



# TOWN OF NORTHBOROUGH Master Plan Steering Committee

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Approved 8.2.18

July 12, 2018

Master Plan Steering Committee Minutes

Members Present: Fran Bakstran, Chairman; Rick Leif, Vice-Chairman; Dave Putnam, Amy Poretzky, Tom Reardon, Ashley Davies, George Pember, Justin Dufresne, Jon Cogswell, Michelle Gillespie, Alex Molnar, Norm Corbin

Others Present: Geoffrey Morrison-Logan, VHB; Donny, VHB; Kathy Joubert, Town Planner

## Review of June 12<sup>th</sup> Public Forum

(Refer to attached summary memo provided by VHB dated 06.25.18)

Overall perceptions from Steering Committee members:

- Downtown
  - What is downtown
  - Walkability of area
  - Traffic congestion
  - Need to define downtown area, architects use ¼ mile as walkable area
  - Downtown can define community character
- Open Space Acquisition and Protection
  - Common thread throughout forum to protect and invest in open space and trails
  - Explore opportunities for use of Westborough State Hospital land located in Northborough. Town should pursue purchase of land. Land could serve multiple purposes – senior housing, affordable family housing, field space, historic preservation of existing Chauncy Hall and reuse of the building
- Land Use
  - Housing options and affordability of options
  - People aging in place was common thread
  - Open space protection
  - Mixed use buildings favored for downtown area, reuse/repurpose of vacant buildings
  - Parking an issue in downtown area
  - Town should be purchasing land on Blake Street to provide parking for 4 West Main Street
- Natural/Historic/Cultural
  - Community center needed
  - Provide incentives to people for them to restore older homes
  - Incentives for façade improvements in downtown area
- Transportation & Circulation
  - Lack of sidewalks was concern across all break-out groups
  - Traffic congestion in downtown
  - Local roads congested with truck traffic
- Public Services & Facilities

- Need to think broadly about how to integrate community center and day care and library
- Need to look for multipurpose space for multi-generational use
- Plan now for reuse of old town hall at 4 West Main Street; fire station looking to expand; how to reuse White Cliffs – place for new town hall? How to reuse existing town hall at 63 Main Street?

### **Goals and Recommendations**

- Examples of goals from Watertown Master Plan distributed for members to review
- Each chapter of Northborough’s plan would typically contain 5-6 goals and each goal would contain 10-12 recommendations
- At second public forum, draft goals and recommendations will be discussed
- At third public forum, refinement of goals and recommendations; discussion regarding implementation and priorities

### **Baseline Conditions Draft**

- Electronic and paper copies provided to members
- Review draft and use spreadsheet to record comments. Comments due to Kathy by July 20<sup>th</sup>
- Some general comments members who started review of document
  - How to create downtown into a neighborhood
  - Need to accommodate younger population in addition to aging population
  - Reuse of vacant buildings needs to be added into document
  - Enhance walkability of downtown
  - Should include land use cover changes over the years
- Schedule Steering Committee meeting for August 2<sup>nd</sup> to review baseline comments

### **Community Events/Public Education & Outreach**

- VHB has prepared two informational boards for members to use at public events. Kathy will make extra for placing in town hall, senior center, and library
- Put together list of public events that members can attend to do outreach
- Applefest weekend activities
  - Share draft goals
  - Downtown strategy
  - Have second public survey ready for distribution
  - Space at farmer’s market – Amy will secure space
  - Space at Rotary streetfair – George will secure space
  - Michelle will provide ½ page for Master Plan advertisement in Applefest program
- Second public forum – October 4<sup>th</sup> possible date – check with school for use of ARHS cafeteria

### **Minutes**

- Motion by J. Cogswell, second by G. Pember to approve June 12, 2018 minutes. All in favor.

**Next Meeting** – August 2<sup>nd</sup> at 7pm

Minutes prepared by K. Joubert



# Memorandum

To: Kathy Joubert, Town Planner  
Fran Bakstran, Steering Committee Chair  
Rick Lief, Steering Committee Vice Chair

Date: June 25, 2018

Project #: 14197.00

From: Geoffrey Morrison-Logan, VHB  
Donny Goris-Kolb, VHB

Re: Northborough Master Plan – Summary of Public Kick-off

The following is a summary of the notes taken at the first **Public Meeting** for the Northborough Master Plan held on **June 12, 2018** at Robert E. Melican Middle School (145 Lincoln St, Northborough, MA). It includes the findings of the arrival Post-it note exercise focused on community assets and issues, along with the associated word clouds. It also includes the results of the audience polling activity during the formal presentation component of the meeting, notes from the break-out group discussions, and the findings of the exit Post-it note exercise focused on participants' vision and greatest wish for Northborough. The **attendance was 82**; please see attached for the sign-in sheets.

### **Arrival Post-it Note Exercise: Assets and Issues**

The following words were recorded as answers to the question: *What one word best describes Northborough's biggest issue?*

- Downtown (11)
- Schools (3)
- Taxes (3)
- Aging (2)
- Buildings (2)
- Expensive (2)
- Traffic (2)
- Walkability (2)
- Lack of sidewalks
- Too many duplex/triple units
- Houses too close together/crowding
- Two junkyards downtown
- Security camera at school and bus
- More walkable, family friendly downtown
- Route 20 traffic

For the purposes of generating the associated word cloud (see **Figure 1**), the above answers were modified to fit software requirements as follows:

Downtown  
Downtown Schools Schools Schools Taxes Taxes Taxes Aging Aging Buildings Buildings Infrastructure Infrastructure  
Expensive Expensive Housing Housing Walkability Walkability Traffic Traffic Density

Figure 1: Northborough's Issues



The following words were recorded as answers to the question: *What one word best describes Northborough's biggest opportunity?*

- Downtown (7)
- Opportunity to become a greener community
- School system (3)
- Maintaining small town character
- Small town charm and growing and divers population
- Communication
- To add sidewalks & bike lanes
- Family friend
- Nice looking Town center
- Downtown beautification/business/appeal
- Tax money in relation to lack of school programs/spending
- Downtown needs total rehab
- Rebuild downtown
- School buildings

For the purposes of generating the associated word cloud (see **Figure 2**), the above answers were modified to fit software requirements as follows:

Downtown  
Downtown Downtown Downtown Downtown Downtown Schools Schools Schools Schools Schools Community  
Character Community Character Community Character Communication Economic Development Infrastructure  
Sustainability

**Figure 2: Northborough’s Opportunities**



**Audience Polling Activity**

The following presents a summary of results from the audience polling activity. This activity included 18 questions aimed to gauge the public’s composition and opinions on a range of topics pertaining to the Master Plan Elements. Please see the full report attached.

