

ROCKLAND MASTER PLAN 2030

DECEMBER 2020

*Adopted by the Planning Board
at a joint 12.15.2020 Board of Selectmen meeting*



rockland master plan 2030



*technical assistance provided by the
Metropolitan Area Planning Council (MAPC)*

prepared for:

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TOWN OF ROCKLAND

Town Hall
242 Union Street
Rockland, Massachusetts 02370

December 8, 2020

Dear Resident,

The Town of Rockland is pleased to present its 2020-2030 Master Plan setting forth the Town's roadmap to achieving its long-term goals and objectives for the community. The Master Plan has been developed through extensive public outreach and planning work. The Town of Rockland thanks its many residents who helped shape this plan and thanks everyone for their time investment in the process. Public engagement and participation are critical components to ensuring that the Master Plan reflects the community's vision for the next decade.

The Master Plan compiled resident feedback from multiple community forums, surveys, and an online open house. It also incorporated information from earlier plans and studies on a variety of topics, including economic development, housing, transportation, municipal vulnerability preparedness, hazard mitigation, open space and recreation, and the revitalization of Union Street. Specific areas of focus highlighted in the Master Plan include Land Use & Zoning, Housing, Transportation, Open Space & Recreation, Public Facilities & Services, and Cultural & Historic Resources. The essential elements of the Master Plan are explained in the Executive Summary that follows, and include the following goals:

- Facilitate two-family, multifamily and accessory dwellings by updating existing zoning regulations.
- Create a walkable mixed-use node contiguous with historical and downtown districts by considering a design and rezoning study for Rockland Plaza.
- Unlock the potential for residential and non-residential growth by addressing infrastructure challenges.
- Align housing goals with other town goals to achieve synergies between nearby civic/cultural assets, local businesses, and trails.
- Explore smaller lot- shared open space pocket neighborhood subdivisions as another affordable downsizing option.
- Continue addressing housing affordability through Inclusionary Zoning, Community Preservation Act funding and an Affordable Housing Trust Fund.
- Grow downtown Rockland via enhanced transit.
- Improve the business districts (the downtown, Rockland Plaza, and Hingham street areas) for walkability, safety, and aesthetics.
- Make stronger Rail Trail connections to other assets.
- Leverage Town Hall and Community Center as transformative multipurpose projects.
- Continue reducing energy use and improving renewable energy infrastructure.
- Continue adopting sustainable and resiliency measures.
- Promote key historic and cultural resources.

- Promote Rockland’s unique history and cultural identity.
- Enhance creative and cultural economic development.
- Acquire open space and recreation land.
- Protect and preserve Rockland’s natural resources.
- Provide open space resources which meet the needs of youth and adults.
- Maintain and manage existing open space resources.
- Increase awareness of open space issues.

During the process of developing Rockland’s Master Plan, the Town along with the rest of the world, had to overcome unforeseen challenges presented by the COVID-19 pandemic. Despite these unprecedented challenges, residents and staff persevered and demonstrated their commitment to ensuring an inclusive process. Their work culminated in the development of a comprehensive planning tool. As the town continues to prosper and develop, we hope this Master Plan will provide valuable insight and direction in future community development decisions.

Respectfully submitted,



Douglas Lapp,
Town Administrator

ACKNOWLEDGEMENTS

The Rockland Master Plan 2030 was developed based on feedback from advisory committee meetings, community workshops, extensive online surveys, and feedback from Town staff. Thank you to all who participated throughout the process. The planning process and analysis was conducted with Town of Rockland funding supplemented by MAPC. The Metropolitan Area Council (MAPC) is grateful for the opportunity to work with the Town of Rockland on assisting it to develop goals and ideas for how to shape its future. In addition to Town funding, supplemental funding was provided from the MAPC Planning for MetroFuture Technical Assistance (PMTA), and the District Local Technical Assistance (DLTA) programs. Such funding enables the Metropolitan Area Planning Council (MAPC) to achieve its mission in providing towns and cities with assistance in achieving equitable local smart growth that also benefits the greater Boston region. MAPC is grateful to the Governor and the Legislature for their support and funding of this program.

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Special thanks to the workshop and other participants who provided feedback.



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VISION & EXECUTIVE SUMMARY

Purpose - Setting the Stage

The Town of Rockland Master Plan for 2020-2030 is intended to provide a roadmap based on community consensus ideas that when implemented throughout the years can set the groundwork for the Town achieving its long term quality-of-life goals. Master planning involves a process whereby a community evaluates its assets, and envisions how to shape and/or preserve certain parts of Town in order to leave a legacy for itself and the next generation. In addition to serving as a reference document to inform decision-making at local boards, committees and Town Meeting, the Master Plan also provides a certain sense of mutual certainty for existing and prospective residents and businesses about what type of community Rockland would like to be in the future. Ideally, future zoning amendments, Town policies and/or investments will be in harmony with the goals and recommendations, and create conditions that will get the Town closer to its long term vision.

Vision Statement

Rockland is a proud maturing suburban community located in greater Boston's south shore region. Rockland celebrates and preserves its historic and cultural assets, while also looking toward the future by building upon them. The Town's centrally located historic lower Union Street retail shopping district is home to its main civic facilities, cultural assets, and within proximity to its Rail Trail. Looking toward 2030, Rockland envisions a downtown streetscape with upper-story homes, ground floor shops, busy outdoor seating areas, and widened sidewalks with amenities and public art. Visitors from neighboring North Abington and Hanover will use the Rail Trail to visit downtown shops. In addition to its state-of-the-art consolidated elementary school, the Town's rehabilitated Community Center and redeveloped Town Hall will host indoor functions as well as outdoor social gatherings on enhanced public plazas. These renovated public facilities will feature green building features to further demonstrate Rockland's commitment to environmental sustainability.

An expanded regional bus service will bring hundreds of workers from Hingham Street and Route 3 businesses after work to downtown restaurants and bars. Residents will have the option of taking the improved BAT bus RF service to the Abington MBTA commuter station to Boston for work. Outside businesses will continue to propose redevelopment projects in response to public realm improvements, a new transit-oriented landscape, and other resolved infrastructure matters.

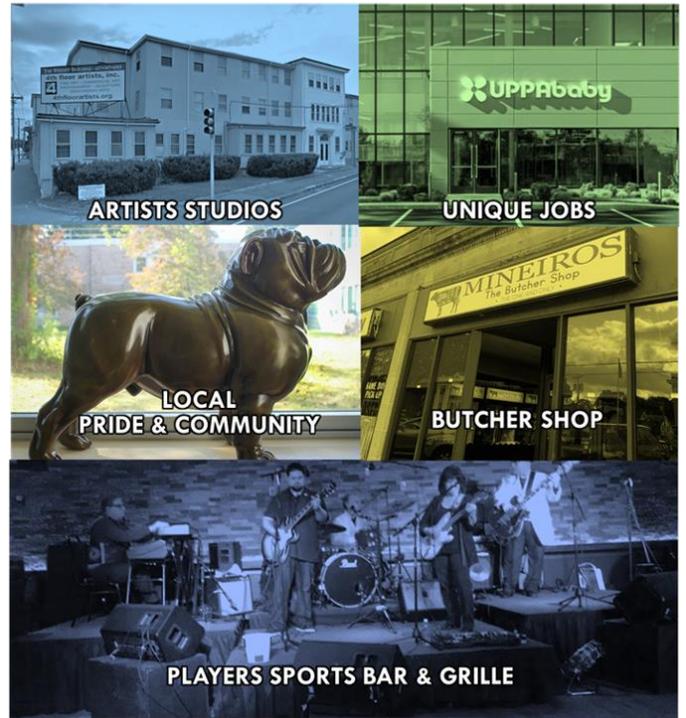
The Town will expand its community events to showcase its assets through community art walks, scavenger hunts, and food festivals that will bring visitors to its historic district, artist lofts, Town Forest, the stadium, among other places. Seniors, downsizers, and young adults and families will have the option of smaller, more affordable homes in downtown Rockland, as well as townhomes and smaller, pocket neighborhoods elsewhere in Town.

What is a Vision Statement?

- A brief, aspirational statement that prefaces a Master Plan, and explains how the Town wants to be in the future.
- Sets the tone for the rest of the Master Plan and should be consistent with specific goals and recommendations for subsequent actions to be taken by the Town.
- Sends a message to prospective residents and businesses about what can be anticipated.
- Could be posted on Town website and/or shared with Chamber of Commerce, business associations, and/or repurposed in Town marketing pamphlets, et cetera to attract interest.

CHANGE HAS HAPPENED
RECENT ACCOMPLISHMENTS
continue creating favorable conditions

