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DESIGN REVIEW BOARD

To: Planning Board and Mathew T. Levy,
From: Design Review Board
Re: Application date: July 12, 2012
150 Main Street, 9 & 11 Hammond Road
Design Review Board Comments on July 26, 2012 submission

The following is the DRB's response to the July 12, 2012 meeting with the developers of the Finnerty's Village proposed development. Submission requirements for the July 12, 2012 meeting were all met. After considering the site and context, elevations, plans, landscape plans, hearing public comment and drawings showing the proposal the Design Review Board members offer the following initial comments summarized below:

Vision statement. The developers stated a goal that is consistent with the Wayland Guidelines that the development take on the "appearance of a village that grew over time." The DRB applauds that goal at this site. However, the proposed design falls far short of achieving that goal. Two separate buildings is not enough breakdown of massing and scale to achieve the goal of appearing to be a cluster of converted buildings that grew into a village over time. A quick reference to Wayland's history will show that there is an earlier building at that location that could offer meaningful resources to the designers. A former Grange building occupied that corner before Finnerty's was built. Architectural details and massing could be derived from that historical structure or even a complete reproduction of it may be considered as part of your vision for the property. In the final design, the CVS building should be a custom design uniquely tied to this site and not a stock repeat model off the shelf.

The proposed CVS building is a simple rectangular footprint without any significant breaks in the facade. It is merely a large decorated box, of colonial style details that are overblown in scale to look strangely disproportionate. The fact that the CVS main facade on West Plain St. proposed for Finnerty's Village is perfectly symmetrical works against the stated goal of looking like it grew over time. In fact, the existing Finnerty's building is a better example of a building that looks like it grew over time. It is a series of different residential scale masses clustered together.

Keeping the existing facade or replicating it would be far more successful in achieving the developers' goal. The DRB therefore recommends doing just that, especially keeping the chimney and corner building mass as is. Keep the existing facade or replicate it for the shell of the new CVS building.

The mixed use building looks more like a 19th century commercial block building than something that grew over time. The large (110 ft. long) uninterrupted roof plane will be out of scale with all of the other buildings at that intersection and certainly out of scale with the abutting residential buildings. The ponderously repetitive window pattern that goes on for 110 ft. is the opposite of a small village look. The single gable at the end of the proposed commercial block is strangely out of scale with the rest of the building massing. A residential form like the office building across the street is more compatible with the abutting residential neighborhood.

Site Plan review.

1. The DRB is opposed to a drive through station at this site. CVS already has a drive through station in town on Route 20 a five minute drive away, so another one is not justified. More importantly drive through stations are contrary to the 'green community' status that Wayland residents have declared. Cars waiting in line at a drive through service window use up excess gasoline and add pollution to the environment unnecessarily. In addition, there is a major safety issue with the high number of children on foot and on bikes in the area.

2. The DRB is opposed to a new commercial curb cut on Main Street. That proposed added traffic will be a nuisance to the pedestrians from the neighborhood and most importantly a safety hazard for the fire station that is directly across the street from the proposed new curb cut.

3. The DRB prefers that the existing corner landscaping and building footprint along Main Street and around the corner be preserved. That corner is considered the most attractive commercial corner in Wayland. To destroy it is not prudent for the developers and not desirable to the town.

4. The DRB prefers that only one curb cut be used for access to the development and that should be on West Plain Street as far from the Main Street corner as possible to maximize safety for pedestrians and thereby encourage pedestrian to use the sidewalks. This is particularly important as the ballpark across the street brings very high foot traffic and bicycle traffic of children to this intersection.

5. Because the CVS building has only one main entrance that opens to the parking lot, it is not a street friendly building by design. To improve a pedestrian friendly neighborhood, it is preferred to place the commercial and office mixed use building at the Main Street corner and place CVS on West Plain Street.

6. In any case, dumpsters and other service equipment such as electric panels and meters should be placed away from the street facades and screened from view by the public and abutting residents.

7. The DRB encourages ornamental lighting on Main Street and West Plain Street in keeping with other new developments in town. However, over-lighting the site is discouraged as Wayland's night skies are threatened by excessive commercial lighting. The new CVS building on Route 20 is an example of an overly lit building that presents an attractive nuisance in town.

General comments. Wayland citizens voted Wayland to become a "green community" by an overwhelming majority. In doing so, the voters made a statement of the character it would like to embrace for new construction in town. The developers are therefore encouraged to go beyond minimum energy code requirements and make efforts in green design such as building a net zero energy building with a super-insulated exterior envelope and alternative energy innovations such as solar panels. Passive solar orientation of windows with sun shading overhangs and shutters are encouraged.

Development Standard Departures

The DRB is prepared to support a proposal that includes our recommendations. If the developer follows our suggestions, we will go one step further and support relief from some of Wayland's parking space requirements and thereby allow the developers to increase the square footage of real estate by as much as 10-20%.