

Wrentham Master Plan Phase I

PROJECT KICKOFF
June 4, 2020





Agenda

- 01. **Introductions**
- 02. **Project Overview**
- 03. **Master Plan Committee**
- 04. **Wrentham Today**
- 05. **Next Steps**

Introductions



- **Name and affiliation**
- **Related experience**
- **One thing you love about Wrentham**

Steering Committee

Louis Allevato, Resident at Large

Stephanie Duquette, Executive Assistant to
Town Administrator/Resident

Diane Glass, Landscape Committee

George Labonte, Deputy Police
Chief/Resident

Jerry McGovern, Select Board

Laurence McGovern, Open Space Committee

Jeffrey Plante, Resident at Large

Steve Schwarm, Planning Board

Alan Selling, Open Space Committee

Everett Skinner, Jr., Planning Board

Jeffrey Spratt, Economic Development
Committee

Selena Zubrowski, Landscape Committee

MAPC Project Team



Ralph Willmer, FAICP
Principal Planner
Project Role:
Principal-in-Charge



Ella Wise
Senior Land Use Planner
Project Role:
Project Manager



Carolina Prieto
Community Engagement Specialist
Project Role:
Community Engagement

Town Staff



Kevin Sweet
Town Administrator



Rachel Benson
Town Planner



Project Overview

What is a Master Plan?

A master plan is a **strategic framework** that guides the future **physical and economic development** of a town or city based on the **community's vision and goals**.



The Master Plan provides the Town with:

- A vision for its future
- Goals and strategies to capitalize on opportunities
- An action plan for positive change

What is included in Phase I?

Full Master Plan

- 
1. Community Vision
 2. Land Use
 3. Housing
 4. Economic Development
 5. Natural & Cultural Resources
 6. Open Space and Recreation
 7. Services & Facilities
 8. Circulation
 9. Optional: Climate Action, Public Health, Governance
 10. Implementation

Phase 1

1. Community Vision

Two of the required elements

Land Use
Housing
Economic Development
Natural & Cultural Resources
Open Space and Recreation
Services & Facilities
Circulation

Timeline

June 2020

Existing Conditions
Research

Public Outreach

Draft Issues &
Opportunities Report

VISIONING

Public Outreach

Draft 2 Master
Plan Elements

Public
Outreach

Finalize

PLAN DEVELOPMENT

June 2021



Master Plan Committee

Roles and Expectations

- **Provide input and guidance** throughout the process related to community engagement and plan content
- Provide direct communication to and from a **cross-section of groups** in the community
- Act **as plan ambassadors** and assist in public participation and dissemination of information

Master Plan Committee

Logistics



ShareFile for sharing documents internally



Webpage for sharing updates and materials with community



4 Committee meetings, plus outreach and reviewing materials

Master Plan Committee

Chair, Vice Chair, and Clerk

Chair and Vice Chair: Primary Roles

- Call meetings to order
- Meeting minutes approval
- Meeting close

Clerk

- Committee meeting notes
- Distribution



Master Plan Committee

Name the plan...

Wrentham 2030?

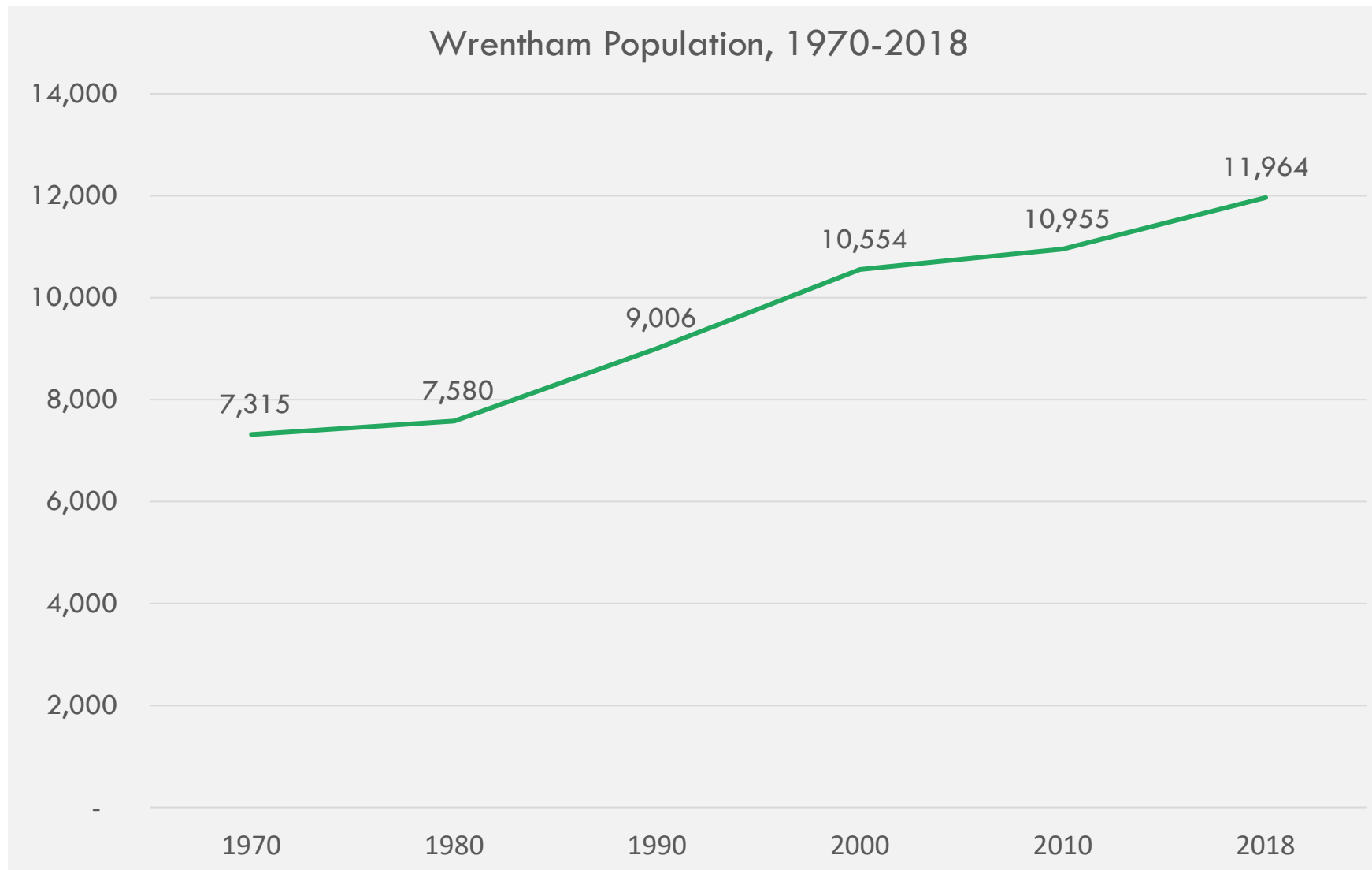
Wrentham Vision?

