



PROJECT KICKOFF MEETING

Thursday, June 20, 2024
Plymouth South Middle School

Project Team Attendees

Steven Bolotin, Master Plan Committee
Lauren Lind, Town of Plymouth
Lee Hartmann, Town of Plymouth
Steve Kearney, Stantec
Phil Schaeffing, Stantec
Alanna Wittet, Stantec
Kyle Olsen, RVA
Nick Checchio, RVA
Keith Sonia, RVA

Materials

PowerPoint Presentation¹
Headline Exercise
Map Exercise

Public Attendees

186 Sign-Ins

¹ The presentation and a recording of the meeting are available on the project website:
<https://engagestantec.mysocialpinpoint.com/plymouth-master-plan>

Presentation

The chair of Plymouth's Master Plan Committee, Steve Bolotin, welcomed attendees in the nearly full cafeteria to the kickoff meeting for the Town's Master Plan process. He emphasized the importance of hearing from as many people as possible throughout the process, both in-person and online. Steve Kearny, Stantec, began the Plymouth Master Plan Kickoff Meeting by welcoming attendees and introducing the project team. A Master Plan is a blueprint to guide local government and provide a basis for decision-making for long-term physical development.

Plymouth's current master plan was adopted in 2006, necessitating an update. The Town of Plymouth aims to prioritize community engagement and discussion to define the collective goals of the Town. Master Plan main themes will all revolve around sustainability and resilience in relation to housing, land use, economic development, and natural resource protection.

S. Kearney noted this process will last through the Fall of 2025, with community engagement and outreach key to all phases. Following this kickoff meeting, the project team will host further visioning events through the summer of 2024 before beginning to develop a plan. Following the development of the draft plan through Winter 2025, a draft plan will be presented to the community through a series of open houses and events.

Phil Schaeffing, Stantec, then outlined current conditions and trends compiled by the Town of Plymouth and Stantec. Statistics reviewed included population growth estimations, population demographics and household size, income projections, open space considerations, transportation, and workforce statistics.

Following the technical presentation, Keith Sonia, RVA, outlined the headline and map exercises. Attendees were tasked with drafting up to three headlines from the perspective of a Plymouth journalist in 2040. Attendees were encouraged to share how these headlines relate to their concerns and hopes for the new Master Plan. Additionally, maps of Plymouth were placed at each table, with stickers and sticky notes available for attendees to mark areas of concern or potential.

Following the headline and map exercise, S. Kearney provided time for each table to share the main topic of discussion. The following themes were noted:

- Affordable housing (mentioned three times)
- Multigenerational community center (mentioned twice)
- Smart, sustainable, respectful development (mentioned twice)
- Aquifer protection and clean water
- Better water quality, more sewage package plants
- Protect land and water, limit sand extraction
- Water, sewer, traffic
- Protect natural resources

- Keep natural beauty
- Preserve Holtec land + create waterfront park
- Welcoming downtown
- Diverse commercial tax base
- Economic development
- Sustainable blue and green economic development
- Marine-based economy
- Green technology
- Large biotech plant opens
- Medical facilities
- Balance development and infrastructure
- Stop reckless development
- Update elementary schools
- Plymouth Public Schools recognized for STEAM excellence
- Transportation improvements
- New transportation options: rail and ferry (to Boston and Cape)
- Build 3A connector: Cedarville to North Plymouth
- No airport runway expansion
- Traffic

Before closing the meeting, S. Kearney noted all participants are encouraged to review and share materials hosted on the project website:

