

# Bridge Street & Bicknell Square Planning Study

Community Workshop #1

Thursday, March 21, 2024

# Bridge Street & Bicknell Square Community Workshop 1

## Agenda

6:30 pm

McCulloch Building

- Welcome & Introductions
- Presentation
  - Initial Observations & Analysis
  - Preliminary Survey Findings
  - Transportation
  - Market Analysis – Trade Area Overview
- Visual Preference Survey
- Making the Change We Want
- Interactive Small Group Discussions
- Report Out+ Identify Key Themes
- Wrap-up & Next Steps
- Adjourn

# Bridge Street & Bicknell Square Focus Area



Bridge Street & Bicknell Square Planning Study

# Planning Context

Overview of Demographics, Land Use, and Transportation



# Overview of Bridge Street & Bicknell Square

- Bridge Street: approximately 1.8 miles from Fore River to Back River
- 114 Businesses in North Weymouth
- 550,000 sf of commercial space
- 183 parcels in Study Area with 127 buildings on 238 acres
- 7 Zoning Districts along Bridge Street & Bicknell Square
- Sea Street Historic District include much of the Bicknell Square area
- 1,148 people work at jobs in North Weymouth



Sea Street looking toward North St.

# Population Grew; North Weymouth lagged

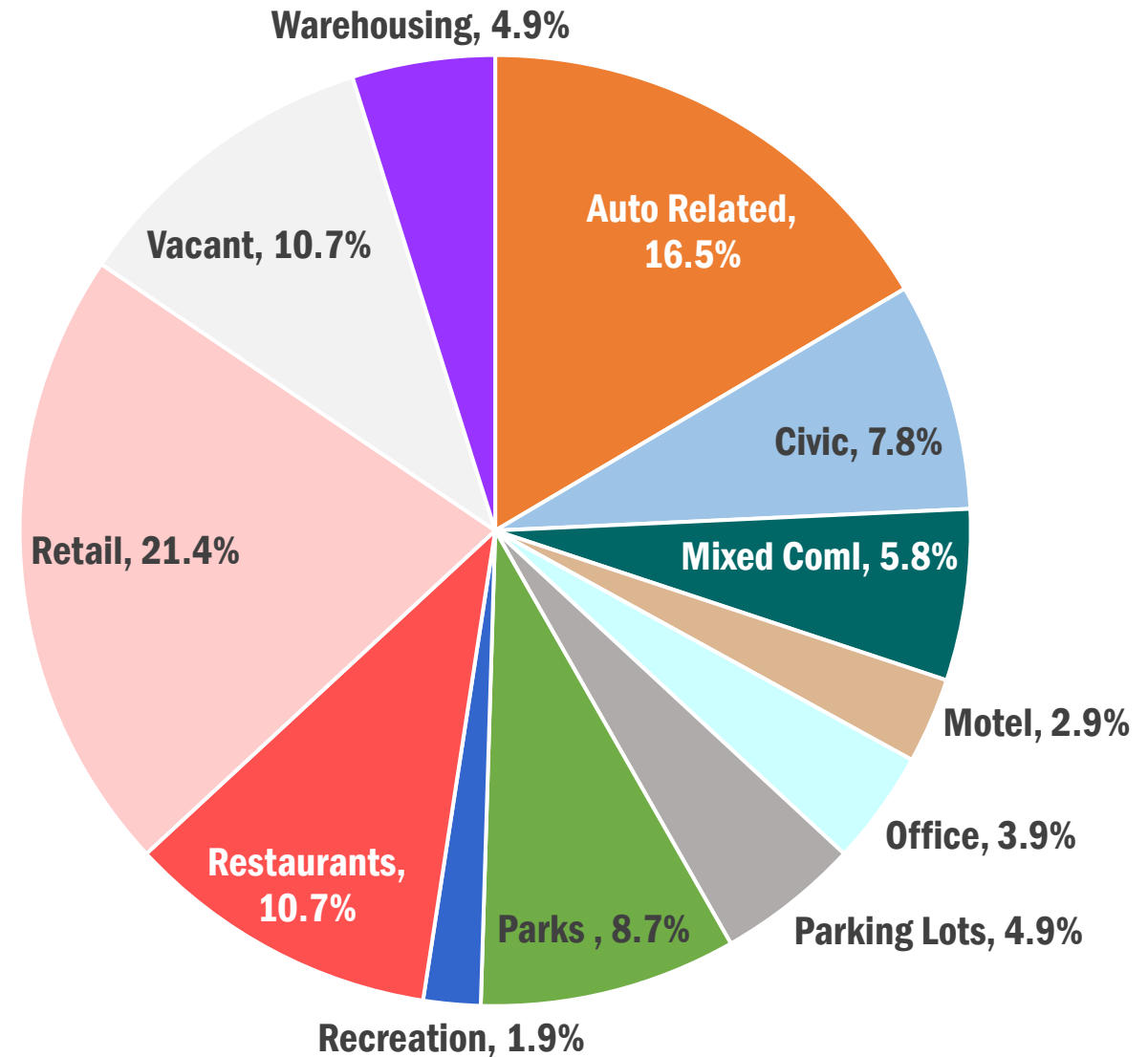
	Current Population 2022	Change 2012 to 2022
Weymouth	57,300	6.2%
Weymouth Landing 02188	15,313	7.8%
East Weymouth – Jackson Square 02189	15,567	5.1%
South Weymouth Columbian Sq. 02190	18,516	14.5%
North Weymouth Bicknell Square 02191	7,904	-9.6%