Wrentham Tomorrow?

Wrentham Today: Population & Land Use Trends



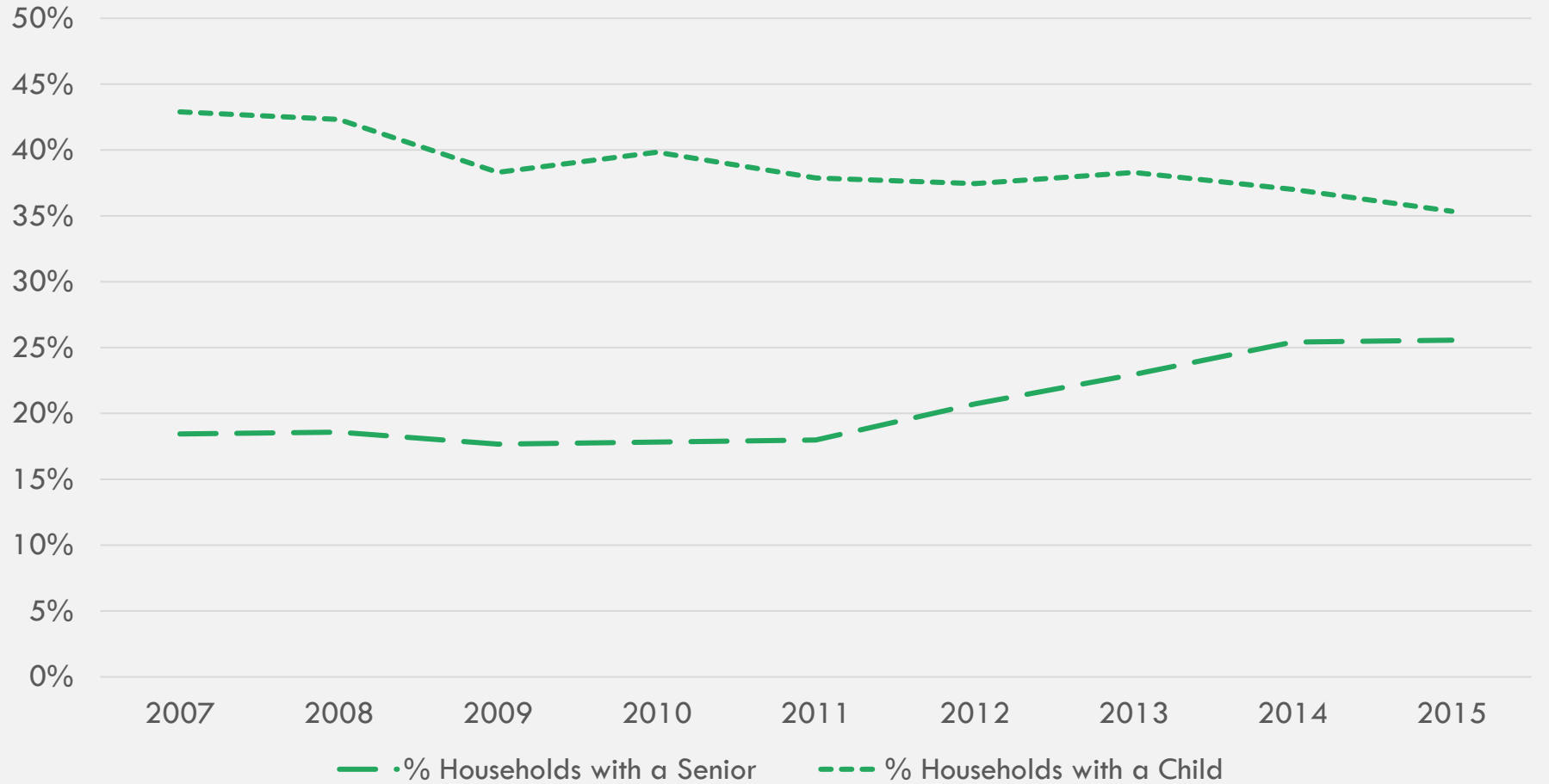
Population growth



Source: US Census, 1970-2010; US Census Population Estimates, 2018

Age Trends

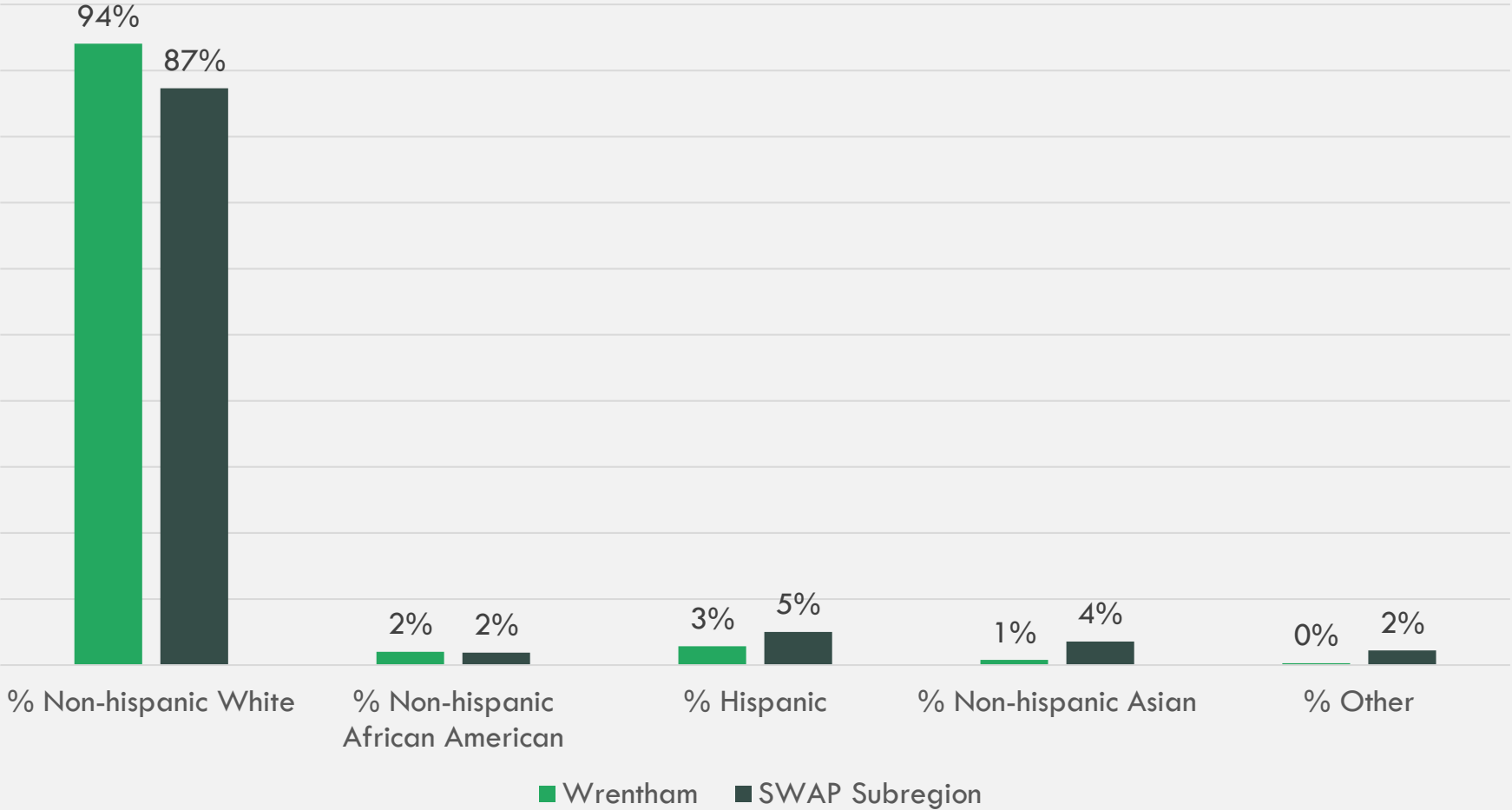
Households with Seniors vs. with Children
2007-2015



