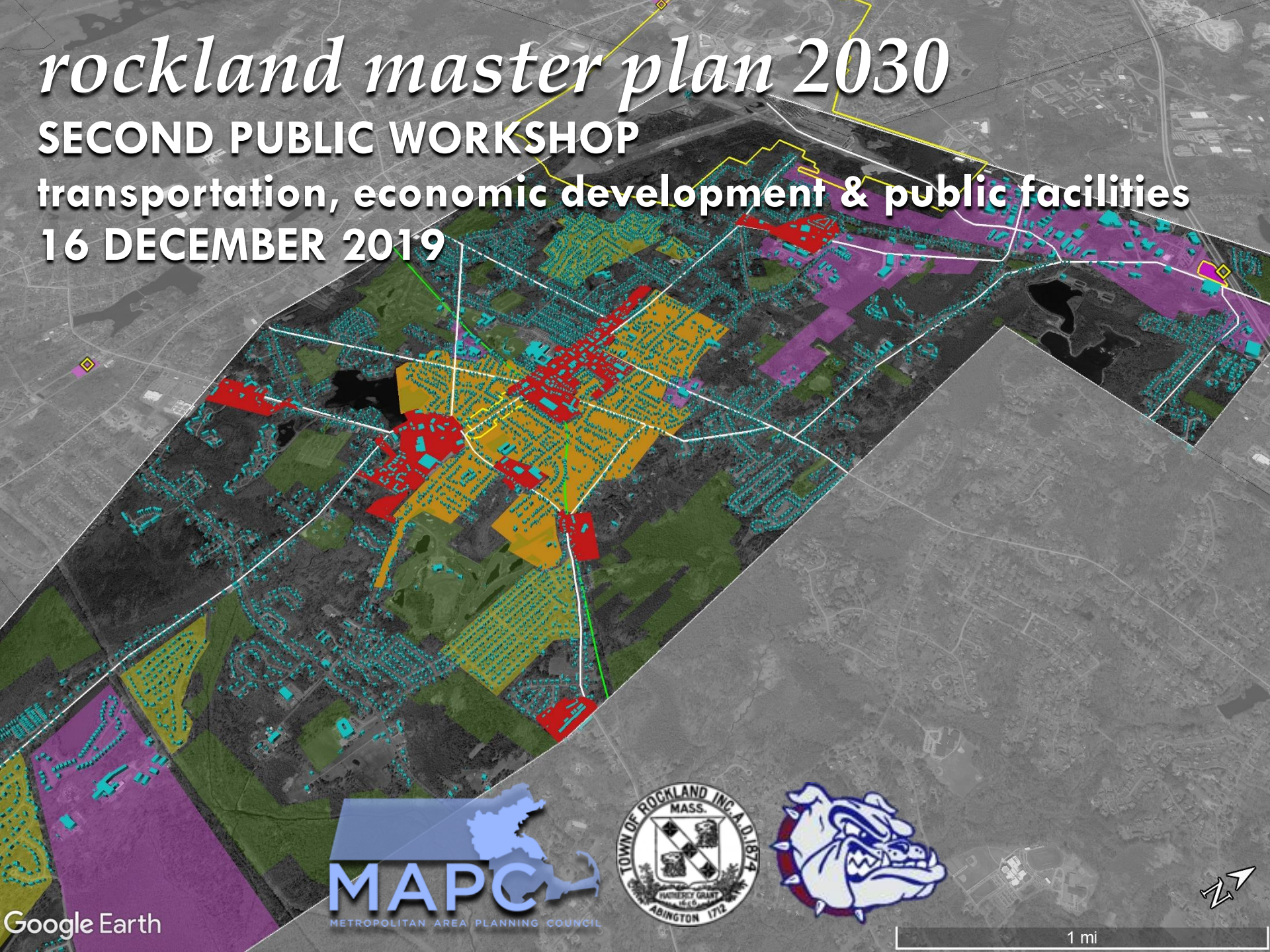


rockland master plan 2030

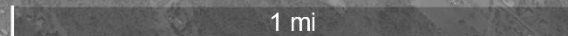
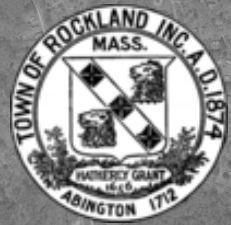
SECOND PUBLIC WORKSHOP

transportation, economic development & public facilities

16 DECEMBER 2019



Google Earth



INTRODUCTIONS & AGENDA

6:30pm

intros

6:40pm

WHY MASTER PLAN?

