

NORTHBOROUGH DOWNTOWN REVITALIZATION

A Master Plan Vision for the Future



Population Trends

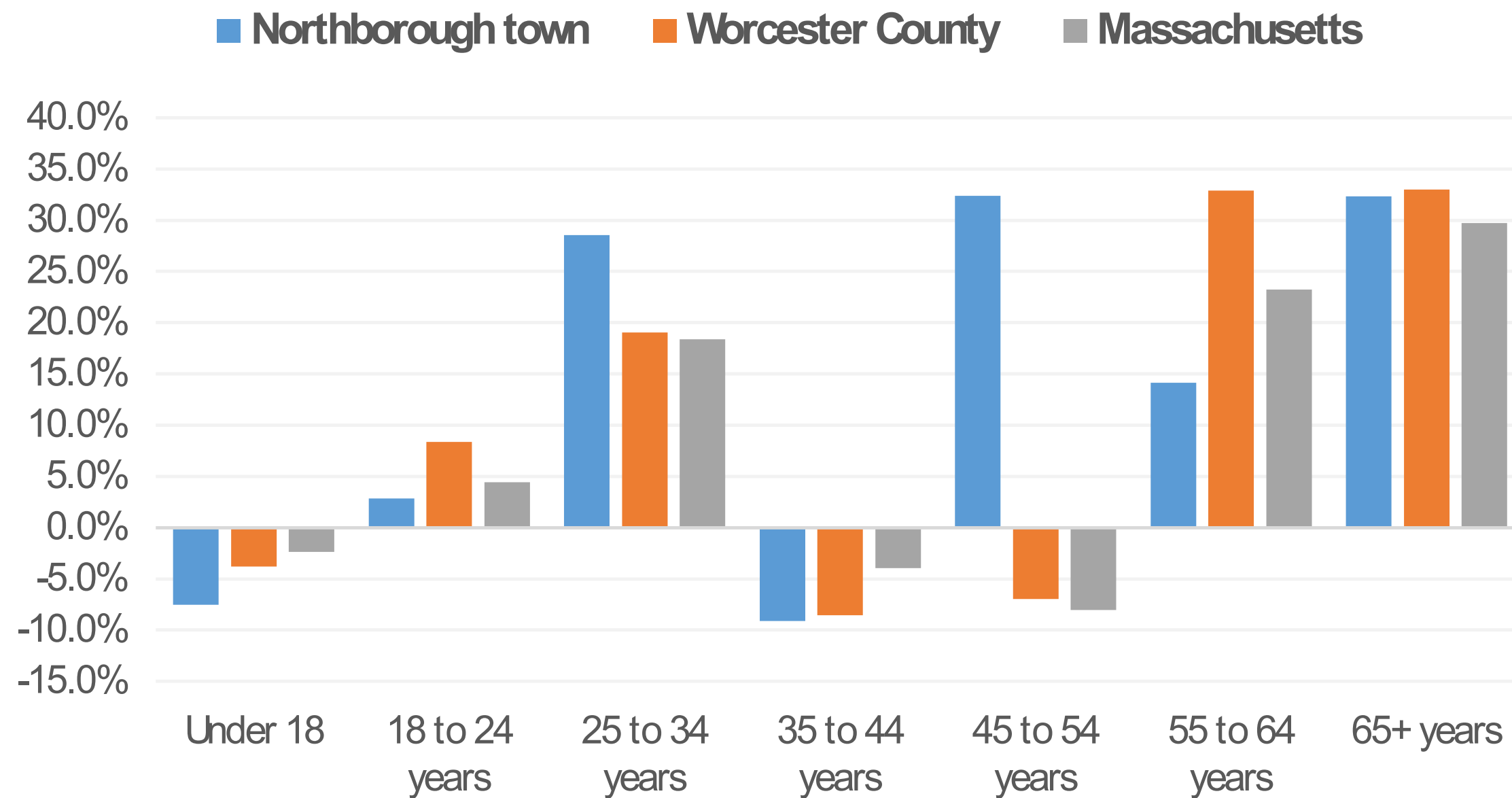
Northborough, Worcester County, Massachusetts & Study Region (2011-2021)

Jurisdiction	2011	2016	2021	2011-2021 Change	
	Count	Count	Count	Actual Chg.	% Chg.
Northborough town	14,180	14,846	15,605	1,425	10.0%
Worcester County	794,981	813,589	856,858	61,877	7.8%
Massachusetts	6,512,227	6,742,143	6,991,852	479,625	7.4%
Study Region	321,995	330,457	359,029	37,034	11.5%

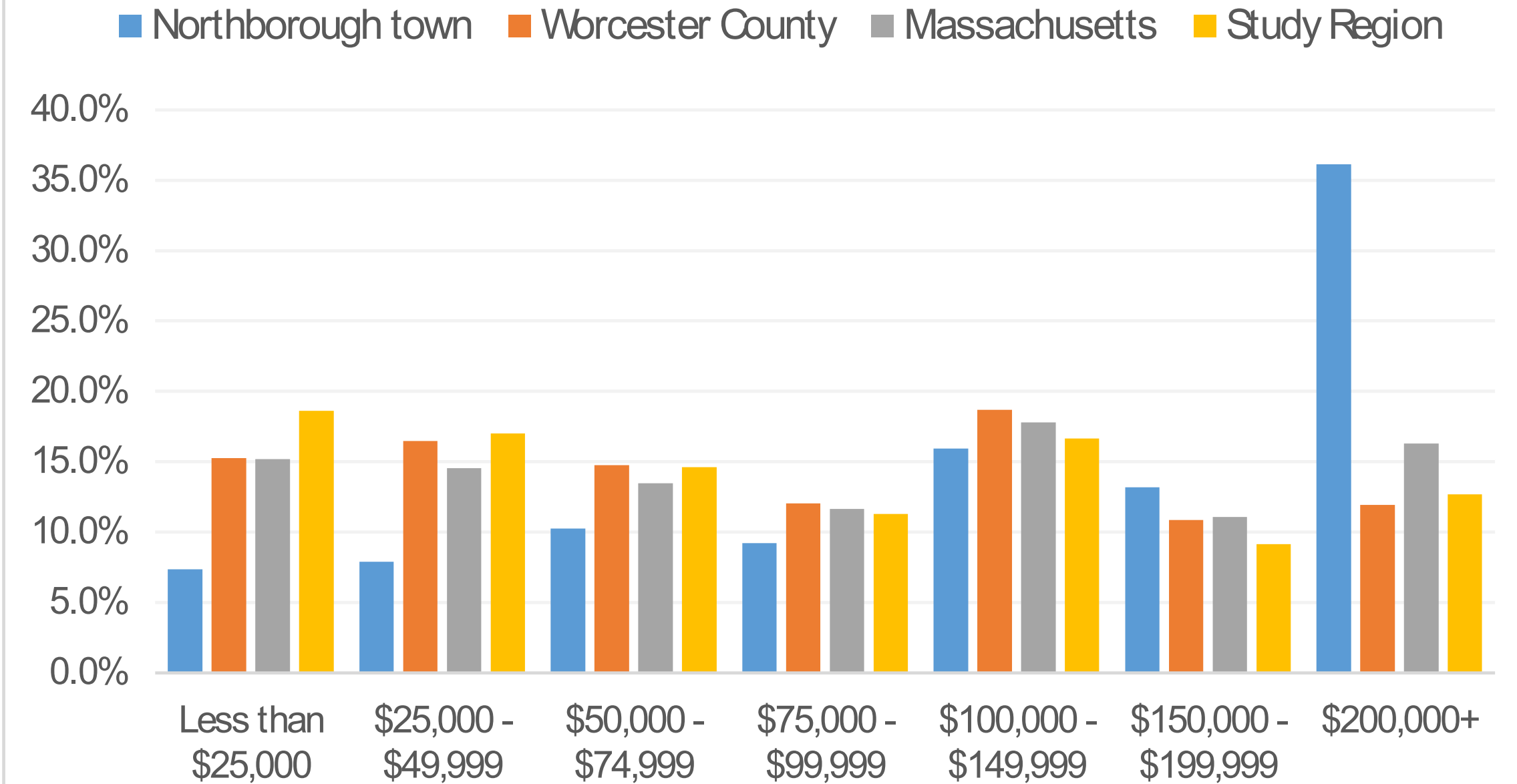
Source: American Community Survey

- Northborough has been growing at a rate of roughly 1% annually since 2011, which is stronger growth than either County or State
- An increase of 1,425 residents might generate the need for 700 housing units, either existing or new units

Population Age Trends (2011-2021)



Household Income Distribution (2021)

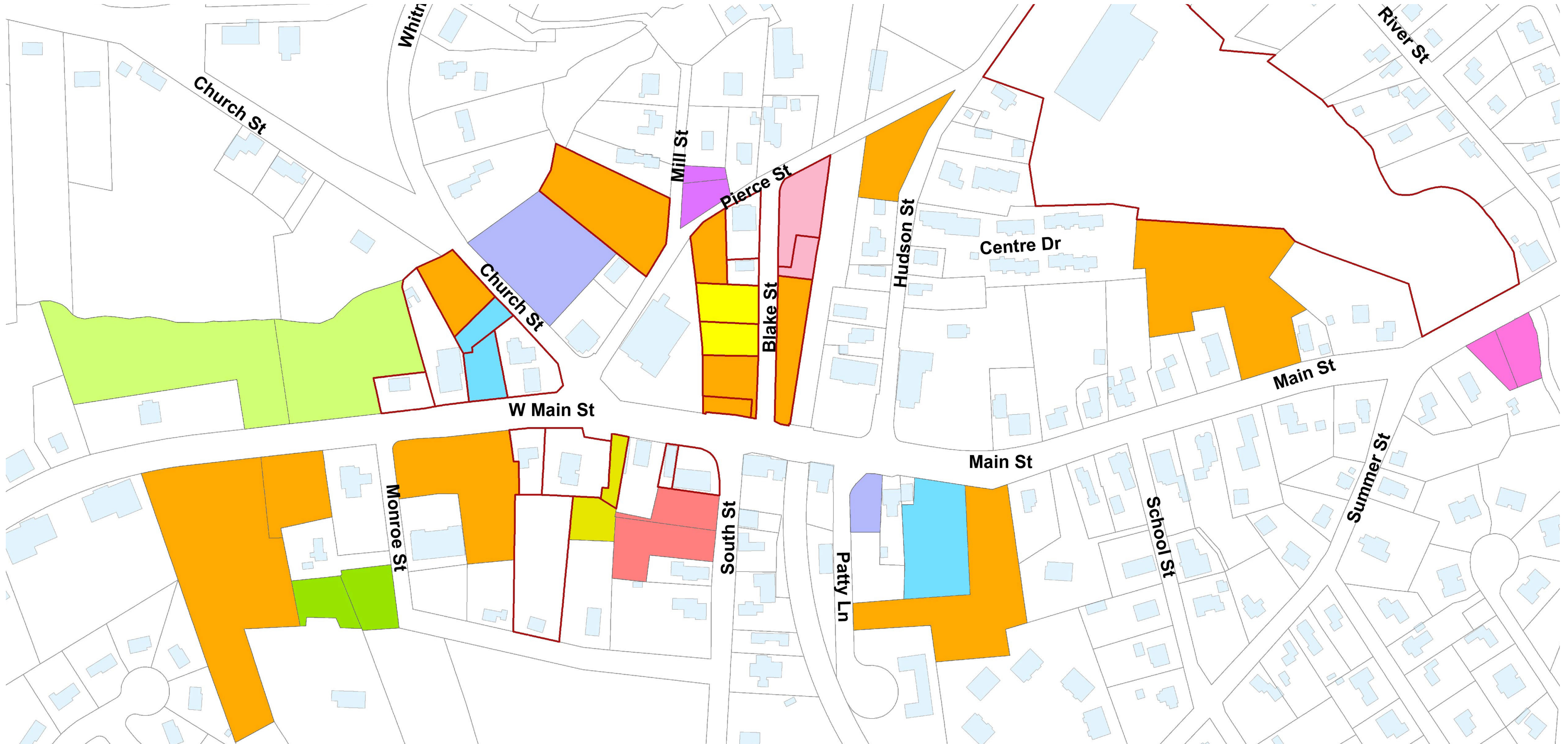


- Northborough has experienced a loss in the number of people 35-44 years old, as well as children under 18-years-old. This trend is also seen at the County and State level
- Households making less than \$100,000/yr. are less represented in Northborough, but the opposite is true for households making more than \$150,000/yr.

