

## Wellesley Design Guidelines – Prior planning efforts

### 1989 Design Guidelines

- Document designed for and created by Design Review Board
  - o Design Criteria:
    - Preservation and Enhancement of Landscaping
    - Relation of Buildings to Environment
    - Open Space
    - Signs and Advertising Devices
    - Heritage
    - Signs
- Distinguishes between policy and recommendations

Town of Wellesley, Massachusetts

Design Review Board

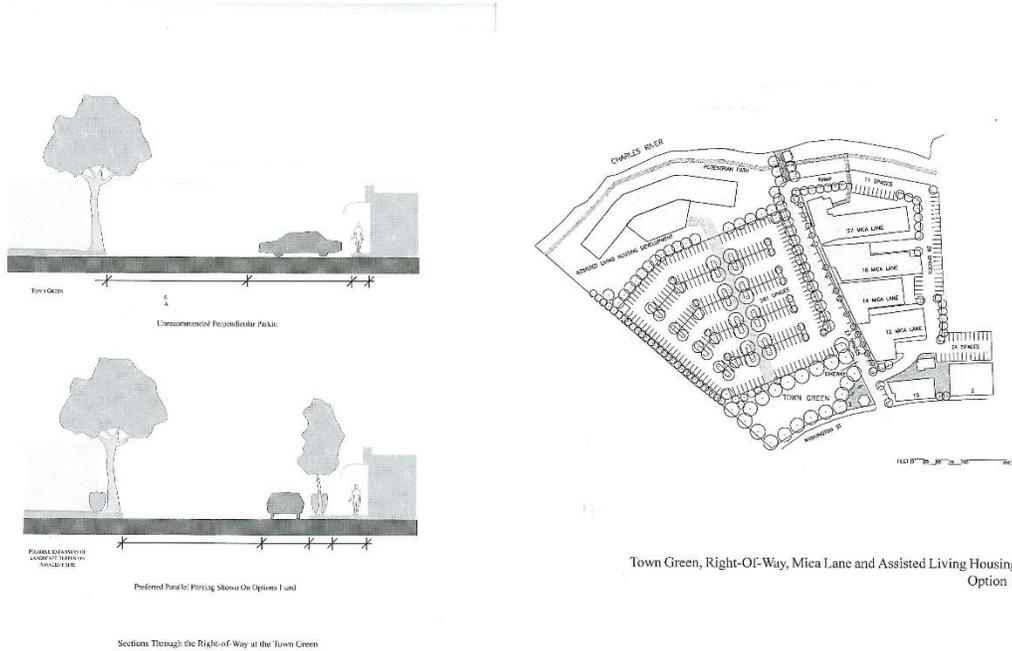


Design Guidelines Handbook

*Adopted: November 9, 1989*

## 1997 Wellesley Lower Falls - Zoning, Urban Design, and Landscape Guidelines

- Prepared by Goody Clancy
- Includes Zoning recommendations, Urban Design and Landscape Guidelines, and Planning Proposal for Wellesley Lower Falls



Wellesley Lower Falls Report

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Wellesley Lower Falls Report

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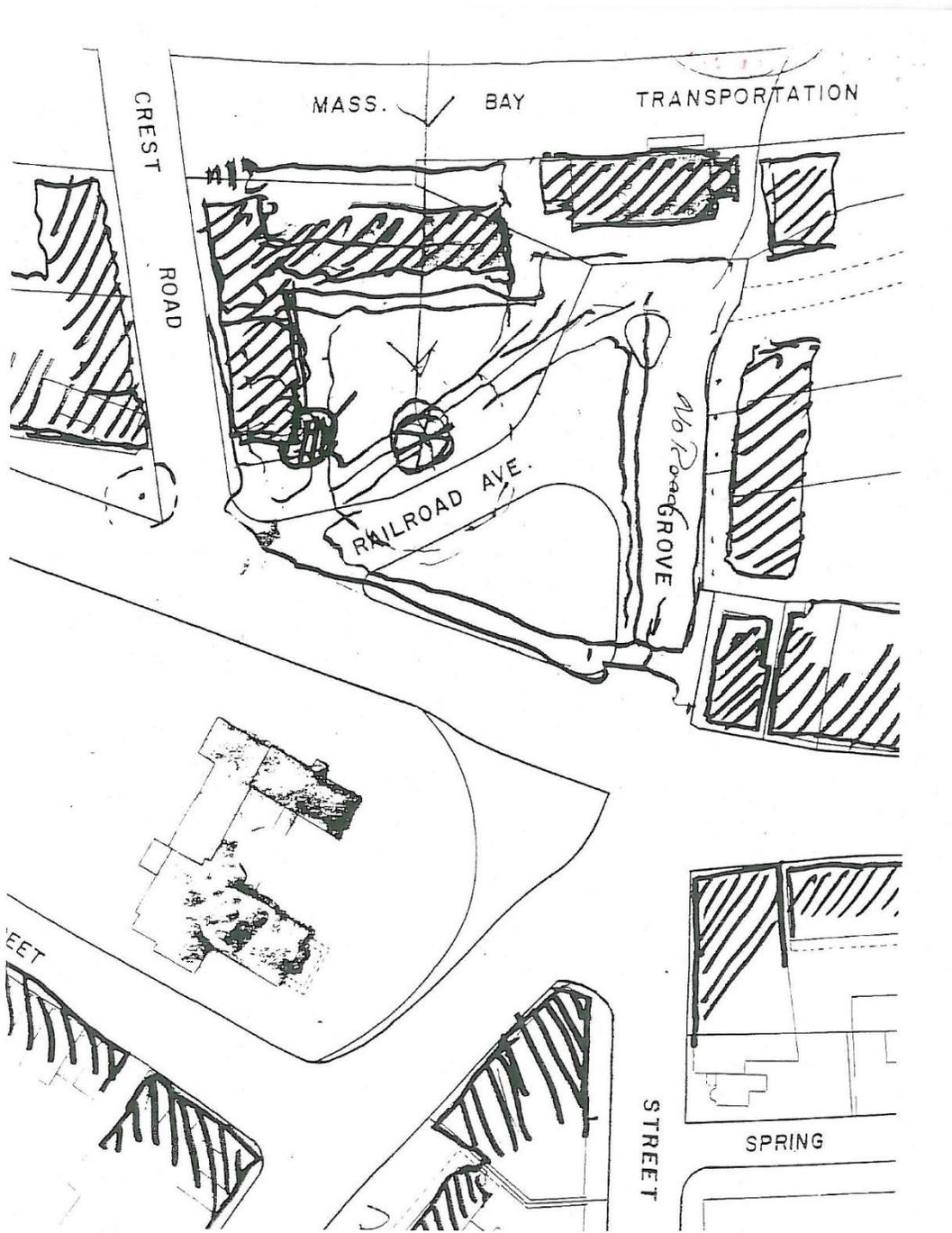