6:50pm

process & outreach,
background & context

7:00pm

MICRO-TRANSIT & PUBLIC INVESTMENT

in civic facilities, amenitized streetscapes & pocket plazas
to attract desired businesses

7:15pm

tonight's participation exercises

8:30pm

adjourned – *please share survey link*

WHY MASTER PLAN? YOUR INPUT CAN INFORM RECOMMENDATIONS

SHAPE SPECIFIC PARTS OF TOWN:
growth, improvement and/or preservation

INFORM DECISIONS
future zoning, investment and development

PROVIDE MUTUAL CERTAINTY
for residents and businesses alike

LEAVE A LEGACY
for the next generation



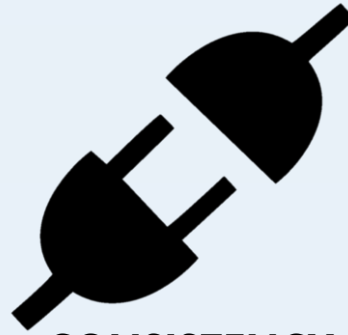
WHY MASTER PLAN?



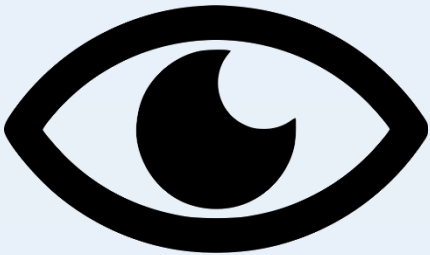
*community
input*



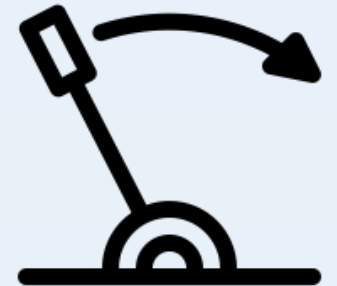
*goals &
recommendations*
SPECIFIC & ACTIONABLE



CONSISTENCY



*vision
statement*



decisions & actions
ZONING, INVESTMENT, MARKETING

PROCESS & OUTREACH

committee meetings 3 thus far

outreach flyers posted, social media

ONLINE SURVEY Oct 4 to Jan/Feb 2020 – also translated
mapc.org/rmp2030

- PUBLIC WORKSHOPS**
- ① background, key issues, *sep 30*
exercises to tease out goals & vision
 - ② economic development, *dec 16*
public facilities, transportation
 - ③ housing, sustainability/energy, *~feb 2020*
natural/historic/cultural resources
 - ④ draft plan, vision, analysis, *tbd 2020*
recommendations

