

Second Public Meeting | April 13, 2015



NOBSCOT VILLAGE PUBLIC WORKSHOP

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

The Cecil Group and FXM Associates



Second Public Meeting | April 13, 2015

Welcome Nobscot!

Second Public Meeting | Nobscot Workshop Agenda

1. **Workshop Goals**
2. **Overview of Nobscot Center Study**
3. **Summary of Issues and Opportunities**
4. **Alternative Approaches**
 - a) Redevelopment and Urban Design
 - b) Marketing and Reinvestment
 - c) Public Realm Improvement
 - d) Regulatory Strategy
5. **Break-out Groups – Discussion of Approaches**
6. **Next Steps**



NOBSCOT VILLAGE
PUBLIC WORKSHOP

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

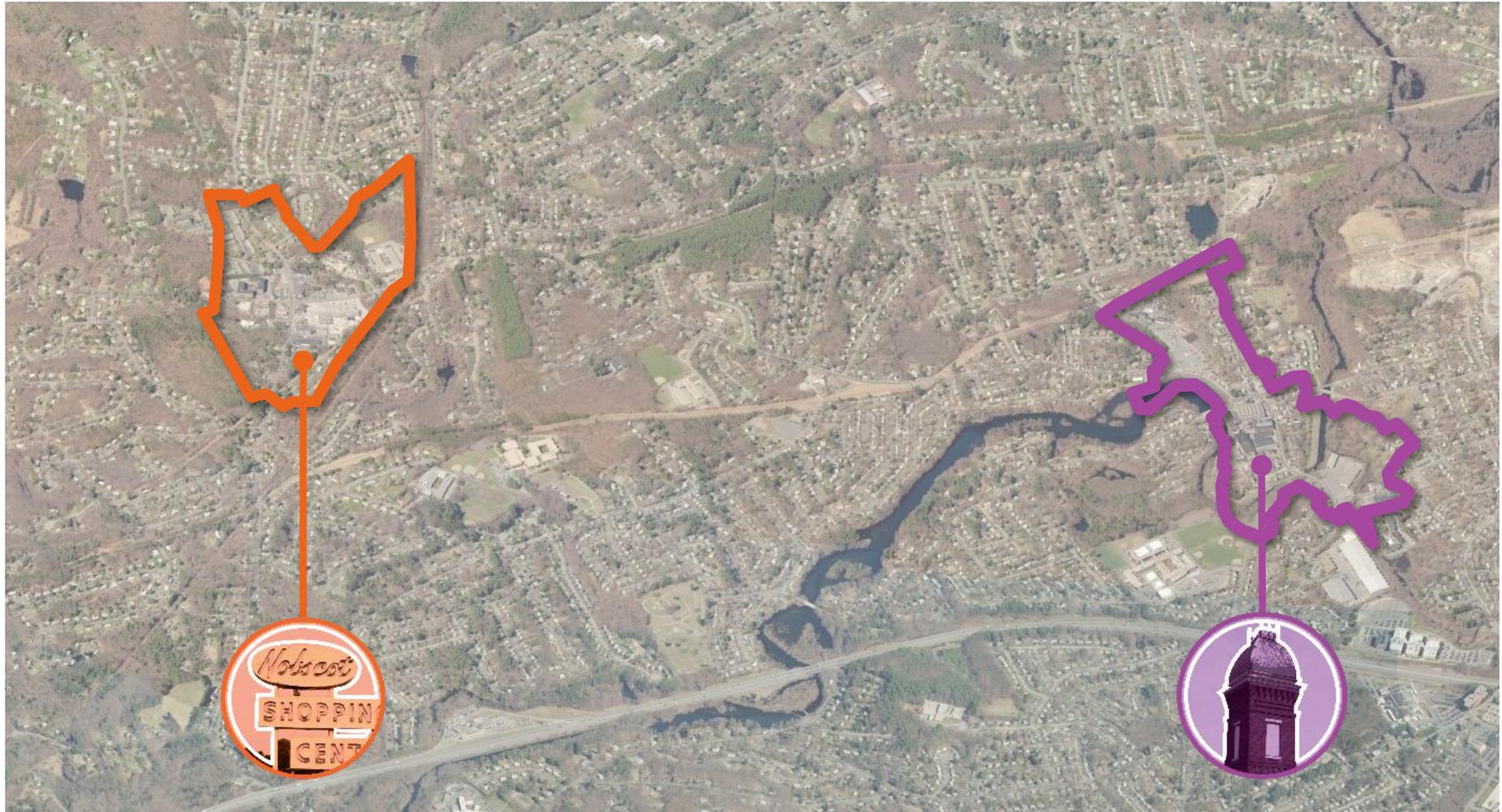
Nobscot Workshop Goals

- Review main issues and opportunities
- Discuss alternative approaches to economic development and potential improvements
- Prioritize the most important approaches and strategies



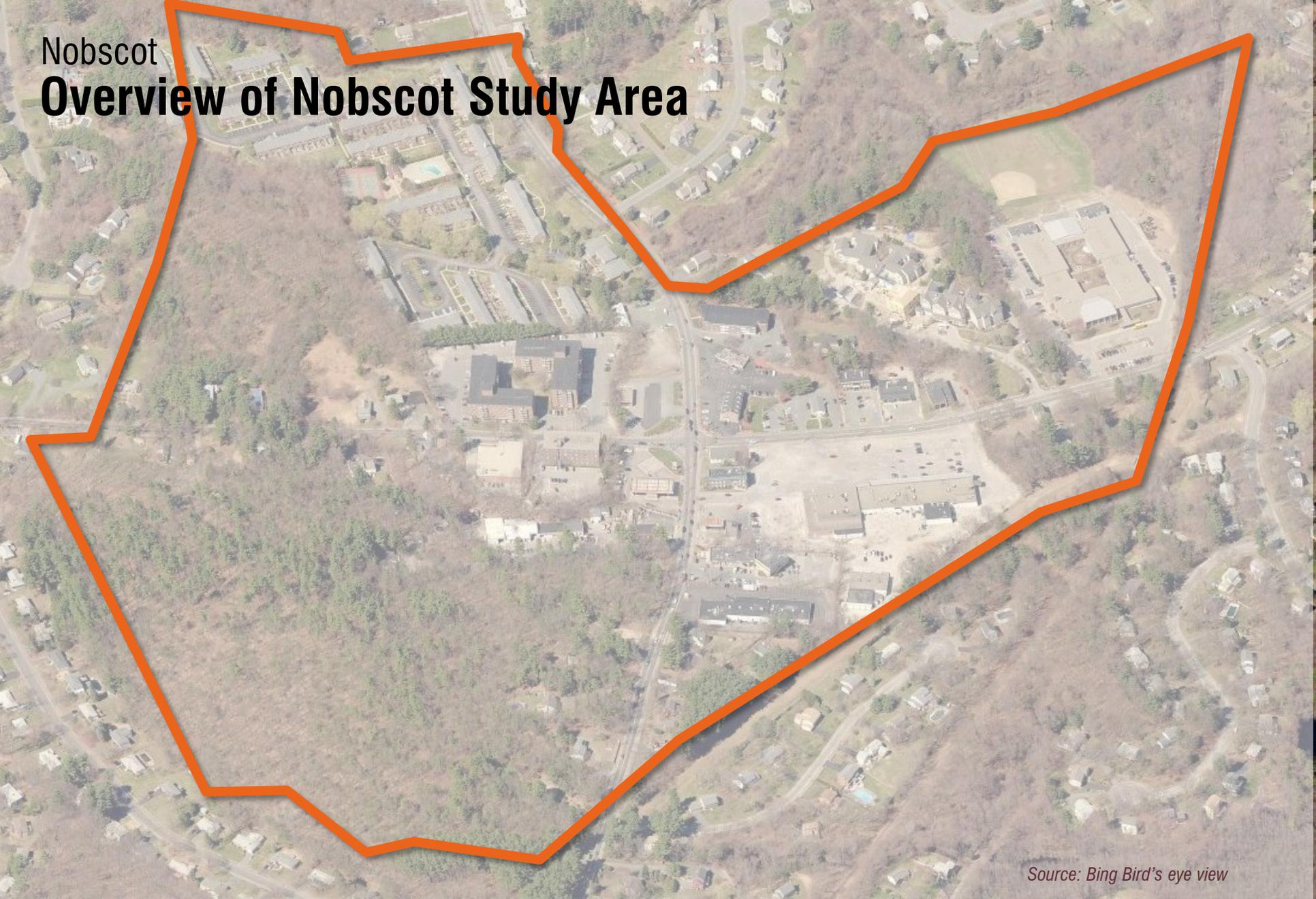
Nobscot

Overview of Nobscot Study Area



Source: Bing Bird's eye view

Nobscot Overview of Nobscot Study Area



Source: Bing Bird's eye view

Summary of Issues and Opportunities

Issues:

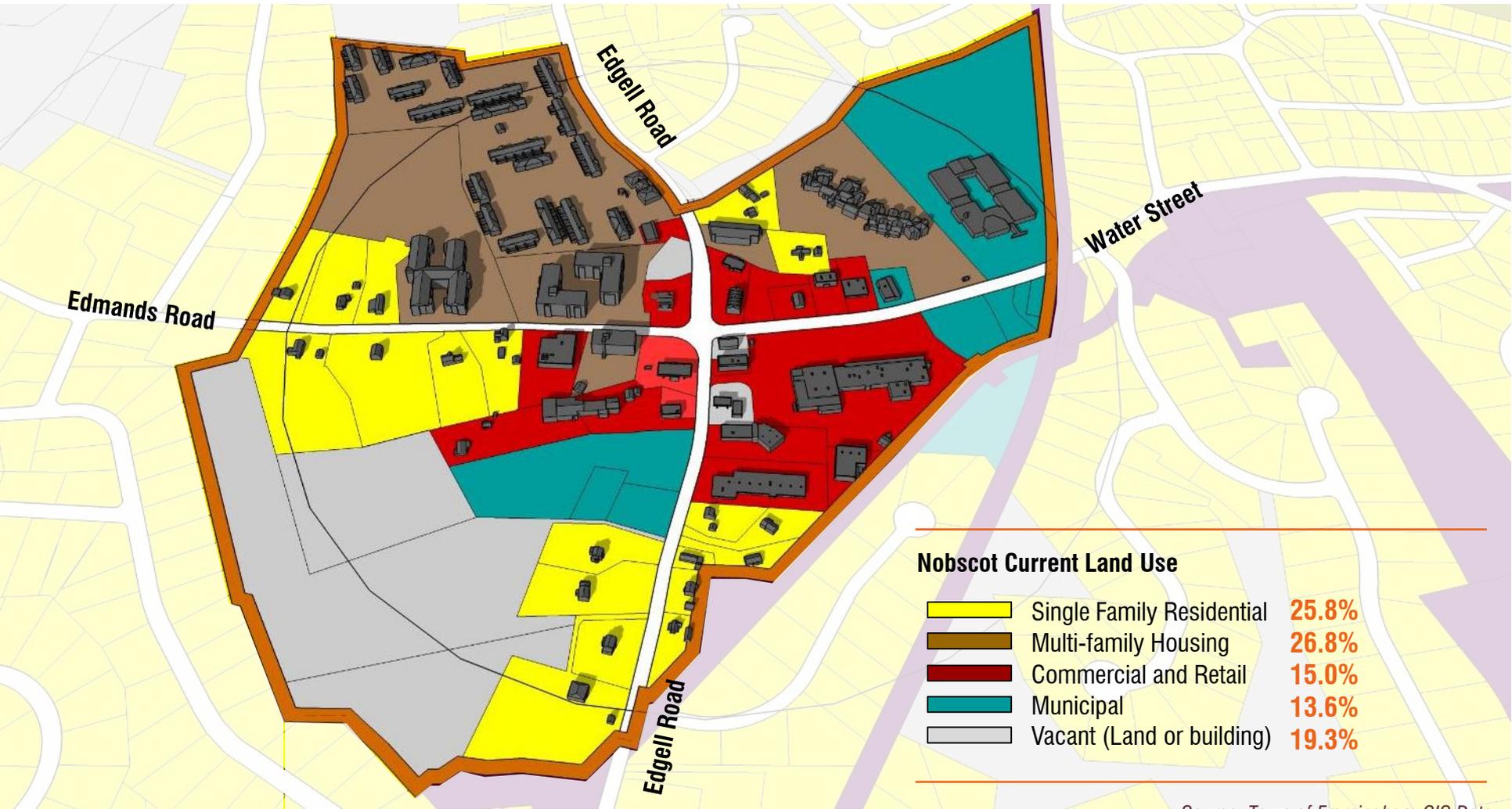
- Shopping Plaza
- Traffic at intersection
- Ugly area
- Gas station at plaza
- Not walkable
- No place to eat
- No attractions
- No place to walk to
- No neighborhood feel or sense of place

Opportunities:

- Make the shopping center viable
- Create a destination, place to gather, need a “common”
- More events – year ‘round farmer’s market
- Preserve history – like the Chapel
- Coffee shop and good place to hang out
- Protect green space, increase street trees and landscape
- Mix of diverse residents for both 25 year and 55 year
- Walking trails around Nobscot with lighting/signage
- Opportunity for senior/over 55 housing
- New library will add attraction/community space

Nobscot

Current Land Use



Source: Town of Framingham GIS Data

Nobscot
Alternative Approaches



Baseline Strategies

Alternative Approaches

Baseline Strategies Topic Areas



**Redevelopment
and Urban Design**



**Marketing and
Reinvestment**



**Public Realm
Improvement**



**Regulatory
Strategy**

Alternative Approaches

Baseline Strategies

	Topic	Focus
	Redevelopment and Urban Design	Focus on primary street frontages
		Reduce visual impact of parking
		Create consistent district features
	Marketing and Reinvestment	Focus on vacant spaces
		Promote community assets
		Encourage reinvestment
	Public Realm Improvement	Improve vehicular circulation
		Enhance walkability/bikeability
		Strengthen open spaces/links
	Regulatory Strategy	Align zoning with opportunities
		Develop district design guidelines
		Enhance efficiency of parking

Alternative Approaches

Baseline Strategies – Redevelopment and Urban Design



Redevelopment and Urban Design

MAIN ISSUE: Currently lacking sense of place

- **Focus on Primary Street Frontages**
 - *Enhance primary building facades*
 - *Reinforce landscaping at lot frontages*
 - *Buffer parking areas with landscaping*
 - *Improve visual impact of all properties through maintenance, landscape and building improvements*

Baseline Strategies — Redevelopment and Urban Design



- **Reduce Visual Impact of Parking Areas**
 - *Plant trees at parking lot edges and buffer frontages*
 - *Introduce parking landscape islands into existing parking areas*

- **Introduce Consistent District Features**
 - *Street lighting and pedestrian scale lighting*
 - *Wayfinding and district signage*
 - *Open space and recreational path signage*

- **Redevelopment of Key Parcels**
 - *Focus of “Variables” discussion*

Alternative Approaches

Baseline Strategies – Marketing and Reinvestment

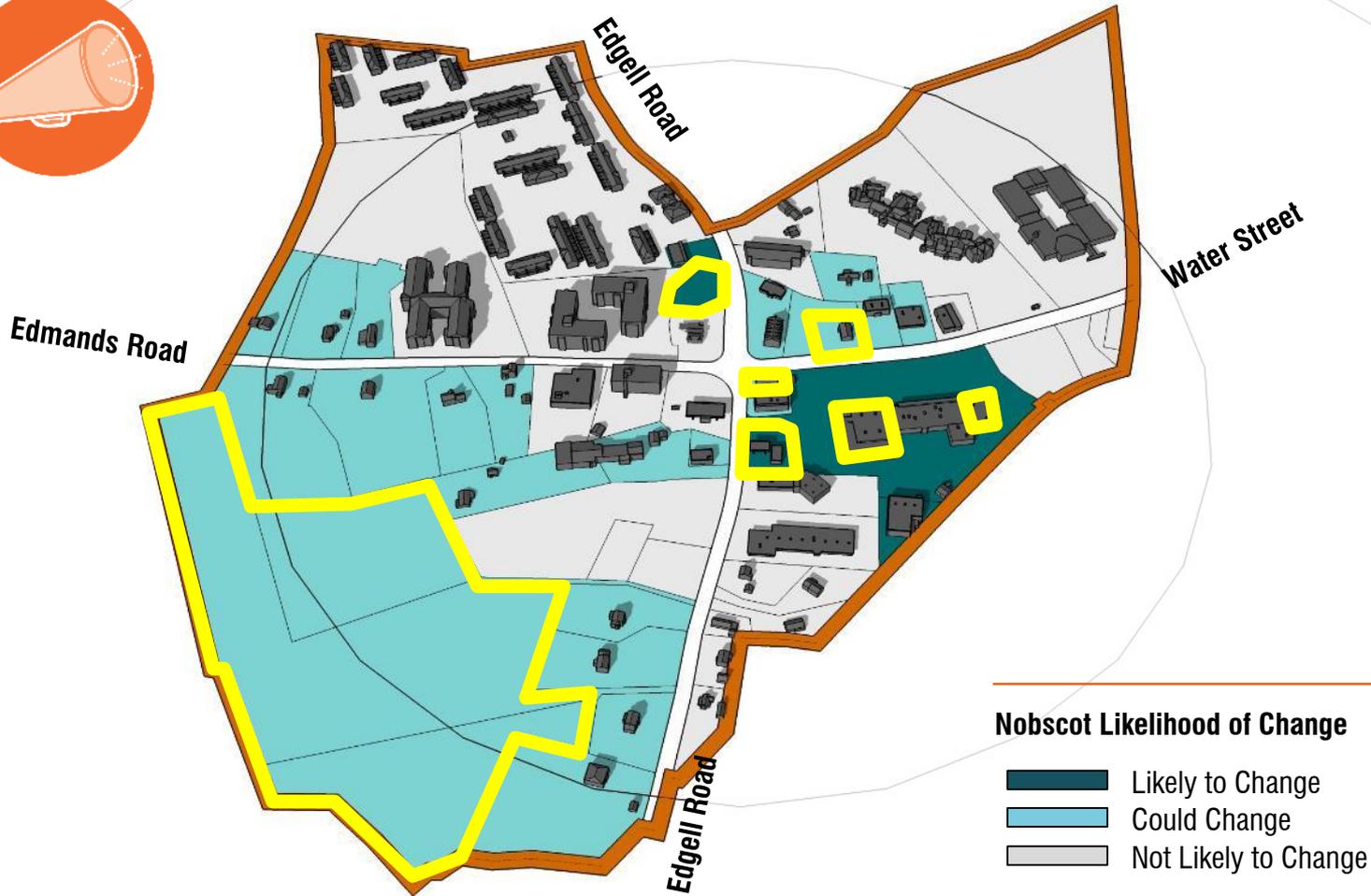


Marketing and Reinvestment

- **Focus on Vacant Spaces and Community**
 - *Recruit specific users based on market information*
 - *Property owner or ad hoc group*
 - *Find local businesses that are doing well in the region and recruit them with retail gap and show them competitive advantage of Nobscot as location*
 - *Broker deals with willing property owners and prospective tenants*

