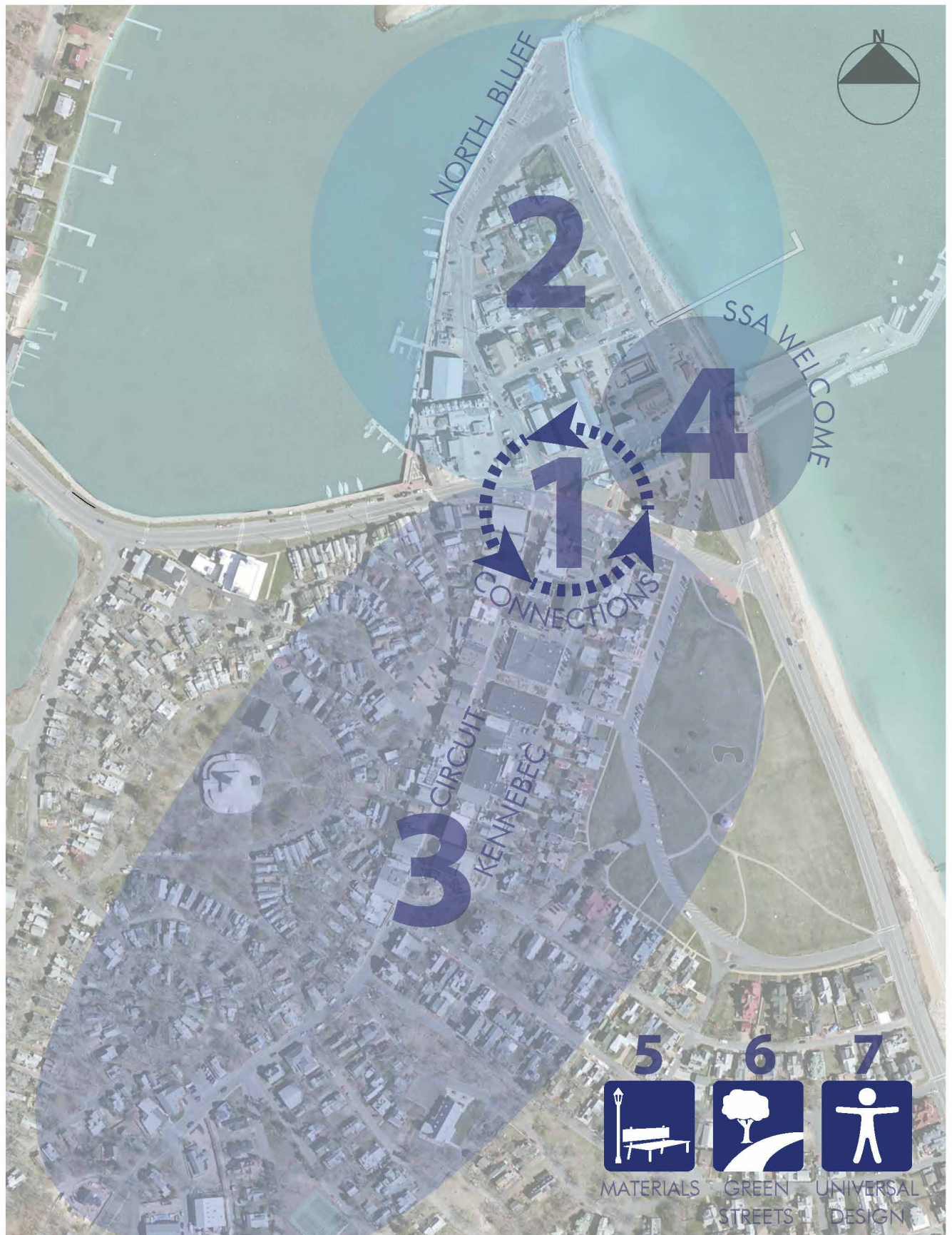




### 3 Calibrated Goals





The seven Downtown Streetscape calibrated goals summarize the community's vision and serve as the organizational framework for the overall masterplan. The calibrated goals grew from the community visioning process as well as a series of public Streetscape Committee meetings and workshops held in 2014 and 2015.

The calibrated goals are summarized below, with sub-concepts presented in detail in the following sections of the report.

## Connections

# 1

*Strengthen linkages between Kennebec/Circuit, North Bluff, the Martha's Vineyard Camp Meeting Association, public restrooms, and Ocean Park.*

## North Bluff

# 2

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

## Circuit/Kennebec

# 3

*Improve/enlarge the Circuit/Kennebec Avenue pedestrian experience while providing a net parking gain within a 5-minute walk and preserving parking near convenience businesses.*

## SSA Welcome

# 4

*Improve the Steamship Authority ferry arrival welcome experience.*

## Streetscape Materials

# 5

*Recommend consistent streetscape materials, plantings, and furnishings to make the downtown more inviting and true to Oak Bluffs unique character.*

## Green Streets

# 6

*Investigate opportunities to incorporate "Green Street" principles.*

## Universal Design

# 7

*Incorporate universal design principles to accommodate people of all abilities.*



