Streetscape Master Plan Study
Main Street
Ayer, Massachusetts
The Main Street Corridor

- Fort Devens
- West Main Street
- East Main Street
- Park Street
- Route 2A Rotary
- Project Limits
- Main Street
Existing Conditions Inventory
Eastern Gateway

- Introduce buffer plantings
- Open up view to Flannagan Pond
- Selectively clear roadside brush
- Create unified gateway green
- Woodlands frame gateway road
- Entrance gateway to Ayer
- Introduce continuous walkway
- Place new wooden guardrail behind walk
- Explore gateway landscape opportunities
- Enhance park-like walkway experience

Streetscape Master Plan - Main Street, Ayer, Massachusetts
East Main Street

- Strengthen pedestrian crossing
- Widely varying fences & landscapes
- Overhead power lines this side
- Strengthen landscape at this key juncture
- Potential “Pauline’s” plaza
- Visually emphasize road to hospital
- Homes in various conditions (typical)
- Bituminous walks in poor condition (typical)
East Main Street

Ayer Public Library

Place making opportunity

Potential gateway to Pirone Park

ADA issues: narrow walkway

Walkways in poor condition

Overhead powerline this side

Potential traffic calming opportunity

Ayer District Court
Eastern Gateway to Town Center

- Town Hall & landscape anchor the streetscape
- True gateway view to Town Center
- Steel guard rail discordant with landscape
- Bridge structure as potential feature
- De-emphasize Faulkner Street
- Strengthen landscape edge
- Unattractive loading area
- Chain link fence a visual distraction
- Chain link fence a visual distraction
- Steel guard rail discordant with landscape
Town Center

- Covered sidewalk
- Brick sidewalk trim band in poor condition
- Pocket park with benches
- 4’ overhang
- 14” Honey Locusts
- Arborvitae screen
- Chain link fence
- Gateway view of Town Center
- Veteran’s Memorial Park
- Covered “Historic Waiting Station”
- Recycling bins
- Continuous raised paver strip in poor condition
- Inset doorways (typical)
- Ornamental light pole (typical)
- Picnic tables
- Parking lot
- ADA non-compliant curb ramps
- ADA median breaks
- Benches & window boxes
- Planters
- Gate
- Town Hall
- Entrance Plaza with bench & fountain
- Inset doorways (typical)
Town Center

- Metal guard rail
- Steep corner, sidewalk deteriorated, no plantings
- Intersection not pedestrian oriented
- Concrete median not of gateway character
- Landscaped strengthen gateway
- Celebrate bikeway entrance
- Open green space
- Building overhangs sidewalk
- Tree removed
- 2' grid concrete walks with brick trim
- Ornamental light poles (typical)
- Non-ADA compliant ramps
- Inefficient open pavement at key gateway
- Walk with landscape strip
- To train shelter
- Existing path to train shelter
- Narrow walks in poor condition
- Parking
- Raised paver strip in poor condition, narrow sidewalk
- Fire station entrance: no walkway delineation
- Walk in disrepair, no landscape strip
- Landscaped strengthen gateway
- Open green space
Park Street

Potential expanded parking area

Road edge not defined by landscaping

Walks become bituminous, then disappear

Broad expanse of pavement is intimidating to pedestrians

Bikeway “Gateway Treatment” desirable

MBTA & Bikeway Parking

PARK STREET

Streetscape Master Plan - Main Street, Ayer, Massachusetts
Transition to West Main Street

- Treed edge, wetlands beyond
- Utilitarian metal guard rail
- Concrete sidewalks with granite curbs
- Landscape edge
- Lack of landscaped edge compromises streetscape
- Low quality façade with deteriorated sidewalk
- Rusting RR bridge is default "Gateway"
- 160' wide uninterrupted pavement not pedestrian friendly

End of ornamental lighting

Broad curb opening, no landscaping
West Main Street

- Utility poles pose ADA issues
- Damaged metal guard rail at stream crossing
- Narrow bituminous sidewalk with bituminous curbing
- No street trees to frame road
- Granite curb & concrete walks both sides
- Ornamental light poles end here
- Overhead power lines start here
- No landscape strip at sidewalk
- Granite curb & 4' concrete walks
- No sidewalk
- No signs at crosswalks
- Narrow bituminous sidewalk with bituminous curbing
- No street trees to frame road
- Overhead power lines start here
- No landscape strip at sidewalk
- Granite curb & concrete walks
- No sidewalk
- No signs at crosswalks
West Main Street

