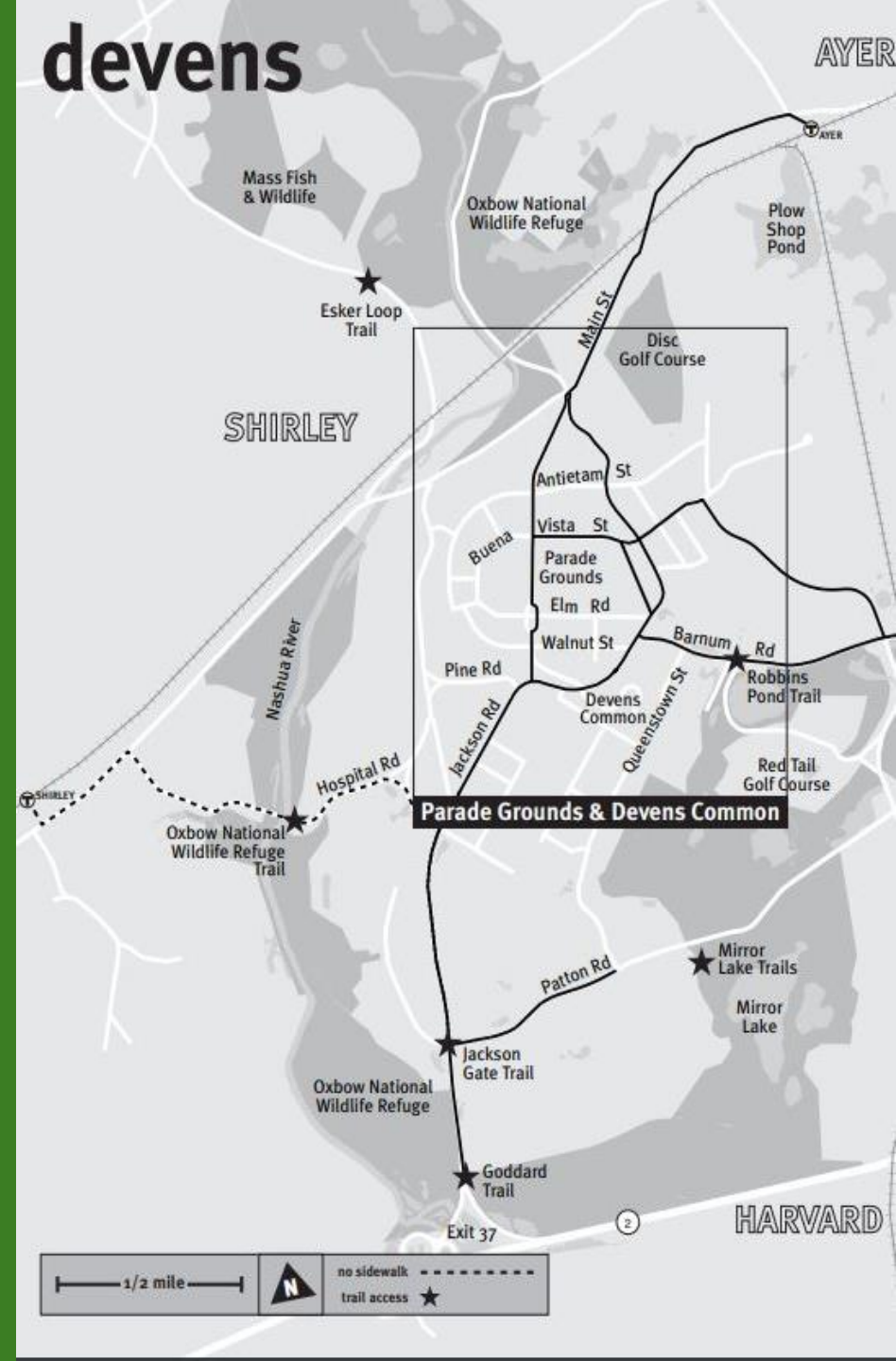


Green & Complete Streets

devens



Introductions

Prof. Justin Hollander, FAICP
Department of Urban and
Environmental Policy and
Planning
Tufts University

Ann Sussman, RA
President
the Human Architecture +
Planning Institute (theHAPI.org)

RESEARCH FOCUS



Grant Road



Devens, MA



Ayer

How do *Green & Complete Streets* impact viewers' unconscious attention and emotional experience?

