

WELCOME TO THE  
*CHOOSE FRAMINGHAM NEWSLETTER*



*Choose Framingham Newsletter  
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## Arthur Robert Updates Residents on the Work of the Community and Economic Development Division

### Economic Development in Framingham Continues to Grow

In early November, Art Robert, Director of [Community and Economic Development](#) (CED) for the City of Framingham spoke with residents and community members at the Christa McAuliffe Library about the work of the department and what's next for the city.

During the conversation, he highlighted the mission of the office and its dedication to promoting development and business opportunities that will enhance the quality of life for Framingham residents. Fortunately, there are already a number of projects underway - and others already completed.

In the last five years, CED secured over \$4 million in grant funding to move initiatives forward. The Office of Community and Economic Development has been putting that funding to good use on projects throughout the City.

He talked about vital projects such as the Golden Triangle, open space acquisition, and the transit-oriented development (TOD) pipeline, while also touching on larger issues such as transportation and historic preservation, the Framingham Centre Common Cultural District, Nobscot/Saxonville's ongoing implementation of the 2015 "Villages"

## MetroWest Medical Center is Ready to Grow

*Choose Framingham Interviews Andrew D. Harding, MetroWest Medical Center's New CEO*

*It's been an exciting year already for [MetroWest Medical Center \(MWMC\)](#). The hospital system, which was the result of a merger between Framingham Union Hospital and Leonard Morse Hospital in the 1990s, is one of the city's major employers, just celebrated its 125th year, and welcomed new CEO Andrew D. Harding, RN, DNP. [Choose Framingham](#) caught up with Harding to discuss the anniversary and to learn a little more about the exciting new developments in store for this longstanding institution and the Metrowest's most significant medical system.*



*Andrew Harding, RN, DNP*

**You were named the CEO of MetroWest Medical Center in October. Can you give us a little more information on your background?**

Before being named CEO of MetroWest Medical Center, I served as the Chief Nursing Officer for two years. I earned a Doctorate of Nursing Practice degree from the MGH Institute of Health Professionals with a concentration in Executive Leadership. I am a Fellow of the American College of Healthcare Executives, Fellow of the Academy of Emergency Nursing

and a Fellow of the American Heart Association. I am also a Certified Professional in Healthcare Quality through the National Association of Healthcare Quality.

**Are you excited about being the CEO of MetroWest Medical Center? What are you hoping to achieve for the center in your new role?**

I am very excited to be the CEO of MWMC! I hope to help MetroWest Medical Center become the employer of choice and deliver on our promise to patients by providing high-quality healthcare to all citizens at affordable rates.

**MetroWest Medical Center is celebrating its 125th anniversary. Tell us a little bit about the hospital's history and what you're doing to celebrate it.**

plan, and also community development through Community Development Block Grant-funded work in low-income areas. Additionally, for residents, it was a chance to discuss "Opportunity Zones" and what they mean for those who live in or near them.

All of these great projects were made possible as a result of a great team, great methods, and the ability to listen to decision-makers, business owners and residents. Framingham's City Charter, accepted by the voters in 2017, directs the creation of a larger Planning and Community Development office, placing all land use regulation under the purview of a single executive accountable to the Mayor. Work to effect this change is underway and will be implemented in 2019. Businesses looking to come to Framingham are already seeing a real difference in streamlining approval and zoning processes.

Further plans for Economic Development are already being implemented, with Phase 1 - The Creation of a Comprehensive Economic Development Plan - nearing completion. The city can now move towards marketing, events, and business development. The focus remains on how to improve the City's current systems going forward that will allow it to continue to attract new business and development opportunities to strengthen the community.

## **Saxonville Mills Holds Fall Open Studios Event**

Saxonville Mills is making a big impact on the art community in Framingham, and they continue to find ways to open their doors to the community.

Framingham Union Hospital and Leonard Morse Hospital are only five miles apart and in 1991, the administrations and governing boards of the two hospitals discussed combining efforts and created what is known today as MetroWest Medical Center. Today, the combined campuses of 307 beds provide MetroWest communities with high-quality care close to home. Detailed historic information about both campuses is available on our website [www.MWWMC.com](http://www.MWWMC.com).

To commemorate the 125th anniversary, we hosted a walking challenge from September 10th through October 14th and encouraged community members and our staff to walk 125 miles over the course of those five weeks.

The first annual Health, Weather and Safety Fest was hosted on October 13th. During the event at our Framingham Union campus, participants enjoyed interactive demonstrations about weather and toured the operating rooms.

