



MASTER PLAN COMMITTEE

July 17, 2024



AGENDA

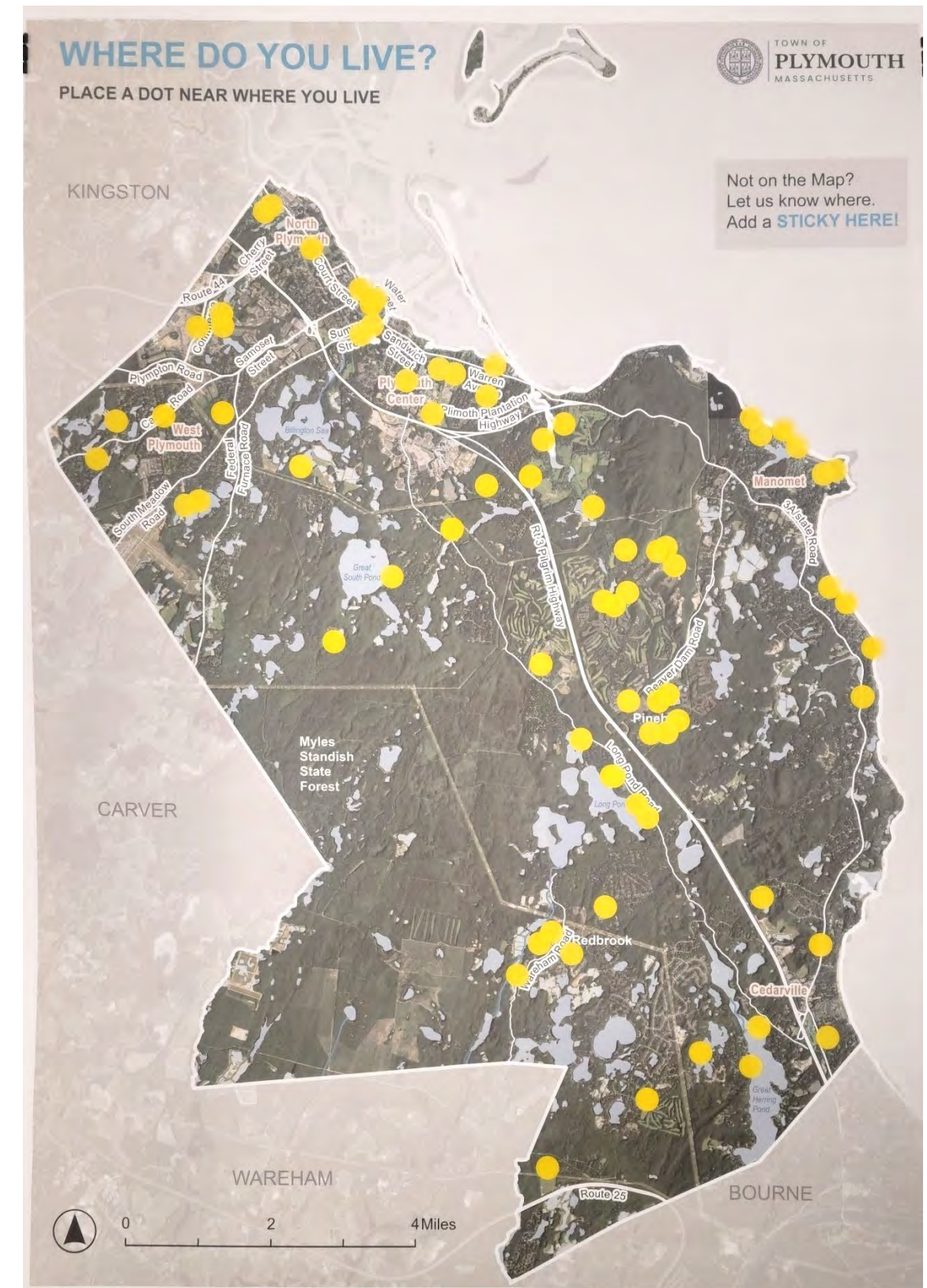
1. // CURRENT PUBLIC OUTREACH FINDINGS
2. // KEY TRENDS AND FINDINGS
3. // FUTURE PUBLIC ENGAGEMENT



01 // CURRENT PUBLIC OUTREACH FINDINGS

Great Turnout At Kick-off Meeting

- June 20th at Plymouth South Middle School
- 186 attendees signed in – good representation across Plymouth
- Agenda:
 - Introduction to the Master Plan process
 - Key trends/data describing Plymouth today
 - Individual headline exercise: *Plymouth in 2040*
 - Small group map-based discussions

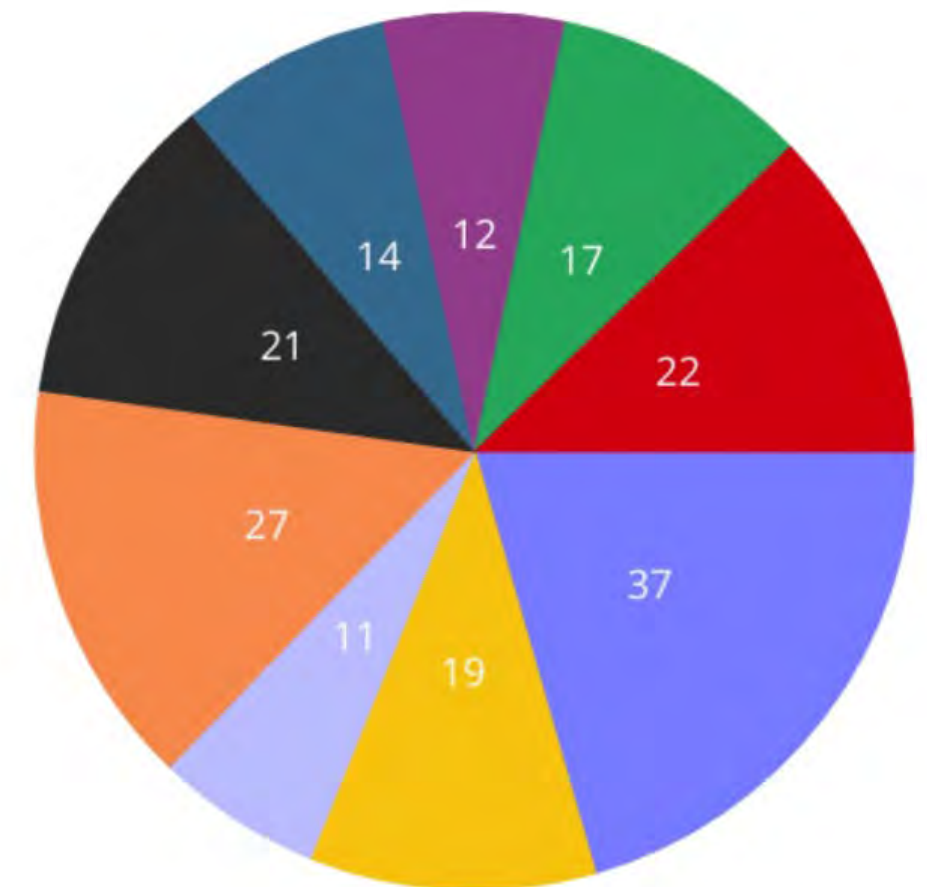


“Imagine Plymouth in 2040” Headline Exercise

- 180 individual responses
- Top Themes:
 1. **Economic Development** – job growth, expansion of waterfront and related industries
 2. **Natural & Cultural Resources** – Water quality and historic preservation
 3. **Open Space & Recreation** – increasing access to waterfront, prioritize open space
 4. Housing – affordability for all
 5. Transportation – Increase public transit options
 6. Services & Utilities – Infrastructure improvements
 7. Sustainability & Resiliency – Adaption to climate change
 8. Land Use – Balancing development with preservation

