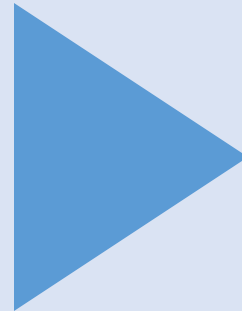


Conducted  
between  
May and  
June 2024



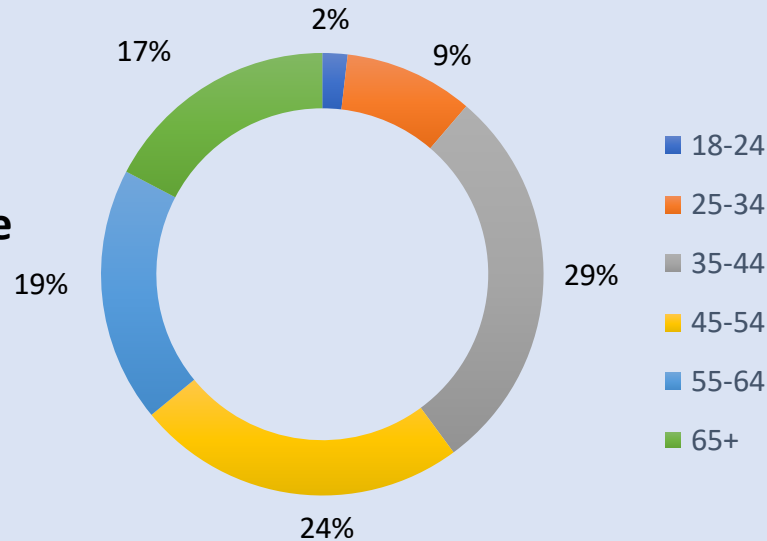
There were  
418  
participants

# Summary of Survey Results

## Who participated?



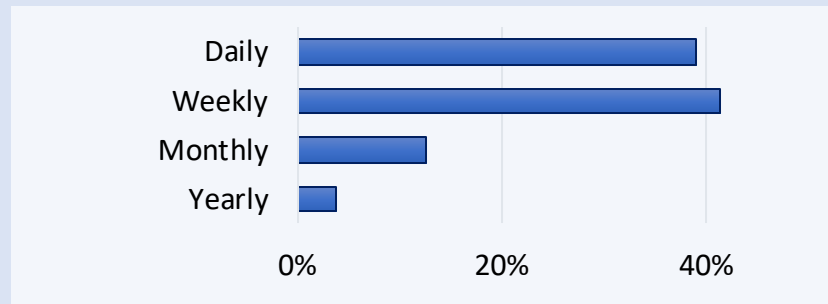
**50% of participants are of 35-54 years**








**Of participants residing within ½ miles of Main Street, 87% own their residence.**

# Summary of Survey Results

## How frequently do participants visit?




## For what reasons?

-  Shopping or Restaurants – 66%
-  Library – 63%
-  Commuting or **Other** – 40%
-  Doctor – 14%
-  School or Religious Services – 8%

**Other:** Recreation, leisure, bank, post office, town hall, residence, walking, social, farmers market, civic participation, gas, dry cleaning etc.

## How do they get there

-  90% - Drive alone
-  63% - Walk
-  19% - Carpool/Vanpool
-  19% - Bicycle/E-Scooter

# Comments Received from Community Survey and Feedback from Property Owners

Get rid of angled parking, it's hard to see pedestrians or bikes, too much traffic

More parking, better pedestrian accommodations and visibility

Improve visibility at mid-block crossings

More trees!

Mitigate gridlock from southbound cars turning left onto Common Street.

Improve ADA accessibility for pedestrians

Concerned for the safety of pedestrians and bicyclists and would like to see more accommodations made

Consider installing a crosswalk at South Main Street and Pond Street

Allow right turn on red!

