

**DESIGN CHARGE**  
**Wells Mini-Charette**  
**March 6, 2013**  
**1-6:30 p.m.**  
**Wells Town Hall**

**Objectives:**

Create a conceptual master plan for Wells Village as a baseline for how the community's comprehensive plan may be updated. The Village is considered the triangular area bounded by Route 109, Route 1, and Chapel Road; it extends to the Transportation Center.

Within this area, the objectives are to brainstorm

- how the interchange area might develop,
- what intensity and mix of use certain large parcels of undeveloped land in this area might attract,
- what additional street connections would benefit the village,
- re-envisioned street cross sections to slow traffic and make bicycling and walking more attractive.
- concepts for new development that depict the use of design standards the town may explore adopting.

In addition to these objectives, SSM wishes to get insights on the following:

- the **potential for job and residential growth** in this pilot center – can it be designed to accept mixed growth?
- the **kinds of activities, goods and services** that residents and workers within this center could access without having to leave the center or needing to travel in private vehicles on major roads.
- the **relationship of this center to other centers in the region** and the choices of transportation people would have to get from this center to other centers.
- whether this center can accommodate housing for **residents of different incomes**.

**Design Challenges:**

***Intensity/Density/Mix of Development:*** Substantial underutilized land area exists in this triangle. The community's comprehensive plan has recently undergone some level of challenge. This effort should consider those re-zoning requests. One large parcel near the intersection of Chapel Road and route 109 has approved plans for mixed use development. Approval came just as the market crashed in 2009.

- **Growth Targets:** Based on projections done in the late 2000's and adjusted after 2010 census results were made available, the town may to host 2328 additional housing units in the next 25-35 years along with nearly 1200 jobs. If 50% of those units and 75% of those jobs were captured within this village area, that would mean 1164 housing units and 900 could be realized (an average of 54 units and 38 jobs per year over 30 years). If however, only 25% of the units and 50% of the projected jobs were captured **within this area**, some 560 units and 600 jobs (on average 19 units and 20 jobs annually over a 30 year horizon) would result.  
**Whether Wells is prepared to support a growth management program that would capture at least 25% of the projected residential growth and 50% of the projected job growth within this study area is one of the areas this workshop will explore; in the end, it is Well's decision whether to have any targets for this growth area.**

- If 25% of projected units (560) were built on 100 of the available 695 acres, which would yield a density of 5.6 units per acre assuming that public or community sewer serves these 100 acres.
- If 50% of projected (or 600) jobs were created in this area, as much as 300,000 s.f. of new commercial could be realized at 500 s.f. per employee.

**Land use mix:** Strive for a mix that can share traffic, customers, and parking; and that will allow customers and residents to meet a reasonable number of needs within walking distance of homes and job locations. The mix can build on the substantial array of convenience goods and services (food, hardware, drug stores, banking and other personal services, etc.) already in the Wells shopping areas. In Table 1, note the synergies between activities as rated by Urban Land Institute:

**Table 1. On-Site Support and Synergy in Mixed-Use Projects**

Land Use	Degree of Support/Synergy			
	Residential	Hotel <sup>a</sup>	Retail/Entertainment <sup>b</sup>	Culture/Civic/Recreation
Office	●●	●●●●●	●●●●	●●●
Residential	●●●	●●●	●●●●	●●●●●
Hotel	●●●●●	●●●	●●●●	●●●●
Retail/Entertainment	●●●●●	●●●●●	●●●●●	●●●●
Cultural/Civic/Recreation	●●●●	●●●●●	●●●●●	●●●

Bullets: ●=very weak, ●●=weak, ●●●=moderate, ●●●●= strong, ●●●●●= very strong.

<sup>a</sup> Synergy is strongest between high end hotels and condominiums, less for mid-priced hotels and residences.

<sup>b</sup> Restaurants and food services are the main source of benefit for offices.

Source: *Mixed Use Development Handbook*, 2<sup>nd</sup> edition, Urban Land Institute, Washington, DC, 2003, p. 85.

**Circulation/Safety:**

Improve vehicular and pedestrian connections within the pilot area. Consider whether and how at least one additional east-west and/or one additional north-south connection can be made through the pilot area. For example, is there a way to extend College Drive to Route 1 at Mile Road or to connect Flintock Village with Chapel Road or Route 109?

Consider alternatives, such as but not limited to addition of transit service, which may make it easier for current and future residents and workers to utilize the train service.

**Aesthetic:** Building design/height, parking lot layout and landscaping as well as street-scaping and pedestrian amenities are important to the success of this important area of Wells.

**Parks, Trails, Recreation and Open Space:**

Look for opportunities to interconnect existing and potential spaces with one another and with residential and commercial activity centers in the Village area.