



Madbury Rd
Pettee Dr
Madbury Rd

9
MADBURY ROAD
UNIVERSITY
OF MASSACHUSETTS
DARTMOUTH
COLLEGE
SCHOOL OF BUSINESS
AND ECONOMICS
DARTMOUTH COLLEGE
SCHOOL OF BUSINESS
AND ECONOMICS
DARTMOUTH COLLEGE
SCHOOL OF BUSINESS
AND ECONOMICS

Fraygo World

SIGNATURE BUILDING

Pettee Brook Lane



Pocket neighborhood of FOURSQUARES visible on Pettee Brook Lane



Visibility of pocket neighborhood walking around Pettee Brook



Unique signage through a FOURSQUARE



Pettee Brook bridge





streetscape FOURSQUARE



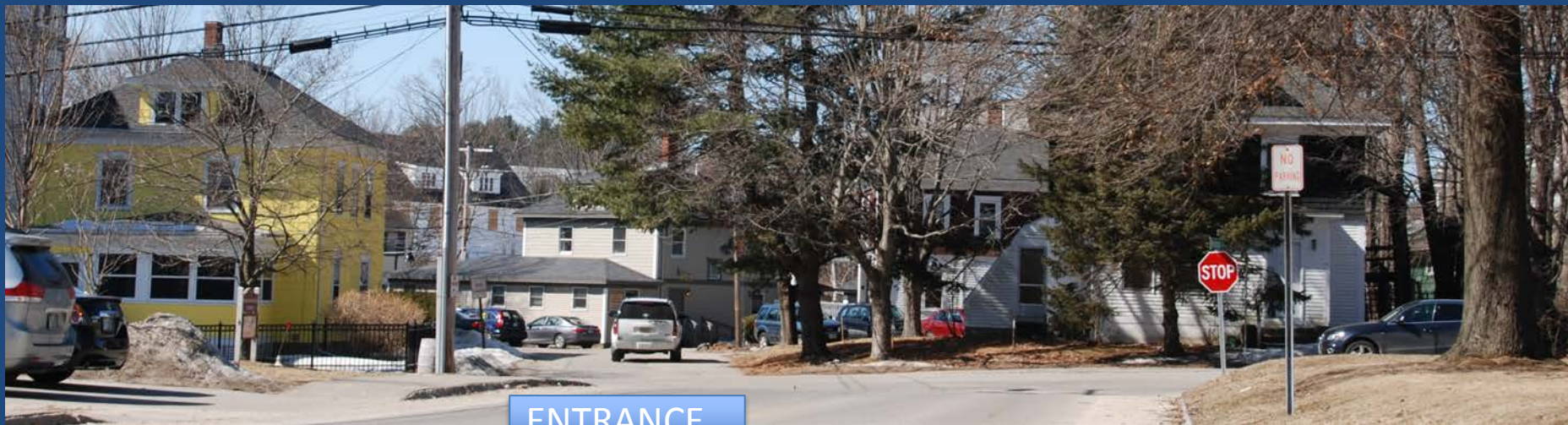
streetscape FOURSQUARE



Goal of the Community

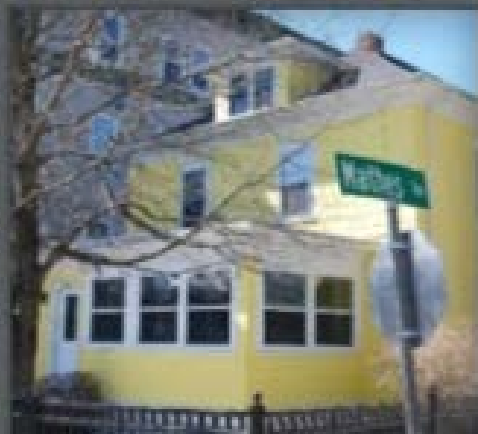
maintain the character and sense of place

entrance to Mathes Terrace pocket neighborhood



ENTRANCE

FOURSQUARES of Mathes Terr



25-35 Main St





MASS size



SCALE/proportion

GRANGE



- HDC did not approve





- New architectural plans submitted July 2013
- Final HDC approval - August 2013





Pedestrian friendly streetscape

ALLOWED AND SUITABILITY

UNDER SITE SUITABILITY 175-23C

ALLOWED is not the same as **SUITABILITY**

ORION – zoned CBD

SUITABILITY: governed by the *Historic Overlay District Ordinance*

MATHES – zoned CBD

SUITABILITY: governed by the *Architectural Regulations*