Facade Improvements at 5 Washington Street

Wellesley Lower Falls Report

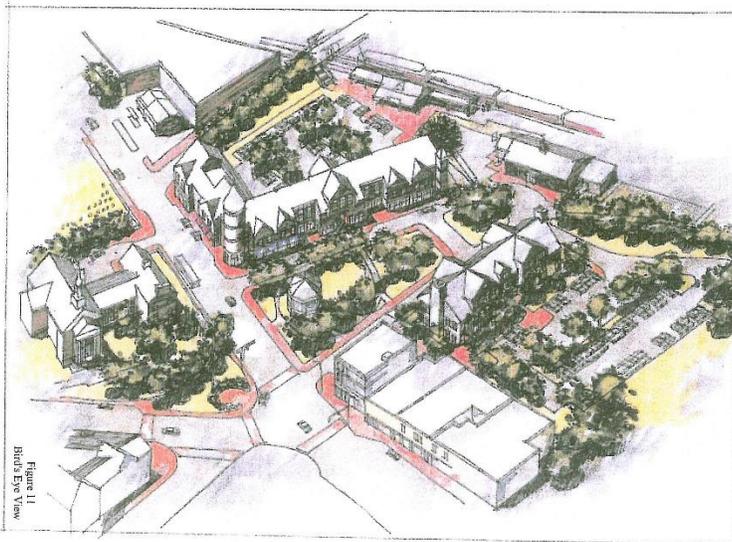
### 1997 Wellesley Square Forum

- Held by the Planning Board
- Consultant Team Van Orman & Associates, Daylor Consulting Group & McCabe Enterprises
- Purpose of the Forum was to establish a vision for the Square's future



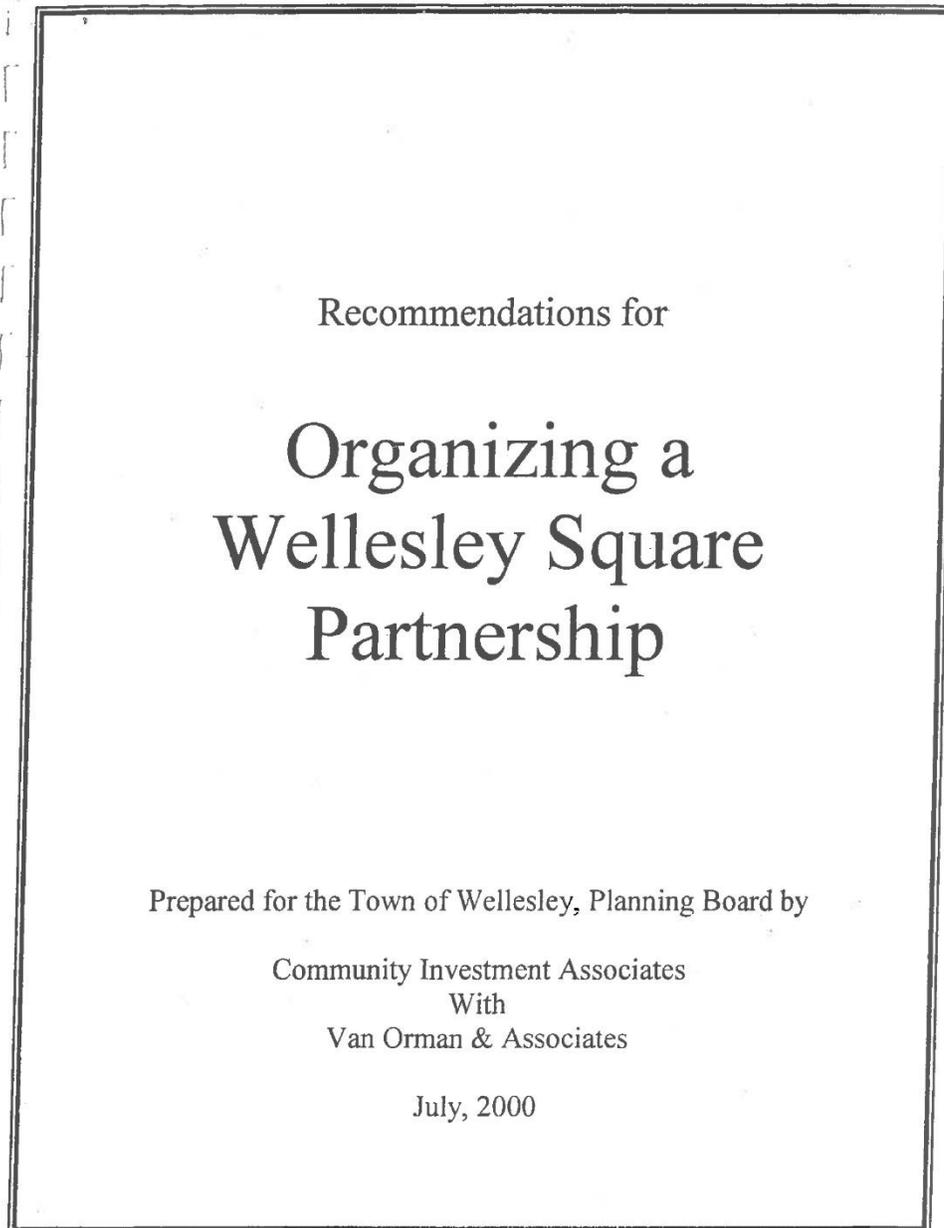
## 1998 Wellesley Square Action Plan

- Prepared by Larry Koff & Associates, Bluestone Planning Group, Todreas Hanley Associates, Ernie Zupancic
- Builds off the results and goals of the Wellesley Square Forum
- Four tasks: Formalize Role of Steering Committee, Implement Parking/Signage Plan, Initiate Planning for Village Square, Make Zoning/Permitting more user friendly



