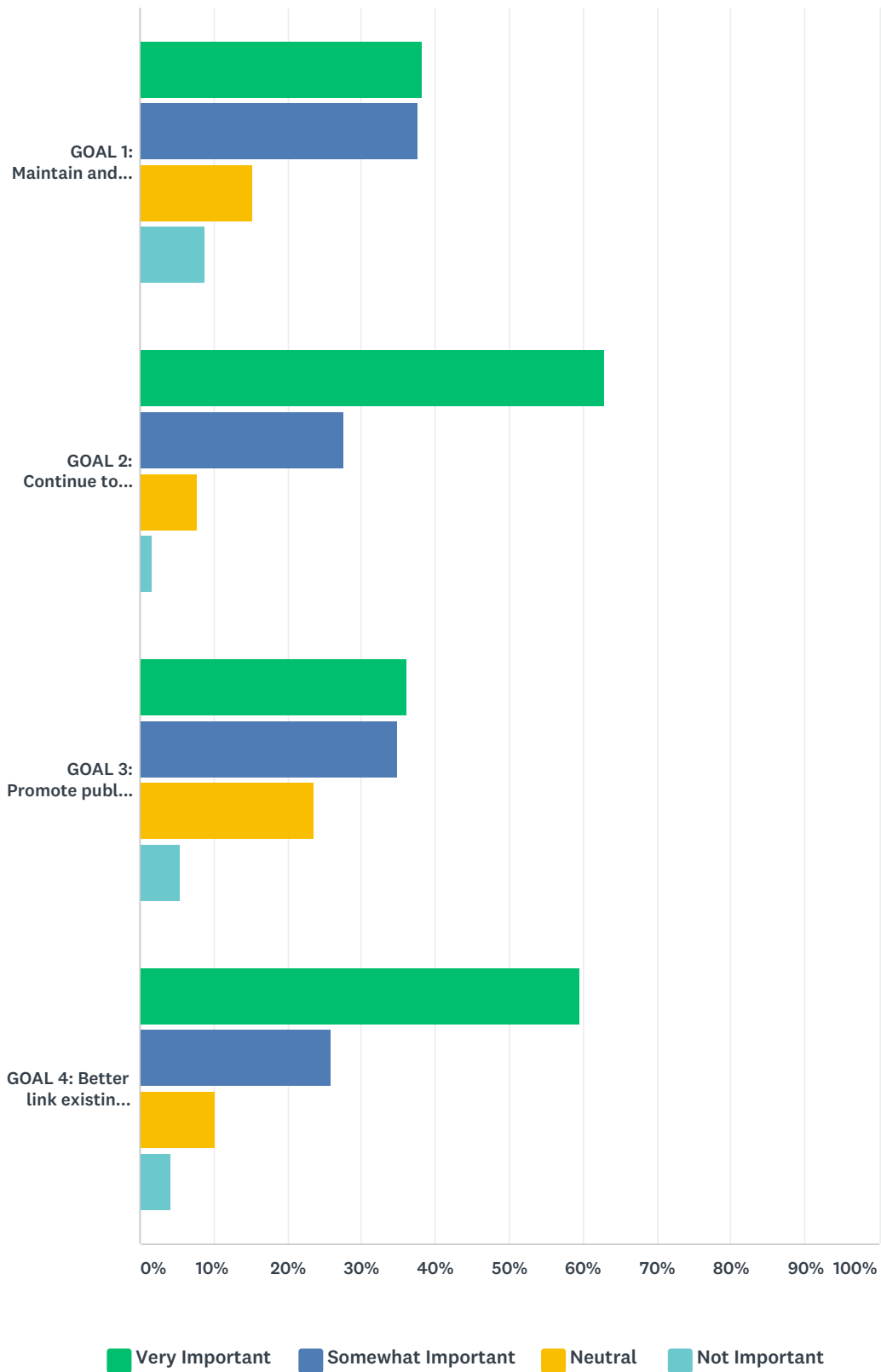


Q1 Please review the draft Open Space and Recreation Goals listed below and rate how important they are in your opinion.

Answered: 378 Skipped: 4

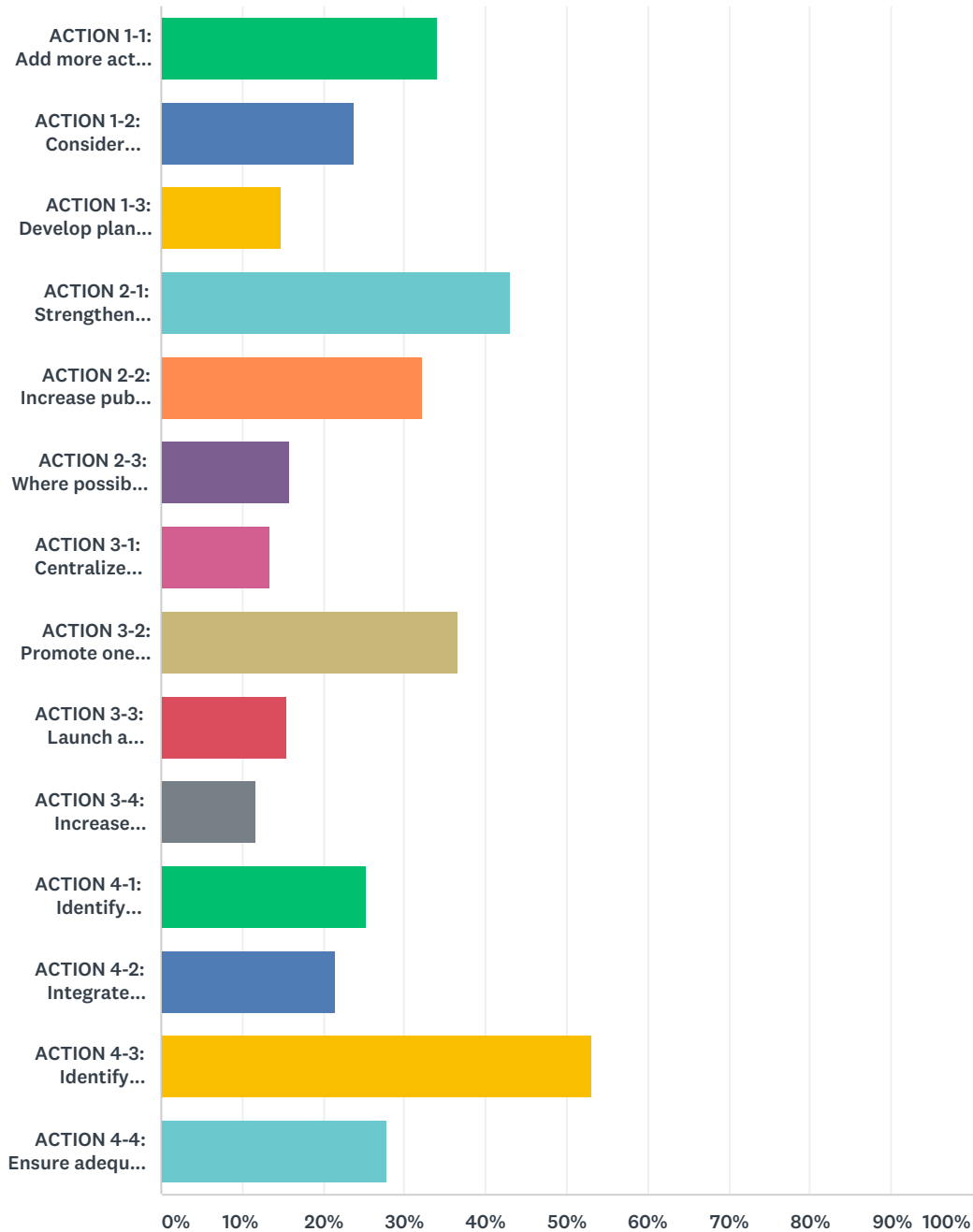


Northborough Master Plan Goals and Recommendations Prioritization Survey

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
GOAL 1: Maintain and expand opportunities for active recreation to residents of all ages and abilities. Active recreation activities such as baseball, soccer, and pickleball demand considerable exertion and often require significant infrastructure.	38.24% 143	37.70% 141	15.24% 57	8.82% 33	374	3.05
GOAL 2: Continue to create and maintain passive recreation opportunities throughout Town. Passive activities such as walking and hiking demand less exertion and resources.	63.03% 237	27.66% 104	7.71% 29	1.60% 6	376	3.52
GOAL 3: Promote public awareness and increased use of the recreational opportunities within the community.	36.19% 135	34.85% 130	23.59% 88	5.36% 20	373	3.02
GOAL 4: Better link existing open spaces and use these linkages to connect community assets and create a more walkable community.	59.63% 223	25.94% 97	10.16% 38	4.28% 16	374	3.41

Q2 Please review the list of Open Space and Recreation Recommendations/Actions developed for the Master Plan and choose UP TO FOUR items that you think the Town should prioritize in implementation. Note: Action items starting with the same first number in "Action #-#" support the same Goal with the corresponding number as listed above. For example, Action 1-1 through 1-3 all support Goal 1.

Answered: 382 Skipped: 0



Northborough Master Plan Goals and Recommendations Prioritization Survey

ACTION 1-1: Add more active recreational facilities outside of school grounds and provide lighting and other improvements for facilities where feasible to meet increasing teen and adult recreation needs. Evaluate the Boundary Street property as a possible location for the expansion of recreation facilities.	34.03%	130
ACTION 1-2: Consider building a Town Dog Park.	23.82%	91
ACTION 1-3: Develop plans to improve facility maintenance.	14.92%	57
ACTION 2-1: Strengthen trail connections among various trail networks as well as to key open space areas and community centers.	43.19%	165
ACTION 2-2: Increase public access to riverfront and water-based recreation opportunities.	32.20%	123
ACTION 2-3: Where possible, incorporate passive recreation opportunities into active recreation facilities.	15.97%	61
ACTION 3-1: Centralize information on recreation resources and opportunities for public access.	13.35%	51
ACTION 3-2: Promote one main community calendar that includes all events in Town (e.g., political, arts, recreation, other), not just recreation related events.	36.65%	140
ACTION 3-3: Launch a "Friends of ... Parks/Fields/Trails" campaign to encourage public involvement in the care and maintenance of recreational resources.	15.45%	59
ACTION 3-4: Increase awareness of the Community Preservation Committee (CPC) and other very important efforts to preserve the character of the Town.	11.78%	45
ACTION 4-1: Identify acquisition opportunities for parcels that provide/can provide key linkages among open spaces.	25.39%	97
ACTION 4-2: Integrate enhanced signage, visibility, and walkability at the Town's recreation facilities and trail heads into overall open space and recreation network improvements.	21.47%	82
ACTION 4-3: Identify opportunities to repurpose old infrastructure for trails development, such as the old trolley line, aqueduct, etc.	53.14%	203
ACTION 4-4: Ensure adequate preservation funding is available for open space acquisition as opportunity arises.	27.75%	106
Total Respondents: 382		

Q3 Is there any Open Space and Recreation Goal or Action listed above that you disagree with? Is there anything missing that you would like to add to the Open Space and Recreation Element? Please leave your comments below.

Answered: 79 Skipped: 303

#	RESPONSES	DATE
1	more green overall	4/29/2019 6:29 PM
2	Horseshoe pits for team play	4/27/2019 1:02 AM
3	It is absolutely important to have a dog park for man's best friend	4/26/2019 8:27 PM
4	Bike trails not included in the list, but should be.	4/26/2019 5:43 PM
5	None	4/26/2019 7:45 AM
6	2-2 I don't think there are any waterways worth developing	4/25/2019 7:10 PM
7	No	4/25/2019 7:04 PM
8	4-3 STRONGLY disagree on repurposing aqueduct for trails development. Leave it as is.	4/25/2019 3:54 PM
9	Enhance walkability and bikeability in town by adding sidewalks and bike lanes where possible	4/25/2019 3:04 PM
10	Dog park is not needed. the entire town funding and dedicating space for a small subset is wrong.	4/25/2019 12:25 PM
11	I support transforming Carney Park into the town's official dog park. With official rulings or not, the park has been functioning like a semi-official dog park. Most dog owners let their dogs off-leash to enjoy the grassy land and stream; people keeps their dogs under voice control and respect other people/dogs. And to be honest, dog walking must have been the primary usage of Carney Park in all seasons. I hardly see people visiting the park for any purpose other than walking their dogs. My dog loves Carney Park and I'm proud of having such a nice space for dogs in my town. I'd love to see it being recognized and become an official dog park, where dogs can go still off-leash under any necessary rules that the town must enforce. Thanks!	4/25/2019 11:57 AM
12	I think the town needs to better investigate businesses buying property in town. S&S farms was a huge failure on the towns part. He is polluting the neighborhoods surrounding the fake farm with smells and improperly handled waste. He had a record of doing this in other places and the town should not have sold him the land if they did any kind of a google search on his previous properties. I pay a huge tax bill to live in a neighborhood that smells like vomit inducing rot during the warm months.	4/25/2019 11:52 AM
13	I'm not sure I agree with spending for a dog park. There are many designations all around. I have two dogs regularly take them all over. I do not want tax money going to this	4/25/2019 10:37 AM
14	Increased areas and activities geared for accessibility, activities, passive and active, transportation to and from and safety for senior citizens.	4/23/2019 2:47 PM
15	I'm not necessarily opposed to action 4-4, but it should be very low on the priority list when it comes to budgeting.	4/23/2019 9:05 AM
16	.	4/23/2019 8:47 AM
17	I agree with 1/2 of action 1-1. There should be a "community building" that can be used for a variety of activities, especially indoor activities during months with inclement weather. I feel like Boundary Street is too far from center of town, where most people are located. It would be great to have a facility that kids/teens can access easily either by walking or biking. Boundary Street is too far away from town, not easy to access, and is too dark. We're trying to make this town more friendly and walkable. Boundary Street does not promote that. Also, along this topic, can't the town hall gym be used for more activities? Seems like its always sitting there not being used. For instance, on days off from school (professional development days) it would be great for kids to have a place to go to "hang-out" safely and/or to do activities such as basketball pickup games that the town hall gym could be used for.	4/22/2019 10:37 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

18	I oppose public funding for dog park. Item 1-2. Users, Dog owners, should fund.	4/22/2019 10:00 PM
19	Link Northboro to the Hudson/Marlboro biking/walking trail. Also, holding farmers markets during warm weather in the new town common.	4/22/2019 9:31 PM
20	Open space should always include a plan to enable access to it and its use.	4/22/2019 9:21 PM
21	Town Dog park. Already plenty of dog friendly spaces in town that offer great hiking.	4/22/2019 9:20 PM
22	I don't think the town needs a dog park at this time.	4/22/2019 9:16 PM
23	in Goal 1 I think we should maintain but it is unnecessary to expand unless those areas have increased need. For instance if youth soccer fills up in 2 days but no one shows interest in adult volleyball, lets expand soccer and not put money and effort into expanding adult volleyball. I think having safe walking/hiking areas is great, I don't think we need to connect in the whole town. I think we should make sure we aren't disturbing the wildlife that't currently calling portions of this town home.	4/22/2019 8:30 PM
24	Centralizing information and having one calendar with all town events and increasing signage will make more people aware of the trails and open space. In turn, the increased awareness will instill accountability in maintaining trails and developing more open space in Northborough and ultimately make people more involved in recreating and caring about the town's open space.	4/22/2019 8:14 PM
25	I have to say I disagree with the dog park idea. Why should the town expend valuable resources for dog owners who want the (wholly optional) privilege of owning a dog without the responsibility of walking it properly? A dog park just shifts the cost of their irresponsibility onto the town. (Dogs are not like kids in that kids when they grow up are the future of society. Public funds for kids' education, yes. For dog parks, no.)	4/22/2019 8:07 PM
26	Please do not allow any recreation, etc activities close to heavy residential areas or those that can pollute well and watershed water.	4/22/2019 7:19 PM
27	Dog park is a complete waste of resources. This town needs sidewalks. We should be preserving woodlands as much as possible and keeping them from being developed.	4/22/2019 7:17 PM
28	Turf field for high school athletics. We are the only school system in our area that does not have a turf field available at the high school.	4/22/2019 6:20 PM
29	I would really love a dog park and would help in any way I can I don't use a dog park because there are not one close enough	4/22/2019 5:48 PM
30	Action 1-2 just isn't needed and, in fact, may be the worst use of land possible. Might even be illegal.	4/22/2019 4:02 PM
31	Providing active recreation options is just as much a private sector responsibility as a public one. The town should do more to promote private sector active recreation development.	4/22/2019 3:25 PM
32	I don't think the whole town should pay for a dog park. I believe in fund raisers should be had by those interested in such things.	4/22/2019 2:32 PM
33	Special attention needs to be made to trails that can be walked by people with mobility issues that may or may not involve a wheelchair. Most of the trails in town are on rocky steep inclines or are far too isolated or tick infested to be off use to someone with, for example, bad knees. I would also like to see some designated uses areas such as off-leash dog walking trails, bike only or no bike, and no hunting areas. More and larger community garden plots.	4/22/2019 2:31 PM
34	I don't see a need for a Dog park, there are plenty of areas available. (But I'm not a dog owner)	4/22/2019 1:54 PM
35	need to make the town more walkable and connected...develop more of a town center	4/22/2019 1:49 PM
36	Access access access	4/22/2019 1:43 PM
37	Sidewalks and walkability	4/22/2019 1:43 PM
38	I would not support building any new rec facility at this time. We are beyond stretched on tax dollars as it is. Re-purposing old buildings would be something I could support.	4/22/2019 1:40 PM
39	Dog park not necessary (and I have a dog)	4/22/2019 1:39 PM
40	Is there any way Town can provide for cricket ground or space in existing baseball ground ? We are playing cricket every summer and need to visit next towns because of better space is ONLY available there.	4/22/2019 1:31 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

