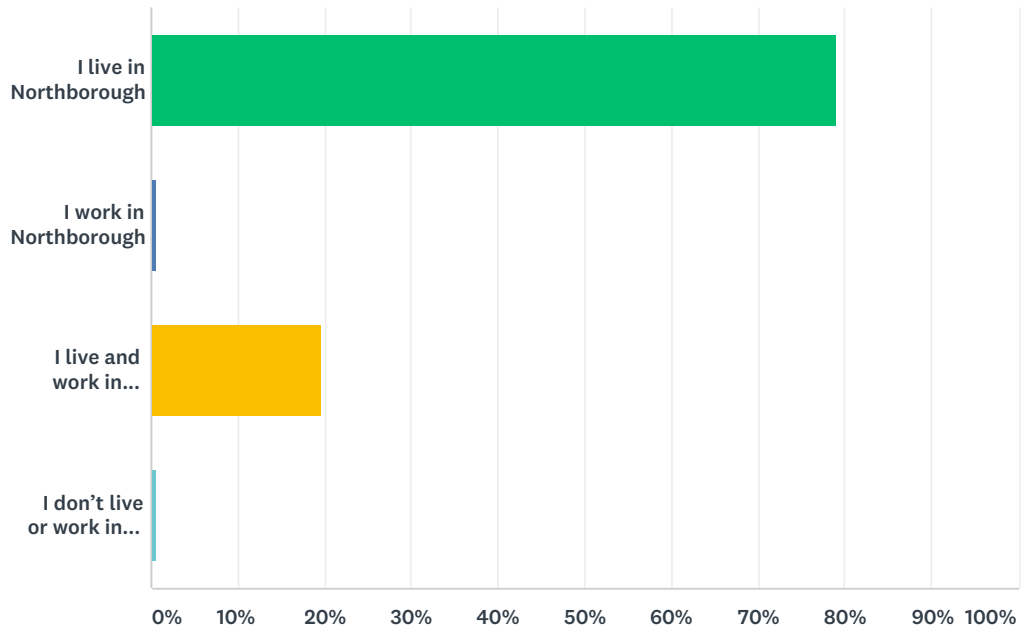


## Q1 Do you live or work in Northborough?

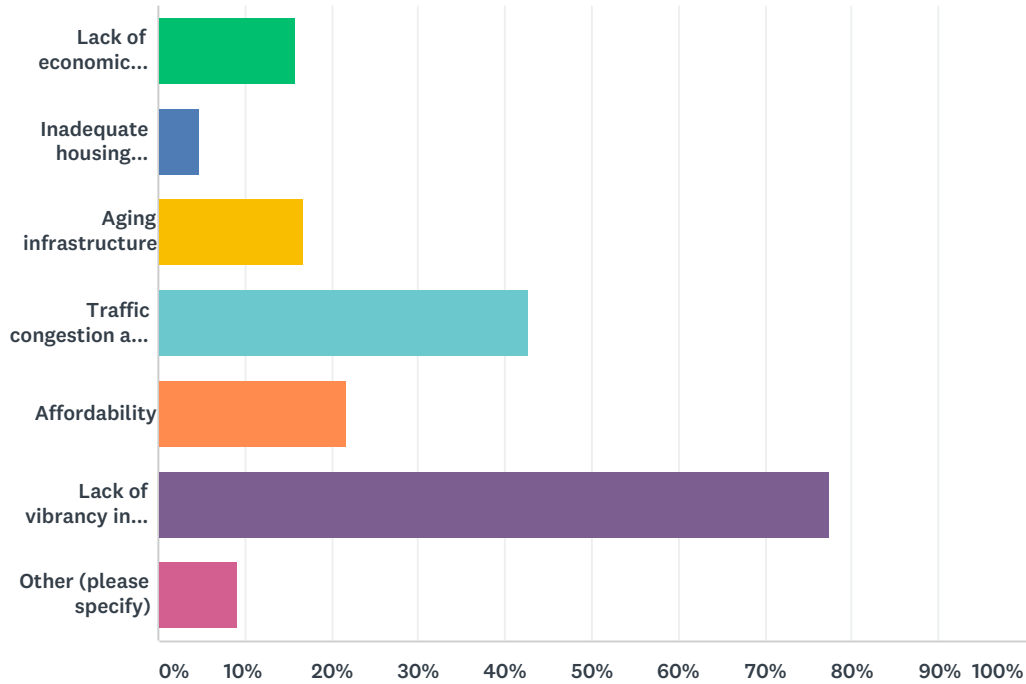
Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in Northborough	79.07%	442
I work in Northborough	0.72%	4
I live and work in Northborough	19.68%	110
I don't live or work in Northborough	0.54%	3
TOTAL		559

## Q2 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.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES
Lack of economic vitality	15.92% 89
Inadequate housing inventory	4.83% 27
Aging infrastructure	16.64% 93
Traffic congestion and safety hazards	42.75% 239
Affordability	21.82% 122
Lack of vibrancy in Downtown	77.46% 433
Other (please specify)	9.30% 52
Total Respondents: 559	

#	OTHER (PLEASE SPECIFY)	DATE
1	taxes too high	9/18/2018 3:17 PM
2	The building has been hap hazard and unattractive. Property taxes are a big problem and more development only contributes to the issue. What about freshwater supply and quality and sewage and solid waste disposal?	7/11/2018 8:15 AM
3	taxes keep going up is not a good thing, too much money and cultic influence to obtain green area,	7/2/2018 1:52 PM
4	More side walking for walking and biking.	6/30/2018 6:56 AM
5	Too much new development	6/30/2018 12:49 AM

## Northborough, MA Master Plan Community Survey

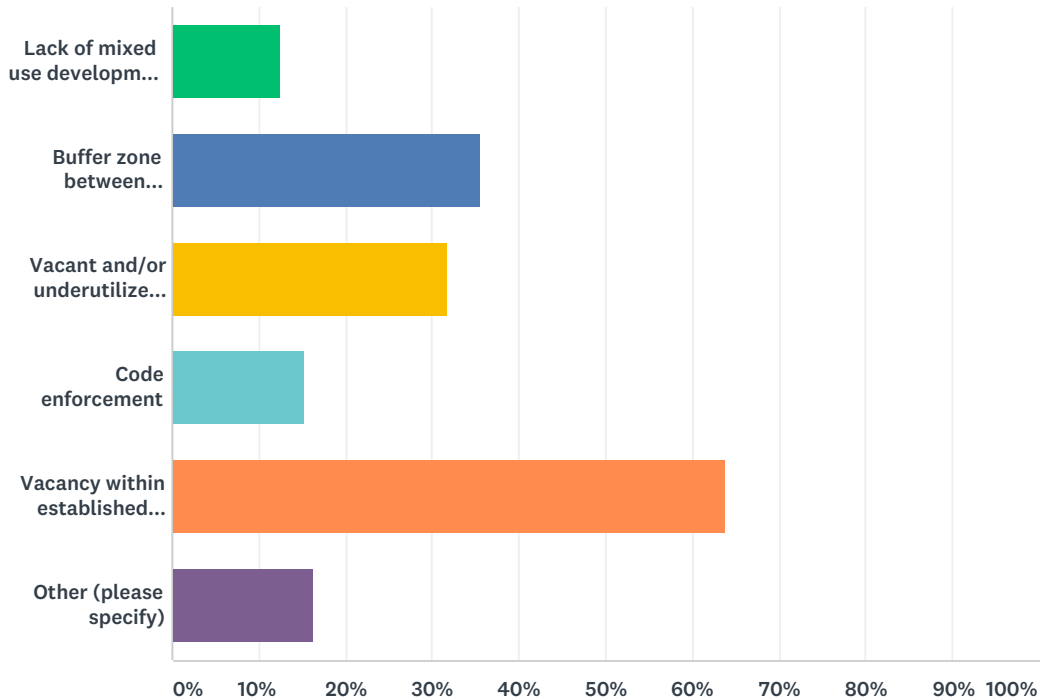
6	None. Northborough is doing well we need to create more opportunities to enhance community events so people can get involved and know each other. Senior centre should be community centre and opened till 9 during the week for groups to meet	6/29/2018 8:36 AM
7	increasing property taxes for those who have been in homes 30+ years- how about freezing tax at 30- 40 years in house?	6/29/2018 8:02 AM
8	Get rid of delapidated buildings. The one that burnt down recently should have been removed long ago! That area already looks better without it.	6/28/2018 11:02 PM
9	not sure	6/28/2018 9:58 PM
10	Our downtown is just embarrassing.	6/28/2018 8:19 PM
11	Surprisingly thought-free set of choices. 1, the town's stale, monochromatic energy and culture. // 2, The town's culture of many families who live mainly in their caves. Families with school-age children much less so -- only until the children leave schools. // 3, Businesses with personal character: Lowe's is the main counterexample, now that Shattucks's is gone. Auto repair places are another. Tiltz's replacement with extends a great resource, as are Chet's, Britney's, Pickle Barrel, and Hillside. Imagine if the 135 fields had a Trombetta's-Beezer's-Davidians'-Tougas's-Britney's kind of place near it ! //4, CVS, banks, gas stations, Nobo House, a fire station, and 2 churches don't give Sawyer's a chance to have any impact at all.	6/26/2018 2:12 PM
12	Wasting money buying buildings (White Cliff)	6/26/2018 6:24 AM
13	Downtown is boring. The buildings are old	6/25/2018 8:54 PM
14	I wold love to see more restaurants and shopping in the downtown area	6/25/2018 5:48 PM
15	No availablity for pedestrian shopping or dining	6/25/2018 5:44 PM
16	I've always been happy with the town.	6/20/2018 4:54 PM
17	Following of zoning bylaws and keeping Northborough clean and safe. There should not be a hazardous waste facility allowed to expand on our Main Street. Quality businesses only. Any older use not allowed anymore should be phased out. Please care about the residents vs. businesses who are not an asset to our commuity. Newer businesses want to surrround themselves with positive/vibrant business not trucking and hazardous waste	6/20/2018 9:15 AM
18	Quality life would improve by CUTTING TAXES!	6/18/2018 4:37 AM
19	School free full kindergarten	6/15/2018 3:49 PM
20	Lack of sidewalks and walkability	6/15/2018 3:12 PM
21	Inactive and stale Board of Selectman - No leadership, just clerical	6/15/2018 11:35 AM
22	Unsustainable growth, overcrowding.	6/14/2018 10:19 PM
23	Too much development	6/14/2018 9:46 PM
24	We need more sidewalks throughout the town but particularly on busy side roads such as Howard St.	6/14/2018 3:34 PM
25	For seniors	6/14/2018 11:58 AM
26	Too many new residential builds, ruins the neighborhoods and creates too much traffic	6/14/2018 11:33 AM
27	Plant more trees.	6/14/2018 11:19 AM
28	Downtown is still unattractive. Encourage and incentivize improvements.	6/14/2018 9:49 AM
29	Lack of social community and capital	6/14/2018 7:45 AM
30	Parking	6/13/2018 11:19 PM
31	Slow the build out. Use land for smarter businesses. Less car repair and gas stations and more restaurants, bakeries and shops	6/13/2018 10:19 PM
32	Reduced rate taxes for disabled homeowners.	6/13/2018 9:46 PM
33	Too much residential building	6/13/2018 8:24 PM
34	Schools	6/13/2018 7:24 PM
35	Better downtown main street	6/13/2018 7:04 PM

## Northborough, MA Master Plan Community Survey

36	Need tax breaks for seniors who do not burden town expenses i.e schools	6/13/2018 6:55 PM
37	Lack of bike road area and bike trails	6/13/2018 3:34 PM
38	Need to keep to historical building codes. No more minimarts. New Englan style architecture. No pastel colors.	6/13/2018 3:17 PM
39	High property tax	6/13/2018 2:37 PM
40	We have the ugliest downtown in metro west region!	6/13/2018 2:00 PM
41	Stop development	6/13/2018 1:27 PM
42	Overdevelopment shoe-horning duplexes and condos everywhere.	6/13/2018 1:21 PM
43	Reduction in tree coverage — so many places clearing the trees with construction.	6/13/2018 1:13 PM
44	Support of local businesses	6/13/2018 1:05 PM
45	Lack of parking downtown to encourage local businesses to come as well as patrons	6/13/2018 12:59 PM
46	Please re-pave roads more frequently. More sidewalks!	6/13/2018 12:46 PM
47	More communications with school systems and continuity between schools.	6/13/2018 11:03 AM
48	Traffic	6/13/2018 10:58 AM
49	Fitness/appropriateness of town ordinances/bi-laws for town size. With increasing population and density, we need more robust and enforceable ordinances.	6/13/2018 10:21 AM
50	Do not want to mirror Framingham, Waltham, etc? Prefer to stay a quiet less congested bedroom community	6/13/2018 9:48 AM
51	Lack of sidewalks in heavy residential areas	6/13/2018 9:15 AM
52	High Tax rate and no affordable access to a dump	6/13/2018 9:05 AM

### Q3 What are the major land use issues/concerns within Northborough? Choose the top two.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Lack of mixed use development	12.52%	70
Buffer zone between industrial and residential areas	35.60%	199
Vacant and/or underutilized lands	31.84%	178
Code enforcement	15.21%	85
Vacancy within established commercial corridors/nodes in the Town	63.86%	357
Other (please specify)	16.28%	91
Total Respondents: 559		

#	OTHER (PLEASE SPECIFY)	DATE
1	new businesses should use existing building and not built on open space	9/18/2018 3:29 PM
2	The town is over built now. Homes have been built in wooded wetlands and on steep slopes. The main street Hillside Grill/Northboro Fitness site and the one next to it are and will experience severe erosion of the steep cut out slopes. You have rocks washing down into the parking lot at the Grill now. Keep all remaining land open. Reduce impervious surfaces.	7/11/2018 8:15 AM
3	Toxic waste from companies such as Tradebe	7/5/2018 10:35 PM
4	Increase open space	7/3/2018 9:43 AM
5	eyesores....like that horrible gas station on rte 20 that has been vacant for about 20 years.	7/3/2018 8:00 AM
6	preservation of open spaces	7/2/2018 6:01 PM

## Northborough, MA Master Plan Community Survey

7	need more space for outdoor recreation such as a full size basketball and pickleball courts on better flooring. Look at Ward Park in Marlborough. Everyone doesn't play soccer or baseball. Expand the 135 field by free up reserved open space to build better basketball courts and pickleball courts.	7/2/2018 1:52 PM
8	Lack of new and existing subdivisions	7/2/2018 6:46 AM
9	too much new development meanwhile, there are a lot of vacant buildings	6/30/2018 12:49 AM
10	Too much mixed use	6/29/2018 4:21 PM
11	No other answer	6/29/2018 12:01 PM
12	None. Northborough is not a deriluct town with blighted areas it's nit Brockton or main south in Worcester it's a tiny sleepy town leave it alone the current population is stable and that's fine	6/29/2018 8:36 AM
13	abandoned properties (residential)	6/29/2018 8:27 AM
14	no plan for down town (CVS/main street area): too many banks and gas stations	6/29/2018 8:02 AM
15	Preserve open spaces	6/29/2018 12:24 AM
16	Limited parking on main street seems to affect businesses. #8 about historical resources didn't allow a comment. :( old buildings should be torn down or giving a major facelift. I have a hard time going to the doctor or dentist or a restaurant in an old stinky building.	6/28/2018 11:02 PM
17	Increase in duplexes which is going to increase traffic and overcrowd schools.	6/28/2018 10:30 PM
18	The look of the center of town and the empty businesses needs improvement.	6/28/2018 9:56 PM
19	Excessive retail development	6/28/2018 9:51 PM
20	Lack of any business development downtown that is planned well	6/28/2018 9:45 PM
21	Too many gas stations downtown	6/28/2018 9:06 PM
22	No cute downtown, too many gas stations	6/28/2018 9:00 PM
23	S & A Farms	6/28/2018 8:45 PM
24	Chemicals used on lawn and pool	6/26/2018 7:25 PM
25	1, You're already late in anticipating the inevitable pressure for more apartment housing (think, not as large right now as Fountainhead but half that scale will be inevitable in 20 years. // 2, support and contribute to some forms of 24 x 7 public transportation to Worcester and at least to Hudson, Marlborough, and along Route 9.at least from 135 to 20 . Maybe to Sol Pnd Mall and the new development at the Shell traffic circle in Berlin.	6/26/2018 2:12 PM
26	No true Downtown	6/26/2018 9:49 AM
27	Junky areas and broken down houses	6/26/2018 6:32 AM
28	SAfarm needs to go.	6/25/2018 7:44 PM
29	Don't want overdevelopment	6/25/2018 5:50 PM
30	Avoid high density.	6/23/2018 9:11 PM
31	none of the above concerns me.	6/20/2018 4:54 PM
32	visual appeal, to much inconsistancy in building/business. Looks like a "mish mosh"	6/20/2018 3:54 PM
33	Mixed use development that include residential and duplexes	6/19/2018 2:14 PM
34	Cohesive town plan - little groupings of building, some occupied, some vacant that span along route 20. Not attractive or friendly to consumers.	6/18/2018 10:24 PM
35	Address abandoned property problem. Get rid of eyesores.	6/18/2018 1:25 PM
36	Stricter Zoning and Enforcement - Northborough is a PIT and getting worse	6/18/2018 4:37 AM
37	Urban / Main Street blight	6/16/2018 6:04 PM
38	Low income housing	6/15/2018 2:51 PM
39	Revitalize the center of town. It is dying fast.	6/15/2018 11:35 AM
40	Local farms receiving composting - impact on residential neighbors	6/15/2018 10:18 AM