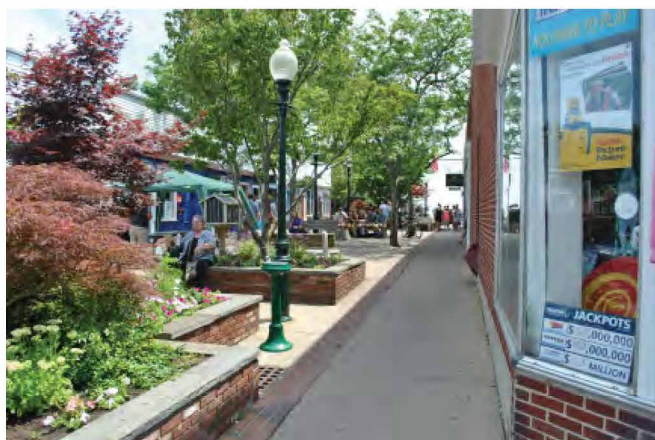
# GOAL 1: Connections

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*Strengthen linkages between Kennebec/Circuit, North Bluff, the Martha's Vineyard Camp Meeting Association, public restrooms, and Ocean Park.*

3.1

## 3.1 Connections *Existing Conditions: Photos*



*Healey Square from Circuit Avenue*



*Looking towards Ocean Park from Kennebec and Healey Square*



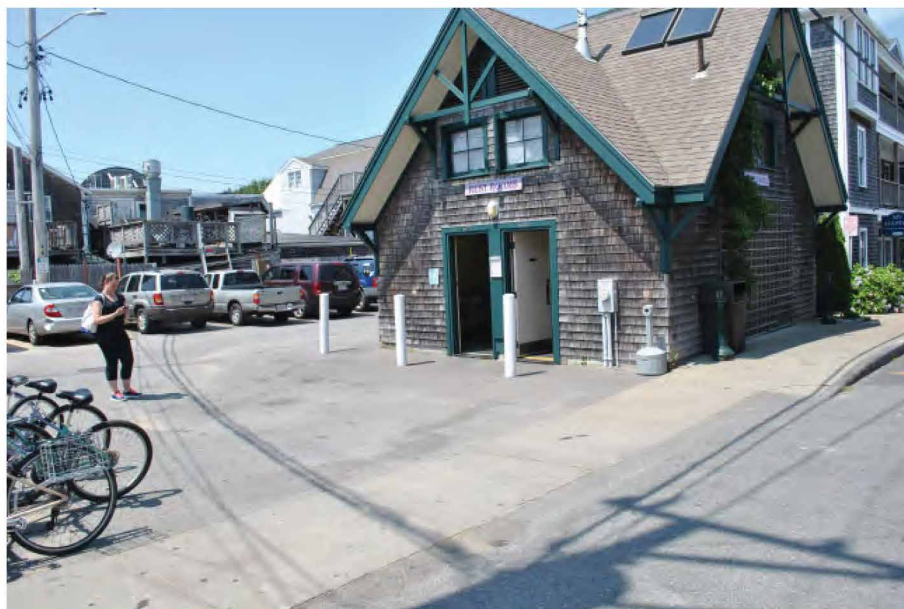
*MVCMA entrance*



*MVCMA entrance*



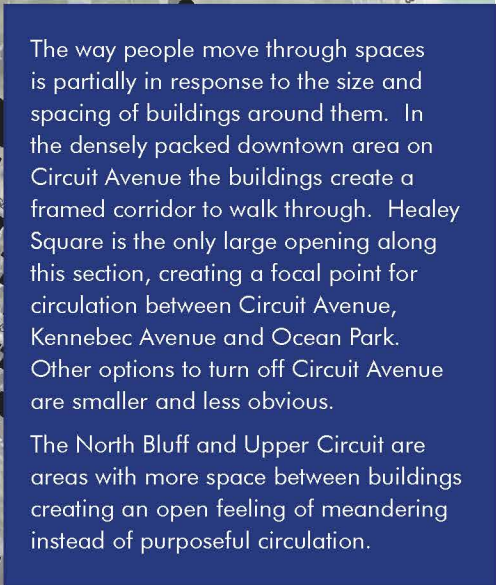
*Bus stop at Ocean Park*



*Public restrooms on Kennebec Avenue*

The character of Downtown's public realm is architecturally one of a kind, but suffers from lack of wayfinding, unpredictable circulation patterns, and inconsistent streetscape materials.

