

# ULI Boston Technical Assistance Panel (TAP)

## Framingham Tech Park



## **Mission**

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

**ULI is a research and education institution** with nearly 30,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

## **ULI at the local level**

- **Boston District Council serves the six New England states**
- 1,000 Members—developers, architects, planners, public officials, financiers, students, etc.

## **Emphasis on sharing best practices and providing outreach to community**

- Over 2,000 attendees last year
- UrbanPlan High School Program
- Technical Assistance Panels
- Trends in Real Estate Conference

# Technical Assistance Panels (TAPs)

## Framingham Tech Park

ULI Boston is committed to supporting the communities of New England in making sound land use decisions and creating better places. **A Technical Assistance Panel (TAP) brings together of a group of ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.**

### This TAP

- Sponsored by MAPC
- This panel looked at the full range of options from an unbiased perspective.
- Panelists include experts in the fields of architecture, development, engineering, transportation, landscape architecture and wellness.
- Panelists have donated their time
- Final Deliverable – Written report (within 6 weeks) will be available at <http://boston.uli.org>

# TAP Panelists

## TAP Co-Chairs

Frederick A. Kramer, AIA - ADD Inc  
Ed O'Rourke - GEI Consultants

## TAP Panelists

Mariana Arcaya - MAPC  
David Hancock, AIA - CBT/Childs Bertman Tseckares, Inc.  
Rich Hollworth P.E., - VHB  
Cathy Offenbergl - CRJA  
Keri Pyke, P.E., PTOE - Howard/Stein-Hudson Associates  
Sean Reardon - Tetra Tech

Caitlin Bowler – Report Writer  
Michelle Landers – ULI Boston Manager



## The Panel's Assignment

### Address the following questions:

- How can we enable more economic development while reducing per employee vehicle miles traveled in this location?
- What land use recommendations are there regarding the Framingham Tech Park, the 9/90 Corporate Center, and the land along Route 9? What are the specific locations where these recommendations would be appropriate? Which of these recommendations are short-term and which are long-term?
- What are the current issues that other office and industrial parks are encountering? What recommendations and updates have been made to retrofit these areas?
- What makes this site similar or unique compared to other office and industrial parks?

# The Process

## Site Visit:

- Framingham Tech Park
- 9/90 Corporate Center
- Reservoir
- Park and Ride



## The Process

### Panel interviewed stakeholders including:

**Stanton Bigelow** - Framingham Public Works

**Eric Denoncourt** - Town of Southborough

**Bruce Leish** - MetroWest Regional Collaborative

**Ed Carr** - MetroWest Regional Trans. Authority

**Stephanie Hirshon** - MetroWest/495 Trans.  
Management Assc.

**Jessica Strunkin** - 495/MetroWest Partnership

**Gordon Brailsford** - Genzyme

**Tom Mckenney** - Sheraton Framingham Hotel &  
Conf Ctr

**Christopher Belton** - Marriott Residence Inn

**David Yancey** - National Development

**Alison Steinfeld** - Framingham Community and  
Econ. Development

**Michelle Brooks** - Staples

**John Strickland** - Bose

**Tamara Calise** - MetroWest Moves Community  
Trans. Grant

**Laurie Courtney** - Framingham Health Department



# Getting to and from the Study Area

## **A. How can we enable more economic development while reducing per employee vehicle miles traveled in this location?**

### **1. Increase Carpooling/Ride share**

Target: 13% Ride share

Proof: Staples achieved 14% in 2008

Result: Would support 100,000 square feet of new development without increasing traffic

Actions: Study Regional Park and Ride Options

Focus on combined study area initiative



# Getting to and from the Study Area

## **A. How can we enable more economic development while reducing per employee vehicle miles traveled in this location?**

### **2. Improve Public Transit Connections**

Target: 7% Ridership

Proof: 15% of total employee population is interested

Result: Would support 150,000 square feet of new development without increasing traffic

Action: Study benefits associated with each transit improvement (Expanded service, greater convenience, better connections, more frequent service, etc.)

