



# NORTH BROOKFIELD DOWNTOWN STRATEGIC PLAN 2019



Prepared for:  
 North Brookfield Downtown Development Committee  
 215 North Main Street  
 North Brookfield, MA 01535  
[www.northbrookfield.com](http://www.northbrookfield.com)



Top of Horse Pond Facing Doane Pond by Chris Marinin

Dear Reader,

Thank you for taking the time to read through this Strategic Plan for Downtown North Brookfield! We have really enjoyed our time here working on this project over the past year. The Downtown Development Committee was born to help guide the revitalization of the downtown corridor to complement the renovation of the Historic Town House project.

Several other small projects have gained momentum since this project originated and we all look forward to seeing what is in store for this small but mighty town in Central Massachusetts. The cultural history is rich, the rural lifestyle is appreciated and the land is stunning.

Before you know it you will have a vibrant and walkable downtown that is both healthy and age friendly. A Town House that stands tall and proud and a Town Common that hosts so many events you'll have trouble finding a parking spot. We wish you nothing but the best and feel privileged to have worked on this plan with you.

Sincerely,

Kerrie Salwa  
 Principal Planner  
 CMRPC



The Central Mass Regional Planning Commission was brought on by the Town of North Brookfield through the DLTA (District Local Technical Assistance) Program in February of 2019 to assist in the creation of a community Strategic Plan.

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

## SECTION 1:

# GET TO KNOW US

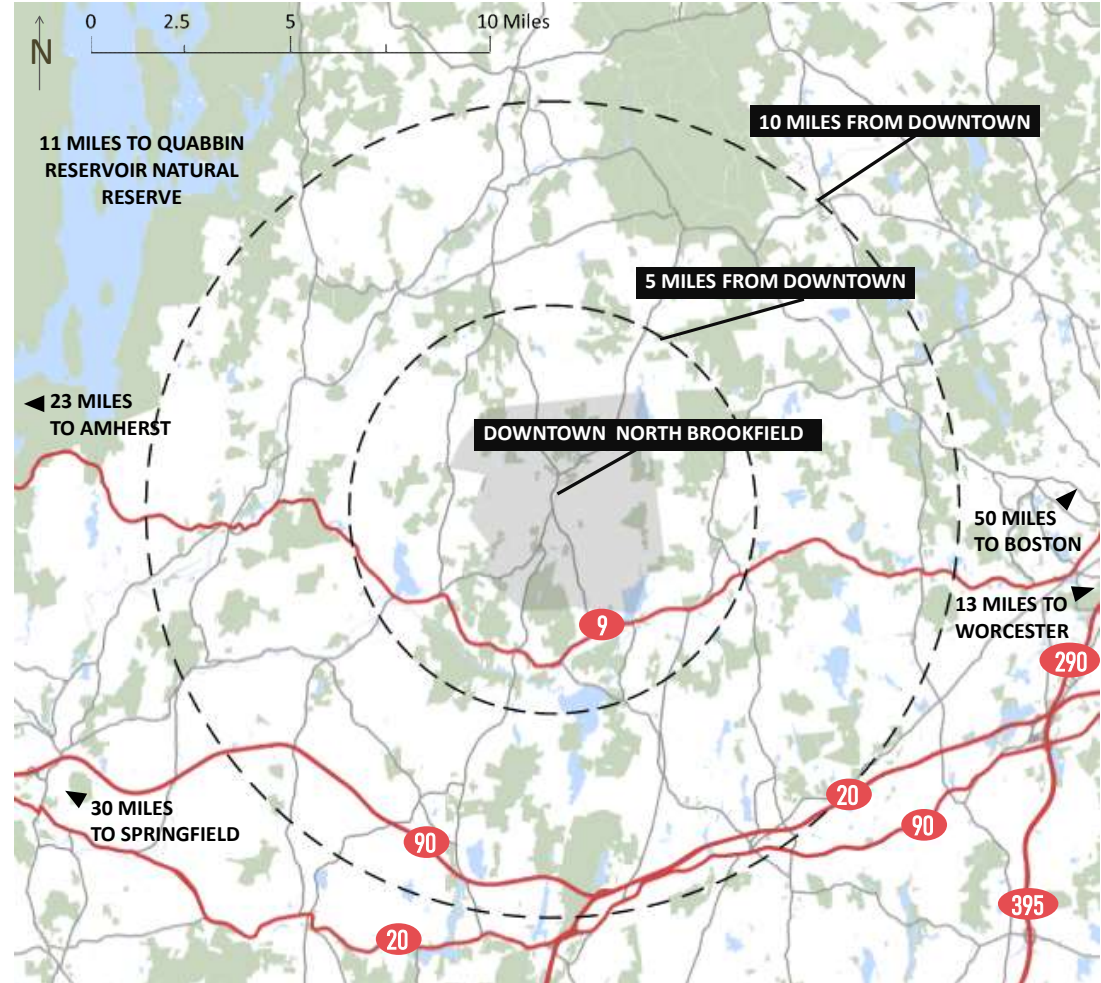
In this section we introduce you to our community, its context in the region, the trends we see in our population, and our vision for the future.

## LOCATION

North Brookfield is located in Southern Worcester County in the center of historic Massachusetts, bordered by West Brookfield, in the west, New Braintree and Oakham in the north, and Brookfield and East Brookfield, in the south. North Brookfield is only 40 minutes from Worcester and 1.5 hours from Boston via Route 9. There are a number of protected and recreational green spaces within minutes of downtown, and the Quabbin Reservoir Natural Reserve is only 30 minutes away.

-  Protected Open Space
-  Water
-  Major Highway

\* All distances calculated from downtown North Brookfield



Source: MassGIS Data Layers, Map Produced by CMRPC

# TRENDING IN NORTH BROOKFIELD

## COMMUNITY SNAPSHOT

- 97% white
- Ownership/rental percent: 70%/30%
- Housing: 87% occupied

## OVERALL INCOMES ARE RISING

The over all medium income increased from \$57,143 to \$73,000 (27%) between 2009 and 2017.

American Community Survey

## FAMILIES WITH PRE-SCHOOL AGED CHILDREN ARE INCREASING

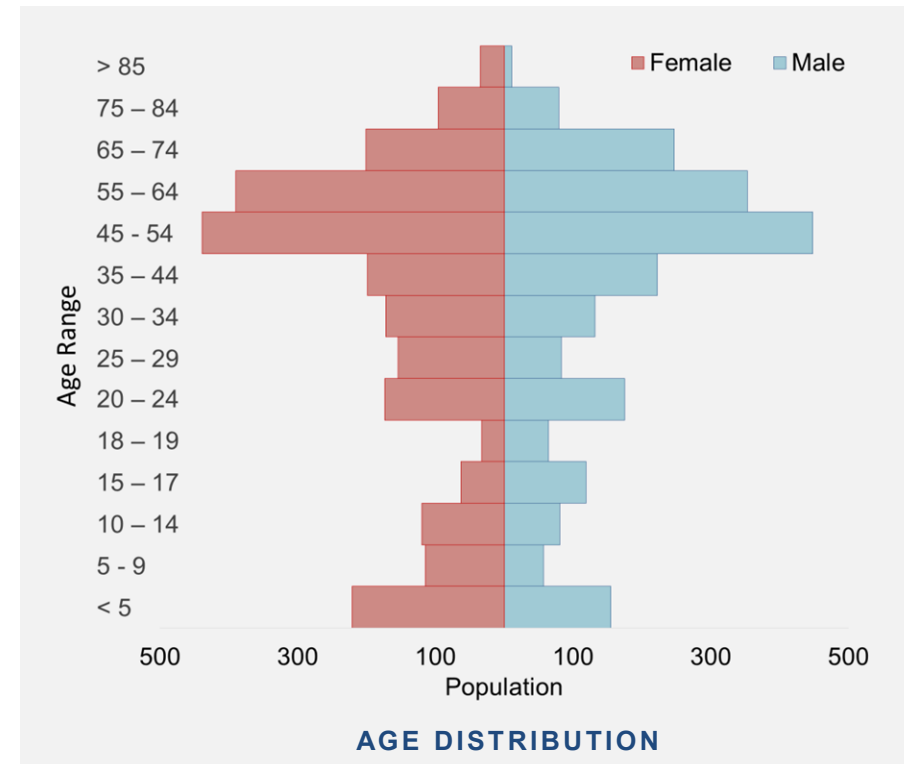
The percent of households with children under 6 years old increased by 30% between 2009 and 2017.

American Community Survey

## A LARGE AGING POPULATION WITH FIXED INCOMES

The median yearly income of adults over 65 in North Brookfield (\$47,000) is almost half that of younger adults (\$81,000 - \$83,000). Over 500 citizens (11%), receive social security, and over 300 (6%) receive retirement income.

2017 American Community Survey



2017 American Community Survey, Figure Produced by CMRPC

## COMMUNITY VISION

The town of North Brookfield has uncovered something beautiful through this planning initiative. We have done this by working together, by devoting hours-upon-hours of personal time, and by sharing suggestions and dreams out loud. Our community has taken on everything thrown at us in the planning process with open arms. The town of North Brookfield and CMRPC have come up with this strategic plan, which we hope will guide our community in the direction we have all been longing to go. At the end of the day the question that comes to mind is, 'why not North Brookfield'? This plan lays out the process, the goals, and the resources available to create the downtown our community envisions!



North Brookfield Congregational Church By Melissa Magario



## SECTION 2:

# BUILD WITH US

In this section we describe the community process that took place in order to craft this strategic plan. Engaged citizens have donated their time and energy to attend public meetings, respond to surveys, and collectively design a path forward for North Brookfield.



# THE PROCESS

14 MONTHS IN THE MAKING!



Resident input by CMRPC

In July of 2018, members of the Friends of the Town House, the Architectural Heritage Foundation and a representative of the Quaboag Valley CDC met with CMRPC at the North Brookfield Senior Center. The Friends had already been through the ringer trying to raise, not only funds, but awareness for the endeavor to restore the old Town House.

Out of this initial meeting the Development Committee formed, with the idea to establish a Downtown strategic plan. This plan would promote growth in the downtown corridor, compliment all the hard work being done at the Town House, and provide a road map for North Brookfield's future. The DDC was formed with representation from both the Town House and the Theater group.

The formation of the DDC set the plan in motion. DLTA funding was used to bring on CMRPC to develop the Downtown Strategic Plan along with the Downtown Development Committee. After several DDC meetings, public meetings, public outreach and analysis, the results of CMRPC and the DDC's findings were compiled and presented.

Multiple other projects have stemmed from this undertaking and will be implemented for the years to come.



Committee Meeting By CMRPC

## ENGAGEMENT TOOLS

- Introductory meeting with interested parties
- Town House and downtown walking tour
- Downtown Development Committee public meetings
- Online survey introduction at May fest
- Business and property owner public meeting
- Physical mapping and data analysis

# ENGAGEMENT

## MEETINGS WITH THE COMMUNITY AND STAKEHOLDERS

- 08.29.18 Tour of the North Brookfield Town House
- 09.10.18 Meeting with DDC
- 10.15.18 Meeting with DDC
- 11.02.18 Historic Preservation Meeting re: North Brookfield
- 11.5.18 Complete Streets introduction meeting
- 11.29.18 Meeting with Commercial Realtors to discuss North Brookfield
- 02.4.19 Meeting with DDC DLTA proposal
- 02.15.19 Meeting with DDC DLTA approval
- 04.10.19 Walking tour of North Brookfield (Photos/Claire)
- 05.03.19 Meeting with DDC
- 05.22.19 Meeting with Downtown Business/Property Owners
- 07.25.19 Meeting with Mass Development Re: North Brookfield
- 08.27.19 Meeting with Greater Worcester Community Foundation
- 08.29.19 Meeting at North Brookfield Senior Center Re: Age/Dementia Friendly
- 09.05.19 Meeting with Mass Development Re: Brownfields/North Brookfield
- 09.17.19 Meeting with Commercial Realtor re: North Brookfield
- 09.20.19 Meeting at Preservation Mass for North Brookfield Project
- 10.07.19 Meeting in North Brookfield to discuss possible funding opportunities
- 11.18.19 Meeting in North Brookfield to review Strategic Plan



Resident Input by CMRPC

## NORTH BROOKFIELD

## SURVEY RESULTS


**WHAT IS YOUR FAVORITE ASPECT OF NORTH BROOKFIELD?**

- Small town feel
- Friendly, close-knit, and supportive community
- Atmosphere, scenery, natural beauty
- Low crime
- Peaceful and quiet
- Good town services
- Good schools

Source: 2019 CMRPC North Brookfield Community Survey


**WHAT IS YOUR LEAST FAVORITE ASPECT OF NORTH BROOKFIELD?**

- No gas station
- Lack of businesses and amenities
- Poor road and sidewalk conditions
- High taxes
- Deteriorating properties
- Few cultural opportunities for young people
- Lack of activity and growth downtown

Source: 2019 CMRPC North Brookfield Community Survey


**TRAIL SYSTEMS USE**

**56%** would be more likely to use trails in North Brookfield if they were better marked

**19%** use walking trails in North Brookfield *more than once a month*

**37%** *never* use walking trails in North Brookfield

Source: 2019 CMRPC North Brookfield Community Survey

# BUILDING ON PREVIOUS PLANS

The town of North Brookfield has engaged in a number of planning efforts across the years. What follows is a historic record of the plans previously used in our community.

- 2007 North Brookfield Master Plan
- 2008 North Brookfield Open Space and Recreation Plan
- 2015 North Brookfield PDA Analysis
- 2015 North Brookfield Zoning Assessment





## SECTION 3:

# THE PLAN

This section presents the plan that was the culmination of months of work from numerous dedicated volunteers and administrators in our community. It outlines our goals, what we plan to do to achieve them and provides a road map for our future growth.