Concrete parapet with metal fence not pedestrian friendly

Utilitarian metal guard rail chain link fence & bituminous sidewalk

Narrow intersection not residential in character

Overpass high point presents visual divide

Potential plantings to reduce scale of overpass

Potential plantings to reduce overpass scale

View of overpass out of character with neighborhood

Bituminous sidewalk & metal guard rail

Overhead wires switch sides

Granite curb & 4’ concrete sidewalks

Narrow intersection not residential in character

View of overpass out of character with neighborhood
West Main Street

Wide open pavement without sidewalks severely degrades appearance

Last maintained frontage with landscape & sidewalk

Debris dominates view

Narrow deteriorated bituminous sidewalk

No curb, sidewalk or landscaping

No sidewalk

Narrow non-ADA compliant bituminous walk

Broad open curb cut out of character

Potential street trees

Overhead power lines this side
Western Gateway

Scrub growth along road edge

Open gravel area

Forest road edge

Abandoned former gas station site

No sidewalk or landscape strip degrades quality of stores

Uninterrupted pavement seriously degrades appearance

Potential safeway landscape treatment

Lawn strip, sidewalk & open lawn with trees
Historic Context of Main Street
Historic Photos: 1875 - 1894
Historic Photos: 1907 - 1925
Historic Photos: 1940 - 1968
Streetscape Concept Plans:
Gateway Entrances
Eastern Gateway

- Provide a new continuous concrete sidewalk
- Add buffer plantings to better frame entrance park
- Provide new continuous concrete walkway
- Open views to pond through selective clearing & new bridge rail design
- Develop a new gateway park to celebrate arrival in Ayer
- Selectively clear wooded edge to provide visual interest
- Entrance plantings and gateway signage; selectively clear trees beyond
- Place new wooden guardrail behind sidewalk & pull sidewalk back from road
- Develop a new park area/pedestrian link
- Plantings lead eye to gateway entrance
- Naturalized meadow with shade trees
- Wildflower meadow
- Lawn
East Main Street – Concept 1

- Strengthen pedestrian crossing
- Infill street trees plantings in proposed easements
- Relocate overhead power lines
- Provide textured crosswalks
- Provide stronger signage to Hospital and open up views to this key intersection
- Provide a gathering space for pedestrians at Pauline's
- Dedicated Bike Lanes
- Provide new concrete sidewalk both sides of road
- Strengthen landscape at this key juncture
East Main Street – Concept 1

- Introduce inviting pedestrian plazas
- Introduce a new gateway park area
- Address ADA issues by widening the sidewalk
- Strengthen pedestrian crossings
- Provide new concrete sidewalks on both sides of the road
- Dedicated Bike Lanes
- Consolidate driveway openings & infill street tree plantings
- Relocate overhead power lines
- Create a more pronounced crosswalk & possible traffic calming measures
- Ayer Public Library
- To Prone Park
- Ayer District Court
- POND STREET
- POND STREET
- EAST MAIN STREET
- EAST MAIN STREET
Eastern Gateway to Town Center – Concept 1

- Provide new ADA compliant curb ramps
- Introduce new "Town Center" sidewalk & crosswalk treatments
- Screen the post office area with evergreens & fence
- Replace chain link fence with ornamental steel as a quality edge treatment
- True gateway view to Town Center
- Ornamental planters placed at bridge piers
- Repaint bridge & add seasonal banners to celebrate this key gateway
- Replace metal guard rail with wooden guard rail with steel backing to complement Town character
- Provide edge plantings to reduce view to parking
- Introduce a foreground gateway park flanking East Main Street
- Dedicated bike lanes
- Extend period lighting from bridge to the Library & Courthouse
- Create a T intersection at Faulkner Street to clarify vehicular circulation
- New streetscape area realized through Faulkner Street realignment
East Main Street – Concept 2

- Introduce inviting pedestrian plazas and bump-outs at crosswalks.
- Consolidate driveway openings & infill street tree plantings.
- Relocate overhead power lines.
- Create a more pronounced crosswalk & possible traffic calming measures.
- Strengthen pedestrian crossing.
- Introduce a new gateway park area.
- Address ADA issues by widening the sidewalk.
- Use sharrows to define combined bike/vehicle lanes.
- Provide new concrete sidewalks on both sides of road.
- Provide bump-outs at intersections and crosswalks.
- Introduce on-street parking or widened green strips on both sides of East Main Street.
Eastern Gateway to Town Center – Concept 2