Green Policies



Photo from DEC

Unconscious Responses

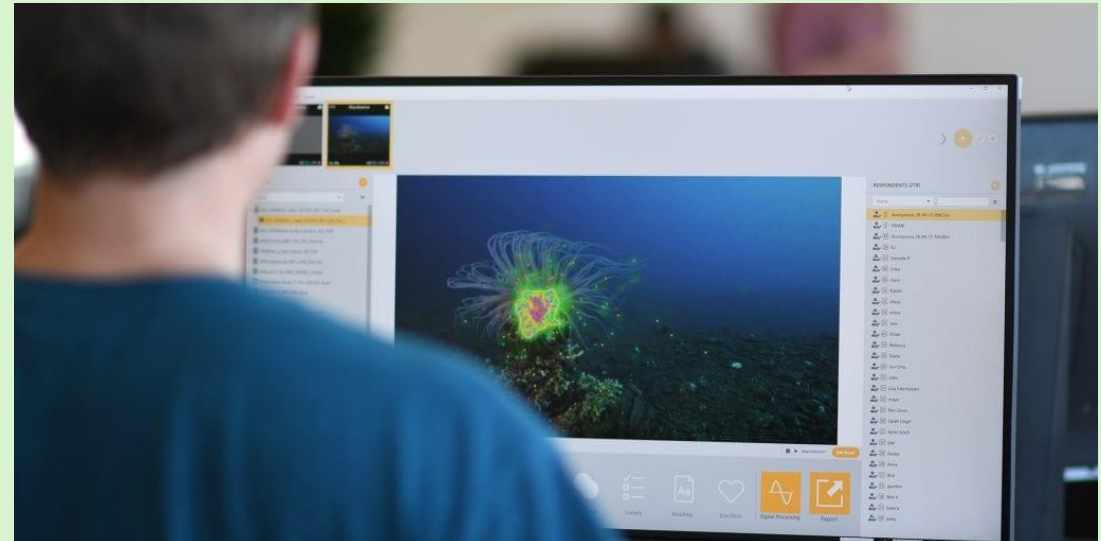


Photo from iMotions

Green and Complete Street Policies



Images from DEC
GREEN & COMPLETE
STREETS GUIDEBOOK

Tufts Student Project – May 2022



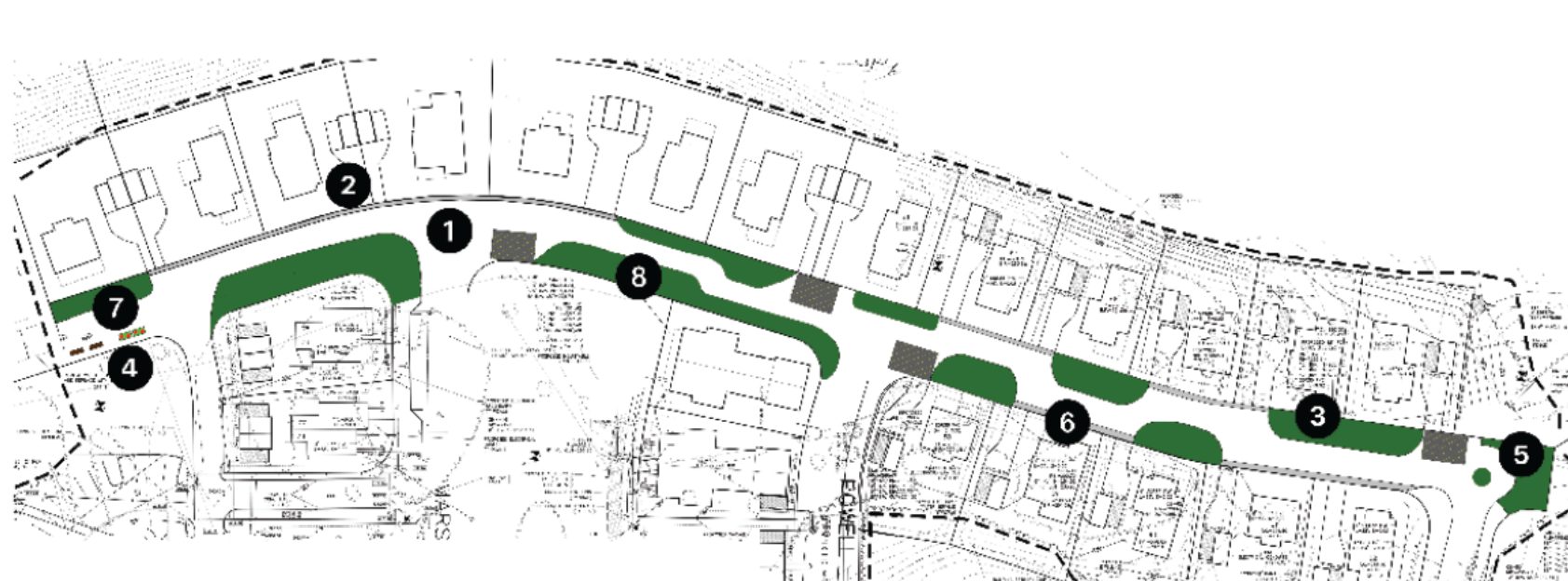
A ROAD TO A GREENER DEVENS: Implementing Green + Complete Streets Policy on Goddard Street



