



TOWN OF WAYLAND DESIGN GUIDELINES

PREPARED FOR:

THE TOWN OF WAYLAND, MASSACHUSETTS
PLANNING DEPARTMENT

FEBRUARY ~ 2012



The Wayland Planning Board voted at the April 8, 2011 meeting to create a Design Working Group (DWG) which was established to assist the Planning Board and Zoning Board in promoting overall attractiveness of our commercial districts by producing design review guidelines.

We had 17 applicants that applied with a vast amount of expertise in many areas. The Planning Board reviewed and decided to appoint all applicants due to their expertise and interest in serving. On behalf of the Planning Board I would like to thank the following members for their time:

Maureen Cavanaugh
Jean Milburn
Victoria DeStefano
Lynne Dunbrack
Marji Ford
Mindy Haber

Seema Mysore
Angela Watson
Kenneth Talentino
Daniel Hill
Leisha Marcoccio
Sidney Bowen

Patricia Reinhardt
Bryan Roi
Bill Sterling
Jeff Stein
Steven Zieff

This DWG was charged with the creating and implementing Design Guidelines that will offer detailed guidance to developers and land owners as to the types of design, materials and general aesthetics that will enhance the value of the land, building and the Town's overall character.

DESIGN GUIDELINES OBJECTIVES

Wayland's Design Guidelines, once adopted, will provide design guidance at the planning application stage in order to assess, promote and achieve appropriate development design. To protect and enhance the character and quality of Wayland, detailed information about design guidance as well as examples of desired aesthetics for retail, commercial and mixed-use properties, will assist property owners, developers and town boards in making informed decisions as project proponents seek to permit commercial projects in Town.

We would like to thank this group of residents that volunteered their time, energy and expertise to serve on the Design Working Group. As well as special note of thanks to Bill Sterling who sat in as Chairperson and to Building Commissioner, Dan Bennett.

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INTRODUCTION

The Purpose of the Design Guidelines

The overriding goal of the Design Guidelines is to encourage a permitting environment in the Town of Wayland which adequately lays out the Planning Board's expectations to owners, builders, design professionals and developers. The guidelines would help create attractive, desirable commercial properties while enhancing the character unique to their locales. Adherence to the guidelines will facilitate economic development, expedite the approval process and attract commercial enterprises to Wayland, while preserving the Town's unique character. As Wayland continues to evolve with new commercial developments and existing modifications, it becomes increasingly important that we preserve the character of the community. Over forty communities in Massachusetts have already adopted design guidelines, including most of Wayland's neighboring towns. Using Design Guidelines facilitates clear communication between the Planning Board and those who wish to develop commercial properties.



This example of a contextually sensitive and well designed new construction on Rte. 20 in Wayland, IDOD #1.



Collins Market is a good example of early commercial development in Wayland. It can serve as a model for new developments. It is on Rtes. 27 & 126 in Wayland in the IDOD #9, a Historic District.

Scope of the Guidelines

The Guidelines address both new construction and exterior alterations to existing commercial buildings. Both have the potential to impact the character of Wayland. The Guidelines are intended to supplement the regulation of use, location, massing, signage, landscaping and lighting already in the Wayland Zoning By-Laws. Use of the Guidelines will preserve and enhance the existing quality and scale of the various Incentive Design Overlay Districts (IDOD) while facilitating appropriate new development and alteration. The guidelines are intended to provide positive direction while allowing design freedom within general parameters to ensure that all structures contribute positively to the character of the town. Evaluation of any proposed project will be based on both quality of the proposed design and materials and the relationship of the project to its surroundings.

Incentives

Besides speeding up the permit approval process, the following list of suggested incentives may be offered to developers who implement the Design Guidelines and submit to design review:

- Partial relief from zoning setbacks on a case by case basis.
- Partial relief from lot coverage requirements on a case by case basis
- Increased floor area ratios for preserving existing buildings that are designated by the Design Review Board to be of historic significance or of desirable character
- Mixed use allowing dwelling units within a business district
- Partial relief from parking space requirements, on a case by case basis.

It is the Planning Board's intent that these incentives will encourage developers to choose this voluntary design review path for achieving a permit.

Overlay Districts

Within Wayland there are eleven IDODs that are distinctly different in character and defined in the Town's Zoning Map. These areas, including one historic district that is in a Business Zone on the Zoning Map, are further described as improvement areas, and are found in the DWG Wayland IDOD map in the Appendix. The Guidelines respond to the unique characteristics and needs of the following districts:

- IDOD#1- Lt. Mfg., Business A & B Districts – Boston Post Road@ Pelham Isl. Rd
- IDOD#2- Business District A – Boston Post Rd@ Old Conn Path (East)
- IDOD#3- Ltd Commercial District – Boston Post Rd. @ Minuteman Drive - Scenic Riverway
- IDOD#4- Roadside Business District- Boston Post Road opposite Pine Brook Road
- IDOD#5- Business A & B-Rte 30 @ Rte 27 – Main Street and Commonwealth Road.
- IDOD#6- Ltd Commercial District –Boston Post Road and Old Sudbury Road
- IDOD#7- Business A & B- East and West Plain Street @ Main Street
- IDOD#8- Business A- East Plain Street and School Street
- IDOD#9- Historic District
- IDOD#10- New Town Center

District Goals

The Design Guidelines seek to achieve the following:

IDOD#1- Lt. Mfg., Business A District- Maintain the compact development pattern, scale and massing of private residences that have been converted to commercial uses. Maintain front yard setbacks with landscaping and sidewalks in front and parking relegated to side and rear yards. Define size and setback limits for directories for multi-tenant buildings.

