



## 2019 Downtown Technical Assistance Application Cover Sheet

### Massachusetts Downtown Initiative Program

**Application Deadline: 5:00 p.m. on November 9, 2018**

Community Name:	Town of Wayland
Date of Application:	November 8, 2018
Title of Project:	Way-Land - Boston Post Road Route 20

**Principal Contact:** Please print clearly.

Name:	Sarkis Sarkisian	Address:	Planning Dept. 41 Cochituate Rd Wayland, Ma 01778
Title:	Town Planner		
Phone:	508-358-3778		
Email:	ssarkisian@wayland.ma.us		

**Name & Signature of the Chief Executive Officer or Chief Elected Official (Required):**

Name & Title: Please Print	Louise Miller	Title:	Town Manager.
Signature:			

**REQUIRED FOR SUBMISSION-** Check one box for the type of assistance being requested:

- |  |   |
|--|---|
| <input type="checkbox"/> District Management   | <input type="checkbox"/> Downtown Mobility              |
| <input type="checkbox"/> Design                | <input type="checkbox"/> Small Business Support         |
| <input type="checkbox"/> Economics of Downtown | <input checked="" type="checkbox"/> Wayfinding/Branding |
| <input type="checkbox"/> Housing               |   |

See attached program description for more information relating to the designated categories.

**Summary Statement:** Please describe your request in 25 words or less:

We are requesting technical assistance to support development of a wayfinding program that addresses the needs of multiple groups along Boston Post Road Route 20 corridor.

## **Way-Land**

This application is seeking consultant assistance from the Massachusetts Department of Housing and Community Development's Massachusetts Downtown Initiative (MDI) Technical Assistance Program for the development of a Wayfinding, branding and private signage program for Wayland's Boston Post Road Route 20 corridor, which includes a connection to the Mass Central Rail Trail.

**Way-Land** aims to create a vibrant, cohesive, pedestrian-friendly and aesthetically appealing commercial district. Wayland Center will transform from a hodge-podge zone to a vibrant commercial district with a sense of place and community. New links and connections will encourage property improvements, drive new commerce, and increase new business tenants, new retailers, new jobs and new tax revenues for the town. Wayland has been crying out for a true New England town center, and the economic opportunities will be matched and boosted by restoring a true "heart" of town that has been sorely missed for decades in the Town of Wayland.

## **BOSTON POST ROAD/ ROUTE 20 TARGET AREA DELINEATED**

Attachment 1 – Wayland Town Center Target Area Map.

### **WAY-LAND TEAM THAT WILL ASSIST WITH IMPLEMENTATION**

Town of Wayland Delegation  
Board of Selectmen  
Planning Board  
Design Review Board  
Economic Development Committee  
Historical Commission  
Merchant Representatives and property owners

## **NARRATIVE**

The Town of Wayland, in collaboration with property owners along the Boston Post Road corridor, is seeking technical assistance for the "Wayland Way" Finding and Branding Project. Our intent is to develop a wayfinding and branding program that improves:

- 1) the placemaking of the district;
- 2) vehicular, pedestrian and bicyclist accessibility and mobility within the district;
- 3) the orientation of visitors, ensuring recognition of the full ranges of shopping, services, entertainment and recreation;
- 4) coherence and connectedness among several important and attractive new features of Wayland's townscape, described below; and
- 5) review of Site identity signage for Wayland Town Center.

Although primarily residential with many attractive historic buildings, Wayland also contains forests, farms, scenic roads, large areas of open land with numerous streams, ponds, and lakes, the National Wildlife Refuge and the Sudbury River. The Town of Wayland has two distinct villages: Wayland Village Boston Post Road (Route 20) Corridor, and Cochituate Village. Despite the close proximity of malls and big box stores, many residents choose to shop in these two business centers. The Technical Assistance Grant will focus on the Route 20

corridor. The plan's objective is to reconstitute Wayland's small-town character with wayfinding, better signage and by creating a pedestrian/bike friendly environment.

Built in 1721, Route 20 was the first mail route devised by Benjamin Franklin. Today, under state jurisdiction, it is the primary artery bisecting Wayland, running east to west, and the main spine connecting Weston, Wayland, Sudbury and Marlborough between Route 128 and Route 495. Land use along this busy two-lane arterial roadway is primarily commercial, and businesses are for the most part located close to the roadway, in a tightly knit, half-mile core between Route 27 and the Sudbury River. Traffic volumes on Route 20 average 19,500 vehicle trips per day.

