



MASTER PLAN COMMITTEE

April 16, 2025

AGENDA

1. // VISION & GOALS RECAP
2. // SCENARIO PLANNING DISCUSSION
3. // WHAT'S NEXT



01 // VISION & GOALS RECAP

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 each goal

Revised Draft Vision Statement

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 options, safe and convenient transportation, high-quality education, and responsible governance.

Revised Draft Goals

Informed by community feedback

- **Explore a variety of housing types** that better meet the diverse and changing needs of our multi-generational community.
- **Preserve and protect our natural resources** so that our community remains resilient while supporting 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, settlements, forests, coastline, ponds, and other built and natural assets.
- **Expand and diversify the economy** with continued support for local businesses by increasing living wage jobs in the blue economy, healthcare, and other commercial sectors.

Revised Draft Goals

Informed by community feedback

- **Improve connectivity** for all modes of transportation so that residents, workers, and visitors alike can safely and efficiently access all parts of Plymouth and the region.
- **Maintain and improve infrastructure** including local roadways, public facilities, recreation, utilities, and services.
- **Advance Plymouth's long-term fiscal sustainability** with sound municipal finance.
- **Integrate sustainability and resiliency** into all aspects of Town planning and decision-making while working to mitigate the impacts of climate change whenever possible.

Revised Draft Goals

Do these capture the primary desired outcomes for Plymouth?

- **Explore a variety of housing types**
- **Preserve and protect our natural resources**
- **Maintain the historic and cultural character of Plymouth**
- **Expand and diversify the economy**
- **Improve connectivity**
- **Maintain and improve infrastructure**
- **Advance Plymouth's long-term fiscal sustainability**
- **Integrate sustainability and resiliency**

Framing the Goals

Advancing the concept of **community affordability** – a frequent theme heard in public feedback expressed in different ways

- Housing: affordable, options for different types of households and stages of life
- Local job opportunities: growth industries, wages to afford local cost of living
- Transportation options: safe, attractive alternatives to driving
- Sound municipal finance: provision of Town services, balancing revenue and costs while addressing key needs



02 // SCENARIO PLANNING DISCUSSION

Scenario Planning

Used to illustrate potential impacts of different policy choices:

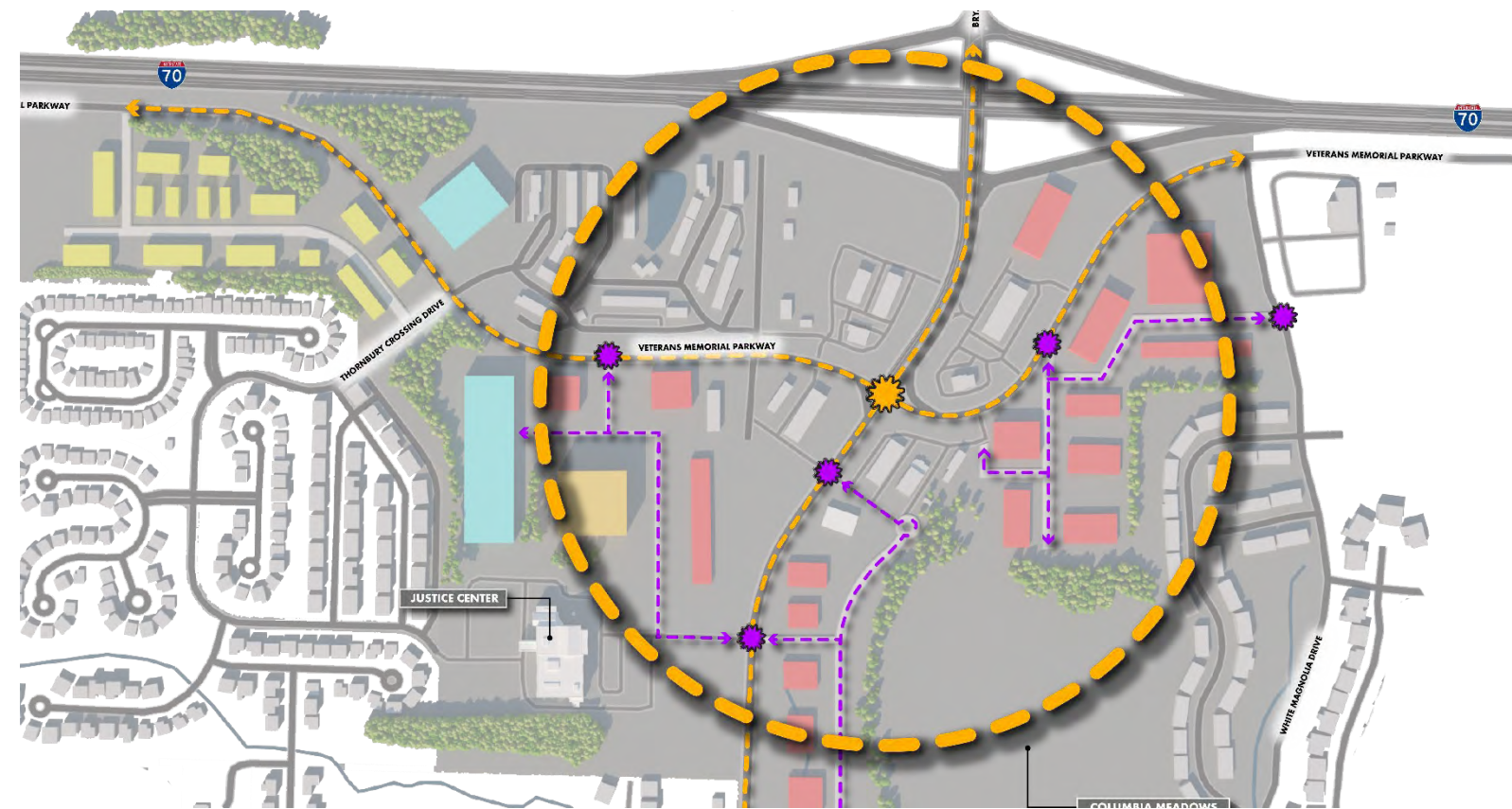
- Infill development vs greenfield
- Mixed-use vs single-use
- Development vs preservation

