

**DOWNTOWN MARKET ANALYSIS
TRANSIT ORIENTED DEVELOPMENT STUDY
FRAMINGHAM, MA**

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TABLE OF CONTENTS

- A. Overview..... 1**
- B. Summary Findings and Conclusions..... 1**
 - 1. Population..... 2
 - 2. Housing..... 2
 - 3. Downtown Business Inventory 3
- C. Existing Conditions 4**
 - 1. Downtown Business Inventory 4
 - 2. Downtown Investment Activity 5
- D. Housing Indicators 6**
 - 1. Renter Housing..... 6
 - 2. Owner Housing 8
- E. Economic Indicators 10**
 - 1. Labor Force Statistics and Employment Data 10
- F. Retail Gap Analysis 15**
- G. Land Use..... 18**
- H. Appendix..... 19**

A. Overview

The Metropolitan Area Planning Council (MAPC) engaged RKG Associates, Inc. (RKG) to prepare a market analysis and downtown transit-oriented development (TOD) study for the Town of Framingham, Massachusetts in collaboration with Greenman-Pederson and The Cecil Group. For this engagement, RKG retained LDS Consulting Group LLC (LDS) to assist with the demographic analysis and downtown housing and business profiles. The RKG Team evaluated the market for residential and nonresidential real estate development in downtown Framingham, including the demand and supply of multifamily rental and owner-occupied housing as well as retail and office space.¹ Office use includes both ground floor and upper floor space, while retail uses primarily occur at the street level. The specific focus was on evaluating the potential for higher density mixed-use development within the downtown core area (generally defined as within a 5-10 minute walk of the MBTA commuter rail station), consistent with TOD patterns in the greater Boston metropolitan region and in other cities.

B. Summary Findings and Conclusions

The study area for the market analysis consists of concentric circles around the MBTA commuter rail station, as shown in Map 1. The Primary Market Area (PMA) consists of a quarter-mile radius from the station while the Secondary Market Area (SMA) forms a ring from one-quarter to one-half mile and the Tertiary Market Area (TMA) is a larger ring extending from one-half mile to three miles from the train station. The PMA and SMA combined include much of the downtown study area defined by the Town and has been utilized in previous studies. The following sections summarize the RKG Team's findings and conclusions. The demographic and housing research that forms the basis for these recommendations is presented elsewhere in this report, including Appendix A and Appendix B.



Map 1 - Study Area Radii about Downtown Framingham, MA

¹ The market for single-family homes in the downtown core was not analyzed in detail as it is not considered as a viable development option (generally TOD opportunities are associated with denser mixed-use development).

1. Population

Population is driven, in part, by the availability of housing, the ability to pay for housing, and consumer choice. Available historical data show that the PMA/SMA population is not growing, and compared with the TMA, it is generally younger, has a lower level of educational attainment, lower incomes and a higher unemployment rate. The TMA represents a more balanced picture of demographics for Framingham as a whole, and could represent the population that would be drawn to a revitalized downtown TOD location.

The TMA's population is projected to increase by more than 5,000 (from 64,200 to 69,500) from 2010 to 2019. By contrast, only nominal population growth is projected for the PMA and SMA, at 41 and 4 people, respectively.

2. Housing

The PMA and SMA have an older housing stock and a larger percentage of renters than the TMA. Most of downtown's housing consumers are young professionals, and there are few senior consumers. Much of downtown's population growth is occurring in the 25-40 year age cohort, which reflects existing housing conditions and the availability of small rental units at a variety of price points. It may also reflect the desire of younger people to live in a downtown environment, as suggested by some downtown landlords and observed by the consulting team. The TMA is characterized by a preponderance of single family homes, some duplexes and 3-5 unit apartments and a few larger suburban-style apartment complexes.

There has been modest population growth in downtown's senior population yet seniors make up a very small percentage of the total population. This is not the case in the TMA, where seniors make up a larger percentage of the total population and senior population growth is happening at a much faster rate. Most of downtown's population moved into their present home at some point during the past decade. This is not surprising given that 77 percent of downtown's housing is renter occupied, whereas the greater Framingham population occupies detached single-family homes and the older population is essentially aging in place. The PMA/SMA population is also more diverse, racially and culturally, than the population of the town as a whole.

a) Opportunities for Additional Residential Development

Based on the research undertaken by LDS, downtown has needs for all types of housing and at a variety of price points. Given the success of 1 Kendall Street apartments and VTT's multiple projects in the downtown, along with the potential demand from area colleges, there is a particular need for more quality rental stock. There are forty-eight units currently under construction and a stated need of thirty additional units by Framingham State College. In addition, the success of Dennison as high-end rental apartments in a healthy economy and the high-end condominiums at 23 Beech Street suggest that higher-income households from outside the area want to live close to the downtown. While it is difficult to predict how many households will want to live within walking distance to the commuter rail station, all the elements are present in the downtown to attract a transit oriented consumer. Nonetheless, LDS anticipates a need for moderately sized rental developments (20-40 units) with one and two bedroom units and moderately sized condominium developments (8-12 units) in either townhouses or flats.

Detailed information regarding demographics, housing and market conditions in downtown Framingham is found in Appendix A.

3. Downtown Business Inventory

The in-field and supplemental on-line research identified approximately 211 businesses in the downtown within a quarter mile of the train station. These businesses are mostly small-sized, averaging 5 employees each. The most prevalent types of businesses in the downtown area restaurants, hair salons, insurance agencies, law offices, tax preparation centers, money transfer services, banks, convenience stores, travel agencies, furniture and clothing stores, churches/religious organizations, dentists, and social service agencies/organizations. The businesses that employ the highest number of persons are food related such as restaurants, bakeries and small convenience stores. In addition, there are several large social service organizations and one large insurance company in the downtown. Detailed information on businesses in downtown is found in Appendix B.

a) Opportunities for Additional Office Development

Based on historic trends and projected employment gains for Framingham, at nearly 5,800 jobs in selected industry sectors by 2022, the RKG Team projects a town-wide annual demand for 181,000 SF of non-residential building space, mostly in the health care industry sector. Much of this demand could likely be accommodated by existing vacancies in the market, projects under development or increased utilization of existing space. Nonetheless, some demand would be reflected in a desire for new development, particularly for owner-occupants or tenants with specialized needs, such as medical space.

Assuming conservative capture rates (3 percent to 7 percent) of the annual demand for office space indicates an opportunity for additional occupancy of 5,400 SF to 12,700 SF in the downtown TOD study area. The greatest opportunity, as reflected by employment growth, is for finance, insurance and other professional services and health care services, with the latter also reflecting a strong location quotient for Framingham relative to the Metro South/West WIA. Most of the existing downtown commercial space, consisting primarily of older Class B and Class C space, is rented at lease rates averaging \$8 to \$12/SF, which would not typically support speculative development. In RKG's opinion, it is possible that new commercial space may be developed as part of a mixed-use project, partnered with residential development in order to augment construction expenses and would require lease rates at or above prevailing rates.

b) Opportunities for Additional Retail Development

The RKG Team reviewed household spending demand and retail sales within each radii of the downtown TOD study area, resulting in estimates of sales leakage (local demand not being captured by local merchants). The potential recapture of a portion of retail sales leakage could serve to increase the sales of existing merchants in Framingham, possibly by making them aware of missed opportunities requiring a change in merchandising, marketing or operations. Additionally, a potential recapture of sales leakage could also encourage new retail development in order to fill gaps in the retail venues or to capitalize on existing strengths, including additional grocery and restaurant uses.

