



*Longfellow's*  
**Wayside Inn**

Sudbury, Massachusetts 01776

Phone: (978) 443-1776 • Fax: (978) 443-8041

October 30, 2007

Mr. Christopher Morely  
Ms. Tara L. Reed  
Co-Chairmen, Community Preservation Committee  
c/o Town Manager's Office  
288 Old Sudbury Road  
Sudbury, MA 01776

Dear Mr. Morely, Ms. Reed, and Members of the Community Preservation Committee,

I am pleased to submit the enclosed proposal requesting Community Preservation Act funds for the development and placement of signage throughout the Wayside Inn property. The signage that is proposed will enhance the visitor experience by providing site maps and interpretive displays featuring historic interpretation of the site. There will also be signage to assure public safety in navigating the site, especially for crossing Wayside Inn Road and for clearly indicating handicapped access. Well-designed signage will integrate the site features for the public and work to increase their understanding of distinct elements of the historic landscape as well as the extent of this historic district.

We are hopeful of your support for this project. Working together, I am sure that we will successfully assure the preservation of this property for generations to come.

Please feel free to contact me with any questions you may have at 617/210-6700 or at [fpryor@tfcfinancial.com](mailto:fpryor@tfcfinancial.com).

Sincerely,

Frederick M. Pryor  
President  
Wayside Inn Board of Trustees

TOWN OF SUDBURY COMMUNITY PRESERVATION COMMITTEE

**PROJECT SUBMISSION FORM**

**Submitter:** Longfellow's Wayside Inn

**Submission Date:** October 30, 2007

**Group or Committee Affiliation (if any):** N/A

**Submitter's address and phone number:**

Frederick M. Pryor  
President of the Board of Trustees  
Longfellow's Wayside Inn  
72 Wayside Inn Road  
Sudbury, Massachusetts 01776  
617/210-6700

**Purpose (please select all that apply):**

- ☐ Open Space  
☐ Community Housing  
☒ Historic  
☐ Recreation

**Submitter's email address:** fprior@tfcfinancial.com

**Project Name:** Wayside Inn Site Signage for Visitor Wayfinding and Historic Interpretation

**Project Description:** Longfellow's Wayside Inn, a nationally significant historic property, is a vital community resource for Sudbury and other local residents. In order to orient the visitor and emphasize the Wayside Inn property as an integrated contiguous campus, the development of an external signage and graphic system is crucial. Signage for building identification, way-finding and directional signage, and site orientation graphics will be designed, produced, and placed throughout the property. Proposed signage is straightforward, elegant, readable, and appropriate to the historic character of the property. Signage will be developed by Roll, Barresi & Associates, a well-known and very well- respected graphics design firm specializing in graphic design for identity, orientation, interpretation, and communication. All signage will be permanent. This proposal seeks \$160,000 in Community Preservation funds for new site wayfinding and interpretive signage.

Costs:

Fiscal Year	Total Project Cost	CPC Funds Requested	Other Funding Sources (amount and source)
2008	\$160,000	\$160,000	
Total	\$160,000	\$160,000	

**How does this project meet the General Criteria and Category Specific Criteria for CPC projects (see attached)?** See pages 2 and 3 of this application.

**Does this project fall within the jurisdiction or interest of other Town Boards, Committees or Departments? If so, please list the boards, committees or departments, whether applications and/or presentations have been made, and what input or recommendations have been given.** This project would be of interest to the Community Preservation Committee, the Historic Districts Commission, the Conservation Commission, and the Planning Board.

For Community Preservation Committee Use:

Form Received on: \_\_\_\_\_

Project Presented to CPC on: \_\_\_\_\_

Reviewed by: \_\_\_\_\_

Determination: \_\_\_\_\_

## TOWN OF SUDBURY COMMUNITY PRESERVATION COMMITTEE

**General Criteria**

The Sudbury Community Preservation Committee will give preference to proposals that address as many of the following general criteria as possible:

<ul style="list-style-type: none"> <li>• Are eligible for Community Preservation Act (CPA) funding according to the requirements described in the CPA legislation;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes, per consultation with the CPC Chair Christopher Moreley.</li> </ul>
<ul style="list-style-type: none"> <li>• Are consistent with the town's Master Plan, Open Space and Recreation Plan, Land Use Priorities Committee Report, Town-wide Comprehensive Facility Study, Community Housing Plan, and other planning documents that have received wide scrutiny and input and have been adopted by the town;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. Meets the Natural and Cultural Resource Goals of Part 3 of the Master Plan, in particular "Goal 2: Preserve the town's cultural and historic resources, Objective A: Preserve and maintain Sudbury's historic landmarks and historic districts."</li> </ul>
<ul style="list-style-type: none"> <li>• Receive endorsement by other municipal boards or departments;</li> </ul>	<ul style="list-style-type: none"> <li>• Endorsement is currently being sought from all appropriate town representatives.</li> </ul>
<ul style="list-style-type: none"> <li>• Preserve the essential character of the town as described in the Master Plan;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. Most definitely seeks to provide tasteful, discrete, historically appropriate signage to preserve the "semi-rural, historic ... setting in harmony with the surrounding landscape" of a significant property as described in the Master Plan.</li> </ul>
<ul style="list-style-type: none"> <li>• Save resources that would otherwise be threatened and/or serve a currently under-served population;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. While local residents may be familiar with wayfinding through the WI site, a comprehensive signage system will help tourists, out-of-town, and foreign visitors understand site features and the historical significance of the site. Signage also will help facilitate access for handicapped visitors.</li> </ul>
<ul style="list-style-type: none"> <li>• Either serve more than one CPA purpose (especially in linking open space, recreation and community housing) or demonstrate why serving multiple needs is not feasible;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. This project meets goals for historic preservation (see below), and some recreation goals, such as the promotion of passive recreation through non-motorized means.</li> </ul>
<ul style="list-style-type: none"> <li>• Demonstrate practicality, feasibility, urgency;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. Signage is practical in that it helps the visitor experience and promotes a safer environment for pedestrians, especially for elderly and disabled guests.</li> </ul>
<ul style="list-style-type: none"> <li>• Demonstrate that the project can be implemented expeditiously and within budget;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. Jon Roll is a reputable service provider with a strong record of dependability with projects of this nature.</li> </ul>
<ul style="list-style-type: none"> <li>• Demonstrate that project alternatives, and alternative funding mechanisms, have been fully explored;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. Alternatives include adding to existing signage on an as-needed basis. Current signage is already visually disjointed and does not orient the visitor as to the history of different site features. Cheaper signage is not an option since signage will be exposed to weather extremes and must last for a significant period of time.</li> </ul>
<ul style="list-style-type: none"> <li>• Produce an advantageous cost/benefit value;</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. An enhanced visitor experience will raise the level of public goodwill toward the site which will ultimately result in more involvement in historic preservation activities from individuals and organizations.</li> </ul>

<ul style="list-style-type: none"> <li>• Leverage additional public and/or private funds; and</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. CPA funding would show strong local support as we pursue other funders for the implementation of other landscape improvements.</li> </ul>
<ul style="list-style-type: none"> <li>• Preserve or utilize currently owned town assets.</li> </ul>	<ul style="list-style-type: none"> <li>• Yes. Signage will help visitors arriving on Wayside Inn Road find parking, discharge handicapped or elderly visitors, and safely navigate their way across and along this highly trafficked road.</li> </ul>

### Category Specific Criteria

<p><b>Historical</b> proposals that address as many of the following criteria as possible will receive preference:</p>	
<ul style="list-style-type: none"> <li>• Protect, preserve, enhance, restore and/or rehabilitate historic, cultural, architectural or archaeological resources of significance, especially those that are threatened; and in the case of proposals on private property, the proposal and/or proponent meet certain economic criteria as may be required by the Community Preservation Committee;</li> </ul>	<ul style="list-style-type: none"> <li>• The proposed signage will enhance the historic and cultural mission of the Wayside Inn property. Four interpretive displays will graphically depict the 300-year history of the site and the Inn and will provide information about the Grist Mill and the Martha-Mary Chapel. Four site maps will orient the visitor better to the extent of the historic site. Site maps will visually integrate the site easily for the visitor and will help the visitor delineate exactly what elements make up the Wayside Inn Historic District.</li> </ul>
<ul style="list-style-type: none"> <li>• Protect, preserve, enhance, restore and/or rehabilitate town-owned properties, features or resources of historical significance;</li> </ul>	<ul style="list-style-type: none"> <li>• While the WI is not a town property, it was placed into a non-profit trust with the goal of preserving public access in perpetuity. The Inn property is significant in adding to the historic character of the town.</li> </ul>
<ul style="list-style-type: none"> <li>• Protect, preserve, enhance, restore and/or rehabilitate the historical function of a property or site;</li> </ul>	<ul style="list-style-type: none"> <li>• Site improvements are necessary to preserve the historic pastoral nature of the landscape. Interpretive signage is necessary to teach visitors about the historic mission of the site.</li> </ul>
<ul style="list-style-type: none"> <li>• Project is within a Sudbury Historic District, on a State or National Historic Register, or eligible for placement on such registers, or on the Sudbury Historic Properties Survey;</li> </ul>	<ul style="list-style-type: none"> <li>• Wayside Inn Historic District designated a Local Historic District (3/21/1967); a Massachusetts Historic Landmark (6/9/1970); and a National Register District (4/23/1973).</li> </ul>
<ul style="list-style-type: none"> <li>• Project demonstrates a public benefit; and</li> </ul>	<ul style="list-style-type: none"> <li>• The WI property provides the general public with the equivalent of a town park: it provides walking, picnicking, and other public use opportunities. One of the two primary goals of the signage is public safety (the other is historic interpretation).</li> </ul>
<ul style="list-style-type: none"> <li>• Project demonstrates the ability to provide permanent protection for maintaining the historic resource; and in the case of proposals on private property, the proposal and/or proponent have demonstrated additional protective measures and have met additional criteria, as may be imposed by the Community Preservation Committee, to ensure the continued permanent protection of the historic resource.</li> </ul>	<ul style="list-style-type: none"> <li>• The Inn will act in accordance with the suggestions of historic preservation specialists. The nonprofit status of the Inn property and its designation as an Historic District work to assure the Inn's permanent protection as an historic resource.</li> </ul>

