

First Public Meeting | February, 26 2015



SAXONVILLE PUBLIC WORKSHOP

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

The Cecil Group and FXM Associates

First Public Meeting | Saxonville Village Center
Welcome!



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

First Public Meeting | Saxonville Village Center
Meeting Agenda



1. Study Purpose

2. Village Context

3. **Break-out Discussion** - Issues

4. **Break-out Discussion** - Opportunities

5. Next Steps

6. Question and Answer

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

Saxonville Village Center

Study Purpose

- Implementation of Master Plan
- Economic development strategies, create shared vision, review zoning, encourage public and private investment
- Answer three basic questions:
 - What should the village commercial center be?
 - How should it look?
 - How do we get there?

Source: Town of Framingham GIS Data

Saxonville Village Center

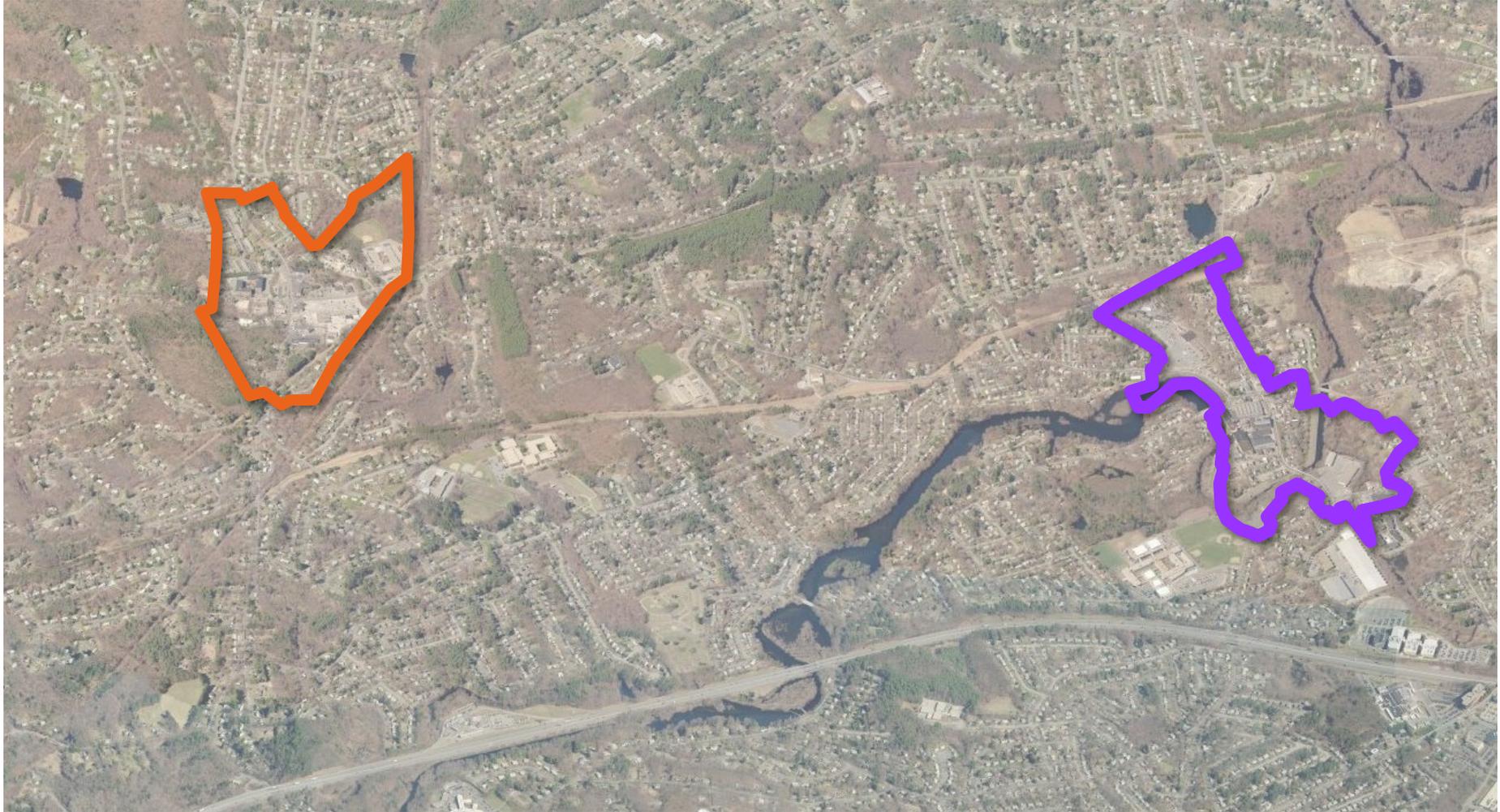
Meeting Objectives

- Inform the Saxonville community of the Village Center Study and expand an awareness of the community and its assets
- Identify and better understand main issues and opportunities in the Village Center
- Begin to create a shared community vision for the future