Business B District- Encourage a development pattern, with the scale and massing of a village approach in new developments. Maintain front yard setbacks and encourage improved landscaping and sidewalks in front and parking screened from public ways as much as possible. Define size and setback limits for directories for multi-tenant buildings.

IDOD#2- Business District A - The intersection of Boston Post Road and Old Connecticut Path is the main gateway to Wayland from the east, and as such, deserves careful attention. For years, this entry to the Town has been identified by the prominent restaurant with the stage coach sign hanging in front. The present cluster of buildings would be pedestrian friendly with more landscaping in the front setback that encourages parking to the side and rear setback areas only. Curbing and ample sidewalks would promote foot traffic between businesses.

IDOD#3- Ltd Commercial District - Proposed mixed use is recommended.

IDOD#4- Roadside Business District - No additional guidelines are recommended.

IDOD#5- Businesses A & B - No additional guidelines are recommended.

IDOD#6- Ltd Commercial District - No additional guidelines are recommended.

IDOD#7- Businesses A & B - The intersection of Main Street and East Plain and West Plain Street.

Finnerty's Restaurant has been the iconic focal building of this intersection for over half a century. The massing, texture and close attention to New England Colonial detailing as well as its lush and varied landscaping previously made this one of the most attractive commercial corners in Wayland. Today (2011), the building is vacant and the yards unattended. If it is demolished, it is the objective of these guidelines that the replacement would enhance the Village feel. A cluster of smaller buildings of single family residential scale would help to transition the development into the abutting residentially-zoned neighborhood. In general, all commercial properties that abut residential zones are now required to shield the residential properties from direct lighting. Preserving the small commercial development in the 1930s style across from Dunkin Donuts on Main Street and next to the gas station should be encouraged for its vintage character. The present gas station may come up for adaptive reuse for retail sales. If this happens, one option is to encourage the development of the corner property in a style compatible with the house across the street or its abutter to the west, or in keeping with the 1930s style commercial block design next door. It is recommended that sign bands in the district follow signage guidelines attached in the appendix. See appendix. Enhancing pedestrian access by improving sidewalk connections, providing attractive seating and welcoming landscaping throughout the district is also desirable. In keeping with the village character of the area, efforts should be made to conceal exposed gas meters and power service conduits as part of the designs.



Formerly Finnerty's Restaurant, the massing and roofline of this twentieth century building are designed to reflect historic nineteenth century buildings in town, IDOD #7.

IDOD#8- Business A - No additional guidelines are recommended.

IDOD#9- Historic District - See Wayland Historic District Commission page on www.wayland.ma.us

IDOD#10- New Town Center - Guidelines contained in existing comprehensive Site Plan Approval.



This example of an attractive exterior restoration, a Victorian Train Depot, in The Historic District on Rtes. 27 & 126 converted to a gift shop in Wayland, IDOD #9.

THE DESIGN GUIDELINES

Organization of the Design Guidelines

The Guidelines that follow begin with some general recommendations that apply to all commercial development in the Overlay Districts listed above. Area specific guidelines follow for each of the distinct Overlay Districts. See the Wayland IDOD maps in the Appendix. The Wayland Planning Board shall form a Design Advisory Board (DAB) that will consist of representative interest group in the town, including the Wayland Business Association. The DAB will be available to assist applicants in understanding the intent of the guidelines. Applicants may choose to present proposed designs to the DAB prior to permit application. After review, the DAB will submit its recommendations to the permit granting authority within 30 days. All decisions and reports of the DAB shall be advisory only. Alternatively, an applicant for permit may apply through the existing application process without design review.

The following design guidelines will be considered by the town when reviewing proposed commercial projects throughout Wayland.

General Guidelines

1. Newly constructed buildings should not overwhelm or disregard the adjacent context with regard to building location, scale, bulk, massing, material, color, texture and fenestration.
2. Contemporary designs should respect the traditional character of their context and maintain the front setback established by neighboring buildings.
3. Distinguishing features, historic elements and examples of craftsmanship should not be removed or covered during the alteration of existing older structures. Where damaged, they should be restored or recreated.
4. Signage, awnings, light fixtures and other applied elements should not cover architectural details, and should be in scale with the building facade and its immediate context.
5. Generally, materials that have been applied to cover older traditional facade elements should be removed and not replaced.
6. Materials used should be of high quality and durability, and should complement existing contextual materials.
7. Consider the effect of small-scale details on visual appeal for pedestrians.
8. Consider the effect of overall forms, materials and colors on visual appeal for drivers.



This example of architecturally appropriate and high quality alteration by a national MacDonalds chain can be seen in Freeport, ME.