➤ *North Weymouth lost over 300 housing units in the last decade, an 8.3% decrease.*

# North Weymouth – Data Portrait

	North Weymouth 02191	Weymouth Town-wide
Population	7,904	57,300
Households	3,462	24,696
Median Age	52.3 years	44.3 years
Median Household Income	\$106,596	\$ 95,879
Average Household Size	2.26	2.30
Education, B.A. or higher	41.9%	40.9%
Home Ownership	81.3%	68.3%

# North Weymouth Business Mix



Auto Related Civic Mixed Coml Motel Office Parking Lots Parks Recreation Restaurants Retail Vacant Warehousing

# Bridge St/ Bicknell Sq Survey – *Preliminary*



**73.9%**  
of people  
came by car  
alone



**38.2%**  
walk to Bridge  
St & Bicknell  
Square



- **62.9%** come to Bridge St (west of Neck St)
- **55.9%** visit Bicknell Square
- **84.3%** visit Riverway Plaza area

# Why People Come to Bridge Street



**72.8%**

**Shopping  
Trip**



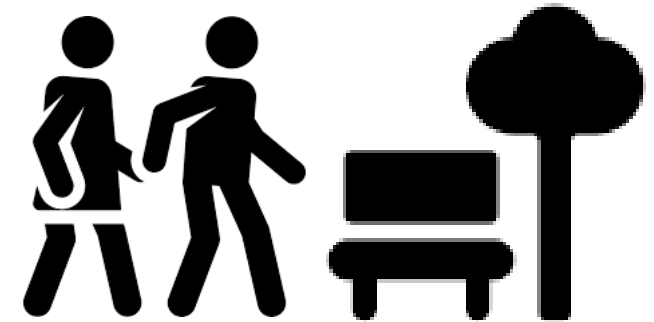
**53.3%**

**Drive-Thru  
Business**



**64.4%**

**Eat/ Drink**



**40.8%**

**for a Walk**

**33.9%**

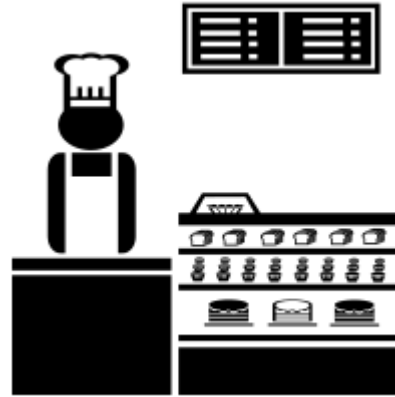
**for the Park**



# New Businesses That People Want



**76.6 %**  
**Casual-  
Family  
Restaurant**



**66.4%**  
**Bakery**



**41.2%**  
**Bookstore**



**38.7 %**  
**Coffee Shop**

# Competitive Shopping Areas

- **71.9%** of visitors/shoppers to Bridge Street also shop elsewhere same week
- **44.8%** shop online
- **Over 75%** will visit bricks'n'mortar stores