# STRATEGIC GOALS



## WALKABLE DOWNTOWN

“Walkable streets encourage business activity, generate greater tax revenue per acre and offer a higher return on investment.”  
- Strong Towns



## CONNECTED TRAIL SYSTEM

“Trails can generate business, impact and create new jobs, attract visitors and increase property values”  
- Headwater Economic Review



## TOWNHOUSE REVITALIZATION

“The best way to sell your community is to know your cultural back story”  
- Main Street USA



## DOWNTOWN DEVELOPMENT

“We want a community with roads as strong as our businesses, parks as beautiful as our children and a downtown as tall as our imagination”  
- Laura Miller, APA



## BUSINESS INVESTMENT

“Investment should work organically. Like ripples caused by a pebble tossed in a pond, growth keeps expanding and creating new momentum.”  
- Planning Magazine



# WALKABLE DOWNTOWN

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“Walkable streets encourage business activity, generate greater tax revenue per acre and offer a higher return on investment.”- Strong Towns

# Downtown Streetscaping

- 1 Traffic Circle
- 2 Rapid Flashing Crosswalk
- 3 Pedestrian Amenities
- 4 Bike Racks
- 5 Bike Lanes
- 6 Side Parking
- 7 Rear & Shared Parking
- 8 Streetscaping

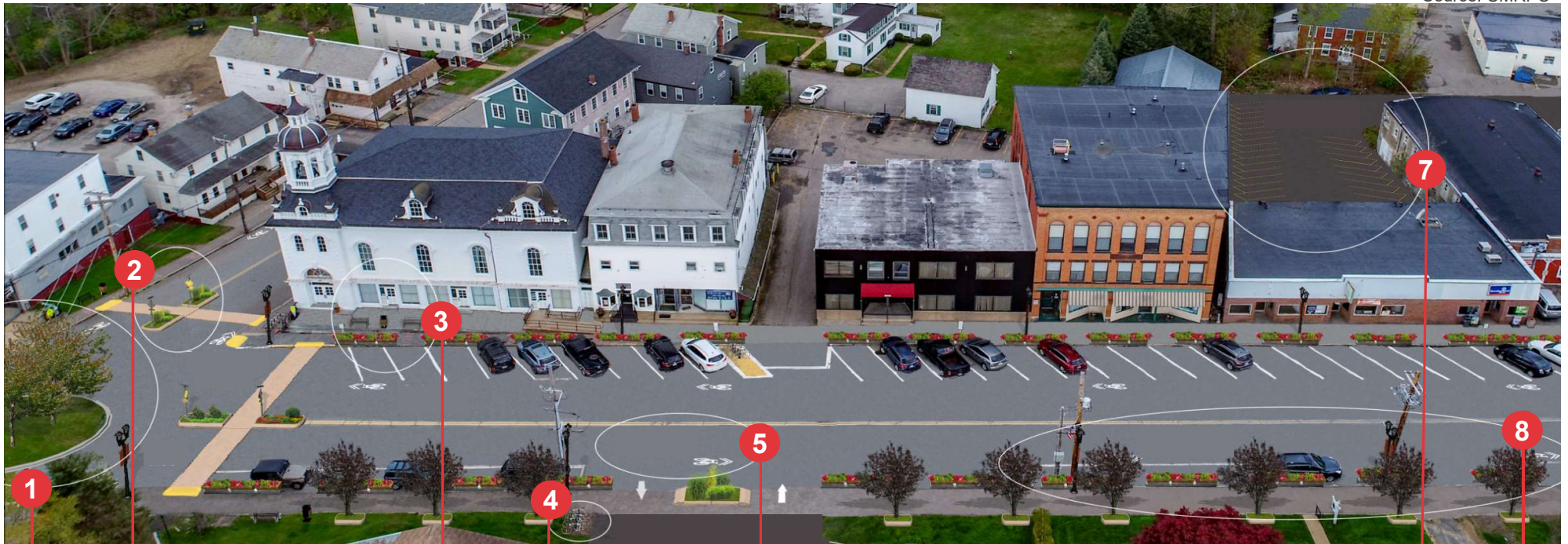


Source: CMRPC



# North Main Street CLOSE UP

Source: CMRPC



1  
TRAFFIC CIRCLE

2  
RAPID FLASHING  
CROSSWALK

3  
PEDESTRIAN  
AMENITIES

4  
BIKE RACKS

5  
BIKE LANES

7  
REAR PARKING

8  
STREETSCAPING

# The Common Project

THE SITE AS IT IS TODAY









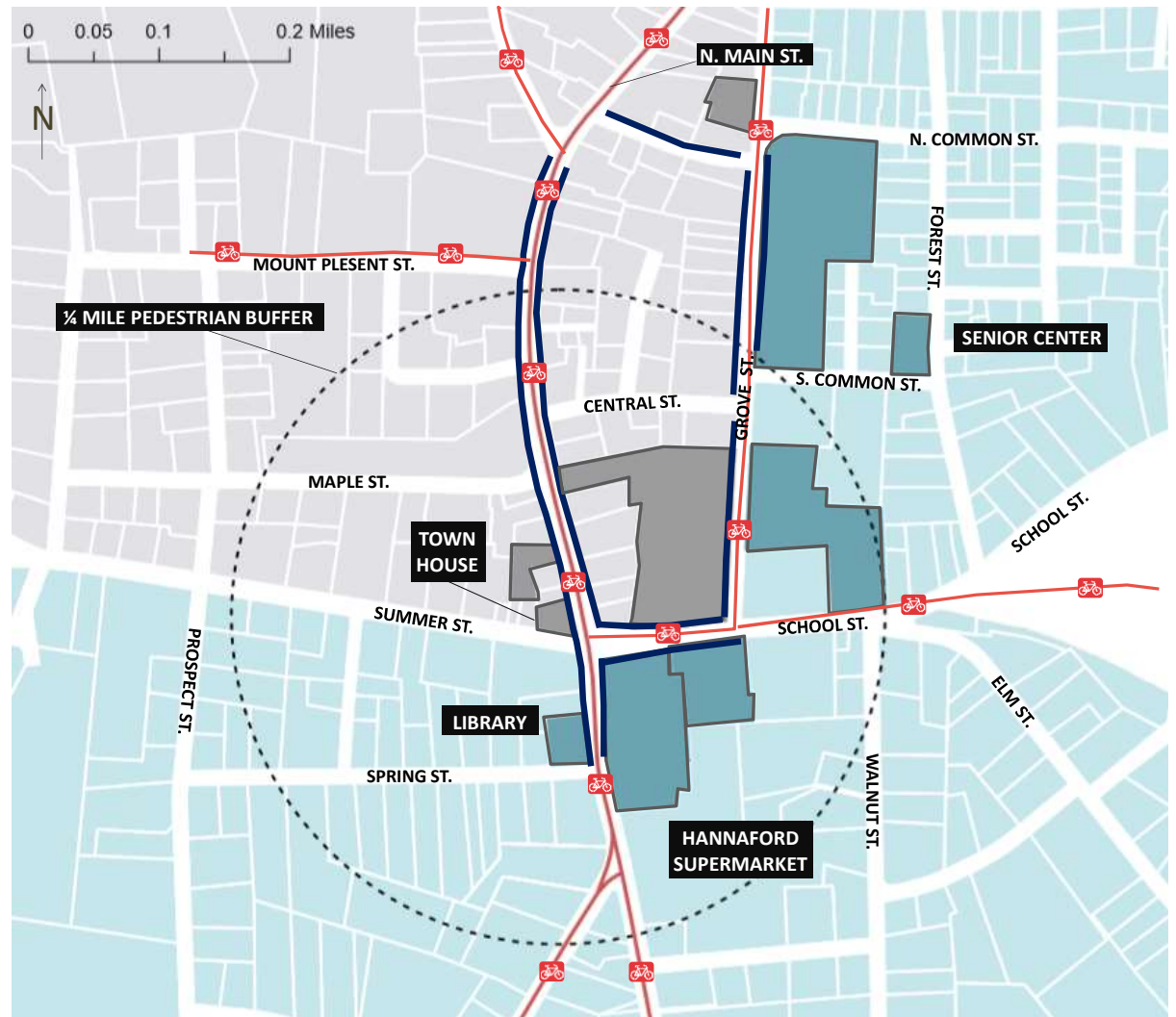
The Common as of 2019 by CMRPC



# Parking Strategy

## LEGEND

-  Bike Lane (Proposed)
-  On-Street Parking
-  1/4 Mile Pedestrian Buffer
-  Area of Interest for Parking Lot
-  No Vehicle in over 12% of Households
-  Less than Median \$50,000 Yearly Income



Source: MassGIS Data Layers, Map Produced by CMRPC



# CONNECTED TRAIL SYSTEM

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“Trails can generate business, impact and create new jobs, attract visitors and increase property values”

- Headwater Economic Review

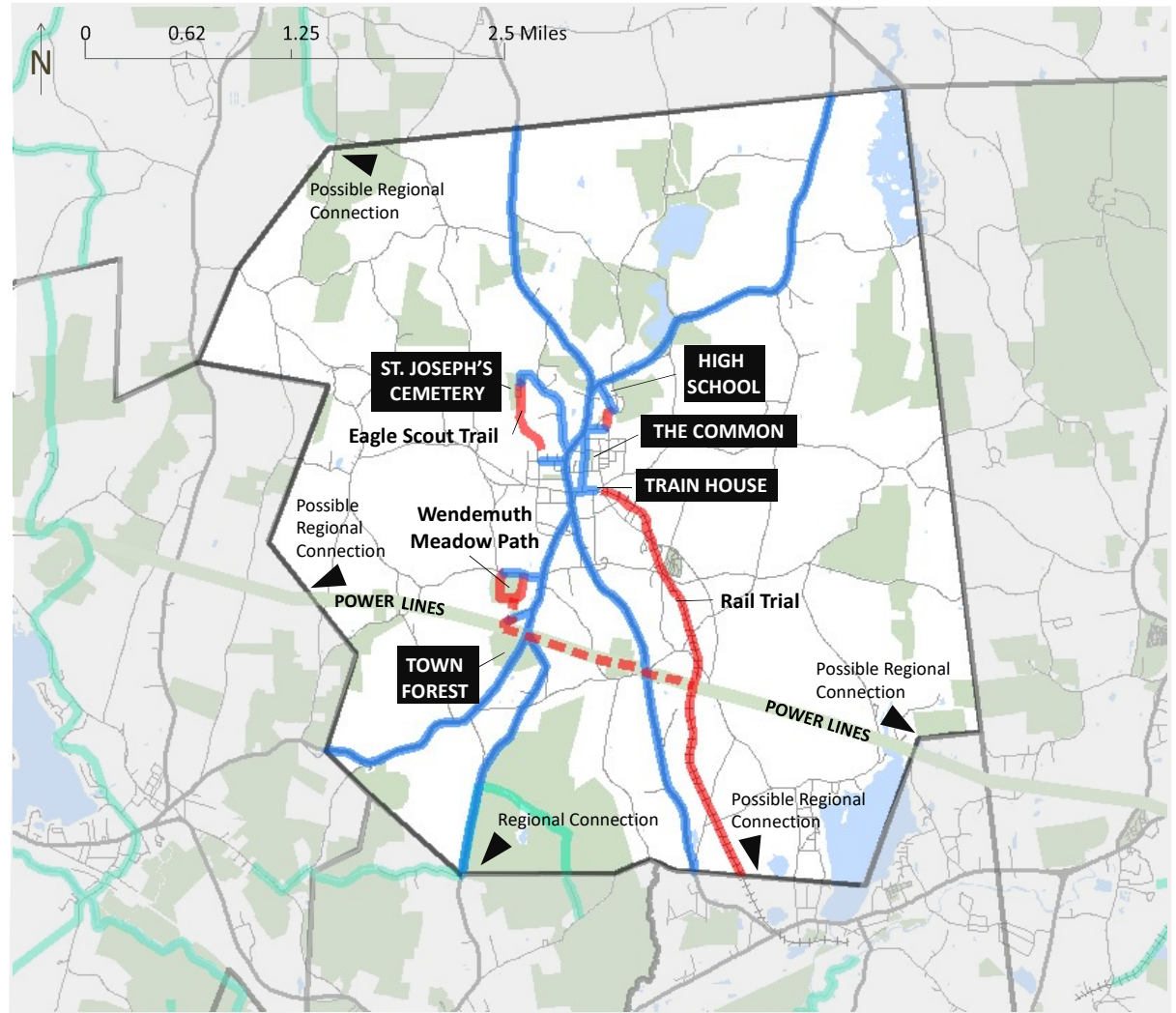
# Trail Network

## LEGEND

- Walkable Street with Bike Path
- Existing Trail or Corridor
- - - Proposed Trail
- Existing Regional Trail Network



Trail Head at the Train House By CMRPC



Source: MassGIS Data Layers, Map Produced by CMRPC, Based on Community Input



# TOWNHOUSE REVITALIZATION

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“The best way to sell your community is to know your cultural back story”

- Main Street USA

# Town House Creative Life Center 2020



THEATER



GALLERIES



RESTAURANTS



SHOPPING



COMMUNITY  
SPACE & EVENTS



ELEVATOR  
ACCESS



The Town House By CMRPC

## PUBLIC FEEDBACK

“Very exciting! Loved the tour and performances to be able to see inside the wonder that is waiting to be renovated and hopefully reintroduced to the community”

“I like the idea of an arts/cultural/community center. I think it’s very important to use the historical building”

“I think the new paint job looks gorgeous”

“It’s ok as long as it’s not costing the town a lot of money that would raise taxes”

“I think it is a wonderful plan. It improves the look of Main Street. Hopefully this will encourage small business to move in”

“Amazing building and worthy undertaking, but I worry about the ROI”

“I really like the direction they are heading”

“Love it, very impressed”

“Fully support”

“Can’t wait for it to be open and used again”





# DOWNTOWN DEVELOPMENT

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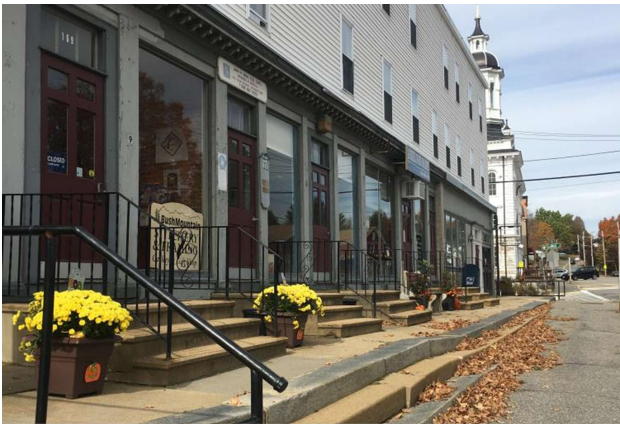
“We want a community with roads as strong as our businesses, parks as beautiful as our children and a downtown as tall as our imagination”

- Laura Miller, APA

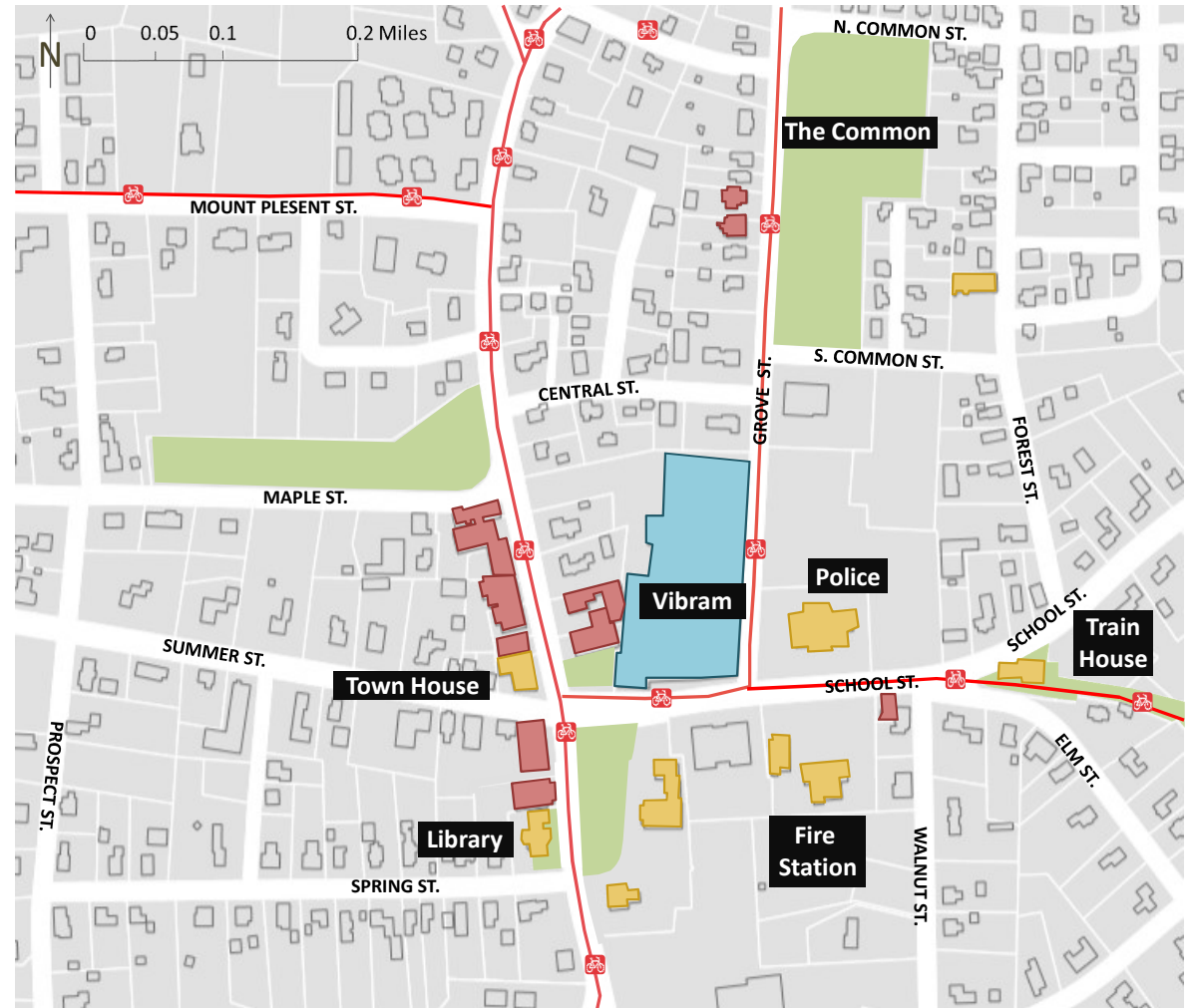
# The Downtown Area

## LEGEND

- Commercial Buildings
- Industrial Buildings
- Community Buildings
- Downtown Greenspace
- NESW Proposed Bike Lane