## Northborough, MA Master Plan Community Survey

41	The town is becoming overdeveloped and current infrastructure like street sewers are not sufficient now causing problems like flooding for long time residents where problems didn't exist prior to new construction	6/15/2018 7:16 AM
42	There is no downtown, buildings are empty and terrible designs	6/15/2018 5:59 AM
43	Increase mixed use in "downtown" area	6/14/2018 4:46 PM
44	I'm concerned about over building as I noted before. There are too many vacant/run down buildings in downtown. Very ugly to look at. There are also some gas stations/mechanics in town that keep too many beat up cars out in the open that contribute to northboro looking really trashy	6/14/2018 3:53 PM
45	Lack of open spaces- too much development.	6/14/2018 3:34 PM
46	ONLY MCMANSIONS BEING BUILT; NOTHING MORE MODERATE	6/14/2018 2:49 PM
47	Northboro has too many small shopping centers which contribute to congestion. The lack of an organized downtown area that supports walking also contributes to this phenomenon. Northborough should make more of an effort to "beautify" the downtown area instead of allowing tacky strip malls to be built everywhere. It is especially concerning that many of the strip malls end up half empty and unused.	6/14/2018 2:26 PM
48	Not building more warehouse-type buildings and using existing, vacant structures to house businesses that could enrich residents lives.	6/14/2018 2:04 PM
49	I don't have good perspective to answer this.	6/14/2018 12:20 PM
50	overdevelopment	6/14/2018 12:18 PM
51	Too many new builds on small plots of land; larger lots being subdivided and ruining the neighborhood or historic homes, like the Lawrence Estate and the recent one on Pleasant St.	6/14/2018 11:33 AM
52	Development is too fast. Keep Northboro green.	6/14/2018 11:19 AM
53	Our downtown needs a major facelift.	6/14/2018 11:14 AM
54	Too much building!	6/14/2018 11:02 AM
55	reduce new development of multifamily homes	6/14/2018 10:58 AM
56	The zoning for houses needs to be addressed. What's going on on Pleasant St and what's planned for Lincoln St and route 20 is not ok	6/14/2018 10:14 AM
57	Empty retail space. This state keeps building and building but leaves so much retail space unused.	6/14/2018 10:12 AM
58	Too many vacant buildings downtown!!!	6/14/2018 8:43 AM
59	Land conservation and preservation	6/14/2018 7:45 AM
60	vacant commercial buildings	6/14/2018 7:07 AM
61	Backwards buildings. Awful and embarrassing	6/13/2018 11:18 PM
62	We're developing what little land we have left.	6/13/2018 11:13 PM
63	Too many duplexes/multifamily. Would like to slow tear-downs and higher density housing.	6/13/2018 10:19 PM
64	Turn over of natural spaces into developments.	6/13/2018 9:46 PM
65	Empty building or land downtown	6/13/2018 9:19 PM
66	More shopping is needed	6/13/2018 9:16 PM
67	Too many mixed use/duplexes	6/13/2018 8:53 PM
68	Too much residential building	6/13/2018 8:24 PM
69	S a farm needs to clean up	6/13/2018 7:20 PM
70	Preventing overdevelopment and maintaining a sense of a shared community	6/13/2018 6:45 PM
71	Too much mixed use properties!	6/13/2018 4:40 PM
72	Empty or Failing Commercial buildings	6/13/2018 4:08 PM
73	homes squeezed into inappropriate (too small) spaces (e.g., two new homes on Pleasant St.)	6/13/2018 3:53 PM

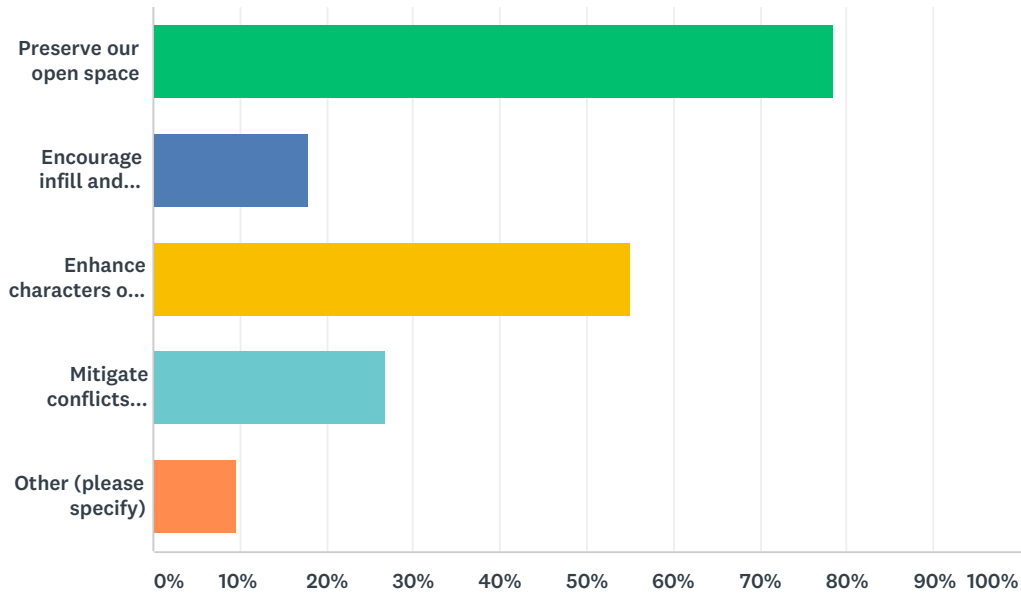
## Northborough, MA Master Plan Community Survey

74	Downtown (old town hall)	6/13/2018 3:38 PM
75	Too much mixed use development. Business developments that are not at all pleasing to the eye, for example several developments along main street that look like someone shook a handful of dice and laid the buildings out where they landed.	6/13/2018 3:15 PM
76	one lot being split into 2 smaller lots with close set houses being built	6/13/2018 3:09 PM
77	Vacant and dilapidated buildings in town center	6/13/2018 2:43 PM
78	High density clusters	6/13/2018 2:37 PM
79	We have empty office buildings, too many gas stations and banks, and need to improve our downtown life.	6/13/2018 1:52 PM
80	Over development	6/13/2018 1:27 PM
81	Clearing food land for building	6/13/2018 1:13 PM
82	The 4-5 buildings either vacant or for sale in downtown need someone with a vision to develop and create a vibrant resident friendly downtown	6/13/2018 1:03 PM
83	Too many ugly buildings in town center. Establish design guidelines for town center.	6/13/2018 12:56 PM
84	Utilizing the developed spaces before clearing and building new buildings. I.E Bartlett street	6/13/2018 12:11 PM
85	Preserve open space, reduce congestion	6/13/2018 10:58 AM
86	The density is a concern	6/13/2018 10:20 AM
87	Filling every space. It's ok to have trees!!	6/13/2018 9:53 AM
88	Building owners in default of paying taxes? If so, that would be a concern	6/13/2018 9:48 AM
89	Insufficient sidewalks	6/13/2018 9:15 AM
90	The developers come in and make the rules and/or override with variances	6/13/2018 12:13 AM
91	zoning laws needed, too many multi units and multiple houses being built in what was the yard of 1 old house	6/12/2018 10:23 PM



### Q4 Which of the following land use approaches do you think Northborough should consider? Choose all that apply.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Preserve our open space	78.53%	439
Encourage infill and mixed-use development	18.07%	101
Enhance characters of our residential neighborhoods	55.10%	308
Mitigate conflicts between conflicting land uses	26.83%	150
Other (please specify)	9.66%	54
Total Respondents: 559		

#	OTHER (PLEASE SPECIFY)	DATE
1	Signage Direction & Location Signs	10/12/2018 1:25 PM
2	sidewalks	9/18/2018 3:29 PM
3	Not much open space left	7/15/2018 4:43 PM
4	too much open space that hinder expanding need for recreational space such as pickleball, etc. Ward Park is great in Marlborough. Also, keep building single family homes and not condos or apartments	7/2/2018 1:52 PM
5	no answer	6/29/2018 12:01 PM
6	decongest and consolidate downtown	6/29/2018 8:27 AM
7	improve our downtown area, encouraging new businesses (other than gas stations and banks- too many already). Promote a walkable downtown area (see progress of Hudson)	6/29/2018 8:02 AM
8	Develop abandoned buildings into commercial space	6/29/2018 6:33 AM
9	Don't understand what issues we have already to make a judgement	6/28/2018 11:02 PM
10	Expand trails and parks rather than more commercial development	6/28/2018 10:53 PM

## Northborough, MA Master Plan Community Survey

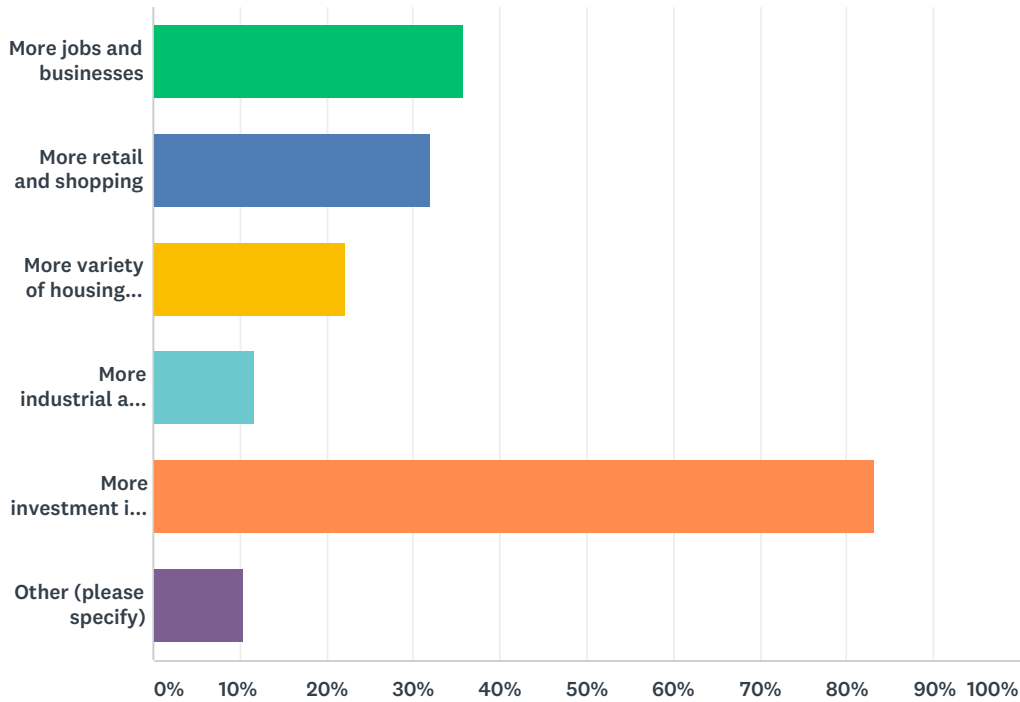
11	not sure	6/28/2018 9:58 PM
12	Problem with S and A farm on Whitney Street	6/28/2018 9:56 PM
13	I would like to see all buildings in the center become 2 stories with unified store fronts.	6/28/2018 9:38 PM
14	More small/medium sized houses. Not just duplexes and \$800k colonials.	6/28/2018 9:17 PM
15	Fix downtown vacabt buildings. So Ugly.	6/28/2018 8:19 PM
16	Pedestrian friendly downtown retail	6/28/2018 7:42 PM
17	Protect or farms. Stop slandering sustainability agriculture	6/28/2018 7:29 PM
18	1, I don't know what "infill development" is. Glossary? // 2, why doesn't this field accept?! // 3, I think sidewalks and bike lanes are a form of land use and strongly urge they be built in quickly throughout the town. / 4, No idea what the "mitigate conflicts" item is referring to. // 5, clean up the entire Assabet River section in town and make it into a clean and at least paddable gem. That will take some time -- maybe 5 2-year projects for the whole thing? -- but will be invaluable. //6, clean up and make more usable Solomon Pond and Barlett Pond (milfoil remediation needed at least in the latter, I realize). // IJust imagine the center of commerce and community being the triangle of East Main - Hudson - River St. Make that a 20-year plan with appropriate encouragement / support for the current town center businesses to relocate. It would be a wonderful solution to the incompatible pressures on the 135 - Main - Church - Summer area. // 8, develop a pocket community center at Bearfoot X Solomon Pond Rd like the one at Bartlett X Main. Another one for the Proctor neighborhood. Improve the sort-of one at Brigham X Main (near Peaselee). Put useful neighborhood services in them.	6/26/2018 2:12 PM
19	Recreational use	6/26/2018 10:30 AM
20	Keep areas undeveloped	6/25/2018 5:50 PM
21	Beautify or demolish vacant buildings.	6/20/2018 3:54 PM
22	smart growth. smart choices of the businesses that come to Northborough. Follow bylaws	6/20/2018 9:15 AM
23	Potentially using tax revenue to improve roads and infrastructure such as expansion of gas to residential areas	6/19/2018 10:23 PM
24	No duplexes on single family lots!	6/19/2018 8:59 PM
25	Eliminate mixed use development that include apartments & duplexes	6/19/2018 2:14 PM
26	Keep development in multiple, dense centres	6/18/2018 10:10 PM
27	Stricter zoning laws	6/18/2018 4:37 AM
28	Focus on making downtown a destination	6/16/2018 6:21 PM
29	Stop mixed use - it clearly is not working and create more horrible designed buildings	6/15/2018 5:59 AM
30	Complete walkway to Hudson street and speed limit of 25 throughout Hudson street	6/14/2018 8:33 PM
31	Enhance the downtown walkability and design for gathering	6/14/2018 4:25 PM
32	Northborough needs to look at developing an overall plan instead of allowing development to take on any form and occur in any location. Other New England towns seem to maintain a "quaint" character yet Northborough seems to lack any desire to make the downtown inviting in any way. Zoning should be reviewed with an eye toward making the downtown area more welcoming and appealing.	6/14/2018 2:26 PM
33	Enhance character of downtown as well	6/14/2018 2:04 PM
34	Downtown area needs total rehab... Route 135 and Route 20 intersection now worse since remodel 3 years ago	6/14/2018 10:57 AM
35	protect landowner's investments to keep property values high.	6/14/2018 9:49 AM
36	improve downtown area-walkability/shops/vacant buildings, etc.	6/14/2018 8:43 AM
37	Preserve the small town identity of Northborough by limiting mixed use and multifamily housing	6/14/2018 7:45 AM
38	support access-use of aqueduct open space for passive activities	6/14/2018 7:07 AM
39	Create an attractive downtime	6/13/2018 11:18 PM

## Northborough, MA Master Plan Community Survey

40	I think we should preserve some open space, but add mixed use developments downtown	6/13/2018 10:48 PM
41	Food and water self sustainability for the entire community - mitigates risk, ties back to historical roots, and eliminates food instability from our community.	6/13/2018 9:46 PM
42	Update the look of downtown	6/13/2018 9:19 PM
43	Stop building strip mall/offices that are 1/2 empty.	6/13/2018 8:17 PM
44	stop ongoing zoning and other land use violations	6/13/2018 6:55 PM
45	In the interest of consistency, outdoor pickleball courts for our residents would be fully utilized	6/13/2018 6:45 PM
46	stop building new houses on open land	6/13/2018 5:19 PM
47	stop shoehorning houses into small spaces	6/13/2018 3:53 PM
48	No high density housing	6/13/2018 2:37 PM
49	Prevent overcrowding, many open spaces are being divided and cramming in housing. Before long northborough will have no land left. Protecting the land we have in town has to start now for the future.	6/13/2018 12:11 PM
50	Less mcmansions	6/13/2018 10:26 AM
51	clean up downtown	6/13/2018 9:39 AM
52	Increased park space, sidewalks, and walkability	6/13/2018 9:15 AM
53	No more multi-family and duplexes. Northborough is a single-family/rural community.	6/13/2018 12:13 AM
54	Slash and burn	6/12/2018 9:00 AM

