

HUDSON, MA

PUBLIC FEEDBACK SUMMARY

First Public Meeting

September 7, 2016

- 6:30pm Registration
- 7:00-8:30pm Event

The First Public Meeting for the redesign of the Main Street Rotary was held on Wednesday, September 7th, 2016, from 7:00 – 8:00pm at the Hudson Senior Center (29 Church Street) Lower Level Meeting Room. Publicity for the event included mailings, emails, flyers, posters at downtown shops, word-of-mouth and social media postings on both Facebook and Instagram. The event was well attended with a final head count of 36 participants. State Representative, Kate Hogan, and Planning Director, Jack Hunter, were there to help kick off the forum. Throughout the event, public input was solicited through various activities engaging participants to share their views on what should and shouldn't be included in the redesign of the Main Street Rotary.

Meeting Procedure

Registration was held prior to the beginning of the meeting, kicking off the process of promoting attendees in sharing their thoughts and visions for Downtown Hudson. Attendees were encouraged to take photos in front of a Hudson themed photobooths and later share them on social media. At signing in, each participant was given two items to fill in.

- An index card was used to ask a participant to “Use one word to describe Downtown Hudson”. From the single word responses, a “word cloud” generated from the provided text, or a wordle, was produced recording the collective snapshot of shared opinions about Downtown Hudson. Below is the wordle generated from this exercise:



- A half sheet of paper allowed participants to “complete the sentence” by responding to the following: “**Redesigning the Main Street Rotary is an opportunity to . . .**”. Once filled in, participants posted their response by placing them on a “sticky wall” for others to read.

Provided below are the combined comments from general discussion at the public meeting from the sticky note exercise. Though some comments apply to more than one category, we have attempted to group them in their most logical fit.

Materials and Markings

- Write Route Number on pavement to help flow of traffic
- Make direction/yielding more clear
- Huge sign on 62 East saying “Rotary Yield”
- Clear bypass lanes
- Well marked in bold colors for pedestrians and cars
- Cobblestone Rotary
- Cobblestone rotary to slow people down
- Connect it thematically at Washington St. roundabout

Placemaking

Placemaking - Gateway

- Create memorable place at a defining element (sculpture?)
- Create something permanent/historic
- Recreate ‘gateway’ to town center
- Create a focal point that is appealing and welcoming to visitors, residents and business owners
- Create an inviting and exciting gateway to Hudson
- Welcome visitors to our town
- Extend connection to downtown
- Compliment downtown revitalization

Placemaking - Attraction

- Attract people to downtown
- Make Hudson a destination
- Create a good reputation for Hudson
- Beautify the downtown area
- Preserve the historical central part of Hudson
- Improve downtown appearance
- Showcase local talent or history
- Display public art and attractive landscaping
- Attractive
- Preserve history and make clean and acceptable

Placemaking - Seating

- Places to stop and hang out (benches)
- More benches to encourage people to sit and relax.
- Expand areas for gathering and place to sit and enjoy town center

Placemaking - Landscaping

- Replace trees
- I miss the large evergreen trees would like to see more interest as far as seasonal flowers
- Display public art and attractive landscaping
- More trees/shade (nice to walk around, but gets really hot)

Safety/Pedestrian Safety

- Improve pedestrian safety (especially by Victors diner)
- Improve safety
- Provide a safer driving experience
- Improve visibility
- Improve safety for pedestrians
- Better highlighting of pedestrian cross walks
- Improve pedestrian crossing
- More pedestrian friendly (cars never see you behind the parked cars)
- Eye sight to see pedestrians from all cars – low flowers, nothing else
- It should not be high which could impede sight. Should be simple to avoid diverting attention of drivers.

Traffic

- Change the traffic flow for the better
- Prevent future bottlenecks
- Improve traffic flow
- Perhaps recognize that the traffic flow is handles optimally with the present rotary configuration
- Eliminate the bottleneck coming down Central Street
- Improve traffic flow downtown
- Speed up flow (less shopping – faster vehicles) using 80' diameter and cut all shrubs much lower to be the center of a vibrant community
- Any way to decrease traffic, down Main St and 62 (rush hour)?
- Make traffic/merging obvious when coming east on Coolidge and exiting onto Washington
- Slow the traffic coming into rotary

Jack Hunter, Town of Hudson, opened the meeting by recognizing elected officials and providing an overview of how this project was initiated and what the Town expected to achieve through this planning and design process. Jef Fasser and Ale Echandi, BSC Group, then provided an overview of the work completed to date, public input received to date, and how the planning and design process would evolve into a Phase 1 construction project for the Spring of 2017. An emphasis was placed on the variety of initiatives that have and will take place to solicit public input and how this valuable public input would inform the final implemented design.

Daphne Politis then described how the larger group would be divided into smaller discussion groups to give everyone an opportunity to provide input at this Public Workshop During. Each small discussion group was asked to provide comments prompted by three questions, and concluding the small group discussions, members were asked to indicate comments and issues most important to

them using a “stick dot” prioritization approach, participants could up to three dots on an issue, or spread them among multiple comments/issues.

1. What are your favorite things about the rotary? (things you would want to make sure are preserved in the future). Prioritize the responses.