## Competitive Bricks & Mortar Shopping Areas:

1. **74.5%** patronize the Shipyard Area in Hingham
2. **52.5%** shop elsewhere in Weymouth
3. **38.0%** shop in Quincy

# Transportation



Bridge Street & Bicknell Square Planning Study

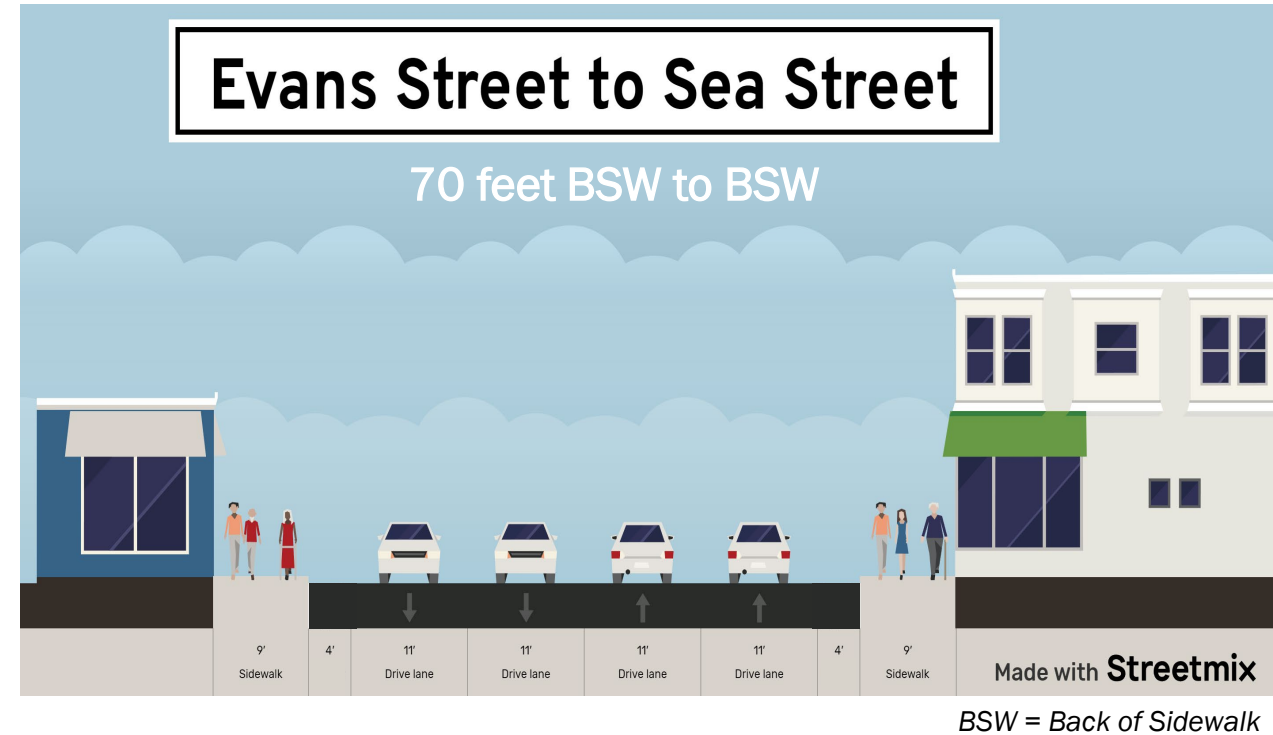
# Background on Bridge Street (Route 3A)

