

FRAMINGHAM
NEIGHBORHOOD COMMERCIAL CENTERS:
NOBSCOT NEIGHBORHOOD ACTION PLAN

Presentation to Joint Meeting of:
Board of Selectmen
Planning Board
EDIC
December 15, 2015



AGENDA

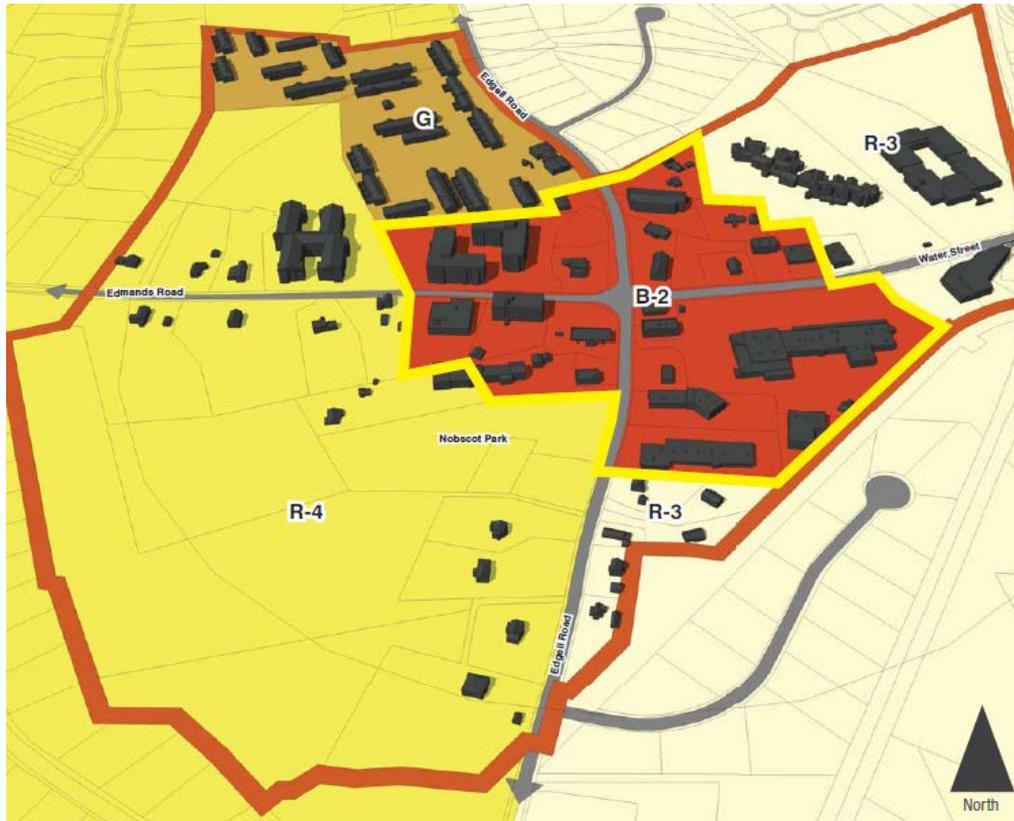
- Project Overview
- Action Plan Elements:
 - Develop & adopt new Village District Zoning
 - Facilitate agreement for redevelopment of shopping center
 - Invest in streetscape improvements to improve walkability & sense of place
 - Connect recreational assets linking trails, parks, sidewalks & bicycle routes
 - Other initiatives:
 - Develop & promote a community arts event
 - Share & manage parking across property lines
 - Create a district-based façade, landscape & signage improvement program
- Next steps

PROJECT OVERVIEW

- EDIC-funded planning study of two Neighborhood Commercial Center
- Implements 2012 Master Plan
- Address three basic questions:
 - What should it be?
 - What should it look like?
 - How do we get there?
- Work plan elements:
 - Market research
 - Space planning & analysis
 - Expert panel & site tour
 - Three community meetings



GOALS



- Transformation of Underperforming Properties
- Alignment of Uses and Services
- Connection to Recreational Resources
- Aggressive Expansion of Walkability

