



# WRENTHAM 2030 VISION OF TOMORROW

MASTER PLAN

**Wrentham Master Plan**  
Community Vision Survey Results Summary  
October 5, 2020



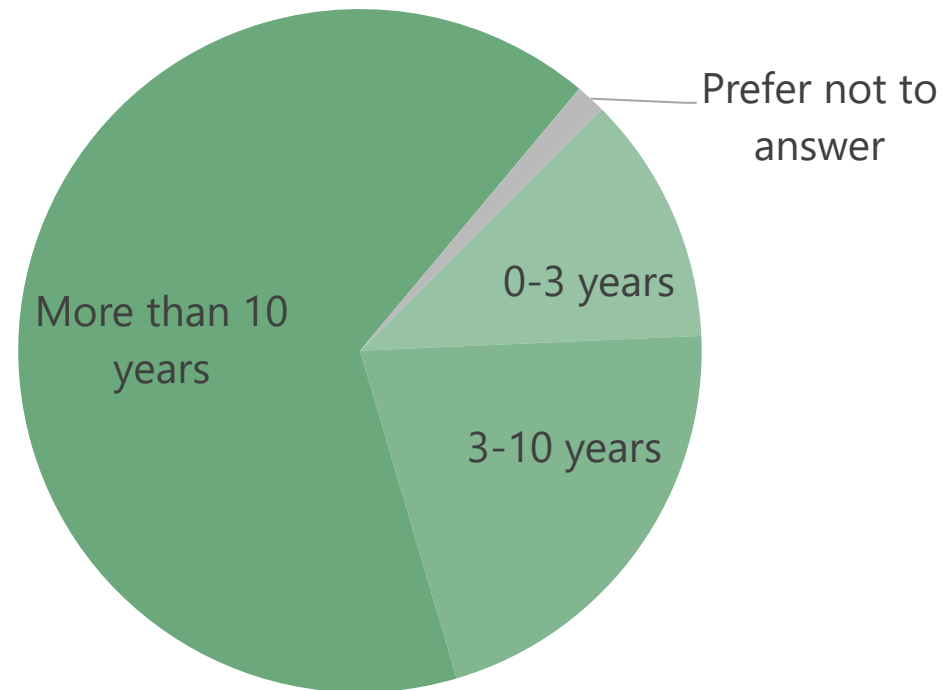
# Survey distribution

- 1,382 respondents! (compare that to a population of 11,000!)
- Distribution strategies
  - Postcard to every household
  - Local newspapers
  - Hard copies at Town Hall
  - Outreach to schools, small businesses, senior center, youth & civic organizations
  - Emails to volunteers, Town staff, and Town boards
  - Social media
- Open August 11 to October 1, 2020

# Who took the survey?

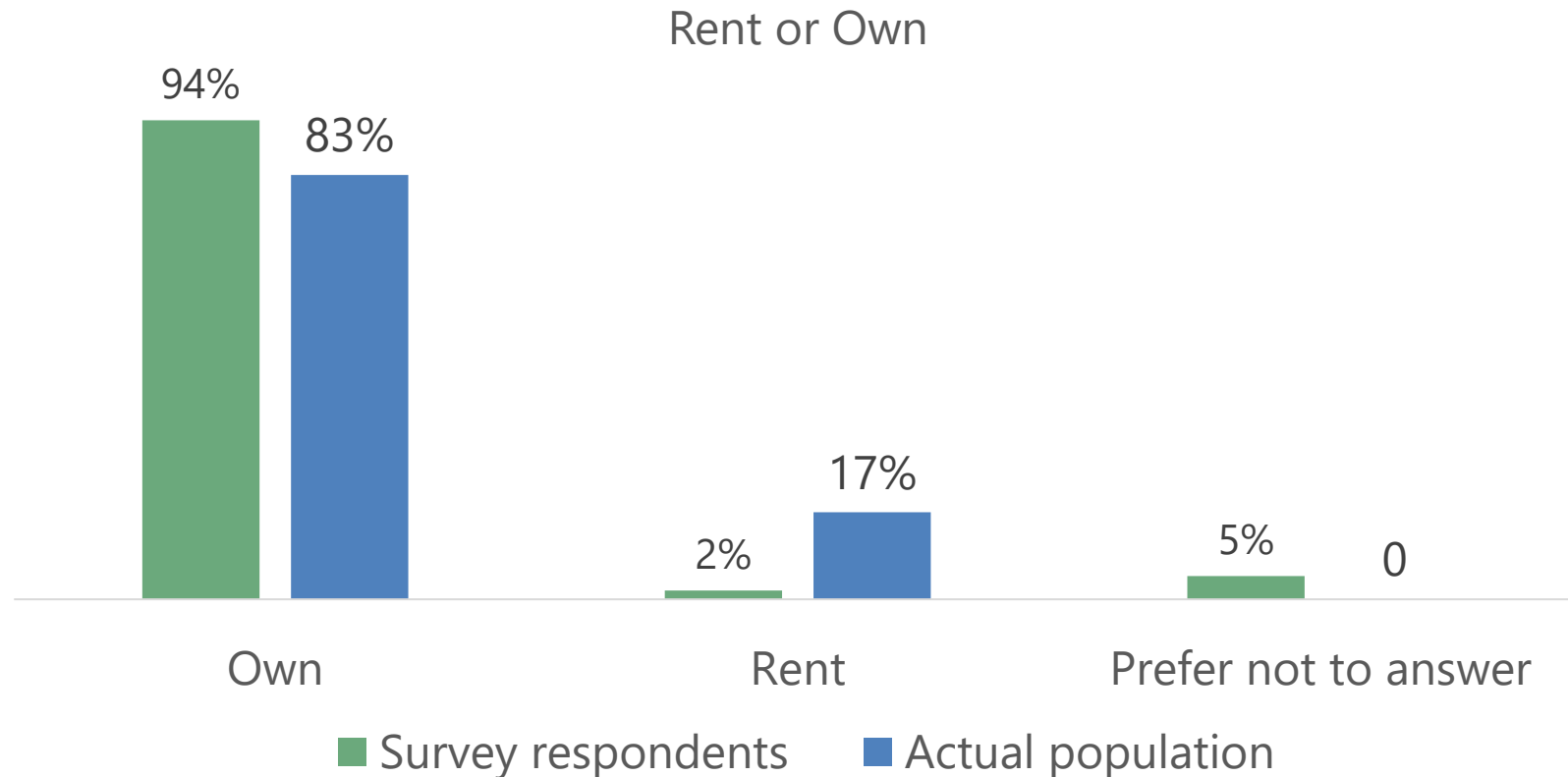
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How long have you lived in Wrentham?

