

TRAVEL IN THE CORRIDOR				
GOAL 1. Travel through the Corridor will flow logically without delay.				
Roadway and Traffic Flow; Traffic Signals and Signs; Pedestrian Access; Bicycle Access; ADA				
Policy 1: Establish a safe and convenient experience for pedestrians, cyclists, motorists, and passengers.				
ROAD SAFETY STUDIES	SEQUENCE	ACTION LEAD	SUPPORT	MEASURE OF SUCCESS
<p>In coordination with RIDOT, implement the Safety Action Plan related to safety and roadway conditions within and adjacent to Route One Corridor.</p> <p>Work with RIDOT as part of a Road Safety Audit to inventory traffic signals, regulatory signs and pavement markings, ensure these meet state standards and MUTCD, are properly located and in good condition, and are consistent throughout the Corridor.</p> <p>Work with RIDOT to conduct a bicycle and pedestrian safety audit to determine deficiencies using the FHWA <i>Pedestrian and Bicyclist Road Safety Audit (RSA) Guide</i> and Prompt List.</p>	<ul style="list-style-type: none"> <li>• Short term</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Engineering</li> <li>• Highways</li> <li>• Planning</li> </ul>	<ul style="list-style-type: none"> <li>• Obtain RIDOT collaboration</li> <li>• Number of actionable improvements suggested</li> </ul>
<p>Work with RIDOT to determine possible funding sources and schedules to implement proposed improvements determined from the RSA evaluation.</p> <p>Collaborate with RIDOT on priority short- and long-term improvements and schedule construction within the State Transportation Improvement Program (STIP).</p>	<ul style="list-style-type: none"> <li>• Short Term</li> <li>• On-going</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Town Council</li> <li>• Highways</li> </ul>	<ul style="list-style-type: none"> <li>• List of funding sources</li> <li>• Comprehensive funding plan with sequence of fund-raising actions</li> </ul>
Route One Right-of-Way Improvements	SEQUENCE	ACTION LEAD	SUPPORT	MEASURE OF SUCCESS
<p>Identify gaps in the sidewalk network and work with RIDOT to plan for and install sidewalks in critical locations to provide continuous and safe pedestrian access through the Corridor.</p> <p>Identify sidewalk areas where ADA required provisions (such as sidewalk width (minimum of a 4-foot clearance), curb ramps, and truncated domes are lacking and coordinate with RIDOT to upgrade these areas to bring them into compliance.</p> <p>Coordinate with RIDOT to remove obstacles (such as sign poles, mailboxes, and other semi-permanent objects) from existing sidewalks improving pedestrian and ADA accessibility.</p> <p>Map any shared use or bicycle lanes, markings, and other amenities and ensure such information is available to the public and up to date.</p>	<ul style="list-style-type: none"> <li>• Medium Term</li> <li>• Depending on funding opportunities, priorities, and STIP 2026-2028</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Town Council</li> <li>• Highway</li> <li>• Utilities</li> <li>• Engineering</li> </ul>	<ul style="list-style-type: none"> <li>• Priority list of identified gaps in the pedestrian network; ADA issues.</li> <li>• Number of curb cuts, sidewalk obstacles removed.</li> <li>• Length of granite curbing restored</li> <li>• Number of retrofits completed</li> <li>• Number of pedestrian gaps addressed, and ADA issues addressed</li> <li>• Map of bicycle lanes and amenities posted to the Town's website</li> </ul>

<p>During roadway improvements encourage RIDOT to remove wide curb cuts, closing sections, establish and maintain suitable curb reveal to create defined ingress and egress points.</p>				<ul style="list-style-type: none"> <li>• Bicycle lanes and bike racks are included in the annual Westerly Discovery Map.</li> </ul>
<p>Design and arrange wayfinding signage and traffic signals throughout the Corridor so that they are easy to read and follow.</p> <p>Develop local support for applying Complete Street principles to the Route One Corridor. Consider a complete streets program for Route One, to include</p> <ul style="list-style-type: none"> <li>• a bicycle lane feasibility study along the Corridor to determine the appropriateness and feasibility of providing bicycle access and amenities</li> <li>• to be phased in through future pavement resurfacing and road reconstruction projects and provide for long-term and continued reinvestment.</li> </ul>	<ul style="list-style-type: none"> <li>• Short Term</li> <li>• Medium term</li> <li>• Depending on Funding</li> <li>• Seek TA Grant</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> <li>• Planning Board</li> </ul>	<ul style="list-style-type: none"> <li>• ARB</li> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of Complete Street principles</li> <li>• Program Analysis and Report</li> <li>• Phasing organized with RIDOT STIP</li> <li>• Capital budgeting in place</li> </ul>