LET'S BUILD UPON OUR
COMMUNITY ASSETS
artists, unique businesses, stewards

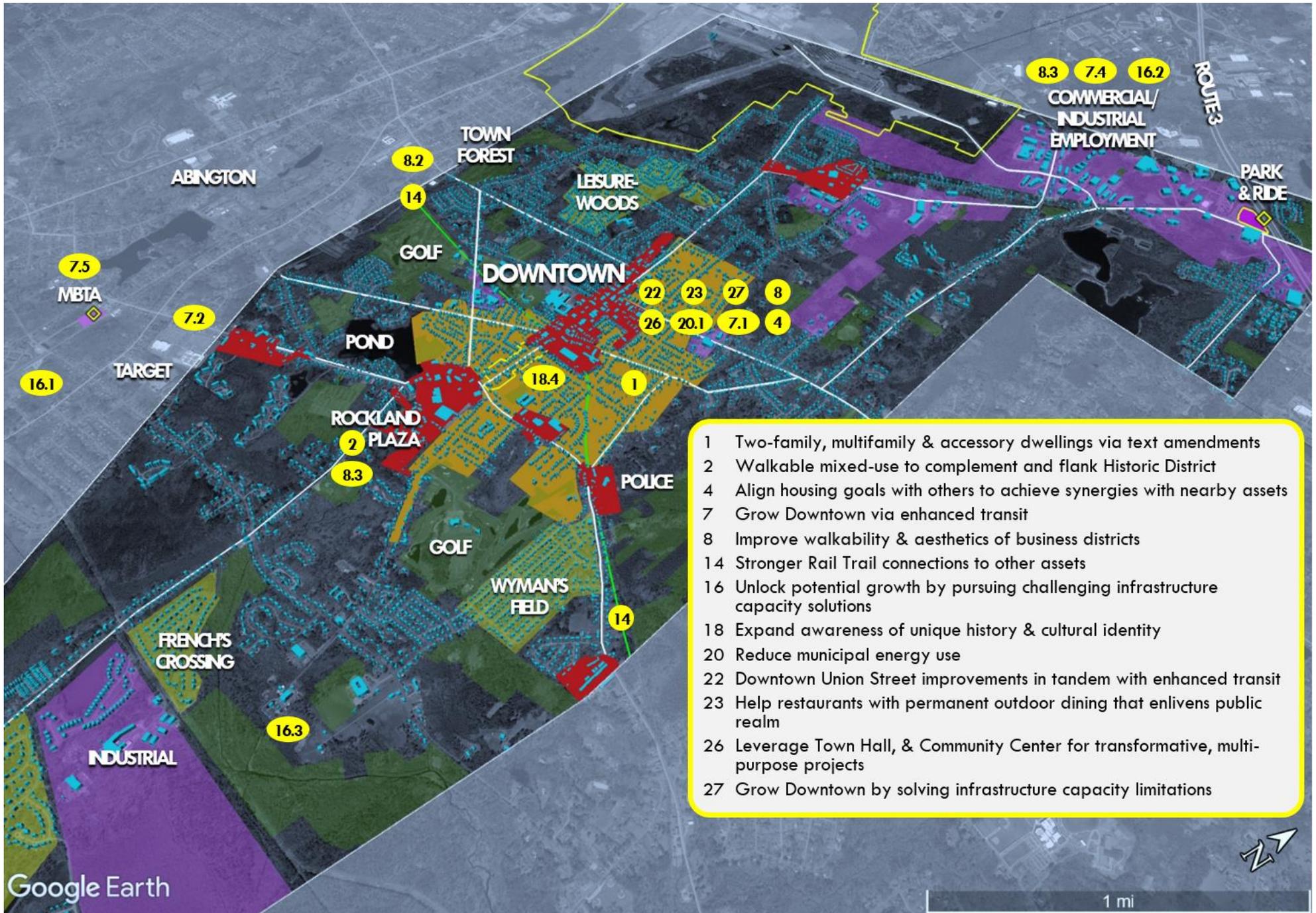


Summary of Goals

Subsequent chapters or “elements” of the Master Plan will recommend a variety of goals and recommendations based on both best practices and on community input. The following is a preview of some of the goals that frame the recommendations.

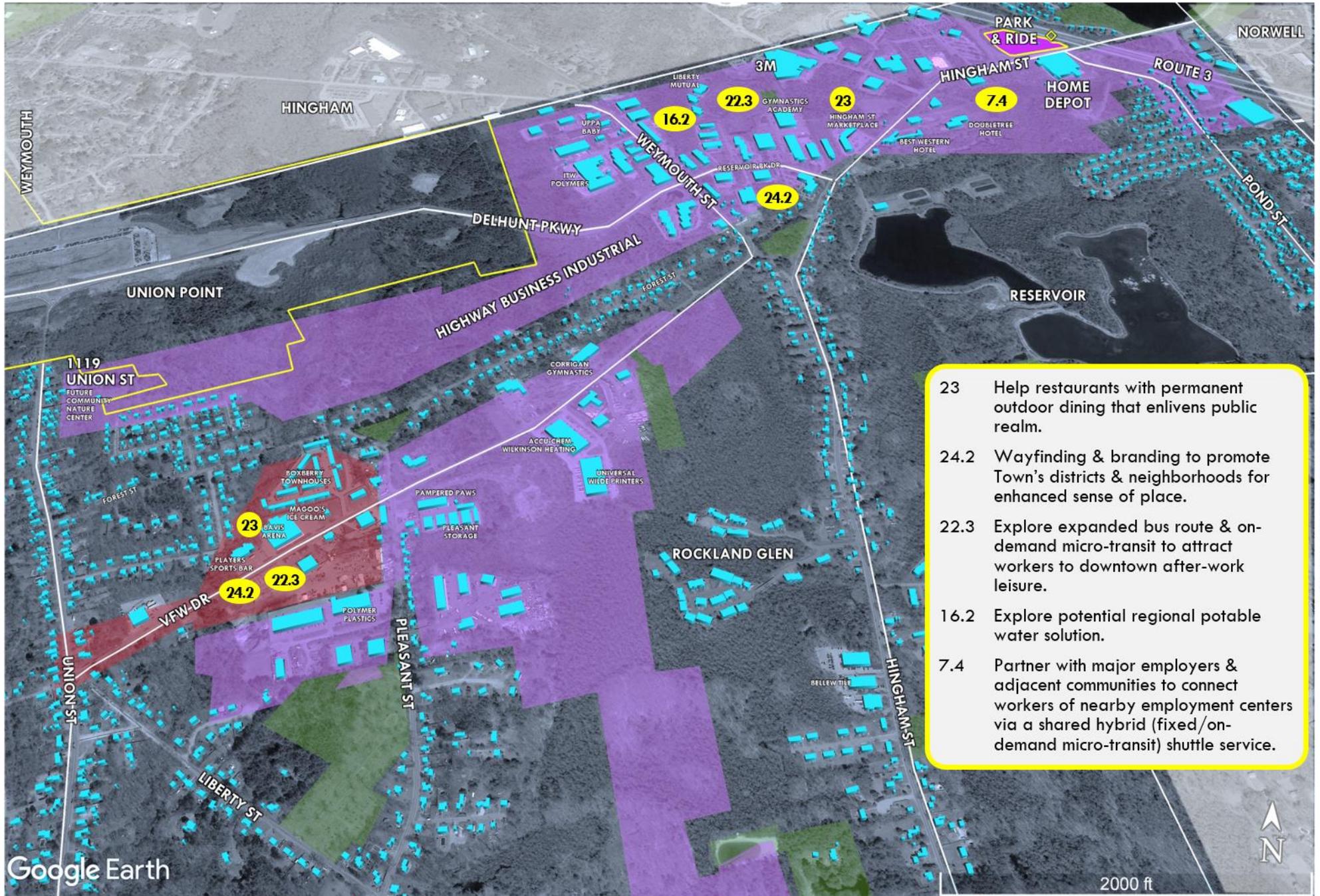
- Facilitate two-family, multifamily and accessory dwellings by relaxing existing zoning regulations.
- Create a walkable mixed-use node contiguous with historical and downtown districts by considering Rockland Plaza for a design and rezoning study.
- Unlock the potential for residential and non-residential growth by addressing infrastructure challenges .
- Align housing goals with other town goals to achieve synergies between nearby civic/cultural assets, local businesses, and trails.
- Explore smaller-lot shared open space pocket neighborhood subdivisions as another affordable downsizing option.
- Continue addressing housing affordability through Inclusionary Zoning, Community Preservation Act funding and an Affordable Housing Trust Fund.
- Grow downtown Rockland via enhanced transit.
- Improve the business districts (the downtown, Rockland Plaza, and Hingham Street areas) for walkability, safety, and aesthetics.
- Make stronger Rail Trail connections to other assets.
- Leverage Town Hall and Community Center as transformative multipurpose projects.
- Continue reducing energy use and improving renewable energy infrastructure.
- Continue adopting sustainable and resiliency measures.
- Promote key historic and cultural resources.

- Promote of Rockland's unique history and cultural identity.
- Enhance creative and cultural economic development.
- Acquire open space and recreation land.
- Protect and preserve Rockland's natural resources.
- Provide open space resources which meet the needs of youth and adults.
- Maintain and manage existing open space resources.
- Increase awareness of open space issues.



- 1 Two-family, multifamily & accessory dwellings via text amendments
- 2 Walkable mixed-use to complement and flank Historic District
- 4 Align housing goals with others to achieve synergies with nearby assets
- 7 Grow Downtown via enhanced transit
- 8 Improve walkability & aesthetics of business districts
- 14 Stronger Rail Trail connections to other assets
- 16 Unlock potential growth by pursuing challenging infrastructure capacity solutions
- 18 Expand awareness of unique history & cultural identity
- 20 Reduce municipal energy use
- 22 Downtown Union Street improvements in tandem with enhanced transit
- 23 Help restaurants with permanent outdoor dining that enlivens public realm
- 26 Leverage Town Hall, & Community Center for transformative, multi-purpose projects
- 27 Grow Downtown by solving infrastructure capacity limitations

Google Earth



- 23 Help restaurants with permanent outdoor dining that enlivens public realm.
- 24.2 Wayfinding & branding to promote Town's districts & neighborhoods for enhanced sense of place.
- 22.3 Explore expanded bus route & on-demand micro-transit to attract workers to downtown after-work leisure.
- 16.2 Explore potential regional potable water solution.
- 7.4 Partner with major employers & adjacent communities to connect workers of nearby employment centers via a shared hybrid (fixed/on-demand micro-transit) shuttle service.

Town Context ¹

Located in southeastern Massachusetts' Plymouth County, and approximately 20 miles south of Boston, the Town of Rockland is presently a maturing New England town of approximately 17,500 residents over 10 square miles. It was established as part of Abington in 1673, and then separated and was incorporated as Rockland in 1874. After its resettlement with English colonists, it began as a farming, timbering and saw milling community, and transformed into a significant center for shoe production during the Revolutionary War. Rockland's great economic productivity during the 19th century brought with it trolleys and trains that connected it with Abington, Hanover and Brockton. The Depression Era resulted in the closing of most shoe factories. Subsequently, the commercial expansion of Route 123 brought suburban development to Rockland due to its proximity with Boston. This included the establishment in 1942 of the South Weymouth Naval Air Station.