BACKGROUND & CONTEXT

CHANGE HAS HAPPENED RECENT ACCOMPLISHMENTS

continue creating favorable conditions

LET'S BUILD UPON OUR COMMUNITY ASSETS

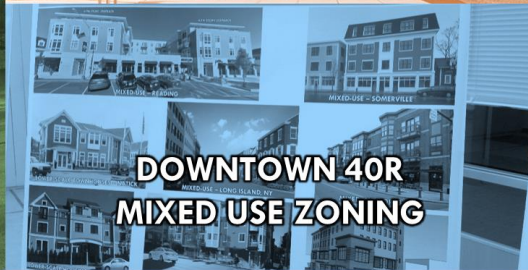
artists, unique businesses, stewards



RAIL TRAIL



SENIOR CENTER



**DOWNTOWN 40R
MIXED USE ZONING**



ARTISTS STUDIOS



UNIQUE JOBS



RECORD SHOPS



BUTCHER SHOP



STADIUM



NEW SCHOOL FACILITIES



**SOLE OF
ROCKLAND**



PLAYERS' GRILLE



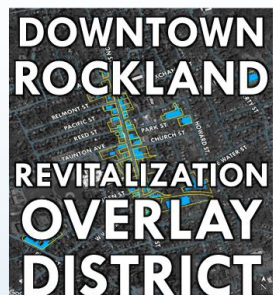
**LOCAL
PRIDE & COMMUNITY**

BACKGROUND & CONTEXT

2016



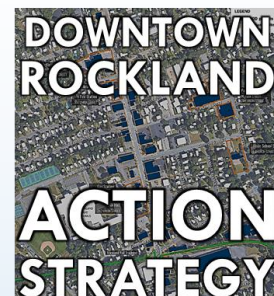
2017



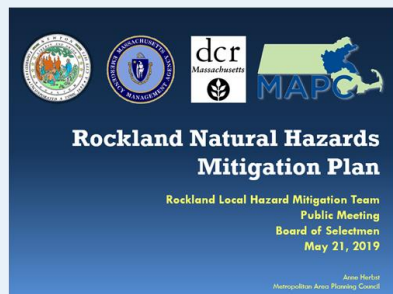
2018



2019



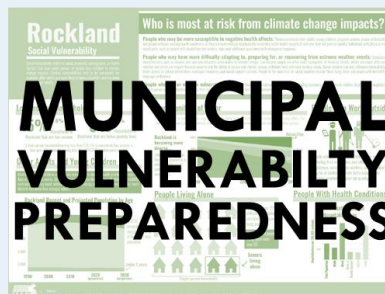
2019



2019



2019



2019



TONIGHT'S TOPICS *putting the pieces together*

MICRO-TRANSIT + PUBLIC INVESTMENT

in civic facilities, amenitized streetscapes & pocket plazas to attract desired businesses

TRANSPORTATION

transit +
micro-transit options?



ENHANCE SERVICE?



OPTIONS TO
COMMUTER RAIL STATION?

ECONOMIC DEVELOPMENT

public investment to
attract desired benefits?



EXPAND
TAX BASE



INCREASED
OPPORTUNITIES



OPTIONS FOR
QUALITY OF LIFE

PUBLIC FACILITIES

catalytic redevelopment
+ placemaking
+ infrastructure capacity?



FIRE STATION
ADAPTIVE REUSE?



STREETSCAPE
AMENITIES?

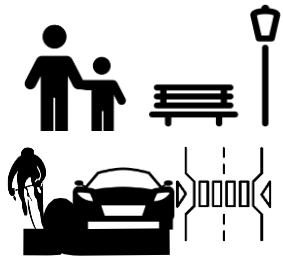


WASTEWATER FOR
REDEVELOPMENT?

KEY PLANNING CHALLENGES FACING TOWN



**SEWER
TREATMENT
CAPACITY**



**STREETScape
IMPROVEMENTS**



**IMPROVE
PUBLIC
FACILITIES**



**DESIRED JOBS & BUSINESSES,
WORKERS SHOP LOCALLY**



**NEEDED HOUSING,
SUPPORTS RETAIL**



LEISURE RETAIL



VISITORS & SHOPPERS



MICROTRANSIT OPTIONS

TONIGHT'S ACTIVITIES



YOUR IDEAS + WHERE IN TOWN?
focus growth where?
targeted improvements where?

TRANSPORTATION

ECONOMIC DEVELOPMENT + PUBLIC FACILITIES

TRANSPORTATION

OPTIONS FOR

AGING POPULATION

YOUTH MOBILITY

RESIDENTS & COMMUTERS

CONNECT

WORKERS TO LOCAL SHOPS

POTENTIAL BIG IDEAS *for your consideration*

“GROW” DOWNTOWN VIA ENHANCED TRANSIT?



