



Rapid Recovery Plan

2021

Sterling

This plan has been made possible through technical assistance provided by the Baker-Polito Administration's Local Rapid Recovery Planning program.



The Local Rapid Recovery Planning (RRP) program is a key part of the Baker-Polito Administration's Partnerships for Recovery Plan, the strategy established to help communities stabilize and grow the Massachusetts economy as a result of the economic impacts brought on by COVID-19. The plan invests \$774 million in efforts to get people back to work, support small businesses, foster innovation, revitalize downtowns, and keep people in stable housing.

In addition to the planning program, recovery efforts include a Small Business Relief Program administered by the Massachusetts Growth Capital Corporation. This program, which concluded in May 2021, provided more than \$687.2 million to over 15,000 businesses across the Commonwealth, with a focus on businesses located in Gateway Cities, among demographic priorities, or operating in sectors most impacted by the pandemic. Cities, towns, and non-profit entities are using Regional Pilot Project Grant Program funding for recovery solutions that seek to activate vacant storefronts, support regional supply chain resiliency, and create small business support networks. To promote recovery in the tourism industry and support the ongoing My Local MA marketing initiative encouraging residents to support their local economies by shopping, dining and staying local, another \$1.6 million in grants were awarded through the new Travel and Tourism Recovery Grant Pilot Program. Through April 2021, MassDOT's Shared Streets and Spaces Grant Program has invested \$26.4 million in municipal Shared Streets projects to support public health, safe mobility, and renewed commerce.

In support of the overall recovery strategy, the Administration made \$9.5 million in awards for 125 communities to create Local Rapid Recovery Plans, through the MA Downtown Initiative Program. These plans address the impacts of COVID-19 on local downtowns and small businesses by partnering with Plan Facilitators and Subject Matter Experts to pursue locally-driven, actionable strategies.

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Acknowledgements



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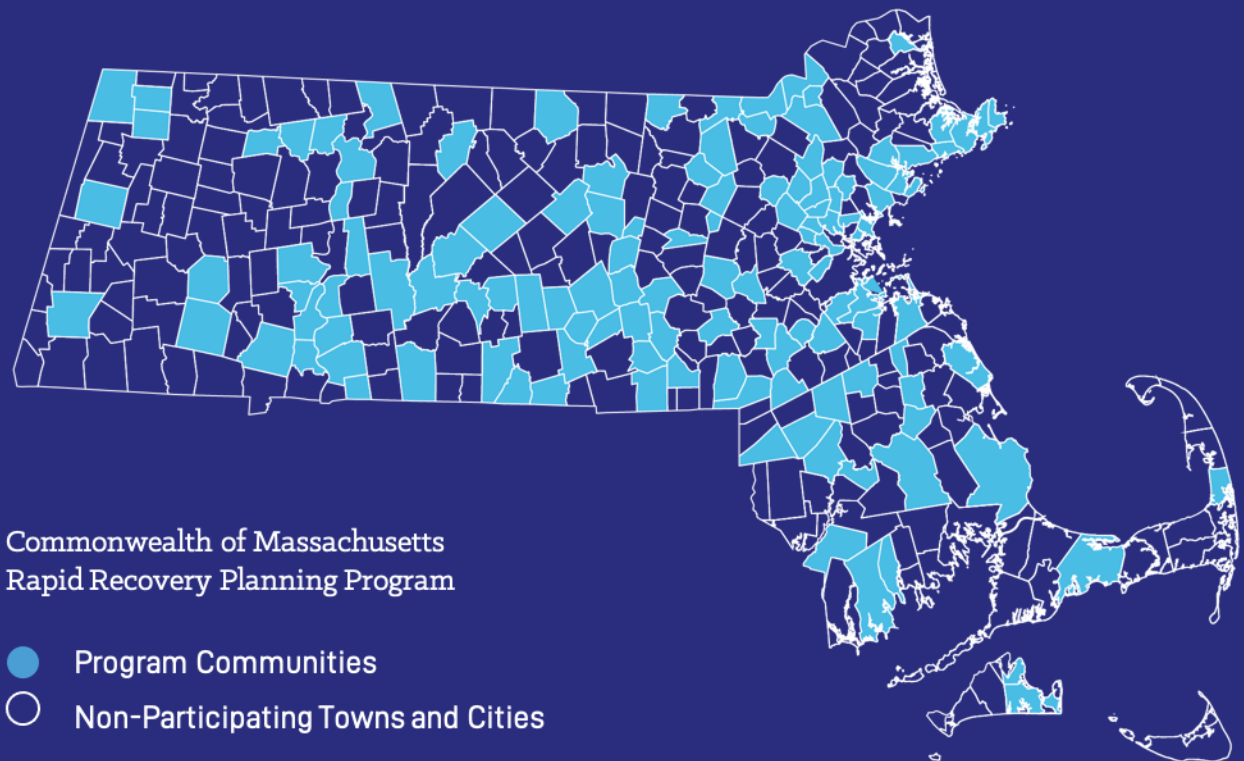
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125 communities participated in the Rapid Recovery Plan Program

52 Small Communities
51 Medium Communities
16 Large Communities
6 Extra Large Communities

Mass Downtown Initiative distributed nearly \$10 million across 125 communities throughout the Commonwealth to assess impacts from COVID-19 and develop actionable, project-based recovery plans tailored to the unique economic challenges in downtowns, town centers, and commercial districts.



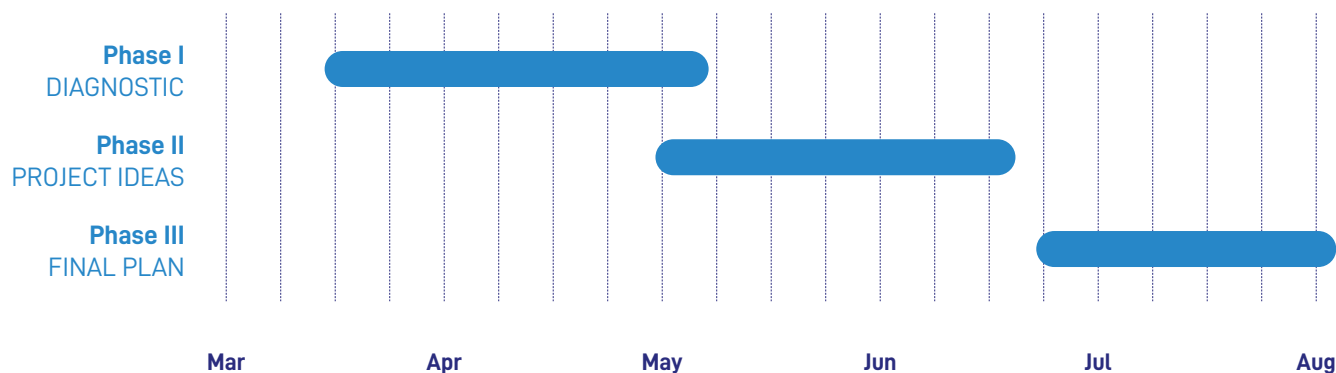
Rapid Recovery Plan (RRP) Program

The Rapid Recovery Plan (RRP) Program is intended to provide every municipality in Massachusetts the opportunity to develop actionable, project-based recovery plans tailored to the unique economic challenges and COVID-19 related impacts to downtowns, town centers, and commercial areas across the commonwealth.

The program provided technical assistance through Plan Facilitators assigned to each community applicant (e.g., city, town, or nonprofit entity) and Subject Matter Experts who supported the development of ideas for project recommendations and shared knowledge through best practice webinars and individual consultations.

Communities and Plan Facilitators were partnered through the program to assess COVID-19 impacts, convene community partners to solicit project ideas and provide feedback, and develop project recommendations. The following plan summarizes key findings from the diagnostic phase of the program and includes a range of priority project recommendations for the community.

Each Rapid Recovery Plan was developed across three phases between February-August 2021. Phase 1 - Diagnostic, Phase 2- Project Recommendations, Phase 3 - Plan.



In Phase 1: Diagnostic, Plan Facilitators utilized the Rapid Recovery Plan Diagnostic Framework that was adapted from the award-winning Commercial DNA approach as published by the Local Initiative Support Corporation (LISC) in "Preparing a Commercial District Diagnostic", and authored by Larisa Ortiz, Managing Director, Streetsense (RRP Program Advisor).

The framework was designed to ensure methodical diagnosis of challenges and opportunities in each community, and to identify strategies and projects that aligned with the interests and priorities of each community. The framework looks at four areas of analysis: Physical Environment, Business Environment, Market Information, and Administrative Capacity - each equipped with guiding questions to direct research conducted by Plan Facilitators.

Rapid Recovery Plan Diagnostic Framework



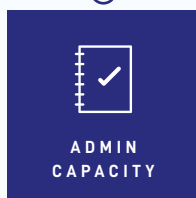
Who are the customers of businesses in the Study Area?



How conducive is the physical environment to meeting the needs and expectations of both businesses and customers?



What are the impacts of COVID-19 on businesses in the Study Area? How well does the business mix meet the needs of various customer groups?



Who are the key stewards of the Study Area? Are they adequately staffed and resourced to support implementation of projects? Are the regulatory, zoning, and permitting processes an impediment to business activity?

Following the diagnostic in Phase 1, Plan Facilitators, in close coordination with communities, developed and refined a set of recommendations that address priority challenges and opportunities. These project recommendations are organized in clear and concise rubrics created specially for the Rapid Recovery Plan Program. Project recommendations are rooted in a set of essential and comprehensive improvements across six categories: Public Realm, Private Realm, Revenue and Sales, Administrative Capacity, Tenant Mix, Cultural/Arts & Others.



Public Realm



Private Realm



Tenant Mix



Revenue & Sales



Admin Capacity



Cultural/Arts



Other

Executive Summary

Executive Summary

Uniquely, Sterling is the setting of Sarah Josepha Hale's children's classic poem "Mary Had a Little Lamb. A Hale family friend, Mary Sawyer, the real-life subject of the poem, lived in Sterling, and actually did bring her lamb to school one day. A small statue of a lamb is set on the town's common to commemorate this.

The first white settlers arrived in Sterling in 1720, and they were formerly inhabitants of adjacent Lancaster, Massachusetts. In 1781, the town was incorporated Sterling and named for General William "Lord Sterling" Alexander who served under George Washington. While primarily an agricultural community, over the years, Sterling also supported many cottage industries including the making of hats, needles, clocks, leather goods, shirts, chairs and pottery. Some continue today.

An abundance of apple orchards

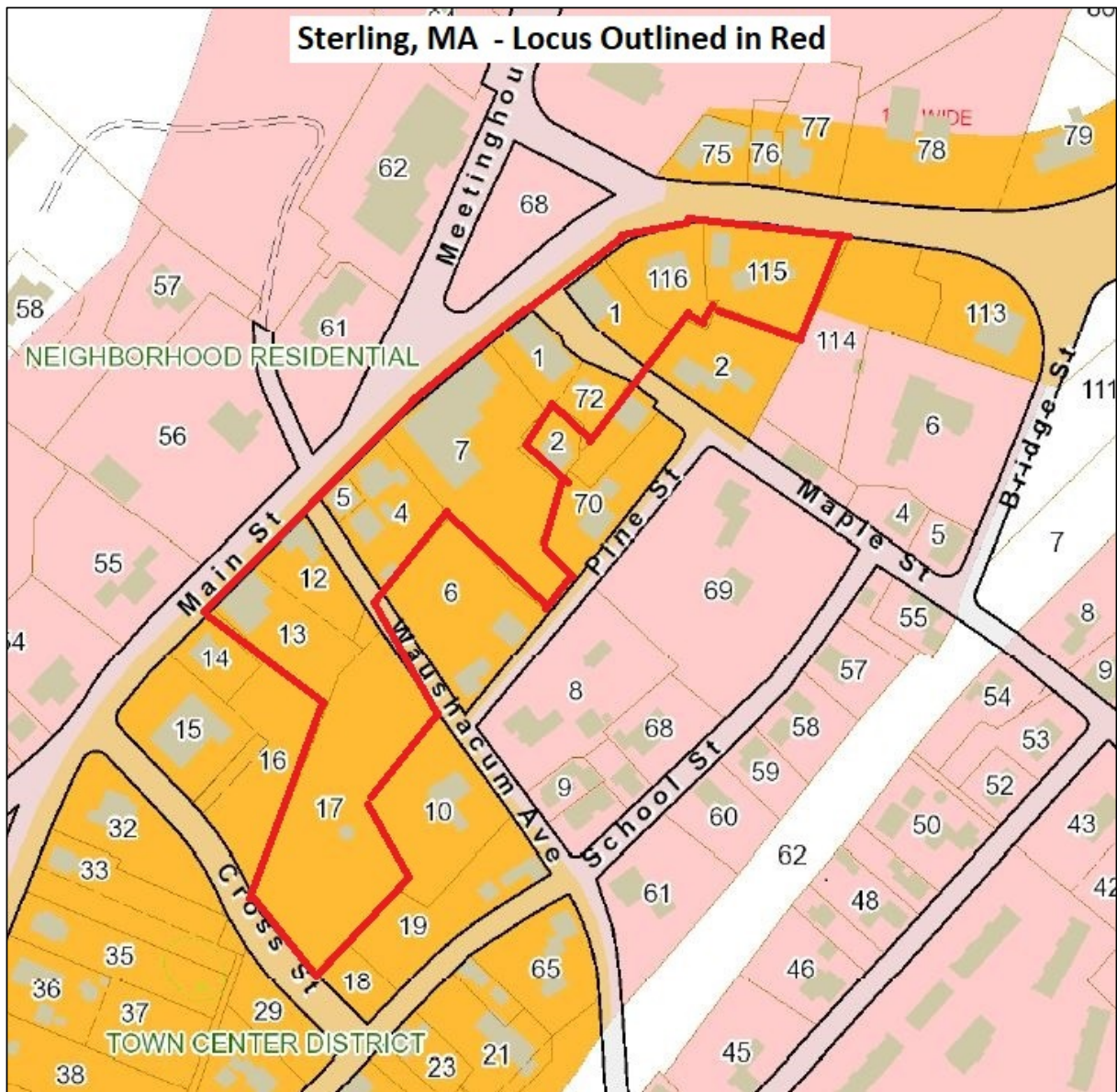
Because of its abundance of apple orchards, apple products and especially apple cider have been a major product of Sterling. The Butterick Company, the first major dress pattern company, was founded in Sterling in the 1860s. The Town Hall Building is named for Mary Ellen Butterick.

A small town with a highly educated population

With a population of approximately 8,300, today Sterling is a vital small town with a highly educated population. The Covid-19 Pandemic made clear to the town administration and elected as well as appointed officials various short comings and gaps that needed too be solved. This LRRP effort allowed processes and plans to be diagnosed and to be considered for implement resolution.

Recovery efforts focus on a number of initiatives including the following:

1. The development of a plan to appropriately utilize the 1835 Building (the former Town Hall) and nearby Memorial Park—both to service the community recreationally and culturally; Capacity for both is an issue, and joint staffing needs to be addressed
2. As there is only one sit-down restaurant in town, an approach to a better mix of stores and food establishments is needed
3. Realignment of Main Street and adjacent streets are planned to create a parklet
4. Though the town is in the process of making streetscape improvements—ADA compliant curbs and step-downs, historic street lights, seasonal banners, street furniture, etc.
5. Upgrading of Storefronts and facades through improved guidelines is a goal.
6. A strong connection between nature trails and the rail trail with the Town Center.
7. Investigation of additional local and regional events organized around the Mary Had a Little Lamb theme with the opportunity for sale of branded merchandise or souvenirs.



Diagnostic

Key Findings



WHO ARE THE CUSTOMERS OF BUSINESSES IN THE STUDY AREA?

STERLING DEMOGRAPHICS

POPULATION	
2010 Census	7,808
2021 Estimate	8,166
2026 Projection	8,348

HOUSEHOLDS	
2010 Census	2,810
2021 Estimate	2,947
2026 Projection	3,016

INCOME	
2021 Est. Average Household Income	\$ 158,778
2021 Est. Median Household Income	\$ 114,337
Per Capital Income (2021)	\$ 57,301

AGE	
Median Age	46.5
Age 35 – 64	39%
Age 65 – 85	20%

HOUSEHOLD SIZE	
2021 Est. Average Household size	2.7

EDUCATION (AGE 25+ 2021 ESTIMATE)	
At least some college or higher	74%

RACE	
White	96%
Black/African American	1%
Asian	1%
Latin@	3%



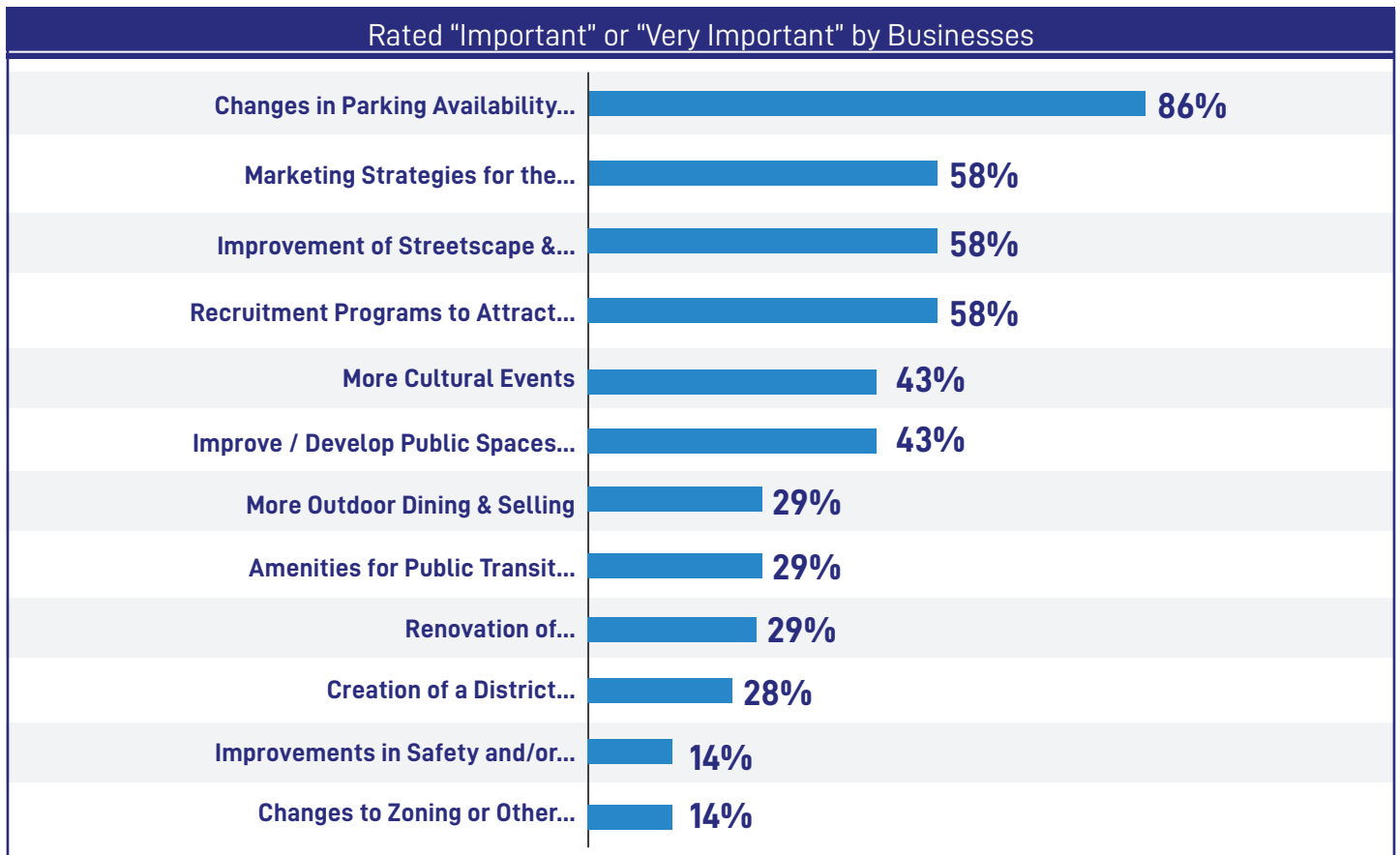
How conducive is the physical environment to meeting the needs and expectations of both businesses and customers?

What Business Owners Had to Say... The strategies most important to Sterling businesses include changes related to parking, marketing initiatives, and improving streetscapes and sidewalks.

The population of Sterling is projected to increase as are the number of households. The median household income (\$ 114,337) is higher than that of the State (\$85,843 in 2019). More than one-third (39%) of residents are of workforce age with almost three-quarters (74%) with at least some college education. The large majority of residents are White (96%).

Strategies Most Important to Businesses

1. Changes in Parking Availability, Management or Policies
2. Marketing Strategies for the Business District
3. Improvement of Streetscapes and Sidewalks
4. Recruitment Programs to Attract Additional Businesses
5. More Cultural Events
6. Improvement/Development of Public Spaces



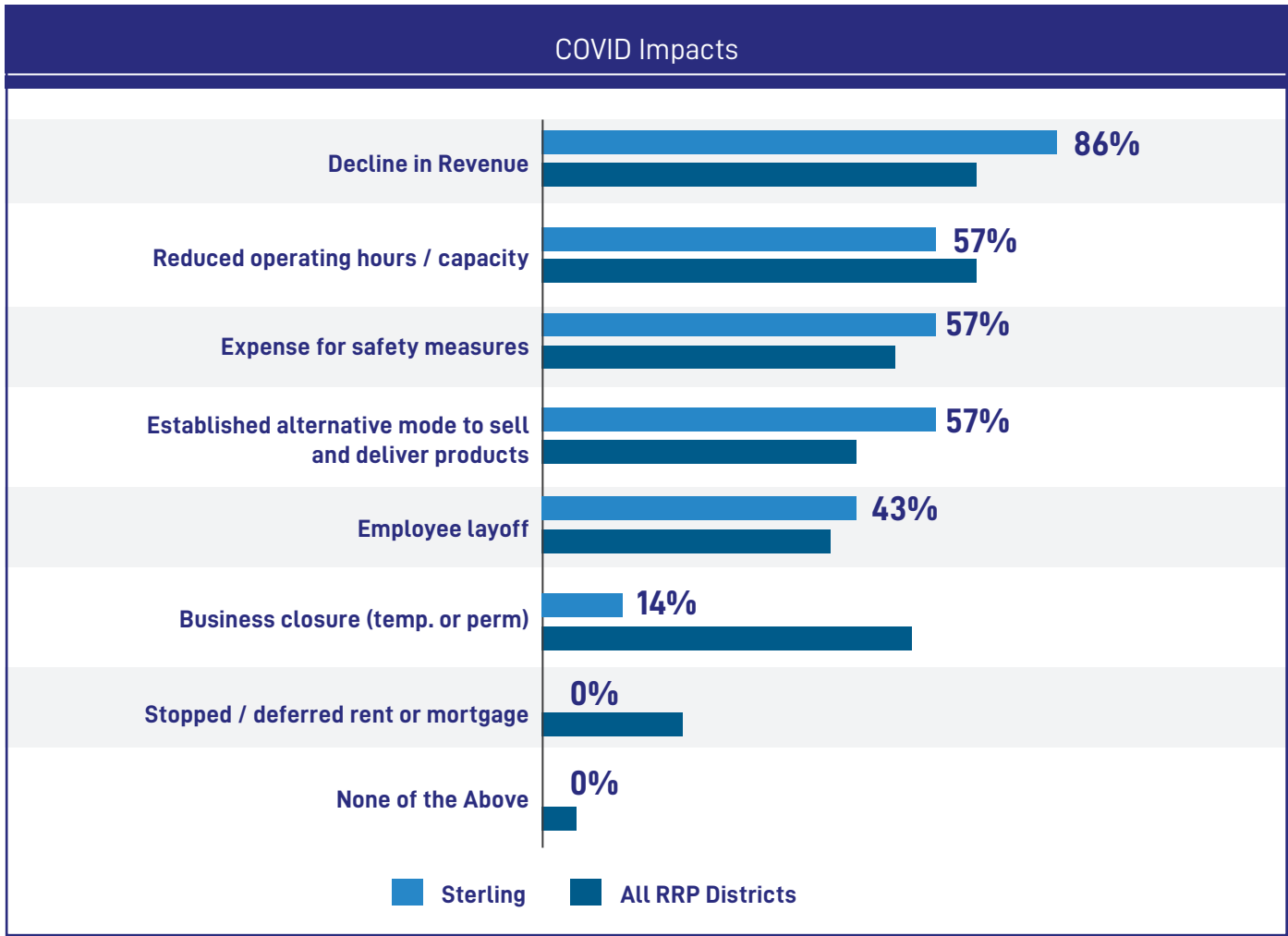


What are the impacts of COVID-19 on businesses in the Study Area? How well does the business mix meet the needs of various customer groups?

COVID impacts were widespread and significant among the businesses.

100% of Sterling Target Area businesses reported impacts from COVID-19. A majority of businesses reported a decline in revenue, reduced operating hours, and expenses incurred to implement safety measures.

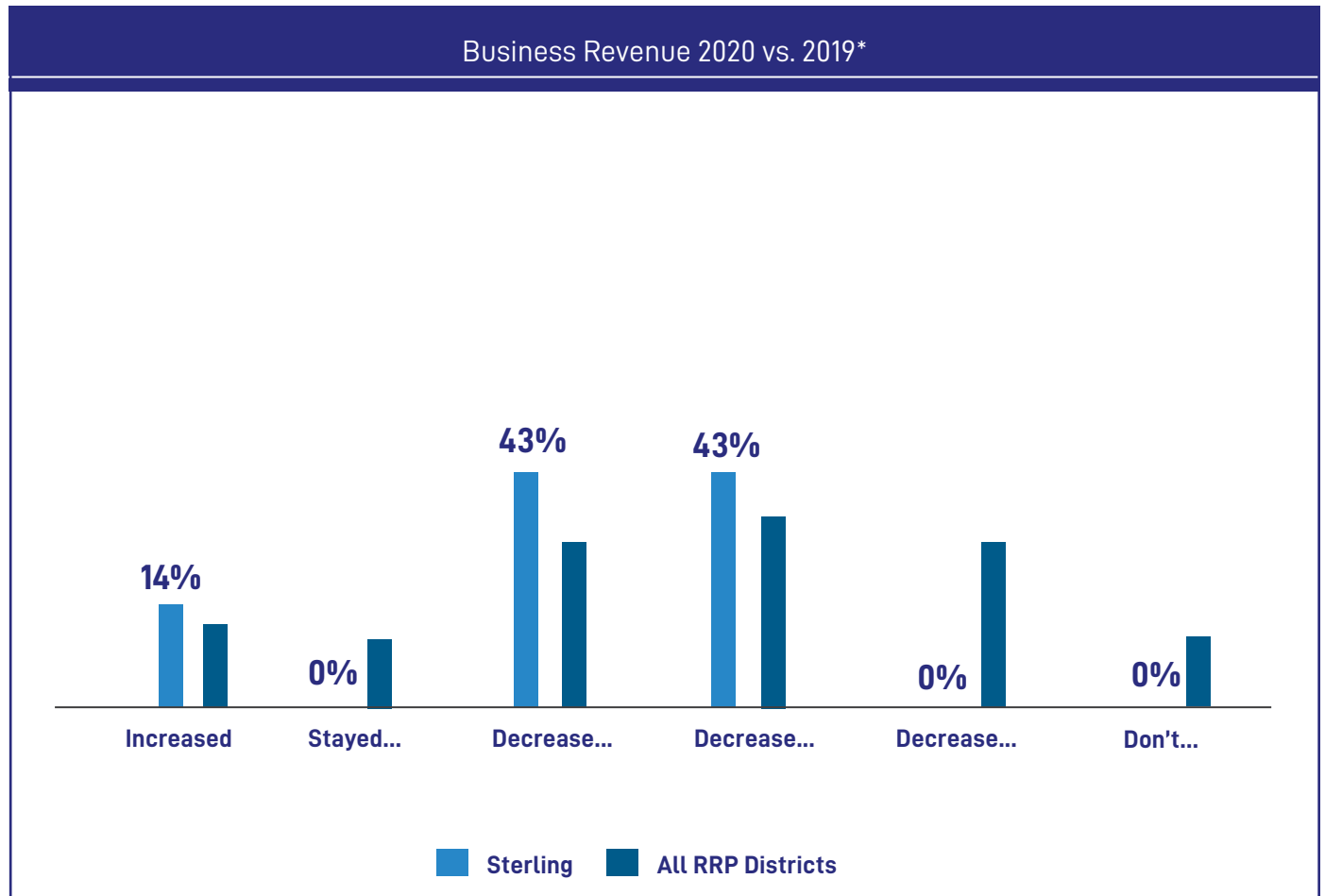
Decline in Business District foot traffic was significant. 86% of businesses had less on-site customers in January and February of 2021 than before COVID.



A significantly higher percentage of Sterling businesses reported a year-over-year revenue loss compared to the rate among all businesses in RRP Districts.

Loss of Revenue – Approximately 86% of Sterling businesses suffered a year-over-year revenue loss (compared to 68% of businesses in all RRP Districts).

On a positive note - 57% of businesses said they established an alternative mode to sell or deliver products or services (which will likely help them retain and grow sales going forward).





ADMIN CAPACITY

Who are the key stewards of the Study Area? Are they adequately staffed and resourced to support implementation of projects? Are the regulatory, zoning, and permitting processes an impediment to business activity?

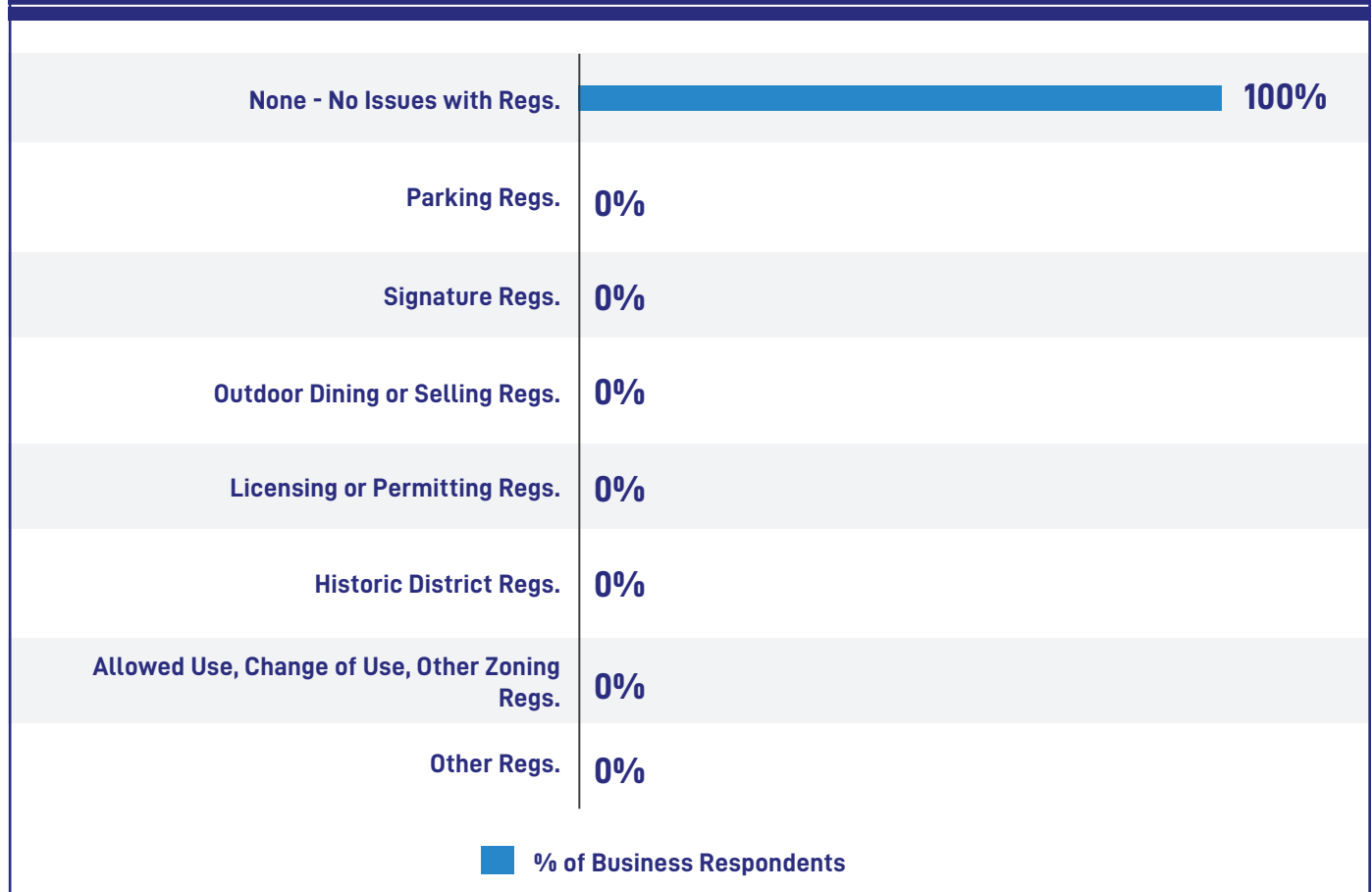
What Business Owners Had to Say... The majority of businesses were generally dissatisfied with private realm conditions in the target area.

The majority of businesses (57%) were dissatisfied with the condition of private buildings, facades, storefronts, and signage. The majority of businesses were neutral or satisfied with public realm conditions, customer access, safety/cleanliness and proximity to complementary to business or uses.

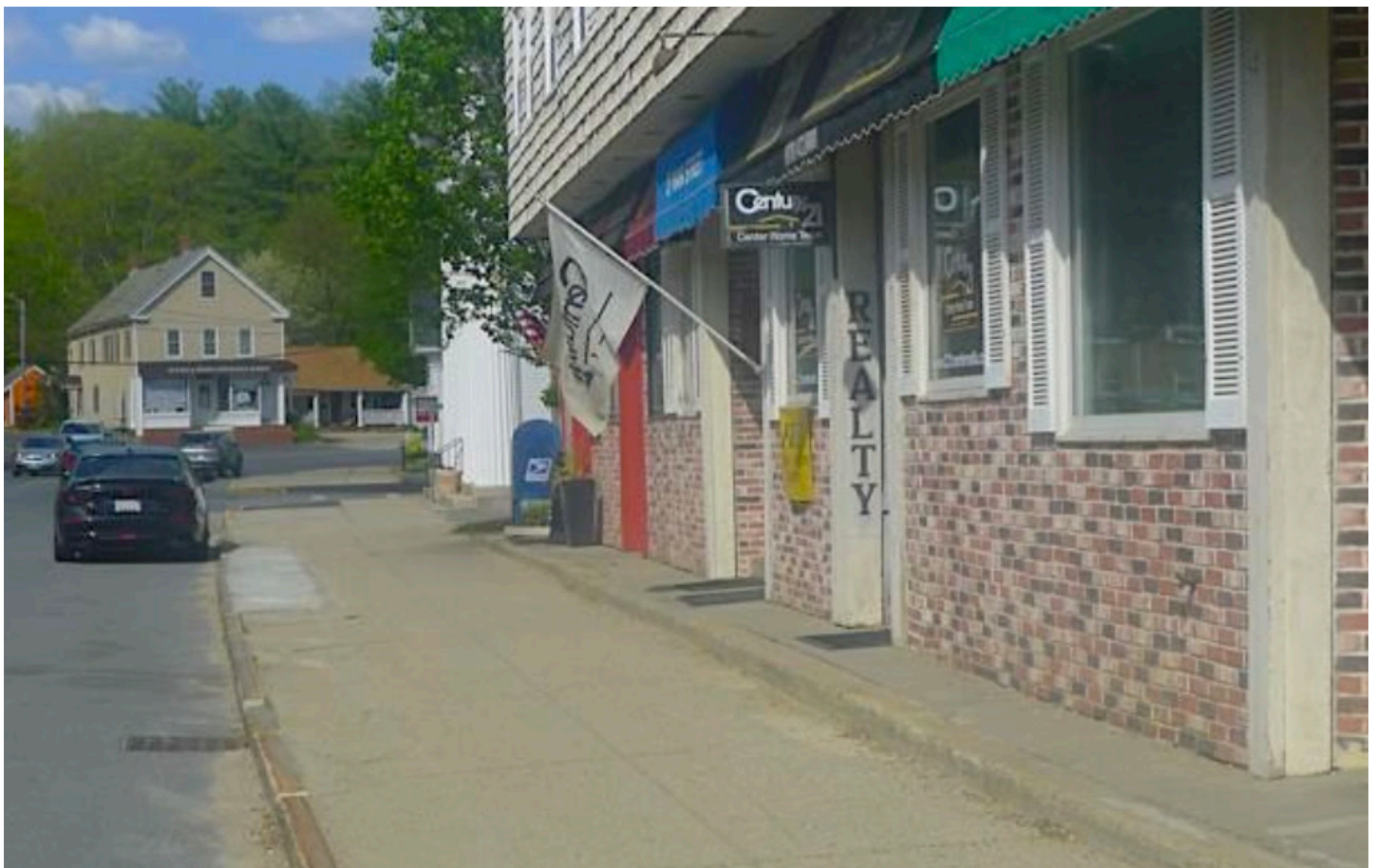
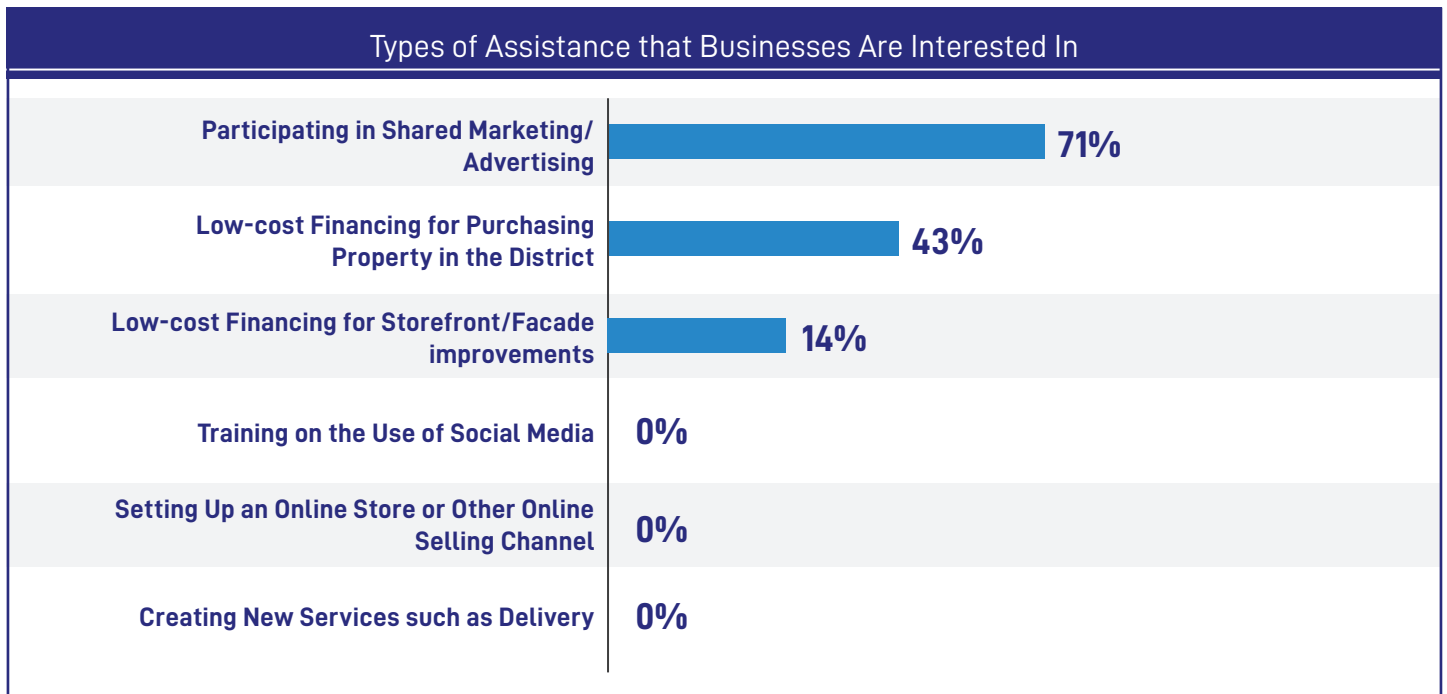
- However, 43% of the businesses expressed dissatisfaction with the condition of public spaces, streets and sidewalks.

