

DESIGN GUIDELINES

Wellesley, MA

Presentation to the DRB Board



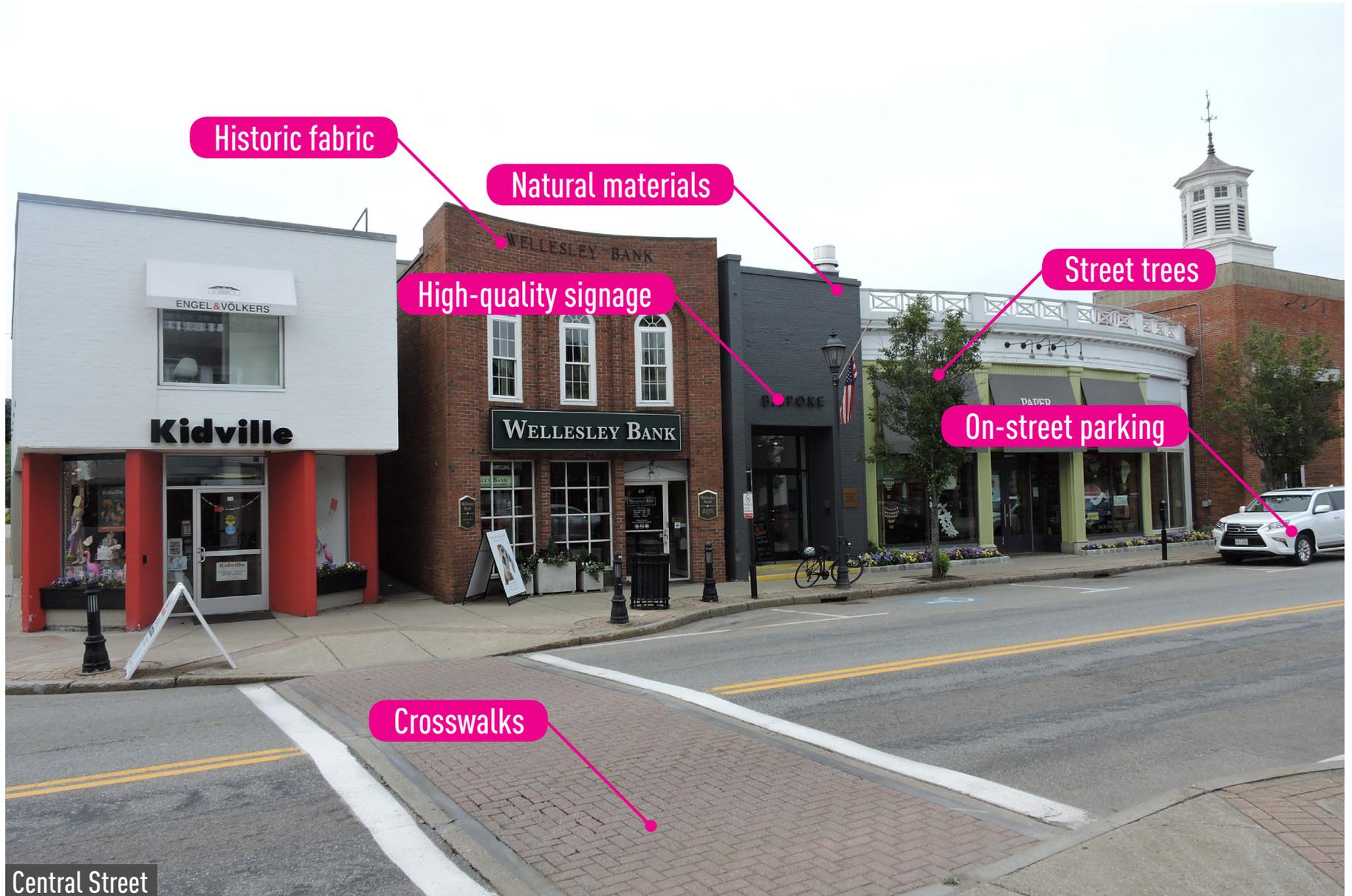
September 5, 2018

architecture
urban design

GAMBLE
ASSOCIATES



This is Wellesley!



This is Wellesley!



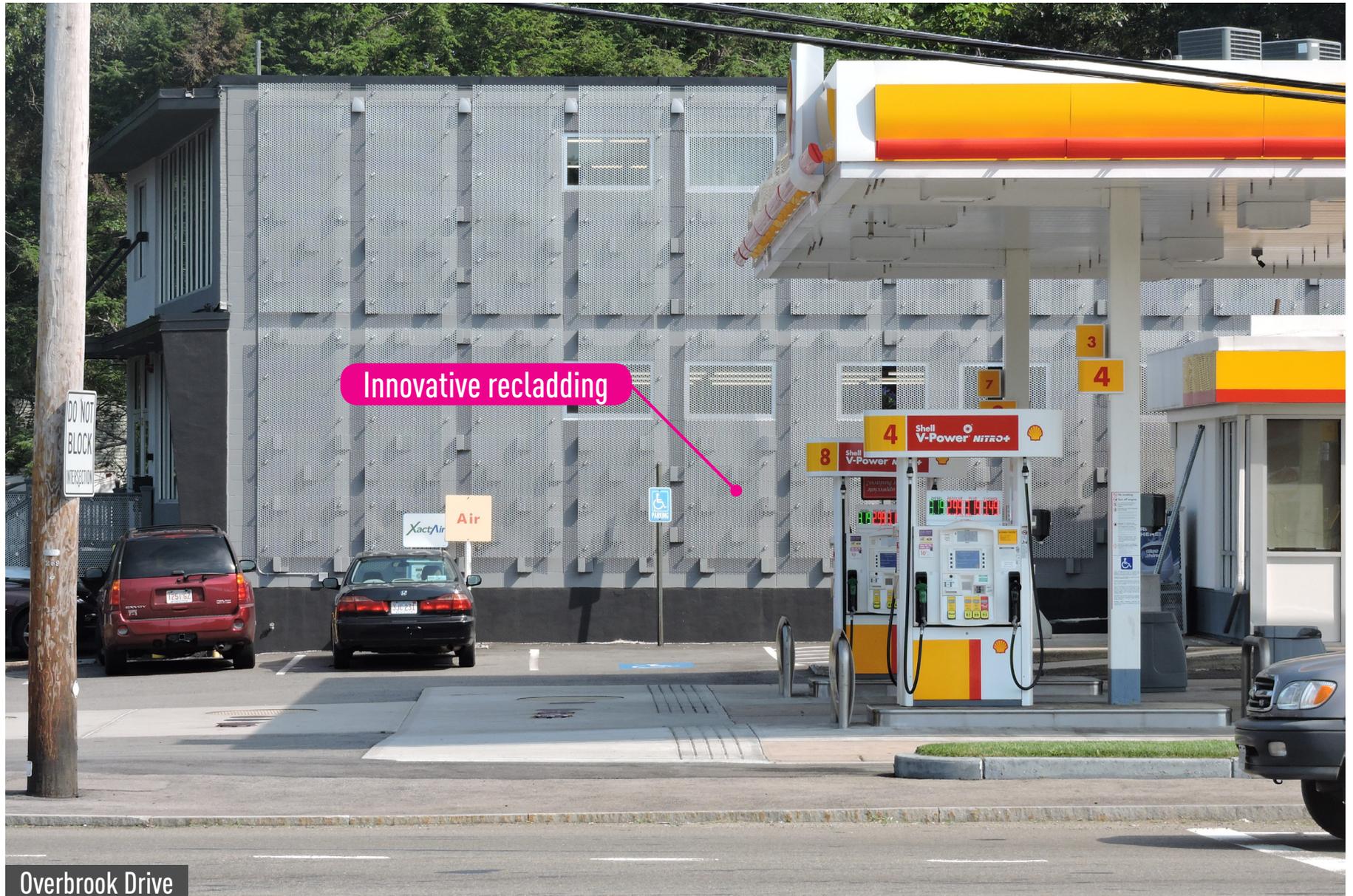
This is Wellesley!



This is Wellesley!



This is Wellesley!



Overbrook Drive

This is Wellesley!



This is Wellesley!



This is Wellesley!



Washington Street

This is Wellesley!



Route 9

This is also Wellesley!



Route 9

This is also Wellesley!



Vacancies

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YOURS

OPEN

Central Street

This is also Wellesley!

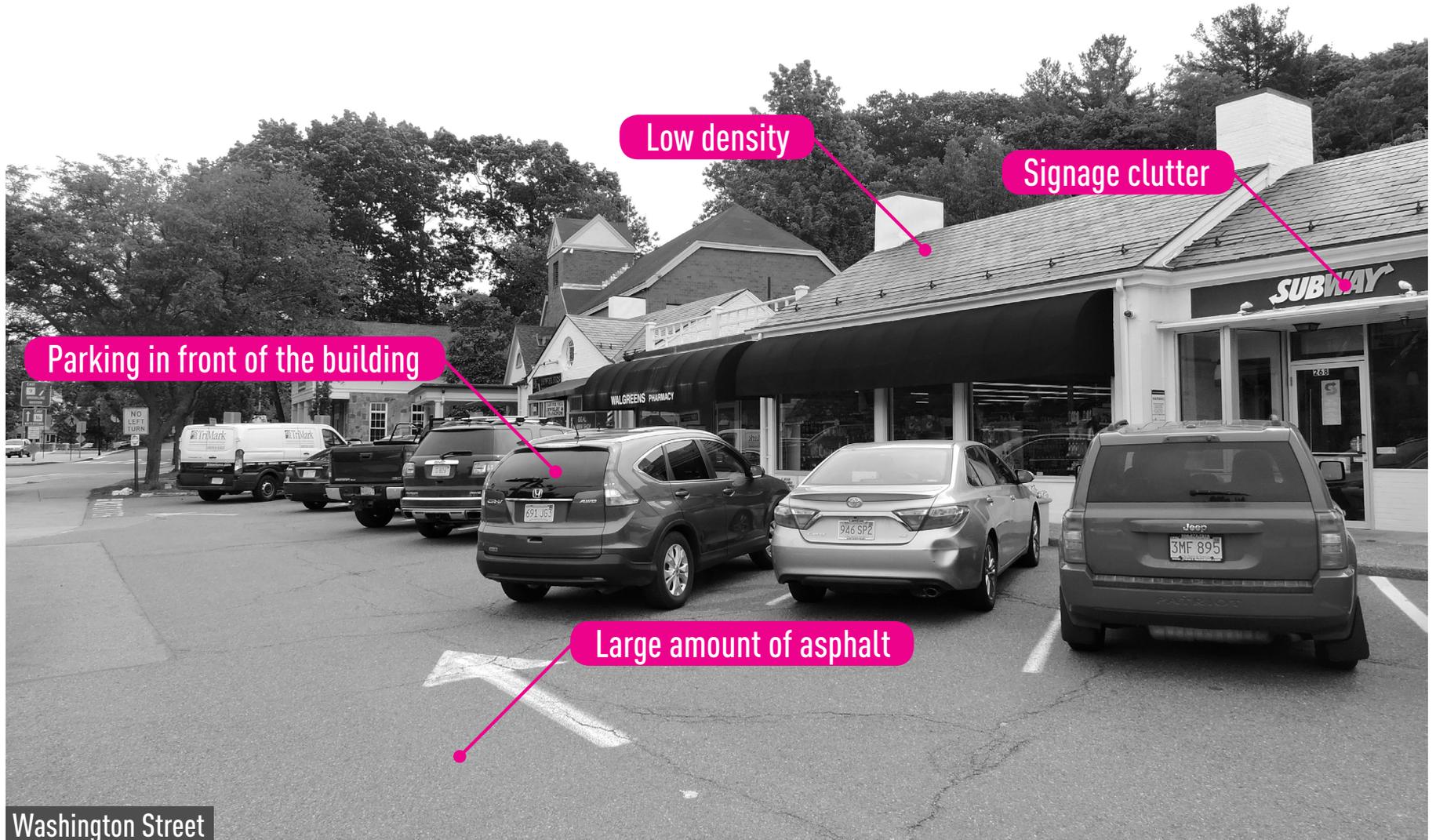


Insufficient public realm

Large amount of asphalt

Church Street

This is also Wellesley!



Washington Street

This is also Wellesley!



Car-dependent uses

High speed traffic

Route 9

This is also Wellesley!



Route 9

Prior planning efforts

The best planning endeavors build from prior efforts

1989 **Design Guidelines - Design Review Board**

- 1997 Wellesley Lower Falls: Zoning, Urban Design, and Landscape Guidelines - Goody Clancy
- 1997 Wellesley Square Forum - Planning Board
- 1998 Wellesley Square Action Plan - Larry Koff & Associates
- 2000 Recommendations for Organizing a Wellesley Square Partnership - Community Investment Associates, Van Orman & Associates
- 2000 The Vision for Wellesley Hills Square - Community Design Partnership
- 2001 Cedar Street – Land Use and Neighborhood Plan - The Cecil Group
- 2001 Route 9 Corridor Study in Wellesley - Central Transportation Planning Staff for the Massachusetts Highway Department
- 2001 An Action Plan for Wellesley Hills Square - Daylor Consulting Group
- 2002 Linden Street Corridor Master Plan - Dufresne Henry
- 2003 Memo Wellesley Square Zoning Change Recommendations - McGregor & Associates
- 2003 Post Office Square Framework Plan - StoSS landscape urbanism
- 2005 Tailby Lot Feasibility Study - Architerra
- 2008 Linden Street Blade Signs - Development Design Group
- 2008 Wellesley West Gateway - MetroWest
- 2008 Wellesley West Gateway - Larry Koff & Associates
- 2009 Wellesley Walks - A comprehensive Pedestrian Program - Nelson\Nygaard Consulting Associates
- 2014 Parking regulations report - Howard/Stein-Hudson Associates
- 2016 Route 9 Enhancement Study and Plan - Howard/Stein-Hudson Associates
- 2017 Branding and Wayfinding Project - Favermann Design, Massachusetts Downtown Initiative
- 2017 Wellesley Comprehensive Plan Update 2007-2017 - Favermann Design, Massachusetts Downtown Initiative
- 2018 DRAFT Unified Plan - Stantec (ongoing)



What Design Guidelines CAN and CAN'T do



HISTORIC MILL DISTRICT ANDOVER - DESIGN GUIDELINES

architecture
urban design
GAMBLE ASSOCIATES

What are Design Guidelines?

These Design Guidelines address the design of new buildings within Andover's historic Mill District. The intent is to guide the design of new buildings to be sensitive to the historic character of the district. The guidelines are intended to be used by the City of Andover, the Mill District Association, and the public. The guidelines are intended to be used by the City of Andover, the Mill District Association, and the public. The guidelines are intended to be used by the City of Andover, the Mill District Association, and the public.

Why now?

Andover has experienced rapid growth. There is a palpable desire to be able to accommodate the growth of the Mill District. The guidelines are intended to be used by the City of Andover, the Mill District Association, and the public. The guidelines are intended to be used by the City of Andover, the Mill District Association, and the public.




Andover's history

The town of Andover was one of the first in New England to be settled. It was founded in 1636 by John Winthrop. The town was one of the first in New England to be settled. It was founded in 1636 by John Winthrop. The town was one of the first in New England to be settled. It was founded in 1636 by John Winthrop.



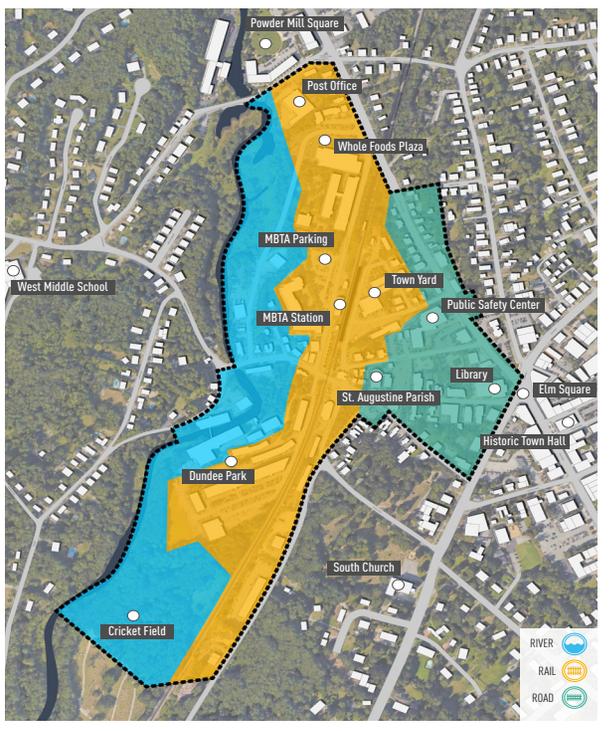


Three corridors

Andover's Design Guidelines are divided into three (3) different corridors that acknowledge the distinct qualities of each.

- **RIVER CORRIDOR** Sites located along the Shawheens River and Gooseway
- **RAIL CORRIDOR** Sites proximate to the MBTA commuter rail line
- **ROADWAY CORRIDOR** Sites along Main Street and the Downtown Center

While the distinct character of these corridors presents unique challenges such as building scale, parking, and site access, they are **general, purpose-driven** to be consistent along the rail line **where possible**, while the larger-scale, mixed-use projects proximate to the **transit-oriented development** require the Town to be more flexible and creative in its approach to the corridor. The Town's flexibility will be needed to accommodate the unique character of the Mill District within this corridor. New growth along the Shawheens River must be sensitive to the historic character and open space of the river building adjacent to natural resources. While there are not many other large-scale projects proximate to the river, the town has an opportunity to be sensitive to the historic character of the river. The town has an opportunity to be sensitive to the historic character of the river.



Design Guidelines framework

In March of 2017, the Mill District Association and the City of Andover, MA, entered into a Memorandum of Understanding (MOU) to develop Design Guidelines for the Mill District. The guidelines are intended to be used by the City of Andover, the Mill District Association, and the public. The guidelines are intended to be used by the City of Andover, the Mill District Association, and the public.

Recommended traffic improvements



After statements would you like most project to hear about the Historic Mill District?

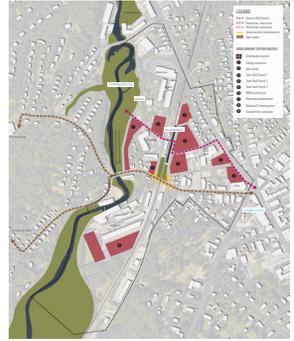


What is the greatest challenge in implementation of Design Guidelines?



