



BROADWAY MASTER PLAN

CITY OF REVERE | DECEMBER 2024

architecture
urban design

GAMBLE
ASSOCIATES

DRAFT

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Date: December 2024

Cover page: Conceptual rendering of a new
civic common and mixed use development along
Broadway

architecture
urban design

**GAMBLE
ASSOCIATES**



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LETTER FROM THE CITY

From its beginnings as the Salem Turnpike, to its time as a hub of our streetcar network, to the automobile corridor as we know it, Broadway has always evolved with the world around it. One constant, however, is its role as the center of civic and cultural life in the city. The Broadway Master Plan looks to leverage our rich history and enviable diversity to strengthen assets and diminish challenges. Generations ago, urban revitalization was defined largely through acts of erasure, drastically removing what was there to start anew. This plan however, recognizes what Revere already has and what needs to be done in the near and long term to be better connected.

Some of the plan's recommendations are modest, like streetscape and infrastructure investments that will grow our tree canopy, increase shade and address flooding. A number of other strategies enhance pedestrian activity and diminish conflicts with cars, such as improved signage and wayfinding to assist navigation to municipally-owned parking. Some longer-term strategies are more ambitious, such as the introduction of a new civic open space along Broadway that will connect institutions along a green corridor. Areas of higher density are warranted where public transit and open space coalesce.

Revere has added approximately 10,000

residents in the last decade. We will continue to grow as more and more people recognize all that we offer. As we grow, our economy, our city and its people will evolve. So, too, must Broadway. The strategies within this plan will help guide this evolution. This plan was shaped by priorities established through extensive public engagement and it sets priorities for the municipality to leverage those amenities. With time, if we implement these recommendations, we can continue to build on Broadway's historical legacy and create a thriving and mixed-use corridor with a thriving economy, and a resilient public realm as exceptional as its people.

PURPOSE OF THIS EFFORT

The City of Revere's Department of Planning and Community Development initiated this project to develop a Master Plan for the Broadway corridor in order to revitalize its economy and determine future land use patterns to make the area more attractive to consumers and residents.

Broadway is a 1.4 mile long mixed-use corridor that is comprised of many nodes, including a strong commercial base spanning three city blocks known locally as the Broadway Central Business District (BCBD). The BCBD is the institutional and economic heart of the city with its high rate of walkability, density of shops, ample parking inventory, recreational offerings, educational anchors, dining choices and historic assets. The area's population of 40,000-plus residents living within a one mile radius of Broadway offers the district a strong consumer base.

Broadway is unique with its north-south orientation, anchored by Route 16 and Route 60 with approximately 32,000 vehicles passing through the corridor daily. Despite the high volume of vehicles, walkability and large consumer base living near the district, the corridor's mix of businesses, amenities and events fail to fully capture the interest or the discretionary income of its residents and commuters. Moreover, a lack of ample open space for the community to gather along the corridor stymies the downtown's quality of life.

The fragile state of Broadway's economy and its loss of economic activity was present prior to the COVID-19 pandemic. To sustain the economy post-pandemic, the City applied for and was awarded technical assistance through the Department of Housing and Community Development's "Local Rapid Recovery

Program (LRRP)". Key findings of the report revealed that Broadway:

- Was experiencing a higher-than-normal rate of consumer leakage despite its large and local consumer base, and
- Lacked a strong identity and would benefit from a branding and marketing plan to promote the corridor's businesses, amenities and events.

Implementing the report's recommendations to increase foot traffic and the consumer base along Broadway, the City procured the services of urban designers, planners and market specialists. Gamble Associates, together with Landwise Advisors were selected in a competitive process to engage the Revere community about a future vision for the downtown corridor. Gamble Associates is also providing design guidance to

the local business community to help refresh their storefronts and signage with contemporary designs that formed the foundations for design guidelines for commercial establishments.

Current market data regarding the patrons who visit the area, the constellation of businesses and the potentials for new market demands were part of this effort. Understanding and evaluating visitor and consumers' knowledge and perceptions of Broadway was essential for the team to advance place-based solutions and seek to diversify consumer offerings, making the area more attractive to visit and explore while improving the look and feel of the downtown core.

This document summarizes the research and harnesses the community's vision for the Broadway corridor in both physical and fiscal terms:

- Determining the demographics, origins and modes of transportation of people living and visiting in the area, their interests and what attracts them to Broadway;
- Conducting an economic analysis of the corridor and identifying potential growth sectors for small businesses and private and public facilities;
- Creating a land-use vision that recommends the highest-and-best use of key parcels along Broadway and considers the role of public infrastructure (e.g. right-of-way, open spaces, etc) in supporting the development of the corridor;
- Recommending infrastructure and streetscape improvements to enhance the pedestrian-oriented nature of the corridor and enhance its look and feel;
- Engaging with residents and the local businesses and stakeholders to create a plan that aligns with

the business community;

- Establish short, mid and long-range goals for the district.

This document was developed with extensive public engagement with the Revere community. The work took place between June 2023 and September 2024. Recommendations have been coordinated with the overlapping Broadway Corridor Parking Management Plan by Stantec.



BROADWAY MASTER PLAN

Revere's Broadway corridor is anchored by a vibrant public realm, with a mix of uses and well connected to adjoining assets within a sustainable, pedestrian-oriented environment.

THE VISION

The Master Plan for Broadway builds on Revere's inherent assets: a diverse community with numerous historic resources in close proximity to recreational amenities and residential neighborhoods. The plan envisions higher density, mixed-use development that defines a new civic space in the heart of the corridor – Revere's new "City Green". The lush open space resides at the approximate center of the corridor and diminishes heat island effects while addressing stormwater retention. Parking for the corridor becomes easier to find with improved wayfinding and signage in consolidated lots.



Left: Conceptual rendering of a new civic common and mixed use development along Broadway



THE MASTER PLAN AT A GLANCE:

- Consider three distinct sections (North, South and Central)
- **North:** Grow residential areas while facilitating wetland restoration, facilitating the development of over 2,000 new residential units.
- **South:** Mark the Broadway entrance at the border with Chelsea through artistic lighting and a series of pocket parks augmented by streetscape enhancements.
- **Central:** Foster east-west connectivity through an educational corridor anchored by a new City Green and 420,000 SF of new mixed-use development in the midpoint of the corridor.



A MASTER PLAN IS:

- A vision for future development of an area
- A flexible framework to identify priorities and investments
- A policy guide for decision making
- A way to address issues, such as: zoning, housing, land use, and transportation



A MASTER PLAN IS NOT:

- A static document that will be implemented as drawn
- A plan for the city to acquire private property
- A type of change that can happen quickly

WETLAND RESTORATION

HOUSING AUTHORITY SITE

**GATEWAY IMPROVEMENTS
POCKET PARK**

NEW DEVELOPMENT

HOUSING AUTHORITY SITE





ALLEY REDESIGN

**INFRASTRUCTURE
ART/LIGHTING**

ROAD DIET

POCKET PARK

NEW DEVELOPMENT

The corridor Master Plan envisions new development on key properties while increasing access to open space.



Right: People and places of Revere's Broadway Corridor



BROADWAY TODAY

Broadway is great because...

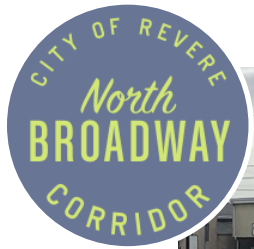
- It has great civic institutions
- It has a mix of uses
- It has some pocket parks
- It has great businesses and people



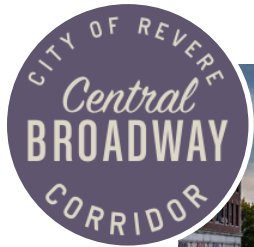
What needs to be improved...

- It's very low density for a main street
- It has a limited right-of-way
- There are traffic and parking concerns
- Some low-density, suburban single-use buildings





