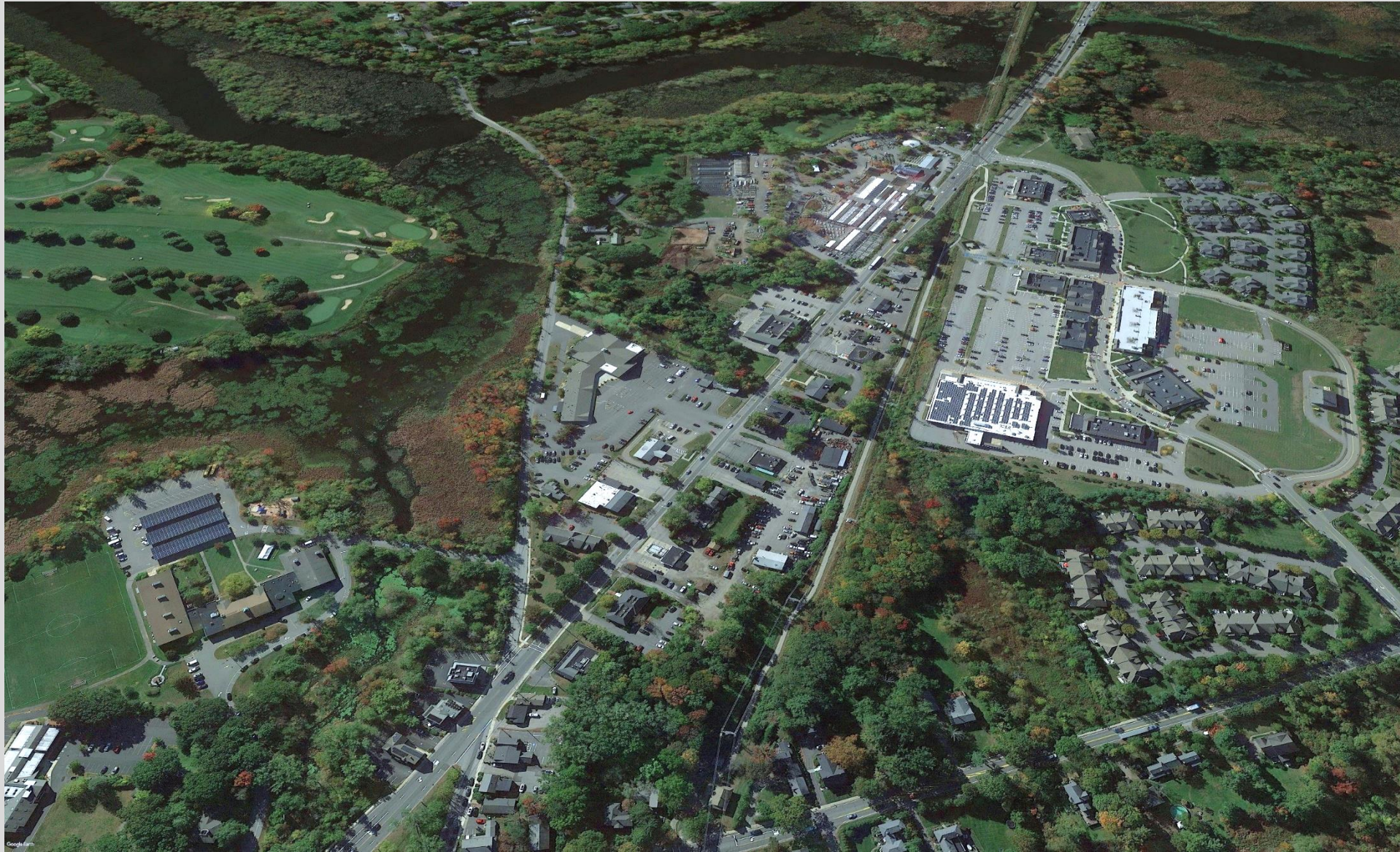


# Envisioning Wayland Center



Wayland,  
Massachusetts

January 10, 2023





# Introduction

## Project Intent:

To create an economically and socially vibrant 'New England village' town center that reduces Route 20's dividing impact and provides increased pedestrian and bicyclist connectivity safely throughout the area.

## Suggested strategies:

- Invest in infrastructure and streetscaping to enhance the whole of Wayland Center as a pedestrian friendly economic hub.
- Installing high visibility crosswalks on Rte. 20.
- Encouraging connections across and to the 'Mass Central Rail Trail'.
- Evaluate the possibility of relocating front yard parking to the rear of existing buildings to increase continuous building frontage, sidewalk connectivity, street landscaping, and bike lanes.



# Introduction

- Evaluate and recommend streetscape improvements for a New England village quality.
- Evaluate zoning to encourage creating spaces for accessible sidewalks, landscaping and pedestrian gathering spaces.
- Use consistent streetscape treatments to provide harmony within the whole of Wayland Center.
- Review local traffic patterns and recommend alternate connections.
- From ideas gleaned from Public Forums and Staff meetings, develop Masterplan to help implement the creation of a cohesive Town Center.



