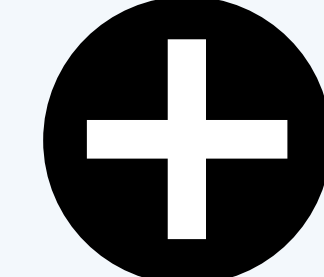
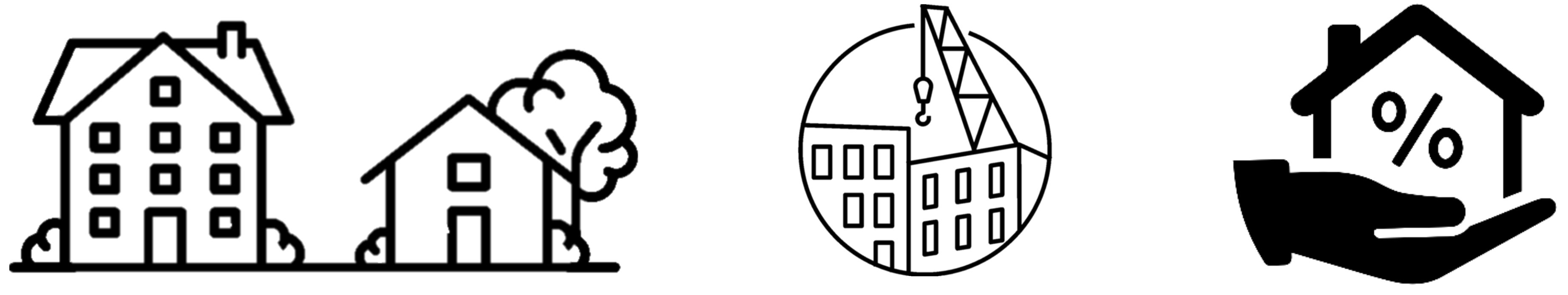


**PLEASE REVIEW INFORMATION RELATED TO QUESTION #**  
**PLEASE RESPOND ON PAPER BALLOT**

The following questions relate to preliminary key issues (that are partly based on recent planning studies) in order to get your ideas about how the Town might address them. Your responses will help us to begin to identify goals, strategies and recommendations.

**Q1** *Would you be willing to invest in increased sewer capacity to support growth?*

**Housing options? Businesses & commercial redevelopment?  
 Reduce residential tax burden?**



**SEWER TREATMENT CAPACITY**

- needed to support multifamily downtown revitalization units
- needed to attract potential developers
- needed to support leisure retail uses that require large amount of gallons per day to be treated

**STREETSCAPE IMPROVEMENTS**

- make more walkable & pleasant
- create outdoor social gathering spaces
- pocket parks, hardscaped plazas
- attractive frontages for businesses
- attract nearby office workers



**DESIRED JOBS & BUSINESSES**

- can be attracted by amenities for employees
  - restaurants, cafes, bakeries
  - outdoor seating, attractive streetscapes with benches, pedestrian safety
- downtown Rockland 4OR future growth potentially could help with supporting a desired supermarket



**LEISURE RETAIL**

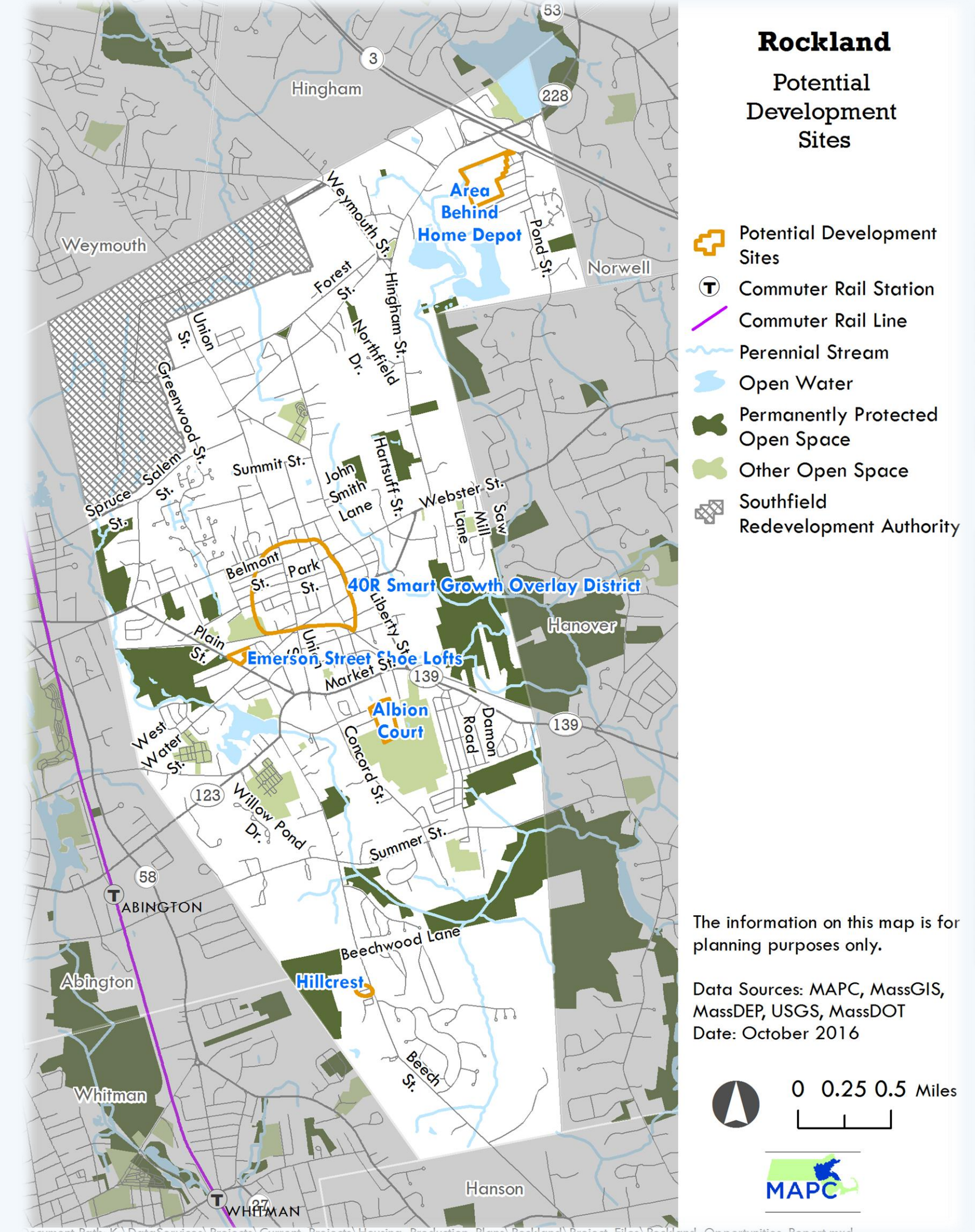
- restaurants, cafes, bakeries
- can attract workers for lunch & after-work spending
- thrive in pedestrian friendly areas with streetscape amenities
- require more gallons per day (GPD) of wastewater treatment capacity