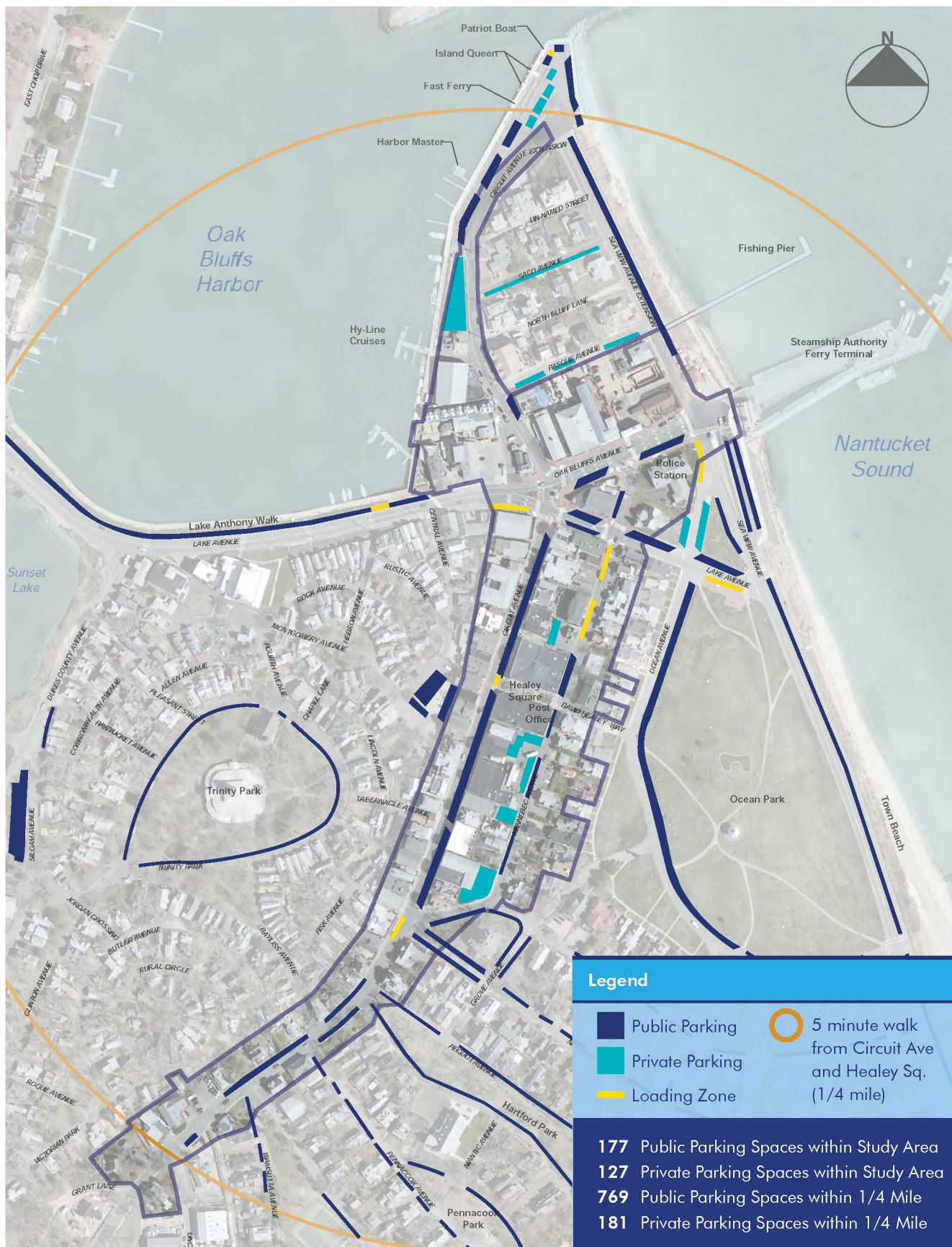




### 3.1 Connections *Existing: Public/Private Space*

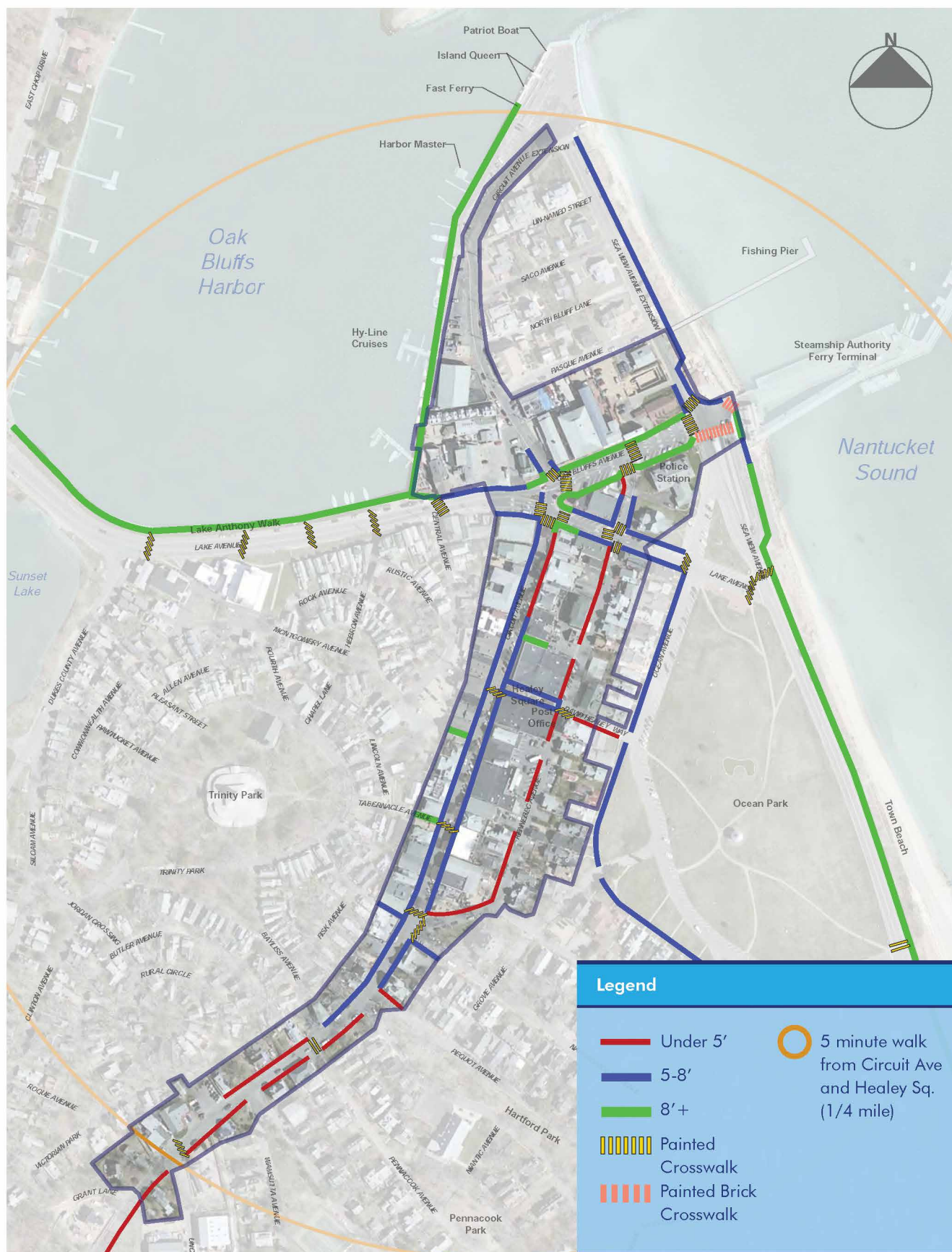




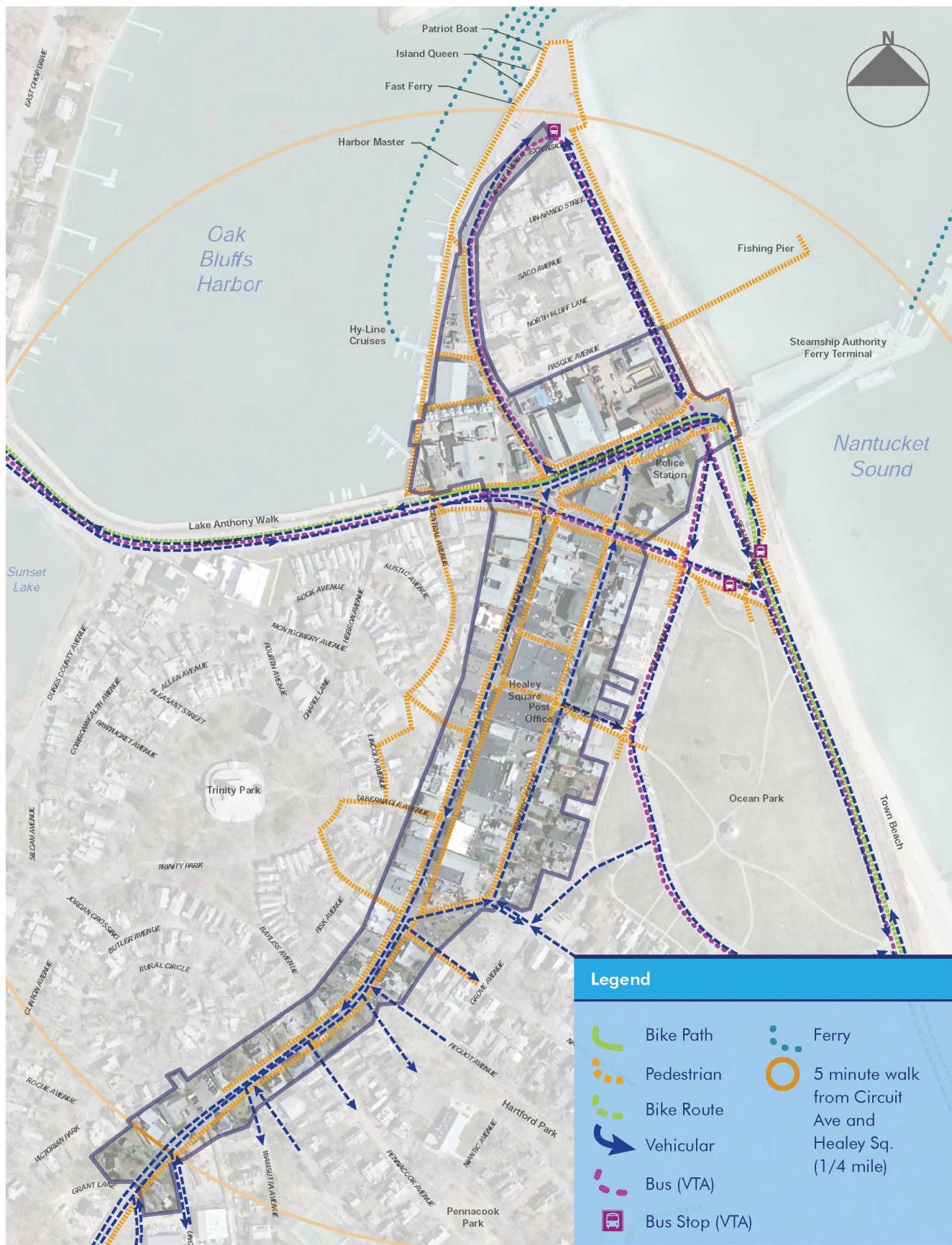




## 3.1 Connections Existing: Sidewalks & Crosswalks





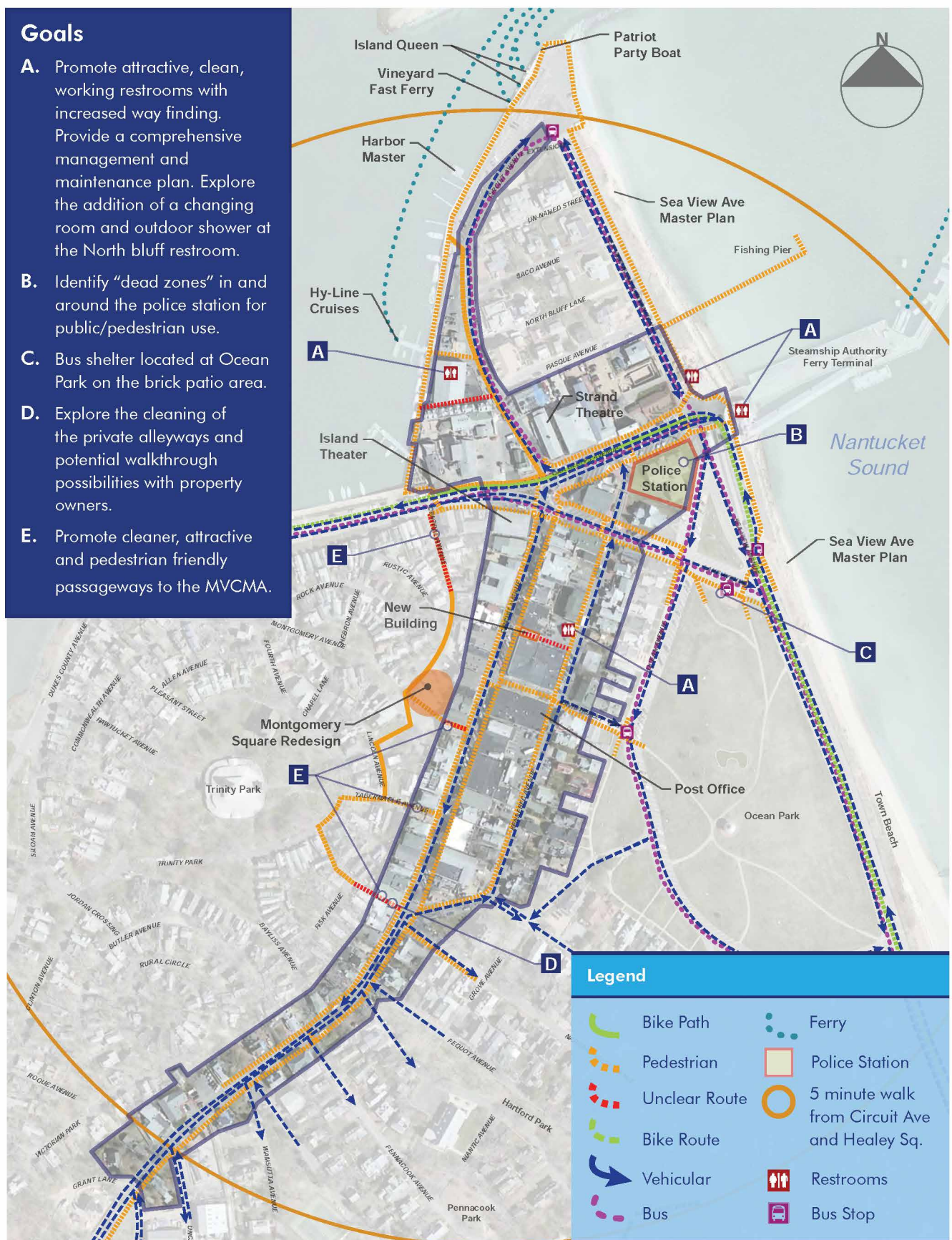




## 3.1 Connections *Existing: Calibrated Goals*

### Goals

- A.** Promote attractive, clean, working restrooms with increased way finding. Provide a comprehensive management and maintenance plan. Explore the addition of a changing room and outdoor shower at the North bluff restroom.
- B.** Identify “dead zones” in and around the police station for public/pedestrian use.
- C.** Bus shelter located at Ocean Park on the brick patio area.
- D.** Explore the cleaning of the private alleyways and potential walkthrough possibilities with property owners.
- E.** Promote cleaner, attractive and pedestrian friendly passageways to the MVCMA.

