

## Wayland's Plan for the Future



## 10. LAND USE AND GROWTH MANAGEMENT

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The Land Use and Growth Management Plan is the centerpiece of Wayland's Plan for the Future. The Town's future use of land will affect almost every topic that is addressed in the Master Plan—housing supply, economic development opportunities, transportation demand, the need for public facilities and infrastructure, and so on. Arriving at an appropriate set of land use strategies requires weighing different community objectives voiced during the public process and trying to translate these objectives into physical planning proposals. For example, one way to help the Town meet its goal of providing more affordable housing would be to allocate some vacant land or infill sites for higher-density housing types. However, such a proposal must be balanced against the competing interests of conserving vacant land as open space, protecting the character of existing neighborhoods, and limiting the impacts of new housing on the Town's roads, schools, water supply system, and other facilities. In many cases, it is possible to develop creative policies that find common ground between potentially competing community interests; in other situations, real tradeoffs must be made. By addressing these tradeoffs and complexities, the Master Plan seeks to address Wayland's future in a comprehensive manner—not just from the perspective of one or two issues or interest groups.

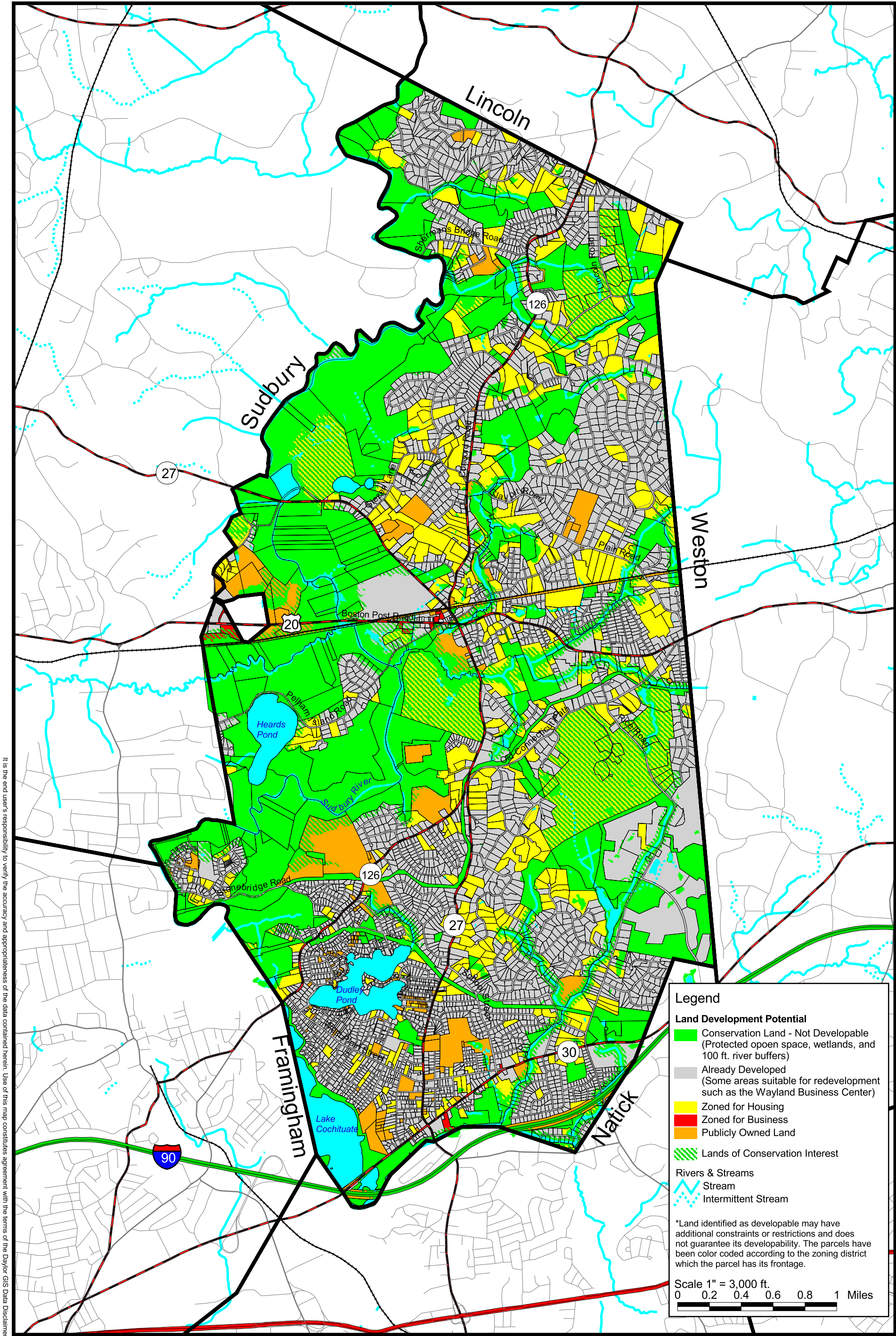
As a relatively “mature” suburban community, Wayland has only a few large expanses of vacant buildable land for which to plan. Those few developable sites that remain in Wayland are of great importance to the Town's future and must be carefully planned. However, many of the Town's most pressing land use issues relate to the redevelopment of existing neighborhoods and business areas, as well as the role of each of these already-developed areas (e.g., the Town centers) in the overall functioning of the Town. Most of the proposed land use strategies are intended to preserve and enhance existing neighborhoods and the Town centers, preserve the Town's character, or provide planning tools to better manage new development on the Town's remaining developable sites.

The use of the term “growth management” in this section means that Wayland is not looking to stop growth or even discourage it in all places. That would not only be impossible, but also undesirable given that many of the Town's housing, economic development, and other goals depend on new growth. Rather, it means that Wayland would like to target growth to certain areas of the Town while at the same time minimizing the negative impacts of development and redevelopment on the community.

### 10.1 Land Use Guide Plan

The development of the land use recommendations and the overall future land use map for the Town proceeded in two steps. First, information on existing development patterns and land characteristics as well as public input were synthesized into the Land Development Potential Map (**Figure 10-1**). This map illustrates those sections of the Town that are capable of supporting new development and redevelopment as well as those areas that are already developed, unbuildable, or less suitable for new development. For example, based on public input, the map identifies critical water resource areas along the Sudbury River and land within some of the Town's remaining large undeveloped parcels (such as Mainstone Farm and the two golf courses) as “Less Suitable for Development” (the green cross-hatched pattern on **Figure 10-1**).

The second step of the process was to refine the analysis shown in the Land Development Potential Map to define the best use of land in each section of the Town. This analysis involved carefully comparing Wayland's current zoning map with the planning framework identified in the vision and goals statement. With only a few



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exceptions, the existing zoning map was found to be consistent with residents' desires for the future. Most areas of Town are appropriately zoned in the sense that the existing uses are suitable for their location and generally consistent with community needs and goals. However, within each zoning district, specific policy changes will help to promote the desired future character and mix of uses in the area. The Land Use Guide Plan (**Figure 10-2**) shows the desired future land use and major recommendations for Town. This map integrates recommendations from several sections of the Master Plan (e.g., housing and open space), and, in turn, is supported by the more specific strategies contained in **Sections 10** through **16** of the Master Plan.

### Purposes of the Land Use Guide Plan

The Land Use Guide Plan and accompanying land use recommendations are intended to serve as a blueprint for future development and conservation efforts that can be consulted by residents, developers, and Town officials. The Land Use Guide Plan is intended to be beneficial in assisting Town review boards, such as the Planning Board and ZBA, in evaluating whether particular projects that come before the Town for review are consistent with the Town's overall long-term goals. The Land Use Guide Plan will help Town officials make decisions regarding capital improvements and the allocation of resources. Finally, having such a long-term plan strengthens the Town's position in a consistent approach to land use issues.

