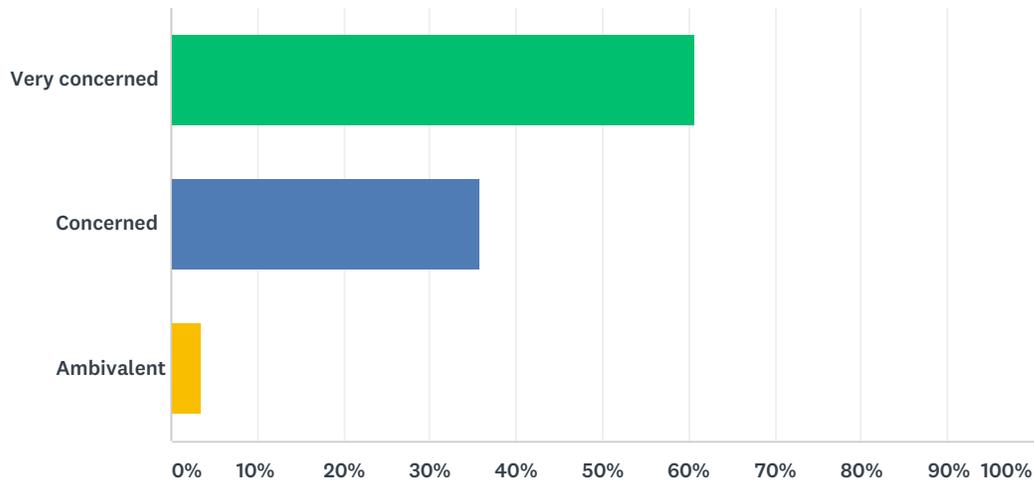


# Q1 How concerned are you about the quality and character of new development in Wellesley?

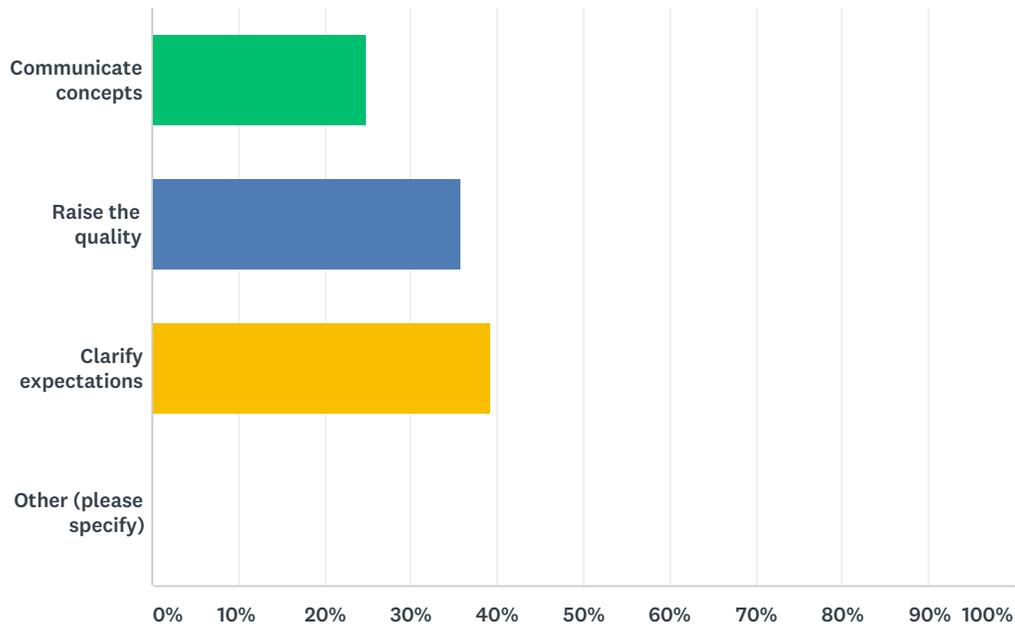
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
Very concerned	60.71% 17
Concerned	35.71% 10
Ambivalent	3.57% 1
TOTAL	28