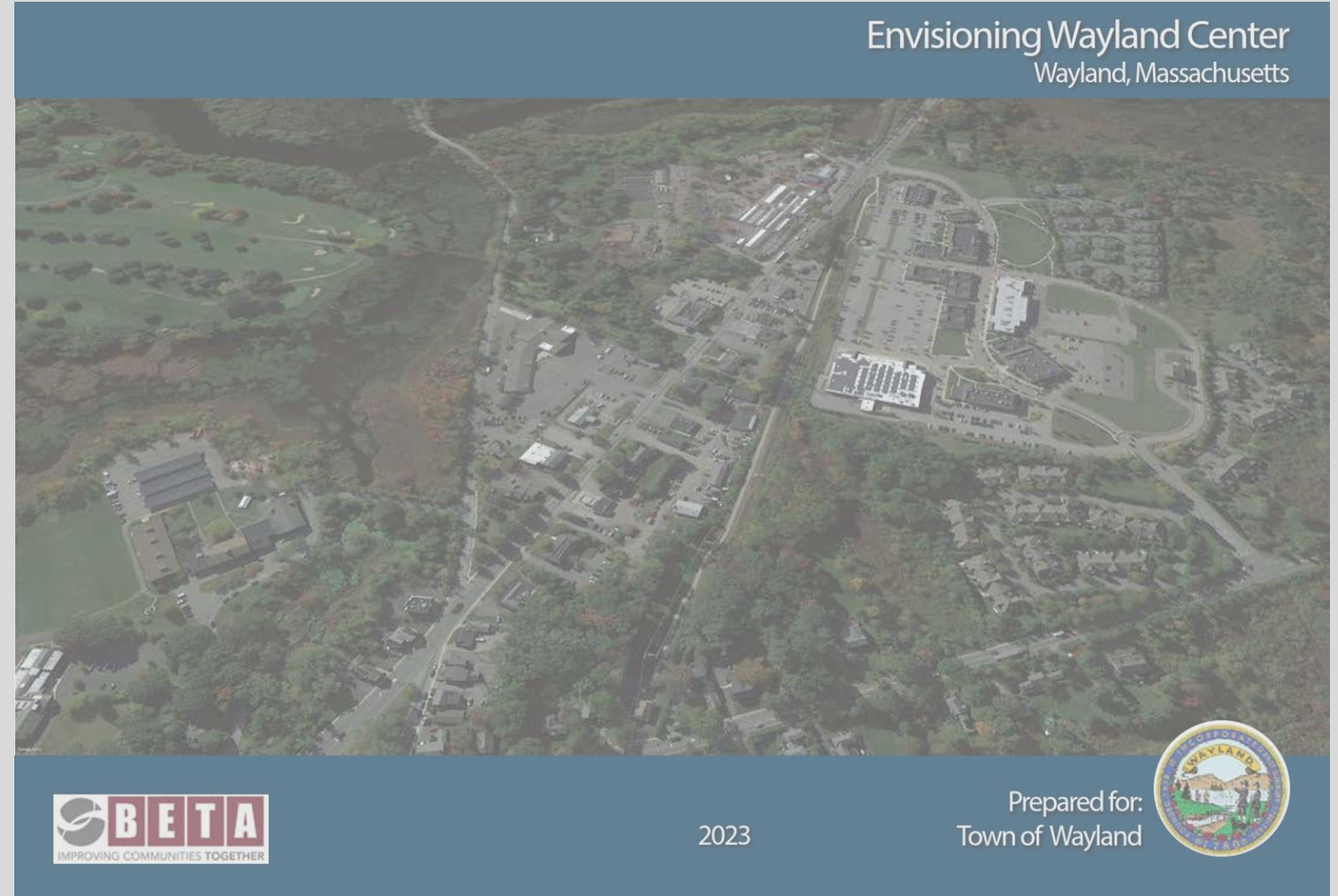


# Introduction

Understanding your Downtown starts with our review and evaluation of the existing conditions.

It includes:

- Zoning Review and Land Uses
  - Commercial & Residential
- Areas of Flooding and Wetlands
- Sidewalks and Crosswalks types
- Parking Inventory & Occupancy
- Traffic Circulation Data
- Traffic Accident Data
- Landscape Evaluation
  - Planting
  - Lighting
  - Street Furniture