Reduce traffic near Pond Street and Route 135 intersections

Better and more sidewalks with flashing crosswalk lights

Outdoor seating, more benches and planters

Would prefer sidewalk widths to not be reduced

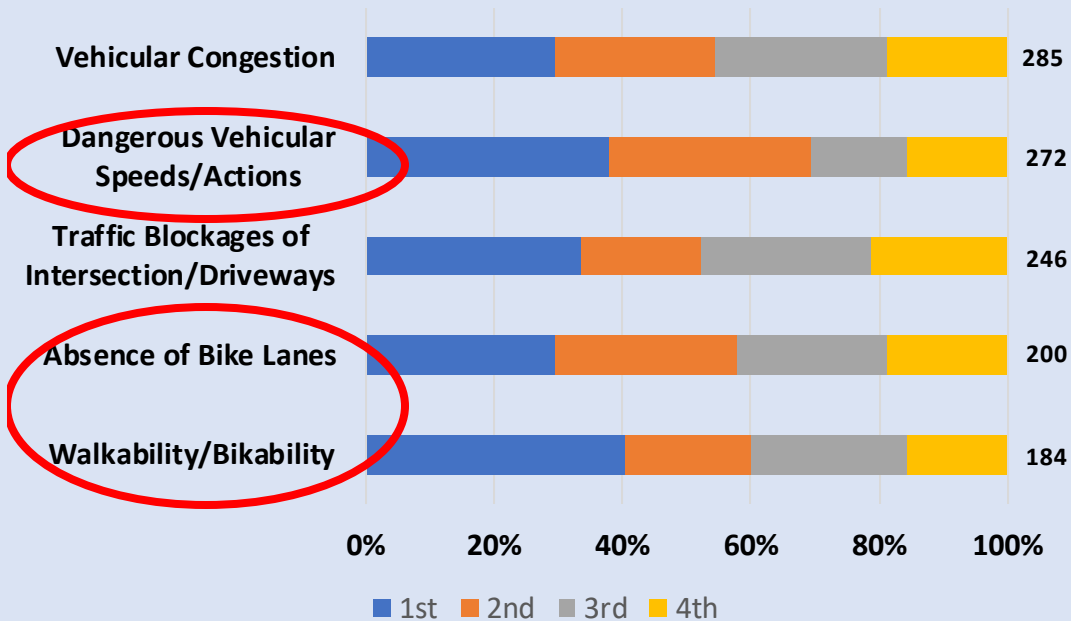
Need more public, accessible parking

Improve visibility at Cottage Street and Pond Street

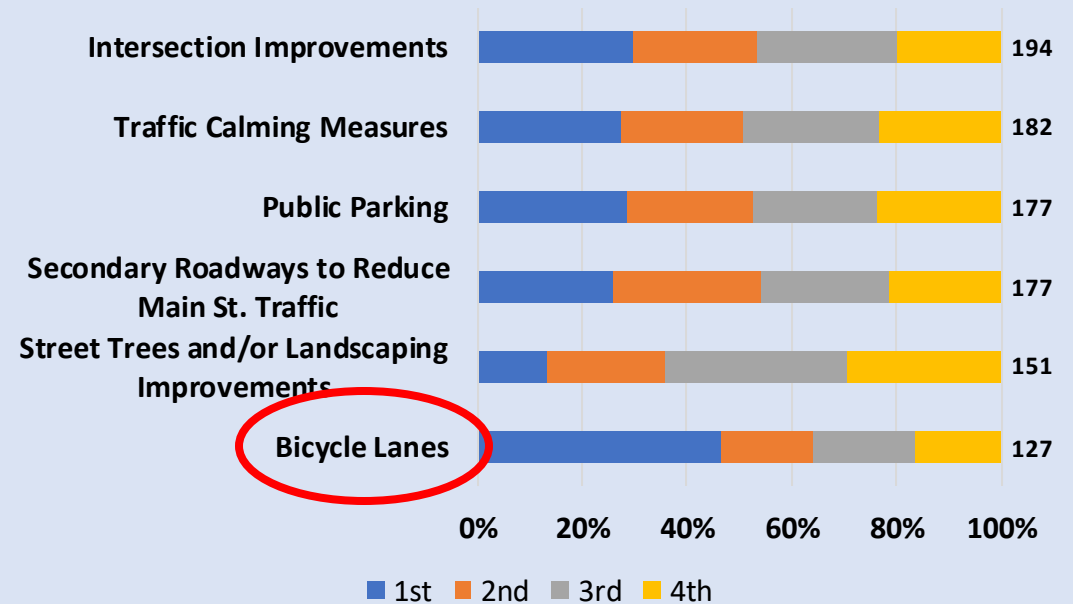
Remove parking by Pond Street, it's too narrow

