

APPLICANT INFORMATION

1.1. Applicant Organization Name:*TOWN OF SOUTHBOROUGH***Organization Type****1.2.***Public Organization***Public Entity Type****1.2.a.***Municipality***1.3. Applicant Organization Legal Address****Street Address:***17 Common Street***City/Town:***Southborough***State:***Massachusetts***Zip Code:***01772***1.4. Organization CEO****CEO Name***Mark Purple***CEO Phone***(508) 485-0710***CEO Email***mpurple@southboroughma.com***CEO Title***Town Administrator***1.5. Project Contact****Project Contact Name***Vanessa Donovan Hale***Project Contact Phone***(508) 485-0710***Project Contact Email***vhale@southboroughma.com***Project Contact Title***Assistant Town Administrator***1.6.**

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?

No

Community Housing Restrictions - Does the community have any active housing or infrastructure moratoria, or other restriction bylaws (such as "growth limitations")?

1.7.

No

1.8. **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
Property Assessed Clean Energy (PACE) Adoption	Yes
Municipal Digital Equity Planning Program	Yes

PROJECT INFORMATION

PROJECT CORE

2.1. Project Name: *Downtown Southborough Branding & Wayfinding*

2.2. Project Location: *Southborough*

Save the form after selecting Project Location.

Housing Choice Community:	No	Rural Community:	N/A	Gateway City:	N/A	MBTA Community:	Yes - MBTA
EOED Region:	Central Mass		Regional Planning Agency:		Metropolitan Area Planning Council		

ATTENTION APPLICANT

Based on the Project Location selection above, this project is located within an MBTA Community.

An MBTA Community must be compliant under Section 3A of the Zoning Act (MGL c. 40A) and corresponding regulations for Multi-Family Zoning Districts (760 CMR 72.00) for the project to be eligible for funding from the following programs: HousingWorks Infrastructure Program, Housing Choice Grant Program, MassWorks Infrastructure Program, Brownfields, Underutilized Properties Program, and Site Readiness Program. All other participating programs will take compliance status into consideration during application review.

View the compliance status of each MBTA community at: www.mass.gov/mbtacommunities.

Compliance Status: Select the option below that best reflects the MBTA Community's compliance status as of the date of application submission:

Compliant: Community has received a district compliance determination letter from EOHLC

Acknowledgement:

☒ I understand that this project is located within an MBTA Community and that the community's compliance status with the above stated regulations will affect this application's eligibility for funding

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

- 2.3. *In preparation for Southborough's 2027 Tricentennial, the Town will coordinate with a consultant and stakeholders to develop a branding and wayfinding report to welcome visitors and residents to the historic Downtown District. A 2018 Urban Land Institute (ULI) Technical Assistance Panel report strongly recommends branding and wayfinding to distinguish the historic Downtown District as central to Southborough's heritage.*

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. **ATTENTION APPLICANT: Save form after answering or changing answer to question "Project Category for Grant Consideration".**

Development Continuum Category:

Community Activation & Placemaking

Project Type:

Technical Assistance for Downtowns

Project Focus:

Downtown Wayfinding/Branding Consultant Services

ATTENTION APPLICANT: Save form after answering or changing answer to question "Project Category for Grant Consideration".

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

[Massachusetts Downtown Initiative \(MDI\)](#)

NOTE: MDI Technical Assistance grant funds are to be used exclusively for \$30,000 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.

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

Project Overview

Project Narrative – Provide an overview of the project, describing the issues or opportunities that the project aims to address and why the project is critical to enhance community, housing, and/or economic development in the community.

Branding & wayfinding for DT Southborough (near the intersection of Routes 30 & 85) will provide direction to shops, restaurants, medical services, historic sites & civic buildings, establishing the historic Downtown District as a central cultural, historical, educational, residential, & commercial hub. With new MFR housing slated for the corner of Newton & Main & the town's upcoming Tricentennial celebrations, orienting & welcoming newcomers & area visitors is vital.