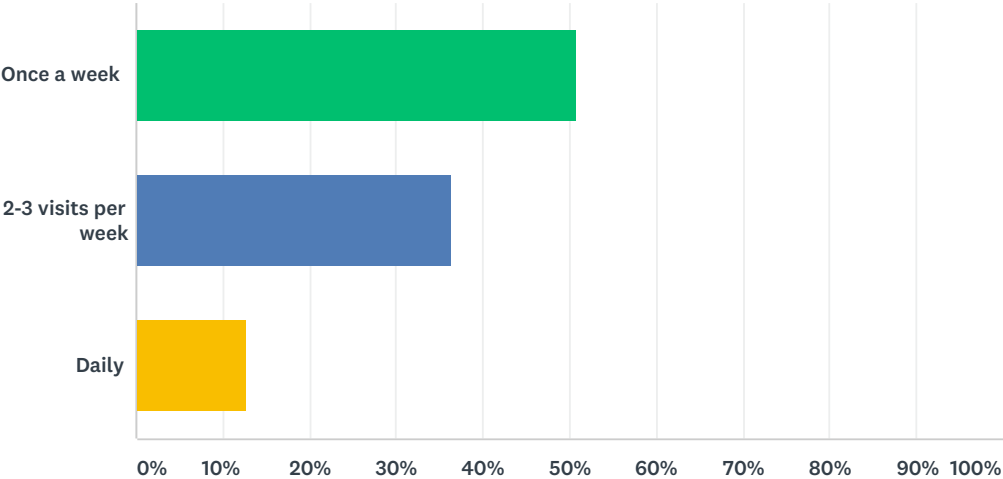
41	We need turf fields. We are behind in this movement. Our fields get flooded easily, especially at 135.	4/22/2019 1:30 PM
42	I would like you add that enforcement of rules in the spaces is paramount. E.g. Leash laws on the current trails are followed by probably 10% of the dog owners. Even though there are signs at the entrance, those are ignored and there is no enforcement.	4/22/2019 1:28 PM
43	I would be concerned with a teen recreation area in a remote location, it could necessitate more oversight from Police Dept. to watch for drinking, drug use	4/16/2019 12:29 PM
44	More sidewalks connecting parks, schools and other public lands.	4/15/2019 12:52 PM
45	Maintain current walking/hiking trails. Cannot use if overgrown with poison ivy	4/14/2019 8:10 AM
46	Provide a list of community service opportunities for individuals or groups to maintain or enhance public spaces. Eagle Scouts, Churches, etc are often looking for projects (paint trail signs, add a picnic table, maintain trails, cover costs for town to do a project, etc.).	4/14/2019 6:44 AM
47	Northborough is a great town for cycling. The town needs to mark the roads better, fix potholes and create public awareness that cyclists are to be treated as a "protected species".	4/12/2019 6:53 PM
48	There's a lot of liberal speak here. I don't see much of this as necessary and seeing that property taxes in Northborough are somewhat out of control, I suggest avoiding anything that would add to the tax burden on residents. Finally, your survey is flawed and biased as it will not allow the respondent to check zero boxes in Item #2 (which is what I would have done).	4/11/2019 2:43 PM
49	Make the town center a priority (more pedestrian friendly and aesthetically pleasing)	4/11/2019 2:10 PM
50	Would the creation of a dog park mean that leash laws would be enforced on other trails?	4/11/2019 10:47 AM
51	I almost chose Action 1-1, but didn't like that the Boundary St evaluation was tacked onto it - they are separate choices.	4/11/2019 8:36 AM
52	A recreation center with more basketball courts	4/11/2019 8:28 AM
53	Refurbish fencing around middle school tennis courts	4/11/2019 7:12 AM
54	A recreation center should be considered	4/10/2019 9:17 PM
55	More sidewalks connecting streets. An example of this is a sidewalk on Brigham Street and the end of School Street (near the golf course). This would create a continual safe walking/running loop from South Street to Main Street to School Street to Brigham Street back to South Street.	4/10/2019 8:39 PM
56	2-3,	4/10/2019 7:28 PM
57	1.2 dog park should not be a priority. Like to see upgrade l'd Assabet park for younger children. No need at this time to acquire property.	4/10/2019 4:24 PM
58	Increase access to sidewalks to promote walking in areas that do not currently have sufficient pedestrian access	4/10/2019 7:55 AM
59	Create a more diverse, walkable town center. Attract merchants that would appeal to walkers	4/10/2019 7:28 AM
60	No, thay is a great list.	4/10/2019 6:41 AM
61	We need more town meeting, gathering spaces.	4/9/2019 11:05 PM
62	Food stands, cafes	4/9/2019 7:34 PM
63	I disagree with building a dog park	4/9/2019 7:21 PM
64	Don't need a dog park	4/9/2019 5:48 PM
65	A dog park would be a great addition to Northborough, as well as a "Central Park" on Main Street for people to walk or sit on benches	4/9/2019 3:14 PM
66	None	4/9/2019 2:53 PM
67	Building Pickleball courts should be a priority or else north borough residents will start go out of town for this time of recreation/social/health activity. Make the Middle School courts into pickleball courts asap.	4/9/2019 2:37 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

68	Dog park is a waste of space and resources. The majority of the people in this town live in houses with yards. The town is not as walkable as it could or should be, and I believe that this contributes to the sorry state of the downtown. Northborough doesn't need more houses, so the town should probably work to acquire open spaces or large parcels instead of developers.	4/9/2019 2:15 PM
69	A dog park is a concern if not properly maintained or if not fenced in.	4/9/2019 2:01 PM
70	Please fix all side walks and make sure all residential streets have lights and sidewalks for walking and riding bikes.	4/9/2019 1:55 PM
71	As housing is built include sidewalks-would love to see a more walkable community evolve	4/9/2019 1:50 PM
72	Limit clear cutting in Northborough	4/9/2019 1:42 PM
73	no	4/9/2019 12:47 PM
74	Who let Lyman Street get bought up with ugly storage facilities? Traffic nightmare is getting worse.	4/9/2019 12:35 PM
75	Adding more recreational facilities outside of school grounds. We should be improving the recreational facilities at school grounds, some currently need significant work.	4/9/2019 12:12 PM
76	The key issue should be about improving walking access on main street downtown. Very difficult for kids to ride bikes or walk.	4/9/2019 12:09 PM
77	For teens, an indoor rec building that can be used during the winter would be great. Indoor basketball! although the schools have courts, they are typically used for rec games or school games, and not available to public at all.	4/9/2019 12:05 PM
78	Open space for the sake of open space. Buying land just to have more areas in town for undisturbed wildlife and vegetation.	4/9/2019 12:00 PM
79	Parking is an issue to consider	4/9/2019 11:42 AM

Q4 If you currently use a dog park, how often do you visit it? If you do not use a dog park, please skip this question.

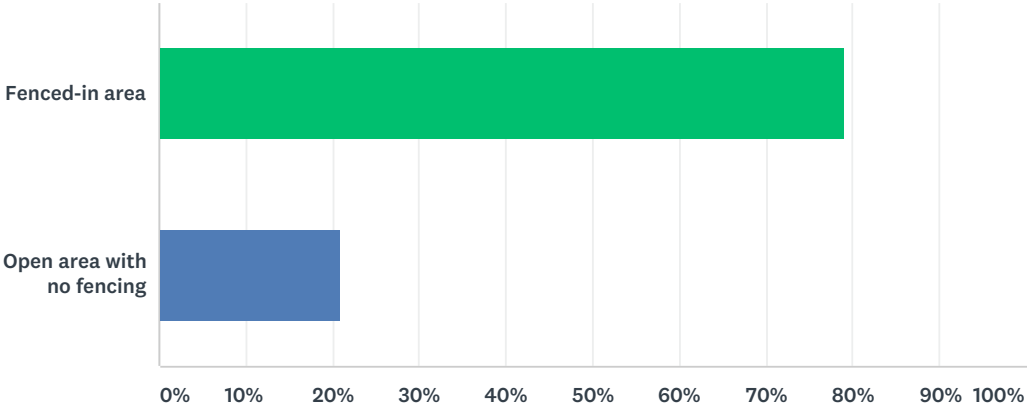
Answered: 55 Skipped: 327



ANSWER CHOICES	RESPONSES	
Once a week	50.91%	28
2-3 visits per week	36.36%	20
Daily	12.73%	7
TOTAL		55

Q5 If a Town-owned dog park were to be created, would you prefer the dog park to be a fenced-in area or an open area with no fencing?

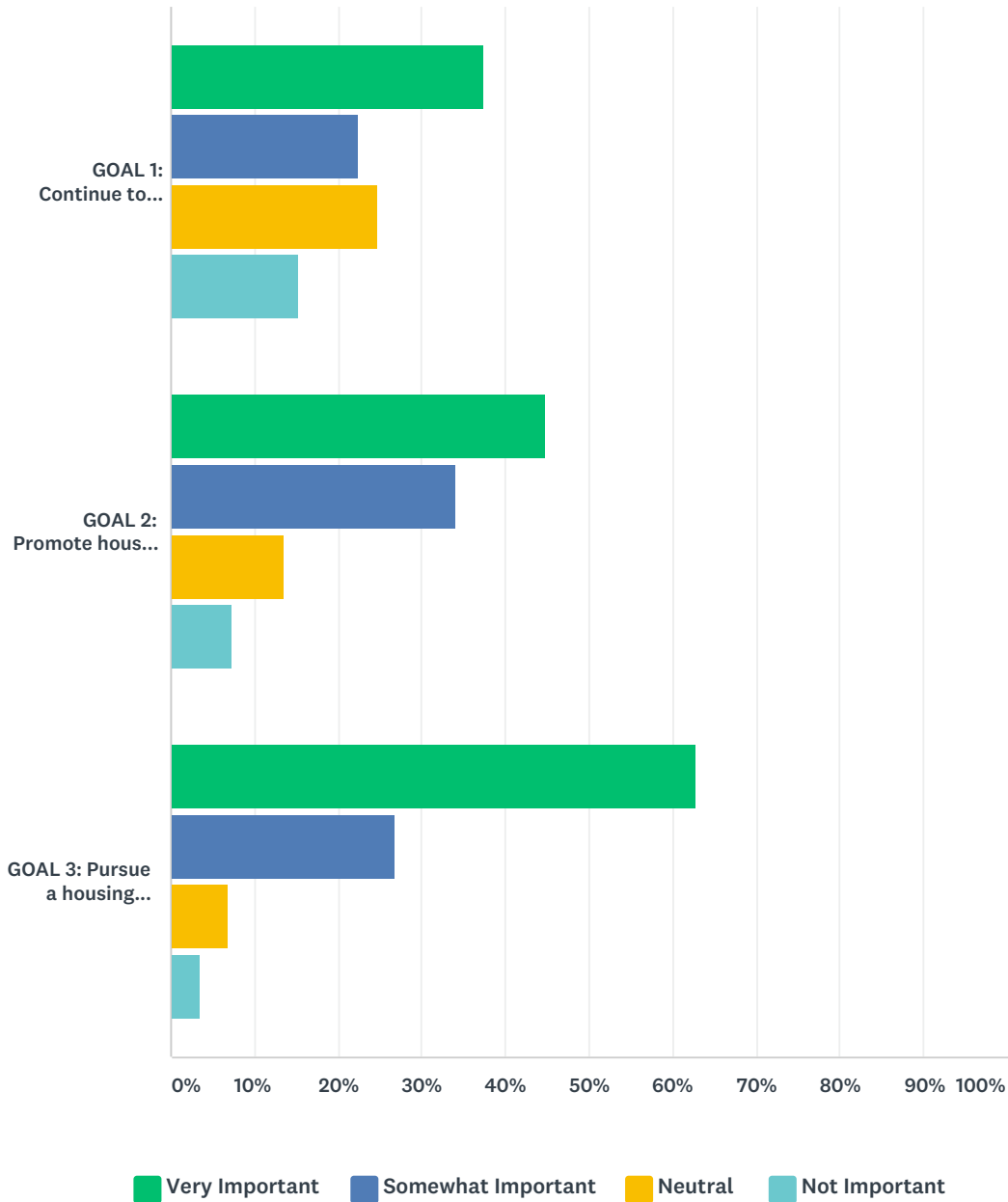
Answered: 277 Skipped: 105



ANSWER CHOICES	RESPONSES	
Fenced-in area	79.06%	219
Open area with no fencing	20.94%	58
TOTAL		277

Q6 Please review the draft Housing Goals listed below and rate how important they are in your opinion.

Answered: 341 Skipped: 41



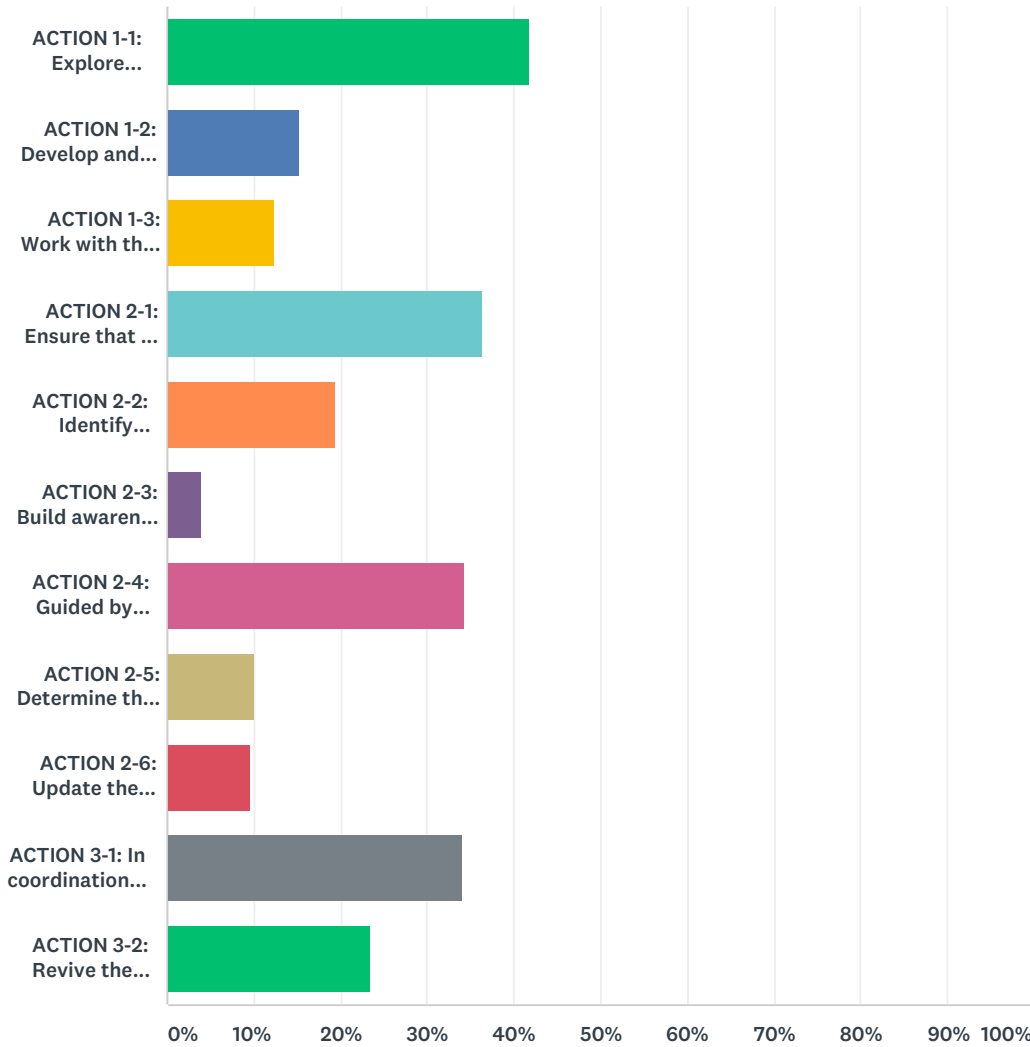
	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
GOAL 1: Continue to maintain and encourage a diversity of housing options to increase housing affordability and choice for all ages and to ensure that at least 10 percent of the Town's housing inventory continues to be deemed affordable under state guidelines.	37.46% 127	22.42% 76	24.78% 84	15.34% 52	339	2.82

Northborough Master Plan Goals and Recommendations Prioritization Survey

GOAL 2: Promote housing types that accommodate future growth in the community while maintaining and enhancing the existing character of residential neighborhoods.	44.81% 151	34.12% 115	13.65% 46	7.42% 25	337	3.16
GOAL 3: Pursue a housing development strategy that balances demand with the Town's capacity to provide services and infrastructure.	62.80% 211	26.79% 90	6.85% 23	3.57% 12	336	3.49

Q7 Please review the list of Housing Recommendations/Actions developed for the Master Plan and choose UP TO THREE items that you think the Town should prioritize in implementation. Note: Action items starting with the same first number in "Action #-#" support the same Goal with the corresponding number as listed above. For example, Action 1-1 through 1-3 all support Goal 1.

Answered: 346 Skipped: 36



ANSWER CHOICES	RESPONSES
ACTION 1-1: Explore residential uses, including affordable housing and affordable senior housing, as a potential future use for previously developed parcels that have the opportunity for redevelopment as they become available. Evaluate the White Cliffs site, the Westborough State Hospital property in Northborough, and the Boundary Street property as potential sites for housing development.	41.91% 145
ACTION 1-2: Develop and adopt an inclusionary housing bylaw, which would require a portion of housing units in specified developments be set aside for low- and moderate-income households.	15.32% 53

Northborough Master Plan Goals and Recommendations Prioritization Survey

ACTION 1-3: Work with third party housing partners to identify opportunities for them to develop and own affordable housing, which will allow the Town to proactively guide affordable housing locations.	12.43%	43
ACTION 2-1: Ensure that the Town's Zoning Bylaw supports the creation of certain types of ownership or rental housing developments that are inherently more affordable to seniors aging in place, first time homebuyers, and working professionals. Undertake a study to understand housing price points for homeownership and rentals that would reduce the cost burden experienced by Town residents. Determine the types of housing that would meet these price points. Work collaboratively with developers to enable these housing types in targeted areas.	36.42%	126
ACTION 2-2: Identify appropriate areas for "missing middle" housing to preserve and provide transitions from existing residential neighborhoods to the Downtown, and update zoning to accommodate such housing.	19.36%	67
ACTION 2-3: Build awareness around accessory housing units, allowed by-right or by special permit in the Town's residential districts.	4.05%	14
ACTION 2-4: Guided by zoning and design standards, incorporate housing into Downtown to attract a sufficient number of residents that can supplement and support the area's economic viability.	34.39%	119
ACTION 2-5: Determine the need for rental housing and approve such developments at a scale appropriate for the community.	10.12%	35
ACTION 2-6: Update the Town's existing Housing Production Plan.	9.54%	33
ACTION 3-1: In coordination with the Public Facilities and Services recommendations, identify the Town's capacity to service increased housing demands with expanded infrastructure. Refer to the Cost of Community Services Study referenced in LU1-1.	34.10%	118
ACTION 3-2: Revive the Housing Partnership to support established housing policies, monitor Northborough's housing needs, recommend actions to meet housing needs, and evaluate funding sources available to create housing.	23.41%	81
Total Respondents: 346		

Q8 Is there any Housing Goal or Action listed above that you disagree with? Is there anything missing that you would like to add to the Housing Element? Please leave your comments below.

