

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
Meeting Minutes of February 11, 2022

Becky Stanizzi called meeting to order 8:38am

Becky Stanizzi, Brad Young and Nick Zafiroopoulos (joined 8:45) present in person at Town Hall, Dan Crossman, Jesse Lopez, Sarkis Sarkisian joined via Zoom. Emily Kaplan absent.

*[*Minutes follow items in order on agenda and not necessarily in order chronologically as discussed]*

1) Public Comment: None.

2) Approve Meeting Minutes from January 14, 2022

Brad motioned to approve meeting minutes, Dan seconded, approved unanimously by roll call.

Announcements

- EDC looking for new member
- Meeting Governance Guidelines circulated to members prior to meeting, highlights discussed briefly

3) Town Connections

- a) Communications / information for residents
 - Goal to catch up with Acting Town Administrator (ATA) on topic in next 30-60 days once his schedule allows
- b) Working with other committees
 - i) Affordable Housing - Opportunity at 212 Cochituate Rd
 - 212 Cochituate (abandoned property recently foreclosed on by the town for sizable tax lien) was discussed at recent BOS meeting with Susan Weinstein of the Housing Trust, potentially to be utilized for affordable housing. Could be affordable site, or could be sold to generate funds for affordable housing (or other town use).
 - Becky suggested since the town doesn't have unlimited funds to build affordable housing, and doing projects at both prospective Launcher Way/Oxbow and 212 Cochituate would be expensive, that perhaps 212 be prepared for sale as permitted land.

Given the lessons at River's Edge, permitted land is worth more than unpermitted land; we as the town can determine desired density vs value; increased permitted value accrues to the Town; and the privately built property adds to our tax base. Two recommended ways to permit and convey:

- Permit the site for highest market value, either subdivision or cluster, in design approved by town (PB/DRB/ZBA - TBD), coordinating with abutters. The land can then be put to bid by RFP to private builders and significant sale proceeds could be directed for use at Launcher Way, e.g.
- Or, the site could be permitted to include on-site affordable. Design/density to be approved by PB/DRB/ZBA, coordinated with abutters. Then the site could be put out to bid, with the "bid" as the number of affordable units, or the level of affordability, provided – perhaps 30-50% affordable units, or a deeper level of

affordability – such that the land price is \$0. This maximizes the affordable housing benefit to the town at the site, and at little or no cost to the town.

Either one maximizes value to the Town in affordable housing created, with no construction or management risk on site at 212, and adds to the tax base with some or all market units.

Motion made by Brad for Becky to write recommendation at direction of EDC for the above to Housing Trust, Housing Partnership and BOS, Nick seconded, approved unanimously by roll call vote 4-0 (Jesse deemed to abstain by phone, no answer, perhaps technical difficulties).

- c) Streamlining town functions for businesses – new business outreach

Dan and Becky met with Ed Eglitis from Bagel Table to discuss his challenges with opening Bagel Table. Primarily issues with building inspection timeliness and landlord/costs. Other business owner interviews to be held and findings to be compiled for overall feedback.

4) River's Edge

- a) Construction update: Ongoing. Gas company still installing new line in Rt 20.
- b) Grand opening celebration: Original idea was May 26, now potentially early June so that indoor tours can be held based on May 31 first building occupancy. Date TBD.
- c) Project guidance for other towns to permit town-owned land
White paper, to show road map of how Wayland did it, in progress, w goal to finish by time River's Edge / Oxbow opens

5) Wayland Businesses

- a) Hudson – Nick presented powerpoint on Hudson revitalization (see attached for summary) for context to upcoming Route 20 master planning
Hudson won award as Best Main Street in America 2021
Historic downtown previously tired, many retail spots empty, now full & bustling
Hudson Business Association (HBA) started in 2008
Question of whether Wayland/Rt 20 could/should have a “business district” to encourage shared costs associated with advertising, improvements, etc?
Nick to reach out to HBA, perhaps with Dave [Larson at JointVentures], prior head of Wayland Business Association (defunct for 4-5 years)

Other road similar to Route 20 corridor: Highland/Needham Street corridor (Highland Ave Needham & Needham Street in Newton) – currently being rebuilt by MA DOT with sidewalks, crosswalks, revised curb cuts, bike lane (power lines still above ground)
- b) Restaurants (permanent) outdoor seating zoning article & expedited process
 - Planning Board approved Town Meeting article for new zoning with site plan approval
 - Public hearing for article scheduled next Tues – Brad and Becky to attend
- i) Food trucks & beer gardens
 - Not discussed

6) Cochrasset

- a) 70-74 Main Street historic façade renovation – Update
Owner waiting for septic to get done in January; wife and daughter have long-haul COVID, also limiting his ability to proceed now. Timeline TBD this spring
- b) Main Street/West Plain intersection improvement – Gas station update
Pumps and sign removed. Tanks removed. Per site LSP, reportable levels of contamination was found, cleanup ongoing.