Q2: *Do you live or work in Northborough?*

Response	Percent (%)
I live in Northborough	78
I work in Northborough	20
I live and work in Northborough	1

Q3: *What are the biggest obstacles to improving quality of life in Northborough? Choose the top two.*

Responses	Percent (%)
Lack of vibrancy in Downtown	40
Traffic congestion and safety hazards	21

Q4: *What are the major land uses issues/concerns within Northborough? Choose the top two.*

Responses	Percent (%)
Vacancy within established commercial corridors/nodes in the Town	40
Vacant and/or underutilized lands	15
Other	15

Q5: *Which of the following land use approaches do you think Northborough should consider? Choose all that apply.*

Response	Percent (%)
Preserve our open space	34
Enhance characters of our residential neighborhoods	23
Mitigate conflicts between conflicting land uses	18
Encourage infill and mixed-use	16
Other	9

Q6: *What economic development opportunities do you see happening in the future? Choose all that apply.*

Response	Percent (%)
More investment in “main street” businesses	43
More jobs and businesses	17
More retail and shopping	17
More variety of housing choices	11
Other	8
More industrial and manufacturing jobs	5

Q7: *What types of development would you like to see along I-290? Choose all that apply.*

Response	Percent (%)
Open Space	29
Offices	17
Entertainment	15
Restaurants	14
Retail	9
Housing	9
Residential	4
Other	3

Q8: *What type of job should be growing in Northborough? Choose all that apply.*

Response	Percent (%)
Arts, Entertainment, and Recreation	27
Professional office	22
Healthcare	18
Retail Trade	13
Manufacturing	8
Other	8
Transportation and Warehousing	4

Q9: *What are the most important housing needs? Choose the top two.*

Response	Percent (%)
Keep future residential development in or near existing/established residential areas	41
More housing options for seniors	25

Q10: *What are the Town's two most pressing transportation needs?*

Response	Percent (%)
Building and/or repair sidewalks	23
Reduce traffic congestion	22

Q11: *What are the most important natural resources needs in Northborough? Choose the top two.*

Response	Percent (%)
Protect natural habitats and sensitive lands	31
Protect aquifer recharge areas and improve water quality	26

Q12: *What are the most important sustainability issues facing Northborough? Choose the top two.*

Response	Percent (%)
Sustaining the Town's long-term operations	26
Updating our public facilities (buildings, vehicle fleets) to reduce our energy consumption	22

Q13: *Which do you think are the most important goals for Northborough's historic resources? Choose the top three.*

Response	Percent (%)
Identify reuse options for vacant/underused historic buildings	28
Preserve neighborhood character and livability	22
Establish financial incentives and resources to encourage rehabilitation/renovation over demolition	17

Q14: How often do you use the Town’s parks, trails, and other recreational facilities?

Response	Percent (%)
Seasonally	24
Every day	22
Once a week	22
Once a month	13
Never	10
Other	10

Q15: How often do you use the Town’s Senior Center?

Response	Percent (%)
Never	60
Other	14
Seasonally	10
Once a week	8
Once a month	5
Every day	3

Q16: How often do you use the Town’s Free Library?

Response	Percent (%)
Once a month	37
Never	26
Once a week	16
Other	11
Seasonally	7
Every day	4

Q17: What are the two most important public facility and service needs in Northborough?

Response	Percent (%)
Improve schools	27
Update or relocate Town Hall	22

Q18: What do you believe is missing from your Downtown? Choose the top three.

Response	Percent (%)
Gathering spaces	26
Walkability	25
Complementary retail establishments	17

### **Break-out Group Discussion**

The following notes, organized by Master Plan Element, summarize the discussions that took place during the break-out session. These notes are presented as the public wrote them. A total of eight groups took part in this exercise.

#### Land Use

- Maintain and preserve open space; green space near Downtown
- No more strip malls
- Reuse vacant buildings; multi-use and reuse of old buildings
- Develop current industrial space; low impact industrial
- Solar energy; possible at old Northborough dump
- Environmentally responsible manufacturing
- Residential development is positive
- Preserve agriculture
- Housing for seniors: affordability, downsizing; allow in-law apartments throughout the Town
- Affordable condos
- Central gathering space; facilities for community gathering: community center at Senior Center
- Lighting at public parks
- Connect open space trails; connect to other towns
- Walkability in Downtown
- Interconnectedness
- Sidewalks; Complete Streets Program; public facilities that are accessible via sidewalk
- Commercial shops: investment and more variety; specialty stores; no large mega stores
- Traffic patterns to help Downtown flourish
- More regulation/oversight on façade and signage for new businesses
- More recreational activities as schools/kids grow
- There are no tennis courts or public recreational facilities
- Zoning: residential/Downtown: more enforcement + better zoning; maintain zoning; separate industrial from residential uses
- More mixed residential/commercial Downtown
- Fight sprawl
- Developers shoe-horn houses/buildings
- Maintain community character: fewer multi-family housing and more lower-density housing
- Don't like high taxes, especially for seniors

#### Housing

- Incentive to maintain historic homes; preserve older housing stock
- Affordable senior housing; senior housing; create senior housing at existing Town Hall

- Address lot size for housing
- Incentive to landowners and developers to stay
- Affordable alternatives for all ages; more affordable; ensure we retain our affordable housing requirements
- Reasonable taxes; more entry-level housing; age-appropriate housing
- Don't exceed affordable housing limits that are set
- Developers: no overdevelopment, control developers and ensure they follow rules; don't let developers continue to pull tricks with "affordable" or "over 55+"; the Town should stop letting developers do what they want
- Lack of inventory; more variety
- Duplexes: more control, more stringent regulations
- Smaller/tiny house; build smaller houses
- Discourage rental and transient residents but maybe allow owner-occupied rental; increased pressure on community services if rentals go up
- Town employees able to live in Town or resident's children
- Keep in mind school size vs housing growth in the school district: don't make kids bus to another school; balance housing to meeting existing school infrastructure
- In-law apartments
- Home offices
- Sewer (lack thereof) limits housing; expand sewage system
- Expand water north of Route 20
- Housing Downtown: better accessibility (e.g., elevators)
- Develop "new" Town Hall
- Good sidewalks, bike lanes
- Convert existing homes for 55+/senior housing (smaller houses/lots) *or* as starter homes for young singles/families
- Regulate growth of high density to not overwhelm Town services

#### Economic Development

- Environmentally responsible development
- Reuse existing buildings; artist community in the old Town Hall
- Address parking in Downtown; improve traffic patterns to allow for Downtown parking
- More diverse small retail (mom/pop shops); small businesses, shops, restaurants, boutiques; more variety of businesses Downtown and throughout the town
- Look at Hudson's downtown as an example
- Need continuity with Town agencies: Building and Health
- Clear guidelines for new businesses
- More professional offices
- Incubator spaces for small businesses