# Project Area

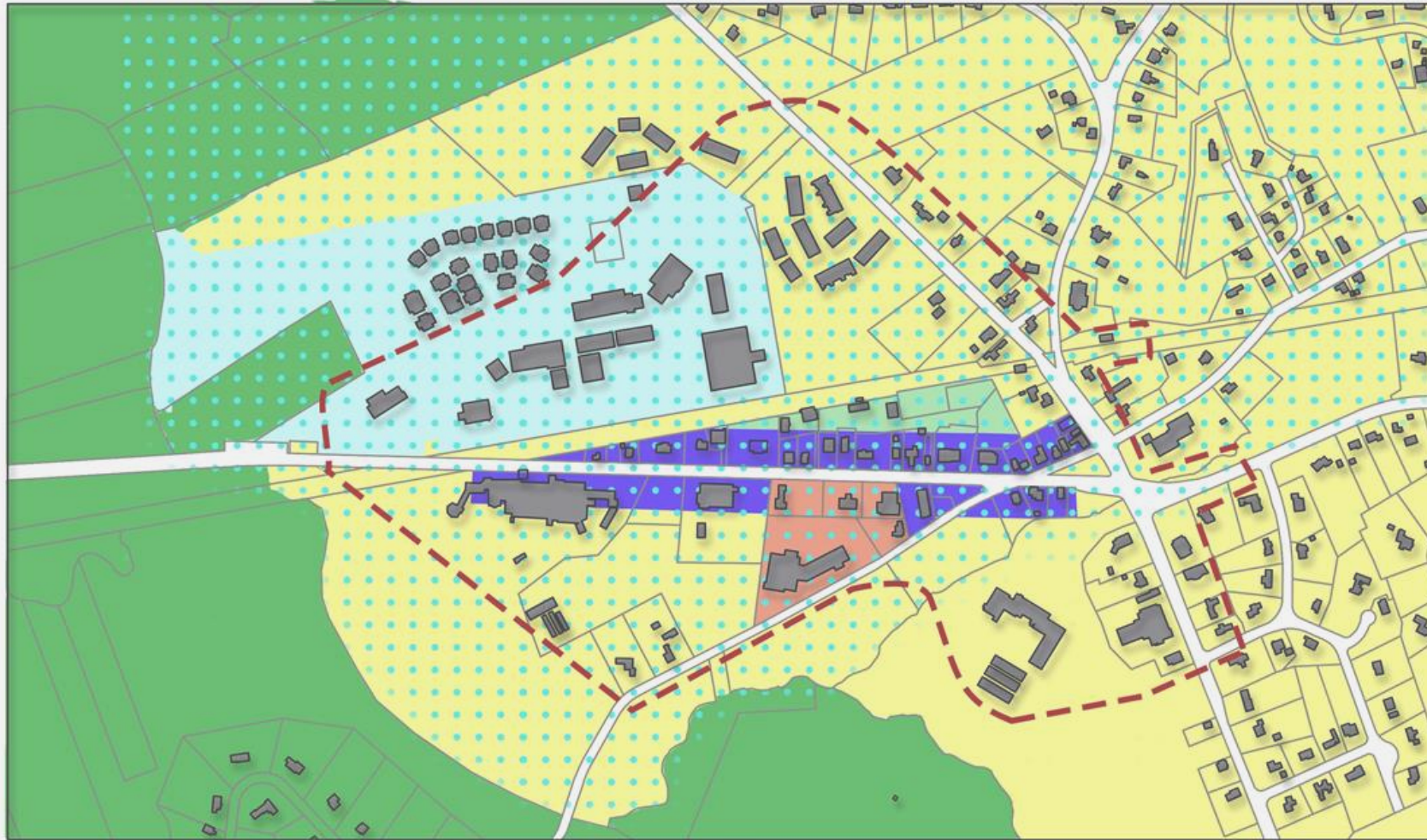


Project Area

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# Existing Conditions Review



## LEGEND

AQUIFER PROTECTION	
MIXED USE	
R30 SINGLE FAMILY	
R40 SINGLE FAMILY	
BUSINESS A	
BUSINESS B	
LIMITED COMMERCIAL	
LT. MANUFACTURING	

**Zoning and Land Use**



### Business A

- Minimum Lot Size 20,000 sf (198-705.2) Retail & Offices, between 30,000 and 2 Acres for Automotive
- Maximum Lot Coverage 75% Retail & Offices, 25% Automotive
- Minimum Lot Frontage 120' (198-705.2) Retail, 125' or 200' Automotive
- Minimum Setback **30'**
- **No buildings in this district are currently permissible to be built fronting the bike path without frontage on Rte. 20**

### Business B

- Minimum Lot Size None
- Maximum Lot Coverage 25%
- Minimum Lot Frontage None
- Minimum Front Setback **60'**

### Limited Commercial (nonresidential)

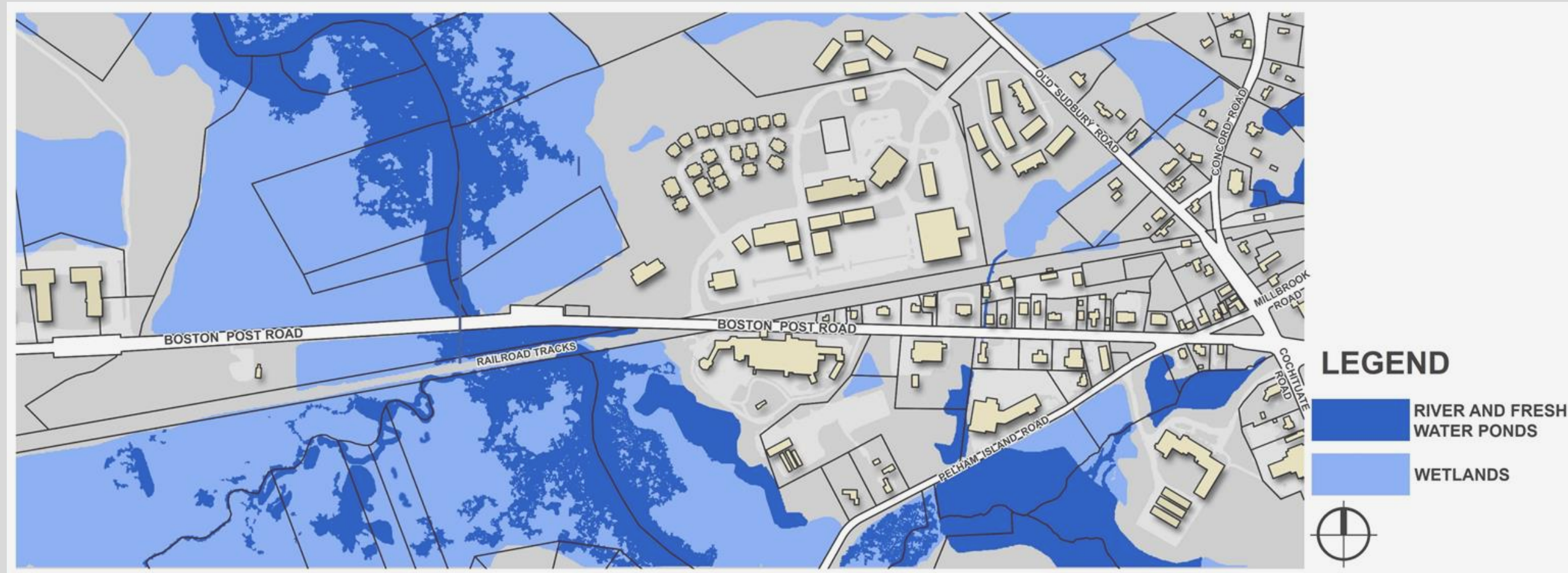
- Minimum Lot Size None
- Maximum Lot Coverage 20%
- Minimum Lot Frontage None
- **Buildings in this district are currently permissible to be built fronting the bike path without frontage on Rte. 20**

### Light Manufacturing

- Minimum Lot Size None
- Maximum Lot Coverage 75%
- Minimum Lot Frontage None
- **Buildings in this district are currently permissible to be built fronting the bike path without frontage on Rte. 20**



