

NORTHBOROUGH DOWNTOWN REVITALIZATION

A Master Plan Vision for the Future

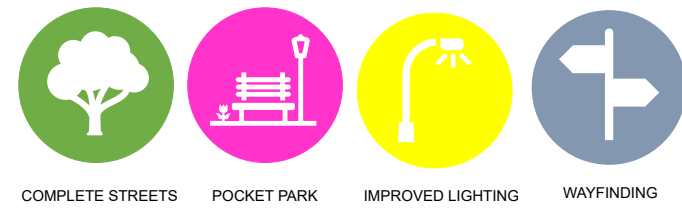


Scenario #4

Scenario #3

Scenario #1

Scenario #2

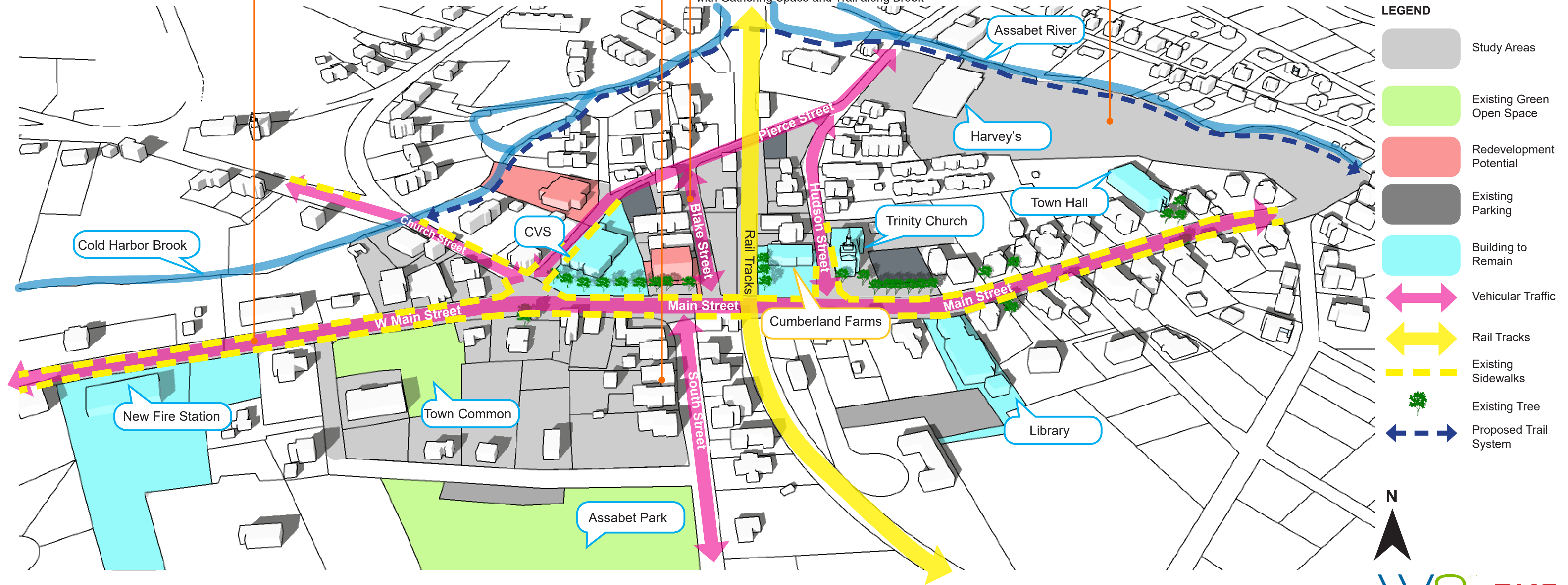


What we heard from you:
Street Trees
Sidewalk Furniture
Improved Lighting

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



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

Cold Harbor Brook

Old Fire Station

Mill Street

Pierce Street

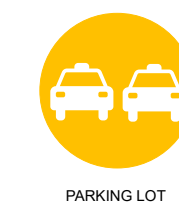
Church Street

W Main Street

Old Town Hall

Cumberland Farms

Rail Tracks



Parking garage structure



Pocket park between buildings



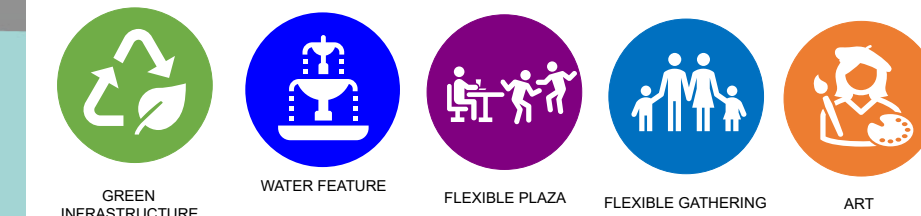
Proposed new building



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



Multi-use buildings with first floor retail and second floor office space

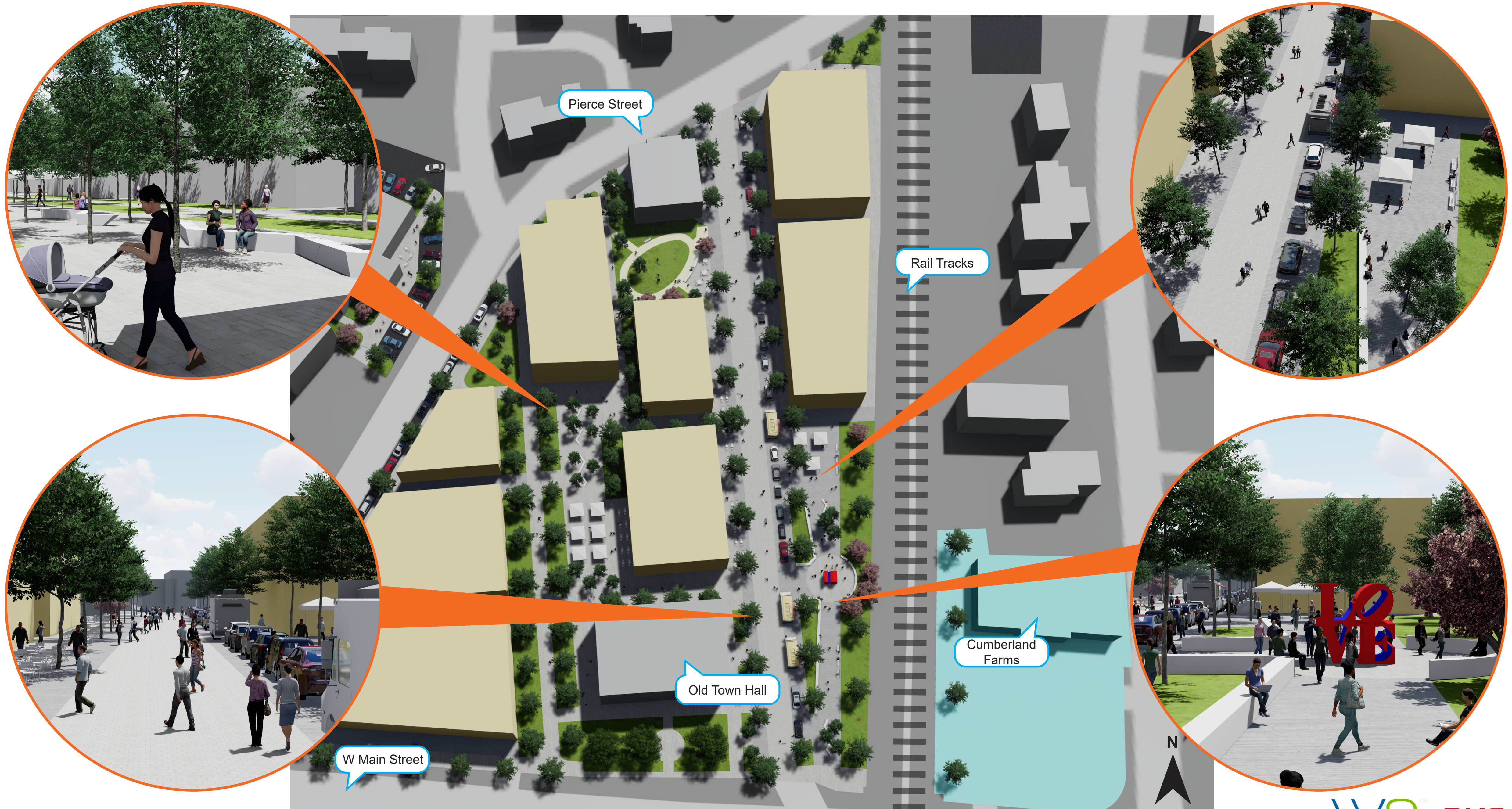
LEGEND

- Existing Rail Tracks
- One-way vehicular Traffic
- Sidewalks
- On-street Parking
- Proposed Crosswalk
- Existing Buildings
- Proposed Buildings