- Larger development in industrial areas
- More restaurants, art galleries, places for teenagers
- Brewery
- Limit mega stores; limited Downtown retail: no big box stores
- Crafts
- Find financing mechanisms to encourage small business, local ownership; tax incentives to business owners or grant program to help businesses and improve appearance; incentives to attract bigger business
- More incentives for green industry
- More commercial/industrial near I-290
- Planning for communication infrastructure: update cell/internet
- Dinner + jazz club at White Cliffs
- Make Northborough a destination
- Pop-up facility for local vendors/farmers
- Outdoor space for eating
- Bartlett Street + Kimballs Gravel Pit: What do we want there?
- Healthcare: UMass
- Why are tech/health businesses in neighboring areas not locating here?
- Increase occupancy of existing industrial site (Bearfoot Road)

#### Natural/Historic/Cultural

- Educate townspeople of historic value: coordinate with schools
- Signage: walking trails/tours
- Continue support of memorials; more public outreach about memorials and historic resources/plaques
- Promote local access TV
- Waterway preservation; protect groundwater + land
- Uses White Cliffs as source of income for the Town or as a private venue; White Cliffs: multi-use housing and shops or restaurant functions; community center (place for people to meet); outdoor activities on the lawn; White Cliffs: do we need it? (think about which resources to protect)
- More activity for children
- Use old fire house
- Wonderful trails preserved: offer guided walks on the trails, arts on the trail; create bike trail
- Grants for high school students to develop art projects
- More visibility to historical society museum
- More regional collaboration on art projects
- Arts calendar, integrated cultural calendar, web site, Northborough guide
- More community concert events on weekends and more frequently
- More signage identifying historic walk; connect historic resources; spend more smartly on historic resources; more productive protection of historic neighborhoods

- More public recreation
- Allow more members of the community to access the Historic Commission Building
- Better sidewalks = Downtown vibrancy; trees along Main Street
- Sustainability Committee
- No hazardous waste or business bringing in hazardous waste
- Support library
- Develop additional parks
- Preserve aqueduct
- Walking tours
- Information on endangered species

#### Open Space and Recreation

- Invest in open space
- Preserve farm land: incentives, conservation restriction; protect current agricultural assets
- Senior center/community center: more recreation options
- Bike lanes; safe biking to recreation areas, historic resources, shopping
- Expand playgrounds
- Bike paths, trails, sidewalks: improve and expand
- Lighting in the parks
- Maps/app with open spaces/parks and historic places
- More community gardens
- Mt. Pisqua more accessible
- Stop developers from grabbing open space
- Keep trucks/tractor trailers off scenic roads
- Outdoor teenage space; space for teenagers to gather
- Keep open spaces clean
- Community pool
- More public recreation facilities: tennis courts, Downtown spaces for picnics (in addition to Town Common), regular farmers markets, events
- Improved facilities (e.g., food, sanitary conditions) at McAfee Ellsworth Park
- Town Center: winter ice rink for leisure skate
- Parking for recreational facilities

#### Public Services and Facilities

- Prepare for climate change
- Environmentally responsible buildings
- Buy back Town Hall (Blake St); old town hall to become community center
- Grange Hall: reuse/revitalize

- Expand hours of Senior Center
- Install solar/wind farms and consider zoning for green infrastructure
- White Cliffs
- More sidewalks
- Salted better on Green Stand on hilly roads
- New fire station/addition
- Maintaining school programs; maintain quality education
- Underground power lines throughout town
- Create a local power/utility company
- Expand use of senior center: allow teen center at senior center
- Expand gas service, sewers; sewer expansion
- Inequity in school facilities
- No more potholes/speed ditches
- Single health care for Town employees
- More recycling: transfer station; weekly recycling
- Free kindergarten
- Brush pick-up
- We have enough
- Police/Fire/DPW are exceptional: maintain!
- Senior Center: well-run, not open enough hours (closes too early), not adequately serving seniors

#### Transportation and Circulation

- More sidewalks; sidewalk interconnectedness (residential to Downtown + recreation); wider sidewalks; sidewalks to connect schools with Downtown
- Senior transportation around town; transportation on select days for handicapped, people without cars, senior citizens
- Safer pedestrian/bicycle traffic; cross hatching at intersections; designated bike lanes on main roads
- Places to ride bikes
- Improve Route 20; pedestrian bridge over Route 20
- Review signaling on Town roads (i.e., Lincoln/Crestwood at Route 20)
- More parking in Downtown
- Diagonal crosswalks
- Reach out to Worcester Regional Transit Authority: bus service from Northborough
- Bus service to commuter rail in Westborough
- Commuter parking near I-290
- No 18-wheelers on residential streets (only Route 20)
- Use public transit from neighboring communities
- Improved traffic patterns Downtown and Gale Street, Bartlett; traffic light sync and poor congestion control

- Long-range transportation planning: need to follow a plan
- Speed bumps on cut-throughs
- Streets that need help: Whitney, Crawford, Church, Brigham, Maple, Ridge, Boundary

**Exit Post-It Note Exercise: Vision/Greatest Wish**

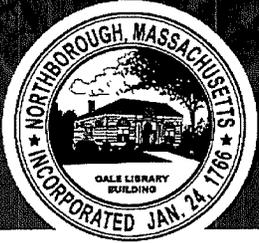
The following thoughts were captured as answers to the question: *What is your Vision of the Future for Northborough?*

- Across all areas, bridge gaps to integrate our community across all generations: children to seniors. Be a community that serves one another.
- Create a downtown that is welcoming to all residents and visitors. Make our schools the attraction for new residents. Improve recreation facilities & grounds.
- Improve Downtown. Improved gathering spaces. Improved public school buildings.
- Togetherness of the community.
- Walkability/accessibility of Downtown from all areas of town.
- Revitalize Downtown. Local shops. History/sculpture/art walks. Repurpose Town buildings.
- A town I am proud to call home!
- Welcoming, walkable, less Downtown traffic congestion.
- A Town with a tight knit community that has many opportunities to come together and many options for entertainment: music events, get togethers, etc. and vibrant community spaces.
- We need a vibrant, walkable Downtown with a Town Common, local shops, and restaurants
- Lower property taxes so that seniors can afford to stay in town
- Purposeful, open gathering space for all. Piazza feel! Small mom/pop shops (variety of shops, ice cream, etc.) on the outside of the open space. Encourage socializing and getting off the phone!
- Vision to plan for smart growth and improved quality of life
- Use what we have
- New zoning that favors maintaining open space and land preservation. Revitalization of Downtown to maintain historic and cultural integrity while making it economically viable and vibrant. More affordable housing for a broader range of incomes to ensure that the Town attracts broad range of ages (college grads, seniors, etc.)
- When in doubt do green space
- Northborough will have energy, facilities, education, transportation that is progressive and is not outdated in 15 years. Resilience.
- My vision is that Northborough will be a vibrant, family-oriented town that provides its residents w/a variety of housing options, a strong school system, and a unified, diverse community.
- Preserve Northborough excellence and character while bringing professional jobs and revitalizing Downtown
- I want the Town to become more affordable with respect to taxes I feel that I am being forced out in favor of transients with school children. The Town needs to encourage a better balance of resources versus services by attracting young professionals.

