

Final Public Meeting | June 11, 2015



SAXONVILLE PUBLIC WORKSHOP

**FRAMINGHAM VILLAGE COMMERCIAL CENTERS
STRATEGIC ECONOMIC DEVELOPMENT PLANNING**
Town of Framingham, Massachusetts

The Cecil Group and FXM Associates



Final Public Meeting | June 11, 2015

Welcome Saxonville!

Second Public Meeting | Saxonville

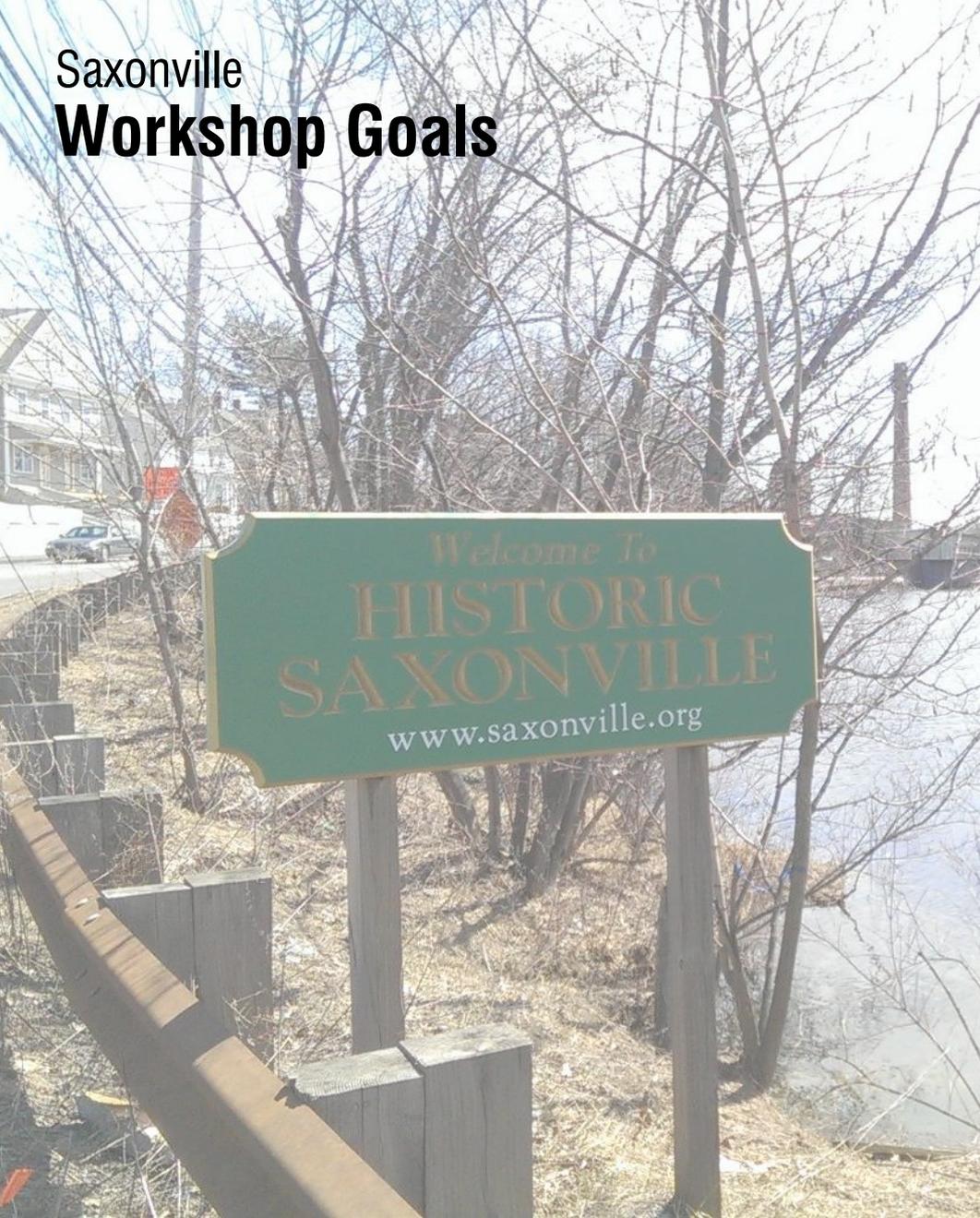
Workshop Agenda

1. **Workshop Goals**
2. **Overview of Saxonville Village Study**
3. **Summary of Previous Meeting**
4. **Recommendations**
 - a) Redevelopment and Urban Design
 - b) Marketing and Reinvestment
 - c) Public Realm Improvement
 - d) Regulatory Strategy
5. **Open House** – Discussion, feedback and priorities
6. **Next Steps**



Saxonville

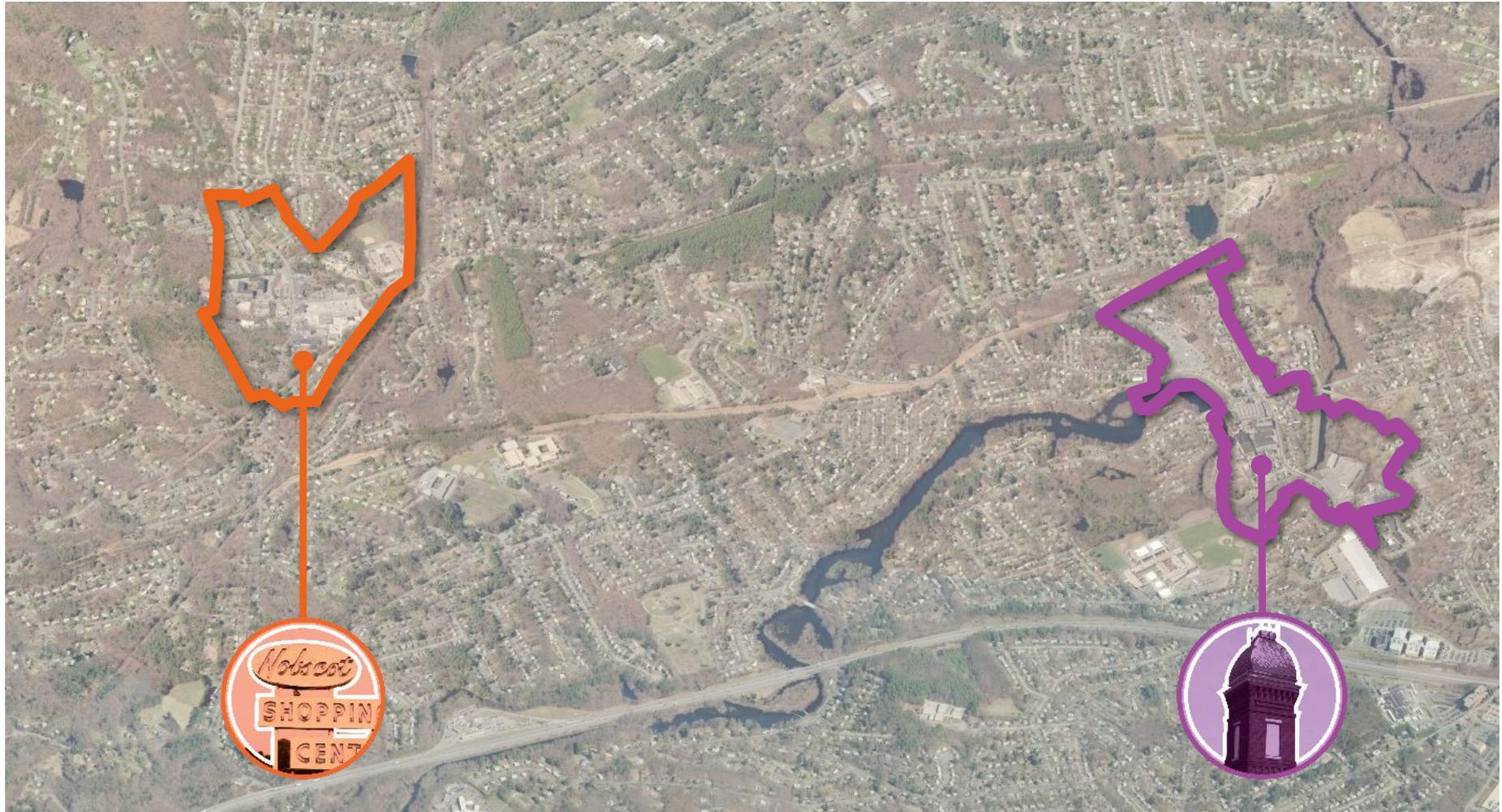
Workshop Goals



- Present conclusions and recommendations
- Receive feedback on recommendations
- Prioritize the most important implementation actions

