



Rezoning Franklin Center for economic growth and diverse housing opportunities

The Town of Franklin is working with the Metropolitan Area Planning Council (MAPC) on Franklin For All, a community-driven process to establish a vision for Franklin Center and make recommendations for rezoning the area to best achieve the vision.

GET INVOLVED!

Franklin For All seeks to engage a variety of stakeholders, including Franklin residents (particularly existing residents living in Franklin Center), business owners, property owners, service providers, affordable housing advocates, and local developers to identify priorities for the future of this area. This work will be guided by a Steering Committee of local stakeholders.

The Town and MAPC will engage the community through various focus group meetings and a minimum of two public forums. **We need you to share your knowledge of Franklin Center and hopes for the future.** Here is how you can connect with the planning process:

- **Join us at one of our public forums!** The first forum will have a hybrid format and will take place on **Monday, March 7, 2022, at 7PM** at the Franklin High School Auditorium and on Zoom. Register at mapc.ma/franklin-forum1-reg.
- **Sign up for our email list at mapc.ma/franklin-for-all-news** for updates on engagement events and plan progress.
- **Visit the project webpage at www.mapc.org/franklin-for-all** to view materials and draft content as they are produced.
- **Email planning@franklinma.gov** if you have questions about this project or ideas for enhancing Franklin Center.

WHY ARE WE DOING THIS WORK?

Franklin is fortunate to have a compact downtown with an MBTA Commuter Rail Station, a museum, a performing arts theater, Dean College, and a mix of restaurants and retailers. There are also events throughout the year, including the Strawberry Stroll and the Harvest Festival, that draw large crowds to the area. In recent years, significant time and resources have been devoted to enhancing the area with a focus on improving vehicular circulation and safety, improving roadways, fostering a pedestrian environment, improving the overall appearance of downtown, and stimulating private sector investment.

Franklin For All seeks to build on existing assets of Franklin Center (including the Downtown Commercial District and surrounding neighborhoods) **and overcome barriers that are preventing the area from fully realizing its potential as a vibrant, mixed-use destination.** More people living in a walkable downtown means more spending at local businesses, less car trips and greenhouse gas emissions, and more interactions amongst residents which fosters a strong sense of community. By modifying zoning, we can remove restrictions which may be holding back high-quality projects and encourage development that directly meets the community's vision for Franklin Center.



The purpose of this work is to **unlock development** that will:

- **Promote economic growth**
- **Support local business**
- **Expand housing choices**
- **Take advantage of new infrastructure**
- **Provide community benefits**
- **Foster vibrant mixed-use neighborhoods**

WHAT WILL THIS WORK INCLUDE?

Franklin For All includes several components:

Fall 2021 (complete)

Background research and analysis of existing zoning to identify barriers that may be limiting development of high-quality projects in desired locations

Winter 2021-2022

Public engagement to establish a vision for Franklin Center

Winter and Spring 2022

Creation of potential development scenarios, including visualizations and build-out figures, and draft zoning recommendations that align with the Franklin Center vision

Spring and Summer 2022

Public engagement to review draft zoning recommendations

A follow-up phase of this work will include the actual rezoning of Franklin Center.



www.mapc.org/franklin-for-all

Register for the March 7 forum at:
mapc.ma/franklin-forum1-reg

