

# Town Center Vision Plan: A Concept for Westbrook's Town Green and Environs

*Westbrook, CT. • 2015*



*University of Connecticut's  
Research and Design Collaborative*



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A few words regarding UConn's Community Research and Design Collaborative....

The CRDC mission is to be a regional leader in sustainable planning and design. We help municipalities plan and design affordable, equitable, and ecologically healthy environments. Our mission is accomplished by providing municipalities with objective, multi-disciplinary, state-of-the-art planning and design expertise. We promote and encourage academic-based collaborative research with an emphasis on "real world" projects as they apply to sustainable development.

We want to help you because UConn is a land grant university committed to serving the state. The land grant mission is a living, working reality that impacts communities at all points along the socioeconomic spectrum. Outreach is an essential component of a land-grant university. UConn recognizes, supports and encourages outreach through a wide variety of activities and programs, including service learning as an educational model. Service learning is:

*... a method of teaching through which students apply their academic skills and knowledge to address real-life needs in their own communities. Service learning provides a compelling reason to learn, teaches the skills of civic participation and develops an ethic of service and civic responsibility. By solving real problems and addressing real needs, students learn to apply classroom learning to a real world context. At the same time, students provide valuable services to communities.*

Please contact Peter at: [peter.miniutti@uconn.edu](mailto:peter.miniutti@uconn.edu) with any suggestions, comments or concerns regarding this study.

*This is a Town Center Vision Plan for Westbrook’s Town Green Area. UConn’s CRDC, working closely with Westbrook’s joint Economic Development Commission and Town Center Revitalization Committee, has developed a conceptual plan on how to foster sustainable growth by taking advantage of existing natural and cultural amenities.*



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UConn's Community Research & Design Collaborative in action. In this photo left to right; Graduate Student Drew Kenny, undergraduate Carolina Carvajal, graduate student Cynthia Reynolds and Director Peter Miniutti



## CRDC Vision Concept for Westbrook

# Intro/

UConn's Associate Professor Peter Miniutti will employ the "Lands of Unique Value" (LUV) methodology for this study. This methodology was developed by Peter as part of his responsibility to the Program of Landscape Architecture at the University of Connecticut. The methodology is:

*... a comprehensive land use study facilitated by UConn's Community Research and Design Collaborative. The LUV process inventories and analyzes all existing site features (natural and cultural), then prepares a visionary plan of all proposed land uses. This inclu-*

*sive, community based method determines the most logical and reasonable locations for future land uses, balancing conservation, preservation and sustainable development.*

The LUV Study promotes a "pro-sensible development" attitude.

The over-arching objective of this study is to demonstrate, by example, an innovative approach to local land-use planning, and at the same time provide both Westbrook and the Regional Planning Commission with information and tools to intelligently and pro-

actively plan for smart growth in the future. Local decision makers will be provided with a flexible and accessible land management document to help guide decision-making on a daily basis for the study area.

Peter Miniutti, Director of the CRDC will manage the study with support from graduate and undergraduate students from UConn.

The LUV methodology adheres to the Environmental Protection Agencies's attitude about Smart Growth.

# SMART GROWTH = Sustainable Development



## Environmental Protection Agency and Smart Growth (EPA)

Through smart growth approaches that enhance neighborhoods and involve local residents in development decisions, these communities are creating vibrant places to live, work, and play. The high quality of life in these communities makes them economically competitive, creates business opportunities, and improves the local tax base.

### EPA's 10 Guidelines for Smart Growth:

1. Mix land uses
2. Take advantage of compact building design
3. Create housing opportunities and choices for a range of household types, family size and incomes
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place.
6. Re-invest in and strengthen existing communities & achieve more balanced regional development
7. Provide a variety of transportation choices.
8. Preserve open space, farmland, natural beauty, and critical environmental areas
9. Make development decisions predictable, fair and cost-effective
10. Encourage citizen and stakeholder participation in development decisions.

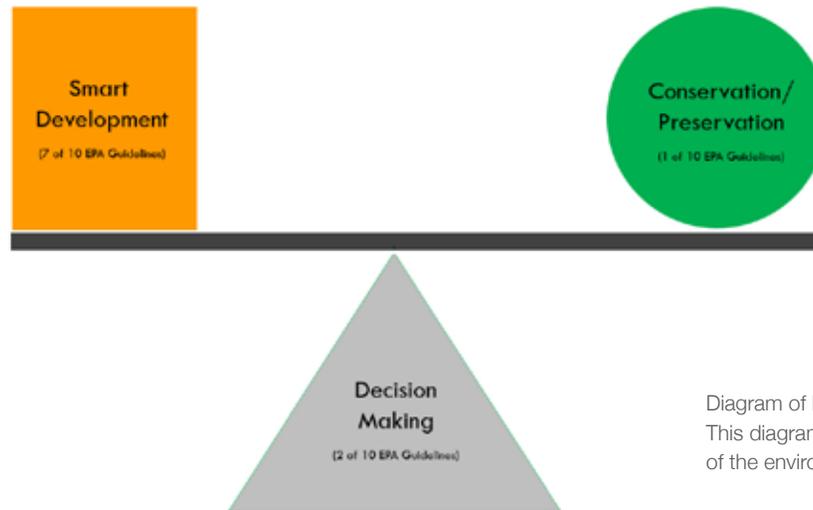


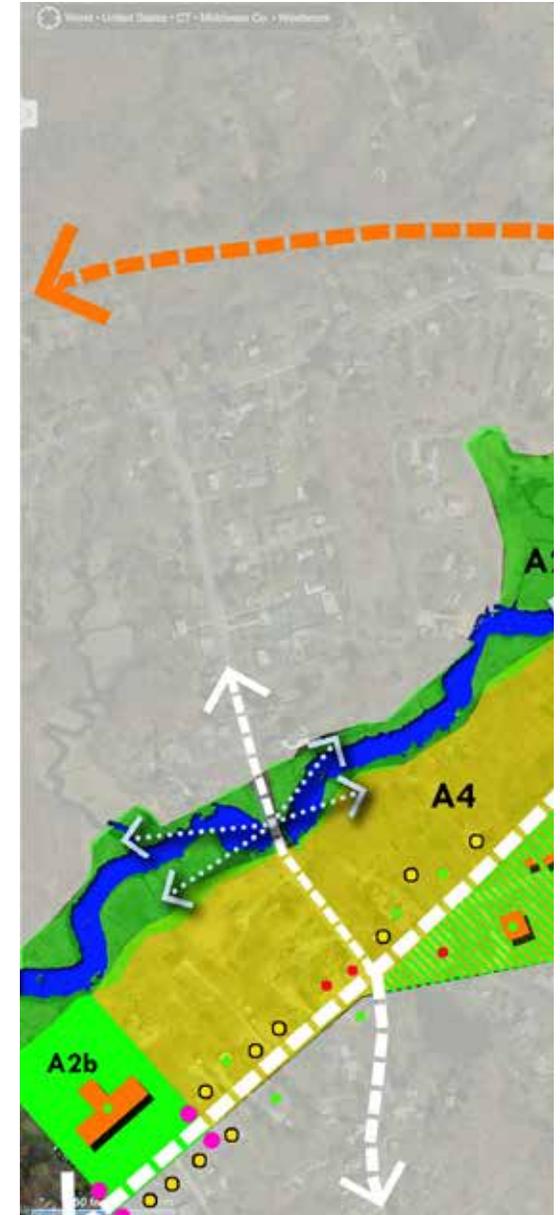
Diagram of EPA's 10 Guidelines for Smart Growth. This diagram shows the interrelatedness of protection of the environment and smart development.

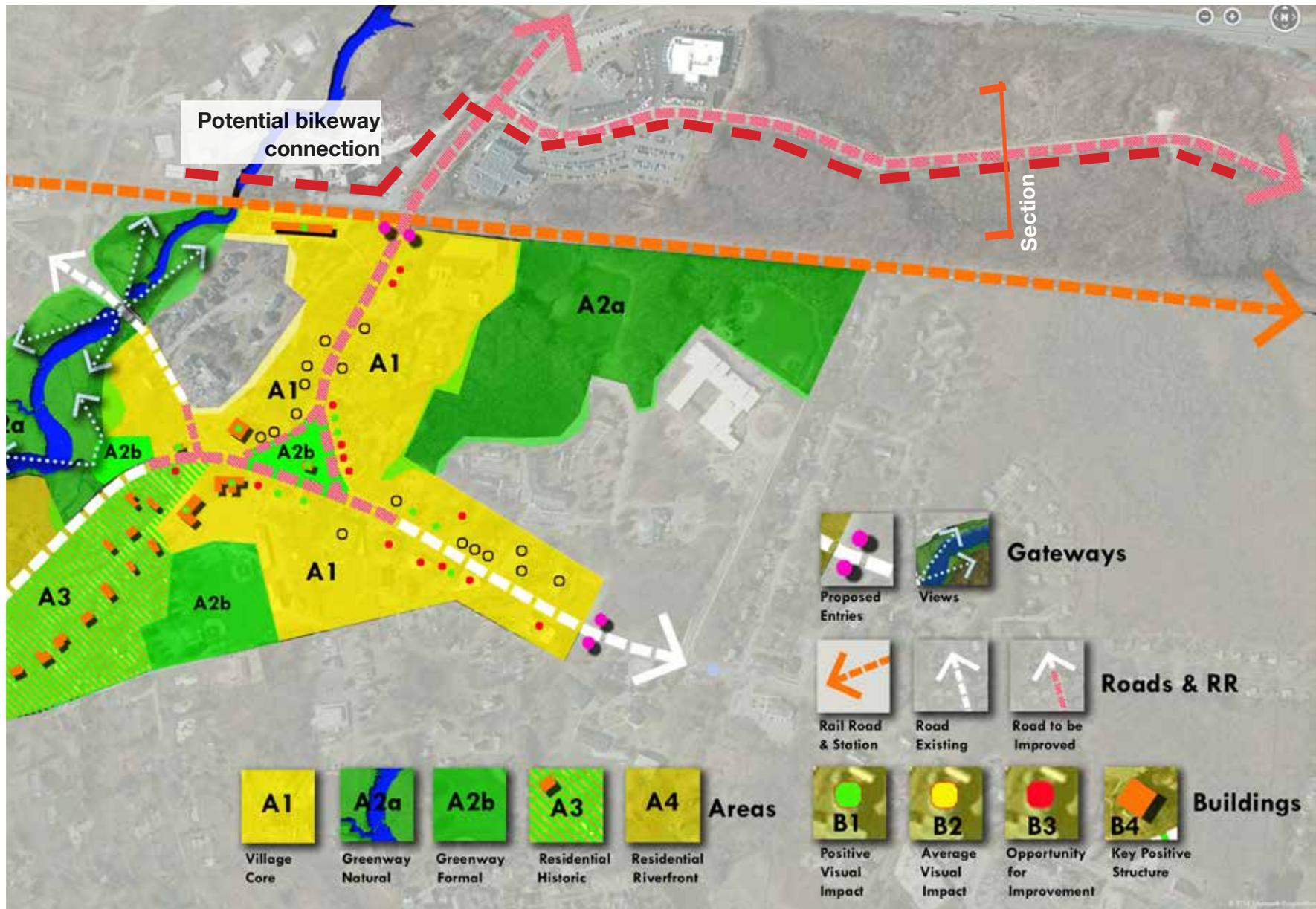
# Concept Plan/

“We manipulate environment to make it easier for people to do the things they want to do or to give them new opportunities for action. Environment is an intimate part of human behavior.

The organization of behavior and its setting in time and space is the essential contribution of a site plan.”

Kevin Lynch - MIT City Planner





## Concept Plan

The Concept Plan is composed of (1) Areas, (2) Circulation and (3) Buildings.

### Areas:

Areas (districts) are the medium to large sections of a town, conceived of as having two dimensional extent, which the observer mentally enters “inside of”, and which are recognizable as having some common identifying character. Always identifiable from the inside, they are also used for exterior reference if visible from the outside. Most people structure their towns to some extent in this way.

#### **A1: Village Core**

Lands adjacent to the Town Green @ 50+ acres.

The majority of nonresidential uses shall be located within this area. This area shall provide a variety of retail shops and services complemented by other compatible business, civic, institutional and upper-story residential uses in buildings consistent in scale with a small downtown or central market place in the community. Upper story dwelling units above nonresidential uses are specifically encouraged. First-floor residential uses are discouraged.

#### **Rules for the A1 Area:**

1. To create a distinct physical settlement of modest size and scale that accommodates and balances pedestrian and vehicular travel.
2. To promote design that results in residentially scaled buildings fronting on, and aligned with, streets.
3. To encourage the inclusion of a diversity of household types, age groups, and income levels.
4. To promote traditional village building and site development patterns with an interconnected pattern of streets, alleys, and blocks, providing for a balanced mix of pedestrians, bicycles and automobiles.
5. To encourage a functionally diverse, but visually unified, community focused on the village green.
6. To promote use of neighborhood greens, landscaped streets, boulevards, parkways, and “single loaded” streets woven into street and block patterns in order to provide neighborhood identity and space for social activity, parks, and visual enjoyment.
7. To provide buildings for common or

institutional purposes, such as civic or religious assembly, that act as visual landmarks and symbols of identity.

8. To promote the location of dwellings, shops, and workplaces in close proximity to each other, the scale of which accommodates and promotes pedestrian travel for trips within the community.

9. To preserve Greenway land, scenic vistas, and natural areas.

#### **A2: Village Greenway Areas @ 52 acres**

Consists of all the greenway land located in or adjacent to the Village. There are two types of greenway land:

**A2a. Natural greenway land (42 acres)** consists of, but is not limited to: meadows, woodlands, large specimen trees, hedgerows, open water, wetlands, floodplain and steep slopes.

**A2b. Formal Greenway Land (10 acres)** consists of: greens, commons, squares and parks that are defined by building walls, streets and street trees.

#### **Rules for formal greenway lands:**

1. Greens, commons, squares, and parks shall serve a variety of outdoor

leisure and assembly needs of village residents and enhance the form and appearance of the village.

2. Greens, commons, squares and parks shall be distributed throughout the village and within lands adjacent to the village.

3. All greens and streets shall be planted with shade trees along their edges, at intervals not greater than 40 feet.

4. The views of greens, commons and squares shall be maximized by locating greenway land in “terminal vista” locations as often as possible, such as the ends of streets at three-way intersections, and/or along the outer edges of curving streets.

### **A3: Historic Residential**

Lands along South Main Street @ 28 acres.

Many of the rules for formal greenway lands are appropriate for this area with special emphasis on rule #3 and #4.

### **A4: Residential @ Riverfront**

Lands to the north of Route 1 (between the Municipal building and corner of Old

Clinton Road) @ 20 acres.

Many of the rules for formal greenway lands are appropriate for this area with special emphasis on rule #3 and #4.

### **Buildings:**

Landmarks are a point-reference, but in this case the observer does not enter within them, they are external. They are usually a rather simply defined physical object: building, sign, store, or mountain. Their use involves the singling out of one element from a host of possibilities. Some landmarks are distant ones, typically seen from many angles and distances, over the tops of smaller elements, and used as radial references, they may be within the town or at such a distance that for all practical purposes they symbolize a constant direction. Such are isolated towers, golden domes, great hills.

Other landmarks are primarily local, being visible only in restricted localities and from certain approaches. These are the innumerable signs, store fronts, trees, door hardware, and other town detail, which fill in the image of most observers. They are frequently used clues of identity and even of structure, and seem to be increasingly relied upon as a journey becomes more and more familiar.

### **High Visibility Landmarks:**

**B1: Structure with a positive visual impact**

**B2: Structure with a neutral visual impact**

**B3: Structure with an opportunity to improve its visual impact**

### **Medium Visibility Landmarks:**

**B4: Structure with a positive visual impact**

### **Circulation:**

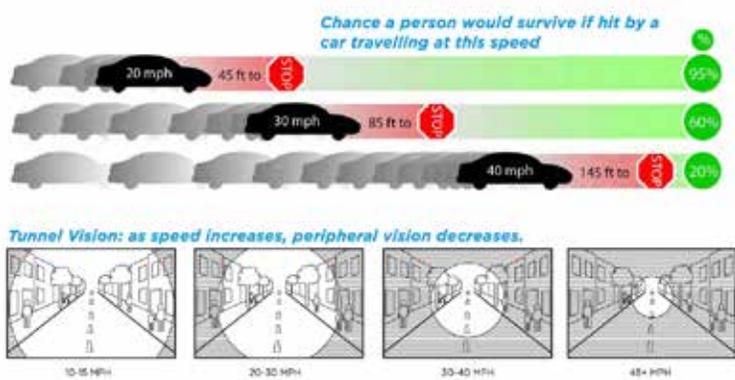
Circulation Paths) are the channels along which the observer customarily, occasionally, or potentially moves. They may be streets, walkways, transit lines, and/or railroads. For many people, these are the predominant elements in their image. People observe the town while moving through it, and along these paths the other environmental elements are arranged and related.

**C1: Railroad**

**C2: Existing roads**

**C3: Existing roads with proposed changes**

# Town Green/



▲ **Speed is dangerous.** As speeds increase, there is more kinetic energy, which means more energy to be dissipated in the event of a crash. This is most noticeable for pedestrians, who have an 85% chance of being killed by a vehicle traveling at 40 mph, but only a 5% chance of being killed at 20 mph.

As speeds increase, the distance traveled by a vehicle during the driver's reaction time and braking increases exponentially.

As speeds increase, our brains process less of what is "seen" in our peripheral vision. This is most problematic on wider streets with activity (parking, cycling, children chasing balls in the street) on the side of the roadway.

“The desire to go ‘through’ a place must be balanced with the desire to go ‘to’ a place.”  
Pennsylvania and New Jersey DOTs’ 2007 “Smart Transportation Guide.”

“The design of a street is only one aspect of its effectiveness. How the street fits within the surrounding transportation network and supports adjacent land uses will also be important to its effectiveness.”

Charlotte “Urban Street Design Guidelines

# Streets Need to be Complete

## Complete Streets

The streets of our cities and towns are an important part of the livability of our communities. They ought to be for everyone, whether young or old, motorist or bicyclist, walker or wheelchair user, bus rider or shopkeeper. But too many of our streets are designed only for speeding cars, or worse, creeping traffic jams.

Now, in communities across the country, a movement is growing to complete the streets. States, cities and towns are asking their planners and engineers to build road networks that are safer, more livable, and welcoming to everyone.

Instituting a Complete Streets policy ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind – including bicyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities.

National Complete Streets Coalition

<http://www.smartgrowthamerica.org/complete-streets>

## Rules for Complete Streets:

### RULE ONE: THINK OF STREETS AS PUBLIC SPACES

Not so long ago, this idea was considered preposterous in many communities. “Public space” meant parks and little else. Transit stops were simply places to wait. Streets had been surrendered to traffic for so long that we forgot they could be public spaces. Now we are slowly getting away from this narrow perception of streets as conduits for cars and beginning to think of streets as places.

### RULE TWO: PLAN FOR COMMUNITY OUTCOMES

Communities need to first envision what kinds of places and interactions they want to support, then plan a transportation system consistent with this collective community vision. Transportation is a means for accomplishing important goals — like economic productivity and social engagement — not an end in itself.

### RULE THREE: DESIGN FOR APPROPRIATE SPEEDS

Streets need to be designed in a way that induces traffic speeds appropriate for that particular context. Whereas freeways — which must not

drive through the hearts of cities — should accommodate regional mobility, speeds on other roads need to reflect that these are places for people, not just conduits for cars. Desired speeds can be attained with a number of design tools, including changes in roadway widths and intersection design. Placemaking can also be a strategy for controlling speeds. Minimal building setbacks, trees, and sidewalks with lots of activity can affect the speed at which motorists comfortably drive.

### MOVING BEYOND COMPLETE STREETS TO BUILD COMMUNITIES

Complete streets policies support these three rules. More importantly, they open the door for new ways of thinking about how the transportation profession should approach streets. But communities cannot get complacent and expect transportation planners to carry the whole load of creating great places. Instead, community leaders and advocates need to collaborate with the profession to tap their engineering skills to help build streets that are places.

Project for Public Spaces

<http://www.pps.org/blog/are-complete-streets-incomplete/>

# Existing Town Green



Existing Conditions @ Town Green

# Proposed Town Green



## 1 Create a defined edge between Roadway and Green

The proposed edge consists of additional street tree planting to augment the existing trees, a low fence with regular openings for people/service vehicles and decorative plantings. See section.

## 2 Provide a safe and functional pedestrian area around perimeter of Green

Employ the concept of complete streets by reducing the width of perimeter roads while increasing the width of pedestrian areas, providing on-street parking on all three sides of the Green with pedestrian 'bump-outs' at the three corners. See section.

## 3 Maximize the visual impact of corners of the Green

Communicate to drivers that Westbrook is a beautiful, historic, pedestrian friendly place by introducing seasonal plantings, appropriate signage and pedestrian amenities.