Saxonville

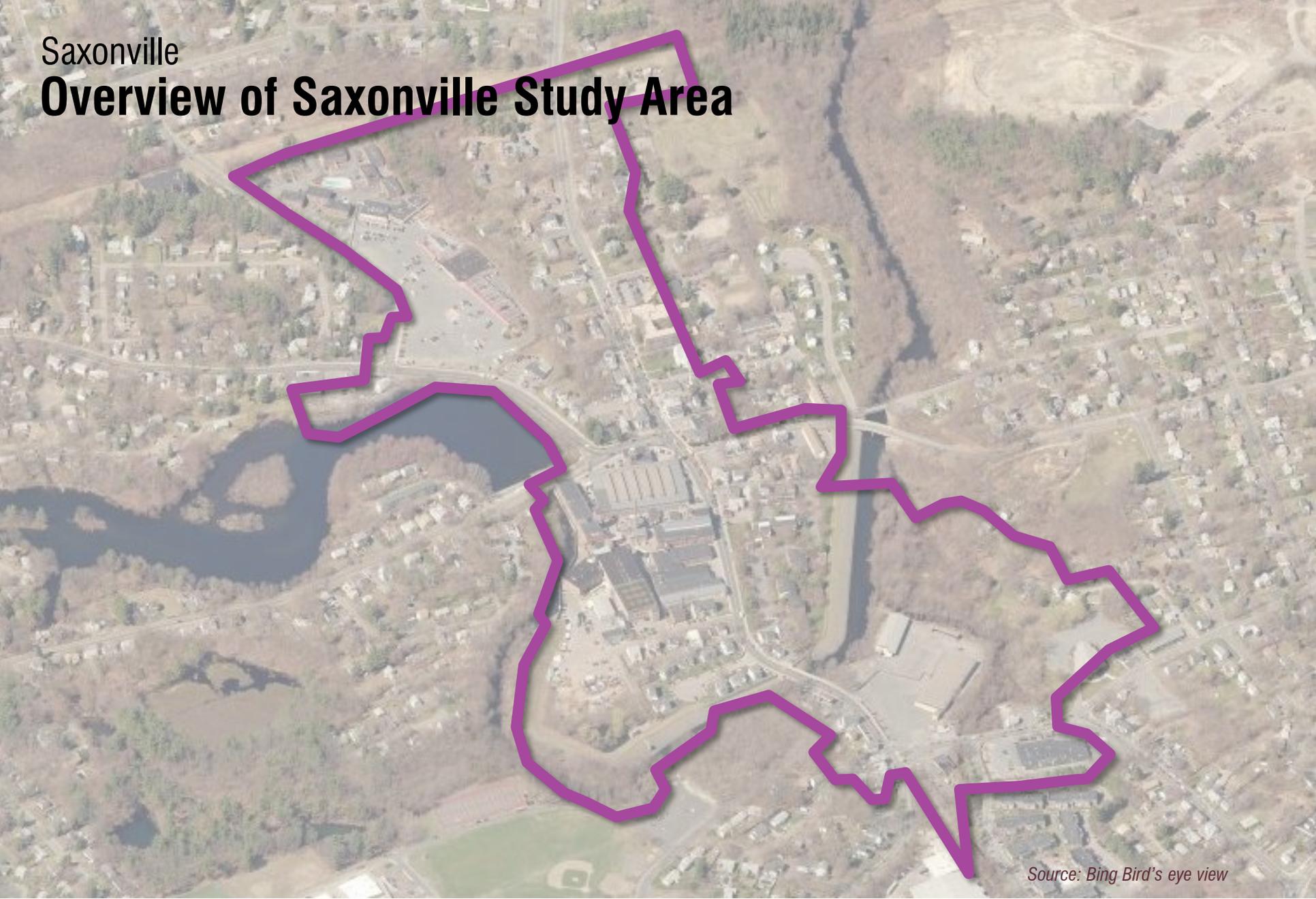
Overview of Saxonville Study Area



Source: Bing Bird's eye view

Saxonville

Overview of Saxonville Study Area



Source: Bing Bird's eye view

Summary of Previous Public Meeting

■ **Missing Strategies:**

- Public realm improvements noted as a highest priority topic
- Improve Mill frontages and landscape
- Minimize drive-thru aspect of village, reinforce as a destination
- People don't know where to park in the district
- Importance of gateways into the Study Area
- Reinforce walking connection to PUD

■ **Pinefield Priorities:**

- Underutilized asset with too much parking
- Need small-scale retail for daily needs, conducive to mixed-use
- Missing streetscape and building frontage, need more landscape

■ **State Lumber Priorities:**

- Preference for convenience shopping and service-uses
- Desire for community amenity/open space or river access
- Potential support for mixed-use – 2 or 3-story maximum building height

Vision Statement

Saxonville is a vital and historic walking village that is a small business center and serves the surrounding residential neighborhoods with community, service and recreational amenities that reinforce livability and quality of life.

GOALS



Transformation of Underperforming Properties



Alignment of Uses and Services



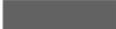
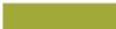
Connection to Recreational Resources

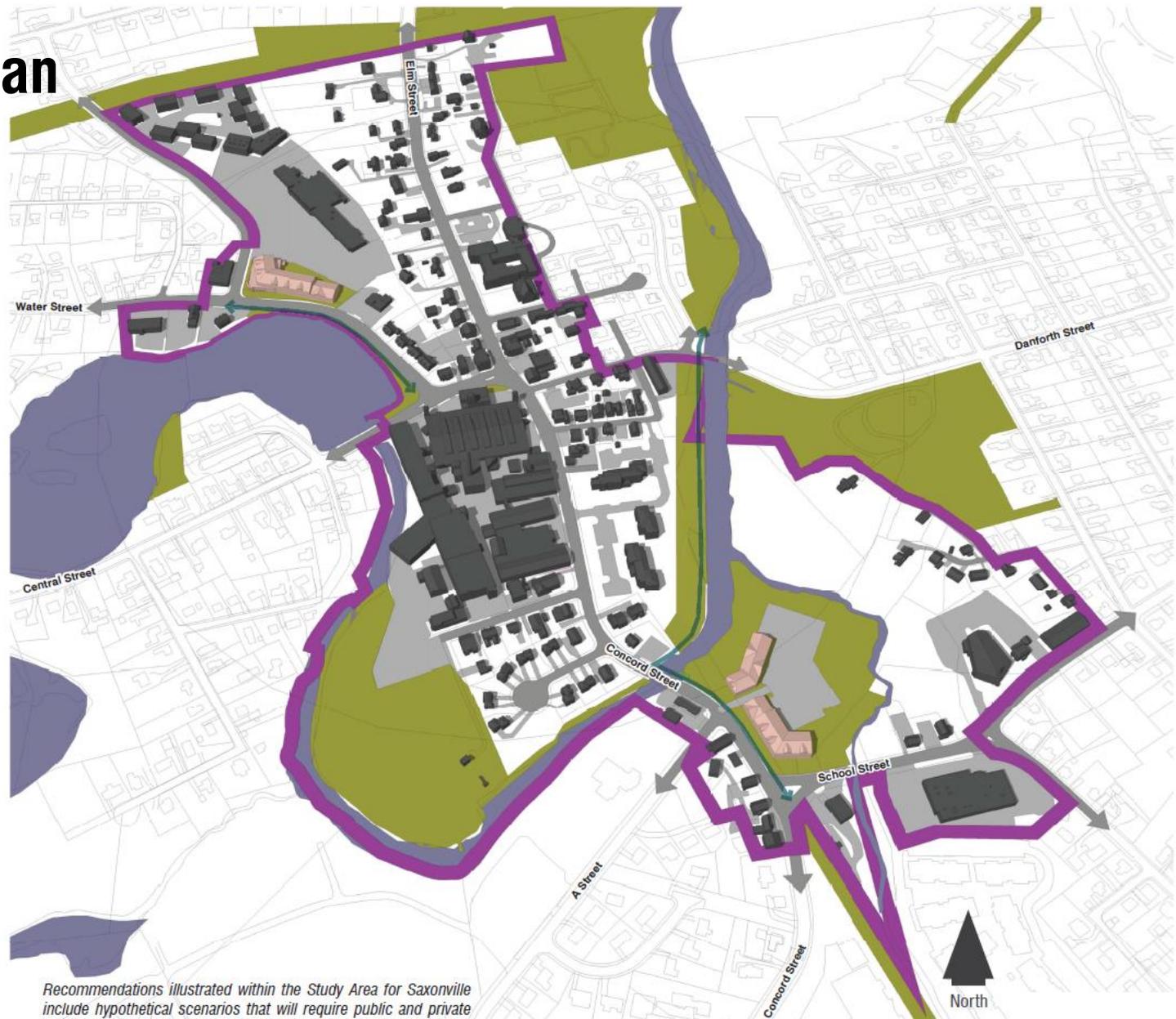


Aggressive Expansion of Walkability

Saxonville Illustrative Plan

Legend

-  Existing Buildings
-  Potential Development
-  Existing Open Space
-  Study Boundary
-  Parking Area
-  Street
-  Improved Streetscape
-  New Sidewalk



Recommendations illustrated within the Study Area for Saxonville include hypothetical scenarios that will require public and private

Saxonville Recommendations



**Redevelopment
and Urban Design**



**Marketing and
Reinvestment**



**Public Realm
Improvement**



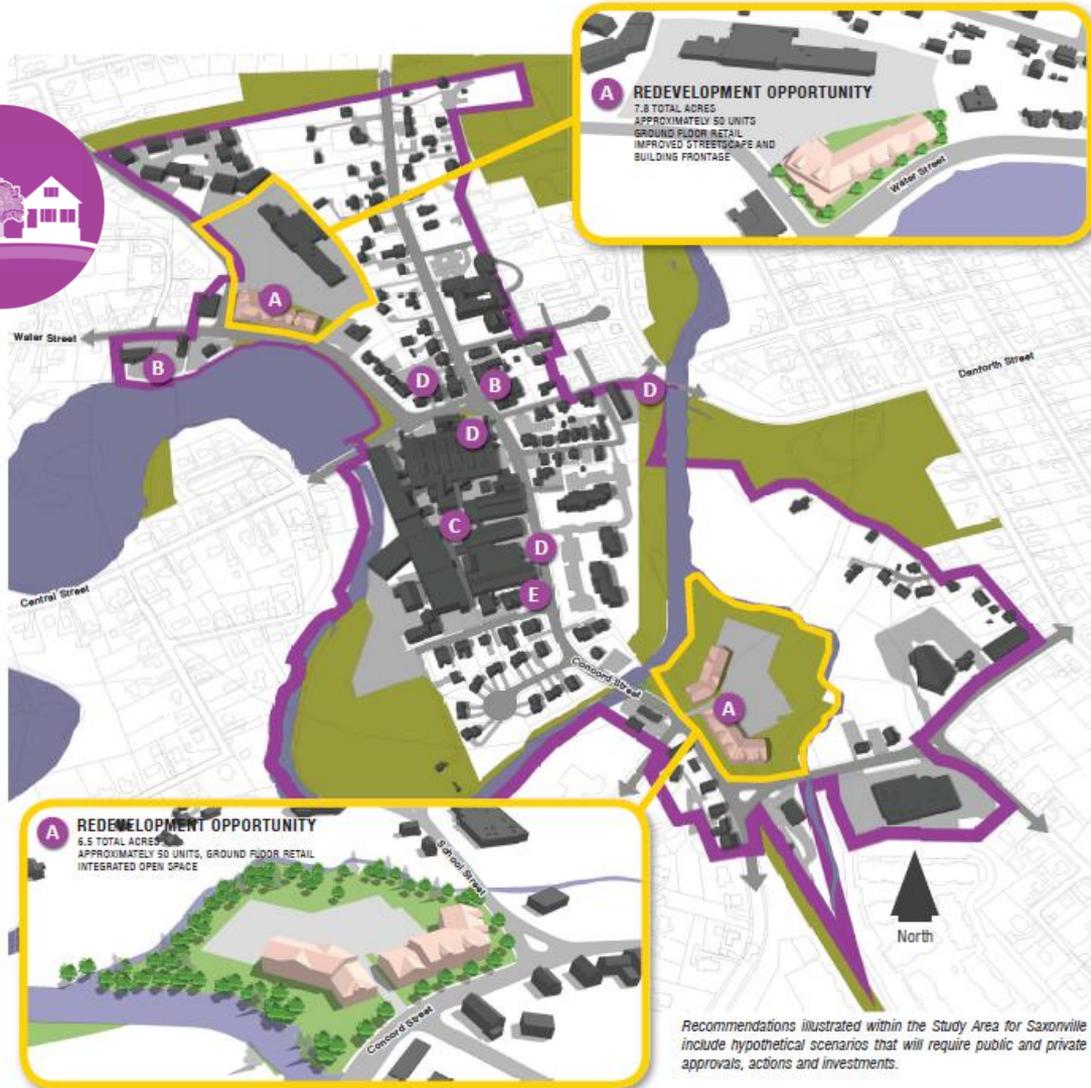
**Regulatory
Strategy**

Saxonville Recommendations



Redevelopment and Urban Design

Diagram of potential redevelopment.



Recommendations illustrated within the Study Area for Saxonville include hypothetical scenarios that will require public and private approvals, actions and investments.

