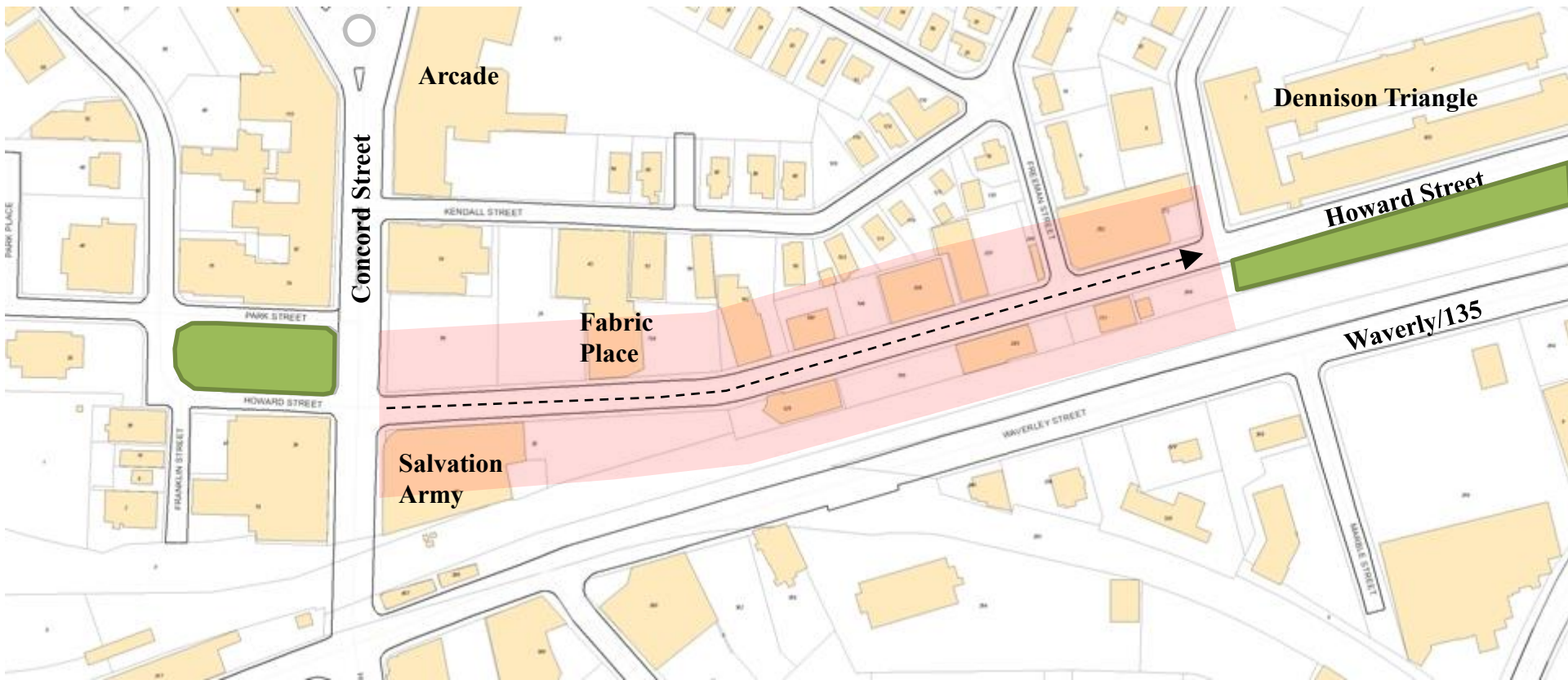


ULI Boston Technical Assistance Panel (TAP) Program

Howard Street Corridor, Downtown Framingham



Mission

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is a research and education institution with over 35,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

ULI at the local level

- Boston District Council covers nearly all of New England
- 1,100 Members—developers, architects, planners, public officials, financiers, students, etc.

Technical Assistance Panels (TAPs)

A Technical Assistance Panel (**TAP**) brings together of a group of ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.