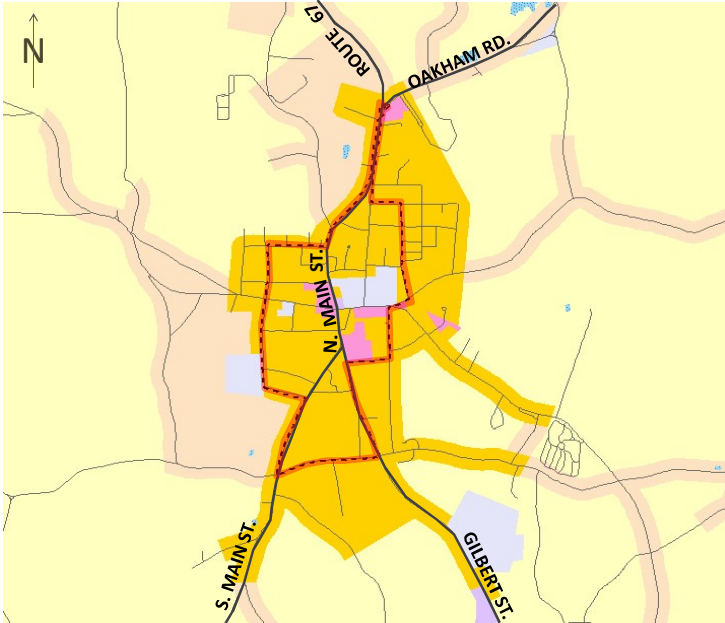
North Main Street Shop Fronts by CMRPC



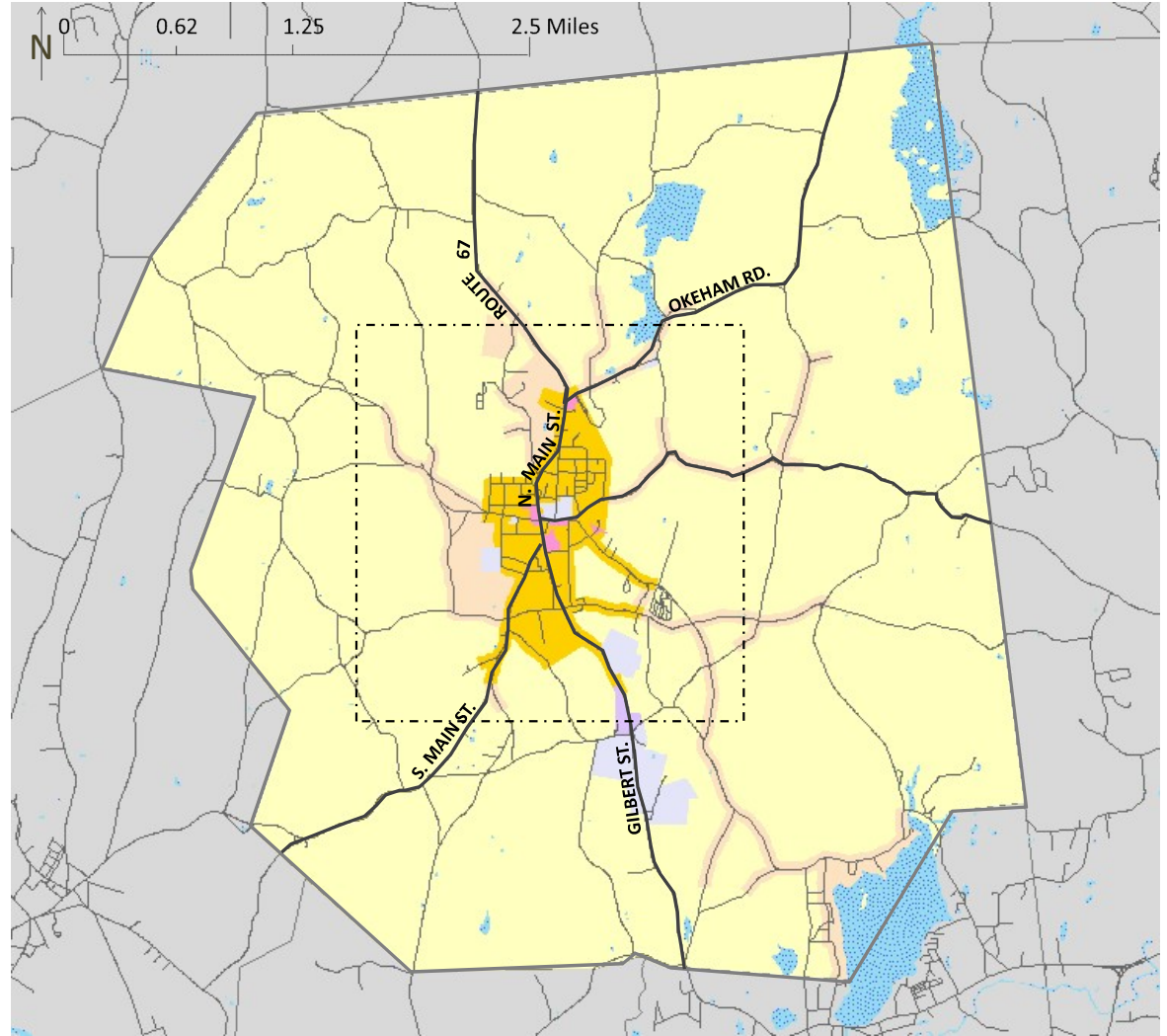
Source: MassGIS Data Layers, Map Produced by CMRPC

# Zoning

- Central Business (BC)
- General Business (BG)
- Industrial (IND)
- Central Residential (R-11)
- Open Residential (R-30)
- Rural Residential (R-66)
- Downtown Overlay (OD 212)
- Water Bodies



Source: North Brookfield Zoning Data Layers, Map Produced by CMRPC



Source: North Brookfield Zoning Data Layers, Map Produced by CMRPC  
 To see detailed zoning information visit: <https://www.northbrookfield.net/planning-board/pages/town-by-laws>



# BUSINESS INVESTMENT

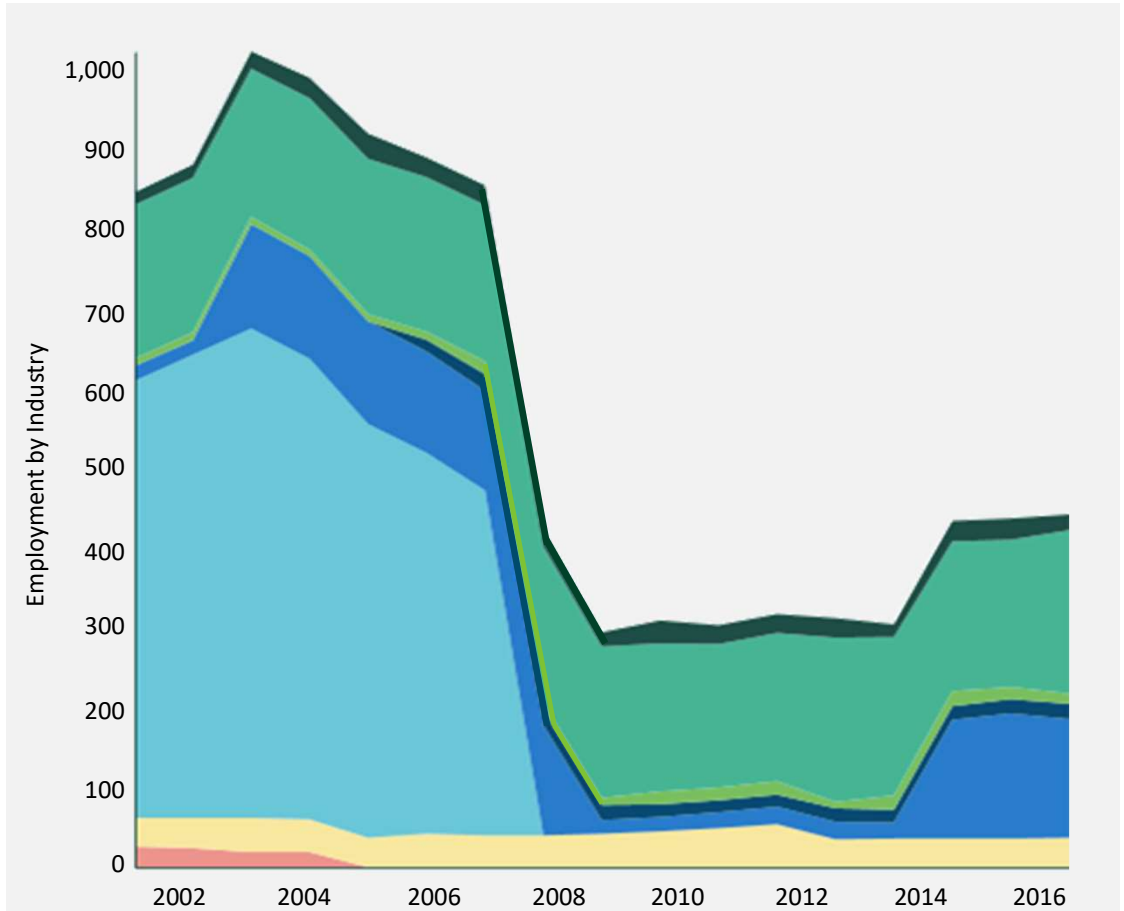
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“Investment should work organically. Like ripples caused by a pebble tossed in a pond, growth keeps expanding and creating new momentum.”- Planning Magazine

# Employment in North Brookfield

2001 - 2016

- Construction
- Information
- Other Service
- Public Administration
- Agriculture, Forestry, Hunting
- Manufacturing
- Wholesale and Retail
- Transportation, Warehousing, Utilities
- Real-estate, Rentals, Finance
- Technical, Management, Administrative, Waste
- Education, Social and Health Services
- Arts, Entertainment, Food Service



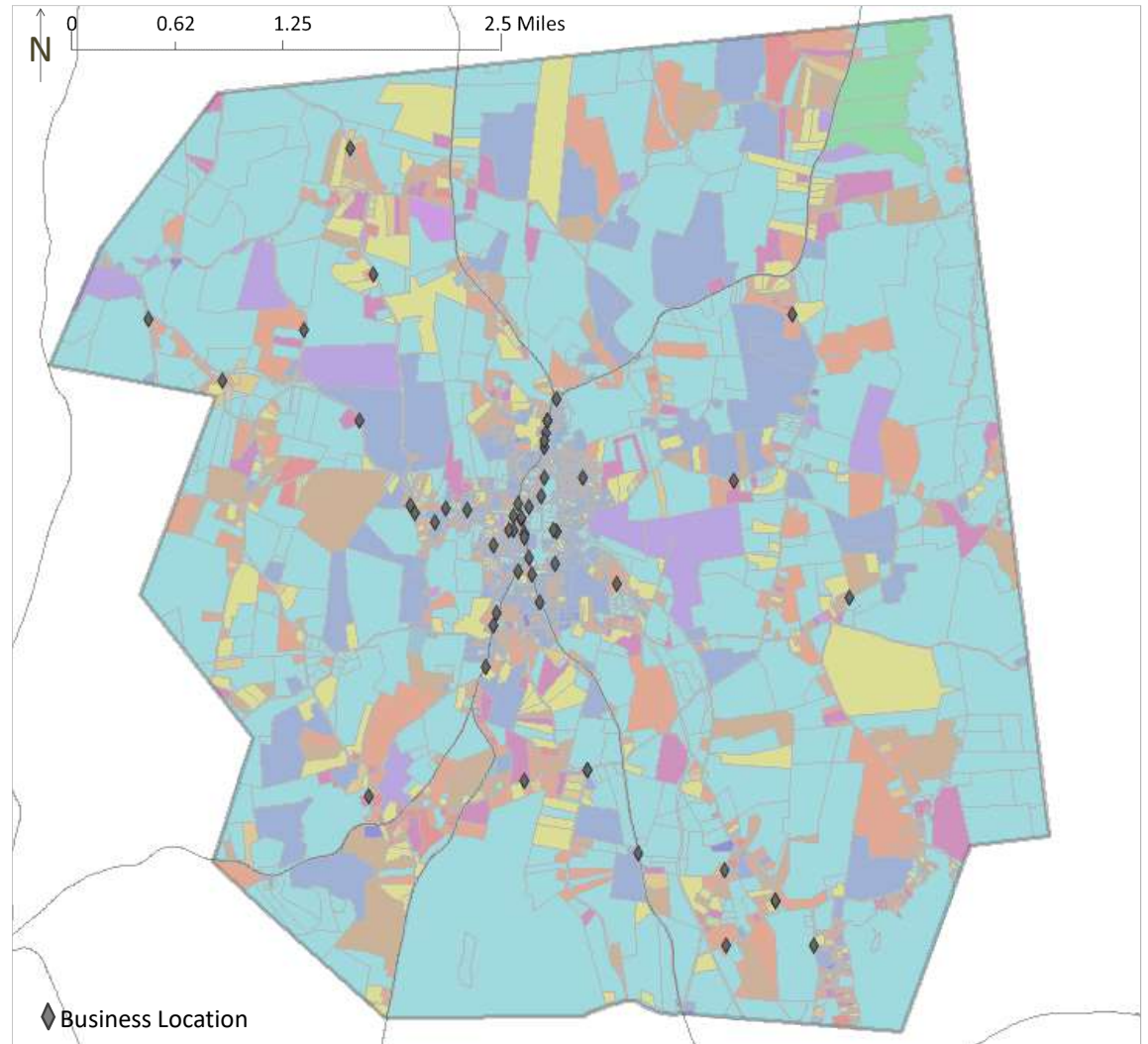
North Brookfield's jobs are concentrated in the Education, Social and Health Services Industries and Whole Sale Industry, which has seen notable growth since 2008.

