

NOBSCOT
STRATEGIC ECONOMIC DEVELOPMENT PLAN

NOBSCOT ECONOMIC DEVELOPMENT ACTION PLAN



NOBSCOT CENTER

STRATEGIC ECONOMIC DEVELOPMENT PLAN





3 Nobscot

The geographic area investigated in this study is most commonly referred to as Nobscot. The study is focused on the center of Nobscot, the commercial core that anchors a broader residential geography in North Framingham that identifies with Nobscot.

The center of Nobscot is shown in the three-dimensional aerial imagery (source: Bing.com). New development has occurred on several parcels that is not reflected in this image. Nobscot Center is characterized by commercial and retail properties that are surrounded by higher density residential uses. The Nobscot Shopping Plaza is a major feature of the district. The visual impact several prominent vacant retail spaces and large surface parking lots has a negative impact on the overall character of the district.

The center sits within a wooded single-family residential area that is rich with open and recreational space.



Goals

Transformation of Underperforming Properties - Given the small geographic area of Nobscot, a single underperforming property can have a very large impact on the perception and economic performance of the entire district. The impact of a single property is amplified if it is large and at a prominent gateway location. Nobscot has one very prominent property, the Nobscot Shopping Plaza that has been underperforming for many years and is the community's highest priority. A redevelopment scenario that explores the potential for mixed-use development with housing provides an opportunity for a new direction for property ownership, appears to be an acceptable outcome for the community, and helps to identify zoning modifications that would enable this type of reinvestment.

Alignment of Uses and Services - The Nobscot community and the market analysis have indicated a gap between the types of goods and services provided and the needs of the surrounding residents. The commercial center is a local-serving center that must be supported by the surrounding residents and regular commuters and visitors in the area. The retail gap analysis and community have both indicated that new full service restaurants are needed to better align district uses with the community needs. The identification of existing or potential for new spaces along with the identification of interested restaurant groups would advance this opportunity to align current district businesses with resident needs. Over time the calibration of businesses, services and resident needs should be reassessed to further enhance this alignment to encourage local spending.

Connection to Recreational Resources - A viable secondary network for pedestrian and bicycle recreation trails exists and is expanding in North Framingham connecting Nobscot and the surrounding communities. The number of trails and potential connections is a distinction that many other suburban communities do not have. Leveraging the many opportunities for recreational activity is a major advantage that differentiates Nobscot from other places around New England. In Nobscot, the Bruce Freeman Rail Trail and Bay Circuit Trail provide regional recreation connections. The Hultman Aqueduct (potential long term) connection across to Saxonville's trail networks and should be reinforced as a viable recreational link that connects across North Framingham.

Aggressive Expansion of Walkability - Nobscot is a commercial center that provides a center point for the surrounding residential communities. Access to the center by pedestrians should be a primary focus of public realm investments and improvements. Enabling and attracting pedestrian activity has many benefits for the commercial center, business and retail activity and the surrounding residential districts. Relatively simple improvements to the pedestrian network – completing missing segments of sidewalk, adding marked mid-block crossings where appropriate, reducing curb cuts, adding street trees and landscape features – all expand the walkability of the district and leverage the fundamental value of the mixed-use neighborhood center. Historically, Nobscot was a “walking village” and it is a major economic advantage for North Framingham to reinforce walkable nodes where they already exist.

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STRATEGIES

Illustrative Vision Plan

The diagram to the right is an overall illustration depicting potential short and long term investments in Nobscot by private and public entities showing the location of strategic improvements.



Redevelopment and Urban Design

- 1 Focus on primary street frontages
- 2 Reduce visual impact of parking
- 3 Create consistent district features
- 4 Redevelop key parcels



Marketing and Reinvestment

- 5 Focus on vacant spaces
- 6 Promote community assets
- 7 Encourage reinvestment



Public Realm Improvement

- 8 Improve vehicular circulation
- 9 Enhance walkability/bikeability
- 10 Strengthen open spaces/links



Regulatory Strategy

- 11 Align zoning with opportunities
- 12 Develop district design guidelines
- 13 Enhance efficiency of parking

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





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REDEVELOPMENT AND URBAN DESIGN

Key Recommendations

Nobscot is a four-corner intersection commercial district and as-such includes a limited number of parcels with frontage at the center of the district. The character of the district is directly impacted by the quality and maintenance of the limited amount of frontage. In this context, a district-wide maintenance and improvement program for building facades, signage and landscaping would have a dramatic impact on the overall character of district. Such a program should be used to incrementally improve existing properties and bring each up to a consistent standard of building façade, landscaped frontage and signage that reinforce the quality of district. A grant program or revolving loan fund to encourage this type of renewal can have a dramatic impact on the level of stewardship and reinvestment that occurs while building community and a positive perception of the district.

Unlock Shopping Plaza

The highest priority in every community conversation was unlocking the Nobscot Shopping Plaza and renewing activity, economy and a sense of community at this property. While the property leasehold dynamics are complicated, it would appear that redevelopment of the property is a solvable problem in terms of tenants, agreements and property ownership. However, the redevelopment opportunity that would unlock this property is not possible under the current zoning characteristics of the property. The redevelopment opportunity that appears to be most feasible and logical from a market and leasehold consideration perspective is a mixed-use project with retail, commercial and residential components.

