

Second Public Meeting | April 15, 2015



SAXONVILLE PUBLIC WORKSHOP

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

The Cecil Group and FXM Associates



Second Public Meeting | April 15, 2015

Welcome Saxonville!

Second Public Meeting | Saxonville

Workshop Agenda

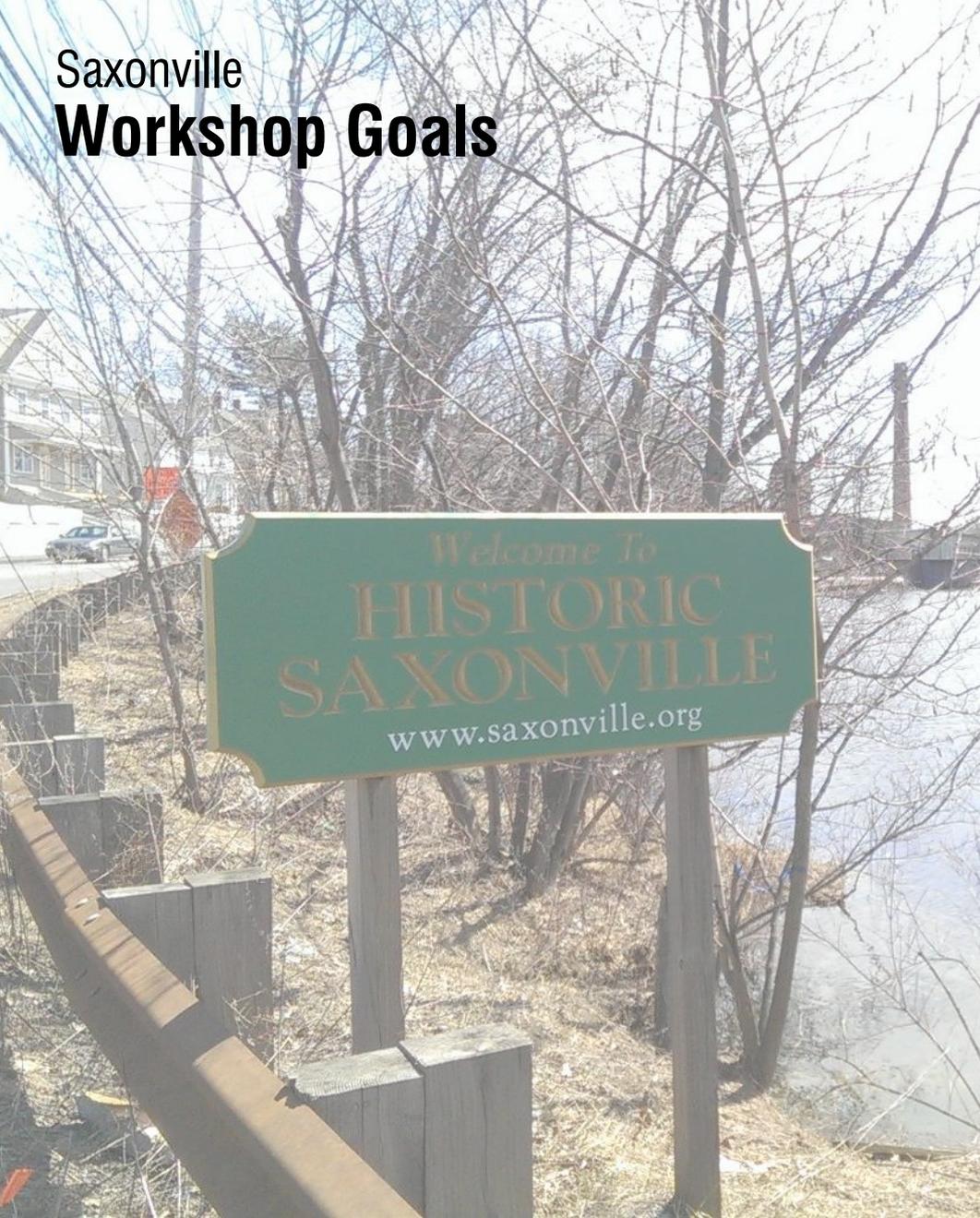


- 1. Workshop Goals**
- 2. Overview of Saxonville Village Study**
- 3. Summary of Issues and Opportunities**
- 4. Alternative Approaches**
 - a) Redevelopment and Urban Design
 - b) Marketing and Reinvestment
 - c) Public Realm Improvement
 - d) Regulatory Strategy
- 5. Break-out Groups – Discussion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