- My vision for the next 20 years is for Northborough to continue to grow residentially and commercially while preserving public lands. Also improving walkability and bike friendly transportation.
- Implement a comprehensive town center plan. Increase commercial and industrial development to pay for what we want. Reduce environmental footprint.
- Increase housing affordability for young and old. “Senior Center” becomes “Community Center” multi-generational.
- My vision for Northborough is to have easy access for children and adults of all ages to walk to Downtown, which will be a cohesive looking community gathering/retail.
- As I have retired, I’d like to stay here. At least as long as I can afford to. I support good schools, and will until I die. Northborough should be affordable to more people – we need to end the snob zoning.
- No more duplexes.
- A vibrant, aesthetically pleasing Downtown and overall Town that attracts a diverse and active population.
- Green energy. Infrastructure planning! Plan for climate change. Migration from Boston away from coasts.
- A community where professional artists, young families, senior citizens and teenagers come together and prosper, with a great quality of education.
- As derelict properties open (e.g., furniture store burned down), acquire parcels to create connected walkable Downtown.
- Northborough needs to revitalize Downtown to make it a destination that residents of the Town want to visit. Not have to leave and visit other town centers.
- Be an environmentally responsible community focused for all ages, maintain open space and preserve historic and cultural landmarks. Be affordable to attract young + old; offer alternative housing.
- Nationally-recognized school system, thriving Downtown, affordable housing while maintaining small town feel & culture.
- A friendly community as it is now with a more inviting Downtown, a community center, better use of existing resources and a Town where people can walk and ride bikes!
- A walk and bike interconnected destination Downtown connecting historic architecture, artisan shops, Birch Tree Bread to historic mill, green and indoor spaces where young families, teens and community meet.
- In the future, I would like to see a nicer, prettier, more vibrant Downtown!
- We moved to Northborough for good schools and open space and quality of life (clean air, water, safety). Please don’t ruin it.

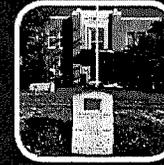
## **Attachments**

1. Sign-in Sheets
2. Polling Results Report



# NORTHBOROUGH MASTER PLAN

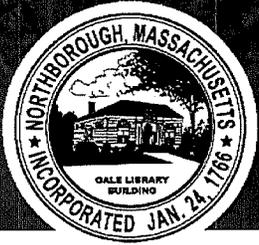
Town of Northborough, MA



## Public Meeting#1

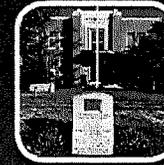
June 12, 2018 6:30 – 9:00 PM

Name	Email	Address / Affiliation
BIB CHASE	glc2543@gmail.com	6 Kimbell Dr., Juniper Brook
Julie Cedrone		<sup>43</sup> Main St. Northboro
TOM REARON	JTRARCH@AOL.COM	7 SUNSET DRIVE
Chuck Lifestrand	cel1w@verizon.net	10 Colburn
MICHAEL PANNELL		318 GREEN ST
Leslie Butan	lesliebutan@charter.net	22 Hemlock / Board of Selectmen
Jim Sherwin	1	144 Whitney St
Gwen Sherwin		11
Kerni Martinek	kkmartinek@verizon.net	16 Hemlock Dr.
Janet Cason	janet@cason@verizon.net	40 Westbrook Road



# NORTHBOROUGH MASTER PLAN

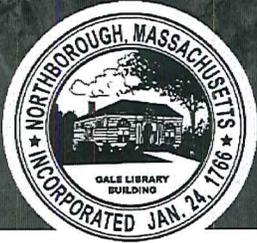
Town of Northborough, MA



## Public Meeting#1

June 12, 2018 6:30 – 9:00 PM

Name	Email	Address / Affiliation
RICHARD SWALLOW	rswallow123@gmail.com	101 Ball St.
JANETTE REBORN	Janette.reborn@gmail.com	19 Winn Ter.
Guy Bonaldo	<del>guy bonaldo</del> 4bonaldos@verizon.net	10 Liberty Drive
CRIS JONES	crisjones12@gmail.com	11 Elmwood Dr
Cindy Rost	menlopark501@verizon.net	45 Sunset Dr.
Adrienne Cost	cost0544@gmail.com	18 Gates Lane
Karen Moriarty	kemdc@hotmail.com	15 Pondview Way
Chris Woodcock	Chris@w-a.com	18 Increase Wood Dr
Sarah McRae		84 Pleasant St
JEFF SILVIA	Jeff_Silvia56@yahoo.com	84 Wesson Ter.
Alyson Cullen	acullen@mursd.org	10 Chestnut Hill Rd.
Ceylan Rowe	dciyrowe@gmail.com	347 Green St



# NORTHBOROUGH MASTER PLAN

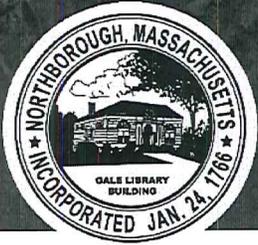
Town of Northborough, MA



## Public Meeting#1

June 12, 2018 6:30 – 9:00 PM

Name	Email	Address / Affiliation
KARL EISENHOFER	Karl.eisenhofer@gmail.com	397 HOWARD ST.
Joyce DiGregorio	digregoriojoyce@gmail.com	72 Valentini Rd
Pam Longenbach	kannlong@verizon.net	3 Liberty Dr.
Elaine Swee	swee@sprintmail.com	230 Brewer St.
Craig Cox	craigcox8@gmail.com	20 Warren Dr.
Melny Burke	kburke@town.northborough.ma.us	Senior Center Director
Tony Pini	tonypini74@gmail.com	Member
Patricia O'Hearn	pohearn2@verizon.net	27 Pleasant St. 01532
Elaine Fite	emhfite@gmail.com	63 Smith Rd.
Prny Jo White		23 BRIGHTAM ST.
Suzanne Cieslica	suzyfam@gmail.com	8 EMERSON Rd
Jeff Cooper	JEFFREYCOOPER@pan100.com	10 GRISTMILL LANE



# NORTHBOROUGH MASTER PLAN

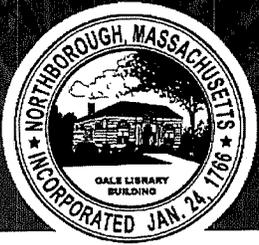
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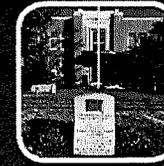
June 12, 2018 6:30 – 9:00 PM

