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ECONOMIC DEVELOPMENT COMMITTEE

Monday, June 10, 2024 @ 6:00 pm

Cordaville Hall Senior Center | 9 Cordaville Road, Southborough, MA 01772

MEETING MINUTES

6 1. Call to Order

7 Chair RA called the meeting to order at 6:04 pm.

8 **EDC present:** Rob Anderson (RA), Khoi Nguyen (KN), Michael Moorehead (MM), Michael Nordstrom (MN),
9 Karen Anglim (KA)10 **Town/Contract Staff present:** EDC Coordinator Leah Emerson (LE), Consultant Claire Reynolds (CR)11 **Attendees present:** None.

12 2. Reports

13

14 a. Chair

15 **EDC term end** | Rob Anderson (RA) addressed the end of his EDC term, having served on the committee since
16 2017, and announced that it would be he and Michael Moorehead's (MM) last EDC meeting. RA saw potential in
17 the EDC and felt that with new leadership and continued effort, he hoped that the EDC would further their work for
18 the Town's benefit.

19 b. EDC Coordinator

20 Planetizen-CPTC Training Resources | Leah Emerson (LE) reported that the EDC would purchase seventeen (17)
21 annual Planetizen subscriptions for \$2982 under the FY24 EDC budget, coming in under the \$3k not-to-exceed
22 amount approved by the EDC at their 5/22/24 Zoom meeting. This includes six (6) subscriptions for the EDC, seven
23 (7) subscriptions for the Planning Board (PB) and Planning staff, with the remainder available to the Zoning Board of
24 Appeals (ZBA) and their staff, and / or Town Administration, as needed.25 LE clarified that the Citizen Planner Training Collaborative (CPTC) needs a 4-6 week lead time to prepare specialized
26 topical training, therefore the EDC would be unable to cover CPTC training under their FY24 budget. However, she
27 said that the EDC could pursue training with CPTC during the FY25 budget year if the EDC, the Planning Board
28 and/or other boards/committees are interested. The charge for CPTC topical training is \$400-500 per group session,
29 online or in-person.30 **MERC annual conference** | LE summarized the Metrowest Economic Research Center (MERC) at Framingham
31 State's annual meeting that she and former EDC members Claire Reynolds and Chris Robbins attended on 5/30/24.
32 LE invited other Southborough boards, including SHOPC, the Planning Board, Select Board, and Town staff to
33 attend, but unfortunately no others were in attendance except those mentioned. The focus of the annual meeting
34 was on housing, and lack thereof, with State Housing Secretary Ed Augustus and Lieutenant Governor Kim Driscoll
35 giving addresses, as well as panelists Amy Dain (Dain Research), Geoff Homoliski (Executive Vice President and
36 Chief Lending Officer, Middlesex Savings Bank), Debbie Maruca Hoak (Executive Director, Habitat for Humanity
37 MW/Greater Worcester), and Peter Matchak (Director of Planning, Town of Ashland), moderated by Jason Palitsch
38 (Executive Director, 495-Metrowest Partnership). LE planned to follow-up with MERC to discuss updating metrics
39 on Southborough's economy.40 **MAPC legislative breakfast Friday 6/14/24 in Marlborough** | LE extended an invitation to EDC members to attend
41 a legislative breakfast being hosted at the Marlborough Library by the regional extension, Metrowest Regional
42 Collaborative (MWRC), of Southborough's regional planning agency, Metropolitan Area Planning Council (MAPC),

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43 being held that upcoming Friday. Area legislators, planning and economic development professionals from
44 neighboring towns would also be in attendance, in case EDC members were interested in meeting and networking.

45 **One Stop grant app submission 6/5/24** | LE provided a copy of the [One Stop grant application](#) that was submitted
46 for FY25, specifically a MA Downtown Initiative proposal for wayfinding in the Downtown District in preparation for
47 Southborough's 2027 Tricentennial. CR and RA furthered the discussion about an FY26 One Stop application for a
48 Route 9 corridor study and zoning analysis for the following cycle, which they were disappointed not to have
49 submitted for the FY25 round per the Select Board and Town Administration. The Select Board wanted to allow for
50 the Planning Board's active participation and involvement after MBTA Communities 3A compliance is addressed by
51 the end of the calendar year. In the meantime, CR, acting as a consultant to the EDC, prepared a draft One Stop
52 application for a Route 9 corridor analysis and zoning review as a basis for next year's One Stop grant application
53 submission.

54

55 **Draft EDC tracker** | LE indicated that she was drafting an EDC tracker to satisfy MN's request from their 5/15/24
56 EDC meeting.

57 c. Members

58 **Karen Anglim** | KA shared info re: her next blood drive on Thurs 7/11/24 from 12-6:30 pm at Southborough Library.
59 KA sponsors blood drives every 8-9 weeks at the Southborough Library.

60 Discussions

61 **Trottier Civics Student Draft Letter of Response – Review & Approval** | LE shared a [draft letter](#) for the EDC's
62 review and approval to follow-up Trottier 8th grade civics student request for a future EDC-sponsored job fair. The
63 EDC's reduced committee size and PT coordinator hours doesn't afford the capacity to fulfill this request, however
64 LE provided alternative suggestions for the student project team and future Trottier civics students to consider.

65 **Remaining EDC FY24 budget funds** | CR discussed the grant match and LE assured both her and the EDC that they
66 have the funds available under 'other contracted services' in the EDC's remaining FY24 budget. CR, as project
67 manager to the 2022 Executive Office of Energy and Environmental Affairs (EOEEA) grant to assess wastewater
68 options, contracted Lombardo Associates and Weston & Sampson to address wastewater needs and capacity along
69 Route 9 as well as for downtown.

70 **Farewell to Rob Anderson and Michael Moorehead** | LE then thanked Chair RA, having served on the EDC from
71 2018-2024, and MM, who served on the EDC from 2019 - 2024, for their advocacy and commitment to furthering
72 the EDC's mission to forward economic development at the local level. She reminded the EDC that this would be RA
73 and MM's last EDC meeting before their terms expired on 6/30/24.

74 4. Public Comment

75 None.

76 5. Administrative

77 A. March and May 2024 draft meeting minutes tabled to following meeting.

78 B. Next meeting TBD via Google Forms survey.

79

80 6. Adjourn

81 **MOTION:** MM moved to adjourn the meeting at 6:57 pm, and seconded by RA.

82 M Moorehead-Aye, M Nordstrom-Aye, K Nguyen-Aye, R Anderson-Aye (4-0-0)

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83 REFERENCED ITEMS | DOCUMENTS at 6/10/24 EDC Meeting

84

- 85 1) [CPTC and Planetizen EDC Training](#) Resources
- 86 2) Metrowest Economic Research Center | [MERC 2024 Annual Report](#)
- 87 3) [FY25 One Stop grant application](#) | Downtown Wayfinding for Tricentennial
- 88 4) [Trottier Civics Students EDC Letter of Response](#) | June 10, 2024

0100-5-182-000-53800 OTHER CONTRACTED SERVICES \$9,079.71

Number of people:	5	10	15	20	25
* CPTC Online - \$35 pp, per workshop	\$175	\$350	\$525	\$700	\$875
* On Demand Training – flat fee	\$400	\$400	\$400	\$400	\$400
Planetizen: Annual Subscription to 300+ courses	\$1,124.75	\$2,039.50	\$2,688	\$3,584	\$4,480
Planning Board Training & All Courses, annually	\$1,501.50	\$3,003	\$4,504.50	-	-
	$\$3,226.85 + \$525 + \$400 = \$4,151.85$				
TOTAL as an EXAMPLE, theoretically applied	\$3,201.25	\$5,792.50	\$8,117.50	\$4,684	\$5,755

* FY24 funds applied to single training sessions must be conducted by June 30, 2024 per Town of Southborough Accounting – this doesn't apply to annual subscriptions.

Citizen Planner Training Collaborative | CPTC

All workshops are on Zoom. Registration closes 48 hours before the workshop begins. Upon registration you will receive a link to a brief registration on Zoom. Upon completing that you will receive the link to the workshop session. If applicable, workshop handouts will be sent by email prior to the workshop. Payment can be made by check or credit card. Checks can be received after the workshop has ended. Should you need to cancel you must do so at least 48 hours before the workshop begins to receive a refund.

1. Roles and Responsibilities of Planning and Zoning Boards

- **Date:** Thursday, June 6, 2024, 5:30 pm
- **Cost:** \$35
- **Registration:** [Register](#)

Join us if you are a new Board member or building inspector. This program will launch you into your role as a local official, introduce you to the functions of the two boards and the main tools of planning and zoning. This session will also include an introductory discussion of the Open Meeting, Public Records, and the Conflict-of-Interest Laws.

- **Presenter:** Bob Mitchell FAICP, Consultant

2. Introduction to the Zoning Act

- **Date:** Tuesday, June 18, 2024, 5:30 pm
- **Cost:** \$35
- **Registration:** [Register](#)

This course addresses the purposes of the Zoning Act and the process (and the Planning Board's role) for the adoption/amending of zoning bylaws and ordinances. The difference between variances and special permits will be discussed. Additionally, the course will include how zoning is enforced and by whom as well as the role of the Zoning Board of Appeals in variances and zoning appeals.

- **Presenter:** Amy E. Kwesell, Esq., KP Law

3. Writing Reasonable and Defensible Decisions

- **Date:** Thursday, June 20, 2024, 5:30 pm
- **Cost:** \$35
- **Registration:** [Register](#)

This course covers some key points that will assist boards in writing clear and defensible decisions and why that is important. It describes criteria that should be contained in local zoning provisions and how they relate to the drafting of the decision and the conditions a board may impose when approving a special permit or variance application. This session covers legal and procedural requirements for conducting a public hearing and the ramifications of failure to follow procedural regulations in the decision-making process.

- **Presenter:** Adam J. Costa, Mead, Talerman & Costa, LLC

On Demand Training

On Demand Training is scheduled through your city or town, regional planning agency or other organization. It is a great way to target training toward local or regional needs. On Demand Training is conducted remotely by one of our trainers. Contact CPTC for more information.

Interested in workshops at your location? Contact CPTC for On-Demand Training at coordinator@masscptc.org

For a fixed fee of \$400, a cost which may be shared by several co-hosting communities. We will have an expert in the subject provide a webinar at a time you select. Topics are normally one of our core workshops.

The CPTC On-Demand workshops work as follows:

1. The City/Town selects a topic. For example 'How to Hold A Perfect Public Hearing'.
2. The City/Town provides CPTC with some potential dates when most board members are available.
3. CPTC finds a trainer that is available on one of the dates.
4. CPTC and the City/Town execute a contract for the services provide and the cost.
5. CPTC provides the PowerPoint presentation and other presentation material as well as handouts.
6. After the workshop, CPTC invoices the City/Town for the services.

