



2011 Downtown Technical Assistance Application Cover Sheet

Massachusetts Downtown Initiative Program

Community Name: TOWN OF BOLTON

Date of Application: NOVEMBER 22, 2010

Principal Contact: Please print clearly.

Name: Jennifer Bweeney

Address: 663 MAIN ST  
BOLTON MA 01740

Title: Town Planner

Phone: 978-779-3308

E-Mail: planner@TOWNOFBOLTON.COM

Name & Signature of the Chief Executive Officer or Chief Elected Official (Required):

Name & Title DON LOWE, TOWN ADMINISTRATOR

Signature *Donald Lowe* (please print)  
(REQUIRED FOR SUBMISSION)

Check one box for the type of assistance being requested:

- Business Improvement District
- Design
- Economics of Downtown
- Housing
- Parking
- Way finding/Branding

See attached program description for more information relating to the designated topics.

Please provide the following information in a narrative. The narrative should not exceed 3 pages.

- o Description of issue to be addressed.
- o Evidence of strong public/private partnership
- o Positive outcomes expected as a result of the requested assistance
- o Demonstration of a community's ability to begin implementation of recommended action(s) within one to three months of completion of Downtown Technical Assistance Site Visit Grant.

Please include the following information with your application:

- Downtown/town center target area map.
- List of individuals comprising a downtown organization or committee.

**Application Deadline: 5:00 p.m. on December 3, 2010**



## Town of Bolton

Town Hall, 663 Main Street, Bolton, MA 01740

Phone 978-779-3308 Fax 978-779-5461

[townadministrator@townofbolton.com](mailto:townadministrator@townofbolton.com)

November 30, 2010

Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Ms. Hahn:

The Town of Bolton is applying for the Downtown Initiatives Grant as another tool to help our businesses and farms be successful. The Town is seeking assistance for developing a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape. The plan will put a way finding solution in place that will allow for not only the efficient movement for both residents and visitors into, through and within Bolton, but promotion of the businesses and farms. Adequate signage is important to the economic vitality of our local businesses and agricultural community.

The many boards, committees and local businesses and farms support this effort.

The town will be ready to begin work to implement the policy decision and regulatory tools necessary to create a way finding plan with the assistance of a consultant. The town is very excited about the possibility of working with DHCD to implement these goals. We hope that the town of Bolton will be considered for this grant. If you need any additional information please do not hesitate to contact me at 978-779-3308 or by email at [townadministrator@townofbolton.com](mailto:townadministrator@townofbolton.com)

Sincerely,

Don Lowe  
Town Administrator



## The Town of Bolton Application for Downtown Initiatives Grant For Way Finding Assistance

The Town of Bolton consists of 5,145 residents and is dotted with apple orchards, farms, and unique small businesses, along with an abundance of open space and walking trails for passive and active recreation. It also includes a winery and a world famous golf course with a restaurant, hotel and spa on its premises. Both the lifestyle and the landscape attract newcomers and visitors.

Bolton is currently working with the Metropolitan Area Planning Council (MAPC) on developing mixed use and design guidelines in our village center based on the Commonwealth's Sustainable Development Principles. The Town recently established an Economic Development Committee (EDC) to try and fill our vacant commercial space (41% vacancy) and has just become designated as an Economic Target Area and Economically Distressed Area by the Massachusetts Office of Business Development (MOBD). Currently, the EDC is working on a Community Development Plan with assistance from a DHCD Peer to Peer Grant. In addition, the EDC is developing a webpage that will feature Bolton as a place to live, work and play. The Town has an active Agricultural Commission and worked to designate Bolton as a Right to Farm Community. The Town is working tirelessly to fill vacant commercial space, to help our struggling farms and businesses be successful, all while keeping with the charm of a rural agricultural community.

The Town of Bolton is applying for the Downtown Initiatives Grant as another tool to help our businesses and farms be successful. This effort is being prompted and is being supported by the many boards and committees as well as the local businesses and farms (see exhibit 5 for letters of support). Additionally, Representative Kate Hogan supports this initiative as an effort to create a strong local economy. The Town is seeking assistance for developing a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape. The plan will put a way finding solution in place that will allow for not only the efficient movement for both residents and visitors into, through and within Bolton, but promotion of the businesses and farms. Adequate signage is important to the economic vitality of our local businesses and agricultural community.

