



**Kingsbury
Crossing ?**

**Midtown
Crossing ?**

**Hunnewell
Plaza ?**

**Kingsbury
Corners ?**

**The Shops at
State Street ?**

STATE STREET MASTER PLAN



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EXECUTIVE SUMMARY

GOALS & OBJECTIVES

The primary purpose of this Study is to build a consensus ‘Vision’ or ‘Plan’ for the future of the State Street Business District so that the plan can subsequently be implemented by the Town through zoning reforms and various public and private improvements.

INCLUSIVE PUBLIC PROCESS

Over the course of this six month project, the Town staff, consultants, steering committee and members of the general public provided input about the strengths and challenges of this area. A list of action items is included at the end of this report in Table 3. State Street Implementation Items. This table lists the action, responsible party and suggested timeframe for implementation.

The consultants for this project used an innovative on-line survey tool to collect public responses at two points during the process:

- 1) A preliminary assessment advertised to the study area’s property owners, businesses and residents of the study area and completed by 58 respondents;
- 2) A review of three alternative futures for the area advertised to the entire town which elicited 223 responses.

PREFERRED ALTERNATIVE

As detailed in the report, the preferred alternative includes the following recommendations:

1. Maintain and strengthen State Street as a local retail service center;
2. 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;
3. Create a ‘public gathering place or square’;
4. Create a more friendly pedestrian business center environment;
5. Investigate pedestrian safety improvements, new sidewalks, and traffic calming measures; and
6. Provide sufficient public and private parking.

IMPLEMENTATION ITEMS - REGULATORY ACTIONS

CREATE A STATE STREET OVERLAY DISTRICT (SSOD) ENCOMPASSING THE WHOLE STUDY AREA.

Similar to Linden Street Overlay and Lower Falls Commercial District, this overlay would provide regulations for specific design features, allow additional uses in certain areas, and provide incentives for preferred features in new development. An overlay district does not affect the “base districts” which in this case are Business, Business A, Single Residence A, Single Residence 10, and General Residence. The detailed elements of the SSOD are included within the body of this report.





IMPLEMENTATION ITEMS -- NON-REGULATORY ACTIONS

1. **Local business owners/Chamber of Commerce work to create a better “identity”** for this commercial area
 - a. Signs and banners to “brand” the area with a specific name (see discussion in the Preferred Alternative section of this report to see some of the suggestions from the public);
 - b. More trash receptacles;
 - c. Additional seating – especially near senior center; and
 - d. Market area to Hunnewell Field users and spectators with signage/way finding/kiosks.
2. **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; and install new sidewalks where they do not exist now;
 - 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; and
 - h. Implement coordinated traffic signal timing in area.



INTRODUCTION AND BACKGROUND

WHY ARE WE DOING THIS STUDY?

The Town of Wellesley (the Town) started the study to proactively plan for an important village center located in the center of Town, near the High School, Middle School, Town fields and paths, and on a major road. Such a study is consistent with direction in both the 1994 and 2007-2017 Comprehensive Plans, which led to local plans for many such areas including Lower Falls Village Commercial area, Wellesley Square Commercial area, and the recent plan and subsequent redevelopment of Linden Square.

WHAT DO SUCH STUDIES ACCOMPLISH?

Past comprehensive planning and visioning for Wellesley's commercial areas shows the value of looking ahead. Especially relevant to this area, is the nearby Linden Square, where a Master Plan process shaped the resulting Linden Square development. The following features were identified as desirable amenities in that area's Master Plan process:

- A more pedestrian friendly environment
- "Main Street" with restaurants and small retail
- Enhanced street lights, sidewalks, trees, and signage
- Buildings closer to the road
- Improved streetscape
- Mixed use projects



STARTING POINT FOR THE PLAN

The State Street Area Master Plan should influence the redevelopment of properties in its neighborhood to match the preferences expressed in this planning document and inspire municipal and private partners to carry out the proposed action items. In carrying out the planning process, the consultant and Town staff sought to:

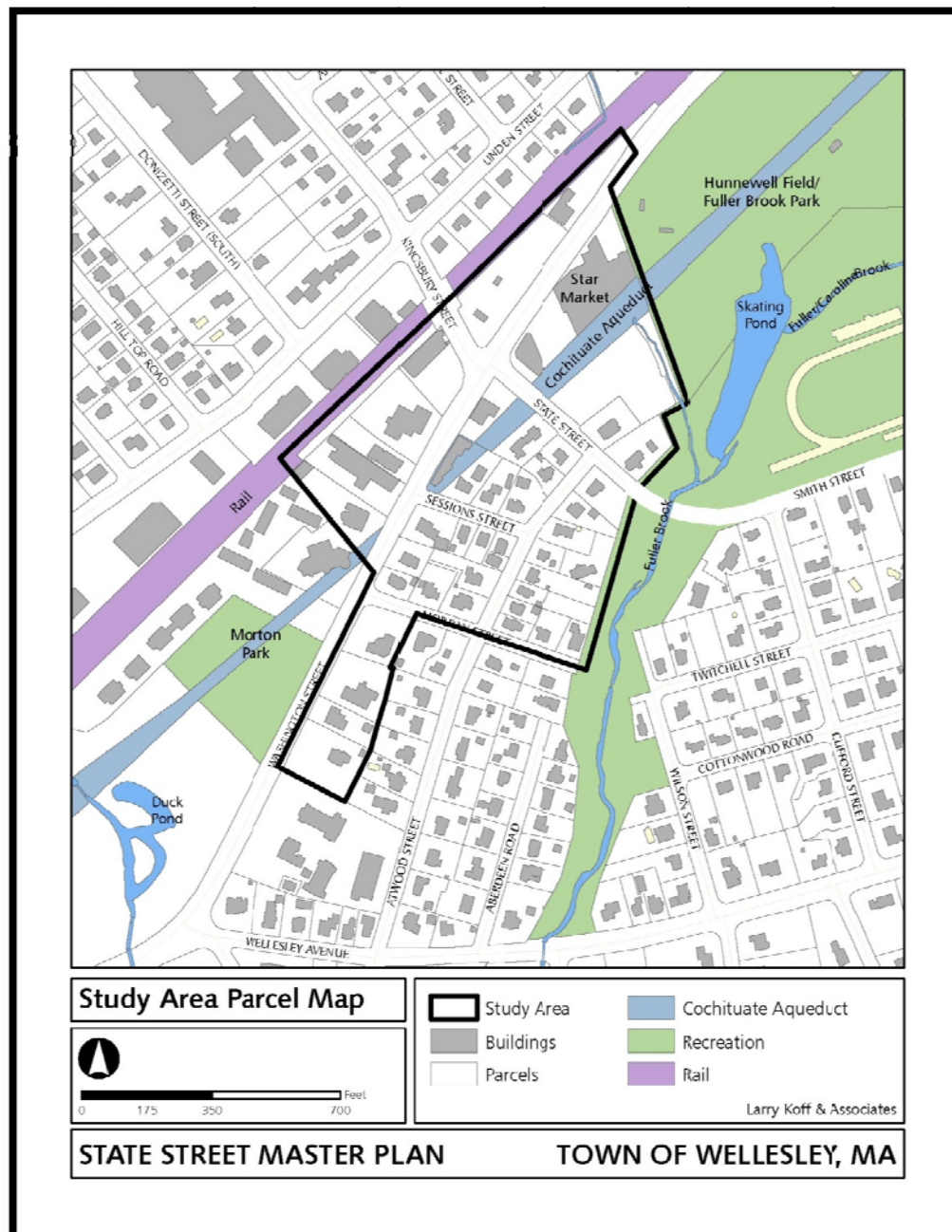
- Reflect the Town's Comprehensive Plan goals for improvement of commercial villages throughout Town;
- Better plans for future development or redevelopment of the area ;
- Benefit commercial and residential property owners by discussing future scenarios and improvements; and
- Improve the area through a public and open process.