APPLICANT INFORMATION

1.1. Applicant Organization Name:

TOWN OF SOUTHBOROUGH

1.2. Organization Location:

Southborough

1.3. Organization Type

Public Entity

Municipality

- Public Housing Authority
- Redevelopment Authority
- Regional Planning Agency
- Quasi-Governmental Agency
(i.e. Economic Development Industrial Corp, etc.), Water, Sewer, or Service District
- Non-Public Entity

1.4. Applicant Organization Legal Address

Street Address: **17 Common Street**

City/Town: **Southborough**

1.5. Organization CEO

CEO Name: **Mark Purple**

State: **Massachusetts**

CEO Title: **Town Administrator**

Zip Code: **01772**

CEO Phone: **(508) 361-7214**

CEO Email: **vhale@southboroughma.com**

1.6. Project Contact (if different than CEO)

Project Contact Name: **Mark Purple**

Project Contact Title: **Town Administrator** Project Contact Phone **(508) 485-0710**

Project Contact Email: **mpurple@southboroughma.com**

APPLICANT INFORMATION

1.7. Organization Description – Describe your organization's structure, including staff capacity, and economic development goals.

Est. 1727, Southborough pop. 10,450 is traversed by Routes 9, 30, 85 and I-90. In addition to Downtown, the villages of Fayville, Cordaville and Southville make up this exurban community, with nearly 1/4 of town devoted to the Sudbury Reservoir, an MWRA back-up water supply to metro Boston. With 72 FT employees, excluding public safety, PT and special municipal employees, it is operated by a 5-member Select Board, a Town Administrator, and Open Town Meeting. A largely residential, mature suburb, Southborough has grown while maintaining many rural characteristics. With less than 10% commercial and mixed-use townwide, open space is the second largest land use category. The town shares resources with six (6) adjacent towns, such as drinking water, conservation land, trails, recreational facilities and schools. Regional goals include protecting and enhancing services, amenities, and shared natural resources, like the 170-acre Chestnut Hill Farm stewarded by the Trustees, a draw for local visitors. Community goals aim to create more housing options, increased mixed-use, and to enhance the historic Downtown District as a hub for residents and visitors alike.

1.8. Joint Application – Is this a joint application between two or more municipalities (and/or entities), which will entail a formal arrangement for a shared scope of work and allocation of funds?

Yes No

NOTE: Application skips from section 1.8. to 1.10. (NO SECTION 1.9.)

1.10. Community Housing Restrictions – Does the community have any active housing or infrastructure moratoria, or other restriction bylaws, such as "growth limitations"?

Yes No

1.11. Community Development Tools – Is your community interested in pursuing any of the following economic development tools offered by the Commonwealth of Massachusetts:

[Chapter 43D Expedited Permitting Program Designation](#) Yes

[MA Vacant Downtown Storefronts Program Certification](#)

[Property Assessed Clean Energy \(PACE\) Adoption](#) Yes

[Municipal Digital Equity Planning Program](#) Yes

APPLICANT INFORMATION

MBTA COMMUNITY COMPLIANCE

1.12. MBTA Community Compliance

Choose the option below that best reflects your municipality's compliance status with the Guidelines for Multi-family Zoning Districts Under Section 3A of the Zoning Act (MGL c. 40A). Has your municipality:

Received a determination of District Compliance from EOHLC.

Submitted a District Compliance Application but have not yet received a letter of determination from EOHLC.

Have a deadline of December 31, 2024 or later, AND have submitted an Action Plan to EOHLC, AND have received a letter confirming Interim Compliance, AND have not yet submitted an application for District Compliance.

Have a deadline of December 31, 2023 BUT not yet submitted an application for District Compliance in accordance with the Guidelines for Multi-family Zoning Districts.

PROJECT CORE

2.1. Project Name:

[Wayfinding in the Historic Downtown District](#)

2.2. Project Location: [Southborough](#)

Housing Choice Designation:	No	Rural/Small Town Designation:	N/A
MBTA Community Designation:	Yes – MBTA	EOED Region:	Central Mass
Regional Planning Agency:	Metropolitan Area Planning Council		

2.3. Short Project Description / Abstract – Provide a concise description of the project, with a focus on how the grant funds would be used if awarded.

The Town will work with a consultant and stakeholders to produce cohesive branding and wayfinding to welcome visitors and residents to the historic Downtown District in preparation for Southborough's 2027 Tricentennial and beyond. Disrupted by the pandemic, recommended improvements in an Urban Land Institute Technical Assistance Panel 2018 report cite branding and wayfinding as important additions to strengthen and distinguish the historic Downtown District as central to Southborough's heritage.

APPLICANT INFORMATION

Project Category for Grant Consideration – Select the Development Continuum category, Project Type and Project Focus that best fits the project. Applicants can see the One Stop grant program most likely to review each type of project by hovering over the radio button next to each Project Focus option.

2.4. X Community Activation and Placemaking

Project Type:

X Technical Assistance for Downtowns

Project Focus:

- Downtown Design Consultant Services
- Downtown Mobility/Parking Consultant Services

X Downtown Wayfinding/Branding Consultant Services

- Economics of Downtown Consultant Services
- Pedestrian Orientation/Placemaking Consultant Services
- Small Business Support/E-commerce Consultant Services
- Forming a Downtown Management District

- Equitable Workforce and Business Development Programming
- Planning and Zoning
- Site Preparation
- Building
- Infrastructure

ATTENTION APPLICANT

Based on the selection above, your project is likely best fit for consideration by the following program(s):

Massachusetts Downtown Initiative (MDI)

Before you proceed, it is recommended that you visit the program website and review program guidelines.

NOTE: MDI Technical Assistance grant funds are to be used exclusively for up to \$25,000 worth of technical assistance. The consultant used to deliver the technical assistance will be chosen by MDI staff from a list of pre-qualified consultants. The consultant is paid directly through the MDI program.

APPLICANT INFORMATION

Project Overview

2.5. Narrative / Scope of Work – Explain the project. Describe the proposed work that would be funded by the grant and carried out to execute this project.

NOTE: For Technical Assistance projects, describe how the technical assistance would be implemented.

The Select Board recently formed a Tricentennial Committee to help prepare for the Town's celebration of its incorporation on July 6, 1727. The addition of branding and wayfinding around where Routes 30 and 85 meet will provide direction to nearby shops, restaurants, medical services, historic sites and civic buildings, such as the Library, Town House, and Public Safety Complex. A comprehensive wayfinding and branding strategy will help ground and orient the Downtown District as a central historical, cultural and commercial area, lending a sense of place and community. The project scope is as follows:

Step 1: Information Gathering – Assess all recent studies and reports to identify the Downtown target area and provide an evaluation of the identity and branding needs of Downtown Southborough and environs. Conduct an assessment of current and recent historical district signage introduced by the Historical Commission. Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect new visitors to the area. Reassess vehicular and pedestrian circulation routes, geographical points of interest and destinations, to develop initial design concepts for review and discussion in a working session with the Wayfinding Project Management Group (WPMG- see section 2.15).

Step 2: Develop Goals, Objectives and Themes – Facilitate and conduct a visioning session conducted by the WPMG to gather input from local stakeholders in conjunction with the EDC and Tricentennial Committee. Conduct a follow-up meeting to develop strategies and goals, including conceptual exercises to develop theming, slogans and appropriate colors based on this feedback.

Step 3: Develop Preliminary Options – Review design of a brand theme, logo and slogan or tagline including color, font, placement, etc. to be reviewed by the WPMG. Creation of up to three (3) brand options for application to all wayfinding elements. These will be presented within a hierarchy of individual signs and related wayfinding elements. Determine wayfinding signage types that should be included or consolidated, such as direction markers, street signs, gateway monuments, orientation kiosks, and boundary markers encompassing downtown spatial extents. Basic design schematics will then be prepared and presented with recommendations. Using aerial imagery and/or GIS resources, create a map of recommended wayfinding signage locations. Work with the WPMG to develop a list of recommended terminology and/or design icons for primary and secondary destinations, including landmarks, public facilities, retail and dining destinations.

APPLICANT INFORMATION

Step 4: Design Signage Elements – Refinement of a final logo/logotype and slogan as a community brand. Development of preliminary hierarchy of wayfinding elements. Analysis and location plan for all elements. Based on the selected design concept, submit final design drawings, including exact dimensions, letter heights and materials, color specifications and material performance standards, with written statements and rationale for design choices for approval by the Select Board. The final plan should address the following aspects through text, renderings, photos and maps:

- a. Sign types including sizes, shapes, colors, materials, poles and hardware.
- b. Letter sizes, fonts, heights, spacing and style.
- c. Develop a menu of signs and specifications. Signs should be designed to be durable and long lasting and explore the possibility of using recycled and refurbished materials.
- d. Develop installation locations by sign size and type while ensuring that all necessary compliance measures with local, state and federal codes are met.

Step 5: Prepare Bid Specifications Package – Once a Downtown brand and family of elements are designed, the consultant will develop a specifications package for fabrication/installation for bids by vendors.

2.6. Project Need – Describe why this project is necessary in enhancing housing and/or job growth.

The National Register of Historic Places designation (100007264) was obtained in December 2021 and seven (7) historic district signs have been posted at key locations in the Downtown District. The NRHP signage is complemented by a historic house sign program offered by the Historical Commission. These efforts must be furthered and expanded upon with larger, more prominent signage for branding and wayfinding, the benefits of which will continue well past Southborough's 2027 Tricentennial celebrations. By providing orientation and context, wayfinding will assist visitors, newcomers, students and families, as well as residents in finding their way to local businesses, historic and cultural sites, recreation, community resources, medical and public services, distinguishing this area of town as its own unique destination, bringing additional revenue, renewed interest, and potential future investment downtown.

2.7. Grant Funding Request

Grant Request – In the table below, provide a breakdown, by spending category, of the total grant funding requested for the proposed project.

Spending Category:	Funding Requested:
Consultants / Prof. Fees	\$25,000

APPLICANT INFORMATION

Community Description

NOTE: Application skips from section 2.7. to 2.12. (NO SECTIONS 2.8 – 2.11.)

2.12. Project Location Map – Attach a map or conceptual drawing showing the location of the project/project area.

[Map-and-Inventory_6.24.pdf](#)

2.13. Environmental Justice – Is the project site located within one mile of an Environmental Justice census block group? [**CLICK HERE**](#) to access the Commonwealth's Environmental Justice Map Viewer.

Yes No

2.14. Community Description and Engagement Plan – Describe the population that will be impacted by the project and describe the community engagement efforts that have or will inform the project. Include how the project will promote an inclusive participation process, engage new voices, and/or empower diverse stakeholders. If applicable, describe how the project advances opportunities for community members who have been socially and economically disadvantaged, and/or historically underrepresented.

Wayfinding will help guide visitors, residents, patrons, students & their families to the business district as well as to cultural & historic sites like the new Heritage Park next to the Southborough Library, across from St. Mark's campus. The Southborough Library, whose attendance at children, teen and adult programs totaled just under 6,000 persons in 2023, sits at the crux of this district; the level of services & programming that are accessible to any individual with no regard to income, race or economic status, improved wayfinding would allow the library yet another way to promote the many free & diverse resources available to the public. A very active Senior Center on Cordaville Road (Rt 85) offers varied intergenerational events and programming. The census reflects a 76% increase in seniors residing in Southborough over the last 10 years. That number is projected to increase over the next decade. With MWRTA transit (and a commuter rail stop), the programs have become more accessible to seniors of all income levels, including the residents of our affordable senior complex Colonial Gardens.