## Q5 What economic development opportunities do you see happening in the future? Choose all that apply.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES
More jobs and businesses	35.78% 200
More retail and shopping	32.02% 179
More variety of housing choices	22.18% 124
More industrial and manufacturing jobs	11.63% 65
More investment in "main street" businesses	83.18% 465
Other (please specify)	10.55% 59
Total Respondents: 559	

#	OTHER (PLEASE SPECIFY)	DATE
1	This is a loaded question. Why do we need more housing? We certainly don't need more retail or shopping. This is a major question of importance as none of these will act to reduce property taxes and your own Community Development Plan documents the "main street" parking limitations. What is the benefit to the residents of having any more of these as listed?	7/11/2018 8:15 AM
2	More restaurants and bars	7/7/2018 12:50 AM
3	More investment in our down town community; and not wasting money on whitecliffs. Lest businesses down town like gas stations, banks, etc. Put them at the other end near Browns or across the two streets.	7/2/2018 1:52 PM
4	Walkable, attractive downtown area with shops, restaurants	7/1/2018 7:23 PM
5	None of the above	6/29/2018 4:21 PM

## Northborough, MA Master Plan Community Survey

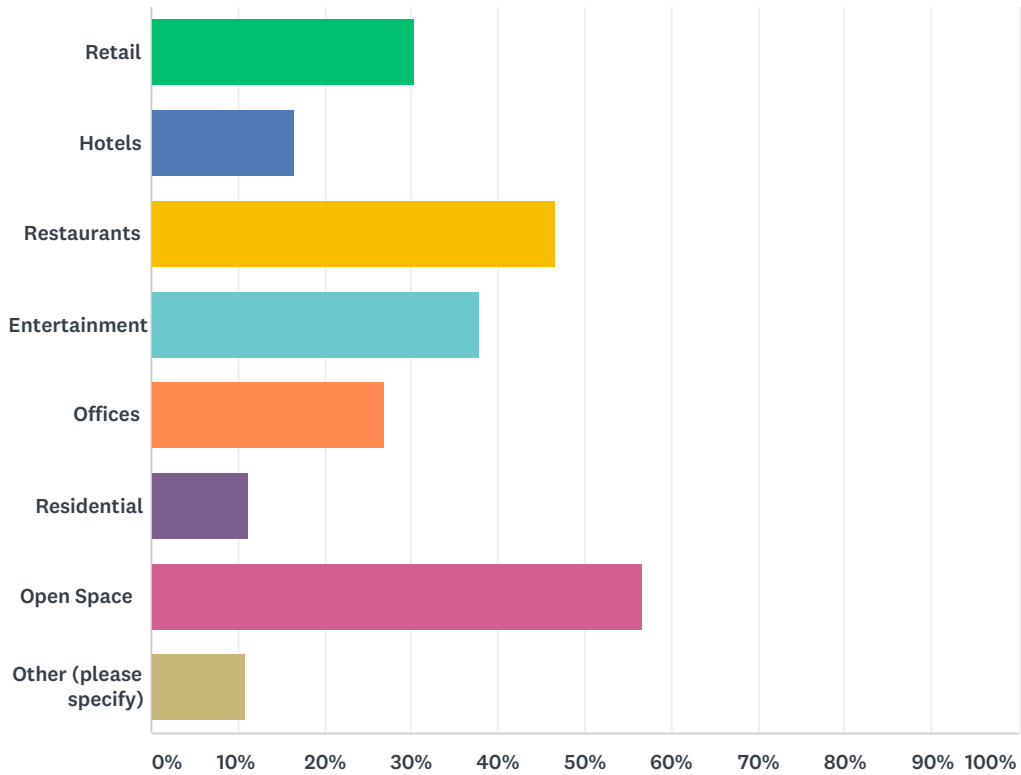
6	Not much economic development to do we are a small town plan to sell old town hall for condos put people downtown !	6/29/2018 8:36 AM
7	green jobs	6/29/2018 8:07 AM
8	by retail and shopping, I would like to see small businesses encouraged	6/29/2018 8:02 AM
9	No more new office or business spaces unless existing spaces are occupied	6/29/2018 12:24 AM
10	Tech jobs	6/28/2018 11:02 PM
11	Community Area	6/26/2018 7:25 PM
12	See my earlier comments, especially for developing a new town center location	6/26/2018 2:12 PM
13	Please do Not make us another Marlboro- we'll move	6/26/2018 6:32 AM
14	No development; the town is getting too busy	6/25/2018 5:50 PM
15	I see too many gas stations. I fear seeing a hazardous waste facility in our future. Please no hazardous waste and contaminated soils and waters	6/23/2018 9:11 PM
16	my crystal ball is foggy	6/20/2018 4:54 PM
17	The housing could be made more affordable for seniors and first time home buyers but not duplexes and multifamily. I would like to see residential development slow to make sure the schools can handle more growth. I don't want the character of our town changing from single family residential to duplexes and multifamily.	6/20/2018 9:15 AM
18	flattening downtown including the rebuilt "old" town hall would be a distinct improvement	6/18/2018 4:37 AM
19	Main Street eateries, small retail shops	6/16/2018 6:33 PM
20	Undo White Cliffs transaction Town should stay out of the enterprise sector	6/16/2018 6:04 PM
21	No more building...fill vacant buildings	6/15/2018 10:43 PM
22	More educational outlets for kids	6/15/2018 3:49 PM
23	More sidewalks	6/15/2018 3:12 PM
24	Affordable housing	6/15/2018 12:34 PM
25	Stop ugly mixed use (retail w housing on top)	6/15/2018 5:59 AM
26	Support local businesses	6/14/2018 10:19 PM
27	Public parks	6/14/2018 4:43 PM
28	promote and enhance small business environment	6/14/2018 4:25 PM
29	Filling in empty buildings/businesses in town. Include more NON-chain restaurants.	6/14/2018 2:04 PM
30	This is your job	6/14/2018 1:11 PM
31	Hudson's downtown transformation is a great model	6/14/2018 12:20 PM
32	Hopefully something improves, tough to say what I see happening	6/14/2018 11:01 AM
33	Would be nice to develop a more inviting downtown	6/14/2018 10:58 AM
34	Development and investment in family owned businesses	6/14/2018 7:45 AM
35	Making the community disability accessible throughout to ensure that all citizens needs are met through their entire lifespan	6/13/2018 9:46 PM
36	We need a walkable downtown with things to do	6/13/2018 9:16 PM
37	I do not want more economic development, I would like to keep the small town feel.	6/13/2018 8:17 PM
38	Commercial/industrial business development that is stable, clean, quiet. Expands tax base without high demand for town services. Technology development, professional services, possibly unique boutique retail that won't be undercut by online Amazon order / delivery to doorstep.	6/13/2018 8:02 PM
39	none without better roads and complete upgrade of downtown	6/13/2018 6:55 PM
40	Restrict Commercial development from residential	6/13/2018 6:55 PM
41	use unoccupied buildings for industry	6/13/2018 5:19 PM

## Northborough, MA Master Plan Community Survey

42	Affordable housing, rentals	6/13/2018 3:38 PM
43	Please, no more insurance companies, banks, we just want a residential town.	6/13/2018 3:17 PM
44	chain stores taking over small local biz.	6/13/2018 2:59 PM
45	Better restaurants	6/13/2018 2:37 PM
46	Unable to answ	6/13/2018 2:04 PM
47	Leave the town alone we are getting too big! Let's stay a bedroom community!	6/13/2018 2:00 PM
48	Restaurants and a town center that would allow for a few hours of entertainment, even if just for strolling or sitting and people watching.	6/13/2018 2:00 PM
49	Don't build anything more. Fix what we have.	6/13/2018 1:52 PM
50	Take a page out of Hudson's downtown playbook!	6/13/2018 1:37 PM
51	Stopping deforestation	6/13/2018 1:27 PM
52	Regular Downtown Farmers' Market	6/13/2018 1:21 PM
53	Please do not endanger our clean air, water and land.	6/13/2018 12:46 PM
54	Public parking downtown, you should use the old R and T space as a public parking lot with meters or timed parking	6/13/2018 11:49 AM
55	Better traffic control, less development	6/13/2018 10:58 AM
56	less gas stations -- no more flashing signs	6/13/2018 10:26 AM
57	Confusing question - retail is not working out anymore due to online shopping. Let's use what buildings we have before new ones are created	6/13/2018 9:48 AM
58	More investment in walkable space/sidewalks and parks	6/13/2018 9:15 AM
59	restaraunts, shops, brewery in downtown. more vibrant	6/13/2018 12:13 AM

## Q6 What types of development would you like to see along I-290? Choose all that apply.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES
Retail	30.41% 170
Hotels	16.46% 92
Restaurants	46.69% 261
Entertainment	37.92% 212
Offices	27.01% 151
Residential	11.27% 63
Open Space	56.71% 317
Other (please specify)	10.91% 61
Total Respondents: 559	

#	OTHER (PLEASE SPECIFY)	DATE
1	None!	9/18/2018 3:29 PM
2	None. I live by 290. No noise control	9/18/2018 3:17 PM
3	Commercial	9/18/2018 2:56 PM

## Northborough, MA Master Plan Community Survey

4	Traffic around 290 already is too congested. If preserving farmland and natural space is important then random buildings along the roads isn't the answer. Within a few years of the incentives the businesses leave and leave empty buildings behind.	7/15/2018 4:43 PM
5	NONE. It serves no purpose. Maintain a buffer. The question that you should be asking is why more development is needed.	7/11/2018 8:15 AM
6	noncommercial community space (artists, makers, etc.)	7/2/2018 12:37 PM
7	NONE.	6/30/2018 12:49 AM
8	None!!!!	6/29/2018 11:38 PM
9	Nothing	6/29/2018 12:01 PM
10	a big hardware store (home depot)	6/29/2018 10:11 AM
11	Warehouse space is good not a good residential area due to traffic noise hum	6/29/2018 8:36 AM
12	I am more focused on Main Street walkability development	6/29/2018 8:02 AM
13	We need quick affordable food. The clam box is nice but the dishes can range steep to 18.99 a meal! Would like some rats in town that are not McDonald's but a meal around \$\$6-\$10 that can be ordered and taken to go! Like burritos, tacos, sandwiches, pho, bento boxes etc. No more pizza or overpriced sandwiches!	6/28/2018 11:02 PM
14	we have enough	6/27/2018 7:00 AM
15	More protected wildlife area	6/26/2018 7:25 PM
16	I have almost no idea what's in play except for the areas around exits 24 and 25. Extend the Bearfoot area to the top of Macalister? Connect the Exit 24 interchange area to the Brewer frontage road? Seems untenable to me.	6/26/2018 2:12 PM
17	I don't think we need anything along 290	6/25/2018 5:48 PM
18	away from residential areas of town	6/20/2018 4:54 PM
19	I am not sure what streets are on 290 but if truly on 290 then a mix of all of the above	6/20/2018 9:15 AM
20	Nothing to note here	6/19/2018 10:23 PM
21	Agriculture	6/18/2018 10:10 PM
22	Manufacturing	6/16/2018 6:04 PM
23	none	6/15/2018 9:46 PM
24	none	6/15/2018 6:41 PM
25	Dog park s	6/15/2018 5:55 PM
26	Park/recreation/cultural	6/14/2018 6:02 PM
27	Biotechnology (we don't need any more retail)	6/14/2018 2:26 PM
28	already have enough	6/14/2018 1:11 PM
29	I don't know – there's a conflict of beautiful land to keep for residential or open space vs. accessibility for business	6/14/2018 12:20 PM
30	Industrial	6/14/2018 11:41 AM
31	None	6/14/2018 10:50 AM
32	Improvement to the on ramp from 495. That traffic is typically backed up all summer long and on the weekends. That needs to be redesigned to make for a smoother transition onto 290.	6/14/2018 10:12 AM
33	more large buildings (malls, apartment complexes, entertainment complexes) should be placed near the major highway	6/14/2018 8:43 AM
34	Limit building to ensure fauna has an area to thrive limiting animal and homeowner interactions	6/14/2018 7:45 AM
35	No more houses. Sprawl has been horrendous. Certain realtors cramming as many houses into open space as possible.	6/13/2018 11:18 PM
36	Nothing. Trees absorb CO2. Let's them them remain and do their job.	6/13/2018 11:13 PM

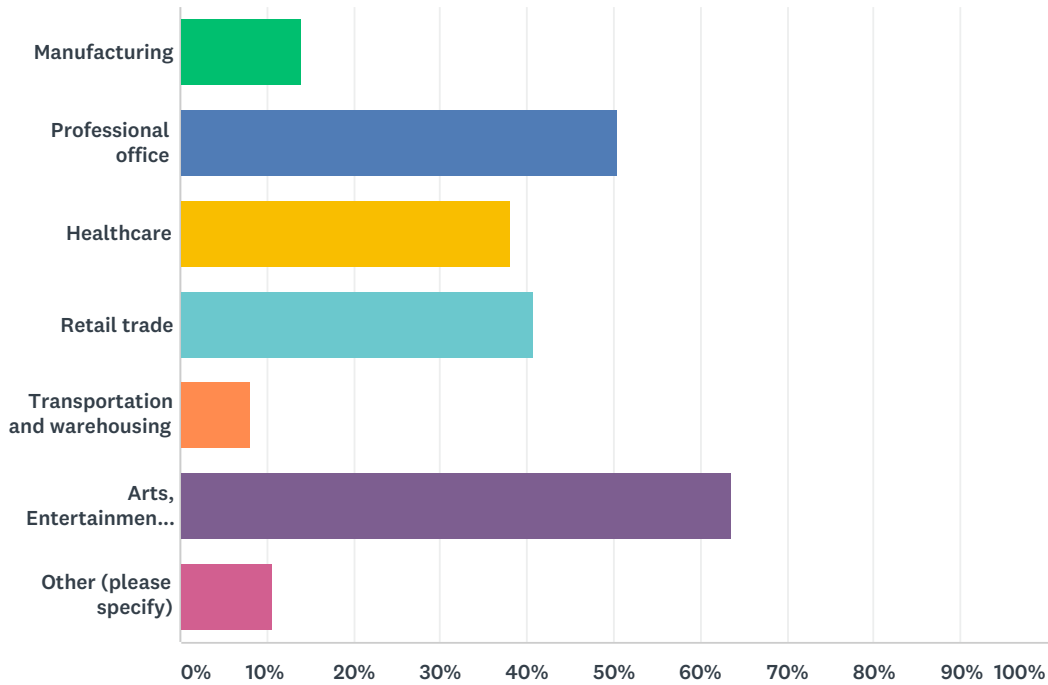


## Northborough, MA Master Plan Community Survey

37	If you are going to bring something in, be sure it can provide a good stream of tax revenue to put toward the schools	6/13/2018 9:54 PM
38	Agricultural	6/13/2018 9:46 PM
39	Nothing	6/13/2018 8:24 PM
40	No more development	6/13/2018 8:17 PM
41	Not sure how to interpret "along I-290". If this refers to areas away from residential areas and town center, then anything that contributes to tax base while being stable, clean, quiet, and does not create congestion.	6/13/2018 8:02 PM
42	Animal parks	6/13/2018 7:20 PM
43	none	6/13/2018 6:55 PM
44	NONE!!! Signage for Tougas farm and Davidian farm and other already existing Northboro businesses do not build hotels along 290 keep Northboro small !!!	6/13/2018 5:52 PM
45	Recreational space	6/13/2018 3:34 PM
46	No more apartments	6/13/2018 3:17 PM
47	farm land	6/13/2018 2:59 PM
48	industrial, commercial, warehousing, transportation	6/13/2018 2:31 PM
49	NO MORE! They just put so much in and the animals have no where to live! How many chain restaurants could we possibly need? We can buy online. Enough.	6/13/2018 1:52 PM
50	nothing	6/13/2018 1:52 PM
51	None	6/13/2018 1:27 PM
52	If it's on Church Street, nothing. It's awful enough people use it as a highway to their houses or cut through to town. Up near the Mall where it is already industrial zoned, then build away! Put an Apex-like center up near the Mall in Northborough. As it is now, people are traveling to Marlborough and Berlin for stores, restaurants, and entertainment. We need a Trader Joe's, too!	6/13/2018 1:21 PM
53	Grocery	6/13/2018 1:04 PM
54	Indoor basketball facility	6/13/2018 12:46 PM
55	I'm confused. It's an interstate for high speed travel, not a rural route.	6/13/2018 11:45 AM
56	None	6/13/2018 10:26 AM
57	Industrial, medical	6/13/2018 10:21 AM
58	If we must build more, than this location would be best as long as it is in no ones back yards.	6/13/2018 9:48 AM
59	solar panel farm	6/13/2018 7:38 AM
60	are you talking about Bearfoot Rd?	6/13/2018 12:13 AM
61	Streetcar line	6/12/2018 9:00 AM