Answered: 75 Skipped: 307

#	RESPONSES	DATE
1	I would love to see smaller homes or cottages being built at a lower price for middle class new families or older families that are done raising their kids. Kind of like a tiny home community. Other places are doing it. It will add diversity and options. Land on Boundary for low income. Trails with White Cliffs. Westobro State maybe some housing but saving some land for recreational would be great too	4/29/2019 6:35 PM
2	Ensure appropriate zoning by laws that don't sacrifice quality of residential life for the purposes of industrial expansion. Farming in particular.	4/29/2019 11:40 AM
3	More senior housing affordable and available to long term residents	4/27/2019 1:08 AM
4	Please make sure another criminal is not allowed to destroy and contaminate formerly pristine land	4/26/2019 8:49 PM
5	The Town should sell the White Cliffs. Also, I feel that the town should not allow cluster housing on smaller parcels of land.	4/26/2019 10:46 AM
6	Number of required affordable housing units should exceed legislated goals and all costs should be borne by developers, not taxpayers.	4/26/2019 10:17 AM
7	Zoning bylaws are meaningless unless they are enforced	4/26/2019 7:58 AM
8	All provisions should support sustainable and appropriate growth that takes account all affected infrastructure, services, etc, that furthers appropriate growth.	4/26/2019 7:51 AM
9	Id rather not put more affordable housing in downtown. The town needs to invest in creating a nice downtown. I don't feel the town is doing great representing current residents and should focus there instead of on growth that serves no benefit to those paying current taxes.	4/25/2019 11:18 PM
10	Tax or CPC money should not be used to buy properties for developers such as Habitat or others.	4/25/2019 6:01 PM
11	Protect our property values from fake farms creating noxious odors. Fix this!	4/25/2019 11:56 AM
12	Less development. Leave Boundary Street alone. It is a nice hiking/biking area.	4/25/2019 10:46 AM
13	1, Developing ..neighborhoods.. is even more important than planning for/developing housing. 2, Neighborhoods have playgrounds. Change zoning to allow for smaller lot sizes and more consolidated playground (and related) space. 3, Neighborhoods have sidewalks and bicycle lanes/paths. Plan for them.	4/25/2019 10:45 AM
14	too many duplexes and squeezing new houses wherever the town can	4/25/2019 10:27 AM
15	I attended town meeting last night and there was a article about duplexes. I would like to stop the spread of duplexes. They will remove more affordable smaller homes and be replaced by new bigger homes on small lots.	4/24/2019 7:51 PM
16	The current amount of new apartments has detrimentally affected the schools and the town infrastructure. No more apartment units are needed, especially until plans are in place to handle the influx of children in the schools and to control the flow of traffic around the town. Also, the new trend toward tearing down a house and allowing duplexes to be erected in it's place is disturbing and unfair to the existing neighbors who bought their houses with certain zoning in mind.	4/24/2019 1:26 PM
17	Building out residential or recreational facilities on Boundary St. Current Northborough residents and homeowners on Boundary St and Windsor Lane are already contenting with drastically increased traffic and safety concerns in what used to be a residential neighborhood due to economic development in Marlborough. More development that further increases these traffic/safety concerns on Boundary St may negatively impact home values and quality of life for Northborough residents in this neighborhood.	4/23/2019 8:56 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

18	I am opposed to converting any part of white cliffs property for housing. It goes against the whole reason the town purchased the property	4/23/2019 10:46 AM
19	Without knowing the details of action 1-2, it is difficult to say that I definitively am opposed, but on the surface I would be opposed to a town directed initiative that might change the character of a neighborhood or place undue restrictions on a seller.	4/23/2019 9:13 AM
20	Seems as if there are too many duplex apartments being built. All for affordable housing, but don't like seeing duplex apartments being build so close to single family existing neighborhoods.	4/23/2019 7:34 AM
21	Too many big houses are being built on small parcels of land. Not only is compromising the small home town look of the town but its ruining the forests/wooded lots. I am seeing a lot more wildlife in my yard because animals are being forced out. There is also more street flooding occurring because the forests are no longer there to contain the water.	4/22/2019 10:54 PM
22	Please make sure we are looking at our neighboring towns of Westborough and Shrewsbury. They have made horrible housing decisions, Parc Westboro, Toll Brothers, Avalon Shrewsbury to name a few. This has led to severe impacts on the schools and taxes. The mixed usage development at BayState Commons in Westborough has by and large been a flop. Empty retail and residential spaces continue to be problematic. PLease no gaited, clustered, or named developments where residents can sway the use of tax dollars. Our local neighborhood schools are extremely well balanced. Let's keep it that way.	4/22/2019 9:28 PM
23	Entry level homes , not apartments	4/22/2019 9:25 PM
24	Traffic is getting to congested. Should restrict new buildings on existing house lots to be the same as being replaced, and for larger lots put a required lot size to sub divide of 1 acre.	4/22/2019 8:48 PM
25	I don't think we need to increase more than 10% of housing to be deemed affordable housing. I do think it is important to take already developed but not in use areas- white cliffs and westborough mental hospital and re-purpose to usable dwellings	4/22/2019 8:35 PM
26	Zoning of residential areas seriously needs to be addressed in Northborough. We are a town, not a city. Housing lots should have a minimum acreage. For example, the new houses on Pleasant Street (near 156) look terrible; they are far too close together and the developer razed every single tree on the lot. We need to look to the future and protecting the environment so future generations have clean air to breathe and a pleasant landscape to live in. We need to look at preserving historic homes so that the value of this town remains high rather than turning into a cookie cutter urban land with giant colonial houses and no variety in cost to accommodate people with a variety of different income levels.	4/22/2019 8:20 PM
27	Stop the duplexes, the greedy developers are the only winners. Keep the affordable housing at a bare minimum. When affordable housing becomes available offer it first to seniors, vets, and local teachers, fire fighters, police officers working in the community. This way they can live where they work. No housing in the downtown, the traffic is already a nightmare. This will never be a "walkable community" because there are no businesses downtown and everyone is a commuter.	4/22/2019 7:25 PM
28	No more development of any kind	4/22/2019 7:17 PM
29	I worry that there is too much focus on developing new housing, especially downtown, when the focus there should be on creating scenarios that make the downtown more attractive to shops and restaurants.	4/22/2019 5:01 PM
30	Action 1-1 ...I do NOT support the use of White Cliffs as residential housing. The building should remain historical and another use should be found besides tearing it down for houses.	4/22/2019 4:25 PM
31	Anything that is done to make housing more affordable is to be lauded. Northborough is running out of land to use for housing, and much of the recent housing makes poor use of the land. And that white elephant, White Cliffs, should be torn down. Buying it was a real waste of town resources.	4/22/2019 4:23 PM
32	Why are quality and success always characterized by growth? A successful housing strategy can be improving housing quality but maintaining current capacity. Bigger is NOT always better.	4/22/2019 3:31 PM
33	New housing should never be built when older, often historic, buildings are already in place - Renovation should be prioritized	4/22/2019 1:57 PM
34	Provide more affordable housing for senior citizens.	4/22/2019 1:49 PM
35	Encourage and allow for modifications and additions to some existing, older housing stock and neighborhoods rather than default to new construction.	4/22/2019 1:48 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

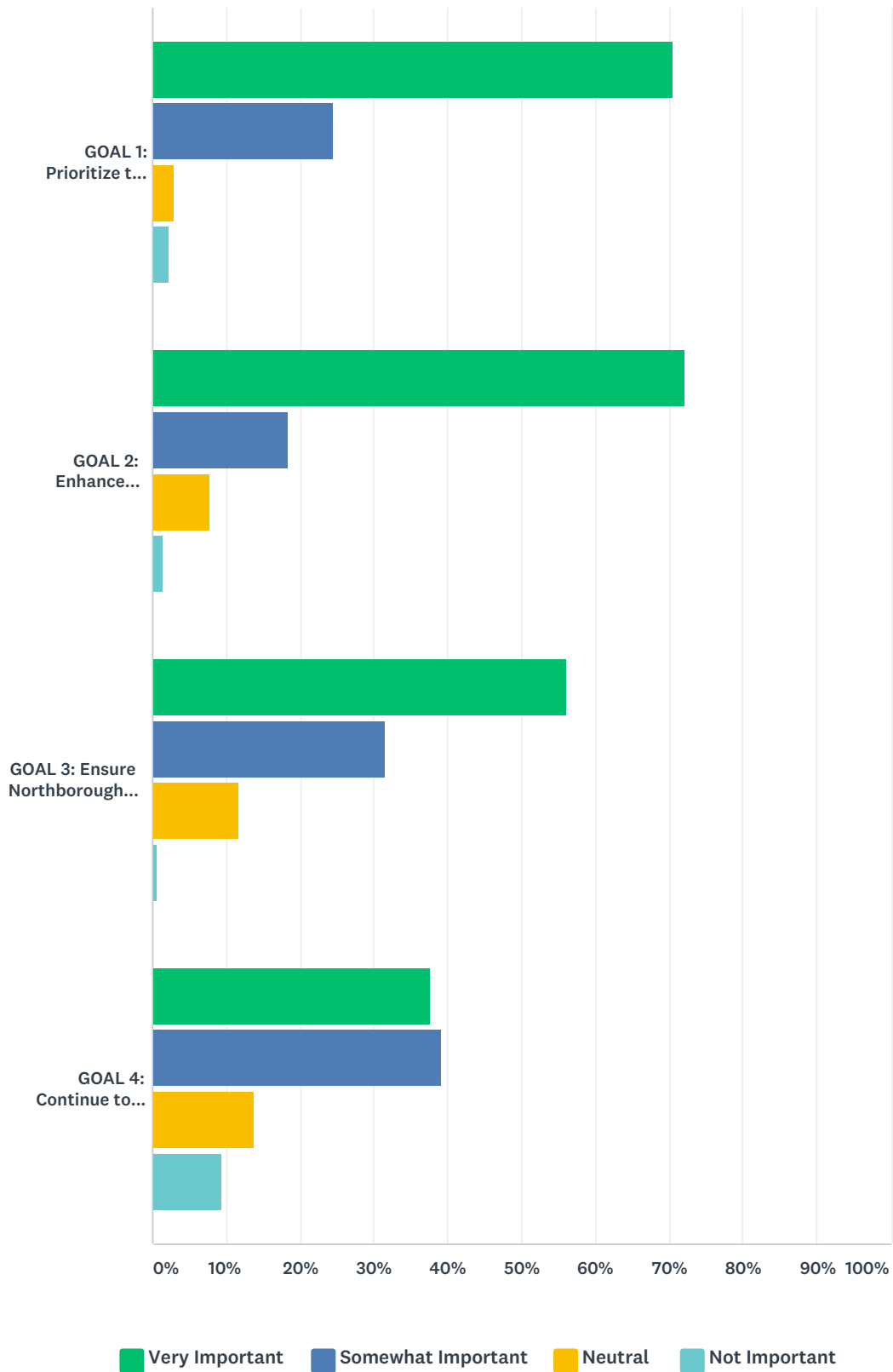
36	Lower taxes and find alternate ways of making home ownership possible for middle class who can afford the home but not the tax	4/22/2019 1:46 PM
37	Please stop the relentless condo-izing of our town. The condos are not affordable, they are often ugly as all get-out, and they diminish the character of our town. Affordable housing is necessary and duplexes can be built in ways where they "fit" with the surrounding homes. Having individual building contractors coming in and throwing up disturbing houses on every parcel they can scoop up is making Northborough look undesirable. And please, ban neon signs! lol :)	4/22/2019 1:46 PM
38	Without adequate parking and a major traffic re-routing there shouldn't be a big push to put more housing near downtown.	4/22/2019 1:42 PM
39	Some goals sound great at face value but the trade offs need to be spelled out. If increased density is required to accomplish these goals, I think that needs to be made very clear to residents because I have yet to hear residents ask for increased density, nor have I heard any of the tradeoffs made clear.	4/22/2019 1:35 PM
40	Would not want to see White Cliffs developed into affordable housing.	4/19/2019 11:53 AM
41	Action 2-5. No more rental units built in town	4/19/2019 11:25 AM
42	I think the town should continue to limit or forbid construction of condo units in town.	4/16/2019 1:16 PM
43	I will be looking for a low income buy/rent option for my intellectually, yet high functioning adult child.	4/15/2019 7:19 PM
44	disagree with the goals to promote affordable housing as northborough is already affordable relative to other towns.	4/15/2019 1:28 PM
45	Stop cutting down green space to build new, revamp old structures first	4/14/2019 8:13 AM
46	Support and promote volunteer efforts and organizations such as Habitat for Humanity. List Outreach opportunities (maintain and improve properties, provide financial support, etc.) for individuals and organizations (churches, scouts, Rotary, Lions, etc.) to do.	4/14/2019 6:59 AM
47	No more duplexes!	4/11/2019 6:36 PM
48	I would want to see how much "future growth" our town can absorb. What is the benefit to impact ratio?	4/11/2019 11:46 AM
49	Goal 3 services - fire, police, schools - should also include library, Family & Youth Services, special needs children. Infrastructure should include sidewalks, more parks/recreation facilities (small and large).	4/11/2019 8:43 AM
50	Stop the condos! Too much traffic! Stop development!	4/11/2019 7:15 AM
51	2-3, 2-4	4/10/2019 7:35 PM
52	I hope that the committee will guard against huge projects like Avalon Bay that end up with all the children in that district end up in one elementary school like Proctor School is now. It seriously impacts each student and teacher load especially if the majority of the students are non- English speaking and/or not prepared for learning.	4/10/2019 4:30 PM
53	i would be very careful introducing new housing requirements that may allow builders to exploit situations for financial gain (i.e. Abu trying to add unnecessary commercial and/or too many residential split unit townhomes on the corner of Lincoln & Main). In the past years, it seems the town has too much non-utilized and misplaced properties that were approved due to current policy in place (i.e. the misplaced bank on the corner of Pierce and Church Streets). Please be sure to consider the stress on schools and general infrastructure proposed projects like that place on the community	4/10/2019 11:50 AM
54	Whatever the policy tools chosen, the most important goals to me are to make it possible to live comfortably here if you don't have the privilege of being rich (10% affordable housing is just what the state mandates, let's aim much higher) and build new housing within *walking distance* to as many essential services as possible such as a grocery store.	4/10/2019 9:38 AM
55	I would like to see investments made to beautify or improve neighborhoods or homes that may be neglected or in need of rehab or repair.	4/10/2019 8:06 AM
56	Guidelines and zoning to put a check against uncontrolled developers and growth. We don't need more housing.	4/10/2019 6:44 AM
57	Create a residence for people with disabilities	4/10/2019 12:01 AM

Northborough Master Plan Goals and Recommendations Prioritization Survey

58	Stop allowing crazy duplexes to be build in 'parking lot' sized spaces and cheapening the value of the town.	4/9/2019 11:08 PM
59	I do not want to see the White Cliffs site turning into housing!	4/9/2019 7:23 PM
60	I would like to see White Cliffs remain an historic property rather than become a housing development.	4/9/2019 6:04 PM
61	New Housing is needed for elderly and people buying their first house.	4/9/2019 5:53 PM
62	Inclusionary zoning as presently expressed is not economically feasible	4/9/2019 3:01 PM
63	prioritize building single family homes more than condos. we are o.k. with affordable housing at the current level. no need to increase it.	4/9/2019 2:41 PM
64	The cost of a single family home in Northborough is too high, as are the property taxes. And yet, the town is almost out of buildable land. I support redevelopment of the downtown through the development of mixed-use commercial/residential properties.	4/9/2019 2:19 PM
65	I do not support building larger multi-unit building(s).	4/9/2019 2:09 PM
66	1-1 Do NOT use the White Cliffs property for additional housing.	4/9/2019 2:06 PM
67	Please don't bring more affordable housing to town we pay a lot in taxes to live here and having affordable housing almost always means more crime and less than stellar residents....	4/9/2019 2:00 PM
68	Personally - purchasing a single family home to tear down & replace with 2, 3, or 4 residences should be forbidden in almost all cases.	4/9/2019 1:16 PM
69	I would like to see a goal that requires builders to respect Neighbor's rights...not to have their properties flooded during construction, warning and notice of explosive use, regulate hours for noisy construction, limit environmental disruption	4/9/2019 1:11 PM
70	When is town sewer coming in where they said it would 10 years ago?	4/9/2019 12:37 PM
71	I prefer that an area such as White Cliffs not be turned into housing.	4/9/2019 12:08 PM
72	As low income housing is added to Northborough, increase funding to schools and other resources commensurately.	4/9/2019 12:03 PM
73	Make the town more walkable by extending sidewalks on main roads leading Downtown. For example, Whitney St should have sidewalk from Church St to the Berlin border.	4/9/2019 11:55 AM
74	I think our housing has a nice variety. I don't think I would like any changes	4/8/2019 3:23 PM
75	What is described as "missing middle" seems to include housing such as duplexes, that the town residents have been fighting very hard against.	4/8/2019 3:08 PM

Q9 Please review the draft Land Use Goals listed below and rate how important they are in your opinion.