Left: Existing Conditions and Corridor Branding

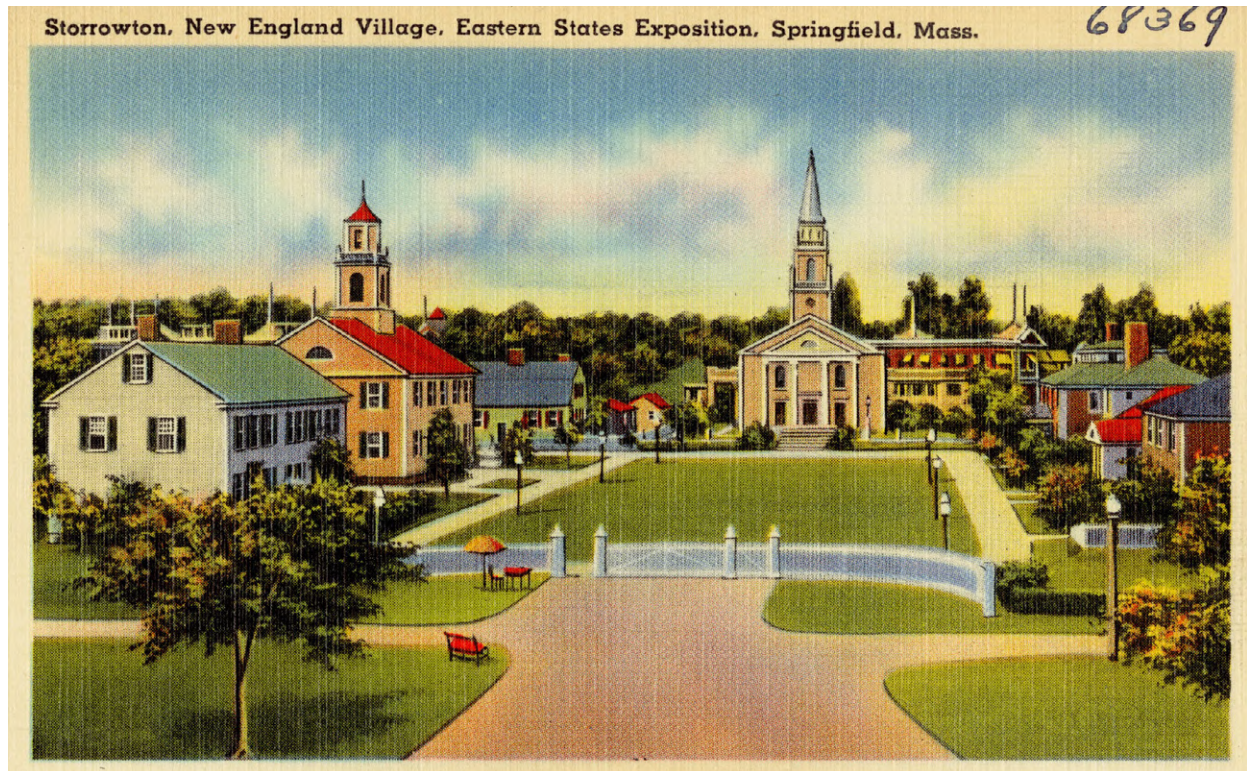


BROADWAY IS THREE CORRIDORS

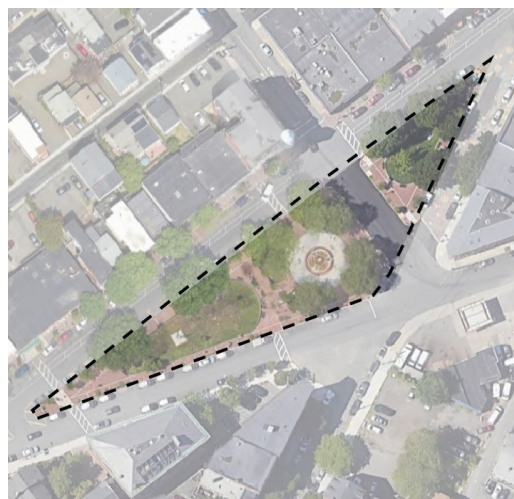
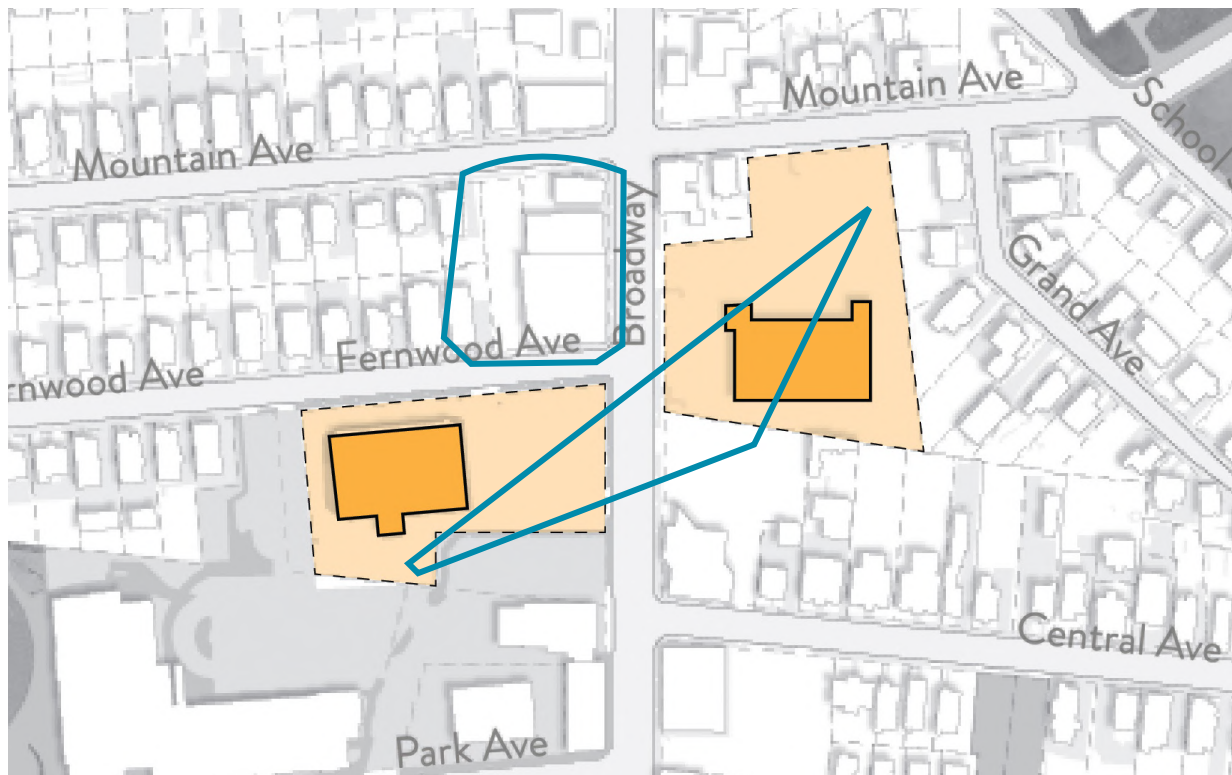
Topographically, the downtown is a valley, with the primary commercial corridor at the low-point. Dense residential neighborhoods to the west flow towards the shops and stores at the bottom of the hill. Moreover, from north to south two hills create crests at either end of Broadway that imbue the corridor with a sense of arrival between City Hall and Cushman Avenue. The change in elevation, as well as the character of the public realm, suggest that the 1.4 mile corridor is actually more appropriately defined in three parts, each having unique attributes.

WHY THIS MATTERS

Community engagement identified the need for more green space as the number one priority. **Great downtowns deserve great parks, and many New England communities have a long tradition of city commons or town greens.** They serve as central gathering spaces. The introduction of more landscape along Broadway has environmental goals as well, increasing shade and reducing the impacts of flooding which are particularly pronounced in Central Broadway. Here, suburban-style, single use big box stores offer little of the charm of historic downtown and acres of asphalt exacerbate storm water runoff.



Images: Iconic images of the traditional New England Common. Top: Springfield, MA postcard. Bottom left: Chelsea Square, Chelsea, MA. Bottom right: Townhall Park, Needham, MA



Left:
Chelsea Square,
Chelsea MA
Est. 1908
0.85 Acre Park

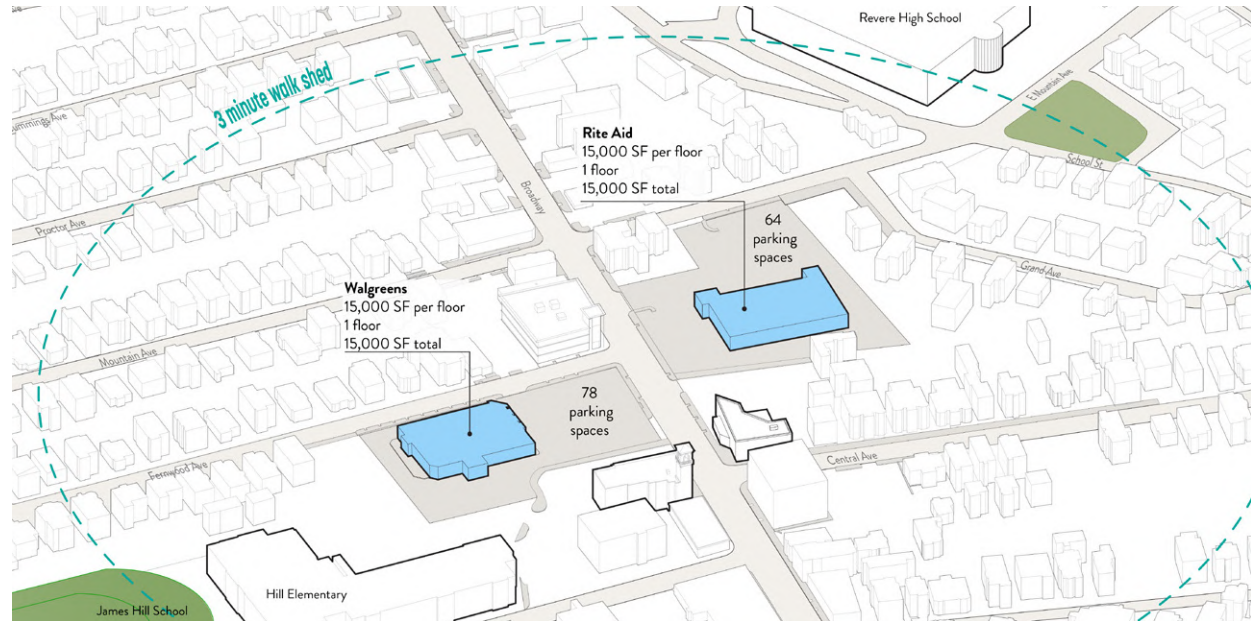
Right:
Townhall Park,
Needham MA
Est. 1884
0.7 Acre Park



SCALE COMPARISONS

There is an area of Broadway least like other more impressionable and urban places. The two sites between Central Avenue and Mountain Avenue have large, single use suburban buildings set back from the street. Their large surface parking lots fulfill a community need but exacerbate environmental impacts and contribute little to the community in terms of the public realm. **Introducing some open space in the form of a central green or common will address environmental concerns while also adding value to adjoining properties that will benefit from new, mixed-use development.**

Top: Scale overlays of central green open spaces in Chelsea (bottom left) and Needham (bottom right), drawn at the same scale and overlaid onto site.



A VISION FOR BROADWAY'S FUTURE

The site identified for a new resilient open space along Broadway resides in the approximate center of the corridor, in an area least like an historic downtown. The central common could be on one side or both of the two large sites and should be established in tandem with new, higher density mixed-use development that have active ground floor activities and new residential units. Broadway has the highest intensity of bus transit.



Rite Aid
467 Broadway
Central Fire Station
400 Broadway



Walgreens
430 Broadway



Conceptual rendering of the long-term transformation of Broadway's central corridor, including new open spaces that link together defined by mixed-use infill.

(*) NOTE: Further analysis is needed to determine if below-grade parking is feasible.

Building 3
14,000 SF per floor
6 floors
84,000 SF total

Revere High School

Building 4
27,000 SF per floor
4 floors
108,000 SF total

Building 1
23,000 SF per floor
6 floors
138,000 SF total

Building 2
15,000 SF per floor
6 floors
90,000 SF total

Underground Parking (*)
+/- 400 parking spots

Total Square Footage

79,000 SF Ground Floor
341,000 SF Upper Floors
420,000 SF Total

Hill Elementary

James Hill School



NEW DEVELOPMENT

POCKET PARK

ALLEY REDESIGN

Constitution Ave

Elmwood Ave

Cummings Ave

Cummings Ave

Proctor Ave

Mountain Ave

Fernwood Ave

Fernwood Ave

Hill Elementary

Foster St

Post Office

Vare St

McClure St

Belgrade St

Revere High School

Grand Ave

Central Ave

First Congregational Church

Arcella Ct

Sprague St

First Baptist Church

Public Library

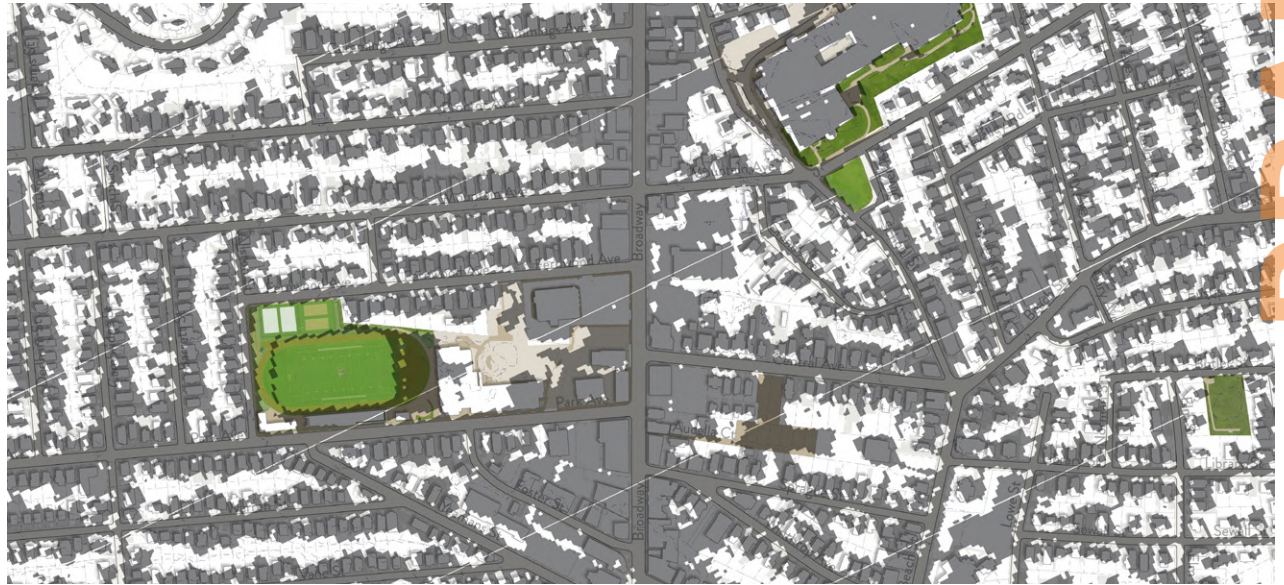
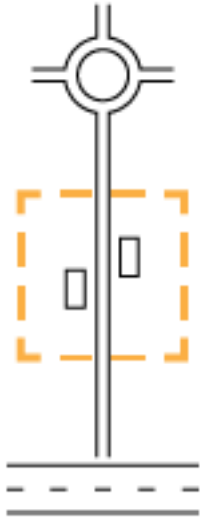
Whitthrop Ave

Immaculate Conception Church and School

Pleasant St

Sonny Myer's Park

Broadway



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CENTRAL BROADWAY AN EDUCATIONAL GREEN CORRIDOR

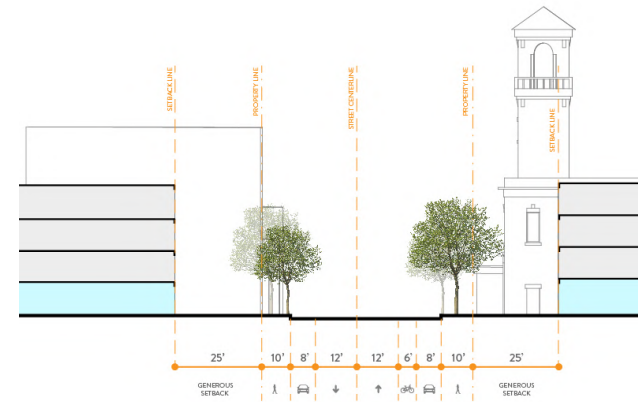
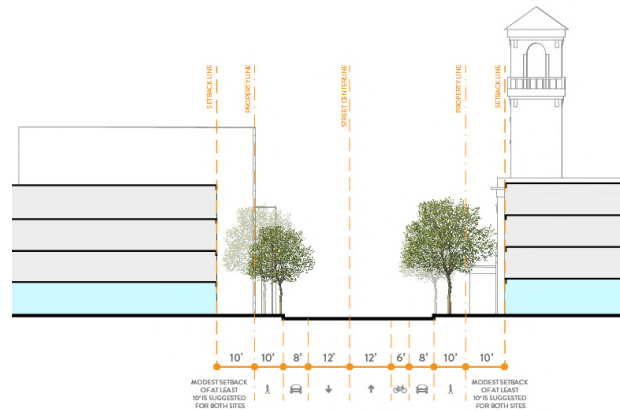
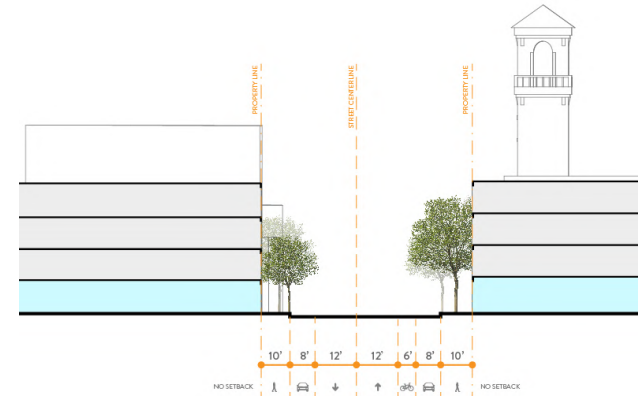
Revere's downtown is unique amongst peer cities in the region as it has not one but two educational anchors in its core – Hill Elementary and the High School. The institutions bring thousands of youth and staff into the area on a daily basis. Current plans envision a new middle school in the

location of the High School which will continue the east-west pedestrian activity that occurs today. The proposed new common forms the basis of an educational corridor crossing Broadway and linking the learning.