**HOUSING SUPPORTS RETAIL**

- retail does not lead, it follows residents and their incomes
- future downtown Rockland housing above groundfloor retail has potential to support more retail
- Town's Housing Production Plan indicates a need to address housing demand and affordability
- retail and housing are mutually dependent uses and thrive together

**Q2** *Where should the Town explore residential options that complement the Downtown Revitalization Zoning & support the goals in the Housing Production Plan?*



**HOUSING TYPE EXAMPLES**



**ADDITIONAL INFORMATION REGARDING QUESTION**

- Town successfully passed Downtown Union Street rezoning for mixed-use/multifamily developments. This new recently-approved mixed-use zoning has the potential to deliver both needed housing options, and also bolster leisure retail shopping opportunities and jobs on the ground floors of redeveloped properties.
- Currently 6.3% of Rockland's housing is included in the Subsidized Housing Inventory, which is short of 10% statutory minimum
- If Town produces a minimum 35 housing units per year between 2016-2021, then it receives 1-year of "safe harbor" protection from unfriendly Ch. 40B proposals.
- According to the U.S. Census Bureau, about 2 out of 5 Rockland households are cost-burdened, meaning they spend more than 30% of their income on housing, and approximately 1 in 5 spend more than 50% on housing.

**PLEASE REVIEW INFORMATION RELATED TO QUESTION #**  
**PLEASE RESPOND ON PAPER BALLOT**

The following questions relate to preliminary key issues (that are partly based on recent planning studies) in order to get your ideas about how the Town might address them. Your responses will help us to begin to identify goals, strategies and recommendations.

**Q3** *In order to meet the Town's revitalization goals, should the Town prioritize streetscape improvements in business districts to attract business investment and redevelopment?*



**STREETSCAPE IMPROVEMENTS**

- make more walkable & pleasant
- create outdoor social gathering spaces
- pocket parks, hardscaped plazas
- attractive frontages for businesses
- attract nearby office workers
- enhanced pedestrian safety

**beautification examples**

- water feature?
- other type of "anchor" feature to attract visitors?
- bury electric lines?

**WORKERS SHOP LOCALLY**

- streetscape amenities can attract local workers to shop
- restaurants, cafes, bakeries
- outdoor seating, attractive streetscapes with benches, pedestrian safety

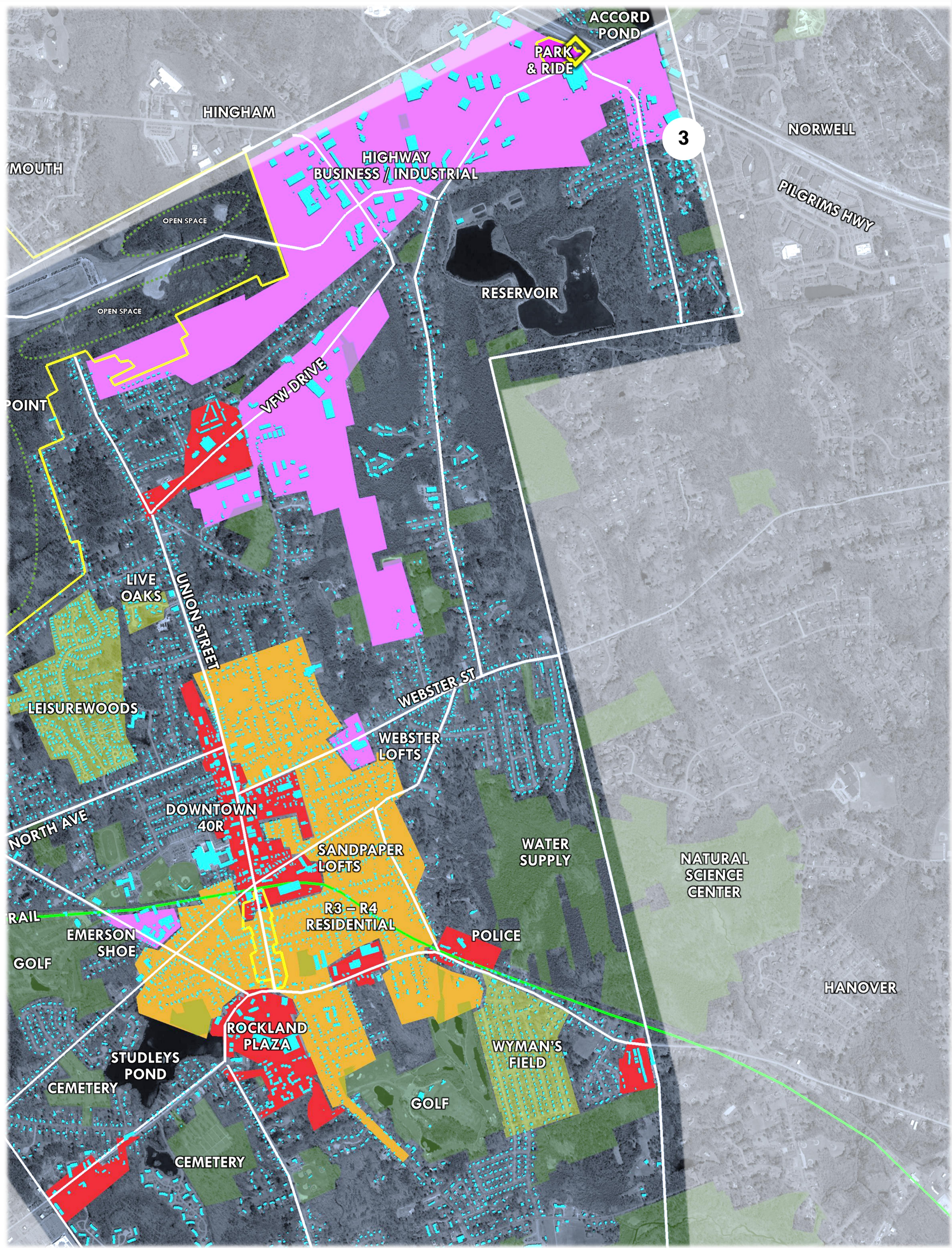
**LEISURE RETAIL**

- restaurants, cafes, bakeries
- can attract workers for lunch & after-work spending
- thrive in pedestrian friendly areas with streetscape amenities
- require more gallons per day (GPD) of wastewater treatment capacity

