

**TOWN OF WAYLAND - TOWN CLERK'S OFFICE**  
**NOTICE OF MEETINGS OF TOWN BOARDS/COMMITTEES/COMMISSIONS**

Posted in accordance with the provisions of the Open Meeting Law  
PLEASE TYPE OR PRINT LEGIBLY

NAME OF BOARD/COMM: **Wayland Planning Board, Design Review Board**

FILED BY: Sarkis Sarkisian, Town Planner

DATE OF MEETING: **June 28, 2016**

TIME OF MEETING: **7:00 P.M.**

PLACE OF MEETING: **Town Building, 41 Cochituate Road**

NOTE: Notices and agendas are to be posted at least 48 hours in advance of the meetings excluding Saturdays, Sundays, and legal holidays. Please keep in mind the Town Clerk's business hours of operation and make the necessary arrangements to be sure this notice is received and stamped in an adequate amount of time.

**AGENDA**

*Note: Items may not be discussed in the order listed or at the specific time estimated. Times are fluid given unpredictable duration of time.*

**7:00 P.M.**

**Community Branding and Wayfinding Workshop with  
Mark Favermann**

Please join us in Town Building on Tuesday June 28<sup>th</sup> at 7:00 pm for a *Community Branding and Wayfinding Workshop* with Mark Favermann of Favermann Design.

Mark Favermann will use exercises and presentations to discuss the various elements that enable branding and wayfinding. The workshop will include an overview of tools and best practices for both branding and wayfinding.



## *MARK FAVERMANN Biography*

Mark Favermann of *Favermann Design* is a Boston-based urban designer who focuses upon the details and enhancement of the urban fabric. For over three decades, his firm has been involved in developing civic signatures by using the tools of street furniture, streetscape enrichment, wayfinding and signage as well as public art to create what Mark refers to as *Urban or Community Branding*. Since 2013, his firm is working on or has worked on branding, wayfinding and social media programs for the towns of Amherst, Concord, Ipswich, Sturbridge, Scituate, Winchester, Woburn, Wellesley and Brookline as well as the cities of Greenfield, Southbridge, Peabody, Amesbury and Northampton. Mark often leads workshops and charrettes for towns and cities.

*Mark Favermann received his undergraduate degree from Washington & Lee University and his masters in urban design and planning from the Graduate School of Design at Harvard University. There he was a National Endowment of the Arts Fellow at the GSD. A research fellow twice at the Center for Advanced Visual Studies at MIT, his projects and functional sculptures have won national and international awards. His Coolidge Corner Theatre is a Brookline, MA town symbol and cultural icon.*

*Mark has been a design consultant to the Boston Red Sox for 15 seasons and is responsible for the giant American flag unfurled on the Green Monster on special occasions. Previously, he was one of the five designers of the 1996 Centennial Olympic Games, the 1999 Ryder Cup, the 2000 NCAA Final Four and various other national and international sports events. One of the four authors of the award-winning Esplanade Vision 2020, he wrote about the park's sense of place. Currently, Favermann Design is working on a plan to connect Allston to Cambridge campuses on a team at Harvard University. He serves on the boards of Harvard's Graduate School of Design Alumni Council, Boston CyberArts, Inc. and cultureNow: The Museum Without Walls. Over the past quarter century, he has published over 600 articles mostly about architecture, design and public art.*