Baseline Strategies – Marketing and Reinvestment

■ Focus on Vacant Spaces and Community



Nobscot Likelihood of Change

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

Baseline Strategies – Marketing and Reinvestment

- **Focus on Vacant Spaces and Community**



Selected Potential Retail Development Opportunities for Nobscot

NAICS	Store Type	Opportunity/Gap	Supportable Square Feet	Number of Stores
7221	full service restaurants	\$10,000,000	28,500	2-3
7222	limited svce eating places	\$8,300,000	24,000	3-4
44511	supermarkets, grocery stores	\$15,000,000	40,000	1
4453	beer, wine, liquor stores	\$5,000,000	17,000	1-2
44831	jewelry stores	\$4,800,000	8,000	1-2
45321	office supplies & stationery	\$3,000,000	9,800	1
45322	gift, novelty, souvenirs	\$2,800,000	9,300	1-2
44422	nursery & garden centers	\$1,500,000	7,500	1-2
TOTALS		\$50,400,000	144,100	11-17

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

Baseline Strategies – Marketing and Reinvestment

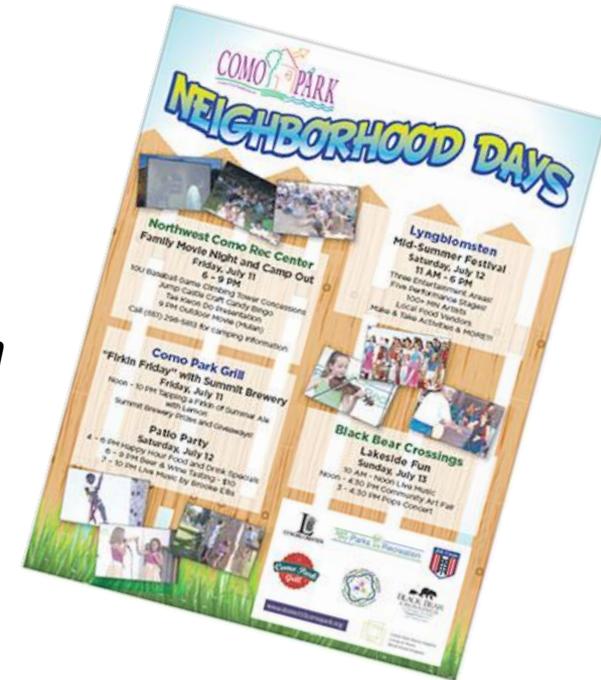


- **Promote Community Assets**

- *Expand Nobscot focused events and attractions*
- *Marketing and improvement of vast open space and recreation resources*

- **Encourage Reinvestment**

- *Façade Improvement Program*
- *Signage Improvement Program*
- *Landscape Improvement Program*



Alternative Approaches

Baseline Strategies – Public Realm Improvement

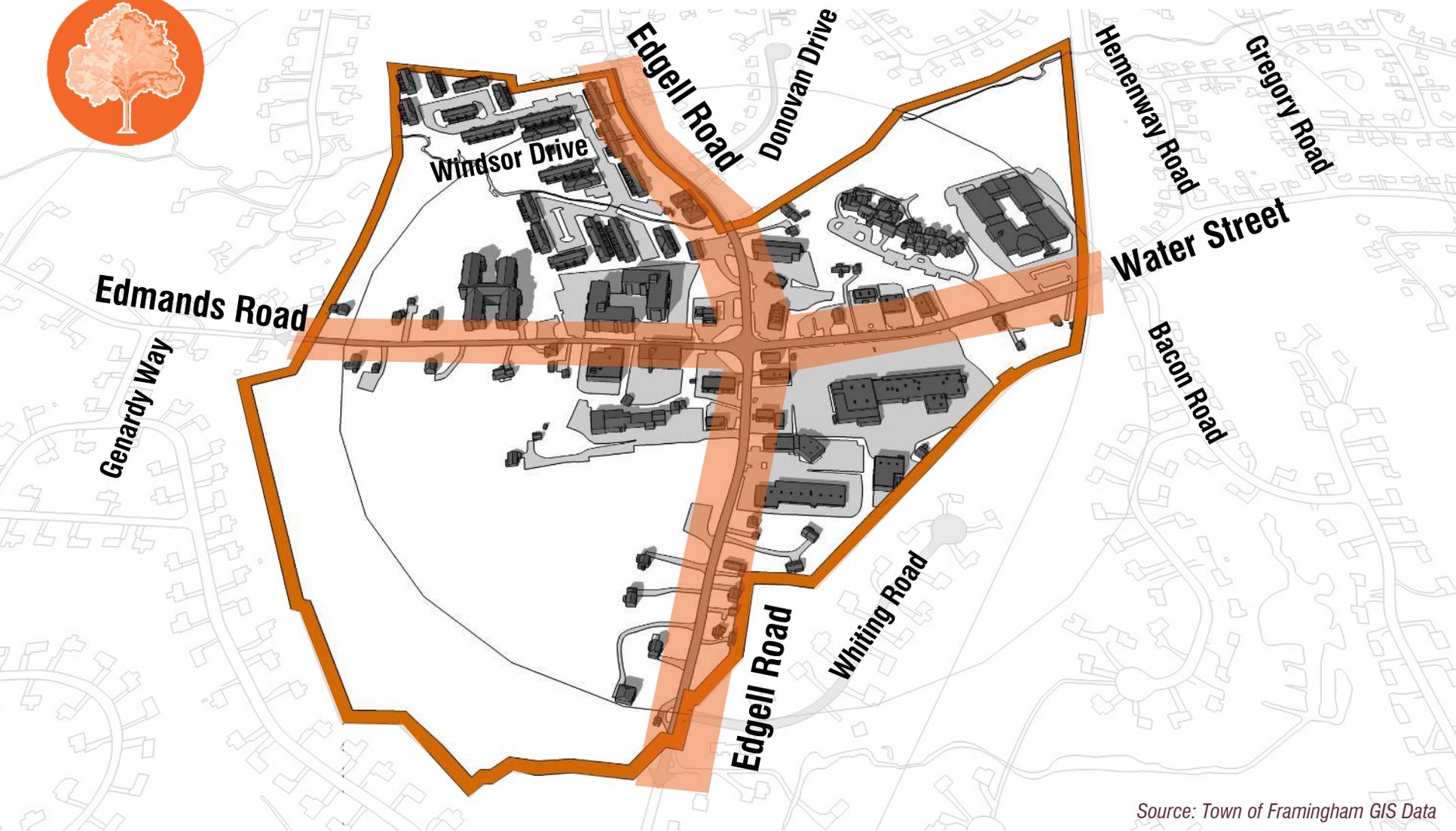


Public Realm Improvement

- **Improve Vehicular Circulation**
 - *Study and implement intersection improvements to optimize Edgell, Edmands and Water Street – better turning radii, turn lanes, etc.*
 - *Reinforce alternative routes local and regional*
 - *Add or enhance secondary route options when possible*
 - *Expand viability of walking/biking removing cars from road*

