

GOALS & RECOMMENDATIONS

Throughout the Natick 2030+ process, as well as the Natick 360 process, the community has expressed a strong interest and concern with protecting and celebrating the Town's heritage, including historic and cultural resources, Interest in promoting and expanding the arts and cultural community, which has been growing in Natick and contributes to the character of the community, also has been expressed.

The Goals and recommendations on the following pages respond to those desires and concerns. Drawing from an understanding of the existing conditions of Natick's current open space and recreational system, and keeping in mind the identified issues and opportunities, the Natick 2030+ Team worked with Natick residents to develop goals and recommendations for the coming decades. Through the public process, residents helped form the goals they would like to see realized in their community. In survey responses, public meetings, and topic-based focus groups, community members helped identify options for areas of improvement and submitted specific recommendations. Those ideas and recommendations are organized by the following goals to support historic and cultural resources:

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

The recommendations for achieving these goals are listed on the following pages under each goal heading. Listed next to each recommendation are the primary and support parties responsible for carrying out the recommendations in the years to come. A suggested time frame is also included, associated with the specific actions of each recommendation. In some cases, a recommendation may require coordination with multiple categories of Town functions (i.e. open space and transportation). If that is the case, the icon for that chapter will appear next to the recommendation which requires additional coordination. Metrics of progress areas are also included for recommendations that involve tracking progress over time.

*View of a portion of the
South Natick Historic District*



GOAL 1

Protect and promote awareness of arts and cultural resources and Natick's historic heritage through increased historic/cultural events and programming.



R1.1

CELEBRATE NATICK'S HISTORIC HERITAGE THROUGH IDENTIFYING AND PROTECTING HISTORIC/CULTURAL RESOURCES.

LEAD



HISTORICAL COMMISSION
PLANNING BOARD

SUPPORT



COMMUNITY & ECONOMIC
DEVELOPMENT

1-5 YEARS



While 2008 and 2012 studies expanded the areas covered by surveys of historic resources, a number of recommendations from the surveys have not been implemented. Without implementation, the surveys themselves are of limited value, doing little to protect historic resources. **The Town should implement the recommendations from those surveys, including:**

- + **Create a Walnut Hill National Register Historic District.** The Town should contact the Walnut Hill School to determine their interest in being a part of the District. The designation could be helpful to the school in raising money for building renovations and they could be encouraged to participate in developing the application.
- + **Nominate four individual houses to the National Register (see list in Existing Conditions).** A first step in implementing this recommendation would be to contact the current owners to determine their interest in such a designation. Without support from the owners, it is not recommended that this recommendation be pursued.
- + **Survey the Italian neighborhood in the area around Summer Street and the residential properties at the east end of South Avenue.**
- + **Expand the Natick Center Historic District to include resources on South Avenue, Adams Street and a portion of Washington Avenue.**
- + **Expand the John Eliot National Register Historic District to include resources further north on Union Street.**
- + **Listing the United States Post Office on Common Street on the National Register.**



*The Post Office on
Common Street in Natick
Center*

The survey also recommended that the Town consider establishing Neighborhood Conservation Districts to protect the Side Hall Greek Revival and Italianate cottages along a portion of North Main Street, the Italian neighborhood in the area around Summer Street and the residential properties at the east end of South Avenue.

While the concept of Neighborhood Conservation Districts, which would entail the development of design guidelines and non-binding advisory reviews, was considered for the historic neighborhoods identified in the surveys, it was determined to be cumbersome to implement and too restrictive. Similarly, it was decided that adoption of a Large House Review bylaw, would be a cumbersome method for achieving the aim of preserving neighborhood scale and character.

At the same time, interest in protecting the existing mid-century neighborhoods throughout the Town (see map xxx) has been expressed during the Natick 2030+ process, as they represent an important record of the development history of the Town. The neighborhoods also provide a significant source of single family houses that, because of their age and relatively modest scale houses and lots, are frequently more affordable than newer homes in neighborhoods with larger lots. There is a desire to maintain the scale and character of these neighborhoods, and the existing housing stock, while allowing existing property owners some flexibility to modify their homes. The concept of Neighborhood Conservation Districts was also discussed as a method for maintaining the housing scale and character of these neighborhoods, but .