Erwin Figueroa | Marina Haddad | Zack Gavel
Maggie Pendleton | Noah Barrientos



GRADUATE SCHOOL OF ARTS AND SCIENCES
Urban and Environmental
Policy and Planning



Design Legend

- 1 Shared Street/Yield Street
- 2 Consolidated Driveways
- 3 Green Bump-Outs/Chicane
- 4 Play Street
- 5 Mini-Round-About
- 6 Porous Pavement (Gutter)
- 7 Raised Planters
- 8 Parklet

New research: Street designs with varying degrees of Green & Complete Street elements



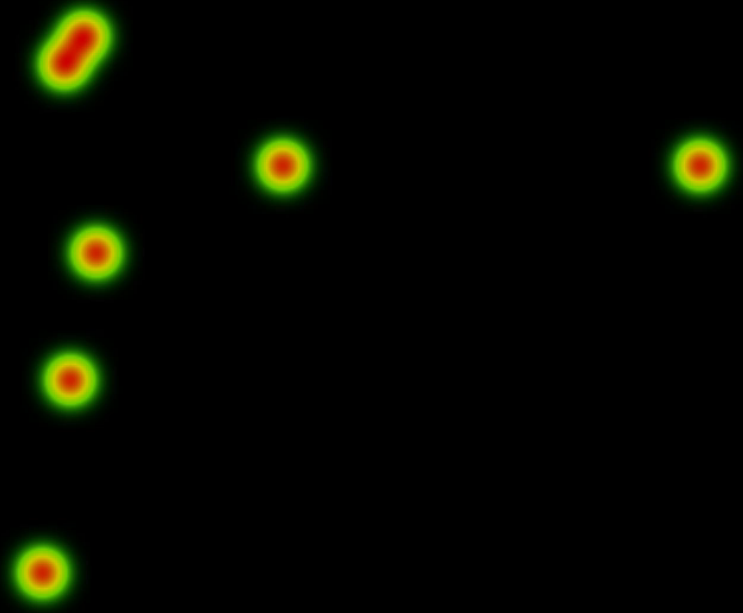
Ayer



Existing Condition



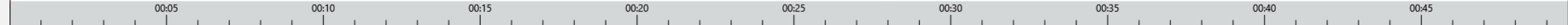
**Green & Complete
Policy Experiment**



SIGNALS

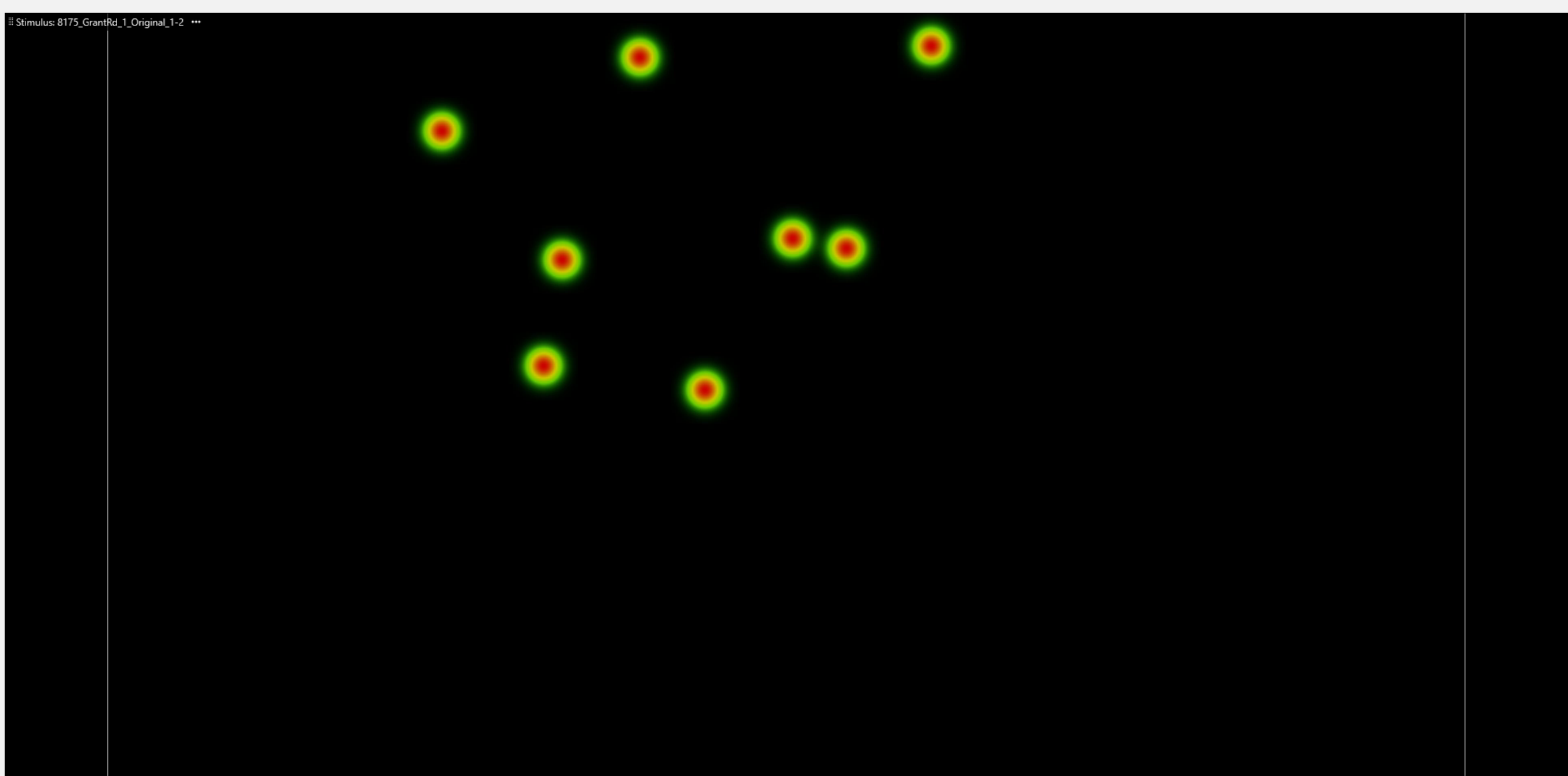
STIMULUS ANNOTATIONS

Create annotations in the [Annotations menu](#)



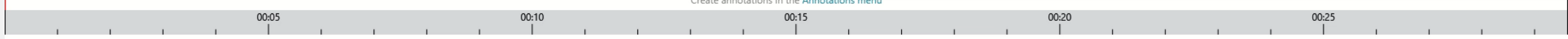
AGGREGATE Devens final study n=39 Stimulus: Ayer1_1-2 00:00:00:000