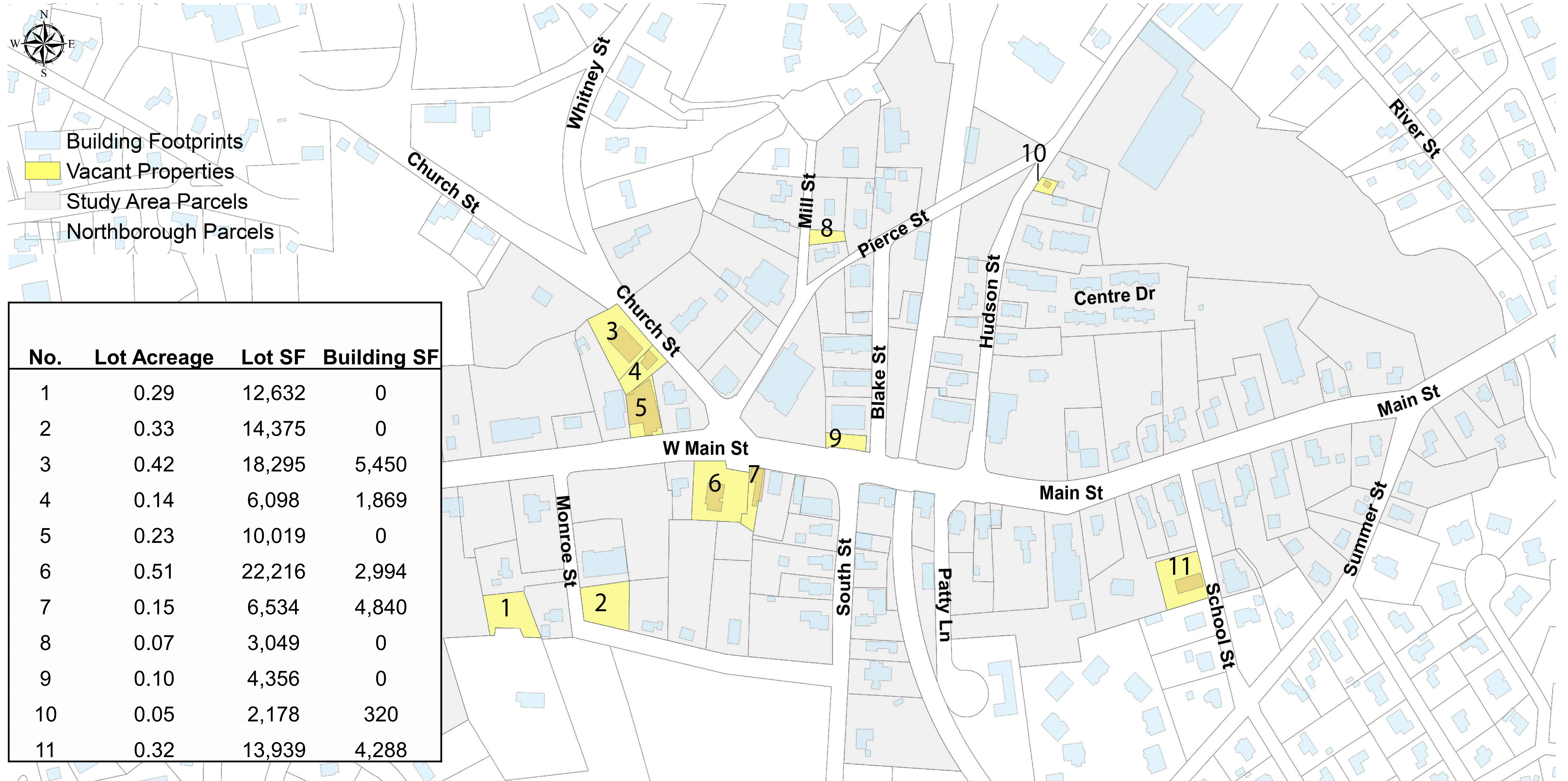
TRENDING UP (2013-2023)

Retail Uses	2013 Jobs	2023 Jobs	Diff. +/-	% Chge
Restaurants and Other Eating Places	10,761	11,401	639	6%
General Merchandise Stores	1,308	1,713	404	31%
Other Miscellaneous Store Retailers	214	514	300	140%
Drugs and Druggists' Sundries Merchant Wholesalers	457	567	109	24%
Used Merchandise Stores	129	142	13	10%
Offices & Service Establishments	2013 Jobs	2023 Jobs	Diff. +/-	% Chge
Offices of Other Health Practitioners	843	1,546	702	83%
Services to Buildings and Dwellings (Property Management)	2,283	2,904	621	27%
Management, Scientific, and Technical Consulting Services	1,598	2,148	549	34%
Agencies, Brokerages, and Other Insurance Related Activities	921	1,280	359	39%
Computer Systems Design and Related Services	4,902	5,256	353	7%

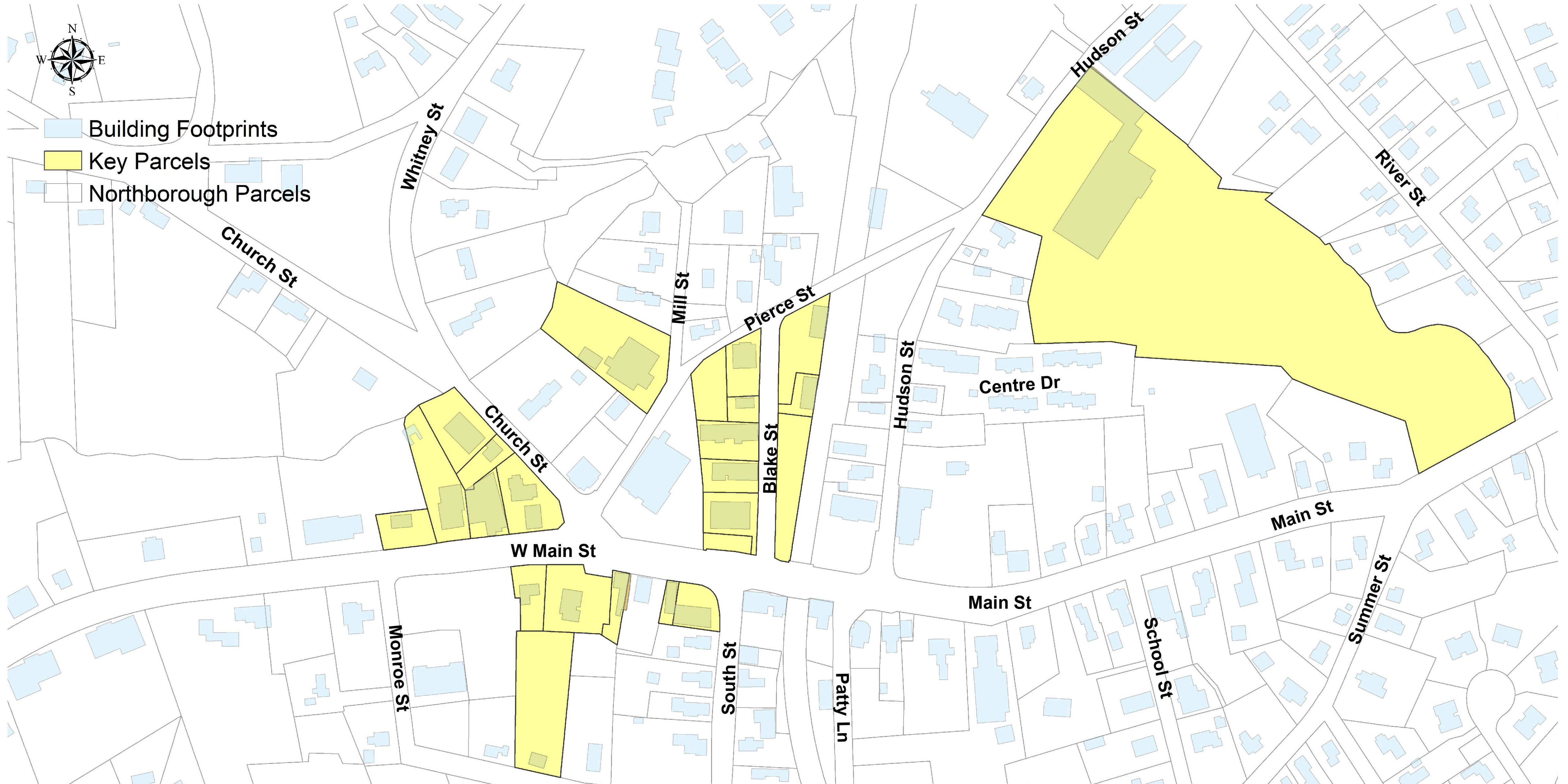
- Some of the fastest growing retail employment sectors in the Greater Northborough Region could be located in a downtown business district



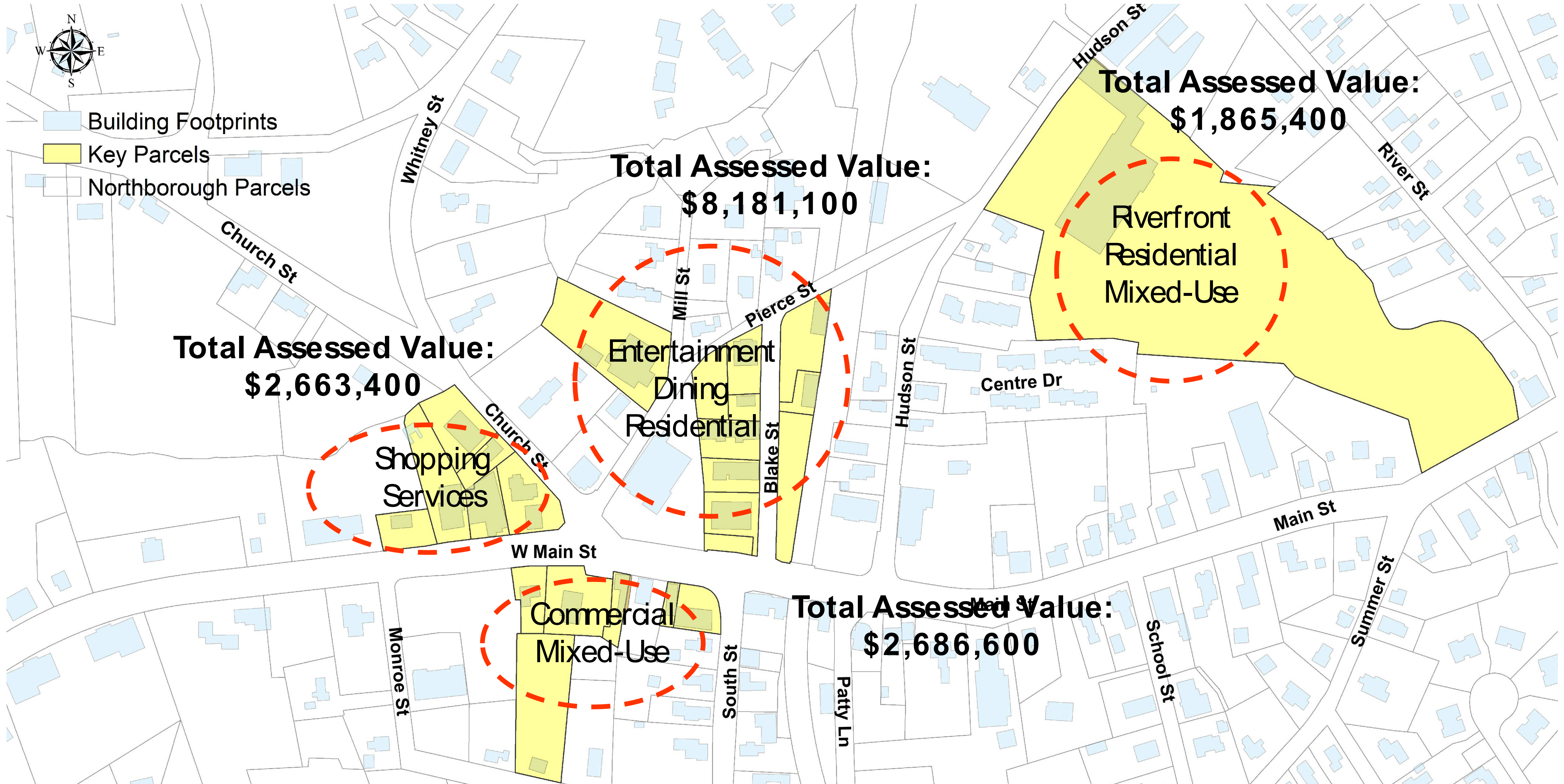
STUDY AREA INDICATORS - Land Ownership Patterns



STUDY AREA INDICATORS - Downtown Building Vacancy



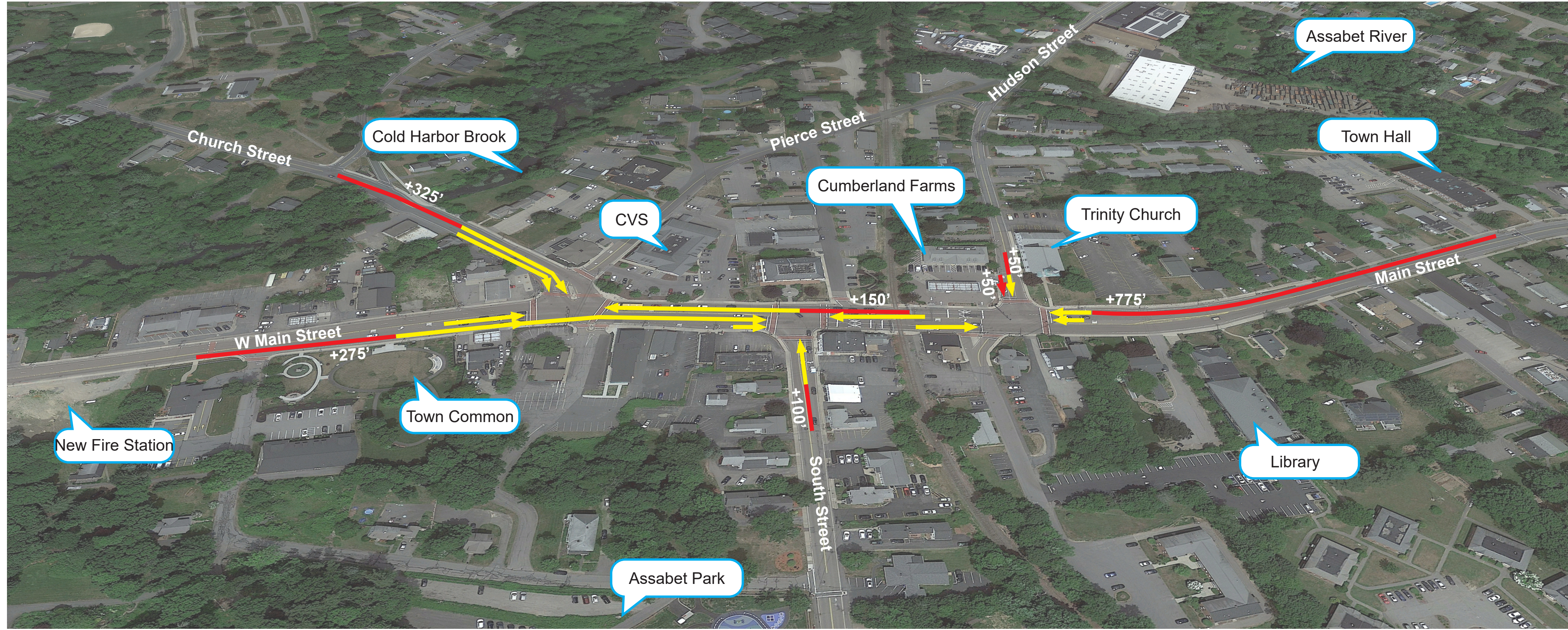
STUDY AREA INDICATORS - Key Revitalization Properties



STUDY AREA INDICATORS - Assessed Value of Key Properties

1. **Riverfront Residential Mixed Use** –The creation of a signature downtown riverwalk amenity could open access to a river trail system and attract higher value downtown living with some limited commercial/dining along the Assabet River
2. **Entertainment/ Dining/ Residential** –Acquiring key properties between Blake and Pierce (not including CVS) for large redevelopment could create a new entertainment/dining/residential district in downtown. 4 West Main could be used as a new town hall building or a location for retail, restaurants and office uses. The former Fire Station has potential as a craft brewery and restaurant with riverfront dining area
3. **Commercial Mixed Use** –Reestablish Main Street building frontage by pulling building facades closer to Main Street. Greater building heights are required to incentivize redevelopment and residential is key component to attract investors
4. **Shopping/ Services** –The lack of commercial storefront space along Main Street limits opportunities to attract new businesses to the downtown. Any new space created must come with nearby parking

- **Increased Density is Needed** –There is little incentive for private investors to redevelop individual properties without additional density. Hard to justify acquiring property, demolishing buildings (environmental remediation) and then constructing a similar-sized structure on the site. The economics don't work
- **Downtown Residential is Key Driver** - Multi-family residential will be a key driver for larger scale redevelopment. There is a strong demand for new residential in the Greater Boston Market, which is highly constrained. It will help carry the non-residential development cash flow
- **Space for New Downtown Businesses Must be Created** –The lack of usable, leasable space constrains future business growth. New space must be created through redevelopment to attract new businesses
- **Redevelopment is Closely Tied to Traffic and Parking Improvements** –Traffic and parking constraints will be a disincentive for large redevelopment unless some progress can be made to balance the needs of cars v. pedestrians, bikers, others
- **Owners with Multiple Properties** –Owners with multiple properties may make redevelopment easier because you have fewer people to deal with to impact an area.



