Downtown Framingham and Transit-Oriented Development

Roundtable Number 2

November 6th, 2013
Welcome & Introductions

Robert Halpin
Town Manager
Welcome

• Our panelists
  – Roy S. MacDowell, Partner, Baystone Development Co.
  – Ed Zuker, Principal, Chestnut Hill Realty
  – Justin Krebs, Normandy Realty Partners

• Our organizing team
  – Gene Kennedy, Interim Director, Community and Economic Development Division
  – Erika Jerram, Senior Planner, Community and Economic Development Division
  – David Foss, Hydrogeologist/LSP, Fuss & O’Neill

• And you, our attendees
March 5, 2013 Roundtable

Robert Halpin
Town Manager
Previous Discussion

“Why hasn’t Transit Oriented Development materialized in Downtown Framingham?”

• The need for density to create critical mass and justify aggregation of parcels
• The need for less restrictive off street parking reflecting the transit-oriented development market
• The need for flexibility and ability to meet changes in the market
Overview

Gene Kennedy
Interim Director, Community and Economic Development Division
Framingham Facts

- Population: 68,318
- 26.5 Square miles
- 20 miles west of Boston
- Representative Town Meeting
- Over 45,000 jobs – net importer of workers – over $3 billion payroll annually

CNN Money ranks Framingham #38 on its list of Best Small Cities to live in.

Framingham Ranked 9th Nationwide Leading Location by Area Development
Brownfields Program

• Industrial Legacy
• 2008/09 first US EPA Brownfields Assessment Grants:
  • 16 sites/114 acres total assessed to date
• Achievements:
  – Library Site, Pratt St, CRT
  – Danforth Green Reuse
• 2012-2015 Assessment Grant
• Area Wide Planning (AWP)
Downtown Assets

- Location – Heart of MetroWest
- Access to student population
- Access to Transportation/Transit
- Proximity to jobs and training
- History and Architecture
- Cultural Amenities
- Open Space & Recreation
Recent Private Investment: Arcade

- Arcade Project
  - Permitted in 2004 originally for 290 units, 50,000 gsf of retail and a six level garage with 585 spaces.
  - Current owner has invested heavily in the deferred maintenance and new residential units along the periphery
    - Redeveloped 5 multi-family properties on Frederick St- increasing from 21 to 30 units total
    - Added 24 units in the Amsden Building on Kendall St.
Recent Private Investment: Other

- Kendall Building Façade improvements
- At least 3 new restaurants in the last year with 3 pending including Depot Diner and Subway.
- First Year a new Farmer’s Market opened on the Downtown Common.
- ULI – Technical Assistance Panel for Howard Street
Recent Public Investment: Construction

• 2011 - Franklin Street Reconstruction
• 2012 - Sewer/Water Improvements (ARRA funding)
• Library
• 2014 (planned start) - Concord Street Roadway and Streetscape Improvements
Recent Public Investments: Other

- Federal CDBG Grant Funding used to support Framingham Downtown Renaissance (FDR)
- 126/135 Grade Separation Studies
- Increased Service on Commuter Rail
- Mass Bay Community College
Opportunities

• CB Zoning in 1999 - Revisit
• Underdeveloped Sites/CSX
• Master Plan for Downtown (2009 and 2012)
• MAPC – Downtown Implementation Plan (2014)
• State Priority Development Area (495 Compact)
• Brownfields - AWP per consensus?
T.O.D. Focus Areas for Today’s Discussion

Sarah Lewis

Fuss & O’Neill
What is Transit-Oriented Development?

Mixed-use walkable development centered around transit

Characteristics:

• High Quality Pedestrian and Civic Spaces
• Bike and Pedestrian Friendly
• Parking Management
• Variety of Housing Options
• Alternative Modes of Transportation
• 5 Minute walk for daily needs
Make it Better with a Vision

To succeed a vision should be:

- Oriented toward the Future but based in Reality
- Stakeholder Centered
- Collaborative and Educational
- Focused on Implementation
- Flexible (ULI)

Rendering by Jay Kabriel
Apply the Power of Partnerships

The public sector has the power to resolve land assembly issues, ensure the site is development-ready, ease the entitlement process, contribute land, and help fund infrastructure costs. Private developers bring the real estate expertise, market connection to end users, and financial strategy and resources. (ULI)

Riverside Station Mixed-Use:
- 225,000 gsf office,
- 17,000 gsf of retail
- 290 unit residential condos
Totaling approx. 588,000 gsf with 1,028 spaces of parking
Plus an 8,000 gsf Community Center

For more information see http://www.newtonma.gov/gov/aldermen/committees/landuse/riverside.asp
Think Development when thinking Transit

Real estate opportunities should always take priority over low-cost transit solutions.