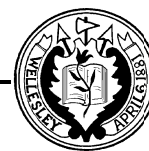


EXISTING CONDITIONS

The study area (see Figure 1) is at the center of Wellesley at the railroad crossing of Kingsbury Street and Washington Street (Route 16). This important crossroads is a major connection over the Railroad tracks near the High School, Hunnewell Fields, and the municipal center (Library, Police Department, and Town Hall).

Figure 1. Existing Buildings and Parcels





Also nearby are the Morton Park Senior Housing complex, the Middle School and High School. Thus, it is no surprise that the area sees heavy pedestrian and bicycle traffic by students and seniors – two of the Town’s populations that rely on non-auto travel. Washington Street carries a

heavy daily traffic load (estimated at over 18,000 average daily totals in 2004 as noted in the 2007-2017 Comprehensive Plan). Washington Street is one of the Town’s primary east-west routes. A major pedestrian and recreation trail – the Crosstown Trail, crosses Hunnewell Fields and continues through the study area, Morton Park and Town Hall. The existing retail shops in the area include a Star Market grocery store and a Rite Aid drug store and pharmacy. Therefore the predominant users of the area are senior and student pedestrians/bicyclists, auto traffic and shoppers.

Part of the “existing conditions” for this area are a long list of committed improvements related to the construction of the Town’s new High School building or as mitigation for the Linden Square redevelopment. These improvements are shown in Table 1.



Table 1. Pending improvements

New sidewalks to be constructed as part of New High School Project	Constructed as mitigation for the Linden Square development
State Street	Opticom Signalization (triggers passage for Police and Fire through an intersection).
Smith Street	Video Detection Loop, which will trigger green light for back up at intersections.
Rice Street	Video Detection to improve State Street: Washington/State/Kingsbury Linden/Kingsbury
Clifford Street	
South side of Atwood Street	



ZONING

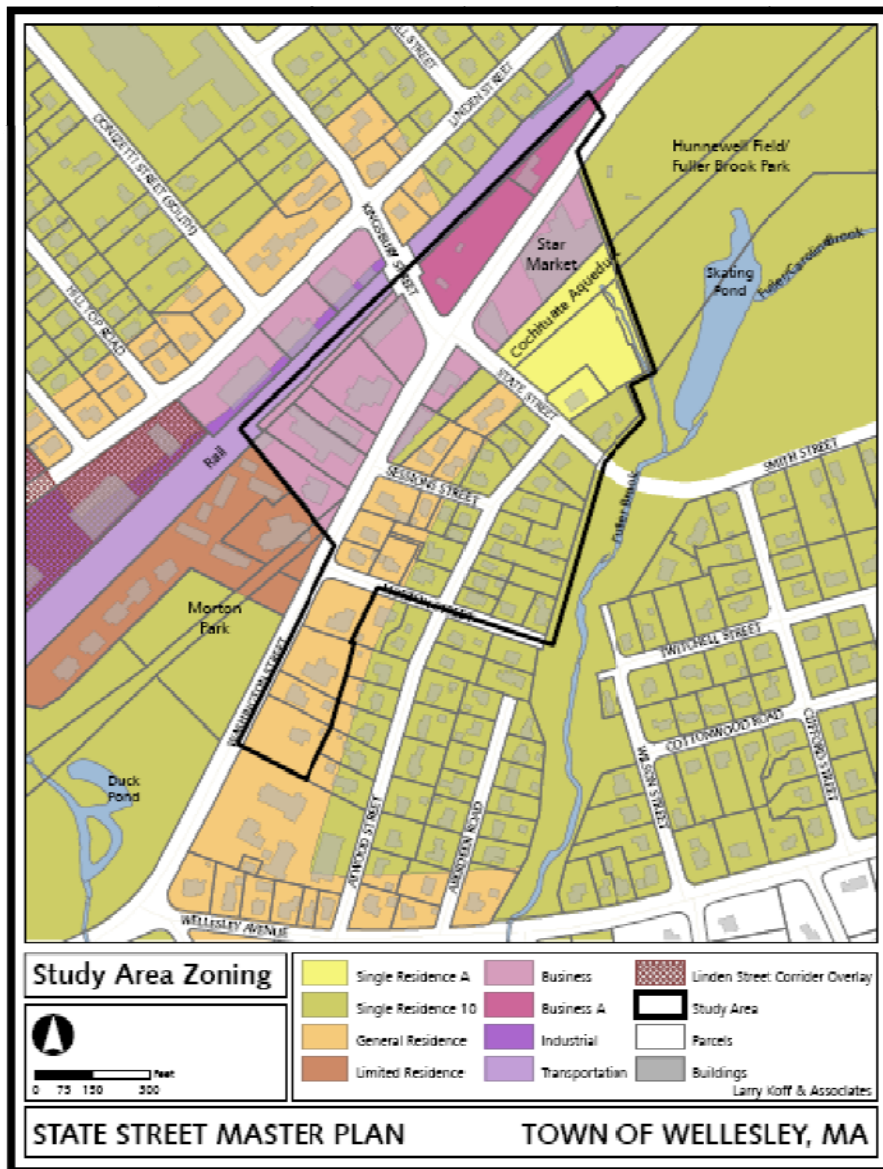
Figure 2 shows the existing Zoning for the area which consists of the following districts:

- Business and Business A
- General Residential
- Single Family Residential
- Residential A (Star Market Parking lot)

Figure2. Existing Zoning Map

The allowed uses in these districts include a wide range of commercial activity up to 45 feet tall,

single and two family residential uses, and temporary parking (for the parking lot parcel). The consultant analysis of the permitted uses and dimensional standards was that generally these were not posing any obstacles to achieving development patterns. In order to achieve the desired outcomes (described below in the goals and action items) the consultant recommended an overlay district that would include recommended design standards and amenities for study area projects.



