



Our Vision for Downtown Southborough

A walkable and well connected small town "Main Street" with locally owned restaurant and pub, lunch café, ice-cream shop, boutique style stores and/or other small businesses as well as residential properties.

The mixed-use properties provide diversity in housing stock and affordability and a larger economic base for businesses that operate Downtown.

With more attractive public space and a focus on community events, the Downtown can be restored as the Heart of Southborough it once was!



For more information and to be added to our mailing list, please contact the EDC coordinator at mmunsiff@southboroughma.com

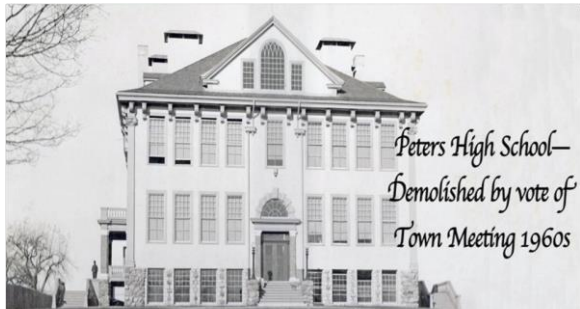
Southborough Downtown Initiative



Main Street Southborough 2019

What, Why and How?

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What is the Downtown Initiative?

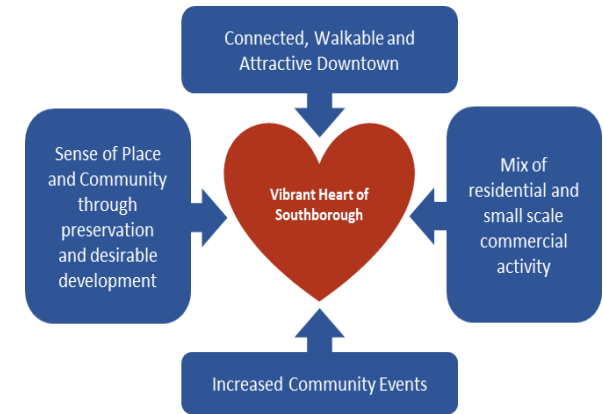
The Downtown Initiative is an effort spearheaded by the Economic Development Committee, to revitalize Southborough's Downtown and bring back the vibrant heart of Southborough. This is a **community development** effort that will bring more local options and opportunities to Southborough's residents.

Why do we need to revitalize Downtown?

Because of you! Southborough residents responded to a 2017 survey indicating overwhelming support for improvements to Downtown, including dining and shopping, beautification, and connectivity.

How will we fund this Initiative?

There are many development related grants available that EDC is exploring and applying for. Solving for some basic infrastructure issues will encourage private investment and ensure that the improvements will result in an economic net positive for the Town's taxpayers.



Why is it taking so long?

Unfortunately, making improvements is not as simple as finding a business owner interested in coming to Southborough with a cute coffee shop. Two main issues make it difficult or cost prohibitive to do business Downtown:

- (1) **Antiquated zoning laws** which do not permit mixed-use, and
- (2) **inadequate or nonexistent wastewater management** to allow restaurants to operate Downtown.

“A forward thinking approach should be adopted to serve the needs of the future while preserving historic downtown” - Julie Connelly (Chair Southborough EDC)