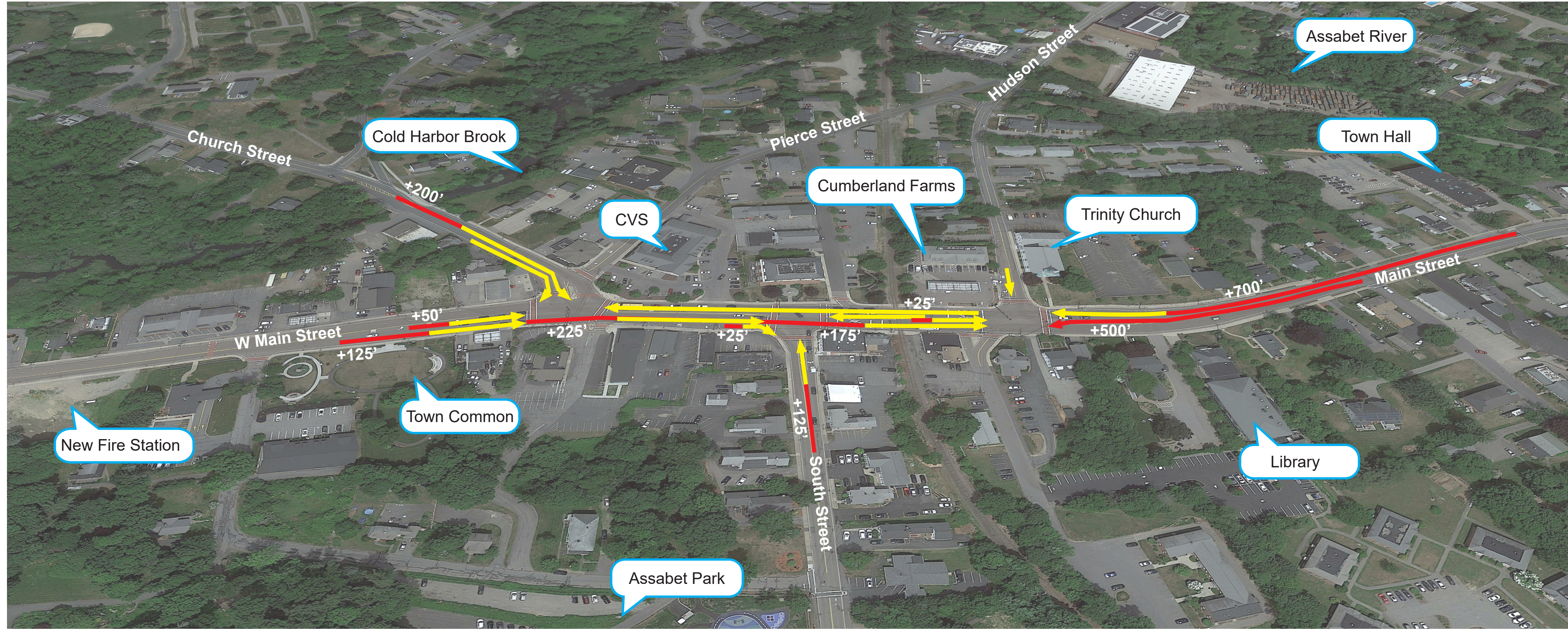
LEGEND

← 2023 Existing Traffic Queues

— 2023 Predicted Traffic Queues



TRAFFIC STUDY - Route 20 (Traffic Backup During AM Peak)



LEGEND

←

2023 Existing Traffic Queues

—

2023 Predicted Traffic Queues



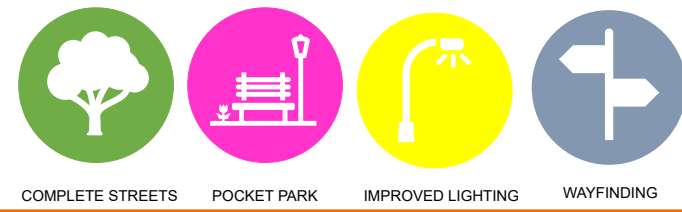
TRAFFIC STUDY - Route 20 (Traffic Backup During PM Peak)

Scenario #4

Scenario #3

Scenario #1

Scenario #2

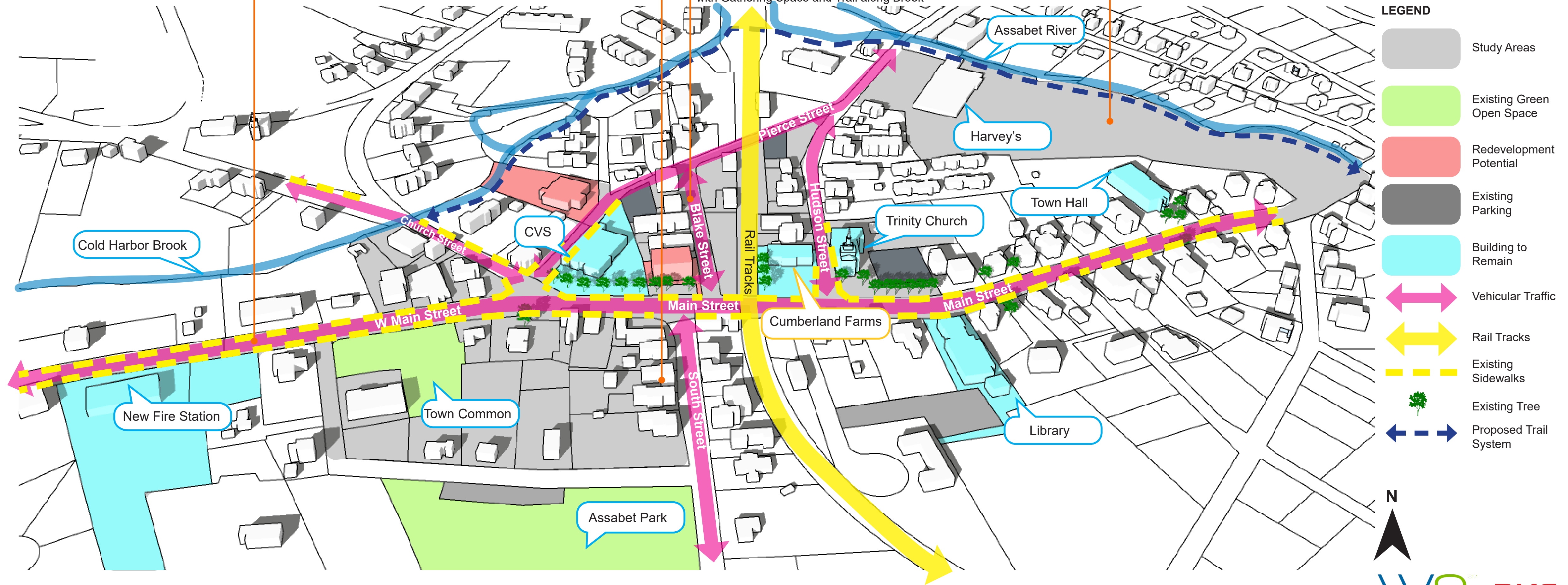


What we heard from you:
Street Trees
Sidewalk Furniture
Improved Lighting

What we heard from you:
Mixed-use Residential
Housing
Restaurants
Flexible Gathering Space
Improved Sidewalks
Parking
Green Infrastructure
Art

What we heard from you:
Mixed-use Residential
Retail
Art
Flexible Gathering
Restaurants
Green Infrastructure
Parking
Repurpose Fire Station as Brewery/Restaurant
with Gathering Space and Trail along Brook

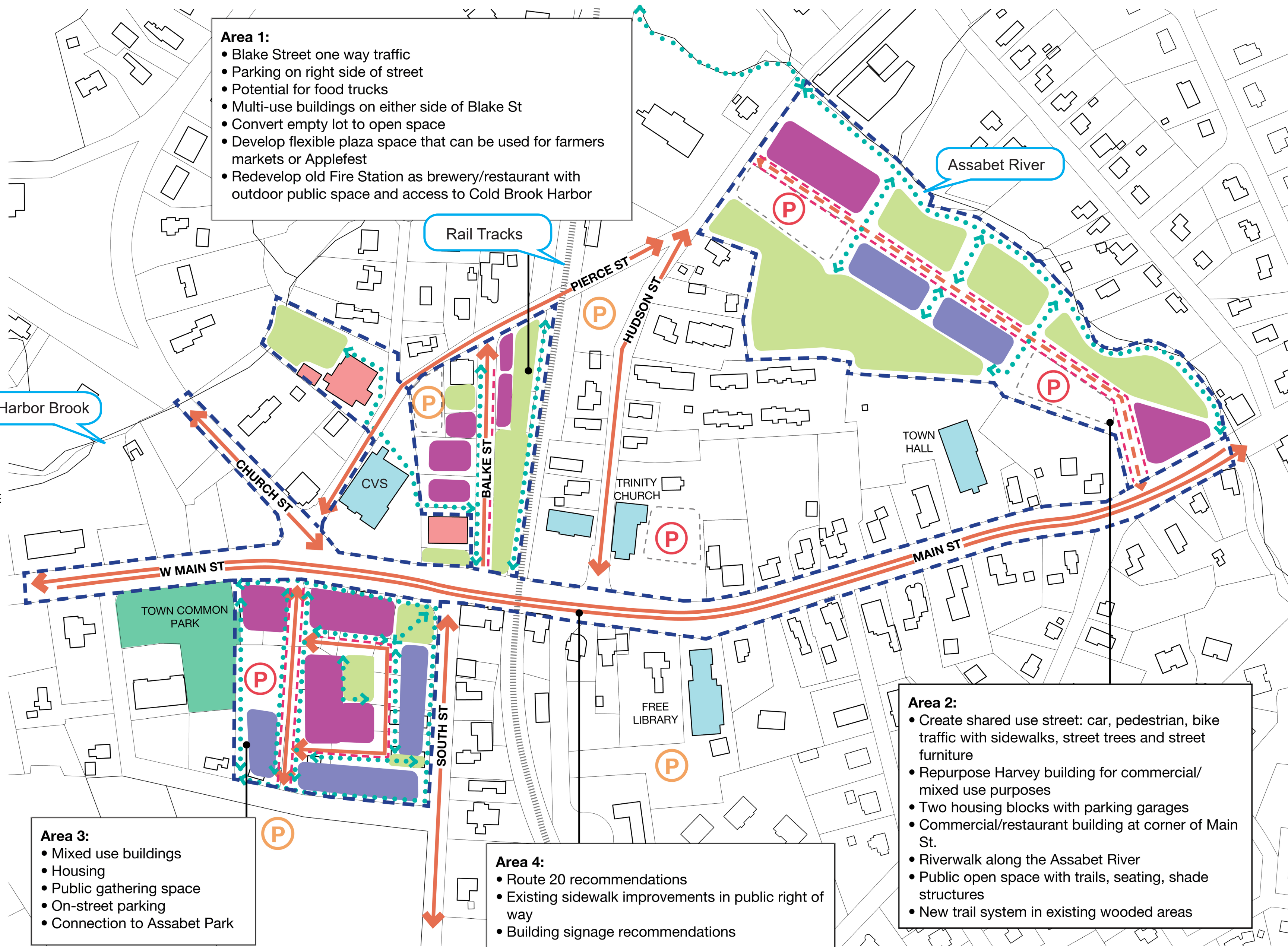
What we heard from you:
Mixed-use
Retail
Trails
Green Infrastructure
Flexible Gathering
Fitness
Multi-Family Housing
Parking



STUDY AREAS - Existing Buildings and Opportunities

LEGEND

- STUDY AREA BOUNDARY
- PROMINENT BUILDINGS TO REMAIN
- BUILDINGS TO BE REPURPOSED
- P EXISTING PARKING
- P PROPOSED PARKING
- EXISTING COMMUNITY GATHERING SPACE
- PROPOSED COMMUNITY GATHERING SPACE
- MIXED USE: RETAIL/ RESTAURANT/ HOUSING
- HOUSING
- ⋯ PEDESTRIAN CIRCULATION
- ⇄ WOONERF / SHARED USE
- MAIN ROAD
- ON-STREET PARKING



CONCEPTUAL MASTER PLAN - Bubble Diagram



Repurpose old Fire Station to restaurant with outdoor plaza, green open space, and connection to town wide trail