<https://engagestantec.mysocialpinpoint.com/plymouth-master-plan>

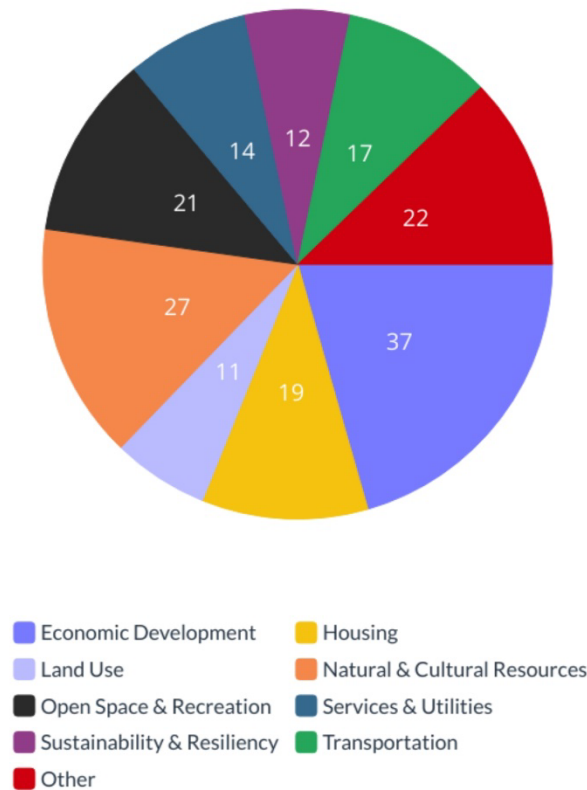
Summary of Table Exercises

Plymouth 2040 – Headline Exercise

Participation in the Plymouth 2040 headline exercise was the most robust aspect of the visioning workshop. 180 responses were recorded with each of the eight Master Plan focus areas receiving consideration from participants. Additionally, a sizable percentage of headlines were judged to be related to issues outside the scope of the work of the Master Plan – these issues including the governing model of the Town of Plymouth, issues related to Diversity, Equity, and Inclusion (DEI) measures, town infrastructure (inclusive of road & traffic measures outside the purview of the town, as well as building and people infrastructure, including schools), and voter engagement & outreach. The below chart visualizes which issue areas received the most attention from attendees during the Plymouth 2040 exercise.

Plymouth Master Plan Workshop

Imagine Plymouth 2044 Headline Exercise - Primary Topic



Economic development outpaced other issue areas, but of the 153 captured responses, attendees showed a diversity of opinion on which of the issue areas would likely instigate headlines in the future.

Related to economic development, sub-issues cited include employment growth, the development and expansion of Plymouth's waterfront, the recruitment of tech firms to Plymouth, STEM education milestones in town, and further development of certain neighborhoods, such as the Pine Hills. Given the number of responses that included economic development as the primary issue area, the diversity and number of sub-issues, whether that be

jobs, property development, industry recruitment, etc., is not surprising. In the eyes of many attendees, ‘economic development’ is a catch-all term for a number of crucial potential developments within Plymouth.

Related to housing, most headlines adopted affordability as the key theme, with an emphasis on ensuring that amidst all other forms of development, housing costs do not balloon and price out those that would like to live in the town (including those who already make Plymouth home). An additional theme cited relates to housing for seniors, an expanding segment of Plymouth’s population.

Issues around land use offered a diverse array of opinions on how the town should develop. Some headlines make note of energy options, including the development of a nuclear plant, while others articulate a desire for parks. More broadly, many of the headlines make a plea for more generally limiting expanded development.

Related to natural & cultural resources, a strong emphasis was placed on water quality issues by many participants. Additionally, related more to the cultural attributes of the town, participants referenced the preservation of noted landmarks, including the Plymouth waterfront and Plymouth Rock.

Participants that authored headlines related to open space & recreation hoped that Plymouth’s beaches would remain an attraction, that the town expand bike paths and access to the waterfront, and, more generally, that the town prioritizes open space as opposed to certain forms of development (for example, there was noted opposition to the expansion of Plymouth’s local airport).

Related to services & utilities, participants once again noted water, specifically improved sewer services, as a priority. Others pointed toward services that would embrace Plymouth’s growing retirement community, improved sidewalks, and the importance of finding ways to reduce traffic and associated noise.

For those participants that focused on sustainability & resiliency, clear themes related to Plymouth’s adaptation to climate change emerged. Notably, participants were hopeful that Plymouth would adopt policies that rendered it a “net zero” community, for example, or that the town would someday be declared a fully sustainable community.

Related to transportation, there were numerous headlines that appear to advocate for greater public transit options – “Downtown Plymouth Now Entirely Car Free!” – while other alternative methods of transit, once again including bike lanes, also received notice from participants. For those interested in transportation, public transit is by far the most pressing issue.

Finally, as previously noted, many participants authored headlines that were deemed to be outside the scope of the Master Plan. Some examples include those having to do with high-level

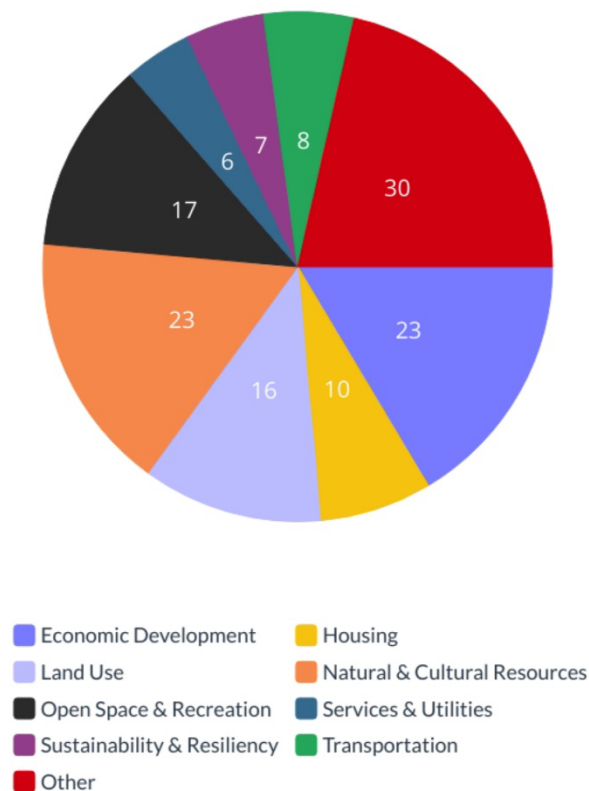
civic participation within Plymouth – increased voter participation, for example – while others identify DEI policies as crucial. Increased transparency, lower taxes, and ensuring that the Master Plan itself becomes a binding document were all cited, as well.