(eg. Rosslyn-Ballston Corridor: Running transit along the median of an interstate may save right-of-way costs but preclude development options) (ULI)

Columbia Pike, Arlington VA:
Planning, regulations, and construction ahead of new light rail
For more information see http://www.columbiapikeva.us/
Get the Parking Right

Too much parking makes the area less pedestrian friendly and wastes space that could be used for the types of development that increase ridership.

**Move It:** The land nearest the station is the best land for development, so using it for parking means a lost opportunity. (Think parking - 5 to 7 min. walk to station.)

**Share It:** Share parking among patrons who make use of it at different times. Shared parking can be operated privately or by a local parking authority and fees can offer facility financing.

**Wrap It:** Wrapped retail, service shops, restaurants, and/or residences adds to a more seamless sense of place experience. (ULI)
Build a Place, Not a Project

Transit-centered communities require attention to the scale and design of surrounding developments.

It is Essential to engage all principals (the transit agency, the local government, the citizens, and the participating developers). (ULI)

Pleasant Hill BART Station
Contra Costa Transit Village, CA
For more information see http://www.contracostacentre.com/
Market-Driven Retail, not Transit Driven

Public agencies must resist requiring retail as part of a TOD without an adequate market demand (analysis). Better to have a few busy, successful stores than many empty ones. (ULI)

Uptown District, Portsmouth VA:
Transit-Ready Infill and Revitalization
For more information see http://www.portsmouthva.gov/planning/uptownguidelines.aspx
Mix Uses

A Mix of Uses along a Corridor will render the corridor itself attractive as a **Community**. (ie. Rosslyn-Business; Clarendon-Urban Village, C Line Light-rail in Denver, etc.) *(ULI)*

MBTA Wonderland Station
Phase I:
- 8-story office building,
- 125 room hotel
- 149 unit residential condos
- 17,000 gsf of retail
- 240 spaces of parking totaling approx. 430,000 gsf

Public improvements will include a public plaza with pedestrian bridges connecting to Revere Beach.

For more information, contact Phil Jean at pjean@transitrealty.com
Think about Station to Destination

Plan for more than just a site. Pedestrians are of value on foot and their experience between anchors is important. (ULI)

Windsor Locks Amtrak Station Relocation Transit-Oriented Development Study
32,900 gsf office
47,000 gsf retail/restaurant
142 for sale residential
162 rental residential

For more information, contact Patrick McMahon at wleidc@sbcglobal.net or Sarah Lewis at salewis@fando.com
Every Price Point Living around Transit

Have enough affordable units to not price out all of what makes the Sense of Place

People from every part of the economic spectrum like to live near transit

Developments can make over 15% profit on affordable housing

- Professor Howard Bell (Columbia University Real Estate Program) (ULI)
Engage Corporate Attention

Some companies had to move because they found it difficult to recruit scarce talent because of commute times. (ULI)
### Table 1.1: Profile of Case Study Projects