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

Saxonville

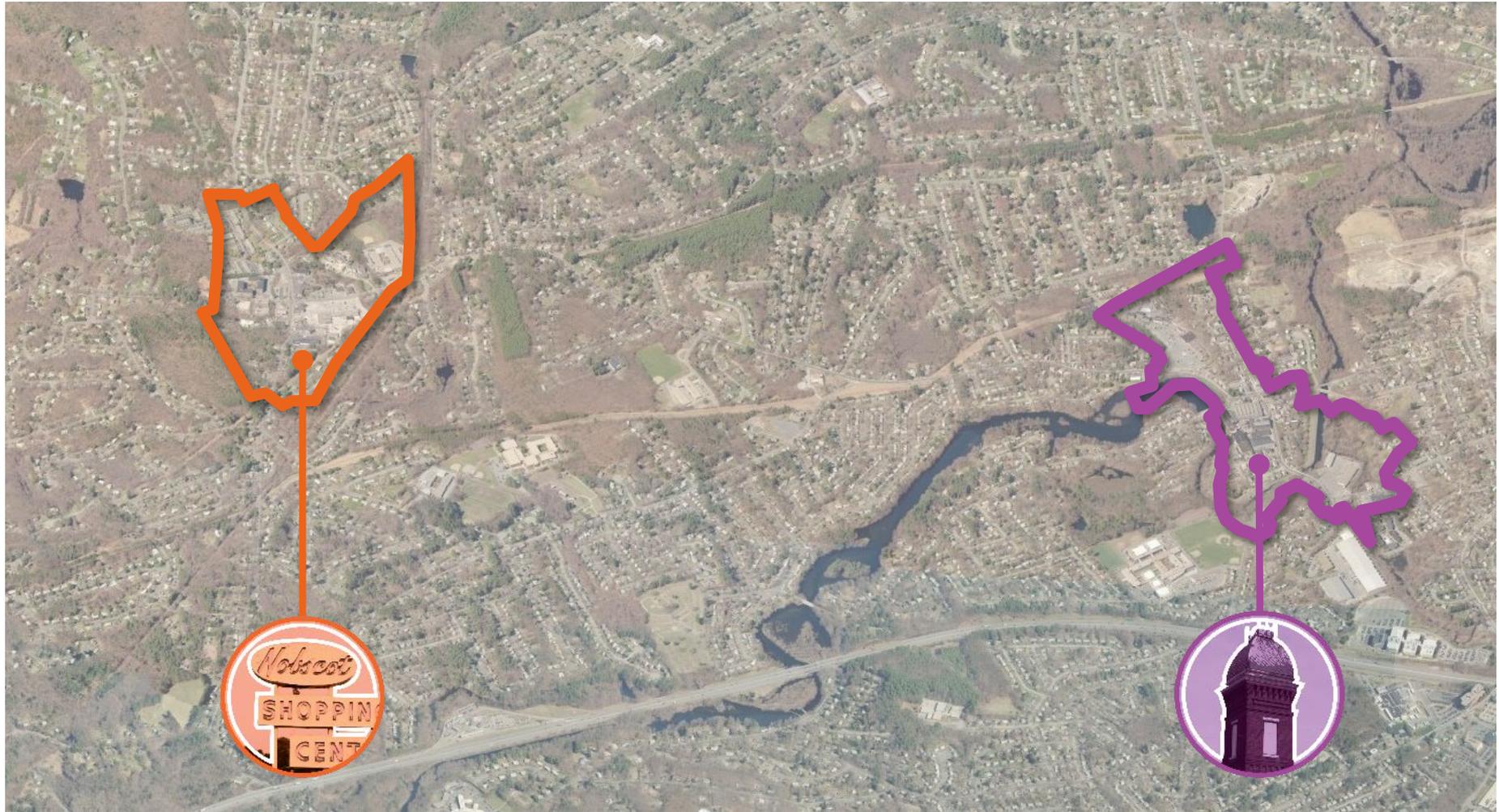
Workshop Goals



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

Saxonville

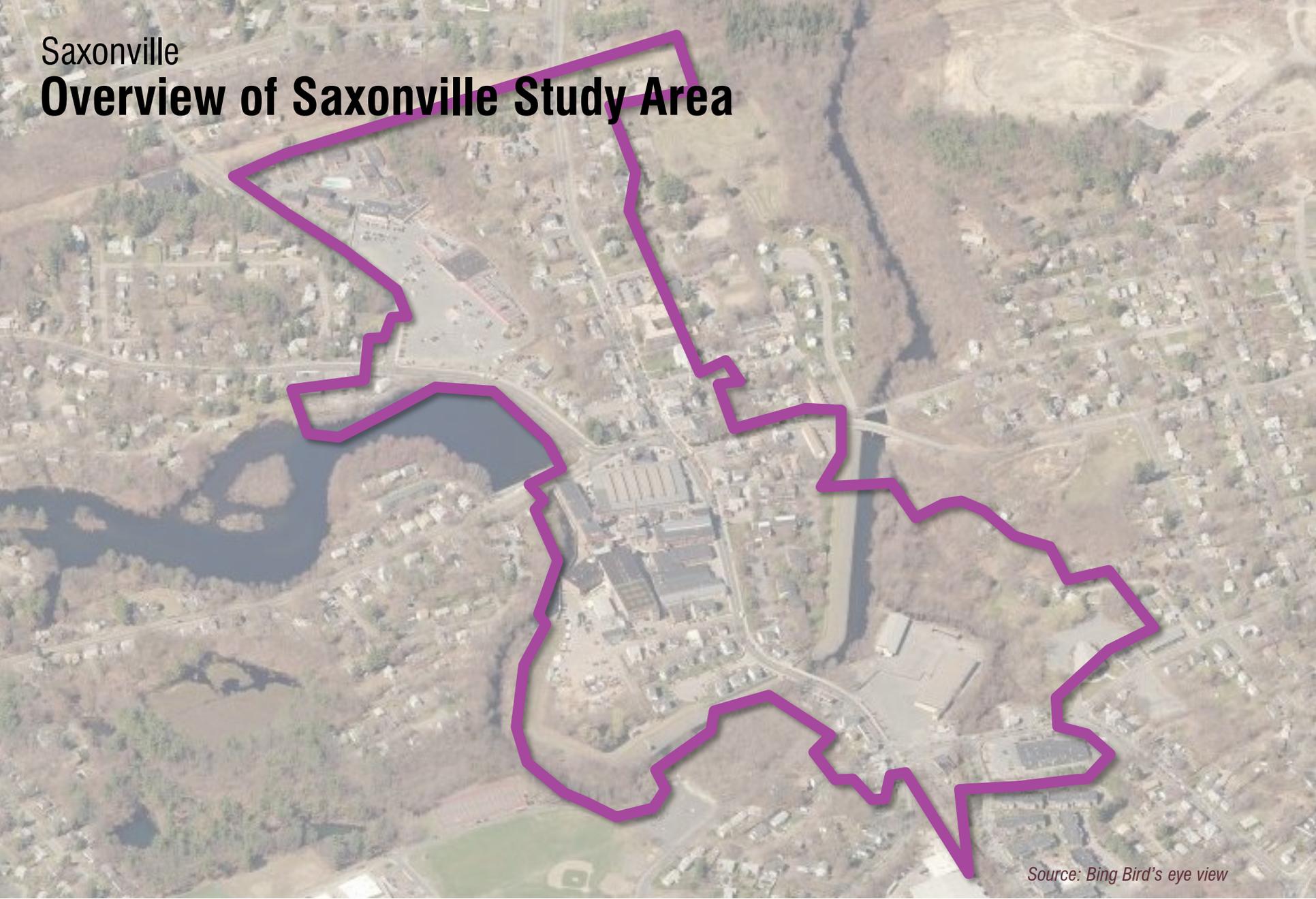
Overview of Saxonville Study Area



Source: Bing Bird's eye view

Saxonville

Overview of Saxonville Study Area



Source: Bing Bird's eye view

Summary of Issues and Opportunities

Issues:

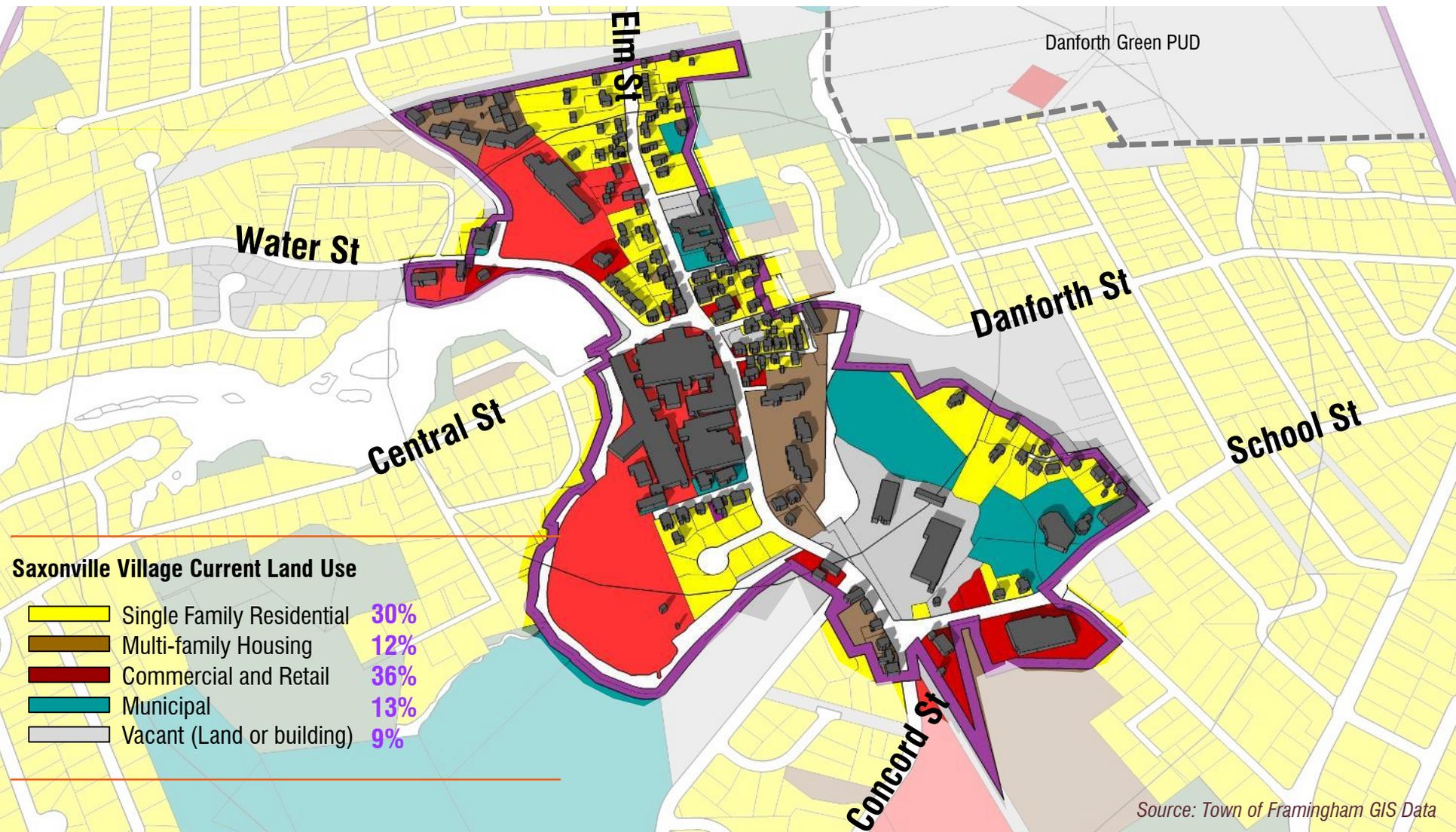
- Mill is focal point
- State lumber site vacant
- Traffic/McGrath square
- No destination/attraction
- Lack of parking
- Athenaeum still vacant
- Pedestrian safety
- Access to River
- Improve Pinefield
- Enhance mix of bus.-
coffee shops/restaurants

