

# Town of Franklin

Town Administrator  
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355 East Central Street  
Franklin, Massachusetts 02038-1352

July 18, 2016

## **ALERT: Downtown Traffic Pattern Change Coming July 26th**

Dear Franklin Resident:

This is the last announcement to the community that the traffic pattern will be changing in Downtown Franklin on July 26, 2016. The one-way traffic pattern in downtown, which many have become accustomed to, will be changing to two-way traffic. Yes that's correct: traffic around the downtown triangle will become two-way! We encourage everyone to take it a little slower in their daily business to make sure you get accustomed to the new flow of traffic.

We encourage you to follow the town website and social media ([Facebook](#), [Twitter](#)) feeds, as well as the Town's traditional local media channels to stay tuned for specific updates over the coming month. We are counting on you to help spread the word.

**Downtown Map.** A map is attached of the new traffic routes. We encourage you to print it out, send it to friends and family and begin to spread the word.

**Future Notification.** As part of the construction contract with the state, the Town has placed electronic boards at all intersections feeding downtown streets to alert drivers. New lane markings have been painted around the entire downtown, as well as signage in key areas. Individual letters will also be distributed to all downtown businesses to help educate their customers of the traffic flow when exiting their business. The Town has done as much publicity as possible through its own social media feeds and through traditional local media channels on this pattern change. The town will also do a robocall to all households next Tuesday alerting them of the change on July 26<sup>th</sup> at approximately 5:00a.m.

**Public Benefits.** We also want to take this opportunity to thank the community for their patience during the recent construction in downtown. The Town is installing many public benefits, including new sidewalks, new paving, better pedestrian-friendly accommodations, and many beautification efforts to enhance the vibrancy of the downtown. The planning effort for this project has taken well over a decade and we are confident residents will enjoy the new amenities. The town has removed the pay parking meters so please come on down to Downtown Franklin and support local businesses.

If any resident has any questions, feel free to contact the Town Administrator's Office at 508-520-4949.

Sincerely,

Jeff Nutting, Town Administrator  
Jamie Hellen, Deputy Town Administrator

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