



Community Character

GOAL STATEMENTS

- Maintain the traditional Main Street character of Natick Center, while fostering and enabling a place where businesses thrive, people live and work, and activities and entertainment are available for people of all ages.
- Support a safe and active street life in Natick Center by investing in sidewalks, crosswalks, bike facilities, signage improvements and promoting sidewalk cafes and outdoor spaces.
- Enhance the gateways into Natick and Natick Center through programs to improve or redevelop properties around Natick Center, particularly on North Main Street and East Central Street.
- Support and maintain the South Natick Historic Village Character, one of the most historic areas of Natick.
- Maintain the character of Natick's unique neighborhoods and limit the aesthetic impacts of tear downs.

POTENTIAL ISSUES & QUESTIONS FOR DISCUSSION

- What are the important elements of the character of Natick Center and how can they be maintained while creating new development and parking to support a vibrant Center? What is the appropriate mix/ratio of residential and office/service uses on upper floors to support more vibrant ground floor uses?
- How can the density of Natick Center be increased while creating a cohesive transitions to, and compatibility with, surrounding neighborhoods?
- What are the important components of character within individual neighborhoods – e.g., scale, setbacks, architectural style – and how can they be maintained with out overly restricting property owners' ability to make changes.
- Are there places in Natick where residents would be comfortable with higher density, or different land use types than what exists today (particularly for housing development to meet the needs of various income levels)?



Housing

GOAL STATEMENTS

- Provide for a mix of housing options at a variety of price points.
- Support seniors who wish to remain in their homes, as well as those who are looking for other housing types at different sizes and price points.
- Encourage higher density housing to locate in appropriate locations throughout Natick.

POTENTIAL ISSUES & QUESTIONS FOR DISCUSSION

- Survey respondents want more senior housing in Natick, but recent proposals for assisted living developments have failed. What elements (e.g., location, scale) would increase support?
- Survey respondents want more single-family housing, but this housing typically has the highest impact on Town facilities and services, particularly schools, and is in conflict with the desire to promote and preserve farmland and agricultural land and create more open space. How can these desires be balanced?
- Should there be specific programs for expanding/improving access to housing for Veterans in Natick?



Economic Development

GOAL STATEMENTS

- Develop and market Natick as a hub in MetroWest for the incubation and cultivation of 21st century companies.
- Identify market opportunities in West Natick and South Natick to support additional commercial and mixed-use growth that is appropriately scaled and designed to fit within the context and character of the neighborhood.
- Support redevelopment opportunities of large-scale and underutilized sites and areas across Natick to strengthen and diversify the Town's employment and tax base.
- Encourage new and expanding businesses to take advantage of redevelopment and infill opportunities near existing transportation infrastructure, public services, and utilities.

POTENTIAL ISSUES & QUESTIONS FOR DISCUSSION

- What role should/could the Town play in incentivizing unmotivated owners in Natick Center to invest in first-floor space to upgrade and prepare it for new business types (e.g., restaurants)?
- Is there support for higher density/intensity development in the two industrial parks to help incubate and grow companies in Natick?
- As the face of retail changes over time, should the Town consider uses in the Golden Triangle that may be very different than what is there today?
Is there support for mixed-use in this area?
- What should happen in West Natick? What is the future of this area and how can the Town maximize access to a commuter rail station?
- How can the Town proactively plan for large development opportunities to ensure that they are compatible with the existing character?
Should the Town consider public acquisition of future development parcels?



Transportation

GOAL STATEMENTS

- Reduce traffic congestion and improve accessibility by increasing travel choices for people traveling throughout Natick and the surrounding area and improving/increasing multi-modal access, including vehicular access, public transit, walking, bicycling and ride-sharing.
- Improve safety in all travel modes.
- Address safety, access, and maintenance issues associated with unaccepted roads.

