



MASTER PLAN COMMITTEE

August 21, 2024



AGENDA

1. // LATEST SURVEY RESPONSES
2. // TRENDS AND FINDINGS
3. // MEETINGS IN A BOX
4. // FUTURE PUBLIC ENGAGEMENT



01 // LATEST SURVEY RESPONSES

Online Responses So Far

- 1,200+ unique website visitors with 93 unique contributors – we want more!
- 110 map comments and locations marked as important, places to improve, or highlighted with ideas
- 63 survey responses thru 8/19

**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.

Page 1 of 3

Next

Share your thoughts on our map:

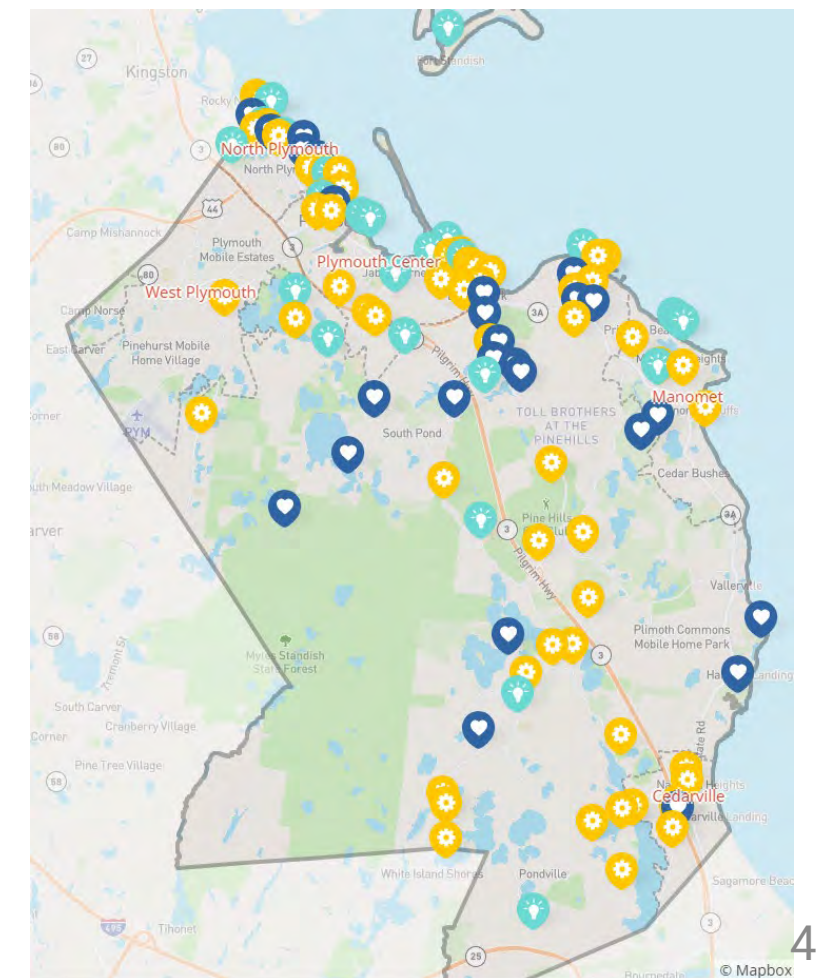


Interactive Map

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

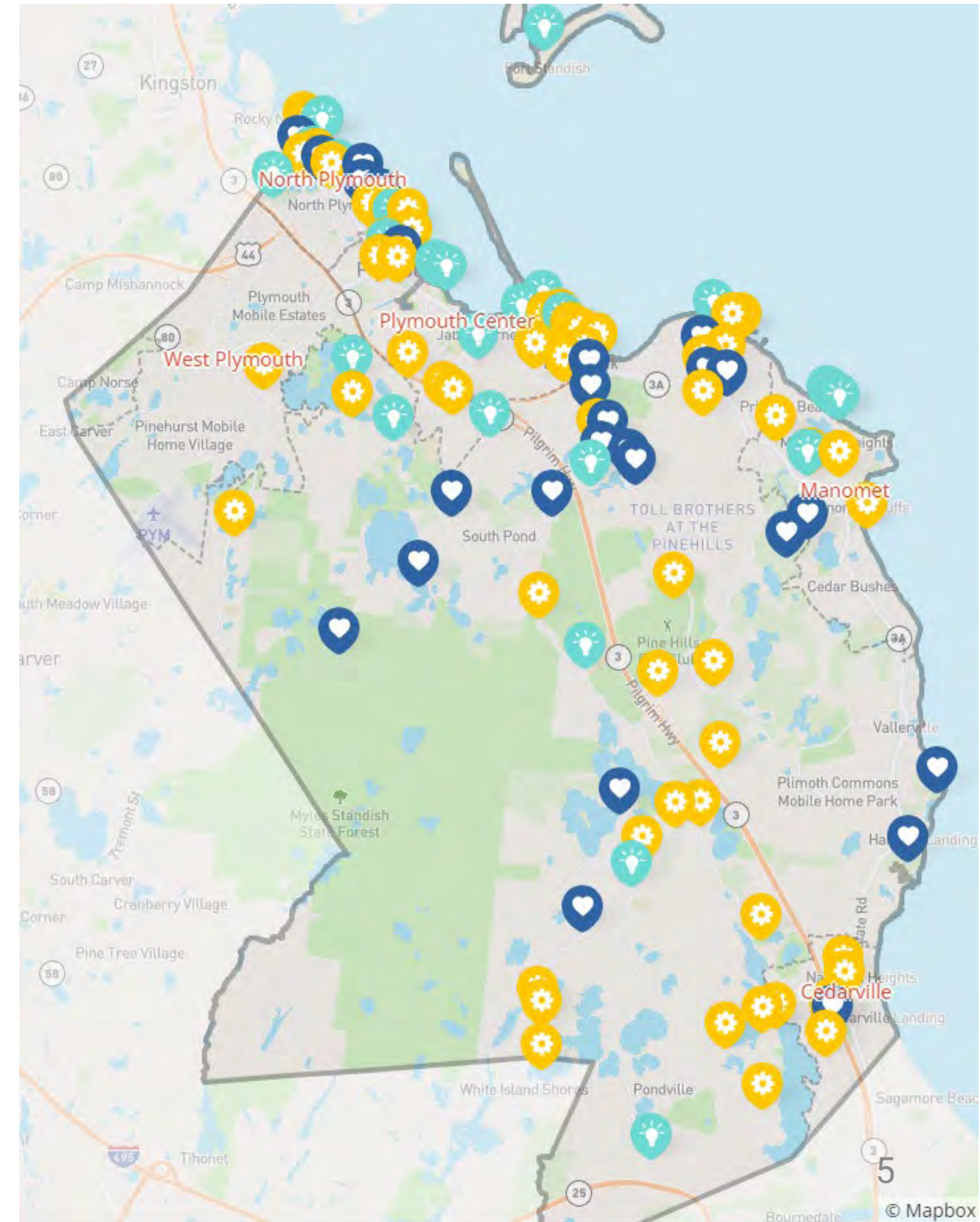
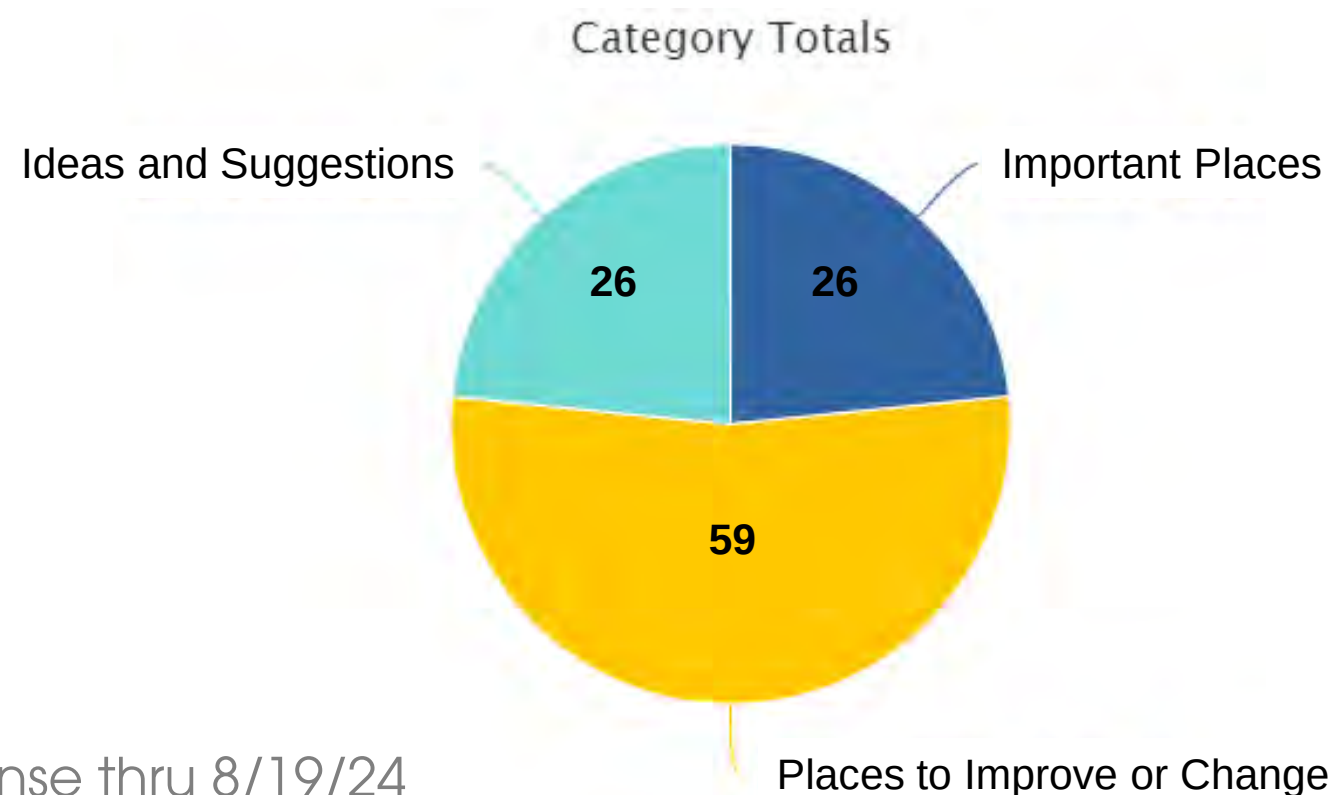
[See Project Map](#)



Interactive Map

Important places:

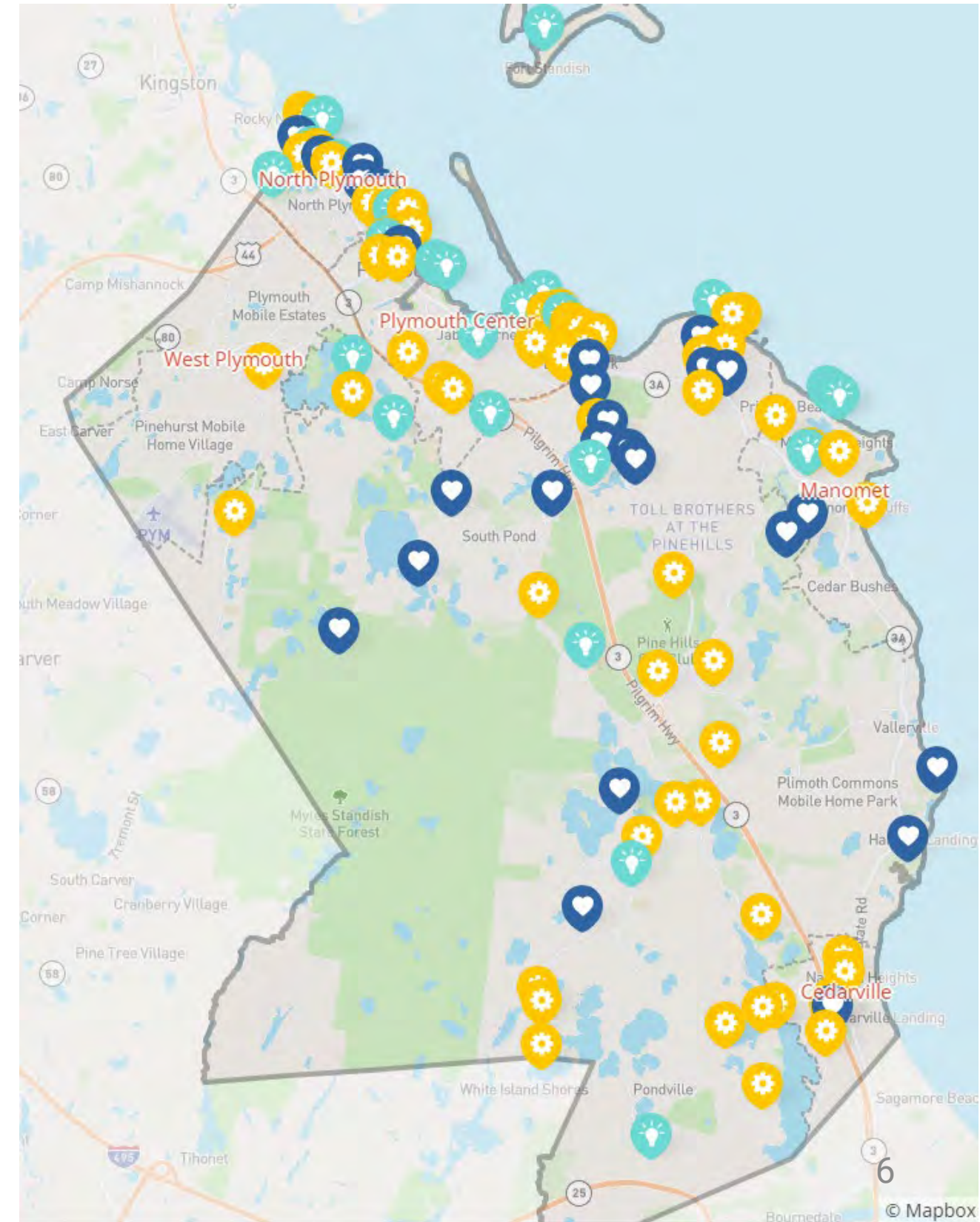
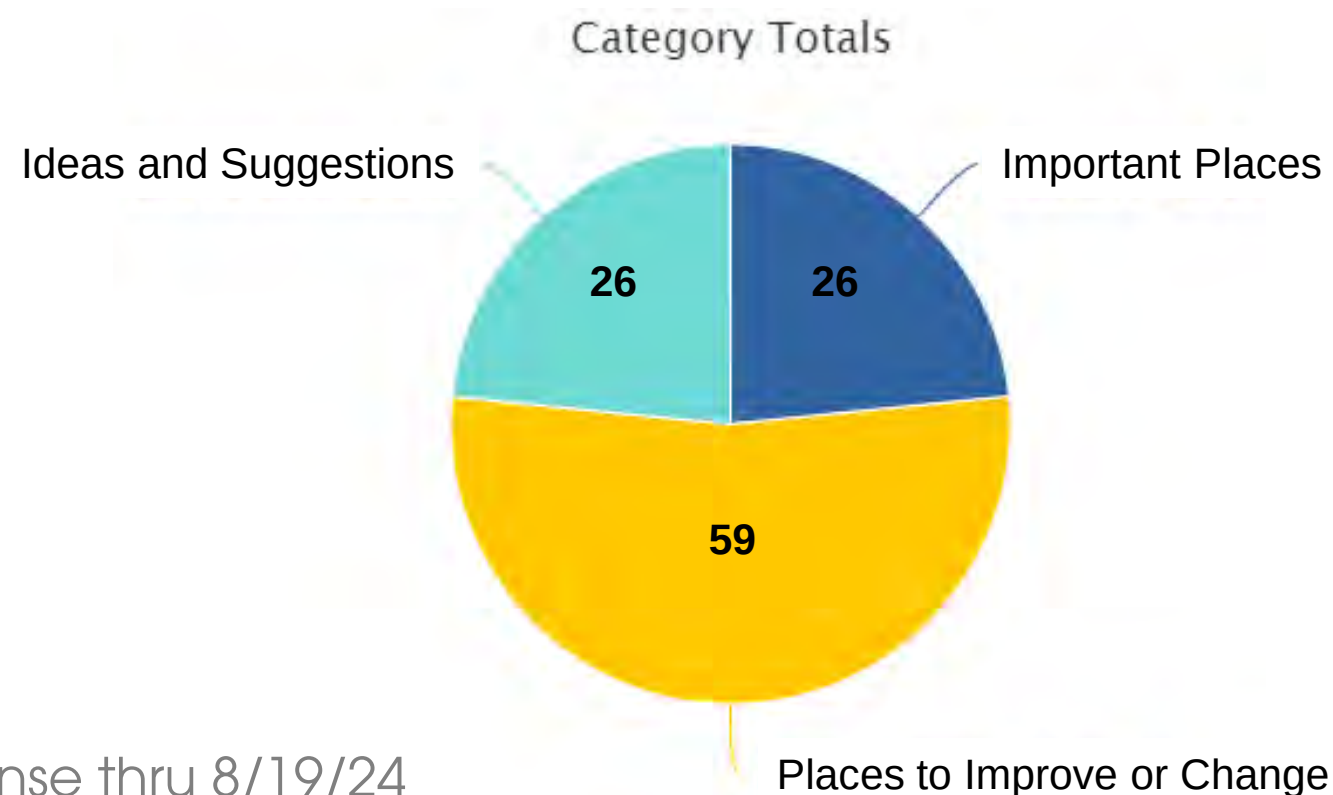
- Holtec site, Boot Pond, Myles Standish State Forest, Eel Pond, Tidmarsh, Forges Field, Old Sandwich Road, and others