Opportunities:

- More walkability – pedestrian-friendly
- New recreation opportunities – pocket parks, walking trails
- Enhance charm, more polish, plazas, monuments
- Athenaeum – community center and gathering place
- Maintain small family businesses
- Connect network of trails
- Potential for tourism in Saxonville
- Provide parking near center to support district
- Enhance unique architecture, buildings, design guidelines
- Traffic enhancements for cars and pedestrian
- New uses/events at Pinefield and State Lumber sites

Saxonville

Current Land Use



Saxonville
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	<ul style="list-style-type: none"> Highlight and enhance existing assets Strengthen district gateways Enhance weak frontages on primary streets
	Marketing and Reinvestment	<ul style="list-style-type: none"> Recruit and attract specific uses Expand community and cultural events Leverage existing businesses
	Public Realm Improvement	<ul style="list-style-type: none"> Continue pedestrian and streetscape investments Strengthen river and trail links Implement district-wide parking strategies
	Regulatory Strategy	<ul style="list-style-type: none"> Optimize allowable uses and zoning requirements Develop district design guidelines and incentives Enhance efficiency of parking

Alternative Approaches

Baseline Strategies – Redevelopment and Urban Design



Redevelopment and Urban Design

- **Highlight and enhance district assets**
 - *Strengthen focus on iconic, historic and natural district features*
 - *Enhance signage, wayfinding, lighting and monuments*
 - *Frame views and main district features and pedestrian areas with landscaping*

Baseline Strategies — Redevelopment and Urban Design



- **Strengthen district gateways**
 - *Reinforce consistent signage, lighting and district features at gateway locations*
 - *Develop a consistent landscape theme at each district gateway*
- **Enhance weak frontages on primary streets**
 - *Improve building facades and signage*
 - *Expand landscape improvements*
 - *Long term property redevelopment to improve site and building disposition*
- **Redevelopment of Key Parcels**
 - *Focus of “Variables” discussion*

Baseline Strategies – Public Realm Improvement



Source: Town of Framingham GIS Data

Alternative Approaches

Baseline Strategies – Marketing and Reinvestment

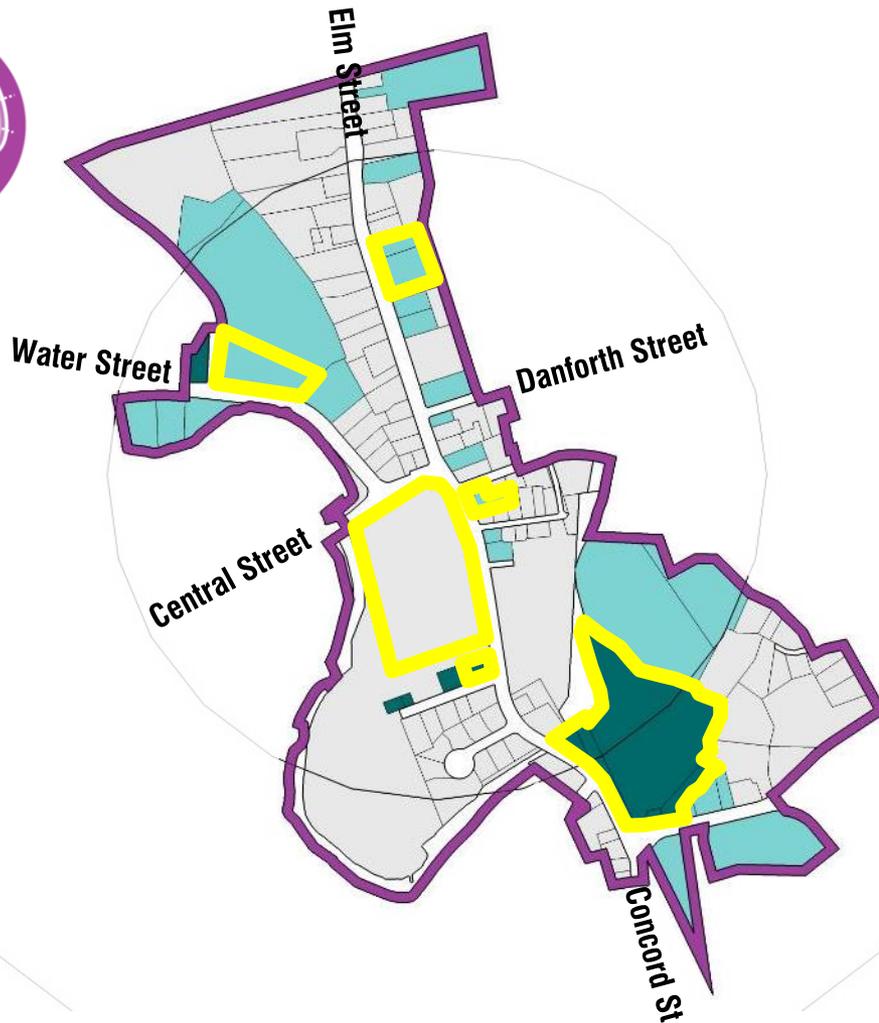


Marketing and Reinvestment

- **Recruit and attract specific uses**
 - *Recruit specific users based on market information*
 - *Broker deals with willing property owners and prospective tenants*
 - *Focus on a potential high quality “anchor” restaurant or other “reason to visit”*

Baseline Strategies – Marketing and Reinvestment

■ Recruit and attract specific uses



Saxonville Likelihood of Change

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

Baseline Strategies – Marketing and Reinvestment

- 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

Baseline Strategies – Marketing and Reinvestment



- **Expand community and cultural events**
 - *Expand Saxonville focused events and attractions*
 - *Marketing and promotion of district assets, history and recreation opportunities*

Baseline Strategies – Marketing and Reinvestment



- **Leverage existing businesses**
 - *Work with the Mill to make all the positive activity more visible*
 - *Promote district events, activity and local spending from residents and employees*

Alternative Approaches

Baseline Strategies – Public Realm Improvement



Public Realm Improvement

- **Continue pedestrian and streetscape environments**
 - *Study and implement McGrath Square intersection improvements to optimize circulation*
 - *Strengthen pedestrian connectivity to eastern neighborhoods via Old Danforth Bridge*
 - *Fill gaps in pedestrian network and infrastructure*
 - *Reinforce complete streets approach in district with sidewalks, bike lanes, sharrows, etc.*

Baseline Strategies – Public Realm Improvement



Source: Town of Framingham GIS Data

Baseline Strategies – Public Realm Improvement



- **Strengthen River and trail links**
 - *Reinforce secondary network of pedestrian and bike paths*
 - *Provide signage to and from Saxonville center from trail heads and connect trails*
 - *Promote district walking loops that incorporate segments of local trails*



Saxonville Baseline Strategies – Public Realm Improvement



Source: Town of Framingham GIS Data

Baseline Strategies – Public Realm Improvement



- **Implement district-wide parking strategies**
 - *Discuss and form parking agreements to share parking across the district*
 - *Explore possible locations for modest amounts of on-street parking*
 - *Enhance signage and wayfinding to available district parking areas*
 - *Enhance pedestrian connectivity between parking areas and other activity centers*