# Existing Conditions Review

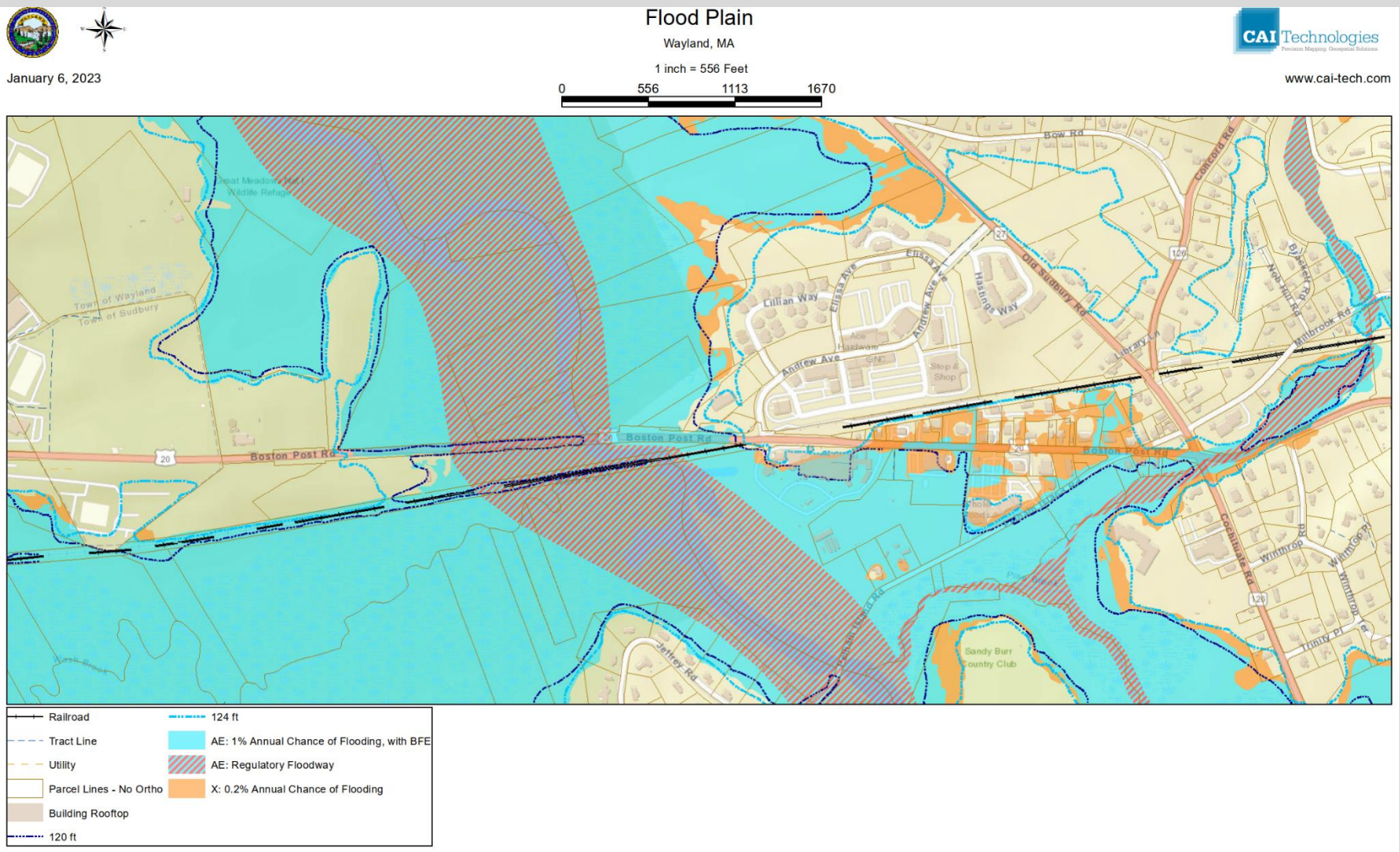


Wetlands

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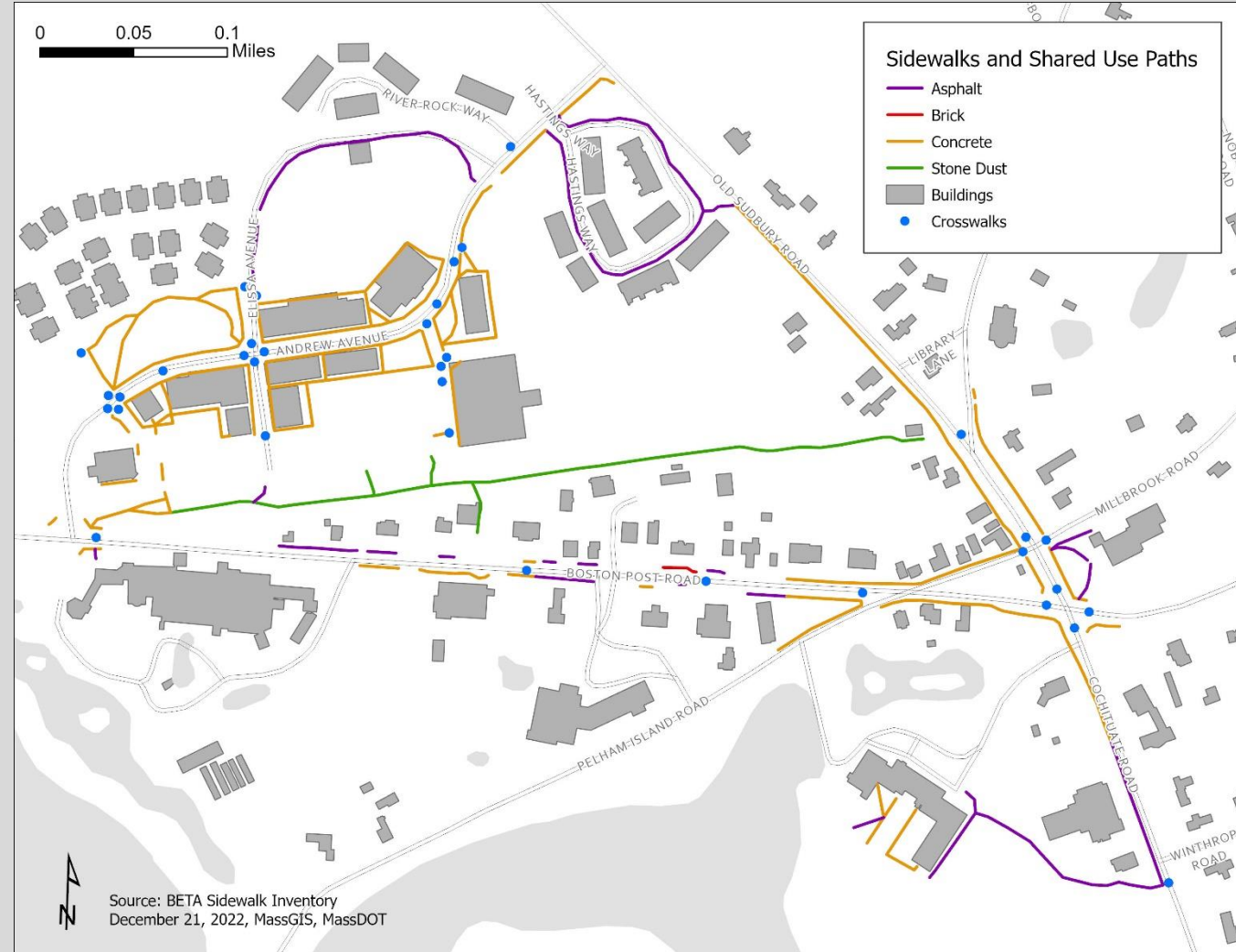