- **Study Limits:** Fore River to Back River
- **Length:** ~1.80 miles
- **Posted Speed Limit:** 30 MPH – 40 MPH
- **AADT:** 11,400 – 15,200 vehicles per day (2023)
- **Functional Classification:** Four lane undivided Other Principal Arterial roadway



# Background on Bridge Street (Route 3A)

- 4-lane undivided (2 lanes in each direction) with shoulders
- No on-street parking
- Sidewalk facilities
- Lack of designated turn lanes
- Many of the side streets, difficulty to make a left-turn movement





# Vehicle and Parking Facilities

- Six signalized intersections
- No on-street parking allowed
- The shoulders start to disappear east of Blackstone Road
- Posted Speed limit varies in the EB direction 30-35 MPH and WB direction is 30-40 MPH
- In the area west of Saunders Road, it was noticed there were higher vehicle speeds.





# Vehicle and Parking Facilities

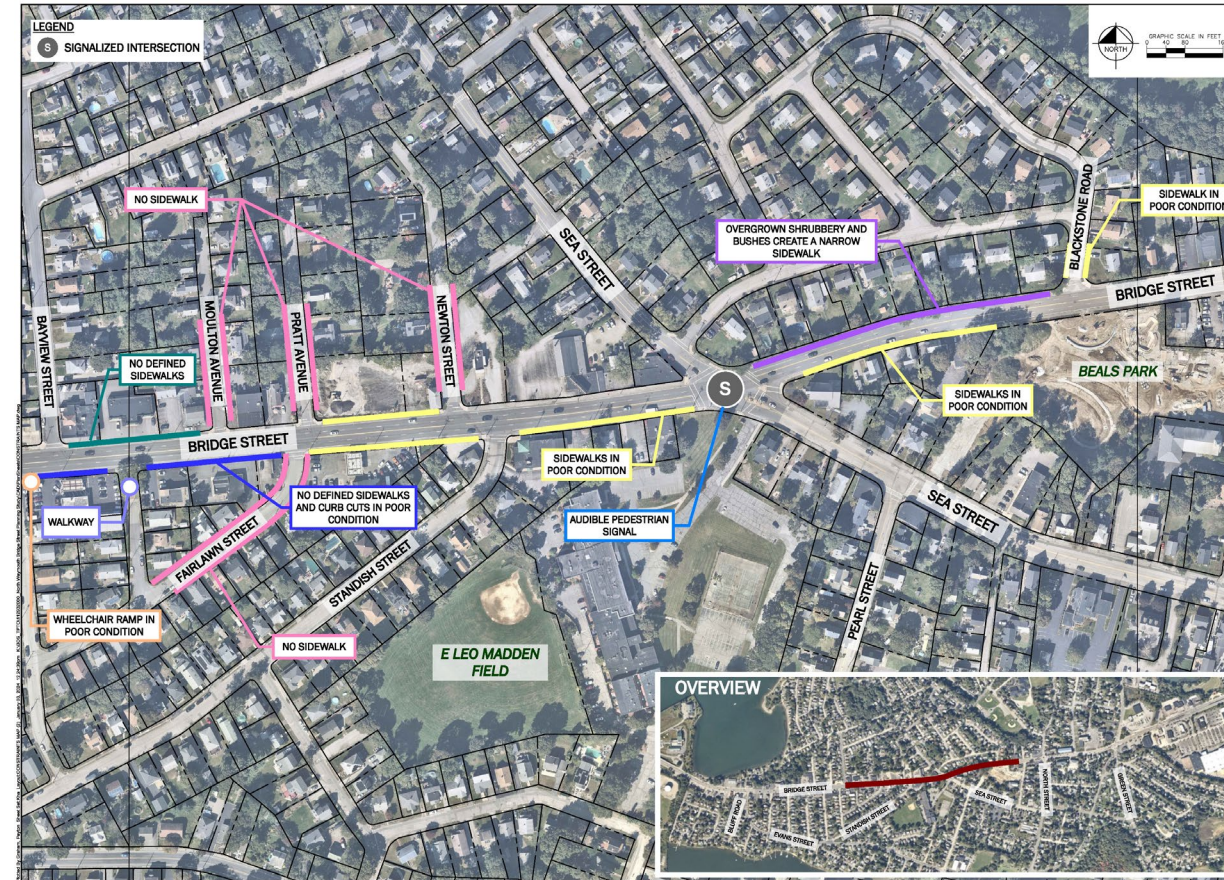
- Many of the side streets, difficult to make a **left-turn movement**.
- Where off-street parking was observed, generally a **surplus** of parking spaces was available.
- Heading eastbound, east of Neck Street/Green Street, **no left-turns or U-turns** allowed to head back in the WB direction