Bringing the downtown together

Conceptual approach



Design Guidelines // Andover, MA

HMD River Rail Road October 16, 2017

What Design Guidelines **CAN** do



Pearl District // San Antonio, TX

1 Improve the **CHARACTER** of new development

What Design Guidelines **CAN** do



Shaw Neighborhood // St. Louis, MO

2 Articulate **DESIRED QUALITY**

What Design Guidelines **CAN** do



Cambridge, MA



Pearl District // San Antonio, TX

3 Provide **EXAMPLES**

What Design Guidelines **CAN** do

BALCONIES

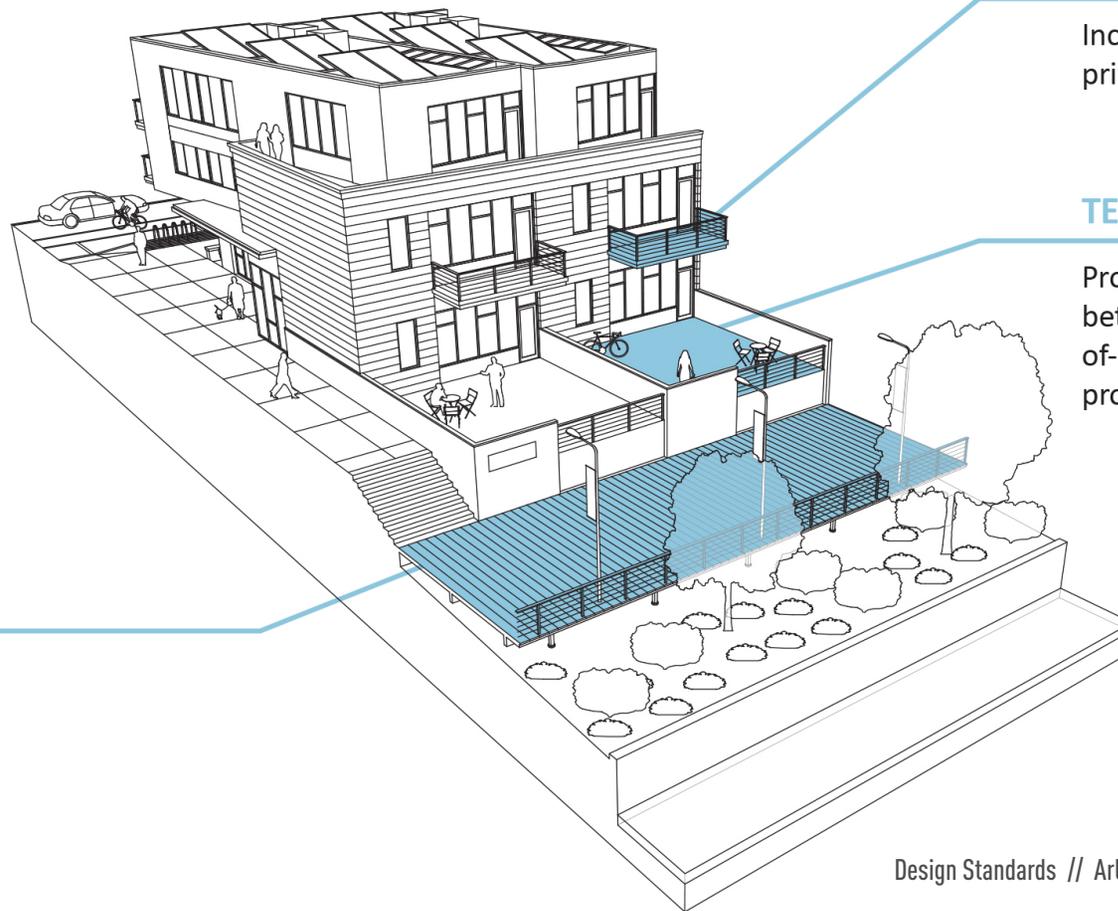
Increase public / private interaction

TERRACES

Provide transition between public right-of-way and private property

PUBLIC ACCESS

Demonstrates the potential of the Mill Brook to be seen as an amenity



Design Standards // Arlington, MA

4 Represent spatial and dimensional criteria **GRAPHICALLY**

What Design Guidelines CAN do

<h2>PUBLIC REALM INTERFACE</h2> <p>The relationship of the building to the street (in the form of setbacks or build-to lines) plays a key role in the ability of a development to enhance or detract from the experience of a place. Commercial corridors can most successfully when the street edge is defined with active ground floor uses with a high degree of transparency. A vibrant public realm interface is essential for a successful community. How a building relates to the public realm makes an enormous difference in the quality of the development and the degree to which the building contributes to public life.</p> <p>While the meaning of a building and its height, scale, profile and orientation have a significant impact on one's impression of a place, the manner in which it meets the ground is the most critical. Entrances and ground floor windows should be grade, easily accessible and they should aid in pedestrian comfort, safety and orientation.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> First floor uses that draw walks in traffic and enhance pedestrian interest Appropriately scaled sidewalks for the density of development and street type Create connectivity to existing neighborhood parks, the river and bike paths The incorporation of bike paths and large caliber tree plantings in planting strips Appropriately outdoor spaces around buildings that are publicly accessible Public art opportunities Low-level design <p>DISCOURAGE:</p> <ul style="list-style-type: none"> Residual, privately owned public spaces that lack connectivity Wide building setbacks along commercial corridors Projects that preference the use of the automobile over walking or biking Multiple curb cuts on a single property 	<h2>PARKING + ACCESS</h2> <p>Parking is always a primary consideration and its location on the site can be varied. When parking is located in front of buildings, it often requires multiple curb cuts for the property it serves. As a result, the relationship of the building to the street favors vehicles, not pedestrians. Surface parking lots located in front of commercial establishments facilitate access for patrons but do little to improve the character of the street or public realm.</p> <p>Consideration should be given to shared parking opportunities where day and night uses do not overlap. Opportunities for shared parking must be pursued to increase development potential wherever possible and diminish the impact of the automobile. This has the added benefit of encouraging alternate modes of transportation and enhanced transit utilization. Regardless of where they are located, existing and future parking lots must be visually buffered by trees and native grasses. Development should consider the pedestrian first, then bicyclists, then transit and then the automobile.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> A reduction of parking requirements required by zoning More underground and/or under building parking Well landscaped surface lots with active landscape buffers Surface parking to the rear or middle of the block The incorporation of car sharing, electric charging stations and transit shelters Parking design which anticipates winter limitations Greater emphasis on bicycle, pedestrian access and public transit <p>DISCOURAGE:</p> <ul style="list-style-type: none"> Surface parking in front of buildings Projects which preference cars over pedestrians and bicyclists Parking garages that contain large blank walls 	<h2>SUSTAINABLE DESIGN</h2> <p>"Sustainable" is one of the most widely used but increasingly ambiguous and misunderstood terms in design vocabulary. The term is used here to describe projects that are connected with the environment in which they reside. A development that is sustainable utilizes alternative and renewable energy sources for energy generation and retention. Sustainable buildings use less energy through the use of solar panels, wind turbines and geothermal fields. Projects that have rainwater harvesting, green roofs, energy responsive facades, sun-shading devices, natural daylighting, recycled content and low embodied energy materials are sustainable. A sustainable design approach effectively balances environmental and aesthetic concerns.</p> <p>A building's use, massing, orientation, and design character influence a great deal how a building relates to its context. Deploying sustainable design and construction strategies ensures that these decisions are made in the service of a greater objective which acknowledges the impact that construction has on our environment. A sustainable design approach is one where environmental responsibility is an integral part of the design, and the negative impacts associated with development are minimized. A sustainable ethic involves making careful, ecologically conscious decisions at every point in the planning, design and construction process. A sustainable building treats lightly on the earth.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> Low impact development and maximum LEED requirements* Renewable energy sources: solar, wind and geothermal The incorporation of green roofs, garden spaces and healthy tree growth Landscape strategies that address stormwater with rain gardens and permeable pavements State-of-the-art energy efficiency and the use of green infrastructure <p>DISCOURAGE:</p> <ul style="list-style-type: none"> Single use buildings accessible solely by car Large expanses of asphalt and surface parking areas Developments that do little to work with existing topography <p>*LEED Leadership in Energy & Environment Design, US Green Building Council</p>
<h2>BUILDING MASSING</h2> <p>Building massing has to do with the overall proportion of a structure, including the dimensions of the building footprint and its relationship to the context where it resides. As Watertown's density increases and previously vacant lots are filled in with new buildings, figuring out how to manage massing becomes increasingly important.</p> <p>Larger building masses are most appropriate for Watertown Square, the historical commercial center of the Town. Greater building height and mass is recommended in this area. The commercial corridors of Mt. Auburn Street and Arsenal Street with their traditional mixed-use fabric, are also viable candidates for larger building masses as are portions of Pleasant Street and Main Street. As new development sites give closer to existing residential areas, a building's mass should taper to relate more closely with the character of established neighborhoods.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> Building a building mass into smaller forms Variation in building massing for large projects Finishes and breaks which diminish scale-blocks Emphasizing corners and other important alignments Public open spaces commensurate with a project's scale Lower massing in areas abutting residential areas and near the river <p>DISCOURAGE:</p> <ul style="list-style-type: none"> Big boxes with monotonous and repetitive building elevations Large blocks with few connections between buildings Building clusters that have the same look and design Large building footprints along narrow right-of-ways Inwardly focused volumes with few connections to the surroundings 	<h2>BUILDING HEIGHT</h2> <p>Height constitutes just one aspect of a building's massing, but it undoubtedly the most conspicuous. Historical building heights in Watertown vary, with greater height generally reserved for buildings, hotels, places of worship, and other manufacturing facilities. The vast majority of buildings, however, are just one or two stories along the primary commercial corridors. Height is mandated by a series of factors including the individual lot or lot dimensions, the type of construction, the context of a site, size and scale of the surrounding neighborhood.</p> <p>Greater height in certain locations can be beneficial, and increasing heights in other areas can offset the need for building in other places. The impact of height can be diminished when offset by the inclusion of open space at a building setback. A taller building will appear tall when setback from the street edge, when concerns about density arise as a result of a building's height, the relationship of the building facade to the public right-of-way can have a greater impact than any other dimension. At the same time, what is deemed an appropriate height for a building is relative to the urban context.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> A range of three (3) to five (5) stories in the primary commercial areas Upper story step-backs to diminish the visual impact of the building Reducing the heights and setbacks of adjacent buildings A range of building heights to create visual interest on a project Transition zones tapering heights to adjacent residential areas Modest height allowances in lieu of incorporating public amenities <p>DISCOURAGE:</p> <ul style="list-style-type: none"> Large scale height discrepancies between new buildings and existing neighborhoods The "canyon effect" created by a series of buildings close to one another Significant shadow impacts created by tall buildings 	<h2>BUILDING SETBACKS</h2> <p>The dimension from a building to the street edge has everything to do with how a space feels in urban areas with a lot of commercial activity. It is important to maintain a continuous street wall with modest to free building setbacks. Setbacks that do occur should be used for pocket parks, plazas, seating areas or landscape zones. What constitutes an appropriate building setback is relative to the character and scale of the street it fronts, the type of uses on the ground floor of the building and the concentration of pedestrian activity. Urban corridors are most vibrant when they help to define a streetwall.</p> <p>While aligning an elevation to the property line is most often the appropriate response for a building in an urban setting, there are instances, where some spatial relief is necessary and a building setback should be included as part of a property's development. Along Watertown's commercial corridors, modest setbacks function best for residential buildings and areas of high traffic. Setbacks are also beneficial in mature neighborhoods where the street width is narrow.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> Building setbacks on upper floors above three or four stories Areas for active programming in setbacks for shops and cafes Appropriate landscaping in areas of generous setbacks Wide planting areas for large shade trees and rain gardens <p>DISCOURAGE:</p> <ul style="list-style-type: none"> The "canyon effect" with large buildings in close proximity to the street Buildings close to sidewalks in residential areas Surface parking in setback zones Overused setbacks that disconnect the building from the sidewalk and public realm
<h2>FACADE TREATMENT</h2> <p>The facade is the primary public or viewable side of the building as it enters from the sidewalk or grade level to the uppermost portion of the roofline. Corner buildings have two primary facades. The character of an elevation depends on a number of factors: the proportion and orientation of openings, the composition of the fenestration, the color and patterning of the exterior skin and the relationship between the various parts of the exterior. Durable, high quality materials will add a level of sophistication to a large and/or monumentally detailed facade, whereas inexpensive materials make a nicely proportioned building look cheap. A building's elevation or facade says a lot about the quality and character of a building.</p> <p>While the overall composition of a facade is important, the greatest amount of detail needs to be reserved for the ground floor. This is the area which garners the most attention and view for pedestrians. However, the rooftop is also important, and mechanical equipment and rooftop vents should be minimized from view with vertical screens or awnings. Style is subjective. Some people prefer classic over contemporary or historical over modern. What matters most is a building's elevation is quality and consistency.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> High quality and natural materials Greater transparency at the ground level The use of balconies or terraces to expand space and provide depth Outdoor seating areas within backdrop zones of the elevation Breaking up vertical and horizontal building lines <p>DISCOURAGE:</p> <ul style="list-style-type: none"> Cheap exterior building finishes Mimetic facade treatments Excessively long and unsegmented building elevations Flat, blank walls along street facing elevations 	<h2>MATERIAL SELECTION</h2> <p>There is a direct connection between material choice and environmental stewardship. Buildings account for half of all the world's greenhouse gases and consume 50% of its raw materials.** Products and materials that are specified for construction should be selected with respect to their performance and sustainable qualities other than just looks or aesthetics. With this in mind, materials should be chosen based on their durability, maintenance and recyclability characteristics, energy use, and embodied energy profile. In other words, projects should be built with natural and sustainable materials.</p> <p>Whenever possible, materials should be selected that are locally harvested, have a low embodied energy content and are recyclable. Using local materials reduces the transportation and distribution costs of the product. Products that reduce water use should be chosen because of their resource conservation. Zero or low-emission building products should be specified to improve air quality.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> The use of high quality materials that are locally sourced Green materials with low embodied energy and are recyclable Materials that are environmentally and historically appropriate for Watertown The incorporation of texture to add variation and tactileity to facades <p>DISCOURAGE:</p> <ul style="list-style-type: none"> Flat repetitive facades that lack texture and depth The use of large, large panels or other inappropriate materials False historical facades or those that mimic other materials <p>** Green Architecture, Orono, Vermont (2010)</p>	<h2>SIGNAGE</h2> <p>Commercial establishments need to advertise. However, advertising signs should be effective and appropriate to Watertown's historic areas without contributing to visual clutter. A balance needs to be struck between the desire to call attention to individual businesses and the desire for a pleasing collective image for Watertown. Signs on either complement or detract from that image depending on their design, placement, quantity, size, materials, colors and condition.</p> <p>Certain types of signs are more appropriate to specific areas than others. What is appropriate for a suburban strip mall is inappropriate for a downtown setting. These sign guidelines relate to the commercial centers.</p> <p>ENCOURAGE:</p> <ul style="list-style-type: none"> Active signs that are proportional to the building where they are located Traditional sign materials such as wood or metal lettering Projecting signs (single signs) oriented to a pedestrian scale of modest size More decorative or hand-made signs that are coordinated with the surrounding architecture Signs that are located above the storefront (hinge or transom) Colors that complement the materials and color schemes of facades <p>DISCOURAGE:</p> <ul style="list-style-type: none"> Stand-alone signs that are not designed as an integral part of the building Internally lit plastic molded signs Neon fluorescent or neon tube signs Inconsistent among signs in the business district Hand-painted

Design Guidelines // Watertown, MA

5 Bring **CLARITY** to the review process

What Design Guidelines **CAN** do



Seaside, FL

6 Go **TOO FAR**

What Design Guidelines **CAN'T** do

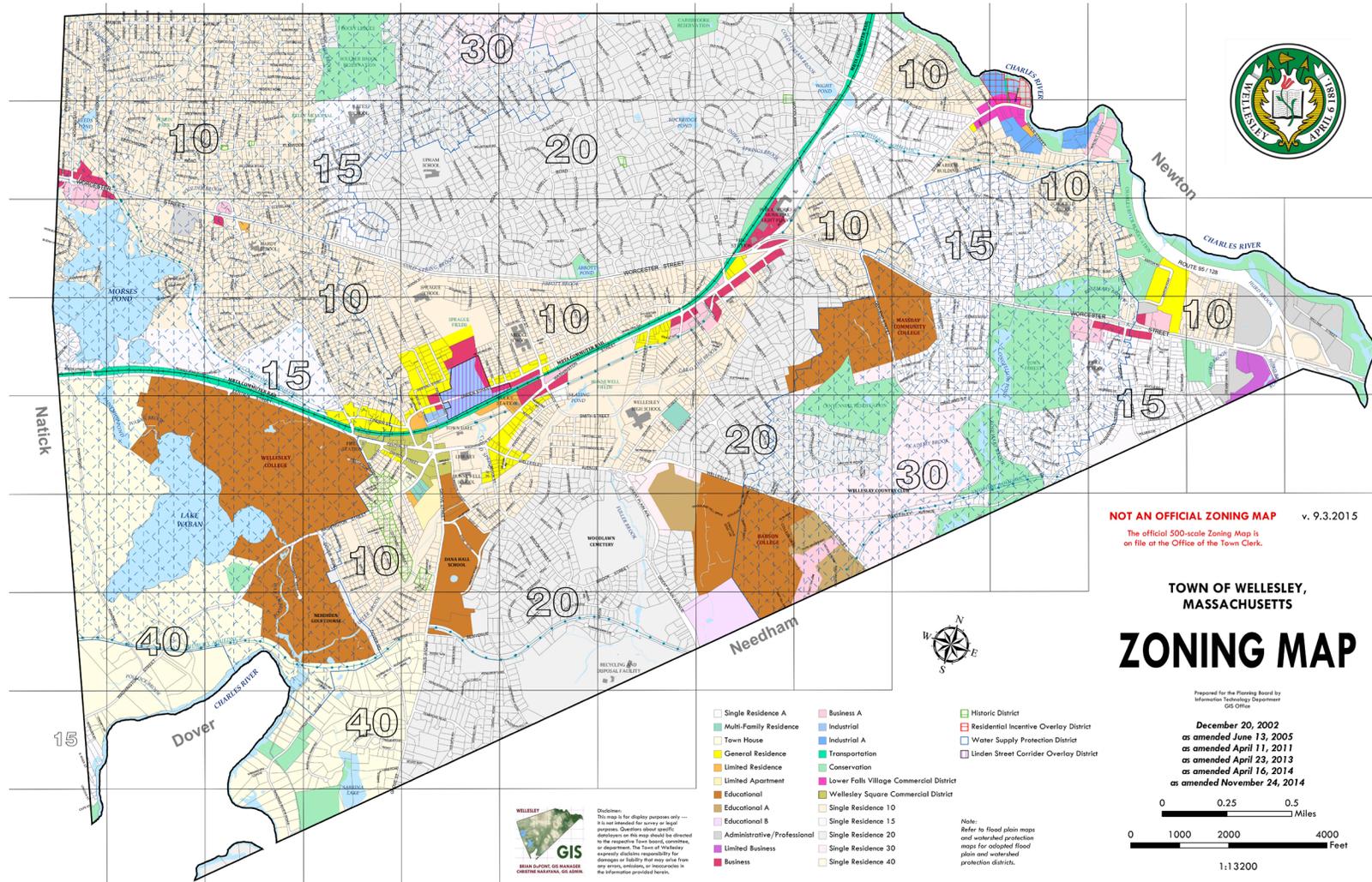


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Proxy project // San Francisco, CA

1 Regulate building **USE**

What Design Guidelines CAN'T do



2 Replace ZONING or codes

What Design Guidelines **CAN'T** do



Wester Avenue // Cambridge, MA

3 Redesign **STREETS**

What Design Guidelines CAN'T do



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.

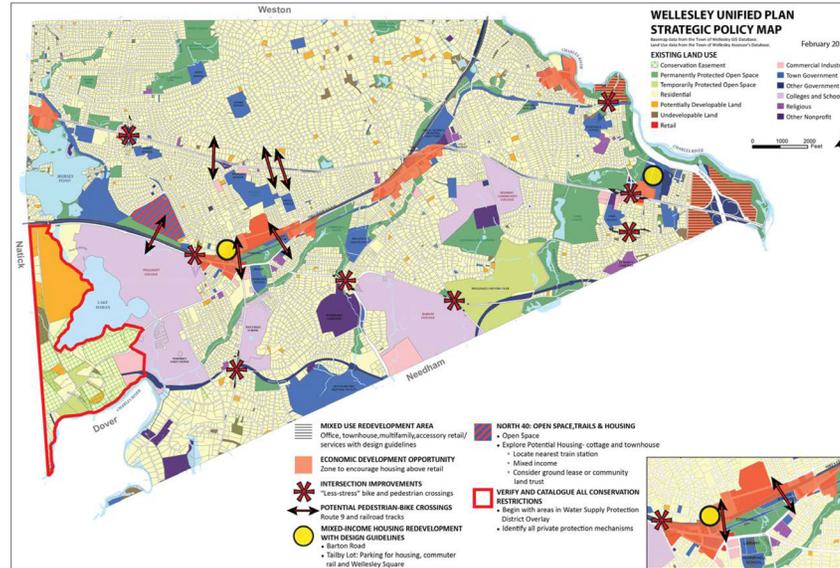
How we developed this plan
 The Wellesley Unified Plan is based on the work of a 60-member Steering Committee representing Town boards, commissions, committees, and citizens at large. The plan was also guided by a community engagement process designed to find out what residents and other stakeholders 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 United 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 government 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



Diversity: Establish, implement and support ongoing initiatives to maintain Wellesley as a community that welcomes a diversity of people and households.



Sense of Community: 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.



Town Character: Establish policies, practices and criteria for the preservation of the character of the town's residential neighborhoods, commercial centers, and open spaces.



Excellence in Service Delivery: 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.



Education: Support best-in-class public education, library, recreational and senior services.



Healthy Lifestyles: 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.



Connectivity of People and Places: Provide safe, accessible, and efficient transportation choices including public transportation, pedestrian and bicycle pathways, to connect people to town destinations and the region.



Conservation and Sustainability: Make resource-efficient choices to conserve energy,

water, and materials; improve water and air quality and reduce carbon emissions; develop and implement sustainable practices to adjust to changing environmental conditions.



Town Asset Management: Maintain, protect, preserve, and enhance the Town's physical assets including facilities, infrastructure, parks, open space, and natural resources.



Business-Friendly: Support existing and new businesses in commercial areas that complement and enhance our community, while protecting quality of life and environmental resources.



Collaboration: Leverage resources and expertise of local private businesses and institutions, as well as neighboring towns and regional agencies, to achieve mutual goals.



Best-Practice Implementation: Establish best practices and priority-based resource allocation systems to support town services, infrastructure and capital investments in a fiscally-prudent manner; conduct long-range fiscal/financial planning that includes appropriate metrics for evaluating progress and adjustment to changing financial conditions.



Democratic Government and Citizen Participation: Promote participation and engagement in town governance and decision-making.



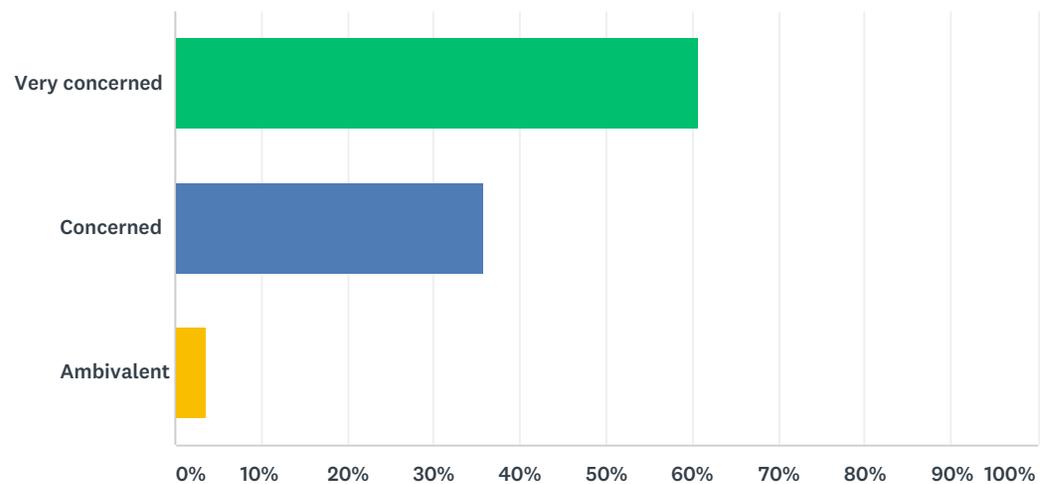
Transparency: Facilitate public access to information, making it easy to understand how town government works, how decisions are made and how to get involved; encourage input from and effectively communicate with residents and other stakeholders.

4 MASTER PLAN areas

Quality and character of new development

Analysis of Survey Monkey results

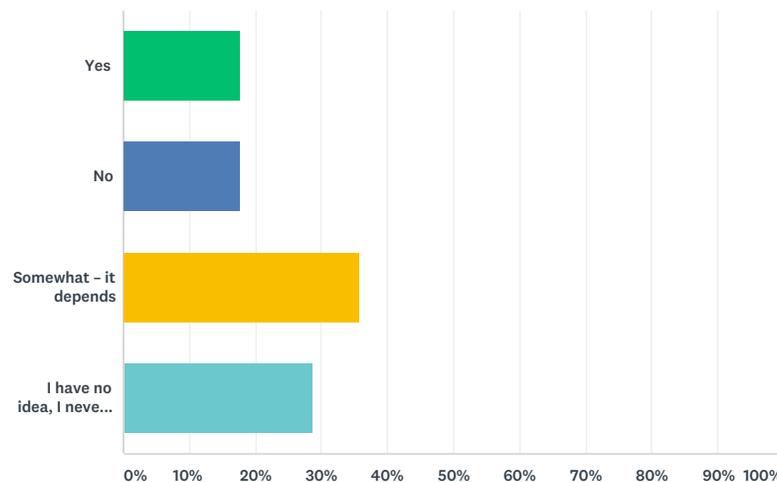
60% of the participants are very concerned about the quality and character of new development



Significance of the 1989 Design Guidelines booklet

Analysis of Survey Monkey results

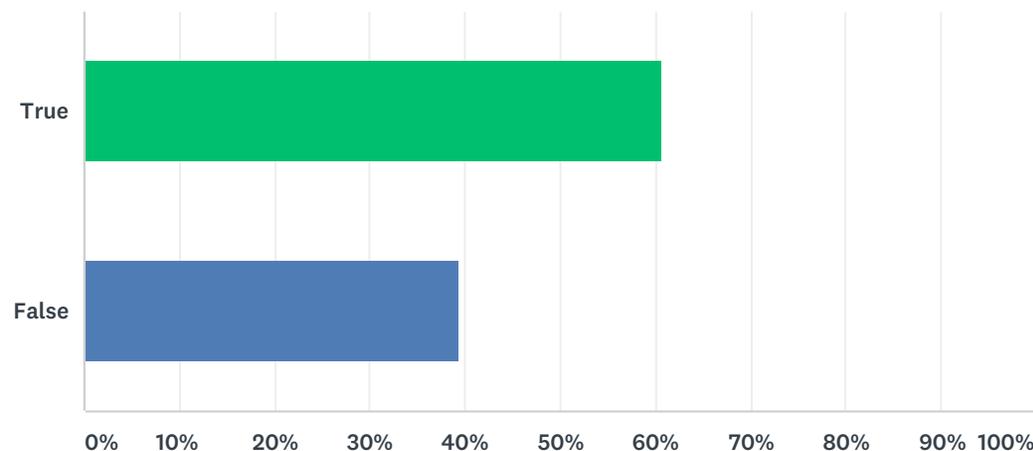
Almost half the participants have not read the 1989 Design Guidelines booklet or find it not useful



Design Review Board's role in the application process

Analysis of Survey Monkey results

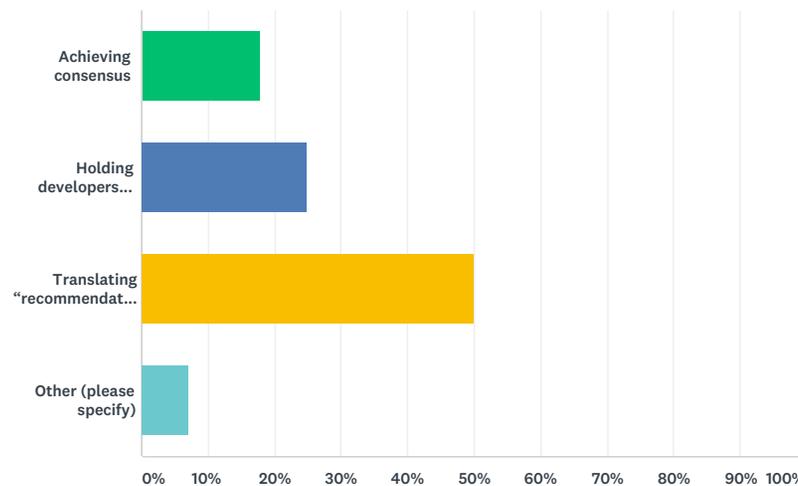
60% of the participants believe the Design Review Board receives proposals too late in the process



Biggest challenge with implementing Design Guidelines

Analysis of Survey Monkey results

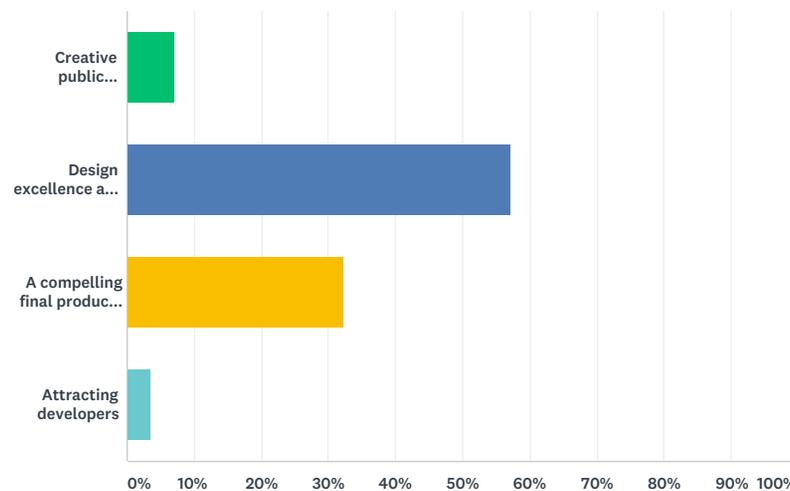
Half of the participants believe that translating recommendations into requirements is the biggest challenge