100% of businesses said that they had no issues with the regulatory environment in their district.

Regulations that Pose an Obstacle



What Business Owners Had to Say. . . Participating in shared marketing or advertising initiatives is the top request among businesses.



Sterling Center Sidewalk in need of Repair



Highlights from the Physical Environment

The Town Center could use more gathering spaces

The Town of Sterling, Massachusetts is a small agrarian (primarily apple orchards) community in north central Massachusetts north of the City of Worcester. There is good vehicular access to the community from Interstate 190 that literally cuts Sterling in half. Sterling is also crossed by Massachusetts Route 12, Route 62, Route 140 and Route 110. The Town Center is spread out along Main Street located on Rt 12 with the retail stores and restaurants on the South side and public buildings and neighborhood residences on the North side of the street. The configuration of the Town of Sterling's commercial stores and eating establishments is linear. There is a small common with memorials and some seating. Because the commercial area is only on one side of the street, there is limited opportunity for spontaneous interactions or community gathering. At least one parklet is planned for the outside of Sterling's Public Library.

Enlarging the gazebo and programming events at Memorial Park will help to attract people to the Town Center.

Within walking distance is an underused large multiple-use park, Memorial Park. There is a bandstand there that is also underutilized. The location of the septic system components will determine the location of temporary and permanent structures.

Sterling would benefit from a branding and wayfinding program.

Currently, there are mostly state signs and public building site signs in the town. In some places, there is a redundancy of these that should be lessened. However, Sterling is just starting to plan and implement a formal town branding and wayfinding program. This will identify the town center and adjacent trails while making ease of access better and more comfortable. Removing unnecessary signs will be the first step in implementation.

Improvements to parking on and near Main Street will help to support the businesses in the Town Center.

Parking along Main Street became a focus during the darkest days of Covid-19 with many more short-term stopping for food pickup along Main Street.

Off-street parking near Main Street needs to be clearly marked in order to direct patrons away from short-term parking spots.

Refreshing the district's storefronts will add vitality to the district

Most of the older storefronts are in need of refreshing and/or replacement. With few exceptions, the majority of the facades and signage treatments were done as early as the 1950s, but subsequent signage has not generally uplifted the stores' vitality.

Programming and reuse of the 1835 building will help to attract both residents and visitors to the Town Center

The former Town Hall is a grand historic building that just prior to COVID-19 had been renovated. Completing its conversion into a Community and Cultural Center will be an important injection of energy into the Town Center. Co-programming with the nearby Public Library and Memorial Park will serve to reinforce activities.

Improving the pedestrian experience will help to attract patrons to the Town Center

Horizontally framing the commercial blocks are rather ragged sidewalks and limited street furniture. Planned for repair and replacement in the near future, the current condition of the sidewalks and streetscape is in need of restoration and refinement.

Among other challenges are the visually distracting above ground utility poles and wires are planned to be buried in the near future. Better marked crosswalks are needed for pedestrian safety as well as a system for implementation of traffic-calming measures.

Highlights from the Business Environment

A MORE DIVERSE MIX OF USES WOULD MAKE MAIN STREET MORE ATTRACTIVE

The 15 or so businesses along Sterling's Main Street provide a variety of goods and services, however a better mix is always desirable. Stores are more boutiques than conventional stores. Though many stores are unique like made in America local handcrafts, candlemakers, fitness spas, etc., there is a need for a greater variety of restaurants and cafes along with perhaps a bakery. That would establish a much more interesting destination attraction.

During the highest points of Covid-19, many Sterling merchants had to change their patterns for selling products, store standing room capacity, food ordering and pick-up as well as marketing and sales. Some of these patterns are still in place.

Sterling business challenges also include issues about where to park, need to develop online and standing kiosks for parking locations, investigate how to encourage and

incentivize landlords and merchants regarding storefront upgrades, development of a town policy for opportunities for outdoor sidewalk sales and how to foster merchants to create and sell branded Sterling products related to apples, apple cider and "Mary had a Little Lamb."

AN INCREASE IN ADMINISTRATIVE CAPACITY WILL HELP IMPLEMENT RECOVERY PROJECTS

In order to implement projects to help the Town Center recover from COVID, Town Staff will need to be expanded. Partnering with the local merchants will also help to increase capacity. In 2018, the town encouraged the merchants to create a Sterling Business Association. The town administration wanted to take a hands-off approach. Many attended the inaugural meeting, but a year and a half later in 2020, there was little attendance. Since Covid-19 struck, there has been no follow-up.



Project Recommendations

Public Realm



Capitalize on the unique features of the Town's history (e.g. Mary Had A Little Lamb, Butterick sewing patterns, Cider Mill building, agrarian economy, etc.) by implementing the recently developed **wayfinding and branding system**. Explore creating gateway signage. Incorporate branding into Town communication materials (e.g. website, social media, etc.).

Explore **programming and reuse of the 1835 Building** (e.g. Cultural / Community Center, community space, Recreation Department and/or other town offices, etc.).

Activate **Memorial Park** for higher and best use and coordinate with other programmable spaces in the Town Center.

Implement **traffic calming, pedestrian safety and accessibility** (including Complete Streets, realignment of streets, curb bump outs, etc.), and **signage for municipal parking spaces and lots** (to address perceived lack of space).

Explore **shared parking agreements** with area banks and churches during off hours.

Investigate a process to **engage landlords to improve their buildings**.

Develop a plan for **reuse of the Garry Griffin Building/Sholan Realty** (@33 Main St.) including temporary uses in interim.

Refine **Storefront and Sign guidelines** and regulations (include façade improvement and sign placement examples).

Investigate direct grants (matching and competitive) to businesses to encourage **façade and signage improvements**.

Expand the public park green area in front of the Library building to active and cross-pollinates between that part of the center and the Common stimulating greater activity to retail.

Private Realm



Increase capacity and build relationships between Town and Sterling Business Association (re-stimulate, reactivate). Engage Chamber of Commerce. Engage consultant to facilitate **forums** for merchants and Planning and Economic Development to discuss to identify barriers to business community.

Facilitate businesses to **display merchandise outdoors** and conduct Sidewalk Sales during Town events and holidays. Investigate permanent outdoor presentations of merchandise. Remove zoning obstacles that may prohibit such activity.

Develop a process to permit **outdoor dining**. Address Alcohol Licensing, ADA, Board of health regulations.

Explore ways of developing an **improved mix of businesses**. Identify obstacles, investigate creative incentives.

Capitalize on historic themes and encourage marketing of these through **branded merchandise** (e.g. Mary Had A Little Lamb, apples, sewing patterns). Opportunities for posters. Explore internet business opportunity.

Explore a program for **pop up /temporary stores** at events and open spaces (e.g. Memorial Park).

Revenue/Sales



PLEASE NOTE:

While all of the projects listed here were identified as important to the community's recovery, those with a thick, light blue outline were identified as priority projects. More detailed Project Sheets are provided or these in the pages that follow.

Admin Capacity



Increase the Town's Capacity by **hiring a Cultural/Events organizer**.

Culture/Arts



Showcase historic features through **exhibits** (apple orchards, Mary Had A Little Lamb Butterick dress patterns, cider making) across venues, for different age groups, and provide information regarding the historic district/properties in an easily accessible way (website).

Performing arts, and greater activation of multiple Art in the Park programs in Memorial Park, Common and other open spaces.







PLEASE NOTE:

While all of the projects listed here were identified as important to the community's recovery, those with a thick, light blue outline were identified as priority projects. More detailed Project Sheets are provided on these in the pages that follow.



Sterling's Conant Public Library

Capitalize on the unique features of the Town's history by implementing the recently developed **wayfinding and branding system**.

Category		Public Realm
Location		Sterling Town Center
Origin		Town Planner
Budget		Low budget for Design (\$25,000) and up to high budget for Implementation (\$20,000-\$150,000)
Timeframe		Short Term (6-12 months) for design and implementation (implementation can be phased).
Risk		Low Risk. Creating a wayfinding and branding for the Town represents little or no risk.
Key Performance Indicators		The number of wayfinding elements installed and an increase in the number of visitors.
Partners & Resources		DPW, Town Planner, Economic Development Committee, Select Board, area businesses. Mass DOT is a possible funding source.
Diagnostics		A number of historic and natural features exist in the Town that are not necessarily self evident and that by connecting them through consistent signage and branding may help to attract more patrons to the Town Center.
Action Item		Capitalize on the unique features of the Town's history (e.g. Mary Had A Little Lamb, Butterick sewing patterns, Cider Mill building, agrarian economy, etc.) by implementing the recently developed wayfinding and branding system . Explore creating gateway signage. Incorporate branding into Town communication materials (e.g. website, social media, etc.).

Process

Connect the natural and historic resources that are currently fragmented through branding and signage to increase pride in place and help attract visitors and provide guidance in navigating between sites of interest and the Town Center.

1. Work with the recently established Branding and Wayfinding Advisory Committee to coordinate the project. This group will guide the project and ensure concerns within each Department are met early on in the process
2. Review relevant project limits, points of interest, designations and businesses.
 - The team would review project limits, points of interest, destinations, and businesses
3. Design a brand theme, logo and optional tagline
 - The team would work to ideate themes around Canton Center as it relates to community branding which would support strategic placemaking
 - a. Review any historical experiences, local symbols both physical and non-physical, and aspirations for the corridor
 - b. Translate potential themes into branding and wayfinding concepts along with optional tagline
 - c. The team would then select a final brand design and optional tagline
 - d. Develop a final Family of Elements which would identify wayfinding opportunities for various applications
4. Identify locations for wayfinding elements
 - The team will work to identify location for wayfinding elements.
 - Create a sign schedule identifying the location of the signs and quantity needed
- Create a map that identifies the sign locations
5. Implementation
 - Fabricate and install the wayfinding elements.
 - Consider phasing implementation if financial resources are limited

Translate the branding across other Town applications such as Town Letter Head, logo, newsletters, etc. to begin telling the brand story Town-wide





A Wayfinding Signage System

Reading, MA





SEE APPENDIX FOR MORE BEST PRACTICE EXAMPLES.

The map identifies some opportunities for wayfinding elements. During the process, the Team would want to refine these locations, taking into account sight lines and visibility factors.

NOTE: The examples below use the wayfinding elements from Reading, MA. Locations are not approved at this time and should be internally reviewed/selected as part of the process.



Explore programming and reuse of the 1835 Building

Category		Public Realm
Location		1835 Building, Sterling Town Center
Origin		Town Planner, 1835 Committee, Economic Development Committee
Budget		Large Budget (\$200k +). While the basic renovation is complete, there is a need for surfaces, furniture, sound equipment, etc.
Timeframe		Short Term (Less than 5 years)
Risk		Medium Risk. There is a risk that the Town will have made a significant investment and that the returns on this investment are not seen, at least not in the immediate short term.
Key Performance Indicators		The number of visitors, the number of programs, the number of uses accommodated.
Partners & Resources		<p>1835 Building Committee, Town Planning Department, Recreation Department, Library, Cultural Council, Cultural Affairs (proposed new hire)</p> <p>Revenue Generation - The space in the 1835 building and the nearby park has the potential to provide venues for organizations and existing events within the community. This can support adding additional funds to the programming budget, or support offsetting costs and overhead such as funds for the management role/entity. We have found success with building a robust use of space in establishing specific rates based on the entity asking.</p> <p>Non Profits: Typically free use or deeply reduced rates support ongoing activation, build relationships, and support existing work being done in the community.</p> <p>Community Organizations: Neighborhood associations, schools, libraries and other community based entities who might be interested in crafting community events around their missions. Usually a nominal fee is requested for these entities.</p> <p>Government/Educational Entities: Typically these entities have a budget for space allocated for events, a preferred rate is usually established within those guidelines to support their use of space and to maintain critical relationships.</p> <p>Private Use: These events usually pay full value for the use of spaces. A discounted rate, or inclusion might be a part of leases for private companies who are adjacent to the space.</p> <p>Other Funding Sources - Private family foundations could be a source of funding along with grants such as MA Development grants. Partnerships with nonprofit organizations who might have secured funding for the production of an event or series could also be a great way to maximize their grant, support relationship building, and fill out the programming calendar.</p>

Diagnostic

COVID significantly impacted the businesses in the Town Center. There are commercial establishments only on one side, the north side of Main Street. The Town Common is very small and there are two large vacant buildings in the Center. Also, the Library is on the north side of the street. Memorial Park within short walking distance is underutilized. It is hoped that by injecting life into this building and the nearby park, more residents as well as visitors will patronize the commercial establishments.

Action Item

Complete the process of converting the 1835 Building into a Community and Cultural Center by identifying funding, partners, potential and desired uses and programs.

Consider that events could happen either in the Cultural/Community Center or in Memorial Park, or larger events that combine the two locations. Additionally, while COVID concerns may make people hesitate to participate in indoor events, co-programming with Memorial Park can give people an option.

Process

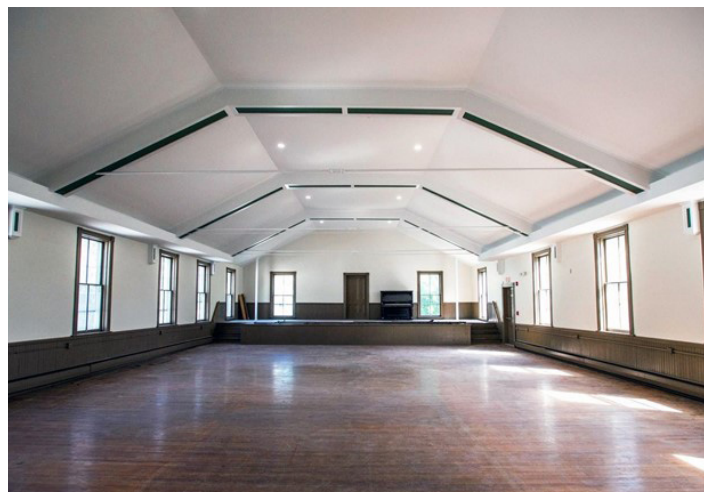
In 1998 the Historical Commission completed a study of building and in 2001 the 1835 Town Hall Committee was formed by the town to plan and coordinate maintenance and facilitate the use of the building. Temporary walls were removed from both the first and second floors, open meeting space was created, floors were repaired and carpeted, broken windows and window panes were repaired, roof repairs were done, unwanted articles were removed and auctioned, the building was furnished by recycling items from the school and library renovations, walls were patched and painted by a prison pre-release program, and floors were cleaned and waxed. This work was done with a small annual maintenance budget, a lot of elbow grease by committee members, community volunteers and numerous requests to the boy scouts. After a significant amount of work, the space was finally ready for use by any group or member of the community that needed it. And then COVID-19 intervened. The intent is to take the process forward and complete the Committee's plans to increase vitality in the Town Center, needed now more than ever, by reusing this historic building.



The 1835 Building



When first constructed, the 1835 building contributed significantly to the vitality of Sterling's Town Center.



The interior of the 1835 Building

Process (Continued)



Mary had a little lamb statue

- Make this a central draw for the Town Center primarily for residents but with some regional programming
- Could also act as a community center, especially for teens (movie nights, dances)
- Create synergy between 1835 programming and activities at Memorial Park
- Need an Activation/Event Manager, could be a Cultural Affairs Officer in the Recreation Department

Develop Programming . Some ideas regarding potential programming that are grounded in Sterling's assets and history include:

- Butterick Pattern Fashion Show
- Festival Event around the history (Mary Had a Little Lamb - wool, spinning wheel)
- Cidering fest experience tied to Women in history and their role in community
- Cultural/Historic programming that highlights Sterling's unique position
- Temporary exhibits from local, regional, and touring artists
- Meetings for the town that include public sector and private entities
- Co-programming with the library (located next door), also outdoors in the parklet
- Co-working space (Sterling Business Association is losing momentum) for those working from home (there may be more post-COVID-19 as companies extend their Work From Home policies, in some cases making them permanent).
- Component of a municipal office (e.g. Recreation Department)
- Prom/Homecoming dance locations
- Folk concerts
- Monthly TED-style talks from area experts

Create an ongoing dialogue with the community about what experiences they want to see/do in the place. We've found that accessible surveys can help garner feedback post event. Leveraging technology such as QR Codes also support more immediate responses from a different demographic than post event follow ups. How does the public connect with you? How do you report back to the public? How can you use this information and sharing this information to generate excitement about what's coming?

What experiences are being offered to residents? To outside visitors?

Repeat use patterns such as frequency (weekly, monthly, quarterly) and activities (talks, concerts, markets) will simplify the planning and marketing process and help develop best practices.

Consider what happens in the space between events. Will the building be open to the public? Are there static exhibitions? Regular meetings? How does this connect with some of the co-working and meeting space ideas? Are there regular hours of operation, visitation, office hours for staff?

Cultural programming should be connected to local restaurants and retail.

Define the goals and the Mission of the Community / Cultural Center - 5-10 years into the future, what do you see happening in the center? Develop a brand and mission. Not just what the space is, but what the space contributes to the community.

Define the key personas of people who you want to attract to the space - Understanding who will be coming here will drive decisions and help define programming goals.

Process (Continued)



Mary had a little lamb storytime image
Source: Getty Images

Ask the community what they want to see and contribute - Sterling has an interesting history and highly educated residents. Tap into not only what they want to see happen in the space, but also encourage them to think of ways they can contribute to the programming.

- Allow residents to tour the space and help them to envision its future.
- Consider a history exhibit, with photos of how it was used in the past (and possibly computer-generated images of how it could be used in the future).
- Look to community organizations or individuals to set up programming series (a monthly "TED Talk" type of event is a good example for this). This can ease the burden for you as get a person on board to handle programming long term.

Phase Purchasing of Furniture and Equipment.

- Consider partnering with local businesses and organizations for in-kind support by borrowing items you might need for producing an event.
- Make it clear to those presenting or partnering with you that items such as tents and tables should be provided by participants. This is common, and while it can be a barrier to some, being clear and open about your capacity to provide these items helps identify when it's time to rent or purchase them.
- Consider purchasing after you have rented an item twice. Typically once you have rented an item two or three times, you have essentially paid for it.
- Only buy what you need to use to control acquisition. For example, if an event has a need for 10 chairs, and you think that's something you will use again, consider ordering 10-12 chairs, but don't invest in 200 out of the gate. Purchase again, when you have an event that needs more than 12 chairs. A church is a good source for chairs and tables.

Staffing Models - There are several ways one can bring a position forward which all have benefits and drawbacks to consider; these include:

- **Existing Staff** - adding the management and programming of this space to existing staff.
 - **Pros:** Institutional knowledge exists, they have longevity of employment, and they own existing relationships.
 - **Cons:** Capacity of the team might be fully tapped, losing or shuffling teams can create confusion with external relationships.
- **Town Hire** - hiring a position through the Town of Sterling whose function is the management and programming of this space.
 - **Pros:** Institutional support, direct funding, weight of city support can help develop new relationships, and ease the burden in establishing new partnerships.
 - **Cons:** Departmental shifting can create barriers to developing systems and best practices, existing approval structures might not support as much flexibility as would be beneficial, no distance created for pilot programs.

Process (Continued)

- **Third Party Contractor** - hiring a third party to manage and program the space in collaboration with you.
 - **Pros:** As experts in the work being done there is a much faster onboarding process, they can quickly develop and execute a plan, they create distance for pilot programming, and support a robust launch, and leverage industry best practices including gathering metrics to guide future programming.
 - **Cons:** Contractors set their own parameters and may not return year over year, institutional knowledge or relationships developed live with an external contact, project efficiencies can be considered proprietary and would need to be included in your scope.
- **Council Model** - similar to Rice & Larpenteur Alliance, a council of stakeholders supports the work financially as well as with managing the space and objectives.
 - **Pros:** Distance created from the Town which can support pilots, funding can be derived from multiple stakeholders, positions the role as liaison between stakeholders, creates a single unified point of contact, shared responsibility and resources creates community buy-in.
 - **Cons:** Funding can be more complex along with relationship management; coordination is key and an ongoing process.
- **Hybrid Model** - bringing in a third party for the first year or so, and then transitioning to a different entity. Use existing staff for building relationships in the community and scheduling the event series; use the management entity for the details of all event coordination.
 - **Pros:** Supports establishing systems and best practices, quick and efficient execution of a plan, distance from the town to support pilots, and garnering metrics and feedback from the community to better understand the desired use of the space.
 - **Cons:** Transition needs to be considered and managed in order to preserve the relationships developed (primarily with vendors) in the pilot year, funding might need to switch sources in the transition as well.



Tired Retail Facades and Storefronts



1835 Building & Memorial Park

Sterling, MA



August 5, 2021

1 inch = 139 Feet

www.cai-tech.com



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Proposed new position of Cultural Affairs Officer or Events Manager



Public Realm

EXAMPLE:

Proposed new position of Cultural Affairs Officer or Events Manager

The Musicant Group - Events Manager Position Posting -

https://drive.google.com/file/d/1HBq_hj2SQA0pSwoMdsVPkh0YyZucDy5pp/view?usp=sharing

EXAMPLE:

Ideas for attracting private dollars to public space project:





Project for Public Spaces - Get Funded: Tips for a New Era of Placemaking Philanthropy -

<https://www.pps.org/article/get-funded-tips-for-a-new-era-of-placemaking-philanthropy>



*A Heart of the Community Grant along with technical assistance by Project for Public Spaces helped kickstart a new level of public space management in Atlanta, Georgia's Woodruff Park
PC: Project for Public Places*

Activate **Memorial Park** for higher and best use and coordinate with other programmable spaces in the Town Center.

Category		Public Realm
Location		Memorial Park, Oxford
Origin		Town Planner
Budget		Medium Budget (\$50k - \$200k)
Timeframe		Short Term (Less than 5 years)
Risk		Low Risk
Key Performance Indicators		The number of visitors, the number of programs and events.
Partners & Resources		Open Space Implementation Committee, Recreation Department, Cultural Affairs (proposed new hire), performing and visual artists
Diagnostic		<p>The park is located behind the Fire Station and within walking distance from the town center. It is very underutilized and there is not enough programming. It slopes like an amphitheater, has a small gazebo that is significantly undersized for the space and is not ADA compliant.</p> <p>The septic system below the park means that a permanent structure cannot be built on the site, but could put up sports nets (goal posts, soccer nets, etc.)</p> <p>There are currently 6 different types of benches, and doesn't feel like a cohesive place.</p> <p>As a result of COVID, people are more cautious and are more willing to do outdoor activities. If Memorial Park had more programming it would help to attract people who then might linger and dine/shop.</p> <p>Rt. 190: many people bypass Sterling rushing through on Rt. 190. By attracting them to events at the 1835 building and/or Memorial Park, they could be a potential market to help patronize shops and eateries in the Town Center.</p>
Action Item		Make improvements to Memorial Park in order to increase its capacity, usability and appeal. Develop a program of events to attract people and increase usage of the Park as well as the 1835 building and Town Center establishments.

Process

- Conduct outreach to the community to assess interest of different ages regarding what programming they would be interested in. This will help determine staffing, events, activities and temporary structures needed to support these programs.
- Determine where a larger gazebo can be located to increase the capacity of the space to host activities. Hire a designer and contractor to design and build it
- Consider family events and intergenerational programs as well as strong connections to programs at the Library and the 1835 Building. Also consider connecting to Davis Farmland events and activities.

While the pandemic continues to be a barrier to the comfort and safety of gathering people in space, we've had successful activations that follow best practices and CDC guidance. Leveraging outdoor activities, encouraging limited capacity, masking and social distancing are all powerful tools in creating comfortable events.

- **Consider Giveaways** that are safety related such as hand sanitizer and masks, and have those available at any event where people are gathering.
- **Hybrid Events** where there are multiple ways for people to engage in an event creates the option for people to self-select and be connected without sacrificing safety. Consider accessibility when developing these hybrid functions as well as the experience created in the virtual space.
- **Leverage the fact that the Town has a significant Park located in the Town Center!** Outdoor events, even in the winter, can be great ways to connect safely and build community.



The existing gazebo is too small for the size of the park.



Memorial Park

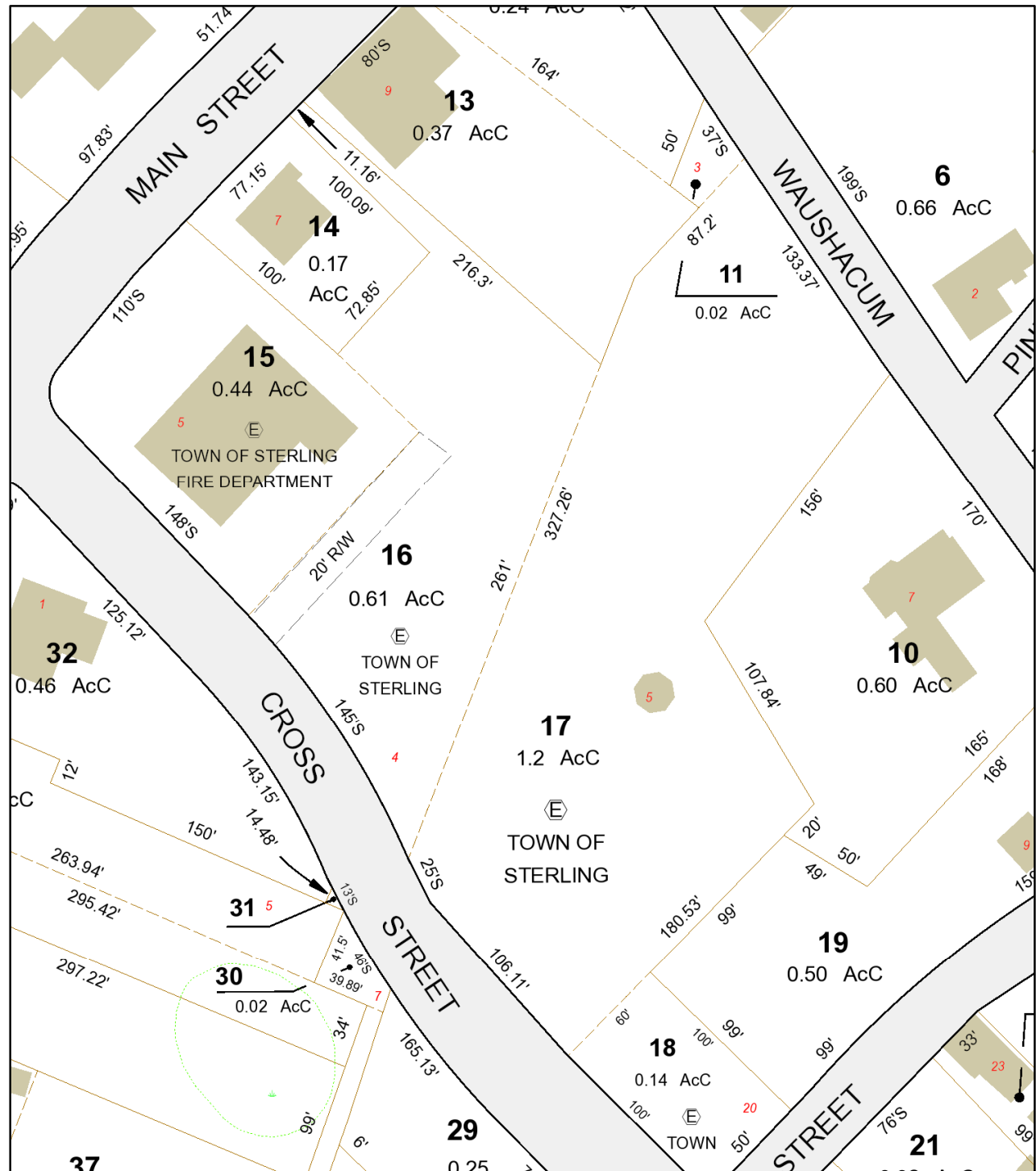
Sterling, MA

1 inch = 69 Feet



August 5, 2021

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Memorial Park

Sterling, MA

1 inch = 69 Feet



August 5, 2021

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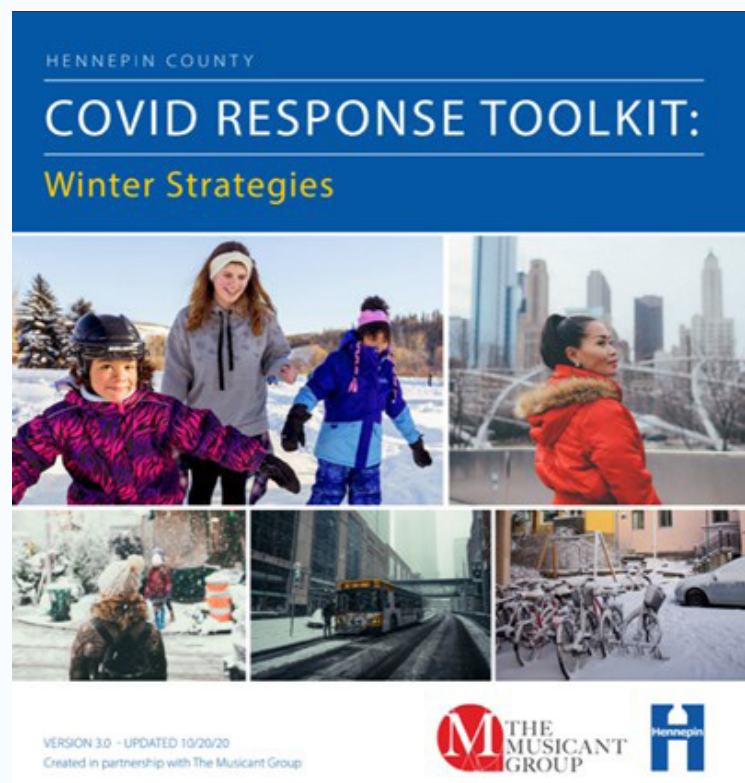
The Musicant Group - Covid Response Toolkit - Winter Strategies



Public Realm





The Musicant Group - Covid Response Toolkit - Winter Strategies - This toolkit provides ideas for activating spaces in the winter, with particular emphasis on COVID-related safety.

<https://drive.google.com/file/d/18jLT3dA54aEZaxUeHCrip5smJwmKrT7/view>



PC: The Musicant Group

Implement **traffic calming, pedestrian safety and accessibility and signage for municipal parking spaces and lots**

Category		Public Realm
Location		Sterling Town Center
Origin		Town Planner, DPW, Librarian
Budget		Medium Budget (\$50k - \$200k, including planning, design and implementation.
Timeframe		Short Term (Less than 5 years)
Risk		Low Risk
Key Performance Indicators		A reduction in the number of accidents, an increase in the number of people visiting the Town Center.
Partners & Resources		Town Planning, DPW, Town Center Renovation Committee
Diagnostic		<p>Interstate 190 (I-190) is the major limited access highway in town offering access to the Leominster-Fitchburg area to the north and Worcester area to the south. Route 12 offers the same north-south access as I-190, although with more access to secondary roads as well as the town center.</p> <p>There is also pedestrian activity by walking trails within town. There is an abundance of nature trails that are mostly used for recreation as opposed to transportation. Creating sidewalk connections to these trailheads would be useful to have increased access to these vital recreation locations.</p> <p>Main Street from Leominster Road / Bridge Street / Clinton Road to Waushacum Avenue / Houghton Road corridor has experienced two (2) ICCs. Non-Fatal Injury Crashes have accounted for five (5) of the twelve (12) (42%) Total Crashes that occurred at the two (2) ICCs¹.</p> <p>Transportation improvements are needed to reduce congestion, increase safety and create a more pedestrian-friendly environment.</p>
Action Item		Implement traffic calming, pedestrian safety and accessibility (including Complete Streets, realignment of streets, curb bump outs, etc.), and signage for municipal parking spaces and lots (to address perceived lack of space).

¹Town of Sterling Circulation and Transportation Master Plan Chapter, 2021. Page 10.

Process

The Town's 2021 Master Plan's chapter on Transportation includes the following:

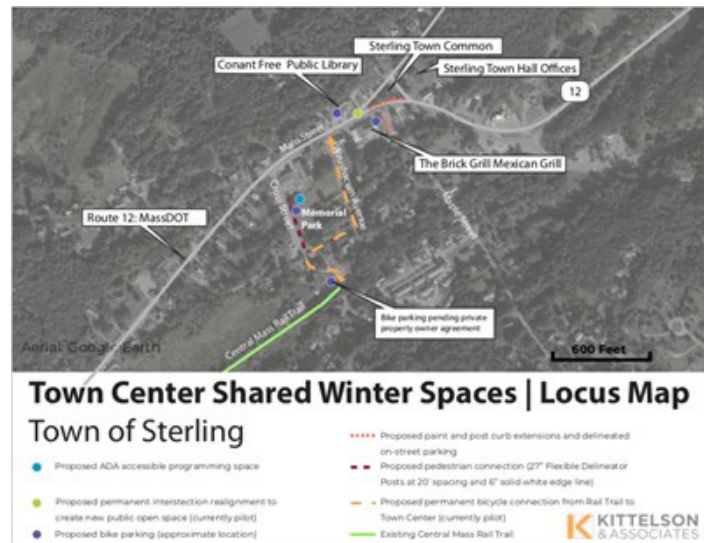
"While being a predominantly rural and agrarian community, the majority of circulation inter- and intra-Sterling is accomplished via private automobiles but the Town is interested in other modes of transportation and multi-modal options as well. Goals and recommendations are made taking into consideration other community and regional assets such as open space for an interconnected bicycle and pathway system within the Town and connections to other adjoining towns and the region as well as meeting the goal of circulation and transportation patterns that are safe and accessible to all users, regardless of age, ability or how one chooses to move around town."

The following improvements are planned:

- Overhead utilities placed underground
- Install ADA ramps
- Replace side walks
- Improve parking primarily by installing signage indicating the location of municipal spaces
- Streets surrounding the Town Common will be realigned to increase safety
- A parklet will be created in front of the Library



Weston and Sampson Main Street Sterling 2007 Proposal has been updated to the latest ADA regulations (6 ft. wide sidewalks) and state regulations governing roadway cross section requirements when utilizing state monies (Chapter 90). In addition, if Chapter 90 monies are utilized the cross section must include a minimum 5-foot bike lane on both sides of Main Street unless a design exception is granted. A dedicated bike by-pass route will be suggested to avoid the need for the bike lanes on Main Street (as it is too narrow to accommodate these).



Creating Safe Pedestrian Access in A Rural Village Center



Public Realm

Whately, MA

The Town of Whately, a rural village, undertook a project to increase pedestrian safety by taking the following action steps:

- Completion of a conceptual design process that included broad participation.
- Adoption of a Complete Streets Policy.
- Development of a Complete Streets Prioritization Plan, facilitated by the Franklin Regional Council of Governments.
- Approval of Complete Streets Prioritization Plan by the Massachusetts Complete Streets Funding Program so that the community is eligible to apply for complete streets implementation funding.
- Application to the Massachusetts Complete Streets Funding Program for project implementation funding.
- Approval of implementation funding through the Massachusetts Complete Streets Funding Program for the project.
- Completion of the final design for the project which includes collaboration with businesses and abutters so as to address needs for parking, outdoor dining, and pedestrian facilities.
- Temporary construction or permanent easements were identified and sought
- Conduct procurement process to hire contractor



PC: Franklin Regional Council of Governments



Sterling Common

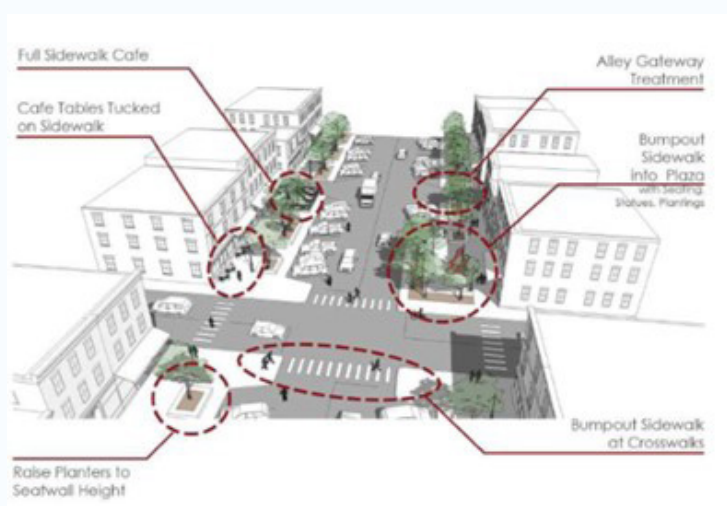
Complete Streets



Public Realm

Florence, MA

Complete streets is a transportation policy and design approach that requires streets to be planned, designed, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. Complete Streets allow for safe travel by those walking, cycling, driving automobiles, riding public transportation, or delivering goods (Wikipedia)






Digital model showing potential Complete Streets improvements and streetscape amenities.