<b>Policy 3: Provide well-designed and pleasant off-street areas for parking, internal circulation, and walking.</b>				
<b>Zoning and Regulation Amendments</b>	<b>• SEQUENCE</b>	<b>• ACTION LEAD</b>	<b>• SUPPORT</b>	<b>• MEASURE OF SUCCESS</b>
<p>Adopt requirements for cross access easements between properties for new developments or redevelopment sites to promote good access management techniques and reduce curb cuts on Route One.</p> <p>Adopt requirements for access to side streets from properties for new developments or redevelopment sites to promote good access management and divert traffic to existing or proposed signalized intersections.</p>	<ul style="list-style-type: none"> <li>• Medium term</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Highways</li> <li>• Engineering</li> <li>• Planning Board</li> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Technical assistance program to promote access</li> <li>• Streamlined permitting process in place</li> <li>• Number of underutilized spaces converted</li> </ul>
<p>Amend the zoning ordinance off-street parking regulations to reflect parking maximums instead of minimum requirements and codify use of parking-demand studies to reduce parking spaces allowed.</p> <p>Authorize shared parking arrangements and EV charging stations to provide adequate parking for small businesses and better utilization of parking lots.</p> <p>Amend the zoning ordinance to require more robust use of landscape in the off-street parking regulations including, but not limited to, required buffers, berms, plant material, shade cover and interior landscape requirements.</p>	<ul style="list-style-type: none"> <li>• Short Term</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Highways</li> <li>• Engineering</li> <li>• Planning Board</li> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Technical assistance program to promote shared parking &amp; EV charging</li> <li>• Streamlined permitting process in place</li> <li>• Number of underutilized spaces converted</li> </ul>
<p>Provide for a condensed review process for the updating of existing parking areas to meet performance standards and sites where existing underutilized parking areas are proposed to be converted to occupied commercial space.</p> <p>Amend the site planning processes to require improved pedestrian access and amenities such as seating and bicycle access and amenities such as bike racks whenever businesses are updating or redeveloping and new development projects.</p>	<ul style="list-style-type: none"> <li>• Short Term</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Highways</li> <li>• Engineering</li> <li>• Planning Board</li> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate improved pedestrian and bicycle access with redevelopment</li> <li>• Linear feet of improved access</li> <li>• Number of pedestrian and bicycle amenities.</li> </ul>

**INFRASTRUCTURE IN THE CORRIDOR**

*GOAL 1: Environmental resources in the Corridor are protected from contamination through best-available water quality controls and stormwater management.*

**Stormwater & Potable Water Supplies**

*Policy: Require green infrastructure and reduction in impervious surface throughout the corridor.*

Route One Stormwater Improvements	SEQUENCE	ACTION LEAD	SUPPORT	MEASURE OF SUCCESS
Coordinating with RIDOT on an inventory and analysis of existing stormwater in the Corridor and opportunities identified to either disconnect RIDOT infrastructure or pretreat stormwater prior to conveyance.	<ul style="list-style-type: none"> <li>• Medium term</li> <li>• Coordinate with SRICD and RIDOT process.</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Highways</li> <li>• Engineering</li> <li>• Planning Board</li> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Completed analysis</li> <li>• The amount of RIDOT property disconnected</li> <li>• The number of pretreatment facilities added to the stormwater conveyance system</li> </ul>
Analyze the potential value of developing a public or private stormwater utility.	<ul style="list-style-type: none"> <li>• Medium Term</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Jacobs</li> <li>• Utilities</li> </ul>	<ul style="list-style-type: none"> <li>• Completion of a feasibility study</li> </ul>
Revise stormwater management and site development regulations to require green infrastructure and reduce the amount of impervious surface in all new private and public projects.	<ul style="list-style-type: none"> <li>• Short Term</li> <li>• Coordinate with LID changes</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Consultant</li> <li>• Planning Board</li> </ul>	<ul style="list-style-type: none"> <li>• Promulgation of amendments</li> </ul>
Implement a program for green infrastructure and reduction in the amount of impervious surface at existing uses and as part of redevelopment.	<ul style="list-style-type: none"> <li>• Medium Term</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manager</li> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of program</li> </ul>
Stormwater Funding	SEQUENCE	ACTION LEAD	SUPPORT	MEASURE OF SUCCESS
Develop a database of grant funding options for planning, design and construction of green infrastructure and publish it on the Town website.	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Engineering Office</li> </ul>	<ul style="list-style-type: none"> <li>• Grant Manager</li> <li>• SRICD</li> </ul>	<ul style="list-style-type: none"> <li>• Funding strategy</li> <li>• Database posted to Town website</li> </ul>