PROJECT TIMELINE AND PROCESS

The project occurred from January to June 2009, and relied on consultant and staff support and a Steering





Committee that met 3 times over the course of the project. Many of the Steering Committee members also attended the Public Forum which was held in mid-May.

Table 2. Steering Committee Members

Janet Bowsver, Natural Resource Commission Director	Meghan Jop, Town Planning Director
Deborah Carpenter, Wellesley Chamber of Commerce, Board of Assessors	Ethan Parsons, Planner
Terry Connolly, Deputy Executive Director	Lieutenant Jack Pilecki, Town Police
Jeanne Conroy, Planning Board	George Saraceno, Town Engineering staff
Michael Doherty, Gravestar (representative from the owner of Star Market parcels)	Terry Tsagaris, Board of Selectmen
Carol Gregory, Town School Department	Lorri Woodacre, Wellesley Chamber of Commerce
Robert Haskins, Haskins Automotive	

Figure 3. Project Schedule

Task	Mar-April	April - May	May-June
1. Consensus on Project Objectives			
1.1 Workshops with PB			
1.2 Test alternative scenarios (SC meetings and Web Survey #1)			
2. Interactive Public Process			
2.1 Public Forum			
3. Finalize Preferred Plan			
3.1 Draft Plan (PB/SC meeting and Web Survey #2)			
3.2 Final Plan			



GOALS & OBJECTIVES

The primary purpose of this Study is to build a consensus 'Vision' or 'Plan' for the future of the State Street Business District so that 'Vision' can subsequently be implemented by the Town through zoning reforms and various public and private improvements which are recommended below.

Based upon goals stated in the recently-completed Wellesley Comprehensive Plan, advice from the Planning Board, advice from the State Street Master Plan Steering Committee, and input from two public surveys undertaken for this study, a series of goals for the future of the State Street Business District have emerged.



1. *Maintain and strengthen State Street as a local retail service center*

Maintain and enhance the State Street Business District as a neighborhood center to serve neighbors, nearby seniors, high school and middle school students, and families using the adjacent playing fields on weekdays, evenings, and weekends. More convenience stores or services appealing to students and families should be provided – such as ice cream shop, coffee shop, drug store, etc.

2. *Create a 'gateway' at the Washington / State intersection and a stronger 'sense of place' or 'public focus'.*



The State / Washington intersection should be an attractive 'gateway' to the State Street business district, the nearby High School campus, Hunnewell Fields, and the nearby Middle School campus. One example of the need for this is that this commercial village area does not have an identity or "name".



3. *Create and maintain a small village-like scale*

New development should be maintained at a pedestrian-oriented village-like scale – perhaps three stories [the current height limit in the Zoning Bylaw which is 45 feet or approximately 4 stories].

4. *Reinforce State/Washington Street as a convenience oriented neighborhood*

Continue the mix of uses including retail, service, institutional. At present, many students pass through this business district but don't linger or patronize its businesses. Provide more diverse business opportunities.

5. *Create a 'public gathering place or square'.*

Create a public gathering space, such as a mini-park or plaza, with landscaping, benches, and other pedestrian amenities as a public focus for the business district and place for students and neighbors to gather and rest.



6. *Create a more friendly pedestrian business center environment*

Most agree that the neighborhood business district should be made more pedestrian friendly. Some thought that drive-thru businesses (such as the Needham Bank) were not conducive to creating the desired pedestrian environment. Others thought that auto-oriented businesses such as the Mobil Station and the auto-related uses on the Haskins site were not conducive to a pedestrian-friendly business center; however, these types of businesses were neighborhood and town-wide business services that need to be retained here or somewhere else in town.

7. *Investigate pedestrian safety improvements, new sidewalks, and traffic calming measures*

Identify safety improvements to allow the safe crossing of busy Washington Street by neighbors, high school and middle school students, and seniors. Look at widened sidewalks, particularly at the State St. / Washington St. intersection; possibly more crosswalks, and a consolidation or relocation of curb cuts to allow easier and safer access for vehicles trying to enter the Washington Street traffic flow from various business properties.

8. *Provide sufficient public and private parking to accommodate commercial and institutional needs. Relocate parking lots to the side and rear of buildings to make the lots less visually dominant as seen from Washington Street to help create the pedestrian-friendly environment.*



PREFERRED ALTERNATIVE

Description: The preferred alternative is a hybrid of three alternatives suggested and illustrates a future that creates a more pedestrian-friendly neighborhood village business center that strengthens the State Street Business District as a neighborhood retail service center. New or renovated buildings are re-oriented towards the street and sidewalks, which makes the area more pedestrian scaled. The sidewalks are re-configured and widened to better accommodate the numerous students, residents and elderly who frequent the area. Parking lots are relocated to the rear and side of buildings. Residential buildings along Washington Street, currently in the General Residence district are

allowed to redevelop into professional offices, allowing for doctors, psychologists, attorneys and other non-resident office users to re-use the existing residential buildings, or build residential scale office buildings, such as those that exist at the corner of Morton and Washington Street. Here is a list of the key features which are illustrated in Figures 1 and 2:

1. *Star Market* is renovated at its present location and it remains approximately at its current size and location. The long blank wall facing the playfields is redesigned to either include windows, displays or murals. The loading bay remains at the current location off of Washington Street. 'Boutique' departments are added to better cater to the student population and seniors. Such new 'boutique' features may include an ice cream department with outdoor window service. The parking lot area between the grocery building and the drugstore building is converted to a public green space or plaza, while maintaining a right turn/exit only driveway onto Washington Street.



2. *The existing Star Market parking lot* is moved away from Washington Street, heavily landscaped, and provided with pedestrian way-finding routes clearly marked by alternate paving materials, and/or other means. The side of the parking lot adjacent to State Street includes a new wide sidewalk. When the property is renovated, the owner uses alternative stormwater treatment methods to create a "greener" parking lot where stormwater runoff is absorbed by impervious surfaces instead of going straight into stormwater drains.



3. *A new landscaped Public Gathering Place* is created along the **Washington Street** edge of the Gravestar site as a 'gathering' or 'hang' space for neighbors, students, and seniors. This landscaped mini-park will form the public focus of the State Street village business district.
4. *Rite Aid* store is renovated, reconfigured, and oriented with its main entrance to the corner and a second entrance to the parking lot.
5. *Washington / State / Kingsbury intersection* is realigned, if possible, to include wider sidewalk areas for pedestrian refuge, and landscaping is increased to create a more attractive visual 'gateway' at all four corners of the intersection (on either public or private property). See Figure 2.
6. *An alternative path for the Crosstown Trail* through the Gravestar site will be created which will travel on a sidewalk next to the grocery building and through the new Public Gathering Place described above, then along Washington Street to the Washington / State Street intersection. An "overlook plaza" adjacent to the Crosstown Trail entrance to the parking lot provides a place to sit and look over the activities taking place at Hunnewell fields.
7. *The existing residential neighborhood* has improved pedestrian access to the shops close to their homes. A new pedestrian crosswalk is provided on State Street near Atwood Street.
8. *The Haskins one-story garage building* at the rear of the property at the corner of Washington St. and Kingsbury is removed and a new two to three story mixed-use building is developed close to the Washington Street sidewalk to create a more pedestrian walk-in environment.
9. *The Haskins two-story office building is removed and rebuilt* as a new two to three story mixed-use building, and parking is relocated to the rear.
10. *The Needham Bank building is rebuilt* to create a larger walk-in structure. Its drive-through function is eliminated. Because it is near on-street parking and adjacent to the proposed





new State Street Municipal Parking Lot, and the building is built with desired design features, the amount of required on-site parking is reduced.