Rather than creating a new regulatory process through Neighborhood Conservation Districts and Large House Review, it is recommended the protections be built into the zoning code. **New zoning for individual neighborhoods should be developed to set requirements for massing or scale, including elements such as minimum and maximum setbacks, heights, lot size and coverage, and sky exposure planes, based on the scale of the existing housing stock within each neighborhood.** (The Sky Exposure Plane is a virtual surface that is inclined toward the inside from the boundaries of the zoning lot and beginning at a certain height. The plan, which can be interrupted only under certain conditions, allows light and air into the street.) Key to the success of this recommendation is strict implementation of these requirements, and the minimization of variances.

I-5 YEARS 



R1.2

ENCOURAGE ADAPTIVE REUSE OF HISTORIC BUILDINGS

As discussed in Existing Conditions, only approximately 17 percent of the resources listed on the Town’s inventory of historic resources are covered by Article 76, Demolition Delay Law, which delays demolition, alteration or relocation of a building for six months, pending review by the Natick Historical Commission because it only covers the resources that had been inventoried at the time of adoption. **Article 76 should be amended to cover all of the resources on the inventory (this change was passed at Spring 2018 Town Meeting) and to extend the delay period from 6 months to one year.** This amendment would increase the responsibilities of the Historic Commission, due to increase in the number of buildings covered by the Bylaw.

Natick’s wealth of historic buildings contributes greatly to the character of the Town as a whole, as well as of individual neighborhoods. The buildings provide a constant reminder of the Town’s history and historical development patterns. **To encourage the adaptive reuse of historic buildings, and therefore reduce the number of demolitions, the Town should consider expanding Section III**

LEAD 

PLANNING BOARD
TOWN MEETING

SUPPORT 

HISTORICAL COMMISSION
COMMUNITY & ECONOMIC DEVELOPMENT

I-5 YEARS 

1-5 YEARS 

J – Historic Preservation of the Natick Zoning ByLaw to provide relief for adaptive reuse of buildings on historic inventory, subject to review by the Special Permit Granting Authority, and the delay period should be expanded from six months to one year. Relief could include a reduction in parking and open space requirements and a relaxation of dimensional requirements where they provide an impediment to reuse. For example, the Town of Lexington, MA allows the SPGA to modify the dimensional standards regarding minimum lot area; lot frontage; front, side and rear setbacks; maximum percentage of site coverage; and maximum height (stories), off-street parking and loading requirements, and landscaping, and screening requirements.

4-7 YEARS 

The Town should also consider the establishment of a fund to provide low interest loans and/or grants for ADA improvements, fit-out or façade improvements to encourage preservation of historic properties. Income from the Community Preservation Act (described below) could provide funds for a loan or grant program.

1-5 YEARS 

The Town should reconsider the adoption of the Community Preservation Act (CPA). CPA allows communities to create a local Community Preservation Fund for open space protection, historic preservation, affordable housing and outdoor recreation. Community preservation monies are raised locally through the imposition of a surcharge of not more than 3% of the tax levy against real property, and municipalities must adopt CPA by ballot referendum. The CPA statute also creates a statewide Community Preservation Trust Fund, administered by the Massachusetts Department of Revenue (DOR), which provides distributions each year to communities that have adopted CPA. These annual disbursements serve as an incentive for communities to pass CPA. Natick voters rejected a measure to adopt the act in 2006, but interest has been expressed in revisiting adoption of the CPA.



REGULATIONS ARE IN PLACE TO PROTECT AND ENCOURAGE REHABILITATION OF HISTORIC STRUCTURES. THE NUMBER OF BUILDINGS SAVED UNDER THESE PROTECTIONS SHOULD BE EVALUATED EVERY THREE YEARS.

