

# APPENDIX E

## GOALS AND POLICY REVIEW CHECKLIST

# MEMORANDUM

**TO:** Route One Corridor Committee

**CC:** Nancy Letendre, Town Planner

**FROM:** Jim Riordan, Weston & Sampson

**DATE:** November 22, 2021

**SUBJECT:** Goals and Policies Summary

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## Introduction

At an initial meeting with the Route One Corridor Committee (ROCC) on November 9, 2021, Weston & Sampson agreed to conduct a review of existing documents and provide the ROCC with a summary of goals and policies developed from review of existing documents. This memorandum and attached table, present the results of that review, presenting a summary of goals and policies by subject area for consideration and discussion by ROCC members. We anticipate discussing this document with you at our next scheduled biweekly meeting on December 3, 2021.

## Methodology

In order to provide a summary of goals and objective for the Route One Corridor, Weston & Sampson reviewed existing Town documents and resources to determine what objectives have already been identified by the Town. We reviewed the following documents to identify high-level goals and objectives that were presented in both generally as well as those specifically made for the Route One Corridor.

- Westerly Comprehensive Community Plan, 2020-2040
- Westerly Economic Development Commission – Westerly Economic Plans Summary, 2021
- Rhode Island Long Range Transportation Plan, 2020
- Route 1 Corridor Study: Transportation and Land Use Solutions, 2007
- Stonington Route 1 Corridor Study, 2008
- Business Survey Results, 2019
- Westerly Zoning Ordinance
- Westerly Land Development and Subdivision Regulations

As part of this review, we also looked at the Town's Zoning Ordinance and Land Development and Subdivision Regulations to assess if specific sections were supportive or prohibitive of the goals and objectives observed in other Town documents.

While reviewing the relevant documents, specific language related to goals and objectives for Route One were copied and inserted into a table of sources noting the document title, reference (e.g., page number) within the document, and the specific language that was copied. Once this review was complete, common subject areas identified. A second table (attached) was created that lays out the subject areas and provides discussion of each related to the Town's existing regulations and ordinances. In addition, when possible, an initial consideration was provided on ways to improve the connection between the goal or objective and the Town's current regulatory framework.

We anticipate that immediate next steps and timeline in the planning process will include:

- December 3, noon—ROCC biweekly status meeting.
- December 8—Narrative list of opportunities and challenges in the study area.
- December 13— ROCC will report on the project plan at the Town Council meeting. (Weston & Sampson is not currently anticipated to attend.)
- December 17, 9:30 a.m.—ROCC biweekly status meeting during which we will discuss the results of the Town Council meeting and next steps in the existing conditions review.
- December 22—Existing conditions review with opportunities and challenges depicted on maps/graphics.



Goals and Objectives Summary	
Goals and/or Objectives	Relationship to the Zoning Ordinance or Land Development and Subdivision Regulations
<b>Goals and Objective Themes</b>	
<b>Redevelopment of Underutilized Parcels</b>	
Broaden allowable uses in commercial districts (GC, GI, HC, MC, ORAT, P-15, SC-G).	A wide variety of uses are currently allowed in the HC district, including mixed use according to §260-64 of the zoning ordinance and code 18 of Zoning 260 Attachment 11:1. A review of §260-64 indicates that mixed use the HC district requires both Major Land Development and Development Plan Review. §A261-21 (Land Development and Subdivision Regulations) allows for the waiver of development plan approval under certain circumstances when no extensive construction of improvements is sought.
Streamline and clarify the local review process for development and redevelopment	As suggested through findings from the public survey, consider ways to clarify the local development review process. This is intended to improve the efficacy of reviews.
Call for an emphasis on the redevelopment of underutilized parcels in areas with adequate infrastructure and access to public services.	Parcels adjacent the corridor are currently zoned with a variety of commercial and residential districts. These designations are highly dependent on what area within the corridor they are located. There doesn't appear to be anything specific within the ordinances or regulations that would encourage reuse and redevelopment over new development.
Focus development along Route 1 to provide for additional commercial space without expanding the district boundaries.	<b>Consider:</b> Review the zoning classifications assigned along Route 1 and determine if the existing classifications promote additional commercial development in a way that promotes reinvestment into existing parcels. The Town could revise the existing districts to reflect incentives for redevelopment or consider a Route 1 overlay district designed to achieve the desired goals of the district.
<b>Traffic Improvements</b>	
Support programs and financing of road and sidewalk maintenance and improvements.	The Town has a capital budgeting process and could consider setting aside funds within capital budgeting to make streetscape and sidewalk improvements. Applications for new and redevelopment should be