## Q7 What type of job should be growing in Northborough? Choose all that apply.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Manufacturing	13.95%	78
Professional office	50.45%	282
Healthcare	38.10%	213
Retail trade	40.79%	228
Transportation and warehousing	8.23%	46
Arts, Entertainment, and Recreation	63.51%	355
Other (please specify)	10.73%	60
Total Respondents: 559		

#	OTHER (PLEASE SPECIFY)	DATE
1	Manufacturing should be flexible and mobile.	10/12/2018 1:25 PM
2	We have enough healthcare and retail. Fill the vacant buildings on Bearfoot Road. The Malls will in the longterm exhibit more vacancies. We don't need more warehouses or manufacturing. Public transportation is needed here and state wide.	7/11/2018 8:15 AM
3	Brewery	7/9/2018 5:31 PM
4	Small retail and restaurants	7/2/2018 7:33 PM
5	Retail, but not like the mega mall that went up on 20 in Marlboro.	7/2/2018 1:39 PM
6	Technology	7/2/2018 12:37 PM

## Northborough, MA Master Plan Community Survey

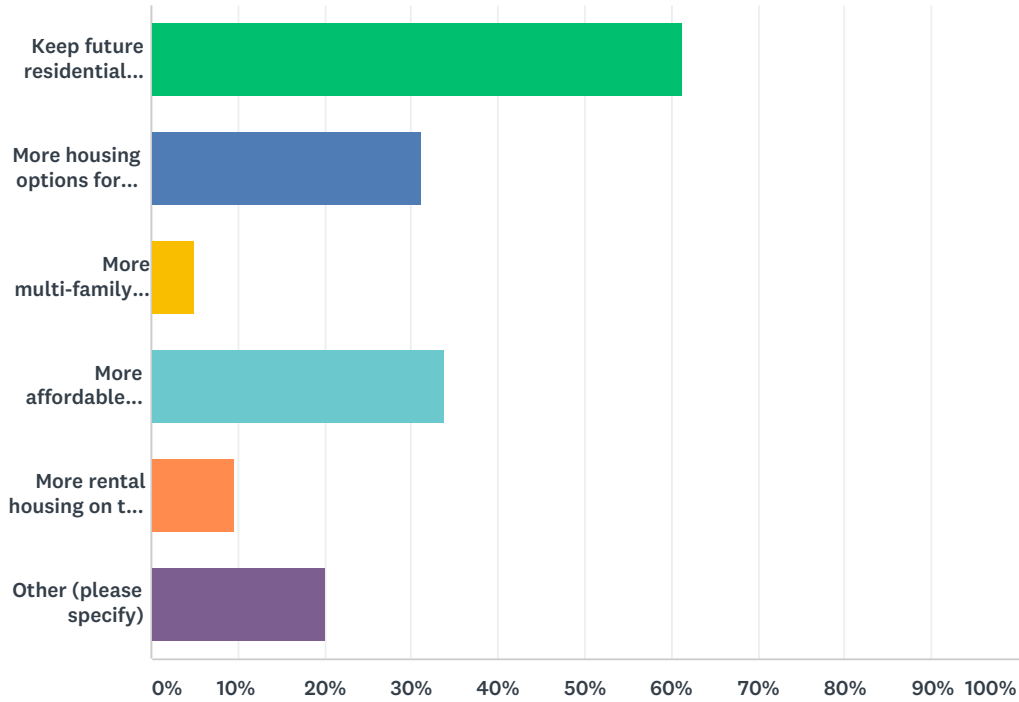
7	None	6/29/2018 11:38 PM
8	Technology	6/29/2018 10:11 AM
9	Jobs are not important in Northborough as 90% or more work at venues out of town this is a bedroom community not a job centre	6/29/2018 8:36 AM
10	small boutique stores and small restaurants (as in Hudson)	6/29/2018 8:02 AM
11	Pharma/biotech	6/29/2018 12:24 AM
12	Tech jobs! They bring the money and educated!	6/28/2018 11:02 PM
13	Small rather than large	6/28/2018 10:10 PM
14	not sure	6/28/2018 9:58 PM
15	Technology	6/28/2018 7:42 PM
16	Except for Cedar Hill and Bearfoot areas, relatively small businesses, "foot-traffic" and bike-traffic businesses, "neighborhood" businesses.	6/26/2018 2:12 PM
17	it would be nice to fill existing empty space	6/26/2018 12:45 PM
18	Technology	6/25/2018 8:59 PM
19	We don't need to increase commercial opportunities;	6/25/2018 5:50 PM
20	Where it's zoned, out on Bartlet St	6/20/2018 4:54 PM
21	try to also work to keep what is in Northborough. Teamworks, downtown businesses and restaraunts. Work to keep what we have while trying to encourage new uses that compliment them.	6/20/2018 9:15 AM
22	Retail marijuana shops	6/19/2018 10:23 PM
23	Agriculture	6/18/2018 10:10 PM
24	Fill space we already have. Don't build more.	6/15/2018 10:43 PM
25	Research and Development	6/15/2018 11:26 AM
26	TBD	6/15/2018 11:10 AM
27	No strong opinion	6/15/2018 10:18 AM
28	High texh	6/15/2018 5:59 AM
29	Restaurants	6/14/2018 3:53 PM
30	Biotech	6/14/2018 2:46 PM
31	research labs, biotechnology	6/14/2018 2:26 PM
32	Restaurants/meeting places that aren't chain restaurants	6/14/2018 2:04 PM
33	Restaurants	6/14/2018 12:07 PM
34	All of the above	6/14/2018 11:04 AM
35	retail shops downtown	6/14/2018 8:43 AM
36	Biotechnology	6/14/2018 8:21 AM
37	Sustainability and conservation	6/14/2018 7:45 AM
38	organic farming	6/14/2018 7:07 AM
39	IT, STEAM	6/13/2018 10:48 PM
40	Support small business	6/13/2018 10:19 PM
41	I think we should bring in business that will help to nurture financial growth in the town, and will also proved resources to the members of the community. It would be great to have one downtown cute, and attractive- a destination that people would want to visit, stop by for a while and shop, eat and spend their money! Wellesley has a really cute downtown, even Marlborough is starting to get a cute Main Street with nice places to eat and shop, as well as health care options. A down town. Area that is very walkable and has special shops would be ideal.	6/13/2018 9:54 PM

## Northborough, MA Master Plan Community Survey

42	Agricultural	6/13/2018 9:46 PM
43	Software development	6/13/2018 9:16 PM
44	High tech / biotech? More generally, anything that is stable, clean, and quiet that does not contribute to traffic congestion. High/bio tech.	6/13/2018 8:02 PM
45	Unsure	6/13/2018 7:20 PM
46	None	6/13/2018 5:52 PM
47	IT and technology	6/13/2018 4:45 PM
48	Any and all	6/13/2018 4:08 PM
49	hi tax, low population - no room in sewers	6/13/2018 3:53 PM
50	Restaurants	6/13/2018 3:51 PM
51	A good mix.	6/13/2018 2:04 PM
52	None keep it a bedroom community	6/13/2018 2:00 PM
53	This was a "bedroom town" when I grew up here. We just need a nice place to live. We don't need anything more commercial here at all.	6/13/2018 1:52 PM
54	Biotech	6/13/2018 1:37 PM
55	I don't know	6/13/2018 12:56 PM
56	emphasis on teen market to grow their skills; businesses that assist with bringing awareness and services to the disabled, special education students/families	6/13/2018 12:46 PM
57	High tech and biopharma	6/13/2018 12:34 PM
58	Enough growth, work on traffic/congestion	6/13/2018 10:58 AM
59	Independents	6/13/2018 10:26 AM
60	Professional clowning	6/12/2018 9:00 AM

### Q8 What are the most important housing needs? Choose the top two.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Keep future residential development in or near existing/established residential areas	61.36%	343
More housing options for seniors	31.13%	174
More multi-family developments	5.01%	28
More affordable housing	33.81%	189
More rental housing on the market	9.66%	54
Other (please specify)	20.04%	112
Total Respondents: 559		

#	OTHER (PLEASE SPECIFY)	DATE
1	No more!	9/18/2018 3:29 PM
2	No more building. Home prices and rents are negatively effecting the overall livibility and charater of the town. More homes is not an answer to operating cost or quality of life.	7/11/2018 8:15 AM
3	Stop clearing green space and squeezing in housing	7/3/2018 11:35 AM
4	Stop Multi Family developments	7/3/2018 9:43 AM
5	More single family homes	7/2/2018 7:57 PM
6	Encourage smaller homes	7/2/2018 7:33 PM
7	Northborough has a good diversity of housing and natural areas (trails and wooded areas).	7/2/2018 6:01 PM
8	more single family homes and keep present older homes nicer	7/2/2018 1:52 PM
9	More "accessible" housing. Elevators, no stairs.	7/2/2018 1:39 PM

## Northborough, MA Master Plan Community Survey

10	Low property taxes (within reason)	7/2/2018 9:54 AM
11	More sidewalks in existing residential areas.	7/2/2018 6:46 AM
12	Be sure school systems aren't overwhelmed by new housing	6/30/2018 12:49 AM
13	Don't over populate Northboro make a rule that homes must be built on at least a half an acre for all new builds	6/29/2018 11:38 PM
14	access to natural gas and sewer for current residents	6/29/2018 10:11 AM
15	Housing is fine but an issue if you want to look and feel like Summerville and Cambridge move there. Northborough has a pleasant quiet suburban feel don't ruin it	6/29/2018 8:36 AM
16	Development of residential areas that have housing, retail, trails, transportation etc in walking distance - reduce the need to drive	6/29/2018 8:02 AM
17	Less multi family units	6/29/2018 3:28 AM
18	Plenty of choices already	6/29/2018 12:24 AM
19	Houses that are built with modern families in mind. Think minimalism. Huge mansions and huge yards can cause owner burnout. Looking for manageable size house with about 4 rooms 2 baths and planned out with practical elements like a mud room, a laundry room, pantry for food, built-ins for storage, ac, central heat etc. manageable yard. I'm thinking like homes similar to the senior living neighborhoods. Wide roads, sidewalks, flat yards, small drives. Think less shoveling.	6/28/2018 11:02 PM
20	Single family dwellings	6/28/2018 9:51 PM
21	Less mult family / mixed use	6/28/2018 9:41 PM
22	Larger new homes to increase the tax base	6/28/2018 9:38 PM
23	Lower property taxes	6/28/2018 9:31 PM
24	Well desgned community oriented neighborhoods	6/28/2018 9:06 PM
25	Quality housing developments, like new neighborhoods. Not more multi family homes on main streets	6/28/2018 9:00 PM
26	No more duplexes. No more apartment complexes.	6/28/2018 8:19 PM
27	There are enough housing options currently available	6/28/2018 7:31 PM
28	None	6/27/2018 4:06 PM
29	less multi family developments. all for affordable housing, but seems as if Northborough has a lot	6/27/2018 3:36 PM
30	I don't know about needs, the demand for all kinds of housing are going to increase significantly as I noted in an earlier comment. The town needs to plan for irresistible pressure for high-rise apartment / condo development starting with relatively small-scale projects. Optimize for tax revenues and cost-of-services and ensure that families with school-age children are attracted. They are the lifeblood of Northborough's future health.	6/26/2018 2:12 PM
31	No more apartments or multi- family houses	6/26/2018 6:32 AM
32	We don't need more houses; maintain current without additional growth to keep the town small	6/25/2018 5:50 PM
33	Larger lot sizes on new builds	6/25/2018 5:42 PM
34	No duplexes, lower taxes for seniors	6/23/2018 9:11 PM
35	limit apartment complexes. Strain on schools and community in general	6/20/2018 4:54 PM
36	adaptability of the housing stock for various ages	6/20/2018 10:12 AM
37	keep it single family homes. No more duplexes or multifamily please. They are not "more affordable" they are just adding density	6/20/2018 9:15 AM
38	Nothing to note	6/19/2018 10:23 PM
39	Affordable handicap housing. Not enough in town.	6/19/2018 8:59 PM
40	Stop uncontrolled development everywhere. Stricter zoning!	6/18/2018 4:37 AM
41	Fewer duplexes and more single family homes	6/16/2018 6:54 PM

## Northborough, MA Master Plan Community Survey

42	Lower real estate taxes	6/16/2018 6:04 PM
43	Terrible options	6/16/2018 6:23 AM
44	Needs are subjective. Focus on quality and issues that prevent 'unnatural' subdividing lots (ie. pleasant street farm house and squeezing 4 mini lots in) or that impact the integrity of a neighborhood should be the first focus	6/15/2018 11:10 AM
45	Limit growth	6/15/2018 10:26 AM
46	I think there is overbuilding, the building on south street at a hazardous bend is a traffic hazard and a tragedy waiting to happen on an icy day...	6/15/2018 7:16 AM
47	More townhouses and rental options	6/15/2018 5:59 AM
48	Less development	6/14/2018 9:46 PM
49	Better roads	6/14/2018 4:43 PM
50	There is a strange glut of unused strip malls all over the place and houses put in odd locations. No vision?	6/14/2018 4:25 PM
51	Upscale smaller homes	6/14/2018 4:01 PM
52	Developers should develop or renovate current buildings, and stop adding to the congestion of residents.	6/14/2018 3:18 PM
53	Limit future residential development!	6/14/2018 2:04 PM
54	less low cost housing	6/14/2018 1:11 PM
55	None	6/14/2018 12:26 PM
56	I'd prefer less multi-family units but I don't understand the dynamics or impact.	6/14/2018 12:20 PM
57	less new construction on open lands	6/14/2018 12:18 PM
58	Over 55 communities-more reasonable choices	6/14/2018 11:58 AM
59	I don't think we need more affordable housing. I am happy to pay high taxes to live in a community with great school systems.	6/14/2018 11:54 AM
60	No more building on small plots of land. We need a 2 acre minimum like some surrounding towns have.	6/14/2018 11:33 AM
61	None. I don't think housing needs are our biggest issue. Maybe encourage renovation of older houses. No more building!	6/14/2018 11:02 AM
62	It seems like we have more than enough affordable and multi-family housing	6/14/2018 11:01 AM
63	less multi-family and less rental	6/14/2018 11:00 AM
64	Keep neighborhood feel	6/14/2018 10:58 AM
65	No more multifamily developments!	6/14/2018 10:58 AM
66	Rentals are not helping lack of town services already	6/14/2018 10:57 AM
67	Specific development of moderate sized and single family homes	6/14/2018 10:54 AM
68	provide enough affordable units to remove threats of unfriendly 40B development	6/14/2018 9:49 AM
69	Housing that preserves the natural character of Northborough	6/14/2018 7:45 AM
70	allow smaller homes less than 1,000 square foot	6/14/2018 7:07 AM
71	No more apartment complexes!	6/13/2018 11:56 PM
72	Too much growth. Houses and duplexes on top of each other. This town has changed significantly and you no longer get the small town feel. Building houses in every open parcel. Awful	6/13/2018 11:18 PM
73	walkable neighborhoods near schools	6/13/2018 10:48 PM
74	A need to cut back on multi-family developments	6/13/2018 10:28 PM
75	Keep what we have. We don't need anymore affordable housing or multi-family	6/13/2018 10:19 PM

## Northborough, MA Master Plan Community Survey

76	Allowing for aging in place by enabling homeowners to build accessory apartments or additions or modifications which may not fit within existing town bylaws or regs	6/13/2018 9:46 PM
77	Better housing within walking distance to downtown / shops	6/13/2018 9:16 PM
78	New neighborhood development	6/13/2018 8:53 PM
79	Provide consistency with house and lot size	6/13/2018 8:17 PM
80	Utilize existing structures and less new building	6/13/2018 7:04 PM
81	I don't see any needs in this area. This area is usually promoted by developers looking for profit and not the health of a community	6/13/2018 6:45 PM
82	I don't want my beautiful town of Northboro to turn into Shrewsbury which is over developed over crowded. School system has suffered significantly as it was not able to keep up with the rate of building in the town keep Northboro small keep Northboro amazing	6/13/2018 5:52 PM
83	stop building McMansions on farmlands	6/13/2018 5:19 PM
84	Lowering real estate taxes	6/13/2018 4:47 PM
85	Too much focus on mutli-family, rentals, and affordable housing. We need to focus on neighborhoods and the established community	6/13/2018 4:40 PM
86	maintain character - no tear downs for McMansions	6/13/2018 3:53 PM
87	No more apartments.	6/13/2018 3:17 PM
88	stop tearing down old houses to put 2 new ones up in it's place	6/13/2018 3:09 PM
89	1 acre minimum zoning for all new homes to avoid over crowding	6/13/2018 2:37 PM
90	more single family developments	6/13/2018 2:31 PM
91	Definitely NOT more multifamily or condos	6/13/2018 2:14 PM
92	Stop all new construction in town	6/13/2018 2:00 PM
93	Lower real estate taxes	6/13/2018 2:00 PM
94	Housing is very desirable in our area, but we should keep from overcrowding.	6/13/2018 1:55 PM
95	I am very sad about how much development has ocured in the last 20 years and want LESS development! Definitely not more multi-family or rental. No.	6/13/2018 1:52 PM
96	New single family homes less than \$500K	6/13/2018 1:37 PM
97	Smaller, less expensive homes	6/13/2018 1:27 PM
98	stop building on undeveloped land	6/13/2018 1:05 PM
99	I don't really know	6/13/2018 12:56 PM
100	Preserve historic homes	6/13/2018 12:55 PM
101	More housing options for young adults.	6/13/2018 12:46 PM
102	Increase amount of acreage per new build	6/13/2018 12:20 PM
103	More low income housing	6/13/2018 12:01 PM
104	Ensuring they are built to code and that the town and builders are accountable	6/13/2018 11:45 AM
105	Less housing development. Feel we are at capacity	6/13/2018 10:27 AM
106	Less development	6/13/2018 10:26 AM
107	Control of housing density in new development	6/13/2018 10:21 AM
108	Eliminate ability to add more dense (apartments/multi family) living	6/13/2018 10:20 AM
109	Grew up here but can't afford to buy my own home	6/13/2018 9:29 AM
110	More affordable renting	6/13/2018 9:13 AM
111	if you do housing for seniors or affordable keep them 1 bedroom so they are affordable and stay affordable and for seniors or young couples just starting out	6/13/2018 12:13 AM