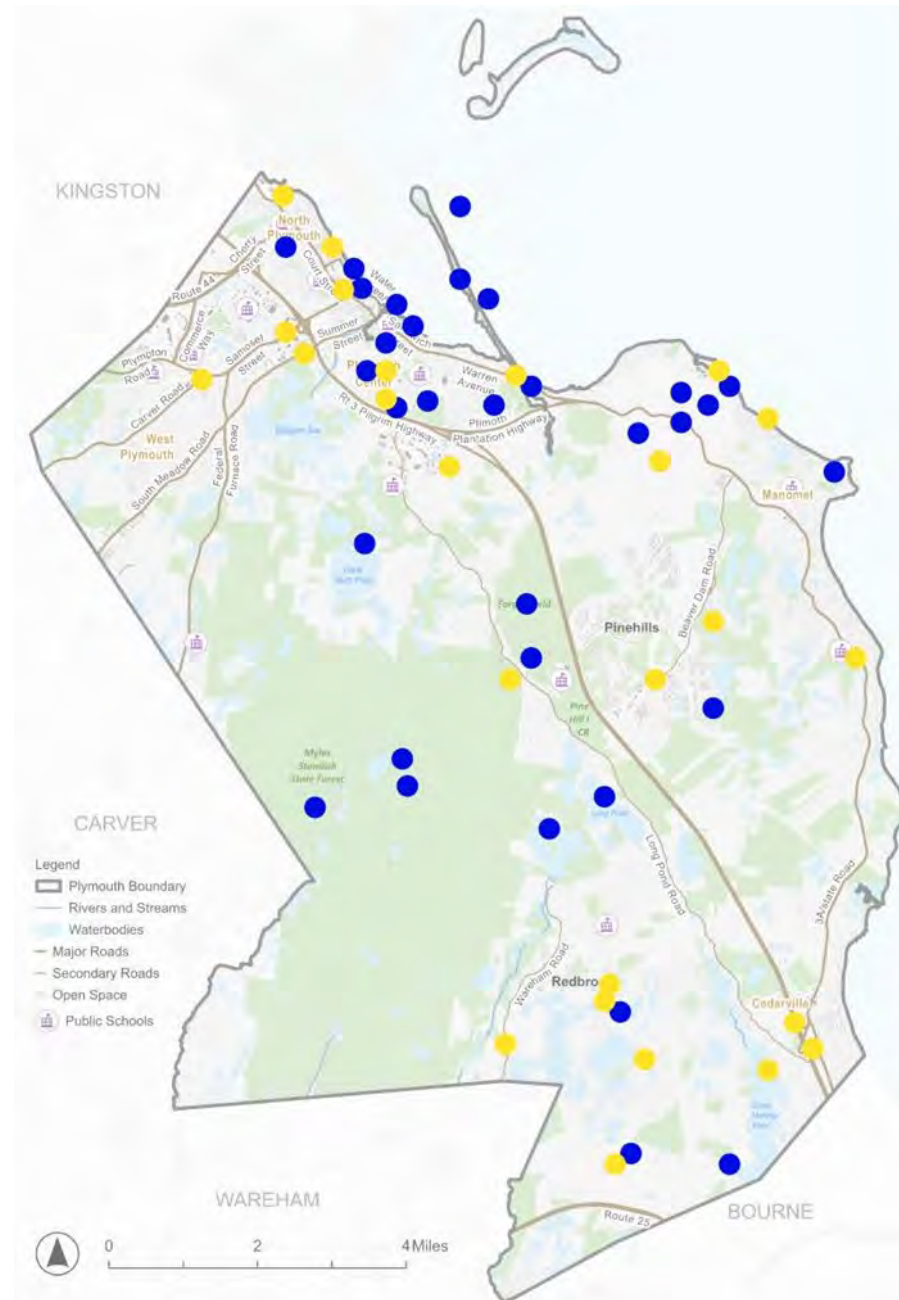
Plymouth Master Plan Workshop

Imagine Plymouth 2044 Headline Exercise - Primary Topic



Mapping Important Places and Places to Improve

- 140 small group responses
- Top themes:
 - o Affordable housing
 - o Smart, sustainable, respectful development
 - o Aquifer protection & clean water
 - o Welcoming downtown
 - o Diversify commercial tax base
 - o Balance development, infrastructure, & preservation
 - o Transportation improvements

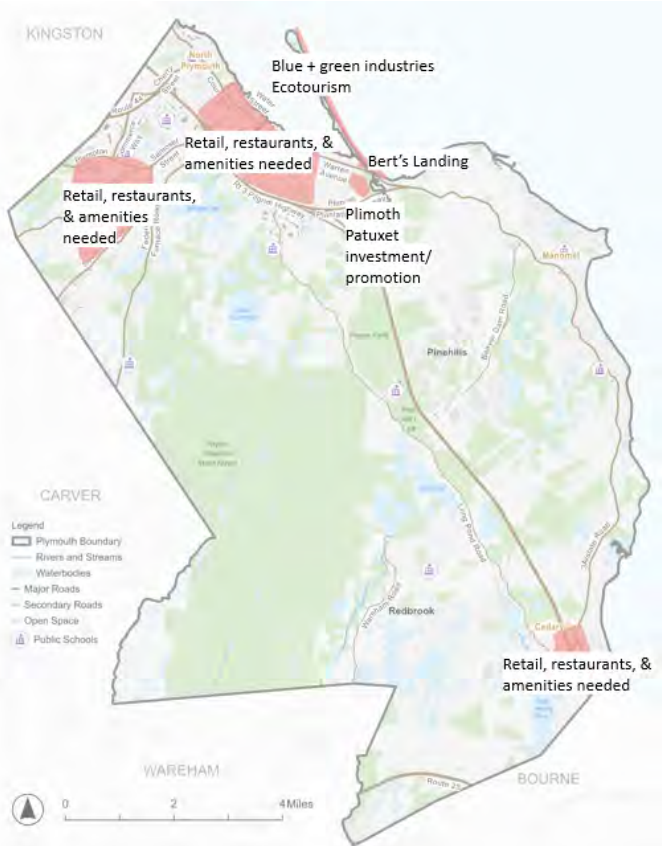


● Important
● Improvement

Overlap

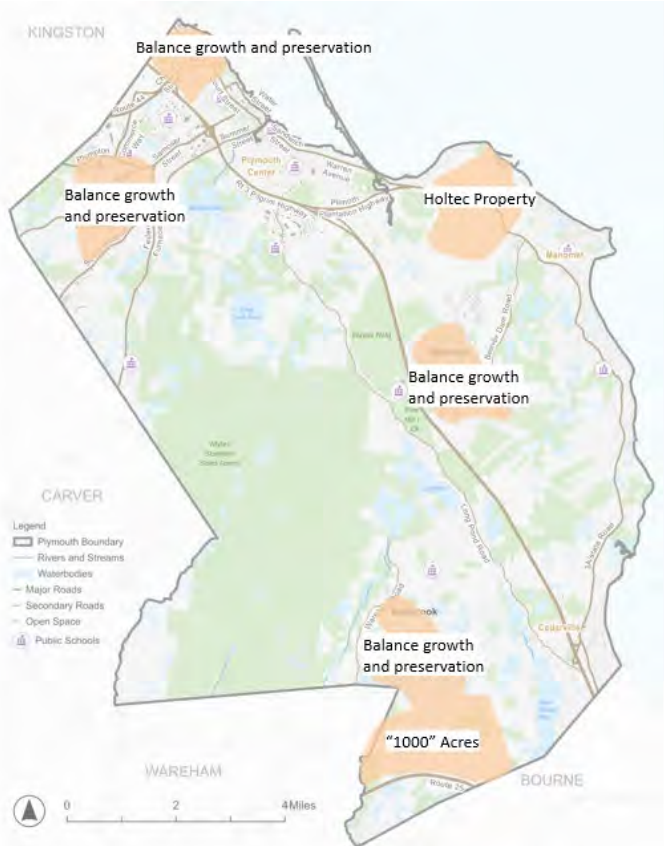
- Plymouth Center/downtown
- Beaches/coastal access
- Harbor
- Holtec Land
- "1000 Acres"
- Plimoth Patuxet
- Forges Field, Cordage Park and open/recreational spaces
- Manomet
- Fresh water resources (ponds, aquifer, streams, etc.)