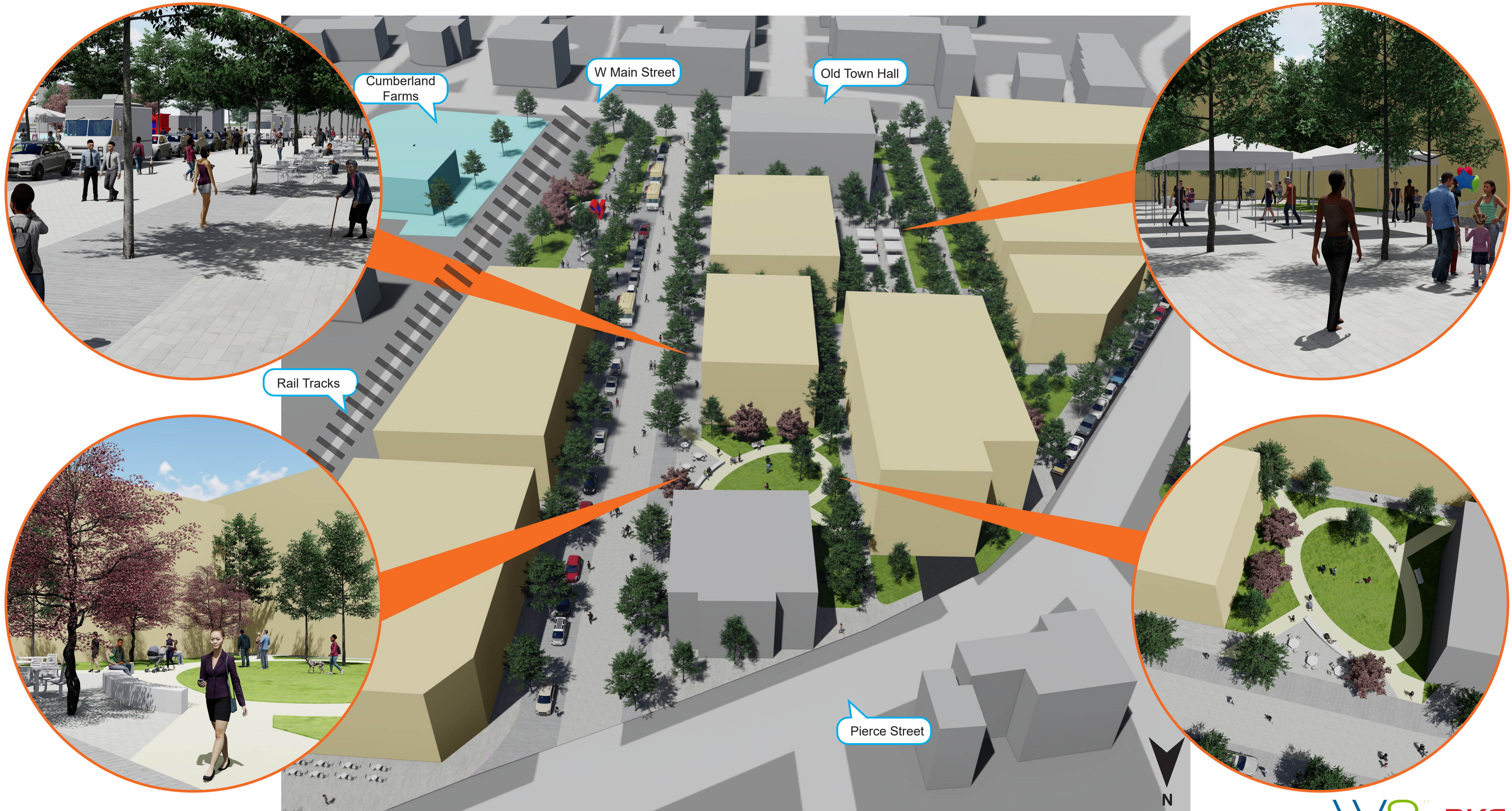
Blake Street becomes a paved one-way street with street parking on the right side and sidewalks on both sides. The magenta buildings are 30' tall and are mixed use. They will have restaurants or retail on the first floor and housing on the 2nd, 3rd and 4th floors. There will be a parking garage to the 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.



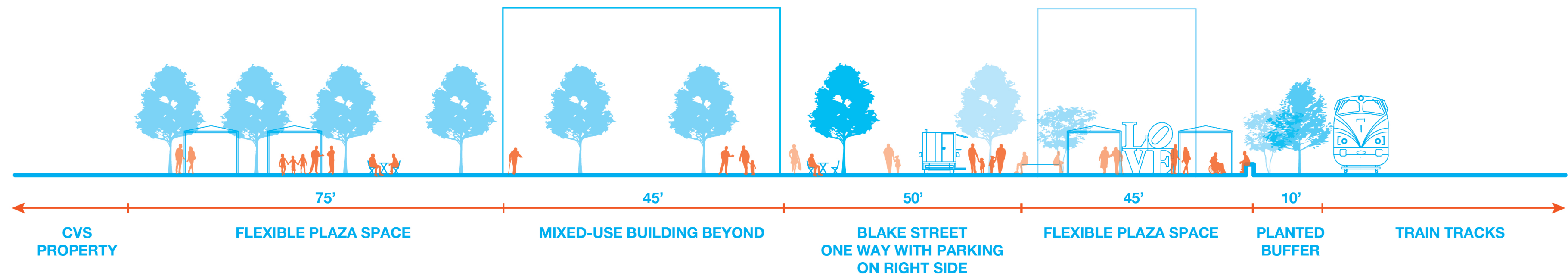
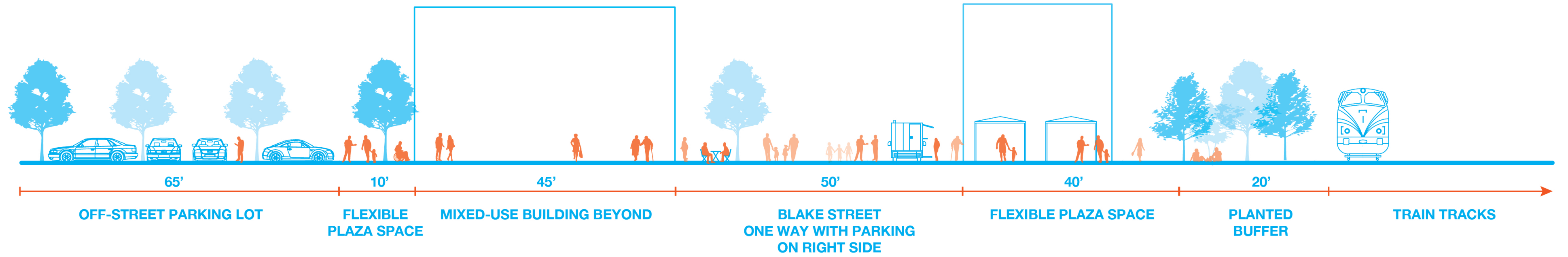
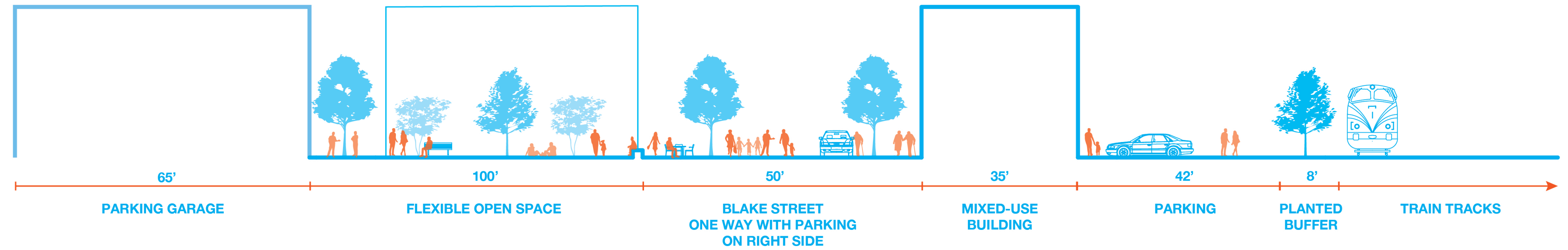
SCENARIO 1 - The Entertainment Hub