Analyze and then implement preferred funding options for Corridor improvements in the public realm.	• Ongoing	• Engineering Office	• Grant Manager • SRICD	• Dollars leveraged annually
<b>Water Supply</b>				
<i>Policy: Protect quality of public and private water resources and at the same time support the Town's preferred level of residential and commercial growth.</i>				
<b>Water Conservation and Protection</b>	<b>SEQUENCE</b>	<b>ACTION LEAD</b>	<b>SUPPORT</b>	<b>MEASURE OF SUCCESS</b>
Develop a water conservation program that is specifically aimed at businesses, such as implementing water-efficient fixtures, conducting regular maintenance, educating employees, and utilizing recycled water.	• Medium term	• Town Manager	• Utilities	• Implementation of the program • Gallons of water saved annually
Protect groundwater through use of appropriate stormwater and wastewater management.	• On-going	• Town Manager	• Utilities	• Analysis of existing regulatory standards • Update of standards as needed
<b>Water Supply Management Plan</b>	<b>SEQUENCE</b>	<b>ACTION LEAD</b>	<b>SUPPORT</b>	<b>MEASURE OF SUCCESS</b>
Plan, design and permit improvements and extension of water service as needed including capital funding as part of an update to the Westerly Water Supply Management Plan.  Construct improvements and extension of water service as needed.	• Ongoing	• Town Manager	• Utilities	• Amount of capital funding • Capacity of water supply improvement

<b>AESTHETICS IN THE CORRIDOR</b>				
<b>Landscape/Streetscape; Signage; Building Design and Location</b>				
Develop a Route 1 Westerly brand to create design cohesion through the public realm and ensure that any public infrastructure improvements are also consistent with the Corridor Vision.	• Medium term	• Planning Office	• ARB • Planning Board • EDC	• Cohesive design brand • Consistence in public branding
Develop a sign program that encourages businesses to update and upgrade their signs to meet new requirements and adopt a sunset provision for all non-conforming signs.  Create a visual design portfolio to encourage property owners to implement new building design criteria as retrofits.	• Medium term	• Planning Office	• ARB • Planning Board • EDC	• Increase in private branding • Establishment visual design portfolio.
Create a façade or streetscape improvement program to encourage businesses to upgrade and apply design guidelines. .	• Medium term	• Planning Office	• ARB • Planning Board • EDC	• Establishment of a façade and streetscape program
<b>ZONING AND REGULATION AMENDMENTS</b>	<b>SEQUENCE</b>	<b>ACTION LEAD</b>	<b>SUPPORT</b>	<b>MEASURE OF SUCCESS</b>
Develop design standards for the Corridor that are reflective of the character of the sub-corridors and adjacent neighborhoods that articulate the Town’s desire for building massing, scale, and location; that provide guidance for landscape design elements and lighting in the sub-Corridors.  Amend the zoning ordinance to consolidate landscaping requirements that are currently scattered throughout the ordinance, into a single section for ease of design and implementation.	• Short term	• Planning Office	• Zoning Office • ARB • Planning Board	• Design standards manual • Codification of design and landscape standards
Amend the zoning ordinance to address sign requirements specifically for the Route One Corridor to create consistency yet appropriate to each sub-corridor. Includes a sunset provision for existing nonconforming signage.	• Short term	• Planning Office	• Zoning Office • ARB • Planning Board	• Codification of design standards and sunset provision

CORRIDOR OVERLAY DISTRICT	SEQUENCE	ACTION LEAD	SUPPORT	MEASURE OF SUCCESS
<p>Develop a Corridor Overlay District within the zoning ordinance and apply it to the Route One Corridor project area identified in the Corridor Plan. Remove the Bed and Breakfast Overlay from the Route One Corridor project area. Remove the Granite Street Overlay as needed.</p> <p>Rezone specific parcels to allow a mix of uses within the Corridor consistent with Sub-corridor characteristics and infrastructure capacity.</p>	<ul style="list-style-type: none"> <li>• Short term</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Board</li> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• FLUM includes Rte 1 Corridor Overlay</li> <li>• Zoning Overlay codified</li> <li>• Promulgation of amendments</li> </ul>
<p>Establish Sub-corridor zoning provisions to protect the existing stretches of single-family detached residential homes from commercial encroachment, inappropriate in-fill development, and changes of use.</p> <p>Amend Corridor zoning to provide an appropriate mix of uses and to allow mixed-use redevelopment to take on various forms.</p> <p>Amend Corridor zoning to allow increased residential density within the Corridor consistent with Sub-corridor characteristics and infrastructure capacity.</p> <p>Revise zoning ordinance regulations to allow family ownership units designed in 2- to 4-unit structures consistent with sub-corridor characteristics.</p> <p>Establish design districts along the Corridor with accompanying design guidelines, creating clear expectations for developers and a standard against which to judge proposed projects.</p> <p>Customize the existing design review process for development projects within design districts.</p>	<ul style="list-style-type: none"> <li>• Short term</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Board</li> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Promulgation of amendments</li> <li>• Codification of Sub-corridor, use and design standards</li> </ul>