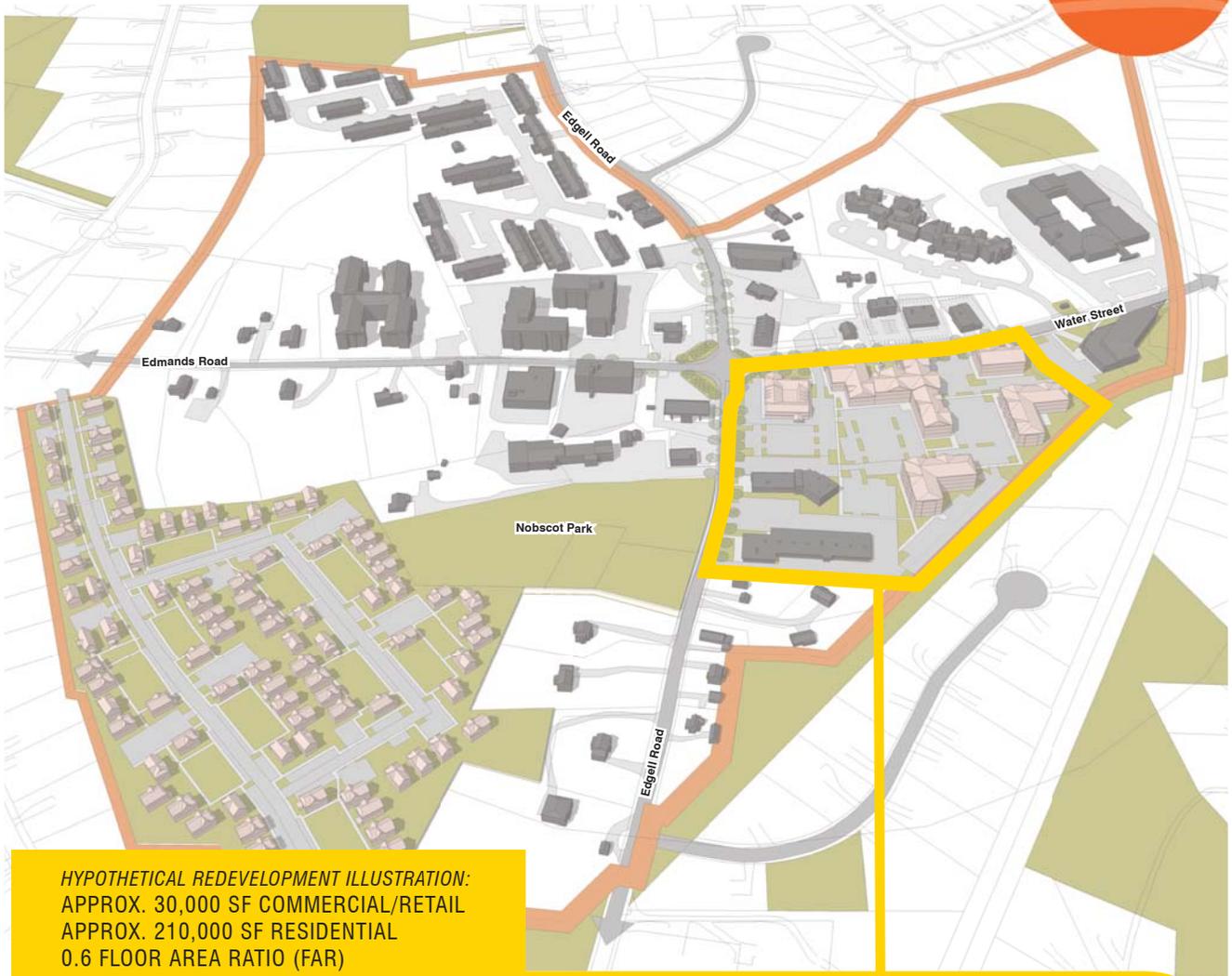
It should be noted that the community did not resoundingly support this approach, but nonetheless it remains one of the only viable alternatives to the current use and condition of the property. A redevelopment of this type is consistent with many of the overarching community goals and needs that have been articulated and would complement a walkable and attractive commercial center. A project of this scale would also have the potential to encourage positive investments in other nearby properties and could result in an overall transformation of the district.

The hypothetical illustration to the right shows one possible approach to this type of redevelopment. It includes a corner pharmacy site with a mixed-use retail and residential building frontage along Water Street with several small community open spaces. Additional residential uses are oriented to the rear of the site near the Aqueduct. Parking and site circulation are generally to the rear of the buildings and provide internal site connections that reinforce circulation around Nobscot Center.

This type of redevelopment approach would require the relocation of the historic Nobscot Chapel. Not having the iconic chapel building at this prominent corner will be viewed negatively by some members of the community. However, the Chapel is currently vacant and town-owned and the prominent corner is one of the most desirable aspects of a reconfiguration of the Shopping Plaza and surrounding properties. Controlling the corner is one of the most powerful leveraging tools and incentives as the Town's disposal.

This type of redevelopment would require a sequence of implementation activities including a continued

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



HYPOTHETICAL REDEVELOPMENT ILLUSTRATION:
APPROX. 30,000 SF COMMERCIAL/RETAIL
APPROX. 210,000 SF RESIDENTIAL
0.6 FLOOR AREA RATIO (FAR)



UNLOCK SHOPPING PLAZA WITH REDEVELOPMENT
9.3 TOTAL ACRES
APPROXIMATELY 180 UNITS
MIXED-USE WITH OPEN SPACES

conversation with the community to refine potential zoning characteristics, adoption by the Town of new zoning, proposal of a redevelopment project by owners/developers, approval of a redevelopment plan, other project approvals and ultimately construction of the project. This sequence of activities could take at least 5 years of consistent effort to advance redevelopment.

Reinforce District Identity

The center of Nobscot is a single intersection. At that centerpoint of the district it is critical to reinforce a more distinct sense of place and community through building improvements, landscape, lighting and signage. The segments of roadway frontage that lead immediately to the intersection on Water, Edgell and Edmands are also critical components of the sense of place.

A more purposeful approach to creating a district identity must be promoted and implemented by the Town and property owners. For this purpose, the most effective approach is to build up a consistent vocabulary of streetscape features including street trees, plantings, crosswalks, sidewalk treatments, signage and lighting.

The ability to accommodate these improvements in the public right-of-way will be limited requiring improvements on private frontages. Each corner of the main intersection should be the location of a substantial planting bed that provides a consistent and unified approach to the most central and heavily traffic heart of the district.