11. *The Mobil Station site is eventually redeveloped as a two or three story mixed-use building located closer to the intersection with parking to the side.*
12. *Curb cuts into redeveloped sites are reduced in number where possible and placed in safer locations further away from the main intersection.*
13. *The senior center is built in the existing VFW building and the residential feel of Washington Street west of State Street is maintained by redevelopment of existing residential buildings into professional offices, which preserves the structures without significant changes to the mass and scale of these buildings.*
14. *The Town owned parking lot south of the Needham Bank is renovated and used as a Municipal Parking lot to support the retail businesses of the area. One afternoon a week it is used as the site of a Farmer's Market.*

Proposed changes to the May 2009 Preferred Alternative in response to Steering Committee and Survey #2 results.

1. Eliminate the professional office uses along Washington Street.
2. Add a "pinch point" or possibly a raised crosswalk near the proposed senior center across Washington Street to Morton Park.

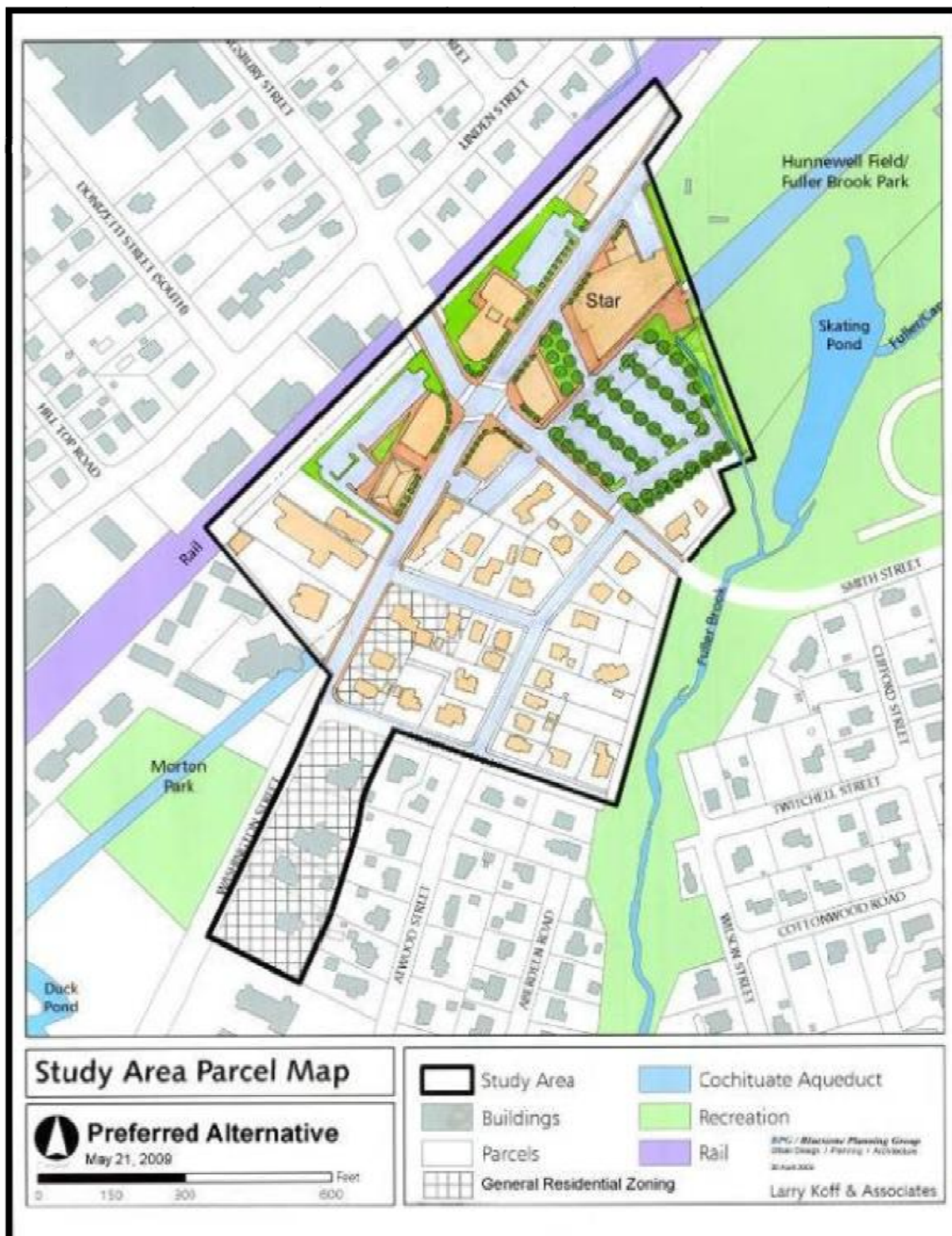
What should this area be called?

We asked this question and heard back from many participants in survey #2 – here are some of the responses:

Kingsbury Crossing
Kingsbury Corners
Midtown Wellesley
Mid-Wellesley Corner
Hunnewell Plaza
Washington Square/Park
The Shops at State Street



Figure 3. Preferred Alternative May 2009



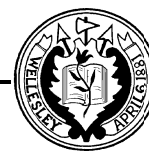


Figure 4. Intersection Detail





IMPLEMENTATION ACTIONS

The following action items are recommended as the final part of this master plan. They are described in text as well as in tabular format in Table 3.

REGULATORY ACTIONS

CREATE A STATE STREET OVERLAY DISTRICT (SSOD) ENCOMPASSING THE WHOLE STUDY AREA. Similar to Linden Street Corridor Overlay and Lower Falls Commercial District, this overlay would provide regulations for specific design features, allow additional uses in certain areas, and provide incentives for preferred features in new development. An overlay district does not affect the “base districts” which in this case are Business, Business A, Single Residence A, Single Residence 10, and General Residence.