Saxonville Baseline Strategies – Regulatory Strategy



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

Alternative Approaches

Baseline Strategies – Regulatory Strategy

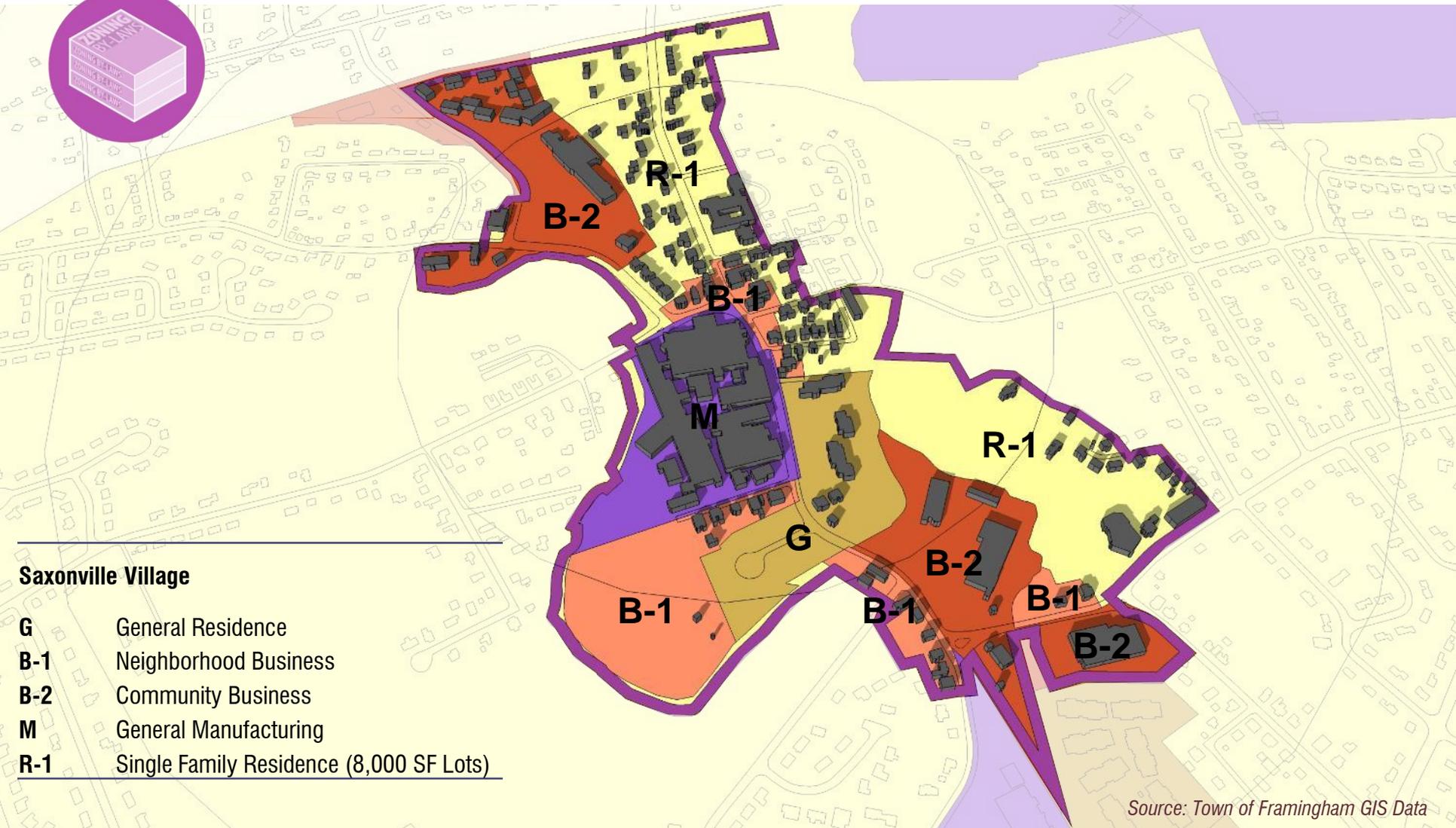
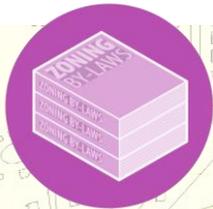


Regulatory Strategy

- **Optimize allowable uses and zoning requirements**
 - *Define an overlay district or more cohesive district-wide zoning focused on Saxonville goals*
 - *Adjust allowable uses to align with community needs*
 - *Adjust dimensional requirements to promote sense of place*
 - *Adjust site and building requirements to promote walkable village center*

Saxonville

Baseline Strategies – Regulatory Strategy



Saxonville Village

- G** General Residence
- B-1** Neighborhood Business
- B-2** Community Business
- M** General Manufacturing
- R-1** Single Family Residence (8,000 SF Lots)

Source: Town of Framingham GIS Data

Baseline Strategies – Regulatory Strategy



- **Develop district design guidelines and incentives**
 - *Focus on site and building characteristics that reinforce a sense of place*
 - *Reinforce the “look and feel” of a traditional and historic village character*
 - *Reinforce an active and pedestrian-friendly environment*
 - *Explore façade, signage and landscape improvement programs*



Baseline Strategies — Regulatory Strategy



- **Enhance efficiency of parking**
 - *Promote Saxonville as a “park-once and walk” district*
 - *Explore options for increased parking at the center of the district*
 - *Explore shared parking strategies across adjacent parcels and between different uses*