Source: US Census American Community Survey, 2013-2017 Averages

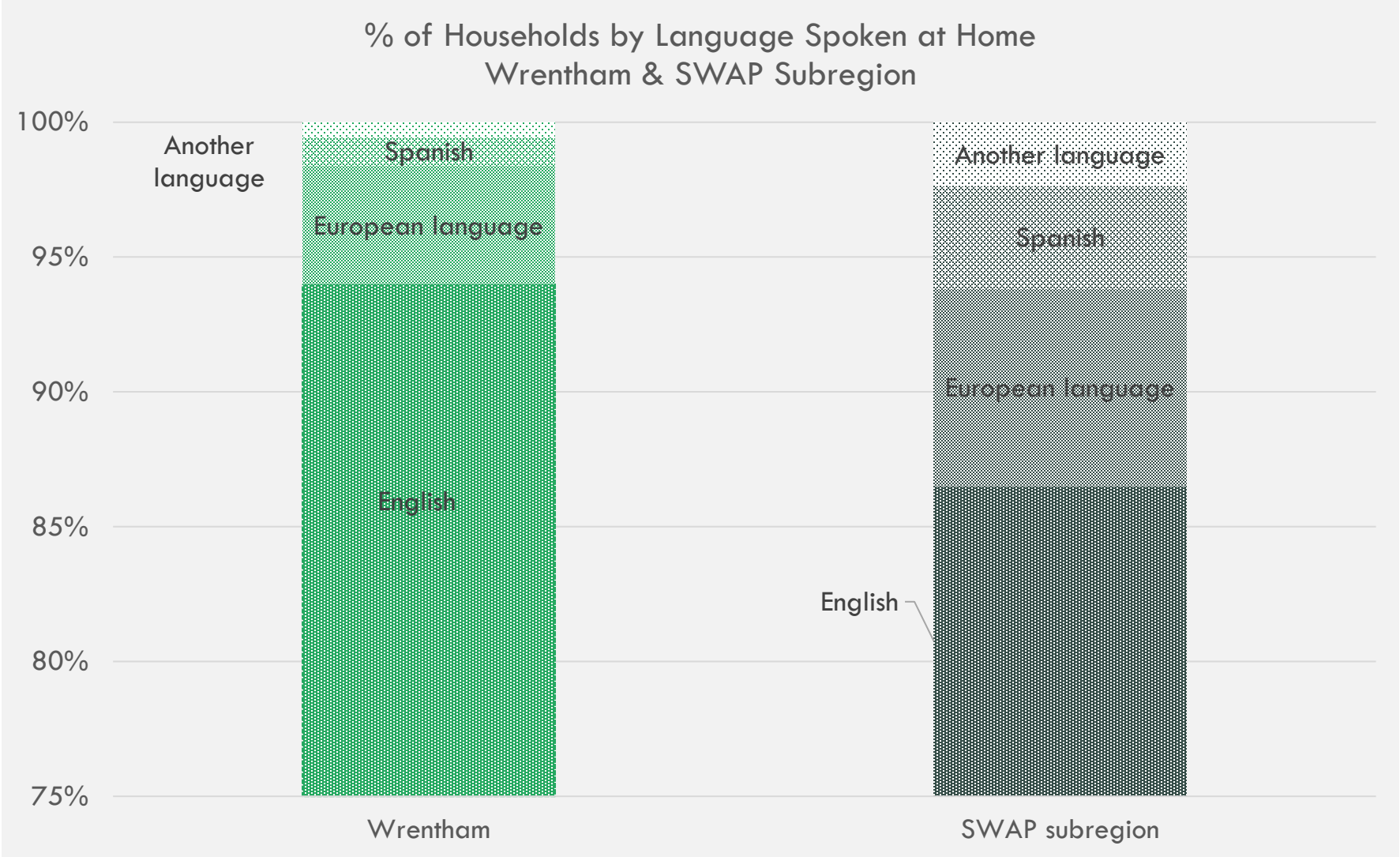
Race

Population by Race & Ethnicity
Wrentham & SWAP Subregion



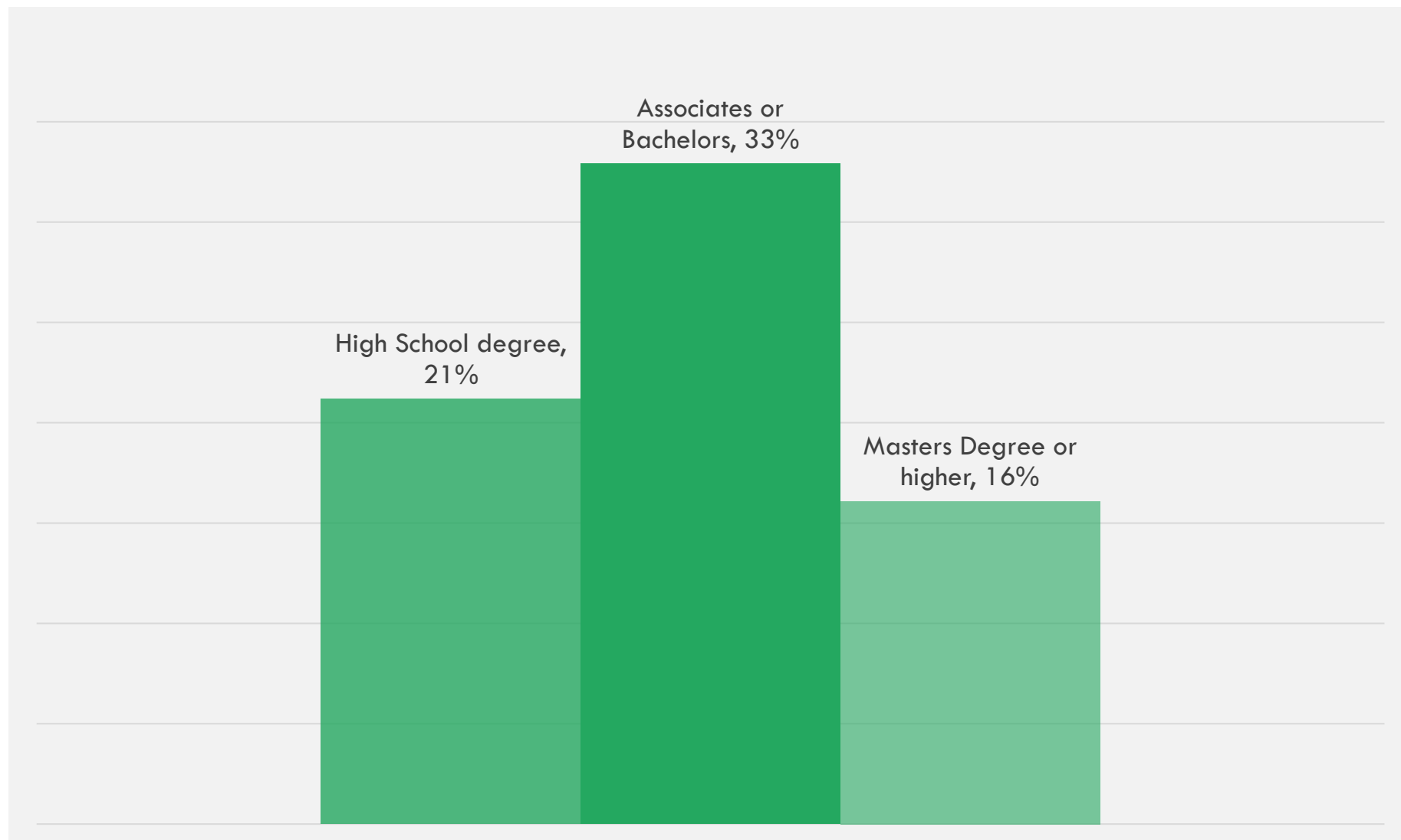
Source: US Census American Community Survey, 2013-2017 Averages