Name	Email	Address / Affiliation
Ed. BOMBARD	ELBOMBARD@VERIZON.NET	28 CRAWFORD ST
Maryann Meekowick		29 Maple Terrace Cir
Amelia Moberg	argraham106@gmail.com	106 Washburn St
Tom KANNALY	KANNALY@VERIZON.NET	3 LIBERTY DR.
Richard Swee	dickswee@gmail.com	230 Brewer St.
Richard Raul		234A Church St
Matt Fawcett	Inhoss@yahoo.com	25 Colby Street
Viji SATHYA	hiviji@yahoo.com	63 INDIAN MEADOW DR
Karenleen Howland Harker	khhowland@bostonmusictherapy.com	20 School St
David Gher	dbg@northborough.net	117 HOWLAND ST
Mauraen Schell	MauraenD.Schell@gmail.com	23 John Peters



# NORTHBOROUGH MASTER PLAN

Town of Northborough, MA

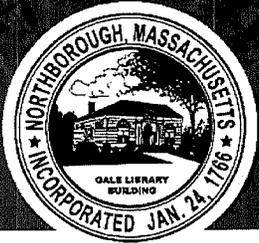


## Public Meeting#1

June 12, 2018 6:30 – 9:00 PM

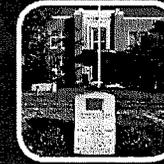
Name	Email	Address / Affiliation
Janice Fournier	Janice.Fournier@verizon.net	283 Davis St
ROBERT HENRY	robert.henry@gmail.com	19 PROSPECT ST.
JARL ANDERSON	Jarlarthur@msiv.com	496 MAIN ST - 302
Joe Devine	jqdusa@yahoo.com	45 Wilson Rd
Amelia Pike	ameliajpike@gmail.com	20 Franklin Circle
Chris Singas	chris.singas@gmail.com	12 Main St
Gregory Irvine	irvinegreg@hotmail.com	2 Eliot Rd.
Betsy & Mark Andersson	mark.b.andersson@gmail.com	371 Whitney St.
Tim Kaelin	timkaelinmba@gmail.com	42 Davis St.
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Pat Lippin	playpals7@msiv.com	22 Milk Porridge Circle
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# NORTHBOROUGH MASTER PLAN

Town of Northborough, MA



## Public Meeting#1

June 12, 2018 6:30 – 9:00 PM

Name	Email	Address / Affiliation
Sous Densmore		
Lauren Bailey	LACABA77@gmail.com	11 Elmwood Drive
Andrea Edmandt	155plsnb@gmail.com	155 Pleasant St.
Laura Aton	Lauradanac@hotmail.com	17 Franklin Circle
Selvi Oyola	selvibo@hotmail.com	405 Whitney
Kelly Guenette	k_guenette@hotmail.com	69 Northgate Rd
Julianne Hrush	mikejule@verizon.net	19 Smith Rd.
Zenya Molnar	zemoboe@verizon.net	49 Reservoir St.



# NORTHBOROUGH MASTER PLAN

Town of Northborough, MA



## Public Meeting#1

June 12, 2018 6:30 – 9:00 PM

Name	Email	Address / Affiliation
Sally & John Baronian	johnbaronian3@gmail.com	130 Indian Meadow Dr
Karen Thornton	Kgavigs@gmail.com	22 Copley Dr.
Paul Tagliaferri	eem99@aol.com	32 Hemlock Dr
Diane Power	Impower2charter.net	319 DAN'S ST.
RYAN NOFSINGER	r.nofsinger2@icloud.com	25 Church St
Dax Siton		17 Franklin Circle
Amelia Uron		17 Franklin Circle
Terry Guarnetto	guarnetto1@verizon.net	5 Gater Lane
Alexandra Molnar	amusice@verizon.net	49 Reservoir Street
Scott Poretsky	s.poretsky@verizon.net	47 Indian Meadow
BELAL HOMAYDAN	belal@belaldesign.com	15 EDMUNDS WAY

**Session Name:** NorthboroMP 6\_12\_18

**Date Created:** 6/12/2018 5:24:57 PM

**Active Participants:** 83 of 83

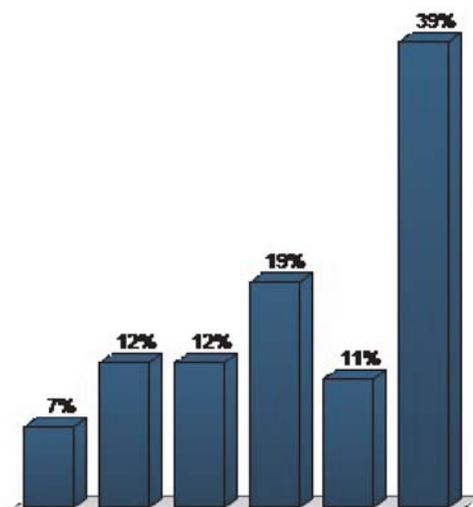
**Average Score:** 0.00%

**Questions:** 18

## Results by Question

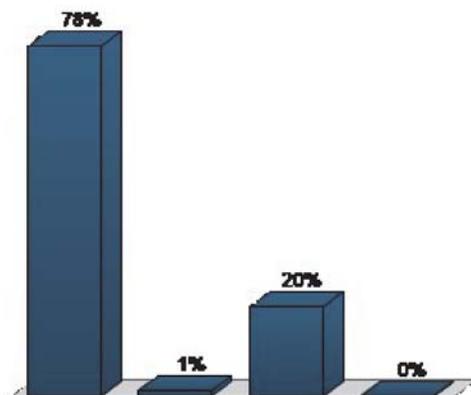
### 1. What is your favorite thing to do in your spare time? (Multiple Choice)

	Responses	
	Percent	Count
Watch TV	6.76%	5
Gardening	12.16%	9
Go shopping	12.16%	9
Outdoor sports	18.92%	14
Come to interesting public meetings like this one	10.81%	8
Other things	39.19%	29
<b>Totals</b>	<b>100%</b>	<b>74</b>



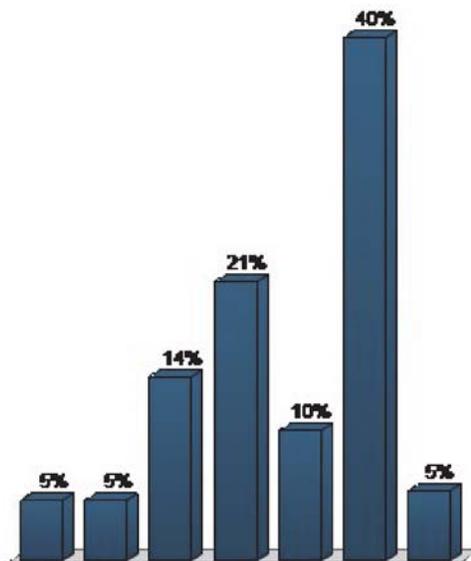
**2. Do you live or work in Northborough? (Multiple Choice)**

	Responses	
	Percent	Count
I live in Northborough	78.48%	62
I work in Northborough	1.27%	1
I live and work in Northborough	20.25%	16
I don't live or work in Northborough	0%	0
<b>Totals</b>	<b>100%</b>	<b>79</b>



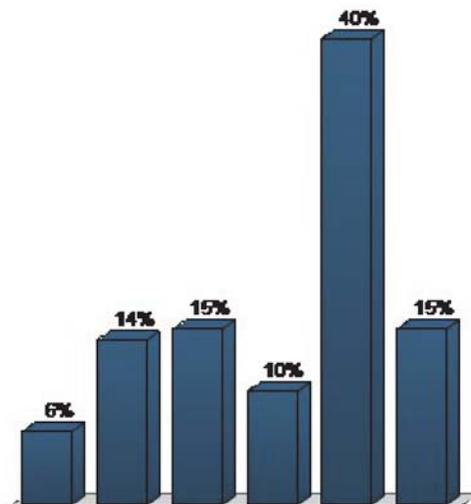
**3. What are the biggest obstacles to improving quality of life in Northborough? Choose the top two problems that you think our community needs to address first. (Multiple Choice - Multiple Response)**

	Responses	
	Percent	Count
Lack of economic vitality	4.67%	7
Inadequate housing inventory	4.67%	7
Aging infrastructure	14%	21
Traffic congestion and safety hazards	21.33%	32
Affordability	10%	15
Lack of vibrancy in Downtown	40%	60
Other	5.33%	8
<b>Totals</b>	<b>100%</b>	<b>150</b>



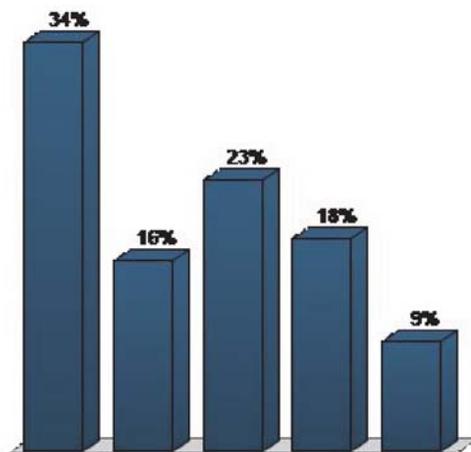
**4. What are the major land use issues/concerns within Northborough? Choose the top two. (Multiple Choice - Multiple Response)**

<b>Responses</b>		
	<b>Percent</b>	<b>Count</b>
Lack of mixed use development	6.19%	7
Buffer zone between industrial and residential areas	14.16%	16
Vacant and/or underutilized lands	15.04%	17
Code enforcement	9.73%	11
Vacancy within established commercial corridors/nodes in the Town	39.82%	45
Other	15.04%	17
<b>Totals</b>	<b>100%</b>	<b>113</b>



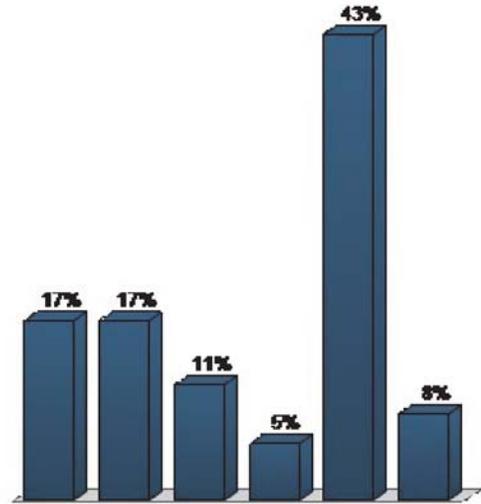
**5. Which of the following land use approaches do you think Northborough should consider? Choose all that apply. (Multiple Choice - Multiple Response)**

	Responses	
	Percent	Count
Preserve our open space	34.36%	56
Encourage infill and mixed-use development	15.95%	26
Enhance characters of our residential neighborhoods	22.7%	37
Mitigate conflicts between conflicting land uses	17.79%	29
Other	9.2%	15
<b>Totals</b>	<b>100%</b>	<b>163</b>



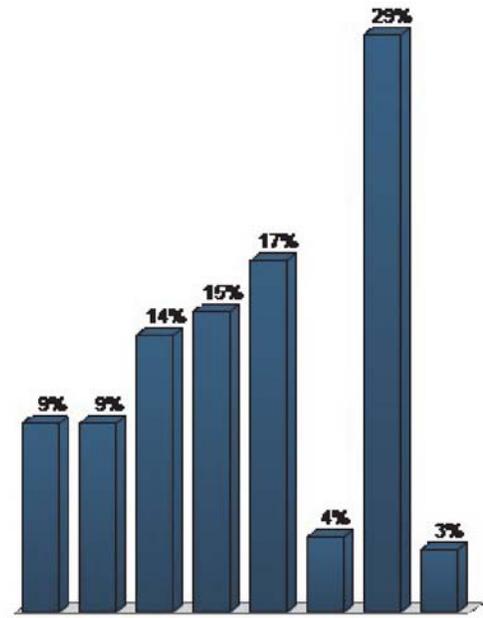
**6. What economic development opportunities do you see happening in the future? Choose all that apply.  
(Multiple Choice - Multiple Response)**

	Responses	
	Percent	Count
More jobs and businesses	16.56%	25
More retail and shopping	16.56%	25
More variety of housing choices	10.6%	16
More industrial and manufacturing jobs	5.3%	8
More investment in "main street" businesses	43.05%	65
Other	7.95%	12
<b>Totals</b>	<b>100%</b>	<b>151</b>



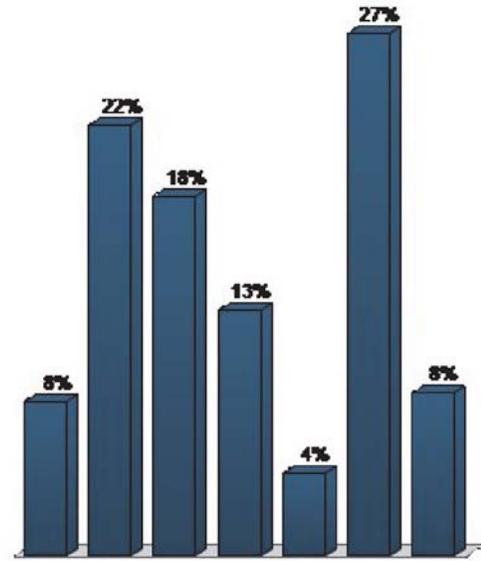
**7. What types of development would you like to see along I-290? Choose all that apply. (Multiple Choice - Multiple Response)**