Rockland Flex Ride Schedule & Map

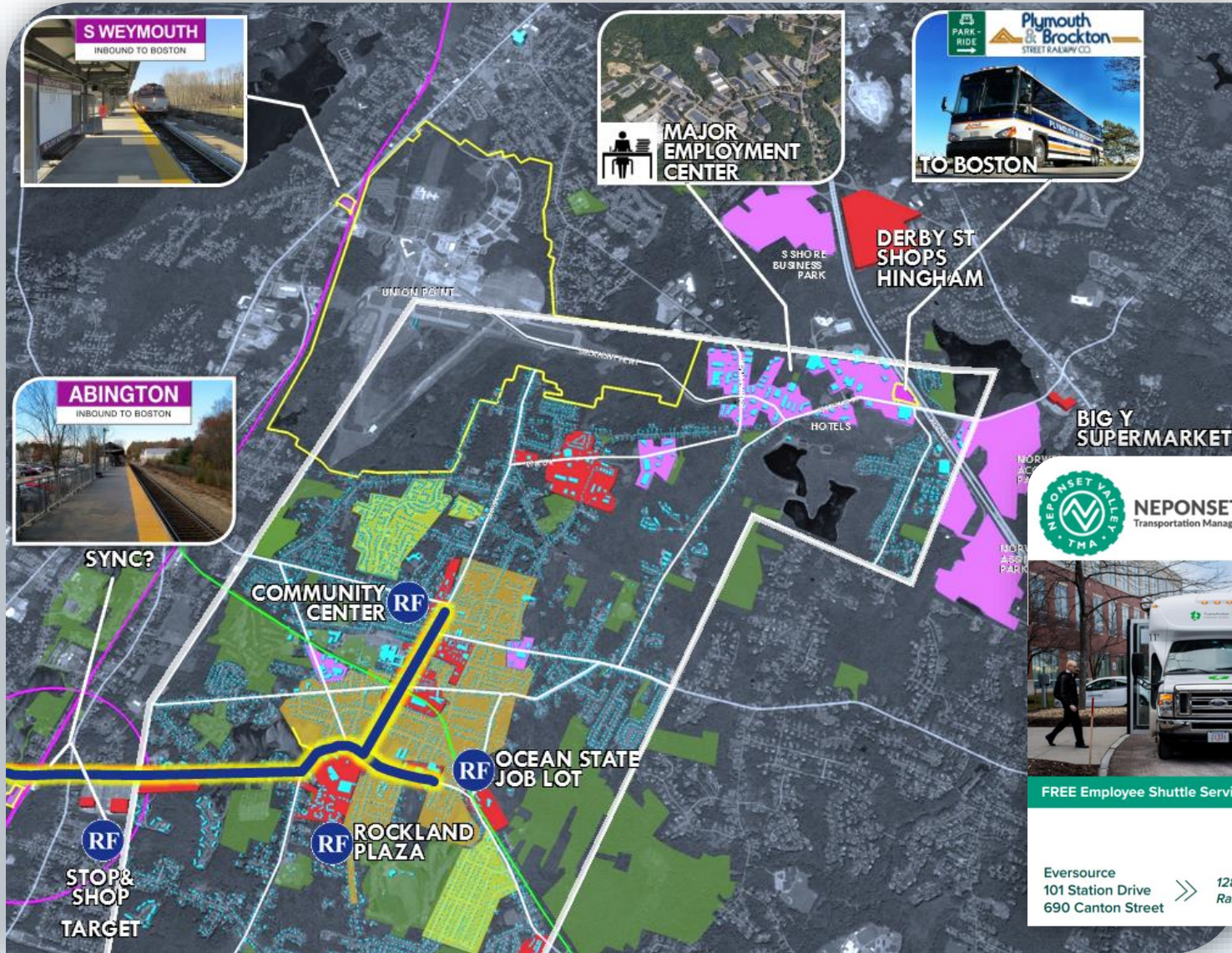
Outbound	Inbound
Rockland Community Center	Signature Healthcare formerly Brockton Hospital
8:45a	9:20a
10:00a	10:35a
11:15a	11:50a
12:30p	1:05p
1:45p	2:20p
3:00p	3:35p
4:15p	4:50p


BAT's Rockland Flex Ride bus service does not run on weekends or holidays.




POTENTIAL BIG IDEAS *for your consideration*

EXTEND TRANSIT + CONNECT WORKERS TO DOWNTOWN?




