

WELCOME TO THE  
*CHOOSE FRAMINGHAM NEWSLETTER*



Choose Framingham Newsletter  
January 30, 2016 - In This Issue:

FEATURED BUSINESS:  
DISRUPTOR BEAM

CHOOSE FRAMINGHAM: A LOOK  
AHEAD

FRAMINGHAM IS GROWING

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## FRAMINGHAM IS GROWING...

...and permitting time is decreasing.

In 2015, the Town of Framingham witnessed another year of growth and

## FEATURED BUSINESS: DISRUPTOR BEAM

Disruptor Beam Transports Star Trek Game from Framingham to Rest of the Universe

A Framingham-based social and mobile game company is at the center of today's popular culture universe. Two weeks ago,

economic development, with new developments approved throughout the town. The projects approved by the Planning Board last year could total up to 365 construction jobs, with an additional 143 part- and full-time jobs created from these developments. In total, the Board granted 21 decisions. The steady pace of Planning Board approvals demonstrates that corporations and small business owners are choosing Framingham as a place to do business.

Last year, the Planning Board and the Town's Technical Review Team also showed why it is that the Town of Framingham has become a model of success as an Expedited Permitting community. In 2015, the total permitting time from the date an application was stamped in with the Town Clerk to the date the Planning Board granted a decision for a project decreased by an average of 49 percent compared to 2014. The median review time decreased by 80 percent compared to 2014. Similarly, the total permitting time from the date of the first public hearing to the date the Planning Board granted a decision decreased by an average of 82 percent as compared to 2014. The median review time decreased by 58 percent as compared to 2014.

In order to keep this brisk pace moving forward, in 2015 the Town assembled a Development [Handbook](#), "Plan - Build - Grow." The Handbook provides vital information for commercial, residential, and industrial applicants regarding the Town's permit processes necessary for completion of a project in Framingham. The Town has also put the steps of the Plan - Build - Grow process up on a [Website](#) so that developers and others understand that Framingham has a clear, efficient permitting process they can follow.

If you have any questions about permitting and the planning process in Framingham, please visit the Town's [Website](#) to learn more.

## Follow Us on Social Media

[Disruptor Beam](#) launched [Star Trek Timelines](#), an immersive mobile game, just in time for the show's 50th anniversary this year. This follows the company's successful launch of [Game of Thrones Ascent](#) in 2012, a social media and mobile game for which the company worked with Game of Thrones creator George R.R. Martin for design and development inspiration.

Disruptor Beam started in Boston five years ago, but moved to Framingham in 2013. According to the company's CEO, Jon Radoff, Disruptor Beam was attracted to Framingham because of the region's highly skilled workforce of software engineers as well as individuals with talents in art, graphic design, and marketing, among others. Additionally, Framingham's location and accessibility were a draw.

"Because there are a number of large employers in the area, we found that there are a lot of people clustered in the region with the skills to help us do the work," said Radoff. "We have people coming from Boston and up from Rhode Island, and we recognize that this is a good central region to access individuals with skills across several talent pools."



Jon Radoff, CEO of Disruptor Beam

Disruptor Beam is the second company that Radoff established in Framingham. In 1997, he founded Framingham-based Eprise Corporation, which developed content management software, and he took that company public in 2000. He is also the founder of GamerDNA, which is now a part of Live Gamer. Disruptor Beam has grown from two employees to 50 in five short years.

Radoff and the Disruptor Beam team plan to grow Star Trek Timelines and to expand it to additional platforms beyond mobile, including to Web browsers, but the deep immersion game is off to a good start. Currently available on the App Store and Google Play, Apple rated Star Trek Timelines as one of its best new games and the Google Play store featured the game as one of its top 3 products.

## Choose Framingham

### A Look Ahead in 2016

As we look ahead into 2016, we anticipate that critical milestones on some key projects will be met this year. As the Town of Framingham continues to modernize its zoning and permitting processes, and encourage development in neighborhoods across the community, we wanted to highlight some key projects you should be looking for in the year ahead.

- Corporate Mixed-Use Zoning - There are two Corporate Mixed-Use Districts in which the Town hopes to promote a mixture of uses in a master planned community that is a vibrant, pedestrian-friendly environment involving high density development and redevelopment. During the next few months, the Town is looking to allow zoning that will

The Town of Framingham's Community and Economic Development Division endeavors to keep you up to date on economic development news in a variety of ways, including through our [Website](#) and social media. If you have not yet done so, join your friends and neighbors who follow us on [Twitter](#) and [Facebook](#). In the past few years, we have grown our Twitter followers to more than 900 and more than 300 people have Liked our Choose Framingham page on Facebook.

At Facebook, you will find updates on events around town, information on Framingham businesses, and photos from Town departments. Choose Framingham's Twitter account will keep you "in the know" on economic development in Framingham on a real time basis. So, after you read this newsletter, please take a moment to follow Choose Framingham on Twitter and Facebook.

increase density and uses for the 9/90 Corporate Center and area between 9/90 and the Town's technology park.

- **TOD Outreach** - The Town of Framingham took an important step forward in 2015 when it voted to rezone Downtown Framingham to encourage transit-oriented development (TOD) there. In 2016, the Town will be reaching out to developers to highlight Downtown Framingham, and is in the process of organizing a developer tour.
- **Southeast Framingham Neighborhood Plan** - The Town is seeking to create a Neighborhood Master Plan for the Southeast area of Framingham. The final study, which is supported by the Metropolitan Area Planning Council (MAPC), will conclude this spring. From there, the Town will provide a work plan to foster job creation, housing, and enhance quality of life.
- **Marketing Framingham to Key Industries** - It is exciting time to be in Massachusetts, where industries based on knowledge, innovation, and creativity are booming. The Town is in the process of developing outreach efforts to growing industries - such as Life Sciences, the Creative Industry, and others - so that they will Choose Framingham as they expand their businesses.
- **Public participation and outreach** - the Town has been working to provide better access to the residents and the community regarding development projects, repairs, etc. The Town has implemented See-Click-Fix; the Planning Board is now posting all of their projects online for public access; and Town departments, including the Community and Economic Development (CED) Division, are working to utilize various public outreach programs. Be on the lookout for continued outreach efforts in 2016.
- **Framingham Zoning By-Law recodification project** - The Town of Framingham is 2 years into a 3 years project to recodify our zoning by-laws. This project has allowed the Town to update older by-laws with today's best management practices, while providing additional tools for both the Town and developers who choose Framingham.

If you have any questions on these initiatives or other development projects, please feel free to contact the Division of Community and Economic Development by phone at (508) 532-5455 or by email at [chooseframingham@framinghamma.gov](mailto:chooseframingham@framinghamma.gov).

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

