



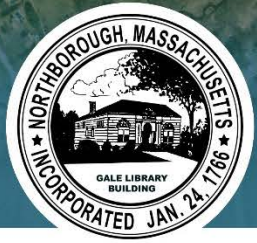
NORTHBOROUGH MASTER PLAN

Town of Northborough, MA



Second Public Meeting

October 4, 2018



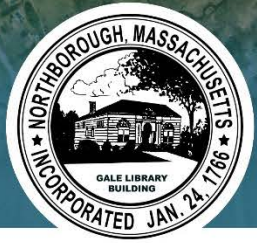
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Agenda

- **Welcome**
- **Overview of Project Schedule and Updates**
- **Interactive Polling (*Who is Participating Tonight?*)**
- **Community Surveys**
- **Presentation of Draft Vision and Goals**
- **Break-out Sessions and Report Back**
- **Adjourn**

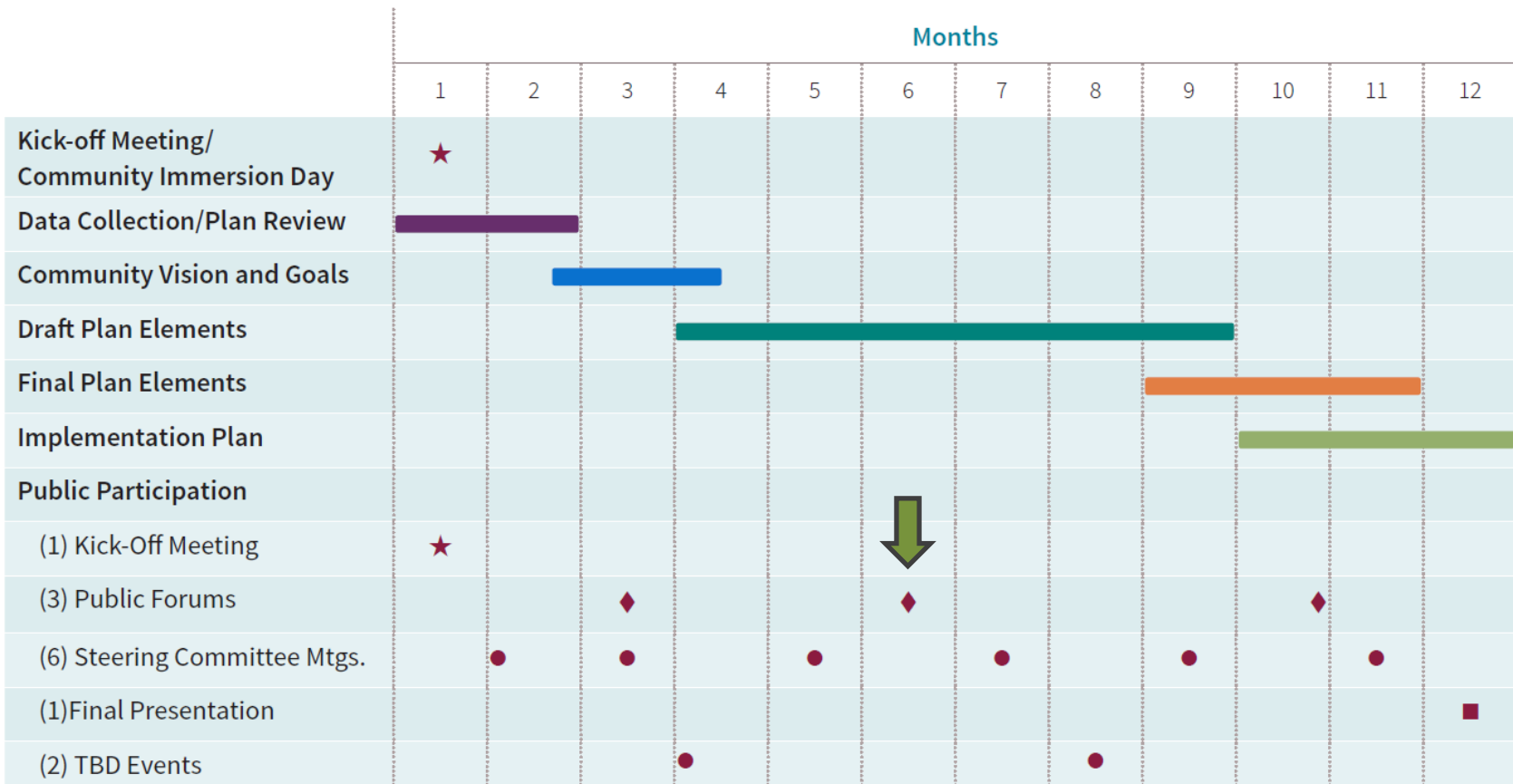


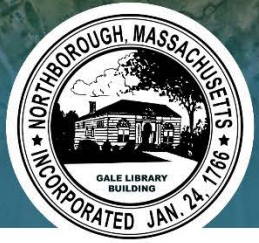
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Project Schedule and Updates



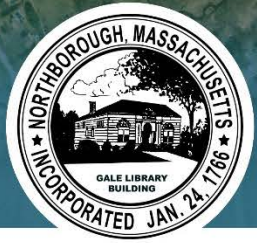


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Who is Participating Tonight?



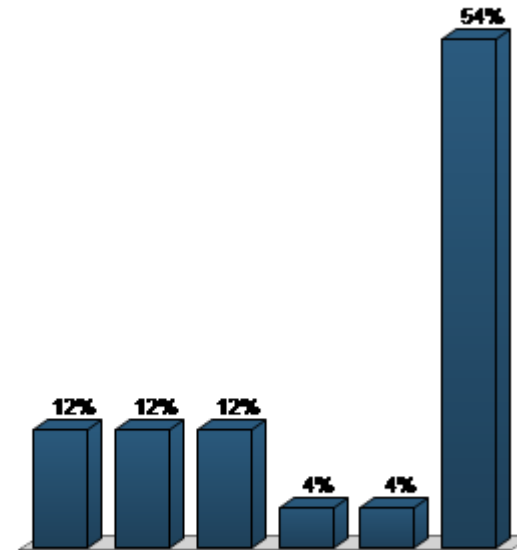
