

# HEARINGS – 7:10 PM

## 1. FRANKLIN CULTURAL DISTRICT

# Town of Franklin

Town Administrator  
Tel: (508) 520-4949



Fax: (508) 520-4903

355 East Central Street  
Franklin, Massachusetts 02038-1352

## MEMORANDUM

To: Town Council

From: Jamie Hellen

**Re: Cultural District Committee & State Designation**

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We are requesting the Town Council approve two resolutions that will:

1. Establish a town committee of no more than seven members to coordinate the big picture marketing and public relations strategy of the Franklin Downtown Cultural District; and
2. Approve of the town staff forwarding our application to the state for approval.

These resolutions are required by the state.

Now that the downtown infrastructure is complete, the next phase of the downtown revitalization is to help foster a creative economic development atmosphere. Already we have seen new private investment with the Horace Mann plaza and other new small businesses, including Teddy Gallagher's Pub, the Little Shop of Olive Oils, Dharani Grill and more. Additionally, the many cultural events have been seeing increased participation and this district will help to promote and market these events to a wider audience. Finally, with the library renovation and expansion project opening in the Fall, we believe there are additional opportunities to offer new attractions, such as the Benjamin Franklin exhibits, to a wider audience where people can also eat and shop in Franklin. This is the right time to have some additional public relations for the downtown.

Setting up this Cultural District will:

- Help promote and market the Downtown attractions to a wider audience;
- Receive free marketing and promotion from the state;
- Give the town a \$5,000 seed grant for local marketing and public relations activities for downtown Franklin (we spend the money at our discretion);
- Coordinate big picture marketing policy for the district and downtown;
- Help foster additional investment in the arts and culture communities in town.

# **FRANKLIN PLANNING & COMMUNITY DEVELOPMENT**

355 EAST CENTRAL STREET, ROOM 120  
FRANKLIN, MA 02038-1352  
TELEPHONE: 508-520-4907  
FAX: 508-520-4906

## **MEMORANDUM**

**TO: JEFFERY D. NUTTING, TOWN ADMINISTRATOR**  
**FROM: BRYAN W. TABERNER, AICP, DIRECTOR**  
**RE: PROPOSED FRANKLIN CULTURAL DISTRICT AND CULTURAL DISTRICT COMMITTEE**  
**CC: JAMIE HELLEN, DEPUTY TOWN ADMINISTRATOR**  
**DATE: JUNE 21, 2017**

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Over the last three years a variety of organizations and individuals have worked towards creation of a Cultural District in Downtown Franklin. Headed by a small Steering Committee much has been accomplished; this group of hard working arts and culture advocates has: assisted the Department of Planning & Community Development (DPCD) with the Cultural District application process including development of a strong cultural district Partnership; worked hard to support art and culture programming; and even organized the annual Franklin Cultural Festival. Lovers of the arts in Franklin owe them a great deal for their passion and hard work.

The Massachusetts Cultural Council (MCC) has developed guidelines and requirements for communities looking to establish a state-designated cultural district. Most importantly, the Town needed to define and map the proposed District. DPCD worked with the Steering Committee and many other organizations and individuals to identify the boundaries of the proposed Franklin Cultural District. On May 8, 2017 DPCD formally submitted the proposed District map to MCC for review. Attached is a copy of the map submitted.

The next step in establishing a cultural district is to form a strong partnership of art and culture related organizations and stakeholders. This partnership will work with the Town to manage the proposed District. Fortunately over the last few years a strong Partnership has formed in support of creating a state-designated cultural district in the Downtown area. This informal Partnership includes many of Franklin's organizations and businesses, including: Franklin's School Department, Historic Commission, Public Library, Cultural Council, and Senior Center/COA; Franklin TV; Franklin Downtown Partnership; Dean College; Franklin Art Association; Franklin Performing Arts Company; the Circle of Friends Coffeehouse; and Franklin School for the Performing Arts. Now that a Partnership has been formed, the Town is required to develop a formal organizational structure to manage the District and to assure the District will remain a priority in the future. DPCD recommends a "Town" committee is established for these purposes.

Once the Town addresses the remaining requirements an application can be submitted for MCC review; the two Town Council resolutions (see attached) described below address all other requirements needed in order to submit the application:

Resolution 17-44 Creation of Cultural District Committee, if approved by Town Council the resolution will create a formal Town committee responsible for oversight and management of the Franklin Cultural District.

Resolution 17-45: Proposed Franklin Cultural District, formally expresses Franklin's interest in establishing a state-designated cultural district; endorses state-sponsored cultural district goals; endorses submission of a Cultural District application; agrees to foster the development of a cultural district; and appoints the Town Administrator to represent the Town regarding cultural district issues.

