

State Street Proposed Master Plan Survey

1. State Street Proposed Master Plan Survey and NAMING CONTEST

Welcome to the Town of Wellesley survey about a plan for the State Street area.

The Wellesley Planning Board invites you to share your opinions about the State Street Study Area (see study area map below). Like other commercial villages in Wellesley, this area will benefit by planning ahead for future development or renovations of existing buildings.

The Town hired Larry Koff & Associates to work with a Steering Committee of local representatives to develop a Master Plan and Action Items for the area. This is your chance to comment on the proposed "preferred alternative". This is the second survey for the area - the first was aimed at the area's residents and property owners.

This survey should take about 5 minutes to complete.

THE SURVEY IS AVAILABLE ONLINE FROM MAY 28 TO JUNE 12, 2009

Follow directions at: www.wellesleyma.gov/Pages/WellesleyMA_Planning/index

To complete a PAPER VERSION OF THE SURVEY you must

- * pick up/drop off the completed survey at the Main Library or Town Hall in the Planning Offices;
- * you can mail the completed survey to:

Town Hall
Planning Department
525 Washington Street
Wellesley, MA 02482

If you need assistance with the survey, call Planning Staff at 781-431-1019 x2234.

SAVE PAPER -- TAKE THIS SURVEY ONLINE AT
www.wellesleyma.gov/Pages/WellesleyMA_Planning/index

Please return this survey by June 12, 2009.

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1. We've called this area the "State Street Area". Give us YOUR IDEA for a better name and identity for this neighborhood. The Planning Board will choose its favorite entry and recognize it in the final Master Plan.

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3. Tell us about yourself

These questions help us understand who participated in the survey.

2. Which of the following apply to you? (check all that apply)

- Wellesley resident
- Work in Wellesley
- State Street Study Area property owner
- State Street Study Area business owner
- Attend school in Wellesley
- Wellesley business owner outside of study area
- Other

3. What is your age?

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 21 or under | <input type="checkbox"/> 51 to 65 |
| <input type="checkbox"/> 22 to 30 | <input type="checkbox"/> 66 to 80 |
| <input type="checkbox"/> 31 to 40 | <input type="checkbox"/> 81 and over |
| <input type="checkbox"/> 41 to 50 | |

4. How long have you lived/worked/owned property in Wellesley? (answer for the longest involvement in Wellesley)

- Over 20 years
- 10 to 20 years
- 5 to 9 years
- Less than 5 years
- Does not apply to me