## Q2 What are the most important things the Guidelines can do with respect to development?

Answered: 28 Skipped: 0

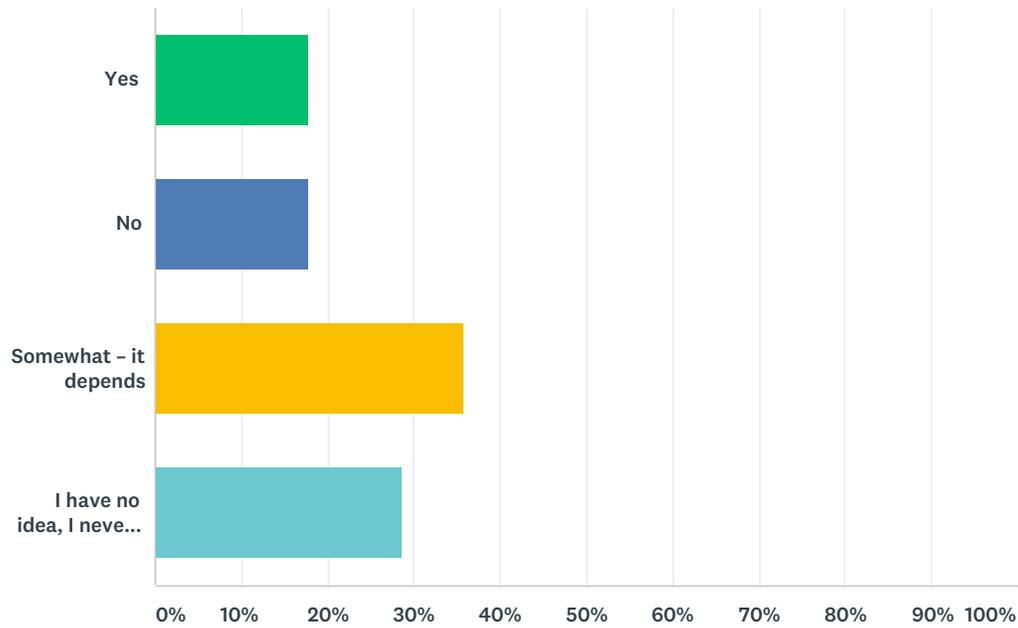


ANSWER CHOICES	RESPONSES
Communicate concepts	25.00% 7
Raise the quality	35.71% 10
Clarify expectations	39.29% 11
Other (please specify)	0.00% 0
<b>TOTAL</b>	<b>28</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

### Q3 Is there a lot that can be retained from the 1989 Design Guideline booklet?

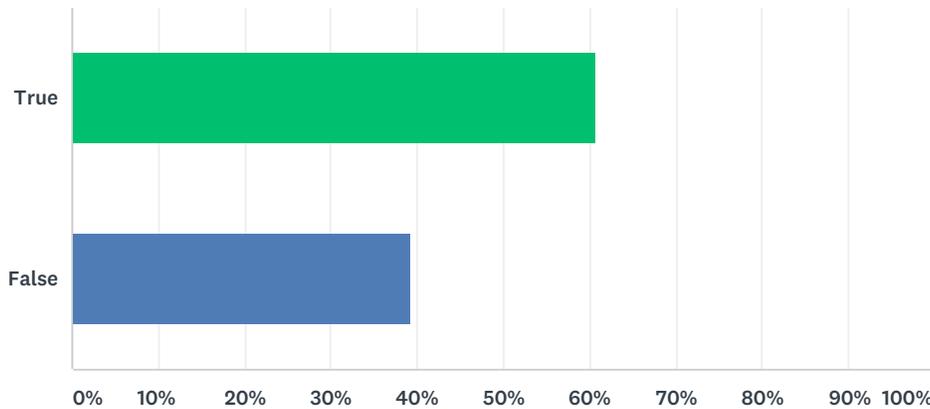
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	17.86%	5
No	17.86%	5
Somewhat – it depends	35.71%	10
I have no idea, I never read it	28.57%	8
<b>TOTAL</b>		<b>28</b>

## Q4 The Design Review Board receives proposals too late in the planning process.

Answered: 28 Skipped: 0

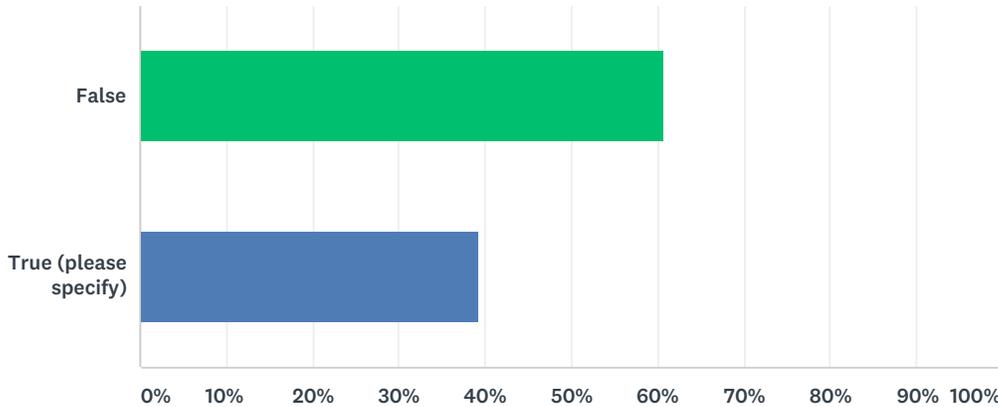


ANSWER CHOICES	RESPONSES
True	60.71% 17
False	39.29% 11
TOTAL	28

#	PLEASE SPECIFY	DATE
1	They are already the first public hearing held ing the regulatory approval process	6/18/2018 2:51 PM
2	Cannot comment as I'm not familiar with the process	5/24/2018 1:55 PM
3	For large projects, preliminary meetings in advance of formal submissions should be required	5/24/2018 8:54 AM
4	an applicant with professional consultants should not have extensive issues with DRB	5/23/2018 3:49 PM
5	I am not sure of its timing requirements.	5/23/2018 3:21 PM
6	Some large construction projects seemed to be already approved by other the town boards and cannot incorporate DRB's recommendations	5/22/2018 1:02 PM
7	Larger projects are generally received too late in the design process to effect change. Small projects, signage, LHR is generally fine	5/22/2018 11:16 AM
8	Maybe	5/19/2018 5:43 PM
9	Don't know	5/17/2018 3:04 PM
10	Applicants have often already applied to other processes when they are before the DRB, making them very reluctant to make changes.	5/17/2018 9:37 AM
11	The DRB process sometimes overlaps the LHR, especially when there are continuations.	5/17/2018 6:32 AM
12	DRB should clarify at what exact point in the design process they'd prefer to see proposals.	5/16/2018 8:52 PM
13	I'm not in a position to comment	5/16/2018 2:39 PM
14	The applicants are already set in their vision for the project prior to DRB input.	5/16/2018 2:26 PM
15	At least for Town projects, interaction should begin early in the design process.	5/16/2018 12:05 PM