Map Comments by Theme



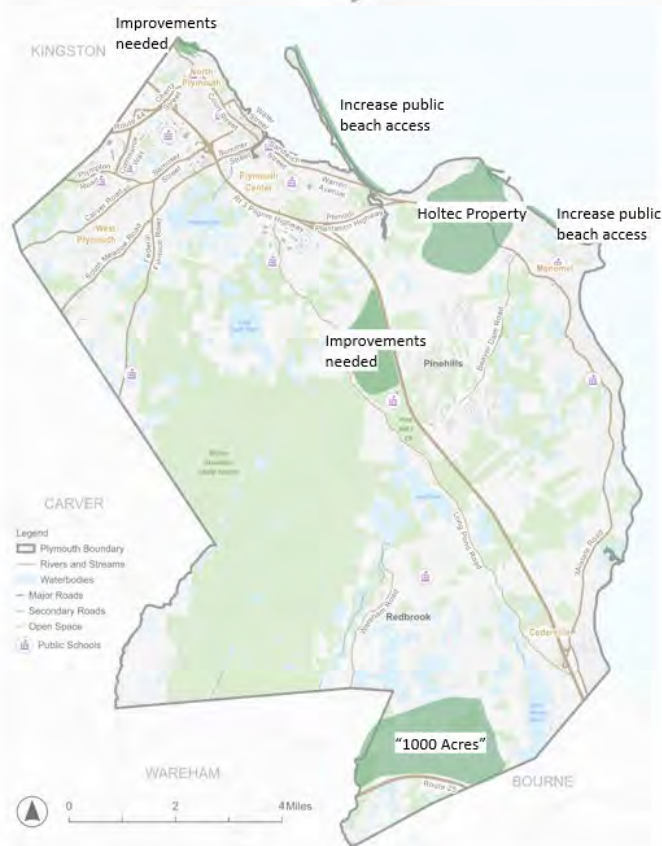
Economic Development

- Most Mentioned Topics and Areas**
- Redevelopment of Bert's Landing
 - Greater variety of retail, restaurants, entertainment etc...
 - Plymouth Center/downtown
 - West Plymouth
 - Cedarville Village Center
 - Potential for blue and green industries
 - Potential for greater ecotourism
 - Greater Investment and promotion in Plimoth Patuxet



Land Use

- Most Mentioned Topics and Areas**
- Need for balancing growth and preservation
 - West Plymouth
 - Pinehills
 - Redbrook
 - North Plymouth
 - Holtec Property – future use
 - "1000 Acres" site—future use



Open Space

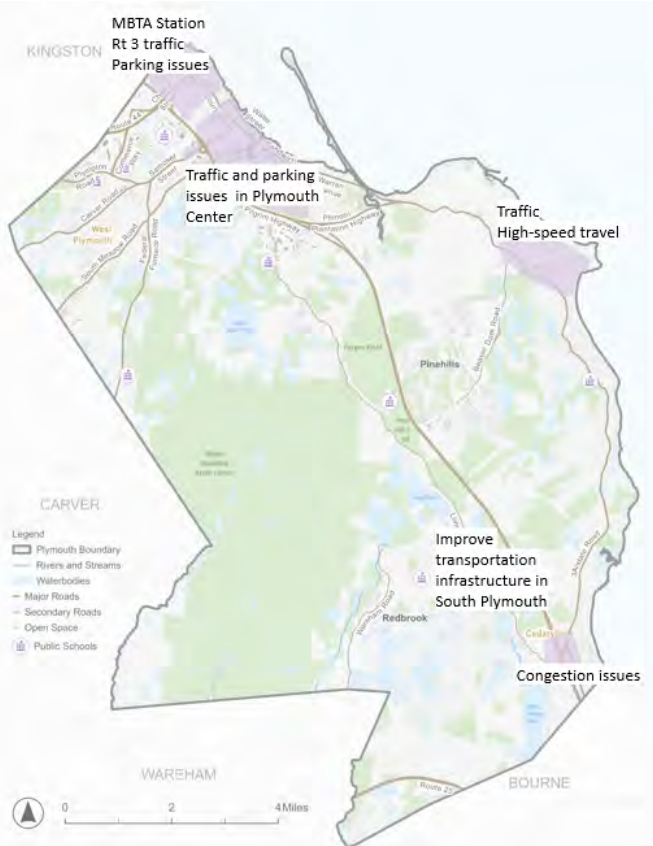
- Most Mentioned Topics and Areas**
- Park and recreational space improvements
 - Cordage Park
 - Forges Field
 - Morton Park
 - Holtec Property – future use
 - "1000 Acres" site –future use
 - Increase public beach access (including parking)



Housing

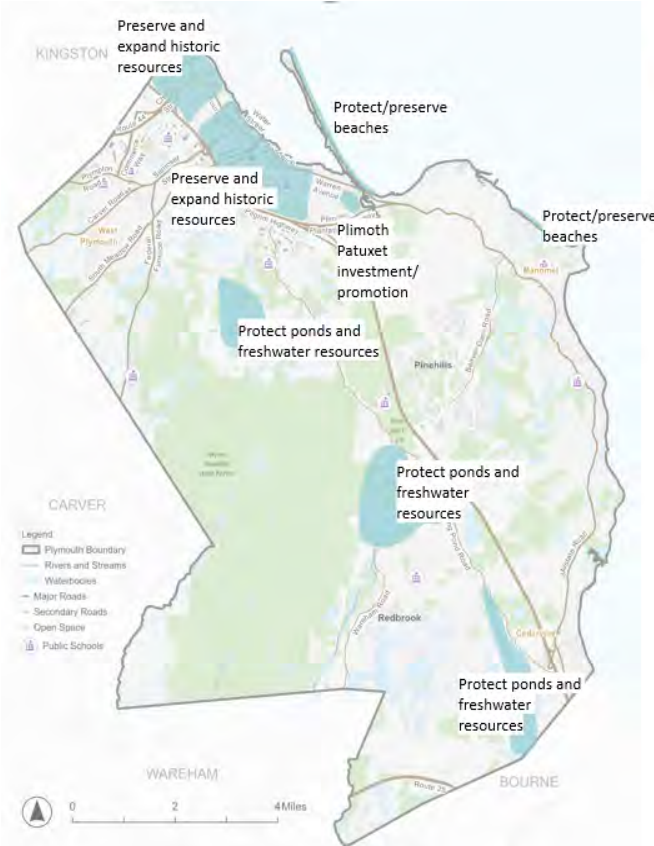
- Most Mentioned Topics and Areas**
- More housing opportunities in Plymouth Center/downtown
 - Across Plymouth--affordable housing for a range of age groups and needs
 - Young families, elderly, workforce

Map Comments by Theme



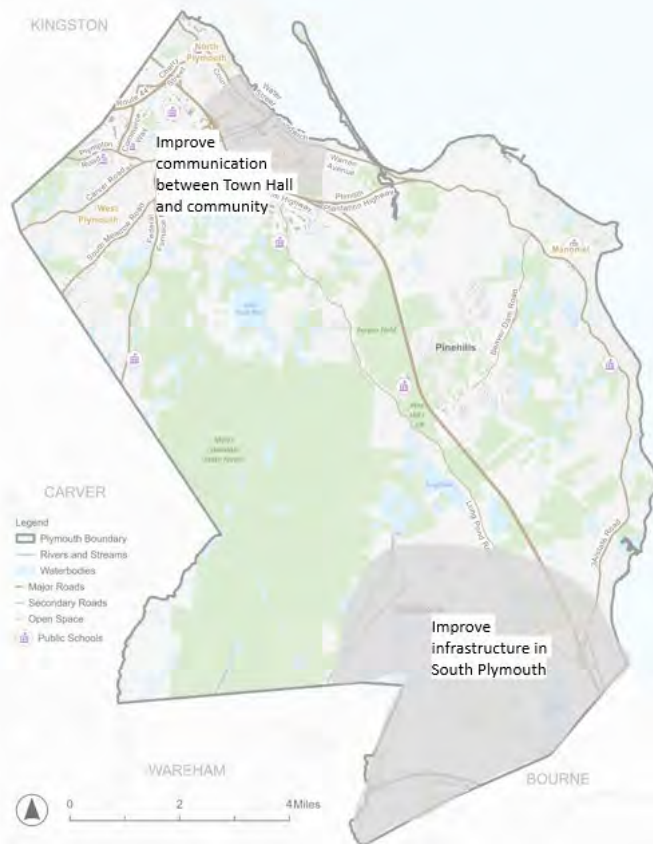
Transportation

- Most Mentioned Topics and Areas**
- Traffic congestion and parking issues in North Plymouth and Plymouth Center
 - Traffic and high-speed travel in Manomet
 - Traffic congestion issues in Cedarville Village Center
 - Need for improved infrastructure in South Plymouth
 - Roads
 - Public transportation options
 - MBTA train station