More recently, Rockland has experienced 11% population growth between 1970 and 2010, and is projected to have a relatively stable growth rate with only a decline of 0.7%. Presently, Rockland is governed with open town meeting and has a 5-member Board of Selectmen, and a Town Administrator. Its population is 91% white, and has a median household income of \$79,807. It has a 79-80% residential tax base, which is higher than the State average of 71% but lower than Plymouth County's 83%, and the South Shore Coalition region's 84%. From an MAPC regional context, the Town's classification as a maturing New England town means that it has growing mixed-use town center that is surrounded by compact neighborhoods. Rockland and similar communities still have large tracts of vacant developable land with the potential for new growth, as well as redevelopment.

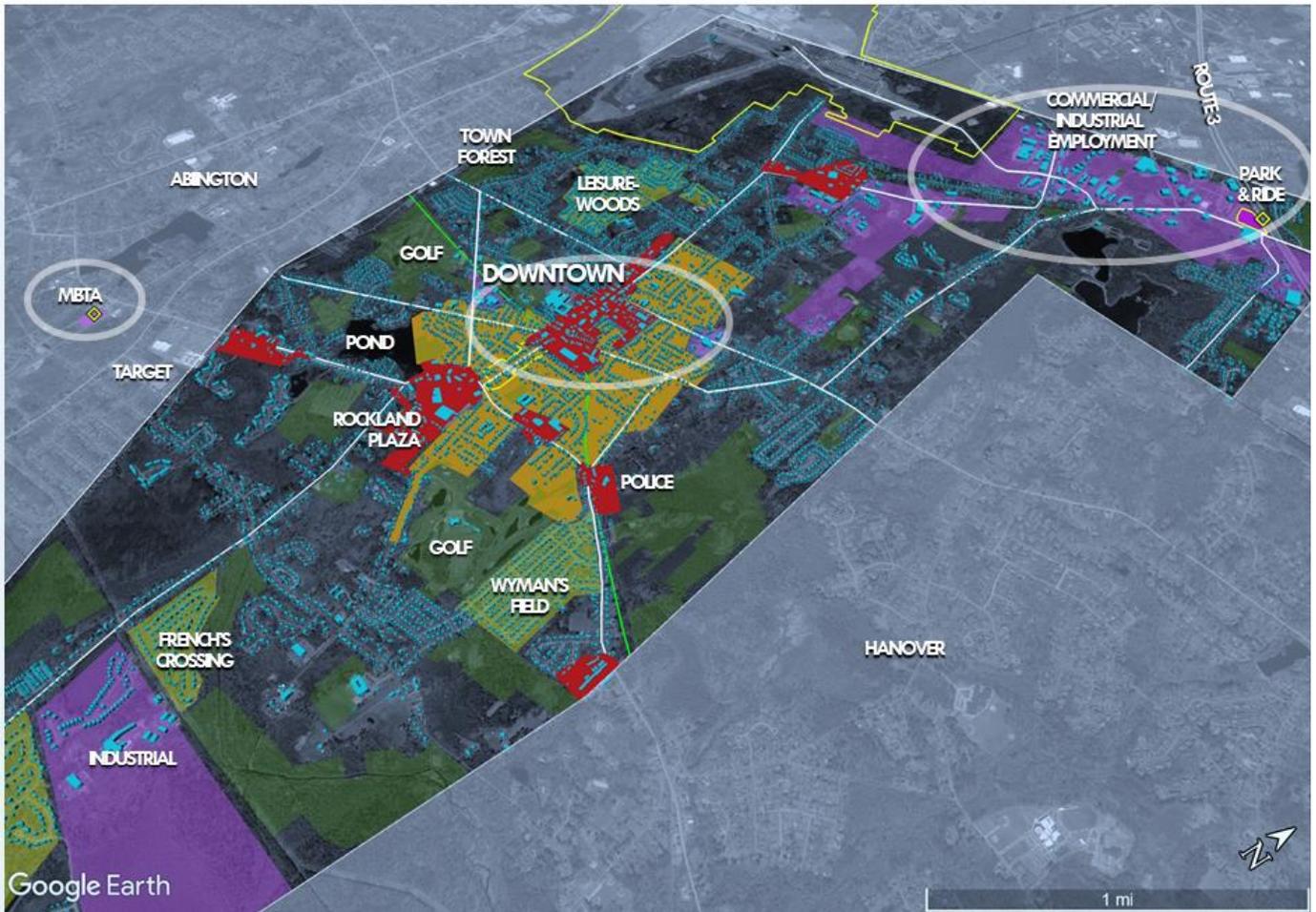
The Town of Rockland has direct highway access via Route 3's (Pilgrim Highway) exit 14 on and off ramps. Route 3 traverses the northeastern corner of Rockland near Accord Pond, and offers major north-south highway connection in the South Shore region. Other major routes that traverse and connect the Town to Abington and Hanover are routes 123 and 139. The Town does not have any MBTA bus service but does enjoy limited regional bus service via the Brockton Area Transit's (BAT) Rockland Flex, which provides 7 weekday morning and afternoon trips between the community center, and a handful of points west toward Stop & Shop and terminates at Signature Healthcare Hospital in Brockton.

Rockland has indirect mass transit commuting options to Boston and points south (Kingston and Plymouth) via three MBTA commuter rail stations in close proximity. These include the Abington station which is closest to downtown and Rockland Plaza, the South Weymouth station located to the northwest of town near Union Point, and the Whitman station to the southwest of town. Additionally, the privately-owned Plymouth & Brockton Bus Company offers weekday service to Boston via a park-and-ride parking lot adjacent to Route 3. Lastly in terms of multimodal transportation options, the Town's segment of the Hanover Branch Rail Trail offers bike and pedestrian connections to Hanover and Abington.

Many of the Town's civic and local shopping establishments are located in its downtown lower Union Street segment. Downtown is immediately surrounded by walkable residential neighborhoods. Just south and within walking distance is the Town's historic district, and further south is the Rockland Plaza shopping center as well as Reed/Studleys Pond. The central portion of Town has a mix of residential communities (such as Leisurewoods, Wyman's Field and French's Crossing) as well as two golf courses, and numerous

¹ Sources: (a) MAPC Town of Rockland Open Space and Recreation 2018-2025 Plan; (b) MAPC DataCommon Community Profile at <https://datacommon.mapc.org/profile/rockland/demographics>; (c) ACS 2018 5-Year Estimates; (d) MA Division of Local Services (Dept. of Revenue) FY20; and (e) MAPC DataCommon FY16.

open spaces including Town Forest. To the northeastern corner of Town lies a major commercial and industrial employment center near Route 3.



What is a Master Plan?

A master plan is typically a long-term planning guide that summarizes the goals and aspirations of residents and property owners, describes existing concerns, and recommends various decisions and actions that the Town could take to achieve its own goals. It is intended to be a reference document regularly by Town officials and residents during meetings to inform and contextualize decisions on project approvals, investments, infrastructure, and zoning changes that can affect the Town's Master Plan vision and goals.

Master plans can provide communities with the following benefits if they are followed up with consistent efforts to implement various recommendations. Realistically, any given expressed Master Plan goal will be accompanied by more than a single recommendation. Communities oftentimes need to take action on more than one in order to proactively create conditions that get them closer to their long term vision.

- A town vision based on community input and priorities
- Strategies and actions to improve livability, opportunity and sustainability
- A land use plan to guide physical development in town
- An implementation strategy to effectively achieve plan goals
- Predictability for residents, businesses, and developers, and elected official

Master planning is a process whereby a community evaluates its historic and present-day assets, and imagines how and where it should grow in order to leave a legacy for the next generation. The vision statement that prefaces the Master Plan serves a brief “headline” for residents and business owners to help identify overarching priorities for the preservation, enhancement, and growth of different areas, and sets the tone for a wider array of more specific master plan elements and goals.

Typical comprehensive master plan elements include plan elements such as: land use and zoning, open space, historic and cultural resources, economic development, housing, public facilities and services, and transportation. More specific goals within these master plan elements can inform decision on policies, by-laws and zoning regulations, and provide mutual certainty and predictability for residents and businesses alike.

Chapter 41, Section 81D of the General Laws of Massachusetts provides the legal basis for the creation of Master Plans.

WHY MASTER PLAN?



WHY MASTER PLAN? YOUR INPUT CAN



Planning Process, Outreach & Participation

BRIEF OVERVIEW

- 2 conventional public workshops
- 1 five-month long community survey (October 2019-February 2020) with informational and visual content
- 1 two-part online public open house comprised of a live Zoom event paired with a 7-week (May-July 2020) open house webpage and community poll with informational and visual content
- 4 Advisory Group meetings
- A joint Planning Board and Board of Selectmen final plan report presentation, and Planning Board adoption 12.15.2020
- builds upon past studies
- 2 paid Facebook advertisements for the first public forum, the 5-month survey, and the 7-week part-two open house, resulting in: 2,090 link clicks including 1,099 from community members ages 55 years and older; and 14,836 people reached
- Town website, community access television, posters, emails
- participation: 522 survey respondents, 1 to 5 dozen workshop participants, 9-member Advisory Group, Town staff

As part of the scope of work for the production of the Rockland Master Plan 2030, the Metropolitan Area Planning Council employed a multipronged approach to outreach, participation, and obtaining input, including the following: (a) bringing awareness to the master planning initiative, (b) vetting of the questions for the online survey through the Advisory Committee and staff, (c) distilling key findings from pertinent, recent Town planning studies, and prefacing both the online surveys and the workshop materials for informed decision making, and (d) creating specific questions with photo examples in order to measure consensus for what types of housing/building typologies, and other physical improvements could go in specific areas of Town.

The community polls were not intended to be scientific surveys, but rather an attempt to gain the best available input from community participants to measure input, determine consensus, and draft goals in the visioning plan. The polls were devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that oftentimes can be challenging to obtain in conventional open community meetings with strictly/mainly oral comments. Ideally, the polls have approximated or exceeded the Town's historical double- or triple-digit attendance/participation rates between the various public forums.