The intersection of Routes 20 & 27 in Wayland Center, a formal historic district and the historic heart of the town, was improved by the Commonwealth in 2009 by adding turn lanes and upgrading signals. New sidewalks and street trees made the immediate area pedestrian-friendly, connecting the Wayland Library, fire/police department, local small businesses and adjacent neighborhoods.

However, the remainder of Wayland Center beyond the limits of this intersection, including most if not all of the retail businesses along Route 20, has a strikingly poor appearance with no sidewalks. Whatever charm the road possessed in Ben Franklin's day is long gone. Wayland's wide range of businesses, retailers, residents and amenities, as well as significant new developments, are all within easy walking, biking and driving distance from one another, at least in theory. In reality, there is a remarkable lack of connectivity to tie them all together, and the commercial signs are unattractive. The town of Wayland has funded the sidewalk design for this section of Route 20 and is committed to working with MassDOT to complete its construction. In addition to sidewalks and walkways, tree plantings and consistent street lights will be added to improve the aesthetics, cohesiveness, walkability and safety of the entire commercial district, and to encourage increased commerce, private improvements and overall economic development.

Our goal is to improve this district and create more connection and coherence with the following features of Wayland's townscape:

**Wayland Town Center Mixed Use Project:** After years of debate and review that began in 2003, the Wayland Town Center Project is finally complete. The Town Center Project transformed a large vacant commercial office complex with acres of asphalt (formerly Raytheon) into a cohesive, village-like environment. The plan was developed to answer residents' dissatisfaction with the poor sense of place along the Route 20 corridor, the actual town center. The layout and scale of the Wayland Town Center Project, which was strongly supported by the community, was driven by the desire to have a "Main Street" scaled development, bordered by wide sidewalks and accessible store fronts, a Town Green, commercial offices and residences, all within walking distance to one another. The \$140 million project includes 165,000 sf of retail, restaurant and office space, 40,000 sf of municipal space, 42 residential units including 12 affordable housing units, and a two acre Town Green.

Zurich Asset Management purchased the property from KGI Properties in 2015 and would like to create new site signage for the development. A number of vacancies over the past several years suggests to them that the Center needs a new theme. Alternatively, Wayland Center on Route 20 has all the ingredients to become a thriving New England town center, but it needs a cohesive framework to link all components together so that the full economic and community potential can be realized for the entire commercial district along Route 20.

**River's Edge:** Since 2012, the Town of Wayland has been seeking to build affordable housing on an 8-acre parcel of Town-owned land located at 489-490 Boston Post Road in Wayland. This property is under a Land Disposition Agreement with Wood Partners to develop the property, known as River's Edge, which will provide 188 units of affordable and market rate rental housing units. Wood Partners anticipates completing its due diligence for River's Edge.

Last October, Lieutenant Governor Karyn Polito awarded the Town of Wayland a \$2.4 million MassWorks grant for the River's Edge project to upgrade the water main infrastructure along Route 20. The River's Edge project is a creative way to deliver affordable housing by maximizing land-use, including Smart Growth principles transforming abandoned municipal industrial property into attractive affordable housing. This project will assist in the Commonwealth's overall goal of creating 135,000 new housing units by 2025.

**Mass Central Rail Trail Wayland Bike Path:** The Wayland portion of the Mass Central Rail Trail—running right through Wayland Center--was recently completed. Now it is important to develop proper wayfinding and signage to link this new bike path to the Town and its commercial district.

The Massachusetts Department of Conservation and Recreation (DCR) signed a long-term lease with the MBTA for the rail bed running east-west through Wayland, which allows it to be converted to a bicycle rail trail. Wayland Town Meeting appropriated \$445,000 of Community Preservation Funds in 2017 to jump-start a half mile of the project. In a public-private partnership, DCR and the towns of Wayland and Weston negotiated with Eversource, which has a major utility on the MBTA Right of Way, to construct a gravel road/trail sub-base along the Wayland Weston stretch. DCR provided \$1.7 M to pave the surface and initial funding for formal improvements of the bike path came from Town of Wayland Community Preservation funds. Governor Charlie Baker called this effort "an excellent example of the benefits a public-private partnership can deliver to preserve natural resources and connect our communities and families."