# Pedestrian and Bicycle Facilities

- Side street sidewalk facilities are either in poor condition or do not exist.
- Portions of the sidewalk facilities along Bridge Street are in poor condition and there are areas where the sidewalk facilities are narrow.
- The signalized intersections include an audible pedestrian signal except Bridge Street & Neck Street/Green Street and Bridge Street & Weymouth EMS/Riverway Plaza Shopping Mall Driveway.



# Pedestrian and Bicycle Facilities

- **Lack of midblock crosswalks** and difficulty for users to cross safely from one side of Bridge Street to the other.
- A handful of locations **do not have defined sidewalk facilities.**
- There are **designated bike lanes** west of Saunders Road.





# Pedestrian and Bicycle Crashes

- Seven pedestrian and three bicyclist crashes reported; one fatal injury and six non-fatal injury.
- The fatal injury crash occurred **west of Arbor Inn Motor Lodge**.
- Six crashes occurred during **dark-lighted roadway conditions**
- **Bridge Street & North Street** is one of the **Top 5% intersection crash clusters** for 2018-2020 based on the MassDOT Top Crash Locations.



Source: MassDOT Crash Data Portal for the last six years, January 1, 2018 to December 31, 2023



# Transit Facilities

- Two routes run along the corridor; **Route 220** (Hingham Depot – Quincy Center Station) and **Route 222** (East Weymouth – Quincy Center Station)
- Service along both routes is available during the **Weekdays, Saturdays, and Sundays**



# Transit Facilities

- Route 220 – includes **14 bus stops**
- Route 222 – includes **10 bus stops**
- Majority of the bus stops include signage and **3 stops include shelter.**





# Market Assessment



Bridge Street & Bicknell Square Planning Study

# Bridge Street & Bicknell Square Retail Demand & Supply

Primary Trade Area (5-minute drive time)	Demand	\$ 301.9 Million
	Supply	\$ 276.1 Million
	Opportunity	\$ 25.9 Million 
Secondary Trade Area (10-minute drive time)	Demand	\$ 1.7 Billion
	Supply	\$ 2.1 Billion
	Opportunity	(\$399.7 Million)
Reach Trade Area (15-minute trade drive time)	Demand	\$ 3.9 Billion
	Supply	\$ 4.0 Billion
	Opportunity	(\$ 60.8 Million)

# North Weymouth's Business Challenge

- One third of North Weymouth's customer area is water.
- Fish don't shop



# Bridge Street & Bicknell Square Retail Market Recap

- Highly Competitive Retail Bricks'n'Mortar Environment, with major shopping in newer buildings just east of Bridge Street with weekly grocery options
- **Increasing Competition from Online Retail Sales**
- Bridge Street has multiple vacancies – vacant land, buildings, and shops. Vacancies can be opportunities
- **Primary Trade Area includes many areas without consumers**
- Newer users include commercial with wholesale and “back office” activities often with housing and limited retail orientation.

# Visual Preference Survey





# Which facility are you more comfortable biking?



**Bike Lane**



**Buffered Bike Lane**



**On-Road Separated  
Bike Lane**



**Off-Road Two-Way  
Cycle Track**



## Which facility are you more comfortable biking?



0%



0%



0%



0%

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)

# Which facility are you more comfortable walking?



Sidewalk Next to Travel Lanes



Sidewalk Separated (landscaped) from Travel Lanes



Sidewalk Separated (amenities) from Travel Lanes

## Which facility are you more comfortable walking?



0%



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# Which intersection would you feel more comfortable crossing?