The SSOD should include the following elements:

- a. Prohibit parking between the front of a building and street. Parking lots are allowed to the side and rear of a building;
- b. Create a “build-to” line for Business District. This concept is the opposite of a “Setback” which pushes buildings back from the sidewalk. 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). Examples of acceptable wall treatments could include: glazing and store-front windows, murals, wall art, awnings and canopies, and display cases featuring items of local interest);
- e. Require large buildings to include elements to break up massing (such as cornice lines, articulated walls);
- f. Provide incentives to buffer the existing wetland area from stormwater pollution from parking lot run-off;
 - Allow reduced off-street parking requirements if a property is within ‘x’ feet of a municipal public parking lot
- g. Provide incentives for meeting certain objectives such as decreased off -street parking or increased Floor Area Ratio (currently at 0.30 could increase to 0.5 when certain objectives are achieved by the design, similar to Lower Falls). Examples of objectives:
 - Require sites over certain size to provide for open space of at least 6,000 square feet or a percentage of open space on site (Linden Street Corridor Overlay District = 18%)



- Pedestrian improvements both on-site and offsite in collaboration with easements to Town for maintaining sidewalk and/or cross walks
- “Way finding” for adjacent trails
- Generously landscaped parking lots, including alternative stormwater infiltration concepts
- Bicycle parking facilities
- Screening for utilities and loading areas

NON-REGULATORY ACTIONS

1. **Local business owners/Chamber of Commerce work to create a better “identity”** for this commercial area.
 - a. Create a unique name for the area, and install signs and banners to “brand” the area (survey #2 of this project asked for suggestions, see Appendix 2);
 - b. Add more trash receptacles;
 - c. Add pedestrian seating – especially near senior center; and
 - d. Promote the area to Hunnewell Field users and spectators with signage/way finding/kiosks.
2. **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; and install new sidewalks where they do not exist now;
 - 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; and
 - h. Implement coordinated traffic signal timing in area.



Table 3. State Street Master Plan Implementation Matrix

GOAL	RECOMMENDATION	ACTION	RESPONSIBLE PARTY	TIME FRAME: S= 2 YEARS; M = 2-5 YEARS L = 5 - 10 YEARS	HIGH PRIORITY?
<i>Maintain and strengthen State Street as a local retail service center</i>	Create a State Street Overlay District (SSOD) with design guidelines that give property owners incentive to provide amenities	Amend the zoning ordinance to include the SSOD	Planning Department	S	Y
<i>Create a 'gateway' at the Washington / State intersection and a stronger 'sense of place' or 'public focus'.</i>	Local business owners/Chamber of Commerce work to create a better "identity" for this commercial area;	Choose a name for the area Add Signs and banners to "brand" the area Add trash receptacles Add pedestrian seating – especially near senior center Market area to Hunnewell Field users and spectators with signage/way finding/kiosks	Chamber of Commerce, local business owners	S	Y
<i>Create a 'public gathering place or square'.</i>	Investigate this area as the site of a Town-wide farmer's market	Investigate possible sites: Star Market parking lot, Town-owned parking lot	Chamber of Commerce, Town residents	S	N





GOAL	RECOMMENDATION	ACTION	RESPONSIBLE PARTY	TIME FRAME: S= 2 YEARS; M = 2-5 YEARS L = 5 - 10 YEARS	HIGH PRIORITY?
<i>Create a 'public gathering place or square'</i>	Create a State Street Overlay District (SSOD) with design guidelines that give property owners incentive to provide amenities	Amend the zoning ordinance to include the SSOD	Planning Department	S	Y
<i>Create a more friendly pedestrian business center environment</i>	Create a State Street Overlay District (SSOD) with design guidelines that give property owners incentive to provide amenities	Amend the zoning ordinance to include the SSOD	Planning Department	S	Y
<i>Investigate pedestrian safety improvements, new sidewalks, and traffic calming measures</i>	Improve Washington/Kingsbury intersection	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	Town - Engineering - Town Meeting	M	Y





GOAL	RECOMMENDATION	ACTION	RESPONSIBLE PARTY	TIME FRAME: S= 2 YEARS; M = 2-5 YEARS L = 5 - 10 YEARS	HIGH PRIORITY?
<i>Investigate pedestrian safety improvements, new sidewalks, and traffic calming measures</i>	Move utilities in conjunction with sidewalk improvements and/or redevelopment of drug store building at State and Washington	Upon redevelopment of private properties remove existing utility cabinet	Town (in conjunction with private development)	unknown	N
<i>Investigate pedestrian safety improvements, new sidewalks, and traffic calming measures</i>	Improve pedestrian movement across Washington Street near Morton Park	During the senior center design, work with Church to improve pedestrian crossings across Washington (such as a pinched crossing);	Town and property owners, Senior Center design team	S	Y
<i>Investigate pedestrian safety improvements, new sidewalks, and traffic calming measures</i>	Investigate additional crossing options for Washington Street; Investigate additional crossing options for State Street near Atwood Street.	Incorporate into High School Permit and construction process	Town Engineering, Planning Department, School Department	S	Y
<i>Investigate pedestrian safety improvements, new sidewalks, and traffic calming measures</i>	Improve sidewalks along Atwood including snow plowing	Has been incorporated into High School Permit and construction process	Town Engineering, Planning Department	S ☒	Y





GOAL	RECOMMENDATION	ACTION	RESPONSIBLE PARTY	TIME FRAME: S= 2 YEARS; M = 2-5 YEARS L = 5 - 10 YEARS	HIGH PRIORITY?
<i>Provide sufficient public and private parking</i>	Plan for additional parking in the area	During Senior Center planning, incorporate neighborhood concerns about adequate parking – conduct inventory of on and off street parking in the area and the demand.	Town Senior Center consultant team	S	Y
<i>Provide sufficient public and private parking</i>	Plan for additional parking in the area	Turn the Town owned parking lot into a municipal lot available for patrons	Town Manager	M	Y





APPENDICES

1. SUMMARY OF SURVEY 1 RESULTS
2. SUMMARY OF SURVEY 2 RESULTS
3. ALTERNATIVES CONSIDERED DURING THE PROCESS





1. SUMMARY RESULTS: SURVEY NUMBER ONE

The first web-based survey was targeted to Study Area property owners, businesses and residents. These groups were informed of the survey by direct mail postcards. The survey was conducted from May 5, to May 25, 2009, with a total of **58 responses received**. The survey also provided a view of three alternatives and asked people to respond to them. Full results of this survey are available in the Planning Office.

Priorities

Traffic congestion received the most “top priority” votes while pedestrian safety and quality of shops and services were the next two top priorities. The votes for Convenient Auto Parking were equally distributed across top to fifth priority (the highest vote getter was 5th or last priority with 33% of the votes).

Assets

The topics most often mentioned as assets were its central location/near Hunnewell fields and schools and proximity to natural beauty.

Challenges

The topics most often mentioned as challenges were: traffic, unappealing look, and pedestrian safety.

Desired Development

A majority of respondents would like to see a renovated grocery store, more retail goods, and an outdoor farmers market in this area.

