

WELCOME TO THE  
*CHOOSE FRAMINGHAM NEWSLETTER*



*Choose Framingham Newsletter  
November 30, 2019 - In This Issue:*

**Sidewalk Activation**

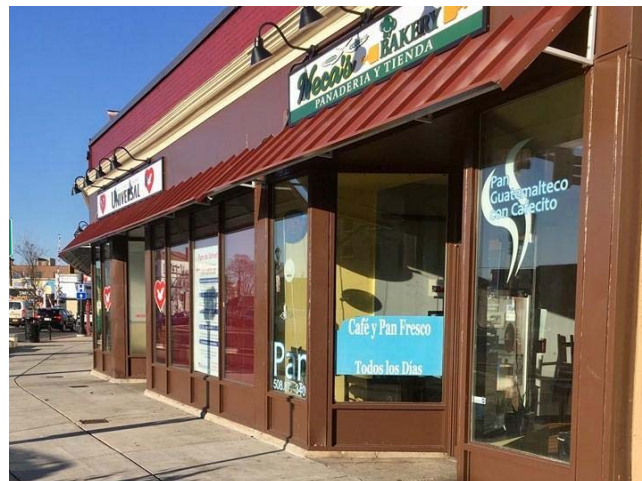
**Restaurant Space Available**

**Launch Framingham**

**Shop Small November**

**Holiday Shopping Guide**

**Adesa Boston**



## **Sidewalk Activation Ordinance Passes in Framingham**

*Framingham City Council voted on November 7 to allow businesses in the core of Downtown Framingham to utilize the sidewalk in front of their businesses to extend their commercial presence. A hallmark of many active downtowns, this ordinance establishes guidelines for businesses that ensure sidewalk safety and buy-in from city officials. The new law creates an approval process that will ensure that any activities that occur outside of the storefront will be attractive and safe for all users. The*

## Shop Small November

What's been happening in Downtown Framingham this month? Courtney Thraen, Executive Director at [Downtown Framingham, Inc.](#) and her team, have been promoting small businesses as part of Shop Small November. In addition to weekly themes, social media followers were greeted each day with one of thirty reasons to shop small and strengthen the local economy.

**Week 1:** The first week of November was Restaurant Week. [Sabor de Casa](#), [Anastasia's](#), [Tango Pizza](#), [Pueblito Paisa](#), [Jack's Abby](#), [Pollo Royal](#), [Framingham Sub Shop & Pizza](#), [Marao Burger](#), [Franklin St. Cafe](#), and [Sofá Café](#) offered special deals to customers all week.

**Week 2:** The week of November 10 through November 16 was Fashion & Beauty Week. There were special offers each day from local businesses including [Body ART Studio 13](#), [Hi Sense Beauty & Fashion](#), [Golden Circle](#), [New Face Hair Design](#), [Imperial Jewelry](#), and [Atlantis Dental](#).

**Week 3:** Home, Health, and Wellness week was the focus for November 17-23, featuring deals to downtown shops including [N+1 Cyclery](#), [CoreFit](#), [Rosa's Beauty Salon](#), [Urbano's Furniture](#), [Concord Dental](#), and a yoga class at [Springdale](#).

**Week 4:** The final week of Shop Small November focused on Tech & Professional Services. In addition to [D'mar Electronics](#) opening their doors at 100 Concord Street, residents were encouraged to visit [J&C Cleaners](#), [mqhightech](#), [Congress Insurance Agency, Inc.](#), [Power Mobile](#), [JR & D Services](#), [Union Travel](#), [The Locksmith](#), and [Loja Do Marcizio](#) for ongoing opportunities.

All month, people were encouraged to post pictures of their Shop Small adventures on social media as part of the nationwide #shopsmall campaign. All of these events culminate today, November 30, Small Business Saturday, which encourages holiday shoppers to patronize brick and mortar businesses owned locally in their community instead of big box retail and online stores.

## Holiday Shopping Guide

ordinance identifies specific storefronts where the sidewalk is wide enough to accommodate café seating, merchandise displays, or just signage.



Downtown Framingham, Inc. (DFI) staff put together a comprehensive package of what types of activities are eligible for specific storefronts. "Over the past two years, it has been great to enthusiastically work with so many City department leaders on the Sidewalk Usage Ordinance in the Central Business District," said Courtney Thraen, DFI Executive Director. "I am so grateful to the City Council for quickly making this ordinance a priority and the unanimous vote of Council approval was greatly appreciated." DFI is already working with businesses to plan their spring designs, including cafe tables and storefront gardens.

The program covers commercial storefronts along Concord Street and Union Avenue to the north and along Irving and Hollis Streets to the south. In general, the uses follow these guidelines:

If the sidewalk is:

- less than or equal to four feet, no outside uses are allowed
- between four feet and seven feet of width, then displays, audio speakers, and signs are allowed
- greater than seven feet, the ordinance allows displays, signs, live entertainment, and cafe seating

All Sidewalk Activation permit requests will require sign off from Public Works as well as review from the City's ADA accessibility inspector. Interested business owners should contact [Erika Oliver Jerram](#), Deputy Director, Community and Economic Development.

## Restaurant Space Available for Lease

Framingham has several prime spaces available for lease, including 75 Concord Street and 444 Franklin Street, which are specifically set up for restaurants. There is 2,587 SF of restaurant space at 75 Concord Street on the street level of the new 196 unit high-end residential development, Alta Union House. The restaurant is located at the prominent corner of Concord Street and Howard Street in Downtown Framingham, with easy access to the MBTA Commuter Rail station and plenty

Framingham has you covered! Let Choose Framingham guide you to some of the best local shops to buy the perfect holiday gift and support our local businesses and artisans.