Interactive Map

Ideas and suggestions:

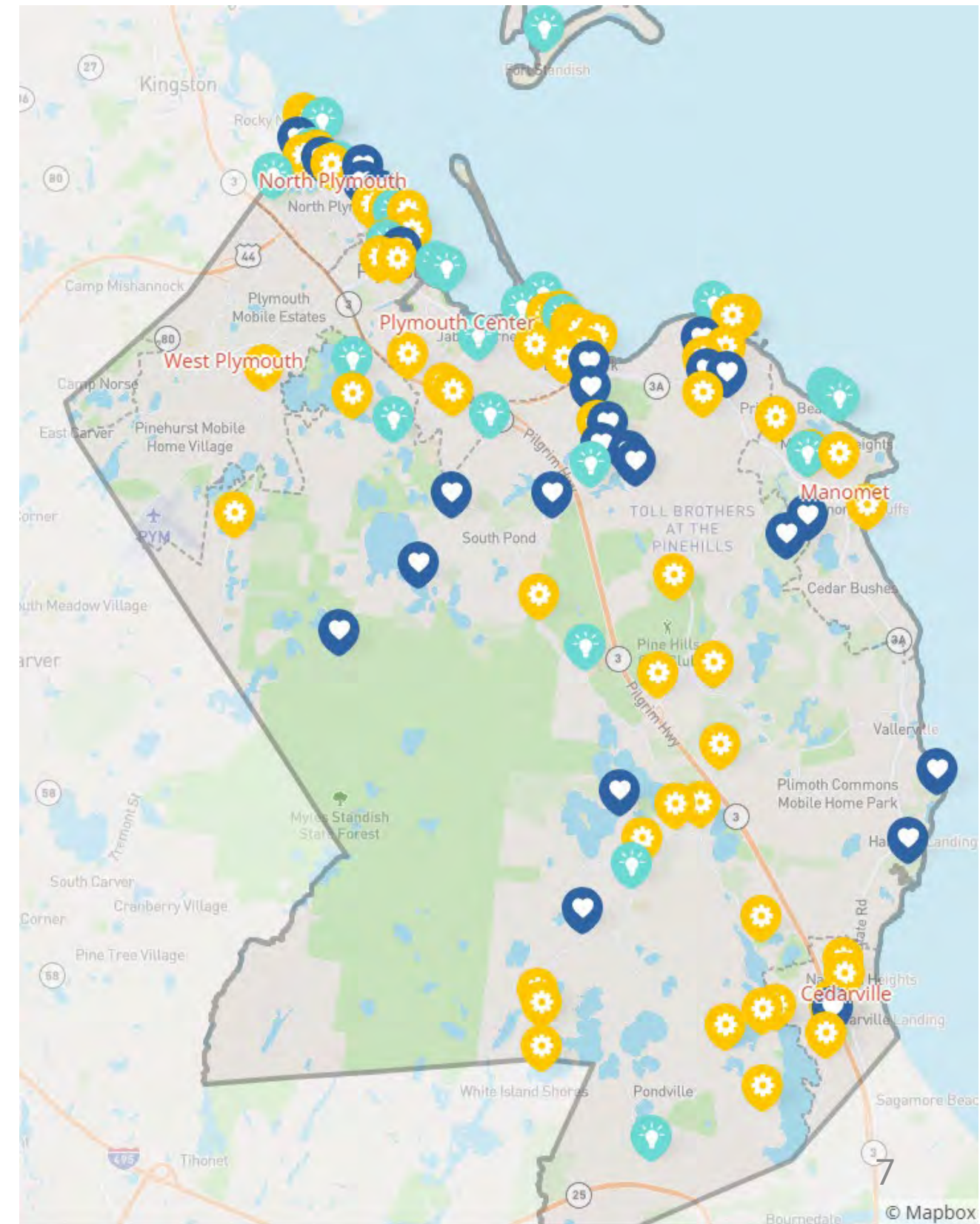
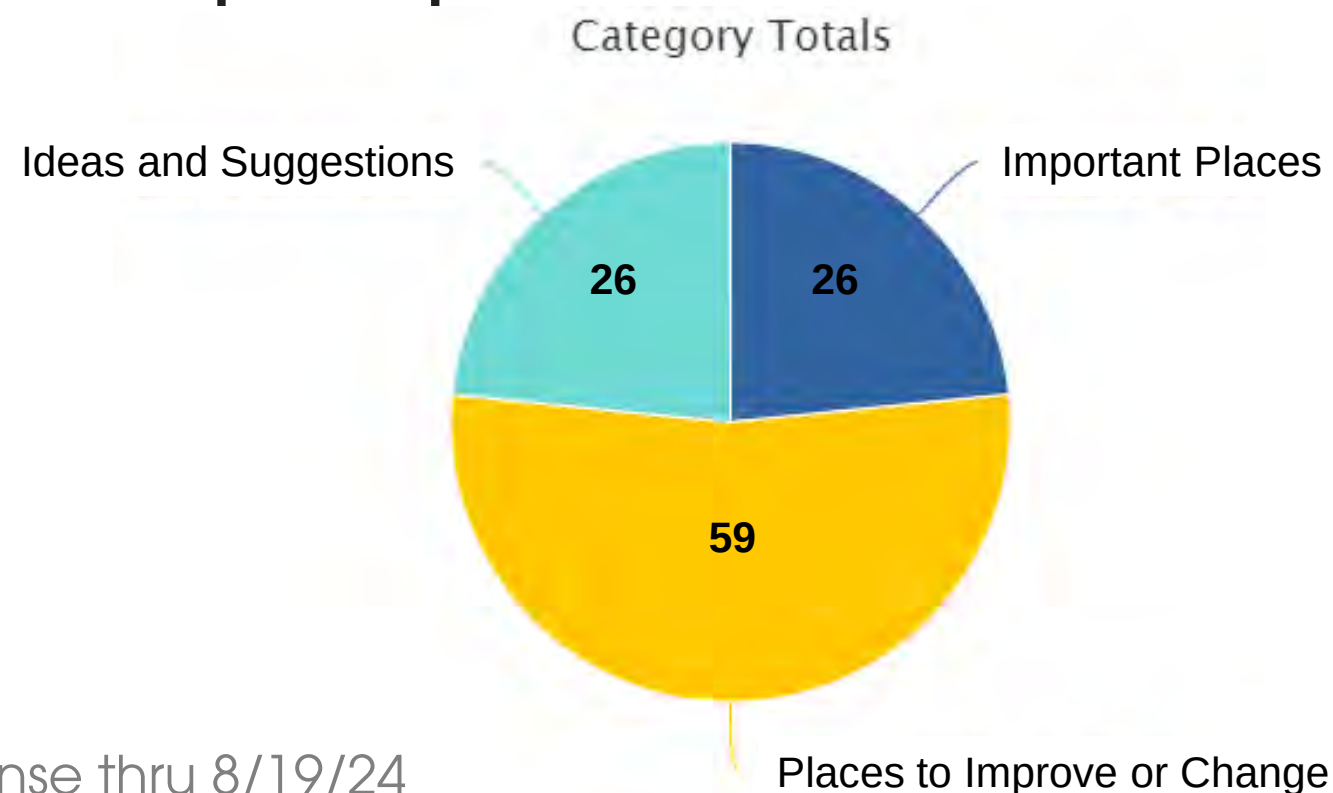
- White Horse Beach improvements, Chiltonville and South Plymouth become villages, recreation and tourism-related improvements, and more