*Left: Close up of the Master Plan in the Central Broadway Area
Above: Impervious surfaces along Broadway. Source:
MassGIS Data: Impervious Surface 2005 (online)
9/25/2024. Found at: <https://www.mass.gov/info-details/massgis-data-impervious-surface-2005>*

STREET SECTIONS SETBACK ANALYSIS

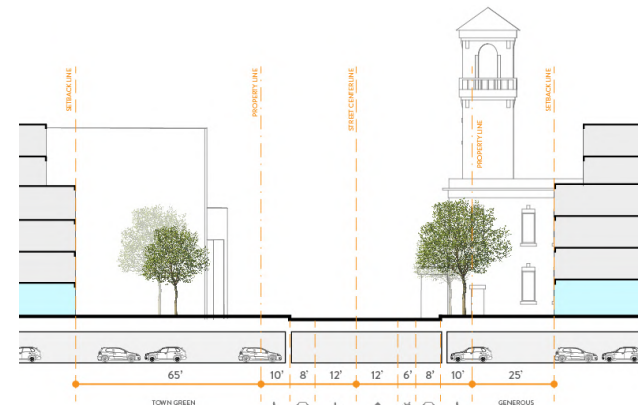
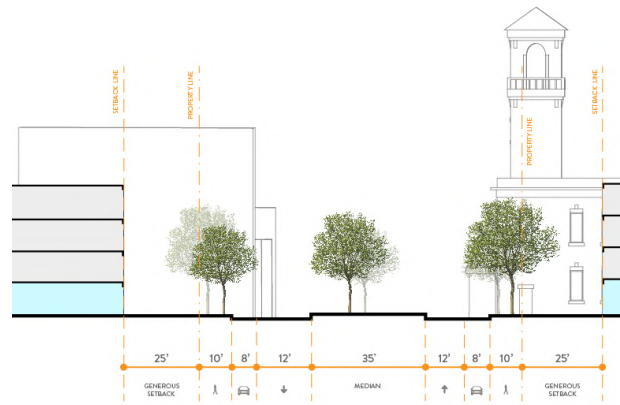
Open spaces are most successful when they are defined by developments that activate them. While most of the Broadway corridor has small-scale commercial stores built directly up to the street edge, some spatial relief is warranted; the corridor is relentless. Building setbacks of 10', 20' or even 35' will create much-needed gathering space for the Revere community while addressing resiliency demands.

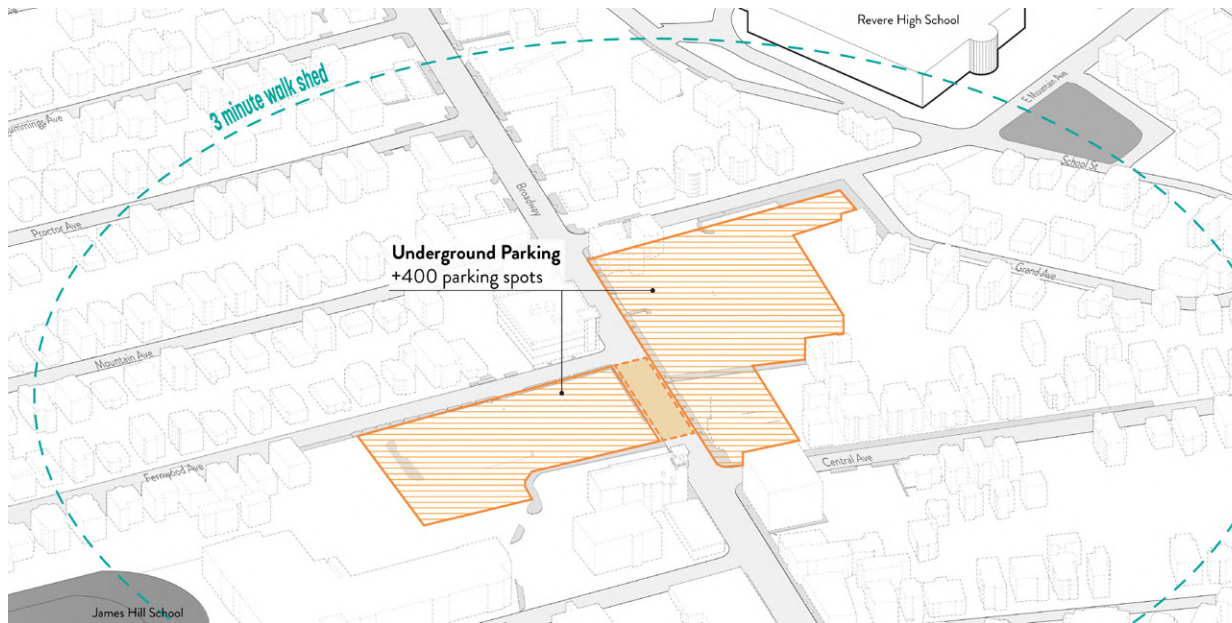


Top Left: Existing perspective looking south.
Top Right: Section showing no setback which provides street wall definition.

Middle Left: Section showing a 10-foot setback
Middle Right: Section showing a 25-foot setback, which allows for green space.

Bottom Left: Section showing a 35-foot setback and a median, which allows for green space.
Bottom Right: Underground Parking



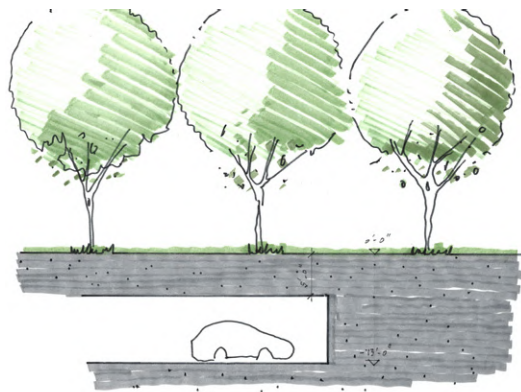


CENTRAL PARKING AREA

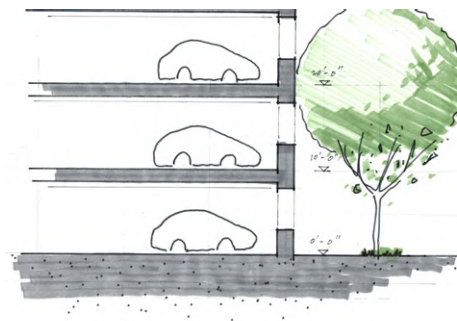
The actual cost of below-grade parking is highly dependent on the specifics of the property, labor costs and site conditions. Another strategy to be considered is to do away with parking requirements, since the proposed new buildings would be in a transit-oriented-development (TOD) area and Stantec's findings from the Broadway Parking Management Plan indicate "significant infill development can occur without new supply".

Surface parking is the least expensive option to accommodate demand.
 Structure parking... (sentence got cut off from scan)

- SURFACE
\$5,000/space
- STRUCTURE
\$35,000/space
- UNDERGROUND
\$100,000/space



(20X)



(7X)



(X)

Potential Tracks

high degree control
\$\$\$ capital outlay

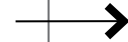
PUBLIC CONTROL

City of Revere acquires site for either

(1) public use

(2) to resell to a private developer
with criteria (allowing adequate
density to enable feasibility)

(3) to enter into a public-
private partnership



**PUBLIC / PRIVATE
PARTNERSHIP**

City of Revere enters into a long-
term arrangement for a private
company to design, construct,
finance, operate and maintain asset.

limited control
no capital outlay

LEAVE TO PRIVATE MARKET

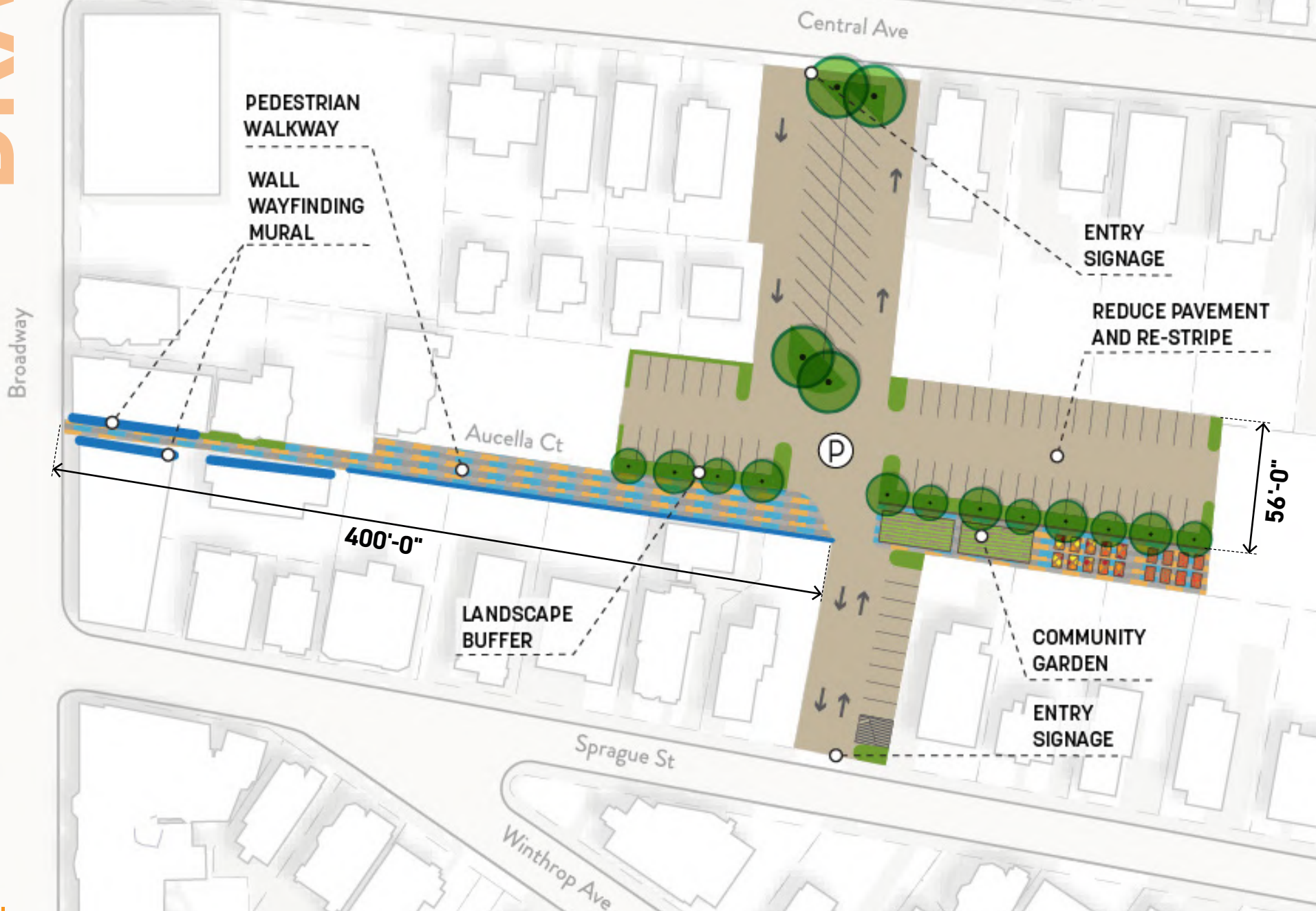
market-drives use & timeline
regulatory framework controls
outcome

open space vision would require
zoning amendment for
“usable open space” on sites
over a certain size

CENTRAL BROADWAY THE IMPLEMENTATION STRATEGY

To realize redevelopment of the two pharmacy sites there are two potential approaches (1) assuming public control or (2) waiting for the private market.