Assuming sales leakage recapture rates of 3 percent to 7 percent, downtown Framingham could potentially support an additional 11,400 SF to 26,600 SF of retail space, notably for

smaller, niche retail rather than broad based consumer goods. Estimated sales data (obtained from ESRI) for the existing downtown businesses indicates average sales of \$235,000 (legal services); \$150,000 (repair and service shops); \$225,000 (business services); \$80,000 (personal services); \$125,000 (general retail); and \$360,000 (dining and drinking establishments). The RKG Team considers these sales borderline to support new development, but could be supported well within the average rent range (\$8 to \$12/SF), suggesting a need for mixed-use development (as with office) or possible renovations and/or repositioning of existing space.

c) Opportunities for Institutional Development

MassBay Community College is currently seeking anywhere from 2 to 9 acres of land in Framingham for a downtown campus, to include 50,000 SF to 100,000 SF for academic program space and parking (initially) for up to 550 vehicles. Discussions with a representative of MassBay indicated an anticipated growth in student population from the current 1,800 to 2,500. The college is a two-year program. The representative stated that there will be a need for off-campus facilities, such as recreation, dining and entertainment, as the college does not anticipate providing on-site facilities. Although a commuter-oriented institution, it is possible that some students may seek housing in downtown Framingham. Overall, this represents an opportunity for some additional discretionary spending in the downtown.

C. Existing Conditions

This section describes the existing inventory of land use and built space in the downtown Framingham study area as well as current and potential changes to these existing conditions.

1. Downtown Business Inventory

This section describes the findings of a detailed inventory of businesses in downtown Framingham obtained through published secondary data sources and personal verification obtained by staff from the consultant team who walked the streets and visited several buildings and individual businesses.

Based on field work and research, approximately 211 businesses operate within a quarter mile of the train station.² Most are small businesses with about five employees per establishment. The business mix includes restaurants, hair salons, insurance agencies, law offices, tax preparation centers, money transfer services, banks, convenience stores (including a CVS), travel agencies, furniture and clothing stores, churches and other religious organizations, dentists, and social service agencies.

The businesses with the largest number of employees are food service establishments such as restaurants and bakeries, and small convenience stores. In addition, there are several large social service organizations and one large insurance company in the downtown. The owners and employees of these businesses come from diverse backgrounds both in terms of education as well as country of origin. As a result of conversations with business owners and real estate agents, these businesses appear to more than adequately serve the needs of existing residents in downtown Framingham and that downtown Framingham also serves as a retail and service destination for many Brazilian and Hispanic residents that live outside the

² See Appendix B for complete inventory.

downtown. The ranges of service oriented businesses immediately around the train station are a benefit to future housing growth in the downtown.

2. Downtown Investment Activity

One measure of how a downtown economy is doing is with regard to whether it is attracting investment by the private sector in real estate. New construction puts money into the local economy to pay for goods and services as well as to the Town in the form of building permit fees and property taxes. In addition, it shows that developers, bankers and investors have confidence in the local economy because they are investing with an expectation that they will have a return on their investment (i.e., there are consumers/businesses willing and able to occupy developments upon completion). Downtown investment can be measured by examining building permit activity. LDS researched building permit activity in the Primary Market Area for residential permits and commercial permits. The fees are based on estimated construction costs by the contractor. Both residential and commercial building permit activity has increased over the past 2¾ years as illustrated in the follow:

a) Residential

Twenty-four two bedroom residential rental apartment units are to be built at 35-43 Frederick Street by VTT, six of which are already built and occupied. LDS did not include the estimated \$499,000 costs for renovation of interior vestibule at 7 Bishop Street by the Salvation Army and SMOC because it was so much higher than the average permit and it would have significantly skewed the average. SMOC will occupy the back part of this building for job training etc. and the Salvation Army will occupy the front area (which is a church). Reportedly, VTT is also renovating property at 105 Concord Street for an additional 24 rental apartments to be completed in late 2015 (no other information received in permit data for this project).

Table 1 – Residential Permit Activity

Residential Building Permit Activity 2012 - 2014			
	2012	2013	2014 (through August 11th)
New	0	12*	12*
Full Demolition	0	4	0
Renovations	47	36	22
Total Permits	47	52	34
Total Fees	\$383,377	\$292,874	\$211,557
Average Fees	\$8,157	\$8,135	\$10,074**

b) Commercial

At 24 Blandin Avenue, an existing structure will be demolished and a new auto parts store will be constructed. This location is to the far east of the downtown area. In particular, LDS notes that for the eight months of 2014, commercial building permit fees are approximately \$2 million higher than for the entire 12 month period in 2012. Furthermore, the Framingham Town Planner noted that inquiries have increased significantly over the past six months (Jerram, 2014). The increase in permits, increase in the dollar amount of permits and increase in inquiries for new development, are all positive signs that investment by private owners is on the rise in the downtown.

Table 2- Commercial Permit Activity

Commercial Building Permit Activity 2012 - 2014			
	2012	2013	2014 (through August 11th)
New	0	0	1*
Full Demolition	3	1	1
Interior Demolition	1	0	1
Renovations	61	56	47
Total Permits	65	57	50
Total Fees	\$1,824,525	\$3,034,230	\$3,870,308
Average Fees	\$29,910	\$54,183	\$71,730

*New commercial building to be constructed at 24 Blandin Avenue

c) Real Estate Tax Comparisons

Table 4 presents a comparison of the residential and commercial real estate tax rates for Framingham and surrounding communities. Real estate tax rates tend to rise as values fall and vice versa. Real estate tax rates are a consideration to consumers in purchasing a property as well as business' in purchasing and renting properties. The residential tax rate is the second highest as compared to most of the surrounding communities. However, the average assessed value of a single family home in Framingham is typically less when compared to most of its neighbors and most similar to Marlborough. Not all communities have separate tax rates, but of those that do, Framingham's rate is significantly higher.

Table 3 – Comparative Tax Rates

FY14 Tax Rates (\$/\$1,000 of assessed value)			
	Residential	Commercial	Average Assessed Value of SF Home
Framingham	\$18.29	\$40.92	\$323,785
Natick	\$14.18	Same	\$455,473
Wayland	\$18.33	Same	\$598,679
Sudbury	\$18.03	\$24.94	\$640,277
Marlborough	\$16.11	\$28.22	\$288,941
Southborough	\$16.18	Same	\$536,175
Ashland	\$17.39	Same	\$365,236
Sherborn	\$20.34	Same	\$704,687

Source: MA Department of Revenue, Division of Local Services

D. Housing Indicators

In order to understand the housing market in downtown Framingham, LDS examined the rental and homeownership supply with a focus primarily on market rate housing and a few affordable housing factors. Multiple data sources were used, including reviewing MLS information, the internet, contacting and interviewing landlords and management companies via telephone and e-mail, and speaking with Town planning officials.

1. Renter Housing

LDS examined units rented in the past 12 months via the multiple listing service (or "MLS") which is a product of the greater Boston real estate board. Typically rentals listed on MLS are in smaller 2-4 family dwellings. They tend to be older and do not include utilities in rent,

and have few amenities therefore their rents tend to be lower than a new amenity rich product. In addition, LDS examined larger multi-unit rental developments including:

- Pelham Apartments, Framingham – a 139 unit apartment building built in 1967;
- 1 Kendall Apartments, Framingham - a 26 unit simple re-development from 2008; Note that in order to receive permits, the developer agreed to provide parking at the Town owned parking garage. The owner noted that this parking was not needed.
- Dennison Triangle, Framingham - a 77 unit high end mill renovation from 2007. See Appendix A for details
- Cronins Landing, Waltham - a 281 unit TOD in Waltham which was new construction in 1999. LDS looked at Cronins Landing to illustrate rents in a product by a commuter rail and downtown retail but closer to the City of Boston. It is next to the commuter rail station in Waltham and adjacent to Moody Street, which has a similar variety of ethnic-based retail as Framingham, but significantly more restaurants.