ULI Boston's TAP program is sponsored by



MASSDEVELOPMENT
Build. Create. Innovate.

This TAP

- Sponsored by the Town of Framingham and MassDevelopment
- This panel looked at the full range of options from an unbiased perspective.
- Panelists include experts in the fields of architecture, development, engineering, market analysis, law, transportation planning and economic development.
- **Panelists have donated their time**
- Final Deliverable – Written report (within 6 weeks) will be available at <http://boston.uli.org>

TAP Panelists

TAP Co-Chairs

Barry Abramson – Abramson & Associates

Nyal McDonough – The Berkshire Group

TAP Panelists

David Bennet, AIA, LEED AP, David L Bennet & Associates

Robert F. Daylor, Tetra Tech Rizzo

Nancy Ludwig, ICON Architecture, Inc.

Matt Marotta, ICON Architecture, Inc

Ryan D Pace, Anderson & Kreiger, LLP

Rhonda Spector, MassDevelopment

David Traggorth, Mitchell Properties, LLC

Virginia Quinn– Report Writer

Michelle Landers – ULI Boston



The Process

Site Visit:

- Concord Street
- Howard Street
- Dennison Triangle
- Frederick Street



Panel interviewed stakeholders today including:

- Town Officials, MetroWest Transit Authority, Downtown Property Owners, Local Residents, MetroWest Chamber of Commerce, Framingham Downtown Renaissance, Town Staff

The Panel's Assignment

The Panel was asked to address the following issues

Planning and Design Issues

Corridor Vision – **What is a vision for the Howard Street Corridor that can be achieved over time and that is compatible with and supportive of the overall vision for Downtown Framingham:**

a dynamic mixed-use environment that attracts residents from throughout Framingham and the region, provides a variety of goods and services, offers multi-family housing, serves as the civic center of the community and contributes to the tax base.

What are appropriate land uses?

How can a pleasant and safe walking experience be created?

How might these recommendations change if long-term rail solutions are created at Howard/Bishop/Blandin

Implementation Issues

How do we encourage change?

How do we phase out incompatible land uses

What regulatory changes should the town make?

Current Conditions

Good Geographic Location

Transit Access

Intact Urban Fabric

Traffic/Accessibility Issues

Emptying out of uses that attracted a broad range of town residents

Safety concerns

High Property Taxes

Downtown does not live up to it's potential

MassBay Community College

Opportunity for Transformative change in Downtown Framingham

MassBay Community College

- **Locate for maximum leverage of that change**
- **Create Urban Campus vs. Island – Promote college users in the downtown**
- **Put public oriented facilities – Bookstore and Café – on street**
- **Concentrate campus at Concord/Howard**
- **Rebrand South Gateway to downtown**

