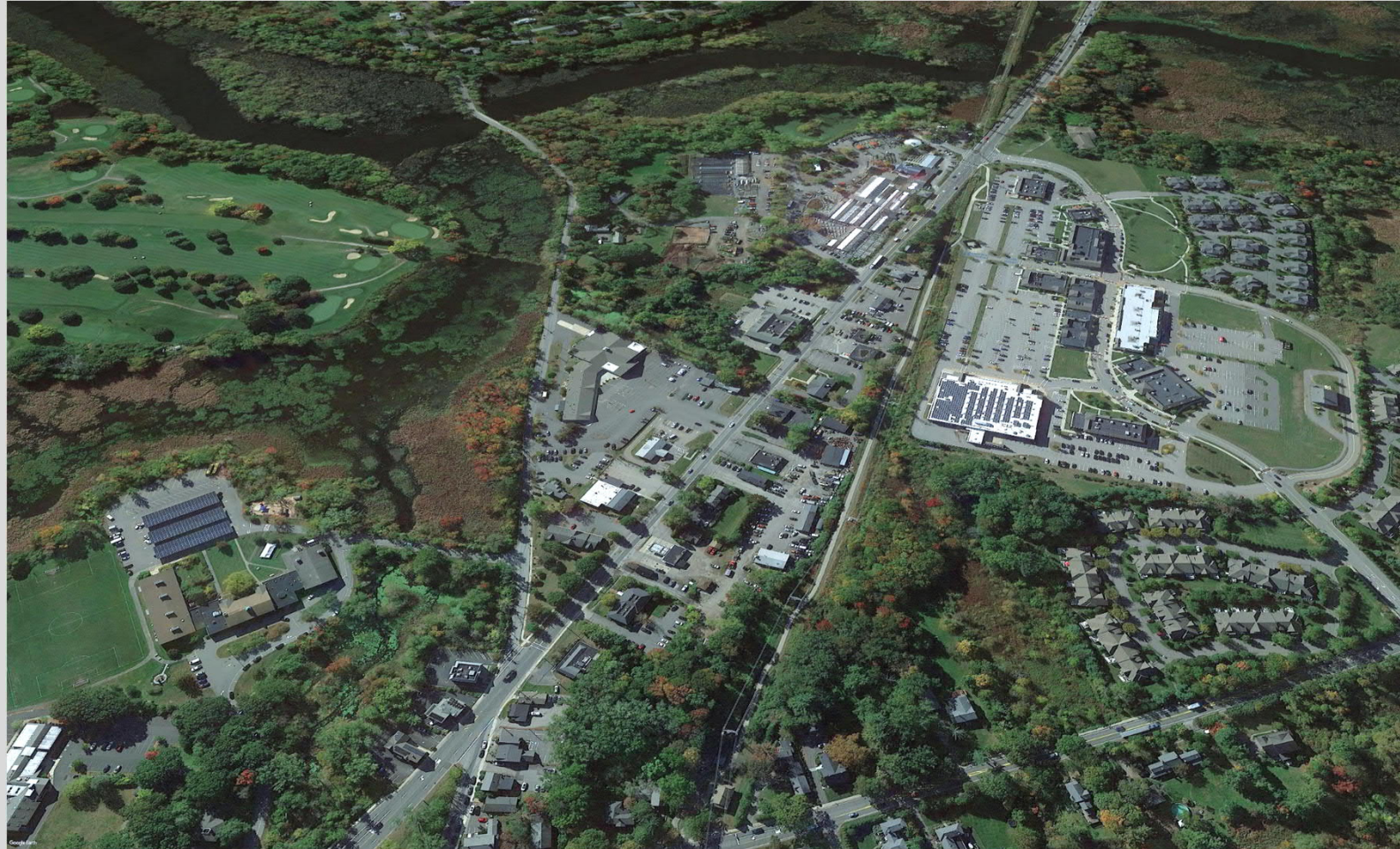


Envisioning Wayland Center



Wayland,
Massachusetts

Planning
Board

December 12, 2023



Introduction to the Design Team

Town of Wayland
Planning Board
Robert Hummel - Town Planner
Tom Holder – Director DPW

BETA Group, Inc.
Randy Collins – Presenters
David McKinley
Miranda Hulme



Envisioning Wayland Center



Meeting Agenda

Tonight's Meeting will:

- Review polling results for the public meeting last February.
- Present a phased approach to how Wayland Center can be transformed.
- Present imagery on how it could look.
- Include opportunities to ask questions throughout the presentation.



Summary of the First Public Meeting

Survey Results

How often do you visit the Wayland Center area?

Once or more per day	26%
A few times a week	46%
About once a week	18%
Once every couple of weeks or less	10%

How difficult is it for you to get to the Wayland Center area?

Difficult	6%
Moderately Difficult	23%
Easy	71%

How difficult is it to find parking in the Wayland Center area?

Difficult	2%
Moderately Difficult	6%
Easy	92%

Summary of the First Public Meeting

Survey Results

Do the type of businesses or attractions in Wayland Center area interest you?