Developers may consult this section of the Master Plan to identify areas believed to be suitable for building and the type of development that is preferred in any given area. Wayland's residents and landowners may use the Land Use Guide Plan to gain understanding about how the land around them may be used, developed, or conserved in the future.

### Land Use Guide Plan Areas

**Table 10-1** summarizes appropriate uses and total acreage in each of the Recommended Land Use Guide Plan areas.



**Table 10-1**  
**Town of Wayland**  
**Summary of the Recommended Land Use Guide Plan**

<b>Land Use Guide Plan Area</b>	<b>Desired Land Uses (Generalized)</b>	<b>Acres</b>	<b>% of Town<sup>(a)</sup></b>
<b>Residential Areas</b>			
Residence A (20,000 sq. ft.)	Village density housing	1,206	11.89
Residence B (30,000 sq. ft.)	Medium density housing	773	7.62
Residence C (40,000 sq. ft.)	Low-medium density housing in a semi-rural setting	2,877	28.36
Residence D (60,000 sq. ft.)	Low density housing in a semi-rural setting	2,172	21.41
Planned Development	Single-family and multi-family housing (fully built out)	236	2.33
<b>Business and Industrial Areas</b>			
Business A	Moderately scaled retail and service uses, offices, and similar uses; mixed-use development with multi-family housing	33	0.33
Business B	Same as Business A	17	0.17
Limited Commercial	Offices, light manufacturing, research & development, medical centers	32	0.32
Planned Village District	Moderately scaled retail and service uses appropriate for the surrounding neighborhood	9	0.09
<b>Other Areas</b>			
Protected Open Space	Protected open space	2,710	26.72
Refuse Disposal	Town landfill	47	0.46
<b>Total Recommended Land Uses<sup>(b)</sup></b>		<b>10,112</b>	<b>99.7%</b>
<b>Total Town Area<sup>(c)</sup></b>		<b>10,142.6</b>	<b>100.0%</b>
<b>Areas of Special Planning Concern</b> <i>(Overlay Areas)</i>			
Scenic Overlay District	Residential uses with appropriate siting and landscaping to protect the visual quality of scenic roads.	1,071	10.6
Areas for Future Conservation or Limited Sensitive Development	Open space, water resource protection, limited development project or conservation cluster	1,092	10.8
Wayland Center	Moderately-scaled retail, service, office, and restaurant uses; multi-family housing; public facilities; social and cultural facilities	400	3.9
Cochituate Village	Moderately-scaled retail, service, office, and restaurant uses; multi-family housing; public facilities; social and cultural facilities	164	1.6
Wayland Business Center	Offices, light manufacturing, research & development, medical centers, , small scale retail and restaurants	54	0.5

(a) Percentages based on Total Town Area of 10,142.6 acres also presented in Table 2-1.

(b) Total based on recommended land uses and presented in Figure 10-2.

(c) Total Town Area is larger than the Total Recommended Land Uses figure. The Total Town Area figure contains acreage for items not classified in the recommended land uses (such as roads, etc.).

The following four subsections (**Section 10.2** through **Section 10.5**) focus on those areas of Town where the Land Use Guide Plan differs from the existing zoning or where policy changes are recommended to help achieve the community goals.

## **10.2 Planning for Undeveloped Land in the Residence Zones**

One of the most important planning issues in Wayland is the future of the Town's few remaining large undeveloped, unprotected tracts of land. These include Mainstone Farm on Rice Road and Old Connecticut Path, the Town's two golf courses (Sandy Burr Country Club and Wayland Country Club), and several open parcels on Lincoln Road, a few of which are currently being farmed. In addition, there are numerous smaller tracts of land that are still large enough to be subdivided, but have not yet been developed (see **Figure 2-3**). One possibility for these parcels is to protect them as open space through an outright purchase or conservation restriction. However, this may not be possible due to cost or other factors. For this reason, the Town must have in place a variety of options to encourage environmentally and aesthetically sensitive development if these lands are developed in the future. Public-private partnership will be necessary to accomplish goals of preservation of land as well as sensitive development. A zoning framework, including promotion of different housing types, may be augmented by public and private programs and funding sources.

To establish a zoning framework that promotes those goals, a “menu” of four alternatives to conventional subdivision development options for vacant sites is proposed for three or more new dwelling units. Some of these development options are already part of Wayland's Zoning Bylaw, some currently exist but may be improved by recommended modifications, and some would be completely new. The rationale for proposing several different development options is threefold. First, the remaining vacant sites vary considerably in their location, size, context, and physical characteristics. Thus, there cannot be a “one size fits all” solution for buildable land. Second, the development options, collectively, seek to address several of the Town's goals including: a) protection of open space, b) diversification of the housing stock, and c) creation of affordable housing. These development options focus on each of these goals to different degrees. Finally and most important, it is the intent of the Master Plan that, for any given site, there is at least one development option that is more appealing to a developer than a conventional subdivision. In this way, the Town can ensure that each new development provides at least some public benefits, such as open space, affordable housing, or diversity of unit sizes, as opposed to a conventional subdivision that usually provides none of the above.

The following is a description of the four development options in addition to conventional subdivision for which there is a detailed description for comparison purposes. **Table 10-2** provides a concise summary of these development methods, while **Table 10-3** provides some suggestions for the approximate density allowance and public benefit requirements (i.e., open space, affordable housing, and senior housing) for each method.

- **Conventional Subdivision:** In a conventional subdivision, all of the land is taken up with individual house lots and roads. While some natural vegetation is often retained on the site, it is usually so fragmented as to provide little value for habitat, recreation, or the preservation of rural character. In addition, conventional subdivisions do not contribute to housing diversity in Wayland because they only provide a single type of housing—single-family detached—and rarely provide any affordable housing. For these reasons, conventional subdivisions are discouraged.

- **Conservation Cluster:** The conservation cluster technique seeks to promote a more efficient use of land by allowing houses to be “clustered” on smaller lots on one or more sections of a tract in order to set aside open space on the remainder of the tract. This technique is a relatively simple way of protecting open space, natural resources, scenic vistas, and rural character as part of new subdivisions. Wayland already has a Conservation Cluster Development Bylaw (see **Section 2.2.3**), which allows for a 10% density bonus for using the cluster technique. This bylaw could be improved, as suggested in **Box 10-1**, in order to encourage its more successful use where appropriate. One major suggested change is to increase the density bonus for conservation cluster to roughly 33%-50%, depending on the district (see **Table 10-3**). This increase would not only make the conservation cluster technique more appealing to developers, it could also allow the Town to require affordable housing as part of conservation clusters.

#### **Box 10-1: Possible Improvements to the Conservation Cluster Development Bylaw**

The following are some possible changes to Wayland’s Conservation Cluster Development Bylaw to make it more attractive to developers and more likely to create a desirable outcome:

**Minimum Tract Size:** Eliminate or reduce the minimum tract size requirement (currently 10 acres) in order to allow the conservation cluster technique to be used on more vacant sites.

**Submission Requirement:** For residential development proposals of three or more units on five or more acres, require the submission of a Conservation Cluster plan for Planning Board review<sup>1</sup>. The developer can also submit a conventional subdivision plan if he or she chooses. This policy means that no more time or effort is required for an applicant to obtain a Conservation Cluster special permit than to undergo ordinary subdivision review.