Nobscot Recommendations



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

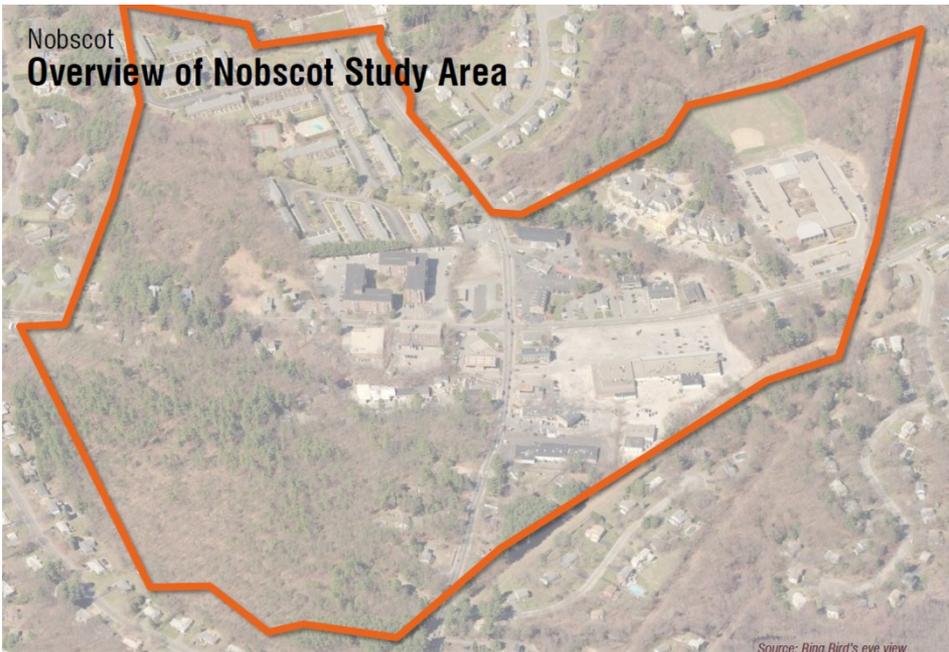
- 8 Improve vehicular circulation
- 9 Enhance walkability/bikeability
- 10 Strengthen open spaces/links



Regulatory Strategy

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

ACTION PLAN ELEMENTS



- **Develop & adopt new Village District Zoning**
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The Report

The Report states needs of Nobscot Village

- Village Zoning
- Increase height & density
- Mixed-use & Multi-family
- Residential Cluster
- Cooperative Parking
- Open Space & Connections

Completed

- Open Space Preservation Cluster Development, Section V.L.
- Parking Regulations, Section IV.B
- Effect permitting process: Plan-Build-Grow

To Do ...

- B-2 → Village Zoning



Collaboration & Next Steps

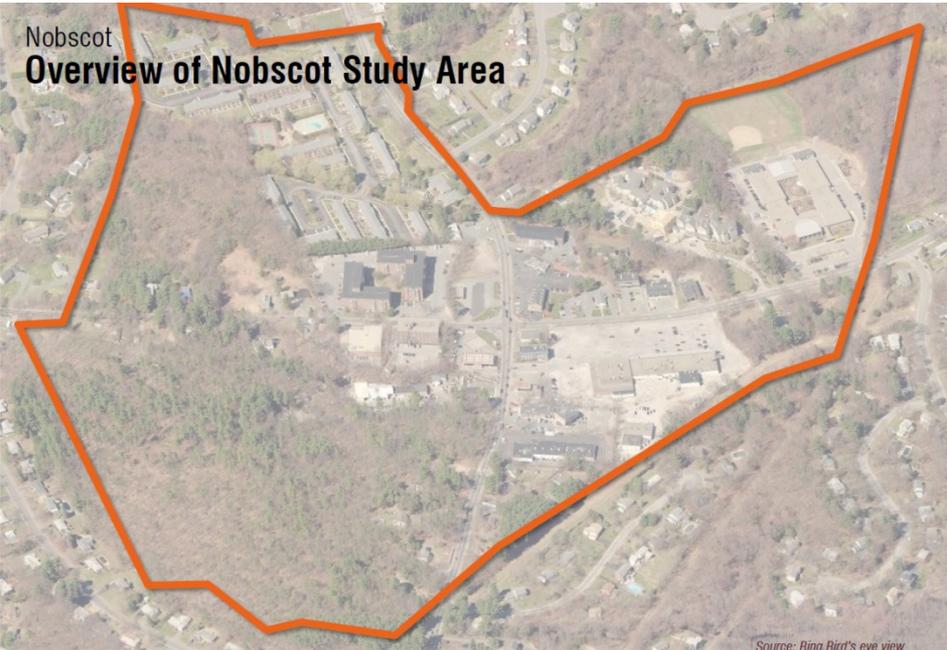
- Standing Committee on Planning & Zoning
- Continued collaboration with stakeholders
- Town Meeting



