

Form Name: Local Rapid Recovery Planning Application
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Location:

Local Rapid Recovery Planning Application

1. Community Name Boylston

2. Is this a Group Application from more than one community? No

3. Indicate your local Regional Planning Agency (choose only one) CMRPC: Central Massachusetts Regional Planning Commission

4. What is the Community's population size, based on the 2019 US Census population estimate? If you do not know your community's 2019 population estimate, refer to chart posted on the Mass Downtown Initiative web page. Under 7,000

5. Upload a map of the proposed Study Area or Areas. The map should show the geographic boundaries of the Node, Corridor, Town Center or Commercial Area that will be the focus of the planning effort. <https://www.formstack.com/admin/download/file/9601749564>

6. Provide your best estimate of the number of businesses currently operating in the proposed Study Area or Areas. If multiple Study Areas are proposed, please include your best estimate of the number of businesses in each individual Study Area. Approx. 30

7.a. What is your top priority SHORT TERM challenge created in your community(ies) because of COVID-19 that your Local Recovery Planning process will address? There has been decreased traffic & patronage to businesses in Town (especially service-oriented businesses) due to a shift in commuting patterns with an increase to remote work and school schedules. What can businesses do to adjust to these shifts in volume and attract/retain customers?

7.b. What is your second priority SHORT TERM challenge created in your community(ies) because of COVID-19 that your Local Recovery Planning process will address? Businesses' have had limited capacity to shift to online services, implement take-out/curbside services, conduct marketing, and take advantage of various state and federal relief programs.

<p>7.c. What is your third priority SHORT TERM challenge created in your community(ies) because of COVID-19 that your Local Recovery Planning process will address?</p>	<p>Until this past November the Town has not had a dedicated Planner/Economic Development official nor has the Town had a unified business roster for outreach and communication, or had in-house staff to conduct business outreach or maintain an email database or list of developable parcels.</p>
<p>8.a. What is your top priority MEDIUM or LONG TERM challenge created in your community(ies) because of COVID-19 that your Local Recovery Planning process will address?</p>	<p>Lack of sewer infrastructure along Route 140 (& Route 70) has limited development potential.</p>
<p>8.b. What is your second priority MEDIUM or LONG TERM challenge created in your community(ies) because of COVID-19 that your Local Recovery Planning process will address?</p>	<p>Lack of cohesive business community/association or a "downtown" entity separate from town government has limited overall economic collaboration and growth.</p>
<p>8.c. What is your third priority MEDIUM or LONG TERM challenge created in your community(ies) because of COVID-19 that your Local Recovery Planning process will address?</p>	<p>The stretch of Route 140 that contains most of Boylston's commercial and industrial land does not have a unified design motif. Corridor design guidelines/requirements and some strategically located place making approaches would enhance the area for locals and commuters alike.</p>
<p>9. Given your community size, type and array of issues and the level of effort to coordinate with other Municipal partners or non-profits identify which of the following best describes your anticipated planning effort. This is meant to help us match you with a consultant and balance the expected level of effort.</p>	<p>Single Applicant, Single Study Area - e.g. an applicant applies for a single Study Area within their Municipality for Rapid Response Planning</p>
<p>10. Community Leadership Group – If existing, describe the group of individuals that will work on this project and what makes it innovative or effective in community economic development. If not yet formed, describe the plan for the group’s composition and work.</p>	<p>The Town has just begun a two-year master planning/housing production plan process with the assistance of CMRPC which is the first such process in 20 years. This Committee would look to incorporate appropriate goals, objectives and action items into the final plan. Additionally, the Town's new Town Planner & Economic Development coordinator would work with current town committees to identify a corridor-specific working group comprised of area businesses and residents.</p>
<p>11. Implementation – Describe the implementation process for the plan(s) completed by this project.</p>	<p>As alluded to in Item 10 above, the results of any rapid response planning would inform and complement the Master Plan process underway. Additionally, the new Town Planner/Economic Development Coordinator would seek out funding (grants, etc.) to advance and support any identified strategies.</p>

REQUIRED INFORMATION AND SIGNATURE PAGE

13. Application Contact Name (name of the person filling out the application)	Paul Dell'Aquila
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15. Application Contact Mailing Address	Town of Boylston 221 Main Street Boylston, MA 01505
15.a. Application Contact Phone	(508) 869-1398
17. Chief Executive Officer Name	April Steward
18. Chief Executive Officer Email	asteward@boylston-ma.gov
19. Title of Chief Executive Officer	Town Administrator
20. Chief Executive Officer Phone	(508) 869-0143 ext. 221
21. Chief Executive Officer Mailing Address	Town of Boylston 221 Main Street Boylston, MA 01505
23. Upload Cover Page with Signature Here	https://www.formstack.com/admin/download/file/9601749613