



MASTER PLAN COMMITTEE

March 6, 2025

AGENDA

1. // PUBLIC FEEDBACK SUMMARY
2. // VISION & GOALS DISCUSSION
3. // WHAT'S NEXT



01 // PUBLIC FEEDBACK SUMMARY

Public Engagement So Far

- **1** Visioning Forum
- **3** Topic Workshops
- **2** Pop-up Events
- **7** Listening Sessions
- **4** Surveys
- **1** Interactive Map
- **1** Project Website

- **400+ in-person attendees**
- **481 survey responses**
- **362 map comments**
- **4,900+ unique website visitors with 511 unique contributors**

**1,750+ interactions --
and even more reached**

What respondents love:



- Natural and open spaces
- Proximity to coast and beaches
- Plymouth's history and unique assets
- Community character
- Village Centers

What respondents would like to change/improve:



- Overall affordability and cost of housing
- Types of housing and rate of development
- Infrastructure improvements - roads, pedestrian and bicycle
- Traffic & congestion
- Waterfront access – beaches and downtown
- More commercial development
- Greater protection of natural and open space resources, including aquifer and biodiversity

Visioning Survey

Plymouth in 20 Years:

- Village Centers are maintained
- Greater economic development
- An affordable place to live
- Plymouth as a destination
- “A sustainable, stable, thriving healthy, town for both residents and tourists!”



Visioning Survey

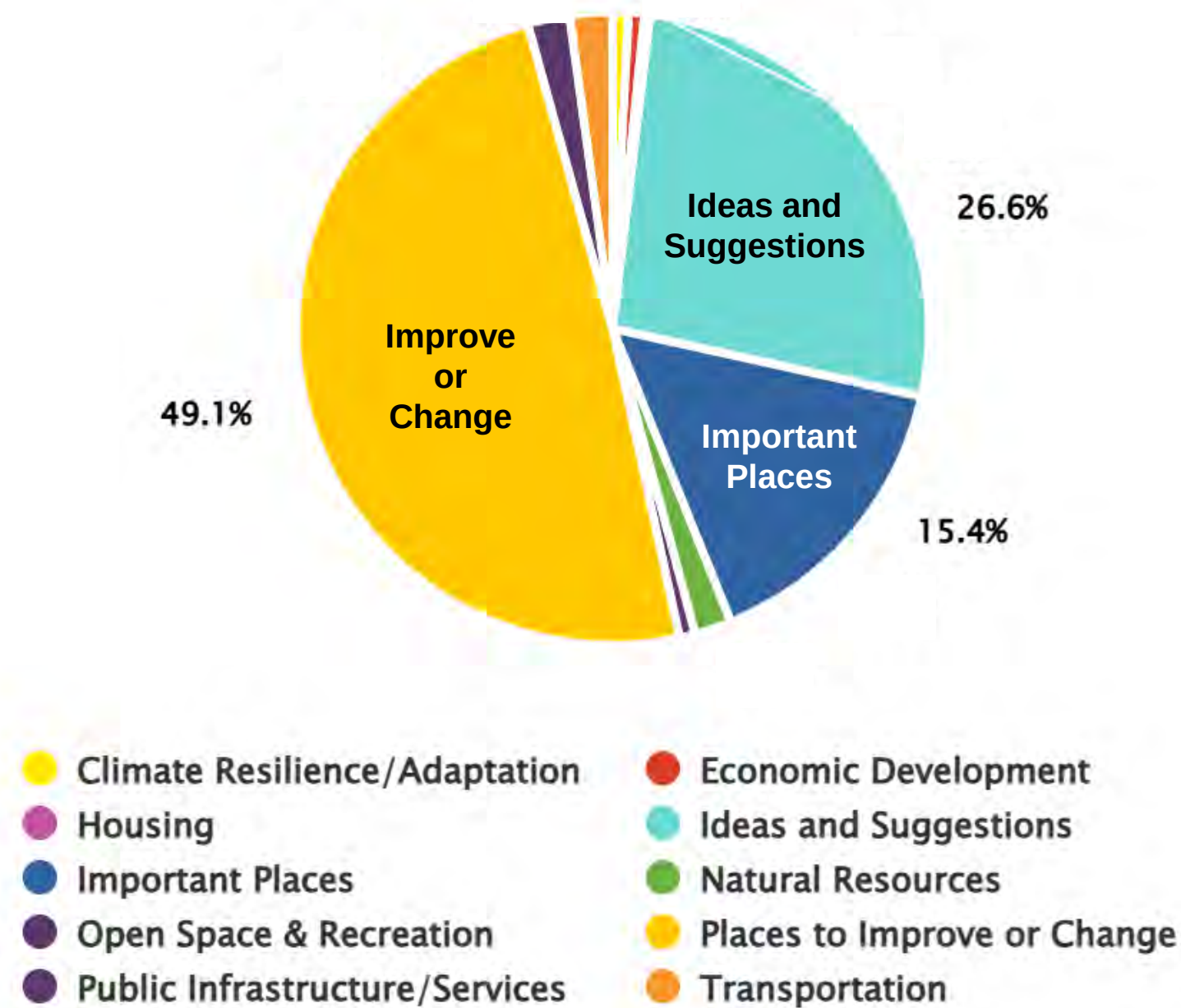
Headline Themes:

- A thriving downtown
- Small town feel
- Affordable housing
- Uplifting Plymouth's existing assets
- Concern about overdevelopment and its impact on Plymouth's natural environment, biodiversity, and overall character

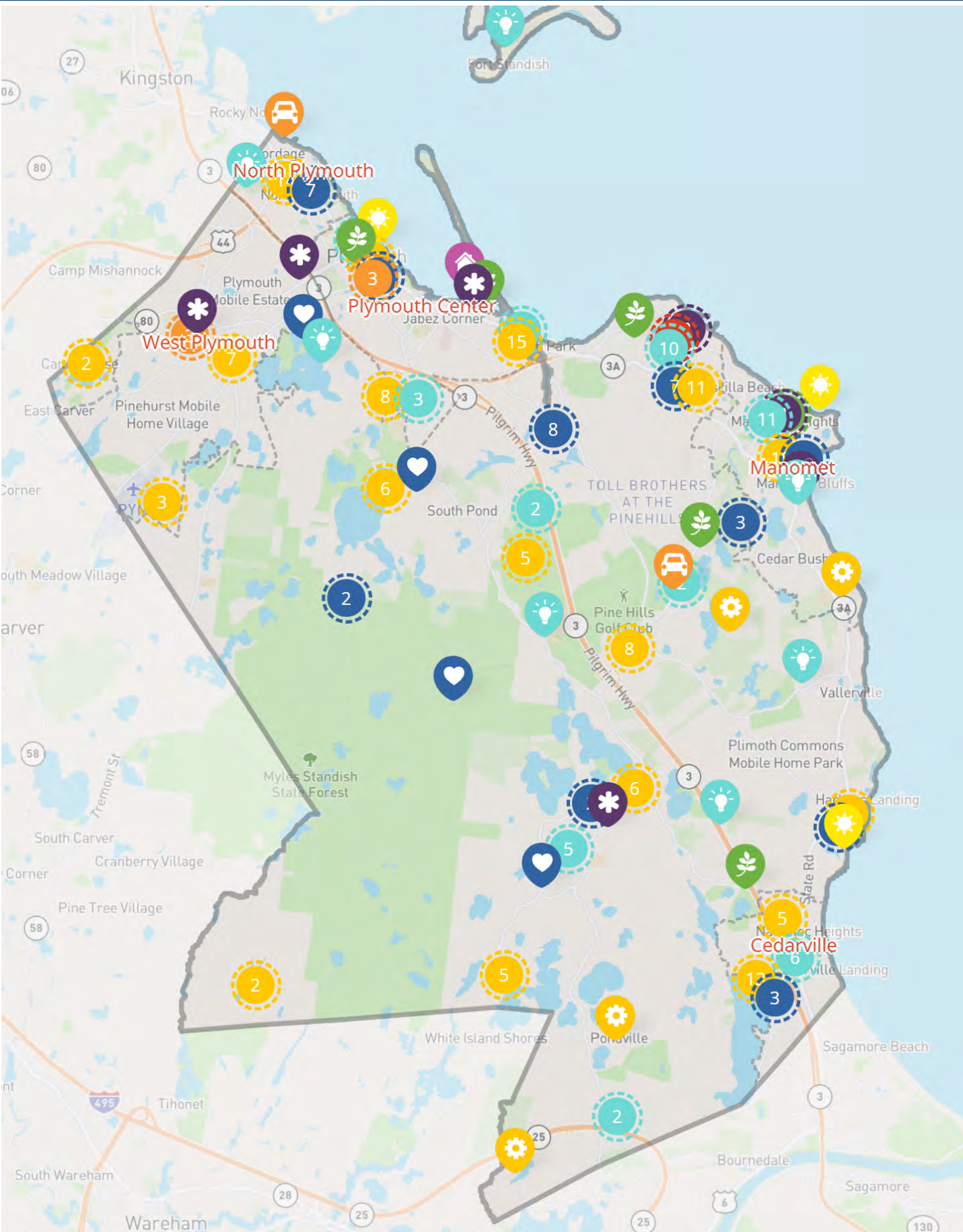
Examples:

- "Breathing Life into Plymouth: Master Plan Unveils Path to a More Vibrant Community"
- "Plymouth named most livable community in Massachusetts"
- "Plymouth, Top 10 Towns to Raise Your Kids!"
- "Plymouth identified as leader in balancing housing and preservation"

Interactive Map



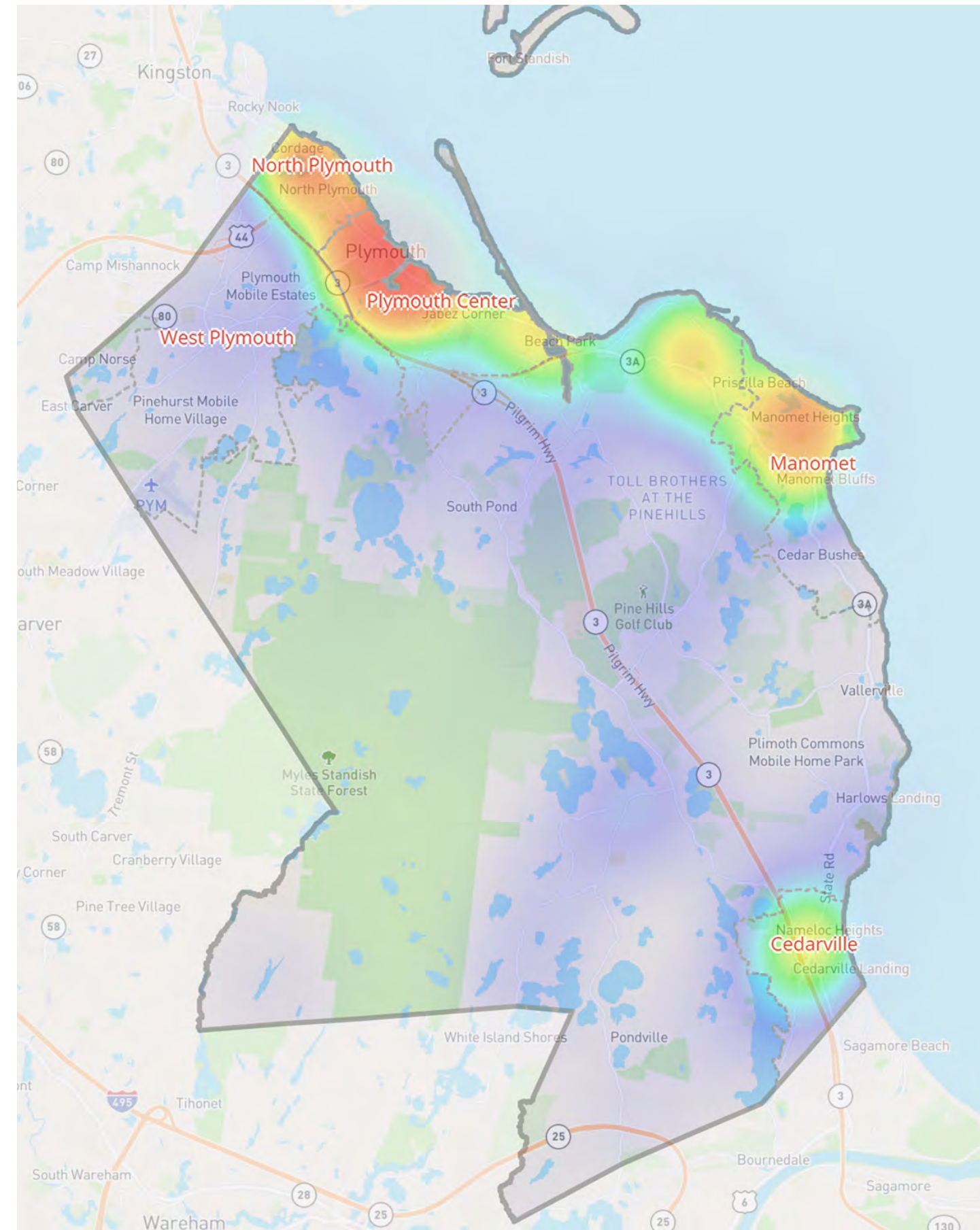
Response thru 2/20/25



Interactive Map

Themes:

- The need for housing affordability, but mixed opinions on how to address it
- Widespread desire for less traffic, safer intersections, and improved roadway infrastructure
- Prioritizing further protection of natural resources and open spaces throughout town
- Important areas mentioned: Downtown, waterfront, Holtec site, The Pinehills, Myles Standish State Forest, Cedarville



Workshop Survey: Land Use, Housing, Transportation

Themes

- A more diversified land use mix that includes greater commercial, light industrial, and mixed-use opportunities
- A wider range of housing types – multifamily, townhomes, cluster housing, smaller single family, ADUs
- Balanced approach to development
- Focus development in already developed areas
- Greater walkability and multimodal connectivity between destinations
- Safer roads for all users

Workshop Survey: Economic Development & Infrastructure/Services

Themes

- A diversified and active economy that benefits residents and year-round tourism
- Prioritize growth in already developed areas and development that includes a mix of uses
- Growth that is paced with the necessary supporting infrastructure and services – water/sewer, public safety, traffic management
- Preferred industries: tech, healthcare, higher education, green & blue economy, hospitality, light industrial/ manufacturing, and small businesses