No word yet from property owner whether any transaction pending – Jesse to reach out – to find out whether they’ve found a new user or whether we should continue contemplating (manager did not contact prior potential tenant that Jesse recommended)

7) Route 20

a) Wayland Village (prior Whole Foods) plaza outreach

Considering a “friendly 40B” multifamily project, to be presented in Feb to BOS – no date set yet. Sarkis noted due diligence crews have been on site with soils testing

b) Route 20 Wayland Center planning

i) MAPC Study: Redevelopment of obsolete strip malls [Rethinking the Retail Strip \(arcgis.com\)](https://arcgis.com)
Potentially relevant to Wayland Village discussion. Focuses on larger more urban areas like Woburn, but relevant in smaller towns as well to convert underused strip malls to housing.

ii) MA DOT paving plan design including sidewalks - pending
Design funds approved; can start moving – Acting Town Administrator (ACA) to release? Becky to reach out to BOS/ACA again. Urgent given potential upcoming paving by the state.

iii) Overall Route 20 master plan study
Per direction of BOS, on hold until after Town Meeting

iv) Commercial property owner outreach
On hold pending master plan.

c) Town Center –

i) Shared Streets – Elissa Avenue street furniture
Still coordinating with Town Center landlord, ideally will deal directly with restaurants for outdoor seating, answer due back.
New round of state funding announced – we can’t apply without getting this project done first

ii) Community/Senior Center
Rights to municipal pad resolved with Twenty Wayland (prior owner), property transition in process. Town Meeting article being prepared, whether ready now or potentially in the fall. Goal to stay within existing building footprint of the empty day care building.

d) Route 20 South Landfill Visioning Committee update - No update

e) Branding/Wayfinding committee update
Will recirculate draft survey – once interim ATA up to speed, perhaps can restart efforts

f) Bike Path advocacy
Larry Kieman reaching out to a few people to see if they are interested in helping, and how, for bike path stewardship – feedback due back
Historic Commission, Library and others interested in having signage, interpretive etc.

g) Lee Farm proposed farm stand renovation
Barn is up. Farm stand itself in process of renovation.
Becky and Emily reached out to Northbridge to coordinate; zoom meeting pending

Across the street, the new restaurant in prior Primebar space still not open yet – little movement?
Reach out to Sarkis to get contact info, find out status, when they’re opening, if we can help.