POTENTIAL ISSUES & QUESTIONS FOR DISCUSSION

- How would you suggest creating new travel connections in town, despite the natural and man-made barriers?
 - Where are the most important locations for new travel connections?
 - What are the top priority travel modes at these locations? Motor vehicle, public transit, pedestrian, bicycle, all/multimodal?
- Should the town consider acquiring land to open new connections in specific locations?



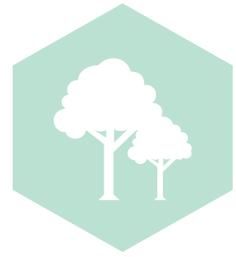
Facilities & Services

GOAL STATEMENTS

- As Natick's population changes, invest in facilities and staff that will provide services to meet residents' needs.
- Provide adequate and consistent investment to address the on-going maintenance of Natick's public facilities.
- Maintain high quality educational facilities and access to an excellent education for children in Natick.
- Establish a practice of long-term facilities planning that includes identifying future resources needed to address maintenance or construction needs.
- Continue to lead by example by investing in sustainable, environmentally-focused programs that limit energy consumption, reduce emissions, and increase the percentage of total waste that goes into the recycling stream.

POTENTIAL ISSUES & QUESTIONS FOR DISCUSSION

- Housing development and its impact on the school system.
- Is there a willingness to invest in new public services above and beyond what the town offers today?
What additional services would people like to see?
- Is there a desire to shrink or change existing public services in the future?
- Is the redevelopment/relocation of the central police and fire station a realistic goal, and is it something residents actually want to explore?



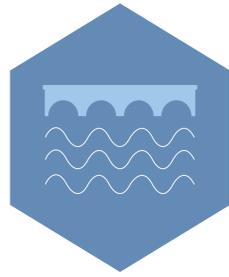
Open Space

GOAL STATEMENTS

- Continue to support, expand and maintain Natick's high quality active and passive open spaces.
- Increase the number of public connections and access points to Natick's lakes, rivers and wetlands.
- Provide a system of walking and bicycle trails that connect Natick's open spaces and provide a way to travel throughout the town.
- Preserve and protect Natick's water supply, wildlife, and other natural resources.
- Increase awareness, appreciation, and use of the Town's open spaces, trails, natural resources, and recreational opportunities through installation of wayfinding and trailheads, provision of updated trail maps, and community engagement efforts.

POTENTIAL ISSUES & QUESTIONS FOR DISCUSSION

- Increasing open space and preservation/land acquisition efforts and reclaiming previously developed land for new open space ranked highly, but these efforts also could reduce tax base and increase maintenance budgets. How should the town best direct these efforts?
- There is a strong desire for increased access to Lake Cochituate, especially along the southeastern and southwestern edges. What kind of access is needed?
- The desire for a dog park and a community pool received strong support. Are there any other specific open space amenities you would like to see in Natick?
- The Existing Conditions Analysis and Master Plan for Parks and Facilities identified the northeast and southernmost areas of Natick as lacking recreation facilities, although these areas received few markers for new or expanded recreation facilities. Is there a desire for new/expanded facilities in these regions, or is the lack of facilities simply due to low demand?



Arts, Culture & History

GOAL STATEMENTS

- Promote awareness of arts and cultural resources and Natick's historic heritage through increased historic/cultural events and programming.
- Support and encourage arts and culture by enhancing participants' experience through expanded opportunities for arts and entertainment venues and nightlife options.

POTENTIAL ISSUES & QUESTIONS FOR DISCUSSION

- There is interest in emphasizing Natick's historic heritage and arts/cultural resources, but little support was shown for expanded historic district protections or informational signage.
What tools beyond more arts and cultural programming would be supported?
- More limited support was shown for expanded options for flexible/shared arts spaces, providing funding for arts & cultural organizations and better publicity and outreach for arts programs.
Should the Town be substantively or financially involved in these activities or be encouraging other entities to provide them?
- What incentives should be provided for adaptive reuse of historic buildings?
Should the Town consider adopting the Community Preservation Act to support historic preservation?