- City acquisition of the site would require a large capital outlay but would also ensure a high degree of control. Acquisition could be for public use, to resell to a private developer with redevelopment criteria, or to structure a public-private partnership. Sites should be thought of in concert with planning for adjacent public facilities, including the reuse of the existing Revere High School. A new high school is in the planning stages for a site at Wonderland and anticipated to be open to students and faculty in 2028.
- If required to resell to a private developer if acquired, interest could be solicited through a request for proposals (RFP) process which stipulates criteria for elements expressed by the community as desirable through the Broadway Master Plan process. This is likely to include usable open space, wide sidewalks, setbacks that allow for views of the Central Fire Station, active ground floor uses, supply of off-street parking, and requirements for affordable residential units.
- Alternatively, the City could consider leveraging public improvements through a public-private partnership where they enter into a long-term arrangement for a private company to design, construct, operate and maintain the asset. A public-private partnership approach might be used to obtain public program space (i.e. a ground floor community center or public garage parking) where expertise and capital comes from the development partner.
- If the site remains privately-owned the market will drive the use and timeline for redevelopment. The former Rite Aid at the time of this writing is available for lease and could be leased to a new tenant with minimal changes to the building or site. The term of the lease is likely to depend on the type of tenant and level of investment they will make in the property. Long-term the redevelopment of the site will need to be guided by local codes, and zoning revisions will be necessary to realize the Master Plan vision. The pharmacy sites are within the Central Business (CB) zoning district. The only allowed residential is apartments by special permits, and there is no usable open space requirement – both items could be addressed through zoning amendments.



AUCELLA COURT CENTRAL PARKING LOT

Approximately 85 surface parking spaces (as shown in the 8/26 City Council presentation by Stantec) are available behind Broadway, but for many Revere residents and visitors the asphalt lot is out of sight and out of mind. Access is from the side streets of Central Avenue and Sprague Street. The entry drives are shielded by single- and two-family homes. Residents have expressed a desire to have the lots free so people don't have to pay for parking.

Improvements to the visual and performative character of the mid-block surface lot area must be a high priority if the city hopes to address resident's concerns about traffic and the lack of parking in the downtown core. Moreover, large areas of asphalt preclude groundwater recharging, reduce available habitat, create stormwater runoff, contribute to the heat island effect and

are generally unfriendly to pedestrians. Fortunately, a number of design strategies can significantly alter that perception which will lead to higher utilization of the parking and a safer pedestrian experience.

Aucella Court is a 400 foot long asphalt drive connecting Broadway to the Central Lot. Its width varies between 12 to 18 feet. The alleyway facilitates vehicular service access to the properties along its length, but the space is poorly lit, dull and dirty. It could be so much more. **Aucella Court will benefit from infrastructure investments that improve its functionality and design.** New pedestrian-scaled lighting, public art, signage and improved wayfinding are needed. Roof and surface runoff should drain into new landscaped areas rather than spill directly onto asphalt. Landscape buffers of native grasses and trees will provide visual buffers to cars and diminish heat island impact. Excess

asphalt can and should be removed to make parking more efficient and enhanced signage will direct people towards downtown amenities and attractions.

Imagine an art-inspired alleyway demonstrating Revere's creativity and innovation. Imagine trees and native grasses that better define a more efficient parking area and buffer residential areas. Imagine the experience of walking or biking into the commercial corridor as something to enjoy or linger in rather than avoid. Public support for this community-based vision should include necessary site, utility and infrastructure enhancements as doing so will improve the entire corridor's economic health.

AUCELLA COURT

LIGHTING

Lighting is an essential component of the urban environment. It improves safety, engages in beautification efforts and responds to local needs. Specifically, strategic lighting in the alleyway will call attention to the parking area and enhance its use.

TRASH

Service and mechanical areas along the alleyway should be shielded from public view by manmade or natural screening elements. The screens should be designed to reinforce the corridor's unique character through its design and materials.

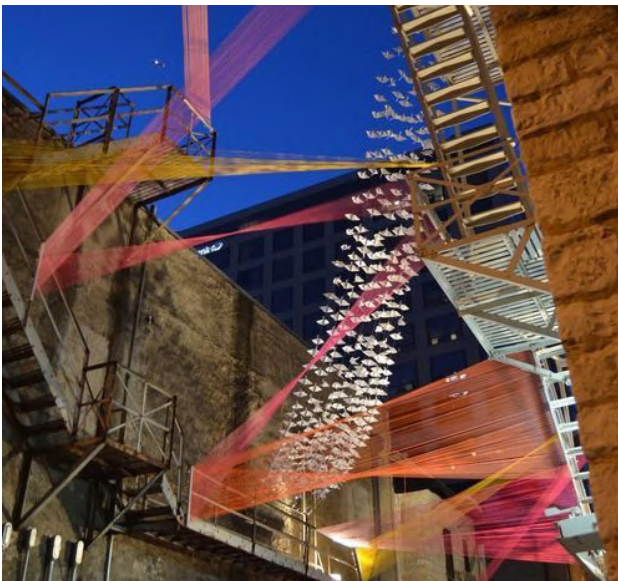
PRECEDENT



EXISTING CONDITION



PRECEDENT



EXISTING CONDITION



Caption: Central Square in Cambridge pedestrian connector to parking. Insert high-quality photo

STREET FURNITURE

Street furniture provides visual and physical order to the urban landscape. Elements include seating, tables, bicycle racks, bollards and trash receptacles. The incorporation of thoughtfully located and well designed street furniture caters to the human scale.

PUBLIC ART

Art is a key component within the public realm. It stimulates visual interest, projects a sense of community, and invites both short-term and long-term installations. With creative LED lighting the mundane right-of-way can be transformed into an art destination.

PRECEDENT



EXISTING CONDITION



PAVEMENT

Concrete pavers (in lieu of asphalt) should be used along the pedestrian pathway to communicate that the space is a legitimate area of the public realm and to create a safer pedestrian experience. Investment in the ground plane will reinforce a unique identity.

LANDSCAPING

Rain gardens provide holding space for storm water during rain events, averting flooding and runoff in adjacent areas. When filled with water-tolerant grasses and plants, they provide a visual amenity and shield cars from view.



PRECEDENT



EXISTING CONDITION



WAYFINDING

A signage and wayfinding system is an essential component to the urban environment. It assists in navigation, creates a sense of place, indicates boundaries, and activates the public realm. The Central Lot will be better used if people know how to access it.

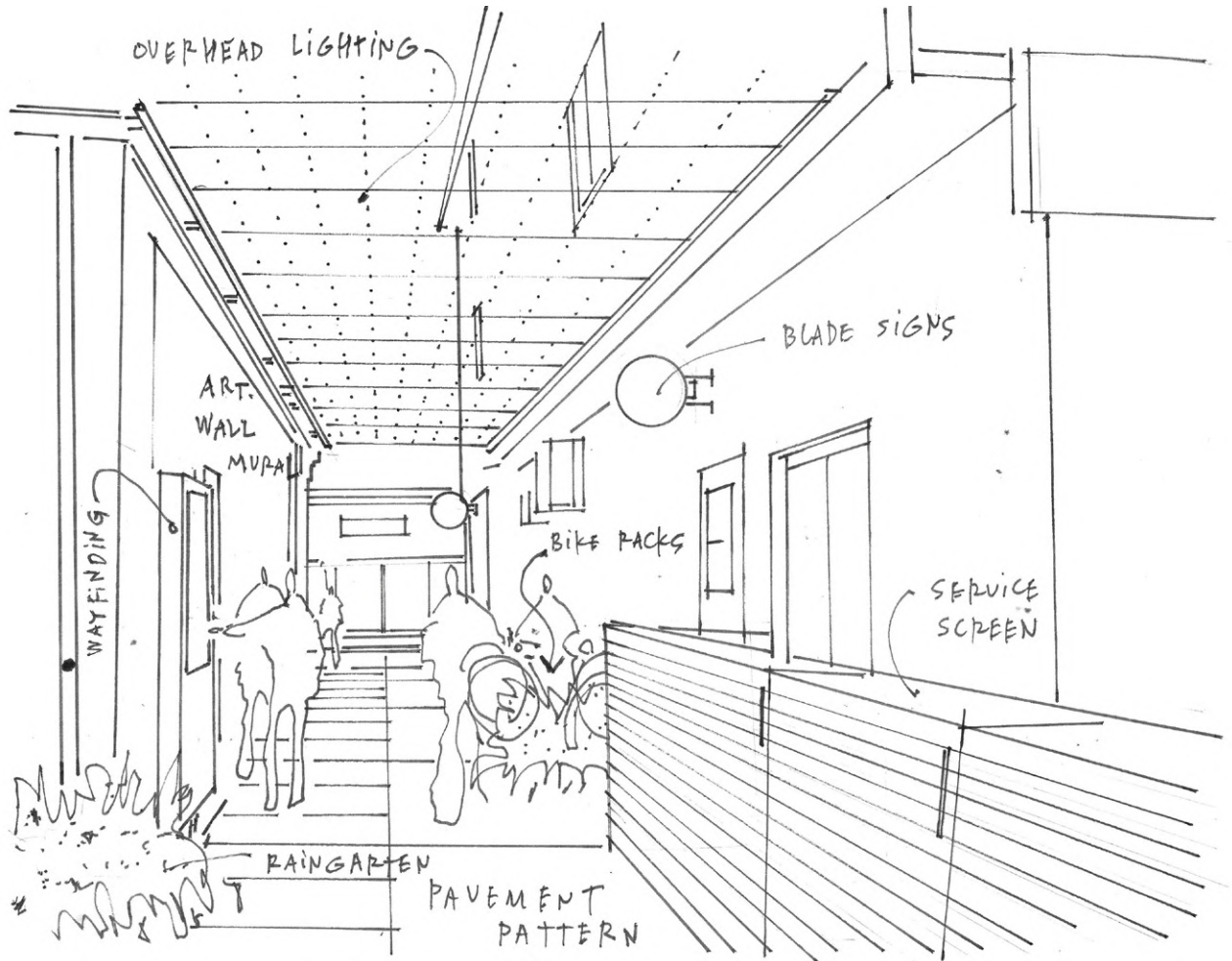
SIGNAGE

Projecting signage from commercial facades should have a consistent aesthetic. The lighting used should be from a secondary source to prevent unwanted light from spilling onto adjacent residential properties. Wall signage (aka supergraphics) can be painted or affixed to the façades.

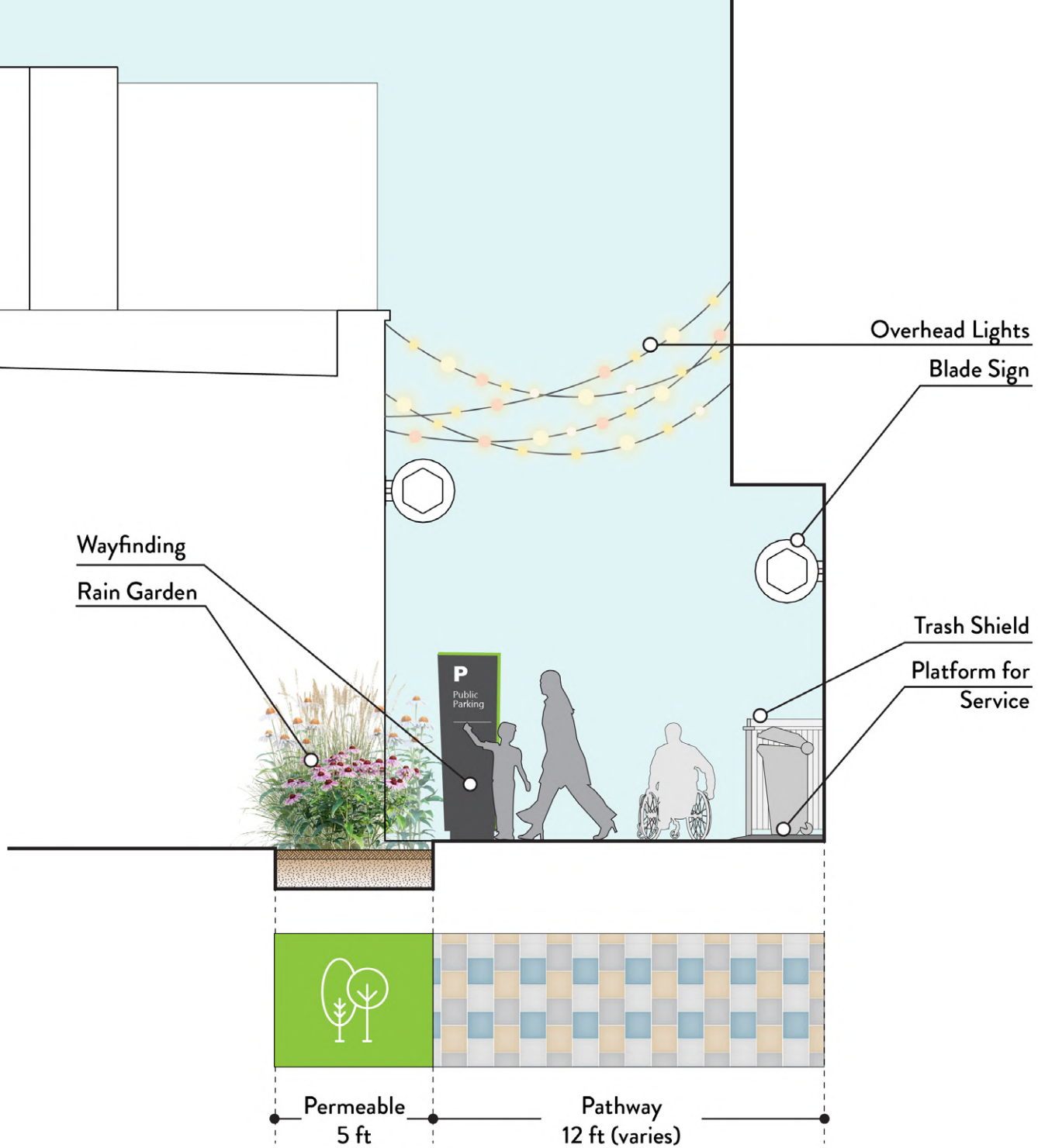


PEDESTRIAN ALLEY

Aucella Court has the potential to be an art-inspired public realm. Improved lighting, signage and landscaping will make the asphalt drive aisle a place where people want to actually walk between the central parking area and Broadway.