**Q4** *Should Town expand its marketing & district branding efforts to promote Rockland, & bring awareness to its potential?*

**Broadcast as good place to "live, raise kids, shop & work" & "open for business"?**

**Attract workers to linger & spend money/time at shops, restaurants & bars?**



**PLEASE REVIEW INFORMATION RELATED TO QUESTION #**  
**PLEASE RESPOND ON PAPER BALLOT**

The following questions relate to preliminary key issues (that are partly based on recent planning studies) in order to get your ideas about how the Town might address them. Your responses will help us to begin to identify goals, strategies and recommendations.

**Q5** *Should the Town spearhead additional seasonal social events by partnering with civic-minded members & organizations?*

**Foster community, trust & local pride?**

**Bring visitors & foot traffic to nearby businesses?**



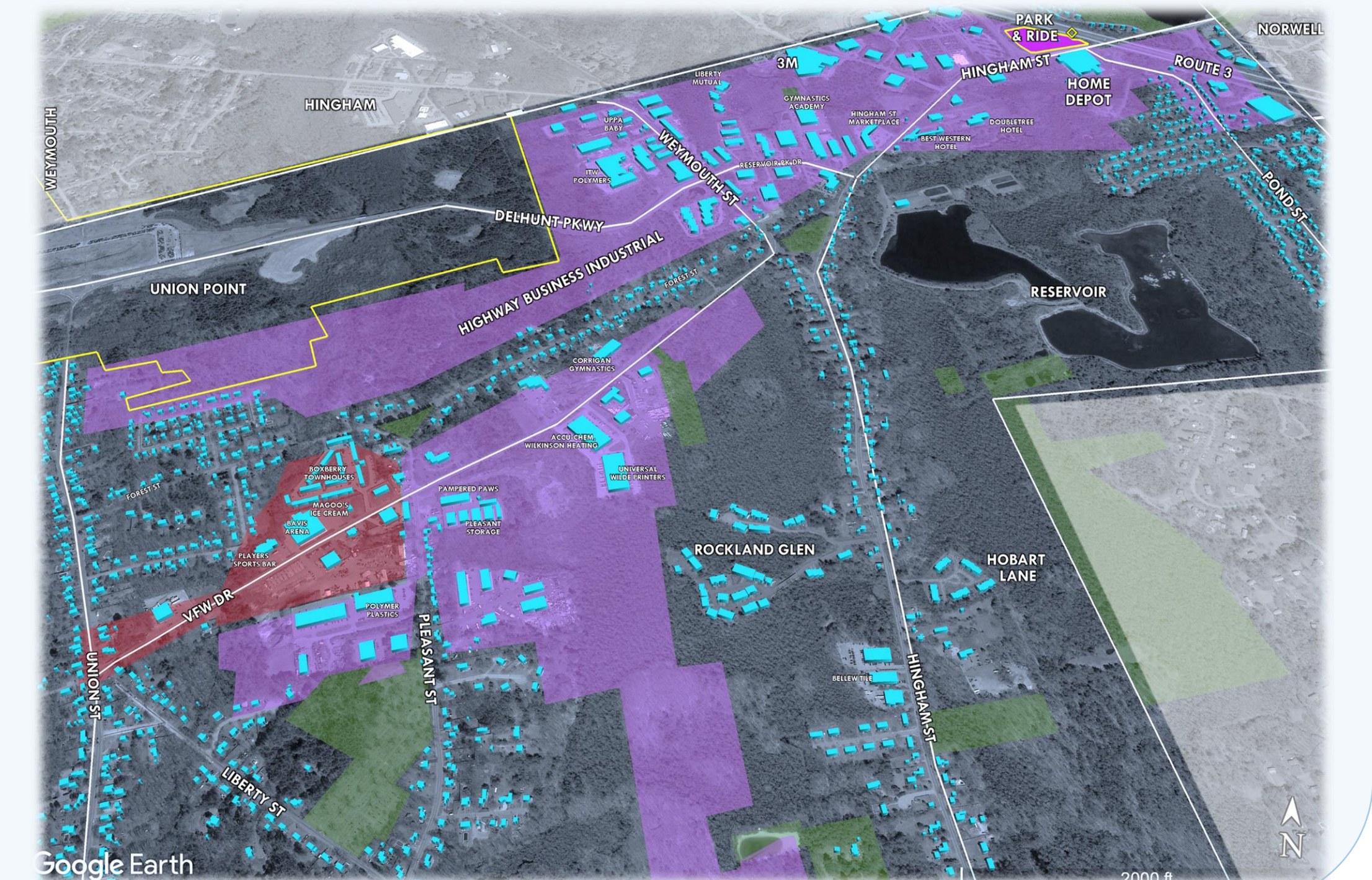
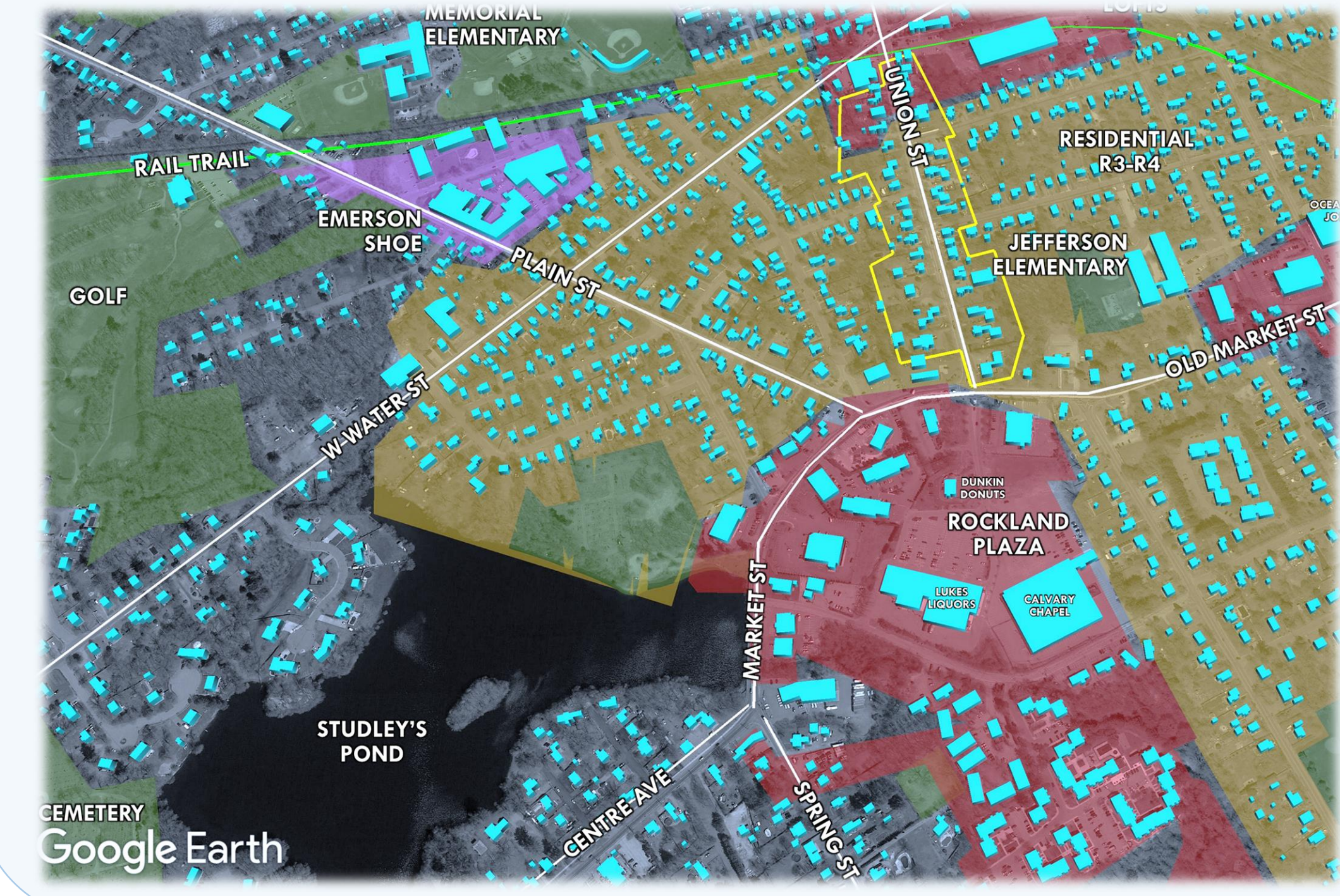
**Q6** *What improvements can be made to existing business nodes at Rockland Plaza, & industrial businesses near Hingham St. & Rt 3?*