The majority of way finding in Bolton occurs in three main locations:

- 1) Intersection of Route 117 and the 495 ramp (image 1)
- 2) Sugar Road, Route 117 and the 495 ramp (image 2)
- 3) Intersection of Wattaquaddock Hill Road and Route 117 (image 3).

As you can see from the images there is an overabundance of signage, each one trying to highlight its business and because of signage inconsistency, one drowns out the other. Furthermore, the signs do not bring the visitor or resident from point A to point B. This is further compounded by the heavy traffic volume of over 24,000 cars per day passing through

Bolton on Route 117. Additionally, MAPC has slated Bolton as the second fastest growing community in the Commonwealth.



Image 1



Image 2



Image 3

Working closely with the Town Planner, as well as the Agricultural Commission, Economic Development Committee, Town Administrator, Planning Board and Board of Selectmen, the Consultant should:

- 1) Review the current signage bylaw (exhibit 3);
- 2) Review current promotional material (exhibit 2);
- 3) Review current way finding signage in Bolton to note deficiencies;
- 4) Create a way finding plan that will allow for the efficient movement for both residents and visitors into, through and within Bolton;
- 5) Create a distinguishable image or logo that carries throughout the streetscape and is designed in a way that is reflective of Bolton. For example Bolton could incorporate the Town logo or the Town flag image of apples within the sign;
- 6) Create a distinguishable image or logo for each type of farm or business that brings the person from the main way finding sign to the actual site.
- 7) Recommendations for sign design that is appropriate and attractive for a small rural agricultural town;
- 8) Recommendations for a large bulletin board visible from each of the Route 495 ramps with individual signs for each business with directional arrows. Signs should be removable for seasonal farm businesses in order to promote their businesses;
- 9) Recommendations that will address signage color, placement, height clearance, location, and set back;
- 10) Cost analysis and recommendations for implementation;
- 11) Recommendations on how to prioritize businesses/destinations (local businesses, local agricultural businesses and public facilities/amenities) that can locate on the new signage;
- 12) Recommendations for a solution on how to get businesses with existing signs to conform to the new way finding program and a funding mechanism.



The Town will be ready to implement the consultant's recommendations immediately and bring any necessary zoning changes to the next town meeting. The Town is very excited about the possibility of working with DHCD to implement these goals. We hope that the Town of Bolton will be considered for this grant. If you need any additional information please do not hesitate to contact me at 978-779-3300 or by email at [townadministrator@townofbolton.com](mailto:townadministrator@townofbolton.com)

Sincerely,

A handwritten signature in purple ink that reads "Jennifer Burney". The signature is fluid and cursive, with the first name being more prominent.

