

# Downtown Framingham and Transit-Oriented Development

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Roundtable Number 3

March 19<sup>th</sup>, 2014

# Welcome & Introductions

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**Robert Halpin**  
Town Manager

# Welcome

- Our panelists

- Pam Goodman, Beacon Communities
- Ed Zuker, Principal, Chestnut Hill Realty
- Marc Levin, Director of Development, Chestnut Hill Realty

- Our organizing team

- Gene Kennedy, Interim Director, Community and Economic Development Division
- Erika Jerram, Senior Planner, Community and Economic Development Division
- Sarah Lewis, Architect/Urban Planner, Fuss & O'Neill
- David Foss, Hydrogeologist/LSP, Fuss & O'Neill

- And you, our attendees

# Previous Discussion

## **“Why hasn’t Transit Oriented Development materialized in Downtown Framingham?”**

- The need for density to create critical mass and justify aggregation of parcels
- The need for less restrictive off street parking reflecting the transit-oriented development market
- The need for flexibility and ability to meet changes in the market

# T.O.D. Focus Areas for Today's Discussion

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Sarah Lewis, *AIA, CNUa, LEED-AP*

Fuss & O'Neill

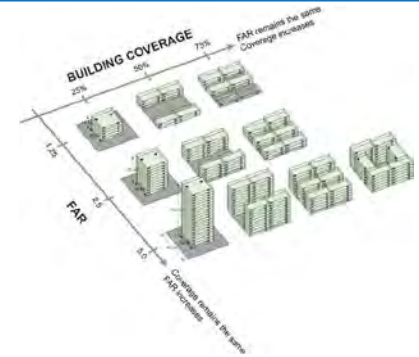
# Possible Assemblage Sites



# Previous Schemes



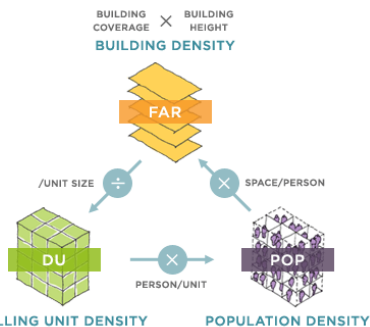
# Density



Small single family and townhomes = approximately 10 dwellings per acre



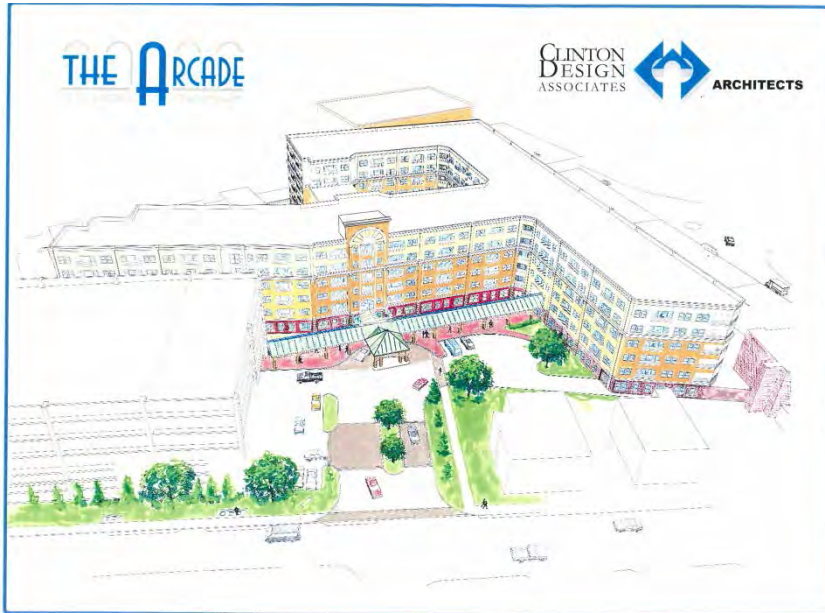
3-story garden apartments = approximately 20 dwellings per acre



5-story mixed-use buildings = approximately 40 dwellings per acre

# The Arcade

# 101 Concord Street



Total Land Area	184,696 sf
	4.24 ac
Density	68 units/acre
	635 sf/du

Program shown:

## Building

Commercial	Office/Retail	50,000 gsf (ground 2nd)
Residential	Multifamily	290 du (floors 1-6)

## Parking

Structured 5 levels	585 spaces/1.3 per unit
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The Arcade at  
Downtown Framingham  
Framingham, MA