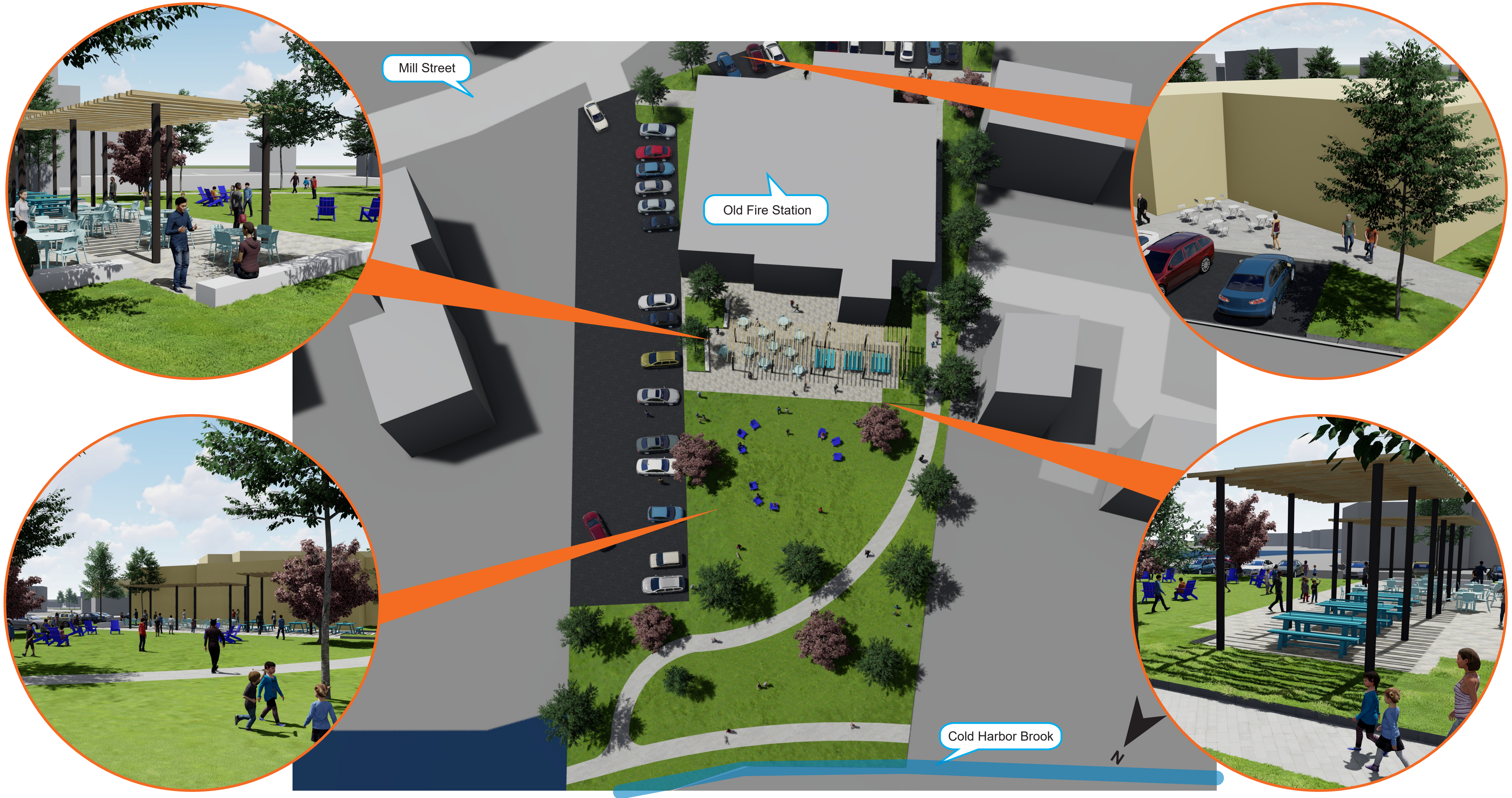
SCENARIO 1 - The Entertainment Hub (Blake Street)



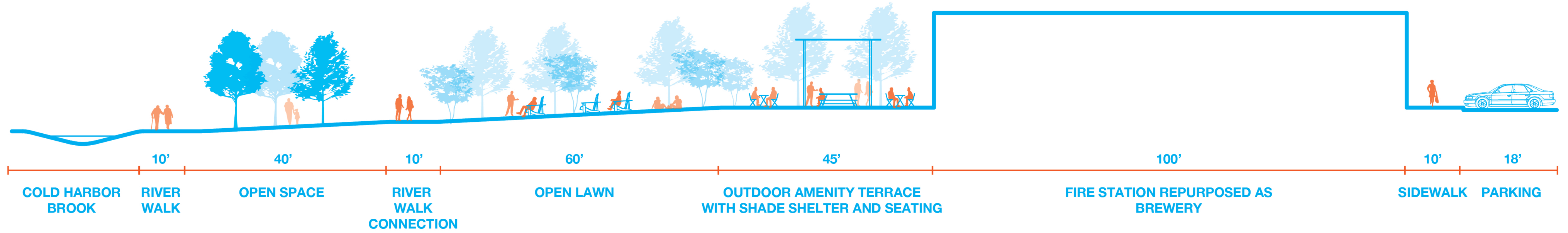
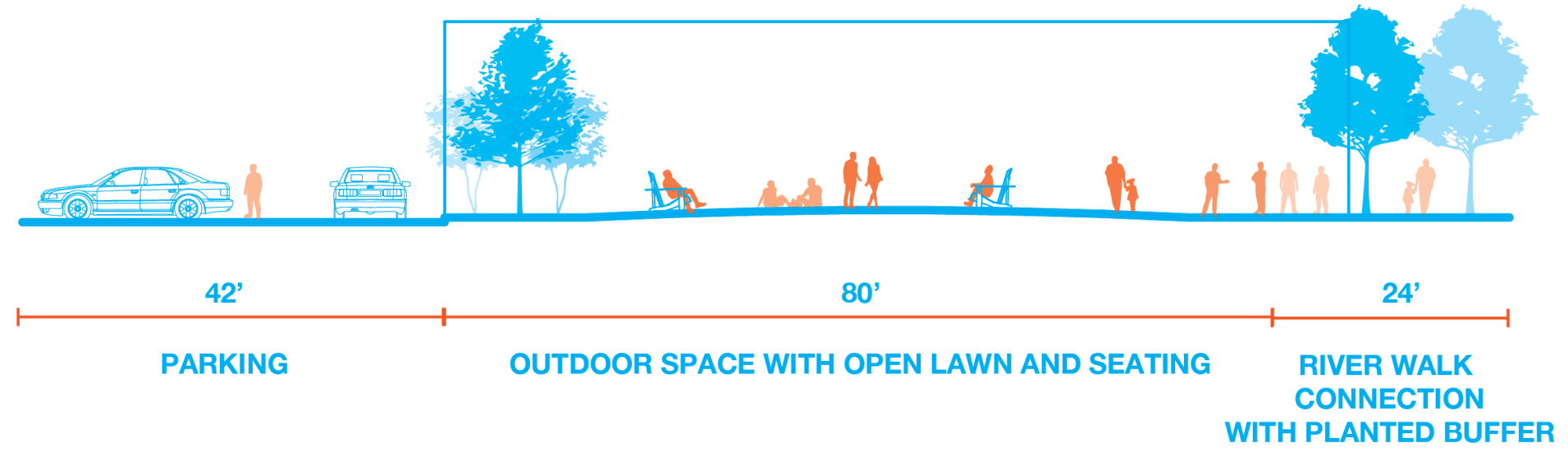
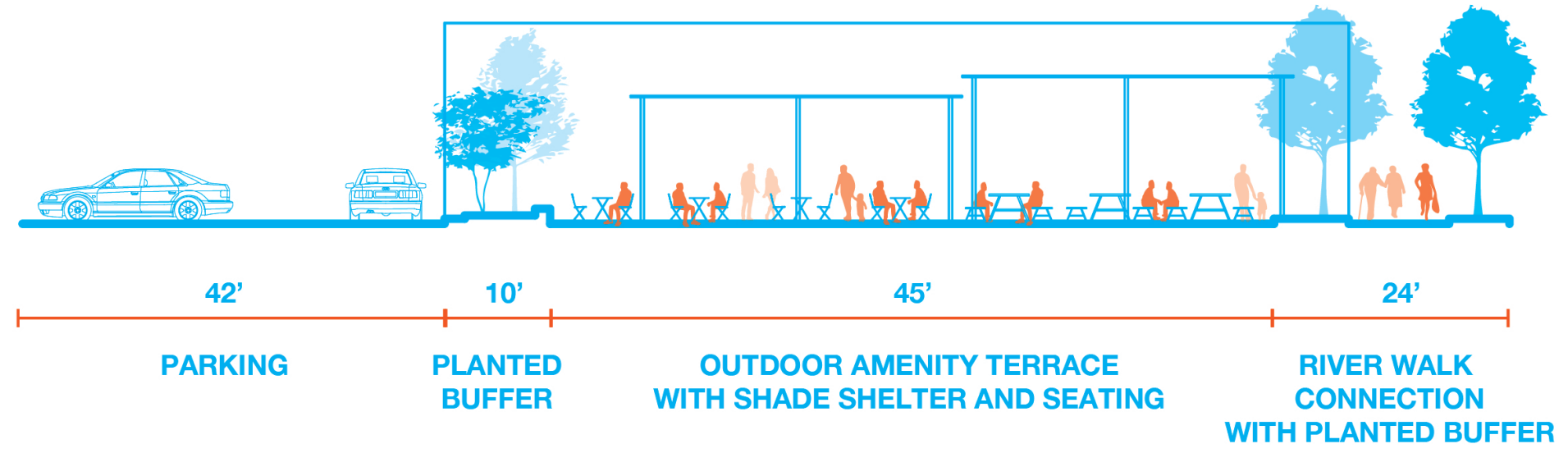
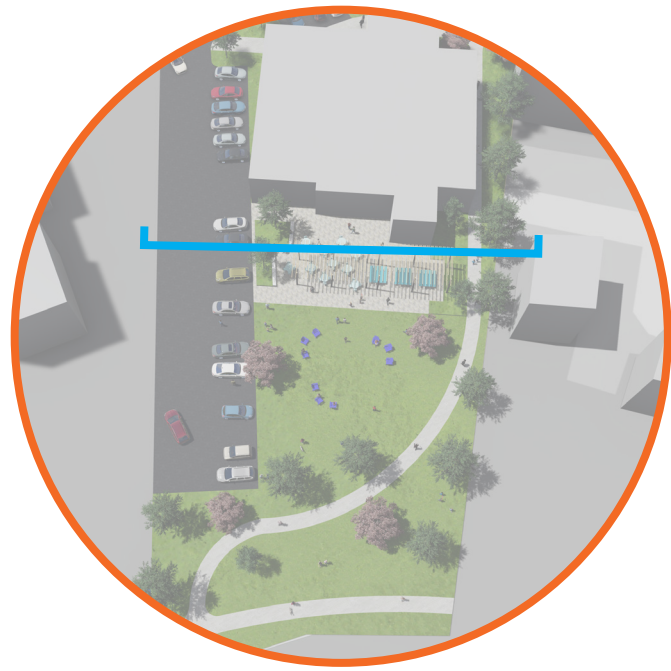
SCENARIO 1 - The Entertainment Hub (Blake Street)