Goals and Objectives Summary	
Goals and/or Objectives	Relationship to the Zoning Ordinance or Land Development and Subdivision Regulations
	required to provide streetscape improvements and could be required to contribute to a sidewalk maintenance fund that could be used for areas of Route 1 in which it is collected. This would provide a small, but continuously increasing sidewalk maintenance fund that would directly benefit property owners and businesses along the corridor. Grant funding should also be investigated on a regular basis.
Introduce traffic calming tools to increase automobile and pedestrian safety.	The entirety of Route 1 is a state road, and the Town cannot take action within their designated right of way without RIDOT coordination and consent. The Town will need to continue to work with RIDOT to improve traffic congestion issues.
Reduce curb cuts along Route 1.	
Reduce congestion issues identified.	
<b>Enhance Economic Opportunities</b>	
Support new initiatives for existing commercial and industrial areas to enhance business activity and increase job opportunities.	Several of the districts along the corridor currently allow for mixed use under §260-64, these districts include Highway Commercial (HC), General Commercial (GC), Neighborhood Business (NB), and Professional/Office (P-15).
Allow for mixed uses to attract new businesses and vitality to the area.	<b>Consider:</b> Review the zoning classifications assigned along Route 1 and determine if the existing classifications promote additional commercial development in a way that promotes reinvestment into existing parcels. The Town could revise the existing districts to reflect incentives for redevelopment or consider a Route 1 overlay district designed to achieve the desired goals of the district. Public survey results suggest a desire to attract new business and focus on a year-round economy.
<b>Reevaluate and Reduce Parking Requirements</b>	
Reduce the amount of impervious surface in new and redevelopment projects.	The zoning ordinance does allow for off-street parking and §260-77 requires that all off-site parking be within 500 feet of the main use. The ordinance also allows for shared parking in mixed use developments under §260-64.
Reduce the amount of parking that fronts on the street	



Goals and Objectives Summary	
Goals and/or Objectives	Relationship to the Zoning Ordinance or Land Development and Subdivision Regulations
	<b>Consider:</b> Reducing the number of required parking spaces for specific development types along the corridor to encourage the sharing of existing parking areas and reducing the amount of new parking spaces when properties are developed or redeveloped. Also consider the use of green infrastructure and low-impact development to effectively reduce the area of impervious surface.
<b>Aesthetic and Landscape Improvements</b>	
Reverse the trend of generic commercial strip development on Route 1.	§A261-30 provides for specific design and improvement requirements as part of the Land Development and Subdivision Regulations. These design requirements include street design standards, landscaping standards, sidewalk standards but don't appear to require building design standards within most of the commercial districts.
Refocus development that promotes a sense of place and a reflection of small-town charm.	<b>Consider:</b> Implementing design standards to new development and redevelopment to migrate away from generic strip development along the corridor. This could be accomplished by updating the current design standards, drafting new design standards, or creating an overlay district with specific design standards for Route 1.
Create a uniform signage program to create a sense of place with common identifiers to destinations throughout the corridor.	Amend the sign ordinance to create a more uniform and aesthetically pleasing design along the corridor. Create a logo or recognizable sign that denotes the area and provides for wayfinding in a character appropriate and context sensitive way. Public survey results also suggested that the Town should provide a simplified explanation of signage regulations and standards.
Improve the streetscape with landscaping improvements.	The zoning ordinance and subdivision regulations do provide for landscaping standards, but these will only come into play upon redevelopment and new development.  <b>Consider:</b> Developing an incentive program for current property owners and businesses to voluntarily improve streetscape design and