Answered: 322 Skipped: 60

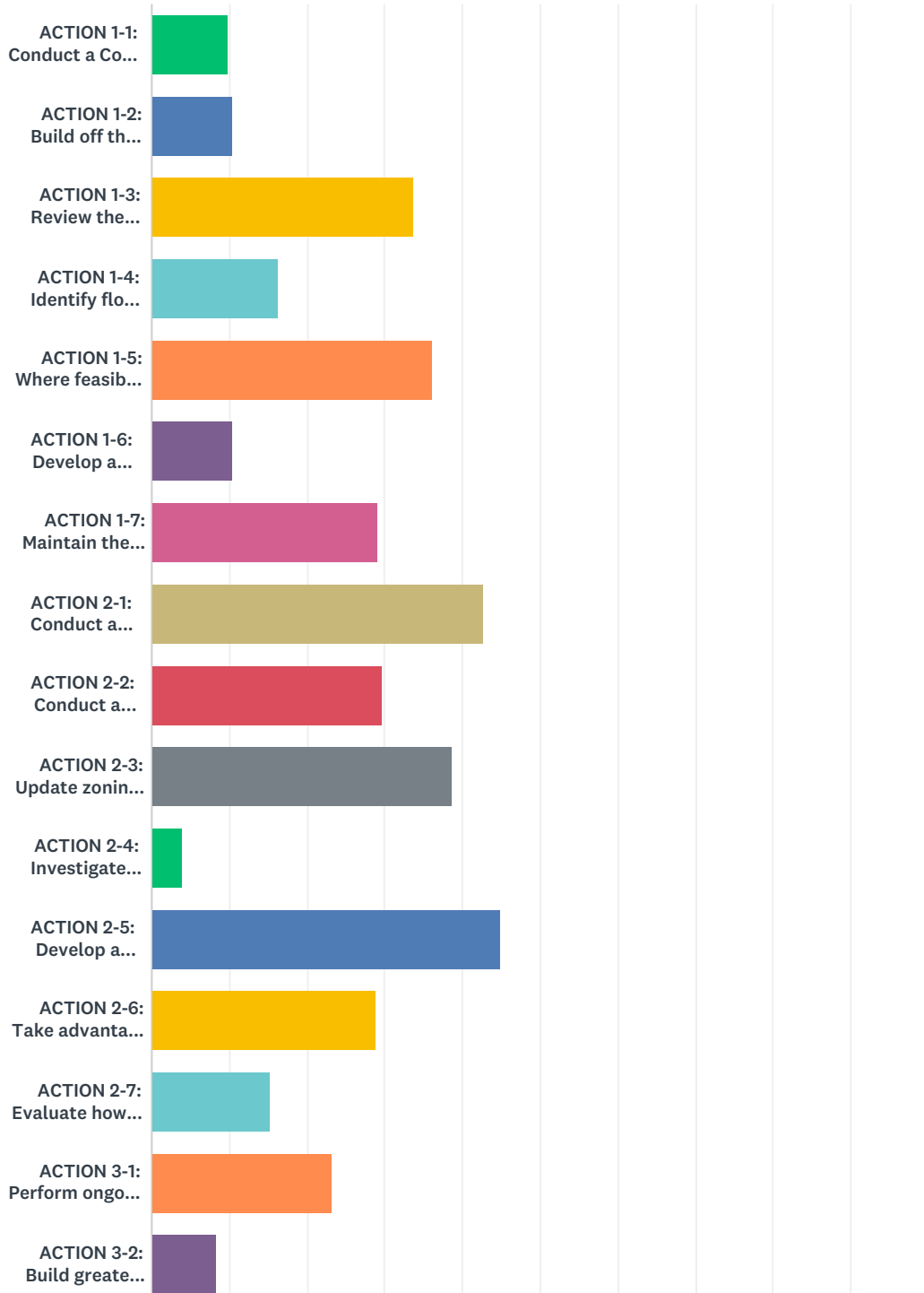


Northborough Master Plan Goals and Recommendations Prioritization Survey

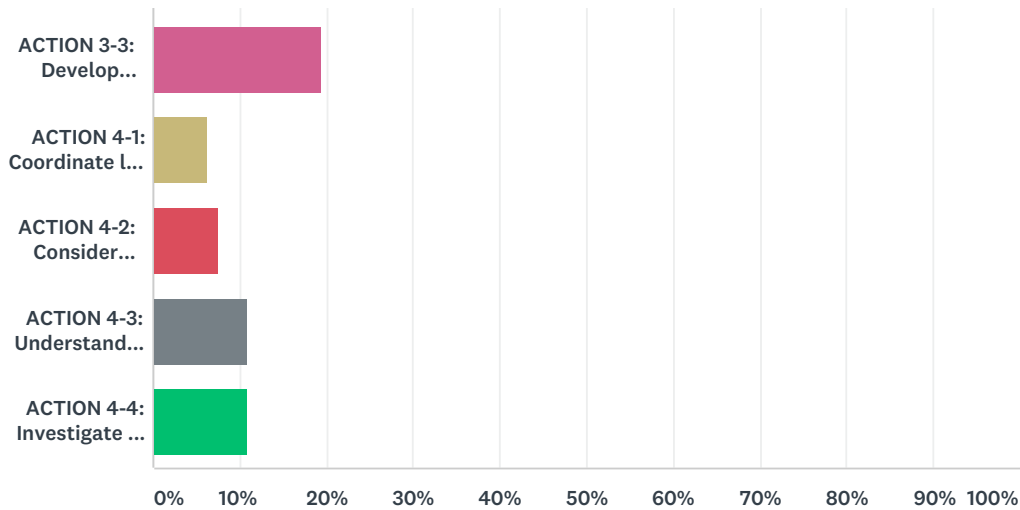
	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
GOAL 1: Prioritize the preservation of valuable natural resources and open spaces, while still accommodating the social and economic needs of the community.	70.44% 224	24.53% 78	2.83% 9	2.20% 7	318	3.63
GOAL 2: Enhance Downtown 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.	72.10% 230	18.50% 59	7.84% 25	1.57% 5	319	3.61
GOAL 3: Ensure Northborough's future land uses support its Vision and established community character.	56.05% 176	31.53% 99	11.78% 37	0.64% 2	314	3.43
GOAL 4: 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.	37.62% 120	39.18% 125	13.79% 44	9.40% 30	319	3.05

Q10 Please review the draft Land Use Recommendations/Actions developed for the Master Plan and choose UP TO FIVE items that you think the Town should prioritize in implementation. Note: Action items starting with the same first number in "Action #-#" support the same Goal with the corresponding number as listed above. For example, Action 1-1 through 1-7 all support Goal 1.

Answered: 323 Skipped: 59



Northborough Master Plan Goals and Recommendations Prioritization Survey



ANSWER CHOICES	RESPONSES	
ACTION 1-1: Conduct a Cost of Community Services Study to prove the economic value of open space and natural lands.	9.91%	32
ACTION 1-2: Build off the 495/MetroWest Development Compact Plan (https://www.495partnership.org/compact) to inventory local priority development areas (PDAs) and priority preservation areas (PPAs) to guide future development activities in Town, as necessary.	10.53%	34
ACTION 1-3: Review the existing zoning bylaw and conservation commission regulations for needed revisions to strengthen protection of natural resources.	33.75%	109
ACTION 1-4: Identify flood hazards (e.g., stormwater inundation, riverine flooding), and develop updates to land use planning tools such as zoning and subdivision regulations to better define development objectives in these areas. Conserve, through purchase or restriction, properties that would expand and improve flood control/hazard mitigation.	16.41%	53
ACTION 1-5: Where feasible, seek actions that contribute to the quality and diversity of wildlife habitat, as well as protection of water quality.	36.22%	117
ACTION 1-6: Develop a stormwater management bylaw to require stormwater management and erosion control permit. Monitor stormwater maintenance plans created for the operations and maintenance phase of real estate developments.	10.53%	34
ACTION 1-7: Maintain the Town's conservation fund to ensure resources are available to protect open space as opportunities arise.	29.10%	94
ACTION 2-1: Conduct a design study of the Downtown to help focus ideas and develop a clear vision for the area.	42.72%	138
ACTION 2-2: Conduct a visual preference survey with the community to determine what kinds of developments it prefers in Downtown and update the Town's Zoning Bylaw to accommodate these preferred development types.	29.72%	96
ACTION 2-3: Update zoning to better plan for mixed-uses in Downtown that can promote and support walkability.	38.70%	125
ACTION 2-4: Investigate density bonuses and/or density transfer credits in the Town's Zoning Bylaw that promote reasonably higher densities in the Downtown in exchange for public benefits.	4.02%	13
ACTION 2-5: Develop a program to promote the planting and sustained growth of street trees, landscaping, and other green infrastructure in Downtown in concert with the development and fostering of partnerships, including with the Northborough Garden Club. As part of the program, undertake a tree inventory along the major corridors in Town.	44.89%	145
ACTION 2-6: Take advantage of the Department of Housing and Community Development's Massachusetts Downtown Initiative that provides services and technical assistance to communities on revitalizing their downtowns.	28.79%	93
ACTION 2-7: Evaluate how Community Preservation Act (CPA) funding and affordable housing funding can be used to support Downtown enhancement.	15.17%	49
ACTION 3-1: Perform ongoing review of existing design guidelines to ensure a balance between the existing community character with new development and redevelopment, as well as consistency with the findings of the visual preference survey.	23.22%	75

Northborough Master Plan Goals and Recommendations Prioritization Survey

ACTION 3-2: Build greater awareness of Chapter 61 programs that provide tax breaks to owners of forest, agricultural, and recreational land, and grow local participation in the program.	8.36%	27
ACTION 3-3: Develop Town-wide guidelines for commercial and industrial development that promote high quality design and considers building layout in relation to adjacent uses and circulation and allows for a mix of uses.	19.50%	63
ACTION 4-1: Coordinate land use planning with regional transportation investments.	6.19%	20
ACTION 4-2: Consider updating and expanding the existing Major Commercial Development Overlay District for Route 20 and Route 9 and tie it to the development and codification of design standards and guidelines mentioned in LU3.	7.43%	24
ACTION 4-3: Understand development potential and articulate future infrastructure needs by reviewing water/sewer capacity, particularly along Route 9 and Route 20.	10.84%	35
ACTION 4-4: Investigate a hazardous waste facility bylaw.	10.84%	35
Total Respondents: 323		

Q11 Is there any Land Use Goal or Action listed above that you disagree with? Is there anything missing that you would like to add to the Land Use Element? Please leave your comments below.

Answered: 59 Skipped: 323

#	RESPONSES	DATE
1	Change the sprinkler laws to enable modern water conserving systems.	4/28/2019 9:01 AM
2	Improve traffic flow in town center	4/27/2019 1:14 AM
3	Zoning laws are useless unless they are enforced	4/26/2019 9:16 PM
4	We need to keep as much open space as possible	4/26/2019 8:57 PM
5	Not sure that it would fall here but check on what Anza is doing on Whitney Street. He's destroyed many trees on the right side of the road heading to Berlin and stinks up the area with whatever he's doing down there.	4/26/2019 2:28 PM
6	In addition to pursuing a hazardous waste facility by-law, the town should review its bylaws regarding farms and agricultural properties to exclude those facilities from importing plant waste and animal waste for any purpose. Current bylaws only mention piggeries. The bylaw is outdated.	4/26/2019 10:52 AM
7	What is Northboro's Vision? Why doesn't it reflect previous master plans and studies?	4/26/2019 10:37 AM
8	None	4/26/2019 7:55 AM
9	We should be making sure current land use is appropriate such as shutting down illegal waste facilities near neighborhoods. Downtown rebuild is very helpful important to me as well.	4/25/2019 11:25 PM
10	I DISAGREE WITH THE LAND USE OF S&A FARMS and the inability or refusal of the town to shut him down.	4/25/2019 7:12 PM
11	Eliminate sign pollution and overhead wiring in downtown area.	4/25/2019 6:31 PM
12	3-2 Very problematic issue - especially with what has in the past been designated as farming. The town has not done their due diligence in properly designating and monitoring one particular "farm" that is actually functioning as a dump site. So called "farm" also pays no taxes! This has caused 10 yearsof stress and harm to the residents of the adjacent neighborhood.	4/25/2019 4:11 PM
13	2, I wish I could go back to add the very important issue of residential areas that have no town water or sewer: The dependence on private wells is a time-bomb over the next 20 years, and extending municipal water and sewer is correspondingly important. 2, A lot of terms in these items that probably are in the list of definitions that used to lead off the survey. Without definitions, the items are incomprehensible planning jargon.	4/25/2019 10:53 AM
14	plan for all the empty properties downtown and along route 20	4/25/2019 10:29 AM
15	Goal one makes no sense. Are you saving valuable natural resources or not? What does it have to do with the economic and social needs of the community part of the statement? Can you do both or is it one or the other? Goal 3: What is the vision? Does it match the community character or is it a new vision? There seem to be very few lots available. i hope they can be developed to promote open space, protect water and wildlife habitats.	4/24/2019 7:59 PM
16	The term "reasonably higher densities" is worrisome and too open to interpretation. The Chapter 61 item is also worrisome - until the town can keep it's already troublesome agricultural property owners under control, we don't want to encourage growth in this area. Also, Action 4-4 is very vague - if you mean to strengthen the town's position on not allowing hazardous waste facilities in residential areas, we have no issue with that. If you mean to allow hazardous waste facilities to have more freedom to abut residential area, we have issue.	4/24/2019 2:16 PM
17	Residences and businesses along Main Street and Route 20 should be required to adhere to reasonable standards of maintenance. There are far too many abandoned, closed, run-down or poorly maintained properties along these roads which erodes the character of the city and makes visiting the downtown area undesirable, which in turns hurts the viability of businesses there.	4/23/2019 7:42 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

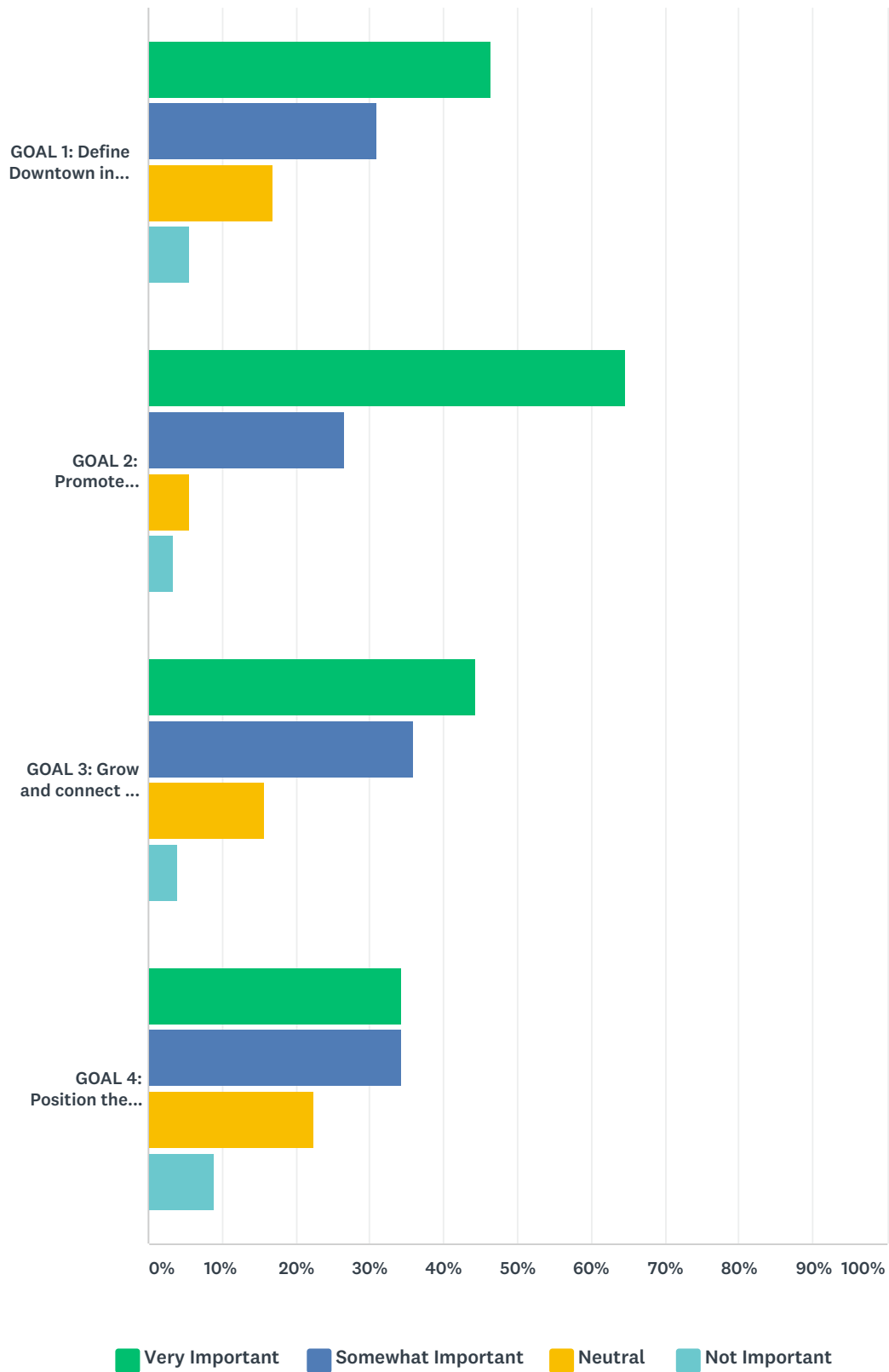
18	There are a lot of actions here that I agree with. Seems all are important. I don't know anything about that 495 partnership org and how it benefits the town. I'd need to read more about it.	4/23/2019 3:25 PM
19	Making downtown a true community center - walkable, a place where businesses can succeed and the community wants to gather. Coming up with a way people can park and the flow of traffic works better is essential for this to happen.	4/23/2019 7:53 AM
20	Find, promote and fund incentives to current and prospective property owners to refurbish, renovate or repurpose their properties to bring more attractiveness, cohesion and modernization to downtown and route 20 corridors. Study and fund the capital to bury power and communication lines underground (see Shrewsbury example)	4/22/2019 9:46 PM
21	Expansion of town water, sewer and gas critical to development	4/22/2019 9:30 PM
22	2-4. Make Downtown more dense? Traffic is already a nightmare at certain times of day	4/22/2019 9:30 PM
23	I think we need to stop tearing down woodland and focus on re-developing empty and run down structures	4/22/2019 8:40 PM
24	Having a clear vision on land use is essential to future generations' existence. If we don't preserve land now, we can't go back and preserve it in the future once it's developed.	4/22/2019 8:24 PM
25	Please review the non conforming use bylaw which is creating havoc for homes /daycares in heavy residential/watershed areas on west main Street, Northborough.	4/22/2019 8:15 PM
26	Downtown is already walkable, there's just nothing to walk to and therefore little reason to walk there. As well, no streets have sidewalks so if you live in the surrounding area, you still can't walk to downtown. Adding housing to the downtown would break it. Where would the you park the cars for the residents? I agree the downtown needs a plan but it's never going to be Hudson. We need to protect the town land for overdevelopment.	4/22/2019 7:36 PM
27	The town does not really have a defined 'downtown' as such. Walkability is a good goal, but the housing density would have to be much greater to make it feasible. I give you Church Street as an example: too narrow, with 'sidewalks' that make mockery of the term and are, in some places, lower than the road surface, with no curbing.	4/22/2019 5:54 PM
28	RE: Action 4-3 is just as important to existing infrastructure as to future needs, and in the whole town, not particularly along routes 9 and 20	4/22/2019 3:46 PM
29	Downtown should be a priority, especially walkable business.	4/22/2019 3:43 PM
30	continuous sidewalks in downtown areas. rethink traffic patterns to increase walking in downtown area	4/22/2019 2:47 PM
31	Stop allowing residential homes so close to each other like the awful new homes on Pleasant St across from Rutland Rd. Those are a disgrace!	4/22/2019 1:51 PM
32	Industrial zone by Bartlett - needs a plan behind it asap. It looks like an unplanned mess of trucking and warehouses.	4/22/2019 1:38 PM
33	Downtown needs improved, buildings are rundown, too many gas stations and auto repair. Guidelines on building style are needed to ensure a constant timeless and classy look on facades and signage. This will improve town pride, as well as increase town value. White Cliffs, is an eye sore, and a financial drain for the town. A plan to enable that space to generate money rather than for the town to continue to put good money after bad is needed. This property and space could be used to create a state of the art recreation facility allowing the town to do something with what has already cost millions with no benefit to the town.	4/22/2019 10:44 AM
34	Add a sidewalk on the remainder of RT.20 to connect a sidewalk all the way from the Marlborough/Northborough Town line so families and can walk/ride to downtown and Zeh school.	4/20/2019 3:01 PM
35	Preserving open space is a high priority for us. The rural character of the town attracted us and we do not want to see another house farm replace woods or displace wildlife. We need to curtail new commercial if older buildings are sitting empty	4/19/2019 11:34 AM
36	too many empty buildings, do not build new unless existing are used first	4/14/2019 8:16 AM
37	I support conducting studies and otherwise doing our due diligence to align ourselves with best practices. I support active communication of town goals broken down into tasks (planting trees, etc.) which volunteer individuals and organizations can support.	4/14/2019 7:15 AM
38	Take action to improve the downtown area. Enough with the studies, plans, ideas.	4/12/2019 3:34 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