Workshop Survey: Natural Resources, Open Space & Recreation, and Climate Resilience

Themes

- Preserved and protected natural environments and open spaces that continue to support public access to nature and a variety of recreation opportunities
- Recreational resources with well-maintained amenities that facilitate access and safety for all users
- Consideration for climate change, resilience, and adaptation strategies throughout government decision-making and policies
- Prioritizing sustainable and resilient development that incorporates climate adaptation strategies and preserves open space



03 // VISION & GOALS DISCUSSION

What Are Vision and Goals?

Vision: concise, future-oriented statement reflective of core elements

Goals: desired outcomes

Strategies: the specific actions needed to help achieve the goals

2006 Master Plan Vision Statement

For reference:

In 20 years, the Town of Plymouth will be a beautiful, maturing community with vibrant and pleasant village centers, a preserved and enhanced historic heritage, long stretches of accessible coastline, integrated areas of commerce and compact housing, and vast, connected areas of open space set aside for preservation, outdoor activities, and appreciation of nature. Plymouth will retain its outstanding visual character, defined by clean ponds, rivers, wetlands, coastline, and forests. The town will efficiently provide a full array of services and amenities while also preserving natural areas. Economic prosperity will prevail through abundant opportunities for desirable business investment, employment, shopping, tourism, housing choice, and entrepreneurship. In 2024, Plymouth will be an even more desirable town to live in than it is today.