Source: Town of Framingham GIS Data

Saxonville Village Center

Village Context



Source: Bing Bird's eye view

Saxonville Village Center

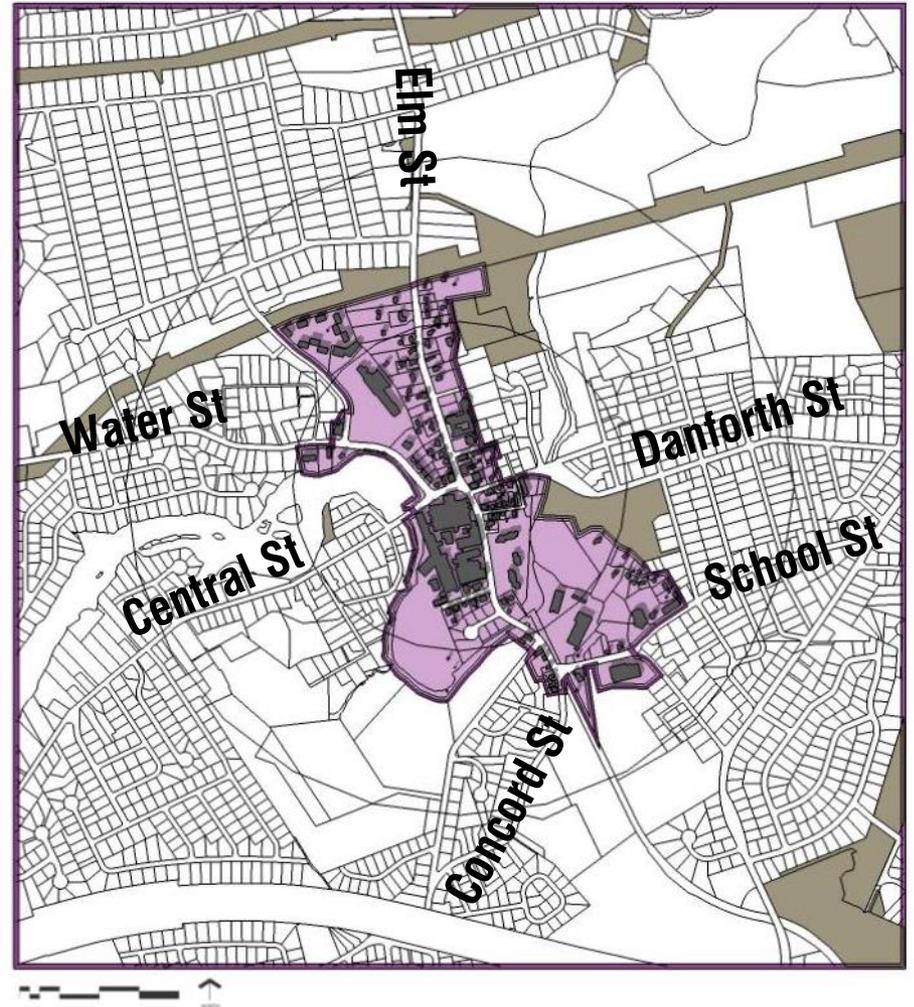
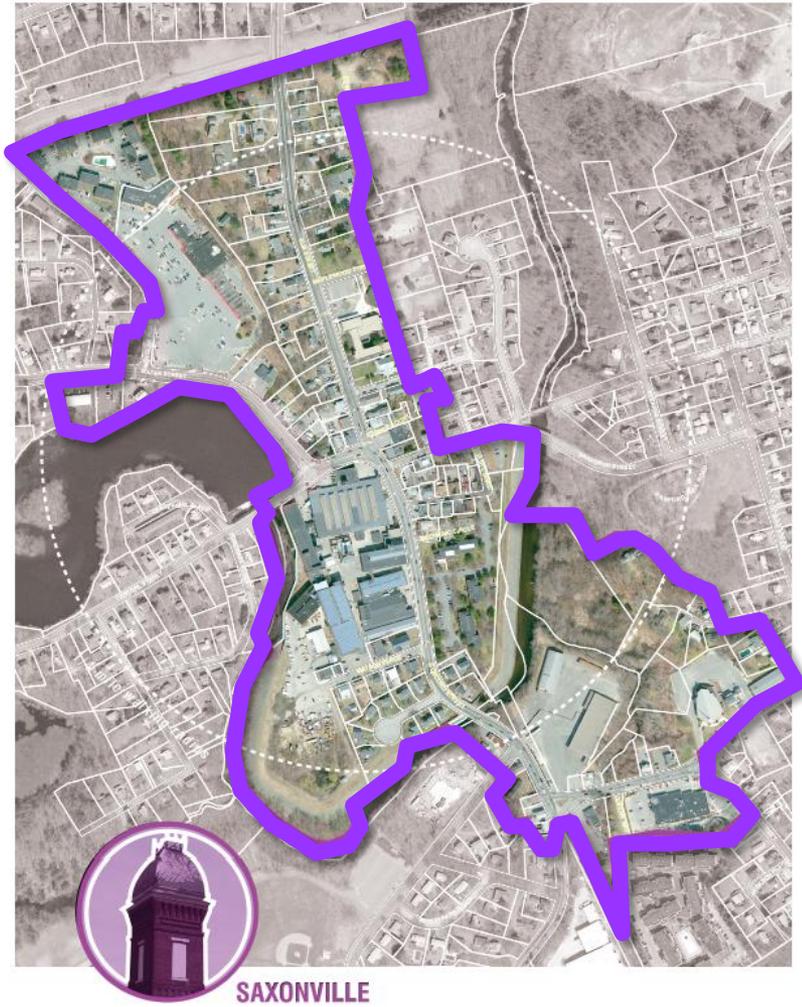
Village Context



