

# Wayland's Future Character

## Preview

- Introduction
- Finnerty's Corner
- New Town Center
- Septic Treatment Site
- Coach Grill Site
- Lee's Farm Site
- Whole Foods Site
- Rte. 20 from Russell's store to Carapezza's office
- Mel's & the Villa
- Historic District Signage
- Conclusion- how to make it happen

WAYLAND

PAST  
PRESENT  
FUTURE

How to manage Wayland's future character.

# Wayland's Future Character

## Finnerty's Corner & IDOD #7

- Past
- Present
- Future



Lyon's Corner

Early firehouse at Lyon's Corner

## Wayland Design Review Board

# Wayland's Future Character

## Finnerty's Corner & IDOD #7

- Past
- Present
- Future



## Wayland Design Review Board



# Wayland's Future Character

## Finnerty's Corner & IDOD #7

- Past
- Present
- Future



Proposed CVS and retail/office building



Proposed CVS and community building

## Wayland Design Review Board

# Wayland's Future Character

## New Town Center - IDOD #6

- Past
- Present
- Future



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Review  
Board**



# Wayland's Future Character

## New Town Center - IDOD # 6

- Past
- Present
- Future



## Wayland Design Review Board

# Wayland's Future Character

## New Town Center - IDOD #6

- Past
- Present
- Future



Public Green winter scene

**Wayland  
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Board**

# Wayland's Future Character

## New Town Center - IDOD #6

- Past
- Present
- Future

## Wayland Design Review Board

8

### Trail Connections - Senior Center Option 1





# Wayland's Future Character

## New Town Center - IDOD #6

- Past
- Present
- Future

The Kettle Hole | Full Build Out



## Wayland Design Review Board

# Wayland's Future Character

## New Town Center - IDOD #6

- Past
- Present
- Future



New shops opening soon



Panera Bread

## Wayland Design Review Board

# Wayland's Future Character

## Septic Treatment Site- IDOD #3

- Past
- Present
- Future



Wampanoag village



## Wayland Design Review Board



# Wayland's Future Character

## Septic Treatment Site- IDOD #3

- Past
- Present
- Future



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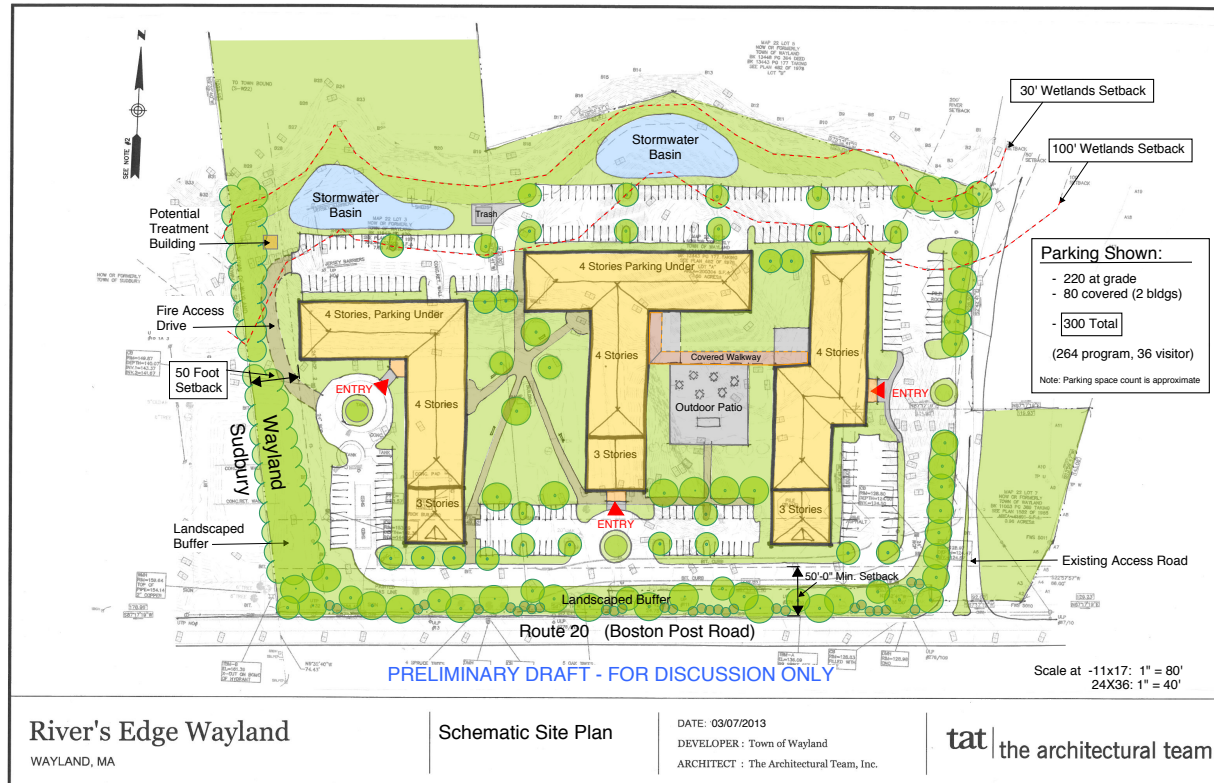
# Wayland's Future Character