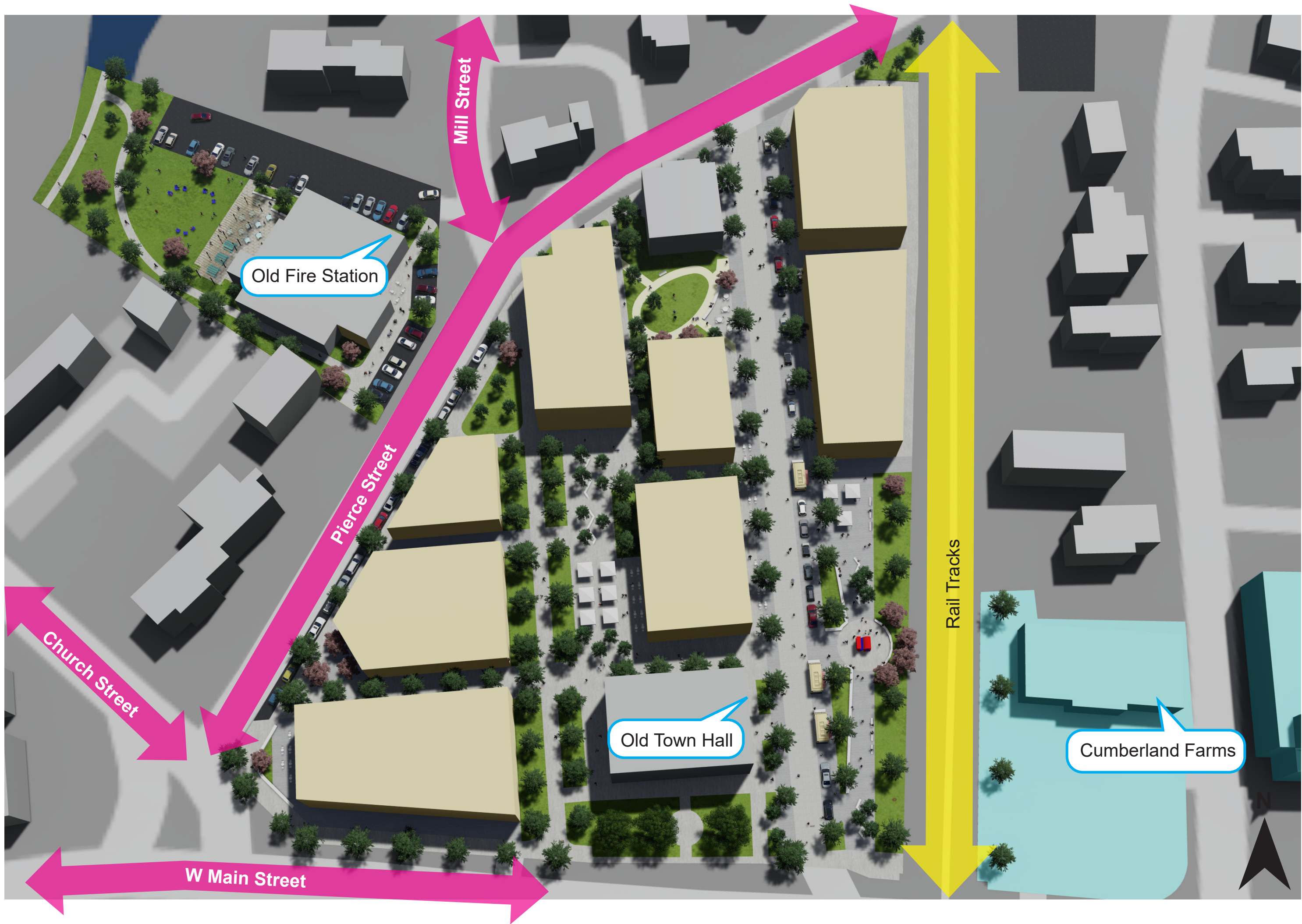
SCENARIO 1 - The Entertainment Hub (Blake Street)



SCENARIO 1 - The Entertainment Hub (Redevelop Fire Station)



SCENARIO 1 - The Entertainment Hub (Redevelop Fire Station)



FLEXIBLE PLAZA

26,950 SF



POCKET PARK

16,425 SF



RESTAURANTS, CAFES, BARS

32,000 SF



MULTI-FAMILY HOUSING

28,000 SF



ADAPTIVE RE-USE

10,900 SF



RETAIL / COMMERCIAL SPACE

32,000 SF



PARKING GARAGE

96 SPACES



ON-STREET PARKING

38 SPACES



PARKING LOT

32 SPACES



OFFICE

20,600 SF

SCENARIO 1 - The Entertainment Hub: Breakdown by Numbers



MIXED USE



MIXED USE



MIXED USE



MIXED USE

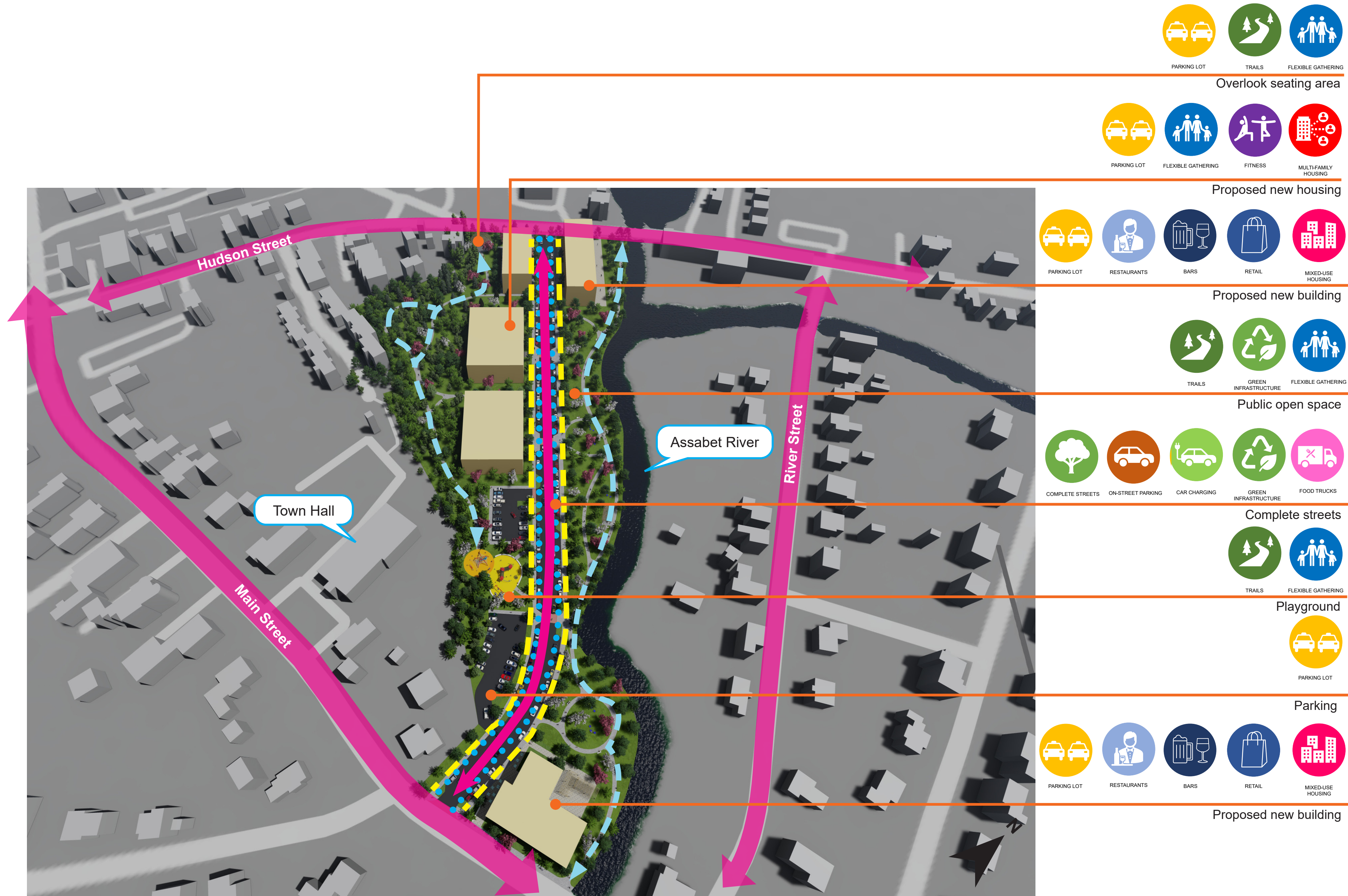


MIXED USE



MIXED USE

SCENARIO 1 - The Entertainment Hub
 Architecture Precedents



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.