Language



Source: US Census American Community Survey, 2011-2015 Averages

Education



Source: US Census American Community Survey, 2013-2017 Averages

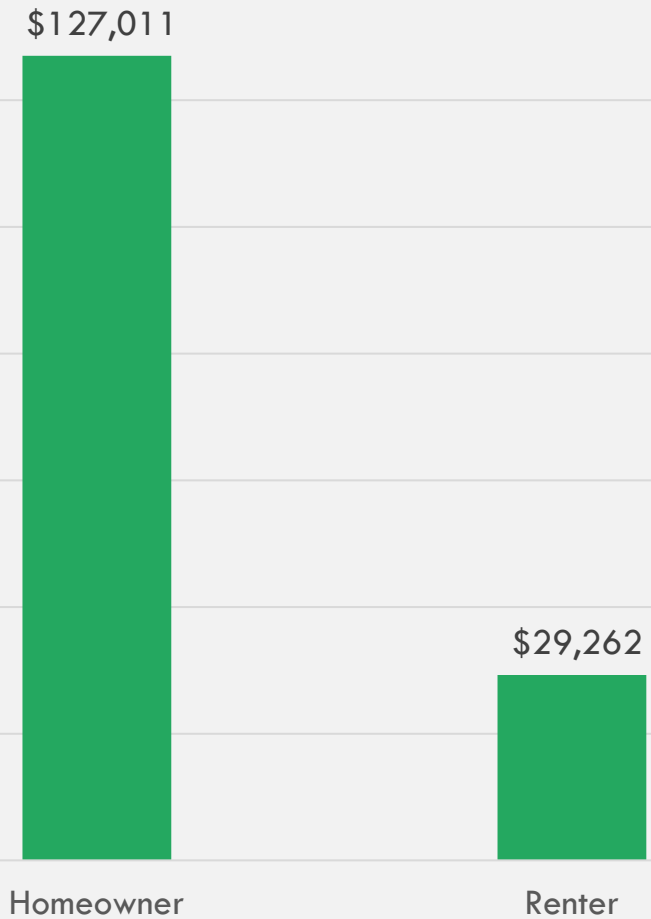
Income

Median household income:
\$107,444

Residents living in poverty:
Between 350-800 people

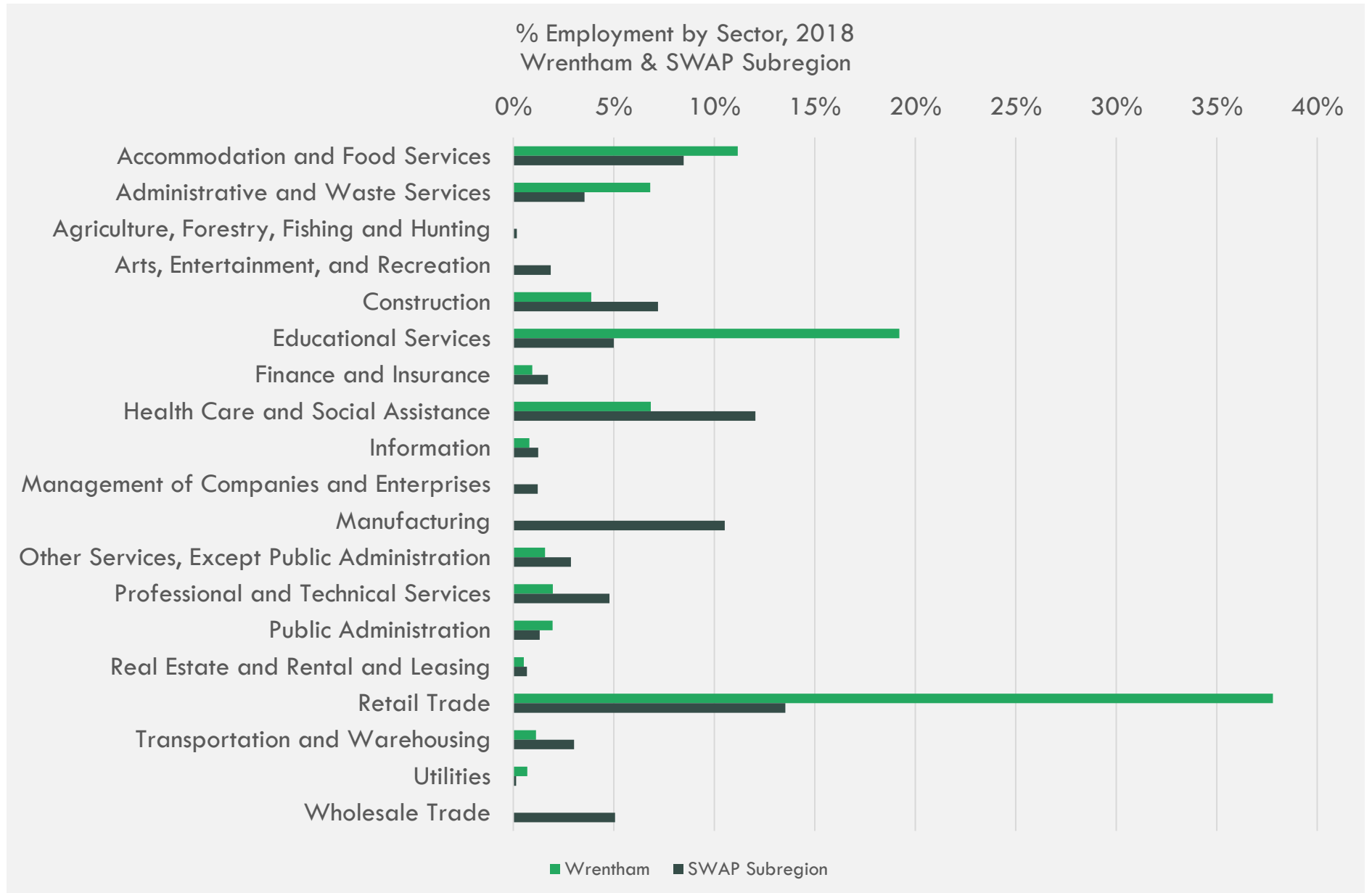


Household Income by Tenure



Source: US Census American Community Survey, 2013-2017 Averages

Jobs



Source: Executive Office of Labor and Workforce Development, 2018

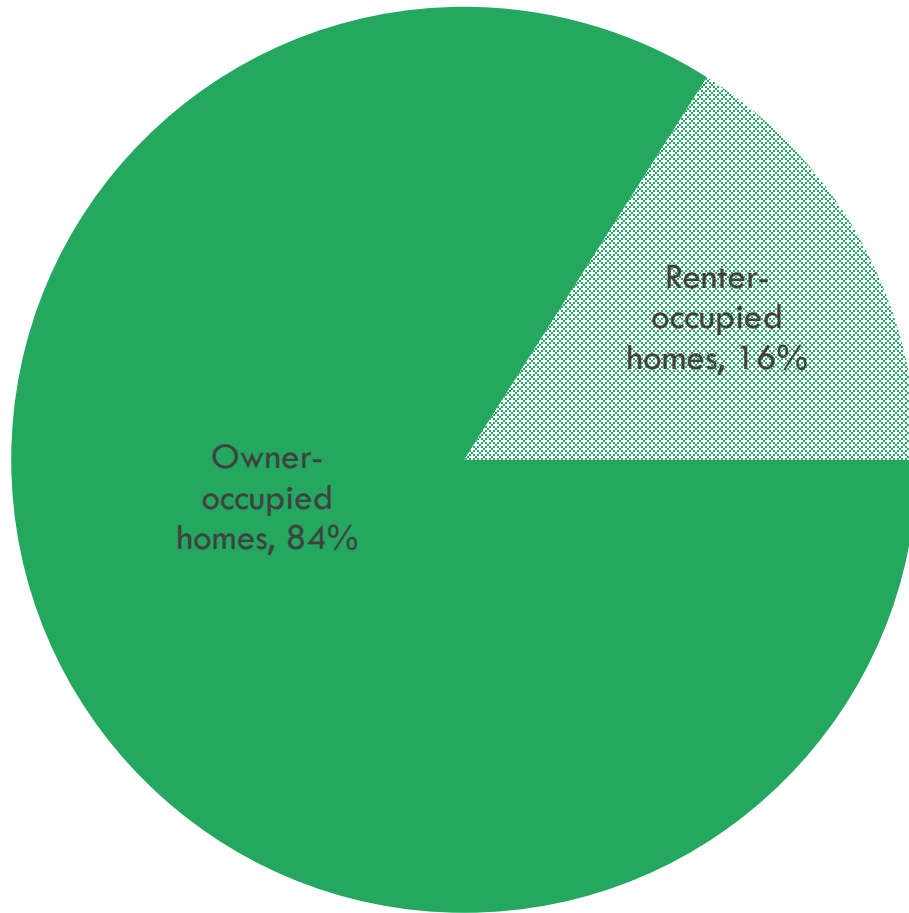
Employers

Industry	Average Monthly Employment	Number of Employers	Average Weekly Wage
Accommodation and Food Services	772	24	\$466
Administrative and Waste Services	471	31	\$876
Construction	268	62	\$1,156
Educational Services	1,328	10	\$1,008
Finance and Insurance	65	16	\$1,848
Health Care and Social Assistance	473	50	\$757
Information	55	8	\$1,663
Other Services, Except Public Administration	109	30	\$701
Professional and Technical Services	136	50	\$1,561
Real Estate and Rental and Leasing	36	10	\$1,172
Retail Trade	2,613	172	445
Transportation and Warehousing	78	10	\$1,189
Wholesale Trade	48	23	\$1,591
Total, All Industries	6,914	516	\$749