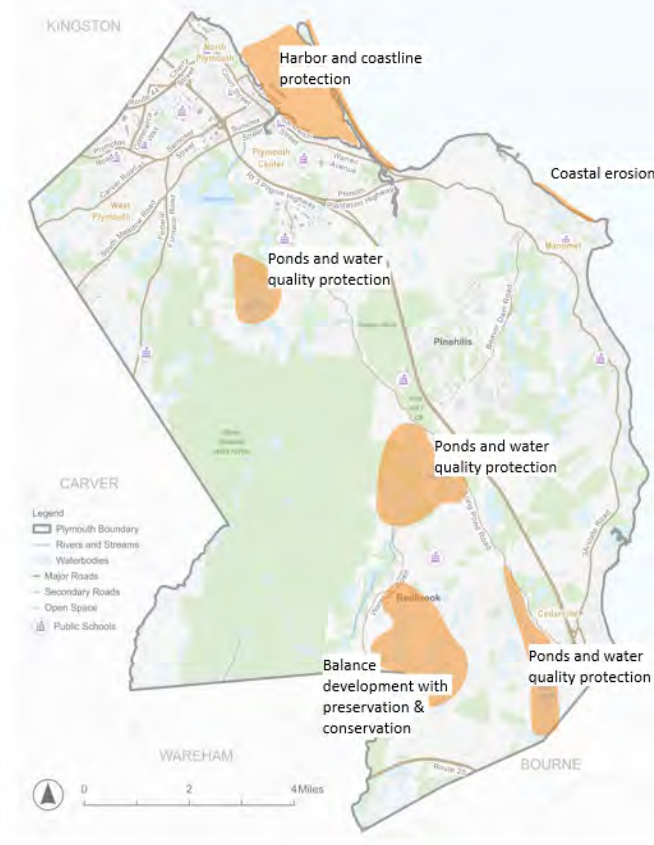
Natural & Cultural Resources

- Most Mentioned Topics and Areas**
- Preserve and expand historic character and assets of Plymouth Center and North Plymouth
 - Protect/preserve beaches
 - Protect freshwater resources
 - Aquifer
 - Ponds
 - Streams/ivers
 - Groundwater
 - Greater Investment and promotion in Plimoth Patuxet



Services & Utilities

- Most Mentioned Topics and Areas**
- Infrastructure Improvements in South Plymouth
 - Improve communication and transparency between Town Hall/local government and community



Sustainability & Resiliency

- Most Mentioned Topics and Areas**
- Plymouth Harbor and coastline protection
 - Coastal erosion in Manomet
 - Ponds and water quality protection
 - Balancing new development with preservation and conservation
 - Redbrook

Shared Priorities from Small Group Discussions

- Aquifer protection
- Expand diversity of businesses and increase the non-residential tax base
- Promote the development of new industries (marine economies, blue green industries, medical...)
- Integrate sustainability and climate action in all planning and regulatory processes
- Balance development and infrastructure
- Protect and preserve open/green space and historic places
- Affordable housing for a range of ages and needs
- Address zoning and enforcement issues
- Modernize local government and town governance
 - Greater transparency in decision-making and communication between Town and residents



Online Responses So Far

- 53 survey responses thru 7/16
- 90+ map comments and locations marked as important, places to improve, or highlighted with ideas
- Help us get the word out! Survey open until **end of August**
<https://tinyurl.com/PlymouthMasterPlan>



**PLYMOUTH
MASTER PLAN**
Charting our future together

Charting Our Future Together: Plymouth's Next Master Plan

The Town is starting a public planning process to renew Plymouth's vision for the future and create a new master plan. The townwide master plan establishes a long-range policy framework that will guide decision-making and budgeting. This is the community's plan for its future and we need your input.

We Want to Hear from You

Take our kickoff meeting survey:

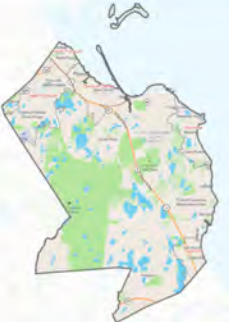
Plymouth Master Plan Kickoff Meeting Survey

This survey asks similar questions as we did at the June 20 kickoff meeting. If you were unable to attend that meeting, please share your ideas with us as we begin the master plan process.

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Next

Share your thoughts on our map:

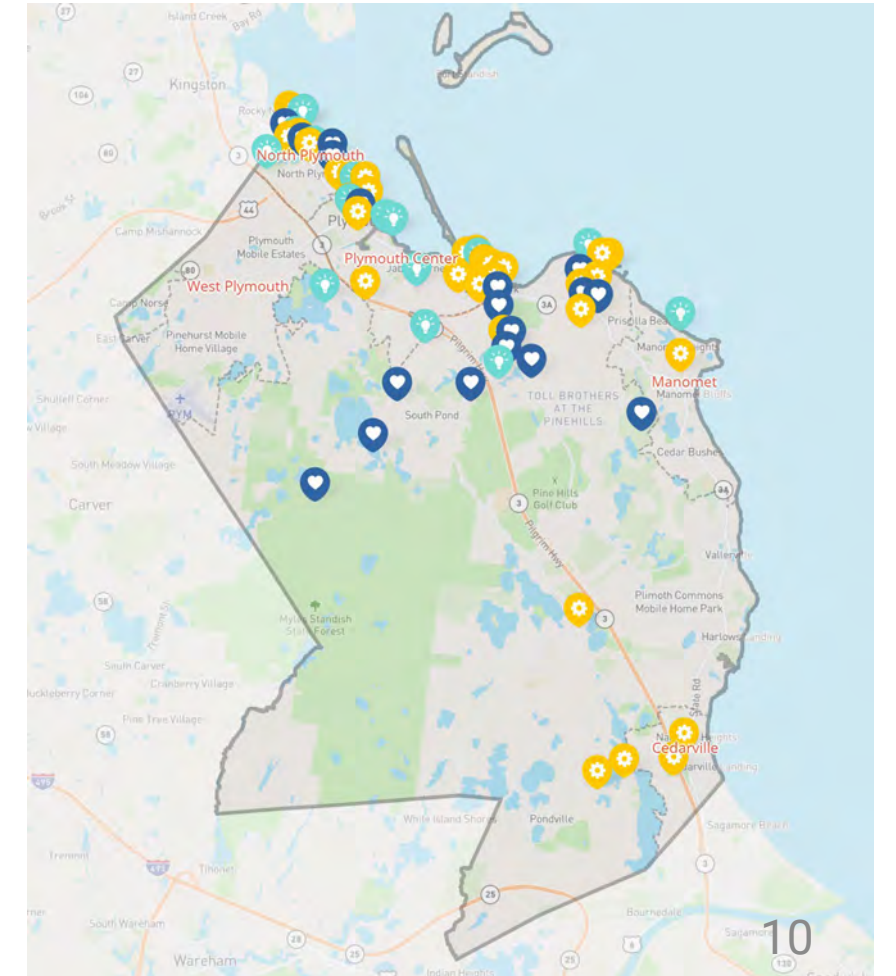


Interactive Map

This map provides a similar opportunity as the June kickoff meeting to share your ideas with us. Visit the map to identify important places in Plymouth and places to change or improve.