1) *Information Gathering - Assess relevant studies & reports to evaluate the identity & branding needs of Downtown Southborough, including recent NRHP historical district signage introduced by the Historical Commission. Identify user groups, specific needs & potential wayfinding challenges. Identify available R-O-W, points of interest & develop initial design concepts for review by an appointed Wayfinding Project Management Group (WPMG).*

- 2.5. 2) *Develop Objectives & Themes - Facilitate & conduct a visioning session conducted by the WPMG to gather input from local stakeholders, Tricentennial & Historic Committees. Follow-up with stakeholders to present strategies, including themes, slogans & colors based on visioning session feedback.*
- 3) *Develop Preliminary Options - Review design of a brand theme, logo & slogan or tagline including color, font, placement, etc. to be reviewed by the Historical Commission & Tricentennial Committee. Creation of up to three (3) brand options for wayfinding elements.*
- 4) *Design Signage Elements - Finalize branding, logo, type, slogan & wayfinding elements to distinguish Downtown. Submit final design drawings, including exact dimensions, letter heights & materials, color specs & material performance standards, with rationale for design choices for approval by the Select Board.*
- 5) *Prepare Bid Specification Package - Once a Downtown brand & family of elements are approved & finalized, a specifications package will be prepared for fabrication/installation bids by qualified vendors.*

Scope of Work – Provide a detailed description of the proposed work that would be carried out using the funds, or technical assistance, received through the grant, including the timeline to implement the project and key milestones.

The creation of up to three (3) agreed upon brand options for application to all wayfinding elements will be the optimum goal. Based upon public meetings and appropriate feedback, these models will be presented within a hierarchy of individual signs and related wayfinding elements. Partners will 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, we will create a map of recommended wayfinding signage locations, while simultaneously working with the WPMG Committee to develop a list of recommended terminology and/or design icons for primary and secondary destinations, including landmarks, public facilities, retail and dining destinations.

2.6.

Regarding design signage elements - a refinement of a final logo/logotype and slogan as a community brand will be pivotal. The work group will also address the development of preliminary hierarchy of wayfinding elements and will undertake an analysis and location plan for all elements. Based on the selected design concept, a final design will be submitted inclusive of 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. Letter sizes, fonts, heights, spacing and style.

b. Sign types including sizes, shapes, colors, materials, poles & hardware.

c. Sign material & specification package: signs should be durable and long lasting while exploring the potential use of recycled & refurbished materials.

d. Installation locations by sign size & type while ensuring compliance with applicable standards.

Progress to Date – Describe any work that has been completed on this project so far, such as community/regional planning, design and engineering, prior project phases completed, etc. If applicable, include any prior state/federal funding received for the project.

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

2019: New Police-Fire Public Safety Complex built, town acquires local Golf Course

2020 Southborough Library receives MBLC LSTA \$10,000 "Dig In" grant for Growing Libraries with Gardens & nature-based Learning Spaces grant for community garden spaces that housed vegetable/herb garden; \$5,000 Community

2.7. *Fund grant to establish a Story Walk on the grounds which leads directly aforementioned garden spaces and grant funded solar Soofa bench.*

2021: Mixed Use in Downtown Business

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 traffic patterns [approximately \$8M]

2023: Creation of new Heritage Park adjacent to library; road and drainage improvement

2024: Tricentennial Committee launches "Adopt a Brick" garden in the Heritage Park

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

Wayfinding will unify and connect services and amenities within this roughly 1-mile area that many may not be aware of in proximity to Downtown. By providing orientation and context, wayfinding will assist visitors, newcomers, students and families, as well as residents in finding their way to businesses, historic and cultural sites, public services, recreational, medical and community resources, distinguishing this area as its own unique destination, bringing additional revenue, renewed interest, and additional investment Downtown. In Dec 2021, the Town obtained a National Register of Historic Places designation (100007264) and posted seven (7) historic district signs at key locations in the Downtown District. The NRHP signage is complemented by a Historic House Sign Program offered by the Historical Commission. The Town is looking to expand these efforts with larger, more prominent signage for branding and wayfinding for benefits that will continue well beyond our 2027 Tricentennial

2.9. Project Impacts – Complete the below table to show the expected impacts of the project (if N/A, enter 0):

Housing Impacts		
Market Rate Housing Units currently in project area (estimate as needed):	Affordable Housing Units currently in project area (estimate as needed):	Total Housing Units in Project Area
211	59	270

Businesses Impacts

Total number of active businesses within project area (estimate as needed):	Total number of commercial vacancies within project area (estimate as needed):
63	8

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
Technical Assistance	\$30,000

Community Description

Project Location Map - Attach a map showing the location of the project/project area. For site specific projects, the map should clearly identify the parcel(s) and/or structure(s) where the project will take place.