868
 BUSINESSES


8,763
 WORKERS

Sources: ACS 2013-2017; & Esri, GfK MRI, Infogroup 2019

EXAMPLE PARTNERSHIP



NEPONSET VALLEY
Transportation Management Association

MOBILE SHUTTLE TRACKER



Download the App





FREE Employee Shuttle Service for:

Eversource
101 Station Drive
690 Canton Street

>>>

128 Commuter
Rail Station

Track the Shuttle Online
at neponsetvalleytma.com


POTENTIAL BIG IDEAS *for your consideration*

EXTEND TRANSIT + CONNECT WORKERS TO DOWNTOWN?

MICRO-TRANSIT:

dynamically generated routes – from software – anticipates common pick-up points – does not require advance scheduling


Transloc Microtransit On-Demand Service




GATRA GO On-Demand Microtransit Service began 8/19/19 in the Mansfield/Foxboro area

How to book a ride: Follow the steps below to book your on-demand or in-advance ride.

1. Open the app and enable the geolocation services. Choose the service you want to use to book your ride.
2. Open the app and enable the geolocation services. Choose the service you want to use to book your ride.




TransLoc®




PURSUE TRANSPORTATION MANAGEMENT ASSOCIATION?



public-private – employers, towns, & bus companies – solutions for commuters – reduce traffic congestion




NEPONSET VALLEY Transportation Management Association



MOBILE SHUTTLE TRACKER



Download the App



Ride Systems
Ride Systems

- > Download the free mobile app, available in Google Play or the App Store.
- > Select 'Neponset Valley TMA'.
- > See the route and your nearest stop.
- > Access the schedule on your phone.

FREE Employee Shuttle Service for:

Eversource
101 Station Drive
690 Canton Street

➤➤ 128 Commuter Rail Station

Track the Shuttle Online at neponsetvalleytma.com

ECONOMIC DEVELOPMENT

- | | |
|---------------|---|
| CREATE | FAVORABLE & ATTRACTIVE CONDITIONS
<i>investment, infrastructure, zoning</i> |
| EXPAND | LOCAL ECONOMY, TAX BASE, REVENUES |
| ALLOW | MORE CHOICES FOR
JOBS, HOUSING & MOBILITY OPTIONS |

POTENTIAL BIG IDEAS *for your consideration*

SEWER CAPACITY INCREASE *for* DESIRED REVITALIZATION



SEWER COMMISSION



**RESTAURANTS & MIXED-USE/RESIDENTIAL
REQUIRE MORE TREATED GALLONS PER DAY**



WORKERS, SHOPPERS, VISITORS, LEISURE RETAIL

POTENTIAL BIG IDEAS *for your consideration*

STREETSCAPE AMENITIES *for* ACTIVITY & SHOPPERS



- MORE RIGHT-OF-WAY FOR PEDESTRIANS?
- ADD VALUE TO STOREFRONTS?
- SERIES OF POCKET PARKS?
- HISTORIC TROLLEY?

PUBLIC FACILITIES

**MAINTAIN
& IMPROVE**

CONDITIONS OF EXISTING

CONSIDER

CONSOLIDATION OF SOME

**TOWN REQUEST FOR PROPOSALS *for*
UNDERUTILIZED PROPERTIES *for*
CATALYTIC DOWNTOWN REVITALIZATION
MIXED-USE PROJECT?**

MAINTENANCE *existing public facilities & assets*



MEMORIAL LIBRARY



SENIOR CENTER



WATER DEPARTMENT



STADIUM

IMPROVEMENTS *existing public facilities*



Elementary school building project passes through ballot vote

Posted Dec 9, 2019 at 11:22 AM

Updated Dec 9, 2019 at 11:22 AM

The new school will combine all Rockland elementary students in the first through fourth grade from the Memorial Park, Jefferson and R. Stewart Esten Elementary schools in one, new 760 student elementary school.

The new facility will cost Rockland taxpayers about \$50.7 million, and the Massachusetts School Building Authority awarded the district a \$35.8 million grant for eligible costs as well. The total project is expected to cost about \$86.6 million.