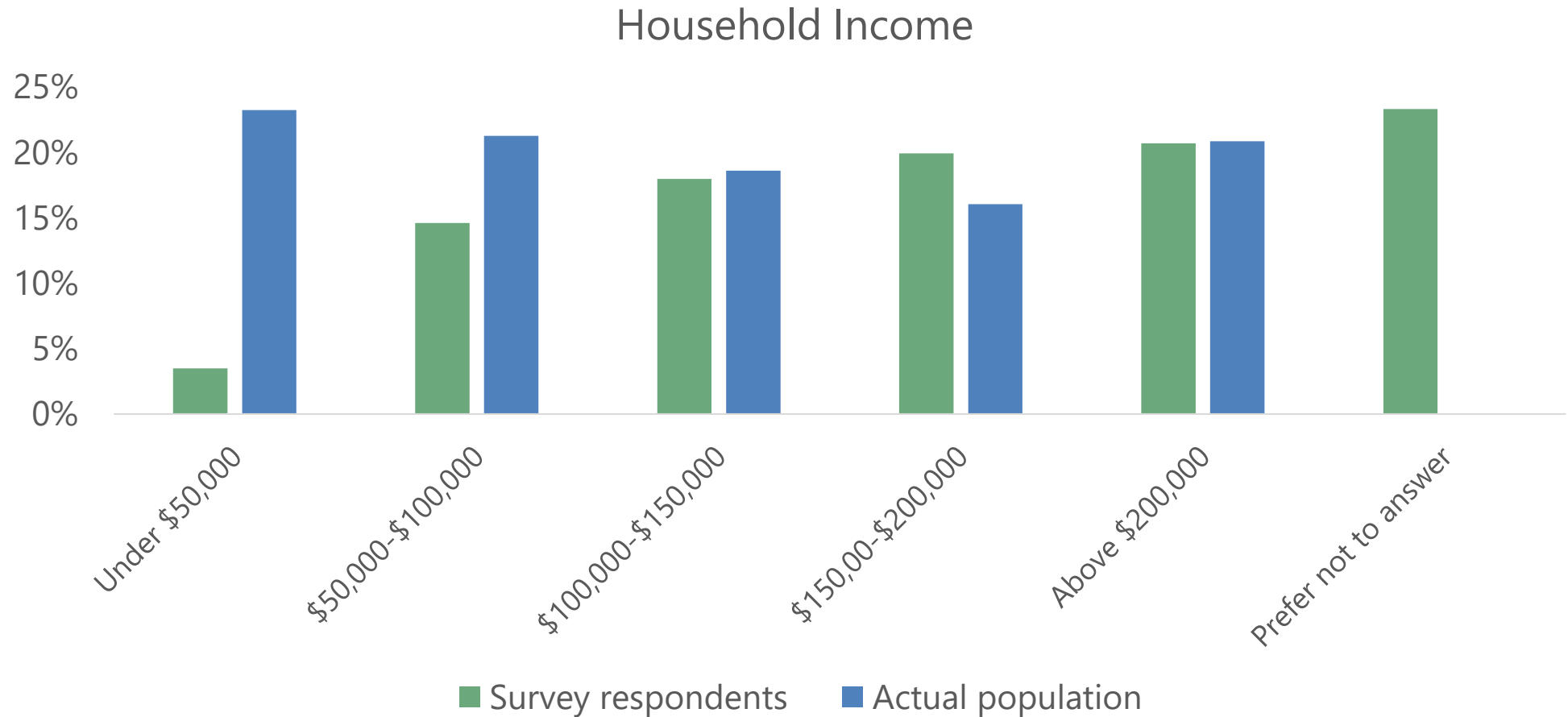


# Who took the survey & how do they compare to the Wrentham population?

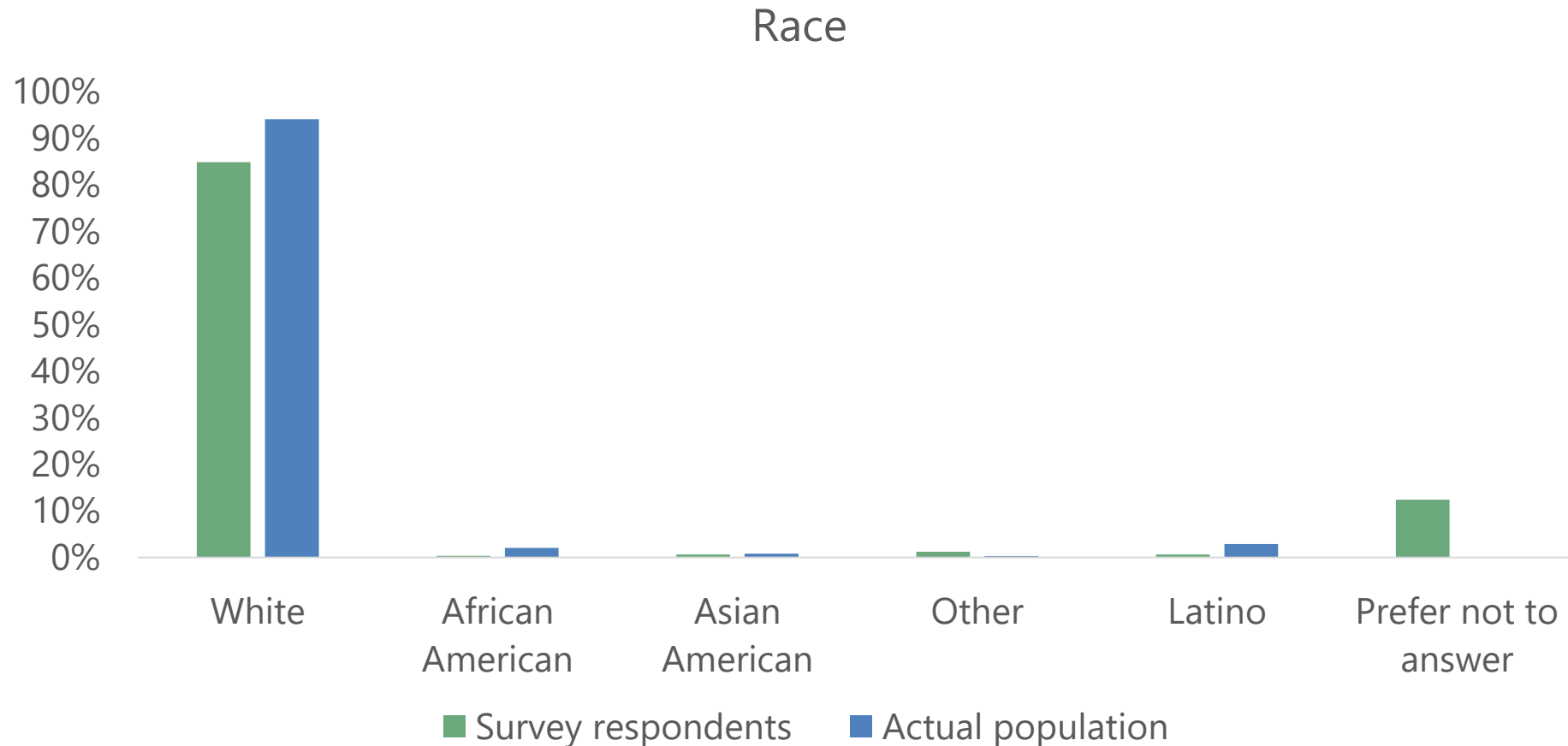
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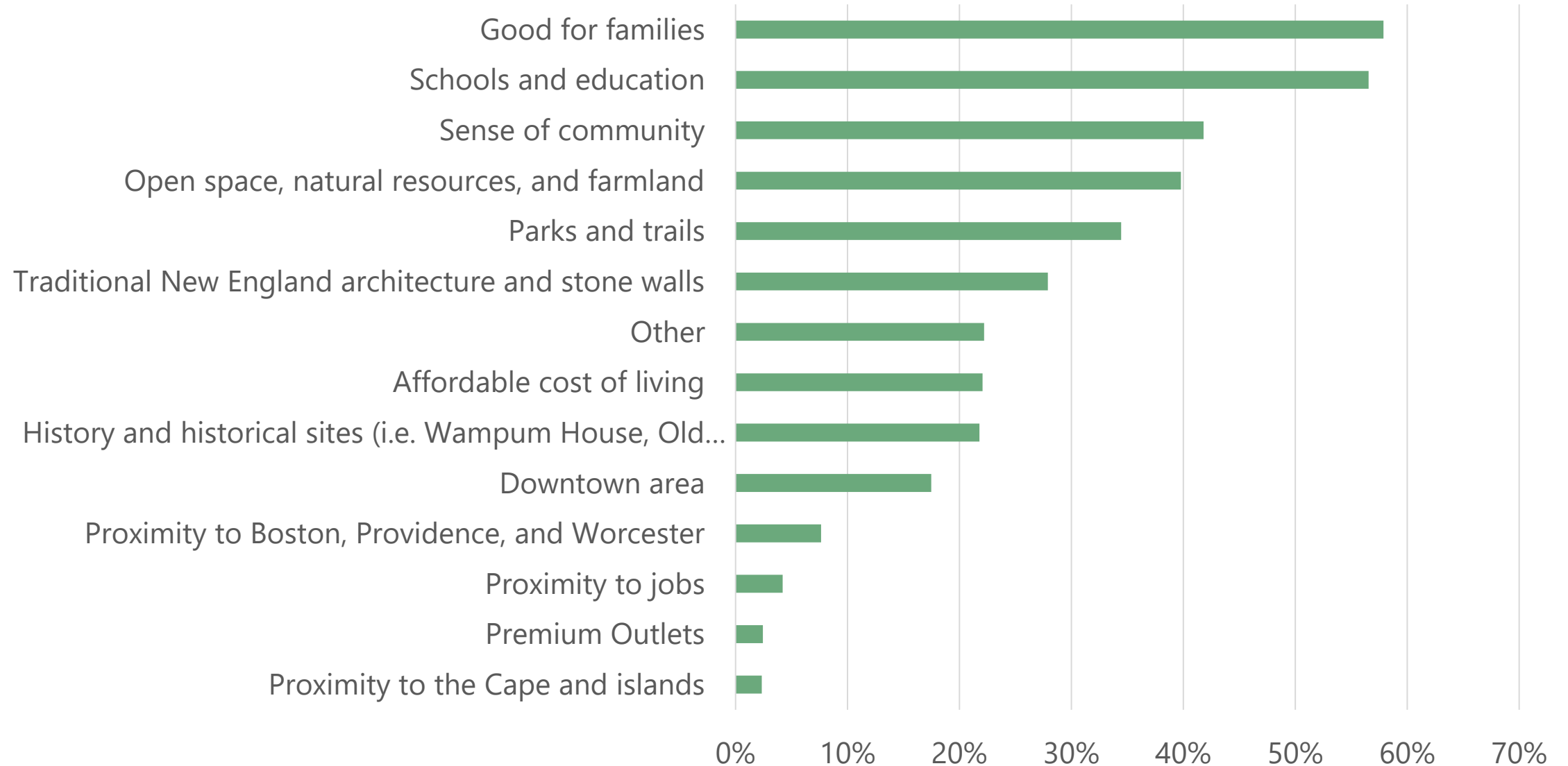
# Who took the survey & how do they compare to the Wrentham population?