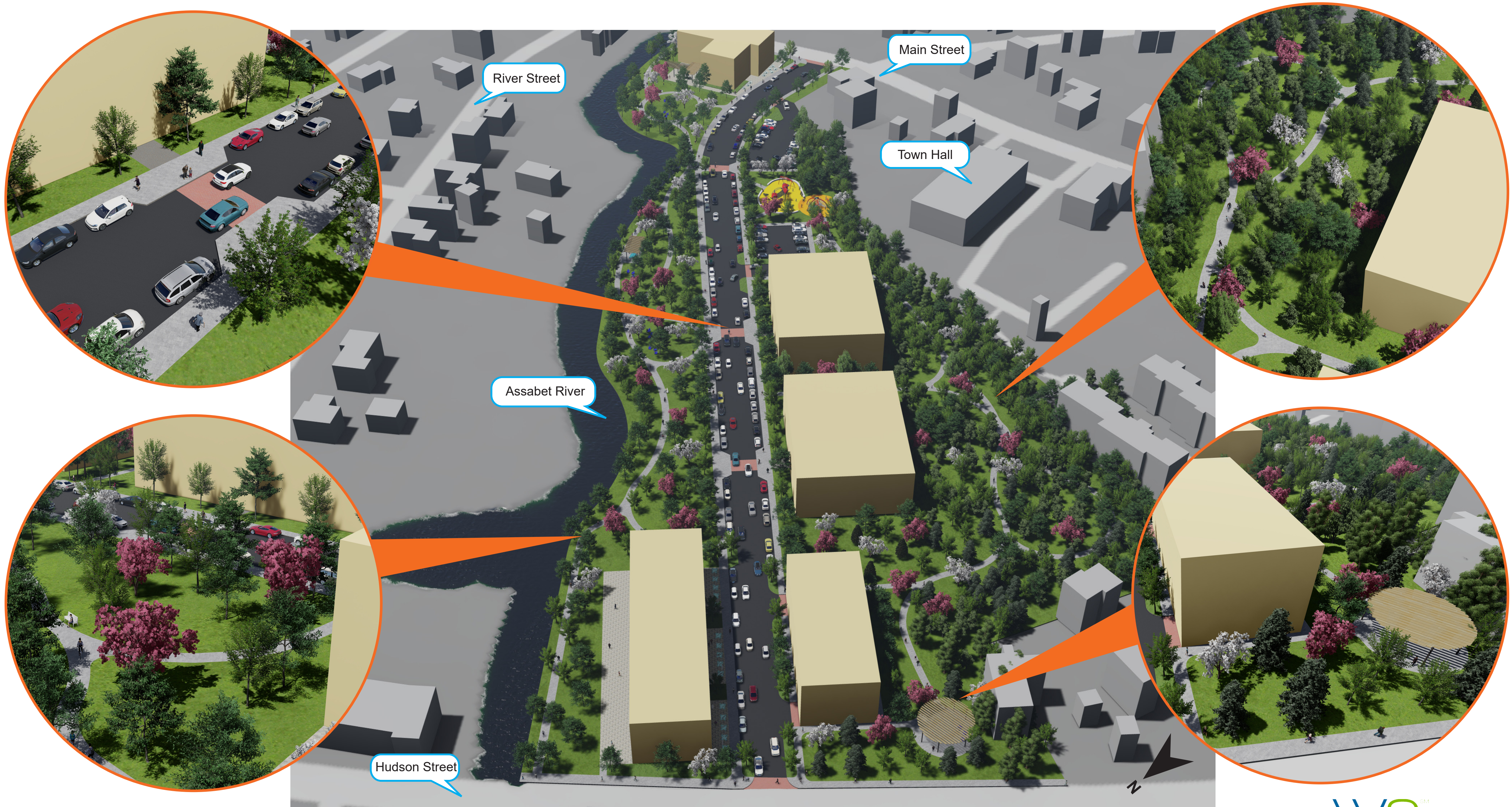
SCENARIO 2 - Downtown Extension (Develop Harvey Property)