Desired outcome of this project

Analysis of Survey Monkey results

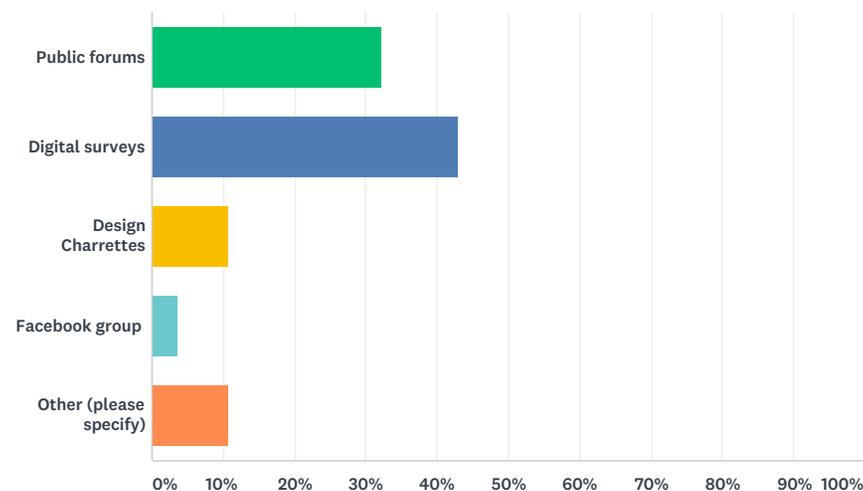
More than half of the participants expect the consultant to provide design excellence and project review



Engaging the public

Analysis of Survey Monkey results

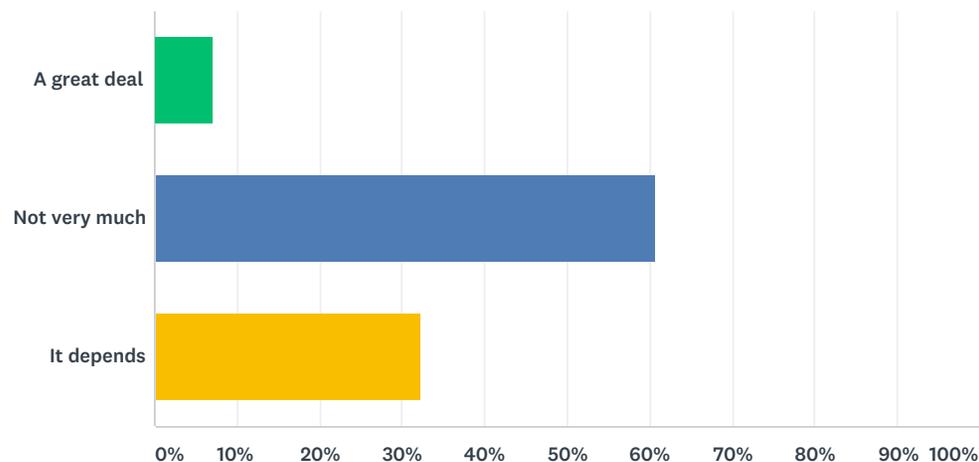
75% of the participants believe a combination of public forums and digital surveys would be the most effective means of engagement



Tension between commercial and residential uses

Analysis of Survey Monkey results

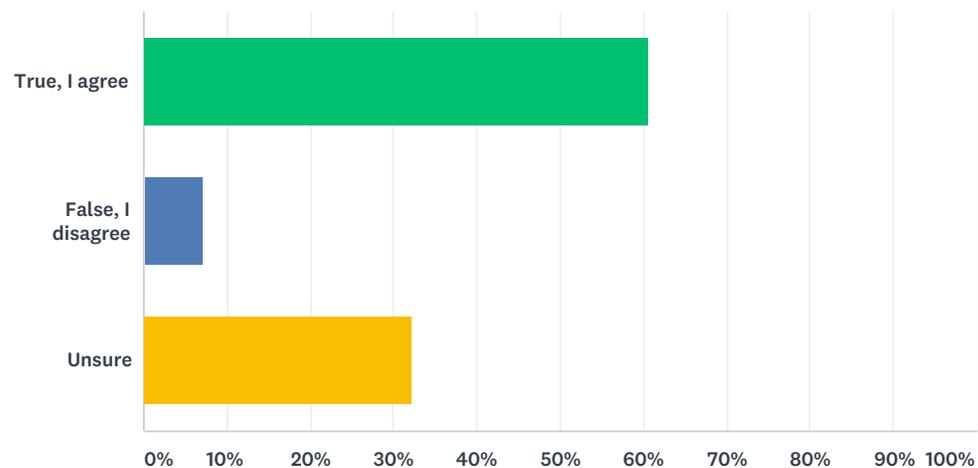
60% of the participants do not see a conflict between commercial and residential uses



Potential Bylaws updates

Analysis of Survey Monkey results

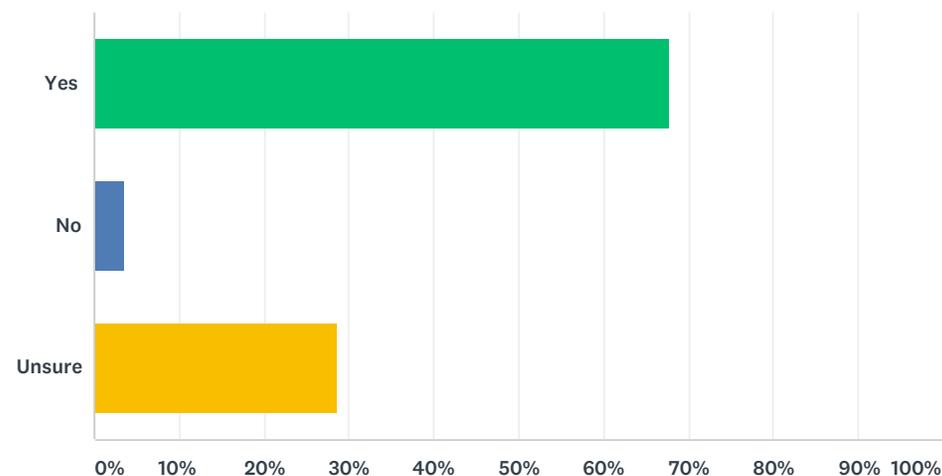
60% of the participants believe that changes to the Bylaws need to be made following the Design Guidelines



Improved character of commercial areas in the future

Analysis of Survey Monkey results

Two thirds of the participants are optimistic that the character of commercial areas will improve with updated zoning bylaws



Summary

Analysis of Survey Monkey results

- The 1989 Design Guidelines are not widely used
 - > Create compelling, highly graphical handbook
- People are concerned about the quality of new development
 - > Create framework that ensures design excellence
- There is an appetite in the community to update the Bylaws
 - > Incorporate Design Guidelines into the Bylaws in the next phase of the project

Summary

Analysis of Stakeholder interviews to date

- Large developments along Linden Street threaten the vibrancy of the downtown
-> Strengthen small-scale retailers
- Wellesley needs a greater variety uses. Too many banks, barely any cultural uses
-> Encourage public art
- Design Guidelines lack visual explanations
-> Create compelling document
- Wellesley has still a lot of development potentials
-> Identify and anticipate development projects and future challenges

Design Goals

1. Represent **DIMENSIONAL REQUIREMENTS**
2. Invest in the **PUBLIC REALM**
3. Improve **WALKABILITY** (and diminish the impact of automobiles in the public realm)
4. Strengthen **GATEWAY LOCATIONS** along the commercial corridors
5. Encourage **SMALL-SCALE RETAILERS**
6. Foster more **OUTDOOR ACTIVITY** and **PLACEMAKING OPPORTUNITIES**
7. Implement **DOWNTOWN BRANDING** and wayfinding program/project
8. Translate **GUIDELINES** into **STANDARDS**

Comparable communities

Andover, MA



HISTORIC MILL DISTRICT ANDOVER - DESIGN GUIDELINES

architecture
urban design

GAMBLE ASSOCIATES



What are Design Guidelines?

These Design Guidelines address the design of new buildings within Andover's historic Mill District. New development that does not fit the historic character of the Mill District is discouraged. The guidelines provide a framework for the design of new buildings that are compatible with the historic character of the Mill District. The guidelines are intended to be used by the town and the public to ensure that new development is sensitive to the historic character of the Mill District.

Why now?

Andover's downtown is poised for great growth. There is a palpable desire to see the Mill District reimagined as a vibrant, walkable neighborhood. The town and the public are looking for ways to ensure that new development is sensitive to the historic character of the Mill District. The guidelines provide a framework for the design of new buildings that are compatible with the historic character of the Mill District.



Andover's history

The town of Andover grew along the banks of the river and transportation routes. It is a town of historic significance. The town's history is reflected in its architecture, streets, and landmarks. The guidelines are intended to ensure that new development is sensitive to the town's history and character.



Three corridors

Andover's Design Guidelines are divided into three (3) different corridors that acknowledge the distinct qualities of each.

- RIVER CORRIDOR** Sites located along the Shawheenee River and Greenway
- RAIL CORRIDOR** Sites proximate to the MBTA commuter rail line
- ROADWAY CORRIDOR** Sites along Main Street and the Downtown Center

Within this document structure of these corridors, physical attributes such as building scale, parking, and the street are the primary focus. The guidelines are intended to ensure that new development is sensitive to the historic character of the Mill District. The guidelines provide a framework for the design of new buildings that are compatible with the historic character of the Mill District.

when building adjacent to a natural resource. While there are not many other large-scale projects in the area, the town is looking for ways to ensure that new development is sensitive to the historic character of the Mill District. The guidelines provide a framework for the design of new buildings that are compatible with the historic character of the Mill District.

Design Guidelines framework

In May and July of 2017, two public meetings were held at Memorial Hall Library to discuss the guidelines for the Design Guidelines. In these meetings, the town and the public discussed the guidelines and provided input. The guidelines are intended to ensure that new development is sensitive to the historic character of the Mill District. The guidelines provide a framework for the design of new buildings that are compatible with the historic character of the Mill District.

Andover's 2017 Master Plan outlined a vision for a vibrant downtown that is walkable and accessible to all. The town is looking for ways to ensure that new development is sensitive to the historic character of the Mill District. The guidelines provide a framework for the design of new buildings that are compatible with the historic character of the Mill District.

What statement would you be most proud to hear about the Historic Mill District?



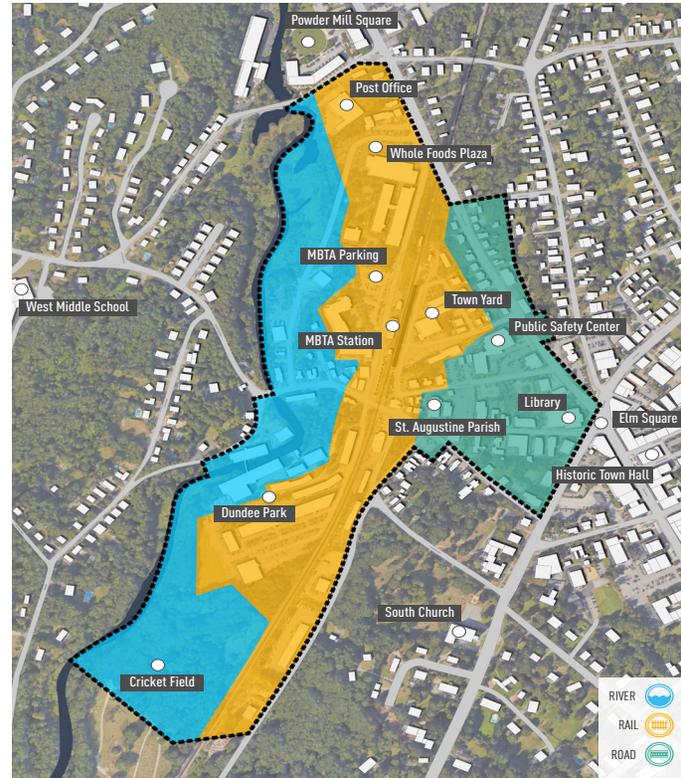
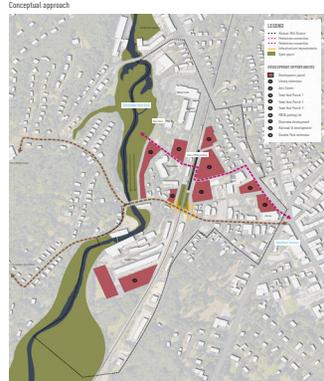
What is the greatest challenge in implementation of Design Guidelines?



Recommended traffic improvements

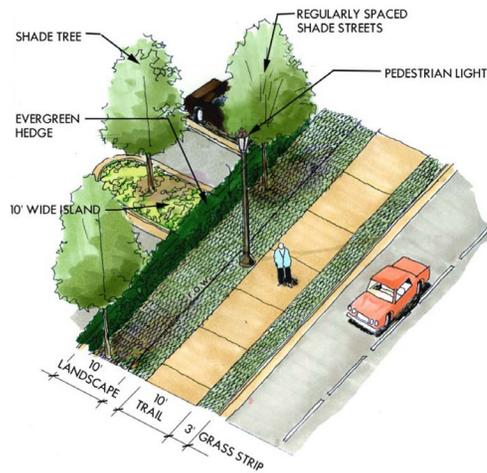


Bringing the downtown together

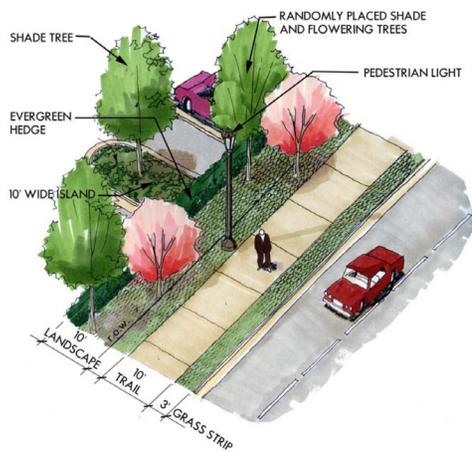


Comparable communities

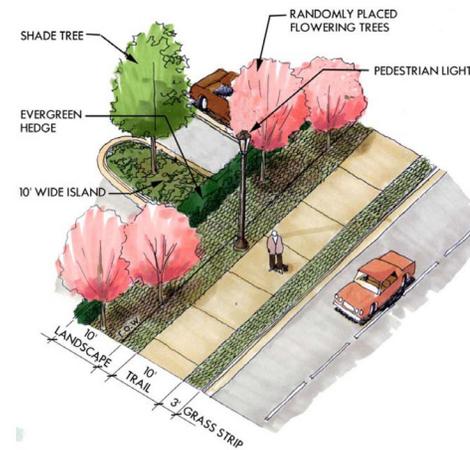
Roswell, GA



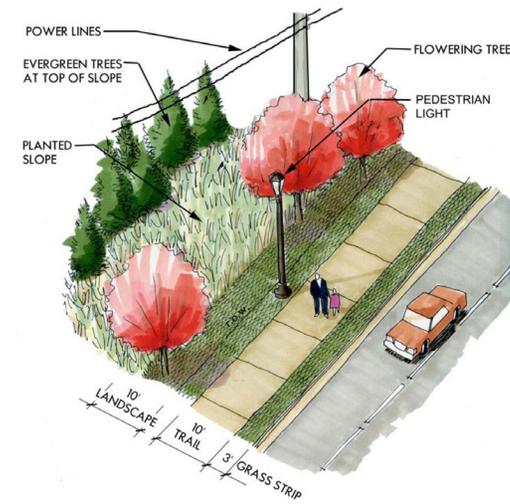
Marietta Highway Streetscape – Formal Planting



Marietta Highway Streetscape – Informal Planting



Marietta Highway Streetscape – Power Line Planting 'A'

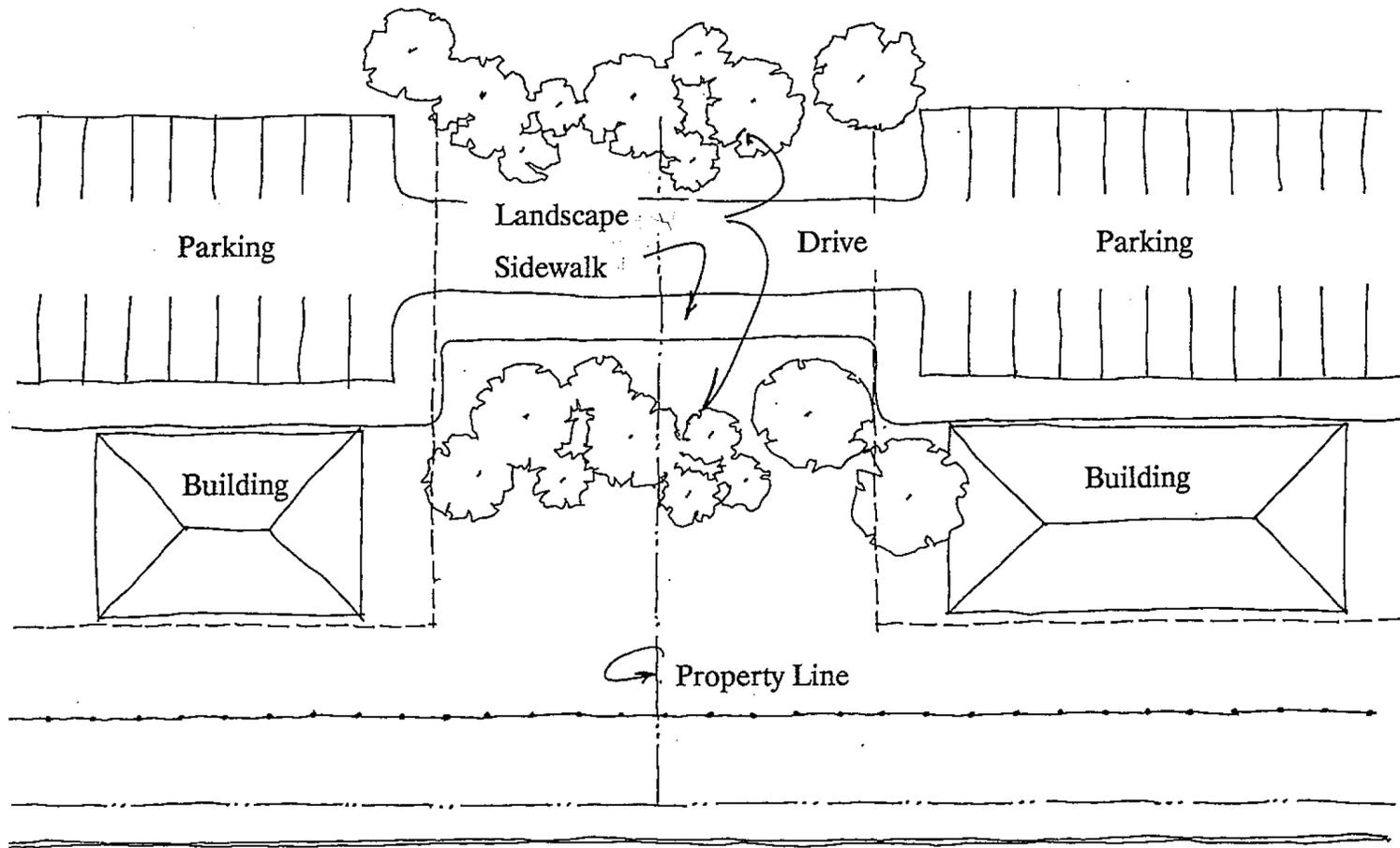


Marietta Highway Streetscape – Power Line Planting 'B'

Collector Roads

Comparable communities

Roswell, GA

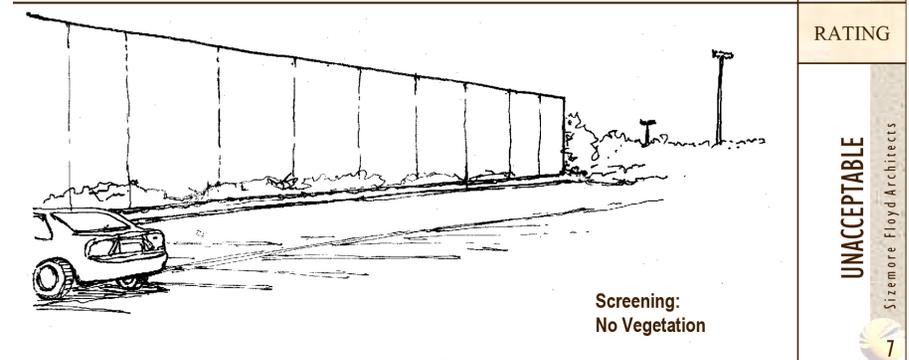
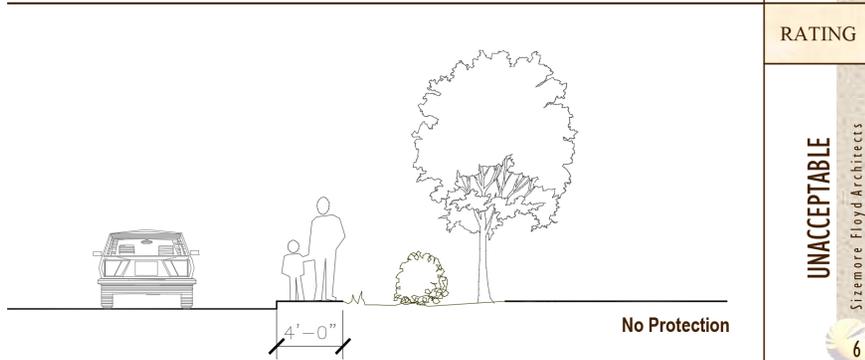
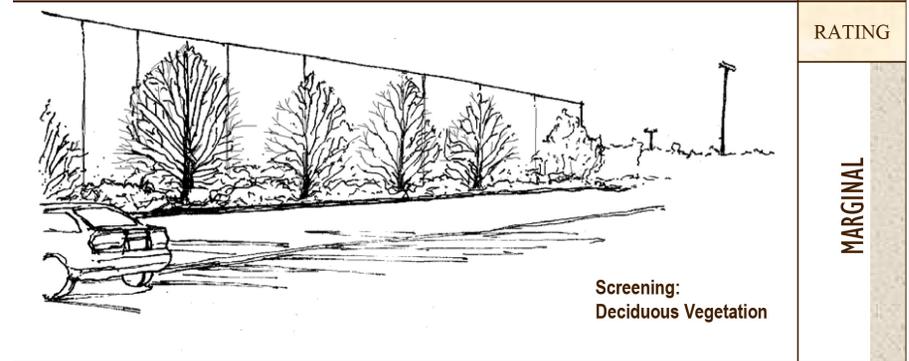
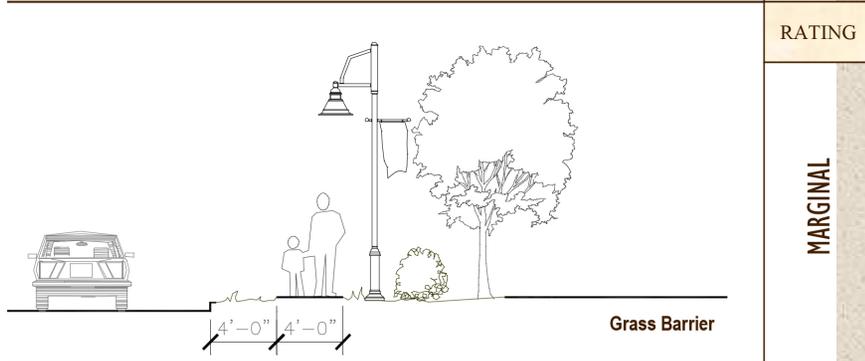
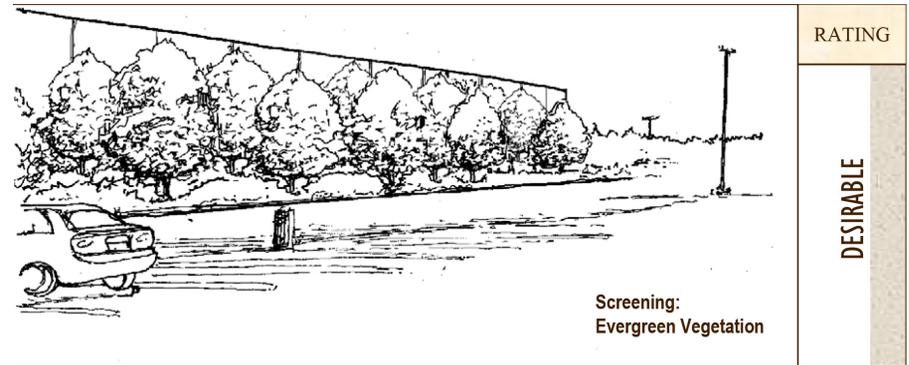
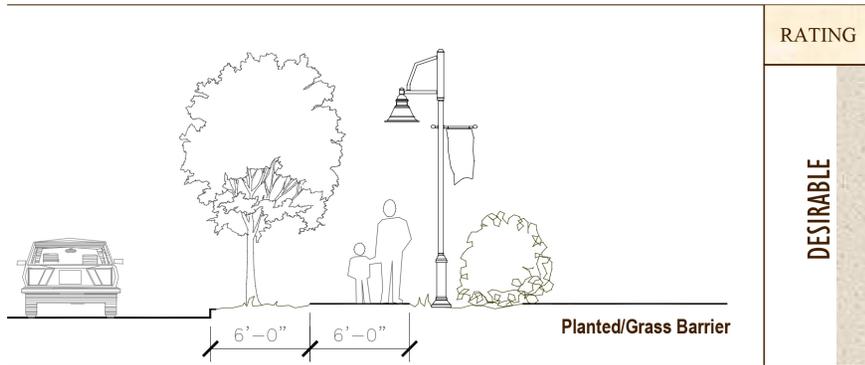


□ DEVELOPMENT INTERLINKS

Interlinks are especially encouraged between varying types of developments, as well as between similar developments.