## 4 Essex Road

Create a "Living Street" which can be temporarily closed for special events on the green. Street and sidewalk to be the same elevation.

## Proposed Layout at Town Green

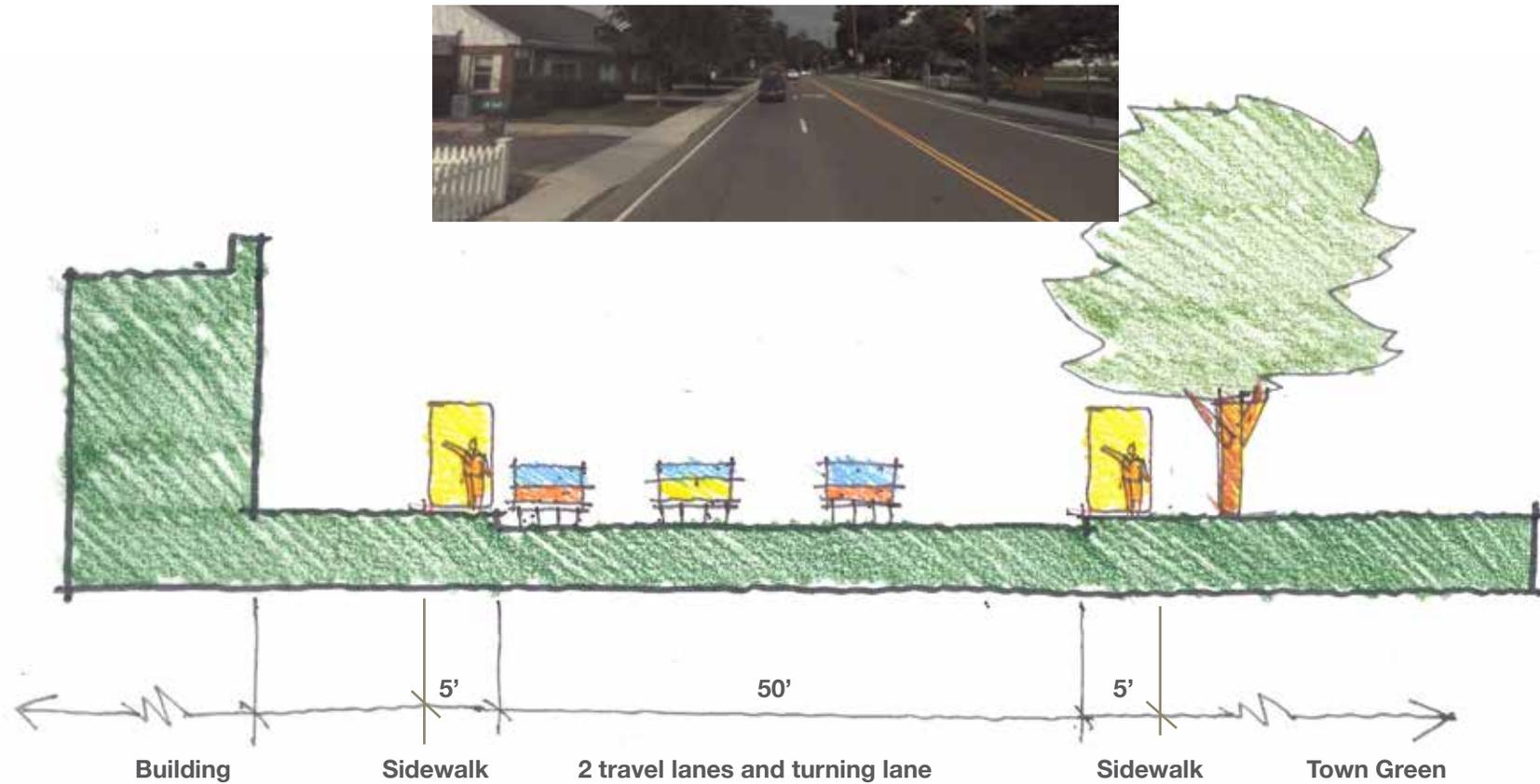
# Existing View @ Town Green



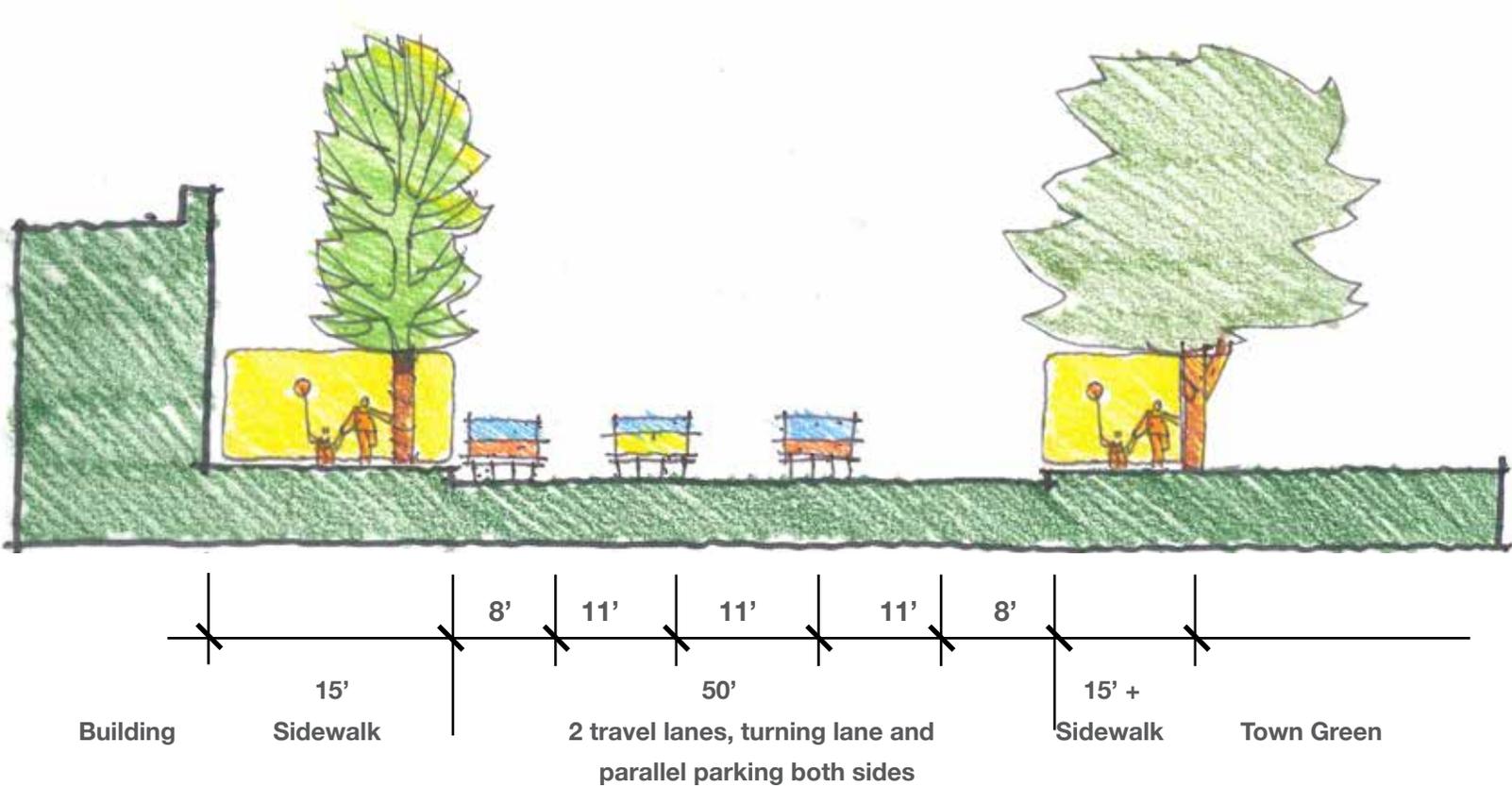
# Proposed View @ Town Green



# Existing Section @ Route 1

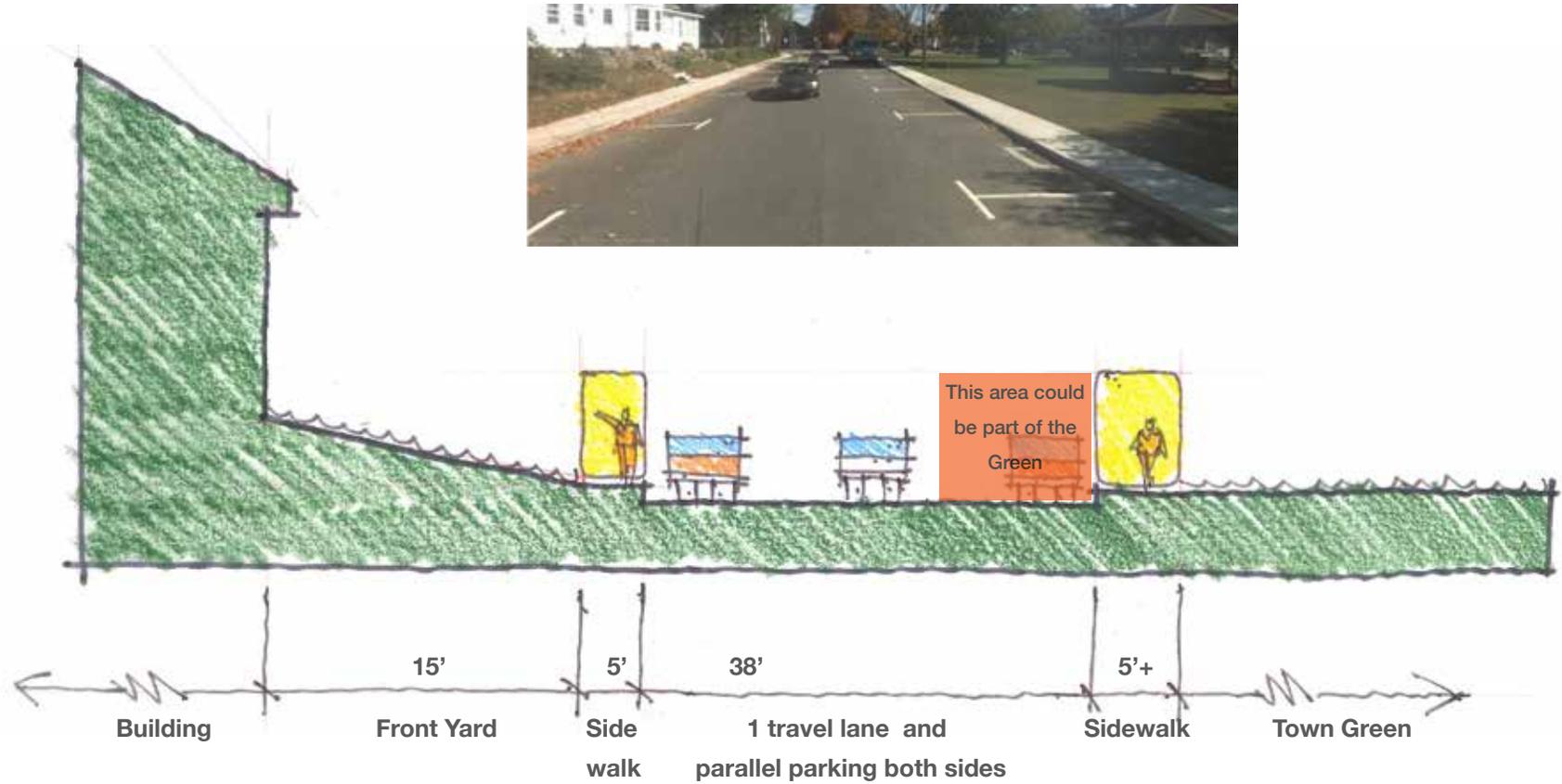


# Proposed Section @ Route 1

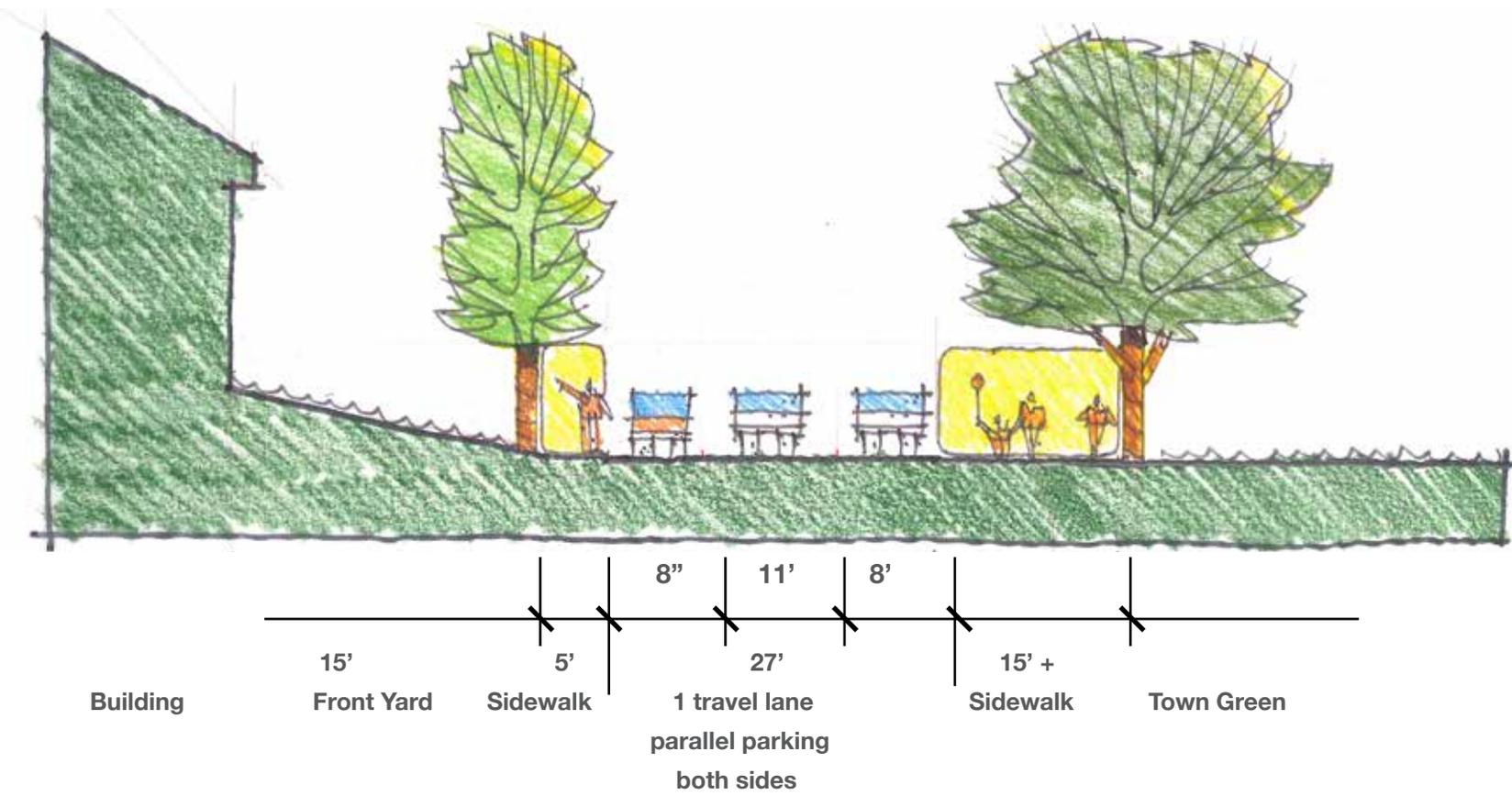


Note: For benefits, please see page 13

# Existing Section @ Essex



# Proposed Section @ Essex



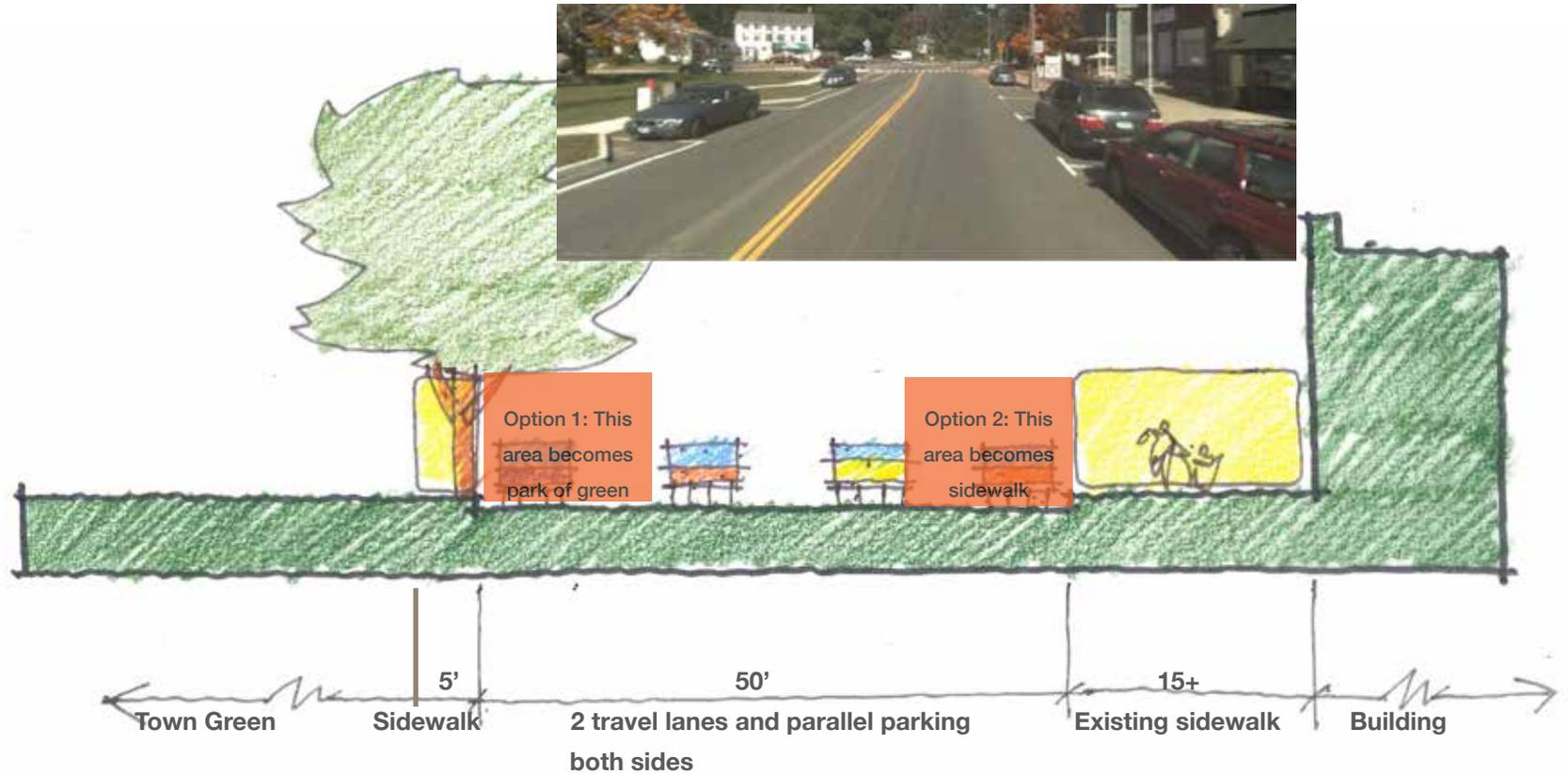
# Existing View @ Essex



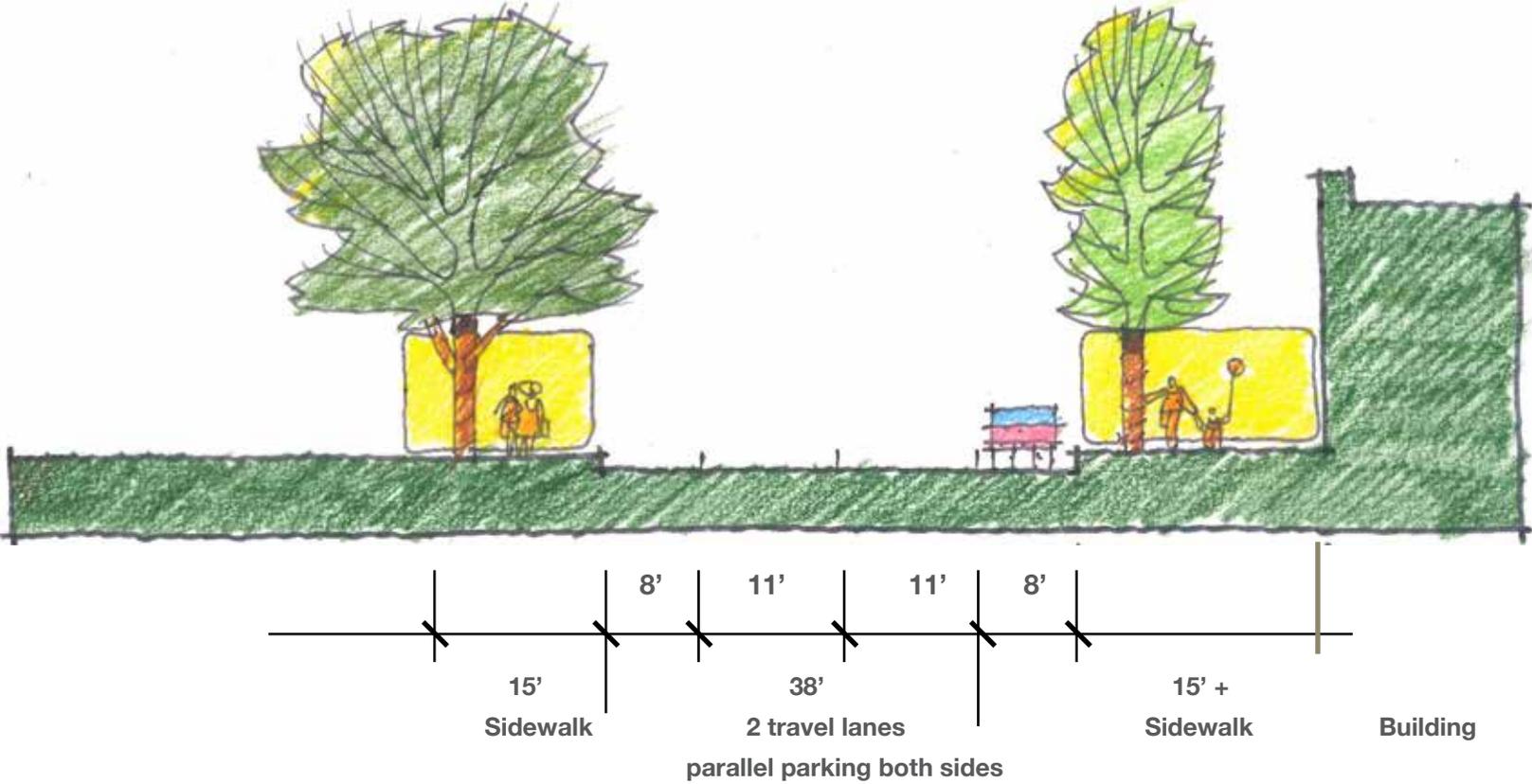
# Proposed View @ Essex



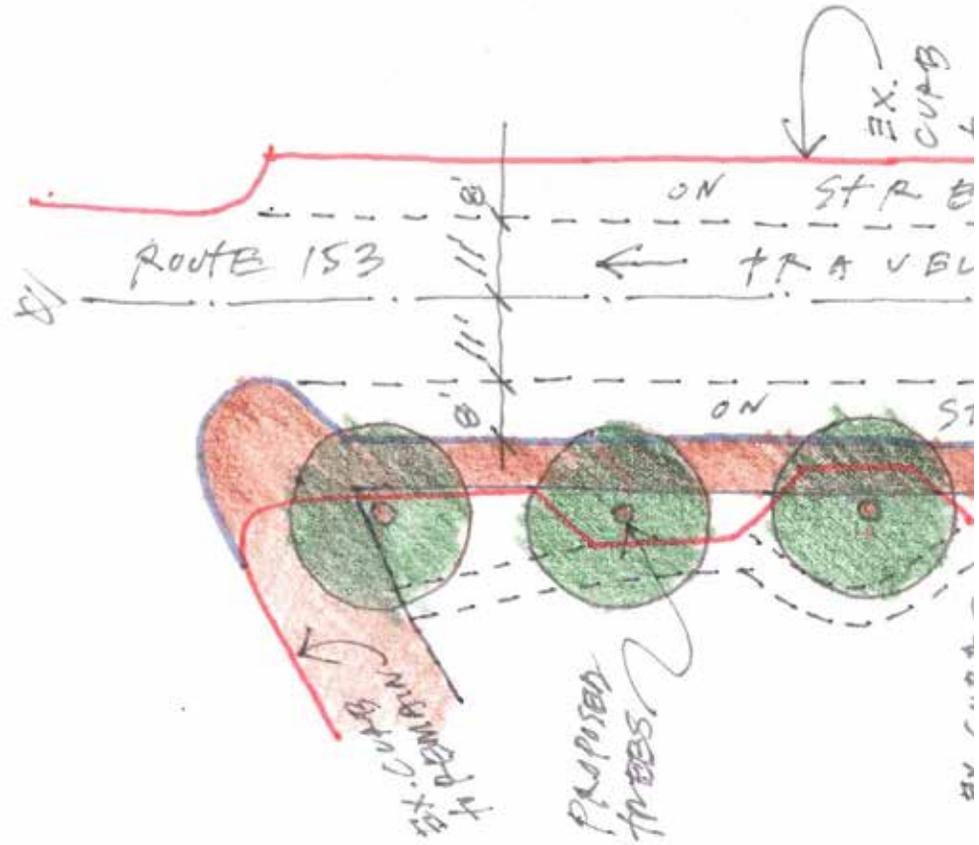
# Existing Section @ Westbrook

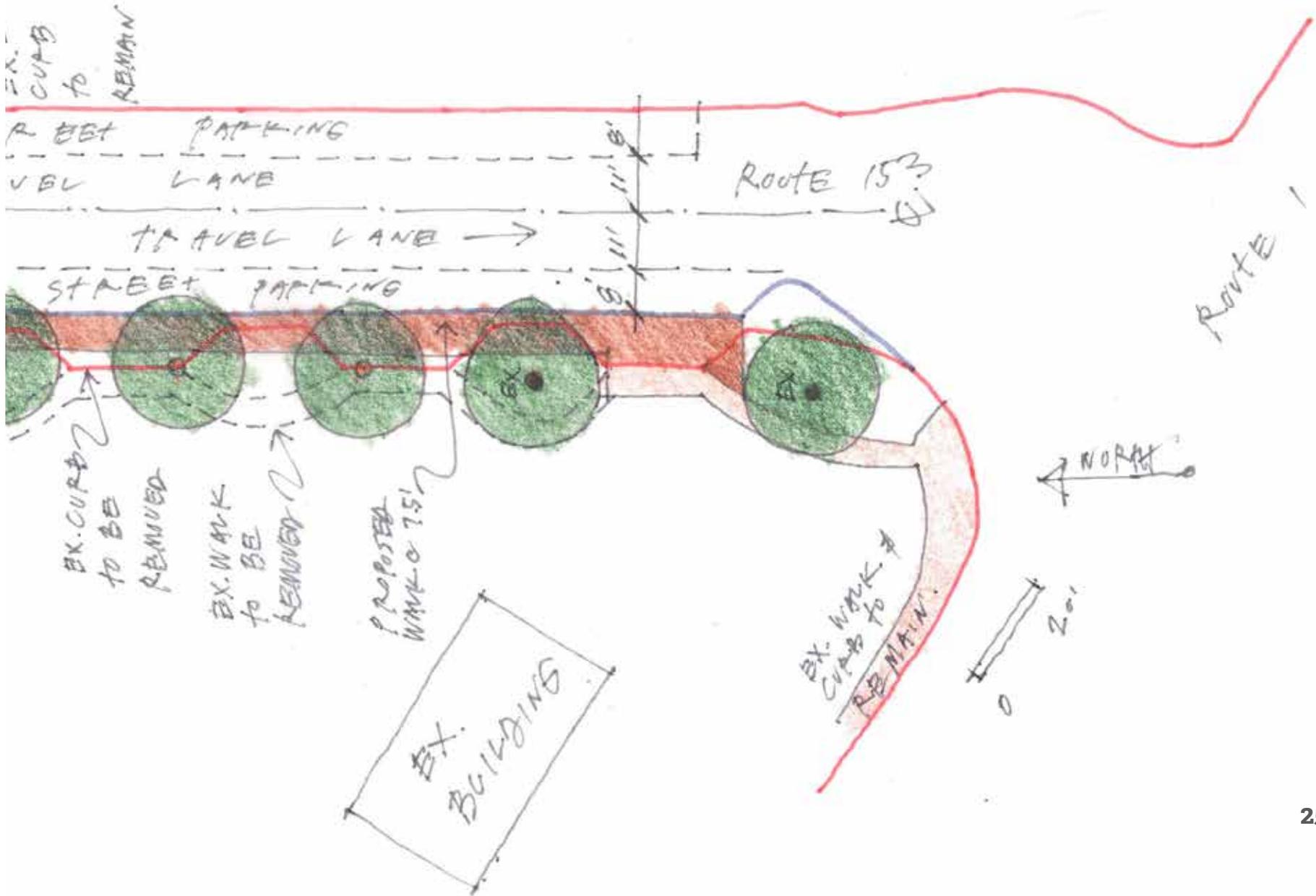


# Proposed Section @ Westbrook



# Proposed Plan @ Westbrook





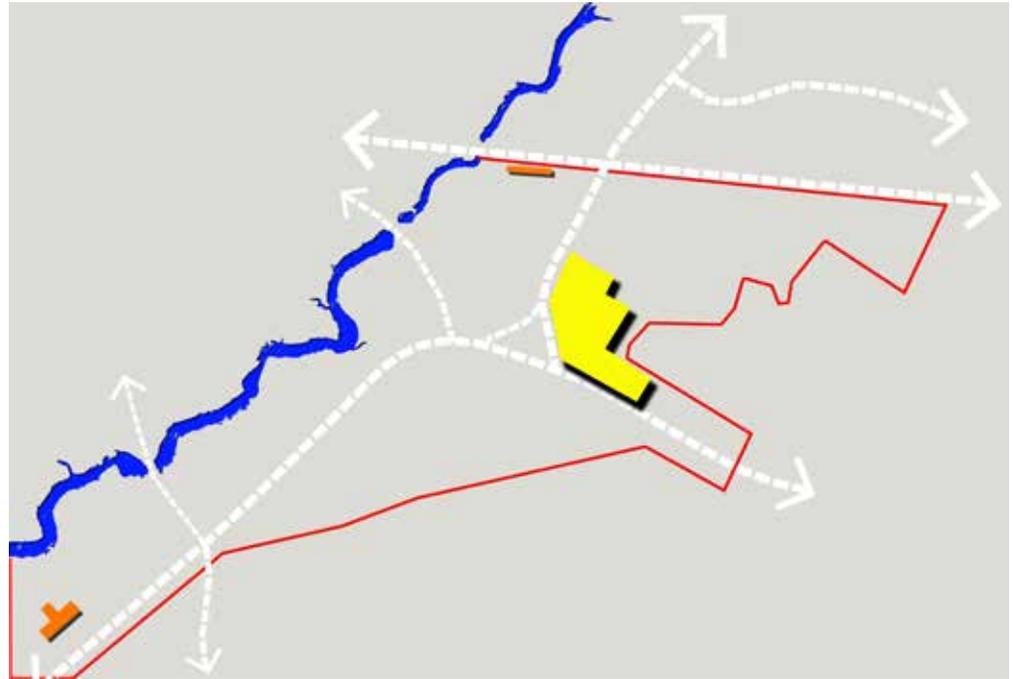
# Existing View @ Westbrook



# Proposed View @ Westbrook

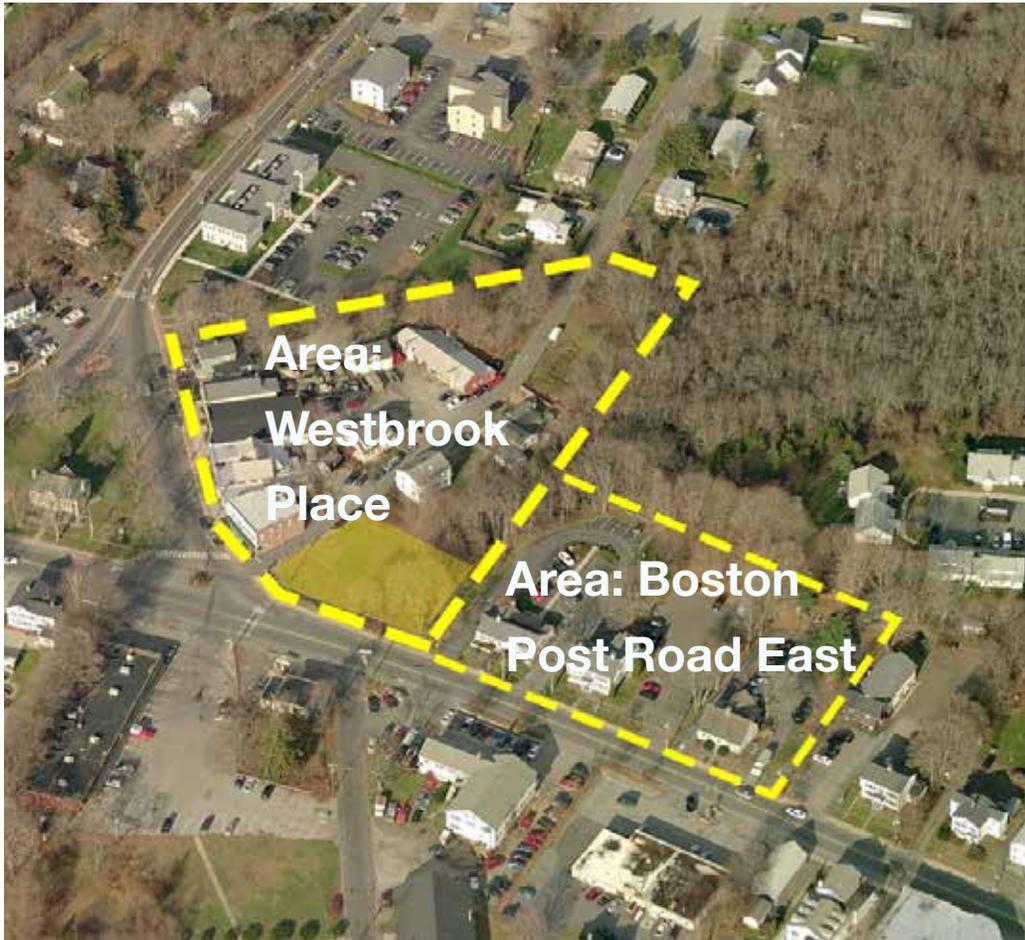


# Westbrook Place / Planning



# Hypothesis: Is there enough land to increase density?

**Task: Perform a Feasibility Study to determine if there is enough land for additional building square footage and additional parking east of Westbrook Place**



## Assumptions for study:

1. All buildings could remain as is.
2. Existing parking, both long term (military museum) and daily, to be relocated and/or re-configured.
3. Proposed parking is based on shared parking among all property owners.
4. Knothe Ln. intersection with Route 1 is dangerous and needs to be improved or discontinued.