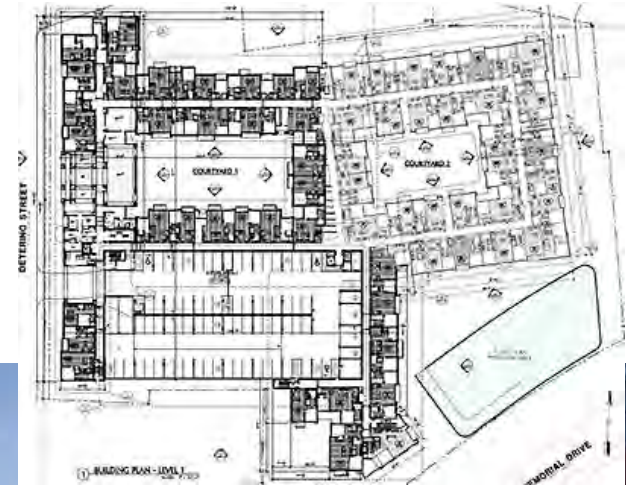
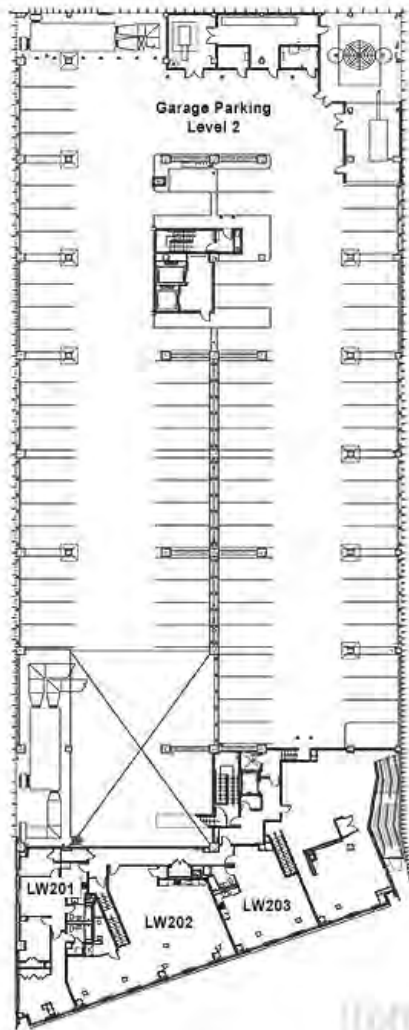
# Recommendations

- Consider district-wide requirements instead of per parcel basis
- Change parking ratios to 3 spaces per 1,000 gsf for all commercial uses (Retail, Restaurant, and Office)
- Change parking ratios to 1.5 space per unit for all Residential types
- Increase coverage permitted to 80% maximum
- Streamline approval process

# “Soft Lofts”



# Apartments Lining Parking Structure



# Phased Development



# Station to Downtown



# South Street Assemblage

Proposed T.O.D. Zoning

Total Land Area 80,138 gsf  
Total Land Area 1.84 ac

Program shown:

## Building S1

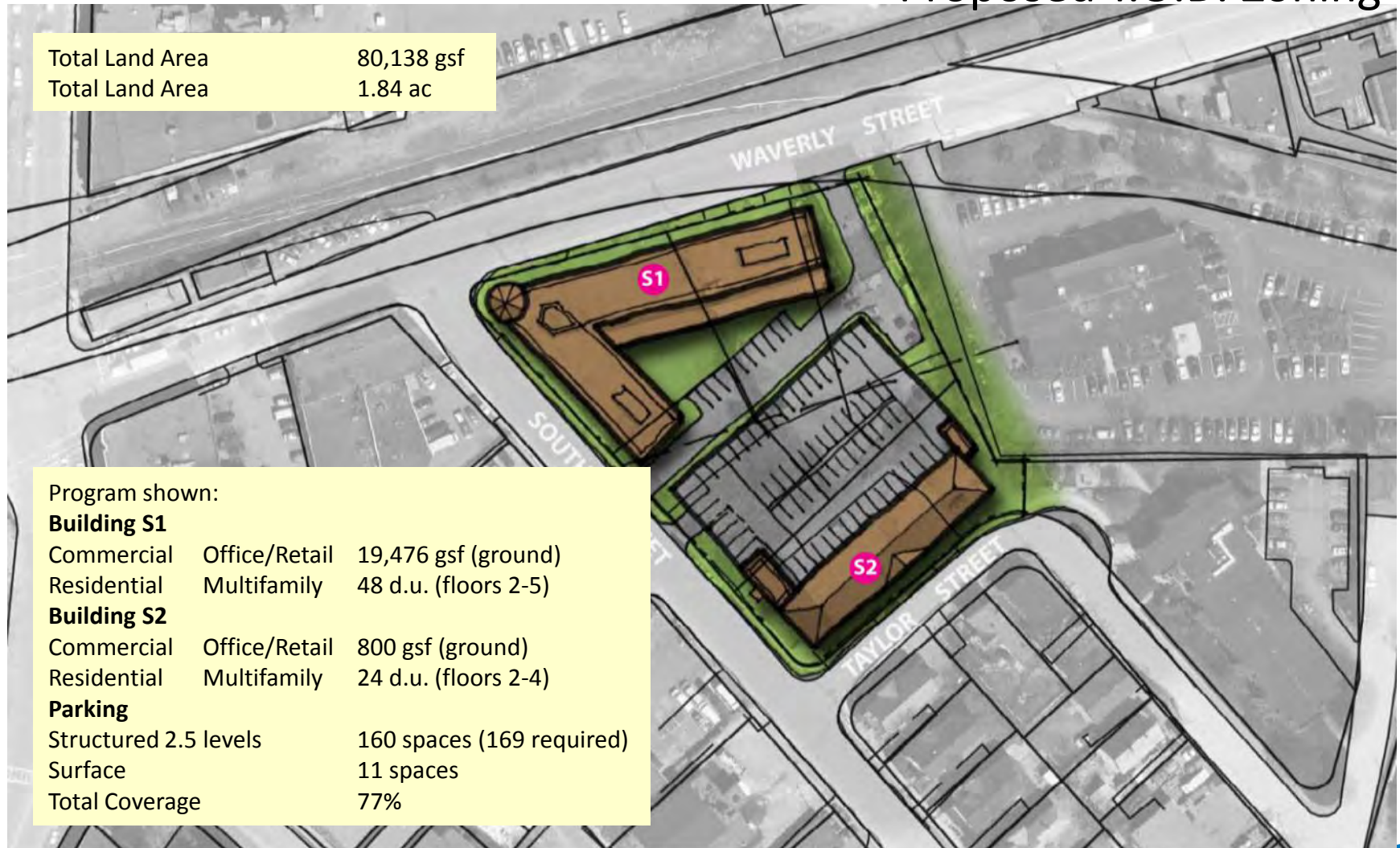
Commercial	Office/Retail	19,476 gsf (ground)
Residential	Multifamily	48 d.u. (floors 2-5)