Overall, LDS found a strong downtown rental market with essentially 100 percent occupancy across all product types (typically 95 percent occupancy is an indicator of demand). Reportedly there is low turnover in the downtown, as compared to industry standards, and no incentives were being offered to prospective tenants.

a) Comparative Rents

Table 5 presents a comparison of average rents by unit type for one and two bedroom rental units. It shows among other things, the number of each type of unit at each facility. LDS has not adjusted for utilities included in rent, but assume that if heat and hot water is not included in rent, it costs the consumer more to live at a development. The majority of units are two bedroom units. With regard to square foot rent, rents are most similar among the older developments listed on MLS, at Pelham and the simpler units at 1 Kendall Street. Conversely, there is a significantly higher rent at the newer and amenity rich Dennison Triangle and at Cronins Landing. The high occupancy and rents at Dennison show that with the right product, higher income professionals will locate to the downtown.

Table 4 – Comparative Rents

One Bedroom Unit								
	Year Built/ Renovated	# Units	Distance to Train Station (miles)	Occupancy/ Days On Market	Sq. Ft.	Average Rent	Utilities Included	Avg. Rent/ Sq. Ft.
MLS – Past 12 Months	1902 - 1917	5	.26 - .48	32 days	610	\$870	Mixed	\$1.43
1 Kendall Street Apartments	2008	11	0.15	100%	600	\$925	Heat + HW	\$1.54
Dennison Triangle (w/loft)	2007	10	0.5	100%	650	\$1,600	None	\$2.46
Cronins Landing - Waltham	1999	83	12	95%	800	\$2,400	Heat	\$3.00
Cronins Landing (w/den) - Waltham	1999		12	95%	966	\$2,485	Heat	\$2.57

Two Bedroom Unit								
	Year Built/ Renovated	# Units	Distance to Train Station (miles)	Occupancy/ Days On Market	Sq. Ft.	Average Rent	Utilities Included	Avg. Rent/ Sq. Ft.
MLS – Past 12 Months	1902 - 1910	4	.28 - .48	34 days	958	\$1,206	Mixed	\$1.26
Pelham Apartments	1967	139	0.92	97.3%	850	\$1,250	None	\$1.47
1 Kendall Street Apartments	2008	15	0.15	100%	780	\$1,150	Heat + HW	\$1.47
Dennison Triangle	2007	67	0.5	100%	1,144	\$1,788	None	\$1.56
Dennison Triangle (w/den or loft)	2007		0.5	100%	1,229	\$1,913	None	\$1.56
Cronins Landing - Waltham	1999	198	12	95%	1,108	\$2,615	Heat	\$2.36
Cronins Landing (w/den) - Waltham	1999		12	95%	1,298	\$2,873	Heat	\$2.21

Source: LDS Consulting Group, LLC

b) Pipeline Projects

In order to understand what is being planned or in the permitting stages, LDS contacted the Framingham Planning Department and spoke with developers in the community, learning that one rental development was under construction and one rental development was about to start construction as follows:

- As noted under the permit section, VTT is currently constructing 24 two bedroom units using modular construction at 35-43 Frederick Street. Six units have been completed and occupied.
- In addition, VTT is in the process of renovating 105 Concord Street into 24 units of moderately priced rental housing 22 one bedroom units and 2 two bedroom units. The occupancy date is anticipated to be late 2015.

2. Owner Housing

There are relatively few homeownership units in the PMA and SMA as compared to rental units. In order to understand the overall health of the homeownership market in the downtown, LDS examined both sales and listings on MLS for single family homes and condominiums over the past 12 months, with particular attention to new product. Table 6 shows that over a twelve month period, there were only five sales of single family homes in the downtown. None of these sales were short sales or foreclosure sales. In addition, most of the homes were very old and 80 percent of the homes for sale had some type of recent renovation, indicating that owners are investing in their properties in order to achieve a higher rate of return. None of the sales were in the PMA. Sales prices ranged from \$215,000 to \$306,000 or about \$104 to \$172/SF. There are currently six listings of single family homes within TOD study area (all in the SMA) with list prices ranging from \$229,000 to \$249,900 or about \$136 to \$178/SF.

Table 5 – Single Family Sales in Downtown Framingham, MA

Single Family Home Sales February 2014 - August 2014						
Year Built	# Sales	Miles to Train	Days On Market	Sq. Ft.	Average Sales Price	Average Sales Price/ Sq. Ft.
3 Bedroom						
1892 - 1948	4	0.3 - 0.5	15	1,820	\$266,500	\$146.41
4 Bedroom						
1895	1	0.34	2	2,094	\$249,900	\$119.34

Source: MLS, 8/5/14

Table 7 shows that over a twelve month period, there were only three condominium sales in the downtown, two in the PMA and one in the SMA. Compared to the single family homes they are newer, ranging in year built form 1969-2008. Similar to single family home sales, the marketing period is relatively short. Sales prices varied considerably and ranged from \$98,000 to \$248,995 or \$98 to \$234/SF. There are currently two listings of for sale condominiums in the downtown TOD study area, both at the newer Beech Street units in the SMA. The sizes varied considerably with one unit at 815 SF and 1,179 SF, ranging from \$203 to \$269/SF list price.

Table 6 – Condominium Sales in Downtown Framingham, MA

Condo Sales August 2013 - August 2014						
Year Built	# Sales	Miles to Train	Days On Market	Sq. Ft.	Average Sales Price	Average Sales Price/ Sq. Ft.
2 Bedroom						
1969 - 2008	3	0.13 - 0.48	60	852	\$137,333	\$161.13

Source: MLS, 8/5/14

E. Economic Indicators

The following analysis evaluates data on employment in Framingham as an indicator of the demand for non-residential real estate including office and industrial space. The demand for retail space is discussed in the following section.

1. Labor Force Statistics and Employment Data

Over the last 13 months, the Framingham labor force has averaged 38,710 persons with an overall average unemployment rate of 5 percent. While the unemployment rate in Framingham has varied over this time, it has been similar to that of the Metro South/West WIA (workforce investment area) of which it is a part, at 5.1 percent. The unemployment rate in Framingham has consistently been less than that of the Commonwealth (refer to Figure 1). The unemployment rate, not seasonally adjusted, in the PMA and SMA is higher than the TMA and the Framingham average. The higher unemployment rate in the downtown could be a result of lower levels of education and therefore not as many job choices, and lower income³.