(Source: Executive Office of Labor and Workforce Development (EOLWD) 2001-2016, Figure Produced by MAPC Data Common. Find more at [datacommon.mapc.org](http://datacommon.mapc.org))

# Businesses in North Brookfield by Land Use

## TOP 10 WAYS TO ATTRACT INVESTMENT

- Have an online presence
- Create a compelling story
- Know your community's culture
- Figure out your unique selling point
- Keep young talent from leaving
- Elect leaders who put the community first
- Make workforce development a priority!
- Focus on local growth and reinvestment
- Find ways to help start-ups get access to capital
- Diversify, diversify, diversify



# Possible Future Resources

## Available Resources

- MDI (Mass Downtown Initiative) Program
- Mass Development
- CDBG (Community Development Block Grant)
- Sign and Façade Program
- Quaboag Valley CDC
- MOBD (Mass Office of Business Development)
- Chamber of Commerce
- GWCF (Greater Worcester Community Foundation)
- USDA (United States Dept. of Agriculture)

[www.mass.gov/communityconnector](http://www.mass.gov/communityconnector)



Wendemuth Meadow By Chris Marinin



## Conclusion

North Brookfield has already become a better version of itself. This strategy focuses first on a culmination of several different groups working together to make their hometown something special. A movement like this is not one that comes easy and the residents of North Brookfield have stayed laser focused on the goals and have never once dared to utter the words 'that can't be done'. They are going to make smart small steps that will have a big impact and go on to shape the larger, more ambitious goals built most importantly, they are going to build this together and want you to be part of it!



Home of Long View Entertainment by CMRPC



## Special Thanks To

### MEMBERS FOR THEIR TIME AND COMMITMENT

**Sheila Orsi**, Chair, Downtown Development Committee

**April Messenger**, Downtown Development Committee

**Marilynn Borst**, Downtown Development Committee

**John 'Jack' McClintock**, Downtown Development Committee

**Ethan Melad**, Downtown Development Committee

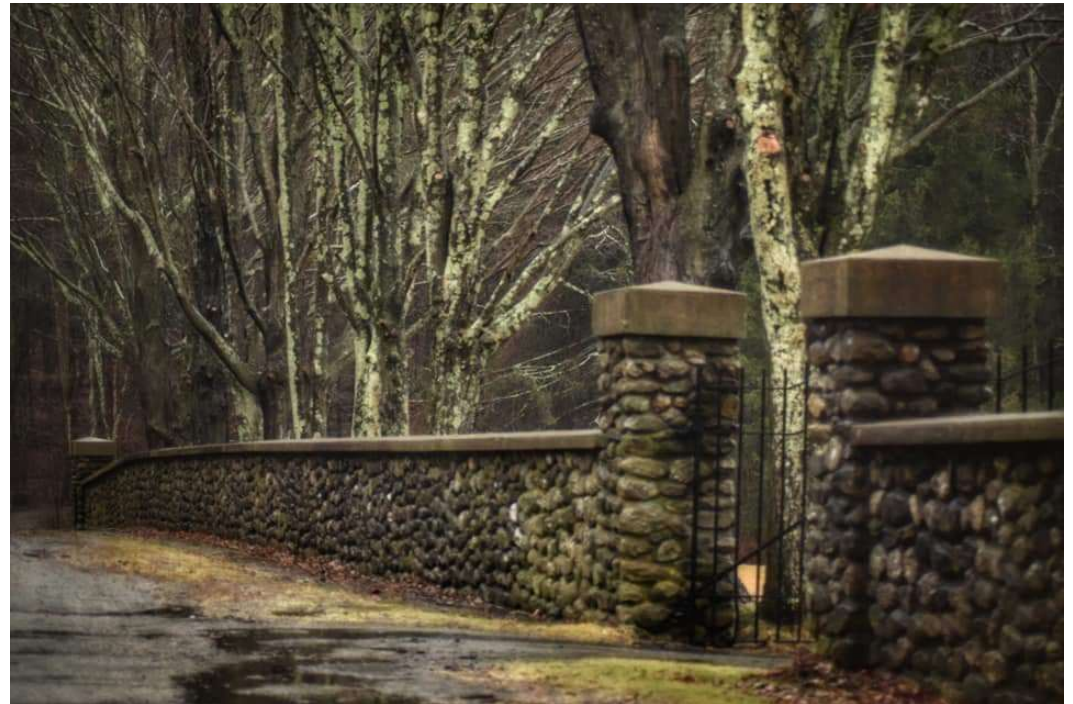
**Mark Smith**, North Brookfield Chief Of Police

**Jim Buzzell**, Friends of the North Brookfield Town House

**Bonnie Milner**, Long View Entertainment, Friends of NBTH

**Marilynn Borst**, Friends of the North Brookfield Town House

**Dale Kiley**, North Brookfield Board of Selectmen



Cemetery Wall on Bell Street By Melissa Magario



## SECTION 4:

# GOALS

This section lays out goals for the future that are crucial to achieving this plan. It also designates a timeline for achieving our goals and notes the responsible person or entity. This section of the strategic plan can be a reference for us moving forward .

## Walkable Downtown

What	Who	When
Continue working with the Complete Streets Program and also consider applying for future Safe Routes to School funding to make infrastructure improvements and make village centers more walkable/bikeable.	North Brookfield DDC	2020
Consider passing the Community Preservation Act (CPA) as a means of funding improvements in historic Main Street buildings.	Town of North Brookfield	2020-2023
Continue work on making public space more attractive by using flower boxes, decorations, appropriate fencing where needed, and other landscaping improvements.	North Brookfield Helps, North Brookfield DDC	2020-2025
Take advantage of Place Making and Pocket Park construction opportunities provide throughout the state and with local agencies.	North Brookfield DDC	2020
Research the potential for shared Commercial/Industrial space in North Brookfield. Connecting established businesses with start-ups could be a great opportunity to foster growth.	North Brookfield DDC, QVCDC	2020-2025
Work with CMRPC and the Executive Office and Energy and Environmental Affairs to obtain Green Community status.	Town of North Brookfield, North Brookfield Public Works, North Brookfield DDC	2020-2021

## Connected Trail System

What	Who	When
Work to create an online and easily accessible trail map that shows the connection of all the working trails as well as the ones planned for the future.	North Brookfield Trails Committee; North Brookfield DDC	2020-2021
Consider forming a North Brookfield Recreational Subcommittee to coordinate branding, marketing and supporting recreational and cultural events.	North Brookfield DDC; Friends of the North Brookfield Town House	2020-2022
Continue to promote and encourage participation in trails to help bolster the local economy and connect with regional trails to advance visitors using a symbiotic strategy.	Town of North Brookfield; North Brookfield DDC	2020-2023
Incorporate climate change preparedness into all of you community plans. The Municipal Vulnerability Preparedness Program is a great start.	Town of North Brookfield; North Brookfield DPW; CMRPC	2020
Continue to promote and support an Age Friendly/Healthy Aging inclusion into your trail building plans as it is in close proximity to the North Brookfield Senior Center.	Town of North Brookfield, North Brookfield DDC; North Brookfield COA	2020-2022
Incorporate your Hazard Mitigation findings when building out your trail system.	Town of North Brookfield; CMRPC	2020-2021
Ensure that the trails being built have both proper signage and safe and accessible entrances/exits, rest areas, proper shading and wayfinding.	Town of North Brookfield; North Brookfield DDC	2020-2022
Continue to foster the relationship between the town and schools in North Brookfield. Establishing this connection will be timeless and will provide a first hand knowledge that the students can be proud of.	North Brookfield DDC	2020

## Town House Revitalization

What	Who	When
<p>Continue working closely with the Friends of the Town House and support their efforts moving forward. This can be done by attending their meetings, sharing any posts or publicity they release, discussing their advancements with other members of your community.</p>	North Brookfield DDC	2020-2021
<p>Use the history of the Town House as your North Brookfield story or backstory. This property is not only historic but has had a seasoned past. Use that story to bring it into the future. Use the history of the Town House with reference to George M. Cohen, The Three Stooges, etc. to tell the story.</p>	Friends of the North Brookfield Town House; North Brookfield DDC	2020
<p>Foster the work the Friends of the Town House are doing to create the 2020 North Brookfield Creative Life Center. This will not only improve and advance your downtown strategy but will also help align all of the goals here in the North Brookfield Strategic Plan.</p>	Town of North Brookfield; North Brookfield DDC	2020-2022
<p>Continue to work on funding for the revitalization of the Town House. Becoming a working partner with the Mass Historic Office and Preservation Mass will be a great way to start alert of funding opportunities that may come your way. Sign up for newsletters and notifications of all historic revitalization groups in Massachusetts and New England.</p>	Friends of the North Brookfield Town House, North Brookfield DDC, Town of North Brookfield	2020-2024
<p>Explore the possibilities of other buildings downtown that may be of value to this site. Are their buildings connected or nearby that might be an asset to the Town House and the future of the Cultural Life Center.</p>	Town of North Brookfield, North Brookfield DDC, Friends of the North Brookfield Town House	2020-2023

# Downtown Redevelopment

What	Who	When
Work on promoting the possibility of downtown and what simple development initiatives could do to transform the district and exhibit a sense of pride.	North Brookfield DDC, Town of North Brookfield	2020-2022
Apply for every grant available that aligns with the scope of your plan. Even if you are denied, keep applying and talking to state agencies about your ideas and advancements to date.	North Brookfield DDC, Town of North Brookfield	2020-2025
Work with CMRPC to conduct a blight study (CDBG) of your downtown area. Once a blight study is performed there may be other funding opportunities available.	North Brookfield DDC, CMRPC	2020-2025
Conduct an adaptive re-use/ infill study throughout the downtown focus area.	North Brookfield DDC, CMRPC	2021
Examine buildings in and around the North Brookfield Downtown area for a possible mill re-use as incubator space. This could be for retail, art or even a food prep incubator space.	North Brookfield DDC	2020-2022
Keep an active and constantly updated list of what businesses are moving downtown or leaving the downtown focus area.	North Brookfield DDC	2020
Continue searching for areas that would be ideal locations for pop up stores and markets. Check in with MassDevelopment and the Massachusetts Downtown Initiative	North Brookfield DDC	2020
Work on business retention tactics like a business support page or provide classes for businesses owners or property owners downtown. Provide resources to new and home-based businesses ( and help home-based businesses locate commercial/retail space if needed.)	North Brookfield DDC	2020-2025
Implement a sign and façade improvement program (CDBG) that can work to update the downtown buildings but keep the towns character.	Town of North Brookfield; North Brookfield DDC; CMRPC	2020-2021

## Downtown Redevelopment cont.

What	Who	When
<p>Make sure that your zoning by-laws clearly articulate the purpose and intention of your downtown district. They must ensure that desirable uses are adequately defined and provided for in the By-law and preferable By-Right. The Town should complete a zoning diagnostic to ensure the town's bylaws align with the town's vision.</p>	<p>North Brookfield Planning Board, North Brookfield DDC, CMRPC</p>	<p>2020-2025</p>
<p>Shepherd downtown North Brookfield through the redevelopment process. Wildly market vacant and available properties.</p>		

## Business Investment

What	Who	When
Create and foster a small business (or all business) group in North Brookfield.	North Brookfield DDC, Friends of the North Brookfield Town House	2020-2021
Start a downtown working group of property owners.	North Brookfield DDC	2020
Work with current property owners to start to re-invest in their downtown property. Paint, landscaping and new signage goes a long way until a store front facade program can be set up.	North Brookfield DDC	2020-2021
Create a cohesive marketing plan and materials for North Brookfield to be able to share the messaging of all that is happening and planned for the future.	North Brookfield DDC	2020-2021
Develop a small business permitting guide to show that North Brookfield is a business friendly community.	Town of North Brookfield, North Brookfield DDC	2020
Provide employment statistics and data with local employers. Survey the business owners to make sure they are getting the most out of what North Brookfield has to offer. Taking into consideration and suggestions for improvement they may provide.	North Brookfield DDC, CMRPC	2020-2021
Identify assists and barriers to doing business in North Brookfield.	Town of North Brookfield, North Brookfield DDC	2020-2021



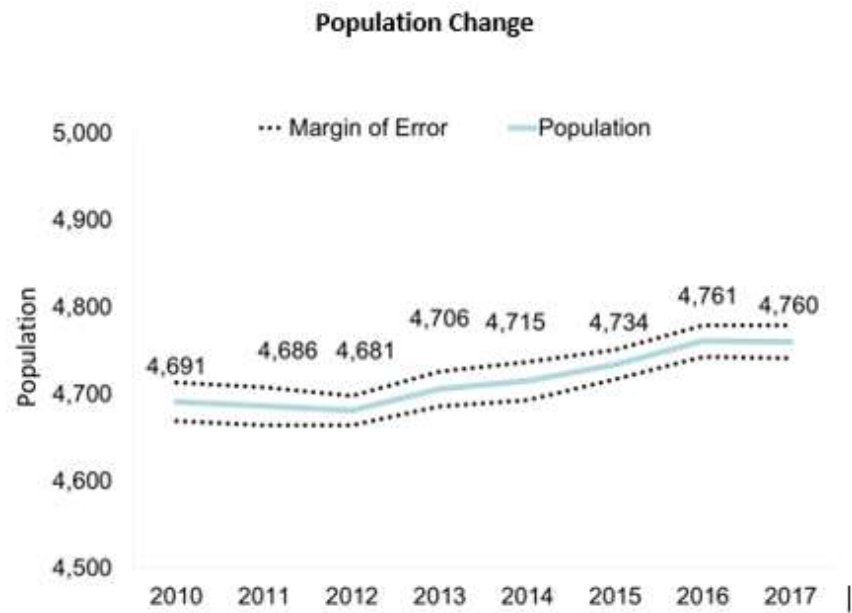
## Business Investment cont.

What	Who	When
Build creative partnerships throughout the community. This not only ensures a sense of pride but also could help develop and supply chain that some may not have known existed. Work with residents of all ages and incorporate their ideas into future planning initiatives.	North Brookfield DDC	2020-2021
Update the North Brookfield Master plan.	North Brookfield Master Plan Committee, CMRPC, North Brookfield Planning Board	2020
Incorporate climate change and the MVP program into future planning projects.	North Brookfield DDC, North Brookfield MVP Core Team	2020-2025



# Appendix

We have provided this appendix to store survey results, figures and resources related to this report.



