

Question 3

| Based on your previous response, what, if anything, would you like to see changed with regard to Natick's alcoholic beverage Rules and Regulations? | | | |
|---|-----|---|----------------------|
| Answered | 149 | | |
| Skipped | 0 | | |
| Respondents | | Responses | Response Date |
| 1 | | None | Apr 11 2022 10:15 PM |
| 2 | | It seems quite restrictive that businesses can't take advantage of unused liquor permits based on the regulations. It seems like we could be more flexible about liquor use while still not promoting a "bar culture" to gain more revenue/offer more options for entertainment downtown. | Apr 11 2022 08:46 AM |
| 3 | | Do not know at this point but every regulation should be examined and refined on a regular basis | Apr 11 2022 08:29 AM |
| 4 | | Seems to work fine | Apr 11 2022 08:22 AM |
| 5 | | Less restrictive | Apr 11 2022 08:11 AM |
| 6 | | More flexibility in regulations to attract more small businesses—specifically bars, restaurants, wine bars—to downtown Natick. | Apr 10 2022 04:55 PM |
| 7 | | They need to be revised to be more in line with other towns eg Wellesley if they want to attract more restaurants downtown. Would also like to see more of a pub/wine bar. | Apr 04 2022 02:26 PM |
| 8 | | I'd like to be able to legally open carry at public events | Apr 04 2022 01:42 PM |
| 9 | | Ease regulations | Apr 04 2022 11:02 AM |
| 10 | | Make welcoming for new business. So much potential in downtown. | Apr 04 2022 10:36 AM |
| 11 | | not sure | Apr 04 2022 08:41 AM |
| 12 | | Leave as is with no changes. It works | Apr 03 2022 07:24 PM |
| 13 | | Allow a pub or bar downtown | Apr 03 2022 05:16 PM |
| 14 | | no changes | Apr 02 2022 05:54 PM |
| 15 | | More opportunities and ease of opening for new businesses especially restaurants | Apr 02 2022 12:25 PM |

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| 16 | | Relax the parking requirements to make it easier for new food and beverage related business downtown. | Apr 02 2022 10:44 AM |
| 17 | | A portion of the sales should go to rehabilitation and substance abuse services | Apr 02 2022 10:11 AM |
| 18 | | % of food sales restriction is archaic and not small business friendly, and parking restrictions are not friendly to the merchant | Apr 02 2022 05:22 AM |
| 19 | | Leniency so businesses can thrive in natick and invite neighboring towns to visit natick center nightlife. | Apr 01 2022 10:11 PM |
| 20 | | Less Alcohol. The problems in this town stem from excessive drinking. | Apr 01 2022 07:17 PM |
| 21 | | 1) Allow bars downtown 2) Ban the sale of single shot hard liquor due to the litter it generates. | Apr 01 2022 06:08 PM |
| 22 | | The criteria for outdoor dining seems inconsistent and enforced inconsistently. | Apr 01 2022 04:44 PM |
| 23 | | Remove all local restrictions on alcohol sales. | Apr 01 2022 03:37 PM |
| 24 | | n/a | Apr 01 2022 02:18 PM |
| 25 | | Make it easier for restaurants/pubs/bars to open in Natick | Apr 01 2022 01:18 PM |
| 26 | | Loosening the restrictions, especially the ratio of food/alcohol sales. The current ratio stymies businesses. | Apr 01 2022 01:05 PM |
| 27 | | I would like to make sure that all staff trainings (ie: TIPS) are in compliance with local laws. I would also like to see alcohol retailers and pouring establishments regularly checked in on by the town to remind them of the laws governing alcohol and provide them with updates, signage, and resources. | Apr 01 2022 10:40 AM |
| 28 | | Don't have a firm opinion on this as it's not been made publicly and easily available what the rules/regs are. | Apr 01 2022 10:35 AM |
| 29 | | Stricter regulations | Apr 01 2022 10:17 AM |
| 30 | | no revenue % minimums | Apr 01 2022 10:10 AM |