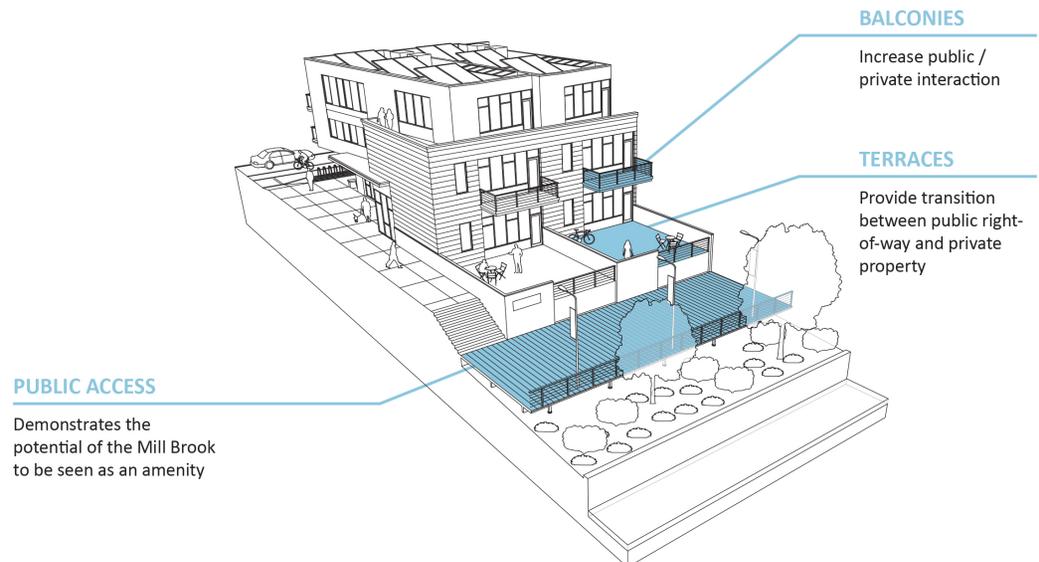
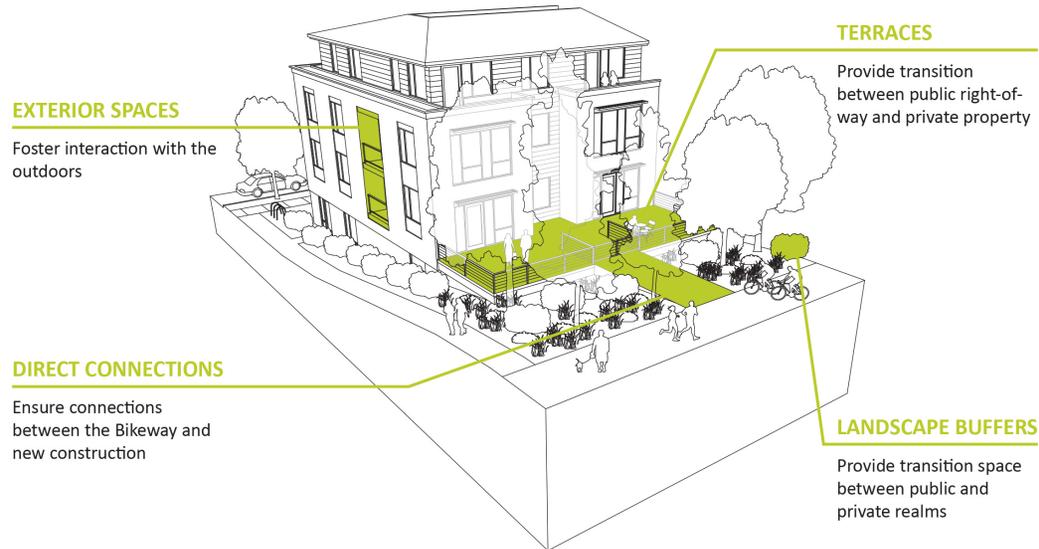
Comparable communities

Roswell, GA



Comparable communities

Arlington, MA



Comparable communities

Watertown, MA



PUBLIC REALM INTERFACE	PARKING + ACCESS	SUSTAINABLE DESIGN	BUILDING MASSING	BUILDING HEIGHT	BUILDING SETBACKS	FACADE TREATMENT	MATERIAL SELECTION	SIGNAGE
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1989 Design Guidelines diagnostic