Explore scenarios on representative sites:

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

Illustrative Exhibits

Model results will be illustrative examples to show potential change – not a design exercise



Metrics to Compare

Team will identify few key metrics to describe different potential impacts like:

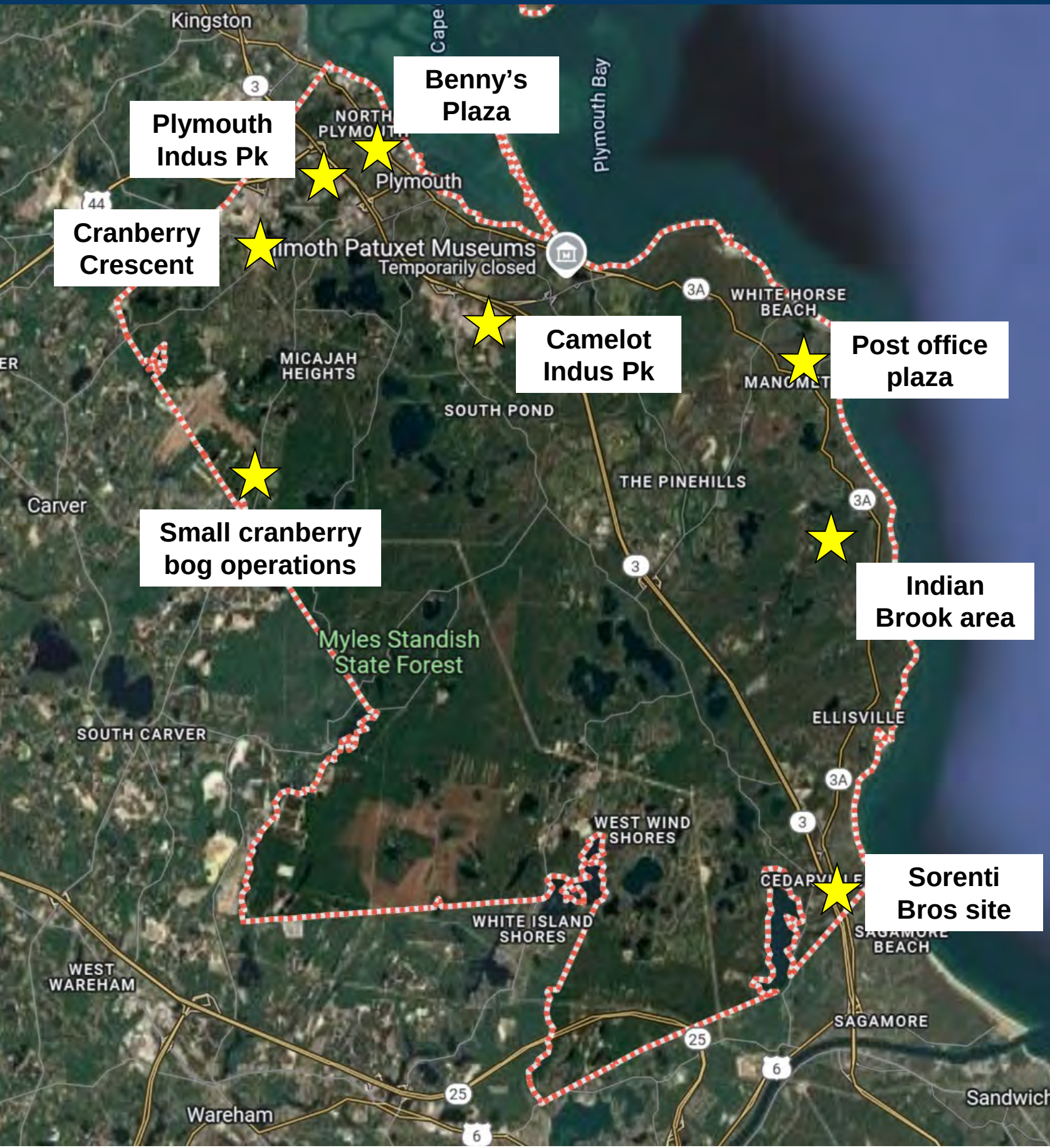
- Land use patterns
- Population, housing, jobs
- Water and sewer demand
- Trip generation
- Public amenities demand