PC: Dodson & Finker



Capitalize on historic themes and encourage marketing of these through **branded merchandise**.

Category		Private/Public Realm
Location		Sterling Town Center
Origin		Town Planner, Plan Facilitators
Budget		Low Budget (Under \$50k)
Timeframe		Short Term (Less than 5 years)
Risk		Low Risk
Key Performance Indicators		The number of branded products created and sold, the number of events supporting the sale of these, the number of patrons that buy these items.
Partners & Resources		Chamber of Commerce, Economic Development Committee, Town Planner, Historic Commission, area businesses, area artists Revenue generating potential.



Sterling Cedar Mill Building

Diagnostic

A tiny copper statue depicting the same lamb that followed 9-year old Mary Sawyer to her school is located on the Town Common. Right below the statue is a plaque whose opening verse reads:

*"Mary had a little lamb, Its fleece was white as snow
And everywhere that Mary went, The lamb was sure to go"*

- John Roulstone

However, while this poem is famous, the small statue is the only place in all of Sterling where any reference to it can be found. It seems like a lost opportunity to not capitalize on the popularity of the rhyme, especially for families with small children by creating branded merchandizing (e.g. little lamb toys, books, games, etc.) and programs (e.g. lamb petting zoo). The same holds for other unique historic features (see discussion of programming in the 1835 Building).

Action Item

Capitalize on historic themes and encourage marketing of these through branded merchandise (e.g. Mary Had A Little Lamb, apples, sewing patterns). Opportunities for posters. Explore internet business opportunity.

Process

The Town of Sterling has some unique features related to the telling of the Town's story. These include Mary Had a Little Lamb, the Butternick sewing patterns and apples and all that relate to apples.

The Mary Had a Little Lamb theme could attract many families with small children who might also enjoy the apple theme. Millennials have recently taken to sewing and they might find the Butternick sewing patterns intriguing. These features should be highlighted and centered in the marketing of the Town. Individual business owners should be encouraged to also use these unique elements in the Town's history in their merchandising and marketing.

1. Conduct outreach to the district's businesses and discuss how elements of the Town's history could be incorporated into the particular business. Ideas include:
 - a. Promoting a menu option using Sterling apples
 - b. Selling Mary Had a Little Lamb items (e.g. tiny lamb statues, Mary Had a Little Lamb T-shirts, children's cups and dishes with Mary and her lamb figures printed on them, books, etc.)
 - c. The Butternick sewing patterns could be used to test the viability of selling sewing



Mural of Mary with her lambs



Mary Ellen Butternick was a maker of sewing patterns. She was from Sterling and the Town Hall, a former elementary schools bears her name.

paraphernalia by selling such merchandise in a corner of a shop.

- d. A gift shop could be established selling a variety of apple themed merchandise
2. Support the businesses in their exploration of incorporating these themes by promoting them in an online directory and coordinating events around these themes when the merchandise is ready for sale.

Visitor's Center

Lexington, MA



Private Realm



Public Realm





EXAMPLE: Lexington, MA

The Visitor's Center in the Town Center has a wide range of merchandise all inspired by historical features and stories related to the Town's history.



Merchandise related to Lexington's history on sale.

Showcase historic features through **exhibits** across venues, for different age groups and provide information regarding the historic district/properties in an easily accessible way.

Category		Public Realm
Location		Sterling Town Center
Origin		Town Planner and Plan Facilitators
Budget		Low Budget (Under \$50k)
Timeframe		Short Term (Less than 5 years)
Risk		Low Risk
Key Performance Indicators		The number exhibits organized and the number of visitors attending exhibits.
Partners & Resources		Town Planner, Cultural Council, local artists, Historical Commission, Sterling public schools, Senior Center
Diagnostic		While the Town has many historic features and stories, they are not immediately evident and could play a role in attracting people to the Town.
Action Item		Showcase historic features through exhibits (apple orchards, Mary Had A Little Lamb Butterick dress patterns, cider making) across venues, for different age groups and provide information regarding the historic district/properties in an easily accessible way (website, etc.).
Process		<ol style="list-style-type: none"> 1. Identify the various historic features, buildings and stories. 2. Collect any relevant artifacts in Town possession (e.g library) to use in exhibits. Ask residents if they would lend any relevant artifacts. 3. Collect stories and create a website 4. Conduct outreach to organizations that could potentially be interested. 5. Create exhibits (both indoors at the 1835 building, Town Hall and the Library) and outdoors at Memorial Park. Plan related simultaneous exhibits oriented to different age groups. 6. Invest in materials and supplies to support exhibiting artifacts, paintings and photographs.

Creating Exhibits for Small History Museums on a Limited Budget



Public Realm

FIND MORE INFORMATION HERE:

<https://repository.usfca.edu/cgi/viewcontent.cgi?article=1474&context=capstone>

Top 10 tips for a successful exhibition	Top 10 mistakes
1. Good planning and organization	1. Unclear purpose
2. Adequate budget	2. No single person in charge/ no clear lines of responsibility
3. Documentation	3. No budget/ over budget
4. Teamwork	4. Poor communication
5. Good communication and negotiation	5. Leaving everything to last minute
6. Keeping to the schedule	6. Ignoring the small details
7. Clear areas of responsibility	7. Verbal agreements /keeping everything in your head
8. Emergency response	8. No contingency plan
9. Good maintenance	9. Display becomes tired/ shabby/uncared for
10. Legacy	10. Losing interest once the exhibition opens, 'now on to the next one'.

Figure 1. "The successful exhibition" (Matassa, 2014 p.xxiii)



Sterling 1835 Building

Additional Proposed Projects

The Town's recovery from COVID-impacts will depend on both public and private actions. It will be helpful to coordinate these actions so that they have a more significant impact. The following additional projects will help to reinforce the priority projects described in the previous pages.

ADDITIONAL PROPOSED PROJECTS	COMMENTS
Explore shared parking agreements with area banks and churches during off hours.	See Best Practice Sheets in Appendix
Investigate a process to engage landlords to improve their buildings .	
Develop a plan for reuse of the Garry Griffin Building/Sholan Realty (@33 Main St.) including temporary uses in interim.	
Refine Storefront and Sign guidelines and regulations (include façade improvement and sign placement examples).	Explore ways of engaging landlords (not tenants) to improve their buildings by using the recently completed Town Center Design Guidelines.
Investigate direct grants (matching and competitive) to businesses to encourage façade and signage improvements .	
Expand the public park green area in front of the Library building to active and cross-pollinates between that part of the center and the Common stimulating greater activity to retail.	
Increase capacity and build relationships between Town and Sterling Business Association (re-stimulate, reactivate). Engage Chamber of Commerce. Engage consultant to facilitate forums for merchants	
Facilitate businesses to display merchandise outdoors and conduct Sidewalk Sales during Town events and holidays. Investigate permanent outdoor presentations of merchandise. Remove zoning	
Develop a process to permit outdoor dining . Address Alcohol Licensing, ADA, Board of health regulations.	See Outdoor Dining Toolkit: https://www.mass.gov/doc/outdoor-dining-retail-toolkit/download
Explore ways of developing an improved mix of businesses . Identify obstacles, investigate creative incentives.	
Performing arts , and greater activation of multiple Art in the Park programs in Memorial Park, Common and other open spaces.	
Explore a program for pop up /temporary stores at events and open spaces (e.g. Memorial Park).	
Increase the Town's Capacity by hiring a Cultural/Events organizer.	

Potential Funding Sources

GENERAL INFORMATION ON FUNDING LRRP PROJECTS

The American Rescue Plan Act (ARPA) funds will be a primary source of funding opportunity for LRRP projects.

- <https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-funds>
- <https://www.mass.gov/info-details/about-covid-19-federal-funds> <https://www.mass.gov/service-details/covid-related-federal-funds-in-massachusetts-cities-and-towns>

LRRP projects will most likely need to be funded by a "mosaic" of funding sources. Not likely that there will be a "one-stop shop" sourcing at the state level due to recent decisions on how to distribute state level ARPA funds. Local ARPA funding is likely the place for municipalities to look to as a first, primary source. Downtown / Main Street organizations will need to coordinate with their city leaders.

The rules for ARPA funds are that the projects are data-driven, Covid-impact projects.

There are also other (non-ARPA) state programs available.

REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION (REDO) GRANT PROGRAM

The goal of Regional Economic Development Organization³ (REDO) is to support businesses seeking help from the state. Working with the Office of Business Development, these organizations facilitate regional projects that grow businesses and the Massachusetts economy. Their successes attract new employers and foster existing businesses. REDOs have recently received funding that could potentially be used to support LRRP efforts in participating communities. Lawrence is one of these.

SHARED STREETS AND SPACE GRANT PROGRAM

The State of MA's Shared Streets and Spaces grant program has supported 143 communities—from cities to small towns—in testing ideas to improve local outdoor spaces so that people can safely be in public together during the pandemic. The Shared Streets and Spaces Grants Program can be used for outdoor seating, to pilot a road diet or for bike racks. At this stage of the program, extra points are awarded during the scoring process for projects that provide better access and opportunities for school children and elders, to open space and public transit, and in Environmental Justice and 'COVID-19 red' communities

Project Types Eligible for Funding Five types of projects are eligible for the Shared Winter Streets and Spaces grant program:

- **Main Streets**—Making investments in local down- towns and villages by repurposing streets, plazas, sidewalks, curbs, and parking areas to facilitate people- centric activities and community programming.
- **Reimagined Streets**—Prioritizing safe space for people walking and biking by implementing low-speed streets, "shared streets," new sidewalks, new protected bike lanes, new off-road trails, new bicycle parking, new crosswalks, traffic-calming measures, and ADA-compli- ant ramps.
- **Better Buses**—Improving bus riders' commutes through establishing new facilities for buses, including dedicated bus lanes, traffic-signal priority equipment, and bus shelters
- **Shared Mobility**—Supporting the capital costs of new bikeshare equipment to support more people trying cycling.
- **Investments in the Future**—Converting temporary/ pilot Shared Streets projects—including those not funded by MassDOT—to permanent facilities to benefit community members over the long-term.

²Emmy Hahn, DHCD

³<https://www.mass.gov/regional-economic-development-organization-grant-program-redo#:~:text=The%20goal%20of%20Regional%20Economic%20Development%20Organization%20%28REDO%29,successes%20attract%20new%20employers%20and%20foster%20existing%20businesses.>

Potential Funding

MOST UP TO DATE LISTING CAN BE FOUND HERE FOR:

Public Realm: <https://airtable.com/embed/shrh5rVQMbVbpYLKF/tblk00qQMPPM2JPpie>

Private Realm: <https://airtable.com/embed/shrhYPjzJxaDNAnLd/tblk00qQMPPM2JPpie>

Tenant Mix: <https://airtable.com/embed/shrRjd2TKWvkesvB8/tblk00qQMPPM2JPpie>

Revenue / Sales: <https://airtable.com/embed/shrGwkcX0Je00UwDW/tblk00qQMPPM2JPpie>

Administrative Capacity: <https://airtable.com/embed/shrlcJ9EmP9PAW6JD/tblk00qQMPPM2JPpie>

Arts / Culture: <https://airtable.com/embed/shrGt0Q6HzMWergit/tblk00qQMPPM2JPpie>

Examples

Planning Assistance Grants

NAME OF FUND

Planning Assistance Grants

AVAILABLE FOR RRP PROJECTS

Yes

FUNDING SECTOR

Public

AGENCY/ORGANIZATION

Executive Office of Energy and Environmental Affairs

MAXIMUM ELIGIBLE GRANT AMOUNT PER APPLICANT

\$125,000

MAXIMUM ELIGIBLE LOAN AMOUNT PER APPLICANT**ELIGIBLE APPLICANTS**

Municipalities and Regional Planning Agencies

DESCRIPTION/ALLOWABLE USE OF FUNDS

To fund technical assistance and help communities undertake public process associated with creating plans and adopting land use regulations consistent with the Baker-Polito Administration's land conservation and development objectives including reduction of land, energy, and natural resource consumption, provision of sufficient and diverse housing, and mitigation of/ preparation for climate change.

Regional Pilot Project Grant Program

NAME OF FUND

Regional Pilot Project Grant Program

AVAILABLE FOR RRP PROJECTS

Yes

FUNDING SECTOR

Public

AGENCY/ORGANIZATION

Massachusetts Office of Business Development

MAXIMUM ELIGIBLE GRANT AMOUNT PER APPLICANT

\$250,000

MAXIMUM ELIGIBLE LOAN AMOUNT PER APPLICANT**ELIGIBLE APPLICANTS**

Partnerships of municipalities, public entities, or 501(c) organizations

DESCRIPTION/ALLOWABLE USE OF FUNDS

To fund projects that support businesses and communities in stabilizing/growing their regional economy with one or more of the recovery efforts under Partnerships for recovery. no capital-related projects will be funded.

MassWorks Infrastructure Program

NAME OF FUND

MassWorks Infrastructure Program

AVAILABLE FOR RRP PROJECTS

Yes

FUNDING SECTOR

Public

AGENCY/ORGANIZATION

Executive Office of Housing and Economic Development

MAXIMUM ELIGIBLE GRANT AMOUNT PER APPLICANT**MAXIMUM ELIGIBLE LOAN AMOUNT PER APPLICANT****ELIGIBLE APPLICANTS**

Municipalities

DESCRIPTION/ALLOWABLE USE OF FUNDS

The most flexible source of capital funds to municipalities and other eligible public entities primarily for public infrastructure projects that support and accelerate housing production, spur private development, and create jobs - particularly for production of multi-family housing in appropriately located walkable, mixed-use districts.



GRANT PROGRAM OVERVIEW

The Biz-M-Power crowdfunding matching grant program offers small businesses in Massachusetts financial assistance with their acquisition, expansion, improvement or lease of a facility, purchase or lease of equipment, or with meeting other capital needs for the business. Eligible applicants will be empowered to advance their business with an innovative approach to obtaining capital. Through crowdfunding campaigns, these businesses connect with their local residents and stakeholders to advance projects that support economic success and transformation for their business and in their communities. This program is funded by the Commonwealth's Operating Budget for Fiscal Year 2021.

Preference shall be given to low to moderate (LMI) brick-and-mortar small businesses owned by women, minorities, immigrants, non-native English speakers, U.S. military veterans, disabled individuals, members of the LGBTQ+ community, and businesses operating in Massachusetts Gateway Cities.

<https://www.empoweringsmallbusiness.org/bizmpower>

Appendix



STERLING CULTURAL CENTER SME CONSULTATION

By: The Musicant Group for the Town of Sterling

To: Daphne Politis

From: The Musicant Group

Re: SME Consultation for Sterling Cultural Center

Thank you for the opportunity to work with you and the Town of Sterling on the Cultural Center initiative. Our notes and recommendations are below. Please feel free to contact us if you have any questions or would like to work with The Musicant Group further on implementing any of these recommendations.

Recommendations

Mission Statement and Goal

Define the goals and the Mission of the Cultural Center - 5-10 years into the future, what do you see happening in the center? Develop a brand and mission. Not just what the space *is*, but what the space *contributes* to the community.

Define the key personas of people who you want to attract to the space - People should be at the core of your plans. Understanding who will be coming here will drive your decisions and help you define your programming goals.

Ask the community what they want to see and contribute - Sterling has an interesting history and highly educated residents. Tap into not only what they want to see happen in the space, but also encourage them to think of ways they can contribute to the programming.

- Allow residents to tour the space and help them to envision its future.
- Consider a history exhibit, with photos of how it was used in the past (and possibly computer-generated images of how it could be used in the future).
- Look to community organizations or individuals to set up programming series (a monthly “TED Talk” type of event is a good example for this). This can ease the burden for you as get a person on board to handle programming long term.

Funding

Revenue Generation - This space and the nearby park has the potential to provide venues for organizations and existing events within the community. This can support adding additional funds to the programming budget, or support offsetting costs and overhead such as funds for the management role/entity. We have found success with building a robust use of space in establishing specific rates based on the entity asking.

- **Non Profits:** Typically free use or deeply reduced rates support ongoing activation, build relationships, and support existing work being done in the community.
- **Community Organizations:** Neighborhood associations, schools, libraries and other community based entities who might be interested in crafting community events around their missions. Usually a nominal fee is requested for these entities.
- **Government/Educational Entities:** Typically these entities have a budget for space allocated for events, a preferred rate is usually established within those guidelines to support their use of space and to maintain critical relationships.
- **Private Use:** These events usually pay full value for the use of spaces. A discounted rate, or inclusion might be a part of leases for private companies who are adjacent to the space.

Other Funding Sources - Private family foundations could be a source of funding along with grants such as MA Development grants. Partnerships with nonprofit organizations who might have secured funding for the production of an event or series could also be a great way to maximize their grant, support relationship building, and fill out the programming calendar.

Staffing and Management: short and long term

Scale & Frequency - Consider the scale and frequency of the events they have produced before. Having a clear vision for how many you are looking to produce will support right sizing the RFP for a management entity. Layering a combination of event styles can support a variety of experiences, relationships, and pilots to gauge interest. The frequency as well as the proper mix of events is something that is supported by community feedback, partner engagement, and funding streams as well as the capacity of this role. Consider that events could happen either in the Cultural Center or the park, or you could have larger events that combine the two locations.

1. **Large Scale Events:** 9-12 months of planning, targeting 700+ attendees.
2. **Signature Events:** 4-6 months of planning, targeting 300-500 attendees.
3. **Pop-up/Pilot Events:** 3 months of planning, targeting 100-250 attendees.
4. **Activations:** 1-2 months of planning, targeting a casual encounter for up to 150 attendees.
5. **Self-Service Use:** Facilitating use of the space and providing materials and reducing barriers for individual or more private experiences with visitors between more formalized events.

Communications - Social Media, marketing, writing, and a good eye for design are helpful in this role being able to create supportive materials to attract sponsors, solicit Press coverage, and support community engagement in the digital space.

Community Relationships - Established relationships can be a boon to early programming. Being able to leverage connections they already have within the community supports the ability to bring events to scale more easily than someone who needs to build relationships at the same time.

Measuring Success - Having clear measurements of success such as those outlined below will support finding the right candidate for this work:

1. Producing two signature level events within the first year
2. Grow community association partnerships
3. Build buy in and engagement with area restaurants
4. Continue to build the relationship with Prova organizers and build on their success
5. Developing two key sponsor relationships
6. etc.

Recreation & Cultural Activities Manager - New Hire - We've found success in developing a Position Description that focuses a role for the next 6-months and is revisited every 3-6 months for the first year. This process might also help refine and right-size the role based on feedback from event participants, the community's stated needs, and supporting the development of what this space can be for Sterling! (See the Resources section for a position description we used for a recent Event Manager hire.)

Staffing Models - There are several ways one can bring a position forward which all have benefits and drawbacks to consider. We've outlined a few of these below:

- **Existing Staff** - adding the management and programming of this space to existing staff.
 - Pros: *Institutional knowledge exists, they have longevity of employment, and they own existing relationships.*
 - Cons: *Capacity of the team might be fully tapped, losing or shuffling teams can create confusion with external relationships.*
- **City Hire** - hiring a position through the City of Sterling whose function is the management and programming of this space.
 - Pros: *Institutional support, direct funding, weight of city support can help develop new relationships, and ease the burden in establishing new partnerships.*
 - Cons: *Departmental shifting can create barriers to developing systems and best practices, existing approval structures might not support as much flexibility as would be beneficial, no distance created for pilot programs.*
- **Third Party Contractor** - hiring a third party to manage and program the space in collaboration with you.
 - Pros: *As experts in the work being done there is a much faster onboarding process, they can quickly develop and execute a plan, they create distance for pilot programming, and support*

a robust launch, and leverage industry best practices including gathering metrics to guide future programming.

- *Cons: Contractors set their own parameters and may not return year over year, institutional knowledge or relationships developed live with an external contact, project efficiencies can be considered proprietary and would need to be included in your scope.*
- **Council Model** - similar to Rice & Larpenteur Alliance, a council of stakeholders supports the work financially as well as with managing the space and objectives.
 - *Pros: Distance created from the city which can support pilots, funding can be derived from multiple stakeholders, positions the role as liaison between stakeholders, creates a single unified point of contact, shared responsibility and resources creates community buy-in.*
 - *Cons: Funding can be more complex along with relationship management; coordination is key and an ongoing process.*
- **Hybrid Model** - bringing in a third party for the first year or so, and then transitioning to a different entity. Use existing staff for building relationships in the community and scheduling the event series; use the management entity for the details of all event coordination.
 - *Pros: Supports establishing systems and best practices, quick and efficient execution of a plan, distance from the city to support pilots, and garnering metrics and feedback from the community to better understand the desired use of the space.*
 - *Cons: Transition needs to be considered and managed in order to preserve the relationships developed (primarily with vendors) in the pilot year, funding might need to switch sources in the transition as well.*

COVID Connection

While the pandemic continues to be a barrier to the comfort and safety of gathering people in space, we've had successful activations that follow best practices and CDC guidance. Leveraging outdoor activities, encouraging limited capacity, masking and social distancing are all powerful tools in creating comfortable events.

Consider Giveaways that are safety related such as hand sanitizer and masks, and have those available at any event where people are gathering.

Hybrid Events where there are multiple ways for people to engage in an event creates the option for people to self select and be connected without sacrificing safety. Consider accessibility when developing these hybrid functions as well as the experience you are creating in the virtual space. What would you want to have as a participant? How does it connect to the goals of the experience you are creating in person?

Leverage the great outdoors and start with the Park! Outdoor events, even in the winter, can be great ways to connect safely and build community. We've had great success at Wayzata's Panoway around winter-time activations. (*See the resource section for a toolkit on winter activations.*)

Let the presenter/partners lead on the parameters they feel safest. Have a line that works for the events you produce, but if a partner wants to see more restrictions, follow their lead and keep the focus on community showing up for community by valuing the comfort and experiences of others.

Getting Started

The most important part of getting started is to get started! Tackling what you can easily produce with limited resources and lift will support filling the space, piloting ideas, and garnering community feedback!

Build out of additional FFE - You don't need to fully build out the space right away. Create partnerships with other organizations to borrow items in the beginning. A church is a good source for chairs and tables.

- Consider partnering with local businesses and organizations for in-kind support by borrowing items you might need for producing an event.
- Make it clear to those presenting or partnering with you that items such as tents and tables should be provided by participants. This is common, and while it can be a barrier to some, being clear and open about your capacity to provide these items helps identify when it's time to rent or purchase them.
- Consider purchasing after you have rented an item twice. Typically once you have rented an item two or three times, you have essentially paid for it.
- Only buy what you need to use to control acquisition. For example, if an event has a need for 10 chairs, and you think that's something you will use again, consider ordering 10-12 chairs, but don't invest in 200 out of the gate. Purchase again, when you have an event that needs more than 12 chairs.

Build community support with BYO event seating such as chairs, blankets, food, etc. to the outdoor spaces. This not only creates community buy-in with participation, but also buys you time to pilot a few ideas and thoughtfully consider what kind of FFE best supports the events your community wants to see.

Leverage partnerships to support events, specifically volunteers for staffing events, additional promotion and for supporting feedback and testimonials to help develop and guide the programming and brand of the space.

Coworking Space is a great way to make use of your lower level spaces. Pitching these as quiet alternatives to work from home situations helps support your community of remote workers and students!

Developing Programming

During our discussion several programming ideas were discussed. We've captured those here as a list to support future brainstorming around programming. As with any community driven programming,

it's best to move forward with the events that best support the experiences your community is looking to have.

- Butterick Pattern Fashion Show
- Festival Event around the history (Mary Had a Little Lamb - wool, spinning wheel)
- Cidering fest experience tied to Women in history and their role in community
- Cultural/Historic programming that highlights Sterling's unique position
- Temporary exhibits from local, regional, and touring artists
- Meetings for the town that include public sector and private entities
- Co-programming with the library
- Co-working space (Sterling Business Association is losing momentum)
- Component of a municipal office
- Prom/Homecoming dance locations
- Folk concerts
- Monthly TED-style talks from area experts

Create an ongoing dialogue between you and the community about what experiences they want to see/do in the place. We've found that accessible surveys can help garner feedback post event. Leveraging technology such as QR Codes also support more immediate responses from a different demographic than post event follow ups. How does the public connect with you? How do you report back to the public? How can you use this information and sharing this information to generate excitement about what's coming?

Repeat use patterns such as frequency (weekly, monthly, quarterly) and activities (talks, concerts, markets) will simplify the planning and marketing process and help develop best practices.

Consider what happens in the space between events. Will the building be open to the public? Are there static exhibitions? Regular meetings? How does this connect with some of the co-working and meeting space ideas? Are there regular hours of operation, visitation, office hours for staff?

The Musicant Group's Program Model is a proven tool used in design processes from public park planning to commercial development to reflect and carry forward specific community needs while maintaining flexibility in implementation. The Musicant Group's Program Model includes defining what the key experiences are that the communities and clients want to experience and support, combined with a variety of large and small-scale design, furnishing, programmatic, and operational strategies to deliver them. The Program Model thus serves to help the client and overall project team achieve the desired uses amidst the constant tradeoffs that must be made during the design process.

A program model translates the desires of the community and the physical opportunities presented by the site into a set of experiences and activities that visitors should be able to have at the future park. These activities, called Program Experiences, serve three major functions.

1. To provide a guide to the design team around what elements they need to put in the park in order to support the Program Experiences

2. To serve as a tool for the community to evaluate the different design concepts by showing how each design prioritizes different activities and experiences
3. To guide and shape the ongoing staffing, events, activities, and temporary structures within the park once it is open. While the design of the space is critical, much is also determined by ongoing operations

Resources

The Musicant Group - Friendly Storefronts Toolkit - <http://www.musicantgroup.com/free-ideas.html>

This toolkit provides ideas for activating occupied storefronts, but the tactics for tactical improvements are applicable to pop up spaces too!

The Musicant Group - Covid Response Toolkit - Winter Strategies - <https://drive.google.com/file/d/18jLT3dA54aEZaxUeHCripr5smJwmKrT7/view>

This toolkit provides ideas for activating spaces in the winter, with particular emphasis on Covid-related safety.

The Musicant Group - Best Practices Shared: Panoway, Rice + Larpenteur: Activation and Retention in a Suburban Multicultural District - <https://drive.google.com/file/d/1OAVKRTX0gJ4-JaVlesBnsjekHle6V6Ep/view?usp=sharing>

This prior presentation provides a case studies of Wayzata Panoway and Rice & Larpenteur which demonstrates management of public spaces, funding and ongoing support which utilizes several of the outlined strategies. The Rice & Larpenteur Alliance is a third party entity that is funded by allocations from all three cities as well as grant support. Both Wayzata and Rice & Larpenteur contracted our services to program their public spaces.

The Musicant Group - Events Manager Position Posting - <https://drive.google.com/file/d/1HBqjh2SQA0pSwoMdsVPkhOYyZucDy5pp/view?usp=sharing>

This is the posting we used during our search for a similar position. It's an example of how you might consider developing your own posting should you decide to move forward with a direct hire.

Project for Public Spaces - Get Funded: Tips for a New Era of Placemaking Philanthropy - <https://www.pps.org/article/get-funded-tips-for-a-new-era-of-placemaking-philanthropy>

This article provides ideas for getting started with attracting private dollars to your public space project.

Celebrity Series of Boston - Public Performance Projects RFP -

<https://celebrity-series.s3.amazonaws.com/files/resources/covid-19-update-rfq-celebrityseries-2020.pdf>

This RFP represents a more local example of soliciting pop-up activations and performances connected to the vision and mission of a place. This could serve as a good base to pull from when constructing your RFP.

Our Streets Our Spaces - RFP for New York City -

https://www1.nyc.gov/assets/fund/downloads/pdf/OurStreetsandSpaces_RFP.pdf

This RFP represents an example for soliciting smaller activations with grant funding to support activating public spaces in New York City.



Strategy Guide for Activating Public Spaces





Provided by SME Consultant

Central Massachusetts Regional Planning Commission

Location

Worcester, MA

Origin	CMRPC
Budget	 Medium
Timeframe	 Medium Term
Risk	 Medium Risk
Key Performance Indicators	Communities will have realistic action plan for easily permitting commercial and community activity on a range of public spaces
Partners & Resources	Regional Planning Agency, Municipal Planning Boards and Staff

Action Items

1.0 Background and Baseline Research

- 1.1 Inventory of public spaces (public and private): Identify the location and basic characteristics of all public spaces within the study area, including access, ownership and suitability for public activities
- 1.2 Inventory of existing permitted activities and processes : Review all processes for issuing of permits for public and privately organized events within public spaces
- 1.3 Stakeholder Identification and Outreach: Identify and solicit feedback from organizations, companies and individuals that have in the past held public events or showed interest in holding public events within the town or study area
- 1.4 SWOT Analysis : Analyze potential opportunities and challenges around utilization of public spaces
- 1.5 Case Studies and Resources: Research similar communities in the state and region and create a catalogue of realistic, achievable activities

2.0 Community Input

- 2.1 Municipal Listening Session(s): Solicit feedback on existing processes, paying special attention to what has worked, where friction points may be
- 2.2 Community / Stakeholder Listening Session(s): Solicit feedback from community stakeholders on opportunities and challenges
- 2.3 Summary of Community Feedback: Summarize all community feedback and develop recommendations for reducing friction points

3.0 Strategy Guide Development and Review

- 3.1 Summary and analysis of existing processes
- 3.2 Opportunities and Challenges
- 3.3 Case Studies
- 3.4 Recommendations for streamlining the permitting process
- 3.5 Review all recommendations with municipality and incorporate recommended edits

Process

1. Outreach and background research
2. Develop draft materials and visuals
3. Municipal review and revision

Streamlining Special Event Permitting



Provided by SME Consultant

Pioneer Valley Planning Commission

Location

Osceola County, Florida

Origin	Massachusetts Association of Regional Planning Agencies, Osceola County (FL) Board of County Commissioners Community Development Department
Budget	 Low-cost, municipal staff engagement
Timeframe	 Short-term, may require changes to municipal review processes
Risk	 Low risk
Key Performance Indicators	Number of permits reviewed and issued, length of permitting and approval process
Partners & Resources	Municipal departments, to include, but not limited to Planning, Police, Fire, Building, DPW, and Health, and Town/City Administration; DLTA funding to assess permitting
Diagnostic	<p>The COVID pandemic has unleashed creativity and permissiveness in municipal special events permitting that cities and towns want to hold onto as society opens up. Elements to be retained include easing the burden of applying for permits and making sure costs reflect the amount of effort necessary to process the permits and do not result in inequitable access by different groups.</p> <p>More efficient and easier permitting processes can lead to quicker turn-around and peace of mind for those organizing these events for the community. Streamlining event permitting can help agencies organizing events to use their resources more efficiently and will result in better events when permitted on a singular parcel as zoning dictates.</p> <p>The following example is a regulatory process taken from Osceola County in Florida that employs best practices for special event permitting: a central repository for application with the ability to submit electronically and follow the permit review process via electronic permitting. Review processes are done transparently and discussed at routinely scheduled meetings in conformance with the local government's regulatory codes.</p>

Action Item

In order to streamline your permitting process, the municipality should review its permitting powers: who reviews and approves, how much does the permit cost, is there an appeal procedure, etc.

The following Best Practices can be used to improve communication between stakeholders and the community about the local permitting process for special events. For this best practice, the Osceola County Board of County Commissioners utilizes these techniques to ensure an expedient, open permitting process for their special events.

- Single Point of Contact
- Users' Guide to Permitting with Permitting Flow Charts & Checklists
- Clear Submittal Requirements
- Concurrent Applications
- Combined Public Hearings, if needed
- Pre-Application Process
- Development Review Committee (DRC)
- Regularly scheduled inter-departmental meetings
- Physical proximity of professional staff to review

These best practices apply to streamlining special event applications that are allowed in specific areas of a community. In most cases, the zoning district would dictate the type of uses allowed in a community. This particular example permits special events as a type of use in commercially zoned areas and have a limitation of occurrences per calendar year.

Process

As listed above, streamlined permitting can be realized if a municipality explores the concepts below. Not only has COVID maybe expedited these processes, but it has likely created a more permanent change in the ways municipalities interact with special events.


1. Single Point of Contact. The Community Development Department was the repository for the initial application and would determine if requirements were met leading to the scheduling of a Development Review Committee Meeting.
2. Users' Guide to Permitting and Permitting Flow Charts and Checklists. If a community already has a product like this, the process for permitting for special events can be incorporated into the existing guide. As the government provided an electronic permitting system, following the flow of the permit was easy for the applicant to see what either was missing or if a staff review had occurred.
3. Clear Submittal Requirements. Special event permit applications required documented permission from the property owner, site plan, photos, proof of insurance, and a narrative description of the event. Other documents would be required if necessary.
4. Concurrent Applications. Other required application permits, and their approvals, would need to be furnished as part of the permit approval process. The communication internally would be to ensure those permit approvals were occurring with the County Health Department or Public Safety, if necessary.
5. Combined Public Hearings, if needed. This was not a likely occurrence due to the local regulation, however, concurrent approvals would occur at a designated meeting of the local Development Review Committee.
6. Pre-Application Process. The point of contact for the process was the specific department staff person who would be able to address outstanding issues and questions regarding the permit requirements.

Process (Continued)

Development Review Committee. The administrative approval of the DRC would occur either through a consent agenda or if pulled to be addressed publicly. The DRC included DPW, Buildings, and Planning/Zoning. The Departments of Public Safety and Health and the School District are often attendees at these meetings.

Regularly scheduled inter-departmental meetings. These meetings kept the issues of the specific special event permit in the County's pipeline of coordinated reviews.

Physical proximity of professional staff to review. The County Administration Building housed all departments. The housing of all departments in the building allowed for a One-Stop shop of sorts. Like with other permitting, increased the ability of interdepartmental staff communications with applicants and each other.

	<h3 style="text-align: center;">Osceola County Special Event Application</h3> <p>Osceola County Board of County Commissioners Community Development Department 1 Courthouse Square, Suite 1400 Kissimmee, FL 34741 Phone: (407)742-0200 Specialpermits@osceola.org</p> <p style="text-align: right;">Application No.: _____ Date Received: _____</p>
<p><u>Submittal Checklist</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Property Owner Authorization <input type="checkbox"/> Proof of Ownership <input type="checkbox"/> Legal Description <input checked="" type="checkbox"/> Narrative describing the event in detail. Including: <ul style="list-style-type: none"> • Sounds which will project beyond the property lines. • Vehicular Traffic and parking <input checked="" type="checkbox"/> Site plan showing: <ul style="list-style-type: none"> • Lot Dimensions, • Location of Special Event (with all details of set-up), Setbacks of set-up from property and right-of-way lines, Driveways, identifying parking and access, roads, tents, signs, portable toilets, and any other structures and setbacks from property lines and any other existing site improvements <input type="checkbox"/> Application Fees \$620.00 	<p>In accordance with Chapter 3, Article 3.8, Section 3.8.1.O of the Osceola County Land Development Code, authorization for a Special Event is issued to:</p> <p><u>Applicant</u></p> <p>Name: _____</p> <p>Agent/Lessee: _____ Tax ID# _____</p> <p>Address: _____</p> <p>Email: _____ Phone: _____</p> <p><u>Event Details</u></p> <p>Address of Event: _____</p> <p>Parcel Number: _____</p> <p>Dates of Event: _____ Hours: _____</p> <p>Event on County property? Yes (<input type="checkbox"/>) No (<input type="checkbox"/>) If yes provide liability Insurance. The insurance shall have a limit not less than \$1 million per occurrence for the general aggregate.</p> <p>_____</p> <p>Details of Event: (a narrative may be attached to describe the event in detail.)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

An application like this existed both as a fillable paper version and electronically at the county's permitting website.



Developing storefront guidelines to energize downtown




Provided by SME Consultant

Mark Favermann, Favermann Design

Location

Everett, MA

Origin	Mayor, City of Everett
Budget	 Low - \$35,000 for design fee + program to subsidize implementation for \$25,000
Timeframe	 Short- 10 -12 months
Risk	 Low
Key Performance Indicators	Level of participation by landlords and merchants
Partners & Resources	City of Everett, Everett Building Department and Community Development Department, and landlords and merchants.

Diagnostic

The City of Everett is a primarily working class community just north of Boston. It has a large share of Brazilian, Latino and Italian first- and second-generation residents.

In the last few years, a very large casino has located there that gives the city some needed donations and fees for public improvements. There are two major retail enclaves in Everett: Everett Square and Glendale Square.

Everett Square, the larger of the two, is the traditional downtown where the public library and City Hall and many amenities are located.

Stores and restaurants are primarily locally-owned, family enterprises. Only a minority of Everett's business are national or regional chains.

In a bid to encourage the appeal of Everett's downtown to outside visitors, the year before the Pandemic, the Mayor directed the Community Development Director to create a framework to better guide merchants in enhancing their storefronts. A subsidy grant program was being developed to encourage merchant and landlord participation.

The Mayor also felt that a more restricted approach to storefront design be adhered to with similar sign details and limited awning colors. A study was commissioned to develop Guidelines for Signage and Storefronts. Following this, the guidelines were to be translated into the City of Everett's Building Code.

Action Items

- Photo-documentation of all commercial blocks and stores in both Everett Square and Glendale Square.
- Creating a panoramic view each block showing "existing" and "proposed."
- Thorough review of existing storefront improvement programs throughout the United States and Canada to recognize applicable precedents and best practices.
- Development of a City of Everett Guidelines format while exploring various cases for refinement and review.
- Drafting distinct pages referencing individual aspects of storefronts. These included wall signs, blade signs, awnings and window treatments.
- Review the drafted pages with Everett's planning staff, Building Department and representatives of the Mayor's office.
- Final approval of Storefront Guidelines.