Community Input & Consensus

COMMUNITY INPUT MEASURED

Rockland Master Plan participants who took the online surveys and/or attended the workshops and meetings were presented with visual materials and questions to measure their input and potential support for ideas. The questions presented were purposeful ones intended to measure community interest for key ideas, and were devised to be specific enough so that they could lend themselves to actionable master plan recommendations. Potentially abstract planning ideas were illustrated with photo examples, icons, and/or briefly captioned and explained with bullet points.

In addition to measuring input on planning ideas, participants were also asked to indicate what parts of Town they believed these ideas made more sense. In addition to providing a simplified map of Town with the pertinent target subareas, participants were provided multiple choice questions, and also the option of writing in “free-form open comments”. The multiple choice responses were tallied, and open comments were synthesized to measure recurring themes to supplement the multiple choice responses. Similarly, workshop and committee input was examined to supplement online input. The following are photo examples of some of the community engagement tools. Each master plan element summarizes the community consensus items before the recommendations. The appendix also provides a detailed list of the questions, responses, and consensus summaries.

BACKGROUND - ONLINE SURVEY FEEDBACK

5-MONTH SURVEY
341 PARTICIPANTS
200-300 RESPONSES

oct2019 – feb2020
 at least one question
 on most questions



DESENVOLVIMENTO ECONÔMICO, EMPREGO E MORADIA:
 Investindo em infraestrutura (comodidade) para atrair o crescimento desejado.

1) Você estaria disposto(a) a investir para melhorar a capacidade de tratamento de esgoto para estimular o crescimento do Rockland?

Você concorda com a construção de novas opções de moradia?
 - Incluindo, mas não apenas, o reatualização do centro do Rockland?
 Você concorda com o redensamento econômico e comercial?
 - Abandono, os desenvolvedores praticam adquirir tratamento de esgoto por unidade?
 Você concorda com a redução da carga tributária residencial?
 Outro: _____

2) Onde a prefeitura deveria explorar as opções residenciais que complementam o zoneamento de revitalização do centro da Rockland e dar apoio aos objetivos do Plano de Produção de Moradia?

DETERMINAÇÃO SOCIÉTICA, A PARTIR DO PLANO DE PRODUÇÃO DE MORADIA

- A prefeitura precisa a construção de nos. (isto no centro (Downtown Urban Street) para proporcionar de um novo, variadas alternativas. Ela não necessariamente apoiará, mas a permissão de alterar o regime de zonamento residencial e também reforçar as oportunidades de comércio, de lazer e de emprego nos centros urbanos das propriedades residenciais.
- Atualmente, 6,3% dos moradores de Rockland estão incluídos no benefício de Moradia Subsidiada, que está sujeito de redução de 30%.
- Se a prefeitura de Rockland produzir um número de 20 unidades habitacionais por ano entre 2016 e 2021, receberá 1 ano de isenção de imposto municipal sobre o valor de venda de 20 unidades habitacionais para o proprietário.
- Se a prefeitura de Rockland de acordo com o plano diretor, entre de 2 em cada 3 famílias de Rockland está subdesenvolvido com tanto, o que significa que pelo menos de 30% de sua renda em moradia e subdesenvolvido 1 em cada 3 pelo menos de 50% de sua renda.

	Moradia de dois ou três famílias	Condomínio residencial	Condomínios	Apartamentos
Quadro Albin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atrás do Home Depot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hillcrest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emerson Street Shoe Lofts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compo de Golfe Harmon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rua Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outro?	_____	_____	_____	_____

plano diretor do rockland 2015-2030
 Cidades de prosperidade e prosperidade econômica.

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

BETTER CONNECTIONS & TRAFFIC CALMING

- "to help also try access for sidewalks" - "walk"
- "improve how it connects to roads to other towns (like: like a street)"
- "improve connectivity on to highways or regional roads or outside of town" - "street"
- "walk friendly measures to slow traffic speed through 'road die' - "see what plan" - "street"
- "make pedestrian crossings safe to those interested in road expansion" - "street"

REGIONAL MICROTRANSIT OPTIONS TO COMMUTER RAIL

ON-ROAD MICRO TRANSIT STATION
 PATRIOTIC CITY ROCKLAND

CONNECTING TO EXISTING
 REGIONAL TRANSIT NETWORKS

ENHANCE BIKE & TRAIL CONNECTIONS

- "WATERING & IMPROVING"
- "ON-ROAD BIKE LANES: SHARED LANES"
- "BIKE TRAIL SIGNAGE"
- "BIKE STORAGE RACKS"
- "enhance existing 'Bike To' to include it outside to go to the Town Forest, and beyond to the four of Rockland"
- "improving lanes for shared"
- "dedicated bike lanes - where possible"



Planning Context

When the planning process for the Rockland Master Plan 2030 was initiated, planning studies had been recently completed and/or were underway. Many of these completed studies identified and/or confirmed planning ideas and challenges in the Town. The following Town planning studies were evaluated for pertinent ideas, findings, data and/or follow-up recommendations:

- Housing Production Plan 2016-2021;
- Municipal Vulnerability Preparedness 2019;
- Community Center at McKinley School Feasibility Study 2019);
- Complete Streets Plan 2017;
- Downtown Rockland Action Strategy 2019;
- Open Space & Recreation Plan 2018-2025;
- Downtown Ch. 40R Revitalization Rezoning;
- Hazard Mitigation Plan 2019;
- Sole of Rockland Placemaking 2018; and
- REIMAGINE ROCKLAND 2019.



Some of the key ideas, issues and/or questions from these studies were posed again to master planning participants to determine community interest and level of support (if any). Generally speaking, the key ideas that Town residents have been considering for the past few years involve decisions on: (a) investing in enhanced water and wastewater capacity to support residents and future growth; (b) investing in streetscape improvements along downtown Union Street to attract desired business investment and provide a safe and active streetscape with mixed-use redevelopment; and (c) leveraging key public facilities to help with the downtown revitalization, and provide civic facility conducive to town gatherings and community life.

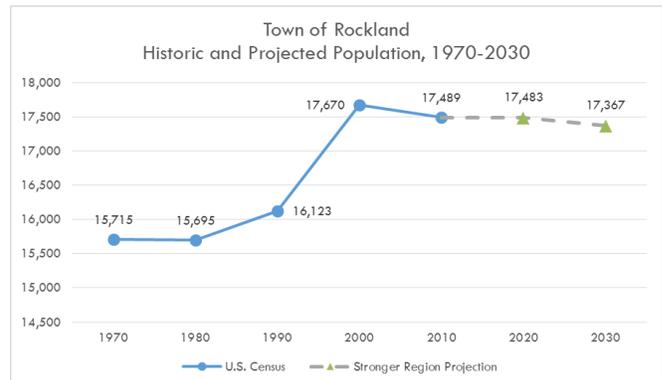
The master planning process was concluding when Covid19 steadily impacted normalcy during 2020. The long-term nature of a ten-year master plan, the immediacy of current challenges, and the uncertainty of potential short impacts cannot afford any short-term solutions to the planning topics we customarily evaluate in normal circumstances. We hope that once a sense of normalcy has resumed, the community ideas, goals and recommendations will continue to hold mostly (if not entirely) true, and can serve Rockland moving forward with its long-term goals.

Summary of Past Studies & Demographic Trends

The following data are the most noteworthy findings and key demographic trends that are intended to contextualize existing conditions in the Town as well as the strategies and recommendations. They are largely based on recent and pertinent planning studies² conducted for the Town.

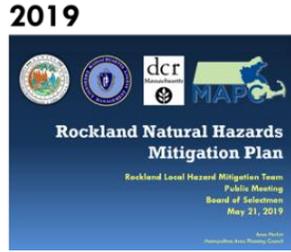
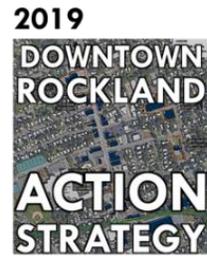
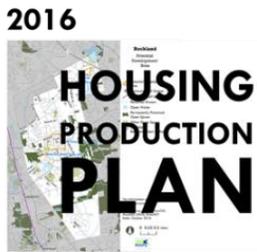
POPULATION

- Rockland’s Census 2010 population of 17,489 residents is expected to **REMAIN RELATIVELY STABLE** looking toward 2030. MAPC’s 2014 Metro Boston Population and Housing Demand Projections indicate a small 0.7% projected decline of about 122 residents in the Stronger Region scenario; while the American Community Survey 2018 5-Year Estimates indicate a modest 2.4% estimated increase to 17,909.
- However, when examining different age cohorts within the overall population, there are projected **DECREASES IN YOUNGER RESIDENTS**, and **SIGNIFICANT GAINS IN OLDER RESIDENTS**. This is also on trend with most surrounding communities, greater Boston and the State as a whole.
- Between 1990 and 2010, senior residents (60 years and older) changed from 17% of the total population to 20%, and is expected to grow to 30% of the total by 2030. Between 1990 and 2010, younger residents (30 years and younger) changed from 46% of the total population to 38%, and is expected to decrease to 31% of the total by 2030.
- According to year 2018 American Community Survey 5-Year Estimates, **12.5% OR 2,210 RESIDENTS CLAIMED A DISABILITY**.



¹Source: U.S. Census and MAPC Stronger Region Projections

² Incorporation of Key Findings from Pertinent, Recently-Completed Planning Studies - As referenced in the contracted scope of work for the RMP2030 planning process, key pertinent data and findings are being referenced and incorporated into the RMP2030 plan report. Sources included are: (a) MAPC Rockland Open Space and Recreation Plan 2018-2025; (b) MAPC Rockland Housing Production Plan 2016-2021.



RACE AND ETHNICITY

- In recent years, Rockland has become **SLIGHTLY MORE RACIALLY DIVERSE**. 91% of the Rockland's population is White, Non-Hispanic according to the 2010 Census, and represents a 3% decrease compared to the 2000 Census figure of 94%.
- As shown in the table below, Rockland is more racially homogeneous than the State and greater Boston's MAPC region.

