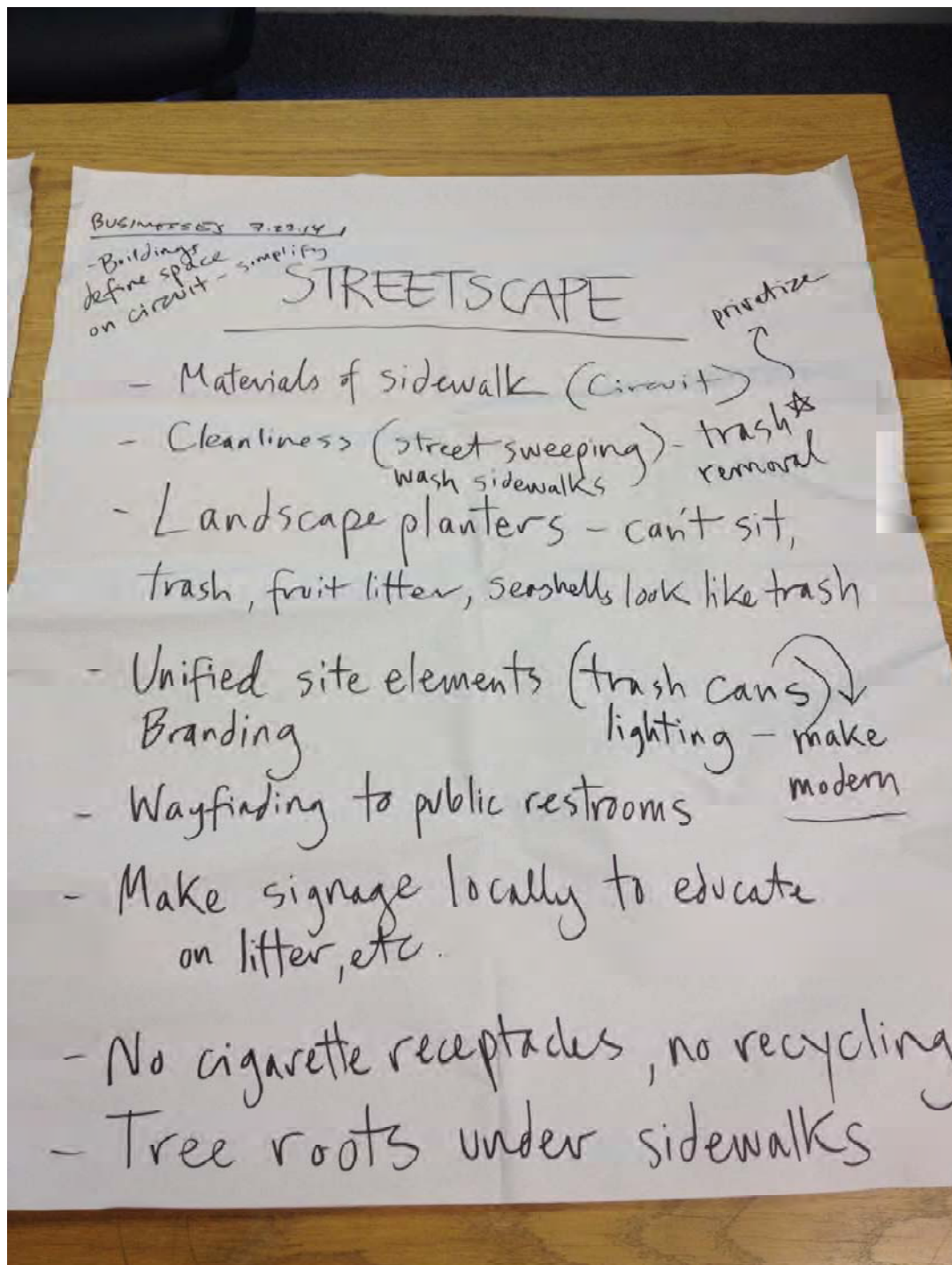
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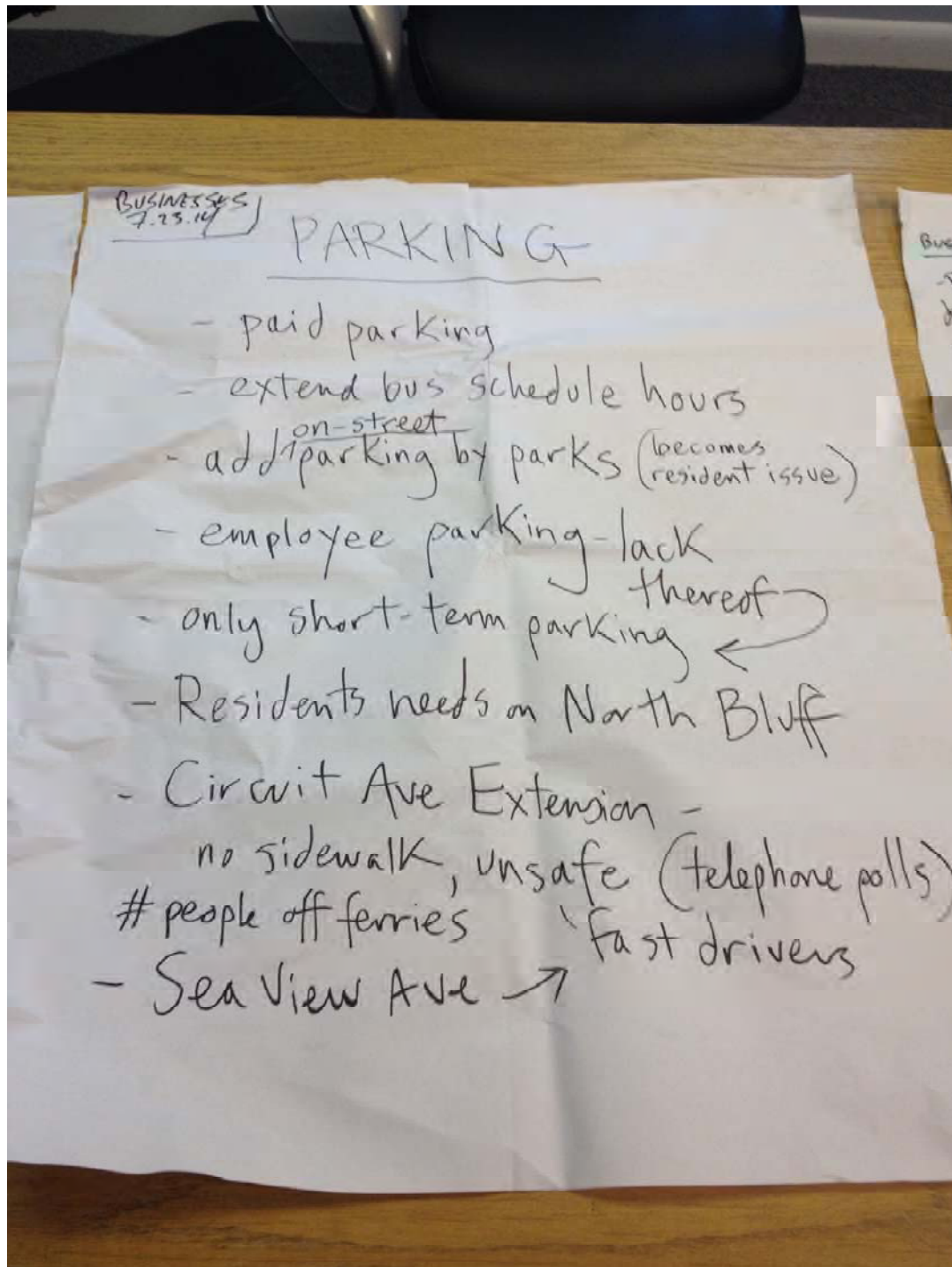
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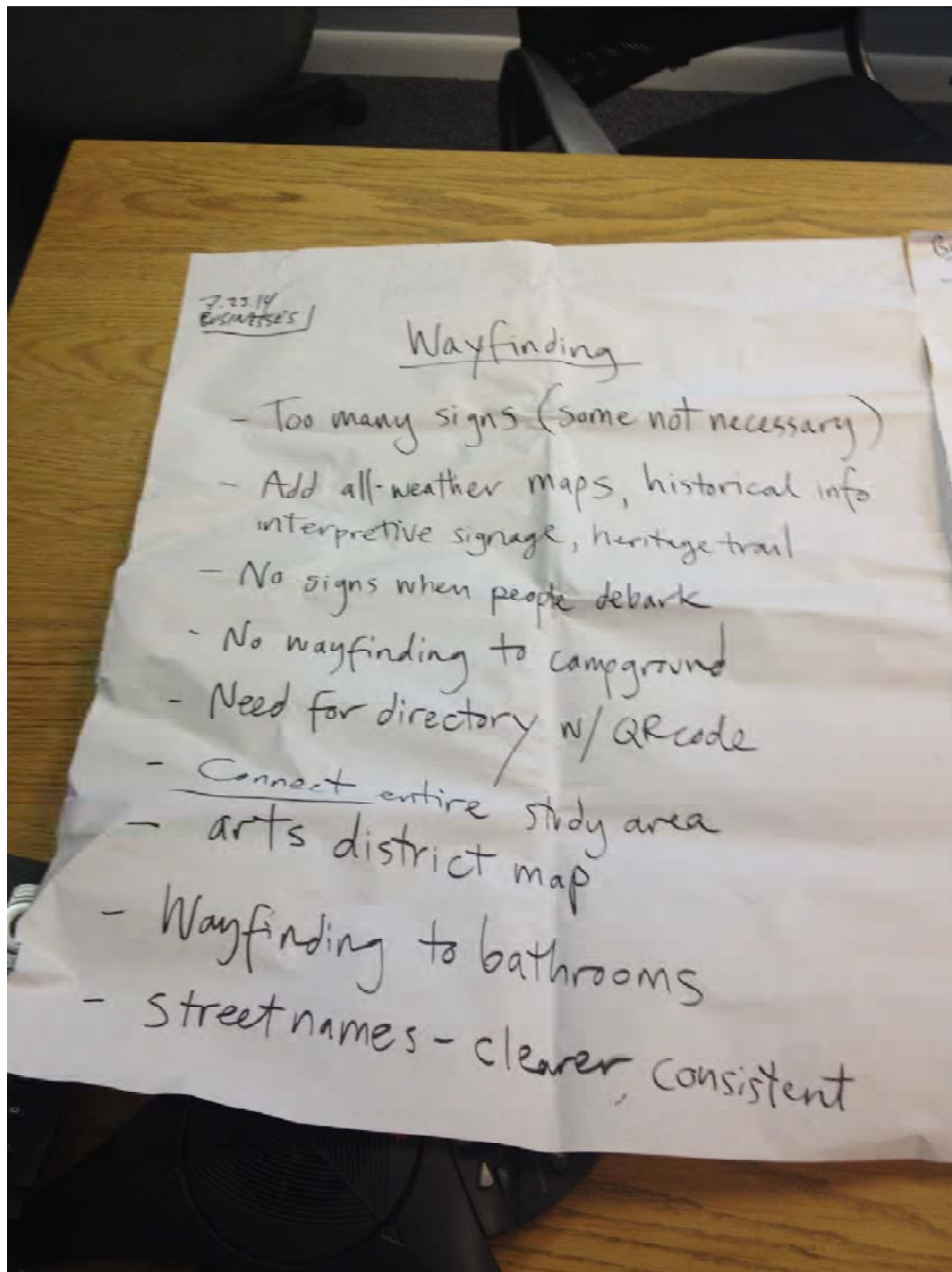
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Public Visioning Meeting Table Exercise

green dot = "I like it", red dot = "needs work", yellow dot = opportunity, blue dot = wayfinding location,





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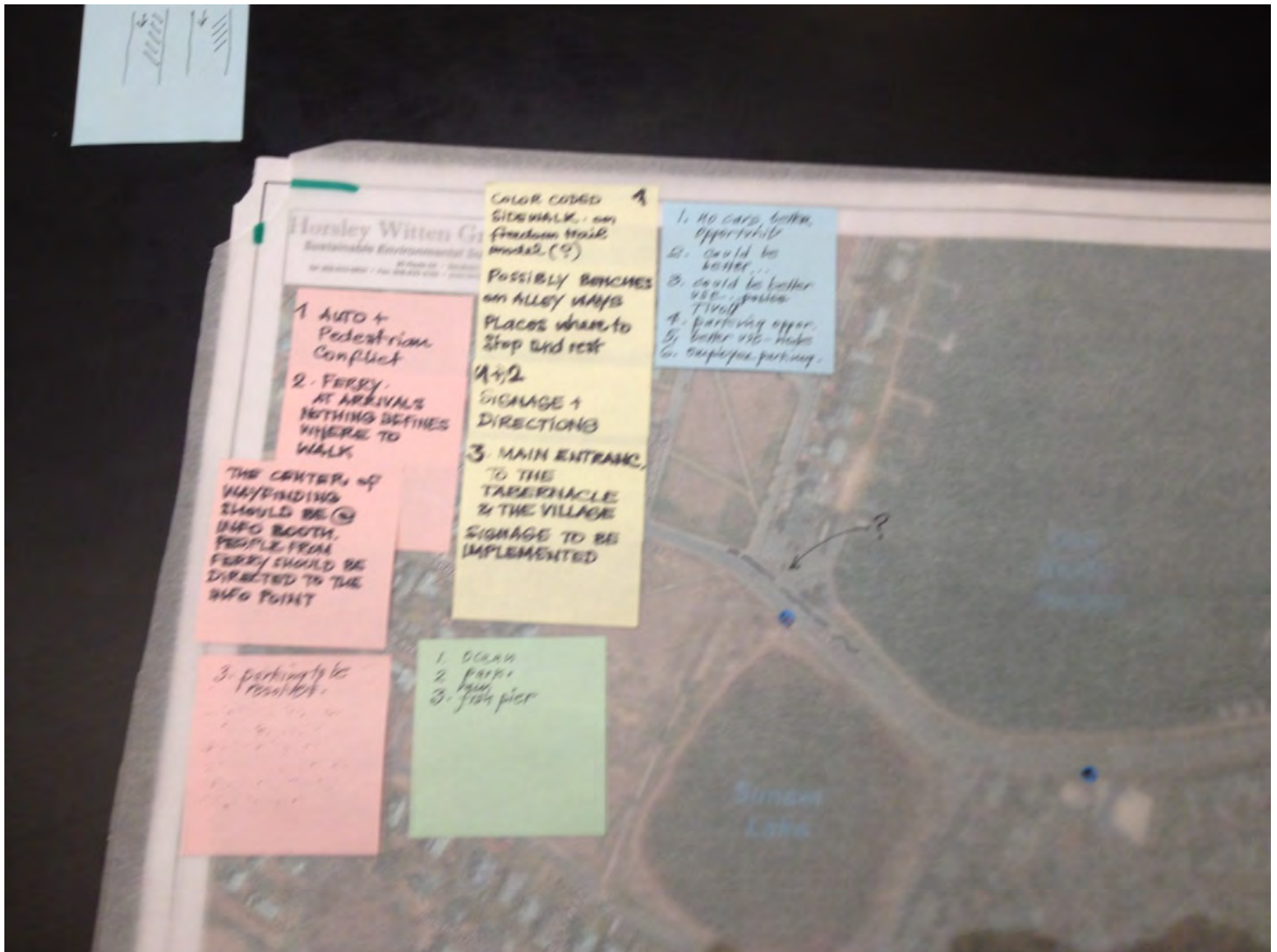
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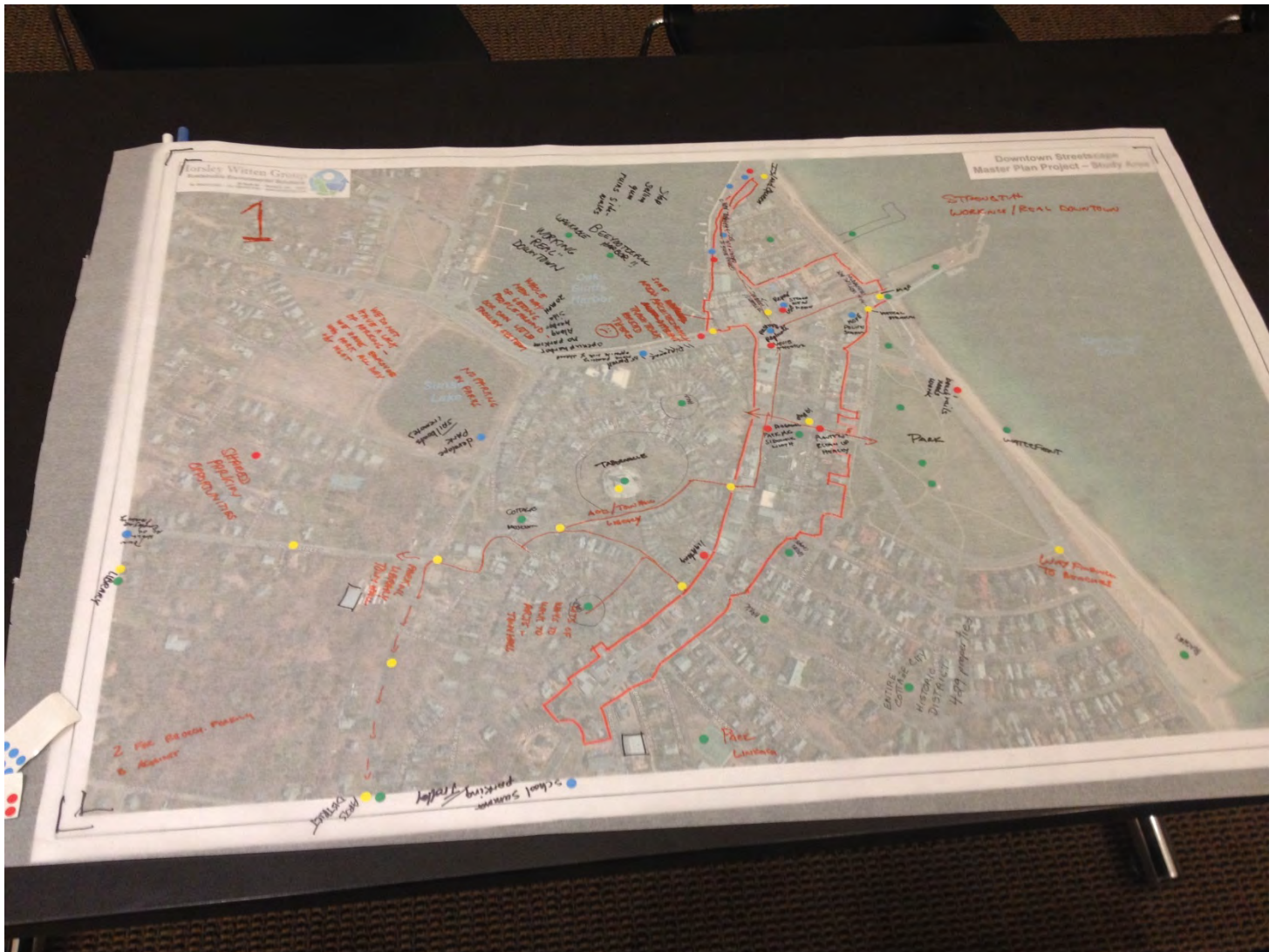
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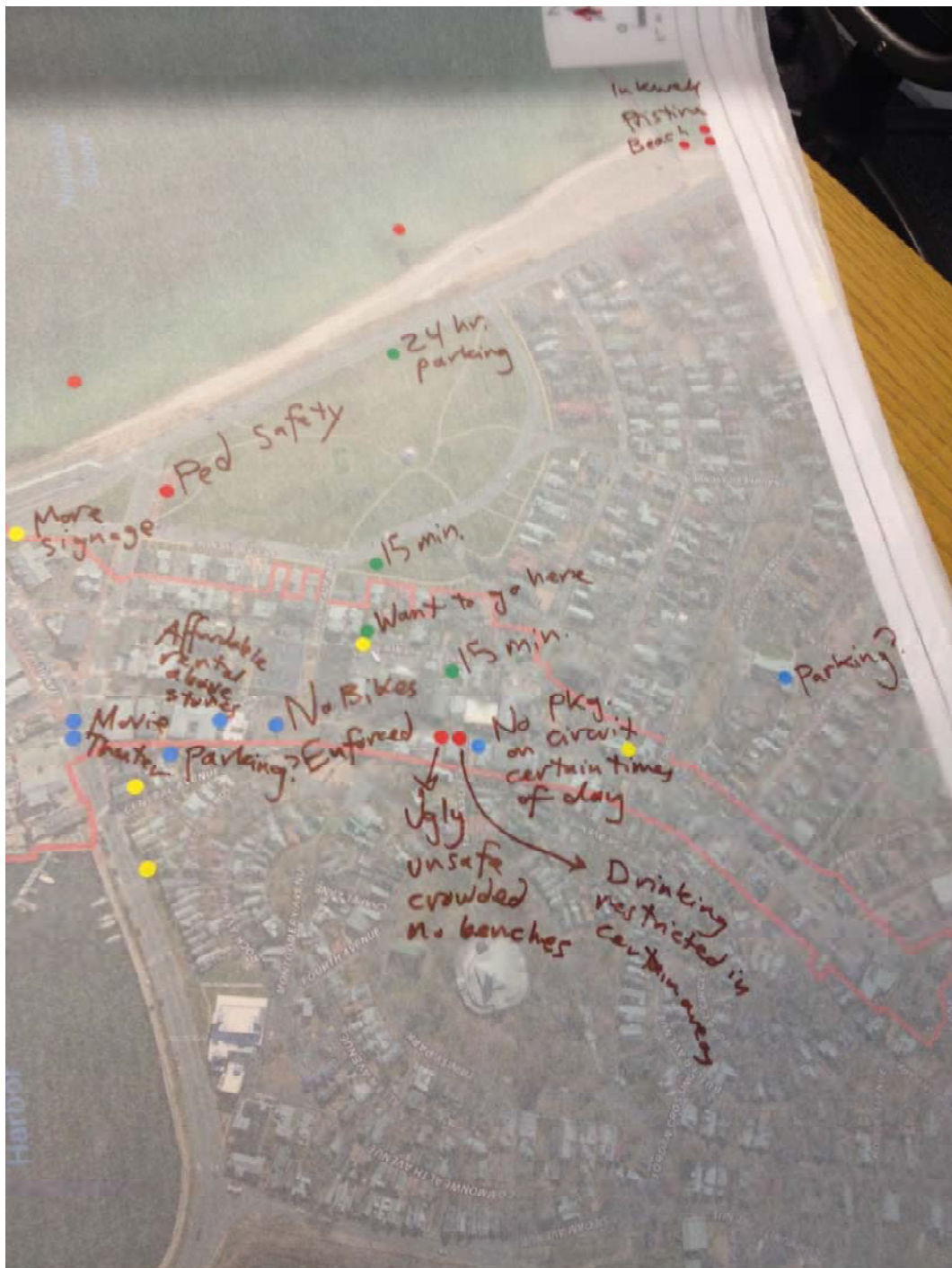
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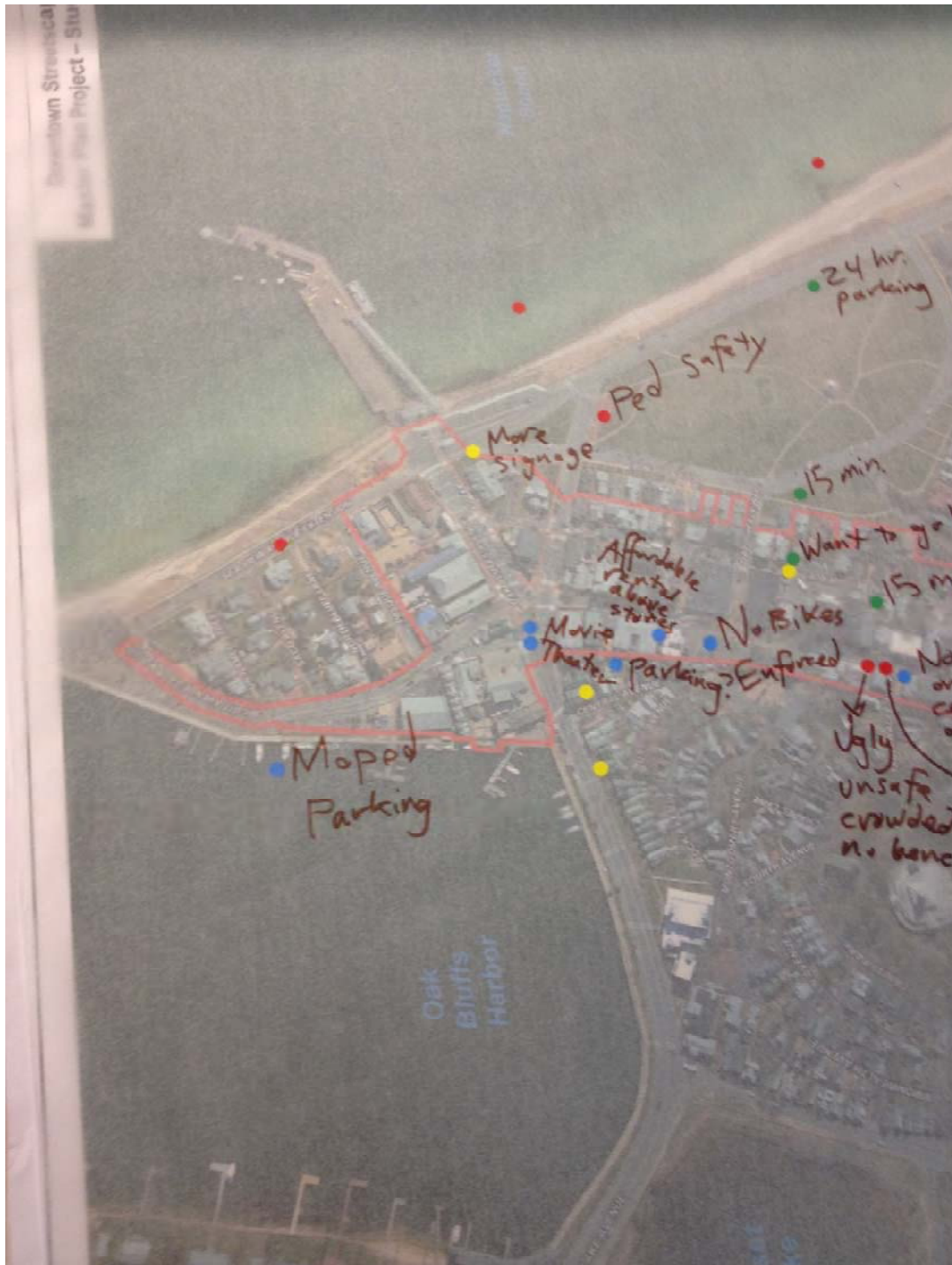
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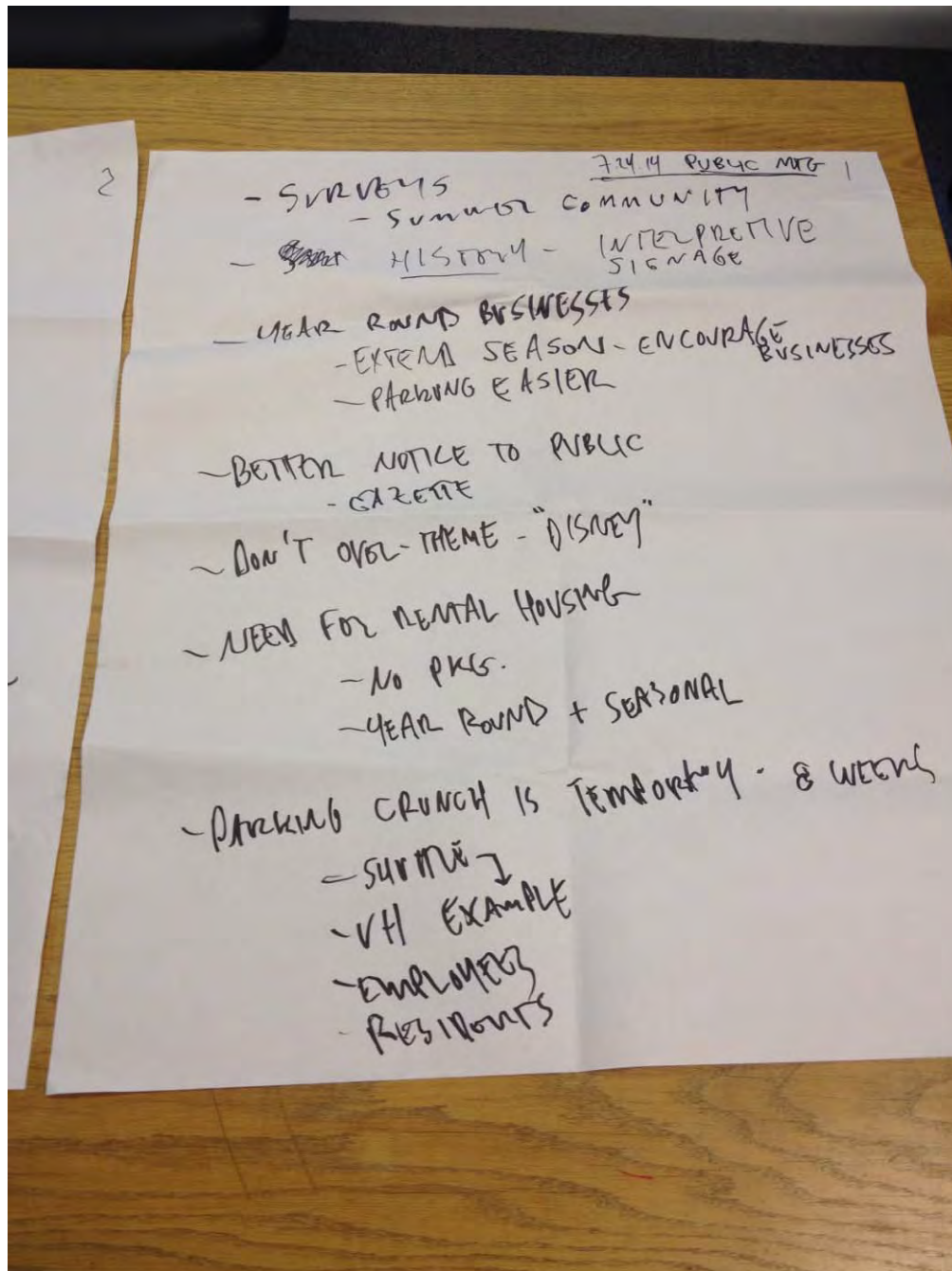
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Public Visioning Meeting Additional Notes





