TEWKSBURY, MA
Main Street Design Guidelines
Phase 1: Corridor Analysis
Project area with Overlay Districts

- Village Residential
- Village Mixed-Use
- Town Center
- Main Street
- Village Mixed-Use
- Community Village
Recommended focus area
Eight Urban Design issues

1. New growth
2. Historic resources
3. Natural landscape
4. Pedestrian realm
5. Building uses
6. Public realm interface
7. Site design and building placement
8. Signage
1. **New growth**

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Some **strategic site consolidation** will be necessary along the corridor to create a large enough parcel attractive for redevelopment.
2. **Historic resources**

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Enhancements to the intersection of Main Street and Pleasant Street, a more robust landscape treatment and traffic-calming strategies will slow traffic and reinforce this intersection as one of Tewksbury’s main crossroads.
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3. **Natural landscape**

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The prevalence of the natural watercourses has been compromised.
Celebrate instances where Main Street crosses wetlands and natural resources by clearing view corridors and underbrush. **Create thresholds** that punctuate the experience along the street by all modes of transport.
4. **Pedestrian realm**

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Sidewalks and pedestrian amenities are discontinuous and unsafe.
Establish design standards for the public realm that provide **greater amenities for pedestrians** and bolster the appearance and performance of Main Street.
5. Building uses

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Target specific properties for mixed-use, pedestrian-oriented development.
6. **Public realm interface**

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The relationship between buildings and the street varies a great deal.
Establish a **spectrum of design approaches** which are tailored to the dimensional restrictions of various properties. Install sidewalks, lighting, parking buffers, bio-swales, street trees and bike lanes to increase safety and forge a stronger identity for Main Street.
7. Site design and building placement

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The vast percentage of buildings are set back from the street by large surface parking lots.
Reinforce the edge between buildings and the street edge by requiring new buildings to be built with a different relationship between the road and property line.
8. Signage

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Commercial advertisements are scaled to the automobile.
Formulate **specific requirements** to the type, size, placement, material and characteristics of future signage along the corridor.
Potential infrastructure investment in focus area?