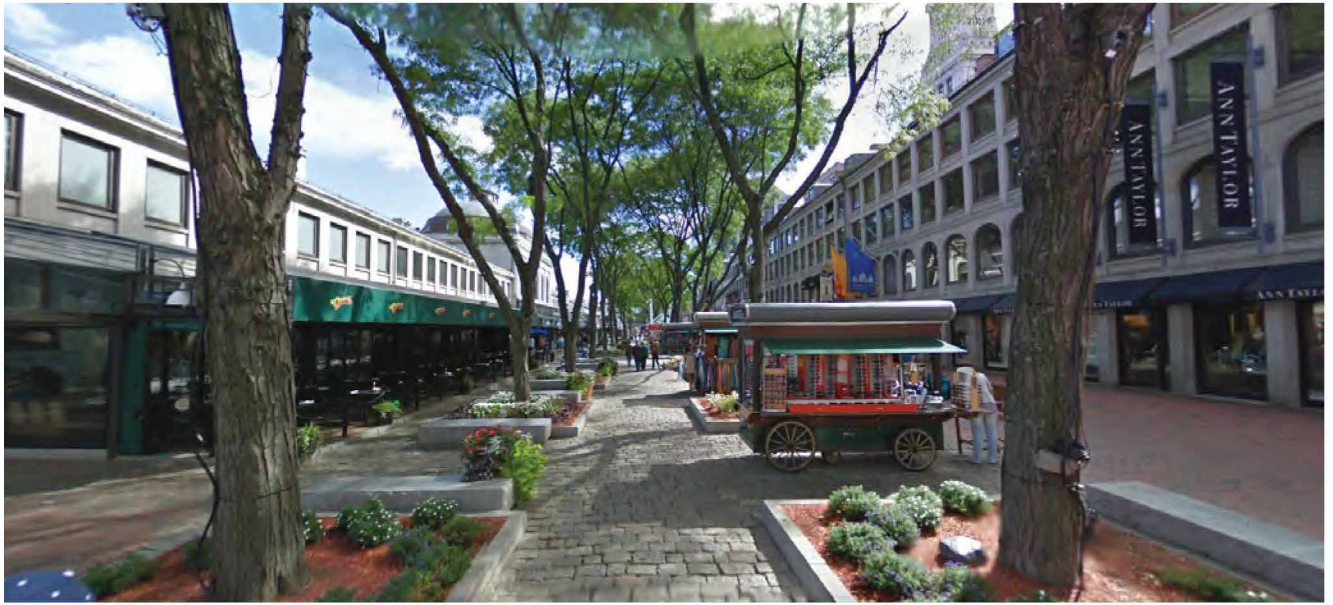




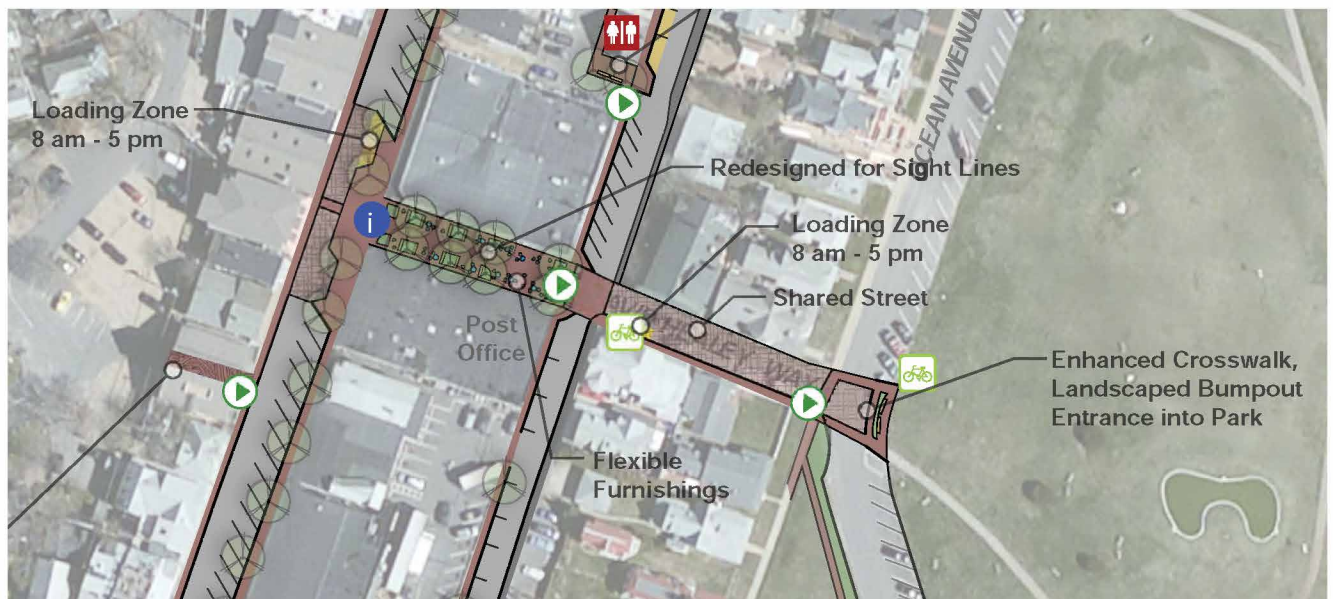




## 3.1 Connections *Proposed: Healey Square*



*Allée of honeylocust provides long sight lines in Fanueil Hall, Boston*



Healey Square is the primary public east-west pedestrian connection between Circuit Avenue and Kennebec Avenue, serving as a hinge in the downtown public realm and a natural small-scale gathering place. Opening up the center of Healey Square to highlight east-west views will improve Healey Square's aesthetics and will encourage pedestrian circulation between Ocean Park, Kennebec Avenue, and Circuit Avenue.