**TURN LANES, LIGHTS, CURB CUTS?**

**ZONING?**

**STREETSCAPE IMPROVEMENTS?**  
 landscaping? lighting?

**CIRCULATION?**



**Q7** *Should the Town strategically improve its key public facilities to also achieve other Town economic development goals?*

**Keep & improve existing facilities?**

- Town Hall
- Library
- McKinley School
- Community Center
- Fire Station
- Other?

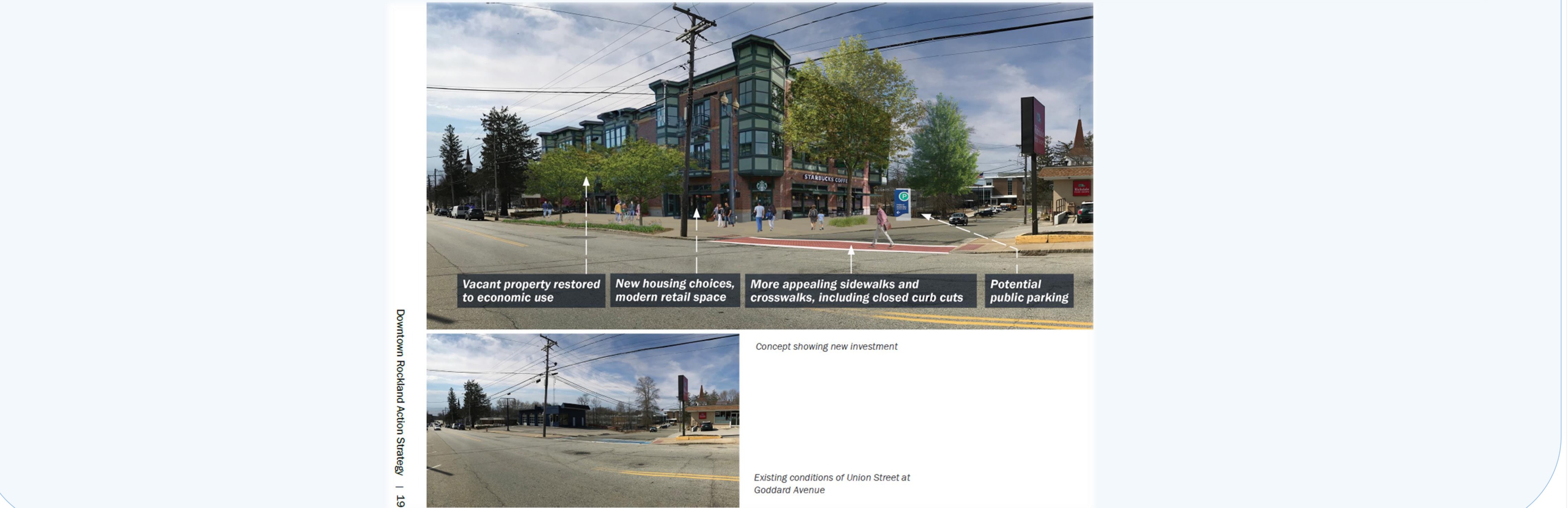
- These changes could include:**
- Meeting room facilities for community organizations to reserve.
  - A modest-sized outdoor square/plaza/courtyard where people can congregate.
  - Improved connections to surrounding foot traffic and nearby shops