## Septic Treatment Site-IDOD #3

- Past
- Present
- Future



Proposed “friendly” 40B rental housing was denied at town meeting in 2013.



## Wayland Design Review Board

# Wayland's Future Character

## Coach Grill-IDOD #2

- Past
- Present
- Future



Intersection of Old Post Road and Old Connecticut Path



## Wayland Design Review Board



# Wayland's Future Character

## Coach Grill Area- IDOD #2

- Past
- Present
- Future



## Wayland Design Review Board

# Wayland's Future Character

## Post Road Place- IDOD #2

- Past
- Present
- Future



Post Road Place

## Wayland Design Review Board



# Wayland's Future Character

## Lee's Farm Site Area- IDOD #4

- Past
- Present
- Future

Prime Bar



Office Building



Clock Shop



Mahoney's Nursery

## Wayland Design Review Board



# Wayland's Future Character

## Lee's Farm Site Area- IDOD #4

- Past
- Present
- Future



Post Road Village- 40B condos that replaced a mid 19th Century house

## Wayland Design Review Board

# Wayland's Future Character

## Lee's Farm Area- IDOD #4

- Past
- Present
- Future



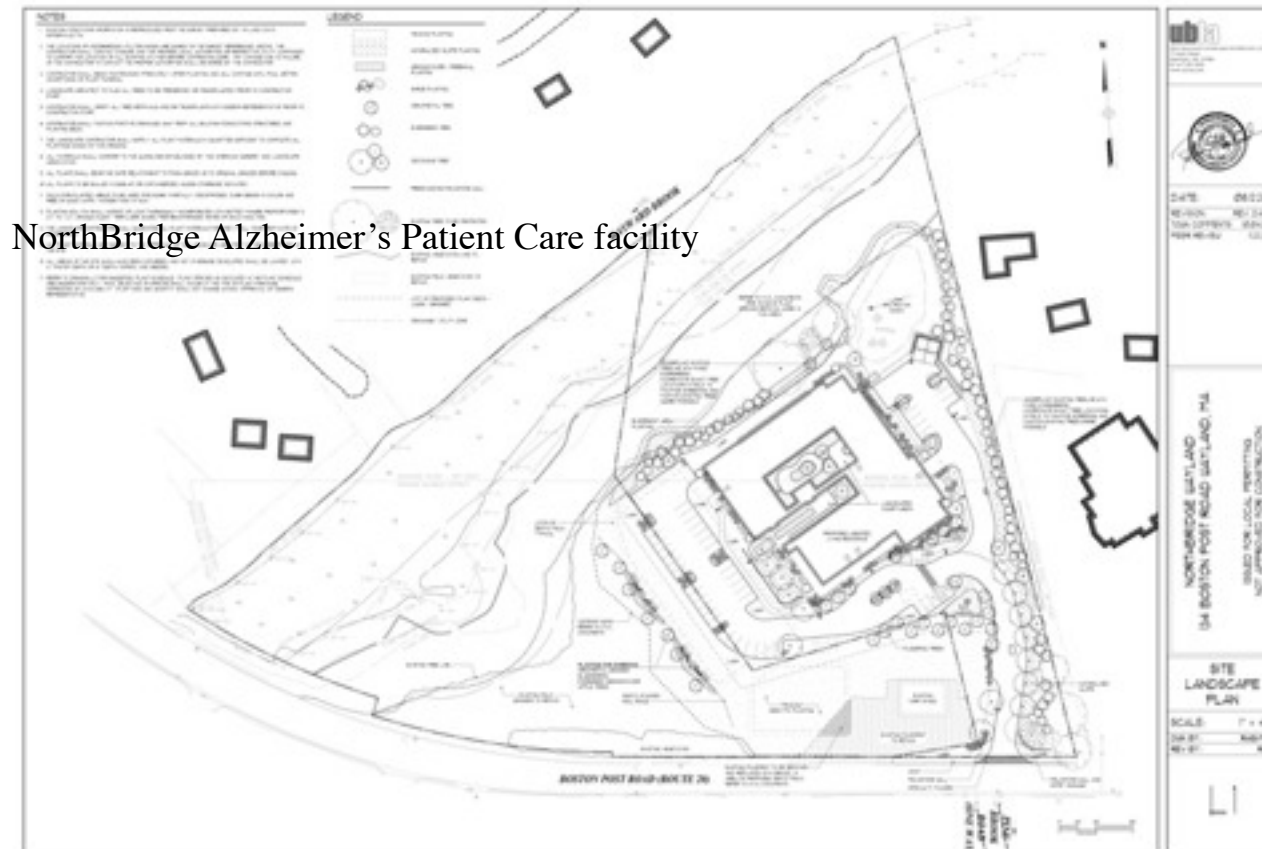
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# Wayland's Future Character