Next meeting Friday, March 11, 2022 at 8:30am

Brad motioned to adjourn, Nick seconded; unanimously approved by roll call vote

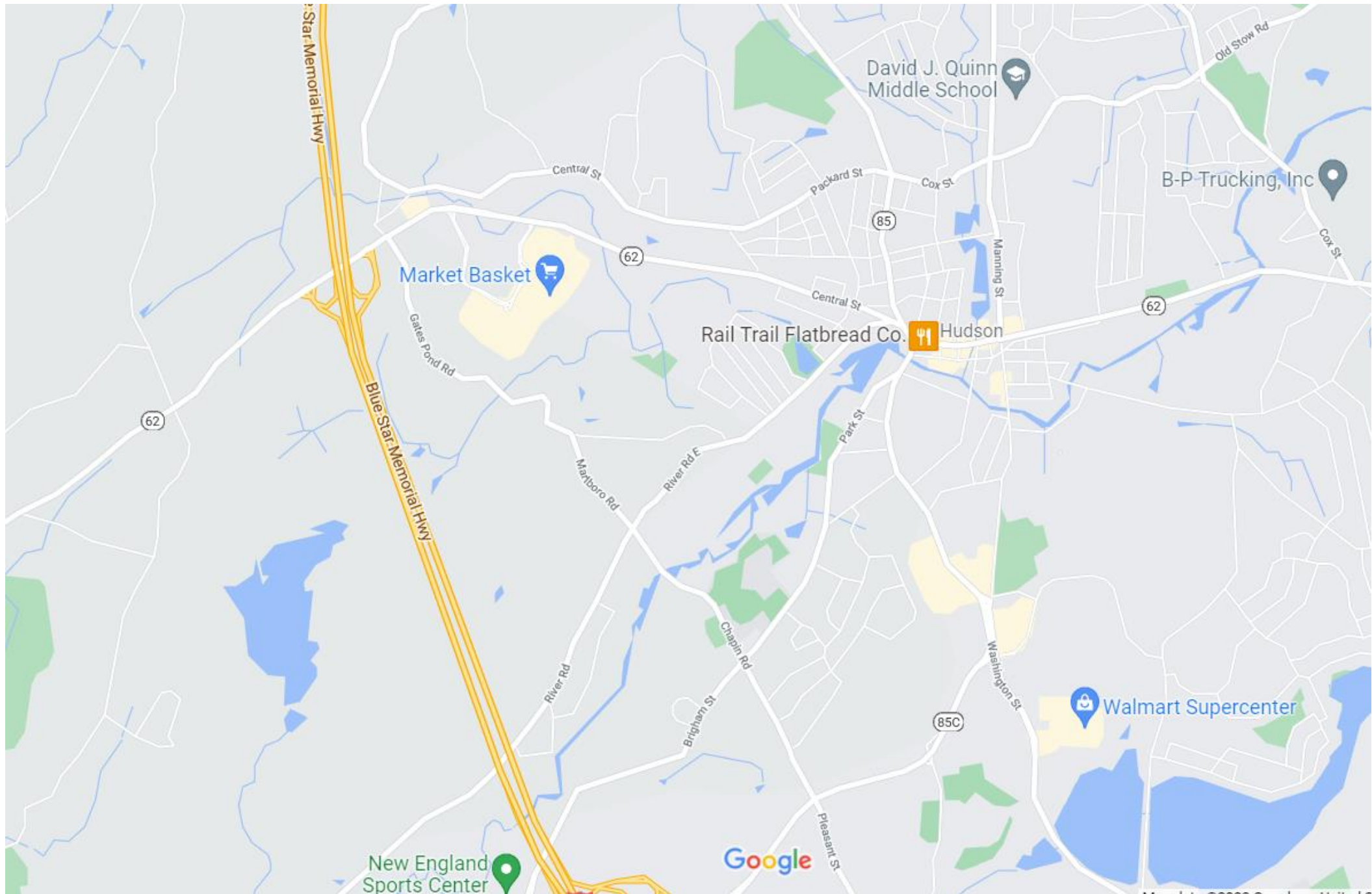
Adjourned at 9:35am

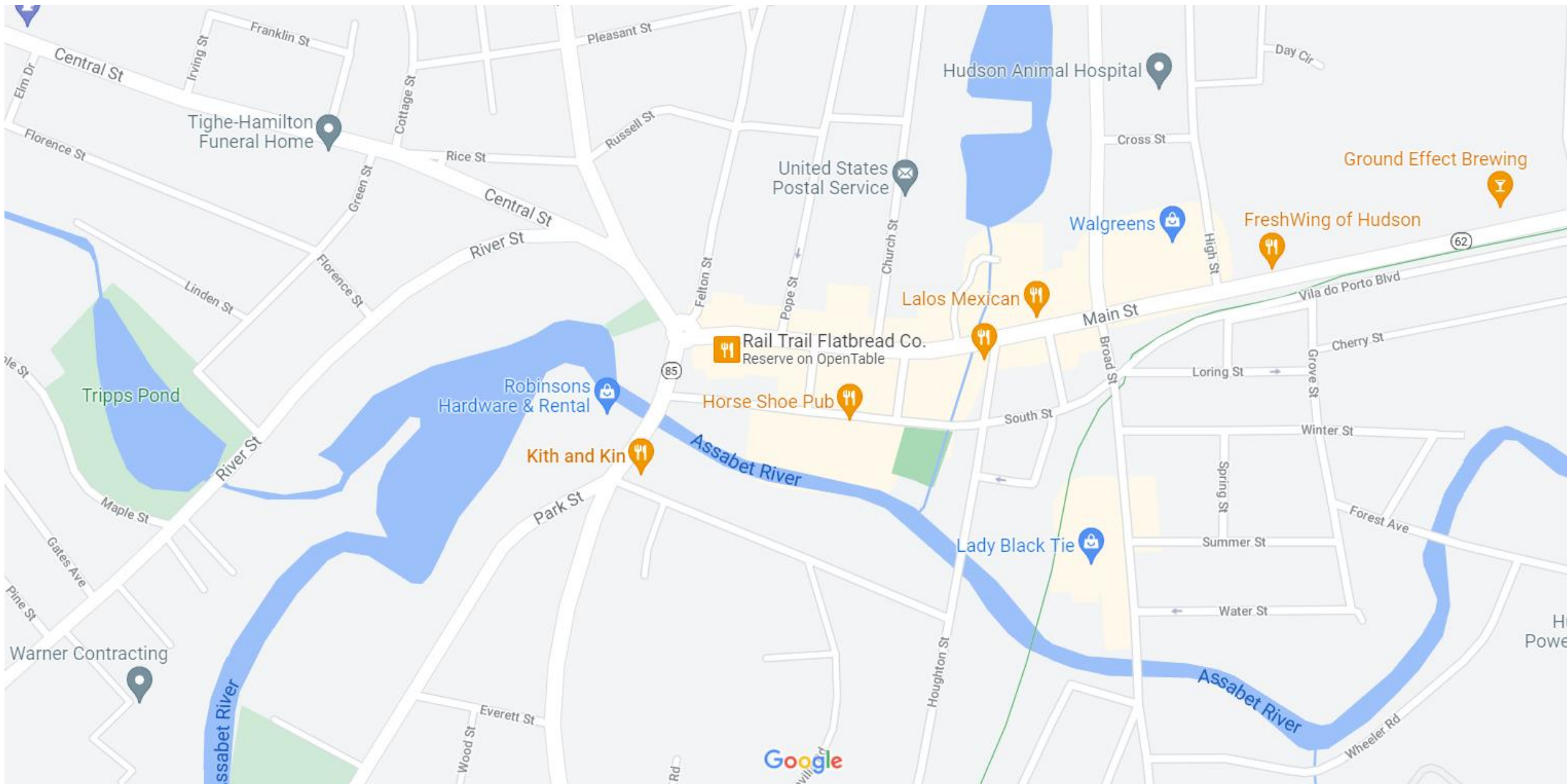
Respectfully submitted by Becky Stanizzi

Observations of Downtown Hudson

Prepared for distribution at Wayland Economic Development
Committee meeting on February 11, 2022

Nick Zafiropoulos





Entering downtown district



Historical storefronts



Historical town buildings, curb cuts, sidewalks



Anchor restaurant, rotary, riverfront, historical landmarks, monuments



Hudson, MA Wins 2021 Best Main Street in America Contest



Hudson earns title of ‘Best Main Street in America’ beating out more than 200 other locations in nationwide competition

by: michael bonner

hudson won the [sixth annual america’s main street contest](#), which began in september and announced a winner monday. the town of about 20,000 people directly north of marlborough emerged as the winner among more than 200 entrants nationwide.

the nod as america’s best main street comes with a prize of \$25,000, which the town said use to expand the cultural footprint of downtown hudson and fund the growth of the community.

hudson has evolved over the last decade into a hub of restaurants, breweries and retail options.

Noted visuals driving westbound on Main St through downtown

- Hardened power lines when entering downtown district
- Decorative street lights
- Curb cuts and sidewalks fit historical style of downtown
- Filled storefronts
- Mix of restaurants, cafes, boutiques, banks, small businesses

Hudson Business Association

Hudson Business Association

HOME COMMITTEE MEMBERS MEETINGS EVENTS NEWS & PUBLICITY CONTACT US



The Hudson Business Association provides a platform to inform, engage and connect local businesses.

