

WELCOME TO THE
CHOOSE FRAMINGHAM NEWSLETTER



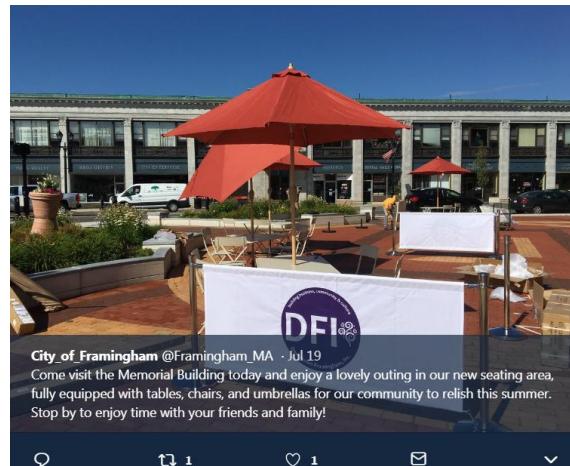
Choose Framingham Newsletter
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**Economic Development
Planning Update**

In [April](#), Choose Framingham announced that the city's economic development planning process was officially underway. The purpose of the initiative, which is being co-led by the city's [Planning Board](#) and the Division of [Community & Economic](#)

**City of Framingham Partners with
Downtown Framingham, Inc. to Liven
Up Downtown Plaza**

*Pilot Placemaking Program Will Encourage Plaza's
Use*

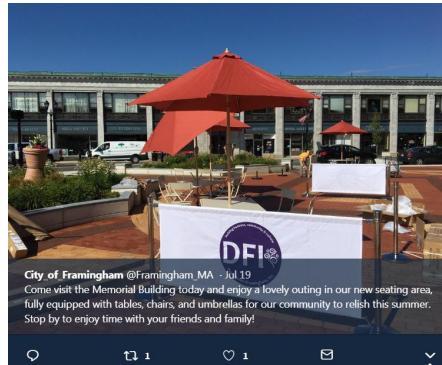
[Downtown Framingham, Inc.](#) (DFI) has partnered with the City of Framingham's [Community and Economic Development](#) (C&ED)

Development (C&ED), is to provide economic research, consultation with businesses and residents and a best practice assessment, in order to aid the city in attracting investment and jobs, while also protecting the quality of life here. The decision to develop the plan emerged out of a Town Meeting resolution in 2015.

We're pleased to report progress on this all-important economic development plan. In June, the Planning Board and C&ED hosted two open houses at the McAuliffe Branch Library to ensure that city staff and RKG Associates, the project consulting team, are receiving feedback from city residents. These events also afforded an opportunity to provide residents with updates on the project. The consultant also convened a follow up meeting with a working group, consisting of Framingham business leaders and property owners, to share project research and gain feedback.

The project will result in a document, to be finalized in Fall 2018, that will include an Economic Development vision for Framingham; economic development goals, a competitive assessment of Framingham, especially as it relates to eastern Massachusetts and the global economy; and citywide development targets matched to Framingham's strengths and competitive position. The work will also include neighborhood-specific reports focused on the Nobsco neighborhood and Southeast Framingham.

"The project deliverables will fill an important gap by squarely connecting a development vision to the city's Master Land Use Plan," said Arthur Robert, Director of Framingham's Community and Economic Development Division. "More importantly, the project will help the city determine and communicate what it wants, in terms of development. Investors focus on communities that are prepared for the investment it wants. The plan will help the city prioritize zoning changes and infrastructure investments, to help show Framingham's readiness for desired development, while protecting our quality of life."



Division and Framingham's Economic Development and Industrial Corporation (EDIC) to activate the downtown plaza in front of Framingham's City Hall. In a pilot program, the non-profit has placed 30 temporary, moveable chairs and six tables with colorful umbrellas that can be used by the public. DFI

has received a placemaking grant of \$2,500 from EDIC for the pilot program. The total project cost was \$3,600.

The idea originated in 2017 with C&ED, which was looking for ways to liven up Downtown Framingham. After exploring the options this Spring, C&ED partnered with DFI, a non-profit that seeks to make Downtown Framingham the most vibrant, socially engaged, and innovative area outside Boston, to turn the idea into a reality.

"When the plaza was redesigned, more space was added to it and we were all searching for ways to activate the area," said Erika Oliver Jerram, Deputy Director of C&ED. "Research shows that people like to utilize moveable chairs and tables in this way. This pilot program is a great opportunity to test ways we can make Downtown more lively and welcoming."

The City will monitor the effectiveness of the program by collecting data daily on the use of the tables and chairs during the summer and into early fall. The chairs will remain at the downtown plaza while the weather remains agreeable.

Placemaking grants offered by EDIC remain available to organizations interested in exploring ideas for their neighborhoods. If you are interested in learning more about those grants, please contact Erika Oliver Jerram at (508) 532-5455 or at ej@framinghamma.gov.

Redevelopment of the Mount Wayte Shopping Plaza is Underway

Exhibit A Brewery and Avidia Bank Collaborate to Create a New Beer

Portion of proceeds to help children in foster care

Framingham's [Exhibit A Brewing Company](#) and [Avidia Bank](#), who added a location in Framingham last year, have joined forces to create a new beer, [Demo Tape Nineteen: Liquid Tender](#). The beer was created to help promote Exhibit A Brewing Company's first annual [Demo Tape Fest](#), an all-day festival celebrating local music and beer that took place at the brewery on July 21st. The Festival raised money for the [Rise Above Foundation](#), a non-profit that provides opportunities Massachusetts children in foster care.

Avidia Bank has served Metrowest for almost 150 years, but opened their Framingham Branch last September. Exhibit A has been in business in Framingham for nearly two years and the two companies decided to collaborate when they began running into each other at various local events. After Exhibit A decided to host Demo Tape Fest, they turned to their new friends at Avidia, who agreed to support the idea. The next project was to create a specialty beer to celebrate the collaboration and the event.

As Exhibit A wrote on its [blog](#), "But why a bank? What's this all about? We believe that collaborations should be about more than just the beer. A true collaboration is a partnership, a long lasting friendship that has lasting effects. Avidia is a business that gets it. By being active in the community, you help that community become stronger. And a strong community is good for business. By collaborating on a beer, we hope to bring awareness, not only to our respective businesses, but also to the City of Framingham and the fun and exciting people, events and businesses that are here."

Employees of the two businesses worked together to produce Liquid Tender, with Avidia Bank employees actively participating in the conception and brewing of the new



crafted beverage. You can read more about the process at Avidia's [blog](#).

Liquid Tender was available for sale at the Demo Tape Fest where, for every four pack sold, \$2 dollars was donated to the Rise Above Foundation.



The run-down Mount Wayte Shopping Plaza will soon become the center of the Mount Wayte neighborhood once again. In 2017, [Baystone Development](#) purchased the former shopping plaza located near Farm Pond, Cushing Park, and Bowditch Field. In addition, the site is located within close proximity to Downtown Framingham and Framingham State University (FSU).

With the razing of the existing structures and prep work coming to a completion this summer, construction is expected to start before Fall 2018. The Mount Wayte project includes of [210 luxury apartments](#), of which 21 will be affordable, a clubhouse, outdoor amenities - including include a swimming pool and a dog park. To further support the neighborhood, the project contributed to the Multi-use pathway along Dudley Road/Mount Wayte Avenue, in addition to providing a bus shelter for commuters who use the MetroWest Regional Transit Authority (MWRTA). The project will also include a new 60-seat restaurant.

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.