Nobscot

Baseline Strategies – Public Realm Improvement



Source: Town of Framingham GIS Data

Baseline Strategies – Public Realm Improvement

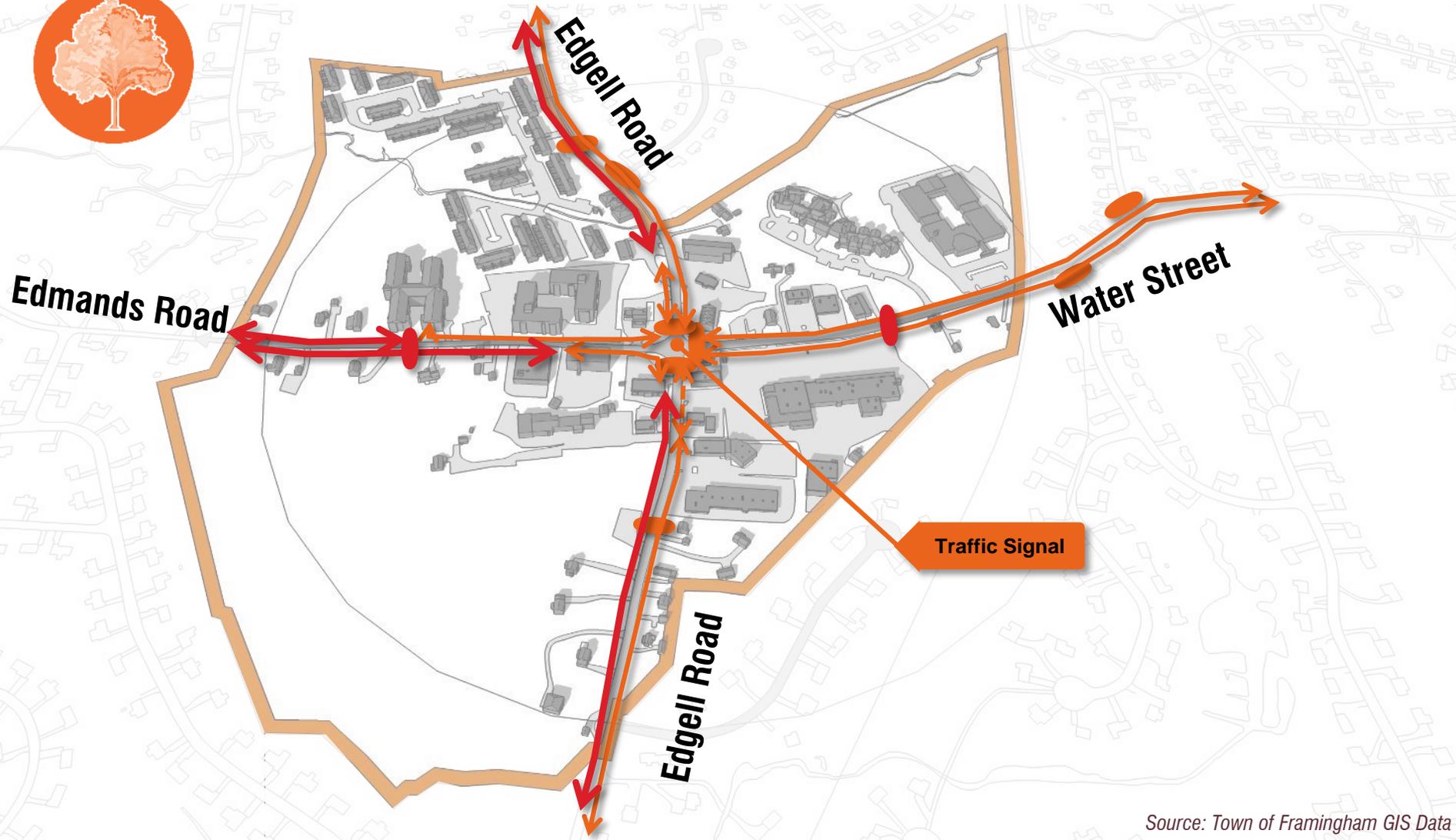


■ Enhance Walkability and Bikeability

- *Fill gaps in existing pedestrian network and infrastructure*
- *Reinforce secondary network of pedestrian and bike paths*
- *Improve public streetscape and landscape buffers at pedestrian walks*
- *Reinforce complete streets approach in district with sidewalks, bike lanes, sharrows and signage*



Nobscot Baseline Strategies – Public Realm Improvement



Source: Town of Framingham GIS Data

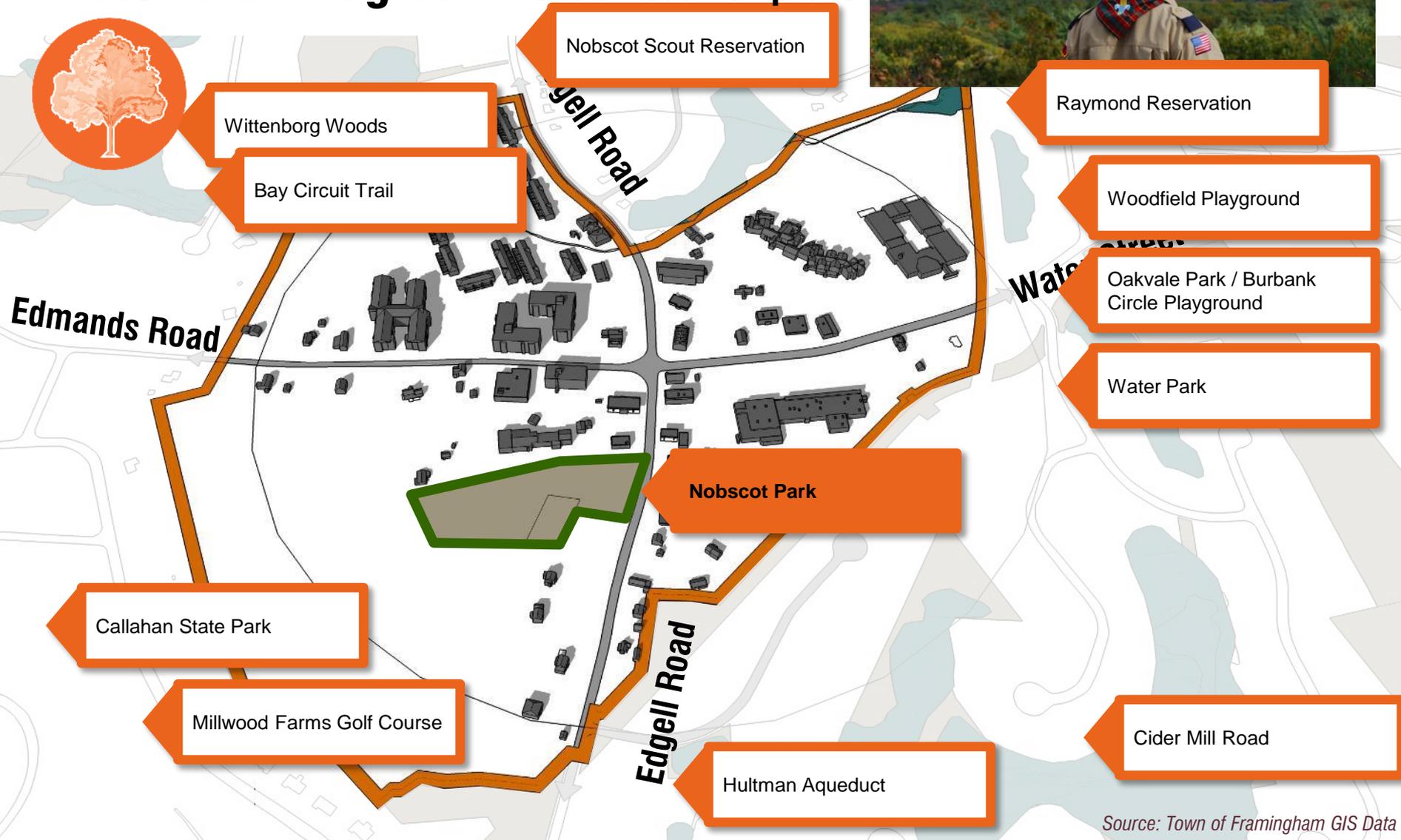
Baseline Strategies – Public Realm Improvement



- **Strengthen Open Spaces/Links**
 - *Continue implementation of trail networks*
 - *Develop direct and uninterrupted walking and biking connections between open space assets*
 - *Reinforce existing open spaces with new amenities, activities and parking*
 - *Focus local activity at Nobscot Park*



Nobscot Baseline Strategies – Public Realm Improvement



Source: Town of Framingham GIS Data

Alternative Approaches

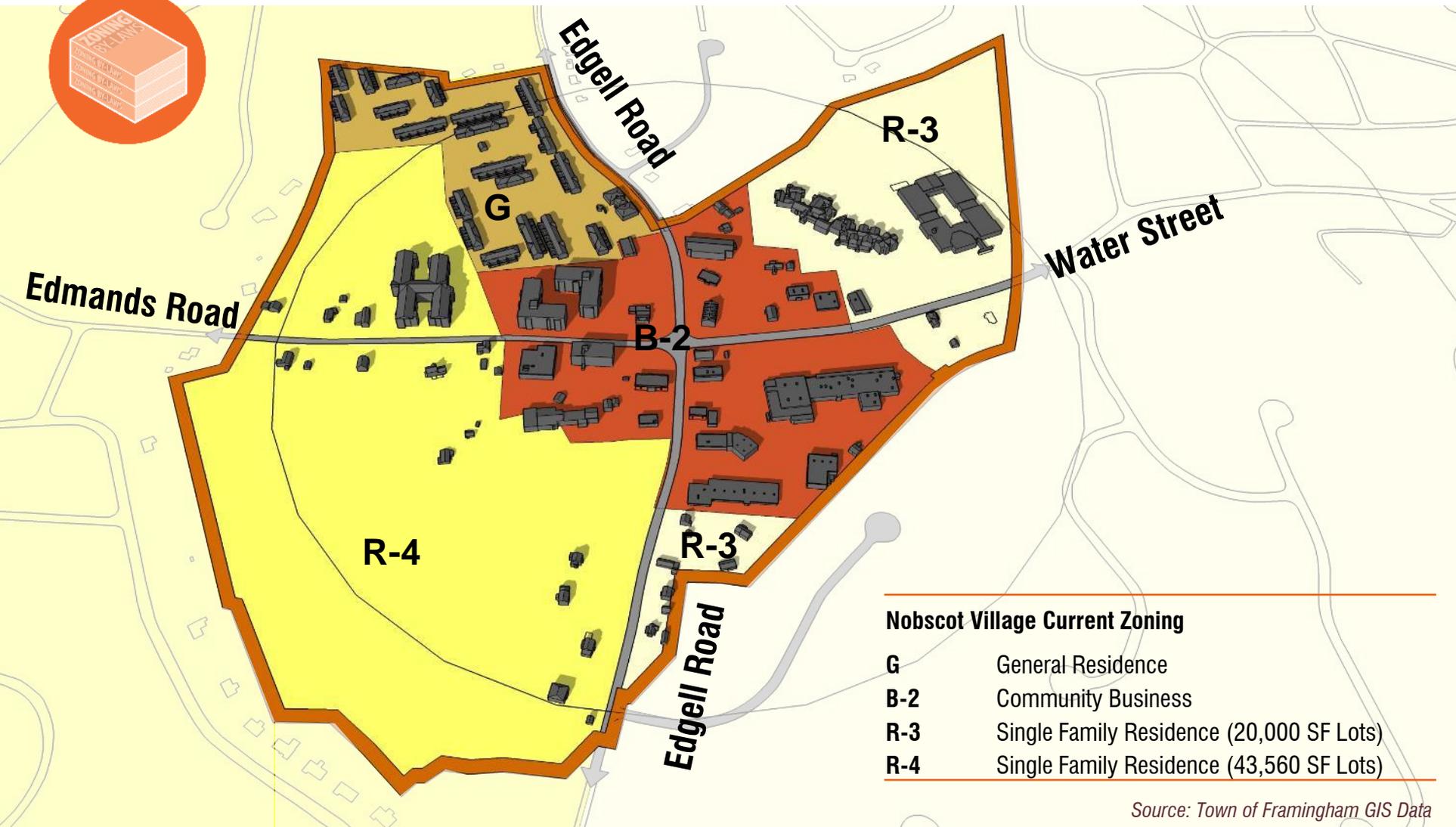
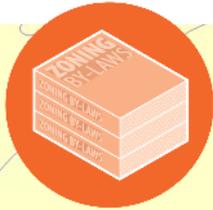
Baseline Strategies – Regulatory Strategy