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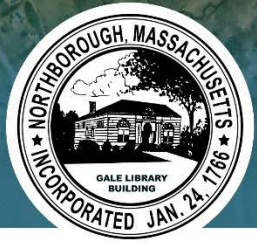
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1. If you could be one superhero, which superhero would you be? (Multiple Choice)

	Responses	
	Percent	Count
Batman	12.5%	3
Superman	12.5%	3
Captain America	12.5%	3
Storm	4.17%	1
Spider-Man	4.17%	1
Wonder Woman	54.17%	13
Totals	100%	24





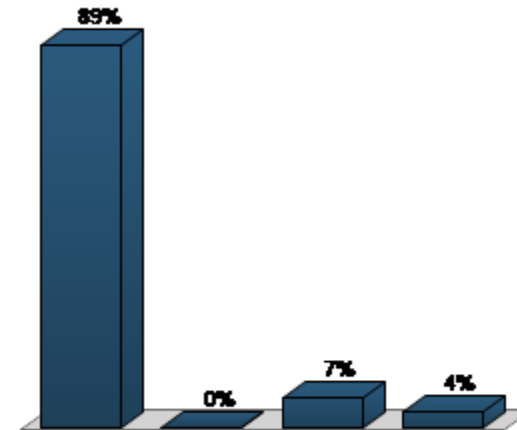
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2. Are you a resident or local business owner? (Multiple Choice)

	Responses	
	Percent	Count
Resident	89.29%	25
Local business owner	0%	0
Both	7.14%	2
Neither	3.57%	1
Totals	100%	28





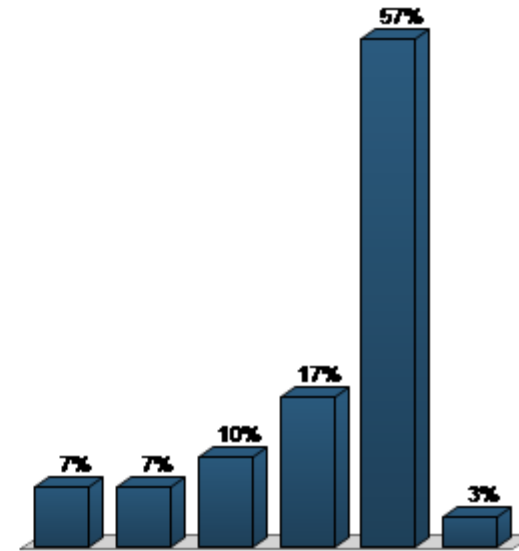
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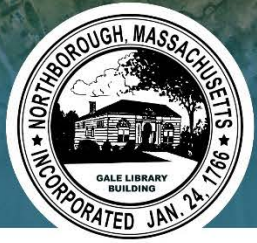
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3. How long have you lived in Northborough? (Multiple Choice)