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>DEVELOPER</th>
<th>DATE COMPLETED</th>
<th>LAND USES</th>
<th>TRANSIT</th>
<th>FINANCING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington County</td>
<td>County plans</td>
<td>As of 2000</td>
<td>17.9M sq.ft. office 3.0M sq.ft. retail 21,581 housing units</td>
<td>Heavy-rail Bus</td>
<td>Public/Private</td>
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<tr>
<td>Virginia</td>
<td>Various private</td>
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<tr>
<td>Mockingbird Station</td>
<td>Ken Hughes</td>
<td>2000</td>
<td>214,000 sq.ft. residential 183,000 sq.ft. retail</td>
<td>Light-rail Bus</td>
<td>Private</td>
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<td>Dallas, TX</td>
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<tr>
<td>Addison Circle</td>
<td>Columbus Realty Trust</td>
<td>Phase 3 in 2002</td>
<td>1,800 apts. 86 condos 6 town homes 115,000 sq.ft. retail 342,000 sq.ft. office</td>
<td>Bus Light-rail planned</td>
<td>Public/Private</td>
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<tr>
<td>Addison, TX</td>
<td>Post Properties</td>
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<tr>
<td>Mercado</td>
<td>MAAC Landgrant Richard Juarez</td>
<td>Apartments in 1993</td>
<td>138,000 sq.ft. residential 144 apts. 118,000 sq.ft. retail</td>
<td>Light-rail Bus</td>
<td>Public/Private Affordable LIHTC</td>
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<tr>
<td>San Diego, CA</td>
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<tr>
<td>Lindbergh</td>
<td>Carter &amp; Assoc.</td>
<td>Phase 1 in 2003</td>
<td>388,000 sq.ft. residential 1M sq.ft. office 330,000 sq.ft. retail</td>
<td>Heavy-rail Bus</td>
<td>Public/Private</td>
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<tr>
<td>Atlanta, GA</td>
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<tr>
<td>Ohlone Court</td>
<td>Bridge Housing</td>
<td>1997</td>
<td>135 units</td>
<td>Light-rail Bus</td>
<td>Public/Private Affordable LIHTC</td>
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<tr>
<td>Santa Clara County</td>
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<tr>
<td>Ohlone-Chynomoweth Commons</td>
<td>Eden Housing</td>
<td>2001</td>
<td>194 units</td>
<td>Light-rail Bus</td>
<td>Public/Private Affordable LIHTC</td>
</tr>
<tr>
<td>Commons</td>
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</tr>
<tr>
<td>1 Pearl Avenue</td>
<td>Cikker Orchards</td>
<td>2003</td>
<td>182 units</td>
<td>Light-rail Bus</td>
<td>Private</td>
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<td>Santa Clara County</td>
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- **Phase 1**: 1/1 bedroom
- **Phase 2**: 0.3/1 bedroom
- **Phase 3**: 1/1 bedroom
- 3.7 spaces/1,000 gross sq.ft. retail
- 3.2 spaces/1,000 gross sq.ft. office

1.0/bedroom
3.23/1,000 gross sq.ft.
retail

24 units/acre

100 units/acre

32.7 units/acre

22.1 units/acre

26.6 units/acre

41.4 units/acre
Possible Assemblage Sites

- Pearl Street Assemblage
- Howard Street Assemblage
- South Street Assemblage
- Hollis Court Assemblage
Pearl Street Assemblage

Existing Zoning

Total Land Area: 115,071 gsf
Total Land Area: 2.64 ac
Total Existing Building: 20,344 gsf (plus Pearl Street Garage)
Total Parcels: 7

Program shown:
- Commercial Office: 13,125 gsf
- Commercial Retail: 9,735 gsf
- Residential Multifamily: 13 d.u.
- Parking Surface: 131 spaces (128 required)
- Coverage: 65% (over 60% allowable)
Pearl Street Assemblage

Proposed T.O.D. Zoning

Program shown:

**Building P1**
- Commercial: Office/Retail 0 gsf
- Residential: Multifamily 60 d.u. (5 floors)

**Building P2**
- Commercial: Office/Retail 16,679 gsf (ground)
- Residential: Multifamily 40 d.u. (floors 2-5)

**Parking**
- Structured 2 levels: 200 spaces (200 required)
- Total Coverage: 78%

Total Land Area
- 115,071 gsf
- 2.64 ac
Howard Street Assemblage

Total Land Area 135,057 gsf
Total Land Area 3.10 ac
Total Existing Building 37,784 gsf
Total Parcels 7

Program shown:
- Commercial Office 21,578 gsf
- Commercial Retail 13,828 gsf
- Residential Townhomes 5 d.u. (self-parked)
- Parking Surface 157 spaces (157 required)
- Coverage 57%
Howard Street Assemblage