## Lee's Farm Site- IDOD #4

- Past
- Present
- Future



NorthBridge Alzheimer's Patient Care facility

## Wayland Design Review Board



# Wayland's Future Character

## Lee's Farm Site- IDOD #4

- Past
- Present
- Future



## Wayland Design Review Board

# Wayland's Future Character

## Whole Foods Site- IDOD #1

- Past
- Present
- Future



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# Wayland's Future Character

## Whole Foods Site-IDOD #1

- Past
- Present
- Future



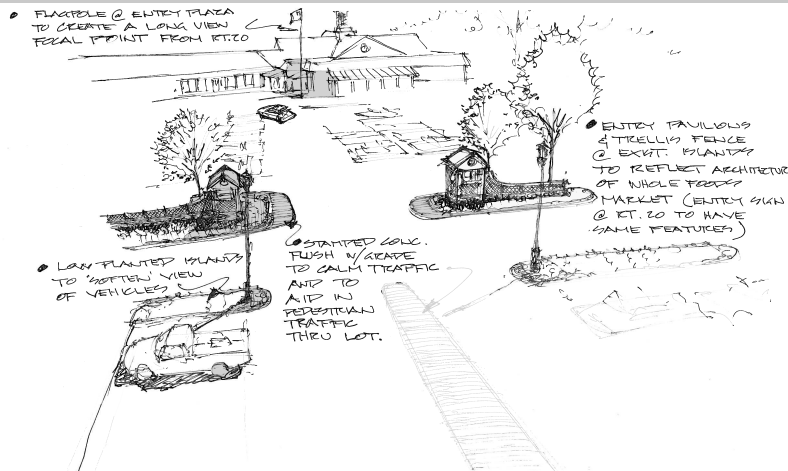
## Wayland Design Review Board



# Wayland's Future Character

## Whole Foods Site-IDOD #1

- Past
- Present
- Future



## Wayland Design Review Board

# Wayland's Future Character

## Route 20 Strip- IDOD #1

- Past
- Present
- Future

## Wayland Design Review Board

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WAYLAND CENTER, 1930's



THIS PHOTOGRAPH OF WAYLAND CENTER SHOWS THE HEATER PIECE at the junction of Routes 27, 126, and 20. From the left can be seen the home of Capt. E. Poulard next to the Theodore Sherman shoe shop, then the McManus Auto Business, the original St. Ann's Church, the brick school built in 1808, and the home of Deacon James Draper's family. The unoccupied building at front right had been the office of Judge Edward Mellen. Behind it was Russell's Meat Market.