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| 31 | | Would love more local restaurants & pubs in downtown. | Apr 01 2022 09:38 AM |
| 32 | | I don't think we should be giving out licenses, because someone is a good guy. I think the property locations should go by licensing rules. | Apr 01 2022 09:35 AM |
| 33 | | Make it easier for new restaurants to launch downtown. | Apr 01 2022 09:32 AM |
| 34 | | I am fairly new in town so I'm only just learning about what's happening here with alcohol, but so much alcohol policy in Massachusetts seems outdated, and it certainly doesn't seem Natick is an exception. I see the original logic behind the 35% rule, but I don't think it works for its intended purpose, and instead has the effect of restricting businesses from doing anything other than focusing on 'cheap' alcohol, which actually probably has exactly the opposite effect compared to the intent. The reality is that for the benefit of the town, we should be trying to attract alcohol related businesses that are higher end. This doesn't mean pricing out local residents, but it means having businesses that are serious and creative, rather than purely aiming at ticking boxes to keep their license. Globally, minimum unit pricing is actually become a more respected way of preventing alcohol abuse. The cultural benefits of a serious wine or cocktail bar can be huge, and can also be of huge benefit to other local businesses. This would in fact especially be the case if people didn't also need to buy food there. The most creative and interesting alcohol related businesses worldwide are 'combination' locations- for example something that combines element of a wine store with elements of a wine 'bar'. This has been slow to take off in the States due to the licensing challenges. If Natick could attract something like it, it would lead the state. | Apr 01 2022 08:36 AM |
| 35 | | Make the rules easier to attract a bar in downtown natick | Apr 01 2022 07:25 AM |

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| 36 | | Make it easier for a downtown pub to open and relax the parking rules and 35% sales rule. | Apr 01 2022 07:19 AM |
| 37 | | There needs to be a way that we can allow bars that's main focus is alcohol not food operate in Natick. There is not enough business variety in this area for the town. Natick has a great downtown area that is seriously lacking in small businesses. Natick should and could easily be like Hudson with a thriving and diverse downtown area | Apr 01 2022 06:56 AM |
| 38 | | Take away the prevent that can come from alcohol sales to allow for new business | Apr 01 2022 06:52 AM |
| 39 | | No | Apr 01 2022 03:57 AM |
| 40 | | Allow more pubs, less restrictions for new upscale/trendy establishments | Apr 01 2022 12:06 AM |
| 41 | | Would love to see Natick attract a legit brewery like the ones in Framingham. | Mar 31 2022 11:41 PM |
| 42 | | More options for serving alcohol without food | Mar 31 2022 10:55 PM |
| 43 | | The food to bev ratio requirements for restaurants is ridiculous | Mar 31 2022 10:42 PM |
| 44 | | I don't know enough about the specifics to suggest concrete policies, but I would love more restaurants in town where families can enjoy good food and also drink wine, beer, cocktails, etc. | Mar 31 2022 10:14 PM |
| 45 | | Make it easier to get some pubs and breweries in town | Mar 31 2022 10:12 PM |
| 46 | | Make it easier for pubs/taverns to open downtown. | Mar 31 2022 10:06 PM |
| 47 | | Offer two types of license, beer and wine or a full liquor license. Be more flexible with the size of the establishment offering adult beverages. | Mar 31 2022 09:51 PM |
| 48 | | Alcohol itself is a customer experience and I don't necessarily think it needs to be paired with food in a way that is so strictly regulated. | Mar 31 2022 09:49 PM |
| 49 | | N/A | Mar 31 2022 09:36 PM |

