

COMMUNITY AND ECONOMIC DEVELOPMENT DIVISION

Charter Commission
July 18, 2016

AGENDA

- CED Functions
- Organization
- Integration
- Initiatives

CED FUNCTIONS

Planning

- At direction of Board of Selectmen, provide long-term planning around land use, transportation, open space, housing, historic preservation, and other policy support
- Provide staff support to EDIC, Framingham Historical Comm., Historic Districts Comm.
- Town funded

ZBA

- Provide staff support to ZBA, which approves or denies requests for variances and special permits
- Issue findings through a public hearing process, determining if required criteria have been met
- Town funded

EDIC

- Stimulate economic development & expand employment opportunities in accordance with approved economic development plans
- Town-funded marketing program, through a special purpose account
- CED provides staff support

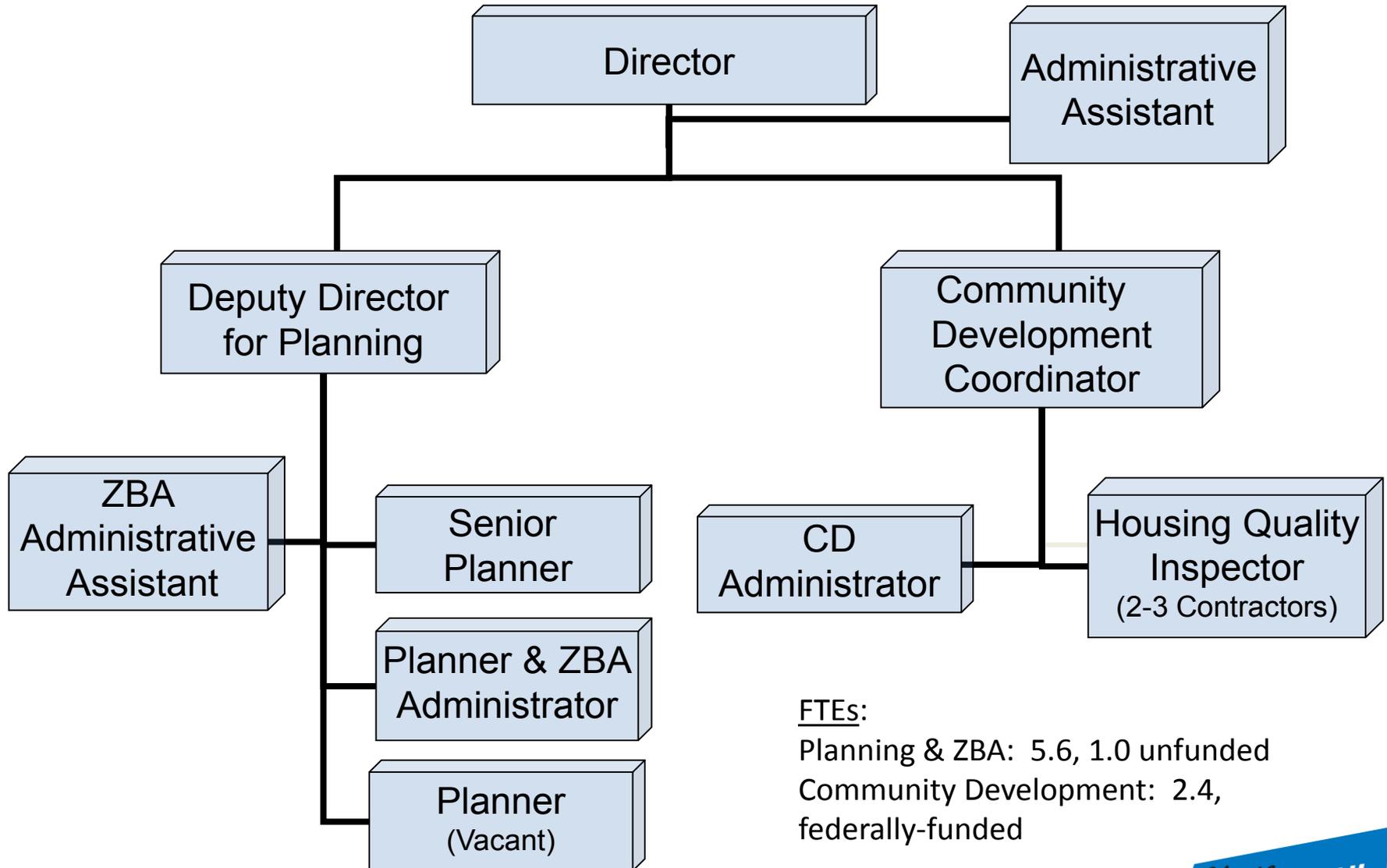
CDBG/HOME

- Assist town's neediest residents with housing renovation / affordable housing, social service programs, public facilities improvements, & economic development
- CDBG-funded

SUPPORTED BOARDS & COMMITTEES

- Economic Development Industrial Corp.
- Historical Commission
- Historic District Commission
- Fair Housing Committee
- Community Development Committee

CED ORGANIZATION



FTEs:

Planning & ZBA: 5.6, 1.0 unfunded

Community Development: 2.4,
federally-funded

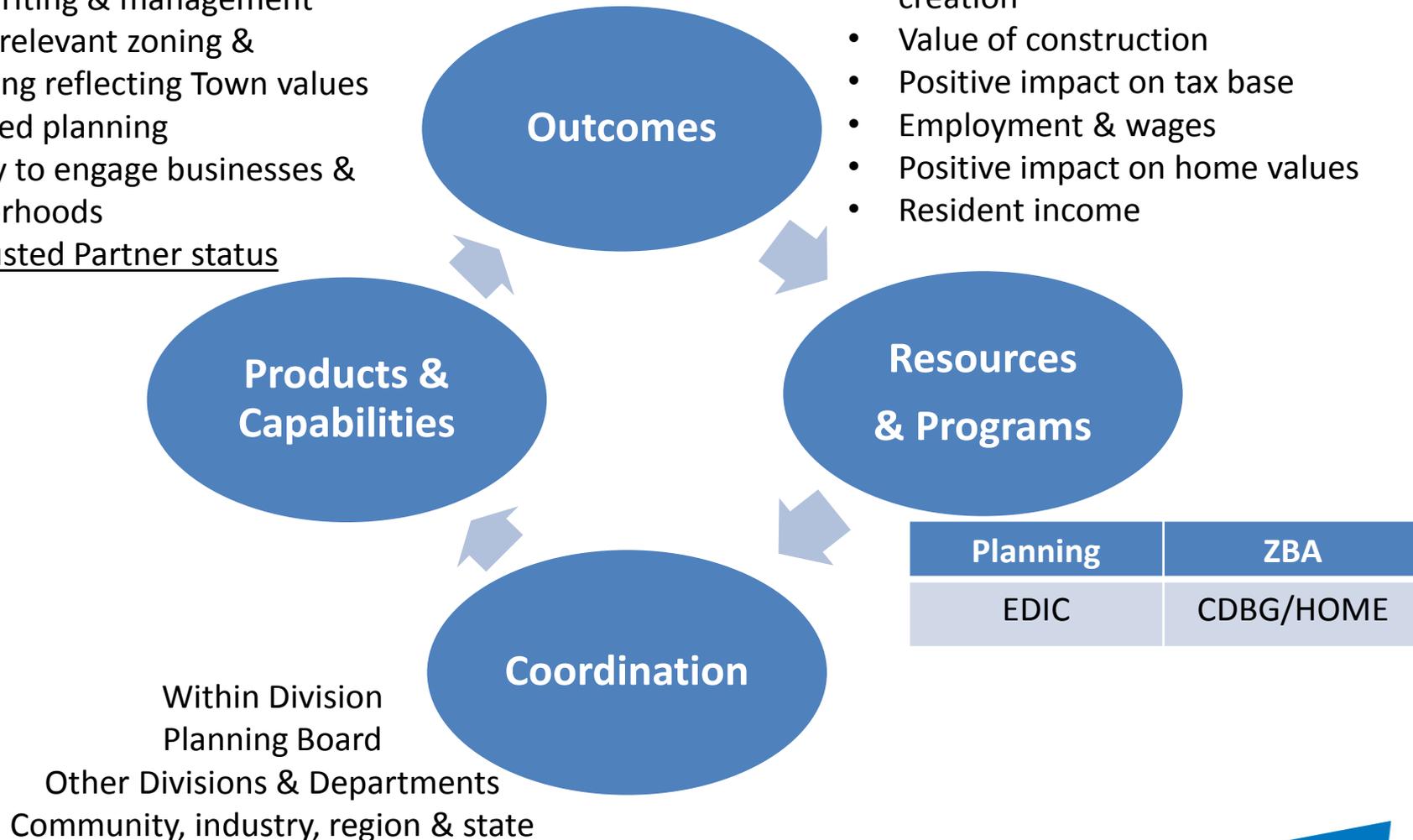
EDIC ORGANIZATION

- Created through special legislation, oriented on GM plant closing
 - Acts of 1995, Chapter 125
- 7 members, BoS appointments
- Funded for marketing activities: traditional media & PR, email newsletter, social media, & events (in past, beautification grants & neighborhood commercial center ED planning)
- Not funded for core redevelopment powers (Section 6):
 - Prepare & Execute sustainable development projects
 - Clear & improve property
 - Prepare development plans
 - Recommend to Town land acquisition by eminent domain
 - Serve as a conduit or broker for private capital, to finance projects
 - Borrow money and/or issue bonds
- No dedicated staff - work executed by CED staff & contractors