KATY DEPOT / BROADWAY SCENARIO



Scenario Planning Options



Discuss selecting 2 representative sites:

Redevelopment/infill areas:

- Cranberry Crescent
- Benny's Plaza
- Manomet post office plaza
- Plymouth Industrial Park
- Camelot Industrial Park

New development/greenfield areas:

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

Scenario Planning Options – Polling Results



7 responses from Committee Members

Ranking of representative sites:

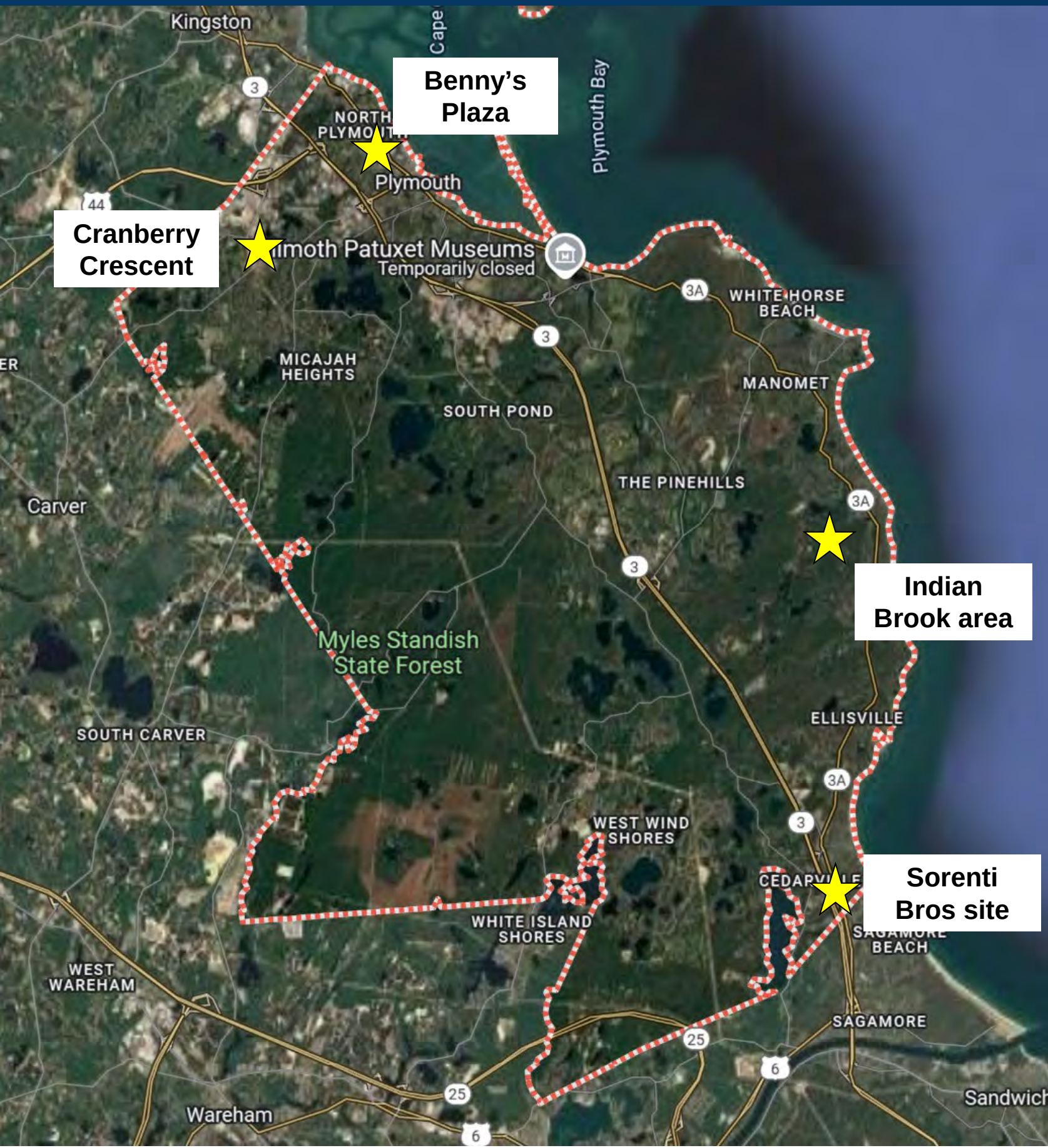
Redevelopment/infill areas:

- **Cranberry Crescent – 2.71**
- **Benny's Plaza – 2.00**
- Manomet post office plaza -1.86
- Camelot Industrial Park – 1.86
- Plymouth Industrial Park – 1.57

New development/greenfield areas:

- **Sorenti Brothers site – 2.00**
- **Indian Brook area – 1.86**
- Former cranberry bogs – 1.57

Scenario Planning Options – Top Sites & Additional Locations



Discuss top 2 representative sites:

Redevelopment/infill areas:

- **Cranberry Crescent**
- **Benny's Plaza**

New development/greenfield areas:

- **Sorenti Brothers site**
- **Indian Brook area**

Other suggestions & discussion points:

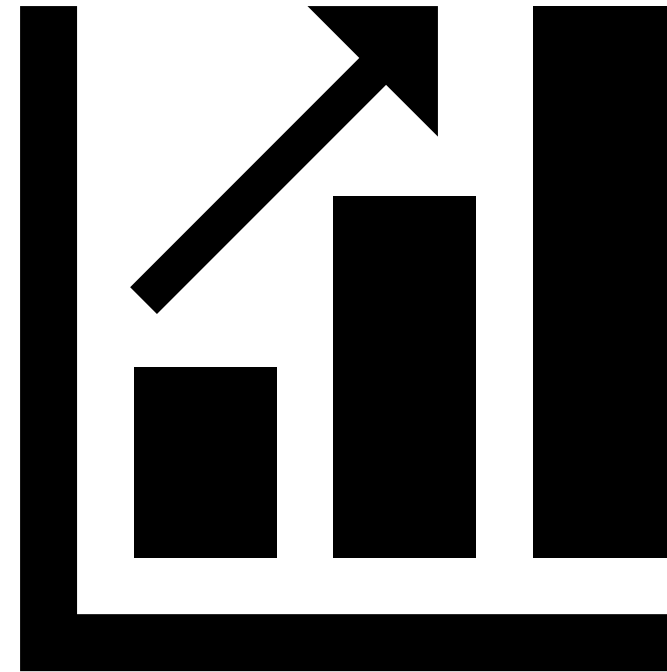
- Holtec site
- 1,000 acres in South Plymouth
- Shops at 5/The Grove
- Hotel 1620 & Village Landing
- Atlantic Country Club
- Somewhere else in Southeast Plymouth
- Sheridan proposal / absence of Redbrook services



03 // WHAT'S NEXT?

Next Steps in the Master Plan Process

- Conduct scenario planning
- Develop draft strategies
- Discuss strategies with Town departments
- Prepare for next public workshop



Draft Strategies Workshop: May 22

Thursday, May 22

Plymouth South Middle School

- Summarize public input so far
- Share vision and goals
- Present draft strategies for feedback





Thank You!