5. New parcel of town land to be used for the improvement of the downtown for parking, multi-use building, etc.
6. Protect the majority of existing wetlands.
7. Septic will be off-site.

Numbers:	Area: Westbrook Place	Area: Boston Post Road East
Ex. parking spaces:	125	65+
Ex. building s.f.:	27,000	6,500

## Legend



Proposed Access Ways



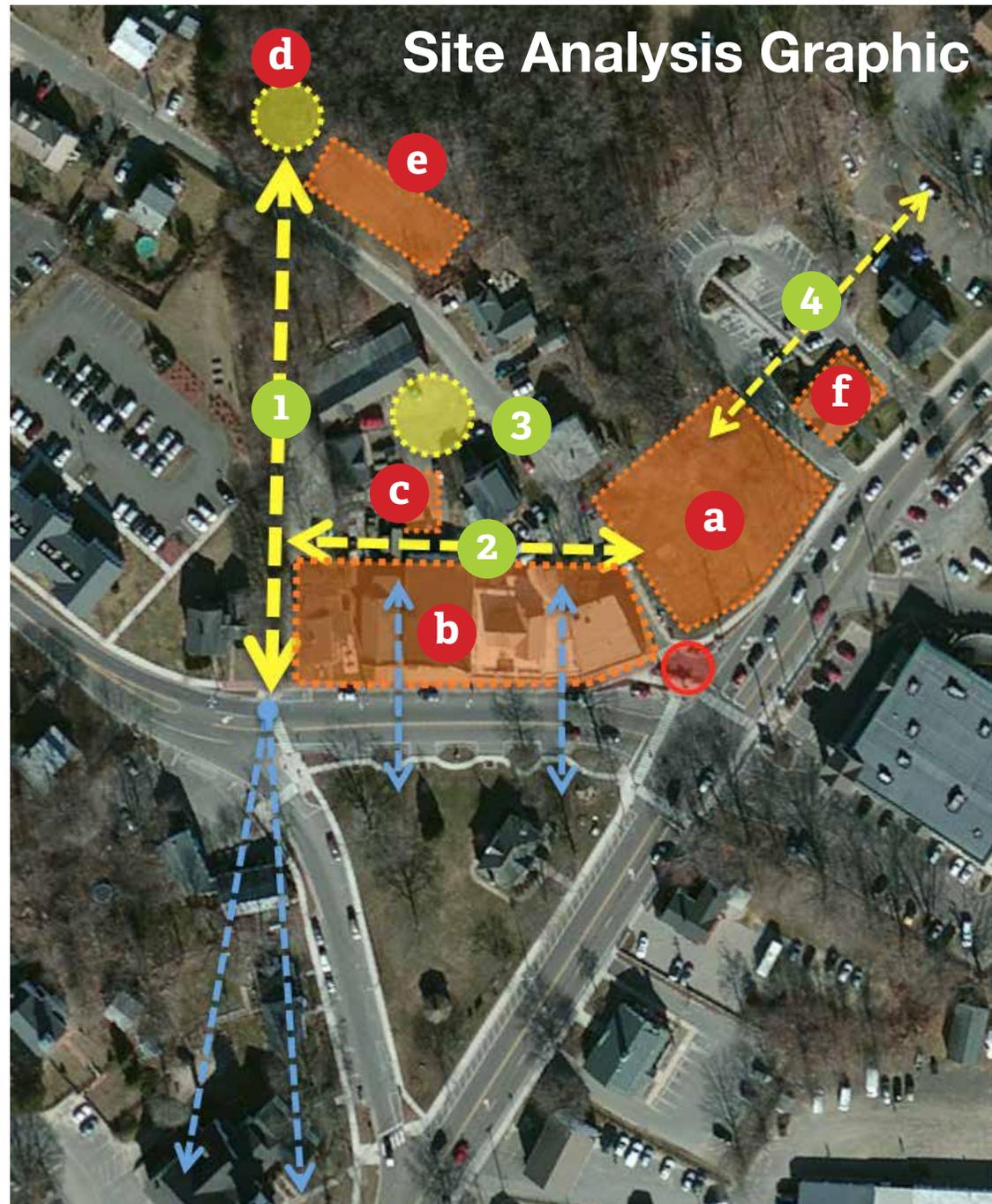
Proposed "View Sheds"



Knothe Road Intersection



Proposed Open Space



# Site Analysis for Westbrook Place and Environs

**1 Opportunity to create a primary organizational axis**  
This axis will focus views to the church steeple to the west and terminate on town open space to the east

**2 Opportunity to create a secondary organizational axis**  
This axis will provide ease of access to existing and proposed buildings while connecting the site in the north/south direction.

**3 Improve the function and safety of Knothe Road**  
Make this road a safe two-way road with parking. Terminate the connection to Route 1.

**4 Opportunity to increase parking and create an internal vehicular circulation system**  
Combined parking areas behind properties along Route 1.

**a Town Parcel development**  
This parcel has the opportunity to provide parking, a mixed-use building and connectivity between uses to the north and south.

**b Existing buildings along Westbrook Place**  
These buildings possess an excellent relationship to the street and reasonable building use mix. With the potential of increased parking, some of these buildings could be renovated with additional leasable space. The increased space will provide added vitality by increasing the number and diversity of appropriate land uses.