- A LEVERAGE POTENTIAL DEVELOPMENT** – Use future investments to improve the character and walkability of the district and improve district gateways.
- B REFOCUS DISTRICT CENTER** – Combine intersection improvements with a pedestrian plaza that refocuses pedestrian activity and amenity at the center of Saxonville.
- C ENABLE LONG-TERM INVESTMENT** – Open new opportunities for mixed-use redevelopment that would enable improvements at key properties like the Saxonville Mill.
- D REINFORCE UNIQUE DISTRICT** – Highlight the Mill, McGrath Square, Athenaeum and other historic structures through landscape, street frontage and signage improvements.
- E INVEST IN A CIVIC CENTER** – An active village center would benefit from a community gathering place and improvements to the Athenaeum, Fire Station and Watson Place provide additional district anchors.

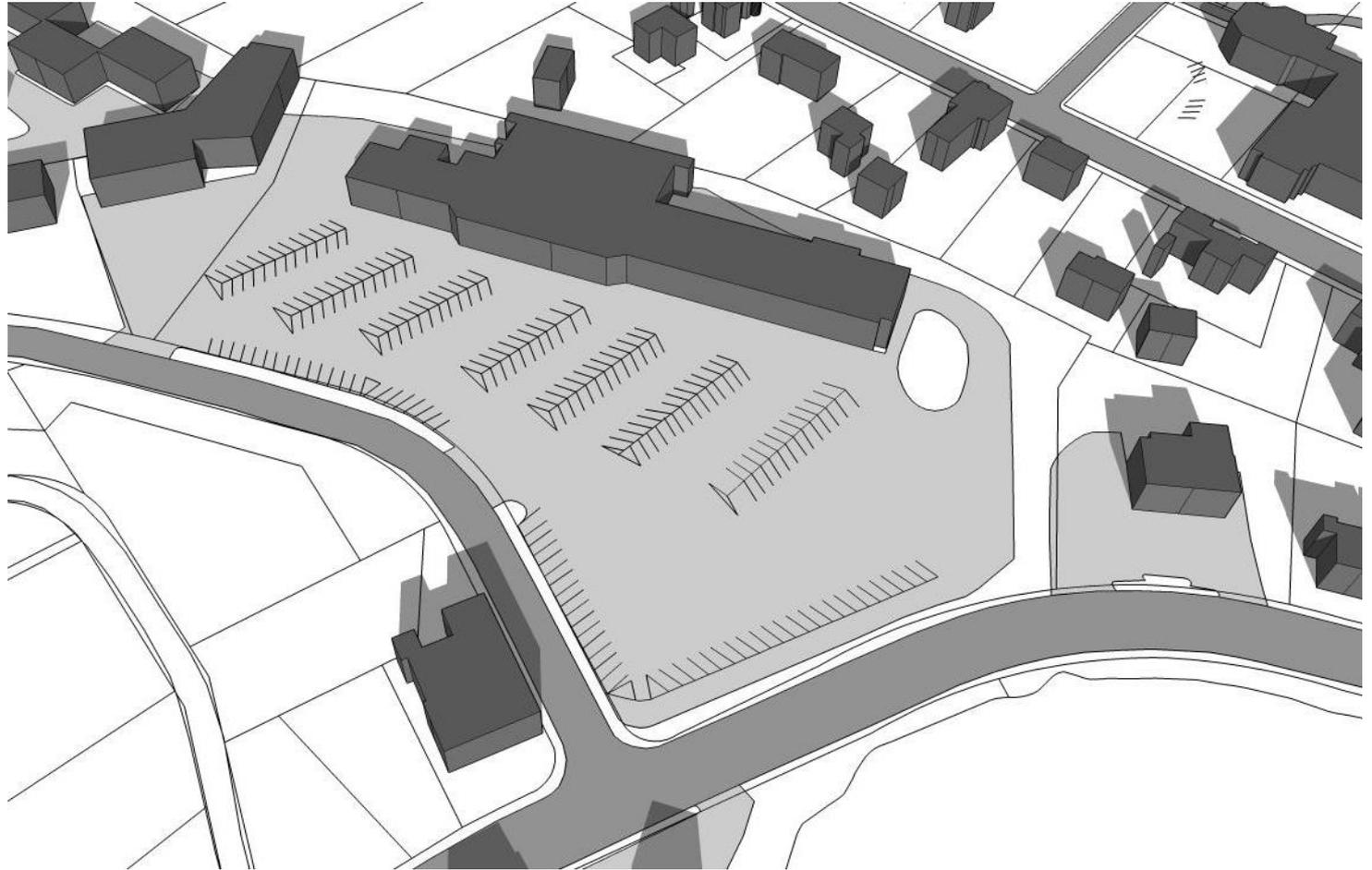
Saxonville Recommendations – Redevelopment “Pinefield Site”



3 Parcels

7.8 acres

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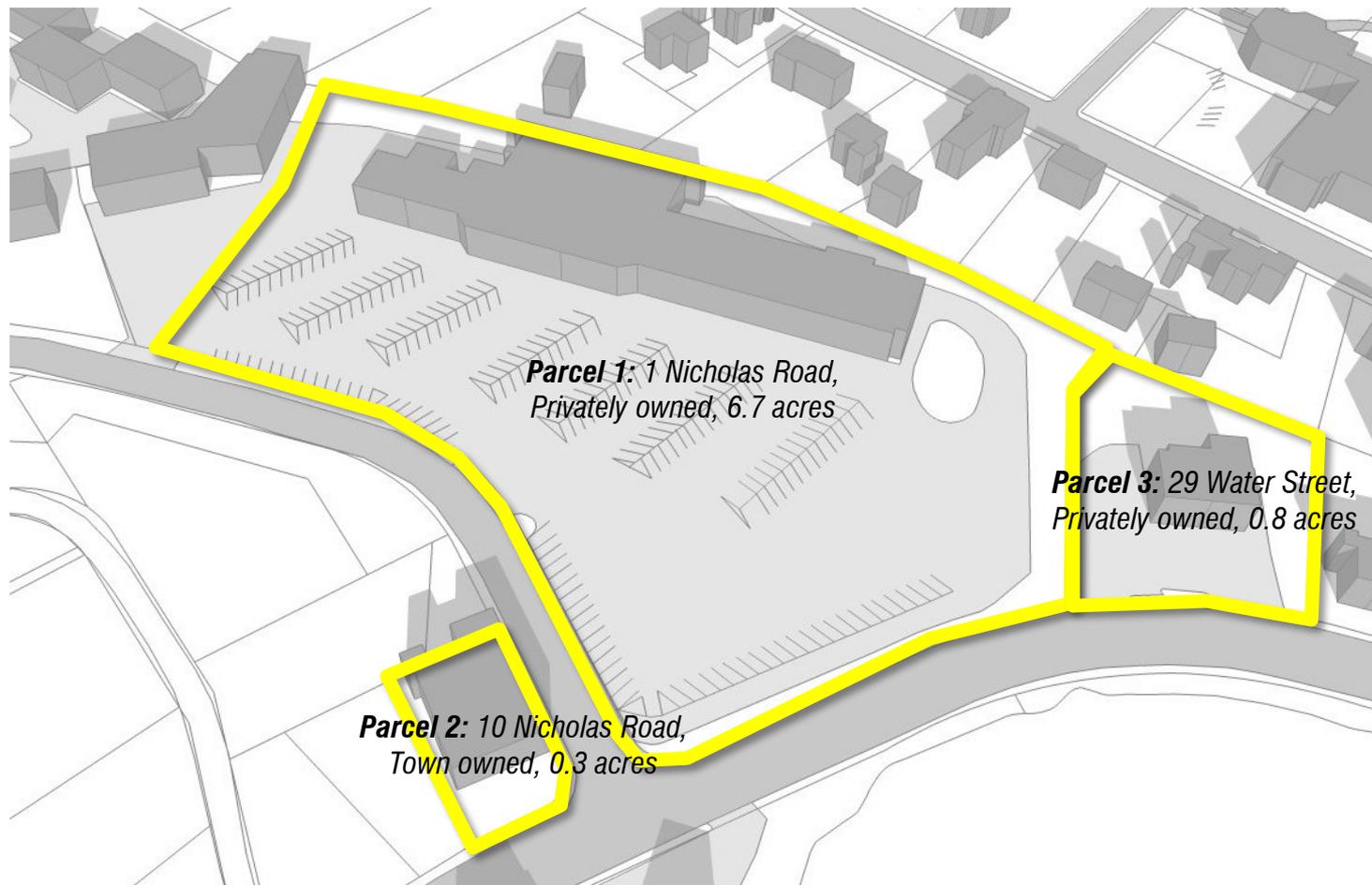
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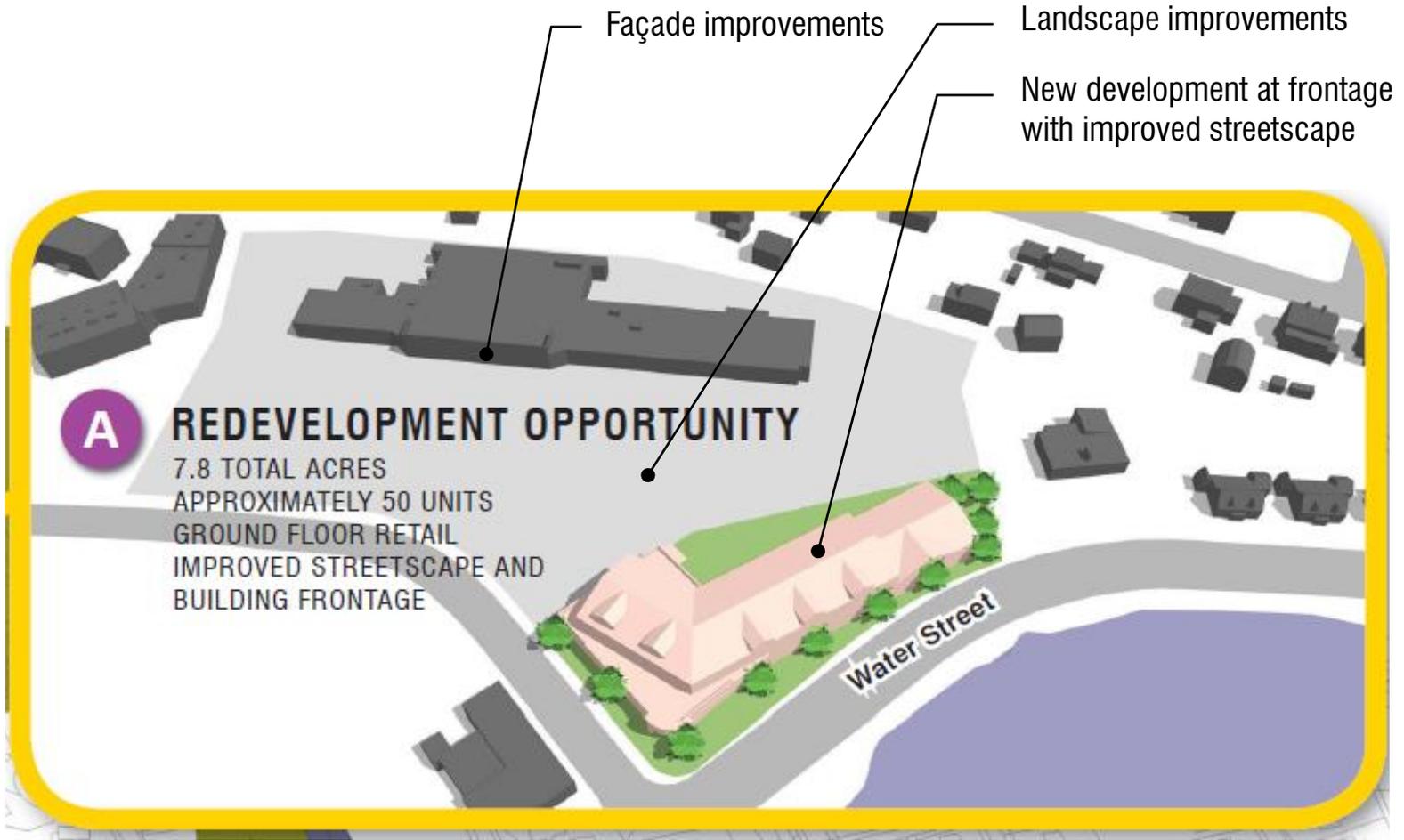
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Saxonville

