

WELCOME TO THE  
**CHOOSE FRAMINGHAM NEWSLETTER**



*Choose Framingham Newsletter*  
*July 31, 2019 - In This Issue:*

**Secretary Kennealy Visits Framingham**

**Framingham Residential Market Update**

**Blinds to Go Comes to Framingham**

**Framingham is Open for Business**

**Commercial & Residential Investment**

**Flyers by Night**





## Framingham is Open for Business

### 100 Staples Drive

A prime property at Framingham's premier 9/90 Corporate Center near MassPike Exit 12 is available for lease. [Clarion Properties](#) is listing their 154,854 square foot office building at 100 Staples Drive, conveniently located near Route 9 and the Mass Turnpike. The 1999 building sits on 11.5 acres with 621 parking spots, is vacant and available immediately.

The property is an ideal location for growing companies with its close proximity to the global headquarters of retail giant, Staples, as well as world headquarters for Bose, a major R&D facility for Sanofi Genzyme, and more. Companies that locate here also have access to a highly educated workforce and collaboration opportunities with Framingham State University.

For more information on the property, contact [Brian Collins](#) at Clarion Partners.

## Commercial & Residential Investment in Framingham

## Secretary Kennealy visits Framingham

On July 10, Massachusetts Secretary of Housing and Economic Development [Mike Kennealy](#) visited Framingham to learn about who we are and what challenges we are facing. Mayor Yvonne M. Spicer, Chief Operating Officer, Thatcher Kezer, and Community and Economic Development Director, Arthur Robert, kicked off the visit with an overview presentation, highlighting downtown successes, as well as planning progress in the Tech Park, Golden Triangle, and Nobscot areas. The team made clear its success in leveraging state resources (e.g. the Economic Development Incentive Program, MassWorks, MassDevelopment Technical Assistance, etc.) and laid out priorities for state support in the future.



The team followed up with a bus tour, providing Secretary Kennealy with first-hand exposure to downtown Framingham's visible growth, such as [Alta Union House](#), [Modera Framingham](#), and [Jack's Abby Brewing](#), as well as less visible work with the small businesses and support for [Downtown Framingham, Inc.](#) The bus tour also provided the Secretary direct experience with challenges, including limited public parking, traffic, and the need for robust transit options, while highlighting future opportunities, such as the Pearl Street garage and the Danforth building.

"I am excited to collaborate with Secretary Kennealy. Framingham is a vibrant community that is open for business and plays a significant role in the Massachusetts economy," said Mayor Spicer. "We welcome partnership with state economic development programs and the benefit they bring to the growth of Framingham and the entire MetroWest region."

## Continues to Increase

In 2018, the City of Framingham issued 2,211 commercial building permits. This reflects an investment of over \$263,265,224 in new construction and renovations, including new multi-family projects. So far in 2019, 1,073 permits have been pulled representing \$48,599,707 million in anticipated investment.

Residential permits have also shown a steady growth with over 5,000 permits pulled in 2018 representing \$42,294,789 of residential investment. Much of that was renovation investment, representing strong confidence in the quality of life offered here and recognition that this a great place to invest. Since January 2019, the city has issued 2,438 residential permits.

According to Mike Tusino, Framingham's Building Commissioner, "Since 2015, we have seen an increase in all permits by at least 15% each year."

Notable projects that pulled building permits in the last year were

- 480 Franklin Street  
The Buckley  
210 Units
- 59 Fountain Street  
258 units
- 33 New York Avenue  
King Street Properties  
Bio Tech Lab Space
- 236 Cochituate Road  
New Urgent Care Clinic

We spoke with representatives of [Chestnut Hill Realty](#), the company that acquired [Waterview Village](#) and [Waterview Terrace](#) on Route 9 at Temple Street in 2012. Since then they have been gradually renovating all of the units including

"It was a pleasure to host Secretary Kennealy", reported Art Robert. "We had a great opportunity to educate the Secretary on our needs and challenges - and to build strong links to Governor Baker's team."

## Residential Market Update

Despite the rise in residential land values over the last few years, Framingham continues to be a great option for people buying homes in the area. According to [Trulia](#), "Framingham market trends indicate an increase of \$19,250 (4%) in median home sales over the past year." Framingham continues to draw people in by its convenient location approximately 20 miles from both Boston and Worcester, easy access to major highways, access to the MBTA commuter rail, and simply because it's more affordable than some of the surrounding towns. Mark Galante at [Keller Williams Realty](#) stated, "Framingham offers properties in just about any price point from what's considered 'affordable' comparatively speaking to some expensive homes." Residents are drawn to Framingham for other reasons as well, including being convenient and near the shopping and dining along Route 9 and the diversity of the people who live in the City.



In the last year there have been 55 single-family homes sold - an increase of 14% over last year. Most sold in the \$300k to \$600k range, however 24% of those were over \$600k. New products on the market in the last few years included units for sale at [Montage at Danforth Green in Saxonville](#) and the new over-55 units at [Northside Meadows](#), created by Brendon Homes on the former Marist Brothers property off Pleasant Street.