Goals and Objectives Summary	
Goals and/or Objectives	Relationship to the Zoning Ordinance or Land Development and Subdivision Regulations
	landscaping within their purview to create improved street aesthetics. This could be funded by grants through the Town or by grants from outside of the Town. Other options to consider could be related to tax rebates for those who participate. The Town could require enhanced landscape standards for parcels that are developed or redeveloped. Implementing green infrastructure to serve as both stormwater management and landscaping enhancements when appropriate will serve a dual purpose. Consider decorative streetlights in some areas and seek grant funding or other sources for installation.
<b>Improved Land Use Pattern</b>	
Provide incentives for mixed-use commercial and professional services in redevelopment within the HC district.	The zoning ordinance currently allows for mixed use in the HC district as defined in §260-64. A mixed-use development in the HC is required to apply for Major Land Development and Development Plan Review.  <b>Consider:</b> Provide density bonuses, reduced parking requirements, increased height allowances, streamlined permitting, or other incentives to encourage new development and redevelopment to appropriately mix commercial and residential uses on properties. Promote professional services uses with some of the same techniques and by ensuring that such services are allowed by right in the district with appropriate but limited regulatory review.
Create links between the residential areas that abut the Route 1 corridor.	The zoning ordinance and land development and subdivision regulations do not currently require these connections.  <b>Consider:</b> Updating land development regulations to require pedestrian and bicycle linkages between existing commercial properties along the corridor and new residential development that abuts it. This can be accomplished by way of the land development processes and will capture both new development and redevelopment of parcels.



List of Goals and Objectives Sources	
Source	Goal and/or Objective
<b>General Applicable Goals and Objectives</b>	
<b>Comprehensive Community Plan</b>	
Part I. Community Land Use: Vision Strategies, & Implementation – Chapter 1, Section 1.2, page 3	Achieve an appropriate balance between conservation and development and establish a resilient community in all functions – from water supply maintenance to economic development. The Town encourages growth which recognizes its assets and enhances opportunity while at the same time maintaining Westerly’s cherished sense of place.
Part I Community Land Use: Vision Strategies, & Implementation – Chapter 1, Section 1.3, page 4-5	Permit commercial uses through innovative development regulations and techniques. Commercial sprawl shall be avoided. Instead, integrate new commerce and maximize the development potential in existing commercial districts. Provide for shared or maximum parking requirements. Provide incentives to develop outparcels for single tenant retailers in the parking lots of strip malls. Continue to break silos and be flexible with where businesses locate.
	Maximize traffic safety and mobility by maintaining road surfaces, introducing traffic calming tools where appropriate, and re-engineering traffic patterns with related storm water infrastructure. Development shall not outpace the capacity of roadways and related stormwater controls. Traffic safety can be enhanced by the installation of traffic calming tools.
	Promote diversity in the type and vitality of locally owned businesses. New businesses will take on different forms (e.g., telecommuting, virtual reality, artificial intelligence), need different types of spaces (e.g., homes offices, incubators, co-ops), and different infrastructure (e.g., telecommunications, broadband).
Part I. Community Land Use: Vision Strategies, & Implementation – Chapter 3, Section 3.7, page 63	Policy LUZ-1.1: Emphasize the redevelopment of underutilized parcels in areas with adequate infrastructure and access to public services.
Part I Community Land Use: Vision Strategies, & Implementation – Chapter 4, Section 4.2, page 86-99	ACTION ECON-1.2.F: Support the development and implementation of a strategy for commercial corridors that clearly articulate the town’s vision and attracts investors and commercial businesses to these areas.
	ACTION ECON-1.3.B: Revise the Zoning Ordinance to expand and broaden uses with the GC, GI, HC, MC, ORAT< P-15, and SC-G zoning district boundaries to reduce commercial sprawl and promote better utilization of existing districts.
	ACTION ECON-1.3.E: Support programs and financing of road and sidewalk maintenance and improvement.
	ACTION ECON-1.4.A: Investigate and pilot new planning tools for existing commercial and industrial areas to enhance business activity and increase local job opportunities.
	ACTION ECON-2.3.D: Plan for the sustainable future buildout of commercial corridors within commercial zones.
	ACTION INF-1.1.A: Amend the Land Development and Subdivision Regulations to provide standards that align infrastructure demands associated with new development and redevelopment with capacity.