CED INTEGRATION

- Consensus on development issues
- Grant-writing & management
- Market-relevant zoning & permitting reflecting Town values
- Integrated planning
- Capacity to engage businesses & neighborhoods
- Earn Trusted Partner status

- Private investment & job creation
- Value of construction
- Positive impact on tax base
- Employment & wages
- Positive impact on home values
- Resident income



MAJOR INITIATIVES

Area	Project	Actions & Outcomes
Downtown	CB Zoning Revisions Enabling Transit Oriented Development (TOD)	TM approval, Fall STM, 2015
	TOD Developer Engagement	<ul style="list-style-type: none"> • Meetings & presentations at developer conferences – CNU-NE, LOCUS • May 3 developer tour, showcasing opportunity to 20 developers • Separate meetings w/ 16 developers • 1 proposal before PB, another property under agreement
	Urban Agenda Grant	<ul style="list-style-type: none"> • Collaborated w/ SMOC to win \$125K state grant promoting small biz formation & growth, through workshops & microloans • Supporting implementation through the Framingham Business Resource Alliance

MAJOR INITIATIVES

Area	Project	Actions & Outcomes
Southeast Framingham	Southeast Framingham Neighborhood Action Plan	<ul style="list-style-type: none"> • Research & public outreach effort to define action plan, coordinating efforts to elevate neighborhood • Draft report, under review
Nobscot	Neighborhood Economic Development Action Plan	<ul style="list-style-type: none"> • Presented rec'ds to BOS & neighborhood • Working group & property owner engagement
Saxonville	Neighborhood Economic Development Action Plan	<ul style="list-style-type: none"> • Presented rec'ds to BOS & neighborhood
MassPike Exit 13	Land Use & Transportation Planning Study (joint, with Natick)	<ul style="list-style-type: none"> • Reached agreement on Scope of Work, finalizing Intermunicipal Agreement (IMA); to be executed in FY17/18
MassPike Exit 12	CMU Zoning	<ul style="list-style-type: none"> • Worked extensively with Planning Board on Zoning proposal, withdrawn from Spring ATM 2016

MAJOR INITIATIVES

Project	Actions & Outcomes
Business Development	<ul style="list-style-type: none">• 55+ meetings with businesses & property owners• Ongoing marketing through EDIC• Ongoing conversations with state-level agencies & quasi-publics• Preparing focused outreach effort, targeting “creative economy” companies for our Downtown
Economic Development Marketing (through EDIC)	<ul style="list-style-type: none">• Press & media outreach• 6 newsletters to 780 businesses & influencers• Social media presence (Twitter, Facebook, chooseframingham.com)• 3 events with local businesses & developers• Memberships in regional organizations & subscriptions to data & tools
Transfer of Development Rights	<ul style="list-style-type: none">• Researched open space preservation options, incl. CPA, land banking, cluster development• Worked with PB staff to draft zoning proposal & pursue public comment• Presented to Spring STM 2016, amendments not accepted

MAJOR INITIATIVES

Project	Actions & Outcomes
Zoning Recodification	<ul style="list-style-type: none">Supported PB in drafting language & standing committee meetings, for inclusionary zoning, changes to definitions, & citations
Multiple Hazard Mitigation Plan	<ul style="list-style-type: none">Leading plan update MEMA & FEMA, with DPW, FPD & FFDDraft to be completed by Fall 2016
Open Space – Nyanza Grant	<ul style="list-style-type: none">Facilitating open space acquisition: CR gift (10 Auburn), land gift (18 Auburn) & CR purchase (936 Central), using \$296K state grantApproved – ATM Spring 2016
Bike & Pedestrian Plan	<ul style="list-style-type: none">Public meeting – May 2016To be completed in Fall 2016

MAJOR INITIATIVES

Project	Actions & Outcomes
Historical Commission	<ul style="list-style-type: none">• Digitized & published old minutes• Updated web page• Updating Town Preservation plan, in coordination with Historic District Commission• Planned preservation month – May 2016 – with flyer, social media campaign & awards event• Working on replacing historic home plaques
Historic District Commission	<ul style="list-style-type: none">• Digitized & published old minutes• Updated web page• Researching / preparing 3 new local historic districts• Updated information brochure & mailed to residents of existing districts• Updating historic structure documentation in Saxonville

MORE INFORMATION



<http://www.framinghamma.gov/103/Community-Economic-Development>

www.framinghamma.gov/EDIC



w: www.framinghamma.gov/Villages

e: villages@framinghamma.gov



www.ChooseFramingham.com



[@ChooseFram](https://twitter.com/ChooseFram)



www.Facebook.com/ChooseFramingham

QUESTIONS?

Arthur P. Robert

Director, Community & Economic Development

508.532.5505

apr@framinghamma.gov

Twitter: #ChooseFram