Eliminate Vacancies

The perception of the district is negatively impacted by vacant space. The high visibility of vacancies in Nobscot presents particular difficulty for the district. It is important for the overall health and character of the community to find short-term solutions and long-term tenants for activating vacant space. In a small district, no space should be underused or empty.

In the short term, at minimum vacant spaces should be maintained and not left to degradation and disrepair. Storefront treatments, signage, art displays or other temporary decorative features may also reduce the negative effect of vacant spaces. A short term use that may benefit from lower rents and be able to work with a flexible lease may benefit both the property and the

community. Non-profit, community or arts uses may be a good match. In the longer term, district-wide improvements and redevelopment of key properties will enhance the ability to convert other vacancies to productive use. The redevelopment of the Shopping Plaza particularly could transform the context for other storefront vacancies in the district.

Enable Long-Term Investment

While the other redevelopment strategies are near term endeavors, one longer term approach has been explored. A sizeable amount of undeveloped wooded land exists at the southwest quadrant of the Nobscot four corners. The community does not currently see an urgent need for the current condition of this area to change. However, in the long-term future, this area of undeveloped property is likely to experience growing redevelopment pressure for residential uses.

The area could be developed as residential uses under current zoning resulting in about eighteen one-family or two-family detached dwellings. This may be fine and would be consistent with surrounding residential uses. However, one long-term opportunity to explore would be to increase the allowable residential density while adding requirements of community open space and recreation connections. Given the properties adjacency to Nobscot Park this could be very useful and leverage existing assets of the district. A higher density residential development would also enhance activity and stability of the retail and commercial uses in Nobscot Center adding more residents to support local businesses.

If this type of opportunity were to be considered favorably by the community in the future. This type of development would require a sequence of implementation activities including a continued conversation with the community to refine potential zoning characteristics, adoption by the Town of new zoning, proposal of a redevelopment project by owners/developers, approval of a redevelopment plan, other project approvals and ultimately construction of the project. This sequence of activity is not anticipated to occur in the near future.

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

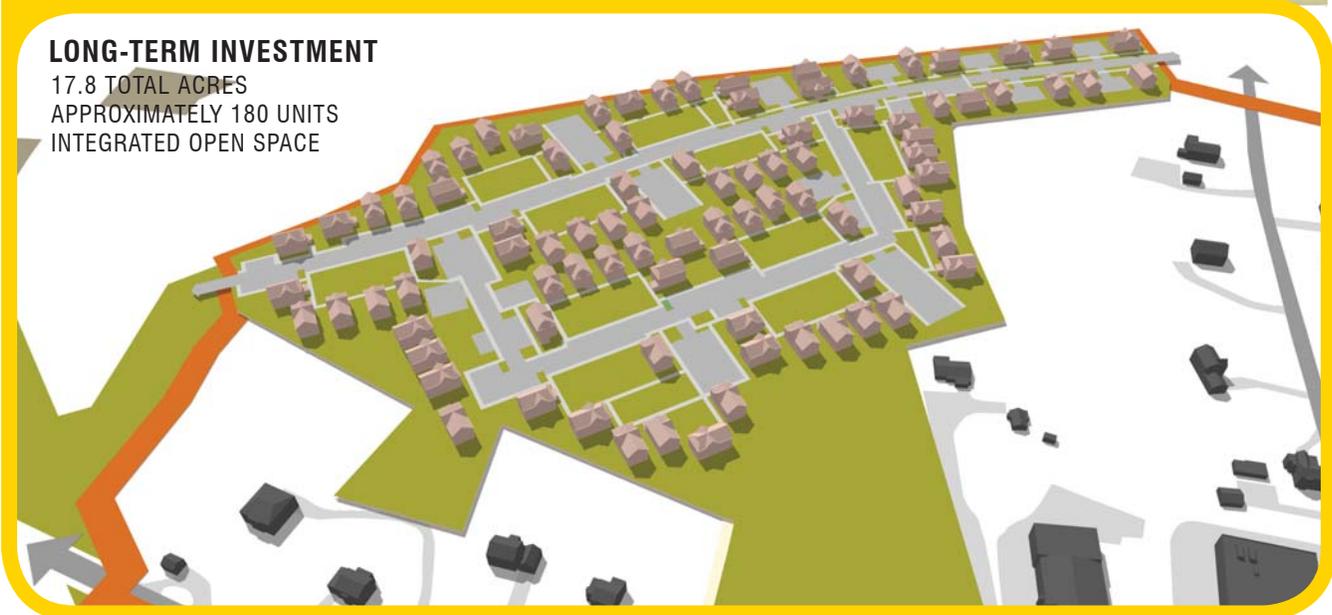


HYPOTHETICAL REDEVELOPMENT ILLUSTRATION:
APPROX. 0 SF COMMERCIAL/RETAIL
APPROX. 200,000 SF RESIDENTIAL
0.3 FLOOR AREA RATIO (FAR)



LONG-TERM INVESTMENT

17.8 TOTAL ACRES
APPROXIMATELY 180 UNITS
INTEGRATED OPEN SPACE



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MARKETING AND REINVESTMENT

Key Recommendations

In a small commercial district, any vacant space is burden on the overall perception and sense of vitality within the area. Nobscot currently has several vacant retail spaces that should be the focus of positive activity. In the short term, vacant spaces and properties should be maintained and considered for temporary uses that would have a positive community benefit – a meeting space, a local business incubator or some other use that would benefit from low or no cost space and that has the ability to end use of the space flexibly. In the long term, active matching between the retail gap identified in the market analysis and the needs identified by the community should be pursued to actively fill vacant spaces.

Reinforce Local Services

Calibrate uses, businesses and services to match local needs and align with the retail gap analysis. The table to the right shows selected potential retail development opportunities for Nobscot. The type of uses that are currently not fully capturing local spending and that should be able to be supported by the resident population. A purposeful calibration of the type of retail and services provided in the district to reflect both community desire and market opportunities strengthens the potential for business success. Vacant properties or building spaces are highlighted in yellow to the right.