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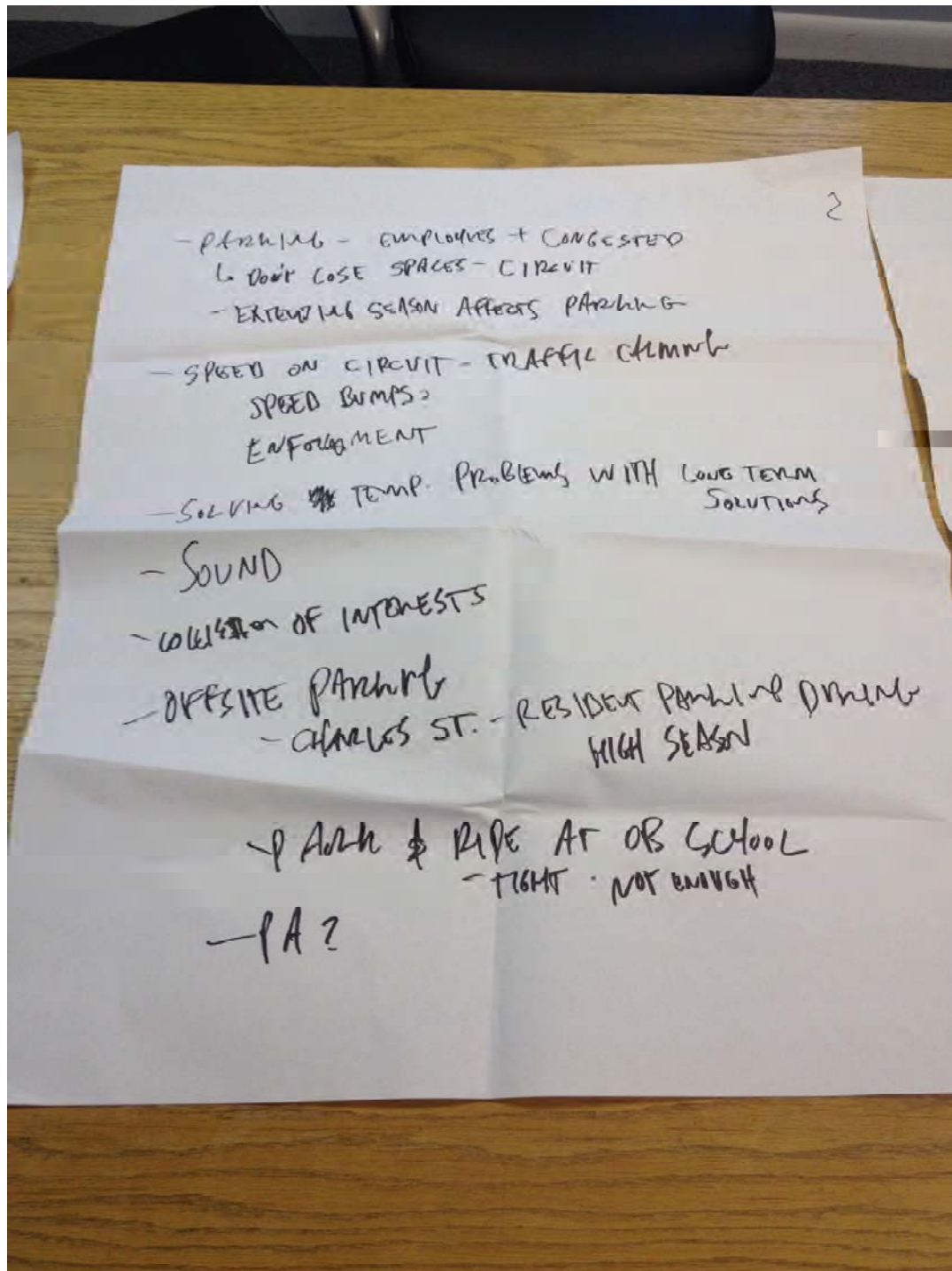
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Oak Bluffs Streetscape Master Plan: Summary Memo

June, 2015





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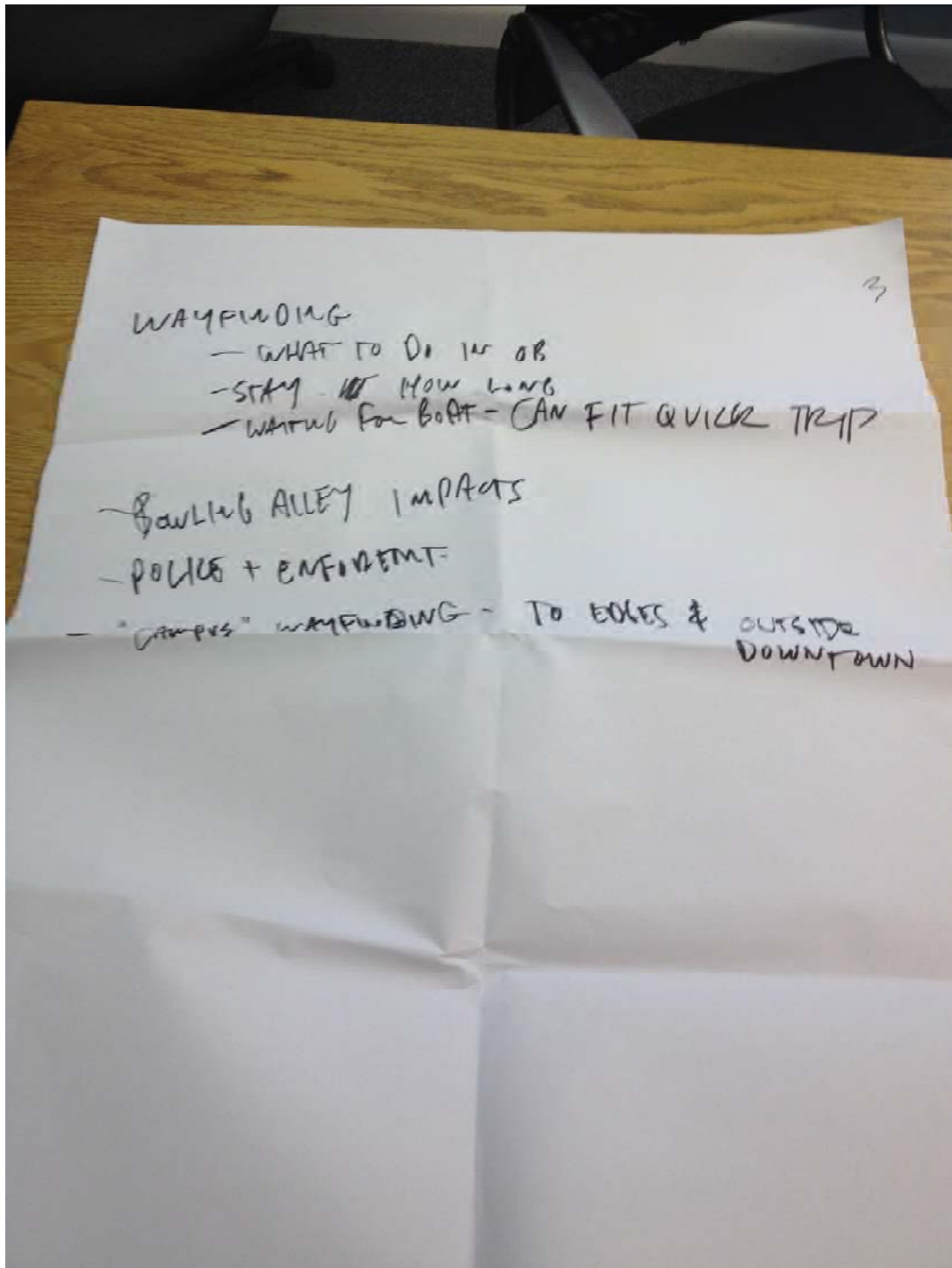
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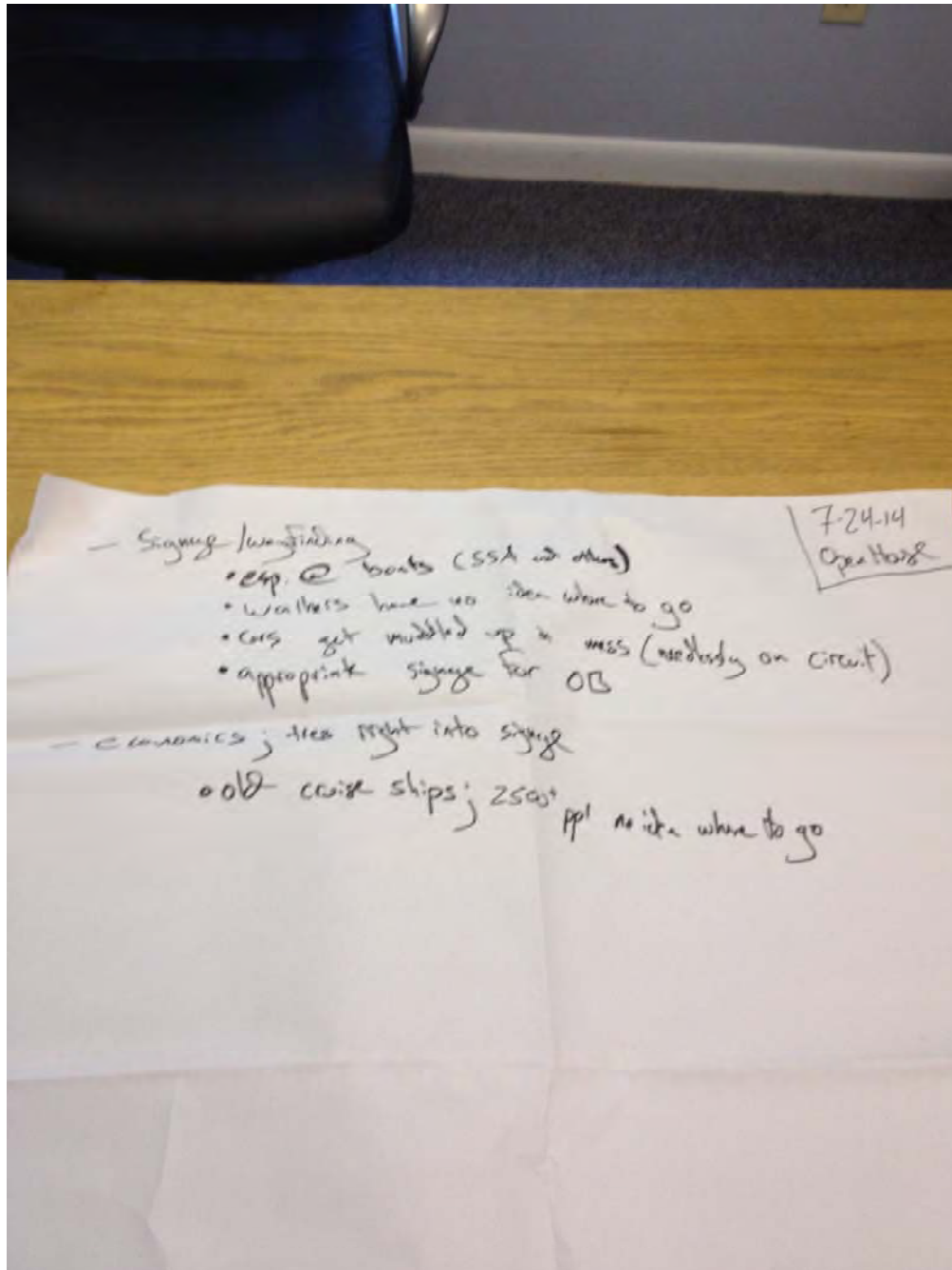
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Open House Notes





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Oak Bluffs Streetscape Master Plan: Local News Summary Memo

August 20, 2014

Oak Bluffs Streetscape Initiative Aims to Draw Crowd, MV Gazette, August 9th, 2014

<http://mvgazette.com/news/2014/08/09/oak-bluffs-streetscape-initiative-aims-draw-crowd?k=vq53f48127b8e60>

“So far areas of concern have included trash pickup and lack of parking in the business district. Ultimately, the town hopes to qualify for funding to improve the public infrastructure.”

“Many Oak Bluffs people have embraced the project as an opportunity to contribute their suggestions and declare their love for the town. Still, one challenge has been assuring some stakeholders that their opinions are valuable to the town. In many ways, it’s an unprecedented outreach effort for Oak Bluffs, Mr. Packish said.”

Oak Bluffs Battles Summer Litter Surge, MV Times, August 13th, 2014

<http://www.mvtimes.com/2014/08/13/oak-bluffs-battles-summer-litter-surge/>

-Brian Packish, Gail Barmakian agree OB needs to be cleaned up;

-Trash is seen as a large issue;

“When members of the Oak Bluffs Downtown Streetscape Master Plan Committee (DSMPC) began their inaugural outreach campaign on July 23 and 24, the message from town taxpayers and tourists alike was that the town needs to clean up its act.”

“The issue is also trending on social media, where residents on the closed Facebook page “Islanders Talk” recently posted pictures of piles of litter sitting beside trash cans, of public restrooms with overflowing trashcans and even hypodermic needles on the restroom floor.”

“While litter is part of the problem, sidewalks that are old and grimy and freckled with black spots also add to the dingy appearance.”

“Many Circuit Avenue merchants think Mr. Combra and the highway department are doing a commendable job, especially given their limited resources.”



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"There's no easy remedy," said Christine Todd, current president of the OBA. "It takes business owners and citizens working together. I don't think this should be a situation where there's finger pointing. People who care need to be part of the solution, whether it's picking up a piece of trash or showing up at selectmen's meetings."

"Downtown detritus has been a hot-button topic for decades. The most recent Oak Bluffs Master Plan, a 92-page document completed in 1998, states on page one, "The vast majority of residents surveyed placed priority attention on the beaches, air and water quality, [and on] cleaning up all areas of town." The plan goes on to state that the top policy priority for the town should be "to manage downtown trash better."

To remedy the problem, the plan suggests, "Town should supply more trash barrels on Circuit Ave, nice ones, ideally no more than 20 feet apart. Consider pledging business owners to clean sidewalks in front of their businesses and recommend Selectmen enforce existing by-law requiring businesses to keep sidewalks and alleyways free of trash."

Oak Bluffs Downtown Revitalization Committee Begins Outreach Campaign, MV Times, July 30th, 2014

<http://www.mvtimes.com/2014/07/30/oak-bluffs-downtown-revitalization-committee-begins-outreach-campaign/>

"Ms. Barmakian said an overriding theme was that cleaning and repairing downtown should be a top priority. "People were saying that we have to clean it up," she said. "Clean and repair but not change the character of the town. We had to preserve the unique character of the town." "

"Mr. Packish said signage, or "wayfaring" in urban planning parlance, was a much discussed topic. "There's definitely a need for better wayfaring," he said. "When you rely heavily on tourism, the tourists need to know where to locate the bathrooms and how far they are from the Campground, and what direction to go." Mr. Packish said signs for pedestrians that give the walking time to destinations was a popular idea."

"Mr. Tiernan said that as a hotelier, he pays 11.7 percent tax on every room charge and he questions how it's spent. "Six percent of that tax goes directly to the town, yet we can't clean up Circuit Ave. or fill potholes on Circuit Ave. extension," he said. "I have no



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idea where that money goes. If the town can't clean up the sidewalks on Circuit Ave., how about hiring a private contractor to power wash them? I'd pitch in for that."

Martha's Vineyard Transportation Improvement Program Sets Funding Priorities, MV Times, July 30th, 2014

<http://www.mvtimes.com/2014/07/30/marthas-vineyard-transportation-improvement-program-sets-funding-priorities/>

"The TIP (Transportation Improvement Program) identifies road, transit, and multimodal projects that are priorities within estimated available federal funding for Martha's Vineyard for Federal fiscal years 2015-2018 (FFY15-FFY18), which run from October 1, 2014, to September 30, 2018.

According to the Martha's Vineyard TIP, the total regional Federal funding targets for the two highway projects, with a state match included, are \$492,158 in FFY15, and \$541,128 in FFY16-18."

"The list includes new shared use paths on Beach Road from the drawbridge to Eastville Avenue, County Road to Sunset Lake, Sea View Avenue to Waban Park...along with a park and ride lot in Oak Bluffs."

Oak Bluffs Public Meeting, Tuesday, May 05 2015

Summary of Public Comments

BIKES:

- Year-round resident: bikes are a problem because bikes speed down the narrow streets and sidewalks, wants to ban anyone over 16 years from riding a bike.

SIGNAGE:

- Is there a proposal for public signage : i.e. alternate places to put all the flyers that are now in the storefront windows
- Bike signage: Signs to tell bikes that they are/are not allowed.
- Healey Sq: Wind tunnel in the Spring, Fall and Winter. Any intervention needs to be structurally sound to resist those winds.
- U-Turn around to Kennebec is not a good idea. Need elements to connect and suggest that there is more to Circuit Ave beyond the turnaround.
- Wayfinding/Streetscape materials need to lead people up beyond the perceived end of Circuit Ave, to the businesses and stores up there.
- Signage to point the way to the other towns as well?