# Existing Conditions Review



Areas of Flooding

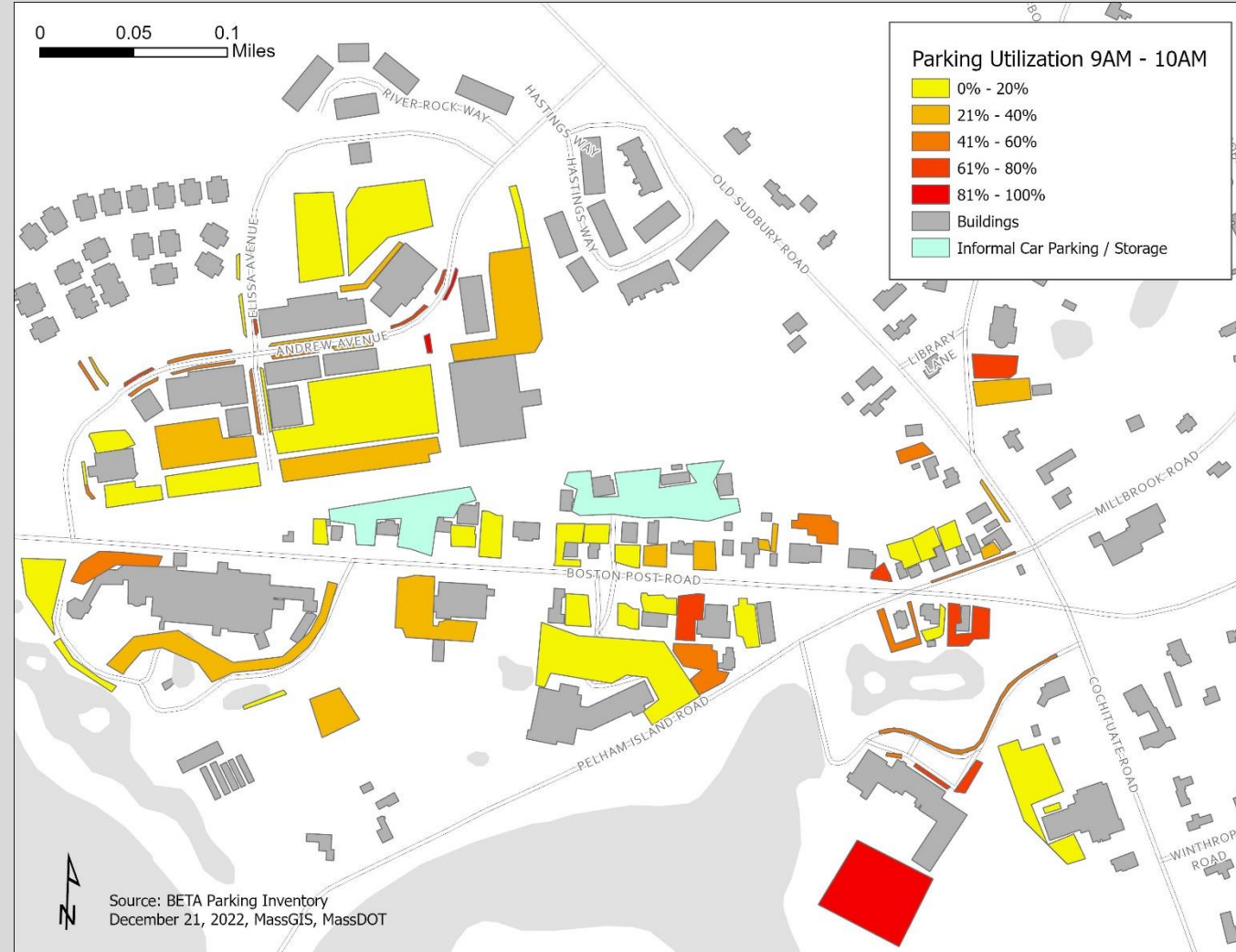
# Existing Conditions Review



## Pedestrian and Bicycle Infrastructure



# Existing Conditions Review



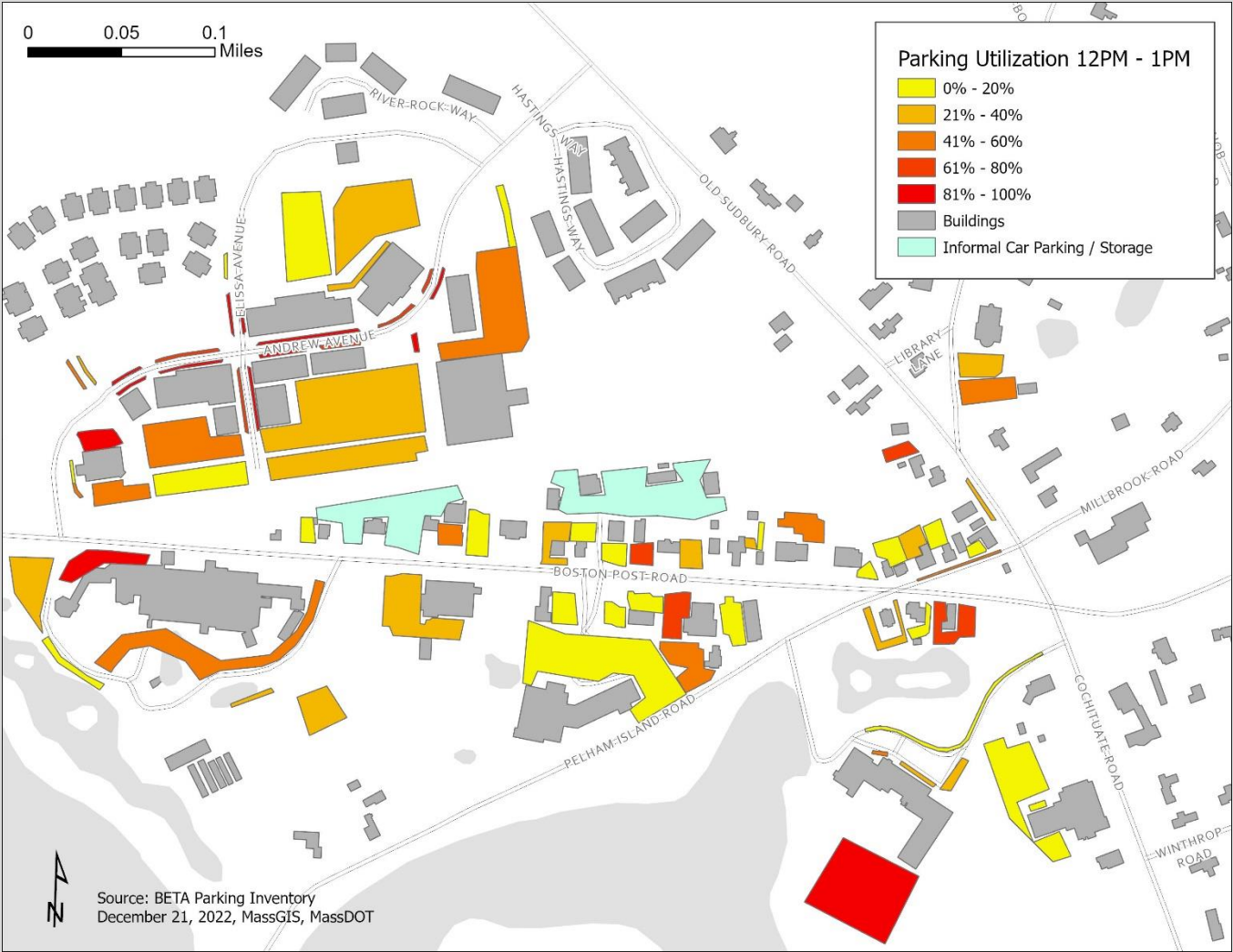
**Morning Hours**

**Parking Infrastructure**

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# Existing Conditions Review

