



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 January 10, 2019

The meeting was called to order at 8:03 AM.

Members in attendance: Rebecca Stanizzi, Sharon Burke, Jon Hyatt, Seth Roman, Ryan Scott (dropped off meeting minutes but needed to leave due to conflict), and Bill Steinberg. Absent: Kevin FitzPatrick

Also attending was Town Planner Sarkis Sarkisian, Selectman Doug Levine and Town Administrator Louise Miller.

Members of the public in attendance were Nancy Boyle (Arts Wayland), John Evangelista, Doug Alongi, Jon Weintraub (arrived 9:02).

1) Public Comment. Given guest interest in Fresh Market and Town Center, these topics were discussed first. Meeting minutes review agreed to be postponed to end of meeting.

4b) Fresh Market/Wayland Village leasing update. Doug Alongi reported that he reached out to Fresh Market, connected with CEO's office and wanted to get backstory prior to any conversation. EDC provided detail: Long term 15-year lease signed by Fresh Market, currently paying rent, but they elected not to set up operations based on overall corporate planning. Fresh Market is owned by Apollo, a private equity firm (acquired in 2016, roughly about the same time the lease was signed).

Sarkis spoke to Fresh Market VP in the past, the lease is the highest rent in their portfolio. They expanded too fast, and ultimately did not want to open here. Their stores in south/east do well; Northeast not as strong performers. NH and Hingham locations appear to be doing ok. Wayland decision not to open reportedly has nothing to do with Whole Foods in Sudbury or Waltham or otherwise; rather an overall strategy to consolidate across the country. Sarkis' VP contact no longer there. Mary DiPaolo, new business agent, is not returning calls.

Subleasing agent is Summit, same broker as Town Center. Difficult to lease market space since size is challenging, too big for most uses, too small for others; in turn, other spaces are difficult to lease without a market anchor. Sarkis and Bill Steinberg have reached out to many types of users. Trader Joes not interested – not enough traffic. Russo's, MacKinnons – no. Entertainment – brewery, bowling – tough to locate there based on space size, and lack of

market depth. Russell's not interested in moving farmers market. Summit has asked if market space can be subdivided, this would likely take zoning change, but Town could be motivated?

Per Fresh Market, where is their best store, what are their metrics? How do we pressure them? Will be difficult to get them to open here with all the markets now in the vicinity. Unfortunately with landlord being paid rent by a credit tenant the landlord is not financially motivated to break the lease. To try to effect some change, if we can find or help a potential user, who can put together a business plan and the numbers required, EDC could help champion. Theoretically at some number Fresh Market would contribute to a buyout to get out from under the obligation of the long term lease?

Day care may be an option? Goddards or Bright Horizons – no day care in Wayland Center. 21k sf may be too big? John Evangelista looked at a brewery at Town Center; rents too high. Perhaps could work in conjunction with another user in Fresh Market space?

Suggestion made to do open house with brokers, with small businesses who want to start up.

Doug Alongi will send any draft CEO letter to EDC before sending.

4a) Town Center Leasing. Nancy Boyle noted she had heard that Town Center was on MLS, therefore for sale; Sarkis confirmed Zurich is not trying to sell. Bagel Table is opening in April, not January 15 as reported in media.

Discussed given interest at last EDC meeting with several members of public attending, perhaps a separate meeting might be held to review just Town Center/Fresh Market as sole topic. TBD. If so, could be evening meeting time to accommodate those who can't otherwise make Friday morning meetings (noted last meeting).

3) Wayland Arts @ The W Gallery. Nancy Boyle, head of Wayland Arts, attended as follow-up to Dec meeting. This past month, Nancy met Christine Baldwin of Wayland Recreation, who is interested in having classes at the W Gallery space, an improvement over town spaces. Wayland Arts, which currently has a 30-day tenant-at-will arrangement, needs to have a longer commitment to be able to host these and other users.

Discussed whether ArtsWayland should be brought into Town departments given synergy with Recreation classes? Keep non-profit entity (similar to Friends of Wayland Public Library) to continue with non-profit efforts. To be explored, Louise Miller taking under advisement.

Zurich rep was requested to join by phone, to potentially discuss concept of a long-term lease at a discount for Wayland Arts, as a community driver that could build activity and traffic, however she was not available. Louise and Sarkis to follow up.

In the meantime, Wayland Arts continues with arts and music programming, and is working on its board to improve capabilities in volunteer coordination and fundraising.

4c) Food trucks. Kevin FitzPatrick (absent) has been reviewing food truck and pop-up beer garden regulations with a couple other towns and will have recap for next meeting.

5) River's Edge Update. ZBA voted to approve River's Edge at their December meeting. Next steps, once appeal period expires, affordable units are to be filed with the State to preclude unfriendly 40B's for minimum two years, and BOS can finalize Land Disposition Agreement with the Buyer, Wood Partners.

Sarkis applied for soil readiness \$500k funding from Mass Development; answer pending in Jan/Feb.

6) Route 20

6a) Branding/wayfinding grant committee update. December meeting was postponed due, reschedule time TBA.

6b) Massworks/Complete Streets. Sarkis and Louise met with Massworks to review add-on package to our original \$2.4M grant for water piping, for an additional \$2M+ funds for sidewalks and district improvements. Massworks appears amenable, however would prefer new application, filing timeline is May 2020.

Master plan needed for Route 20 corridor; one of first aspects is to determine wastewater capabilities. Planning Board pursuing planning efforts.

7) Memo to BOS re: coordinating across committees. No update/discussion on memo or town land parcels.

7b) Review Conservation Commission draft regs. ConComm draft regs distributed for EDC review and comment. [Note no Public Works draft regs to review; striking from agenda]

7c) RFP for Community Center. RFP issued, however, probably unlikely to get bids. Need 22,000 sf for community center including meeting rooms (approx. 25-30k sf for town offices, as separate need).

7d) Oxbow/Launcher Way. No update/discussion.

8) Cochituate – 70-74 Main Street. Information requested from property owner; pending.

9) Eat Local – No update/discussion.

Meeting Minutes –

Minutes of Nov 8 meeting reviewed. Motion to approve minutes as amended by Bill Steinberg, second Seth Roman, approved 5-0.

Minutes of Dec 13 meeting reviewed. Motion to approve minutes as amended by Bill Steinberg, second Seth Roman, approved 5-0.

Next Meeting – Second Friday of each month: February 14, 2020.

The Committee voted to adjourn the meeting at 9:48 AM.

Minutes by Rebecca Stanizzi.