Southborough also hosts a diverse business community with an increase in minority owned and women owned businesses filing DBA certificates each month, counted among our largest employers, such as tech and life science companies Virtusa and Veristat. With an Asian population at 16.2%, other races a combined 7.5%, and a foreign born population at over 20% based on census data, beyond the business community, outreach will focus on community organizations such as the Chinese Gospel Church as well as the neurodiverse community served by one of Southborough's largest nonprofits, the New England Center for Children autism school, both located on Route 9. Development of designs for review and feedback will invite business owners, nonprofit, library patrons, school partners, seniors and town officials to participate through targeted outreach, both online and in-person.

APPLICANT INFORMATION

Project Implementation

2.15. Leadership and Ability to Execute – Describe the leadership and project management group for this project and why it is an effective team to advance this project. Identify the full name of the person(s) that will serve as the applicant's project contact. If the applicant is partnering with other organizations, list the partner organization(s), and briefly describe their role in accomplishing the project.

The proposed Wayfinding Project Management Group shall include representatives who are excellent collaborators with local boards, committees, nonprofits & schools including:

- The Southborough Garden Club or Arts Council
- A member of the Southborough DPW or their delegate
- The Southborough Town Administrator or their delegate
- The Town's Economic Development Coordinator
- A member of the Southborough Historical Commission
- A Representative from the Downtown Business District
- A member of the Southborough Board of Library Trustees or staff
- A representative of the academic community [Fay, St Marks]

The initial project contact will be Mark Purple, Town Administrator, who has served since 2012, and is well versed in state procurement and municipal finance laws, having facilitated many municipal facilities and public building committees. From the coordination angle, Mr. Purple is the agent of the Select Board which appoints the majority of department heads in the organization. As the Personnel Director he is also responsible for determining that each manager in the organization possesses the specific knowledge, skills and abilities to serve on a project team like this.

The working group, which is a combination of experienced town employees, volunteers and/or appointed officials, all have a strong commitment to promoting and maintaining the aesthetics downtown. The Garden Club regularly maintains and beautifies public spaces throughout Southborough such as street planters, dividers, and exterior urns. Another important community gem is the lawn at the intersection of Routes 30 and 85 and is owned by St. Mark's School. It's often viewed by the public as an extension of the "town common" where community events occur such as the Town's annual Heritage Day celebration, Rotary-sponsored food truck festivals, community vigils, and other public events. Lastly, established veterans groups can accentuate the many historical and unforgettable anecdotes based on their experiences.

APPLICANT INFORMATION

2.16. Progress to Date – What progress has the applicant/partner organization(s) made on this project to date? Include details about planning, community engagement, prior State/Federal funding, development tools used, noting if the project is included in any adopted municipal or regional plans (e.g. Master Plan, CEDS, HPP, etc.).

2018: Urban Land Institute Downtown TAP report, recommends branding & wayfinding

2019: New Police–Fire Public Safety Complex built, town acquires Southborough Golf Course.

2020 In April 2020, the Southborough Library received MBLC LSTA \$10,000 "Dig In" grant for Growing Libraries with Gardens and nature-based Learning Spaces grant for community garden spaces that housed vegetable/herb garden where members of the public could grow their own food; \$5,000 Southborough Community Fund grant to establish a Story Walk on the grounds which leads directly to the aforementioned garden spaces and grant funded solar bench.

2021: Mixed use zoning amendments approved in Downtown Business District.

2022: National Register of Historic Places designation granted for Southborough's Historic Center; completion of wholesale renovation/restoration of Main St which greatly improved drainage, utility, bike, pedestrian and vehicular traffic (approximately \$8M).

2023: Creation of new Heritage Park adjacent to library; road and drainage improvements to ease flooding at St. Mark's Street and Marlboro Road; Southborough Arts Council awarded \$750 for the "Yes to Southborough" program that displayed 2D expressions of how the youth viewed the community. YES stands for Youth Expressions of Southborough and included categories such as natural beauty of our town, recollections of events like fairs, concerts & celebrations, places like neighborhood, school, library, church. The winning pieces were displayed in town buildings on large canvases.

2024: Completion of Southborough Senior Center addition by Assabet Valley Regional Vocational Technical High School students; \$150,000 CPC funds approved at Town Meeting for completion of Southborough Town House restoration and improvements, applied for MBLC grant funding for 7,000 s.f. expansion of Library 2023/2024: \$53,000 funded from ARPA to rejuvenate historic house signage program and assist Town Clerk with preservation of important historical records and artifacts, etc.

APPLICANT INFORMATION

2.17. Project Implementation Timeline – Describe the steps and timeline to implement the project. Include any tasks that the applicant would need to complete before expending grant funds, if awarded (i.e. procurement, hiring contractors, issuing RFPs, etc.), as well as information about any notable dates and/or milestones. If applicable, Identify any necessary review and/or approval entities such as Planning Board, Council or Selectboard and/or subcommittee Committee, town meeting, etc. **NOTE:** Grants awards will be announced in Fall 2024 for contracts starting in FY25.

Nov 24–Feb 25: Assess all recent studies and reports, evaluate needs and wayfinding challenges, with special attention paid to those that affect visitors and newcomers to the area.

Feb–Apr 25: Facilitate charrettes supplemented with email outreach and a brief survey to develop goals/themes.

Apr–Jun 25: Preliminary design review, determine wayfinding signage types/locations to encompass downtown.

Jun–Aug 25: Refinement and submission of final logo design and location plan for all elements.

Aug–Oct 25: Prepare bid specifications and apply for CPC funds for fabrication/installation. Obtain CPC approval.

Oct–Dec 25: Issue RFP, generate bid proposal and vendor selection/procurement.

Jan–Mar 26: Develop warrant article based on bid estimates to secure funding at Town Meeting via CPC funds.

Apr–May 26: Fabricate signage and signage elements according to spec, including all hardware and supporting features.

Jun–Jul 26: DPW signage installation per applicable regulations.

APPLICANT INFORMATION

Environmental Sustainability and Emissions Reduction

2.18. Environmental Sustainability – Describe how the applicant will take climate change and environmental sustainability into consideration in the execution of the project.

As of this date, the Southborough Facilities Department is engaged in a plan focused on installing EV chargers at the Town House and Library. This is one of several measures the Town has undertaken since it received the Green Communities designation in 2017.

Additionally, the Green Communities projects we have completed in the vein of environmental sustainability include:

- Building Weatherization and Air Sealing Projects on Town and School Buildings
- LED Lighting Conversion Projects in the Schools
- Installing Variable Frequency Drives (VFD's)
- Building Management System (BMS) Installation
- Installation of High Efficiency HVAC Equipment
- LED Street Lighting Conversion
- Purchasing Hybrid Police Vehicles

The town and school buildings within this district include the Town House, Southborough Library, Public Safety Complex, Woodward School, Cordaville Hall (which houses the Senior Center, Facilities Department, Building, ZBA, Conservation, Board of Health and Veterans Agent).

The Southborough Library has installed a permanent "story walk" that traverses the path along the Library parking lot to the new Heritage Park. This is just one of five properties in town that have StoryWalk® displays available for young kids. A sixth outdoor reading display is geared to older members of the public. The wayfinding would help promote these areas as an extension of the "outdoor" program space we have in the Downtown District.

APPLICANT INFORMATION

Project Outcomes

2.19. Anticipated Outcomes and Impacts – Explain how the project will catalyze community economic development. Describe the tangible outcomes, including impacts on housing production, job growth, workforce development, entrepreneurship, local business and/or other social benefits.

Branding and wayfinding is the logical and necessary next step to connect services and amenities that sometimes feel disparate within this roughly 1-mile area, and that many people may not be aware of within proximity to downtown. Things like trails and recreational opportunities, schools, municipal, public safety, medical and senior services, businesses and restaurants, significant historical sites, cultural and community events, and the common areas that host these social gatherings. Progress has been made yet some challenges remain, such as the need for wastewater solutions, which the town is committed to exploring and resolving to further the Downtown District's mixed-use potential. But overall, cumulatively and collectively, each step taken to improve safety for pedestrians and cyclists, toward sustainable traffic counts and patterns, targeted climate hazard mitigation, historic preservation, improved access to resources and services, support for local businesses, addressing the needs of students, residents, employers, newcomers and visitors through the activation and revitalization of the Downtown District will be enhanced by the context and cohesiveness that wayfinding and branding can provide. The town is compelled to seek this solution in preparation for their 2027 Tricentennial celebrations, but the practical, social, economic, aesthetic and tangible benefits that branding and wayfinding can provide to highlight and distinguish downtown as its own unique destination will pay dividends for years to come, in future investment, increased visibility and visitors, improved revenues, and positive and lasting associations, benefiting Southborough and its reciprocal relationship with neighboring towns.

2.20. Project Impacts – Complete the below table to show the expected impacts of the project (estimate as needed):

Market Rate Housing Units currently in project area:	200
Affordable Housing Units currently in project area:	56
Total Housing Units in Project Area:	256
Total number of active businesses within project area	45
Total number of commercial vacancies within project area	7

APPLICANT INFORMATION

ADDITIONAL/OPTIONAL ATTACHMENTS

Applicants may submit other attachments to support the application, which may be reviewed and/or filed. However, please note that these items will generally not be scored or assessed as part of the formal evaluation of the proposal.

Multiple documents may be uploaded to each attachment field, however only one document may be uploaded at a time.

Attachment Type	Description
Letters of Support	<u>Letter of Support_G Martins.pdf</u>
Other Partner Letters	Letters from any partner organizations that are collaborating on this project.
Site Images	<u>Wayfinding MDI Photos_Southborough_6524.pdf</u>
Other	<u>Downtown Southborough Preliminary Asset Inventory</u>

APPLICANT INFORMATION

CERTIFICATION OF APPLICATION SUBMISSION AUTHORITY

9.1 If the applicant is a public entity, does the submission of this application require a formal vote of any board, commission, or other local entity? If Yes, attachment required.

Yes No Not Applicable

9.2 If the applicant is a non-public entity, does the submission of this application require the authorization of the entity's board of directors, or other governing body or bylaw? If Yes, attachment required.

Yes No Not Applicable

I, Mark Purple hereby certify that I am duly authorized to submit this application on behalf of the Town of Southborough.

By entering my name in the space below, I further certify, under the pains and penalties of perjury, that the responses to the questions provided in this application, and the attached documentation, are true, accurate, and complete. I understand that the Executive Office of Housing and Economic Development (EOHED) and its partner organizations, specifically the Department of Housing and Community Development (DHCD) and the Massachusetts Development Finance Agency (MDFA), will rely on the information provided in this application to make decisions about whether to award a grant from their respective funding sources. Also, that the Commonwealth reserves the right to take action against me, the applicant organization, and/or any other beneficiary of a grant, if any of the information provided is determined to be false, inaccurate, or misleading. I also affirm that, if awarded, the applicant organization has the capacity to carry out the project in accordance with all applicable laws and regulations.

Name: Mark Purple

Date: 6/5/2024 3:13:26 PM

Title: Town Administrator



May 29, 2024

Dear EOED Staff,

I am writing to express my enthusiastic support for the grant application submitted by the Town of Southborough for the 2024/2025 round of the One Stop program. Southborough's proposal this year has a distinct focus on wayfinding in the Southborough downtown historic district in conjunction with our upcoming Tricentennial Celebration. As a dedicated board member of the Southborough Tricentennial Committee, I have witnessed firsthand the immense value and impact that this initiative will bring to our community.