Cold Harbor Brook

Old Fire Station

Pierce Street

CVS

Church Street

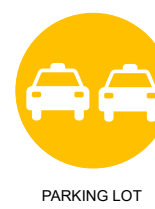
W Main Street

Old Town Hall

Cumberland Farms

Rail Tracks

Mill Street



Parking garage structure



Pocket park between buildings



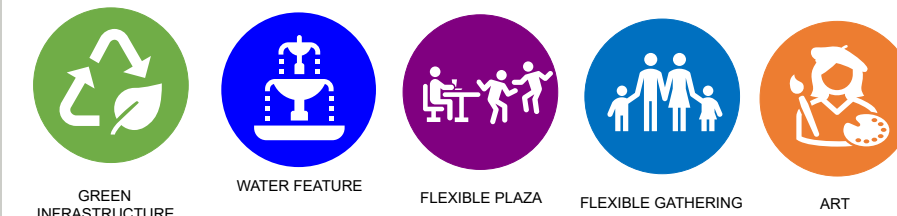
Proposed new building



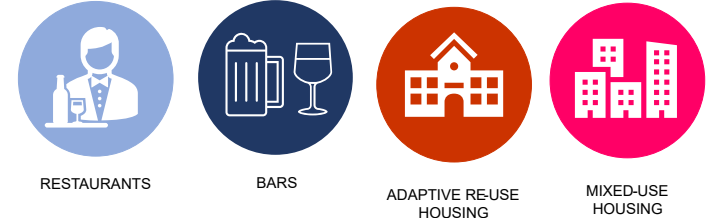
Proposed new building



Blake Street becomes one-way 'Woonerf' to traffic
Multi-use buildings on either side of street



Flexible Plaza with location for art installment



Repurpose old Town Hall

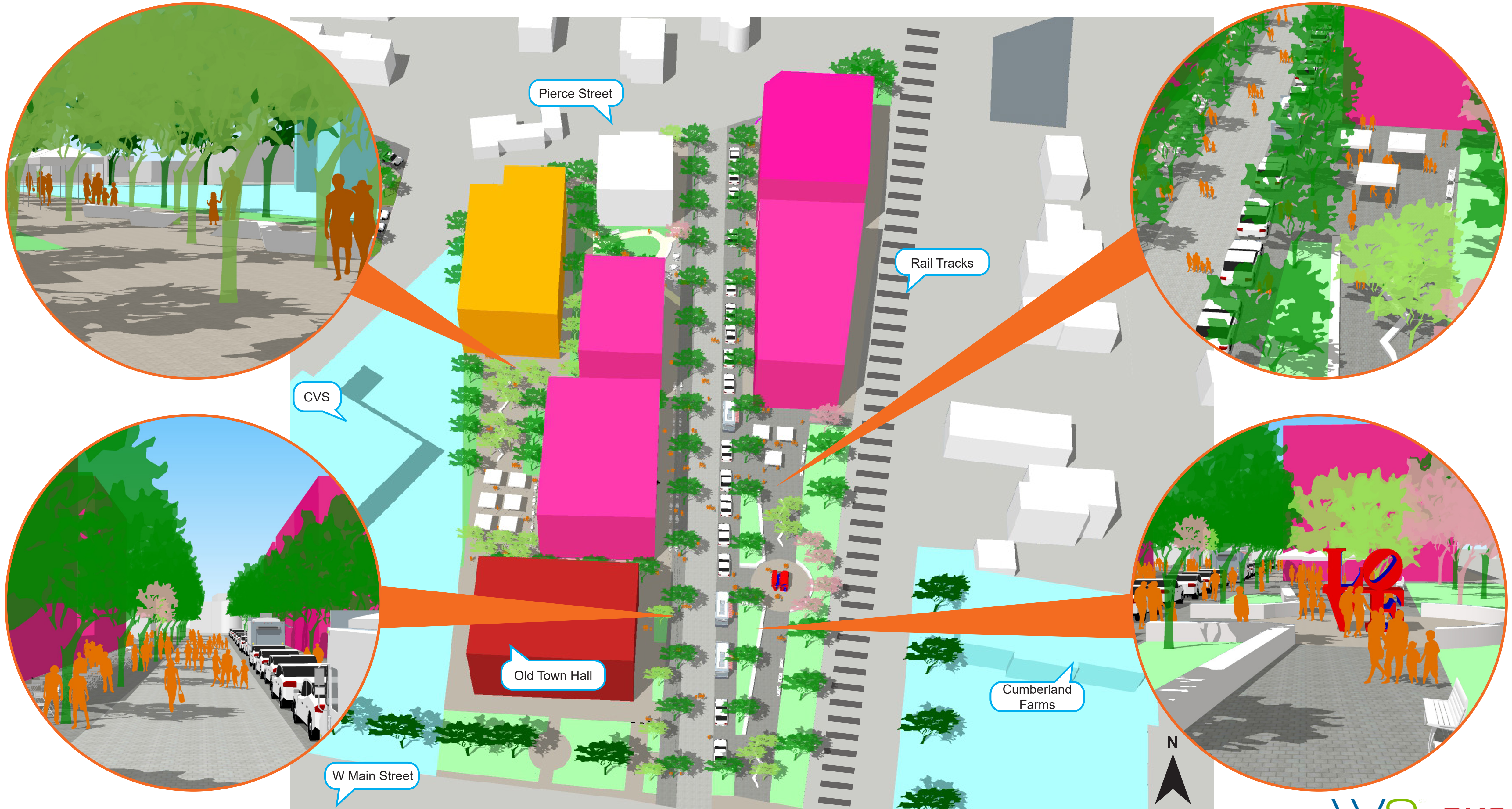


LEGEND

- Proposed Green Open Space
- Adaptive Reuse / Redevelopment Potential
- Mixed Use: Retail / Housing / Restaurant
- Parking Garage Structure
- Building to Remain
- Proposed Parking
- Existing Rail Tracks
- One-way vehicular Traffic
- Sidewalks
- On-street Parking
- Proposed Crosswalk
- Existing Tree
- Proposed Trees

Blake Street becomes a paved one-way street with street parking on the right side and sidewalks on both sides. The magenta buildings are 48' tall and are mixed use. They will have restaurants or retail on the first floor and housing on the 2nd, 3rd and 4th floors. There will be a parking garage to the north of the site next to Pierce Street. The parcel adjacent to the train station will become a plaza that can be used for farmers markets, food trucks, or events like Applefest. There will be a secondary open space to the north of Blake Street that acts as a community park and a point of connectivity between Blake Street and the revitalized fire station.

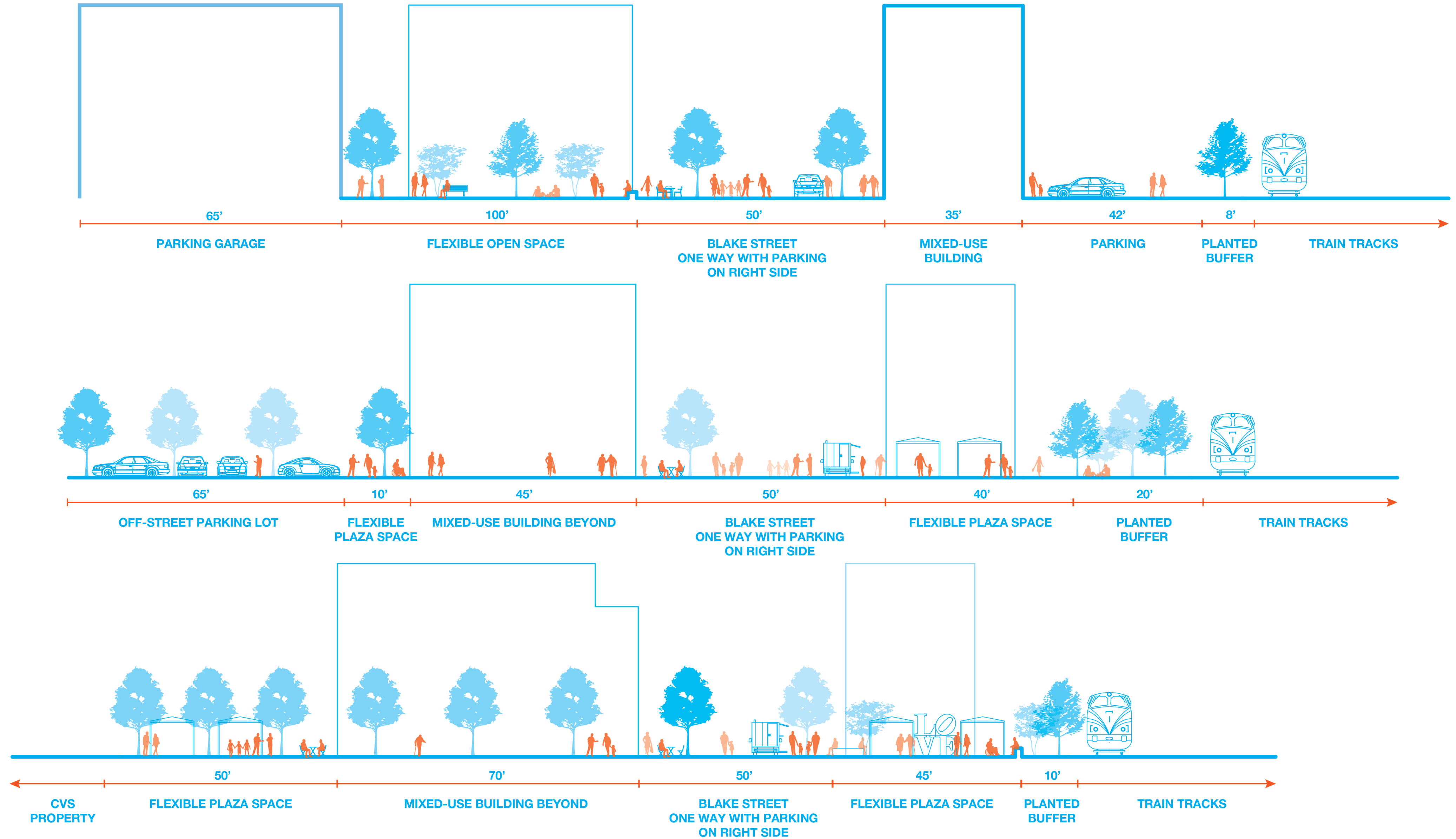
SCENARIO 1 - The Entertainment Hub



SCENARIO 1 - The Entertainment Hub (Blake Street)