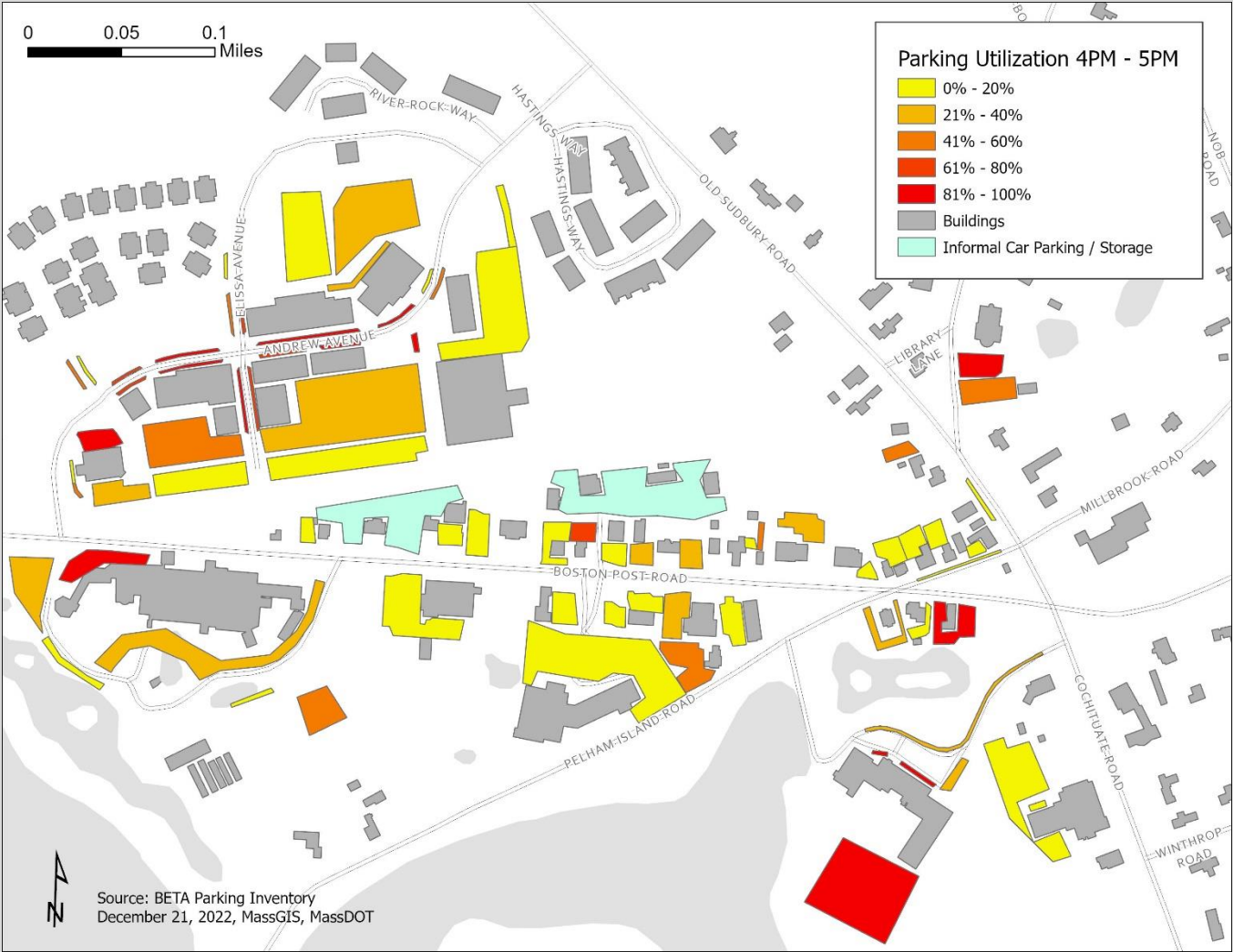


Afternoon Hours

Parking Infrastructure



# Existing Conditions Review

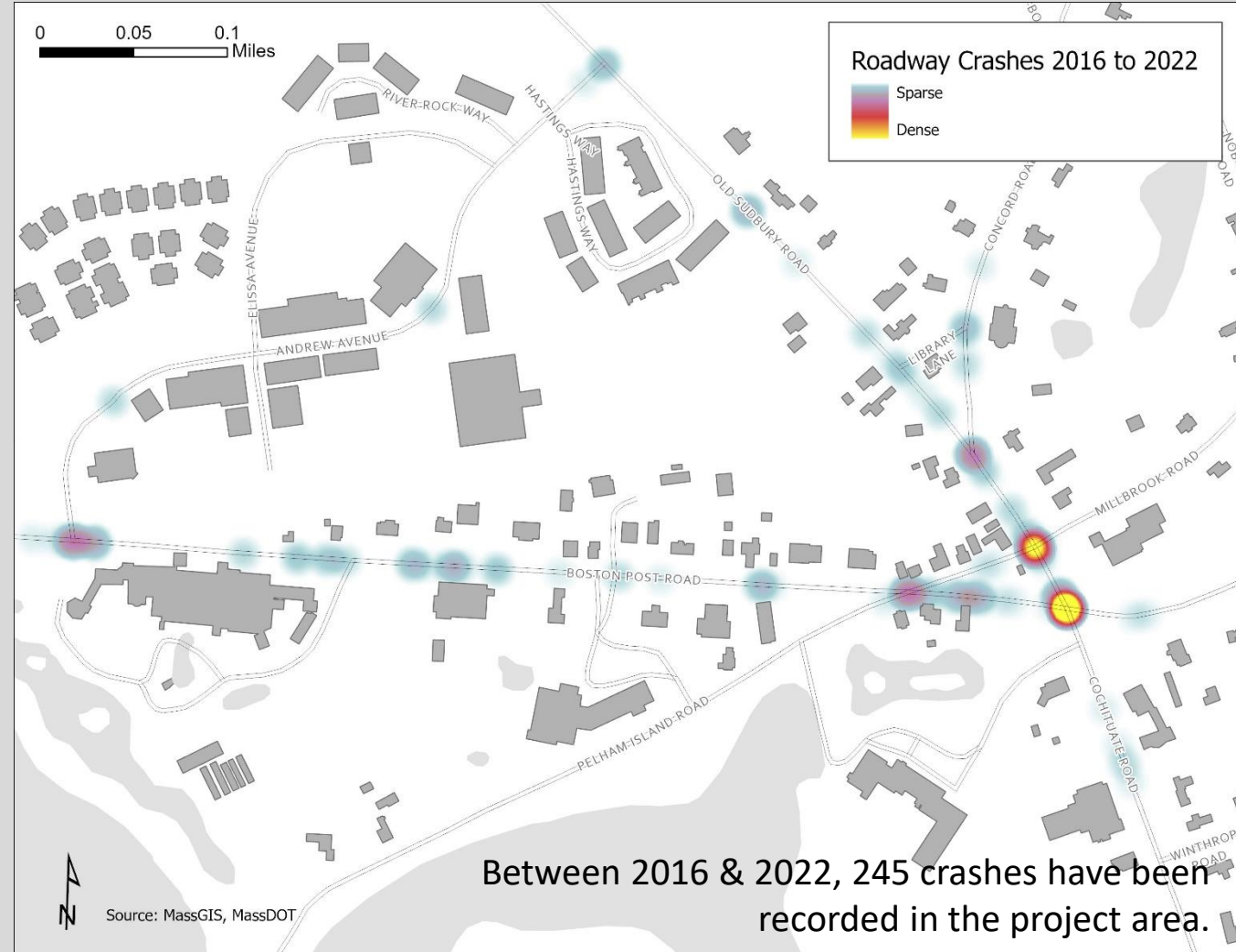


Late Afternoon Hours

Parking Infrastructure



# Existing Conditions Review



**Traffic Accident Data**



# Existing Conditions



**Existing Commercial Development**

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# Existing Conditions



**Existing Residential Development**



# Existing Conditions



**Existing Sidewalks and Crosswalks**



# Existing Conditions



**Existing Bike &  
Pedestrian Trails**



# Existing Conditions



**Existing  
Parking**

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# Existing Conditions



**Existing Street Landscaping**



# Next Steps

## 1. Base Plan Preparation

- Base plan prepared
  - Surveys compiled
  - Zoning and Wetlands maps complete
  - Sidewalk inventory done
- Parking counts complete
- Traffic Infrastructure Assessment in progress

## 2. Further information required

- Sewer capacity
- Traffic Volume Data (counts)
- Landscape Evaluation
  - Plants
  - Lighting
  - Street Furniture