One use that is the focus of community discussion is a supermarket or grocery store. Clearly, the most prominent vacancy is a previous grocery store at the Nobscot Shopping Plaza. The community strongly desires a grocery store and the market potential indicates support for one. However, other requirements for the successful

location of a supermarket which include site availability, are not satisfied. As the leases are currently structured, the Nobscot Shopping Plaza site will unequivocally not be a supermarket in the future. Other potential sites in the district have not been deemed suitable for supermarket use. This use is one example where a calibration of uses, between local needs and retail gap, may not be possible.

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. The limited number of buildings in the district presents an opportunity to fix up and beautify what exists. Modest facade, signage and landscape improvements can have a dramatic impact on the perception of the district and sense of place. Businesses within the Study Area could qualify for a Town-funded matching grant that contributes to design and construction costs for qualifying exterior improvements. Improvements would include any investment that would positively impact the appearance of a property from the public right-of-way.

Grants could have a maximum amount, up to \$10,000 grant for a minimum of \$20,000 of improvements for example. Alternatively, a revolving loan fund could be set up for the district in which a low- or no-interest loan is provided to a business for improvements with a short payback period. The district grant pool would be dispersed and returned on a rolling basis as qualified improvements were identified and proposed within the district.



Promote Cultural/Arts Events

Begin with one Nobscot event that brings the community together and leverages existing organizations like the Nobscot Neighbors. A community building event that is hosted in Nobscot Center would reinforce the resident connection to the center and reinforce a sense of community and pride of place. Nobscot Park or the Nobscot Shopping Plaza parking lot would be highly visible locations that could support a community-wide event.

Leverage Community Assets

Use community assets, such as the new McAuliffe Library to expand awareness of Nobscot and to draw the community together. Reinvestment at adjacent properties and streetscape improvements should integrate with and support existing community assets. Leverage the history, heritage and narrative of Nobscot as a civic and communal gathering place as represented in the old Post Office/Library/Railroad Ticket Office structure located on the Water Street frontage of the Heritage House across the street from the new library. Also, connect directly to the surrounding open space and agricultural assets with high potential for local farmer and food connections.



Christa McAuliffe Branch Library
(source: Finegold Alexander Architects)

Selected Potential Retail Development Opportunities For Nobscot

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

A.C. Nielsen SiteReports, January 2015, and FXM Associates

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PUBLIC REALM IMPROVEMENT

Key Recommendations

In Nobscot, the focus of public realm improvements should be on the principal intersection of the district at Water, Edmands and Edgell. Intersection improvements to optimize vehicular circulation through signal timing and intersection and turn-lane configurations should be combined with pedestrian safety improvements. Missing links in the sidewalk network should be added, along with new marked mid-block pedestrian crossings to enhance walkability. Landscape features could contribute to an overall sense of place at the principal district intersection. Secondary circulation routes and internal vehicular connections between properties should be enhanced wherever possible to add connectivity that can bypass the main intersection. Open space improvements at the Nobscot Park and the McAuliffe Library should be used to anchor these community assets and connect them to the broader network of recreational paths.

Enhance Walkability/Bikeability

Safe and enjoyable bicycle and walking must be a first priority if the commercial center is to be enhanced as a community gathering, recreational, and amenity center. Promoting multiple travel modes of access to and from the center reduces traffic congestion and lowers demand for parking. The sidewalk network today has missing segments that should be filled.

Edmands Road should have a sidewalk on one side of the street, likely the north side, that would connect to Genardy Way and Livoli Road. A sidewalk from Nobscot Center south on the west side of Edgell Road should be added to connect to Nobscot Park. A defined sidewalk should be added to frontage parking areas north on Edgell Road from the center on the east side of the road and on the west side of the road north to Windsor Green. Additional marked pedestrian crossings as shown in the diagram on the right would further enhance a safe and continuous pedestrian network.

Improvements to the street character and increased landscape plantings would enhance the pedestrian environment and buffer vehicular and pedestrian circulation. Potential street tree locations and spacing are indicated in the diagram at the right.

Identifying and marking the most direct and widely used bicycle routes would enhance bicycle safety and encourage multi-modal road use. Particularly, adding sharrows and share-the-road signs on Water Street would enhance a key bike connection to the east and strengthen the connection to Saxonville.



Optimize Main Intersection

Nobscot is a major intersection point for travel in all directions across North Framingham and to connecting towns to the north and west. The traffic volumes during the morning and evening peak hours creates backups resulting in vehicles queuing through multiple light cycles before getting through the light. With only one primary intersection at Water Street, Edmands and Edgell Road, it is critical that the intersection be functioning in its most efficient and effective configuration and design.

The central intersection of the district would benefit from an intersection redesign that examines optimal turning radii, the addition of turn lanes where warranted, and optimization of the configuration and timing of the traffic signal. Prohibitions on convenient and free vehicular movement at the intersection, such as a “no turn on red”, should be eliminated to reduce congestion and vehicle queuing. Efficiency of vehicular flow should not occur to the detriment of pedestrian priority or safety at the center of the district.