Site and Building Layout

1. The main entrance(s) to all buildings should face the major street, with secondary entrance(s) as necessary from off-street parking areas or secondary street facades.
2. All service entrances, dumpsters and loading facilities should be located at the rear of buildings. They should be screened from view with solid wood fencing, a masonry wall and/ or landscaping from public streets and parking areas.
3. Equipment (such as air conditioner units or exhaust fans) should be screened from view, and located either in the rear of the building or on the roof. No equipment should be mounted on street facade(s), or be visible from the street or customer parking areas.
4. Outdoor storage areas (including auto repair staging areas) should be located behind or beside buildings and be shielded from view of the street.



This example of contextually-sensitive new construction is on Rte. 20 in Wayland in the IDOD #1.

Building Massing and Scale

1. Buildings should meet the ground with a solid base treatment that creates a visual transition from sidewalk to building wall. Glass storefront wall systems that extend to the ground are discouraged.
2. Break up long expanses of blank wall with pilasters to suggest structural bays, or vary massing and/or roofline to provide visual interest.
3. Break up vertical massing with materials or trim that define a distinct base, middle and top.

Building Materials

1. The following materials and finishes are recommended for exterior use in new construction and renovations:
 - Brick
 - Cut or cast stone (smooth or rusticated finish)
 - Simulated limestone
 - Painted or stained wood trim elements
 - Metal trim elements
 - Split-face (rough) concrete blocks, at rear facades only
 - Painted fiber cement board
 - EIFS
2. The following materials and finishes are discouraged for exterior use in new construction and renovations:
 - Aluminum siding, trim or panel systems
 - Exposed aggregate (rough finish) concrete wall panels
 - Plastic trim elements (see "Green Design")
 - Vinyl siding
 - PVC products (see "Green Design")
3. Colors should be complementary and harmonic, and not clash on any given facade. Developer should not use the entire building as a brand identity package in such a way that it becomes an "attractive nuisance."
4. Applied elements - Such as railings, awnings, signage and light fixtures - Should coordinate with, rather than overwhelm the proportions of the building.
5. The brick side and rear facade of older existing buildings, if in good condition, should be left unpainted, clean and in good repair. If bricks have previously been painted, paint finish shall be maintained.
6. If equipment is mounted behind louvered panels or other visual screen, screening should be oriented to conceal the equipment from view from any public way or private residence and finished to obscure.
7. Visible roof vents, and other roof elements and penetrations, should be finished to match adjacent roof color.



This modern building effectively combines contemporary design with a respect for traditional context. Freeport, ME.

Architectural Elements

Windows and Doors

1. Windows and Doors should reflect the style of the building itself in scale, proportion and construction. Storefront windows and doors can utilize modern framing systems, but it is preferred that glazing not extend to the ground.
2. Existing windows and doors, including transom windows, should be retained and repaired wherever possible. New windows and doors should reflect the original style if replacement is necessary, including the number and size of lights.
3. When replacing windows, frame and trim profiles should match existing profiles, unless otherwise approved by DAB; framing should not be inserted to receive smaller "standard" window sizes and shapes.
4. The following window and door types are discouraged in commercial areas -
 - Glass storefront wall systems that extend to the ground
 - Horizontal or vertical strip windows
 - Mirrored or reflective glazing
 - Fully glazed (frameless) doors



A modern window storefront can effectively reflect older styles of architecture if window opening sizes are smaller and framed with decorative muntins, IDOD #1



This is an example of inappropriate design of an awning that covers architectural elements and spans across structural bays. Freeport, ME.

Awnings/ Canopies

1. Awnings should reflect traditional prototypes in function, scale and placement, but can be contemporary in design.
2. Where applicable, awning configuration should coordinate with adjacent building awnings in height, width and profile.
3. Awnings should not cover architectural elements or span across bays.
4. Simple pitched awning profiles, either retractable or fixed, are recommended.
5. Weather-treated fabric awnings or fixed, metal canopies are recommended. Awnings with a shiny finish (vinyl) are discouraged.
6. Awning color should be muted and should complement, rather than overwhelm, the overall building color scheme.
7. Internally illuminated or back-lit awnings are discouraged.
8. Signage on awnings is allowed, but shall count as part of the signage square footage calculation.
9. Awnings and signage used at rear entrances should coordinate with the front facade design scheme to enhance business identity.

Signage

1. Building-mounted signage should be integrated with architectural facade elements and should not cover

architectural details.

2. Signage should not project above the cornice line or be mounted on the roof of any building.
3. Street numbers should be prominently displayed at the main entrance to every business, and be clearly visible from the street.
4. Individual back-lit letters and signs illuminated by wall-mounted fixtures are recommended. However, internally illuminated signs are discouraged.
5. Signage for upper floor business uses and at rear entrances should consist of building mounted plaque signage next to the appropriate entrance to the building, and should be small (5 square foot max) and subdued in nature.
6. Projecting wooden signs bracketed to building facades are recommended if small and subdued in nature.
7. Signage applied directly on storefront glass at the first floor, or applied to the narrow vertical face of awnings, is recommended.
8. Murals are discouraged, subject to review and approval. Any mural applied to building facade, walls or fences are to be coordinated with the building signage and color scheme, and



This historic district building retains a residential appearance, with a single blade sign providing information about the business inside, IDOD #9.



