



TOWN OF NORTHBOROUGH Master Plan Steering Committee

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Approved 6.12.18

May 3, 2018

Master Plan Steering Committee

Members in attendance: Fran Bakstran, Chairman, Bill Pantazis, Justin Dufresne, Rick Leif, George Pember, Amy Poretsky, Ashley Davies, Norm Corbin, Tom Reardon, Diana Nicklaus, Susan Lawrence, Dave Putnam, Michelle Gillespie

Others in attendance: Geoffrey Morrison-Logan, VHB; Donny Goris-Kolb, VHB; Kathy Joubert, Town Planner; Anthony Ziton, Debbie Grampietro

Ms. Bakstran opened the meeting at 7:00 pm.

Geoffrey Morrison-Logan and Donny Goris-Klob were present. Mr. Morrison-Logan explained they have been working hard as a team, as well as have others from VHB. He noted they got a lot of information from Rick Leif, Fran Bakstran and Kathy Joubert, and tonight they have a lot of information for the members to digest. He distributed a document to those in attendance entitled "Northborough Master Plan Public Involvement Plan prepared by VHB, and stated the version is a draft that they will be adding to it as the committee goes along. He noted the next event will be a new public hearing; there will be six or so committee meetings; and they want to set the dates for the meetings tonight.

Mr. Morrison-Logan reviewed the draft Northborough Master Plan Public Involvement Plan, stating the plan identifies opportunities to gain community and stakeholder involvement at optimal points during the Master Plan process. It will identify goals, potential timeframes, and draft formats for various public outreach events anticipated; and deliverables for each event are also identified. He noted the first public meeting will be hosted at the beginning of the Master Plan process in order to understand issues and opportunities within the community; as well as a common vision for the Town over the next 20 years, and a series of goals towards achieving that vision. The second public hearing will be hosted half-way through the Master Plan process to offer the public an opportunity to help shape the goals and identify implementation strategies for the Master Plan. The third public hearing will be in the latter portion of the Master Plan process for the purpose of offer the public an opportunity to confirm implementation actions and priorities for the Master Plan. The fourth and fifth events will involve online community surveys that will be launched to solicit additional public input for the Master Plan; and the sixth event involves two Outreach Boards that will be created and displayed at the Town's library, or at other events in Town, to introduce the Master Plan process and demonstrate the baseline conditions of the community; and two large format boards that will be created in the second half of the planning process that can be updated to

showcase the Master Plan visions and/or actions identified through the public process to offer additional opportunities for input.

In response to questions from the members, Mr. Morrison-Logan stated there could be up to 200 people attending the first event, and they will have a plan for however many people will be there. The venue must be large enough to hold the number of attendees and he noted most attendees arrive early. Mr. Leif suggested they get the word around to their own committee members about the meeting. Ms. Gillespie asked if there is a point when there are too many people. Mr. Morrison-Logan stated it can be hard to tell, but they will be sensitive about moving people through the event. People can show up at any time, but most come early. The first meeting can be like an open house, letting people have conversations. He noted if a member thinks they see something that is working, let them know. Mr. Reardon noted they will need to have a more diverse group of people. Ms. Davies noted there should be meetings on days, and at times, when mothers can attend, like Saturdays. Ms. Joubert stated they have contacted social groups associated with the Town Hall, including the Senior Center and the Recreation Department.

Mr. Morrison-Logan and Mr. Goris-Klob presented a slideshow entitled “Northborough Master Plan, Master Plan Steering Committee, May 3, 2018, showing color slides, each entitled Snapshot of Northborough, which will be posted on the Town of Northborough website, on the Master Plan page.

It was noted that there are a lot of natural shapes and residential in the downtown, but further out it is less dense. Regarding the composition of land use, developed land went down a little and Ms. Joubert noted that Northborough Crossing is what drove the town into that category. The data they are using is from 2005, and Ms. Joubert noted the new data will probably be from January 2018. Data for census will be from 2010.