Subdivision in Ayer, MA

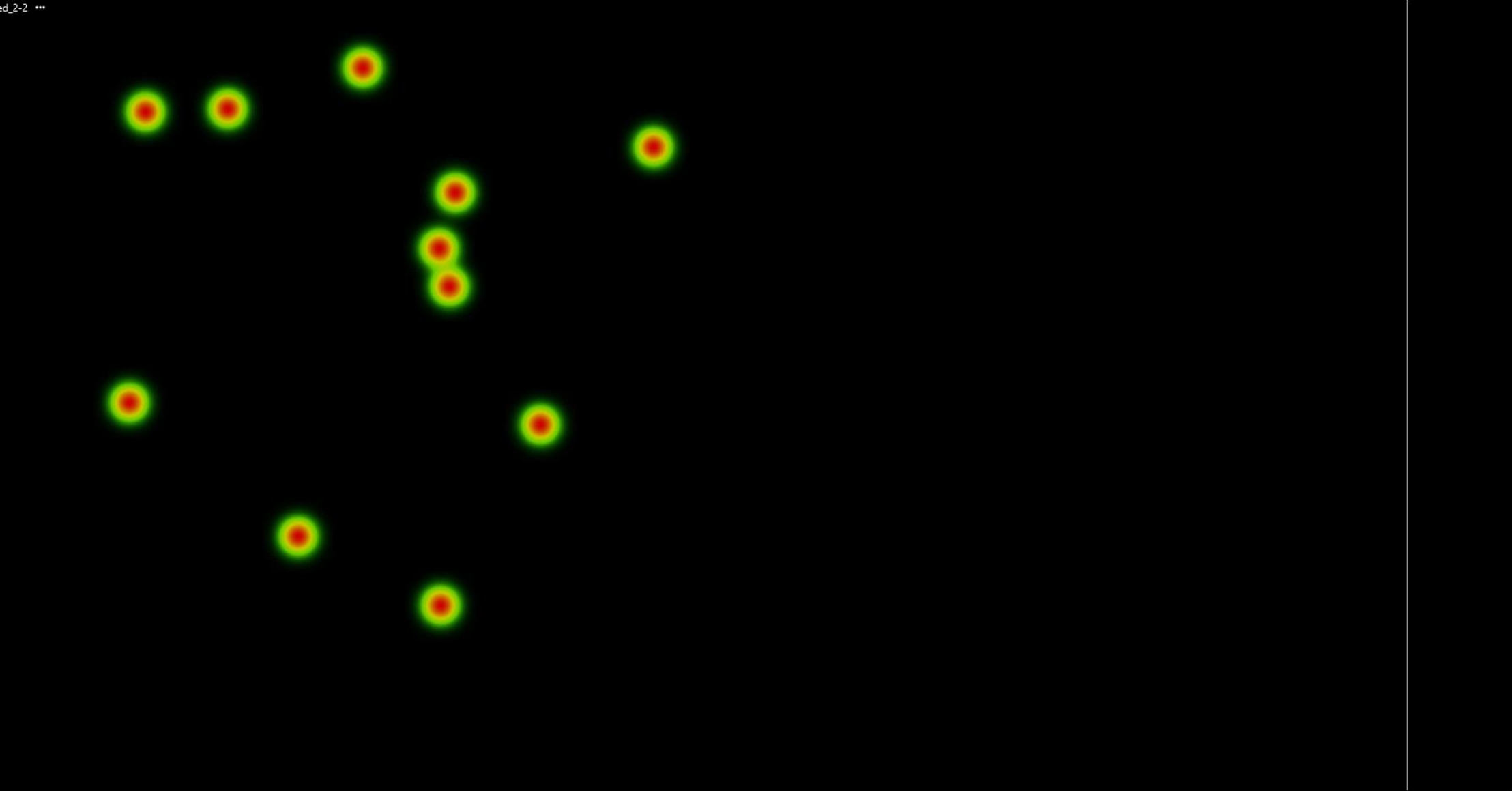


SIGNALS

STIMULUS ANNOTATIONS



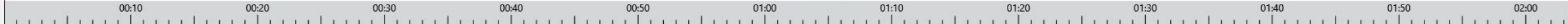
Existing Conditions in Devens



SIGNALS

STIMULUS ANNOTATIONS

Create annotations in the [Annotations menu](#)