Hand carved wooden sign is an example of a tasteful application of a national name brand logo. It is located in Freeport, ME.

are subject to review and approval. Business-related signage should not be included within the mural design.

9. Exposed neon signs are discouraged, even when mounted on the interior of storefront windows.
10. The following sign types are discouraged:
 - Illuminated box signs, whether flat or projecting
 - Flashing signs
 - Moving signs, or signs with moving elements
 - Electronic or fixed letter reader boards (theater marquees excepted)
11. Signage graphics recommendations are as follows:
 - Signs should contain a minimum of wording, in only one or two easily readable typefaces
 - Garish, unnatural colors are inappropriate;

however, sufficient visual contrast between background and wording is recommended

12. Temporary signage is only allowed by permit from the Zoning Board of Appeals (ZBA) and with limited size and for limited time periods. Strict adherence to the ZBA Signage Regulations is recommended. See Zoning By-Laws at www.wayland.ma.us for details.
13. Please refer to "Tenant Sign Design Criteria" dated 10/5/07 as a reference. There are sign criteria recommended for the Wayland Town Center posted on the Planning Board page at www.wayland.ma.us.

Lighting

1. Lighting should serve only to illuminate entries, signage, displays, adjacent pedestrian and parking areas, or to highlight significant architectural elements such as the main entry. Continuous illumination of a building



This example of lighting is consistent with the character of early twentieth century lighting. New fixtures in this style will reflect the historic character of the town. Note gooseneck shielded fixtures mounted on the building facade to highlight signage, IDOD #5.

- facade in its entirety, whether with cove lighting or up lighting, is discouraged.
2. Appropriately scaled early twentieth century style fixtures are recommended.
3. Free-standing fixtures should be coordinated in appearance with building-mounted light fixtures.
4. The following lighting types are discouraged:
 - Visible fluorescent bulbs
 - Visible neon lighting
 - Colored bulbs, except for temporary seasonal decoration
 - Internally illuminated awnings
5. Exposed or painted metal finishes are recommended for light fixtures. Fixture colors should be muted and should coordinate with the overall color scheme.
6. Security lighting should be concealed from view to the extent possible.
7. Reflected lighting off buildings, landscaping and signage shall be included as light sources to be limited and measured.
8. Site lighting is to be held to no more than five footcandles unless otherwise recommended. Actual lighting is to be measured and confirmed after construction.

Site Improvement and Landscaping

1. A landscape buffer should be provided between parking areas and building walls.
2. Buffer plantings and foundations plantings should consist of a continuous row of low evergreen and/ or deciduous shrubs planted in conjunction with low-growing annual or perennial plants and groundcover. Large expanses of exposed mulch should be avoided.
3. Expanses of blank wall should be softened through the use of landscape treatments such as foundation plantings or trellises.
4. Flowering annuals in window boxes and/ or planters are recommended, to add color and texture to the building facade and to highlight the building entrances.
5. Trees in adjacent rights-of-way and within parking lots should be provided in accordance with the Zoning By-Laws, available at wayland.ma.us Masonry or fence enclosures used to conceal equipment and/ or dumpsters should be solid and of sufficient height to fully conceal.
6. Low wrought iron fencing and/ or masonry walls are recommended at the perimeter of outdoor dining/ display areas and parking lots, utilized in conjunction with landscaping. Landscaping should occur on the "street side" or the fence or wall at lot lines abutting public streets.
7. Wood fencing is acceptable if used to enclose equipment and dumpster holding areas behind buildings, and should be solid or either painted or stained. Masonry walls are preferred for this purpose where nearby buildings are masonry.
8. Chain link fencing is discouraged.
9. Artificial plants are discouraged in exterior planters, except as part of temporary holiday decorations.



The building mass is effectively softened with mature trees in this example on Rte. 20 in Wayland in the IDOD #1.

10. Landscaping recommended under these Regulations is to be installed and maintained in front, side and rear lots, and to take the form of shade trees, deciduous shrubs, evergreens and well kept grass areas. Minimum requirements are as follows:

- Where any land use in nonresidential districts abuts land in any residential district, a strip of land, at least 15 feet in width is recommended with landscape in the front, side and rear yards unless discouraged by the DAB.
- Landscaping should take into consideration utility, sewer and water lines
- For nonresidential properties, a strip of land at least 10 feet in width shall be maintained as a landscape in the front, side and rear yards, unless otherwise recommended by the DAB



This business retains residentially scaled landscaping in IDOD #1.

- Landscaping should be designed with consideration of nearby building, walkways and parking areas. Parking lots should be designed with landscaped islands, and islands between buildings, roads and walkways should be abundantly planned to create a strong horticulture character throughout the year
- All landscaping shall be scaled appropriately for pedestrian traffic and properly maintained in a healthy condition

Parking

1. New off-street parking should not be prominent when viewed from main streets - It should be located either behind, between or within structures. No off-street parking should occur in front of a building.
2. Off-street parking should be shielded from view using either: 1) landscaping; 2) wood fencing and landscaping; or 3) a low masonry wall and landscaping.
3. Structured parking - whether under a building, within a building or in a separate parking structure - should be screened from view from the street, architecturally and/ or with landscaping. Sloped parking ramps should not be visible on any street-facing facades.
4. Parking lots or structures should be shared between businesses where feasible to allow for a more efficient lot layout and to minimize curb cuts.