	Responses	
	Percent	Count
Less than 2 years	6.67%	2
2 to 5 years	6.67%	2
6 to 10 years	10%	3
11 to 15 years	16.67%	5
16-plus years	56.67%	17
I am not a resident	3.33%	1
Totals	100%	30





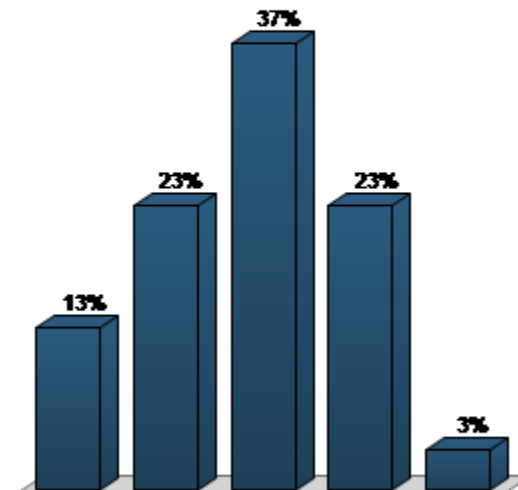
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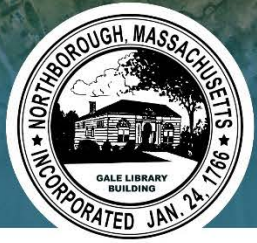
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4. What voting precinct do you live in? (Multiple Choice)

	Responses	
	Percent	Count
Precinct 1 (Proctor School)	13.33%	4
Precinct 2 (Lincoln Street School)	23.33%	7
Precinct 3 (Peaslee School)	36.67%	11
Precinct 4 (Zeh School)	23.33%	7
I am not a resident	3.33%	1
Totals	100%	30





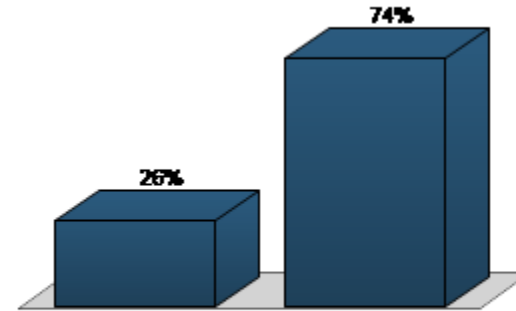
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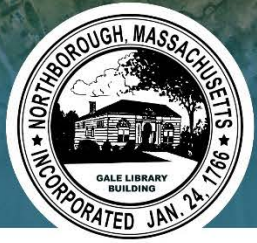
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5. Do you work in Northborough? (Multiple Choice)

Responses		
	Percent	Count
Yes	25.93%	7
No	74.07%	20
Totals	100%	27





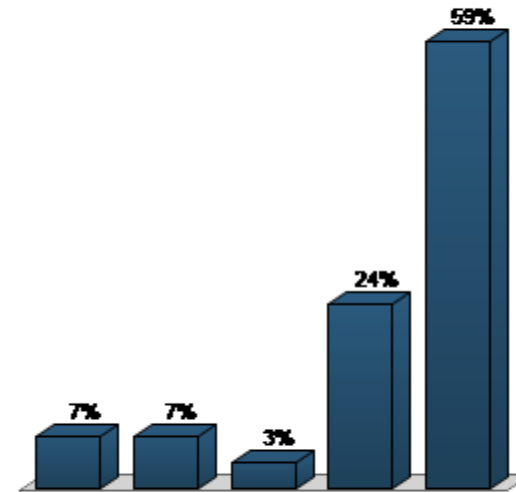
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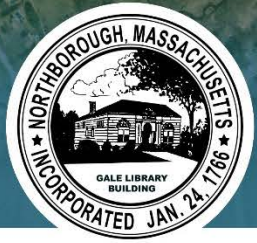
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6. Do you have school-aged children? (Multiple Choice)