Everett Square

Applicable Commercial Areas

The Everett Storefront Sign and Design Guidelines are applicable to any storefront located in the Everett Square neighborhood and the Glendale Square Neighborhood.

Everett Square

Everett Square is a prominent commercial corridor in the city center running along Broadway Street between Hancock Street in the north and Revere Beach Parkway in the south. The center of Everett Square is at the intersection of Broadway and Chelsea/Norwood streets.



The high number of vacant storefronts contributed to lack of vibrancy downtown.

Process

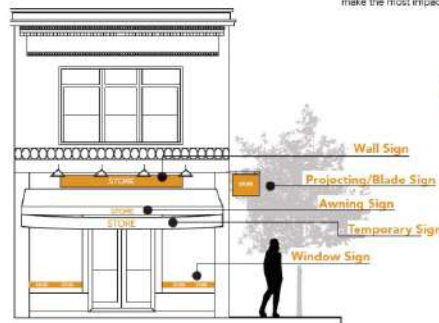
- Extensive research of other cities and towns guidelines and procedures.
- Based on best practices, create easily understandable illustrated storefront component pages that reference City of Everett regulations.
- Establish storefront element criteria through including specifically referenced dimensions, materials and placement.
- Photo-document good and bad examples of storefront elements.
- Create a City of Everett color pallet.
- Show by illustration approved and not approved ways of applying storefront elements.
- Circulate among town staff the drafts individual guideline pages for review and refinement.
- Organize whole Storefront Guidelines set of pages.
- After completion of Storefront Guidelines, during the Covid-19 shutdown, work with the Building Commission to rewrite Everett's Building Code to reflect the clearer storefront criteria.
- Others involved in the rewriting of Building Code include the city attorney and community development director.
- This sentence by sentence intense exercise gave focus to the Building Code while doing away with unnecessary zoning code criteria
- This Collaboration made a tedious set of tasks quite reasonable to complete.
- This process allowed an opportunity to address sign issues throughout the City such as non-conforming uses, public/private garages, etc..

Signs

Signs

Business signage is a very critical element to the storefront. Not only does it provide a first impression to customers, but it also helps convey the business' brand and character.

Signs should clearly communicate the business name, but not be overwhelming. The average person can only process four to seven words while passing by. Therefore keeping text and graphics to a minimum will make the most impact.



City Ordinance/Regulation:
Section 15.54b) of the City Ordinance further regulates the number and size of signs. See Technical Requirements for more information.

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Signs and Technical Requirements

Awnings

Awnings can be a great addition to a storefront. Not only can they provide an area for signage, but they also help provide a visual cue on where the entrance is located. Awnings also provide shelter for customers in inclement weather and also provide shade for store items being displayed in the window.

City Ordinance/Regulation:
City Council Rule 74.B further regulates awnings.
Awning signs are also further regulated in City Ordinance Section 12A.



Awning Signs - Material

Awnings should be a solid color and made from a fabric or canvas material. Shiny, high gloss or translucent materials should be avoided.

Lettering and material should be consistent for all awnings on the same building.



This fabric awning is NOT shiny, high gloss or translucent. The awning frame also matches the black fabric.

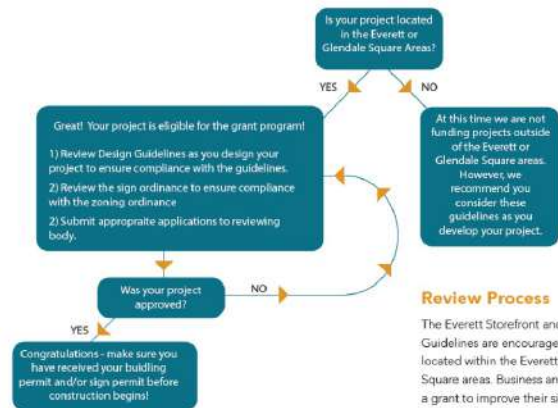


This awning is made of shiny vinyl and is not encouraged.

The block party was a near-term, easy action item in the overall implementation plan and was intended to support a good image for this area of the downtown and set up for larger and longer-term action items such as building redevelopment, wayfinding, and business recruitment for ground floor spaces.

Process- Strategic Decisions

- City of Everett deciding to create storefront guidelines
- Building Commission desiring to match new guidelines to City's Building code.
- Creation of a digital set of storefront criteria for use by merchants, landlords and fabricator/installers.
- Use of panoramic photo-montage to establish existing conditions.
- Use of photo-montages to act as baseline show proposed conditions using new storefront criteria.
- Collaboration between strategic City departments for ownership of the guidelines and shared development of the review process for design and grant applications.
- Creation of easily understandable and illustrated storefront criteria.



Review Process

The Everett Storefront and Facade Design Guidelines are encouraged for any storefront located within the Everett Square and Glendale Square areas. Business and property owners seeking a grant to improve their signage or awning shall demonstrate compliance with these guidelines and any applicable zoning regulations. This flow chart is meant to help you understand the process to get your project approved.

Review Process and Grant Application

Everett Square

Before



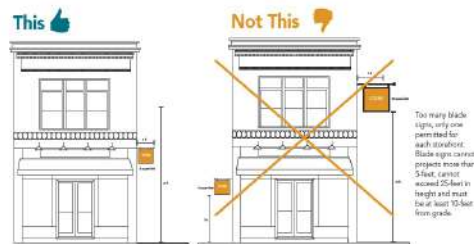
After





Projecting/Blade Signs

Projecting/blade signs should be limited one to a business entrance and should not contain more than two faces. To maintain the pedestrian feel of the corridor, projecting blade signs cannot project more than 5 feet from the building or be larger than 8 square feet. The sign should also not be placed higher than the following (whichever is the lowest): 25 feet above grade, the top of the sill of the first level of windows above the first story, or the height of the building at the building line.



Signs and Technical Requirements

Wall Signs

Wall Signs - Height

The top of wall signs should be higher than any of the following, whichever is lowest:

- 25 feet above grade;
- top of sills of the first level of windows above the first story; or
- the height of a building at the building line

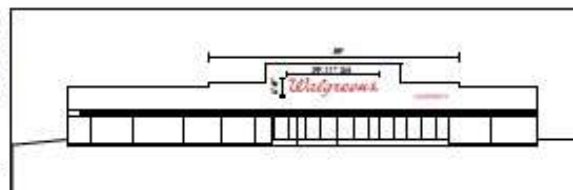


Everett MA Signage Case Study

The following depicts how signage is applied based on current and proposed regulations. The proposed regulations are depicted in Example 2. However, two additional renderings were provided to show alternative sign sizes.

Example 1
Allowed Under Current Regulations
Based on Sign Permit Documentation
Max Sign Size = 395 (158ft x 2.5 = 395, per sign permit)

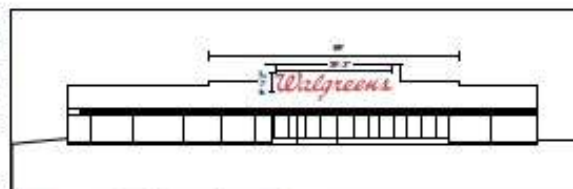
Main Sign As Shown = 199.77sf



Note - square footage is split up between the two signs "Walgreens" & "Pharmacy"

Example 2
Proposed Regulations
4 square ft per linear foot of wall which pertains to the sign, for facades set back more than 100 feet from the centerline of the road
Max Sign Size = 356 sf

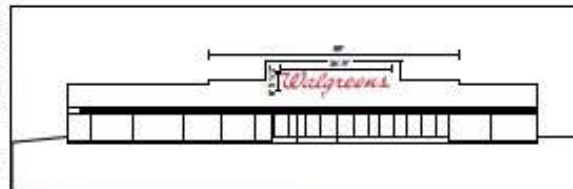
As shown = ~ 354 sf
Dimensions = 39.25' x 9.04'



Note - proposed regulations would not permit two wall signs on the same facade, therefore this example using all allotted sign size to the single wall sign.

Example 3
Comparison
3.5 sf per linear foot of wall which pertains to the sign, for facades set back from than 100 feet from the centerline of the road.
Max Sign Size = 311.5sf

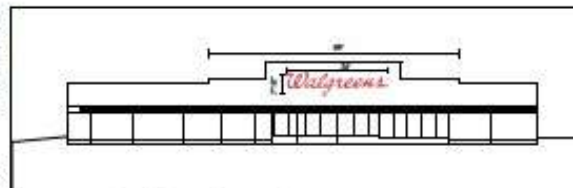
As shown = ~311.12sf
Dimensions = 36.75' x 8.47'



Note - proposed regulations would not permit two wall signs on the same facade, therefore this example using all allotted sign size to the single wall sign.

Example 4
Comparison
3 sf per linear foot of wall which pertains to the sign, for facades set back from than 100 feet from the centerline of the road.
Max Sign Size = 267sf

As shown = ~266.30'
Dimensions = 34' x 7.83'



Note - proposed regulations would not permit two wall signs on the same facade, therefore this example using all allotted sign size to the single wall sign.

FAVERMANN DESIGN | DECEMBER 2019



Gove Street Crossing: Pop-up Park + Plaza



Provided by SME Consultant

Civic Space Collaborative

Location

East Boston, MA

Origin	Friends of the Mary Ellen Welch Greenway and Boston Society of Landscape Architects (BSLA)
Budget	 <p>Low (\$16,000 in total from Barr Grant: \$6,000 for materials, \$10,000 BSLA design competition and project management. \$20,000 pro bono time from Toole Design)</p>
Timeframe	 <p>Short Term (<5 years) – October 2018 to June 2019</p>
Risk	 <p>Low Risks (temporary installation, low-cost materials)</p>
Key Performance Indicators	Participants at events, increase in the number of people sitting on the Greenway and picnic, positive comments from greenway visitors, and excited youth walking to school.
Partners & Resources	Friends of the Mary Ellen Welch Greenway, Greenway Council, Boston Society of Landscape Architects (BSLA), Toole Design, Boston Parks, City of Boston's Public Realm Director, East Boston Public Library, Krina Patel (artist), Zumix (music onsite), and volunteers
Diagnostic	<p>This project happened prior the COVID-19 pandemic, although planning and installation would be possible while still maintaining appropriate guidelines for public health.</p> <p>Painting the asphalt, planting annuals in the containers and perennials, and building the benches were all COVID-19 friendly activities since people were able to social distance and/or work in small groups.</p> <p>Over the past year, we saw important open space in our communities is for both physical and mental health, with parks being one of the few places where people could meet up safely outside. The pop-up park and plaza activated the Greenway using tactical urbanism and placemaking. As a result, the Greenway became even more of a destination and provided passive forms of recreation, which did not previously exist. In addition, the Greenway was transformed into an exciting place for people, and especially for children. As part of the installation, mini-libraries were filled with children's books and toys and were very exciting for the kids to discover when they went to school on Monday morning. With everyone spending a lot of time in their neighborhoods this past year, it is important to make spaces a little more exciting.</p>
Action Item	<p>The Friends of the Mary Ellen Greenway (FoMEWG) worked with the Boston Society of Landscape Architects (BSLA) to host a design competition for the Gove Street section of the Mary Ellen Greenway. A 12-member jury selected Toole Design to work on a seasonal installation.</p> <p>Over three months, Toole Design worked to refine the design by engaging East Boston residents. The final design and project included:</p> <ol style="list-style-type: none"> 1. a pop-up plaza on Gove Street next to a residential apartment building, and 2. a seasonal installation on the Greenway. <p>Both designs included a pavement graphic and seating. The FoMEWG hosted several programs at the pop-up plaza.</p> <p>This project was funded by a Barr Foundation grant to the Friends of the Mary Ellen Welch Greenway</p>



Gove Street Crossing: Pop-up Park + Plaza site plan. [Site Design: Toole Design]

Process

Design Competition

- **Design Challenge:** FoMEWG worked with BSLA to host a design competition for the Gove Street section of the Greenway. Eight entries were submitted that included both long and short-term ideas for the Greenway at Gove Street. The full set of design entries can be viewed at <https://marvellenwelchgreenway.org/2019/03/27/bsla-design-challenge-entries/>.
- **Design Selection:** The entries did not include the names of the individuals or firms in order to ensure a blind judgement of the designs. The 12-member jury of East Boston residents selected Toole Design to work on a seasonal installation. The final design was selected since it successfully active the spaces, greatly enhanced the east / west connections used by students, incorporated community engagement into the design process, and the materials were also in Spanish.

Pop-Up Installation Planning + Design

- **Planning + Design:** Over three months in Spring 2019, Toole Design worked to refine the tactical short-term installation by engaging East Boston residents and FoMEWG. The design was shared at the monthly Greenway meeting, and the Project Team engaged youth at the East Boston Public Library. The final tactical design with pavement graphic and seating including:
 1. a pop-up plaza on Gove Street next to a residential apartment building, and
 2. a seasonal installation on the Greenway.



Toole Design laying out the design before volunteers arrive



Working on an active Greenway and volunteer recruitment for people walking or biking by



Gove Street one week pop-up tactical plaza

Process (Continued)

- **Approvals for Boston Parks:** The Project Team met with Boston Parks to review the proposed design, and Boston Parks was asked to weigh in on the seating structures and painting before the design was final. The FoMEWG submitted a “Small Projects Form” outlining the proposed project, its design, and maintenance plan for Parks to review and approve.
- **Approvals from Boston Transportation Department:** The Project Team met with the City of Boston’s Public Realm Director to discuss the plaza concept. For the one-week temporary plaza installation, the project team applied for a 1-week event permit and posted “No Parking” signs.

Implementation

- **Material Acquisition:** In June, the project team acquired the materials from nurseries, lumber yards, the hardware store, and ordered the bistro sets online. These items were transferred to the site in East Boston upon procurement.
- **Installation:** Toole Design staff worked to build the exchange benches off-site and then assisted the benches on site. The Project Team planned for two installation days, which included a Saturday. Toole Design outlined the pavement graphics prior to volunteers arriving each day. Volunteers painted the pavement graphics on the Greenway and plaza, planted plants in the planters, and placed the seating. Lunch was provided to the volunteers.
- **Programs:** The FoMEWG hosted several programs at the pop-up plaza, including music in the evenings by local musicians, a piñata party with a local artist, Krina Patel, and games for children. Later in the summer, the Friends and Toole Design lead a bike ride for the LandLine Coalition, a group working to connect community paths and greenways in the Greater Boston region.
- **Removal:** The one-week pop-up plazas were removed, and the chairs and tables were relocated to the seasonal Parks installation on the Greenway. In the fall, the Parks installation with the benches were removed and put into storage for the winter.
- **Re-Installation:** In Summer 2020, the benches and Adirondack chairs were placed in the Parks section of the Greenway.



View from Bremen Street towards the Mary Ellen Welch Greenway, exchange benches with cases and planters



Gove Street Crossing: East Boston Greenway signage and temporary benches



Pinata Party planned by artist Krina Patel at the pop-up plaza



Create a way-finding system to help reinforce the downtown experience






Provided by SME Consultant

Mark Favermann, Favermann Design

Location

Wakefield, MA

Origin	Town of Wakefield
Budget	 Medium-- approximately \$80,000 (kiosk only; additional elements to cost \$30,000)
Timeframe	 Short -- planning and implementation in 3-1/2 months
Risk	 Medium --political will, lightning caused devastating fire, unjustified NIMBYism and lack of community transparency
Key Performance Indicators	Continued use by visitors and residents
Partners & Resources	Wakefield Main Streets, Town of Wakefield, Mass Legislature, Wakefield Police Department, Wakefield Public Library, Wakefield Historical Commission and Wakefield DPW

Diagnostic

The Town of Wakefield is a north of Boston middle-income suburban community. Most residents work outside of Wakefield and commute to work. There are two MBTA Commuter rail stations in Wakefield—Wakefield Center and Greenwood.

There was no universally accepted brand or wayfinding system for the Town of Wakefield.

On the edge of Wakefield Center, Lake Quannapowitt is a popular setting for walkers, joggers, bikers, and in-line skaters off Route 128 in Middlesex County. It is the site of many organized races from 5Ks to Ultra Marathons. However, rarely do outside visitors travel beyond the lakeside the 200 yards to the Town of Wakefield's Downtown. This is a lost opportunity to support restaurants and shops in the Downtown.

With a vital mix of restaurants, goods and services, the downtown appeared robust. However, things could be improved by an effort for better direction and more on-street communication. Here was an opportunity to build on the downtown's commercial base and solidify Wakefield as a Northshore destination.

The Town's administration allotted funding to design a branding and wayfinding system. Seven months later a Massachusetts Legislative Earmark was granted to the Wakefield Main Streets Program for the design and fabrication of informational kiosks.

Action Item

The two overlapping programs took two different paths.

- Over an eight-month period, the branding and wayfinding design process went through a series of group meetings with a large Advisory Group of 24 representatives.
 - A month after the town landscape-based brand was approved by the Advisory Committee and presented in the local daily newspaper and to the Town Council, a devastating lightning-induced fire burned down the majestic church steeple. The loss of the church set back the discussion of whether or not the approved image should be brought forward as a historical image or changed to reflect the current conditions.
 - The designs and branding and wayfinding program were put on hold.
- Overseen by the Wakefield Main Streets Board of Directors and invited Town officials, the kiosk design program was mandated to have only 3.5 months to complete design, design review, put out for bidding and start implementation.
 - The kiosk program went fully ahead.
 - However, some community members felt left out of the design and placement of the project elements. Their concerns had to be integrated.



Joggers and runners around Crystal Lake, a target audience of non-residents as potential patrons to the downtown.



Old Band Stand adjacent to Lake Quannapowitt in Wakefield, MA

Process

- After a number of kiosk design alternatives were presented to the Wakefield Main Streets Board, one design was chosen to develop, locate and specify.
- Three (3) of the kiosks were to be two-sided and analog; the fourth was to be digital and four-sided. The digital one would be set closest to the lake.
- Historical town images and commentary was developed to fit around as a border around a business directory for one side of the directory.
- Set in an airtight locked Plexiglas window, this information could be easily changeable on the two-sided kiosks. On the opposite side was space for timely event posters and community announcements.
- The digital kiosk was designed to have a screen/monitor that was programmable from the town hall.
- There was much criticism around the placement and look of the digital kiosk. The town council eventually addressed the public and took a stand that the location, size and look of the kiosk was the best possible solution.
- Kiosk-opposing residents were invited to an expanded Branding and Wayfinding meeting to assist with eventual sign element placement on maps.
- Favermann Design was then hired by the Town administration to create a style guideline to reflect the iconic kiosk toppers.
- After a period of about four months the guidelines have resulted in the establishment of a consistent Town of Wakefield visual brand for internal communication, the official website, e-mails, business cards, interior town hall signage, newsletters and even drop boxes.
- These guidelines were in place during the Covid-19 pandemic, and further thought was given to the on-hold wayfinding program. It was decided that a new approach should be taken that abandoned the problematic landscape and instead visually reflected the kiosk and style of the Town of Wakefield.
- Utilizing the new design approach, plans are going ahead for a new directional sign for the Greenwood neighborhood. A test will take place during the Summer of 2021 to see how wayfinding can connect the Lake with downtown.



The Bandstand was the inspiration for the shape of the signage.



Besides interested citizens, town officials including the Town Planner, Police Officer, City Counselor, and Main Street board member are making decisions regarding locations.

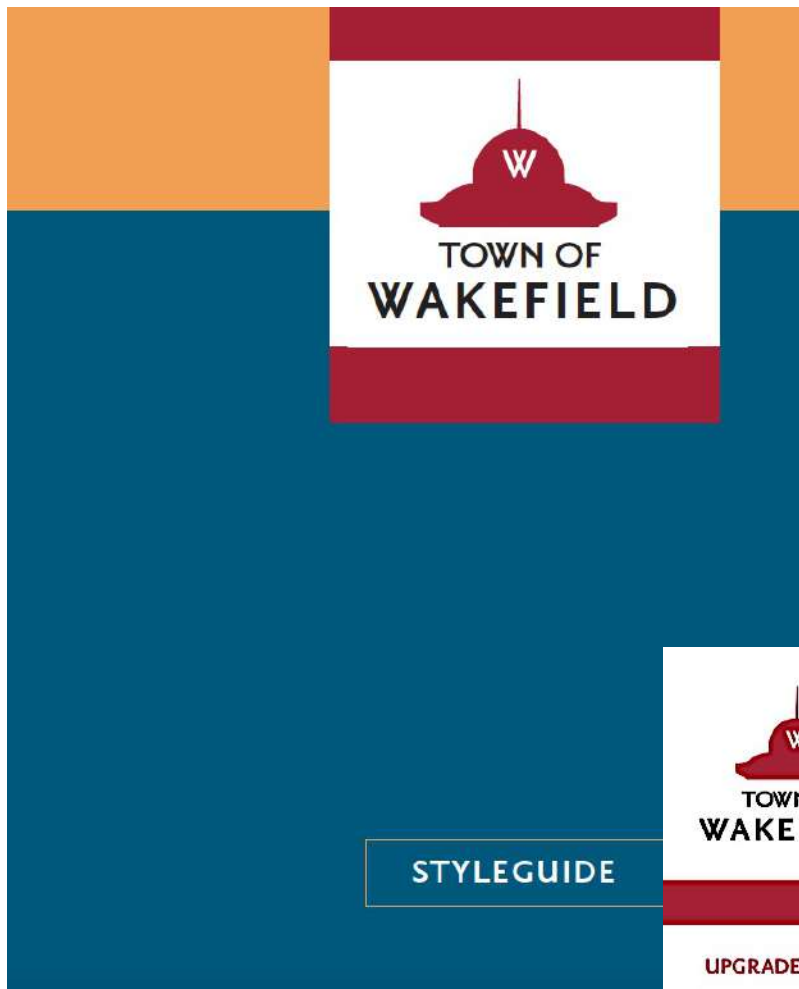
- Though carefully announced by the Main streets Board, controversy was caused by residents feeling left out of the process.
- Several Town council meetings addressed the size, content and location of the kiosks, especially the proposed digital one adjacent to the lake.
- All kiosk locations are on Town property and are at the best decision-point locations possible.
- The “waters” were eventually calmed and the process continued until a successful implementation of the program.

- Below is an image of the previous design that was affected by the destructive church fire.
- The "new" simpler design has found favor in the community.
- The Town of Wakefield is now creating a fully consistent "look" for all its official elements.



KIOSKS LIKE THIS ONE will be installed at four key locations around town to help promote the downtown area. Conceived by Faverman Design, the kiosks will incorporate the look of the iconic Bandstand.





UPGRADED DROP BOXES AT TOWN HALL



With safety a top priority for Town Hall employees and guests, residents are strongly encouraged to conduct their Town transactions virtually. Payments can be made online at www.wakefield.ma.us/online-payments for many services, including taxes, water bills, white-goods stickers, refuse bags, cemetery services, and more. Many forms and applications can also be accessed on the Town's website www.wakefield.ma.us.

Town Hall has installed new drop boxes to make submitting documents to staff quick and easy. These boxes are clearly marked and located near the accessible parking spaces and sidewalk ramp, to the left of the Town Hall entrance.

DATES TO NOTE

Tax Collector

Third-quarter actual real estate bill due:

February 1, 2021

Third-quarter actual personal property bill due:

February 1, 2021

2021 motor vehicle excise bill commitment #1
Issued February 4, 2021 | Due March 8, 2021

Assessing Department

Abatement applications due:

February 1, 2021

Statutory exemptions due:

April 1, 2021



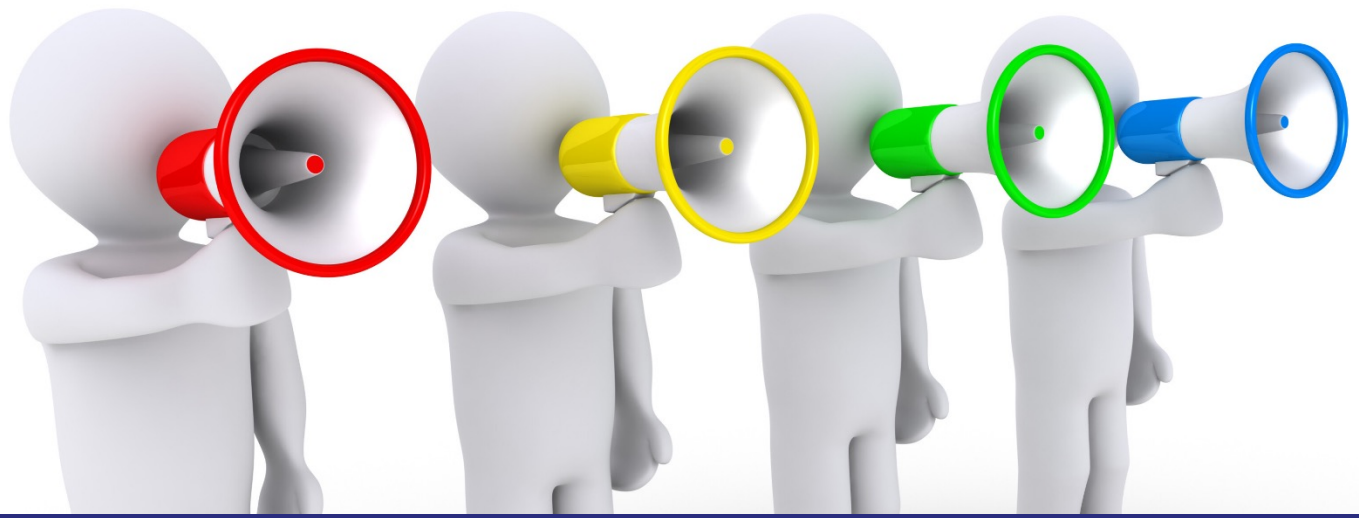
In 2015, Wakefield lifted its December-to-April on-street parking ban and now enforces parking limitations on an emergency basis.

When preparing for a snow event, the Town often initiates a temporary restriction of on-street parking. This allows plowing crews and public safety vehicles to safely access the roads and perform curb-to-curb cleanup. Parking ban announcements and other emergency notifications are made via our CodeRED e-alert system.

All parked cars must be removed from the roadways during a parking ban. If your residence does not have a driveway, connect with your landlord for parking options or coordinate with a neighbor who has extra driveway space. Vehicles that interfere with snow operations or emergency-vehicle access may be towed.

1 Lafayette Street Wakefield, MA 01880 | wakefield.ma.us

The Town of Wakefield "branded" elements and strictly adhered to style guidelines demonstrate how programs can build upon and even improve each other to reinforce a sense of place, a sense of arrival and a sense of shared experience.



Coordinated Social Media Marketing



**REVENUES
& SALES**

Provided by SME Consultant

Cepheid Solutions

Location

Online

Origin	If you JUST build it, they will NOT come! Our Marketplace project benefits from a coordinated communications campaign to increase visibility and awareness. However, these tools and strategies will benefit any community project or initiative.
Budget	 <p>The human assets are probably already in place for most communities. The new costs will involve training (and practice), a strategic guide, and the time dedicated to organize and implement an effective program.</p>
Timeframe	 <p>Training is an ongoing activity, but initial training can be completed in 30 days. Organizing and creating a strategic guide can be completed in 30 days, as well. Implementation is also an ongoing activity.</p>
Risk	 <p>There are few downside risks, except poor organization and implementation. Must be sensitive to messaging, opt-out, and privacy issues.</p>
Key Performance Indicators	Message impressions, followers (media dependent), responses, reach
Partners & Resources	<p>Community administration, Departments of Economic Development, Chambers of Commerce, Business Community, Sources of Training, the traditional media (Radio/TV/Newspapers)</p> <p>The strength of this project is not in creating a single powerful marketing group, but in leveraging the combined strength of many voices to create a unified and effective communication eco-system. So, more voices and more participation is better.</p>

Diagnostic

In context to the Local-search eCommerce Marketplace project, the initial objective is to create awareness and engagement with the project. Going forward, the goal is to create a coordinated and integrated marketing effort that encourages shopping with the local retail community – both online and in-store.

The three dimensions of success in this arena are:

- 1.Skills competency – does each constituency understand the tools they have to work with, and is proficient in their use
- 2.Activity and Deployment – are each of the tools fully put to use
- 3.Integration and Coordination – are the different constituencies collaborating towards a common goal

The final measure in effectiveness will be the change in Total Local Retail Sales. An effective program will see awareness and engagement with the marketplace.

Beyond the Marketplace project, these tools and skills

Action Item

Initial planning session (1hr – one time)

Training (ongoing – but i2.5 hour initial self-paced training course)

Interview Stakeholder(s) (1hr – one time)

Setup Social Media Accounts (3 hrs one time)

Content Development (1-10 hrs monthly)

Operate Program (4hrs monthly - assuming weekly posts)

Planning & Coordination (1 hr weekly)

Program Reporting (1 hr monthly)

Process

Launching this project requires an initial planning session in which the constituency groups and their key spokesmen are identified, along with the initial timeline and objectives.

Focus of activities for each group are identified and dates to complete initial training (ongoing training needs can be identified at 6 week point).

Selection of a point person to coordinate.

Establish weekly, monthly quarterly goals, and adjust accordingly.

In the Marketplace project, two of the constituencies (The State Govt and Traditional Media) will not be actively involved. However, the coordinator can obtain editorial calendars, position papers, etc. that can be used by the other groups to coordinate with.

MASSACHUSETTS PLANNING

A publication of the Massachusetts Chapter of the American Planning Association



American Planning Association
Massachusetts Chapter

Creating Great Communities for All

Fall 2021

The Success of the Shared Streets and Spaces Program

page 3

Topsfield, MA

Plus: *The History of MPOs...6 / SNEAPA 2021...7 / News From CPM (new name!)...9*

Planning for People: The Success of Massachusetts' Shared Streets and Spaces Grant Program



Downtown Belmont, MA transformed into a Shared Street for people, public transit, retail, and dining during COVID-19.

Credit: Solomon Foundation

Even as communities approach widespread vaccination, we know life will never be the same as before. One program in Massachusetts gives us a glimpse into the meaningful quality of life improvements we can take with us into the future if we continue to design healthy, fun, safe and affordable ways for people to get around and within our communities.

The Bay State's **Shared Streets and Spaces** grant program has supported 143 communities—from cities to small towns—in testing ideas to improve local outdoor spaces so that people can safely be in public together during the pandemic. Administered by the [Massachusetts Department of Transportation](#) (MassDOT) with support from the [Barr Foundation](#), the [Solomon Foundation](#), and the [Metropolitan Area Planning Council](#) (MAPC), and other nonprofit partners, the program has empowered [municipalities across Massachusetts](#) to implement [changes](#) to make their streets, sidewalks, and other public spaces more equitable, inclusive, and accessible.

While these projects may look simple—setting up a few chairs for strangers to have small talk, slowing down traffic so kids can play, adding a bus stop for essential workers—all strengthen community bonds and combat loneliness, keep downtowns buzzing, and remind all of us that we're in this together.

The Shared Streets and Spaces grant program has been successful in piloting projects and policies that in many cases will now be made permanent. So, how does it work, and what lessons does the program provide other cities around the country?

How Does it Work?

■ Grantmaking

The Shared Streets and Spaces grant program was formed in June 2020 in response to COVID-19 and has so far invested \$21.6 million in 194 projects, with 60% in designated Environmental Justice communities. All municipalities and public transportation authorities are eligible to apply for grants ranging from \$5,000-\$500,000, depending on project type, through an application process that is entirely online and is intentionally simple to complete.

Applications are reviewed and grants are made as quickly and seamlessly as possible deliver funding and support to communities fast. At this stage of the program, extra points are awarded during the scoring process for projects that provide better access and opportunities for school children and elders, to open space and public transit, and in Environmental Justice and 'COVID-19 red' communities. Finally, pro

continued next page

bono technical assistance is available to all municipalities, funded by the Barr Foundation, for assistance in developing applications. Another unique aspect of this program is that grants are paid in full and upfront, unlike other grant programs which are paid through reimbursement and electronically transferred to municipal Chapter 90 accounts (Chapter 90 funds are for capital improvements such as highway construction, preservation and improvement projects).

■ Project Types Eligible for Funding

Five types of projects are eligible for the Shared Winter Streets and Spaces grant program:

- **Main Streets** — Making investments in local downtowns and villages by repurposing streets, plazas, sidewalks, curbs, and parking areas to facilitate people-centric activities and community programming
- **Reimagined Streets** — Prioritizing safe space for people walking and biking by implementing low-speed streets, “shared streets,” new sidewalks, new protected bike lanes, new off-road trails, new bicycle parking, new crosswalks, traffic-calming measures, and ADA-compliant ramps
- **Better Buses** — Improving bus riders’ commutes through establishing new facilities for buses, including dedicated bus lanes, traffic-signal priority equipment, and bus shelters
- **Shared Mobility** — Supporting the capital costs of new bikeshare equipment to support more people trying cycling
- **Investments in the Future** — Converting temporary/pilot Shared Streets projects—including those not funded by MassDOT—to permanent facilities to benefit community members over the long-term

Transformational and Successful

Whether through [more vibrant Main Streets](#) and [greenspaces](#), safer routes to school or work, warmer places to safely [gather](#) or wait for the bus, people and communities alike benefit from the Shared Streets and Spaces grant program that continues to create increased space for people to move around safely, engage in commerce, recreate, and participate in civic life. Communities that have seen successful adoption of shared streets projects have also found opportunity to lay the ground work for adoption of regulatory change in areas like three season dining or expedited permitting processes.

Here are some examples of the variety of projects that have emerged through the program:



Credit: Amber Vallancourt (MassDOT)

New Bedford, MA

■ Main Streets

- **Great Barrington** — Temporary barriers on Railroad Street created space for outdoor dining, commerce, community gathering, and entertainment, supporting residents and local business owners
- **New Bedford** — Multiple new outdoor dining destinations and safe pedestrian spaces within the city

■ Reimagined Streets

- **Belchertown** — New safe, child-friendly neighborhood walking and biking trail that connects to schools and other essential destinations and workplaces
- **Chelsea** — New crossings at the Chelsea Elementary School and Brown Middle School make the walk to school safer for kids

continued next page



Credit: Amber Vallancourt (MassDOT)



Credit: Solomon Foundation)

Left: Outdoor dining parklets in repurposed on-street parking spaces in New Bedford, MA. Right: Shared Streets signage on Broadway in Everett, MA.

■ Better Buses

- **Brockton**—Installation of 10 new bus shelters with heaters to give dignity and comfort to bus riders
- **Lynn**—New bidirectional, curb-running shared bus/bike lanes and two transit signal priority treatments to speed up trips for bus riders and cyclists
- **Somerville**—New transit priority treatments, with additional benefits to bicyclists and pedestrian safety on Washington Street at McGrath Highway

■ Shared Mobility

- **Boston**—New bikeshare stations for residents in East Boston, Mattapan, Dorchester, and Roslindale
- **Newton**—Four new bikeshare stations with both electric-assist and pedal-powered bikes

Additional Shared Streets images are available on the [Shared Streets and Spaces Photo Library](#) on Flickr.

Shaping the Future of Municipalities through Continuing to Invest in Shared Spaces

Cities are at an inflection point with an opportunity to build back better than before by [investing](#) in our shared future as we recover from the pandemic and confront other existential challenges like climate change and inequality. Giving people more options to be outside and be connected to their communities helps to prevent the spread of the virus while also supporting our community's mental health and helping to create more fun and livable cities over the long run.

Additional Resources:

- [A Better City's Tactical Public Realm Case Studies](#)
- [Bench Consulting's Winter Places Guide](#)
- [The Better Block Foundation](#)
- [MAPC's COVID-19 Resources — Shared Streets Website](#)
- [Mass Healthy Aging Collaborative's Age-Friendly Winter Spaces Ideas for Municipalities to Embrace Winter](#) and [corresponding resources](#)
- [National Association of City and Transportation Officials — Streets for Pandemic Response and Recovery](#)
- [Neighborways](#)
- [New York Times: How New Yorkers Want to Change the Streetscape for Good, December 18, 2020](#)
- [Open Streets Project](#)
- [Toole Design's Ensuring an Equitable Approach to Rebalancing Streets](#)




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STATE OF GEORGIA

COUNTY OF FULTON

July 23, 2018

RESOLUTION TO LEASE CERTAIN PROPERTY ON CANTON STREET
Land Lot 412

WHEREAS, the City of Roswell, a municipal corporation of the State of Georgia, has determined that it is in the public interest that the City Lease on a limited basis a portion of a tract or parcels of land on Canton Street: identified in Exhibit "A" located at 981, 987, 955 and 1025 Canton Street, Roswell Georgia. These parcels containing approximately 84 parking spaces as more particularly described as Tax lot 12 19060412C01, Tax lot 12 190604120026 and Tax Lot 12 190204120137 commonly known as the Hagan Property, at the northeast corner of Canton Street and Norcross Street with Street Address of 955 Canton Street according to the currently adopted system of numbering in Roswell GA.

WHEREAS, the owner or party contracted to Lease said land has agreed to lease the property on a limited basis as set forth in the attached lease for Four Thousand Five hundred Dollars (\$4,500) per month with renewable terms of 1 to 3 years, and


WHEREAS, the corporate powers of the City, as stated in Section 1.03 of the Charter of the City of Roswell, allow the City to acquire real property:

NOW, THEREFORE, the Mayor and Council do hereby adopt a resolution as follows:

The Mayor or City Administrator with the City Attorney are authorized, on behalf of the City of Roswell, Georgia, to execute the lease agreement and other necessary documents to lease the property above described at a lease per month price not to exceed \$4,500.00 and normal and customary maintenance costs as set forth in said lease attached and graphic attached as Exhibit "A" included herein by this reference.

The Roswell Department of Transportation are authorized to perform normal wear and tear maintenance not to exceed \$2,000 per year as determined by the Director of Transportation.

The above resolution was read and approved by the Mayor and Council of the City of Roswell, Georgia on the 23rd day of July 2018.