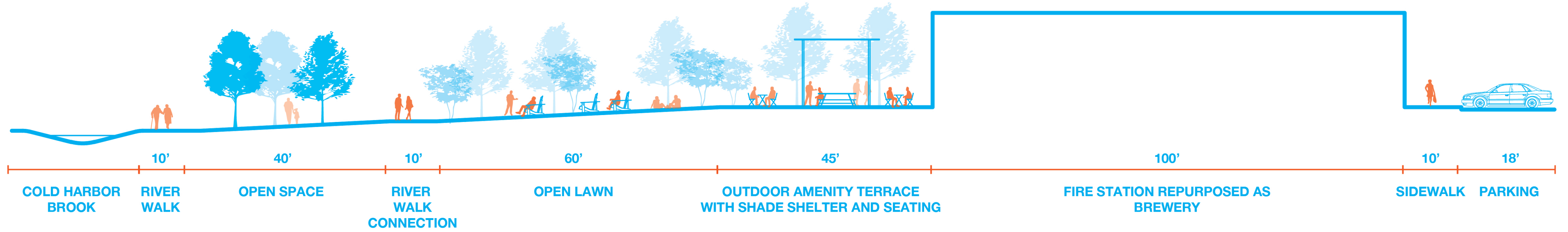
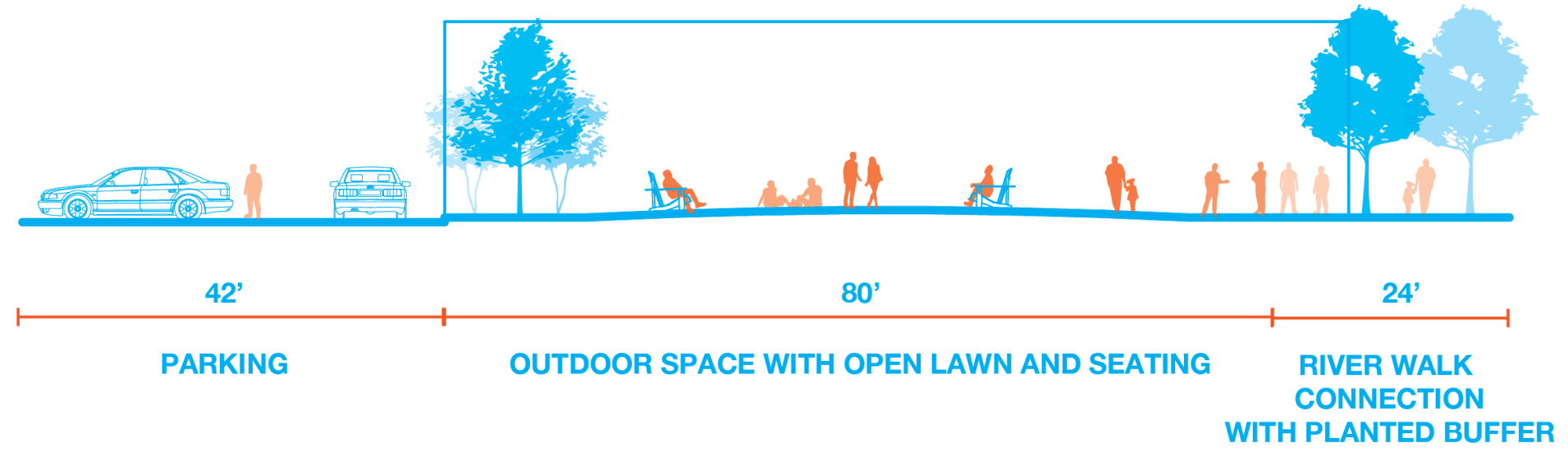
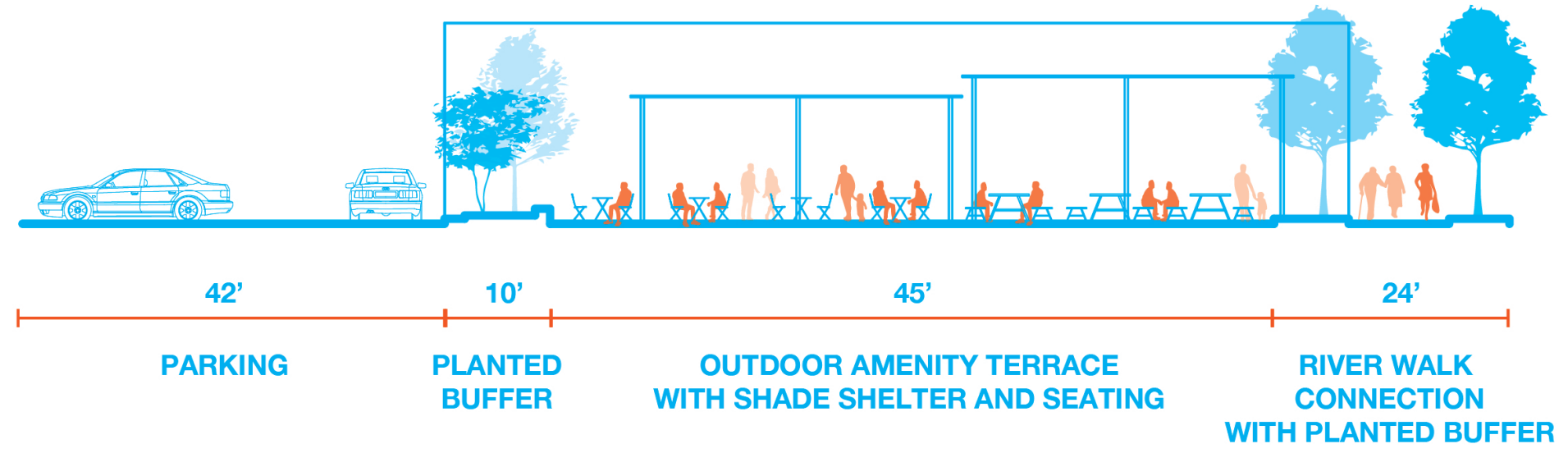
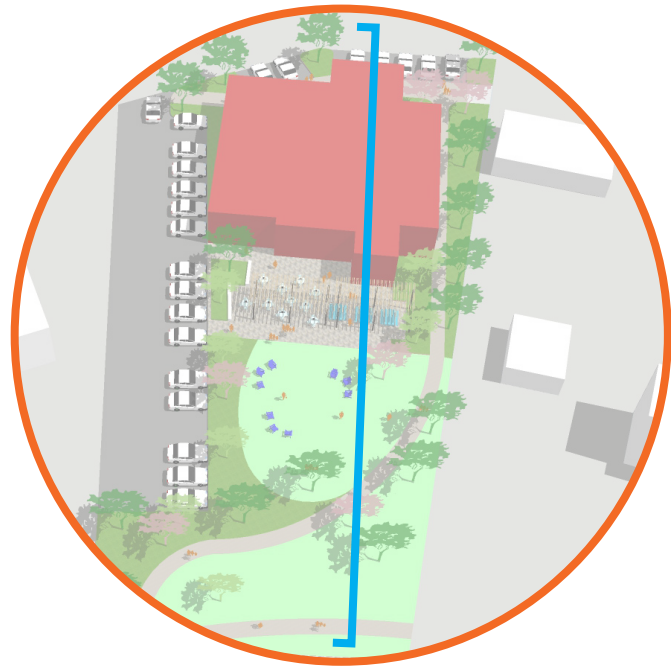
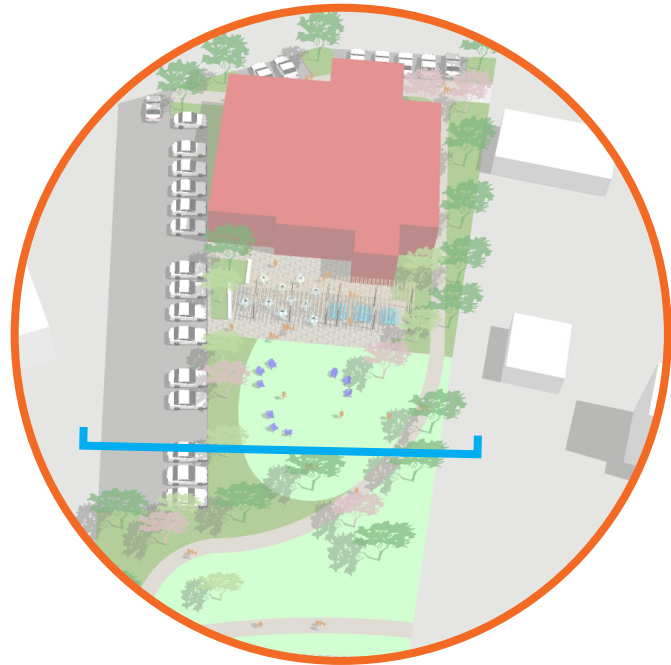
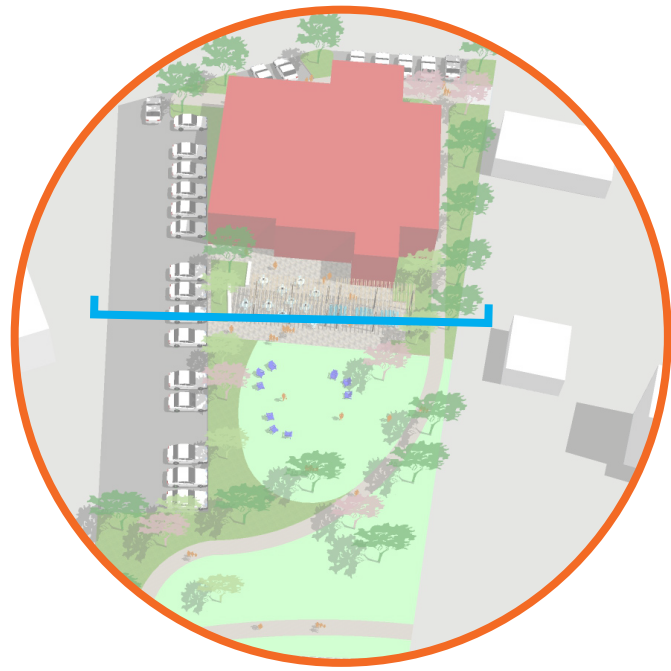
SCENARIO 1 - The Entertainment Hub (Blake Street)



SCENARIO 1 - The Entertainment Hub (Blake Street)



SCENARIO 1 - The Entertainment Hub (Redevelop Fire Station)



SCENARIO 1 - The Entertainment Hub (Redevelop Fire Station)



FLEXIBLE PLAZA

21,350 SF



POCKET PARK

16,425 SF



RESTAURANTS, CAFES, BARS

14,000 SF



MULTI-FAMILY HOUSING

**84,000 SF
(84 UNITS)**



ADAPTIVE RE-USE

**16,000 SF
(16 UNITS)**



RETAIL / COMMERCIAL SPACE

14,000 SF



PARKING GARAGE

96 SPACES



ON-STREET PARKING

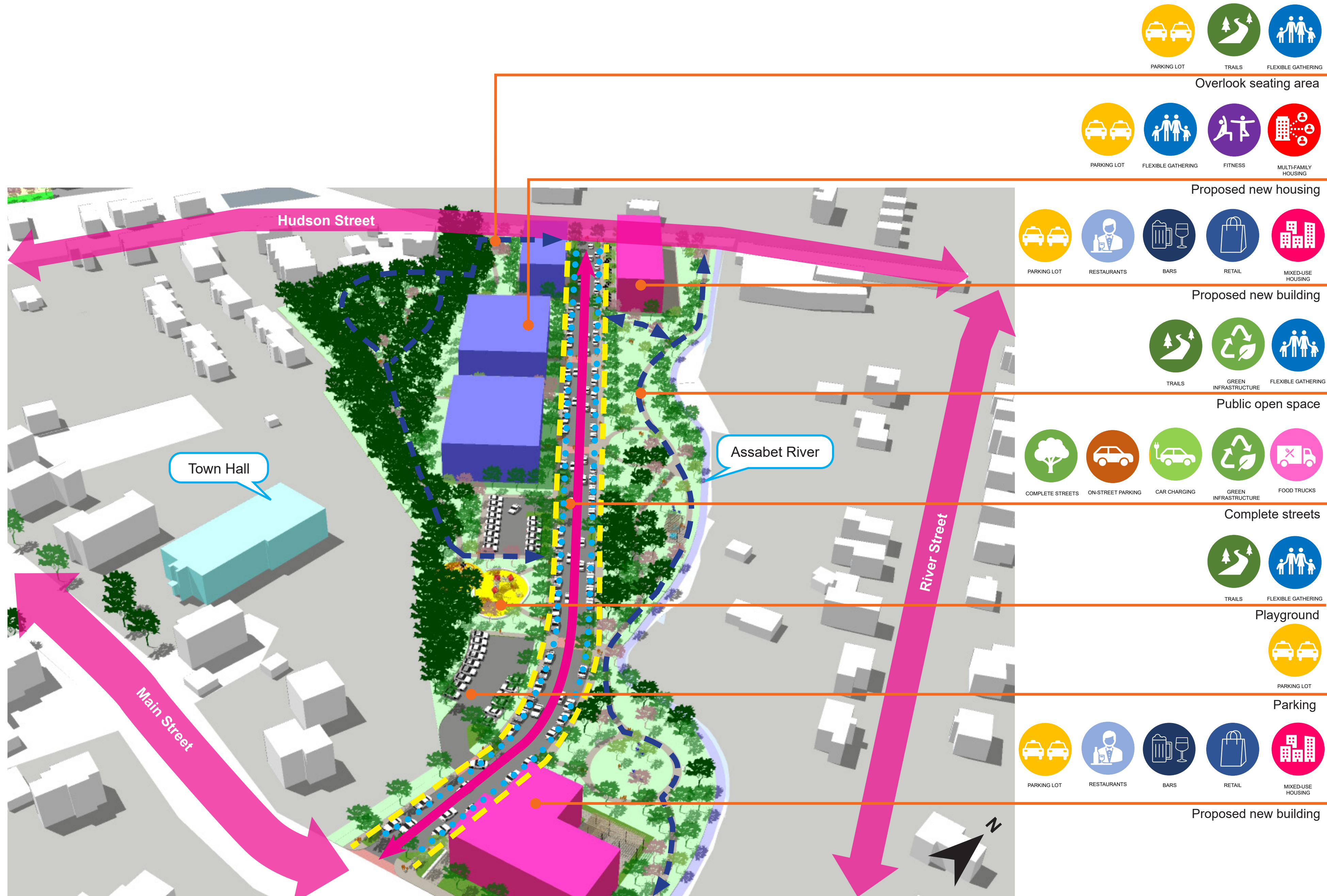
22 SPACES



PARKING LOT

32 SPACES

SCENARIO 1 - The Entertainment Hub: Breakdown by Numbers

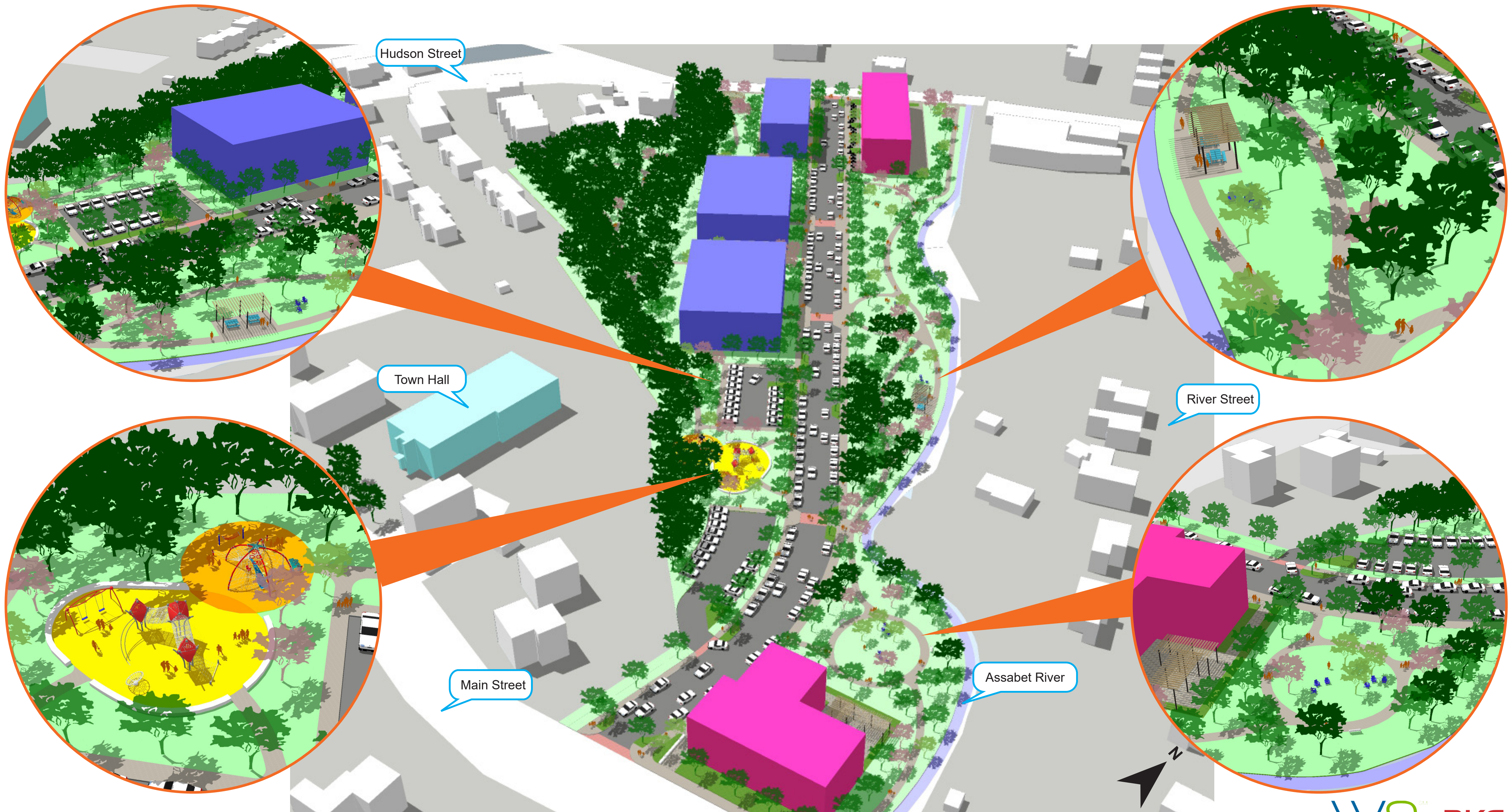


Developing the Harvey property creates an additional destination in downtown Northborough that would connect to the Blake Street entertainment hub. Scenario 2 proposes a two-way street connecting Main Street to Hudson Street surrounded by open park space, housing, and mixed-use developments. A large mixed-use cornerstone development is situated at the intersection of Main Street and the Assabet River. This development could house a restaurant with a patio that looks out onto the Assabet River. The design includes three housing developments located across the street from an open space park, looking out onto the Assabet River. The proposal also includes a second mixed-use development located to the north of the property adjacent to Hudson Street. This building could similarly be used as retail and restaurant space, with a patio overlooking the river. The proposed design includes a playground, on-street and off-street parking, a riverwalk along the Assabet River, a network of connecting paths, a woodland trail, and two shade structures for gathering.

