

**TOWN OF WAYLAND - TOWN CLERK'S OFFICE  
MEETING MINUTES OF TOWN BOARDS/COMMITTEES/COMMISSIONS**

**Posted in accordance with the provisions of the Open Meeting Law**

**Economic Development Committee**

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Meeting Minutes of Friday October 13, 2023

Meeting was called to order at 8:35 am at Wayland Town Building.

Members in attendance:

In person: Rebecca Stanizzi (Chair)

Virtual: Nick Zafiropoulos, Dan Crossman, Jesse Lopez

Absent: Brad Young, Emily Kaplan

Also in attendance: Robert Hummel (Town Planner, in person), remainder via zoom: Michael McCall (Town Manager, partial), Ron DeSimone (Town Center property manager from National Development, for public comment), Gala Lianna (Town Center asset manager at Zurich, for public comment), Chris (moderator)

(1) Public Comment	Action Items
<p>Ron DeSimone and Gala Lianna attended to update on Town Center and talk about potential Business District/planning. Ron is the new property manager at National Development (prior National PM retired) since April:</p> <ul style="list-style-type: none"><li>• Ron is main point of contact for operations on daily basis</li><li>• Chocolate Therapy looking to open by end Oct (space next to BTone Fitness)</li><li>• Optometrist opening soon, leasing activity “very good”, only 4-5 more spaces still available</li></ul> <p>Gala (at Zurich for last 3 years) updated:</p> <ul style="list-style-type: none"><li>• Gala is key point of contact for leasing, with Summit (broker)</li><li>• Elissa Ave Shared Streets furniture: Gala/team reviewed old grant plan by Sarkis to close &amp; furnish Elissa Avenue (i.e. area where string lights currently installed overhead). Some fixtures not avail; Gala working with an architect for revised plan. Trying to make aesthetics look good and work for the tenants; adjusting plan according to budget. Will get consensus plan to Town. Robert noted needs to done (ordered) by end of the year due to funding – deadline!</li></ul>	<p>Becky to follow up with Gala for furniture plan * Time sensitive for year-end.</p>

<ul style="list-style-type: none"> <li>• Might need Planning Board (PB) approval for final layout/install (similar to outdoor restaurant seating) - TBD</li> </ul> <p>Business District – Jesse initially discussed earlier with Ron re: Town Center tenants:</p> <ul style="list-style-type: none"> <li>• Goal to increase communication, collaboration – events, info, ads, etc.</li> <li>• To start, would like to create volunteer forum. Jesse noted all Rt 20 businesses reached to out so far are interested.</li> <li>• Any way Zurich/National can help disseminate info? <ul style="list-style-type: none"> <li>○ Zurich works with a marketing agency on a limited basis (L2L – firm helps with holiday stroll, maintain website).</li> <li>○ Is there an existing Town Center chat room? Not really at Zurich, only a tenant issue page they think? Zurich will ask Lindsay at L2L if a “room” exists, if not how easiest to accomplish</li> </ul> </li> </ul> <p><u>Other Public Comment:</u></p> <p>Michael McCall (9:12) noted the recent fire at Liberty Pizza plaza and subsequent Town outreach. Given damage to entire center structure, the entire building must be demolished.</p> <p>Town has been talking with Dino Mikolopolous (owner), and Liberty Pizza owner (Sam Maksimous). Sam looking to do food truck asap as interim to keep business going, church has offered their parking lot. State agencies have reached out to assist where they can.</p> <p>Becky/Jesse connected Sam with the gas station owner on the corner – possible permanent new space? Potential fun retro station retail use; owner interested.</p> <p>[Jesse noted that dry cleaner has moved over and is operating at 39 West Plain, across street, next to CVS]</p>	<p>Future follow-up with PB</p> <p>EDC to send a blurb to Zurich and they can include in a flyer to ask for contact info; also can advertise on Instagram page and webpage, that EDC/group is available and wants to connect.</p> <p>EDC to reach out for conclusion on L2L and Town Center chat room</p> <p>Michael to share contact info for Dino (owner), EDC can reach out to find out thoughts on rebuild.</p> <p>Becky/Jesse to continue to outreach with Liberty Pizza/gas station to encourage, and assist where needed</p>
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<b>(2) Approve Meeting Minutes from Meeting Minutes from July 21, 2023 and September 8, 2023</b>
Sept meeting minutes. Jesse motion to approve. Dan second. Approve 4-0
July meeting minutes. Dan motion to approve. Jesse second. Approve 4-0

### Agenda Items for Discussion

Topic	Update	Actions
<b>(3) Wayland Center/Route 20 Master Planning &amp; Improvements</b>		
a) BETA curb cut plan & potential funding sources – follow-up with Tom Holder, DPW	Work in progress, initial plan pending from BETA. Consider curb cut design monies at spring Town Meeting (TM), to complete design and get on TIP funding request list.	Await plan from Tom Holder; review upon receipt. Look ahead to Town Meeting ( TM) for engineering funds (approx. \$400k) – EDC to assist DPW if helpful.