Recommendations – Redevelopment “Pinefield Site”



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Saxonville

Recommendations – Redevelopment

“State Lumber Site”



6 Parcels

6.5 acres

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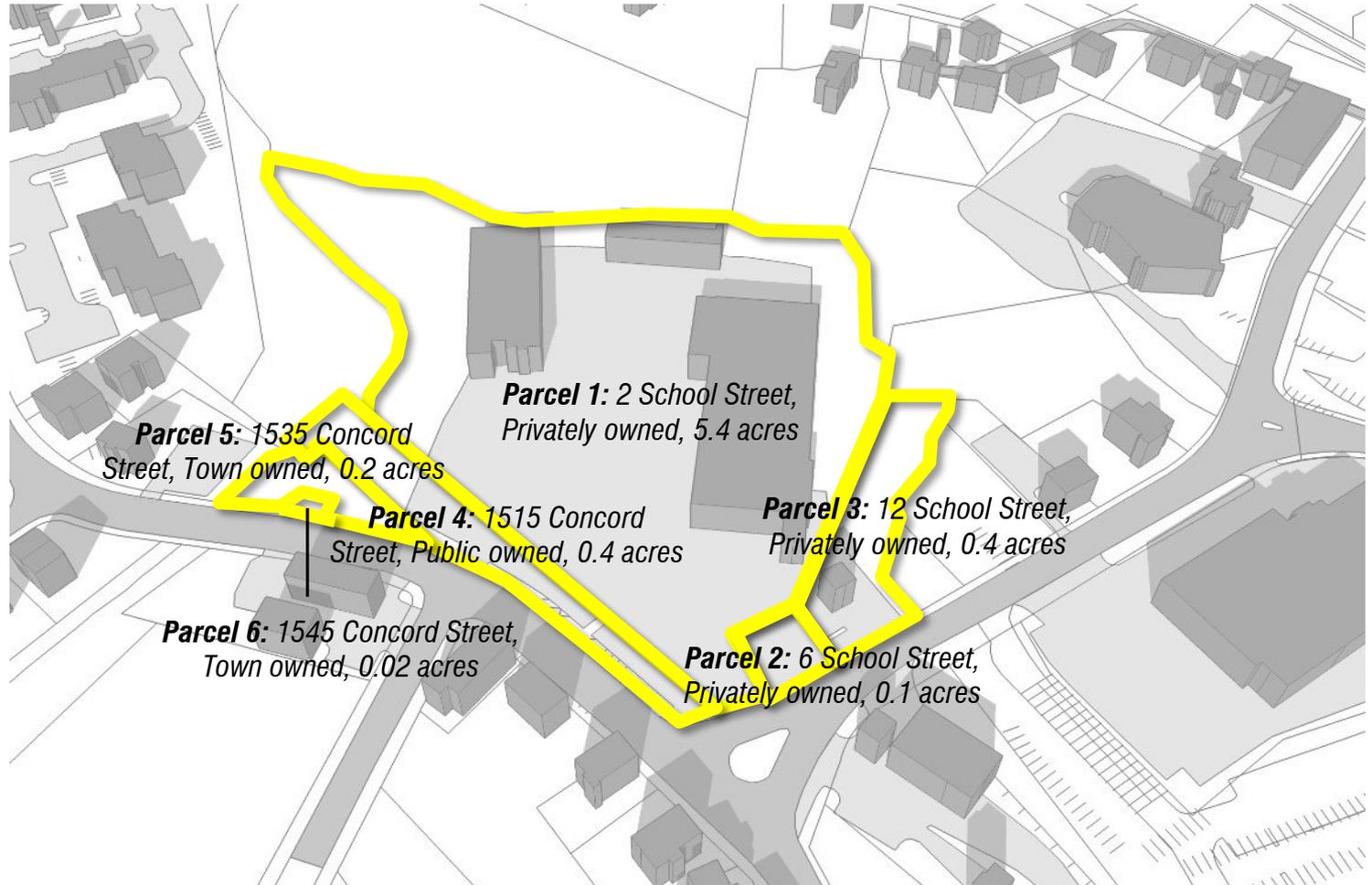
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Saxonville Recommendations – Redevelopment “State Lumber Site”



6 Parcels

6.5 acres

Natural landscape edges

Potential landscape/open space amenity

Reinforce connection to Cochituate Trail

A LEVERAGE POTENTIAL DEVELOPMENT – Use future investments to improve the character and walkability of the district and improve district gateways.

Reduce impervious area in riverfront and wetland

Redevelop to frame district gateway and street frontages



Saxonville Recommendations – Redevelopment “State Lumber Site”



6 Parcels

6.5 acres



A LEVERAGE POTENTIAL DEVELOPMENT – Use future investments to improve the character and walkability of the district and improve district gateways.

Saxonville Recommendations – Redevelopment

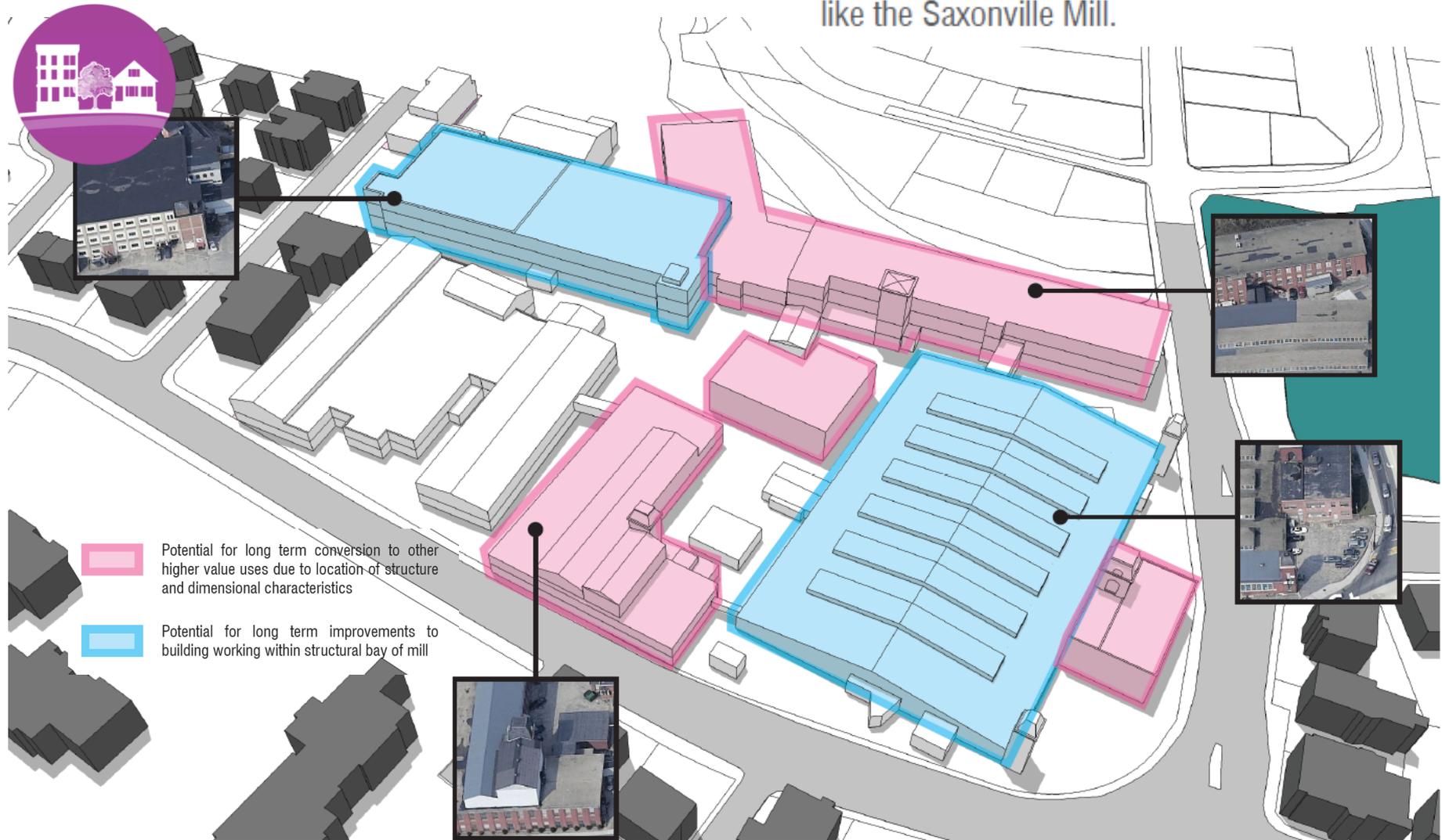


B **REFOCUS DISTRICT CENTER** – Combine intersection improvements with a pedestrian plaza that refocuses pedestrian activity and amenity at the center of Saxonville.

Saxonville

Recommendations – Redevelopment

C **ENABLE LONG-TERM INVESTMENT** – Open new opportunities for mixed-use redevelopment that would enable improvements at key properties like the Saxonville Mill.



Saxonville Recommendations – Redevelopment

D REINFORCE UNIQUE DISTRICT – Highlight the Mill, McGrath Square, Athenaeum and other historic structures through landscape, street frontage and signage improvements.



Saxonville Recommendations – Redevelopment

E INVEST IN A CIVIC CENTER – An active village center would benefit from a community gathering place and improvements to the Athenaeum, Fire Station and Watson Place provide additional district anchors.



Saxonville

Recommendations – Market/Invest



Marketing and Reinvestment

Diagram of existing conditions.