Existing Visitor's Booth: Small victory for O.B. Style fits in with other O.B. buildings, functional. Need more of those. Important that there are people in the booths.

HEALEY CONNECTION TO OCEAN PARK

- Move bandstand to end of Healey Sq: what happens to the view of Healey Sq from the beach?
- Improve the existing fountain to add a focal point?
- Water views + open space is the most important part of O.B.
- Uniform paving material from Circuit Ave to Ocean Park. Provide visual connection and direction to the water.

HEALEY: Circuit / Kennebec

- Eliminating any parking is not good because the businesses need all the parking they have there.
- Need flexible spaces that can be extended sidewalk in the summer but parking during the other seasons.
- Delivery Trucks need front door access – some shops have no back doors.
- Seniors need parking near the businesses on Circuit Ave
- Sidewalks on Circuit Ave may not be ideal, but somehow works. Important part of the experience of Circuit Ave is the crowds + cars + people.
- Increase parking by adding another lane of parking around Ocean Park.
- Healey Sq is a gathering place which can be cleaned up and beautified; do we really need any more new space for pedestrians?
- 15 minute parking around the post office works well now.

Current Improvements:

- New welcome + bathroom signs
- North Bluff new paving
- Clean up O.B.

NORTH BLUFF / FERRY TERMINAL / PARK

- Ferry arrival points: 4 ferries, multiple ferry trips through the summer; 1000s of people arriving and departing. How do we improve circulation?
- Patriot Party Boat: Brings workers and essentials to the island. Cars line up to pick up the workers, trucks need to reach the ferry to load and unload materials.
- Asphalt paving that exists now: provides plenty of parking / waiting for people who come on the boats (seasonal / year round residents).
- North Bluff: need restrooms, facilities for seniors to wait.
- MV Commission: worked with town on a plan to simplify North Bluff and create a park: town was not happy with reducing the number of parking spaces there: proposals were not implemented.
- View to ocean most important: no structures / trees in the parks. Need to be able to see the ocean without obstruction.
- Currently parked cars get the best view of the water: everyone else looks at the cars. Want to give the views of the water back to the town.
- Need a drop-off area close to ferries, especially for the elderly.

HARBOR WAY

- Good to get the wires buried.
- Good to have same level pavement, no blacktop / brick sidewalk.

TREES

- Block views and sight lines.
- Strategically position planting not to block views.
- What trees survive Nor Easterns? (call it vegetation, not trees ?)

"O.B. is the only real town left in Martha's Vineyard"

"O.B. does not have a parking problem, only an employee parking problem"

Visual / small barrier separation between cars and pedestrians on Kennebec for feeling of safety.

Nice pictures of the street furniture , need nice creative bike racks as well.

Bus shelters at all stops.

NO BARRIERS TO CONTINUING
ONTO UPPER CIRCUIT —

RATHER ENHANCE MOVEMENT
TOWARD THAT NEIGHBORHOOD

THE NORTH BLUFF PARK
IS GREAT. NEEDS WORK
BUT GREAT CONCEPT.

BOLLARDS SHOULD BE
WOOD - LIKE PILINGS

NO PAID PARKING !!

Oak Bluffs Streetscape Public Survey

Are you a permanent resident, overnight visitor, or day visitor to Martha's Vineyard?		
Answer Options	Response Percent	Response Count
Year round	70.1%	380
Seasonal	6.8%	37
Tourist	23.1%	125
answered question		542
skipped question		18

If you are a seasonal resident of Martha's Vineyard, where is your seasonal residence?				
Answer Options	Response Percent	Year round	Seasonal	Response Count
Aquinnah	0.0%	0	0	0
Chilmark	1.1%	1	0	1
Edgartown	8.0%	6	1	7
Oak Bluffs	85.2%	42	33	75
Tisbury	3.4%	2	1	3
West Tisbury	2.3%	2	0	2
answered question		53	35	88
skipped question		380	37	417

Please indicate your age.									
Answer Options	Response Percent	Year Round	Response Percent	Seasonal	Seasonal+Year Round	Seasonal+Year round Percentage	Tourist Response Percent	Tourist	Response Count
Under 18	0.8%	3	2.8%	1	4	1.0%	0.0%	0	4
18-30	14.9%	55	16.7%	6	61	15.1%	11.3%	14	75
31-40	16.5%	61	2.8%	1	62	15.3%	17.7%	22	84
41-50	21.1%	78	30.6%	11	89	22.0%	25.0%	31	120
51-60	19.0%	70	16.7%	6	76	18.8%	37.1%	46	122
61-70	20.6%	76	25.0%	9	85	21.0%	6.5%	8	93
70+	7.0%	26	5.6%	2	28	6.9%	2.4%	3	31
<i>answered question</i>		369		36	405			124	529
<i>skipped question</i>		11		1				1	13

What is your primary mode of transportation on the Vineyard?							
Answer Options	Year Round	Percentage	Seasonal	Percentage	Tourist	Percentage	Response Count
Car	339	91.6%	30	83.3%	93	74.4%	462
Bus	16		2	5.6%	11	8.8%	29
Bicycle	7		1	2.8%	5	4.0%	13
Walk/wheelchai	8		3	8.3%	16	12.8%	27
Other	0		0	0.0%	0	0.0%	0
<i>answered question</i>		370	36		125		531
<i>skipped question</i>		10	1		0		11

What is your primary mode of transportation to get on and off the Vineyard?		
Answer Options	Response Percent	Response Count
Ferry, Hyannis	70.0%	4
Ferry, Falmouth	4.8%	26
Ferry, Woods Hole (SSA)	89.2%	485
Ferry, other	2.2%	12
Private boat	20.0%	1
Airplane	2.9%	16
<i>answered question</i>		544
<i>skipped question</i>		16

How many vehicles does your household have on the Vineyard?							
Answer Options	Year Round	Percentage	Seasonal	Percentage	Tourist	Percentage	Response Count
0	3	80.0%	0	0.0%	25	20.2%	28
1	90	24.5%	11	31.4%	65	52.4%	166
2	161	43.9%	15	42.9%	24	19.4%	200
3	79	21.5%	9	25.7%	5	4.0%	93
4	26	7.1%	0	0.0%	4	3.2%	30
5+	8	2.2%	0	0.0%	1	80.0%	9
<i>answered question</i>	<i>367</i>		<i>35</i>		<i>124</i>		<i>526</i>
<i>skipped question</i>	<i>13</i>		<i>2</i>		<i>1</i>		<i>16</i>

How many bicycles does your household have on the Vineyard?							
Answer Options	Year Round	Percentage	Seasonal	Percentage	Tourist	Percentage	Response Count
0	48	13.1%	3	8.3%	59	48.4%	110
1	56	15.3%	3	8.3%	9	7.4%	68
2	108	29.5%	9	25.0%	18	14.8%	135
3	53	14.5%	4	11.1%	8	6.6%	65
4	69	18.9%	4	11.1%	13	10.7%	86
5+	32	8.7%	13	36.1%	15	12.3%	60
<i>answered question</i>	<i>366</i>		<i>36</i>		<i>122</i>		<i>524</i>
<i>skipped question</i>	<i>14</i>		<i>1</i>		<i>3</i>		<i>18</i>

What mode of transportation do you most often use to get to the Oak Bluffs Downtown?							
Answer Options	Year Round	Percentage	Seasonal	Percentage	Tourist	Percentage	Response Count
Ferry/walk	8	2.2%	3	8.3%	19	15.3%	30
Ferry/car	15	4.1%	3	8.3%	10	8.1%	28
Walk/wheelchair	50	13.6%	14	38.9%	29	23.4%	93
Drive and park on-street withir	250	67.8%	12	33.3%	50	40.3%	312
Drive and park in a private lot	17	4.6%	2	5.6%	5	4.0%	24
Bicycle	20	5.4%	0	0.0%	5	4.0%	25
Bus	6	1.6%	1	2.8%	5	4.0%	12
Carpool	3	0.8%	1	2.8%	1	80.0%	5
<i>answered question</i>	<i>369</i>		<i>36</i>		<i>124</i>		<i>529</i>
<i>skipped question</i>	<i>11</i>		<i>1</i>		<i>1</i>		<i>13</i>

How would you rate the "welcome experience" for visitors arriving by ferry to Oak Bluffs?

Answer Options		Excellent	Good	Fair	Low	Very Low	Rating Average	Response Count	Not answered
Year Round		13	121	117	50	22	3.16	323	57
Seasonal		4	13	9	2	0	3.68	28	9
Tourist		9	44	42	13	2	3.41	110	15
answered question								323	
skipped question									81

Rate the following as it relates to your current impression of parking in the Downtown.

Answer Options		Excellent	Good	Fair	Low	Very Low	Rating Average	Response Count	Skipped
Location	Year round	34	97	120	43	20	3.26	314	66
	Seasonal	3	11	8	4	1	3.41	27	10
	Tourist	17	27	37	17	7	3.29	105	20
Proximity to	Year round	41	115	110	39	17	3.39	322	58
	Seasonal	3	15	5	3	1	3.59	27	10
	Tourist	19	45	29	13	2	3.61	108	17
Accessibility to	Year round	9	54	114	95	44	2.65	316	64
	Seasonal	1	7	12	5	3	2.93	28	9
	Tourist	4	17	39	33	15	2.65	108	17
Quality of	Year round	8	70	131	71	34	2.83	314	66
	Seasonal	1	8	13	3	3	3.04	28	9
	Tourist	7	24	44	23	6	3.03	104	21
Typical time	Year round	5	43	100	101	62	2.45	311	69
	Seasonal	1	5	12	5	5	2.71	28	9
	Tourist	3	9	39	35	22	2.41	108	17

Rate how the following factors impact your current perception of the image and identity of the Downtown.								
Answer Options	Very positive	Positive	No impact	Negative	Very negative	Rating Average	Response Count	Skipped
Outdoor	59	183	116	98	15	3.37	471	89
Types of	49	222	126	56	12	3.52	465	95
Diversity of	44	203	89	116	21	3.28	473	87
Character of	109	240	58	57	12	3.79	476	84
Historic	133	241	59	33	6	3.98	472	88
Amount and	68	170	85	122	28	3.27	473	87
Street trees	74	189	108	82	15	3.48	468	92
Directional	28	120	153	124	42	2.93	467	93
Quality and	36	115	80	179	60	2.76	470	90
Quality and	77	222	61	83	27	3.51	470	90
Sidewalk width	28	107	95	167	75	2.67	472	88
Location and	25	77	93	197	76	2.53	468	92
Location and	18	93	202	113	33	2.89	459	101
Vehicle access	20	100	98	192	49	2.67	459	101
Pedestrian	34	153	91	155	24	3.04	457	103
Bicycle access	16	73	147	166	53	2.63	455	105
Public art	19	67	203	126	42	2.77	457	103
Street lighting	33	187	152	74	17	3.31	463	97
Access to	38	143	93	134	56	2.94	464	96

Rate your priority for improvements in the Downtown								
Answer Options	Very important	Important	Neutral	Less important	Not important	Rating Average	Response Count	Skipped
Building	241	171	44	13	1	4.36	470	90
Historic	229	160	57	14	6	4.27	466	94
Economic	186	184	75	9	5	4.17	459	101
Directional	100	161	151	38	13	3.64	463	97
Street	159	212	80	18	0	4.09	469	91
Open	199	180	73	14	2	4.20	468	92
Public art	81	151	160	56	15	3.49	463	97
Improved retail	124	194	114	23	8	3.87	463	97
More retail	55	95	191	86	30	3.13	457	103
More	35	68	222	101	34	2.93	460	100
Traffic flow	161	197	76	18	6	4.07	458	102
Vehicle parking	216	166	59	15	9	4.22	465	95
Pedestrian	192	182	75	11	3	4.19	463	97
Bicycle access	116	150	144	37	17	3.67	464	96
Bicycle parking	105	165	143	31	14	3.69	458	102
Access to	185	190	72	12	6	4.15	465	95
Outdoor	154	205	79	19	1	4.07	458	102

Do you own or rent the building your business occupies?		
Answer Options	Response Percent	Response Count
Own	59.4%	41
Rent	40.6%	28
<i>answered question</i>		69
<i>skipped question</i>		491

Where do the majority of your customers come from? Rank the following locations (1=most customers, 5=least customers).							
Answer Options	1	2	3	4	5	Rating Average	Response Count
Oak Bluffs	8	10	3	5	6	2.72	32
Other Vineyard	6	8	4	8	6	3.00	32
Massachusetts	9	11	21	14	9	2.91	32
Outside of MA	9	3	4	5	11	3.19	32
<i>answered question</i>							32
<i>skipped question</i>							330

How do you and your staff get to work each day? Select all that apply.	
Answer Options	Response Count
Walk/wheelchair	19
Drive and park on-street	68
Drive and park in a private lot	19
Someone drives me in and	13
Bicycle	25
Bus	21
Carpool	5
<i>answered question</i>	
<i>skipped question</i>	

How do the majority of your customers travel to your business? Select all that apply.	
Answer Options	Response Count
Walk/wheelchair	35
Drive and park on-street	67
Drive and park in a private lot	16
Someone drives me and drops me off	5
Bicycle	15
Bus	19
Carpool	5
<i>answered question</i>	
<i>skipped question</i>	

Rate how you feel the following impact customers' ability to access your business.							
Answer Options	Very important	Important	Netural	Less important	Not important	Rating Average	Response Count
Traffic congestion and	35	24	5	1	2	4.33	67
Parking location and	46	17	3	0	2	4.54	68
Pedestrian experience	32	20	9	4	1	4.18	66
Directional signage	22	16	22	2	2	3.84	64
answered question							32
skipped question							330

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
Cleanliness/Garbage Control (24)	Dirty
	dirty
	Congested and dirty
	Congested, dirty
	Dirty
	Dirty
	Dirty
	Dirty
	Dirty, Needs to be clean more often in summer months
	Dirty
	MainSt Falmouth is pretty, OB is dirty and unappealing.
	Dirty
	Gum on sidewalks
	dirty walking areas
	dirty
	Cleaning
	trash
	dirty
	a dump
	dirty
	trashy
	Bubblegum on the disgusting trash filled sidewalks
	cigarette butts and trash in tree planters on Circuit Ave
	dirty
Parking (17)	I don't feel like this survey is asking the right questions. Yes, parking is an issue and we can all see that but OB isn't as
	Congested, parking is made difficult - only 2 hours or 1 hour is not enough time to eat and shop
	Poor parking
	No parking
	No parking
	Bad parking
	No parking
	PARKING PROBLEM, THERE SHOULD BE A SHUTLLE FROM THE OB SCHOOL FOR 50CENTS
	you can always find a parking spot
	bad parking

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
Building Restoration (19)	terrible parking
	Where to park?
	not enough parking; too many cars parked in residential areas
	difficult parking
	parking
	It is difficult to find parking, frustrating to visitors to move within the parking time constraints.
	hard to find parking
	Movie theatre delapidation
	Deserted theatres
Handicap Accessibility (1)	Rundown unused building really tarnish OB downtown
	The horrible Island theater
	Aging buildings that look rundown
	Buildings need maintenance.
	vacant buildings in disrepair, movie theaters, Seasons
	Abandoned movie theatre
	Buildings need maintenance paint. Some fixing up
	buildings seem to be a fire hazard,
	Dilapidated/empty buildings
	Dilapidated buildings (esp. movie theaters)
	Run down looking buildings
	Delapidated buildings
	Must do something with the movie theatres
	those damn movie theatres...
	when is something going to be done with the decrepit movie theater?
	ugly buildings
	Need upkeep of building, messy
Road/Sidwalk (29)	
	Not accessible for people with disabilities (which includes our rapidly aging community)-crowded and touristy.
	New sidewalks

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	<p>Overcrowded sidewalks, widen street access</p> <p>Narrow, crooked, sloped sidewalks are very difficult to navigate if you are handicap</p> <p>Circuit ave</p> <p>Aesthetic improvement, better pedestrian walkways, confusing, wider sidewalks</p> <p>The poor condition of the beach sidewalk and handrail. The poor condition of the bricks in post office square.</p> <p>Space needed for pedestrians</p> <p>congested can hardly walk on sidewalk that I sometimes need to walk on the street, tired, worn</p> <p>Pedestrian only areas</p> <p>Bad sidewalks</p> <p>Confusing pedestrian rules</p> <p>spotted sidewalks</p> <p>hard to walk</p> <p>Sidewalks too narrow and cars to encroaching. More outside seating and gathering areas needed.</p> <p>Too small sidewalks</p> <p>Bicycles on sidewalks</p> <p>Broken sidewalks</p> <p>To do busiess in OB I fine myself going up Circuit ave. That is the way the traffice flow. and for 12 weeks it is backed up.</p> <p>newly designed sidewalks have eliminated too many parking spots</p> <p>too many cars; too many parked cars blocking the shops</p> <p>Where to sit?</p> <p>Congestion; insufficient sidewalks; too many cars;</p> <p>summer congestion, slow moving traffic up circuit ave, full sidewalk during certain times of day,</p> <p>Crowded, tight, cars, parking, narrow sidewalks</p> <p>streets... ridiculous limitations on expanding successful business within downtown</p> <p>crowded unless its early morning</p> <p>people spilling off sidewalks into my car, people trying to cross between cars almost being hit by mine,</p> <p>crowded, people walking in the road</p> <p>unsafe sidewalks</p>
Retail, Food, and Entertainment (51)	<p>Bar rooms</p> <p>T-shirts</p>

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	Flying horses, Night life, Back Door Donuts, Bars
	Ocean park, sunrise, back door donuts, nice people
	We need a movie theatre
	Ocean Park, Lampost
	Flying horses, tourists
	Nancy's on the harbor, dockside, Post Office square
	Variety in buisness, shopping hcoices, geared toward the yearround island resident.
	Monotone retail
	Ticky-tacky t-shirt shops
	live music offerings, art galleries, camaraderie with locals in post office square, proximity to pay/inkwell beaches
	too many t-shirt shops
	Not enough mixture of businesses with varying levels of merchandise to attract good customers. In retail, customers have complained of being ticketed when they spent a lot of money at the businesses and said they will shop in the towns that have longer accessible parking times and wont come back to OB.
	t-shirt shops
	Too many tshirt shops.
	Too many T shirt shops. Need more culture.
	Flying Horses, and Giordano's!
	Summer crowded too many junky shops (t-shirts) Winter all the closed up shops that have skimmed off the profits. Closed up buildings during the summer
	retail is uninteresting and/or not relevant for year round people. clustered. geared toward tourists. decaying.
	ice cream
	Overpriced retail junk for sale
	Mostly pleasant. Some stores have been there forever and I'd like to see fewer junk stores on Circuit. Overall, a fun experience.
	Real character on some storefronts (Secret Garden, Linda Jean's, Sanctuary) and ugly presence on others.
	Stupid t-shirt shops
	more transitional businesses on Circuit Avenue. Less year round businesses moving in
	needs more unique shops, needs painting,

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	<p>Congested. T-shirts. Lack of music (which always seemed to be a main-stay and part of the character of our town.) Campgrounds are great. Harbor is great. Ocean Park is great. Waban, a bit sad. You have to walk in the street to get around crowds on sidewalks downtown.</p> <p>Flying Horses, Island, Strand, Gift Shop</p> <p>Touristy type t-shirt shops are in abundance.</p> <p>I continue to wonder at the lack of any movie theatre and the ongoing blight that is the Island theatre</p> <p>Cheap t-shirts</p> <p>Right now, nothing but tourist trap shops when I was a kid, the Flying Horses, and how nice the movie theaters were</p> <p>sea food</p> <p>t-shirts, shopping not as good as Edgartown</p> <p>Sharkys!</p> <p>Island Theater Reliable classic funky unique places that give Oak Bluffs it's unique character and keep it from being another upscale boring shopping mall</p> <p>Too many t-shirt shops</p> <p>flyng horses</p> <p>Halls disgrace. Left-over 1/2 price poster board signs left in windows all winter when stores have been closed for 7 months.</p> <p>if driving - frustrating/ lack of family friendly restaurants - they are either bars along the harbor playing loud music which kills the opportunity to sit with kids and watch the boats while grabbing a burger or are high priced. The images need to be sorted out. There is the honky tonkness of the existing retail, the mismatched restaurants or the bar scene.</p> <p>Out of business movie theaters.</p> <p>Busy cheap t shirts shops not many restaurants</p> <p>nasty theaters, too many t shirt shops, not enough quality restaurants</p> <p>t-shirt shops (don't need another one!!!!), good to have grocery, bank and pharmacy</p> <p>tee shirts</p> <p>t-shirt shops</p> <p>My thought of downtown is a place to shop for food (reliable) and hardware etc (Phillips & rose buds) . Could use affordable clothing as was years ago. A place where people could have coffee or something and chat about town goings on. More handicap accessible shops and more handicap parking.</p> <p>Bars, Ice cream and T-Shirt Shops.</p> <p>of t-shirt stores. Too many- get local businesses....</p> <p>Parks, Water, Useful Businesses for the Island Resident (i.e. Grocery, Hardware, PO, Drug Store, Bank).</p>
Visual Character (36)	Old fashioned, huge trees

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	<p>ugly sidewalks and buildings that don't have historical integrity</p> <p>old</p> <p>eyesore...theaters</p> <p>Rundown. Lack of modernization ,</p> <p>Honky Tonk (theaters)</p> <p>neglect of buildings: lack of landscaping and sidewalk improvement</p> <p>Eye sore theater</p> <p>Neglected, Tired,</p> <p>Best town on the Vineyard but the old theater with the tarp ruins it completely. The marina is great and shopping and dining is pretty good. There are a lot of run down buildings that need to be resolved. If the walkways were improved and MORE seating was added with proper lighting you would have way more people out after dark.</p> <p>Somewhat historical, but almost more carnival type atmosphere.</p> <p>unique character, rundown</p> <p>Charming and Historic, but also a bit Shabby.</p> <p>in need of an overhaul and second fiddle to VH and Edg....</p> <p>rundown</p> <p>poor ferry dock location (I don't wan to see the ass-end of a bar and tacky t-shirt shops first-thing off the ferry).</p> <p>Old looking (not historic wise) rundown</p> <p>Historical. Preserve the magic of Oak Bluffs.</p> <p>Ugly theaters</p> <p>right now - a bit dilapidated, but so important to attract people and business</p> <p>tired looking</p> <p>tattered buildings</p> <p>Terrible looking earthen bank by steamship on sea view ave extension should look like the plantings on Bourne bridge rotary</p> <p>Needs work. Been let go for to long.</p> <p>Circuit Ave. can appear tacky and dirty. Especially unsightly are the two dilapidated movie theaters.</p> <p>Run down looking</p>

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	abandoned theater at the end of Circuit Ave is bad. Ocean Park area is very nice.
	old
	Historical beauty
	poorly maintained properties in the downtown eyesore properties (theaters for example) a few nicely renovated and well-kept properties
	Victorian architecure
	historic charm
	Run down. over saturated. clostraphobic. nonsense retail. Lack of historic preservation. Shoddy, hacked together just enough to sustain summer ppl. Lack of vision and flow. Serving little purpose to year round community.
	the existing trees in spring bloom and/or decorated at Christmas time are wonderful
	honky tonk, disrepair, shameful, junky
	Junky. Honky tonk appearance. Not upscale enough. Looks like a war zone. Dis prepared buildings like the two theaters and the gift shop next to the carousel are terrible eyesores and awful first impressions for visitors. We won't bring visiting guests to OB because it is too junky and attracts the wrong kind of people and does not have a nice Vineyard appearance to it. The sidewalks are always dirty and gross. We need stronger architectural codes and enforcement of those codes.
Personality Character (222)	Fun, lively
	tired
	busy, loud, populated, crowded, traffic, entertaining
	crowded
	Not classy. The first thing people see is the decrepit old movie theatre
	Diverse, friendly
	Historic, energetic, diversity
	Bustling, nightlife, harbour, fireworks, ocean park
	Cheesy, needs better mix
	Historic
	Fun
	Rough, stress
	Too busy

