

Town of Northborough Master Plan

Vision and Goals (Master Plan Steering Committee Approved)

Vision Statement

Northborough, a New England town incorporated in 1766, envisions a future where residents and visitors of all ages and backgrounds are drawn to a thriving town that provides walkability and connectivity between open spaces, gathering places, commercial activity, and neighborhoods; where Northborough's natural and cultural spaces, 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 education is valued and fostered; where 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.

Goals

Land Use

- LU1: Prioritize the preservation of valuable natural and open spaces, while still accommodating the social and economic needs of the community.**
- LU2: Enhance Downtown by promoting a pleasing and welcoming appearance – one that promotes a sense of place - enabling it to become the community's proud central gathering area for residents and visitors alike.**
- LU3: Ensure Northborough's future land uses support its Vision and established community character.**
- LU4: Continue to support and manage commercial development outside of the Downtown, particularly along Route 20 and Route 9, considering adjacent land use compatibility and the town's preservation priorities.**

Housing

- 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.**
- H2: Promote housing types that accommodate future growth in the community while maintaining and enhancing the existing character of residential neighborhoods.**

Housing (continued)

- H3: Pursue a housing development strategy that balances demand with the Town's capacity to provide services and infrastructure.**

Economic Development

- ED1: Define Downtown (i.e., Downtown Business District) in terms of its geography, appearance, branding, and function.**
- ED2: Promote (re)development opportunities for vacant or underutilized commercial and industrial properties.**
- ED3: Grow and connect the local business community and position it to be resilient in the face of changing economic conditions.**
- ED4: Position the town to attract more visitors and commercial tax revenue.**

Natural, Cultural, and Historic Resources

- NCH1: Preserve and enhance the natural landscapes of the community, including farmlands.**
- NCH2: Maintain and expand the protection of Northborough's historic resources including: buildings, structures, landscapes, and documents.**
- NCH3: Repurpose surplus Town-owned buildings and facilities for community needs.**
- NCH4: Coordinate efforts among cultural, historical, and environmental organizations.**

Open Space and Recreation

- OSR1: Maintain and expand opportunities for active recreation to residents of all ages and abilities. Active recreation activities demand considerable exertion and often requiring significant infrastructure such as baseball, soccer, and pickleball.**
- OSR2: Continue to create and maintain passive recreation opportunities throughout town. Passive activities demand less exertion and resources such as walking and hiking.**
- OSR3: Promote public awareness and increased use of the recreational opportunities within the community.**
- OSR4: Better link existing open spaces and use such linkages to connect community assets and create a more walkable community.**

Public Facilities and Services

- PFS1:** **Develop plans to improve key public facilities and infrastructure to support the Town's operations and to meet the community's current and future needs.**
- PFS2:** **Ensure Town departments have the capital assets and staffing necessary to meet the needs of the community today and tomorrow.**
- PFS3:** **Incorporate sustainable development and renewable energy into municipal buildings and amenities.**
- PFS4:** **Continue to support an excellent educational system.**
- PFS5:** **Take advantage of and prioritize opportunities to improve Downtown's public spaces.**

Transportation

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