FRAMINGHAM
DOWNTOWN
TRANSIT ORIENTED
DEVELOPMENT

November 20, 2014

Agenda

- About Downtown Framingham
- Why Framingham?
- Downtown TOD Opportunity
- Detailed Planning
- Advantages
Downtown Framingham

- **Redefining our economic legacy:**
  - 19th century transit hub
  - 20th century manufacturing, retail center
  - Strong architectural character
    - 2 National Historic Register Districts, HH Richardson RR station dating to 1885

- **Urban amenities:**
  - Main library, post office, banks, performing arts center, art museum and artists community
  - Diversity supporting ethnic restaurants and shops, including a variety of convenience retail

- **Mass Bay Community College:** Building a Downtown campus

- **Open Space:** Close to 57-acre Cushing Park and Farm Pond, with boating, picnicking, walking and biking

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Why Framingham: Access

- Largest Town in New England
- Midpoint between New England’s largest cities: Boston & Worcester
- Busiest MBTA Commuter Rail station between Boston and Worcester
- Major vehicular routes 9, 30, 85, 495, 16, 126, 135, I-90 (MassPike)
Why Framingham:
Strong Economic Foundation

- 2,300 establishments & 45,300 jobs with a $3.3 billion payroll
- Average annual wage of $72,200 (2011), low unemployment
- Highly educated workforce: share with BA/BS, Masters+ leads state & nation
- 41% of Metrowest region employment & 45% of region’s payroll
- World class companies:
  - Growing early stage companies:

Source: MetroWest Economic Research Center

Downtown Framingham
Why Framingham: A Vision For Downtown Transit Oriented Development

Make it Better with a Vision

- Workforce Housing - Young, Skilled Labor Supply connected to regional tech employers
- Mixed Income – Multi Cultural
- Amenities Driven
- Transit Choice and Innovation
- Walkable Urban Context

Opportunity: Market Views

<table>
<thead>
<tr>
<th>Issue</th>
<th>Why hasn’t TOD happened in Framingham?</th>
<th>Recommendations</th>
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</thead>
<tbody>
<tr>
<td>Density</td>
<td>Needed to create critical mass &amp; aggregate parcels</td>
<td>Allow 30+ units/acre</td>
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<td>Consider district-wide requirements instead of per parcel basis</td>
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<td>Increase coverage permitted to 80% maximum</td>
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<td>Streamline approval process</td>
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<td>Parking</td>
<td>Need for less restrictive off-street rules reflecting TOD market</td>
<td>Change parking ratios to 3 spaces per 1,000 gsf for all commercial uses (Retail, Restaurant, and Office)</td>
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<td>Change parking ratios to 1.5 space per unit for all Residential types</td>
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<td>Flexibility</td>
<td>Need flexibility, to allow developers ability to meet market changes</td>
<td>Do not dictate use type</td>
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Detailed Planning
Market Analysis and Development Feasibility
Multi-Modal Transportation Analysis
Zoning and Urban Design

Detailed Planning: Pearl Street Feasibility

Proposed New Building Area ~ Approx. 200,000 GSF
Proposed New Residential Units ~ Approx. 150
Proposed New Surface Parking Spaces ~ Approx. 249
Detailed Planning:
Hollis Court Feasibility

Proposed New Building Area = Approx. 205,000 SF
Proposed New Residential Units = Approx. 157
Proposed New Surface Parking Spaces = Approx. 295

Note: scenario is hypothetical to test and depict the potential scale and character of development. Redevelopment would require private and public actions to implement.

Detailed Planning:
Pearl Street Zoning & Fit

Proposed New Building Area = Approx. 40,000 SF

Note: scenario is hypothetical to test and depict the potential scale and character of development. Redevelopment would require private and public actions to implement.
Detailed Planning:
Hollis Court Zoning & Fit

Note: scenario is hypothetical to test and depict the potential scale and character of development. Redevelopment would require private and public actions to implement.

Timeline

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<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<tbody>
<tr>
<td>7/00 Working Group Meeting - Intro Meeting</td>
<td>7/13th, 8/6th</td>
<td>8/31st, 9/9th</td>
<td>9/16th</td>
<td>10/21st</td>
<td>11/18th</td>
<td>12/6th</td>
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<td>7/01 Focus Group Engagement Meeting - Intro</td>
<td>Week of August 6th</td>
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<td>7/02 Focus Group Meeting - Market Analysis, Commonwealth Ave. Remarks, Existing Zoning/Design</td>
<td>Week of August 13th</td>
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<td>7/03 Focus Group Meeting - Design/Rezoning, Traffic Impact, Multi-Modal Improvements, Zoning Recommendations</td>
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<td>Private Sector Engagement - Pilot Meeting - KED</td>
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<td>Public Forum</td>
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<td>Public Forum</td>
<td>Week of October 6th</td>
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<td>7/00 Working Group Meeting - Final Meeting</td>
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<td>Planning and Zoning Commission Meetings - MAPC and Town</td>
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<td>Spring Town Meeting</td>
<td>April 21st</td>
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Focus Groups:
- Businesses
- Residents

We Are Here
Advantages

Â Quality of life:
Â #38 – CNN/Money Magazine’s 100 Best Places to Live, 2012
Â #4 – movoto.com’s 10 Best Places to Live in New England, 2014

Â Excellent business location:
Â Expedited permitting, defined priority development sites
Â #9 Area Development magazine’s Leading Locations, 2013

Â Commitment to Downtown:
Â Framingham Downtown Renaissance
Â $10MM Concord Street roadway & streetscape improvements

Grow with Us!

More information:
www.ChooseFramingham.com
✓ @ChooseFram

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