

DOWNTOWN FRAMINGHAM

The Great Comeback





How it all started.

(Not so pretty.)

“You want to fix downtown? Drop a bomb on it.”

“Bull doze it over.”

“I don’t give a #%&* about the Main Streets Program.”

“It’ll neeeeeever happen.”



Bet them a cup of coffee.

And start knocking on doors.

Get your basics down. (For me, it was the Main Streets model. I locally designed it.)

I kept true to the basics, never veered.

And I got to know people.



Go to everything.

Because you want everyone to be connected to the downtown.

You want to keep every business.

And you want everyone to feel important.

That's what creates vibrancy – a
Downtown for everyone.



Main Streets model.

The 4 Points of course (promotion, design, organization and economic restructuring).

The Guiding Principles – which ones speak to you.

The biggest ones for me? Incremental, quality – and that change is really hard.



Make a lot of friends.

Take a ton of photos. Make it personal. Give jobs and business a face to remember.

Hit social media hard. Have a logo and paste it everywhere. Squarespace a website.

Orton Family Foundation's Heart & Soul Community Planning. Storytelling gives your vision roots.

Local values. Character. Things worth preserving and protecting.



Mission and goals.

Framingham struggles with its size and identity.
Town or city? “A place with a small town feel.”

Coping with change.

Remembering what’s worked for you in the past.

For me, it was landscaping and the
‘front door concept.’



Promote the development of a viable and diverse economic climate in the central business district.

Engage the community, including new voices, in identifying and describing your downtown or neighborhood's heart and soul.

Ensure that community values are central to all future Downtown planning and development initiatives, and that these unique local values are reflected in planning documents.



Where to start?

Incremental. Start with a project that's small yet visible, and finish it.

Let it reveal your path.

Ask people and don't forget their ideas. Make them work. Make them happen.



Things that people said to me.

I want an event around the Boston Marathon. This town does nothing.

We should do a pop up. That's the silver bullet.

We should have an event on Farm Pond.

Framingham's history is cooler than anybody knows.



Design

Framingham's Front Door.

Public art.

Cleanliness.

Walkability and function. Access for everyone, everywhere, day or night.