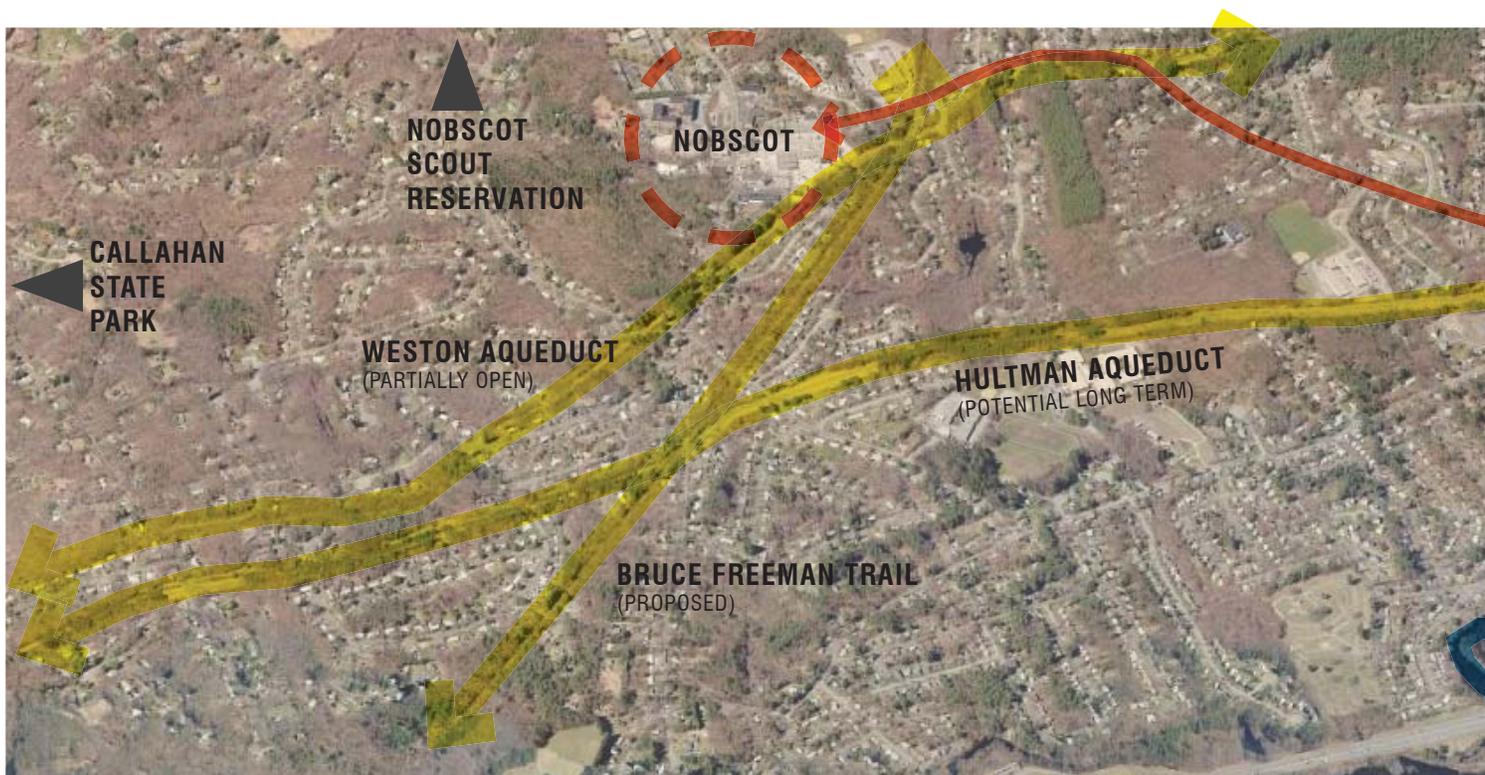
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PUBLIC REALM IMPROVEMENT

Strengthen Open Space Links

The vast array of open space and recreational resources in and around Nobscot Center are a unit collection of assets. Even more unique is that a strong potential to link many of these open space resources into an interconnected network of resources exists. In Nobscot Center, Nobscot Park should be enhanced as a central open space feature with new amenities such as a seating area, walking trails or exercise area. The potential for regional recreational and open space connections exist through expansion and connection of the Hultman Aqueduct (potential long term access), Weston Aqueduct, Bruce Freeman Trail and other connections and open space links to Saxonville like multi-modal street connections on Water Street.

