

Center Business District Revitalization: Traffic Pilot

What's happening in the Center?

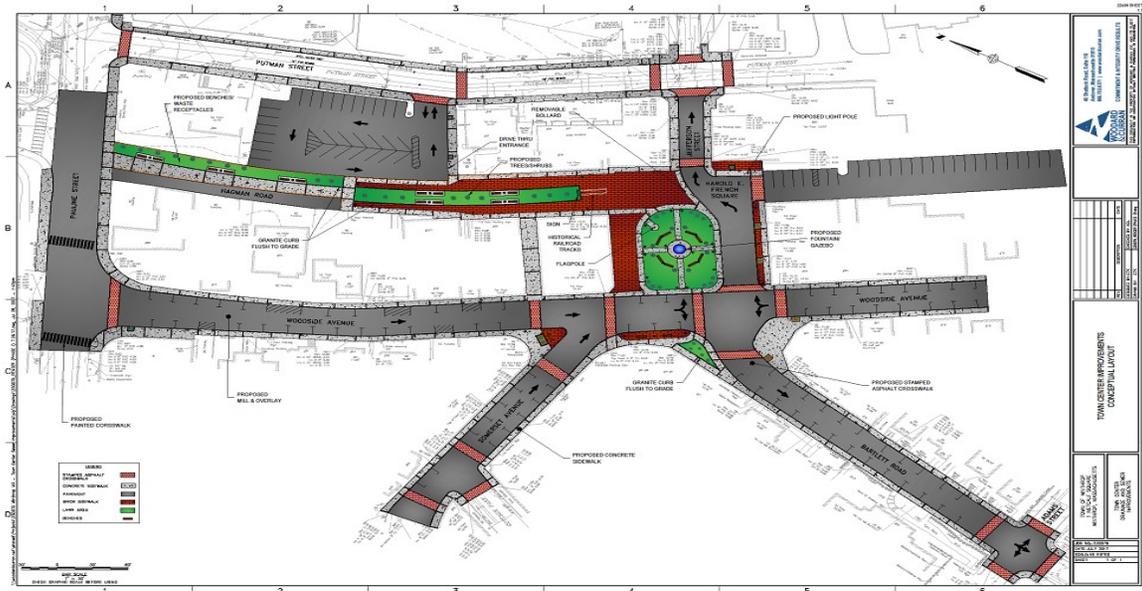
What you are seeing and experiencing on the streets in and around French Square is the result of a new traffic pilot study taking place from August 31 to October 31. As a pilot, **these changes are not permanent** and are meant to assess the potential for new traffic patterns and use of public space to stimulate much needed development and business activity in the Center.

This study features the following changes:

- ⇒ Closure of Hagman Road to vehicles
- ⇒ Repurposing of 28 parking spaces on and around Hagman Road
- ⇒ Reversal of the direction on Adams Street
- ⇒ Make Jefferson Street between Putnam and Hagman a one-way outbound
- ⇒ Allow a left hand turn at the end of Woodside by Cervizzis, allowing vehicles to take a left hand turn to go up Bartlett

Will there be enough parking?

A total of 28 parking spaces were removed (mainly in the Hagman and Putnam lots). Recent parking studies have found that utilization of on and off-street parking in the Center is currently at about 48%, leaving ample opportunity to reallocate these spaces for parked cars to spaces for people and social activity.



Why is this happening in the Center?

This pilot is in response to recommendations provided by the Centre Business District (CBD) Master Plan- a comprehensive economic development strategy adopted by the Town Council in April 2017. The Master Plan established five key goals for the Center, each generated through extensive public input, and focused on creating a vibrant, walkable Center:

Master Plan Goal #1: *Enhance the public realm: Revitalize streetscapes and rethink the nature of usable public open space. Redefine gateways to the CBD. Promote the connectivity of Winthrop's assets.*

Why is this change important for Winthrop?

- ⇒ Winthrop has lost >1,100 local jobs since 1990 & has only 0.2 jobs per resident.
- ⇒ Winthrop residents do approximately 68% of their retail spending out of town.
- ⇒ Median age jumped from 33 to 43.7 years since the 1960s.
- ⇒ Winthrop is the only seaside community (studied in a recent report) to experience population decline since 1990.

Reversing these trends begins by changing our status quo and providing more opportunities sustainable economic growth in the Center. **This pilot aims to do just that.**