	Responses	
	Percent	Count
Yes, 5 years or younger	6.9%	2
Yes, 6 to 12 years	6.9%	2
Yes, 13 to 18 years	3.45%	1
Yes, various ages	24.14%	7
I do not have school-aged children	58.62%	17
Totals	100%	29





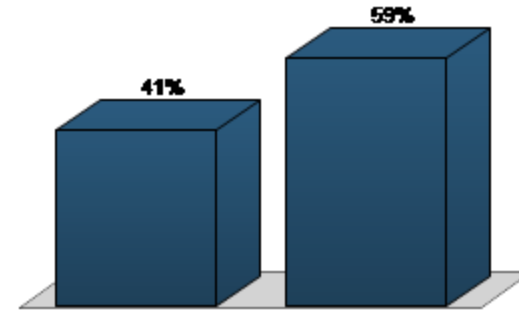
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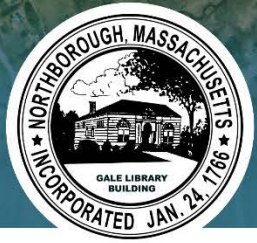
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7. Are you 65+ years of age? (Multiple Choice)

	Responses	
	Percent	Count
Yes	41.38%	12
No	58.62%	17
Totals	100%	29





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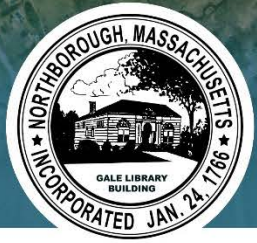
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Update on the First Community Survey

- Closed - 559 total responses
- Results will be posted to the Project website:

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Introduction to the Second Community Survey

To what extent do you agree with the following draft Vision Statement and its ability to capture the purpose and ambitions of the Town of Northborough?

* 1. Northborough, a New England Town incorporated in 1766, envisions a future where residents and visitors are drawn to a thriving downtown that provides walkability and connectivity between open spaces, gathering places, and commercial activity; where Northborough's open spaces, natural features, and historic sites are preserved, repurposed, and made more welcoming; where standing residents and new arrivals alike are given an appropriate place to grow and thrive; and where future environmental and fiscal goals are met for a more sustainable and resilient community.

1 - Strongly Disagree 2 - Somewhat Disagree

If you ranked this draft master planning component with a 2 or lower, please specify your reasoning.

* 2. Prioritize the preservation of natural and open spaces, while still accommodating the social and economic needs of residents and Town government.

1 - Strongly Disagree 2 - Somewhat Disagree 3 - Neutral 4 - Somewhat Agree 5 - Strongly Agree

If you ranked this draft master planning component with a 2 or lower, please specify your reasoning.

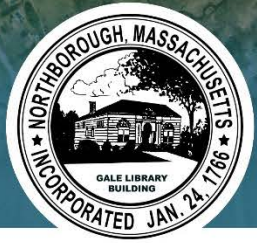
* 3. Utilize land use planning tools to enhance Downtown by creating a pleasing, welcoming, and cohesive appearance – enabling it to become the community's proud central gathering place for residents and visitors alike.

1 - Strongly Disagree 2 - Somewhat Disagree 3 - Neutral 4 - Somewhat Agree 5 - Strongly Agree

If you ranked this draft master planning component with a 2 or lower, please specify your reasoning.

192 Responses Thus Far – Open Since AppleFest

<https://www.surveymonkey.com/r/NBOROVISION>



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Vision Statement

Northborough, a New England town incorporated in 1766, envisions a future where residents and visitors are drawn to a thriving downtown that provides walkability and connectivity between open spaces, gathering places, commercial activity, and neighborhoods; where Northborough's open spaces, natural features, recreational amenities, and historic sites are preserved and integrated into the community to welcome, educate, and inspire; where a well-balanced housing stock supports long standing residents and new arrivals alike; where increased economic activity is given an appropriate place to grow and support our community and residents; and where future environmental and fiscal changes are given consideration in planning for a more sustainable and resilient community.