## Northborough, MA Master Plan Community Survey

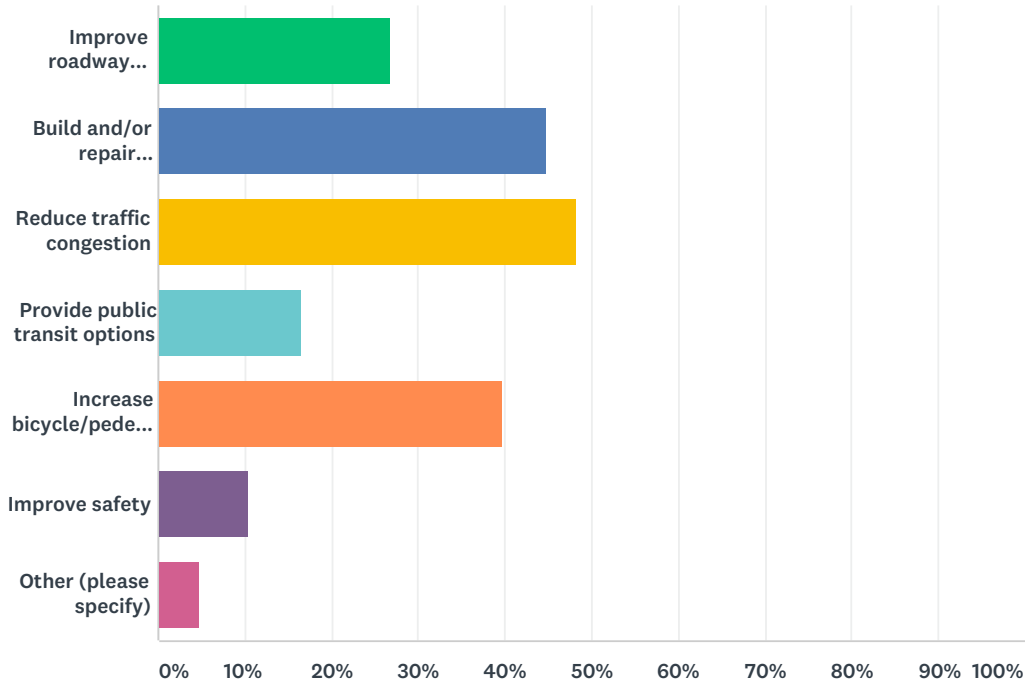
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112	Too many new houses/multi units being built sold for too much, a multi unit selling for 500,000 should not count as low income	6/12/2018 10:23 PM
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## Q9 What are the two most pressing transportation needs?

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Improve roadway conditions	26.83%	150
Build and/or repair sidewalks	44.72%	250
Reduce traffic congestion	48.30%	270
Provide public transit options	16.46%	92
Increase bicycle/pedestrian access	39.71%	222
Improve safety	10.38%	58
Other (please specify)	4.83%	27
Total Respondents: 559		

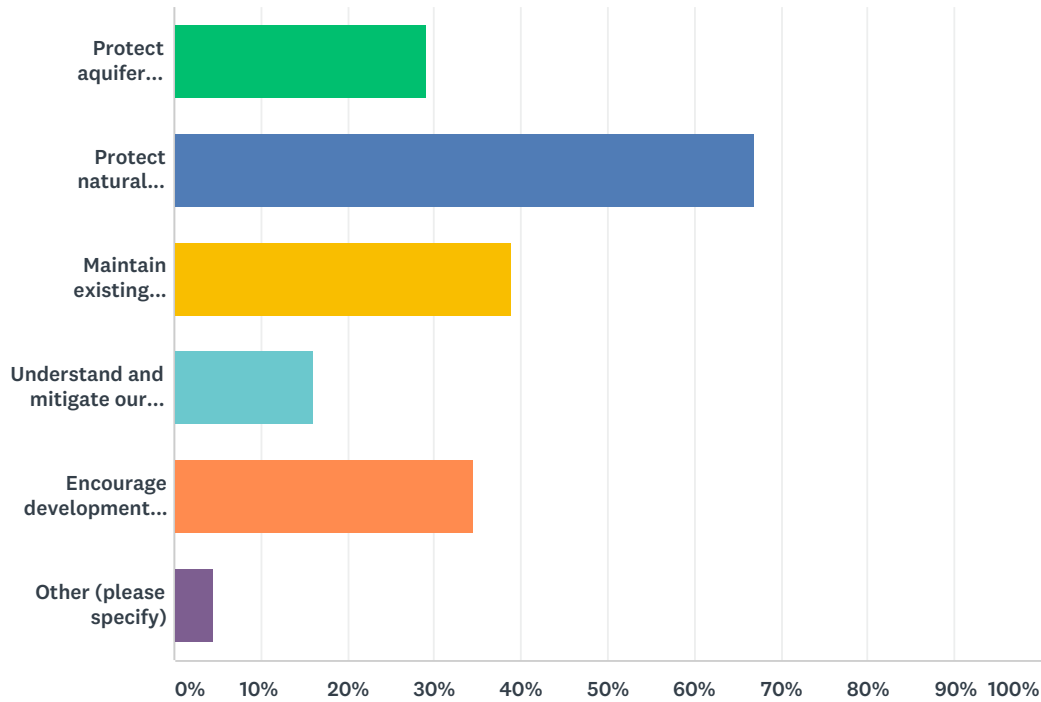
#	OTHER (PLEASE SPECIFY)	DATE
1	Our roads need repair. Traffic congestion will always be a problem which will always lead to safety issues. Public transport especially for seniors is worth considering. What is the costs??? And how will it effect taxes?? There is no open ended tax checking account to keep withdrawing from.	7/11/2018 8:15 AM
2	timing of downtown lights, more signage to stop people from church st going to 135, crossing from the far left lane, cutting across 3 lanes to take a right turn. That is SUPER annoying/dangerous	7/3/2018 8:00 AM
3	take away the "no right turn" onto church street at CVS. so many times there is not traffic. put a yellow turn right light or say no right turns from this hour to that hour. also, at late night, make the lights flash yellow and/or red	7/2/2018 1:52 PM
4	Build major street sidewalks for walkers and bikers sidewalk to senior centre down Whitney would help	6/29/2018 8:36 AM
5	Improve and beautify downtown area	6/29/2018 6:33 AM

## Northborough, MA Master Plan Community Survey

6	Improve safety of crosswalks. Repaint and add signage.	6/28/2018 10:30 PM
7	Two is too few. There are definitely 3: sidewalks and related, bike lanes, and public transit.	6/26/2018 2:12 PM
8	Make a THIRD exit-width from Church St, to Main ST. DEDICATED RIGHT TURN onto West Main St.	6/26/2018 8:09 AM
9	Keep truck traffic, 18 and 10 wheelers off davis st and other scenic roads. Eliminate through truck traffic	6/23/2018 9:11 PM
10	Traffic lights needed - Brigham and route 20, for example, as well as Lincoln and Route 20	6/20/2018 6:34 AM
11	Contain truck traffic on two lane roads	6/19/2018 5:54 AM
12	Build sidewalk on Maple St from Ridge to Bartlett between elementary school and high school	6/15/2018 10:43 PM
13	Rt 20 and 135 intersection update was ineffective - Awful	6/15/2018 9:36 PM
14	More sidewalks are needed on busy streets like Brigham...i	6/15/2018 7:16 AM
15	Improve road conditions and design for cycling safety	6/15/2018 5:59 AM
16	establish a downtown that supports usability and beauty	6/14/2018 5:13 PM
17	I feel like a lot of roads are unsafe because of people driving too fast. I am always nervous when my kids bike into town and to friends houses. I guess this goes along with safety but I'd like for police to get people to stop driving so fast.	6/14/2018 3:53 PM
18	Though I would hate having public transportation in the town - I think a small trolley like service from one end of main street to the other on weekends would ease traffic congestion yet keep the town quirky and small	6/14/2018 3:18 PM
19	SPEED OF COMMUTERS PASSING THRU TOWN	6/14/2018 2:49 PM
20	Especially at Davis street	6/14/2018 12:13 PM
21	I think improving traffic downtown should be the main transportation focus	6/14/2018 10:58 AM
22	Buses to the commuter rail station in Westboro, which is sorely lacking in parking availability	6/14/2018 10:12 AM
23	public transit might be helpful to some members of the community	6/13/2018 9:54 PM
24	Downtown traffic pattern fix	6/13/2018 8:30 PM
25	All of the above!	6/13/2018 3:15 PM
26	Fix down town. Remove lights by making main st one way east church to Hudson. Church one way south pierce to main. Hudson one way north main to pierce and pierce one way west!!!	6/13/2018 2:37 PM
27	keep 18-wheelers and big trucks off of scenic back roads. many trucks are cutting through Davis Street and other scenic roads that were not built for this traffic type	6/13/2018 12:13 AM

## Q10 What are the most important natural resource needs in Northborough? Choose the top two.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Protect aquifer recharge areas and improve water quality	29.16%	163
Protect natural habitats and sensitive lands	66.91%	374
Maintain existing farmlands	38.82%	217
Understand and mitigate our carbon footprints	16.10%	90
Encourage development that respects natural topography	34.53%	193
Other (please specify)	4.65%	26
Total Respondents: 559		

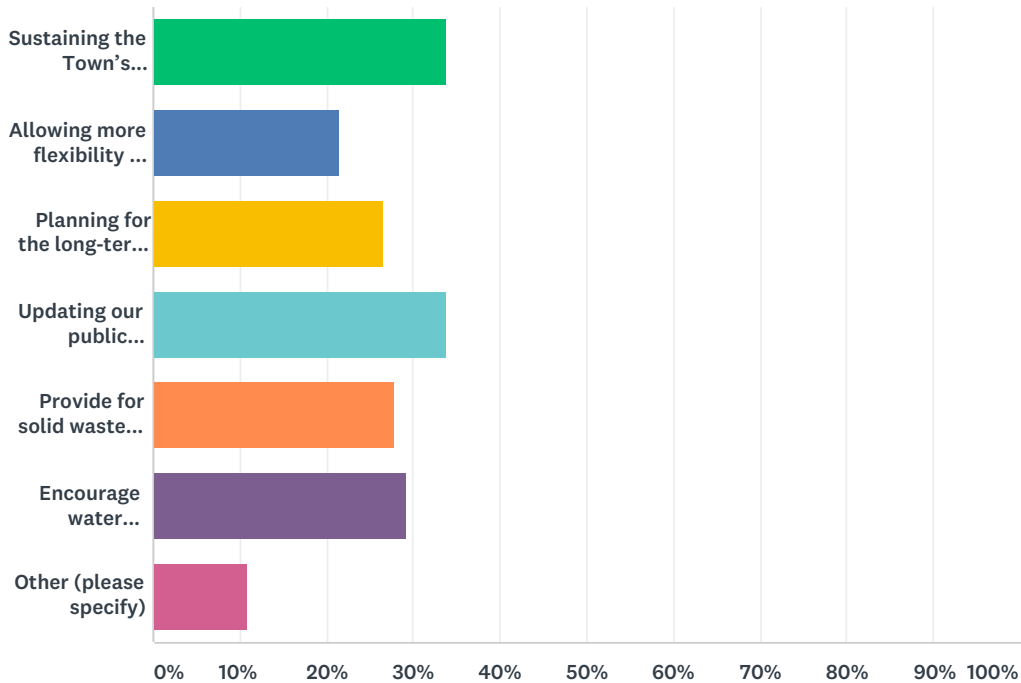
#	OTHER (PLEASE SPECIFY)	DATE
1	stop protecting wetlands	9/18/2018 3:29 PM
2	Development is not compatible with natural resource preservation or sustainability of a community. Water shortages are major issue in several states nation wide. The Berberian Farm should be preserved. Development rights should be purchase.	7/11/2018 8:15 AM
3	no more land for preservation which prohibits single home growth and recreations fields such as pickleball, etc.	7/2/2018 1:52 PM
4	No answer	6/29/2018 12:01 PM
5	Maintain farmlands give them a tax break too it's open agricultural space and it's nit sending children to add to school system like Avalon did !	6/29/2018 8:36 AM
6	not sure	6/28/2018 9:58 PM

## Northborough, MA Master Plan Community Survey

7	We need a craft brewery.	6/28/2018 8:22 PM
8	Well, short term, water and farmlands are most important, but I suppose #3 is develop the Assabet River segment, but it's nearly #1 or #2 right now and long-term it's definitely #1 or #2.	6/26/2018 2:12 PM
9	Eliminate hazardous waste facilites	6/23/2018 9:11 PM
10	Again, no hazardous waste or contaminated soils. Protect our water and natural resources	6/20/2018 9:15 AM
11	Get rid of business that use their land for waste disguised as composting /farmland. Ex Davidian and SA farms.	6/18/2018 10:24 PM
12	Undo the White Cliffs transaction and get the town out of enterprise activity	6/16/2018 6:04 PM
13	Mitigate impact on neighbors of local farms that receive composting from Whole Foods, etc.	6/15/2018 10:18 AM
14	Carney should be dog park- it's vital	6/15/2018 5:59 AM
15	Encourage urban farming	6/14/2018 4:46 PM
16	There are too many houses being built in areas that were once wooded and natural. Every square inch of woods or open land is being built on. For instance, on pleasant st there are two houses being built on a small plot of land next tto an old farmhouse. It looks horrible. And destroys the character of the old farmhouse. I am also seeing a lot of wildlife in neighborhoods because their forests are disappearing	6/14/2018 3:53 PM
17	Please, please, please no more "development"! My yard is full of refugee wildlife because they just tore down an acre of woods. Please, stop! Every inch of land does not need to be built on.	6/14/2018 11:02 AM
18	outdoor recreation, multi use	6/14/2018 11:00 AM
19	Redesign to meet needs for next 20 years, what to do with Westborough State property	6/14/2018 10:57 AM
20	people should not have to travel to other towns for their everyday needs. protect property owners" investments.	6/14/2018 9:49 AM
21	No hazardous waste facilities and reduce gas stations and auto repair as they deal with hazardous supplies	6/13/2018 10:19 PM
22	Protect property owners right to farm their own lands	6/13/2018 9:46 PM
23	stop damage from law and by laws and regulatory violations	6/13/2018 6:55 PM
24	Build and maintain renewable energy resources (solar / wind power)	6/13/2018 2:43 PM
25	Less development; traffic is terrible - town buys more open land. Where is our money for the Wegmans Development -- taxes still go up.	6/13/2018 10:26 AM
26	keep out hazardous waste and contaminated soils	6/13/2018 12:13 AM

## Q11 What are the most important sustainability issues facing Northborough? Choose the top two.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES
Sustaining the Town's long-term operations	33.81% 189
Allowing more flexibility in land uses to sustain growth and change	21.47% 120
Planning for the long-term impacts of climate change	26.65% 149
Updating our public facilities (buildings, vehicle fleets) to reduce our energy consumption	33.81% 189
Provide for solid waste reduction and increased diversion	27.73% 155
Encourage water conservation and plan for lasting water supply	29.34% 164
Other (please specify)	10.91% 61
Total Respondents: 559	

#	OTHER (PLEASE SPECIFY)	DATE
1	Stop buying properties like white cliffs	9/18/2018 3:17 PM
2	The Town Office is in deplorable shape - should be considered a priority	7/13/2018 11:59 AM
3	Taxes are a big factor and problem. Continued growth and development for growth sake is not a solution. The town will not be sustainable under this growth economic position. It is a high cost failure and it hurts the residents. Cost reductions are needed. No more purchase of DPW trucks with chrome/Alumin. rims!! There is a questionable waste of monies going into DPW equipment each year which i believe is not needed. Maintain and enhance what we have now before building any more. The traffic proble in town will not be solved so that will always be a safety and major issue for the town.	7/11/2018 8:15 AM
4	less development	7/3/2018 1:43 PM