Proposed T.O.D. Zoning
Howard Street Assemblage

Proposed T.O.D. Zoning

Total Land Area: 135,057 gsf
Total Land Area: 3.10 ac

Program shown:

**Building H1**
- Commercial: Office/Retail 0 gsf
- Residential: Multifamily 16 d.u. (4 floors)

**Building H2**
- Commercial: Church 5,878 gsf (2 floors)

**Building H3**
- Commercial: Office/Retail 13,531 gsf (ground)
- Residential: Multifamily 32 d.u. (4 floors)

**Building H4**
- Commercial: Office/Retail 0 gsf
- Residential: Multifamily 50 d.u. (5 floors)

**Parking (north)**
- Structured 2 levels 210 spaces (217 required)
- Surface 16 spaces

**Building H5**
- Commercial: Office/Retail 13,470 gsf (ground)
- Residential: Multifamily 36 d.u. (floors 2-5)

**Parking (south)**
- Structured 2 levels 112 spaces (94 required)
- Total Coverage 89%
South Street Assemblage

Existing Zoning

Program shown:
- Commercial Office 12,250 gsf
- Commercial Retail 8,000 gsf
- Residential Multifamily 13 d.u. (self-parked)
- Parking Surface 89 spaces (89 required)
- Coverage 66% (over 60% allowable)

Total Land Area 80,138 gsf
Total Land Area 1.84 ac
Total Existing Building 24,315 gsf
Total Parcels 4
South Street Assemblage

Proposed T.O.D. Zoning

Total Land Area 80,138 gsf
Total Land Area 1.84 ac

Program shown:

**Building S1**
Commercial  Office/Retail  19,476 gsf (ground)
Residential  Multifamily  48 d.u. (floors 2-5)

**Building S2**
Commercial  Office/Retail  800 gsf (ground)
Residential  Multifamily  24 d.u. (floors 2-4)

**Parking**
Structured 2.5 levels  160 spaces (169 required)
Surface  11 spaces
Total Coverage 77%
Hollis Court Assemblage

Existing Zoning

Program shown:
- Commercial Office: 19,475 gsf
- Commercial Retail: 19,475 gsf
- Residential Multifamily: 64 d.u.
- Parking Surface: 308 spaces (303 required)
- Coverage: 54%

Total Land Area: 252,718 gsf
Total Land Area: 5.08 ac
Total Existing Building: 26,541 gsf
Total Parcels: 10
Hollis Court Assemblage

Proposed T.O.D. Zoning
Hollis Court Assemblage

**Proposed T.O.D. Zoning**

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<th>Total Land Area</th>
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<td>Total Land Area</td>
<td>5.08 ac</td>
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</table>

**Program shown:**

**Building HC1**
- Commercial: Office/Retail 19,271 gsf (ground)
- Residential: Multifamily 52 d.u. (floors 2-5)

**Building HC2**
- Commercial: Office/Retail 14,050 gsf (ground)
- Residential: Multifamily 44 d.u. (floors 2-4)

**Building HC4**
- Residential: Multifamily 25 d.u. (5 floors)

**Building HC3**
- Residential: Multifamily 50 d.u. (5 floors)

**Building HC5**
- Commercial: Office/Retail 13,200 gsf (ground)
- Residential: Multifamily 18 d.u. (floors 2-4)

**Parking**
- Structured 7 levels: 196 spaces
- Surface: 24 spaces
- Structured 2.5 levels: 210 spaces
- Surface: 73 spaces
- Structured 3 levels: 120 spaces

Total Provided: 623 spaces including 72 transit spaces

Total Coverage: 77%
Recommendations

• Consider district-wide requirements instead of per parcel basis
• Change parking ratios to 3 spaces per 1,000 gsf for all commercial uses (Retail, Restaurant, and Office)
• Change parking ratios to 1.5 space per unit for all Residential types
• Increase coverage permitted to 80% maximum
• Streamline approval process
Panel Discussion
Perspectives: Development Community

• Roy S. MacDowell, Partner, Baystone Development Co.
• Ed Zuker, Principal, Chestnut Hill Realty
• Justin Krebs, Normandy Realty Partners
Questions & Discussion
Conclusions & Next Steps

Robert Halpin and Sarah Lewis
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