FY26_Wayfinding_DT Southboro_Area Map Inventory.pdf

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.

No

Community Description and Engagement Plan – Describe the community/population(s) that will be impacted by the project and the engagement efforts that will inform the project. Discuss how the project will promote an inclusive public 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.

Note: Technical Assistance for Downtowns applicants should note if the community has an existing downtown district management entity.

Wayfinding will help guide visitors, residents, patrons, students and their families to the Downtown business district as well as to cultural and historic sites like the new Heritage Park next to the Southborough Library. Improved wayfinding will allow the library another way to promote the many free & diverse resources available to the public. Just under 6,000 persons attended youth and adult programs at the library in 2023. Neary, the 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 past 10 years. That number is projected to increase over the next decade. With MWRTA transit and an MBTA commuter rail stop, the programs have become more accessible to seniors of all income levels, including residents at our affordable senior complex Colonial Gardens. In developing designs for review and feedback, the Town will invite business owners, nonprofit leaders, library patrons, school partners, seniors and town officials to participate through targeted outreach, both online and in-person. Southborough 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 including tech and life science companies Virtusa and Veristat. With an Asian population at 15.9%, other races a combined 9.3%, and a foreign born population at 21.9% based on U.S. census data, beyond the business community, outreach (online and in print) will focus on impacted groups and community organizations such as local students, seniors, the Chinese Gospel Church, and the neurodiverse community served by one of Southborough's largest nonprofits, the New England Center for Children School for Autism.

Environmental Sustainability and Emissions Reduction

Environmental Sustainability – Describe how the applicant will take climate change and environmental sustainability into consideration in the execution of the project. If applicable, describe what efforts will take place to reduce greenhouse gas emissions on site during the execution of the project in support of the [Massachusetts Clean Energy and Climate Plan for 2050](#).

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 to improve environmental sustainability include:

- LED Street Lighting Conversion

2.17. *- LED Lighting Conversion Projects in the Schools*

- Building Weatherization and Air Sealing Projects on Town and School Buildings

- Building Management System (BMS) Installation

- Installation of High Efficiency HVAC Equipment

- Installing Variable Frequency Drives (VFD's)

- 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.

				If "Other" selected, specify:
	[]			If "Other" selected, specify:

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	General support letters. <i>Letter of Support_wayfinding_Rep Donaghue.pdf</i> <i>Wayfinding_SB Letter of Support_Dennington.pdf</i> <i>One Stop supportK Miller_wayfinding.pdf</i> <i>ltr of support_G Martins_6425.pdf</i>
Other Partner Letters	Letters from any partner organizations that are collaborating on this project.
Site Images	Other site photographs, illustrations, and/or maps. <i>FY26_Wayfinding MDI Photos_Southborough.pdf</i>

CERTIFICATION

CERTIFICATION OF APPLICATION SUBMISSION AUTHORITY

3.1. Vote Required - Does the submission of this application require a formal vote of any board, commission, or other local entity?

No

If No to the items above, are you authorized to submit this application on behalf of the applicant entity, by virtue of your administrative role (chief elected official, chief executive officer, city/town manager, authorized signatory, etc.), or as a

3.1.a. designee of an administrator and/or authorized signatory?

Yes

3.2. Certification:

I, *Mark Purple* (Submitter Name), hereby certify that I am duly authorized to submit this application on behalf of *Town of Southborough*

(Applicant Organization Name). 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 Economic Development (EOED) and its partner organizations, specifically the Executive Office of Housing and Livable Communities (EOHLC) 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.
- 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.
- If awarded, the applicant organization has the capacity to carry out the project in accordance with all applicable laws and regulations.
- I understand that the receipt of a government grant by a business generally is not excluded from a business's gross income under the federal Internal Revenue Code, and therefore is taxable under federal law. Absent some express exclusion, income that is taxable under federal law is also considered taxable income for purposes of Massachusetts tax laws.

06/04/2025

Mark Purple
Name

Town Administrator
Title

Date