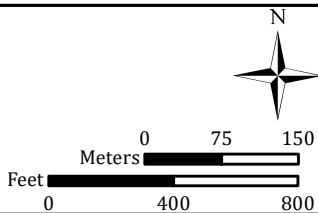
# FRANKLIN

## Cultural District

- Cultural District
- Town Common & Dean College Historic Districts
- Fire Station
- Polic Station
- Town Hall
- Public Parking

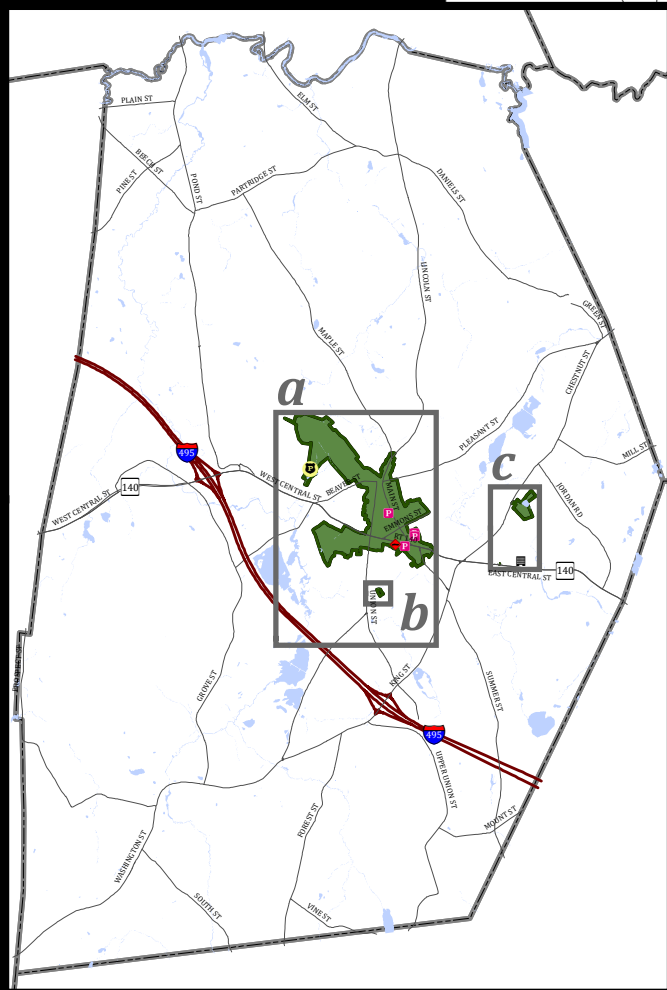
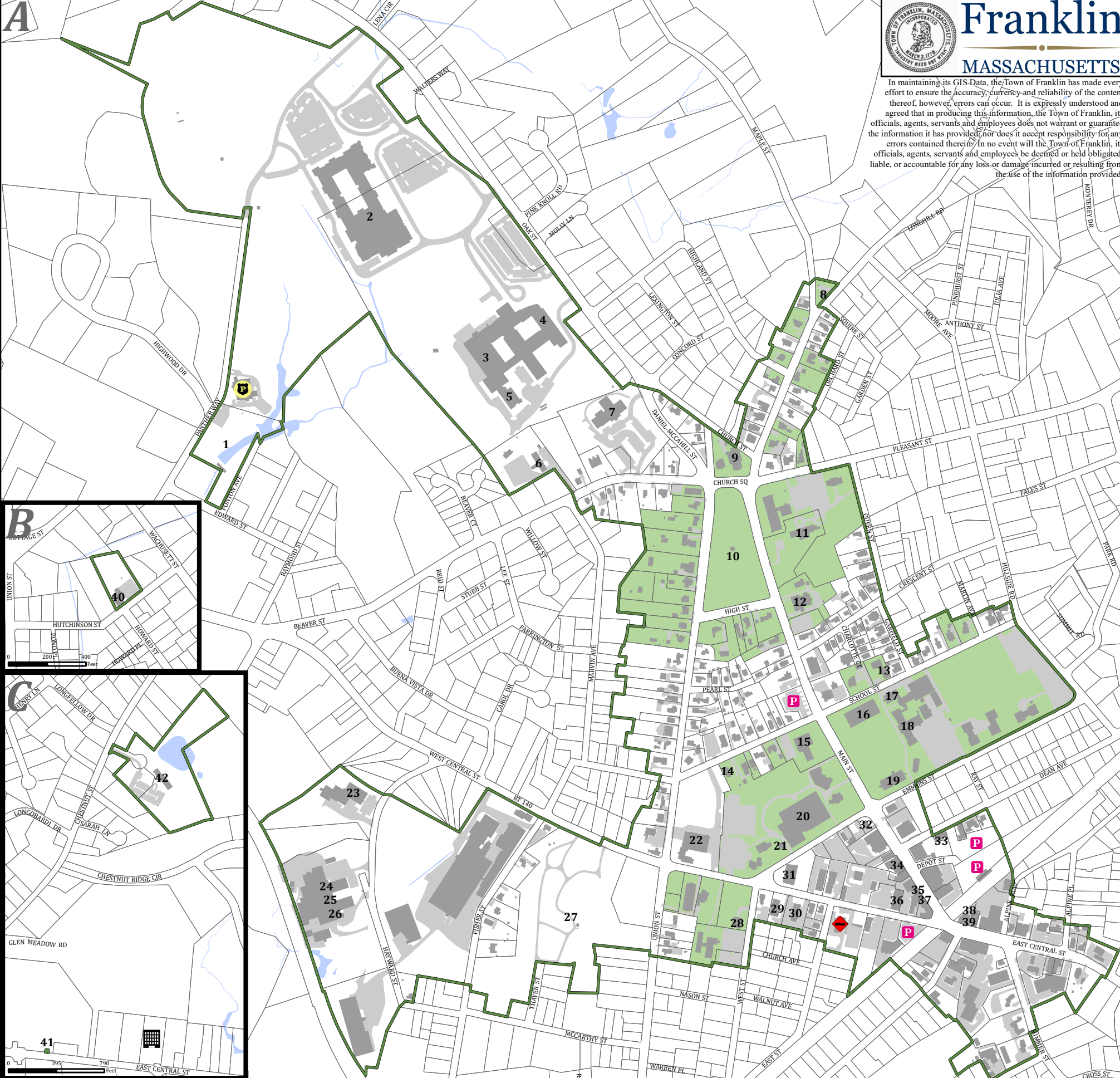
- Structure
- Parking Lot or Driveway
- Parcel Line
- Water