Source: Bing Bird's eye view

Saxonville Village Center

Village Context



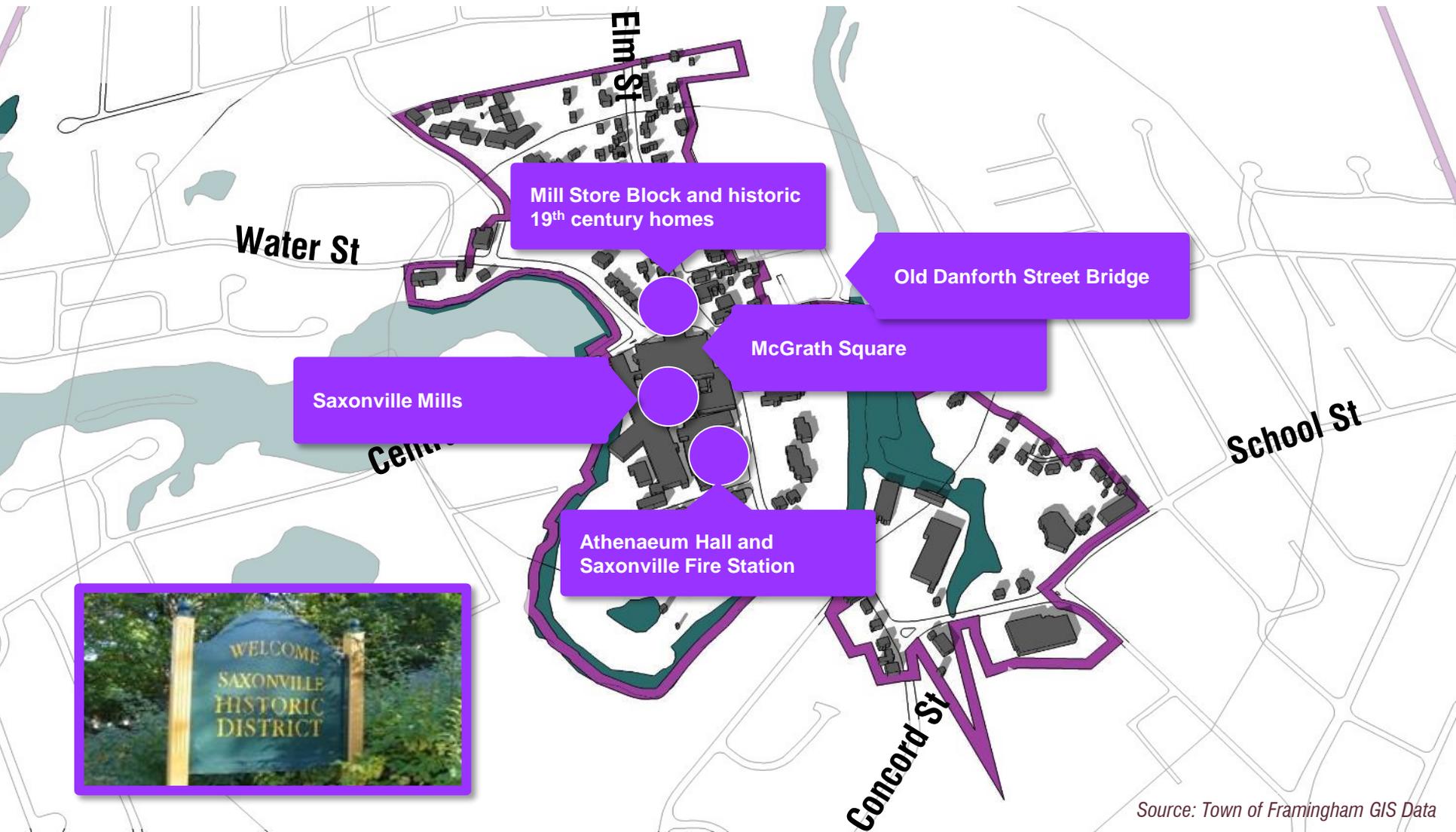
Built Form and Place

Sense of Place



Built Form and Place

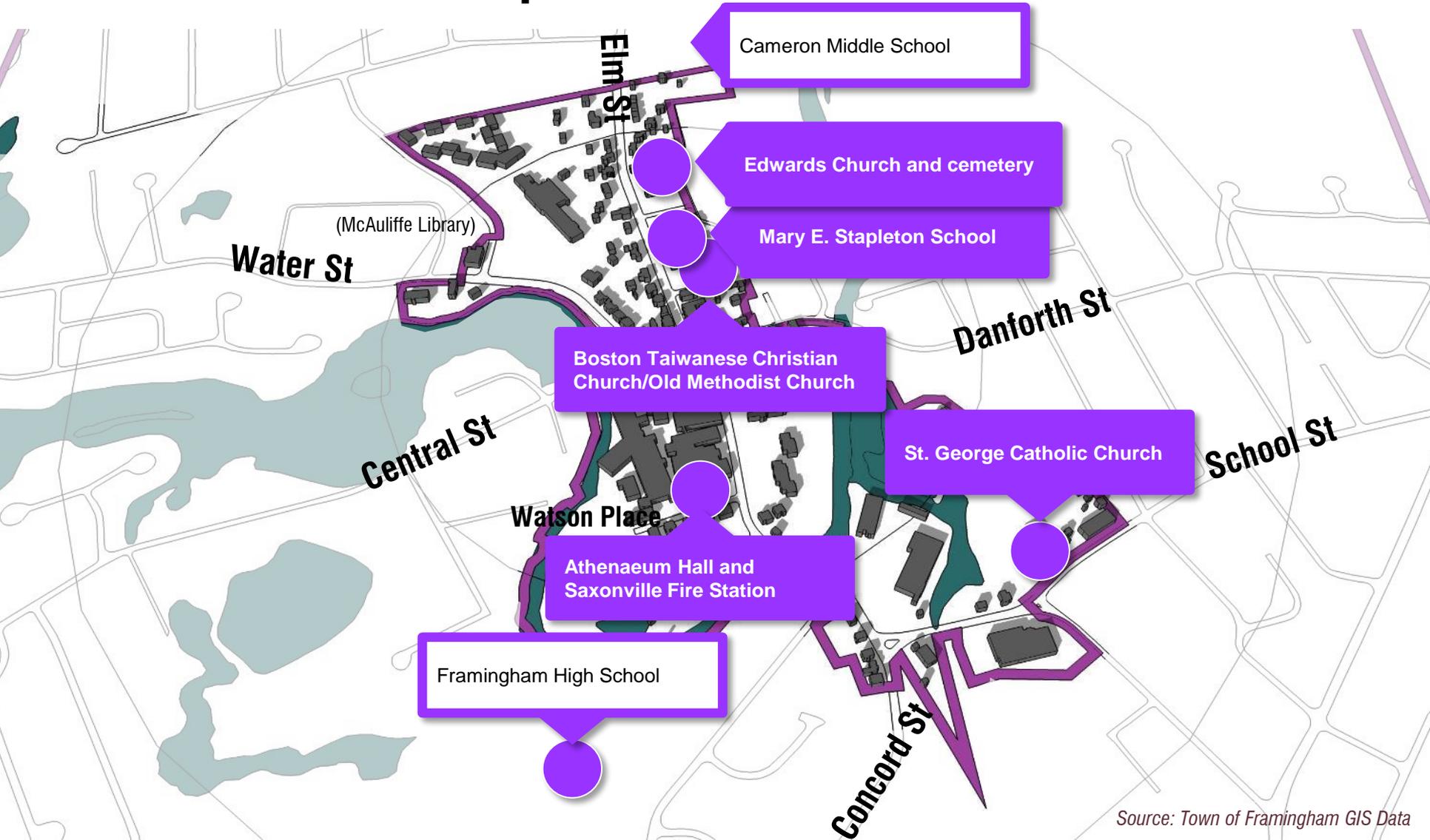
Historic and Significant Landmarks



Source: Town of Framingham GIS Data

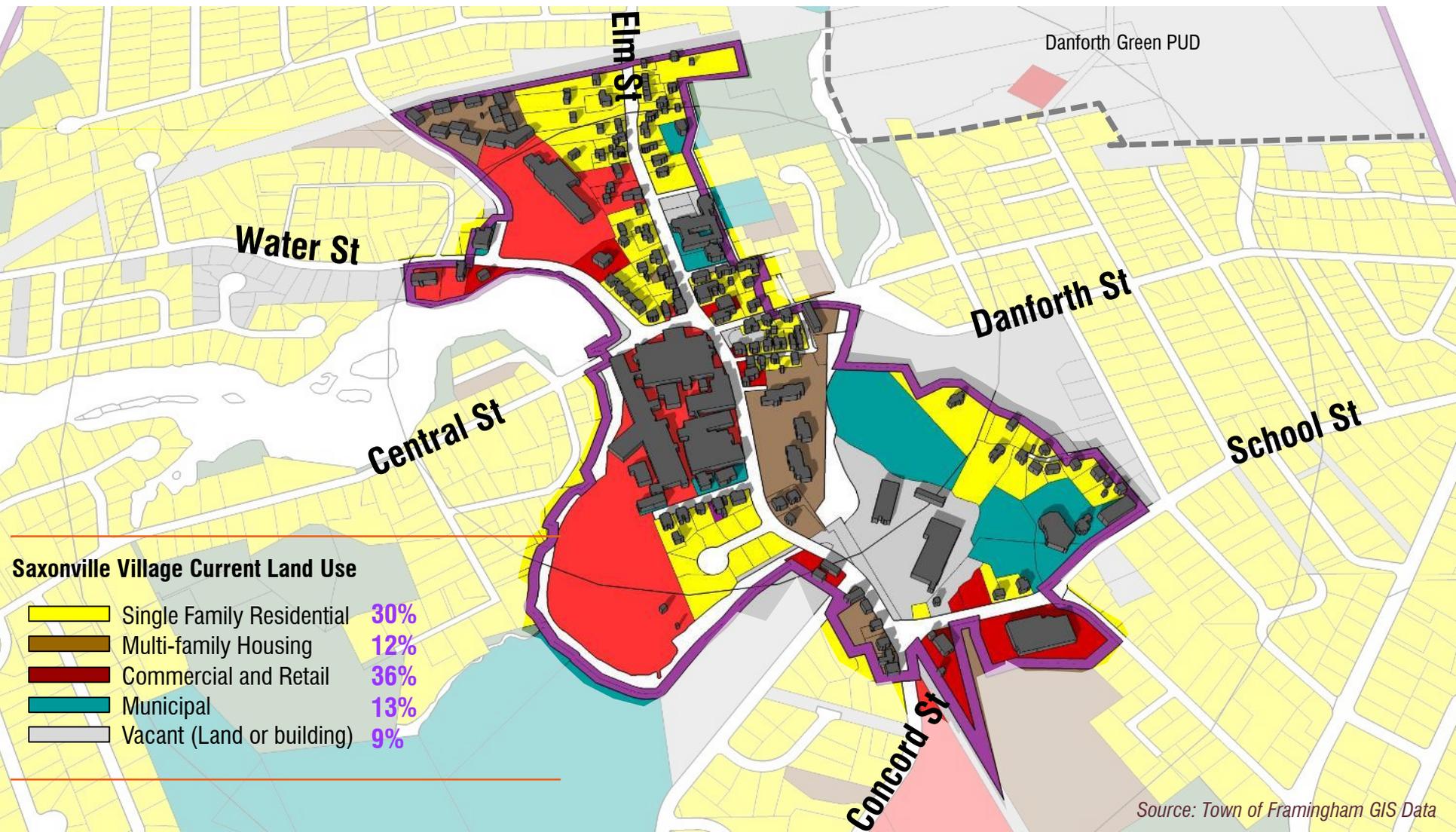
Built Form and Place

Amenities and Municipal Assets



Built Form and Place

Land Use



Built Form and Place

Sense of Businesses

Business Profile Saxonville 2014 (Half mile)