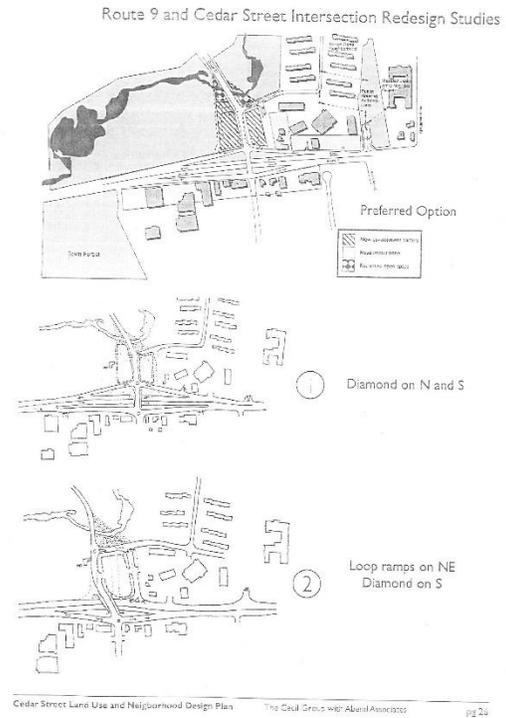
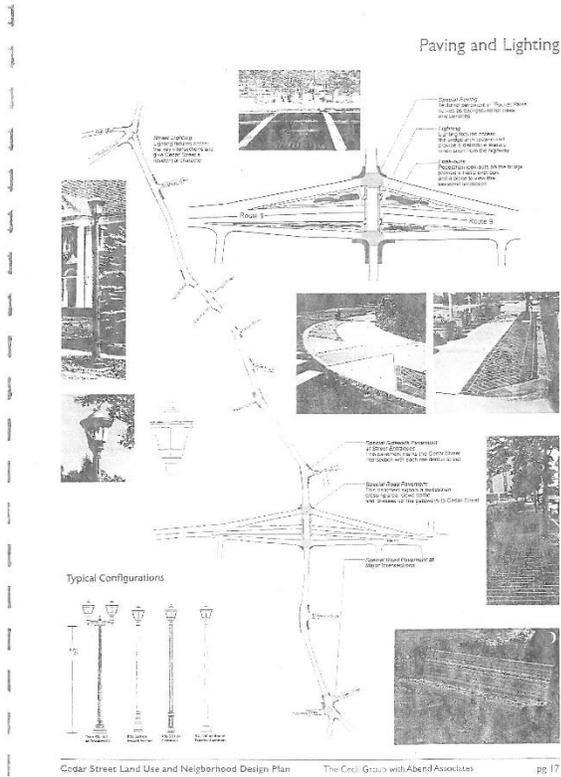
## 2000 Recommendations for Organizing a Wellesley Square Partnership

- Prepared by Community Investment Associates, Van Orman & Associates
- Recommendations include: Wellesley should pursue an independent Partnership organization, \$ 80,000 - \$90,000 budgeting, membership should be open to everyone who is interested, etc.



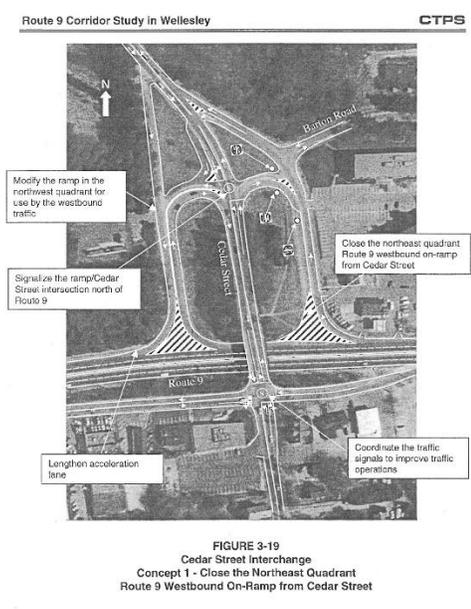
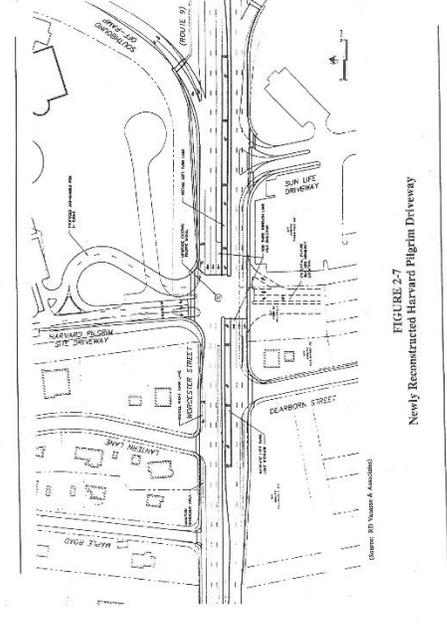
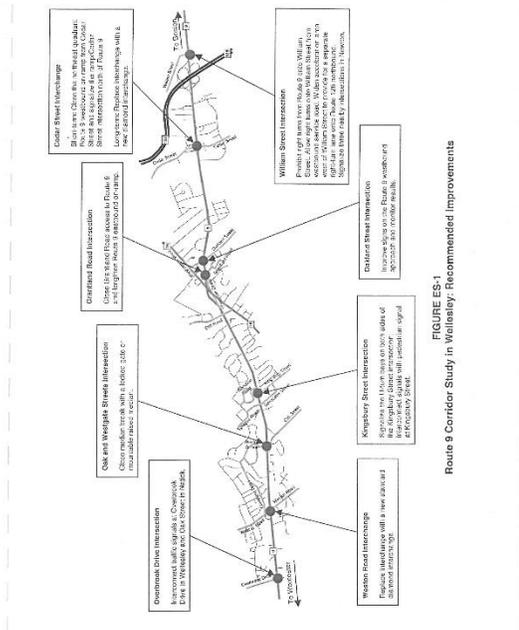
## 2001 Cedar Street – Land Use and Neighborhood Plan

- Prepared by The Cecil Group, Abend Associates
- The Plan addresses design and character, pedestrian convenience and safety, traffic mitigation, appropriate land use regulation, and open space integrity