START 20 Jun 2024

See Project Map



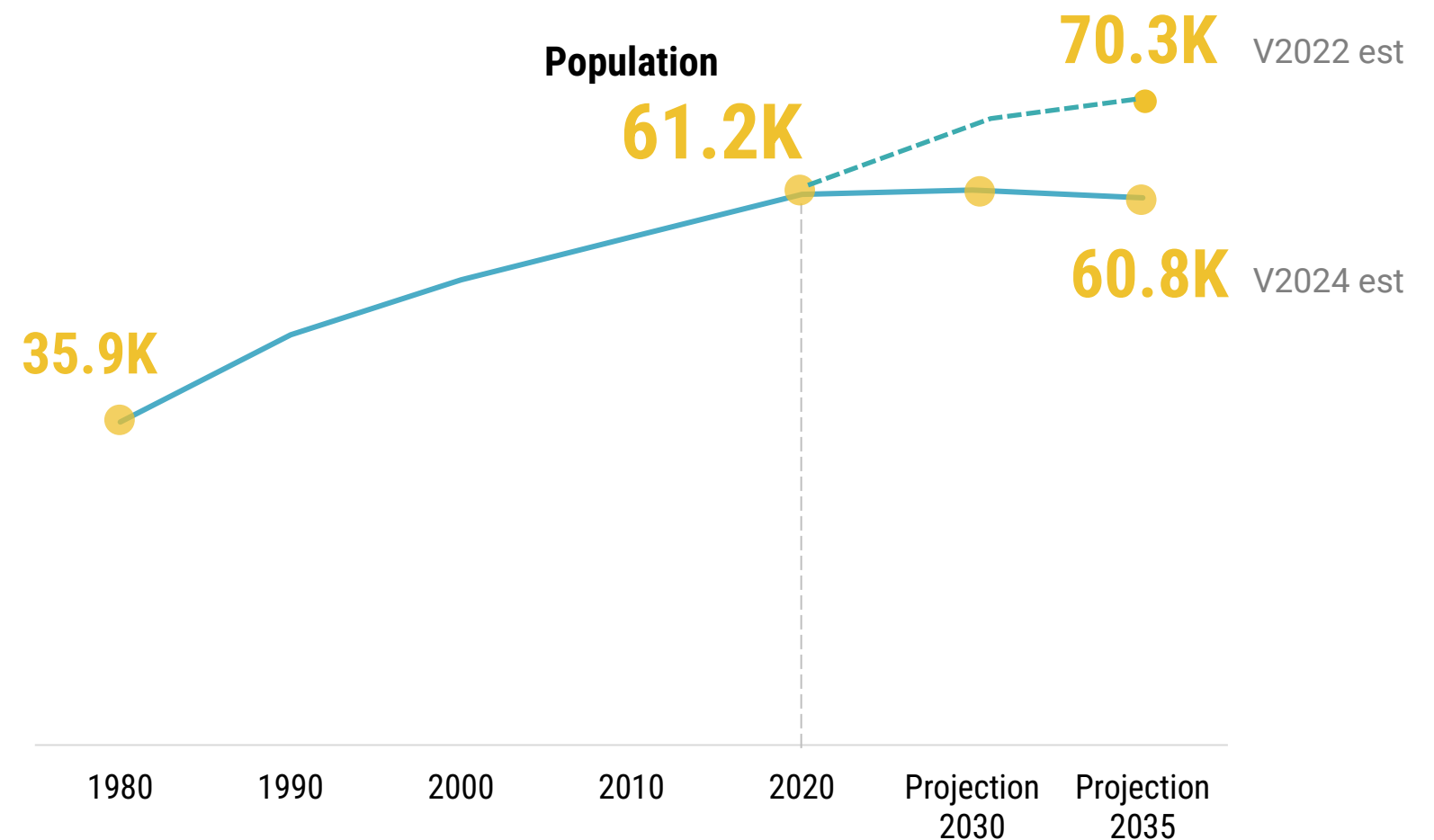


02 // KEY TRENDS AND FINDINGS

Population is growing, but likely at a slower rate

Rate of growth 2000-2020
higher than Plymouth County
or MA overall.

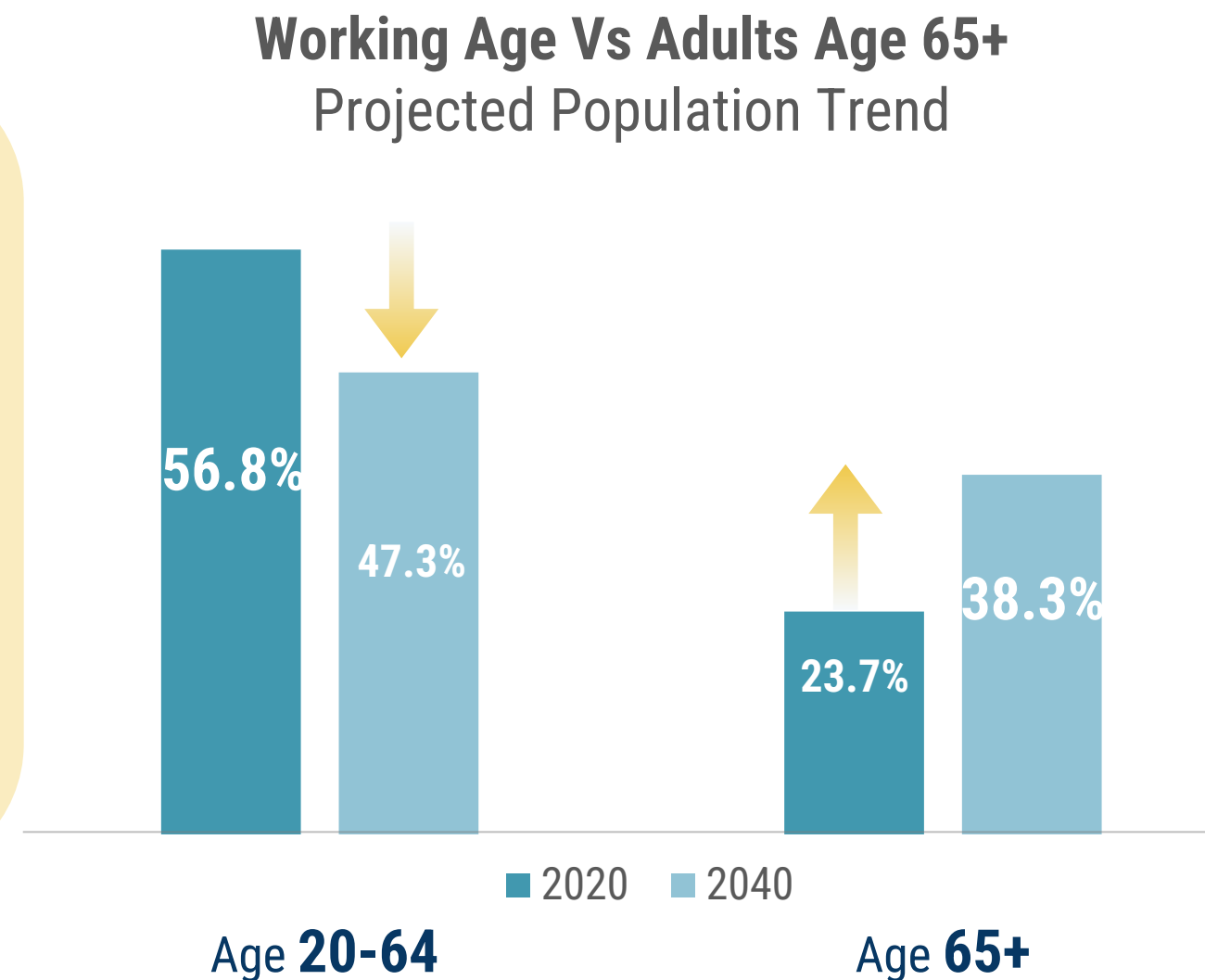
Plymouth projected to grow
but at a slower rate.



Source: U.S. Census Bureau decennial Census data, UMass
Donahue Institute Population Estimates v2022 and v 2024

Share of population age 65+ will continue increasing

The population older than 65 years could increase to more than **one-third** by 2040, while that of working age adults [20-64 years] could decline to **less than half** of the total population.