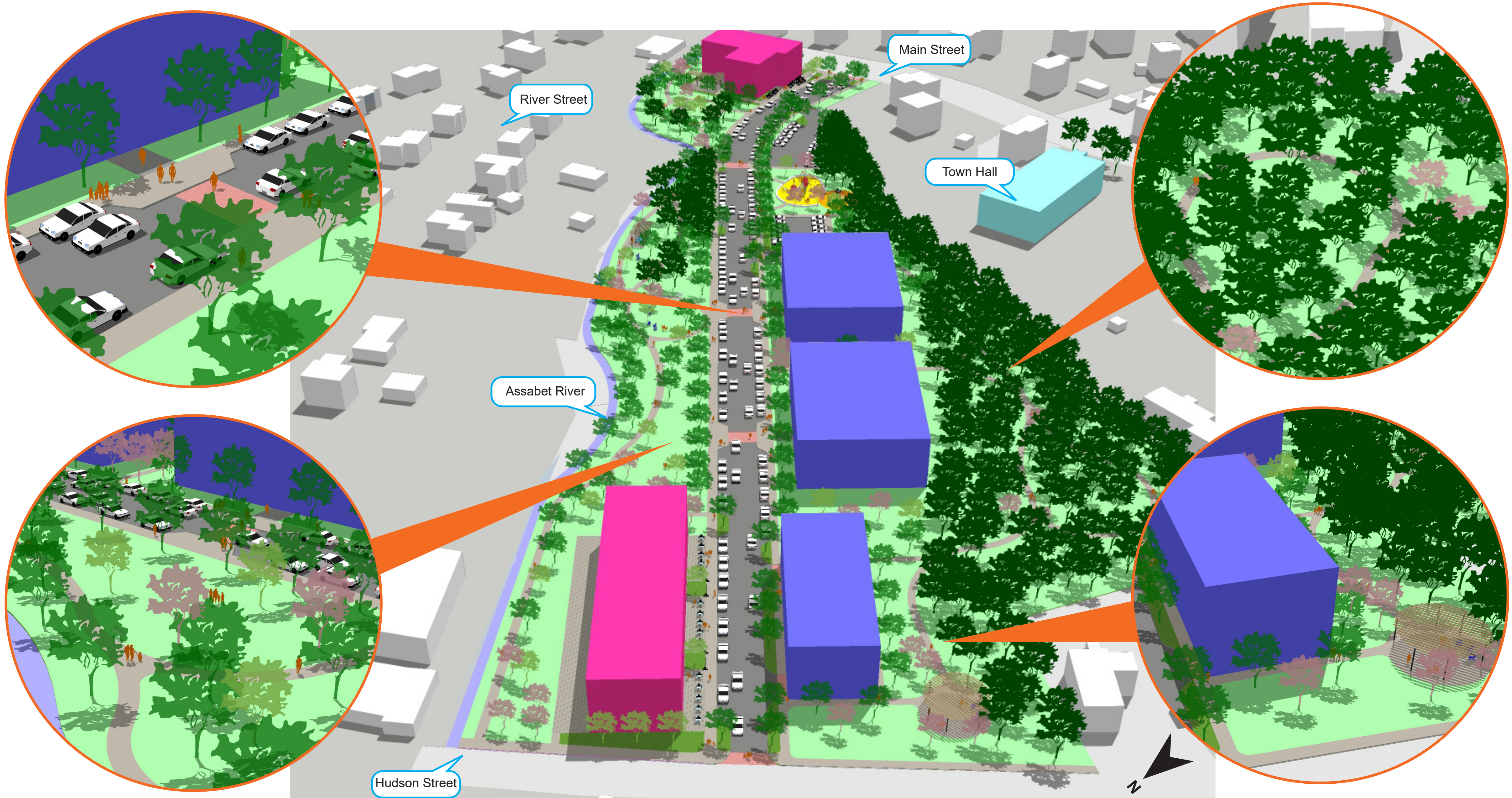
SCENARIO 2 - Downtown Extension (Develop Harvey Property)



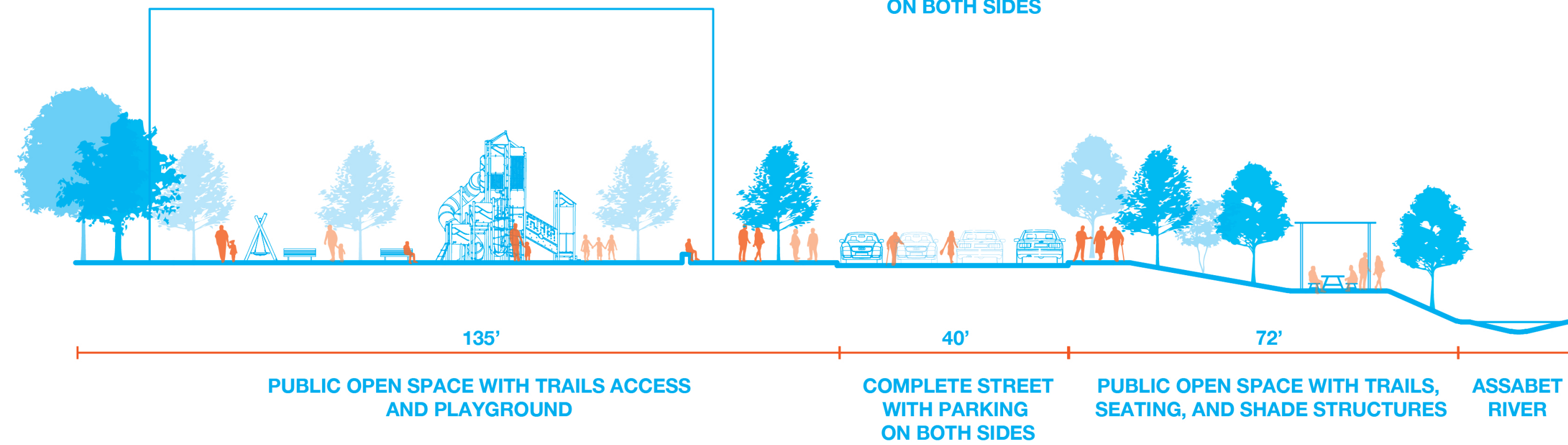
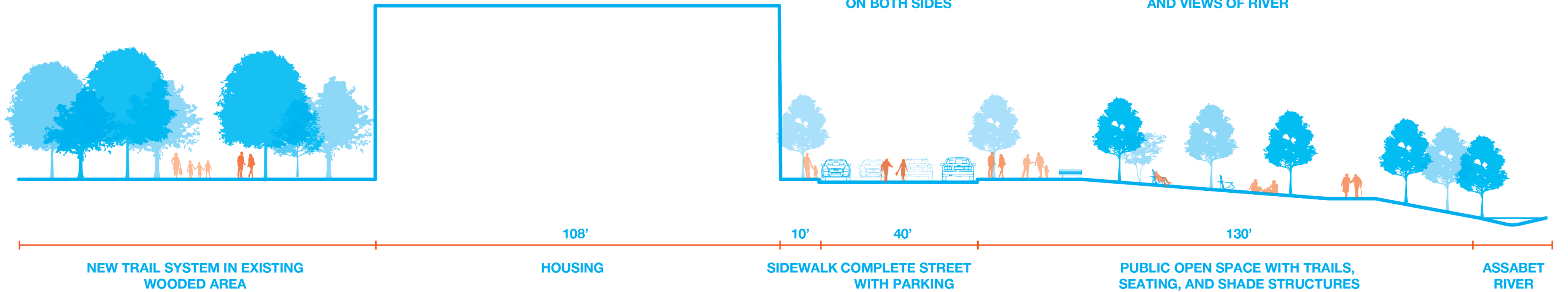
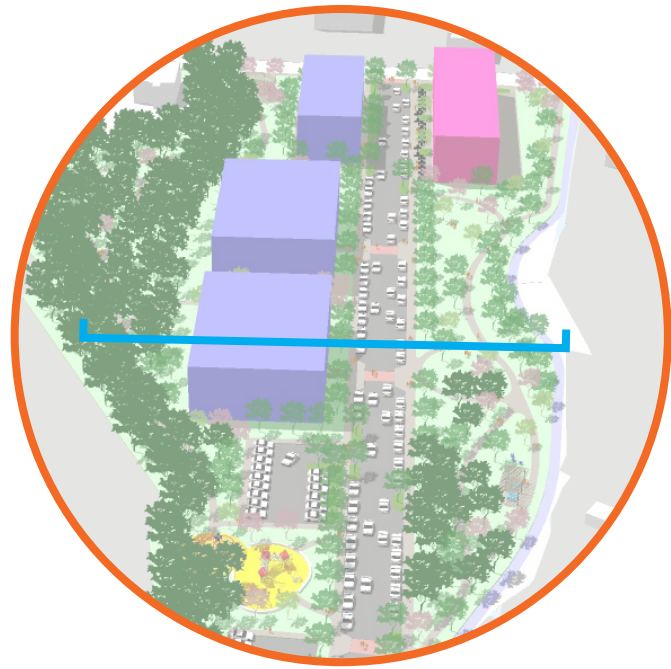
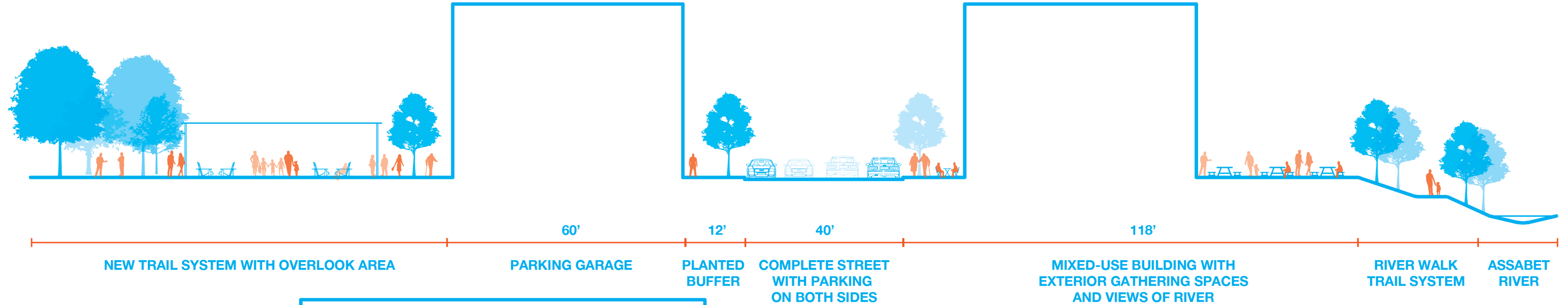
SCENARIO 2 - Downtown Extension (Develop Harvey Property)



SCENARIO 2 - Downtown Extension (Develop Harvey Property)



SCENARIO 2 - Downtown Extension (Develop Harvey Property)



SCENARIO 2 - Downtown Extension (Develop Harvey Property)