Standard Crosswalk



Zebra Crosswalk



Painted Crosswalk



Pedestrian Scramble

# Which intersection would you feel more comfortable crossing?



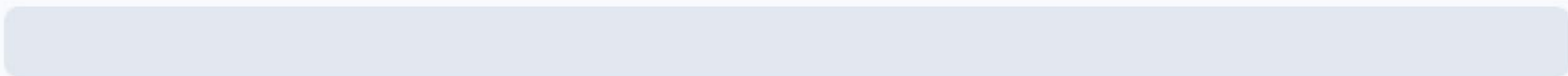
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# Which image of mixed use do you prefer for the Bridge Street area?

A



C



B



D



Bridge Street & Bicknell Square Planning Study

## Which image of mixed use do you prefer for the Bridge Street area?



0%



0%



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# Which image of housing would you prefer for the Bridge Street area?

A

B

C

D





# Which image of housing would you prefer for the Bridge Street area?



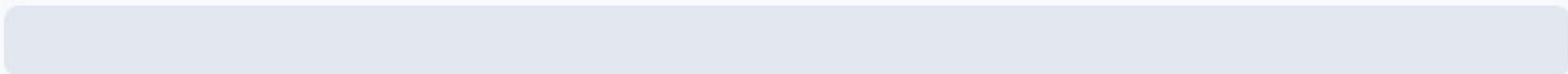
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# Moving Towards Action

- 1. Transportation Improvements → Public Investments**
- 2. New Uses, Attractive Stores & Shops → Private Investment**

# Development – An Initial Overview

- Today: Over Supply of Office & Retail
  - Bankers & Investors less willing to finance and build speculatively
- Today: Housing is the Asset Class Favored by Lenders & Developers
  - Financeable
  - Provides a dependable stream of income in mixed-use projects
- Larger projects are favored by lenders and developers to cover cost of construction, land, and interest rates.

# Buying A House Today in North Weymouth

Housing & Closing Costs	
Median Sales Price in Weymouth	\$537,483
Closing Costs	\$ 3,500
Total	\$ 540,983
20% Downpayment	\$108,197
Mortgage Amt Needed	\$432,786

Mortgage Cost	
Median Household Income	\$106,596 / yr gross
Monthly Income	\$ 8,883/mo gross
Loan Amount	\$432,786
Interest Rate- 30-yr Fixed	6.1%
Monthly Payment	\$2,865 – 32.3% of gross monthly income, <i>plus</i> taxes, utilities, & maintenance

Only 10  
houses for  
sale in  
02191



Average Rent  
\$2,390/mo  
Makes Savings  
Difficult

# Small Group Discussion

## 2 Components:

- 1. The Street “Build-a-Street” and*
- 2. Building Along the Street*



# Build-a-Street

Have you ever thought, *“if I was in charge.....” I would make my street just like this “poof!”* Unfortunately, we are not able to give you a wand to wave over a real street, but here provided are tools to build your model street by marking up the sheet. Show us your dream street!



## Directions

1. You have 70 feet between the back of the sidewalk to the back of the sidewalk.
2. Identify what elements to include, such as travel lanes (10 – 12 feet), sidewalks (5 feet +), trees (2 feet +), bicycle lanes (4 – 7 feet), shared-use paths (8 – 12 feet) & etc.
3. Write notes on your dream street you would like to share with us about your street.

# SMALL GROUP EXERCISE FOR CW1

Possible Scenario	Enable Businesses to Thrive	Address Housing Crisis	Address Climate Change	Complement the Neighborhood	Other Comments
<b>Rehab Bridge St properties, buildings, with possible upper story additions</b>					
<b>New Infill Buildings &amp; Small Scale Redevelopment on Vacant and Single Lots</b>					
<b>Redevelopment with Mixed-Uses</b>			43		
<b>Continue as is, as online shopping grows.</b>					

# The McCabe Enterprises Team



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