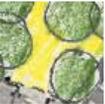
**c Potential for limited infill development**

**d Potential for a trailhead with access onto town owned open space (Wren Park)**

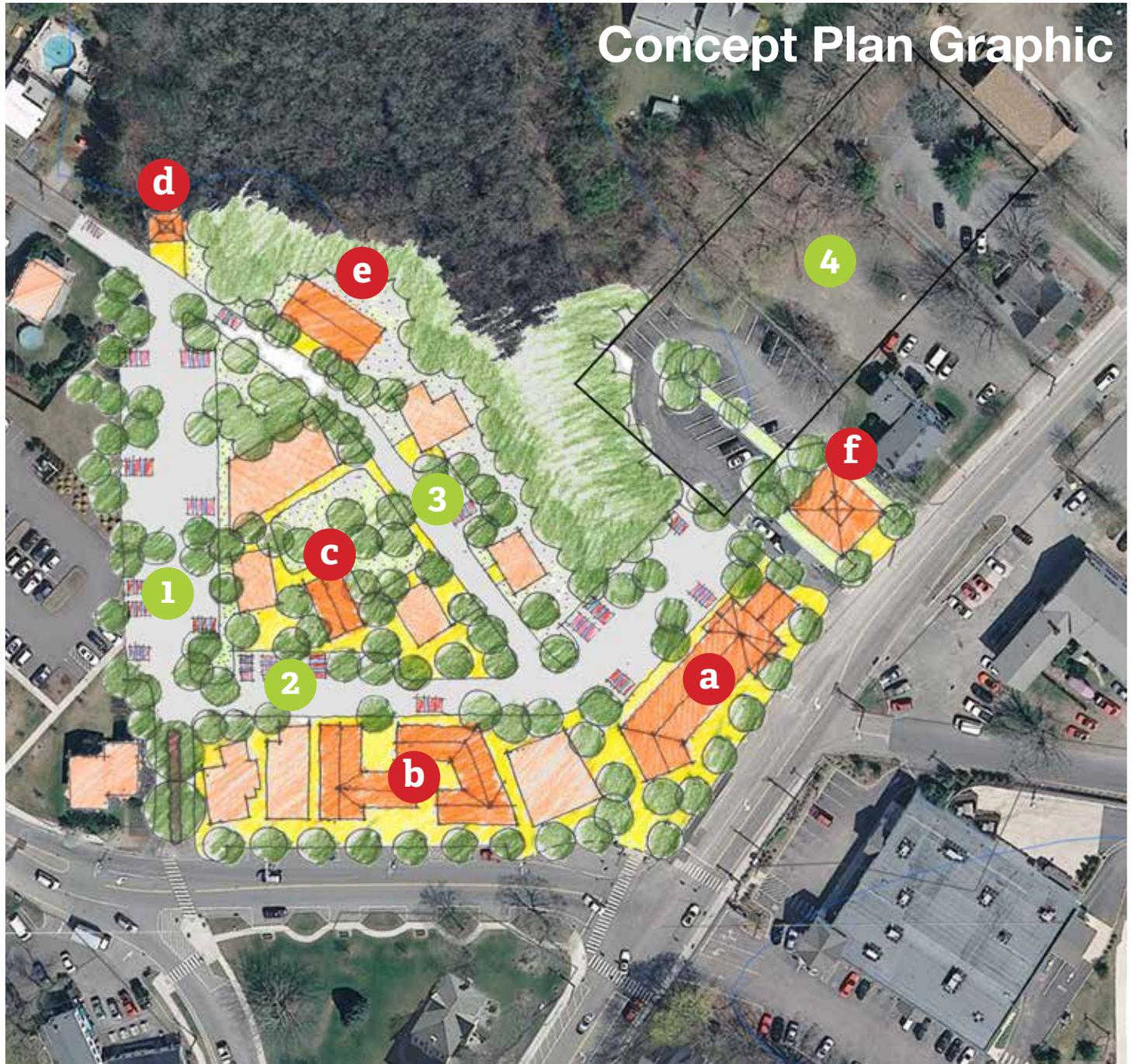
**e Potential for limited infill development**

**f Potential to increase size of existing structure**

# Legend

-  Existing Building
-  Proposed Building
-  Proposed Trees and Pedestrian Areas
-  Proposed Planting
-  Parking areas

# Concept Plan Graphic



# Concept Plan for Westbrook Place and Environs

## Pedestrian/Vehicular Circulation

### 1 Proposed east - west access drive connecting Westbrook Place to Knothe Road

This drive will provide safe and convenient access for vehicular and pedestrian travel. Parking in this area will increase from 9 to 40 spaces. 17 of these spaces will for the use of the insurance company north of the site.

### 2 Proposed north - south access drive connecting FN bank parcel to the east west drive-

This drive will provide safe and convenient access for vehicular and pedestrian travel while providing additional parking and service to buildings on Westbrook Place and Route 1. Parking in this area will increase from 25 to 62 spaces (this includes parking on Knothe Road)

### 3 Knothe Road to terminate on the north - south access drive

Long term, Knothe road will no longer connect to Route 1. Vehicular access in this area will be accomplished at or near the First Niagara Bank parcel.

### 4 Boston Post Road East

In the long term, parking at these 3 parcels can increase from 60 to 125 spaces.

## Buildings and Leasable Space

### a Proposed building @ Town Parcel along Route 1

### b Proposed infill building @ Westbrook Place

### c Proposed infill building @ back of Westbrook Place

### d Open Air Trailhead Building

### e Proposed infill building @ back of Westbrook Place

### f Proposed building @ existing First Niagara Bank

Numbers:	Area: Westbrook Place	Area: First Niagara
Ex. parking spaces:	34	65
Proposed parking spaces:	102	125
Ex. building s.f.:	27,000	6,500
Proposed building s.f.:	50,000+	14,000+
Total proposed parking:	227 spaces	
Total building s.f.:	64,000 s.f.	

**Note:** Smart growth parking ratios are approximately 3 parking spaces per 1000 s.f. of building. The proposed parking of 227 spaces will support 75,000 s. f. of building.

# Westbrook Place / Architecture

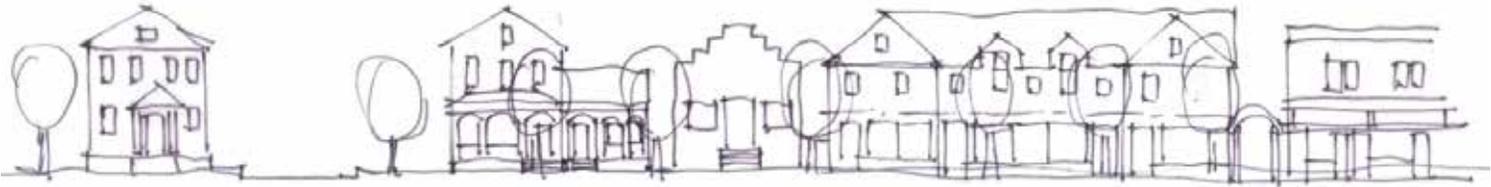
Developing the new Town Center means creating a place where you can meet your friends for a meal outside on the sidewalk at a local restaurant, where you can sit and watch people walk by, while reading a book or drinking a cup of coffee, where you can play a game of catch on the Green with your kids while visiting the Historical Society, where you can shop for services or local fare from town merchants, and where you can go for a walk in a pedestrian-friendly atmosphere.

The new buildings will reflect the historical character of the existing Town Center and provide mixed-uses like restaurants, shops, business services and apartments which will allow residents to live and work in a downtown with a nightlife. New street trees, benches, street lighting, dining tables with umbrellas and chairs, street signage, matching building signage and exterior lighting, and decorative paving will bring energy and new life to Westbrook Place.

The starting place for new buildings includes the following lots; #20 Westbrook Place and #12 Westbrook Place that fill the center of the block on Westbrook Place, the new lot between #4 Westbrook Place and the First Niagara Bank along Route 1, and the Citizen Bank lot between The Dohnna and Wilcox Fuel Inc. buildings along Route 1, opposite the Green. These building lots are lacking buildings of historical character and appropriate scale that are needed to create a harmonious Town Center. This is just a starting point for new buildings that will help blend roof lines, building heights, building materials, doors and windows in order to strengthen the town's historical character.



# Preliminary Sketches





**Key Plan**



**Building "A" Plan**

**Building #'s:**

Building Use:	Mixed
Overall Building dimensions =	40' x 125'
Overall s.f. =	12,500
Level 1@ street =	5,000
Level 2 =	5,000
Level 3 =	2,500

# Example Building (a) @ Town Parcel on Route 1



Building Elevation





Key Plan



**Building "B" Plan**

**Building #'s:**

Building Use:	Mixed
Overall Building dimensions =	60' x 80'
Overall s.f. =	7,650
Level 1@ street =	2,550
Level 2 =	2,550
Level 3 =	2,550
Existing building s. f. =	4,224



**"Papercraft"**

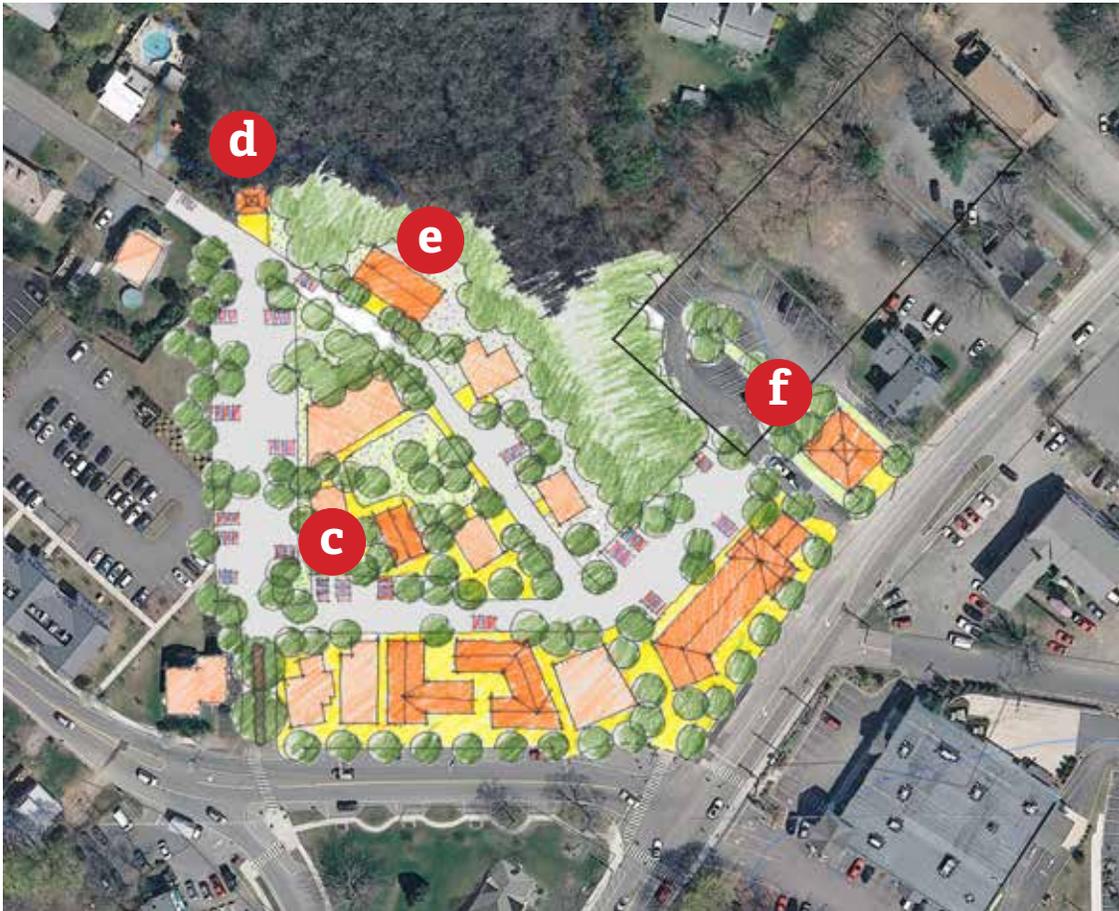
**"Nautical Needles"**

# Example Infill Buildings (b) @ Westbrook Place



Building Elevation





### Building “C”

**Building #’s:**

Building Use:	TBD
Overall Building dimensions =	20’ x 40’
Overall s.f. =	2,000
Level 1@ street =	800
Level 2 =	800
Level 3 =	800

### Building “D”

**Building #’s:**

Building Use:	Trailhead
Overall Building dimensions =	20’ x 20’
Overall s.f. =	400

### Building “E”

**Building #’s:**

Building Use:	TBD
Overall Building dimensions =	30’ x 60’
Overall s.f. =	4,500
Level 1@ street =	1,800
Level 2 =	1,800
Level 3 =	900

# Example Building

## Building “F” (First Niagara)

### Building #'s:

Building Use:	Mixed
Overall Building dimensions =	40' x 40'
Overall s.f. =	4,000
Level 1@ street =	1,600
Level 2 =	1,600
Level 3 =	800
Existing building s. f. =	1,750





# Example Building @ Existing Citizens Bank

## Building @ Citizens Bank

**Building #'s:**

Building Use:	Mixed
Overall Building dimensions =	50' x 90'
Overall s.f. =	10,000
Level 1@ street =	4,000
Level 2 =	4,000
Level 3 =	2,000
Existing building s. f. =	3,000



# Westbrook Place / General Guidelines

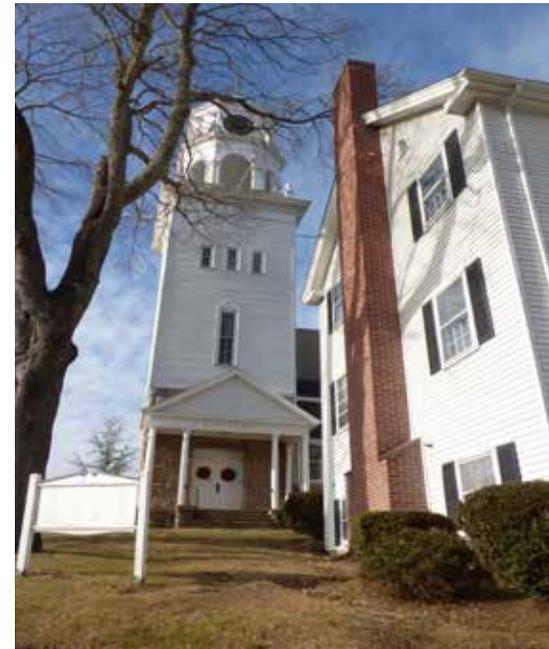
“Surely architecture is the organization for pleasure of enclosed space. And what more magnificent enclosure than a town, a place, a place where the spirit is cuddled, made serene, made proud, happy, or excited depending on the ceremony, the day, the hour.”

Phillip Johnson, Architect

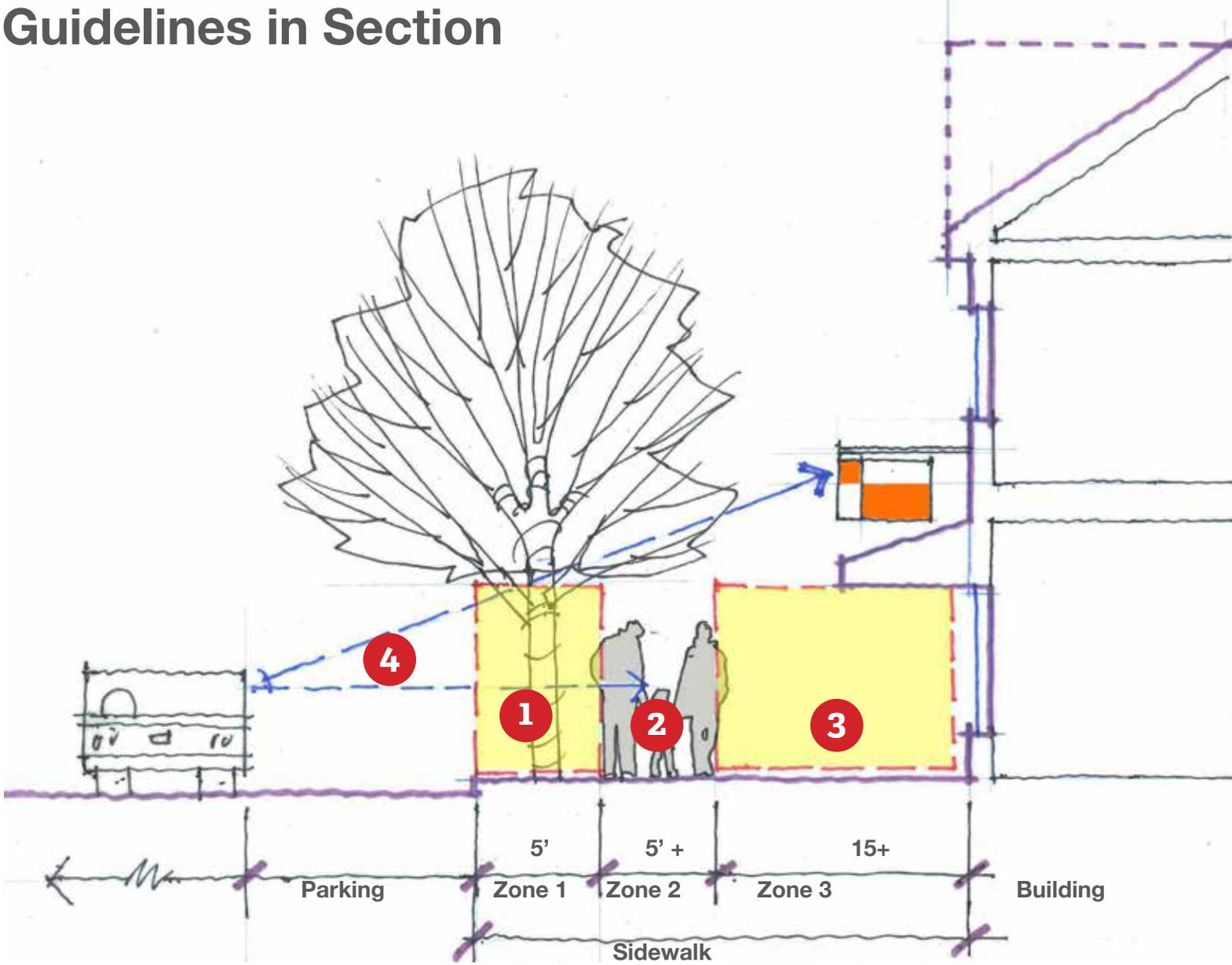
# Existing Buildings to be Emulated:

The center of Westbrook is a mixed residential and business use district. The purpose of this Vision is to promote the educational, cultural, economic and general welfare of the Town of Westbrook, to provide for the protection and preservation of buildings, structures and places of historic value, and to promote design which is compatible with the present character of Westbrook. The specific intent is to;

- Encourage the continued use of existing historically or architecturally important buildings and those which contribute to the character of the Town Center and discourage their demolition and removal.
- Prevent inappropriate alterations of buildings of historic value.
- Assure that new buildings are designed and built in a manner compatible with the character of the Town Center in terms of scale and visual effect.
- Assure that changes to contemporary buildings and new construction do not detract from adjacent historic buildings.



# Guidelines in Section



## Section @ Storefronts

### Street Tree Planting Zone

**1** This zone is where free standing signage, light posts, bollards, benches and other vertical objects are to be placed.

### Pedestrian Zone

**2** This zone needs to be free from all obstructions.

### Store Front Zone

**3** This zone is to be used for outdoor dining, seating or other store specific activities.

### View from Adjacent Roadway

**4** Generally, this “cone of vision” needs to be undistributed to give motorists a clear view of store fronts and signage.

## Change of Scale

The scale of the storefront is generally larger than the 2nd story. Street tree canopies should be between 9’ and 12’ above the sidewalk for proper pedestrian clearance and clear sight-lines to buildings. The addition of small planters add color and texture to the sidewalk as well as help delineate spaces. Canopy width must be proportional to sidewalk

Use sidewalks as organizing elements to define the public realm.

Include benches to encourage pedestrians to gather in places where they will be used without creating an obstruction.

Incorporate historic cultural landmarks (e.g. houses, commercial buildings, old stone walls, barns or sheds, fences, tree stands on open space edges, etc.) into new development.

Preserve and reinforce historic scale, massing, and proportion where applicable. Install trash receptacles where accumulation of trash is likely to occur.

Strengthen security with adequate area illumination and street visibility.

Treat resources in a manner consistent with the U.S. Secretary of the Interior’s

## Standards

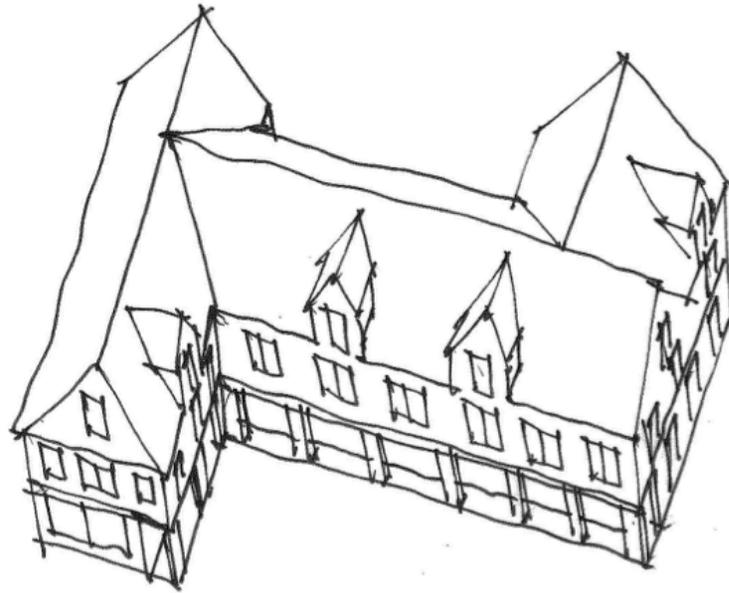
Create an agreeable pedestrian environment, including weather protection, convenience, and safety features.