Jennifer Burney  
Town Planner

**APPENDIX**

**Exhibit 1: Maps of Town Center**

**Exhibit 2: Bolton Agriculture Map**

**Exhibit 3: Sign Bylaw**

**Exhibit 4: Economic Development Committee – List of Members**

**Exhibit 5: Support Letters**

**Exhibit 1: Maps of Town Center**

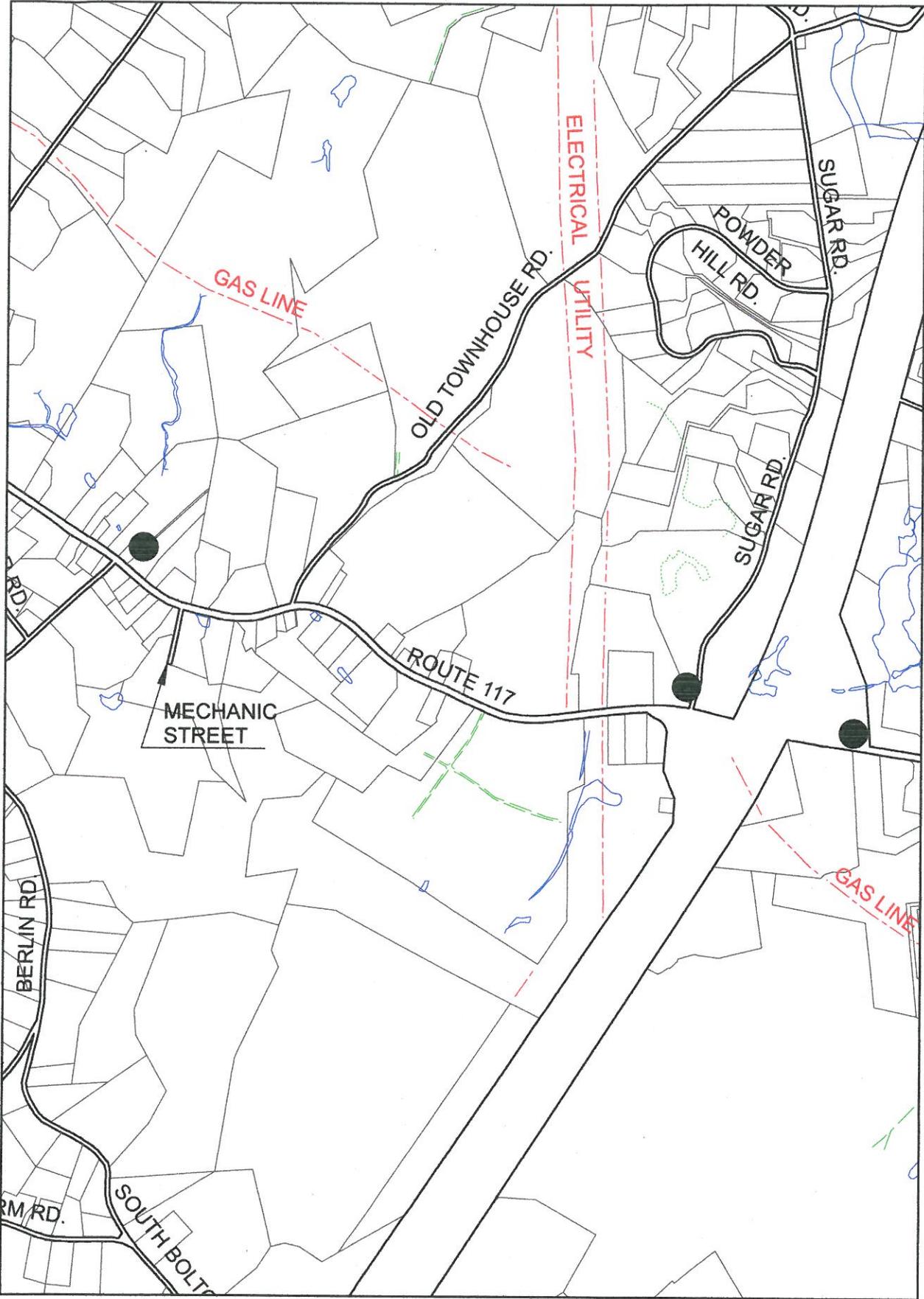
# Town of Bolton



● Current signs



# Town of Bolton



● Current signs



**Exhibit 2: Bolton Agriculture Map**

# Bolton Agriculture



- |    |  |                |    |   |                |
|----|--|----------------|----|---|----------------|
| 1  | <b>Bolton Orchards</b><br>125 Still River Road<br><a href="http://www.boltonorchards.com">www.boltonorchards.com</a>                                       | (978) 779-9733 | 11 | <b>Schartner Farm</b><br>211 West Berlin Road<br><a href="http://www.schartnerfarm.com">www.schartnerfarm.com</a>                           | (978) 779-0212 |
| 2  | <b>Bolton Spring Farm</b><br>149 Main Street<br><a href="http://www.boltonspringfarm.com">www.boltonspringfarm.com</a>                                     | (978) 779-2898 | 12 | <b>Townshend Farm</b><br>200 Wattaquodock Hill Road<br><a href="http://www.geocities.com/townshendfarm">www.geocities.com/townshendfarm</a> | (978) 779-2244 |
| 3  | <b>Century Mill Stables</b><br>185 Century Mill Road<br><a href="http://www.centurymillstables.com">www.centurymillstables.com</a>                         | (978) 779-2934 | 13 | <b>Treescapes Forestry Products</b><br>344 Old Bay Road   | (978) 779-5504 |
| 4  | <b>Great Brook Farms</b><br>356 Main Street<br><a href="http://www.greatbrookfarms.com">www.greatbrookfarms.com</a>  | (978) 779-6680 | 14 | <b>Vattes Farm and Excavating</b><br>49 Sargent Road  | (978) 365-6441 |
| 5  | <b>Hythe Farms</b><br>23 Harvard Road  | (978) 875-2027 | 15 | <b>Zayka Farmstand</b><br>340 Green Road  | (978) 779-6536 |
| 6  | <b>JoBarb Farms</b><br>156 Annie Moore Road<br><a href="http://www.jobarbfarms.com">www.jobarbfarms.com</a>  | (978) 779-5434 |    |   |                |
| 7  | <b>Nashoba Valley Winery &amp; Orchards</b><br>100 Wattaquodock Hill Road<br><a href="http://www.nashobawinery.com">www.nashobawinery.com</a>              | (978) 779-5521 |    |   |                |
| 8  | <b>Nicewicz Family Farm</b><br>116 Sawyer Road<br><a href="http://www.nicewiczfamilyfarm.com">www.nicewiczfamilyfarm.com</a>                               | (978) 779-6423 |    |   |                |
| 9  | <b>Pleasant Garden Daylilies</b><br>111 Coventry Wood Road<br><a href="http://www.pgdlbolton.com">www.pgdlbolton.com</a>                                   | (978) 779-5035 |    |   |                |
| 10 | <b>Practically Perfect Produce Farmstand</b><br>Long Hill Road<br><a href="http://www.practicallyperfectproduce.com">www.practicallyperfectproduce.com</a> | (978) 779-2289 |    |   |                |

