



# Town of Wayland Massachusetts

## **Economic Development Committee**

Rebecca Stanizzi (Chair)

Sharon Burke

Kevin FitzPatrick

Jon Hyatt

Seth Roman

Ryan Scott

William Steinberg

## Economic Development Committee Meeting Minutes of December 13, 2019

The Meeting as called to order at 8:08 AM. Members in attendance: Rebecca Stanizzi, Sharon Burke, Ryan Scott, Kevin FitzPatrick (arrived at 8:40 AM) and Bill Steinberg. Also attending was Town Planner Sarkis Sarkisian, and Selectman Doug Levine. Members of the public in attendance were Grant Kristofek, Phil Kling, Peace Nguyen, Sarah Hubbell and Nancy Boyle. The meeting was held at the Wayland Arts facility located at the Wayland Town Center, and hosted by its Director, Nancy Boyle.

**Public Comment** – Phil Kling noted that the Town Center property would be on the agenda for the meeting and wanted to participate in that discussion. He was not originally in favor of the project when it was proposed, as he felt that it was too large. Peace Nguyen is the founder of the Wayland Bulletin and came to the meeting to observe.

**Meeting Minutes** – Mr. Steinberg suggested that the approval of meeting minutes be moved to the end of the meeting, given that we have a number of guests who would not be interested in that topic. The Committee agreed to that agenda change.

**Wayland Arts @ The W Gallery** – Nancy Boyle gave a brief history of Wayland Arts. It is a non-profit organization that has been active in Wayland for 35 years. The space has been made available to Wayland Arts on a short-term basis (open ended lease, 30 days notice termination) by the landlord, at no cost. The space displays artwork and all of that work is for sale.

Wayland Arts' inability to pay rent, due to a lack of income, makes their occupancy tenuous. Nancy would like to find new leaders to help run Wayland Arts. She feels that they need new ideas to help them create income that will allow them to commit to a somewhat permanent home. They do host some events at which guests make donations to the organization. One such event was a recent jazz event, which they hope to repeat in the next several weeks.

The Committee discussed various types of events that Wayland Arts might try to hold in order to raise funds. There was also a brief discussion of making this a workspace for people who would pay a monthly fee to work from the space (similar to a "We Work" type of space). EDC suggested that two of its members, Jon Hyatt and Becky Stanizzi, would continue to follow-up with Wayland Arts to try to assist in their efforts to raise funds and find a permanent home. One such possibility is to meet with Kathryn Manes, the Town's Recreation Director, to look into holding Recreation events at the space with the prospect of raising funds at those events. They will also look into advertising opportunities. Sarkis will discuss with the Landlord whether there is a way to make Wayland Arts a more permanent tenant at Town Center, and try to get Zurich on the phone for our next meeting (not able to join by phone today). Finally, Nancy asked that people visit the Wayland Arts website: @waylandArts.com.

**Town Center** – It was recently announced that Panera Bread Company is closing upon December 17, 2019. A new tenant, some form of café, is expected to be announced soon. XGolf Wayland tenant has opened and was reported to have been busy thus far.

There was a general discussion of the lease-up difficulties that Town Center has had. Mr. Kling once again noted that it is possibly a project that is too large for this location. There was also a discussion of the general issues that retail is having in America, in large measure due to online shopping and the fact that retailers who are not service providers, which includes restaurants, hair and nail salons, workout facilities, etc., are having difficulties in shopping centers everywhere.

There was a discussion that perhaps the Town might consider making some zoning changes that might allow more office and medical office uses at the property, which could help it to lease-up. There was also an acknowledgement that the property is hampered by limitations with the sewer infrastructure and perhaps EDC needs to look more closely at how that might be improved. It was also pointed out that this property was supposed to have a municipal presence, and that has not occurred to date due to lack of the municipal pad being released by the prior owner. A municipal facility would increase the number of visitors to the overall project, which would be attractive to retailers.

Finally, there was a brief discussion of how the open spaces at the property might be improved to create more activity for Wayland residents, which could also increase overall traffic to the property. The ability to have food trucks was discussed for

such events. The Board of Health currently restricts their use, and EDC might want to look into the possibility of making their use more viable. Sarkis is pursuing regulations info from Julia Junghanns (BOH).

The Committee briefly noted that the subleasing of the Fresh Market space at the Wayland Village shopping center is still not proceeding, despite sublease marketing efforts.

**River's Edge** – On behalf of the Town, Mr. Sarkisian has applied to Mass Development for a soil readiness grant of \$500K, which would reimburse some of the developer's cost for the soil clean-up (where the value would then accrue to the Town). The Town anticipates feedback on its application in January 2020.

**Route 20 Wastewater** – Branding/wayfinding grant committee update: The next meeting on this will occur on 12/17/19 at 11:00AM at the School Committee Conference Room in the Town Building.

**Memo to BOS re: coordinating across committees** – no updates.

**Cochituate** – The 70 – 74 Main Street historic/affordable renovation across from Hannah Williams Playground is a project that the Housing Trust is conceptually interested in partially funding, however they are keeping their “powder dry” for time being for Oxbow/Launcher Way, which should surface this spring. Since more information is needed before an article for Town Meeting can be developed, and outreach to CPC is also pending, this information will continue being pursued as the Housing Trust awaits Oxbow timeline.

Sarkis reported that the proposed 12-unit 40B project on School Street was approved by the ZBA.

**Eat Local** – It was reported that this program, which is a meal tax for the Town of Wayland from Wayland restaurants, has been providing revenue to the Town that has averaged approximately \$240,000/annum since it was instituted in 2014.

**Other** – Mr. Sarkisian reported on the potential housing development on Oxbow/Launcher Way. An environmental assessment of the parcel is underway. There could be a request for proposal put out by the second quarter of 2020.

**Meeting Minutes** – to be reviewed at the next meeting.

**Next Meeting** – The next meeting of the Economic Development Committee will take place on January 10, 2020.

The Committee voted to adjourn the meeting at 9:37 AM.