Race and Ethnicity	Rockland	South Shore Coalition	MAPC Region	Massachusetts
White Non-Hispanic	90.8%	91.7%	72.2%	76.1%
Black Non-Hispanic	2.5%	1.8%	7.9%	6.0%
Native American, Non-Hispanic	0.1%	0.1%	0.1%	0.2%
Asian/ Pacific Islander, Non-Hispanic	1.1%	2.5%	7.6%	5.3%
Other Race, Non-Hispanic	1.8%	0.8%	1.1%	0.9%
Multi-Race, Non-Hispanic	1.7%	1.3%	1.9%	1.9%
Hispanic/ Latino	2.0%	1.9%	9.1%	9.6%

Source: U.S. Census, 2010

SCHOOL ENROLLMENT

- Decreased over the last 20 years – a total **DECLINE OF 15.1%**.
- 1994-95 school year – 2,739 students 2015-16 school year – 2,326 students
- 2013-14 - first time in over a decade enrollment increased over previous year and 2015-16 showed an increase as well.

HOUSING STOCK ³

- 68% single-family 7% two-family 5% three/four units 21% multifamily
- The average household size overall is 2.56; and is 2.71 for owner-occupied households, and 2.13 for renter-occupied units.

INCOME & BUSINESSES ⁴

- The overall median household income (regardless of ownership/rental tenure) is \$79,807.
- The median household income of the Town's owners is \$99,115 compared to \$46,881 of the Town's renters.

³ Source: ACS 2014-2018 5-Year Estimates

⁴ Source: ACS 2014-2018 5-Year Estimates

- The Town has 868 businesses, and 8,763 workers⁵.
- The three largest industry groups: Construction, Health Care & Social Assistance, and Professional and Technical Services – EOLWD 2016
- The two largest employers: North River Collaborative and Partners Health Care at Home - more than 250 each

HOUSING AFFORDABILITY & NEEDS ⁶

- **2 OUT OF 5 HOUSEHOLDS ARE COST-BURDENED**, which means they spend more than 30% of their monthly income on housing costs (oftentimes at the expense of other necessities).
- 1 in 5 households spend more than 50% on monthly housing costs.
- The Town's current Housing Production Plan is **VALID FROM 2016 THROUGH 2021**. It indicates that the Town's **SUBSIDIZED HOUSING INVENTORY** is at 6.3%. Since the HPP's completion, the SHI has slightly increased to **6.4%** as of best available State DHCD data⁷ with 450 subsidized units in relation to 7,030 market-rate units. It is worth noting that the meeting the State minimum of 10% does not necessarily mean that the Town has met the overall demand for existing residents who are still seeking housing options that do not require paying more than a third of their income toward housing (i.e., cost-burdened households).
- The HPP states that minimum annual housing **PRODUCTION TARGETS OF 35 TO 37 UNITS** are needed for Rockland to demonstrate steady progress toward addressing needs, demand and the State Ch. 40B requirement. Demonstrating steady progress can help communities to gain or maintain control over where to accommodate subsidized and market-rate "friendly Ch. 40B" multifamily proposals.
- According to the HPP's Housing and Needs Assessment:
 - The population growth will remain stable but get older with an increase in the number of households that will **NECESSITATE HOUSING PRODUCTION TO ACCOMMODATE** them.
 - The share of householders aged 60 years and older will grow from 32% of the total householders in 2010 to 45% of the householders in 2030.
 - There is a need for housing options to address: (a) seniors' changing **NEEDS AND PREFERENCES**; and (b) for younger householders entering the housing market. Oftentimes, there is a degree of overlap in these needs and preferences with the shared characteristics often being smaller units that are smaller, easier to maintain, and affordable.
 - The HPP report indicates demand for 165 new multifamily units, and 156 new single family units.

DOWNTOWN UNION STREET REDEVELOPMENT POTENTIAL

- The Town has had on-going discussions and several planning studies (Ch.40R rezoning, Downtown Strategy, REiMAGINE ROCKLAND, Sole of Rockland) that have considered whether downtown Union Street can be redeveloped in the future to become walkable and accommodate mixed-use housing that will support downtown retail shops.
- As part of the Ch. 40R mixed-use overlay rezoning in part of downtown Union Street corridor, it was estimated that the overlay district could potentially accommodate over 100 dwelling units as well as groundfloor retail shops and offices.
- The overall conclusion has been that Town investment in streetscape improvements, catalytic redevelopment of key public facilities, and addressing longstanding water and wastewater capacity

⁵ Source: ACS 2013-2017, & ESRI GfK MRI, Infogroup 2019

⁶ Source: Rockland HPP 2016-2021

⁷ Source: DHCD's 789-page SHI report shared by staff, and dated October 16, 2017. An excerpt of pages 564-565 showing Rockland's inventory is included elsewhere in the RMP2030 plan report. DHCD uses Census 2010 Year Round Housing Units as the denominator for the SHI calculation.

issues are needed to unlock the potential of the recent downtown Ch. 40R rezoning success to address downtown housing and retail shopping goals.

WATER & WASTEWATER CAPACITY

- A 2014 UMassBoston study highlighted Rockland as one of four communities whose wastewater processing demands exceed 85% of permissible average flow; which can affect future growth if not remedied.
- Rockland is subject to MassDEP Water Management Act water withdrawal restrictions that are impacting current residents as well as impacting future growth and business investment.
- Rockland is subject to EPA restrictions that prohibit it from conveying wastewater effluent for treatment outside of municipal limits.
- A Brockton/Rockland/Abington Sewer agreement has strict geographical areas for allowable sewer connections.

BROOKFIELD PROPERTIES (FKA UNION POINT) STATUS⁸

- As of January 2020, the Southfield Redevelopment Authority has designated Brookfield Properties as the fourth master developer for the area recently known as Union Point. Any potential changes to the development program under the new master developer are unknown at the conclusion of the Rockland 2030 master planning process.
- A prior agreement with the third/former master developer regarding a land swap involving 24 acres of conservation land and a potential Rockland Meadows nature center at 1119 Union Street is under legal review.
- The redevelopment potential of 1,400-acre Brookfield Properties area is subject to its own set of water and sewer capacity issues.

LAND USE & ZONING: DIRECTING GROWTH

Introduction

Land use is a general term used to describe the primary use (or combination of current uses) occurring on a tract of land at a given time, including residential, retail/commercial, office, industrial, open space, transportation, mixed use and more. Land use patterns are influenced by numerous factors including historical development patterns, population and economic growth over time, infrastructure investment, transportation access, natural resources and environmental constraints, and quality of life. Importantly, land use is not permanent – it can and often does change over time. For example, a residential subdivision can be built on former farmland, or a residential condominium can be built on the site of a former hotel.

There are several primary land uses including residential, commercial, industrial, open space and more. However, each category can be further classified by subtype or combination of uses. For example, residential land use can include single-, two- and multifamily types, and commercial land use can include

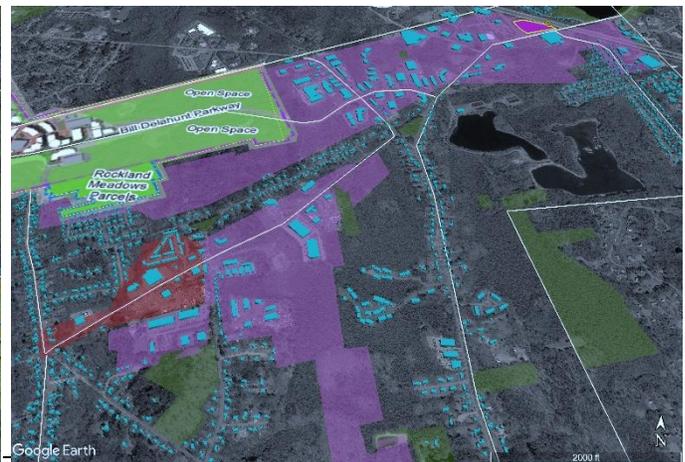
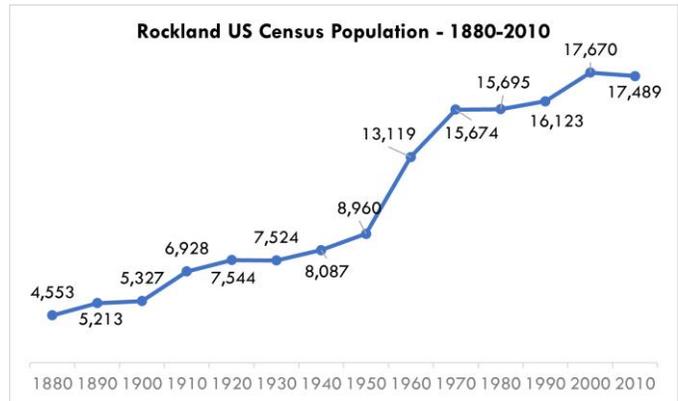


⁸ At time of finalized RMP2030 master plan report.

retail and office. Parcels with multiple uses such as residential and commercial can be classified as mixed-use, whereas tax-exempt properties can be separated into public and religious/institutional.

Zoning land use regulations are a tool for communities to slowly shape the physical landscape through permitting, determine the proportion of area dedicated to residential and non-residential uses, and affect tax revenue generation for the Town. Zoning dictates what can be developed on every parcel of land: the allowed uses (there can be multiple allowed), the placement and massing of structures, the amount of open space required, the number of parking spaces, and more.

Local zoning bylaws are dictated by a community's preferences in form and location of development. The master plan captures community input on how to proactively craft a land use framework to guide future growth to advance the Town's vision.



Land Use & Zoning

LAND USE

Rockland's land area is approximately 9.9 square miles or 6,360 acres⁹, which excludes 116 acres of water bodies. Over a fifth of the Town's land area is comprised of wetlands (21.7% or 1,404 acres).

Existing Gross Acres of Aggregated Macro Land Use Categories

The following table is a summary of how much of the Town of Rockland's territorial extent is dedicated to certain land uses and types of developments/buildings. These are in gross GIS acres and does not account for environmental and open space features/constraints. The data source is MAPC's Land Parcel database which uses MassGIS town-by-town parcel records and applies the State's land use tax assessment codes. It is useful to understand how the Town's existing land use and development patterns to inform future decisions on zoning. Zoning can affect and limit the supply of land area available for residential, commercial, office and industrial uses.