Yes	17%
Somewhat	66%
Not at all	17%

Do you consider the Wayland Center area pedestrian, ADA and bike friendly?

Yes	4%
Somewhat	40%
Not at all	57%

What do you think about traffic speeds through the Wayland Center area?

Fast	23%
Moderate	68%
Slow	4%
Don't know	6%

Summary of the First Public Meeting

Survey Results

Would you like to see better pedestrian connections between Rte. 20, Wayland Center, and the Town Hall?

Yes	87%
No	6%
Not sure	6%

Would you like to see more traffic calming amenities and pedestrian amenities such as wider sidewalks, seating, lighting, and street trees?

Yes	78%
No	9%
Not sure	13%

In your travels, have you visited a town center that impressed you?

Yes	94%
No	6%

Summary of the First Public Meeting

Survey Results

What other amenities would you like to see in Wayland Center area?

Shade	59%
More Retail	67%
More dining options	78%
Nighttime Activities	35%
Building appearance improvements	61%
A common area	43%

Summary of the First Public Meeting

Survey Results

Overall character and scale?

Choice 1: 40%



Choice 2: 29%



Choice 3: 31%



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Summary of the First Public Meeting

Rooflines and Facades?

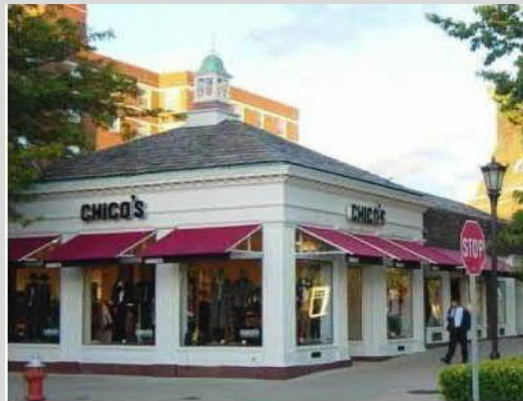
Choice 1: 9%



Choice 2: 60%



Choice 3: 49%



Choice 4: 5%



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Summary of the First Public Meeting

Street Level Facades, Window, Doors and Awnings?

Choice 1 71%



Choice 2 37%



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Summary of the First Public Meeting

Survey Results

Multi-Tenant Retail?

Choice 1 73%



Choice 2 13%



Choice 3 35%



Choice 4 15%



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Summary of the First Public Meeting

Survey Results

Development of Visual Corner Lots?

Choice 1 21%



Choice 2 28%



Choice 3 8%



Choice 4 43%



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Summary of the First Public Meeting

Survey Results

Focal Points?

Choice 1 10%



Choice 2 21%



Choice 3 35%



Choice 4 15%



Choice 5 77%



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Summary of the First Public Meeting

Survey Results

Public Spaces?



Choice 1 38%

Choice 2 26%



Choice 3 9%



Choice 4 26%



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Summary of the First Public Meeting

Survey Results

Sidewalks and Streetscapes?

Choice 1 11%



Choice 2 11%



Choice 5 4%



Choice 3 62%



Choice 4 81%



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Summary of the First Public Meeting

Survey Results

Bike Paths?

Choice 1 45%



Choice 2 25%



Choice 3 14%



Choice 4 75%



Choice 5 57%



Choice 6 6%



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Summary of the First Public Meeting

Survey Results

Building Height?

Choice 1 57%



Choice 3 24%



Choice 2 13%



Choice 4 65%



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Summary of the First Public Meeting

Survey Results

Parking and Landscape Design?

Choice 1 29%



Choice 2 71%



Choice 3 49%



Choice 4 27%



Choice 5 0%



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Summary of the First Public Meeting

Survey Results

Crosswalk Design?

Choice 1 33%



Choice 2 14%



Choice 3 28%



Choice 4 21%



Choice 5 72%



Summary of the First Public Meeting

Survey Results

Sidewalk Design?