NAICS	Sector	Establishments	Employees	Annual Sales (\$ mil)
23	Construction	14	58	19.8
31-33	Manufacturing	6	43	6.5
42	Wholesale Trade	5	25	50.5
44-45	Retail Trade	21	182	43.0
48-49	Transportation and Warehousing	2	8	.8
51	Information	4	18	3.9
52	Finance and Insurance	9	17	3.2
53	Real Estate and Rental and Leasing	15	56	18.4
54	Professional, Scientific, and Technical Svcs	19	74	23.9
56	Admin. Support. Waste Mgmt and Remedial Svcs	12	43	6.5
61	Educational Services	7	293	.2
62	Healthcare and Social Assistance	6	68	5.3
71	Arts, Entertainment, and Recreation	3	19	1.0
72	Accommodation and Food Services	8	48	2.8
81	Other Services (except Public Administration)	17	63	3.5
Totals		148	1,015	189.0

Source: A.C. Nielsen, *SiteReports*, 2014 and FXM Associates

Source: FXM Associates

Sense of Businesses

Retail Gap Analysis

- ❑ Measures consumer expenditures and actual store sales
- ❑ Where consumer expenditures exceed store sales within **an opportunity or “gap”** exists that could be captured by new or expanded existing stores
- ❑ FXM assessed potential “gaps” within 1/2 and 1 mile radii and 5 and 10-minute drive times and selected most promising retail opportunities

Source: FXM Associates

Built Form and Place

Sense of Businesses

Selected Potential Retail Development Opportunities for Saxonville

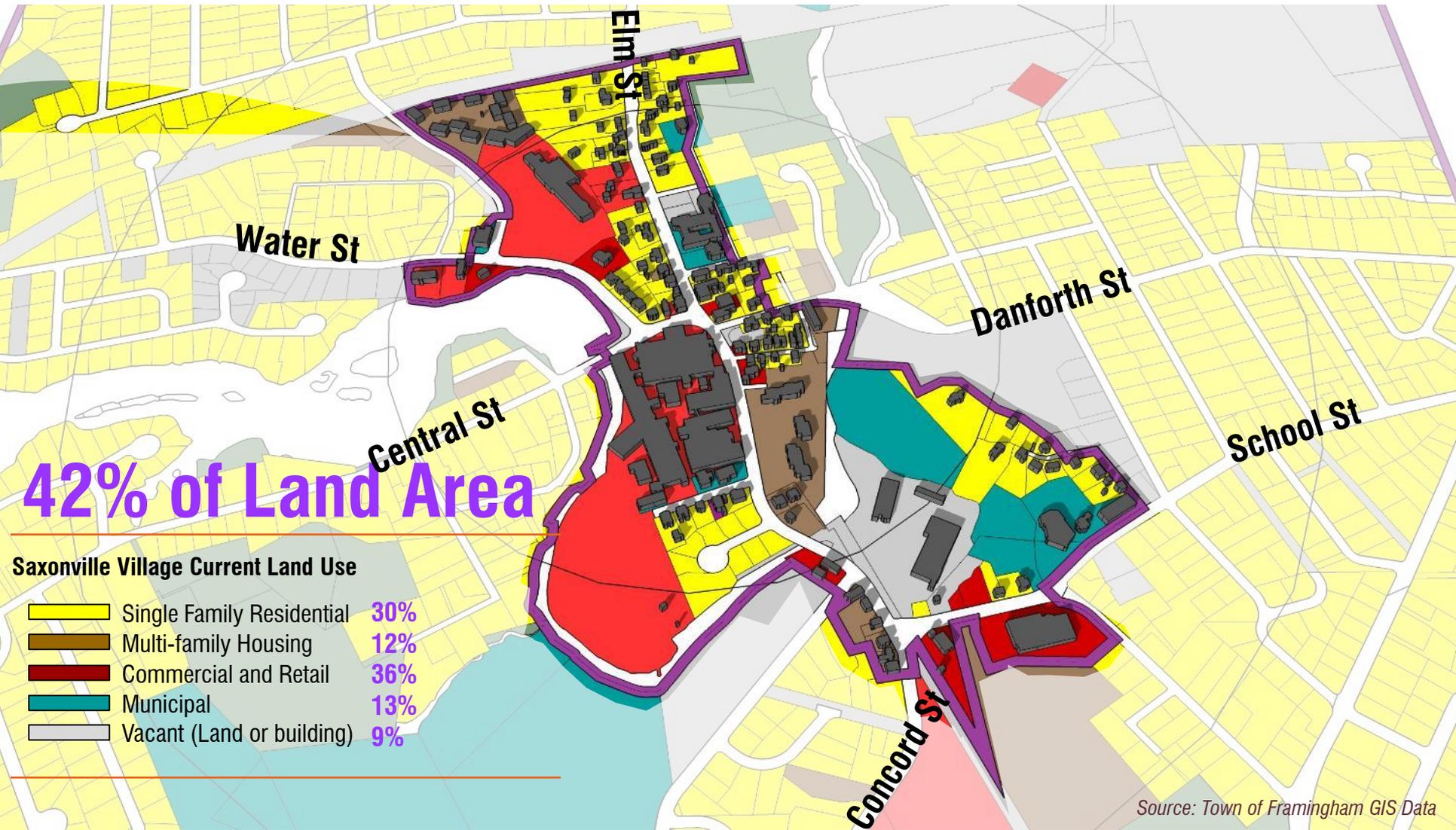
NAICS	Store Type	Opportunity/Gap	Supportable Square Feet	Number of Stores
7221	full service restaurants	\$7,500,000	10,000	1-2
7222	limited svce eating places	\$5,700,000	8,500	2-3
4453	beer, wine, liquor stores	\$4,000,000	15,000	1-2
44831	jewelry stores	\$5,000,000	8,000	2-3
44422	nursery & garden 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