Green Community

1. Wayland has voted itself a green community and has adopted the "stretch code," an appendix in the MA Building Code. All designs must comply.
2. The following are sustainable design suggestions for landscape design.

- Choose low-maintenance plants that:
 - Can grow to their natural size in the space allotted to them, and therefore require little or no pruning or shearing.
 - Once established, do not require regular watering.
 - Are pest and disease resistant, thus requiring minimal pesticides.
 - Are correctly matched to their lighting and micro-climate requirements.



This wood fence is an effective treatment to block headlights and help visually screen the parking lot paving and cars from the residential use next door, IDOD #7.

- Minimize turf grass lawns, and use species which require less water.
- Prepare the planting areas with compost-rich soil, and cover with an insulating layer of mulch.
- Use organic fertilizers ongoing.
- Use materials and techniques to reduce storm water run-off thus allowing rain water to percolate into the ground. Examples include permeable paving, bio-swales, and rain gardens.
- Minimize water use beyond normal rainfall. When irrigation is needed for plants, use drip lines rather than sprinklers, which accurately target water at the root zones and at the proper amount.



This parking lot is well buffered from the street with shrubbery, IDOD #5.

ADDITIONAL GUIDELINES for the INCENTIVE DESIGN OVERLAY DISTRICT/IDOD #7

East and West Plain Street and Main Street

These guidelines will pertain only to projects within the area identified as the “IDOD #7” on the Design Framework: IDOD map in the appendix.