NOBSCOT



ACTION PLAN ELEMENTS



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“UNLOCKING” THE SHOPPING PLAZA

Recommendations – Redevelopment

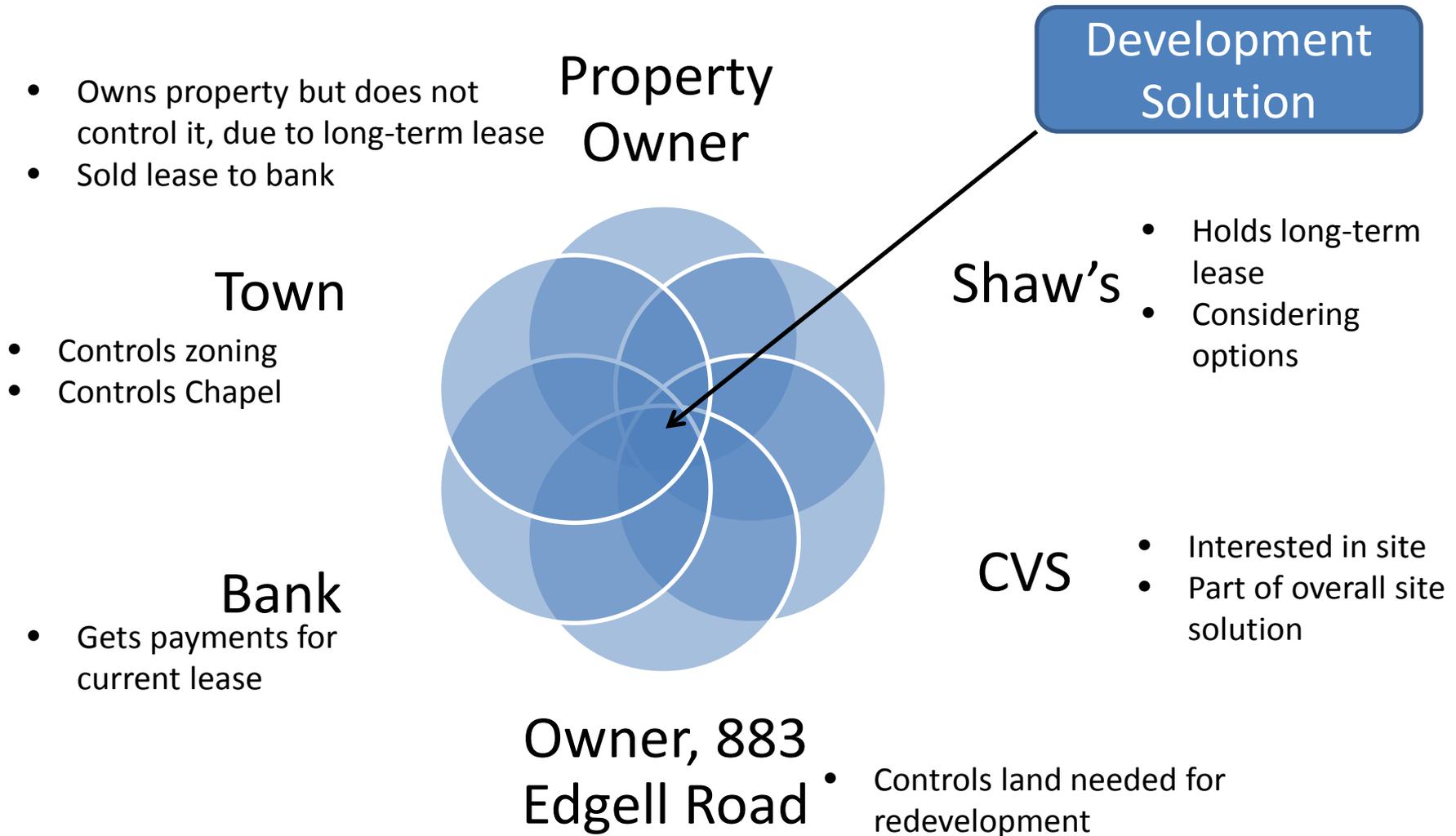
“Shopping Plaza Site”