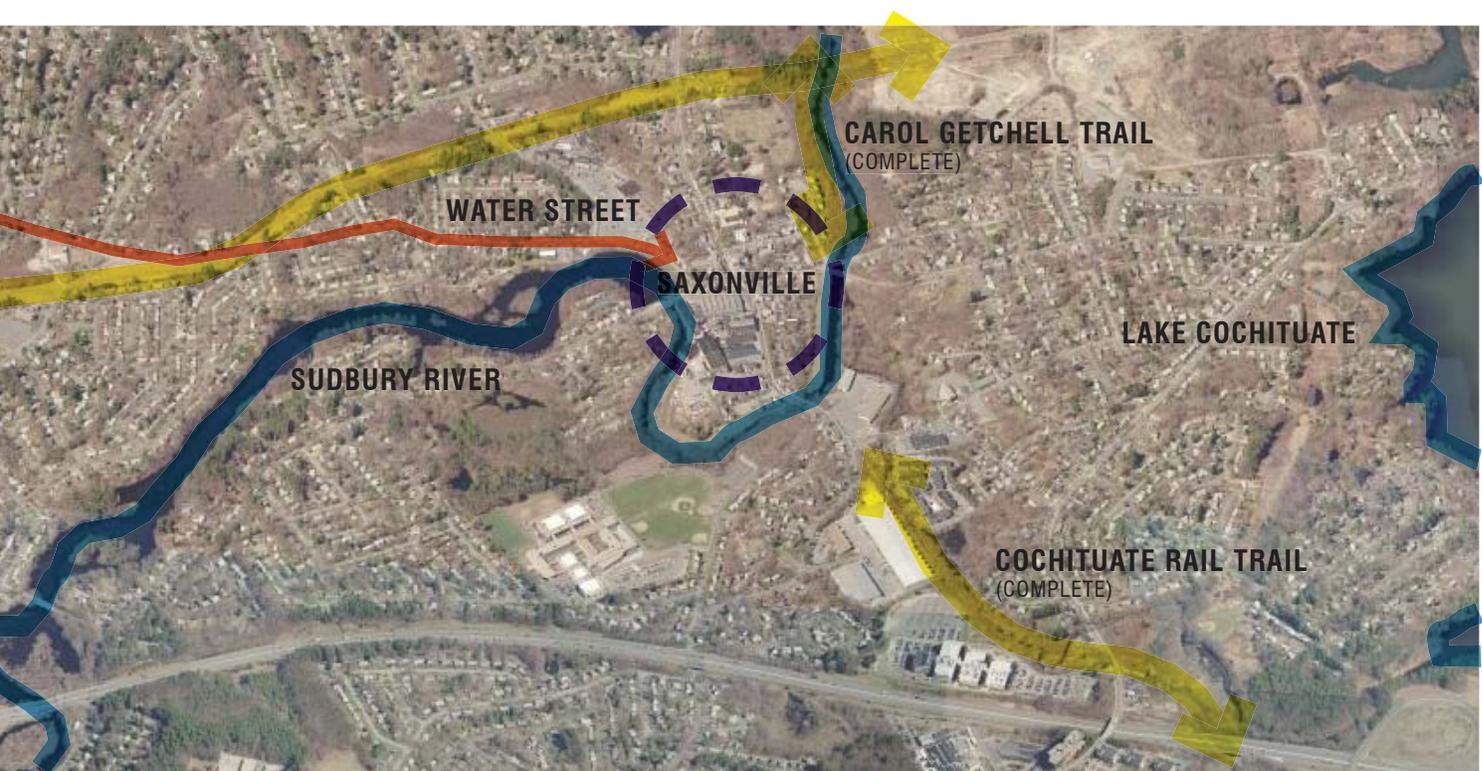




Expand Secondary Connections

Improvements to the main intersection will alleviate traffic congestion to a certain extent, but cannot eliminate a large geography relying on a single point to distribute large volumes of traffic. In Nobscot Center, new development could be purposefully designed to offer alternative routes and connections that help vehicles to avoid this critical intersection. Drivers familiar with the area have discovered short-cuts and cut-throughs on side streets, through parking lots, and with other secondary or tertiary traffic routes to avoid a congested intersection. The idea of this strategy, is to recognize that fact and to integrate connecting routes that avoid the

main intersection into larger scale redevelopment that may occur in Nobscot center. For example, if a large scale redevelopment of the Nobscot Shopping Plaza were to occur as previously illustrated. The connecting internal circulation of that site plan would allow vehicular connections between Water Street and Edgell Road to occur with traveling through the intersection of Edmands, Edgell and Water Streets. This redundancy of local routes could further reduce congestion at the main intersection of the district.



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REGULATORY STRATEGY

Key Recommendations

The center of Nobscot is within a single zoning district (B-2). A new zoning district to modify the B-2 characteristics for Nobscot would be appropriate. Specifically, modifying the allowable uses to encourage mixed-use with residential and increasing the maximum building height and density would open new investment opportunities in the district. A simple set of design guidelines for the district would also encourage new investment to be arranged to enhance walkability, a sense of place and connectivity. A district-wide approach to parking that shares parking across properties and provides a framework for shared parking agreements would enhance site efficiencies and maximize active uses.

Develop New Zoning

The existing Community Business (B-2) zoning that includes the center of Nobscot prohibits the type of redevelopment opportunity that was described to unlock the Nobscot Shopping Plaza. The primary issue is that mixed-use development is not allowed. Additionally, multi-family development is not allowed.

It is recommended that a new zoning district should be created to enhance reinvestment opportunities in Nobscot Center. This new zone, perhaps called a Village District Zone could replace the existing B-2 zone and retain its current boundary. No other zoning change would be required and the areas outside of the area in red (B-2) on the diagram to the right would remain unchanged.

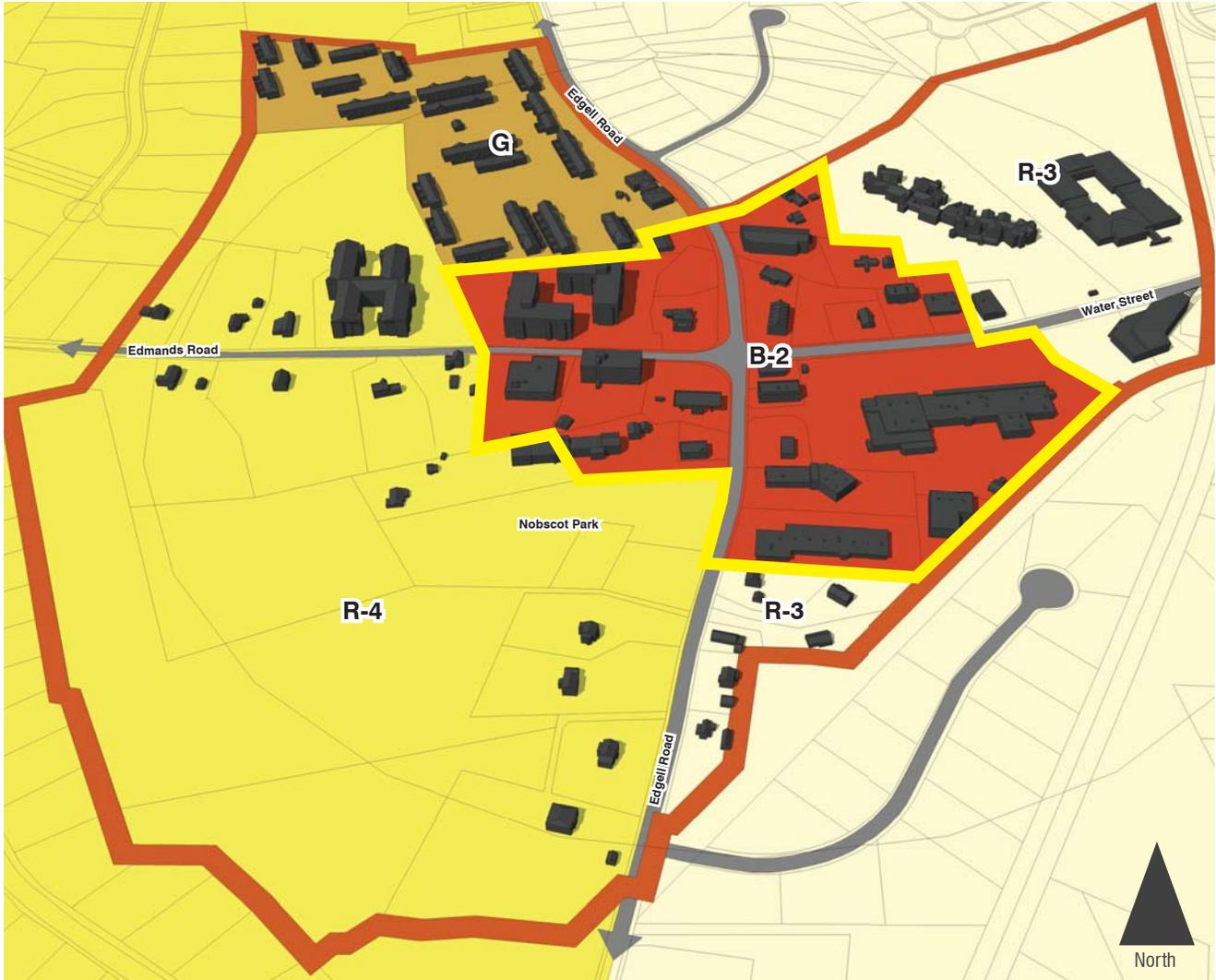
The intention of the new Village District Zone would be to expand the mix of allowable uses and potentially