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| 50 | | I worry that new restaurants wanting to move here/open won't be able to get a license to offer alcohol at their place and it will inhibit businesses from opening. Or a small craft brewery or boutique wine/food shop. | Mar 31 2022 09:32 PM |
| 51 | | It would be nice to have a local pub in town. Other local towns such as Wellesley have changed their rules to allow a more diverse option of restaurants. | Mar 31 2022 09:19 PM |
| 52 | | Change the food % requirements | Mar 31 2022 09:17 PM |
| 53 | | Modernize | Mar 31 2022 09:13 PM |
| 54 | | More licenses would help Natick attract more restaurants to help make downtown feel more lively. I love what having Buttercup has done for the nightly experience in Natick. | Mar 31 2022 09:01 PM |
| 55 | | It would be nice to have more licenses available for more local restaurants | Mar 31 2022 08:59 PM |
| 56 | | Soften/rework current laws to attract more businesses, look at Hudson and what they have accomplished. | Mar 31 2022 08:56 PM |
| 57 | | Nothing the town has plenty of choices for purchasing alcohol. Restaurants have licenses, grocery stores and a variety of liquor stores from extremely large to small. With more served alcohol locations or changes to food sale requirements the chances of drunk drivers increase. Natick is a small community town and does not need city problems of drunk and disorderlies or drunk drivers. Additionally the number of marijuana licenses are tied to liquor licenses and those should not increase beyond what they are now. Natick needs to remain a place to raise a family not a place to build profitable diservicing businesses. | Mar 31 2022 08:41 PM |
| 58 | | Number of licensees, % of total sales re: alcohol, and more | Mar 31 2022 08:24 PM |
| 59 | | .. | Mar 31 2022 08:17 PM |
| 60 | | More licenses and less stringed alcohol to foods ratios | Mar 31 2022 07:48 PM |

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| 61 | | More opportunities for drinking establishments. | Mar 31 2022 07:32 PM |
| 62 | | Rules that allow for standalone pubs and bars | Mar 31 2022 07:08 PM |
| 63 | | I would like natick to make alcohol regulations more business friendly to attract better restaurants, particularly for town. I love Agostinos and Buttercup and would love to see more options. I believe in shopping local/supporting small, but also like variety and find myself going outside of natick more often since the options are lacking. | Mar 31 2022 06:29 PM |
| 64 | | Revenue, seating, % of sales calculations, food vs. Drink %, # of licenses, type of licenses | Mar 31 2022 06:09 PM |
| 65 | | I have no idea what current rules are. | Mar 31 2022 05:55 PM |
| 66 | | I would like it to be easier and possible for night time beverage consumption more than just Lookout Farm and the old Dolphin. Not saying I want tons of bars in Natick, but more opportunities to hang out after dinner hours without having to go to dinner first. Our rules don't provide a welcome mat for more night time hangout options. Or Sat or Sunday afternoon options. | Mar 31 2022 05:46 PM |
| 67 | | I believe we need to shed the shackles of the antiquated Natick alcohol policies. While I would not want a bar on every corner, it is time to attract some small scale bars or tapas style restaurants to Natick. | Mar 31 2022 05:34 PM |
| 68 | | Relax the rules | Mar 31 2022 05:23 PM |
| 69 | | haven't read them yet | Mar 31 2022 05:21 PM |
| 70 | | Whatever barriers that put us at a competitive disadvantage to neighboring towns (several of which seem to attract bars and restaurants more readily than Natick) should be reconsidered. | Mar 31 2022 05:19 PM |

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| 71 | | Relax the rules so more restaurants pubs and wine bars will want to come to our downtown! | Mar 31 2022 05:17 PM |
| 72 | | More liquor licenses | Mar 31 2022 05:07 PM |
| 73 | | Pubs being allowed in the town center to bring revenue into out downtown area. | Mar 31 2022 05:02 PM |
| 74 | | Pubs allowed in natick | Mar 31 2022 05:00 PM |
| 75 | | Make it so restaurants can thrive. Alcohol is high margin business. Without this, many restaurant owners cannot make money and will look elsewhere for a space. We need to take away the max percentage and replace with a rule like Wellesley that limits number of drink purchases without food purchase. | Mar 31 2022 04:51 PM |
| 76 | | Let us continue to get take out drinks to go with our yummy take out and also outdoor steadying should STAY, let's leave the millionaires resolution in the dumpster and if we want to change things let's work towards statewide outdoor dining and drinking!!! | Mar 31 2022 04:40 PM |
| 77 | | easier access - less strict policies on licenses and alcohol to food ratios | Mar 31 2022 04:38 PM |
| 78 | | Make it easier for the business so we can attract more businesses and customers. | Mar 31 2022 04:37 PM |
| 79 | | The "prohibition" against bars is archaic. Let's not kid ourselves, we have a couple of bars already but they are coupled with a restaurant so they aren't called bars. The ability to meet friends over a drink is severely limited. | Mar 31 2022 04:22 PM |
| 80 | | No opinion | Mar 31 2022 04:13 PM |
| 81 | | I think the cap on alcohol sales being no more than 35% is too restrictive. I'd love to see a pub/bar that one could go to either after dinner or after TCAN and get a night cap and the current rules don't lend themselves to this kind of establishment. | Mar 31 2022 04:12 PM |
| 82 | | The old outdated restrictions should be changed. | Mar 31 2022 04:09 PM |

