



Who We Are

Washington Gateway Main Street Design Committee is made up of a group of volunteers whose expertise include architecture, urban planning, zoning, and community/business engagement. WGMS Design Committee works with the WGMS Board of Directors to help support a strong and vibrant Main Street District.

Mission Statement

Design is a medium to connect people and is most successful when done through collaboration and dialog. In a neighborhood known to have something for everyone, preservation and pioneering carry equal weight in the South End. We support and encourage progressive thinking when it comes to design, as long as people are always at the forefront, and the mix of uses are as diverse as those using them.

Design Principles

The preservation and enhancement of the South End is critical to the economic vitality, character and identity of the neighborhood. The Washington Gateway Main Street Design Review committee strives to provide guidelines that will enhance the district by advocating for the following goals and principles:

1) **Economic Vitality:**

- a) **Activity-** Design of buildings and streetscape should encourage a diversity of activities and uses. Developments should promote a quality pedestrian experience. Retail spaces should be unique or complementary to this area and enhance the viability of an 18-hour neighborhood. We strongly encourage the following:
 - Retail nodes on main streets with ground floor commercial spaces.
 - Commercial and residential entrances located on the street.
 - Loading areas not located on main streets when possible.
 - Restaurants that have patio space and operable windows as a means to activate the street and connect activity to the street.
 - Exterior trash receptacles at food establishments
- b) **Inclusivity-** Development projects – from housing to new businesses- should be inclusive and available to all, accessible to residents of all income levels and to small-business owners. The South End is currently a destination for locally sourced/made merchandise and one-of-a-kind small businesses. In order to preserve and enhance the South End as a destination, we strongly encourage the following:
 - Commitment to independent, locally-owned businesses.
 - Commitment to and inclusion of public art that reflects the diversity of the neighborhood.
 - Open spaces and green spaces as a public amenity open to all.
- c) **Accessibility-** Major developments that are completed, underway, or planned will bring more than 2,400 new apartments and condos to the South End. New development will



bring more residents and workers whose access to public transit and user friendly streets will be increasingly important. We strongly encourage the following:

- Planning that minimizes the impact of increased traffic.
- Infrastructure improvements that promote transportation alternatives from private automobiles.
- Commitment to improving pedestrian connectivity.
- Commitment to "Universal Design" and Smart Streets Boston.

d) **Safety & Cleanliness-** Thoughtful design should contribute to creating a safe, clean, inviting environment for shoppers, workers, residents and visitors. We strongly encourage the following:

- Storefronts that have unblocked windows and no security grates. Roll down solid grates are not allowed at new storefronts in the South End.
- Appropriate lighting on the outside and from within to encourage a sense of safety and discourage nefarious and unsafe activity.
- Proper signage.
- Trash cans for public use in appropriate places.

2) **Design:**

a) **Architecture-** We believe good design should connect diverse groups of neighbors and visitors on our streets, in our local businesses and public spaces. We strongly encourage the following:

- Distinctive and unique architecture that creates a strong sense of community.
- Design that fosters creativity and interaction.
- Design that connects people with nature, such as parks, walking paths, green roofs, green walls and bioswales, to promote health and wellness for community members.

b) **Sustainability-** Environmentally responsive and resilient design is critical to the sustainability of our community and environment. We strongly encourage the following:

- Sustainable design that sets goals for minimizing carbon footprint, reducing energy use and includes provisions for sea level rise.
- Design that minimizes the impact on local infrastructure, promotes improved health and wellness of residents and neighbors and enhances and protects our parks and open spaces.

c) **Public Art -** Development that supports the spirit of our arts community is vital to the identity of the South End. As our neighborhood grows and evolves, art will bring our diverse community together and inspire all of us. We strongly encourage the following:

- Commitment to supporting both temporary and permanent art installations such as murals and sculpture as well as performance art and music.
- Commitment to art that reflects the diversity of the community.
- Curation of art to facilitate a collection that is both timely and timeless.
- Help with the promotion of work and event planning surrounding key opportunities.