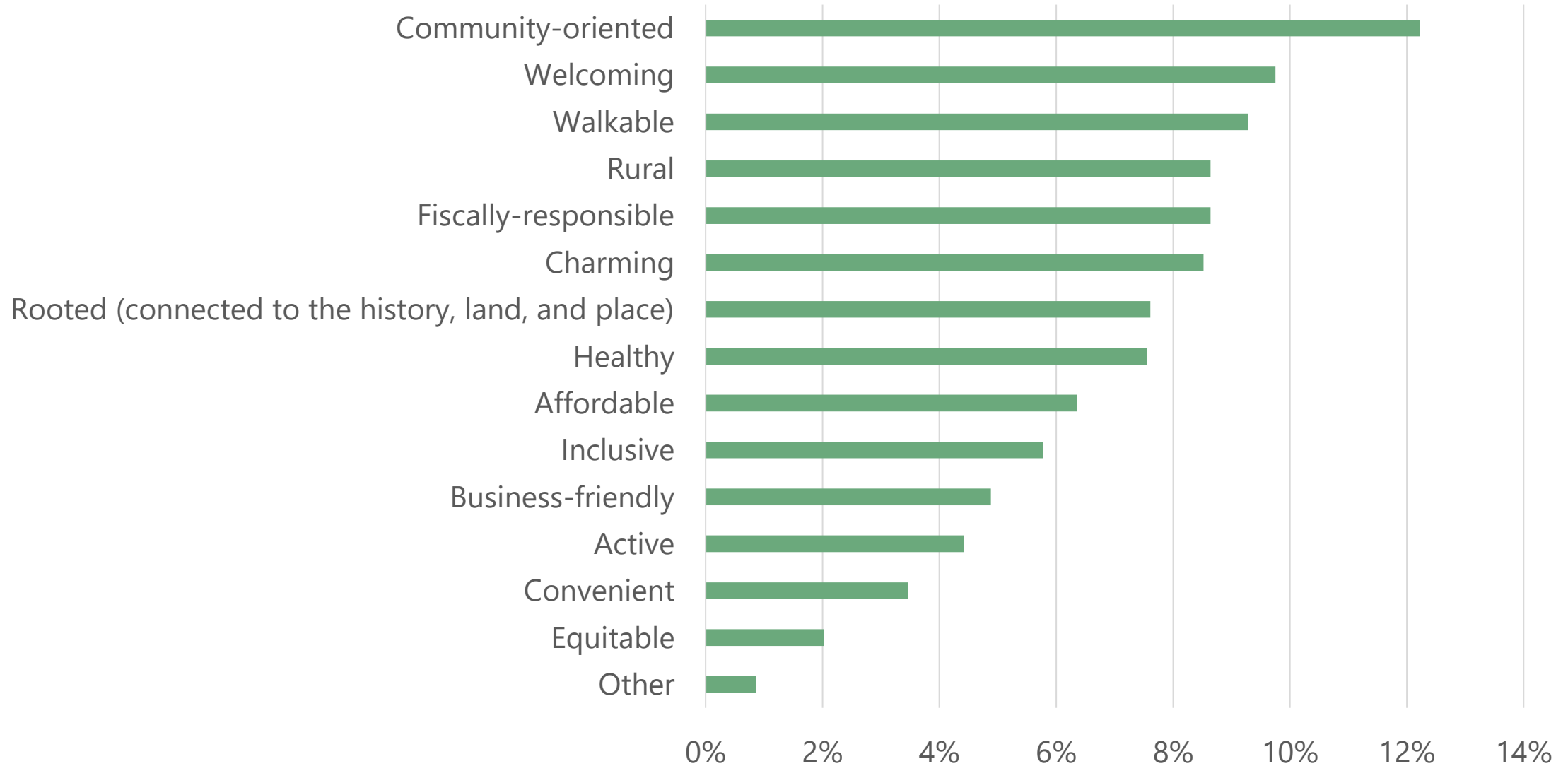
# Who took the survey & how do they compare to the Wrentham population?