Vision Mapping Exercise

The Vision Mapping exercise involved participants leaving stickers and/or comments on large paper maps of the town, helping to identify key concerns in specific areas of Plymouth. Participation in this particular activity, while substantial, was less than that of the Plymouth 2040 exercise, with 140 responses captured. The breakdown of responses across issue areas was as eclectic as the Plymouth 2040 exercise, with each issue area of the Master Plan attracting

Plymouth Master Plan Workshop

Vision Map Exercise - Primary Topic



feedback. Like the Plymouth 2040 exercise, a substantial number of responses were classified as falling outside the purview of the Master Plan.

On economic development, there was a diverse number of suggestions left on maps, including recruiting well-known supermarket chains like Trader Joe's and Wegman's to fill real estate in certain parts of town, while others specifically mentioned targeted industries for growth, including health care and marine-based enterprises. In contrast, other responses were less specific, with many keeping their feedback high-level – "Economic development!" – rather than more nuanced.

Relating to housing, the Vision Mapping exercise largely mirrored sentiments expressed in the Plymouth 2040 exercise. Participants expressed a strong preference for the introduction of more affordable housing options. Affordability for certain segments of the population – seniors, young families – was also expressed.

On land use, many used the maps they were given to highlight certain areas they believe should either be developed or preserved – some noted, for example, feelings of "overdevelopment" in areas like West Plymouth. Others asked questions related to wooded areas like Myles Standish Forest, wondering what was on offer for residents of the town. Finally, others were also curious about which parcels of land the town owns.

"Preservation" was the key word relating to natural & cultural resources in Plymouth, with participants highlighting areas of the map asking that the town coastline, Myles Standish Forest, cultural character, and other areas be preserved as part of the Master Plan process. Responses seem to indicate that there is a fear among some in Plymouth that increases in development may come at the expense of natural & cultural resources.

Similarly, on issues classified as related to open space, "preservation" was at the top of mind for many participants. Participants asked that open and historic spaces be maintained as is, while others asked that greater access to beaches and ponds be provided, asking that existing open space be maintained but purposed for public use. Additionally, others asked that the Holtec land in Manomet be purchased and preserved.

For those interested in services & utilities, there was a mix of responses, including some that expressed a litany of requests in just one response – "Sewer & water & traffic! Police, fire, transportation, roads." Others noted very specific requests, such as the need for a trauma center in Plymouth or fixing sidewalks in certain parts of town.

On sustainability & resiliency, the relatively few responses around this issue primarily focused on water preservation and the view that preparing for climate change ought to serve as an overarching priority across all other issues being discussed as part of the Master Plan process.

Transportation yielded comments on getting trains running again to Plymouth, but also the view that the town generally needs more roads to traverse a large geographic area. Others left more vague responses, some just using the word “transportation” in certain areas of the map.

For the many comments that were not classified under an issue area relating to the Master Plan, most were focused on general infrastructure, while others noted their desire for greater civic engagement. Others articulated a desire for Plymouth to become a city, while more argued that there should be greater communication between the town and its residents. These responses were highly divergent and demonstrate the sheer number of issues that are top of mind for many participants.

Comment Forms and Other Miscellaneous Feedback

In addition to the two defined exercises, the project team noted the availability of general comment forms for participants to leave behind additional thoughts. For the few that took advantage of the comment forms (nine respondents), their responses were diverse – one left a note arguing for more dog parks, grocery stores, parks, and power options in just one comment, while another expressed their happiness that the workshop itself drew such a large number of participants that care about the future of the town.

Miscellaneous included handouts and brochures that some participants brought into the workshop, while others were quick comments left on the back of the workshop directions handout. One flyer was in opposition to an expansion of the Plymouth airport, for example, while some comments encouraged the town to find new ways to get residents involved in decision making procedures, including better leveraging local access television.

Meeting Photos:

