

**Town of Wayland
Economic Development Committee
March 9, 2011
Meeting Minutes**

Attendance:

Rebecca Stanizzi
George Uveges
Nick Willard
Sam Potter
Colleen Sheehan
David Watkins

Rebecca Stanizzi called the meeting of the Economic Development Committee (EDC or committee) to order at 7:05 pm in the Town Planner's office and reviewed the following Agenda:

1. EDC 2011 Priorities
 1. Improve existing commercial districts
 1. Route 20 sidewalk improvements
 2. Tree plantings
 3. Adopt-a-Site program
 4. Alternative state, federal and private funding sources
 2. Explore business overlay district
 1. Next steps with Planning Board
 3. Be a resource to encourage *well-planned* development
 1. Review active developments status
 2. Sewer meeting
 4. Explore targeted public/private development of town-owned land parcels to help offset upcoming Town capital improvements costs
 5. Improve "brand identity" of Wayland
2. Outreach
 1. Wayland Business Association
 2. Planning Board
 3. Board of Selectmen
 4. Others
3. New Business

I. Public Comment: None.

II Business

Approve Last Meeting Minutes:

Motion to approve the minutes of March 2, 2010 approved 5-1as amended Colleen Sheehan Abstaining because she did not participate.

Update on projects:

Route 20 sidewalk improvements

Ms. Stanizzi reviewed the Wayland Walks Clean Air and Mobility Application and presentation by her and Mr. Sarkisian. This project has the potential of improving the composition of our Town Center and the business district of the town with a \$100k+ grant from the Boston Region Metropolitan Planning Organization. The plan included sidewalk improvements that if funded, will provide pedestrians a safe passage to travel from Route 27 to Route Center along Route 20 town center corridor. It enabled connections to the bike path, the upcoming Town Center project, environmental improvements and increased commerce by linking the business and commercial district together. A decision is due to be made by March 24.

Tree plantings

The Greening of Wayland to include approximately 30 trees to be planted in the commercial districts as part of DPW's annual plantings. In order to plant trees on private property, approvals will be required by the property owners. Collaboration between the Town and the Private property owners is required in order to meet the first years watering demands of the new plantings. Coordination with DPW is ongoing.

Adopt a Site

Efforts are awaiting pending sidewalks and trees, which, if secured, will help kickstart commercial property improvements, especially in the Route 20 center area. Research is being done with town departments to answer potential questions that may be raised by property owners, such as whether improvements will increase tax assessments; what permitting may be required to add outdoor seating; etc.

Alternative state, federal and private funding sources

Local banks will be approached as part of the Adopt-a-Site program, to secure either donations or micro loans for improvements.

Explore business overlay district & resource to encourage *well-planned* development

There is currently no design review for new projects in Wayland, as a result, owners of properties are challenged by the permitting process. To support well-planned development that supports that character and strategy of the town and also to make for a more predictable approvals process, the concept of a business overlay district is being explored. In the meantime, a voluntary Design Review Board is currently being created by the Planning Board. It is anticipated that the Design Review Board will be in place by June; it is hoped that the Board will begin creating design guidelines, in conjunction with significant community input, within the next year.

Outreach

Mr. Watkins and Ms. Stanizzi will be attending the Wayland Business Association in March.

Ms. Stanizzi will be attending an upcoming Board of Selectmen meeting to update on EDC activities.

Ms. Stanizzi will attend the upcoming Historic District Commission meeting to update on the potential Route 20 sidewalk improvements adjacent to their district.

Finnerty's

There is no news to discuss except that the adjacent plumbing supply property was sold to an unrelated party.

Sewer meeting

Mr. Sarkisian is working to coordinate a meeting with the Natick town administrator.

Rec committee

The rec committee has had meetings and there is nothing to report.

Improve "brand identity" of Wayland

Mr. Watkins provided a presentation of the anticipated goals and activities to better communicate the Town's identity. Additional information will be forthcoming but several "brainstorming" ideas were discussed during the meeting including:

- Utilization of the Wayland E News
- Town Crier
- Metro West and Globe West
- Partnering with the Wayland Business Association
- High School journalism program
- "Welcome to Wayland" booklet as a reference document.

New Business

None.

Open Items

- Research status of Mainstone Farm potential conservation easement appraisal
- Research status of Lee Farm
- Explore targeted public/private development of town-owned land parcels to help offset upcoming Town capital improvements costs
- Need an official email address that will be used by the EDC

Motion to adjourn approved. Meeting adjourned at 9:45 PM.

The next meeting is April 13, 2011

Respectively submitted by: Dave Watkins