39	Intersection of Routes 9 and 20 is saturated. Yesterday (a Wednesday) at about 3:30 PM, westbound traffic on Route 20 was backed up from the traffic light at Northborough Crossing all the way to Main Street.	4/11/2019 2:53 PM
40	For goal 3 does the Vision and established community character match? I feel we are looking forwards and backwards....do they align? How did the new glowing green building downtown fit into the design plans? Maybe it matches the orange and brown Dunkin donuts??? There definitely needs to be streetscapes. Our strip malls downtown cover the whole lot with buildings and pavement for parking, there are no aesthetics or trees. We need to protect our groundwater from hazardous uses. We also need to cut back on warehouses and trucking. Maybe cut back on industrial and allow some commercial on industrial?	4/11/2019 11:57 AM
41	I believe that "Vision and established community character" mean quite different things to people of different economic backgrounds in this town.	4/11/2019 8:52 AM
42	Preserve, expand open space and parks	4/11/2019 7:20 AM
43	Try to protect neighborhoods from the horrific state of Whitney street where industrial waste is destroying the fine neighborhoods that should have been considered when planning took place.	4/10/2019 4:38 PM
44	In question 1 I marked goal 1 as "very important", but it is also important to point out that in many cases what is economically good is environmentally destructive. The town has to be able to say "no" to profitable commercial pursuits that are environmentally harmful otherwise we are failing to do the most basic actions necessary to fight climate change.	4/10/2019 9:50 AM
45	Any goal that stops the ad hoc building schemes in the downtown area causing our town to look like most of Marlborough.	4/9/2019 11:16 PM
46	It seems that there is no vision for the design of downtown, so that it is developed as an integrated whole.	4/9/2019 6:15 PM
47	Preserving as much open space as possible within the town	4/9/2019 6:06 PM
48	we have too much preservation land and don't need any more as it is interfering with building more recreation areas for such things as pickleball, etc.; and building more homes to sustain the town growth and limit increases in property taxes.	4/9/2019 2:45 PM
49	Please do everything in your power to drive sustained development of the downtown. It is an eyesore.	4/9/2019 2:21 PM
50	Please don't ruin the residential neighborhoods but allowing businesses and developments to be put in places where family's try to have their privacy and sanctuary at home. Nothing to loud or restaurants with bad smells from oils or waste plants that cause traffic when people are living on these roads.	4/9/2019 2:05 PM
51	Limit further commercial development to preserve beauty of our town and limit traffic	4/9/2019 1:58 PM
52	Northborough downtown is AWFUL!!! Clarifying what the town wants it to be, is a MAJOR need. If you want a park like feel, with shops and business adjacent, then a full re-do has to be done to create the space for this.	4/9/2019 1:21 PM
53	We need to make our downtown better! Some buildings are eye sores.	4/9/2019 12:42 PM
54	Good grief -- too many choice signs above. Change the bylaws to get rid of all the ugly gas stations in town. And horrible flashing signs.	4/9/2019 12:38 PM
55	I live on Route 20 (Marlboro side) and would love to have sidewalks. They don't start until Bartlett St. The increased traffic from Apex has made walking and even getting mail hazardous.	4/9/2019 12:26 PM
56	Downtown is an embarrassment. There appears to be no effort to improve or attract businesses to it. Main St offers two pizza restaurants, multiple gas stations, run down or vacated businesses and the main draw is a CVS. Towns like Hudson or Waltham have vastly improved their town appeal, encouraged visitors/tourism and embraced diversity. A long way to go for Northborough.	4/9/2019 12:16 PM
57	Specifically list what can and cannot be dumped on private property and in what quantities.	4/9/2019 12:08 PM
58	We need a better downtown!	4/9/2019 12:08 PM
59	It is very important to protect our natural resources, such as ground water. We don't want another "Flint Michigan". It is also important to fix the downtown and streetscape. I would also like to see 3-3 with a varied type of facility in industrial and commercial zoning. Not all trucking and car-related.	4/8/2019 3:59 PM

Q12 Please review the draft Economic Development Goals listed below and rate how important they are in your opinion.

Answered: 306 Skipped: 76



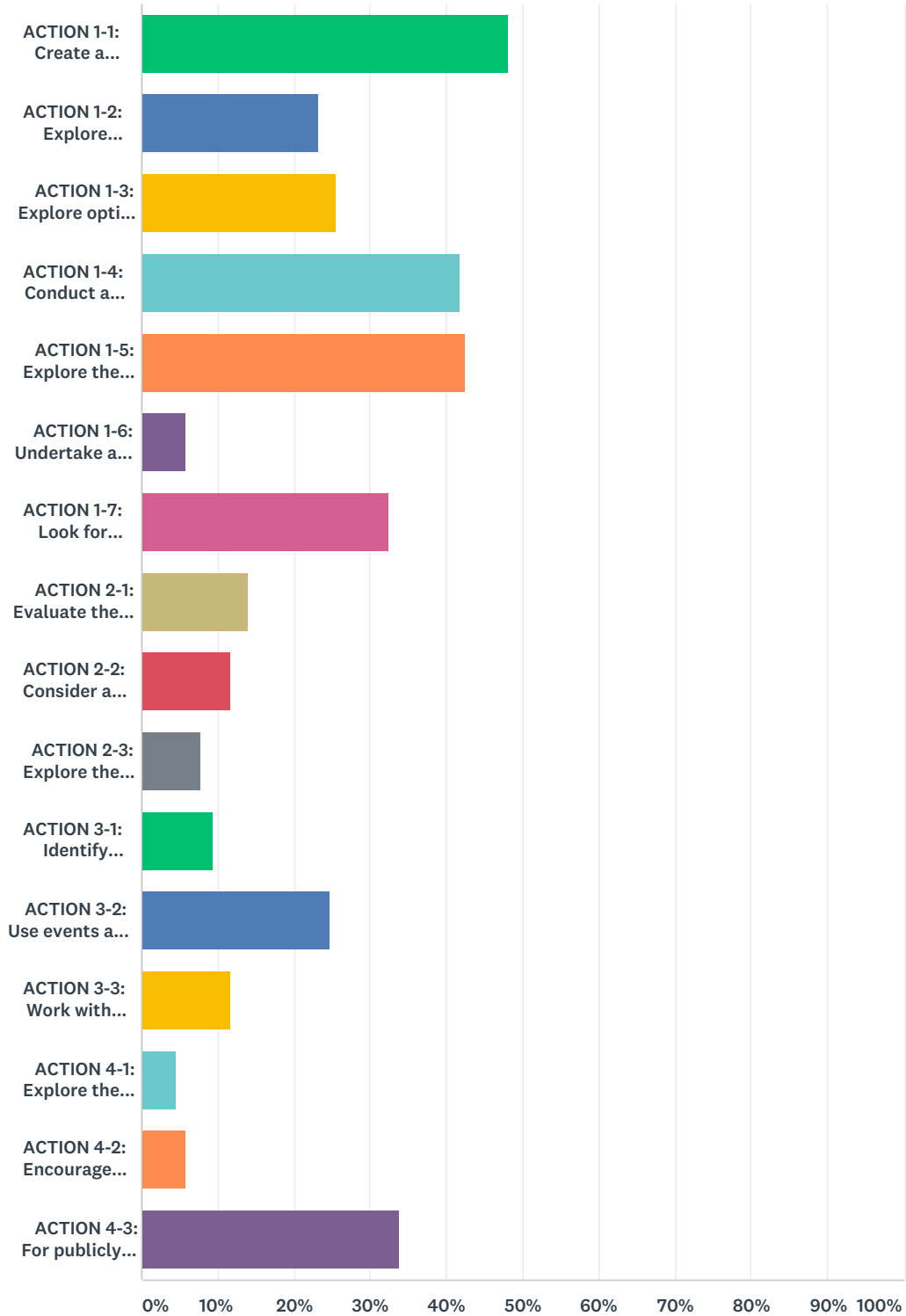
Northborough Master Plan Goals and Recommendations Prioritization Survey

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
GOAL 1: Define Downtown in terms of its geography (e.g., Downtown Business District), appearance, branding, and function.	46.41% 142	31.05% 95	16.99% 52	5.56% 17	306	3.18
GOAL 2: Promote (re)development opportunities for vacant or underutilized commercial and industrial properties.	64.59% 197	26.56% 81	5.57% 17	3.28% 10	305	3.52
GOAL 3: Grow and connect the local business community and position it to be resilient in the face of changing economic conditions.	44.41% 131	35.93% 106	15.59% 46	4.07% 12	295	3.21
GOAL 4: Position the Town to attract more visitors and commercial tax revenue.	34.23% 102	34.23% 102	22.48% 67	9.06% 27	298	2.94

Q13 Please review the draft Economic Development Recommendations/Actions developed for the Master Plan and choose UP TO FOUR items that you think the Town should prioritize in implementation. Note: Action items starting with the same first number in "Action #-#" support the same Goal with the corresponding number as listed above. For example, Action 1-1 through 1-7 all support Goal 1.

Answered: 309 Skipped: 73

Northborough Master Plan Goals and Recommendations Prioritization Survey



ANSWER CHOICES	RESPONSES
ACTION 1-1: Create a Downtown planning/revitalization committee made up of Downtown business owners and representatives from pertinent Town boards that will define the geography of Downtown, support the Town's Planning office, assist in proposing and overseeing plans to enhance the Downtown, and pursue Community Preservation Act (CPA) funding and other funding sources to enable this enhancement.	48.22% 149
ACTION 1-2: Explore potential acquisitions or land deals to appropriately scale the Downtown.	23.30% 72

Northborough Master Plan Goals and Recommendations Prioritization Survey

ACTION 1-3: Explore options for creating a fresh and cohesive identity or brand for the new Downtown area such as unified signage and facades, including wayfinding, and marketing materials. Use signage to clarify the boundaries of the new Downtown.	25.57%	79
ACTION 1-4: Conduct a parking study to assess and address parking activity and pedestrian issues in Downtown, and to plan for future needs.	41.75%	129
ACTION 1-5: Explore the potential for repurposing the Old Town Hall as an anchor for the Downtown. Conduct a feasibility study to identify options and recommendations.	42.39%	131
ACTION 1-6: Undertake a study to explore the potential of designating Downtown as a Business Improvement District, which would create a special assessment district where property owners would agree to organize and finance services above and beyond those already provided by the Town.	5.83%	18
ACTION 1-7: Look for opportunities to incorporate other public gathering places, such as the Town Common and Library, into the Downtown framework. Advance efforts to connect gathering places and businesses for improved walkability and accessibility.	32.36%	100
ACTION 2-1: Evaluate the need for, and ability to sustain, a dedicated economic development officer to actively engage the Town's business community, promote the Town's economic attractiveness, and coordinate the Town's economic development efforts.	13.92%	43
ACTION 2-2: Consider a study to engage a real estate advisory firm to create a redevelopment strategy for the Town's business districts. The strategy should incorporate analysis of appropriate uses, scale/dimension/design, as well as infrastructure and services needed to support these redevelopments.	11.65%	36
ACTION 2-3: Explore the potential for District Improvement Financing, Tax Increment Financing, and/or grants to attract private investment in the Town's business districts.	7.77%	24
ACTION 3-1: Identify opportunities to incorporate small office or incubator like-concepts into under-occupied spaces.	9.39%	29
ACTION 3-2: Use events and programming, especially at the re-envisioned Downtown, to feature small businesses. This can include markets, pop-up retail, and rotating restaurant programs.	24.60%	76
ACTION 3-3: Work with existing community and business organizations to collectively increase visibility of the business community, and advocate for improvements in the business environment.	11.65%	36
ACTION 4-1: Explore the possibility of attracting hospitality uses to the Route 9 commercial node through market analysis and discussions with local operators.	4.53%	14
ACTION 4-2: Encourage mixed-use development for appropriately positioned private land assets. Develop a strategy for the provision of public utilities, as necessary.	5.83%	18
ACTION 4-3: For publicly controlled sites such as the Westborough State Hospital in Northborough and Boundary Street property, develop a master plan to address key needs to include economic development, housing, recreation, and other needs as appropriate.	33.98%	105
Total Respondents: 309		

Q14 Is there any Economic Development Goal or Action listed above that you disagree with? Is there anything missing that you would like to add to the Economic Development Element? Please leave your comments below.

Answered: 39 Skipped: 343

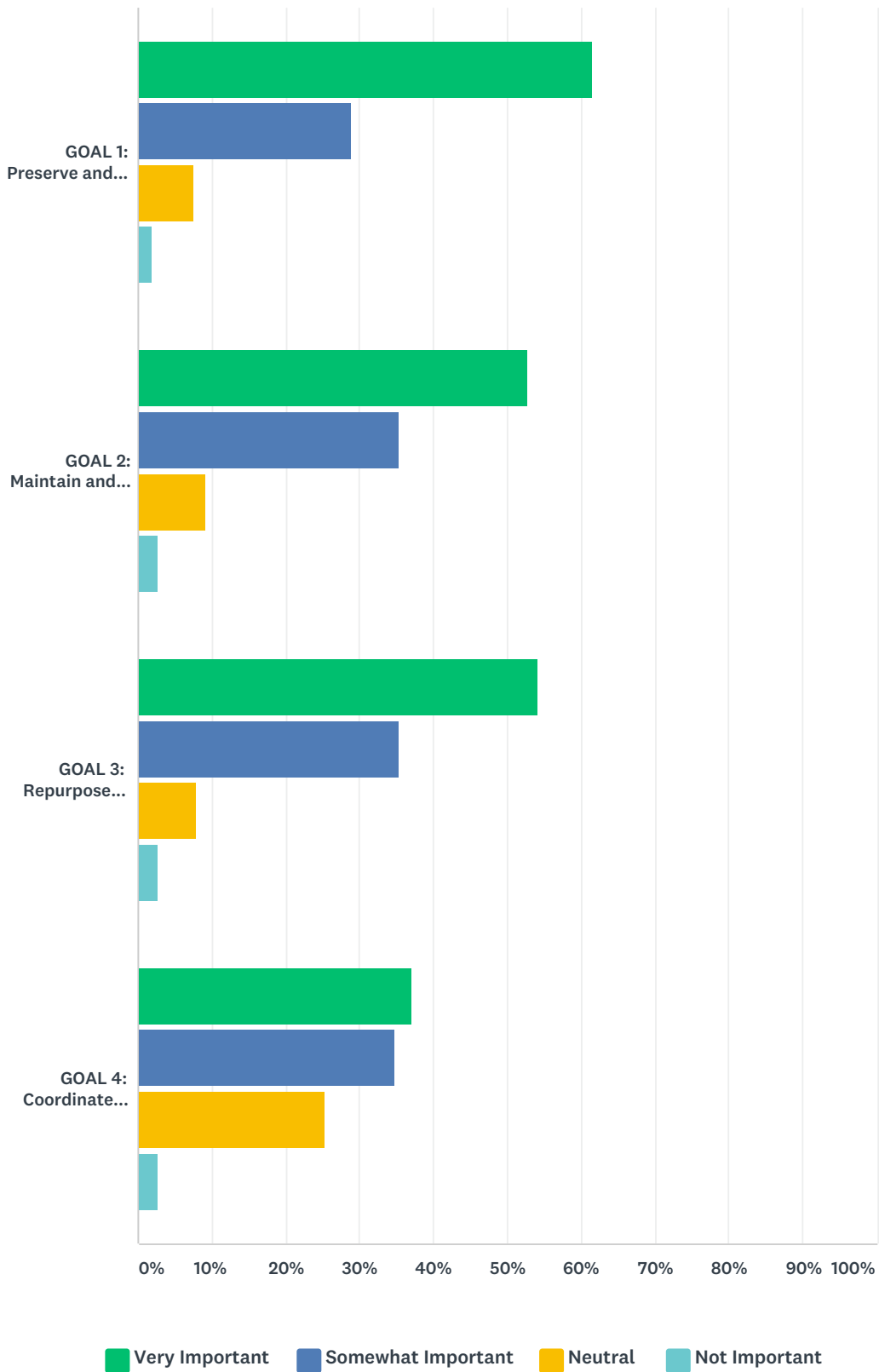
#	RESPONSES	DATE
1	Save open land	4/27/2019 1:19 AM
2	These items are a regurgitation of previous master plans and studies that were shelved and never implemented. Hopefully this new plan will incorporate a base line with a complete inventory of all existing housing, business and industrial types, land uses, availabilities, and zoning, and municipal services etc.	4/26/2019 11:02 AM
3	Efforts taken to enhance main street USA and perimeter environments must take into consideration viability and sustainability at reasonable cost.	4/26/2019 8:00 AM
4	It should be an economic goal and action to SHUT DOWN S&A FARMS to preserve the economic integrity of Northboro. Homes values are plummeting in the Whitney Street area!!!	4/25/2019 7:16 PM
5	Include public input in 1-1.	4/25/2019 6:40 PM
6	The entire list is unbalanced, concentrating entirely on what is good for business, not on contributions to people's quality of life in the "downtown". Businesses run from about 8 am to 7 pm, and everything in the above list risks (perhaps promises) "downtown" will become a wasteland outside of those hours -- with the exception of gas stations and pharmacies, of course.	4/25/2019 11:01 AM
7	Do not develop Boundary Street	4/25/2019 10:52 AM
8	Isn't the planning board in charge of the planning for the downtown and other areas of town?	4/24/2019 8:06 PM
9	Building on Boundary St. As mentioned previously, residents on Boundary are already contending with increased traffic and safety issues due to Marlborough's economic expansion in the local area. Residents do not want to further see home values drop or struggle with resale as they are forced out of what used to be a residential neighborhood.	4/23/2019 9:14 PM
10	If I am reading Action 1-6 correctly, then I would strongly disagree with that. The town already has the ability to assess properties in the downtown area at a higher value if they feel they are more valuable. To have a special assessment on properties in the downtown area would send a message that we are not business friendly.	4/23/2019 12:05 PM
11	The signage situation in our downtown/center is abysmal and embarrassing. Even worse, don't think this can be remedied!	4/23/2019 9:47 AM
12	See my comments in the previous section.	4/22/2019 9:51 PM
13	Northborough doesn't have it's own water, sewer, power, cable, etc. We need to make those investments.	4/22/2019 7:40 PM
14	Unless something is done about the traffic flow at the 135-20 intersection, there is simply no way to make a 'downtown' feasible for that area. We've had restaurants in the old town hall that failed, in part, for lack of parking. There were some good ideas in the master plan in '86, but no agreement could be reached, so no progress was made.	4/22/2019 5:59 PM
15	Action 1-1: As important as it is to have the voice of current business owner's on a committee, I think it would make sense to also counterbalance that with voices from the community. They are the ones who will be using these services and their input is more important than current business owners.	4/22/2019 5:12 PM
16	Need to raze and redevelop abandoned properties downtown.	4/22/2019 3:45 PM
17	connecting the various community assets in the downtown area - library, schools, parks - for walking	4/22/2019 2:50 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