## Q5 If you think Question 4 is true: I have a good idea about how to address this issue.

Answered: 28 Skipped: 0

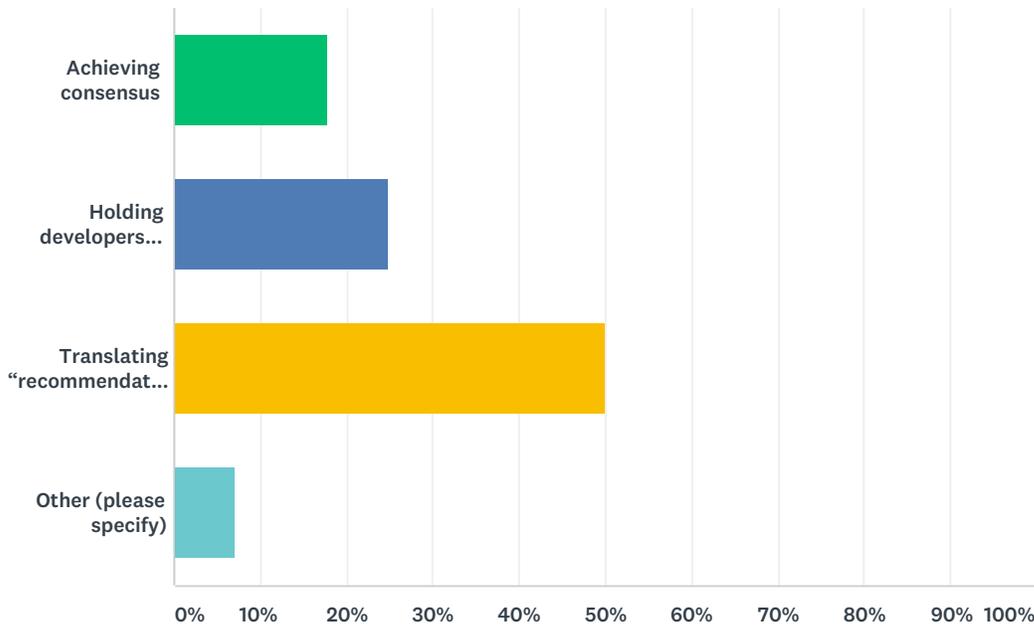


ANSWER CHOICES	RESPONSES
False	60.71% 17
True (please specify)	39.29% 11
TOTAL	28

#	TRUE (PLEASE SPECIFY)	DATE
1	indicated in #4	5/24/2018 8:54 AM
2	Establish an earlier deadline	5/23/2018 5:21 PM
3	DRB should see Development projects in the planning stage, wheather Town or Industry projects.	5/22/2018 4:19 PM
4	Require prelim presentations for a project of certain size	5/22/2018 11:16 AM
5	Find other way to communicate dates	5/19/2018 5:43 PM
6	For town projects (e.g., senior center, library, etc.) have DRB involved at the start.	5/17/2018 9:37 AM
7	DRB approval should probably be a pre-requisite to any other applicable review processes.	5/17/2018 9:37 AM
8	The DRB process should be two-step: preliminary and final. Additionally, the recommendations should be binding. Whether this happens through the guidelines, bylaw changes, or the PB saying to the applicant that they didn't follow what the DRB suggested and then voting according to that belief is a procedural question. I prefer choice one.	5/17/2018 6:32 AM
9	Require proposals be submitted at end of feasibility or schematic. Perhaps more than one submittal on major (PSI) type projects.	5/16/2018 8:52 PM
10	Make DRB input binding. Make DRB hold design of new construction to higher standards.	5/16/2018 2:26 PM
11	Require building proponents to meet with the Design Review Board when they are developing project scope and parameters.	5/16/2018 12:05 PM