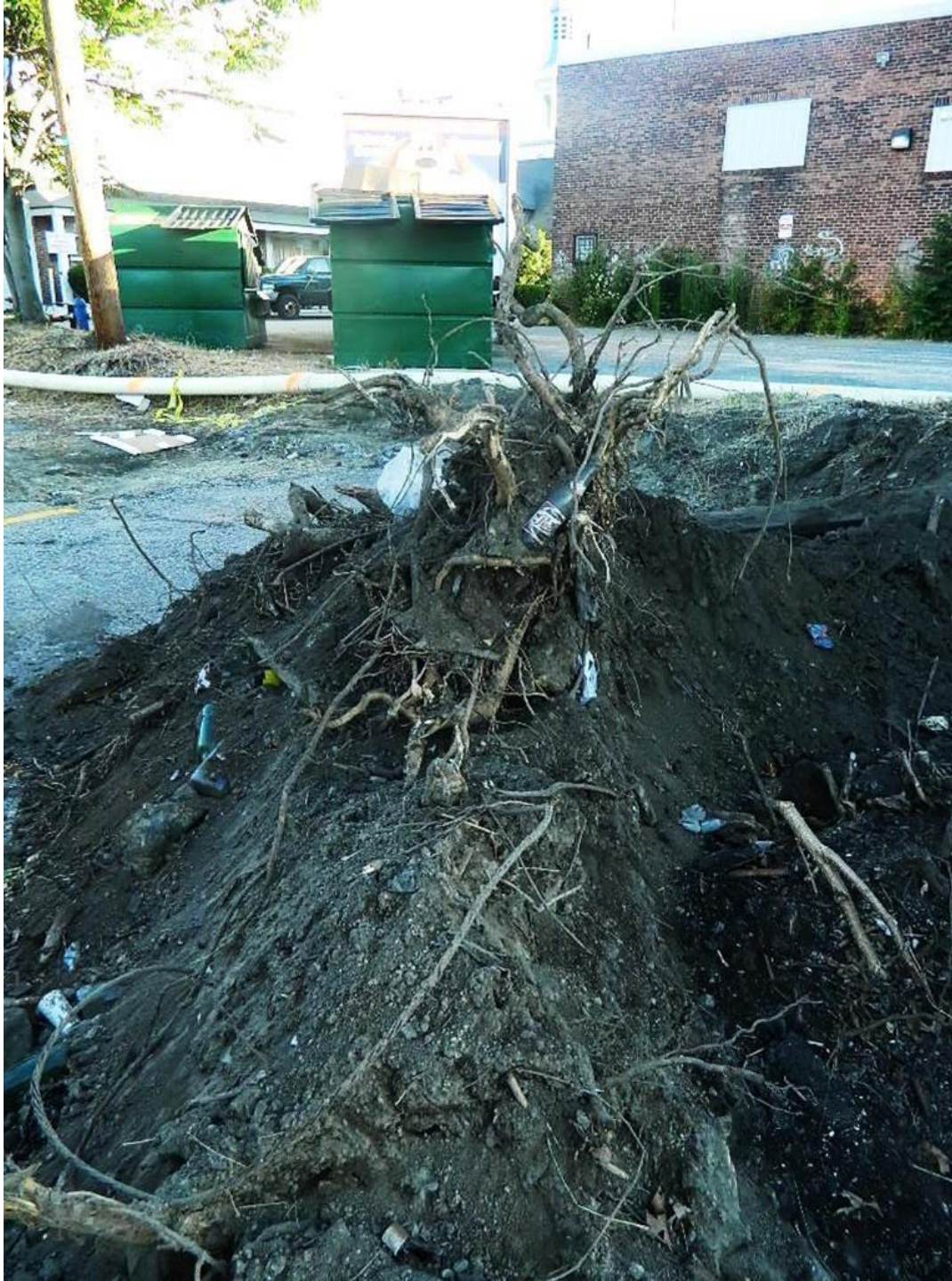
Safety. Lighting. Visibility.













Framingham
DOWNtown
Renaissance









Framingham
Downtown
Renaissance

GOVERNMENT WARNING:
(1) According to the Surgeon General, women should not drink
alcoholic beverages during pregnancy because of the risk of birth
defects. (2) Consumption of alcoholic beverages impairs your ability
to drive a car or operate machinery, and may cause health problems.

CT-DE-IA-MA
ME-NY-OR-VT 5¢
MI 10¢ CA CASH REFUND



Framingham

LAGER

12 fl. oz.

100% Quality Malt • 100% Real Hops • 100% Traditional American Lager

ABV 4.5%

BREWED & BOTTLED BY:
Jack's Abby Brewing
81 Morton Street, Framingham, MA 01702
www.jacksabbybrewing.com
Art by Sorin Bica



6 62425 07142 5

LIMITED EDITION

Help support the "Front Door Framingham Project"
with purchase of this beer. Visit www.fdrms.org/front-door.

WATCH THE MURAL
COME TO LIFE HERE.

SORIN BICA (ARTIST)