Lori Henry, Mayor

Attest:


Marlee Press, City Clerk
(Seal)



COMMERCIAL LEASE AGREEMENT

This Commercial Lease Agreement ("Lease") is entered into by and between Cimerron Properties, Inc. ("Cimerron") and the City of Roswell ("Roswell").

Whereas, Cimerron owns real estate located at 981, 987, 995 and 1025 Canton Street, Roswell, Georgia ("the property"), and said property has 84 authorized parking spaces as shown in Exhibit "A" included herein by this reference ; and

Whereas, Roswell desires to pay for the use of the parking spaces on a limited basis as public parking and Cimerron desires to allow Roswell to use the parking spaces as public parking on a limited bases in exchange for an agreed upon payment from Roswell; and

Whereas, the parties desire to enter into the Lease setting forth the terms of the payment and limited use of the parking spaces.

1. Parking Use. Roswell will be allowed to use the parking spaces as identified in Exhibit "A" for public parking (without charge to the public) on the following limited basis:

- a) On each Monday through Thursday evening from 6:00 PM until 11:00 PM.
- b) On each Friday from 6:00 PM until Sunday at 11:00 PM.

2. Payment. Roswell shall pay Cimerron a monthly use fee of Fourth Thousand Five Hundred Dollars (\$4,500.00) which shall be paid in advance on the first of each month payable to Cimerron Properties, Inc. at 995 Canton St. Suite 100, Roswell GA 30075. If the use starts on any date other than the first of a month, the fee for that month shall be prorated.

3. Upkeep. Roswell agrees to maintain and clean the parking spaces as may be needed after each use, and also repair any above normal wear and tear to the parking spaces.

4. Insurance. To the extent allowed by law, Roswell shall be responsible for any casualties occasioned during the use described herein.

5. Timeframe. This Lease will commence on 7-23, 2018, and will have an initial duration of one (1) year. Roswell shall have the option to renew this Lease for an additional period of up to three (3) years by giving written notice to Cimerron at least ninety (90) days prior to the end of the initial period.

6. Signage. Roswell will be entitled to place a sign on the property stating that it can be used for public parking, but only at the agreed times set forth in Paragraph 1 hereinabove; however Cimerron must first approve the wording on the sign.

7. Tenant Meetings. Cimerron shall have the authority to block off five (5) spaces occasionally for tenant meetings without notice.

8. Inter-parcel Access. The parties agree that for the duration of this Lease, pedestrian access is authorized between the adjacent property leased by the City of Roswell and the Property however Cimerron must first approve the design on the connection.

9. Addendum. Any addendum to this Lease shall be in writing and signed by both parties.

IN WITNESS WHEREOF each of the parties, intending to be legally bound, has executed this Lease by an authorized representative on the 16 day of July, 2018.

Cimerron Properties, Inc.

BY: Robert W. Hagan
Robert Hagan
President

The City of Roswell

BY: Lori Henry
Lori Henry, Mayor

Regular Meeting

Monday, July 23, 2018

7:00 PM

Recreation and Parks Department - Councilmember Matthew Tyser

2. Approval of the Audio Visual Upgrades and Adult Recreation Center Renovations in an amount not to exceed \$135,000 and Budget Amendment # BA55561101-07-23-2018 in the amount of \$135,000.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Matthew Tyser, Councilmember
SECONDER:	Matt Judy, Councilmember
IN FAVOR:	Groer, Judy, Palermo, Tyser, Willsey, Zapata

Transportation Department - Councilmember Sean Groer

3. Approval of a Resolution authorizing the purchase of certain properties on Atlanta Street for the Oxbo Road Intersection Improvement project as part of the Oxbo Road Realignment Project at a purchase price not to exceed \$50,000.

Resolution No. 2018-07-51

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Sean Groer, Councilmember
SECONDER:	Matthew Tyser, Councilmember
IN FAVOR:	Groer, Judy, Palermo, Tyser, Willsey, Zapata

4. Approval of a Resolution to sign a lease of 84 parking spaces with Cimerron Properties, Inc. on a limited basis at the northeast corner of Canton Street and Norcross Street known as the Hagan Property at a lease amount per month not to exceed \$4,500 and approval of a Budget Amendment BA10015850-07-23-18 in the amount of \$54,000.

Resolution No. 2018-07-52

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Sean Groer, Councilmember
SECONDER:	Matthew Tyser, Councilmember
IN FAVOR:	Groer, Judy, Palermo, Tyser, Willsey, Zapata

City Attorney's Report

5. Public Hearing on whether to revoke or suspend alcohol license for Cancun Bar & Grill, LLC, licensee Kata Lina Clavijo, located at 10479 Alpharetta Street, #19, Roswell, GA 30075.

There was a motion at the beginning of the meeting to amend the agenda. This item was removed from the agenda with that vote. There was no date given when this will be placed again on the Mayor and Council Agenda.

RESULT:	REMOVED FROM AGENDA
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SHARED PARKING AGREEMENTS

Example: <https://www.alexandriava.gov/uploadedFiles/tes/info/2012-04-10%20Del%20Ray%20Appendix.pdf>

LEASE AGREEMENT

THIS LEASE AGREEMENT is made and entered into this 23 day of July 2018, by and between ROSWELL UNITED METHODIST CHURCH, hereinafter referred to as "Lessor," and THE CITY OF ROSWELL, GEORGIA hereinafter referred to as "Lessee".

Recitals

In consideration of the mutual covenants and agreements herein set forth, and other good and valuable consideration, Lessor does hereby lease to Lessee, and Lessee does hereby lease from the Lessor, from 5:00 P.M. until 3:00 A.M. every Friday and Saturday evening, the premises situated at the parking lot bordered by Magnolia Street and Mimosa Street in ROSWELL, FULTON County, GEORGIA, and more particularly described in Exhibit A attached hereto and hereinafter called the "leased premises or lot."

ARTICLE 1. TERM

Term of Lease

The term of this lease shall be one (1) year, commencing on August 1, 2018 and ending on July 31, 2019 unless sooner terminated as herein provided.

Renewal Option

Either party may renew this Lease Agreement for two additional one (1) year terms by providing thirty (30) days notice prior to expiration of the Agreement term then in effect. The receiving party shall have fifteen (15) days from receipt of notification to reject said Notice of Renewal or such renewal shall be binding on both parties.

Lease Year Defined

The term "lease year," as used herein, shall mean a period of twelve (12) consecutive full calendar months beginning on July 1 of each year and ending on the final day of June of each year. Each succeeding lease year shall commence on the anniversary date of the first lease year.

ARTICLE 2. RENT

Lessee agrees to pay to Lessor without any prior demand therefore and without any deduction or setoff whatsoever, and as a fixed rent, the following sums, provided parties may agree to

Four hundred dollars (\$400.00) per month of each lease year paid initially at the signing of this lease and thereafter by the first day of each lease month.

ARTICLE 3. CONDUCT OF BUSINESS

Lessee shall operate the leased premises for the use as a parking lot for the general public. Overnight parking, storage of vehicles and/or materials of any kind is specifically prohibited.

Lessee will neither assign lease nor sublease property without written consent of Lessor.

ARTICLE 4. MAINTENANCE, WASTE, AND NUISANCE

Lessee shall, at its expense, maintain the parking surface in a clean and orderly fashion on days and nights used by Lessee. Lessee shall not be responsible for paving and/or maintenance of the lot. Lessor shall repair and maintain the lot, all entrances and exits to the premises in accordance with all local, state and federal building and code requirements. Lessee shall ensure that all vehicles are removed from the premises

Waste and Nuisance

Lessee shall throughout the term of this Lease keep the lot free from waste or nuisance,

and shall deliver up the premises in a clean and sanitary condition at the termination of each night's use of the lot. In the event Lessee should neglect reasonably to maintain the leased premises, Lessor shall have the right, but not the obligation, to cause the lot to be cleaned, and any reasonable costs therefore shall be payable by Lessee to Lessor as additional rental on the next rental installment date.

ARTICLE 5. OBLIGATIONS OF LESSOR AND LESSEE

Taxes and Assessments

Lessor shall pay and fully discharge all taxes, special assessments, and governmental charges of every character imposed during the term of this lease on or with respect to the leased premises or any part thereof, and all improvements erected thereon. Lessor shall pay all such taxes, charges, and assessments to the public officer charged with the collection thereof not less than days before the same shall become delinquent, and Lessor agrees to indemnify and save harmless Lessee from all such taxes, charges, and assessments. Lessor shall have the right, in good faith and at its cost and expense, to contest any such taxes, charges, and assessments in the name of Lessor if necessary and shall be obligated to pay the contested amount only if and when finally determined to be due.

Alterations, Additions, and Improvements

Lessee shall not make any alterations, additions, or improvements to the leased premises without the prior written consent of Lessor. Consent for nonstructural alterations, additions, or improvements shall not unreasonably be withheld by Lessor. Lessee shall have the right at all times to erect or install temporary informational signage on the lot provided that Lessee removes such signage nightly at the end of the Friday or Saturday term.

Lessee shall have the right to erect signs on any portion of the leased premises, subject to applicable laws and deed restrictions. Lessor must approve signs, prior to their use, which will be displayed on the leased property. Signs may include notice of car removal from premises after posted hours and a phone number for the city contact if removed. Lessee will provide contact information to Lessor for approved towing service being used.

ARTICLE 6. INDEMNITY AND INSURANCE

Hold-Harmless Clause

Lessee agrees, to the extent allowed by law, to indemnify and hold Lessor, its members and officers, both jointly and severally, free and harmless from any and all claims, liability, loss, damages or expenses resulting from Lessee's use of said premises, specifically including, without limitation, any claim, liability, loss, or damage arising by reason of:

- (a) The death or injury of any person or persons, including Lessee or any person who is an employee or agent of Lessee, or by reason of the damage to or destruction of any property, including property owned by Lessee or any person who is an employee or agent of Lessee, and caused or allegedly caused by some act or omission of Lessee or of some agent, contractor, employee, or servant of Lessee on said premises;
- (b) Lessee's failure to perform any provision of this lease or to comply with any requirement of law or any requirement imposed on Lessor or the leased premises by any duly authorized governmental agency or political subdivision.

Liability Insurance

Lessee shall, at its own cost and expense maintain during the entire term of this lease and any renewals or extensions of such term, any necessary liability insurance to cover Lessee's use of the lot. Minimum insurance coverage will be \$1,000,000 and the policy will cover property damage and be a primary, non-contributory policy. Lessee will provide a Certificate of Insurance naming Lessor as either Additional Insured and Loss Payee prior to usage of the leased property.

ARTICLE 7. DEFAULTS AND REMEDIES

Should Lessee default in the performance of any of the covenants or conditions contained in this lease, or abandon the leased premises, Lessee shall have breached the lease and Lessor may, in addition to the remedies specified in this lease, reenter and regain possession of said premises in the manner provided by the laws of the State of Georgia then in effect.

Remedies of Lessor

Should Lessee breach this lease or abandon the leased premises prior to the stated expiration of the term of this lease, Lessor may elect to:

- (a) Continue this lease in effect by not terminating Lessee's right to possession of said premises, in which event Lessor shall be entitled to enforce all its rights and remedies under this lease, including the right to recover the rent specified in this lease as it becomes due under this lease;

or

- (b) Terminate this lease and recover from Lessee a payment of three (3) months lease payment.

Leased property is currently tax exempt. Should tax status change by any taxing entity due to leased use of the property, and taxes are subsequently assessed on the property, Lessor may terminate this lease immediately.

ARTICLE 8. INSPECTION BY LESSOR

Lessee shall permit Lessor and its agents to enter into and upon the leased premises at all reasonable times for inspecting the same or for the purpose of maintaining or making repairs or alterations to the lot. If the lot is closed for any period by Lessor, its employees, agents, contractors or assigns for repairs and/or maintenance and such time interferes with Lessee's use of the lot, rent for such period of time shall be adjusted accordingly; however, Lessor may from time to time require use of the leased parking area for special events. Lessee will be notified at least 30 days in advance of such needs and will not post signage or indicate that the parking area is available to the public. Rent shall be decreased for the next month based on the days closed to public use.

ARTICLE 9. MISCELLANEOUS

Notices and Addresses

All notices provided to be given under this agreement shall be given by certified mail or registered mail, addressed to the proper party, at the following addresses:

Lessor: Business Administrator, Roswell United Methodist Church 814 Mimosa Boulevard
Roswell, Georgia 30075-4410

Lessee: City of Roswell, Georgia 38 Hill Street Suite 100 Roswell, Georgia 30075

Parties Bound

This agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, executors, administrators, legal representatives, successors, and assigns when permitted by this agreement.

Applicable Law

This agreement shall be construed under and in accordance with the laws of the State of Georgia.

Legal Construction

THE FIELD DATA UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION OF ONE FOOT IN $100,000 \pm$ PER ANGLE, AND AN ANGULAR ERROR OF $10.0 \pm$ PER ANGLE. THIS PLAT WAS ADJUSTED BY USING CHANDLER'S RULE. THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND IS FOUND TO BE ACCURATE WITHIN ONE FOOT IN $100,000 \pm$ FOR MEAN AND ANGULAR MEASUREMENTS WERE OBTAINED BY USING A TOPCON TOTAL STATION.

BEARINGS SHOWN WERE COMPUTED FROM ANGLES TURNED FROM A SINGLE MAGNETIC OBSERVATION.

PROPERTY OF
VACHOVA OF GEORGIA
AS TRUSTEE UNDER
AGREEMENT FOR
JULIAN J. BARFIELD

LAND LOT 306
DISTRICT 1ST SECTION 2ND
COUNTY FULTON
GEORGIA
DATE 3-31-93 SCALE 1" = 50'

Patients who had a 100 percent response to chemotherapy, but not to radiation, were included in the study.



McLung Surveying, Inc.

4135 South Atlanta Road
Lawrenceville, Georgia 30040

This property is with located in a Federal Flood Area as indicated by FIRM Official Flood Hazard Maps.

in my opinion this plot is a
correct representation of the
land ~~plotted~~

Permy & McClung, Surveyors

Hand-drawn survey map of a 118-acre tract. The map shows a large rectangular area with a diagonal road on the left labeled "MAGNOLIA STREET" and a bearing of "S70°45'00" N. 220.30". The top boundary is labeled "MIKOSA BOULEVARD" with a bearing of "N02°56'37" W. 274.51". The right boundary is labeled "TO LLESON" with a bearing of "N06°56'37" E. 211.00". The bottom boundary is labeled "J. E. LOVRY" with a bearing of "S03°08'14" E. 146.14". The area is labeled "118 ACRES". Various points are marked with letters A through F. A small area at the bottom right is labeled "N.O.F.O.B. FIRST BAPTIST CHURCH". A note "LEIGHBORNE CHANGING TRAIL DRIVE" is also present.

EXHIBIT B

In case any one or more OF the provisions contained in this lease shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision hereof and this lease shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.

Sole Agreement of the Parties

This lease constitutes the sole and only agreement of the parties hereto and supersedes any prior understandings or written or oral agreements between the parties respecting the subject matter within it.

Amendment

No amendment, modification, or alteration of the terms hereof shall be binding unless the same be in writing, dated subsequent to the date hereof, and duly executed by the parties hereto.

Rights and Remedies Cumulative

The rights and remedies provided by this lease are cumulative and the use of any one right or remedy by either party shall not preclude or waive its right to use any or all other remedies. Said rights and remedies are given in addition to any other rights the parties may have by law, statute, ordinance, or otherwise.

Waiver of Default

No waiver by the parties hereto of any default or breach of any term, condition, or covenant of this lease shall be deemed to be a waiver of any other breach of the same or any other term, condition, or covenant contained herein.

Attorney's Fees

In the event Lessor or Lessee breaches any of the terms of this agreement whereby the party not in default employs attorneys to protect or enforce its rights hereunder and prevails, then the defaulting party agrees to pay the other party reasonable attorney's fees so incurred by such other party.

Excuse

Neither Lessor nor Lessee shall be required to perform any term, condition, or covenant in this lease so long as such performance is delayed or prevented by any acts of God, strikes, lockouts, material or labor restrictions by any governmental authority, civil riot, floods, and any other cause not reasonably within the control of the Lessor or Lessee and which by the exercise of due diligence Lessor or Lessee is unable, wholly or in part, to prevent or overcome.

Time of Essence

Time is of the essence of this agreement.

IN WITNESS WHEREOF, the undersigned Lessor and Lessee execute this agreement as of the day and year first written above.

Lessor

Bill Barboul, CBA
Roswell United Methodist Church

Susan C. Foster
Witness

Doyle R. Costello
Notary



Lessee

[Signature]
City of Roswell, Georgia

Nancy S. Long
Witness

Maureen Press
Attest



APPENDIX C | SAMPLE SHARED PARKING AGREEMENTS

Model - Shared Use Agreement for Parking Facilities

This Shared Use Agreement for Parking Facilities, entered into this ____ day of _____, _____, between _____, hereinafter called lessor and _____, hereinafter called lessee. In consideration of the covenants herein, lessor agrees to share with lessee certain parking facilities, as is situated in the City of _____, County of _____ and State of _____, hereinafter called the facilities, described as: [Include legal description of location and spaces to be shared here, and as shown on attachment 1.]

The facilities shall be shared commencing with the ____ day of _____, _____, and ending at 11:59 PM on the ____ day of _____, _____, for [insert negotiated compensation figures, as appropriate]. [The lessee agrees to pay at [insert payment address] to lessor by the ____ day of each month [or other payment arrangements].] Lessor hereby represents that it holds legal title to the facilities

The parties agree:

1. USE OF FACILITIES

This section should describe the nature of the shared use (exclusive, joint sections, time(s) and day(s) of week of usage.

-SAMPLE CLAUSE-[Lessee shall have exclusive use of the facilities. The use shall only be between the hours of 5:30 PM Friday through 5:30 AM Monday and between the hours of 5:30 PM and 5:30 AM Monday through Thursday.]

2. MAINTENANCE

This section should describe responsibility for aspects of maintenance of the facilities. This could include cleaning, striping, seal coating, asphalt repair and more.

-SAMPLE CLAUSE-[Lessor shall provide, as reasonably necessary asphalt repair work. Lessee and Lessor agree to share striping, seal coating and lot sweeping at a 50%/50% split based upon mutually accepted maintenance contracts with outside vendors. Lessor shall maintain lot and landscaping at or above the current condition, at no additional cost to the lessee.]

3. UTILITIES and TAXES

This section should describe responsibility for utilities and taxes. This could include electrical, water, sewage, and more.

-SAMPLE CLAUSE-[Lessor shall pay all taxes and utilities associated with the facilities, including maintenance of existing facility lighting as directed by standard safety practices.]

4. SIGNAGE

This section should describe signage allowances and restrictions.

-SAMPLE CLAUSE-
[Lessee may provide signage, meeting with the written approval of lessor, designating usage allowances.]

5. ENFORCEMENT

This section should describe any facility usage enforcement methods.

-SAMPLE CLAUSE-[Lessee may provide a surveillance officer(s) for parking safety and usage only for the period of its exclusive use. Lessee and lessor reserve the right to tow, at owners expense, vehicles improperly parked or abandoned. All towing shall be with the approval of the lessor.]

6. COOPERATION

This section should describe communication relationship.

-SAMPLE CLAUSE-[Lessor and lessee agree to cooperate to the best of their abilities to mutually use the facilities without disrupting the other party. The parties agree to meet on occasion to work out any problems that may arise to the shared use.]

7. INSURANCE

This section should describe insurance requirements for the facilities.

-SAMPLE CLAUSE-[At their own expense, lessor and lessee agree to maintain liability insurance for the facilities as is standard for their own business usage.]

8. INDEMNIFICATION

This section should describe indemnification as applicable and negotiated. This is a very technical section and legal counsel should be consulted for appropriate language to each and every agreement.

-NO SAMPLE CLAUSE PROVIDED-

9. TERMINATION

This section should describe how to or if this agreement can be terminated and post termination responsibilities.

-SAMPLE CLAUSE-[If lessor transfers ownership, or if part of all of the facilities are condemned, or access to the facilities is changed or limited, lessee may, in its sole discretion terminate this agreement without further liability by giving Lessor not less than 60 days prior written notice. Upon termination of this agreement, Lessee agrees to remove all signage and repair damage due to excessive use or abuse. Lessor agrees to give lessee the right of first refusal on subsequent renewal of this agreement.]

10. SUPPLEMENTAL COVENANTS

This section should contain any additional covenants, rights, responsibilities and/or agreements.

-NO SAMPLE CLAUSE PROVIDED-

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

[Signature and notarization as appropriate to a legal document and as appropriate to recording process negotiated between parties.]

APPENDIX C | SAMPLE SHARED PARKING AGREEMENTS

LICENSE AGREEMENT

This Agreement is executed as of _____, 2006 by and between **BOSTON EDISON COMPANY** a Massachusetts corporation and electric company having its principal place of business at 800 Boylston Street, Boston, Massachusetts 02199, hereinafter called the "Licensor", and the **TOWN OF LEXINGTON**, a Massachusetts municipal corporation, having a principal place of business at 1625 Massachusetts Avenue, Lexington, MA 02420, hereinafter called the "Licensee".

RECITALS:

WHEREAS, Licensor is the owner of a certain parcel of real property (the "Property") with an address of 4 Grant Street in the Town of Lexington, Middlesex County, Massachusetts, by virtue of deeds and other instruments recorded in the Middlesex South District Registry of Deeds, including but not limited to Book 3749, Page 370, Book 3773, Page 318, Book 5184, Page 296, and Book 5198, Page 21.

WHEREAS, the Licensee has requested permission from the Licensor to make use of a portion of the Property, said portion located outside the Licensor's electrical substation, hereinafter referred to as the "Licensed Area", which Licensed Area is shown on a plan entitled "Conceptual Parking Plan, 4 Grant Street, Lexington" attached hereto as Exhibit A, for the specific purpose of constructing, maintaining and operating a public, municipal parking lot.

WHEREAS, Licensor is willing to permit the use of the Licensed Area by the Licensee for such purposes, but only upon the terms and conditions hereinafter set forth; and

NOW THEREFORE, for and in consideration of such permission and the payments to Licensor described herein, Licensor and Licensee hereby agree as follows:

1. Licensee, its agents, contractors, employees, and invitees, including members of the public, may enter upon and use the Licensed Area for the purpose of constructing, maintaining, operating and utilizing a municipal parking lot. No other activity on the Licensed Area (specifically including, but without limitation, (a) maintenance, servicing or repair of motor vehicles, or (b) storage of vehicles, other equipment, machinery, or parts) is permitted hereby (with the exception of initial construction activity to prepare the Licensed Area for said permitted use, said construction activity shall proceed as set forth in Section 6). In its sole discretion, Licensor reserves the right under this Section to require Licensee to relocate or remove from the Licensed Area any item Licensor deems reasonably necessary to protect its electric facilities and operations. Upon verbal or written notice by Licensor to Licensee, Licensee shall relocate or remove any such items from the Licensed Area as soon as possible, but in all events within 24 hours.
2. Licensee, its agents, contractors, employees and invitees, shall have the right of ingress and egress over, across and upon the Licensed Area as necessary for the uses permitted hereby.
3. This License shall commence upon the issuance of all approvals and permits from the Town of Lexington or any other entity required by law for the

construction and operation of the Licensed Area for the specific and limited purposes stated herein, and shall continue for three (3) years from the earlier of (a) the date construction is completed and the lot is ready for use, as established by notice given by Licensee to Licensor, or (b) eighteen (18) months after the date of execution hereof (herein the "Construction Completion Date"). After the expiration of the Initial Term, absent a notice of termination pursuant to Section 5 below, the term shall automatically renew for successive periods of one (1) year each. The Licensee shall give the Licensor written notification of its receipt of all the necessary permits and approvals. In the event the Licensee is unable to obtain all necessary approvals and permits required by law within 12 months of the execution of this Agreement, this Agreement shall become null and void, unless the parties agree to extend this period, without any recourse for the Licensee at law or in equity.

4. Licensee agrees, beginning on the Construction Completion Date of this License, to pay Licensor an annual rental equal to Nine Thousand Six Hundred Dollars (\$9,600.00) per year, payable to Licensee in monthly installments of Eight Hundred Dollars (\$800.00). After year three, and every year thereafter, the annual fee of this License shall be increased by three (3%) percent over the previous year's rent until the termination or expiration date of this License.
5. After the expiration of the Initial Term, Licensor and Licensee shall each have the right to terminate this License at any time, for any or no stated reason, by written notice to the other party. The effective date of such termination shall be one (1) year from the date of the notice of termination, regardless of any then effective renewal term. Notwithstanding any other provision of this License, the parties intend that this Agreement constitute a terminable license, and no interest in real property is created hereby. The Licensor does not hereby dedicate the Property or the Licensed Area to public use.
6. Prior to any installation, preparation, or construction by Licensee of the Licensed Area to accommodate said municipal parking lot, Licensee shall submit plans to Licensor for approval detailing all work to be performed at the Licensed Area. Such approval shall not be unreasonably withheld or delayed. Once approved by Licensor, any such plans will be incorporated as Exhibit B to this Agreement. Licensee agrees to follow any guidelines reasonably set forth by the Licensor, and Licensee shall coordinate any initial construction work in the Licensed Area with the Licensor. Licensee further agrees to reimburse Licensor for all costs associated with any construction activities (including but not limited to Licensor's supervision of said construction activities).
7. It is agreed that Licensee shall not erect or permit any structures or improvements upon, and that Licensee shall make or permit no uses of the Licensed Area, other than those improvements and uses expressly permitted in this License.
8. During the term of this Agreement, Licensee shall maintain the Licensed Area in good order and condition in all respects, free from snow, ice, trash and debris or other nuisance. Prior to the effective date of the termination of this Agreement, Licensee shall remove its personal property and, if necessary, restore the Licensed Area to the same condition as it was in (other than changes made by the

APPENDIX C | SAMPLE SHARED PARKING AGREEMENTS

Licensor) prior to Licensee's use. All vehicles will be removed prior to termination.

9. By granting this License, Licensor does not represent or warrant that the Licensed Area is appropriate, safe or suitable for the proposed use, or that it may be used for the purposes specified herein under applicable zoning, environmental or other laws or regulations, nor does Licensor undertake to make the Licensed Area appropriate, safe or suitable for such use, or to obtain any permits, licenses or approvals of any governmental authority which may be required to permit such use. Licensee shall obtain any and all necessary governmental permits, licenses and approvals at its sole cost and expense prior to the commencement of any use of the Licensed Area and Licensor shall cooperate in any efforts by Licensee to obtain any such permits so long as there is no cost or expense for Licensor that is not paid by Licensee. Licensee shall notify Licensor of its intentions to obtain said permits, licenses and approvals and shall provide copies of the same once received.
10. In exercising its rights under this License, Licensee shall at all times and in all respects comply with all applicable laws, ordinances, rules and regulations of all governmental authorities having jurisdiction and shall comply with all licenses and permits or other approvals issued to it by a governmental authority.
11. Licensee hereby represents and warrants, and it is hereby made a condition of this License, that the use of the Licensed Area by Licensee shall not result in the release of any oil or hazardous materials (other than non-reportable quantities associated with typical leaks from automobiles and construction equipment in the ordinary course of operation), as those terms are defined in the Massachusetts Contingency Plan, 310 CMR 40.000, et seq. In the event of any breach of the foregoing warranty and condition by Licensee, Licensor shall, in addition to the right to terminate this License and seek damages, have the benefit of the indemnity provision set forth in Section 12, and injunctive relief.
12. Licensee acknowledges that the Licensed Area is situated in close proximity to an operating electrical substation, which carries inherent risks associated with high voltage operations. Accordingly, to the greatest extent permitted by law, the Licensee, for itself and its agents, contractors, employees, and invitees, hereby releases and shall indemnify, defend and save harmless the Licensor, its officers, agents and employees from and against all demands, claims, actions, damages, costs, expenses, losses or liability whatsoever in any manner resulting from or arising out of the actions of any person with respect to the Licensed Area or the use thereof, or in any manner resulting from or arising out of the use of the Licensed Area by any person, including, without limitation, any failure of any person to comply with any applicable laws or regulations, except to the extent that such liability results from the gross negligence or willful misconduct of the Licensor, its employees, agents or contractors. This provision shall survive the termination of this License.
13. Licensee shall procure and maintain at its expense, at all times during the term of this License Agreement, public liability insurance, including personal injury and property damage, in amounts of \$4,000,000 combined single limit, against all claims and demands of any injury to person or property which may occur or

be claimed to have occurred on the property of the Licensor as the result of the use of the Licensed Area by any person. Licensor shall be designated as an additional insured party in such policy. Licensee shall also maintain workers compensation insurance in statutory amounts as required by Massachusetts law. The Licensee shall, before entry upon the Licensed Area for the purposes herein set forth, furnish the Licensor (to the address listed in Section 15) with a valid certificate of such insurances reasonably satisfactory to it. Such policies shall specify that they are not cancelable except upon twenty (20) days' prior written notice to the Licensor.

14. Licensee agrees that in the event a public health, safety or security emergency should arise as determined at the sole discretion of the Licensor, the Licensor, its officers, agents and employees, shall have the right to enter upon the Licensed Area, and undertake whatever action may be necessary, in the Licensor's discretion, to alleviate the emergency, including but not limited to requiring the temporary suspension of Licensee's use and occupancy of the Licensed Area. If in connection therewith Licensor requires the removal of any vehicles, Licensor shall notify Licensee thereof and effect such removal in a safe and reasonable manner. In the event the vehicles need to be removed at any time the Licensor shall contact the Town DPW Department at 1-781-862-0500 to effectuate said removal.
15. Notices, statements and other communications to be given under the terms of this License shall be in writing and delivered by hand against receipt, or sent by first class mail and addressed as follows:

If to Licensor:

Boston Edison Company
Real Estate Department
One NSTAR Way, SE-210
Westwood, MA 02090
Attn: Real Estate Manager
Fax: (781) 441-8909

If to the Licensee:

Town of Lexington
Lexington Town Hall
1625 Massachusetts Avenue
Lexington, MA 02420
Attn: Town Manager
Fax: (781) 861-2921

16. This License is personal to the Licensee, and Licensee shall have no right to assign or transfer its rights and obligations hereunder, in whole or in part to any other person. This provision does not preclude use of the Licensed Area as contemplated hereby.

APPENDIX C | SAMPLE SHARED PARKING AGREEMENTS

17. This License contains all the agreements of the parties with respect to the subject matter thereof and supersedes all prior agreements and dealings between them with respect to such subject matter.
18. Licensee acknowledges and agrees that the Licensor shall at all times have convenient and unimpeded access to its electrical substation or any other structures and equipment, which are now or may hereinafter be installed by Licensor within the Licensed Area.
19. Licensee acknowledges that the Licensor will not be providing, and is under no obligation to provide, any security or lighting for the Licensed Area.
20. In the event that the Licensor's Property or a material portion of the Property of which the Licensed Area are a part, shall be taken by any public authority or for any public use, or shall be destroyed or damaged by fire or casualty, or by action of any public authority, then this License shall terminate with respect to the taken, damaged or destroyed area, effective on the date when title vests in the condemning authority, or when the casualty occurs.
21. Irrespective of the form in which recovery may be had by law, all rights to damages or compensation for a taking or casualty for the Licensed Area shall belong to Licensor in all cases. Licensee hereby grants to Licensor all of Licensee's rights to such damages and covenants to deliver such further assignments or endorsements as Licensor may from time to time request.
22. In connection with Licensee's use and maintenance of the Licensed Area, the Licensee shall not endanger or damage the existing buried transmission lines, cad weld connections, grounding grid system or any other structures and equipment in the Licensed Area which are now or may hereafter be installed within the Licensed Area, all being the property of the Licensor. In the event that such damage should nevertheless occur resulting from an act, omission or negligence of Licensee, its agents, contractors and employees, the Licensee shall forthwith notify the Licensor, by calling the Licensor's System Dispatcher at the Licensor's Boston Service Center (telephone number 617-541-7833), so that immediate repairs may be made, and shall also promptly reimburse the Licensor upon request for all reasonable costs or expenses incurred by it in repairing or replacing any such damage to said structures and equipment or to any other property of the Licensor.
23. ADDITIONAL PROVISIONS:
 - a. Licensee shall post a sign on the Property restricting access to Licensor's existing parking area behind the electrical substation building. The sign shall read "No vehicles beyond this point, NSTAR vehicles only".
 - b. The Licensee shall perform snow plowing, ice and litter removal for the entire portion of the Property that is outside the substation fence and that includes the Licensed Area, including snow removal on the public sidewalks outside the substation and substation fencing.

- c. Licensee agrees to deal with any and all comments, questions or complaints from any abutters and or the general public with regards to the Licensed Area and its permitted use as set forth herein.

IN WITNESS WHEREOF, the parties have executed this License Agreement as a sealed instrument by and through their respective duly authorized representatives, as of the day and year first above written.

LICENSOR:

BOSTON EDISON COMPANY

By: _____
Donald Anastasia
Assistant Treasurer

LICENSEE:

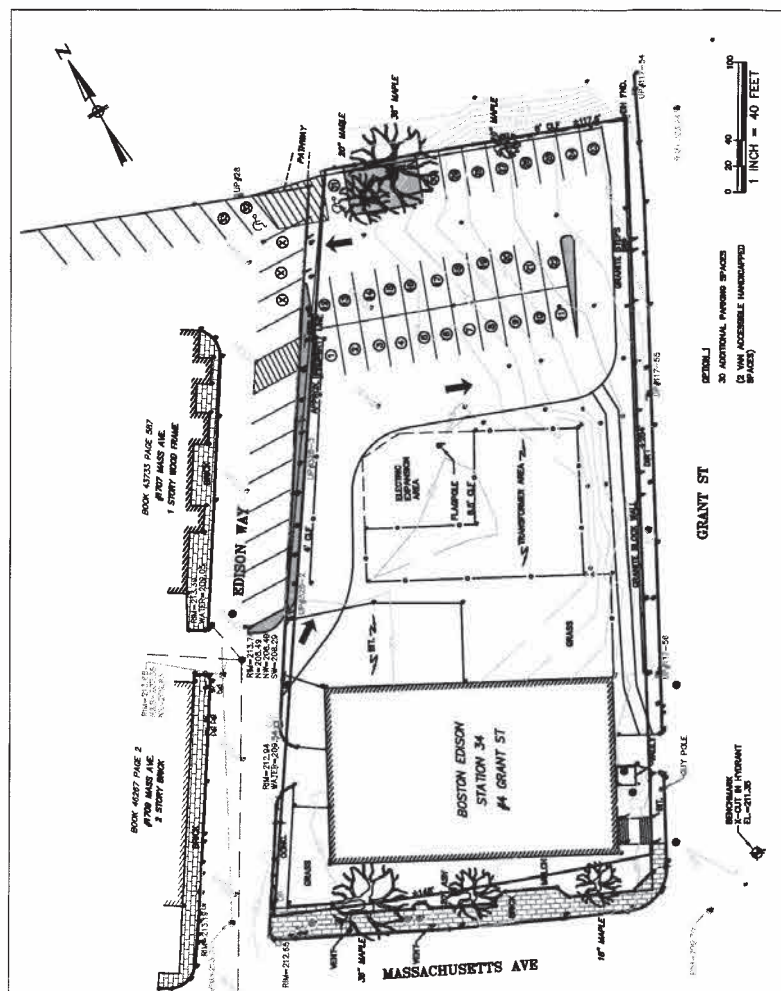
TOWN OF LEXINGTON

By: _____
Name: Carl F. Valente
Title: Town Manager

APPENDIX C | SAMPLE SHARED PARKING AGREEMENTS

Exhibit A

Conceptual Parking Plan
4 Grant Street, Lexington



PARKING EASEMENT AND MAINTENANCE AGREEMENT

Preamble and Recitals

This Agreement is entered into on _____, 2014, by and between Church of the Ascension, hereafter referred to as "Church," and Congregation Beth David, a California Non-Profit Religious Corporation, hereafter referred to as "Synagogue." Together, Church and Synagogue may be identified as the "Parties" herein.

A. Whereas, Church is the owner of certain real property situated in the City of Saratoga, Santa Clara County, California (hereafter referred to as "Parcel 1"), commonly known as 12033 Miller Rd., Saratoga, CA 95070, APN: _____ and more particularly described in Exhibit A, which is attached to this Agreement and hereby incorporated by reference.

B. Whereas, Synagogue is the owner of certain real property situated in City of Saratoga, Santa Clara County, California (hereafter referred to as the "Parcel 2"), commonly known as 19700 Prospect Rd., Saratoga, CA 95070, APN: 386-35-071 and 386-35-070 and more particularly described in Exhibit B, which is attached to this Agreement and hereby incorporated by reference.

C. Whereas, since the early 1970s, Church and Synagogue have shared parking and maintenance costs for those portions of Parcel 1 and Parcel 2 that are identified as a parking lot, as described by the parking diagram attached hereto as Exhibit C, and incorporated herein by reference. This Agreement is intended to memorialize the long-standing agreement in writing.

NOW, THEREFORE, in consideration of the mutual benefits bestowed by this Agreement, the Parties acknowledge that the above recitals are true and correct, and hereby agree to:

Grant of Easement

1. Church grants to Synagogue, and Synagogue grants to Church cross-easements, for parking on the terms and conditions set forth in this Agreement.

Description of Easement

2. The easement granted in this Agreement is an easement for parking on the cross-hatched areas identified in the Parking Lot Diagram attached hereto as Exhibit C.

A. Synagogue grants to Church the right to park on Synagogue's parking lots at any time where Church's parking needs exceed the available spaces on Church's own lots, (for example, but not limited to: Christmas and Easter);

Parking Easement and Maintenance Agreement
Page 1 of ____
Ver. 1

DRAFT

APPENDIX C | SAMPLE SHARED PARKING AGREEMENTS

B. Church grants Synagogue the right to park on Church's parking lots at any time where Synagogue's parking needs exceed the available spaces on Synagogue's own lots, (for example, but not limited to the Jewish High Holy Days).

C. Church grants to Synagogue an easement for shared use of the middle section of the parking lot indicated on the cross-hatched areas set forth in Exhibit C, attached and incorporated herein as if fully set forth.

Maintenance of Easement

3. The Parties may establish and assign maintenance, insurance and other obligations to each other that may be mutually acceptable without an amendment of this Agreement.