PRESERVATION AND ENHANCEMENT OF LANDSCAPING



RELATION OF BUILDINGS TO ENVIRONMENT



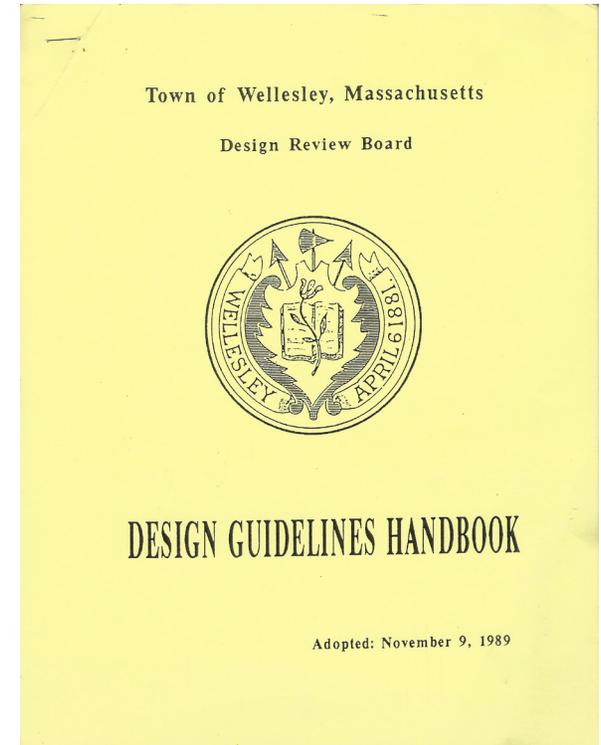
OPEN SPACE



SIGNS AND ADVERTISING DEVICES



HERITAGE



Adjustments to the 1989 Design Guidelines structure



PRESERVATION AND ENHANCEMENT OF LANDSCAPING



RELATION OF BUILDINGS TO ENVIRONMENT



OPEN SPACE



SIGNS AND ADVERTISING DEVICES



HERITAGE



CONTEXT

Adjustments to the 1989 Design Guidelines structure



PRESERVATION AND ENHANCEMENT OF LANDSCAPING



RELATION OF BUILDINGS TO ENVIRONMENT



OPEN SPACE



SIGNS AND ADVERTISING DEVICES



HERITAGE



BUILDING

Adjustments to the 1989 Design Guidelines structure



PRESERVATION AND ENHANCEMENT OF LANDSCAPING



RELATION OF BUILDINGS TO ENVIRONMENT



OPEN SPACE



SIGNS AND ADVERTISING DEVICES



HERITAGE



OPEN SPACE

Adjustments to the 1989 Design Guidelines structure



CONTEXT



BUILDING



OPEN SPACE

Proposed structure of 2018 Design Guidelines



CONTEXT

- Historic setting
- Heritage
- Public Realm
- Relation to off-site features



BUILDING

- Height
- Massing
- Setbacks + Stepbacks
- Materials
- Signage
- Green building

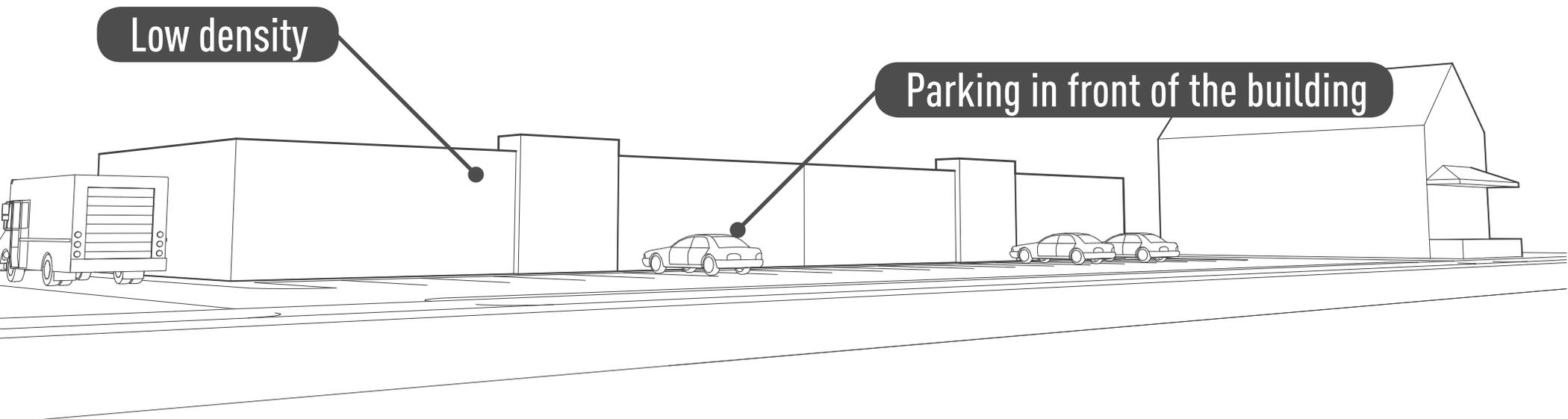


OPEN SPACE

- Landscaping
- Pocket Parks
- Preservation of landscape
- Connections

Design Principles Main Street

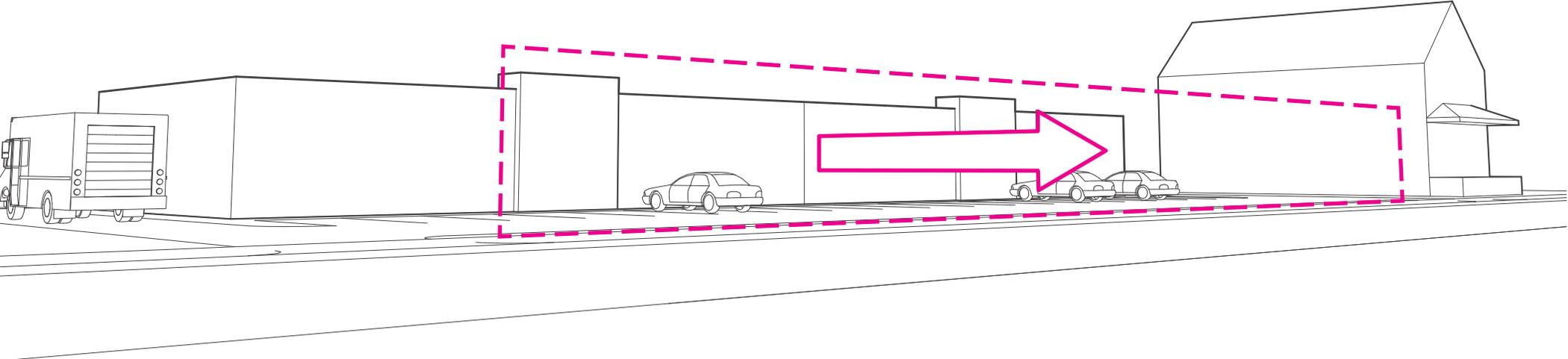
Exemplary redevelopment site



Design Principles Main Street

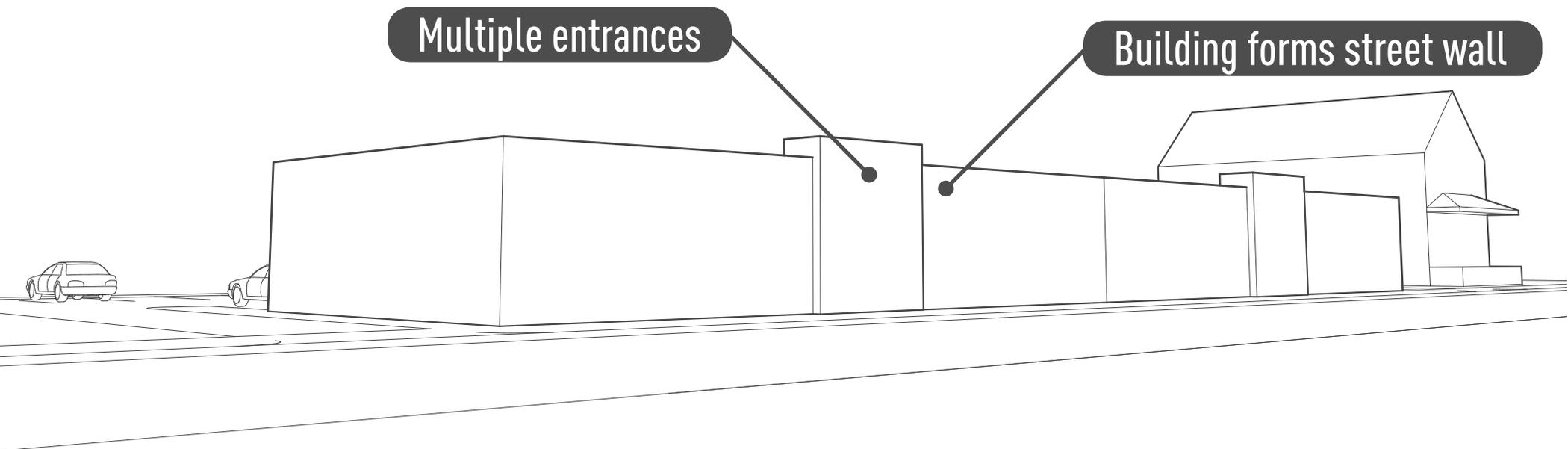
Exemplary redevelopment site

Move building closer to the street edge



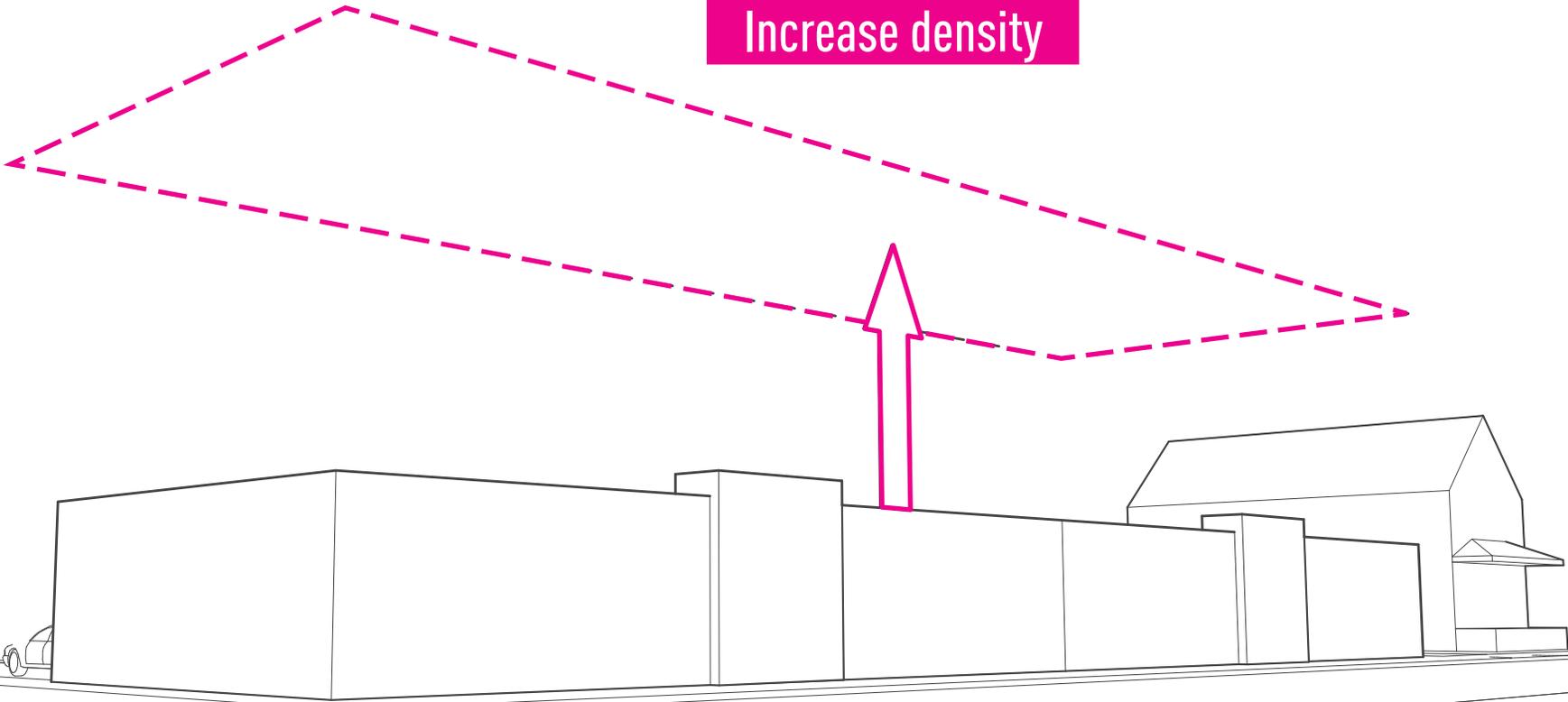
Design Principles Main Street

Exemplary redevelopment site



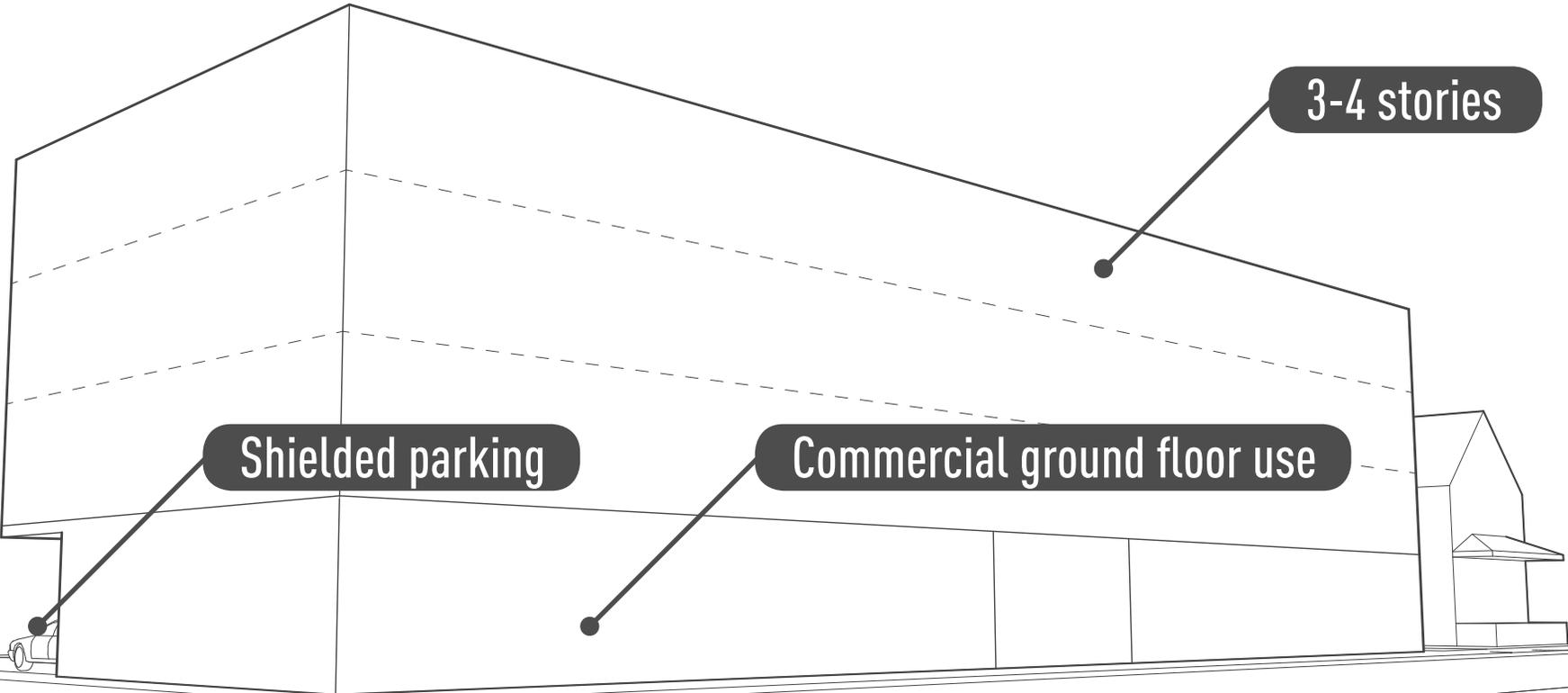
Design Principles Main Street

Exemplary redevelopment site



Design Principles Main Street

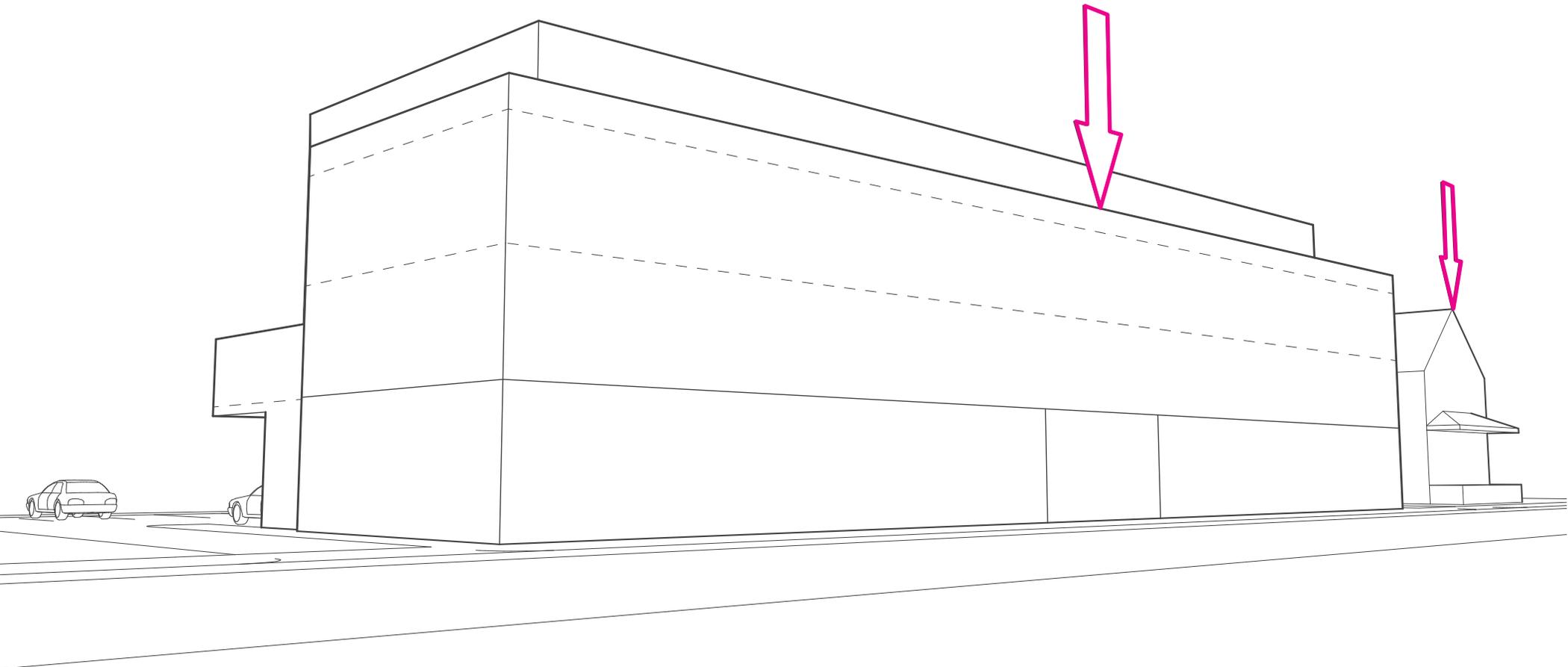
Exemplary redevelopment site



Design Principles Main Street

Exemplary redevelopment site

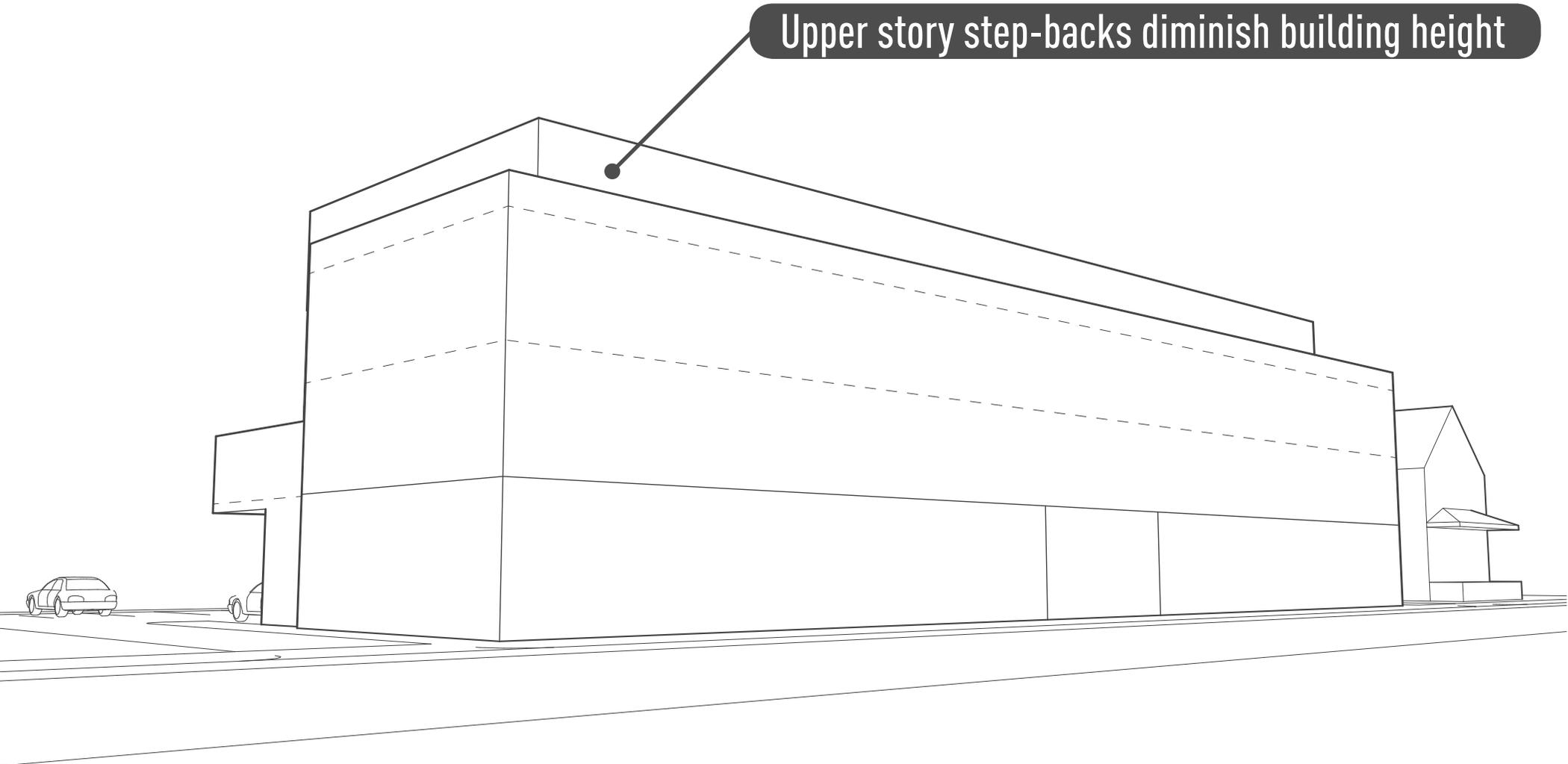
Respect surrounding environment



Design Principles Main Street

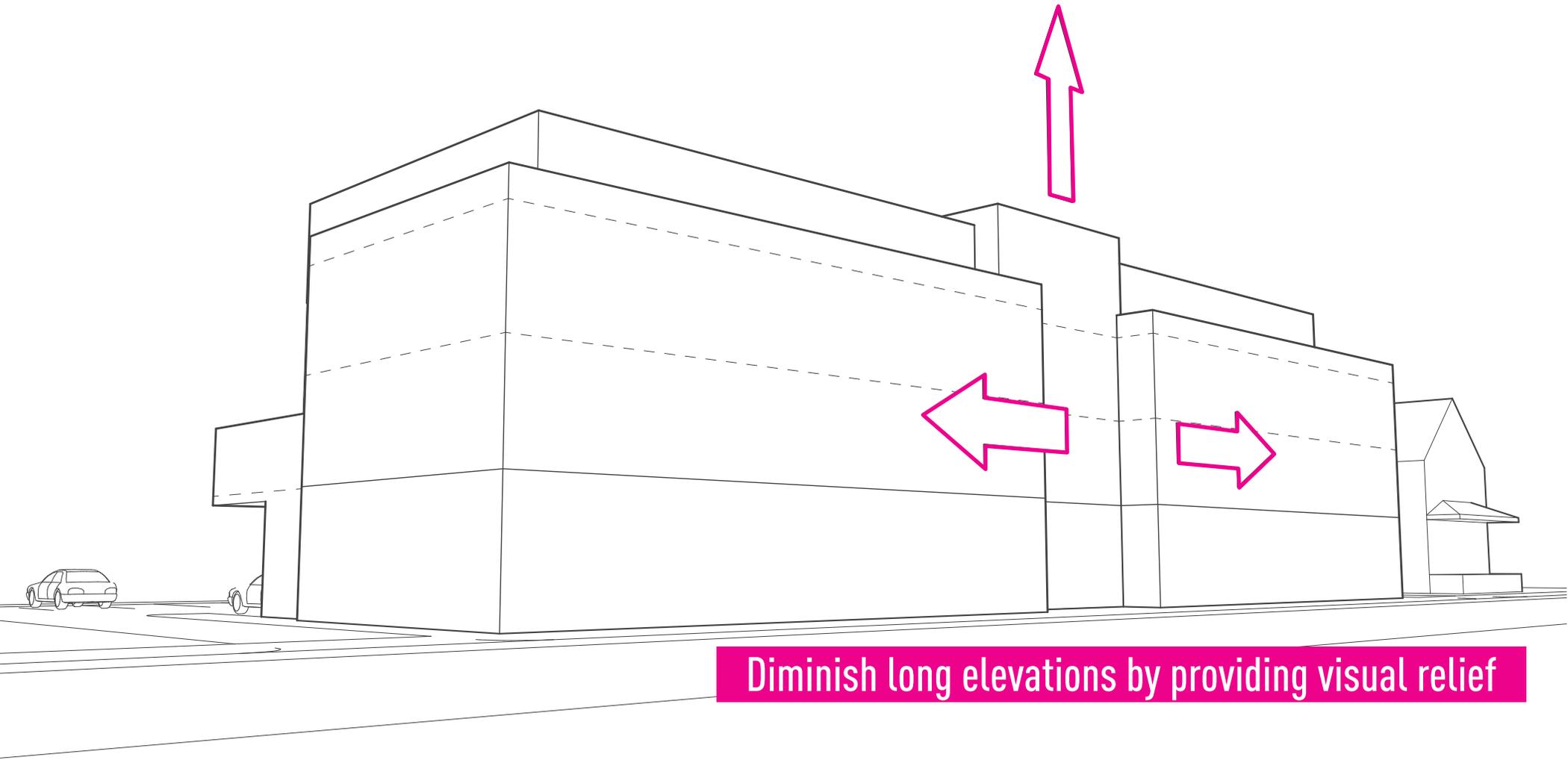
Exemplary redevelopment site

Upper story step-backs diminish building height



Design Principles Main Street

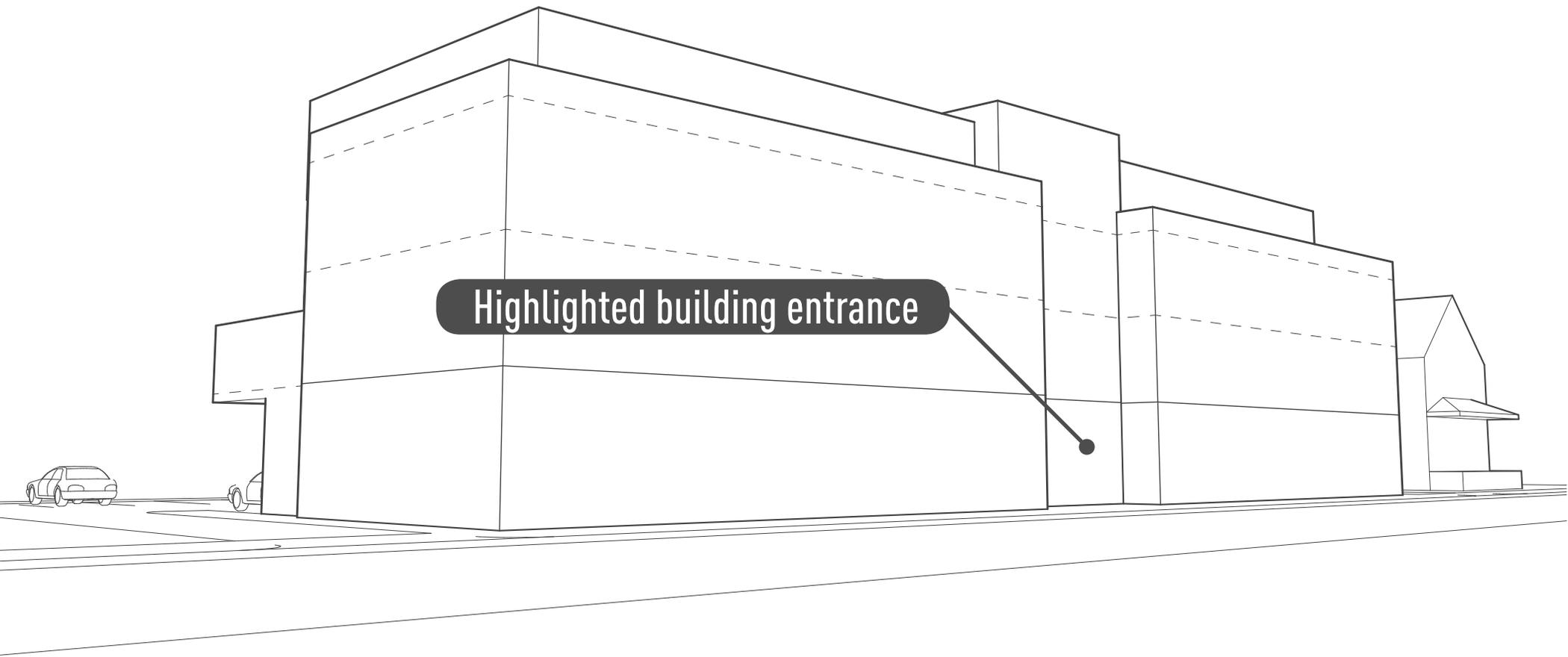
Exemplary redevelopment site



Diminish long elevations by providing visual relief

Design Principles Main Street