## Northborough, MA Master Plan Community Survey

5	Lack of proper site plan and design review they do a very poor job right now	7/2/2018 7:33 PM
6	turn some green areas (preservation areas) into rec fields and pickleball courts, etc. see ward park -- expand the 135 fields	7/2/2018 1:52 PM
7	Protect open spaces and farms so we can continue to buy food and plants locally.	7/2/2018 1:39 PM
8	banning single-use plastic items such as plastic shopping bags	7/2/2018 12:37 PM
9	Updating our buildings and infrastructure	6/29/2018 4:21 PM
10	No answer	6/29/2018 12:01 PM
11	Doing just fine no need to tinker here	6/29/2018 8:36 AM
12	limiting population	6/29/2018 8:27 AM
13	Secure schools and buildings with safe measures and a more quaint like towns not large business	6/28/2018 10:10 PM
14	not sure	6/28/2018 9:58 PM
15	Avoiding chemicals used on land and encouraging use of native plant species to help balance local ecosystem	6/26/2018 7:25 PM
16	// It sure as heck should be possible to add a comment to the tick-box choices // If we don't have water for our plans and dreams [or] we can't recover from extreme weather events, nothing else matters.	6/26/2018 2:12 PM
17	Getting rid of SA farm	6/25/2018 7:44 PM
18	Need to manage town size and infrastructure	6/25/2018 5:50 PM
19	Keep water safe. No hazardous waste sites. No water no life	6/23/2018 9:11 PM
20	Preserve the rural nature that seems to be disappearing. We going to end up like Framingham??	6/20/2018 4:54 PM
21	Free full day kindergarten	6/19/2018 10:23 PM
22	Stricter zoning laws, Master Plan, Clean-up downtown	6/18/2018 4:37 AM
23	"Maintaining " a clean safe community	6/16/2018 6:04 PM
24	What about a town based solar program?	6/15/2018 9:36 PM
25	Full day K	6/15/2018 6:41 PM
26	Easier to recycle, dispose of refuse (large/bulk items) ex: recycling center like Holden or transfer station like Westboro BADLY needed	6/15/2018 12:34 PM
27	Protecting the town's green spaces.	6/15/2018 11:53 AM
28	Change in the Board of Selectmen. They do not do any thing for the town. (except paper shuffling)	6/15/2018 11:35 AM
29	No opinion	6/15/2018 10:18 AM
30	I'd like to see the town help encourage use of solar power, similar to Belmont where the town worked out special group rate contracts with select vendors to help encourage use of solar	6/15/2018 7:16 AM
31	Put all cables in ground	6/15/2018 5:59 AM
32	Vibrant downtown	6/14/2018 8:33 PM
33	Increase alternate modes of getting around town	6/14/2018 4:46 PM
34	public facilities, specifically schools and busses	6/14/2018 4:34 PM
35	Provide for growth w/out destroying nature and natural habitats	6/14/2018 4:25 PM
36	walkability/pedestrian access to downtown. This will reduce traffic congestion, which will in turn reduce emissions.	6/14/2018 8:43 AM
37	Reuse older/unoccupied building rather than building new ones	6/14/2018 7:45 AM
38	Stop building on forested land. Conserve our natural beauty and habitats!	6/13/2018 11:13 PM
39	Protect open/green space & against over development,	6/13/2018 10:54 PM
40	Very confusing question. I would like to see clean ground water and natural habitats sustained	6/13/2018 10:19 PM

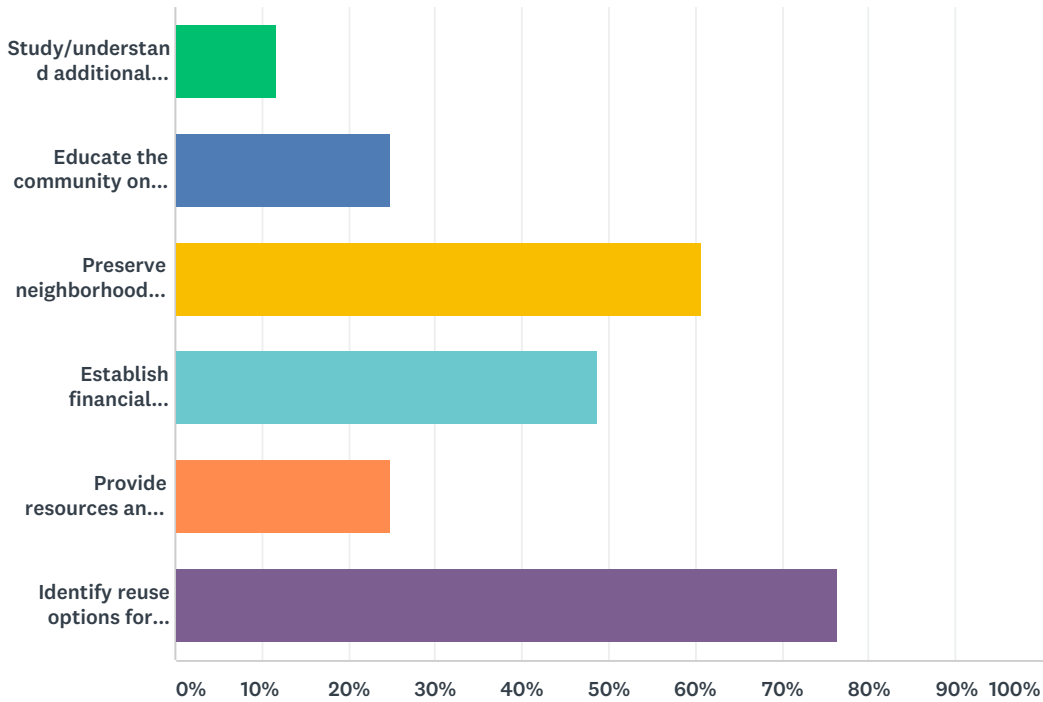
## Northborough, MA Master Plan Community Survey

41	Protecting environment from expansion of chemical transfer station	6/13/2018 9:46 PM
42	Schools need to be updated	6/13/2018 8:24 PM
43	Clearing congestion in town center	6/13/2018 7:20 PM
44	update roads, stop speeders, stop littering	6/13/2018 6:55 PM
45	Keep wooded areas wooded Keep Northboro small	6/13/2018 5:52 PM
46	We need a city plan that established the type of community we want to be. Less apartments, duplexes, and mixed use properties. More focus on neighborhoods.	6/13/2018 4:40 PM
47	Updgrading sewer treatment options	6/13/2018 4:08 PM
48	Avoid over crowding and resource consumption	6/13/2018 2:37 PM
49	Maintaining natural spaces	6/13/2018 1:27 PM
50	Increase walkability and sidewalks	6/13/2018 1:21 PM
51	Stop destroying our forests and letting builders destroy natural habitats	6/13/2018 1:13 PM
52	Preserving our Architectual Heritage. Stop Tear Downs	6/13/2018 12:52 PM
53	Weekly recycling would reduce our garbage.	6/13/2018 12:46 PM
54	Solar	6/13/2018 11:45 AM
55	Preserve open space, reduce congestion	6/13/2018 10:58 AM
56	Open spaces issues. Traffic.	6/13/2018 10:26 AM
57	We can't continue same growth path. Questions focused on "more" when I want it to stop.	6/13/2018 10:20 AM
58	Changing to green energy	6/13/2018 9:13 AM
59	Encouraging walkability, public transit, and carpooling	6/13/2018 9:00 AM
60	protecting the ground water we have. No hazardous waste or contaminated soils allowed to be dumped/processed/transported in Northborough	6/13/2018 12:13 AM
61	protecting land from developers	6/12/2018 10:23 PM



## Q12 Which do you think are the most important goals for Northborough’s historic resources? Choose the top three.

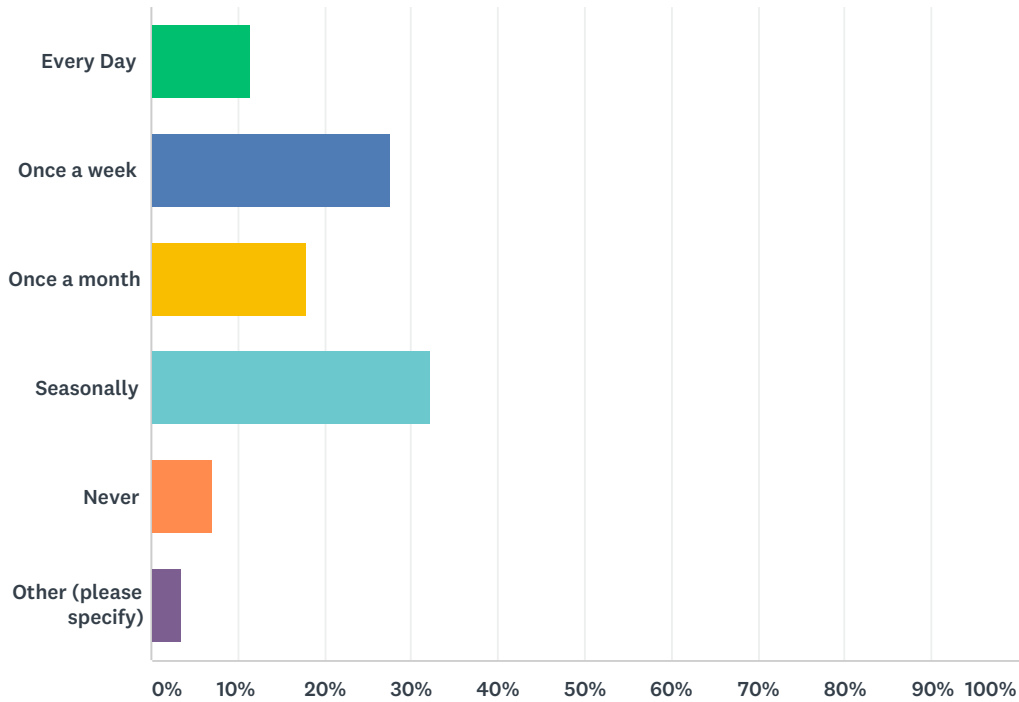
Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Study/understand additional historic resources and neighborhoods	11.81%	66
Educate the community on the importance of Northborough’s history and associated resources	24.87%	139
Preserve neighborhood character and livability	60.64%	339
Establish financial incentives and resources to encourage rehabilitation/renovation over demolition	48.66%	272
Provide resources and information for owners of older houses regarding maintenance and upgrades	24.87%	139
Identify reuse options for vacant/underused historic buildings	76.39%	427
Total Respondents: 559		

## Q13 How often do you use the Town's parks, trails, and other recreational facilities?

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Every Day	11.45%	64
Once a week	27.55%	154
Once a month	18.07%	101
Seasonally	32.20%	180
Never	7.16%	40
Other (please specify)	3.58%	20
<b>TOTAL</b>		<b>559</b>

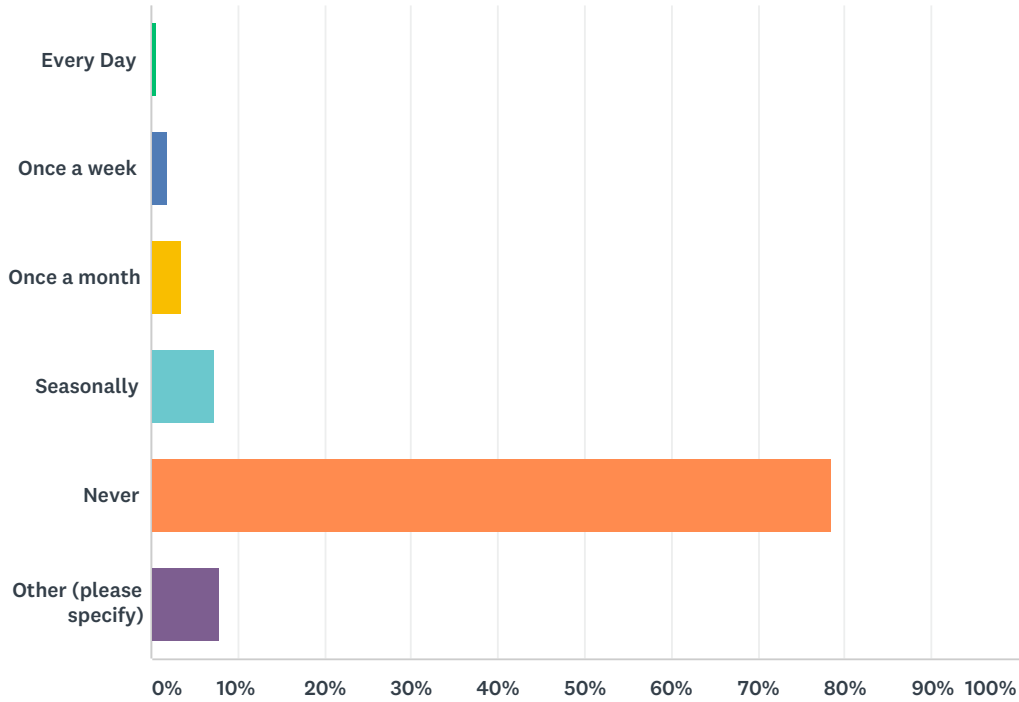
#	OTHER (PLEASE SPECIFY)	DATE
1	often but not regularly	9/18/2018 3:17 PM
2	rarely - no place to play pickleball, and I am a senior; or I forgot, I play basketball at the hall about twice a month	7/2/2018 1:52 PM
3	Once in a while	6/30/2018 8:08 AM
4	1-4 times per week	6/30/2018 12:49 AM
5	Just moved here	6/29/2018 8:14 AM
6	Children use town hall for rec classes and the building is in horrible shape. Mainly go to the parks when it's warm. Would love a bathroom to wash hands!	6/28/2018 11:02 PM
7	Several times per week	6/28/2018 10:53 PM

## Northborough, MA Master Plan Community Survey

8	2-3 times a week	6/28/2018 9:37 PM
9	rarely	6/15/2018 10:42 PM
10	Multiple times a week.	6/15/2018 10:18 AM
11	A few times a week	6/15/2018 7:16 AM
12	3-4 times a week	6/15/2018 7:00 AM
13	several times/week, especially during warmer weather	6/14/2018 2:26 PM
14	Occasionally, but would like to have more accessible hiking trails and maybe more information on the town website	6/14/2018 10:12 AM
15	3 to 5 times a week	6/13/2018 11:35 PM
16	I only found out about the trails a few years ago-and I have lived in town for ov r 20years.	6/13/2018 9:54 PM
17	Extensively when children were young and involved in youth sports. Rarely for myself.	6/13/2018 8:02 PM
18	I use asked Assabet Park and Lincoln Street playground twice a week or	6/13/2018 5:52 PM
19	Rarely	6/13/2018 2:37 PM
20	I stopped using because of too many dog walkers with dogs off leash.	6/13/2018 11:49 AM

## Q14 How often do you use the Town's Senior Center?

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Every Day	0.72%	4
Once a week	1.79%	10
Once a month	3.58%	20
Seasonally	7.33%	41
Never	78.53%	439
Other (please specify)	8.05%	45
<b>TOTAL</b>		<b>559</b>