From October 13th through November 13th, we invited the children in our communities to decorate a puzzle piece to express what MetroWest Medical Center means to them. Their art is on display in our Leonard Morse campus to show how all the unique pieces fit together to make a great picture!

November 8th was declared "MetroWest Medical Center Appreciation Day" by the City of Framingham. We received commemorative proclamations from the City of Framingham, Town of Medway, Town of Hopkinton, Town of Holliston and the City of Marlborough. We also received an official citation in recognition of the anniversary from the Massachusetts State Senate and the Legacy Leader for Longtime Community Contribution and Partnership distinction from the MetroWest Chamber of Commerce.

**Give us some insight into hospital's areas of expertise. How do you serve the residents of Framingham and beyond?**

The Cardiology Department at MetroWest Medical Center is well-equipped with quality physicians and staff. We have a full cardiac cath lab and we are the only Platinum rated cardiology program in Massachusetts from the American College of Cardiology.

We also care for women with high-risk pregnancies. To support their children after birth, we have Level 2b Special Care Nursery with neonatologists from Tufts Medical Center.

This year, we acquired a da Vinci surgical robot to provide robotic surgeries in oncology, urology and general surgery.

After the success of its [Open Studios event](#) last spring, the Saxonville Mills business community hosted another Open Studios this month. On Saturday and Sunday, November 17th and 18th, the Mills invited the public to come explore more than 15 businesses and non-profit organizations, who provided tours, demonstrations, and opportunities to purchase unique and handmade items.

Vendors included the Saxonville Studios, Fireseed Arts, Damianos Photography and Publishing, B Contemporary Art Gallery, Past Prezence-SensationWear, Ever Design Works, The Mill Contemporary Art Studios, One Hundred, the Potting Shed, Framed In Time, Kano, Acorn Editions, Framingham History Center and Framingham Makerspace.

Anyone interested in learning more about Saxonville Mills is encouraged to visit their [website](#) and [Facebook](#) page. There is something for everyone!

### **What are some of the exciting upcoming developments for MetroWest Medical Center?**

As we look to 2019, we will be investing in our Labor and Delivery Unit to establish a special section of private rooms for pregnant women arriving for outpatient services. We will be renovating our cardiovascular units to improve our technologies and provide a bigger, better space for care to be delivered. We are also preparing to open a comprehensive Wound Care Center.

### **MetroWest Medical Center is a system that serves more than just Framingham but other communities in Metrowest. Tell us more about what is happening system-wide.**

Having been on the job for five weeks, I see the opportunity for continued growth within both campuses. The administrative team is constantly evaluating our strategic plan across the market. Our parent company, Tenet Health, is committed to the success of both MetroWest Medical Center and Saint Vincent Hospital and serving the patients in the Metrowest and Central Massachusetts regions.

### **What's are the benefits of being located in Framingham? How can the city help the medical center grow?**

Framingham is poised for greater than 5 percent population growth over the next 5 years. There is a booming downtown revitalization with new businesses and affordable housing. There is also a focused interest within local social services agencies to address the full continuum of care for patients and residents who live in Framingham. We appreciate the continued support from our elected officials, including Mayor Spicer who helped to convene these parties to help ensure that citizens are well cared for. MetroWest Medical Center is a proud supporter of these efforts to continue providing high-quality care in our community. We are here to serve every citizen and we take this commitment very seriously.



# City of Framingham Announces Bicycle Share Program to Begin in 2019

## *New Partnership with Zagster Enhances Framingham's Cycling Culture*

Earlier this month, the City of Framingham [announced](#) it had granted an exclusive two-year license to bicycle share provider [Zagster](#), setting the stage to begin operation of its "Pace" service in Spring 2019. Pace - a new, modern bike share service for cities and colleges powered by Zagster - will begin a pilot project with at least 50 bikes across Framingham. To kick off the service, Zagster and the City hosted a meet-and-greet event at Jack's Abby on November 14th.

"Bike sharing is an increasingly important part of transportation systems nationwide, offering a healthy, accessible and affordable way to reduce traffic and relieve parking demand," said Mayor Yvonne Spicer. "We are thrilled to get rolling with Pace. Framingham is our state's newest city, and a bike share program will help people who work, live, or study here make the most of what we have to offer."