# Getting to and from the Study Area

## A. How can we enable more economic development while reducing per employee vehicle miles traveled in this location?

### 3. Create direct connection from park to turnpike

Target: 1,000 Additional Trips

Proof: Turnpike Ramps are constrained by Route 9

Result: Would support 1,000,000+ square feet of new development without increasing traffic

Actions: Study direct connection from turnpike toll plaza to Pennsylvania Avenue

Study improved intersection at New York, Pennsylvania and California Avenues

## Getting to and from the Study Area

**B. What land use recommendations are there regarding the Framingham Tech Park, the 9/90 Corporate Center, and the land along Route 9? What are the specific locations where these recommendations would be appropriate? Which of these recommendations are short-term and which are long-term?**

### **Explore Rezoning to allow Mixed Use/High Density Residential Development**

Target: Create nearby higher density residential development

Result: Residential opportunity tied to the study area directly eliminates VMT

Actions: Create Market Feasibility study for Mixed Use Site nearby  
Study similar cases in region (example: Burlington)

## Getting to and from the Study Area

**C. What are the current issues that other office and industrial parks are encountering? What recommendations and updates have been made to retrofit these areas?**

**Google** – 14% of Google employees would quit if they had no shuttle service

**Genetec** – Cost/Benefit study showed it was cheaper to pay people to carpool than to build parking

**Wall Street Journal Reports** – 20% higher real estate values near shuttle stops

**Seaport Square Boston** – Onsite workforce housing means no commuter trips and adds 24 hour life to the area *but* need to make it a nice place to live

**Northwest Park (Burlington MA)** – Provides two separate access routes to regional highway network



## How can we enable more economic development while reducing per employee vehicle miles traveled in this location?

### *Retrofitting Suburbia*

“Incremental Metropolitanism” - Consists of connecting and filling in to increase the density of people and uses in the same acreage, making better use of infrastructure and energy and creating environments congenial to walking and socializing, all of which aggregates demand sufficiently to support convenience retail and restaurants.

Targets outdated unsustainable developments of existing suburbs. With the reduction of vehicle miles traveled as their goal the authors see transit options and increased density as the key means for success



## Life Within the Study Area

# How can we enable more economic development while reducing per employee vehicle miles traveled in this location?

**Placemaking – Creating a sense of place will make a more desirable location and provide opportunities other than driving**

- **Increased Walkability:**
- **Streetscape improvements**
  - Sidewalks where there are none e.g. Mountain Road
  - Crossing Boulevard connected to Intermodal Site
  - Lighting
  - Sidewalks
  - Trees
  - Traffic calming i.e roadway narrowing
  - Shuttle Bus Stops integrated with Streetscape improvements

## Life Within the Study Area

**What land use recommendations are there regarding the Framingham Tech Park, the 9/90 Corporate Center, and the land along Route 9? What are the specific locations where these recommendations would be appropriate? Which of these recommendations are short-term and which are long-term?**

**What makes this site similar or unique compared to other office and industrial parks?**

### **Increased Internal Connections:**

- Rail Spur as Greenway
- Bay Circuit Trail Connections
- DCR Trail (Improvements)
- Introduce Pause spaces
- Sheraton Hotel

### **Park design guidelines for open space**

- Create direction for future development

### **Uses**

- Housing – Multifamily Rental
- Food Service/Restaurant and Convenience Retail

## Living Within the Study Area

- Reconstitute Tech Park Association to include all stakeholders – including 9/90 tenants
- Market Feasibility Study for available/under used parcels
- Develop Park-Wide Streetscape and Open Space Design Guidelines
- Implement Sidewalk, Street Trees, Lighting, Shuttle Bus Stops, Bike Friendly
- Engage DCR/Reservoir trails
- Work with Town of Framingham to reallocate Transportation Mitigation Fee to support pedestrian improvements





# Recommendations

## Getting to and From the Study Area

- Study Regional Park and Ride Options - Focus on combined study area initiative
- Study benefits associated with each transit improvement (Expanded service, greater convenience, better connections, more frequent service, etc.)
- Study direct connection from turnpike toll plaza to Pennsylvania Avenue
- Study improved intersection at New York, Pennsylvania and California Avenues
- Create Market Feasibility study for Mixed Use Site nearby
- Study similar cases in region (example: Burlington)



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Questions?

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