Interactive Map

Places to improve or change:

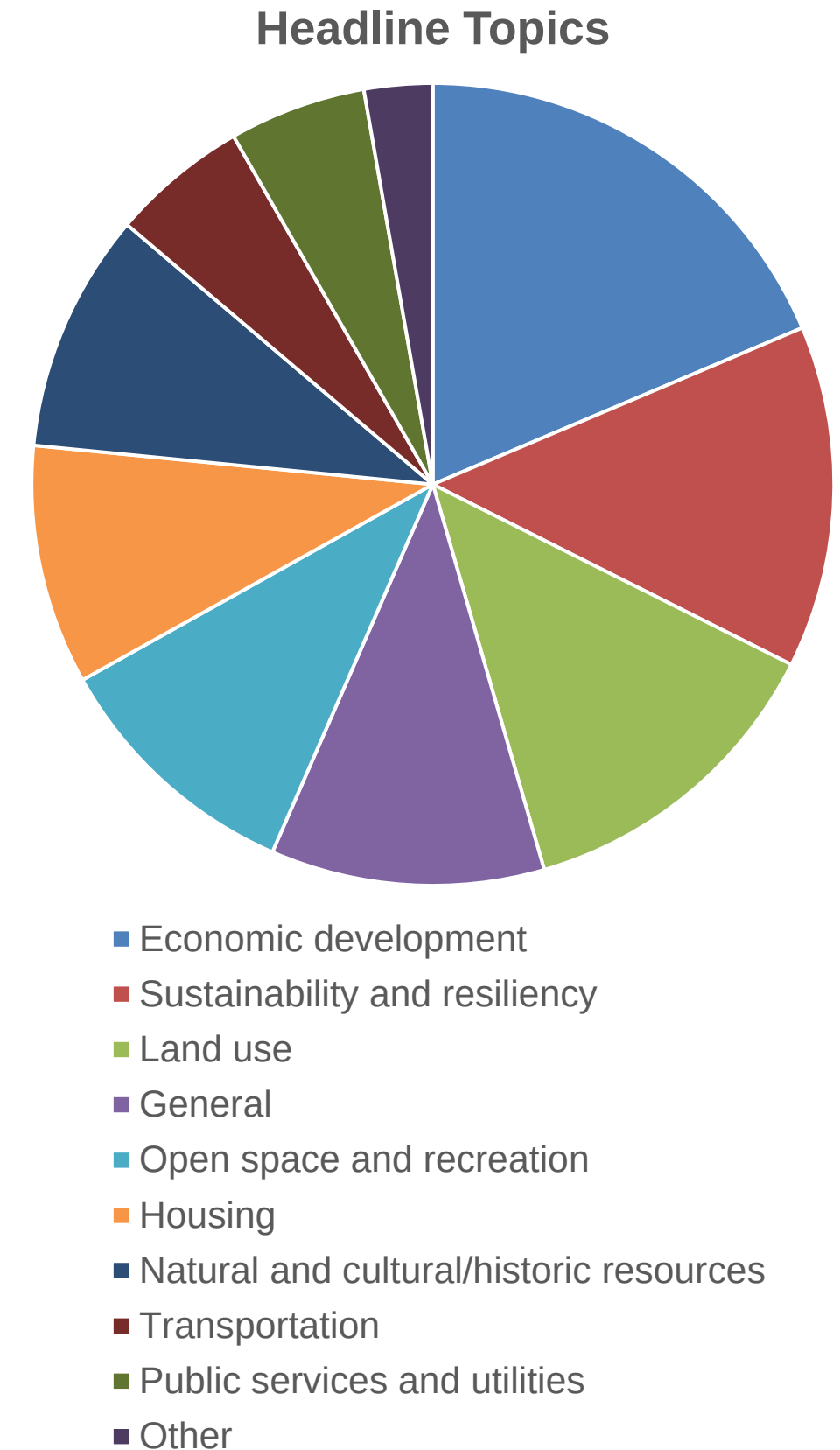
- Specific intersection and road condition concerns, park and beach improvements, and others
- Nine comments about Holtec site with 66 likes: blue economy, high-tech companies, conference center, recreation and open space