# Summary of Survey Results

## Critical Issues



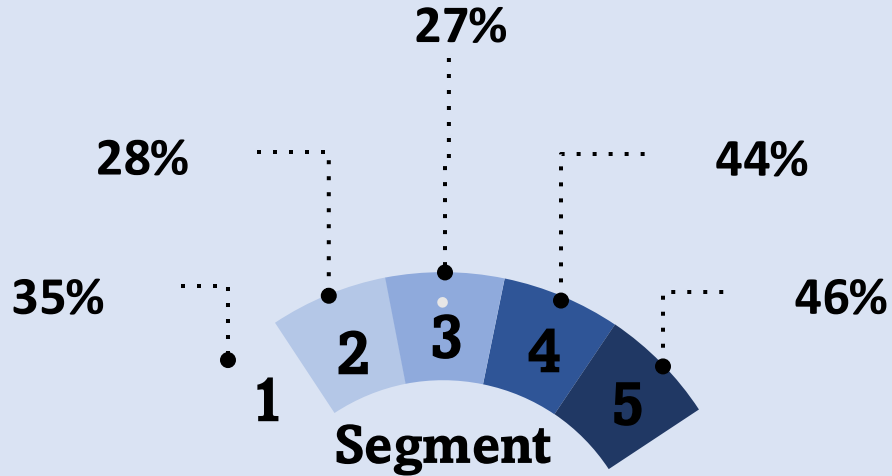
## Project Type Ranked by Importance



Participants believe that by prioritizing these project types the major critical issues will be mitigated allowing Main Street Corridor to achieve its greatest potential while encouraging a greater sense of community and vibrancy within the town of Natick.

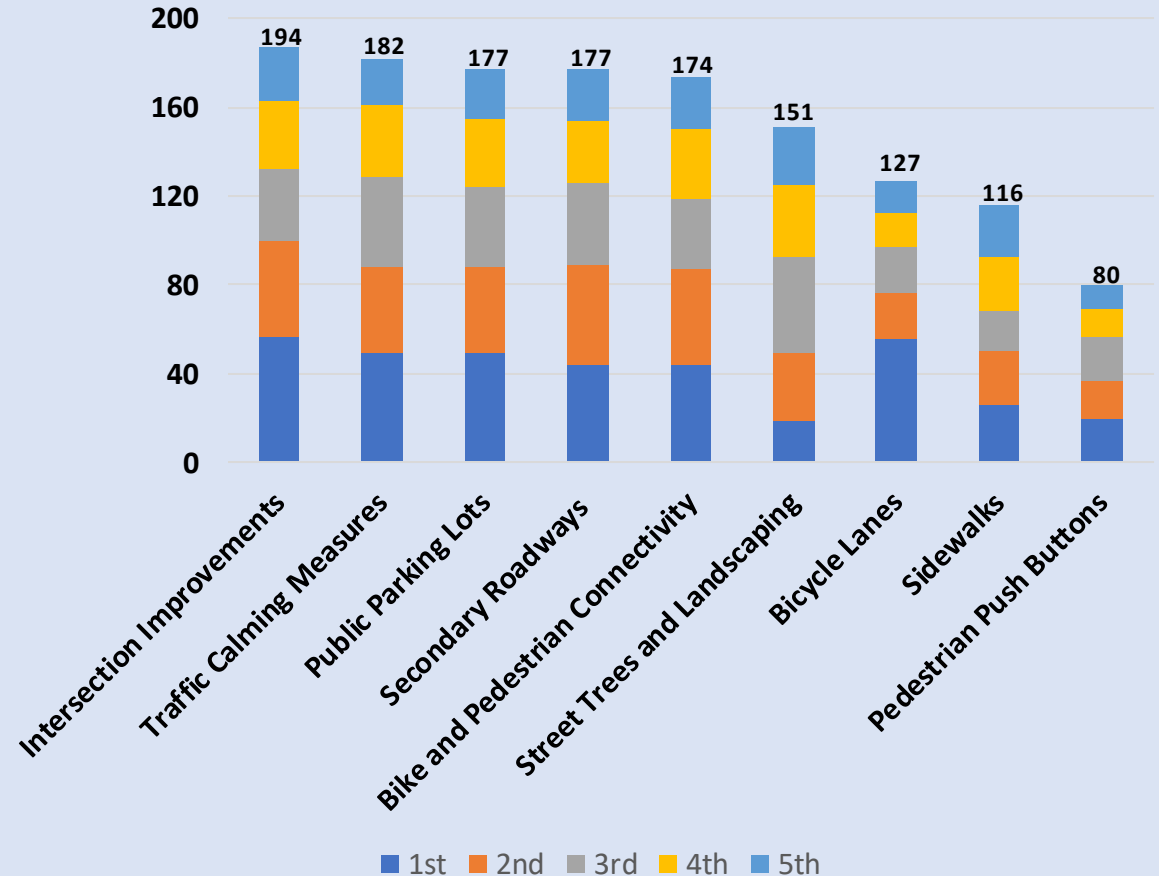
# Summary of Survey Results

What type of projects should the Town invest in to improve the Main Street Corridor?  
Select your top 5 issues, 1 being the most important & 5 being the least important.