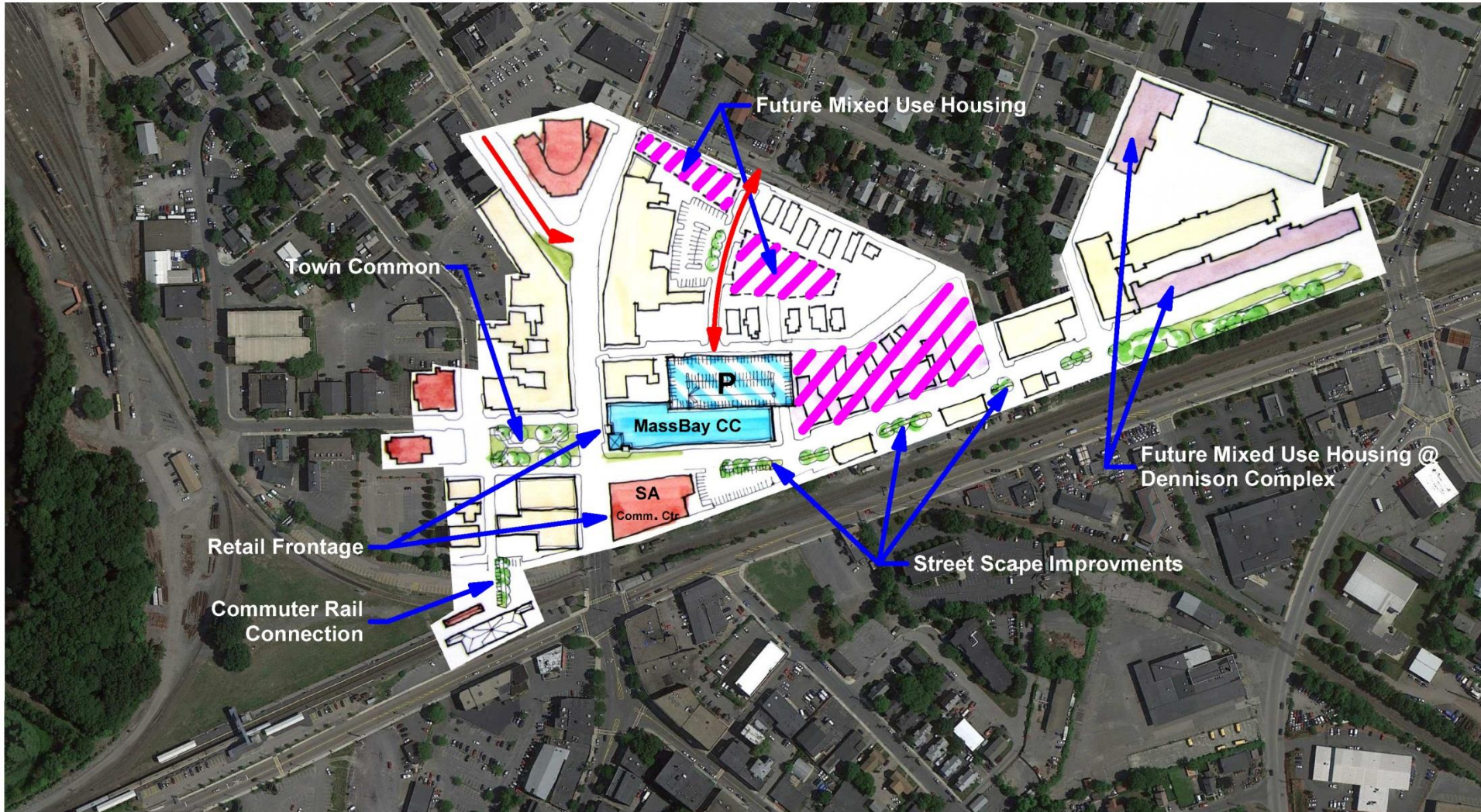


Salvation Army

- **Expand and improve to contribute to downtown activities and image**
- **Opportunity for Community Use**
- **Potential integration with Mass Bay CC facilities**
- **Front Concord Street with new Retail**