Choice 1 65%



Choice 2 19%



Choice 3 50%



Choice 4 22%



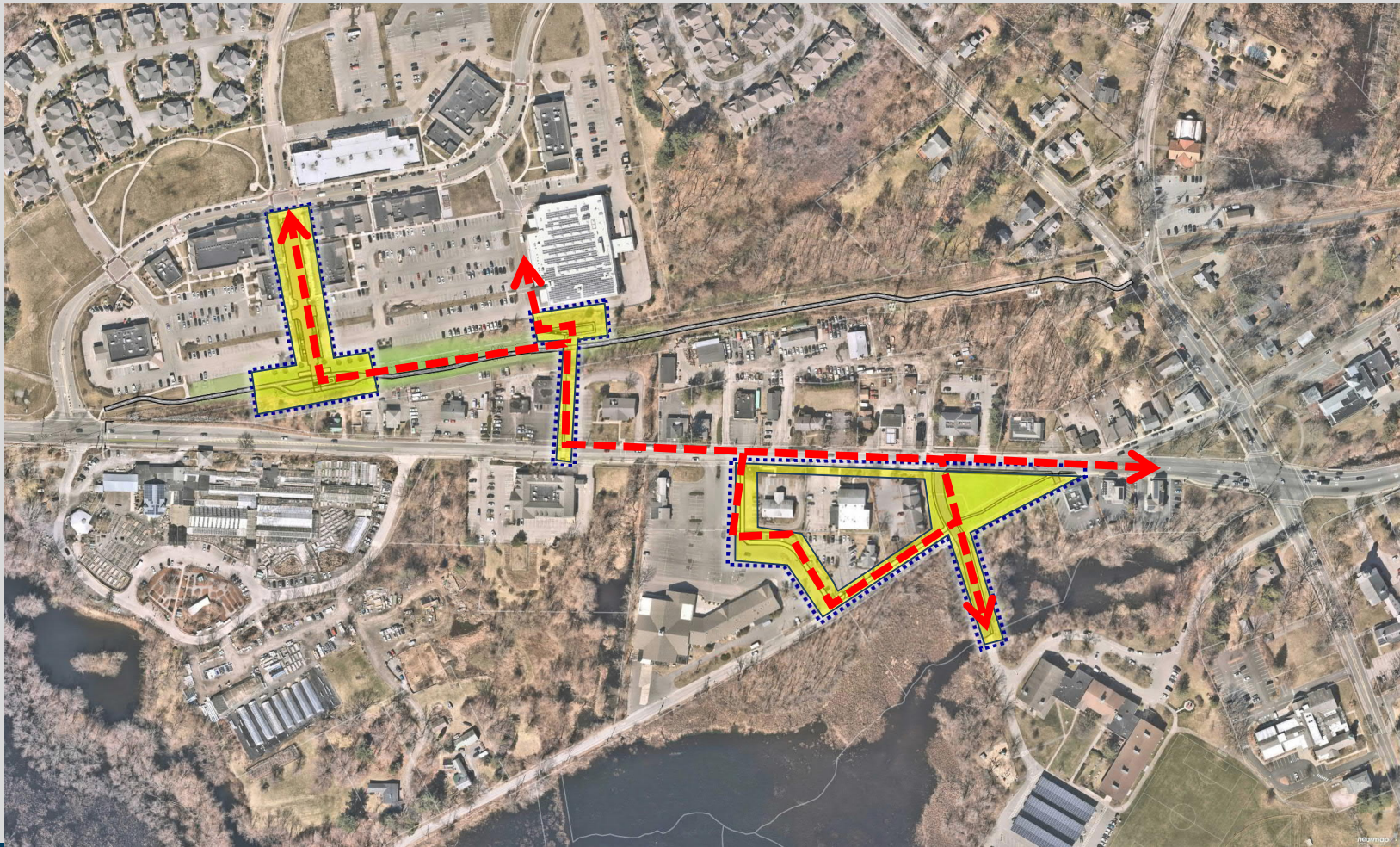
Existing Conditions



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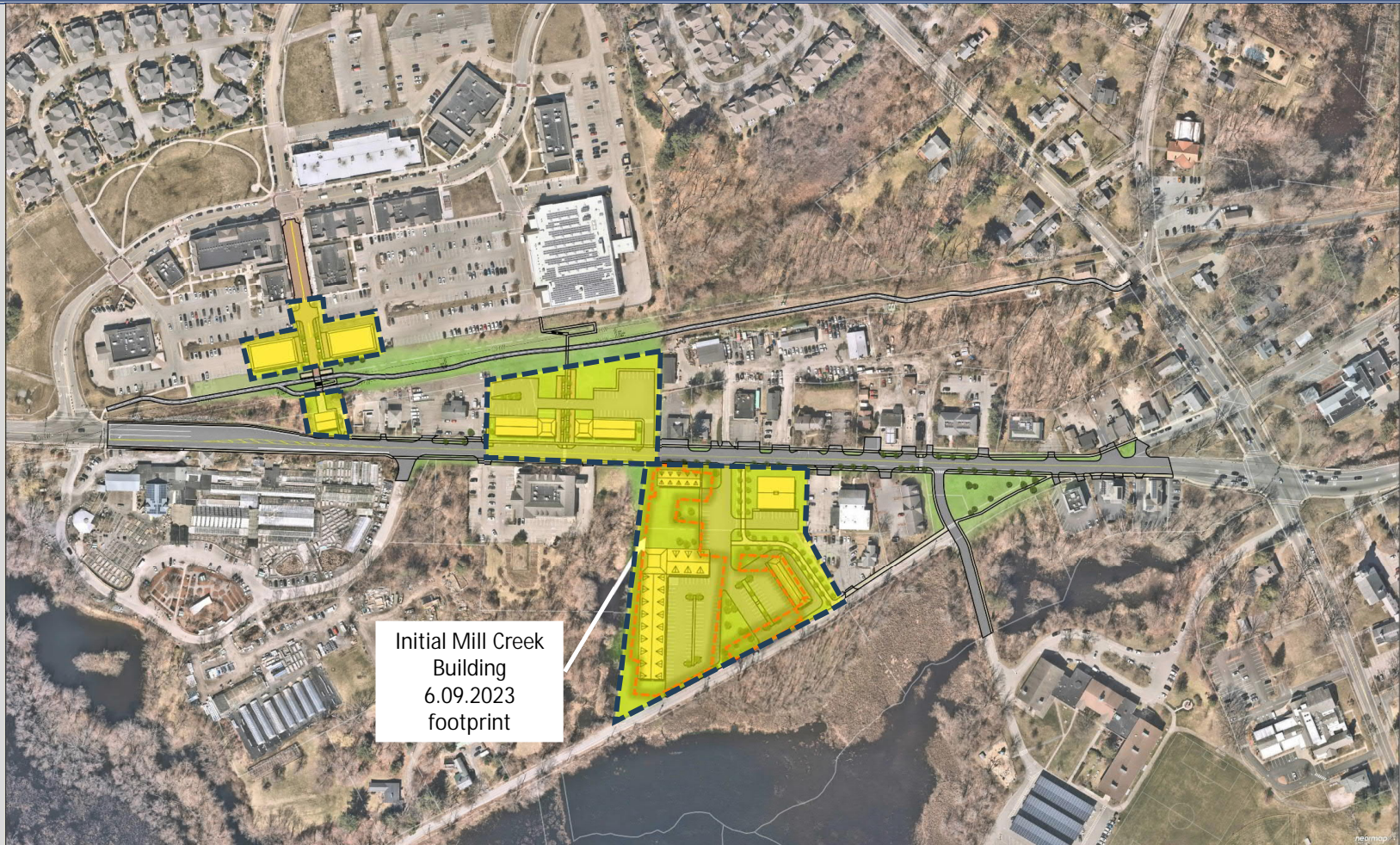
Phase 1