R1.3

PROMOTE AWARENESS OF ARTS AND CULTURAL RESOURCES AND NATICK’S HISTORIC HERITAGE THROUGH INCREASED HISTORIC/ CULTURAL EVENTS, EDUCATION AND PROGRAMMING

Throughout the Natick 2030+ process, residents expressed an interest in increasing community awareness of the Town’s rich cultural heritage. The 2008 and 2012 surveys described previously recommended this as well. “The Town’s education community, including the Historical Society, Public Library and the public schools, should be encouraged to develop historic preservation education materials and programs for the Town’s school system, utilizing the results of this survey. Interpretive programs [to increase awareness of Natick’s historical and cultural assets] could include the sponsorship of walking tours; the publication of brochures and books on the community’s architectural history and development; the establishment of displays in public buildings; and on site interpretation of historic buildings, structures, and sites with the existing marker program.”

LEAD 

COMMUNITY & ECONOMIC DEVELOPMENT

SUPPORT 

COMMUNITY SERVICES DEPARTMENT
 NATICK HISTORICAL SOCIETY
 NATICK CENTER CULTURAL DISTRICT

1-5 YEARS

Participants at the Historical and Cultural Resources Round Table, conducted with Town departments and other stakeholders in the arts and cultural community, expressed the desire to increase opportunities for teens to engage in the arts as well as the Town's culture heritage. Students in the Natick High School Honors Program currently help at the Bacon Library Museum. **Developing brochures and walking maps of historic resources, in collaboration with the Historical Society, would be a great project for an art and/or history class, providing both graphic design experience and an opportunity to learn more about Natick's history.**

One recommendation from the RoundTable was the introduction of an "ArtMobile" or drop-in center for teens. While a drop-in center provides a larger venue, and therefore can accommodate a wider variety of activities, it requires the provision of transportation to bring teens to the center. An ArtMobile outfitted with art supplies could provide arts opportunities at different locations on different days, reducing the need for transportation. MassART's Center for Art and Community Partnerships *sparc!* is an ArtMobile that travels around Boston to lead innovative and intergenerational art workshops, programs, and special events designed to stimulate cross cultural conversations and build community. *sparc!* collaborates with schools, libraries, community organizations, and artists to ignite art and design in the neighborhood. **An assessment of an ArtMobile or drop-in program would be needed to determine funding, staffing and other operational requirements, as well as potential sponsors and organizers.**

4-7 YEARS

MassArt's sparcl ArtMobile

4-7 YEARS

Another option for increased educational programming is the STARS Residencies Program. "STARS Residencies (Students and Teachers working with Artists, Scientists, and Scholars) provide grants of \$500-\$5,000 to schools to support creative learning residencies of three days or more in the arts, sciences, and humanities. STARS Residencies recognize the vital role that creative learning in the arts, sciences, and humanities plays in the successful education of young people. **The Town should consider applying for participation in the STARS Residencies Program.**

1-5 YEARS

While there are frequently a number of arts-related activities throughout the Town, including displays of artwork as well as performances, it is not always easy for organizations to schedule venues for, and publicize, these activities, because of the lack of a centralized location for requesting/reserving space and publicizing events. **The Town should explore centralizing reservation and publicity activities/services.** For example, a centralized calendar listing all display and/or performance spaces within Town-owned buildings would enable an organization to quickly determine where and when there is space available. The calendar could also contain the contact information for the person/department responsible for authorizing use of each space. A single point of contact for reserving space in any building

would greatly simplify the process, but would be difficult to implement, as these spaces area actually controlled by a variety of entities (e.g., individual schools are responsible for the space within their buildings, and the Morse Institute controls use of the rooms within that building).

1-5 YEARS 

The Town could also provide assistance with outreach and publicity for arts events by allowing them to be listed on the Town website and in the Common Guide. Contact information for these two outreach vehicles should be provided to arts organizations.