Moveable furniture creates opportunities for seating configurations to suit changing needs. They can also be stacked to make more room.

### Legend

Wayfinding:

- ★ Gateway/Landmark
- i Information Kiosk/Map
- ▶ Pedestrian Direction
- ▶ Vehicle Direction



Sightlines



Bike Racks



Restrooms





The pedestrian extension at Healey Square is viewed looking east from Circuit Avenue. Pulling the pedestrian zone as far west as possible at Healey Square shortens the crossing distance, adds pedestrian breathing room to the meeting of Circuit Avenue and Healey Square, and contributes to opening of the view corridor. Conversion of angled parking to one parallel space before and after Healey Square provides accessible and/or loading parking access while also expanding the sidewalk by 8-9 feet to accommodate wayfinding, temporary outdoor seating, and enhanced landscaping. Consistent streetscape materials including wayfinding, lighting, banners, and special paving materials are integrated.



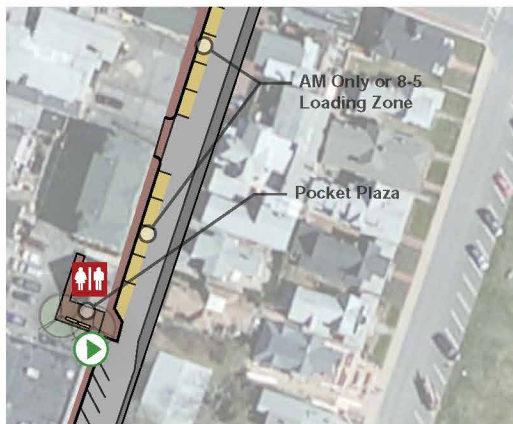
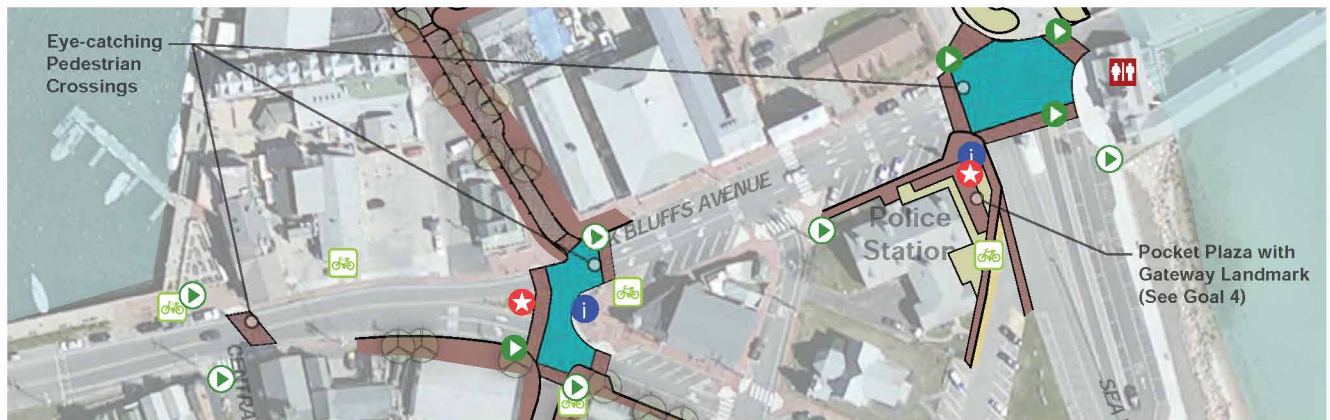
Long sight lines and moveable furniture in a pedestrian walkway in Mashpee, MA



## 3.1 Connections *Proposed: Crosswalks, Pocket Plazas*



Circuit Avenue is viewed looking south from Oak Bluffs Avenue at a critical connection point between Circuit Avenue and North Bluff. Addition of special paving materials, wayfinding, and enhanced median landscaping humanize the intersection character. An expanded pocket plaza, small bump-outs of Oak Bluffs Avenue and Circuit Avenue sidewalk, and a temporary art scrim on the Island Theater façade help “invite” pedestrian traffic to explore Circuit Avenue.