**Leverage existing facilities to create more impactful multi-use ones?**

- These changes could include:**
- Improving the relationship between public uses and nearby businesses
  - Consolidating two or more public facilities to **create an indoor/outdoor civic anchor** with multiple public functions that can act as a bigger destination with possibly daytime, evening, weekday and weekend activities
  - **Increase the visibility and prominence** of the public facility's frontage along Union Street
  - "Frame" a modest-sized outdoor hardscaped square/plaza/courtyard where people can congregate

**ADDITIONAL INFORMATION REGARDING QUESTION**

- A MassDevelopment & Goody Clancy study from July 2019 mentioned the possibility of upgrading public facilities such as the library, community center, and fire station.



# TRANSPORTATION & HOW TO MOVE AROUND: *mobility for all*

- 1 PLEASE REVIEW INFORMATION RELATED TO QUESTION #
- 2 PLEASE RESPOND ON PAPER BALLOT

The following questions relate to preliminary key issues (that are partly based on recent planning studies) in order to get your ideas about how the Town might address them. Your responses will help us to begin to identify goals, strategies and recommendations.

## Q8 What should the Town do to help residents get around without using their cars?

### BETTER CONNECTIONS & TRAFFIC CALMING



- identify priority areas for sidewalks – where?
- explore better connections to parks or other Town destinations – where?
- improve roadway connections to highways or regional destinations outside of Town – where?
- traffic calming measures to slow traffic speed through “road diets” – see examples below
- make pedestrian crossings safe at busy intersections or road segments – where?

### REGIONAL MICROTRANSIT OPTIONS TO COMMUTER RAIL



**ON-DEMAND MICRO TRANSIT SHUTTLE PARTNERSHIPS WITH AREA EMPLOYERS**  
for example, “Uber-like” shuttle vans in partnership with major employers



**CONNECTING TO EXISTING REGIONAL TRANSIT AUTHORITIES**

- fixed-route conventional shuttle vans
- shared by major employers and running between commuter rail stations, downtown, and major business areas in Town

### ENHANCE BIKE & TRAIL CONNECTIONS



- enhance existing Rail Trail to make it easier to get to the Town Forest, and beyond to the four different neighboring towns by bicycle
- dedicated bike lanes where possible

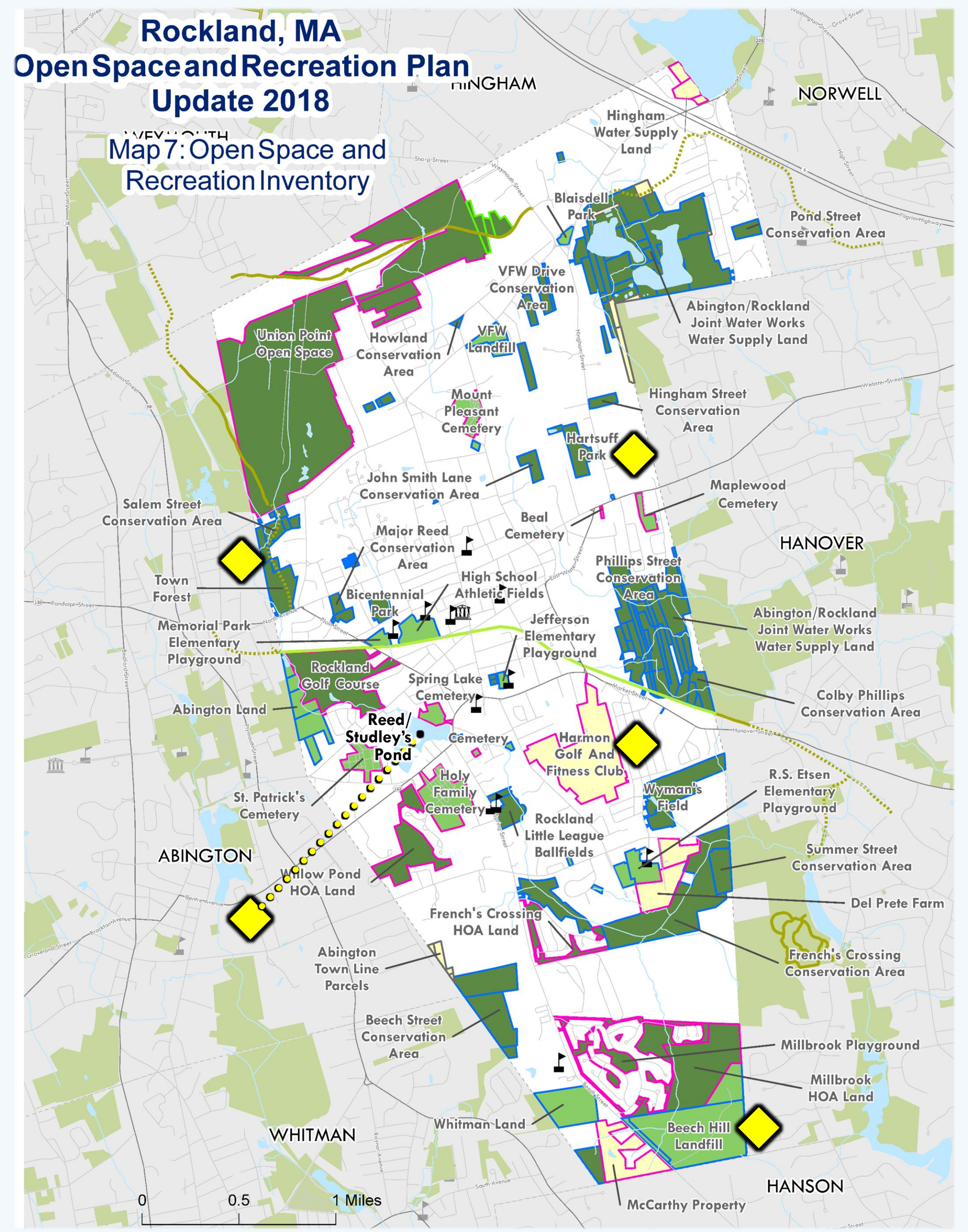


**PLEASE REVIEW INFORMATION RELATED TO QUESTION #**  
**PLEASE RESPOND ON PAPER BALLOT**

The following questions relate to preliminary key issues (that are partly based on recent planning studies) in order to get your ideas about how the Town might address them. Your responses will help us to begin to identify goals, strategies and recommendations.