<b>Responses</b>		
	<b>Percent</b>	<b>Count</b>
Retail	9.32%	15
Hotels	9.32%	15
Restaurants	13.66%	22
Entertainment	14.91%	24
Offices	17.39%	28
Residential	3.73%	6
Open Space	28.57%	46
Other	3.11%	5
<b>Totals</b>	<b>100%</b>	<b>161</b>



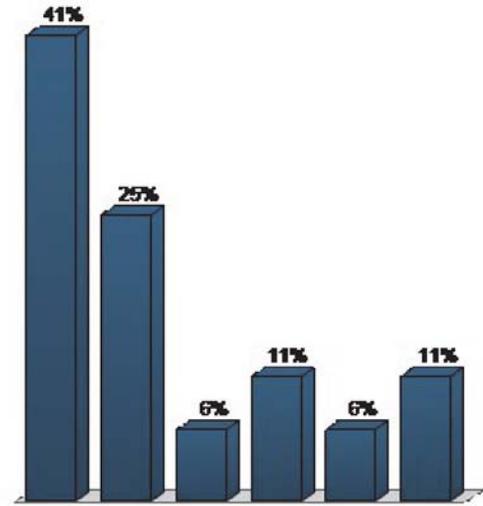
**8. What type of job should be growing in Northborough? Choose all that apply. (Multiple Choice - Multiple Response)**

<b>Responses</b>		
	<b>Percent</b>	<b>Count</b>
Manufacturing	7.85%	15
Professional office	21.99%	42
Healthcare	18.32%	35
Retail trade	12.57%	24
Transportation and warehousing	4.19%	8
Arts, Entertainment, and Recreation	26.7%	51
Other	8.38%	16
<b>Totals</b>	<b>100%</b>	<b>191</b>



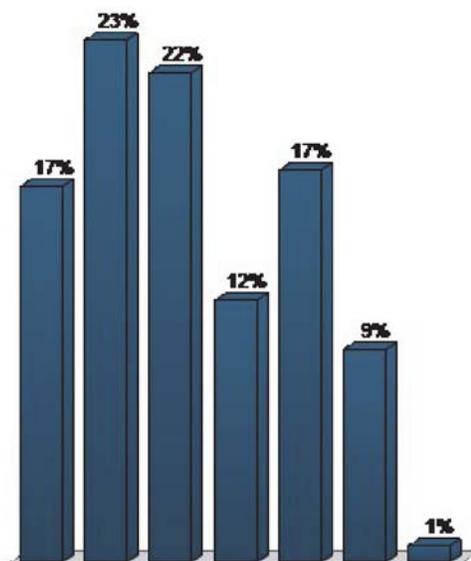
9. What are the most important housing needs? Choose the top two. (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Keep future residential development in or near existing/established residential areas	40.62%	52
More housing options for seniors	25%	32
More multi-family developments	6.25%	8
More affordable housing	10.94%	14
More rental housing on the market	6.25%	8
Other	10.94%	14
<b>Totals</b>	<b>100%</b>	<b>128</b>



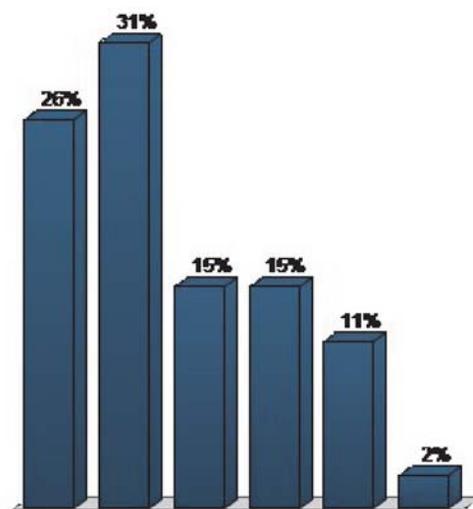
10. What are the two most pressing transportation needs? (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Improve roadway conditions	16.55%	23
Build and/or repair sidewalks	23.02%	32
Reduce traffic congestion	21.58%	30
Provide public transit options	11.51%	16
Increase bicycle/pedestrian access	17.27%	24
Improve safety	9.35%	13
Other	0.72%	1
<b>Totals</b>	<b>100%</b>	<b>139</b>



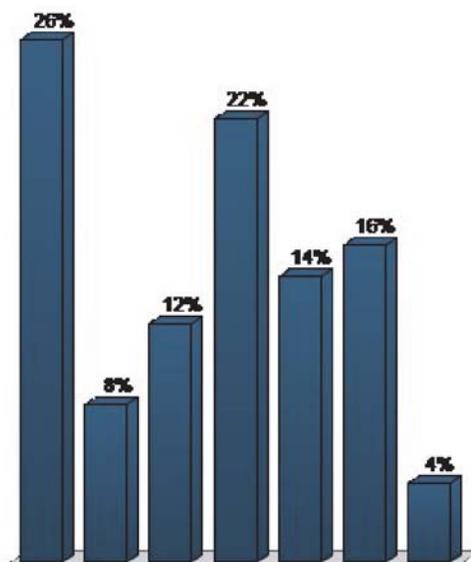
**11. What are the most important natural resource needs in Northborough? Choose the top two. (Multiple Choice - Multiple Response)**

	Responses	
	Percent	Count
Protect aquifer recharge areas and improve water quality	25.93%	35
Protect natural habitats and sensitive lands	31.11%	42
Maintain existing farmlands	14.81%	20
Understand and mitigate our carbon footprints	14.81%	20
Encourage development that respects natural topography	11.11%	15
Other	2.22%	3
<b>Totals</b>	<b>100%</b>	<b>135</b>



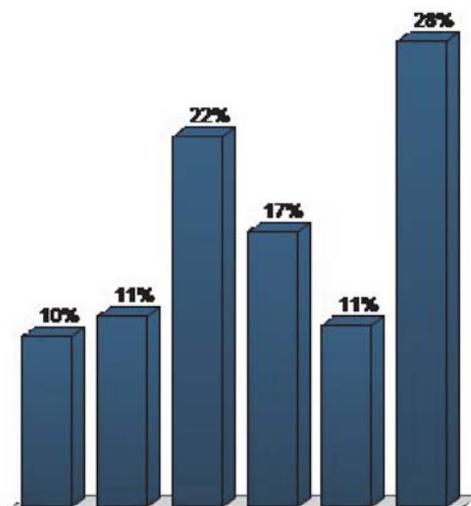
**12. What are the most important sustainability issues facing Northborough? Choose the top two. (Multiple Choice - Multiple Response)**