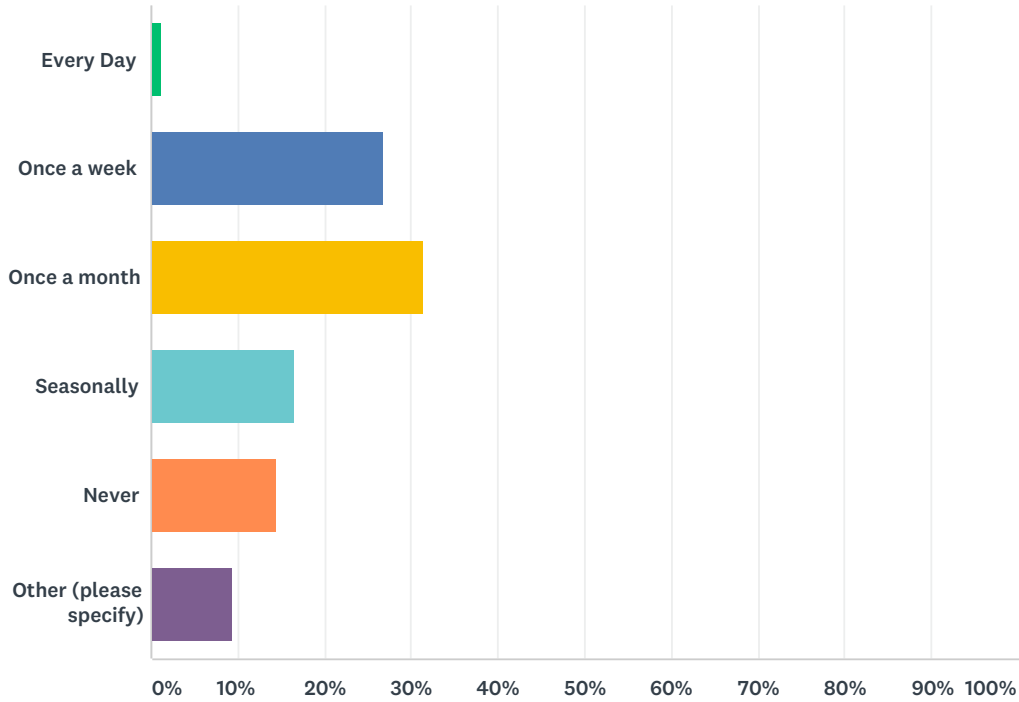
#	OTHER (PLEASE SPECIFY)	DATE
1	Twice a week	9/18/2018 3:17 PM
2	twice a week	9/18/2018 3:10 PM
3	Twice a week	9/18/2018 2:56 PM
4	Use varies for most but more than tonce a week. It is a fantastic center. You have some 28% of the town population over 50-years of age and over 16% 60-years and older -- maybe 21%. More attention should be given to this age group.	7/11/2018 8:15 AM
5	I am not a senior but have attended various functions on annual basis	7/2/2018 6:01 PM
6	there is no pickleball there. why not rent an empty commercial building and put pickleball and other courts in there	7/2/2018 1:52 PM
7	Once or twice a year.	7/2/2018 1:39 PM
8	Once in a while	6/30/2018 8:08 AM

## Northborough, MA Master Plan Community Survey

9	Only to vote	6/29/2018 10:21 AM
10	someday when old enough	6/28/2018 11:30 PM
11	I hope to use it some day. It looks like we have done a nice job for our seniors	6/28/2018 11:09 PM
12	Rarely	6/28/2018 10:10 PM
13	Occasionally when visiting my Mom.	6/28/2018 9:48 PM
14	we shoud be proud of the sr ctr	6/27/2018 7:00 AM
15	meetings/events	6/26/2018 4:05 PM
16	Couple times a month, prob'ly. // Currently, the wonderful asset of the Sr Ctr is wasted for about 60% of its potential to invigorate the town. Four things about it: 1, it's a fine building and location. // 2, it should be open from 6 am to 10 pm 7 days a week. // 3, it needs transportation from all other town for all of those hours. // 4, It can and should be the heart of a town-spirit investment to get all town families involved with teh schools' activities, starting with but not limited to (of course) Algonqujin at-home events. Make it not only the "in" thing for seniors to participate inschool activities but also an easy thing for people to do, especially older people.	6/26/2018 2:12 PM
17	we use the property for hiking and walking our dog	6/26/2018 12:45 PM
18	3x per week	6/26/2018 10:45 AM
19	twice weekly	6/26/2018 9:08 AM
20	N/A	6/21/2018 12:48 AM
21	if there is something to do or see. No set pattern	6/20/2018 4:54 PM
22	1 to 3 times a week	6/20/2018 10:12 AM
23	A few times per month	6/19/2018 8:59 PM
24	3 X's weekly	6/16/2018 6:04 PM
25	Personally, rarely but my father is there several times a week	6/15/2018 10:43 PM
26	Rarely - but plan to use it more	6/15/2018 10:18 AM
27	occassionally	6/15/2018 8:07 AM
28	Almost never	6/15/2018 12:27 AM
29	I'm not a senior citizen.	6/14/2018 3:34 PM
30	only to attend their annual Christmas Bazaar	6/14/2018 12:42 PM
31	Rarely	6/14/2018 12:03 PM
32	Sometimes	6/14/2018 11:41 AM
33	Occasionally	6/14/2018 11:16 AM
34	Mon through Friday. This question should only be asked of Seniors.	6/13/2018 11:19 PM
35	Not of age.	6/13/2018 8:30 PM
36	Never because not a senior.	6/13/2018 8:02 PM
37	Occasionally with questions	6/13/2018 7:28 PM
38	a few times a year	6/13/2018 6:55 PM
39	Occasionally after Wednesday pickleball at the town hall- we need more pickleball courts in town!	6/13/2018 6:45 PM
40	very infrequently due to hours	6/13/2018 5:19 PM
41	NA but I refer people there	6/13/2018 3:38 PM
42	Once	6/13/2018 3:19 PM
43	Infrequently	6/13/2018 2:45 PM
44	Occasionally but it should be a community center modeled after Natick and not just a senior center	6/13/2018 1:38 PM
45	Went once	6/13/2018 1:18 PM

## Q15 How often do you use the Northborough Free Library?

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES	
Every Day	1.25%	7
Once a week	26.83%	150
Once a month	31.48%	176
Seasonally	16.46%	92
Never	14.49%	81
Other (please specify)	9.48%	53
<b>TOTAL</b>		<b>559</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	just started to use it again	9/18/2018 3:10 PM
2	We used the library more when we had small children. With kindles, computers etc there doesn't seem to be the same need for a library building. Town offices, media space, meeting space could all be developed in one central area. Saving money all around.	7/15/2018 4:43 PM
3	Use time varies. It may be more than once a week and it may go for a couple of months without a visit. It is a resource not a recreation.	7/11/2018 8:15 AM
4	rarely - I can get everything on the computer and/or internet	7/2/2018 1:52 PM
5	I've only been in once, but I think libraries are important for lots of other people and think it is a great resource for the town	7/2/2018 12:37 PM
6	Once in a while	6/30/2018 8:08 AM
7	once in a while	6/29/2018 8:27 AM

## Northborough, MA Master Plan Community Survey

8	Just moved here	6/29/2018 8:14 AM
9	weekly when the kids were younger	6/28/2018 11:30 PM
10	Often, 2-3 times a week. Would absolutely vote yes to the Library having later hours! Open till 10 PM would be so helpful!	6/28/2018 11:02 PM
11	2 times per month	6/28/2018 10:53 PM
12	Depends not as often as years ago	6/28/2018 10:10 PM
13	once in a while	6/28/2018 7:57 PM
14	2-3x per week	6/28/2018 7:42 PM
15	Wonderful resource.	6/26/2018 2:12 PM
16	Occasionally	6/18/2018 10:10 PM
17	2-3x a month	6/18/2018 7:21 PM
18	regularly through C/W Mars ebook program	6/16/2018 6:04 PM
19	Sometimes a few times a wee, other times every few weeks. It varies.	6/16/2018 12:07 AM
20	yearly	6/15/2018 10:42 PM
21	Once every 3 mo	6/15/2018 2:51 PM
22	a few times a week	6/15/2018 8:07 AM
23	A couple times a month for personal use as well as meetings	6/14/2018 7:06 PM
24	I used it a lot when kids were small. Kids use it now to meet friends or get tutoring.	6/14/2018 3:53 PM
25	A FEW TIMES/YEAR	6/14/2018 2:49 PM
26	Hardly ever now that kids are older (HS and College)	6/14/2018 2:05 PM
27	Sometimes	6/14/2018 11:41 AM
28	Several times a week	6/14/2018 11:33 AM
29	not anymore but used to all the time.	6/14/2018 11:14 AM
30	Rarely, but would love to go more	6/14/2018 10:54 AM
31	Used to use it when my kids were small, not very much anymore. I have taken advantage of passes and ebook rental.	6/14/2018 10:12 AM
32	rarely	6/14/2018 9:49 AM
33	several times a month	6/14/2018 7:07 AM
34	Monthly but more often when my kids were younger. I do use the meeting rooms	6/13/2018 10:19 PM
35	hardly ever	6/13/2018 10:10 PM
36	Occasional work remote site w/ Internet access or to attend town committee meetings. Occasional e-book borrowing via app, never regular book from physical facility.	6/13/2018 8:02 PM
37	a few times a year	6/13/2018 6:55 PM
38	Occasionally	6/13/2018 6:55 PM
39	Once or twice a year	6/13/2018 5:36 PM
40	Infrequently	6/13/2018 4:08 PM
41	several times a month, at least	6/13/2018 3:15 PM
42	Occasionally	6/13/2018 2:45 PM
43	2-3 times a year	6/13/2018 2:37 PM
44	I use the online resources provided by CW Mars almost daily.	6/13/2018 1:55 PM
45	3xs a week	6/13/2018 1:52 PM
46	three times a week	6/13/2018 1:42 PM

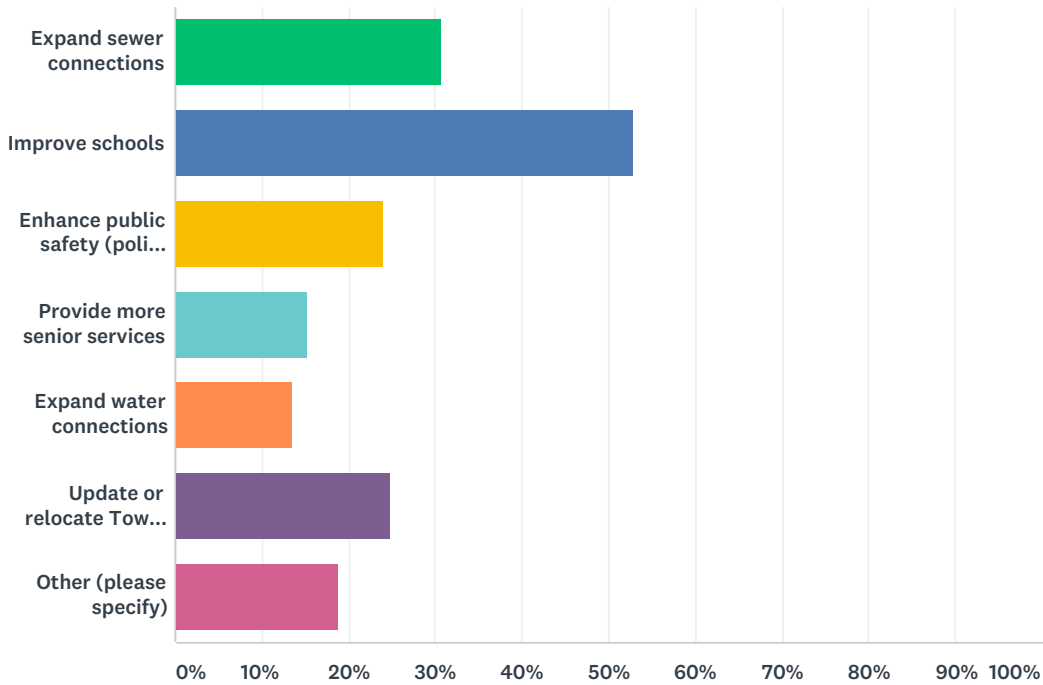
## Northborough, MA Master Plan Community Survey

47	Every few months	6/13/2018 1:27 PM
48	Sporadically, but currently several times a week (foot in cast; lots of reading!)	6/13/2018 12:56 PM
49	Every two weeks	6/13/2018 10:58 AM
50	At least twice a week	6/13/2018 9:48 AM
51	two or three times a year	6/13/2018 9:05 AM
52	twice a year	6/13/2018 12:13 AM
53	Few times a year	6/12/2018 9:44 PM



## Q16 What are the two most important public facility and service needs in Northborough?

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES
Expand sewer connections	30.77% 172
Improve schools	52.95% 296
Enhance public safety (police and fire)	23.97% 134
Provide more senior services	15.21% 85
Expand water connections	13.60% 76
Update or relocate Town Hall	24.87% 139
Other (please specify)	18.78% 105
Total Respondents: 559	

#	OTHER (PLEASE SPECIFY)	DATE
1	I've lived in town since I was a kid. Been a homeowner since 1983. Was told 30 years ago (before a great many housing and retail construction) that sewerage was on its way to my neighborhood. Hook up was \$900 then I believe. Thirty years later, still nothing. The new neighborhoods and retail are all hooked up though.	7/15/2018 4:43 PM
2	Town Hall is in deplorable condition - it should be a priority	7/13/2018 11:59 AM

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3	This depends on what you ultimately want the town to be. What is perceived as important to some may not be needed. We certainly shouldn't be spending more money on schools nor should we be looking to relocate or rebuild a town hall. More senior services would be nice and are needed. Police and fire personnel should be on hold in terms of numbers and no more home building permits should be issued. What is the individual costs estimates for the six facility and service needs given??? The residents need to know some costs figures in order to make any kind of reasonable decision. What will it cost in taxes?	7/11/2018 8:15 AM
4	sidewalks	7/3/2018 1:43 PM
5	improve downtown aesthetics and minimize home and industrial development	7/3/2018 11:35 AM
6	Take back the old town hall to crest a community center	7/2/2018 7:33 PM
7	provide pickleball fields and more open rec spaces for such things -- see ward park in marlborough	7/2/2018 1:52 PM
8	More sidewalks. Well maintained sidewalks.	7/2/2018 1:39 PM
9	Make downtown more functional	7/2/2018 1:20 PM
10	Natural gas	7/2/2018 10:40 AM
11	Trash collection/Transfer station.	7/2/2018 9:54 AM
12	Expand gas connections	7/2/2018 6:46 AM
13	Transfer station	6/30/2018 8:08 AM
14	Resource officers in schools	6/30/2018 6:56 AM
15	No answer	6/29/2018 12:01 PM
16	None leave it alone !	6/29/2018 8:36 AM
17	Street lights, center of town	6/29/2018 8:10 AM
18	repair roads which have potholes and cracks making it dangerous for runners, bikers and walkers	6/29/2018 8:02 AM
19	Public transportation	6/29/2018 8:02 AM
20	Update the recreation center. It stinks and is outdated.	6/28/2018 11:02 PM
21	Expand sidewalks on main roads i.e. Whitney Street passed Treetop	6/28/2018 9:56 PM
22	Improve public parks	6/28/2018 9:33 PM
23	Leaf pick up	6/28/2018 8:45 PM
24	The 2000s built playgrounds could use some TLC	6/28/2018 8:19 PM
25	Fire station, community center	6/28/2018 7:42 PM
26	Fix the roads	6/27/2018 6:29 PM
27	Beautify Downtown area	6/27/2018 9:30 AM
28	Schools are the town's most important resource for long-term health, Period. Water is going to be crucial for everyone soon, and wells have a very short future, I think.	6/26/2018 2:12 PM
29	Provide full day kindergarten	6/26/2018 1:07 PM
30	Melcian Middle needs an auditorium of some sort	6/26/2018 12:45 PM
31	Sidewalks	6/26/2018 7:21 AM
32	I think the town of Northborough does a great job with all of the above items	6/25/2018 5:48 PM
33	Would like a town common now	6/23/2018 9:11 PM
34	Roads	6/23/2018 5:09 PM
35	communicate clearly and efficiently town plans	6/20/2018 10:12 AM
36	seem ok. just keep up what we have and maybe add a community center. People love the parks and rec. I went to 135 last night and every parking space was full. Basketball, volley ball, t-ball, the public area being used for a party. It is nice to see community like that. That land was slated to be developed/condos in the 80's. It is so nice that "mom's group" saved it and asked for soccer fields. It is such a great feature in town. The people here love being outside and part of the community.	6/20/2018 9:15 AM