- Segment 1 [Cottage Street to Family Farms Convenience Store]
- Segment 2 [Family Farms Convenience Store to Common Street]
- Segment 3 [Common Street to Pond Street]
- Segment 4 [Pond Street to East Central Street]
- Segment 5 [East Central Street to South Avenue]

### What Segment(s) Need Most Attention



## What future opportunities do you see along the Main Street Corridor?



**Green Space**  
Trees  
Park Benches



**Restaurants**  
Cafes  
Fine Dining



**Luxury Shopping**  
Small Businesses



**Grocery Stores**  
Hardware Stores

Participants believe that Main Street Corridor can restore its vibrance and community-oriented atmosphere by prioritizing safety measures for roadway users and by investing in the quality of downtown destinations.

## Survey: Open Response Question Summaries (Qs 12-16)

The responses for each open-ended question were given to ChatGPT with the following instructions: “Please summarize the main themes of the list below. Consider only themes with greater than 5 responses. List the count of responses that each theme contained, as a numeral in parentheses. Write each theme in simple language suited for a 4th-grade reading level.”

The summary results are below. Raw survey results can be found [here](#).

**Question 12: If you do have a mobility or disability issue that prevents you from safely accessing the downtown, do you have a suggestion on what improvements could be made?** (36 responses summarized via [ChatGPT](#))

- 1. Fix Sidewalks (14):** People want sidewalks that are smooth, flat, and easy to walk or roll on. Broken sidewalks make it hard for people who use wheelchairs, walkers, or have trouble walking.
- 2. More and Better Parking (6):** Many people asked for more parking spaces, especially near places like the library. Some want special parking for people with disabilities or parents with young kids.
- 3. Make Crosswalks Safer (5):** People want better crosswalks with lights or buttons, and safer ways to cross busy streets.
- 4. Keep Sidewalks Clear (4):** Trash bins and snow should not block the sidewalks. It makes it hard for people to get by, especially those using wheelchairs or pushing strollers.
- 5. Slow Down Traffic (2):** Some people are worried about cars going too fast and want things done to make roads safer.
- 6. Better Help for People with Disabilities (3):** There were requests to help people with vision, hearing, or movement problems. This includes signs, sounds, and more space on sidewalks.
- 7. Add Benches and Shade (2):** People want more places to sit and rest when walking around town.
- 8. Better Buses and Stops (1):** Someone asked for better bus service and stops closer to where people live.
- 9. Everything is Fine (3):** A few people said they have no problems or didn't leave a response.

**Question 13: What problems and challenges do you see along the Main Street Corridor?** (205 responses summarized via [ChatGPT](#))

**1. Too Much Traffic (84):** People say there are too many cars, which causes backups and makes it hard to enjoy or move through downtown.

**2. Parking is a Problem (52):** It's hard to find parking. People are frustrated with angled parking, lack of public lots, and police vehicles taking up spots.

**3. Unsafe for Walkers and Bikers (49):** Sidewalks are too narrow or uneven, and there are not enough bike lanes or safe crosswalks.

**4. Drivers are Dangerous (41):** Speeding, illegal turns, not stopping at crosswalks, and aggressive behavior make people feel unsafe.

**5. Area Feels Unwelcoming (24):** Benches, lighting, greenery, and the look of buildings could be better. The space feels loud, hot, or unattractive.

**6. Not Enough Shops or Food (19):** People want more restaurants, casual spots, and stores that make them want to visit and stay longer.

**7. Construction and Overbuilding (17):** Ongoing building projects and too much new housing add to the traffic and make the area feel crowded or messy.

**8. Poor Street Design (16):** Some say road layouts, intersections (like at Cottage Street), and signs are confusing or unsafe.

**9. No Room for Bicycles (12):** People feel unsafe biking because there are no bike lanes or places to lock bikes downtown.

**10. Natick Center Needs a Clearer Vision (8):** People feel there's no big-picture plan to improve the downtown and balance cars, walkers, and businesses.