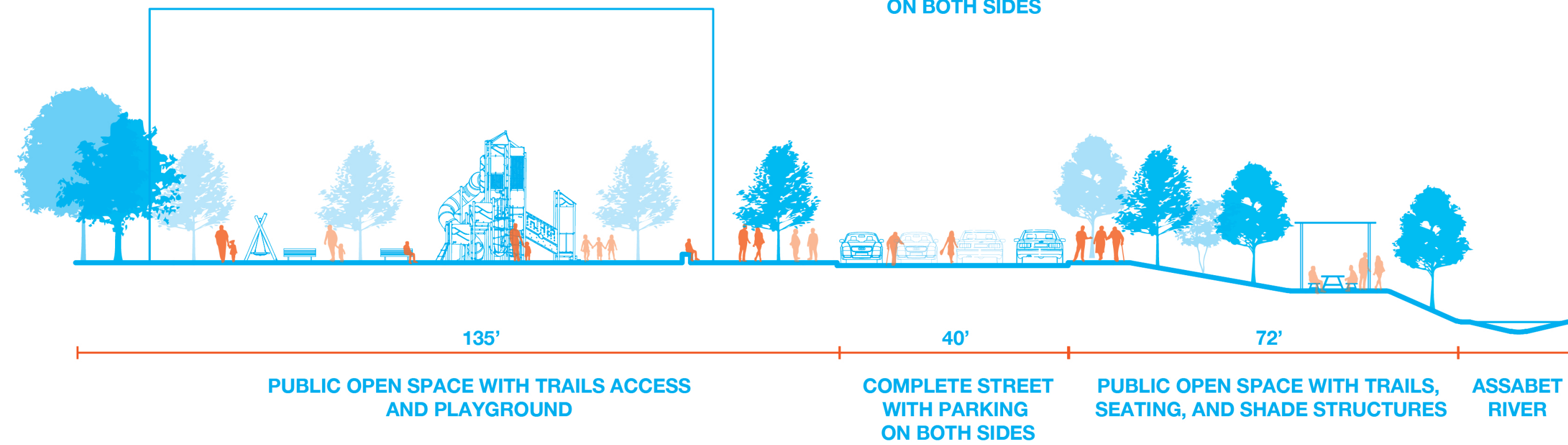
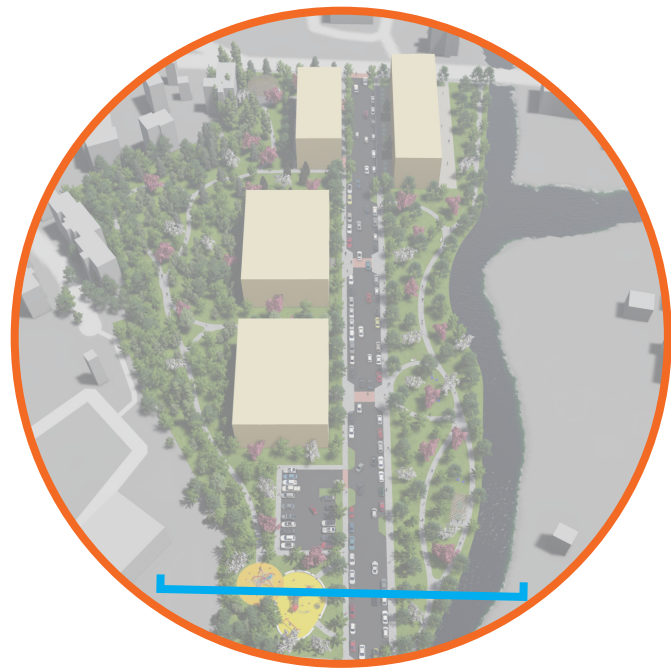
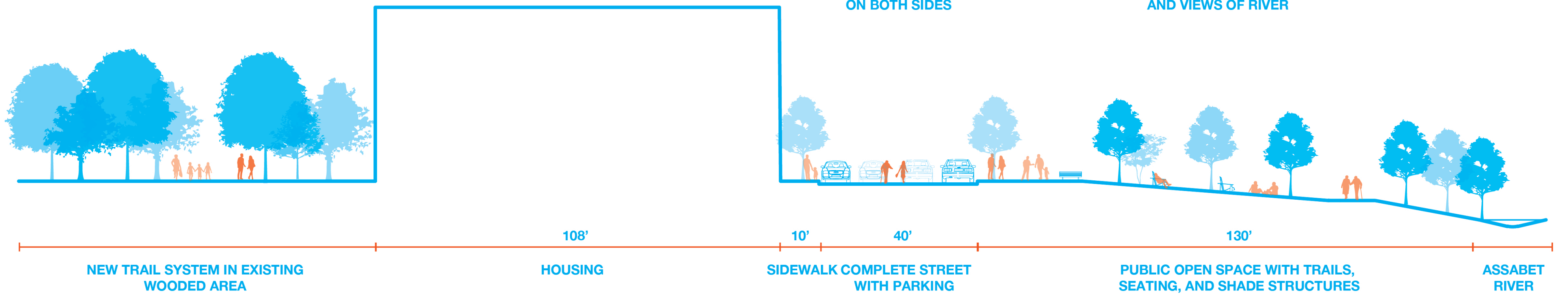
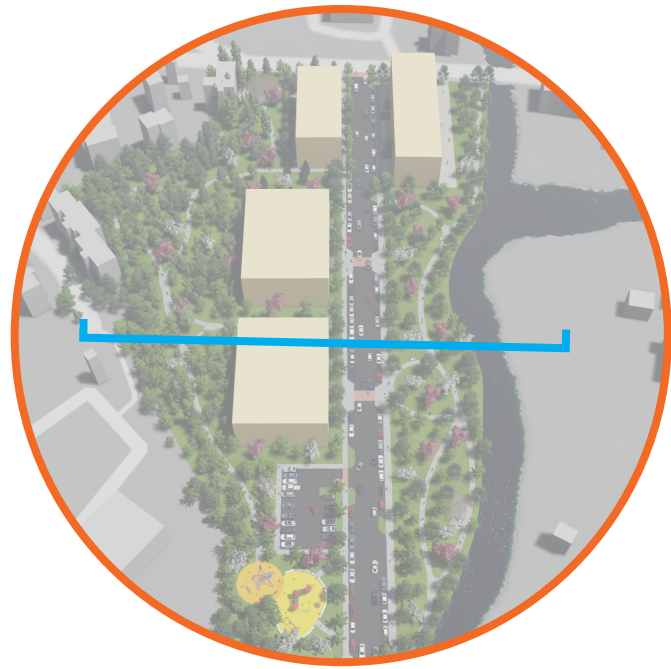
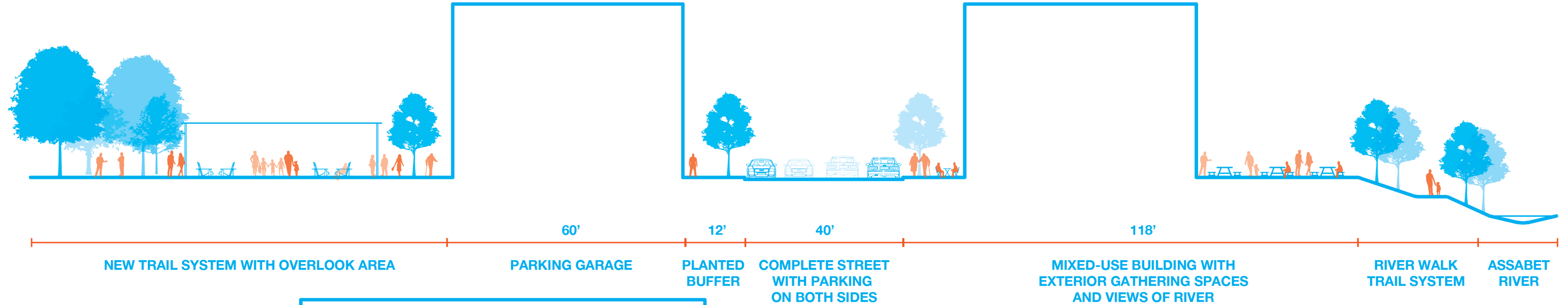
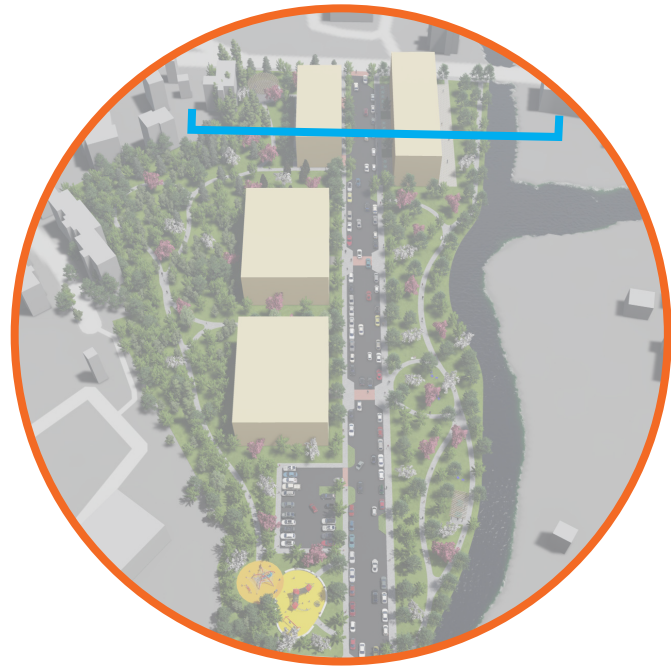
SCENARIO 2 - Downtown Extension (Develop Harvey Property)



SCENARIO 2 - Downtown Extension (Develop Harvey Property)













SCENARIO 2 - Downtown Extension (Develop Harvey Property)



SCENARIO 2 - Downtown Extension (Develop Harvey Property)



SCENARIO 2 - Downtown Extension: Breakdown by Numbers

 <div>FLEXIBLE PLAZA 9,800 SF</div>	 <div>PLAYGROUND 4,600 SF</div>	 <div>TRAILS & OPEN SPACE 220,500 SF</div>
 <div>MIXED USE HOUSING 63,000 SF</div>	 <div>MULTI-FAMILY HOUSING 100,000 SF</div>	 <div>RETAIL / COMMERCIAL SPACE 10,310 SF</div>
 <div>RESTAURANTS, CAFES, BARS 10,310 SF</div>	 <div>ON-STREET PARKING 75 SPACES</div>	 <div>PARKING LOT 40 SPACES</div>
 <div>PARKING GARAGE 200 SPACES</div>		



MIXED USE



APARTMENT BUILDINGS



APARTMENT BUILDINGS



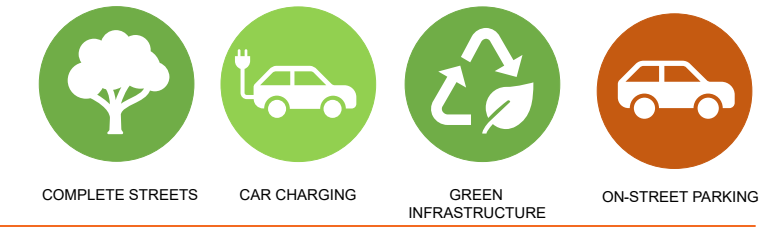
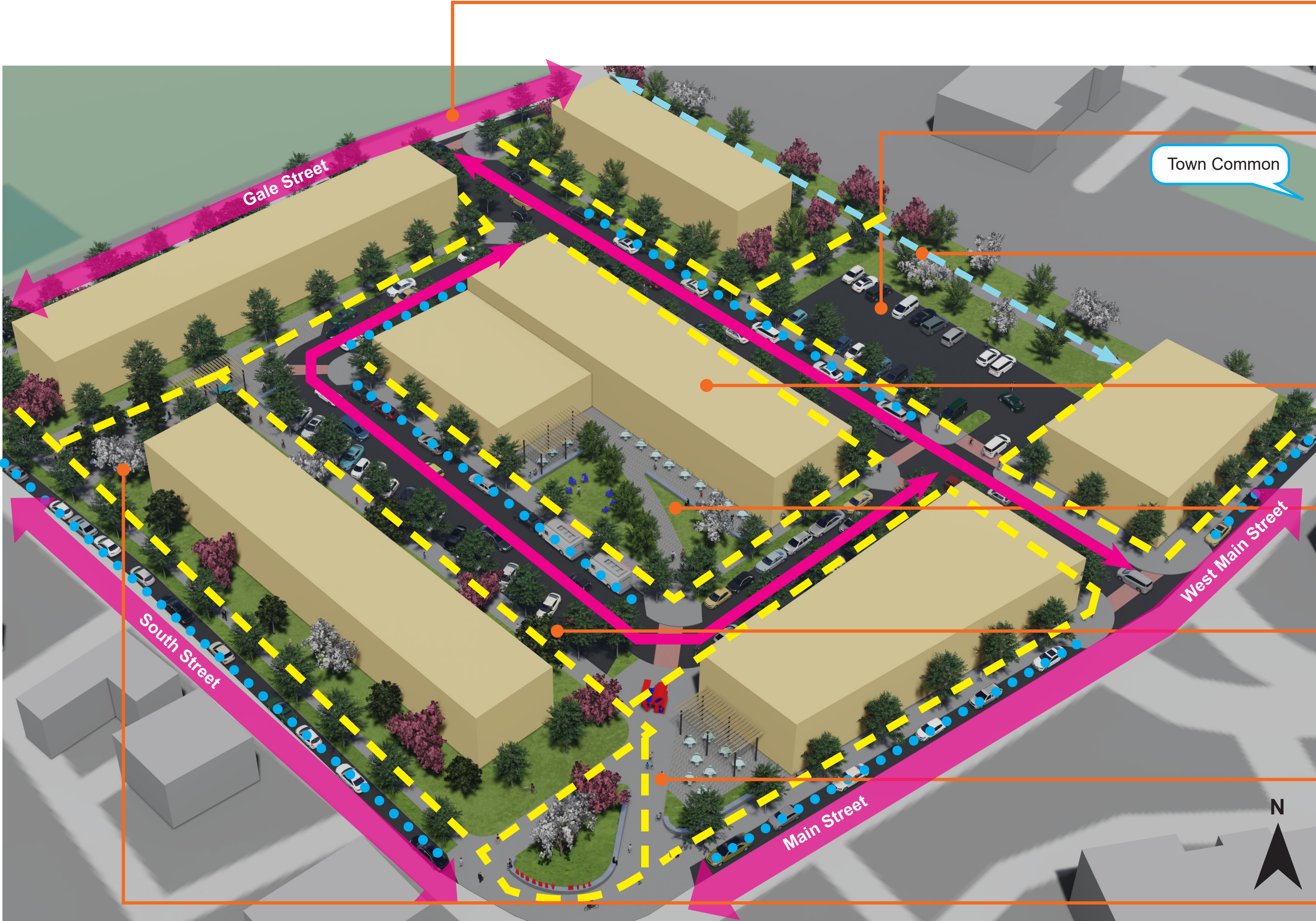
MIXED USE