Indemnity

4. Synagogue will indemnify and defend Church for any claims filed by a visitor to Synagogue who utilizes Church's parking areas and files a claim against Church. Church will indemnify and defend Synagogue for any claims filed by a visitor to Church who utilizes Synagogue's parking areas and files a claim against Synagogue.

Attorneys' Fees

5. If any legal action or proceeding arising out of or relating to this Agreement is brought by either party to this Agreement, the prevailing party shall be entitled to receive from the other party, in addition to any other relief that may be granted, the reasonable attorneys' fees, costs, and expenses incurred in the action or proceeding by the prevailing party.

Entire Agreement

6. This Agreement constitutes the entire agreement between Church and Synagogue relating to the above easement. Any prior agreements, promises, negotiations, or representations not expressly set forth in this Agreement are of no force and effect. Any amendment to this Agreement shall be of no force and effect unless it is in writing and signed by Church and Synagogue.

Binding Effect

7. This Agreement shall be binding on and shall inure to the benefit of the heirs, executors, administrators, successors, and assigns of Grantor and Grantee.

Executed on _____ [date].

CHURCH OF THE ASCENSION

By: _____, it's _____

Parking Easement and Maintenance Agreement
Page 2 of ____
Ver. 1

CONGREGATION BETH DAVID

By: _____, it's President

Notary Acknowledgment

Attachments:
Exhibit A, Legal Description for Church
Exhibit B, Legal Description for Synagogue
Exhibit C, Parking Diagram

Parking Easement and Maintenance Agreement
Page 3 of ____
Ver. 1

APPENDIX C | SAMPLE SHARED PARKING AGREEMENTS

EXHIBIT A
Legal Description
Church of the Ascension

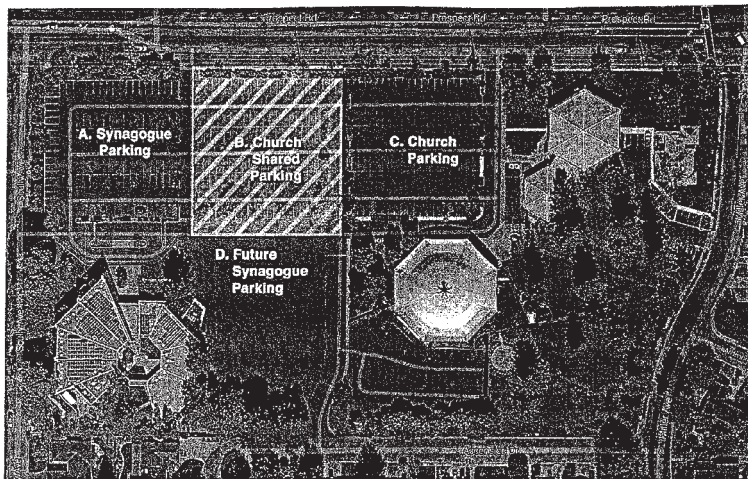
[to be supplied by the Church]

Exhibit B
Legal Description
Congregation Beth David

[to be supplied by Beth David]

APPENDIX C | SAMPLE SHARED PARKING AGREEMENTS

Exhibit C
Parking Easement Diagram



Parking Easement and Maintenance Agreement
Page 6 of ____
Ver. 1

Massachusetts Cultural Resource Information System

Scanned Record Cover Page

Inventory No:	STE.1
Historic Name:	Sterling Town Hall
Common Name:	Sterling Old Town Hall - 1835 Town Hall
Address:	31 Main St
City/Town:	Sterling
Village/Neighborhood:	Sterling
Local No:	
Year Constructed:	1835
Architect(s):	Springer, John; Stevenson, John M.
Architectural Style(s):	Greek Revival
Use(s):	Agricultural; Meeting Hall; Other Cultural; Other Recreational; Town Hall
Significance:	Architecture; Politics Government; Social History
Area(s):	STE.B: Sterling Center Historic District
Designation(s):	Nat'l Register District (04/14/1988)
Building Materials(s):	Roof: Asphalt Shingle Wall: Wood; Wood Clapboard Foundation: Brick; Granite; Stone, Cut



The Massachusetts Historical Commission (MHC) has converted this paper record to digital format as part of ongoing projects to scan records of the Inventory of Historic Assets of the Commonwealth and National Register of Historic Places nominations for Massachusetts. Efforts are ongoing and not all inventory or National Register records related to this resource may be available in digital format at this time.

The MACRIS database and scanned files are highly dynamic; new information is added daily and both database records and related scanned files may be updated as new information is incorporated into MHC files. Users should note that there may be a considerable lag time between the receipt of new or updated records by MHC and the appearance of related information in MACRIS. Users should also note that not all source materials for the MACRIS database are made available as scanned images. Users may consult the records, files and maps available in MHC's public research area at its offices at the State Archives Building, 220 Morrissey Boulevard, Boston, open M-F, 9-5.

Users of this digital material acknowledge that they have read and understood the MACRIS Information and Disclaimer (<http://mhc-macris.net/macrisdisclaimer.htm>)

Data available via the MACRIS web interface, and associated scanned files are for information purposes only. THE ACT OF CHECKING THIS DATABASE AND ASSOCIATED SCANNED FILES DOES NOT SUBSTITUTE FOR COMPLIANCE WITH APPLICABLE LOCAL, STATE OR FEDERAL LAWS AND REGULATIONS. IF YOU ARE REPRESENTING A DEVELOPER AND/OR A PROPOSED PROJECT THAT WILL REQUIRE A PERMIT, LICENSE OR FUNDING FROM ANY STATE OR FEDERAL AGENCY YOU MUST SUBMIT A PROJECT NOTIFICATION FORM TO MHC FOR MHC'S REVIEW AND COMMENT. You can obtain a copy of a PNF through the MHC web site (www.sec.state.ma.us/mhc) under the subject heading "MHC Forms."

Commonwealth of Massachusetts
Massachusetts Historical Commission
220 Morrissey Boulevard, Boston, Massachusetts 02125
www.sec.state.ma.us/mhc



Town Sterling, Massachusetts
 Street address 31 MAIN STREET
Cor. of Main & Maple Sts-
opposite village "Common".
 Name Sterling Town Hall (on frieze)
Formal Assembly Rm. 2nd floor-
Other Rooms, 1st floor.
(for suppers, etc. kitchen facilities)
 Present use Town Offices-1st floor-
2nd floor-Assembly Hall.
 Present owner Town of Sterling
 Open to public Yes
 Date 1835 Style Federal Period
(similar to #16 without ell)
 Source of date Centennial Address (1881)
by Wm. F. Holcombe (p. 70 Rugg. Ed.)
 Architect John Springer - with Doric
Columns by John M. Stevenson.

3. CONDITION: Excellent ~~Good~~-Fair Deteriorated Moved ~~Altered~~ Added bldg. lengthened to

4. DESCRIPTION

NOTE: Town Hall occupies a bit over $\frac{1}{2}$ acre of land. (orig. deed for $\frac{1}{2}$ acre).
FOUNDATION/BASEMENT: High Regular Low Material: Foundation variable-granite
blocks on no. side; brick wall on so. side- with entrance leading to cellar.

WALL COVER: Wood Clapboards Brick Stone Other

ROOF: Ridge Gambrel Flat Hip Mansard
Tower Cupola Dormer windows Balustrade Grillwork

CHIMNEYS: 1 2 3 4 1 chimney no. side near front of bldg. Center End End interior Cluster Elaborate Irregular

STORIES: 1 2 3 4 ATTACHMENTS: Wings Ell Shed Dependency 2 stories with basement.
Triangular pediment with Frieze-1 window in center.

PORCHES: 1 2 3 4 Portico 3 windows, 2nd floor Balcony Recessed:
~~2 windows, 1st fl.~~ on either side of center door.

FACADE: Gable end: Front/Side Ornament: 1 front door(center) 1 rear exit, and two
exits so. side rear, via new fire escape from both floors.

Entrance: Side Front: Center/Side Details: see above.

Windows: Spacing: Regular/Irregular Identical/Varied are 7 large(vertical) windows on
both north and south sides of bldg. upstairs and down stairs-evenly spaced.
Corners: Plain Pilasters Quoins Cornerboards on front under portico- 4 doric
columns almost 2 stories in height.

OUTBUILDINGS I recently acquired small brick bldg (formerly used by Light Dept)
Will be used for storage, or possibly vault purposes. - - - - -

5. Indicate location of structure in relation to nearest cross streets and other buildings

See sep. attachment.

6. Footage of structure from street 8-10' on front
Property has abt. 42' feet frontage on street

Recorder Frances P. Tapley (Mrs George Q.)
For Frances P. Tapley, Chrm.
Historical Commission, Sterling.

Photos Yes (2)

Date Dec. 27, 1971

NOTE: Recorder should obtain written permission from Commission or sponsoring organization before using this form.

SEE REVERSE SIDE

FORM MHC-B 10M-4-67-944872

FORM MHC-B 10M-4-67-944872

SEE REVERSE SIDE

Pled note; in Nov. 1966, this Recorder submitted a similar report on the Town Hall to Sec. Daveron, which should be on file in office of Hist. Commission

RELATION OF SURROUNDING TO STRUCTURE

Neighboring Structures varied- Business, Residential, and Town-owned Bldgs. & Church

Style: Colonial Federal Greek Revival Gothic Revival Italian Villa Lombard Rom.
Venetian Gothic Mansard Richardsonian Federal Modern(school).

Type Buildings: see above Conditions: Excellent Good Fair Deteriorated
Varied-excellent to fair- 1 poor

Use: Residential Commercial Religious Proximity: Fairly Close Proximity

Landscape Features: Agriculture Open Wooded Garden: Formal/Informal Village Common

Predominant Features or Green opposite Town Hall-shade trees-grass, etc.

Landscape Architect None, although Sterling Garden Club has done some planting.

GIVE A BRIEF DESCRIPTION OF HISTORIC IMPORTANCE OF SITE (Refer and elaborate on)

theme circled on front of form) This 2nd Town Hall, built in 1835, stands on the same site of orig. Town Hall built abt. 1800-1801, said to have been one of first Town Hall Buildings (sep. from Church) in Worc. County. Orig. bldg. housed school classrooms on 2nd floor and hall on first. It was 38' X 28'. The land was deeded to the town (with certain restrictions) in 1799, by Ebenezer Pope. (See Worc. Co. Deed Vol. 168, p. 61). Pope was said to have been a nephew, by mar., of Gen. Israel Putnam. Because of hard usage, the 1st Town Hall fell into disrepair, and in 1834 was sold to Col. John Ball Pratt, a well known cabinet maker & builder, who removed it to its present location and re-modelled it into a house which is still standing (abt. $\frac{1}{2}$ mi. S.W. on Rt. 12).

The new Town Hall built in 1835, completed in Nov. at cost of \$2,857.85, Edwin A. Conant, a well-known lawyer (and benefactor of the Town) gave the Dedication Address. It was this native born son who gave the Conant Free Public Library, located across the Common slightly S.W. of the Town Hall (1885), as a Memorial to his daughter.

Later, funds were given the town to build an addition (or to lengthen the Town Hall) in order to provide a proper stage on 2nd floor, and more space on 1st floor. The 2nd floor was used for Town Meetings, dancing classes, social gatherings, and as a display area for Annual Cattle Shows. Exhibits of fruits, flowers, handwork and bakery goods were displayed for judging and prizes. (see sep. page-for additions).

BIBLIOGRAPHY AND/OR REFERENCE

First Town Hall-built 1800-01- The Worcester Magazine & Historical Journal, Vol. 2, No. 1-May 1826, pub. Worcester: Rogers & Griffin, p. 46 & 47.

2nd Town Hall-Centennial Address, Wm. Frederic Holcombe (1881) Typed copies available in Library, Sterling, Hist. Soc., Inc.; and, a special bound copy with Index, prepared for Chief Justice Arthur P. Rugg of Mass. Supreme Ct., now in custody of the Sterling Historical Society, Inc., p. 70.

First Town Hall-ref. found in handwritten copy of "Hist. of Sterling" by Moses Sawyer (1830), a well-known surveyor & map-maker of that same date.

Clippings from many sources now in Sterling Historical Society Files.

History of Sterling (1781-1931) to Commemorate 150th Anniv. of Town, has picture of Town Hall (p. 5) with notation about John M. Stevenson, maker of Doric columns. (John Springer, the architect, came to Sterling from Lancaster, N.H. He mar. dau. of Dr. John Barnard, prominent physician of the Town. Elizabeth, wife, died 6-9-1856 a. 83; he d. 2-5-1866, a. 83; bur. in Sterling Source: Cheever Cemetery Records; and Town V.R.).

* Hurd, Hist. of Worc. Co., Vol. 1 pp. 490-491, tells of Springer, the architect, of dedication ceremonies and of musical concert which followed.

RESTRICTIONS None. Restrictions set by Ebenezer Pope in 1799 were recinded by 1835 when new Town Hall was built. See Deed (1834) Vol. 298, p. 367

Original Owner: of Land (with restrictions on Town House to be built) Ebenezer Pope
Deed Information: Book Number 168 Page 60, Worc. Co. Registry of Deeds

Vol. 298, p. 367, recinds restrictions, & land given outright to town-@ \$80.00, given by Jacob Conant and Betsey P. Conant, his wife. She was dau. of Ebenezer Pope. The said Ebenezer Pope died 3-24-1825 a. 73 yrs., bur. Sterling.

THE STERLING HISTORICAL SOCIETY, INC., HEADQUARTERS AND MUSEUM
Corner of Pine, Maple and School Streets
Sterling, Massachusetts.

Recorder: Frances P. Tapley, Chairman,
Historical Commission of Sterling
May 29, 1973 .

This is one of the principal houses in this specific Area Survey. Research has been carried on by this Recorder for about six years to try to determine the owner of the first building on this site.

It is apparent that the first building was perhaps one-third the size of the present house and that major additions were made during later years on several occasions. It is known that the great central chimney was removed and a spiral staircase made between the first and second floor in the front entryway; a large livingroom with a so-called "dome Room" were added on to the original house on the first and second floors. One of the owners, probably Dr. Peck, either added or enlarge a smaller room on the back of the house for an office. It seems to be a general consensus of opinion that either Gen. Thomas Heywood Blood, or Dr. William Dandridge Peck, made the additions to the house, and it seems more than likely that Dr. Peck was responsible for the lovely carved moldings in the added sections of the house. When the central chimney was dismantled other chimneys had to be added; and in several cases we have discovered that other stairways were changed, as noted by sections of patchwork flooring in different rooms.

In spite of the many changes in the old house, it still has a charm of its own and definitely bears the stamp of its various owners who were highly educated and cultured people.

This preliminary Report will be submitted even though there are many new avenues for future research. These will have to await a more leisurely pace for investigation than is available at the present time.

The 1830 Map of Sterling shows a building on the site with no owner listed

The 1855 Map shows an enlarged insert of the area with Dr. Wm. D. Peck as owner . He also appears as owned in the 1870 Map of Sterling.

The 1898 Map shows Mrs. M. E. Peck as owner. Probably an error, for Mrs. M. E. Peck died in 1885 five years before her husband, who died in 1890. Perhaps the Estate was unsettled at that time. A daughter Mary D. Peck was supposedly the inheritor of the property at that time. With the exception of Dr. Peck's first wife Elizabeth W. (Wilder), the rest of the family (as far as is known) are buried in Oak Hill Cemetery.

The first five settlers of Chocksett were: Gamaliel Beaman, David and Jonathan Osgood, Samuel Sawyer (3) & wife Deborah (Rugg), and one famous as "Landlord Ben" Houghton, descendant of John (1) of Dedham & Lancaster. They all settled a bit south westerly of the present Centre Village. The first house in the village was that of Jabez Brooks and his wife, Lucy (Sawyer). It was built ca. 1759, the easterly side of the Church Common was listed as an impenetrable forest and swamp where the largest trees grew. That was the reason for the 1st Parish Church to be built in this present centre village.

A rough Diagram of the area where the Historical Society Headquarters are located will be shown on the following page. The land area of the property is slightly under 2 acres, probably nearer 1 & 3/4ths acres. One road was opened and several widened during intervening years. The

property includes a large house, with additions and an ell. It had a small attachment (now removed) for storing wood, and a car. A small attached out-building; and, a few yards distant to the rear- a large barn, with attached Duck or Hen House. Any other small bldgs, such as the summer house, and smaller hen houses, were removed before the Society purchased the property. At one time the house had a portico on the northerly side, but that has long since been removed.

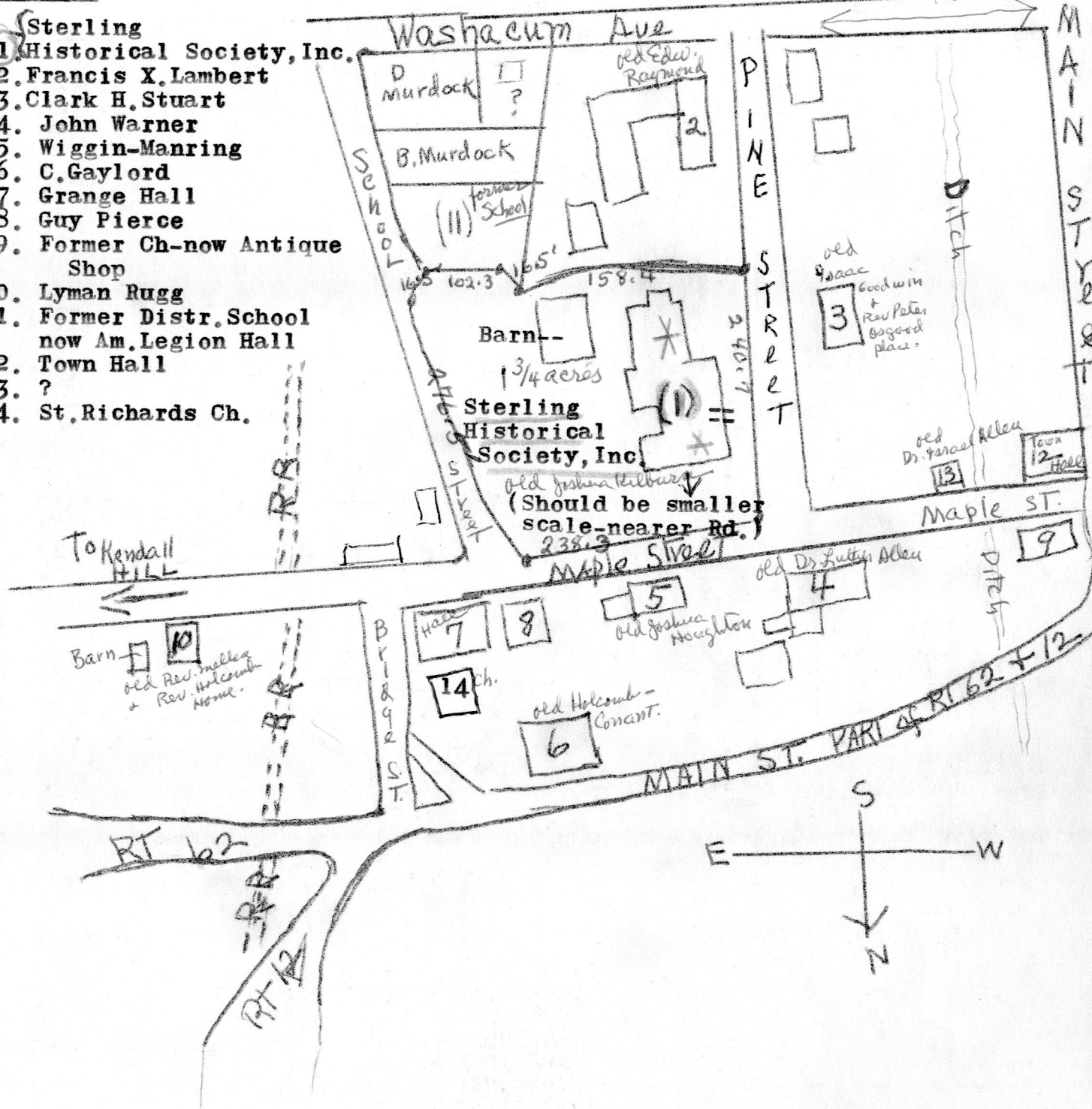
Rough Diagram of Historical Society
Property showing near Houses
in the area.

This sect
once

Marsh lane

1973---

- (Sterling
1. Historical Society, Inc.
 2. Francis X. Lambert
 3. Clark H. Stuart
 4. John Warner
 5. Wiggin-Manring
 6. C. Gaylord
 7. Grange Hall
 8. Guy Pierce
 9. Former Ch-nw Antique Shop
 10. Lyman Rugg
 11. Former Distr. School now Am. Legion Hall
 12. Town Hall
 13. ?
 14. St. Richards Ch.



Sterling Historical Society, Inc.
Headquarters
 # 1 on
 Diagram

Recorder's Note: Having completed 10 pages of detailed information concerning the Sterling Historical Society's Headquarters, and the buildings and houses around its area, plus brief genealogies of all the area occupants and their allied families living in the block during early days, it now appears to me that This Report Must Be Shortened.

Therefore, I bring to your attention that the people in Houses # 1 & # 5 were Brothers in Law Joshua Kilburn and Joshua Houghton respectively. Joshua Houghton was a Housewright, and Joshua Kilburn a Hatter. Joshua Houghton was descended from John(1) Houghton of Dedham and Lancaster ca. 1660; while Joshua Kilburn was a descendant of Deacon Joseph of Rowley and Sterling, and George(1) Kilburn of Rowley ca. 1640.

Two Raymond men lived in houses 2 & 1. They were probably brothers, named Edward and William. Edward undoubtedly lived in # 2 House, and in time purchased the #1 Houghton House, which he sold to his brother William for ~~£~~ six-pence. More will be said about Edward Raymond when the # 2 House facing Pine Street is Reported to the Mass. Historical Commission.

Many deeds of this area make reference to Ebenezer Pope, who came from Conn., with his father, Joseph. Ebenezer was said to have been a nephew of Gen. Israel Putnam's wife. Through the marriage of his daughter Betsey to Jacob Conant, we bring in another prominent family in Town. Samuel, a Rev. War Soldier from Stow, and his sons Jacob and Samuel, and his gr. son Edwin Conant(s. of Jacob) who contributed much to the Town in various ways, principally through his contribution of the Conant Public Library, to the Church and to the Town in other projects.

Wilders, Sawyers, Holcombs & Seavers names are found on many of the earliest Deeds of this area. The families of Keyes-Bush-Robbins & Moors were also frequently on Deeds in this specific area. Most were related in some way through inter-marriages.

It is my premiss that Joshua Houghton, Housewright built his house first(# 5) on Maple Street, then referred to as the Road leading from the Meeting House to Rev. Reuben Holcomb's house(#10); and that he perhaps assisted in the building of his brother in law's house(#1) across the street-i.e. the house of Joshua Kilburn who was ^{married} to Phebe Brooks, dau. of Thomas Brooks(of Charlestown and Sterling) and his wife Hannah(Cutter). This Recorder has not found the original purchase of land by Joshua Kilburn, but

1. Book 118, p. 299-a Deed dated June 18, 1793, was given by Joshua Kilburn of Sterling, Hatter... wherein Joshua Kilburn sold to John Robbins, Goldsmith, for 70 Pounds-a certain tract of land near the Sterling Meeting House, opposite Dr. Allens(House #4) containing 162 Rods together with the DWELLING HOUSE, BARN AND HATTER'S SHOP... be at the Road near Dr. Allen's house & the cor. of Ebenezer Pope's land, running southerly 9 rods to a stake and stones to land of Edward Raymond-THENCE East 42° South 17 rods & $\frac{1}{2}$ to a stake and stones by land of sd. Raymond; THENCE North 41° East 9 Rods by land of Joshua Houghton to the Road. Thence by sd. Town Road abt. 18 rods to the first ment. Bounds- The land laying abt. 25 rods from sd. Meeting House on the south side of the Road leading from sd. Meeting House to the Rev. Holcomb's,..... Signed Joshua Kilburn
 June 18, 1793 (Before) Phebe Kilburn
 Samuel Gerrish & Joshua Houghton
 Joshua Kilburn appeared and Ack. Before Edward Raymond, J.P.

married
 May 5, 1793

2. Book 128, p. 442- John Robbins, Esq. to Edward Raymond

For a six-pence paid by Edward Raymond, John Robbins sold, granted, quit-claimed, etc. the same premises"which I bought from Joshua Kilburn with Dwelling House, Barn and Shop, on it-cont. abt. 162 Rods....ref. to Bk. 118 p. 299.

(Before)

Signed JOHN ROBBINS

Joshua Houghton
Jacob Robbins.

3. Book 128 p. 443- Edward Raymond to William Raymond for payment of six pounds by William Raymond, sold him the same premises described above -land abt. 160 Rods-House, Barn-Shop which he the sd. Edward bought of John Robbins, being same property deeded to Robbins by Joshua Kilburn-Gave same ref. Bk. 118, p. 299.

Signed: Edward Raymond

Aug. 1, 1796

Presence of Nathan Raymond and Luke Richardson.

Edward Raymond appeared before William Putnam, J.P. in Worcester and acknowledged it to be his free act and deed.... Rec'd and Entered Dec. 9, 1796 by Dan'l Clap, Regr.

NOTE: in this Deed William Raymond was referred to as a CHAIRMAKER.

4. Book 155 p. 81 Deed from William Raymond Chairmaker to James Seaver, Gentleman -Deed made Jan. 11, 1803, ent. at Worc. in 1804.

James Seaver paid 670 Pounds for a certain mesuage in Sterling & 1 acre and 71 Rods of land with a House, Barn & Shop standing on same opposite the house of Joshua (Joshua) Houghton, abt. 25 rods from the Meeting House- much the same boundaries mentioned as before

Signed William Raymond

Eunice Raymond his Wife

Dated 11 Jan. 1803-Witnessed by

John Robbins, Lucy Robbins, Joseph Seaver Jr. Chas. Raymond...

Recorders Note: In another Deed James and Joseph Seaver, Jr. paid Joseph Seaver, Sr. \$1,000.00 for property somewhere in this general area, they were listed as Windsor Chair Makers. William Raymond's wife was Eunice Seaver, undoubtedly a sister of James and Joseph, Jr.

5. Book 164 p. 526- JAMES SEAVER to THOMAS H. BLOOD (Dated 1806)

For \$700.00 James Seaver and Olive Seaver his wife, deeded a Mesuage and tract of land which I myself do now occupy, near the Meeting House, containing 1 acre & 71 Rods, with all bldgs thereon, beginning at the Highway near Dr. Israel Allen (see # 13), having the Right to Pass and Re-Pass on part (of land) sold to Dr. Allen where a small building or frame has been erected.

Recorder's Note: Thomas H. Blood was now buying up land in and around this area. He was Born in Stow, Mass. was educated as a Physician came to Sterling to open up the Hat Business which his father had carried on in Stow. Joined in Business with Nahum Rice, operating under the name of Blood and Rice. Sent a younger Blood brother to Vermont to open up a fur trading business for making Beaver Hats, and was well on the way to becoming one of Sterling's most prominent citizens. He married ~~first~~ (Int. Feb. 28,) 1796, Polly Sawyer, She was of Sterling and he was from Peterborough at that time. (N.H.)

For Further References see Blood Genealogy By Roger Deane Harris, Cambridge, Mass. Privately Pub. by the Author, pp. 82-83 & 100-101.

When Thomas H. Blood lost most of his money and property some yrs later it was said that the depression of 1829 may have wiped him out -but never did he lose his prestige. He was always one of the most respected

men in Sterling. He became State Representative and a State Senator, and always carried the title of General, for he was a Brigadier General in the Massachusetts Militia. (p. 83, Roger Deane Harris Bk.) In some of the Sterling Histories, credit is given Gen. Blood for service in the War of 1812. His wife Polly Sawyer was Mary Sawyer, daughter of Manasseh Sawyer of Sterling. Gen. Thomas H. Blood died in Worcester in 1848 (May 15, ae. 78) and his wife Mar. 16, 1850 ae. 76. (Cheever Cem. Records) Their deaths are also in the Town Records. Some Records say Gen. Blood's father was of Stow, some Bolton, and some that he died in Acton. However, he is given credit for making the first silk hats in the Colonies in his Bolton Shop. Some of the first Beaver Hats were made in the Blood Shops, and later the plush type of Beaver Hat, when skins became scarce.

Whether Thomas Heywood Blood was the one to build on to the old house, and add the Dome Room is still a mystery. The carved moldings indicate they might have been the idea of Dr. William Dandridge Peck, of Cambridge & Harvard College- but no proof has been found, to date.

5. Gen. Thomas H. Blood's troubles commenced in 1829 when the depression hit. Book 271 pp. 230, 231, 232, 233, etc. bear positive proof of the Judgements brought against both ~~him~~ and his partner, Nahum Rice... One judgement was for am't of \$1032.50 plus

7.66 damages
\$1040.16

" .25 for Writ.
The Court ordered "Blood and Rice" to show Jacob Conant all of their goods and chattels or land- if not acceptable to Conant they were to be confined to the gaol in Worcester.... Sept. 19, 1829, personally appeared Moses Sawyer, Joel Pratt, Jr. and David Wilder and made oath that they would make a true appraisal of the Real Estate before Alexander Dustin, Jus. Peace. Their Fee for the Appraisal was \$20.00, and costs of \$6.48. After much dickering, the affair was settled to Jacob Conant's satisfaction; and the next Deed indicates that:

6. Vol. 299 p. 102 & pp. 104, 105. Edwin Conant, Attorney at Law, / to Jacob Conant... upon payment of \$1600.61, Edwin Conant gave all rights title, claim and demand to one undivided half of the Blood Place, so-called, situated in Sterling, and the bldgs, near the centre of Town, being the place formerly occupied and owned by Gen. Thomas H. Blood, containing 3 acres, more or less, together with the same undivided Aquaduct privileges of bring water to the premises; also, the Parker Place, so called, situated in Sterling on the road leading from the centre of town by Augustine Holcomb's house, with bldgs. thereon, sd place supposed to have 1/2 acre more or less; also one undivided half of the Pope Place so called- Dated March 13, 1834.

7. Vol. 307 p. 77- Jacob Conant to Alexander Dustin- a long Deed in which he sold Dustin 1 and 3/4ths acres of land with bldgs thereon in consideration of payment of \$1250.00 by Dustin to Conant. The Deed is a detailed one, and is almost identical with the present one held by the Sterling Historical Society; In the Deed Conant mentions the new Town Road (i.e. present School Street) and the boundaries where Blood land stopped to allow for sale to Holcomb of Albert Tufts Barn, it being the new boundary because of the opening of the new road.

(I believe the barn stood right in the middle of the proposed

(Road)

See pg. Six first - this is new research added.

The information below adds another facet of interest to those on our list of occupants of the present Historical Society Hdqtrs house in earlier days.

Namely: Dr. Alexander Dustin, Esq.

Descendant of Hannah Dustin of Indian Exploit fame.

* Note on Alexander Dustin, Physician, Gentleman, Esquire, & J.P.
 said to have come to Sterling, ca 1819 from area
 of Westminster

*From new information which has just come to light (Hist. of Westminster, Mass., by William Sweetzer Heywood, pub. Lowell, Mass. Vox Populi Press-1893, we find

on page 623-624 that: Alexander Dustin was son of Eliphalet and Jannett (McCollum) Dustin of New Boston, N.H., where he was born Apr. 17, 1776.

He was moreover, a descendant, in the 4th generation, of HANNAH DUSTIN of Haverhill, whose experience and signal exploit in connection with the Indians engaged in the raid, massacre, and abduction of the 15th of March 1697, are familiar to every reader of N.E. HISTORY. Alexander showed an aptitude for learning and was kept constantly at school until fitted for college, entering Dartmouth when 19 years of age and graduated in 1799. He read Law with Hon. Samuel Bell of Francistown, N.H., and other able jurists and began practice at Harvard, 1804. He removed to Westminster in 1810 and for 16 yrs. was an ~~abt~~ active and influential citizen of the town. He is said to have been skillful and learned in his profession, affable and pleasing in his intercourse with his neighbors and friends, and a valuable member of society. ... Dartmouth conferred upon him in later life the degree of A.M. He married Sophia, dau. of Rev. Edmund Foster of Littleton, but had no children. He went hence to STERLING in 1826, and died there Jan. 24, 1837, a. 60. His widow died in Harvard, Dec. 2, 1868, a. 82.

Other references are found on pp. 438-9 re Dustin's activities, on the Committee to build a Powder House; and, when he and a group of men helped raise money to buy a fire-engine for the town; they requested the Selectmen to ^{ask} some of the Militia Men of the town to take care of the use of the fire engines whenever needed.

Still other references on pp. 430, ~~433~~-434, OF HIS ACTIVITIES IN TOWN LIFE IN WESTMINSTER.

In one of our Sterling Records, Dustin was listed as a Justice of the Peace in 1819, probably in the Co. Seat in Worcester.

The Barn had originally been the property of Joshua Houghton, and was diagonally across the road from his property. Albert Tufts had purchased both the house and Barn, somewhat earlier than the road was planned.)

The Deed went on to note the boundaries of the new District School, as it affected the sd. property Dustin was buying..... Reference was also made to Dustin's Right to the Aquaduct carrying running water down from Holcomb's to the Blood Place and to Jacob Conant's place. Dustin was to have all of the privileges vested in Thomas H. Blood, Esq., by Deed from Rev. Reuben Holcomb to Blood & Conant re use of water...etc.

Signed Jacob Conant
Betsey Conant

Presence of
Anthony Chase

Edwin Conant-Apr. 2, 1835. Rec'd Apr. 16, 1835.. Ent. & Exam.

Dustin was to take possession of property on 1st Day of April Next.

8. Book 328 p. 105- in brief.... regarding the property of Alexander Dustin, late of Sterling Dec'd, with Jacob Conant Adm. of Estate. Conant was empowered by the Court holden at Worcester on 4 Apr. A.D. 1837 to sell and pass deeds on the whole of the Real Estate of sd Deceased to cover his debts and charges. Notice of sale was posted in Sterling, Lancaster, Leominster, and Fitchburg. To be brief-Dr. William Dandridge Peck, Physician (spelled Phesiceon) paid \$95.00, and rec'd a portion of the property he being the highest bidder. It was ALL THE RIGHT in EQUITY which the deceased had at the time of death to redeem his late home estate in Sterling consisting of about 1½ acres of land with House, Barn, and out-buildings, bounded as follows: Beginning at the most westerly cor. thereof on the road leading by the dwelling house of the Rev. Peter Osgood and opposite sd. house, THENCE..... all as before, with the added statement that the property was the same that had been surveyed by Moses Sawyer acc. to a Plan dated May 1, 1837.

Dr. Peck was to understand that he could not take possession of the property until Apr. 1, 1838.....etc.....

Signed Jacob Conant

June 24, 1837 in Presence of Edwin Conant
Worcester, June 24, 1837.

Rec'd and Ent. Sept. 27, 1837 at 10:15...

It was said by Dr. William Frederic Holcombe, in his Centennial Address of the History of Sterling (1781-1881) that Dr. Peck was one of the most brilliant, yet unassuming men of his time, and that the Town was all the better for his wise counsel and guidance for many, many years. Dr. Peck was born in Cambridge, Nov. 15, 1812, the son of a brilliant Professor of Natural History at Harvard College, one William Dandridge Peck^{sr} and his wife Harriet. William D. Peck (Jr.) was educated at Harvard College and came to Sterling in his early twenties as a Physician. He married first in Leominster, Miss Elizabeth W. Wilder, on May 4, 1840. In the birth Records (Printed V.R. Bk.) under the name of Peck, we find E.W. wife of W.D., was born May 4, 1821, G.S. (she was dau. of Dr. Chas. W. Wilder, prominent Leominster Doctor. She died 1853, bur. Leominster (G.S.))
Dr. William Dandridge Peck was married 2nd to Mary E. (Willard) (Int. Jan. 23, 1855-Sterl. Twn. Rec. Vol. 1 p. 94A). She was born in 1843.

Dr. Peck died in Sterling in 1890, and his ^{2nd} wife died in 1885,

A daughter Mary D. Peck died in 1944, according to cemetery Records.

Dr. Peck was Town Clerk from 1846-1886; Representative to the Legislature 1847-8; Representative to the General Court 1849-50; and again in 1853-4; State Senator in 1859; Town Treasurer 1854-1872,

While he came to Sterling as a Physician to work under or with Dr. Peirson T. Kendall, he became more and more interested in town affairs. There are many articles of furniture, books, clothing, photographs of his family and home, etc. in the Sterling Historical Society's rooms and files. The Town of Sterling owns many letters from leaders of his time such as Oliver Wendall Holmes, Thoreau, Ralph Waldo Emerson, Rev. James Kendall, minister in Plymouth for fifty years, but a native-born Sterling person. Dr. Peck was on familiar grounds with many of these outstanding men and often entertained them at his home in Sterling. His daughter Mary D. Peck was also active in the local and church societies and was the Town Librarian for many years.

Papers written by the late Mrs. Guy Pierce (Née Barbara Peeso), indicate that Miss Peck inherited the home place, and lived there for many years after the death of her father, selling the property around 1909. Thompson relatives (on the 2nd wife's side) lived with her for a number of years.