Group ONE:

- Do not make rotary smaller – at least the same size or larger – 6 dots
- Keeping the Rotary as a gateway into Hudson – 3 dots
- Maintaining green in the rotary – 2 dots
- Maintain traditional appearance (trees, low shrubs) – 1 dot
- Keep the Rotary design simple – 1 dot
- Hudson Clock is iconic (possible relocating outside of Rotary)
- Not obstructing building facades

Group TWO:

- No traffic lights – 11 dots
- Efficiency/at off times you don't have to make a full stop – 5 dots
- Symbol of downtown Hudson (Focal Point) – 6 dots
- Efficiency/at off times you don't have to make a full stop – 5 dots
- Larger radius worked better for cars and pedestrians – 4 dots
- Historic Gateway – 1 dot
- Wish there were traffic lights – 1 dot

Group THREE:

- Functional – 8 dots
- No traffic light – 6 dots
- Creates character – 6 dots
- Life to Main St. businesses – 6 dots
- Creates traffic – 4 dots
- Greenway – 4 dots
- Visibility – 3 dots
- Increases traffic flow – 3 dots
- New England feel – 3 dots
- Holiday decorations – 2 dots
- Seasonality – 1 dot
- Opportunity to see the downtown

2. What are your least favorite things about the rotary? (things that should be changed in the future). Prioritize the responses.

Group ONE:

- Lack of markings for approach to rotary and into downtown – 4 dots
- Pedestrian and bike lanes are lacking in downtown area – 3 dots
- Washington St crosswalk is difficult – limited line of sight for cars from Main – 3 dots
- Too much pavement – 2 dots
- Too much signage – 1 dot

- Lacks trees – 1 dot
- No clear marking for the number of lanes
- Highlight historic building facades not the views of gas stations

Group TWO:

- Cars can see you as a pedestrian – 7 dots
- Takes forever to get from Lincoln St to Library – 6 dots
- Poor visibility due to parked cars – 5 dots
- Slow traffic down as they approach rotary – 4 dots
- Shrubs at crosswalks – 3 dots

Group THREE:

- Rules of rotary is not clear – 6 dots
- Lack of signs - 6 dots
- Lack of road markings – 6 dots
- Poor pedestrian crossings – 5 dots
- Speeding – 4 dots
- Lacks greenway – 4 dots
- Traffic – 4 dots
- Backed up – 3 dots
- Aesthetics – 2 dots
- Boring – all about traffic – 2 dots
- Doesn't incorporate side st./front – 2 dots
- Inadequate safe/parking – 2 dots
- Visibility pedestrian/parking/car – 1 dot
- No visibility for pedestrian – 1 dot
- Yield/Right of Way question

3. Combination question 3 and 4: What would make the rotary better? (e.g. safer, more attractive, more “Hudson”, more interesting)/ If you would do one thing to improve the rotary, what would it be? Prioritize the responses.

Group ONE:

- Traffic calming at crosswalks (cones, signage, lighting, rumble strips) - 7 dots
- Public art – 5 dots
- Specific roadway material use (ie bricks) to highlight different circulation use – 3 dots
- Challenges of having a 2-lane rotary – 3 dots
- Speed at Rotary is too fast for other cars and pedestrians – 3 dots
- More lighting at Rotary – specifically at the ground level/within the road - 1 dot
- Outdoor seating, activate the downtown with new space – 1 dot
- South street make left to avoid rotary
- Pull traffic to other streets that are lower have less congestion
- Reduce size of rotary to calm traffic

Group TWO:

- Remove vegetation, Shade, Place to sit/socialize, Bike racks (in front of town hall) – 8 dots
- 80 foot diameter/1 lane – 7 dots

- Light up cross walk indicators – 5 dots
- More places to lock up bike - 4 dots
- Other shape? No longer a rotary – 3 dots
- Privacy fence to hide Robinson's rental equipment (to make view from park nicer) – 2 dots
- Good to see trashcans – 1 dot
- Red brick to look nice (or maybe not real brick b/c it's hard for wheel chairs)

Group THREE:

- Parking – 9 dots
- Mark traffic lanes – 7 dots
- take over McDonalds for parking – 6 dots
- Increase trees/evergreen – 5 dots
- Benches along street – 4 dots
- Sidewalk bump out/rail trail/increase green space/decrease speed – 4 dots
- fountain – 3 dots
- flowers – 3 dots
- "Welcome to" Sign – 2 dots
- Traffic light Lincoln St. – 2 dots
- Beautify and islands – 2 dots
- Consistency with other rotary in Hudson (near tux store) – 2 dots
- No crosswalks at rotary – 1 dot
- Increase green space
- More crosswalks
- Bicycle friendly
- Low profile/backlights/tie in Highland rotary

When asked to identify their favorite things about the rotary, participants placed a high value on the rotaries efficiency and function. Physical features that the public wanted to see preserved in the redesign included maintaining or even expanding the rotary radius, and not incorporating traffic lights at the rotary. Collective least favorite features of the rotary included lack of markings and signage when approaching. Another feature identified to be changed in the future was improving crosswalks, particularly at Washington St, where line of sight is limited for both cars and pedestrians. Incorporating traffic calming strategies at crosswalks and establishing places to sit and socializing are features that most participants see contributing to improving the rotary. Other well received ideas shared at the forum, included establishing an 80' diameter for the rotary and clarifying lane markings.