List of Goals and Objectives Sources	
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CONTINUED Part I. Community Land Use: Vision Strategies, & Implementation – Chapter 4, Section 4.2, page 86-99	ACTION INF-1.3.D: Revise the Zoning Ordinance and Land Development and Subdivision Regulations to reduce the amount of impervious surface allowed in new development and redevelopment projects.
	ACTION TRANS-1.1.H: Through small area planning, seek better non-automotive connections between neighborhoods and key locations for satisfying daily errands and common personal needs.
	ACTION TRANS-1.1.I: Review and revise off-street parking regulations in the Zoning Ordinance to incorporate automobile parking minimum based on need, the inclusion of bicycle parking minimum, and access to transit.
<b>Route One Specific Goals and Objectives</b>	
Part I. Community Land Use. Vision, Strategies, & Implementation – Chapter 1, Section 2.7, page 16	There is a recognition that commercial sprawl has turned a significant portion of Route 1, including Granite Street, Franklin Street, and Post Road into a generic commercial arterial strip which lacks character. There is a strong desire to reverse this trend and refocus development that promotes a sense of place and a reflection of small-town charm.
Part I Community Land Use. Vision, Strategies, & Implementation – Chapter 3, Subsection 3.3.2, page 41	HC (Highway Commercial) The HC zoning district, which consists of approximately 300 acres (or 1.5% of the total land area within the Town), is intended for areas that are primarily motor vehicle-oriented due to their location along major roadways. An objective of this commercial zoning category is to address existing traffic safety problems associated with excessive curb cuts and to prevent further traffic problems from occurring with future development. This district is located along Route 1 (Franklin Street, Granite Street, and Post Road). The Town will reconsider the use of HC zoning district in areas along Route 1 that are served by sidewalks.
Part I Community Land Use. Vision, Strategies, & Implementation – Chapter 3, Subsection 3.4.2, page 46	The Plan specifically provides that this district should not be enlarged. The existing commercial areas are underutilized and in need of redevelopment. It is intended that a limit on the amount of commercial development and revised development standards for new commercial development on vacant property will control commercial sprawl. By such limitation it is also intended that renewed interest in renovation, restoration, and redevelopment of existing Highway Commercial properties will be achieved.
Part I Community Land Use. Vision, Strategies, & Implementation – Chapter 3, Subsection 3.6.4, page 58	Neighborhood Plans will open areas within Westerly to small-scale, context-sensitive mixed –use development and recreation opportunities that support a healthy lifestyle and maintain community character. Whether Downtown revitalization, Bradford or White Rock redevelopment, better utilization of the Route 1 corridor, or the resiliency of Watch Hill, the vision, needs, priorities, and desired outcomes of each constituent neighborhood require individual small-area plans.



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Part I. Community Land Use. Vision, Strategies, & Implementation – Chapter 3, Subsection 3.6.7, page 59-60	<p>This Plan prohibits the expansion of commercial and industrial zoning districts, with the exception of the airport industrial zone, and encourages redevelopment of existing under-utilized commercial and industrial space particularly in the Route 1 corridor.</p> <p>Reuse and revitalization of existing commercial and industrial space as an alternative to new development is one of the themes of this Plan. For example, the Plan calls for modification of zoning and land use regulations to support adaptive reuse of vacant and underutilized industrial and commercial buildings and associated areas in Town. The Plan also calls for the Town to work with existing commercial property owners in the Route 1 corridor to enhance landscaping and green space through incentives such as reductions in required parking area.</p>
Part I Community Land Use: Vision Strategies, & Implementation – Chapter 4, Section 4.2, page 91	ACTION SF-1.1.C: Through changes to zoning, provide incentives for mixed use commercial and professional services in redevelopment within the HC zoning district.
Part II. Inventory and Analysis, Chapter 8, Subsection 8.1.2, Page 233	Routes 1 and 78 were both noted as part of the CMS and Route 1 was identified as experiencing congestion at that time. It was additionally forecasted to experience continued congestion as far out as 2025. Recommendations for improvements along Route 1 at that time included intersection improvements, signalization improvements, and access management. Some of these recommendations were realized near the Charlestown-Westerly line, with the installation of several traffic lights and turning lanes to enhance both traffic flow and safety. More recently, the CMP included as Appendix A to Transportation 2037 identified Westerly’s segments of both Route 1 and 78 as experiencing congestion in 2012, with congestion projected to continue until at least 2035.
Economic Plan Summary	
Economic Plan – Findings Summary, Page 6	<p>Existing investments tend to be:</p> <ul style="list-style-type: none"> <li>• Uncoordinated with surroundings</li> <li>• Less attractive than could be</li> </ul> <p>On Route 1, existing spaces are under used and under productive for owners and the town.</p> <ul style="list-style-type: none"> <li>• Parking lot deserts</li> <li>• Single story strips</li> <li>• Individual curb cuts</li> <li>• Multiple lots stripped but idle</li> <li>• Multiple vacancies in existing strip malls</li> </ul>