1-5 YEARS 

A comprehensive list of funding sources for arts programs and public art would be very useful to local arts organizations that are frequently searching for funding. **The Town should work with the Natick Center Cultural District to develop and maintain this information and should consider providing non-profits with grant writing assistance.**

7-12+ YEARS 

The Town should continue to develop partnerships with like-minded organizations in Natick as well as in neighboring towns/metro-west and the State to expand programming and publicity. Examples include The Foundation for MetroWest (provides grants for family support, arts and culture, environmental and youth development and work with non-profits to build visibility, connections and expertise to deliver their mission), The Walnut Hill School, and Arts are Essential (works in partnership with educators and artists to bring arts experiences that enrich, educate, and enlighten students of all ages while inspiring creativity and imagination through performances, concerts, hands-on workshops, residencies, and cultural exchanges). Several Massachusetts State agencies provide funding and technical assistance. The Massachusetts Office of Travel and Tourism assists with promotion of cultural districts on consumer and travel industry sections of the state tourism website, cultural district promotion in arts and history newsletters, and provides assistance on how to market cultural districts assets to domestic and international visitors.

GOAL 2

Goal 2: Support and encourage arts and culture by enhancing participants' experience with expanded opportunities for arts and entertainment venues and nightlife options.



R2.1

INCREASE ENTERTAINMENT & ARTS VENUES

LEAD 

COMMUNITY & ECONOMIC DEVELOPMENT

PUBLIC FACILITIES

SUPPORT 

ECONOMIC DEVELOPMENT COMMITTEE

PLANNING BOARD



Art by local artists on display at TCAN and a performance at the bandshell on the Common

A number of residents expressed an interest in the creation of more venues for arts and entertainment, including both studio space and performance venues. Opportunities for new arts and entertainment spaces can be increased in several ways.

ONGOING 

In planning for public facilities and infrastructure improvements, consideration should be given to including space for art installations/performances. This consideration should be applied to new public buildings and renovations to existing public buildings, as well to outdoor spaces such as parks and plazas. In outdoor settings, the accommodation can be as simple as providing electrical service to accommodate sound and light systems, and as elaborate as incorporating an amphitheater.

ONGOING 

Developers should be encouraged to include entertainment venues, particularly in Natick Center and The Golden Triangle, where a mix of uses, including eating and drinking establishments where the Town is working to create an active mixed-use environment and eating and drinking establishments can help to support entertainment venues. For example, The Golden Triangle Planning Study specifically mentions the potential for an amphitheater in the description of a conceptual new open space and zoning recommendations for allowable uses include indoor and outdoor amusement and entertainment. The design principles for The Golden Triangle also include incorporating entertainment uses.

ONGOING 

Restaurants, coffee shops and office lobbies all provide opportunities for rotating art displays. In addition to exposing visitors to art, such displays can also bring in new customers and help to support local artists. **Property owners and developers should be encouraged to include such opportunities when designing their facilities. The Town should also work with existing property owners to create pop-up arts spaces (galleries or studio space) to fill vacant storefronts until longer-term tenants are found.**

ONGOING 

The Town should work with developers and property owners to market and promote commercial spaces that meet the needs of creative businesses and other businesses in order to facilitate co-location and collaboration (see Chapter 5).



NEW ARTS VENUES HAVE OPENED



R2.2

ENACT ZONING CHANGES TO ENCOURAGE FLEXIBLE/MIXED USE IN THE TOWN CENTER AND THE GOLDEN TRIANGLE

Municipalities are increasingly amending their zoning to allow “Maker Spaces” or “Artisan Manufacturing” to allow artists and “artisan manufacturing” in both downtowns and industrial districts. Nashville, Tennessee’s new ordinance defines Artisan Manufacturing as “the shared or individual use of hand-tools, mechanical tools and electronic tools for the manufacture of finished products or parts including design, processing, fabrication, assembly, treatment, and packaging of products; as well as the incidental storage, sales and distribution of such products. Typical artisan manufacturing uses include, but are not limited to: electronic goods, food and bakery products; beverages; printmaking; household appliances; leather products; jewelry

LEAD 

COMMUNITY & ECONOMIC DEVELOPMENT
PLANNING BOARD

SUPPORT 

NATICK CENTER CULTURAL DISTRICT

and clothing/apparel; metal work; furniture; glass or ceramic production; paper manufacturing.” The purpose of the zoning is to

- + Facilitate live/work and live/work/sell mixed use spaces for arts and creative industries.
- + Provide and advocate for economic or regulatory support for combined residential and commercial space for artists and adaptive reuse for arts and cultural uses
- + Facilitate the development of spaces and facilities that can serve as arts incubators.
- + Amend zoning and offer incentives that can stimulate production of low-cost space and services to support artistic, cultural, and creative professionals and arts-specific business incubators



Artisan manufacturing enterprises allow potential patrons to view (clockwise from top left) jewelry, clothing, chocolate and pasta being produced, as well to purchase the products.