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	Passe
	A little funky but in a good way
	Crowded, variety
	Lot of people, crowded restuarants
	Lively, busy, crowded
	Money, Urban decay
	Fun, historical, eclectic
	Ocean park, dynamic hatbox, music
	Crowded, chaos, dangerous, drunks, fighting, cops
	Fun, welcoming, parking headaches
	Fun, loud, crowded
	Cute, crowded
	Crowded
	Flying horse, no room to walk
	Monopoly
	Homes, community, friendly, welcoming
	Bustling
	Ugly, unsafe, crowded, few benches
	Quaint
	Declining. It once was very cibrant and now businesses appear to be opening and closing quickly and moving to Edgartown.
	No more banks! We need interesting, diverse businesses. Becoming shabby.
	Seasonal, party/bar town
	Congested
	For two months, it is crowded, stressful, not welcoming
	Eat, drinking, shopping, music, sunset
	Funky, unstuffy, diverse, fun
	Fun, vitality, color, commerce, variety community

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	<p>Terrible looking, too many t-shirts, the Halls properties</p> <p>Crowded</p> <p>Tourist</p> <p>Beautiful and quaint</p> <p>Abused</p> <p>Beachy, bars/harbor, sometimes odd people</p> <p>Eclectic, great potential</p> <p>Underachievement, not reaching potential, could be fantastic with some clarity and focus</p> <p>Crowded</p> <p>Crowded</p> <p>Too many people in small space</p> <p>Crowded summer chaos</p> <p>Fun</p> <p>Flying horses, game room, dinner, fireworks</p> <p>Busy, touristy, pretty clean, aesthetically pleasing</p> <p>Crowded, busy</p> <p>Quaint</p> <p>Vineyard funk, summer fun</p> <p>Funky, tacky, relaxed, crowded</p> <p>Crowded in summer, not enough places to sit outside</p> <p>Honkey tonk, crowded, disorganized, shabby-looking storefronts. Historic, quaint, attractive, vacation destination</p> <p>Almost like amusement park-too many identical businesses (t-shirts, ice cream).</p> <p>Tired, boring</p> <p>crowded</p> <p>Interesting, funky, character, special, fun</p> <p>Cluster in the summer season</p> <p>Busy</p>

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	<p>Very hectic during the summer. More peaceful in off-season</p> <p>Beautiful, historic, peaceful!</p> <p>Run down, so much potential</p> <p></p> <p>Dirty, run down</p> <p>Eclectic Color</p> <p></p> <p>noisey, too much drinking, dirty from slobes throwing trash everywhere. Nothing to attract people except places to drink!</p> <p>Fun, busy, lots of choices</p> <p>Run down and no fun</p> <p>Crowded</p> <p>Love oak bluffs</p> <p>People,</p> <p>Historic</p> <p></p> <p>Gridlock.</p> <p>Busy, traffic, narrow sidewalks, tough for strollers,</p> <p></p> <p>Busy, lively, fun, colorful, exciting, happy</p> <p>Historic, old, character, time warped, happy</p> <p>historical, nostalgic but looking a little run down</p> <p>Funky, fun</p> <p></p> <p>charming, quaint, nostalgia, walkable, safe</p> <p>Fun. Quirky. Summer.</p> <p></p> <p>exciting , crowded</p> <p>Busy- Summer- Tourists</p> <p></p> <p>Calm, smiles, laughter, community</p> <p>hoky</p> <p></p> <p>t-shirts, crowds, no parking, trash</p> <p>Historic, crowded</p> <p>Cute</p>

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	<p>Walkable</p> <p>unique; historical;</p> <p>Charming, inviting</p> <p>Rundown,potential, character</p> <p>Quaint, summer harbor, congested,</p> <p>Overrun with tourists. Cars circling. Cheap tourist shops.</p> <p>Honky Tonk, touristy, low rent. No real image</p> <p>Fun.</p> <p>Victorian houses, Ocean park, Circuit Avenue and the beach.</p> <p>Fun funky</p> <p>Dorchester, scruffy, honky-tonkish, rif-raff, too loud, ghetto.</p> <p>scruffy/unkempt/dirty</p> <p>crowded, noisy, i want to escape as soon as possible, no reason to be there other than a few great restaurants</p> <p>Energetic, eclectic, crowded</p> <p>boring. same ole same ole</p> <p>Eclectic, bohemian, fun and diverse...welcoming to all.</p> <p>IN THE SUMMER - WAY TOO MANY PEOPLE - TOWN IS VERY OVER DEVELOPED COMMERCIALY. REDUCE SIZE OF BUSINESS DISTRICT - RETURN THE TOWN TO THOSE WHO LIVE THERE.</p> <p>Strand and Islander</p> <p>Congested with cars and pedestrians during peak summer months. Does not make me want to go there to shop.</p> <p>Fun, family, lively</p> <p>crowded, run down, tshirts, junk shops</p> <p>Congestion</p> <p>Congested Touristy Day trippers T shirt stores</p> <p>Congested. Both cars and pedestrians. Bland. Not memorable.</p> <p>HONKY TONK</p> <p>Grid lock</p> <p>Crowded, funky,</p> <p>N.J.</p> <p>Crowded sidewalks.</p>

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	<p>shopping, eating, diverse crowds</p> <p>friendly and crowded</p> <p>too many people for such a small place</p> <p>Harbor</p> <p>Potential, ready to blossom, diversity, walkable,</p> <p>Quaint,busy,too many tee shirt shops, not enough quality shops</p> <p>fun, vibrant, friendly</p> <p>Fun, historic, retail</p> <p>Needs to be more inviting</p> <p>honky tonk....which is unfortunate, fun, beautiful parks, good community spirit congested, difficult to park</p> <p>quaint, delightful, enjoyable, busy (but in a good way!)</p> <p>Shabby</p> <p>Family friendly Low key Fun</p> <p>Colorful eclectic laid back and a tad trashy</p> <p>bustling, fun, seaside carnival</p> <p>Sea town</p> <p>Tivoli, cottage,</p> <p>Mixed use, family friendly, outdoor seating</p> <p>seedy</p> <p>Unique, shabby, congested, diverse</p> <p>alive, fun, community</p> <p>Social, Town identity</p> <p>Cheesy. Bad taste.</p> <p>Walk to beach and back for lunch, family friendly, diverse</p> <p>quaint, comfortable, fun</p> <p>dereliction</p> <p>busy, almost always enjoy</p> <p>Families, fun, flying horses, great dinning.</p> <p>the damn movie theaters...</p> <p>good place to avoid except for groceries, mail, very ocassional restaurant and walking through on way home from Ocean Park</p> <p>Ocean Park is gorgeous. Why can't Waban Park look like that?</p> <p>History. Character. Walk/Bikeable. Open air seating in restaurants.</p>

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	<p>historic, walkable</p> <p>History, kids, ice cream, nightlife, breakfast.</p> <p>Missed potential.</p> <p>congested</p> <p>seating, vacancies.</p> <p>Busy harbor Campground Run down Circuit Ave</p> <p>historic</p> <p>cute, trashy, historic, tourist, home, friends, food, harbor, sidewalks, dirty, diverse</p> <p>Grimey, congested</p> <p>Congested, but worth it to go to Offshore Ale !</p> <p>love buildings that retain historical features. It is Cottage City after all!</p> <p>Colorful. Fun. Great, diverse food.</p> <p>Funky good old fashioned seaside town and not pretentious.</p> <p>Young people. Party scene.</p> <p>nightlife, clutter, family friendly (daytime), beaches, walking/ foot traffic, tourists</p> <p>Funky, worn out, dirty/narrow side walks.</p> <p>Lively , beautiful, progressive , charm, upbeat,</p> <p>Gingerbread houses, No parking, mopeds, great food, day trippers, tourists, drinks on the harbor.</p> <p>Train wreck</p> <p>Honkey tonk.... Which is part of what makes OB so great but we need to find a balance....</p> <p>Congested</p> <p>Decay, quaint, lack of diverse retail</p> <p>Funk, historic, visually interesting, diverse,</p> <p>slightly shabby</p> <p>busy</p> <p>Crowded, lackluster, potential,</p> <p>Night life, music, fun, tough to find parking, wish there were more upscale stores, great food! Wouldn't mind more restaurants!</p> <p>Bustling</p> <p>festive</p> <p>Electric, thriving, crowded</p> <p>Scuzzy, hodge-podge, bit of honky-tonk</p> <p>Nice</p>

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	Cottage
	cottage, character, ocean
	Charming, village atmosphere, strong sense of community. Overcrowded, and streets and sidewalks are dirty.
	Honkey tonk
	Busy hectic crazy drunks.
	crowded
	vineyard, classic, beautiful, thriving, family,
	Crowded, can be fun, families
	lively, friendly
	busy, fun, real, amazing access to waterfronts
	tired
	Tacky, Tourist, Least attractive part of the Vineyard. It's the Atlantic City of Martha's Vineyard.
	Summer crowds
	Fun, relaxing, eating, great harbor view
	charming, interesting, historic
	Cottage City. Cute and quirky. Beach resort.
	Harbor, tourists, fun
	crowded
	Family fun
	Crowed and congested.
	Functional if you ca get a spot
	fun and lively
	Pride in my hometown
	honky tonk
	Overloaded, losing its charm
	quaint cute
	Honky -tonk, too many tourists and tee shirts
	Restaurants and People Watching
	active fun busy interesting mix
	Old. Traffic jam. Amazing sunsets. Happy people. Food
	Busy congestion dirty
	neon traffic signs
	Crowded
	MY OB
	fun, eclectic, alive
	Vibrant, fun, diverse
Signage (7)	Visitors are lost

21) Response Categories	21) What key words and images come to mind when you think of the Downtown?
	How lost visitors seem to appear despite the fact that everything is in such close proximity.
	Poor signage
	difficult to navigate
	overdone safety signage "No public bathrooms"
	Where is the boat and where is cottage city? Where is the island queen and the hyline?
	lack of directions
Bicycle/Moped Traffic and Parking (3)	Dangerous- bikes and mopeds coming down Circuit wrong way
	Dangerous for cyclers
	cyclists ignoring the "no bikes" rule on Circuit Ave pedestrians in street instead of safely on sidewalks
Other (17)	Bury wires on alleys/back side next to Campground
	Crowded especially in the summer. But after all, we are a vacation spot for many, so what can we expect?
	2014 OB circuit ave got a face lift
	Theatres/negative
	post office square has opportunity
	The uniqueness of OB from other island towns. There's more to do & lots of variety... It has so much nearby- beach, carousel, an actual harbor, Campgrounds No other island town has our diversity!
	Ocean Park and its beautiful open space; the magnificent harbor; the ability to walk along Sea View Ave.; the Campground and its history; the special events like the Band Concerts and the Community Sings and the events at the Tabernacle
	Convenient. Please do NOT create a campus that requires driving for daily activities. The JOY of Oak Bluffs is that for many daily life can still be negotiated without a car!
	Crummy beaches
	I live here!
	Victorian, clean, the need for more respect and help from Town officials,
	Beauty of approaching Ocean Park by boat, wonder of the campground, decent harbor-side experience (need better food!), variety of architecture and experiences compared to other island towns. Don't want to create another Nantucket/Edgartown aesthetically, but want to elevate the level of design to that level.
	- the PO, Reliable; - a work in process; vision-less
	I dont think it is as bad as people are making it out to be.
	day trippers, potential
	That there's untouched potential
	Being safe walking downtown at night in the 50's 60's 70's and back to the Campgrounds

22) Response Categories

22) What one or more improvements does Downtown need the most?

Cleanliness/Garbage Control (34)	
	Cleaning
	improve street clean up especially on Kennebec Ave.
	Cleaning up Post Office Square and North Circuit
	Clean beach
	Gathering space, public space, and the inkwell should be absolutely pristine
	Sidewalks, clean it up
	Cleaner restrooms, trash/cleaning streets
	Lack of trash cans, toilets especially by the beach
	Cleaning the sidewalks
	Clean up small parks
	More trash receptacles
	Public trash cans
	More garbage cans and cigarette butt containers. There are butts all over the place
	Keep it CLEAN !
	cleanliness and pride in your business
	cleanup streets
	daily cleaning of streets!!!
	Cleanup and beautification
	Cleaner Sidewalks and Beaches
	Seriously needs cleaning, particularly the sidewalks. Yuck!!
	Clean the sidewalks
	Garbage removal
	get rid of Graffiti on the sea walls on the beach side on both sides of the SSA. Need more patrolling of garbage on the beaches. I fill bags with garbage during the winter when I walk the beaches.
	Clean it up
	Cleaning and upkeep of all buildings
	To be cleaned up

22) Response Categories

22) What one or more improvements does Downtown need the most?

	cleanliness (an overall face lift)
	It needs to be clean. Clean and simple.
	cleanliness (an overall face lift)
	Clean streets and sidewalks
	Trash pick up
	wash down the sidewalks & streets more often
	better trash removal, nightly street cleaning, bricked sidewalks, general cleaning
	Shop owners need to keep up their space more. Cleaner.
Parking (92)	parking
	Good parking
	parking traffic signs
	parking
	more parking
	more parking
	resident parking
	Parking spaces, streets, side walks
	Less fear of the parking ticket police
	parking for employees
	More 24 hour parking,
	Circuit Ave should have no parking and use shuttle
	More parking
	More parking elsewhere with shuttle into town.
	Leave parking alone!
	Parking, traffic flow
	parking
	offsite parking and shuttle for employees will solve the parking crunch immediately.
	Perhaps a park and ride if a location can be found and sufficient advertising publicizes it and the "trolley" is funky
	Parking, year round fraw
	Parking
	Parking
	more police keeping traffice moving and enforcing 1 hr parking.

22) Response Categories

22) What one or more improvements does Downtown need the most?

More parking spaces
Parking for employers/employees - longer parking time, use of a sticker system people can purchase
More parking with longer time frame
More parking
Consider a park and ride system?
Address parking, parking meters
Parking
Longer parking times on Circuit Ave with ticketing only 9am - 6pm as after 6 pm, it effects families and elderly from eating/shopping on Circuit ave. Some 1/2 hour parking and more 2 hour parking.
more parking spaces (off site - walking distance)
Parking is an issue & I favor some sort of Park & Ride. 1 hr parking does not leave time for dining or leisurely shopping.
Public parking lots
Better parking
More parking
Better parking options
Parking and traffic flow
Better parking
Make people pay for parking to manage demand and raise money for downtown improvements
Parking
stop trying to make residential streets business areas. solve your parking woes by having the park and ride system you were supposed to have when you built the town hall
More parking, perhaps using sunset park as a large grassed parking lot July and August with a \$5 per day fee.
Better parking
OUT OF TOWN PARKING
Weekend parking bans for circuit ave in summer after 10 am
More and better parking

22) Response Categories

22) What one or more improvements does Downtown need the most?

Better parking
Vehicle parking
Parking
Off-site parking
Parking places for those who cannot park in the town center. A small shuttle or walk from downtown -- Sunset Lake
More parking
put a parking lot near sunset lake and close off circuit ave to vehicles
maybe a free park and ride located at the oak bluffs school. like the one vineyard haven has on state rd that brings you to the water street circle by the steamship authority. just a thought. could be for just july and august.
Parking traffic flow bar patrons smoking on street blocking narrow sidewalks creates problems. Circuit ave should be closed to traffic to widen sidewalks
parking and code enforcement
More parking... less common area.
parking - can you have lunch, grocery shop, get a hair cut in one hour ? maybe if you are male.
more parking turnover during the day with paid parking, enforcement, and businesses funding the parking alternative in lieu of providing spaces.
parking
off site parking; limit parking on residential streets; more parking options
more parking outside of the main streets (making it more walkable for crowds)
Parking for renters
Limit parking to 2 hours.
Parking!!!
parking at the PA Club between the cemetery
better parking
More parking
more off street parking
Permitted parking for ob residents only. Especially in the summer
parking, people not thinking they can walk in the road into my car.

22) Response Categories

22) What one or more improvements does Downtown need the most?

	park and ride such as the system in Edgartown; VTA needs to run later at night so workers and customers can get home
	More parking. So I don't have to park the next town over and walk in.
	parking improvments
	satellite parking with shuttle (OB School?)
	More Parking
	Nice placas to go and parkinh
	More parking longer parking times
	Parking
	Longer parking limits!! Provide more parking spaces on Kennebec. Too many loading zones!
	The parking limit is only 1 hour. I own a hair salon on circuit ave, some of our services run well over an hour. How can someone eat and shop in just one hour? We need longer parking so people can actually spend money and time in town.
	Parking and Kennebec Ave needs attention.
	Increased parking More helpful police presence
	Off site parking and shuttle buses ..
	reduce car parking on Circuit Ave, and allow bicycles to make it more people friendly
	parking
	parking
	Parking
	Parking
	Parking/park and ride
	Parking
Building Restoration (80)	Building maintenance
	occupy the buildings on the right that used to be "Seasons" and do something with the theatre
	Better maintained facades
	building aesthetics
	Force the Halls to fix
	Renovations/positive infrastructure
	Building clean up, self awareness of business to upkeep their external building
	fix the movie theater, the town needs to do something because the owners will not.

22) Response Categories

22) What one or more improvements does Downtown need the most?

Improve to Island Theatre building since it is the first building as you enter town.
Stores and restaurants must be made to paint the outside of their business
Aesthetic of buisnesses
Building improvements
Get rid of the old movie theater. It's a discgrace on our main street!
Building maintenance
occupy the buildings on the right that used to be "Seasons" and do something with the theatre
Do something about the movie theaters
Cleaning up dingy buildings
Hall buildings and restaurant (Seasons)
Clean up some buildings
Building maintenance
Improve appearance of dilapidated buildings and occupy empty stores/movies.
Island theater
Storefront face lifts in some cases, island theatre removed or repaired
Building repairs
building aesthetics
The repair, replacement or demolition of the two eyesore theaters
Rip down delapated buildings
The Island theater is desperate looking .
Fresh coats of paint & power wash everything!!!
Redo movie theatre
Clean up building facades
Get rid of movie theatres
Island and Strand Theatres
curb appeal/building cosmetic improvements
Refurbish and re-open vacant buildings that are in disrepair
Renovations of blighted properties

22) Response Categories

22) What one or more improvements does Downtown need the most?

downtown facelift for buildings,
Tear down or rehab the two theaters
Fix the movie theater
Fix theatre
Some delapidated buildings should be repaired
Both movie theatres restored
Use the theater or get rid of them biggest eye sore
Clean it up....slum landlords don't take care of their buildings
the building attached to flying horses is AWFUL! its bad curb appeal when entering OB from SSA
Older buildings, including the theaters, need to be renovated.
The movie theaters need to come down
The Hall Family needs to sell....
Improve the facade of the business'
Do something about the movie theatres
fewer dilapidated movie theatres
Movie theater renovation & repair and restoring to operation. Having operating movie theaters was a big plus to the OB economy and a convenience for residents to see movies.
The theaters and the old general store are a disgrace. Repurpose or destroy. The arcade of games is loud and tacky and diminishes the beauty and charm of OB
The old movie theater needs to be renovated back to its former state. It could be used for a lot of different uses and still look like a theater
restore the two beautiful theaters
Get rid of the movie theaters
The movie theaters need to be renovated or torn down and that space needs to become part of the downtown
get rid of decrepit buildings
The two deteriorating movie theaters at the entrance to town on circuit Ave need to be re-opened, repaired, rebuilt or find a re-use. It is a disgrace and the Hall family should be made to do something positive for the town or lose the

22) Response Categories

22) What one or more improvements does Downtown need the most?

	I'm so sad about the movie theater - I would love to buy it, restore it and start showing movies again. What a shame....
	Get rid of the older buildings....movie theatres! Clean up some of the bars, good job by the Lampost, not maybe the Wallaces could put some money into renovations.
	A public execution of the movie theatre owners
	No run down buildings.
	Fix the island theater it is the corner stone of circuit ave
	Rehab old buildings
	The ocean park board walk the rails are decayed and a safety hazzard. I can't believe they have been allowed to get
	Repair/replace movie theater(s).
	The two old movie houses need to be renovated
	We need at least one presentable movie theater. Do something with those two eye-sores at the end of Circuit
	Fixing up old buildings
	Movie theaters are a disgrace
	Movie Theaters are a disaster to look at and terrible for business.
	Repair the theater and keep older buildings maintained.
	Movie theatre buildings are an embarrassment
	get rid of the two dilapidated, embarrassing "theaters"
	Get rid of did repaired buildings
	Movie theaters need improvement NOW
	Clean up, fill empty buildings- (seasons, movie theatre eyesores)
	Building Improvements
	Please hold the Hall family accountable for their building's decay. The Island theater should either be torn down or
Handicap Accessibility (4)	more handicap parking
	consideration for non-handicap older permanent resident parking,
	ledges to accommodate people with mobility issues
	Handicap parking for the new Fishing pier
Road/Sidwalk (78)	more pedestrian friendly on main street, sidewalks widened/bricked
	widen the streets

22) Response Categories

22) What one or more improvements does Downtown need the most?

re-do sidewalks
better sidewalks
Walking areas
Wider sidewalks on Circuit Ave
Real side walks on Circuit Avt Extension, music on Harbor
de-vehicle Circuit Ave
wider sidewalks
Better sidewalks
Width of sidewalks
Bricking sidewalks on Circuit.
safer and accessible sidewalks,
Pedestrian mall with possibility of outdoor seating. Consider new public seating with electric plugs (i.e. - Boston at South Station outdoor plaza)
Fix sidewalks
New sidewalks
Wider sidewalks
Better traffic flow - bicycle lanes, Circuit Ave become walking mall July/August
Improved traffic flow around Steamship/in front of police station.
Wider sidewalks, pedestrian and vehicle traffic signals to address constant onslaughts of either/both.
Wider sidewalks
Sidewalks
More beautiful sidewalks (brick)
How about Circuit Ave a walking street in summer? For part of the day?
summer pedestrian walkway
In summer pedestrians often use Circuit Ave as a sidewalk.

22) Response Categories

22) What one or more improvements does Downtown need the most?