18	Tough to select only 4. Action 2-1 is a must. We are falling behind other towns and need an expert resource with a vision, asap. For Action 1-1, it would be nice to see new people invited and included at the table and not the same participants over and over again. It's great to have experience but we can't keep inviting all of the same participants and expecting different results.	4/22/2019 1:42 PM
19	No rezoning. Submerging the ugly power lines would go a long way to improving the appearance of downtown	4/19/2019 11:37 AM
20	Related to Action 3-2,3-3: Northborough Guide is a great resource that helps promote local businesses and shares community events today.	4/16/2019 12:41 PM
21	Having an Economic officer would have a positive impact on the town.	4/15/2019 1:33 PM
22	no need for more signs	4/14/2019 8:19 AM
23	I support economic development based upon investor's choices without tax incentives based upon general land use regulations.	4/14/2019 7:24 AM
24	Consider a simple public transportation system for adolescents to use after school hours to get around town, make the town more bike friendly	4/12/2019 7:01 PM
25	We moved to northborough because it is a charming town. Adding more visitors/hospitality could erode that, and having 2 such distinct areas such as downtown and the rt 9 corridor hurt town cohesion.	4/11/2019 6:41 PM
26	I hope some of these goals have already been discussed. We need someone to help with economic Development but we also need some New England character in the downtown. Need trees and aesthetics along with business	4/11/2019 12:00 PM
27	Action 1-1 should also include residents who aren't on Town boards, aren't business owners: senior, long-term renter, family person who works in Town, person who commutes out of Town for job. Also, the Econ Dev Goals are written as if there's significant non-residential land available to develop. There's not. Also, bad idea to engage real estate development firm.	4/11/2019 9:05 AM
28	Need better traffic management and less development. Preserve open space and stop ugly wegman's type developments.	4/11/2019 7:24 AM
29	Action 4-3 I believe the properties should be carefully consider the impact on our schools if the development means our schools are going to be blasted with new students. Please consider housing for the elderly instead.	4/10/2019 4:44 PM
30	I would like to see an emphasis on public art and public events that would encourage people to come and walk around downtown.	4/10/2019 8:13 AM
31	Bring the New England charm back to Northborough the way Westborough has done.	4/9/2019 11:21 PM
32	I disagree with creating a special assessment district - we should be thanking the businesses in town - not forcing them to pay more taxes!	4/9/2019 7:29 PM
33	The downtown needs more businesses and pedestrian traffic. It is not walkable. I fully support the town reacquiring the Old Town Hall building and using it to anchor the downtown...even if that means using it as the Town Hall.	4/9/2019 2:24 PM
34	2-3 No tax dollars for businesses to come to Northborough	4/9/2019 2:11 PM
35	Signage needs to be improved. So many ugly facades in town.	4/9/2019 12:40 PM
36	Re-purposing or buying additional should be off the table. The town should work with existing property owners to drive the Economic Development. The town does not need to own more real estate.	4/9/2019 12:20 PM
37	Try to encourage anything other than coffe shops, banks, and pizza shops to come to Northborough.	4/9/2019 12:12 PM
38	I am all for 2-2 to get our business districts to follow zoning and find the most appropriate uses in the appropriate zones to promote increased tax revenue with pedestrian friendly walk-ability.	4/8/2019 4:40 PM
39	I think Action Step 1-1 addresses the needs of Downtown and the remaining Step 1 Actions are redundant	4/5/2019 1:29 PM

Q15 Please review the draft Natural, Cultural and Historic Resources Goals listed below and rate how important they are in your opinion.

Answered: 304 Skipped: 78



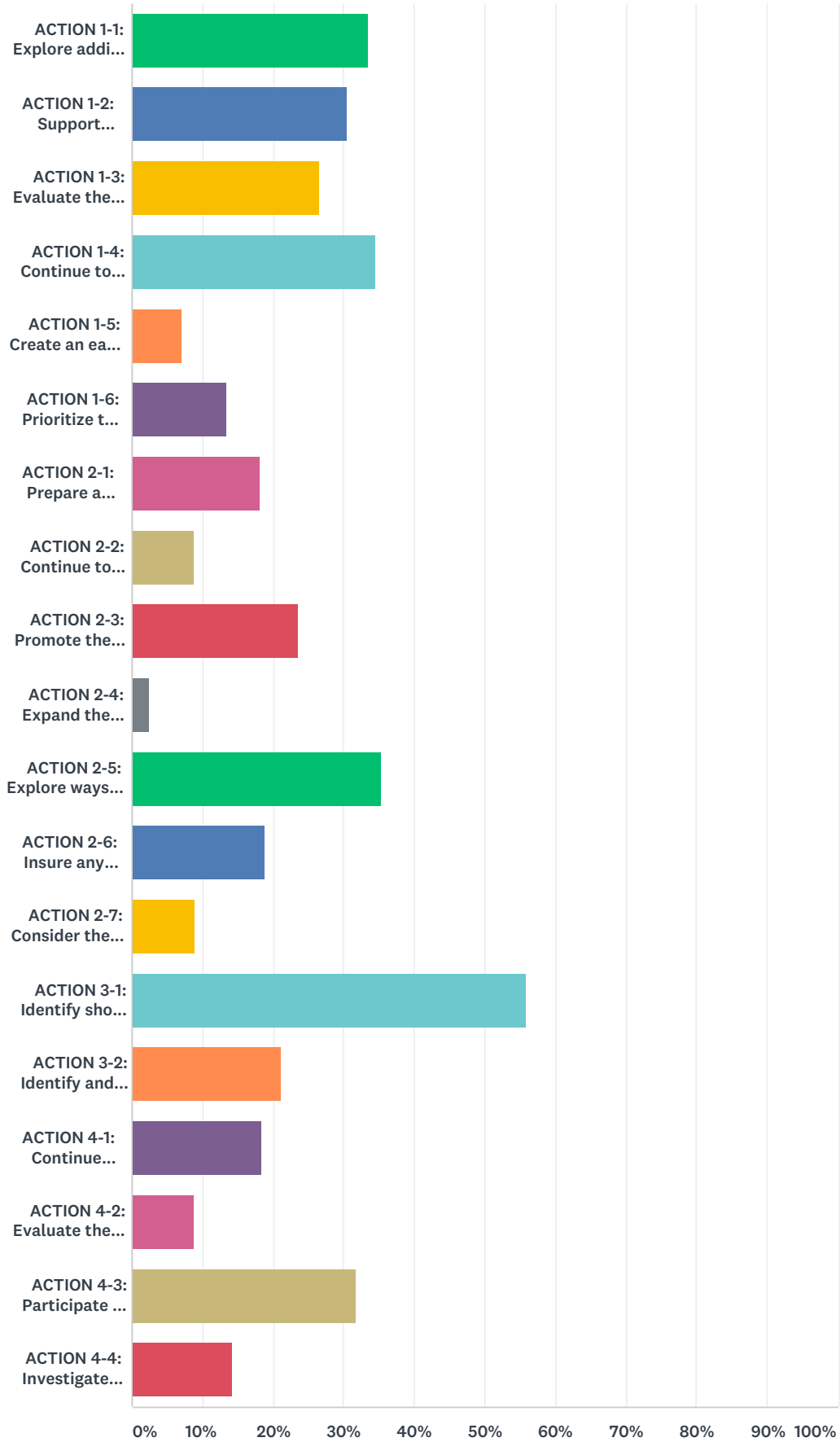
Northborough Master Plan Goals and Recommendations Prioritization Survey

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
GOAL 1: Preserve and enhance the natural landscapes of the community, including farmlands.	61.59% 186	28.81% 87	7.62% 23	1.99% 6	302	3.50
GOAL 2: Maintain and expand the protection of Northborough's historic resources including: buildings, structures, landscapes, and documents.	52.81% 160	35.31% 107	9.24% 28	2.64% 8	303	3.38
GOAL 3: Repurpose surplus Town-owned buildings and facilities for community needs.	54.13% 164	35.31% 107	7.92% 24	2.64% 8	303	3.41
GOAL 4: Coordinate efforts among cultural, historical, and environmental organizations.	37.12% 111	34.78% 104	25.42% 76	2.68% 8	299	3.06

Q16 Please review the draft Natural, Cultural and Historic Resources Recommendations/Actions developed for the Master Plan and choose UP TO FIVE items that you think the Town should prioritize in implementation. Note: Action items starting with the same first number in "Action #-#" support the same Goal with the corresponding number as listed above. For example, Action 1-1 through 1-6 all support Goal 1.

Answered: 308 Skipped: 74

Northborough Master Plan Goals and Recommendations Prioritization Survey



Northborough Master Plan Goals and Recommendations Prioritization Survey

ACTION 1-1: Explore adding permanent protections to all Town-owned open spaces.	33.44%	103
ACTION 1-2: Support existing local farmlands and promote Conservation Restrictions and Agricultural Preservation Restrictions as a means to protect agricultural resources.	30.52%	94
ACTION 1-3: Evaluate the removal of obsolete dams in order to facilitate habitat restoration and waterfront access.	26.62%	82
ACTION 1-4: Continue to enforce local wetlands and water resource protection bylaws.	34.42%	106
ACTION 1-5: Create an easy to access website to showcase current resource protection efforts, successes, and community benefits.	7.14%	22
ACTION 1-6: Prioritize the increased protection of floodplains in order to preserve natural resources and provide hazard mitigation.	13.31%	41
ACTION 2-1: Prepare a Historic Preservation Plan for the Town of Northborough.	18.18%	56
ACTION 2-2: Continue to promote an awareness of Northborough's history by publishing and facilitating the publication of articles in local community papers and social media, installing history related signage, and collaborating with other Town organizations and agencies.	8.77%	27
ACTION 2-3: Promote the protection of antique properties, which include buildings, structures, documents, artifacts, landscapes and agricultural lands, by developing and expanding Local Historic Districts, granting and reinforcing Preservation Restrictions, listing on the National Register of Historic Places, and preserving historic documents. This will be accomplished by educating antique property owners about the benefits of protection.	23.70%	73
ACTION 2-4: Expand the Historic Assets Inventory to include additional resource types, time periods, and geographical locations. Utilize the expanded inventory to identify additional assets for protection.	2.60%	8
ACTION 2-5: Explore ways to incentivize restoration, rehabilitation, and beautification efforts for historic properties throughout Town.	35.39%	109
ACTION 2-6: Insure any redevelopment of the Old Town Hall is done in an historically appropriate manner.	18.83%	58
ACTION 2-7: Consider the purchase of historic preservation restrictions as opportunities arise in order to retain the character of our community.	9.09%	28
ACTION 3-1: Identify short- and long-term planning goals for White Cliffs, Westborough State Hospital, 13 Church Street, and 4 W Main Street (the "new, old" Town Hall). Utilize these properties as community spaces in the interim to build public awareness while feasibility and rehabilitation studies are in progress.	55.84%	172
ACTION 3-2: Identify and support reuse efforts for Town-owned historic properties, prioritizing future use by the Town, community groups, and cultural organizations.	21.10%	65
ACTION 4-1: Continue cooperating with local organizations and committees for the education and preservation of our historical heritage. These groups include: the Northborough Historical Society, Northborough Free Library, Northborough Trails Committee, Northborough Open Space Committee, Housing Partnership Committee, as well as schools, religious organizations, and local businesses.	18.51%	57
ACTION 4-2: Evaluate the potential of becoming a Certified Local Government, which will allow Northborough to participate directly in the review and approval of National Register nominations, as well as provide additional access to preservation funding and technical services, improve coordination with the planning and building departments regarding notifications of potential antique demolitions, and prompt investigation of zoning changes to promote antique property restorations.	8.77%	27
ACTION 4-3: Participate in projects that revitalize Downtown, whose geographic area is likely to encompass sections of historic homes along Main Street (from Saint James Drive to South Street) and in the Summer Street-School Street area along with the commercial section of West Main Street (from South Street to Westbrook Road).	31.82%	98
ACTION 4-4: Investigate opportunities to hire interns who have an interest in natural, historic, and cultural resources to support our local preservation projects, which will include seeking possible funding sources.	14.29%	44
Total Respondents: 308		

Q17 Is there any Natural, Cultural and Historic Resources Goal or Action listed above that you disagree with? Is there anything missing that you would like to add to the Natural, Cultural and Historic Resources Element? Please leave your comments below.

Answered: 33 Skipped: 349

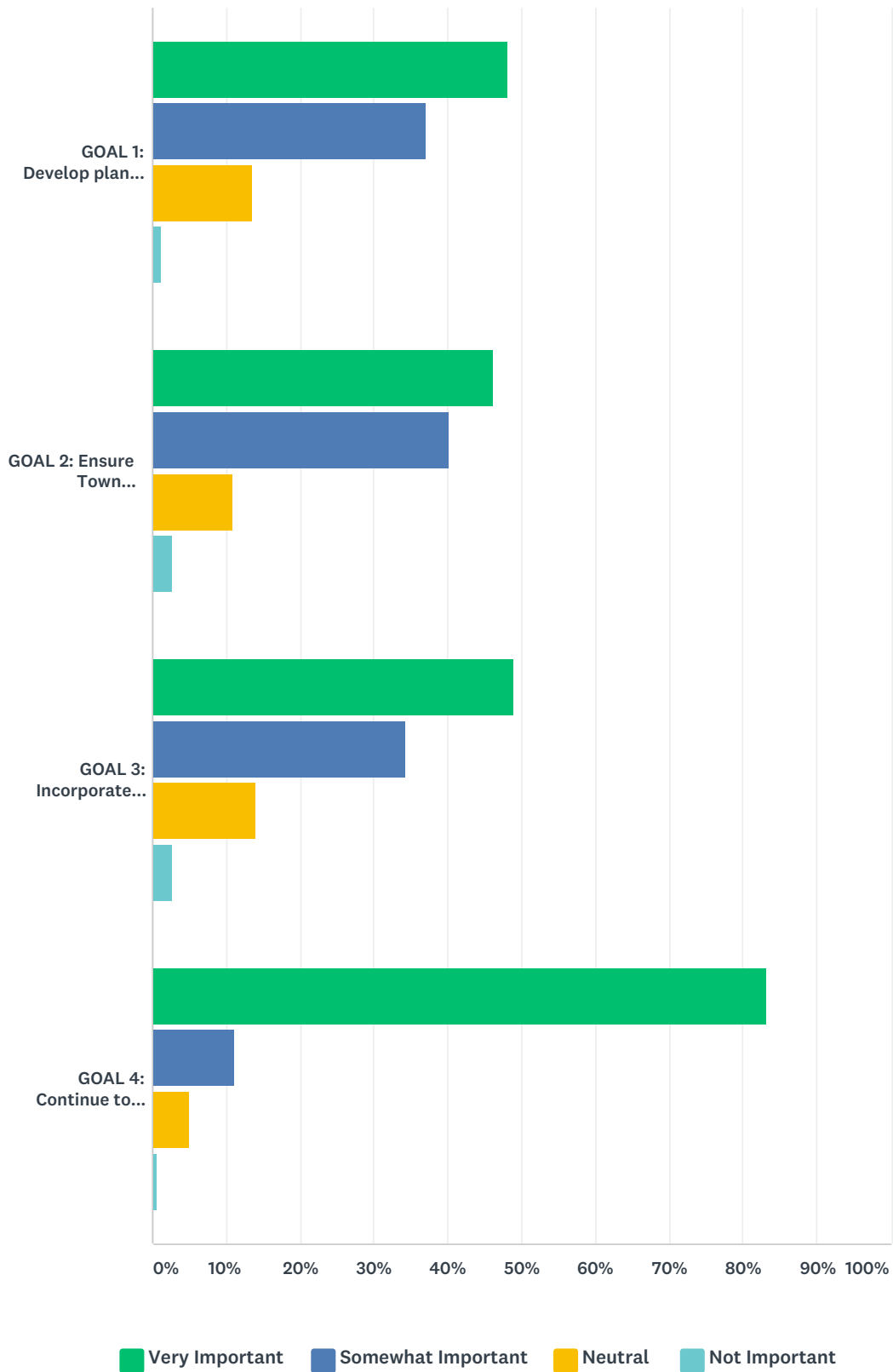
#	RESPONSES	DATE
1	Master plan should provide recommendations for historic districts their preservation and beautification.	4/26/2019 11:12 AM
2	The Town of Northborough should sell the White Cliffs property.	4/26/2019 10:53 AM
3	It was hard to choose just 5. They all sound like beneficial to the town's historical preservation.	4/26/2019 9:15 AM
4	The farmlands of Northborough have become a source of harm to the community. Some farms are great but those moving into composting are a health risk, nd potential lawsuit liability to the town. They are ruining it for other farms that the community loves. We must find a way to shut down these composting farms or find a way to better zone farms away from community or find a way to specify what a real farm is that we should support vs one we should shut down. The town must control this or stop supporting all farms which hurts the good ones!	4/25/2019 11:34 PM
5	All these items are currently being accomplished to some extent.	4/25/2019 6:48 PM
6	Anyone familiar with SA Farm knows that Northborough needs a good set of rules to distinguish bullshit farms like Anza's from real farms like Berberian, Davidian, Tougas, etc.	4/25/2019 5:45 PM
7	1-2. We live in Pine Knoll and suffer the impact of the Sanza farm on Whitney , an Industrial Park is no place for a "farm"	4/25/2019 2:06 PM
8	Do not allow businesses to ruin our forests and natural surroundings	4/25/2019 12:04 PM
9	The Assabet River can be a huge asset to "downtown" feel as well as to the rest of the town, but now it's a neglected, elongated swamp. Think about it. Get together with OARS. //Imagine what "downtown" would be like if it really were again possible to paddle a canoe or a kayak to the Hudson dam, then take a look at trying to get from "downtown" to the Aquaduct.	4/25/2019 11:09 AM
10	local wetland violations are not being enforced - look at SA Farms.	4/25/2019 10:57 AM
11	Farms are mentioned. I am personally very upset, SA "Farm" is still being allowed to operate in Northborough. They have created an unbearable odorous situation in our neighborhood.	4/25/2019 10:51 AM
12	As stated earlier - until the town can keep it's current troublesome agricultural properties under control, we should not be encouraging more.	4/24/2019 2:16 PM
13	I'm not sure what the status is with Davidian's commerical composting facility, but I believe the proposal to have the facility monitored by the DEP instead of the MDAR was defeated, unfortunately. As such, as much as I support local agriculture, I would not want any supports for agriculture being abused to effectively support what is a dumpsite.	4/23/2019 12:24 PM
14	If I could choose six items I would include i evaluate the removal of obsolete dams	4/23/2019 11:03 AM
15	I think these are all very important, hard to select only four. Again, I would encourage us to look at nearby communities. I think WEstborough has done a very nice job with its downtown area, specifically that around the rotary.	4/22/2019 9:36 PM
16	We have an ugly downtown area! This needs attention! Westborough makes us look second rate!	4/22/2019 9:19 PM
17	White Cliffs is not that historically significant. It's a monument to a man who made his living making armaments. Tear the white elephant down, and use the land for affordable housing.	4/22/2019 6:14 PM
18	Instead of repurposing surplus Town-owned properties, return them to the tax rolls.	4/22/2019 3:45 PM
19	I'd be disappointed to learn that we don't already have a Historic Preservation Plan, listed in 2-1.	4/22/2019 1:46 PM
20	Preserve, preserve, preserve open spaces, woodlands, waterways. Enough building in town!	4/19/2019 11:39 AM