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Draft Land Use Goals and Recommendations:

Goal LU1: Prioritize the preservation of natural and open spaces, while still accommodating the social and economic needs of the community.

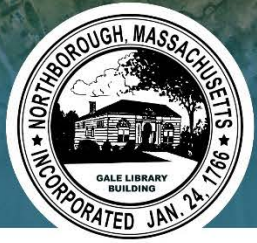
Examples Only

- Conduct Cost of Community Services Studies to promote the value of open space and natural lands.
- Identify flood hazards (e.g., stormwater inundation, riverine flooding), and utilize land use planning tools to discourage development in these areas.

Goal LU2: Enhance Downtown by creating a pleasing, welcoming, and cohesive appearance – enabling it to become the community’s proud central gathering place for residents and visitors alike.

Examples Only

- Plan for mixed-uses in Downtown that promote and support walkability.
- Support beautification efforts in Downtown through increased gardening/landscaping.
- Promote the development and protection of green infrastructure within Downtown.



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Draft Land Use Goals and Recommendations:

Goal LU3: Ensure Northborough's small-town feel is not lost in the face of growth.

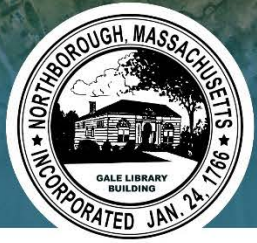
**Examples
Only**

- Develop and codify design standards and guidelines to establish a common design language that unites the existing community character and New England vernacular with new development; specific focus can be given to Downtown.
- Designate local growth areas intended to direct new development to specific areas in town, as opposed to undeveloped open spaces and natural areas.

Goal LU4: Develop land use strategies that anticipate the unique needs of the multiple retail and commercial centers along Route 20 and Route 9.

**Examples
Only**

- Coordinate land use planning with regional transportation investments.
- Consider the development of an Overlay District for Route 20 and Route 9.
- Understand development potential by reviewing water/sewer capacity, particularly along Route 9.



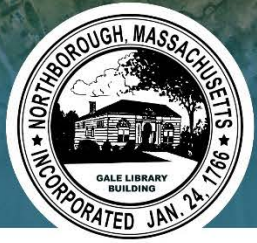
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Draft Housing Goals:

- Goal H1:** Continue to maintain and encourage a diversity of housing options to increase housing affordability and choice for all ages and to ensure that at least 10 percent of the town's housing inventory continues to be deemed affordable under state guidelines.
- Goal H2:** Promote housing types that accommodate future growth in the community while maintaining and enhancing the existing character of residential neighborhoods.
- Goal H3:** Pursue a housing development strategy that balances growth and the need for Town services and infrastructure.



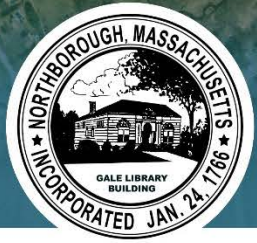
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Draft Economic Development Goals:

- Goal ED1:** Provide Downtown (i.e., Downtown Business District) with greater definition in terms of its geography, branding, and function in relation to other areas in town.
- Goal ED2:** Identify creative and innovative development and redevelopment opportunities for underperforming commercial and industrial properties.
- Goal ED3:** Grow and connect the local business community and position it to be resilient in the face of changing economic conditions.
- Goal ED4:** Position the town to attract more visitors and commercial tax revenue.



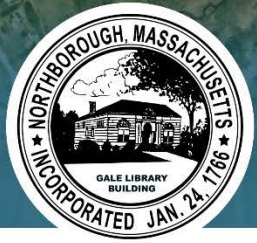
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Draft Natural, Cultural, Historic Resource Goals:

- Goal NCH1:** Preserve and enhance the natural landscapes of the community.
- Goal NCH2:** Maintain and expand the protection of Northborough's historic resources, including: buildings, structures, landscapes, and documents.
- Goal NCH3:** Utilize and repurpose, as appropriate, Town-owned buildings for community needs..
- Goal NCH4:** Coordinate efforts between cultural, historical, and environmental organizations.