Rockland pushing plan for townwide elementary school

By Johanna Seltz Globe Correspondent, August 21, 2019, 7:50 p.m.



A rendering of the proposed Rockland Elementary School. SMMA

POTENTIAL BIG IDEAS *for your consideration*

TOWN HALL *into* COMMUNITY CENTER?



POTENTIAL BIG IDEAS *for your consideration* VACATED TOWN HALL SITE *for* REVITALIZATION PROJECT?



POTENTIAL BIG IDEAS *for your consideration*

ADAPTIVE RE-USE OF FIRE STATION?



MARLBOROUGH EXAMPLE



POTENTIAL BIG IDEAS *for your consideration*

TOWN-WIDE WAYFINDING, SIGNAGE & BRANDING



POTENTIAL BIG IDEAS *for your consideration*

TOWN-WIDE WAYFINDING, SIGNAGE & BRANDING

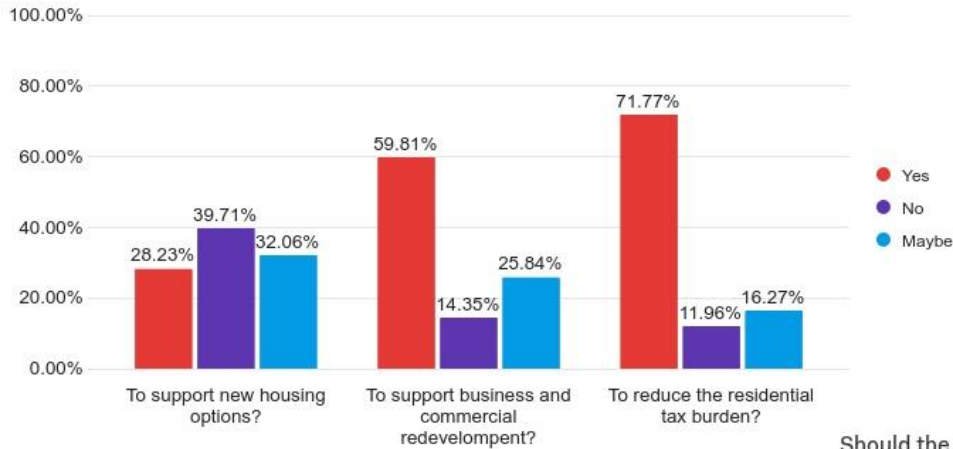


ONLINE SURVEY FEEDBACK SO FAR

INTEREST IN SHAPING GROWTH & REVITALIZATION

Would you be willing to invest in increased sewer capacity to support growth?

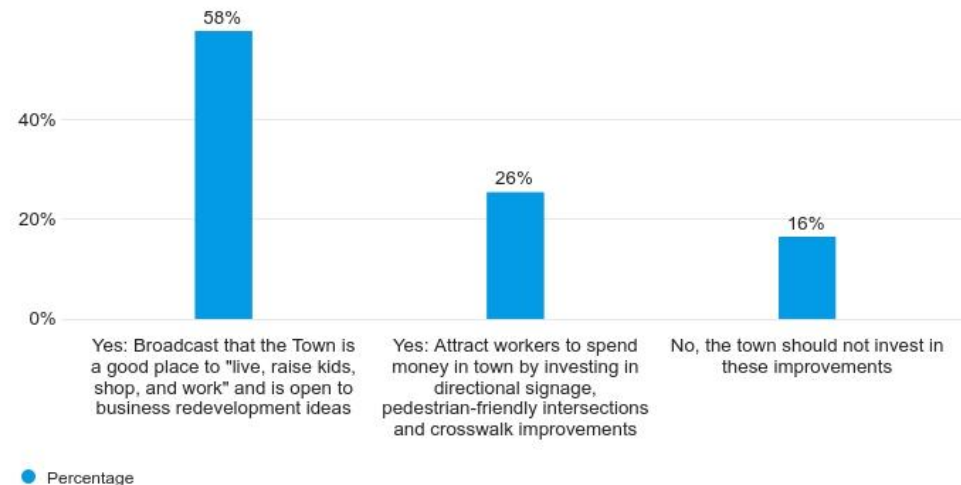
209 Responses



~200 responses

Should the Town expand its marketing and district branding efforts to promote Rockland and bring awareness to its potential?