**Site Planning Process:** Site planning for conservation clusters should be conducted by a registered landscape architect and should begin with the preparation of an “environmental constraints and opportunities plan” that shows not only regulated areas (e.g., wetlands and flood plains) but also vegetation cover, viewsheds, stone walls, and scenic, unique, or notable site features that might merit preservation. In addition, the preparation of the plan should involve the creation and/or preservation of a vegetative buffer to shield homes from view. The vegetative buffer should respect neighborhood, scenic, topographical, and natural features. The Planning Board and the applicant should discuss the constraints and opportunities of a plan and establish general guidelines for site planning prior to the preparation of the preliminary conservation cluster development plan.

**Development Options:** In addition to the standard conservation cluster development option, allow two additional types of conservation clusters in order to provide a wider range of creative development options suitable for different sites. A type of conservation cluster—Mixed Housing Conservation Cluster—is discussed below.

**Affordable Housing:** Any standard conservation cluster development should be required to provide 10% of its units as affordable housing. For fractional units, the Town could consider allowing the developer to make a payment-in-lieu to the Town’s affordable housing fund. The affordable housing requirement should be larger for other types of conservation clusters (see below).

- **Mixed Housing Conservation Cluster:** In addition to protecting open space, the goal of this development method is to increase the diversity of the Town’s housing stock by allowing not only single-family housing but also two-, three-, four-unit structures, and smaller multi-family condominium rental units. In order to encourage a diversity of unit sizes, density could be regulated by number of bedrooms, not by number of dwellings. For example, in the Residence District, the density of 0.73 units per acre for three-bedroom units could increase if the development consisted of 50% two-bedroom units and 50% three-bedroom units. A larger percentage of affordable housing could be required for Mixed Housing Conservation Cluster (e.g., 15%), and the Town could also

<sup>1</sup> For subdivisions of three or more lots on a tract of less than five acres, the Planning Board may decide that a conventional subdivision design is preferable to a conservation cluster design because of the site’s configuration or context. In this case, the applicant should still be awarded the conservation cluster density bonus as long as affordable housing requirements are met.

require some percentage of the units (e.g., 25%) to be reserved for persons aged 55 and over. The combination of smaller dwelling units and senior units is likely to result in a smaller number of schoolchildren residing in Mixed Housing Conservation Cluster developments compared to standard conservation clusters or conventional subdivisions of the same size.

This development option is also intended to function as a viable alternative to Chapter 40B Comprehensive Permits for developers seeking to build multi-family housing at a higher density. Thus, even though the allowed density for this option is much higher than the as-of-right density in the various residence districts, this provision could function as a growth management tool in the sense that it would allow the Town to retain more review authority and require amenities such as 60% open space on sites that might otherwise be developed using Comprehensive Permits.

- **Senior and Family Housing Overlay District:** A Senior and Family Housing Overlay District requires a two step process: designation of parcel(s) of land as an overlay district by Town Meeting followed by review and approval of a special permit by the Planning Board. Because of these permitting requirements, the Senior and Family Housing Overlay District (outlined in **Section 2.2.2**) is likely to be less attractive to developers than the various Conservation Cluster options in most situations. However, it is worthwhile to retain this overlay district as an option, as it might be useful in certain situations. The Senior and Family Housing Overlay District does not currently have an affordable housing requirement, only a recommendation, therefore, the Master Plan recommends establishing such a requirement.
- **Planned Development District:** This is another of Wayland's three existing overlay districts allowing multi-family housing. The Planned Development district is described in **Section 2.2.2** of this Master Plan. Since all of the land in the already designated Planned Development District has been built out, future development under the provisions of this bylaw would require the designation of additional parcel(s) of land by a vote of Town Meeting. A Planned Development District may be less attractive to developers than the various Conservation Cluster options because of the rigorous permitting requirements and lower density allowances. However, it is worthwhile to retain this overlay district as an option, as it may be useful in certain situations (for example, for a portion of Mainstone Farm, which abuts the existing Planned Development District).



**Table 10-2**  
**Town of Wayland**  
**Development Options for Smart Growth**

<b>Development Method</b>	<b>Description</b>	<b>Permitting Process</b>	<b>Min. Tract Size/Most Suitable For</b>
Conventional Subdivision	Single-family houses. All land in the subdivision is taken up with individual house lots and roads.	Allowed by right.	No minimum tract size. This is rarely the preferred development method.
Conservation Cluster	Single-family houses. Development is clustered so that sensitive areas of the site can be set aside as open space.	Requires Planning Board special permit.	Modification to existing would allow on any site; preferred on sites of 5+ acres.
Mixed Housing Conservation Cluster	1, 2, 3, and 4-family structures. Development is clustered so that key open space can be preserved.	Would require Planning Board special permit.	Would be allowed on any site; preferred on sites on 5+ acres.
Senior and Family Housing Overlay District	Independent and assisted living senior housing, with an option to build single-family units as well. Development is clustered so that key open space can be preserved.	Requires Town Mtg. vote to designate parcels for SFHOD, plus special permit from Planning Board.	Requires tract of at least 20 acres.
Planned Development District	Condominiums and other multi-family housing (up to 10 units per structure), averaging no more than two bedrooms each. Development is clustered to preserve key open space.	Requires Town Mtg. vote to designate parcels for PD District, plus special permit from ZBA.	Requires tract of at least 40 acres.

**Table 10-3**  
**Town of Wayland**  
**Sample Density and Public Benefit Requirements for Proposed Development Options**

Development Method	Approximate Density (dwellings/acre) <sup>(a)</sup>				Min. % Affordable Housing <sup>(b)</sup>	Min. % Senior Housing	Min. % Open Space
	Res. A District 20,000 sq. ft.	Res. B District 30,000 sq. ft.	Res. C District 40,000 sq. ft.	Res. D District 60,000 sq. ft.			
Existing Development Options							
Conventional Single Lot or Subdivision	2.0	1.33	1.0	0.67	--	--	--
Conservation Cluster	2.2	1.47	1.1	0.73	--	--	35%
Planned Development District <sup>(g)</sup>	N/A	N/A	Up to 1.75	Up to 1.4	15%	--	70%
Senior and Family Housing Overlay District	Not specified; negotiated on case-by-case basis.				0%	Not specified	40%
Proposed Development Options							
Conventional Subdivision <sup>(c)</sup>	2.0	1.33	1.0	0.67	--	--	--
Standard Conservation Cluster	2.2	1.47	1.1	0.73	10%	--	50% <sup>(d)</sup>
Mixed Housing Conservation Cluster <sup>(e)</sup>	2.2	1.47	1.1	0.73	15%	25%	50%
Senior and Family Housing Overlay District	Not specified; negotiated on case-by-case basis.				15% <sup>(f)</sup>	Not specified	40%
Planned Development District <sup>(g)</sup>	N/A	N/A	Up to 1.75	Up to 1.4	15%	--	70%

Note: All details of the various development options are provided as illustrative examples only. Further discussion is necessarily to establish the exact details of these policies.

(a) Aggregate density averaged over the entire site (not just the developed portion). For simplicity, these calculations assume that 1 acre = 40,000 sq. ft. No subtractions are made for wetlands, steep slopes, roads, odd lot geometry, etc. Thus, while the actual achievable density may be slightly lower, these calculations provide a useful “apples-to-apples” comparison.

(b) The requirement for fractional affordable units may be satisfied by making a payment to the Town’s affordable housing fund.

(c) Based on the recommended minimum lot size for conventional subdivisions of 20,000 sq. ft. in the Residence A District, 30,000 sq. ft. in the Residence B District, 40,000 sq. ft. in the Residence C District, and 60,000 sq. ft. in the Residence D District.

(d) Not required for developments on tracts smaller than five acres.