Wider sidewalks
Traffic flow
Improve the sidewalks and better traffic control
Make Kennebec ave more accessible and part of the ob experience
The sidewalks are far to narrow.
Wider sidewalks
Sidewalks width is small and a lot of times people have to walk in street next to curb
Wider sidewalks
Wider sidwwalks
Wider sidewalks
Reduce motor vehicle traffic
Sidewalks
Sidewalk with guardrail
Clean the sidewalks
I would not mind seeing circuit ave pedestrian only with more open space.
close Circuit Ave to cars!!!!
Blanket accessibility-sidewalks widen, curbs fixed and all business required to adjust doorways
Sidewalk repair
Pedestrian and traffic infrastructure
Circuit to become a pedestrian mall.
Wider sidewalks
Bigger sidewalks
It would be wonderful is cars weren't allowed on Circuit but I'm sure that's impossible.
Better foot traffic and car traffic control. Too many places to cross the street clogs up the traffic and too few parking spaces creates a logjam of cars. Sidewalks and trash should be cleaned more often.
Wider sidewalks
wider sidewalks-DO NOT LOOSE any parking spaces.
Wider sidewalks
widened Improved sidewalks! Traffic is greatly effected by the fact that two people can barely walk past each other without leaving the sidewalk onto the street.
larger sidewalks
Wider sidewalks, better traffic flow at bottom of circuit ave
improved sidewalks

22) Response Categories

22) What one or more improvements does Downtown need the most?

	close Circuit Ave on Friday & Saturday nights. Make Circuit Ave a walking street on weekends.
	Improve sidewalks
	The marina does not connect well to the rest of the town, particularly the area where the Rhode Island ferry arrives.
	What if circuit avenue became pedestrian only during certain hours in the summer?
	Non-sloping sidewalks that ate also winder.
	Fixing sidewalks
	Wider sidewalks on Circuit Ave
	Wider sidewalks
	Cleaner sidewalks ,fixed sidewalks, just clean it up...
	Wider, cleaner sidewalks
	Wider sidewalks
	Traffic flow is fine. Don't close down circuit ave to traffic. That would be a huge mistake.
	Better flow for pedestrians
	Wider sidewalks, clean it up a bit and drive traffic further down circuit ave
	wider/better sidewalk that invite rather than frustrate
	Wider sidewalks
	Improved sidewalks
	Better sidewalks
	Wider, safer sidewalks. Well tended buildings and grounds. Pedestrian only Circuit ave in summer? summer weekends?
	Beautify Circuit Ave sidewalks. Make Circuit Ave pedestrian only July 1- End of Fair weekend. Add a park and ride.
	clean up the sidewalks daily. Replace sidewalks with nicer material.
Retail, Food, and Entertainment (84)	Less business being the only motivating factor
	Improve outdoor seating, building appearances
	Activities for teens, do something to ISLAND and STRAND Theatres, and better restrooms
	More places for young people to hangout (20 and younger)

22) Response Categories

22) What one or more improvements does Downtown need the most?

more free or public concerts/entertainment
More outdoor events in Ocean park etc.
More diversity in retail and less T-Shirt shops
Fewer t-shirts
Cheaper good joints that don't sell only friend items (ie, food trucks), more live events promoted
More outdoor dining and keep music downtown
Movie theatre
Events
Do something about non-working movie theatres
Public restrooms
The theaters need to be addressed
More diverse retail - there are too many tshirt shops.
Retail diversity
Vibrant, diverse businesses opening and staying open. No more banks!
More stores that sell goods for residents; fewer touristy-junk shops; more in the way of businesses that attract the community as a whole rather than visitors
Movie theaters, space, diveristy in shops, no more souvenirs
Movie theaters, new restaurant on empty Season's space, more diverse stores/shopping
More public restrooms
Better class of retails
need a theatre!
better mix of stores (current mix skews touristy which is important but how about a few more stores that
More diverse selection of retail stores
Fewer t-shirt shops
The movie theaters need to reopen. They are eyesores.
The one improvement would be commercial retail. It would provide variety. Also, I don't believe it would interfere with visitors visiting and participating in those traditions we have come to cherish while on the island.
More activities such as movies, roller skating, etc, bike parking, public restrooms, more variety in retail and places for
Love the idea of food carts!
Elimination of outdoor merchandise on circuit ave., as per current law.
cohesive storefronts
Greater diversity of shopping options; less tshirt stores; more open space
Emphasis on historic issues

22) Response Categories

22) What one or more improvements does Downtown need the most?

Continuity of standards with businesses
Less Bars
Useful retail for residents.
diversify shopping/businesses. take advantage of assets (water, etc). Make it an "interesting" experience for visitors.
Movie theatre
More year-round businesses and apartments.
Adding movie theatre
Drive through post office
Movie theatre Reno/reopen
rethink of the mix of stores, a much better flow pattern
more shopping, diversity of shopping, cultural things.
CONTROL AND REDUCE COMMERCIAL DEVELOPMENT.
More outdoor eating
Better retail More to do when it rains (movie theater that's viable?)
More diversity in goods and ownership.
Do something about entertainment in the evenings
Diversity of shops
Reopen movie theaters
Renovation or alternate use of movie theaters Better beaches Better quality retail
We need a good restaurant where Seasons used to be. We could use more open air seating. We must do something
Reopen the theatres.
Diverse restaurants, outdoor seating, historical look,better retail, art
Fill all available retail space and improve buildings. Also I think another beach snack shop/showers/toilets would be
More boutique, unique shops & restaurants Restore the historic Movie theaters.
more variety in stores
movies of course
refreshed business area
More al fresco dinning-
also fewer t shirt shops; how about a jewelry store, Upscale men's clothes, men's shoes, a cleaners

22) Response Categories

22) What one or more improvements does Downtown need the most?

	Fill the empty commercial properties
	Keep restaurants the best on island. Lose some of the midway feel without losing the fun vibe.
	Someone missed dropped the ball by not enticed the owners of the Seasons space to bring in another restaurant. Linda Jeans should not be the only family friendly place.
	Better quality retail
	more diversity of shops
	More business life
	Robust movie theater, performing arts for mature audience (maybe same venue that services as cornerstone?). And shoe store, jewelry store, bookstore, fish market, bowling, more restaurants
	More upscale shops
	solve car problem revitalize business to offer core services, reason to go downtown and spend (like Basics)
	Free public wifi. Contact, marthasvineyardproductions.com. They just installed free wifi in aquinnah for the tribe
	More variety in shops, enough with the run down low end Tshirt/gift shops. Year round consumers are critical for real economic development in Oak Bluffs
	Diversity in shops
	Fix the theaters! No empty store fronts
	Reopen the Island the movie house back to it's glory
	Fix up the movie theatres, put a business back in Seasons
	Family friendly, convenient food options especially lower circuit ave (like old papa johns)
	Get rid of honky tonk businesses like tattoo parlors and tank top tee shirt shops. Attract a more upscale visitor.
	Limit growth of tourist retail businesses - encourage year round business - fewer bars - more art spaces.
	Something to do in the daytime other than buy T shirts. The parks /beaches right there need kite rentals, beach stuff
Visual Character (52)	improve downtown lighting of street lights (reduce light pollution)
	more trees
	Clean up store fronts, paint, trees, flowers, more water access, less cars, use of parks in postiive ways to reduce
	Better maintained aesthetically, public art would be fun, I wish there was a way to maintain the character of OB but also make it a little classier.
	Trees
	Aesthetics
	landscaping, seating for elderly visitors,
	The lighting is very bad.
	Park benches
	New light, more resting areas
	Shaded seating in the summertime. Overhaul of beach care (need true, fresh, good sand) and more lifeguard stands with more lifeguards.
	lots of benches and flowers

22) Response Categories

22) What one or more improvements does Downtown need the most?

More seating/tables in ocean park area to take advantage of beautiful views and more local artists (maybe little artist sheds like they do at the Hyannis docks)
Improve the landscape, access to public restrooms and beautify public parks/open space
More trees! Don't let town workers do pruning!
Keep buildings more historical accurate.
historic preservation
More unification, upscale,
More public art
Maintaining the historic characteristics
Upgrade landscaping, Continue to work on historical character upgrade buildings in downtown area.
The streetscape could benefit from a more uniform look...flowers, art and outdoor seating would be nice.
Bring back the historic feel for OB. Cobblestone streets/sidewalks
Cobblestone is good idea
Curb appeal
Tie the harbor to circuit ave better use of circuit ave extension cobblestones seem like a good idea
More green, picnic areas, shade, etc... Look at Boston and other Cities that make greenery and renewables a priority.
Beach access is neglected & dangerous, should be safe, attractive.
Public seating and streetscape improvements
Crosswalks and lighting as well as wider sidewalks
better seating than just a wall across from Linda Jeans
PLEASE Architectural and historic building upgrades
outdoor seating,patio.
Seating and architectural preservation.
Sitting areas
Plants
Outdoor seating on Circuit Ave
Beautiful buildings
pedestrian streetscape and architectural facade enhancements
beautification of sidewalks and landscaping
Visually more appealing
Outdoor seating
a concise branding streetscaping
Better maintenance
Store owners need to be less flea market like and take a page from edgartown and class up a bit.
landscaping around the trees
property owners need to take pride in their properties
more inviting outdoor spaces on the avenue itself.

22) Response Categories

22) What one or more improvements does Downtown need the most?

	I think that improving the aesthetic of Oak Bluffs would be wonderful. It could still serve the same purpose, which is
	Paint
	Open areas
	Landscaping year round establishments
Personality Character (6)	More welcoming atmosphere
	a more welcoming scene from ferries
	or off hours.
	consistency in enforcing rules, welcoming visitors, and encouraging a litter free environment
	Some class Everyone thinks of it as a day tripper paradise full of nick jacks and nothing of any value....
	Character
Signage (27)	Restrooms need signage
	Welcome the visitors sign
	better signage from boats to town
	Signage
	Better signage
	Signage to restrooms
	Signage.
	Welcome signage
	Better signage
	Informational signage
	Restrooms need signage,
	Better maps and signage
	Better signs
	Directions for tourists
	Signs directing tourists
	Better signage
	good signage & adequate access to public restrooms
	signage, better access for day trippers from SSA to Circuit Ave.
	reduce or improve the ugly plastic directional signs that are ALL over and ruin the charm of the town
	Nicer store signage
	Less directional signage
	better signage
	Wayfinding signage
	better signage to help visitors traffic police on Circuit Ave like the old days
	Lighting and signage that directs tourists to Kennebec Ave
	Better signage

22) Response Categories

22) What one or more improvements does Downtown need the most?

Bicycle/Moped Traffic and Parking (22)	Betting signage
	Bike paths (maybe on kennebec)
	Get bikes off of Main Street (Circuit and Kennebec)
	Bike path from Island Queen dock down Seaview ave connecting to current path, toward Edgartown
	More bike paths
	Bicycle laws need to be enforced.
	Bicycle and skateboarders do not belong on Circuit Ave in the street. Signs are needed.
	No bikes on Main street
	Bikes off circuit ave
	More bicycle parking
	Bike parks
	Radical bikers. No control. Do not follow rules of road and not penalized
	Safer bike access off beach road
	improved bicycle and pedestrian access. The "no bikes and mopeds" on Circuit Ave are virtually ignored and not policed, and leads to very unsafe driving/parking conditions at times. More bike racks in easier locations would be helpful.
	Better ped. Access to sidewalks w/o dodging bikes , skateboards & long leashed dogs....
	Improved bicycle access, and bicycle parking
	No bikes on Circuit Ave
	I believe in the 70s and 80s bikes were not permitted on Circuit Ave. We should revisit. Pedestrians and vehicles are challenging enough to navigate add in bikes and skateboards going the wrong way, and it is a disaster waiting to happen.
	Inforcement of bike laws
	Proper signage and enforcement of NO bikes and mopeds on Circuit Ave. Better control and enforcement of pedestrians on sidewalks not in roadway for foot traffic.
	Accessibility for cars/bikes/pedestrians
	NO BICYCLES OR MOPEDS ON CIRCUIT AVE
	bike and car access
Other (26)	more cops
	access to nice plazas
	Cost is high in summer than winter
	Need police presence during day
	Less people overall
	Fewer Tourists
	Less cars
	Make beach experience a more pleasant one by fixing railings and access to beaach.
	Less cops

22) Response Categories

22) What one or more improvements does Downtown need the most?

More essential services, variety, housing
Nothing! I love it
Better respect for residential neighbors
More public restrooms and repair existing public restrooms
There are. 3 public drinking fountains PO Square, at the. information booth, across from the Wesley House. Only one is operating. Not friendly.
LESS REGULATION MORE CHOICES
More restrooms
In addition, a well planned and executed master plan for short and long term improvements.
More positive input from Town and people working for the town, Better direction of town resources, more stringent bylaws for properties in disrepair, less police presence.
broken windows and stop and frisk approach by OBPD
Underground utilities
One more restroom
Improved beaches
less government interference
Satellite location in summer for postal general delivery
Fewer cars, people
stormwater control as I said earlier rain gardens and vegetated swales trees with grates on sidewalks to collect rainwater.

Appendix B:

Wayfinding Master Plan

TOWN OF OAK BLUFFS

WAYFINDING MASTER PLAN/SCHEMATIC PHASE

JUNE 29, 2015

prepared by:

surfaceMaTTER **DESIGN**

111 Chestnut Street, 2nd Floor
Providence, RI 02903
T 617.513.4651

PROJECT PURPOSE / OBJECTIVES:

Purpose

The purpose of the Oak Bluffs Wayfinding Master Plan is to establish a comprehensive sign identification and wayfinding system for Oak Bluffs, Marthas Vineyard. The Master Plan outlines the recommended sign types and locations to establish a clear sense of arrival and place for island visitors and residents alike.

Project Goals

- establish a clear sense of arrival for visitors
- create a strong identity at perimeter and edges of Oak Bluffs
- enhance the visitor experience with key placement of identification, direction, information signs, and streetscape elements
- establish a consistent hierarchy of sign types and messages
- establish consistent signage (style, typography, color, scale, materials)
- use appropriate scale and sign location to maximize identity and legibility
- design a flexible system to facilitate maintenance, repair, replacement, etc.
- design all signage to meet all ADA, local, state, and federal codes

Process

Phase I: Schematic Design/Master Plan

- site visit to Oak Bluffs
- photodocument site conditions
- provide location plans
- illustrate key sign types
- create image boards to discuss design vocabulary
- present conceptual approaches for wayfinding sign types
- submit final Phase I: Wayfinding Master Plan

Phase II: Design Development

- refine the chosen design concept from Phase I: Master Plan
- update location plans and sign types
- provide preliminary pricing
- create sign message schedule
- finalize approved design
- create sign specification drawings for bid
- Update fabrication budget

Phase III: Implementation/Construction Services

- coordinate with approved fabricator on all details through installation
- review material/color samples and prototypes provided by fabricator
- create sign installation punch list

EXISTING CONDITIONS - ARRIVAL

TOWN OF OAK BLUFFS, MA
WAYFINDING MASTER PLAN

CLIENT:
Horsley Witten Group
55 Dorrance Street, Suite 403
Providence, RI 02903

surfaceMATTER design

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EXISTING CONDITIONS - TOWN CENTER

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WAYFINDING MASTER PLAN

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EXISTING CONDITIONS - PUBLIC SPACES

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EXISTING CONDITIONS - SIGNAGE



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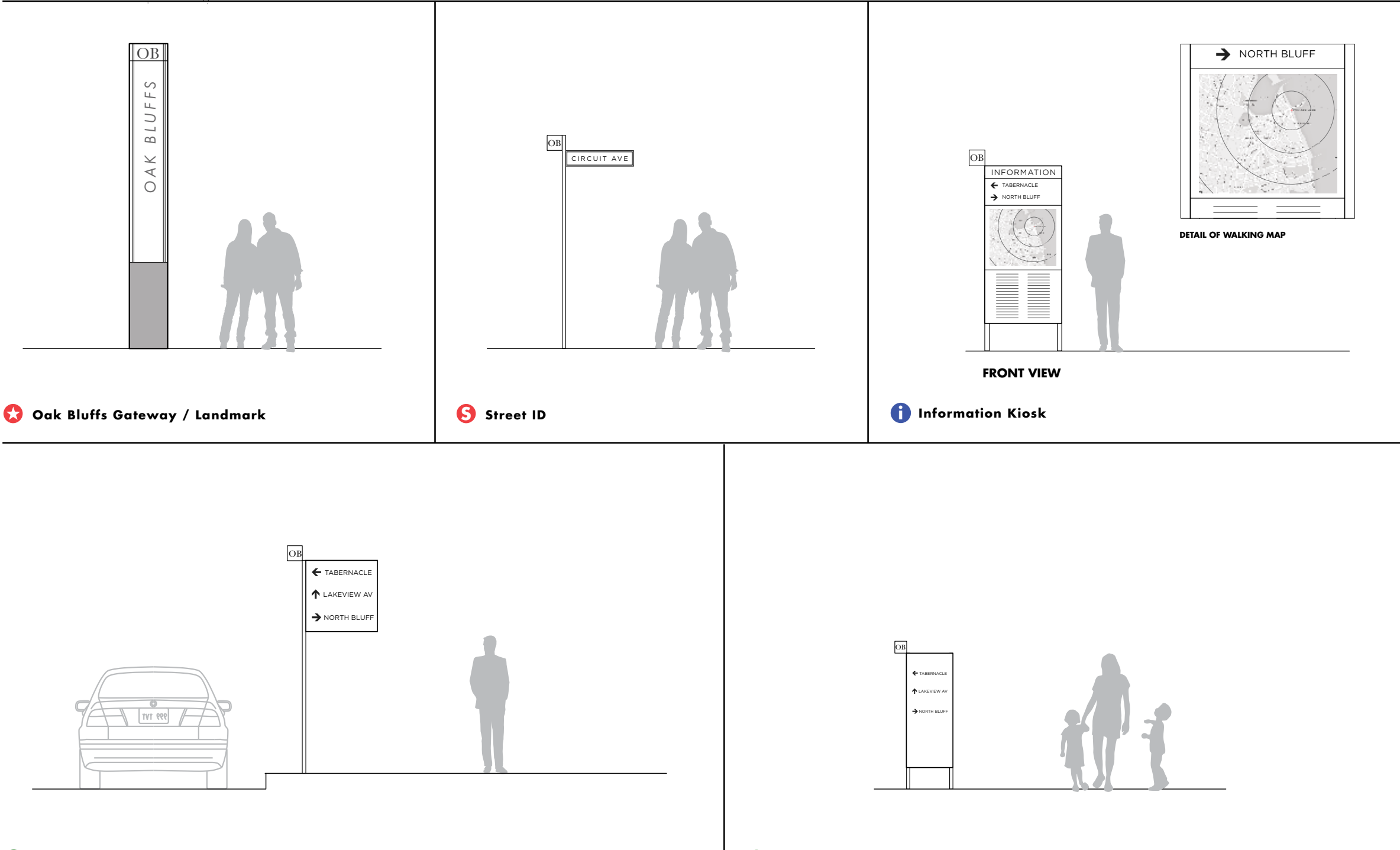
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SIGN TYPES

TOWN OF OAK BLUFFS - WAYFINDING AND IDENTITY - SIGN TYPES



SIGN LOCATION PLAN



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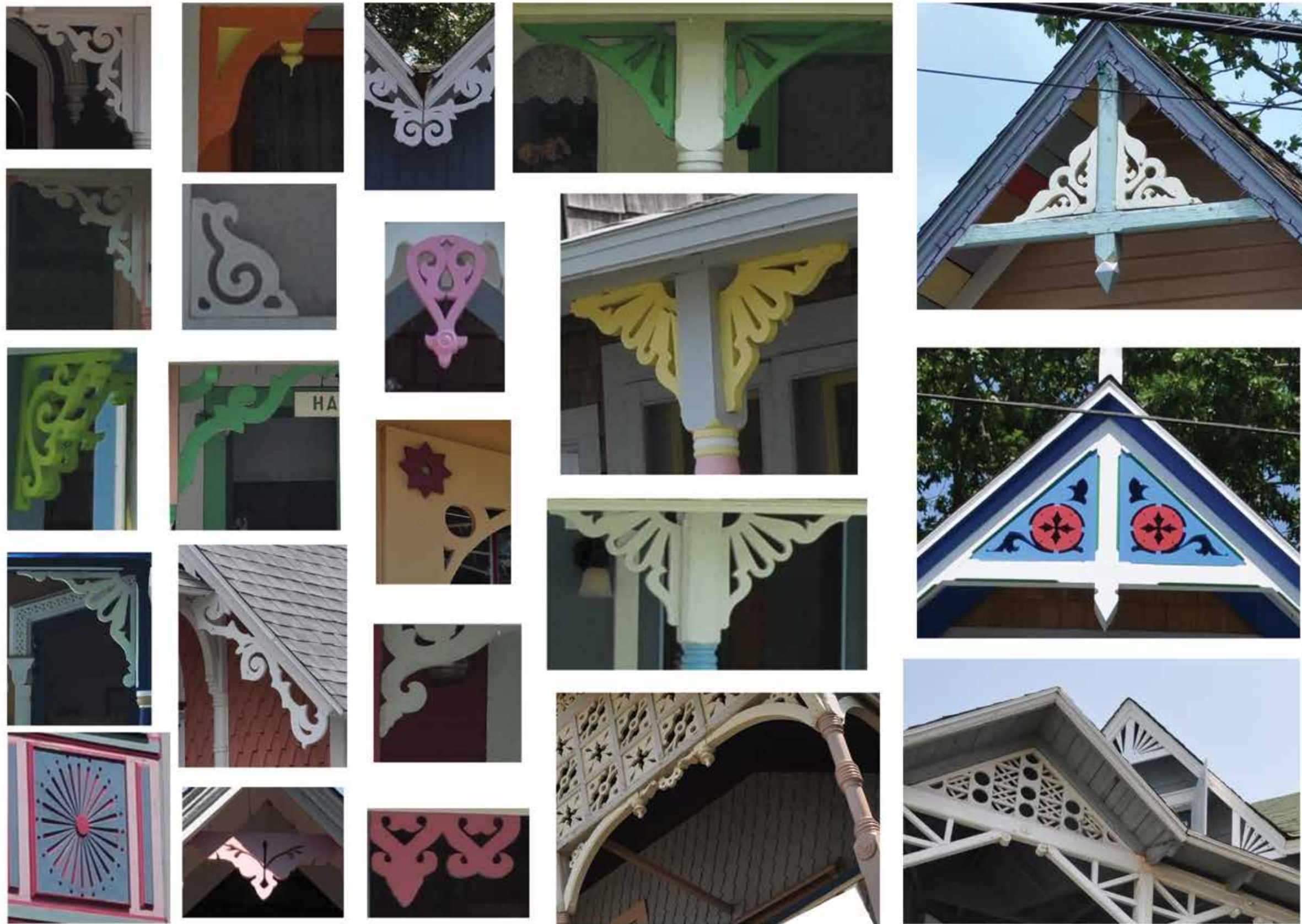
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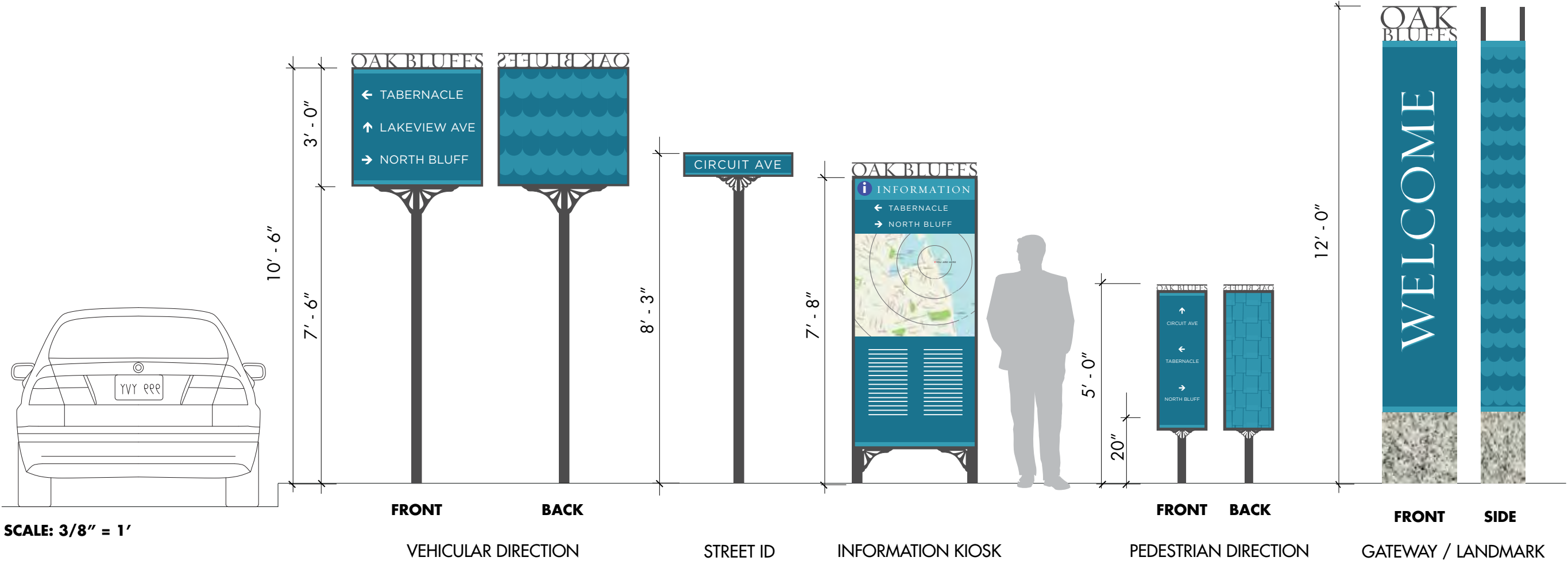
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SCHEMATIC DESIGN CONCEPTS

