

WELLESLEY MA

TEN DESIGN GUIDELINE GOALS

- 1. Raise the quality of development** by establishing guidelines that address the physical attributes associated with development.
- 2. Represent dimensional requirements**
 - The 1989 Design Guideline Handbook has no 2d or 3d graphics.
 - To clarify expectations, remove ambiguity and, visually represent regulations and guidelines in a manner that is easy for the general public and developers to understand.
- 3. Integrate buildings with public places & invest in the public realm**
 - There are improvements to be made in the public realm with more cohesive and consistent pedestrian lighting, streetscape furniture and landscape interventions that will make private investment more attractive.
- 4. Improve walkability** (and diminish the impact of automobiles in the public realm)
 - Build on the network of open space that exist and encourage walkability for people of all ages and abilities. Concentrate development in areas which are walkable, take advantage of parking zones that are in close proximity to commuter rail stops.
- 5. Strengthen gateway locations along the commercial corridors**
 - Specific properties will benefit from new development more than others. The gateways into the commercial corridors, in particular, are opportunities to enhance the character of the downtown and encourage a mix of uses.
- 6. Ensure Guidelines and processes are not barriers to small-scale retailers**
- 7. Foster more outdoor activity and placemaking opportunities**
 - The most evident feature of active, bustling, economically healthy downtowns is people outdoors; on the sidewalks, sitting in restaurants, cafes, and pocket parks, or simply people-watching. The most effective way for this to occur is to encourage ground-floor activity – especially food and retail establishments – to have an outdoor as well as an indoor presence.
- 8. Implement downtown branding and wayfinding program/project**
 - Facilitate wayfinding and traffic circulation, as well as downtown branding, with a more cohesive signage and wayfinding criteria based on established design specifications.
- 9. Establish clear review processes** for public and private projects.
- 10. Translate Guidelines into Standards**
 - Ensure that the recommendations have the rule of law by updating the By-Laws to be consistent with the Guidelines.