(e) Density for this option would be regulated by number of bedrooms, not number of units. The dwelling unit per acre numbers presented for this scenario assume that dwellings will have an average of three bedrooms each. This density could be higher or lower depending on the actual unit mix constructed. The number of housing structures may not be more than half the number of dwelling units allowed by the special permit.

(f) The Senior and Family Housing Overlay District does not currently have an affordable housing requirement, but the Master Plan recommends establishing one.

(g) Maximum of the density range provided for in the bylaw. The total number of bedrooms in a Planned Development may not exceed twice the number of dwelling units allowed by the special permit.

### Wastewater Management Considerations

Within Conservation Cluster Developments, there are several different options for disposing of wastewater. In a single-family development where house lots are at the larger end of the scale, (e.g., 30,000 to 60,000 sq. ft.),

all of the septic systems might be able to be situated within each individual lot. (Assuming public water is available, which it is throughout virtually the entire Town.) On smaller lots (e.g., 20,000 and pre-existing non-conforming lots of 10,000 to 15,000 sq. ft.) or in developments where there are mixed-family homes, the individual house lots may not be large enough or have enough good soils to accommodate the septic leach field. In this case, there are two options. The first option is to pipe wastewater from several residential structures to one or more communal septic systems, ranging in size from 1,000 to 10,000 gallons per day (2-40 dwelling units), which would drain to a leaching field on the common open space. (The open space can still be used and enjoyed by residents, so long as it is kept open and is not compacted by heavy vehicles.) Responsibility of a communal system could be assigned to a Homeowners' Association or to the Wayland Wastewater Management District Commission. A Homeowners' Association would be responsible for maintaining the system. The second option is to use one septic system per residential structure, but allow the leach field to extend onto the common open space if necessary. The system could then be maintained by a Homeowners' Association (for a multi-unit building), or by the individual homeowner (for a single-family house). In this latter case, the homeowner would be granted an easement to use a portion of the common open space for his/her leach field. This option requires comprehensive legal agreements and a financial instrument to protect the Town against future repairs and replacement of systems.

Wastewater disposal in decentralized systems up to 15,000 gallons per day (equivalent to about 35-40 single-family homes) is regulated by Title 5 of the State Environmental Code, which is administered locally by the Wayland Board of Health. It is important for the Planning Board and Board of Health to be flexible about accepting a wide variety of system types, so long as they comply with Title 5 and will not pose a long-term administrative burden for the Town.

### **10.3 Preserving Neighborhood Character**

During the Master Plan process, many residents expressed concern that recent housing infill and redevelopment projects in Wayland were undermining the character of established neighborhoods. In several instances, for example, smaller houses typical of a given neighborhood have been torn down and replaced with much larger houses. This pattern, often referred to as "mansionization," has occurred extensively in surrounding Towns, such as Weston, Wellesley, and Lexington, and if not addressed, is likely to increase in Wayland as land values rise.

A related concern is the development of two-and three-lot subdivisions on vacant parcels and the redevelopment of parcels that have only a single house on a lot that is at least twice the minimum lot size for the district where it is located. These two trends, taken together, are having a significant impact on Wayland. On the plus side, the tax revenue generated by a residential property usually rises dramatically when the lot is redeveloped. Infill development can also generate a net surplus of tax revenue if the house is expensive enough. However, most Wayland residents appear to have focused on the negative impacts of this trend: the loss of lower-priced housing units, the loss of neighborhood socioeconomic diversity, and the unattractive appearance of what some regard as overly large and ostentatious houses crowded onto undersized lots.

Two strategies are suggested to help address concerns about residential infill and redevelopment. First, the Town can limit the size of new dwellings and expansions to existing dwellings so that houses are not out of proportion with their lots. Second, the Town can offer alternatives to infill subdivisions that may be more compatible with the neighborhood context.

### 10.3.1 Dwelling Size Limitations

Public input during the Master Plan process revealed a strong interest in addressing the proliferation of extremely large homes in Wayland that are out of character with their neighborhood context. However, these concerns must be balanced against the rights of property owners to use their land in a reasonable way. Accordingly, the purpose of the recommended dwelling size limitations is not to prevent large houses from being built in Wayland, but rather to situate large houses in appropriate neighborhoods with more land so that they are not vastly out of scale with their neighborhood context. To accomplish this, the Town can adopt a maximum floor-area ratio (FAR)<sup>2</sup> limit for each of the Residence zones. **Table 10-4** illustrates how an FAR limit could be used to regulate the size of houses in Wayland, compared to existing regulations.

As part of the FAR regulations, the Town may consider allowing exceptions for owners of small houses on small nonconforming lots. For example, the recommended 0.18 FAR limit for the Residence A District might be overly restrictive for some of the small nonconforming lots in Cochituate and surrounding Dudley Pond. In this district, dwelling size would be limited to 1,800 sq. ft. on an 10,000 sq. ft. nonconforming lot. An exception could be allowed to allow the expansion of dwellings on nonconforming lots to three bedrooms<sup>3</sup> even if this would exceed the FAR limit for the district. In addition, if all setback requirements were met, dwellings on nonconforming lots could be expanded to four bedrooms, even if this would exceed the FAR limit for the district. Finally, in order to minimize “red tape” for residential homeowners, the Town may exempt small addition projects (e.g., up to a cumulative total of 400 sq. ft. of building additions from the date the bylaw is adopted) from the need to undergo FAR review.

**Table 10-4**  
**Town of Wayland**  
**Sample Dwelling Size Limitations**

	<b>Conservation Cluster 12,000 s.f. lot</b>	<b>Residence A 20,000 s.f. lot</b>	<b>Residence B 30,000 s.f. lot</b>	<b>Residence C 40,000 s.f. lot</b>	<b>Residence D 60,000 s.f. lot</b>
<b>Existing Provisions</b>					
Maximum Building Coverage	N/A	20%	20%	20%	20%
Maximum Number of Stories	N/A	2½	2½	2½	2½
Maximum Building Square Footage	N/A	10,000 sq. ft.	15,000 sq. ft.	20,000 sq. ft.	30,000 sq. ft.
<b>Recommended Requirements</b>					
Maximum FAR	0.28	0.18	0.16	0.14	0.12
Maximum Building Square Footage	3,360 sq. ft.	3,600 sq. ft.	4,800 sq. ft.	5,600 sq. ft.	7,200 sq. ft.

<sup>2</sup> Floor Area Ratio (FAR) equals the total floor area of the building(s) on a site divided by the land area of the site. For example, a 20,000 sq. ft. lot that contains a 2,000 sq. ft. house would have an FAR of 0.1.

<sup>3</sup> The Town can use the definition of “bedroom” contained in Title 5 of the State Environmental Code to ensure that this provision is not abused.

A critical part of any FAR requirement is the definition of building floor area. Based on public input, the main purpose of the recommended FAR requirement is to regulate the visible mass of houses. Thus, floor area could be defined to include all above-grade floor space, whether or not there is livable space within them.

A final point to note with regard to building size limits is that, although the recommended “sliding scale” of FAR limits would go a long way toward discouraging vastly oversized houses, it wouldn’t prevent or regulate very large houses *per se*. For example, under the recommended FAR limits shown in **Table 10-4**, it would be possible to build an 18,000 sq. ft. house on a three-acre lot in the Residence C District. A house of this size is likely to be out of context even on a large lot, unless it is properly designed, sited, and screened. Thus, the Town may want to consider requiring Site Plan Approval through the Planning Board for any proposed residential structure larger than 5,000 or 6,000 sq. ft.

