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## Choose Framingham A Newsletter of the EDIC



### Welcome to the Choose Framingham Newsletter

***A Letter from Arthur Robert, Director of Community and Economic Development***



Welcome to the inaugural edition of the [Choose Framingham](#) newsletter. Over the past few years, the Town of Framingham has made a conscious effort to improve the Town's attractiveness as a place to do business. We want businesses, big and small, to Choose Framingham. As the economic center of Metrowest, Framingham offers outstanding access to a highly-skilled workforce and easy access to Boston's innovation assets and transportation hubs. Also the quality of life in Framingham makes our town the ideal place for entrepreneurs and others to grow their businesses.

The town has taken some substantive and important steps that show that we mean business, in every sense of the word, including:

- In 2012, with the support of the Metrowest Chamber of Commerce, the Town completed the Economic Development Self Assessment Tool (EDSAT). With the support of Dr. Barry Bluestone, Director of Northeastern University's Dukakis Center for Urban and Regional Policy - and with participation of the business community - the Town developed an action plan to improve its support for the business community.

- In 2013, through a joint effort between the [Planning Board](#) and the [Board of Selectmen](#), Framingham was designated a Chapter 43D expedited permitting community through the state. Since that time, we have seen permitting times for projects reduce significantly and important projects - such as the expansions of both TJX Companies and Genzyme's headquarters - move forward.
- In 2014, the Town re-launched the "[Choose Framingham](#)" brand, highlighting our permitting successes with over 100 Framingham and regional business leaders. The year also brought several successes, including Heartware Inc.'s expansion, Patheon Pharma's arrival in Framingham, and AMC's commitment to a major renovation of its Framingham facility.
- In October, Framingham received a \$1 million MassWorks Infrastructure Program grant to reconstruct Riverpath Drive, supporting the creation of 353 new housing units. Just in the past month, the Board of Selectmen approved a larger reduction in the commercial tax rate, which is a signal to the business community that the town is looking to work with them to move Framingham forward. You can read more about the important step that the Selectmen took in the [Boston Globe](#).

We look forward to an exciting 2015! Over the next several months, you will be hearing more about the work the Town is doing to revitalize downtown Framingham and to plan for the future of the Nobsco and Saxonville areas of the town, among other initiatives. We look forward to hearing your feedback and suggestions - please feel free to drop us a line at (508) 532-5455.

Sincerely,  
*Art Robert*  
*Director of Community and Economic Development*  
*Town of Framingham*

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### Landry & Arcari Chooses Framingham for Latest Showroom



On November 7th, rug and carpet company [Landry & Arcari](#) "cut the ribbon" for the opening of its third store, a 10,000 square foot showroom located in Framingham. The New England-based company joins Cabot House Furniture and Jordan's Furniture to become a part of a growing home and design corridor on Route 9 East.

The new Framingham location will primarily serve customers in the western suburbs. "For years we've had clients come from the western suburbs to shop at one of our current locations," said Jerry Arcari, founder of Landry & Arcari. "We're thrilled to be able to bring our quality products and

outstanding service right to them." The company also has store locations in Boston and Salem.

The space was under consideration for a new store going back to 2012, and construction and renovation began in early 2014. "We are happy to welcome Landry & Arcari to Framingham and we are pleased to see more and more high quality consumer goods stores choosing Framingham to serve their suburban customer base," said Art Robert, director of economic and community development for the Town of Framingham. "Business leaders are recognizing that Framingham's location to major transportation hubs and town atmosphere make it an ideal place to grow a business."



### **Town Pursuing Plans to Revitalize Framingham's Historic Downtown**

Downtown Framingham is an important commercial and residential center to the Town of Framingham. With its history as a Town hub for manufacturing and transit in mind, the Town is nearing completion of a planning process that will strengthen and revitalize the Downtown.

In 2009, the Town of Framingham developed a master plan for its downtown. As a way of implementing that plan, over the past year, the town, along with the Department of Transportation, has been working with the Metropolitan Area Planning Council (MAPC) to develop a plan focused on transit-oriented development opportunities for Framingham's downtown area. Downtown Framingham offers many amenities - a dynamic multicultural setting with ethnic restaurants, historic architecture, and a busy MBTA commuter rail station offering easy access to Boston and Worcester. All this provides a strong foundation to attract new investment, in Downtown mixed-use, transit-oriented development. We intend this development to create a dynamic urban experience, to attract the next generation of workers to serve employers in Framingham and beyond.

In December, MAPC made its final recommendations, which are available at the [MAPC web site](#). Over the next few weeks, the plan for downtown revitalization will be finalized and shared with the public. We are looking forward to hearing your reactions to this important initiative, which we believe is critical to ensuring that more businesses choose Framingham going forward.

At the same time, Framingham's Economic Development and Industrial Corporation (EDIC) is at the beginning stages of a planning process for Nobsco and Saxonville, two of the town's

important commercial centers. Both Nobscot, located in Framingham's northwest, and Saxonville, also in the north end of the town, are beloved by their residents for their historic, community-oriented nature. In an effort to address these neighborhoods strategic planning needs, EDIC has contracted with the Cecil Group, a company that brings together architects, urban designers, planners, landscape architects and graphic designers to help towns and neighborhoods realize their potential. Over the next several months, we will be providing more information on the strategic planning process for Nobscot and Saxonville, and we invite your feedback.

We anticipate good things for economic and community development for Framingham in 2015. Please make sure to stay informed by joining our email list [here](#).