# Wayland's Future Character

## Route 20 Strip- IDOD #1

- Past
- Present
- Future



Verizon

New CVS Pharmacy



## Wayland Design Review Board



# Wayland's Future Character

## Route 20 Strip- IDOD #1 - Connection to new Town Center

- Past
- Present
- Future



Wayland Cleaners



Office Condos

## Wayland Design Review Board

# Wayland's Future Character

## Route 20 Strip-IDOD #1

- Past
- Present
- Future



## Wayland Design Review Board



# Wayland's Future Character

## Route 20 Strip-IDOD #1

- Past
- Present
- Future



## Wayland Design Review Board



# Wayland's Future Character

## Route 20 Strip- IDOD #1

- Past
- Present
- Future

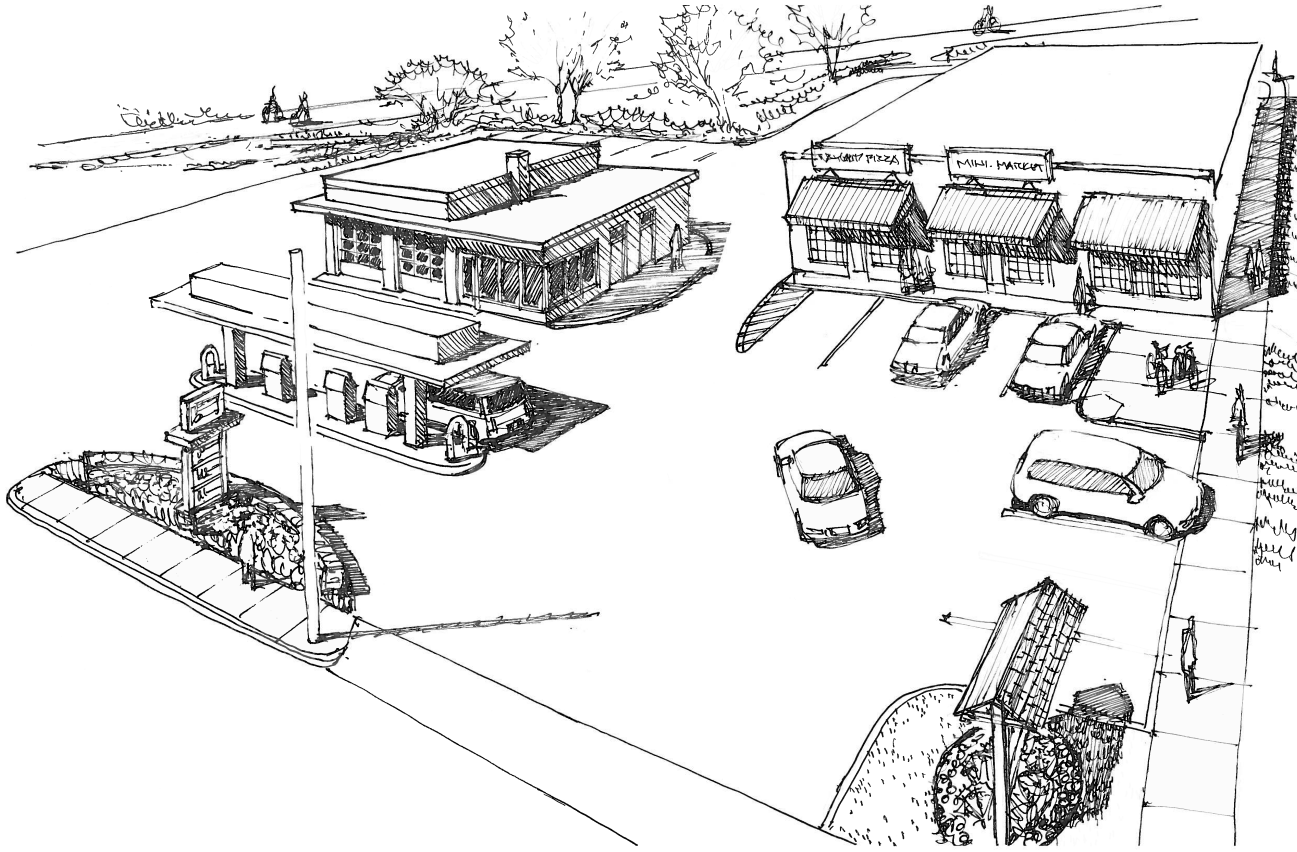


## Wayland Design Review Board

# Wayland's Future Character

## Route 20 Strip- IDOD #1 - Connection to new Town Center

- Past
- Present
- Future



Cook's Automotive

Wayland Pizza

## Wayland Design Review Board

# Wayland's Future Character

## Route 20 Strip-IDOD #1

- Past
- Present
- Future



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# Wayland's Future Character