Source: Executive Office of Labor and Workforce Development, 2018

Housing Tenure

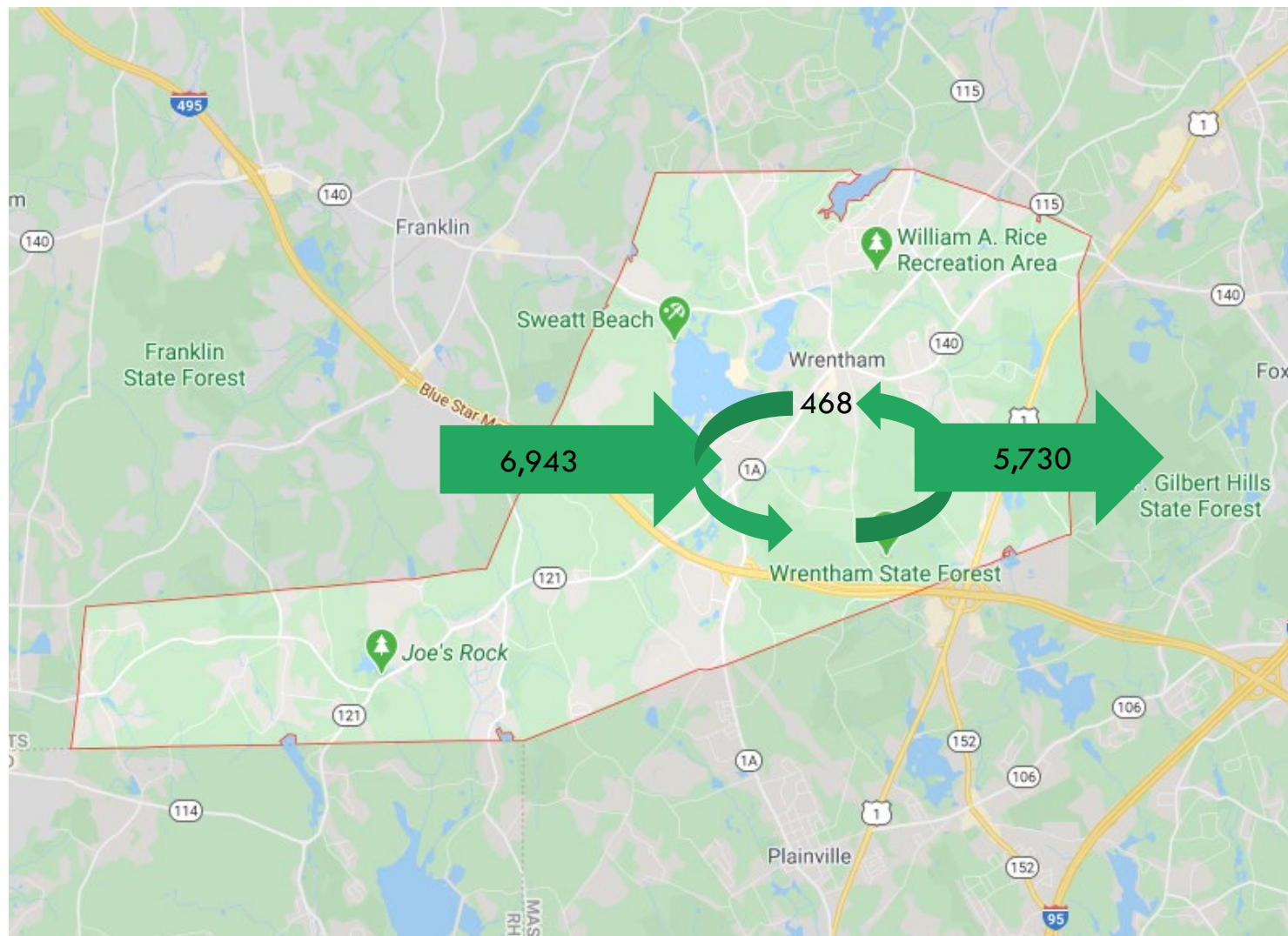


- 3,821 total housing units
- 3,418 owner-occupied
- 658 renter-occupied*
- 485 or 13% of total units are subsidized
- 92% of residents lived in the same house 1 year ago
- Most who had moved, came from another home within Norfolk County

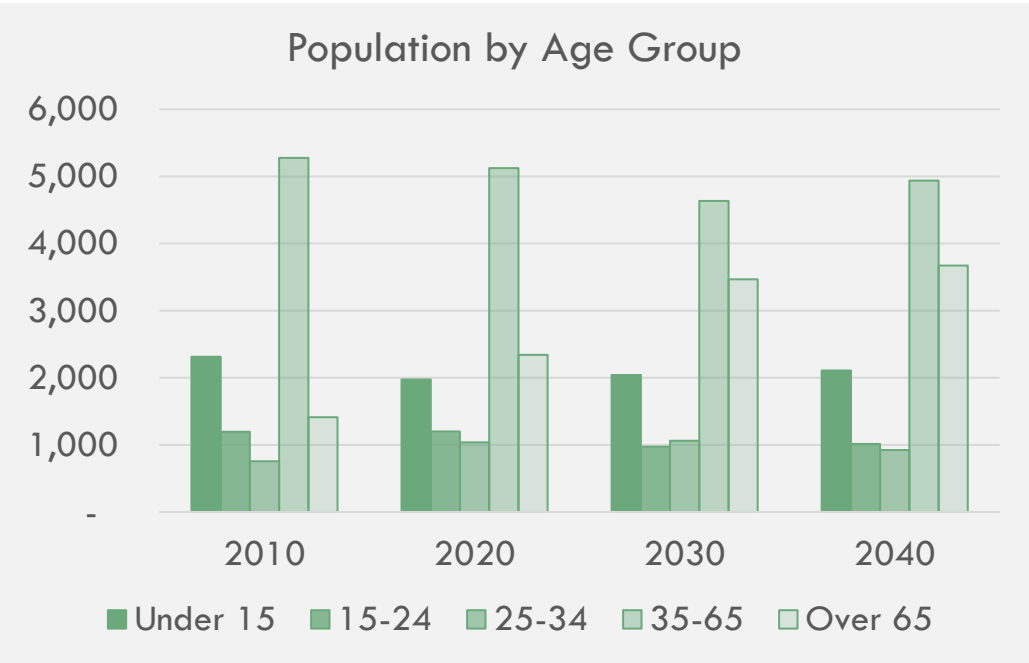
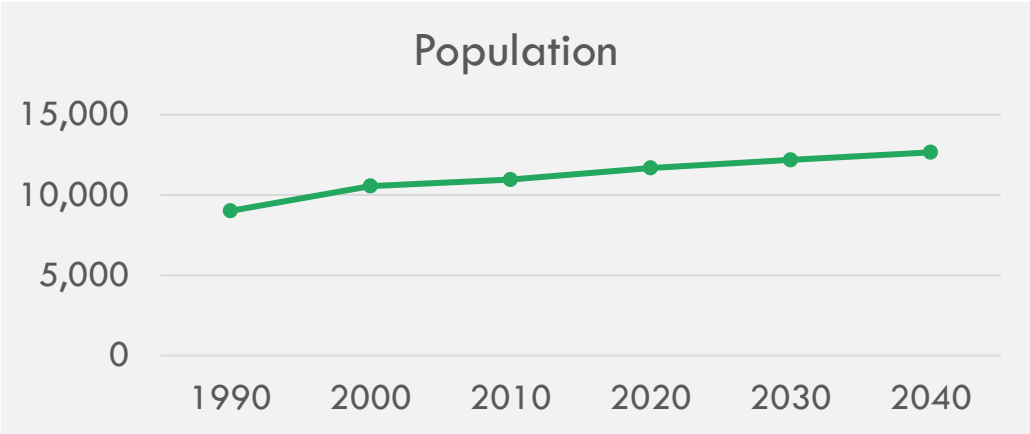
* 135 margin of error