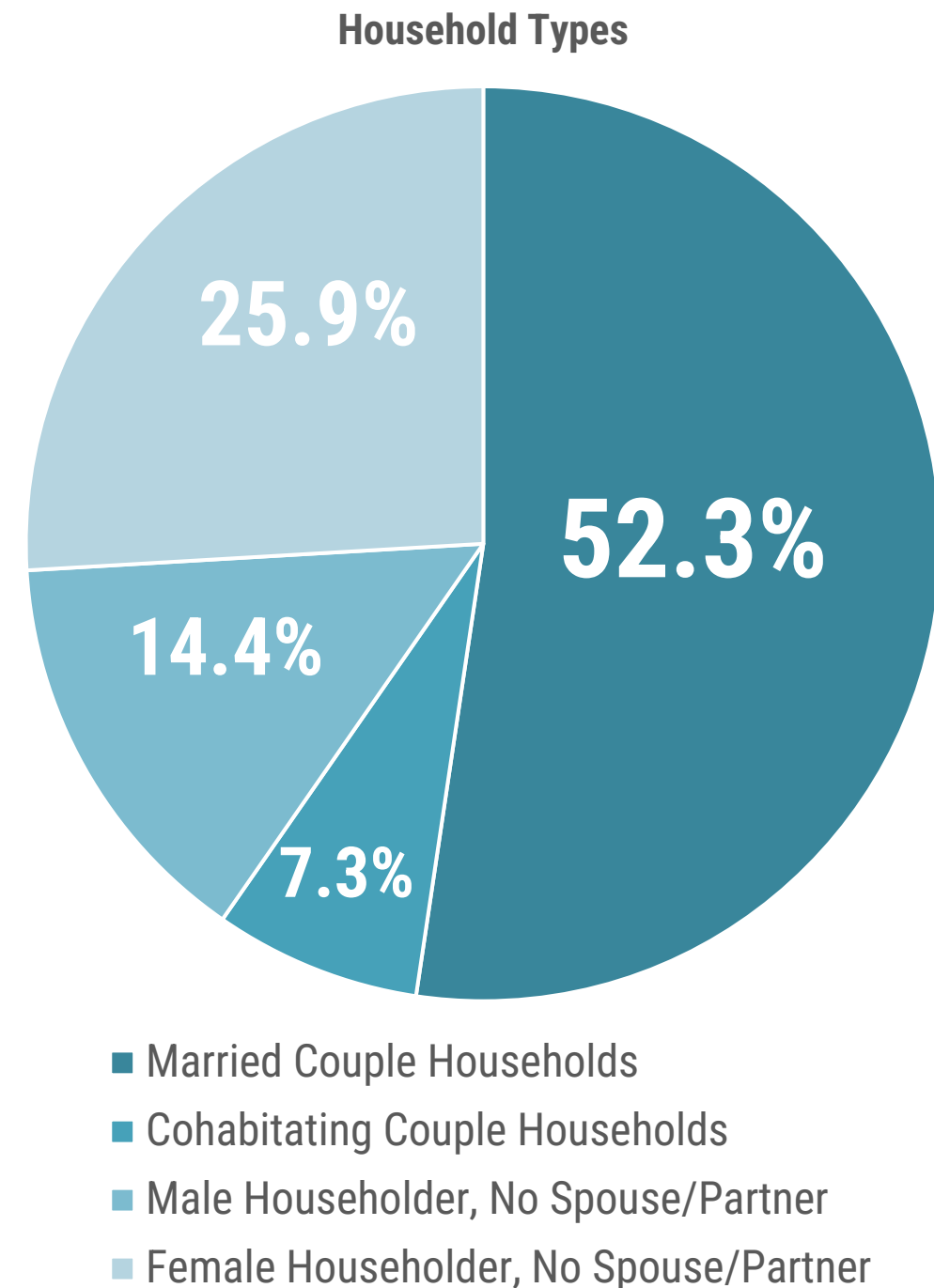
Source: UMass Donahue Institute Population Estimates v2024

Fewer households have children; more households live alone

About 22% of households have own children <18 years old, down from 2010.

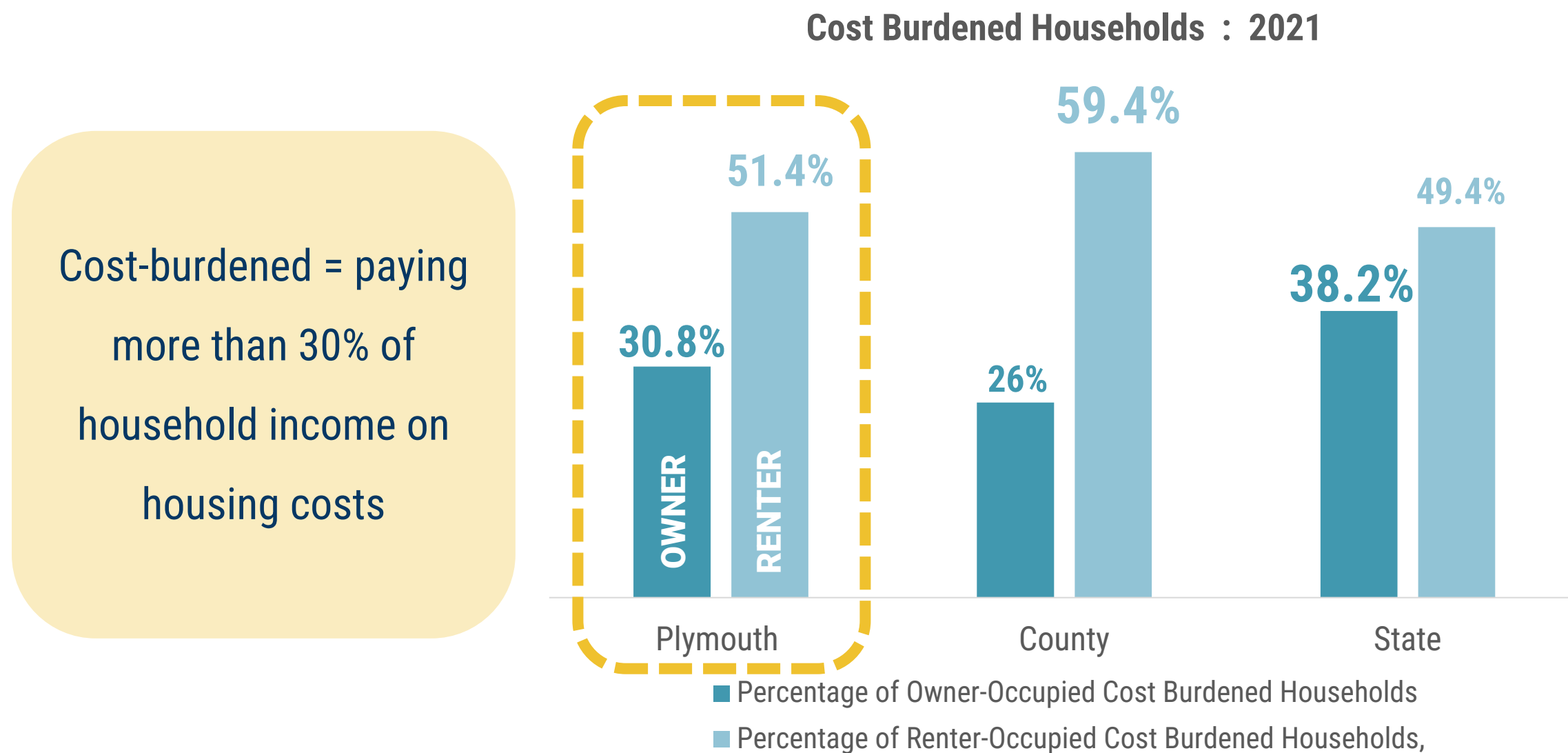
About 26% of households are 1-person, up from 2010. Half of those are 65 years and over.

1/4 of householders are **living alone**



Source: U.S. Census Bureau. U.S. Census Bureau 2020 decennial Census data.