Awnings should be characterized by varying colors to differentiate between small, individual businesses that comprise a traditional N.E. storefront.

Build elements (e.g. protective canopies, stairs, columns, wall or roof projections and recesses, etc.) to human scale at sidewalk level to encourage pedestrian use.

Accentuate entrances with strong definition and individual legibility for individual tenants.

# Building Massing



Broad Front and Narrow Front are the simple building shapes.

New construction should begin with dominant simple forms and then add smaller secondary forms for additional volume.

Dominant and secondary volumes should be expressed through set-backs, roof form, and scale.

The basic building forms can have a variety of stylistic expressions and use of materials to add diversity to the Town Center.



# Building Proportion and Trim

Avoid long, large, unarticulated structures which are uninviting and do not contribute to the streetscape.

Design to create interesting and proportional outdoor spatial relationships between buildings, open space, and setbacks on adjacent sites.

Establish building rhythms with adjacent building forms for visual continuity.

Create variety using building clustering, surface recesses, projections, and open space breaks.



Windows and window panes should be generally vertical in proportion.

Window trim should be comprised of a sill deeper than the casings, and the jamb and head casings should be deeper than the siding.

True divided lite or SDL (simulated divided lite) windows are encouraged to provide true shadow and depth like historical N.E. buildings.

Establish horizontal continuity by referencing adjacent prominent façade detail elevations and rhythms (e.g. brick coursing, mouldings, fenestration, etc.).

Include architectural detailing and apply it consistently throughout the design. Ensure such detailing is compatible with the historical context.

Arrange window patterns with a balanced spacing and conscious rhythm.

# Building Roof Forms



Good examples of traditional New England rooflines



50



Traditional architecture utilizes simple forms.

A single dominant roof form should cover the primary volume of the building.

Roofs of secondary volumes should defer in scale to the main body of the building.

Roof pitches should vary slightly from existing buildings from as little as 4:12 to 12:12.

Simple volumes such as dormers, bays, and porches can be added to basic building forms and create a hierarchy that can be understood from the scale of each.

Consider roof lines of adjacent properties in the design to avoid clashes in style and materials.

Reference adjacent building roof details (e.g. dormers, fascias, roof pitches, etc.) when applicable.

Avoid false detailing (e.g. mansard roofs, partial HVAC screens, truncated roof structures, etc.), which detracts from a building's integrity.

Observe historic precedents wherever possible.

Honor local historic detailing with simple roof forms and shapes.

## Building Eaves



Roof Cornices should be scaled relative to the size of the structure

The cornice should adjust in scale to match the scale of the secondary volumes.

A well-built eave adds character and a sense of scale to the building.

The primary eave trim and detailing of an eave return, at a gable end, is carried fully around.

The eave detail should convey correct proportion and detail and be consistent with traditional N.E. building styles.

# Building Colors



Painted buildings should use complementary colors with no more than two or three colors to the façade.

The building colors should typically include a base color, complementary trim, and accent colors for doors.

Body colors should be complemented by trim colors such as reds, creams, tans, whites, grays, and dark greens.

Window, door and cornice trim should be painted a highlighting color, complementary to the body.

Color schemes should be compatible and complementary with nearby buildings.



# Building Storefronts



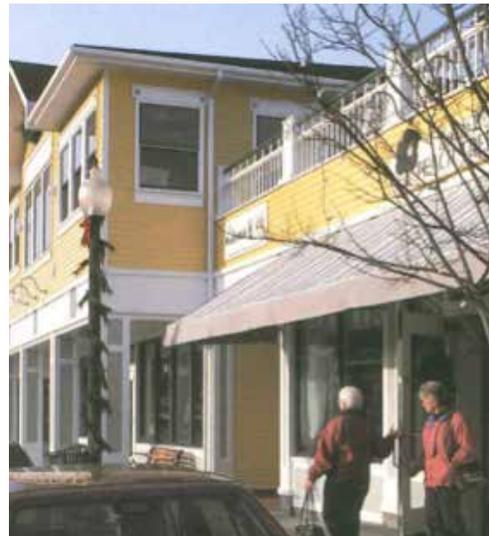
A durable material such as stone should meet the ground.

The storefront windows should allow good views into the store.

A sign band with exterior sign lights should be provided.

Projecting signs and/or signage on glass should be legible from across the street.

An awning with retractable metal arms or stationary metal frame should be provided.



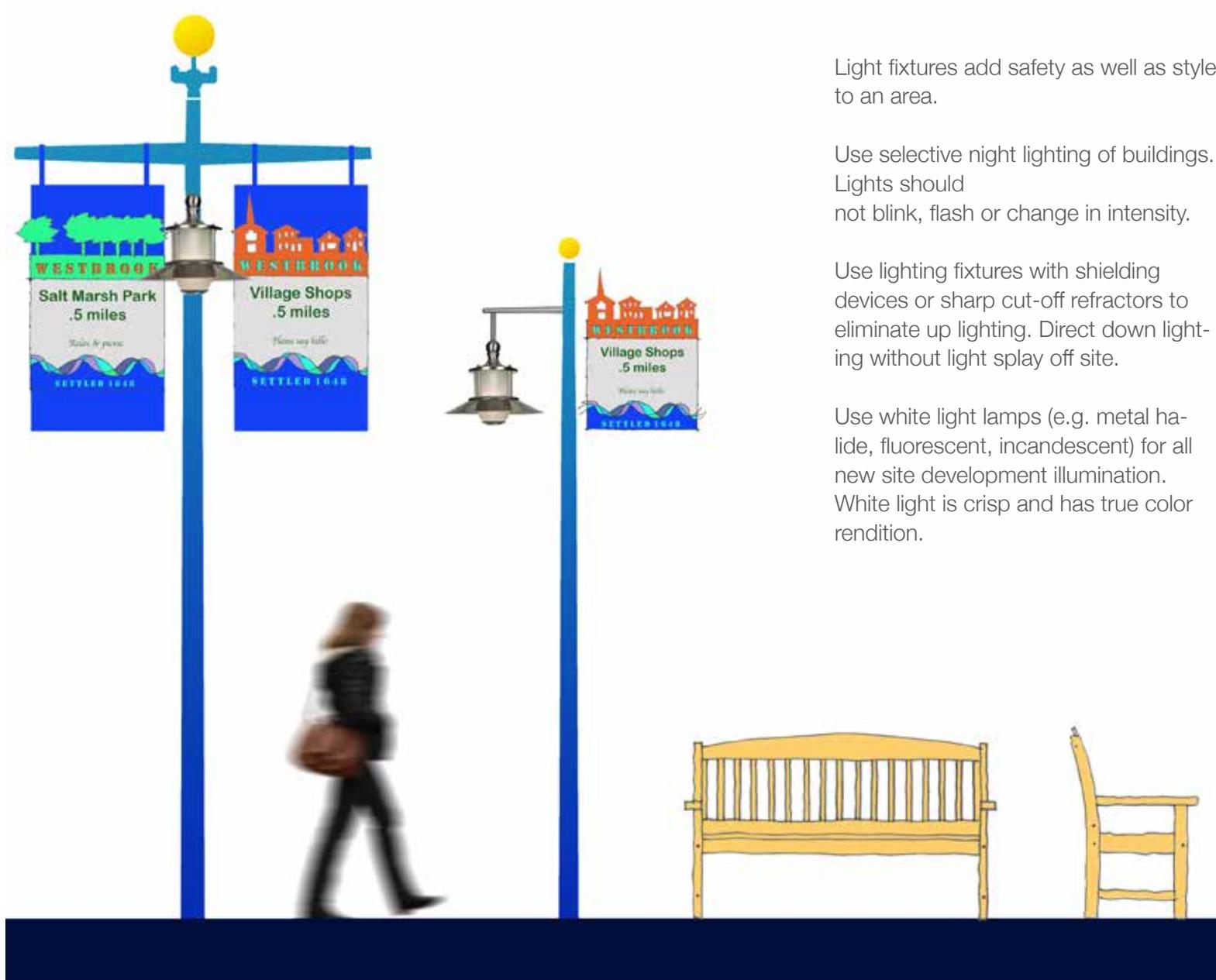
## Street Furnishings:

Light fixtures add safety as well as style to an area.

Use selective night lighting of buildings. Lights should not blink, flash or change in intensity.

Use lighting fixtures with shielding devices or sharp cut-off refractors to eliminate up lighting. Direct down lighting without light splay off site.

Use white light lamps (e.g. metal halide, fluorescent, incandescent) for all new site development illumination. White light is crisp and has true color rendition.



# Lighting, Signage, Benches, Planters & Bike Rack

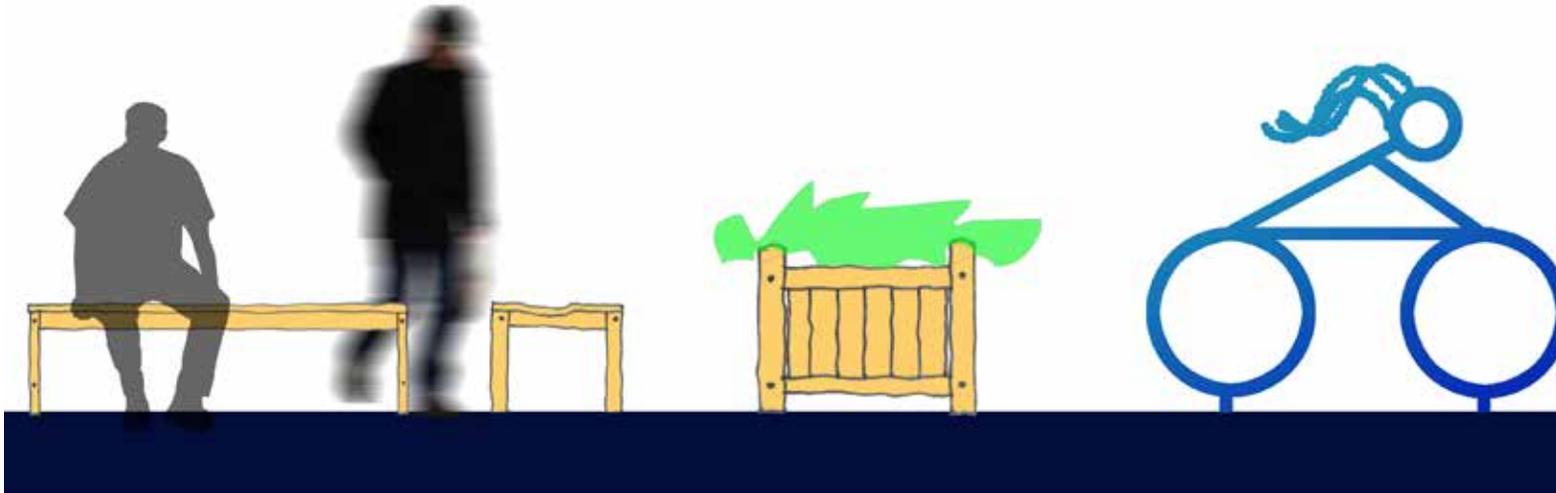
Street furnishings make every space more user friendly and comfortable.

Planters with colors to coordinate with building architecture is encouraged.

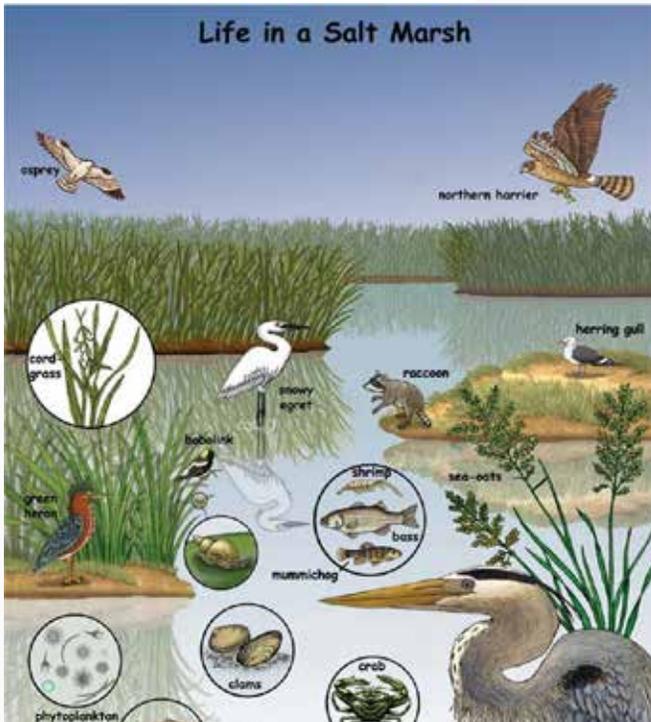
The style of trash receptacles must always match or complement nearby benches.

Bike racks must be metal and must also be coordinated with the surrounding furnishings.

Furnishings for outdoor dining areas should be synthetic resin, wood or metal tables and Bistro chairs with 6' max. diameter umbrellas to help enliven and activate the street front.



# Special Interest/ Town Park



“The more successfully a (town) mingles everyday diversity of uses and users in its everyday streets, the more successfully, casually (and economically) its people thereby enliven and support well-located parks that can thus give back grace and delight to their neighborhoods instead of vacuity. ”

Jane Jacobs, *The Death and Life of Great American Cities*

# The Delight of Waterfront Access

## Estuaries

An estuary is a partially enclosed body of water along the coast where freshwater from rivers and streams meets and mixes with salt water from the ocean. Estuaries and the lands surrounding them are places of transition from land to sea and freshwater to salt water. Although influenced by the tides, they are protected from the full force of ocean waves, winds, and storms by such land forms as barrier islands or peninsulas.

Estuarine environments are among the most productive on earth, creating more organic matter each year than comparably-sized areas of forest, grassland, or agricultural land. The tidal, sheltered waters of estuaries also support unique communities of plants and animals especially adapted for life at the margin of the sea.

Many different habitat types are found in and around estuaries, including shallow open waters, freshwater and salt marshes, swamps, sandy beaches, mud and sand flats, rocky shores, oyster reefs, mangrove forests, river deltas, tidal pools, and seagrasses.

Estuaries provide us with a suite of resources, benefits, and services. Some of these can be measured in dollars and cents, others cannot. Estuaries provide places for recreational activities, scientific study, and aesthetic enjoyment. Estuaries are an irreplaceable natural resource that must be managed carefully for the mutual benefit of all who enjoy and depend on them.

Thousands of species of birds, mammals, fish, and other wildlife depend on estuarine habitats as places to live, feed, and reproduce. And many marine organisms, including most commercially-important species of fish, depend on estuaries at some point during their development. Because they are biologically productive, estuaries provide ideal areas for migratory birds to rest and re-fuel during their long journeys. Because many species of fish and wildlife rely on the sheltered waters of estuaries as protected spawning places, estuaries are often called the “nurseries of the sea.”

## Get Kids into Nature

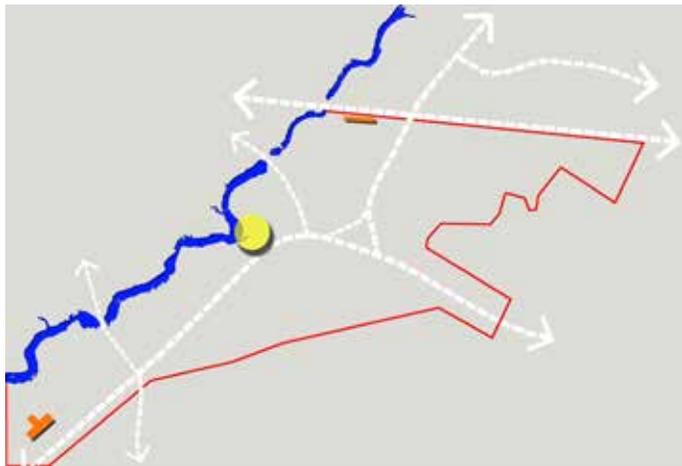
Being somewhere peaceful, quiet, and close to nature makes possible mindful moments as well as restorative ones.

With more and more people living in urban conditions, exposure to nature becomes more difficult. Richard Louv has warned us of what he calls Nature Deficit Disorder (NDD).

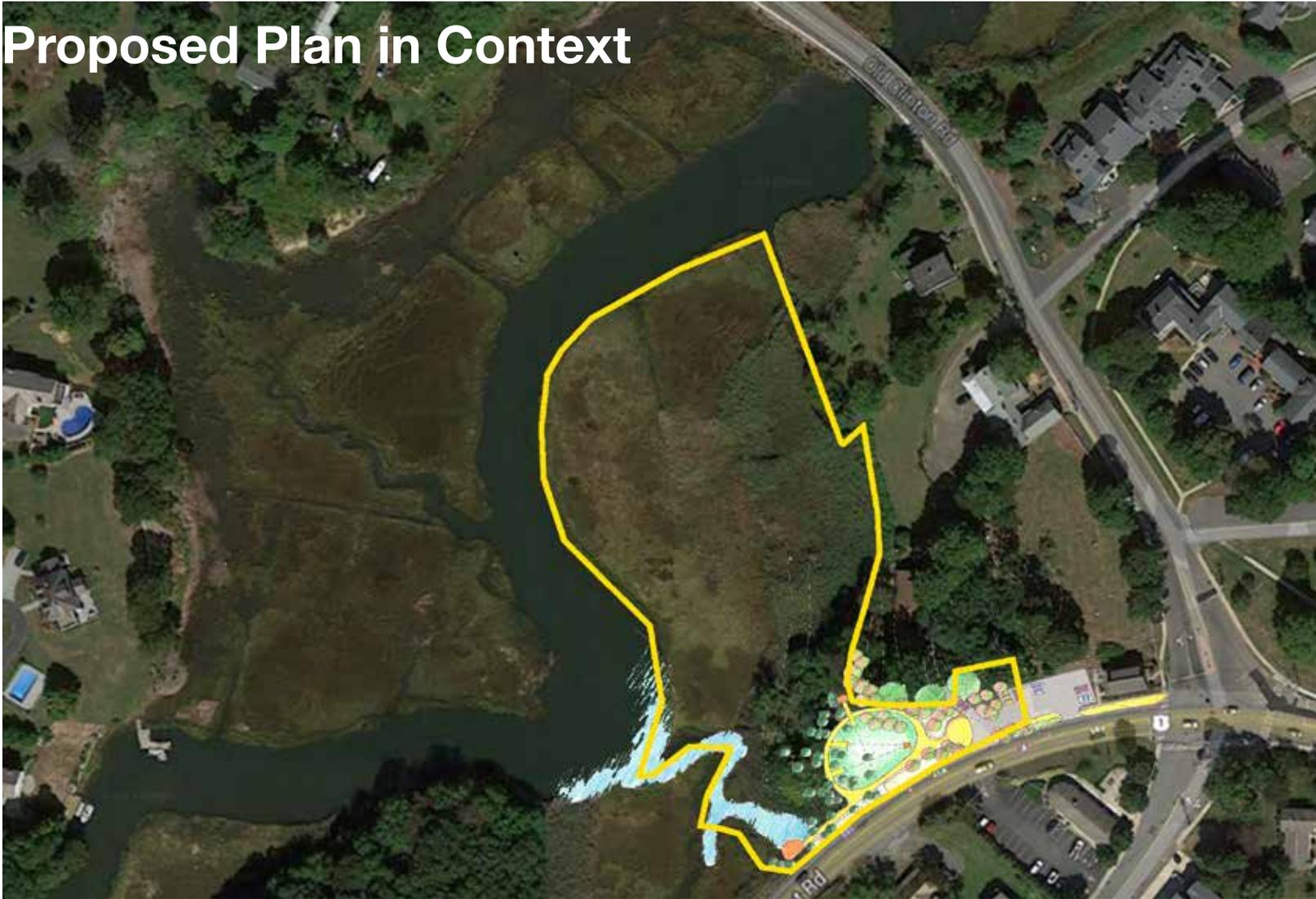
An essay by Paul Cooper stated that, “We are now just beginning to understand that the growing disconnection between kids and the natural world is an increasingly serious social problem.” He states that, “Children who spend more time inside than in the wilderness experience poorer health in adulthood”, and concludes that, “We must let them roam free.” But it is not just kids. We all need to roam free.

NDD is a serious problem afflicting modern people young and old who spend most of their time indoors, usually in front of glowing screens. Humans need to feel their connection with the biosphere, to remember their dependence on other living things and processes. We must be in nature to develop a deep compassion for all life. The result of exposure to nature is a strong urge to do the least amount of harm and protect the natural gifts that we rely on. Another benefit is a feeling of calm centeredness.

# Site Location and Existing Aerial



# Proposed Plan in Context



# Proposed Plan



# Plan Description

## 1 Parking Area

Shared parking for Town Park and building to the east of parking area. Parking for about 10 cars while maintaining access to house north of the park.

## 2 Pedestrian Areas (yellow)

Provide a safe and comfortable interconnected system for pedestrians. This system needs to start at the intersection of Boston Post Road and Old Clinton Road and deliver the pedestrians to the Town Park for passive activities such as picnicking, bird watching or just resting while gazing out toward the tidal waterway.