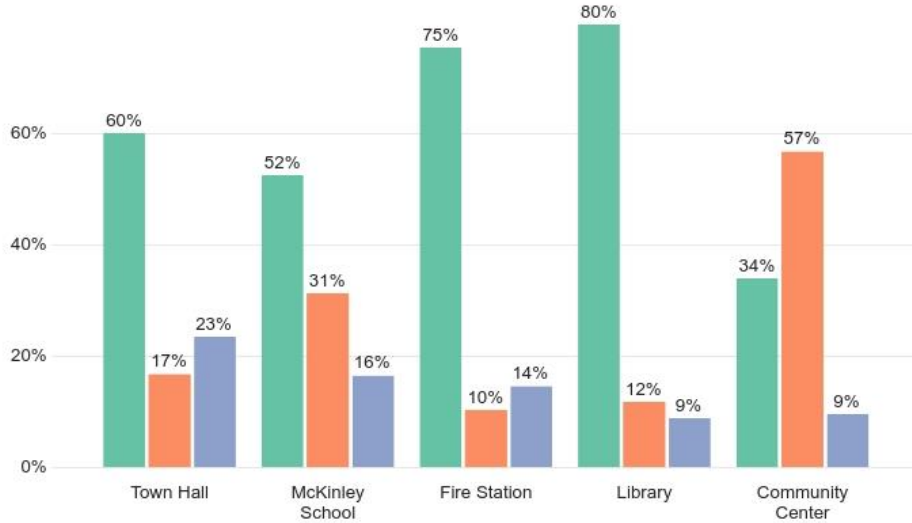
188 Responses



ONLINE SURVEY FEEDBACK SO FAR

INTEREST IN SHAPING GROWTH & REVITALIZATION

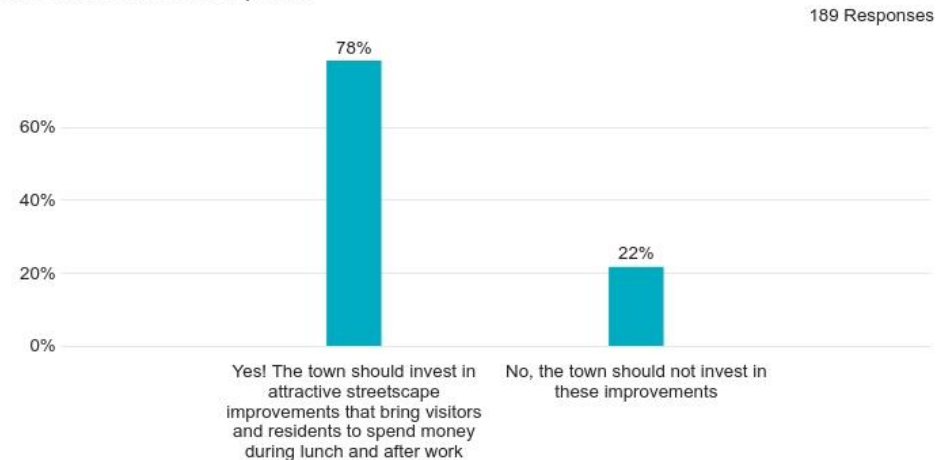
Should the Town Strategically Improve its Key Public Facilities?



● Yes: Town should keep and improve these existing public facilities
● Yes: Town should leverage existing public facilities to create multi-use facility ● No, the town should not do this

~200 responses

Should the Town prioritize streetscape improvements in business districts to attract business investment and redevelopment?



189 Responses

TONIGHT'S ACTIVITIES



YOUR IDEAS + WHERE IN TOWN?
focus growth where?
targeted improvements where?

TRANSPORTATION

ECONOMIC DEVELOPMENT + PUBLIC FACILITIES

rockland master plan 2030

SECOND PUBLIC WORKSHOP

transportation, economic development & public facilities

16 DECEMBER 2019

thank you