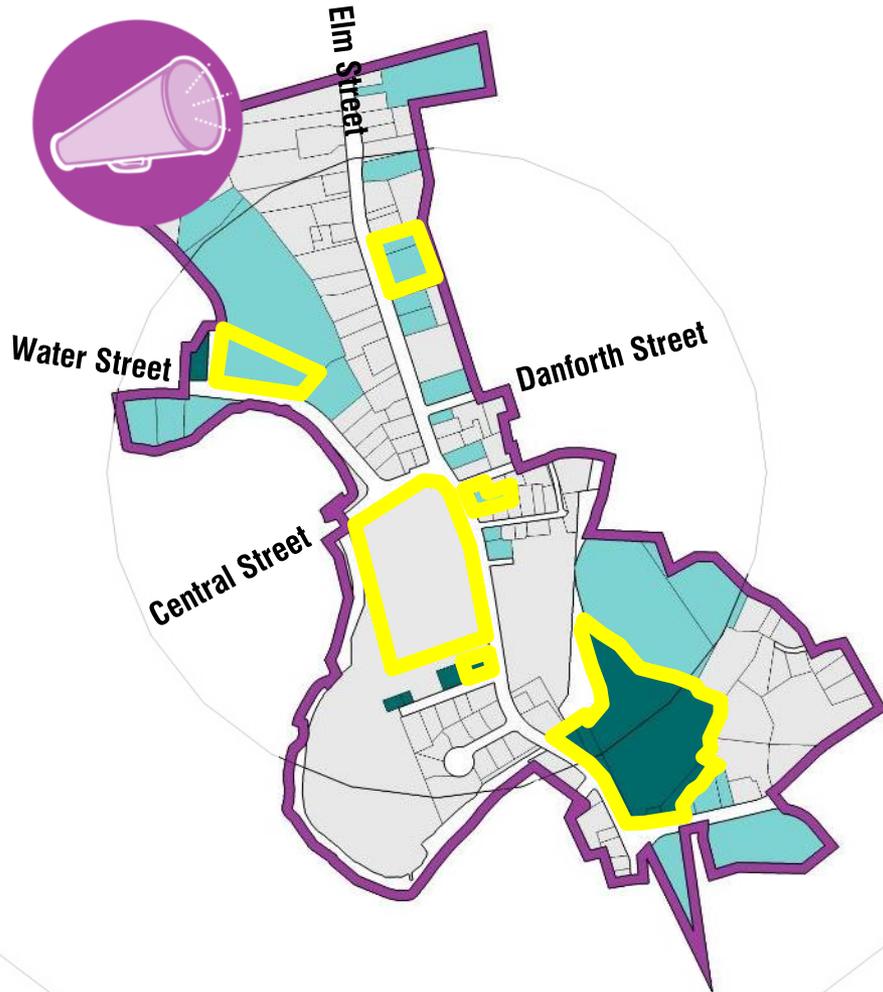
- A REINFORCE LOCAL SERVICES** – Calibrate uses, businesses and services to match local needs and align with the retail gap analysis.
- B INVITE PRIVATE INVESTMENT** – Establish a facade, signage and landscape improvement program that either provides small grants to promote reinvestment or a revolving loan fund to facilitate district reinvestment.
- C ENHANCE RESIDENT CONNECTIONS** – Reinforce walking, biking and community connections to new residential areas including the Planned Unit Development to reinforce area resident use of the village center.
- D LEVERAGE COMMUNITY ASSETS** – Continue efforts to reuse Athenaeum Hall for community gathering space, reinforce community connection to the Mill, expand recognition of natural and historic district assets.
- E ENHANCE DISTRICT WAYFINDING** – Highlight the historic assets, recreational trails and Mill businesses with legible and consistent signage.

Saxonville

Recommendations – Market/Invest

A REINFORCE LOCAL SERVICES – Calibrate uses, businesses and services to match local needs and align with the retail gap analysis.

■ **Recruit and attract specific uses**



Selected Potential Retail Development Opportunities for Saxonville

NAICS	Store Type	Opportunity/Gap	Supportable Square Feet	Number of Stores
7221	full service restaurants	\$7,500,000	10,000	1-2
7222	limited svce eating places	\$5,700,000	8,500	2-3
4453	beer, wine, liquor stores	\$4,000,000	15,000	1-2
44831	jewelry stores	\$5,000,000	8,000	2-3
44422	nursery & garden centers	\$4,000,000	20,000	1-2
45321	office supplies & stationery	\$4,600,000	15,000	1
45322	gifts, novelty, and souvenirs	\$3,000,000	10,000	1
TOTALS		\$33,800,000	86,500	7-10

Source: A.C. Nielsen *SiteReports*, January 2015, and FXM Associates

Saxonville Likelihood of Change

- Likely to Change
- Could Change
- Not Likely to Change

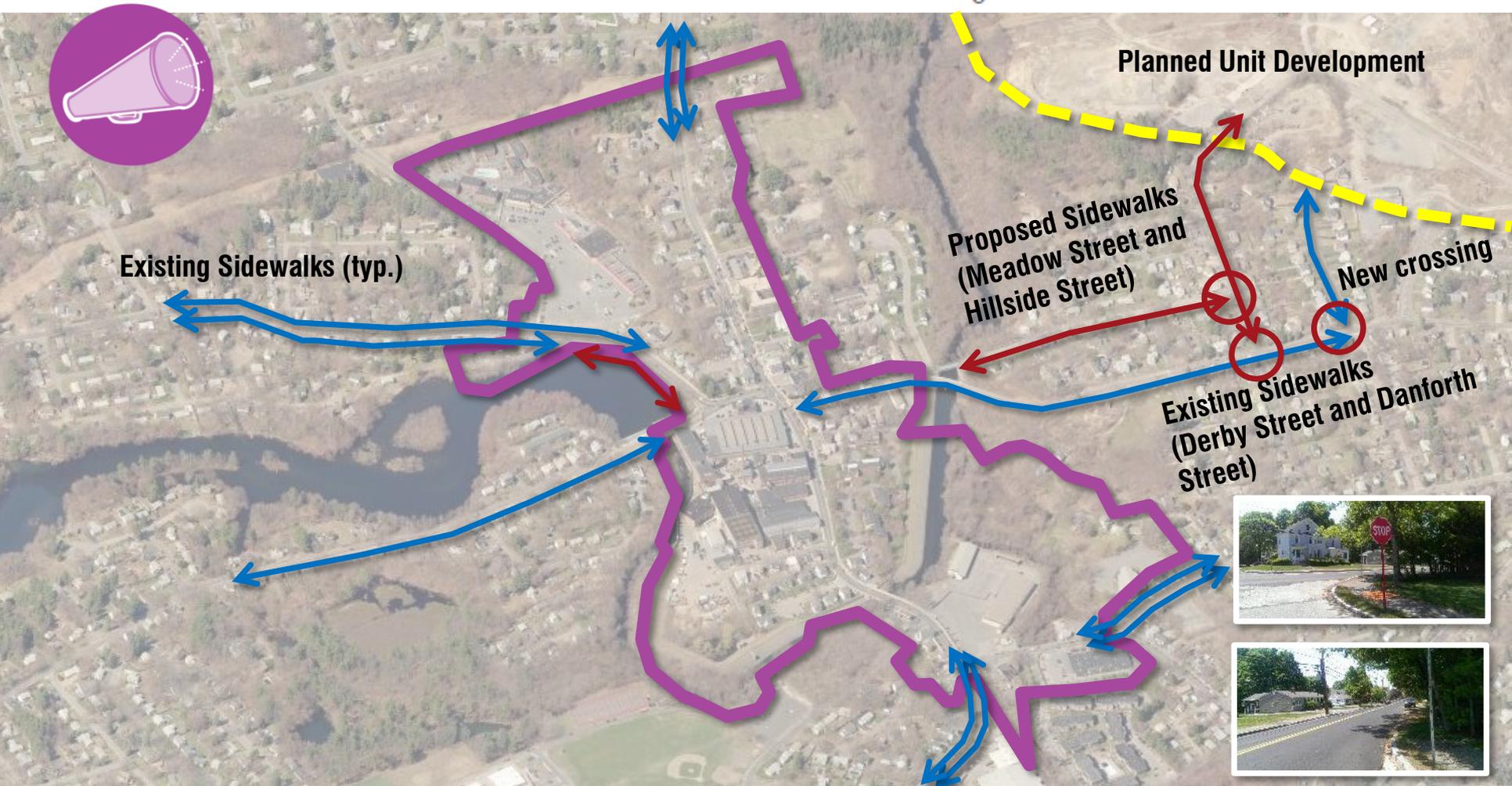
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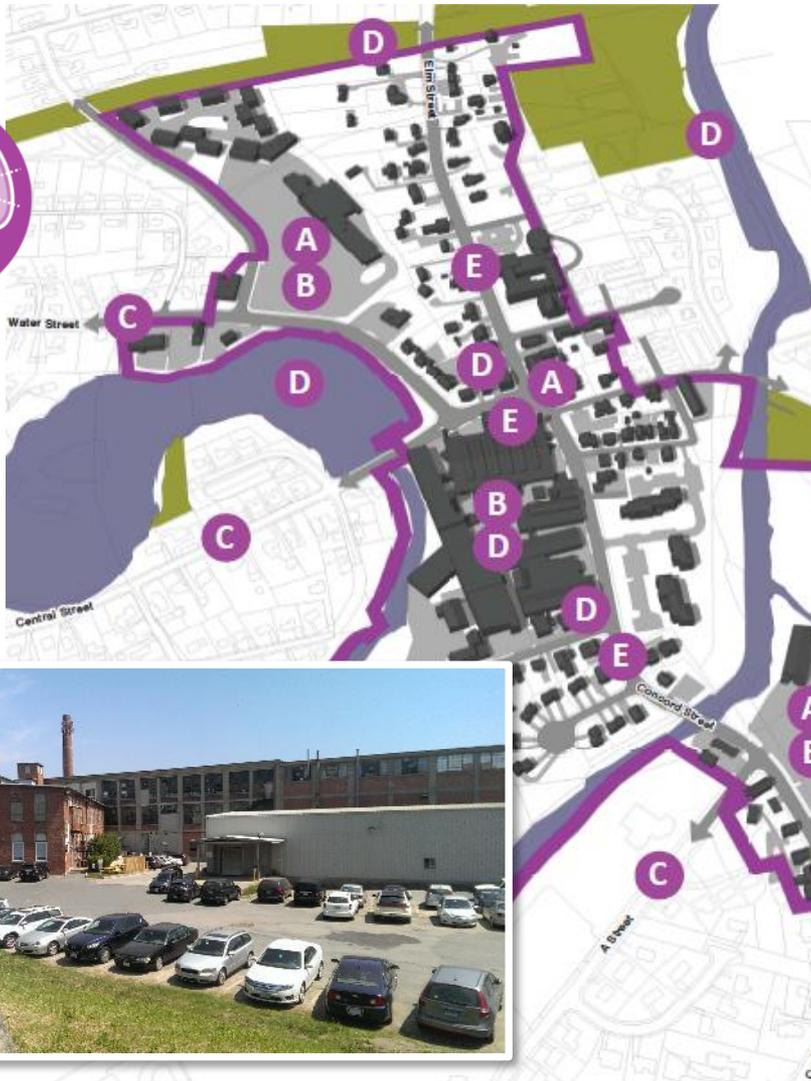
Saxonville Recommendations – Market/Invest