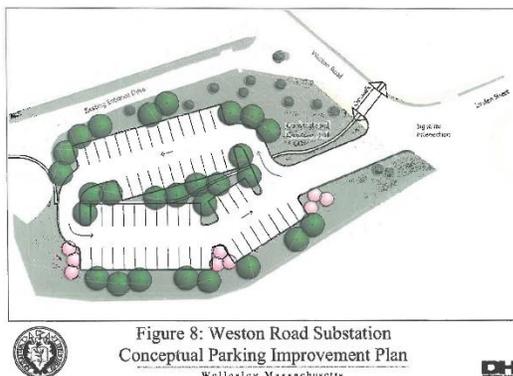
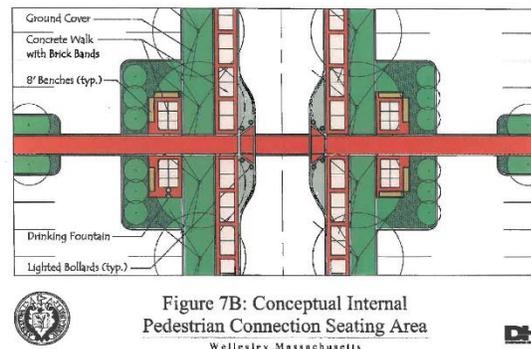
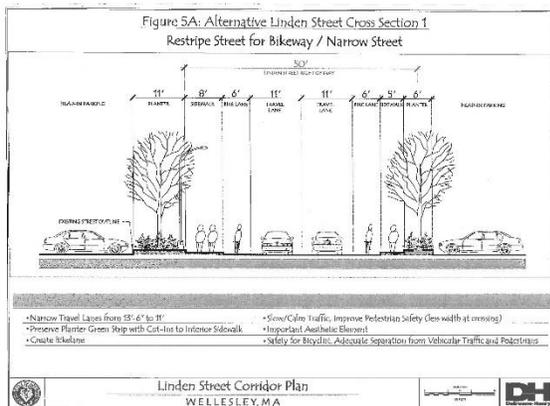
## 2001 Route 9 Corridor Study in Wellesley

- Prepared by the Central Transportation Planning Staff for the Massachusetts Highway Department
- Requested by Massachusetts Highway Department
- Goal: evaluate and development improvement options for intersections along Rout 9



## 2002 Linden Street Corridor Master Plan

- Prepared by Dufresne Henry (Ted Brovitz!)
- Goal: create a Linden Street Corridor Master Plan to implement the ideas developed in a 2000 visioning process.
- The primary objective is to protect and improve public safety, operations and visual character, and economic vitality of the project area and residential neighborhoods.
- Recommendations:
  - o Post speed limit signs
  - o Study further limited changes to curb cuts
  - o Reconstruct sidewalks using concrete with brick accents
  - o Place overhead utilities underground
  - o Replace street lighting with historic fixtures
  - o Provide one yellow blinking pedestrian light at primary crossing
  - o Strengthen design of crosswalks for increased safety
  - o Enhance street tree plantings and planter maintenance.



## 2003 Memo Wellesley Square Zoning Change Recommendations

- Prepared by McGregor & Associates
- Recommendations:
  - o Create and enhance village center appearance of Wellesley Square;
  - o Encourage more mixed uses, particularly more housing, to increase pedestrian traffic in the Square
  - o Assess allowed and special permit uses, dimensional standards, and design review.

**McGregor & Associates, P.C.**

# Memo

To: Richard Brown, AICP  
Wellesley Planning Board  
From: Ralph Willmer, AICP  
CC: Meghan Conlon  
Date: April 29, 2003  
Re: Wellesley Square Zoning Change Recommendations

After consideration of the issues regarding Wellesley Square and a review of the Wellesley Zoning Bylaw, it is clear that a number of changes to the Business and Business A districts are required to achieve the goals set forth for Wellesley Square, particularly as discussed in the Wellesley Square Action Plan. To that end, this memorandum will make numerous recommendations for how the Zoning Bylaw should be amended, with particular emphasis on the following issues and concerns:

- Create and enhance village center appearance of Wellesley Square;
- Encourage more mixed uses, particularly more housing, to increase pedestrian traffic in the Square; and
- Assess allowed and special permit uses, dimensional standards, and design review.

The proposed revisions will be listed for each relevant section of the Zoning Bylaw. As needed, commentary will be provided to explain the rationale for the suggested changes. After comment from the Planning Board, staff, and the public, a final set of proposed amendment text changes will be submitted. Note that these

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• Page 1

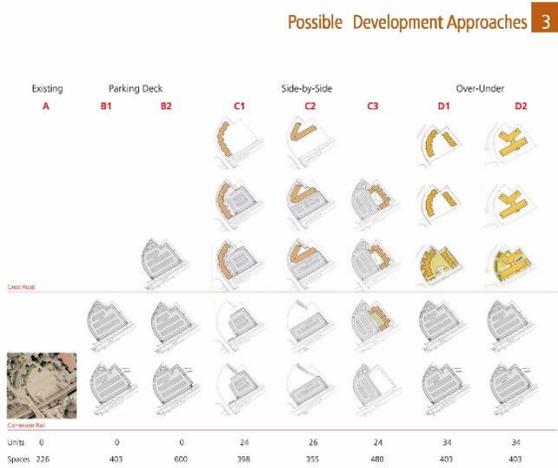
### 2003 Post Office Square Framework Plan

- Prepared by StoSS landscape urbanism, Rizzo Associates
- This Framework Plan for the proposed renovation of Post Office Square is an extension of the Town of Wellesley's Comprehensive Plan and the Wellesley Square Forum
- The proposed plan establishes clearly defined pedestrian plazas, groves, and amenities within a landscape space linked to the adjacent Hunnewell Park.



## 2005 Tailby Lot Feasibility Study

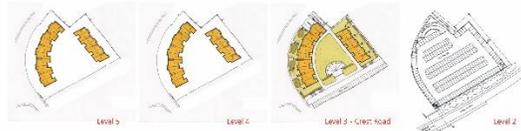
- Prepared by Architerra
- Study determines the financial and physical feasibility of developing the Tailby Lot
  - o development of housing units as allowed by zoning (senior and affordable),
  - o expanded parking (for employees and shoppers),
  - o attractive open space,
  - o increased revenues to the Town.
- Market rate housing has to pay for parking structure, Town has financial gain over time



To test the feasibility of development on the Tailby Lot, Archterra sketched and analyzed eight separate development alternatives ranging from leaving the Tailby Lot as it currently exists (Alternative A), through the construction of additional decks of parking only (Alternatives B1 and B2), and proposals which placed new housing and increased parking side by side on the lot (Alternatives C1 through C3), to extensive development that places two decks of parking below a landscaped public open space surrounded by low rise housing at the level of Crest Road and Linden Street (Alternatives D1 and D2).

For purposes of the study, the following target development program was assumed:

- 34 housing units (allowed by current zoning) @ an average of 1,825 square feet per unit.
- 20% affordable units @ an average cost of 80% of the Boston area median income
- 400 parking spaces



### D1. Over-Under Approach

The over-under approach places housing and open space on a structured platform above an expanded parking deck, concealing the parking from Crest Road and the housing. This creates highly desirable housing units with associated open space and covered parking, in scale with the existing neighborhood and in character with the town center. The housing is buffered from the railroad tracks by its higher elevation, starting approximately 18 feet above the tracks. Residents, by and large, will not see the train.