The aggregated existing land use table below shows that 48.3% of the Town's land area is dedicated to residential uses, 12.3% to open space, 11.5% to governmental/institutional uses, 10.4% to industrial uses, almost 9% to commercial uses, and almost 1% toward mixed uses. Approximately, 8% of Rockland's land

⁹ Source: MAPC Housing Production Plan 2016-2021 referencing MassGIS data.

area is composed of parcels that do not have a standard use code. If one further aggregates some of the aforementioned categories, one can further compare that approximately 19.2% to 20% of the land area is used for the economically productive industrial, commercial and mixed uses.

EXISTING GROSS ACRES OF LAND USES CATEGORIES FROM AGGREGATED MACRO LAND USE TAX ASSESSMENT CODES ¹⁰ BY GROSS ACREAGE & PERCENT OF TOWN'S TOTAL LAND AREA			
CLASS	LEADING DIGIT	GIS ACRES	PERCENT OF TOTAL LAND AREA
Open Space - Chapter 61, 61A, 61B property	7, 8	64	1.0%
Open Space with tax assessment codes in categories below	OS	733	11.3%
Residential	1	3,130	48.3%
Federal/Municipal/State/Institutional (e.g. religious, education)	9	743	11.5%
Industrial	4	673	10.4%
Commercial	3	567	8.8%
No Standard Use Code		511	7.9%
Mixed Use	0	55	0.8%
	Total	6,476	

Notes:

- The 733 acres of Open Space excludes the Chapter 61 (forest lands), 61A (agricultural land), 61B (recreational land) categories which are also classified as Open Space.
- The MGL Chapter 61, 61A and 61B classifications give preferential tax treatment for timber production, agriculture or recreation. ¹¹
- The portion of the Union Point property within Rockland represents approximately 600 acres of above referenced existing open space acreages within Rockland.

¹⁰ Source: 2019 MassGIS Land Parcel Database; and MAPC GIS Analysis and Aggregation of Standard Land Use Codes

¹¹ Source: Mass DCR website at <https://www.mass.gov/service-details/forest-tax-program-chapter-61>

In terms of general distribution throughout the Town, as can be seen by the preceding existing land use map, much of the land shown on the map is comprised of light yellows and oranges representing residential uses (48% of the land area). One can also see the distribution of the 12.3% of the open space in the light green color.

In the center of Town one can observe a cluster of smaller-size commercial and industrial parcels along the downtown Union Street corridor. Within close proximity to the south, one can see the larger Rockland Plaza commercial parcels. To the north of downtown along Veterans of Foreign Wars Drive, one can see a larger cluster of commercial and industrial parcels. The largest cluster of large commercial and industrial parcels is in the northeast corner of Town along Hingham Street corridor toward Route 3 (Pilgrim Highway). It is worth noting that the larger industrial areas shown in the south are comprised of parcels that are assessed as industrial but also happen to have significant wetlands on them. Collectively, these areas (and other similar smaller areas) represent 19.2% to 20% of the Town’s land area.

It is also worth noting the large “commercial vacant” cluster in the pink color in the northwest corner of Town that is adjacent to a large cluster of governmental cluster in the grey color. This area largely represents Rockland’s portion of the former South Weymouth Naval Air Station which is conventionally known Union Point property. As of January 2020, Brookfield Properties has been designated as the new (and fourth) master developer. More information on the evolving redevelopment plans for this area will be mentioned elsewhere in the RMP 2030 plan report.

Lastly, one can see on the land use map, a large cluster of parcels in grey which represents the Abington/ Rockland Reservoir (formally known as the John F. Hannigan Memorial Reservoir).

Open Space

Rockland has large amounts of its land area for public and private passive and active use, and natural resource protection. Rockland has 761 acres (or 11.9%) of its land area for private open space, 236 acres (or 3.7%) for Town-owned recreational open space, 640 acres (or 10.1%) for conservation and water supply protection land, 154 acres (or 2.4%) for MGL Chapter 61 /A/B lands, and 73 acres (or 1.1%) is open space land owned by neighboring municipalities.

Based on two different data sources, the types of included categories and the inclusion of water bodies in territorial extent, Rockland has between 793 acres (or 12.3%) of its land area or 1,863 acres (or 28.8%) of its full territorial extent as some form of open space land use. The following two tables reflect data from the MAPC OSRP 2018-2025 Inventory, and the MAPC Land Parcel Database. A more comprehensive look can be found in the Open Space Element of the Master Plan.

OPEN SPACE ACREAGE - BY OPEN SPACE INVENTORY CATEGORY			
Type of Open Space	Acres	% Town Land Area	% Total Town Territorial Extent Incl. Water Bodies
Private Protected Open Space	740	11.6%	11.4%
Private Unprotected Open Space	20	0.3%	0.3%
Other Private	1	0.0%	0.0%
Other-Town Owned Space (Limited or No Protection)	117	1.8%	1.8%
Town Owned Parks (Permanently Protected)	75	1.2%	1.2%
School Department Open Spaces	44	0.7%	0.7%
Conservation Commission Land	351	5.5%	5.4%
Water Supply Land	290	4.6%	4.5%
MGL Chapter 61 /A/B Lands	154	2.4%	2.4%
Open Space Owned by Neighboring Municipalities	73	1.1%	1.1%
	1,863	6,360	6,476

Source: MAPC Town OSRP 2018-2025, Open Space Inventory



**OPEN SPACE ACREAGE
SEPARATED FROM OTHER AGGREGATED MACRO LAND USE TAX ASSESSMENT CODES ¹²
BY GROSS ACREAGE & PERCENT OF TOWN'S TOTAL LAND AREA**

CLASS	LEADING DIGIT	GIS ACRES	PERCENT OF TOTAL LAND AREA
Open Space - Chapter 61, 61A, 61B property	7, 8	64	1.0%
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- The MGL Chapter 61, 61A and 61B classifications give preferential tax treatment for timber production, agriculture or recreation. ¹³
- The portion of the Union Point property within Rockland represents approximately 600 acres of above referenced existing open space acreages within Rockland.

ZONING

Rockland's current Zoning-By-Law (§415)¹⁴ was adopted in 1958. The most recent amendments occurred on May 2018 (§415 History by Art. 71) and May 2019 (§415-19C(19) by Art. 11). For the purposes of the Master Plan, the zoning assessment addresses pertinent zoning regulations and permitting procedures as they relate to potential obstacles to fulfilling community and economic development goals expressed in the community input obtained. Zoning regulations can affect the redevelopment potential for allowing housing options and their locations in Town, as well as commercial/industrial business opportunities for services, goods and jobs. The Town of Rockland is divided into twelve zoning districts including five residential districts, two business districts and five industrial districts.

Residential Districts

All residential districts allow single-family residences, which represent 74% of zoned land. Two family residences are allowed by right in the R-2, R-3 and R-4 districts, which represent 32% of zoned land. The B-1 district also allows two family residences by-right only on the upper stories (§415-13-A(1)(i)). Multi-family developments are allowed by right in the R-4 district, which represents 1% or 66 acres of zoned land. The B-1 district also allows multi-family residences by-right only on the upper stories. Multi-family development is allowed by special permit in the B-2 district (§415-14-C(19)). At the 2018 Annual Town Meeting, residents voted to allow accessory apartments by right in R-2, R-3, and R-4¹⁵, which represent 32% of zoned land. However, the existing zoning bylaw does not uniformly reflect this with R-2 §415-9-B(3) and R-4 §415-11-B(3) indicating accessory apartments are by-right accessory uses, while R-3 §415-10-C(11) indicates that a special permit is needed.

¹² Source: 2019 MassGIS Land Parcel Database; and MAPC GIS Analysis and Aggregation of Standard Land Use Codes

¹³ Source: Mass DCR website at <https://www.mass.gov/service-details/forest-tax-program-chapter-61>

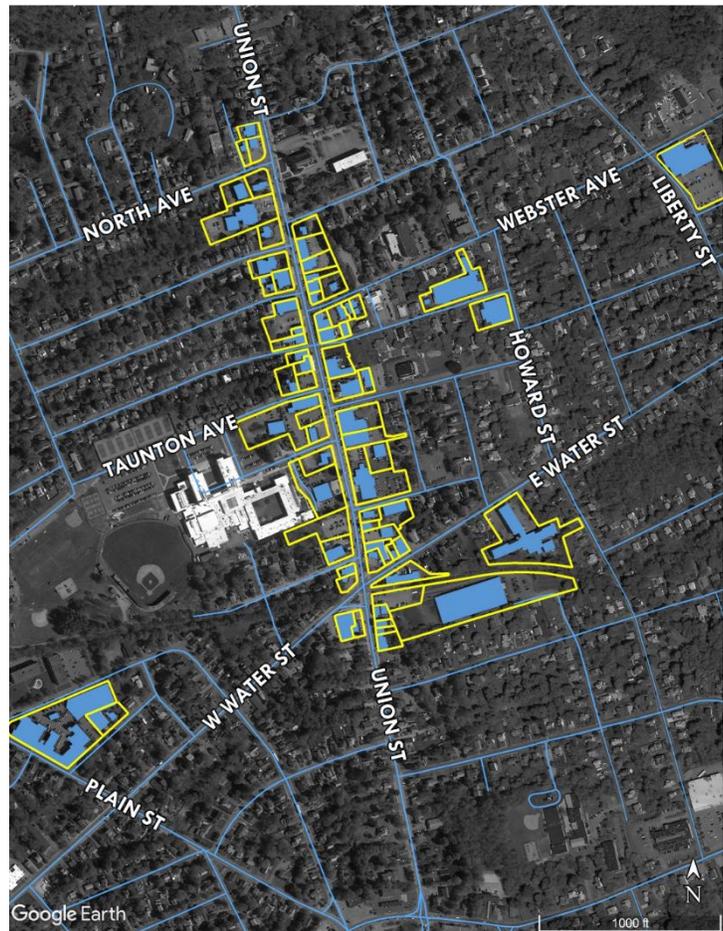
¹⁴ Sources: Town static version on website amended through May 6, 2013 at <https://www.rockland-ma.gov/sites/g/files/vyhlf4941/f/uploads/zoning.pdf>. More updated electronic version at eCode360.com at <https://ecode360.com/13239015>.