FLEXIBLE PLAZA

9,800 SF



PLAYGROUND

4,600 SF



TRAILS & OPEN SPACE

220,500 SF OPEN SPACE



MIXED USE HOUSING

**63,000 SF
(63 UNITS)**



MULTI-FAMILY HOUSING

**100,000 SF
(100 UNITS)**



RETAIL / COMMERCIAL SPACE

10,310 SF



RESTAURANTS, CAFES, BARS

10,310 SF



ON-STREET PARKING

75 SPACES



PARKING LOT

40 SPACES

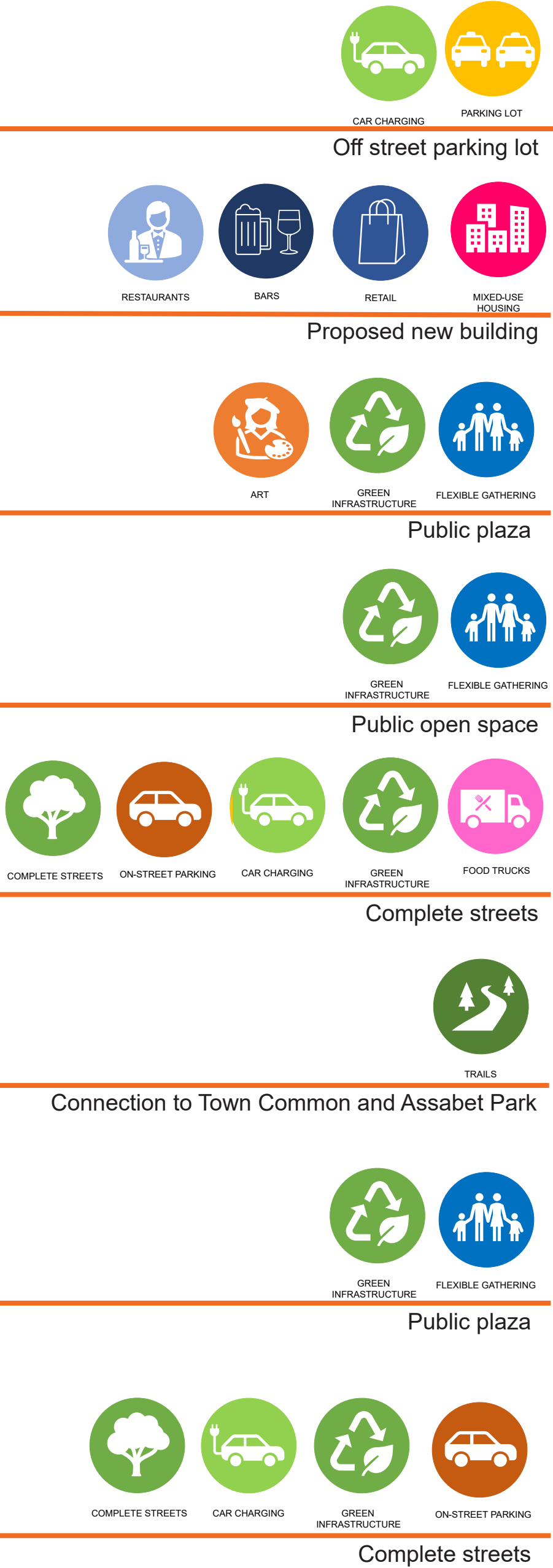
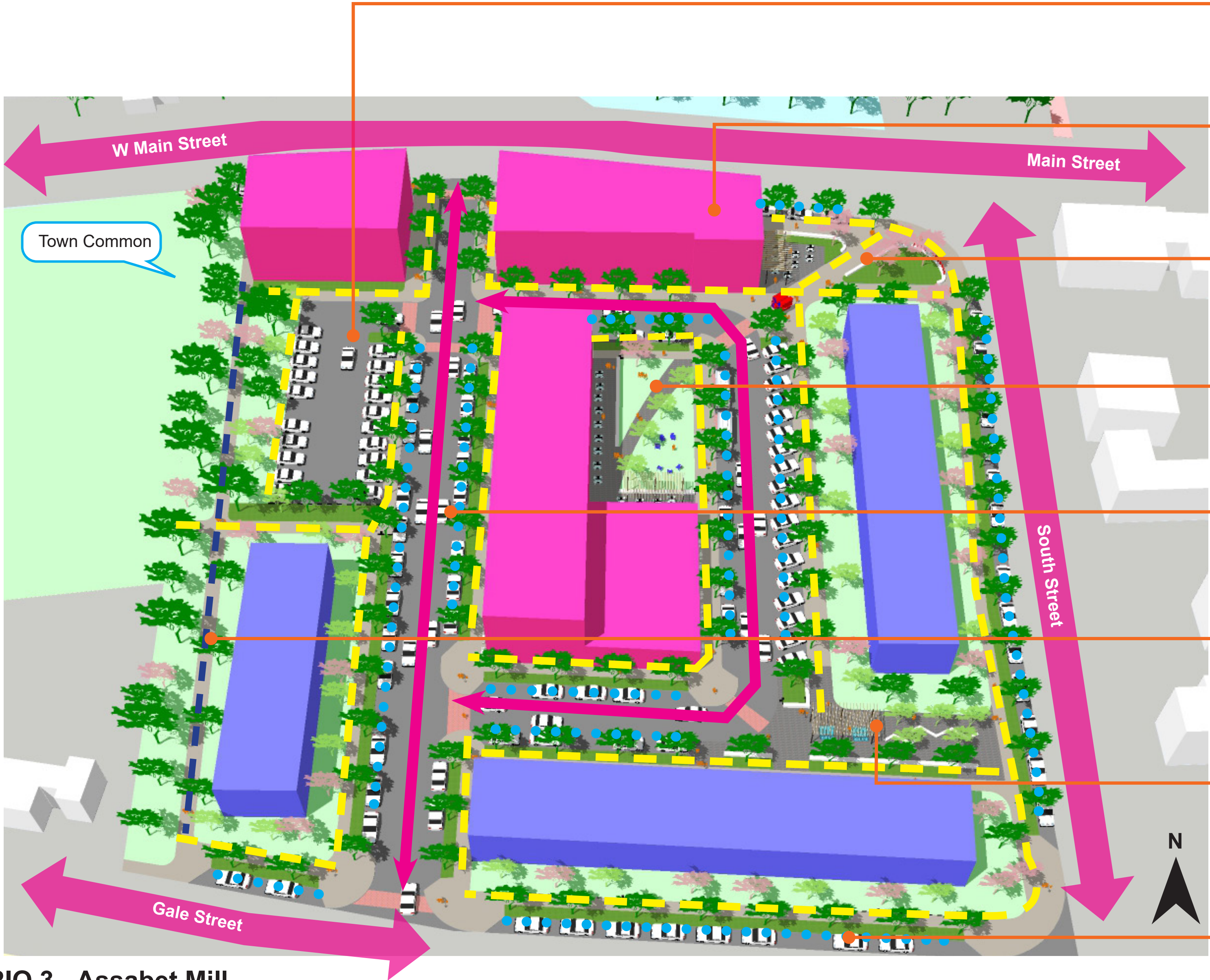


PARKING GARAGE

200 SPACES

SCENARIO 2 - Downtown Extension: Breakdown by Numbers

SCENARIO 3 - Assabet Mill



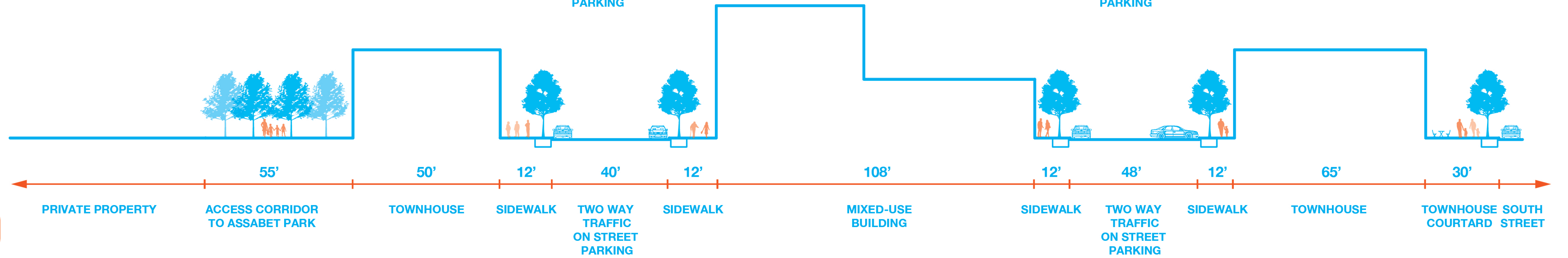
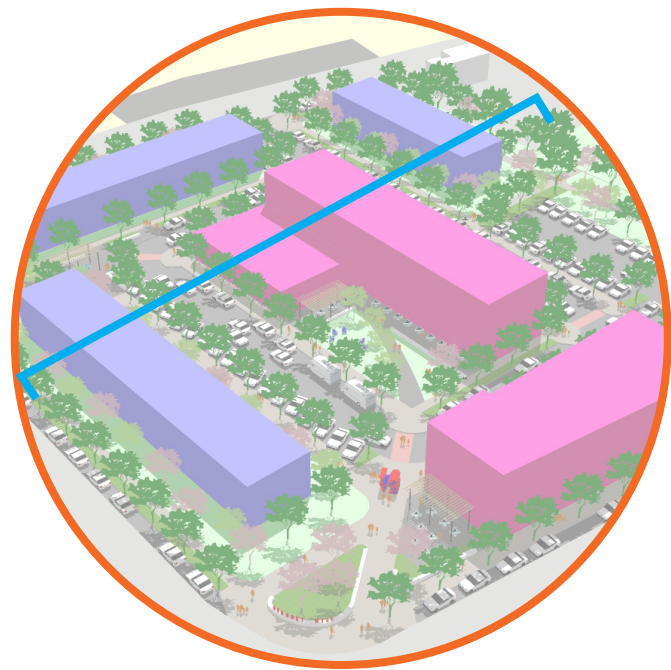
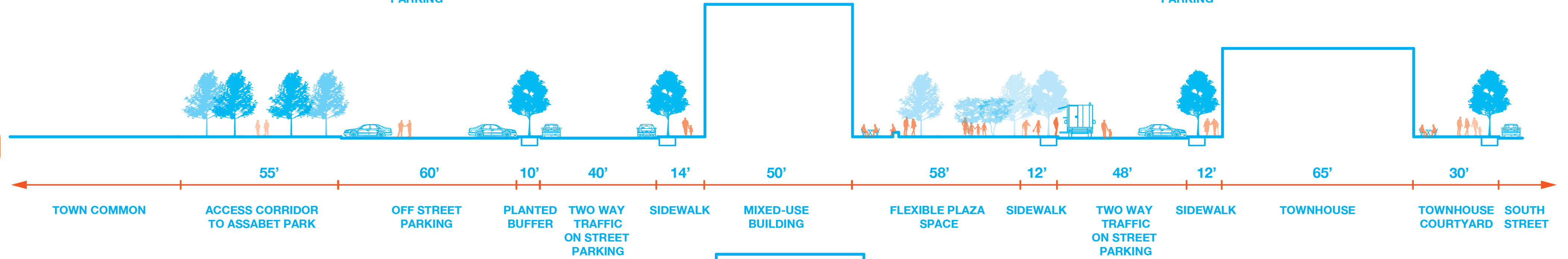
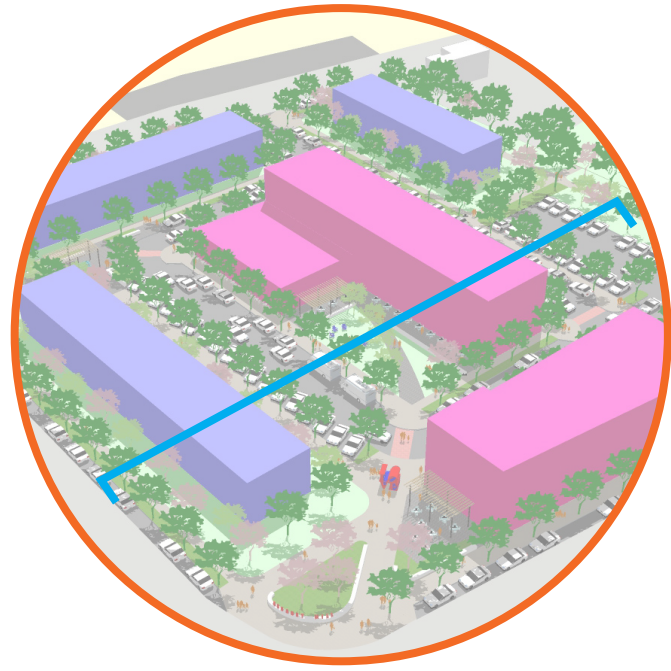
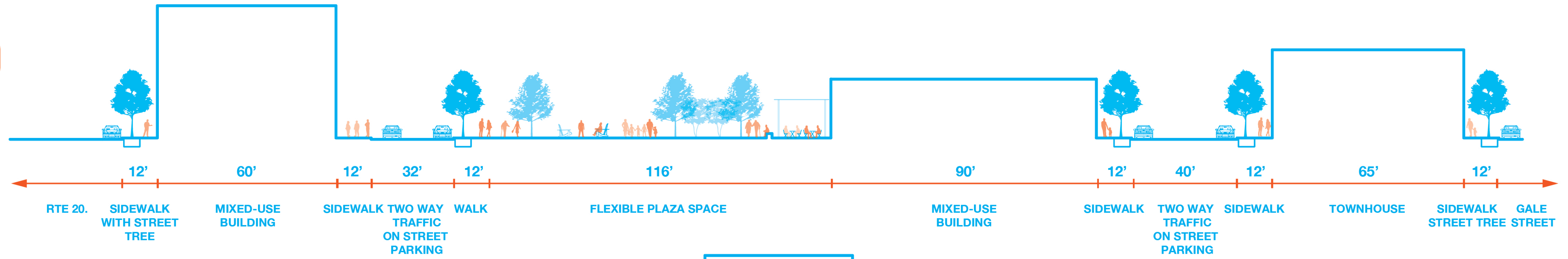
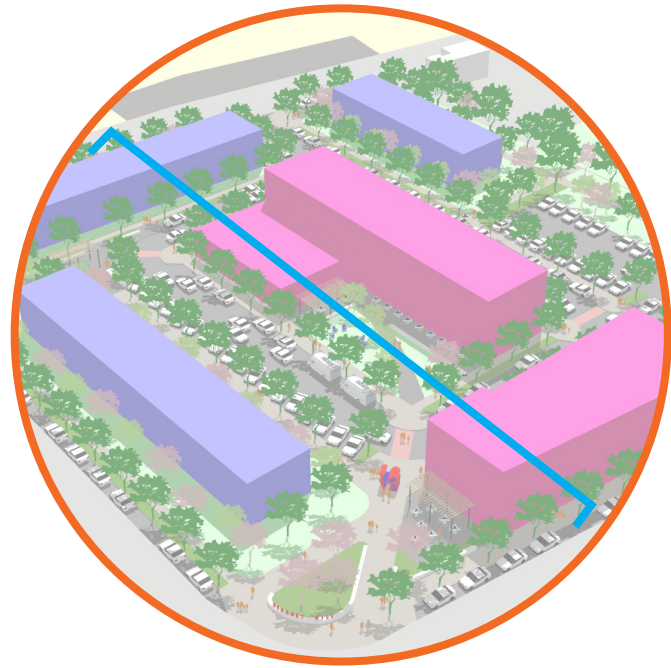
Assabet Mill incorporates three new multi-use buildings that can accommodate housing on the upper three levels and restaurants and retail on the ground floor. The property also includes three, two story town home developments adjacent to the Town Common, Gale Street, and South Street. The buildings are accessible by a two-way street connecting Route 20 to Gale Street, and by a two-way road looping through the interior of the property. At the center of Assabet Mill is a public plaza space that can be used for outdoor seating for cafes or for small events. This property provides the potential to create a vibrant commercial and residential district within the current fabric of downtown.