The Tricentennial Celebration will be a momentous occasion that presents us with a unique opportunity to showcase the rich history, culture, and heritage of our town. However, without proper navigation and signage, attendees may find it challenging to navigate the various events, attractions, and points of interest throughout the celebration and in the years to come.

We are in the process of evaluating the proposed year-long events that will mark our year-long celebration in 2027. The proposed wayfinding solution offered by consulting services that could be funded through the One Stop program will not only enhance the overall experience for visitors but also serve as a lasting legacy for our community long after the celebration concludes. By providing clear and intuitive signage, maps, and information points, as well as heightened bike and pedestrian access, we can ensure that attendees have seamless passage all around.

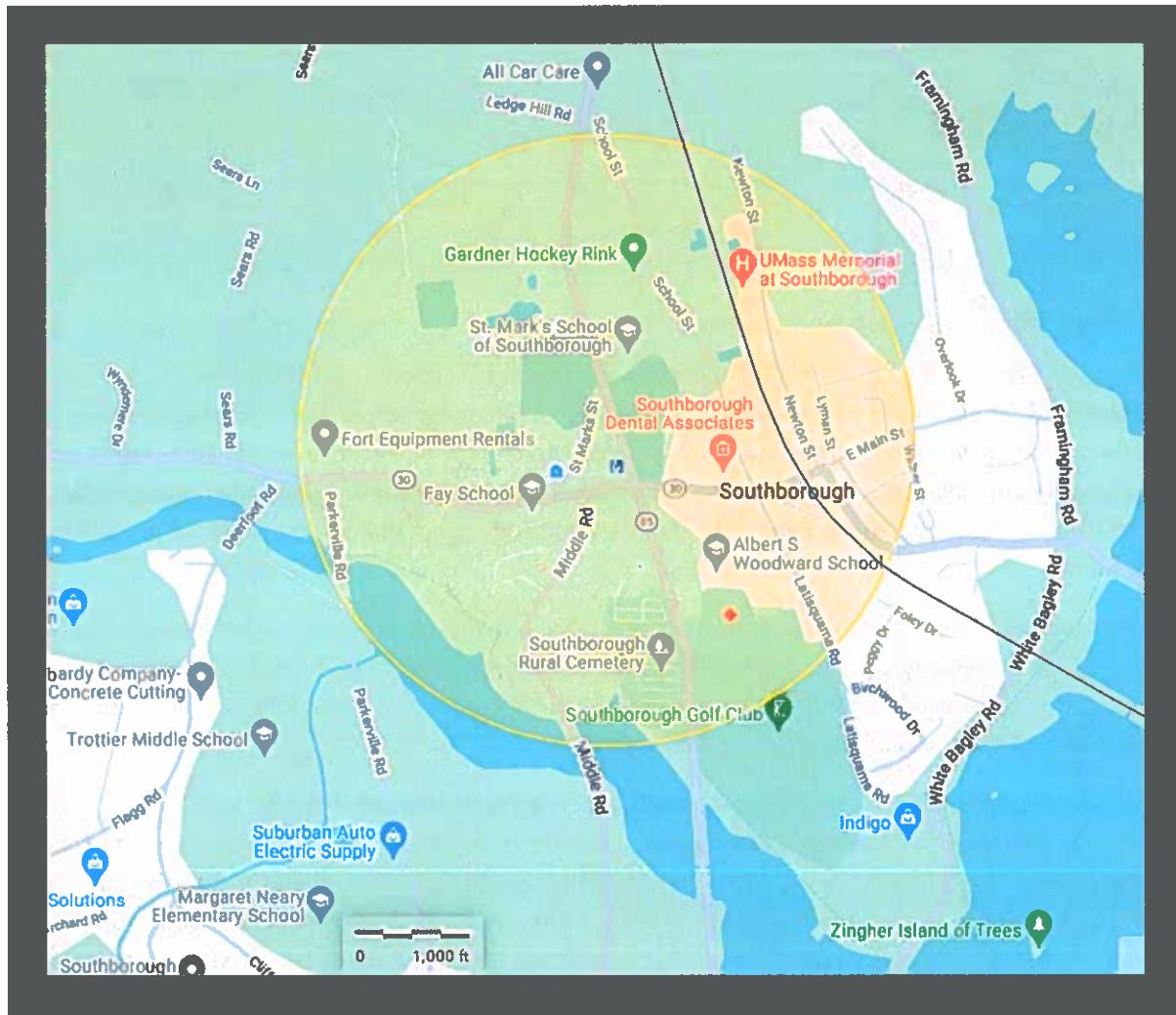
Furthermore, I believe that investing in this initiative aligns perfectly with our organization's mission to foster community engagement, promote cultural awareness, and support local businesses and initiatives that benefit our residents and visitors alike. By partnering with the One Stop program, we can leverage their expertise and resources to maximize the impact of our Tricentennial Celebration and leave a positive and lasting impression on all.

As a local business owner in this district, I wholeheartedly endorse the grant application for the One Stop program's wayfinding proposal and urge you to consider it favorably. Thank you for your attention to this matter, and please do not hesitate to contact me if you require any further information or assistance.

Sincerely,

Ginny Martins
Southborough Tricentennial Committee

87 Main Street
Southborough, MA 01772



SOUTHBOROUGH DOWNTOWN DISTRICT & ENVIRONS

Preliminary Asset Inventory – June 2024

Downtown Business and Asset Inventory

Businesses

Address / Street	Business Type	Current Businesses / Facilities	No. of Bus.	Available SF	Overall SF
29 Boston Rd	Auto - Gas - HVAC Services	Falconi's Pit Stop Falconi Energy	1		2,620
12 Newton St	Auto Care	Classic Auto & Performance	1		6,221
5 Park St	Auto Care	I & J Automotive	1	3,675	7,823
77 School St	Auto Care	All Car Care	1		3,518
6 E Main St	Banking - Finance	Main Street Bank	1		
5 Main St	Car Service	Icon Limousine	3		4,324
4 Main St	Convenience Store	Southborough Liquor & More	1		2,225
1 Boston Rd	Creative Services	All Things Sparkley Photography	5		3,232
11 Main St	Creative Services	Starched Modern			
14 E Main St	Daycare - Preschool	Southborough Village Preschool	1		
11 Main St	Daycare - Preschool	We Care for Little People, Inc.			
11 Main St	Dental Care	Premier Care Dental Management			
205 Parkerville Rd	Equipment Rental	Fort Equipment Rentals	1		
9 Main St	Financial Advisors	Asset Grade			
1 Boston Rd	Fitness Facility	Root to Rise Pilates			
11 Main St	Fitness Facility	Fit Tec Wellness Center			
40 Main St	Funeral Services	Morris-Johnson Funeral Home	1		7,885
1 Boston Rd	Gallery - Studio	Apothecary Artists			
11 Main St	General Contractor	Beroli Construction			
11 Main St	General Contractor	Teixeira Construction			
11 Main St	Health - Personal Wellness	Anner Eliot, PhD, Licensed Psychologist	11	3,595	30,452
7 Lyman St	Health - Personal Wellness	LV7 Wellness Luisa Vargas, LMT-Psych	1		
11 Main St	Health - Personal Wellness	Southborough Acupuncture Natasha El'Massih, LAc			
11 Main St	Healthcare Management	Beyond Business Management			
3 Main St	HVAC Contractor	MetroWest Mini Splits	2		2,175
1 Boston Rd	Insurance Agency	Lamy Insurance			
11 Main St	Insurance Agency	Gaudette Insurance Agency			
9 Main St	IT Consulting	IP Merc & Company			
9 Main St	Legal Services	Aaron's Law & Mediation	5		2,544
9 Main St	Legal Services	Ingle Law			
9 Main St	Legal Services	Skylark Law & Mediation			
14 Main St	Medical Care	West Suburban GI	1		3,297
24 Newton St	Medical Care	Reliant Medical	2		60,703
24 Newton St	Medical Care	Optum Care UnitedHealth Group			
28 Newton St	Medical Care	Reliant Medical	3		53,422
28 Newton St	Medical Care	Optum Care UnitedHealth Group			
28 Newton St	Medical Care	Umass Memorial Southborough			
32 Newton St	Medical Care	LHI Logistics Health Incorporated	1	5,044	10,088
9 Cordaville Rd	Municipal Facility	Southborough Senior Center			
28 Main St	Nonprofit - Community Facility	The Southborough Village Society			
21 Boston Rd	Office Use	Old Sawin Griswold Building		5,408	9,440
3 Main St	Personal Care	Saxony II Barber Shop			
5 Main St	Personal Care	Lily Nail Salon			
11 Main St	Personal Care	Luxe Studio			
1 Boston Rd	Real Estate Agency	Ginny Martins & Associates			
2 Main St	Restaurant	Mauro's Village Café	1		1,797
5 Main St	Restaurant	Southborough House of Pizza			
27 Main St	Retail Consignment	St. Mark's Bargain Box	1		
DOWNTOWN AREA BUSINESSES				45	17,722
					211,766

Downtown Business and Asset Inventory

Historical

Address	Street	Name	Use	MHC No.	Private: 39	Civic: 6	Public: 6	Nonprofit: 6
28	Main St	Southborough Community House	Community facility	46				
40	Main St	DeClinton Nichols House	Funeral Home	41				
11	Cordaville Rd	Rural Cemetery	Internment	802				
-	St Marks St	Old Burying Ground	Internment	940				
5	Chestnut Hill Rd	Chestnut Hill Farm	Land trust (Trustees of Reservations)	M*				
25	Main St	Southborough Public Library	Municipal library	42				
17	Common St	Southborough Town House	Municipal offices	30				
25	Common St	Flagg School	Municipal property	32				
15	Common St	Pilgrim Church	Place of worship	31				
20	Boston Post Rd	St Anne Parish	Place of worship	SBR Z*				
27	Main St	St Mark's Church	Place of worship	T*				
25	Marlboro Rd	St Mark's School	Private 9-12 school	U*				
48	Main St	Fay School (partial)	Private K-9 school	S*				
3	Cordaville Rd	Unknown	Private residence	318				
5	Cordaville Rd	Unknown	Private residence	316				
16	Deerfoot Rd	Edward Burnett Stable	Private residence	68				
21	Deerfoot Rd	George Burnett House	Private residence	21				
6	Main St	Francis W. Walker House	Private residence	54				
8	Main St	Marsh-Barnery House	Private residence	52				
10	Main St	Flagg Buck House	Private residence	51				
14	Main St	Young's Store	Private residence	274				
15	Main St	Moses Newton House	Private residence	45				
16	Main St	Harriet Parker House	Private residence	50				
17	Main St	Samuel Newton House	Private residence	44				
18	Main St	Congregational Parsonage	Private residence	49				
19	Main St	Peter's High School Annex	Private residence	43				
20	Main St	Congregational Parsonage	Private residence	273				
24	Main St	John Cotton House	Private residence	48				
26	Main St	Winchester House	Private residence	47				
34	Main St	Charles Fairbanks House	Private residence	271				
36	Main St	William Clark House	Private residence	270				
42	Main St	George Jennison House	Private residence	40				
43	Main St	Charles F. Choate Jr. House	Private residence	24				
55	Main St	Appleton-Bigelow House	Private residence	268				
59	Main St	William Reed House	Private residence	23				
66	Main St	Kidder House	Private residence	267				
85	Main St	W.A. Fay House	Private residence	18				
94	Main St	Jedidiah Parker House	Private residence	19				
96	Main St	Gardner Lodge & Stable	Private residence	300				
116	Main St	John Burnett House	Private residence	299				
130	Main St	Leland House	Private residence	297				
2	Middle Rd	Collins-Nichols House	Private residence	78				
4	Middle Rd	James Holland House	Private residence	79				
6	Middle Rd	Unknown	Private residence	304				
8	Middle Rd	Unknown	Private residence	306				
10	Middle Rd	Unknown	Private residence	307				
12	Middle Rd	William Muchmore House	Private residence	80				
-	E Main St	East Southborough Center (partial)	Primarily Residential	Z*				
-	Laliquama Rd	Laliquama Road	Residential	X*				
-	Main & Common	Southborough Town Common	Veterans Memorial	941				