¹⁵ Source: OSRP 2018-2025.

Pursuant to the implementation of a Housing Production Plan goal, the Town approved a MGL Chapter 40R Smart Growth Overlay District for its downtown Union Street corridor in May 2017. The Downtown Rockland Revitalization Overlay District bylaw allows residential and mixed-used development in downtown Rockland. The district has the capacity to create more than 100 housing units, of which at least 20 to 25% will be affordable.

Non-Residential Districts

In terms of the amount of zoned land available for non-residential development, 3% of the zoned land is comprised of the B-1 and B-2 business districts that are geared toward interfacing with nearby residential uses. In terms of other non-residential zoning districts that can allow for economic development opportunities, 13% of the zoned land is comprised of the various industrial zoning districts. Four industrial districts share the same stated intent (§415-6C) of: “most appropriately provide for economic growth and environmental protection in the Town. The separation of heavy industrial uses from residential and related uses and the location of industry with respect to transportation facilities and existing public services are prime bases for the designation of the two industrial districts.” The conversion of industrial buildings to multifamily residences by special permit had been allowed in the Limited Industrial I-1 district, and was repealed in May 2011 (§415-15-C (12)).



BRIEF SUMMARY OF ROCKLAND ZONING DISTRICTS & SELECT HIGHLIGHTED REGULATIONS						
GIS Acres	% of Area	Abbr.	District Name & Intent	Principal Uses Allowed	Min. Lot Size	Noteworthy Use Regulation
2,690	41.5%	R-1	Residence 1 - Protect wetland areas and relate the intensity of development to soil suitability.	Single-family residences, agricultural, houses of worship, schools, cemeteries, parks, non-commercial kennel.	32,670 square feet	—
1,607	24.8%	R-2	Residence 2 - Cluster development near existing areas serviced by roads, public facilities and utilities.	Same as R-1, plus two-family residences.	32,670 square feet	Two-family dwellings allowed by right in R-2, R-3 and R-4, which represent 32% of the land area. §415-9-B(3) - Accessory apartments subject to §415-32M.
419	6.5%	R-3	Residence 3 – Same as R-2.	Same as R-2.	32,670 square feet	Same as R-2. §415-10-C(11) – Special permit for accessory apartments subject to §415-32M.
66	1.0%	R-4	Residence 4 - Relates higher development densities to areas of existing public facilities, services, and utilities, and areas most compatible with and suitable for higher density development.	Same as R-2, plus multi-family residences.	32,670 square feet	Multi-family dwellings allowed by right only this district, which represents 1% or 66 acres. §415-11-B(3) - Accessory apartments subject to §415-32M.
—	—	RSH-1	Residential Senior Housing 1 – Provide necessary senior housing to retain valuable familial and monetary resources.	Single family senior housing**, houses of worship, schools, parks, other uses customarily accessory to the permitted principal uses, non-commercial kennels.	** 5 acres min. total area	—

31	0.5%	B-1	Business 1 – Best relate business development to both residential and non-residential uses and to provide for optimal opportunities for economic growth.	Retail businesses, personal and business service establishments, eating establishments, houses of worship, public parks, public institutional uses, private clubs, funeral homes, two-family and multi-family residences.	None	§415-13-A(1)(i) - Two-family and multi-family residences are allowed by-right on upper stories only in B-1.
152	2.4%	B-2	Business 2 – Same as B-1.	Same as B-1, plus theatres, bowling alleys, and nurseries.	None	§415-14-C(19) – Multi-family development by special permit in B-2.
211	3.3%	I-1	Limited industrial - Provide for economic growth and environmental protection. The separation of heavy industrial uses from residential and related uses and the location of industry with respect to transportation facilities and existing public services are prime bases.	Professional, administrative, and office buildings; banks; public utility facilities; warehouses and wholesale and retail distribution centers; art gallery, photography studio, art framing shop; antique shop.	None	§415-15-C (12) – The former conversion by special permit of industrial buildings to multifamily residences was repealed May 2, 2011 in the Limited Industrial I-1 district.
409	6.3%	I-2	Industrial Park – Same purpose described in I-1.	Professional, administrative, and office buildings; banks; warehouses and wholesale and retail distribution centers; bottling plants; and food processing.	None	—
39	0.6%	I-3	Industrial/ Business – Same purpose described in I-1.	Same as I-2, plus major retail business.	—	—
—	—	I-4	Industrial/ Business – Same purpose described in I-1.	Same as I-2, cemeteries, both human and pet; educational institutions; convention centers and hotels; funeral parlors; and public utility facilities. ¹⁶	—	—
197	3.0%	H-1	Industrial Park-Hotel – Provide in addition to the permitted uses in Zoning District I-2, Industrial Park, uses such as hotels, motels and extended stay lodging as complimentary uses in such areas.	Same as I-2.	—	—
INDEPENDENT NON-MUNICIPAL REGULATORY REDEVELOPMENT AUTHORITY OF NOTE						
586	9.1%	SWNAS	South Weymouth Naval Air Station	—	—	—
6,478	100%			—	—	—
Total						

Sources: MAPC DataServices GIS Analysis and Digitized Acreage Estimates; Town of Rockland Zoning By-Law

In terms of building and lot regulations, the following table is an excerpt from §415-22. The minimum lot size in each of the residential districts is 32,670 square feet (¾ of an acre), and there is no minimum lot size for the non-residential districts. One dwelling unit is permitted per 32,670 square feet in the R-1 and R-2 districts; two dwelling units in the R-3 district; and four dwelling units in the R-4 and Residential Senior Housing districts. Up to eight units are allowed in the in the two business districts per 32,670 square feet. The maximum building height ranges from 2½ stories/30 feet to 3 stories/36 feet. The minimum frontage for all districts is 110 feet.

DISTRICT	MIN. LOT AREA (SF)	MAX. NO. OF DWELLING UNITS PER 32,670-SF	MAX. BLDG. AVG. % OF LOT	MAX. HEIGHT (STORIES/FEET)	MIN. FRONT YARD (FT)	MIN. REAR YARD (FT)	MIN. SIDE YARD (FT)
R-1	32,670	1	25	2.5/30***	25	50	15
R-2	32,670	1	30	2.5/30***	25	50	15
R-3	32,670	2	35	3.0/36	25	50	15
R-4	32,670	4	40	3.0/36	25	50	15
RSH-1	32,670	4	40	3.0/36	25	50	15
B-1	—	8	80	3.0/36	—	*	*
B-2	—	8	80	3.0/36	20	30	30
I-1	—	—	50	3.0/36	50	30**	30**
I-2	—	—	50	3.0/36	50	30**	30**

¹⁶ §415-18A(6) – Editor's Note: Former Subsection A(6), Day care centers, was repealed 5-5-2014 ATM, Art. 45.

I-3	—	—	50	3.0/36	50	30**	30**
I-4	—	—	50	3.0/36	25	30**	30**
H-1	—	—	50	3.0/36	50	30**	30**

Off-street parking is regulated by §415-35. The minimum parking requirements for residential uses have high minimum requirements that could pose a formidable barrier to potential multifamily redevelopment proposals. Three spaces per dwelling unit are required for two- and multi-family dwellings. The 2019 Downtown Action Plan echoed concerns over onerous parking requirements and recommended a parking study for subsequent amended parking requirements.

In addition to the aforementioned, there are specific regulations governing multi-family developments (§415-22F) as well as those pertaining to Site Plan Review Requirements (Article VIII). Multi-family development proposals require a minimum of five acres of land, of which 20% is to be set aside as publicly accessible open space. Some general design standards are included in this section including one that dictates a minimum floor area per dwelling unit of 650 square feet. Lastly, developments that contain more than 25 residential dwelling units require a traffic impact report.

In recognition of the presence of wetlands and floodplain districts throughout town, the Town established a minimum required upland standard (§415-30) of 22,000 square feet per lot.

The Town of Rockland does not currently reflect its protected public open spaces on the zoning map as distinct zoning districts. Protected open spaces do not necessarily need to be zoned as separate districts, and are protected by other measures such as conservation restrictions recorded in land deeds, etc. Communities throughout Massachusetts vary in terms of their approach on offering additional protections in the form of open space zoning districts on zoning maps. Arguments for the creation of such open space zoning districts include that such a zoning map can:

- readily convey the location and approximate amount of open space of a community;
- intuitively contextualize and reflect how much of the Town is not developable; and
- contextualize the (re)development potential for adjacent developable properties.

Should Rockland be interested in considering such an approach, it can afford these benefits and additional protection, and still retain its ability to allow and permit essential public recreational facilities in a land use regulations table within varied residential and non-residential zoning districts.

GROWTH AND DEVELOPMENT PATTERNS

Historically, Rockland’s physical development was largely influenced by its role as a subregional manufacturing center. According to MAPC’s regional community type classification system, Rockland is a Mature New England Town. These are characterized by a mixed-use town center surrounded by compact neighborhoods with conventional single family subdivisions elsewhere. Much of the Town’s housing development (70%) occurred before 1980. Approximately 25% of the housing stock was built between 1980-1999, and only 5% built since 2000¹⁷. In terms of non-residential development, beyond the Town’s historic downtown Union Street business node, much of its more recent commercial business development has occurred in the northeastern corner of Town along VFW Drive and Hingham Street corridors toward Route 3 (Pilgrim Highway).

¹⁷ Source: MAPC HPP 2016-2021, Figure 18.

Recent and Anticipated Development Activity

According to the Census Building Permit Survey, in recent history from 2000-2018, Rockland issued the most number of building permits between 2005 and 2007. These were almost entirely single-family permits. Building permit activity has declined since then with a slight increase in permitting between 2013 and 2014. From 2000 to 2018, single family permitting has been predominant with the exception of a total of 27 multifamily permits issued between 2012 and 2014. It is worth noting that according to the Town's 2016-2021 HPP, the Town's recommended annual production targets of 35 to 37 units are not being met with 4 to 5 units being produced for years 2016, 2017 and 2018.