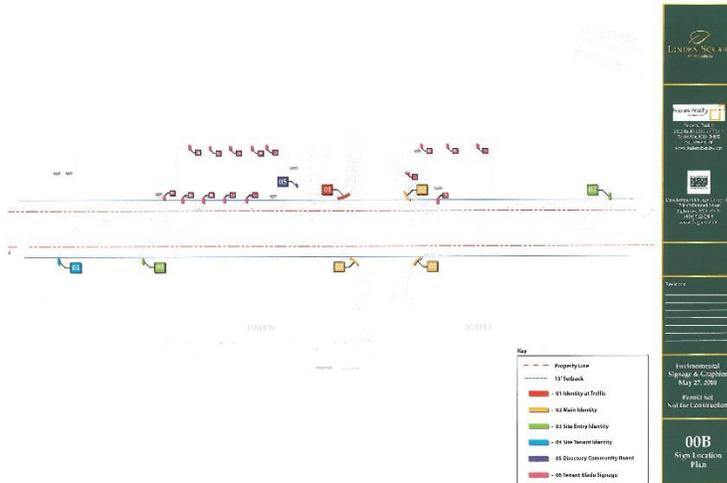
The great advantage of the over-under approach is that unattractive parking will largely disappear from view, while the parking count of the existing lot is nearly doubled. Expanded parking in this location will enable it to meet many flexible parking demands over time, including fluctuating, but generally increasing, demands from commuters, employees and shoppers. Added advantages are that all spaces are covered, served by an elevator, and evenly illuminated promising greater convenience, comfort and safety.

The financial feasibility of the over-under approach depends on achieving housing profits, increased tax revenues, and increased parking revenues, sufficient to cover the projected \$22M capital costs of the housing, parking and open space. (This figure includes developer's profit.) Revenues of these types and proportions can be generated, as demonstrated by the pro-formas included in Section 8, Finance.

Residential Units: 34      Parking Spaces: 403

## 2008 Linden Street Blade Signs

- Prepared by Development Design Group



**LINDEN SQUARE**  
AT WELLESLEY

**00B**  
Sign Location Plan

Environmental Signage & Graphics  
May 27, 2010  
Printed Not Not for Construction

### Scope of Work

- 00B Project Location Plan
- 1 Identity at Trellis**
  - 01A Rendering
  - 01B Details
  - 01C Location Plan
- 2 Main Identity**
  - 02A Rendering
  - 02B Details
  - 02C Location Plan
- 3 Site Entry Identity**
  - 03A Rendering
  - 03B Details
  - 03C Location Plan
- 4 Site Tenant Identity**
  - 04A Rendering
  - 04B Details
  - 04C Location Plan
- 5 Directory**
  - 05A Rendering
  - 05B Details
  - 05C Location Plan
- 6 Tenant Blade Signage**
  - 06A Rendering
  - 06B Details
  - 06C Location Plan

### Final Logo



**LINDEN SQUARE**  
AT WELLESLEY

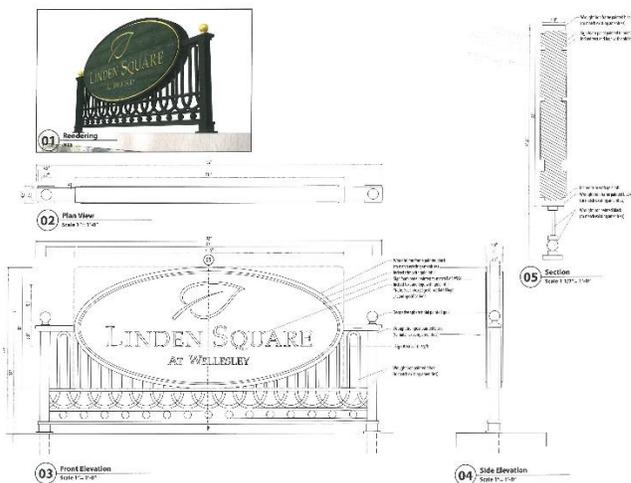
**00A**  
Index

Environmental Signage & Graphics  
May 27, 2010  
Printed Not Not for Construction

### Project Typeface

Palatino Linotype  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### Project Colors



**LINDEN SQUARE**  
AT WELLESLEY

**03B**  
Site Entry Identity

Environmental Signage & Graphics  
May 27, 2010  
Printed Not Not for Construction

## 2008 Wellesley West Gateway

- Prepared by MetroWest
- Suggestions: synthesize the redevelopment opportunities within the study area and the major themes and desires expressed by stakeholders
- Recommendations: Create overlay district, Form based code, Low Impact Development, Chapter 43 D, Mixed Use Development, Develop a Traditional Neighborhood Development Bylaw Provision ; Opportunities for Pedestrian and Bicycle Circulation and Links to and Between Existing Uses in the Area and to Other Destinations; Opportunities to Promote Transportation Demand Management and Public Transportation And/Or Links to Public Transportation, Chapter 40R, 40S, Access Management Regulation

### Opportunities

The following map shows six areas outlined in blue where there is obvious potential for redevelopment. The largest parcels are located on the east-bound side of Route 9. The area adjacent to the Natick town line is ripe for redevelopment due in large part to three abandoned buildings in close proximity to the town boundary. For this



reason, this portion of the Wellesley West Gateway is likely to be the first area that is redeveloped.

The property at 978 Worcester Street, the former Wellesley Travel Inn, is going through the development permitting process at this time. The project proponent has submitted a plan for a mixed-use development consisting of small retail, office, a bank, and residential condominiums.



The adjacent property to the east is vacant, and the property owner has made inquiries with the Planning Department about the potential for redevelopment of the property.