b) BETA Route 20 Master Plan – next public forum, next steps by Planning Board?	<p>Robert: Funding identified; bills paid; BETA back on board, finally. Anette, Tom Holder, Robert and Randy &amp; David from BETA met as working group to kick off and talk next steps &amp; content.</p> <p>Tentative public forum perhaps Dec. 5 or 12<sup>th</sup>? (May be too much going on with MBTA Communities? Perhaps Jan/Feb better? TBD)</p> <p>Goal of final master plan in February-ish, or 3-4 months after public forum(s).</p> <p>May require some combining of properties for best result – Robert suggested perhaps create some zoning bonuses to incent them to do so? TBD</p>	
(4) MBTA Communities requirements 2024		
a) Planning Board efforts update	<p>PB met Tuesday night. PB still proceeding with original plan with Mainstone as the primary MBTA district for now, but reviewing many other potential options, shown at meeting.</p> <p>Mixed Use is a new concept, now allowed but still unclear. Use requires approval by state, may not be able to get approval in time prior to TM? But could make sense for parts of Rt 20 Center, West Rt 20, perhaps Cochituate 27/30. TBD.</p> <p>[PB member Jen Steel is ConComm agent in Newton and Newton's zoning is due end 2023 (Wayland due end 2024); city Mixed Use language might be useful? TBD]</p> <p>Perhaps run two parallel tracks for TM – try Mixed Use track because it makes sense in certain areas; also have parallel track not reliant on Mixed Use just in case? TBD</p> <p>TM article(s) must be complete by Jan. 15</p> <p>For locations: What do we include on Route 20 Wayland Center? Town Center, between Rt 20 &amp; Bike Path, Whole Foods Plaza? (Town Center and between Rt 20 &amp; Bike Path most logical; perhaps prior Whole Foods Plaza waits for Rt 20 plan evolution? TBD) Public forum needed in Oct/Nov. Impt to get the word out to encourage people to attend.</p> <p>Suggested PB update Select Board.</p>	EDC to continue reviewing proposed locations, potentially assist with public forum in Nov/Dec.

(5) Business Improvement District or Collective Business Efforts		
a) Explore viability of collective/association for Route 20 corridor (possibly Cochituate as well)	<p>Jesse – talked to Anne Brensley (EDC Select Board liaison). Had some ideas. Maybe create a Facebook (FB) communities group.</p> <ul style="list-style-type: none"> <li>• Potential public page for info? And public ideas?</li> <li>• Potential private page for business users to interface creatively? And/or possibly offer monthly zoom session for info updates? Chat page would need to be moderated; however may be more accessible vs attending a meeting, so people can patch in when and how they can, given busy schedules.</li> </ul>	<p>Nick and Jesse to meet to discuss next steps in communications platform, esp with Anne.</p> <p>Nick/Jesse – emails to Zurich (see Public Comment)</p>
b) Rules/protocols for Town Green events by Wayland residents/businesses, to spur activity	b) For music festival, noted that drainage in center part of park is very poor and needs help. Hopefully COA/CC comes in under budget to potentially have some funds available to fix; if not, Town Meeting request?	Becky to continue to pursue rules this winter in advance of next spring; also to ask about funding for drainage issues
(6) New Potential Businesses to Wayland		
a) Town center vacancies & shared streets grant; RT 20 vacancies	a) Potential tenants at Town Center – see Public Comment. No update on old BofA building – Brad absent	Brad to follow up with potential coffee vendors, tenants, options?
b) Beer garden – 2023 pop-ups at Town Center, plan ahead for 2024 set locations	b) Beer garden in works for next summer – see above Public Comment section	Becky to pursue with Zurich to get street plan and review with brewery (see Public Comment)
c) Self-storage proposed in Cochituate (193 Commonwealth)	<p>c) Becky discussed topic with Planning Board Tues night 10/10 to see if there was support/bandwidth to sponsor or co-sponsor a zoning article at Town Meeting (TM). Chair and Town Planner not huge fans, however all four other PB members in support of concept. Overall PB has huge task ahead with MBTA Communities article(s), and does not have bandwidth to sponsor article, but ok to review as part of process.</p> <p>Next step to talk with Select Board and figure out how best to pursue, either Arts Wayland, EDC, Select Board or some combo to sponsor Town Meeting article. Design continues to be worked out. Public outreach pending with surrounding neighborhoods to get feedback to Arts Wayland idea.</p>	<p>Continue outreach to neighborhood with Arts Wayland.</p> <p>Meet with Select Board in November to discuss if/how article to be pursued for spring TM. TM Articles due by Jan 15.</p>

d) Main & Plain gas station opposite CVS	<p>d) See above – see if retro gas station rehab is good fit for Liberty Pizza</p> <p>Jesse noted that existing gas station owner was interested in past to acquiring Liberty Pizza plaza to rework entire block – find out if Dino (owner) is interested to sell? Or vice versa?</p>	Becky/Jesse to continue to reach out to Liberty and to gas station owner
<b>(7) Brief Wayland Updates</b>		
a) Affordable Housing / 40B Safe Harbor – 212 Cochituate, St. Ann's update, Mahoney's	<p>a) No update on 212 Cochituate – sits with Select Board, our SB liaison not in attendance to update, but Tom Fay noted recently that they were aiming to get 212 back on SB agenda.</p> <p>St. Ann's is waiting for Board of Health on septic and then expecting to go to Conservation Commission (ConComm) Nov/Dec.</p> <p>Mahoney's, still at ConComm, no update from Robert otherwise.</p>	

**(8) Confirm next meeting, typically second Friday each month: November 17, 2023**

Confirmed for November 17

**(9) Adjourn**

Dan motioned to adjourn. Jesse seconded. Approved 4-0 to adjourn at 9:25am

Minutes respectfully submitted by Nick Zafiropoulos.