Source: FXM Associates

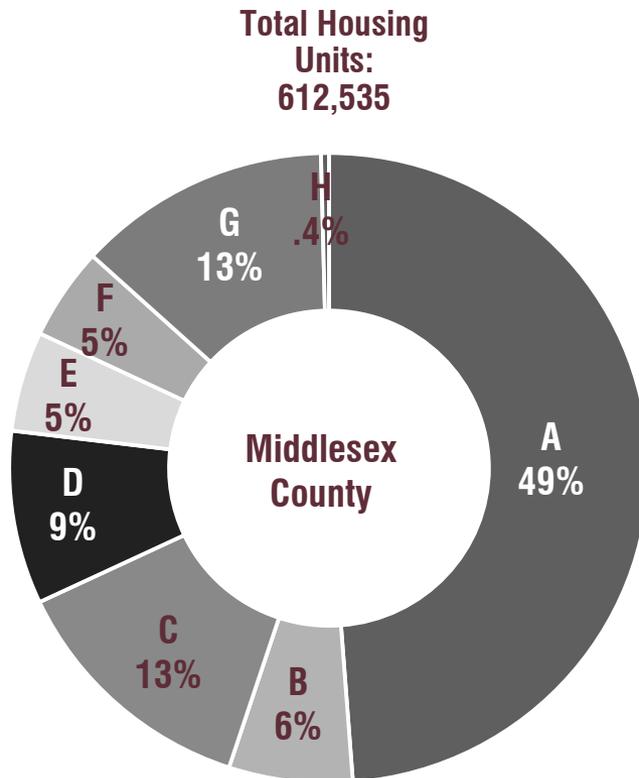
Built Form and Place

Housing Type

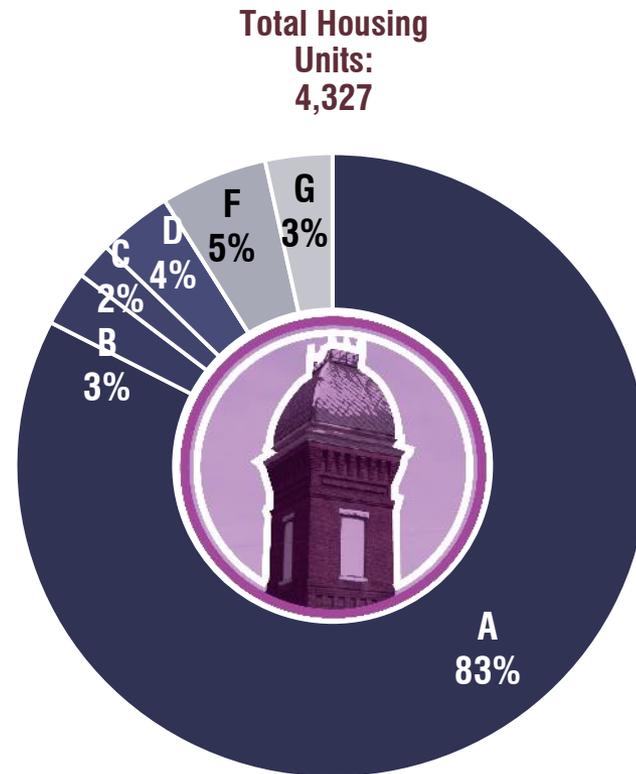


Housing Characteristics

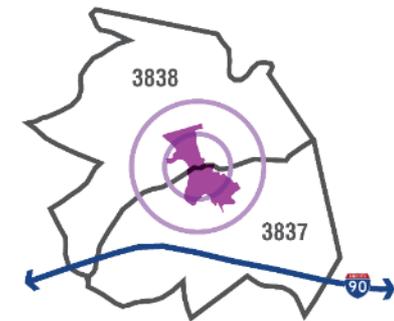
Housing Unit Type



- A:** 1-unit, detached
- B:** 1-unit, attached
- C:** 2 units
- D:** 3 or 4 units



- E:** 5 to 9 units
- F:** 10 to 19 units
- G:** 20 or more units
- H:** Other (mobile, home, van, RV)



Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Sense of People and Community

Demographic Changes since 2010 Master Plan

In the Master Plan, FXM collected data on Saxonville and Nobscot, defining the neighborhoods as being the areas within a half-mile and a mile of the village centers.

- ❑ Population losses were projected in 2009 over the next five years
- ❑ In fact, population *increases* occurred
- ❑ Households speaking only English at home declined from 86% to 71% in the Saxonville one-mile area between 2009 and 2014
- ❑ Closer to the statistic for Framingham overall (63%).

Source: FXM Associates

Sense of People and Community

Saxonville Demographic Profile (1)

	Town Overall			
	Population	Households	Population	Households
2019 Projection	3,501	1,409	73,545	28,388
2014 Estimate	3,404	1,372	70,773	27,173
2010 Census	3,331	1,345	68,430	26,214
2000 Census	3,281	1,342	67,001	26,197
Growth 2014-2019	2.9%	2.7%	3.9%	4.5%
Growth 2010-2014	2.2%	2.0%	3.4%	3.7%
Growth 2000-2010	1.5%	0.2%	2.1%	0.1%

Source: A.C. Nielsen SiteReports, 2014, and FXM Associates

Source: FXM Associates

Housing Demand Model

- Market Area: within 20 minute drive time from Saxonville**

- Model uses, by age of householders:**
 - Household incomes/housing affordability**
 - Propensity to own/rent**
 - Propensity to move**

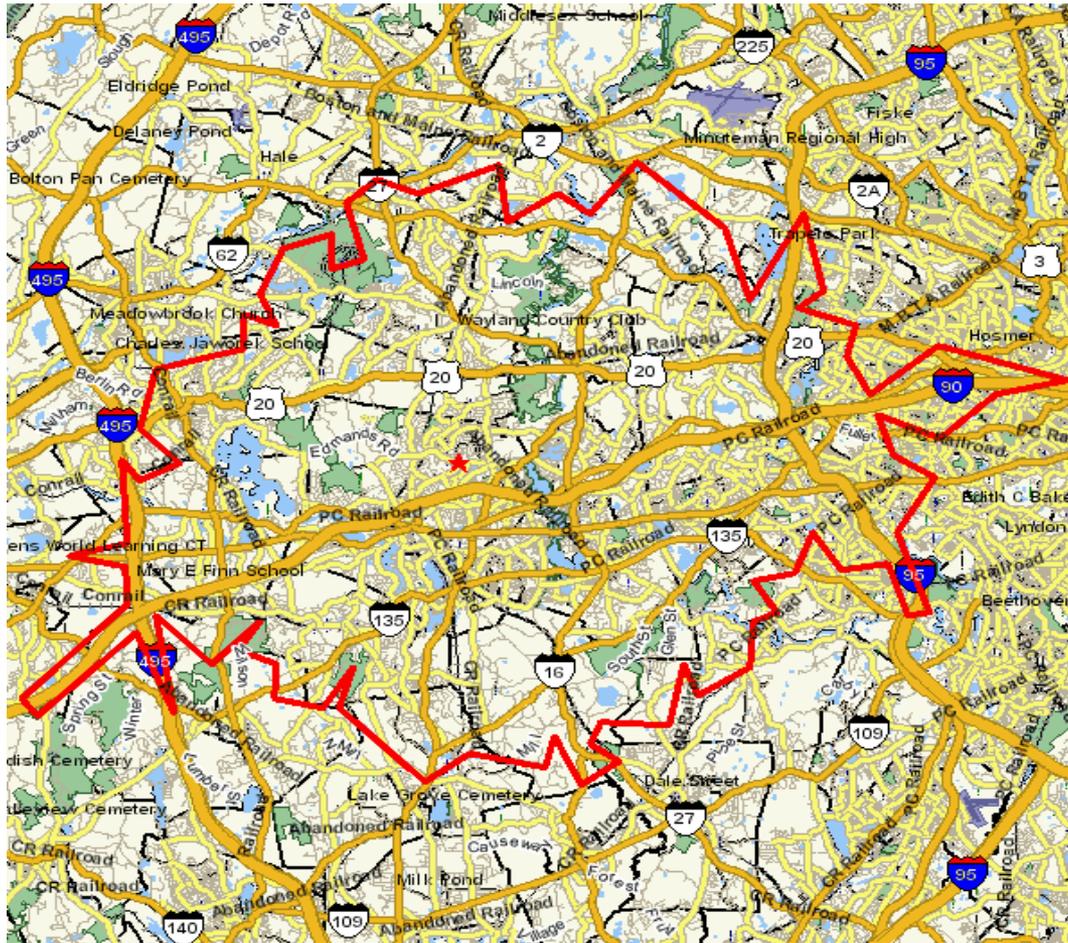
- Focus on market rate rental units based on local village development objectives**

Source: FXM Associates

Built Form and Place

Housing Demand Model

20-minute Drive Time Market Area



Source: FXM Associates

Housing Demand Model Findings

- ❑ About 4,500 households in the overall market area who will move each year
- ❑ Could afford rents of at least \$2,000 per month
- ❑ FXM estimates villages could capture approximately 100 of the above renters each year (2014-2019)
- ❑ Biggest demand for rentals is from householders under age 35
- ❑ Biggest growth in market area age groups will be in householders over age 55
- ❑ Both groups less likely to have school age children and more likely to prefer urban/village locations