New Preliminary Draft Vision Statement

More concise vision statement capturing key elements

Informed by community feedback

Plymouth will enhance its quality of life for all generations as a welcoming, resilient, and affordable community with treasured natural resources, historically distinctive cultural heritage, a vibrant local economy, access to a wide range of housing and transportation options, high-quality education, and sound governance.

Does this capture key elements of Plymouth?

2006 Master Plan Goals

For reference:

- **Control Sprawl.** Sprawl is large-lot low density development that consumes open space.
- **Protect the Environment.** Plymouth is a center of biodiversity and lies above the largest aquifer in Massachusetts.
- **Preserve Character.** Plymouth's diverse natural and built landscapes include historic sites, village settlements, rural landscapes, forests, coastline, ponds, streams, wetlands, and cranberry bogs. These landscapes define Plymouth's character and must be preserved.
- **Encourage Economic Development.** Economic development provides jobs for Plymouth residents and tax revenues to help pay for town services.
- **Balance Costs and Growth.** Compact commercial and residential development costs less than sprawling development, both in terms of town service costs and impact on the land.
- **Improve Quality of Life.** Residents want opportunities to live, work, and play in town and to enjoy Plymouth's uniqueness.

New Preliminary Draft Goals

- **Advance Plymouth's long-term fiscal, environmental, and cultural sustainability** while working to mitigate the impacts of climate change whenever possible.
- **Strive for community affordability** that includes accessible housing, diverse local job opportunities, improved transportation options, and sound municipal finance.
- **Preserve and protect our natural resources** so that they remain resilient, accessible, and, supportive of our biodiversity and essential aquifer.
- **Maintain the historic and cultural character of Plymouth** by promoting the rich tapestry of our heritage which includes nationally-significant historic assets, village settlements, forests, coastline, ponds, and other built and natural assets.
- **Expand and diversify the economy** with continued support for Downtown and local businesses, a focus on the blue economy, and increasing healthcare and other higher-wage industry sectors.
- **Improve connectivity** for all modes of transportation so that residents, workers, and visitors alike can safely and efficiently access Downtown, the waterfront, open spaces, and all parts of Plymouth and the region.

New Preliminary Draft Goals

- **Advance Plymouth's long-term fiscal, environmental, and cultural sustainability**
- **Strive for community affordability**
- **Preserve and protect our natural resources**
- **Maintain the historic and cultural character of Plymouth**
- **Expand and diversify the economy**
- **Improve connectivity**

Do these capture the primary desired outcomes for Plymouth?



03 // WHAT'S NEXT?

Existing Conditions Update

- Draft existing conditions document shared with Town departments
- Finalizing edits before sharing with MPC and public

Scenario Planning

Used to illustrate potential impacts of different policy choices:

- Infill development vs greenfield
- Mixed-use vs single-use
- Development vs preservation

Explore scenarios on representative sites:

- Redevelopment of previously developed, underused sites (strip retail, vacant buildings, etc.)
- Development of undeveloped sites (bog uplands, etc.)
- Commercial/industrial within existing industrial parks

Scenario Planning Options



Will select 2-3 representative sites:

Redevelopment/infill:

- Cranberry Crescent
- Benny's Plaza
- Manomet post office plaza

New development/greenfield:

- Indian Brook area
- Former cranberry bogs
- Sorenti Brothers site

Commercial/Industrial:

- Plymouth Industrial Park
- Camelot Industrial Park

Next Steps in the Master Plan Process

- Finalize vision and goals
- Conduct scenario planning
- Develop draft strategies
- Next public meeting on draft strategies anticipated for May/June





Thank You!