HISTORICAL PROPERTIES * District

Downtown Business and Asset Inventory

Schools Recreation Municipal

Address	Street	Current Use	Status	Acreage
2	E Main St	Vacant Lot	Owner: Peter Bemis	0.5
-	Main St	Former Electrical Site	Owner: National Grid	1.7
33	School St	Solar & Septic Field	Owner: Tony Kwan	3.4
LAND LOTS				6

Address	Street	Name	Grades	Type	Acreage
48	Main St	Fay School	K-9	Private	66
25	Marlboro Rd	St. Mark's School	9-12	Private	210
28	Cordaville Rd	Woodward Elementary School	2-3	Public	12
53	Parkerville Rd	Nearby Elementary School	4-5	Public	38
49	Parkerville Rd	Trotter Middle School	6-8	Public	43
NEARBY SCHOOLS					369

Address	Street	Name	Steward	Acreage
36	Cordaville Rd	Southborough Golf Club	New England Golf Corporation	56
148	Main St	Beals Preserve	SOLF - Southborough Open Land Foundation	59
-	Sears Rd	Sears Reserve	SOLF - Southborough Open Land Foundation	13
-	Sears Rd	Wolf Pen Pasture	SOLF - Southborough Open Land Foundation	15
5	Chestnut Hill Rd	Chestnut Hill Farm	Trustees of Reservations	170
NEARBY RECREATION				312

Address	Street	Use	Name	No. of Depts	Acreage
11	Cordaville Rd	Cemetery	Southborough Rural Cemetery	1	22
-	St. Marks St	Cemetery	Old Burial Ground	-	2
-	Marlboro Rd	Public Park	Southborough Heritage Park	-	1
-	Common & Main	Memorial	Southborough Town Common	-	1
17	Common St	Government Offices	Southborough Town House	7	2
9	Cordaville Rd	Government Offices	Southborough Building - Conservation - Board of Health	3	-
9	Cordaville Rd	Municipal Services	Southborough Senior Center - Council on Aging	2	2
32	Cordaville Rd	Municipal Services	Southborough Public Safety Building Police - Fire	2	4
25	Main St	Municipal Services	Southborough Library	1	2
MUNICIPAL SITES & SERVICES				16	36

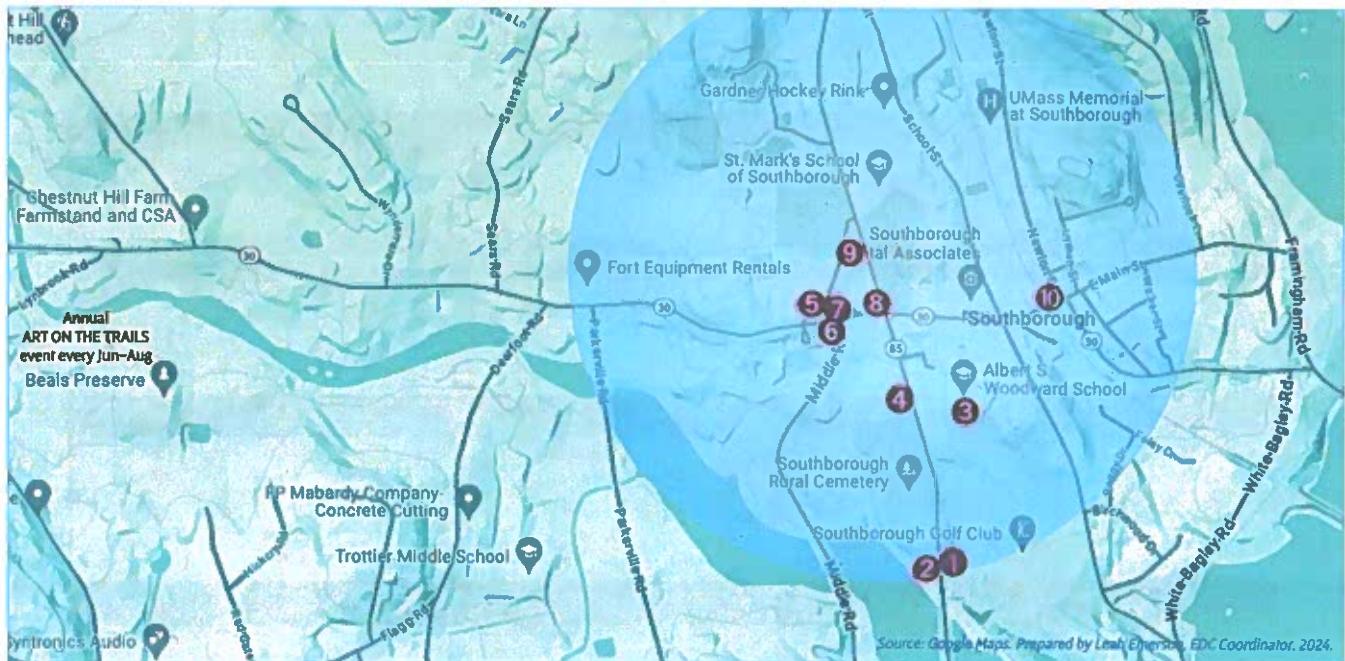


PHOTO KEY

Southborough Center

DOWNTOWN DISTRICT

photo tour

Situated between 495, I-90, Route 9, 85 & 30, Southborough Center & Downtown District spans a $\frac{1}{2}$ mile to 1 mile radius where the latter two state routes meet

PROGRESS TO DATE

- 2018**
Urban Land Institute Downtown TAP report recommends Branding & Wayfinding
- 2019**
New Police-Fire Public Safety Complex Built
Town acquires Southborough Golf Course
- 2021**
Mixed Use in Downtown Business Village Zone District and Design Guidelines approved
- 2022**
National Register of Historic Places designation granted for Southborough's Historic Center
- 2023**
Creation of new Heritage Park adjacent to Library, road and drainage improvements at St. Mark's Street and Marlboro Road
- 2024**
Southborough Town House restoration and improvements
Completion of Southborough Senior Center addition by Assabet Valley Regional Vocational Tech HS students
\$150K CPC funds approved for 7,000 s.f. Library expansion to match for MPLCP grant funding