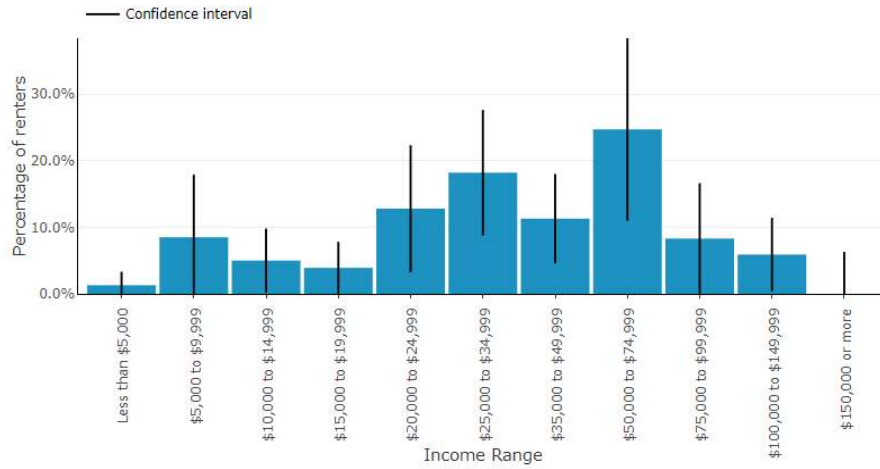
Source: 2010 – 2017 American Community Survey, produced by CMRPC

### Tenure Mix North Brookfield v. Massachusetts



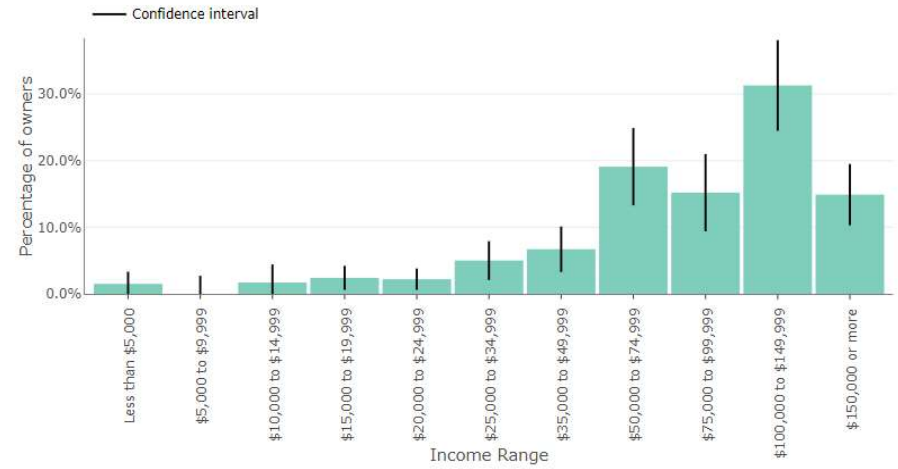
Source: U.S. Census Bureau American Community Survey, 2014-2018 5-year estimates.  
Table DP04: Selected Housing Characteristics

Renter households by income  
North Brookfield

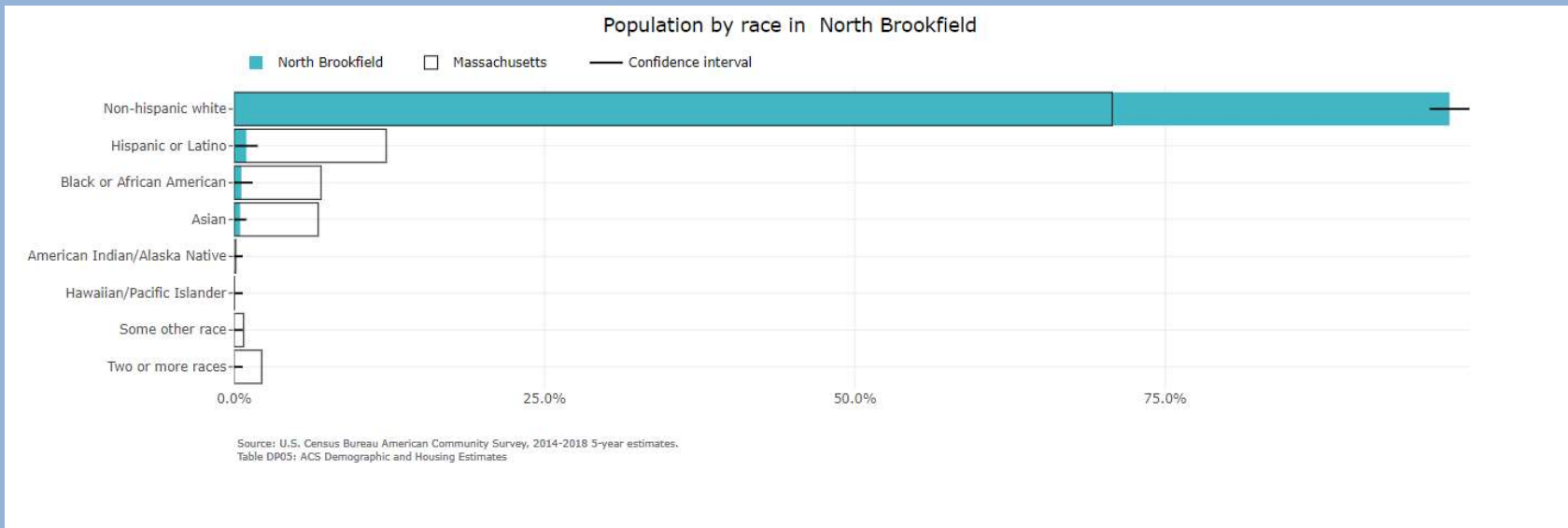


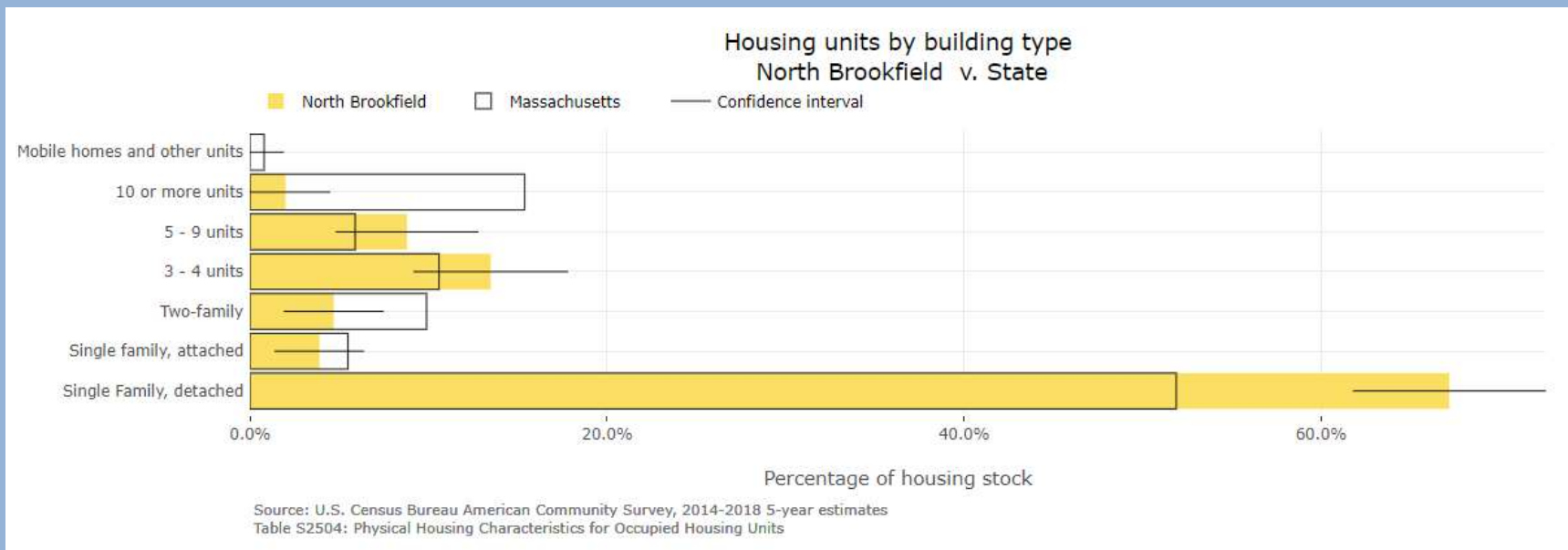
Source: U.S. Census Bureau American Community Survey, 2014-2018 5-year estimates:  
Table S2503: Income Tenure By Town

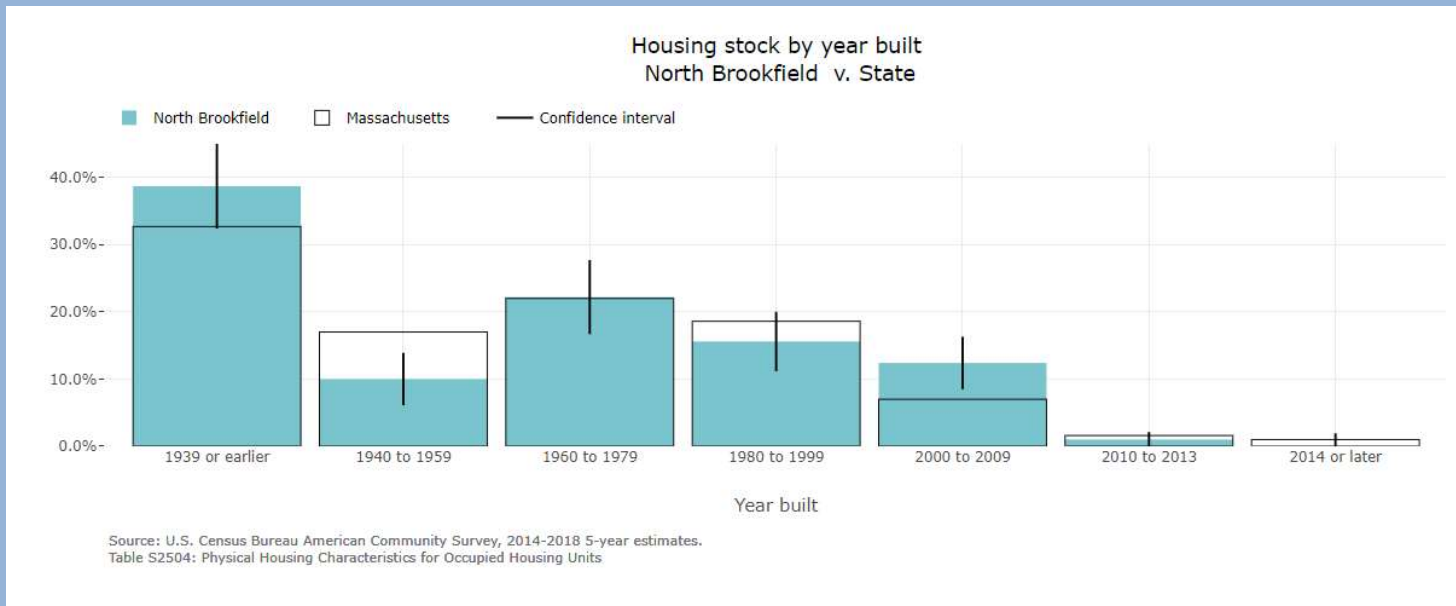
Owner households by income  
North Brookfield



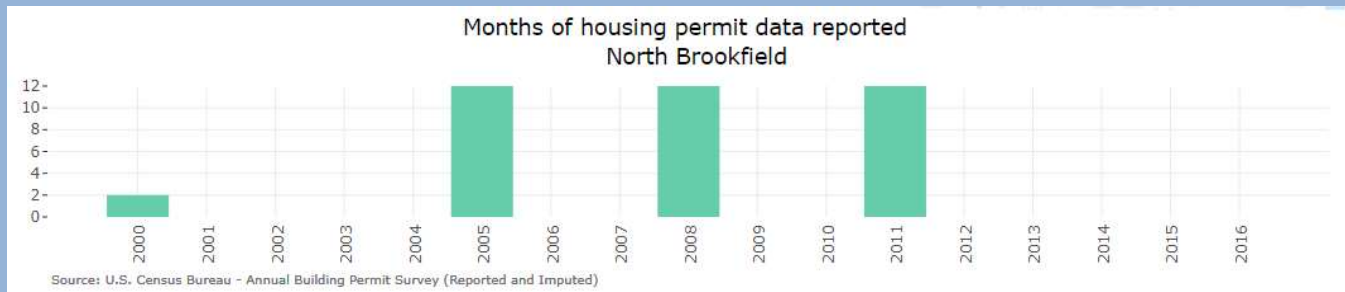
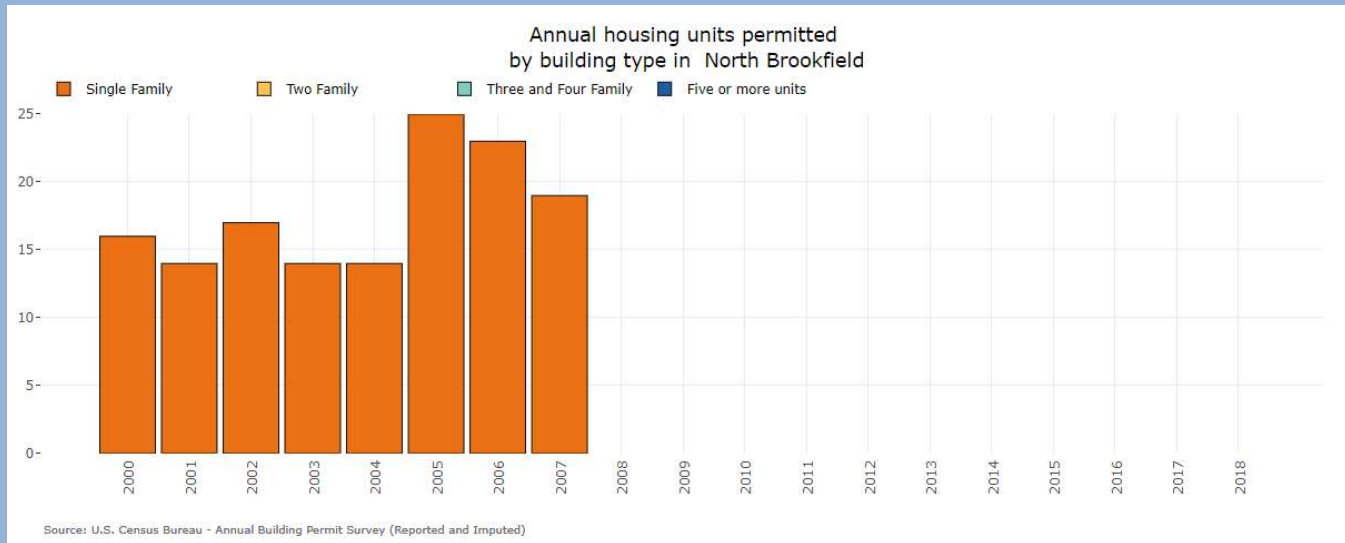
Source: U.S. Census Bureau American Community Survey, 2014-2018 5-year estimates:  
Table S2503: Income Tenure By Town