[www.BoltonAg.com](http://www.BoltonAg.com)

**Buy Fresh  
Buy Local**

This brochure was created through grant funding from the Massachusetts Department of Agricultural Resources.



**Exhibit 3: Sign Bylaw**

(f) Granting of a Special Permit under this bylaw does not constitute a waiver of any other applicable Bylaw or Statute.

The Planning Board shall issue regulations to go with this bylaw, including charging a filing fee adequate to cover both legal review and construction inspection.

The driveway shall be sufficiently constructed for access before issuance of any building permit.

#### 2.4.1.3 Parking

(a) A parking area, (not including access ways) of at least one square foot for each one square foot of business and commercial building area and one square foot for each two square feet of industrial building floor area, and three square feet for each one square foot of retail building floor area shall be provided on each lot of land used as an industrial, commercial or business area.

The parking area is defined to include the parking spaces and any aisles between the spaces, but not any driveways leading to the parking area.

The parking area shall not come within thirty feet (30') of the edge of the street paving.

(b) Parking areas and driveways on business, industrial or commercial sites shall be improved to at least the equivalent of eight inches (8") gravel over sub-grade and shall be pitched to drain.

#### 2.4.2 Sign Regulations.

After January 25, 1971 no person shall place or cause to be placed, posters, handbills, placards, advertising matter or signs advertising or indicating the location of a personal, industrial or commercial enterprise or products anywhere in the Town except by written permission of the Board of Selectmen and:

2.4.2.1 No sign shall exceed thirty six (36) square feet.

2.4.2.2 No sign shall be oscillating, flashing, operated with moving parts or display the illusion of motion.

2.4.2.3 No sign shall be closer than twenty (20) feet from the road pavement.

2.4.2.4 No sign including standards shall be more than eight (8) feet in height.

2.4.2.5 Signs in Residential Zones.

(a) Residences may have by permit, one sign, non-illuminated and of area not greater than two square feet for the purpose of announcement of professional or home occupation or for the announcement of the occupants of the dwelling. The sign shall be limited to one back-ground color which shall be white, natural wood or the color of the principal structure or its trim and any color for all lettering and other designs. The lettering on the sign shall not exceed three inches in height. The sign must not be closer than twenty feet from the side lot line. The sign must not be closer than ten feet from the road pavement.

(b) Pre-existing non-conforming uses in residential zones desiring a new sign not conforming under section (a) may apply under the general Bylaw.

2.4.2.6 Temporary signs, pertaining only to the lease or sale of land or building on which the sign is located, will be allowed in all zones subject to the following restrictions:

(a) The sign shall not exceed six square feet in area.

(b) The sign shall not be illuminated.

(c) The addition of the word "sold" is not allowed.

Signs which do not conform to this section must apply under the General Sign Bylaws (Section 2.4.2.).

2.4.2.7 If literal enforcement results in substantial hardship and if no harm to the public good is evident, waivers may be granted by the Board of Selectmen.