Regulatory Strategy

- **Align Zoning with Opportunities**
 - *Define an overlay district or subdistricts that can apply directly to the goals of Nobscot*
 - *Adjust allowable uses to align with community and market-based opportunities*
 - *Adjust dimensional requirements to promote sense of place*
 - *Adjust site and building requirements to promote walkable village center*

Nobscot Baseline Strategies – Regulatory Strategy



Source: Town of Framingham GIS Data

Baseline Strategies — Regulatory Strategy



- **Develop District Design Guidelines**
 - *Focus on site and building characteristics that reinforce a sense of place*
 - *Reinforce the “look and feel” of a traditional village character*
 - *Reinforce an active and pedestrian-friendly environment*

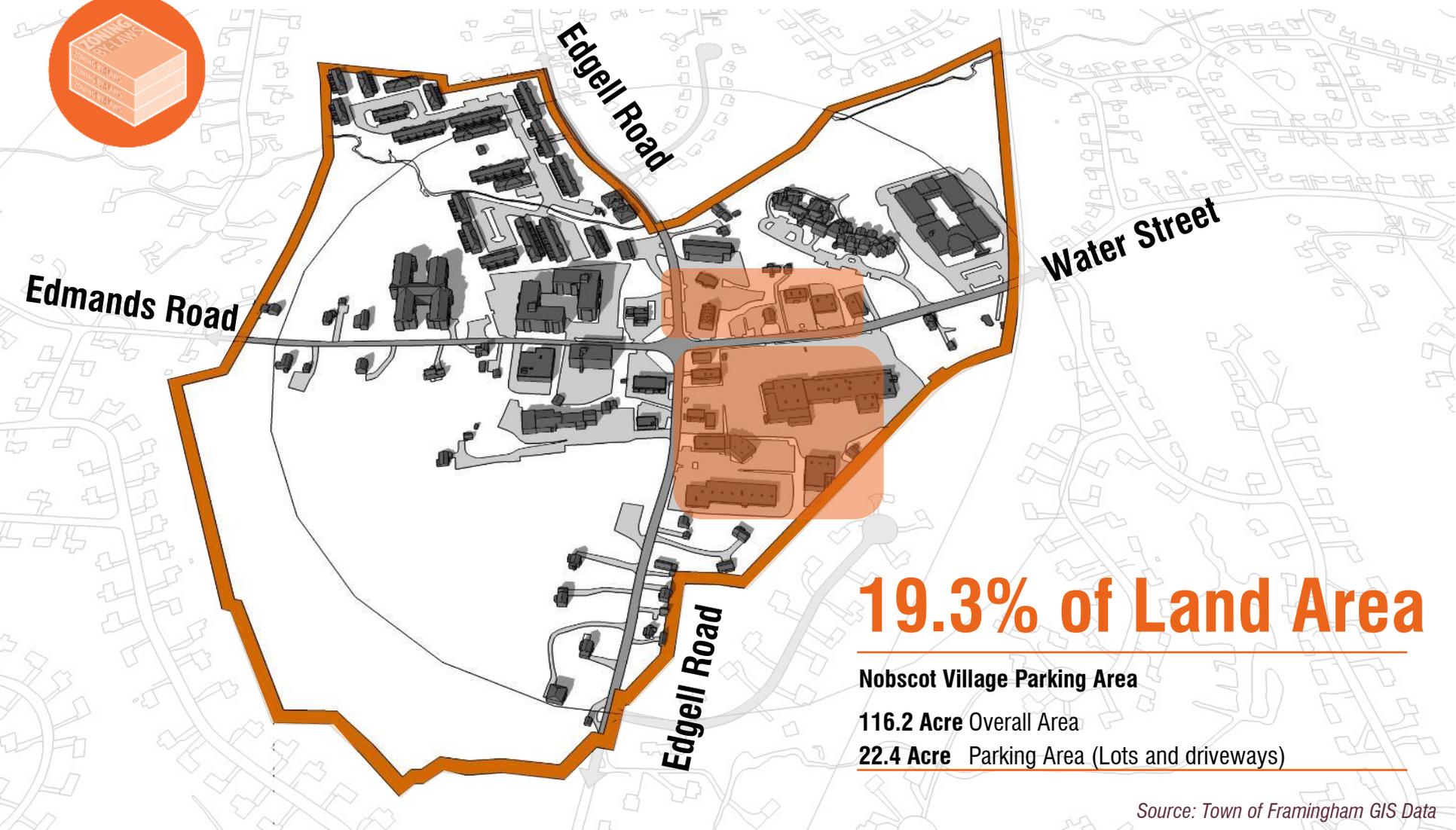
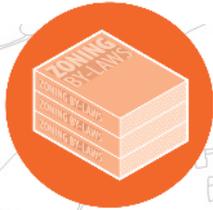


Baseline Strategies – Regulatory Strategy



- **Enhance Efficiency of Parking**
 - *Re-examine the parking requirements associated with new uses in the Nobscot district*
 - *Explore shared parking strategies across adjacent parcels and between different uses*
 - *Expand landscaping requirements for parking areas*
 - *Refine location of parking when possible*