Saxonville

Baseline Strategies – Regulatory Strategy



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

Saxonville
Alternative Approaches



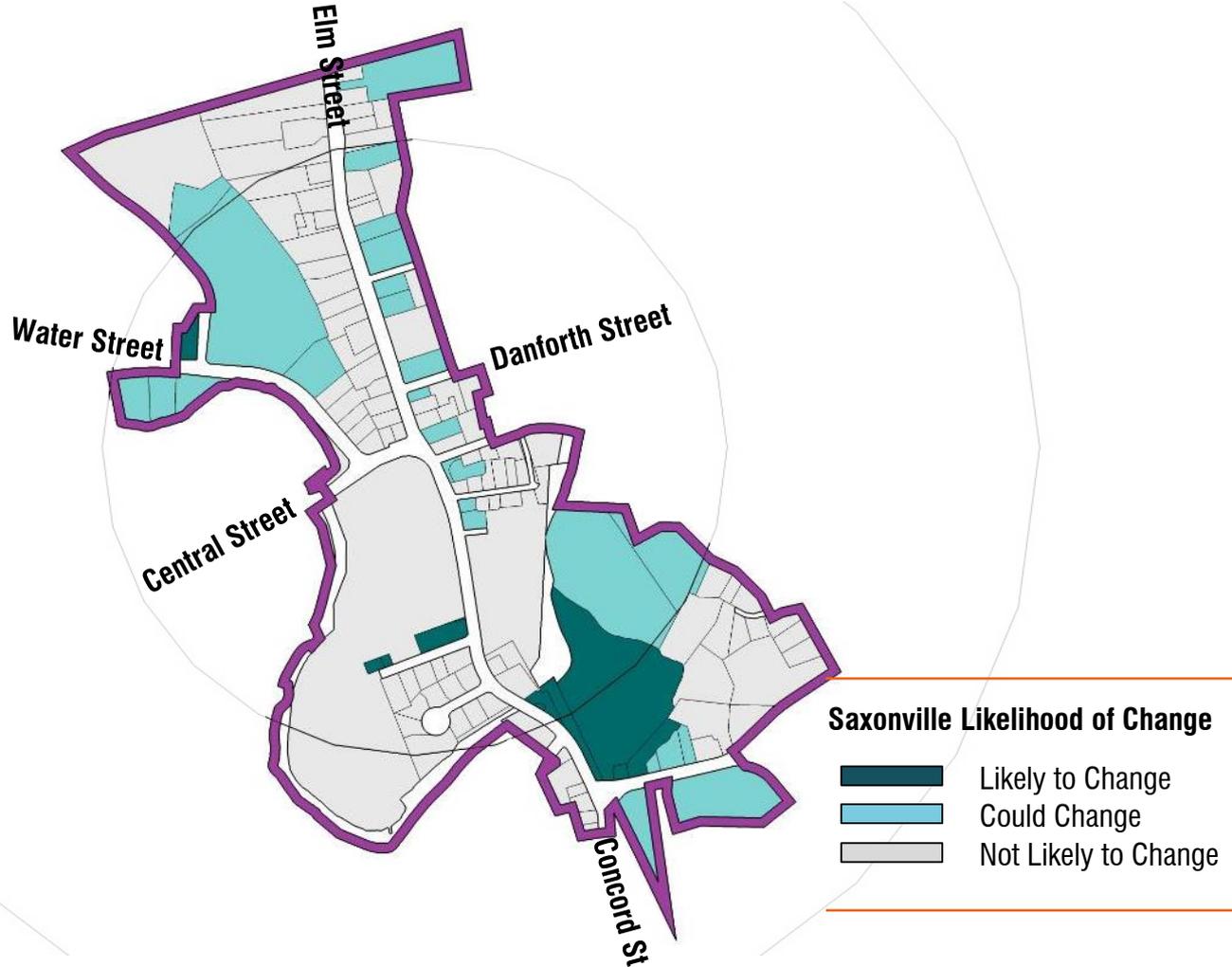
Key Sites and Variables

Alternative Approaches – Key Sites and Variables

Key Sites/Likelihood of Change

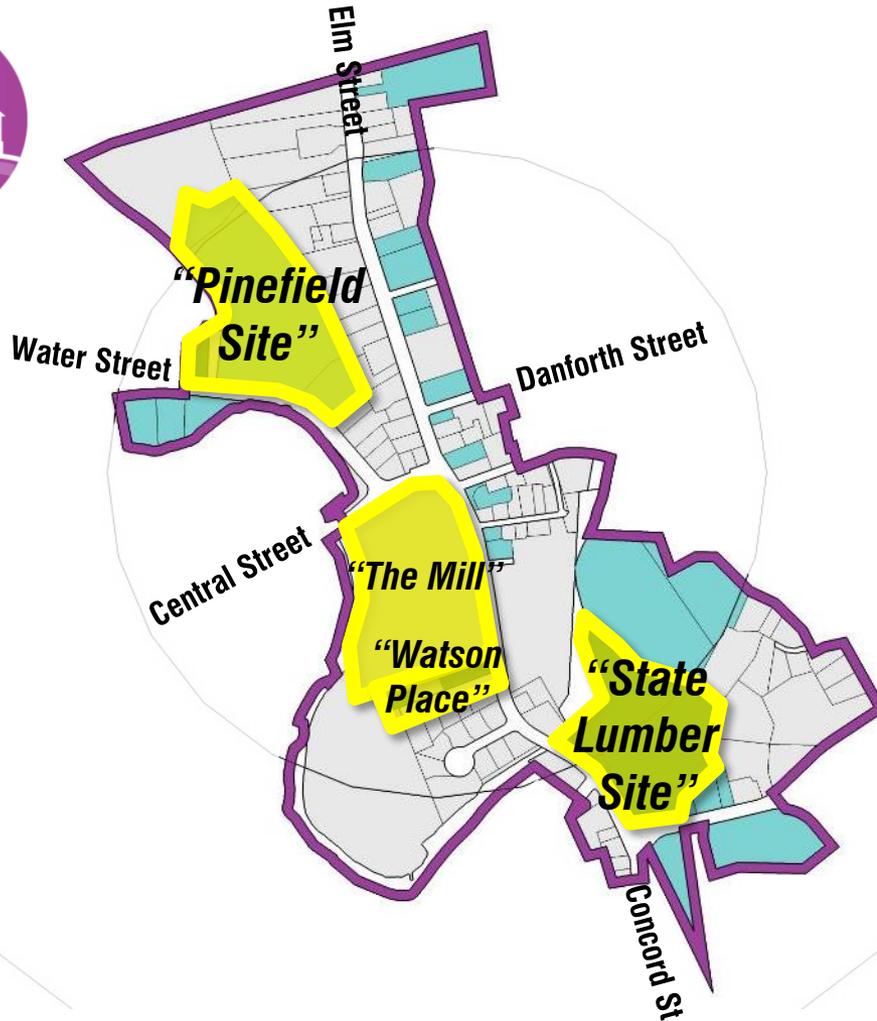


**Redevelopment
and Urban Design**



Alternative Approaches – Key Sites and Variables

Key Sites/Likelihood of Change



Saxonville Likelihood of Change

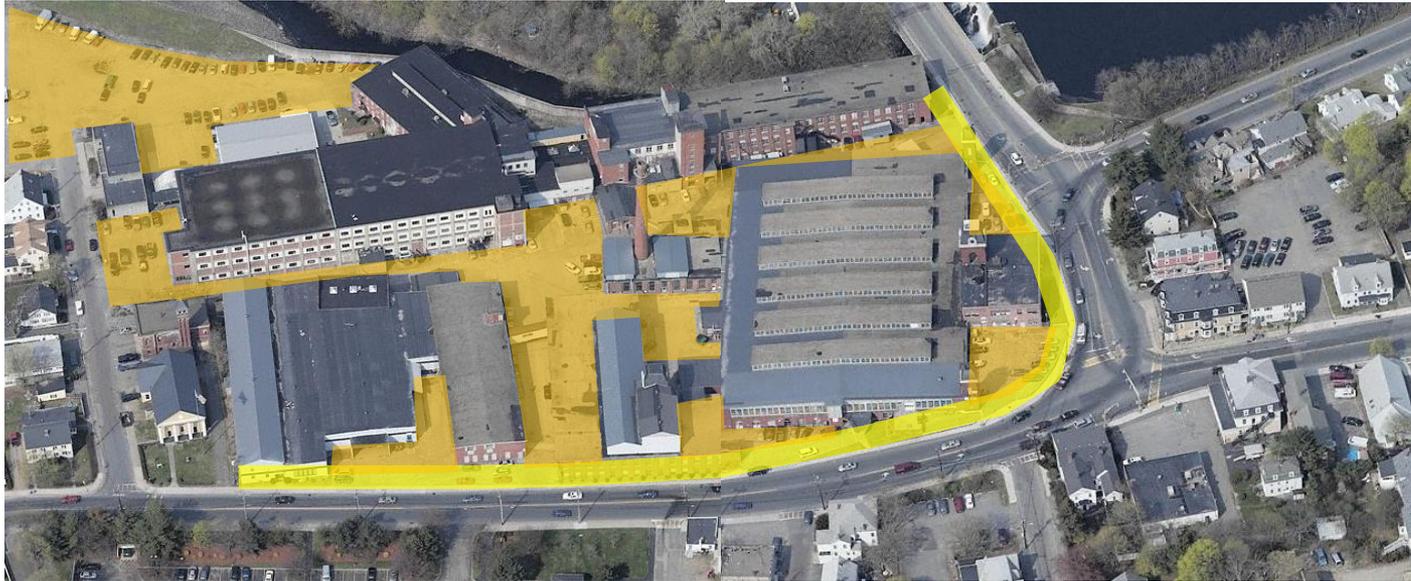
-  Likely to Change
-  Could Change
-  Not Likely to Change

Alternative Approaches – Key Sites and Variables



■ The Mill

- *Examine the characteristics of the M (General Manufacturing) zoning and allowable uses*
- *Studying parking/circulation strategies on site*
- *Improvements to street frontages*



Alternative Approaches – Key Sites and Variables



- **Watson Place**
 - *Athenaeum Community Hall*



bh/a Bargmann Hendrie + Archetype, Inc. 300 A Street Boston, Massachusetts 02210 Tel: (617) 350 0450 Fax: (617) 350 0215 MARCH 4, 2015