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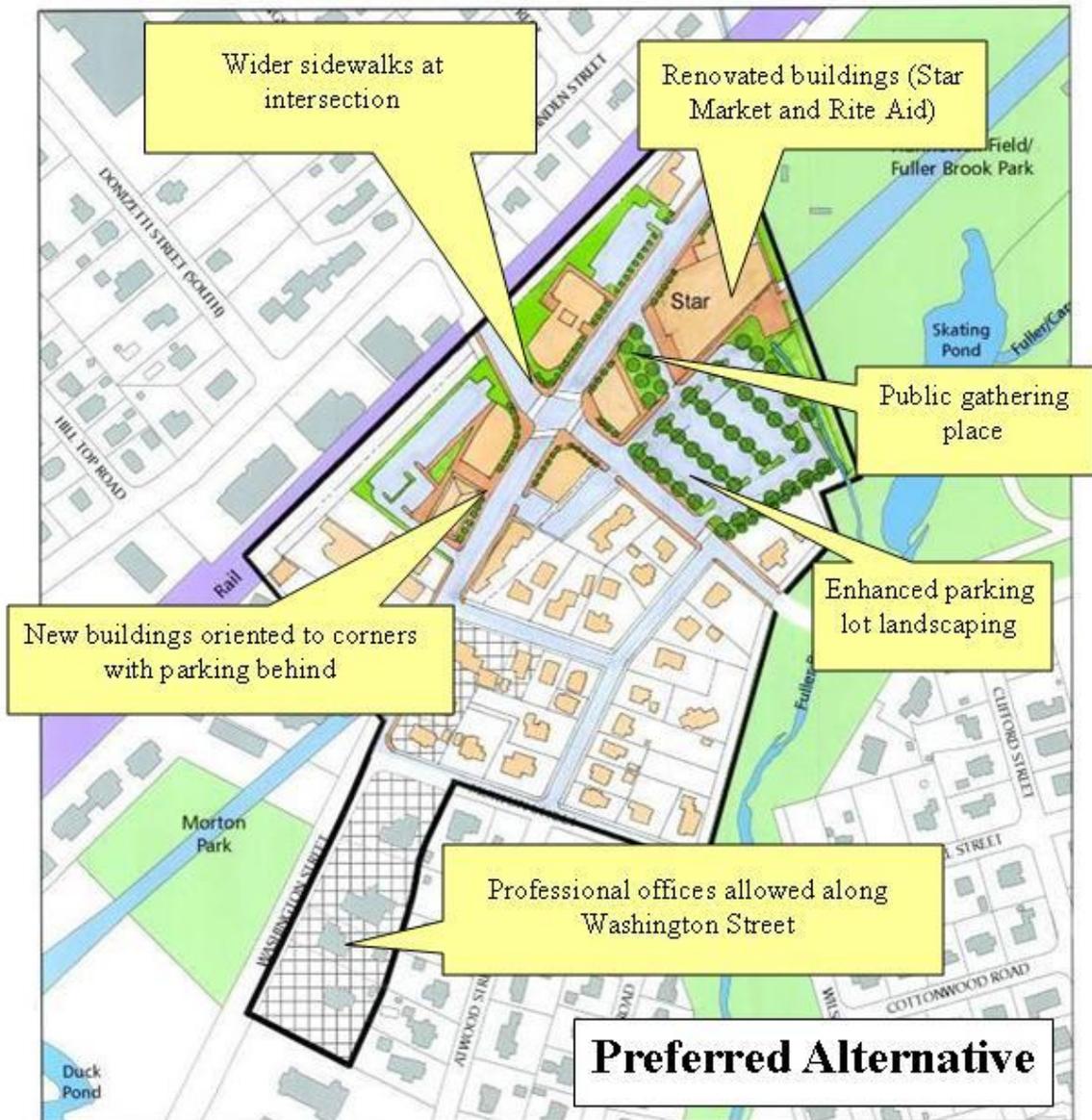
4. Directions for the future -- the preferred alternative

The following illustration was developed by working with the Planning Board, the Steering Committee and feedback from an on-line survey and their GOALS for the area. Some of the project goals were:

- * maintain village scale and character;
- * keep neighborhood oriented business district;
- * create a sense of gateway; and
- * improve pedestrian safety.

Accomplishing the preferred alternative will take a combination of regulatory and non-regulatory actions, public and private investments, and general support from residents, town government, the business community and others. Please review the actions listed below and select those that you feel are the most important in accomplishing the preferred alternative.

Preferred Alternative



Study Area Parcel Map



Preferred Alternative

May 21, 2009

Study Area

Buildings

Parcels

Cochituate Aqueduct

Recreation

Rail

BPG / Blackline Planning Group
Urban Design / Planning / Architecture
10 April 2009

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General Residential Zoning

Larry Koff & Associates

5. Which is the BEST feature of the Preferred Alternative as illustrated above?

Improved sidewalks

Renovated Star Market Building

Public Gathering Place

Sense of "enclosure" at the corners with buildings moved up to and facing the corner?