APARTMENT BUILDINGS



APARTMENT BUILDINGS



Complete streets



Off street parking lot



TRAILS

Connection to Town Common and Assabet Park



RESTAURANTS

BARS

RETAIL

MIXED-USE HOUSING

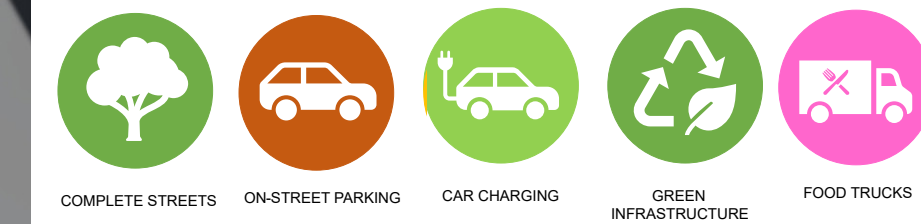
Proposed new building



GREEN INFRASTRUCTURE

FLEXIBLE GATHERING

Public open space



COMPLETE STREETS

ON-STREET PARKING

CAR CHARGING

GREEN INFRASTRUCTURE

FOOD TRUCKS

Complete streets



ART

GREEN INFRASTRUCTURE

FLEXIBLE GATHERING

Public plaza

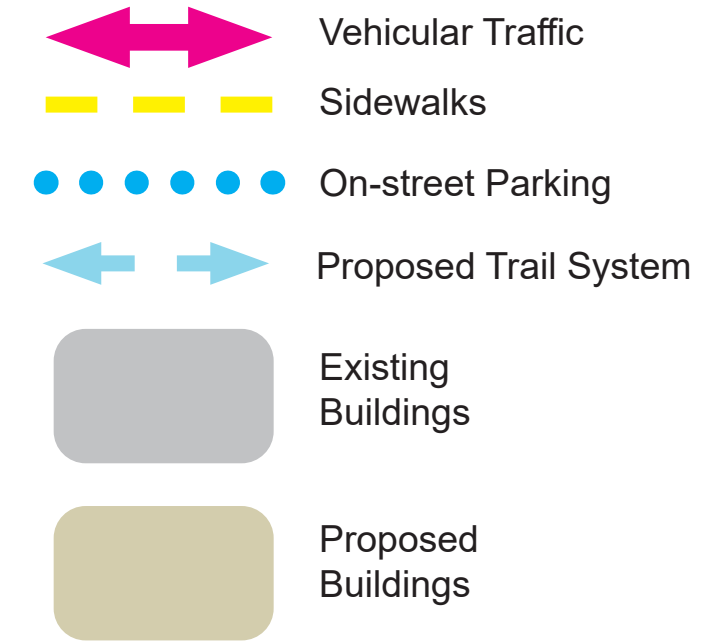


GREEN INFRASTRUCTURE

FLEXIBLE GATHERING

Public plaza

LEGEND

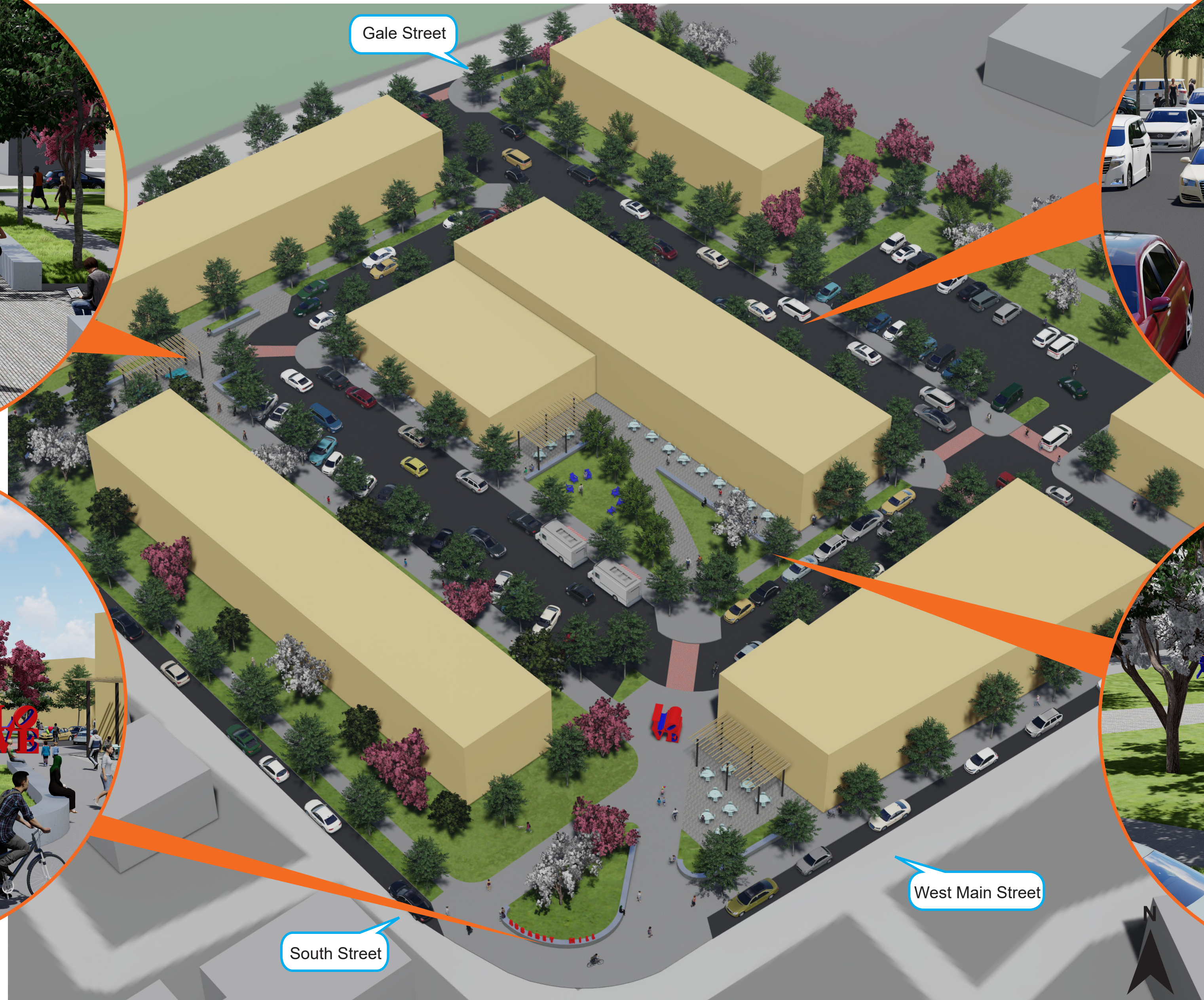


Assabet Mill incorporates three new 30' tall multi-use buildings that can accommodate housing on the upper three levels and restaurants and retail on the ground floor. The property also includes three, two story town home developments adjacent to the Town Common, Gale Street, and South Street. The buildings 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.