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| 83 | | I would like to see some pubs or microbreweries in town. Something like exhibit A in Framingham. I believe the laws need to change to allow something like that | Mar 31 2022 04:02 PM |
| 84 | | Change in the ratio of food to alcohol receipts, if keeping it at all. Reduce parking spot requirements | Mar 31 2022 03:59 PM |
| 85 | | Would love to spend my money on restaurants here IN TOWN rather than driving to other towns like Framingham or Wellesley, for better restaurant/pub options. | Mar 31 2022 03:56 PM |
| 86 | | More support for the town's need to encourage an increasingly experiential (leisure/entertainment) quotient to mss as obtain high values of property in the Golden Triangle, coupled with expanded transportation options for public safety. | Mar 31 2022 03:55 PM |
| 87 | | Allow BYOB at smaller restaurants, ease the alcohol/food sales ratio requirement | Mar 31 2022 03:53 PM |
| 88 | | Liberalize to attract | Mar 31 2022 03:39 PM |
| 89 | | I don't really know much about them. | Mar 31 2022 03:34 PM |
| 90 | | Easier for restaurants to offer it and perhaps even to allow a respectable pub | Mar 31 2022 03:34 PM |
| 91 | | I would like to see a few more places with options for drinks or just fun casual places to hang out. But don't need any true "bars" that might attract a late-night crowd! | Mar 31 2022 03:33 PM |
| 92 | | None | Mar 31 2022 03:25 PM |
| 93 | | More licenses availability | Mar 31 2022 03:20 PM |
| 94 | | Need to be flexible in the types and numbers of businesses that can open, particularly downtown. | Mar 31 2022 03:04 PM |

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| 95 | | I strongly recommend we consider research on alcohol outlet density and it's impact on negative outcomes like underage drinking, drinking and driving, etc. before we change policies. In particular I'm concerned about the combination of allowing more alcohol sales in pouring (vs. non-pouring) establishments with lack of public transportation. | Mar 31 2022 03:04 PM |
| 96 | | It's not 1952 anymore, the town is bigger and with the decline in downtown shopping, it needs more for people to do, a pub does this | Mar 31 2022 03:01 PM |
| 97 | | It should be easier for dining establishments and bars to obtain liquor licenses | Mar 31 2022 03:00 PM |
| 98 | | No food/alcohol \$ limit | Mar 31 2022 02:55 PM |
| 99 | | Make it easier for local businesses | Mar 31 2022 02:50 PM |
| 100 | | Not sure what rules and refs are in place but have never seen an issue. In Town Maybe allow grocery stores to sell beer and wine | Mar 31 2022 02:49 PM |
| 101 | | Make it easier for businesses to sell alcohol, and marijuana | Mar 31 2022 02:49 PM |
| 102 | | The rules need to be more lax as there are not a lot of options, specifically downtown, where one can grab a drink. I constantly end up in Framingham or Wellesley when I'd rather support a local establishment. | Mar 31 2022 02:42 PM |
| 103 | | Lower seating cap to achieve licensing. | Mar 31 2022 02:41 PM |
| 104 | | I have heard about multiple restaurants/pubs that considered Natick and then decided it was not worth the headache to operate in Natick due to the current rules with bar seating, alcohol sales etc. | Mar 31 2022 02:41 PM |
| 105 | | Nothing. Though I've never thought about it. | Mar 31 2022 02:39 PM |
| 106 | | Allow more pubs and bar seats. | Mar 31 2022 02:37 PM |
| 107 | | Nop | Mar 31 2022 02:35 PM |