Survey Responses

Headlines

- Almost 20% self-identified as economic development
- Sustainability & resiliency and land use have 2nd and 3rd most headlines



Survey Responses: Headline Samples

“Unlocking Economic Growth: Master Plan Attracts High-Wage Employers with Lower Service Demands”

“America's Home Town Solves Housing Scarcity by combining policy, technology, design, and partnership”

“Plymouth is a destination for enjoying all that nature has to offer”

“Charming historic town voted best place to live in MA”

“Town of Plymouth Votes in New Form of Government”

“Plymouth Master Plan provides a pragmatic balance between competing interests”



Survey Responses: Love and Improve

What do you love?

- Open spaces, natural beauty
- History
- Variety of things to do
- “It’s a place I’m proud to show to friends(...) The events in town bring our community together, and help to attract others to Plymouth.



What would you like to change or improve?

- Want to see more diverse downtown businesses, public transit options, attention to all parts of town
- Concerns about amount and location of new development, taxes, infrastructure



Help Us Gather More Responses and Feedback

- Help us get the word out! Survey open <https://tinyurl.com/PlymouthMasterPlan>



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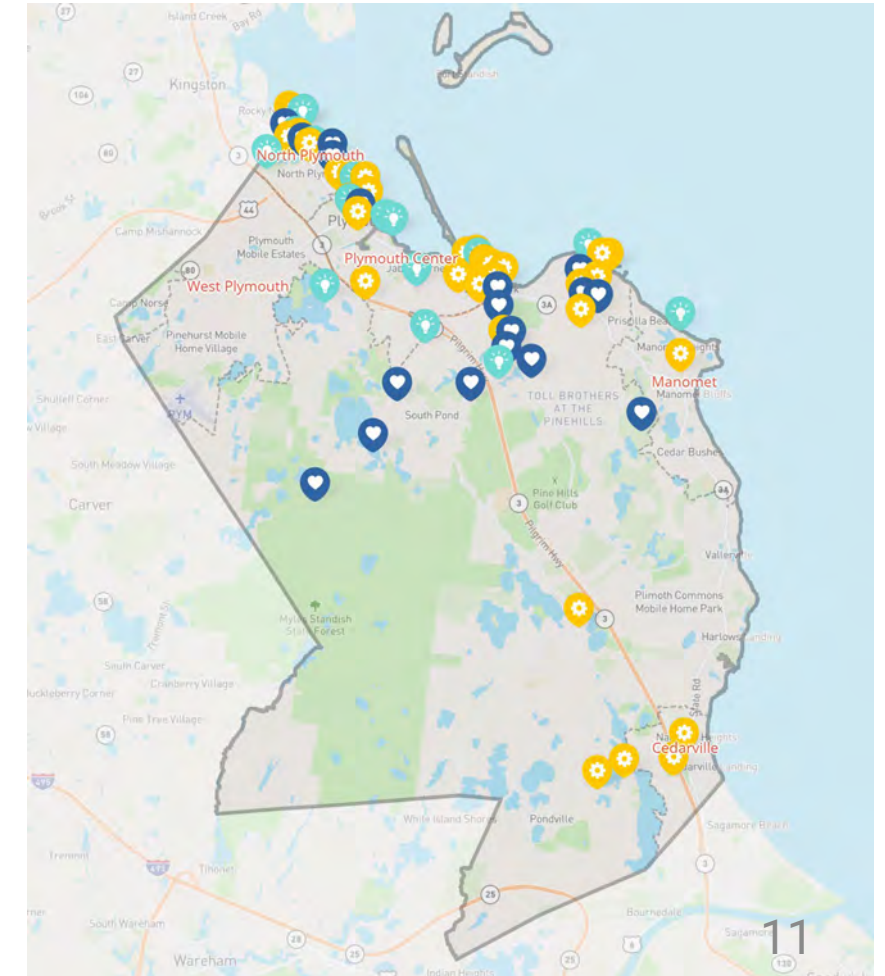