## Q6 What will be the biggest challenge with implementing Design Guidelines?

Answered: 28 Skipped: 0

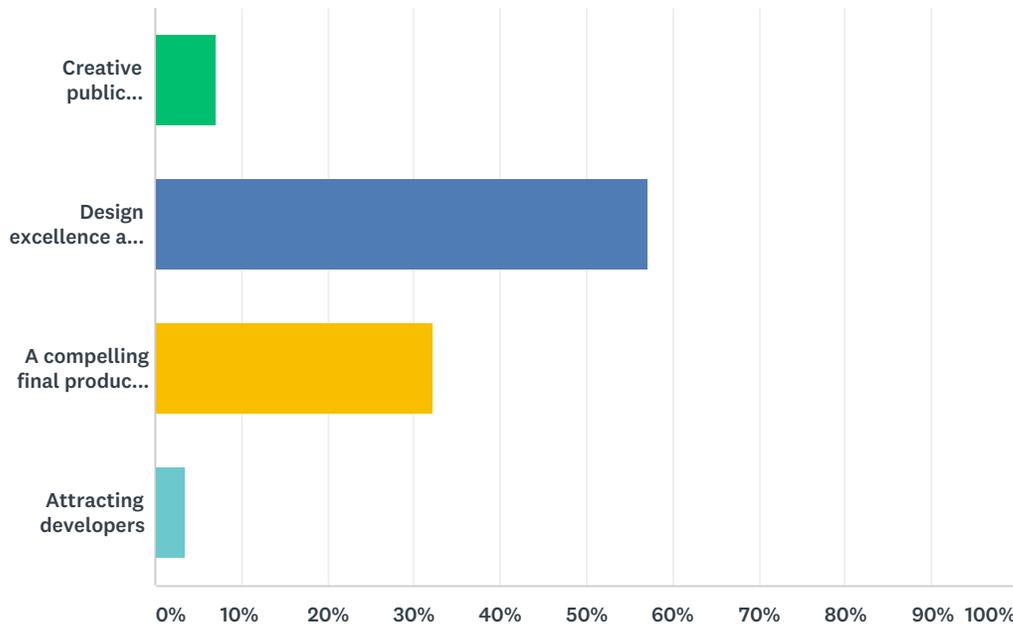


ANSWER CHOICES	RESPONSES
Achieving consensus	17.86% 5
Holding developers accountable	25.00% 7
Translating "recommendations" into requirements	50.00% 14
Other (please specify)	7.14% 2
<b>TOTAL</b>	<b>28</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Guidelines are vague, not specific so implementation is left up to individuals sitting on the DRB	6/18/2018 2:51 PM
2	Maintaining flexibility and creativity on a project by project basis - no site is the same	5/24/2018 8:54 AM

### Q7 What will be the most important thing the consultant (in partnership with the Town) can provide?

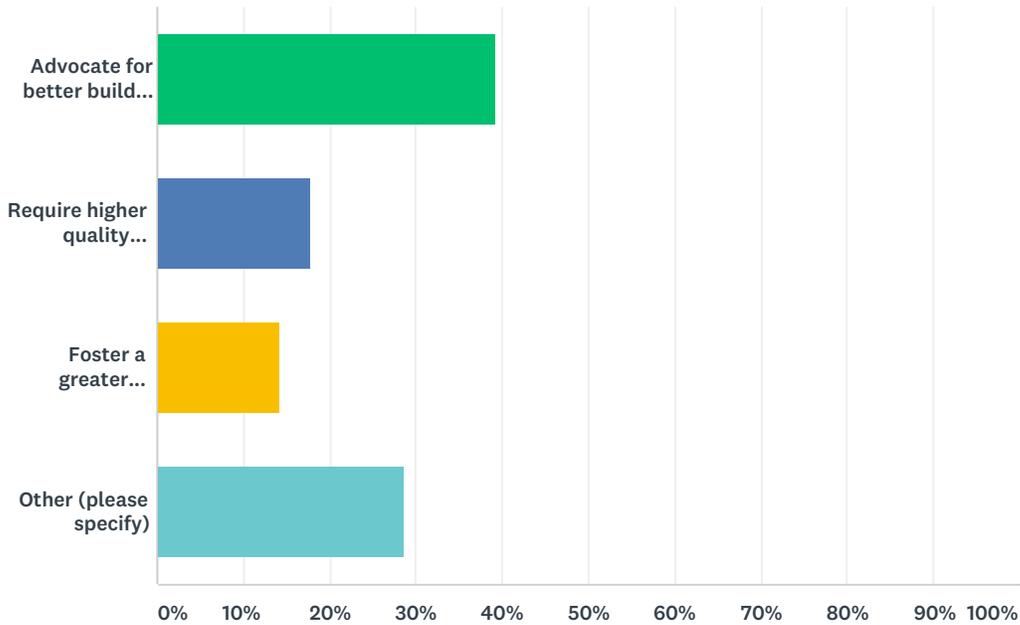
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Creative public engagement	7.14%	2
Design excellence and project review	57.14%	16
A compelling final product on time and budget	32.14%	9
Attracting developers	3.57%	1
<b>TOTAL</b>		<b>28</b>