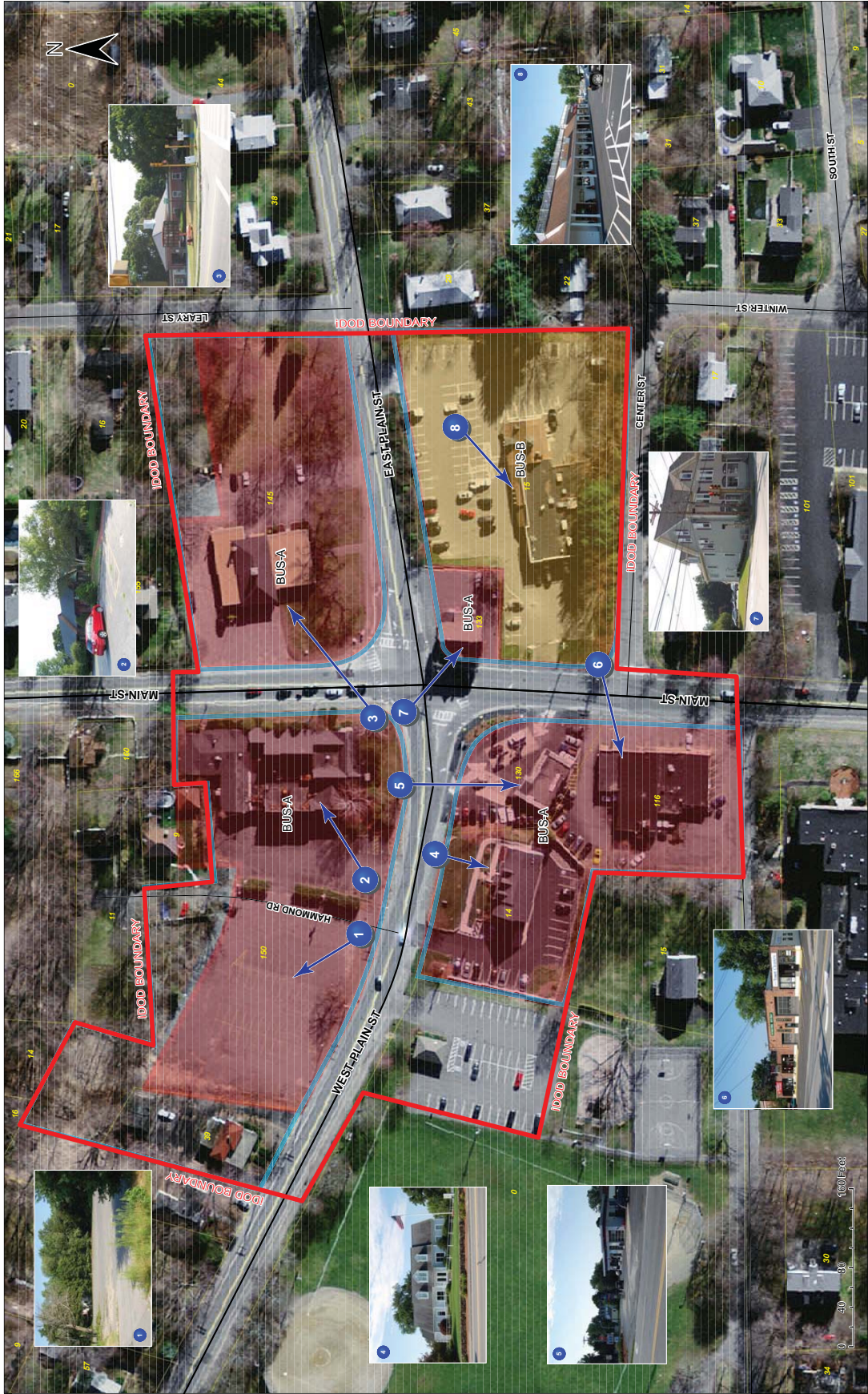
Site and Building Layout and Uses

1. Setbacks in IDOD #7 all conform with Article 25 of the Zoning By-Laws. Dimensional requirements for structures and accessory structures are contained in the Table of Dimensional Requirements in accordance with § 198-702.1. The Planning Board as the Special Permit Granting Authority may waive standard front yard requirements for buildings in IDOD #7, provided the structure conforms to the average setback of adjacent/neighborhood setbacks. The planning board may with the issuance of a special permit allow front and side yard setbacks not less than 15 feet.
2. Main entrances should open to the main streets with sidewalks and bike racks to encourage pedestrian and access.
3. Mixed use may include residential and business use on the same property.

Building Massing and Scale

1. Building entrances should be easily identified, as well as protected from the elements, through the provision of a covered arcade or some other weather protection.
2. The first story of new buildings should be designed to reflect a pedestrian scale, with windows providing attractive displays at retail businesses.

Route 27 & West - East Plain Roads: Incentive Design Overlay District (iDOD #7)



Architectural Elements

Windows and Doors

1. Upper floor windows in new buildings should typically be individual openings in solid wall planes and smaller in size than first floor windows, reflecting the proportions of existing window openings found in nearby buildings,

Signage

1. Free standing signs and tall pole signs are recommended in compliance with the ZBA and as modified by a case by case basis.

Site Improvements and Landscape

1. A landscape buffer is recommended at entire lot perimeter. At property lines adjacent to non-commercial land uses, this buffer should be provided in conjunction with fencing. Continuous evergreen hedging of a single species is discouraged, however, the intent of the buffer is to screen off views of car headlights and windshields. A combination of opaque wood fencing and evergreen hedges at least 30 inches in height is recommended.
2. Foundation plantings should be provided at entire building perimeter.
3. Sidewalks are to be five feet in width at a minimum.
4. Benches should be located at sidewalk intersections.
5. Bike racks should be located at parking lot edges.



This modern office building effectively combines contemporary window design with a respect for the surrounding residential context, IDOD #7.



Rite Aid Pharmacy as it exists today. Portsmouth, Rhode Island

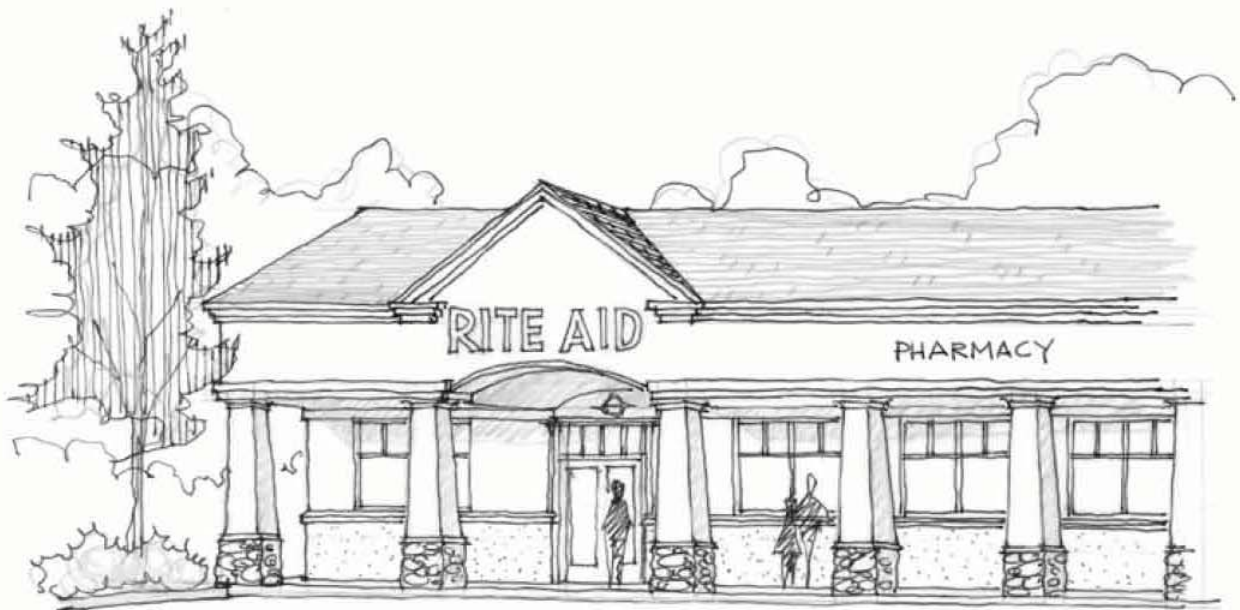


Rite Aid pharmacy integrated into the streetscape. Barrington, Rhode Island

Large retail structures do not need to be inarticulate boxes floating in a sea of parking. Incorporation of elements such as front canopies and porches can provide protection from the elements for shoppers and provide a "sense of place." Human scaled elements allow a shopper to relate to their surroundings.