Nobscot Baseline Strategies – Regulatory Strategy



Source: Town of Framingham GIS Data

Nobscot
Alternative Approaches



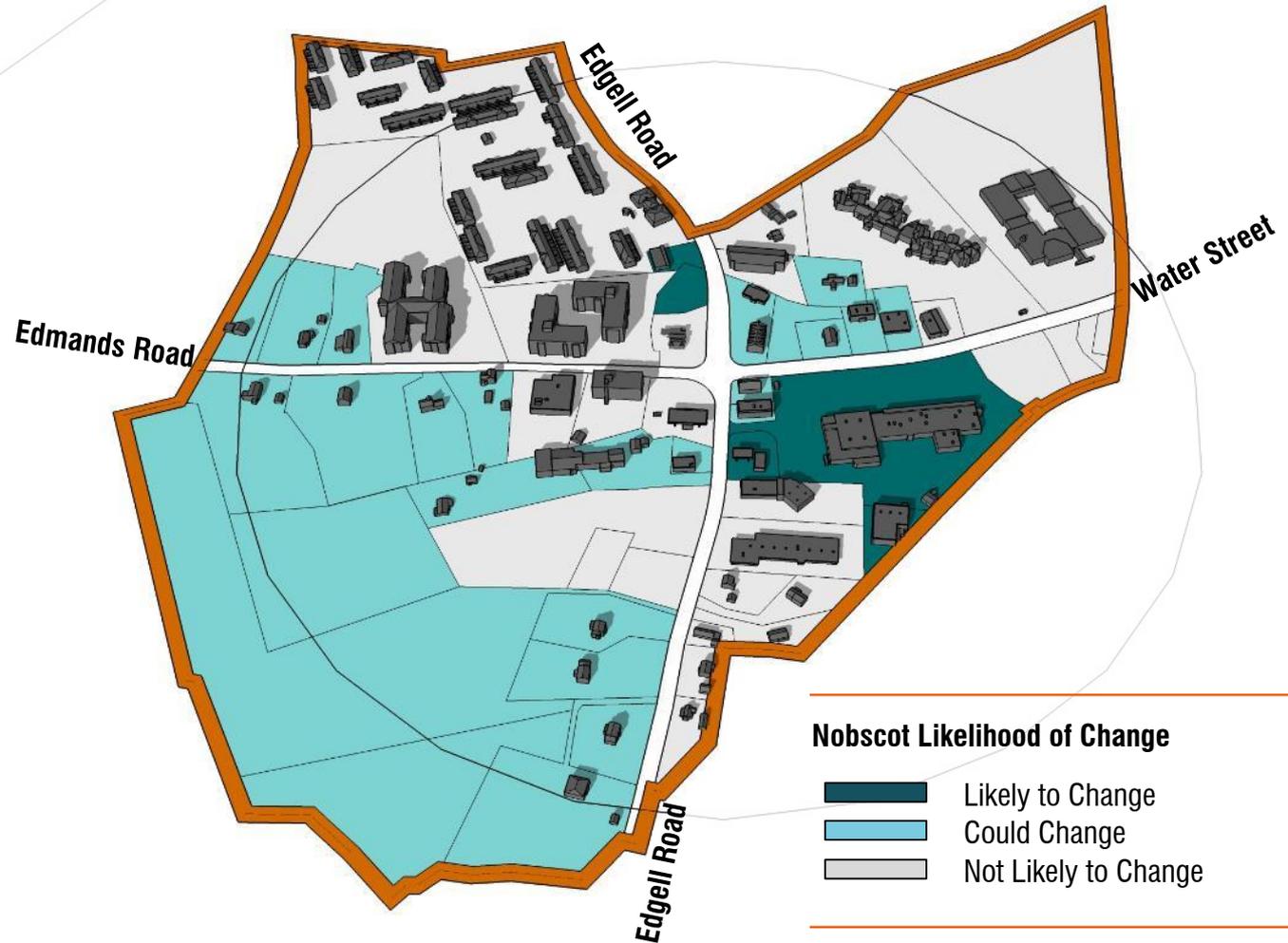
Variables

Nobscot Alternative Approaches - Variables



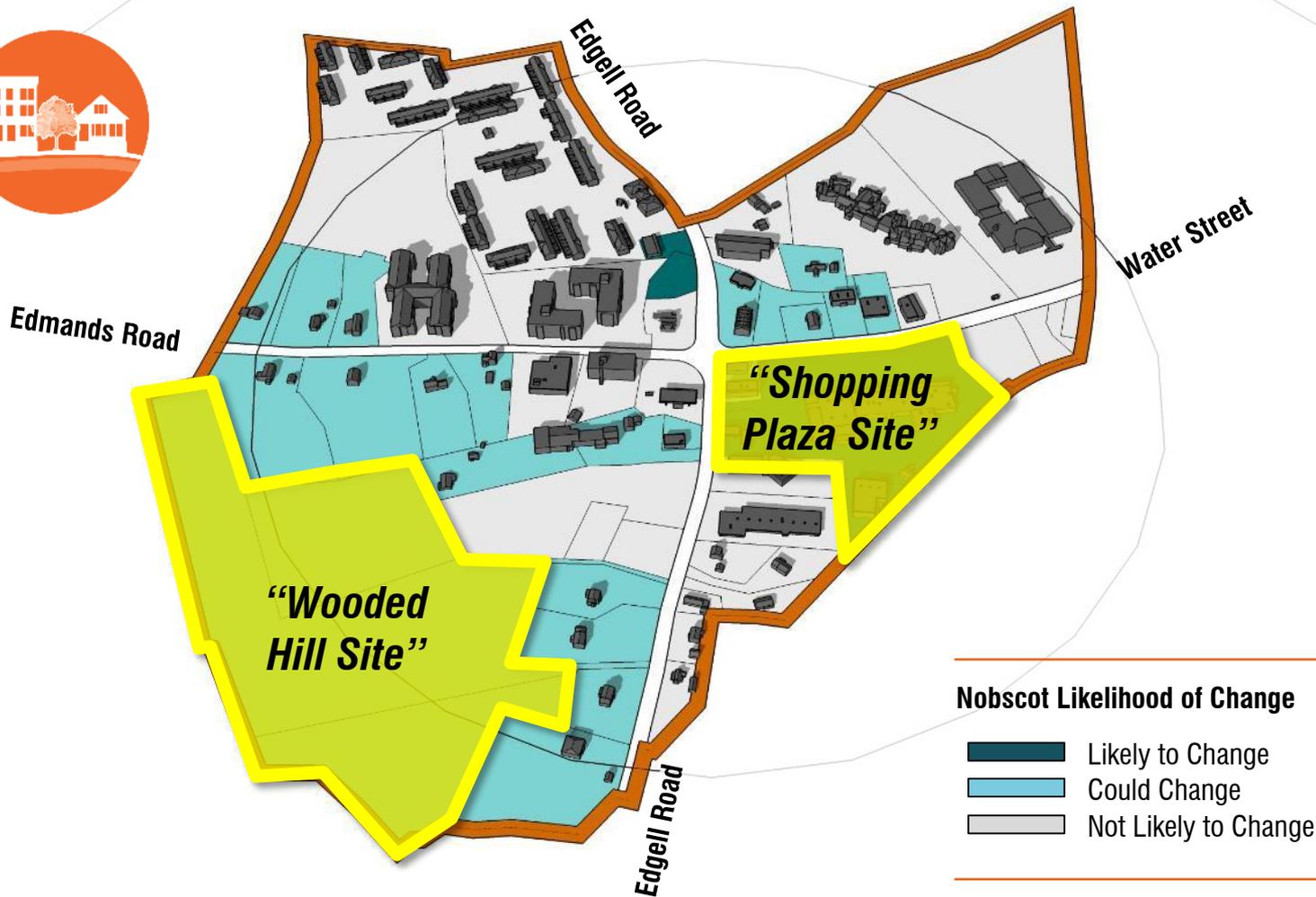
**Redevelopment
and Urban Design**

Key Sites/Likelihood of Change



Alternative Approaches - Variables

Key Sites/Likelihood of Change



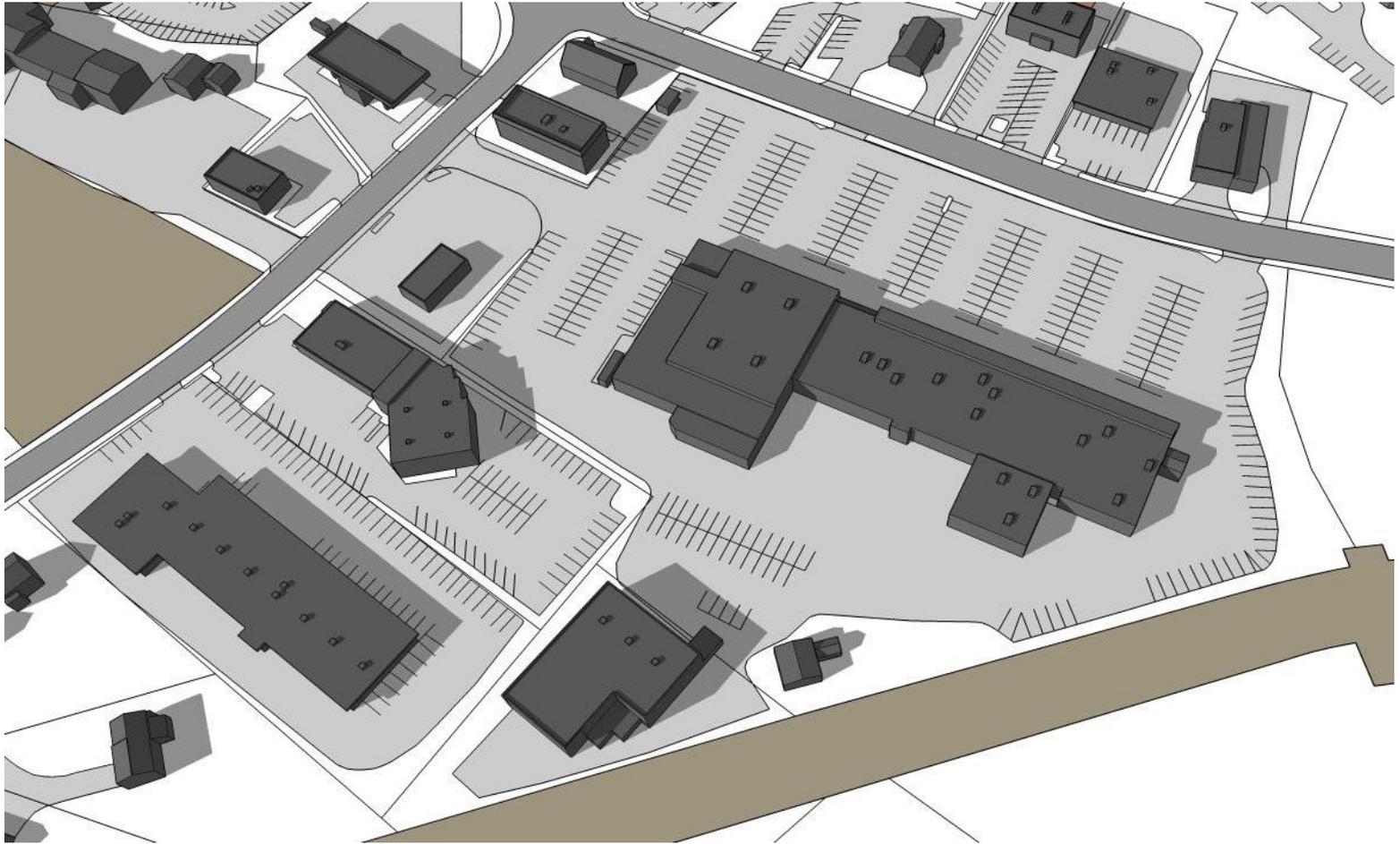
Nobscot

Alternative Approaches Variables – “Shopping Plaza Site”