## STATEMENT OF NEED

Longfellow's Wayside Inn, a nationally significant historic property, is a vital community resource for Sudbury that attracts visitors from all over the world. This proposal addresses key site orientation and visitor safety issues that will positively impact all users of the property, including the large number of Sudbury residents and families who use the site for recreational purposes.

The 2005 Wayside Inn Master Plan identified the following landscape-related problems that this proposal directly addresses:

- Lack of cohesion between the different distinctive landscape zones, resulting in a disjointed experience of the site;
- Unsafe pedestrian access to and circulation in all parts of the site; and
- Speeding cars and high traffic volume through the site.

The master planning team also identified important goals for developing better historic interpretation of the site, including enhanced visitor orientation, more succinct and effective site interpretation through better orientation exhibits, and wayside signage.

The development of an external signage and graphic system will address these needs in order to better orient the visitor and emphasize the Wayside Inn property as an integrated contiguous campus. The signage plan developed by Roll, Barresi and Associates includes permanent building identification signage, way-finding and directional signage, interpretive displays, and site orientation maps. The plan calls for 57 signs to be designed, produced, and placed throughout the property. Signage includes major site identification signs to be placed on Route 20 and at the Wayside Inn Road entrances to the property, identification signs for each building, vehicle and pedestrian directional signs, four interpretive displays featuring historic interpretation of the site, four map displays which will be placed strategically throughout the site, and parking signs (see attached *Proposal for Graphic Design Services*). Proposed signage is straightforward, elegant, readable, and appropriate to the historic character of the property.

Roll, Barresi and Associates is a well-known and very well-respected graphics design firm specializing in graphic design for identity, orientation, interpretation, and communication. Information is enclosed that attests to their credentials in developing signage for other nationally significant historic sites.

As you will see from Jon Roll's proposal, the professional costs to develop, produce, and place signage throughout the site is \$160,000. Project costs include \$40,000 for design, mechanical art, working drawings and specifications; \$10,000 for construction supervision; and \$110,000 for sign production and placement. The project will take approximately six months to complete.

While the Inn has been successfully self-sufficient since the 1960s, we simply do not generate enough extra revenue to cover these costs. We are requesting \$160,000 in Community Preservation funds for successful implementation of this plan.

We are optimistic that the Town will share our commitment to preserving the Wayside Inn property, as generations before us have done.

## ATTACHMENTS

1. Proposal for Graphic Design Services: Roll, Barresi and Associates
2. Representative pages from the Sign Program Design submitted by Jon Roll in September 2006
3. Information from Jon Roll about similar projects in local communities



## Roll • Barresi & Associates

48 Dunster Street  
Cambridge, Massachusetts 02138  
www.rollbarresi.com  
617-868-5430  
Fax 617-497-9603

*Chris Roll*  
Jon Roll, Principal  
Andrew Barresi, Principal  
Denise Lugar, Associate  
Anna Farrington, Associate  
Whitney Perkins, Associate

Frederick M. Pryor, Chairman  
Board of Trustees  
Longfellow's Wayside Inn  
76 Wayside Inn Road  
Sudbury, MA 01776

July 12, 2007

Re: Longfellow's Wayside Inn: Sign Program  
Proposal for Graphic Design Services

### Construction Documents

#### *Final Design*

We will meet with the Owner and Halvorson Design to review the Design Development Drawings and to finalize the design and location of all items.

#### *Mechanical Art*

*Collection 507*  
Interpretive Displays - We will prepare final artwork for the four interpretive displays, based on images and text provided by the Owner. It will be the responsibility of the Owner to provide the images as well as the text for the narrative and for the captions. We can edit and copy-fit the text as required.