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Page 9	<p>Along the Route 1 corridor there are empty lots, incomplete renovations, curb cuts, tired mini-malls, and oversized parking lots.</p> <p>From upper Franklin Street through to Walmart, the Route 1 corridor has multiple greyfields and tired strip malls which offer significant opportunities for revitalization with 21<sup>st</sup> century life.</p> <hr/> <p>The Route 1 corridor should migrate to a series of South County Commons-styled locations with:</p> <ul style="list-style-type: none"> <li>• Commercial/retail on the ground floor</li> <li>• Residential, including low and moderate income, on the second floor</li> <li>• Reduction in parking lot deserts</li> <li>• Walkable, visually appealing, streetscapes off Route 1</li> </ul>
Page 10	<p>Leverage and reuse already commercialized properties</p> <ul style="list-style-type: none"> <li>• Greyfields</li> <li>• Empty lots and buildings</li> <li>• Aging mini-malls</li> <li>• Parking lot deserts</li> </ul> <p>Mixed uses in these leverageable areas</p> <ul style="list-style-type: none"> <li>• Retail/commercial ground floor</li> <li>• Residential above</li> </ul> <p>Mini-destinations with “community feel” over “automotive centric commerce”</p> <p>Infrastructure and services appropriate to the plan</p> <hr/> <p>Some Ordinance changes will be required for some portions of the plan</p>



List of Goals and Objectives Sources	
Source	Goal and/or Objective
Page 21	<ul style="list-style-type: none"> <li>• Permission of mixed-use “South County Commons” styled development in grey fields, empty lots, tired malls in the corridor.</li> </ul> <p>Westerly should encourage, and in some cases participate in, infrastructure service extensions for the immediate viability and long-term success of many plan elements:</p> <ul style="list-style-type: none"> <li>• Water and sewer extensions where needed in Route 1 corridor</li> </ul> <p>A business hotel – targeted at Route 1 corridor</p>
Page 28	<p>Each of the initiatives has these four elements of a Main Street America’s approach:</p> <ul style="list-style-type: none"> <li>• Economic Vitality – capital, incentives, and other economic and financial tools</li> <li>• Design – the physical and visual assets that set the commercial district apart</li> <li>• Promotion – positioning, creating a positive image that showcases a community’s unique characteristics</li> <li>• Organization – creating a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district</li> </ul>
<b>RI Long Range Transportation Plan December 2020</b>	
Section 5 Measuring Performance and Outcomes, Strategy, Page 38	Coordinate cross-border transit service throughout the Providence and Westerly/New London urbanized areas.
<b>Route 1 Corridor Study: Transportation and Land Use Solutions</b>	
Executive Summary, Transportation and Land Use Solutions, Pages v-xi  Page v	The views and vistas depicted on the roadside character maps developed for this study are important components of the scenic and rural character of Route 1 and should be prioritized for preservation.