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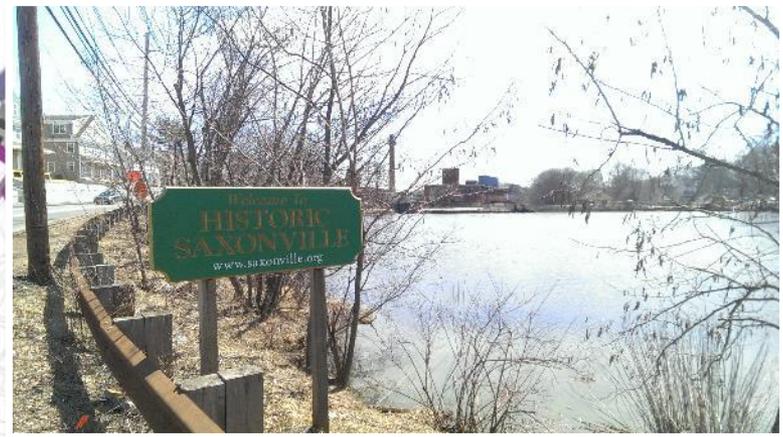
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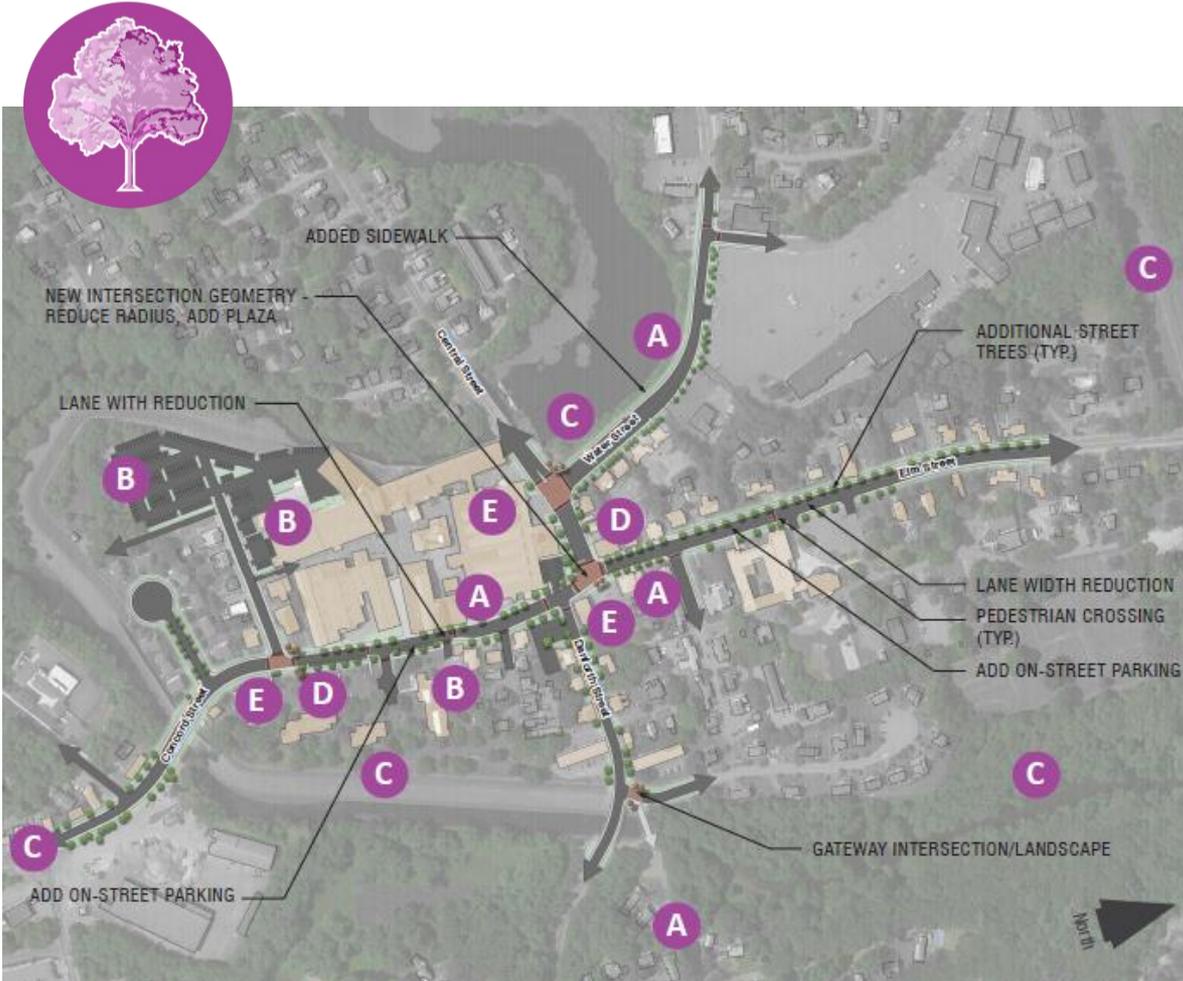


Saxonville Recommendations – Public Realm



Public Realm Improvement

Diagram of potential streetscape improvements.



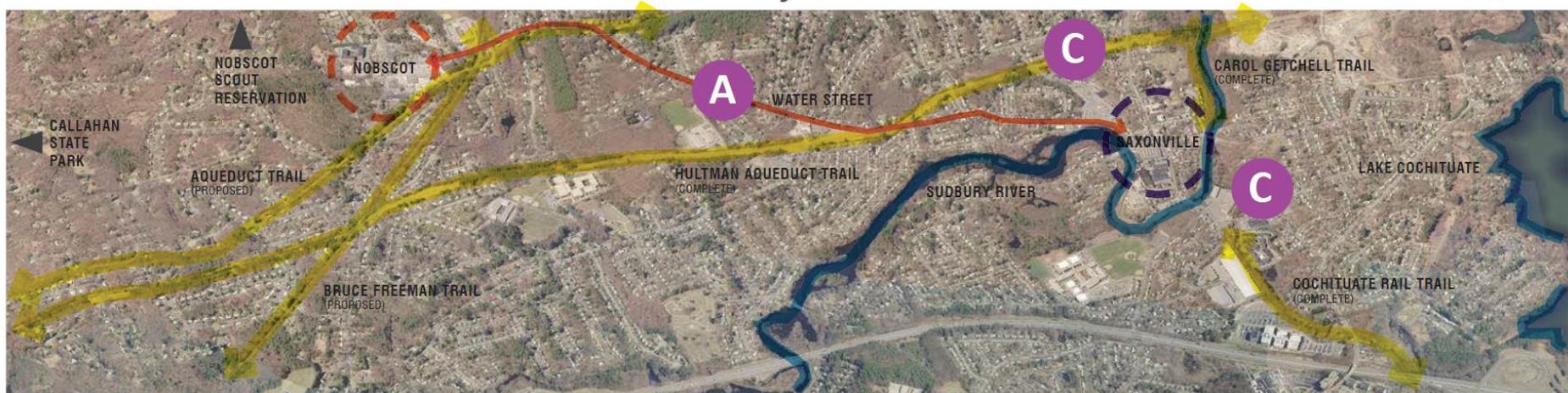
- A ENHANCE WALKABILITY/BIKEABILITY** – Fill gaps in pedestrian network with sidewalks and marked crossings, widen sidewalks in key locations, improve public streetscape, add sharrows and share-the-road signs on key bike connections.
- B IDENTIFY NEW PARKING RESOURCES** – Reduce travel lane widths and add on-street parking in central locations. Explore adding parking capacity at underused locations like the old Pump House on Waton Place.
- C STRENGTHEN OPEN SPACE LINKS** – Reinforce connections between Cochituate Rail Trail, Carol Gatchell Trail, Sudbury Pond and the Aqueducts providing connections and open space links to Nobscot.
- D CONTINUE STREETScape IMPROVEMENTS** – Continue character and quality of improvements between current School Street and Central/Water Street improvements.
- E REINFORCE GATEWAY INTERSECTIONS** – Provide gateway landscape and intersection improvements at key intersections at Central/Water Streets, Central/Concord Streets and Waton Place/Concord Street.

Saxonville Recommendations – Public Realm

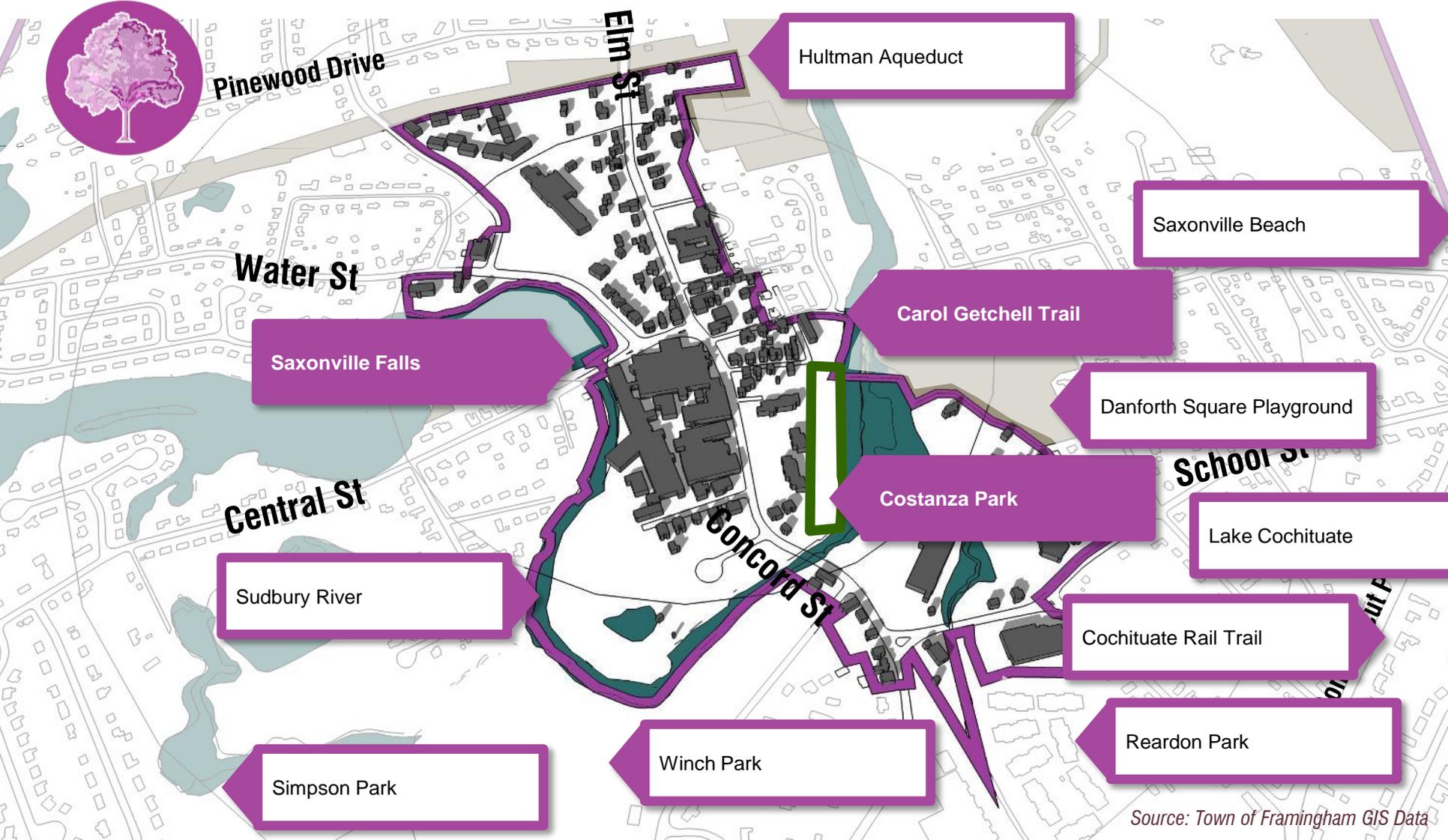


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Recreational access and connectivity.