May 2017



**Franklin**  
MASSACHUSETTS

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### 38. Franklin Downtown Partnership

- 35. Emma's Quilt Cupboard
- 39. Janes Frames
- 37. Norfolk/Franklin Music Together
- 23. Patti Eisenhower Dance Theater
- 33. Sara Montani Photography
- 32. Vallee's Jewelers
- 24. Vicario Studio
- 40. Franklin Community Cable Access:** Franklin All Access TV; Franklin Pride TV; Franklin Town Hall TV; Franklin Public Radio 102.9 FM; Recording Studios
- 30. Franklin Historic Museum: **Franklin Historic Commission**; Sculpture

### Franklin Interfaith Council

- 25. Anglican Church - The Redeemer
- 42. First Universalist Society: **Circle of Friends Coffeehouse**; LiveArts; Universal Singers
- 12. Franklin Federated Church
- 29. Franklin United Methodist Church
- 6. Grace Baptist Church
- 9. Saint Mary's Church

### Franklin School Department

- 2. Franklin High School: Franklin Arts Academy; Lifelong Learning Institute; Main Auditorium; Black Box Studio; Media Center; Radio Station
- 3. Horace Mann Middle School
- 4. Oak Street Elementary School
- 5. O'Regan Early Childhood
- 22. Davis Thayer School
- 8. Red Brick School House
- 11. Ben Franklin Charter School
- 26. Sunrise Montessori School

### 36. The Black Box: Franklin Performing Arts Company

### 15. Franklin Public Library: Ben Franklin Statue

### 34. Franklin School for the Performing Arts: Electric Youth; Little Music School

### 7. Franklin Senior Center: **Council on Aging; Franklin Art Association**; Silvertone Senior Chorus; Art and Dance Programs

### 31. Horace Mann Park; Horace Mann Statue

### 1. Sculpture Park

### 10. Town Common: Gazebo; War Memorial

### 27. Union Street Cemetery

### 41. Horace Mann Memorial

### Dean College

- 17. Alumni Memorial Hall
- 20. Campus Center: The Main Stage; Rehearsal Room; Set & Costume Shops; Campanella Board Room; Guidrey Center; Golder Room
- 14. Children's Center
- 18. Dean Hall: Marvin Chapel; Telecommunications Center; WGAO FM 88.3 "Power 88" Radio; Digital Media Arts Center
- 16. Green Family Library Learning Commons
- 21. Thayer House: Dean School of Arts; Palladino School of Dance
- 19. Peirce Center for Technology & Science: Alden Center
- 13. Performing Arts Studio
- 28. Thayer Barn: Dance Studio

**Note: Cultural assets in bold are partners.**