Alternative Approaches – Key Sites and Variables



- Watson Place
 - *Athenaeum Community Hall*



Alternative Approaches – Key Sites and Variables



- Watson Place
- *Athenaeum Community Hall*



Saxonville Alternative Approaches – Key Sites and Variables



- Watson Place

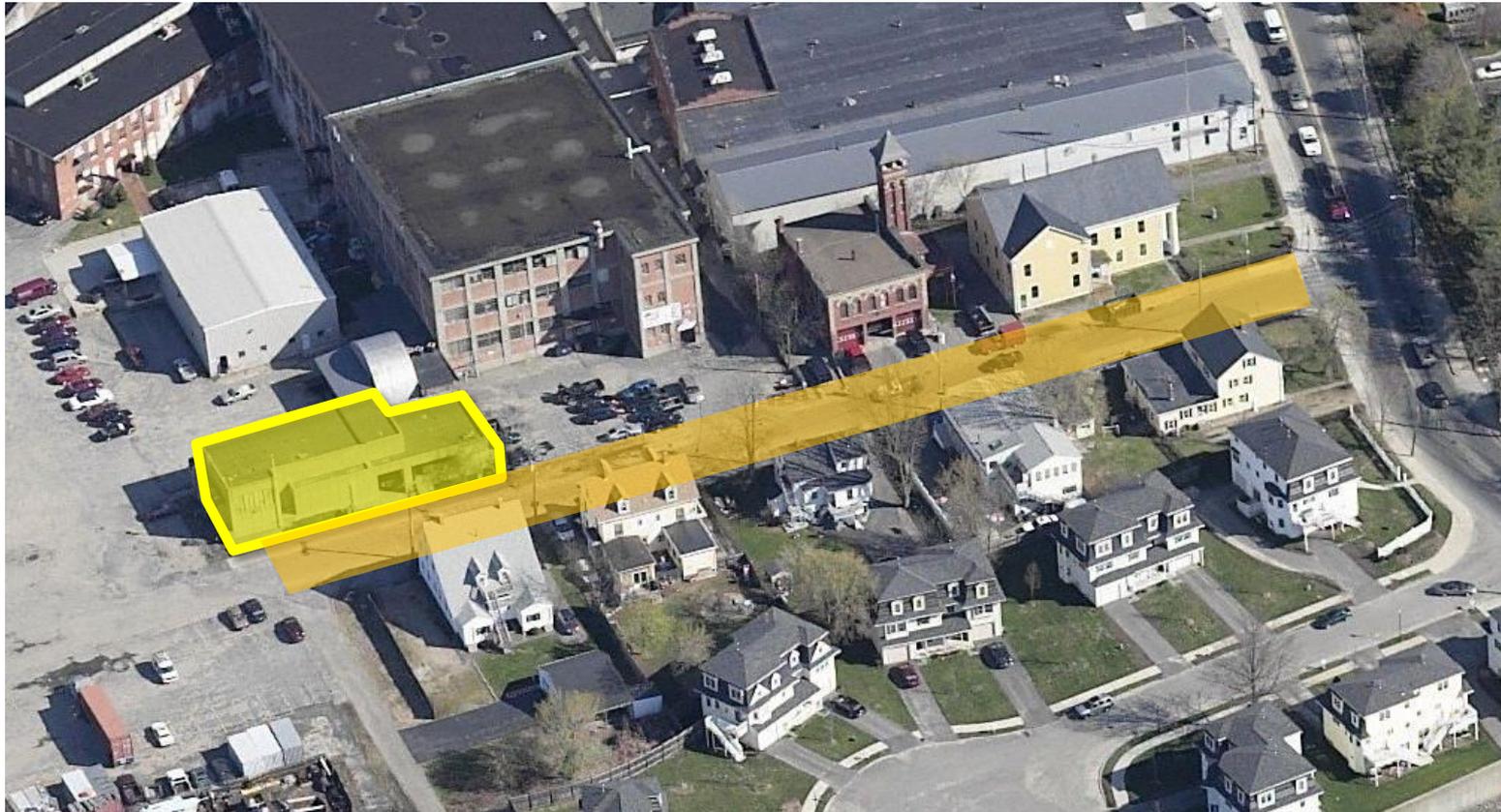
- *Athenaeum Community Hall*



Alternative Approaches – Key Sites and Variables

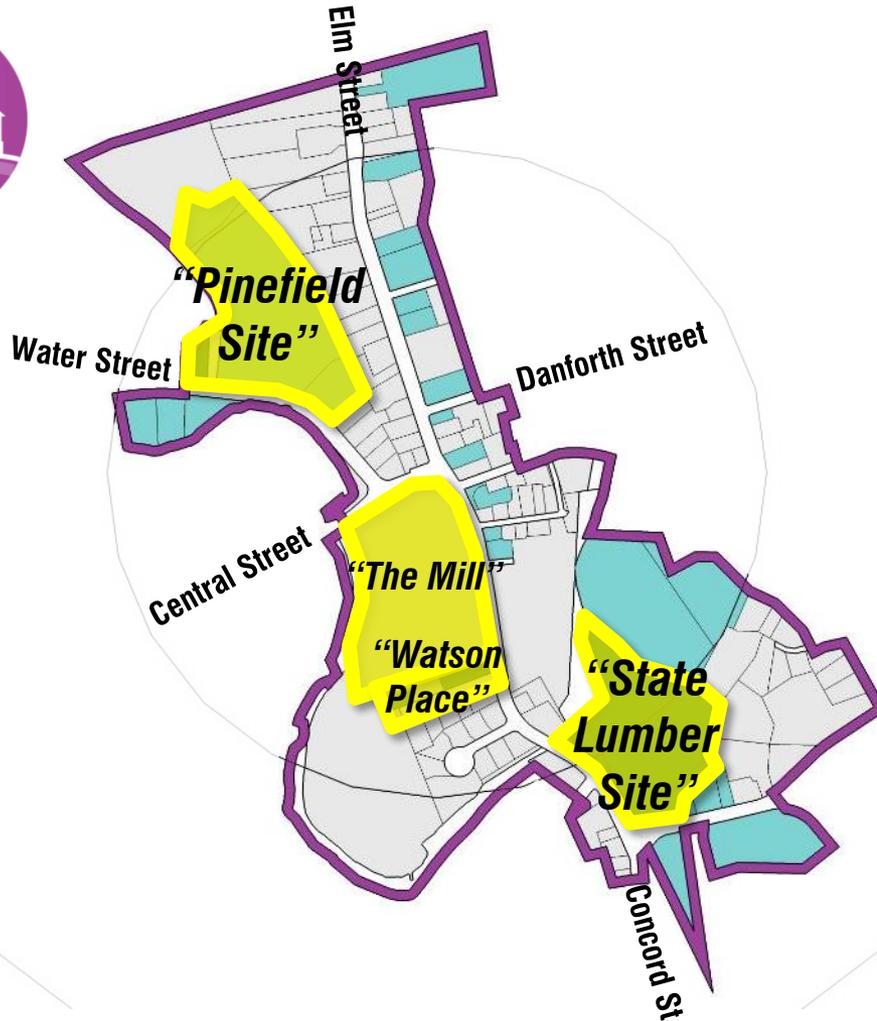


- Watson Place
- *Old Pump Station*

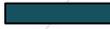


Alternative Approaches – Key Sites and Variables

Key Sites/Likelihood of Change



Saxonville Likelihood of Change

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-  Could Change
-  Not Likely to Change

Saxonville

Alternative Approaches *Variables* – “State Lumber Site”