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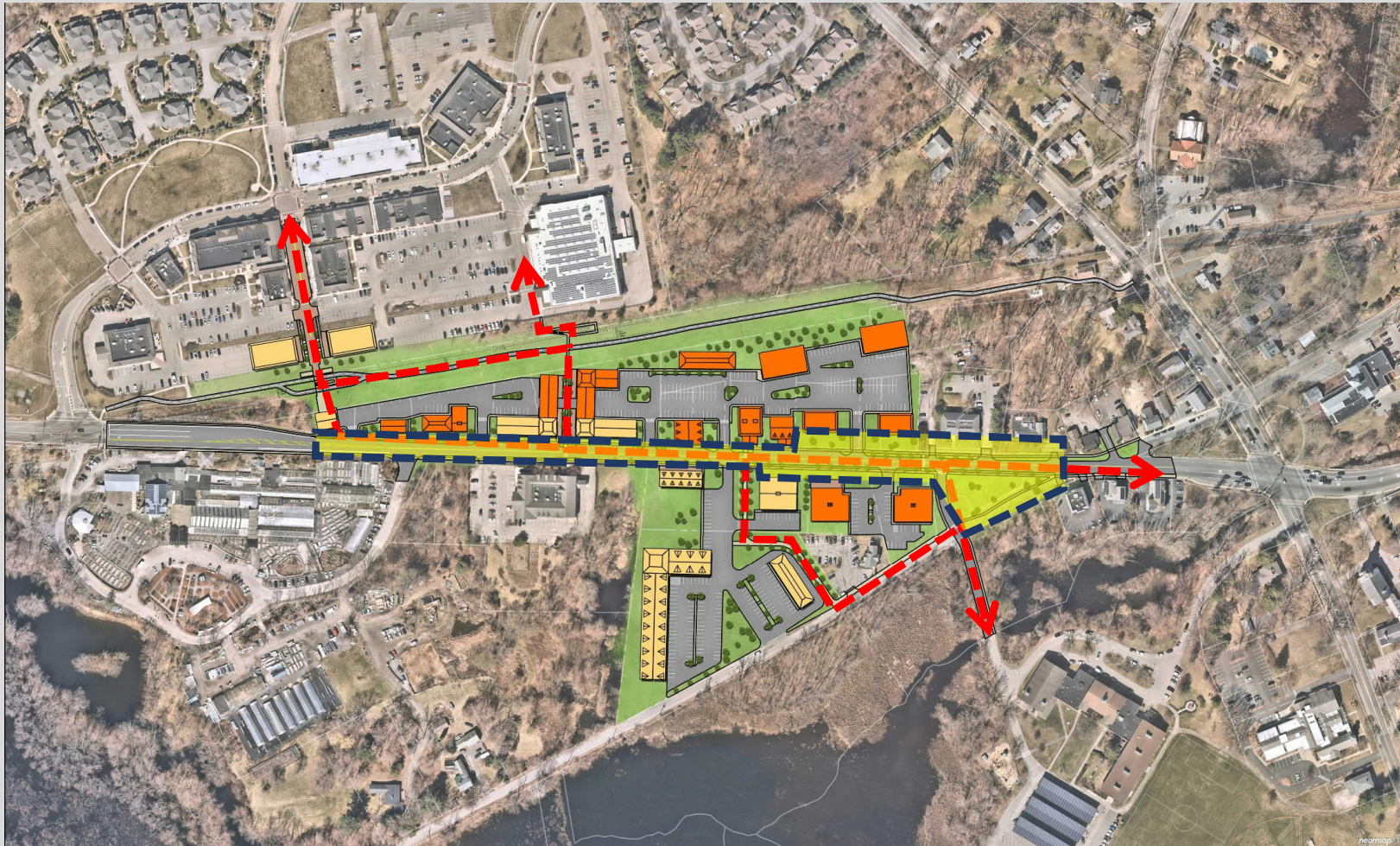
Phase 2