## 3 Plantings and Vistas

The existing plantings to be augmented with vegetation which will help create both a visual/aesthetic and functional diversity. The proposed plantings should be appropriate for a transitional ecosystem bridging uplands and tidal areas. Existing trees should be trimmed to allow for views and vistas from the park to the open water while protecting and enhancing the views from existing residences (north of park) to the park.

## 4 Boardwalk With Lookout Area

Potential for a boardwalk over the existing tidal areas culminating on a small gathering area that could be used for bird watching or fishing.

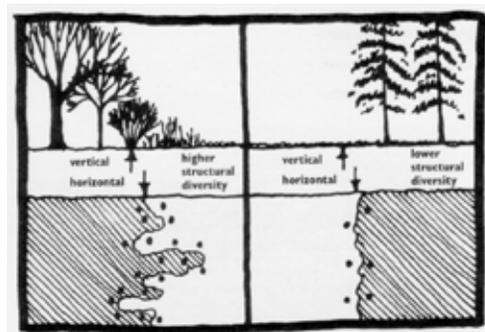
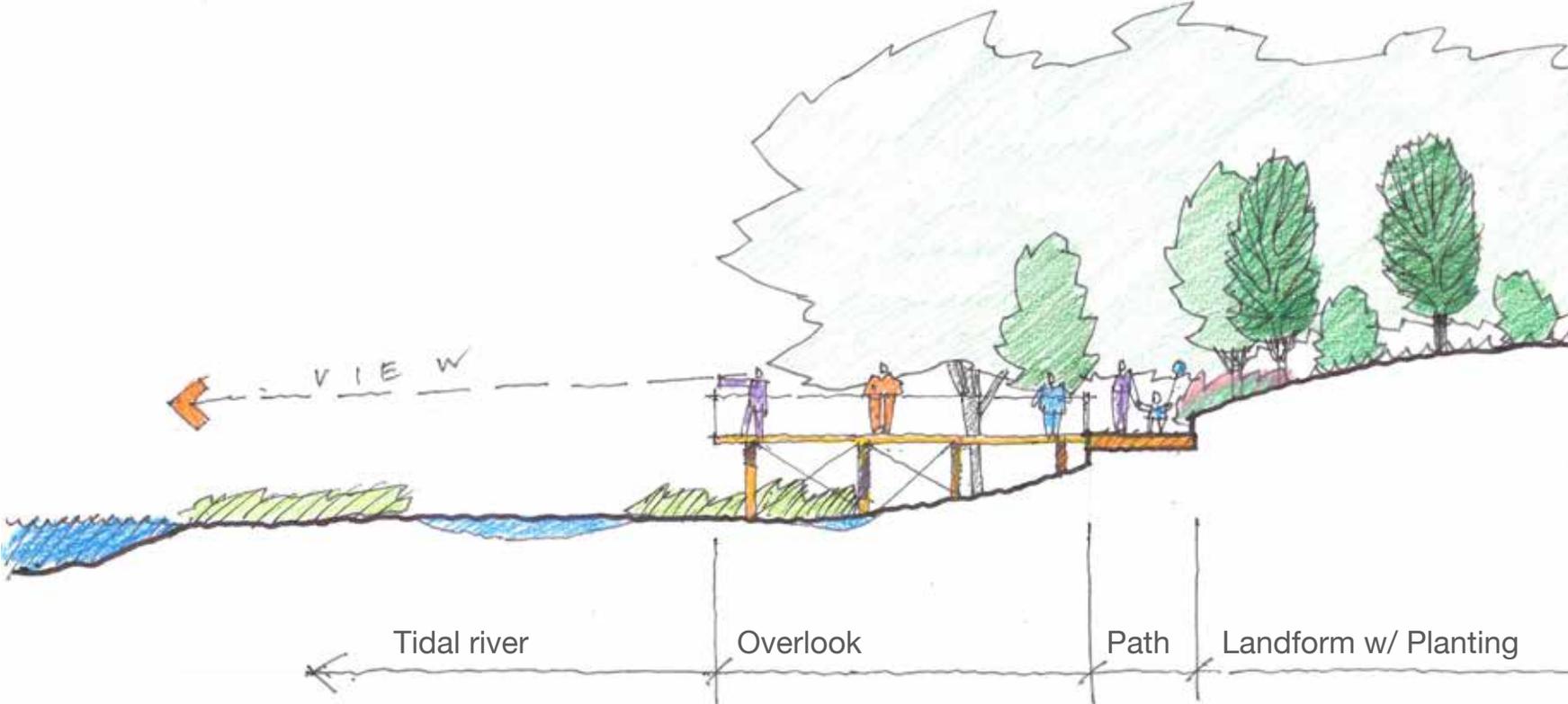


Figure A

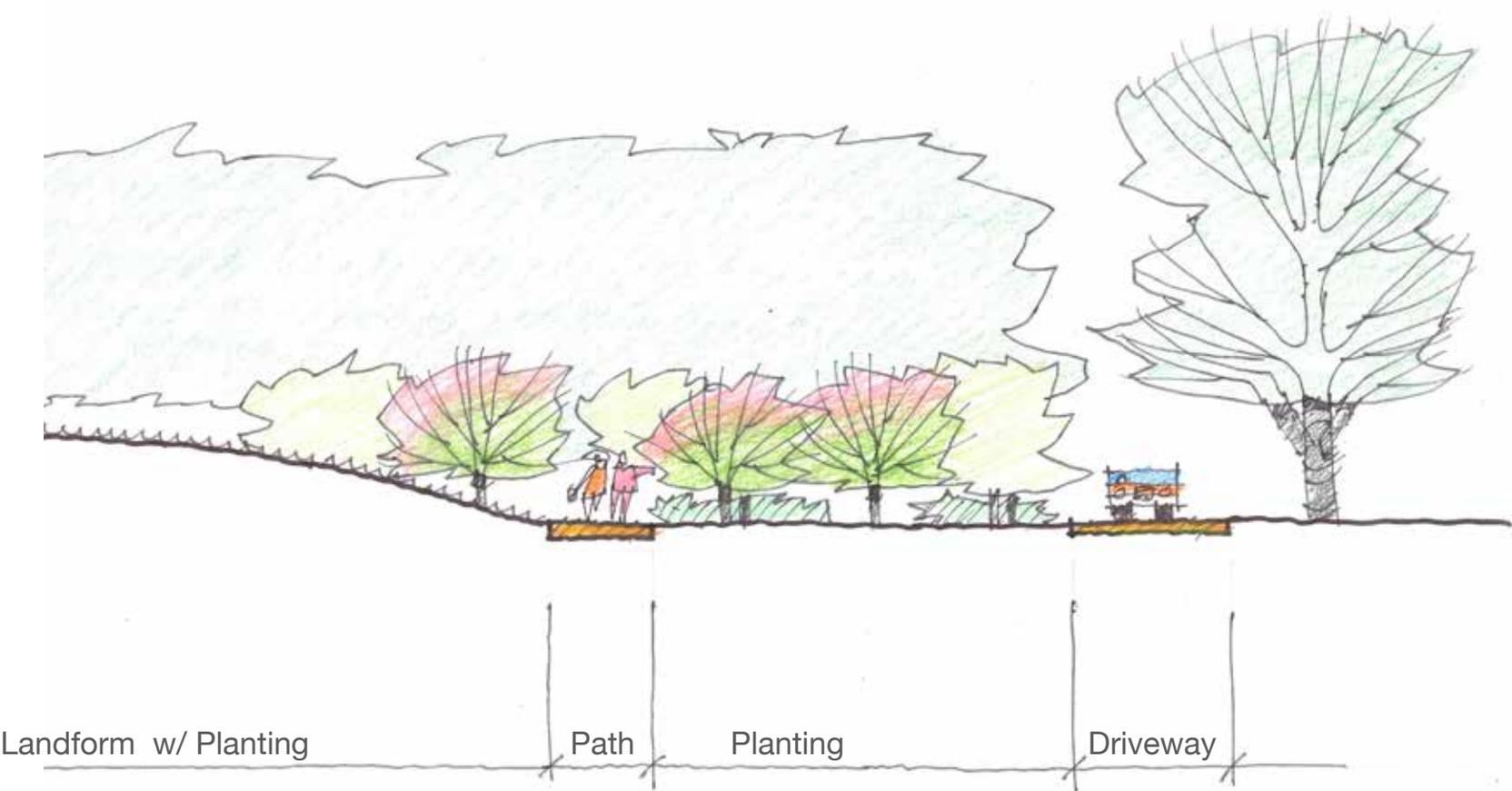
Figure B

Vegetative edges with high structural diversity, vertically and horizontally, are richer in edge animal species.

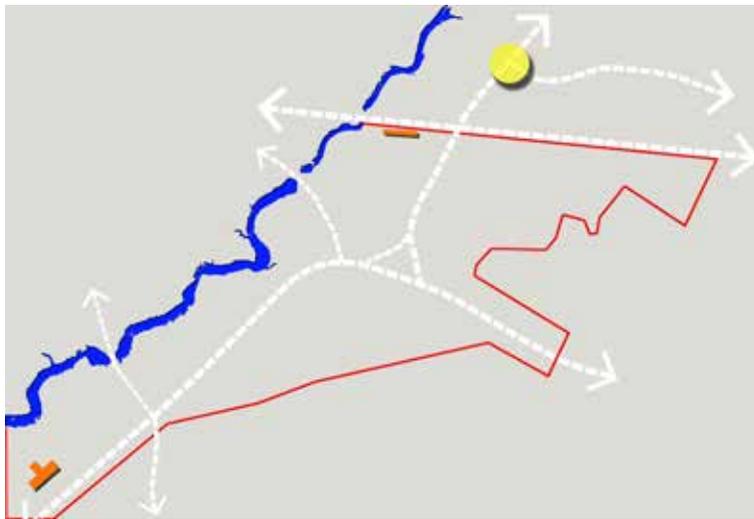
# Proposed Section B



# Proposed Section A



# Special Interest / Flat Rock Place



Existing Conditions @ Flat Rock Place and Essex Road

# Proposed Complete Street



## 1 Planted Median

Tree, shrub and flowering plants at median.

## 2 Provide a safe and functional pedestrian area.

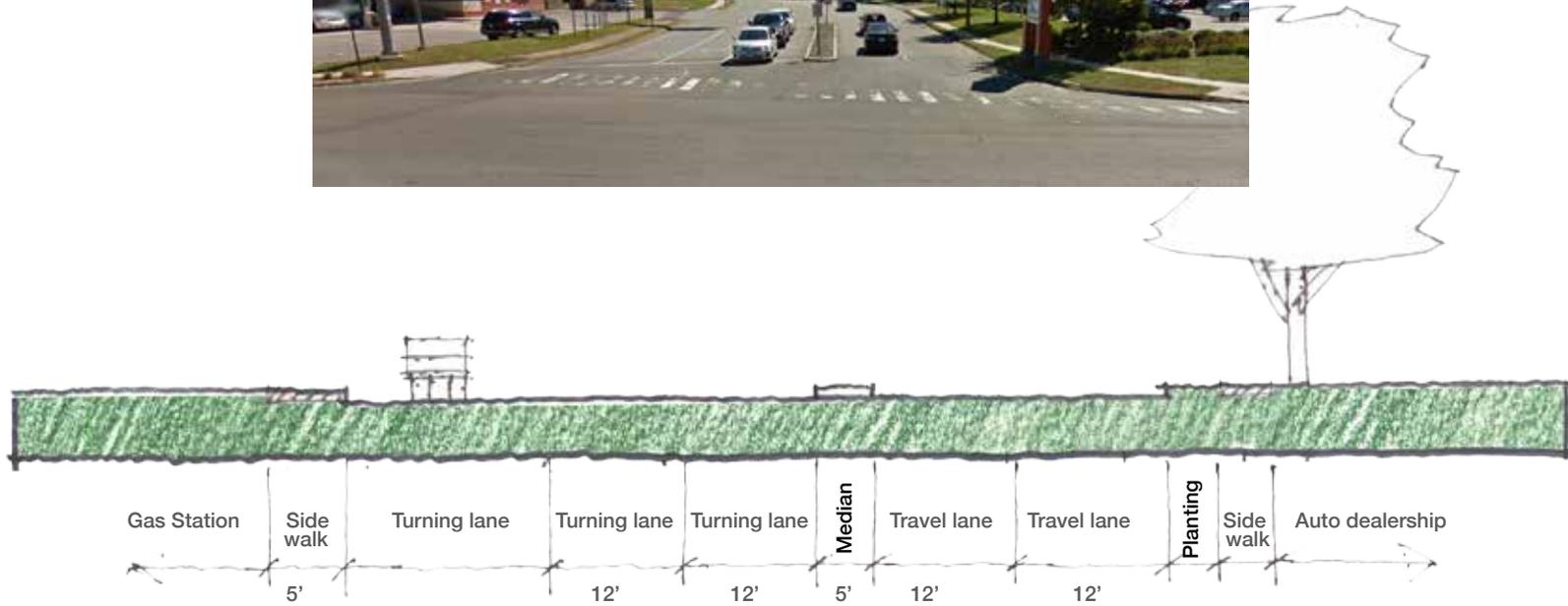
Employ the concept of complete streets by reducing the width of Flat Rock Place lanes while increasing the width and connectivity of pedestrian areas.

## 3 Provide sharrows on both sides of Flat Rock Place

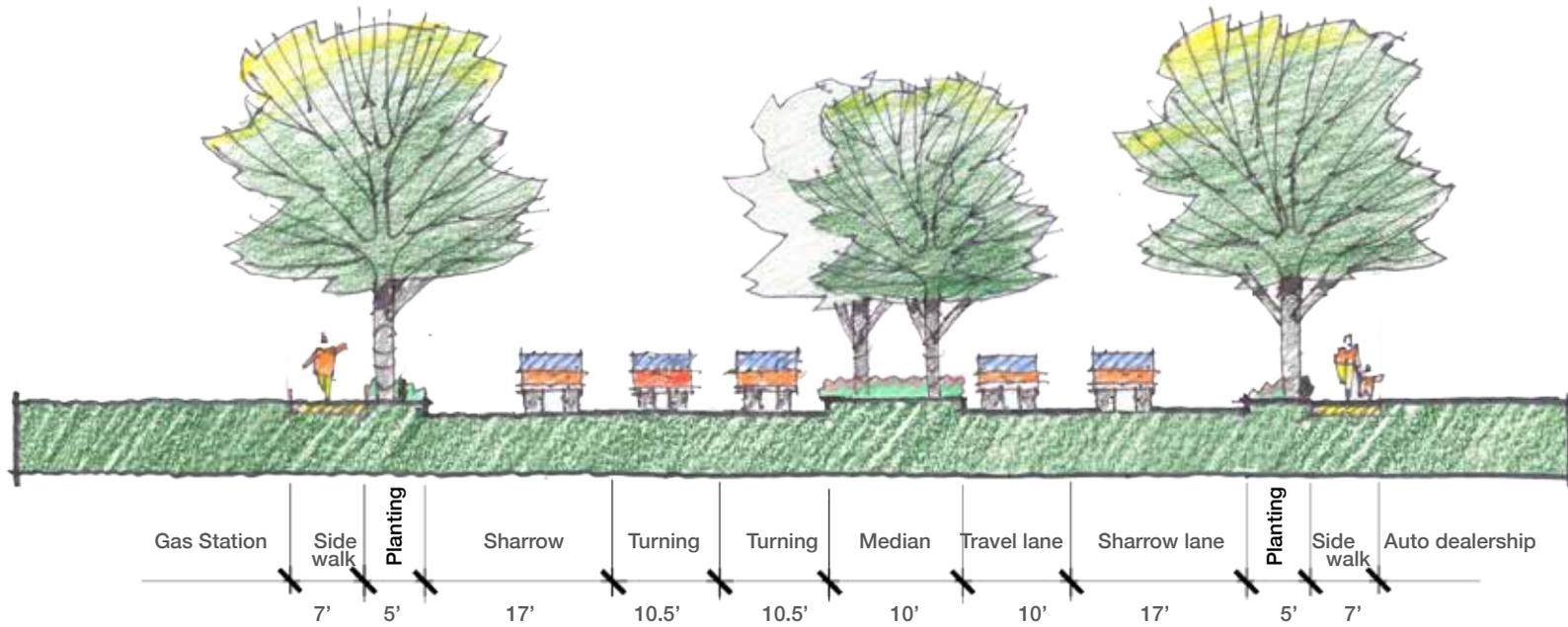
A sharrow is a street marking installed in the travel lane to indicate where people should preferably cycle.

Proposed Layout at Flat Rock Place and Essex Road

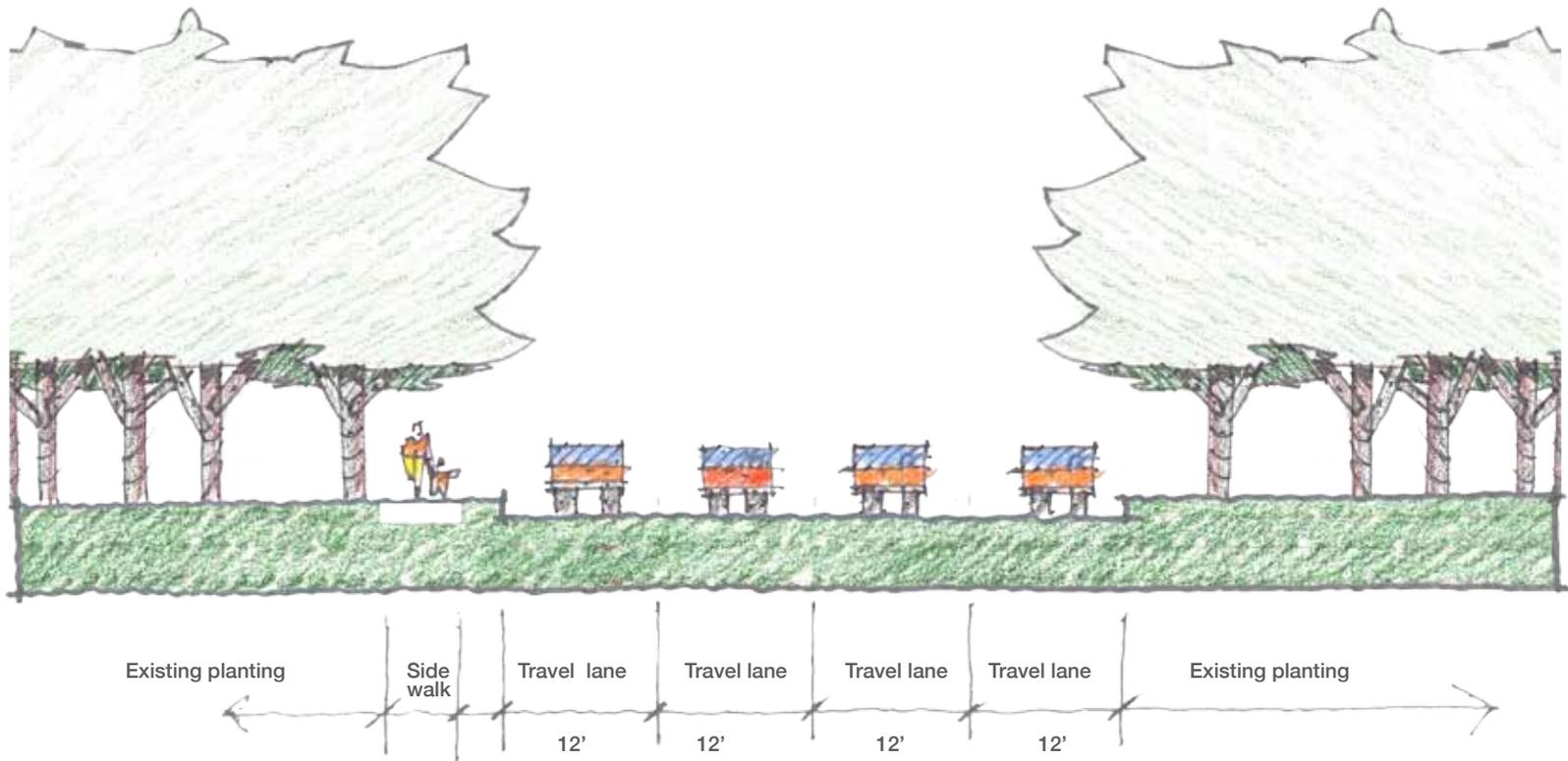
# Existing Section @ Flat Rock and Essex Road