### **10.3.2 Demolition Delay**

A complementary technique for preserving the character of existing neighborhoods is to encourage remodeling and adaptive re-use of existing homes rather than teardowns of old homes and their replacement with new ones. This outcome can be promoted through a Demolition Delay Bylaw, which typically requires an applicant to undergo Town review and wait for a certain period of time (e.g., six months or a year) before demolishing any structure older than a certain age (e.g., 50 or 75 years). The purpose of the delay is to allow the Town time to work with the property owner to explore other options to demolition. If an acceptable compromise solution is agreed upon or if the Town reviewing body (usually the Historical Commission) finds that the building in question is not significant, then the delay may be waived. Otherwise, if the applicant and the Town cannot arrive at an acceptable compromise, then the applicant must wait out the delay period before proceeding with the demolition.<sup>4</sup> The adoption of a Town-wide Demolition Delay Bylaw would assist in the preservation of neighborhood character as well as individual buildings of historical significance. In spite of the failed attempt at Town Meeting in 2003, the Wayland Historical Commission is encouraged to initiate reconsideration of such a bylaw.

### **10.3.3 Reduced Frontage Lots**

As Wayland approaches build-out, the remaining buildable parcels will increasingly be lands with marginal access and numerous site constraints. In addition, since land in the Town is quite valuable, there is considerable pressure to create infill development. For example, a single-family house on a three-acre lot could be torn down to make way for two single-family houses on 1.5-acre lots. These changes, if not carefully regulated and addressed, can result in environmental damage and adverse impacts to the character of existing neighborhoods.

To address this issue, the Town might consider adopting a reduced frontage lot provision in order to provide a lower density alternative to conventional subdivisions as well as a more compatible approach to infill development. Reduced frontage lots, also known as “flag lots” or “pork chop lots,” can help maintain the character of Wayland’s roads and neighborhoods by locating development further from the road. Reduced frontage lots could allow a reduction of the minimum frontage in the Residence districts to 40 or 50 feet provided that a larger lot area is provided (e.g., 1.5 times the ordinary minimum lot size for the district plus the “tail” providing access to the road). The Town could allow reduced frontage lots to be created through the Approval Not Required (ANR) process, at the Planning Board’s discretion, as outlined in **Box 10-2**.

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<sup>4</sup> See **Section 13.4** for further discussion of demolition delay.

A hypothetical example will serve to illustrate how reduced frontage lots could improve residential development in Wayland. In this example, a developer is looking to build houses on a six-acre lot with 150 feet of frontage. A conventional subdivision plan for four lots would require a subdivision roadway that meets the Planning Board's standards. The development might require considerable clearing and re-grading to address topographic challenges and would result in a considerable amount of impervious surface associated with the road and driveways. In addition, the development would probably be incompatible with the Town's semi-rural character. An alternative plan using reduced frontage lots could provide three dwellings, each on a two-acre "estate lot" set further back from the road in a private setting. Access could be provided via one or two common driveways, thus allowing for lower infrastructure costs and less need to clear and re-grade the site. The developer could likely reap a similar or larger profit by reducing infrastructure costs and providing more expensive estate lots.

#### **Box 10-2: Sample Reduced Frontage Lot Provision ("Estate Lots")**

The Planning Board may endorse an "Approval Not Required" Plan showing lots in the Residence zones for which the required frontage is reduced to not less than 40 [or 50] feet provided the following requirements are met:

- A) The lot being divided was created prior to [the adoption of current zoning]; and
- B) The lot is being divided into not more than three (3) lots; and
- C) No part of the lot is less than thirty (30) feet in any dimension; and
- D) The Planning Board determines that:
  - 1) Existing drainage patterns will not be disrupted by the construction of a driveway on the reduced width portion of the lot;
  - 2) The grade of the reduced width portion is less than 10%;
  - 3) Cut and fill on the portion with reduced width will not exceed three (3) feet vertically;
  - 4) The sight distance at the intersection with the street exceeds one hundred and fifty (150) feet in both directions;
  - 5) 150% [or 200%] of the lot area required for the Residence district where the lot is situated is located behind the nearest parallel line to the street that first meets the minimum full lot frontage requirements;
  - 6) The reduced width portion, as measured from the street line to the nearest parallel line to the street which first meets the minimum full lot requirement requirements, is 500 feet or less in length. Lengths greater than 500 feet shall require the submission of a supplementary plan that shows the proposed location, construction, and profile of the driveway to provide access to the building area of the lot. Said driveway shall be designed and constructed for the full length to the following minimum standards: a) the access drive shall be constructed to a width of 12 feet with 6 inches of compacted gravel; and b) the grade of the access drive shall not exceed 10%; and
- E) When, in the opinion of the Planning Board, site conditions such as topography, slope or shape warrant, the applicant shall submit a drainage analysis to the Planning Board, which must be approved prior to the endorsement of the plan; and
- F) The Building Inspector shall require the access drive to be constructed prior to the issuance of a certificate of occupancy.

## **10.4 Preserving Town Character**

During the public process, residents continually emphasized the importance of Wayland's semi-rural character to the quality of life in the Town. Many expressed concern that trends such as roadside development and tall stockade fences along roads would undermine this character. This sub-section proposes several tools to address these threats.

### **10.4.1 Scenic Overlay District**

Wayland already has a Scenic Road Bylaw that protects character-defining features (such as large trees and stone walls) within the right-of-way of designated scenic roads (see **Section 8.3** for a discussion of this bylaw



and a list of the scenic roads). However, this bylaw does not provide any protection for scenic features outside of the public right-of-way, which contribute to the scenic character.

To extend scenic protection to the areas along scenic roads, the Town might consider adopting a Scenic Overlay District that specifies additional design and development guidelines for projects in scenic areas. As an Overlay District, the Scenic designation would provide additional protections in scenic areas without changing the underlying use or dimensional requirements of the base zoning districts. One logical way to define the Scenic Overlay District would be as a buffer of some distance on either side of designated scenic roads. **Figure 10-2** illustrates the Scenic Overlay District. Within the Overlay District the following site planning standards could apply:

1. If the existing roadside is vegetated with mature trees, a strip of natural vegetation within a proposed buffer would be retained along the entire road frontage. The purpose of this provision is to reduce the visual impact of roadside development in wooded areas and to preserve the canopy of mature trees over many of Wayland's scenic roads.
2. If the property is currently open land or lacks roadside vegetation, a large portion of the site could be retained as open space, and the house could be situated so as to maximize vistas from the road.
3. Stone walls may not be removed from the roadside buffer area, except to create a gap of the minimum feasible width to allow access for a driveway or a road approved under the Town's subdivision regulations.
4. Finally, the Planning Board could encourage the use of common driveways within the Scenic Overlay District in order to reduce the number of driveway entrances onto scenic roads (see **Section 10.4.2**, below). Through this policy, natural roadside vegetation and stone walls could be better preserved.