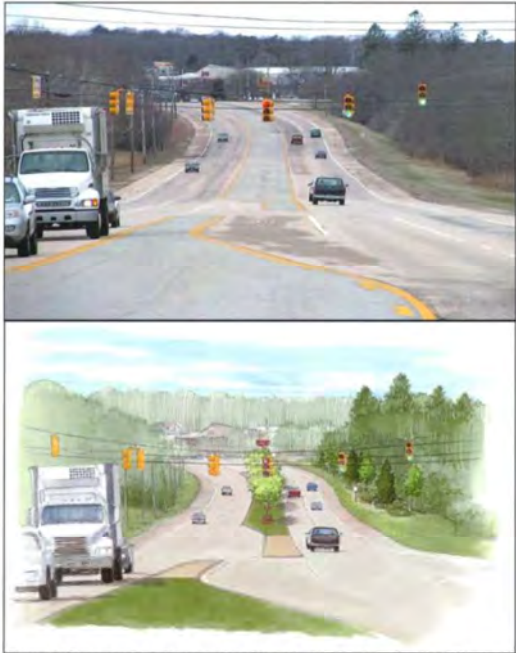


List of Goals and Objectives Sources	
Source	Goal and/or Objective
Page vii	A complete vegetation management plan for Route 1 should have four components: (1) maintaining existing forests and other vegetated areas that abut Route 1, (2) selective clearing to restore views, especially views of the salt ponds and of Rhode Island Sound, (3) re-vegetating areas where screening is needed and to restore areas of damaged vegetation, and (4) control and removal of invasive species, especially plants that displace native species and alter the character of the landscape. Mapping was developed to identify specific areas where these vegetation management strategies can be applied. Examples include the Hannah Robinson Rock and Tower, Mud Cove, the Wakefield/Narragansett interchange exits, and the southbound approach into Dunn's Corners.
Page viii	<p>Each town within the study corridor is unique, facing a different combination of traffic demands and challenges, as well as a different development environment and historical context. Typically, safety improvements being evaluated and implemented by RIDOT will assist towns in improving access and safety. Important access management strategies to consider are:</p> <ul style="list-style-type: none"> <li>• Prohibit addition of new left turning movements or new median breaks</li> <li>• Add acceleration and deceleration lanes consistent with current highway practices</li> <li>• Encourage a shared access point for multiple developments</li> <li>• Consolidate existing driveways during redevelopment of parcels, particularly to commercial land uses, to limit the number of curb cuts on Route 1</li> <li>• Utilize frontage or backage roads for access to new developments</li> </ul>
	In Westerly, the pedestrian environment is influenced by automobiles because existing sidewalks abut parking lots, not buildings, and pedestrians are exposed to traffic on Route 1 with no buffers. Poor sidewalk conditions should be addressed when maintenance of the roadway is done by RIDOT. Development or redevelopment of parcels should be encouraged to relate the site layout to the sidewalk, taking into consideration the relationship between pedestrians and the proposed building(s).
Page ix	A uniform signage program will create a sense of place by applying common identifiers to destinations throughout the corridor. The Route 1 corridor is a geographic feature that extends through several different jurisdictions. It can benefit from a pattern of consistent signage to help knit together the various jurisdictions. The recommendation is not to add



List of Goals and Objectives Sources	
Source	Goal and/or Objective
Page X	more signs, but to use signs consistently throughout the corridor. The end product should not be sign clutter, but sign simplification. This should include a logo that clearly identifies South County.
	One way to achieve village character is to adopt form-based or context-based zoning. Form based zoning concentrates more on the visual appearance of the development and less on the actual uses of the property. This allows for a mix of uses and more pedestrian-oriented development. Furthermore, design of the development should consider the context in which is it occurring, taking clues from the neighborhood or other areas of town, and incorporating them into new developments. A plan is created by the municipality for the area that assesses the existing conditions, outlines design improvements, and shows where clues should be taken from. The plan is used as a basis for zoning amendments.
	In general, development should focus on accommodating the pedestrian rather than the automobile with parking in the rear, buildings set closer to the sidewalk, and walkways linking to adjacent developments. Development should relate to the roadway, sidewalk and adjacent structures and uses. It should also be more compact, typically mixing uses in a building or on a parcel. Consideration should be given to the nearby neighborhoods in the placement of uses. For example, Dunn’s Comers in Westerly is near high and medium density residential areas and should incorporate attractive pedestrian links to these areas where possible.
	Each town should incorporate assessment of impacts to historic resources as part of the current development review process. As developments are proposed in the town, applicants should be required to determine whether a property contains historic or archaeological resources. They should then indicate how their proposed activities will protect the characteristics that make the historic resources significant, including not only physical changes to the resource itself, but also the surrounding environment in which the resource is set.
Comprehensive Plans, Page 25	Traffic along the Route 1 corridor in Westerly is also an issue addressed in the comprehensive plan. Consolidation of driveways and increased public transit are cited as ways to reduce congestion and provide better access to local businesses.
	A significant natural feature of town and along the Route 1 corridor is the Aguntaug Swamp (Crandall Swamp). The comprehensive plan describes it as a large central wetlands system in Westerly that is a priority for protection. It is cited as one of the largest freshwater wetland systems in the state and one of the largest stands of Atlantic White Cedar, significant biological diversity. The town recognizes that development along Route 1 threatens the wetland areas. As developments come forward, the comprehensive plan recommends that the town should evaluate cumulative impacts on this and other important wetland ecosystems to maintain water quality, food protection and valuable wildlife habitat