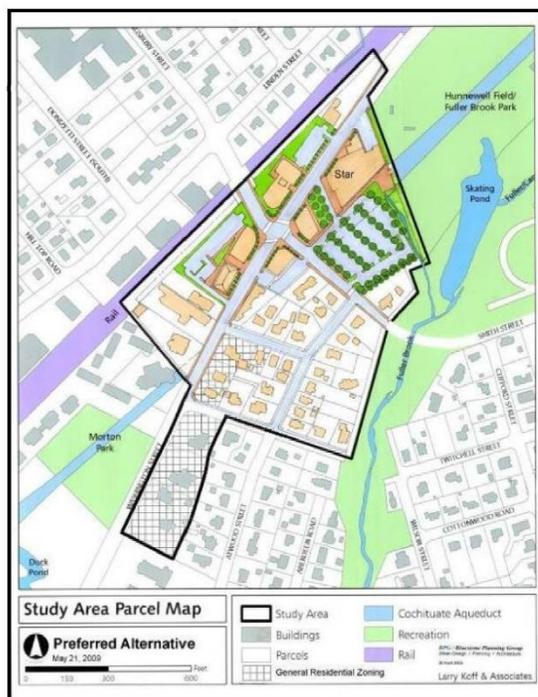
## 2008 Wellesley West Gateway

- Prepared by Larry Koff & Associates, Bluestone Planning Group
- The primary purpose of this Study is to build a consensus 'Vision' or 'Plan' for the future of the State Street Business District
- Preferred Alternative includes the following recommendations
  - o Maintain and strengthen State Street as a local retail service center;
  - o Create a 'gateway' at the Washington / State intersection and a stronger 'sense of place' or 'public focus' – including a unique identity or name for the area;
  - o 3. Create a 'public gathering place or square';
  - o 4. Create a more friendly pedestrian business center environment;
  - o 5. Investigate pedestrian safety improvements, new sidewalks, and traffic calming measures; and
  - o 6. Provide sufficient public and private parking.
- Create a State Street Overlay District

Town of Wellesley State Street Master Plan



Figure 3. Preferred Alternative May 2009



## 2009 Wellesley Walks - A comprehensive Pedestrian Program

- Prepared by Nelson\Nygaard Consulting Associates
- Defines Immediate Actions, Next steps, and long term Plans
- Includes Pedestrian Enhancement Toolbox

Wellesley Walks • Action Plan: Summary of Strategies  
TOWN OF WELLESLEY

### Critical Actions: Strategies for Immediate Implementation

#### 1) Critical Actions to Preserve & Improve the Quality of Life

INCREASE THE ATTRACTIVENESS OF THE WALKWAY NETWORK THROUGH DESIGN AND PROGRAMMING THAT IS SENSITIVE TO THE LOCAL CONTEXT OF EACH STREET		
STRATEGIES	STAKEHOLDERS	PAGE
Require installation of landscaping and trees in all private reconstruction, per DPW specifications	Natural Resources Commission (Park & Conservation Commission) Department of Public Works	4.3
REDUCE TRAFFIC VOLUMES TO IMPROVE THE WALKING EXPERIENCE		
Enact a transportation demand management plan requirement for all commercial development Transportation demand management plans establish clear practices for reducing the number of vehicle trips a development is likely to generate. TDM efforts can include a wide range of programs such as parking pricing, universal transit passes, etc.	Board of Selectmen Planning Board	4.4
REDUCE VEHICULAR SPEEDS IN RESIDENTIAL AREAS AND SHOPPING DISTRICTS		
Create narrower streets and travel lanes through paint or construction Narrower streets or even just the perception of narrower lanes, induces slower driving.	Department of Public Works	4.4
Install automated vehicle speed warning radar signs These make drivers aware of when they are speeding with clear digital speed readings and visual warning lights when speeding.	Police Department	4.5

#### 2) Critical Actions to Preserve Economic Vitality and Support Well-Connected Vibrant Business Districts

AVOID COMPROMISING PEDESTRIAN NEEDS IN BUSINESS DISTRICTS		
STRATEGIES	STAKEHOLDERS	PAGE
Consider pedestrian needs in all commercial site plan approvals Ensure safe direct access from parking or the walkway network to the site and through the site. Walkways should be along drive lines with pedestrian scale lighting. Consider the trade-offs when balancing the needs of vehicles, pedestrians, bicyclists, and potentially future transit.	Planning Board	4.6
Provide clear unobstructed walking right-of-way in all parking lot designs and improvements As with virtually every trip, driving begins and ends with a walking trip. In commercial areas these trips often end in a parking lot requiring shoppers to walk through a vehicle dominated space. Providing clear walkways through the parking lot designates space for the pedestrian to control.	Planning Board Design Review Board	4.7

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Wellesley Walks • Action Plan: Summary of Strategies  
TOWN OF WELLESLEY

IMPROVE ACCESS TO RETAIL DISTRICTS BY ALL FORMS OF TRANSPORTATION		
Clarify bicycle rights to the roadway for motorists Many motorists believe aggressively towards on road bicyclists because they are not aware that bicycles are traffic and have as much right to use the road as a motor vehicle.	Police Department	4.8
Expand bike parking options These should include frequent short-term racks and covered bike racks at key destinations.	Department of Public Works Planning Board	4.9
Introduce concurrent crossing signals at appropriate locations Pedestrians can often safely cross a road when the parallel vehicle traffic has the green, given the conflicting turn-movements are low.	Board of Selectmen Department of Public Works	4.9
Introduce pedestrian leading interval crossing signals Pedestrian leading interval allows pedestrians to begin concurrent crossing a few seconds before the parallel traffic gets a green signal. This enables pedestrians to establish a presence in the crosswalk prior to vehicles beginning to move.	Board of Selectmen Department of Public Works	4.9
Provide an online bike parking request tool Allowing residents to identify locations where they would like to see bike parking is an efficient way of directing resources.	Department of Public Works Trails Committee GIS Department	4.10
IMPROVE THE APPEAL OF WALKING IN RETAIL DISTRICTS		
Encourage businesses to conduct outdoor activities Outdoor activities generated by businesses add to the street life and increase the appeal of walking in areas with good street life.	Board of Selectmen Wellesley Chamber of Commerce	4.12
Incentivize maintenance of sidewalk space and amenities in front of individual businesses This can be achieved in a number of different ways, such as an award system, a town wide recognition of business efforts, tax incentives, etc.	Board of Selectmen	4.13

#### 3) Critical Actions to Maintain Community and Neighborhood Character

ACCOMMODATE USERS OF ALL ABILITIES ON THE EXISTING AND FUTURE WALKING NETWORK		
STRATEGIES	STAKEHOLDERS	PAGE
Comply with ADA requirements in all new construction, maintenance & reconstruction projects The Americans with Disabilities Act (ADA) established equal access for people of all abilities as a civil right. Among other requirements, the ADA required universal design of the public right of way. While the Access Board is developing the official guidelines governing the pedestrian realm, it has provided guidance for the design of pedestrian facilities, including sidewalks and trails in the Draft Accessible Public Rights of Way.	Department of Public Works	4.14
Consider adjusting crossing signal duration near areas with above average senior or small children population concentrations or activity centers	Board of Selectmen	4.14

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## 2016 Route 9 Enhancement Study and Plan

- Prepared by Howard/Stein-Hudson Associates
- This report outlines issues and opportunities for ten key topic areas which are further divided into subsections:
  - o Traffic
  - o Water Management and Natural Resources
  - o Roadway Design
  - o Natural Gas Leaks
  - o Pedestrians and Bicyclists
  - o Maintenance
  - o Specific Sites
  - o Corridor Aesthetics and Identity
  - o Public Transportation
  - o Governmental Collaboration

times they are monitoring traffic. Determining where to place a trailer can be based on previous accident and speeding locations as well as requests from the public. Speed monitoring signs serve the same purpose as a trailer except that the location is permanent. Both speed monitoring trailers and signs are educational devices that promote driver awareness and safe travel and are proven to reduce driving speeds. Coordination and approval from MassDOT would be necessary if the Town were interested in having a speed monitoring trailer or sign on Route 9.