With the Pace program, anyone with a mobile phone will be able to unlock a bike in one part of the City and drop it off in designated areas, for a small charge. Pace features smart bikes that lock to stations to provide flexibility for riders while preserving safety for communities. Riders can rent and return bikes from one of Pace's dedicated bike parking racks, from any public bike rack, or from other bike securing locations available throughout the city, enabling true point-to-point travel while ensuring riders can reliably add bike sharing to their daily commute. The City has approved an exclusive license, with no public money being committed, and is working with Zagster to identify appropriate locations and private sponsors for the service.

"We are excited to welcome Zagster for a number of reasons, notably their experience in the industry, willingness to design a system to match our needs, and providing a service model we believe will foster increased ridership in Framingham," said Art Robert, Community & Economic Development Director. "We hope this pilot proves its worth in Framingham and that a bike share program can expand over time to serve everyone who wants to ride."

The Zagster partnership is just another example of the growing

cycling culture in the City of Framingham. In 2014, Tara Mantel and her partner, Francisco Cornelio, opened [n + 1 cyclery](#) in Downtown Framingham, which she describes as a store that "caters to both old school and new school, which is unusual." Though the shop has carved out a niche in the vintage and restoration markets, it can also repair any kind of bike and build custom bikes for riders of any type. In addition, it has become a center of community for cyclists throughout the region. Mantel says that on any given day, you can enter the store and find individuals there who don't necessarily need a bike repair, but who want to drink coffee, read their collection of books on bicycles, and chat. "They can hang out for as long as they want," says Mantel.

In addition to [n + 1 cyclery](#), Framingham is also the home to [1854 Cycling Company](#), which recently received the "Manufacturer of the Year" award from the Commonwealth of Massachusetts as well as [Antelli's](#) bicycle tune up and services and the national chain [REI](#).

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## Framingham History Center Keeps Dennison's History of Innovation Alive



Last month, *Choose Framingham* featured [Kephera Diagnostics](#), a Life Sciences company that recently moved to 1 Grant Street in Downtown Framingham. Kephera joins [Alira Health](#), another Life Sciences company that has been located at that site since 2013, and [Qura, Inc.](#), who has also recently moved into the complex. In different ways, these companies are advancing a tradition of innovation first established by the building's original owner, the Dennison Manufacturing Company.

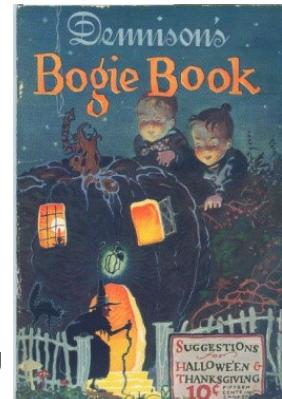
Dennison Manufacturing (Mfg.) was founded in 1844 and headquartered in Framingham from 1897 until it merged with Avery in 1990 to become Avery Dennison. This month, the [Framingham History Center](#) (FHC), which houses a number of archival documents of the landmark company, launched a ["finding aid"](#) on its website to help historians and others

interested in learning more about the Dennison Mfg. Company. The FHC acquired the archives six years ago and since that time, they have sifted through the documents and staged an exhibition about the company. They have also shared the archives with Harvard Business School.

According to Annie Murphy, the Framingham History Center's Executive Director, both Henry Dennison - a former president of the company - and the Dennison Mfg. Company as a whole were innovators. Dennison was the grandson of the company's founder, and his achievements included co-authoring a book on management with legendary Harvard University economist John Kenneth Galbraith and advising several U.S. Presidents. As for the Dennison Mfg. Company itself, they were the first corporation to offer unemployment insurance, employee activism led to a more reasonable work schedule, and the company offered health and child care on site.

Dennison's innovations were also the precursor to modern advertising and marketing practices. "They invented branding," said Murphy. "They were making tags and labels, and they advised their clients to use those tags to give information. They would then help design logos for them. The graphics are amazing - they had some of the best artists in the area working for them."

As importantly, Murphy notes that Dennison's innovations are responsible for shaping our modern holidays. According to Murphy, the Company printed different magazines for each holiday that she compares to Martha Stewart. In fact, Murphy laughingly says Stewart "should bow to Framingham every morning. They kind of invented Halloween. They invented jack o'lanterns." The magazines would include different party games, decorating ideas, poems, and more for each holiday.



Murphy is hoping that the new finding aid will help people rediscover Dennison's history as an innovator in American business. "Dennison products were once in every stationer's store across the country, and it had such an impact on Framingham as a community. It's important for former workers and others to be able to come back and know that Dennison still has a place in the community," she says.

For more information on the Framingham History Center's

archives on Dennison Mfg. Company, please visit their website at <https://framinghamhistory.org/>.

#### Framingham EDIC

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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*