Photo: Kevin Miller, Staff SJC 2024
Photo: Leah Emerson, EDC 2024



Office of the Town Administrator

Town of Southborough • 17 Common Street • Southborough, MA 01772

Prepared by L. Emerson, EDC Coordinator





Photo: Kevin Miller, Chair SHC, 2024

ENTERING SOUTHBOROUGH CENTER HISTORIC DISTRICT

across from Southborough Rural Cemetery, 11 Cordaville Road | Route 85

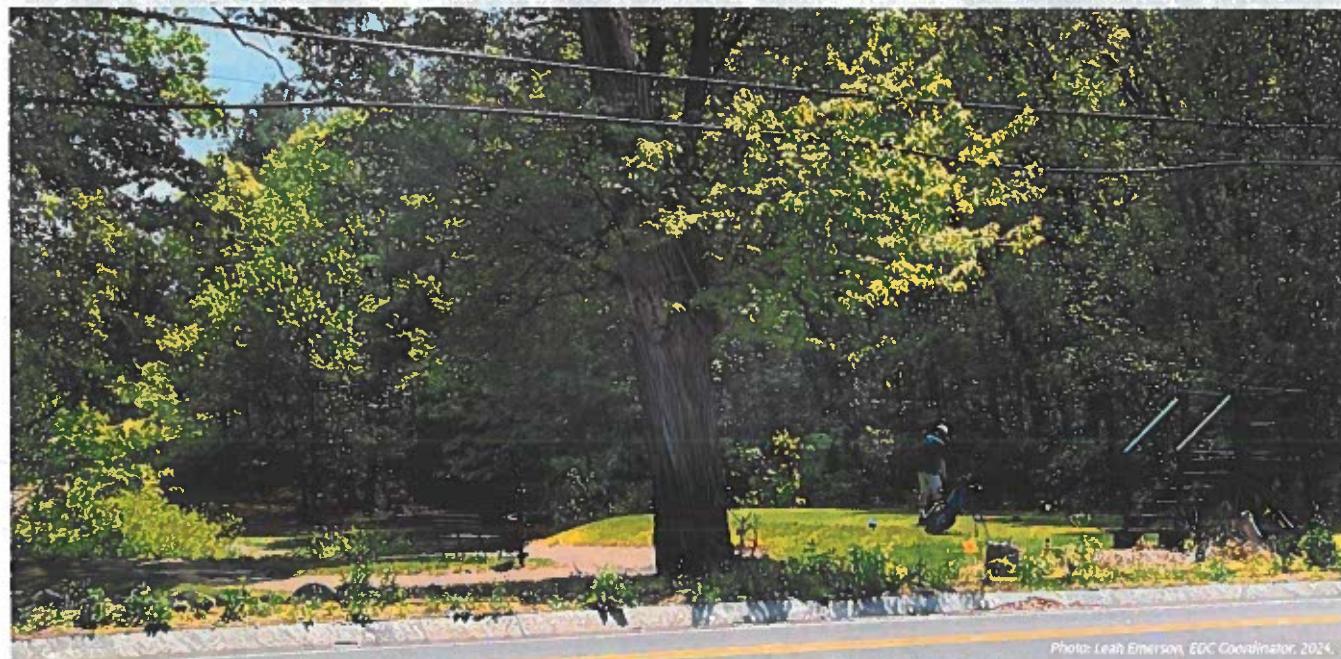


Photo: Leah Emerson, EDC Coordinator, 2024

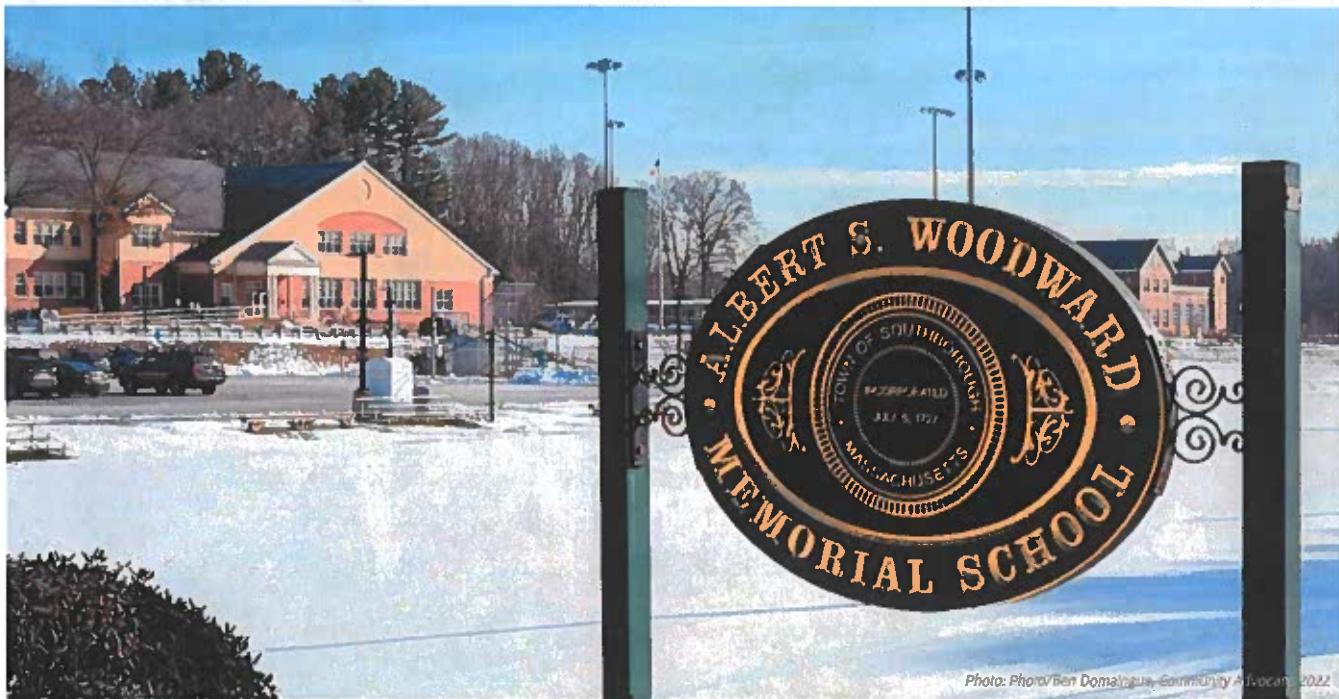
SOUTHBOROUGH GOLF CLUB

next to Southborough Center Historical Marker above, 36 Cordaville Road | Route 85



Photo: Leah Emerson, EDC Lookout, Oct. 2024.

SOUTHBOROUGH TRAILS next to Rural Cemetery on Rt 85, leading to 3 of 10 trail networks in town, the Aqueduct, Sudbury Reservoir & Boroughs Loop



WOODWARD MEMORIAL GRAMMAR SCHOOL, grades K-3

located next to Public Safety, across Cordaville Road (Rt 85) from Senior Center

Photo: Photo: Ben Donahue, Community Advocate, 2022



SOUTHBOROUGH PUBLIC SAFETY BUILDING, est. 2019

located next to Woodward School, across Cordaville Road (Rt 85) from Senior Center

Photo: Context Architecture 2019



Photo: Bob Emerson 2023

SENIOR CENTER GROUNDBREAKING for building addition by Assabet Valley Regional Vocational Technical High School students, Aug 2023



Photo: Bob Emerson MySouthborough.com 2024

SOUTHBOROUGH SENIOR CENTER, RT 85, completion of building addition by Assabet Valley Regional Technical High School students, May 2024



[**SOUTHBOROUGH TOWN HOUSE**](#) Government Center at 17 Common Street

[**PILGRIM CONGREGATIONAL CHURCH**](#) at 15 Common Street

Photo: John Emerson, EDC Coordinator, 2023.



Photo: Marc Jones 2023.

[**HISTORIC HOUSE SIGN PROGRAM**](#) 2023-24

L-R: Annie Pfaff, SHC Vice Chair, Kevin Miller, SHC Chair, Karen and Praveen Mutalik

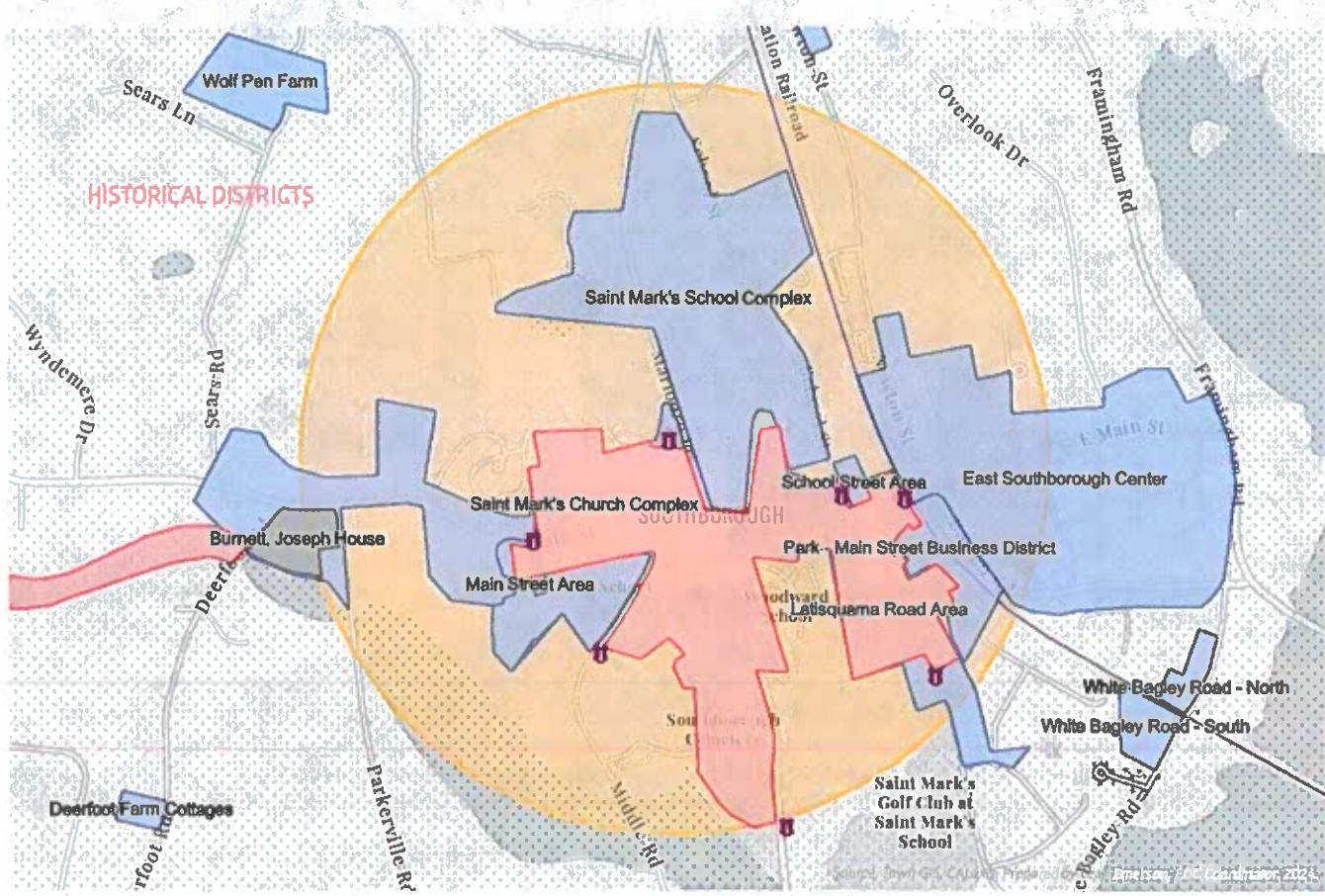
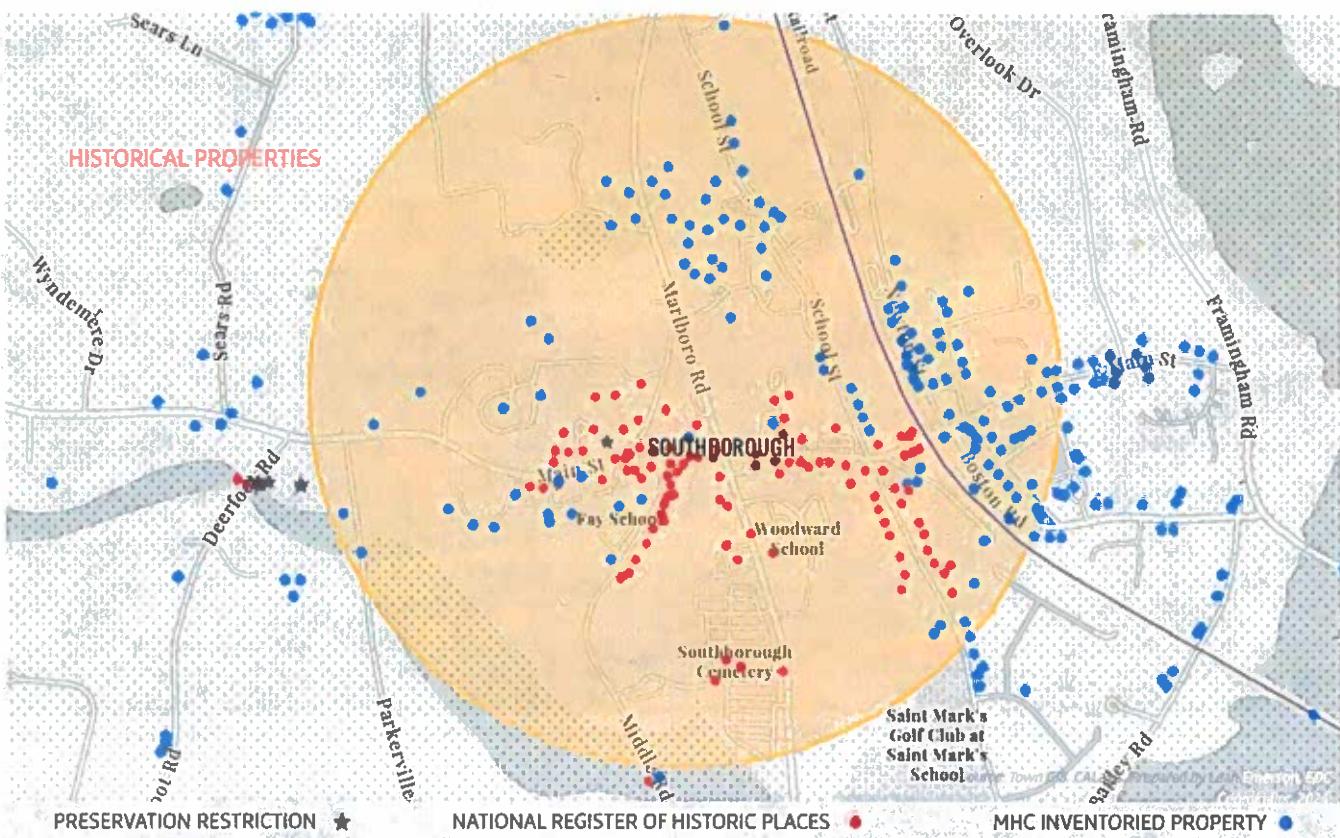


Photo: Leah Emerson, EDC Coordinator, 2024.