**Exhibit 4: Economic Development Committee – List of Members**



# TOWN OF BOLTON

COMMONWEALTH OF MASSACHUSETTS



## Economic Development Committee

[Printer-Friendly Version](#)

**Contact:** [Jennifer Burney](#)  
Town Planner

**Address:** Town Hall  
663 Main Street  
Bolton, MA 01740

**Phone:** 978-779-3308

**Fax:** 978-779-5461

**Hours:** Mon: 9:00am to 2:30pm  
Tues: 9:00am to 4:00pm  
Wed: 9:00am to 2:30pm  
Thurs: 9:00am to 2:30pm  
Fri: Closed

[Meeting Agendas](#)

[Meeting Minutes](#)

### Additional Links:

[Available Business Space in Bolton](#)

[EDC Member Contact Information](#)

[Bolton ETA Application](#)

[Bolton EDA Designation \(Economically Distressed Area\)](#)

[Bolton ETA Designation \(Economic Target Area\)](#)

Name	Position	Term Ends
Chris Nelson	Chairman	2013
John Karlon	Vice Chairman	2013
Helene Demmer	Clerk	2013
Steve George	Member	2013
Lysa Miller	Member	2013
Eileen Schomp	Member	2013
Bruce Slater	Member	2013
Dina Mazzola	Member	2013
Jennifer Burney, Town Planner	Non-Voting Ex-Officio member	2013
	Opening	2013
	Opening	2013
	Opening	

The Economic Development Committee (EDC) is an advisory committee comprised of eleven individuals, each appointed by the Board of Selectmen for a term of three years. The Town Planner serves as an Ex-Officio non voting member.

**Mission Statement:** To help attract, retain and grow business and jobs in Bolton to improve the economic environment and quality of life for its residents and meet the long term needs of the community.

Bolton has been designated an **ETA (Economic Target Area)** and an **EDA (Economically Distressed Area)** by the Massachusetts Office of Business Development (MOBD). Bolton belongs to the Framingham-Marlborough Region ETA (Economic Target Area). This designation allows the Town to participate in Economic Development Incentive Programs.

#### Business contacts:

**Rosemary Scrivens, Central Regional Director for Massachusetts Office of Business Development**

phone: 508-792-7506 x128

Services: help companies create and retain jobs, as well as promote private investment in the state. Facilitate simplified, timely access to a host of governmental and non-governmental resources and incentive programs that will help businesses grow faster and stronger.

**Mass. Small Business Development Center Network**

Central Regional Office - 508-793-7615

Services: Business development, cash flow analysis, marketing and sales strategies, financing options.

For more information or to discuss economic development or redevelopment opportunities please contact Jennifer Burney, Town Planner at 978-779-3308 or [planner@townofbolton.com](mailto:planner@townofbolton.com) or the Economic Development Committee.

**BE SURE TO CHECK OUT "DESTINATION BOLTON" ON FACEBOOK:**

<http://www.facebook.com/pages/Destination-Bolton-Bolton-Economic-Development-Committee/118164314883600>



*Destination*  
**Bolton**  
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**Chris Nelson - Chairman**  
37 Annie Moore Road  
Bolton, MA  
[cnelson@ams-leads.com](mailto:cnelson@ams-leads.com)

Chris has lived in Bolton 10 years and was involved with the Bolton Public Library Expansion and presented at Town Meeting in 2006, and assisted in the Capital Campaign to raise funds. He is also a Den leader for the Cub Scouts. Chris is the Managing Director and Principal of Advanced Marketing Solutions in Southborough and works with clients to provide marketing support, pre-sales and customer care. Porsche Cars and General Dynamics are some of the clients. Check out the website at [www.ams-leads.com](http://www.ams-leads.com). He has experience in sales, senior account management, tactical/strategic management and in the past worked on several marketing specialist positions. He has a business degree and MBA.

**John Karlon – Vice Chairman**  
299 Sugar Road  
Bolton, MA  
[jkarlon@meditech.com](mailto:jkarlon@meditech.com)

John has been a resident of Bolton's for 5 years and is currently Vice Chairman of the Planning Board. He has an economic degree and MBA and is keenly interested in issues that will be useful in developing a business base in Bolton. He has several years experience on town boards (Planning and the Historical Commission) and feels he can be a resource in assessing what is possible, politically, in the local environment.