**Question 14: What opportunities do you see along the Main Street Corridor?** (177 responses summarized via [ChatGPT](#))

- 1. More Restaurants and Places to Eat (42):** People want more places to eat, like restaurants, cafes, bakeries, and places with outdoor seating. They'd love more food choices too, like different types of world food and places to eat at night.
- 2. Better Walking and Biking (36):** Many people want safer sidewalks, protected bike lanes, and places to cross the street easily. They want the area to feel safer and easier to walk or bike around.
- 3. Make the Area Prettier (Beautification) (33):** Lots of people asked for more trees, plants, flowers, and benches. They want cleaner streets, nice shop fronts, and green spaces to enjoy.
- 4. Less Traffic and Better Driving Flow (30):** People are worried about car traffic and tricky intersections. They want changes to help traffic move better and make the area safer for everyone.
- 5. More Community Places and Events (25):** People want spots where neighbors can gather—like parks, markets, music shows, and fun events for all ages.
- 6. Support Local Businesses and Add More Shops (24):** Many folks want to help small stores succeed. They hope for more fun shops, fewer empty buildings, and a better mix of places to visit.
- 7. Add Public Seating and Outdoor Spaces (20):** There were lots of ideas about adding tables, benches, and parklets so people can sit and enjoy the area, especially after getting a snack or drink.
- 8. More Green Space and Shade (17):** People want grassy areas, big trees for shade, and safe places to enjoy nature in town.
- 9. More Parking and Better Use of Space (12):** Some asked for better parking and suggested smarter ways to use space—like building parking garages or using upper floors for offices or homes.
- 10. Make It More Fun and Active at Night (11):** People said downtown feels too quiet at night. They want things like music, bars, or events that keep the town fun after dark.

**Question 15: If you could change anything about the Main Street Corridor, what would it be?**  
(192 responses summarized via [ChatGPT](#))

**1. Less Car Traffic and Slower Speeds (44):** People want fewer cars downtown. They want cars to go slower so it's safer and quieter for everyone.

**2. Safer and Better Walking (38):** Many said walking downtown should feel safer and easier. This means fixing sidewalks, making crosswalks more visible, and giving people more space to walk.

**3. Bike Lanes and Bike Safety (24):** Lots of people want more and better bike lanes so they can ride safely, especially kids and families.

**4. More Trees, Flowers, and Green Spaces (22):** People want downtown to have more trees, benches, flowers, and places to sit so it feels nice to walk around.

**5. More and Better Restaurants (22):** Many wish there were more places to eat, especially fun, unique, or casual restaurants and cafés.

**6. Better Parking (21):** Parking was a big concern. Some want more of it (like a garage), while others want to move it or make it safer (like changing the angled spots).

**7. More Shops and Useful Businesses (17):** People want more places to shop for everyday things like groceries, hardware, or unique local stores—not just banks and offices.

**8. More Things To Do Downtown (15):** Many asked for more fun events, music, nightlife, and reasons to come downtown and hang out with friends or family.

**9. Better Traffic Flow and Intersections (14):** Some said the lights, turns, and road layout should work better so cars and people can get through safely and easily.

**10. Fix Empty or Run-Down Areas (11):** People mentioned some buildings or lots that look old, broken, or empty and said they should be cleaned up or rebuilt.

**11. Accessibility for All Abilities (9):** A number of people want the town to be easier for people with wheelchairs, strollers, or other needs to get around safely.

**12. Improved Lighting (7):** Better lighting, especially at night or in dark areas, would help people feel safer and make downtown more inviting.

### Question 16: Do you feel safe driving, walking, or biking along the Main Street Corridor?

- 344 total responses
- 174 said “Yes”
- 30 said “No”
- 140 chose “If not, in what areas do you not feel safe and why?” (answers provided below)

### Question 16B. If not, in what areas do you not feel safe and why? (140 responses summarized via [ChatGPT](#))

**1. Biking Feels Unsafe (93):** Many people said riding a bike in town feels scary and dangerous. There are no bike lanes, roads are too narrow, and drivers don't pay attention to bikes.

**2. Crossing Streets Feels Dangerous (51):** A lot of people don't feel safe crossing the street. Cars don't always stop for walkers, some crosswalks are hard to see, and the lights don't give enough time to cross.

**3. Too Much Traffic and Congestion (33):** People said there are too many cars on the roads, which makes driving, walking, and biking harder and more stressful.

**4. Angled and Street Parking Feels Unsafe (17):** Backing out of angled parking spots makes it hard to see other cars or people. This makes people feel nervous and unsafe.

**5. Poor Lighting at Night (10):** Several people said the streets are too dark at night. They wish there were more lights to help them feel safer when walking or biking.

**6. Blocked or Broken Sidewalks (9):** Some sidewalks are blocked by construction or planters, and some are too narrow or bumpy. This makes it hard for people, especially older folks or kids, to walk safely.

**7. Construction and Street Work Cause Problems (7):** Ongoing road work makes it harder to move around town. It slows traffic and creates more chances for accidents.