REMAKING THE SUBURBS
with TOD Policy + Planning

Tuesday, September 10
Jenni Easton, AICP, CNU-A, Mackin Engineering
Ben Estell, Borough of Dormant, PA

Chris Kuschel, AICP, MAPC
Mayor Yvonne Spicer, Framingham, MA

Moderated by Karina Milchman, AICP, MAPC
Equitable TOD in Metro Boston’s Suburbs

Rail~Volution 2019

Chris Kuschel, AICP
ckuschel@mapc.org
Metro Boston needs to produce >400,000 housing units by 2040*
Where can this housing, along with needed additional office and retail space be created?

*See www.mapc.org/learn/projections
Urban core communities are working towards addressing these needs

15 communities have created a housing production goal of 185,000 units by 2030

*See www.mapc.org/learn/projections
Suburban TOD will also need to be a part of the solution

*See www.mapc.org/learn/projections
Change occurs locally -- MAPC works with communities to facilitate TOD
Principles: Community Engagement
Principles: Context sensitivity
Principles: Creating a sense of place

Dedham, MA existing conditions near commuter rail
Principles: A focus on implementation

Rendering from Woburn, MA Smart Growth Overlay District (under construction)
Transit Oriented Development
Success in the Suburbs

Mayor Yvonne Spicer
• Commonwealth’s newest city
• 26+ square miles
• Population: 70,000+, 14th largest community
• Economic clout:
  • 50K jobs, net labor importer
  • 2,200+ establishments
  • $3+ billion annual payroll
• 3 development centers
• Diversity: geography, economy, demographics
• Key assets: access, workforce, quality of life
DOWNTOWN - REALIZING THE VISION

Dec 2013
MAPC Study Begins

Mar 2013
First of 7 Roundtables with developers

Nov 2014
Open House In Nevins Hall

Summer 2015
First of 12 mtngs With SCPZ on new CB Zoning

Nov 2013
MAPC Study Begins

Nov 2014
Open House In Nevins Hall

Summer 2015
Begin extensive outreach to describe TOD vision

Oct 2015
Pass CB zoning - Begin work with Mill Creek & Wood Partners

May 2016
Developer Tour

Winter 2016
Finalize TIF agreements & begin outreach

First major projects in Downtown in 30+ years

Fall 2016
- Streetscape completed
- Prepare UCH-TIF Plan and Zone for DHCD
DOWNTOWN - REALIZING THE VISION

“We want to make Downtown Framingham a vibrant, urban, diverse, multi-cultural center that can really be a hub of economic activity in the MetroWest region.”

- Summary Vision Statement for Downtown
### KEY FINDINGS

<table>
<thead>
<tr>
<th>Issue</th>
<th>Why hasn’t TOD happened in Framingham?</th>
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<tbody>
<tr>
<td>Density</td>
<td>Needed to create critical mass &amp; aggregate parcels</td>
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<tr>
<td>Parking</td>
<td>Need for less restrictive off-street rules reflecting TOD market and historic buildings built for walkable communities</td>
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<tr>
<td>Use Flexibility</td>
<td>Need flexibility, including mixed use to allow developers ability to meet market changes</td>
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- Revise the Central Business zoning and map
- Partner with First movers

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**EXECUTIVE SUMMARY**

**Keys to Unlocking Downtown’s Potential**

**Capitalize on the Market**

The market for residential development lies primarily with multifamily rental units with higher end finishes and building amenities to attract younger and older tenants.

**Public and Private Partnership**

- The costs of developing mixed-use and residential buildings in Downtown are close to exceeding potential profit, making development only marginally profitable.
- The residential market has not been tested with new product in some time. It may take a few smaller residential projects to prove the market in Downtown.
- Parking requirements are too high for residential development in Downtown. Parking costs can be lowered by adjusting parking requirements through zoning changes.

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**Downtown Framingham**

**Transit Oriented Development Action Plan**

March 2015
## RESEARCH, ENGAGEMENT, & SUPPORT
**2013 TO 2016**

<table>
<thead>
<tr>
<th>Outreach Activity</th>
<th>Boards &amp; Votes</th>
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<tbody>
<tr>
<td>TOD Roundtable - 7 meetings</td>
<td>Board of Selectmen – 3 meetings</td>
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<tr>
<td>MAPC-led engagement: Market research, 3 Focus Groups &amp; community mtnng</td>
<td>Planning Board – Public Hearing process</td>
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<tr>
<td>Developers &amp; major Downtown employers</td>
<td>Zoning Board of Appeals</td>
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<tr>
<td>CED: 3 Community Workshops</td>
<td>School Committee</td>
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<tr>
<td>Financial Leadership Group</td>
<td>Bicycle &amp; Pedestrian Advisory Committee</td>
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<tr>
<td>Library “Brown Bag” presentation</td>
<td>TM Standing Cmte on Planning &amp; Zoning - 12 meetings</td>
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<tr>
<td>Media outreach – Access Framingham, Metrowest Daily News Editorial Board, Framingham Patch</td>
<td>Framingham Downtown Renaissance Board of Directors</td>
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<tr>
<td>Public Information Session</td>
<td>Economic Development Industrial Corp.</td>
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<tr>
<td>TM Member Bus Tour</td>
<td>Finance Committee</td>
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<tr>
<td>Framingham Rotary</td>
<td>Metrowest Chamber of Commerce</td>
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= Vote of Support
EXPANDED CENTRAL BUSINESS (CB) DISTRICT ZONE TO SUPPORT DOWNTOWN TOD