**Helene Demmer - Clerk**  
12 Deer Path Road  
Bolton, Ma  
[dhdemmer@comcast.net](mailto:dhdemmer@comcast.net)

Helene has been a resident of Bolton for 10 years and has a finance degree and background serving in financial roles, starting her career in Digital Equipment Corporation's Financial Development Program. She has been involved in many of the Florence Sawyer School fundraisers and has volunteered on other projects and programs in Bolton.

**Steve George**  
141 Wilder Road  
Bolton, MA  
[stevegeorge@comcast.net](mailto:stevegeorge@comcast.net)

Steve has been a resident of Bolton's for 19.5 years. Steve has a finance degree and MBA and has over 20 years experience in the computer industry in marketing, business development, product management and finance. Early in his career he was a US Small Business Administrator and assisted small businesses in becoming e-commerce.

**Lysa Miller**  
50 Corn Road  
Bolton, Ma  
[lysa@ladybugz.com](mailto:lysa@ladybugz.com)

Lysa owns and operates a boutique web design and marketing firm. Ladybugz is focused on helping small and medium sized businesses with online business development. Check out [www.ladybugz.com](http://www.ladybugz.com) She serves on the Board of a Boston business association and volunteers for The Bolton School Donations Committee. Lysa has a PR and Business Degree.

**Eileen Schomp**  
46 Nourse Road  
Bolton, MA  
[schomp@huarp.harvard.edu](mailto:schomp@huarp.harvard.edu)

Eileen is new to town and thinks Bolton is unique and beautiful and would benefit from the right type of businesses. She moved to Bolton for the great school system and proximity to 495. Eileen has a Masters of Science degree. She has 15 years experience of applied science research at Harvard University and currently performs ultrasound exams to allow her to spend more quality time with her 2 children.

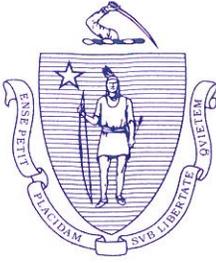
**Bruce Slater**  
356 Main Street  
Bolton, MA  
[bruce@greatbrookfarm.com](mailto:bruce@greatbrookfarm.com)

Bruce is a long time resident of Bolton and owner of Great Brook Farms. Check out the website at <http://www.greatbrookfarms.com>

**Dina Mazzola**  
3 Vaughn Hill Road  
Bolton, MA  
[toomanyponies@mac.com](mailto:toomanyponies@mac.com)

Dina moved to Bolton in 2008 with her family after living in several small towns in the Northeast. Dina has a BA in Economics and a MA in Educational Technology and formerly worked for Accenture both in Change Management as a consultant, and in Human Resources. Dina currently runs her own business coaching in the equestrian discipline of showjumping and training horses.

**Exhibit 5: Support Letters**



*The Commonwealth of Massachusetts*

HOUSE OF REPRESENTATIVES  
STATE HOUSE, BOSTON 02133-1054

**KATE HOGAN**  
STATE REPRESENTATIVE  
3RD MIDDLESEX DISTRICT

Committees:  
Housing  
Bonding, Capital Expenditures & State Assets  
Personnel & Administration  

---

ROOM 33, STATE HOUSE  
TEL: (617) 722-2060

November 23, 2010

Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

I am writing to express my support in the Town of Bolton in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

As the State Representative for Bolton, I believe that adequate signage is important to the economic vitality of our local businesses and agricultural community.

Thank you for the opportunity to express support in this application. Please do not hesitate to contact me if you would like additional information.

Sincerely,

A handwritten signature in blue ink that reads "Kate Hogan".

Kate Hogan  
State Representative  
Third Middlesex District

November 23, 2010

Advanced Marketing Solutions  
144 Turnpike Road, Suite 100  
Southborough, MA 01772

Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

As a Bolton resident and Chairman of the Economic Development Committee, I'm writing to support Bolton's in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

I'm the Principal and Managing Director of a small business, so I understand the importance of the economic vitality of our local businesses and agricultural community. Thank you for the opportunity to express support in this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Nelson", with a long horizontal line extending to the right.

Chris Nelson  
Managing Director

November 23, 2010

Bolton Agricultural Commission  
663 Main Street  
Bolton, MA 01740

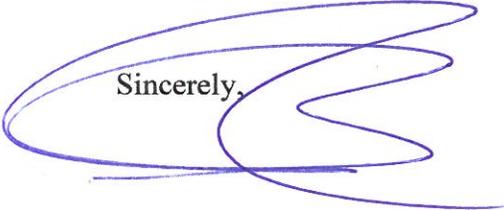
Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

The Bolton Agricultural Committee supports the Town of Bolton in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

Adequate signage is important to the economic vitality of our agricultural community. Thank you for the opportunity to express support in this application.