## Q8 What will raise the quality of development the most?

Answered: 28 Skipped: 0

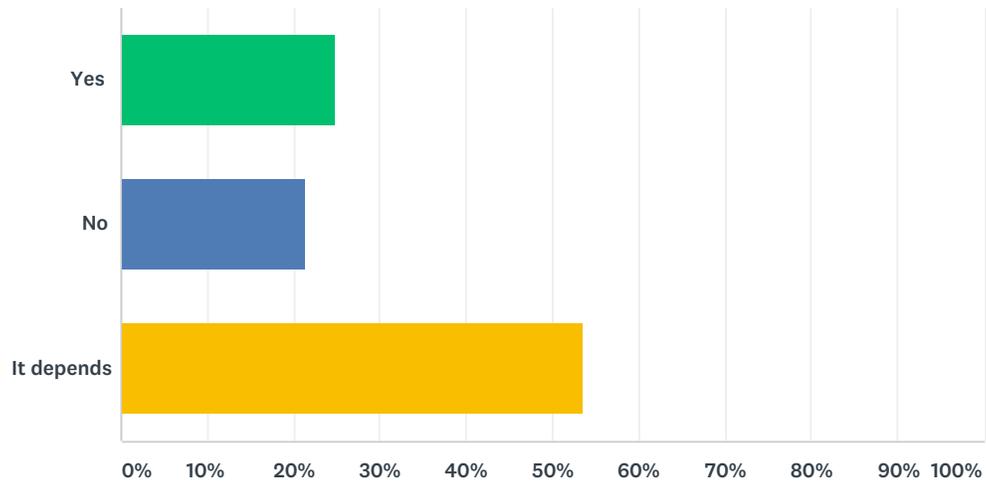


ANSWER CHOICES	RESPONSES
Advocate for better building massing	39.29% 11
Require higher quality materials/detailing	17.86% 5
Foster a greater diversity of architecture	14.29% 4
Other (please specify)	28.57% 8
<b>TOTAL</b>	<b>28</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	encourage sustainable/lower energy construction	5/30/2018 10:18 PM
2	municipal leniency when it comes to traffic and parking.	5/23/2018 3:49 PM
3	Require early concept presentation(s) to the Planning Board by developers of Large projects	5/21/2018 10:12 AM
4	Encourage everyone to consider impact on town in terms of style, function, how construction fits with existing architecture	5/19/2018 5:43 PM
5	Guidelines that give clear direction with easily digestible and implementable design strategies. Guidelines aren't useful if the applicants don't buy in, and applicant won't buy in if the guidelines are too demanding or convoluted.	5/17/2018 9:37 AM
6	all of the above.	5/17/2018 6:32 AM
7	All of the above.	5/16/2018 2:26 PM
8	New developments should reach the highest sustainability guidelines.	5/16/2018 11:42 AM

### Q9 Is there “planning fatigue” in Wellesley following the Unified Plan effort?

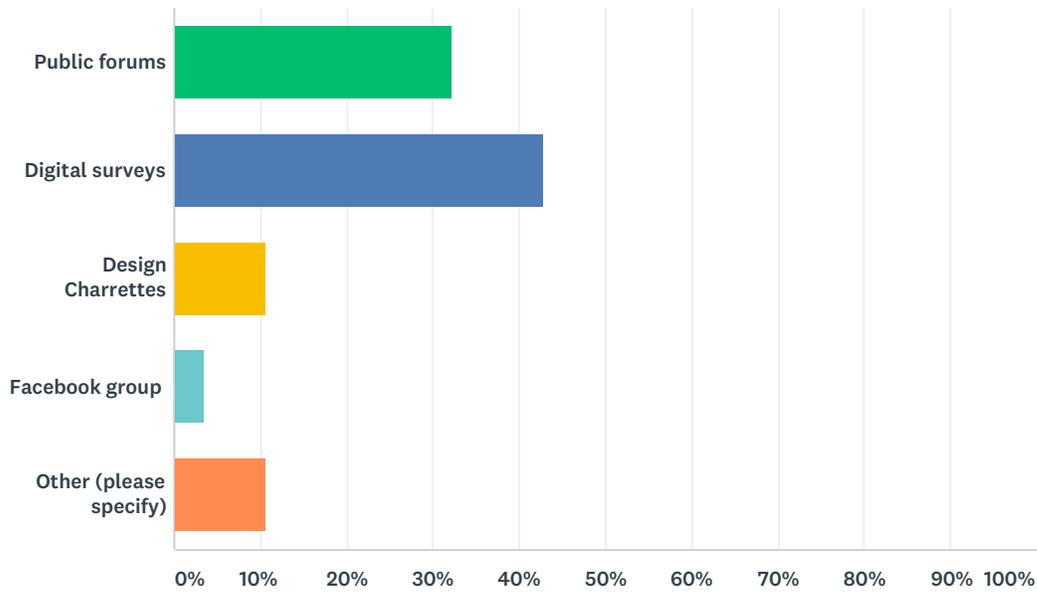
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	25.00% 7
No	21.43% 6
It depends	53.57% 15
TOTAL	28