Alternative preferences

Respondents like the renovated grocery store and increased landscape parking of all 3 alternatives, there was negative reaction to the public gathering space shown in alternatives 1 and 2 along State Street – partly due to the closure of the exit to Washington Street. Alternatives 2 and 3 which included more intense development raised concerns of increased traffic. It should be noted that much of the redevelopment shown in these alternatives is possible under existing zoning rules.

The second alternative showed the grocery store relocated to the southern end of the existing parking lot – which drew negative responses and no positive response.

Survey respondents

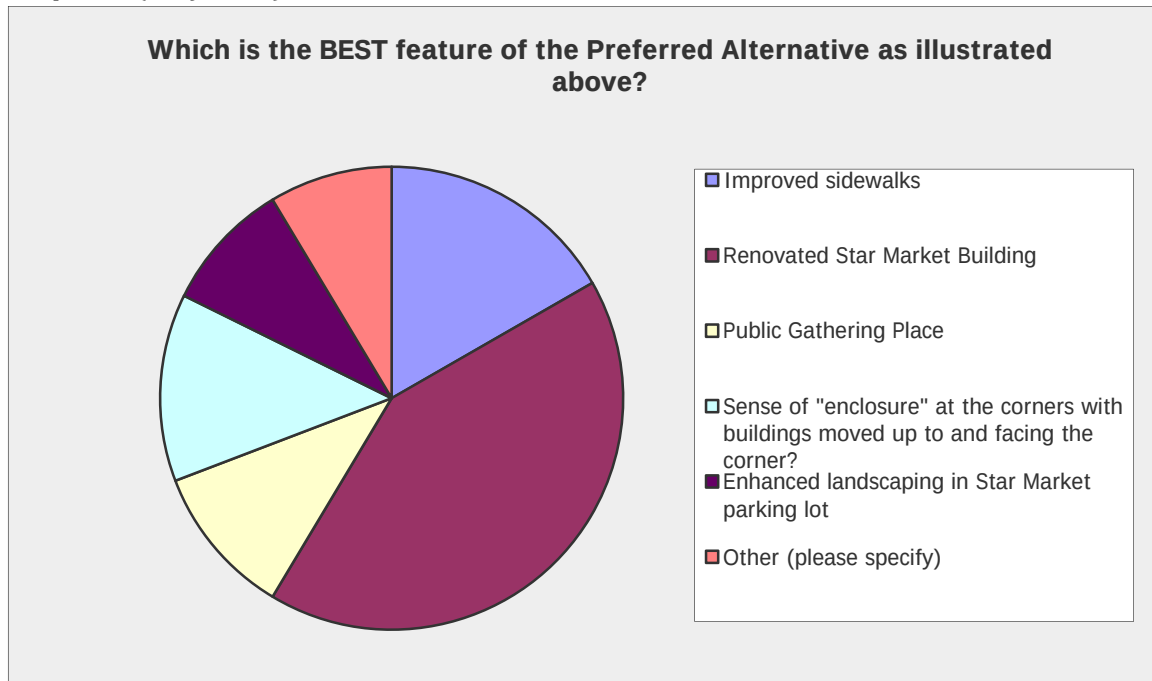
Seventy-three percent of the respondents were between the ages of 41 to 65, with the majority of all participants (63%) living in Wellesley for 10 years or more.



2. SUMMARY RESULTS SURVEY NUMBER 2

The second web-based survey was advertised to Town residents generally, both in the newspaper, email distribution lists and posting on the Town website home page. The survey was conducted from May 26, to June 15, 2009, with a total of **223 responses received**. The survey included a draft “preferred alternative” which reflected the responses from the first survey, Steering Committee input, and input from the May 15 Public Forum, attended by approximately 25 people. The introduction to the survey described the study process to date, including refinement of 3 alternatives into one – but there was some confusion about the presentation of a “preferred alternative” in this survey – which to most people was the first they had heard of the project. It would have been more appropriately labeled as a “hybrid” alternative. Full results of this survey are available in the Planning Office.

