



Town of Wayland Massachusetts

Economic Development Committee Meeting Minutes of October 11, 2019

Attending members: Rebecca Stanizzi (Chair); Sharon Burke; Kevin FitzPatrick; Jon Hyatt; Ryan Scott; William Steinberg

Also in attendance were Selectman Doug Levine, Town Administrator Louise Miller, Town Planner Sarkis Sarkisian, and general public Carol Plumb.

The Meeting was called to order at 8:02 AM.

1. Public Comment – None

2. Meeting Minutes Sept 13 - Bill Steinberg moved to approve minutes as amended; Becky Stanizzi seconded, Approved 5-0.

3. Rivers Edge. Revised plans were submitted yesterday by developer. Plan is to withdraw current app w ZBA, resubmit plans today with additional units per Town recommendation (28 additional units, for a total of 218). With these units the Town will surpass 10% affordability including Mahoney's site as currently approved by ZBA (but in mediation, so final count TBD).

Planning Board meeting 11/5, then ZBA hearing for 11/12. Zoning Board can approve variances to River's Edge Housing Overlay District, per town counsel.

Steinberg: Observed market is getting later in cycle, recession a possibility, timing important to get done, estimated revenue in excess of \$600k/year to town.

Sarkisian: 40B Safe harbor based on Mahoney's units ends in January – only one year, not two, from date of approval since no building permit has been pulled yet. If River's Edge is approved, Town will have 2 years and possibly up to 4 years of safe harbor status (given 50/units/year meets Town's housing plan approved by state) from unfriendly 40B's.

4. Route 20

a) Branding/wayfinding grant committee update:

First two meetings occurred, Becky Stanizzi attended on behalf of EDC. Meetings primarily showed what have other towns done, review of many case studies.

Brainstorming for Wayland began in latter half of second meeting; e.g. identify one word (then two words) that come to mind when thinking of Wayland. EDC

brainstormed list similar to branding group list: historic, excellence, water-filled, bucolic, preservation, open space, education, conservation, historic, green; passionate citizens, New England, family friendly, community oriented. Building symbols brainstormed, again, similar to branding group list: First Parish church, library, Wayland Depot, Mellen office, canoe, Mainstone, foliage.

Signage may be able to be paid in part or full by the state, example grants to other towns ranged from \$80k to \$200k. Wayland to pursue after design process.

Follow up meeting, with preliminary designer thoughts based on initial meetings and Wayland feedback, slated for Dec 5. Other EDC members interested to attend; attendees TBD.

b) Paving & Sidewalks.

Paving for Rt 20 will probably not happen until 2021. Sarkis has begun pursuing Complete Streets state program for \$400k which provides 5 year plan to BoW to help fund streets, sidewalks, curbs. Prior Rt 20 sidewalk plans are being reviewed and updated as necessary. (Note intent is to connect Rivers Edge to Town Center via Rail trail/bike path – river crossing review already underway. Buildout of path itself is held up by Sudbury lawsuit with Nat Grid)

Related to Rt 20: Sarkis notes state bid for school bus parking (state lot just over Sudbury border on Rt 20) delayed to October 17th. Commercial parking is valuable in this area. Wayland needs about an acre for bus parking (21 buses & driver cars)

c&d) Water line & wastewater. Louise: water line construction continuing to go well; wastewater planning, update of permit still in process, so no new news. What is the cost of tying into wastewater in Wayland as opposed to other towns? Bill asked – info to be researched.

Louise has asked to add item on agenda for next month: Review/discussion of conservation committee & board of public health draft regulations – she will be requesting EDC to review. Info to follow next month.

5. Memo to BOS follow-up re: coordinating across committees

Memo has been received by BOS; Doug Levine notes will be discussed on next BOS agenda

a) Town building renovation vs. reuse study. Louise has asked town counsel per Steinberg request to review deed(s) for Town building, will take about six months given backlog of other legal tasks.

b) Recreation and school parcels. Not discussed specifically; feedback to overall memo needed from BOS.

6. Cochituate

a) 70-74 Main Street – meeting pending with Municipal Housing Trust to discuss potential affordable housing angle

b) 130 Main visioning – overlay still being considered; likely not by time of spring town meeting, too soon

7. Town Center & Former Whole Foods Plaza

Discussed perception by some in town that focus is not on Town Center, which appears struggling. [Notably, however, center is \pm 80% leased – it's just prominent areas that are empty] Sharon Burke discussed update for Town Center/ Wayland Village
New Wayland Town Center website is pending

a) Leasing Progress

- **Arts Wayland** – Nancy Boyle wrote to Zurich (property owner) asking for longer term free rent arrangement (currently terminable on less than 30 days notice); answer pending.
ArtsWayland is getting a grant from Middlesex Bank for \$10k for social media part time help.
Discussed potential business plan/model which may generate at least minimal rents for Zurich (owner) for the 4000 sf space – boost attendance, marketing, events hosting – possibly co-working to generate activity/revenue. Jon Hyatt and Becky Stanizzi to meet with Nancy Boyle. Discussed to hold upcoming EDC meeting at ArtsWayland space (Nancy not available Nov 8, perhaps Dec 13)
- Golf simulator opening end of month; received full liquor license.
- Sperry's sold to new ownership
- Nail salon wants to expand
- MedPost closed
- Dermatologist/skin specialist clinic reportedly coming in Petco space

b) Municipal Pad & Senior/Community Center update

Town looking beyond Town Center site for now, given impasse with prior Town Center developer; RFP for Senior/Community Center to be released soon, BOS looking for purchase or lease location.

c) Fresh Market space update if any

No update. Beautiful Nails closed on Rt.20

8. Eat Local – Bill Steinberg to get meals tax data from Brian Keveny

9. Grants/awards from State government

EDC to look into getting on Massworks email blast list, any others if available

Bill Steinberg made motion to adjourn; Becky Stanizzi seconded; Meeting adjourned 9:27 am.
Minutes respectfully submitted by Sharon Burke.