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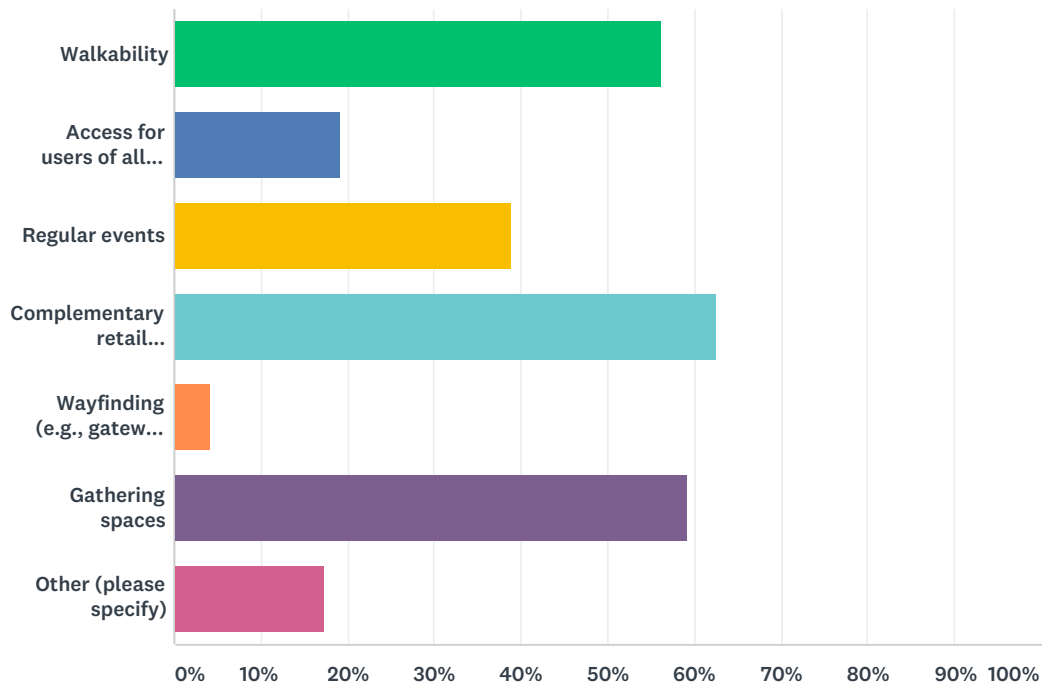
37	Expand natural gas offerings to residential areas and ful free full day kindergarten	6/19/2018 10:23 PM
38	nothing else - CUT TAXES!!!	6/18/2018 4:37 AM
39	Frugal/wise spending to minimize tax burden is a need	6/17/2018 6:49 PM
40	After school programs for kids	6/16/2018 6:33 PM
41	Items not mentioned above that don't cost money	6/16/2018 6:04 PM
42	Free full day K	6/15/2018 6:41 PM
43	Free full day kindergarten	6/15/2018 2:51 PM
44	Move town hall to the center of town, create reasons to go to the center	6/15/2018 11:35 AM
45	Clean up Assabet River, revitalizing downtown	6/15/2018 10:26 AM
46	Look for more opportunities to reduce utility cost, like water/sewer is high, what enhancements need to be made to the systems to make them more effeicient and cheaper to provide	6/15/2018 7:16 AM
47	More restaurants	6/14/2018 8:33 PM
48	Enhance DPW	6/14/2018 8:21 PM
49	Beautification	6/14/2018 6:02 PM
50	beautify downtown	6/14/2018 5:13 PM
51	Build a downtown	6/14/2018 4:46 PM
52	Improve road ways and ease traffic congestion	6/14/2018 4:25 PM
53	Making good community spaces available for residents - such as farmers markets and crop share oppurtunities	6/14/2018 3:18 PM
54	USE/ENHANCE EXISTING FACILITIES FOR THIS PURPOSE	6/14/2018 2:49 PM
55	The Middle school is dated (both the facility itself and the curriculum both of which I understand have not changed since the 1970s). Northborough should be more cutting edge in its approach to education!	6/14/2018 2:26 PM
56	Enhance town center to make it a destination for walking, shopping, etc.	6/14/2018 11:42 AM
57	none	6/14/2018 11:33 AM
58	town roads needs to be fixed. Green St is terrible	6/14/2018 11:01 AM
59	improve walkability of Downtown area- parking/sidewalks/connections to Assabet park, new Town Common, etc.	6/14/2018 8:43 AM
60	Improve transportation infrastructure to reduce gridlock	6/14/2018 7:45 AM
61	Use/connect the schools, library and senior center so they are multi-generational destinations.	6/14/2018 7:11 AM
62	figure out what to do with White Cliffs	6/13/2018 10:48 PM
63	Everything is ok	6/13/2018 10:19 PM
64	Expanded free mental health supports to community members & community recreation center with indoor and outdoor pools	6/13/2018 9:46 PM
65	More hiking trails	6/13/2018 9:16 PM
66	Well functioning traffic system downtown.	6/13/2018 8:30 PM
67	Maintain/improve excellence of education services, which sustains property values. Continue investment to sustain/renovate/improve all capital infrastructure (town buildings, roadways, water/sewer, public safety and public works equipment, etc).	6/13/2018 8:02 PM
68	Community center	6/13/2018 7:56 PM
69	update roads	6/13/2018 6:55 PM
70	Resolve trash issues - i.e disposal of "sharpies"	6/13/2018 6:55 PM

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71	More activities aimed at improving quality of life for our aging population. Might I recommend pickleball's social, mental, and physical benefits. An investment in this sport would provide a multitude of benefits to all generations	6/13/2018 6:45 PM
72	Improve/pave roads	6/13/2018 5:36 PM
73	UNK	6/13/2018 5:04 PM
74	Side walks	6/13/2018 4:45 PM
75	Improve Recreational fields	6/13/2018 4:08 PM
76	Keep close watch on school costs	6/13/2018 2:37 PM
77	Resurfacing in residential areas	6/13/2018 2:00 PM
78	Farmers' Markets and Fitness Programs	6/13/2018 1:55 PM
79	We have excellend sr service, schools and public safety already. I don't know anything about the sewer and water connections.	6/13/2018 1:52 PM
80	More diversified town events, for families, adults, children, seniors.	6/13/2018 1:36 PM
81	revitalize downtown	6/13/2018 1:32 PM
82	Repaving damaged roads	6/13/2018 1:27 PM
83	Town common	6/13/2018 1:21 PM
84	improve roads	6/13/2018 1:16 PM
85	Expand our parks and forests.	6/13/2018 1:13 PM
86	Transfer Station other than just yard waste (i.e. recycling center; brush dump; etc.)	6/13/2018 1:12 PM
87	Update/repair roads and sidewalks; make sure that snow plows try to keep snow from piling up on private property/yards.	6/13/2018 1:05 PM
88	re-pave roads that need it instead of the constant patching	6/13/2018 1:05 PM
89	Expand upon the work the town common committee has done. Enhance their existing vision	6/13/2018 1:03 PM
90	Better Recreation programs for kids	6/13/2018 12:52 PM
91	Expand existing water pressure connections	6/13/2018 12:50 PM
92	specifically improve services in schools to provide early intervention for students with specific learning disabilities such as dyslexia and ensure that those issues are identified early to save district money later	6/13/2018 12:46 PM
93	We need more meeting rooms. Perhaps longer hours at the Senior Center?	6/13/2018 12:46 PM
94	Expand natural gas	6/13/2018 12:20 PM
95	More open space for passive recreation	6/13/2018 11:49 AM
96	Expand Sidewalks on Whitney St	6/13/2018 11:45 AM
97	Schools schools schools	6/13/2018 10:27 AM
98	Downtown is ugly. Buy those properties, more important than updating town hall (low priority in my HMO)	6/13/2018 10:26 AM
99	Review bi-laws to assess fitness for a town of our current size and density, i.e. noise ordinance implementation	6/13/2018 10:21 AM
100	Need more information to determine what is a priority	6/13/2018 9:48 AM
101	Increase and improve sidewalks	6/13/2018 9:15 AM
102	Become solar in town	6/13/2018 9:13 AM
103	Walkability in neighborhoods and downtown	6/13/2018 9:00 AM
104	longer hours at senior center. maybe open to community as a community center	6/13/2018 12:13 AM
105	Provide full day kindergarten and pre-school no charge	6/12/2018 10:23 PM

## Q17 What do you believe is missing from your Downtown? Choose the top three.

Answered: 559 Skipped: 0



ANSWER CHOICES	RESPONSES
Walkability	56.17% 314
Access for users of all transportation modes	19.32% 108
Regular events	39.00% 218
Complementary retail establishments	62.61% 350
Wayfinding (e.g., gateway signage, sign plans)	4.11% 23
Gathering spaces	59.21% 331
Other (please specify)	17.35% 97
Total Respondents: 559	

#	OTHER (PLEASE SPECIFY)	DATE
1	The town center was never a well thought out place to begin with. Mom and pop stores no longer exist, buildings get left vacant and focusing on a park, with no parking area in non residential area, makes no sense. The center needs a lot of help and thought.	7/15/2018 4:43 PM
2	Parking	7/2/2018 7:33 PM
3	Control over the vacant buildings at the town center	7/2/2018 1:20 PM
4	Attractive restaurants. See Hudson for examples	7/1/2018 7:23 PM
5	Charm	6/30/2018 8:08 AM
6	Parking	6/30/2018 7:15 AM

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7	You should be able to turn right on red in front of CVS the inability to turn right on red creates more traffic and back up	6/29/2018 11:38 PM
8	Attractiveness of route 20 corridor	6/29/2018 4:21 PM
9	The downtown is ugly /nothing much down there to walk to	6/29/2018 12:01 PM
10	There is no downtown in Northborough Center it moved to the plaza at Tom Lowe's that's where people meet greet and eat and lots of parking. Time to abandon Northborough Centre as commercial centre	6/29/2018 8:36 AM
11	Move utility lines underground	6/29/2018 12:24 AM
12	Beauty and symmetry in architecture-way too May gas stations/car repair shops. These should be relocated and the space used to make a more walkable,shoppable, visitor friendly downtown	6/29/2018 12:04 AM
13	No more gas stations and pizza!	6/28/2018 11:09 PM
14	Work on curb appeal. When I think of lovely downtowns I think of romantic lights at night, planned landscaping, (ornamental trees along the road), hanging flowers, wide sidewalks and areas to park.	6/28/2018 11:02 PM
15	Beatification is needed...there are too many empty and ugly buildings.	6/28/2018 9:56 PM
16	Attractiveness, Quaint small town feel	6/28/2018 9:37 PM
17	Well rounded restaurants. Think of Hudson.	6/28/2018 8:19 PM
18	A notable "downtown" area - rather than a long spread of one retail or plaza after another.	6/28/2018 7:53 PM
19	Underground utilities	6/28/2018 7:29 PM
20	Too many uninhabited buildings	6/27/2018 3:36 PM
21	There is no downtown. Start developing one further east now in a very nice area for it, as I mentioned earlier.	6/26/2018 2:12 PM
22	More places to eat...	6/26/2018 10:58 AM
23	It's boring	6/25/2018 8:54 PM
24	I would love to see more restaurants and shopping in the downtown area	6/25/2018 5:48 PM
25	Any type of identity	6/25/2018 5:42 PM
26	Parking and town common	6/23/2018 9:11 PM
27	Restaurants	6/23/2018 5:09 PM
28	the new common will be very nice although if enough people use it, where will they park? Traffic problems?	6/20/2018 4:54 PM
29	beautification	6/20/2018 3:54 PM
30	Design. Hopefully it is going in the right direction but before honey farms was a nice building that complemented the downtown and now it's short and flat roof. The Dunkin donuts should have had a more classic design like some towns. It's just a bunch of strip malls that didn't match in architecture and too many gas stations and repair shops.	6/20/2018 9:15 AM
31	There really is no downtown to speak of ___ just an intersection	6/19/2018 10:23 PM
32	Business that people want to walk to and gather around.	6/18/2018 10:24 PM
33	flattening downtown and starting from scratch. The R&T fire was a good start.	6/18/2018 4:37 AM
34	Vitality	6/16/2018 6:04 PM
35	Looking forward to Town Common. Don't need any more retail, banks or gas stations. Too crowded already.	6/15/2018 10:43 PM
36	For such a beautiful town, our downtown is an embarrassment. Old, outdated, empty buildings. We don't need anymore gas stations, dry cleaners or banks. We need cute retail establishments, mom and pop shops, a bakery, sandwich shop. Brick walkways and covered awnings. Like Westboro or Hudson center. Something to entice our residents to stay in town	6/15/2018 9:46 PM
37	Dog parks, off leash areas	6/15/2018 5:55 PM

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38	The image and feeling of a downtown	6/15/2018 5:14 PM
39	Restaurants	6/15/2018 3:49 PM
40	WALKABILITY!!!	6/15/2018 2:51 PM
41	Reason to stop at the center, Most of it is empty and for sale	6/15/2018 11:35 AM
42	Retail and accessibility to promote community and allow for retail and eating experience beyond convenience store or 'fast food'. Like marketing KPI's, you need a 'sticky' experience that is connected and allows them to fulfill multiple goals and keeps them engaged for longer and multi-purpose experiences.	6/15/2018 11:10 AM
43	Grace, beauty. Too many gas stations, convenience stores, etc. Kind of ugly.	6/15/2018 10:18 AM
44	Downtown walkability with retail/bars/food establishments	6/15/2018 9:10 AM
45	restaurants	6/15/2018 8:43 AM
46	An outdoor theater in one of the parks for performing arts, like next to the spray park	6/15/2018 7:16 AM
47	Enhance road safety for cycling and improve architecture. Buildings are a hodgepodge and business keep failing. There is no place to go	6/15/2018 5:59 AM
48	Underground utility wires.	6/14/2018 9:46 PM
49	our identity, so transient, weird mix new and of old ruined buildings.	6/14/2018 4:25 PM
50	Right turn on red!	6/14/2018 4:01 PM
51	Restaurants	6/14/2018 3:53 PM
52	WE ARE MISSING EVERYTHING THAT MAKES A SMALL TOWN DOWNTOWN JUST THAT.	6/14/2018 2:49 PM
53	Any aesthetic whatsoever (it looks like strip mall city...)	6/14/2018 2:26 PM
54	1. Non-chain restaurants. 2. Character with attractive and inviting store/restaurant fronts	6/14/2018 2:04 PM
55	Parking	6/14/2018 12:58 PM
56	Restaurants, cafes and bars	6/14/2018 12:07 PM
57	Aesthetics keeping the character of town.	6/14/2018 12:03 PM
58	curb appeal	6/14/2018 11:01 AM
59	restaurants	6/14/2018 10:58 AM
60	A walkable downtown with retail shops/town center	6/14/2018 10:54 AM
61	Cafes and Pub type establishments, gathering spots. There's really nowhere in Northborough to go and enjoy dinner and a drink except the chain restaurants near Wegman's and the Tavern (another chain) and a couple Italian places. Happy to see the Clam Box open, though. Have to go to Westborough or Marlborough	6/14/2018 10:12 AM
62	public parking	6/14/2018 10:08 AM
63	beautification...consistency of architecture	6/14/2018 9:49 AM
64	More family owned businesses	6/14/2018 7:45 AM
65	more green space	6/14/2018 5:09 AM
66	Parking	6/13/2018 11:19 PM
67	Too many vacant buildings	6/13/2018 10:46 PM
68	We are excited for the town common to be built	6/13/2018 10:19 PM
69	The downtown area looks depressed and neglected. The stores and buildings are not especially attractive- it is a hodge-lodge of building styles. The new bank behind CVS was architecturally attractive, but it has been empty for so long. Special Teas is a cute place and people travel here, just to enjoy lunch there.	6/13/2018 9:54 PM
70	Walkable restaurants and bars. Now is the time to reconfigure the downtown area. It is almost vacant and could be reimagined to make an amazing place for eating, drinking and gathering with family and friends.	6/13/2018 8:53 PM

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71	A well-functioning traffic program. The new construction pattern destroyed the flow of traffic. Also better zoning regulations that would make it more eye appealing and possible tax abatements for original and local stores to attract local business owners.	6/13/2018 8:30 PM
72	Walkable restaurants and shops	6/13/2018 8:01 PM
73	pleasing aesthetics	6/13/2018 6:55 PM
74	I want to turn right on red in front of CVS I think the change in that rule has significantly contributed to the downtown traffic. Most people in the right-hand lane are turning down Church Street access to 90 and right on red would keep traffic moving	6/13/2018 5:52 PM
75	A non-chain Pub style/casual restaurant	6/13/2018 5:04 PM
76	There is nothing there	6/13/2018 4:25 PM
77	Center with New England charm	6/13/2018 3:53 PM
78	Green( grass) space!	6/13/2018 3:39 PM
79	The appearance of businesses on main street need to be enforced. Vacant buildings need to come down	6/13/2018 3:19 PM
80	Rebuild the entire downtown. It is a work in progress that never ends Too much traffic. It is uselesdone.	6/13/2018 3:17 PM
81	Parking	6/13/2018 2:37 PM
82	Farmers market on weekends would be a nice addition :)	6/13/2018 2:34 PM
83	Beauty	6/13/2018 2:21 PM
84	Events for people of all ages instead of just for seniors and families.	6/13/2018 1:55 PM
85	The beeping crosswalks are not necessary. I know they are for blind people, but it is noise pollution. And I have closed my eyes to see if the beeping would help me if I were blind and there are so many things beeping that I would not know where to walk!	6/13/2018 1:52 PM
86	It is run down, old buildings, partially finished buildings	6/13/2018 1:45 PM
87	Sit down restaurants	6/13/2018 1:37 PM
88	Parking	6/13/2018 1:19 PM
89	Town common	6/13/2018 1:18 PM
90	It is a very ugly and congested downtown area	6/13/2018 1:05 PM
91	Parking	6/13/2018 12:59 PM
92	Attractiveness and trees	6/13/2018 12:56 PM
93	Restaurants	6/13/2018 12:52 PM
94	The farmers market was wonderful, I'd love that to happen frequently	6/13/2018 10:22 AM
95	Aesthetics - nicer lighting etc	6/13/2018 9:48 AM
96	Aesthetics	6/13/2018 9:19 AM
97	Completion if a town common	6/13/2018 9:13 AM