MAIN STREET AT MIDDLE ROAD, VIEW TO TOWN COMMON & LIBRARY

taken from the Fay School with historic homes on Middle Road to the south→

ILLUSTRATIVE PURPOSES ONLY



PRESERVATION RESTRICTION ■ NATIONAL REGISTER OF HISTORIC PLACES ■ SIGNS ■ MA HISTORICAL COMMISSION SURVEY PENDING ■



Photo: Leah Emerson 2023.

WWI HOWITZER CANNON, [SOUTHBOROUGH TOWN COMMON](#) part of a series of Veterans Memorials located between Main & Common Street



Photo: Leah Emerson, LDC Coordinator, 2023.

[SOUTHBOROUGH TOWN COMMON](#) VETERANS MEMORIAL

among a number of [historically significant sites](#) located throughout Southborough

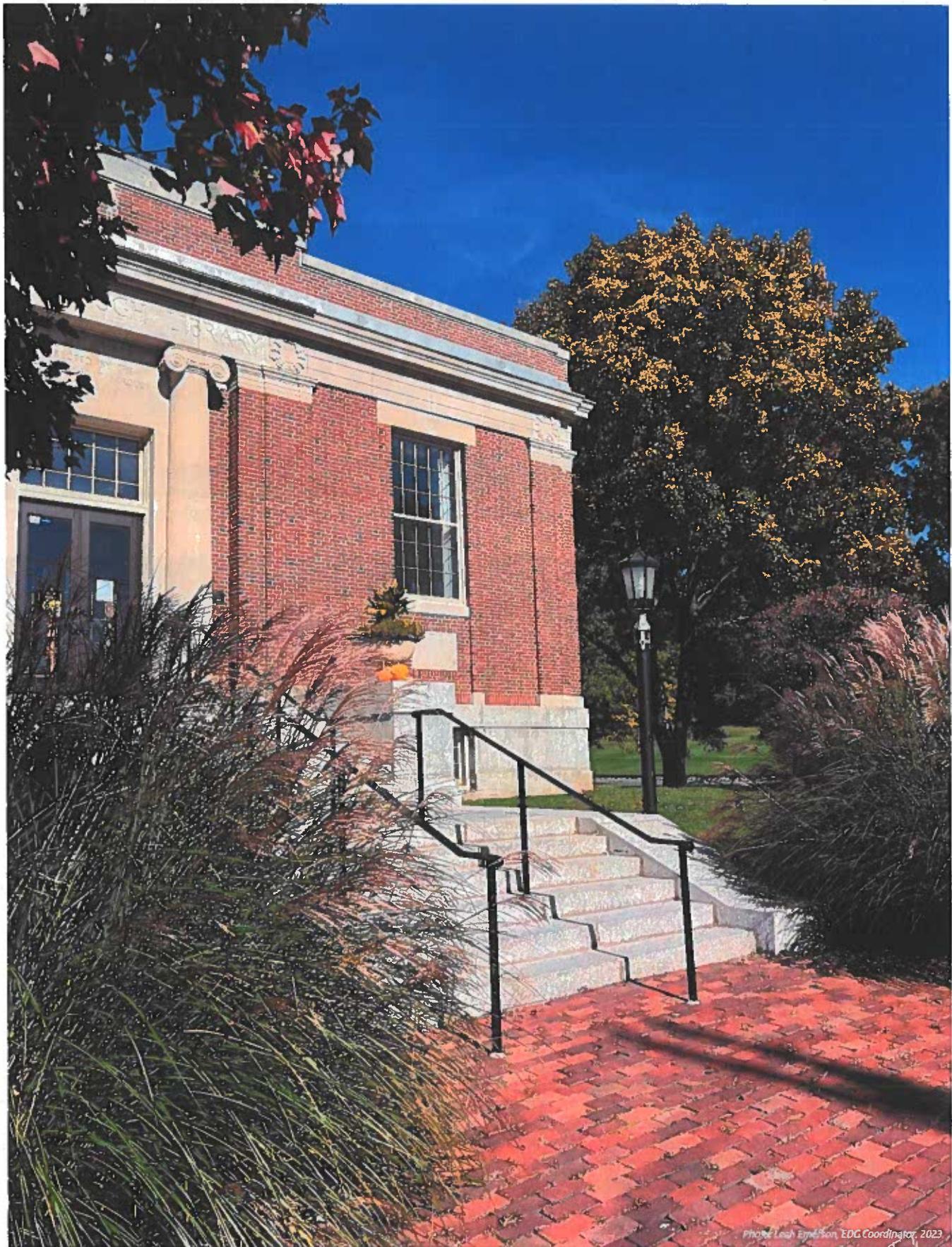


Photo: Leah Emerson, EDG Coordinator, 2023

SOUTHBOROUGH PUBLIC LIBRARY PLANS FOR EXPANSION

adding up to 7,000 s.f. with pending bid for MPLCP grant funding

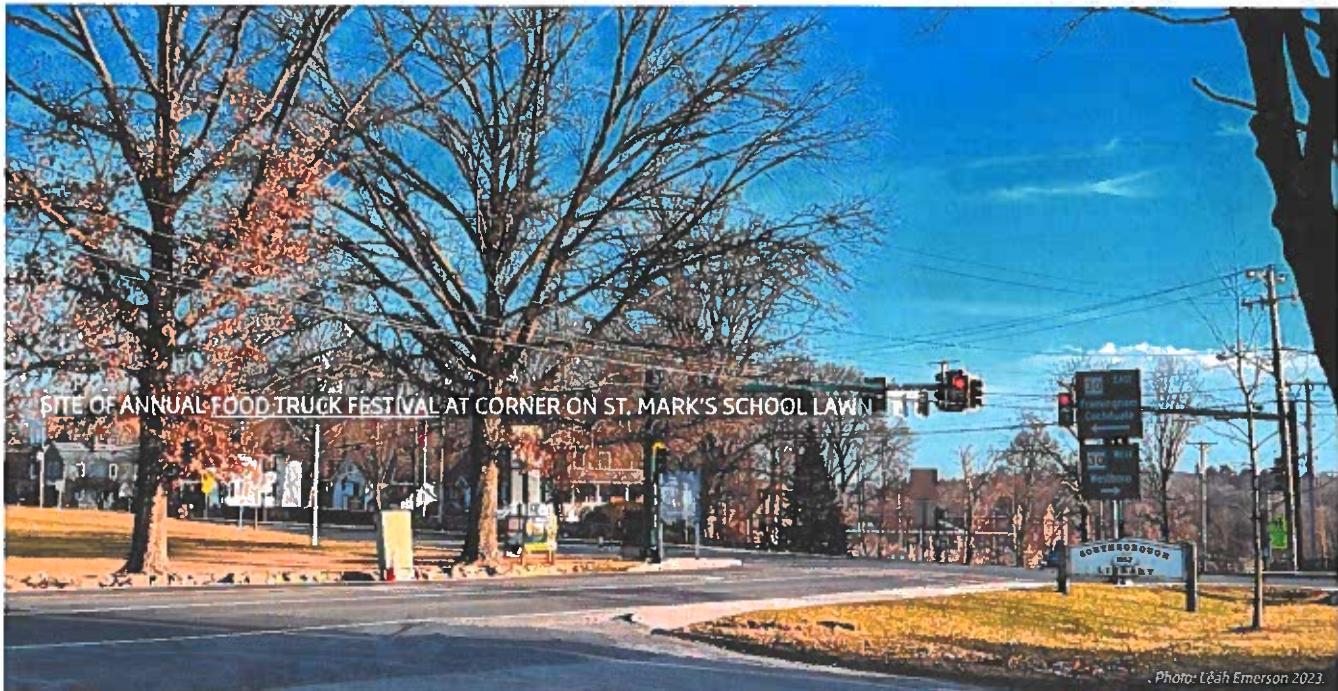


Photo: Leah Emerson 2023.

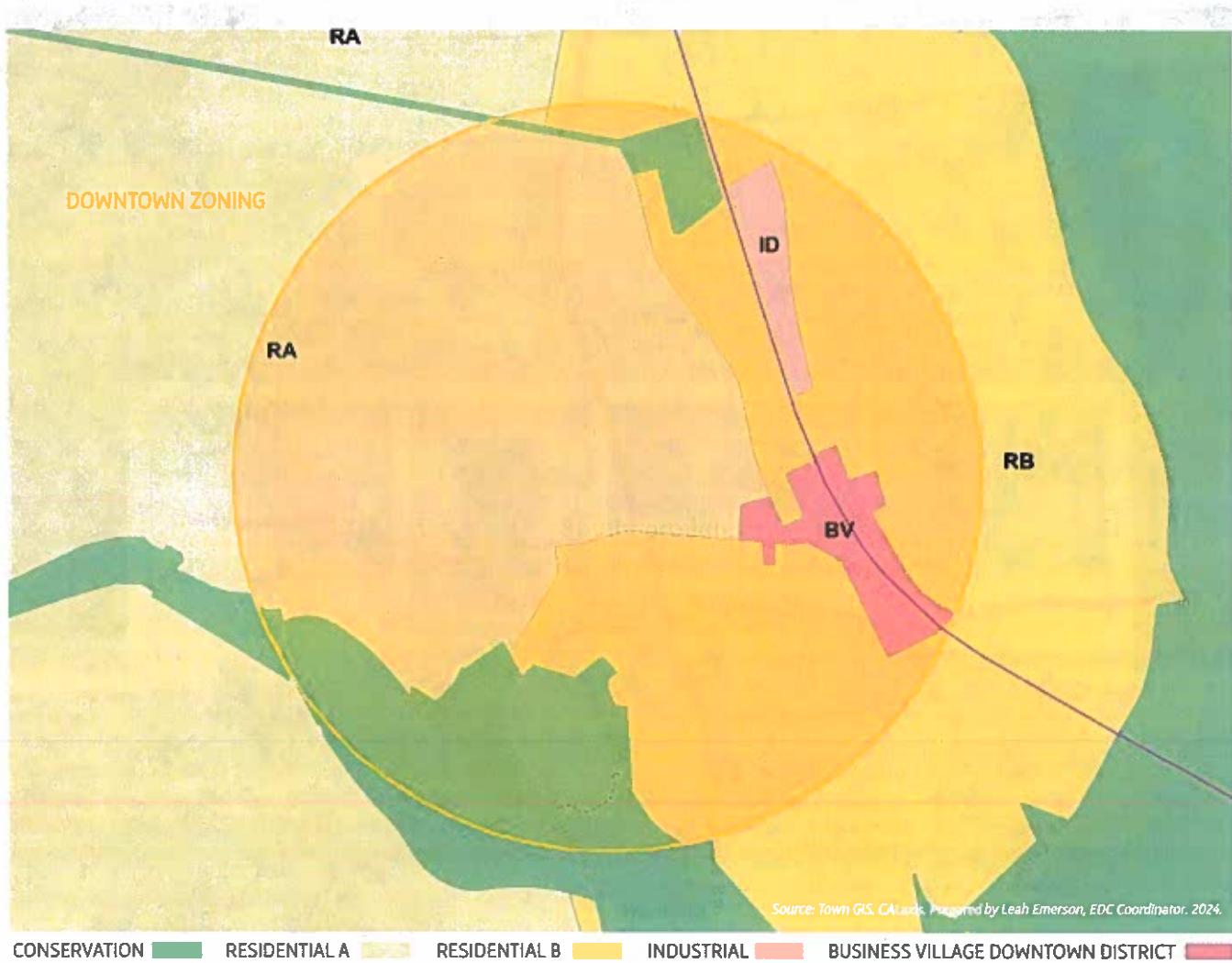
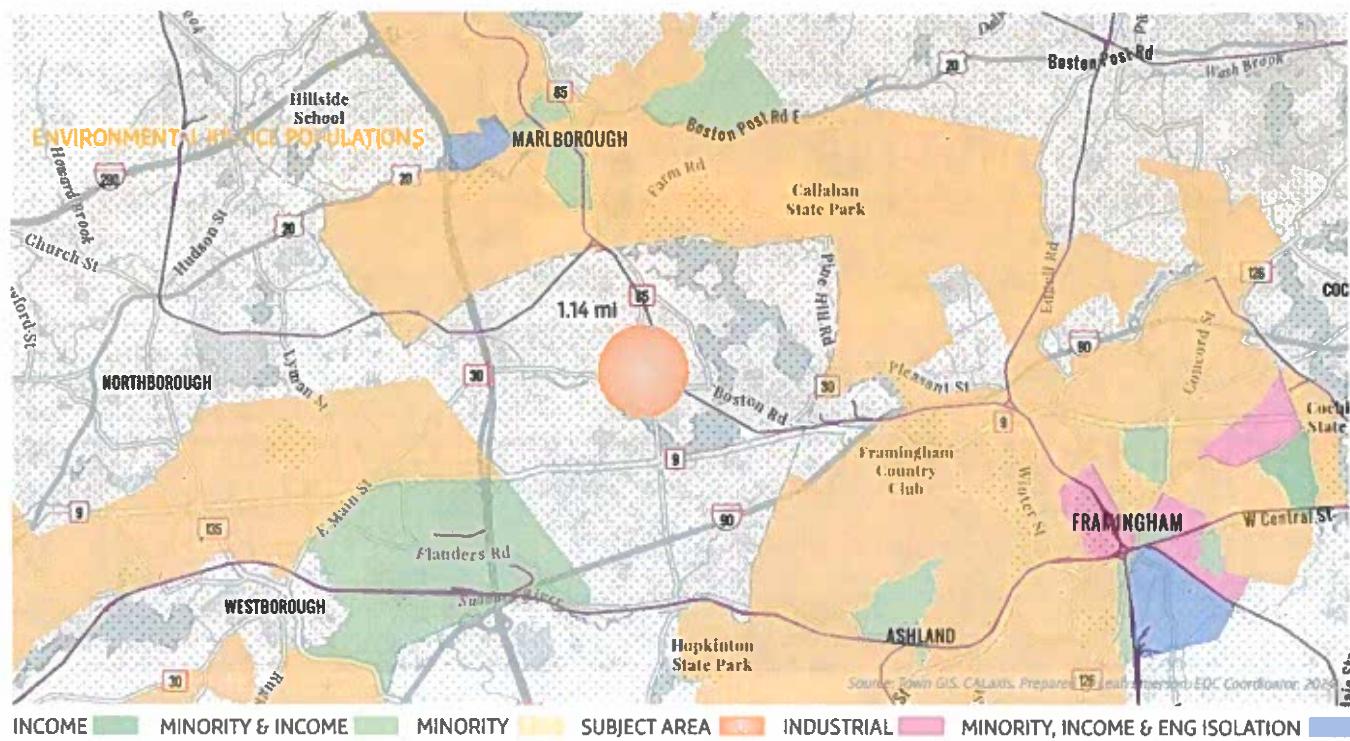
INTERSECTION AT ROUTE 85 & ROUTE 30 looking toward [Southborough Community House](#), with [Woodward School](#) & [Public Safety](#) just beyond