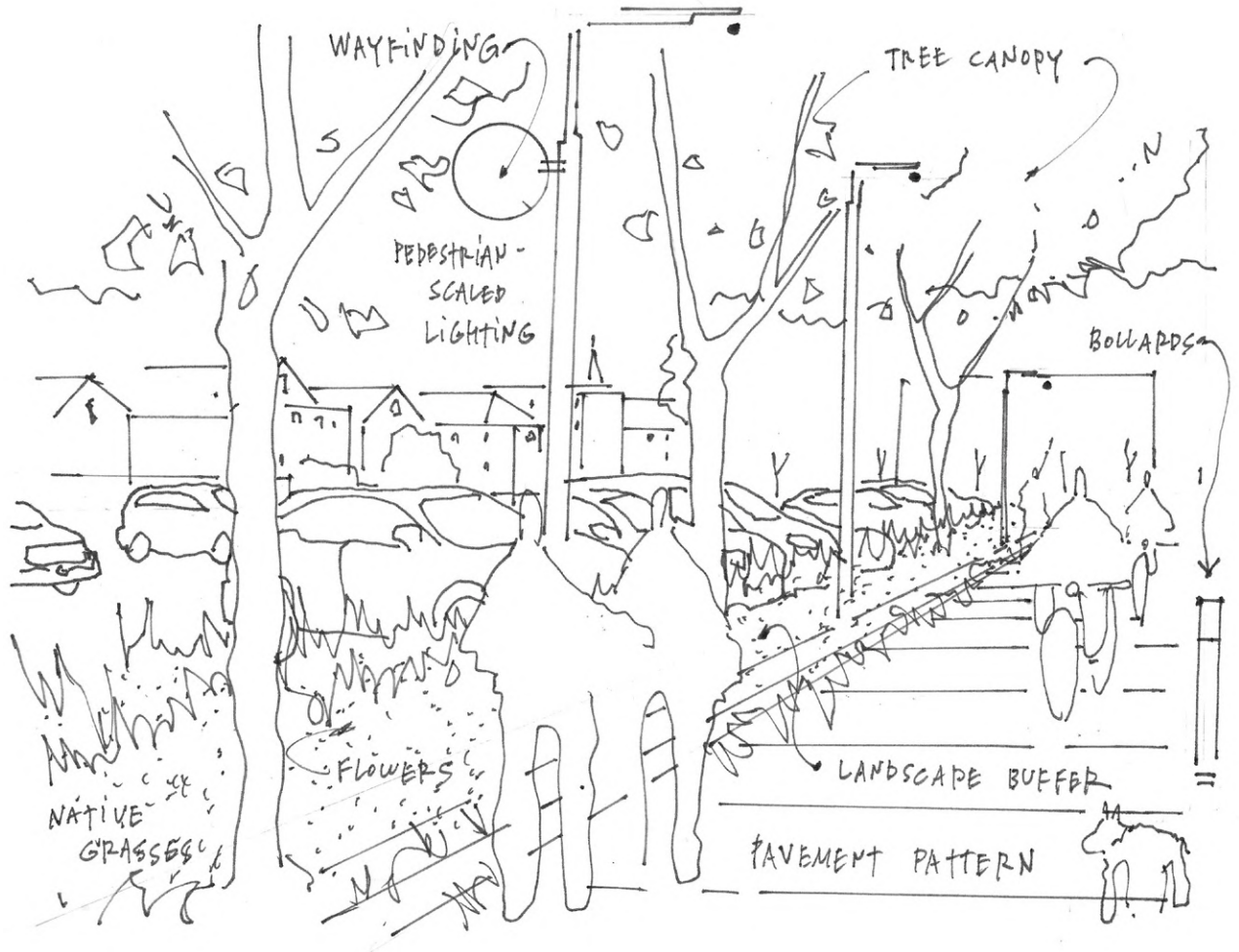
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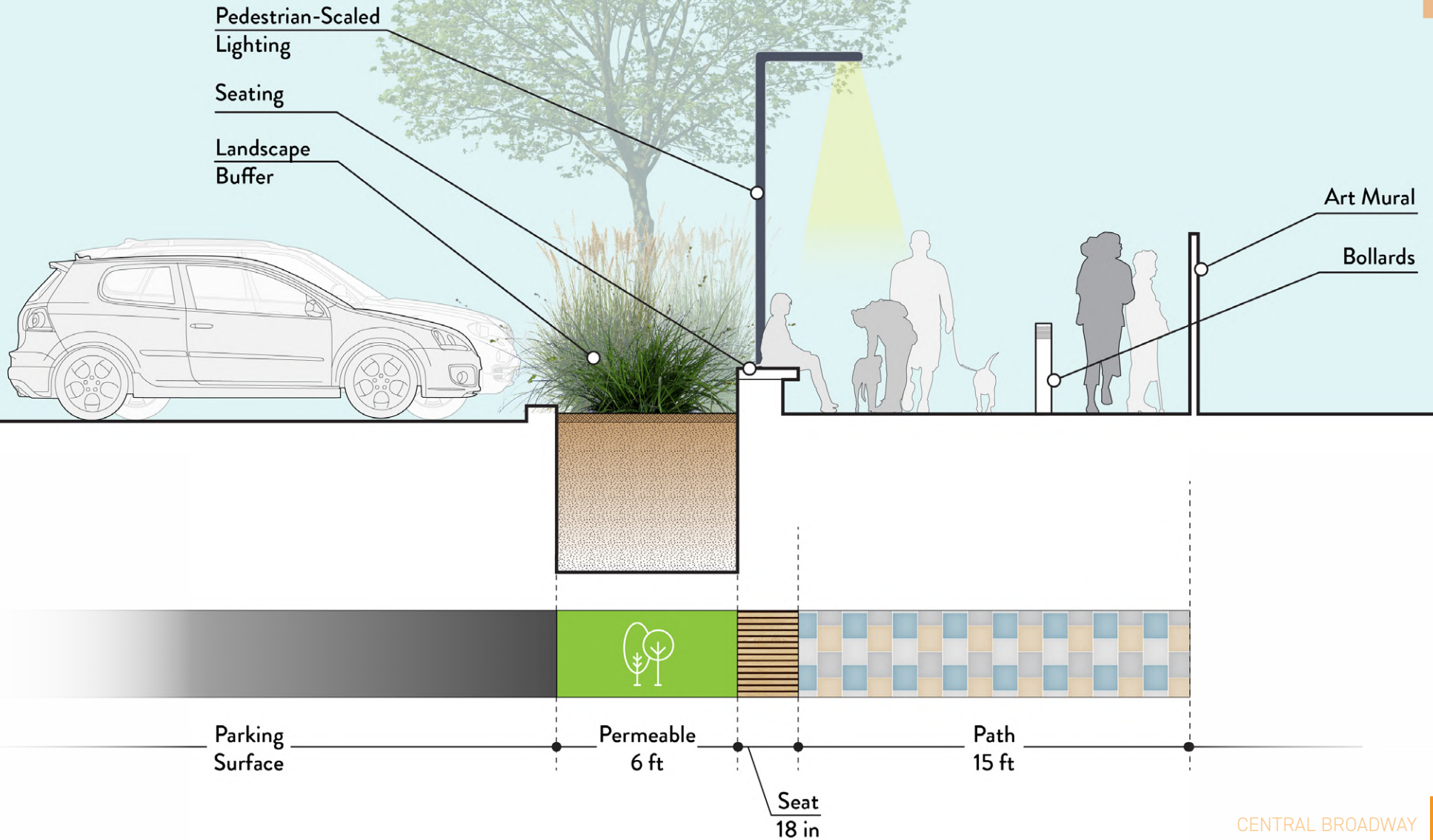


LANDSCAPE BUFFER

Improvements can be made in the Central Parking area without removing parking spaces. New planting will buffer cars from pedestrians while improving stormwater runoff and increasing shade. Pedestrian safety will increase when boundaries are reinforced next to cars.



captions tbd



**MARKET OPPORTUNITIES
RESIDENTIAL**

Left: 14 Yeaman Street Micro Unit Apartments
 Right: One Beach - Affordable Senior Apartments
 (The Neighborhood Developers / Utile)



**REVERE IS GROWING,
HOUSING IS IN DEMAND**

- Revere ranks as the fastest-growing city in Massachusetts.

Population 2022	60,577
Population 2010	50,008
Percent Growth	21.1%
Absolute Growth	10,569

Source:
 U.S. Census, 2022 American Community Survey

- Moderate growth is anticipated to continue.

**INCREMENTAL REDEVELOPMENT ALONG BROADWAY CAN
SUPPORT HOUSING PRODUCTION GOALS**

- While large-scale new housing has been concentrated along the waterfront and is planned for Suffolk Downs, Broadway’s single-story structures and large sites present opportunities.
- Context-sensitive design is key as Broadway is at the seam of several neighborhoods and 25% of ground floor space along the corridor is residential.
- Affordability challenges have grown with rising construction costs. Renters often compromise on space to lower costs. The market is responding with micro units.
- Family households with children make up 26% of Revere households and Broadway’s schools make the area attractive to families.
- Aging public housing throughout the region is being redeveloped with mixed-income neighborhoods (Charlestown’s Bunker Hill Redevelopment). Similar opportunities may exist when housing complexes adjacent to Broadway require renovation or replacement.

MARKET OPPORTUNITIES COMMERCIAL

Existing Commercial Supply



VACANCY IS LOW, SPACE IS ATTAINABLE,

- Despite the rise of e-commerce, Revere's population growth has fueled demand and older commercial space on Broadway has been attainable to local business owners.
- Personal services establishments like hair and nail salons, which require brick and mortar presence, are the most prevalent use along the corridor.
- Pharmacies nationally have been closing or shrinking stores. Rite Aide on Broadway closed during the course of this study and offers an opportunity for a new tenant or redevelopment project.

BROADWAY CAN CONTINUE TO ATTRACT NEW BUSINESSES THROUGH MARKETING, PROGRAMMING AND INVESTMENT

- Gaps and opportunities in the retail market based on this analysis and community surveying are presented in the Broadway's Retail Wish List.
- Broadway's dining establishments and specialty food businesses are an asset. Tenanting is becoming more food focused and there is additional market demand for restaurants.
- Each new unit of housing should support approximately 10-20 sf of new retail per new housing unit.
- Retailers and retail centers are focused on delivering experiences and becoming destinations. Main streets must do the same offering programs, opportunities to convene, and elements to delight like green space and art.
- Broadway could better captivate market audiences who have choices on where to spend time and money like citywide residents and regional visitors.

SHOWCASE BROADWAY'S ASSETS

STRENGTHS

- central spine
- civic cluster
- locally-owned businesses
- older space brings lower barrier to entry
- culturally diverse food
- unique specialty shops
- daily needs & services
- two-sided retail
- low vacancy

Revere's Broadway Corridor is your destination for everything!

Broadway is an thriving place to live, work and play! This year-round destination is a central spine in the City of Revere and home to many historic civic buildings like City Hall. It is accessible from all sides of the city and is a popular route for those traveling to neighboring municipalities like Saugus, Lynn, and Chelsea.

Along the street you will find restaurants and speciality markets with diverse and delicious food options, as well as personal service establishments which satisfy everyday needs of residents and visitors alike. The businesses on Broadway are primarily locally owned, making them truly authentic. Come experience our local roots and the cultural influences of our diverse population.

Plan your visit to the Broadway Corridor - one street, endless experiences!

Dining Guide Map

Pastries, ravioli, tostones, flatbreads...

Experience Revere's cultural fabric through Broadway's eclectic food scene.



COMMERCIAL OFFERING DESIRED BY STUDY PARTICIPANTS

Broadway Retail Wish List Fall 2024

With a growing residential population, Revere’s Broadway is diversifying its retail offerings and providing services that meet the daily needs of our bustling community. The following Wish List identifies gaps and opportunities in the Broadway retail market. Broadway has remained relatively affordable compared to many Boston-area commercial districts and is a great location to launch a creative new concept or independently owned business.