As the slide presentation went along, the members discussed:

- The overlay districts, including groundwater overlay districts that are designed to control development in areas that have the potential to impact groundwater supply and residential-open space planning overlay district, associated with the Open Space Residential Design bylaw, which is designed to protect open space, agriculture and scenic view;
- Preliminary findings that more than half the town is zoned residential, and among this zoning category, low density, single-family is the dominant residential type; and there is no as-of-right multifamily outside of the Downtown area. Multi-family is increasing its presence;
- Demographics that indicate residents of Northborough are highly educated; that the population is aging; Northborough households have higher incomes than the County; and the high incomes in represent strong buyer power and potential support for local retailer;

- Northborough has approximately 8000 employees in majority of employment is in the retail trade, transportation and warehousing and healthcare sectors; and the largest private employers in Northborough include Wegmans, National Grid, Walmart, Saint-Gobain, Aspen Aerogels, and Beaumont Rehab and Skilled Nursing Center;
- Development opportunities that include Crossroads Industrial site on Bartlett Street, and Kimble Sand off Southwest Cutoff;
- Public facilities including the Town Hall, the Public Works Department, the Fire Department, the Police Department, the Library, the Senior Center, and six schools in the Northborough-Southborough school district;
- Households and the total population that has increased steadily since 1980, and will continue to increase in the near future; that Northborough has been classified as a high-growth community; that it is primarily a community of mainly single-family households; and that multifamily development has increased greatly;
- Community assets including the Northborough Conservation Commission, Ellsworth-McAfee Park, the Assabet River, and the Recreation Department that values and supports physical activity of all kinds for all residents; favorite spots including Assabet Park, the trails system, the Town Hall Gym, Tougas Family Farm, Juniper Hill Golf Course, and the Ward Hill Ski area;
- Transportation statistics that indicate workers in Northborough are mainly from Northborough and Worcester; and residents of Northborough work mostly in Northborough, Worcester and Marlborough; most residents drive to work alone;
- Highway Safety Improvement Program (HSIP) eligible locations that include Main Street, Church Street & Pierce Street; Main Street & Bartlett Street; Route 9 (Belmont Street) & Route 20 (Southwest Cutoff); and Solomon Pond Road & Route 1-290; and other areas of concern, including Lyman Street & Bartlett Street; Bartlett Street & Cedar Hill Street; Davis Street & Southwest Cutoff; South Street, Church Street, and Northborough Crossing at Route 20 with 1 unsignalized driveway;
- Non-Town Roadways, including Main Street and West Main Street (Route 20); Milk Street over the Assabet River; Whitney Street over train tracks; 1-290 and association ramps; and Hospital Road (part of Westborough Hospital);
- Historic and Cultural Resources, including Massachusetts Cultural Resource Information System (MACRIS) listed resources, identified as Meeting House Common Historic District and Peter Whitney Parsonage; National Register Historic Districts, identified as Wachusett Aqueduct Linear District and Westborough State Hospital; and Northborough Town Hall, First Baptist Church of Northborough, and Milestone 1767; Resources that are under Preservation Restriction, including First Church of Northborough-Unitarian

Church, Northborough World War 1 Memorial, Early P. Taylor Memorial, and George L. Chesbro House; review of historic resource regulations, including those of the Historic District Commission, the Demolition Delay bylaw, and the Community Preservation Committee; and historic popular events, including Applefest, Annual Harvest Craft Fair, Annual Tree-lighting Ceremony, the Northborough Art Guild's regular meetings with lecturers and demonstrations; the Northborough Library events, and cultural programs of the Northborough Cultural Council, including that has distributed funds concerts, literature programs, the Trolley Tours to historic sites in Northborough, Algonquin High School's literary magazine; and music and art programs at the Northborough Senior Center.

Mr. Morrison-Logan and Mr. Goris-Klob reviewed the Project Website Pages and the Project Schedule that are included in their slideshow, and some members suggested minor changes to a few of the website pages.

The schedule was reviewed and included public outreach and engagement meetings, steering committee meetings, public events, a final presentation, an online survey, the project website and newsletters. It was determined the first public meeting will be held on Tuesday, June 2, 2018, and will include a welcome and overview presentation, breakout sessions with Mr. Morrison-Logan and Mr. Goris-Klob, the public and committee members, an in-person polling, an online polling, and a view of the website. Sample questions for an on-line survey were discussed.

The next meeting will be public meeting #1 and it will be held on Tuesday, June 12th. Mr. Morrison-Logan stated they will be sending out a flyer and he will be in touch with Ms. Bakstran and Ms. Joubert regarding the meeting.

Approval of Minutes: Mr. Pember motioned to approve the minutes of March 22nd, Ms. Gillespie seconded the motion and the vote was unanimously in favor of the motion.

The meeting adjourned at 9:00pm.

Respectfully Submitted,

Debbie Grampietro
Administrative Assistant