5 Parcels

7.5 acres

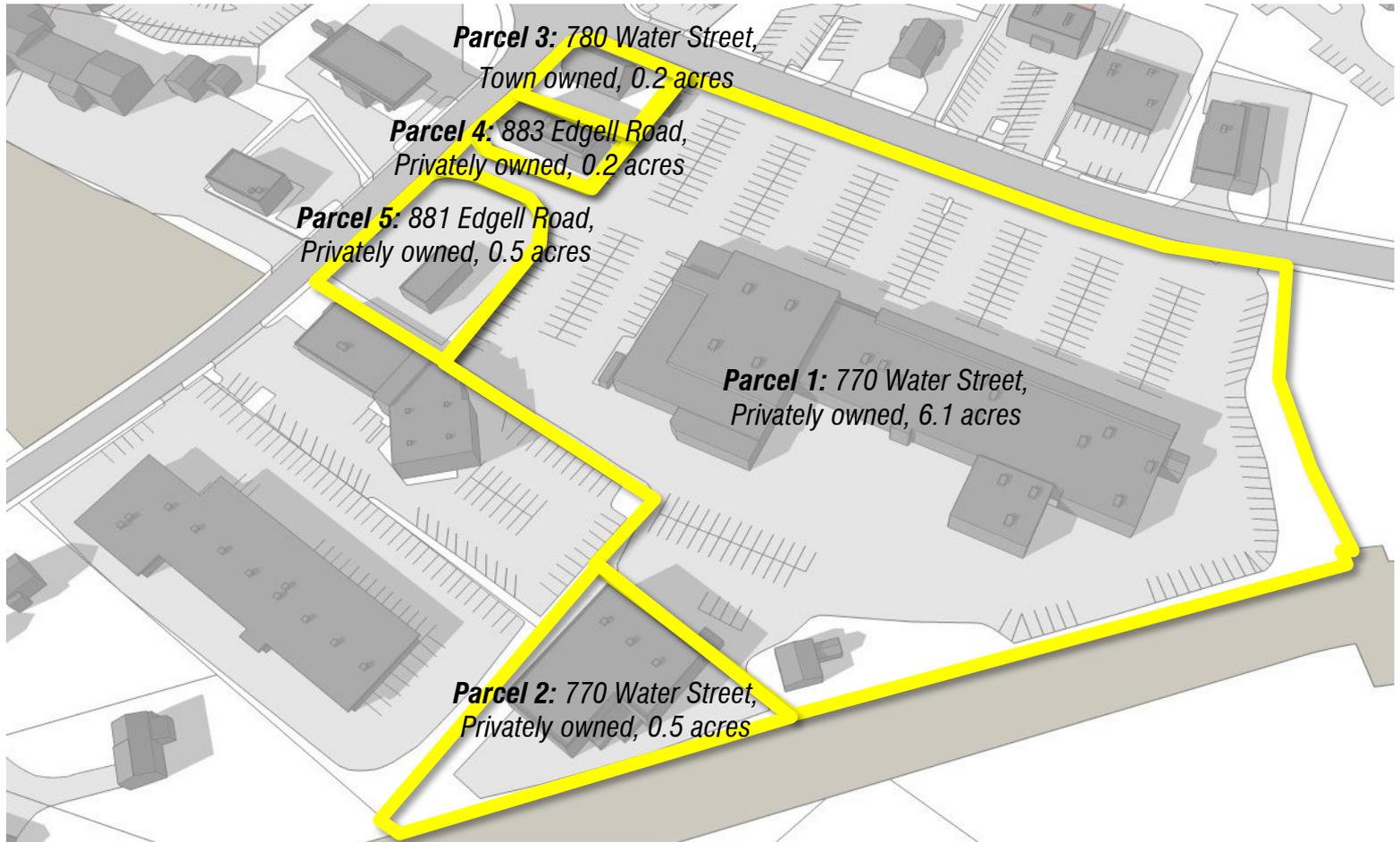


Alternative Approaches Variables – “Shopping Plaza Site”



5 Parcels

7.5 acres



Alternative Approaches – Market Driven Redevelopment Variables – “Shopping Plaza Site”



Scenario	Conditions	Likelihood	Outcome	Consequences
Remain in current condition	Owner, leaseholds, tenants remain locked together	Likely	Vacancies remain, property stagnant drag on vitality	Community opposition, Town pressure
Recruit new tenants or subtenant for vacant spaces	New tenants create motivation to unlock situation	Unlikely	Vacant spaces filled with new tenants, more active use	New leases/tenants keep plaza configured as is
Redevelop as per current zoning (B-2)	Site Plan Approval, financial feasibility	Less Likely	Reconfigured retail plaza or medical/professional office	New mix of uses, reconfigured site, high subsidy
Develop as per new zoning – moderate density mixed-use with community benefit	Approve new zoning, positive financial advantage to current owners	Likely	Mixed-use with bias toward retail or residential	New mix of uses, reconfigured site, improved circulation and amenity, moderate subsidy
Develop as per new zoning – higher density mixed-use with community benefit	Approve new zoning, positive financial advantage to current owners	More Likely	Mixed-use with bias toward retail or residential	New mix of uses, reconfigured site, improved circulation and amenity, low subsidy

Alternative Approaches

Potential Municipal Tools and Actions



- Public acquisition and sponsored redevelopment
- Tax incentives
- Infrastructure financing and funding
- Leverage existing Town ownership

Alternative Approaches

Variables – “Shopping Plaza Site”



■ Precedents

- **Village Commons**
South Hadley, MA
(Mixed-use with retail and office)
- **Mashpee Commons**
Mashpee, MA
(Mixed-use with retail, office and residential)
- **Pinehills Village Green**
Plymouth, MA
(Residential community with retail and service village center)
- **Plainsboro Village Center**
Plainsboro, NJ
(Medical and Prof. Office uses)
- **30 Haven Street**
Reading, MA
(Residential redevelopment with small retail space)

Nobscot

Alternative Approaches

■ Precedent – Village Commons



- Shops, restaurants, services, offices, theater
- 52 spaces, 19 units, 300 parking spaces
- 190,000 SF, completed 1989



Nobscot

Alternative Approaches



■ Precedent – Mashpee Commons

- Shops, restaurants, services, offices, 30 acres
- 119,000 SF retail, 30,000 SF office
- Transformation of 1962 suburban strip retail



Nobscot Alternative Approaches



■ Precedent – Pinehills Village Green

- Over 25 shops and services
- 500,000 square feet of commercial
- Village center of a 1,950 family community over 960 acres



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Alternative Approaches



- **Precedent – Plainsboro Village Center**
 - 110,000 SF retail/commercial space
 - Office and medical office space
 - 17 acre, subdivided into smaller blocks