Saxonville Baseline Strategies – Public Realm Improvement



Source: Town of Framingham GIS Data

Saxonville Recommendations – Public Realm



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Saxonville Recommendations – Public Realm



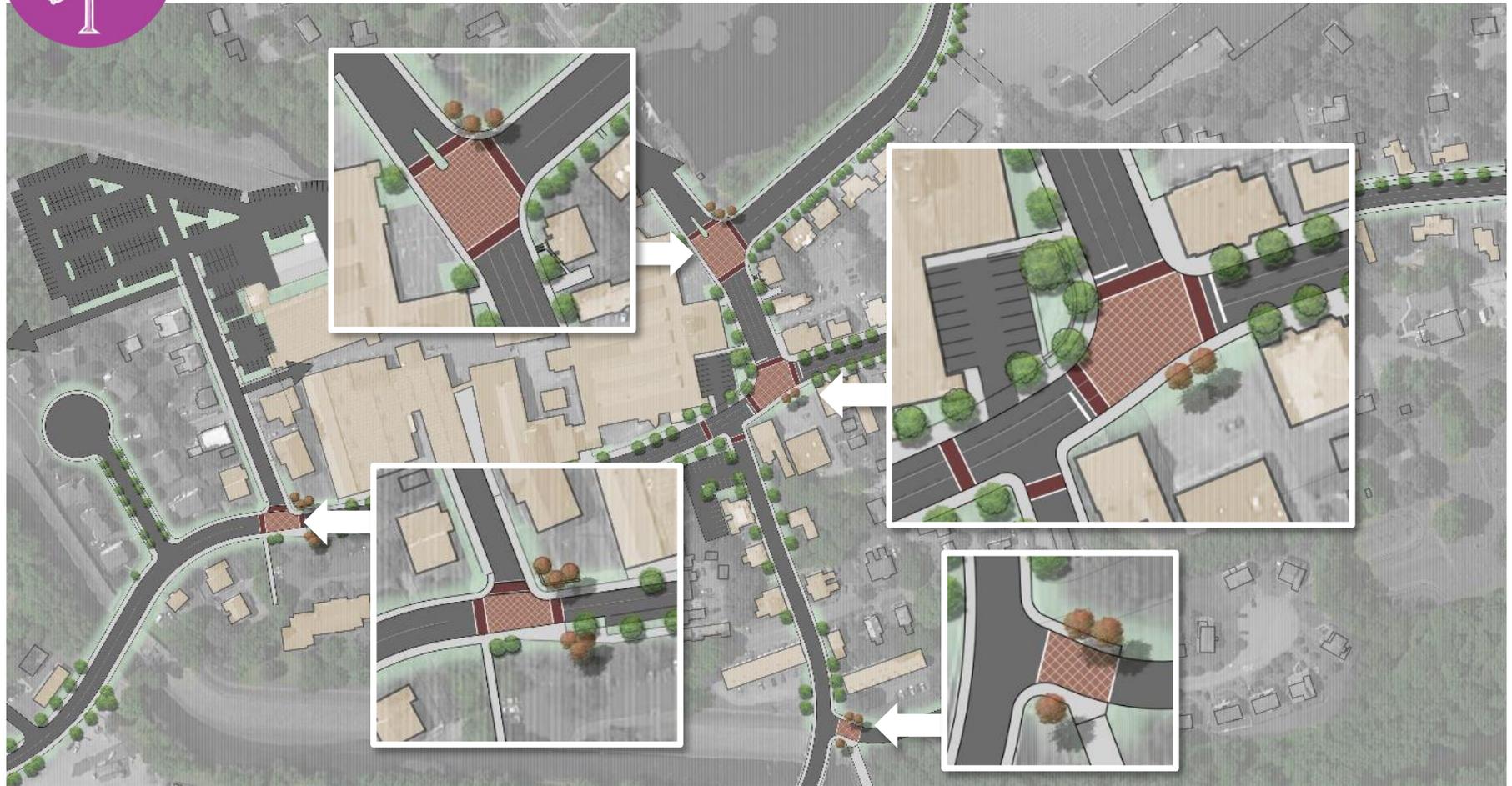
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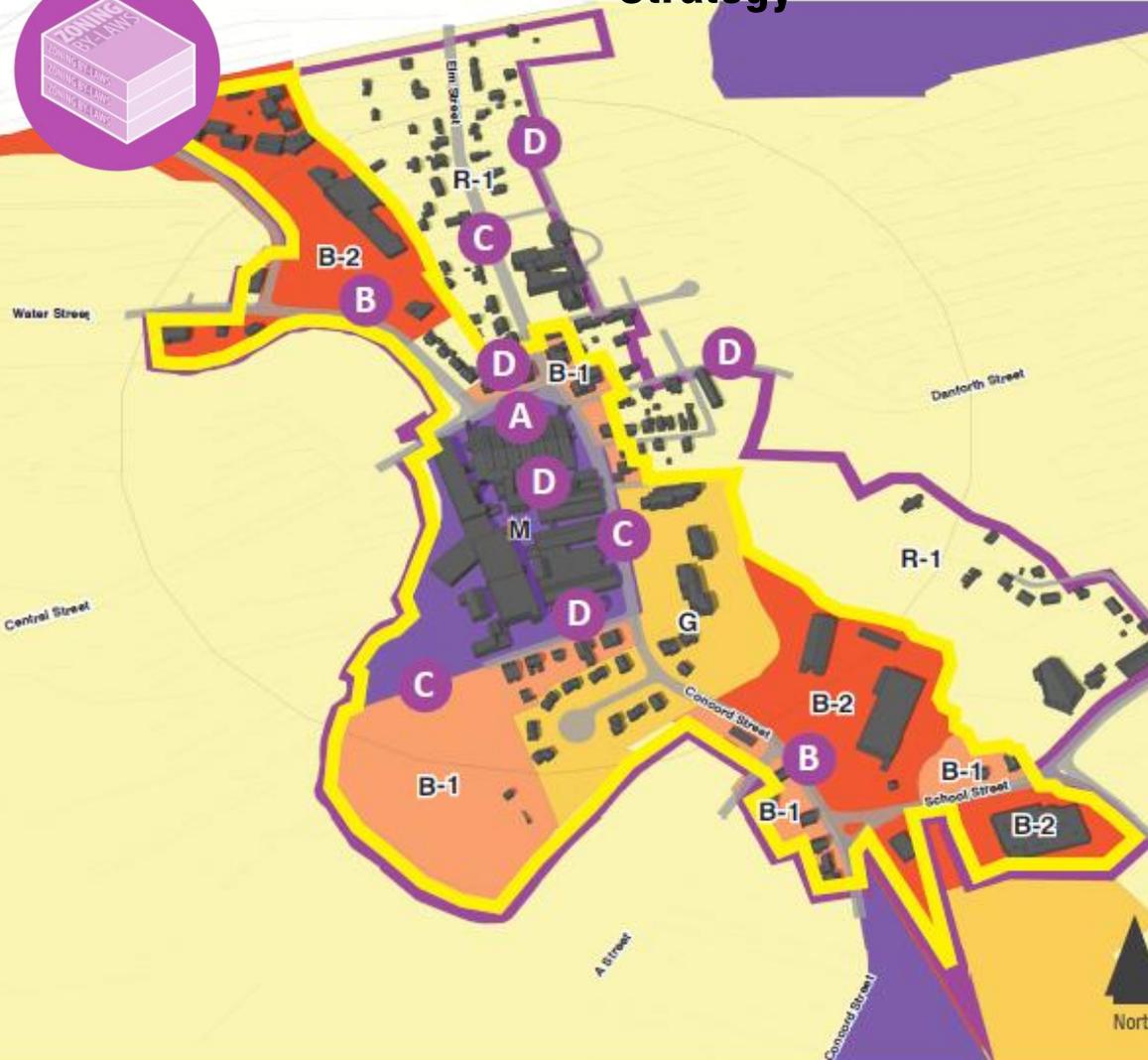


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Saxonville Recommendations – Regulatory Strategy