Wayland proposed new walkways and trails

## Route 20 Strip-IDOD #1

- Past
- Present
- Future



## Wayland Design Review Board

# Wayland's Future Character

## Mel's Plaza-IDOD #8

- Past
- Present
- Future



## Wayland Design Review Board

# Wayland's Future Character

## Mel's Plaza Area- IDOD #8

- Past
- Present
- Future



Mel's



Wayland Automotive



Wayland Woods



Sunrise Assisted living



The Villa

## Wayland Design Review Board



# Wayland's Future Character

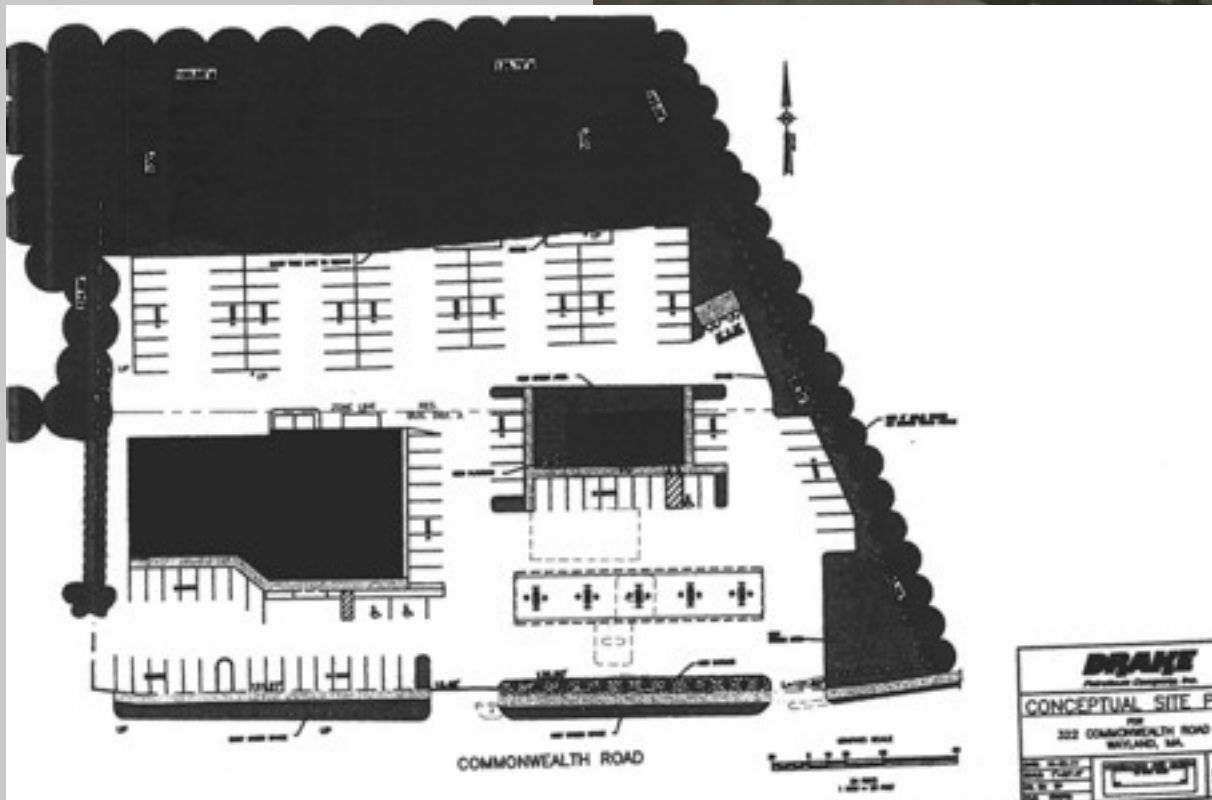
Completed gas station similar to the one proposed on Commonwealth Rd.



Proposed plan for 10 pump stations and general convenience store was turned down at town meeting in 2012.

## Mel's Plaza Area- IDOD #8

- Past
- Present
- Future pressure



## Wayland Design Review Board

# Wayland's Future Character

## Cochituate Center- IDOD #5

- Past
- Present
- Future



Cochituate House



Part of the Chas. W. Dean Factory and some of the Stores.

Charles Dean Factory

## Wayland Design Review Board

# Wayland's Future Character

## Cochituate Center-IDOD #5

- Past
- Present
- Future



The Bent Shoe Factory about 1860.



The Bent Shoe Factory about 1880.