Nobscot Alternative Approaches

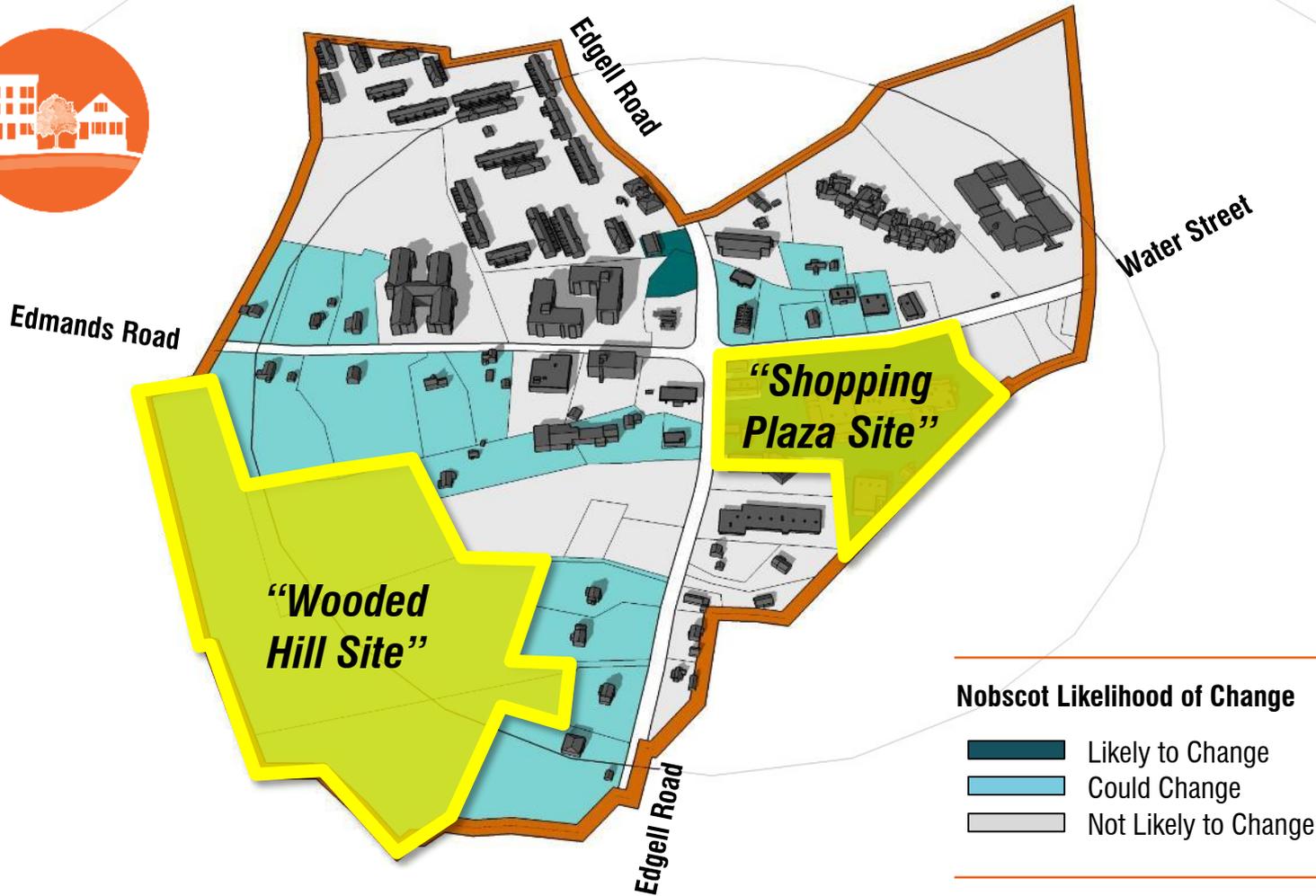


- **Precedent – 30 Haven Street Reading MA**
 - *53 residential units*
 - *22,000 square feet retail*
 - *Transit-oriented location*



Alternative Approaches - Variables

Key Sites/Likelihood of Change



Nobscot

Alternative Approaches *Variables* – “Wooded Hill Site”



3 Parcels

18.3 acres



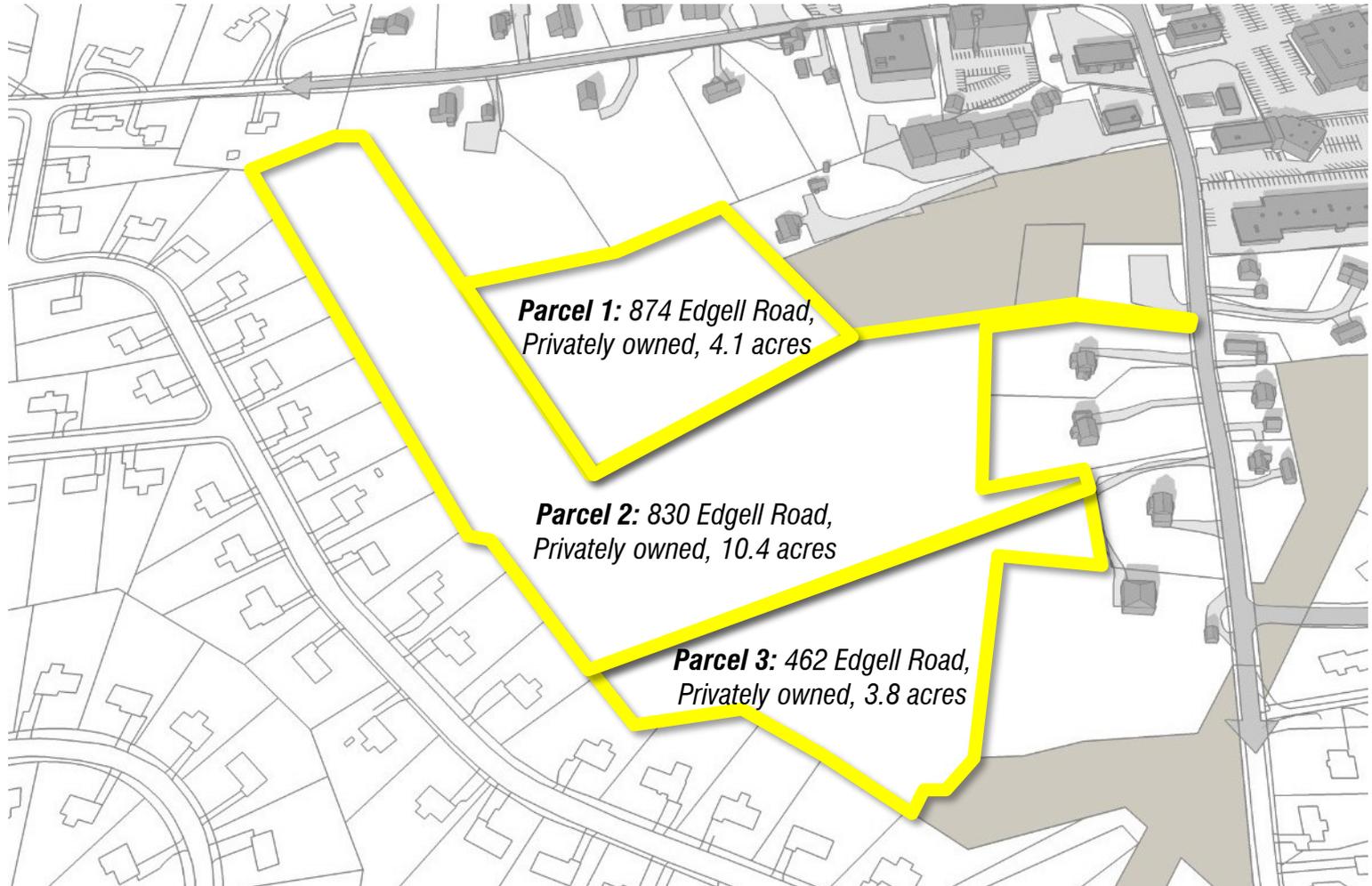
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Alternative Approaches Variables – “Wooded Hill Site”



3 Parcels

18.3 acres



Parcel 1: 874 Edgell Road,
Privately owned, 4.1 acres

Parcel 2: 830 Edgell Road,
Privately owned, 10.4 acres

Parcel 3: 462 Edgell Road,
Privately owned, 3.8 acres

Alternative Approaches – Market Driven Redevelopment Variables – “Wooded Hill Site”



Scenario	Conditions	Likelihood	Outcome	Consequences
Develop as per current zoning (R-4)	Site Plan and Subdivision Approval	Less likely	(18) one-family or two-family detached dwellings	Land developed, not used more intensively or as open space
Develop as per current zoning (OSRD)	Special Permit for Open Space Residential Development	Less likely	(16) one-family dwellings, 7 acres of open space	Land developed with preservation of open space
Preserve as open space	Create conservation easement or land trust	Less likely	Preservation of open land	Open space preserved, no future development
Develop as per new zoning – moderate density res. with community benefit	Revise zoning, attract developer, Site Plan Approval	Likely	100+ units in pocket neighborhood with shared open space	Land developed with preservation of open space
Develop as per new zoning – higher density residential	Revise zoning, attract developer, Site Plan Approval	Not likely	200+ units, (unsupported by community in 2004)	Land developed with preservation of open space

Alternative Approaches

Potential Municipal Tools and Actions



- Public acquisition and sponsored redevelopment
- Tax incentives
- Infrastructure financing and funding
- Leverage existing Town ownership
- Purchase of development rights

Alternative Approaches

Variables – “Wooded Hill Site”



■ Precedents

- **Concord Riverwalk**
West Concord, MA
(Mid-density residential, pocket neighborhood)
- **Danielson Grove**
Kirkland, WA
(Mid-density residential, pocket neighborhood)
- **Hartford Commons**
Eden Prairie, MN
(Higher density residential community)

Nobscot Alternative Approaches



■ Wooded Lots Precedent – Concord Riverwalk

- 13 units (1,340 – 1,760 SF)
- 3.7 acres, 3.5 units per acre
- Commons green and gardens

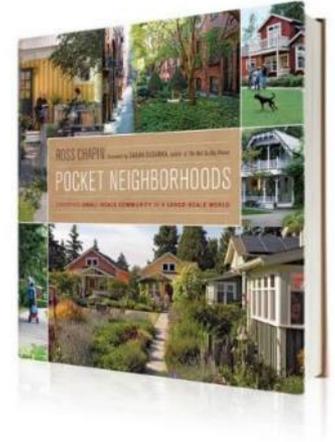


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Alternative Approaches



- **Wooded Lots Precedent – Danielson Grove**
 - 16 compact single-family homes (700 – 1,500 SF)
 - 2.25 acres, 7 units per acre
 - Commons building and common area



Alternative Approaches



■ **Wooded Lots Precedent – Hartford Commons**

- 317 units (rowhouses – 1,650 to 1,950 SF)
- 17.9 acres, 18 units per acre
- Walkable streetscape



Break-out Groups – Discussion of Baseline and Variables



**Redevelopment
and Urban Design**



**Marketing and
Reinvestment**



**Public Realm
Improvement**



**Regulatory
Strategy**

- **Baseline** – What may be missing?
- **Variables** – What is the acceptable scenarios?

Nobscot Next Steps

■ Diagrammatic visualizations and pro forma evaluations

■ Economic Development Action Plan

■ **Final Public Meeting – June 8, 2015**

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