



Franklin Center

Concepts for the Future

Prepared by:

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Franklin Downtown Partnership**

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The Past



Main Street



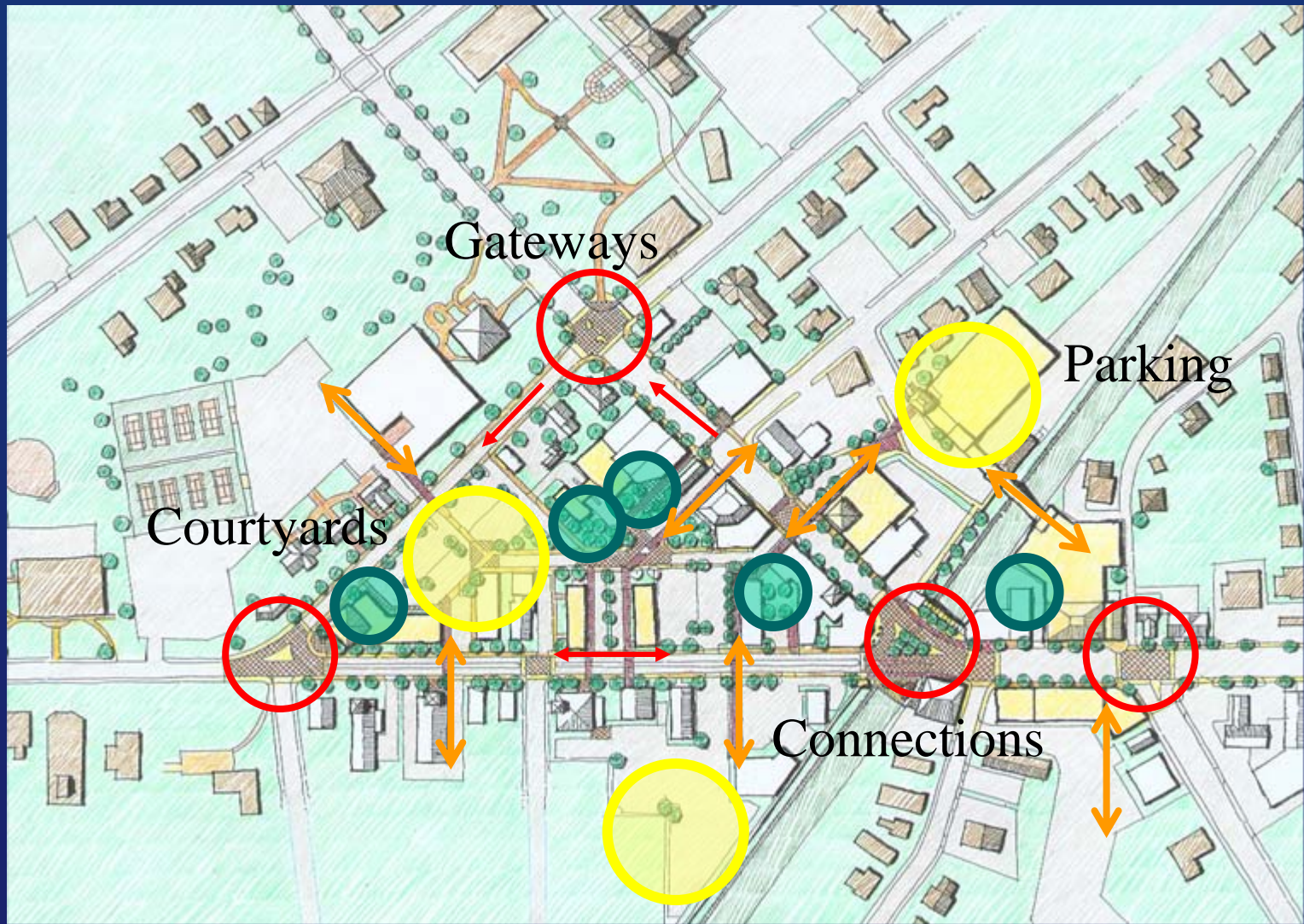
The Present



Main Street Today



The Future



Concepts for the Future

- Architecture, Facades and Historic Preservation
- Streetscape Improvements: A Place to Walk and a Sense of Community
- Parking Improvements and Pedestrian Connections
- Public Places: Coffee, Food, Friends and Neighbors
- Circulation Strategies and Traffic Calming Measures
- Mixed Use: A Place to Live, Shop and Visit
- Cultural Uses: A Place to Go
- Image and Identity: A Sense of Place
- Promoting Franklin Center



Architecture, Facades and Historic Preservation

- Create special design guidelines to advise owners and builders
- Create a special grant or loan fund to support façade improvements
- Create site planning standards that reinforce the goals for the area



Streetscape Improvements: A Place to Walk

- Create streetscape improvement programs to beautify the town center
- Create a special program for Main Street, including street banners and trees
- Establish more and better pedestrian connections between points of interest
- Replace existing lighting with new ornamental fixtures
- Relocate utilities underground



Parking Improvements and Pedestrian Connections

- Rationalize existing parking areas through public and private efforts
- Develop a strategy to build satellite parking and pedestrian connections
- Build a parking deck or a garage adjacent to the MBTA station



Public Places: Coffee, Food, Friends and Neighbors

- Promote the creation of more restaurants and cafes in the town center
- Work jointly with Dean College to create an atmosphere attractive to students
- Explore the concepts of small courtyards, atriums and outdoor cafe terraces



Circulation Strategies and Traffic Calming Measures

- Initiate transportation studies to identify circulation problems and strategies
- Investigate the potential for widening West Central Street and make it two-ways
- Implement traffic improvements to increase pedestrian safety, ADA compliance
- Investigate the potential for traffic calming measures along Main Street



Mixed Use: A Place to Live, Shop and Visit

- Promote the development of mixed use buildings whenever possible
- Explore the possibilities of converting upper stories to residential use
- Encourage use of the ground floors for retail and civic spaces
- Initiate marketing studies to identify innovative reuse options



Cultural Uses: A Place to Go

- Support the proposed New England Center for the Performing Arts
- Explore the possibilities of connecting the arts center to a new garage with a pedestrian bridge over the railroad
- Seek alternative reuse options for the existing performing arts school
- Explore the potential to develop a new cinema if the existing one closes



Image and Identity: A Sense of Place

- Design special gateway elements at the points of access to the town center
- Incorporate public art into the design of public spaces
- Enhance the design of the intersection of Main and East Central, widening the bridge to create new pedestrian areas, and placing a symbolic monument
- Initiate and sponsor an annual festival or seasonal events
- Create special informational and directional signage to identify the district



Promoting Franklin Center

- Continue and expand marketing initiatives to attract the most desirable uses
- Create programs to maintain the quality of the streetscape and open space
- Seek alternative sources of funding for improvements, including public/private partnerships with business owners
- Initiate and continue efforts to retain “anchor” uses, such as the Post Office and the banks
- Initiate and continue efforts to attract new “anchor” retailers, such as Borders, The Gap, Starbucks, etc.



The Triangle



Franklin Center: Concepts for the Future

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