# Q10 What would be the most effective means of engaging Wellesley residents?

Answered: 28 Skipped: 0

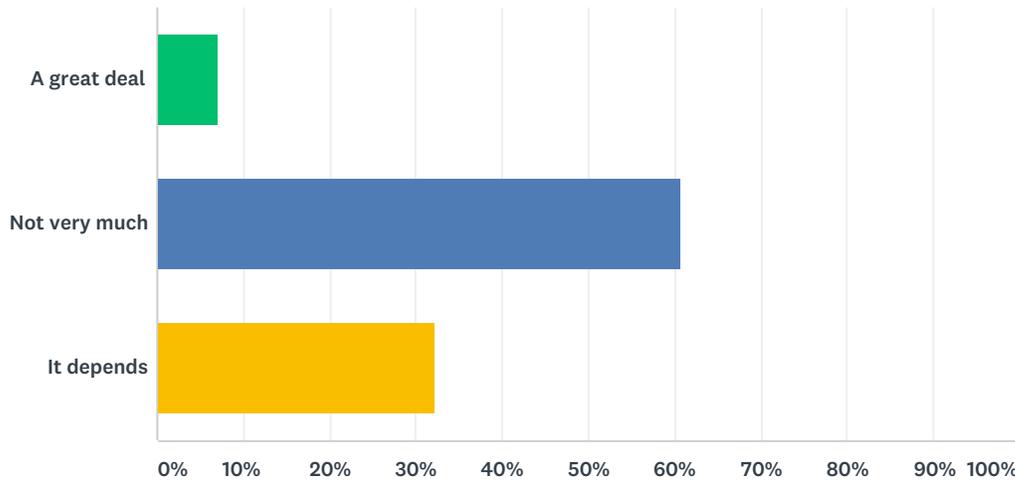


ANSWER CHOICES	RESPONSES
Public forums	32.14% 9
Digital surveys	42.86% 12
Design Charrettes	10.71% 3
Facebook group	3.57% 1
Other (please specify)	10.71% 3
<b>TOTAL</b>	<b>28</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Engaging residents simply isn't as critical as producing a professional planning document. This isn't an issue for consensus.	5/23/2018 5:21 PM
2	It would need to be combination of public meetings and social media	5/22/2018 1:02 PM
3	Given the other big items going on this summer, any engagement that involves physical meetings will see a very low attendance. Online feedback is probably best	5/17/2018 9:37 AM

# Q11 How much spatial competition conflict or tension with respect to design and character exists between the commercial corridors and the residential neighborhoods?

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
A great deal	7.14% 2
Not very much	60.71% 17
It depends	32.14% 9
TOTAL	28

#	PLEASE SPECIFY	DATE
1	I see the residential and commercial zones clearly delineated	6/18/2018 2:51 PM
2	They depend on each other and in some cases they can coexist.	5/24/2018 1:55 PM
3	It depends on where. Square and Hills are okay (Hills better), but Rt 9 corridor is an unmitigated disaster.	5/23/2018 8:54 PM
4	general consensus is Wellesley does not have equal quality commercial space and services to match residential quality	5/23/2018 3:49 PM
5	Not sure	5/23/2018 3:21 PM
6	I have not heard of any	5/22/2018 1:02 PM
7	on the location, road patterns and topography	5/21/2018 10:12 AM
8	When the largest square footage districts are next to commercial districts there is more tension. Village (small lots) tend to blend with the commercial corridors more easily.	5/17/2018 9:37 AM
9	This conflict/tension only really appears when very large projects are proposed on site adjacent to residential neighborhoods. The day-to-day activities of commercial development/redevelopment generally go unnoticed.	5/17/2018 9:37 AM
10	There should be a design consistency within the commercial districts and is reflective of the residential character (~85% of the Town). Wellesley Square's Belclare and the 40B projects proposed are turning Wellesley Square into a mini-city that has no design standards, good or bad. Lower Falls (Waterstone) is much more successful although there is a lot to be done. Wellesley Hills has escaped notice; therefore, we have the opportunity to plan carefully.	5/17/2018 6:32 AM

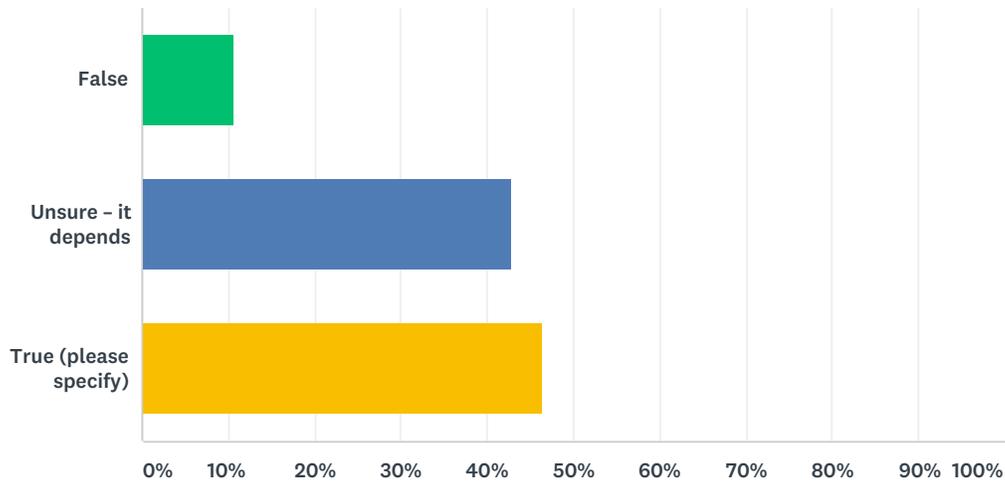
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11	For example, through the Belclare, Waterstone, and the potential 40Bs, we are overdeveloping the commercial corridors.	5/16/2018 2:26 PM
12	There are identifiable edges between both, but not much conflict between uses and design. There could be more opportunity to transition between commercial areas and single family uses.	5/16/2018 12:05 PM

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# Q12 In the eye of the general public, there is a good sense of “community character”.