Source: FXM Associates

Built Form and Place

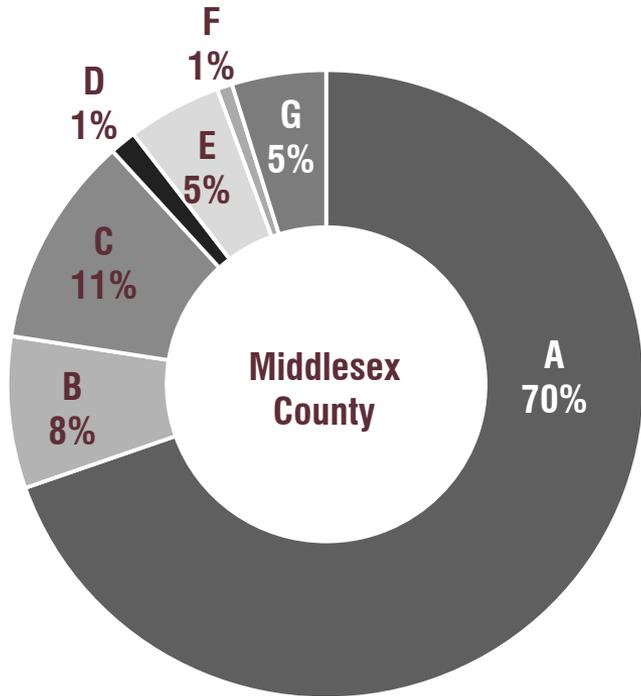
Primary Street Network



Source: Town of Framingham GIS Data

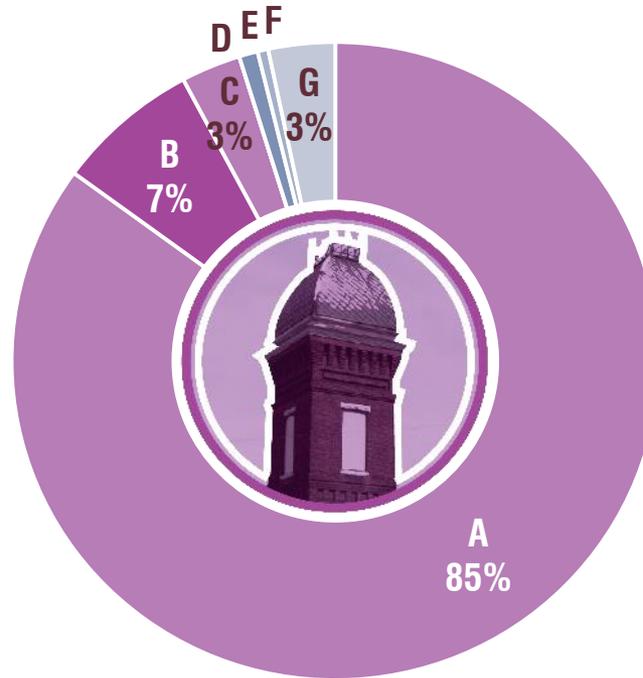
Commute Characteristics

Means of Transportation to Work

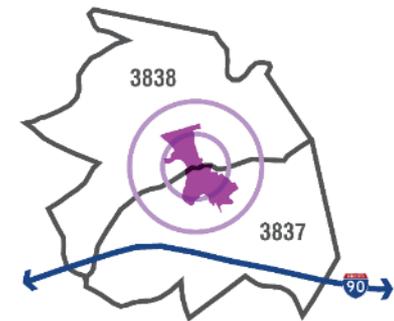


- A:** Car, truck, van - alone
- B:** Car, truck, van - carpool
- C:** Public transportation
- D:** Bicycling

Less than 1% Walking



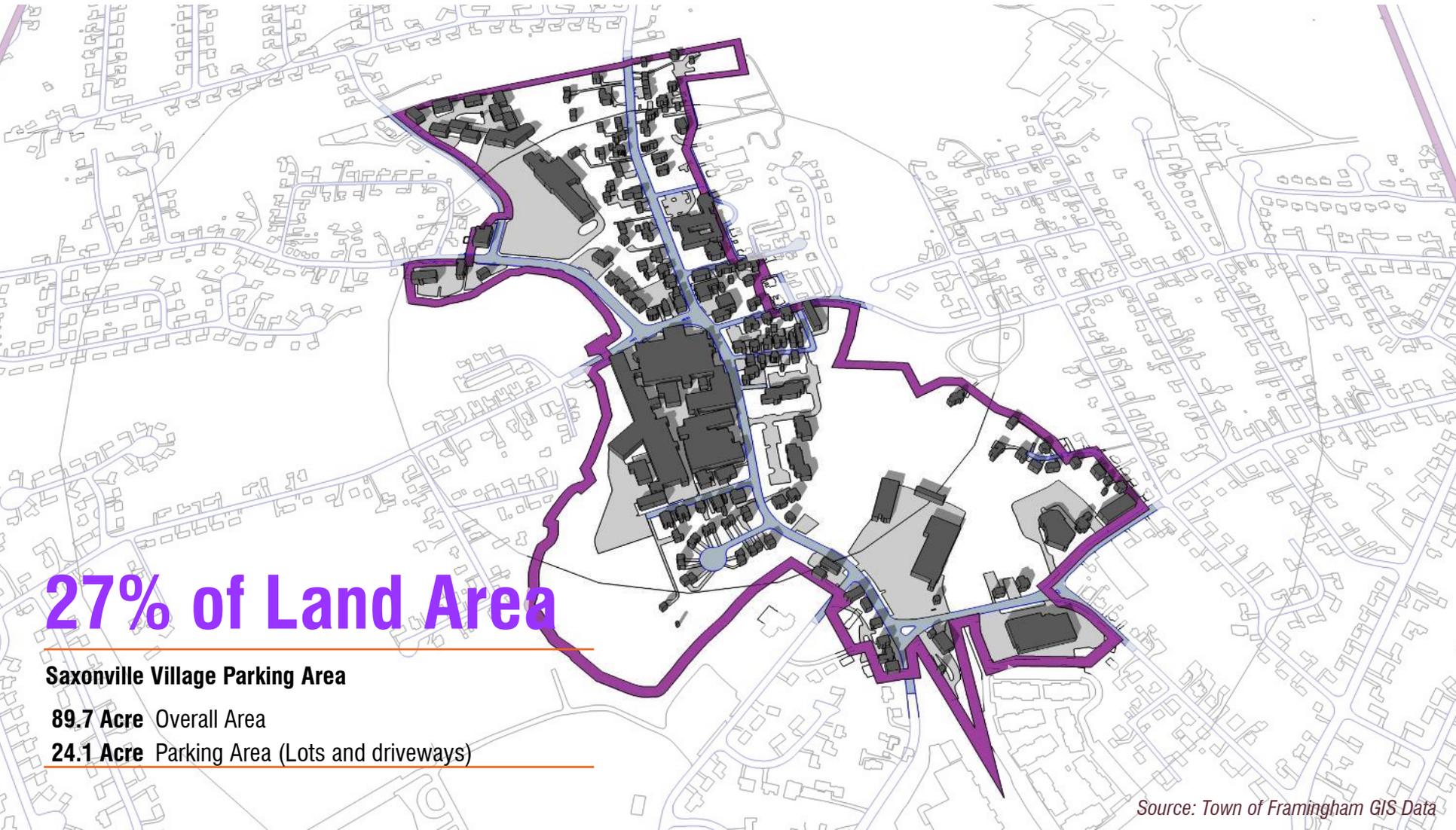
- E:** Walking
- F:** Other means (motorcycles, taxis)
- G:** Worked from home



Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Built Form and Place

Parking Areas



27% of Land Area

Saxonville Village Parking Area

89.7 Acre Overall Area

24.1 Acre Parking Area (Lots and driveways)

Source: Town of Framingham GIS Data



Built Form and Place

Walkability and Circulation



Source: Town of Framingham GIS Data

Built Form and Place

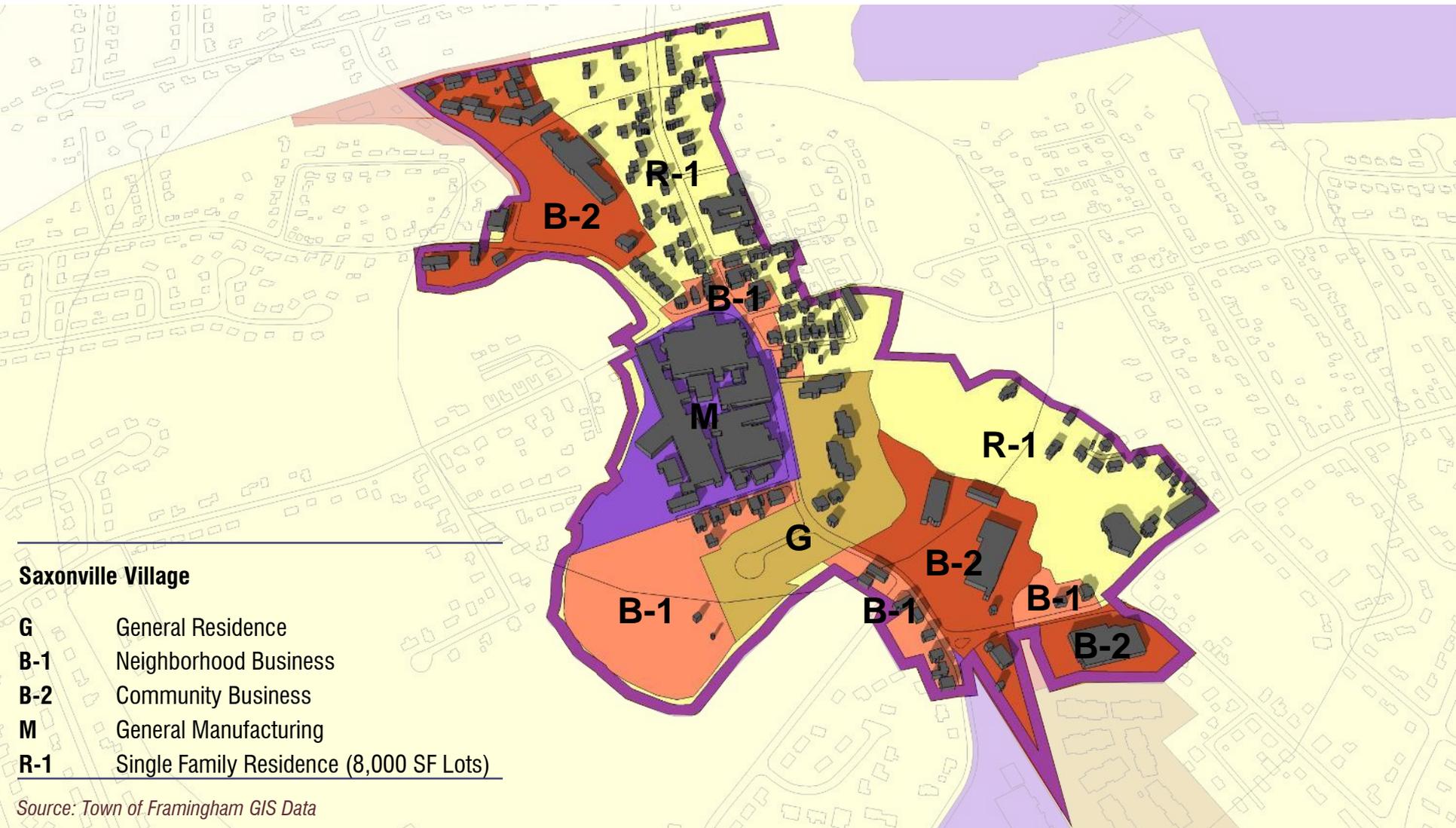
Open Spaces



Source: Town of Framingham GIS Data

Built Form and Place

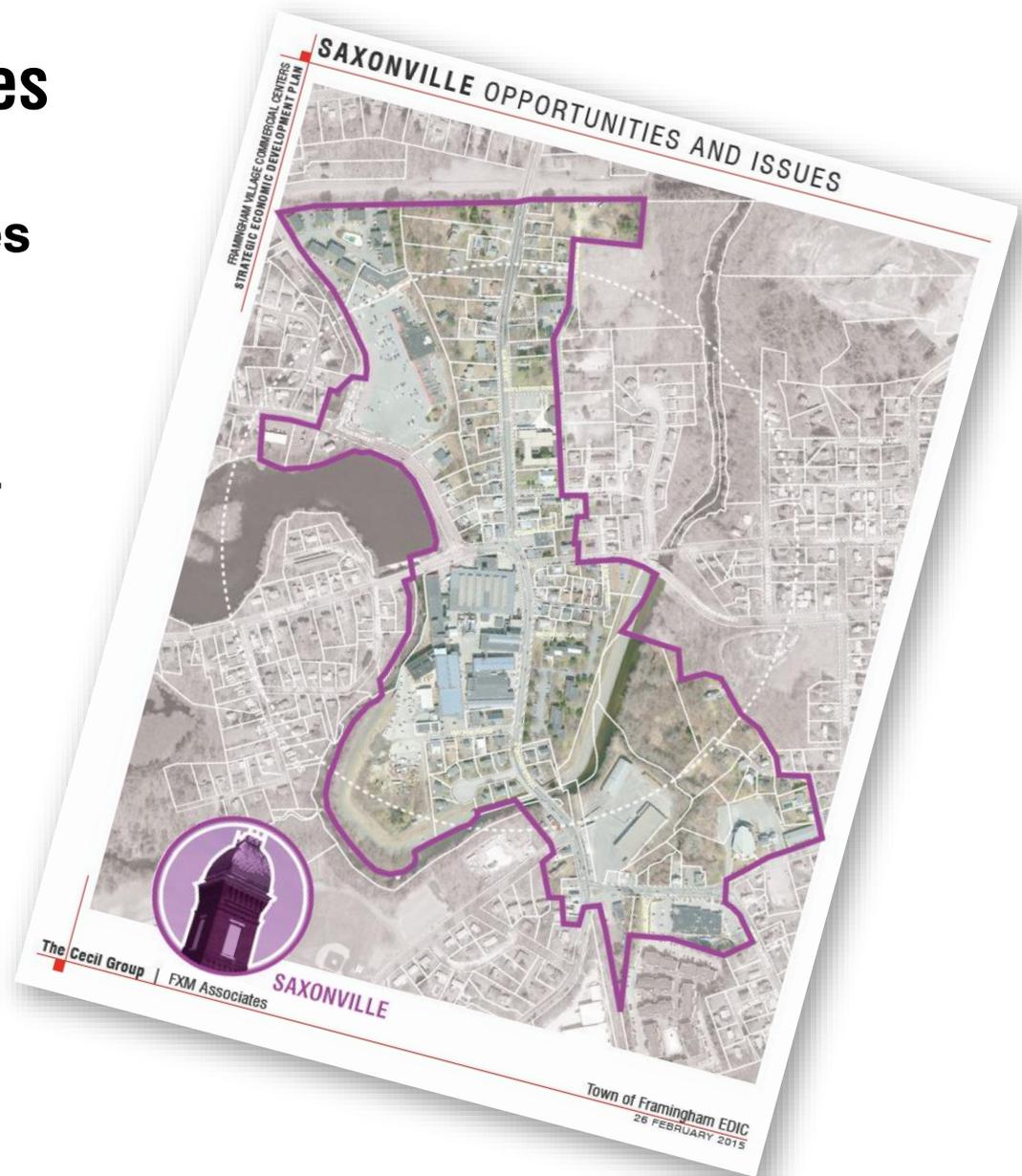
Zoning and Regulatory Context



Saxonville Village Center Issues and Opportunities

Issues and Opportunities

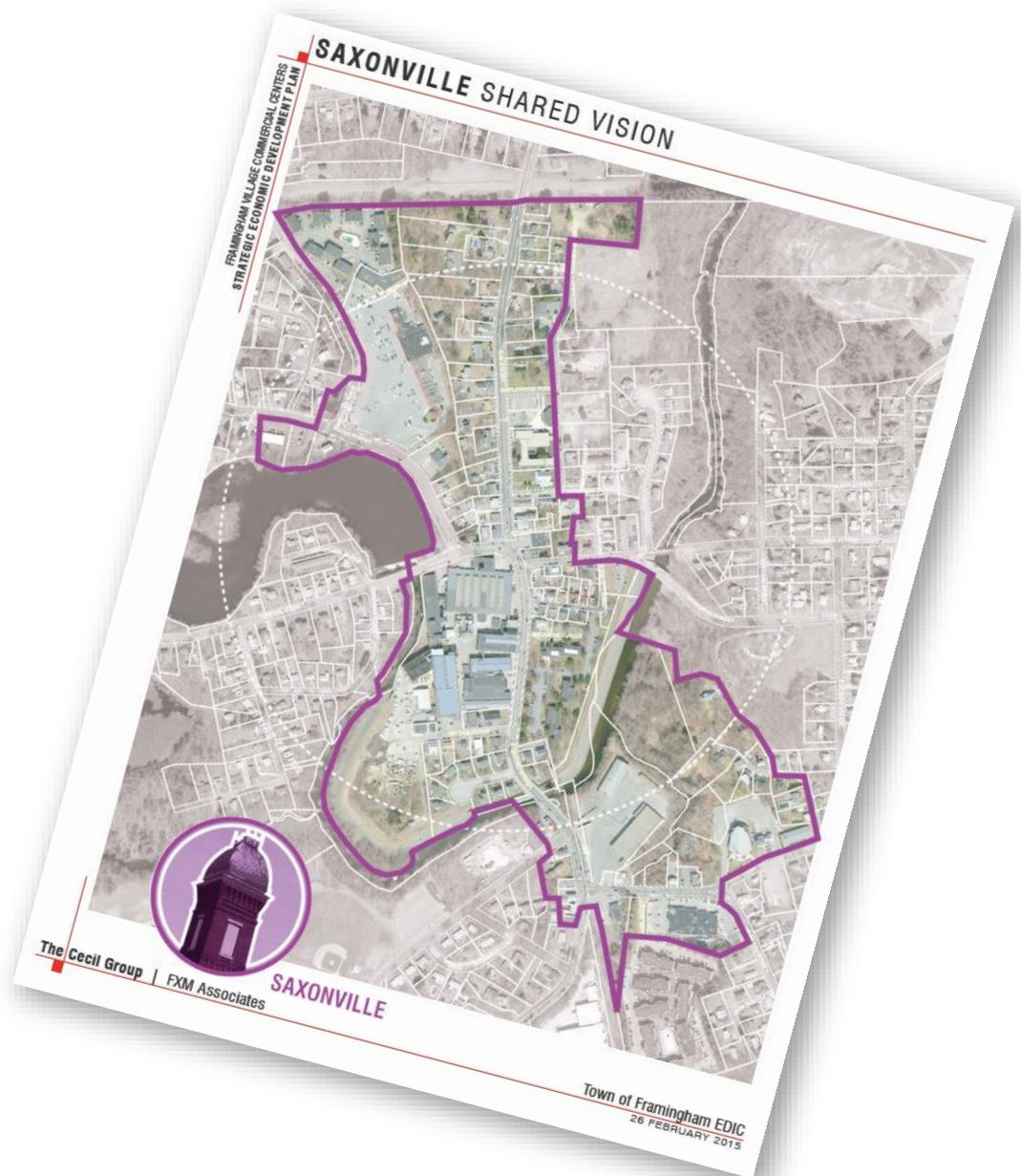
- Small group discussion
- Mark specific locations on the maps with the facilitator



Saxonville Village Center Shared Vision

Shared Vision

- Long term ideas and priorities
- A shared vision within your group for the future of Nobscot Village
- Place “game pieces”



Saxonville Village Center Next Steps

Updated 01/09/24

	MARCH					APRIL				MAY				JUNE					
	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29	
Step 1. Foundations: Evaluating Existing Conditions and Trends																			
1.1 Project Initiation																			
1.2 Interviews and Outreach																			
1.3 Market and Economic Conditions and Trends																			
1.4 Urban Design Analysis																			
1.5 Meetings and Presentations																			
Start up Meeting																			
Public Meeting Saxonville																			
Public Meeting Nobscot																			
EDIC Meeting																			
Step 2. Setting the Stage and Shaping the Outcomes																			
2.1 Models and Precedents																			
2.2 Choice: Alternative Approaches and Pro Forma Evaluations																			
2.3 Expert Panel: Investment Guidance																			