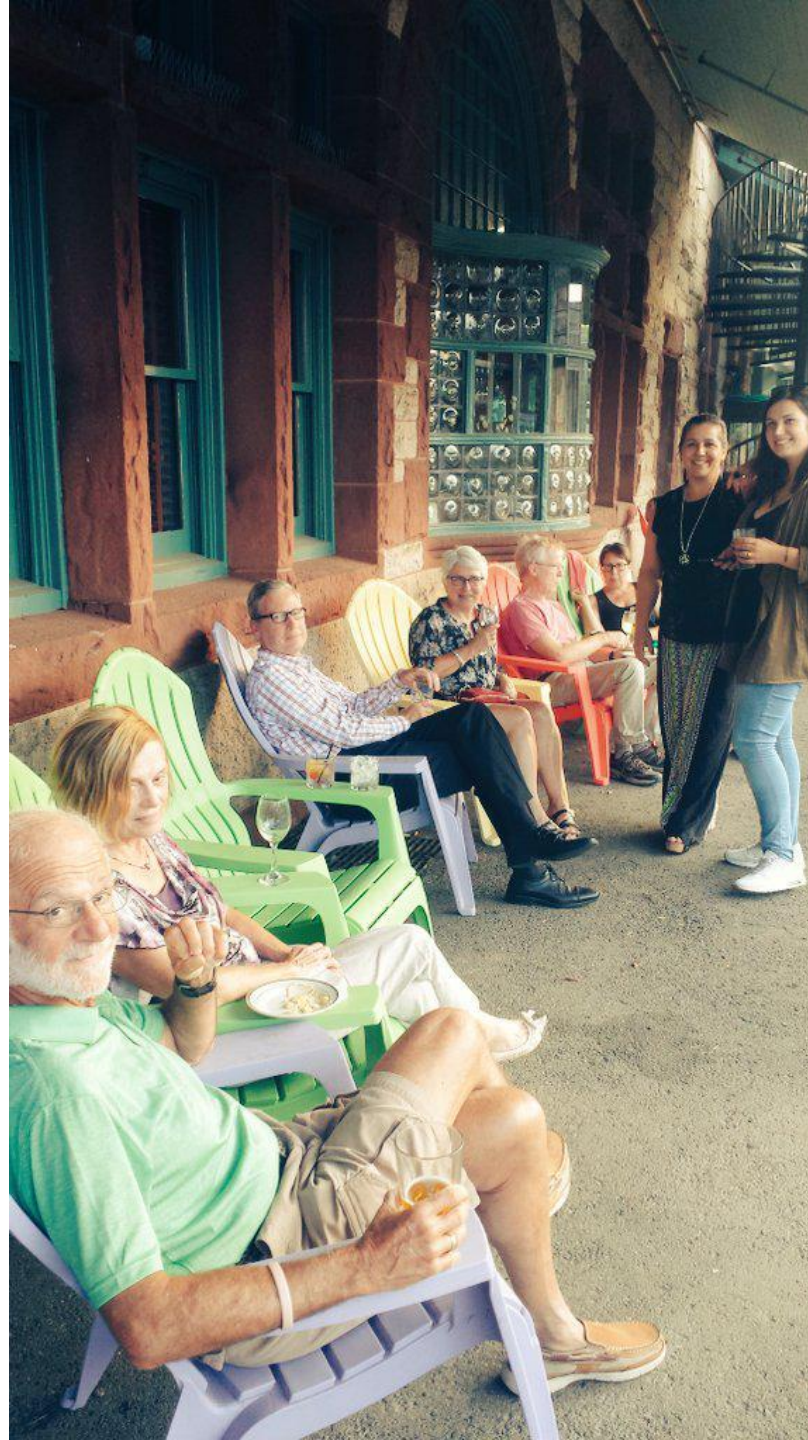
HERE WE GO! (JULY 2015)

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Organization

Make friends. (You can't do it alone.)

Police officers can make great partners and the neighborhood will love it.

The DPW can be your best friend.

MAPC helps you do cool stuff and are full of great ideas.





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Promotion

Fun events are great placemakers and effective marketing.

And they're a lot cheaper than taking an ad out on the front page of the paper.

(You'll be the front page story instead.)