Northborough Master Plan Goals and Recommendations Prioritization Survey

21	I disagree with taxpayer funding for preservation of old buildings. I agree with funding our historical society and library to include the history but, I believe our town's financial resources are put to better use in other ways.	4/14/2019 7:32 AM
22	White Cliffs is not historic... stop treating it as such.	4/12/2019 3:38 PM
23	Develop a plan to eliminate the odor from SA Farm to improve the quality of life to people living in the area affected by the odor.	4/12/2019 10:55 AM
24	We need to look into helping preserve some of the historical homes and protect our wetlands	4/11/2019 12:03 PM
25	Re: Davidian composting, & SA Farms (whatever they're doing): join with other Towns to challenge the State to make clearer guidelines about what's allowed on APR/Chapter Land	4/11/2019 9:23 AM
26	Preserve open space. Stop ugly development.	4/11/2019 7:26 AM
27	3-1	4/10/2019 8:06 PM
28	A lot of great ideas there. Hard to pick just 5!	4/10/2019 7:55 PM
29	Action 4-3 sounds like land taking to enlarge the downtown for business ventures. The section you are referring to has the highest density of historic homes and buildings. Does that mean the development of downtown will tear down old to bring more traffic to our center? Think about what happens to the character of Northborough we treasure! The purchase of the White Cliffs sounded good on paper but watching it deteriorate with no sign of use by the community. We need to think of income to the community with business paying into our tax base.	4/10/2019 5:01 PM
30	We have enough history preservation going on and don't need to put any more money in finding new properties. Focus on modernizing our town to be contemporary and allow recreational use of preservation lands. Take some of the preservation land and use it for the recreation of our people. We need more areas for such recreation as pickleball courts, etc.	4/9/2019 2:53 PM
31	Almost all of the town's historical buildings have been destroyed, but those that remain should be preserved. The old town hall building in the downtown should be a priority.	4/9/2019 2:27 PM
32	Preserve as much woodlands as possible	4/9/2019 2:10 PM
33	Whatever you do, save and preserve White Cliffs just the way it is.	4/9/2019 12:16 PM

Q18 Please review the draft Public Facilities and Services Goals listed below and rate how important they are in your opinion.

Answered: 301 Skipped: 81



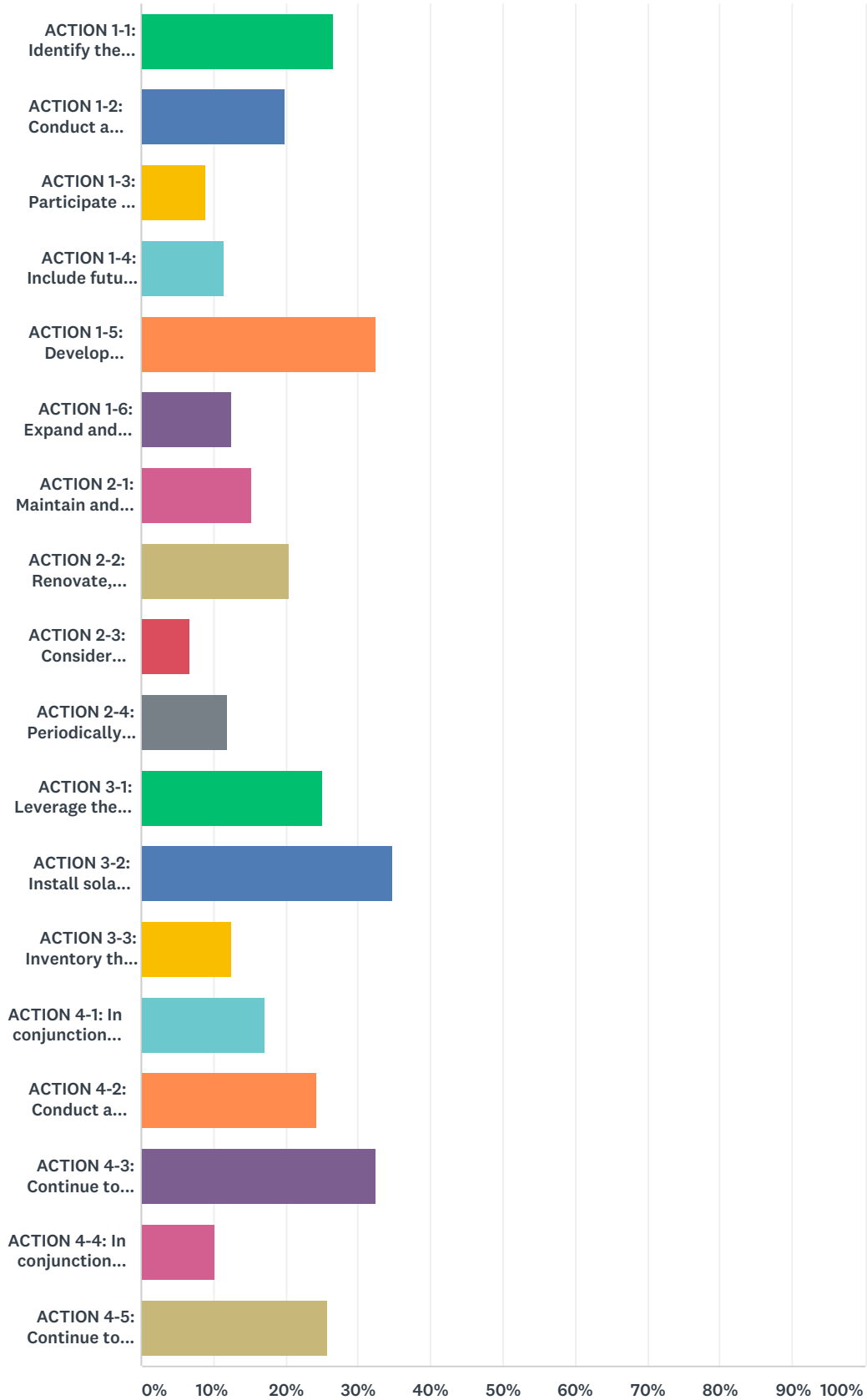
Northborough Master Plan Goals and Recommendations Prioritization Survey

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
GOAL 1: 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.	48.14% 142	36.95% 109	13.56% 40	1.36% 4	295	3.32
GOAL 2: Ensure Town departments have the capital assets and staffing necessary to meet the needs of the community today and tomorrow.	46.28% 137	40.20% 119	10.81% 32	2.70% 8	296	3.30
GOAL 3: Incorporate sustainable development and renewable energy into municipal buildings and amenities.	49.00% 147	34.33% 103	14.00% 42	2.67% 8	300	3.30
GOAL 4: Continue to support an excellent educational system.	83.22% 248	11.07% 33	5.03% 15	0.67% 2	298	3.77

Q19 Please review the draft Public Facilities and Services Recommendations/Actions developed for the Master Plan and choose UP TO FOUR items that you think the Town should prioritize in implementation. Note: Action items starting with the same first number in "Action #-#" support the same Goal with the corresponding number as listed above. For example, Action 1-1 through 1-6 all support Goal 1.

Answered: 302 Skipped: 80

Northborough Master Plan Goals and Recommendations Prioritization Survey



ANSWER CHOICES	RESPONSES
ACTION 1-1: Identify the need and potential grants for expanding water/sewer infrastructure.	26.49% 80

Northborough Master Plan Goals and Recommendations Prioritization Survey

ACTION 1-2: Conduct a citizen satisfaction survey to better understand the quality of municipal services and identify opportunities for improvement.	19.87%	60
ACTION 1-3: Participate in the State's Municipal Vulnerability Preparedness (MVP) program to begin the process of improving the Town's key infrastructure for climate change resiliency.	8.94%	27
ACTION 1-4: Include future growth projections into updates of existing Town plans.	11.59%	35
ACTION 1-5: Develop specific plans to reuse, repurpose, or share space at municipal buildings.	32.45%	98
ACTION 1-6: Expand and improve the timeliness of content on the Town's website and enhance its ease of use.	12.58%	38
ACTION 2-1: Maintain and publicize emergency response plans to prepare the Town and its residents for a range of disasters, man-made and natural.	15.23%	46
ACTION 2-2: Renovate, expand, or relocate the fire station based on the outcome of the Fire Station Feasibility Study.	20.53%	62
ACTION 2-3: Consider improving the Town-wide communication network over time, as needed.	6.62%	20
ACTION 2-4: Periodically reevaluate staffing to ensure adequate levels to support the Town's administration and services.	11.92%	36
ACTION 3-1: Leverage the Town's Green Community designation to obtain financial and technical support from the State to perform additional energy-related initiatives.	25.17%	76
ACTION 3-2: Install solar photovoltaic panels at municipal facilities, where and when possible. Update the solar feasibility study for the Town's school buildings.	34.77%	105
ACTION 3-3: Inventory the Town's greenhouse gas emissions to identify and quantify the sources of such emissions and to begin the process of reducing them.	12.58%	38
ACTION 4-1: In conjunction with the School Department, and in line with other Public Facilities and Services and Housing goals, compile and analyze enrollment projections from the New England School Development Council, U.S. Census data, other sources, etc.	17.22%	52
ACTION 4-2: Conduct a feasibility study of usage and grade span configuration to identify an educational model that supports teaching and learning and aligns with projected enrollments and strategic planning goals for the schools and Town.	24.17%	73
ACTION 4-3: Continue to support effective and positive collaboration between Town and School departments to identify future needs, plan for and fund projects related to the school district's capital improvement plan, strategic plan, and operating budget.	32.45%	98
ACTION 4-4: In conjunction with PFS3, continue to explore the feasibility of incorporating energy conservation and efficiencies at school buildings and sites.	10.26%	31
ACTION 4-5: Continue to lobby the State for adequate funding for Special Education Circuit Breaker and regional school transportation funding programs.	25.83%	78
Total Respondents: 302		

Q20 Is there any Public Facilities and Services Goal or Action listed above that you disagree with? Is there anything missing that you would like to add to the Public Facilities and Services Element? Please leave your comments below.

Answered: 35 Skipped: 347

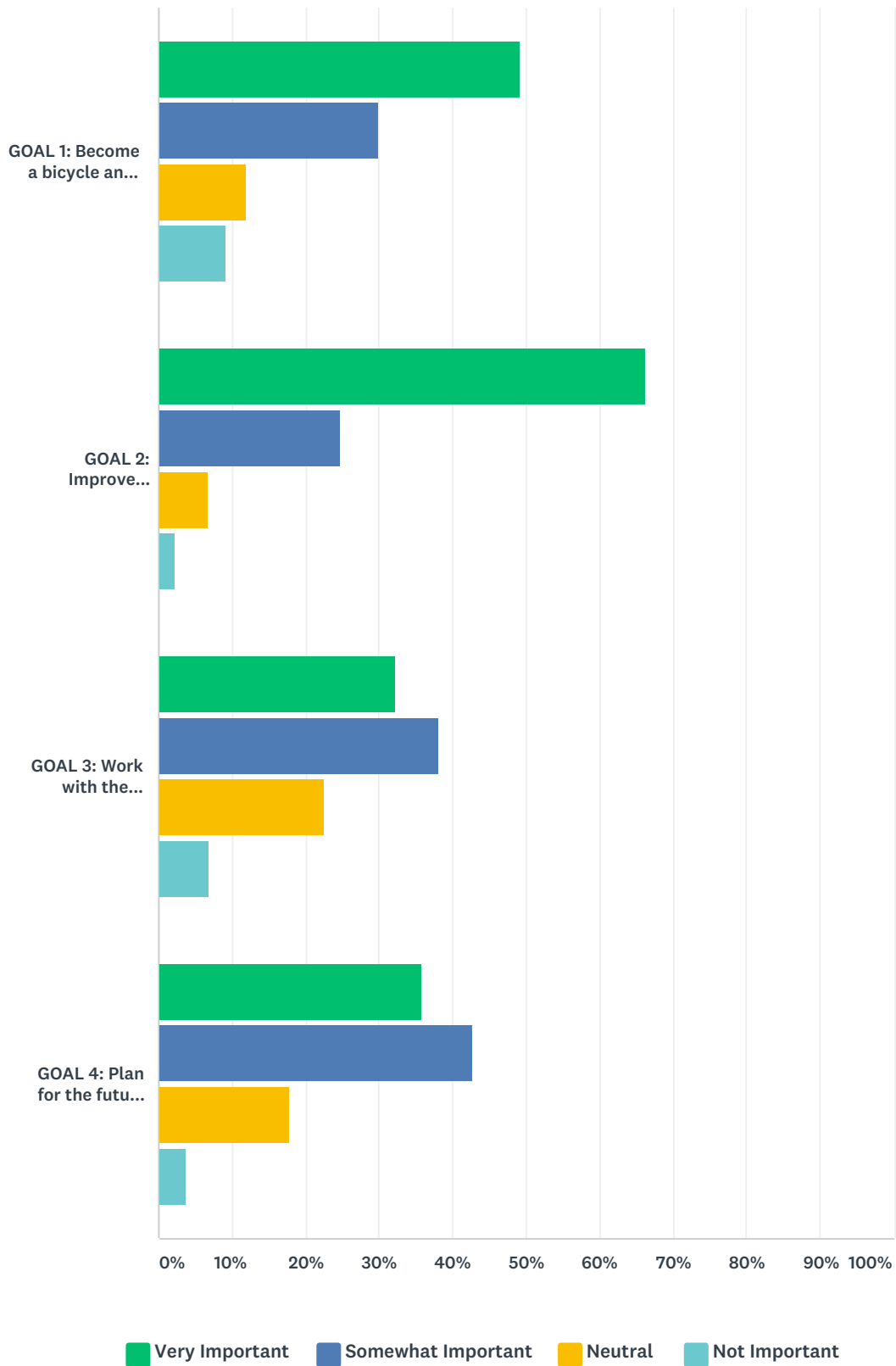
#	RESPONSES	DATE
1	Stop holding town hall meetings in secret!	4/26/2019 6:01 PM
2	Master plan consultants should make recommendations on most of above items.	4/26/2019 11:17 AM
3	The proposed new Fire Station as voted at Town Meeting in 2019 is much more expensive than needed. Reconsideration should be given to a renovation of the existing station on Pierce St. The town should consider renovating Pierce St station and building a satellite station near the Shrewsbury border for faster response to the Northborough Crossing area. Response time is too long now for the Fire Dept. to get to Northborough Crossing from Pierce St. In addition, Town Emergency Plans for man-made and natural disasters are federally required documents that the town must maintain. The more detailed and well thought out that the emergency plans are, the better the chance that the town's response to the emergency will be if the town departments follow the information in the plans in order to protect life, environment and property.	4/26/2019 10:53 AM
4	Seems like this should have been two questions. One dealing with climate change & how to cut down our emissions. And one dealing with educational issues.	4/26/2019 9:21 AM
5	Our town seems to have a corrupt school system. We do not support the needs of special education kids very well and the school district is getting sued often. We need to invest in this are instead of putting our money into lawsuits and giving into the families that scream the loudest and act the worst.	4/25/2019 11:38 PM
6	Sell all surplus facilities to reduce costs and improve tax base. Most other items should be accomplished as normal ongoing business activity.	4/25/2019 7:01 PM
7	4-4 -- do you really mean "energy conversation"?! Foo! ==== Overall, what about reasonable broadband access to every household in town, especially for people with low, fixed incomes? The corporate entity, Northborough, probably views broadband access as essential, and, if so, it is no less so for senior citizens and everyone else, but at the moment we all are at the mercy of two providers whose missions are simply to make as money as possible, regardless of how few households ensure that. If 2-3 is intended to cover that, it sure is stated about as weakly as it could be, but change my vote for 1-5 to a vote for 2-3. ==== If I could go back, I'd check for good place for this comment, but you'll have to find it for me: Somewhat related to my earlier comment about focussing on "neighborhoods", a huge amount can be done to reduce the effective segregation of senior citizens from the life of the rest of the town. Imagine opening the Senior Center for longer hours (8 am to 9 pm, 7x52, for example). Evenings are lonely times for them/us. Weekends are lonely times for them/us. Imagine providing transport for seniors to any and all (or at least some, to start with?) school events (sports, music, drama,) // Should the entire town contribute to support of those sorts of programs? Damn right we should.	4/25/2019 11:25 AM
8	make sure facility upgrades, such as fire station, are done with tax payers in mind. We need to fulfill needs while being fiscally responsible. To many upgrades and we will be paying....our taxes are high. The old fire station on pierce should be sold to use that money towards the new facility. Can the new fire station also house the police?	4/24/2019 8:34 PM
9	To keep the town vital and young, we need to keep up the quality of the schools.	4/24/2019 2:21 PM
10	Trash bags that do not rip--I will pay more for a better town bag.	4/24/2019 12:12 PM
11	Upgrade the Algonquin football/track stadium to include lighting on both sides of the field, stands on both sides, a turf field and upgraded press box.	4/23/2019 7:54 PM
12	Isn't action 2-4 basic sound management of any organization? Staffing should be based on the needs of the population and within a reasonable budget that allows for flexibility. That also means eliminating positions when necessary, not just adding.	4/23/2019 12:30 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