Exemplary redevelopment site



Design Principles Main Street

Exemplary redevelopment site

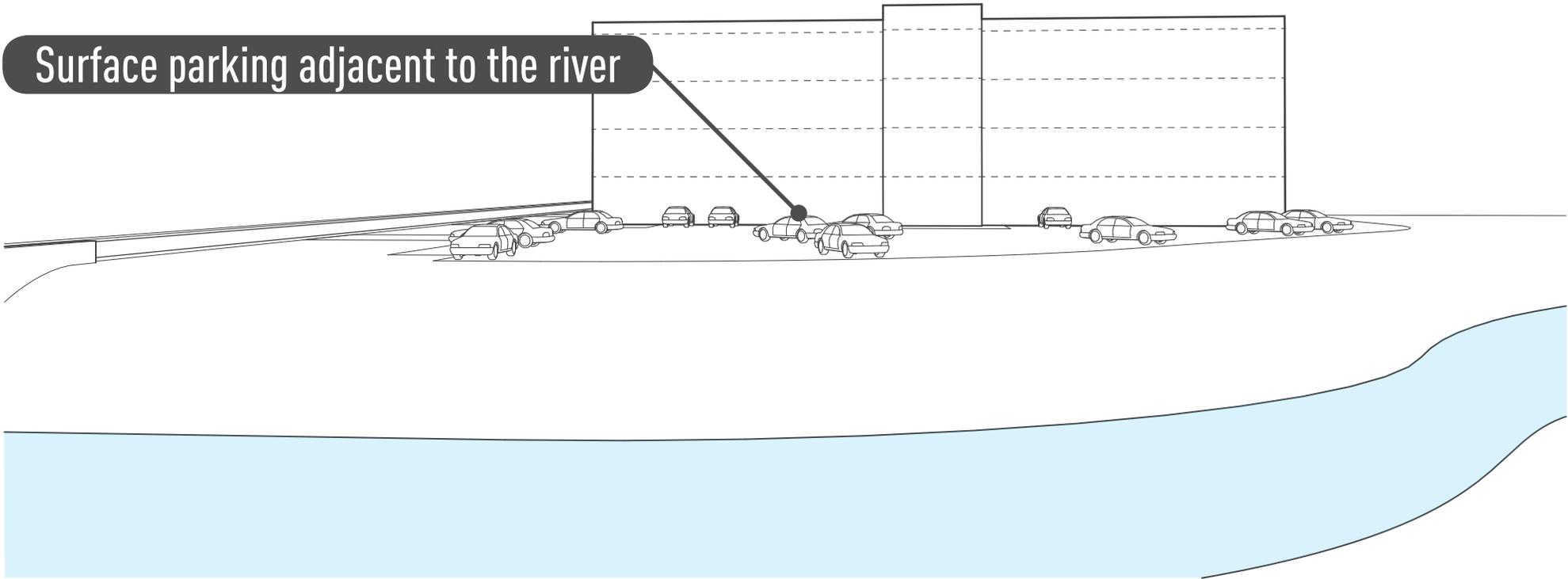


Variation in building facades by adding bays or terraces

Attractive Public Realm

Design Principles for Riverfront

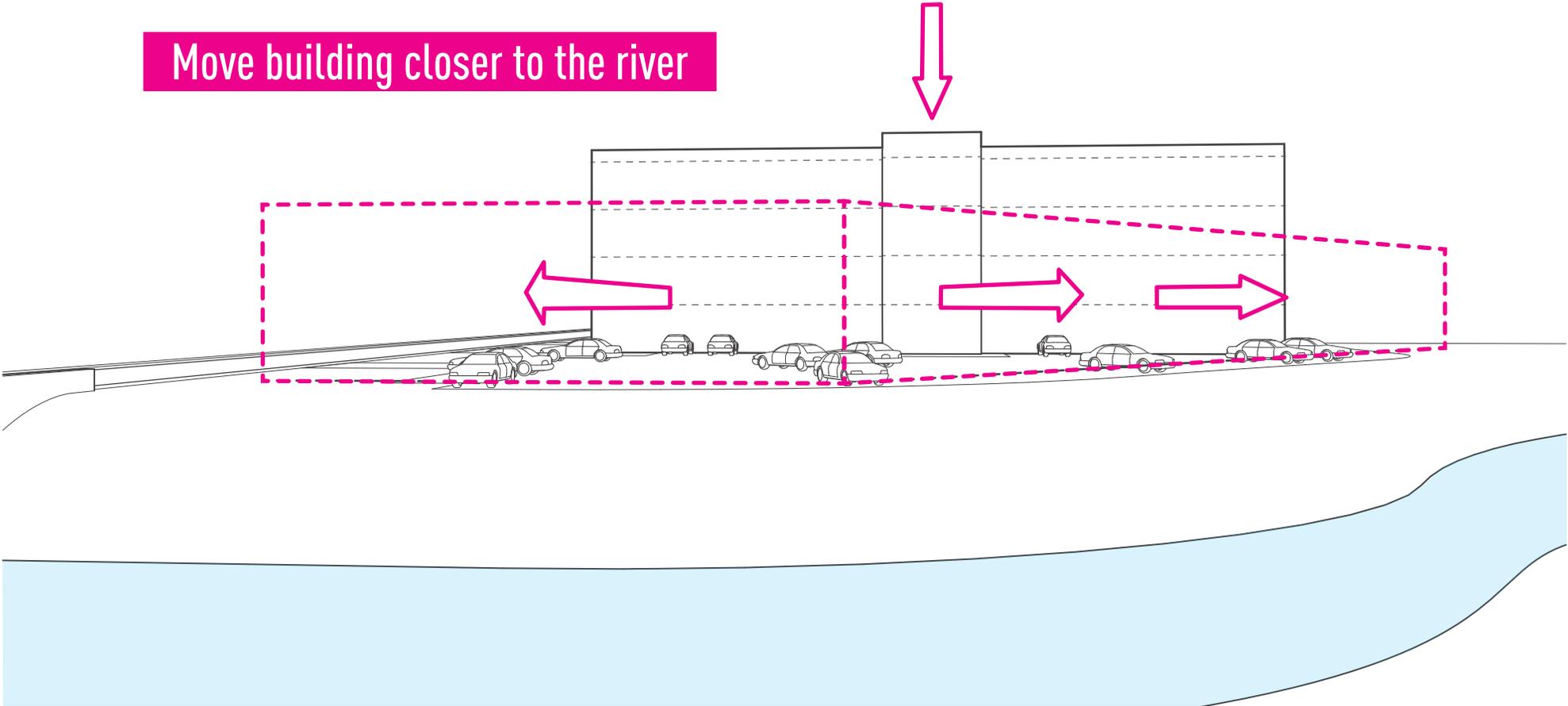
Exemplary redevelopment site



Design Principles for Riverfront

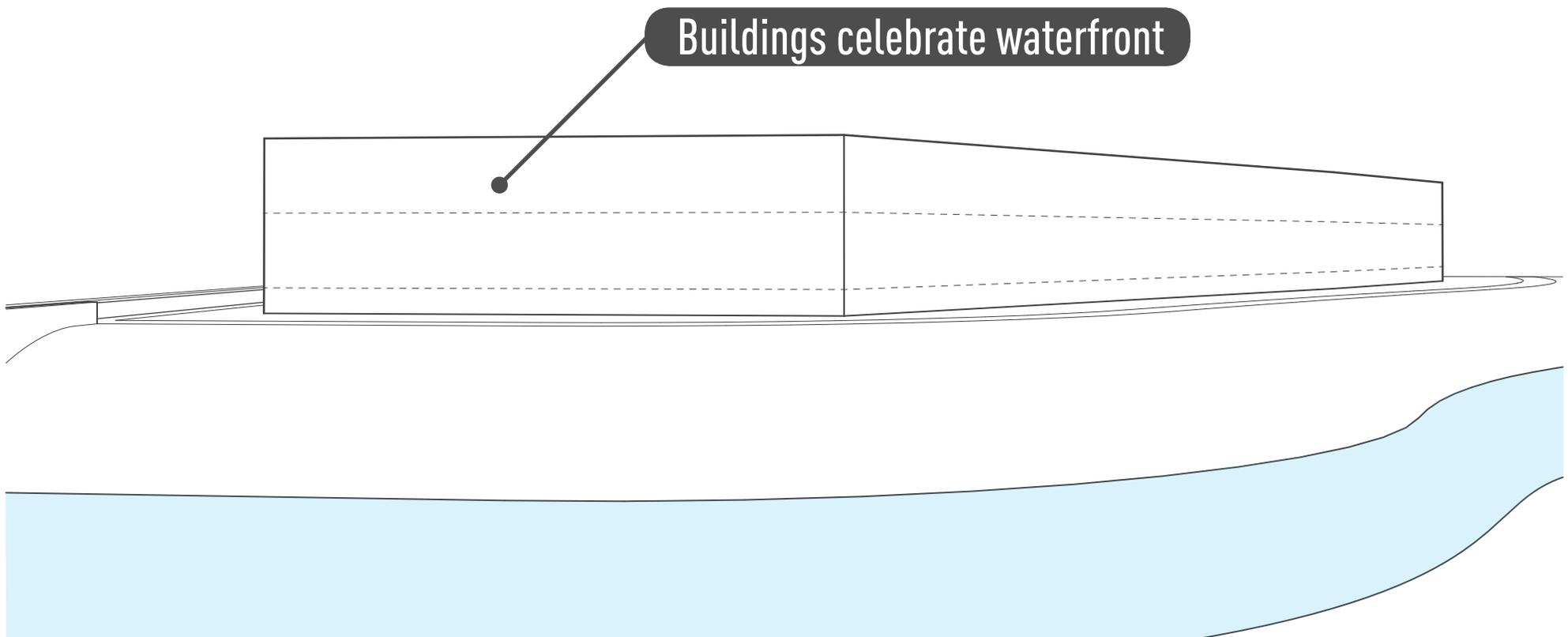
Exemplary redevelopment site

Move building closer to the river



Design Principles for Riverfront

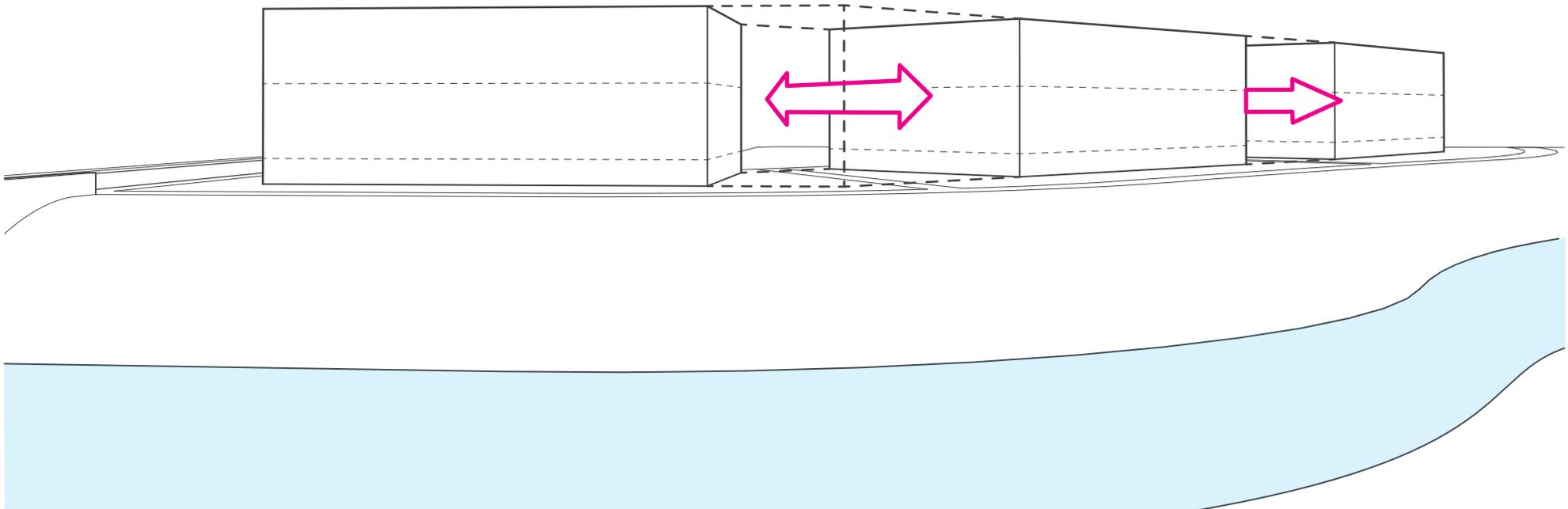
Exemplary redevelopment site



Design Principles for Riverfront

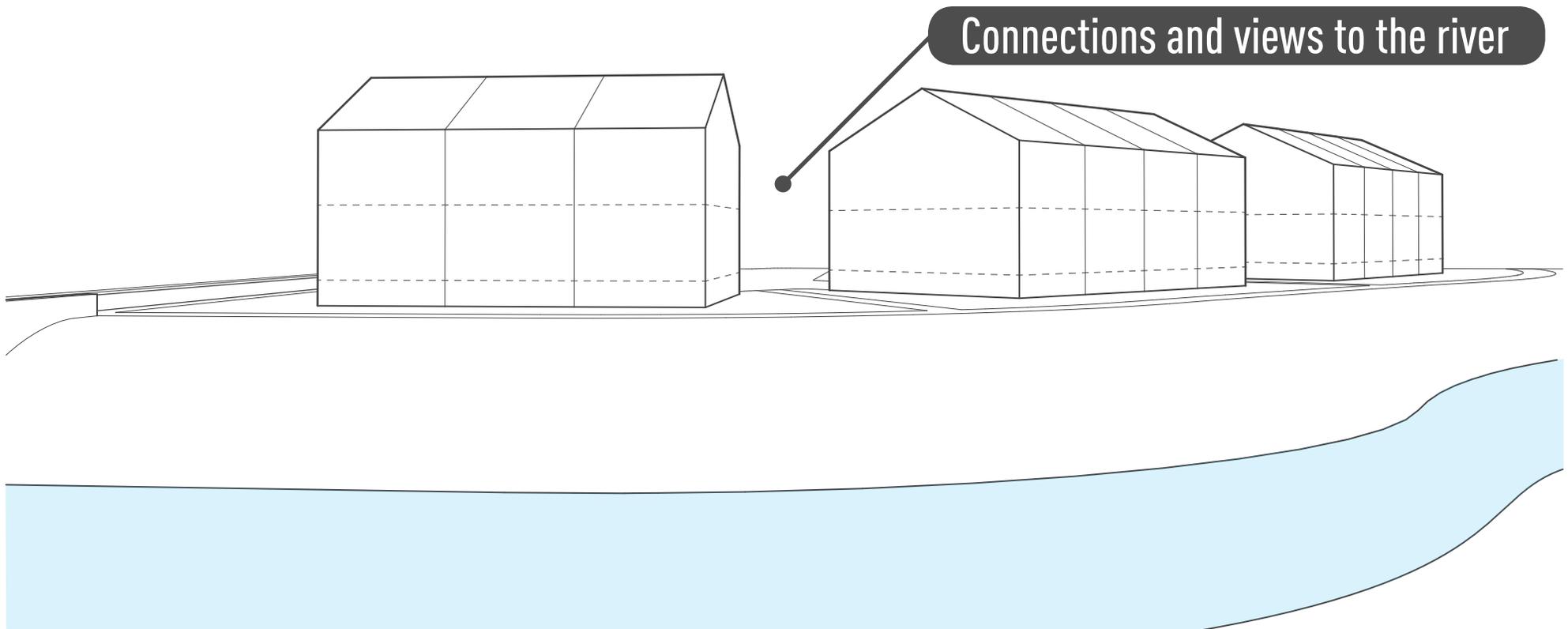
Exemplary redevelopment site

Diminish long elevations by providing visual relief



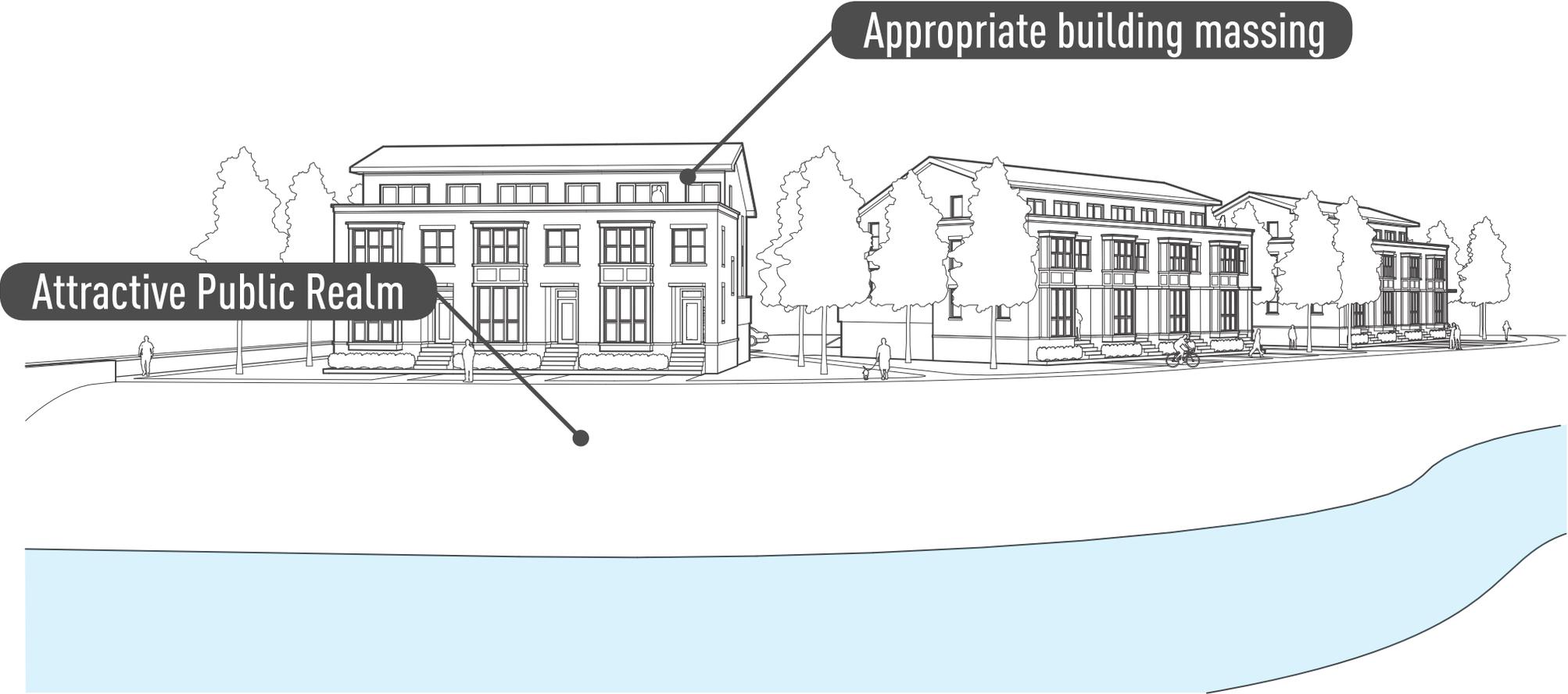
Design Principles for Riverfront

Exemplary redevelopment site

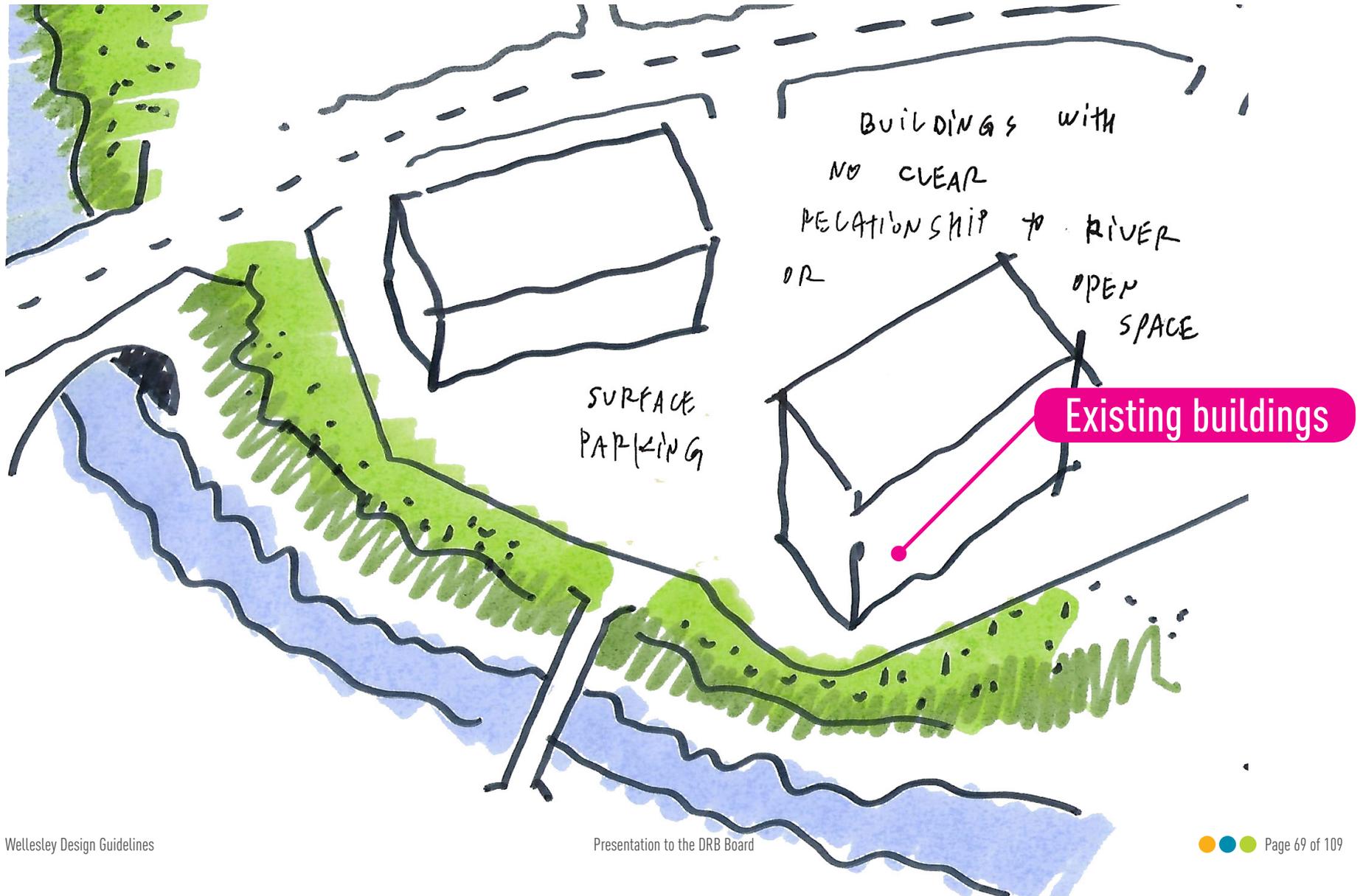


Design Principles for Riverfront

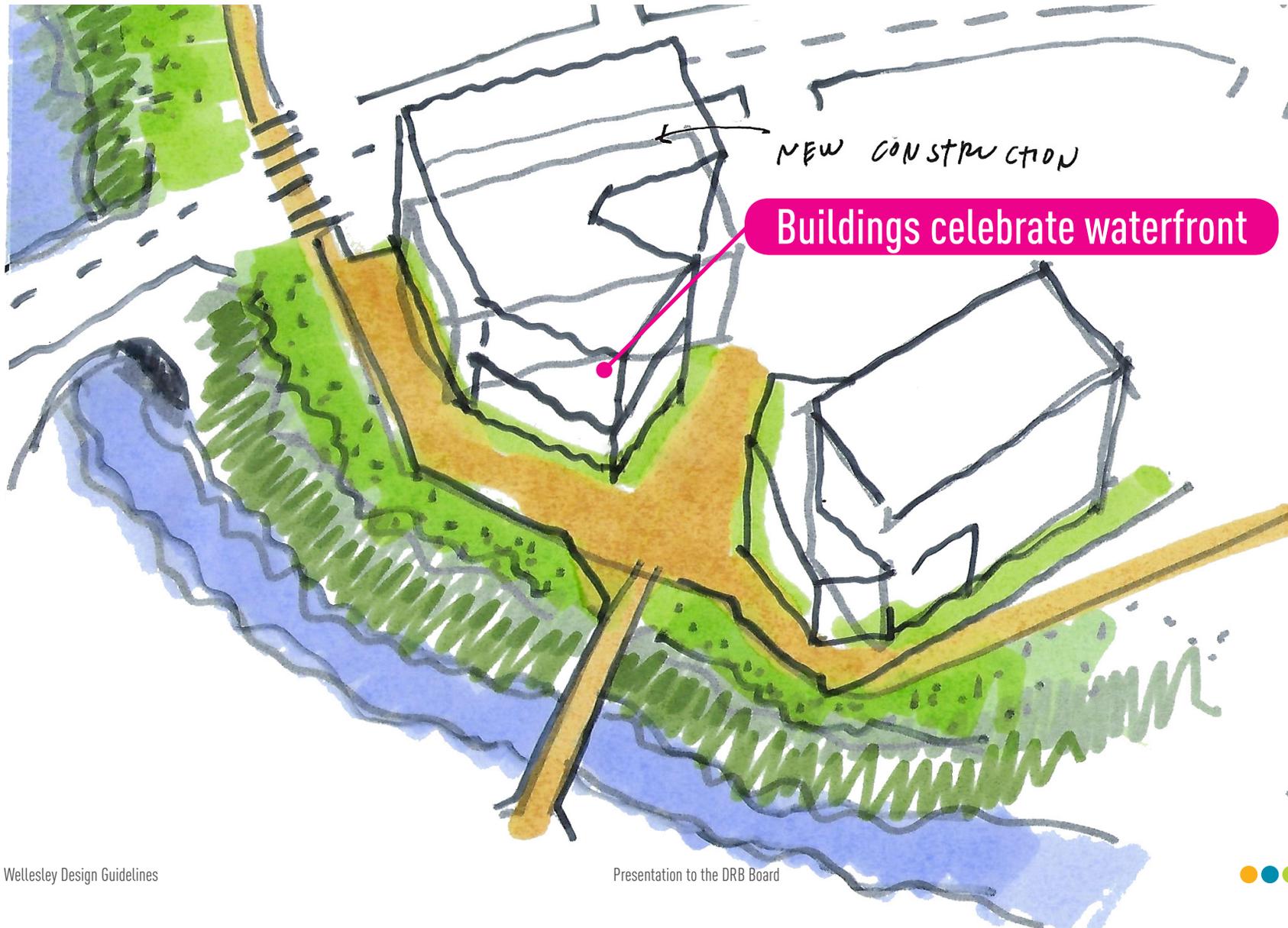
Exemplary redevelopment site



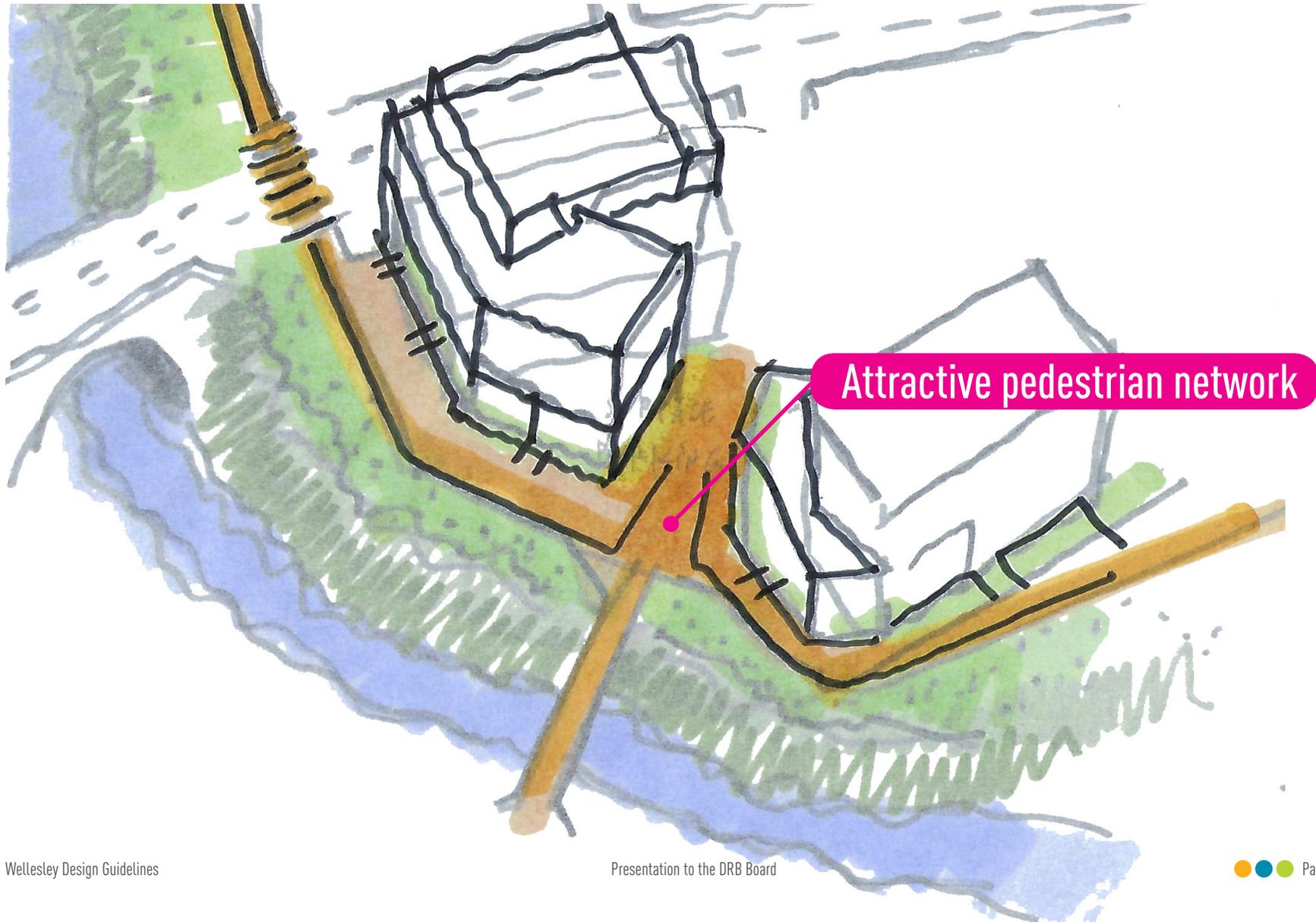
Design Principles for Riverfront Walnut Street



Design Principles for Riverfront Walnut Street



Design Principles for Riverfront Walnut Street



Design Principles for Riverfront Walnut Street



Re-cladding of existing facades

Before



5 Overbrook Drive | Wellesley, MA

Re-cladding of existing facades

After



5 Overbrook Drive | Wellesley, MA

Re-cladding of existing facades

Before



Olio Wine Bar | St Louis, MO

Re-cladding of existing facades

After



Olio Wine Bar | St Louis, MO

Re-cladding of existing facades

Before



Seattle Children's South Clinic | Seattle, WA

Re-cladding of existing facades

After



Seattle Children's South Clinic | Seattle, WA

Re-cladding of existing facades

Before



Nomad Pizza | Princeton, NJ

Re-cladding of existing facades

After



Nomad Pizza | Princeton, NJ

Re-cladding of existing facades

Before



Knock Inc | Minneapolis, MN

Re-cladding of existing facades

After



Knock Inc | Minneapolis, MN

Re-cladding of existing facades

Before



Johnson County Justice Annex | Olathe, KY

Re-cladding of existing facades

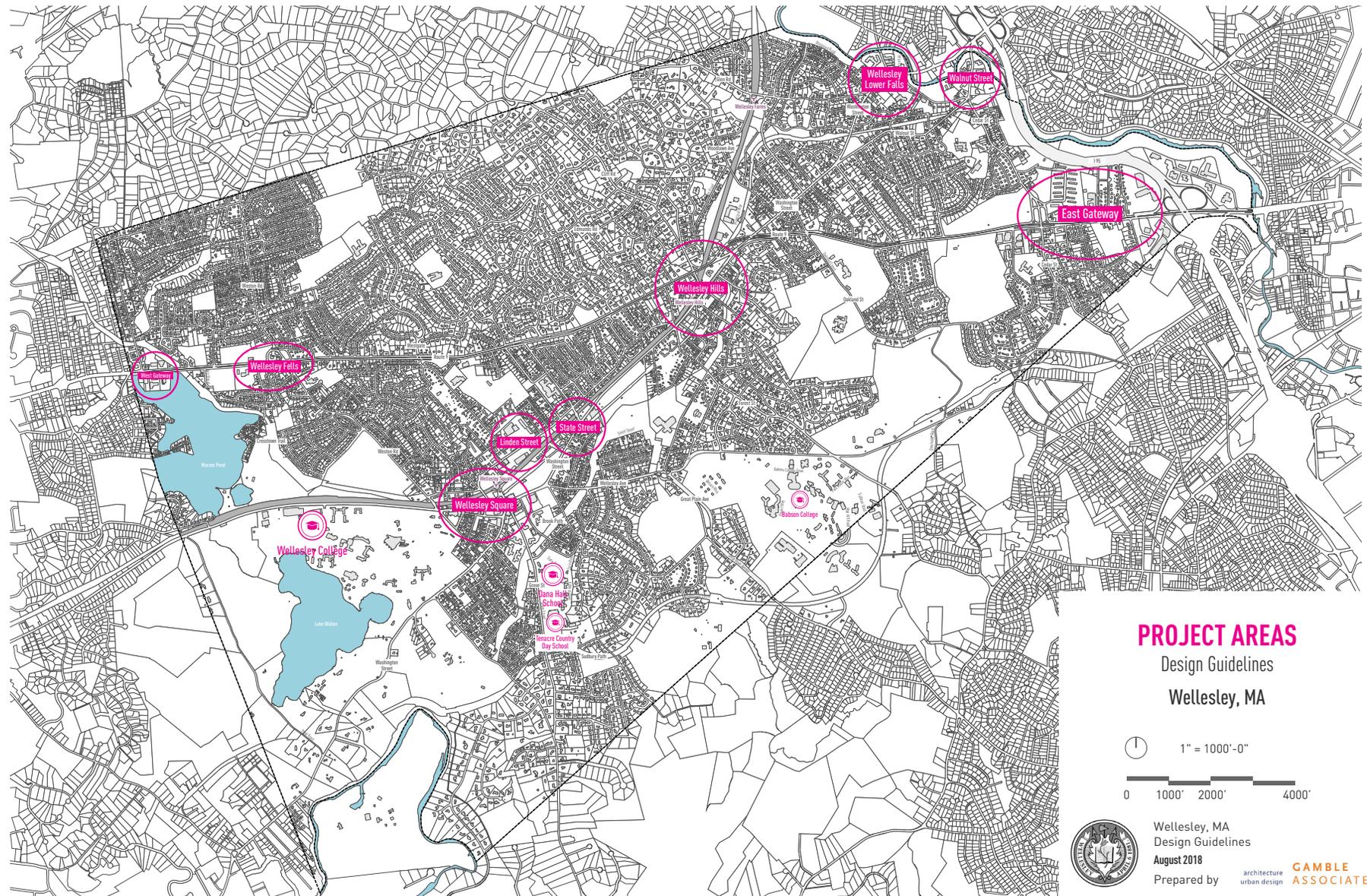
After



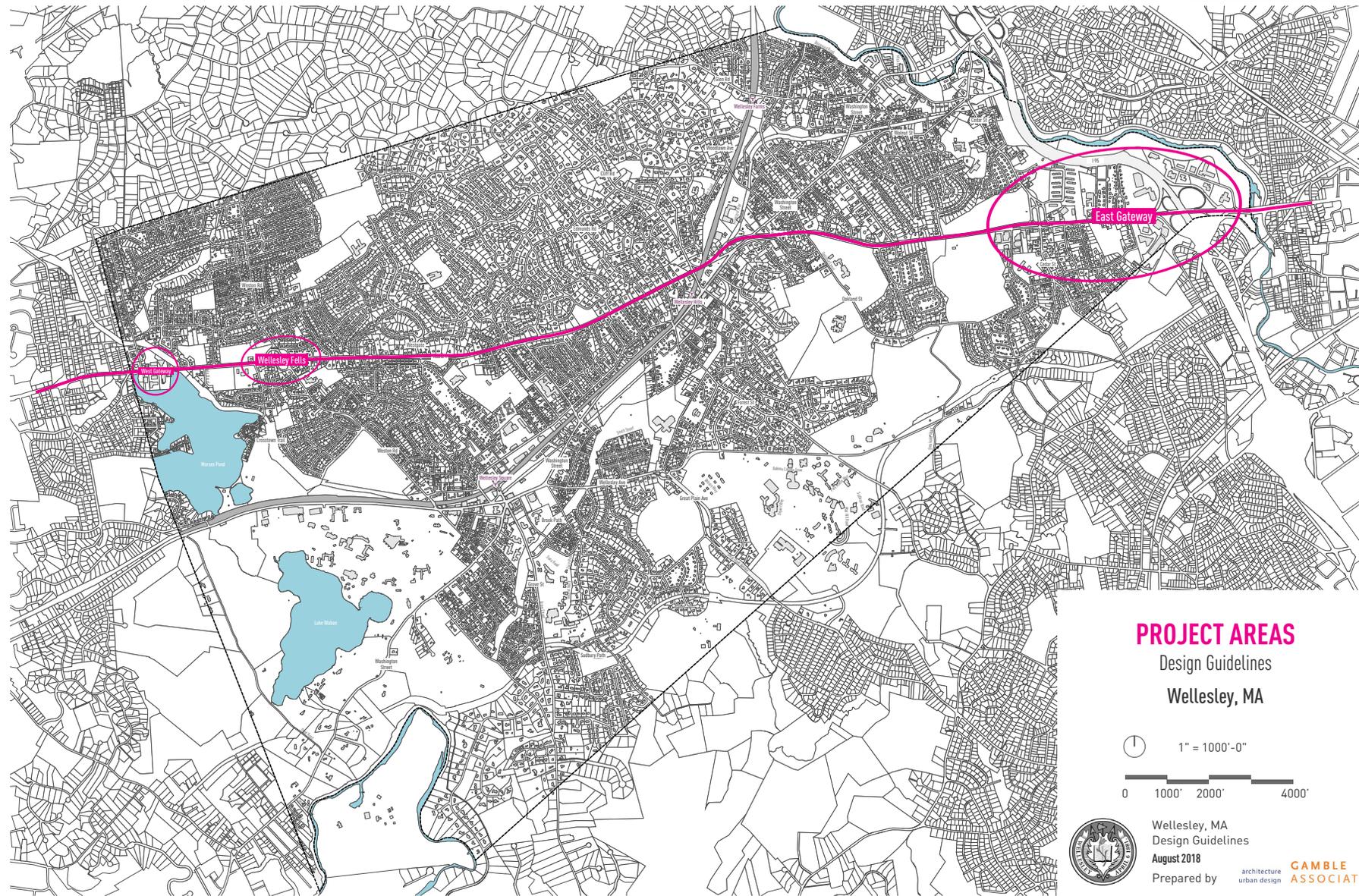
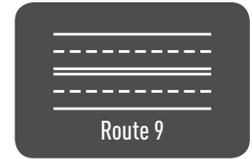
Johnson County Justice Annex | Olathe, KY