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

- Highest priority in every community conversation
- Grocery-centered development is not realistic
- Likely redevelopment requires zoning changes
- Density & height:
 - Issue at shopping plaza
 - Issue elsewhere in center
- Likely redevelopment may require relocating the Nobscot Chapel

DEVELOPMENT SOLUTION MUST MEET MANY NEEDS



OWNER'S RESPONSE - CONCEPT

Residential

- 4 stories, 48' height
- 150 units
 - 50% 1BR
 - 50% 2BR
- Average = 940 sf/unit
- 255 parking spaces

Commercial

- 2, 1story buildings
- 10K sf
- 43 parking spaces

CVS

- ~11K sf
- Drive-thru
- 77 parking spaces



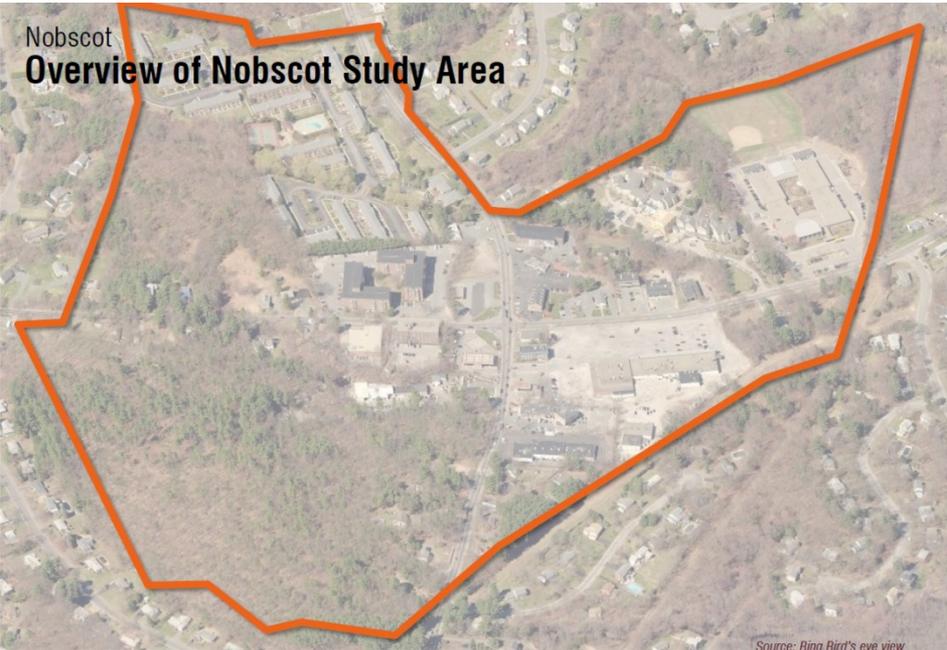
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Nobscot Recommendations



Public Realm Improvement

Diagram of potential streetscape improvements.



