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## Choose Framingham A Newsletter of the EDIC



### Welcome to the Choose Framingham Newsletter Revitalizing Framingham's Downtown

Downtown Framingham was once one of the region's great industrial and commercial centers. Defined by the intersection of Concord Street and Waverly Street, Downtown Framingham first evolved in the late 19th century with the railroads. In the 20th century, it became the home of two major manufacturing facilities—Dennison Manufacturing and the General Motors Framingham Assembly plant. But over the past several decades, the area has become stagnant, with less investment to attract new businesses and fewer visitors to keep downtown vibrant.

What remains is tremendous potential. With a commuter rail stop and a charming commercial center, Downtown Framingham is poised to become lively and exciting once again. The Town of Framingham is working to revitalize the area through a variety of means, so as to attract new investment, new visitors, and new energy. The first, necessary step in our plans? To rezone the Central Business District to encourage transit-oriented development (TOD).

Working with the [Metropolitan Area Planning Council](#) (MAPC), the Town of Framingham has developed a strategy for attracting transit-oriented development for the area. TOD is a development strategy that focuses investment around key transportation hubs, such as commuter rail stations, which will promote vibrant, walkable environments. Communities throughout Massachusetts, including Waltham and Lowell, have revitalized older commercial centers and improved economic development and expanded their tax base by focusing on developing new residential real estate and commercial space opportunities near key transportation junctures.

Over the next few months, you'll be hearing more from the town about the Central Business District rezoning effort that we think is necessary to attract transit oriented development to the neighborhood. Current zoning laws in the Town of Framingham discourage developers from creating the kind of new units that will attract young professionals and others who may otherwise be attracted to Framingham's small town atmosphere and convenient proximity to Boston.

The growing restaurant and pub scene in Downtown Framingham can be a draw for young people to move to Framingham if they have access to reasonably priced, high quality apartments. The proposed strategy recommends making changes to the existing Central Business District zoning to encourage this development while also reflecting the strength of the neighborhood's manufacturing legacy and its diversity. Working with the MAPC, the Town performed a feasibility analysis for new development in Downtown to directly inform what the zoning regulations should specify to preserve the Downtown character while allowing enough growth to make the area an attractive place for developers and property owners to invest in.

We look forward to providing more information on this effort and to receiving feedback from you regarding this proposed plan. You can receive more information on this effort at [www.framinghamma.gov/TOD](http://www.framinghamma.gov/TOD)

Upcoming community meetings on this initiative include:

- April 1 Community Workshop Framingham Public Library, 9-11am
- April 2 Community Workshop Memorial Building, 1-3pm
- May 18 Planning Board hearing continuation, 7pm

## Boston Heart Diagnostics to Expand Framingham Headquarters

Boston Heart Diagnostics, which improves heart health through the use of its advanced diagnostic tools and services, will be expanding its laboratory and administrative offices, located in Framingham, Massachusetts. The growing company will be adding an additional 35,000 square feet of space at 200 Crossing Boulevard in Framingham, in a building owned by National Development

"We are excited to be expanding our administrative offices and adding to our laboratory space in Framingham," said Susan Hertzberg, President and Chief Executive Officer of Boston Heart Diagnostics. "Our founders have a long history and professional standing in Framingham. We operate on the premise that heart disease is preventable and reversible in the vast majority of Americans, so accessing care early and before the initiation of chronic disease is good for patient quality of life and much less expensive to the healthcare system. Having more space affords us the opportunity to improve the heart health of men and women across the country."

Boston Heart Diagnostics focuses on the detection, diagnosis, and prevention of cardiovascular disease. They are transforming the treatment of cardiovascular disease by providing healthcare providers and their patients with novel, personalized diagnostics and reports and integrated customized lifestyle programs that have the power to change the way clinicians and patients communicate about disease and improve heart health. The company provides services for clinicians in all 50 states.

"The Town of Framingham has a reputation for nurturing start ups and helping them grow into major corporations," said Arthur Robert, Director of the Town of Framingham's Division of Community and Economic Development. "Boston Heart Diagnostics is a prime example of how a small start up using the latest in cardiovascular disease diagnostics to help keep people healthy can mature into a major business in Framingham."

The company, which was founded in Framingham in 2007, currently occupies 71,000 square feet of space at two locations in the Town. With the expansion, Boston Heart Diagnostics will eventually inhabit 111,000 square feet of space. The company has grown from just three employees at its founding to more than 350 employees currently and will continue to hire in conjunction with this expansion.

"It is rewarding to see a homegrown company like Boston Heart Diagnostics grow and expand," said Jack O'Neil, Managing Partner of National Development. "It is also exciting to see renewed interest from the healthcare services community in the variety of office space that Framingham has to offer."

#### New Dining Guide Available at [ChooseFramingham.com](http://ChooseFramingham.com)

Looking for a place to spend a casual Friday night having dinner with friends? Or maybe you're just looking for a new lunch spot during your work week? The good news is that the Town of Framingham has plenty of quality dining options of all different kinds of cuisine available for residents and visitors alike. The bad news is having to choose!

To help expedite your dining plans, Choose Framingham has recently launched its online [2015 Dining Guide](http://ChooseFramingham.com/diningguide) for the Town of Framingham. The updated guide includes options for searching all of the restaurants, coffee shops, and sandwich stops by location, by price, and by cuisine. So whether you are looking for a bagel in the morning, a slice of pizza for lunch, or a good old fashioned steak for dinner, you can find it in Framingham through the dining guide.

Please visit [www.chooseframingham.com/diningguide](http://www.chooseframingham.com/diningguide) for more information and [www.chooseframingham.com](http://www.chooseframingham.com) to learn more about other entertainment and recreation options in Framingham.

#### On Marathon Day, Framingham Celebrates the 6th Mile Moment

For the second year in a row, Framingham will be celebrating the 6th Mile Moment on Marathon Day (Monday, April 20th). Located at the crossroads of Routes 126 and 135, the 6th Mile Moment gives the community the opportunity to celebrate its part in the historic Boston Marathon.

This year's celebration will include live music with Bloco AfroBrazil, an interactive percussion ensemble, face painting, sign making, and food from local vendors. There will be after parties at the Deluxe Depot Diner, the Amazing Things Arts Center, Pho Dakao and the Tavern. The events will be broadcast at their Web site [www.sixmilemoment.com](http://www.sixmilemoment.com)

To learn more about the 6th Mile Moment, please visit their Web site or their [Facebook](#) page. And we hope you'll join your friends and neighborsto celebrate Marathon Day in Framingham.



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



The [FraminghamEconomicDevelopmentand 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.

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