1-5 YEARS 

Natick should add a similar definition to the Zoning Code and explore districts where this use would be appropriate. Locations where this use should be considered include the Downtown Mixed Use District, Industrial I zones, The Golden Triangle and along West Central Street (Route 135) in West Natick. The Golden Triangle Planning Study specifically recommends including art gallery/creation space and custom fabrication/artisanal industrial space as allowable uses in revised zoning for the area.



R2.3

IMPROVE THE ENVIRONMENT AROUND ENTERTAINMENT/ARTS VENUES

LEAD 

COMMUNITY & ECONOMIC DEVELOPMENT
PUBLIC WORKS

SUPPORT 

PLANNING BOARD

ONGOING 

4-7 YEARS 

ONGOING 

A consistent comment throughout the Natick 2030+ public process was the desire to improve the public environment around downtown arts and entertainment venues to attract more visitors. Participants frequently commented on the need for additional restaurants and/or bars to provide increased options for people going to arts and entertainment events. New restaurants opening on the ground floor at both the Residences on the Common (on the former Town Paint site) and 15 West Central (the redeveloped American Legion building) will help to increase these options, but **opportunities for other restaurants should continue to be explored.**

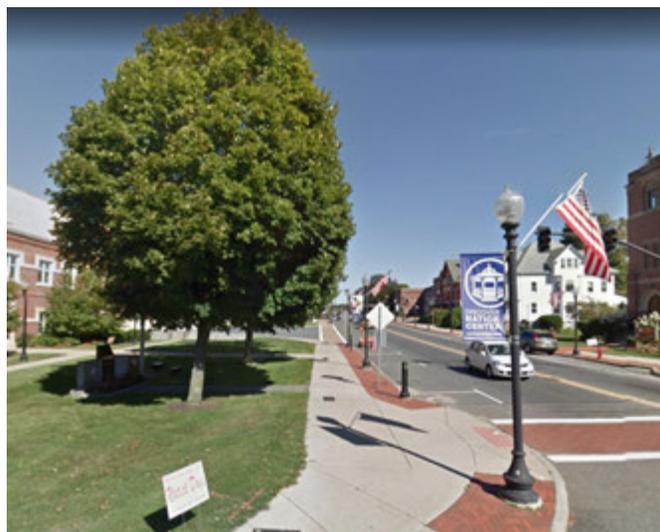
Enhancing the pedestrian environment will help to improve the experience and encourage visitors to linger in Natick Center before and after events and performances, patronizing local restaurants/bars. Street level activity creates a much more engaging and inviting pedestrian environment. **Consideration should be given to streetscape improvements, particularly along Main Street, including planters, banners and decorative pedestrian scale lighting similar to that on Central Street, in conjunction with traffic improvement recommendations (see Chapter 4).**

Where space is available, downtown developers should be encouraged to provide outdoor dining opportunities as well as streetscape improvements such as planters and seating.

New outdoor seating area for a restaurant at 13 West Central Street.



Pedestrian scaled decorative lighting and banners on East Central Street.



4-7 YEARS 

Adams Street currently functions primarily as an alley, with dumpsters and a few parking spaces, despite the Studios@3 Adams that open directly onto it. **Aesthetic improvements such as the introduction of banners, murals and overhead decorative lighting could create an attractive environment that could be used as a pop-up gathering space for special events.** Existing dumpsters could be replaced with fully enclosed dumpsters that sit immediately adjacent to the buildings and are rolled out for emptying. Adams Street could be closed to vehicular traffic for special events. **A similar treatment could be applied to Clarkes Court, the alley from Middlesex Avenue to Central Street, although the alley is in private ownership.**

7-10 YEARS 



Before (photos) and after (renderings) of alley in Worcester with treatment similar to that described above for Adams Street.