Answered: 28 Skipped: 0



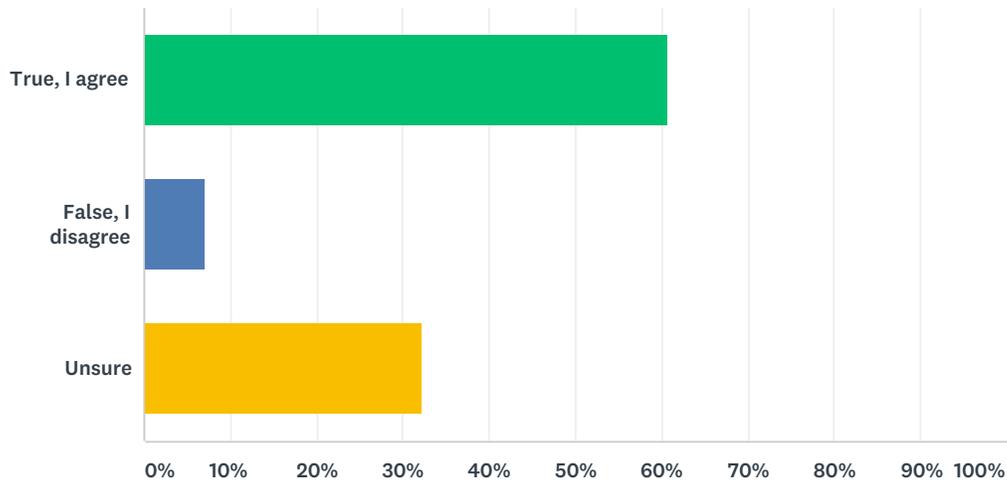
ANSWER CHOICES	RESPONSES	
False	10.71%	3
Unsure – it depends	42.86%	12
True (please specify)	46.43%	13
<b>TOTAL</b>		<b>28</b>

#	TRUE (PLEASE SPECIFY)	DATE
1	Wellesley has a very high reputation as a welcoming town with a strong visual character	6/18/2018 2:51 PM
2	there is a harmonious feel to the town	5/30/2018 10:18 PM
3	One of the reasons people move here is because of our New England character but it is quickly slipping away.	5/24/2018 1:55 PM
4	But, that character is being eroded by poorly designed residential development more than anything in the commercial areas	5/24/2018 8:54 AM
5	Wellesley's community character goes beyond its physical spaces. However, there is a sense that it is lacking.	5/23/2018 3:49 PM
6	The community character is the small scale new england design elements such as the red brick wellesley Square commercial structures.	5/23/2018 3:44 PM
7	Likely the residents would be able to describe the character of their community (historic, new england, traditional, 1-3 stories, etc.	5/22/2018 11:16 AM
8	Consistant street furniture and sign control help in general.	5/21/2018 10:12 AM
9	many people "know it when they see it" - the older Wellesley, and many owners of new homes think it's a mixture of old and new	5/20/2018 11:55 AM
10	Generally it is a lovely community no matter where you look	5/17/2018 3:04 PM
11	Although the general public has a good sense of Wellesley's current community character, I think there are enormous disagreements on what Wellesley's character should be in the future.	5/17/2018 9:37 AM
12	Yes, although some perceptions may be formulated more from memory than reality.	5/17/2018 6:32 AM



# Q13 Changes to the Bylaws need to be made following the Design Guidelines.

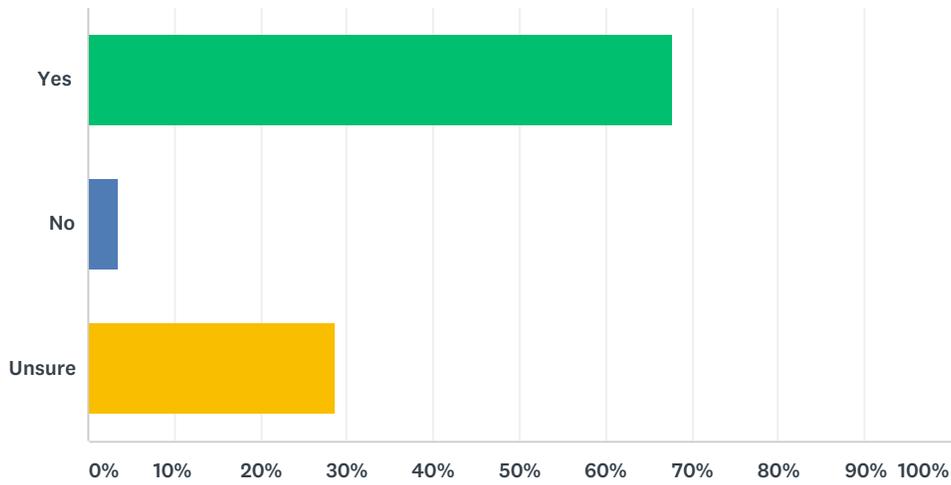
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
True, I agree	60.71% 17
False, I disagree	7.14% 2
Unsure	32.14% 9
TOTAL	28