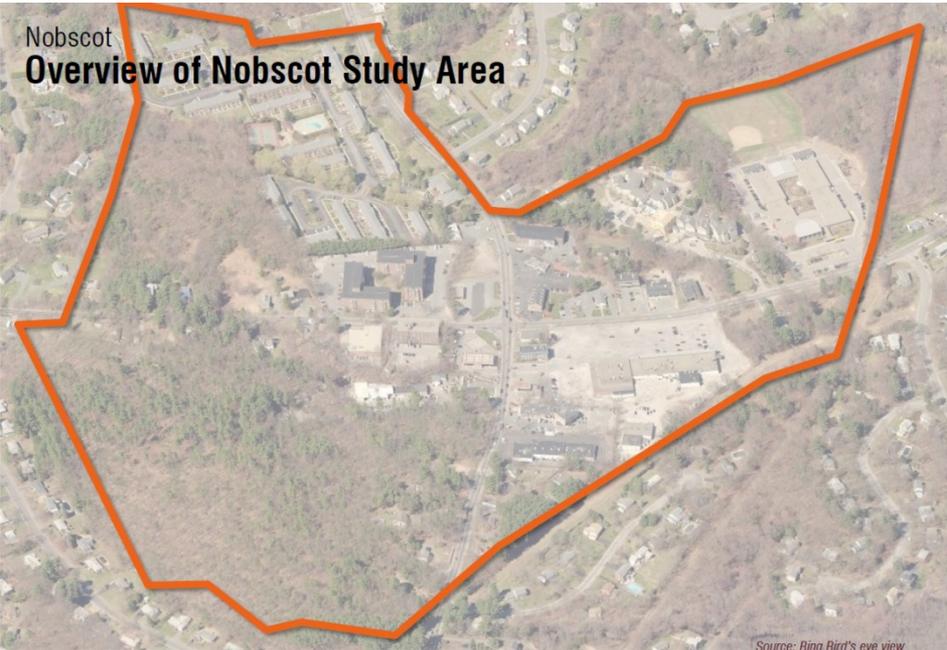
A OPTIMIZE MAIN INTERSECTION – Improve intersection turn radii, turn lanes, configuration and signal timing at Edmands, Edgell and Water Street to improve traffic flow and pedestrian safety.

B ENHANCE WALKABILITY/BIKEABILITY – Fill gaps in pedestrian network with sidewalks and marked crossings, improve public streetscape, add sharrows and share-the-road signs on key bike connections.

C STRENGTHEN OPEN SPACE LINKS – Enhance Nobscot Park with new amenities, reinforce Huffman Aqueduct, Bruce Freeman Trail and other connections and open space links to Saxonville.

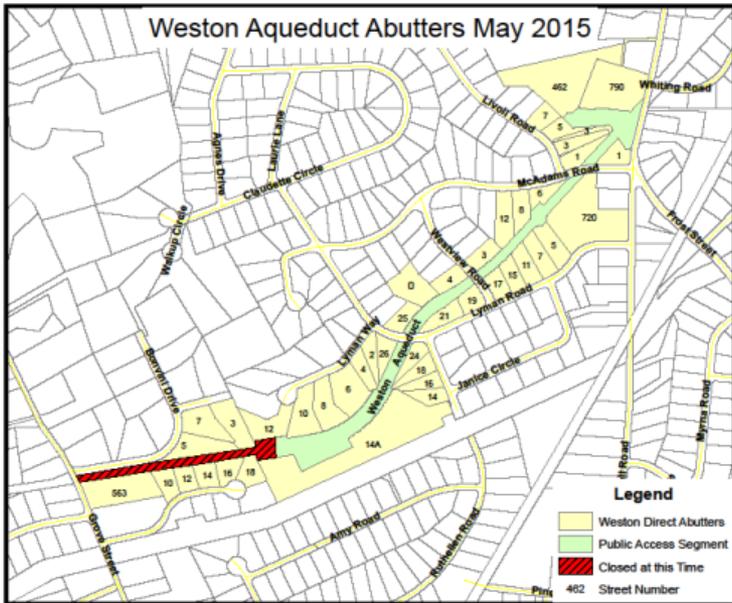
D EXPAND SECONDARY CONNECTIONS – New redevelopment should include new vehicular connections that relieve congestion at the Edmands, Edgell and Water Street intersection.