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| 108 | | It's too rigid right now | Mar 31 2022 02:35 PM |
| 109 | | Eliminate the current 35% requirement | Mar 31 2022 02:34 PM |
| 110 | | There shouldn't be such a high percentage of food to alcohol for sales | Mar 31 2022 02:33 PM |
| 111 | | Allow for pubs, bars, breweries, in commercially zoned areas | Mar 31 2022 02:32 PM |
| 112 | | I don't know what should be changed, but I want more and more varied dining options in Natick. | Mar 31 2022 02:29 PM |
| 113 | | Requirements about % of receipts that must come from food, restrictions on pubs | Mar 31 2022 02:17 PM |
| 114 | | My understanding is that the current rules and regulations make it very difficult for potential bar/wine bar businesses to open in Natick Center. | Mar 31 2022 02:15 PM |
| 115 | | Please make it easier for small bars to happen, that only serve minimal snacks | Mar 31 2022 02:09 PM |
| 116 | | I feel like the size of the establishment (number of tables) to get a license is too high, and the percentage of sales that must come from food is also too high - should be ok to make a more even split from food/alcohol | Mar 31 2022 02:09 PM |
| 117 | | The percentage of revenue required to be from food sales is a deterrent to new establishments and is an outdated reg established to curb a problem that is no longer of great concern. | Mar 31 2022 02:08 PM |
| 118 | | No parking restrictions. Bars and Pubs should be allowed. Landlords should be incentivized tax wise to allow bars , pubs and restaurants on Main St. etc etc | Mar 31 2022 02:07 PM |
| 119 | | Any sensible change that could increase the number of establishments would be appreciated. I trust the elected members of the SelectBoard to determine what is "sensible". | Mar 31 2022 02:07 PM |
| 120 | | Would like to eliminate the annual revenue percentage that can come from alcohol. The town should not be dictating how a business operates or how much revenue it can make from products and services. | Mar 31 2022 02:00 PM |

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| 121 | | reduce seating requirements to 20 so we can have eating in shops downtown with spirits served. | Mar 31 2022 01:58 PM |
| 122 | | Allow service of alcohol without food. Eliminate requirement for a maximum alcohol/food revenue ratio. Allow brewpubs regardless of food availability (see: Exhibit A in Framingham). Lower the minimum seats for full liquor license from 100 to be in line with other towns (see: Wellesley). Eliminate prohibition on happy hours and other discount/promotions (should defer to state law). Eliminate prohibition of pitchers (see: beer towers at Cambridge Brewing). Review hours of service--why is it OK to start serving alcohol at 10am on Sunday (the "lord's day") but not until 11am the rest of the week--what rational basis justifies that seemingly arbitrary rule? | Mar 31 2022 01:54 PM |
| 123 | | Remove rules that are tied to overall percentage of sales or minimum seating requirements. Do require that hot food is served up to 1 hour or 30 minutes before close. | Mar 31 2022 01:53 PM |
| 124 | | Food should not have to be required (e.g. breweries). And requiring alcohol service to be tied to food service is limiting. Seems you could tie end of alcohol service to end of food service by time limit (e.g. say alcohol service must end no later than 2 hours after the end of food service). It looks like there's some clarity needed re: outdoor service areas as well (update it to allow for beer gardens) | Mar 31 2022 01:50 PM |
| 125 | | Allow grocery stores to sell | Mar 31 2022 01:50 PM |
| 126 | | With a growing community of young, creative professionals, I would love to see the laws relaxed to encourage independent venues and producers to be able to make Natick their home. I would also like to see outdoor dining being encouraged in a responsible way. | Mar 31 2022 01:46 PM |

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| 127 | | There are two few businesses that offer an appealing dining and drinking experience. From my perspective, the regulations around percentage of receipts from food, and parking requirements on establishments, suppress a more walkable and enjoyable downtown. We should be able to have places that have better bars, not just ordering at the table, or allow you to grab a pint with your simple eat in meal (not just expensive restaurants) | Mar 31 2022 01:43 PM |
| 128 | | We need to realize we are in 2022 and regs leftover from early 20th century Ntk do not apply. It has stunted our growth as a vital downtown and negatively impacted our quality of life. We do not need to be afraid of bars - we have top notch law enforcement right near by, a society and modern sensibility to should allow us to be treated as adults. So much care and attention is paid to the mundane of size and slope of sidewalks while our regs restrict development of restaurant and businesses that serve food and drinks that build a vibrant community. Bottom line the decision of whether to open a business to serve our community should not be made harder by arbitrary food/alcohol ratios and closing times. | Mar 31 2022 01:39 PM |
| 129 | | Lower the ratio of the percentage of alcohol/food to gross sales and lower the number of seats required to apply for a license to 15. | Mar 31 2022 01:39 PM |
| 130 | | There should not be a %max of alcohol sales. As an intermediate, one could require the purchase of food/snacks with drinks. This had a huge positive impact in Arlington. | Mar 31 2022 01:38 PM |
| 131 | | This is not a dry town so let's open up a bit | Mar 31 2022 01:37 PM |
| 132 | | Na | Mar 31 2022 01:32 PM |