## Building S2

Commercial	Office/Retail	800 gsf (ground)
Residential	Multifamily	24 d.u. (floors 2-4)

## Parking

Structured 2.5 levels	160 spaces (169 required)
Surface	11 spaces
Total Coverage	77%



# Waverly at South Street



# Waverly at South Street



# Hollis Court Assemblage

## Proposed T.O.D. Zoning

Total Land Area 252,718 gsf  
Total Land Area 5.08 ac

### Program shown:

#### Building HC1

Commercial Office/Retail 13,200 gsf (ground)  
Residential Multifamily 36 d.u. (floors 2-5)

#### Building HC2

Commercial Office/Retail 10,400 gsf (ground)  
Residential Multifamily 32 d.u. (floors 2-5)

#### Building HC3

Residential Multifamily 35 d.u. (5 floors)

#### Building HC4

Residential Multifamily 75 d.u. (5 floors)

#### Building HC5

Commercial Office/Retail 13,200 gsf (ground)  
Residential Multifamily 40 d.u. (floors 2-5)

#### Parking

Structured 4 levels 224 spaces  
Structured 4 levels 256 spaces  
Surface 13 spaces  
Structured 3 levels 129 spaces  
Total Provided 622 spaces including 72 transit spaces  
Total Coverage 77%



# Waverly at Hollis Court



# Waverly at Hollis Court



# Vision Statement

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**Gene Kennedy**

Community and Economic  
Development Division

# Vision Statement Draft

- Optimize land uses by encouraging higher density, transit-oriented development (TOD) in Downtown to take better advantage of existing infrastructure: especially Framingham MBTA commuter rail service from Downtown Framingham to Worcester and Boston and the MWRTA public transit system.
- Support the multi-cultural businesses to strengthen a unique urban experience in Downtown that provides for residents and visitors by encouraging a mix of uses while respecting the character of the historic buildings and urban fabric.
- Promote reinvestment and redevelopment of existing housing stock and create opportunities for new investment to increase housing in Downtown and provide more residential types for a diversity of incomes.
- Provide increased tree canopy, passive open space, and active parks, and enhance linkages to natural resource areas including Farm Pond and Cushing Park.

# Infrastructure

- Optimize land uses by encouraging higher density, transit-oriented development (TOD) in Downtown to take better advantage of existing infrastructure: especially Framingham MBTA commuter rail service from Downtown Framingham to Worcester and Boston and the MWRTA public transit system



# Economic Development

- Support the multi-cultural businesses to strengthen a unique urban experience in Downtown that provides for residents and visitors by encouraging a mix of uses while respecting the character of the historic buildings and urban fabric.



# Housing

- Promote reinvestment and redevelopment of existing housing stock and create opportunities for new investment to increase housing in Downtown and provide more residential types for a diversity of incomes.



# Green Space

- Provide increased tree canopy, passive open space, and active parks, and enhance linkages to natural resource areas, including Farm Pond and Cushing Park, for environmental sustainability and health.



# Vision Implementation Strategy for Downtown

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Eric Halvorsen, *AICP*

Metropolitan Area Planning  
Council (MAPC)

# Panel Discussion

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# Perspectives: Development Community

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- Pam Goodman, Beacon Communities
- Ed Zuker, Principal, Chestnut Hill Realty
- Marc Levin, Director of Development, Chestnut Hill Realty

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# Questions & Discussion

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# Conclusions & Next Steps

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Robert Halpin and  
Sarah Lewis

# Contact Information

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## Town of Framingham

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## Economic Development

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## Brownfields

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## Transit Oriented Development

Sarah Lewis at Fuss & O'Neill – [salewis@fando.com](mailto:salewis@fando.com)