WAYFINDING AND IDENTITY - CONCEPT 1 — CONTEXTUAL



TOWN OF OAK BLUFFS, MA
WAYFINDING MASTER PLAN

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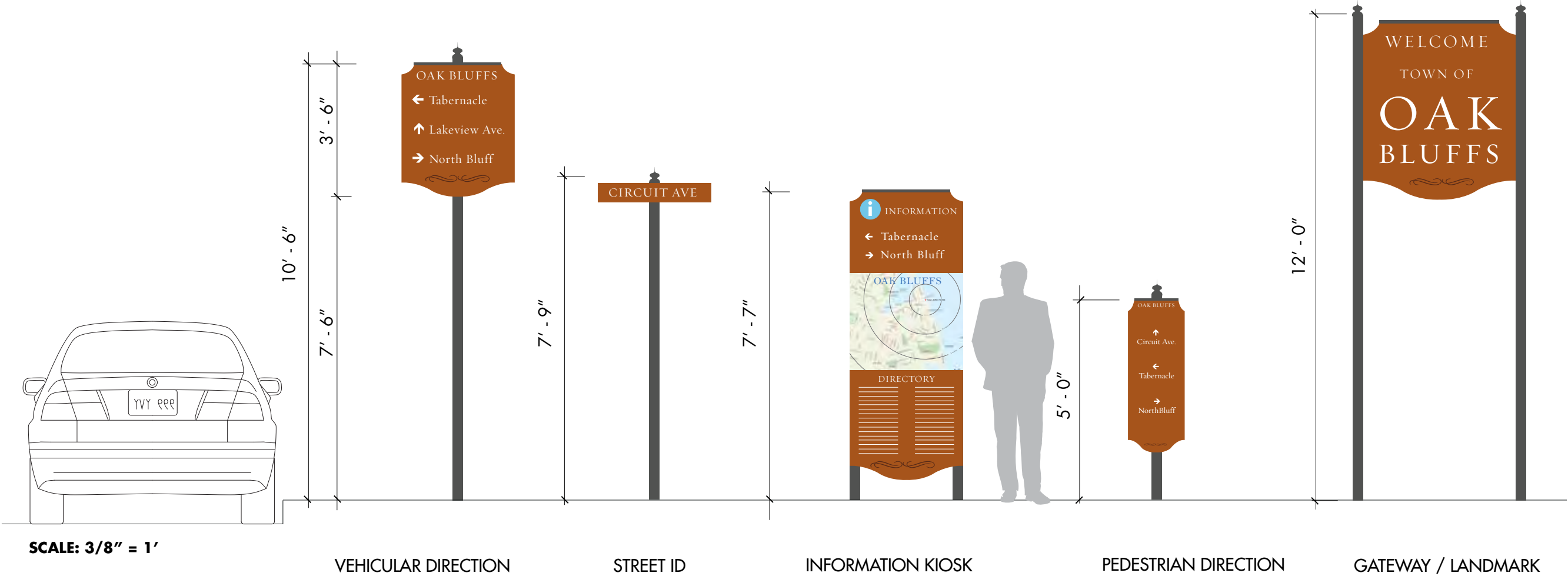
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WAYFINDING AND IDENTITY - CONCEPT 2 — HISTORICAL



Appendix C:

Downtown Market Analysis

Memorandum

To: Horsley Witten Group
From: ConsultEcon, Inc.
Date: January 27, 2015
RE: Oak Bluffs Downtown Market Analysis for Streetscape Master Plan

This memorandum analyzes resident and tourist markets to Oak Bluffs' downtown in order to inform the streetscape planning and design development of the Oak Bluffs Downtown Streetscape Master Plan. It also reviews the commercial mix in Oak Bluffs Downtown and identifies a market-based framework for streetscape improvements and strategies to improve demand for goods and services and increase business activity as an input planning and design process.

This memorandum includes the following data and analyses:

- I. Downtown Situation
- II. Trade Area Definition
- III. Year Round Resident Markets
- IV. Seasonal Resident Markets
- V. Tourist Markets
- VI. Summary of Consumer Expenditures
- VII. Downtown Business Mix
- VIII. Findings of Market Analysis and Implications for Streetscape Planning

ASSUMPTIONS

In preparing this memorandum, the following assumptions were made. This study is qualified in its entirety by these assumptions.

1. Every reasonable effort has been made in order that the data contained in this study reflect the most accurate and timely information possible and it is believed to be reliable. This study is based on estimates, assumptions, and other information developed by ConsultEcon, Inc. from its independent research efforts, general knowledge of the industry, and consultations with the client. No responsibility is assumed for inaccuracies in reporting by the client, its agents and representatives, or any other data source used in the preparation of this study.

2. Possession of this report does not carry with it the right of publication. This report will be presented to third parties in its entirety and no abstracting of the report will be made without first obtaining permission of ConsultEcon, Inc., which consent will not be unreasonably withheld.
3. This report may not be used for any purpose other than that for which it was prepared. Neither all nor any part of the contents of this study shall be disseminated to the public through advertising media, news media or any other public means of communication without the prior consent of ConsultEcon, Inc.
4. Outputs of computer models used in this report may be rounded. These outputs may therefore slightly affect totals and summaries.
5. This report was prepared during the period July 2014 through the date of publication. It represents data available at that time.

I. DOWNTOWN SITUATION

Oak Bluffs Downtown is a thriving, historic summer resort destination that provides a unique mix of stores for resident and tourist markets. Seasonal clusters of destination restaurants, clothes and gift stores offer comparison shopping that appeal to tourist markets. Downtown is also a year round center for convenience shopping stores that meet the day to day needs of Oak Bluffs and Martha's Vineyard residents, including coffee shops, a grocery store, a hardware store, a post office, and hair salons.

Oak Bluffs is a seasonal center for tourism and hospitality in addition to year round convenience shopping center. Oak Bluffs contains 331 rooms in overnight lodgings, a variety of attractions that include beaches, marina, historic sites, indoor amusements, entertainment, and robust comparison shopping clusters of specialty food stores, restaurants, clothing and accessories, and gift and souvenir. The downtown offers both daytime activities and varied nightlife during summer. Daytime activities tend to be family-oriented with an influx of a range of tourists from around the world that come and go, often on the same day. There are amusements, ice cream and other specialty foods and lots of dining options. At night, downtown is alive with families, young and old adult groups enjoying dining and entertainment at the downtown's clubs and theaters.

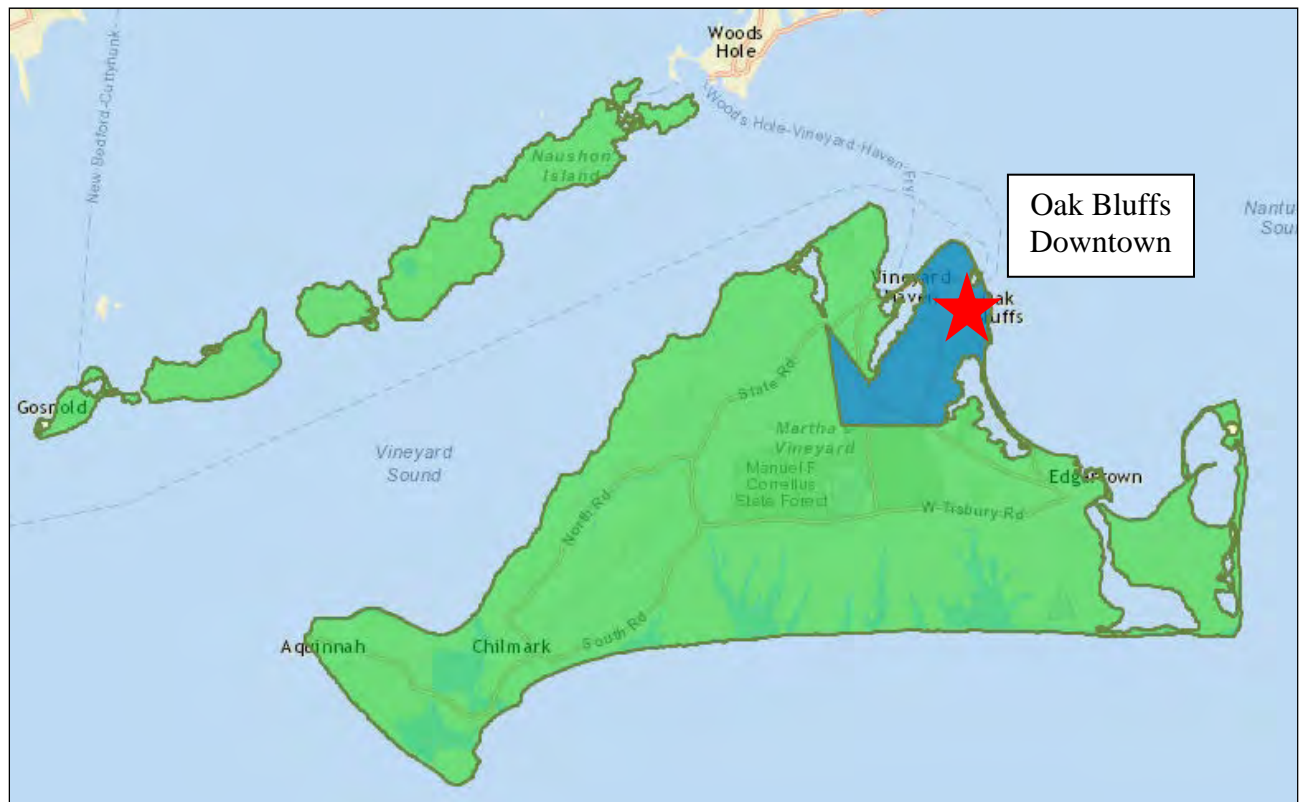
Oak Bluffs Downtown is nearby to a number of supportive uses. It is within walking distance of multiple ferry terminals and the Town marina and proximate to major beaches. Water and outdoor activities are popular. Downtown is adjacent to the National Historic Landmark, the historic cottages and structures of the Martha's Vineyard Camp Meeting Association, as well as within a short walking distance to a number of parks and beaches and connected to the Island's multi-use trail system and public transit. These attractions and the synergies between the waterfront, beaches, parks, downtown, and historic camp contribute to an overall sense of place that is treasured by residents and visitors alike.

Overall, streetscape improvements should reflect the authentic and local art, culture and heritage of Oak Bluffs while improving the overall user experience for all market segments, including residents, seasonal residents and tourists alike. Downtown's seasonal tourist market is both a challenge and an opportunity. It is challenging because residents experience congestion and stress, and many work during summer to earn a substantial share of their household's income for the year. Tourists are beneficial to the local economy for the spending they generate but they can diminish Oak Bluff's experience of downtown for some residents. Yet because tourism is a key base of downtown and Island economy, Oak Bluffs must invest in order to maintain and enhance its tourist market position to expand visitation and related tourist spending while mitigating impacts of tourist market congestion on the quality of downtown experience for residents and visitors.

II. TRADE AREA DEFINITION

The Trade Area for the downtown is defined as the whole of Dukes County.¹ This overall Trade Area is segmented into Primary and Secondary Trade Areas. The Primary Trade Area is defined as the Town of Oak Bluffs and the secondary Trade Area is defined as the remainder of Dukes County. Data in **Figure 1** show a map of the Trade Area. Primary Trade Area residents are likely to frequent stores within Oak Bluffs Downtown on a regular basis for convenience goods and services, such as going to the grocery store, bank, or post office. Residents in the Secondary Trade Area are likely to visit the stores in Oak Bluffs Downtown on a regular basis, though perhaps less frequently than the residents of the Primary Trade Area. Secondary Trade Area residents may visit other downtowns on Martha's Vineyard—Edgartown and Vineyard Haven—for convenience good and services if they are closer to their residence or place of employment.

Figure 1
Trade Area for the Town of Oak Bluffs
Oak Bluffs Downtown



Source: ESRI; ConsultEcon, Inc.

¹ Dukes County encompasses all of Martha's Vineyard, as well as Gosnold, a town that encompasses the sparsely populated Elizabeth Islands. In 2010, Gosnold contained 75 persons according to the US Census Bureau.

III. YEAR ROUND RESIDENT MARKETS

Year Round Resident Population

The Primary Trade Area had a year round population of 4,527 in 2010 and the population is on the rise. Projections show that the population will increase approximately 5.5 percent between 2013 and 2018, just slightly less than the Trade Area as a whole, which is projected to grow in population by 5.6 percent by 2018. This growth rate is significantly larger than the projected growth in Nantucket and on Cape Cod, where the population is expected to grow 1.2 percent and 1.1 percent, respectively. The projected population growth for the Commonwealth of Massachusetts is 2.4 percent, a rate faster than Nantucket and Cape Cod, but slower than the Trade Area. Data in **Table 1** show the population of the Trade Area based on 2010 census data, the estimated population in 2013, and the projected population in 2018, as well as population data from neighboring market areas.

Table 1
Population Estimates and Projections, 2010, 2013, and 2018
Oak Bluffs Downtown Trade Area

	2010	2013	2018	Percent Change, 2013 to 2018
Primary Trade Area	4,527	4,631	4,884	5.5%
Secondary Trade Area	12,008	12,277	12,963	5.6%
Total Trade Area	16,535	16,908	17,847	5.6%
<i>Nantucket County</i>	<i>10,172</i>	<i>9,993</i>	<i>10,111</i>	<i>1.2%</i>
<i>Barnstable County</i>	<i>215,888</i>	<i>217,092</i>	<i>219,386</i>	<i>1.1%</i>
Massachusetts	6,547,629	6,611,122	6,767,829	2.4%

Source: U.S. Census Bureau, Census 2010 Data; ESRI forecasts for 2013 and 2018; and ConsultEcon, Inc.

Age Profile

The residents of the Primary Trade Area are, on average, the same age as other residents of the Trade Area. The median age of Primary Trade Area residents in 2013 was estimated to be the same as the Trade Area as a whole: 46.2 years. This median age is approximately six years older than the median age for the Commonwealth of Massachusetts, 39.6, but younger than the median age of residents of Cape Cod, where the median age is 51.2.

The distribution of ages is similar across Cape Cod and the Islands, reflecting a relatively older population. Nearly two-thirds (63.2%) of the population of the Primary Trade Area is over the age of 35. In the Primary Trade Area as well as the rest of the Trade Area and Cape Cod, the largest age cohort is over the age of 55. In the Primary Trade Area, that is 34.2 percent of the population, compared to 35.8 percent in the Trade Area as a whole and 43.8 percent on Cape Cod. Data in **Table 2** show the median age and distribution of the population across different age cohorts in the designated Trade Area and the neighboring trade areas.

Table 2
Median Age and Age Cohort Distribution, 2013
Oak Bluffs Downtown Trade Area

	Median Age	0 to 17	18 to 24	25 to 34	35 to 54	55 +
Primary Trade Area	46.2	18.6%	6.8%	11.5%	29.0%	34.2%
Secondary Trade Area	46.7	18.1%	6.5%	10.9%	28.0%	36.4%
Total Trade Area	46.2	18.2%	6.6%	11.1%	28.3%	35.8%
<i>Nantucket County</i>	<i>40.6</i>	<i>20.7%</i>	<i>6.6%</i>	<i>13.8%</i>	<i>31.9%</i>	<i>27.0%</i>
<i>Barnstable County</i>	<i>51.2</i>	<i>16.3%</i>	<i>6.7%</i>	<i>8.7%</i>	<i>24.5%</i>	<i>43.8%</i>
Massachusetts	39.6	21.3%	10.1%	13.1%	27.5%	27.9%

Source: ESRI and ConsultEcon, Inc.

Households

The Primary Trade Area has approximately 2,040 households. Of these, approximately 54.9 percent are family households, which is a lower proportion compared to that of the remainder of the county (57.1%), neighboring Nantucket and Cape Cod (57.2% and 61.2%), and the Commonwealth of Massachusetts as a whole (62.8%). At 2.23 persons, the average household size in the Primary Trade Area is similar to the average household size of the Total Trade Area, 2.22 persons, and lower than that of the rest of the state, 2.47. Data in **Table 3** show the estimated number of households and family households in the Designated Trade Area and the neighboring Trade Areas.

Table 3
Households and Family Households, 2013
Oak Bluffs Downtown Trade Area

	Estimated Number of Households	Estimated Number of Family Households	Percent of Families to Total Households	Average Household Size
Primary Trade Area	2,040	1,120	54.9%	2.23
Secondary Trade Area	5,512	3,195	58.0%	2.21
Total Trade Area	7,552	4,315	57.1%	2.22
<i>Nantucket County</i>	<i>4,146</i>	<i>2,373</i>	<i>57.2%</i>	<i>2.40</i>
<i>Barnstable County</i>	<i>96,582</i>	<i>59,090</i>	<i>61.2%</i>	<i>2.21</i>
Massachusetts	2,580,011	1,620,149	62.8%	2.47

Source: ESRI and ConsultEcon, Inc.

Income

The median household income in the Primary Trade Area is \$68,405. This is lower than the median income for the Trade Area as a whole (\$71,083), but higher than the median income for the Commonwealth as a whole (\$62,676). The largest income cohort is that which earns over \$100,000 annually, with over 35 percent of the population in that group. This is true also of the remainder of the Trade Area as a whole, Nantucket and Cape Cod, and the Commonwealth as a whole. The second largest group is the cohort which makes between \$25,000 and \$49,999 per year. Data in **Table 4** profile the income cohorts in the Trade Area and in other jurisdictions.

Table 4
Median Household Income and Income Profile, 2013
Oak Bluffs Downtown Trade Area

	Median Household Income	Less than \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000+
Primary Trade Area	\$68,405	15.6%	20.2%	12.7%	16.0%	35.5%
Secondary Trade Area	\$67,658	9.9%	16.9%	21.5%	12.9%	38.8%
Total Trade Area	\$71,083	12.3%	19.3%	20.7%	14.9%	32.8%
<i>Nantucket County</i>	<i>\$88,224</i>	<i>8.1%</i>	<i>15.3%</i>	<i>17.5%</i>	<i>15.0%</i>	<i>44.0%</i>
<i>Barnstable County</i>	<i>\$58,928</i>	<i>15.7%</i>	<i>25.2%</i>	<i>19.9%</i>	<i>13.1%</i>	<i>26.1%</i>
Massachusetts	\$62,676	19.2%	21.1%	16.3%	12.1%	31.3%

Source: ESRI and ConsultEcon, Inc.

Year Round Resident Spending on Retail and Restaurants

Data in **Table 5** show the total year round resident expenditures in retail trade and restaurant sectors. The location of this year round resident spending may be in Oak Bluffs, the remainder of Martha's Vineyard or off Island. Total resident spending in retail and restaurants was estimated to be \$213.4 million in the Trade Area. The demand profile showed that approximately one quarter of retail and restaurant demand, or \$52.5 million, is due to households in the Primary Trade Area. The highest spending was in food stores, motor vehicle parts and dealers, and general merchandise stores.

Table 5
Restaurant and Retail Expenditures by Store Type by Trade Area Residents
Oak Bluffs Downtown Trade Area

	Primary Trade Area	Secondary Trade Area	Total Trade Area
Food & Beverage Stores	\$9,905,524	\$30,518,064	\$40,423,588
Motor Vehicle & Parts Dealers	\$9,368,021	\$28,902,535	\$38,270,556
General Merchandise Stores	\$5,766,800	\$17,618,473	\$23,385,273
Health & Personal Care Stores	\$5,678,313	\$17,875,675	\$23,553,988
Food Services & Drinking Places	\$5,469,592	\$16,161,734	\$21,631,326
Gasoline Stations	\$5,006,433	\$15,785,094	\$20,791,527
Clothing & Clothing Accessories Stores	\$3,532,377	\$10,355,629	\$13,888,006
Bldg Materials, Garden Equip. & Supply Stores	\$1,866,902	\$5,878,438	\$7,745,340
Electronics & Appliance Stores	\$1,757,928	\$5,311,818	\$7,069,746
Sporting Goods, Hobby, Book & Music Stores	\$1,478,999	\$4,489,875	\$5,968,874
Miscellaneous Store Retailers	\$1,388,947	\$4,345,454	\$5,734,401
Furniture & Home Furnishings Stores	\$1,244,035	\$3,705,275	\$4,949,310
Total	\$52,463,871	\$160,948,064	\$213,411,935

Note: Consumer expenditures in restaurant and retail categories only. Does not include spending on nonstore (e.g. internet) retailers, transportation, lodging, entertainment and recreation, and personal services. The location of spending may be in Oak Bluffs, the remainder of Martha's Vineyard or off Island.

Source: ESRI; Bureau of Labor Statistics; ConsultEcon, Inc.

IV. SEASONAL RESIDENT MARKETS

Seasonal residents are an important market segment for businesses in Oak Bluffs Downtown. Seasonal residents own homes and visit for extended periods of time with friends and family. Sometimes they rent their homes. These owner and renter households spend money in the local economy and their spending is more like year round residents than travelers on the island of a day or short overnight getaway. The inventory of seasonal housing on the island is identified in order to inform the estimates of seasonal residents and household spending.

Seasonal Housing Units

Data in **Table 6** describe the number of seasonal housing units in the Trade Area.

Table 6
Seasonal Housing Units, 2000 and 2010
Oak Bluffs Downtown Trade Area

	2000	2010	Percent Change, 2000 to 2010
Primary Trade Area			
Total Housing Units	3,820	4,346	13.8%
Seasonal Housing Units	2,143	2,208	3.0%
Percent Seasonal	56.1%	50.8%	
Secondary Trade Area			
Total Housing Units	11,016	12,842	16.6%
Seasonal Housing Units	5,852	7,045	20.4%
Percent Seasonal	53.1%	54.9%	
Total Trade Area			
Total Housing Units	14,836	17,188	15.9%
Seasonal Housing Units	7,995	9,253	15.7%
Percent Seasonal	53.9%	53.8%	

Note: Number of seasonal housing units is same as number of housing units vacant for seasonal, recreational or occasional use, according to US Census Bureau. These units could be occupied by second home owners or renters.

Source: US Census Bureau and ConsultEcon, Inc.

