

## **Downtown Vision 2014**

### **Summary**

#### **Background:**

The following summary outlines priorities and principles to guide future public and private investments within Downtown Holliston. The Downtown Vision 2014 Committee undertook an extensive outreach effort during the summer of 2014, which included review of historic documents, multiple public meetings, online and paper surveys, open discussions with stakeholders, a mapping exercise, and other feedback loops and methods. This is a summary of the work performed by Holliston residents, elected officials, business people and others who are interested in ensuring the collective vision for Downtown Holliston is realized. Much more work is still to be completed – stay tuned.

#### **Vision Statement:**

Downtown Holliston will be an inviting, safe, and vibrant destination that is pedestrian and family friendly for those who live, work, and visit Holliston. The pedestrian scale and cohesive appearance of the buildings, landscaping, and streetscape will complement, preserve, and enhance the historic character of the Downtown. Pedestrian and bicycle safety and mobility will continue to be enhanced, while the safe and deliberate flow of vehicle traffic to and through Downtown is managed. The mix of restaurants, shops, and other local businesses will contribute to the enjoyment of Downtown, promoting a vibrant, sustainable and harmonious economic center for all Holliston residents to enjoy.

#### **To achieve this Vision, the following are needed:**

- Dynamic and responsive streetscape and traffic management improvements, promoting pedestrian and bicycle safety and mobility, while also managing an appropriate flow of traffic through the Downtown street network.
- Zoning Bylaws, historic requirements, and design standards;
- Investment in necessary public infrastructure, such as parking, wastewater, roadway design, etc.;
- Enhanced access to and development of existing and proposed public spaces;

#### **Transportation Priorities:**

- Creating a roadway design leading to and through Downtown for vehicle speeds appropriate for a walk-able, mixed-use, small-town center (25 MPH to 30 MPH). Elements to consider include:
  - Islands to narrow the road by Town Hall and the churches; bump-outs or widened sidewalks; Central crosswalk relocated away from intersection, etc.
  - Traffic lights and/or other management tools
  - Additional police enforcement.
- Promoting pedestrian and bicycle safety as a top priority. Improvements may include:
  - Improved streetscape along Central Street, to include additional street trees, lighting, improved crosswalks (specifically by Blaire Square) and enhanced sidewalks on both sides of street;
  - Addition of bicycle accommodations in Downtown, such as bike lanes and strategically placed bike racks, connecting surrounding neighborhoods and the Rail Trail to the center of Downtown.
- Preservation of and enhancements to existing and new parking are necessary, and may include:
  - Preserving and creating on-street parking opportunities where possible near downtown stores;
  - Improved condition, access, and signage to existing public parking lots.
  - Promoting access between and creation of shared parking areas on existing and/or new private properties;
  - Enforcing existing on-street parking regulations.