6 Parcels

6.5 acres

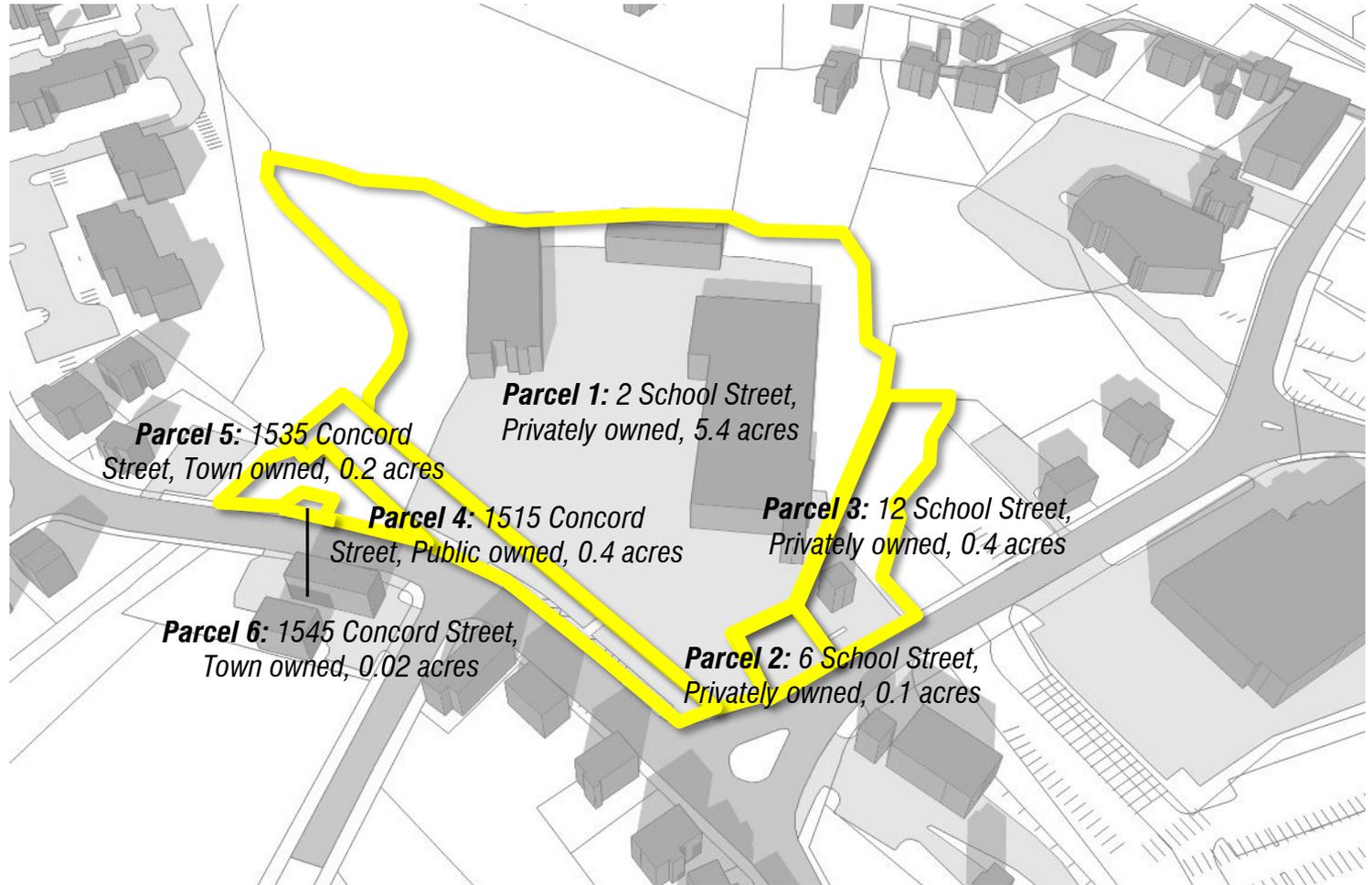


Alternative Approaches Variables – “State Lumber Site”



6 Parcels

6.5 acres



Alternative Approaches

Variables – “State Lumber Site”



Scenario	Conditions	Likelihood	Outcome	Consequences
Remain in current condition	None	Less Likely	Vacancies remain, property stagnant drag on vitality	Community opposition, Town pressure
Recruit new tenants for vacant spaces	Site and building improvement and fit out	Unlikely	Vacant spaces filled with new tenants, more active use	New leases/tenants keep site configured as is
Redevelop as per Current Zoning (B-2)	Site Plan Approval, financial feasibility	Possible	Reconfigured retail or medical/ professional office	New mix of uses, reconfigured site
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
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

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 – “State Lumber Site”



■ Precedents

- **Century Plaza**
Portland, ME *(New small retail strip mall)*
- **Concord Riverwalk**
West Concord, MA *(Mid-density residential, pocket neighborhood)*
- **Wayland Town Center**
Wayland, MA *(Retail and office center)*
- **Martin Corner Mixed-Use**
Nashville, TN *(Mixed-use retail and residential)*

Saxonville Alternative Approaches

■ Precedent – Century Plaza



- 5,800 SF
- Providing 5 parking spaces / 1,000 SF
- (3) Tenants – National restaurant/retail chains



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Alternative Approaches

■ Precedent – Wayland Center



- 177,000 SF of retail and office space
- Village scaled retail center
- Walkable streetscape



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Alternative Approaches



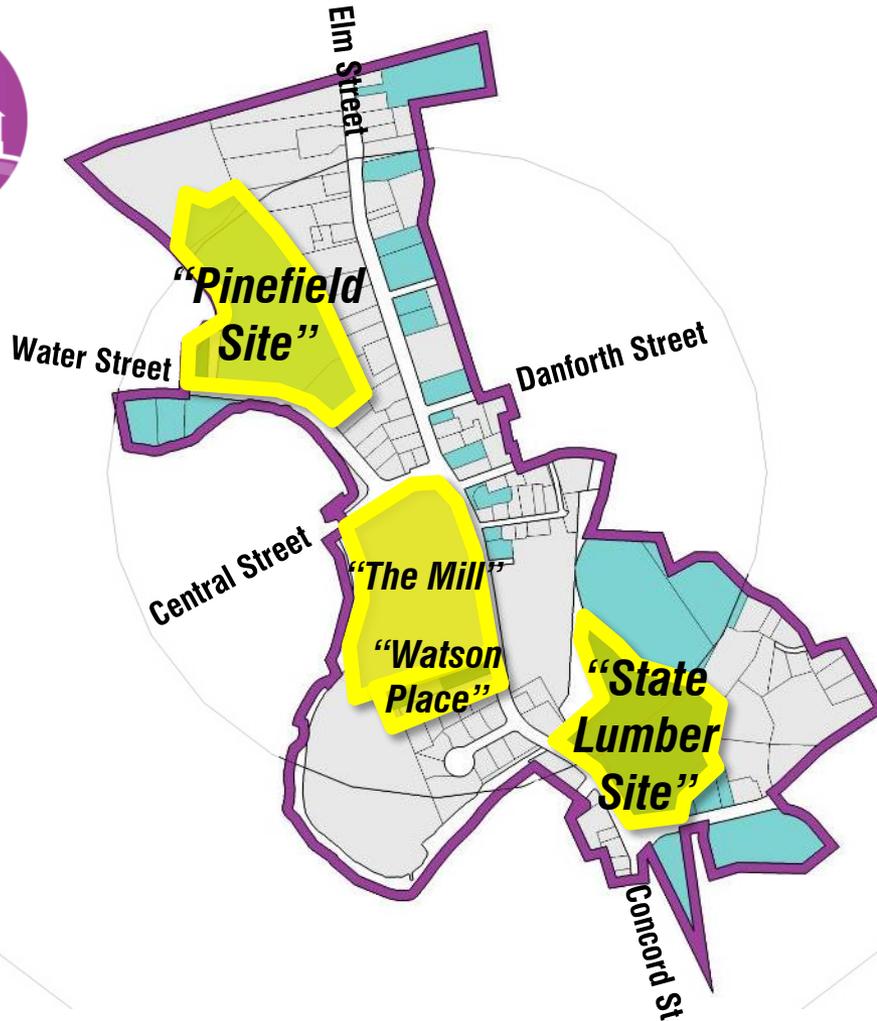
■ Precedent – Martin Corner Mixed-use Development

- First floor retail and office
- Upper level residential – 20 units
- New construction