Media Coverage:

The entire meeting was filmed by HudTV, Hudson's local public access studio. A link to the video exists here: <https://vimeo.com/182077986>



Sign In Sheet:

Main Street Rotary:
Hudson, MA

PUBLIC FORUM:
Wednesday, September 7, 2016

SIGN - IN SHEET

NAME	ADDRESS	E-MAIL OR PHONE NUMBER
Fred Luby		
KATE Hagan		
Karen Freker		Karen.Freker@mahouse.gov
CHUCK RANDALL		
Bill Sullivan		
HUGH GARDNER		
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Vince Picarello	11 B Astor	VPICARELLO@VERIZON.NET

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Hudson, MA**

**PUBLIC FORUM:
Wednesday, September 7, 2016**

SIGN - IN SHEET

NAME	ADDRESS	E-MAIL OR PHONE NUMBER
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JOHN PARENT	27 CAUSEWAY	JOHN23054
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CATHERINE KROEGER	47 OLD NORTH RD	978-568-8678
Tom Moses	1 Lower Rd	978 310-7766
Pat Galucci	9 Riverview	978-562-2099
Mary Harrity	103 Washington St.	978-562-3015
Richard Harrity	103 Washington St.	978-562-3015
Bill Sully		978-923-0462







Small Group Discussion Notes:

- Q3
4
- Welcome to Sign
 - Benches along St.
 - traffic light Lincoln St
 - Sidewalk bumpout / rail tail / green space < speed
 - Beautify + islands
 - 7 trees / program
 - fountain
 - take over McDonalds for parking
 - 7 green space
 - mark traffic lanes
 - low profile / back lights / tie in highland rotary
 - consistency w/ turn rotary
 - ~~back street~~
 - parking
 - no (crosswalks) / binary
 - more us / walk
 - bridge friendly






- Q2
2
- Yield / ROW questions
 - Poor pedestrian crossings
 - Rules of rotary??
 - Lack of Signs
 - aesthetics
 - doesn't incorporate side st. / flow
 - Speeding
 - no visibility for pedestrian
 - baring / all about traffic
 - lacks greenery
 - TRAFFIC!
 - Lack of road markings
 - Backup
 - R / make more sense / parking
 - V / K / M / P / B / C / R

- Q1
1
- * Functional
 - No traffic light
 - creates traffic
 - visibility
 - New England feel
 - greenery
 - holiday decorating
 - increases traffic flow
 - * life to main st. business
 - opportunity to see the downtown
 - creates character
 - seasonality

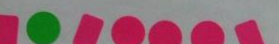


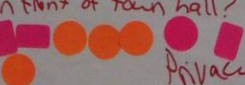



Favourite Things About Rotary


- 11 No traffic lights 
Efficiency/At off times you don't have to stop 
Symbol of downtown Hudson/Focal point 
Historic Gateway 
Wish There Were Traffic Lights 
Larger Radius worked better for cars + pedestrians 
~~Takes~~

Don't Like

- Takes forever to get from Lincoln St to Library 
Cars can't see you as a pedestrian 
Poor visibility due to parked cars 
Slow traffic down as they approach rotary 
~~Needs to be 1 lane wide everywhere~~
Shrubs cut crosswalks 

Make Rotary Better

- 80 foot diameter/1 lane 
Red brick to look nice (or maybe not real brick b/c it's hard for wheel chairs)
More places to lock up bike 
Light up crosswalk indicators 
Remove all vegetation
Shade
Places to sit and socialize } In front of town hall? 
Bike racks
Good to see trash cans 
Other shape? No longer a rotary 
Privacy fence to hide Robinson's rental equipment (to make view from park nicer) 

- ③  traffic calming at crosswalks (cones, signs, flags, lightings, rumble strip)
- traffic backed up coming off Main St. & Central St.
 - More lighting at Rotary / at ground level
 - Roadway material use - highlighting circulation use
 - Challenges of having a 2-lane Rotary
 - Speed at Rotary too fast for other cars & pedestrians
 - reduce size of Rotary to calm traffic
 - outdoor seating, ~~activate~~ ^{activate} the downtown v/ner space
 - South St make left to avoid Rotary
 - Pull traffic to other streets that are lower use now
 - Public Art

① - Building Views - no obstructions

■ - Same Size Rotary / Don't make it smaller

- Traditional Look (Trees, Low Shrubs)

● ■ - Keeping it as a Gateway

■ - Keeping Green in the Rotary

- Love the clock (maybe relocate outside)

● - Keep it Simple

②

■ - Too much signage

■ - Lacks Trees

● ■ - Too much pavement

- How many lanes are there?

- No views of the gas station / Highlight BLDGs

- Pedestrian & Bike Lanes are lacking

● ■ ■ - Markings for approach to Rotary & into Downtown

■ ■ - Washington St crosswalk is difficult - cars from Main St aren't seeing