Speed Monitoring Trailer



Source: Town of Plymouth Police Department

Speed Monitoring Sign



Source: Radar4gr.com

### Recommendation 1 d Develop Ongoing Data Collection and Monitoring programs

Placing permanent or temporary sensors along the Route 9 corridor to monitor traffic conditions and obtain modal counts should be explored. Video monitoring should be considered to analyze traffic patterns and better understand interactions between vehicles, pedestrians, and bicycles. [Miovision](#), which has been used by MassDOT, is an example of one such company.

Data collection and monitoring is important for various reasons which include:

- Measuring pedestrian and bicycle patterns on sidewalks and at intersections.
- Establishing before and after counts to substantiate new investments in roadway projects.

With this information, the Town will be in a stronger position to recommend projects that will improve the efficient and safe movement of all modes along the Route 9 corridor.

### Best Practice

[Eco Counter](#), a Montreal based company, produces counters which automatically count pedestrians and bicyclists using detectors and publically displays the information on a monitor in 'live-time'. An Eco-Totem counter is located on Broadway in Cambridge. The number of bicycle trips recorded by this Eco Totem counter can be [tracked live remotely](#). The company also manufactures portable, real-time displays which can be used to promote bike to school or work programs.

Totem Bike Counter (Cambridge)



Source: City of Cambridge.gov

## TOPIC AREA 2 ROADWAY DESIGN

### Recommendation 2 a Install and Reconstruct Sidewalks along the Entire Length of Route 9 to the Extent Feasible

Sidewalks play a key role in providing critical connections, help create a sense of place, and encourage Pedestrian activity. Sidewalks must be safe and accessible for all users and have unobstructed pathways. According to the figure below, approximately 85 percent of the westbound side of Route 9 has sidewalk coverage whereas the eastbound side is covered to a lesser extent (approximately 70 percent). Coverage along the eastbound side is sporadic. Sidewalk coverage along the westbound side of Route 9 is fairly consistent with the exception of a section between Cliff Road and Longfellow Road. It should be noted that instead of pedestrians and bicyclists can utilize a 'carriage road' as well as the Route 16 bridge on and off ramps which run parallel to Route 9.

Estimated Sidewalk Coverage along Route 9



Sources: Google and Bing

Note: Sidewalk coverage illustrated does not designate sidewalk condition, only if a sidewalk is present.

New sidewalks should be added and old sidewalks replaced in a comprehensive manner along both sides of Route 9 to the extent feasible. Comprehensive sidewalk coverage will encourage safe walking and an alternative for bicyclists to ride either in the shoulder or travel lane. The Town should develop priority locations to add or reconstruct sidewalks.

According to MassDOT's *Project Development and Design Guide* (2006), the minimum width for a sidewalk is 5 feet excluding the width of the curb. MassDOT's *Project Development and Design Guide* states that if a sidewalk is not buffered from vehicular traffic, then the desirable total width for a curb-attached sidewalk is 6 feet in residential areas and 8 feet in commercial areas (15.4 Sidewalks-Clearances).

## 2017 Branding and Wayfinding Project

- Prepared by Favermann Design, Massachusetts Downtown Initiative

### Family of Elements

#### Introduction

The Town of Wellesley made an application to the DHCD's Downtown Initiative Program to bring needed and better focused identification as well as directional access to Wellesley Square, the most prominent of the town's commercial districts. Many of the town's government buildings and facilities are located in and around Wellesley Square as well. Along with staff from the planning department, Wellesley Square Branding and Wayfinding Project Committee ("Project Committee") was appointed to serve to oversee the design and planning process for branding and wayfinding. Including one Selectman and members of the Planning Board and Historical Commission. Several town department representatives (DPW, Police, etc.) also participated in meetings.

Early on, it was decided that the design would be expanded also to include the two other prominent commercial districts—Lower Falls and Wellesley Hills. Therefore, the design process took into project consideration how to distinguish these commercial areas individually while being consistent with the Wellesley Square design. Additionally, it was recommended that resulting aspects of this branding and wayfinding project be applied where appropriate throughout the entire town of Wellesley. The design process went through a series of steps and reviews culminating in a unanimous approval by the Wellesley Board of Selectman.



Clock in Wellesley Square

#### Background

With its well-kept houses and lawns and a population of over 28,000, the Town of Wellesley is a suburban, primarily residential community located just west of Boston. Wellesley has one of the highest median household and family incomes in the Commonwealth. Spread along both Route 9 and Routes 16 and 135, its retail shopping ranges from very good to excellent, functional to elegant. Known as the home of the prestigious and historic Wellesley College, it also includes the campuses of Babson College, a business and well-known executive education college and Massachusetts Bay Community College, a two-year public college.



Babson College

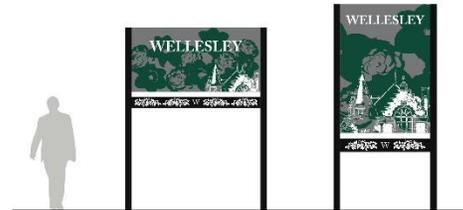
Located in eastern Massachusetts, it is bordered on the east by the City of Newton, on the north by the Town of Weston, on the south by the towns of Needham and Dover. On the west, it borders the Town of Natick. Wellesley has a total area of 10.49 square miles, of which, 10.18 square miles is land and only 0.32 square miles is water.