List of Goals and Objectives Sources	
Source	Goal and/or Objective
<p>Vegetation Management Plan, Page 41</p>	 <p><small>Figure 8. Conceptual drawing showing effect of added landscaping in northbound approach to Dunn's Corner.</small></p>
<p>Improve Roadway Safety, Page 51</p>	<p>From Route 1A to the Westerly Bypass (Route 78), four traffic signals control fairly heavy traffic at crossroads and at retail centers on this five-lane road. Several developments are not served by signals and generate significant volumes of turning to and from Route 1. Newer developments should utilize these existing driveways to the extent practical, developing agreements with the town or abutters for the shared access.</p> <p>From the Westerly Bypass (Route 78) to Tower Street, Route 1 really requires a different menu of access management and traffic operation strategies compared to the rest to the project. With the abutting properties for the most part developed, there are limited opportunities for improvements without substantial community "private-side" support. In planning for the future of this road segment, the town should consider:</p> <ul style="list-style-type: none"> <li>• Shared access, which would have been a significant factor had it been applied to the establishments on the east side of the road between Wilson Street and John Street. Redevelopment of properties should be encouraged to consolidate driveways and have shared access to Route 1.</li> </ul>



List of Goals and Objectives Sources	
Source	Goal and/or Objective
	<ul style="list-style-type: none"> <li>• Frontage Roads and/or Backage Roads, which take all turning traffic out of the Route 1 traffic flow.</li> <li>• Acceleration and deceleration lanes consistent with current highway practices are essential in the introduction of any new driveways.</li> </ul>
Pedestrian Mobility, Page 52	West of Route 78 in Westerly, this road is predominantly curbed and furnished with sidewalks on both sides. Given the relatively dense development in this area, crosswalks and pedestrian signals should be vigorously maintained.
<b>Westerly Business Survey Results</b>	
Presentation Page 3	14% of respondents were from Dunn’s Corner, 11% from Route 1 Corridor
Presentation Page 4	79% of respondents have fewer than 5 employees, 66% operate one location only in Westerly – represents mostly small Westerly only business owners as respondents
Presentation Page 6	<p>Respondents are most impressed with Westerly’s Character (76% vs. 3%) and Community (75% vs. 6%)</p> <p>Westerly Government is viewed as Business Friendly (50% vs. 17%) and Supportive (51% vs. 20%)</p> <p>Less effective is Attracting New Businesses (31% vs. 26%) and Government/Business Communication (35% vs. 20%)</p>
Presentation Page 7	<p>Respondents’ satisfaction levels were strongest with Westerly’s:</p> <ul style="list-style-type: none"> <li>• Quality of Life (88%)</li> <li>• Access to Customers (75%)</li> <li>• Transportation Access (68%)</li> <li>• Chamber of Commerce Support (66%)</li> </ul> <p>Respondents’ dissatisfaction levels were strongest with Westerly’s:</p> <ul style="list-style-type: none"> <li>• Access to a Qualified Workforce (33%)</li> <li>• Access to Parking (32%)</li> </ul>
Presentation Page 8	<p>While overall positive responses for the town services surveyed, dissatisfaction levels were strongest with:</p> <ul style="list-style-type: none"> <li>• Board Approval Process (19%)</li> <li>• Effective Communication of Policy and Implementation (19%)</li> </ul>
Presentation Page 9	<p>Businesses would like the town to focus on:</p> <ul style="list-style-type: none"> <li>• Supporting a year-round economy</li> <li>• Attracting new businesses</li> <li>• Protecting Westerly’s resources &amp; character</li> <li>• Marketing/promoting Westerly</li> </ul>
Presentation Page 10	There was no clear preference from respondents on which land use to support given four alternatives.



List of Goals and Objectives Sources	
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	<p>Interesting array of “other” recommendations:</p> <p>“Trial form-based design”</p> <p>“Enough restaurants &amp; gyms...Need more PARKING...”</p> <p>“Maximize waterfront”</p> <p>“Fill existing buildings before creating more” (2 similar)</p> <p>“Bike paths”</p> <p>“Accommodate small businesses, trades, work from home”</p> <p>“Sober house to help the opioid epidemic”</p> <p>“Denser commercial use of airport area for development”</p> <p>“Stop turning commercial property into residential”</p>
Presentation Page 11	<p>Regarding Infrastructure Improvements, respondents clearly wanted Westerly to prioritize Roads &amp; Sidewalks (80%)</p> <p>Stormwater/Drainage (45%)</p> <p>Other priorities included:</p> <ul style="list-style-type: none"> <li>• Solar and wind energy</li> <li>• Improve traffic patterns</li> <li>• Other transportation means</li> <li>• Parking (2 comments)</li> <li>• Downtown waterfront</li> </ul>
Presentation Page 12	<p>What tools, resources, or action could Westerly government provide in order to assist you in achieving your business objectives?</p> <ul style="list-style-type: none"> <li>• Stream-line permitting and records access – leverage technology</li> <li>• General branding of Westerly outside our immediate area</li> <li>• Local government to focus on maintain infrastructure</li> <li>• Timely permit acceptance and guidance; more realistic business taxes</li> </ul>
Presentation Page 13	<p>What impediments, if any, are there to doing business in Westerly?</p> <ul style="list-style-type: none"> <li>• Planning &amp; Zoning is well done but it takes too long</li> <li>• Government slow and old school</li> <li>• Lack of rules &amp; regulations for business owners</li> </ul>