# Greatest strengths



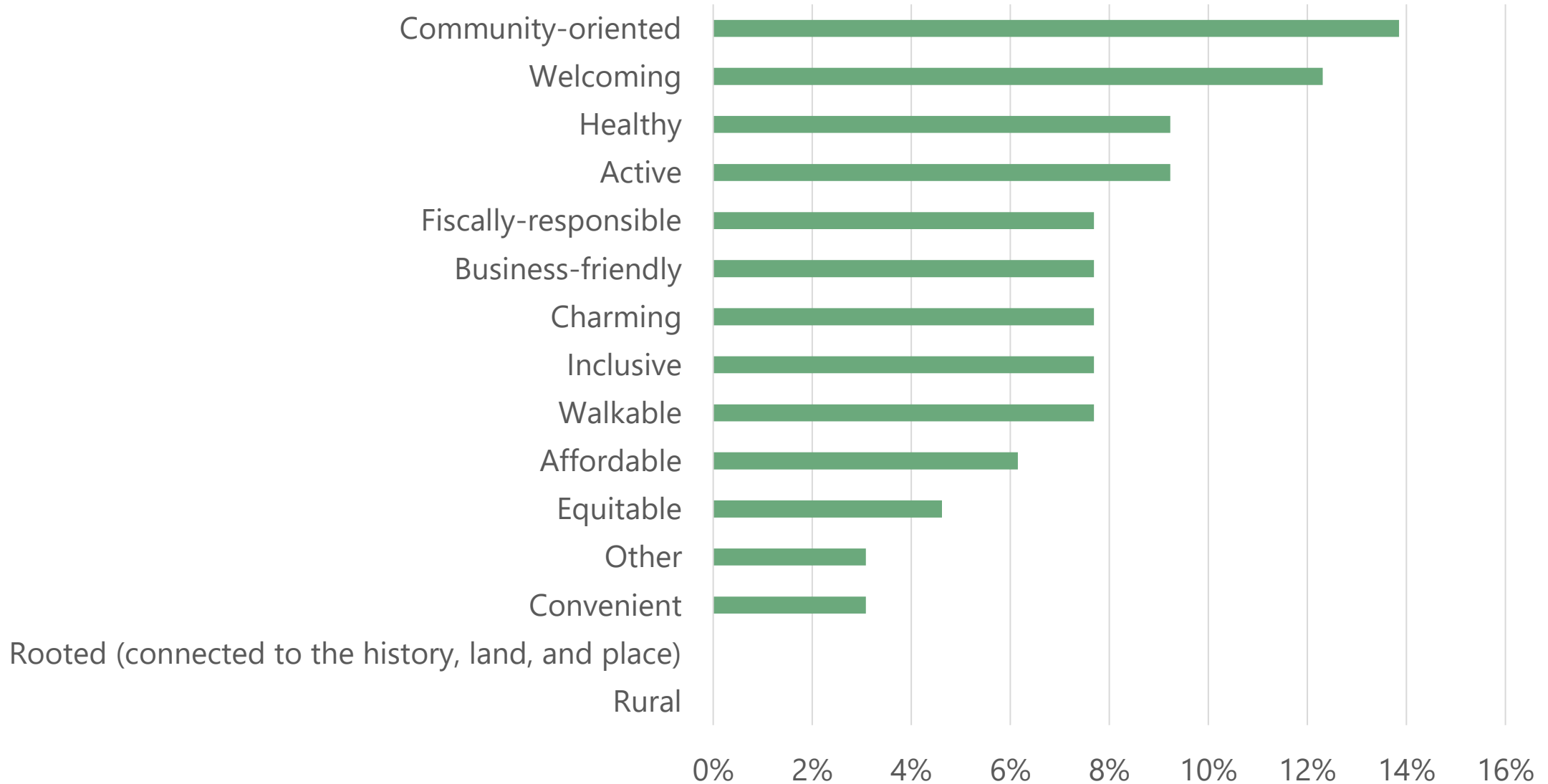
# Most popular aspirations for Wrentham





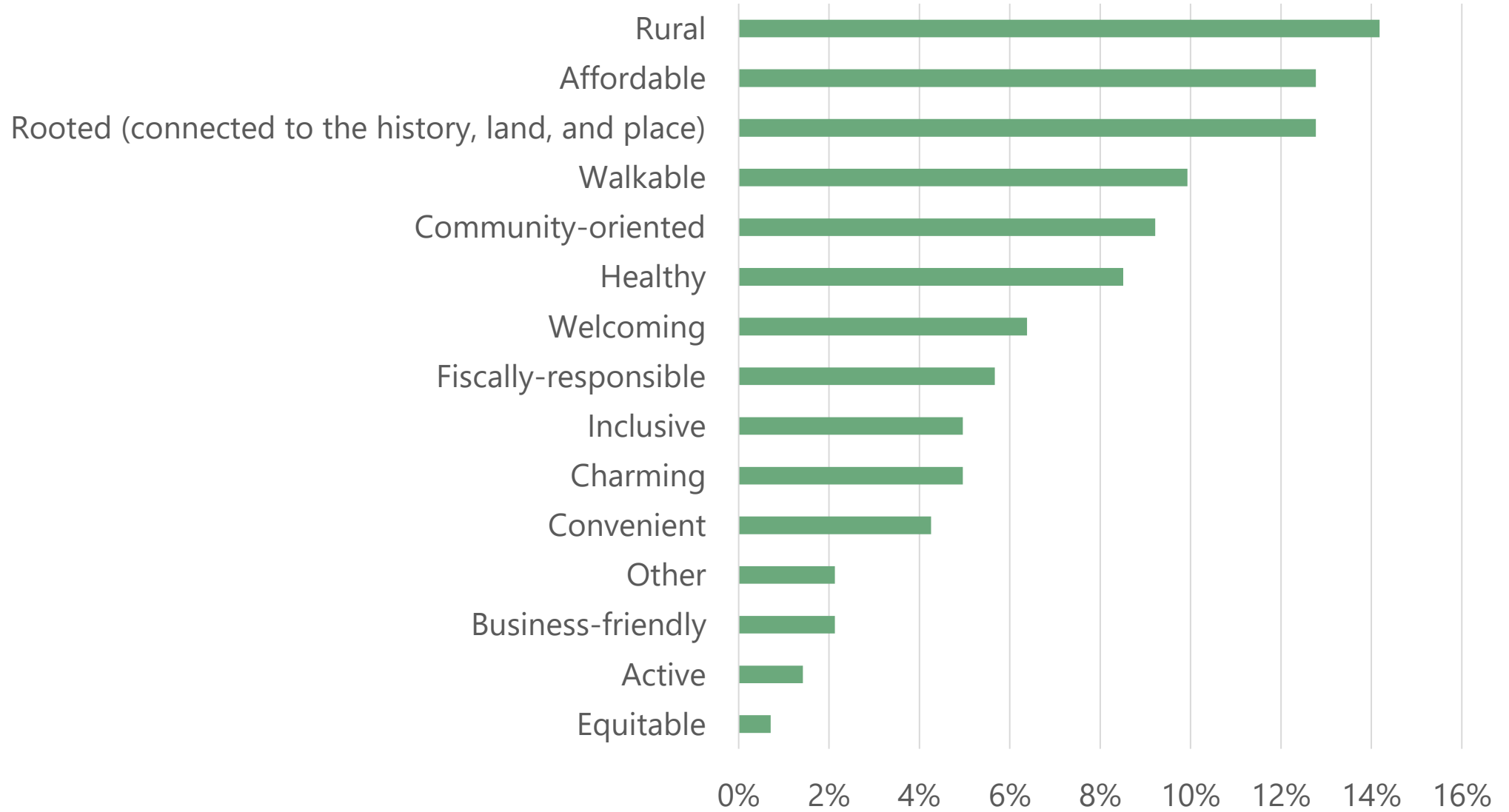
# Most popular aspirations for Wrentham

Data from African American,  
Asian American,  
Latinx respondents



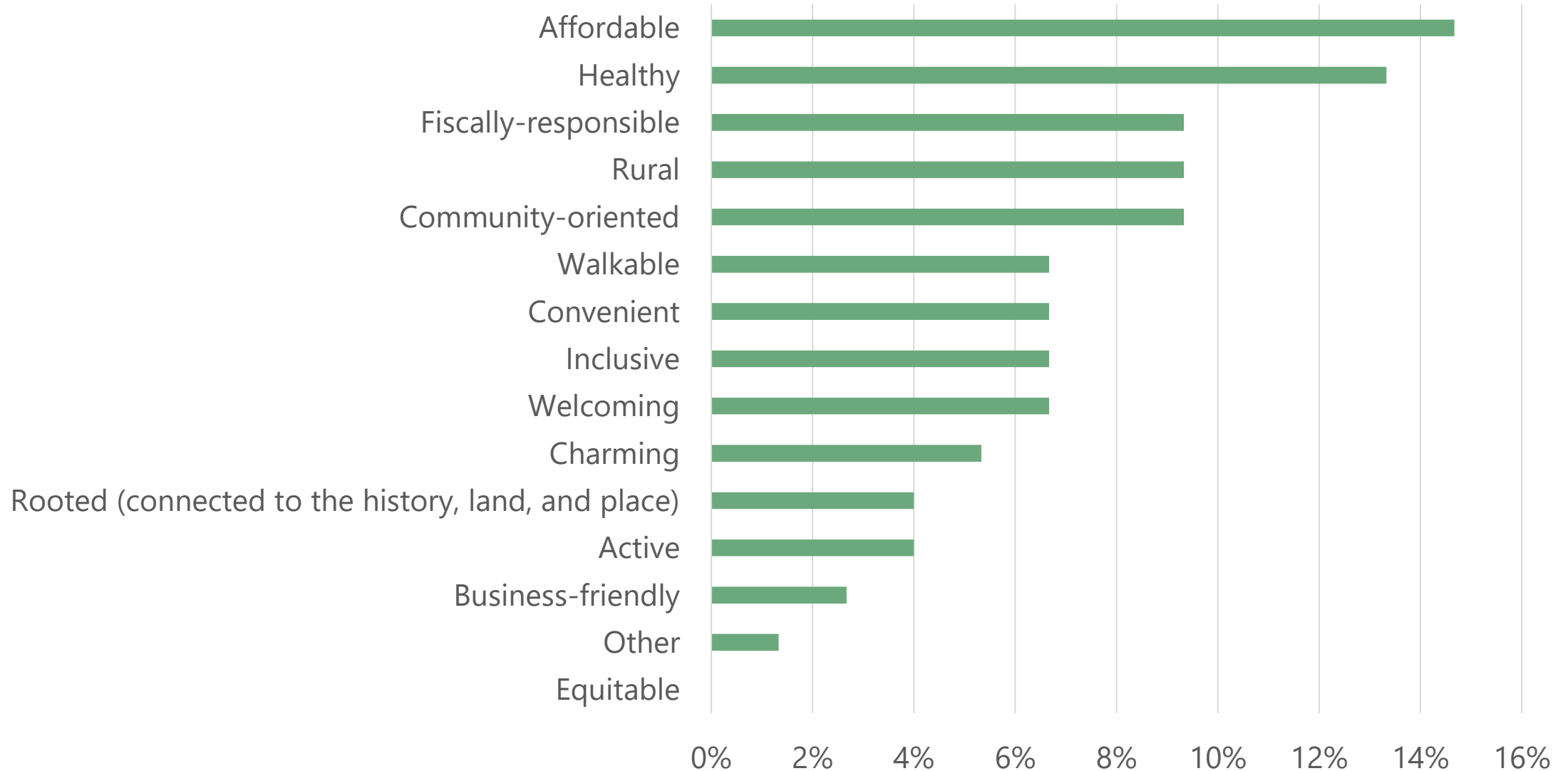
# Most popular aspirations for Wrentham

Data from respondents with incomes under \$50,000

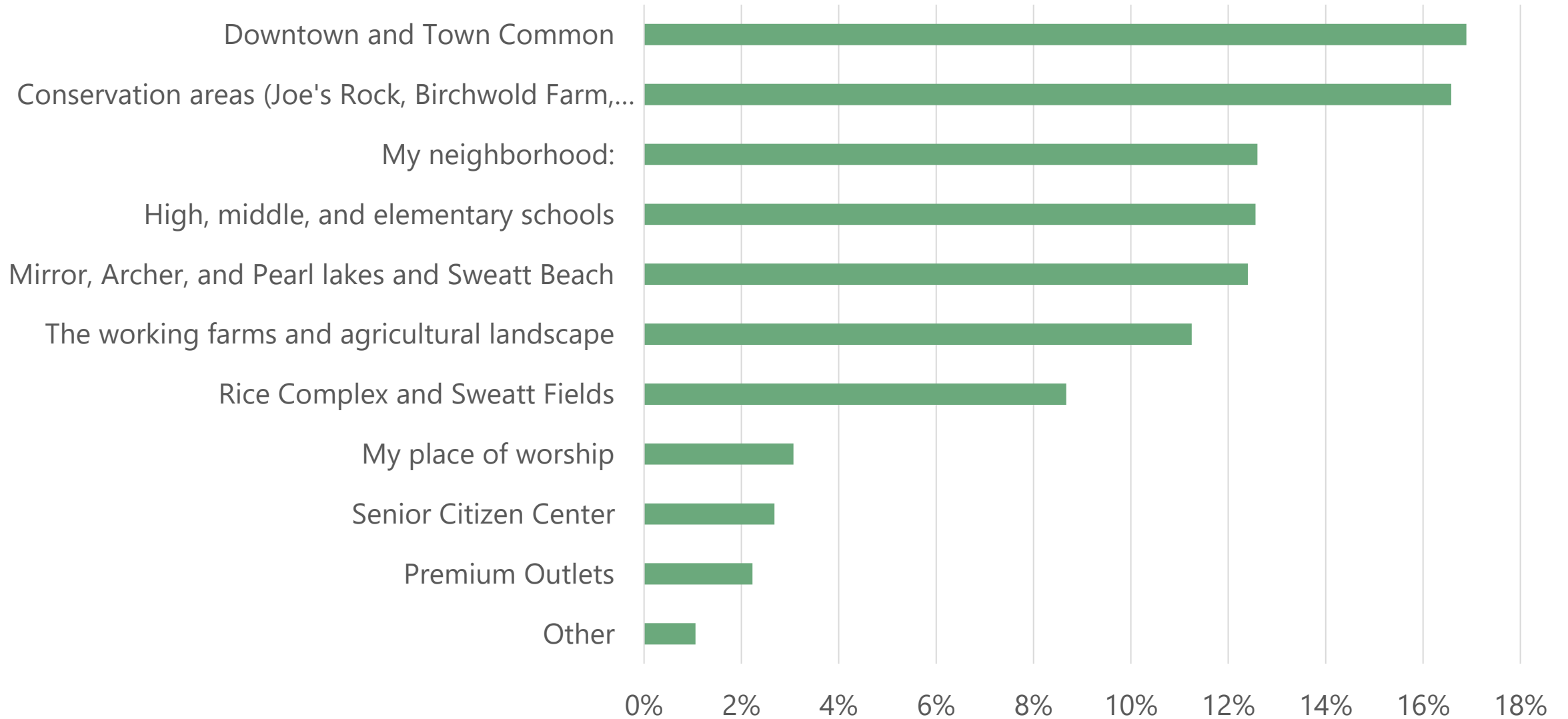