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START 20 Jun 2024

See Project Map





02 // TRENDS AND FINDINGS

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

Interviews with Town Staff: Town Manager + Finance

Town Manager

- Wants to reach as many people as possible during planning process
- Master Plan should articulate community vision so that Plymouth can plan proactively based on agreed-upon goals rather than react or debate
- Would like to re-visit goals on regular basis to ensure plan stays relevant and adapts to changes

Finance

- General Fund + 5 enterprise funds and 5 special funds
- Successful grant-writing efforts
- Town approaching Proposition 2 ½ limit – but new growth has extended timeline
- Increased staffing needs due to growth

Interviews with Town Staff: Economic Development

- Many residents commute out of Plymouth for higher-paying jobs elsewhere and many people commute into Plymouth for lower-paying jobs here
- R&D highest growth potential
 - “Blue economy” tends to have higher wage jobs; needs water access
 - “Post-nuclear” industry potential like AI, quantum, robotics
- Lack of water and sewer in places limits commercial/industrial options
- Holtec master planning: buildable areas north and south of Rocky Hill, other areas unbuildable (conservation potential)

Interviews with Town Staff: Public Works

- Replacing aging infrastructure a critical need but expensive
- Water and wastewater master planning underway now

Water: 265 miles of water main serves ~44,000 residents

- Water usage trending down due to conservation
- Aquifer a regional issue (Plymouth + 9 communities)

Sewer: 82 miles of sewer main serves ~14,000 customers.

- Failing septics one source of pond water quality impacts

Stormwater: developers required to meet new EPA standards

Facilities: 32 municipal properties

- Town looking for opportunities to buy land to account for growth

Interviews with Town Staff: Public Safety

- Additional public safety facilities needed to keep pace with growth – South Plymouth growth area lacks nearby public safety
- Fire projects need for more staff, equipment, and stations
- Police respond to ~40,000 incidents per year
- Fire receives ~13,000 emergency calls for service annually
- Emergency Management: biggest risks are flooding and erosion, winter storms and power outages
- Harbor Master: State's 2nd busiest boat ramp; has seen increase in call volume during and since Covid

Interviews with Town Staff: Energy & Environment, Resiliency

- Economic and social benefits of taking climate action now
- Should increase awareness and education – Plymouth's large size means many residents unaware of coastal impacts but do see inland flooding
- Pond water quality impacted by prevalence of septic systems, development near ponds, and agricultural activities
- Prioritizing large, publicly accessible ponds for monitoring and mitigation
- Long Beach provides critical protection from storm surge

Interviews with Town Staff: Conservation, Parks

Conservation

- Issues include coastal erosion and flooding, lack of education/awareness for public and homeowners about water quality impacts
- Civic agriculture initiative to increase local ag
- Open Space and Recreation Plan (OSRP) update underway

Parks & Forestry

- Renovated 9 playgrounds in past 6 years for ADA and safety
- Forges Field Master Plan soon
- Seen increasing park and beach usage in last several years
- Staffing and funding issues

Interviews with Town Staff: Housing Authority + Inspectional

Housing Authority

- Wait list for housing 3-5 years
 - Local preference but seeing more applicants who don't currently live in Plymouth
 - Seeing more families and disabled people on waitlist
- Transportation and childcare limit opportunities for families with young kids
- Area Median Income (AMI)-based rents are still too expensive for many people, especially seniors who have few options

Inspectional Services

- Multifamily permitting fairly consistent over past 5-8 years
- Single-family development has increased but seem likely to slow
- ADU's approved this spring – but still expensive to build
- Solar permitting has increased

Interviews with Town Staff: Health & Human Services

Center for Active Living (CAL):

- 245 events annually
- 3,698% increase in active patrons over past decade, 80% increase in food shopping
- Isolation and access to services issues for patrons

Recreation:

- Program and service growth over past 20 years without increase in staff
- Lack multi-generational indoor space for youth and adult programming
- Heavily-used grass fields expensive to maintain
- Open Space and Recreation Plan (OSRP) update underway

Interviews with Town Staff: Health & Human Services (con't)

Library:

- More visitors and usage since 2019 – literacy programs and storytimes in high demand
- Main Library not very functional for modern needs
- How can Plymouth better serve kids, teens, and young adults – public spaces, arts and culture, etc?

Interviews with Town Staff: Schools + Airport

Schools

- Ten-year enrollment decline overall, but some schools at capacity
- Seen increase in ESL students and special education needs, more mental health challenges, declining kindergarten readiness
- Special education, facilities, and transportation are budget drivers