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Phase 3



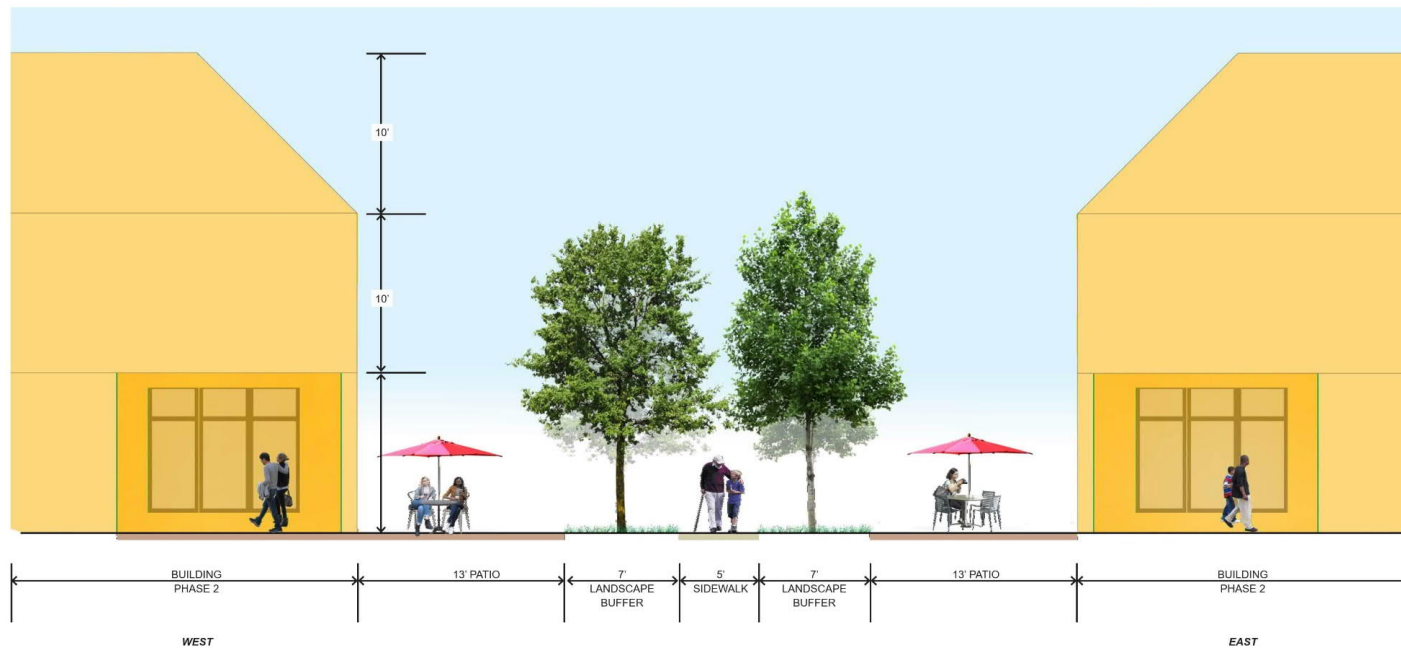
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Section A-A