Half of renters and nearly one-third of homeowners are considered cost-burdened



Source: U.S. Census Bureau, 2017-2021 American Community Survey

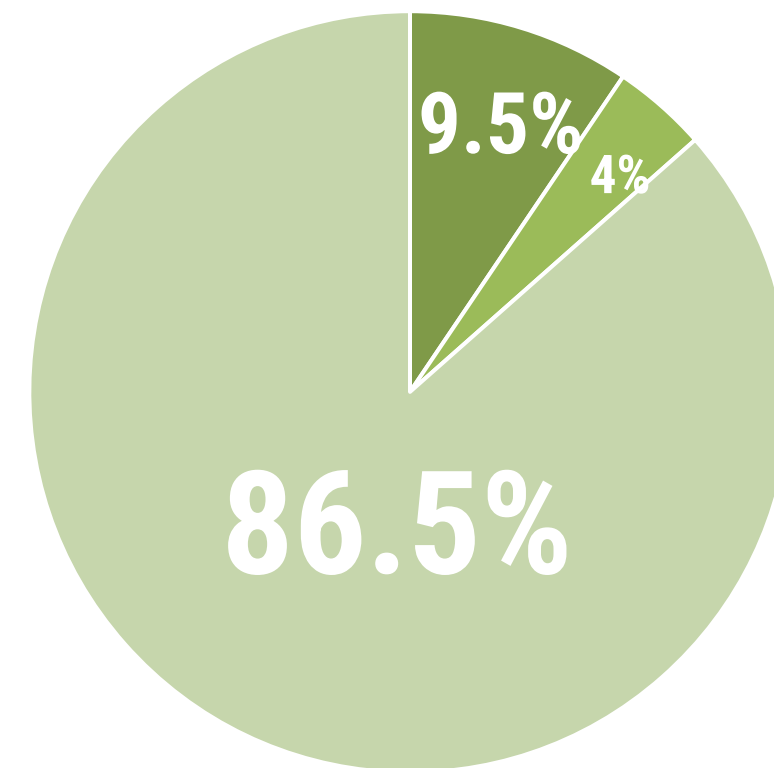
One-third of Plymouth is open space

More than **1/3** of
Plymouth is open space,
of which nearly 87% is
permanently protected.

36.9%
Open Space



Types of Open Space



- Not Protected Open Space
- Other Open Space
- Permanently Protected

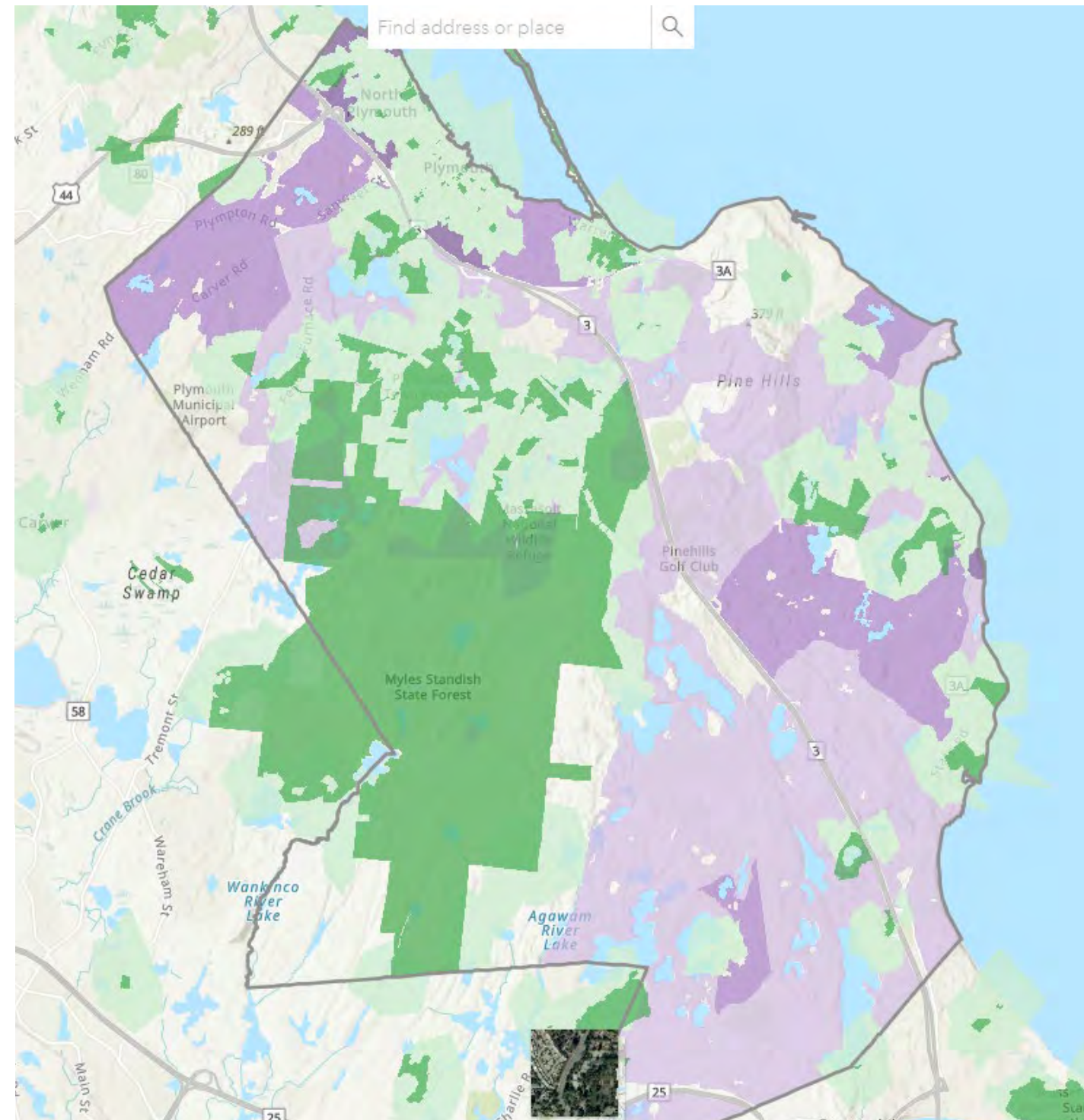
Source: MASSGIS

Convenient public access to parks is somewhat limited

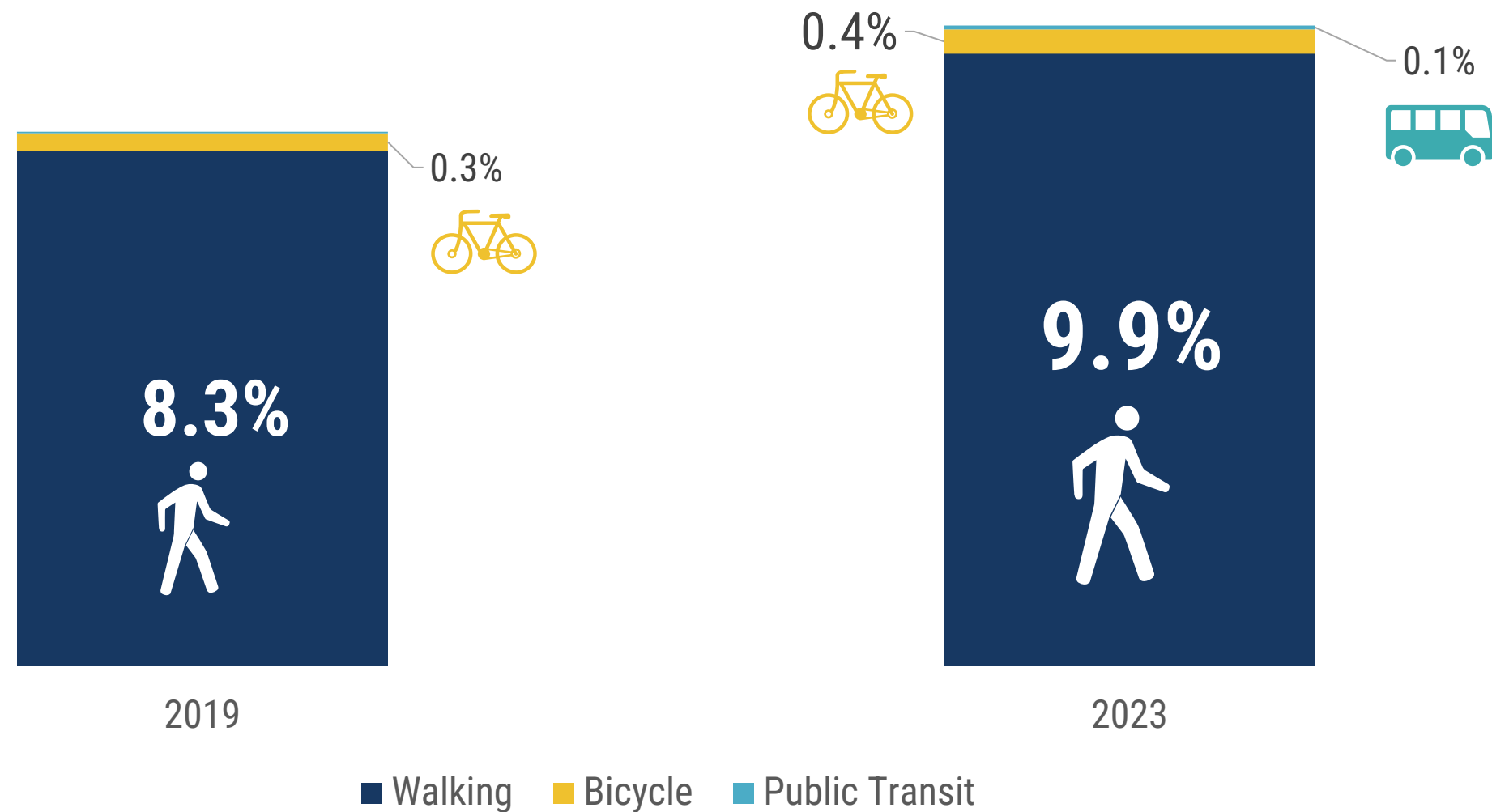
38% of people live within
a 10-minute walk of a
park - lower than national
average of **54%**.