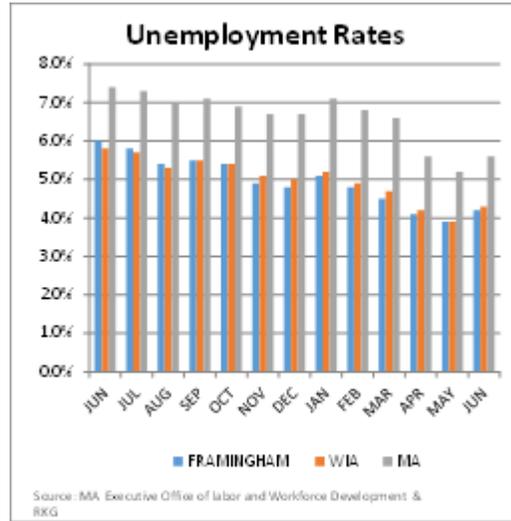


Figure 1 – Change in Unemployment

Table 7 – Comparative Unemployment Characteristics

Civilian Unemployment Rate 1990 - 2014 - Downtown Framingham							
Study Area	1990	2000	2014*	Change 1990 - 2000		Change 2000-2014	
				Number	Percent	Number	Percent
PMA	9.4%	4.2%	9.0%	-5.2%	-55.1%	4.8%	113.0%
SMA	8.2%	4.3%	7.6%	-4.0%	-48.1%	3.3%	78.3%
TMA	4.4%	2.5%	5.2%	-1.9%	-42.7%	2.7%	107.3%
Framingham	4.7%	2.4%	5.9%	-2.3%	-48.9%	3.5%	145.8%

Source: ESRI 1990-2000 Comparison Profile, Community Profile

* = 2014 unemployment rate is based on ESRI projection of 2010 Census data.

Unemployment rates for 2010 unavailable on ESRI BAO site.

a) Establishments by Industry Sector

Between 2007 and 2012 there was a gain of 17 businesses in Framingham (0.8 percent), resulting in 2,227 businesses in 2012 compared to 2,210 in 2007. Some industry sectors realized a growth in the number of establishments, with other services, management, and information services leading the way. Other sectors such as arts/entertainment, wholesale trade and finance/insurance realized a decline in the number of businesses. In comparison, there was an increase of 743 businesses in the greater Metro South/West WIA, where the growth in businesses was 2.2 percent overall (Table 9).

³ ESRI data are slightly different from the Massachusetts BLS. For example, BLS has the 2014 unemployment rate for Framingham today at 4.4 percent (MA Executive Office of Workforce and Labor Development, 2014).

Table 8 - Changes in Establishments by Industry Sector – Framingham, MA

Number of Establishments	Framingham, MA				Metro South/West WIA (2007 - 2012)		Framingham as % WIA	
	2007	2012	# Chge	% Chge	# Chge	% Chge	2007	2012
23 - Construction	170	158	(12)	-7.1%	(388)	-12.4%	5.4%	5.8%
31 - Manufacturing	71	66	(5)	-7.0%	(93)	-7.7%	5.9%	5.9%
42 - Wholesale Trade	170	146	(24)	-14.1%	(224)	-9.5%	7.2%	6.8%
44 - Retail Trade	265	248	(17)	-6.4%	(32)	-0.9%	7.7%	7.2%
48 - Transportation and Warehousing	32	32	0	0.0%	(16)	-3.4%	6.9%	7.1%
51 - Information	58	70	12	20.7%	(79)	-9.0%	6.6%	7.6%
52 - Finance and Insurance	115	99	(16)	-13.9%	(79)	-4.4%	6.5%	5.8%
53 - Real Estate and Rental and Leasing	79	79	0	0.0%	(80)	-6.7%	6.6%	7.1%
54 - Professional and Technical Services	353	358	5	1.4%	271	4.6%	0.5%	5.8%
55 - Management of Companies and Enterprises	28	34	6	21.4%	42	17.0%	11.3%	11.8%
56 - Administrative and Waste Services	150	145	(5)	-3.3%	46	2.4%	7.8%	7.4%
61 - Educational Services	36	34	(2)	-5.6%	98	15.2%	5.6%	4.6%
62 - Health Care and Social Assistance	260	255	(5)	-1.9%	111	3.7%	8.8%	8.3%
71 - Arts, Entertainment, and Recreation	20	17	(3)	-15.0%	61	11.4%	3.8%	2.9%
72 - Accommodation and Food Services	157	170	13	8.3%	136	7.1%	8.2%	8.3%
81 - Other Services, Ex. Public Admin	221	289	68	30.8%	825	18.4%	4.9%	5.4%
91 - Public Administration	21	23	2	9.5%	2	0.6%	6.0%	6.6%
TOTAL	2,210	2,227	17	0.8%	743	2.2%	6.6%	6.5%

Source : MA Department of Labor, US County Business Patterns (BEA) and RKG Associates, Inc.

b) Employment by Industry Sector

Between 2007 and 2012 Framingham experienced a nominal loss of 127 jobs, as compared to an increase of 10,700 jobs in the WIA (refer to Table 10). Declines in employment in Framingham were most pronounced in the construction sector, finance/insurance and professional services. The greatest decline in the WIA was in the construction sector followed by wholesale trade. However, there were many more sectors with employment growth in the WIA and when compared to Framingham.

Table 9 - Changes in Employment by Industry Sector – Framingham, MA

Number of Employees	Framingham, MA				Metro South/West WIA (2007 - 2012)		Location Quotients	
	2007	2012	# Chge	% Chge	# Chge	% Chge	2007	2012
23 - Construction	1,860	1,299	(561)	-30.2%	(4,573)	-18.6%	0.87	0.76
31 - Manufacturing	4,017	3,971	(46)	-1.1%	(7,549)	-0.2%	0.80	0.93
42 - Wholesale Trade	1,585	2,232	647	40.8%	(5,105)	-16.6%	0.59	1.03
44 - Retail Trade	4,924	4,633	(291)	-5.9%	(743)	-1.3%	1.02	1.00
48 - Transportation and Warehousing	803	714	(89)	-11.1%	7	0.1%	0.99	0.90
51 - Information	2,399	2,172	(227)	-9.5%	2,791	11.5%	1.14	0.94
52 - Finance and Insurance	834	672	(162)	-19.4%	(2,089)	-9.3%	0.43	0.39
53 - Real Estate and Rental and Leasing	337	413	76	22.6%	(145)	-2.0%	0.53	0.68
54 - Professional and Technical Services	4,424	3,940	(484)	-10.9%	4,459	7.2%	0.83	0.70
55 - Management of Companies and Enterprises	6,024	6,998	974	16.2%	1,917	9.0%	3.27	3.57
56 - Administrative and Waste Services	2,370	2,294	(76)	-3.2%	3,832	13.9%	0.99	0.86
61 - Educational Services	2,927	2,934	7	0.2%	4,374	8.6%	0.67	0.63
62 - Health Care and Social Assistance	6,960	7,228	268	3.9%	8,074	14.6%	1.45	1.34
71 - Arts, Entertainment, and Recreation	326	310	(16)	-4.9%	1,064	10.9%	0.39	0.34
72 - Accommodation and Food Services	3,149	3,062	(87)	-2.8%	1,583	4.5%	1.04	0.99
81 - Other Services, Ex. Public Admin	1,167	1,101	(66)	-5.7%	1,154	7.0%	0.82	0.74
91 - Public Administration	1,519	1,526	7	0.5%	799	5.6%	1.23	1.20
TOTAL	45,646	45,519	(127)	-0.3%	10,719	2.0%	Under Performs	

Source : MA Department of Labor, US County Business Patterns (BEA) and RKG Associates, Inc.

A street walk inventory of the downtown businesses within ¼-mile of the Framingham train station was completed by LDS Consulting Group, LLC (LDS). This area is also referred to as the Primary Market Area (PMA) for this analysis. The findings of the street walk inventory are presented in greater detail in Appendix B, but to summarize with respect to the overall business indicators for Framingham:

- Approximately 211 businesses were inventoried, representing slightly less than 10 percent of the 2012 establishments presented in Table 9.
- The most prevalent types of businesses in the downtown are restaurants, hair salons, insurance agencies, law offices, tax preparation centers, money transfer services, banks, convenience stores (including a CVS), travel agencies, furniture and clothing stores, churches/religious organizations, dentists, and social service agencies/organizations.
- Employment in the downtown was estimated to be 781 persons, although this is considered to be understated, nonetheless this represents less than 2 percent of the 2012 employment in Table 10.
- Overall average 2012 employment across all of Framingham was 20 persons per establishment in the downtown it is estimated to be about five persons per business (adjusted for the assumed under count of downtown employment).