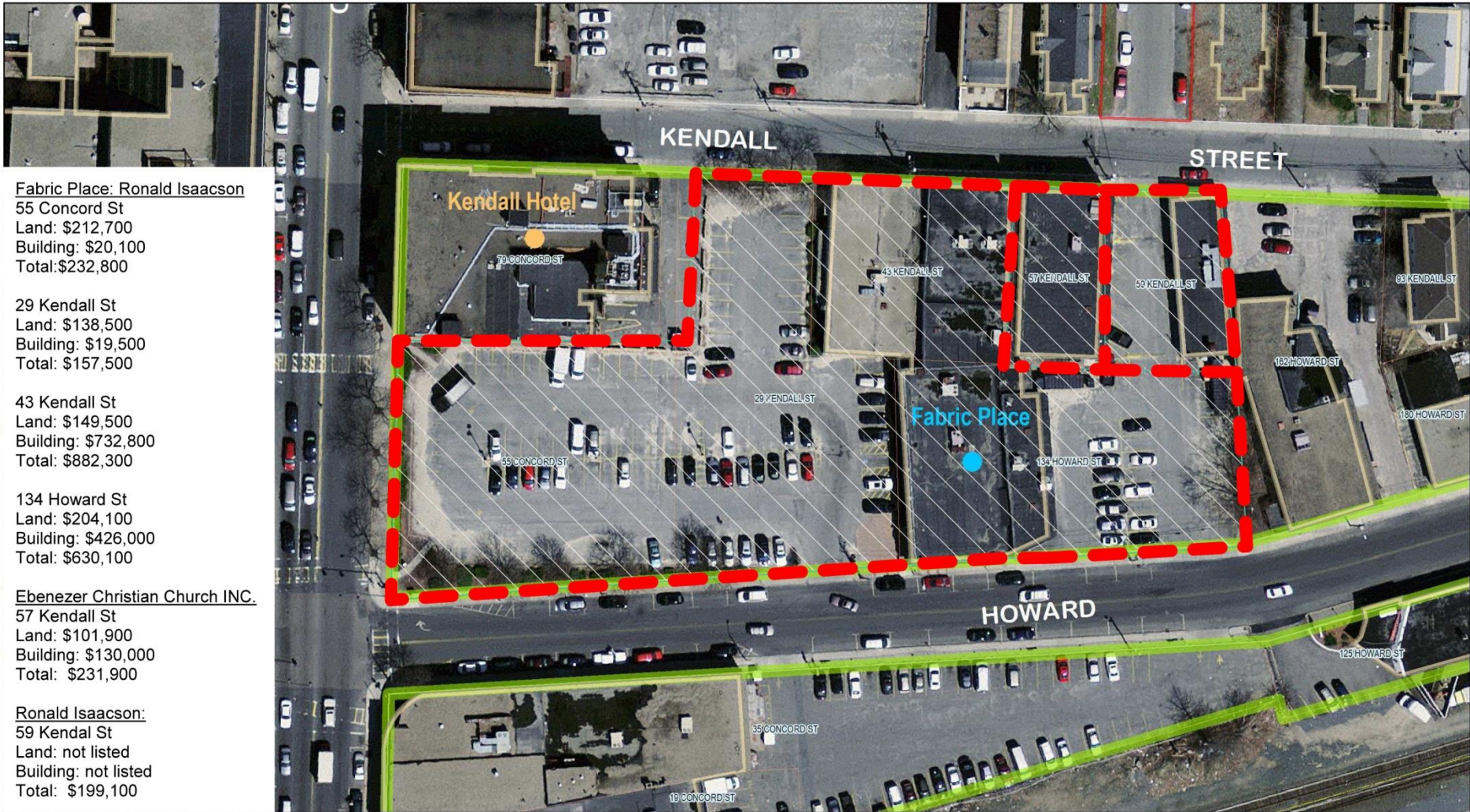


MassBay Community College - Transformative change in downtown



Howard Street Corridor Recommendations

- **Police sub-station, police walking detail. Improve crosswalk safety, and bike use**
- **Continue to work with the state on traffic and rail signal efficiencies.**
- **All of this would be the catalyst to a self-reinforcing cycle of sidewalk vibrancy which would extend to, and enhance efforts to attract additional artists, other residents, associated retail uses, and other tax-paying entities**
- **Street life will create the need for housing, which will in turn create the demand for retail services and street life, which will....create a self-reinforcing cycle**



FRAMINGHAM, MASSACHUSETTS

Kendall Hotel / Fabric Place Detail Map

Framingham Community Development Department 12/21/2012



Implementation Recommendations

- **Encourage DCAM and MassBay to pursue Fabric Place site for new campus; agree on and clearly communicate the vision**
- **Streamlined Permitting Process/Expedited Permitting**
- **Traffic and Parking Management Plan**
- **Support Targeted Development with Tax Incentives**



**Urban Land
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Questions?