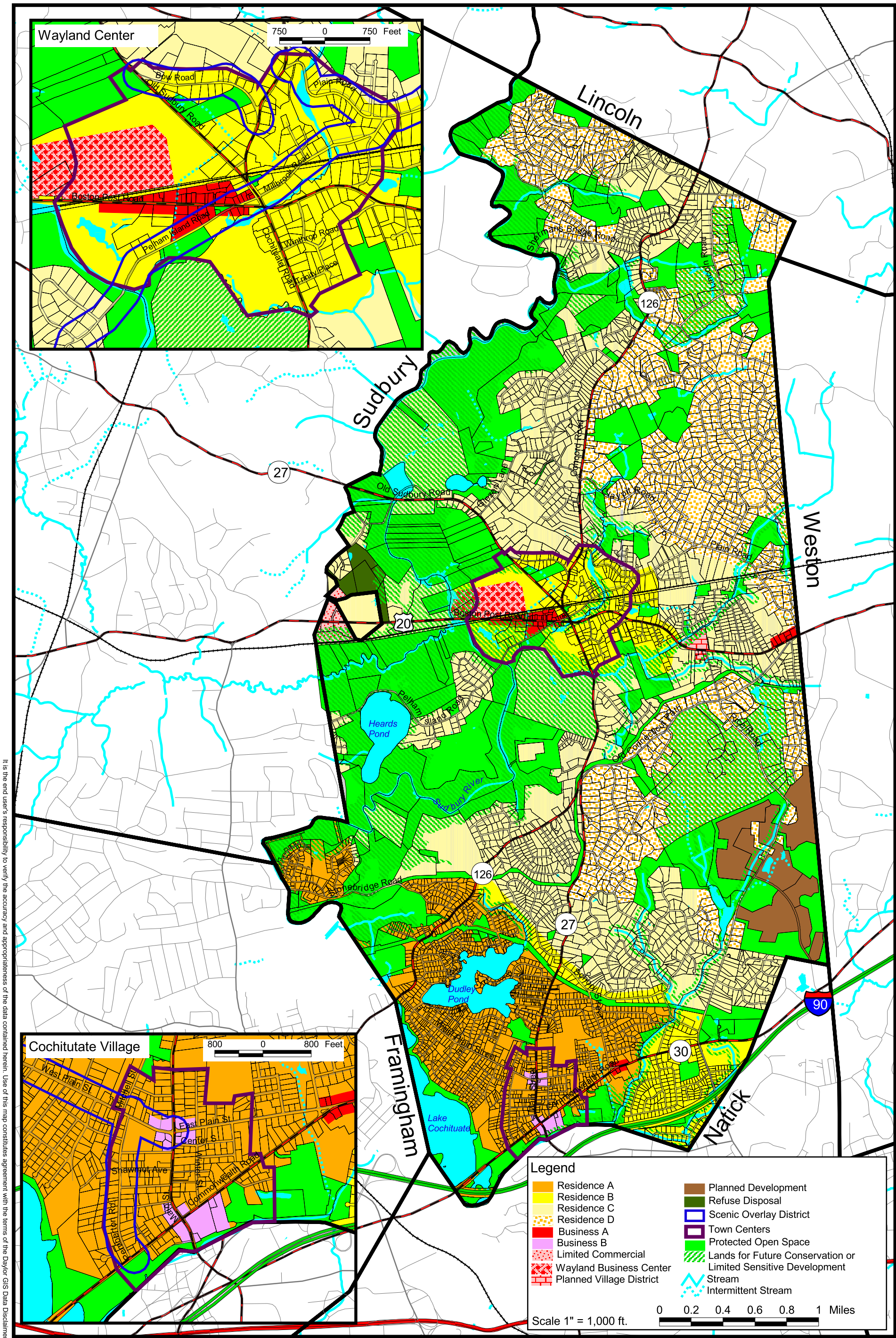
Administration of the Scenic Overlay District by the Planning Board would be appropriate, similar to Site Plan Approval.

#### **10.4.2 Common Driveways**

As roadsides are developed with houses, the series of individual driveways that is created can greatly affect the road's visual character and also cause traffic safety problems. This is particularly the case on narrow, scenic roads with limited sight distances. To address this issue, the Town's Zoning Bylaw and Subdivision Rules and Regulations could specifically allow common driveways, specify standards for common driveways, and specify the maximum number of lots that may be served by a common driveway (two or three is probably an appropriate number for Wayland). When reviewing projects, the Planning Board and ZBA could encourage the use of common driveways where appropriate, but especially within the Scenic Overlay District and in infill development situations.

#### **10.4.3 Light Pollution Regulations**

For many Wayland residents, the dark night sky is an important part of the Town's semi-rural character, and one worth preserving. Although Wayland is unlikely to have many developments requiring extensive night lighting (such as the shopping centers and office parks in Natick and Framingham), control of lighting in local municipal, commercial, and multi-family residential areas is still important for preventing light pollution in



It is the end user's responsibility to verify the accuracy and appropriateness of the data contained herein. Use of this map constitutes agreement with the terms of the Daylor GIS Data Disclaimer.

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Ten Forbes Road Braintree, MA 02184 781-849-7070

## Land Use Guide Plan

### Wayland Master Plan



Figure  
10-2

Source: MassGIS, Town of Wayland

WaylandEO418Submittal.apr

Wayland. The Town can further regulate lighting by adopting a Light Pollution Bylaw. **Box 10-3** includes some possible provisions for inclusion in such a bylaw.<sup>5</sup>

### **Box 10-3: Regulating Light Pollution**

An effective light pollution bylaw might include the following provisions:

**Applicability:** To maximize the effectiveness of the bylaw, it would apply to outdoor lighting on any site—residential, commercial, industrial, or public/institutional. Small outdoor lights such as porch, doorway, or lamp-post fixtures using incandescent lamps or other lamp types up to specified wattage could be exempted.

**Types and Colors of Outdoor Lighting:** Wayland may wish to regulate the type and color of lighting, which can affect the nighttime character of the Town as well as the amount of light pollution. Common prohibited light sources include mercury vapor lamps and searchlights. Filtering can be required for metal halide lighting in order to prevent the emission of ultraviolet radiation.

**Lighting Design and Shielding:** The core of the bylaw would be a provision to require outdoor lighting to provide shielding that prevents *light trespass* (light emitted from an outdoor fixture that shines beyond the boundary of the property) and *up-light* (light emitted by a fixture that strays above the fixture itself). One exception is streetlights, which would be permitted some light trespass.

**Hours of Operation:** Lighting would be of the minimum intensity necessary to ensure safety at any given time of the night. For parking lots at businesses and municipal facilities, this might mean reducing or eliminating lighting outside of the hours of operation.

**Application and Review Procedure:** The applicant would submit a lighting plan showing the type and location of outdoor lighting proposed, the intensity of illumination at ground level, and demonstration that light trespass and uplight will not occur.

#### **10.4.4 Noise Pollution**

For Wayland's residents, the gentle sounds of nature are an integral component of the Town's semi-rural character. However, sounds associated with modern day life come with development. Noise from lawn equipment, construction activities, automobiles, and even recreational activities are slowly intruding on the Town's character. While such sounds are not often a distraction, at ample volumes, these sounds can become a nuisance to residents. It is at this point that excessive noise is considered noise pollution.

In order to prevent noise pollution from becoming disruptive to residents, the Town could consider a Noise Pollution Bylaw that would address various situations that are associated with noise pollution. Such an ordinance could address types of activities regulated, hours of activity, and noise level thresholds.

## **10.5 Wayland's Centers**

During the Master Plan process, residents identified Wayland Center and Cochituate Village as critical to the Town's character, image, and quality of life. These two centers serve many important functions, such as providing physical and symbolic central gathering places for the Town, hosting numerous businesses that residents rely upon, and contributing to Wayland's self-image of a small, friendly community. While both centers have numerous positive qualities, there are also some challenges that need to be addressed, ranging from the mix of uses, to the design and siting of buildings, to the layout of pedestrian and vehicular circulation routes.

To address some of these challenges in the Master Plan, considerable attention has been focused on Wayland Center and Cochituate Village. First, based on public input, the Plan developed a set of guiding principles for

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<sup>5</sup> Other Massachusetts communities that have adopted specific outdoor lighting bylaws include Plymouth and Winchester. Wayland may wish to consult these communities for advice on developing their own bylaw.



the two centers (see **Box 10-4**). These principles define the Town's overall goals and intent with regard to the centers, and are for consideration whenever any Town body is making a decision that might affect one or both of the centers. Second, the Plan delineates the boundaries of each of the two centers (see **Figure 10-2**). While the exact boundaries of the centers are somewhat subjective, these delineations will help the Town make future decisions with regard to the centers. Finally, the Plan includes a few specific zoning recommendations for the Town centers, which are described in the following sub-sections.