to expand the allowable building height and density to reinforce a walkable mixed-use commercial center and to further improve the likelihood of reinvestment. Defining allowable uses that would permit as-of-right mixed-use and multi-family development would be the first change. Multi-family only development could be restricted from occurring on major street frontages, which is where mixed-use development would be encouraged.

Another aspect of revised zoning that will require further discussion and exploration with community, potential developers and the Town more generally is the allowable height and density of the new zoning district. Simply stated, to enhance the chance that positive change will occur and be economically viable, the new zoning should maximize the amount of development that is allowable while retaining the character of the district. Through analysis of the site and potential development programs, the consultant team recommends up to a 4-story height limit. The community has strongly voiced that the height limit should not be more than 3-stories. Through the urban design and feasibility studies undertaken through this process, the consultant believes a 4-story height may be necessary from an economic and redevelopment perspective and that a 4-story height could be designed to be appropriate with the Nobscot Center context.

Define District Design Guidelines

As part of the new Village District Zone, district design guidelines should be integrated within new regulations to direct future investment to complement and contribute to the overall district character, add new circulation connections, reinforce a pedestrian-friendly environment and screen parking.



<i>Existing Zones</i>	<i>Uses</i>	<i>Lot Area Min.</i>	<i>Frontage Min.</i>	<i>Front Setback Min.</i>	<i>Side Setback Min.</i>	<i>Landscaped Open Space Ratio Min.</i>	<i>Building Height Max.</i>	<i>Lot Coverage Max.</i>	<i>Floor Area Ratio Max.</i>
Community Business (B-2)	Mixed-use prohibited	8,000 SF	65 FT	25-30 FT	15 FT	20% (30% residential)	3-stories 40 FT	35%	0.32
R-4	One-family or two-family dwellings	43,560	100-150 FT	30 FT	30 FT	50%	3-stories 35 FT	15%	-
Open Space Residential Development (OSRD)	Clustered residential	20,000 (in R-4)	40 FT	30 FT	50 FT	40% (Common Open Space)	3-stories 35 FT	12%	-

<i>Proposed Zones</i>	<i>Uses</i>	<i>Lot Area Min.</i>	<i>Frontage Min.</i>	<i>Front Setback Min.</i>	<i>Side Setback Min.</i>	<i>Landscaped Open Space Ratio Min.</i>	<i>Building Height Max.</i>	<i>Lot Coverage Max.</i>	<i>Floor Area Ratio Max.</i>
Village Center	Mixed-use allowed, multi-family allowed (not as primary frontage)	8,000 SF	65 FT	20 FT	15 FT	15%	4-stories 45 FT	35%	0.75 (.72 depicted)
Village Center Residential	Clustered residential	3,000 SF	40 FT	0 FT	5 FT	40% (55% depicted)	3-stories 35 FT	15% (14% depicted)	0.32 (.29 depicted)

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REGULATORY STRATEGY

The new Nobscot District Design Guidelines should address the following framework of how buildings and sites are contributing to the sense of place in Nobscot:

Principles of Design should include reinforcing an attractive, safe and active pedestrian environment and strengthening the character of a New England village center.

Site Improvement Guidelines should include orienting new buildings to frame street frontage and open space (See Note A on diagram below), locating parking to the side and rear of buildings (Note B below), reinforcing a consistent street character and streetscape with landscape components, providing community amenities and small open spaces integrated with the site plan (Note C below) and concealing loading, service and parking areas from adjacent properties.

Building and Architectural Guidelines should include a simple articulation of building massing to articulate a base, middle and top, reduce the scale of large buildings through the use of stepbacks, respect the context of scale and architectural style, respond to corner sites with the architecture, use facade and roof features to break-down large blank wall and roof surfaces (Note D below), and generally create an architecture that is compatible with a New England village character.

Signage Guidelines should include site and building signage that is integrated into the overall design and configuration of site circulation, landscape and building design, signage that is coordinated and managed across multiple tenants and uses to reinforce a community feel and avoid unnecessary sign competition and distraction.

Enhance Parking Efficiency

In the review and approval of redevelopment projects in Nobscot, consideration should be given to how parking supply, vehicular and pedestrian circulation in the district work together across property lines. A single property should not be required to provide more parking than the proponent feels is necessary to support the project and its viability in the market. Overall parking on the site, may be reduced if parking in a shared lot or nearby adjacent lot has a surplus of parking spaces (Note E below).