Regulatory Strategy

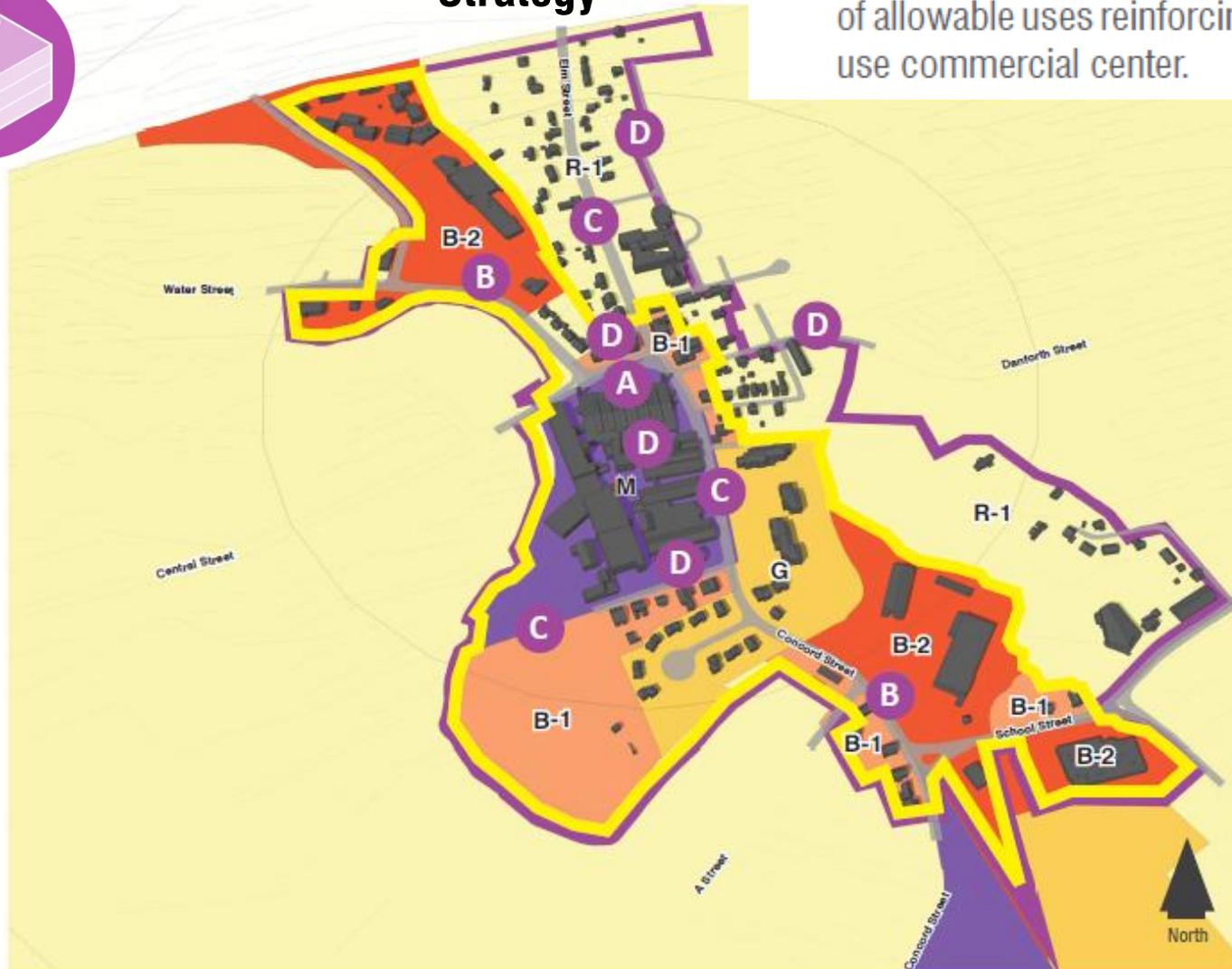


- A REINFORCE MIXED-USE VILLAGE CENTER** – Create a new Village District Zone to integrate many separate existing zones to expand the mix of allowable uses reinforcing a walkable mixed-use commercial center.
- B PROVIDE GUIDANCE FOR INVESTMENTS** – Employ design guidelines to direct future investment to complement and contribute to the overall district character, reinforce a pedestrian friendly environment and screen parking.
- C PURSUE DISTRICT-WIDE PARKING STRATEGY** – Encourage shared parking, more efficient parking layouts across property lines, shared access and entries, and new locations of on-street parking to provide a district-wide approach to parking encouraging a “park-once” district.
- D PRESERVE HISTORIC ASSETS** – Reinforce the preservation of historic assets through both the proposed Village District zoning and design guidelines.

Saxonville Recommendations – Regulatory Strategy



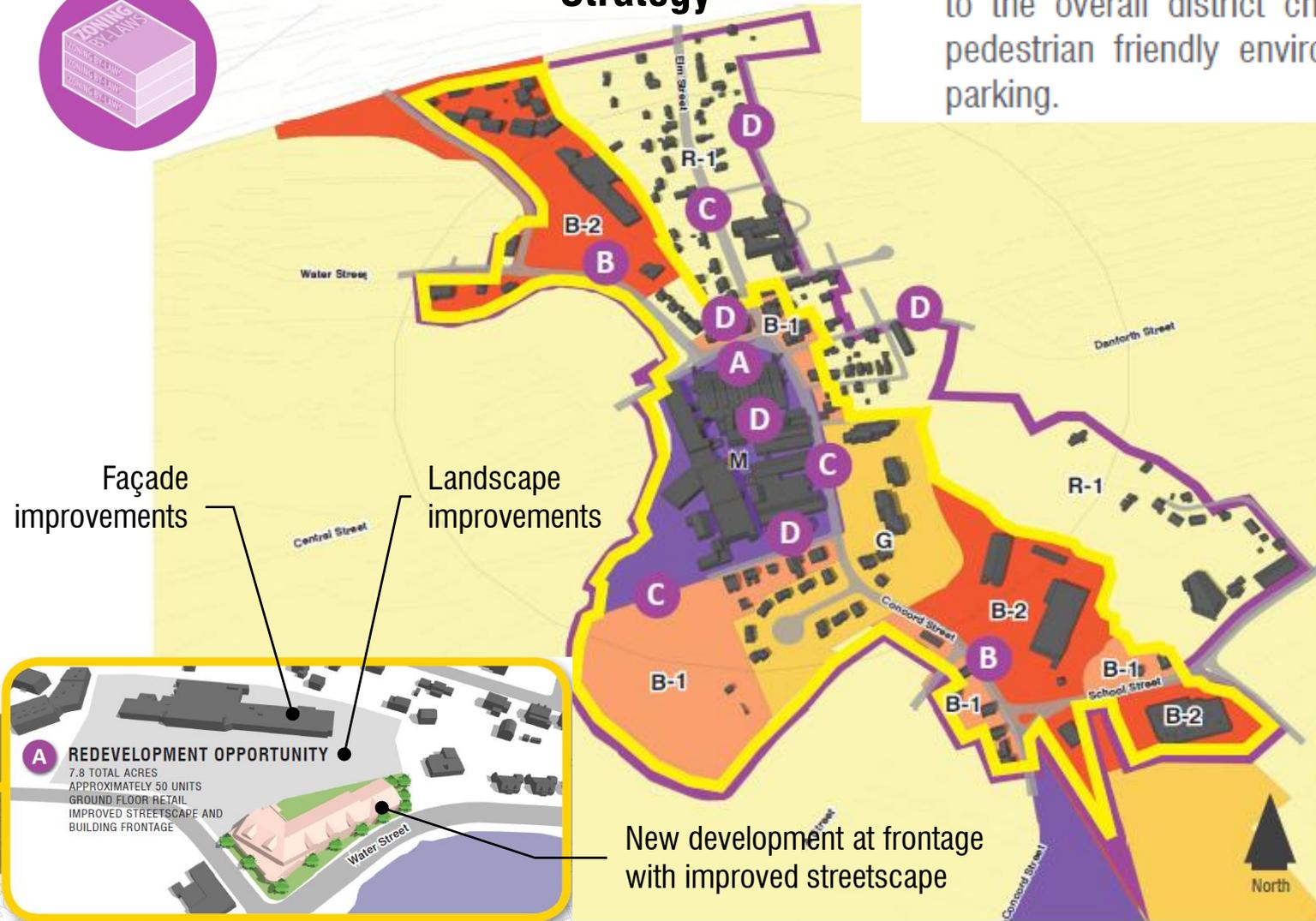
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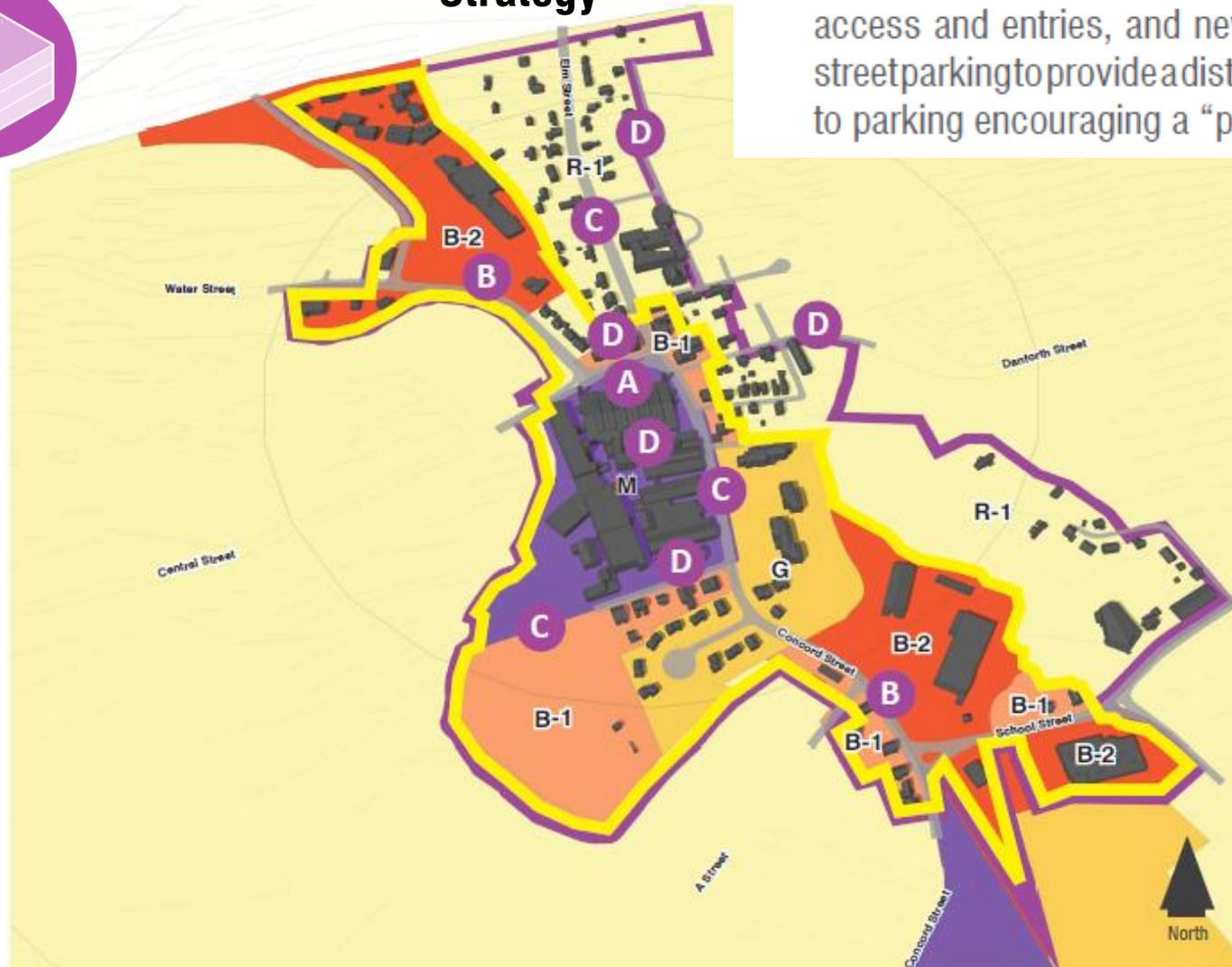
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Saxonville Recommendations – Regulatory Strategy



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Saxonville Implementation

Develop and adopt **new Village District zoning** promoting mixed-uses at a moderate density

Invest in **streetscape improvements to improve walkability** and enhance sense of place

Invest in **placemaking and intersection improvements** at McGrath Square with new plaza

Share and manage parking district-wide with parking agreements and on-street parking

Connect recreational assets linking Cochituate Rail Trail to Carol Getchel Trail and Aqueduct

Create a district-based **facade, landscape and signage improvement program**

Formalize stewardship with a district advisory committee to guide next steps

Advance civic reuse of the Athenaeum Hall

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