



## Economic Development Subcommittee Agenda & Meeting Packet

June 4, 2026

6:00 PM

Meeting will be held at the Franklin Municipal Building  
355 East Central Street -3rd Floor, Training Room

**A NOTE TO RESIDENTS:** All citizens are welcome to attend public meetings in person. **To view the live meeting remotely, citizens** are encouraged to watch the live stream on the [Franklin Town Hall TV YouTube channel](#) or the live broadcast on Comcast Channel 9 and Verizon Channel 29. **To listen to the meeting remotely** citizens may call-in using this number: 1-929-205-6099. **To participate in the meeting remotely** citizens may join a [Zoom Webinar](#) using the information provided below. Meetings are recorded and archived by Franklin TV on the [Franklin Town Hall TV YouTube channel](#) and shown on repeat on Comcast Channel 9 and Verizon Channel 29.

**ZOOM WEBINAR DETAILS:** ID #892 2221 5968 & Link: <https://us02web.zoom.us/j/89222215968>

- **Any participants who wish to speak** during the webinar must enter their **full name and email address** when joining the webinar.
- All participants will be automatically muted upon joining the webinar. In order to speak, participants will need to select the "Raise Hand" function to request to be unmuted.
- All speakers will be required to state their full name and street address before commenting.

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### Agenda:

1. Call to Order
2. Upcoming events:
  - a. Restaurant Week: May 31 – June 6
  - b. Porchfest: June 6
  - c. Franklin Downtown Partnership Strawberry Stroll: June 12
  - d. FIFA World Cup
    - i. World Cup in Foxborough: June 13 – July 9
    - ii. Franklin Watch Parties: June 24 & 25
  - e. Franklin Fourth of July Celebration: July 1 – July 5
3. Discussion on marketing strategies
  - a. Example: [MetroWest Visitors Bureau Visitors Guide](#)
4. General discussion on next steps, priorities, and questions.
  - a. [2026-27 EDC Member Work Plan List](#)
  - b. [2026-27 Town Council Goals: Economic Development Subcommittee](#)
5. Adjourn

## 2026-2027 EDC Work Plan

The following is a reflection of the input described by the Economic Development Subcommittee in April:

1. Downtown Revitalization:
  - a. Invite UMASS Boston to commence a downtown visioning exercise with students.
  - b. Invite downtown landowners to a roundtable discussion at the Franklin Historical Museum to discuss what they would like to see in their neighborhood.
  - c. Include the Davis-Thayer property in the downtown revitalization discussion.
  - d. Monitor and evaluate if there are ways to expand the cultural heritage of the Crossing neighborhood.
2. New Growth:
  - a. Meet with the Board of Assessors to discuss how to generate more revenue, tax base and new growth.
3. Permitting:
  - a. How do we permit it? [Business Guide](#).
  - b. Are there ways to help businesses permit more efficiently?
  - c. Tech Review staff will attend an EDC meeting and we will discuss permitting.
  - d. Invite Planning Board, Zoning Board of Appeals, and Conservation Commission Chairs, Vice-Chairs (post full meetings, or representatives)
4. Discuss Industrial Parks opportunities:
  - a. What is the vacancy rate?
  - b. How much commercial land is available to develop or redevelop?
  - c. How many projects are permitted, but not a shovel has not gone in the ground.
  - d. Strategize a local Business Summit? Bring Industrial Parks, Hotels, Retail and service related businesses together for a networking event.
5. Receive regular GATRA updates (Morena Zelaya is the Town's GATRA Rep).
6. Discuss marketing opportunities to get the Town name and reputation out there.
7. Public art strategies.
8. Discuss options on sign bylaw reforms (Design Review Commission is the lead).
9. Discuss options on Historic District Commission concepts (Historical Commission is the lead).
10. Staffing w/ Economic Development Coordinator.
11. Other Town Council EDC related goals.

## **2026-2027 EDC Goals**

Last updated: March 4, 2026

The following are a list of proposed goals (not in any particular order) by the Town Council and Town Administrator for the 2024-2025 session.

### Community Planning

#### Economic Development Goals:

- File a local home rule hotel tax legislation to charge an additional 2% on local hotel stays.
- Coordinate an annual or semi-annual restaurant week to generate an appetite for Franklinites to eat local and attract visitors to Franklin's diverse restaurant scene!

#### Master Plan Implementation Goals:

- Review and prioritize the economic development goals ([PDF Page 241](#)) contained within the master plan.
- [TC2.2](#) Explore options to fixed transit routes along Route 140.
- [S1.1a](#) | Explore DOER "Climate Leader" designation.
- [CSF5.2](#) | Explore additional composting options at Beaver Street Recycling Center.
- [LU5.1](#): Consider Form-based code for DC and C1 districts.
- [H1.1c](#): Evaluate use of 4OR Smart Growth Zoning Overlay District downtown.
- Develop a design for the town-owned SNETT parcel with the state [Department of Conservation and Recreation](#) as outlined in Objective 3.5 in the town [Open Space & Recreation Plan](#).
- Implement the preliminary phases of the approved master plans for [Schmidt Farm and Maple Hill](#) open space parcels as outlined in the town [Open Space & Recreation Plan](#) (using CPA funds).

Other notable Master Plan Implementation goals being worked on by town boards, which may include Town Council and Planning Board involvement:

- (Design Review Commission) [LU5.5a](#): Empower Design Review Commission to be an approving board or otherwise enforce design reviews. [LU5.5b](#): Update design guidelines.
- (Conservation Commission) [LU1.3a](#) Develop bylaws related to deforestation and options for habitat restoration.
- (Historical Commission) [LU5.3a](#): Create a historic district study committee per MA statute to investigate the desirability of establishing an historic district in Franklin.
- (Town Administrator, Town Attorney and Department of Planning & Community Development) A housecleaning zoning bylaw – a technical cleanup of some Zoning Use Regulations Schedule and outdated information in zoning bylaws, notably in the Crossing Neighborhood.
  - A subset of this is a house cleaning update to the town’s wireless communications zoning bylaws to reflect current federal and state laws.
- Create a historical record of the Franklin planning cycle plan reviews.
- Review the Standard Housing Index (SHI) for 40B housing only.