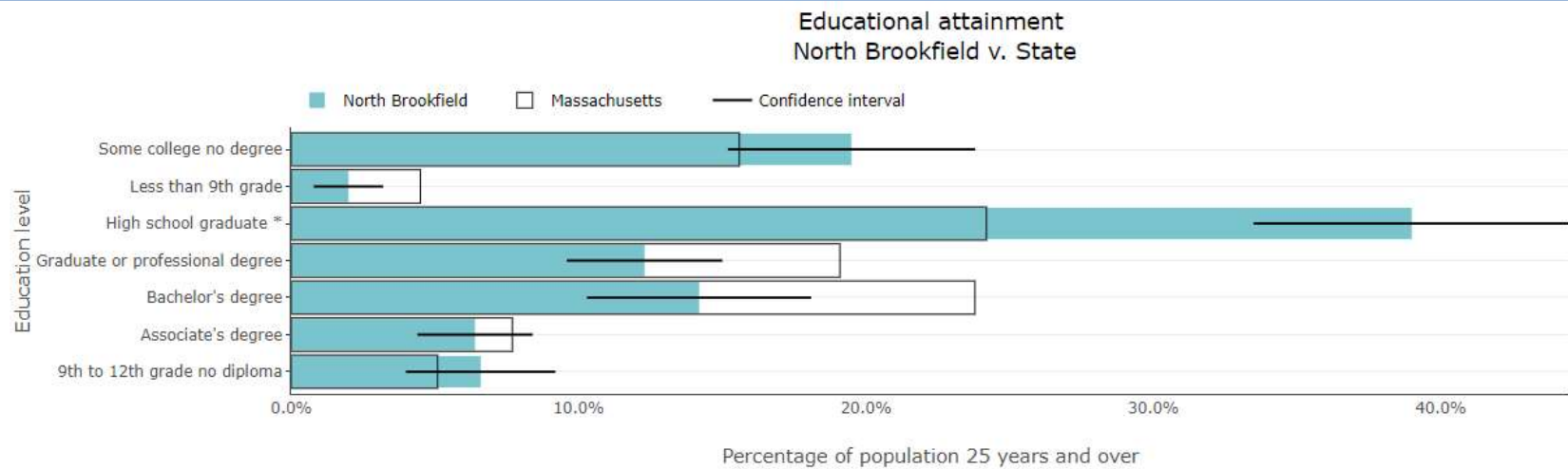






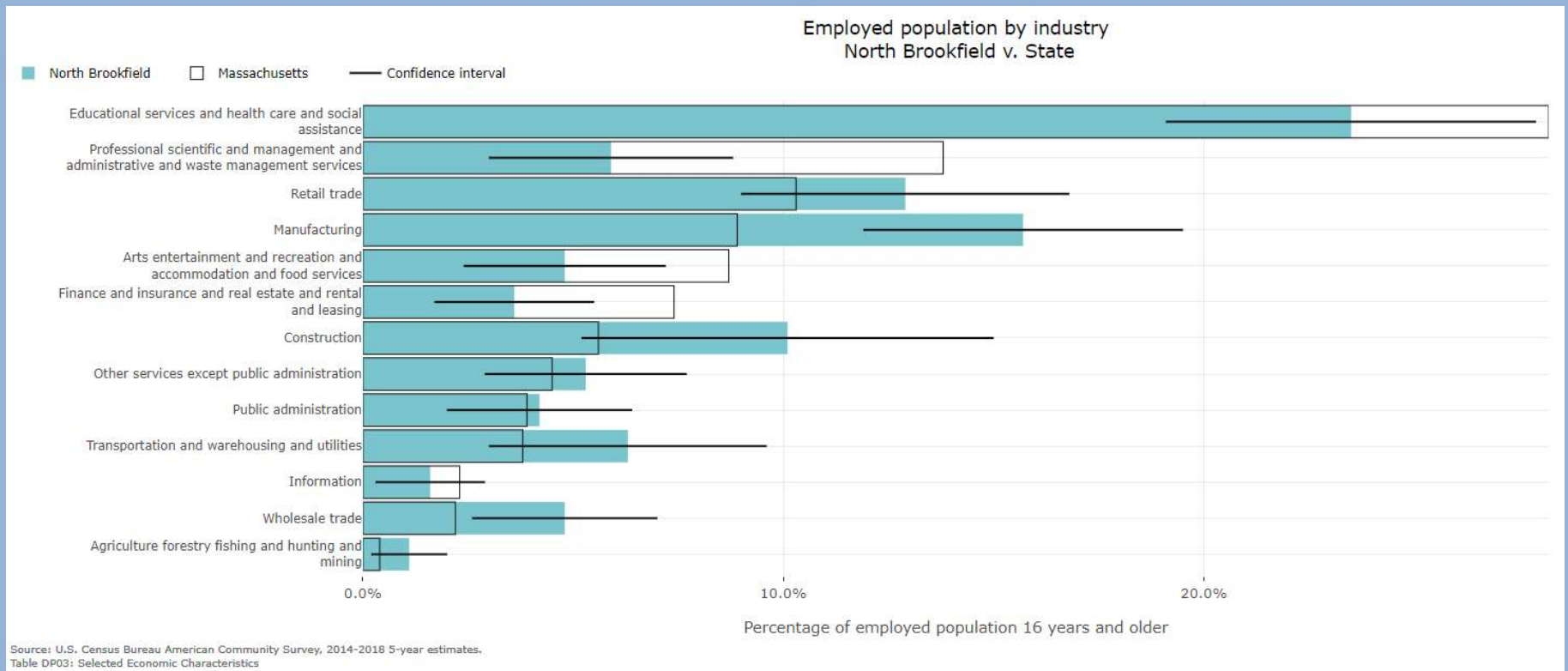




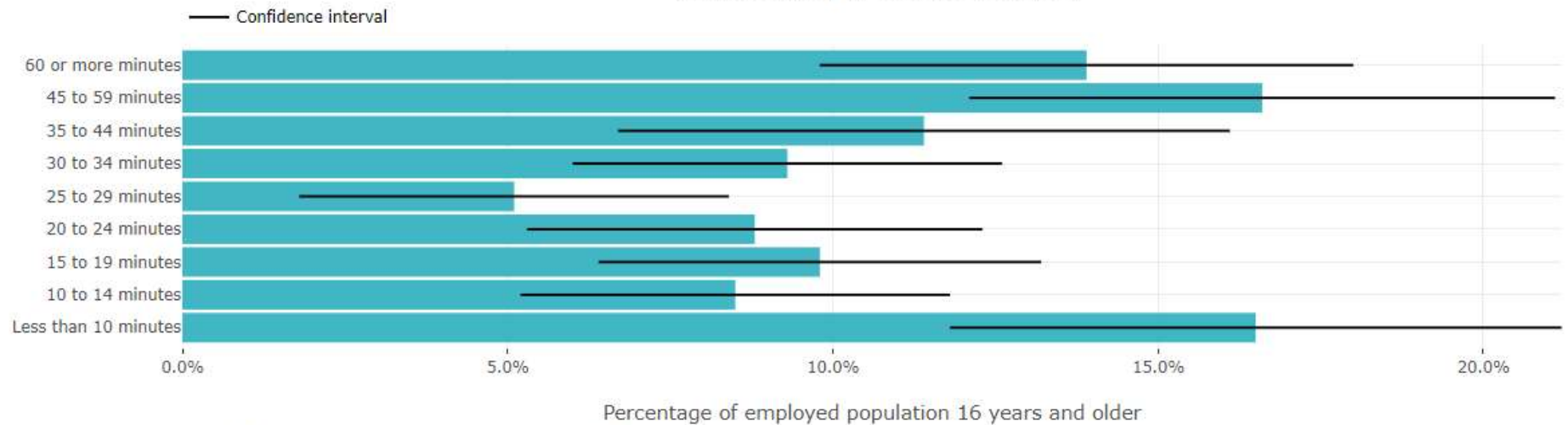


Source: U.S. Census Bureau American Community Survey, 2014-2018 5-year estimates.  
Table DP02: Selected Social Characteristics.  
\*Includes equivalency



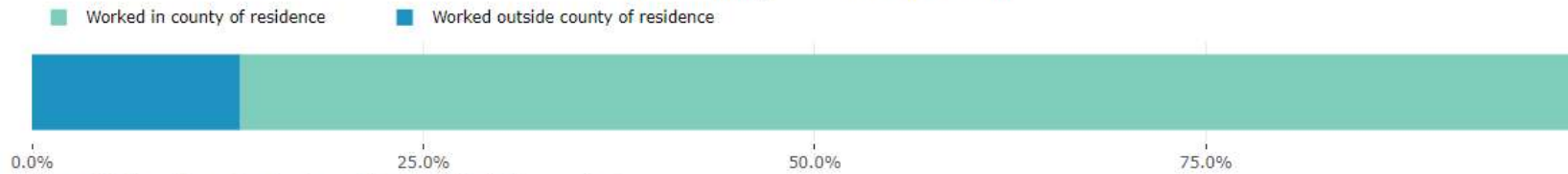


### Commute time from home Workers living in North Brookfield



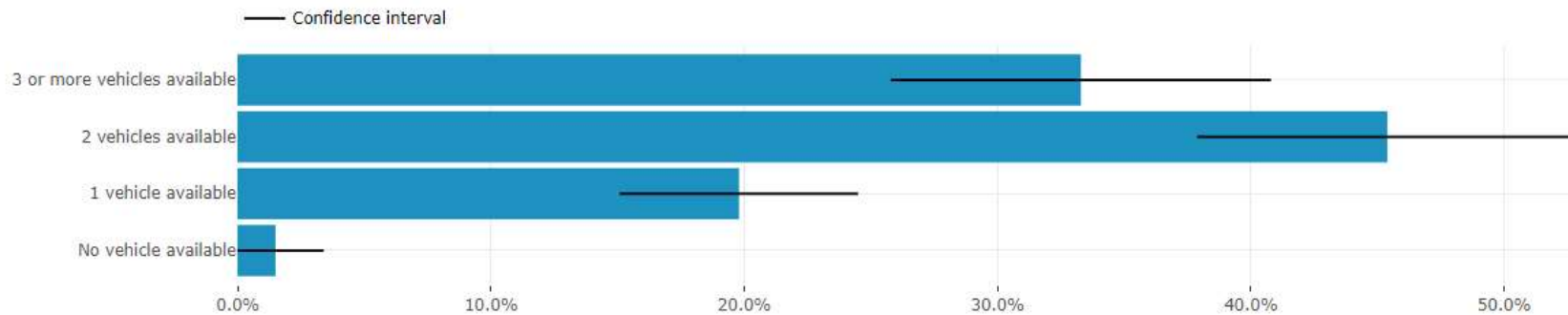
Source: U.S. Census Bureau American Community Survey, 2014-2018 5-year estimates.  
Table S0801: Commuting Characteristics by Sex

### Work location relative to home Workers living in North Brookfield



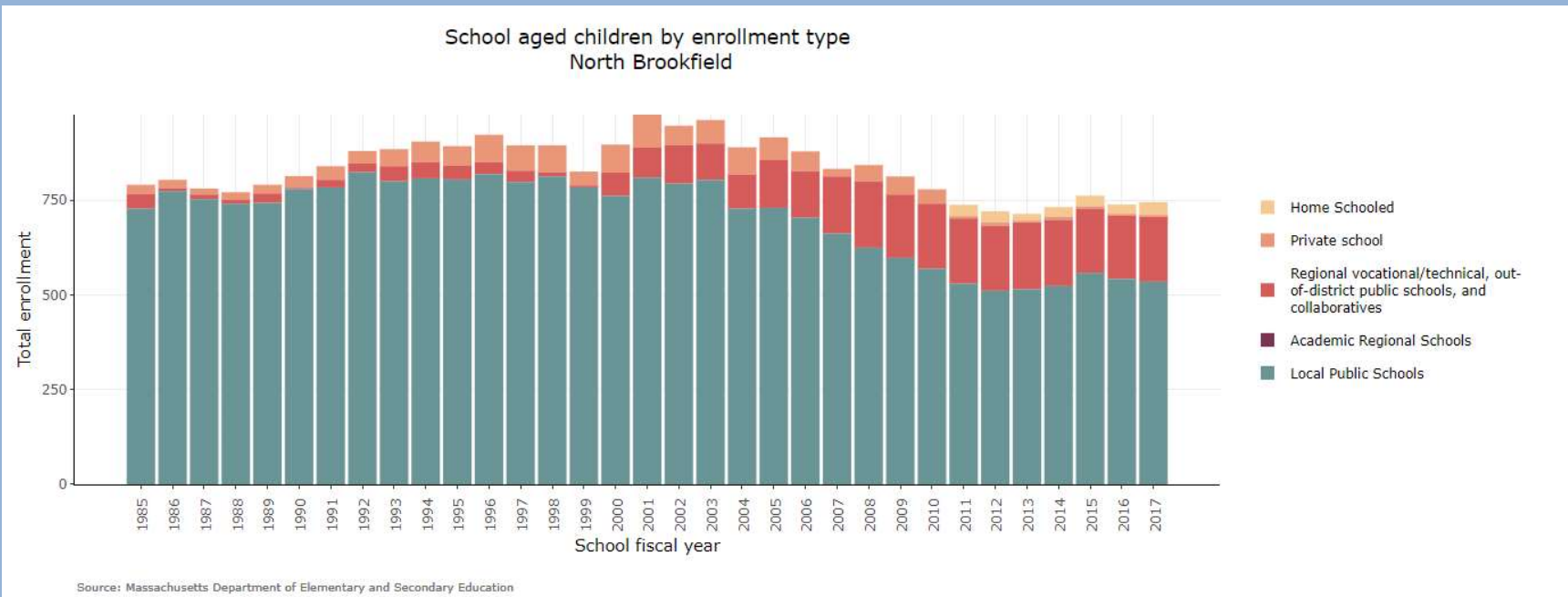
Source: U.S. Census Bureau American Community Survey, 2014-2018 5-year estimates.  
Table S0801: Commuting characteristics by sex

### Number of cars per household North Brookfield



Percentage of employed population 16 years and older

Source: U.S. Census Bureau American Community Survey, 2014-2018 5-year estimates.  
Table S0801: Commuting characteristics by sex

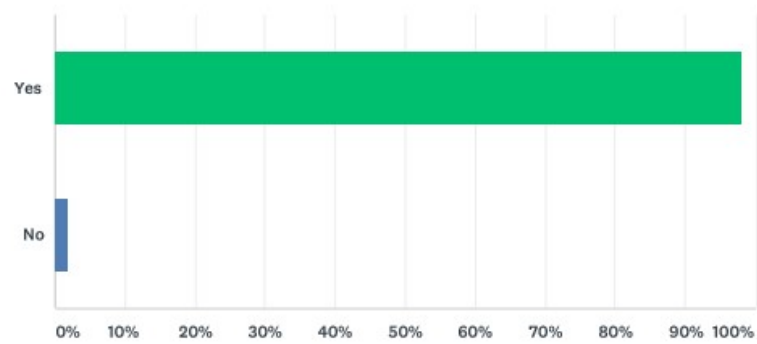






## Q1 Are you a resident of North Brookfield?

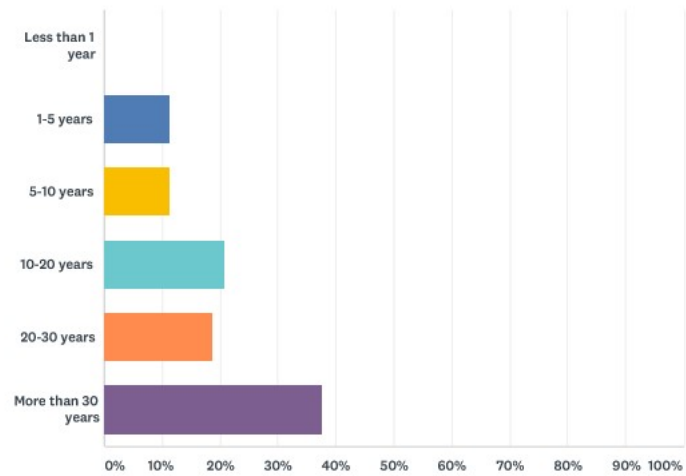
Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	98.15%	53
No	1.85%	1
TOTAL		54

### Q2 If applicable: How long have you lived in North Brookfield?

Answered: 53 Skipped: 1



ANSWER CHOICES	RESPONSES
Less than 1 year	0.00% 0
1-5 years	11.32% 6
5-10 years	11.32% 6
10-20 years	20.75% 11
20-30 years	18.87% 10
More than 30 years	37.74% 20
TOTAL	53