Locus Map

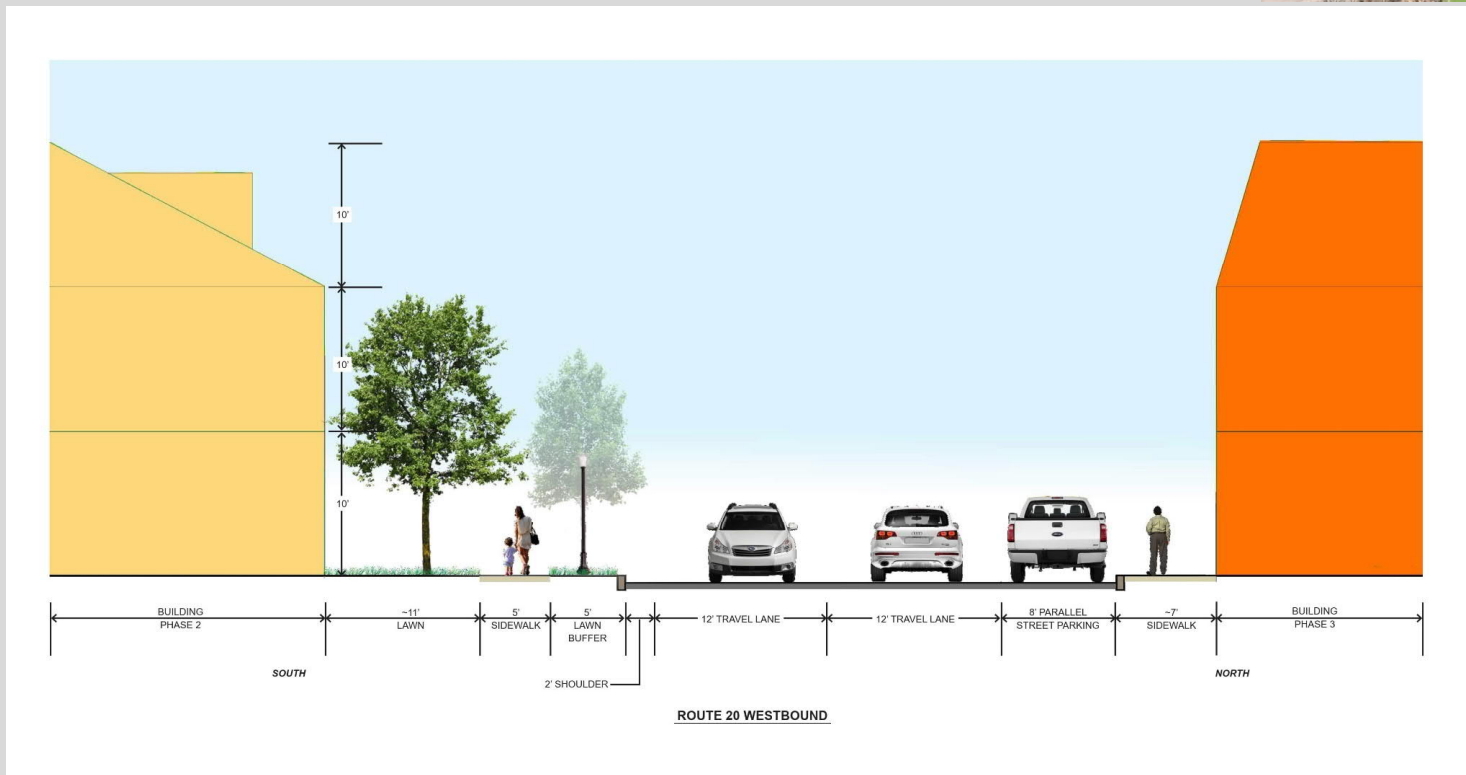


ROUTE 20 CONNECTION TO BIKE PATH

Section B-B



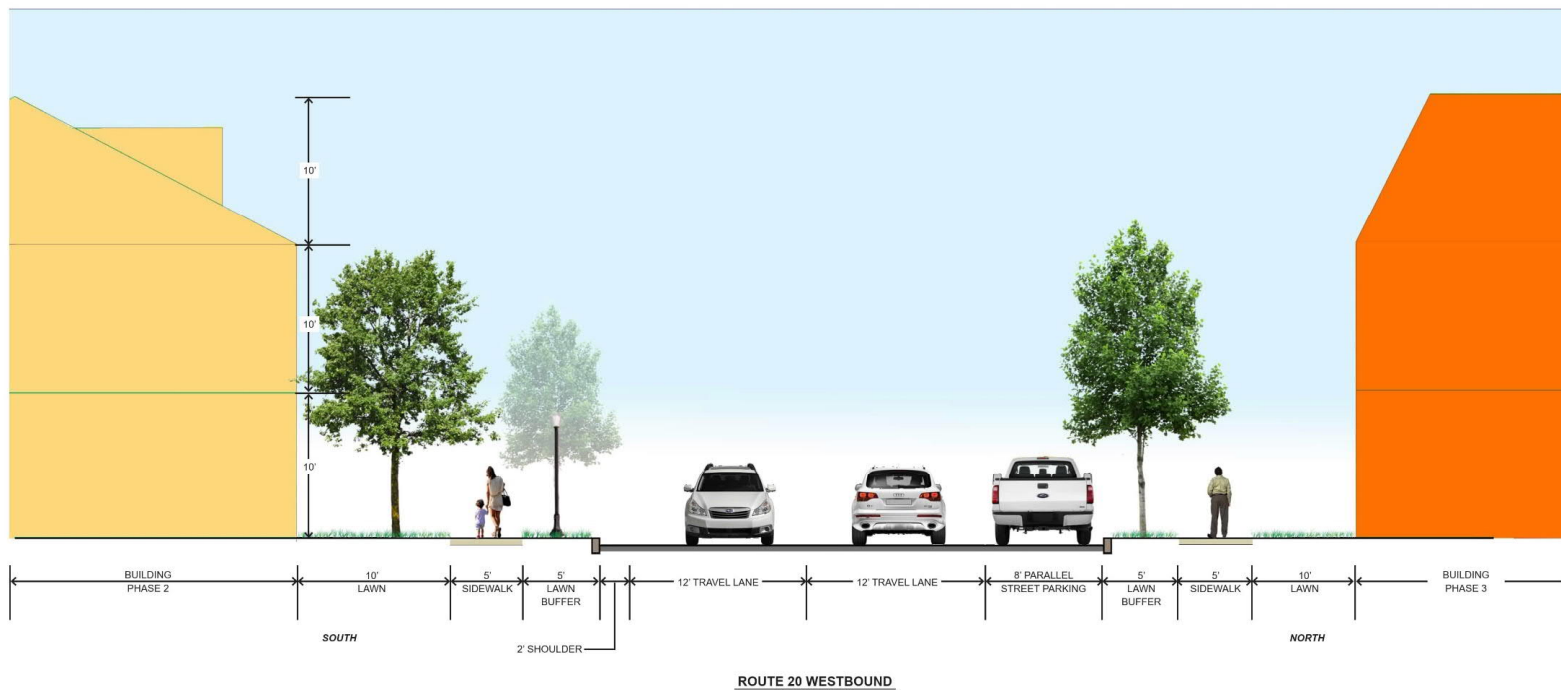
Locus Map



Section B-B Alternate



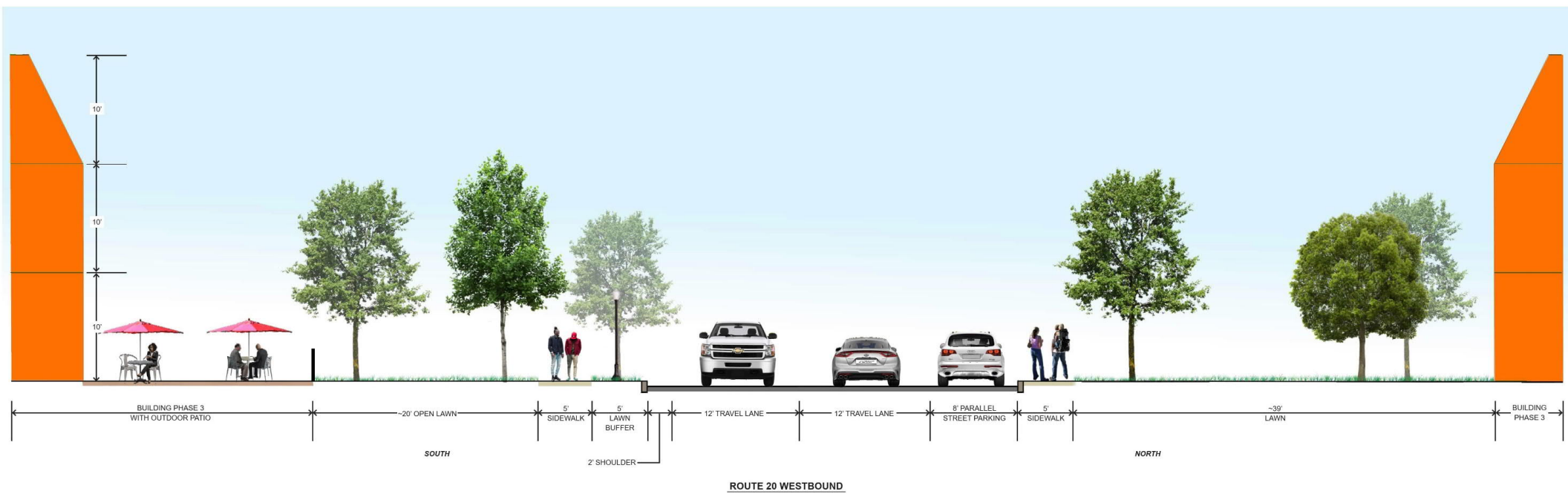
Locus Map



Section C-C



Locus Map



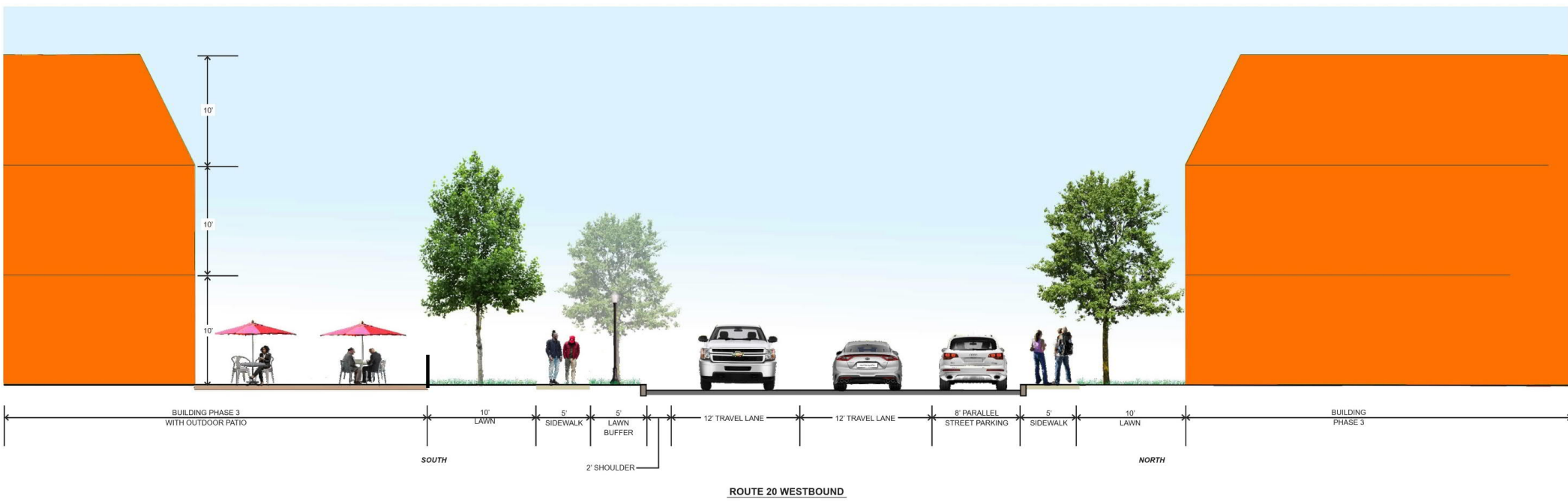
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Section C-C Alternate



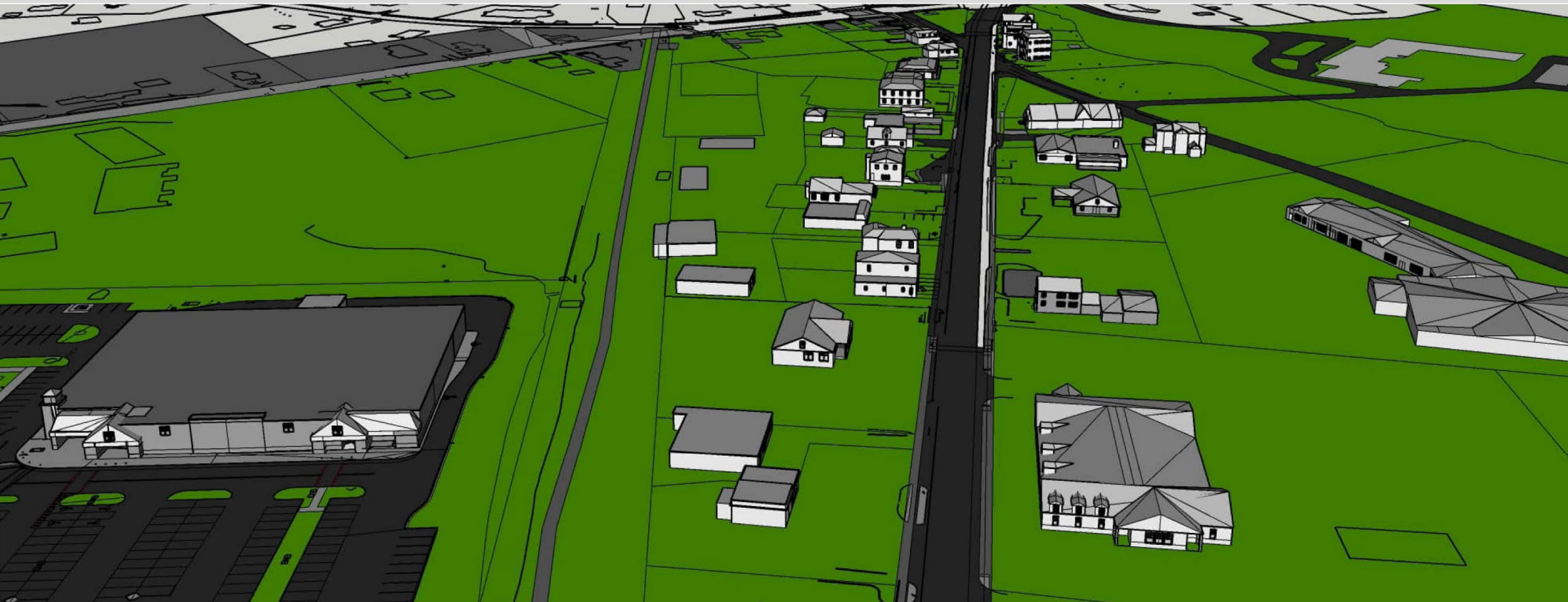
Locus Map



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3D Model – Existing Buildings



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3D Model – Phase 3



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3D Model – Phase 3



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3D Model – Phase 3



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3D Model – Phase 3



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3D Model – Phase 3



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Thank You

Envisioning Town Center Master Plan Wayland, Massachusetts

Questions?
Thank You

If you would like to send more in-depth comments, please send them to the Wayland
Town Planner, Robert Hummel at rhummel@wayland.ma.us



2023

Prepared for:
Town of Wayland



Envisioning Wayland Center