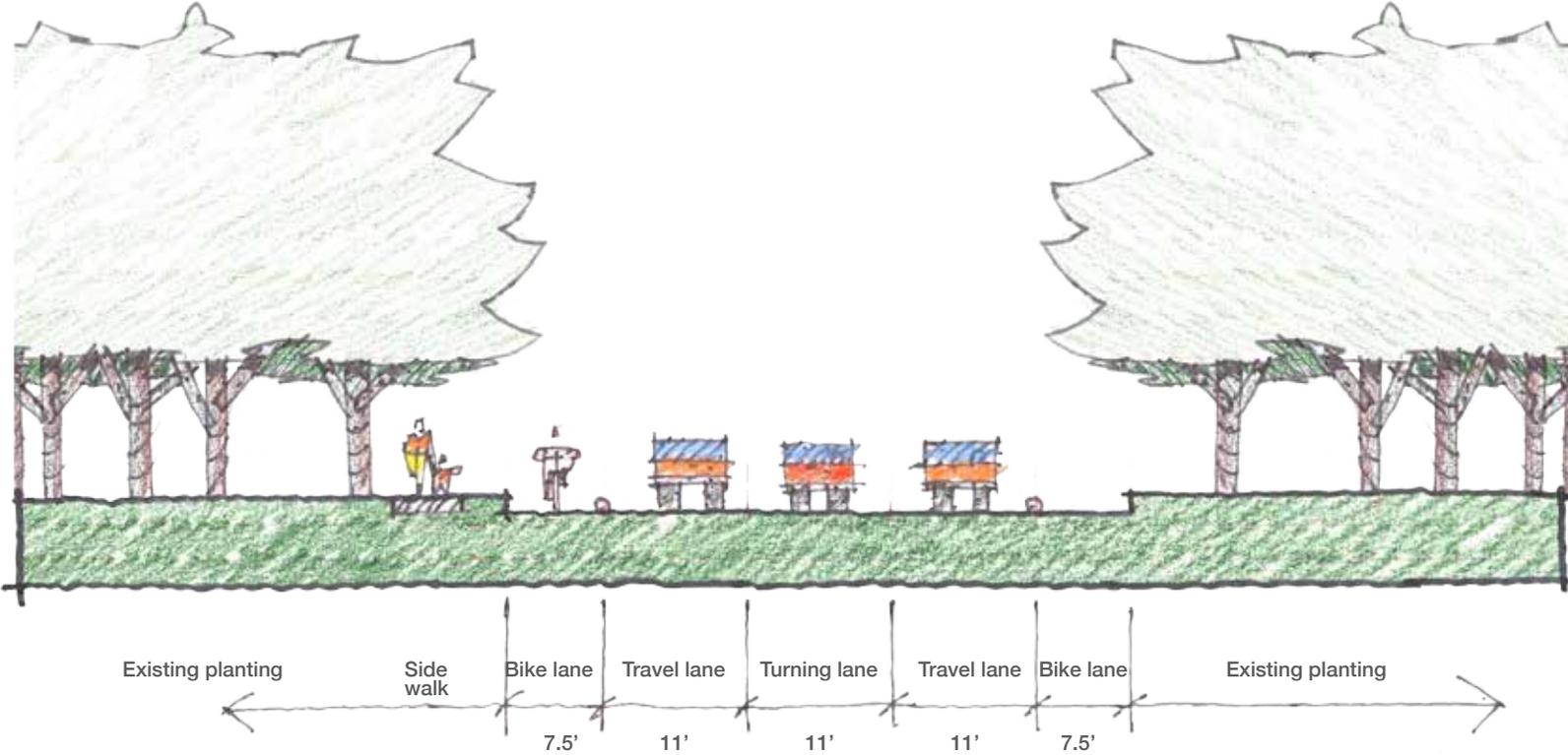
# Proposed Section Flat Rock and Essex Road



# Existing section @ Flat Rock Place (typical)



# Proposed section @ Flat Rock Place (typical)



## Existing view @ Flat Rock Place (typical)



# Proposed view @ Flat Rock Place (typical)



# Special Interest/ Village Entries

“As a viewer, the minute I start getting confused, I check out of the movie. Emotionally, I’m severed.”

Quentin Tarantino

“The need for a fixed point - nothing can begin, nothing can be done, without a previous orientation and any orientation implies a fixed point.”

## Signs & Wayfinding

Signs are necessary in innumerable ways. Their mission is either one of social function or of economic necessity... The general arrangement of both public and private signs should have a character and an expression that is congenial to and beneficial for the individual and the community.

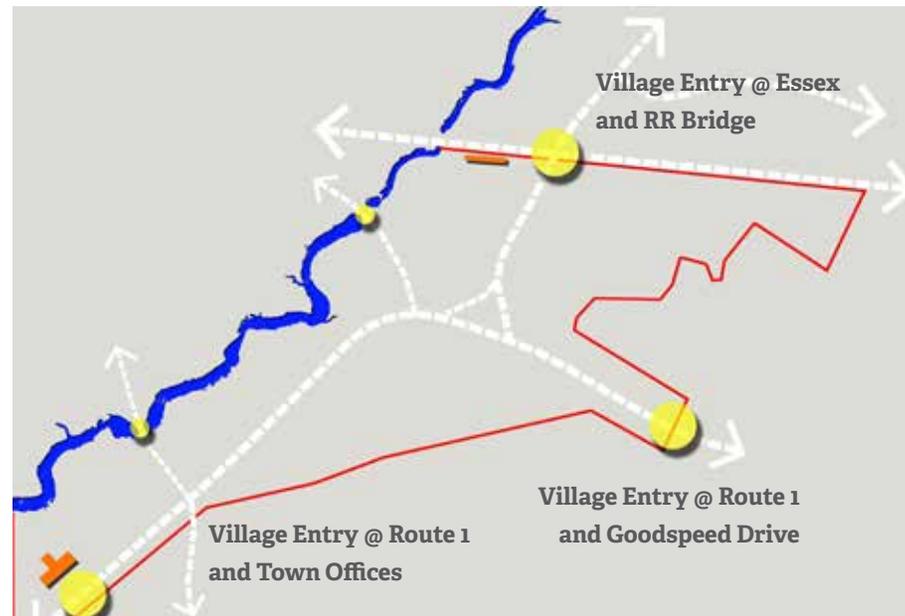
A wayfinding system links different people together, even if they do not share a common language or destination, by guiding all of them through the same space with a single system of communication. The unifying language of a wayfinding system creates a public narrative of how people witness, read, and experience a space. Each sign in a system, each separate voice, serves a particular function and displays a specific kind of content called a message, which might include nonverbal graphic symbols, images, and words.

The narrative is the voice of the building and that of its owner, revealing the pathways and destinations of the building or space, the rules that govern how to use it, and essential information about activities happening within. It is the job of the wayfinding designer to weave these voices together into a single eloquent statement as people navigate the space.

Most wayfinding systems can be broken down into several categories of signs: identification, directional, orientation, and regulatory. This section will explore the variety of signs used in wayfinding design and how they can accentuate impressions about a place. Donor recognition signs, often included in many large wayfinding programs, are employed where there is a compelling need to acknowledge the individuals who have made it possible to build and fit out a new institutional facility. In the interest of brevity, and because donor signs serve a different function than the other elements of the wayfinding program, that category is not presented in this chapter.

## Symbols

Symbols provide a shorthand pictorial representation of a place, a service, or an action. The man and woman icons for public bathrooms are probably the most pervasive public symbols. Regional, cultural, and artistic variations make for a wide spectrum of images for those icons, but the basic message is the same. For the purpose of this discussion, symbols refer to these iconic graphic devices. These are not to be confused with logos which can often look like symbols but refer instead to business entities or organizations.

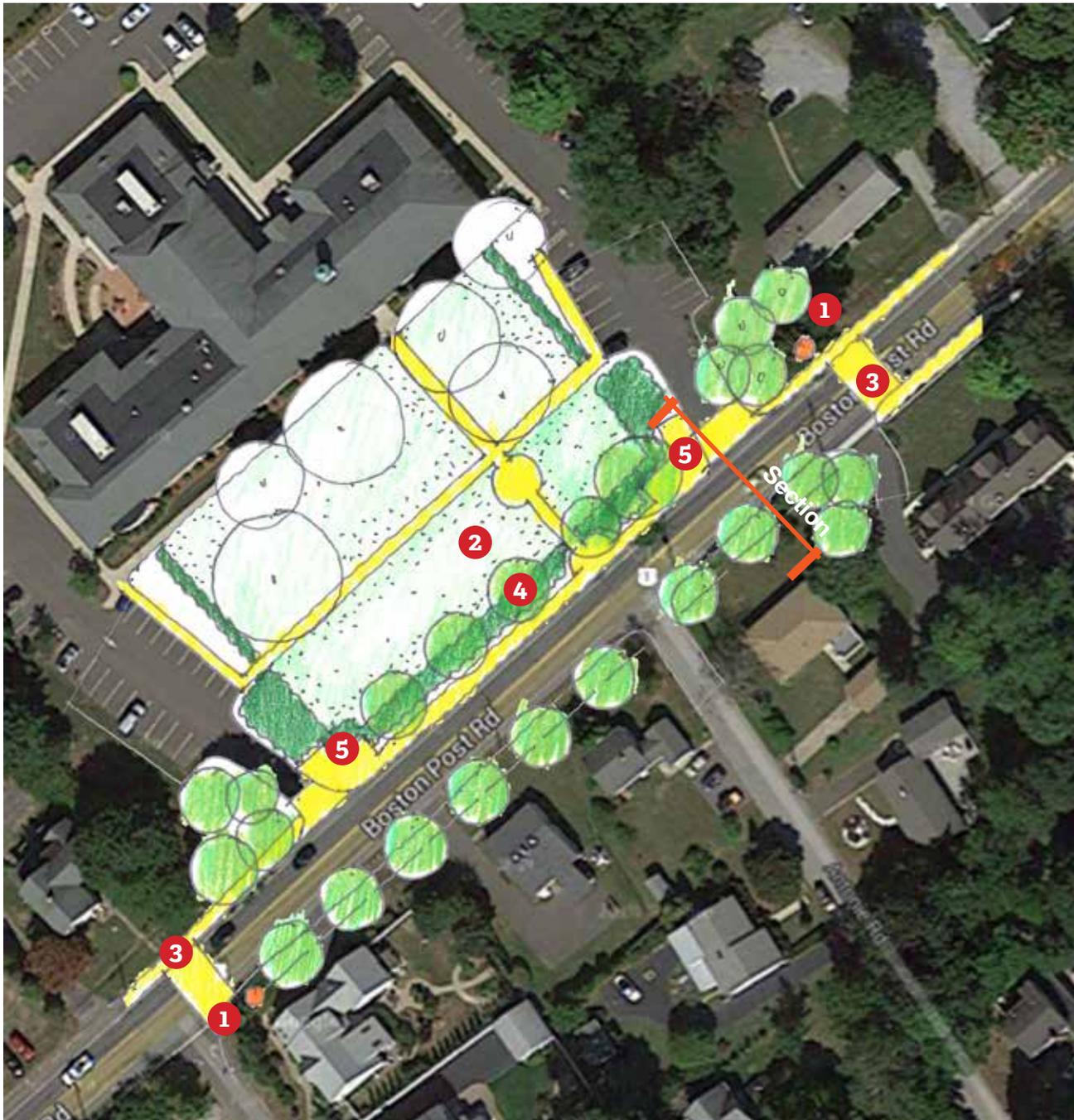


# Village Entries / Mulvey Center



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Existing Conditions @ Mulvey Center



**Proposed Conditions @ Mulvey Center**

**1 Celebrate beginning of Village District.**

with unique and memorable “Entry Way” signage.

**2 Send a message to all entering the village.**

Communicate to drivers that Westbrook is a beautiful, historic, pedestrian friendly place by introducing seasonal plantings, appropriate signage and pedestrian amenities.

**3 Provide a safe and functional pedestrian area.**

Employ the concept of complete streets by reducing the width of perimeter roads while increasing the width of pedestrian areas, providing on-street parking where possible.

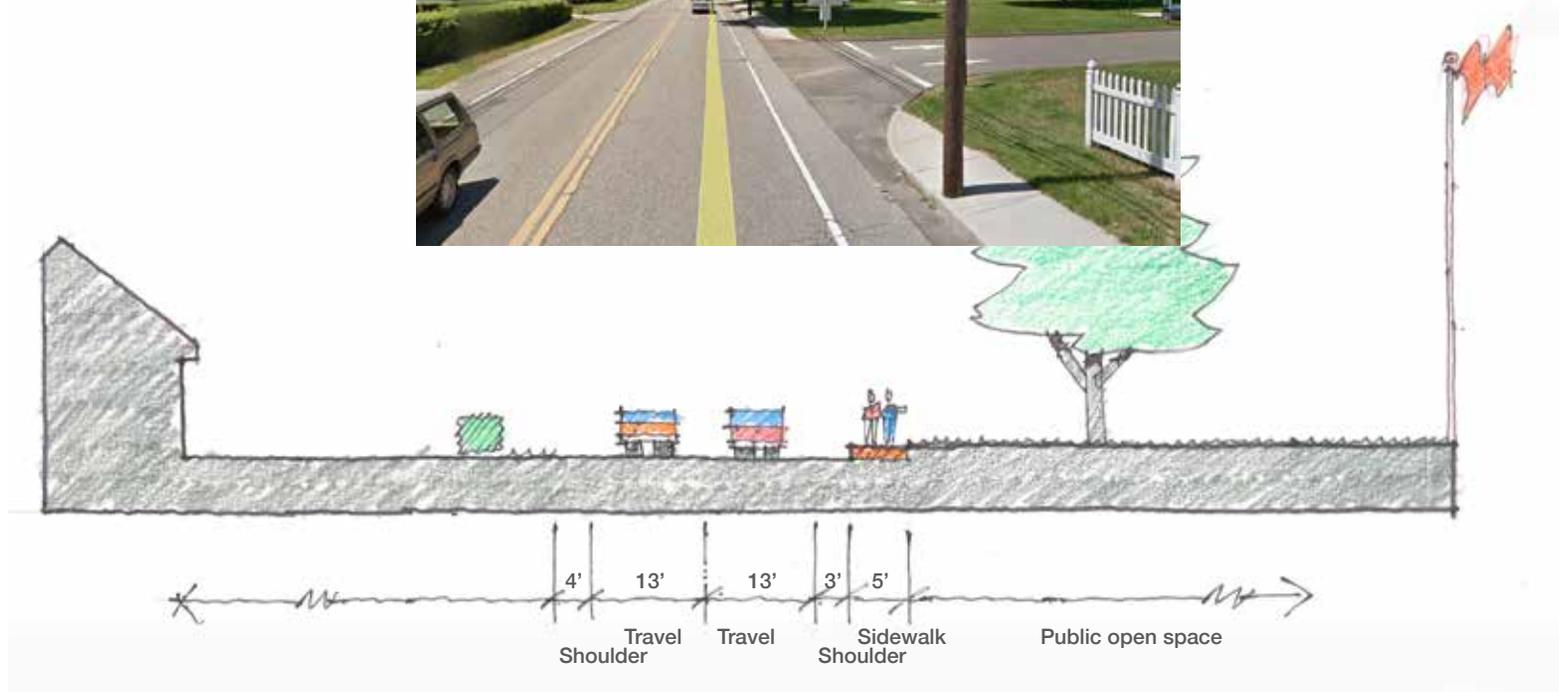
**4 Create a semi-permeable edge between roadway and area to south of Town Offices**

The proposed edge consists of additional street tree planting to augment the existing trees and a low fence or hedge planting. See section.

**5 Maximize the visual impact of corners town office open space**

Communicate to drivers that Westbrook is a beautiful, historic, pedestrian friendly place by introducing seasonal plantings, appropriate signage and pedestrian amenities.

# Existing Section @ Mulvey Center



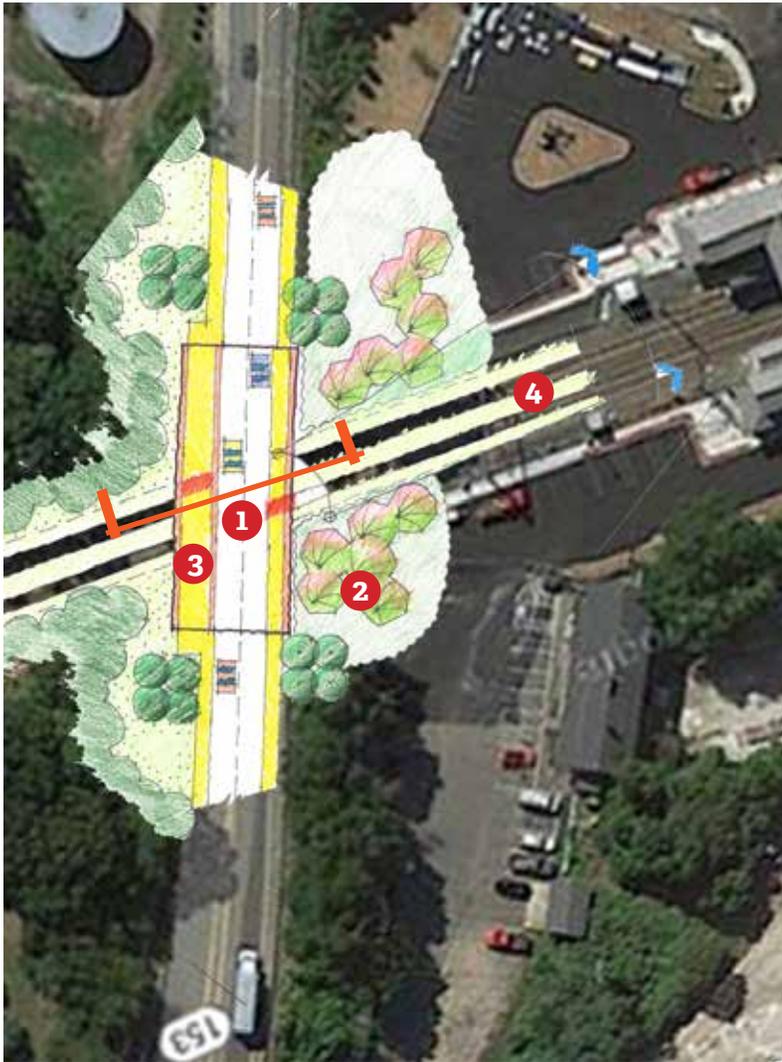
# Proposed Section @ Mulvey Center



# Village Entries / Essex & RR



Existing Conditions @ Essex and railroad crossing



**Proposed Conditions @ Essex and railroad crossing**

**1 Celebrate beginning of Village District.**

with unique and memorable “Entry Way” signage.

**2 Send a message to all entering the village.**

Communicate to drivers that Westbrook is a beautiful, historic, pedestrian friendly place by introducing seasonal plantings, appropriate signage and pedestrian amenities.

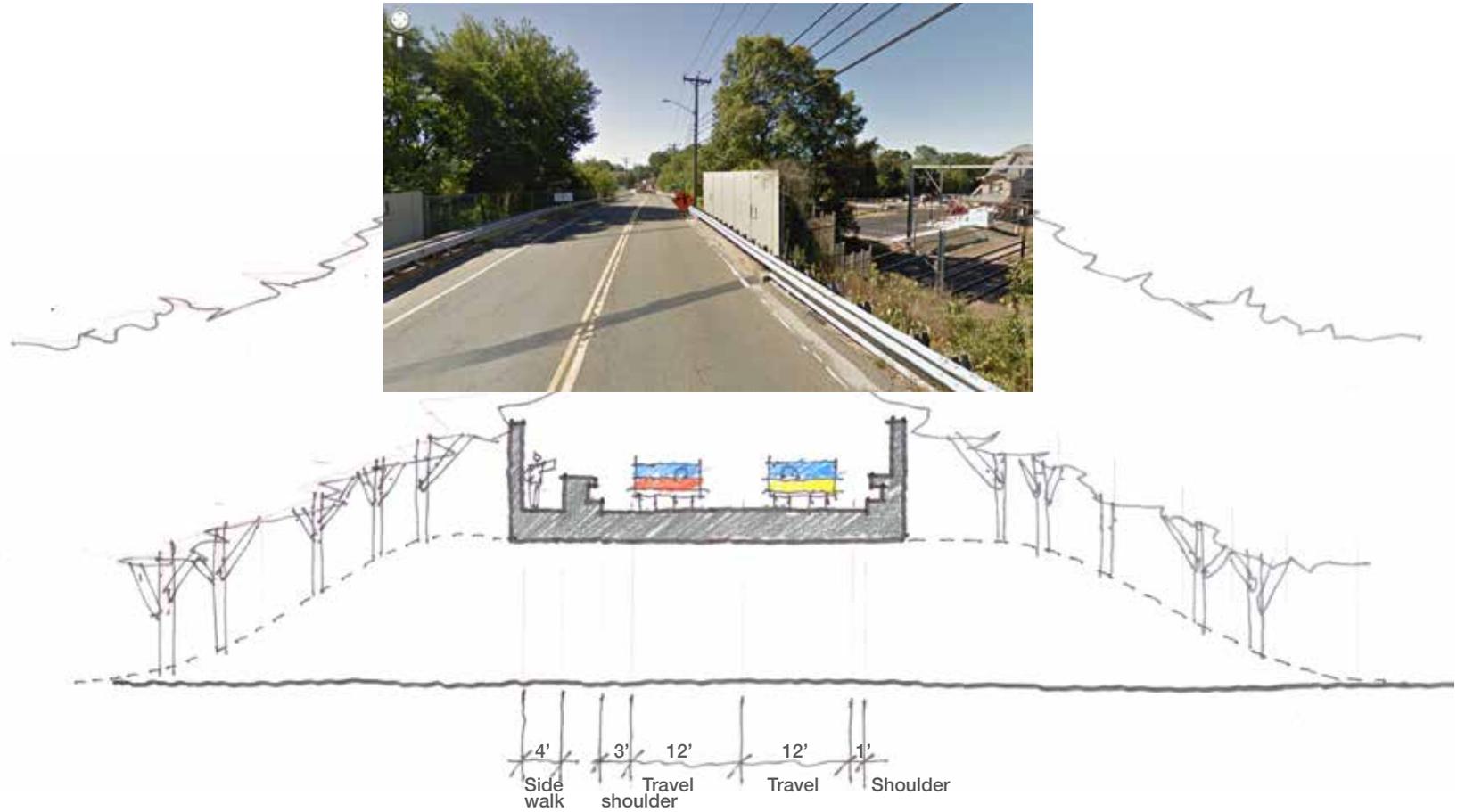
**3 Provide a safe and functional pedestrian area.**

Employ the concept of complete streets by reducing the width of roads while increasing the width of pedestrian areas.