## Q3 What is your favorite aspect of North Brookfield?

Answered: 52 Skipped: 2

#	RESPONSES	DATE
1	small town culture	10/10/2019 11:24 AM
2	the church bells, friendly people, country feel	10/10/2019 11:21 AM
3	community members care - a few accomplish so much, so much potential	10/10/2019 11:15 AM
4	No stop and go lights, friendly professional, easy to deal with folks, availability of some things, town services are good	10/10/2019 11:08 AM
5	small town, friendly people	10/10/2019 11:05 AM
6	small town, people pull together, know each other	10/10/2019 11:04 AM
7	small community, friendly, good people, rural, environmentally conscious	10/10/2019 10:54 AM
8	peaceful, country setting, open waters, livestock	10/10/2019 10:51 AM
9	small town	10/10/2019 10:49 AM
10	small town where people look out for each other	10/10/2019 10:47 AM
11	rural, country town	10/10/2019 10:45 AM
12	the small town feel	10/10/2019 10:37 AM
13	small town	10/10/2019 10:36 AM
14	the people of NB are the best	10/10/2019 10:26 AM
15	friendly people - neighborly people	10/10/2019 10:18 AM
16	center of town, great scenery	10/10/2019 10:03 AM
17	rural, beautiful farms, woods, small	10/10/2019 10:01 AM
18	close-knit community	10/10/2019 9:58 AM
19	no street lights, parking meters	10/10/2019 9:57 AM
20	good grocery store and library	10/10/2019 9:56 AM
21	small town - everything	10/10/2019 9:40 AM
22	community spirit	10/10/2019 9:39 AM
23	country atmosphere	10/10/2019 9:37 AM
24	small, local	10/10/2019 9:36 AM
25	It's quiet and crime is low. Great people.	5/22/2019 7:56 AM
26	Small town that's proud of its history.	5/21/2019 7:36 AM
27	Low traffic	5/18/2019 5:56 PM
28	Small town	5/10/2019 7:52 PM
29	The people who live here	5/10/2019 7:45 PM
30	The people and the peaceful pace	5/10/2019 4:51 PM
31	It is home. Small and comfortable place	5/10/2019 4:30 PM
32	Small Town	5/10/2019 9:43 AM
33	Low crime, low taxes and rural beauty. Also, heavy community involvement	5/10/2019 9:02 AM
34	It's farm country. It's not built up with a bunch of businesses.	5/10/2019 8:50 AM

## North Brookfield Community Survey

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35	Knowing everyone	5/10/2019 8:25 AM
36	Small country town feeling	5/10/2019 7:58 AM
37	Small rural town. We help when we can, we support each other. It's home.	5/10/2019 7:31 AM
38	Small and safe community	5/10/2019 7:24 AM
39	Sense of community	5/10/2019 6:55 AM
40	The community	5/10/2019 6:16 AM
41	That it is a nice small town with a low crime rate	5/10/2019 6:16 AM
42	The small town, great schools, people.	5/10/2019 6:10 AM
43	The people	5/10/2019 5:28 AM
44	Small town life	5/9/2019 11:08 PM
45	Small town	5/9/2019 11:08 PM
46	Community	5/9/2019 10:31 PM
47	Brookfield Orchard	5/9/2019 10:18 PM
48	The community and the schools	5/9/2019 10:15 PM
49	Nothing	5/9/2019 10:13 PM
50	The people and how we pull together in a crisis	5/9/2019 10:11 PM
51	The people	5/9/2019 10:04 PM
52	People	5/9/2019 8:30 PM

## Q4 What is your least favorite aspect of North Brookfield?

Answered: 62 Skipped: 2

#	RESPONSES	DATE
1	lack of town upkeep of property	10/10/2019 11:24 AM
2	traffic flow on north main st, parking on north main st	10/10/2019 11:21 AM
3	complaints go unnoticed, needs (downtown) cosmetic improvements on building benches - a reason to stay downtown	10/10/2019 11:15 AM
4	no gas station, no news paper, road layout, main st needs a face lift	10/10/2019 11:08 AM
5	people who don't think with forward thinking	10/10/2019 11:05 AM
6	not many amenities, many businesses have closed	10/10/2019 11:04 AM
7	wish to see more for young people in terms of culture, and opportunity - perhaps that could apply to all age groups	10/10/2019 10:54 AM
8	no business to enjoy/explore, gas station, negatively towards ATV/snowmobiles	10/10/2019 10:51 AM
9	weather	10/10/2019 10:49 AM
10	the roads and the way downtown looks to people driving by	10/10/2019 10:47 AM
11	downtown	10/10/2019 10:45 AM
12	main street roads and some of the homes that are not kept up	10/10/2019 10:37 AM
13	lack of businesses- it is far from the City too	10/10/2019 10:28 AM
14	direction-leadership, no gas station, used to have more than 5	10/10/2019 10:18 AM
15	lack of gas station	10/10/2019 10:03 AM
16	not sure- It would be nice to see the downtown area more vibrant	10/10/2019 10:01 AM
17	I would like to see the downtown area reactivated	10/10/2019 9:58 AM
18	town- main st area	10/10/2019 9:57 AM
19	The Main and Summer St intersection	10/10/2019 9:56 AM
20	attitude of people from outside not liking it	10/10/2019 9:40 AM
21	main street dying	10/10/2019 9:39 AM
22	closes up early, minimal activity	10/10/2019 9:37 AM
23	attitudes of some people that we cannot do anything about anything	10/10/2019 9:36 AM
24	There is no gas station in town	5/22/2019 7:56 AM
25	Lack of businesses	5/21/2019 7:36 AM
26	No coffee shop	5/18/2019 5:56 PM
27	Funding and spending on over the top things instead of sharing the wealth equally. Taxes are high and money is not going where it should like the school and the roads	5/10/2019 7:52 PM
28	School choice should be eliminated except for trade school. By paying to send kids elsewhere for a bigger school experience it's hurting our schools. If parents want a bigger school for their kids it should come out of their pocket.	5/10/2019 7:45 PM
29	Run down look, especially in and near the center of town	5/10/2019 4:51 PM
30	Negativity of people	5/10/2019 4:30 PM
31	Town politics	5/10/2019 9:43 AM
32	Failure to bring in business, not enough money to go to school for the bare minimum it needs	5/10/2019 9:02 AM

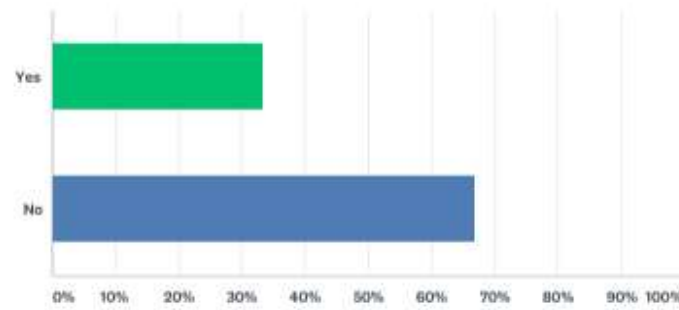
## North Brookfield Community Survey

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33	I can't think of one	5/10/2019 8:50 AM
34	The lack of development to help offset on her taxes water bill sewer bill	5/10/2019 8:25 AM
35	Horrible road surfaces	5/10/2019 7:58 AM
36	When groups push agendas for a few and forget about the greater good	5/10/2019 7:31 AM
37	Politics interfering with progress	5/10/2019 7:24 AM
38	Condition of roads and sidewalks	5/10/2019 6:55 AM
39	Not sure	5/10/2019 6:16 AM
40	No gas station	5/10/2019 6:16 AM
41	No businesses, no mindset to want to grow or change with the times,	5/10/2019 6:10 AM
42	The tax base is on the residents. Can't even get a gas station in town.	5/10/2019 6:10 AM
43	Have to drive a fair bit to get to shopping, entertainment, Doctor, etc	5/10/2019 5:28 AM
44	Poor decisions on spending	5/9/2019 11:08 PM
45	No business growth	5/9/2019 11:08 PM
46	Not sure	5/9/2019 10:31 PM
47	Roads during winter, town hall building needs to be cleaned up.	5/9/2019 10:18 PM
48	The animosity between the school and the selectmen and finance committee. The lack of growth in the town center too.	5/9/2019 10:15 PM
49	Highway dept	5/9/2019 10:13 PM
50	Lack of storefronts downtown, the condition of the townhouse	5/9/2019 10:11 PM
51	Our down town looks like a mishmash of buildings	5/9/2019 10:04 PM
52	Deteriorated buildings	5/9/2019 8:30 PM

## Q5 Do you have school age children?

Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	33.33%	18
No	66.67%	36
TOTAL		54

## Q6 What types of businesses would you like to see in North Brookfield?

Answered: 49 Skipped: 5

#	RESPONSES	DATE
1	restaurant	10/10/2019 11:24 AM
2	cafe, sandwich shop, small businesses, hardware store	10/10/2019 11:21 AM
3	gas station, thrift shop, medical practices, human services	10/10/2019 11:15 AM
4	gas station, coffee shop, vehicle parts store	10/10/2019 11:08 AM
5	restaurants, an arts center, children indoor play areas for kids and families, shops, gas station, meets the needs for everyone	10/10/2019 10:54 AM
6	Gas station (cumby's), coffee, hardware	10/10/2019 10:51 AM
7	better convenience store with gas station, hardware store	10/10/2019 10:47 AM
8	small shops and restaurants	10/10/2019 10:45 AM
9	restaurants	10/10/2019 10:37 AM
10	coffee shops	10/10/2019 10:36 AM
11	coffee shop, gas station, hardware store	10/10/2019 10:26 AM
12	crafts, artisans, food	10/10/2019 10:18 AM
13	more entertainment events	10/10/2019 10:03 AM
14	businesses that are not chains, innovative, "green" conscious businesses	10/10/2019 10:01 AM
15	restaurants, coffee shops, retail	10/10/2019 9:58 AM
16	restaurant, coffee shop, bakery	10/10/2019 9:57 AM
17	small, entrepreneurial	10/10/2019 9:40 AM
18	coffee shop, restaurant, arts and crafts	10/10/2019 9:39 AM
19	crafty	10/10/2019 9:37 AM
20	restaurant	10/10/2019 9:36 AM
21	A gas station	5/22/2019 7:56 AM
22	Gas station, coffee shop	5/21/2019 7:36 AM
23	Dunkin donuts and gas station	5/18/2019 5:56 PM
24	Something that draws people here as a destination	5/10/2019 7:52 PM
25	Gas station, healthcare facility	5/10/2019 7:45 PM
26	21st century businesses	5/10/2019 4:51 PM
27	Gas station	5/10/2019 4:30 PM
28	Mom and pop type of business	5/10/2019 9:43 AM
29	Almost any business as long as it is aesthetically pleasing and has a need in the community	5/10/2019 9:02 AM
30	What is he already is enough. It's not that far to get to anything else needed.	5/10/2019 8:50 AM
31	Gas station and Dunkin' Donuts and a nice sit down restaurant besides pizza and subs	5/10/2019 8:25 AM
32	Marijuana dispensary would help with taxes and road improvements	5/10/2019 7:58 AM
33	As long as they are supported by people and successful, anything. Maybe some medical offices, professional services, A GAS STATION.	5/10/2019 7:31 AM
34	Restaurant Brewery/ cidery Craft places Sports/gym/climbing wall	5/10/2019 7:24 AM



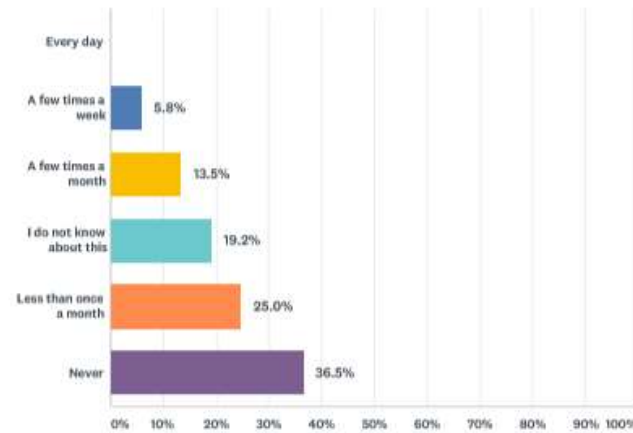
## North Brookfield Community Survey

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35	Nice restaurant, community cultural center	5/10/2019 6:55 AM
36	Not sure	5/10/2019 6:16 AM
37	Gas station	5/10/2019 6:16 AM
38	Restaurant, gas station, coffee shop,	5/10/2019 6:10 AM
39	Anything!	5/10/2019 6:10 AM
40	Restaurants	5/10/2019 5:28 AM
41	Restaurants, Manufacturing. Any would help	5/9/2019 11:08 PM
42	Gas station	5/9/2019 11:08 PM
43	Dunkins, gas station More restaurants, More stores	5/9/2019 10:31 PM
44	Gas station	5/9/2019 10:18 PM
45	a cafe where we can get coffee or kids can hang out. Restaurants.	5/9/2019 10:15 PM
46	Not sure	5/9/2019 10:13 PM
47	Coffee shop, Theater	5/9/2019 10:11 PM
48	Gas station, restaurant, Bakery, Buddhist temple	5/9/2019 10:04 PM
49	Marijuana	5/9/2019 8:30 PM

### Q7 How often do you use the walking trails North Brookfield?

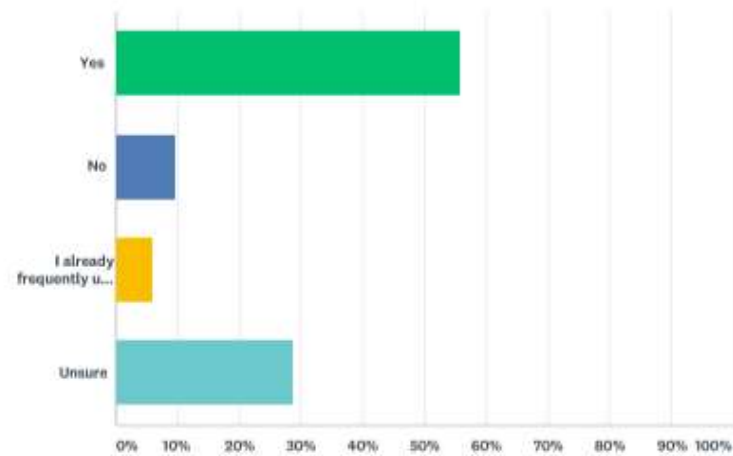
Answered: 52 Skipped: 2



ANSWER CHOICES	RESPONSES	
Every day	0.0%	0
A few times a week	5.8%	3
A few times a month	13.5%	7
I do not know about this	19.2%	10
Less than once a month	25.0%	13
Never	36.5%	19
<b>TOTAL</b>		<b>52</b>

### Q8 If the trails in North Brookfield were better marked, would you be more likely to use them?

Answered: 52 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes.	55.77%	29
No	9.62%	5
I already frequently use them	5.77%	3
Unsure	28.85%	15
TOTAL		52