COMMUNITY LINKS
BUSINESS ASSISTANCE
NEW BUSINESSES IN TOWN
MEMBERSHIP APPLICATION

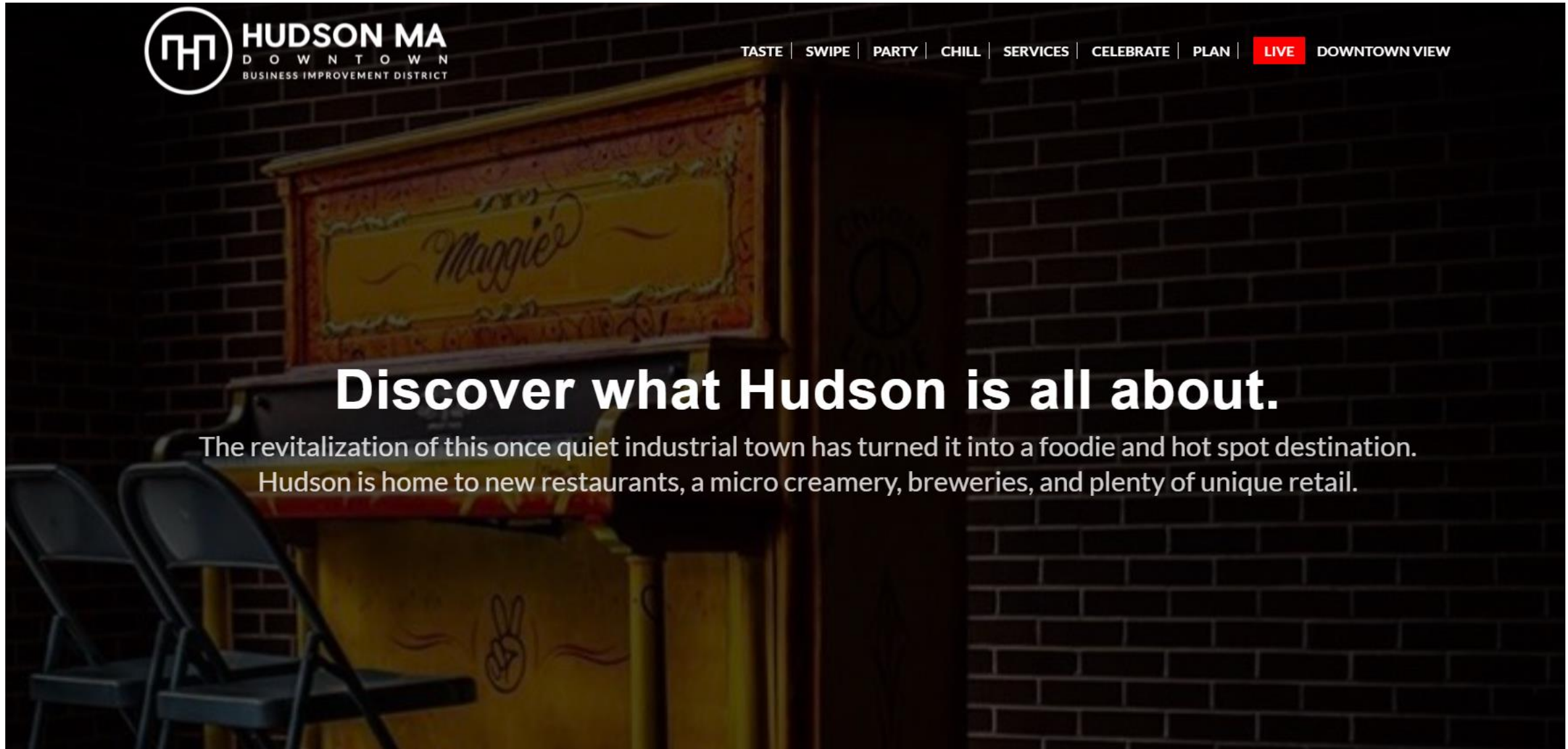
Downtown Revitalization Committee

In February 2008, a group of local business people and government officials began meeting to consider how it could assist the downtown in expanding economic opportunities. Filling vacant storefronts, increasing foot traffic, improving the area's aesthetic appearance, marketing existing businesses, and promoting cultural resources downtown are among the group's primary short-term objectives. Long term, the organization hopes to be able to serve as a resource for existing and prospective businesses to aid in professional development, business retention and expansion.

The Association welcomes participation from anyone wishing to join the group and we encourage partnering with other entities that share common objectives.

Please contact us at info@hudsonbusinessassociation.com for more information.

discoverhudson.org



TASTE | SWIPE | PARTY | CHILL | SERVICES | CELEBRATE | PLAN | **LIVE** | DOWNTOWN VIEW

Discover what Hudson is all about.

The revitalization of this once quiet industrial town has turned it into a foodie and hot spot destination. Hudson is home to new restaurants, a micro creamery, breweries, and plenty of unique retail.

Highland Ave. in Newton

- <https://www.northlandnewtondevelopment.com/>
- Complete streets makeover:
 - <https://mass.streetsblog.org/2020/10/01/a-suburban-strip-in-newton-and-needham-is-getting-a-complete-streets-makeover/>
- Needham-Newton Corridor Project (by MassDOT):
 - <https://www.mass.gov/doc/needham-newton-pim-presentation-09302020/download>