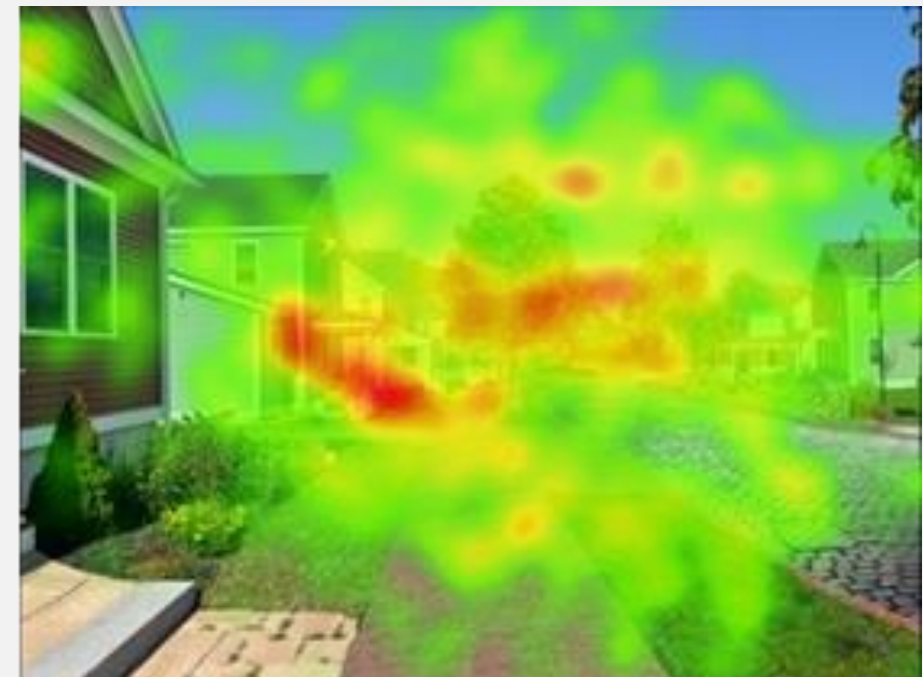


AGGREGATE Devens final study n=39 Stimulus: 8175_repared_2-2 00:00:00:000

A Greener Devens

RESULTS

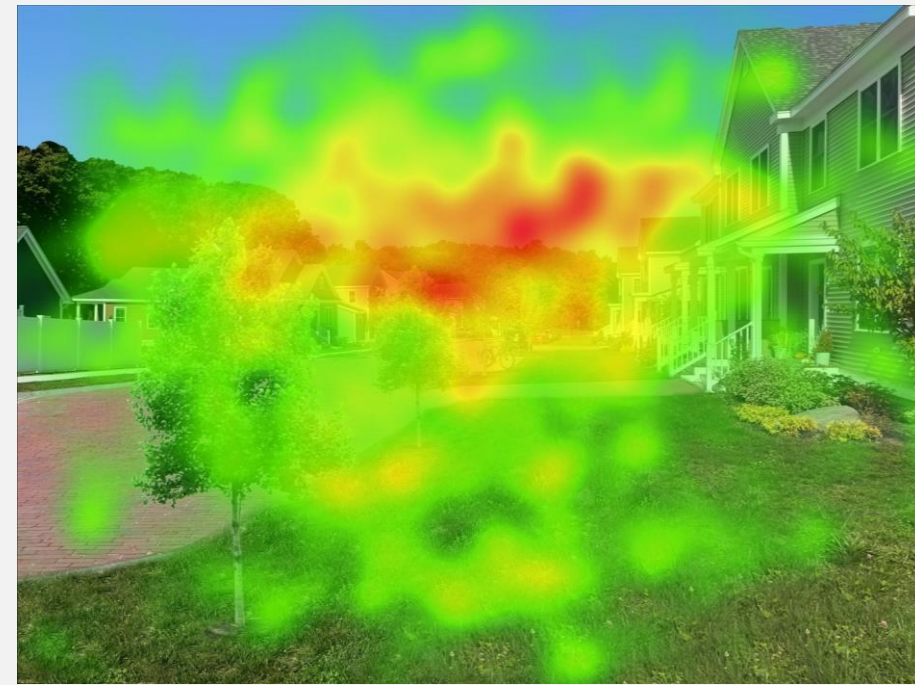
Verandas, greenery, sidewalks and trees grab attention



Original and heatmap images of high GCS (top row) and low GCS (bottom row) samples.

RESULTS

Red elements and trees attract more attention



Original and heatmap images of high GCS (top) and low GCS (bottom) samples.

RESULTS

Natural materials, stone and brick attract more attention (note red heatmaps) than blank concrete or asphalt.



Original and heatmap images of high GCS (top) and low GCS (bottom).

RESULTS



Where there is green, grass, trees, flowers, more attention will be paid to surrounding area



Original and heatmap images of high GCS (top) and low GCS (bottom).

RECOMMENDATIONS



GREENER, MORE WALKABLE = THE ROAD TO WELL-BEING

- Add plants, trees + greenery
- Know 'Fixations drive exploration'
- Acknowledge 'everything's connected'...we are of Nature



Thank you!

STAY CURIOUS!

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ann@theHapi.org