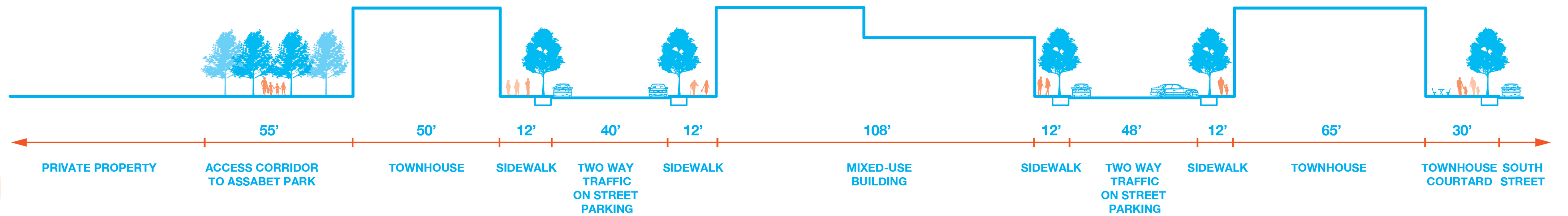
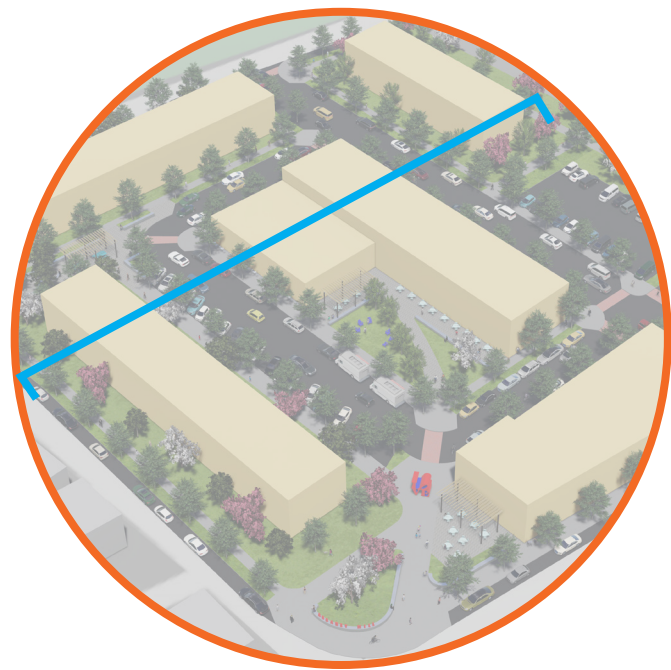
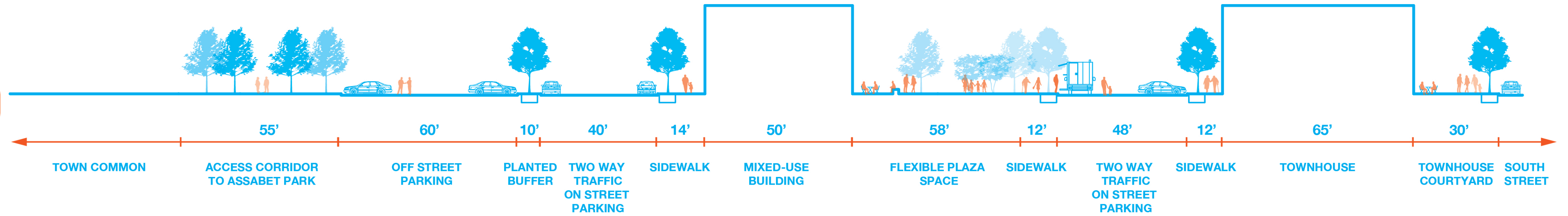
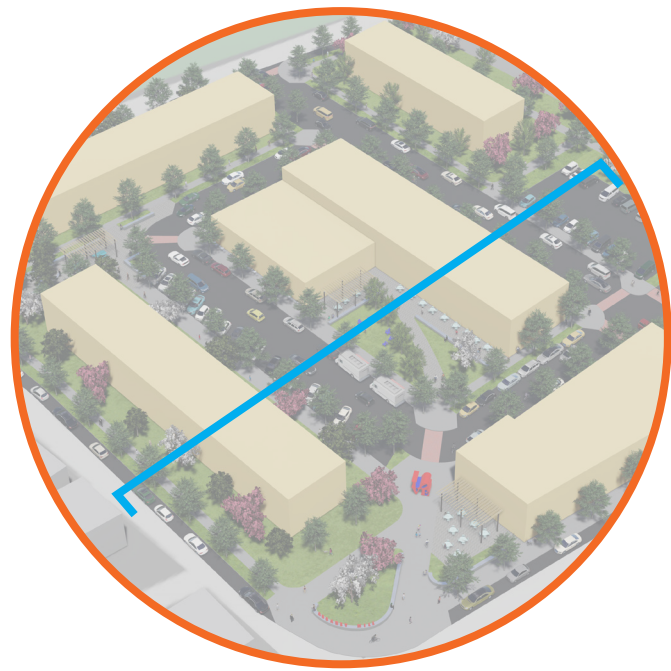
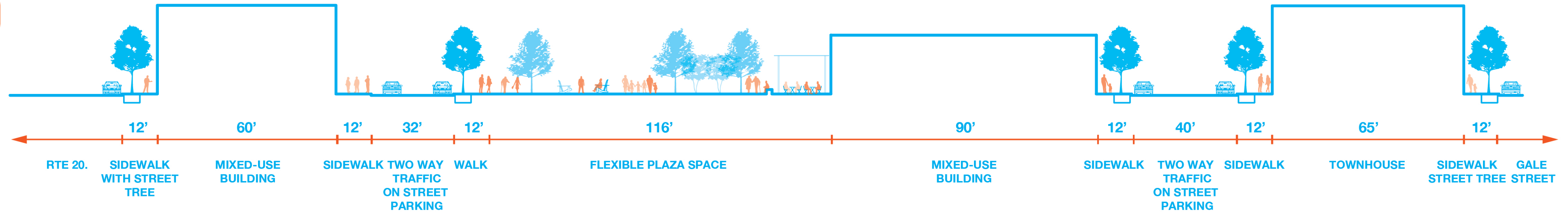
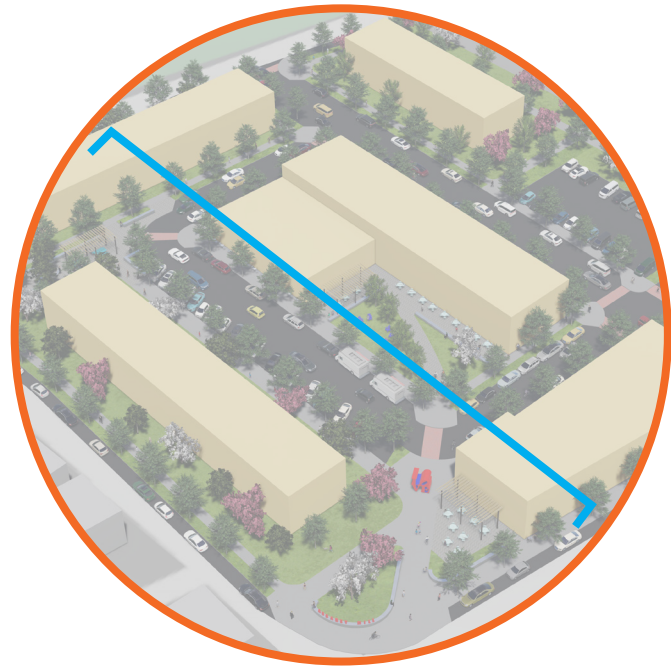
SCENARIO 3 - Assabet Mill



SCENARIO 3 - Assabet Mill



SCENARIO 3 - Assabet Mill

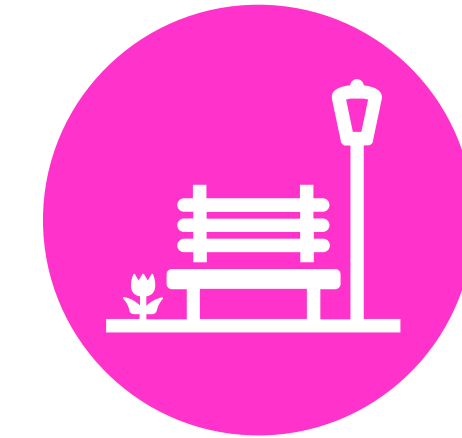


SCENARIO 3 - Assabet Mill



FLEXIBLE PLAZA

11,300 SF



POCKET PARK

6,800 SF



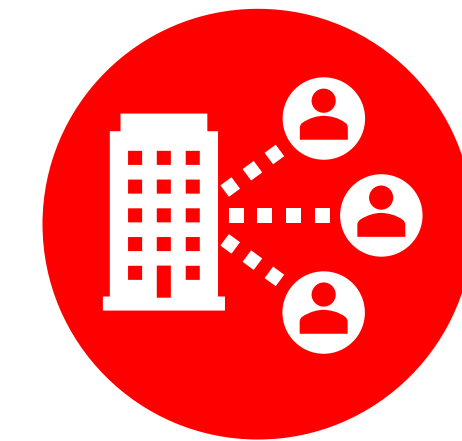
TRAILS

430 LF



MIXED USE HOUSING

25,000 SF



MULTI-FAMILY HOUSING

48,000 SF



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



TOWNHOUSE



TOWNHOUSE



MIXED USE



TOWNHOUSE



TOWNHOUSE



MIXED USE

SCENARIO 3 - Assabet Mill
Architecture Precedents



Existing Building Potential Improvements
10 Main Street





Church Street View - Before



Church Street View - After

A. Purpose and Need for Plan

- ## B. Existing Conditions Analysis

- ## C Infrastructure Assessment

- ## D Downtown Traffic Volumes and Movements

- ## E Downtown Market Analysis

- ## F Downtown Revitalization Analysis

- ## G Revitalization Strategy Recommendations

- ## H Implementation

- ## Next Steps