Enhanced landscaping in Star Market parking lot

Other (please specify)

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REGULATORY ACTION ITEMS

Create a State Street Overlay District (SSOD) encompassing the whole study area that would:

- a. Prohibit parking between the front of a building and street.
- b. Create a "build-to" line for the Business District. The Build-to line creates a line that buildings must be built to (such as 5' from the lot frontage);
- c. Require curb cuts into business lots to be consolidated to the maximum extent practical and moved away from intersections as far as possible;
- d. Require pedestrian oriented wall treatments on walls adjacent to sidewalks and walls with large expanses (for example, greater than 2,000 square feet).
- f. Allow professional office uses on properties in the study area along Washington Street currently zoned General Residence;
- g. Provide incentives for meeting certain objectives such as decreased off -street parking or increased development area. Examples of objectives:
 - Require sites over certain size to provide for open space of at least 6,000 square feet;
 - Pedestrian improvements both on-site and off site in collaboration with easements to Town for maintaining sidewalk and/or cross walks;
 - "way finding" for adjacent trails;
 - Allow reduced off-street parking requirements if a property is within 'x' feet of a municipal public parking lot;
 - Generously landscaped parking lots.

6. Which is the MOST IMPORTANT action item listed above? (these are items the Town can influence through regulations)

- Fewer curb cuts
- Better connection from Cross Town trail on aqueduct to the commercial area
- Professional offices in buildings along Washington Street
- Development incentives instead of requirements
- No more large blank walls
- Public Gathering Place
- Other (please specify)

NON-REGULATORY - Private actions (such as local business owners/Chamber of Commerce)

- a. Signs and banners to "brand" the area
- b. More trash receptacles
- c. Additional seating – especially near senior center
- d. Market area to Hunnewell Field users and spectators with signage/way finding/kiosks

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7. Which is the MOST IMPORTANT action item listed above? (these are items that will be accomplished by PRIVATE EFFORTS AND INVESTMENT)

- Improved signage for pedestrians using Cross Town trail
- Additional seating near sidewalks
- Improved marketing of area for Hunnewell Field users/ball players
- More trash receptacles
- Better "identity" or recognition for the area as a distinct neighborhood
- Other (please specify)

NON REGULATORY -- Public Improvements

- a. Turn the Town owned parking lot into a municipal lot available for patrons and possibly for a farmer's market;
- b. Undertake public sidewalk improvements at the intersection of State and Washington/Kingsbury to widen pedestrian waiting space; work with adjacent property owners to obtain easements for construction and maintenance of these areas;
- c. Move utilities in conjunction with sidewalk improvements and/or redevelopment of drug store building at State and Washington;
- d. During the senior center design, work with Church to improve pedestrian crossings across Washington (such as a pedestrian activated signal that would serve the Senior Center and the Church);
- e. Investigate additional crossing options for Washington Street;
- f. Investigate additional crossing options for State Street near Atwood Street.
- g. Improve sidewalks along Atwood including snow plowing in conjunction with the High School sidewalk construction.
- h. Implement coordinated traffic signal timing in area.

8. Which is the MOST IMPORTANT action item listed above? (these are items the Town can influence through INVESTMENT IN PUBLIC INFRASTRUCTURE)

- Municipal parking lot available to area customers
- Public sidewalk improvements at intersection
- Additional pedestrian crossing across Washington Street near proposed senior center
- Additional pedestrian crossing across State Street near Atwood
- Other (please specify)

9. Other comments about the Preferred Alternative?

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5. How can we keep you up to date?

The Planning Board will review the draft Master Plan at its June 15, 2009 meeting. You are welcome to attend the meeting which will be held at Town Hall, in the Great Hall meeting room. Please check the meeting calendar at www.wellesleyma.gov or contact the Planning Department prior to the meeting to get an idea of the time of the Master Plan discussion at that meeting.

Your responses to this survey are confidential. If you provide your e-mail or mailing address below, we can send you further updates to the State Street Master Plan.

10. Please keep me informed by e-mail about other opportunities for input for the State Street Master Plan.

My e-mail address is (please only provide this one time):

11. I do NOT have access to e-mail, please mail me a hard copy of notices related to the State Street Master Plan.

Name:

Address:

Address 2:

City/Town:

State:

ZIP/Postal Code:

12. Please add any additional comments or feedback you have below.