(1) Location Quotient

A method to gauge the strength (and weakness) of an economy is to compare the distribution of employment, by industry sector, in a smaller geography with that of a larger geography, and the result is the location quotient. The location quotients for Framingham, relative to the Metro South/West WIA are also presented in Table 10. Industry sectors highlighted in **green** represent industry strengths as their location quotient exceeds 1.2, while those highlighted in **red** represent industry weaknesses as the location quotient was less the 0.8. Those industry groups with a location quotient between 0.8 and 1.2 performed on par with the larger geography; recognizing that a location quotient of 1.0 or higher was above average, and less than 1.0 below average.

Strong industry sectors in Framingham, for both 2007 and 2012, include management of companies and health care services. Some industry sectors have been less than the WIA, notably finance/insurance, real estate and arts/entertainment. In general, the performance of the industry sectors in Framingham, have been more or less on par with the WIA.

c) Commuting Patterns

In 2010 there were 36,117 workers residing in Framingham, as indicated in Table 11, and nearly 33 percent of these residents (or 11,820) also worked in Framingham. Another 30 percent worked in six selected communities, with Boston and Natick accounting for nearly 9 percent, each. The next highest concentration of places of employment represented almost 12 percent of the employment of Framingham residents, but none with a 3 percent or greater concentration. The remaining 25 percent (9,185 Framingham resident workers) were dispersed elsewhere.

Conversely, there were approximately 47,212 jobs in Framingham with 25 percent held by Framingham residents. No other community accounted for 5 percent or more of the employment in Framingham, although Boston residents accounted for 4.9 percent. Employment in Framingham is from a diversified area, as 44 percent of the employment resides in communities not listed (i.e., remainder of the region) in Table 11.

Overall, 75 percent of the employment in Framingham is filled by non-Framingham residents, suggesting an opportunity for relocation to Framingham, and downtown, given the right residential offering, location, pricing and other amenities.

Table 10 - Commuting Patterns for Framingham, MA

WORKERS IN RESIDENCE & PLACE WHERE THEY WORK				JOBS IN PLACE & PLACE WHERE WORKERS RESIDE			
Workers in Residence	Workplace of Framingham Working Residents	#	% of Residents	Local Jobs	Jobs in Framingham Held by Workers from	#	% of Jobs
Framingham	Framingham	11,820	32.7%	Framingham	Framingham	11,820	25.0%
	Rest of Region	10,850	30.0%		Rest of Region	9,929	21.0%
	Boston	3,152	8.7%		Boston	2,318	4.9%
	Natick	3,151	8.7%		Natick	1,844	3.9%
	Newton	1,352	3.7%		Marlborough	1,694	3.6%
	Wellesley	1,095	3.0%		Ashland	1,510	3.2%
	Waltham	1,089	3.0%		Worcester	1,450	3.1%
	Marlborough	1,011	2.8%		Milford	1,113	2.4%
	Selected Middlesex Co.	4,262	11.8%		Selected Middlesex Co.	4,687	9.9%
	Cambridge	907	2.5%		Newton	796	1.7%
	Sudbury	780	2.2%		Hopkinton	743	1.6%
	Wayland	573	1.6%		Waltham	595	1.3%
	Ashland	557	1.5%		Hudson	593	1.3%
	Hopkinton	449	1.2%		Lowell	572	1.2%
	Watertown	344	1.0%		Holliston	549	1.2%
	Weston	336	0.9%		Sudbury	459	1.0%
	Lexington	316	0.9%		Cambridge	380	0.8%
	Remainder	9,185	25.4%		Remainder	20,776	44.0%

Source: American Community Survey (2006-2010); & RKG Associates, Inc.

d) Projected Employment and Space Needs

RKG reviewed the projected change in employment, by selected industry sector, for the Metro South/West WIA, over a ten year period as presented by the Massachusetts Department of Labor. The projected rates of growth (or loss) by industry sector were then applied to Framingham for the same industry sectors, assuming that projected changes in employment in Framingham mirror those for the broader WIA. This projected change in employment was then the basis for estimating potential new non-residential development (excluding retail), utilizing industry standard estimates of the typical SF of development per employment, as in Table 12. For the selected industry sectors, employment in Framingham amounts to 36,907 positions by 2022, or an increase of 5,783 positions in the selected sectors. The projected ten year change in employment in these sectors result in an annual demand for 181,000 SF of non-residential building space, mostly in the health care industry sector. Much of this demand could likely be accommodated by existing vacancies in the market, projects under development or increased utilization of existing space. Nonetheless some demand would be reflected in a desire for new development, particularly for owner-occupants or tenants with specialized needs, such as medical space. An in-field analysis and street walk inventory of downtown properties (completed by LDS and discussed in more detail elsewhere) indicated the following:

- Approximately 37 vacancies on 211 establishments (storefronts, office space) indicating a vacancy rate of 17.5 percent⁴. Nearly all inventoried businesses were renter occupied.
- Seven vacancies were of ground floor or storefront properties while the remaining vacancy was upper story, and concentrated in the Arcade building and the Hemingway building.

In Table 12, RKG has used conservative assumptions regarding a “capture rate” of building demand for the downtown, as follows:

⁴ Please note this estimate reflects vacant units or properties *and not SF*, the more typical and standard measure of vacancy.

- An opportunity for the additional occupancy of 5,400 SF to 12,700 SF, depending on the assumed capture rates.
- An end user or owner occupant with special needs may develop a “new” property in the downtown, but it is more likely that additional businesses would be renters⁵.
- Estimated sales data (ESRI) for the downtown businesses indicates average sales of \$235,000 (legal services); \$150,000 (repair and service shops); \$225,000 (business services); \$80,000 (personal services); \$125,000 (general retail); and \$360,000 (dining and drinking establishments). The RKG Team considers these sales borderline to support new development, but well within the average rent range.
- It is possible that new commercial space may be developed as part of a mixed-use project, partnered with residential development in order to augment construction expenses.
- The greatest opportunity, as reflected by employment growth, is for finance, insurance, and other professional services and health care services with the latter also reflecting a strong location quotient for Framingham relative to the Metro South/West WIA.

Table 11 – Projected Employment and Building Needs for Framingham, MA

Estimated Employment and Development Demands by Selected Industry Sector	AVG SF per EMP	Framingham, MA		Framingham, MA - Gross Annual Demand (SF)	Framingham, MA - Downtown Study Area - Assumed Capture Rate		
		2022 Employment	Change from 2012		3%	5%	7%
Office/Flex/Institutional							
Information	250	2,445	273	6,817	205	341	477
Finance and Insurance	250	1,144	472	11,809	354	590	827
Real Estate	250	365	(48)	(1,210)	(36)	(60)	(85)
Professional and Technical	200	5,449	1,509	30,179	905	1,509	2,113
Management	200	7,434	436	8,721	262	436	610
Administration and Waste Services	300	3,106	812	24,359	731	1,218	1,705
Educational Services	300	3,283	349	10,468	314	523	733
Health Care and Social Assistance	500	8,795	1,567	78,346	2,350	3,917	5,484
Subtotal		32,021	5,370	169,490	5,085	8,475	11,864
Commercial							
Arts and Entertainment	300	408	98	2,950	88	147	206
Accommodations and Food Services	500	3,094	32	1,608	48	80	113
Other excluding Public Administration	250	1,384	283	7,079	212	354	496
Subtotal		4,887	414	11,637	349	582	815
TOTAL		36,907	5,783	181,127	5,434	9,056	12,679

Source : MA Department of Labor, US County Business Patterns (BEA) and RKG Associates, Inc.