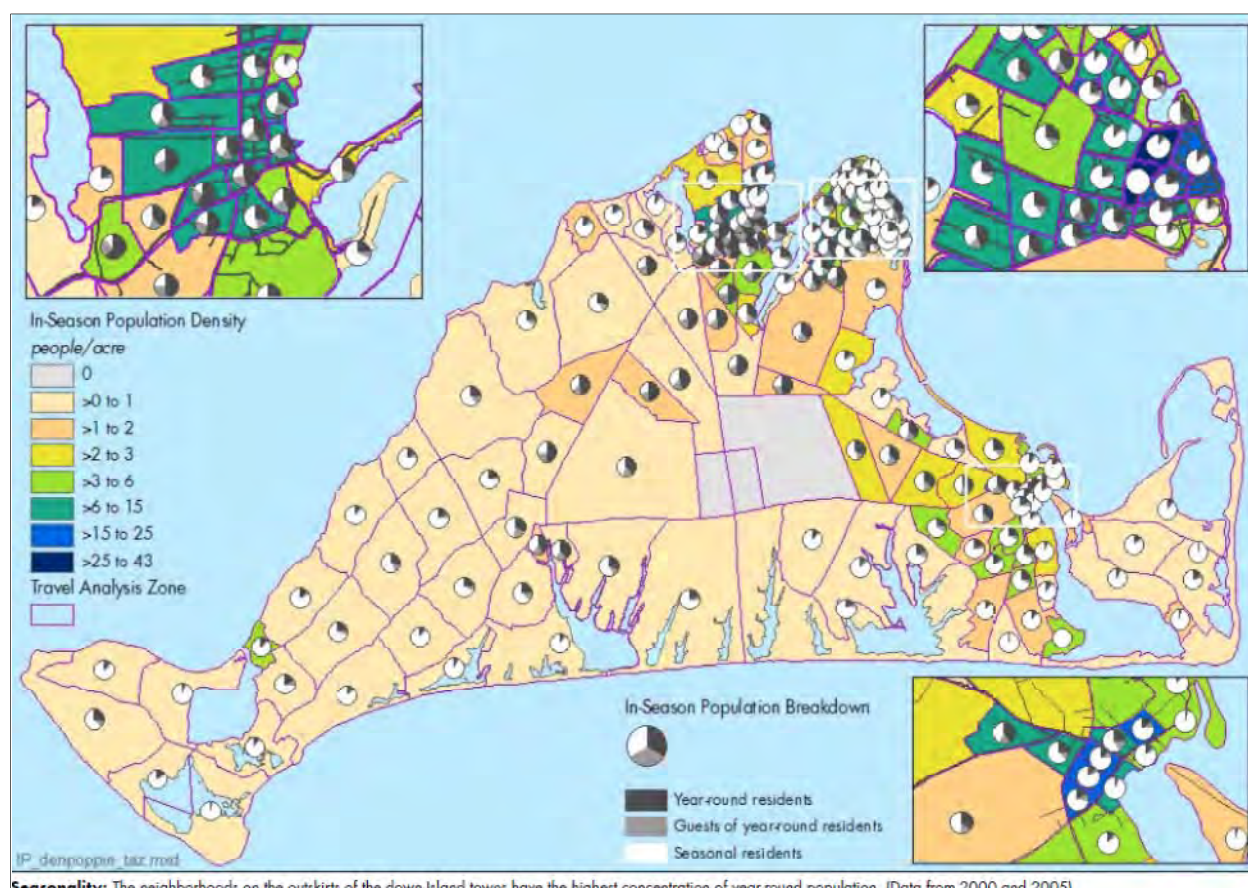
Approximately half of the residential housing units in Oak Bluffs are vacant for seasonal, recreational, or occasional use, according to the U.S. Census Bureau; however, this number is in decline. In 2000, approximately 56.1 percent of the town's 3,820 housing units were seasonal, but by 2010, this had declined to 50.8 percent. This decline in seasonal housing is also reflected in Martha's Vineyard as a whole, but to a lesser degree. Between 2000 and

2010, the percentage of seasonal housing units on Martha's Vineyard decreased slightly from 53.9 percent to 53.8 percent.²

Seasonal Residents and Renters

The supply of seasonal housing units would indicate a large number of seasonal residents, guests and transient renters that typically stay for longer duration in houses than in the islands many hotels. A significant proportion of housing units on Martha's Vineyard are for seasonal use as second homes or vacation rentals, as shown by data in Table 6. Also, as shown by data in **Figure 2**, Oak Bluffs appears to have a high proportion of seasonal residents compared to other areas of Martha's Vineyard.

Figure 2
In Season Population Breakdown on Martha's Vineyard



Source: Island Plan: Charting the Future of the Vineyard, Martha's Vineyard Commission.

² The Martha's Vineyard Commission estimates that the proportion of seasonal housing is slightly higher, closer to 57 percent, which may reflect different sources of data, estimating methods, definitions of year-round residency, year of observation.

According to a 2008 survey of second home owners on Cape Cod, who are assumed to be a reasonable proxy for Martha's Vineyard second home owners, 74 percent of second home owners are the exclusive users of their second homes, while 21 percent use their homes part-time and rent them out for the remainder of the season. The final 5 percent use their houses exclusively as a rental, occupying the home for no portion of the season.³

Extrapolating from this survey data and Census data on seasonal housing resulted in an estimated 144,700 annual visitors in seasonal housing units on Martha's Vineyard, including 17,600 home owners, 62,500 guests of home owners and 64,600 renters.

According to the same 2008 survey noted above, an estimated 22 percent of second home owners plan on converting their second homes to year round residences over the following 15 years. Second home owners on average were 60 years old, lived in 2 person households without children at home, almost 80 percent had a bachelor's or post graduate degree, and over two-thirds earned more than \$100,000 annually. This shift in residency patterns will affect demand for goods and services because of second home owners' demographic attributes and spending patterns.

Seasonal Household Spending Estimates

Because the demographics and incomes are similar between the households of Dukes County and the state as a whole and it is likely that a many seasonal households are from Massachusetts, seasonal households are assumed to have the same average household purchasing power as year round households. Unlike year round island households, who likely spend a large share of their spending on the Island, seasonal households spend only a portion of their purchasing power on the Island. The average year round household spends \$28,259 based on 7,552 households and \$213 million in year round resident spending. Assuming that the average seasonal household spends an average of 1.5 months on the island, or one eighth of the year, the average seasonal household would spend \$3,352 annually on the Island, based on the year round resident spending profile. In Oak Bluffs, this translates to an estimated \$7.8 million in spending potential due to Oak Bluffs seasonal households, and a total of \$24.9 million for the remainder of the island's seasonal household. The location of spending may be in Oak Bluffs or the remainder of Martha's Vineyard.

Seasonal to Year Round Resident Market Considerations

Considering the rising number of seasonal residents and the expectation that seasonal homes will be converted into year-round residences in the coming years, the demand for more year-round goods and services will likely rise, if this phenomenon playing out on Cape Cod also plays out on Martha's Vineyard. General merchandise and home improvement stores are opportunities that would better serve the growing resident market population and support more business activity in Oak Bluffs downtown.

³ 2008 Survey of Cape Cod Second Home Owners: Technical Report of Findings, UMass Donahue Institute, Nov. 12, 2008.

V. TOURIST MARKETS

Oak Bluffs and Martha's Vineyard have a strong seasonal tourism economy. Following is a review of the available tourist market data. Key tourist market segments include:

- ◆ Day trippers to Oak Bluffs and Martha's Vineyard
- ◆ Overnight visitors in Oak Bluffs and Martha's Vineyard

Tourist market segments to Oak Bluffs are analyzed using the same Trade Area definition as that of the resident markets.

Economic Impact of Tourist Spending to Dukes County

According to the Massachusetts Office of Travel and Tourism, significant economic impact was derived from travel and tourism to Dukes County in 2012. Domestic travelers to Martha's Vineyard spent \$128.0 million, slightly less than one percent of the statewide domestic tourism expenditures, which totaled \$15.4 billion. International travelers are estimated to added \$19.4 million, based on the ratio of domestic to international visitor spending statewide, for a total estimated tourist spending of \$147.4 million on the Island.

Data in **Table 7** show the breakdown of travel spending by industry sector in Massachusetts and Dukes County for 2012. The data show that visitors spend the most on public transportation and lodging, and comparatively little on retail and entertainment.

Table 7
Breakdown of Tourist Expenditures in Dukes County by Industry Sector

Sector	Total Visitor Spending in Massachusetts (Millions)	Percent to Total Massachusetts Spending	Estimated Dukes County Spending (Millions) ^{1/}
Public Transportation	\$5,286.4	29.8%	\$43.9
Lodging	\$3,973.7	22.4%	\$33.0
Food Service	\$3,477.0	19.6%	\$28.9
Auto Transportation	\$2,359.4	13.3%	\$19.6
General Retail Trade	\$1,543.3	8.7%	\$12.8
Entertainment and Recreation	\$1,082.1	6.1%	\$9.0
Total	\$17,739.6	100.0%	\$147.4

^{1/} Domestic (US) visitor spending totaled \$127.98 million in 2012. Total Dukes County Spending was estimated assuming that the ratio of Domestic and International Expenditures for Dukes County were the same as for the State as a whole. Dukes County breakdown by sector was estimated assuming the same proportions as for the State as a whole.

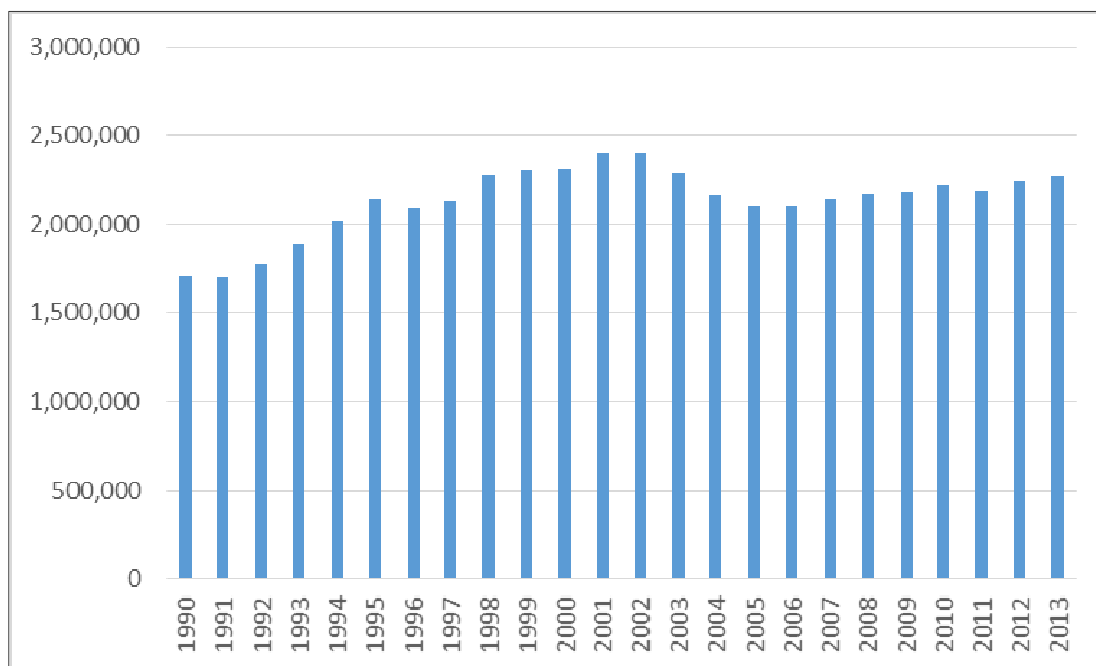
Source: Massachusetts Office of Travel and Tourism; ConsultEcon, Inc.

Ferry Traffic

The most common and popular way of accessing Martha's Vineyard is to travel by ferry. It is also an indicator of the seasonal tourism economy as ferry passenger service peaks during summer months. There are a number of year-round and seasonal ferries that run between Martha's Vineyard and the mainland. On the island there are three ferry terminals: Oak Bluffs, Vineyard Haven, and Edgartown. The largest of the ferry services, the Steamship Authority (SSA), offers year-round ferries from Woods Hole to Vineyard Haven and seasonal ferries from Woods Hole to Oak Bluffs on traditional ferry vessels. The company also offers additional services between Hyannis and Nantucket Island. SSA serves over 2.6 million passengers each year, approximately 2 million of whom are passengers between Woods Hole and Martha's Vineyard. Data in **Figure 3** show the trend in total Martha's Vineyard SSA ferry passengers from 1990 to 2013. Trend data indicate that ferry traffic was on the rise in the 1980s and 1990s, but leveled off in recent years.

Data from the 2011 Martha's Vineyard Regional Transportation Plan indicate that SSA supports most of the ferry traffic between the mainland and the island. Most of these ferries are those to Vineyard Haven, as that is the year-round service. SSA is also the only ferry company that accommodates the transportation of cars to the island, due to restrictions placed on vehicle transport on ferries in 1997. During the peak season, the service offers nine ferries per day to Vineyard Haven and five to Oak Bluffs. The one-way fare for adults is \$8.

Figure 3
Martha's Vineyard Steamship Authority Ferry passengers, 1990-2013



Source: Steamship Authority; ConsultEcon, Inc.

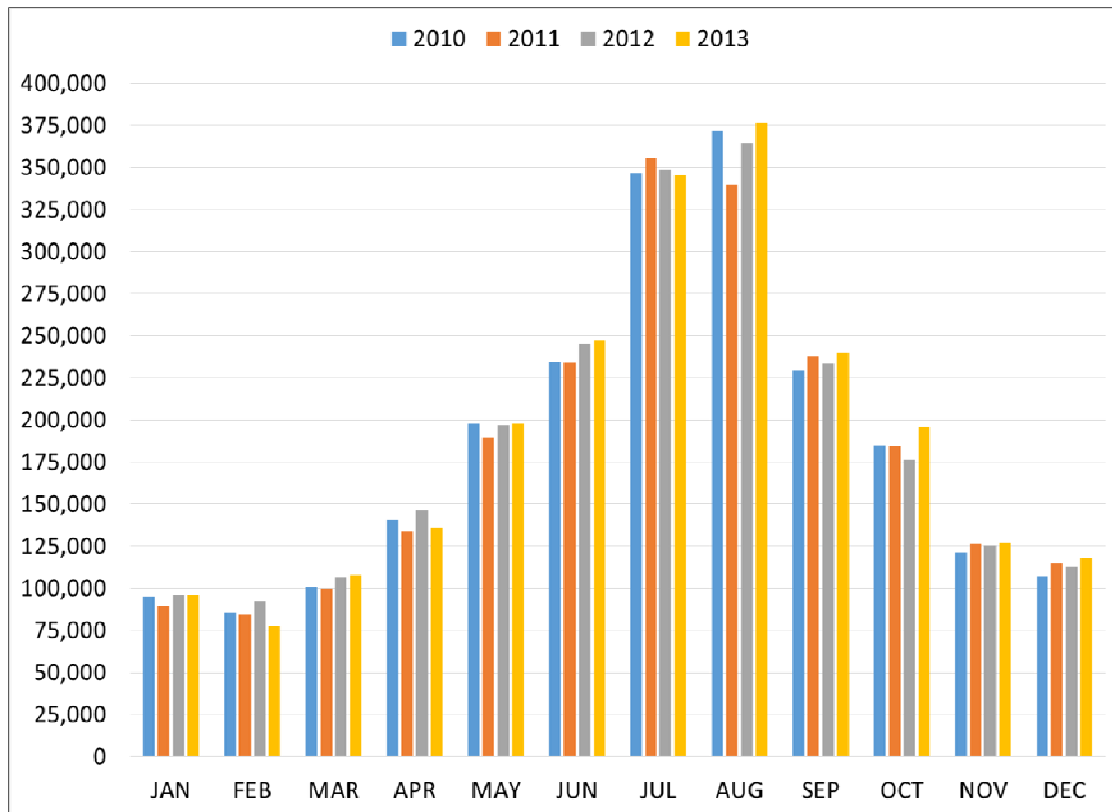
Oak Bluffs Passenger Estimates

According to SSA, there is approximately 1 passenger departing from Oak Bluffs for every 3 passengers departing from Vineyard Haven. This would indicate that Oak Bluffs has a 25 percent share of the annual passenger traffic, which would represent approximately 500,000 passenger trips through Oak Bluffs annually. Assuming that all trips are round trips, there are an estimated 250,000 day and overnight trippers. This estimated number of passengers includes island year round and seasonal resident travel as well as tourists going through Oak Bluffs on SSA annually.

Seasonality of Ferry Traffic

The seasonality of Martha's Vineyard activity is reflected in the passenger ferry traffic between Martha's Vineyard and the mainland, as well as the seasonal variations of ferry schedules. Data in **Figure 4** show the number of ferry passengers by month for the years 2010 through 2013. This trend shows the high volume of passengers traveling to and from Martha's Vineyard by ferry in July and August, and the low volume of passengers in January and February. In 2013, 32 percent of total ferry passengers traveled on SSA ferries in July and August, and 71 percent of total ferry passengers traveled between May and October.

Figure 4
Steamship Authority Ferry Passengers by Month, 2010-2013

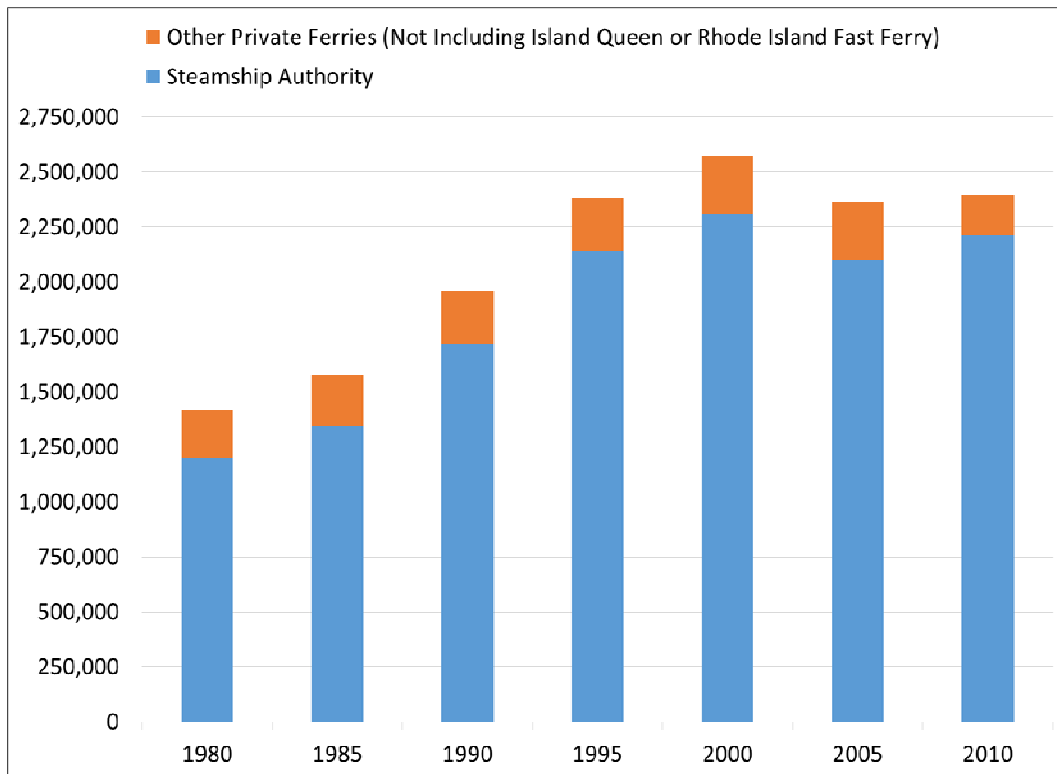


Source: Steamship Authority; ConsultEcon, Inc.

Other Ferry Services

In addition SSA, there are a number of other ferry services to and from Martha's Vineyard. Statistics provided to the Martha's Vineyard Commission by SSA, these ferry services carry considerably fewer passengers than SSA. Data in **Figure 5** show the trend in total ferry passengers on SSA and on private ferry services, not including the Island Queen and the Rhode Island Fast Ferry. The total volume of passengers to Martha's Vineyard has been relatively stable since 1995. Data in **Table 8** show the proportion of passengers traveling on privately operated ferries to the total passengers traveling with SSA. These data indicate that the private ferries were losing market share to SSA through 2010.

Figure 5
Steamship Authority and Private Ferry Passengers, 1980-2010



Source: Martha's Vineyard Commission; The Steamship Authority; ConsultEcon, Inc.

Table 8
Steamship Authority and Private Ferry Passengers to Martha's Vineyard, 1980-2010

Year	Steamship Authority	Private Ferry	Percent of Private	
	Passengers	Passengers	Total	Passengers to Total
1980	1,197,852	219,209	1,417,061	15.5%
1985	1,347,467	227,706	1,575,173	14.5%
1990	1,717,238	240,308	1,957,546	12.3%
1995	2,139,599	242,503	2,382,102	10.2%
2000	2,309,181	263,845	2,573,026	10.3%
2005	2,098,037	267,883	2,365,920	11.3%
2010	2,213,800	179,385	2,393,185	7.5%

Source: Martha's Vineyard Commission; The Steamship Authority; ConsultEcon, Inc.

Following are descriptions of other ferry services to Martha's Vineyard.

- ◆ **Hy-line Cruises** offer seasonal ferries to Oak Bluffs from Hyannis, in addition to seasonal ferries between Nantucket and Martha's Vineyard and year-round ferries between Hyannis and Nantucket. During the peak season the traditional ferry between Hyannis and Oak Bluffs runs once a day, for a fare of \$22.50. The high speed runs five times per day for a one-way adult fare of \$36.
- ◆ **The Island Queen** operates from late May through mid-October, offering service between Falmouth and Oak Bluffs. During the summer months the ferry runs seven times per day, with an additional ferry on Fridays, Sundays, and Labor Day. The one-way adult fare for this ferry is \$12.
- ◆ **The SeaStreak Ferry Service** is a New York-based ferry which operates a number of routes in and around the Long Island Sound. The service operates two routes to Martha's Vineyard, one from New York City to Oak Bluffs and one from New Bedford to Vineyard Haven or Oak Bluffs. During the summer the New York to Oak Bluffs Ferry operates weekend excursions, departing New York on Friday afternoons and departing Martha's Vineyard on Sunday evenings. The one-way fare for adults is \$165, and package deals for hotel accommodations are also available. The ferry between New Bedford and Oak Bluffs runs 1-3 times a day during the summer months, depending on the day of the week. The one-way adult fare for this route is \$40.
- ◆ **The Rhode Island / Martha's Vineyard Fast Ferry** is a seasonal ferry that operates from May to October, running from Quonset Point in Rhode Island to Oak Bluffs. During the busy season, the ferry operates two to three times each day, except on the busy days before holiday weekends, when the ferry runs four times. The one-way adult fare for this high-speed ferry is \$51 when the reservation is made in advance, and \$56 for walk-in ticket purchases. The company is private, and, as such, the volume of passengers they serve is proprietary information; however, the company did reveal that the volume of passengers that they serve has been increasing over the past several years.

Recreational Boating

Recreational Boating is a major part of Martha's Vineyard's history and culture. According to the Regional Transportation Plan, the Harbor at Oak Bluffs has a capacity for 216 transient recreational boats, in addition to several hundred more for local residents. These slips provide temporary berthing for boats staying overnight and for the day in Oak Bluffs.

Airport Traffic

Martha's Vineyard has two airports; the Martha's Vineyard Airport (MVY), which serves the public, and one exclusively for private planes. The Martha's Vineyard Airport is located in the center of the island and is served by four commercial airlines: Cape Air, Delta, JetBlue, and U.S. Airways. Cape Air provides service year-round from Boston, White Plains, New Bedford, Hyannis, and Nantucket, as well as seasonal service from Providence and

Provincetown. Delta provides seasonal service from New York's JFK, as does JetBlue. U.S. Airways offers an express service from Reagan Airport in Washington, D.C.

The airport has been in operation since the 1950s and is currently undergoing a master planning process, which commenced in late 2012, to evaluate the existing airport infrastructure and develop plans for future airport operations. Trend data reported in the Martha's Vineyard Regional Transportation plan indicate that the number of passengers departing by plane from Martha's Vineyard has been in decline over the past fifteen years after reaching a peak of 172,000 passengers in 2000. In 2012, there were 95,000 airport passengers.

Hotel Rooms

There are an estimated 989 hotel rooms on Martha's Vineyard, as shown by data in **Table 9**. Oak Bluffs contain 331 rooms, or 33.5 percent of the total number of rooms on the Island.

Table 9
Hotel Rooms by Town in Martha's Vineyard

Town	Number of Hotel Rooms	Percent to Total
Edgartown	422	42.7%
Oak Bluffs	331	33.5%
Vineyard Haven	184	18.6%
Chilmark	22	2.2%
West Tisbury	21	2.1%
Aquinnah	9	0.9%
Total	989	100.0%

Source: Martha's Vineyard Chamber of
Commerce; ConsultEcon, Inc.

Local Attractions

The biggest attractions in Oak Bluffs and on Martha's Vineyard are their beaches. Beyond nearby beaches, the picturesque and historic character of Oak Bluffs, its shopping, dining, entertainment and nightlife are its principal draws. A National Historic Landmark, the Martha's Vineyard Camp Meeting Association's historic cottages and district are a key heritage attraction that benefits downtown due to its proximity. Camp Meeting Association and the Tabernacle hosts numerous events throughout the summer, including weekly movies, community sings, Sunday religious services, and the Grand Illumination, an annual event that draws thousands. Walking tours are offered twice weekly for \$10.00 Oak Bluffs also has several small-scale attractions. Data in **Table 10** show the characteristics of some

of these local attractions. Most attractions are free or moderately priced at \$7.00 or less for an adult, and reportedly attract a small number of visitors.