Alternative Approaches – Key Sites and Variables

Key Sites/Likelihood of Change



Saxonville Likelihood of Change

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-  Not Likely to Change

Saxonville

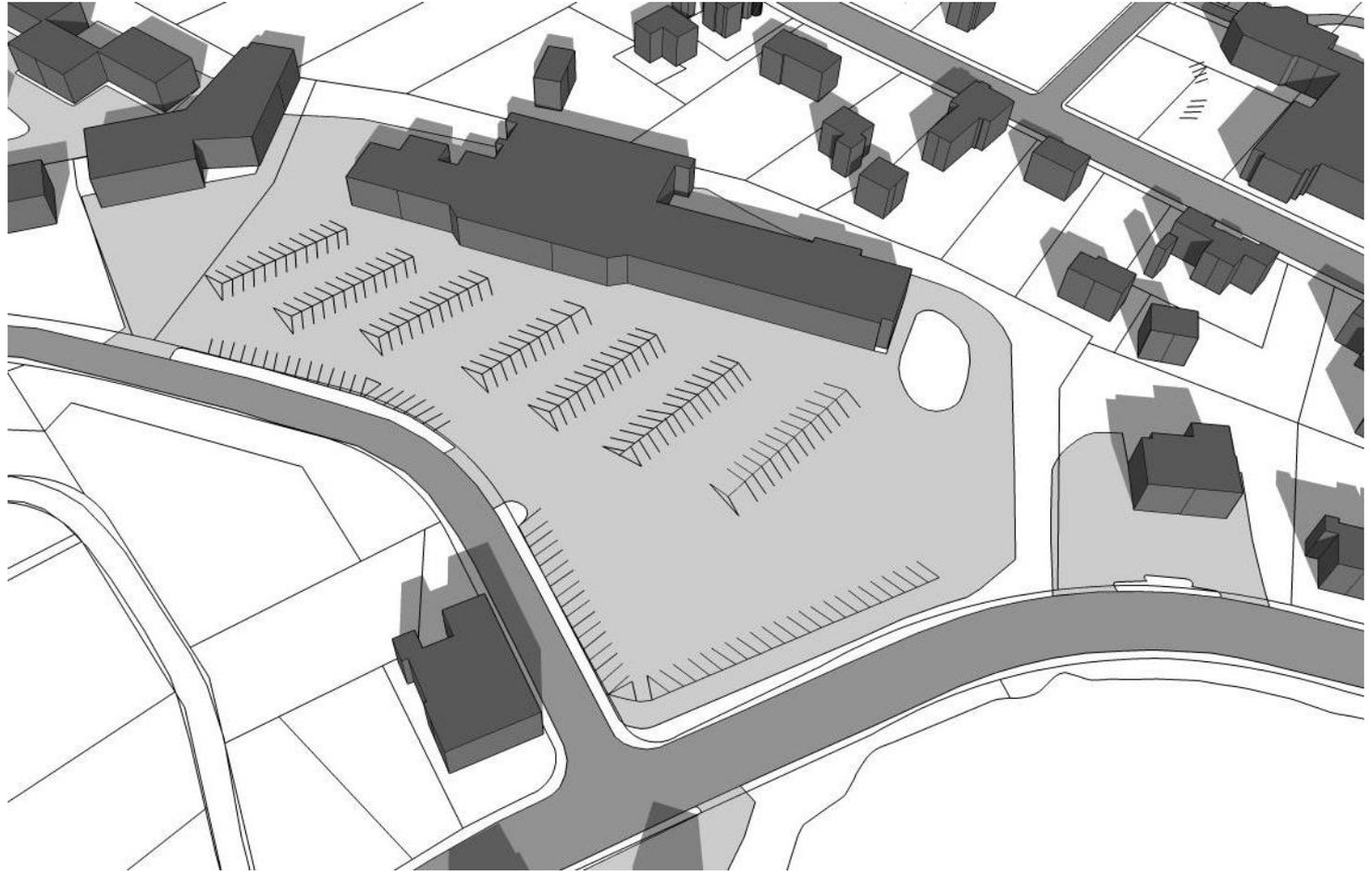
Alternative Approaches

Variables – “Pinfield Site”



X Parcels

X acres



Saxonville

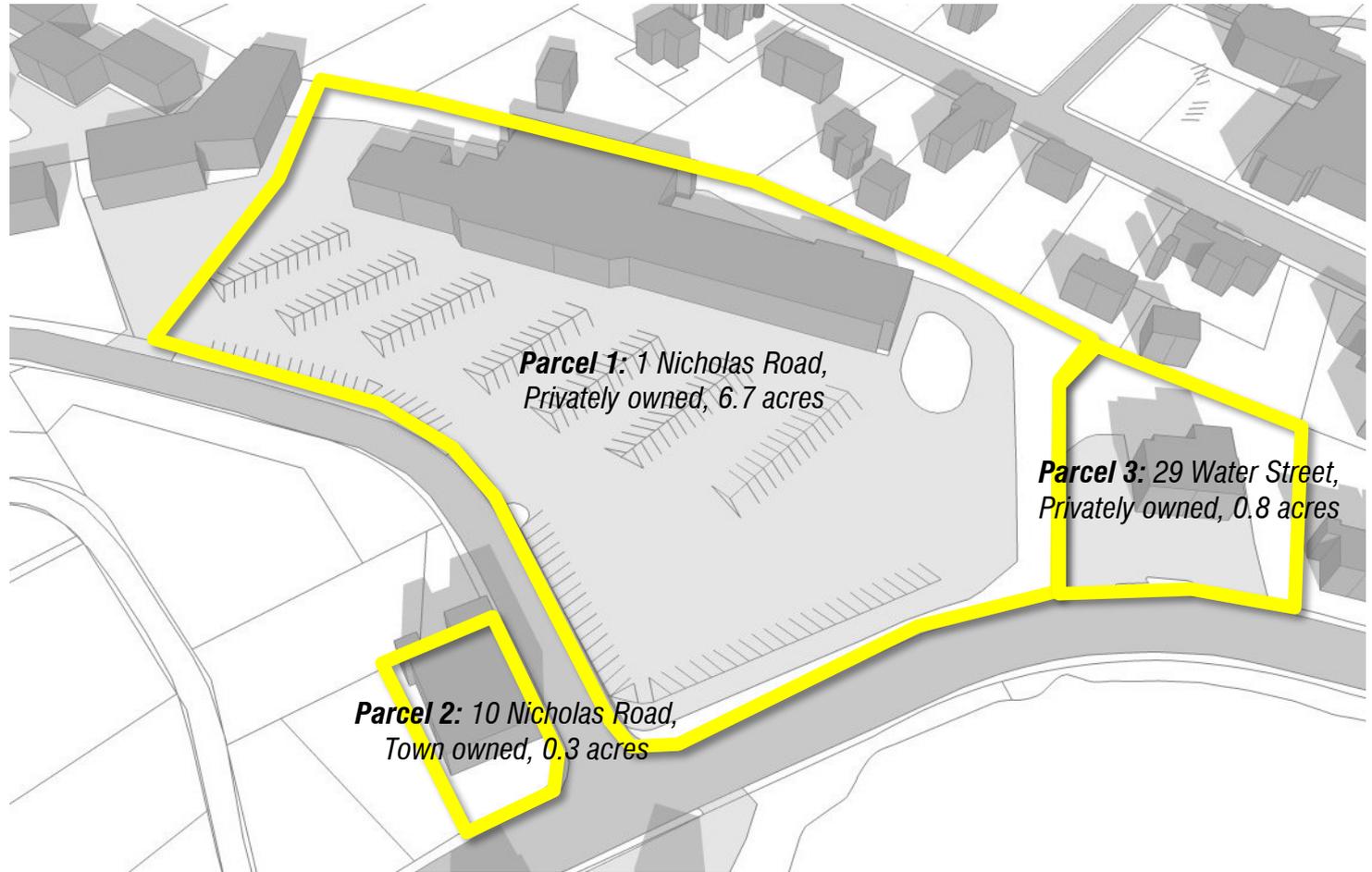
Alternative Approaches

Variables – “Pinefield Site”



3 Parcels

7.8 acres



Alternative Approaches Variables – “Pinefield Site”



Scenario	Conditions	Likelihood	Outcome	Consequences
Remain in current condition and recruit for vacancies	None	Most Likely	Active uses and businesses remain	Underutilized frontage on primary street
Develop new frontage as per Current Zoning (B-2)	Site Plan Approval, comply w/ current leases, financial feasibility	More Likely	New business with frontage on Water Street	Better utilized site and street frontage
Fully redevelop as per Current Zoning (B-2)	Site Plan Approval, financial feasibility	Less likely	Reconfigured retail plaza or office	Reconfigured site and street frontage
Adjust zoning for mixed-use redevelopment opportunity	Approve new zoning, positive financial advantage to current owner, lease negotiation	Possible	Mixed-use with bias toward retail or residential	New mix of uses, reconfigured site, improved circulation and amenity
Adjust zoning for mixed-use redevelopment and leverage library site	Approve new zoning, positive financial advantage to current owner, lease negotiation	More Possible	Mixed-use with bias toward retail or residential, new use for library site	New mix of uses, reconfigured site, improved circulation and amenity, land subsidy at library

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* – “Pinfield Site”



- **Precedents**

- **Retail or Restaurant Pad Frontage**

Many examples

- **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)

Saxonville Alternative Approaches

■ Precedent – Retail or Restaurant Pad Frontage



- Space for a single business
- Add active street frontage
- Add gathering place/amenity



Saxonville 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



Saxonville Alternative Approaches



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



Saxonville Alternative Approaches



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



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 scenarios should be studied further?

Saxonville Next Steps

■ Diagrammatic visualizations and pro forma evaluations

■ Economic Development Action Plan

■ Final Public Meeting – June 2015

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