Map - We will prepare final artwork for the site map which will be developed from the base map provided by Halvorson Design. We will work with the Owner to finalize the text and map key.

#### *Working Drawings and Specifications*

We will then prepare working drawings and specifications for the fabrication and installation of the following sign types:

1. Vehicular - Rt. 20 Sign
2. Vehicular - Welcome Sign
3. Vehicular - Directional
4. Wayside Inn Building ID
5. Major Building ID
6. Minor Building ID
7. Pedestrian Directional
8. Interpretive Display
9. Map Display
10. Parking/ Regulatory
11. Parking Space Sign

This documentation will include the following:

- a. Sign Schedule keying each sign message to a site location, sign face and structural detail.
- b. Sign Location Plans indicating the location of each sign on site.
- c. Layouts of each sign face detailing lettering, spacing, color, symbols and materials.
- d. Drawings and specifications for each sign structure, including illumination.

*Graphic Design for Identity, Orientation, Interpretation and Communication*

We will make a final review of the Contract Documents with the Landscape Architect and Owner.

We will help coordinate approvals with local authorities. We will prepare a list of recommended manufacturers and will assist in the bidding process.

Time: 8 weeks  
Fees: \$40,000  
Expenses: \$ 6,000

**Construction Supervision**

Upon selection of a contractor and commencement of fabrication, we will make a walk-through of the site with the Sign Contractor, GC, Owner and Architect. We will review shop drawings and production samples to insure correct typography, color, materials and workmanship. We will review work in the fabricators' shops and will make site visits during installation.

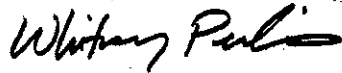
Proofs of the Interpretive Displays and Map will be submitted to the Owner for review and approval.

At the completion of installation, we will prepare a punch list of all signing deficiencies to insure the proper completion of all work.

Time: 4 months  
Fees: \$10,000  
Expenses: \$ 1,500

Please contact me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Whitney Perkins". The signature is fluid and cursive, with a long horizontal stroke at the end.

Whitney Perkins  
Associate

**Longfellow's Wayside Inn**  
**Signage - Budget Estimate**

Sign type	Description	Unit Cost	Qty.	Total
1	Vehicular - Rt. 20 Sign	\$ 5,000	1	\$ 5,000
2	Vehicular - Welcome Sign	4,000	2	8,000
3	Vehicular - Directional	4,000	1	4,000
4	Wayside Inn Building ID	4,500	1	4,500
5	Major Building ID	4,000	4	16,000
6	Minor Building ID	1,000	5	5,000
7	Pedestrian Directional	1,000	4	4,000
8	Interpretive Display	4,500	4	18,000
9	Map Display	4,500	4	18,000
10	Parking/ Regulatory	500	15	7,500
11	Parking Space Sign	350	15	5,250
				95,250
		Contingency		14,750
				-
		<b>Total</b>		<b>\$ 110,000</b>



*Longfellow's*  
WAYSIDE INN

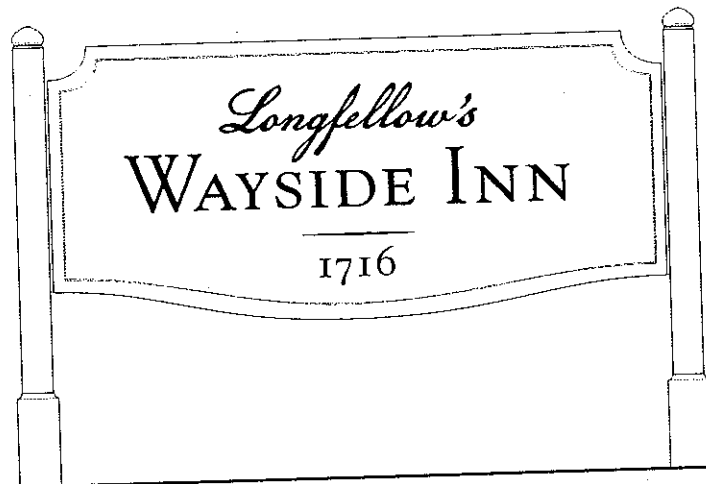
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SIGN PROGRAM  
DESIGN DEVELOPMENT  
SEPTEMBER 2006

ROLL • BARRESI & ASSOCIATES  
48 DUNSTER STREET  
CAMBRIDGE, MASSACHUSETTS 02138

LONGFELLOW'S WAYSIDE INN

VEHICULAR - RT. 20 SIGN



LONGFELLOW'S WAYSIDE INN

VEHICULAR - WELCOME SIGN