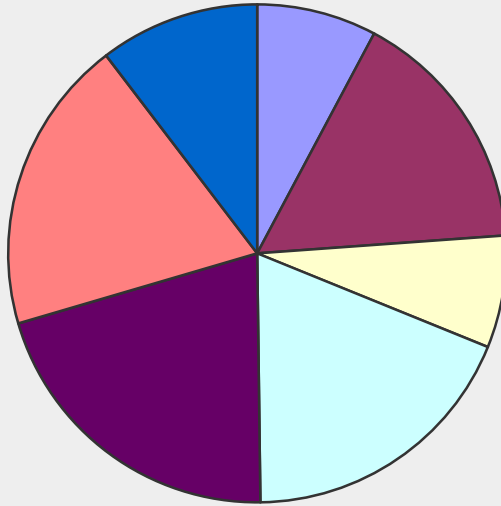
Proposed (Preferred) Alternative





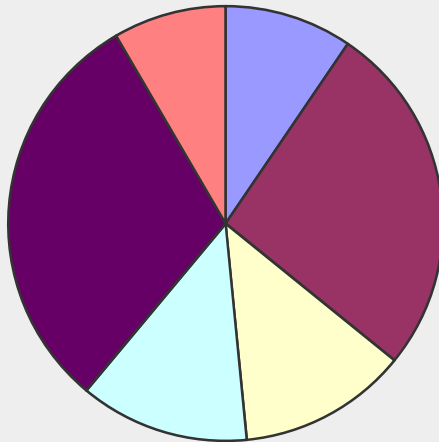
Implementation Actions

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

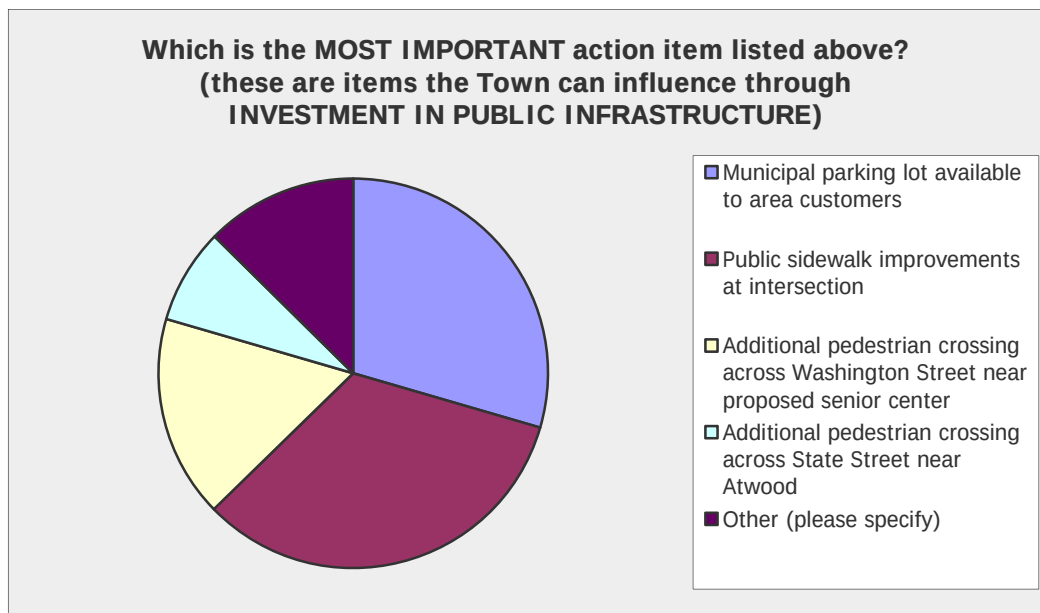


- ☐ Fewer curb cuts
- ☐ Better connection from Crosstown trail on aqueduct to the commercial area
- ☐ Professional offices in buildings along Washington Street
- ☐ Development incentives instead of requirements
- ☐ No more large blank walls
- ☐ Public Gathering Place
- ☐ Other (please specify)

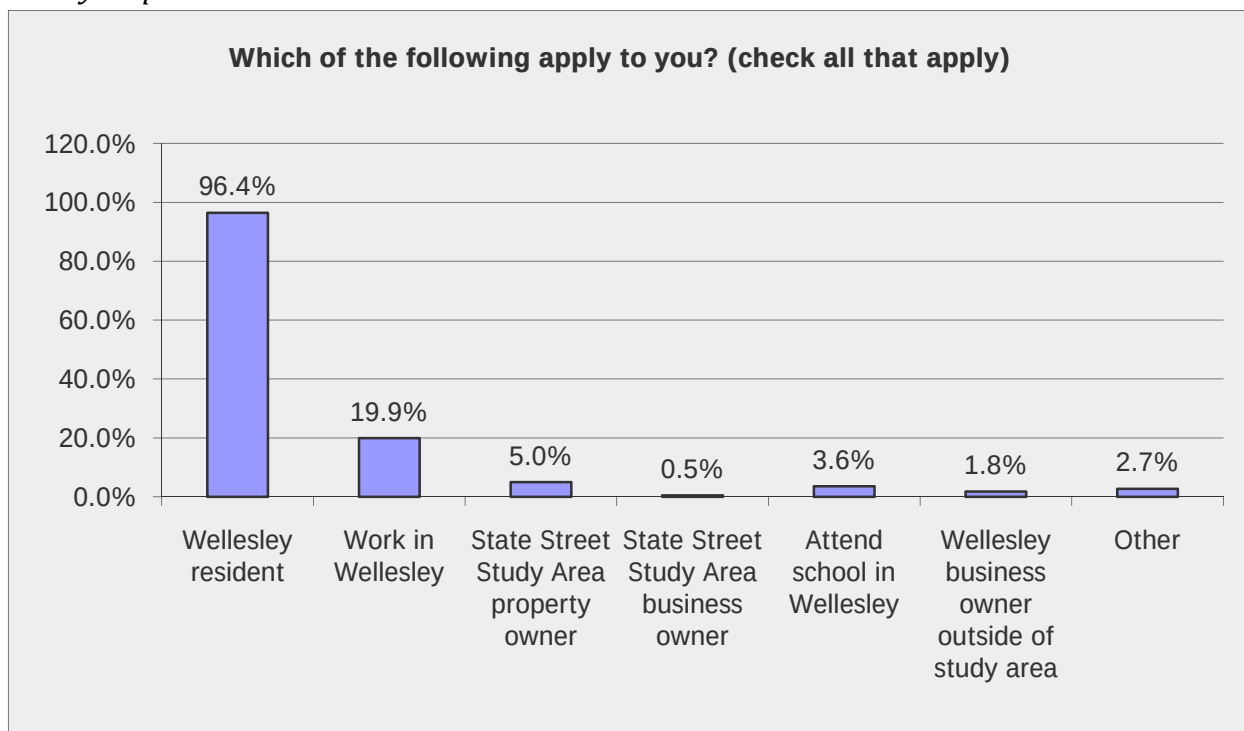
Which is the MOST IMPORTANT action item listed above? (these are items that will be accomplished by PRIVATE EFFORTS AND INVESTMENT)



- ☐ Improved signage for pedestrians using Crosstown 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)



Survey respondents





3. ALTERNATIVE DEVELOPMENT SCENARIOS CONSIDERED BY STEERING COMMITTEE AND SURVEY RESPONDENTS DURING THE PROCESS.

Alternative Visions

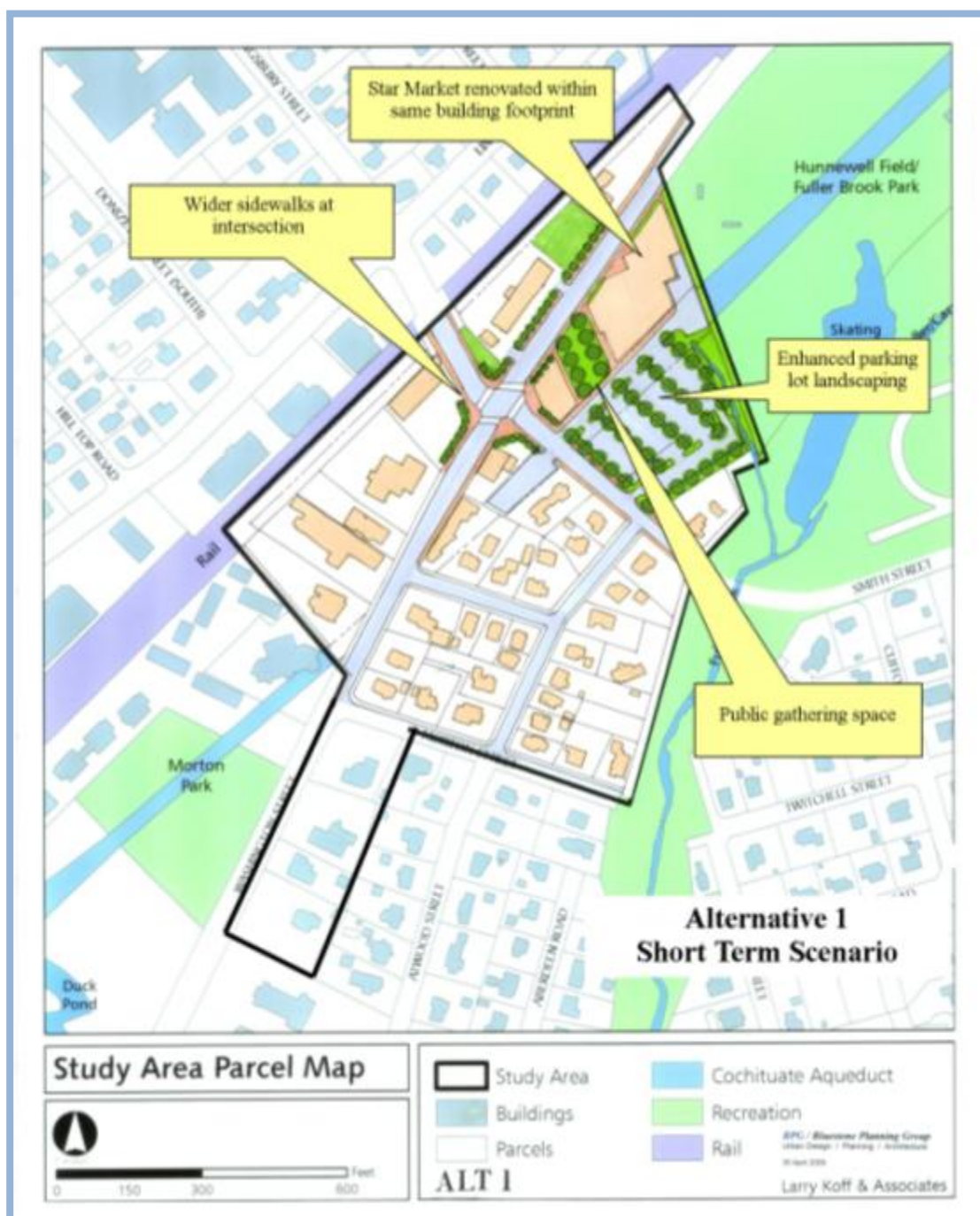
For purposes of generating discussions about the future of the State Street Business District, three alternative vision plans were prepared to illustrate options. All of these options seek to achieve the goals described above. However, the three alternatives range from minimalist interventions that can be realized in the near-term to more sweeping changes that may come about over a longer period of time.