- Provide new ADA compliant curb ramps
- Screen the post office area with evergreens & fence
- Introduce new "Town Center" sidewalk & crosswalk treatments
- Replace chain link fence with ornamental steel as a Quincy edge treatment
- True gateway view to Town Center
- Ornamental planters placed at bridge piers
- Repaint bridge & add seasonal banners to celebrate this key gateway
- Replace metal guard rail with wooden guard rail with steel backing to complement Town character
- Provide edge planting to reduce view to parking
- Introduce a foreground gateway park flanking East Main Street
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- Create a T intersection at Faulkner Street to improve vehicular circulation
- New streetscape area realized through Faulkner Street realignment
- Extend period lighting from bridge to the Library & Courthouse
West Main Street

- Consider relocating utility poles to back of walk to improve ADA compliance & appearance.
- Replace damaged metal guardrail at stream crossing with painted metal guard rail.
- Replace narrow aluminium walk & curb with 5' concrete walk & granite curb.
- Provide new sidewalk (none today).
- Provide signs with LED lights at crosswalks.
- Consider widening concrete sidewalks from 4' to 5' for ADA accessibility.
- Overhead power lines start here.
- Ornamental light poles end here.
- New street trees in easements enhance residential character.
- Reduce width of driveway openings to place emphasis on landscape.
- Provide landscape strip at back of sidewalk.
West Main Street

- Introduce LED lights, a pattern of vertical features, and paint the parapet and fence to transform the bridge into a visual asset.

- Replace chain link fence with quality metal fence & painted guardrail.

- Provide imprint crosswalk & patterned roadway pavement to reinforce residential character.

- Reduce 40' bridge & approach road width to 30' allows widening of walks from 4' to 6' and use of street trees on approaches with planters on bridge.

- Replace bituminous walks with concrete for consistency & durability.

- Introduce a park landscape to visually downplay the bridge scale.

- Consider relocating utility poles to an easement at back of walk to improve ADA pass area.

- Infill street trees & reduce/consolidate curb cuts to enhance residential character.
West Main Street

- Introduce 5' concrete sidewalk, buffer strip, street trees, and consolidate curb cuts within R.O.W.
- Install continuous 5' concrete sidewalk with granite curb
- Introduce 5' concrete sidewalk, landscape strip, street trees, and consolidate curb cuts within R.O.W.
- Install ADA compliant 5' concrete sidewalk to replace narrow
Western Gateway

- New crosswalks
- Selectively clear forested edge
- Consider potential new sidewalk link
- Infill clearing
- Historic gateway treatment being designed by others
- Lawn strip, sidewalk & open lawn with trees to remain
- Introduce 5' concrete sidewalk, landscape strip, street trees & consolidate curb cuts in R.O.W.
Town Center Concept Plans
- Planters
- Benches
- Concrete Walks with Color Concrete Trim
- Expanded Walkway/Plaza Area
- Café Tables
- Reduced Roadway Width (40')
- Current Island
- Relocated Island
- Bump-outs for Traffic Calming
- Railroad Viewing Area
- Street Trees
- Evergreen Screen
- Planted Foreground to Town Hall
- Evergreen Screen
- Town Hall
- Post Office
Ayer Fire Dept.

- Street Trees
- Concrete Walks with Color Concrete Trim
- Ornamental Light Poles with Banners
- Imprint Crosswalks
- Planters
- Parking Island
- Parking Island
Visualizations of Potential Improvements
Possibilities Towards a Palette of Materials
Site Furnishings
Site Furnishings
Site Furnishing Options - Café

Tables
Site Furnishing Options - Bike Racks
Scored Concrete Pavement
Scored Concrete and Paver Band
Concrete Sidewalk and Precast Paver Panels
Scored & Colored Concrete Pavement
Lighting
Shrubs and Perennials

- Myrica pennsylvanica
  Northern Bayberry
- Coreopsis Early Sunrise
- Autumn Joy Sedum
- Kalmia latifolia - Mountain Laurel
- Rhododendron - Pjm Rhododendron
- Chinese Pennisetum
- Nicotania
Trees

- Malus X - Crabapple Profusion
- Quercus palustris - Pin Oak
- Pyrus calleryana - Chanticleer
- Malus - Snowdrift Crabapple
- Acer rubrum - Red Maple
- Fraxinus pennsylvanica - Green Ash