### Q14 I am optimistic that the character of the commercial areas can improve with updated zoning bylaws.

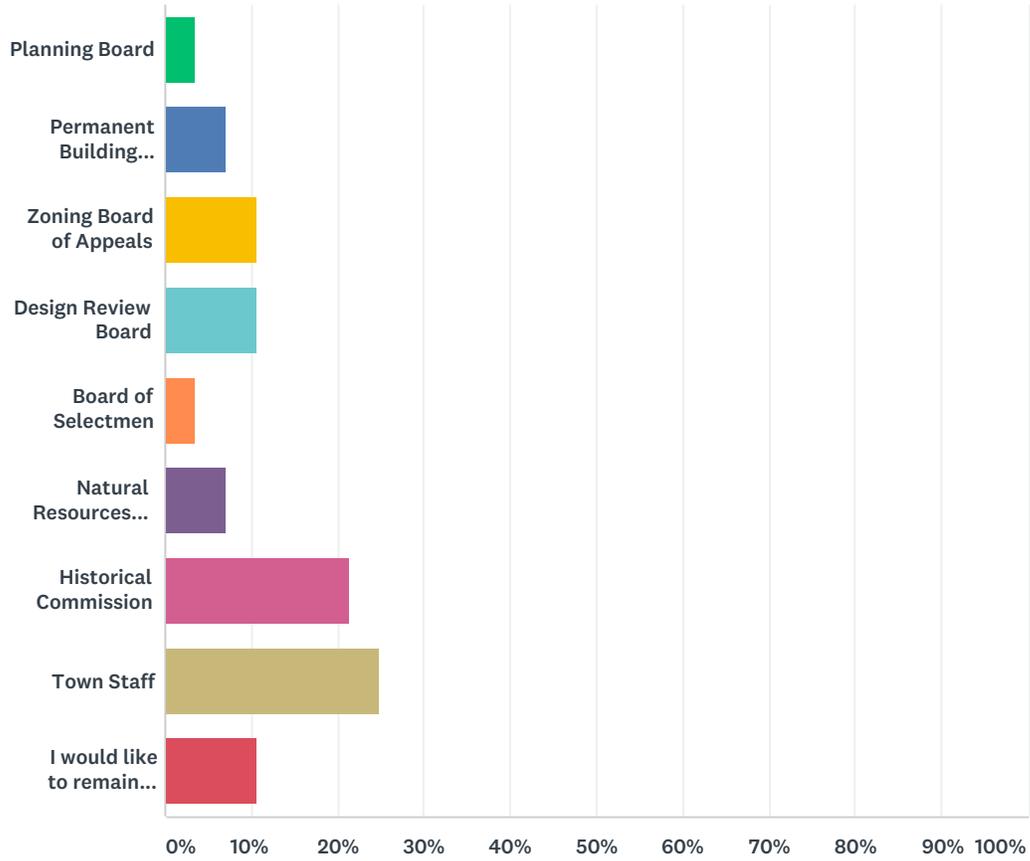
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	67.86% 19
No	3.57% 1
Unsure	28.57% 8
TOTAL	28

### Q15 I am a member of the

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Planning Board	3.57%	1
Permanent Building Committee	7.14%	2
Zoning Board of Appeals	10.71%	3
Design Review Board	10.71%	3
Board of Selectmen	3.57%	1
Natural Resources Commission	7.14%	2
Historical Commission	21.43%	6
Town Staff	25.00%	7
I would like to remain anonymous	10.71%	3
<b>TOTAL</b>		<b>28</b>

## Q16 Additional comments

Answered: 8 Skipped: 20

#	RESPONSES	DATE
1	Wellesley in my opinion does not need an overhaul of any regulations, but a reduction of the type of planning board regulation on LHR which reduces property values and exposes applicants to their neighbor's whims at public hearings.	6/18/2018 2:51 PM
2	Aside from the schools, people value open space and attractive architecture. Let's work to achieve those desires.	5/24/2018 1:55 PM
3	We need to encourage outdoor socializing space as much as possible. It can be outdoor eating areas at restaurants or just places to sit, but the design guidelines should be a tool to discourage drive-park-shop-drive. That is killing our commercial districts. There have to be places where people want to linger. Just look at the space outside Truly Yogurt as an example of what to do.	5/23/2018 8:54 PM
4	The only thing that is going to make a difference across all of the issues is comprehensive zoning bylaw revision through the appointment of a highly qualified, professionally relevant committee. The UP is a great disappointment because the committee had two of everything in Wellesley.	5/23/2018 5:21 PM
5	Newton has a very high quality zoning and development standards. This would be a good peer comparison and product expectation. Lexington has an interesting PDD (planned development district) process in place that allows for unique site specific "re-zones" proposed by developers. It allows for economic development and maintains tight municipal review and approval.	5/23/2018 3:49 PM
6	Hoping for an improved and updated Design guideline Handbook	5/22/2018 4:19 PM
7	Good effort and good luck!	5/17/2018 3:04 PM
8	It is critical that we update these design guidelines (and bylaws) to reflect 21st century development. Wellesley has woefully outdated regulations and processes.	5/16/2018 2:26 PM