## Q9 How do you feel about the Town House renovation efforts?

Answered: 53 Skipped: 1

#	RESPONSES	DATE
1	wonderful	10/10/2019 11:24 AM
2	great all for it	10/10/2019 11:22 AM
3	I love it	10/10/2019 11:21 AM
4	they have done a great job, but unfortunately much more is needed	10/10/2019 11:15 AM
5	we need to go forth with reckless abandon, its our anchor building	10/10/2019 11:08 AM
6	glad its being restored. Hopefully town offices can go back to it	10/10/2019 11:05 AM
7	glad its being restored	10/10/2019 11:04 AM
8	excited and encouraged	10/10/2019 10:54 AM
9	great to see our town development moving	10/10/2019 10:51 AM
10	I think its a waste of money build a nice new one use stuff from it to rebuild it	10/10/2019 10:47 AM
11	painted last year	10/10/2019 10:45 AM
12	hopeful it will be great	10/10/2019 10:37 AM
13	wonderful	10/10/2019 10:36 AM
14	mixed feelings as it is an expensive endeavor	10/10/2019 10:26 AM
15	love it, very impressed	10/10/2019 10:18 AM
16	love the restoration effort	10/10/2019 10:03 AM
17	I like the idea of a arts/cultural/oommunity center. I think its very important to use the historical building	10/10/2019 10:01 AM
18	Awesome, I really like the direction they are heading	10/10/2019 9:58 AM
19	happy they are happening	10/10/2019 9:57 AM
20	Urgent	10/10/2019 9:56 AM
21	love it	10/10/2019 9:40 AM
22	fully support	10/10/2019 9:39 AM
23	great	10/10/2019 9:37 AM
24	yes, a must	10/10/2019 9:36 AM
25	Great	5/22/2019 7:56 AM
26	Love it.	5/21/2019 7:36 AM
27	Excited	5/18/2019 5:56 PM
28	Spending money on rent for town offices is a waste of taxpayer money there for restoring the building to house our own offices would make more financial sense. However spending money foolishly on a great room where that is a thing of the past does not make any sense. People do not have a focal point of the community anymore.	5/10/2019 7:52 PM
29	It is a symbolic building & I'd love for it to at least get the rest of the paint	5/10/2019 7:45 PM
30	100% in favor of it	5/10/2019 4:51 PM
31	This group is working hard to restore this building. I am just not sure it is feasible but I applaud their efforts	5/10/2019 4:30 PM
32	Would love to see it completed with it used for multiple things	5/10/2019 9:43 AM

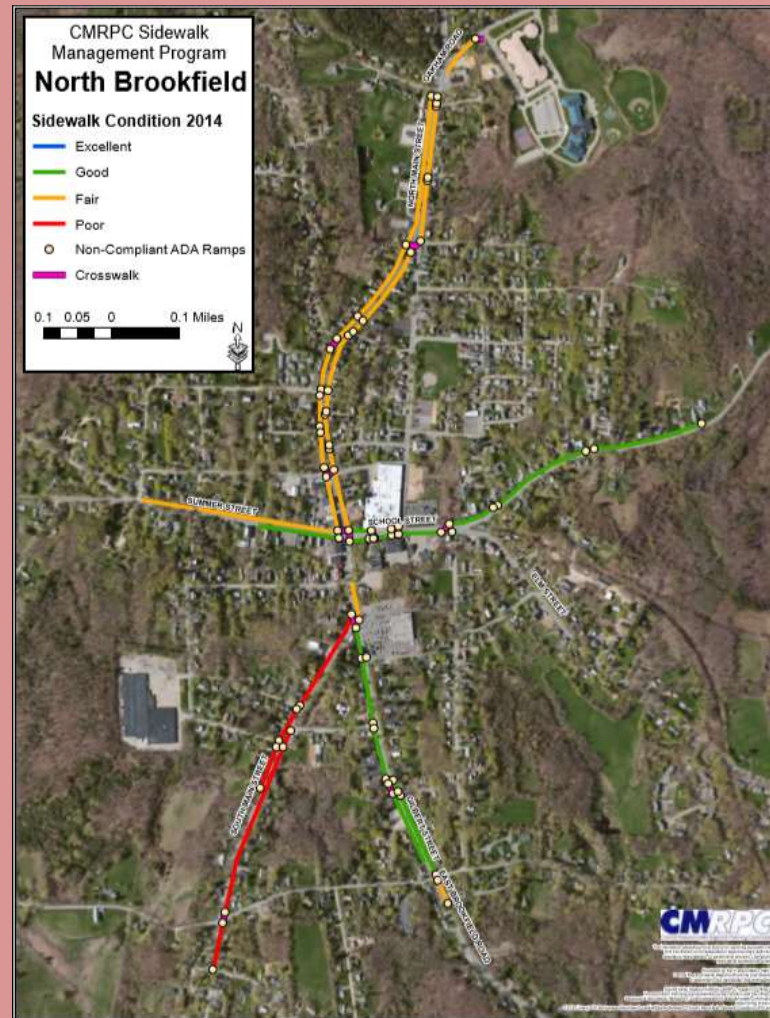
## North Brookfield Community Survey

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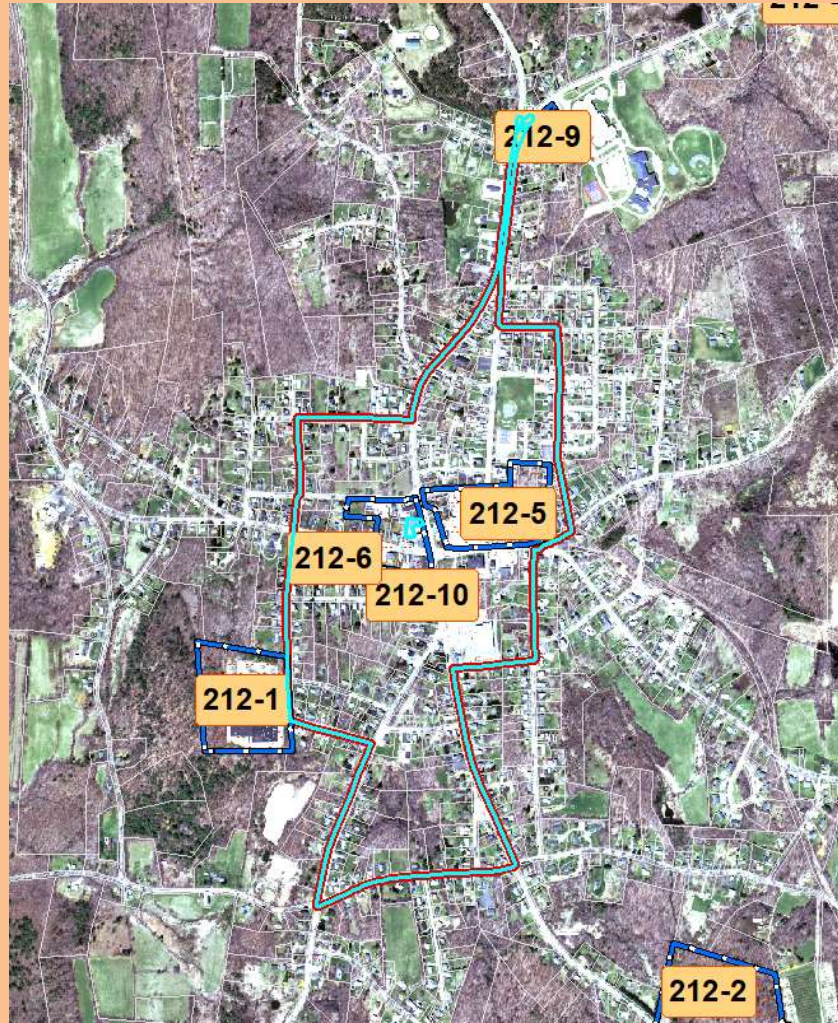
33	Very exciting! Loved the tour and performances to be able to see inside the wonder that is waiting to be renovated and hopefully reintroduced to the community	5/10/2019 9:02 AM
34	Wondering what's going on.	5/10/2019 8:50 AM
35	I already into office where they're all together.	5/10/2019 8:25 AM
36	I think it is a wonderful plan. It improves the look of Main Street. Hopefully this will encourage small business to move in.	5/10/2019 7:58 AM
37	I like it. Beautiful building	5/10/2019 7:31 AM
38	I think the new paint job looks gorgeous. Not sure what the inside renovation entails (workload or cost)	5/10/2019 7:24 AM
39	The townhouse is a beautiful building and should be restored back to its original beauty	5/10/2019 6:55 AM
40	Good	5/10/2019 6:16 AM
41	It's ok as long as it's not costing the town alot of money that would raise taxes	5/10/2019 6:16 AM
42	Honestly I'd prefer to see money go to School improvements. I don't really care at all about the Town House	5/10/2019 6:10 AM
43	Great idea. Wonderful historic building.	5/10/2019 6:10 AM
44	Amazing building and worthy undertaking, but I worry about the ROI	5/10/2019 5:28 AM
45	Great to conserve history.	5/9/2019 11:08 PM
46	Ok	5/9/2019 11:08 PM
47	Too much	5/9/2019 10:31 PM
48	Taking forever	5/9/2019 10:18 PM
49	I love that they're trying to restore it but there needs to be more done, it's very slow moving. I feel they need to do fundraising on a larger scale.	5/9/2019 10:15 PM
50	If they put the town offices back in the building it will be worth it.	5/9/2019 10:13 PM
51	It was sad to see what's become of the inside. We need to do more to save that space	5/9/2019 10:11 PM
52	Excited! Can't wait for it to be open and used again	5/9/2019 10:04 PM
53	Great	5/9/2019 8:30 PM

## North Brookfield Business Listing

Address	Town	State	Zip	Name	Owner
8 Stoddard Place	North Brookfield	MA	1535	ABC Bookkeeping	Alicia Anderson
36 South Main St.	North Brookfield	MA	1535	North Brookfield Dance	Kara Anderson
19 Waite Corner Rd.	North Brookfield	MA	1535	Bennett's Hill Services	Lindsey Bennett
4 Elm St.	North Brookfield	MA	1535	Berthiaume & Berthiaume	Atty. Blaise P Berthiaume
PO Box 215	North Brookfield	MA	1535	Brown Electrical	Troy R. Brown
69 Donovan Rd.	North Brookfield	MA	1535	Country Auto Body, Inc.	Shane Chabot
62 Grove St.	North Brookfield	MA	1535	Natural Balance Landscaping	Robert Connor
40 Donovan Rd.	North Brookfield	MA	1535	TC's Snowmobile ATV & Auto	Tracy Cormier
225 N. Main Street	North Brookfield	MA	1535	Cumberland Farms, Inc.	
355 North Main St.	North Brookfield	MA	1535	Eye Associates	Jennifer D'Amico
44 Spring St.	North Brookfield	MA	1535	Noisy Beagle Antique Shoppe	Robert & Carolyn Davenport
9 Brown Rd.	North Brookfield	MA	1535	Dupre Scrap Recycling	Richard Dupre
55 Bigelow St.	North Brookfield	MA	1535	Central Gutter Works	Robert Decosta
37 Walnut St.	North Brookfield	MA	1535	Suddenly Sandy's	Sandra Halsey
171 North Main Street	North Brookfield	MA	1535	Embrace Life Today	Brenda Helleberg
11 Mad Brook Rd.	North Brookfield	MA	1535	Huck's Deisel & Towing	Francis Huckins
23 High St.	North Brookfield	MA	1535	Sun Hill Press	Darrell D. Hyder
16 Central St.	North Brookfield	MA	1535	John's Barber Shop	Sandra Ingemi
327 North Main St.	North Brookfield	MA	1535	Express Auto Wash, Inc.	Mark & Carin Jolin
231 North Main St.	North Brookfield	MA	1535	Jim's Pizza	Diamato Kapoukranidis
PO Box 110	North Brookfield	MA	1535	Astree Salon	Danielle Leveillee
4 Barrett Rd.	North Brookfield	MA	1535	Chester Lubelczyk	Chester Lubelczyk
51 South Main St.	North Brookfield	MA	1535	Crop-Stop	Michelle Metcalf
6 South Main St.	North Brookfield	MA	1535	Theresa's Beauty Salon	Christine M. Morrision
175 North Main Street	North Brookfield	MA	1535	Angel Nails	Hao Nguyen
60 School Street	North Brookfield	MA	1535	North Brookfield Pizza Palace	George Frangos
20 Boynton Rd.	North Brookfield	MA	1535	North Brookfield Sportsmens Club, Inc.	
70 East Brookfield Rd.	North Brookfield	MA	1535	DL & Son Restaurant Equipment	Daniel Paradis
78 Elm St.	North Brookfield	MA	1535	Paradis Firearm	Paul Paradis
PO Box 238	North Brookfield	MA	1535	Pillsbury Funeral Home	Michael Pillsbury
31 Bigelow St.	North Brookfield	MA	1535	Dottie's Beauty Parlor	Dorothy Revene
13 Maple St.	North Brookfield	MA	1535	H.R. Salem Transport, LLC	
138 Summer St.	North Brookfield	MA	1535	Scarpaci Builders	Peter Scarpaci
163 North Main St.	North Brookfield	MA	1535	Romeg Enterprises	Wendy Sergeant
39 Grove St.	North Brookfield	MA	1535	Grove St Market	39 Grove Realty, LLC
PO Box 333	North Brookfield	MA	1535	F.T. Smith Sand & Gravel	Frederick Smith
359 North Main St.	North Brookfield	MA	1535	Michael Toomey & Associates	Michael Toomey
5 Gilbert Street	North Brookfield	MA	1535	Hanaford	Victory Distributors, Inc.
359 North Main St.	North Brookfield	MA	1535	Strandz	Jesse P Waugh
341 North Main St.	North Brookfield	MA	1535	Statz Sports Bar & Grill	Thomas Waugh
359 North Main St.	North Brookfield	MA	1535		Thomas Waugh
359 North Main St.	North Brookfield	MA	1535	Laffin Insurance Agency	Thomas L Waugh
17 Ashley Rd.	North Brookfield	MA	1535	Melad Studio Works	Ethan Melad
17A Brickyard Rd.	North Brookfield	MA	1535	Preferred Construction	Gary Mort
81 Downey Rd.	North Brookfield	MA	1535	KPS Construction	Kevin P. Smith
17A Cider Mill Rd.	North Brookfield	MA	1535	Walsh's Environmental Services	Arthur Talbot
16 Hillsville Rd.	North Brookfield	MA	1535	Minglewood Veterinary Services	Charlotte M. Newell
46 Mill Rd.	North Brookfield	MA	1535	Enchanting Events	Jessica Wisniewski
14 North St.	North Brookfield	MA	1535	Auto Hauling America	Thomas Itemere
257 North Main St.	North Brookfield	MA	1535	Central Mass Jump Parties, LLC	Paul Tokatli
100 Old E. Brookfield Rd.	North Brookfield	MA	1535	JGL Landscaping	Scott Johnson
100 Old E. Brookfield Rd.	North Brookfield	MA	1535	Kettle Brook Farms	Scott Johnson
100 Old E. Brookfield Rd.	North Brookfield	MA	1535	Landscape Solutions	Scott Johnson
69 Donovan Rd.	North Brookfield	MA	1535	North Country Signs	Shane Chabot
24 Summer St.	North Brookfield	MA	1535	Xpress Reprographics	Patrick Yeung
23 Gilbert St.	North Brookfield	MA	1535	Cheeky Bee Quilts and Things	Phyllis Cobiski & Natalie Karlson
106 South Main St.	North Brookfield	MA	1535	Skyscrapes/Raslavsky Photographics	Robert Raslavsky
3 Smith Hanson Rd.	North Brookfield	MA	1535	Nye Plumbing Co.	Kenneth Nye
2 Oakham Road	North Brookfield	MA	1535	North Brookfield DG, LLC	Store #18273
47 North Common Street	North Brookfield	MA	1535	Canine Congeniality	
8 Bullard Road	North Brookfield	MA	1535	Dumont Septic Pumping	



2014 Sidewalk Survey



2015 PDA Sites



## Sources

Decennial Census 1990-2010

U.S. Census Bureau American Community Survey 2014 -2018 5-year estimates

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<https://www.census.gov/programs-surveys/popest/data/tables.html>

Massachusetts Division of Local Services

<https://www.mass.gov/municipal-databank-data-analytics-including-cherry-sheets>

Executive Office of Labor and Workforce Development (EOLWD)

<https://www.mass.gov/orgs/labor-market-information>

Massachusetts Department of Elementary and Secondary Education

<http://profiles.doe.mass.edu/>

See the data at MHP DataTown: <https://mhpcenterforhousingdata.shinyapps.io/DataTown/#>