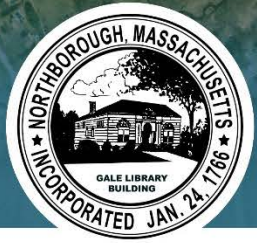
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Draft Open Space and Recreation Goals:

- Goal OSR1:** Maintain and expand opportunities for active recreation to residents of all ages and abilities.
- Goal OSR2:** Continue to create and maintain passive recreation opportunities throughout town.
- Goal OSR3:** Promote public awareness and appreciation of the recreational opportunities within the community.
- Goal OSR4:** Link existing open spaces and community resources for a more connected and walkable community.



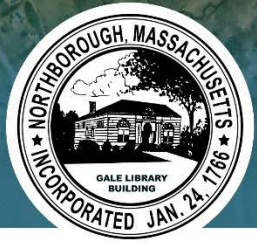
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Draft Public Facilities and Services Goals:

- Goal PFS1:** **Develop plans and funding to improve key public facilities and infrastructure, to support the Town’s operations and to meet the community’s current and future needs.**
- Goal PFS2:** **Ensure public safety officials have the capital assets and staffing necessary to protect the community today and tomorrow.**
- Goal PFS3:** **Incorporate sustainable development and renewable energy into existing, repurposed, and new municipal buildings and amenities.**



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Draft Public Facilities and Services Goals:

Goal PFS4: Incorporate sustainable development and renewable energy into existing, repurposed, and new municipal buildings and amenities.

Goal PFS5: Continue to invest in providing an excellent school system.

Goal PFS6: Take advantage of and prioritize opportunities to improve Downtown's public spaces.



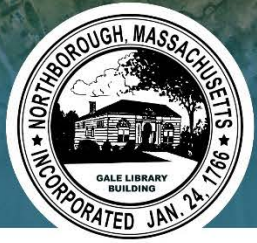
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Draft Transportation Goals:

- Goal T1:** Become a bicycle and pedestrian-friendly community by expanding existing bicycle and pedestrian facilities and improving connectivity.
- Goal T2:** Improve town-wide traffic flow and safety.
- Goal T3:** Work with the Worcester Regional Transit Authority, abutting communities, and the Senior Center to explore ways to enhance transit within town.
- Goal T4** Plan for the future of transportation, and how potential changes may impact Northborough's transportation network.



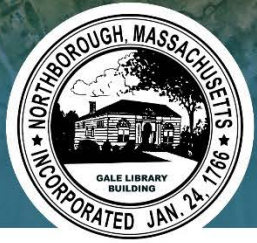
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Breakout Groups

- **Group #s are at bottom right of your agenda**
- **Elect a person to take notes**
- **Elect a spokesperson for reporting back**
- **Remember, everyone gets a chance to talk**
- **Have Fun!**



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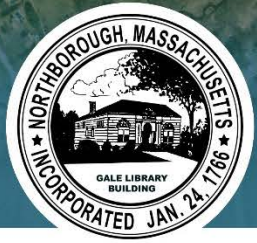
Breakout Discussions

■ Confirm the Draft Goals

- *Do these Goals collectively capture and adequately support the Town's Vision Statement with respect to their Master Plan Element?*
- *Is there an aspect of a Master Plan Element that is not addressed by its associated Goals?*

■ Brainstorm Recommendations

- *How do you envision Northborough achieving its Goals; what specific actions represent relevant opportunities?*



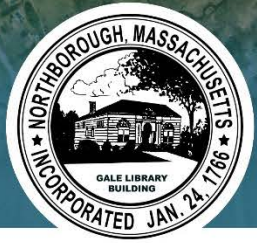
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Breakout Discussions

- **Vision Statement**
- **Land Use**
- **Housing**
- **Economic Development**
- **Natural, Cultural, Historic Resources**
- **Open Space and Recreation**
- **Public Facilities and Services**
- **Transportation**



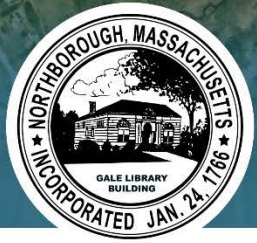
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Report Back

- Provide the top three (3) comments on the Master Plan Goals
- Identify up to two (2) recommendations across the Master Plan Goals



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Next Steps

- Finalize Vision Statement and Goals
- Prepare a Comprehensive List of Recommendations
- Develop Implementation Plan and Prioritize Recommendations

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