Pictured here, minor modifications to the front of the existing structure can help a large structure fit into the town center. A similar Rite Aid pharmacy successfully fits into the Barrington, Rhode Island streetscape.

Possible design sketch for redesign of Rite Aid pharmacy.



COMMERCIAL IMPROVEMENTS

Gas stations are always a challenge to fit within the context of a town center. Overscaled pump canopy structures can overpower their surroundings. Oversized graphics and “branding” further exacerbate the problem.

By incorporating local materials and roof forms into the canopy structures and limiting branding to signage as limited by zoning, these structures can fit better into a community and still be visible to the consumer.



Existing Shell Gas Station

Possible design sketch for redesign of Shell Gas Station



COMMERCIAL IMPROVEMENTS

Simple modifications to existing structure can have a major impact on their appearance. Often these improvements can be achieved at a minimal cost. Use of appropriately scaled windows, appropriate roof pitches, and natural / local materials can all contribute to a harmonious structure and demonstrate a sense of community pride.



Typical Commercial Store Front

Proposed Improvements





REFERENCE MATERIALS AVAILABLE AT www.wayland.ma.us

Wayland Zoning By-Laws
Wayland Signage Guidelines
Wayland Historic District Commission

APPENDICES

- A. Incentive Design Overlay District Maps
- B. Contact Information
- C. Glossary of Terms

APPENDIX B. Contact Information

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APPENDIX C. Glossary of Terms

The following is a list of selected definitions as they pertain to design review.

<i>Aluminum Siding</i>	Lightweight material that is often painted rather than left in its natural color.
<i>Accent Band:</i>	A decorative band on a facade, usually horizontal and possibly in a contrasting color or material.
<i>Accessibility:</i>	Provisions for use of a building by mobility impaired persons.
Applicant:	Any person submitting an application to alter a building or land.
Aggregate:	The solid material, such as sand or stone, used in concrete.
Alley:	A service way providing a second means of access to properties from between or behind, and often one driving lane in width.
Appropriate:	Sympathetic to the context of the site.
Asphalt Concrete:	A dark-colored, solid, bituminous paving material.
<i>Asphalt Shingle</i>	A roofing material made of a brown or black tar like substance mixed with sand or gravel over a felt substrate.
Awning:	A roof-like covering attached to a building and serving to shield a sidewalk, window or entrance from the elements, often made of fabric stretched over a metal frame.
Back-Lit:	Lit from behind or within using a concealed lighting source.
Base:	The bottom section, or “pedestal,” on which a facade or column visually stands.
Bay Window:	A window that projects out from the building facade.
<i>Beam</i>	A horizontal load-bearing element that forms a principal part of structure, usually using timber, steel, or concrete.
Bracket:	An element projecting from a building face that either supports, or appears to support, something above it.
Buffer:	A linear strip that provides a spatial separation between two different areas.
<i>Canopy</i>	A projection or hood over a door, window, niche, etc.
<i>Cantilever</i>	A projecting elements, such as a beam or porch, supported at a single point or along a single line by a wall or column, stabilized by a counterbalancing downward force around the point of fulcrum.
<i>Casement</i>	A single sash window hinged at the side.

<i>Cedar Shingle</i>	A roofing material made of durable pinewood.
<i>Character</i>	Distinguishing features or attributes.
<i>Clapboard</i>	Tapered horizontal boards used as siding, thickest on their bottom edge; each overlaps the one below. Also known as weatherboard or siding.
Column:	A vertical support member in classical design consisting of a base, cylindrical shaft and a decorative capital at the top.
Context:	The visual and functional surroundings in which a particular building occurs.
Cornice:	The horizontal, and often projecting, decorative treatment uppermost on a building facade.
<i>Course</i>	A continuous row of building materials, such as shingle brick or stone.
<i>Cupola</i>	A small, dome-like structure, on top of a building to provide ventilation and decoration.
Contemporary:	Current or modern.
Craftsmanship:	An example of skilled and/ or artistic carpentry, metalwork or masonry work.
Deciduous:	Shedding leaves annually.
Dormer:	A projection built out from a sloping roof.
Dumpster:	A large rolling metal waste container, usually stored outside and emptied mechanically by a garbage truck.
<i>Elevation</i>	An orthographic view of some vertical feature of a building. (Front, rear, side, interior elevation). A primary building elevation is the view of the front of the building.
Evergreen:	Retaining leaves or needles yearlong.
Exterior Insulated finish system:	A thin layer of stucco-like material applied over a substrate of synthetic insulation that can be cut into varying shapes and profiles, available in several colors and finished (common trade name is "Dryvit").
Facade:	The exterior face of a building, especially the principal and most decorated face.