Starting with craft fairs in the first weekend in December, there are several around Framingham. Swing by Cushing Park on December 7 and buy some green at the [Framingham Garden Club's Greens Sale](#) or shop many local vendors later in the afternoon at the Framingham High School [Holiday Marketplace](#). On December 8 you can shop more local vendors at The PARLR at their [Holiday Sip and Shop](#). On December 14, visit the [Community Kiln](#) and purchase handmade pottery or shop over 200 vendors at the 32nd Framingham Auxiliary Police [Craft Fair](#). You can finish off that weekend on December 15 by shopping at the Downtown Framingham, Inc. [Holiday Market](#) at Springdale.



If you haven't been downtown lately, make sure to check out some of the [new businesses](#).

Framingham also has many small shops outside of the Downtown area

with great gifts for everyone on your list. [Red Rover Clothing Company](#) offers outerwear, accessories, and blankets made from fleece and rain wear fabrics. Shop online at The [Framingham History Center](#) for some gifts for your Framingham history buff. [Framed in Time](#) can help with custom framing needs, but also has a gallery with handcrafted items that you won't find in other area stores. [SKM Collection](#) offers a wide selection of fashion jewelry, trendy clothing, and fun accessories. [Shuki's Judaica Jewelry & Gifts](#) will satisfy all looking for Jewish jewelry and gifts. Shop 20 artisan vendors at [Avenue C](#) for a blend of vintage and handmade items. Think outside of the box and get a gift card for continuing education for [Keefe at Night](#).

There are also many places to buy gift cards, including small shops such as [Dulce D Leche](#) and [Chocolate Therapy](#). Grab a treat for yourself while you're there!



of foot traffic. Utilities provided include natural gas, electric, HVAC, public water, sewer, and a grease trap. Alta Union House, which is all new construction, recently received occupancy for the balance of the building. Phase One opened in late July and lease up has been going steadily since then. For restaurant space leasing information, contact [Chris McMahon](#) at Summit Realty Partners.



There is also a new restaurant space available in the Buckley Complex, the new 210 unit luxury apartments located at Mt. Wayte and Franklin Street. The restaurant shell will be completed by February 2020, right at the intersection close to Framingham State University, Bowditch Field, several office buildings, and serving as a key gateway to Downtown Framingham. 2,800 SF of freestanding space restaurant is available with a 1,400 SF basement. Utilities include natural gas, full-capacity electric, HVAC, public water, sewer, and a grease trap. There will also be outdoor dining available on Franklin Street. For leasing information, contact [Todd MacDowell](#) at Baystone Development.



## Launch Framingham Opens

Looking for a new activity for your kids? Launch Framingham, located at 2 California Ave, had its grand opening on Saturday, November 9. The new 21,000 square foot facility offers year-round family



## Adesa Boston

### East Region Auction of the Year

Adesa Boston was recently named the 2019 Eastern Chapter Auto Auction of the Year for Excellence in Community Service by the National Auto Auction Association. Adesa was chosen out of approximately 75 auctions in the East Region. They received this award for their community involvement with the Framingham Police Department, Framingham Fire Department and City of Framingham events and projects such as the Flag Day Parade, Downtown Framingham, Inc., and the new pocket park on Irving Street. Mayor Yvonne Spicer met with Jack Neshe, General Manager of Adesa, and other members of the team for a tour of their facility earlier this month. Mayor Spicer said it was "an impressive visit to Adesa Boston where I learned about the many ways in which they have partnered with the City of Framingham". Adesa has been in Framingham since the mid-1990s, led by a robust leadership team of professionals, has expanded business operations to include live and online auctions, serving over 2,000 dealers.



(L-R) Mike Caggiano, EVP Eastern Region; Jack Neshe, General Manager; Mayor Yvonne Spicer; Elizabeth Morich, Assistant General Manager



entertainment including a ninja style obstacle course, laser tag arena, battle pit, a slackline challenge and full redemption video games scattered



throughout the facility. Visitors can also enjoy wall-to-wall, interconnected trampolines with angled trampoline walls, as well as signature trampoline courts dedicated to tumbling, dodgeball and slam-dunk basketball and great in-house dining options.

Founded in 2012 by entrepreneur Rob Arnold and former NFL star and three-time Super Bowl champion Ty Law, Launch is an



Ty Law at the grand opening

innovative leader in the family entertainment industry. Ty Law, recent inductee into the Pro Football Hall of Fame, was at the grand opening, along with Ryan Debin, owner

and operator. Launch has three other locations in Massachusetts, in Norwood, Methuen, and Watertown. They also have several other locations in fourteen different states across the country.

According to Law, this is an incredibly exciting time for Launch, as the franchise continues to expand across the country. "Our parks are not just a business, but a space where families come together to create lasting memories. We're thrilled to have an illustrious partnership with Ryan and are confident his parks will be the place for families to come together across the community," he added.

Launch's primary target market is families with children ages 4-14, but they don't stop there. They also target high school and college students, as well as other adults. The parks are the perfect social gathering place for birthday parties, date night, family events, corporate events, fundraisers or just friendly get-togethers in a safe and enjoyable environment.



Ryan Debin, the entrepreneur behind Momentum Enterprises, a group of community-focused businesses throughout New England, mentioned in a recent press release, "Launch offers



*everything a kid could want. As a father of four, I have always looked for business opportunities that my kids would think are entertaining, and Launch exceeds that. It's the whole package, and I couldn't be more excited about bringing more locations to the area."*

*For more information about Launch Framingham, visit their [website](#).*

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.