⁵ Conversations with area real estate professionals indicated that typical rents in downtown Framingham were \$8 SF to \$12 SF.

F. Retail Gap Analysis



RKG reviewed the estimated household demand and retail sales within the 1/4, 1/2 and 3-mile radii study areas for Framingham (refer to Map 3). Estimates of retail spending and demand were prepared by *Claritas*, a leading national vendor of demographic, spending and other economic data developed through census inputs and proprietary modeling. Typically all markets experience some degree of retail sales leakage, defined as local demand not captured by local merchants. The reasons for sales leakage are many and include, but are not necessarily limited to, a lack of local stores, perceived competitive advantages (price or selection) of shopping elsewhere, commuters shopping on their way to/from work and Internet or catalogue sales. The potential recapture of a portion of retail sales leakage could serve to increase the sales of existing merchants in Framingham by making them aware of missed opportunities requiring a change in merchandising, marketing or operations. Additionally, a potential recapture of sales leakage could also encourage local retail development in order to fill gaps in the retail venues or to capitalize on existing strengths (refer to Table 13).

Table 12 – Retail Demand and Sales at Selected Radii from Downtown Framingham, MA

Framingham, MA - Retail Demand and Sales 2014	0.25-Mile Radius			3.00-Mile Radius		
	Demand	Sales	(Under)/Over	Demand	Sales	(Under)/Over
Major Merchandise Line	\$16,617,837	\$16,809,799	\$191,962	\$914,420,268	\$1,190,480,796	\$276,060,528
Motor Vehicle and Parts Dealers-441	\$354,175	\$2,130,552	\$1,776,377	\$21,089,659	\$17,349,340	(\$3,740,319)
Automotive Parts/Accsrs, Tire Stores-4413	\$354,175	\$2,130,552	\$1,776,377	\$21,089,659	\$17,349,340	(\$3,740,319)
Furniture and Home Furnishings Stores-442	\$501,068	\$231,640	(\$269,428)	\$30,752,114	\$56,534,423	\$25,782,309
Furniture Stores-4421	\$275,087	\$183,840	(\$91,247)	\$17,027,714	\$40,999,677	\$23,971,963
Home Furnishing Stores-4422	\$225,981	\$47,800	(\$178,181)	\$13,724,400	\$15,534,746	\$1,810,346
Electronics and Appliance Stores-443	\$500,275	\$187,926	(\$312,349)	\$27,647,640	\$11,890,590	(\$15,757,050)
Household Appliances Stores-443111	\$60,506	\$90,602	\$30,096	\$3,469,364	\$1,173,270	(\$2,296,094)
Radio, Television, Electronics Stores-443112	\$302,995	\$76,033	(\$226,962)	\$16,360,457	\$9,252,848	(\$7,107,609)
Computer and Software Stores-44312	\$122,546	\$21,291	(\$101,255)	\$6,951,278	\$1,464,472	(\$5,486,806)
Camera and Photographic Equipment Stores-44313	\$14,228	\$0	(\$14,228)	\$866,541	\$0	(\$866,541)
Building Material, Garden Equip Stores -444	\$2,276,221	\$8,969,931	\$6,693,710	\$142,627,912	\$153,647,926	\$11,020,014
Home Centers-44411	\$820,172	\$101,958	(\$718,214)	\$50,713,565	\$59,789,192	\$9,075,627
Paint and Wallpaper Stores-44412	\$29,160	\$0	(\$29,160)	\$2,040,196	\$6,962,722	\$4,922,526
Hardware Stores-44413	\$218,707	\$20,934	(\$197,773)	\$12,390,270	\$6,755,805	(\$5,634,465)
Other Building Materials Dealers-44419	\$512,222	\$5,522,731	\$5,010,509	\$35,557,717	\$48,992,556	\$13,434,839
Building Materials, Lumberyards-444191	\$362,470	\$3,302,834	\$2,940,364	\$22,503,301	\$29,299,685	\$6,796,384
Outdoor Power Equipment Stores-44421	\$86,031	\$0	(\$86,031)	\$5,405,133	\$465,273	(\$4,939,860)
Nursery and Garden Centers-44422	\$247,459	\$21,474	(\$225,985)	\$14,017,730	\$1,382,693	(\$12,635,037)
Food and Beverage Stores-445	\$3,275,650	\$417,870	(\$2,857,780)	\$166,910,894	\$148,735,593	(\$18,175,301)
Supermarkets, Grocery (Ex Conv) Stores-44511	\$2,014,874	\$245,998	(\$1,768,876)	\$101,355,968	\$115,657,193	\$14,301,225
Convenience Stores-44512	\$143,245	\$97,169	(\$46,076)	\$6,996,767	\$3,375,208	(\$3,621,559)
Specialty Food Stores-4452	\$271,927	\$0	(\$271,927)	\$13,430,583	\$9,611,699	(\$3,818,884)
Beer, Wine and Liquor Stores-4453	\$845,604	\$74,703	(\$770,901)	\$45,127,576	\$20,091,493	(\$25,036,083)
Health and Personal Care Stores-446	\$1,093,943	\$1,667,816	\$573,873	\$65,737,402	\$124,955,664	\$59,218,262
Pharmacies and Drug Stores-44611	\$859,631	\$1,585,154	\$725,523	\$52,054,718	\$78,471,165	\$26,416,447
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$73,841	\$34,521	(\$39,320)	\$4,544,373	\$13,509,199	\$8,964,826
Optical Goods Stores-44613	\$62,015	\$37,644	(\$24,371)	\$3,249,823	\$9,248,269	\$5,998,446
Other Health and Personal Care Stores-44619	\$98,456	\$10,497	(\$87,959)	\$5,888,488	\$23,727,031	\$17,838,543
Clothing and Clothing Accessories Stores-448	\$1,322,863	\$604,568	(\$718,295)	\$72,423,506	\$141,426,518	\$69,003,012
Men's Clothing Stores-44811	\$43,372	\$0	(\$43,372)	\$2,053,230	\$3,573,101	\$1,519,871
Women's Clothing Stores-44812	\$168,369	\$184,081	\$15,712	\$8,988,656	\$39,247,194	\$30,258,538
Children's, Infants Clothing Stores-44813	\$41,373	\$101,287	\$59,914	\$2,021,390	\$8,043,828	\$6,022,438
Family Clothing Stores-44814	\$386,646	\$96,080	(\$290,566)	\$19,463,959	\$57,043,348	\$37,579,389
Clothing Accessories Stores-44815	\$31,066	\$0	(\$31,066)	\$1,648,351	\$1,630,177	(\$18,174)
Other Clothing Stores-44819	\$60,537	\$40,287	(\$20,250)	\$3,192,371	\$3,168,727	(\$23,644)
Shoe Stores-4482	\$111,389	\$86,006	(\$25,383)	\$5,170,989	\$10,316,388	\$5,145,399
Jewelry Stores-44831	\$427,579	\$96,827	(\$330,752)	\$27,142,353	\$18,397,375	(\$8,744,978)
Luggage and Leather Goods Stores-44832	\$52,532	\$0	(\$52,532)	\$2,742,207	\$6,380	(\$2,735,827)
Sporting Goods, Hobby, Book, Music Stores-451	\$520,757	\$144,214	(\$376,543)	\$29,043,191	\$28,579,126	(\$464,065)
Sporting Goods Stores-45111	\$249,233	\$81,280	(\$167,953)	\$13,116,301	\$10,956,320	(\$2,159,981)
Hobby, Toys and Games Stores-45112	\$122,264	\$0	(\$122,264)	\$6,514,024	\$9,774,730	\$3,260,706
Sew/Needlework/Piece Goods Stores-45113	\$25,449	\$0	(\$25,449)	\$1,791,079	\$346,720	(\$1,444,359)
Musical Instrument and Supplies Stores-45114	\$50,861	\$0	(\$50,861)	\$2,730,831	\$1,231,783	(\$1,499,048)
Book Stores-451211	\$55,538	\$62,934	\$7,396	\$3,915,440	\$3,334,406	(\$581,034)
News Dealers and Newsstands-451212	\$6,846	\$0	(\$6,846)	\$392,054	\$0	(\$392,054)
Prerecorded Tapes, CDs, Record Stores-45122	\$10,566	\$0	(\$10,566)	\$583,462	\$2,935,167	\$2,351,705
General Merchandise Stores-452	\$3,125,380	\$222,174	(\$2,903,206)	\$162,911,023	\$288,516,388	\$125,605,365
Department Stores Excl Leased Depts-4521	\$1,360,547	\$68,788	(\$1,291,759)	\$71,124,719	\$190,789,256	\$119,664,537
All Other General Merchandise Stores-45299	\$1,764,833	\$153,386	(\$1,611,447)	\$91,786,304	\$97,727,132	\$5,940,828
Miscellaneous Store Retailers-453	\$678,974	\$485,267	(\$193,707)	\$37,932,792	\$16,180,865	(\$21,751,927)
Florists-4531	\$23,032	\$13,000	(\$10,032)	\$1,432,910	\$657,834	(\$775,076)
Office Supplies and Stationery Stores-45321	\$154,891	\$376,779	\$221,888	\$9,325,971	\$4,475,263	(\$4,850,708)
Gift, Novelty and Souvenir Stores-45322	\$171,873	\$3,661	(\$168,212)	\$9,658,073	\$3,673,721	(\$5,984,352)
Used Merchandise Stores-4533	\$56,485	\$54,111	(\$2,374)	\$3,207,629	\$1,347,514	(\$1,860,115)
Other Miscellaneous Store Retailers-4539	\$272,693	\$37,716	(\$234,977)	\$14,308,209	\$6,026,533	(\$8,281,676)
Foodservice and Drinking Places-722	\$2,968,531	\$1,747,841	(\$1,220,690)	\$157,344,135	\$202,664,363	\$45,320,228
Full-Service Restaurants-7221	\$1,346,028	\$1,103,077	(\$242,951)	\$71,746,276	\$109,228,286	\$37,482,010
Limited-Service Eating Places-7222	\$1,191,699	\$0	(\$1,191,699)	\$62,481,233	\$58,278,163	(\$4,203,070)
Special Foodservices-7223	\$317,482	\$167,536	(\$149,946)	\$16,721,674	\$30,902,642	\$14,180,968
Drinking Places -Alcoholic Beverages-7224	\$113,322	\$477,228	\$363,906	\$6,394,952	\$4,255,272	(\$2,139,680)