Project areas

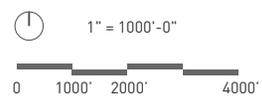


Project areas



PROJECT AREAS

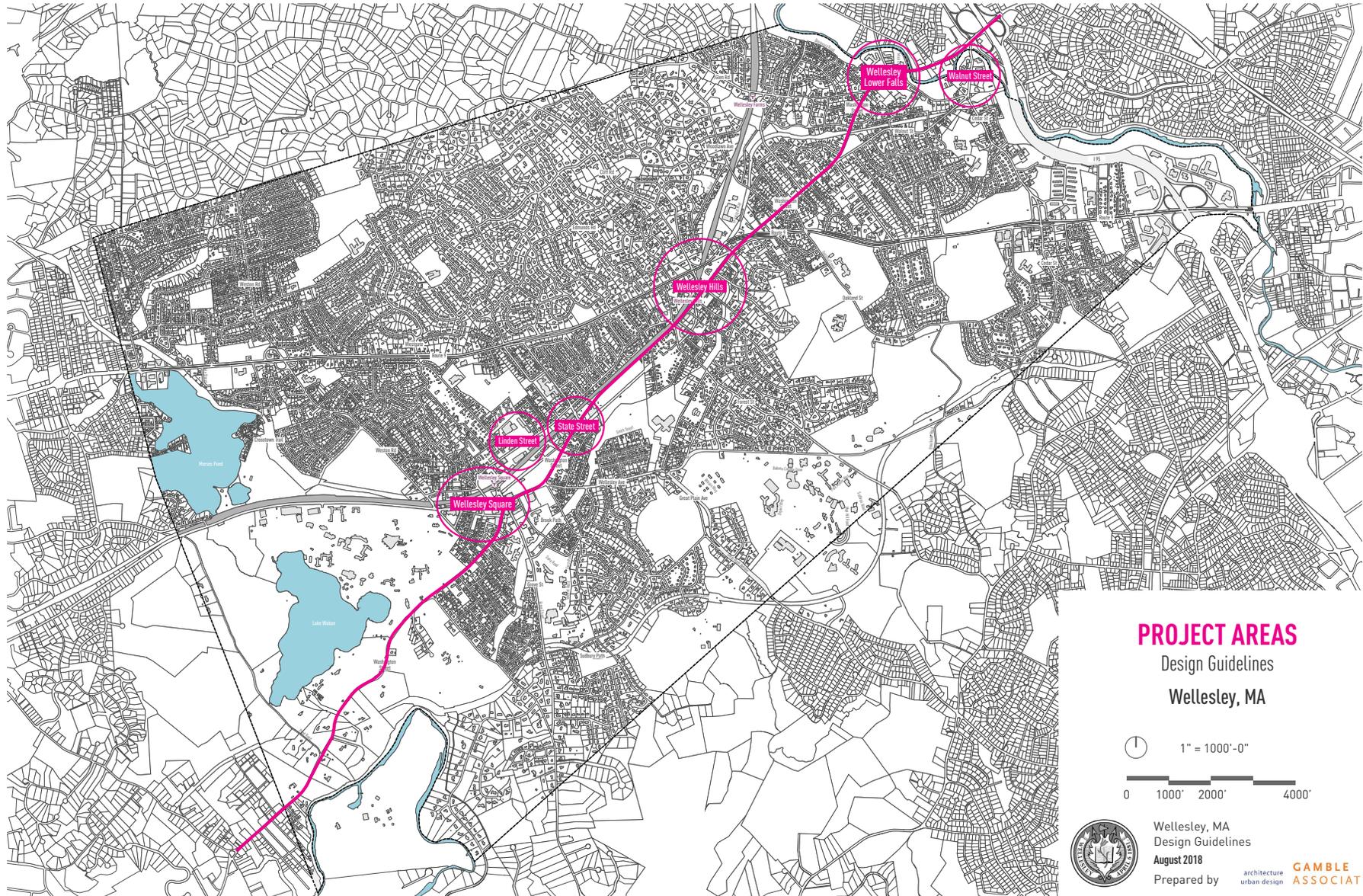
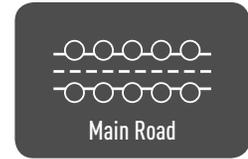
Design Guidelines
Wellesley, MA



Wellesley, MA
Design Guidelines
August 2018

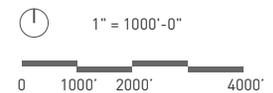
Prepared by **GAMBLE ASSOCIATES**
architecture urban design

Project areas



PROJECT AREAS

Design Guidelines
Wellesley, MA



Wellesley, MA
Design Guidelines

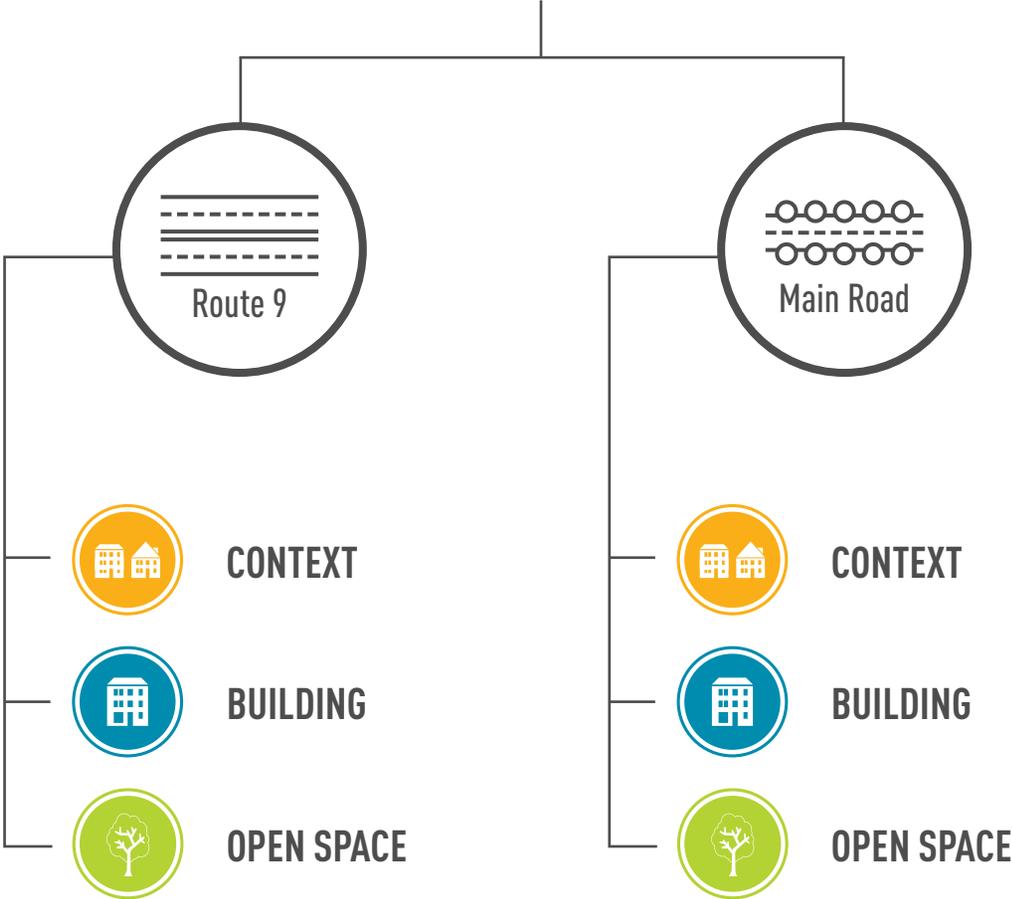
August 2018

Prepared by

architecture
urban design
**GAMBLE
ASSOCIATES**

Proposed structure of 2018 Design Guidelines

Design Guidelines document



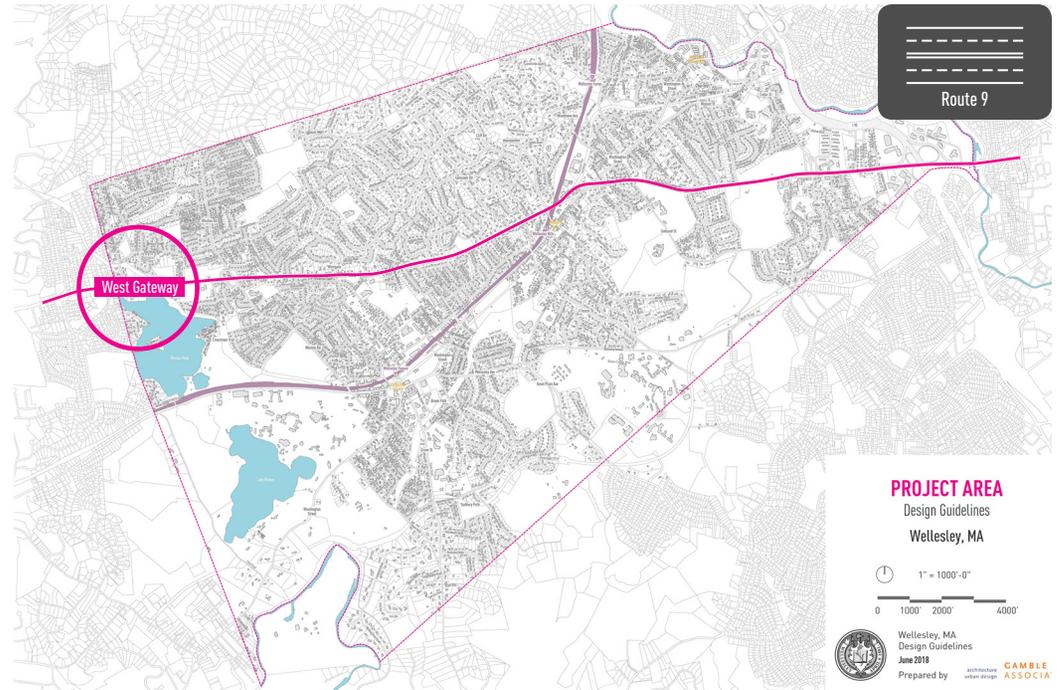
PROJECT AREAS ANALYSIS



Project areas

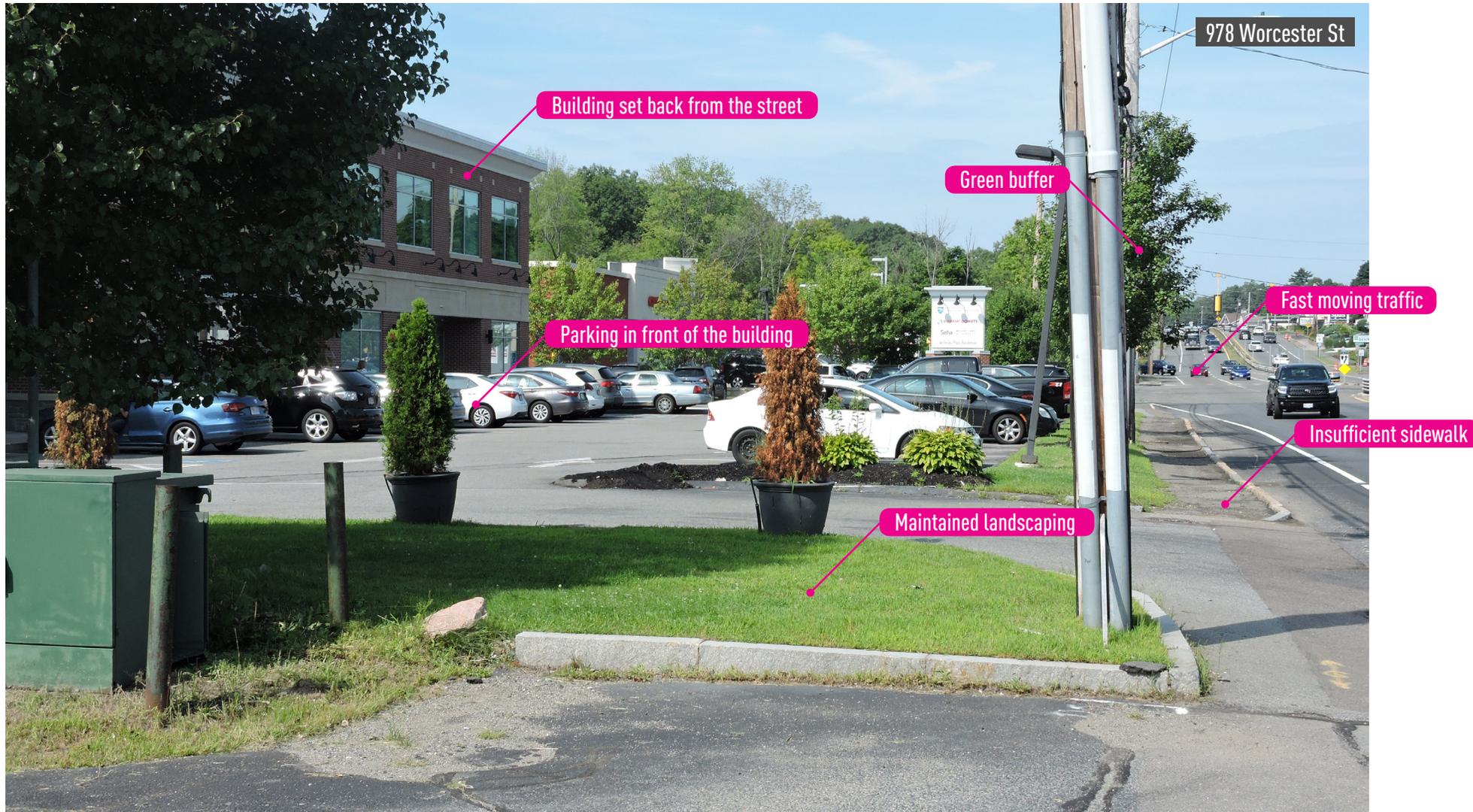
West Gateway

- Buildings and signage oriented to fast moving vehicular traffic
- Buildings are set back from the street with parking lots located in front, to the side, and in the rear
- Most buildings constructed during the 1950's and '60's
- There is little or no pedestrian traffic



Project areas

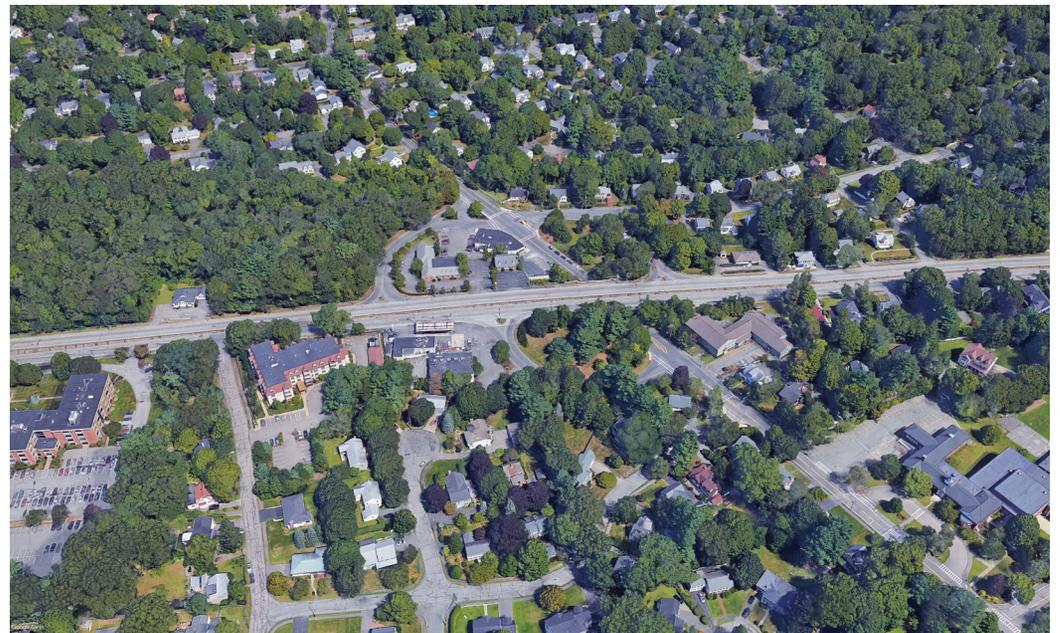
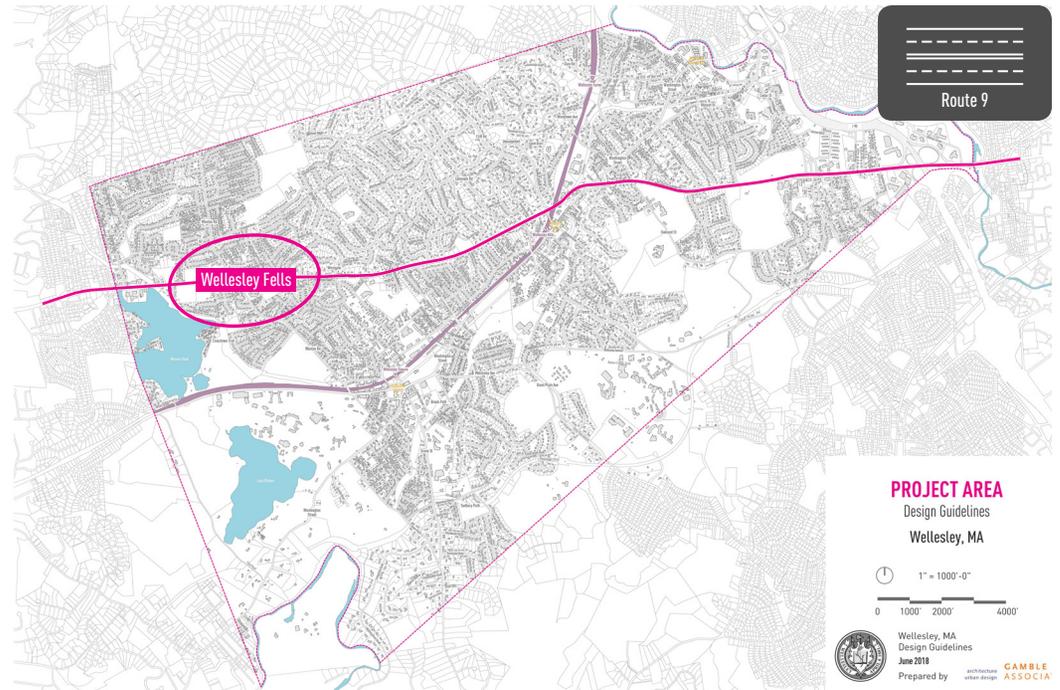
West Gateway



Project areas

Wellesley Fells

- Small shopping area on Weston Road
- One and two story buildings located at the sidewalk for a pedestrian scale
- Walking distance to surrounding neighborhood makes it convenient for residents
- Businesses on Worcester Street are oriented to high speed traffic



Project areas

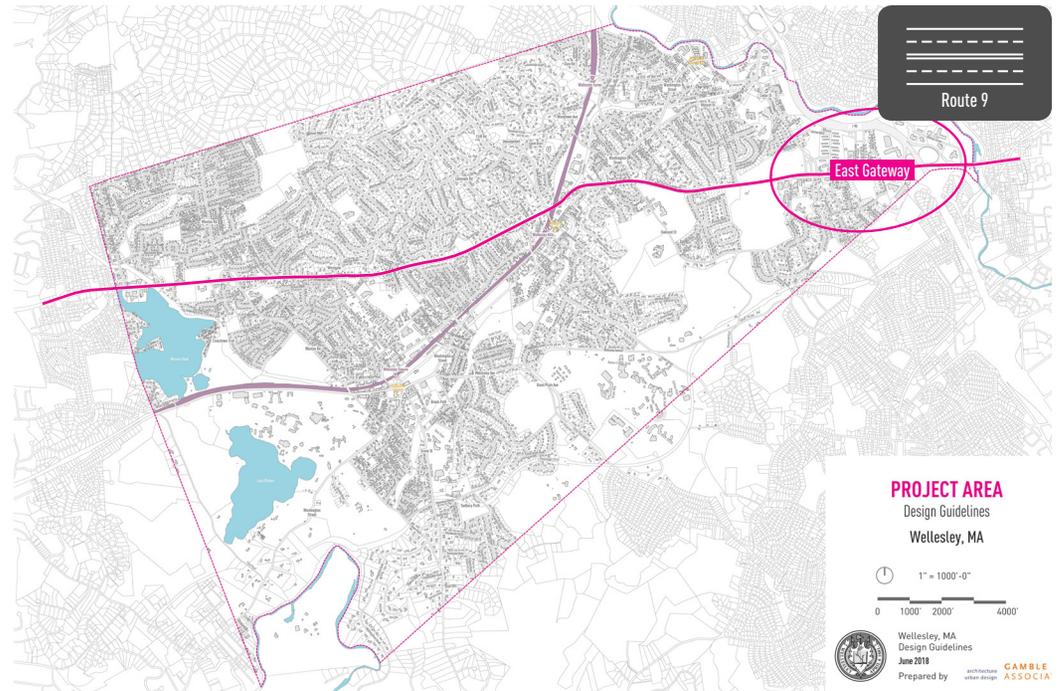
Wellesley Fells



Project areas

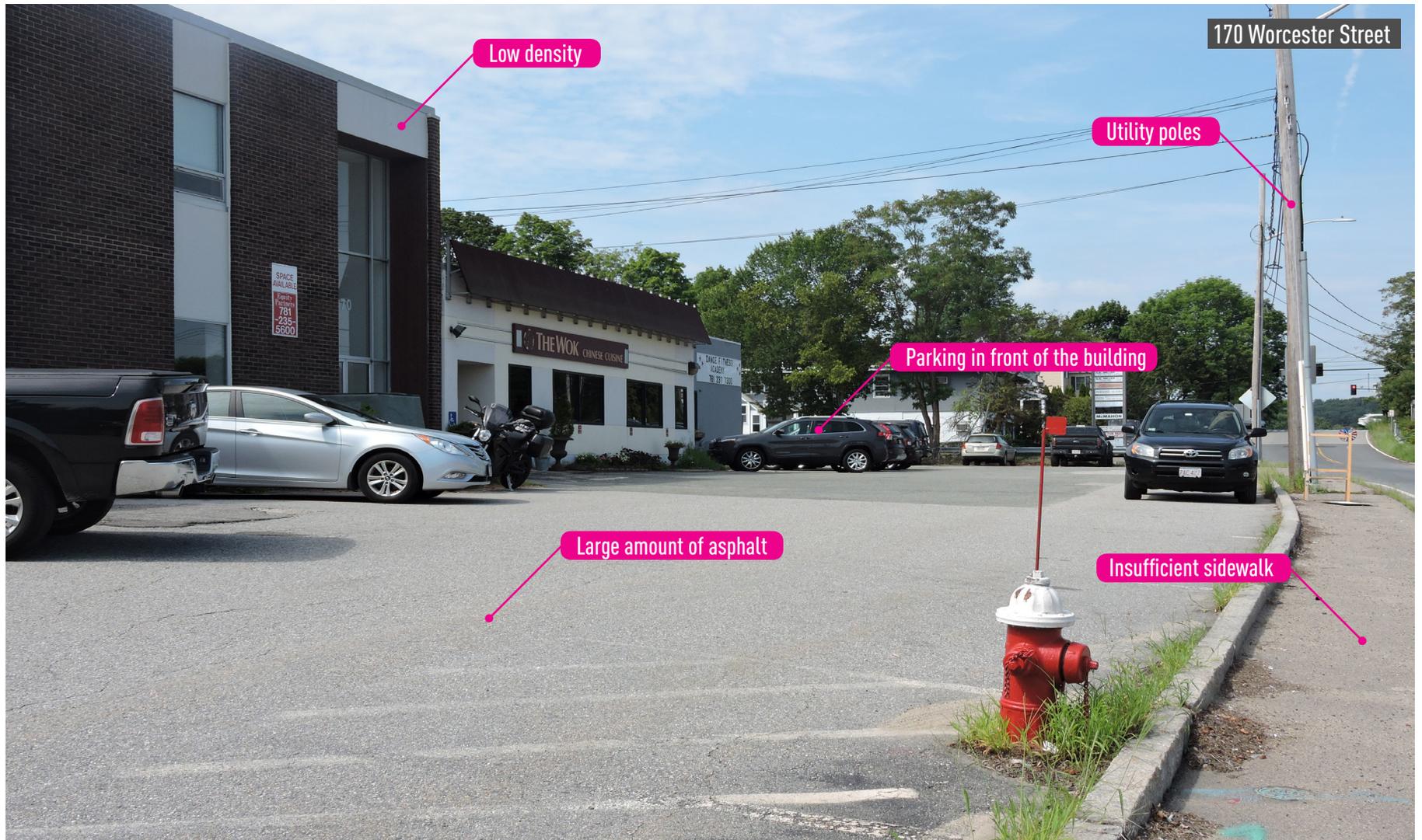
East Gateway

- Commercial center that contains a variety of uses in a mix of building styles
- Lacks an overall definitive character
- Buildings oriented to Worcester Street traffic
- Surround by residential uses, both single and multi-family
- Adjacent to the Rosemary Brook Town Forest