**Q9** *Building upon Town's Open Space Plan, rank which park locations the Town should improve first. (WRITE 1, 2, 3, ETC. IN ORDER)*

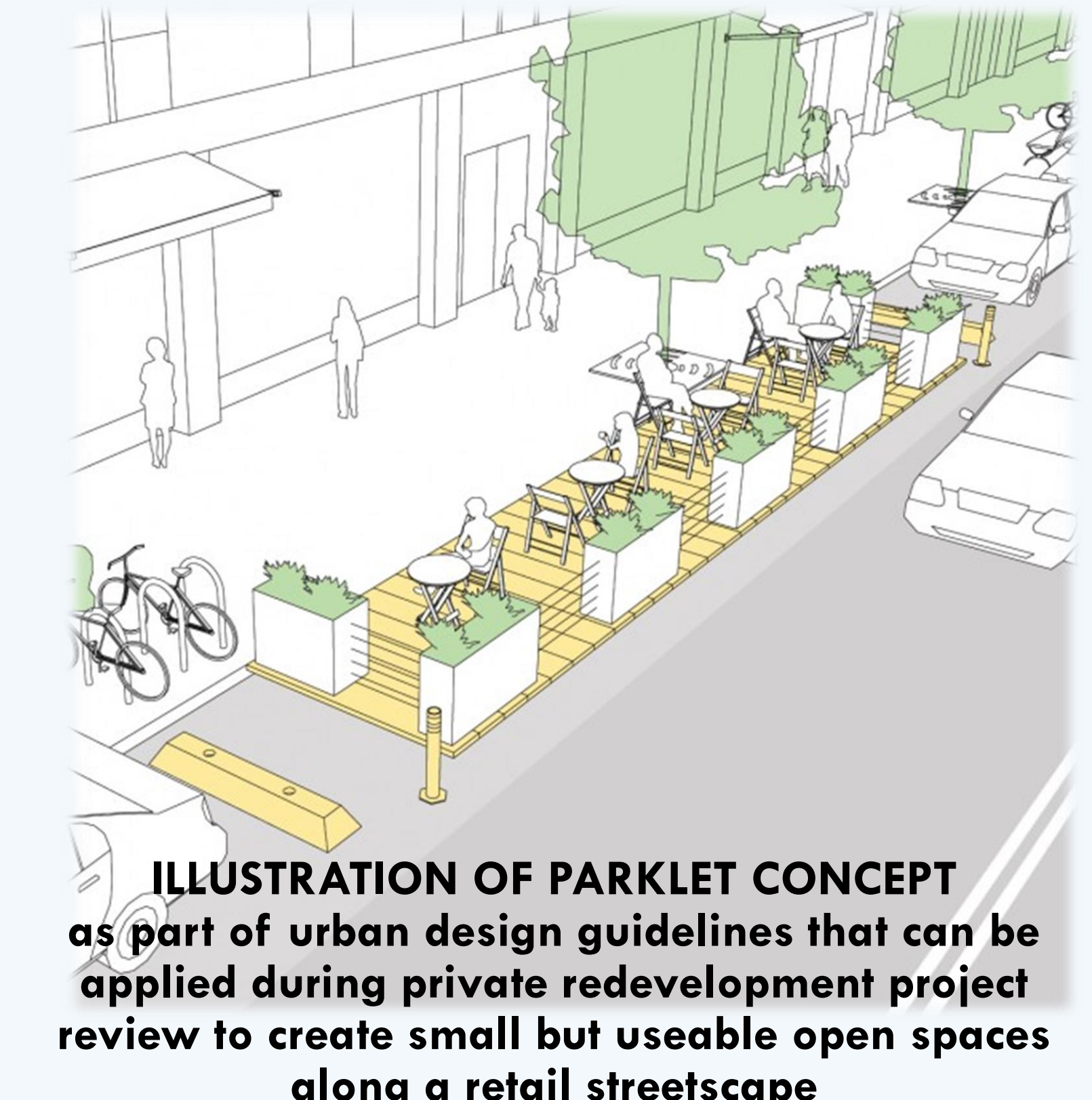
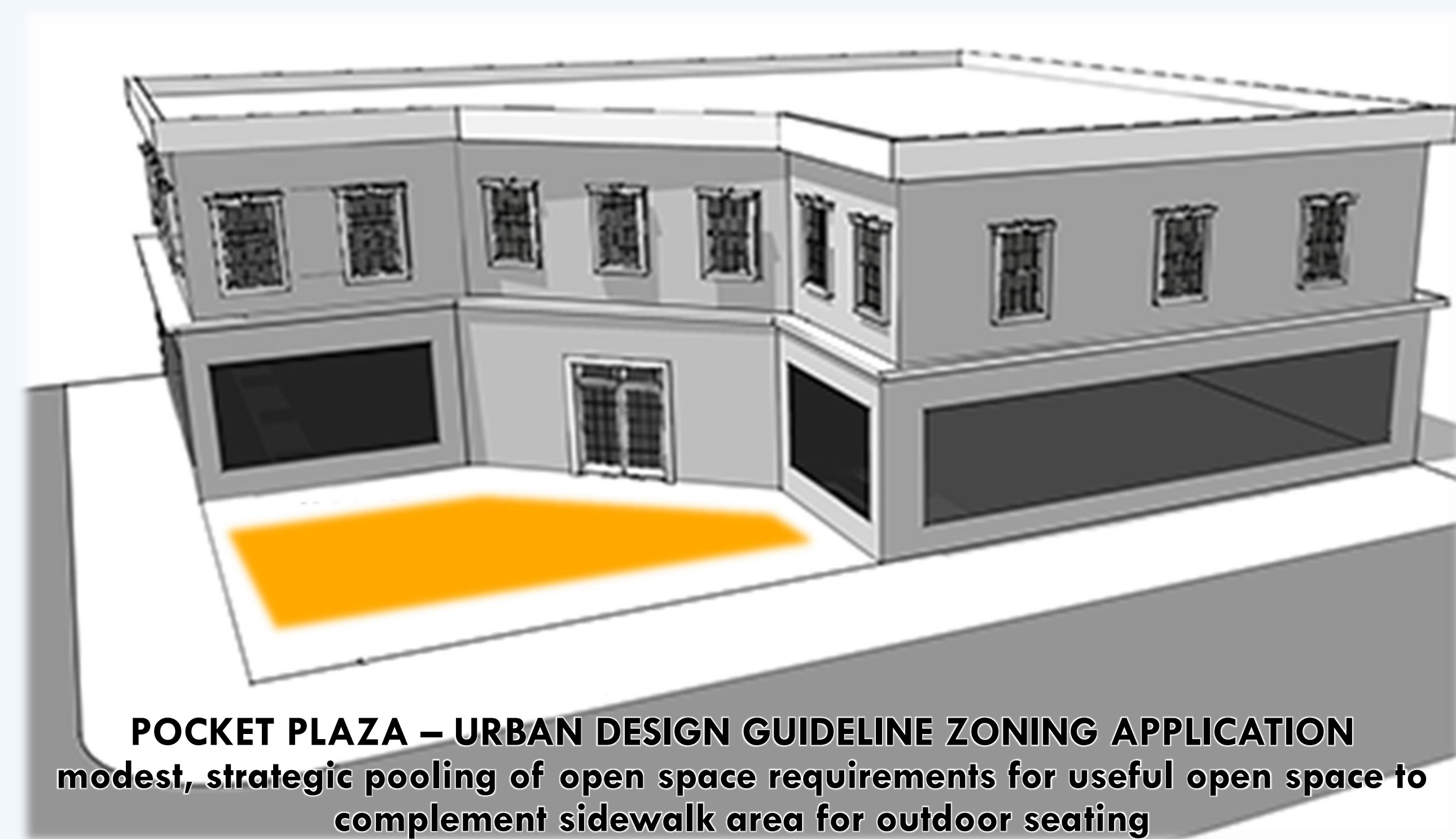
- Beach Hill Landfill Park
- Bicentennial Park
- Rail Trail to Union Point
- Reeds/Studley's Pond
- Hartstuff Park
- Town Forest
- Other?