1-5 YEARS 



The existing Middlesex Avenue parking lot is the closest parking lot to TCAN, but is an unpleasant walk at night. **A pedestrian gateway connecting to Summer Street should be explored if the Town moves forward with development of a parking garage to replace the existing surface lot.**

The Town is currently undertaking development of a Natick Center Creative Placemaking Strategy through a Technical Assistance Grant from the Metropolitan Area Planning Council and the recommendations from that Strategy will be incorporated into the Natick 2030+ Master Plan as appropriate.



R2.4

DEVELOP A CONSISTENT SYSTEM OF WAYFINDING THAT CONNECTS OPEN SPACES, TRAIL NETWORKS, TRANSPORTATION RESOURCES, AND CULTURAL AMENITIES THROUGHOUT THE TOWN.

LEAD

COMMUNITY & ECONOMIC DEVELOPMENT

SUPPORT

OPEN SPACE ADVISORY COMMITTEE

HISTORICAL COMMISSION

HISTORICAL SOCIETY

NATICK CENTER CULTURAL DISTRICT

Develop wayfinding and signage that is consistent and helps define an overall character and identity for the Town. Formalizing entry points and connections helps orient both residents and visitors as they make their way throughout Town. Developing a hierarchy and thematic signage system that incorporates multiple Town resources will help communicate the interconnected nature of the various elements. Through the use of thematic signage, parks and civic and cultural resources will be better identified as Town destinations, while trails, sidewalks, bike lanes and roads will be more strongly associated with an overall connectivity network for the Town. The wayfinding program should include area-wide maps at key locations, such as at the MBTA stations and near the common that orient visitors and direct them to destinations throughout the Town. (See Chapter 7 for an example of a city wayfinding system.)

4-7 YEARS



Wayfinding signage examples.

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Goal	Recommendation	Action Step	Lead Responsibility 	Support Responsibility 	Time Frame 	Metric	Coordination 
Protect and promote awareness of arts and cultural resources and Natick’s historic heritage through increased historic/cultural events and programming.	Celebrate Natick’s historic heritage through identifying and protecting historic/cultural resources.	Implement the recommendations from the 2008 & 2012 historic surveys, including: creating a Walnut Hill National Register Historic District, nominating four individual houses and the U.S. Post Office on Common Street to the National Register, surveying additional areas, and expanding the Natick Center Historic District.	Historical Commission Planning Board	Community & Economic Development Department	1-5 YEARS		Land Use
		Develop new zoning for individual neighborhoods that sets requirements for massing and scale, based on the scale of the existing housing stock within each neighborhood.	Community & Economic Development Department Planning Board	Town Meeting	1-5 YEARS		Land Use Housing
	Encourage adaptive reuse of historic buildings	Provide relief for adaptive reuse of buildings on historic inventory, subject to review by the Special Permit Granting Authority and extend demolition delay from six months to one year.	Planning Board Town Meeting	Historical Commission Community & Economic Development Department	1-5 YEARS		Land Use Housing
		Establish a fund to provide low interest loans and/or grants for ADA improvements, fit-out or façade improvements to encourage preservation of historic properties.	Community & Economic Development Department Board of Selectpersons	Historical Commission	4-7 YEARS		Land Use Transportation Planning Board

Goal	Recommendation	Action Step	Lead Responsibility 	Support Responsibility 	Time Frame 	Metric	Coordination 
		Reconsider the adoption of the Community Preservation Act (CPA).	Community & Economic Development Department Board of Selectpersons		1-5 YEARS		Housing Open Space
						Regulations are in place to protect and encourage rehabilitation of historic structures. The number of buildings saved under these protections should be evaluated every three years.	
	Promote awareness of arts and cultural resources and Natick's historic heritage through increased historic/cultural events, education and programming	Have High School art and/or history class develop brochures and walking maps of historic resources, in collaboration with the Historical Society.	Historical Society School Department		1-5 YEARS		
		Conduct an assessment of an ArtMobile or similar program to determine funding, staffing and other operational requirements, as well as potential sponsors and organizers.	Community Services Department School Department		4-7 YEARS		
		Apply for participation in the STARS Residencies Program to have an Artist in Residence in the schools.	School Department		4-7 YEARS		