Source: US Census American Community Survey, 2013-2017 Averages; MA Department of Housing and Community Development, 2017

Commute Patterns

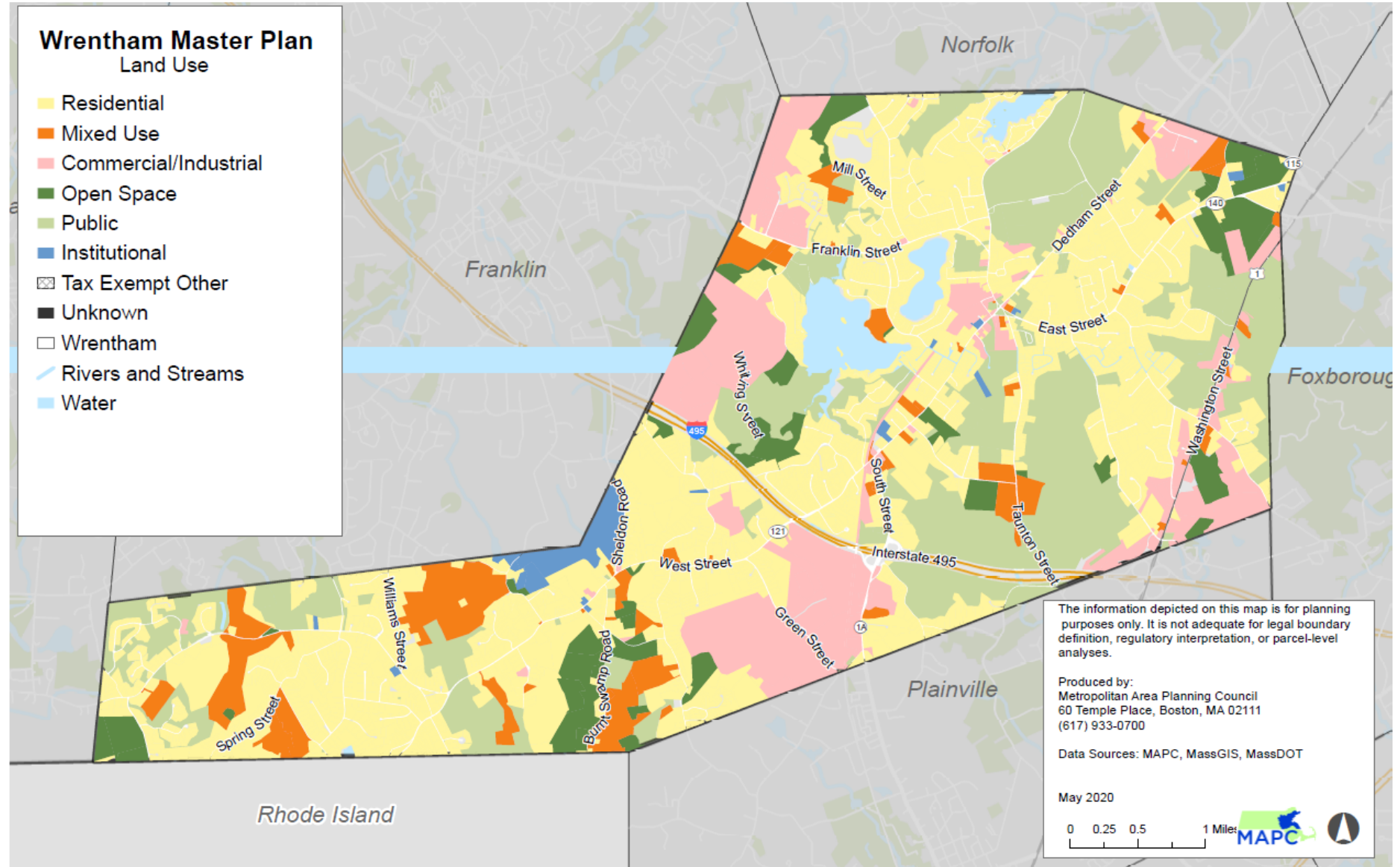


Population Projections



Source: Massachusetts Department of Transportation, 2018; MAPC, 2011

Land Use



DISCUSSION QUESTIONS

What is one new thing you learned?

What do you find more surprising?

What is something you would like us to research further?

Wrentham Today: Existing Plans



Master Plan (2004)

Vision Statement

The Town of Wrentham seeks to actively preserve its New England charm and character, through conservation of rural areas and its Village Center, while pursuing a defined development strategy. It is our Vision that the Town of Wrentham maintain and enhance a high quality of life, and be affordable, for all of its residential and corporate citizens. Wrentham citizens, their elected boards and appointed committees, will be guided by this Vision.

Master Plan (2004)

Key objectives:

- Preserve and acquire open space
- Protect water sources and quality
- Improve recreational facilities, create a Parks & Recreation Dept
- Direct growth to village centers: Channel growth into 5 centers: Downtown Town Center, Wrentham Development Center, Wampum Corner, Sheldonville, Backlands near the Wrentham Premium Outlets
- Protect rural character
- Increase affordable housing options
- Increase tax rebateables by encouraging commercial development
- Match new development to the appropriate locations
- Attract higher paying jobs
- Targeted zoning reform
- Improve certain intersections and roadway segments and conduct Route 1A study
- Streamline permitting and processing

Draft Open Space & Recreation Plan (2020)

4,671 acres of
protected open space,
recreation land, and
private property with
limited protection

Goals

- Protect Watersheds to Maintain Water Quality
- Preserve Wrentham's Rural Appearance
- Create Support for Open Space Protection
- Protect Sensitive Habitat and Wildlife Corridors
- Improve Existing Recreation Facilities (General)
- Improve Existing Recreation Facilities (Specific)
- Develop new facilities and programs to serve all demographic groups

Municipal Vulnerability Plan (2018)

- Top climate hazard: inland flooding
- Strengths: Cooperative public safety staff; 2,700 acres of open space; community services
- Top recommendations
 - Infrastructure: Establish a shelter, relocate the Public Works building outside of floodplain, improve communications equipment and strategies
 - Society: Create a more cohesive Local Emergency Planning Committee, create a plan to protect Housing Authority residents, increase Senior Center size, expand food pantry, create back up supply of potable water
 - Environment: Re-evaluate stormwater bylaws, create an OSRP, restore the lake systems

Hazard Mitigation Plan (2018)