9. Mr. Frank D. Lent was the purchaser of the house in 1909, and lived there with his wife Fannie and his son Deane. Mr. Lent was a fine architect; and, the Leominster City Hall is a fine example of his work. The son Deane attended the local Schools and the Leominster High School, carrying on his education at Massachusetts Institute of Technology, where he carried on after graduation as a Professor until his recent retirement. His mother, Fannie Lent was a familiar figure in Sterling, and a long-time Librarian at the Conant Library. After the death of Mr. Lent, the house was sold, and Mrs. Lent continued to live in Sterling in a new home, built for her, on Princeton Road.
10. The next Deed at hand was Book 2382, p. 486, being the old Peck home, with almost identical boundaries and markings as appeared in 1837/8 when it was purchased by the good Doctor. Some of the boundary lines were a rod or two shorter because of land taken to open up School Street, and to later widen Pine, Maple and School Streets. The same water or Aquaduct privileges were also conveyed by Deed of Nellie A. Thayer, dated June 26, 1925, and the premises as listed, Deeded to Kenneth C. MacArthur and Rachel H. MacArthur.
11. Rev. Kenneth MacArthur and his wife and children were outstanding members of the Community. Rev. MacArthur was a ~~XXXX~~ Chaplain in two World Wars; and retired from the U.S. Army with the Rank of Colonel in 1946. He served as Pastor of the Federated Church of Sterling from 1925- 1947. He was Chaplain of the Hiram O. Taylor Post 189 American Legion for 33 yrs. He organized the local 4-H "An-Hus" Clubs, and served as a 4-H Leader for many years. He was President of the Farmers Club for seven consecutive years. He deceased in June of 1959. Mrs. Rachel H. MacArthur was also a most public spirited woman, who devoted many years to teaching weaving to those in Sterling and in the Fort Devens Hospital, using her expert teaching ability in ~~rapantix~~ Therapeutic weaving work with the sick or injured. Although her grown children were living in far distant places, Mrs. MacArthur continued to retain her home as long as possible. As a Charter Member of the Sterling Historical Society, Inc., it was her hope that this organization might purchase the property. When illness made it impossible for her to remain in her home, the
12. Historical Society was able to purchase the old home, and papers were so passed in 1968. The Members and Trustees of the Historical Society are indeed blessed to have obtained such a place for their Headquarters and Historical Repository. Due to a most generous bequest from the late Mrs. Josephine Louise Carter, one of the Founders and a Charter Member, the Trustees of the Sterling Historical Society have been able to do some extensive restoration and preservation work on the old house, and the Community may be the richer, culturally speaking, for the care and thought which has gone into this work.

We learn that Architect and Builder, John Springer came to Sterling some time before Feb. 27, 1814, the date upon which he filed marriage intentions to Eliza (beth) Barnard of Sterling. She was a daughter of Dr. John Barnard and Elizabeth (Fairbanks) Barnard. Dr. John Barnard had come to Sterling from Bolton with his wife and family, some years earlier and lived in an early home he had erected on the south easterly part of Redstone Hill. Dr. Barnard & wife were admitted to the Church, then known as the first church of Sterling, in 1795, on November 22nd. Daughters: Eliza, Sophia & Lucy were admitted to the church on Dec. 18, 1803. (Source: Rev. Reuben Holcomb Records)

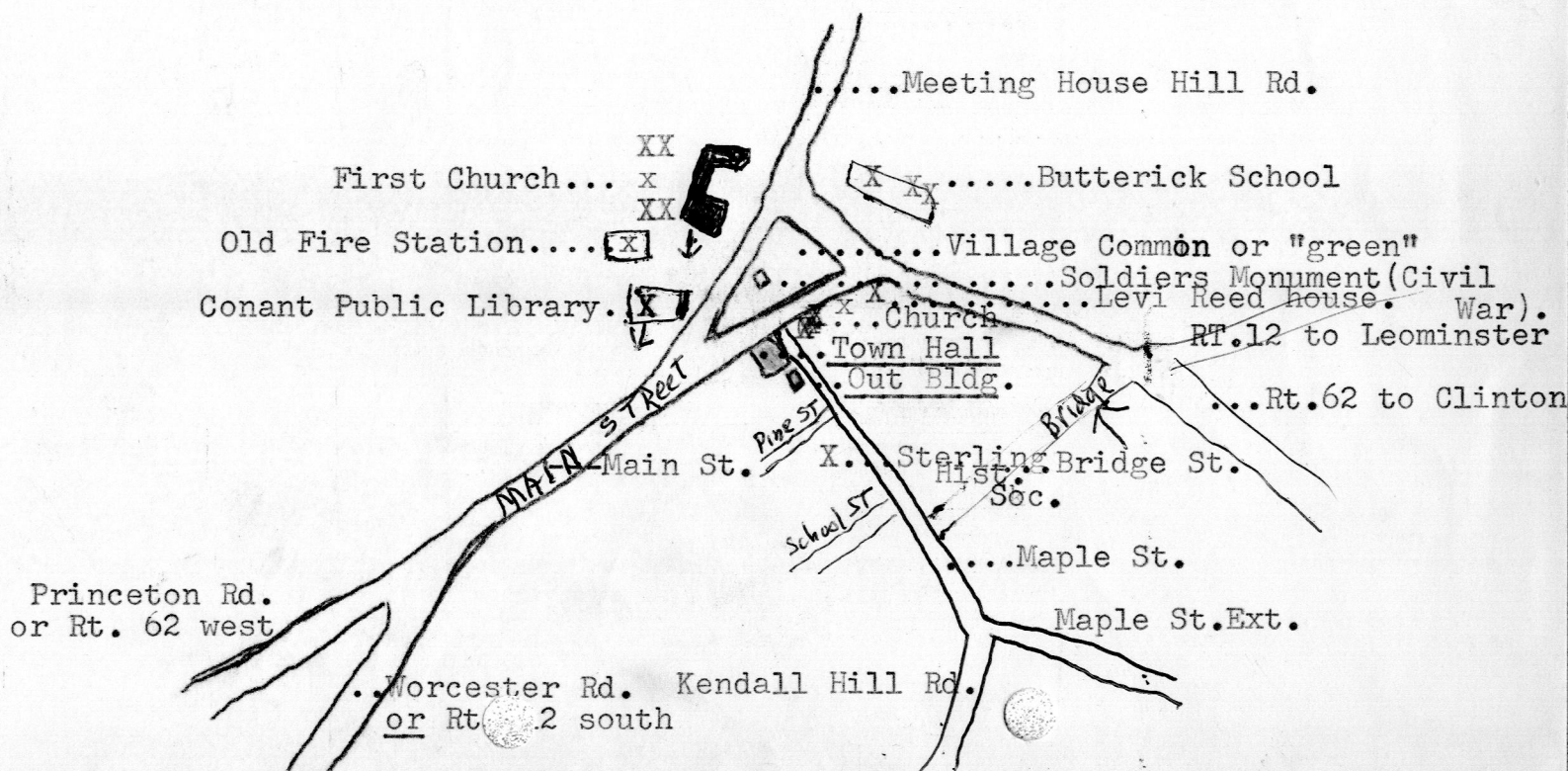
From Death Records of Sterling, we learn that John Springer, died ae. 83, on Feb. 1, 1866, at Sterling, Widower, Carpenter, born Conway, New Hampshire, son of Samuel Springer of that place. (Reg. 2 p. 7.)

John Stevenson, the builder of the Doric Columns on front of Town Hall (1807-1883) was married to a local girl Ruhamah M. Butterick, and they lived in an old house in or near the Rowley Hill area of Sterling. She was dau. of Francis (6) Butterick, and sister of Ebenezer (7) Butterick of Butterick Pattern Fame ("Early Families of Chocksett Church", by Frederick Lewis Weis-Butterick Family Lineage)

From a historical clipping dated Feb. 28 (Year unknown) Worcester Daily Telegram - we learn that the addition to the east end of the Town Hall was built with funds given by Mrs. Jane (Bailey) Kilburn, widow of Capt. Eli Kilburn, in 1893. The Town Voted at March Meeting to accept her gift of \$2000, for the enlargement and beautification of the Town Hall, and the answer was taken to Mrs. Kilburn who was then ill, and the thanks of the Town were given to her. Mrs. Kilburn passed away a few days later, not living to see the accomplishment of her desires.

When the addition was built, "the architecture was not changed... The interior was improved and frescoed; a gallery was built at the front end (2nd floor), and a furnace and other modern conveniences were added." The work was completed before the next Town Meeting.

The Town Hall stands almost opposite the First Church across the Town Common, and slightly north east of the Conant Library.



3.

The first Town Hall dedicated around 1800, or shortly thereafter, was said to have been the "first edifice erected in this County, for the purpose of holding Town Meetings" (separate from the Church). It was a decent building 38 X 28', with a porch in front. The upper story was used as a district school house for the Centre district or Ward. (See Vol. 2 p. 46, Worcester Magazine and Historical Journal, History of Sterling by Isaac Goodwin, Published in Worcester, Mass. (1826), William Lincoln and C.C. Baldwin, Editors & Publishers.

The second Town Hall, erected on the same site, in November of 1835, was the scene of Dedication Exercises, with an Address by Edwin Conant, Esq. of Worcester, but a native born citizen of Sterling. The building has long been the scene of many public gatherings.

During annual Cattle-Show Days, exhibits of fruit, vegetables, hand work, and various types of canning and cooking were on display for possible prize-winning items.

Graduation Exercises for the Schools, which had been held in the Churches of Sterling, after 1893, were held in the newly enlarged Town Hall.

Dinners and Suppers were held on the first floor of the Town Hall on many occasions, and well-known early singing masters were heard in the upper Hall. It was the custom to place exhibits of antique interest and historical value in the Hall on special Anniversary Celebrations. Public Dances, and Private Dancing lessons were held in the upper Hall. Until recently, all regular Town Meetings were held in this building. Because of the increase in population during recent years it has been necessary to hold Town Meetings in the Houghton School in southerly area of Town.

During the visit of General Lafayette in 1824, Townspeople in charge of the welcoming committee, erected a large platform across the road from the Town Hall in the Village Common or Park.

During past years the Town has placed many pictures of value on the walls of the upper Town Hall. Some are in storage now, but two remaining oil paintings should be noted:

1. Oil Portrait of William Alexander, better known as Lord Stirling, of Revolutionary War Fame. It has been said that Sterling was the first town to have been called by this name (in 1781), in honor of that famous Patriot under whom so many Sterling Soldiers served during the War. The Portrait was presented to the Town by Miss Mary Ellen Butterick, daughter of Ebenezer Butterick of Pattern fame. The date of the presentation Ceremony was July 14, 1919. The portrait was done by Miss Eleanor C. Bannister of Brooklyn, N.Y.
2. Oil Portrait (almost full length) of Chief Justice Prentiss Mellen, born in Sterling, son of the first Minister of Sterling, Rev. John Mellen, who assumed his pastorate in 1744. Judge Mellen was first a United States Senator from Massachusetts until Maine became a separate State in 1820. Chief Justice Mellen became the first Chief Justice of the Supreme Court of Maine in 1820, and died in Portland, Maine Dec. 31, 1840. (He was b. in Sterling in 1764). Joseph B. Kahill, the Artist, painted an original painting of Chief Justice Mellen which hangs in the Supreme Court Bldg. in Portland. The Sterling copy, by him was painted later

4.

(under special Commission) by Miss Mary Ellen Butterick, Chief Justice Arthur Prentice Rugg, of our Massachusetts Supreme Court, and by the Honorable Herbert Parker, of Lancaster, famous Attorney of our Commonwealth. Presentation Ceremony was held Nov. 11, 1911, in the Sterling Town Hall. Judge Rugg, the Hon. Herbert Parker, and other guests gave special Addresses upon this occasion.

During recent years the only regular occupants of the Town Hall were Members of the Welfare and Nursing Departments, and the Police Office.

On or about November 1st of 1971, a decided change occurred in the 1st floor rooms of the Town Hall. Many Offices of the Town are now quartered there including the Board of Selectmen, Assessors, the Town Clerk, the Electric Light Department (collection dept.), Town Accountant, etc. Prior to this change, the Police Dept. Office had been moved to a renovated first floor room. Some rather rapid renovation work has been done to satisfy the immediate needs of those officials who are now housed in the old Town Hall, but care should be taken in future restoration work to insure the historic elements of this building are kept unspoiled.

A sizeable amount of money will be needed for restoration projects on this building, which will probably be slow in coming because of the rapidly rise in Taxes, and the many needs of an increasing population rate necessitating new schools, roads, and other necessary utilities. It is the hope of the Historical Commission that Federal or State Funds may become available to aid in such a restoration Project over a five- or more, year period.

Frances P. Tapley

Frances P. Tapley (Mrs. George O.)
Chairman, Historical Commission,
Sterling, Massachusetts.



Massachusetts Cultural Resource Information System

Scanned Record Cover Page

Inventory No:	STE.910
Historic Name:	Mary's Lamb Memorial
Common Name:	
Address:	Main St Sterling Common
City/Town:	Sterling
Village/Neighborhood:	Sterling
Local No:	
Year Constructed:	1962
Architect(s):	
Architectural Style(s):	
Use(s):	Other Cultural; Other Social
Significance:	Community Planning; Literature; Social History
Area(s):	STE.B: Sterling Center Historic District
Designation(s):	Nat'l Register District (04/14/1988)
Building Materials(s):	



The Massachusetts Historical Commission (MHC) has converted this paper record to digital format as part of ongoing projects to scan records of the Inventory of Historic Assets of the Commonwealth and National Register of Historic Places nominations for Massachusetts. Efforts are ongoing and not all inventory or National Register records related to this resource may be available in digital format at this time.

The MACRIS database and scanned files are highly dynamic; new information is added daily and both database records and related scanned files may be updated as new information is incorporated into MHC files. Users should note that there may be a considerable lag time between the receipt of new or updated records by MHC and the appearance of related information in MACRIS. Users should also note that not all source materials for the MACRIS database are made available as scanned images. Users may consult the records, files and maps available in MHC's public research area at its offices at the State Archives Building, 220 Morrissey Boulevard, Boston, open M-F, 9-5.

Users of this digital material acknowledge that they have read and understood the MACRIS Information and Disclaimer (<http://mhc-macris.net/macrisdisclaimer.htm>)

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Commonwealth of Massachusetts
Massachusetts Historical Commission
220 Morrissey Boulevard, Boston, Massachusetts 02125
www.sec.state.ma.us/mhc

This file was accessed on: Thursday, October 7, 2021 at 8:46: AM

STERLING

Sterling

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N2013 4/14/88

Rel 9-13, 14, 11-

STE. 1910

(3)

SOS! Survey Questionnaire

Save Outdoor Sculpture!, National Institute for the Conservation of Cultural Property
3299 K Street, NW, Washington, D.C. 20007 (1-800-421-1381)

- Read the entire form carefully before beginning the survey.
- Type or print using a ballpoint pen when filling out this form. Legibility is critical.
- Do not guess at the information; an answer of "Unknown" is more helpful.
- For sculptures with several separate sculptural components, complete one questionnaire for the entire work. If necessary, complete relevant sections of the *SOS! Survey Questionnaire* for each component and staple them together.
- If possible, attach a photograph, photocopy, slide or other reproduction of the sculpture to this form.
- Refer to *SOS! Handbook* for further clarification of terminology.
- Contact your local SOS! Project Coordinator if you have any questions.

PART I: BASIC DESCRIPTIVE INFORMATION

Title of Work (if unsure, note "unknown"; if artist named work "Untitled," note accordingly)

Mary's Land Memorial

Alternate Title(s)

Unknown

Primary Artist(s)

Person(s) responsible for the overall conception and creation of the work. Frequently the artist's name will appear toward the back, lower edge or another inconspicuous place on the sculpture, followed by the abbreviations "Sc." "Sculp" for sculptor/sculpted.

Other Collaborators (check as many as apply).

- ☐ Carver
- ☐ Designer
- ☐ Architect
- ☐ Other (Designate role, e.g., landscape architect, engineer)

Foundry/Fabricator

If the piece was cast, the foundry name or monogram symbol, as well as cast date, may appear on the base of the sculpture or another inconspicuous place.

Execution Date (often found by sculptor's name) 1962

Other Dates (check as many as apply)

Other dates to report might include the date the sculpture was commissioned, copyrighted, cast (often found beside the foundry's name) or dedicated.

- ☐ Cast
- ☐ Copyright
- ☐ Dedicated

RECEIVED

OCT 03 2001

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MASS. HIST. COMM

Media (material(s) sculpture/base made of)

Sculpture:

☐ Ceramic☐ Concrete☐ Glass☒ Metal☐ Plastic☐ Stone☐ Water☐ Wood☐ Undetermined☐ Other (specify) _____

If known, name specific medium (e.g., bronze, Cor-Ten steel, oak, fiberglass)

Base (if media differs from sculpture, please indicate)

☐ Ceramic☐ Concrete☐ Glass☐ Metal☐ Plastic☐ Stone☐ Water☐ Wood☐ Undetermined☒ Other (specify) marble (2)

If known, name specific medium (e.g., granite, marble, limestone, concrete)

Was information obtained by direct observation? ☒ Yes ☐ No

If no, attach photocopy of source.

Approximate Dimensions (indicate unit of measure)

Always measure from the tallest and widest points.

Sculpture: Height 2' Width 2' Depth 10" or Diameter _____Base: Height 2 1/2' Width 1 1/2' Depth 1' or Diameter _____

Markings/Inscriptions (check as many as apply)

Is the artist's signature visible on the piece?

☐ Yes, examined and found signature☒ No, examined sculpture/base but did not see any signature☐ Unable to determine, couldn't get close enough to check

If signature is visible, record here: _____

Does the work have foundry/fabricator marks?

☐ Yes, examined and found foundry marks☒ No, examined sculpture/base but did not see foundry mark☐ Unable to determine, couldn't get close enough to check

If foundry mark/mark is visible, record here: _____

Record the signature(s) and any additional markings or inscriptions that appear on the sculpture or base.
Indicate their location (e.g., back of base, lower left). Use a slash (/) to indicate separate lines of inscription.

Record the text of any associated nearby identification or commemorative plaques.

Left Plaque - This memorial commemorating the poem "Mary Tied
A Little Lamb" was presented to the Town of Sterling. It was made
 possible by donations from the "Young-in-heart" everywhere. Dedicated May 1999
Front - (Poem and author) John Reulstone
Right Born in Sterling, MA
 Mary Elizabeth Sawyer
 1806-1889
 and her little lamb

Are any inscriptions badly worn or unreadable? ☐ Yes ☒ No ☐ Unable to determine

PART II: LOCATION/JURISDICTION INFORMATION

The sculpture is currently located at:

Street address or site location Main Street
 City Sterling County Worcester State MA

Owner/Administrator (name of agency, institution or individual that currently owns or administers the sculpture and is responsible for its long-term care)

Name Town of Sterling
 Department/Division _____

Street Address _____
 City Sterling State MA Zip Code _____
 Contact Name _____ Telephone () _____

If sculpture has been moved, please list former location(s) or owner(s).

Environmental Setting (The general vicinity and immediate locale surrounding a sculpture play a major role in its overall condition.)

Location Type (check as many as apply to immediate surroundings)

- | | | |
|---|--|---|
| <input type="checkbox"/> Battlefield | <input type="checkbox"/> Bridge | <input type="checkbox"/> Cemetery |
| <input type="checkbox"/> College Campus | <input type="checkbox"/> Courthouse | <input type="checkbox"/> Garden |
| <input type="checkbox"/> Library | <input type="checkbox"/> Municipal Building | <input type="checkbox"/> Park |
| <input type="checkbox"/> Plaza/Courtyard | <input type="checkbox"/> Post Office | <input type="checkbox"/> Religious Building |
| <input type="checkbox"/> School | <input type="checkbox"/> Sports Facility | <input type="checkbox"/> State Capitol |
| <input checked="" type="checkbox"/> Town Square | <input type="checkbox"/> Traffic Circle | <input type="checkbox"/> Transit Facility |
| <input type="checkbox"/> Zoo | <input type="checkbox"/> Other (specify) _____ | |

General Vicinity (check as many as apply)

- | | |
|---|---|
| <input checked="" type="checkbox"/> Rural (low population, open land) | <input type="checkbox"/> Suburban (residential setting near a major city) |
| <input checked="" type="checkbox"/> Town | <input type="checkbox"/> Urban/metropolitan |
| <input type="checkbox"/> Coastal (bordering salt water) | <input type="checkbox"/> Desert |
| <input type="checkbox"/> Plains (valley or plateau lands) | <input type="checkbox"/> Mountain |

Immediate Locale (check as many as apply)

- ☐ Industrial
- ☐ Street/Roadside (within 20 feet)
- ☒ Tree Covered (overhanging branches or trees nearby)

Is the sculpture in a protected setting? (check if applicable)

- ☐ Protected from the elements (e.g., niche, canopy)
- ☐ Protected from the public (e.g., fenced)

Any other significant environmental factor (i.e., near airport or subway)?

ART III: CONDITION INFORMATION

Structural Condition (check as many as apply)
 Instability in the sculpture and its base can be detected by a number of factors. Indicators may be obvious or subtle. Visually examine the sculpture and its base.

- Is the armature/internal support unstable/exposed?
 (look for signs of exterior rust)
 Any evidence of structural instability?
 (look for cracked joints, missing mortar or caulking or plant growth)
 Any broken or missing parts?
 (look for elements (i.e., sword, rifle, nose) that are missing due to vandalism, fluctuating weather conditions, etc.)
 Any cracks, splits, breaks or holes?
 (look for fractures, straight-line or branching, which could indicate uneven stress or weakness in the material)

Sculpture	Base
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Surface Appearance (check as many as apply)

- Bird guano (e.g., bird droppings, other animal/insect remains)
 Black crusts
 Etched, pitted or otherwise corroded (usually applies to metal)
 Metallic staining (e.g., run-off from copper, iron, etc.)
 Organic growth (e.g., moss, algae, lichen or vines)
 White crusts
 Chalky or powdery (applies to stone only)
 Granular, sugary or eroding (applies to stone only)
 Spalling or sloughing (applies to stone only)
 (parallel splitting off of the surfaces)
 Other (e.g., applied adhesives, spray paint, graffiti, gouges)

Sculpture	Base
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

May be good to excellent condition

① Cannot tell re greening & statue is part of statue or if discarded.

② Very clear rusted area on right cheek & lamb.

Does water collect in recessed areas of the sculpture and/or base?

☒ Yes ☐ No ☐ Unable to determine

Surface Coating

Does there appear to be a coating?

☐ Yes ☒ No ☐ Unable to determine

If known, identify type of coating.

☐ Gilded ☐ Painted ☐ Varnished ☐ Waxed ☐ Unable to determine

Is the coating in good condition?

☐ Yes ☐ No ☐ Unable to determine**Basic Surface Condition Assessment (check one)**

In your opinion, what is the general appearance or condition of the sculpture?

☐ In urgent need of treatment ☐ Well-maintained
☒ Would benefit from treatment ☐ Unable to determine**PART IV: OVERALL DESCRIPTION**

Briefly describe the sculpture, its subject/theme and its overall condition. For figurative works, use the abbreviations PR (proper right) and PL (proper left) to indicate the right or left side of the statue from the perspective of the statue (i.e., your right or left side if you were positioned on the base facing in the same direction as the statue). For abstract works, describe the predominant forms, colors, shapes and textures. For descriptions of either abstract and figurative pieces, avoid judgmental language. For condition, indicate any broken or missing parts and describe evidence of cracks, graffiti, etc.

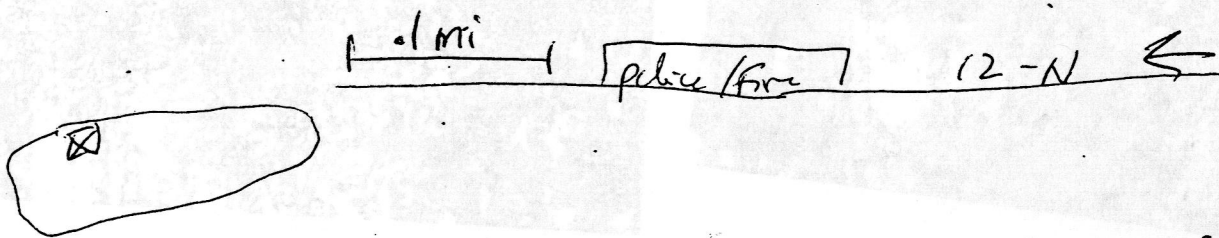
a stone carved lamb (looks like
a funerary monument) on a polished
granite block with a bronze plaque
on the front & sides.

Massachusetts Save Outdoor Sculpture!

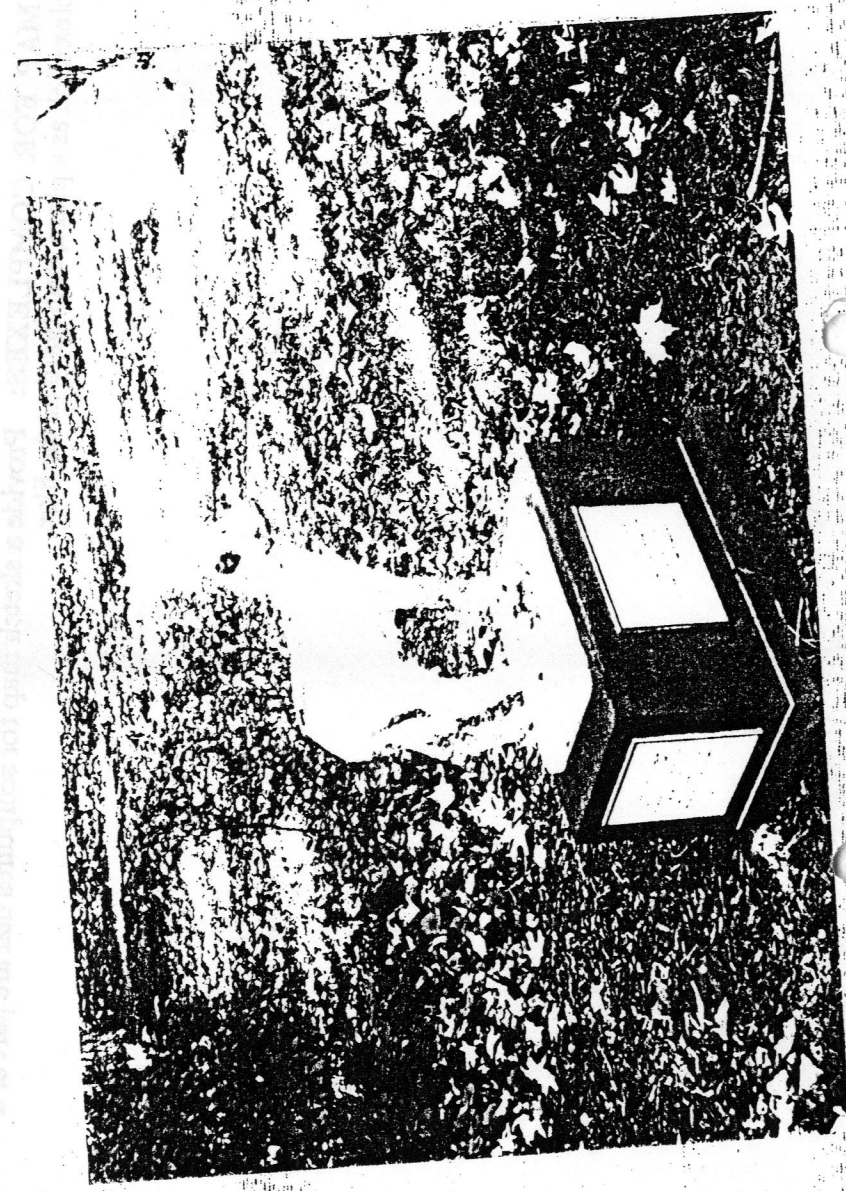
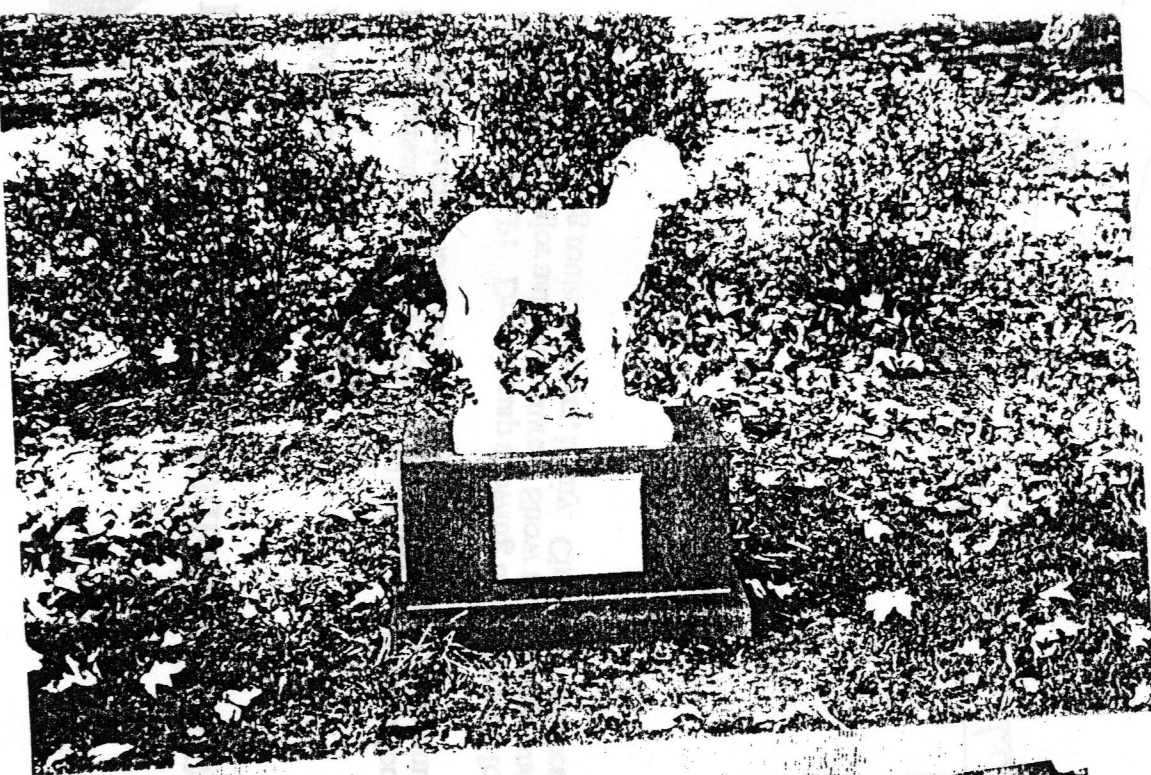
Addenda # 1:

Massachusetts SOSI requests the following additional information to assist with our state-wide survey for inclusion in the Massachusetts Historical Commission records:

SKETCH MAP: Draw a map showing the sculpture's location in relation to the nearest cross street and/or major natural features. Show all buildings and their relationships to the piece. Label streets including route numbers, if any. Circle and number the inventory sculpture. Indicate north.



SKETCH MAP FOR COMPLEXES: Provide a sketch map for sculptures that are part of a larger complex such as a plaza, courtyard or the like:



Massachusetts Cultural Resource Information System

Scanned Record Cover Page

Inventory No:	STE.B
Historic Name:	Sterling Center Historic District
Common Name:	
Address:	
City/Town:	Sterling
Village/Neighborhood:	Sterling
Local No:	39
Year Constructed:	
Architect(s):	
Architectural Style(s):	
Use(s):	Other Commercial; Other Governmental or Civic; Other Institutional; Other Residential
Significance:	Architecture; Commerce; Community Planning
Area(s):	
Designation(s):	Nat'l Register District (04/14/1988)
Building Materials(s):	



The Massachusetts Historical Commission (MHC) has converted this paper record to digital format as part of ongoing projects to scan records of the Inventory of Historic Assets of the Commonwealth and National Register of Historic Places nominations for Massachusetts. Efforts are ongoing and not all inventory or National Register records related to this resource may be available in digital format at this time.

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Users of this digital material acknowledge that they have read and understood the MACRIS Information and Disclaimer (<http://mhc-macris.net/macrisdisclaimer.htm>)

Data available via the MACRIS web interface, and associated scanned files are for information purposes only. THE ACT OF CHECKING THIS DATABASE AND ASSOCIATED SCANNED FILES DOES NOT SUBSTITUTE FOR COMPLIANCE WITH APPLICABLE LOCAL, STATE OR FEDERAL LAWS AND REGULATIONS. IF YOU ARE REPRESENTING A DEVELOPER AND/OR A PROPOSED PROJECT THAT WILL REQUIRE A PERMIT, LICENSE OR FUNDING FROM ANY STATE OR FEDERAL AGENCY YOU MUST SUBMIT A PROJECT NOTIFICATION FORM TO MHC FOR MHC'S REVIEW AND COMMENT. You can obtain a copy of a PNF through the MHC web site (www.sec.state.ma.us/mhc) under the subject heading "MHC Forms."

Commonwealth of Massachusetts
Massachusetts Historical Commission
220 Morrissey Boulevard, Boston, Massachusetts 02125
www.sec.state.ma.us/mhc

This file was accessed on: Thursday, October 7, 2021 at 8:44: AM

FORM A - AREA AND SITE SURVEY
MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, State House, Boston

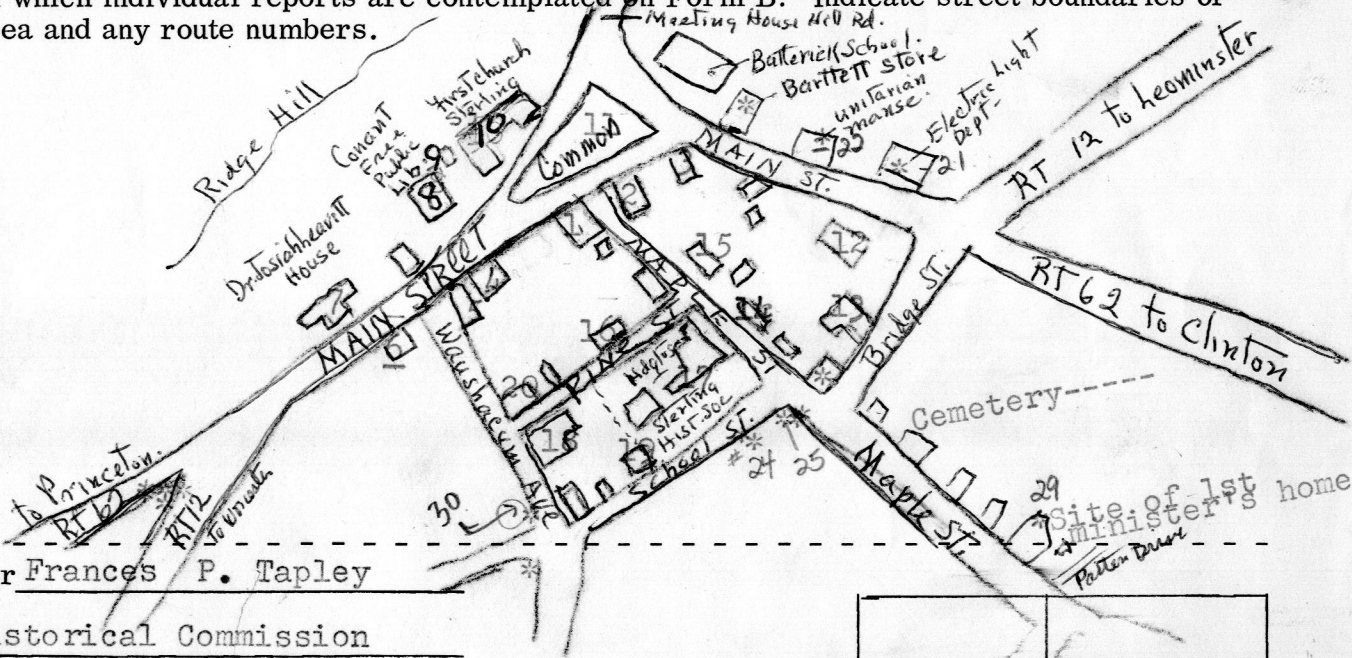
6. Please comment on the Historical or Architectural importance of this area:

The particular area of the Town Common dates back to its presentation to the then Chocksett Parish or West Precinct of Lancaster abt. 1742, when on Feb. 12, 3 acres of land were given from the Division of Elias² Sawyer, an Original Propr. (see Worc. Reg. of Deeds Vol. 18 p. 129) for the purpose of bldg. a Meeting House, and about the same for stables, and other uses.

Until abt. 1759 only a Meeting House, School & Pound were in area. One Jabez Brooks, said to have built 1st Tavern there at this time. Other houses were abt. 1/2 mile away, or more.

Other Houses were built in this particular area from about 1778 to the early 1800's. Some of these still remain, but have probably been somewhat changed. Others were torn down and new houses erected on same sites. 3 churches have been built on same site; 2 Town Halls; a number of small shops were in area, that are no longer there. See list of houses & Buildings on sep. page.

7. Draw a general map of the area involved. Please indicate in red any known historic sites on which individual reports are contemplated on Form B. Indicate street boundaries of area and any route numbers.



Recorder Frances P. Tapley

For Historical Commission
(Name of Organization)

NOTE: Recorder should obtain written permission from Commission or sponsoring organization before using this form.

1. Town STERLING, MASSACHUSETTS
2. Name of area or section Centre Village
around or about the Town Common
1800 - 1900
3. General Date or Period variable - some bldg; earlier .
4. Is the area uniform? No
In style No-although some uniformity may be noted.
In condition Variable- from excellent to poor because of deterioration.
In type of ownership Public & Private
In use (Explain) No- transition going on rather recently date-wise.
Business, Churches, School, Homes, a variety of shops, etc.
5. Is area potentially threatened? In certain respects-yes, Increasingly so in
By Zoning No /recent days .
By Roads Possibly

By Developers To a certain extent, but mostly because of changing times.
By Deterioration in some cases
See sep. page for explanation.

B

HOUSES & BUILDINGS
(area of)
STERLING CENTRE, MASS.

Historic Sites or Buildings on which Individual Reports are contemplated. I believe some have already been filed by Miss Katharine A. Wilder of the Historical Commission, and others are in progress by Miss Wilder (Clerk) and Mrs. George O. Tapley (Frances P.), Chairman.