EATING & DRINKING

- new restaurant concepts
- coffee shop
- ice cream shop
- brew pub/tasting room
(non distribution facility)

SHOPPING

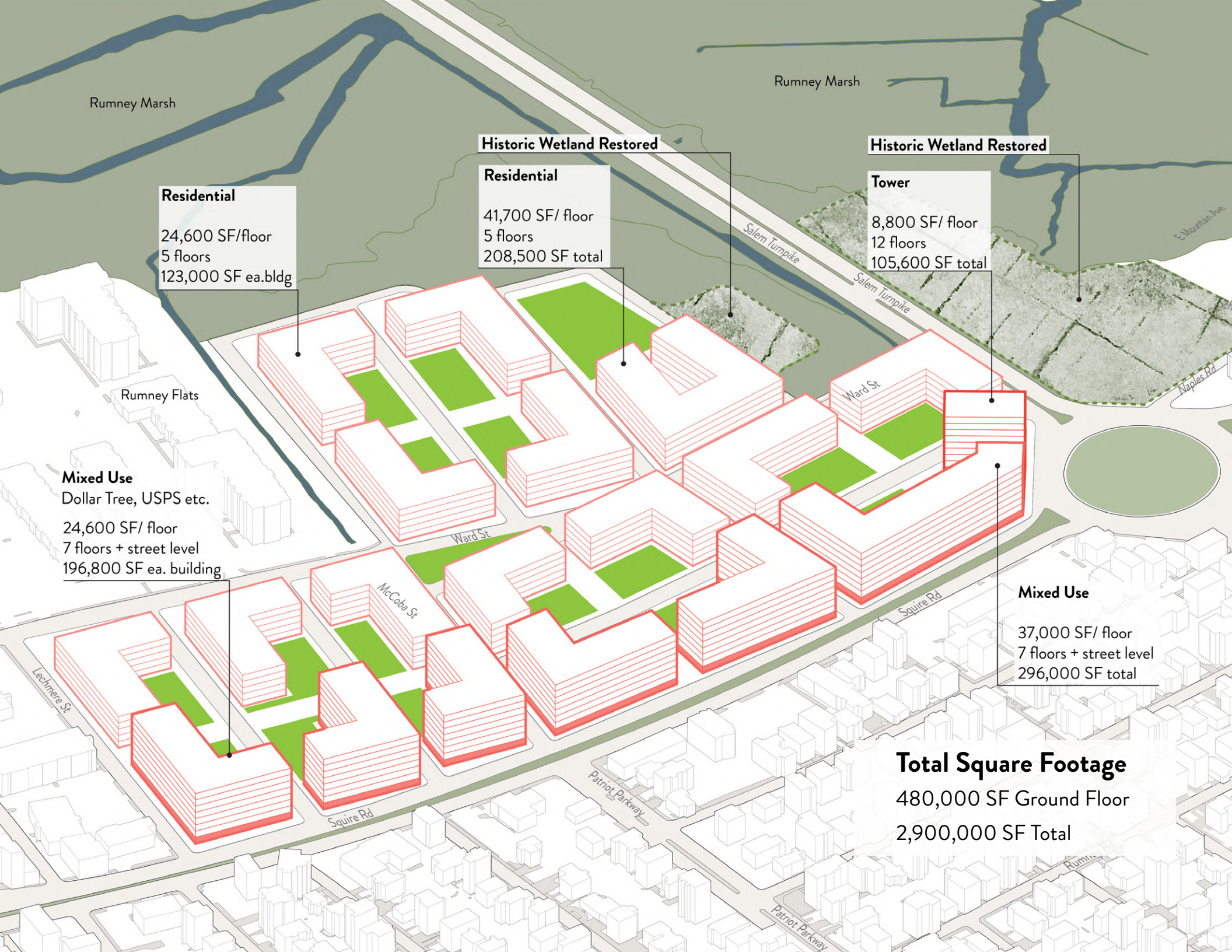
- clothing/accessories
(i.e. athletics, shoes)

ENTERTAINMENT

- indoor entertainment
for youth and adults
(i.e. recreation, crafting,
cooking)

PROGRAMMING

- experiential retail
- pop-up shops
- food tours



Rumney Marsh

Rumney Marsh

Historic Wetland Restored

Historic Wetland Restored

Residential

24,600 SF/floor
5 floors
123,000 SF ea.bldg

Residential

41,700 SF/ floor
5 floors
208,500 SF total

Tower

8,800 SF/ floor
12 floors
105,600 SF total

Rumney Flats

Mixed Use

Dollar Tree, USPS etc.
24,600 SF/ floor
7 floors + street level
196,800 SF ea. building

Mixed Use

37,000 SF/ floor
7 floors + street level
296,000 SF total

Total Square Footage

480,000 SF Ground Floor
2,900,000 SF Total

Salem Turnpike

Salem Turnpike

Ward St

Ward St

McCoba St

Squire Rd

Squire Rd

Patriot Parkway

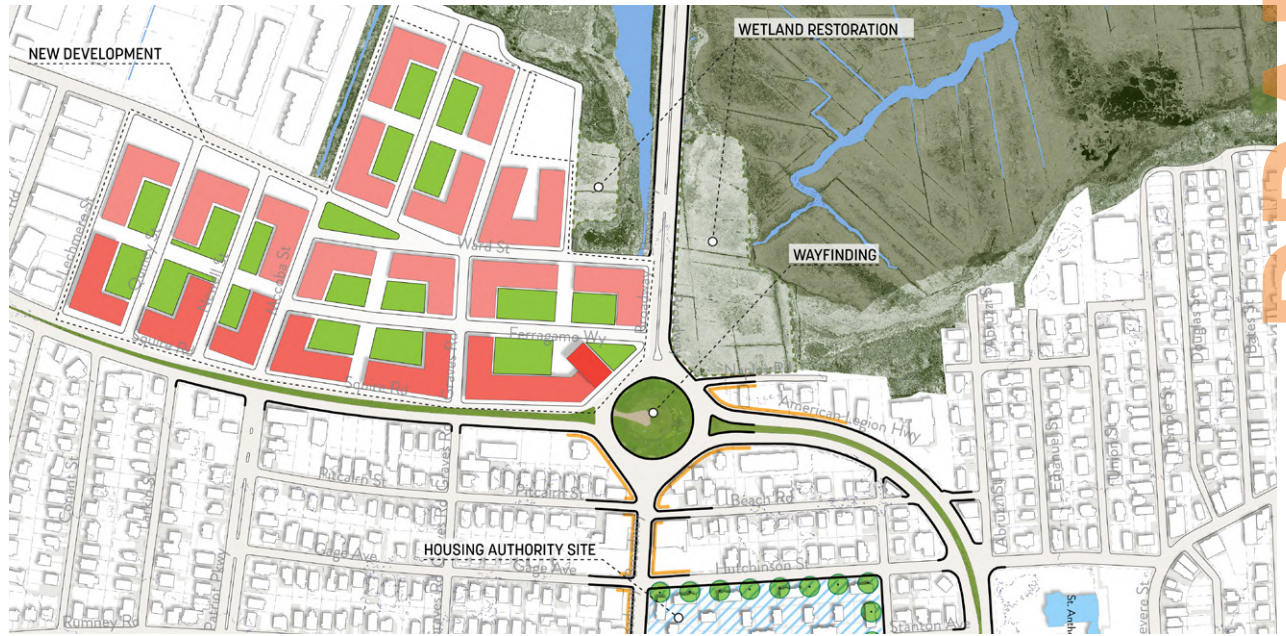
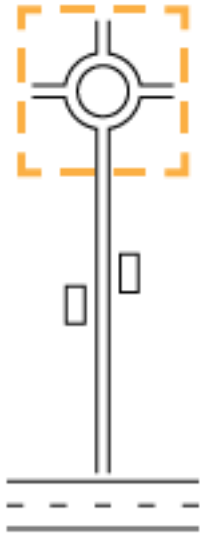
Patriot Parkway

Rumney Rd

E Mountain Ave

Naples Rd

Lechmere St



DRAFT

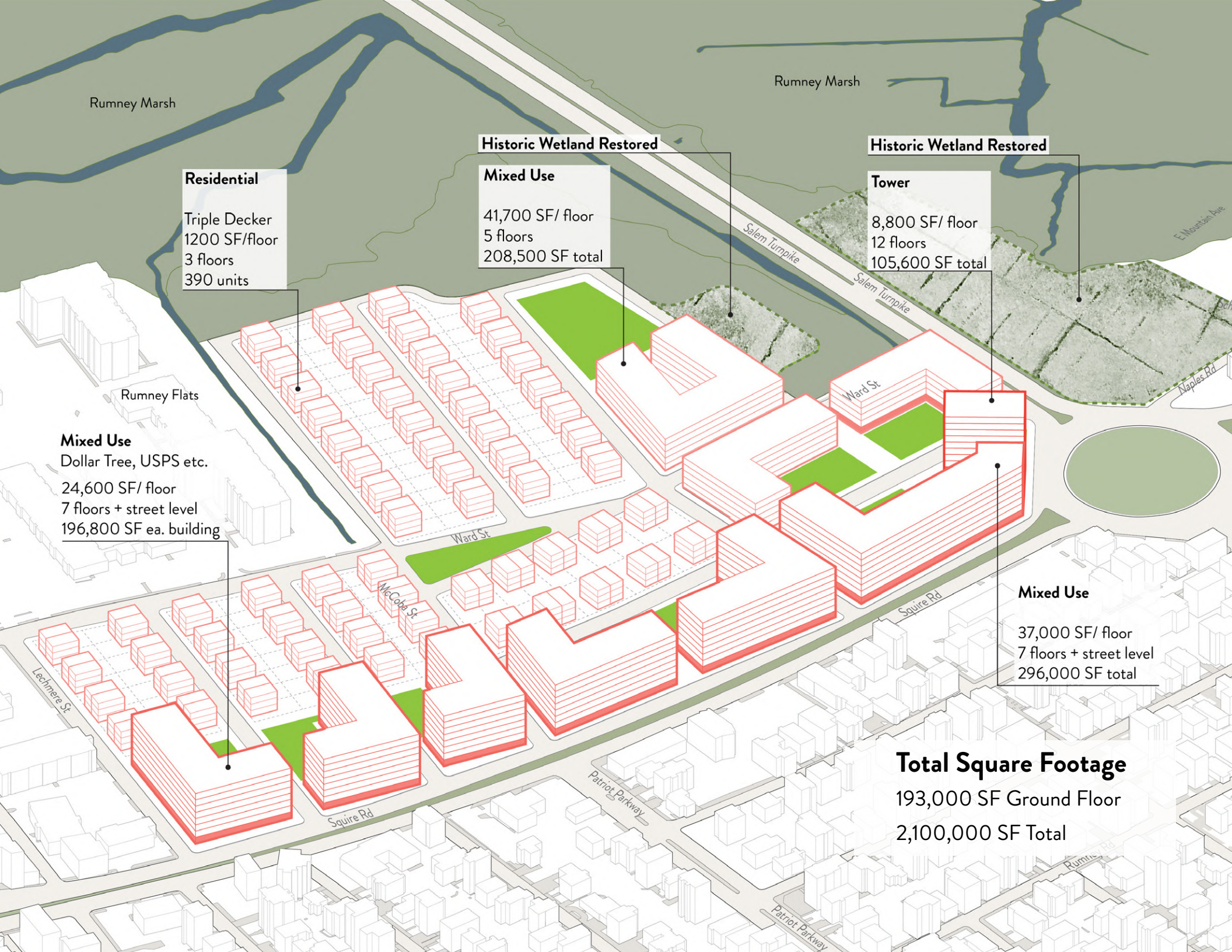
NORTH BROADWAY HIGH DENSITY

The northern end of Broadway marks a stark transition to the corridor. The traffic circle directs cars north along the Salem Turnpike towards Lynn, west along Squire Road or southeast along Route 60. Automobile uses and suburban building typologies dominate the landscape. The harsh juxtaposition between car repair businesses, big box retailers and drive-thru businesses amplifies the tension between

them and the Rumney Marsh Reservation that they border. A 600-acre salt marsh that straddling Revere, Saugus and Lynn, the naturalized area is a biologically significant estuary. New development should anticipate greater residential growth in block patterns that expand the adjacent neighborhood while reducing harmful impacts to the fragile wetlands.

+2000 new units

Left: Higher density mixed-use development is envisioned along Squire Road while a retreat of development to the east of the Salem Turnpike restores fragile wetland areas.