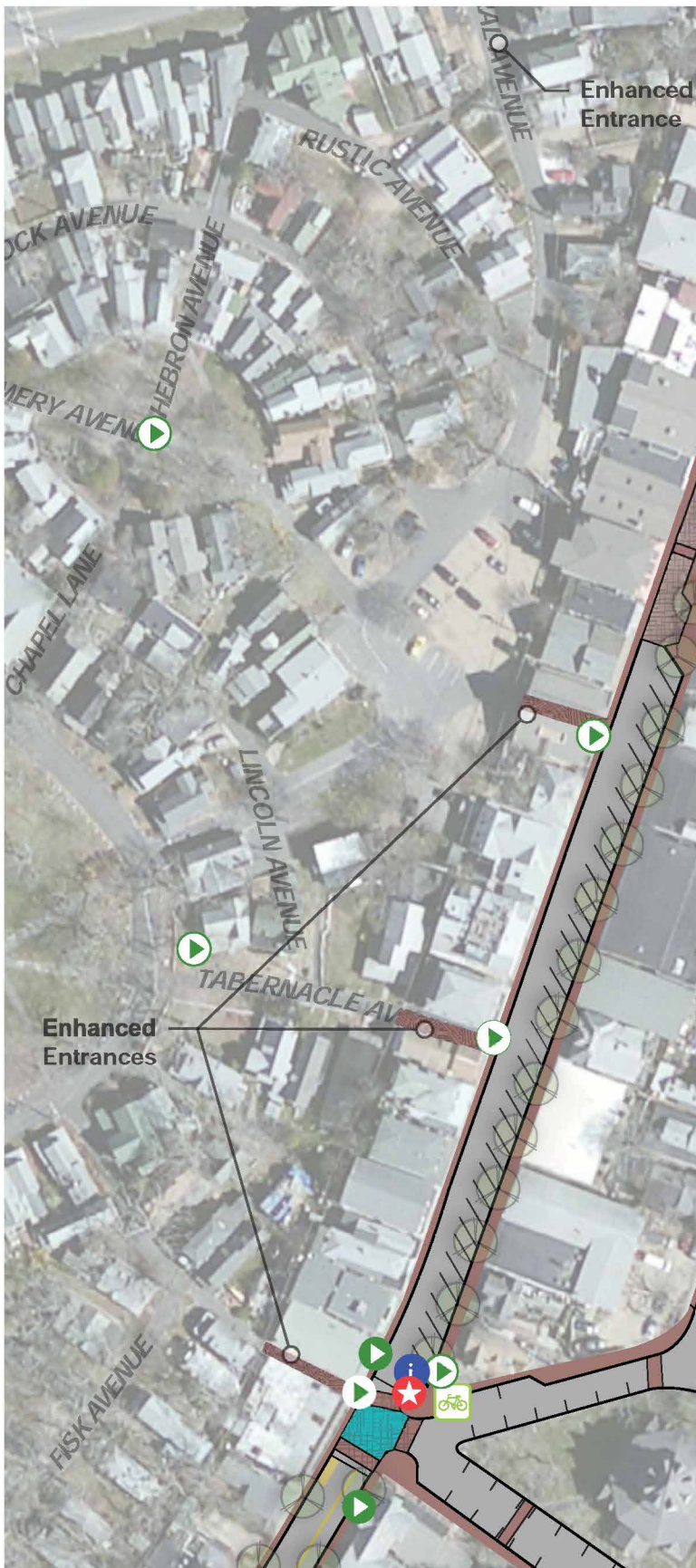


Colorful, eye-catching crosswalks at key intersections will create stronger connections between North Bluff and the Circuit-Kennebec business district, provide more welcoming gateways into Oak Bluffs, slow vehicular traffic, and increase pedestrian safety. Crosswalks could be implemented in stages, beginning with paint and transitioning over time to alternative materials such as pavers.

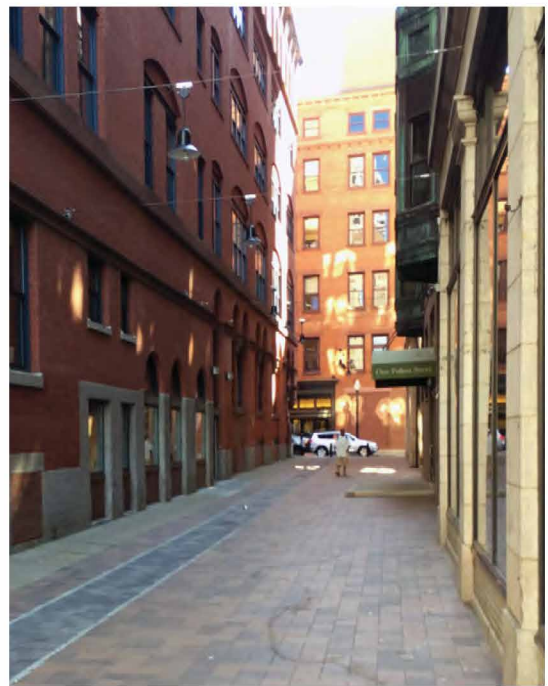
A pocket plaza with gateway wayfinding in the open space next to the police station will encourage visitors to move to a safer pedestrian area and towards the downtown business district.

A pocket plaza in front of the restrooms on Kennebec Avenue makes the location clear to pedestrians and creates a safer space for users.





Existing entrance with arch and planter



Pavers and hanging lights in Fulton Alley, Providence

Downtown business owners noted “Where are the gingerbread cottages?” as a daily inquiry from passers-by. Consistent elements, such as pavers, overhead lanterns or twinkle lights, plantings and signage in the alleyway entrances into the Martha’s Vineyard Camp Meeting Association would help pedestrians locate these gateways and would provide a safer and more welcoming atmosphere.



## 3.1 Connections *Get Started!*





- a** *Install temporary or permanent art at entrances into town*



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



- c** *Provide temporary signage at key wayfinding locations*



- d** *Have local artists create sculptural bike racks*