Source: ParkServe by
Trust for Public Land
<https://parkserve.tpl.org/mapping/#/?CityID=2502354310>

- ☒ **Park With Public Access**
- ☒ **10-Minute Walk Service Area**
- ☒ **Priority Areas For New Parks**
- ☐ Very High
- ☐ High
- ☐ Moderate



Transportation is more than driving – almost 20% growth in walk trips between 2019 and 2023



Source: Replica 2019, 2023

Economic base conditions

- More resident-workers than jobs in Plymouth
 - Resident labor pool of approximately 31,000
 - Approximately 26,000 jobs in Plymouth, plus 2,800 self-employed people
- Most jobs in Plymouth are held by non-residents
 - There is a difference between jobs available in Plymouth and the industry/occupational mix of residents
- Work-from-home has quadrupled – now the 2nd largest “employer” in Plymouth
- Retail may have peaked – retail establishments shrank since 2012

Town's revenue heavily dependent on residential tax base

- Over the past decade, overall property valuations (tax base) have grown 73% - but the commercial/ industrial base has slightly decreased.
- State local aid has decreased after a Covid-era increase

Interviews with Town Staff

- Conducted 15 interviews with 30 staff across 20+ departments:
 - o Town Manager
 - o Economic Development
 - o Finance
 - o DPW (Sewer, Water, Facilities)
 - o Public Safety (Police, Fire, Harbor Master, Emergency Management)
 - o Energy & Environment
 - o Climate Resilience & Sustainability
 - o Health & Human Services
 - o Public Health & Inspectional Services
 - o Housing Authority
 - o Community Development
 - o Recreation
 - o Parks & Forestry
 - o Planning
 - o Schools
 - o Airport



TOWN OF
PLYMOUTH
MASSACHUSETTS

Staff Interview Themes

- Shifting needs and patterns of use due to population growth and post-pandemic changes
 - o Increasing demand for active older adult activities and programming
 - o Need for facilities and recreational opportunities that can appeal to multi-generations
 - o Interest in serving community across full life spectrum
 - o There is an increasing need from young families and persons with disabilities for public services, affordable and subsidized housing, and other resources
 - o Enrollment at the elementary school level is declining and the percentage of students requiring special needs has been increasing
 - o Impact of mental health – especially among students, elderly, lower income residents
 - Waitlist for services
 - Not enough resources available
 - Greater access needed to mental health providers

Staff Interview Themes

- Residential growth has strained municipal resources and ability to provide services
 - o Staffing and resource needs across many departments
 - o Need for more indoor community spaces for programming and events
 - o Residents feel disconnected or not represented due to mismatch between Town's size and scale of staffing and resources
 - o Interest in Plymouth operating as a city rather than a town so it can better serve its population

Staff Interview Themes

- Need for continued upgrades to and expansion of infrastructure – sidewalks, roads, water/sewer
 - More infrastructure is needed to densify
 - Infrastructure must be addressed alongside environmental concerns
- Concern for water quality and conservation; aquifer protection
- Increasing trends in electrification – likely become more prevalent as state pushes to transition from gas to electric
- Interest in thinking about how housing development, open space preservation, and climate resilience measures can be mutually beneficial
- Transportation challenges across Plymouth
 - Travel times impact accessibility
 - Location of community spaces and services
 - Transportation of students is a significant challenge and cost



03 // FUTURE PUBLIC ENGAGEMENT

Upcoming Engagement Plans

- Pop-up events – meeting people where they are
 - Farmers Market
 - Center for Active Living
 - Waterfront Festival 8/24
- Master Plan Committee listening sessions



Next Larger Public Meetings

Plan Development Workshops – Fall/winter dates and locations TBD

- Topics identified through current public outreach effort
- Identify interconnected issues
- Discuss tradeoffs



Keeping the Momentum with Online Engagement



- Interactive map
- Surveys
- Ideas Wall
- Past meeting presentations and summaries
- Draft project documents

Activity

Sort: Recent Popular

This intersection from 3 (going north) to Clark Road is always busy, cars moving fast, traffic from Pine Hills and the schools. It needs a light or traffic circle. It is a hard turn left onto Clark road and many school goes take this route.

Places to Improve or Change | 16 minutes ago Like Dislike

For safety reasons, we need sidewalks on both sides of 3A/Warren Ave. This busy section of road from Sandwich St down past the beach only has sidewalk on one side, creating congestion that forces some foot traffic into the road, and leading to other safety issues for pedestrians, including many school-aged children who live on the non-sidewalk side of 3A and have to either walk along 3A where there is no sidewalk or cross 3A twice to get to their bus stops or schools, both dangerous options.

Ideas and Suggestions | an hour ago Like Dislike

Put in a full bath house - showers, snack bar, changing rooms, and real bathrooms.

Ideas and Suggestions | 2 hours ago Like Dislike

Exit 5 is too congested. We need a large road to connect West Plymouth to the Shops at 5 area. If you look on a map, you can see that it's already cleared the whole way with power lines. Just turn it into a road for more access.

Ideas and Suggestions | 2 hours ago Like Dislike

We need a full bath house. Showers, changing stalls and more than 2 bathroom stalls. It should be the town's responsibility and not Sandy's.

Places to Improve or Change | 2 hours ago Like Dislike

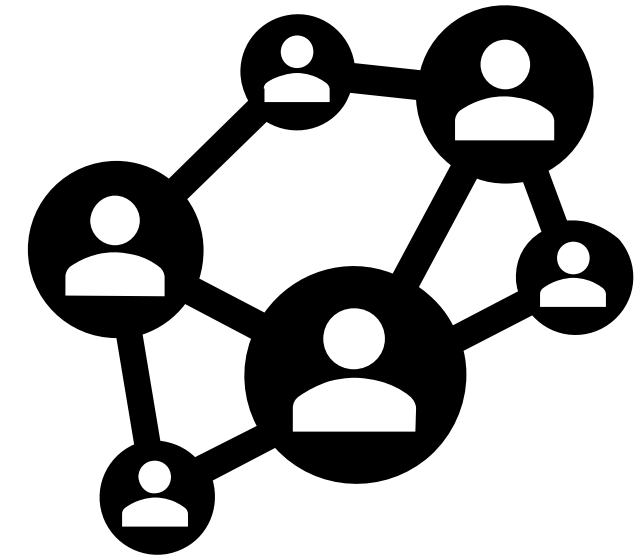
The map shows the town of Plymouth with various locations marked. Blue heart icons represent 'Important Places' and yellow sun icons represent 'Places to Improve or Change'. A legend in the bottom right corner explains these symbols. The map also shows major roads and surrounding areas like North Plymouth, West Plymouth, and Manomet.

Legend

- Important Places
- Places to Improve or Change
- Ideas and Suggestions

MPC Role: Getting the Word Out

- Distribute project business cards
- Share promotional flyers via email and/or distributing print copies
- Encourage neighbors and friends to participate in-person and online
- Be an ambassador for the planning process and resulting plan





Questions?