#### **Box 10-4: Guiding Principles for Wayland Center and Cochituate**

The future of Wayland Center and Cochituate Village could be guided by the following principles:

##### **1. Role in the Town**

Wayland Center and Cochituate Village will both continue to function as central gathering places for shopping, socializing, doing business, and attending events within Wayland. Both Wayland Center and Cochituate Village will function as centers for Town affairs and events and as centers for business and commerce. As the hubs of the Town, Wayland Center and Cochituate should be accessible, attractive, and welcoming to residents of all ages, interests, and income levels.

##### **2. Types of Land Uses**

In the tradition of New England village centers, Wayland's centers continue to contain a mix of residences, businesses, and public and semi-public institutions. In the commercial core of each center, ground-level space should be reserved for retail business use, with upper floor space used for offices or apartments. Surrounding the commercial core are residential neighborhoods, public and semi-public facilities, parks, and open space.

##### **3. Site Design**

Throughout both Town centers, buildings, parking, landscaping, and other features should be sited in a manner that is pedestrian friendly and gives visual emphasis to buildings and landscaping and downplays the visual impact of parking, vehicle circulation, and signage. In the commercial core of Cochituate, buildings should be sited close to the street and close to one another to create the atmosphere of a tight-knit village. In Wayland Center, where a more open feel is desired, landscaped setbacks should be promoted.

##### **4. Building Design**

Building design should take its cues from the historic character of the area. Through architectural detailing, larger buildings should be articulated into smaller segments or units that are in scale with surrounding structures. Building façades that face streets or sidewalks should be welcoming and visually interesting. Windows containing storefront displays or art are preferred; blank walls should be avoided except under exceptional circumstances.

##### **5. Transportation and Circulation**

The village centers should be easily accessible by foot, bike, or car. Future developments and road projects in the centers should incorporate pedestrian and bicycle accommodations. Roads and parking areas, while essential, should not be allowed to dominate the centers. Creative solutions and flexible standards should be used to reduce the amount of off-street parking that is needed.

##### **6. Public Investment**

Whenever possible, public facilities should be sited in the Town centers. When facilities that are now located in the centers need more space (such as the Library or the Town Building), all expansion options within the centers should be fully considered and exhausted before sites outside of the centers are considered. The only exception to this principle is for facilities that are sited to serve specific districts of the Town (such as fire stations and schools), and for facilities that may be incompatible with village character (such as a public works yard). Other investments in public infrastructure, such as roads, trails, and water and wastewater services, should be planned and prioritized so as to promote these guiding principles.

#### **10.5.1 Business Zoning in the Centers**

Currently, business zoning in the Town centers consists of four different districts in Wayland Center (Business A, Business B, Light Manufacturing, and Limited Commercial) and two districts in Cochituate (Business A and Business B). (See **Figure 2-2**, the Town's existing zoning map.) This zoning framework could be improved in a few ways to better reflect the goals of the Town. First, the Business A and Business B districts are almost identical in the uses they allow, and thus create a somewhat confusing zoning patchwork. At the same time, they fail to provide a distinction between Wayland Center and Cochituate, which are somewhat different from each other in character. Second, the Light Manufacturing district allows a few uses that, in the

long term, may not be compatible with the desired village character of Wayland Center. Finally, more zoning flexibility is needed for the Wayland Business Center site (former Raytheon Site) in order to promote viable redevelopment there.

To address these issues, the Plan suggests reconfiguring the Business A and Business B Districts as shown on **Figure 10-2** so that Wayland Center and Cochituate would each have its own distinct zoning framework. In Wayland Center, the recommended Business A District would replace the existing Business A, Business B, and Light Manufacturing Districts. In Cochituate, the recommended Business B District would replace the existing Business A and Business B Districts. **Table 10-5** identifies some of the major differences between these two districts:

**Table 10-5**  
**Recommended Business Zoning Framework for Wayland's Centers (Generalized)**

	Business A District (Wayland Center)	Business B District (Cochituate)
Areas Proposed for This District (see <b>Figure 10-2</b> )	Wayland Center Route 20 at Weston Town line	Cochituate: Route 30 at Route 27 Cochituate: West Plain Street at Route 27 Route 30 at East Plain Street
Allowed Uses	Generally the same as existing allowed uses in the Business A District, but excluding trade shops and including sit-down restaurants as well as multi-family housing on the upper floors of mixed-use buildings.	
Minimum Lot Size	About 25,000 sq. ft.	About 15,000 sq. ft.
Minimum Setbacks <sup>(a)</sup>	Front: 20 ft. minimum, 40 ft. max. Side & Rear: 20 ft. minimum	Front: 10 ft. minimum, 30 ft. max. Side & Rear: 10 ft. minimum
Maximum Intensity	65% maximum lot coverage <sup>(b), (c)</sup>	80% maximum lot coverage <sup>(c)</sup>
Parking Requirements	Add a special permit provision to allow for shared parking or reduced parking ratios for small businesses in the Town centers upon demonstration of a workable solution. No parking allowed between the street and a horizontal line extending parallel to the building façade, except in unusual circumstances.	
Other Standards		

(a) See text below.

(b) Virtually all of the Wayland Center Business A District is within the Aquifer Protection Overlay District, which limits impervious surface to 30% of the upland area of a lot.

(c) The Master Plan suggests in **Section 13.1.3** that the definition of lot coverage be changed to include all impervious surfaces, not just building footprints.

### Setbacks and Parking

Currently, the minimum front yard setbacks in Wayland's business districts range from 30 to 60 feet, and parking is allowed in the setback areas. These regulations promote a conventional suburban development pattern where parking lots are located in front of the building, thus separating the building from the street and creating a more blighted appearance and a less pedestrian friendly street. This auto-oriented pattern is apparent in places such as the commercial areas on Route 20 near the Weston Town line. On the other hand, buildings located near the road help to define the street line, create a sense of scale to the street, and focus attention on the more interesting and attractive buildings rather than the parking lots. This more pedestrian-friendly pattern is currently found in parts of Cochituate.

During the Master Plan process, residents expressed support for a “village” style of development characterized by smaller setbacks. To achieve this, a 10 to 20 foot *minimum* front yard setback and a 30 to 40 foot *maximum* setback is recommended in the Business A and Business B Districts in order to promote this more pedestrian friendly development pattern. In addition, parking in the setback area might be prohibited, and instead any new parking lots would be located to the side or rear of buildings and would have new landscaping requirements.<sup>6</sup> To encourage pedestrian activities, outdoor seating and patios could be allowed within the front yard. A special permit procedure is recommended to allow the setback and parking requirements to be varied based on unique circumstances. For example, a reduced setback would be allowed if an abutting building is closer to the street or a waiver of the setback requirements could be granted if it is necessary to site a septic system, when a septic system is the only means of waste water management.

### Landscaping

Landscaping is an essential element of the design of a commercial area with respect to promoting the public health, safety, comfort, and beauty of the area. Landscaping is intended to lessen the impact of development on the environment by reducing glare and heat buildup, promoting the creation landscape islands for pedestrian safety, to break up large expanses of pavement, and to reduce storm water run-off.