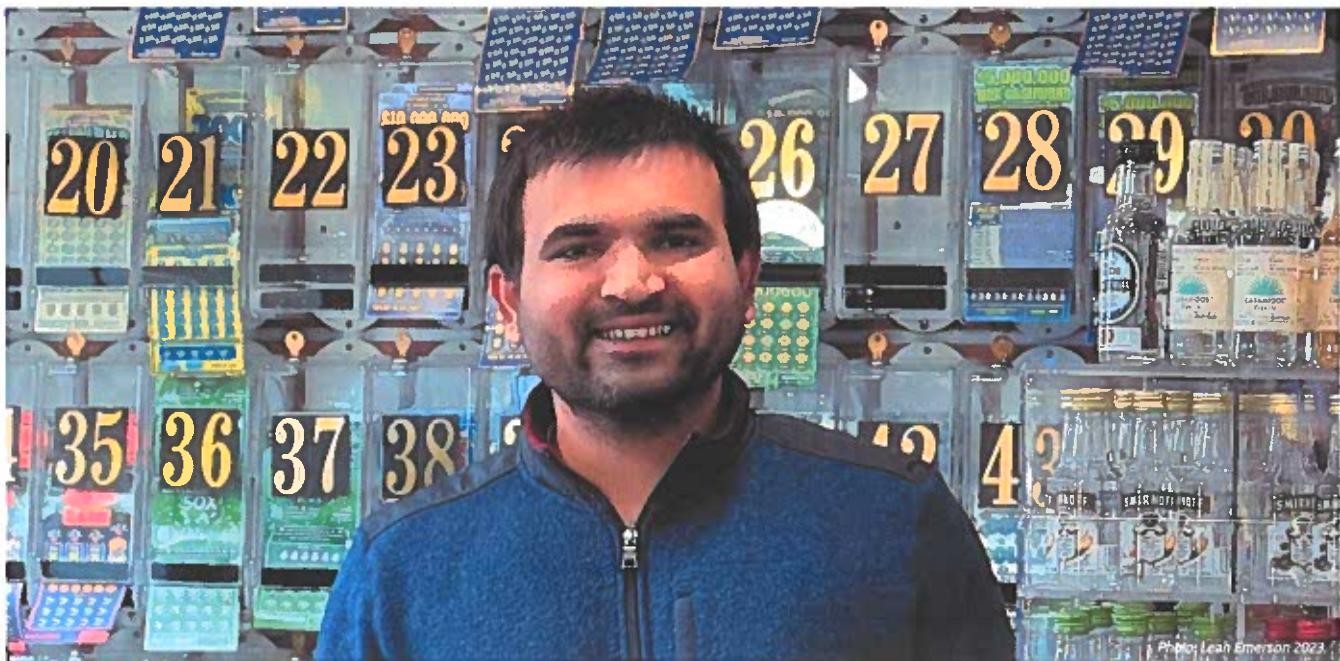


Photo: Leah Emerson, EDC Coordinator, 2023.

[NEW SOUTHBOROUGH HERITAGE PARK](#) NEXT TO LIBRARY

looking toward [St. Mark's School](#) campus, St. Mark's Street & Marlboro Road





[NILESH PATEL AT SOUTHBOROUGH LIQUOR & MORE](#)

4 Main Street – In the updated [mixed use Downtown District commercial zone](#) (2021)



[SOUTHBOROUGH LIQUOR & MORE FORMERLY MAURO'S MARKET](#)

4 Main Street – In the updated [Downtown District](#) commercial zone (2021)



Photo: Leah Emerson 2024

[METROWEST MINI SPLITS & SAXONY II BARBER SHOP](#)

3 Main Street – in the updated mixed use [Downtown District](#) commercial zone (2021)



Photo: Leah Emerson, EDC Coordinator, 2024

[SOUTHBOROUGH HOUSE OF PIZZA](#), [ICON LIMOUSINE](#) & [LILY NAIL SALON](#)

5 Main Street – in the updated [Downtown District](#) commercial zone (2021)



Photo: Leah Emerson, EDC Coordinator, 2023.

SOUTHBOROUGH DOWNTOWN DISTRICT view from [Main Street Bank](#) toward [Mauro's Village Cafe](#), Main at Newton, with [medical services](#) $\frac{1}{6}$ mi north →

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VIA EMAIL

Leah Emerson
EDC Coordinator
lemerson@southboroughma.com

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Paul Basta, pbasta@nsboro.k12.ma.us

June 10, 2024

Dear Trottier Civics Students,

Thank you for your interest in promoting and highlighting local businesses in Southborough through a proposed business fair in spring 2025. Unfortunately, the EDC is in a transitional period. Its membership is down to three (3) citizen volunteers and one (1) part time EDC Coordinator. The committee cannot commit to undertaking and sponsoring a town wide business fair at this time, but would encourage you, and following Trottier civics classes, to consider a few alternative ideas and suggestions:

- Try attending the Southborough Rotary annual Food Truck Festival event this Wednesday, June 12th from 3:30 - 7 PM, the last date this year, to see how an event like this is organized and what's involved in its planning and execution. It's being held at St. Mark's School lawn across from the Southborough Library at the corner of Routes 85 and 30. Food vouchers are available for purchase onsite to raise money for local scholarships (for which you might someday soon apply).
- Explore the possibility of hosting a jobs fair at Trottier for students by partnering with the Southborough Youth Commission, the EDC, Northborough-Southborough School District and regional partners to highlight present and future job opportunities and local workforce development. Invite industry leaders to speak with students about vocational, educational, and career pathways for jobs that local employers are looking to hire for now and in the near future.
- Take the town's [Tricentennial Survey](#) to give your opinion on how the town might celebrate their birthday in 2027, following the 250th birthday of the U.S. in 2026. Reach out to Assistant Town Administrator [Vanessa Hale](#) if you'd like more information, to volunteer, or get involved.
- Consider a future letter writing campaign to the Town Planning Board and / or Select Board for improved options downtown and updated mixed-use zoning along Route 9. Utilize the recent [Community Satisfaction Survey](#) by the town's Municipal Technology Committee as a basis for your requests and advocacy.



- Focus on short-term outreach by commercial zone districts centered around [Downtown Southborough](#), Fayville, Cordaville-Southville, and Route 9 to gauge business interest in participating in future business events (ex: a Google Forms survey), either online or in-person. Students may refer to Google Maps, the Town zoning map (attached), and the EDC's '[doing business as](#)' list of local businesses to divide up a defined set of businesses for outreach by groups of 2-3 students each.

Southborough has a population of approximately 10,450 with employment across 16 industry sectors. Local businesses encompass the life sciences, biotechnology, manufacturing, research and development, nonprofits, education, healthcare, data and technology, telecom, utilities, professional services, restaurants, small businesses, as well as civic and government offices.

Although the EDC's capacity and resources are limited at this time, we're happy to support local students in partnership with other town boards, committees, organizations and businesses to bring attention to the town's commercial sector.

With that in mind, we appreciate your efforts, your care and your interest, as well as your proposal. The EDC invites you to consider these alternatives as you graduate and pursue your schooling and civic interests. We hope you'll continue to look for ways to apply these interests locally, regionally, and at the state or national level. Wherever you are headed next, we wish you all the best in your current and future endeavors.

Sincerely,

Robert S Anderson

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Leah Emerson

Leah Emerson

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cc: Karen Anglim, EDC Member (2022 - 2025)
Michael Nordstrom, EDC Member (2023 - 2025)
Khor Nguyen, EDC Member (2024 - 2025)
Mike Moorehead, EDC Member (2019 - 2024)



Economic Development Committee

17 Common Street • Southborough, MA 01772

SOUTHBOROUGH'S COMMERCIAL ZONE DISTRICTS