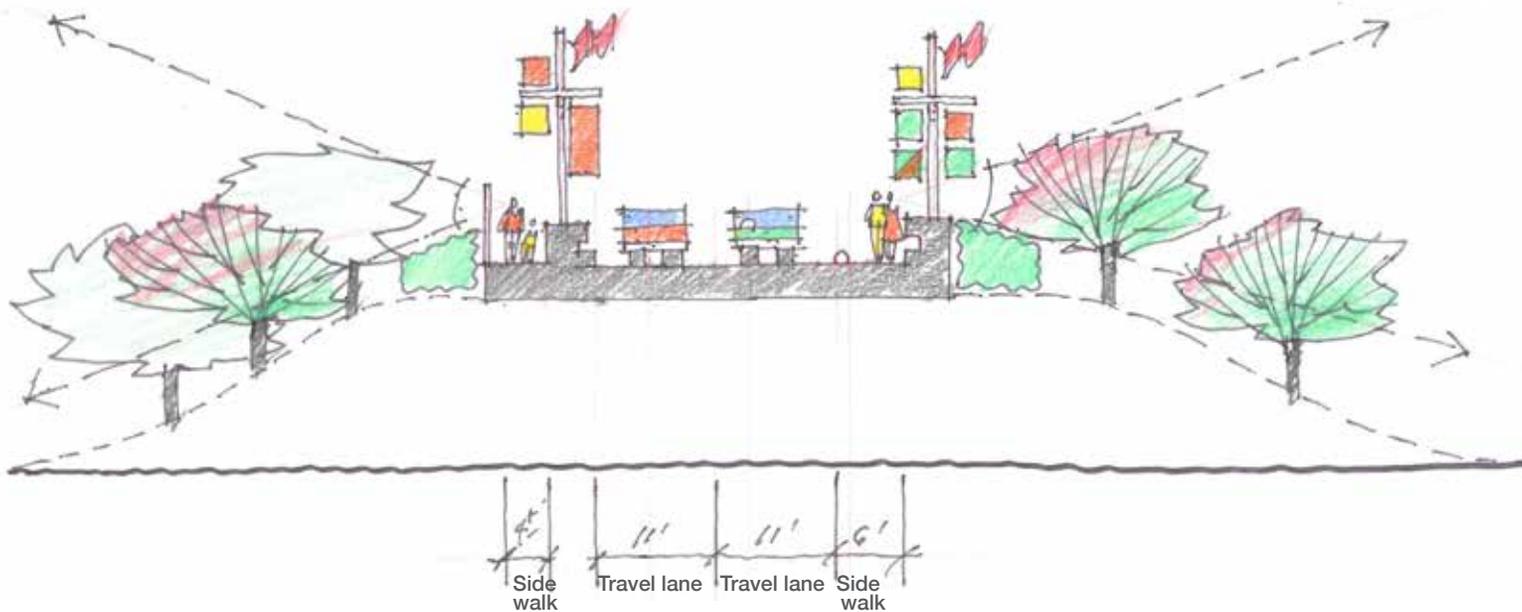
**4 View toward train station**

Create a view shed between Essex Road and the train station by trimming existing vegetation and replace the existing fence with a fence which will allow visual access.

# Existing section @ Essex Road and Railway

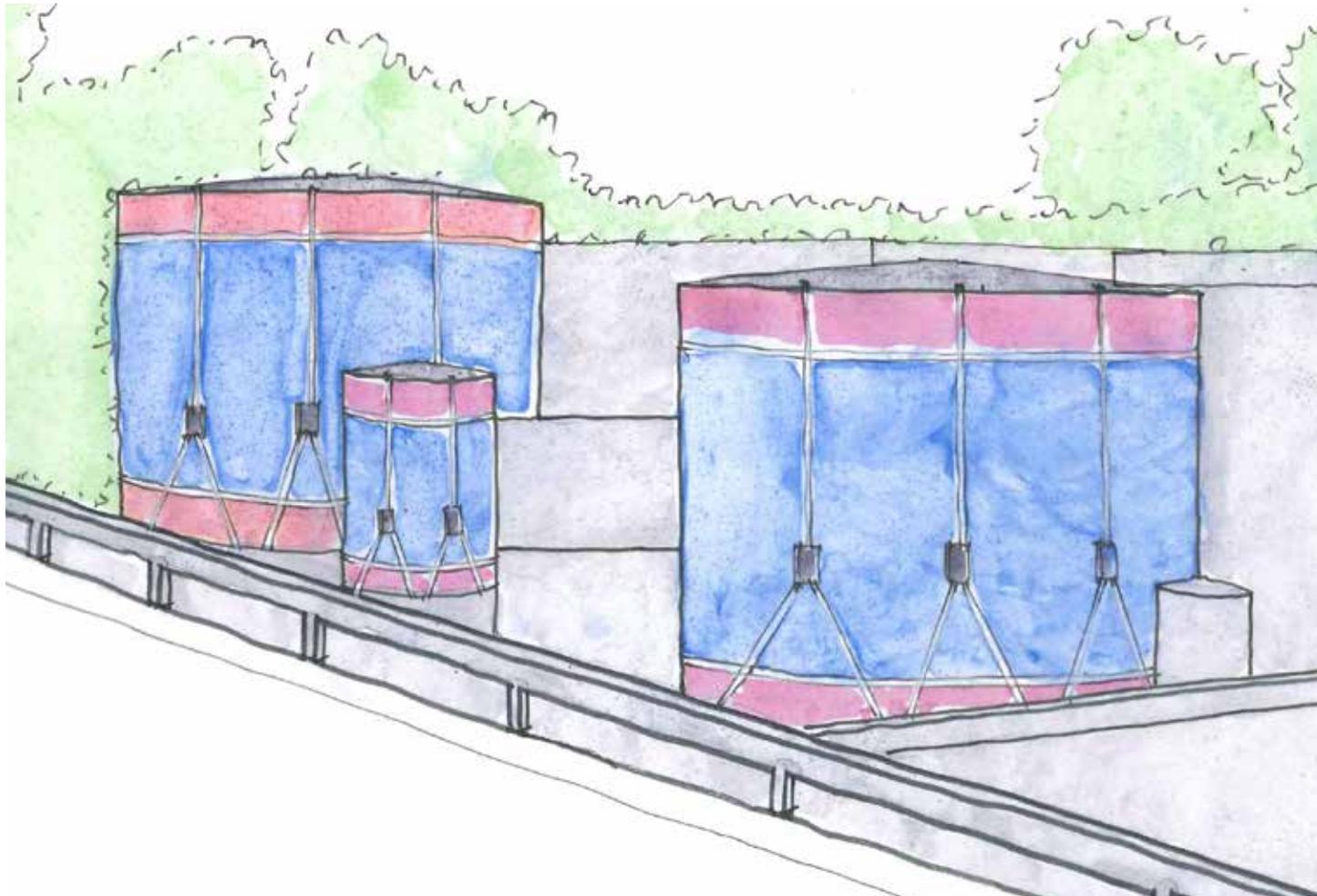


# Proposed Section @ Essex Road and Railway



# Oil Tanks @ Essex



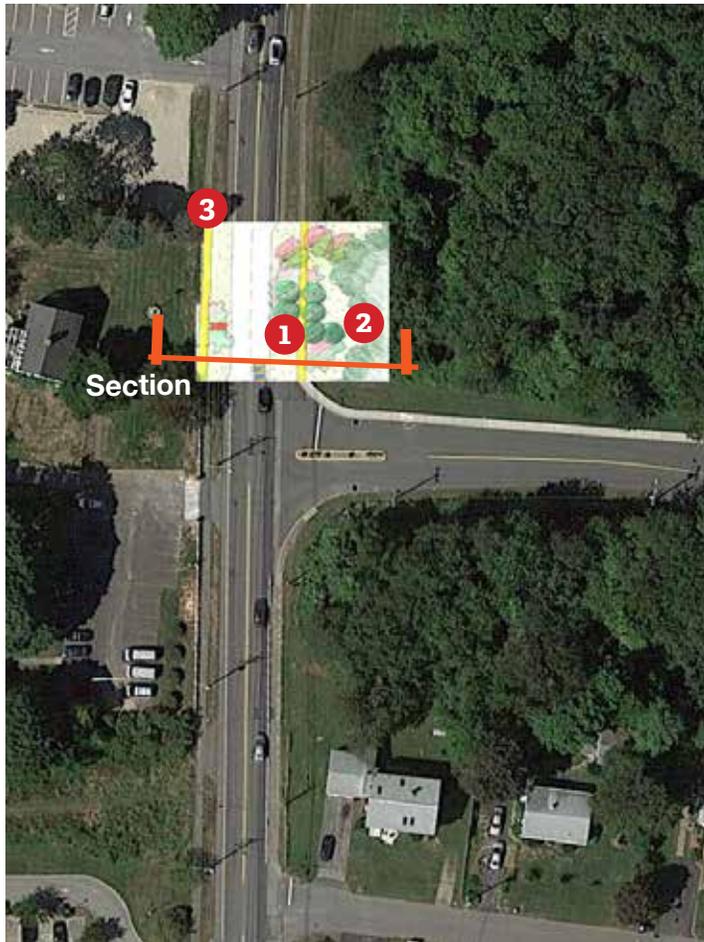


**Possible Mural**

# Village Entries / Route 1 & Goodspeed



Existing Conditions @ Route 1 and Goodspeed Drive



**Proposed Conditions @ Route 1 and Goodspeed Drive**

**1 Celebrate beginning of Village District** with unique and memorable “Entry Way” signage.

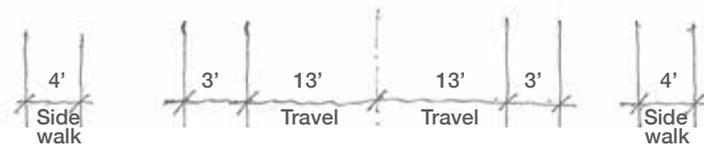
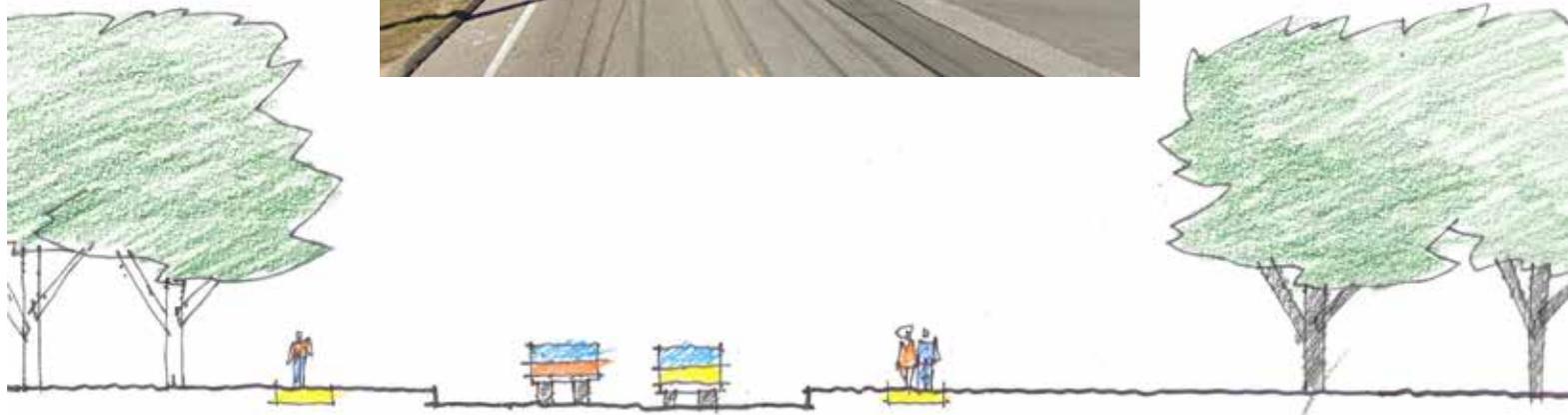
**2 Send a message to all entering the village.**

Communicate to drivers that Westbrook is a beautiful, historic, pedestrian friendly place by introducing seasonal plantings, appropriate signage and pedestrian amenities.

**3 Provide a safe and functional pedestrian area.**

Employ the concept of complete streets by reducing the width of roads while increasing the width of pedestrian areas.

# Existing Section @ Route 1 and Goodspeed Drive



# Proposed Section @ Route 1 and Goodspeed Drive



# Signs/

“The world communicates subtly. Most people don’t hear or see the signs because they’re so wrapped up in their day-to-day lives.”

Doug Cooper, Outside In

## Sign Types

**Identification Signs** The building blocks of wayfinding, identification signs often provide the first impressions of a destination. These signs are visual markers that display the name and function of a place or space, whether it is a room, an individual building, or a campus gateway. They appear at the beginning and end of routes and indicate entrances and exits to primary and secondary destinations.

While identification signs clearly mark transitions from one type of space to another, their purpose is not purely functional. Styled appropriately, they also express a place's personality, character, and even its historic context. These signs can communicate a place's identity explicitly by presenting an actual logo or more generally by evoking an image.

**Directional Signs** Directional signs constitute the circulatory system of a wayfinding program because they provide the necessary cues that users need to keep on the move once they have entered a space. This sign type routes pedestrian or vehicular traffic between main entrances, key decision points, destinations, and exit points by displaying graphic prompts, such as typography, symbols, and arrows. While their design should harmonize with the

surrounding architecture, directional signs also need to be obvious and recognizable. Message content should be simple, coordinated for easy navigation through an entire facility, and based on a specific wayfinding strategy.

**Orientation Signs** To make a complicated space less baffling, orientation signs offer visitors an overview of their surroundings in the form of comprehensive site maps and directories. The design of orientation signs needs to coordinate with other identification and directional signs in a system. When all these signs work together, visitors are able to move easily along circulation routes.

Most site maps show people their location with a "You are Here" indicator. Orientation signs in a multilevel structure often display a plan map (axonometric or flat) of the pertinent floor. Outdoor maps show the boundaries of a campus, entry ways, major buildings, or other components of the space. On directories, occupants are usually listed in either alphabetical or numerical order. Other methods of categorization, such as by use or tenancy, can be helpful. In most cases, maps should maintain the same orientation throughout a facility to avoid confusion. In buildings where occupancy changes are likely to be frequent,

designers often utilize electronic or digital sign technologies that allow names and other information to be easily and economically updated without returning to the sign fabricator.

Orientation signs are usually large freestanding units readily visible to many people simultaneously, or wall-mounted if space does not allow. An exterior orientation map can also show how an entire site fits into the neighborhood or district context.

**Regulatory Signs** A regulatory sign describes the do's and don'ts of a place. It can be as simple as a "No Smoking" sign or a more complex display with rules indicating how citizens should enjoy and respect their public park. Some regulatory messages, particularly those that describe egress from a building, need to comply with legal codes. As codes vary from one jurisdiction to another, it is important to become familiar with local regulations that apply to the site under consideration.

Regulatory signs should be unobtrusive and enhance the experience of a place but large enough to communicate instructions or warning information immediately. The writer needs to craft the language carefully, clearly stating the intent without making the visitor feel unwelcome. When the regulatory signs are well integrated into a sign system, they seem an essential part of the overall experience of a place and not just a necessary evil.

## Conceptual Sign Design

The following information describes the design intent for the identification signs:

### 1 Graphic Motif @ Top

Top of sign to be a unique iconic graphic image to bring attention to distinct areas/districts of town.

### 2 Town Name

Under the graphic motif should be the town name of, "WESTBROOK". The motif and town name own should be perceived as a single entity.

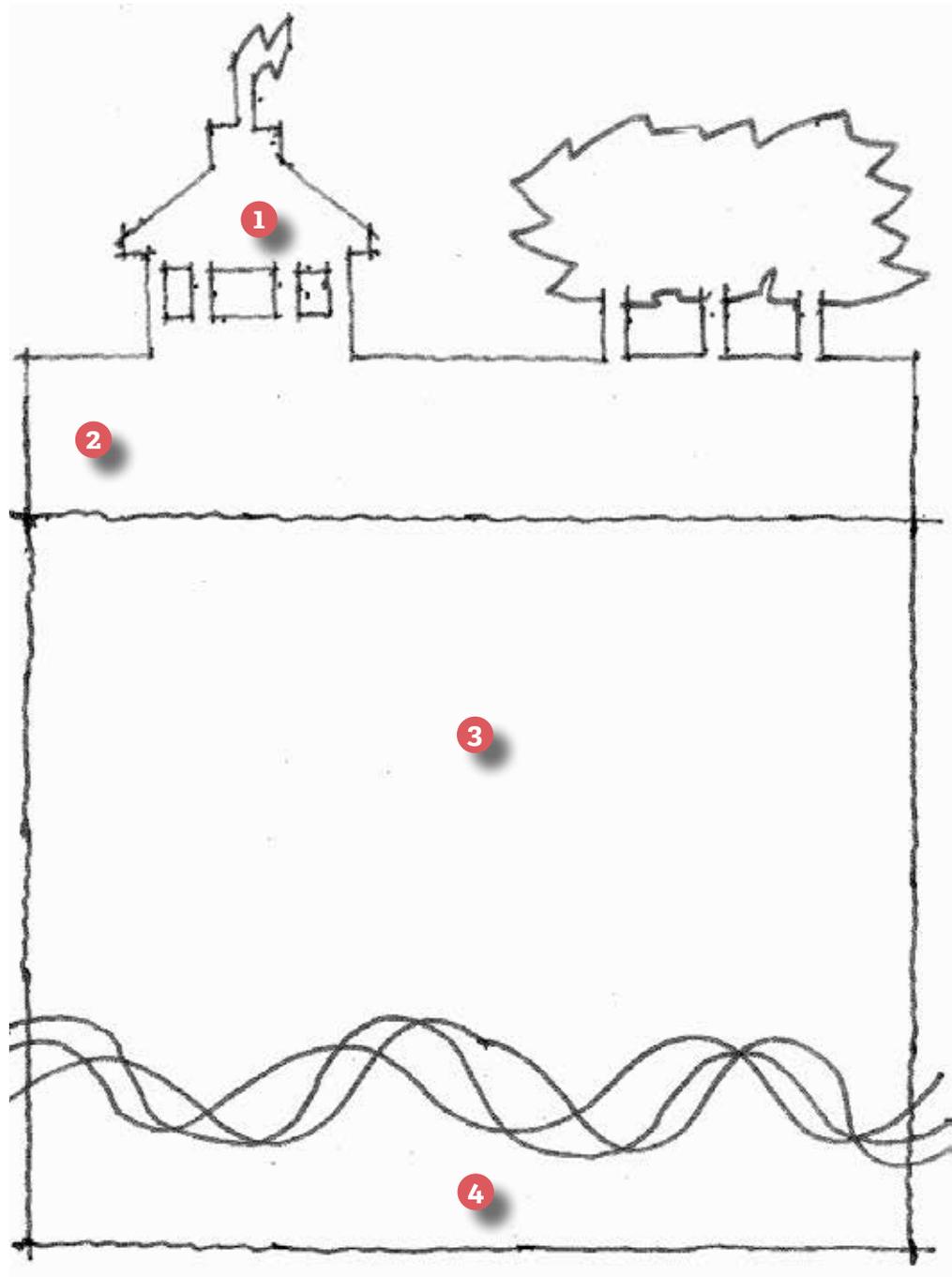
### 3 Primary Message

Main body of sign to consist of:

- destination
- distance to destination
- a short pleasant "note"

### 4 Graphic Motif @ Bottom

A graphic image which is inspired by the fact that Westbrook is a coastal community along with the date of settlement.



Examples for the Village