ACTION PLAN ELEMENTS

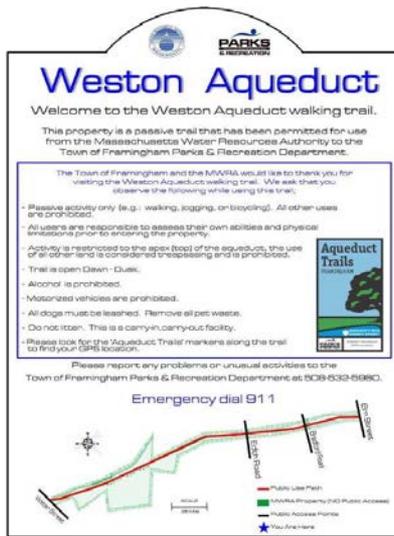


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CONNECT REGIONAL ASSETS

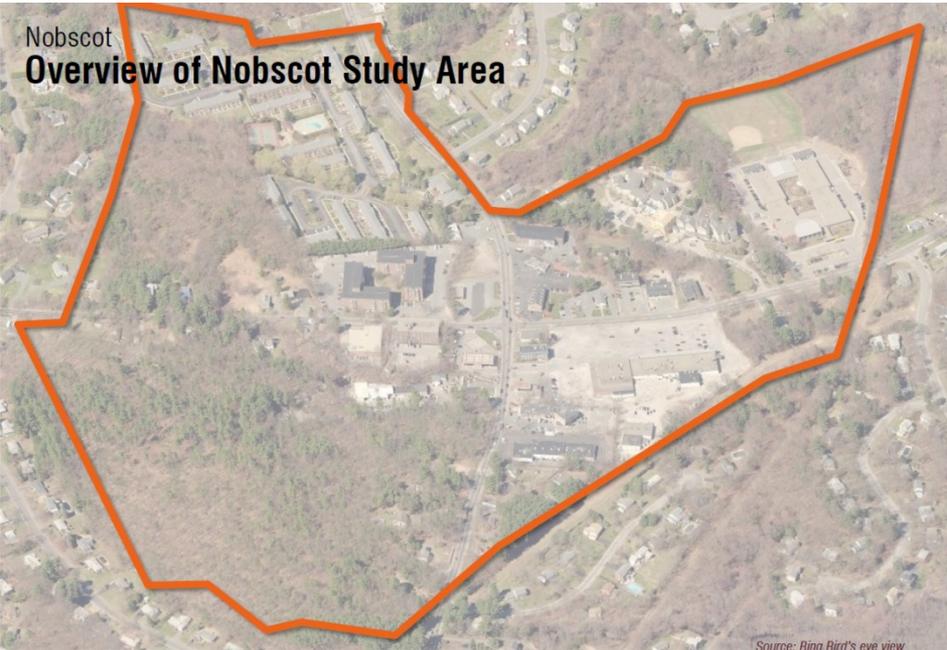


- Utilize informational and historical signage for the open sections of Aqueduct Trails
- Collaborate with MWRA, MAPC, and others to open & fill access gaps to:
 - Weston Aqueduct
 - Sudbury Aqueduct
 - Cochituate Aqueduct
 - Hultman Aqueduct (closed)



- Continue research into connecting regional assets & coordinate connectivity with DPW
- Engage the public through continued community outreach

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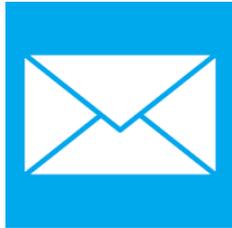
OTHER INITIATIVES

- Develop & promote a community arts event to bring together residents & businesses
- Share & manage parking across property lines to increase efficiency & add landscape areas
- Create a district-based façade, landscape & signage improvement program

NEXT STEPS

- Form a neighborhood advisory group
 - Provide input on zoning & plan implementation
 - Will include Town staff
- Zoning:
 - Develop consensus on “look” of Nobscot Neighborhood Commercial Center
 - Develop zoning supporting consensus
- Shopping Center Redevelopment:
 - Update property owner on Town’s next steps
 - If needed, procure consulting services to:
 - Build consensus around preferred “look”
 - Assess feasibility & cost of moving Nobscot Chapel
 - Other due diligence

QUESTIONS, FEEDBACK, AND INFORMATION



Share feedback by email, to
villages@framinghamma.gov



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