*...rank which park activities the Town should improve first. (WRITE 1, 2, 3, ETC. BY ORDER)*



**Q10** *Should the Town spearhead the creation of small pocket plazas for seating & dining to improve socializing & shopping experiences along Union Street?*



**ADDITIONAL INFORMATION REGARDING QUESTION**

- The Town's recently passed Downtown Rockland Revitalization rezoning has a variety of urban design guidelines included in it, is intended to be applied when development proposals come forth, and could include the modest indentation of new main building facades in order to accommodate small outdoor seating areas to improve the shopping experience along enhanced sidewalks and storefronts.

- 1 PLEASE REVIEW INFORMATION RELATED TO QUESTION #
- 2 PLEASE RESPOND ON PAPER BALLOT

The following questions relate to preliminary key issues (that are partly based on recent planning studies) in order to get your ideas about how the Town might address them. Your responses will help us to begin to identify goals, strategies and recommendations.

**Q11** Are there any existing parks or historic/cultural sites that could benefit from better signage, visibility, & awareness?

Improve Historic District? Better signage for unknown parks?  
Better markers or signs for cultural sites?



GRAND ARMY OF THE REPUBLIC HALL



ROCKLAND ALMSHOUSE / NORTH RIVER COLLABORATIVE



PHOENIX BUILDING



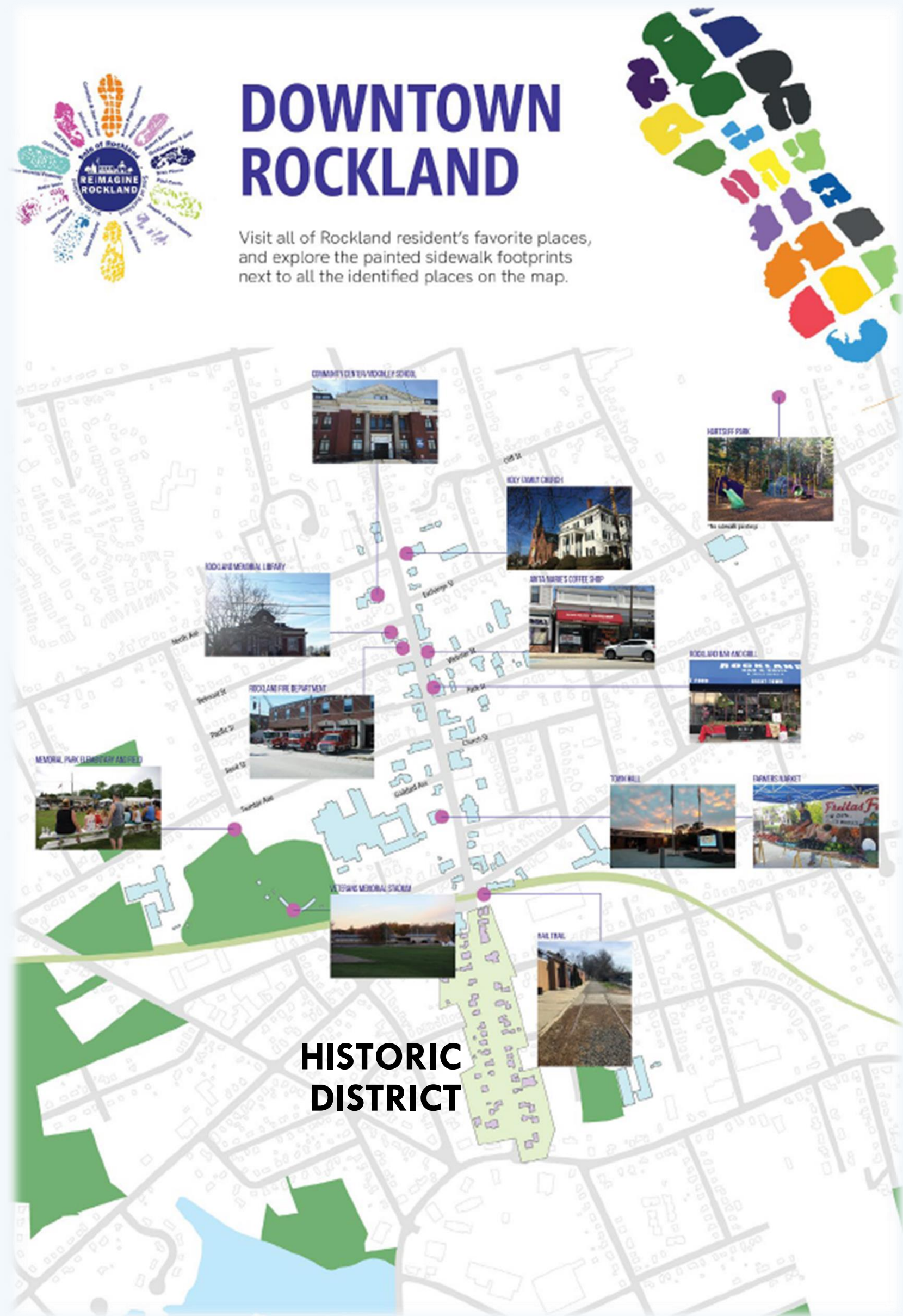
COMMUNITY CENTER / MCKINLEY SCHOOL



CRAYOLA HOUSE

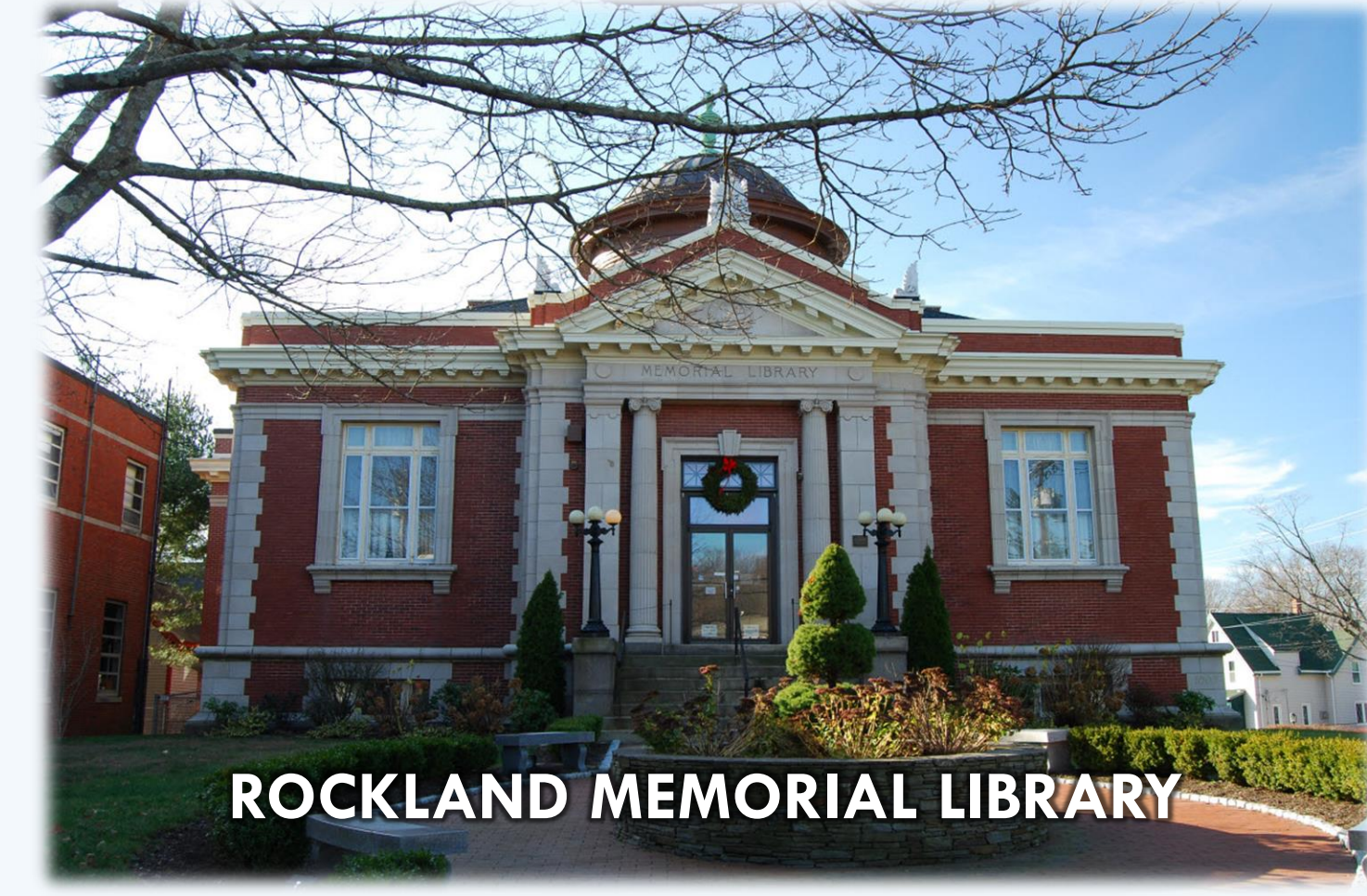


HOLY FAMILY CHURCH



**DOWNTOWN ROCKLAND**  
Visit all of Rockland resident's favorite places, and explore the painted sidewalk footprints next to all the identified places on the map.

**HISTORIC DISTRICT**



ROCKLAND MEMORIAL LIBRARY

**Q12** What can the Town do to continue to help residents save on energy bills & promote sustainability?

**Continued support of Clean Energy Choice?**  
This involves the strategic bulk purchase of a community's residential and business accounts which offer savings on total cost.

**Encourage green building features for future developments?**  
This could involve green roofs, solar panels, rain gardens, and other low impact design features.

**Require public buildings to have green building features?**  
This could involve green roofs, solar panels, rain gardens, and other low impact design features. The Town can "lead by example".



RAIN GARDEN



GREEN ROOF



GREEN ROOF



PERVIOUS ASPHALT & CONCRETE