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| 133 | | Anything that would make Natick remotely attractive to new restaurants. We eat everywhere in Metrowest EXCEPT Natick. | Mar 31 2022 01:32 PM |
| 134 | | So many of these rules https://www.natickma.gov/DocumentCenter/View/1229/Alcohol-Rules-and-Regs?bidId= are ridiculously prohibitive and make it impossible for many kinds of establishments to operate in town. Especially the "35% of gross revenues" as a reasonable standard, or the blanket prohibitions against pitchers or cocktail lounges. | Mar 31 2022 01:31 PM |
| 135 | | I'd like to see the 35% requirement removed, and the prohibitions on stools or benches, cocktail lounges, and pitchers. As well as any other regulatory barriers that would prevent a small brewery, distillery, or bar from opening. | Mar 31 2022 01:31 PM |
| 136 | | To be quite honest, I don't know what the specific rules are now. Its hard to figure out why we can't get some decent, fun, restaurants that every town around us seems to have. It's a shame. To have more restaurants and or pubs is essential to a vibrant downtown area. Something is wrong here. | Mar 31 2022 01:30 PM |
| 137 | | Lessen the rules and allow more bars and restaurants. We need to be a cool town not a boring one where everything closes by 10 pm. So many other towns are opening breweries and small restaurants | Mar 31 2022 01:30 PM |
| 138 | | Allow private clubs to open early for special community events and allow alcohol to be served. | Mar 31 2022 01:29 PM |

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| 139 | | we have a poorly designed downtown, we don't have a commerce set up to help maintain or help other merchants. There are too many banks, insurance companies and other businesses that close at 5pm, which does not help sustain any type of after regular business hour establishments. Restaurants know this, and that is why we can not attract better sustainable establishments. | Mar 31 2022 01:27 PM |
| 140 | | There's no good reason why the sale of alcohol should be restricted in the manner in which it is. Allowing for majority-alcohol-sale businesses is a quick win for Natick to be more appealing to new growth. Plus, we'll get substantially more revenue from taxpayers who currently have nowhere to blow off steam after getting into an argument on Natick Talks | Mar 31 2022 01:27 PM |
| 141 | | Removing or revising ratio of alcohol to food sales. Makes smaller establishments financially challenging, encourages poor practice of low alcohol pricing vs food, and prevents responsible drinking. Allow, hell encourage, somewhere to be able to operate in downtown natick where residents can walk to, take the commuter rail, or bus to for a few social drinks with friends and family, without having to get in their car and drive home, reducing traffic, pollution and potential for drink driving. | Mar 31 2022 01:27 PM |
| 142 | | More bars, and restaurants in area | Mar 31 2022 01:27 PM |
| 143 | | Eliminate the 35% rule and seek to foster local businesses that would like to open in town. | Mar 31 2022 01:22 PM |
| 144 | | Nothing | Mar 31 2022 01:17 PM |
| 145 | | What zoning, parking, sales issues make Natick business unfriendly? Remove those. How a business makes money, food v beverage is none of Natick's concern. | Mar 31 2022 01:12 PM |

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| 146 | | More relaxed seating and revenue regulation so as to allow for “pub-like” licensing. | Mar 31 2022 01:12 PM |
| 147 | | More liquor licenses, more bars, more restaurants | Mar 31 2022 01:10 PM |
| 148 | | I would like to see more leeway given to restaurants/pubs that are interested in opening in Natick. | Mar 31 2022 01:10 PM |
| 149 | | Lighten parking restrictions | Mar 31 2022 01:09 PM |