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Economic Restructuring

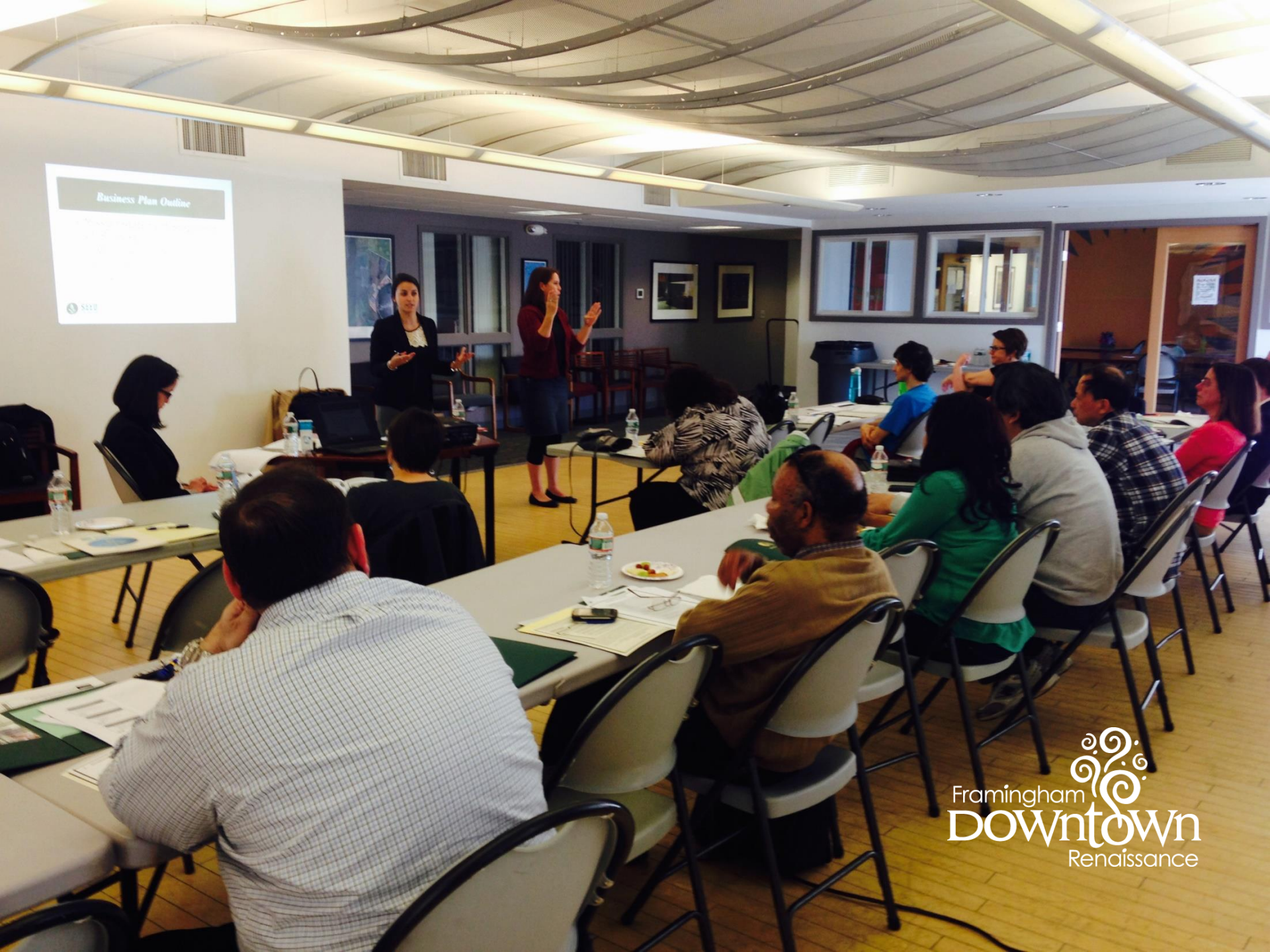
Attracting new business while stabilizing the ones that are already here.

Gentrification happens. So help your small businesses keep up (help them grow).

Partner with banks and microlenders.

Hold free workshops.









When you get overwhelmed.

Get back to the basics.

Your organization is an economic development tool.

Avoid mission creep. Stay focused.

Your work will support a broad range of people and
yes, social services will benefit
(but not if you try to overdo it).



THANK YOU.

Emily Torres-Cullinane

Metropolitan Area Planning Council

South Shore Coalition

Town of Framingham

FDR Partners in Crime