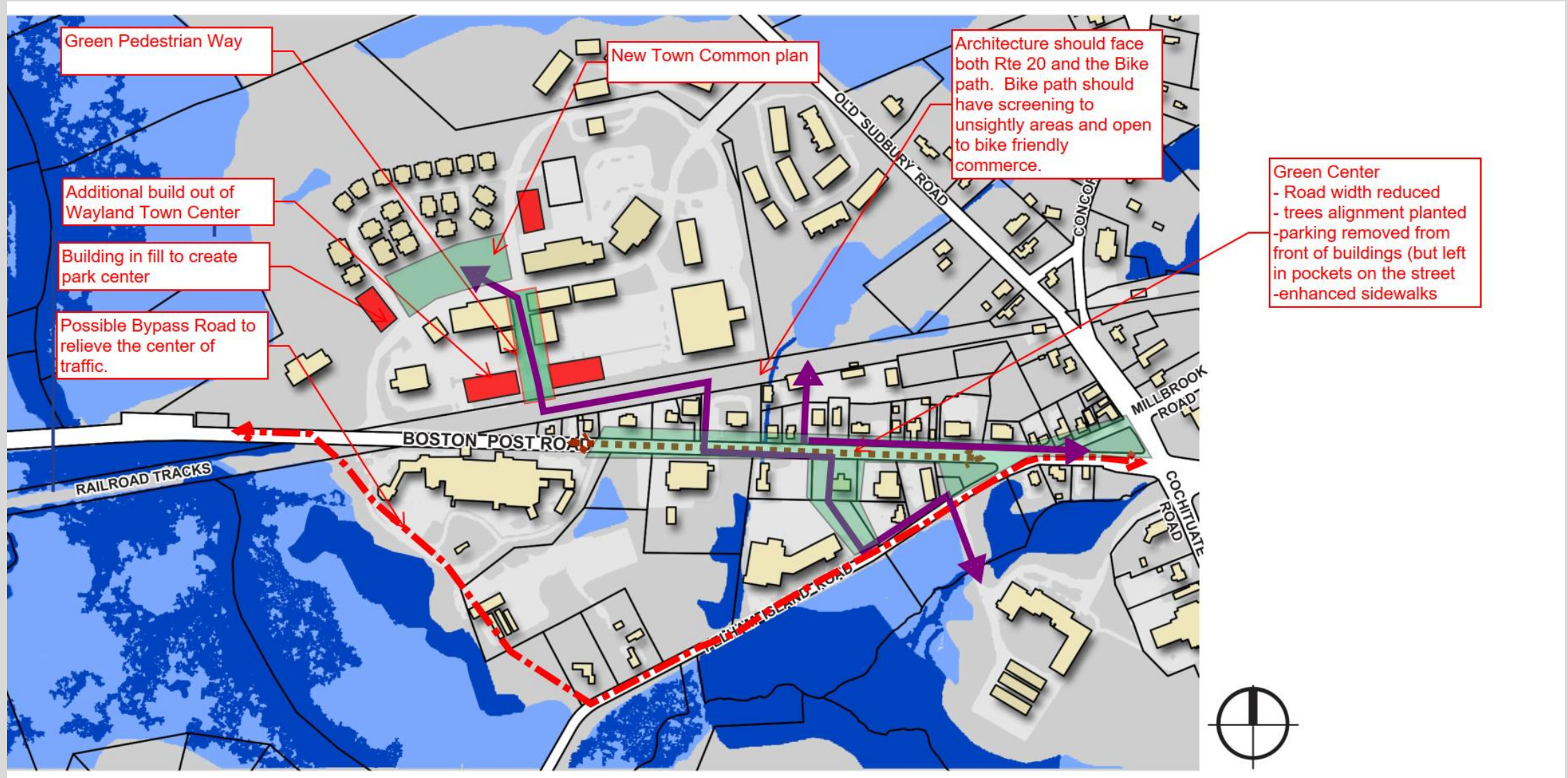


# Next Steps

3. Develop and Present Public Forum Presentation
  - Site Preferences
  - Street Preferences
  - Building Preferences
4. Analysis of Land use Patterns and Zoning Regulations
5. Alternatives Development (based on Public input)
6. Public Forum to present Alternatives
7. Preferred Alternate developed
  - Recommended Zoning alternatives
  - Recommended Streetscape improvements
  - Conceptual Cost estimate
8. Wayland Town Center Improvements Masterplan Report



# Early Review Thoughts





# Summary of Our Review



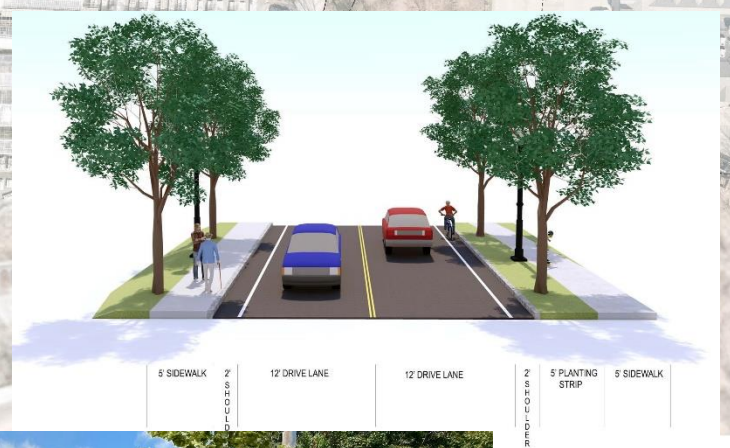
**Bike/Pedestrian Way Along Route 20**

## Envisioning Wayland Center





# Summary of Our Review



Pedestrian Way Along Route 20



# Summary of Our Review



Pedestrian Way Along Route 20



# Next Steps – Public Forum



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# First Public Forum Questions

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## How do you see the Downtown?

To start the conversation tell us how you feel about the following:

- What do you like about the Downtown?
- What issues do you have with the Downtown?
  - Getting to...
  - Parking...
  - Types of business...
  - ADA...
  - Travel speeds...
  - Other things...
- What changes would you make?
- In your travels, have you visited a downtown that impressed you? If so, where?



# First Public Forum

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## Visual Preference Photos

- Overall Character and Scale
- Rooflines and Facades
- Street Level Facades, Windows, Doors and Awnings
- Single Tenant Retail
- Multi-Tenant Retail
- Development of Visual Corner Lots
- Focal Points
- Parking and Landscape Design
- Sidewalk and Streetscapes
- Bike Path
- Building Height
- On & Off Street Parking



# Visual Preference

1



2



3



4



**Overall Character and Scale**

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# Visual Preference

1



2



3



4



**Rooflines and Facades**

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# Visual Preference

1



2



**Street Level Facades, Windows, Doors and Awnings**

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