SCENARIO 3 - Assabet Mill



SCENARIO 3 - Assabet Mill



SCENARIO 3 - Assabet Mill



FLEXIBLE PLAZA

11,300 SF



POCKET PARK

6,800 SF



TRAILS

430 LF



MIXED USE HOUSING

**75,000SF
(75 UNITS)**



MULTI-FAMILY HOUSING

**54,000 SF
(26 UNITS)**



RETAIL / COMMERCIAL SPACE

15,000 SF



RESTAURANTS, CAFES, BARS

15,000 SF



ON-STREET PARKING

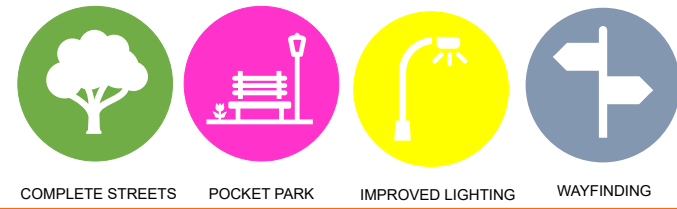
109 SPACES



PARKING LOT

20 SPACES

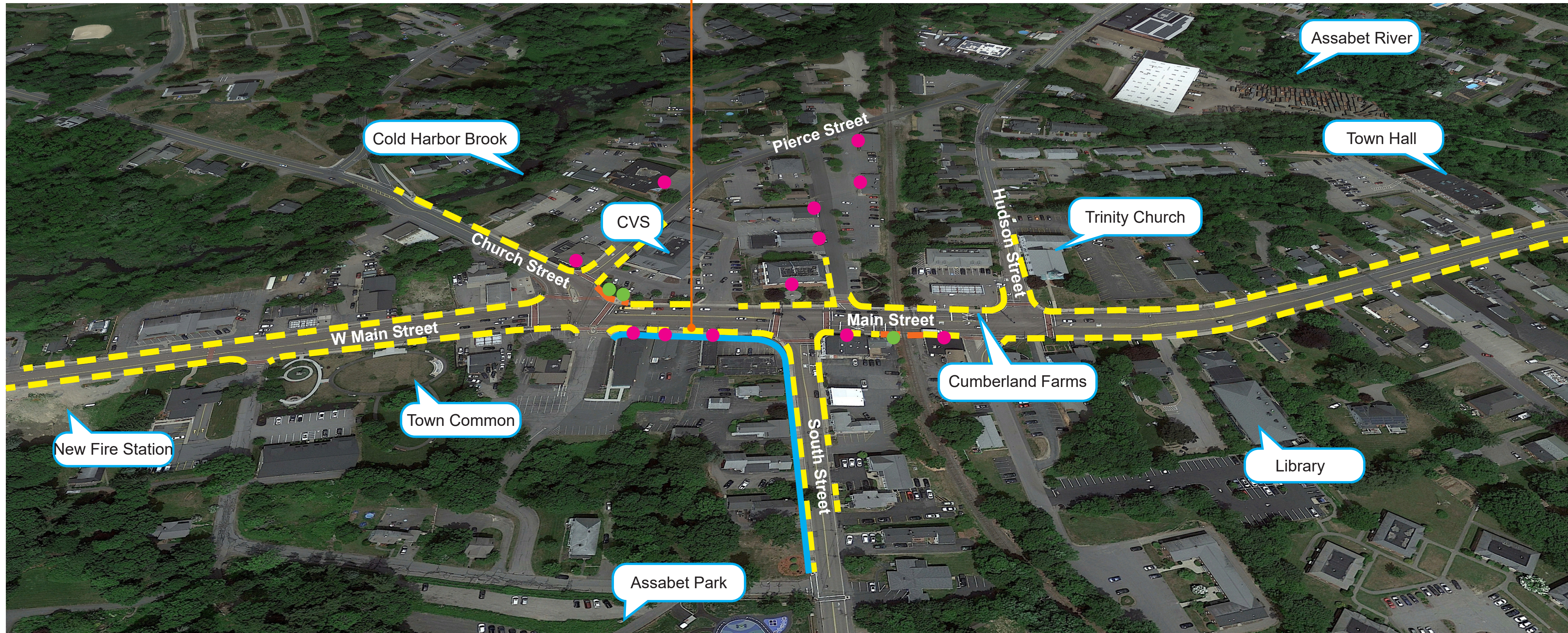
SCENARIO 3 - Assabet Mill: Breakdown by Numbers



Opportunity:
 Street Trees and Vegetation
 Sidewalk Furniture
 Improved Lighting
 Engaging Building Signage
 Underground Utilities

LEGEND

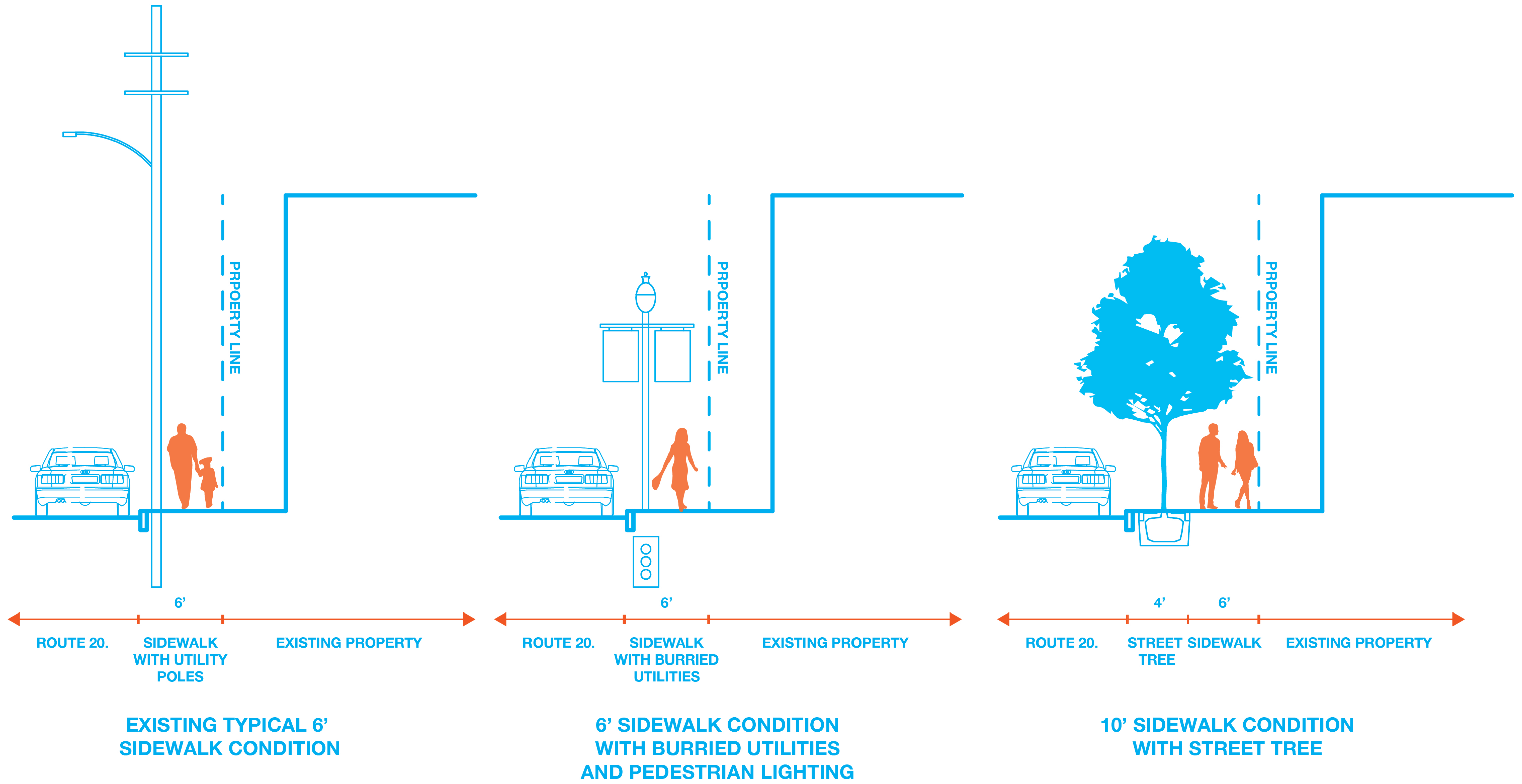
- Existing Sidewalks (5-6' Wide)
- Existing Sidewalks (8-15' Wide)
- Opportunities for Improved Signage
- Opportunities to Add Street Trees
- Opportunities to Widen Sidewalks



Visually appealing buildings and business districts will attract more customers downtown. With more people traveling downtown to walk, shop, and seek services, the district becomes more economically prosperous and lively. There are elements that can impact the visual aesthetics of the downtown that can be implemented in the public realm. These include:

- Incorporating trees and planting into the streetscape where existing conditions allow
- Improving sidewalk conditions and ADA accessibility
- Improving the lighting strategy
- Improving storefronts and signage
- Overall maintenance to sidewalks and building storefronts







On a narrow sidewalk or areas not wide enough to provide street trees, moveable planters are a space-saving option to provide vegetation, comfort, and create a livelier streetscape. Planters can also create spaces of enclosure at a restaurant or cafe.



Pedestrian Scale Lighting
Pedestrian scale lighting consists of light poles that are shorter than roadway light poles. Typically, they are less than 18’ tall. Pedestrian light poles are located within the right-of-way and are used to illuminate primarily pedestrian areas like sidewalks. Pedestrian light poles can be separate from roadway light poles or combined on the same structure.



Combined Pedestrian and Roadway Lighting
Combine pedestrian and roadway lighting on single utility pole.

Route 20 roadway lighting must follow the standards set by the state.



Storefront Sign Lighting
Highlight store signage at night. Direct lighting only on sign and not adjacent sidewalk

- Lighting serves several purposes on a streetscape. Pedestrian scale streetscape lighting fosters a feeling of safety and security on the street at night. Well-lit business entrances are more welcoming and encourage customers to enter the store. Lighting can also serve to highlight certain focal points like an outdoor plaza or window display.
- Lighting spacing and distribution should be uniform.
 - Lighting should minimize glare for both pedestrians and vehicles.
 - Light fixtures should be chosen to direct the light downward to eliminate light pollution.

SCENARIO 4 - Route 20 Improvements (Improve Lighting Strategy)



Display Windows

Unobstructed view of window, cohesive appearance, showcase products.



Blade Signs

Sign that is mounted to the building façade that projects out over the sidewalk. Typically can be viewed from both directions.



Sign Bands

Horizontal segment located above display window. Can have flat or mounted lettering.



Awnings

Signage that protects pedestrians from sun, rain, and snow, and can protect window display from sun damage.



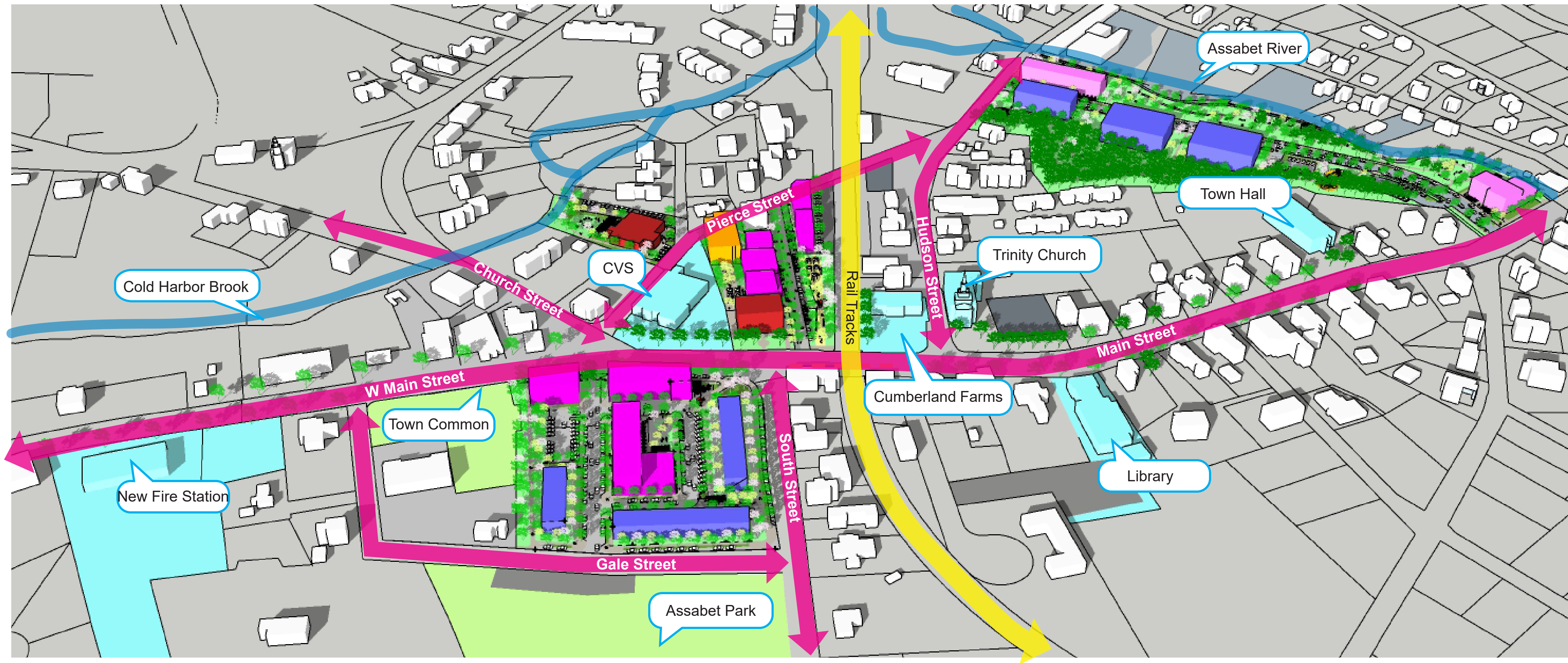
Wayfinding

Signage that helps pedestrians navigate around the downtown area.

Storefront signage and windows are the connection between the consumer and the business. They should be functional, clear, and attractive to draw people out of their cars and onto the street. Some guidelines for street signage include:

- Signage should be compatible with local context, architecture, and neighboring businesses.
- Signage should focus on legibility. Use simple fonts.
- Maximize clarity through brief messaging like business name and logo.
- Consider signage scale and placement. Who is the intended viewer and how will they experience the sign? Will they be driving or walking by?
- Consider color. High contrast between lettering and sign background increases legibility.
- Use durable materials for signage to minimize repairs and maintenance.
- Illuminate signs to increase legibility at night. Lighting should be targeted at the sign and not onto adjacent buildings or pedestrians.

SCENARIO 4 - Route 20 Improvements (Signage Types and Recommendations)



LEGEND

- Proposed Green Open Space
- Adaptive Reuse / Redevelopment Potential
- Parking Garage Structure
- Building to Remain
- Mixed Use: Retail / Housing / Restaurant
- Proposed Housing
- Vehicular Traffic
- Rail Tracks
- Existing Tree
- Proposed Trees

N