Table 10
Selected Martha's Vineyard Attractions

Attraction	Town	Admission Price
Ryan Family Game Room Arcade	Oak Bluffs	General Admission - Free
Cottage Museum / Martha's Vineyard Camp Meeting Association	Oak Bluffs	Adults - \$2, Children - \$.50
Featherstone Center for the Arts	Oak Bluffs	Events and classes range in price from \$5 per hour (open pottery studio) to \$175 for a three-day workshop.
Flying Horses Carousel	Oak Bluffs	All Rides - \$1.50
Aquinnah Cultural Center	Aquinnah	N/A
Felix Neck Wildlife Sanctuary	Edgartown	Adults - \$4, Children - \$3, Members - Free
Gus Ben David's World of Reptiles and Birds Park	Edgartown	General Admission - \$5
Martha's Vineyard Museum	Edgartown	Summer Admission Prices: Adults - \$7, Seniors - \$6, Children - \$4, Members - Free
Island Alpaca Company of Martha's Vineyard	Vineyard Haven	Summer General Admission - \$5
Polly Hill Arboretum	West Tisbury	Adults - \$5, Children - Free, Members - Free

N/A = Not Available

Source: Facilities Listed; mvv.com; oakbluffs.mv.com; Official Museum Directory Online / American Alliance of Museums; ConsultEcon, Inc.

VI. SUMMARY OF CONSUMER EXPENDITURES

As shown by data in **Table 11**, year round and seasonal residents and tourists in the total trade area (Martha's Vineyard/Dukes County) have an estimated \$393.5 million in consumer spending. Year round residents account for an estimated 54 percent of total spending, tourists 38 percent and seasonal residents 8 percent. The location of spending may be in Oak Bluffs, the remainder of Martha's Vineyard, or off Island (for year round residents only). The Oak Bluffs business district captures a share the aggregated spending on Island by year round and seasonal residents and tourists, and there is certainly an opportunity to increase its share.

Table 11
Total Estimated Expenditures by Year Round and Seasonal Residents and Tourists

	Primary Trade Area	Secondary Trade Area	Total Trade Area	Percent to Total Spending
Year Round Resident	\$52.5	\$160.9	\$213.4	54.2%
Seasonal Resident ^{1/}	\$7.8	\$24.9	\$32.7	8.3%
Tourist ^{2/}	\$49.3	\$98.0	\$147.4	37.5%
Total Estimated Spending	\$109.6	\$283.9	\$393.5	100.0%
Percent to Total	27.9%	72.1%	100.0%	

NOTE: The location of spending may be in Oak Bluffs, the remainder of Martha's Vineyard, or off Island (for year round residents only).

1/ Seasonal resident households assumed to have 1/8 the spending of the average year round resident household. There are a total of 7,552 households in the Total Trade Area, and the average year round household spends \$30,177 annually. Seasonal resident households are therefore assumed to spend \$3,772 annually on Island (and the remainder more proximate their year round residences).

2/ Total estimated spending to Dukes County in 2012 was \$147.4 million. Split between the Primary Trade Area and Secondary Trade Area based on proportion of lodging accommodations in Oak Bluffs (33.5%) to the whole of Martha's Vineyard.

Source: ESRI; Massachusetts Office of Travel and Tourism; Martha's Vineyard Chamber of Commerce; and ConsultEcon, Inc.

Spending by Sector

Data in **Table 12** show year round and seasonal residents and tourist spending by sector, based on prior data and analyses. Driven by year round and seasonal resident spending, the largest category of expenditures is in the retail sector, with almost \$166 million in retail spending potential in the Trade Area. Auto transportation, including car and parts dealers and gasoline stations, accounted for another \$88 million, the second largest category of expenditure, followed by food service (restaurant) expenditures of \$53.8 million, driven largely due to seasonal resident and tourist demand.

Table 12
Total Estimated Expenditures by Year Round and Seasonal Residents and Tourists by Sector

Sector	Year Round Resident Spending	Seasonal Resident Spending ^{1/}	Tourist Spending	Total Spending	Percent to Total Spending
Public Transportation	NC	NC	\$43.9	\$43.9	11.2%
Lodging	NC	NC	\$33.0	\$33.0	8.4%
Food Service	\$21.6	\$3.3	\$28.9	\$53.8	13.7%
Auto Transportation ^{2/}	\$59.1	\$9.0	\$19.6	\$87.7	22.3%
General Retail Trade ^{3/}	\$132.7	\$20.3	\$12.8	\$165.9	42.2%
Entertainment and Recreation	NC	NC	\$9.0	\$9.0	2.3%
Total Spending	\$213.4	\$32.7	\$147.2	\$393.3	100.0%
Percent to Total	54.3%	8.3%	37.4%	100.0%	

NC = Not Calculated.

NOTE: The location of spending may be in Oak Bluffs, the remainder of Martha's Vineyard, or off Island (for year round residents only).

1/ Seasonal resident households assumed to have 1/8 the spending of the average year round resident household. There are a total of 7,552 year round households, and the average year round household spends \$30,177 annually. Seasonal resident households are therefore assumed to spend \$3,772 annually on Island.

2/ Includes Motor Vehicles and Auto Parts and Gasoline Stations.

3/ Includes: Food & Beverage Stores, General Merchandise Stores, Health & Personal Care Stores, Clothing & Clothing Accessories Stores, Building Materials, Garden Supply Stores, Electronics & Appliance Stores, Miscellaneous Store Retailers, and Furniture & Home Furnishings Stores.

Source: ESRI; Massachusetts Office of Travel and Tourism; and ConsultEcon, Inc.

VII. BUSINESS MIX

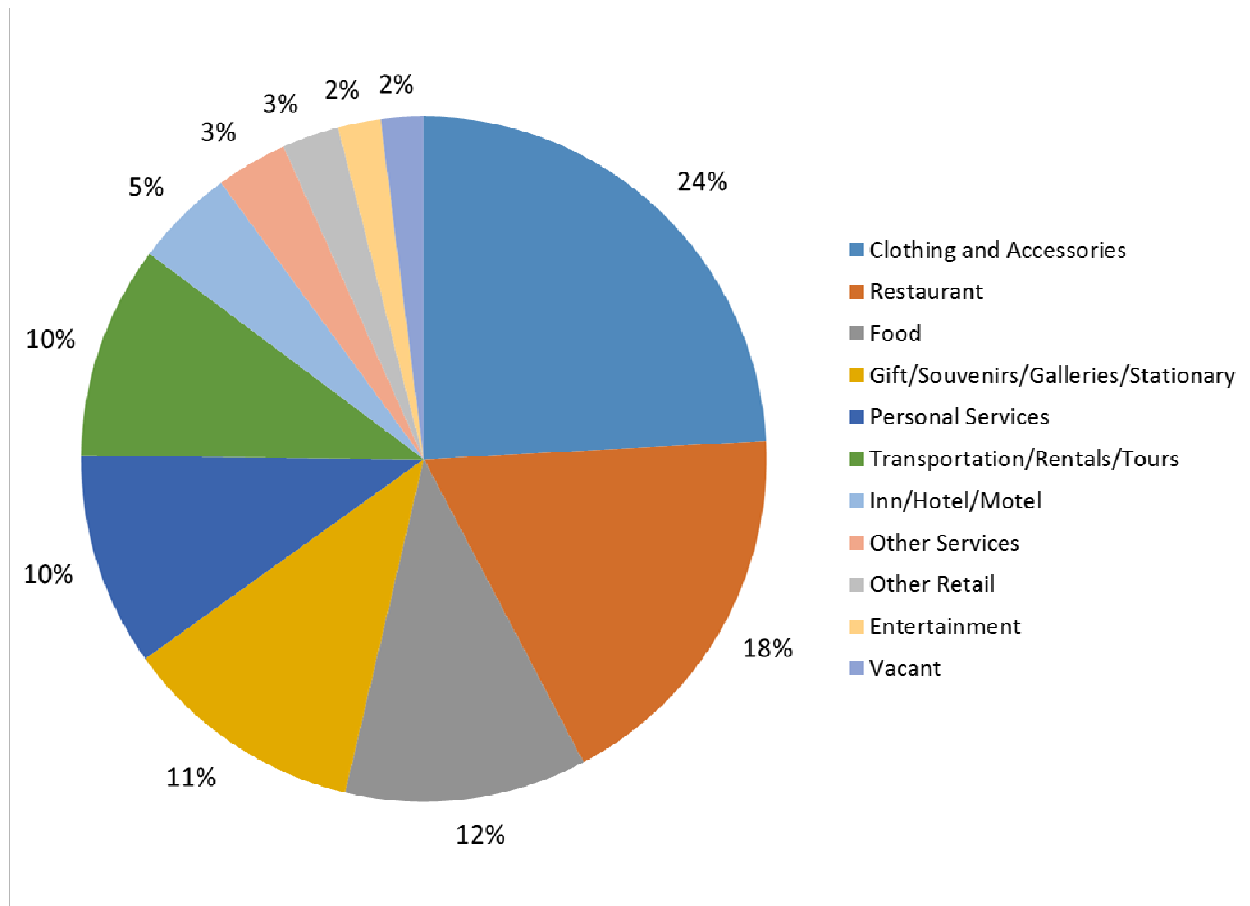
An inventory of the commercial storefront mix in the Oak Bluffs Downtown area shows the types of businesses serving the Oak Bluffs resident and tourist markets. Data in **Table 13** show a summary of the inventory. The most common businesses are clothing and accessory stores, restaurants, food stores, gift/souvenir shops, and transportation rental enterprises, as shown by data in **Figure 6**.

Table 13
Mix of Businesses in Commercial Storefronts
Oak Bluffs Downtown

Type	Number of Businesses	Percent to Total Businesses and Other Uses	Percent to Total Businesses
<i>Retail</i>			
Clothing and Accessories	36	24.2%	24.7%
Food	17	11.4%	11.6%
Gift/Souvenirs/Galleries/Stationary	17	11.4%	11.6%
Other Retail	4	2.7%	2.7%
Subtotal Retail	74	49.7%	50.7%
<i>Accommodations, Food Services and Entertainment</i>			
Inn/Hotel/Motel	7	4.7%	4.8%
Restaurant	27	18.1%	18.5%
Entertainment	3	2.0%	2.1%
Subtotal Accommodations, Food and Fun	37	24.8%	25.3%
<i>Services</i>			
Personal Services	15	10.1%	10.3%
Other Services	5	3.4%	3.4%
Subtotal Services	20	13.4%	13.7%
Transportation/Rentals/Tours	15	10.1%	10.3%
Total Businesses	146	98.0%	100.0%
Vacant Spaces	3	2.0%	
Total Businesses and Vacant Spaces	149	100.0%	

Source: ConsultEcon, Inc.

Figure 6
Mix of Storefront Businesses
Oak Bluffs Downtown



Source: ConsultEcon, Inc.

Downtown Occupancy

A survey of downtown commercial storefronts was conducted on July 23, 2014. The survey identified 146 businesses, occupying 98 percent of commercial frontage in the downtown. (The survey did not count upper floor residential and unsigned commercial space.) Oak Bluffs Downtown had a high occupancy rate at 98 percent, with only one space advertised for rent (vacant space adjacent to Edgartown Bank, reportedly a new building).

Downtown Storefront Rents

Occupancy is high and property owners have reportedly increased rents for new spaces, which may be a factor in recent business turnover in some spaces. Property owners are reportedly aware of trend and capitalizing on it by increasing rents. The 100% corner is at Healy Square and Circuit Ave. where the highest rents are charged. Rents from Healy Square to Lake Ave reportedly range from \$25/sf to \$40/sf depending on the size and configuration of the space. From Healy Square to Union Chapel, rents are somewhat lower

ranging from \$22/sf to \$35/sf. On Circuit Ave. Extension, rents range from \$25/sf to \$35/sf.

Market Orientation of Downtown Businesses

The stores in Oak Bluffs serve a range of resident and tourist markets. Stores that offer convenience goods and services, such as the coffee shops, grocery stores, banks, and post office, cater to a year round resident market, as well as the seasonal resident and tourist markets. Clothing and accessory stores in Oak Bluffs downtown cater more to the seasonal resident and tourist markets. The downtown's physical orientation along Circuit Ave., small and dense storefront spaces supports pedestrian oriented window shopping and casual browsing for comparison goods, such as clothing, accessories, gifts and souvenirs. The density of restaurants supports shopping trips, making downtown a half day to full day destination trips, from visitors arriving for the day on the ferry and those staying on island overnight.

VIII. Findings from Market Analysis and Implications for Streetscape Planning

Following are the findings of the market analysis and implications for streetscape master plan.

- ◆ Oak Bluffs Downtown is an historic destination providing shopping, dining, and entertainment for year round and seasonal residents, as well as tourists. The downtown streetscape is integral to the visitor experience because much of the visitor experiences in Oak Bluffs are outdoors. Outdoor areas are an integral part of the part of the overall shopping experience in the downtown. Improvements in the following areas of Oak Bluffs Downtown have the potential to improve the overall visitor experience, enhance the downtown's sense of place and thereby augment the downtown's marketability and visitation.
 - **Visitor Arrival and Gateways** – Ferry arrivals and transfers are important parts of the overall visitor experience in Oak Bluffs that set the tone and tenor for a visitor's trip. SSA made major streetscape improvements at their terminal that also included streetscape improvements. The ferry terminals on the North Bluff are more chaotic. When arriving via these passenger only ferries, visitors are immediately presented with an array of opportunities to rent cars, mopeds, and bikes or take a tour or taxi that signal that Oak Bluffs is a place of departure and not arrival. Better orchestrating ferry arrivals and departures through streetscape interventions has the potential to mitigate this poor sense of arrival in Oak Bluffs. Streetscape interventions must balance the needs to the pedestrians and vehicles traveling to and through the area during peak and non-peak periods.
 - **Signage and Wayfinding** – Signage must be conducive to visitor arrival and departure, as well as circulation within downtown. Downtown requires improved orientation and information systems to better orchestrate visitor movements, especially during peak season ferry embarkations and disembarkations. Overlaying interpretive trails, based on Oak Bluff's unique culture, heritage, and environment, has the potential to link to information and orientation systems. In addition, interpretive trails create an attraction for cultural tourists, who tend to spend more money during a trip than the average tourist spends. While there are likely a significant number of cultural tourists already visiting Oak Bluffs, creating context-sensitive, authentic, and compelling interpretive trails, as well as comprehensive orientation and information systems, has the potential to increase cultural tourist visitation to Oak Bluffs and to improve overall visitor satisfaction within Oak Bluffs.
 - **Sidewalks and Public Circulation Space** – Overall, the sidewalks in Oak Bluffs Downtown are too narrow to accommodate all visitors at peak times, leading to people walking instead on the streets. (A byproduct of this phenomenon is a calming effect on vehicular traffic.) There are opportunities to accommodate the high period tourist populations and reduce conflicts between pedestrians and vehicles by managing parking better in the downtown area. Doing so would create enterprise opportunities for

temporary or “pop up” restaurants, stores, markets, festivals, and events which have the potential to increase economic activity in the downtown, as well as create new market opportunities for businesses and entrepreneurs.

- **Parks and Open Space** – Despite the preponderance of parks in Oak Bluffs, the downtown contains a small amount of actual open space within its core shopping corridor on Circuit Avenue. Kennebec Avenue is even more constrained for space and the few businesses that are there open onto streets, rather than sidewalks. Creating open space for visitor respite, with infrastructure and amenities, is a key opportunity and need in the downtown. For lack of public seating, many visitors use the tree planters in the streets, which are in ill repair. Upgrading planters and installing shared seating would lead to a better visitor experience and facilitate longer stays in the downtown. Expanding the amount of parkland and open space in the downtown will likely create more activity and increase the time visitors stay in the downtown.
- **Parking** – Among the Towns on Martha’s Vineyard, Oak Bluffs reportedly has the best parking availability. There are over 600 parking spaces within a short walking distance of the downtown and 68 spaces on Circuit Ave. On-street parking on Circuit Ave is a barrier to expanding the public realm and circulation space for pedestrians. Nonetheless, there is a need for parking throughout the downtown. Employing temporary and short-term parking strategies by removing and adding spaces in different locations has the potential to create more public gathering spaces for festivals, events, and markets and to encourage increased business activity during selected days and times during the peak season. Removing 2 or 3 strategic spaces on Circuit Ave. would reduce overall supply by less than 1 percent, and could likely be replaced by new parking spaces through streetscape improvements in other downtown areas.
- ◆ Oak Bluffs has limited space for new building development, and seasonal outdoor spaces would generate new business activity to capture a greater share of market demand. The downtown’s high occupancy rates are evidenced by the business inventory that includes few vacant spaces and only one vacant space currently displaying a “for rent” sign. (The winter is a different story, with some stores and restaurants closing seasonally. In the survey of businesses, nearly half the total responses were from seasonal businesses.) The high occupancy rate indicates that there may be additional demand for space, should it be built. Rents for storefront spaces reportedly ranges from the \$22 to \$45 per square foot, depending on the size and location of the space in the downtown. Rents reportedly tend to be higher closer to Healy Square and Circuit Avenue, the so-called “100% corner” in downtown. More businesses in the downtown would enable the downtown to capture a greater share of consumer expenditures from both the resident and tourist markets.
- ◆ Building redevelopment is constrained by the high cost of redevelopment, limited resources among businesses, seasonal construction of many existing buildings, and

Town and Martha's Vineyard Commission regulations. Several businesses reported that the high cost of real estate and cumbersome permitting are impacting their ability to reinvest in historic properties downtown. Many buildings are uninsulated and without extensive modern comforts that makes expanding off season travel problematic and potentially costly. Streetscape improvements have the potential to impact opportunities for redevelopment in the downtown and to overcome some of the constraints to building redevelopment. Streetscape improvements can improve access to businesses and potentially mitigate private building construction costs if designed with future building renovations in mind. Marrying the streetscape plan with other downtown development strategies, such as a façade improvement program and access to low-cost financing or historic tax credits, will also support redevelopment within the downtown and incentivize property owners and businesses to reinvest. Creation of seasonal restaurant space on sidewalks for restaurants and food stores has good potential to attract private sector investment and expand business activity downtown.

- ◆ Oak Bluffs Downtown is a year-round convenience center for Town and Island residents and local businesses. During the peak summer season, there is significantly more traffic in town. Residents are often frustrated by congestion and lack of convenient parking caused by the high volume of downtown activity. However, visitor activity drives summer season sales for seasonally-oriented businesses which represent a good portion of the local economy. Seasonal businesses account for 47 percent (31 of 66 responses) of the businesses in Oak Bluffs Downtown. Parking management strategies coupled with improvements to the streetscape have the potential to address residents' concerns about congestion, access to year round convenience businesses, and parking availability, especially for residents of the downtown area. One opportunity for downtown development is to implement a resident permit parking system for on-street parking, not on Circuit Ave, but in adjacent areas to downtown.
- ◆ Expanding tourism in Oak Bluffs can happen in a variety of ways, but expanding tourism means increasing the number of tourists and tourist spending in downtown during peak and non-peak seasons. Strategies will differ depending on the season, and possible strategies are reviewed for both peak and non-peak seasons. Nonetheless, increasing tourist visitation means creating more reasons to visit downtown by strengthening existing markets and taping into markets not well represented in downtown.
 - Potential strategies for increasing peak season visitation to downtown include hosting more events, especially mid-week to fill excess capacity with is usually at maximum occupancy on weekends, adding new stores and attractions, especially those not well represented by the current downtown business mix, utilizing outdoor areas for pop up and temporary stores and events, expanding the menu of available day trips, tours and overnight itineraries, and increasing downtown promotions, discounts and shopper loyalty programs. New store types and attractions may include but are not limited to:

- Entertainment and recreational uses, such as bowling alley, movie theater, night clubs, and amusements.
 - More stores that support comparison shopping and window browsing, especially those under-represented in Oak Bluffs, including art and craft galleries, and furniture, home furnishings and home goods.
- Potential strategies for increasing non-peak season visitation to downtown include hosting more events and packaging off-season itineraries for families and groups. However, because ferry service is not available to Oak Bluffs issues with ferry service, availability of visitor amenities due to seasonal buildings, and limited seasons of operations will require coordination of multiple businesses to package events and itineraries.

Appendix D:

Design Alternatives

Numerous design alternatives were produced during the iterative planning process to visually communicate ideas, test stakeholder suggestions, and evaluate multiple solutions to design challenges and opportunities. As the master plan progressed through a series of feedback loops with the community, alternatives were evaluated and consensus design concepts were selected. Previous iterations and concepts are presented in this appendix both to document the design process and also to preserve alternatives and ideas that might be utilized, in whole or in part, in the future.



The first draft of the North Bluff concept proposed reversing the direction of Circuit Avenue Extension to allow conversion of the right-turn lane on Oak Bluffs Avenue between Harbor Drive and Circuit Extension to new parking spaces, an expanded sidewalk, and a new plaza in front of the Strand Theater. The proposed change to existing vehicular circulation was determined to be too much at the current time, especially given the potential impact the change could have on local businesses north of Oak Bluffs Avenue.

D

Appendix: Design Alternatives



This design concept demonstrates conversion of the existing parking/loading area at the far north point of North Bluff to a more complete park open space including distinct ferry queuing zones, beachscape open space, and a shelter with information booth. This concept was not selected because it was felt it did not adequately address vehicular dropoff/pickup or Patriot Boat loading needs. This concept was further evolved to combine the bus/taxi dropoff as shown, slightly expand the waterfront open space with pedestrian and landscape improvements around the north point, and maintain a flexible hardscape at the point similar to the existing condition, allowing potential to adapt and evolve in the future.



This design concept includes parallel parking to increase Circuit Avenue sidewalk width, an expanded pedestrian plaza and shared street retrofit on Circuit Avenue at Healey Square, and a pocket plaza terminating David Healey Way at Ocean Park. This concept is the predecessor to the selected concept, as preservation of the existing Circuit Avenue parking was selected, the size of the Circuit/Healey expansion of Healey Square was reduced to maintain convenience parking and include parallel loading zones, and the Ocean Park plaza was pulled out of Ocean Park, maintaining a curb bumpout and sidewalk/crosswalk improvements.

D Appendix: Design Alternatives



The intersection of Circuit Avenue and Kennebec Avenue in front of the Union Chapel was originally envisioned as a “monument circle” - a precedent established in several historic New England villages. A vertical element placed within the center of the intersection would slow traffic and create clear vehicular flow as a mini circle while providing an opportunity for local artists to create a special vertical public art element. The vertical element in this location would be visible from blocks away down the axes of multiple intersecting streets. The intersection was redesigned to eliminate the monument from the center, more in keeping with the vision of this intersection as a node connecting Upper Circuit with the rest of the downtown rather than a gateway or endpoint. The consensus solution also expands pedestrian space with bumpouts on Circuit Avenue including public art, improves safety of pedestrian crossings, and adds on-street parking spaces.

Back-in Angle Parking

Pros:

- Easier than parallel
- Improved visibility – no blind reverse
- Decreased collisions
- Safer exit to sidewalk & loading
- Increased space/maneuverability

Cons:

- Public/business acceptance
- Vehicle overhang and exhaust
- Congestion due to back-in maneuver



Back-in angled parking was considered for Circuit Avenue. The concept was determined to pose a safety hazard in this specific application due to the extremely constrained one-way Circuit Avenue condition. Vehicle overhang and exhaust were secondary considerations, as vehicles would reverse towards an already extremely narrow sidewalk fronting retail and restaurants. Back-in angled parking is recommended for consideration elsewhere in town, including as part of potential Lake Avenue parking restriping.