Source : Claritas and RKG Associates, Inc.

- Total spending demand within the ¼-mile radius study area indicates a total demand for selected retail goods and services of \$16.6 million, and sales of \$16.8 million, resulting in the importation of \$192,000 in sales. However, this is strongly impacted by the auto parts and building supply sectors. In nearly all other merchandise lines there is a measurable sales leakage.
 - There is sales leakage of nearly \$2.9 million across all sectors of food and beverage stores.

- There is sales leakage across most sectors of apparel and accessories, excluding an excess of about \$75,000 in sales among children's and family clothing stores.
- There is \$370,000 in sales leakage among specialty retail stores (excluding the \$7,400 surplus to book stores).
- The consumer demand for dining establishment sales is under served, while the demand for drinking establishments is over served.
- Within the ½-mile radius (although not presented in Table 13) about downtown Framingham there is a surplus (import) of \$105,600 in sales, again heavily influenced by the auto repair and home building sectors, and to a lesser extent by drug stores. There is generally sales leakage across the board for all other retail sectors, including:
 - About \$9 million in the food/beverage sector, with \$918,000 in specialty food.
 - Approximately \$21.8 million in across the board sales leakage among miscellaneous retailers such as office supplies and gift/novelty stores.
 - As with the ¼-mile radius, the consumer demand for dining establishment sales is under served, while the demand for drinking establishments is over served.
- At the 3-mile radius there as many merchandise lines where Framingham is an importer of sales as compared to an exporter of sales, indicating a net import of \$276.1 million in sales. Nonetheless there remains unmet demand for many merchandise lines which may be appropriate for a downtown Framingham location, such as:
 - Between \$3 and \$4 million, each, for convenience foods and specialty foods.
 - Sales leakage of \$2.2 million in apparel and accessory stores, led by nearly \$1.1 million in jewelry stores but with \$807,000 in family clothing stores.

Assuming sales leakage recapture rates of 3 percent to 7 percent, downtown Framingham could potentially support and additional 11,400 SF to 26,600 SF of retail as shown in Table 14

Table 13 – Estimated Potential for Additional Retail SF Downtown

Framingham, MA - Retail Demand and Sales 2014	Estimated Supportable NEW SF of Retail thru Recapture		
	3%	5%	7%
Major Merchandise Line	11,387	18,978	26,569
Motor Vehicle and Parts Dealers-441	423	706	988
Electronics and Appliance Stores-443	1,611	2,685	3,758
Building Material, Garden Equip Stores -444	3,424	5,707	7,990
Food and Beverage Stores-445	1,225	2,042	2,859
Clothing and Clothing Accessories Stores-448	460	767	1,074
Sporting Goods, Hobby, Book, Music Stores-451	874	1,457	2,040
Miscellaneous Store Retailers-453	2,975	4,958	6,941
Foodservice and Drinking Places-722	394	657	919

Source : Claritas and RKG Associates, Inc.

G. Land Use

Land uses within the 1/2-mile study area of downtown Framingham are presented in Table 15, noting the following:

- Residential uses account for 55 percent of the building SF and nearly 65 percent of the total assessed value. Residential land values represent nearly 75 percent of the total land value and account for 50 percent of the acreage. Slightly more than one-half of the downtown residential units are apartments.
- There is nearly 1.3 million SF of commercial space in the downtown (excluding an estimated 155,000 SF of ground floor commercial space in mixed-use properties) accounting for nearly 28 percent of the total SF in the downtown. The commercial and area represents 34 percent of the downtown.
- Industrial uses account for 518,600 SF and represent 11.1 percent of the downtown SF, while the 15-acres of industrial land represent 6 percent.