- Flooding presents greatest hazard
- Climate change may exacerbate flooding risk
- Highest priority mitigation measures:
 - Complete a feasibility study for renovating or moving the Department of Public Works
 - Adopt a stormwater bylaw
 - Implement the Open Space and Recreation Plan
 - Require new Low Impact Development (LID) strategies and stronger wetlands protections

Wrentham Village Zoning (2018)

Goals

- Improve walkability, protect and enhance character of Town Center, enhance vitality, economic development, expand housing options
- Allow new uses, including mixed-use development, in the historic downtown area and at the old, vacant Tyco site
- Clear and flexible approval process with required design standards



Route 1 Corridor Study (2018)

- Potential for more commercial development and increased taxes
- New development would bring new traffic
- Recommendations:
 - Series of traffic engineering improvements, including dedicated turning lanes, landscaped center median, and bicycle route parallel to Route 1



Route 1A Corridor Study (2017)

- High crash rate, particularly around the Town Common and Wrentham Outlets
- Potential for Complete Streets (walking, biking, vehicles) design on certain segments
- Recommendations:
 - Low-cost, short-term, e.g. convert on-street angle parking to parallel parking, change the “Yield” at Common Street and Rte 140 to a “Stop”
 - Higher-cost, long-term, e.g. street re-design from Randall Road to Creek Street with new sidewalks, I-495/Rte 1A interchange improvements

Housing Production Plan (2005)

Need to more than double the amount of affordable homes

147 existing affordable units, need to build 200 more

Lack of affordable options for senior citizens who wish to downsize, for young people starting out, and for many Town employees

Need for:

1. Affordable rental units for seniors and persons with disabilities
2. Affordable rental units for low and very-low income families
3. Affordable homeownership units for low and moderate-income families and young single adults

Recommendations

- Zoning amendments, e.g. inclusionary zoning density bonuses
- Economic Incentive Programs, e.g. District Improvement Financing
- Municipal Leadership, e.g. reactivate the Wrentham Housing Partnership147 affordable units

Wrentham Today

COVID Impact



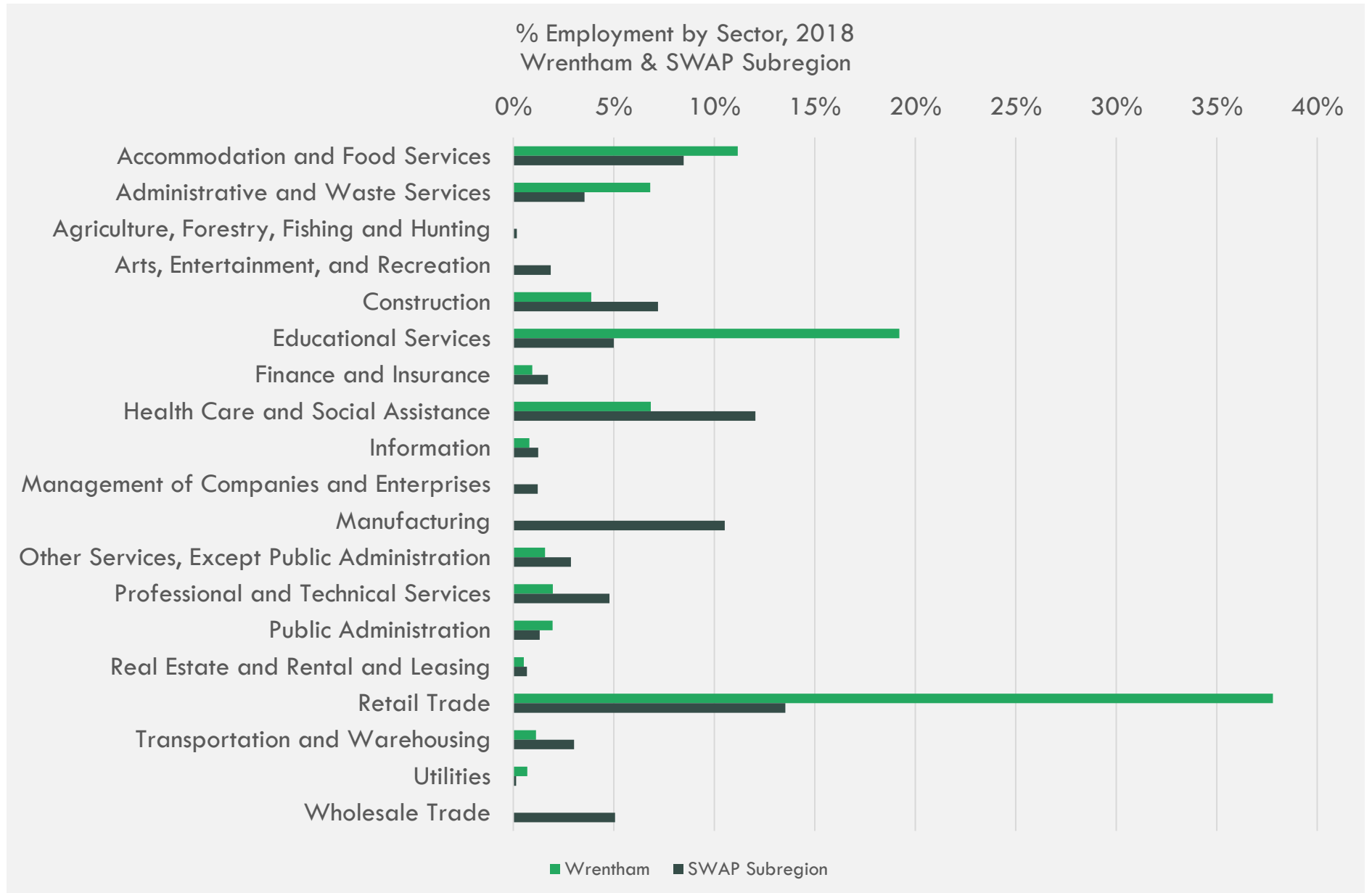
Unemployment

- **21%** of all pre-COVID wage earners in MA have filed for unemployment
- MAPC estimates that **40%** of standard unemployment claims come from just three occupations:
 - Food Preparation and Serving;
 - Office and Administrative Support; and
 - Sales
- About **25%** of people who work in sales have been laid off



Source: MAPC, 2020. For more information:
<https://www.mapc.org/planning101/update-the-covid-19-layoff-housing-gap/>

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Source: Executive Office of Labor and Workforce Development, 2018

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Source: Executive Office of Labor and Workforce Development, 2018

DISCUSSION QUESTION

Given these existing plans, how could the Master Plan Phase I best serve community needs? The Town?

DISCUSSION QUESTION

In terms of the final plan, what does success look like to you?



Next Steps

- Start drafting survey
- Next Meeting: End of June
 - Community Engagement

Thank you!