Rumney Marsh

Rumney Marsh

Historic Wetland Restored

Historic Wetland Restored

Residential

Triple Decker
1200 SF/floor
3 floors
390 units

Mixed Use

41,700 SF/ floor
5 floors
208,500 SF total

Tower

8,800 SF/ floor
12 floors
105,600 SF total

Rumney Flats

Mixed Use

Dollar Tree, USPS etc.
24,600 SF/ floor
7 floors + street level
196,800 SF ea. building

Mixed Use

37,000 SF/ floor
7 floors + street level
296,000 SF total

Total Square Footage

193,000 SF Ground Floor

2,100,000 SF Total

Salem Turnpike

Salem Turnpike

Ward St

Ward St

McCabe St

Squire Rd

Lechmere St

Squire Rd

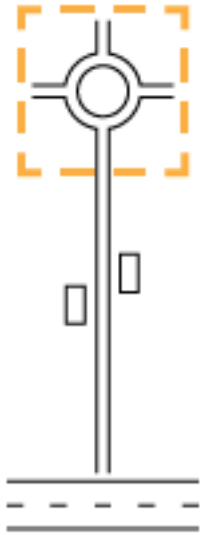
Patriot Parkway

Patriot Parkway

Rumney Rd

E Mountain Ave

Naples Rd



DRAFT

NORTH BROADWAY MEDIUM DENSITY

The amount of vehicular traffic served by the Broadway traffic circle is high; it will continue to do so for many years. While the infrastructure efficiently distributes cars, the high speed of their movement diminishes the character of the neighborhoods that border it. New development can forge a connection between the community and its watershed. Street grid patterns should extend it into the site by providing a

variety of block types which will allow for phased redevelopment. Large areas of asphalt should be removed at the interface of the Rumney Marsh to diminish runoff and restore vulnerable wetland areas. Residential development can taper in scale towards the salt marsh, initiating the transformation of the Squire Road corridor from a banal, auto-dependent landscape to one that supports the environmental health of the city and region.

+1000 new units

Left: Higher density mixed-use development is envisioned along Squire Road while a retreat of development to the east of the Salem Turnpike restores fragile wetland areas.



VETERANS PARK



CORNER SITE



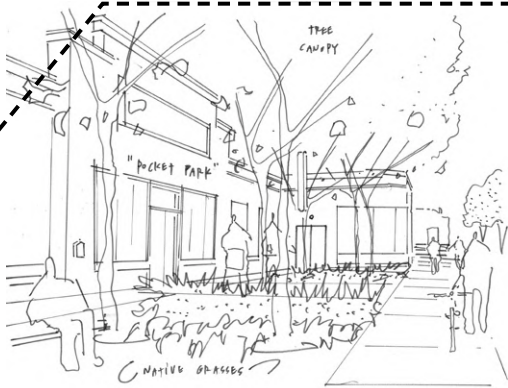
MURRAY'S



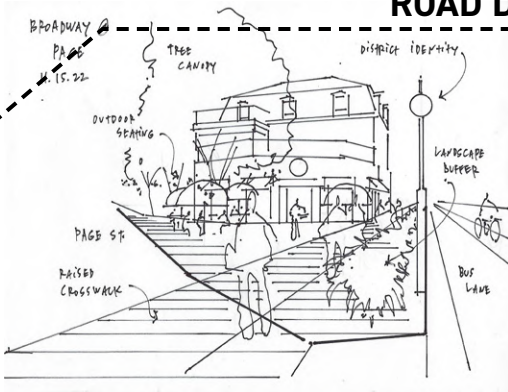
UNDERPASS



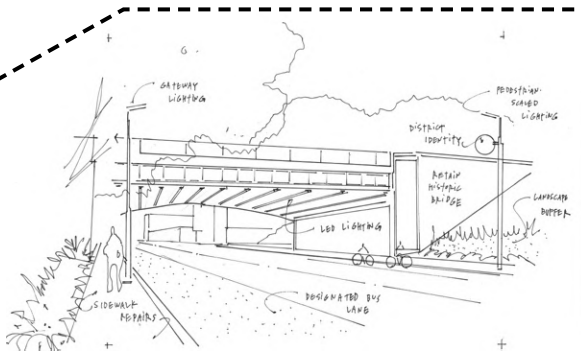
POCKET PARK



ROAD DIET



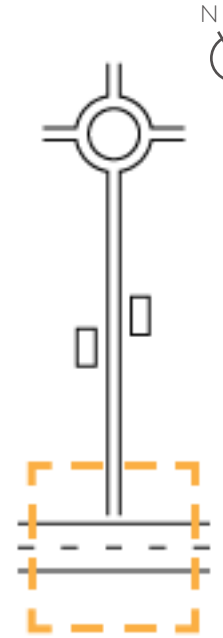
UNDERPASS ART



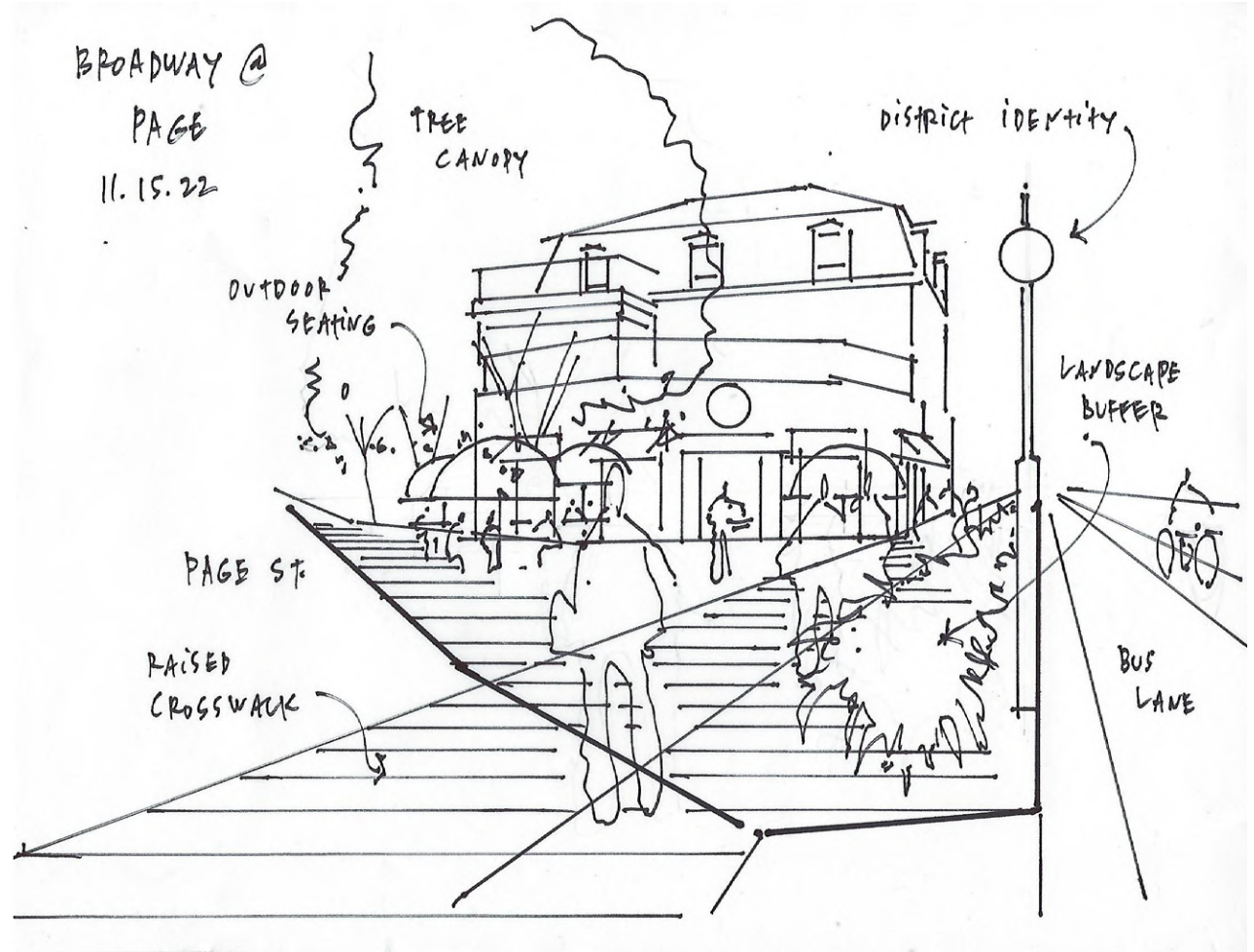
**SOUTH BROADWAY
HIGH DENSITY**

As mentioned previously, an increase in open space was highlighted as a community priority for the Broadway Master Plan, but the street’s existing right-of-way limits the potential for large new open spaces. Nevertheless, strategic interventions can increase shade and water filtration, reduce impervious surfaces and heat island effects and provide compelling places for gathering and events.

Landscape interventions in the form of pocket parks, sidewalk extensions and artistic lighting will animate the corridor and imbue it with a stronger character. Enhanced landscaping also improves Broadway’s walkability and the public-realm interface with adjoining private properties.



ROAD DIET



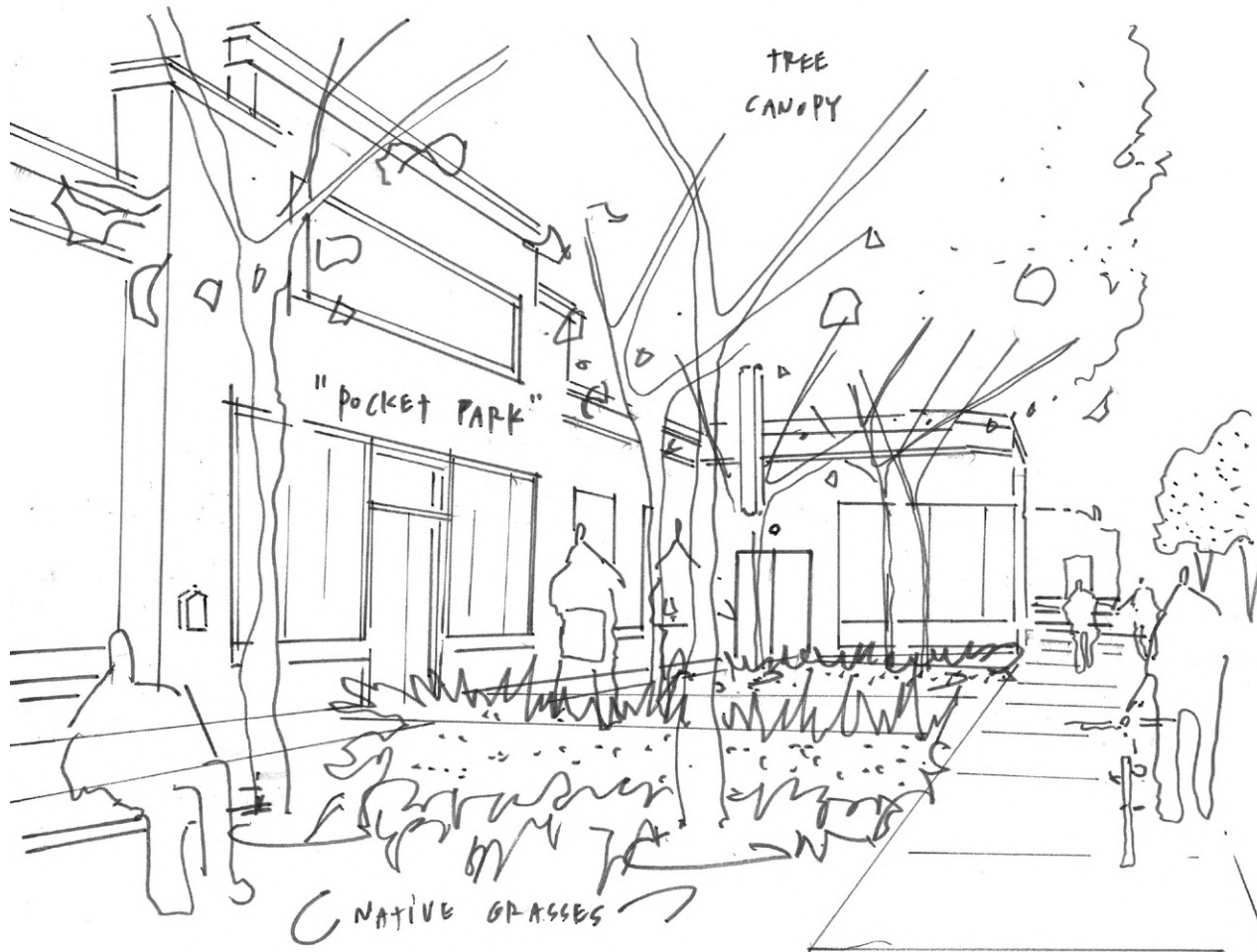
SIDEWALK EXTENSIONS

There are very few publicly-accessible landscapes downtown. Identify where pocket parks and increased tree canopy can address heat island effects and storm water runoff.

Improvements to Page Street have already begun. Sidewalk extensions reduced the amount of distance needed for pedestrians to cross the street while increasing the opportunity for outdoor dining for Murray's Tavern.