Many long-time residents seem concerned with the new rental units being built in downtown, but Galante notes that "there

major upgrades to the community spaces, lobby, and hallways. They have added amenities such as a fitness center, business center, WiFi lounge, and internet café. "These residence units can compete with any of the new apartment homes being built today," says, CEO Ed Zuker, "and with 600 units we are able to create a community within the two complexes." He notes that many of their residents are young professionals, young families, and empty-nesters. The next step is to upgrade the exterior to reflect the great renovations inside. They expect the work to be done by 2022.

This sustained investment across both commercial and residential sectors shows the diversity and strength of Framingham's economy and points to the continued opportunity for investment and reinvestment in this community.

## Flyers by Night

*Scheduled to open late Spring 2020*

[Flyers by Night](#) (FBN) is a program of [Framingham Public Schools](#) with a mission to increase access to affordable educational opportunities for families and residents of Framingham. Located within Framingham High School, FBN offers continuing education courses in Art, Health and Wellness, Culinary, Finance, and Trades.

Flyers by Night started in March of 2019 with a free 4-week session with 11 class offerings. Reyad Shah, Flyers by Night Coordinator stated that they "have seen success in the Culinary, Health & Wellness and Performing Arts classes." This fall they will be

appears to be a hopeful but wait and see attitude about all the apartments going up..." with expectations of downtown revitalizations as new residents bring spending power into the community.

## Blinds to Go Coming to Framingham

*Scheduled to open late Spring 2020*



[Blinds to Go](#) purchased 100 Worcester Road in Framingham for \$3.4 million on July 1. The flagship showroom is slated to open in late Spring 2020. Choose Framingham caught up with Blinds to Go CEO Stephen Shiller and Vice Chairman Nkere Udofia to find out more.

**Tell us a bit about your company and the products sold at your stores.**

Blinds To Go began in 1954 as a single, retail home furnishings emporium. We are now North America's leading manufacturer-retailer of direct to the consumer custom window coverings with 84 showrooms serving the United States and Canada. We cater to all budgets and age groups, and while we continue to open stores, our Design consultants will gladly make an appointment and visit you at your home. Our motto, "we make it easy", is one we are proud of. Since we are the manufacturer, we cut out the middleman and sell direct to the consumer; as well as designers/contractors, anyone who is in need of window treatments can buy direct!

Blinds To Go only sells window coverings that we personally manufacture in our two state-of-the-art factories. Our products are proudly North American-made (facilities in New Jersey and Canada) and include made-to-measure Blinds and Shades of every description in every imaginable color, as well as our exclusive Morview Shutters. And we're excited to announce that Draperies will soon be added to all our stores!

Treating the customer right is in our DNA and at the heart of

offering over 30 low cost classes in Culinary, Health & Wellness, Performing Arts Workshops and more. Some of the classes, such as many of the culinary workshops, are one evening commitments focused on a specific theme.

Fall registration will begin the first week of August and will close the week of September 9. Participants can check age requirements for specific classes and register at [www.flyersbynight.com](http://www.flyersbynight.com) or [email the staff](mailto:staff@flyersbynight.com) for more information or call 508-561-6402. If you want to teach a course, you can submit course ideas via their [website](http://www.flyersbynight.com). They are always looking for new course ideas and welcome new teachers.



our success. Our industry-leading position enables us to offer true, factory-direct prices, a lowest price guarantee as well as a Lifetime Warranty on every window covering we sell. The combination of our focus on quality and great value, red carpet customer service and the extensive training and deep product knowledge of our Design Consultants, allow us to ensure the creation of a customer for life. After all, we make it easy!



**You have other locations in Everett, North Attleboro, Peabody, and Stoughton. What has brought you to Framingham?**

Location, location, location! We have been searching for a flagship location for close to 5 years and we feel this location is central to the many, many customers that already visit our other showrooms. Our goal is to be able to make it easy for our customers to visit our stores and we believe this location does just that. Framingham has long been on our list of desired communities to locate our business but in retail especially, the store's location is key. When we found this Route 9 real estate, we knew it was on the "50-yard line" and that our customers would love this new location.

**The building you purchased includes two units, do you plan to combine and use the entire 11,000 square feet for your store?**

We have the largest choice of window treatments in North America all under one roof so we will decide in the next couple of months how much space we need to display all our products for our customers to enjoy.

**Anything else you'd like our readers to know about?**

Yes! Blinds to Go is growing so we're recruiting in all markets

where we operate. Our people are our most valuable resource and are ultimately the key to our success. We promote exclusively from within so there are exciting development and advancement opportunities at every position in the company. Our workplace engagement and corporate culture have won numerous awards and we recognize that great people make a great company - so [join us!](#)

Framingham EDIC

[chooseframingham@framinghamma.gov](mailto:chooseframingham@framinghamma.gov)

The Framingham Economic Development and Industrial Corporation (EDIC) was established in 1995 to stimulate economic development and expand employment opportunities in the Town of Framingham in accordance with the town's approved economic development plans.

*STAY CONNECTED*