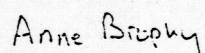
1. Town Hall (Report now ready) from Mrs. Tapley. Cor. of Main and Maple Streets (S.E. Corner of Main). This is the 2nd Town Hall on same site as 1st Town Hall built in 1800. Present Town Hall built in 1835.
- ✓ 2. Originally a Universalist Church, built around 1841, later purchased by Congregational Church. Later Baptist Church became "Federated" with Congregational Church, until both Church Denominations left the building to become a part of the First Church of Sterling (directly across the Common). Present use is a storage place and shop for an Antique Dealer, who has indicated recently that he is contemplating major changes (at least in the Interior). The Bldg. is situated in N.E. Corner of Main and Maple Streets, across from the Town Hall.
- 3A. Proceeding North on Main Street the next building to the so-called "Antique Shop" (or former Church) is a small building with attached shed, which is in process of being torn down. It is part of the property owned by Wilfred J. Allen, Antique Dealer, Auctioneer, and Real Estate Dealer.
- 3B. A few feet to North of building being torn down is the very old residence of Mr. Allen, who owns buildings #2, 3A & 3B. This home is thought to have been built by Levi Reed, Sr., around the 1800 period. To date no Deed for the property has been located. Town Records indicate Levi Reed (Sr.) was Intended to Betsey Stuart, both of Sterling, Dec. 19, 1796. Their son Levi, Jr. was born in S. 9-3-1799, Death Record of Levi, Senior was 5-27-1855, ae. 80, and stated he was born in Barre, son of Joseph and Elizabeth Reed. Betsey (Stewart-Stuart) Reed died 12-30-1863 ae. 85. (See Vol. 1 p. 13 A Int. of Mar. Levi Reed, Sr.; Children listed in Vol. 1 p. 146 Joseph being eldest (1797) and Levi, Jr. 2nd Ch. (1799); Levi Reed Jr. died 5-24-1891 ae. 91 yrs 8 mos-21 days. According to family tradition Levi Reed Sr. Built the house, which was lived in by succeeding generations, Levi (5) Reed Jr. Charlotte Elizabeth (Reed) Priest (4), Helen Florence (Priest) Gibbs, (3) Florence (Priest) (2) Bullard, and Helen (Bullard) (1) Flanagan. This home was said to have been an old Inn, or Tavern at one time. Interior has been greatly changed, and outside has been covered with fire-resistant shingles, but old lines, and old windows are still noticeable. Mr. Allen present owner, has torn off a front porch, added during past years, but is supposed to be planning to remove the old house to a new location, as yet unknown. What will happen to the three buildings owned by Mr. Allen is still a big question- but definite signs of change are indicated.

Houses & Buildings
(area of)
Sterling Centre
(cont.)

4. House built by Moses Smith between 1783-85, as far as can be determined now, cor. of Main St. and Waushacum Ave (Washacum) , also
5. Moses Smith Store, built around the same time, but which burned in 1794, with all of the Town of Sterling Vital Records which he kept in the Store (as Town Clerk). It was rebuilt almost immediately. A tunnel connects the Store and the House listed as # 4.
6. Brick House on Main St. and Waushacum Ave., to south of Old Moses Smith Store, . Said to be very old especially the lower floor. Present Owner- Mr. Harold Daigneau and wife. Formerly the bldg. where Joseph Loring, Clockmaker, had a shop, in rear section.
7. Original home of Dr. Josiah Leavitt, early physician of Sterling, said to be one of the earliest homes built near present centre of Town around 1778, although a non-existent tavern was built on adjoining property to the north of Leavitt Home around 1759. The Josiah Leavitt home is still standing in excellent condition, and is a lovely example of an early Sterling residence. Report Included.
- ✓ 8. By-passing the present "Mitchell House" to north of Leavitt home, which was built around 1898-1900, we come to the Edwin Conant Library Building, built in 1885 as a memorial to his daughter. The Library Bldg has already been filed with the State Commission by Miss Katharine A. Wilder.
9. Between this building and the First Church of Sterling, which is listed as #9, stands a small wooden building used as a fire-house in early days, and the 2nd floor as a temporary Library Building while the Conant Library was being built. This small building is not in use at the present time, and supposedly will be torn down (or moved, if a taker can be found).
- ✓ 19. The First Church of Sterling, which is the third building on the same site. The first building was torn down to make a larger Church bldg., and the 2nd Church bldg., burned about the time it was completed, 1842. A Report of the First Church buildings has been filed with the State Commission.
10. The Town Common, or "green". The first three acres of land for the Church and Common were given by a descendant from land owned by Elias (2) Sawyer, son of Thomas (1) of Lancaster, who was an original Proprietor- See Worcester County Deeds Book 18, p. 129, dated Feb. 12, 1742, just 200 years ago this month. See Worcester Magazine & Journal, Vol. 2, p. 41, published by Lincoln and Baldwin in 1826.
- ✓ 12. Present Chester Gaylord House, may have been built by one of two Robbins brothers early in Sterling. This house has a long history of outstanding owners including Rev. Reuben Holcomb, 2nd minister of Sterling (1779-1814) who is said to have added present main portion of house to original structure; Later owned by Jacob Conant and some of his descendants. Research now being carried on and preliminary file being recorded.

STE.B

①♂ = photo



A Brief History of Sterling

Sterling was once part of the territory of the Nashaway Indians, at one time the most numerous and powerful tribe in Massachusetts. Owing to an abundance of lakes and streams, the land that is now Sterling was home to native Americans as far back as 7000 BC.

In 1643, the Nashaway Sachem, Nashawhonan, now known as Sholan, sold an 80 square mile tract of land to the founders of Lancaster. This land included the eastern portion of Sterling. In 1702, Tahanto, a nephew of Sholan, sold additional land which included both Waushacum Lakes and the western part of town. The first settlers lived around the Waushacum Lakes in the 1640's. The first permanent settler was Gamaliel Beaman of Lancaster, who in 1720 settled near the present day Beaman Road. By 1740, about 50 families had settled. In 1743, a meeting house, a school and a pound were built in the Center on three acres of land donated by the Sawyer family. The Town Common is a remnant of that land. Over 850 families lived in the town by 1764 which at that time was called Chocksett, "land of the foxes".



In 1781, Chocksett separated from Lancaster and was incorporated as Sterling, in honor of William Alexander, Lord Stirling, a Scottish lord who helped the colonists during the Revolutionary War.

Sterling was primarily an agricultural community. In addition, many residents engaged in cottage industries. Among these were the making of hats, needles, clocks, leather goods, shirts, chairs and pottery. Lack of sufficient water to power industrial equipment limited their growth and eventually caused many to move. The railroads came to town in the 1850's. Their coming opened up new markets for both agricultural products and manufactured goods.

Sterling has had its share of prominent residents and their names can be found in the street names and

places in the town and among present residents. Lt. Joel Pratt was an aide to George Washington during the Revolution. Pratt's Junction was named in his honor. In 1828, Silas Lamson invented the curved snath for the scythe which improved harvesting of hay and grains. Silas Stuart invented a machine to make sewing machine needles in 1860. In 1863, Ebenezer Butterick developed dress patterns. Mary Sawyer whose pet lamb was the inspiration for the poem, "Mary Had a Little Lamb" was born in Sterling in 1806. A statue commemorating the lamb stands on the Town Common.

Many traditions still continue in Sterling. The annual Town Fair was first held on the Town Common as a farm show in 1859. The Sterling Cadet Band first played during the Civil War.

Today the town retains much of its small town atmosphere, while its agricultural lands are giving way to residential and industrial development. For about 100 years, the population remained at 2,000. Since 1950, it has grown rapidly to approximately 7,000 today.

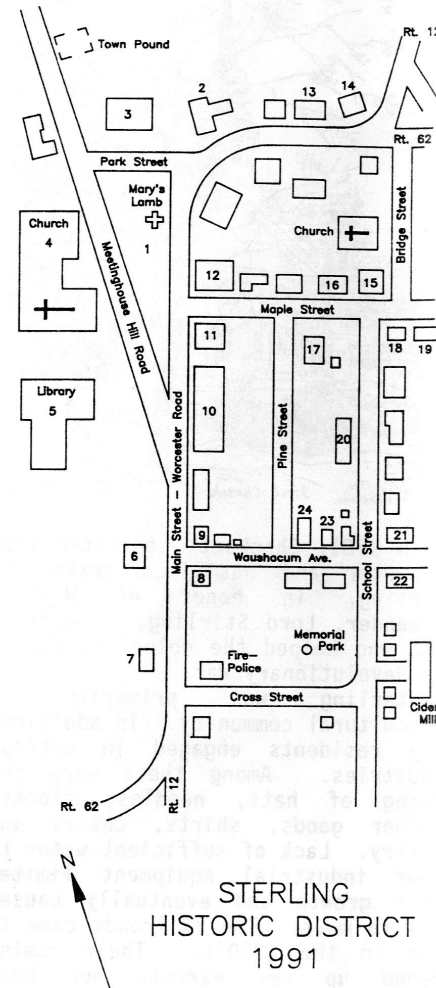


A Village Walk

1. Town Common: A three acre parcel donated by the Sawyer family was the site chosen for a Meeting House, stables, and two "noon" houses (one for men and one for women) in 1742. Until 1924, there were three churches facing the common.
2. Bartlett-Butterick Building: c. 1840 Originally built as a general store and post office, Ebenezer Butterick made the first sewing pattern here in 1863. The second floor once housed the town library for ten years.
3. Mary Ellen Butterick School: c. 1935 Built on the site of the Baptist Church and Waite-Goodnow residence. Mary Ellen purchased the property, and donated the land to the town for a school and a park.
4. First Church of Sterling: c. 1843 The existing building is the third church built on the site. The first church was built in 1742, the second church was built in 1800 and the present structure was built after a fire destroyed the second building in 1842. Classrooms and a Parish Hall were added in the 1950's.
5. Sterling Library: c. 1885 Built by Edwin Conant, a Sterling native, in memory of his daughter.
6. Mitchell House: Resting on the site of one of Sterlings oldest taverns (1759), which was destroyed by fire. Through the past two centuries three different Inns have occupied this site.



7. Josiah Leavitt House: c.1778 One of the earliest fine homes of Sterling. Later sold to Joel Houghton and his wife, Mary Kendall, who passed on the home to their daughter, Fannie and her husband, Samuel Wilder. The property has remained in the Wilder family.
8. Joseph Loring House: c.1792 Joseph Loring, a clockmaker, ran a general store on this site. The house was later owned by the Estabrooks who continued the business. Originally a single story home, a second story and a brick facade were added when the home was moved to this site.
9. Moses Smith House/Shop: c. 1788 The shop was rebuilt in 1795 after a fire destroyed the shop and all the town records in the possession of Mr. Smith, the town clerk. The second floor of the shop was used as a meeting hall in the 19th century. A tunnel that connects the two buildings is said to be the place where Moses Smith kept his supply of rum. Legend has it, that the tunnel was also part of the Underground Railroad.
10. Commercial Block: c. 1850's Originally two houses and a barn occupied the site. The first floors of the houses were shops.
11. Town Hall: c. 1835 The present building is actually the second structure to occupy this site. The first Town Hall was built here in 1801 and later moved to its present location on Worcester Road. Construction of the Town House in 1801 made Sterling the first town in Worcester County to separate church and town business.
12. Old Universalist Church: c.1838 Used by various denominations until the 1940's. In the Greek Revival style, it once had two front doors and a steeple.
13. Church Parsonage: c.1775 Built for Ebenezer Pope, and used as a tavern. Willed to the Unitarian Society in 1887.
14. Old High School: c. 1883 Now used by the Municipal Light Department.
15. Grange Hall: Formerly a school in West Boylston, the building was moved to this site in 1903 when the Wachusett Reservoir was built
16. Station-Master's House: c. 1790 Originally located at site (21). Moved to its present location.
17. Sterling Historical Society House: c. 1760 Enlarged to its present size during the 1800's. Owned by General Thomas H. Blood until the 1820's and Dr. William D. Peck in the latter half of the 1800's. Some of Dr. Peck's Harvard classmates, Thoreau, Holmes and Emerson, were frequent visitors.
18. Copeland Gun House: c. 1840 Originally used by Frank Copeland as a home and gun shop, it was also used as a stove shop, a tin shop, and as a tailor shop by Ebenezer Butterick for making shirts.
19. Manasseh Houghton House: c. 1790 Houghton owned a general store on this site.
20. Old Brick School: c. 1835 Now used as the American Legion Hall.
21. Kendall House: c. 1850 Built for the stationmaster to replace a smaller house, which in turn was moved to Maple St.
22. Amini Brooks House: c. 1750 One of the oldest in the Center, this was home to Brooks, a Windsor chairmaker, and later to the first station-master.
23. Pratt House: c. 1855 Built during prosperous times, this home features gingerbread trim of the period.
24. Moses Thomas House: c. 1790 Owned by him while he was Sterling Town Clerk. Later John Springer, the builder of the present Town Hall and other Greek Revival buildings in the 1800's, resided there.



STERLING
HISTORIC DISTRICT
1991

STERLING

HISTORIC DISTRICT



A BRIEF HISTORY

AND WALKING TOUR

STERLING HISTORICAL COMMISSION
1991

Community: SterlingMHC OPINION: ELIGIBILITY FOR NATIONAL REGISTERDate Received: 3/13/87

Date Due:

Date Reviewed: 3/18/87Type: Individual District (Attach map indicating boundaries)Name: Sterling Center Historic District Inventory Form:

Address:

Requested by: Gretchen Schurley / Anne Brophy / BFAction: Honor ITC Grant R & C Other:

Agency:

Staff in charge of Review: BF

INDIVIDUAL PROPERTIES

- ☐ Eligible
☐ Eligible, also in district
☐ Eligible only in district
☐ Ineligible
☐ More information needed

DISTRICTS

- ☒ Eligible
☐ Ineligible
☐ More information needed

CRITERIA:

LEVEL:

A

B

C

D

Local

State

National

STATEMENT OF SIGNIFICANCE by

Friedberg (staff 3/18/87)

District includes core of Sterling. 70-80
 buildings that include a cider mill (last
 survivor of an important local industry), Town
 Hall, several 19th century churches ^{earliest} cemetery, library,
 early school, and a wide range of residential
 buildings from Federal to Colonial Revival.
 Period of significance from ca. 1770 to 1920s, when
 railroad stopped coming through town. See map.
 Boundaries more broadly drawn than H.

Massachusetts Cultural Resource Information System

Scanned Record Cover Page

Inventory No:	STE.J
Historic Name:	Butterick - Nourse Farm
Common Name:	
Address:	
City/Town:	Sterling
Village/Neighborhood:	Redstone Hill
Local No:	
Year Constructed:	
Architect(s):	
Architectural Style(s):	
Use(s):	Agricultural; Single Family Dwelling House
Significance:	Agriculture; Architecture
Area(s):	
Designation(s):	
Building Materials(s):	



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Commonwealth of Massachusetts
Massachusetts Historical Commission
220 Morrissey Boulevard, Boston, Massachusetts 02125
www.sec.state.ma.us/mhc

This file was accessed on: Thursday, October 7, 2021 at 8:42: AM

FORM A - AREA

Assessor's Sheets USGS Quad Area Letter Form Numbers in Area

90

Clinton

J

49, 386-391, 934, 935

MASSACHUSETTS HISTORICAL COMMISSION



STERLING

neighborhood or village) Redstone Hill

f Area Butterick-Nourse Farm

Use residential

ction Dates of Period late 18th c. to mid 20th c

Condition fair-good

House and attached wagon shed.

Sketch Map

Draw a map of the area indicating properties within it. Circle and number properties for which individual inventory forms have been completed. Label streets including route numbers, if any. Attach a continuation sheet if space is not sufficient here. Indicate north.

Major Intrusions and Alterations enclosed porch on side – late 20th c. addition of milk room and loafing barn in ca. 1950s, removal of cupola on barn in ca. 1990s.

Acreage 64.7 acres

Recorded by Schuler/Forbes, preservation consultants

Organization Sterling Historical Commission

Date (month/year) March 2001

See Attached Map

RECEIVED

SEP 12 2001

MASS. HIST. COMM

☒ Recommended for listing in the National Register of Historic Places. *If checked, you must attach a completed National Register Criteria Statement form*

AREA FORM

ARCHITECTURAL DESCRIPTION ☒ *see continuation sheet*

Describe architectural, structural and landscape features and evaluate in terms of other areas within the community.

General Site Layout

The Butterick-Nourse Farm is located on both sides of Rugg Road overlooking Redstone Hill Road farms to the east. Once a farm that encompassed 75 acres, the property has been reconfigured by additions and subtractions, in part by the installation of the high tension towers behind the main farmhouse lot and by the construction of some twentieth-century dwellings to accommodate extended family members of the present proprietors. The remaining farm, for the purposes of this discussion, consists of two parcels; one with the **farmhouse**, an attached **wagon shed** and a mid-twentieth century **equipment barn or garage** behind the farmhouse on the west side of Rugg Road, the other with the large **New England barn**, the 50-foot square **loafing barn** behind the main barn, a mid-twentieth century **milkroom** attached to the front corner of the main barn, the **slaughter house** south of the barns and set back from the road, and remnants of **pasture land** and **orchards** (MHC # 935) on the east side of Rugg Road.

Access to the house lot is via a semi-circular dirt driveway that branches off leading to the rear of the house. Some mature trees are found on the house lot as well as tightly pruned shrubs at the open main facade entrance. A low hedge lines the side yard at the road edge. The farmyard lot on the east side of Rugg Road has scattered trees, some lining the road edge and rows of apple trees near the southern part of this lot. Behind the main barn is a small farmyard formed by the main barn, the loafing barn, which extends in an easterly direction from the basement corner of this rear elevation, and the stone banked retaining wall that extends southerly from the southeast corner of the barn. This area has a concrete surface. Once there was a cow feeding shed on the far side of this barnyard that had a thirty-foot high steel silo.

Butterick-Nourse Homestead 19th c. (MHC # 49)

The five-bay, two and one-half story dwelling, although substantially altered, rests on a granite block foundation, has clapboard siding and twin chimneys set behind the ridge. The house consists of the double pile main block, a one-and one-half story rear ell, an attached nineteenth century wagon shed that projects to the south from the rear ell, an open entrance porch on the main facade and an enclosed side porch attached to the south gable end of the main block. The house has undergone several remodeling projects making it difficult to understand the earliest iteration of the farmhouse. Oral tradition maintains that the original house is from the mid 1700s. There was a substantial remodeling in ca. 1900, which included the conversion from a center-chimney dwelling to two interior chimneys set behind the ridge. Greek Revival features of a center entrance with half sidelights flanked by narrow pilasters carrying a narrow molded lintel and the gable end wood, boxed cornice with returns are retained; however the door has been replaced with a neo-colonial paneled door with glazed fan cut into the top panel. The long Greek Revival first- story windows recently have been eliminated and replaced with modern 2/2 sash with snap-in muntins. The gable ends retain two first-story, two second story windows and one in each gable peak. Those on the north end have been changed to modern vinyl windows with no shutters while those on the south end have shutters and have been screened by the

INVENTORY FORM CONTINUATION SHEET

Town
STERLING

Property Address
BUTTERICK-NOURSE FARM

MASSACHUSETTS HISTORICAL COMMISSION
MASSACHUSETTS ARCHIVES BUILDING
220 MORRISSEY BOULEVARD
BOSTON, MASSACHUSETTS 02125

Area(s) Form No.

J

49, 386-391,
934, 935

26 Rugg Road

Architectural Description (cont.)

glazed hipped roof full width porch. A side or kitchen door has been added near the rear corner of this block and is reached by passing through the glazed porch.

Behind the main block is the one and one-half story rear ell with two windows, an entrance door, two overhead garage doors, a three-bay shed roof dormer over the windows and a tall brick chimney at the ridge, all on the south elevation. Perpendicular to this rear ell is the **attached wagon shed** (MHC # 386) with two sets of double-leaf doors on the east side and a door and window in the south gable end.

Turn of the century photographs show the twin-chimney dwelling with wrap porch, the long one and one-half story rear ell that had a kitchen, a wood shed and wagon shed doors, now converted to a garage with overhead doors, and the cross gable wagon shed attached at the rear of the rear ell. That part of the wrap porch that spanned the main facade was removed and replaced (probably in the 1920s) with the open Colonial Revival entrance porch that is supported by chamfered posts.

James Butterick Barn 1879, (MHC # 387)

This 70' by 45' New England, center aisle **barn**, which faces Rugg Road, is a banked three-level barn with two additional platform levels over the main center aisle floor. The barn rests on granite block and stone foundation, much of which has been reinforced with concrete block. Exterior walls vary from wood clapboard siding on the upper levels of three sides, asbestos board on the rear upper level wall, wood shingles on the lower cow barn walls rear and side, and some concrete block reinforced wall surface on the south side of the cow stalls level. The original slate roof on the main barn and cupola remain in good repair. The cupola with copper spire or finial has been removed and rests next to the barn on the south side. On the interior, the first and second levels have been reinforced with concrete and other modern materials. The main level of the barn is in original condition with post and beam construction using hewn and sawn members. An interior silo was installed in the 1920s.

Two small one-story additions projecting from the south long side of the barn are the gabled roof, concrete block **milk room** (MHC #388) built in the early 1950s and the hipped roof exit bay, also of concrete block. The milk room is built into the bank of the ramp in front of the barn and projects from the southwest corner of the main barn. An entrance door in the gable end provides access to the milk room. The exit bay, also built in the 1950s, is half of a squared hipped roof addition that provides a chute configuration into which the cows are led following milking to return to the pasture. It is set at an angle and attached to the cow stanchion area or second-story of the barn. Also attached to the main barn at the northeast rear corner is the fifty foot square, three bay, **loafing barn** (MHC # 389) built in the late 1940s. It is a simple structure with pitched metal roof on wood posts over a concrete pad that was bedded with hay and sawdust, providing loose housing for the cows. The gabled front main facade presents a centered interior sliding door with a transom of four six-light windows all set in a plain frame.

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Architectural Description (cont.)

The double-leaf sliding door is made of vertical tongue and groove boards. Above the centered door are two six-over-six double hung windows and a single centered window in the gable peak. A wide frieze board and boxed cornice with returns frames the New England barn facade.

Besides the two projecting one-story additions on the south side, there is a single six-over-six double hung window in the first bay over the milk room, providing minimal light into the haymow on the main level of the barn. The wall surface of the cow stanchion/stall level has concrete block extending from the front corner to beyond the exit bay and vertical board or shingle sheathing on the rest of this lower level wall. Several windows have been boarded over.

The rear gable end elevation is four to five stories high with a three-bay basement level marked by round posts that are braced and frame the sliding doors set between the posts, the cow stalls or second level with shingle siding and three six-light windows (one of which has been covered with particle board), and the upper hay level, which has an interior space of three stories, marked by a central bay of a large hay door with flanking double hung six-over-six sash (one covered with particle board) and three similar double hung windows in the gable peak forming a triangle on the upper hayloft level. Much of the gable end cornice molding is deteriorated. A tiny square opening above the cornice return on the northeast side of this rear elevation is the opening to the top of the interior silo.

Barn Interior. The banked barn has entry to each of the three levels from the rear for the basement level, the south side for the cow stall and dairy level, and from the front or west facade for the huge three-story tall hay floor with two platform levels above the main center aisle. Interior spaces were remodeled to accommodate the early to mid-twentieth-century dairy business with a feeding area in the barn cellar, a milking parlor, breeding pens, and some horse stalls on the cow stanchion/dairy or second level, and the three-bay hay storage on the third level accessed by the main facade door. A large wooden interior silo was added in the 1920s in the northeast corner of the barn by cutting through all floor levels. Access was through the small window/door near the cornice in the rear gable peak.

The barn cellar has a common three-bay arrangement with large rough-faced stone foundation walls on the south and west sides and reinforced concrete block on the north side. Wood sills rest on top of the foundation walls. Most posts marking the three bays and carrying the cow stanchion floor have been replaced and sit in cement filled metal drums. In the north bay is a bull pen and a concrete ramp with large stones imbedded in the concrete leading up to the dairy level. The ramp leads directly into the milking parlor, which is at the front of the building just under the front of the hay floor. The milking parlor, referred to as a "serge" parlor, was designed by the owner using ideas found in dairy farming magazines. He installed a concrete recessed milking floor with raised flanking aisles that would hold four cows each, separated by a mechanized gate system. A feeding mechanism consisting of a chute

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Architectural Description (cont.)

into a basket-like bucket that hung in front of each cow was rigged to work with the gate system. Entrance to the milk room was at the south side of the milking parlor so that full pails would be taken directly to the milk room where there were washing tubs, holding tanks, and other milk room paraphernalia. The cows were routed from the milking parlor either into cow stanchions or stalls behind the milking room or out the sheltered exit attached to the south side of the barn. A gate system was used to direct the cows. Indoor cow stanchions and some stalls were reserved for new born and mother cows, as well as sick cows. Part of the area behind the milking parlor and adjacent to the cow stalls had been converted to several horse stalls.

Unlike the other levels, the main or third level of the Butterick Barn is unchanged and clearly displays its post and beam construction with well defined and in tact pegged mortise and tenon joints. The main center aisle high drive floor plan is constructed by six bents forming five bays with each bent about 14 feet apart accounting for the 70 foot long barn. Each bent is made of structural members (posts and beams) that are approximately 8" square and most show vertical saw marks, with a few reused hewn members interspersed. The cross beam of each bent is a solid 45-foot member spanning the full width of the barn at the eave level. Each bent has an additional tie-beam over the center drive floor to stabilize the bent posts framing the center aisle. Braces rise from the posts to the cross timbers that they are supporting. Modified Queen posts are angled braces from the center aisle posts to the purlin on each roof slope. A wide collar tie completes the truss spanning the distance from purlin to purlin where the angled braces or modified Queen post meets the purlin. An additional brace supports the angled modified Queen post extending from the cross tie to about two-thirds of the way to the joint of the Queen post with the purlin. Side wall posts also are braced to the plate as well as tie beam. The side walls are reinforced with a structural wall girt (about 6" square) about half way between the sill and plate. Wind braces extend from the each side of each post up to the wall girt. An additional two nailers of slightly smaller size than the wall girt span the distance between each post half way between the sill and wall girt and another half way between the wall girt and plate. Vertical sheathing boards with up-and-down saw marks are nailed to wall frame. Two sets of stairs lead to each of the two platform levels over the high-drive floor. The platforms consist of horizontal floor boards laid on joists that extend between the beams of two bents. The roof is a common rafter plan with horizontal sheathing boards laid over the rafters. The barn appears to have a double plate on each side so that each rafter end extends over the inner plate and rests on the outer plate, the joint of which is not visible. The roof ridge also is not visible as it is covered by the hay baling track. The **interior silo** (MHC #934), located in the northeast corner is a wood stave silo with metal bands. It is in fine condition and best viewed from this tall three-story hay floor.

Nourse Slaughterhouse, late 19th c., MHC # 390

Although significantly dilapidated the slaughterhouse retains its position set off from the barn to the south. It is a gabled roof vertical board outbuilding with a metal roof. Only part of the centered door

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Architectural Description (cont.)

remains in the gable- front facade that faces west. Window openings on each side once had six-over-six sash. On the interior corner posts are braced to the plates. Common rafters are made of split pine. Most milled lumber has circular saw marks. The building has a failing wood floor. Three cross beams span the building from side plate to side plate and have old apple picking ladders laid across them. The center cross beam is an operative part of the winch wheel-and-pole system used to hoist animals for slaughter. A post that rises from the middle of the cross beam to the roof ridge carries the horizontal pole which is attached to the wheel near the gable end wall of the building.

Equipment shed / garage, ca. 1940s, MHC # 390

The three-bay gable front building is situated behind the main house on a concrete foundation and has wood shingled siding. The gable front has three sliding shed doors. Two are vertical boards with two battens and four-light windows and one is corrugated metal. There are two six-over-six sash in the gable peak which is framed by a narrow molded cornice.

HISTORICAL NARRATIVE ☒ *see continuation sheet*

Explain historical development of the area. Discuss how this relates to the historical development of the community.

First known ownership of the land is attributed to **Ezra Sawyer** (b. 1702). Ezra Sawyer is believed to have come to Sterling about the time of his marriage to Rebecca Whitcomb in the 1720s and in 1729 he received from his father, Nathaniel, 60 acres of land on which he had built a house. In 1789 Manassah Sawyer, son of Ezra (b. 1730) and grandson of the first Ezra at this location, deeded a parcel of land containing 49 acres 108 rods to **Lt. Joel Pratt**. Pratt sold a similar property with buildings in 1795 to **Moses Thomas**. This was the first mention of a building in deeds and may refer to the dwelling on this farm, although it is known that Ezra Sawyer had a house, a barn, a cornhouse, and 115 acre farm in this area (Probate Series A52350 - MHC Form by Peter Stott, 1985). Moses Thomas was known to have lived here for many years during which he was the Town Clerk and Justice of the Peace.

According to the 1855 map the property was owned by L. Sargent. In 1850 **Lyman Sargent** had an 82 acre farm with only a few animals - one horse, one cow and two working oxen - on which he produced Indian corn, oats, Irish potatoes, twenty tons of hay and 100 pounds of butter. According to Parkhurst there were a number of other owners before 1863 when **James Butterick** (1819-1895) moved to this property. (N.B. In various town records and on maps Butterick is also spelled Buttrick, however the choice of "Butterick" is consistent with the registered name for the sewing pattern company started by the brother of James Butterick.)

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Historical Narrative (continued)

Butterick had been born and raised at 140 Redstone Hill Road (house burned and was replaced with the existing house in 1906), and in 1843 had married **Elizabeth Roper** (1819-1860) with whom he had three children two of whom latter settled in the north west part of Sterling where Butterick had lived with Elizabeth. Elizabeth Roper had inherited her father's, Henry Roper, chair shop on Rocky Brook just off Justice Hill in West Sterling and James and Elizabeth Butterick lived in the brick house at 343 Redemption Rock Trail. In 1861, following the death of his first wife, Butterick married **Mary A. Rugg**, (1833-1923) daughter of **Luther and Mary Rugg**, and had two girls of which only one survived to adulthood. Two years later they moved to the Rugg Road farm. Butterick, the fourth son (fifth child) of **Francis and Ruhamah Butterick**, was a chair manufacturer in West Sterling, probably running the business that had been inherited by his first wife, Elizabeth Roper. The 1850 state census listed Butterick as a miller and the manufacturing census attributes the production of 10,000 chairs to his business.

Cranes History of Worcester County states that Butterick retired to his Sterling farm to pursue his interest in cultivation. Thus began the well documented farming history of this Butterick-Nourse farm. In the 1870s Butterick had cows, pigs and horses and was producing hay which was stored in his barn next to his slaughter barn on his 80-acre farm. Dairy products sold by Butterick in 1870 amounted to 885 gallons of milk and 600 pounds of butter. In December 1878 Butterick's barn burned from a fire that started in the adjacent "butcher's shop". The Clinton Courant noted that the barn was "totally consumed" including 40 tons of hay, his sow, pigs and hens, but his oxen, horses and cows were saved. News articles noted that Butterick had insurance and would rebuild in the spring. Soon after, it was noted that he was staking out a new barn in the same location. The new barn was constructed by Edward Buttrick of Lancaster (relationship unknown) and occupied by July 1879. The slate roof installed by Barnard Slaters of Worcester was noteworthy. The 1880 assessor's records accounted for the new barn worth more than Butterick's house on his 75-acre farm.

According to tax valuation records, Butterick did not rebuild the slaughter house immediately as he was not taxed for it until 1892. Thus the date for the dilapidated slaughter house – sometimes referred to as an abattoir – is established by these valuations.

James Butterick's brother, Ebenezer, known as the creator of the Butterick sewing patterns, also lived in Sterling and worked as a tailor before moving to New York. Ebenezer Butterick returned to the area to live nearby at 96 Kendall Hill Road, a farm that, in fact, James purchased and operated for his brother for a few years. In most part Ebenezer Butterick and later his daughter, Mary Elizabeth Butterick only summered in Sterling.

Turn of the century photographs show this house with twin chimneys and a wrap porch part of an updating, including removal of the center chimney to construct the two chimneys, which appear to have

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Historical Narrative (cont.)

been carried out by Butterick's widow. It is interesting to note that photographs of Butterick's brother's, Ebenezer, property show similar porch details, consistent with architectural tastes of the last quarter of the nineteenth century.

Following Butterick's death in 1895 the farm continued to function with his wife Mary A. Buttrick living here until she moved to Fannie Stevenson's property in the town center and sold the farm to **Arthur Nourse** of Bolton for \$8000 in November 1917. Nourse's sister Fidelia Patten already lived in Sterling on Kendall Hill. Arthur Nourse developed a thriving dairy business, which was carried on by **Ralph and Mary Nourse**, son and daughter-in-law of Arthur Nourse, until 1970 at which time Ralph Nourse sold his herd of Ayrshires, and after which the barn was used for storage only.

The Nourses updated the barn to keep up with new technology in the dairy business. The first addition was the interior wood stave silo which remains in tact. Arthur Nourse added this in the early 1920s. By the 1930s Nourse was known as one of the largest producers of milk for the Boston and Worcester markets. At about the same time in the heyday of the dairy business, Nourse built a large heifer barn and silo up behind the main house. Nourse notes that at that time their herd numbered 75 to 100 head. This barn and silo no longer are extant. Near the mid 1900s Ralph Nourse reworked the interior cellar level and cow stall/dairy level to incorporate improved milking methodology. He was able to milk 8 cows at a time in his new milking parlor. In the late 1940s he built the large attached "loafing barn" to feed the cows in a sheltered area before taking them up to be milked. And in the 1950s he added the concrete block sheltered exit bay and the new separate milk room to conform with regulations requiring separate milk rooms.

The Nourses had a small orchard business as well and used the late nineteenth century slaughter house for some of the storage of orchard equipment. Ralph Nourse also purchased other farms in the mid 1900s such as J. H. Chandler's small farm at 93 Redstone Hill Road (MHC #204). According to the State Planning Land Use Map, the Chandler farm was a small orchard. Thus in the late 1930s, Nourse had a variety of types of land from pasture to woodland to orchards surrounding his farmstead.

In recent years Nourse subdivided some of the land for family members. The 1920 construction and the 1969 expansion of the high-tension power lines took some of Arthur Nourse's and later Ralph Nourse's land behind the farmhouse and near the location of the since demolished barns on the west side of Redstone Hill Road. Nourse, who also has run an excavating business sold most of the stone on the property harvested from the stone walls and surrounding fields. Today the barn is used for storage only.

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BIBLIOGRAPHY and/or REFERENCES ☐ *see continuation sheet*

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Vital Records: Sterling.

DATA SHEET FOR THE BUTTERICK-NOURSE FARM

MHC #	ADDRESS	ASSESSORS #	NAME OR RESOURCE TYPE	DATE
49	26 Rugg Rd.	90-15	Butterick-Nourse House	Late 18 th c.
386			Butterick Wagonshed	Mid 19 th c.
387		90-11	Butterick Barn	1879.
934			Interior Silo	Ca. 1920s
388			Nourse Milk Room	Ca. 1950
389			Nourse Loafing Barn	Ca. 1940s
390			Butterick Slaughterhouse	Ca. 1890
391		90-15	Equipment shed / garage	Ca. 1940s
935		90-11, 90-15	Agricultural landscape	Late 19 th – 20 th c.

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Community Property Address
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National Register of Historic Places Criteria Statement Form

Check all that apply:

- ☒ Individually eligible ☐ Eligible **only** in a historic district
☐ Contributing to a potential historic district ☐ Potential historic district

Criteria: ☒ A ☐ B ☒ C ☐ D

Criteria Considerations: ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G

Statement of Significance by Schuler / Forbes, preservation consultants

The criteria that are checked in the above sections must be justified here.

The Butterick-Nourse Farm is a fine example of a property with a continuum of resources, from a late eighteenth century/nineteenth century homestead to extant late nineteenth century farm buildings and mid twentieth century additions, which demonstrates adaptations and farming innovations particularly from 1879 when the barn was constructed to the present. It retains evidence of dairy farming in Sterling until the 1970s and continued haying until the present. Architecturally the property informs one of the development of a homestead to accommodate the nineteenth and twentieth century needs. The arrangement of resources within the context of the agricultural landscape also contributes to an understanding of the development of agriculture in Sterling.

918.32



STERLING, MA
MAP # 90
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House (STE. 49). 1/01.



Barn (STE. 387), Milk room (STE. 388) and cupola. 1/01.



Barn (STE. 387). 1/01.



Rear elevation of barn and loading barn (STE. 387 and STE. 389). 4/01.



Side elevation of barn (STE. 387). 1/01.



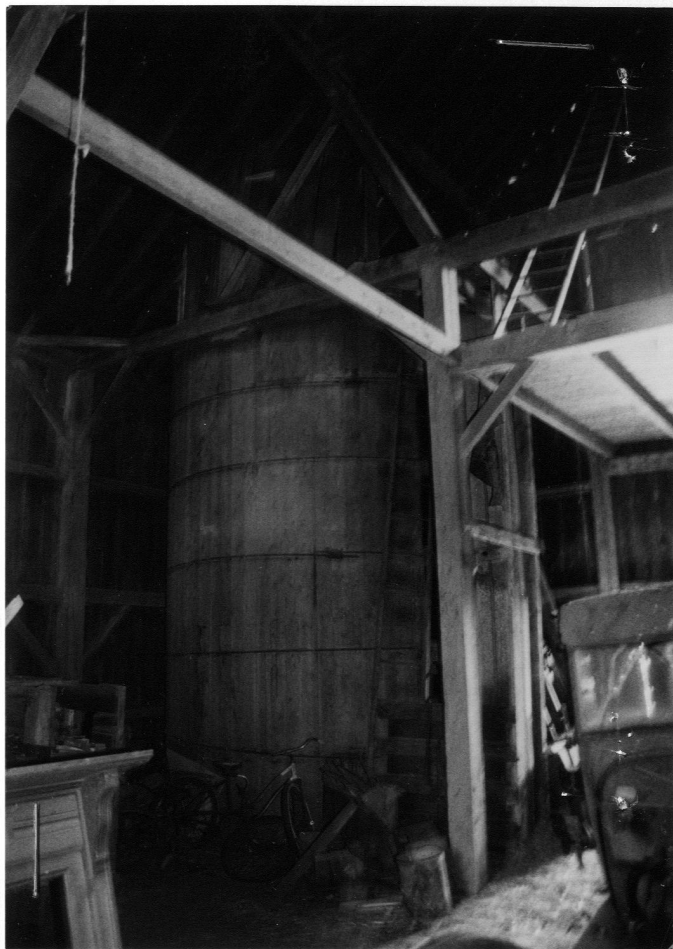
View of barnyard looking northeast. 1/01.



6/01.



Barn interior. 1/01.



Interior silo (STE. 934).
6/01.



Slaughter house (STE. 390). 1/01.



Slaughter house interior and wheel hoist.
1/01.



Garage - equipment shed. (STE. 391). 1/01.



landscape - hay fields. 6/01.