### **Proposed Project Cost and Scope of Service**

Description: creation of the brand and wayfinding element strategy, a re-brand image for Wayland Town Center and a "kit of Parts" for implementation of the "new" brand in terms of orientation, signage, streetscape, and gateways,etc

The proposed project cost is expected to be \$15,000. The proposed scope of service for the technical assistance offered by the consultant is expected to include the following tasks:

Meet with the Way-Land Team and stakeholders to develop strategy/goals

Ideation exercises with Way-Land Team to develop themes, images, possible slogans, symbols, and appropriate colors.

Review relevant documents, including, but not limited to the Sign Bylaw, previous studies for the Route 20 Corridor;

Prepare a draft report outlining best practices and draft recommendations for branding concepts and wayfinding signage;

Solicit input on the draft report from the Way-Land Team;

Hold a public forum to present the draft report and solicit feedback and input on draft branding concepts and wayfinding signage designs; and

Prepare a final Wayfinding and Branding Program Report that includes, at a minimum:

- Findings;
- Recommendations for brand identity, signage designs and signage locations; and
- Implementation plan, including estimated costs and timelines.

### **Evidence of Strong Public/Private Partnership**

The Town of Wayland, Department of Conservation and Recreation, MassWorks Executive Office of Housing and Economic Development, Zurich International owners of Town Center, Katz Properties owners of Wayland Village and the small businesses along Route 20 are committed in working together to improve the Route 20 corridor to create a vibrant and thriving commercial district. Letters of support can be provided if required.

### **Positive Outcomes Expected as a Result of Assistance**

The overall goal of the *Way-Land* is to use Wayfinding and Branding to provide an attractive and friendly environment for all. The atmosphere of this corridor should be beautiful, relaxing and pleasurable especially with the opening of the MassCentral Rail Trail. The purpose of Wayfinding and Branding is to assure consistency in quality, color, maximum size, placement and configuration of signage and graphics. Residents, customers and visitors will link good sign design with the entire community's image. This is Wayland's gateway with the Sudbury River as its backdrop. Artistic and imaginative sign designs that respect the surrounding environment will enhance the overall retail and recreation experience.

The town of Wayland has created conceptual design improvements within the corridor, but the opportunity to utilize professional consultants would allow for the development of a professionally designed brand, the establishment of realistic cost estimates, and the creation of a strategic plan for the location and installation of wayfinding signage based on best practices. It is expected that consultant assistance with the above will bring professional and knowledgeable experience to the project, resulting in improved placemaking, visitor orientation, and overall economic development benefits.

### **Demonstration of Community's Ability to Begin Implementation of Recommended Action(s)**

Given the scope of service for the project, as well as the continued engagement between the Town, property owners, merchants, and the Department of conservation and recreation there is strong support for implementation of recommended actions. Zurich International has submitted a total sign replacement package that they would like to construct in the spring of 2019. The Wayland Village Plaza will soon be submitting a sign package for its site. Therefore the Private funds will be paying for the fabrication and installation of the anticipated signs. Based on this timing, several recommended actions would be implemented in the first three months following completion of the technical assistance project.

*You are cordially invited to join  
Lieutenant Governor Karyn Polito  
and  
Undersecretary Janelle Chan*

*for a*  
**Massachusetts Downtown Initiative (MDI) Program Announcement**

**Thursday, February 7, 2019  
3:00 pm**

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**Topsfield Town Hall  
8 West Common Street  
Topsfield, MA**

Other invited guests include local officials and legislative delegations from Athol, Auburn, , Bedford, Billerica, Dracut, Groveland, Hudson, Lexington, Lincoln, Milford, Montague, Newburyport, North Adams, Reading, Shelburne, Shrewsbury, Spencer, Stoughton, Topsfield, and Wayland.

Please RSVP with Ryan Ambrose at [ryan.ambrose@mass.gov](mailto:ryan.ambrose@mass.gov).



# Boston Post Road Visioning

(Early Thoughts and Ideas)

Projects Overview  
Town Planner Presentation  
January 2017



# Overview



- Solar Farm
- Lookout Tower
- Equinox Sunwheel
- Mass Central Rail Trail Bridge
- Pelham Island Road Connection
- Overlay District



# Solar Farm



# Autumnal Equinox Sunwheel





# Overlook Tower



# Mass Central Rail Trail Bridge





# Pelham Island Road Connection





# Overlay District