Goal	Recommendation	Action Step	Lead Responsibility 	Support Responsibility 	Time Frame 	Metric	Coordination 
		Explore centralizing space reservation and publicity activities/services.	IT Department		1-5 YEARS		
		Provide assistance with outreach and publicity for arts events by allowing them to be listed on the Town website and in the Common Guide.	Community Services Department IT Department		1-5 YEARS		
		Providing Non-Profits with grant writing assistance.	Community & Economic Development Department	Natick Center Cultural District	1-5 YEARS		
		Continue to develop partnerships with like-minded organizations in Natick as well as in neighboring towns/ metro-west and the State to expand programming and publicity.	Natick Center Cultural District		ON-GOING		
Support and encourage arts and culture by enhancing participants' experience with expanded opportunities for arts and entertainment venues and nightlife options.	Increase Entertainment & arts venues	Consider including space for art installations/performances in planning for public facilities and infrastructure improvements,	Facilities Management	Community & Economic Development Department	ON-GOING		
		Encourage developers to include entertainment venues, including eating and drinking establishments in Natick Center and The Golden Triangle.	Community & Economic Development Department Planning Board		ON-GOING		Land Use Economic Development

Goal	Recommendation	Action Step	Lead Responsibility 	Support Responsibility 	Time Frame 	Metric	Coordination 
		Encourage property owners and developers to include opportunities for art displays in restaurants and lobby spaces, and create pop-up arts spaces to fill vacant storefronts until longer-term tenants are found.	Community & Economic Development Department Planning Board		ON-GOING		Land Use Economic Development
		Work with developers and property owners to market and promote commercial spaces that meet the needs of creative businesses and other businesses in order to facilitate co-location and collaboration.	Community & Economic Development Department Planning Board		ON-GOING		Land Use Economic Development
						New arts and entertainment venues have opened.	
	Enact zoning changes to encourage flexible/mixed use in the Town Center and The Golden Triangle.	Add artisan/industrial space as a use category in the Zoning Code and explore districts where this use would be appropriate.	Planning Board Community & Economic Development Department		1-5 YEARS		Economic Development Land Use
	Improve the Environment around Entertainment/ Arts Venues	Make streetscape improvements in Natick Center, particularly along Main Street, including planters, banners and decorative pedestrian scale lighting similar to that on Central Street, in conjunction with traffic improvement recommendations.	Community & Economic Development Department Public Works Department		4-7 YEARS		Economic Development Land Use Transportation

Goal	Recommendation	Action Step	Lead Responsibility 	Support Responsibility 	Time Frame 	Metric	Coordination 
		Encourage downtown developers to create outdoor dining opportunities as well as streetscape improvements such as planters and seating.	Planning Board Community & Economic Development Department		ON-GOING		Economic Development Land Use
		On Adams Street and Clarkes Court, implement aesthetic improvements such as the introduction of banners, murals and overhead decorative lighting to create an attractive environment that could be used as a pop-up gathering space for special events.	Community & Economic Development Department Public works Department	Adjacent Private Property Owners Natick Center Cultural District	4-7 YEARS		Economic Development Land Use
		Explore the inclusion of a pedestrian gateway connecting to Summer Street if the Town moves forward with development of a parking garage on Middlesex Avenue.	Community & Economic Development Department Public works Department	Adjacent Private Property Owners Natick Center Cultural District	1-5 YEARS		Economic Development Land Use
	Develop a consistent system of wayfinding that connects open spaces, trail networks, transportation resources, and cultural amenities throughout the Town.	Develop wayfinding and signage that is consistent and helps define an overall character and identity for the Town.	Community & Economic Development Department	Historical Commission Historical Society Natick Center Cultrual District Open Space Advisory Committee	4-7 YEARS		Land Use Open Space

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