# Most popular aspirations for Wrentham

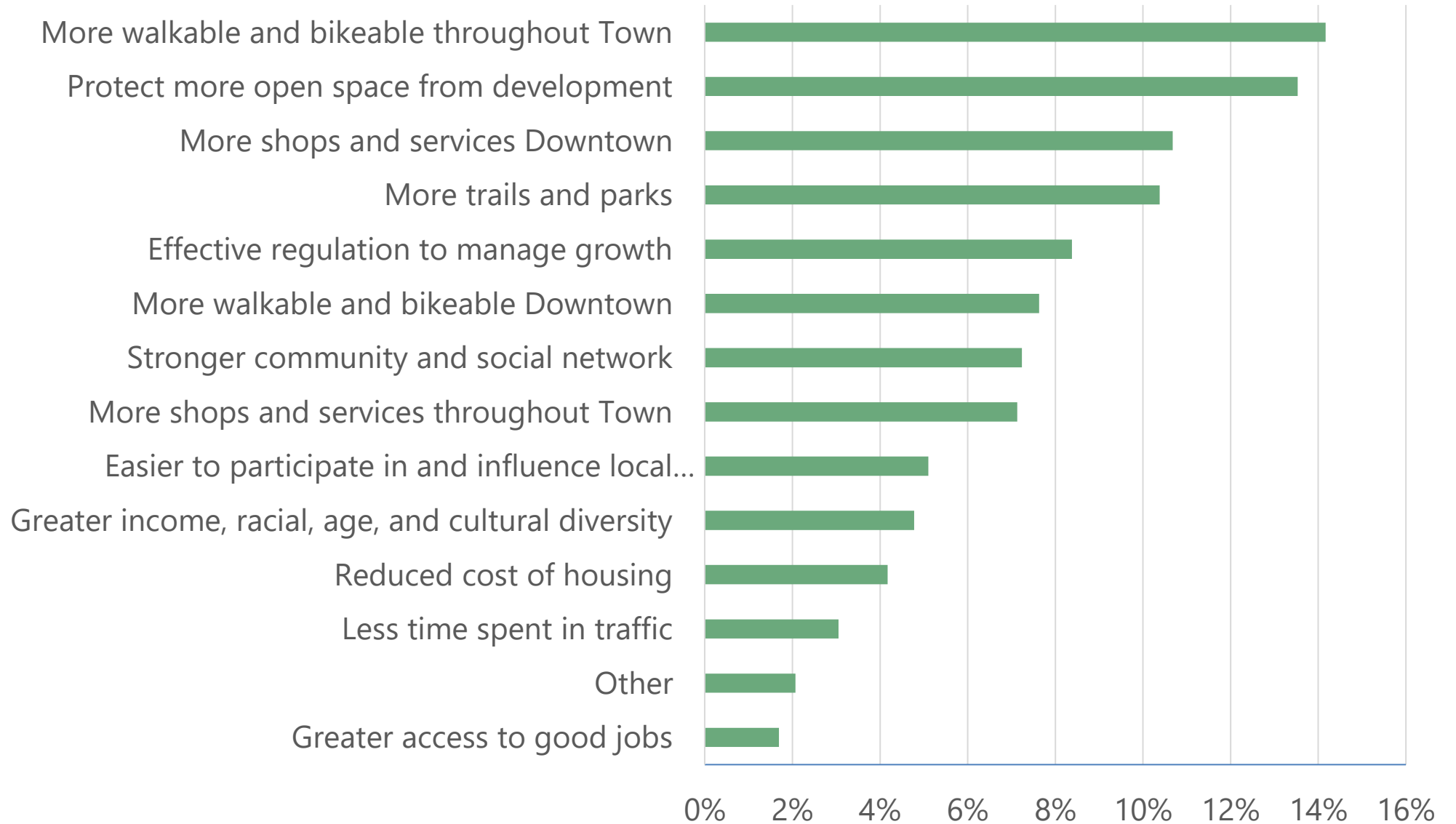
Data from respondents who rent



# Most meaningful place

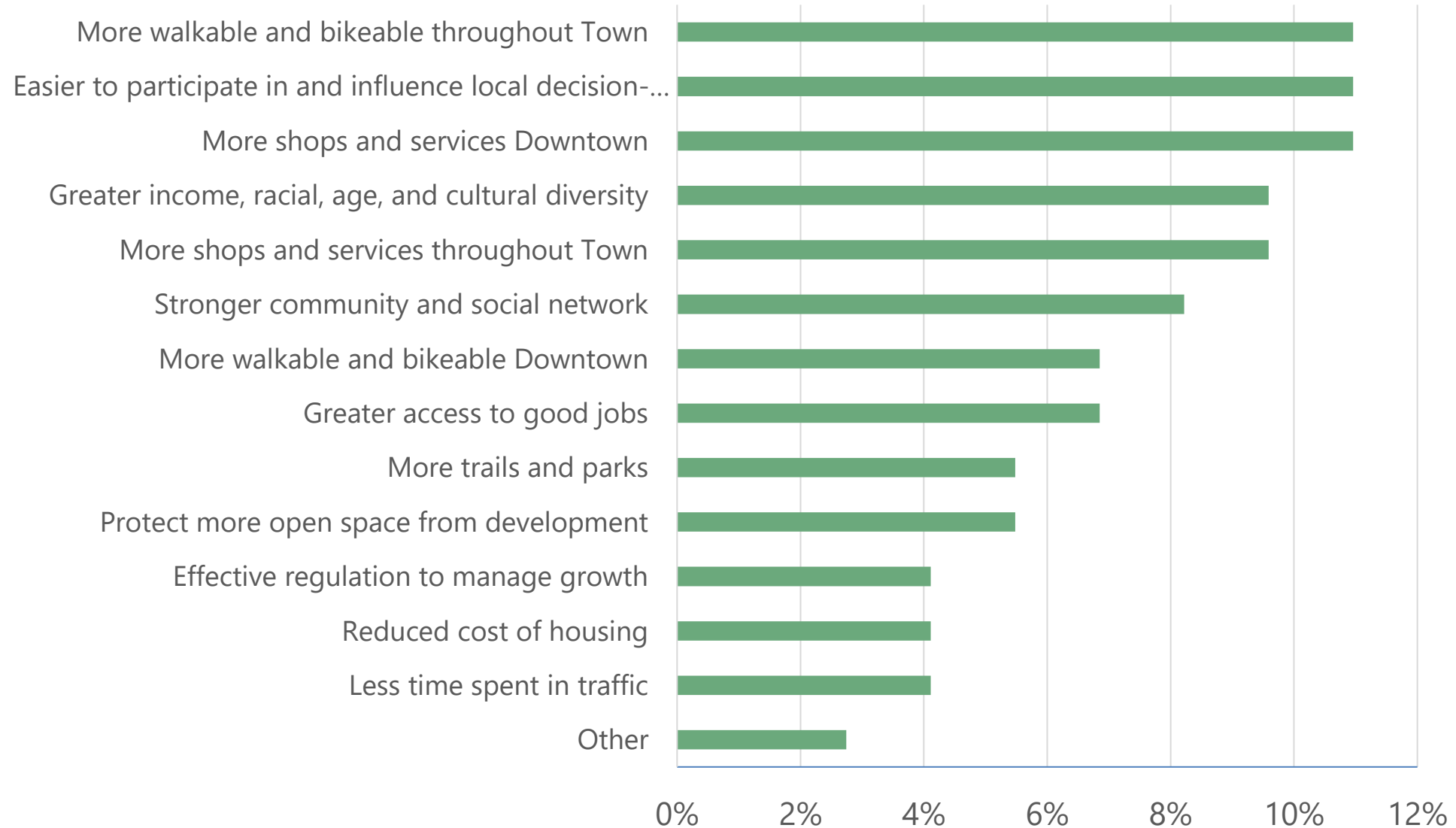


# Most important improvements



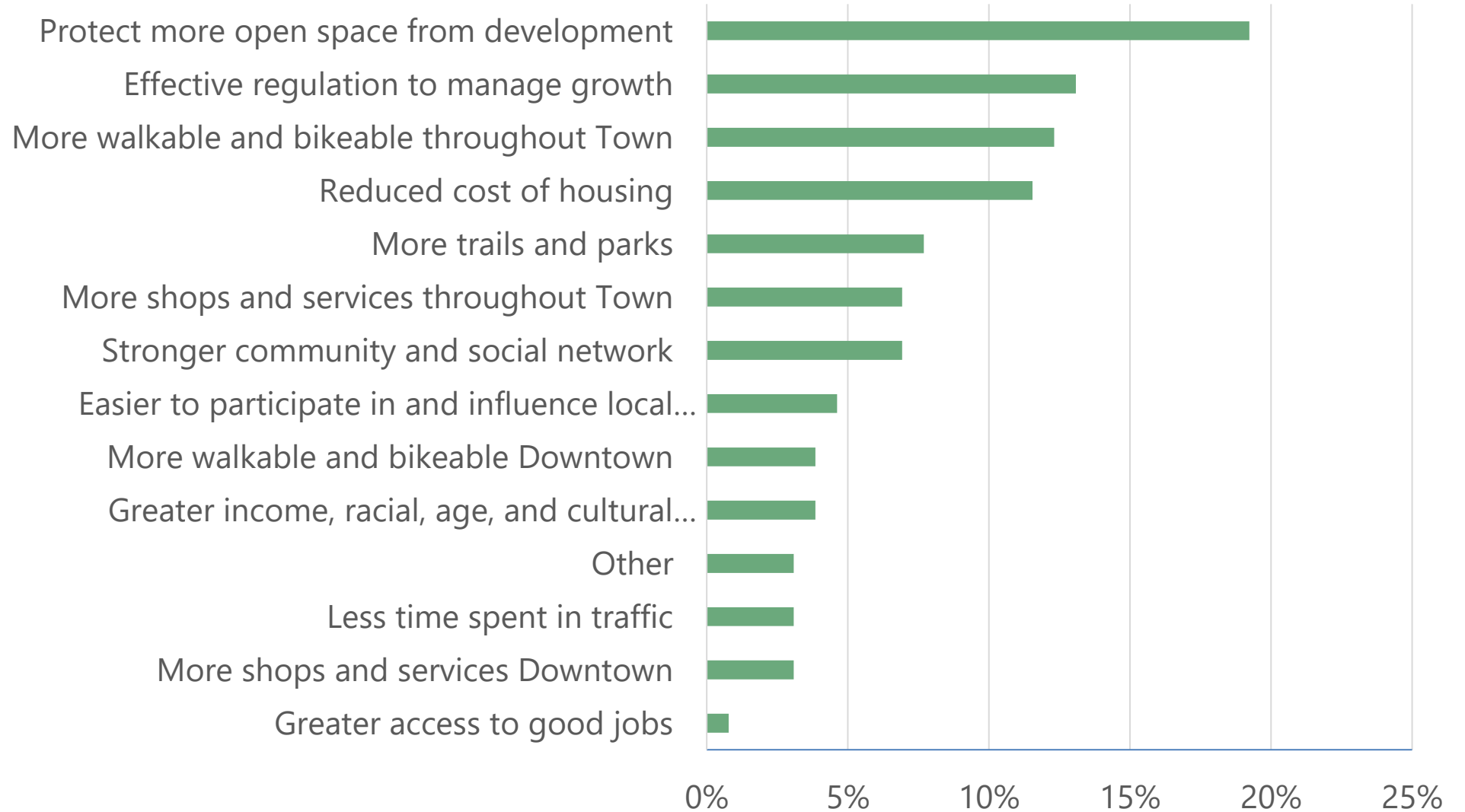
# Most important improvements

Data from African American,  
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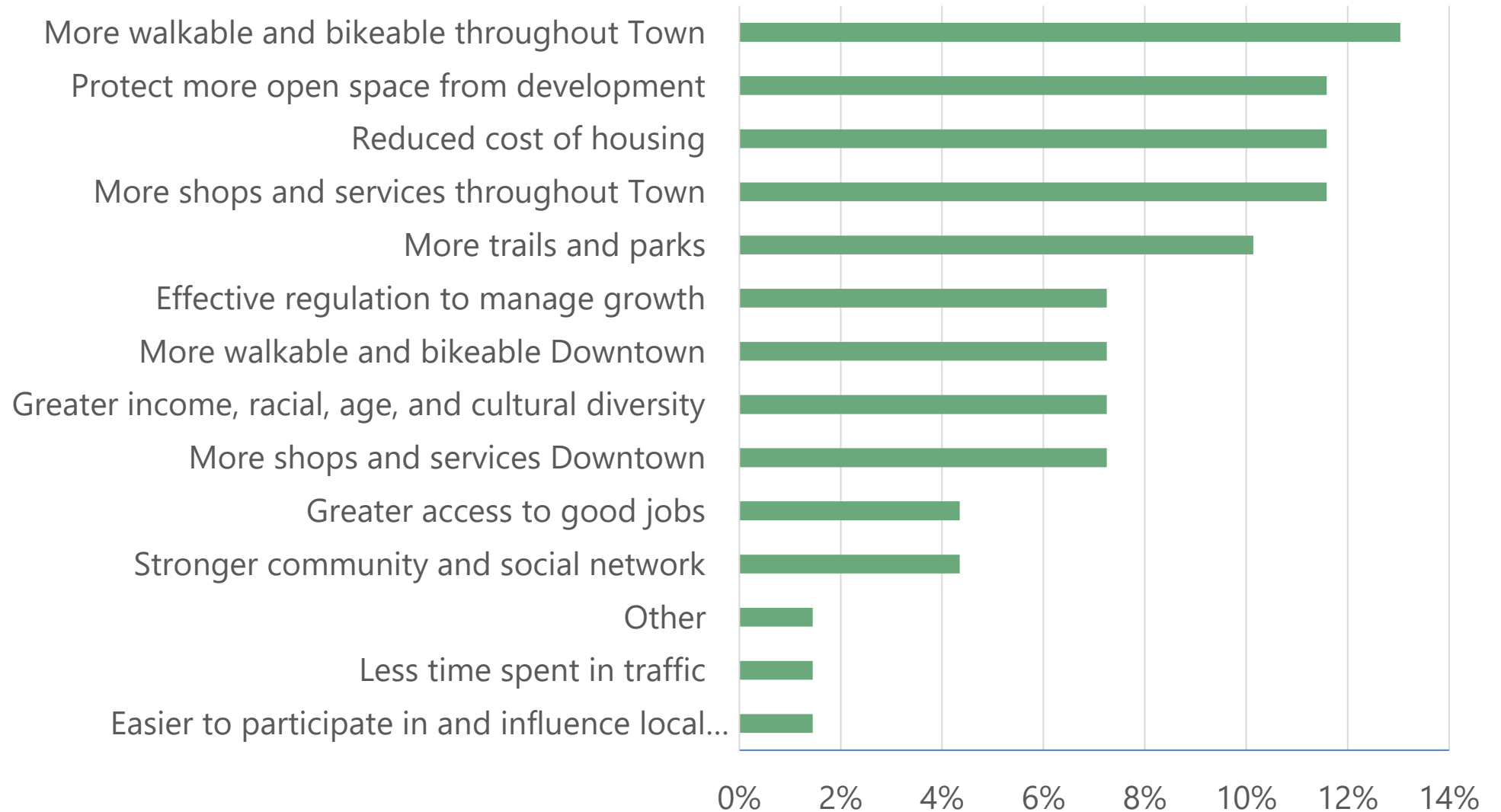