Airport

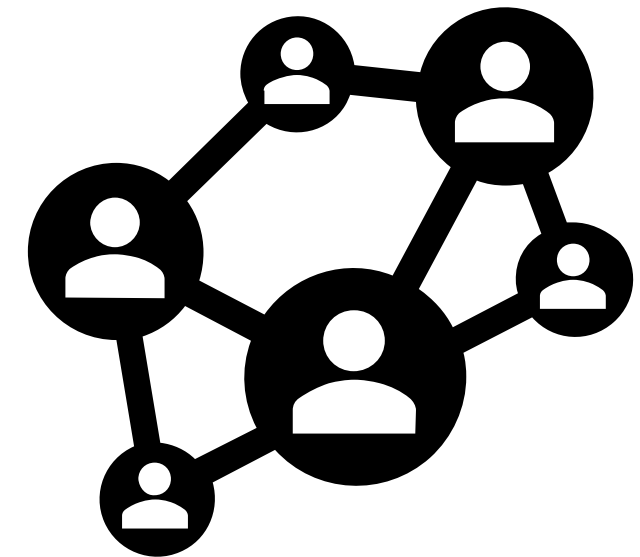
- Airport is self-sufficient enterprise fund within Town
- About 200 acres available for economic development out of 750 acres total – have sewer capacity but water service limited
- Runway expansion project planned to increase safety margins



03 // MEETINGS IN A BOX

Bringing the Master Plan Process to More Groups

- “Meeting in a Box” is a discussion guide to collect feedback from more people: boards and committees, community groups, neighbors, students



Bringing the Master Plan Process to More Groups

Master Plan Committee members can lead discussion

- Sign-in sheet for participants
- 3 discussion topics
- Optional information to share about master plan process and basic demographic trends



Bringing the Master Plan Process to More Groups

Committee members can:

- Add meeting in a box discussion to other board or committee agendas
- Bring to community or neighborhood groups
- Encourage participants to suggest other groups to contact





04 // FUTURE PUBLIC ENGAGEMENT

Informal Pop-Ups at Local Events and Locations

- Meeting people where they are to promote planning process and encourage taking survey or leaving comment on interactive map
 - Waterfront Festival 8/24 – volunteers?
 - Center for Active Living 9/6



Listening Sessions This Fall and Winter

- Master Plan Committee listening sessions
 - Cedarville, Manomet, North Plymouth, Plymouth Center, West Plymouth, Redbrook, & The Pinehills
 - Chance for committee members to hear directly from residents about local issues and ideas
- Joint Open Space and Recreation (OSRP) event 9/12



Next Larger Public Meeting Series

Plan Development Workshops – Fall/winter dates and locations TBD

- Groups of master plan topics e.g., land use + transportation + housing
- Identify interconnected issues
- Discuss compromises to consider



Promoting Online Survey and Interactive Map

<https://tinyurl.com/PlymouthMasterPlan>



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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 goers 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.

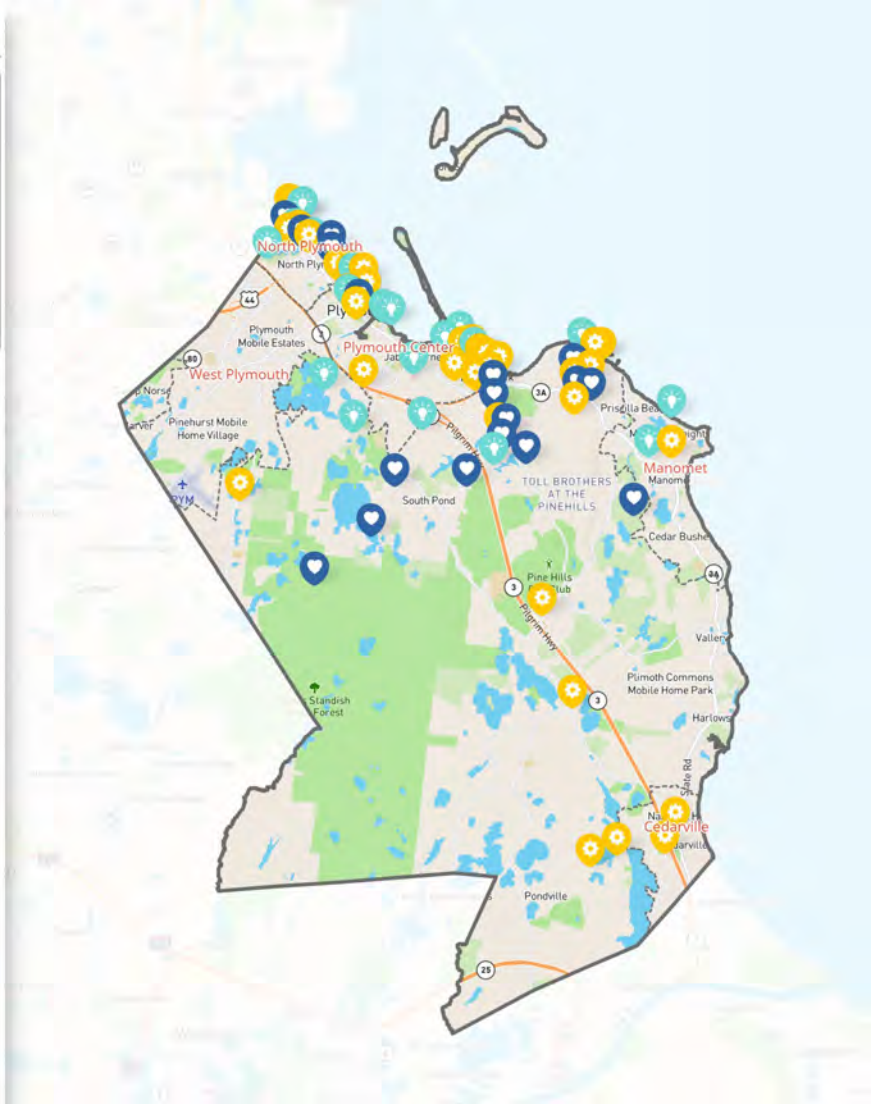
Ideas and Suggestions | 2 hours ago

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



Legend

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

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



Thank You!