List of Goals and Objectives Sources	
Source	Goal and/or Objective
	<ul style="list-style-type: none"> <li>• Traffic/roadwork: management, planning, communication</li> <li>• Simplify and explain regulations for signage, new business, and growth</li> <li>• Access to public transportation</li> </ul>
Presentation Page 14	<p>What is the one thing Westerly government could do better to attract and retain companies to Westerly</p> <ul style="list-style-type: none"> <li>• Make the permitting process simpler and shorter</li> <li>• Approve new businesses quickly and no dragging feet</li> <li>• Fair licensing and permitting</li> <li>• No more retail sprawl. Loosing our character w/ big box and run-down strips</li> <li>• Streamline permit process when various departments are involved</li> </ul>
Presentation Page 15	<p>If you could share one thought with Westerly government, what would that be?</p> <ul style="list-style-type: none"> <li>• Implement Form Based Design on a small scale trial, revisit zoning</li> <li>• Enforce sign regulation</li> <li>• Be consistent, be fair, enforce your ordinances</li> <li>• No more retail sprawl. Granite/Franklin, Main looks worn down</li> <li>• Stop spending and fix what we have</li> <li>• From the outside, things seem divided and messy</li> </ul>

Notes:

- Portions of the Route 1 Corridor traverse through, or adjacent to, the Neighborhoods of 1 (Airport), 3 (Boiling Springs), 7 (Commercial), 9 (Dunn’s Corners), 11 (Granite and State), 12 (Haversham), and 19 (Shelter Harbor) as identified on Comprehensive Plan Map NBH-M1 on page MF 45.
- Portions of the Route 1 Corridor traverse through, or adjacent to, the Neighborhood Planning Areas of 3 (Wilcox East), 4 (Granite and State), 10 (Tower Street and Boiling Springs), 12 (Commercial – Airport), 15 Dunn’s Corner (Route 1 Corridor), and 16 (East Shore Communities) as identified on Comprehensive Plan Map NBH-M2 on page MF 47.
- The area termed “Route 1 Corridor” in the Comprehensive Plan is not used consistently. On page 29 of the Plan, it is defined to consist of the area typically known as Dunn’s Corner which extends from the Charlestown town line (on the east side) to the intersection of Route 78 near the airport (on the west side). The Comprehensive Plan describes the area as follows:



North of the Shore Road and many of the previously mentioned coastal neighborhoods, commercial strip development straddles the Post Road segment of Route 1 like the sprawl that has inundated portions of other historic East Coast communities. Based on typical post-World War II development, this area does not exhibit characteristics of the rest of the Town. Typical land uses in the Route 1 corridor include commercial and residential uses interspersed with vacant properties. The area consists of residential subdivisions and small shopping centers, including several local and national retail stores, small businesses, and motels. Residential structures consist predominantly of single-family and condominium development. Typical architectural styles of residential structures range from modern to post-modern to new urbanism styles. Commercial structures typically are consistent with national trademark forms commonly referred to as big “box stores” and other typically associated with small scale strip developments.

Residential subdivision housing units are consistently set back slightly from the street. Commercial structures are typically set back a considerable distance from the street with large parking areas in front of the structure. Zoning in this area includes medium and high density residential and commercial highway. Road patterns in this area are winding and feature a substantial number of cul-de-sacs. Most minor roads are connected to Route 1 but do not have interconnectivity with other minor roads.

On page 33 of the Plan, under Subsection 3.1.2 it is used to describe the opposite end of Route 1 as “Along the Route 1 corridor (Granite Street and Franklin Street) from Tower Street to Route 78 (Westerly Bypass or Veteran’s Way).