# Most important improvements

Data from respondents with incomes under \$50,000



# Most important improvements

Data from respondents  
who rent





# What is your vision?

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- Themes:
  - Improve Downtown
  - More small businesses
  - Protect open space
  - More sidewalks and bike lanes/paths
  - Increase diversity and affordability
  - Strengthen community and provide social events
  - Fiscal responsibility and taxes
  - Senior services and facilities

# What is your vision?

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"Strong community spirit, preservation of natural spaces, more businesses downtown"

"Safe, affordable environment. Limit over-development. Good for families. Stable town government."

"Safe place that has natural areas for walking and biking. Continued great educational system and strong community. More diversity."

"an historic, charming, open space town"

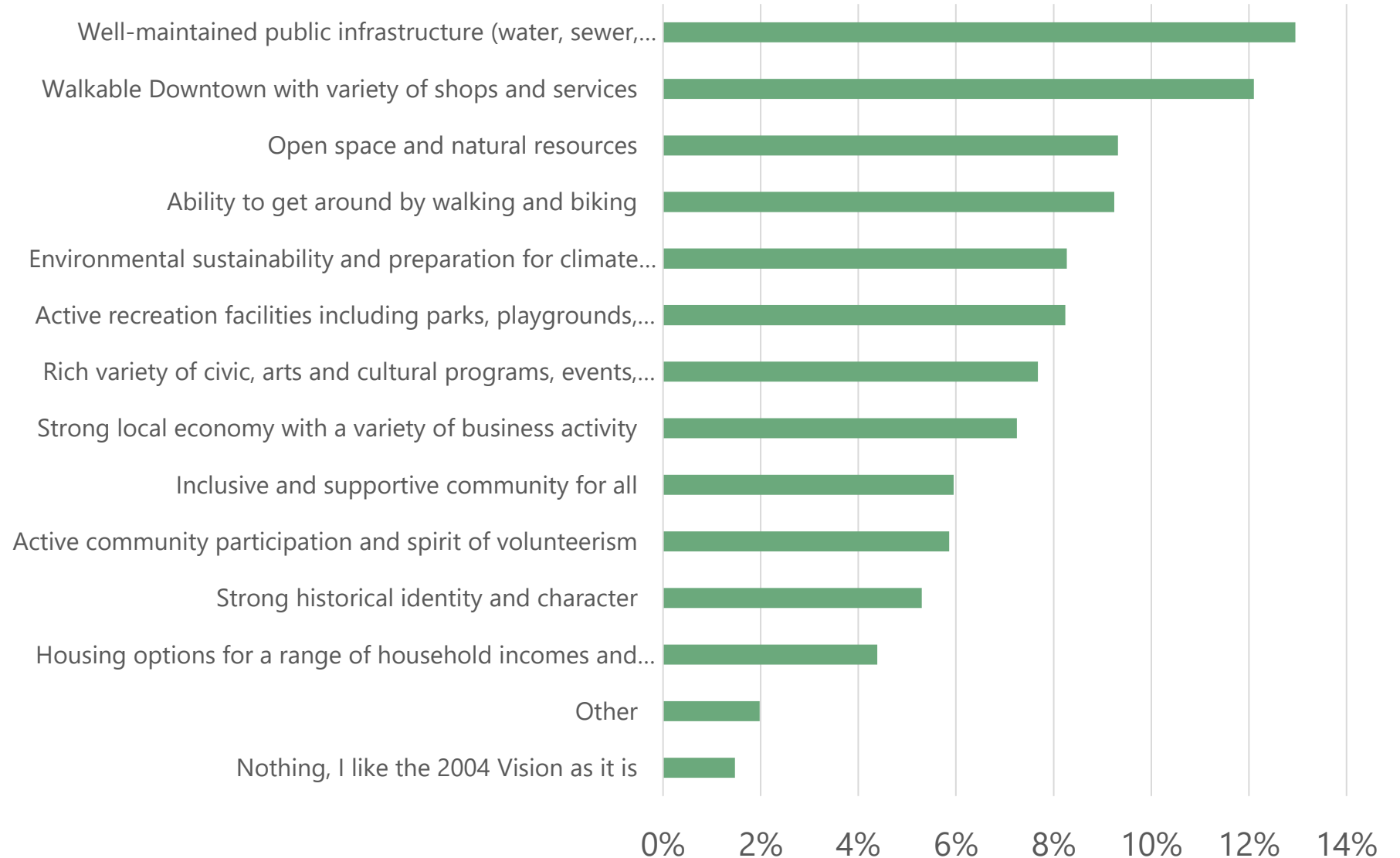
"Not over developed with McMansions. More affordable small homes. A quaint but vibrant downtown, More diverse"

... and many more!

# What is missing from the 2004 vision?

## 2004 Vision:

"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."



# Where to direct new growth?