DRAFT Zoning Boundary for Central Business District

Approved by Town Meeting

Zoning Districts:
- Business
- Central Business
- General Residence
- General Mixed-Use
- Office and Professional

Disclaimer: The information on this map is produced by the Town's Geographical Information System (GIS). The Town of Framingham cannot guarantee the accuracy of the displayed layers. Field investigation is required for exact boundaries.

Date: 9/23/2015

Framingham Planning Board
Memorial Building - Room B-37 - 190 Concord Street
Framingham, MA 01702-0337
(508) 862-4480 • planning.board@framingham.ma.gov
TRANSFORMATIONAL TOD OPPORTUNITIES

75 Concord Street/Alta Union House – 192 Units / 2.56 FAR

59 Fountain Street – 256 Units

266 Waverly Street – Modera Framingham -- 270 units/2.2 FAR
DOWNTOWN TOD STATUS

- $50MM+ in recent public & private investment
- 20 new downtown businesses & amenities
- Spring 2018 – Alta Union House & Modera Framingham break ground
- Fall 2018 - Recognition:
  - LOCUS/Smart Growth America 2018 Project of the Year
  - APA-MA Planning Project Award
- Mid-2019: 9 Project Pipeline, ~1,000 pot’l units
- July 21, 2019 – Alta Union Phase 1 opens – 20% preleased
THANK YOU
TOD in Bethel Park
So you want a downtown.
Peak suburbia:

- Built out principally between 1950 and 1970
- Very auto-oriented, limited sidewalks
- Mostly single-family detached homes in cul-de-sac plans, some strip malls, larger shopping centers
- Almost everyone who lives here works somewhere else; almost everyone who works here lives somewhere else
Mandate to create a traditional downtown

- Rail line
- Iconic bakery
- Public amenities
- Park and ride
- Block is literally 1000' long
- No curb: Free for all!
- No sidewalks
- 50' min setback
A fortunate coincidence:
Local vision, strategies and implementation unfold in concert with capacity building

- Municipal comprehensive plan update and zoning ordinance rewrite
- Transit-oriented development zoning project (CONNECT, Port Authority)
Gaining buy-in

Community recognized TOD as a means of reaching goals:

- Enhancing community walkability
- Reducing congestion on arterials
- Fortifying unique local character
- Addressing unmet demand for restaurants and experiential retail
- Diversifying housing types
- Creating a downtown, somewhere charming and idyllic for residents to enjoy community life
The transformation:

- **Zoning:** Current 50-foot minimum front setback makes existing structures non-conforming, encourages front parking lots. Dimensional standards and parking minimums prohibitive of TOD. Need design standards. Review use mix.

- **Infrastructure:** Reconfigure 50-foot ROW to narrow vehicle lanes, add bike lane, curbing, sidewalks

- **Streetscaping:** Lighting, street trees, furniture, etc.
Thank you!

Jenni Easton, AICP, CNU-A
Mackin Engineering Company
Pittsburgh, Pa.
jeaston@mackinengineering.com
Borough of Dormont | Bringing TOD to a Transit-Based Community
You are my density.

- Founded in 1909
- Liberty Tunnel opened in 1924
- 42S Streetcar Line opened in 19xx
- Massive population growth in 1920’s and 1930’s
- 0.76 square miles
- 8500 residents
- 11,000+ per square mile
- #4 in PA/#110 in US
Dormont Junction - Today
Where do we go from here?

- Access issues
- Visibility issues
- Form issues
- Affordability issues
Two tracks for progress

T.O.D. Zoning
• CONNECT TOD Zoning Project with Dover Kohl & Partners
  • Synoptic survey
  • TOD Self-Assessment
  • Form-Based Code Intro
• Total Zoning Overhaul

Station Area Planning
• Port Authority of Allegheny County
  • Review and Analysis
  • Public Meetings
  • Create Station Area Plan
  • Public Meetings
  • Create Implementation Strategy
• Station redesign
• Station Area Development
THANK YOU

Benjamin Estell - Borough Manager
bestell@boro.dormont.pa.us
Thank you!

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