Project areas

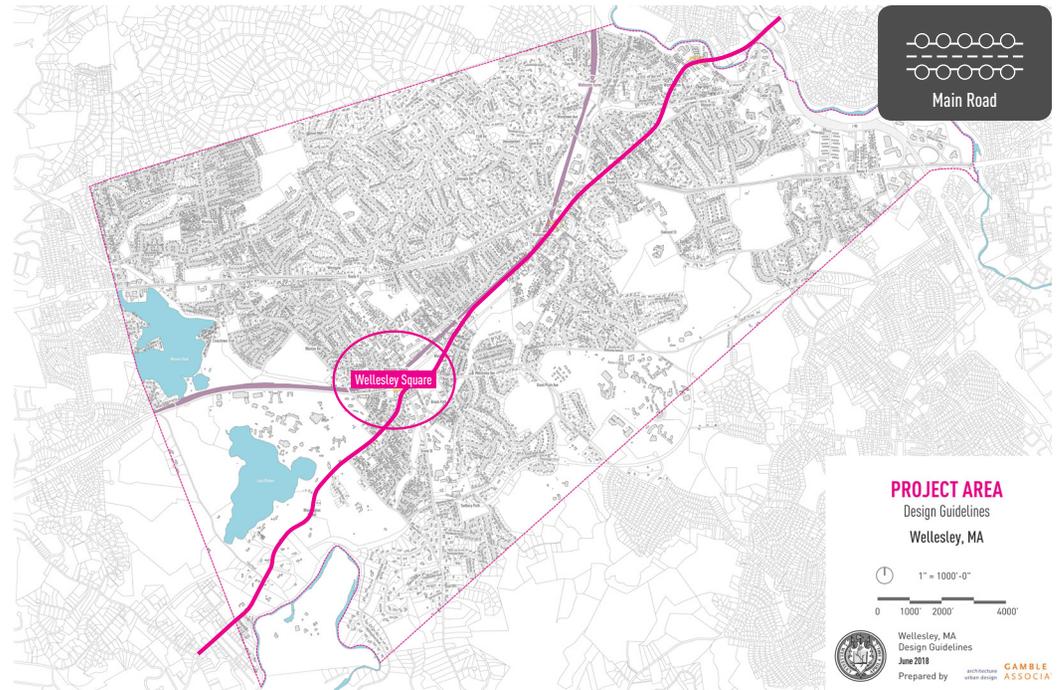
East Gateway



Project areas

Wellesley Square

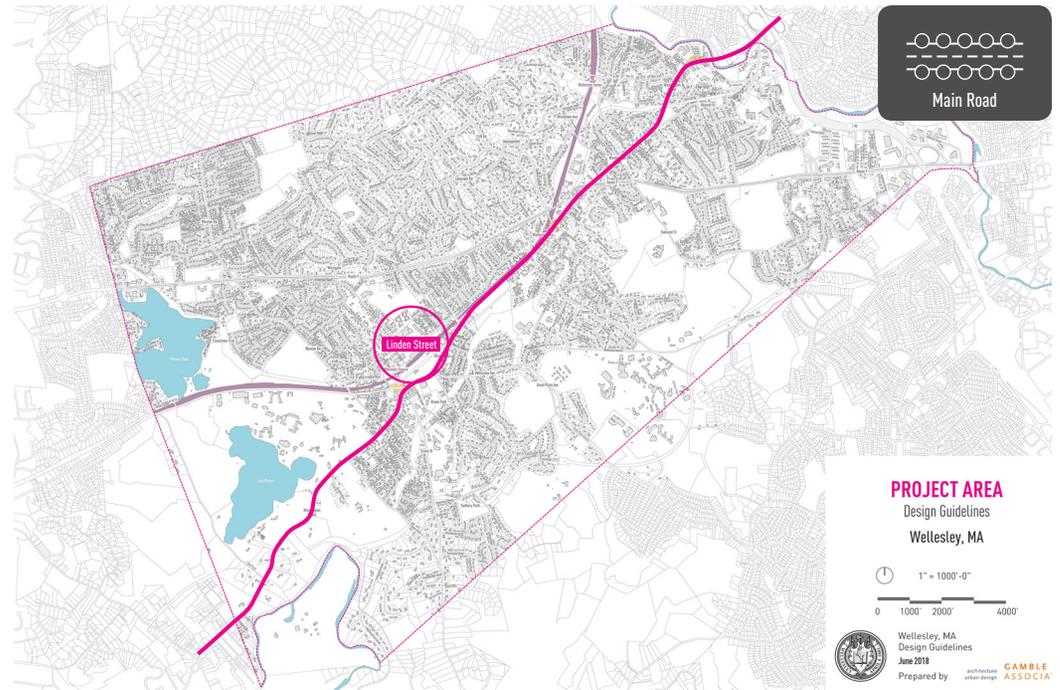
- Display windows, signage and building scale are predominantly oriented to the pedestrian
- Variety of commercial uses
- Mostly mixed-use buildings, some office space
- Dense fabric with most parking lots around the perimeter
- Most buildings are brick, some consist of concrete block, wood and synthetic stucco.
- Five parks (including Town Hall) of various sizes with benches and landscaping
- Surrounded by residential areas that are partly located in the Historic District



Project areas

Linden Street

- Automobile oriented plaza with low buildings set back from the street and parking lots in front
- Few of the original industrial buildings remain today
- Grocery store, commercial uses, and some office space
- Consistent signage is being installed
- Surrounded by townhouses and multi-family homes



Project areas

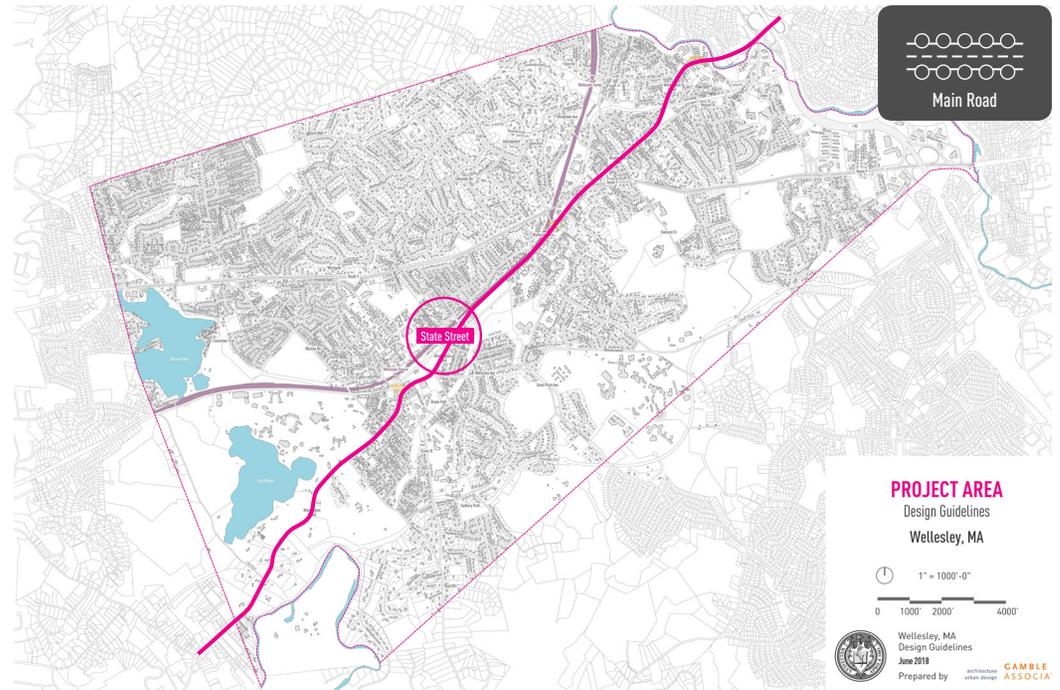
Linden Street



Project areas

State Street

- Grocery store, commercial uses, and some office space
- Automobile oriented building fabric
- Most parking lots shielded from the street
- Surrounded by single and multi-family homes



Project areas

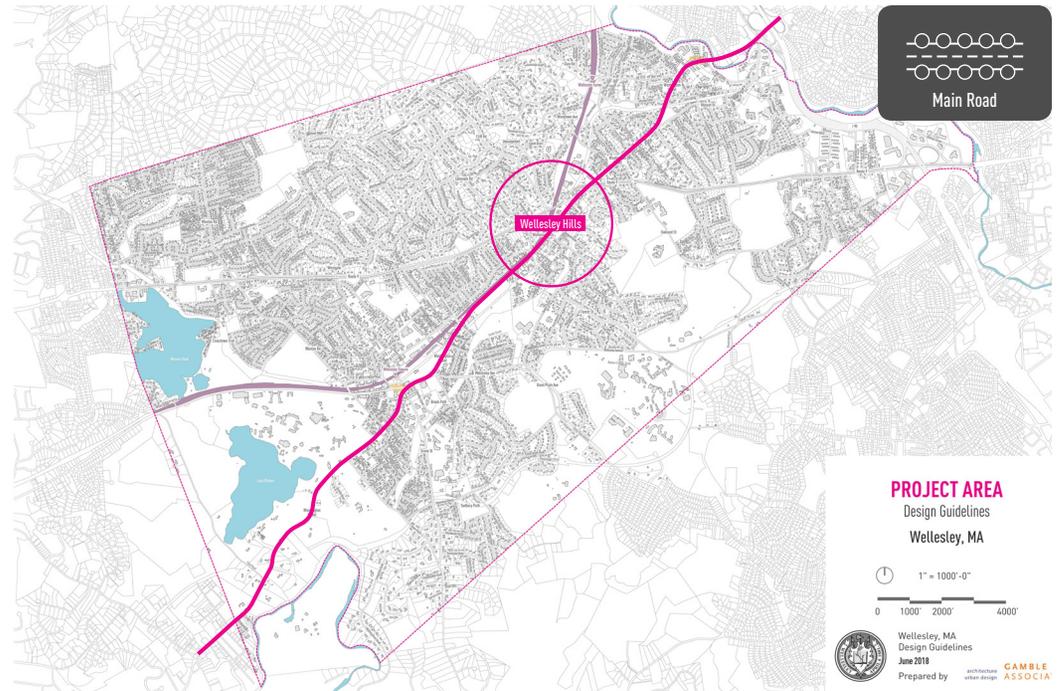
State Street



Project areas

Wellesley Hills

- High volume of traffic has caused vehicular orientation of building fabric
- Most buildings are placed directly at the sidewalk
- Several buildings with historical or local cultural significance
- Parking lots tend to be located behind buildings
- Surround by residential uses, both single and multi-family
- Elm Park provides some green space
- Wellesley Hills Commuter Rail stop part of the area



Project areas

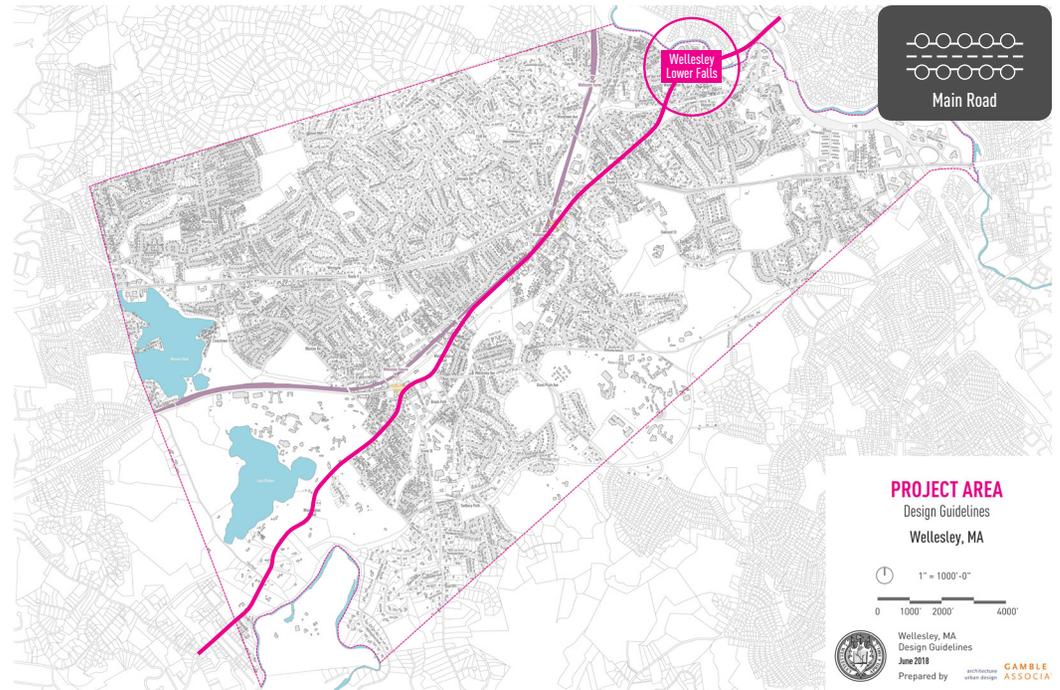
Wellesley Hills



Project areas

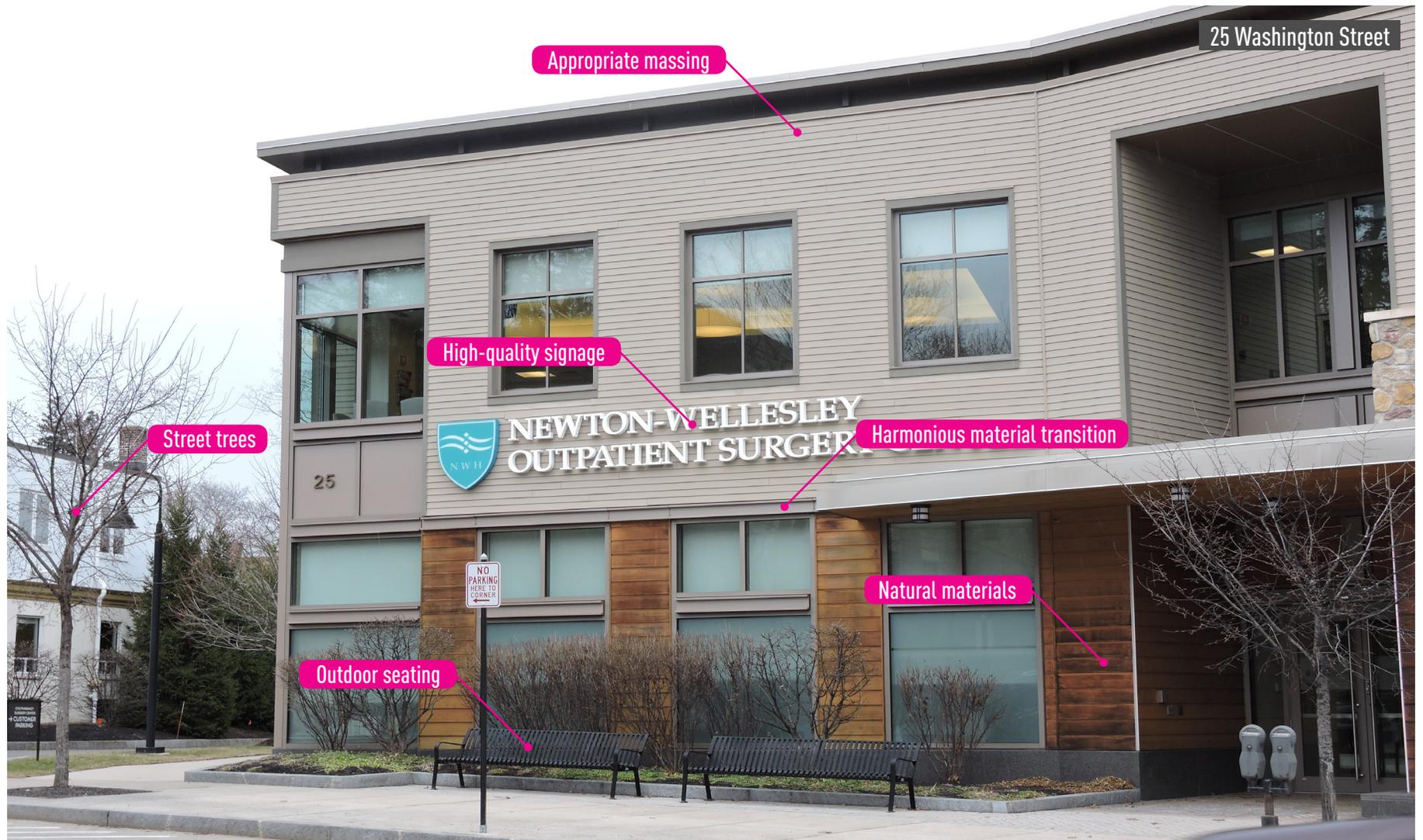
Wellesley Lower Falls

- Developed as a mill and an industrial area over two hundred years ago
- Buildings are generally located at the street with parking in the rear
- Mostly one story buildings, some office buildings up to four stories
- Waterstone development appropriate addition to the area
- Charles River Reservation creates a pleasant open area
- Most signage and display windows oriented to pedestrians and slow moving traffic



Project areas

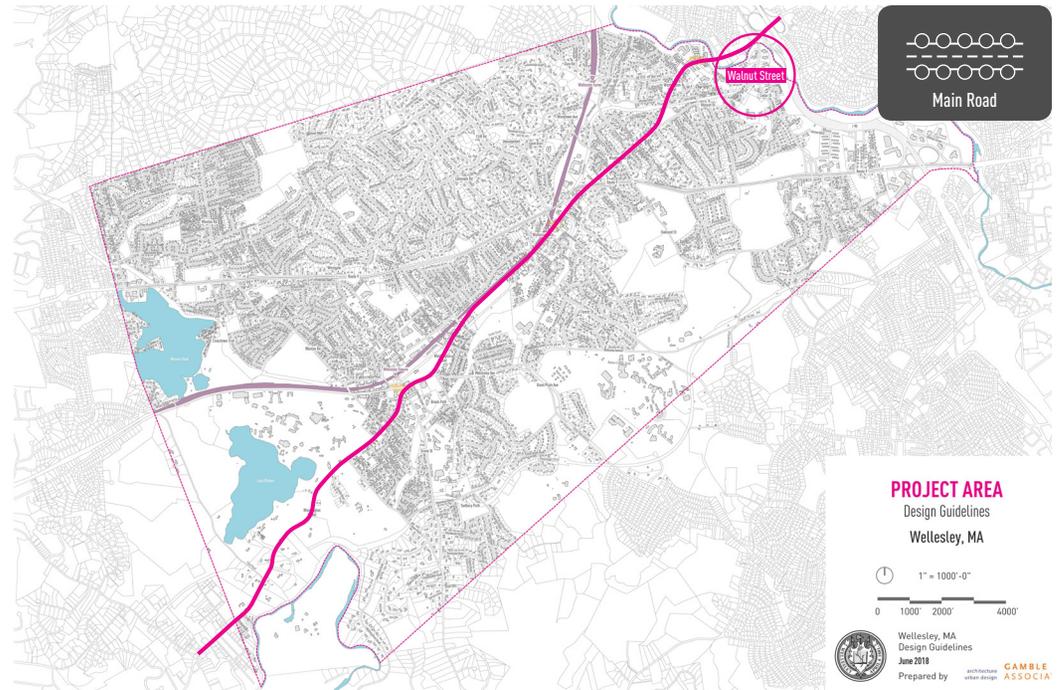
Wellesley Lower Falls



Project areas

Walnut Street

- Office buildings with easy access to Route 128,
- Buildings have three to four stories with parking lots in the rear
- Most facades are brick
- Some old mill buildings have been converted into office space
- Parks adjacent to the river provide pleasant open areas



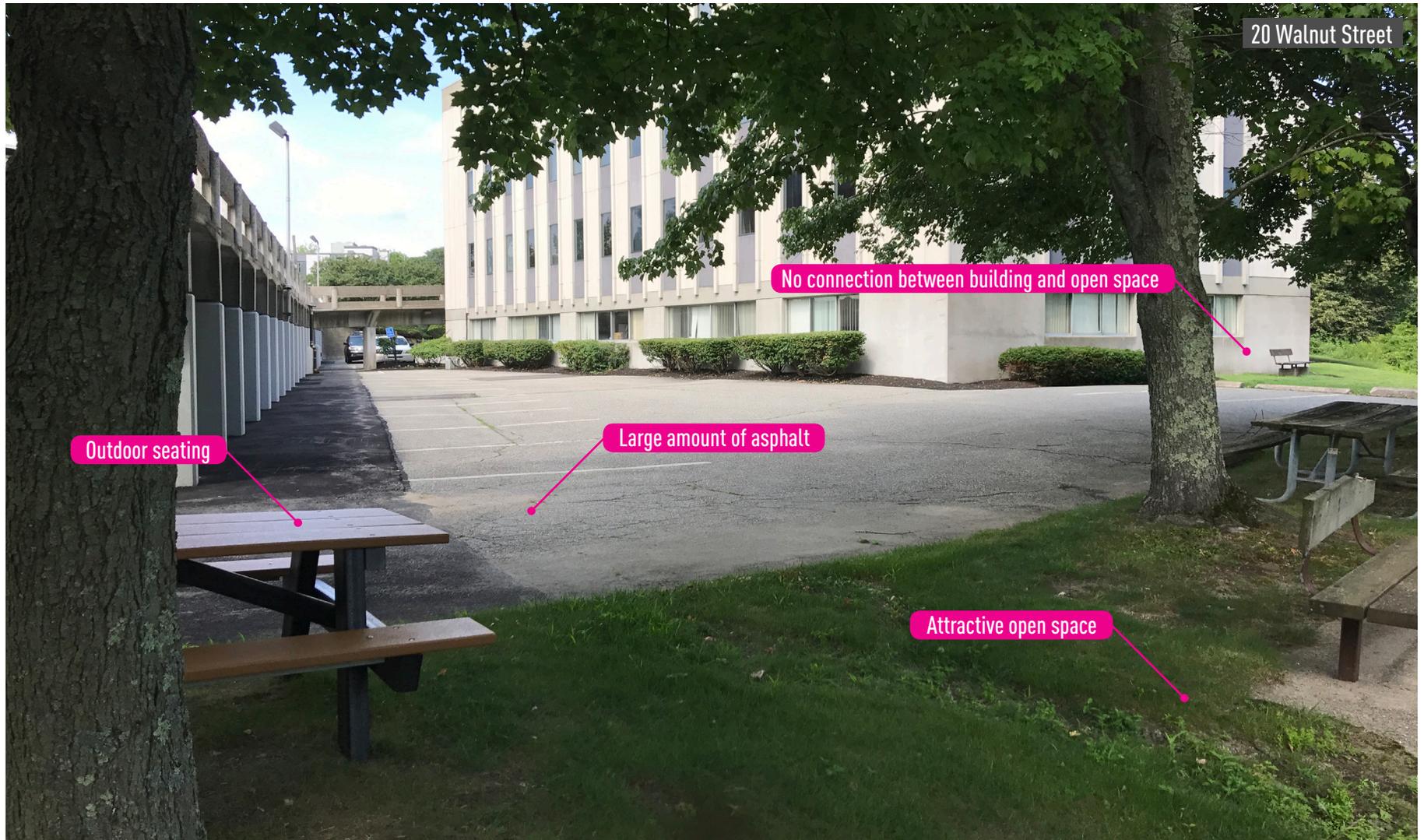
Project areas

Walnut Street



Project areas

Walnut Street



DESIGN GUIDELINES

Wellesley, MA



Thank you!