2.4 Meetings and Presentations																			
Expert Panel																			
Public Meeting Saxonville																			
Public Meeting Nobscot																			
EDIC Meeting																			
2.5 Recommended Directions																			
Step 3. Economic Development Action Plans																			
3.1 Redevelopment and Urban Design Vision																			
3.2 Marketing and Reinvestment Strategy																			
3.3 Public Realm Improvement Strategy																			
3.4 Regulatory Strategy																			
3.5 Economic Development Plans, Saxonville and Nobscot																			
3.6 Meetings and Presentations																			
Public Meeting Saxonville																			
Public Meeting Nobscot																			
EDIC Meeting																			
Board of Selectmen Presentation																			

Saxonville Village Center

Next Steps

■ **Expert Panel Meetings – March 2015**

■ **Next Public Meetings – April 2015**

■ **Alternative Approaches Presentation**

■ **Final Public Meetings – June 2015**

■ **Strategic Economic Development Plan**

Saxonville Village Center Word Clouds

Please turn in your responses!

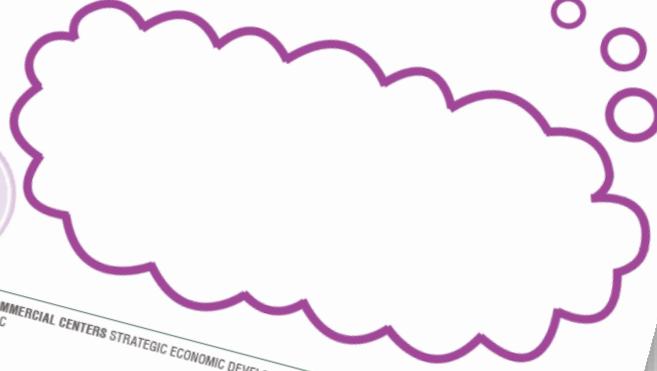


**SAXONVILLE
PUBLIC WORKSHOP**

**PLEASE FILL IN YOUR THOUGHTS FOR
SAXONVILLE VILLAGE CENTER WORD CLOUDS**
(PLEASE HAND IN YOUR RESPONSES AT THE END OF THE WORKSHOP)

Please record words that come to mind when you think of Saxonville. We will collect these responses and create a visual diagram, a "word cloud" that reflects your impressions of the village center.

SAXONVILLE
MAKES YOU THINK OF ...



FRAMINGHAM VILLAGE COMMERCIAL CENTERS STRATEGIC ECONOMIC DEVELOPMENT PLANNING
TOWN OF FRAMINGHAM EDIC

THURSDAY, FEBRUARY 26, 2015

First Public Meeting | February, 26 2015



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