Mass Bay Community College



Wellesley College



## 2017 Wellesley Comprehensive Plan Update 2007-2017

- Prepared by Favermann Design, Massachusetts Downtown Initiative
- Includes 10 key Comp Plan recommendations:
  - o Encourage the creation of **townhouses, condos, and multi-family housing types** in commercial areas
  - o Consider **mandatory cluster development zoning for the few remaining large open space** parcels that lack conservation restrictions
  - o Explore enabling the establishment of **Neighborhood Conservation Districts** to preserve neighborhood character
  - o Continue to **restore and manage ponds** to avoid eutrophication
  - o Continue to **improve the trails system** by looking at ways to connects major open spaces and provide linkages to regional trails and open spaces
  - o Study the **potential for allowing additional development capacity in existing office parks** in order to increase non-residential tax revenue
  - o Implement **new parking management programs** in Town parking lots
  - o Explore creating a **new shuttle service** between preferred destinations in order to reduce single-occupancy vehicle trips in Wellesley
  - o Establish **site plan review** for large replacement houses to provide an opportunity to discuss design impacts on a street or neighborhood
  - o **Protect historic properties** by enacting a Landmark Bylaw and designating individual properties as local landmarks



# 2018 DRAFT Unified Plan

- Prepared by Stantec (ongoing)

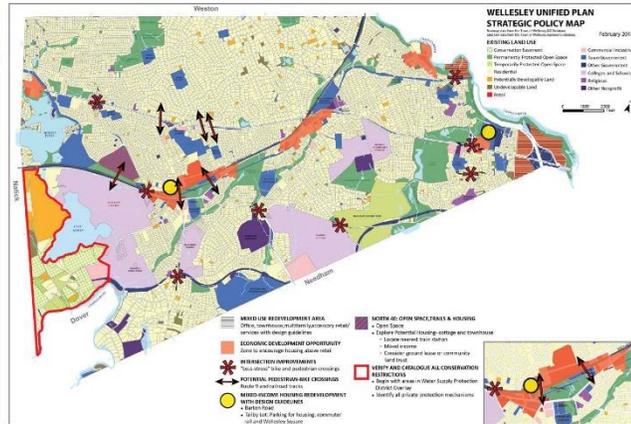


**Executive Summary**

**Why we developed this plan**  
 In 2016, the Wellesley Town Government Study Group recommended that the Board of Selectmen create a town-wide strategic plan based on a vision and priorities. The Planning Board was preparing to update the Town's comprehensive plan at the same time. Recognizing that the strategic and comprehensive planning initiatives would be similar and interrelated in methodology and results, the Board of Selectmen and the Planning Board agreed to create one innovative, consistent, and visionary Unified Plan, which would then serve as one of the Town's principal planning documents alongside the Town Wide

**Financial Plan and Five-year Capital Budget Program.**  
**How we developed this plan**  
 The Wellesley Unified Plan is based on the work of a 60-member Steering Committee representing Town boards, commissions, committees, and citizens at large. The plan was also guided by a community engagement process designed to find out what residents and other stakeholders were thinking about the town's future, including multiple public meetings, online surveys, interviews and focus groups.  
**How we'll put the plan to work**  
 The Unified Plan includes an implementation matrix, setting out the What, How, Who, and When for strategies and actions to achieve the goals of the plan, as well as recommendations to enhance Town governmental decision-making, transparency,

customer-friendliness and efficiency. The plan will be used to guide future land use decision making, capital improvement planning, and departmental strategic and work plans.  
**What's in the 2018-2028 Wellesley unified plan?**  
 The Unified Plan covers a broad range of topics in 15 chapters about current trends, the planning process, all aspects of community life, and strategic concepts to enhance town government.  
**PART I**  
 Setting the Stage: Our Vision for Tomorrow and Wellesley Today  
**PART II**  
 Our Natural and Cultural Heritage  
**PART III**  
 How We Live  
**PART IV**  
 Sustainable Systems and Networks  
**PART V**  
 From Plan to Action



**Our Vision**

**In 2040...**  
 Wellesley is a town recognized for its welcoming community culture and exemplary town services; commitment to education and life-long learning; a quality of life that enhances the health and social well-being of its residents; respect for the environment and support for sustainability, conservation, and protection of physical and historical assets; and for its dynamic and thriving business community. Wellesley is recognized for its fiscally sound, well-managed, innovative, and accessible town government that has strong citizen participation and a highly-motivated, collaborative and talented professional staff.

**Our Values guide the plan**

<p><b>Diversity:</b> Establish, implement and support ongoing initiatives to maintain Wellesley as a community that welcomes a diversity of people and neighborhoods.</p> <p><b>Sense of Community:</b> Foster a sense of community and community-building through support for inclusive services and facilities, town-wide events, multi-generational activities, and community gathering places.</p> <p><b>Town Character:</b> Establish policies, practices and criteria for the preservation of the character of the town's residential neighborhoods, commercial centers, and open spaces.</p> <p><b>Excellence in Service Delivery:</b> Provide a broad array of services to residents and other users of town services; maintain a strong customer service orientation that strives for excellence in every aspect of service delivery.</p>	<p><b>Education:</b> Support best-in-class public education, library, recreational and senior services.</p> <p><b>Healthy Lifestyles:</b> Enhance the health and wellness of residents through public health initiatives, educational, social and recreational opportunities; create the conditions for healthy lifestyles through easy access to healthful food, medical and psychological care, support systems, non-motorized transportation options, and town facilities.</p> <p><b>Connectivity of People and Places:</b> Provide safe, access ble, and efficient transportation choices including public transportation, pedestrian and bicycle pathways, to connect people to town destinations and the region.</p> <p><b>Conservation and Sustainability:</b> Make resource-efficient choices to conserve energy,</p>	<p>water, and materials; improve water and air quality and reduce carbon emissions; develop and implement sustainability practices to adjust to changing environmental conditions.</p> <p><b>Town Asset Management:</b> Maintain, protect, preserve, and enhance the town's physical assets including facilities, infrastructure, parks, open space, and natural resources.</p> <p><b>Business-Friendly:</b> Support existing and new businesses in commercial areas that complement and enhance our community, while protecting quality of life and environmental resources.</p> <p><b>Collaboration:</b> Leverage resources and expertise of local, private businesses and institutions, as well as neighboring towns and regional agencies, to achieve mutual goals.</p>	<p><b>Best-Practice Implementation:</b> Establish best practices and priority-based resource allocation systems to support town services, infrastructure and capital investments in a fiscally-sound manner; conduct long-range fiscal/financial planning that includes appropriate metrics for evaluating progress and adjustment to changing financial conditions.</p> <p><b>Democratic Government and Citizen Participation:</b> Promote participation and engagement in town governance and decision-making.</p> <p><b>Transparency:</b> Facilitate public access to information, making it easy to understand how town government works, how decisions are made and how to get involved; encourage input from and effectively communicate with residents and other stakeholders.</p>
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