## Wayland Design Review Board



# Wayland's Future Character

## Cochituate Center- IDOD #5

- Past
- Present
- Future



Starbucks, Einstein Bagels, Pet Shop



TD Bank North



Cochituate Village



Donlan's Market



Middlesex Savings Bank

## Wayland Design Review Board

## Cochituate Center- IDOD #5

- # Wayland Design Review Board

# Hannah Williams Park improvements



# Wayland's Future Character

## Historic District- IDOD #1

- Past
- Present
- Future



## Wayland Design Review Board



# Wayland's Future Character

## Historic District- IDOD #1

- Past
- Present
- Future



PEQUOD HOUSE at the corner of State Road East and Cochituate Road as it looked at the turn of the century. This famous hostelry, located in the Northeast corner at Wayland Center, used to be a terminus for winter sleigh rides as well as a favorite summer resort. House and barn were just behind present S. & W. bus house. They were built in 1771 and raised in 1825 when land was presented to the Town. Photo was furnished the CHIEF by J. Sidney Stone.

Public Safety Building

Pequod House

## Wayland Design Review Board

# Wayland's Future Character

## Historic District- IDOD #1

- Past
- Present
- Future



## Wayland Design Review Board

# Wayland's Future Character

## Historic District- IDOD #1

- Past
- Present
- Future



Unitarian Church addition

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# Wayland's Future Character

## Signage By-Laws

- Lady Bird Johnson
- Present By-laws
- DRB Guidelines

**Lady Bird Johnson** awakened America to the blight of unsightly signage on American highways and pushed congress to pass the Highway Beautification Act in 1965.

Many cities and towns, including Wayland took up the cause and passed local signage by-laws and guidelines to assure the beautification of their streets. Since that time Wayland has allowed itself to slip back into a poorly controlled visual environment. The present by-laws are inadequate to channel the pressure from name brand corporations and chain stores that inundate our streets with visual attractions of large signs, over-lit buildings and even temporary cardboard signs littering the edges of our roads.

In 2012 Wayland voters established the Wayland Design Review Board and charged the board with the task of building and signage design review on all new non-residential projects. The Board has established guidelines that will help applicants design new buildings and signs in town. It is important that everyone in town embrace this design review process as maintaining a quality appearance in town and thereby improving the property values of the town.



## Wayland Design Review Board

# Wayland's Future Character

## Signage By-Laws

- Temporary Signs-2012
- Illegal Signs-2012
- Enforcement Methods



## Wayland Design Review Board

# Wayland's Future Character

## Signage By-Laws

- Temporary Signs
- Illegal signs
- Enforcement Methods

## Wayland Design Review Board

### General Laws



PART IV	CRIMES, PUNISHMENTS AND PROCEEDINGSIN CRIMINAL CASES (Chapters 263 through 280)	PREV	NEXT
TITLE I	CRIMES AND PUNISHMENTS	PREV	NEXT
CHAPTER 266	CRIMES AGAINST PROPERTY	PREV	NEXT
Section 126	Natural scenery; penalty for defacement	PREV	NEXT

Section 126. Whoever paints, or puts upon, or in any manner affixes to, any fence, structure, pole, rock or other object which is public property or the property of another, whether within or without the limits of the highway, any words, device, trade mark, advertisement or notice which is not required by law to be posted thereon, without first obtaining the written consent of the municipal or public officer in charge thereof or the owner or tenant of such property, shall, upon complaint of such municipal or public officer, or of such owner or tenant, be punished by a fine of not less than ten nor more than one hundred dollars, and in addition shall forfeit to the use of the public or private owner of such property or the tenant thereof the cost of removing or obliterating such defacement to be recovered in an action of tort. Any word, device, trade mark, advertisement or notice which has been painted, put up or affixed within the limits of a highway in violation of this section shall be considered a public nuisance, and may be forthwith removed or obliterated and abated by any person.



## Conclusion

- Past
- Present
- Future

## Commercial Development

Support the efforts of the Design Review Board to advise new developers and property owners to design and build in character with Wayland's semi-rural vision of itself.

## Chapter 40B Housing Pressures

Preserve our significant older buildings with a new Demolition Delay By-Law this year.

Support efforts to build low/moderate income housing to achieve the 10% threshold that will prevent any further hostile 40 B construction.

## Signage

Encourage the town to enforce signage by-laws throughout town, especially in the historic district,.

As volunteers and staff of town committees, spread the awareness of Wayland's signage by-laws, starting with town departments as example to the public

# Wayland's Future Character

## Conclusion

- Past
- Present
- Future

**Wayland  
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Review  
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