Above: Concept sketch of an expanded outdoor area.

POCKET PARK



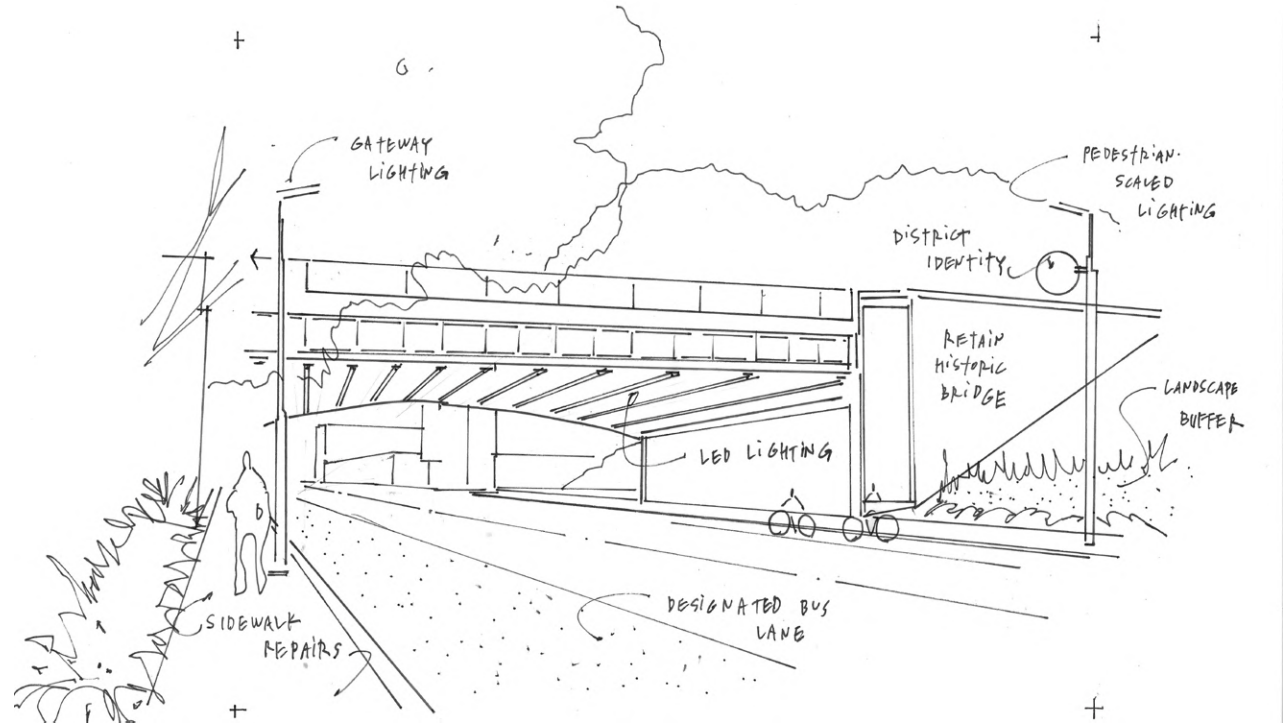
While most businesses along Broadway are built up to the sidewalk, a few are not. More recent developments set back from the street are opportunities for increased landscaping that increase shade, buffer car noise and create places for outdoor seating.

Above: Former Indian Motorcycle at 184 Broadway could have a landscaped entry court.

UNDERPASS ART



Revere residents and visitors have many more opportunities to experience art and culture in the city. Transforming the existing underpass on the southern end of the corridor into a compelling and well-lit gateway will bring richness to the pedestrian experience and mark a gateway into the city from Chelsea.



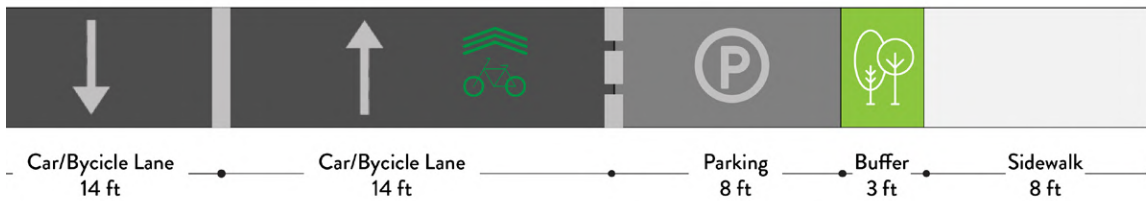
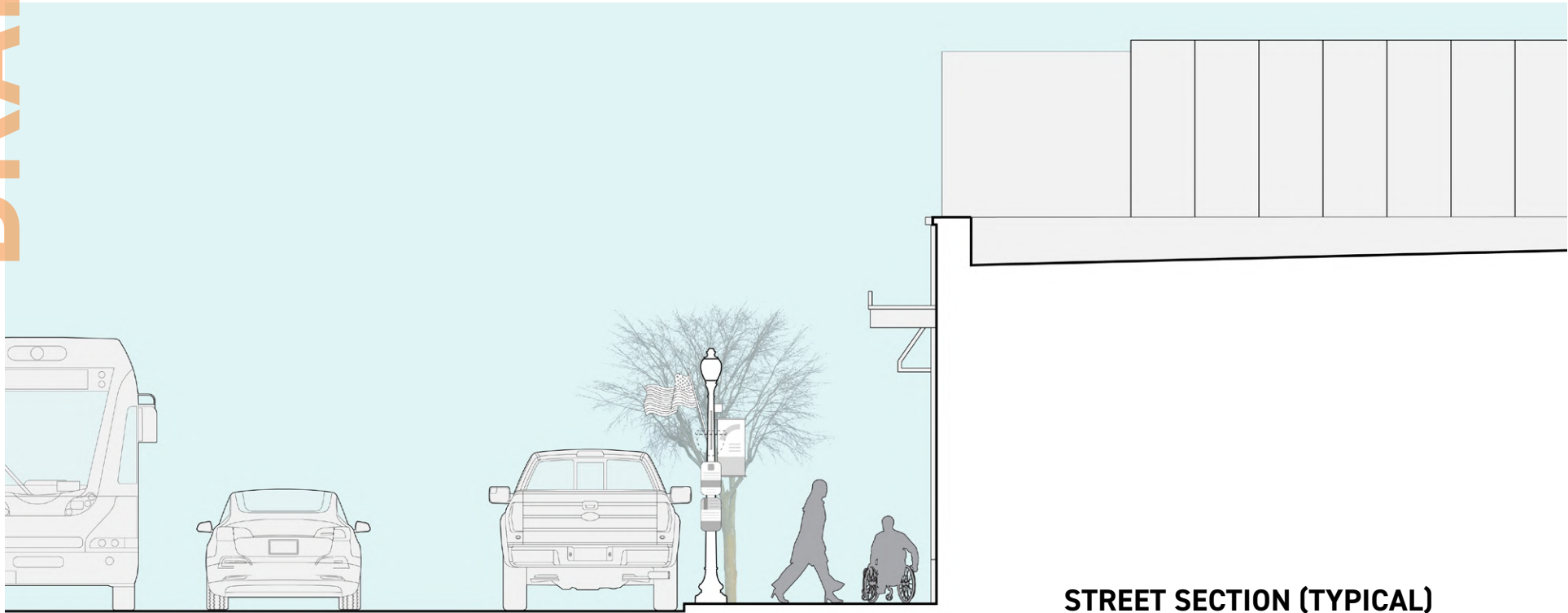
Above: Gateway enhancements.

ALTERNATE LOCATIONS FOR PUBLIC ART



Communities are eager to showcase and celebrate aspects of their authenticity and uniqueness and a robust public art program is a captivating way to demonstrate Revere's creativity and innovation.

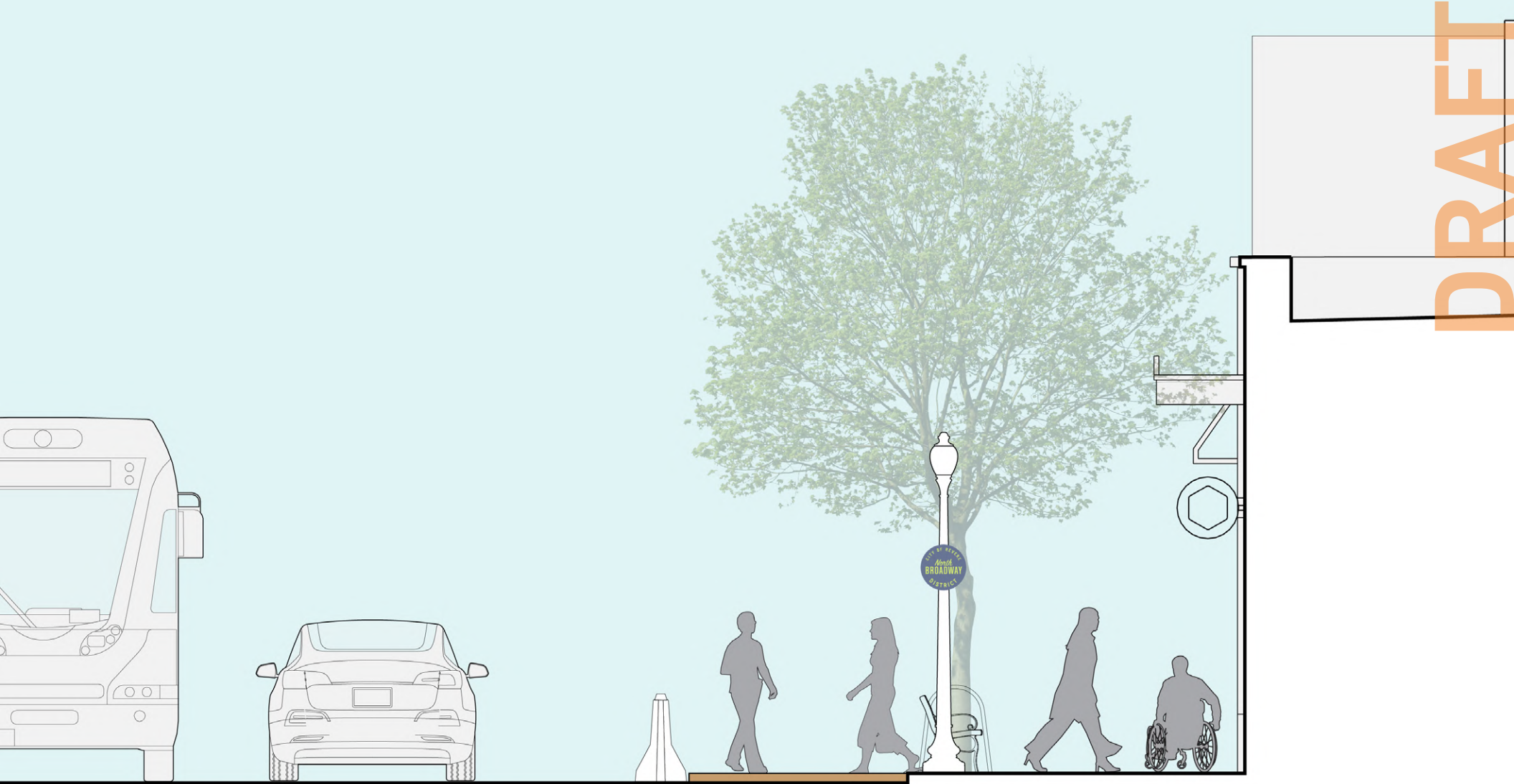
Above: Blank walls, utility areas and the underside of bridges provide blank canvases for community expression.



Above: Existing conditions of Broadway.
Right page: proposed short-term updates.

STREET SECTION (TYPICAL)

Much of urban design has to do with the character of the public realm between the curb and private property. Revere’s sidewalk experience can be improved by increasing street tree planting (where possible) and reducing the number of elements that are attached to the existing historic light poles. Opportunities should be advanced which increase opportunities for outdoor dining.



Car/Bicycle Lane
14 ft

Car/Bicycle Lane
14 ft

Boardwalk
8 ft

Buffer
3 ft

Sidewalk
8 ft

** case by case basis**

DRAFT VISION STATEMENT FROM APRIL MEETING

Revere's Broadway corridor is anchored by a vibrant public realm, with a mix of uses and well connected to adjoining assets within a sustainable, pedestrian-oriented environment.



SEE THE SURVEY
RESULTS HERE!

[https://www.revere.org/
business-development/
broadway-master-plan](https://www.revere.org/business-development/broadway-master-plan)



PUBLIC ENGAGEMENT

- Public Meeting #1 - April 1, 2024
60 attendees
Presentation & breakout sessions
- Community Input Survey - March & April
172 responses in English & Spanish, diverse ages
- Interviews
Discussions with property owners & local brokers
- Public Meeting #2 -September 25, 2024
20 attendees
Presentation & Feedback on Vision, Q&A