Face Brick	A finished, non-defective brick yielding good appearance and construction quality.
Fascia	A horizontal band or board, often used to conceal the ends of rafters; the front of an object. All defined as a face board.
Fieldstone	A stone used in its natural shape.
Foundation	The base of a house providing stability and rigidity.
Feature:	A prominent or significant decorative element of a building.
Fenestration:	The design and arrangement of windows and other building openings.
Footprint:	The shape of the building as it meets the ground plane.
Foundation Planting:	Landscaping close to the base of the building, used to conceal the blank lower wall plane and soften the building's edge as it meets the ground.
Free-Standing:	A self-supporting element that is not attached to a building.
Gable:	The triangular shape on a facade created by the end of a pitched roof.
Gambrel	A roof where each side has two slopes; a steeper lower slope and a flatter upper one; a 'barn roof'. Often found in colonial revival houses in the 'Dutch' style.
Glazing:	Panes or sheets of glass, usually set into frames.
Grille:	A grating or perforated barrier, usually of metal.
Hipped roof	A roof with slopes on all four sides. The 'hips' are the lines formed when the slopes meet at the corners.
Historic:	Having an importance in or an influence on history; surviving from an earlier time period.
Human Scale:	The size of elements which relate to the size of people.
Illuminated:	Lit up, having a special light source.
Integral:	Designed as a permanent and non-removable element of a building.
Landscaping:	Elements include trees, shrubs, vines, ground covers, grasses, perennials, annuals and bulbs.

Loading Facilities:	An entrance area dedicated to receiving or delivering materials by truck.
Louver:	An opening covered with overlapping fins or slats to provide ventilation.
Major street:	The more heavily traveled or higher profile street when a site fronts onto more than one street.
Mansard:	A steeply pitched roof visible on the facade of a building.
Masonry	Stonework or brickwork.
Massing:	The visual shape, weight and balance of a building.
Molding	Shaped decorative outlines on projecting cornices and members in wood and stone.
Monument sign:	A signage element with a solid base that meets the ground, often constructed of masonry.
Mullion	The vertical member separating adjacent windows.
Muntin	A strip of wood or metal separating and holding panes of glass in a window.
Niche	A recess in a wall, such as for holding a statue or an urn.
Parapet:	The part of a wall that continues above, and conceals, the edge of a flat roof.
Parkway:	An unpaved area between the curb and the public sidewalk, within the public right-of-way.
Paved Terrace	A paved surface adjoining a building to allow outdoor use, such as an outdoor seating area of a restaurant. May be paved with concrete, decorative tile, block, brick or other impervious material, but not asphalt.
Picture/Display Window	A large fixed pane of glass set within a wall.
Pilaster:	A shallow, rectangular column attached to a wall.
Pitch:	Slope, usually of a roof or an awning.
Plaque sign:	A flat sign panel attached to a supporting wall.
Pole sign:	A sign mounted atop a single or double pole, usually designed for visibility from a considerable distance.

Porch:	An open-air, screened or glass-enclosed room attached to the outside of a structure.
Portico:	A roof element supported by columns or piers, attached to a building.
Profile:	The outline of a cross-section.
Proportion:	A part considered in relation to the whole with respect to comparative size, quantity or placement.
Prototype:	An early or typical example that serves as a model for later development.
Rafter	A roof beam sloping from the ridge to the wall. In most houses, rafters are visible from the attic. In styles such as craftsman bungalows and some 'rustic' contemporaries, they are exposed.
Raised Basement:	A partially submerged basement in which basement windows are present at the base of the building and the first primary floor is raised above ground level by several feet.
Reader Board:	An often illuminated sign providing electronic scrolling or manually changed messages, such as the current temperature or information on the sales or promotions.
Renovation:	Restoring to an earlier condition, from Latin words meaning "again" and "make new."
Retractable:	Capable of being drawn back and rolled up.
Ridge	The top most portion of a roof from which roof sides fall away.
Right-of-Way (ROW):	A publicly controlled strip of land containing at least one of the following: streets, alleys, sidewalks or public utility easements.
Roof Pitch	Degree of roof slant stated in inches of rise per foot.
Rough Sill	The bottom rail of a window rough opening.
Rusticated:	Having a rough or irregular surface.
Scale:	The relative size of elements.
Screen:	To conceal from view.
Setback:	The distance that a building is sited from a property line.

Shingle:	A small sign hung from a bracket and usually perpendicular to the wall surface.
<i>Sidelights</i>	Windows on either side of a door.
<i>Sill</i>	A horizontal piece forming the bottom frame of a window or door opening.
<i>Slate</i>	A roof material made from a hard, fine-grained rock that cleaves into thin, smooth layers.
<i>Soffit</i>	The underside of a member such as a beam or arch, or of an eave, overhang, dropped ceiling, etc.
Strip Window:	A continuous band of glazing, such that the structural support for the building is not apparent on the exterior.
Structural Bay:	A reoccurring dimension created by the structural system of the building, which may or may not be apparent on the exterior of the structure.
Structured Parking:	A below-ground or above-ground parking garage, or parking on a building roof.
Traditional:	Based upon the custom of style of preceding generations.
Transom:	A window placed above a door or storefront display window, often operable.
Trim:	Decorative and non-structural material, usually wood or metal.
Turned:	Shaped into a round form on a lathe.
Utilitarian:	Unadorned, based upon usefulness and practicality rather than beauty or level of decoration.
Utility Hardware:	Devices such as poles, transformers, vaults, gas pressure regulators, meter enclosures, hydrants and the like that are used for water, gas, oil, sewer and electrical services to a building.
Utility Service Line:	Any device - wire, pipe or conduit - which carries water, gas, electricity, oil and communications into a building.
Wrought Iron Fencing:	Open metal fencing consisting of smoothly finished and welded bar stock, whether simple or elaborate in design.