Currently the Town’s Zoning Bylaw has no provision for landscaping in commercial districts. The development of commercial landscaping regulations is recommended. Such regulations could promote sustainable landscaping that utilizes native species, limited herbicide and pesticide application, and drought resistant plantings thereby limiting the need for irrigation systems.

### Signage

Signs are an integral component of a business, not only promoting the name but also advertising the goods or services that the business offers to potential customers. Signs by their nature must capture the public’s attention, whether a pedestrian or driving in a vehicle. Poorly designed signs discourage business and have a negative impact on a community’s character.

A sign’s greatest effect comes when the overall design of the building, property and other signs nearby are considered together and complement one another. This not only means the placement, size, and materials used in the construction of the sign, but also the style, color, and method of lighting. When these elements are brought together they achieve the best possible effect – for both the business and the community. Given the importance signs have in enhancing a Town’s character, it is recommended that the Town amend its sign bylaw to provide guidance on issues relating to the placement, size, lighting, and construction of signs.

#### **10.5.2 Wayland Business Center (Former Raytheon Site)**

The Wayland Business Center, located just west of Wayland Center on the north side of Route 20, is a keystone site not just for Wayland Center but for the entire Town. This site was vacated by Polaroid and is in transition, awaiting a new owner and possibly new proposed uses. As Wayland approaches build-out, the

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<sup>6</sup> Many retailers prefer to have parking directly in front of their business because they believe it serves as a kind of “welcome” sign for prospective customers, promising a hassle-free visit. While this is probably true to some extent, many downtown centers in Massachusetts—such as Wellesley and Concord—thrive even though many businesses lack their own parking lot. The success of these areas is based, in part, on their ability to distinguish themselves from the generic “strip commercial” feel of so many business areas. In this regard, the visual benefits of making parking less prominent more than makes up for the loss of convenience associated with needing to find an on-street parking space or walking a short distance to an off-street lot.



Wayland Business Center site remains the only location in Town where there is the potential for large-scale business activities, significant commercial tax revenue generation, and large-scale redevelopment. In addition, the site, if carefully planned, has the potential to extend or complement Wayland Center.

The site is currently zoned as a Limited Commercial District, in which the allowed uses include offices, light manufacturing, research and development, and warehouse/distribution facilities as well as personal service facilities supporting any of the above uses such as cafeterias, banks and day care, all not to exceed 15,000 square feet. Special permits can be sought for buildings accommodating the same uses that exceed 15,000 square feet. This zoning framework is reasonable for the types of uses that existed on the site in the past, but a more flexible framework would provide opportunity for the type of redevelopment that the Town may view as appropriate for this site. Recently the Town Center Committee of the Planning Board conducted a community attitude survey that resulted in over 1,000 responses. Overwhelmingly, those who responded are looking for small scale retail including restaurants and personal services, all of which may be promoted through zoning and may bring new life to this large property. In addition, the existing zoning framework does not include any provisions to encourage development on the site to be tied into Wayland Center; on the contrary, a large perimeter buffer is required, which effectively isolates the site from Wayland Center.

To overcome these issues, and in recognition of the unique nature of the Wayland Business Center site in Town, a new zoning classification for this site is suggested: the Wayland Business Center District. The basic zoning provisions in this district could be the same as in the Limited Commercial District (thus not denying any activities that are currently allowed). However, an additional use—Planned Redevelopment Project—could be allowed by a special permit from the Planning Board, subject to the provisions of a new Planned Redevelopment Project (PRP) Bylaw. This bylaw would allow a wider range of land uses, greater flexibility for site planning, and a higher overall density in exchange for developing the site according to a comprehensive, consensus-based site plan and adhering to specified design standards. In this way, the PRP option could create a win-win situation for the Town and the owner/developer. Suggested guidelines for the PRP Bylaw are shown in **Box 10-5**.

#### **Box 10-5: Sample Guidelines for Planned Redevelopment Project (PRP) Bylaw**

The following are some sample guidelines for Planned Redevelopment Projects within the proposed Wayland Business Center zoning district:

**Purposes:** The purposes of allowing a PRP are to 1) encourage a comprehensive approach to the redevelopment of the Wayland Business Center site; 2) maintain the Wayland Business Center as a property that generates net positive tax revenue for the Town; 3) provide local jobs; 4) encourage compatible integration of the site with Wayland Center; 5) improve the visual appearance of redevelopment compared to what could be built through the underlying zoning; and 6) encourage a compatible mix of uses.

**Allowed Uses:** Allowed uses within a PRP should include offices, research and development, light manufacturing, medical facilities, retail and service uses up to a pre-determined square footage in size, sit-down restaurants, and Town uses such as offices, library and others as deemed appropriate.

**Density:** Total overall density should be regulated by establishing a maximum total floor-area ratio (FAR). Allowed FAR in a PRP should be somewhat higher than in the underlying district (e.g., 0.50 as compared to 0.40 in the current zoning). Depending on the proposed uses, height should be capped at either 3 stories or 40 feet. Some portion of the site (e.g., 20%) should be designated as public open space, which could be used for a Town green or open space in a natural state.

**Design:** The site layout should depend on the uses proposed. If the site remains as a self-contained business campus, then the existing approach of buffering the site from surrounding land uses is probably the most appropriate. However, if the site is divided among several smaller uses such as retail, and multi-tenant office, then there is the opportunity to connect this site to Wayland Center by developing an interconnected street network with sidewalks. In this case, perimeter buffers would be unnecessary, but buildings would need to be held to a higher design and landscaping standard so as to blend into the surrounding context. In addition, parking could be located either on-street or behind buildings.

**Site Planning and Review Process:** In order to obtain a PRP special permit, the applicant should be required to develop a plan for the entire Wayland Business Center site, or at least a substantial portion of it. This type of comprehensive planning is more beneficial to the Town than piecemeal "parcelization" of the site. An important aspect of any PRP should be an inclusive planning process, with a public meeting held prior to the submission of a preliminary plan. PRP applications should also evaluate the proposed project in terms of its impacts on the "purposes" identified above.

#### **10.5.3 Building Size Limitations**

Part of the charm and historic character of Wayland's Town centers (especially Cochituate Village) is based on its moderately scaled buildings, which create a pleasant environment for pedestrians and distinguish the centers from the more commercial, auto-oriented character of places like Route 30 in Natick. However, under current zoning this character could be compromised by the development of a large retail outlet or office building. Since these uses are allowed in the Business A and Business B Districts with no size limitations, the Town would not be able to deny such a proposal, even if it were excessively large and out of character with its surroundings. This situation would be at odds with the community's goal of promoting a pedestrian-friendly environment and attracting small-scale businesses to the centers.

To address this concern, the Town could establish a maximum building size in the Business A and Business B Districts. While specific numbers are not recommended, the following is an example of such a provision. Buildings between 5,000 and 20,000 sq. ft. of gross floor area could require a special permit and buildings over 20,000 sq. ft. could be prohibited. (By comparison, a modern chain drugstore is typically 12,000 to 20,000 sq. ft.) An exception to this policy could be allowed for existing buildings in the Business districts that exceed 20,000 sq. ft. in size, namely shopping centers in Wayland Center and Cochituate Village, so that these properties may be redeveloped and even expanded in the future subject to the issuance of a special permit. This exception would allow these important sites to be redeveloped, which could benefit the Town, and may be essential in order for the Town to retain its anchor grocery stores in the Town centers. Special permit criteria

would ensure that any building larger than 20,000 sq. ft. does not consist of a single “big box” but rather is articulated into smaller visual elements that correspond to individual storefronts. If a larger supermarket is proposed (e.g., 25-50,000 sq. ft.), the mass of this building can be disguised by incorporating some smaller storefronts or even art displays into the frontage along the street.