The distribution of commercial properties in downtown Framingham (Figure 2) indicates that the number of mixed-use parcels represents 23 percent of the commercial properties followed closely by a 21 percent representation by auto related uses. Small retail (typically less than 10,000 SF) accounts for 21 percent and general office for 16 percent. While there are not necessarily “standards” for land utilization in a downtown, Framingham is well diversified and

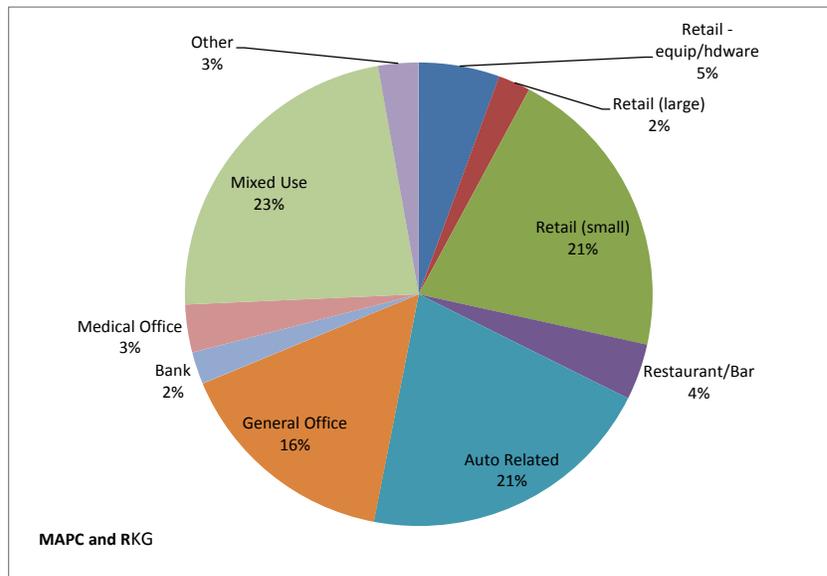


Figure 1 - Distribution of Downtown Commercial Properties

represented, although auto related uses account for 31 percent of the commercial land area. This is somewhat high for a densely built environment where land is generally at a premium.

Table 14 - Land Uses within 1/2-mile radius of Downtown Framingham

Framingham, MA - Land Utilization within 1/2 - mile of Downtown (2012)														
	# of Parcels	Avg Year Built	Avg Acres	Building SF	Number Avg SF	Number of Units	# of Residential	Avg # of Rooms	Total Value (FY 2012)	Value per SF	Land Value (FY 2012)	Land per Acre	Land per Parcel	
RESIDENTIAL														
Single Family	202	1907	33.46	0.17	340,650	1,686	203	8%	7	\$45,827,400	\$135	\$22,105,700	\$660,660	\$109,434
Condominiums	204	1927	NA	NA	180,632	885	204	8%	4	\$16,225,500	\$90	NA	NA	NA
Two Family	214	1901	33.49	0.16	544,848	2,546	428	18%	10	\$46,578,500	\$85	\$23,128,900	\$690,621	\$108,079
Three Family	76	1901	11.94	0.16	235,162	3,094	232	10%	13	\$19,361,100	\$82	\$8,283,300	\$693,744	\$108,991
Mixed Use	41	1911	12.31	0.30	371,608	9,064	65	3%	2	\$17,572,500	\$47	\$4,537,600	\$368,611	\$110,673
Apartments 1/	106	1904	23.60	0.22	765,711	7,224	1,232	51%	NA	\$61,243,900	\$80	\$14,460,700	\$612,742	\$136,422
Other	23	1898	6.54	0.28	105,425	4,584	67	3%	10	\$11,799,200	\$112	\$3,182,700	\$486,651	\$138,378
Subtotals	866	NA	121.34	0.18	2,544,036	2,938	2,431	100%	7	\$218,608,100	\$86	\$75,698,900	\$623,858	\$87,412
INDUSTRIAL														
Commercial Whse	12	1953	6.79	0.57	246,511	20,543	NA	NA	NA	\$5,716,000	\$23	\$1,619,200	\$238,468	\$134,933
Manufacturing	5	1955	7.41	1.48	238,047	47,609	NA	NA	NA	\$4,756,000	\$20	\$1,584,200	\$213,792	\$316,840
Industrial Whse	2	1965	1.02	0.51	34,019	17,010	NA	NA	NA	\$1,046,700	\$31	\$273,700	\$268,333	\$136,850
Subtotals	19	NA	15.22	0.80	518,577	27,294				\$11,518,700	\$22	\$3,477,100	\$228,456	\$183,005
COMMERCIAL 2/														
Retail - equip/hdware	10	1962	10.79	1.08	121,170	12,117	NA	NA	NA	\$4,830,600	\$40	\$1,388,700	\$128,703	\$138,870
Retail (large)	4	1943	7.07	1.77	72,342	18,086	NA	NA	NA	\$4,051,500	\$56	\$686,800	\$97,143	\$171,700
Retail (small)	37	1939	10.84	0.29	374,735	10,128	NA	NA	NA	\$16,813,000	\$45	\$3,210,400	\$296,162	\$86,768
Restaurant/Bar	7	1961	3.80	0.54	20,739	2,963	NA	NA	NA	\$2,372,700	\$114	\$594,700	\$156,500	\$84,957
Auto Related	37	1949	26.06	0.70	199,913	5,403	NA	NA	NA	\$13,776,200	\$69	\$4,005,600	\$153,707	\$108,259
Subtotals	95	NA	58.56	0.62	788,899	8,304				\$41,844,000	\$53	\$9,886,200	\$168,822	\$104,065
General Office	28	1927	14.07	0.50	388,162	13,863	NA	NA	NA	\$19,789,700	\$51	\$3,107,600	\$220,867	\$110,986
Bank	4	1953	3.41	0.85	47,850	11,963	NA	NA	NA	\$2,832,100	\$59	\$406,000	\$119,062	\$101,500
Medical Office	6	1939	2.60	0.43	31,802	5,300	NA	NA	NA	\$2,293,100	\$72	\$567,500	\$218,269	\$94,583
Other	5	1931	4.18	0.84	36,303	7,261	NA	NA	NA	\$2,047,300	\$56	\$753,100	\$180,167	\$150,620
Subtotals	43	NA	24.26	0.56	504,117	11,724				\$26,962,200	\$53	\$4,834,200	\$199,266	\$112,423
OTHER														
Utility	3	1949	1.63	0.54	100,756	33,585	NA	NA	NA	\$5,223,100	\$52	\$398,400	\$244,417	\$132,800
All Other	35	1981	3.36	0.10	58,650	1,676	NA	NA	NA	\$10,174,200	\$173	\$557,200	\$165,833	\$15,920
Subtotals	38	NA	4.99	0.13	159,406	4,195				\$15,397,300	\$97	\$955,600	\$191,503	\$25,147
LAND														
Residential	17	NA	3.34	0.20	NA	NA	NA	NA	NA	\$587,100	NA	\$587,100	\$175,778	\$34,535
Commercial	13	NA	3.60	0.28	NA	NA	NA	NA	NA	\$593,500	NA	\$593,500	\$164,861	\$45,654
Industrial	4	NA	1.09	0.27	NA	NA	NA	NA	NA	\$236,000	NA	\$236,000	\$216,514	\$59,000
Parking Lot(s)	23	NA	5.96	0.26	NA	NA	NA	NA	NA	\$2,461,200	NA	\$2,053,200	\$344,497	\$89,270
Subtotals	57	NA	13.99	0.25	NA	NA				\$3,877,800	NA	\$3,469,800	\$248,020	\$60,874
TAX EXEMPT	11		8.61	0.78	160,075	14,552				\$23,674,600	\$148	\$6,391,700	\$742,100	\$581,064
TOTALS	1,129	NA	246.97	0.22	4,675,110	4,361				\$338,004,900	\$71	\$101,243,700	\$409,943	\$89,676

1/ Apartment unit count calculated from secondary source data (ESRI)
 2/ Count of stores by type under reported as most mixed-use have ground floor retail and/or service
 Source: Town of Framingham, MA and MAPC and RKG Associates, Inc.

H. Appendix

The more detailed research, tabular information and findings completed by LDS Consulting Group, LLC are presented in Appendix A and Appendix B.