Independent of the particular vision or visions ultimately preferred a series of public improvements can be implemented in the State Street Business District that will fit well with any of the three alternative visions. [See Section 2.0.]

Alternative 1: Minimal Changes / Renovations and Landscaping

Description: Alternative 1 illustrates a future that attempts to create a more pedestrian-friendly environment and achieve many of the goals outlined above through relatively minor interventions. Primary features include:

1. *Star Market* is renovated at its present location and it remains approximately at its current size. 'Boutique' departments are added to better cater to the student population and seniors. Such new 'boutique' features may include an ice cream department with outdoor window service. The loading dock is relocated from Route 16 and is placed at the rear of the store, and, the parking lot exit drive onto Route 16 is eliminated and converted to a green space.
2. *Rite Aid* store is renovated and reconfigured.
3. *Star Market Parking Lot* is relocated behind the Star Market and Rite Aid where it is less visible from Route 16, and, it is densely landscaped.
4. *Most other businesses* remain as they are today.
5. *Washington / State / Kingsbury intersection* is realigned, if possible, to include wider sidewalk areas of pedestrian refuge, and landscaping is increased to create a more attractive visual 'gateway' at all four corners of the intersection (on either public or private property.)





Alternative 2: A Strengthened Neighborhood Retail Service Center

Description: Alternative 2 illustrates a future that creates a more pedestrian-friendly environment and strengthens the State Street Business District as a neighborhood retail service center consisting primarily of one story retail buildings. Primary features include:

1. *Star Market* relocates to the rear of its property off of State St. / Smith St. and maintains its current size.
2. *The Washington Street frontage of the Gravestar site* is redeveloped into several new retail



shops (including the Rite Aid pharmacy) which more closely adjoin the Washington Street sidewalk to create a pedestrian walk-in environment.



3. *The Gravestar Parking Lot*, which serves both the new Star Market and new retailers, is relocated behind buildings along Washington Street where it is less visible, and, it is densely landscaped.
4. *An alternative path for the Crosstown Trail* through the Gravestar site will be created which will travel on a sidewalk behind the new retail buildings on Washington Street to State Street and the Washington / State Street intersection.
5. *The Needham Bank rebuilds* to create a larger walk-in bank. Its drive-through function is eliminated.
6. *The Haskins one-story garage building* at the rear of the property at the corner of Washington St. and Kingsbury is removed and a new retail business is developed close to the Washington Street sidewalk frontage to create a more pedestrian walk-in environment. Parking is relocated to the rear of the building. [This new building could remain an auto repair shop with garage door bays and parking relocated to the back side of the building.]
7. *Most other businesses* remain as they are today.
8. *Washington / State / Kingsbury intersection* is realigned to include wider sidewalk areas of pedestrian refuge, and landscaping is increased to create a more attractive visual 'gateway' at all four corners of the intersection (on either public or private property.)

Alternative 3: A Mixed-Use Neighborhood Village Center

Description: Alternative 3 illustrates a future that creates a more pedestrian-friendly and more intense mixed-use neighborhood village business center that strengthens the State Street Business District as a neighborhood retail service center, but which also adds upper story office (or housing) uses within new 2 or 3 story buildings. Primary features include:

1. *Star Market* relocates to the rear of its property off of State St. / Smith Street and maintains its current size. Office (or housing) uses are built above it in a mixed-use structure.
2. *The Washington Street frontage of the Gravestar site* is redeveloped into two new mixed-use buildings with retail shops and restaurants on the ground floor and offices in second and third stories above it. These new mixed-use buildings more closely adjoin the Washington Street sidewalk to create a pedestrian walk-in environment.
3. *A new landscaped Public Gathering Place* is created along the Washington Street edge of the Gravestar site as a 'gathering' or 'hang' space for neighbors, students, and seniors. This landscaped mini-park will form the public focus of the State Street village business district.
4. *An alternative path for the Crosstown Trail* through the Gravestar site will be created which will travel on a sidewalk behind the new mixed-use buildings on Washington Street and



through the new Public Gathering Place described above, then along Washington Street to the Washington / State Street intersection.

5. *The Gravestart Parking Lot*, which serves both the new Star Market and new retailers, is relocated behind buildings along Washington Street where it is less visible, and, it is densely landscaped.
6. *The Needham Bank rebuilds* to create a larger walk-in bank. Its drive-through function is eliminated.
7. *The Haskins one-story garage building* at the rear of the property at the corner of Washington St. and Kingsbury is removed and a two or three story mixed-use building is developed close to the Washington Street sidewalk to create a more pedestrian walk-in environment.
8. *The Haskins two-story office building is removed and rebuilt* as a new mixed-use building, and parking is relocated to the rear.
9. *The Mobil Station site is eventually redeveloped* as a two or three story mixed-use building.
10. *Most other businesses* remain as they are today.
11. *Washington / State / Kingsbury intersection* is realigned to include wider sidewalk areas of pedestrian refuge, and landscaping is increased to create a more attractive visual 'gateway' at all four corners of the intersection (on either public or private property.)