	Responses	
	Percent	Count
Sustaining the Town’s long-term operations	25.58%	33
Allowing more flexibility in land uses to sustain growth and change	7.75%	10
Planning for the long-term impacts of climate change	11.63%	15
Updating our public facilities (buildings, vehicle fleets) to reduce our energy consumption	21.71%	28
Provide for solid waste reduction and increased diversion	13.95%	18
Encourage water conservation and plan for lasting water supply	15.5%	20
Other	3.88%	5
<b>Totals</b>	<b>100%</b>	<b>129</b>



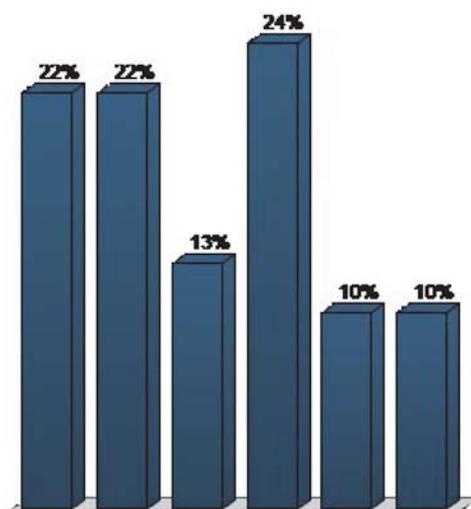
**13. Which do you think are the most important goals for Northborough’s historic resources? Choose the top three. (Multiple Choice - Multiple Response)**

	Responses	
	Percent	Count
Study/understand additional historic resources and neighborhoods	10.34%	18
Educate the community on the importance of Northborough’s history and associated resources	11.49%	20
Preserve neighborhood character and livability	22.41%	39
Establish financial incentives and resources to encourage rehabilitation/renovation over demolition	16.67%	29
Provide resources and information for owners of older houses regarding maintenance and upgrades	10.92%	19
Identify reuse options for vacant/underused historic buildings	28.16%	49
<b>Totals</b>	<b>100%</b>	<b>174</b>



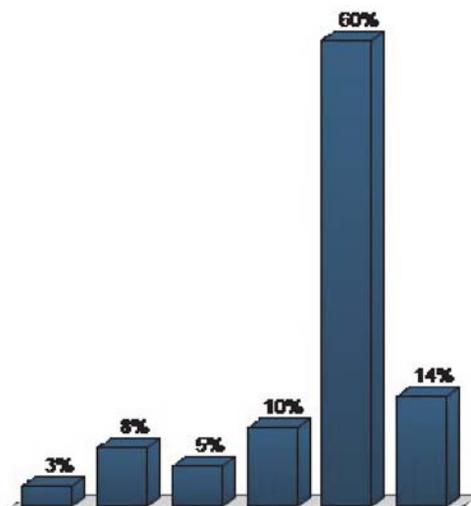
14. How often do you use the Town’s parks, trails, and other recreational facilities? (Multiple Choice)

	Responses	
	Percent	Count
Every Day	21.52%	17
Once a week	21.52%	17
Once a month	12.66%	10
Seasonally	24.05%	19
Never	10.13%	8
Other	10.13%	8
<b>Totals</b>	<b>100%</b>	<b>79</b>



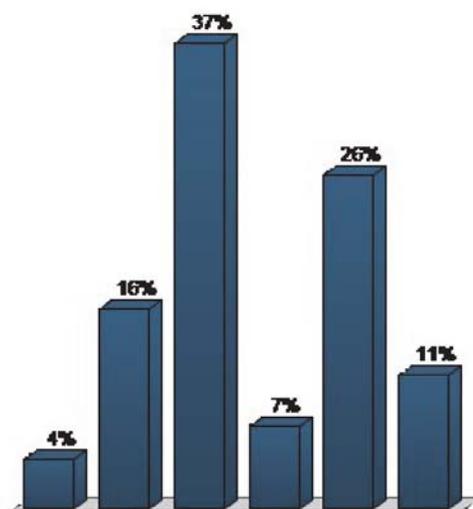
15. How often do you use the Town’s Senior Center? (Multiple Choice)

	Responses	
	Percent	Count
Every Day	2.56%	2
Once a week	7.69%	6
Once a month	5.13%	4
Seasonally	10.26%	8
Never	60.26%	47
Other	14.1%	11
<b>Totals</b>	<b>100%</b>	<b>78</b>



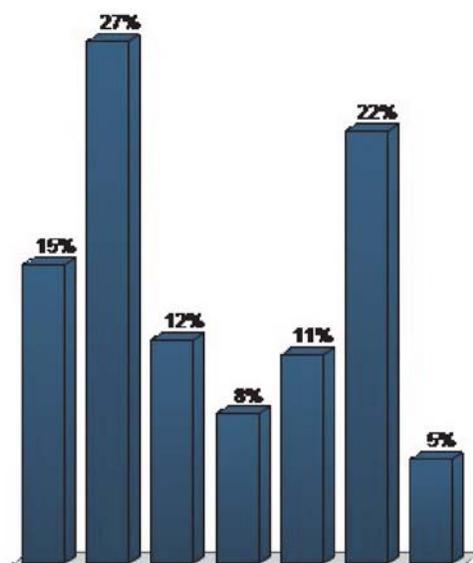
16. How often do you use the Town’s Senior Free Library? (Multiple Choice)

	Responses	
	Percent	Count
Every Day	3.95%	3
Once a week	15.79%	12
Once a month	36.84%	28
Seasonally	6.58%	5
Never	26.32%	20
Other	10.53%	8
<b>Totals</b>	<b>100%</b>	<b>76</b>



17. What are the two most important public facility and service needs in Northborough? (Multiple Choice - Multiple Response)

	Responses	
	Percent	Count
Expand sewer connections	15.38%	20
Improve schools	26.92%	35
Enhance public safety (police and fire)	11.54%	15
Provide more senior services	7.69%	10
Expand water connections	10.77%	14
Update or relocate Town Hall	22.31%	29
Other	5.38%	7
<b>Totals</b>	<b>100%</b>	<b>130</b>



**18. What do you believe is missing from your Downtown? Choose the top three. (Multiple Choice - Multiple Response)**

	Responses	
	Percent	Count
Walkability	25.13%	49
Access for users of all transportation modes	10.77%	21
Regular events	11.79%	23
Complementary retail establishments	16.92%	33
Wayfinding (e.g., gateway signage, sign plans)	1.54%	3
Gathering spaces	25.64%	50
Other	8.21%	16
<b>Totals</b>	<b>100%</b>	<b>195</b>