The review and approval process and language within the proposed Village zoning district should encourage shared parking, more efficient parking layouts across property lines, shared access and entries, and interior site circulation to relieve congestion on the street network. Connection and access in the rear of properties between parking lots should be encouraged to enhance access and circulation for the district overall.





ACTION PLAN

Implementation

Critical next steps to advance the plan:

1. Develop and adopt new Village District zoning promoting mixed-uses at a moderate density - a special committee or steering group should be formed with members of the Town Community & Economic Development department, Planning Board, EDIC, Nobscot residents, businesses and stakeholders or others to further define and build consensus around a new Nobscot Village District Zone. The process to refine and craft the zoning should include additional community meetings similar to the workshops held during this study process to advance the zoning concepts and build consensus based on the framework established through this process. Once appropriate levels of agreement have been reached the new proposed zoning should be advanced for adoption through the Town Meeting process.

Timeframe: Immediate with a completion goal of 1 year
Responsibility: Community & Economic Development, Planning Board, EDIC, Nobscot Steering Committee (to be established)

2. Facilitate agreement for redevelopment of Shopping Plaza and advance next steps - the Town should continue open communication with the property owners and potential developers to receive feedback on potential zoning changes and encourage property redevelopment and investment. As has been occurring, this communication is most appropriate between owners and the Community & Economic Development Department and the Town Manager's Office. If mutually agreeable outcomes for the site can be determined, the Town due to its ownership of property in the redevelopment area, could enter into a Development

Agreement with the owner and potential developer. The Development Agreement would set a clear path for redevelopment of the property, conditions placed on that redevelopment and the actions and outcomes that are anticipated to give all sides a clear understanding and expectation for a critical and complicated redevelopment project.

Timeframe: Conversations over the next 6 months to 1 year with a potential Developer's Agreement drafted to coincide with the completion of new Village District Zoning

Responsibility: Community & Economic Development, Town Manager's Office

3. Invest in streetscape improvements to improve walkability and enhance sense of place - As part of Capital Improvements budgeting and planning the Town should prioritize a sequence of walkability, bikeability and streetscape improvements that focus on filling the gaps in the infrastructure that have been identified. This effort should be coordinated through Public Works and integrated with their ongoing improvement and implementation efforts. A predictable and known sequence of improvements would help the community to understand discreet projects as part of a larger and holistic plan to improve multi-modal travel and Complete Street policies.

Timeframe: Completion of a first collection of improvements within 2 years, follow-up improvements at 2 year increments until completed

Responsibility: Department of Public Works



ACTION PLAN

4. Develop and promote a Nobscot community or arts event to bring together residents/businesses - Bringing the community together and advancing the sense of a neighborhood center and common interests is a part of all of the implementation actions. The community must support a common vision for Nobscot's future and continue discussing, articulating and communicating that future within the community and with the Town.

A consistent annual community event that draws people together to interact in a social environment, but also to build common connections is important for this effort. It cannot be a forced event, but must grow naturally from the type of community organization that already occurs. An existing community group, like the Nobscot Neighbors is well positioned to champion this effort, among the many other events and activities they organize and promote.

Timeframe: Pilot-test a community event within a year and adjust based on feedback for subsequent years until it becomes a fixture in the community calendar

Responsibility: Nobscot Neighbors or other community group interested in putting in the effort

5. Connect recreational assets linking trails, parks, sidewalks and bicycle routes - The Town, residents and other regional trail advocates should continue the conversion of rail beds, Aqueducts and other regional networks into bicycle and recreational routes. Town efforts with MWRA, MAPC and others to open access to the Weston Aqueduct (partially open), Hultman Aqueduct (potential long term), Sudbury Aqueduct and Cochituate Aqueduct should continue to close missing links of public access. Over time paths, amenities and marked street crossings should be added to enhance these

unique recreational links across the Town.

Timeframe: Ongoing effort

Responsibility: Town Manager's Office coordinating with other Town's and utilities, Department of Public Works for roadway intersection improvements at trails

6. Share and manage parking across property lines to increase efficiency and add landscape areas - As also highlighted in the Framingham Parking Report (June 2014), parking should be optimized as a resource so that it can be most efficiently used. Sharing and managing parking through property owner agreements will allow for more convenient parking, availability of parking, and more efficient parking in Nobscot Center.

Model Shared Parking Agreements could be provided to owner's to work with abutting property owners to join, share and reconfigure parking areas over time. The sharing of parking between uses and across property lines can provide all owner's better parking access and resources and provide space for redevelopment opportunities. Each property and parking agreement must begin with an open discussion, be planned negotiated, agreed to and managed and can be assisted through efforts by the Town to get the process started.

Timeframe: Ongoing effort, a pilot program for an easy shared-parking conversion and agreement would show other property owners that it is a worthwhile effort

Responsibility: Facilitation of process by Community & Economic Development, Agreements and actions

performed by property owners

7. Create a district-based facade, landscape and signage improvement program - As described in the strategies, a Nobscot district-based facade, landscape and signage improvement program would help to beautify and invite positive private investment into the district. The establishment of a matching grant or revolving loan fund program would directly translate the planning strategies into on the ground actions to improve properties. The program and its funding could be established through the EDIC. The amount of the funding would be determined as part of annual budgeting processes, but could range anywhere from \$5,000 to \$15,000. The funding would be available to local property owners or businesses wishing to improve their property.

The program could be set up in any number of ways - it could be dedicated only to construction costs or provide assistance for design and construction costs. The type of project and improvements would be required meet certain criteria to prove that they will have a positive impact on the visual environment of the district. Funding could be provided as a matching grant to leverage an equal or greater amount of private investment or could be provided as a low or no interest loan that is returned to a pool of funds dedicated to the district upon repayment by the property owner.

Timeframe: Establishing the program and approving a single pilot project as part of the program would be a great accomplishment within 1 year. The program could be refined and expanded based on the feedback from the pilot program.

Responsibility: Framingham Economic Development and Industrial Co. (EDIC), a property owner interested in improvement investments