ECONOMIC DEVELOPMENT				
<i>GOAL 1. A development environment in the Corridor encourages projects that benefit the Town and supports growth in accordance with the Comprehensive Plan.</i>				
REDEVELOPMENT	SEQUENCE	ACTION LEAD	SUPPORT	MEASURE OF SUCCESS
Policy: Encourage reinvestment in outdated, underutilized and vacant properties by promoting corridor redevelopment.				
Promote adaptive reuse and align property uses with the town’s long-term economic development goals.	<ul style="list-style-type: none"> <li>• Short-term</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Board</li> </ul>	<ul style="list-style-type: none"> <li>• EDC</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment within the Route One Corridor</li> </ul>
Better reflect Westerly’s character through aesthetic standards and enhanced streetscapes to improve economic performance.	<ul style="list-style-type: none"> <li>• Short-term</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Board</li> </ul>	<ul style="list-style-type: none"> <li>• ARB</li> <li>• EDC</li> </ul>	<ul style="list-style-type: none"> <li>• Development standards adopted by Board and implemented</li> </ul>
Design and implement a unified wayfinding signage system for destinations, services, and district identity.	<ul style="list-style-type: none"> <li>• Short-term</li> </ul>	<ul style="list-style-type: none"> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Welcome sign and wayfinding signage installed</li> </ul>
Establish a façade improvement program to address building neglect, non-compliant signage, and blighted conditions.	<ul style="list-style-type: none"> <li>• Short-term</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Board</li> </ul>	<ul style="list-style-type: none"> <li>• Town Council</li> </ul>	<ul style="list-style-type: none"> <li>• Development of a façade improvement program</li> </ul>

<i>GOAL 2. The Route One Corridor’s brand is recognized as representative of Westerly, communicates the wealth of business and other economic development opportunities available and supports community-wide connections.</i>				
Policy: Proactively establish the Route One Corridor as a key identifier for Westerly, highlighting its economic potential and fostering connections within the community.				
PROGRAMMING & INITIATIVES	SEQUENCE	ACTION LEAD	SUPPORT	MEASURE OF SUCCESS
Strengthen relationships with statewide agencies with access to funding and technical assistance resources for the Corridor and its businesses, such as RI Commerce, RI Small Business Development Center, Ocean State BDA, RI Science & Technology Advisory Council; and improve the pipeline of W/MBEs, such as the RI Black Business Association and Center for Women & Enterprise.	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• EDC</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manger</li> </ul>	<ul style="list-style-type: none"> <li>• Relationships established for ongoing coordination</li> </ul>
Engage directly with local property owners, real estate brokers, and developers to understand the local marketplace and identify growth opportunities consistent with the vision for the Corridor.	<ul style="list-style-type: none"> <li>• Short-term</li> </ul>	<ul style="list-style-type: none"> <li>• EDC</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manger</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement initiated</li> <li>• Growth opportunities identified</li> </ul>
Actively measure commercial vacancies through required registration of properties and units and reporting their status to the Town of Westerly.	<ul style="list-style-type: none"> <li>• Medium term</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• EDC</li> </ul>	<ul style="list-style-type: none"> <li>• Town Manger</li> </ul>	<ul style="list-style-type: none"> <li>• Registration process is established and renewed annually</li> </ul>
Conduct a corridor-wide inventory of vacant and underutilized buildings and parcels.	<ul style="list-style-type: none"> <li>• Short-term</li> </ul>	<ul style="list-style-type: none"> <li>• EDC</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Office</li> </ul>	<ul style="list-style-type: none"> <li>• Inventory is established</li> </ul>

Implement corridor beautification projects, such as tree planting, lighting, public arts and benches.	• Short-term	• EDC	• Town Manager	• Projects are funded and implemented annually.
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