13	Expansion of facilities and water/sewer/gas	4/22/2019 9:42 PM
14	All the options for expanding housing opportunities make me very nervous for our schools , which is why I felt Action 4-3 was important.	4/22/2019 9:38 PM
15	No monies for anything to do with climate change! There is no such thing!	4/22/2019 9:23 PM
16	We don't need a new fire station.	4/22/2019 7:46 PM
17	Incorporate gas line infrastructure into the water sewer studies, unless that's a no-no.	4/22/2019 4:02 PM
18	institute real time cost/benefit analysis of whether promoting green activity saves the tax payers any money. If it doesn't, I'm not for it.	4/22/2019 2:45 PM
19	Consider a use for former landfill such as solar farm	4/22/2019 2:01 PM
20	New families move here for the school system. We should always keep that in mind. Additionally, why can't we build our own special ed programs rather than pay outrageous transportation and other fees to send kids out of district? Seems cheaper to hire the right special ed teachers.	4/22/2019 1:49 PM
21	Action 2-2. Stop spending so much money on fire station renovations/new trucks and instead consider one fire station to service Northborough, Southborough, and Westborough to save tax dollars for all communities.	4/22/2019 1:44 PM
22	Clean and green! Let's be a model for our children	4/19/2019 11:41 AM
23	Too bad I could only pick 4! :)	4/14/2019 7:38 AM
24	Remember to prioritize the Quality Education that is a defining feature of Northborough.	4/13/2019 12:49 PM
25	what about selling some vacant Town land acquired by tax taking?	4/11/2019 9:26 AM
26	The climate change issue is low on my list. Consider spending planning energy on our schools. This was in the past one of utmost importance. Look at our Standing in the state as evidenced in state testing. We are losing ground in schools that have been hard hit by huge developments adding pupils with poor prior education that impact our declining MCAS scores! Take a look - nothing to be proud of!	4/10/2019 5:11 PM
27	Make sure that childcare service availability (NEDP, summer camp care, vacation day care) keeps up with demand in the community, especially as the community grows	4/10/2019 8:20 AM
28	Plans to evaluate and fund school facilities needs for continued safety of students and staff, and to maintain an optimal learning environment for K-12 students.	4/9/2019 6:45 PM
29	Overall, the level of services provided by the town are adequate. One of the best things about living in Northborough are the public schools, and the town should be willing to do whatever needs to be done in order to keep them among the best in Massachusetts.	4/9/2019 2:30 PM
30	It would be wonderful if the schools had air conditioning so our children didn't overheat in the summers when the offices all have AC and the classrooms and teachers have non not even ceiling fans. The schools need to be remodeled for the amount of money we pay in taxes our schools look so old and gross in comparison to much less affluent towns.	4/9/2019 2:16 PM
31	Add computer adaptive assessments for k-12 students to better identify needs of students	4/9/2019 2:15 PM
32	More town sewer. Crazy that Wegmans got all those sewers.	4/9/2019 12:42 PM
33	Offer preschool special education in Northborough as in the past. Currently services are only available at the Mary Finn school in Southborough.	4/9/2019 12:39 PM
34	With an increasing diverse student body at the schools, it is important to meet the needs of kids (special education - dyslexia, ESL, transition process). Waiting to fail isn't fair and also costs the school district more funding in the long run. Take care of the issue with young students in the identification of educational needs to lead them to success!	4/9/2019 12:21 PM
35	Eliminate the ridiculous amount of styrofoam and plastic in the school cafeterias. Go back to plates and silverware. Provide incentives for town businesses to do the same.	4/9/2019 12:20 PM

Q21 Please review the draft Transportation Goals listed below and rate how important they are in your opinion.

Answered: 298 Skipped: 84



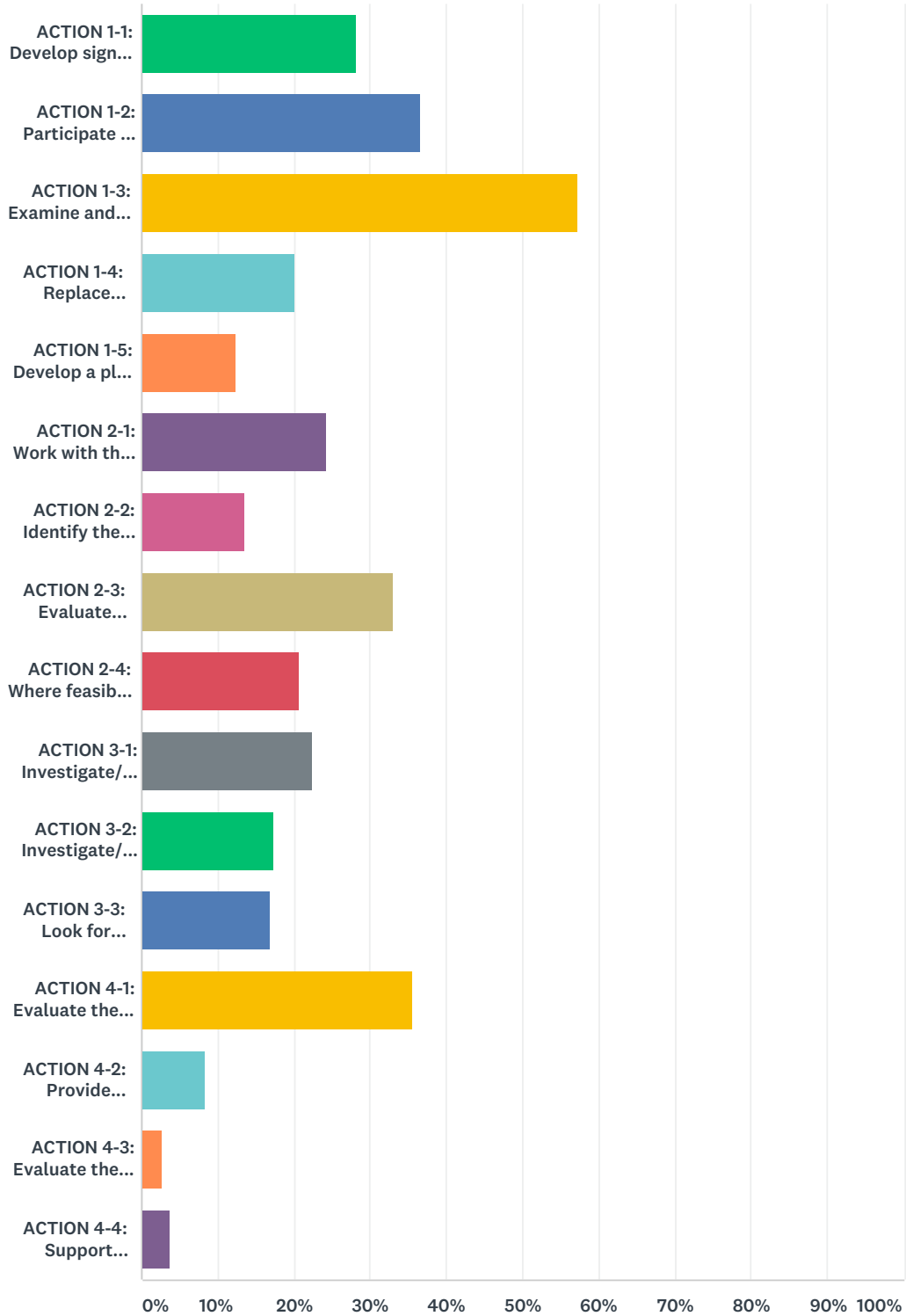
Northborough Master Plan Goals and Recommendations Prioritization Survey

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
GOAL 1: Become a bicycle and pedestrian-friendly community by expanding existing bicycle and pedestrian facilities and improving connectivity.	49.15% 145	29.83% 88	11.86% 35	9.15% 27	295	3.19
GOAL 2: Improve Town-wide traffic flow and safety.	66.22% 196	24.66% 73	6.76% 20	2.36% 7	296	3.55
GOAL 3: Work with the Worcester Regional Transit Authority, neighboring communities, and the Senior Center to explore ways to enhance transit within Town.	32.30% 94	38.14% 111	22.68% 66	6.87% 20	291	2.96
GOAL 4: Plan for the future of transportation and how potential changes may impact Northborough's transportation network.	35.84% 105	42.66% 125	17.75% 52	3.75% 11	293	3.11

Q22 Please review the draft Transportation Recommendations/Actions developed for the Master Plan and choose UP TO FOUR items that you think the Town should prioritize in implementation. Note: Action items starting with the same first number in "Action #-#" support the same Goal with the corresponding number as listed above. For example, Action 1-1 through 1-5 all support Goal 1.

Answered: 300 Skipped: 82

Northborough Master Plan Goals and Recommendations Prioritization Survey



ANSWER CHOICES	RESPONSES	
ACTION 1-1: Develop signed bike routes throughout Town, using a combination of existing bike facilities and roadways.	28.33%	85
ACTION 1-2: Participate in the State's Complete Street Program to improve the bikeability and walkability of local streets.	36.67%	110
ACTION 1-3: Examine and identify key locations in Town for additional sidewalk improvements such as along Route 20 outside of the town center, focusing on pedestrian-oriented destinations (i.e., schools, parks, trails, etc.).	57.33%	172
ACTION 1-4: Replace existing pedestrian crosswalks with high visibility crossings to help facilitate pedestrian connectivity.	20.00%	60

Northborough Master Plan Goals and Recommendations Prioritization Survey

ACTION 1-5: Develop a plan to upgrade all existing pedestrian facilities to meet current Americans with Disabilities Act (ADA)/Architectural Access Board (AAB) standards.	12.33%	37
ACTION 2-1: Work with the Massachusetts Department of Transportation to conduct Road Safety Audits (RSAs) at problematic intersections in Town.	24.33%	73
ACTION 2-2: Identify the need for and implement traffic calming measures in compliance with Federal and State laws and regulations.	13.67%	41
ACTION 2-3: Evaluate opportunities for routes alternate to Main Street to help reduce congestion in the town center and foster development opportunities.	33.00%	99
ACTION 2-4: Where feasible, when improving roadways, work with the Massachusetts Department of Transportation or Massachusetts Division of Fisheries and Wildlife to improve culverts to allow for wildlife passage and reduce wildlife related traffic incidents.	20.67%	62
ACTION 3-1: Investigate/evaluate the senior and special needs shuttle service to run on a regular schedule, including during evening hours and weekends.	22.33%	67
ACTION 3-2: Investigate/evaluate the feasibility of providing a shuttle between the town center and/or Northborough Crossing and the Westborough Commuter Rail Station.	17.33%	52
ACTION 3-3: Look for opportunities to coordinate with neighboring communities to provide a commuting shuttle to Metro-Boston employment destinations.	17.00%	51
ACTION 4-1: Evaluate the feasibility of implementing an adaptive signal system on Main Street to minimize congestion.	35.67%	107
ACTION 4-2: Provide electric charging stations in public parking areas.	8.33%	25
ACTION 4-3: Evaluate the feasibility of implementing a private/public partnership to develop a community-driven rideshare program.	2.67%	8
ACTION 4-4: Support training for Town staff and the Department of Public Works to understand how to plan for autonomous vehicles and advancements in traffic systems.	3.67%	11
Total Respondents: 300		

Q23 Is there any Transportation Goal or Action listed above that you disagree with? Is there anything missing that you would like to add to the Transportation Element? Please leave your comments below.

Answered: 36 Skipped: 346

#	RESPONSES	DATE
1	Many items have been studied and implemented in the past, items required by law should be incorporated now.	4/26/2019 11:22 AM
2	Two areas that need to be changed to improve traffic: left hand turn light from rt 20 eastbound onto Church St (its too short and when there's a train it doesn't let you turn left and then skips a turn after the train passes). And right hand lane from rt 20 west onto Church, seems like this should be a right on red turn.	4/26/2019 9:30 AM
3	Fix the timing of the light at Church and Main. Personally, I think the old town hall is an albatross that should be torn down to fix the intersection.	4/25/2019 5:49 PM
4	Think about the overall goal in terms of neighborhood objectives and characteristics: Walking, biking, Segwaying, scooting, ..., by people ages 0yo - 100yo . 3-2, 3-3: Should be more than just prime-time transport; can't tell if that's what you mean. 1-1 and 1-2 are about the same, together they get my 4th vote.	4/25/2019 11:35 AM
5	All those new lights downtown did nothing. One, you need to re-instate "right on red" from Rt. 20 to Church St. and from Rt.135 to Rt. 20. Because of no right on red onto Church St. You cannot turn onto Church St. from Whitney St. due to the constant flow of cars. Secondly, you need to turn the protected left turn from Rt. 20 onto to Church st. to unprotected left turn after the few seconds of protection. You can see past the train tracks, no reason not to have it un-protected after the initial protection.	4/25/2019 10:58 AM
6	Downtown lights are nice to have but not in-sync. The morning can be madness as lights do not work together and cars block intersections. Afternoon traffic can back up from center to White Cliffs. Sometimes cars can't get out of Maple Street onto route 20 at dismissal.	4/25/2019 10:37 AM
7	The current design of downtowns traffic flow is a nightmare, the traffic lights are off cycle. Also, you could get killed crossing the street in the cross walks,, they need flashing lights like Marlboro and Westborough..	4/23/2019 11:20 AM
8	If I could pick more than 4 I would also choose add charging stations in public parking areas. Also for residents in the east side of town I would be interested in transportation to Southboro a Commuter Rail station not just Westboro.	4/23/2019 11:16 AM
9	Assess lack of sidewalks in outer communities (Whitney Street) and add sidewalks to areas/community members in need of them. At the very least near areas that have neighborhoods behind them where families can walk safely without having to get in a car and drive to a safe place to walk.	4/22/2019 9:47 PM
10	We should not be concerned making the town a metro 'city'! No traffic up grades are needed! Or commuter improvements in town.	4/22/2019 9:28 PM
11	our roads are in rough shape and we have about 5 sidewalks on major roads in town. Based on the suggestions above you are looking at adding 'nice to haves'. We need the bare essentials.	4/22/2019 7:50 PM
12	Need sidewalks on busy streets such as Brigham St Also need lights at dangerous intersections such as Lincoln St & Rte 20 and Brigham/Maple & Rte 20. These lights could be sensor based so that they are only in effect during peak traffic hours	4/22/2019 6:14 PM
13	I think this is covered in 4-1, but it is very frustrating to try to get through the three lights downtown and hit each of them RED.... One after another after another. Heading east, the red light at church st will turn green, allow me to enter the intersection, and sit because the next light is still red. Once that one turns green, once again, I can sit in the interaction because the Hudson at light is still red.... Those lights need to be better coordinated.	4/22/2019 4:08 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

14	Don't underestimate the need for sidewalks. Some of our streets that do not have sidewalks can feel very dangerous to pedestrians.	4/22/2019 4:08 PM
15	walkability downtown and from schools to the library	4/22/2019 2:55 PM
16	speed limit to all densely populated areas should be 25 all the time, We are seeing at night time trucks are cruising speed at 50	4/22/2019 1:38 PM
17	Sidewalks on RT. 20 would be great!	4/20/2019 3:08 PM
18	More sidewalks! Howard Street needs sidewalks so kids can walk to Zeh School and adults can walk safely. A safer community leads to healthier people wanting to stay in town (and pay property taxes) longer.	4/19/2019 11:45 AM
19	It would be nice if the stoplights through the center of town (in front of CVS, etc) could be better timed to improve traffic congestion. The current timing of the lights does not make sense and is inefficient. I would also like to see more sidewalks in town, especially along the entire length of Church St. The side walks would safely connect those parts of town, and will also allow a safe area where people can run/walk for exercise.	4/16/2019 1:32 PM
20	there should be more sidewalks in town, it is not a safe town to walk around and our kids safety is in jeopardy.	4/15/2019 1:40 PM
21	I like the proactive action ideas regarding the future of transportation. Thank you.	4/14/2019 7:42 AM
22	Biking is high on our priority list. If children could use their bikes more, parents wouldn't have to spend so much time being taxi drivers anymore.	4/12/2019 7:06 PM
23	as with all improvement projects, please be mindful of the notable tax increases, water/sewer increases that have impacted residents over the past 20+ years.	4/12/2019 10:26 AM
24	There are 2 very dangerous intersections that need a traffic light or better traffic planning. The intersection of Allen & Hudson street, it is very hard to cross that intersection and many students use it as a main route to ARHS. The intersection of Whitney and Church street backs up every morning and evening and it is very hard to make a left turn onto Church street.	4/12/2019 9:27 AM
25	Work on better traffic flow on major roads.	4/11/2019 7:30 AM
26	Please think about creating a sidewalk on Brigham Street, and on the bottom half of School Street. So many people walk/run on these two roads. It would be great to have a continuous loop of sidewalk connecting South St to Main St to School St to Brigham St, and back to South St.	4/10/2019 8:57 PM
27	Action 2-3 Be careful in softening the center of town traffic that clogs some of the smaller streets like Summer Street is now dealing with. The side street areas in Northborough would need to be widened and landtaking would mean that our neighborhoods would be seriously impacted.	4/10/2019 5:20 PM
28	I own an electric car, and charging stations as proposed in action 4-2 are nice, but the lifespan of the master plan is longer than the lifespan of civilization as we know it if everyone is still driving cars. Walking, bikes, buses, and trains are the only feasible transportation solutions in the context of global climate change and the master plan should focus on rapidly de-prioritizing car transit in order to promote the use of walking/biking and create reliable public transit. Autonomous vehicles as mentioned in action 4-4 promotes personal car dependence and therefore moves us in exactly the opposite direction we need to be heading in.	4/10/2019 10:12 AM
29	please take down the "not right turn" sign at the corner of CVS. It is a waste of gas and also add to pollution when idling there for no good cause as there is not cars to prohibit from turning right. Just put up a sign that says no right turns between these hours, or put up a sign of caution to look for any cars turning into CVS or the road at the same spot. This will help with traffic congestion in town.	4/9/2019 2:59 PM
30	Bus to Worcester. Bus to Boston. With affordable rates.	4/9/2019 2:58 PM
31	The flow of traffic through and around downtown is very bad, and I think this probably contributes to the lack of business development there. People stay away. That situation needs to be addressed. If there was a way to drive pedestrian/bicycle traffic that might help things as well. I'd rather see more sidewalks than bike lanes...I think the roads in Northborough are largely not conducive to bike lanes, and I'd worry about accidents between cyclists and motor vehicles.	4/9/2019 2:33 PM
32	Install a sensor controlled 4 way stop on Hudson Street at 4 way intersection just beyond aquaduct bridge to prevent dangerous collisions beyond the bridge due to no visibility of oncoming traffic Consider 4 way stop at intersections of Rice, Winter, and Whitney to reduce collisions due to low visibility	4/9/2019 2:21 PM

Northborough Master Plan Goals and Recommendations Prioritization Survey

33	More sidewalks and lighting near the schools. During the winter, when it is dark outside, the kids walking to the high school have no sidewalks. As a driver, I have a hard time seeing them on the dark mornings and worry about their safety. They should not be walking in the middle of a dark street to get to school. Specifically Maple Street.	4/9/2019 1:25 PM
34	Sidewalks/widening a Brigham st.	4/9/2019 12:48 PM
35	Better walk way and bike way	4/9/2019 12:20 PM
36	There is no parking downtown and no need to run a shuttle from Downtown to Northborough Crossing to the Westborough Train station	4/8/2019 4:51 PM