Sincerely,



On behalf of the Bolton Agricultural Commission

THE  
*I*NTERNATIONAL

Established 1901

BRIAN M. LYNCH  
*General Manager*

November 23, 2010

The International  
159 Ballville Road  
Bolton, MA 01740

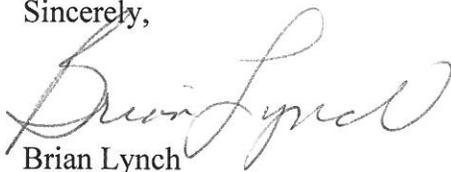
Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

The International supports the Town of Bolton in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

Adequate signage is important to the economic vitality of our local businesses and agricultural community. Thank you for the opportunity to express support in this application.

Sincerely,



Brian Lynch  
General Manager

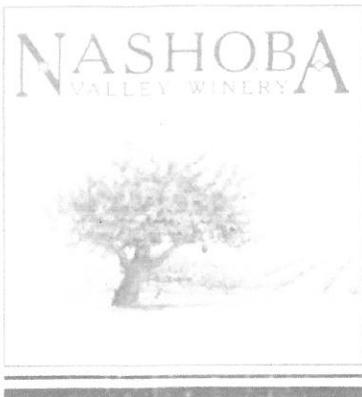
THE PINES:  
designed by Geoffrey Cornish & Robert Trent Jones, Sr.



THE OAKS:  
designed by Tom Fazio

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WEDDINGS

FORMAL CELEBRATIONS

OPEN YEAR ROUND

November 23, 2010

Nashoba Valley Winery  
100 Wattaquaddock Hill Road  
Bolton, MA 01740

Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

Nashoba Valley Winery supports the Town of Bolton in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

Adequate signage is important to the economic vitality of our local businesses and agricultural community. Thank you for the opportunity to express support in this application.

Sincerely,

Rich Pelletier  
Owner

November 23, 2010

Great Brook Farm  
356 Great Road  
Bolton, MA 01740

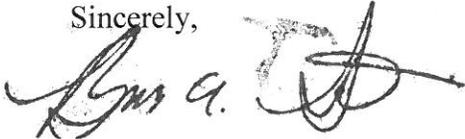
Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

Great Brook Farms supports the Town of Bolton in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

Adequate signage is important to the economic vitality of our local businesses and agricultural community. Thank you for the opportunity to express support in this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce Slater". The signature is stylized and cursive, with a large initial "B" and "S".

Bruce Slater  
Owner



November 23, 2010

Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

Delta Equity Services Corporation supports the Town of Bolton in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

Adequate signage is important to the economic vitality of our local businesses and agricultural community. Thank you for the opportunity to express support in this application.

Sincerely,



Raymond Grenier  
CEO

**DELTA EQUITY SERVICES CORPORATION**  
579 MAIN STREET, BOLTON, MA 01740-1300  
(800) 649-3883 (978) 779-5361 FAX (978) 779-5356  
Member FINRA SIPC

**Firematic**

237 Sugar Road, Bolton, MA 01740

Tel: (978) 422-3560  
Fax: (978) 422-9621

Firematic Supply Co., Inc  
237 Sugar Road  
Bolton, MA 01740

Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

Firematics supports the Town of Bolton in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

Adequate signage is important to the economic vitality of our local businesses and agricultural community. Thank you for the opportunity to express support in this application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Hannigan', written over a horizontal line.

Tom Hannigan  
Vice President, Sales

November 23, 2010

Ducharme and Dillis Civil Design Group  
1092 Main Street  
PO Box 428  
Bolton, MA 01740

Massachusetts Downtown Initiative  
DHCD – Attention: Emmy Hahn  
100 Cambridge Street, Suite 300  
Boston, MA 02114

Dear Ms. Hahn:

Ducharme and Dillis supports the Town of Bolton in applying for a Downtown Initiatives grant through the Department of Housing and Community Development requesting assistance for a way finding plan and creation of a distinguishable image or logo that carries throughout the streetscape.

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Sincerely,

A handwritten signature in black ink, appearing to read "Lawrence J. Ducharme". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

Lawrance J. Ducharme  
Principle