In terms of more recent residential development proposals, a Ch. 40B Comprehensive Permit for a 38-unit development was reviewed by the Zoning Board of Appeals located on the parcels at 71 Park Street and 324 Howard Street¹⁸. This project has a 25% income-restricted affordability component which will help the Town in addressing the housing needs of its residents. Recently as well, a proposal for a two-phased housing development on Albion Street has been under review. The proposal consists of 44 affordable senior units in one phase, and another 40 additional units in a subsequent phase. The general areas where these projects are located had been identified through the HPP community planning process.

In 2020, toward the conclusion of the Rockland Master 2030 planning process, there were two additional multifamily development proposals under review. The 236-unit "Shingle Mills" Ch. 40B Comprehensive Permit proposal on Pond Street was under review by the Zoning Board of Appeals. This site was one of the areas that was identified in the Town's HPP as the "area behind Home Depot". The proposal is located behind the Doubletree by Hilton Hotel and the Home Depot, and is surrounded by wetlands.

Lastly, there is a preliminary, large-scale, mixed-use development proposal in the Town's northeastern industrial/commercial employment center in the industrial highway zoning district. The proposal is a 365,000-sf proposal located at the corner of Hingham Street and Commerce Road. The proposed AW Perry development program includes 164 residential units, an 80-room hotel, retail, restaurants, a supermarket, office space, and a public plaza. The development proponent has also proposed a 116-acre zoning overlay district for a portion of the Town's existing Highway Industrial Business District along the Hingham Street corridor. The proposed zoning overlay district is still in the early phase of discussion and review, and under a separate peer review process.

Due to timing issues, there was not an opportunity for including the potential 116-acre industrial/commercial area as a potential survey and third public forum option for consideration for housing by master planning participants. On face value, the preliminary proposal brings to mind both challenges and opportunities, which a separate peer review evaluation will ultimately determine. Among some initial challenges are: (a) water and wastewater capacity issues including a restriction that does not allow the Town to send effluent for treatment outside of Town limits; and (b) ensuring development uses and programming do not detract from longstanding downtown revitalization goals. Among the potential opportunities are: (a) new housing production for the Town to address its SHI and HPP targets; and (b) potential new open spaces that if designed to a high standard could encourage activity and civic engagement.

*Former South Weymouth Naval Air Station formerly known as Union Point*¹⁹

The northwestern corner of Rockland has approximately 586 acres that fall within the former 1,400-acre South Weymouth Naval Air Station that extends into neighboring Weymouth and Abington. Governance over this area is shared by Rockland, Weymouth and Abington, and development is regulated by the Southfield Redevelopment Authority (SRA). Since the 1997 decommissioning of the naval air station, the South Shore Tri-Town Development Corporation property has undergone four different master developer designations. In 2011, the first residential units in the SouthField Highlands phase in Weymouth were built

¹⁸ Source: https://www.rockland-ma.gov/sites/g/files/vyhlf4941/f/events/324_howard_st_11.1.17.pdf

¹⁹ Source: https://scholarworks.umb.edu/cgi/viewcontent.cgi?article=1022&context=cpm_pubs

by the master developer at the time (LNR Properties). Presently, there are approximately 500 units built there. In recent memory, the area is conventionally known as the Union Point Development. As of January 2020, the Southfield Redevelopment Authority has designated Brookfield Properties as the fourth master developer.

Prior master developer plans had shown most of the land within Rockland as open space. There had been recent discussions since 2016 between the Town and third/former master developer (LStar) for a land swap. The land swap entailed securing 24 acres of conservation land for the Town that would include a future Rockland Meadows nature center to be housed at 1119 Union Street in exchange for allowing commercial development within a portion of Union Point within Rockland town limits. This agreement is the subject of on-going litigation and had also been related to the contentious issue of whether to allow a vehicular connection at upper Union Street.

A 2014 UMass Boston study on the nexus between the economic development of communities, and investment in wastewater and water infrastructure highlights some of the wastewater restrictions impacting the SRA/Brookfield Properties development (most recently known as Union Point). One of the findings indicated that the failure to address potable water supply limitations will adversely impact development in Southfield/Union Point, and generally in Weymouth. The study also indicates that prior plans called for all wastewater effluent to be treated in a new wastewater treatment plant. In terms of the potential for a regional cooperative water or sewer solution, with any of the adjacent jurisdictions (Weymouth, Hingham/Aquarion, SRA/Brookfield), there are current restrictions placed on Rockland (MassDEP Water Management Act water withdrawals, and EPA no-external effluent conveyance for treatment).

Recommendations

The following land use and zoning recommendations are intended to allow the Town to channel its stated community input goals and Master Plan vision into clear and purposeful regulations.

GOAL 1 – FACILITATE TWO-FAMILY, MULTI-FAMILY AND ACCESSORY DWELLINGS BY RELAXING EXISTING ZONING REGULATIONS.

RECOMMENDATION 1.1 - Reduce the minimum parking requirement for two- and multi-family developments.

RECOMMENDATION 1.2 - Allow multifamily residential by-right in the upper stories in the B-2 district instead of by special permit.

RECOMMENDATION 1.3 - Zoning bylaw text amendment to R-3 residential zoning district in §415-10-C(11) to reflect the 2018 Town Meeting vote to allow accessory apartments as by-right accessory uses in the R-2, R-3 and R-4 zoning districts. Rockland zoning bylaw sections §415-9-B(3) and §415-11-B(3) currently reflect this for the R-2 and R-4 districts.

RECOMMENDATION 1.4 - Town could consider additional zoning flexibility through lot consolidation incentives to allow adjacent parcels and property owners in the B-1 and B-2 districts to aggregate adjacent parcels to meet the minimum 5-acre requirement in §415-22F for multifamily development proposals in B-1 and B-2 districts.

GOAL 2 – CREATE A WALKABLE MIXED-USE NODE CONTIGUOUS WITH HISTORICAL AND DOWNTOWN DISTRICTS BY LEVERAGING ROCKLAND PLAZA FOR A DESIGN AND REZONING STUDY.

RECOMMENDATION 2.1 - Given the limited amount of zoned land available for residential and local community oriented businesses that are within walking distance of established residential neighborhoods, the Town could consider a design framework study for Rockland Plaza so that it can better complement the adjacent historical district, and nearby downtown business district. The purpose of the study would to possibly create a pedestrian shopping district by: reorganizing circulation and development frontages; encouraging lot consolidation or joint proposals; requiring different redeveloped building placements to create a more human scale; a compatible mix of residential and non-residential uses; possible height increases; possible lesser yard and lot coverage requirements; and shared parking solutions to address different peak and off-peak demand.

GOAL 3 – UNLOCK THE POTENTIAL FOR RESIDENTIAL AND NON-RESIDENTIAL GROWTH BY ADDRESSING INFRASTRUCTURE LIMITATIONS.

RECOMMENDATION 3.1 - The Town's zoning on the whole is generally permissive of residential and non-residential developments. However, the Town, property owners, and potential developers and investors are not fully benefiting from recently passed zoning due to infrastructure challenges. In addition to the aforementioned recommended zoning bylaw text and policy amendments, the Rockland Master Plan emphasizes the importance of this goal, and makes a more detailed infrastructure recommendation in the Public Facilities and Economic Development elements of the master plan.

Introduction

The master planning process provides an opportunity to evaluate the housing needs of different segments of the Rockland community, plan ahead to address future demand, and also understand how decisions surrounding housing can impact other community and economic development goals. This chapter analyzes housing trends and community input to establish recommendations that support housing development based on the needs of Rockland residents.

BRIEF OVERVIEW & KEY FINDINGS

- Looking to the year 2030, Rockland's population will remain stable but the number of households will increase, and housing production will be needed to accommodate the demand.
- The senior population is increasing, and senior householders are expected to increase from 32% of the total in 2010 to 45% in 2030.
- The median household income of the Town's owners is \$99,115 compared to \$46,881 of the Town's renters.
- Two out of 5 households are cost-burdened, which means they spend more than 30% of their monthly income on housing costs (oftentimes at the expense of other necessities).
- School enrollment has decreased approximately 15.1% from 2,739 public students in the 1994/1995 school year to 2,326 in the 2015/2016 school year.
- The current approved Housing Production Plan is valid from 2016 through 2021. The Town's current Subsidized Housing Inventory (SHI) is at 6.4%, which does not meet the State minimum of 10%. Meeting the minimum 10% does not necessarily mean that the needs and demand of residents is being met.²⁰
- According to the HPP, Rockland needs to produce 35 to 37 housing units annually to demonstrate steady progress toward the minimum, and therefore gain or maintain control over where to accommodate subsidized and market-rate friendly Ch. 40B" multifamily proposals.
- Rockland's residential zoning bylaw allows a wide range of residential uses and variable densities. At the time of the HPP plan completion, multifamily developments were only allowed by-right in the R-4 district which was approximately 66 acres or 1% of the Town's zoned land. Since, the HPP study completion, the Town has adopted downtown Ch. 40R mixed-use/multifamily residential zoning overlays to allow more multifamily options.

Previous Research

There have been two primary planning efforts in recent years that have begun to address housing needs in Rockland. The town has an approved five-year 2016-2021 Housing Production Plan. As an action step, the Town successfully embarked on a planning study and rezoning of downtown properties for a mixed-use Ch. 40R zoning overlay. Related to the successful downtown Ch. 40R rezoning, the Town engaged in a Downtown Action Strategy that in part also stressed the importance of upper-story residential options to support ground floor shops and enliven the streetscape with not just physical amenities but also hyper-local residents. These efforts highlighted impediments to affordable housing and the connection of housing to economic development. The Housing Production Plan (HPP) includes a thorough housing needs analysis that lead to recommendations that will help the town meets its State mandated Affordable Housing requirements as well as satisfy its overall housing demand.²¹

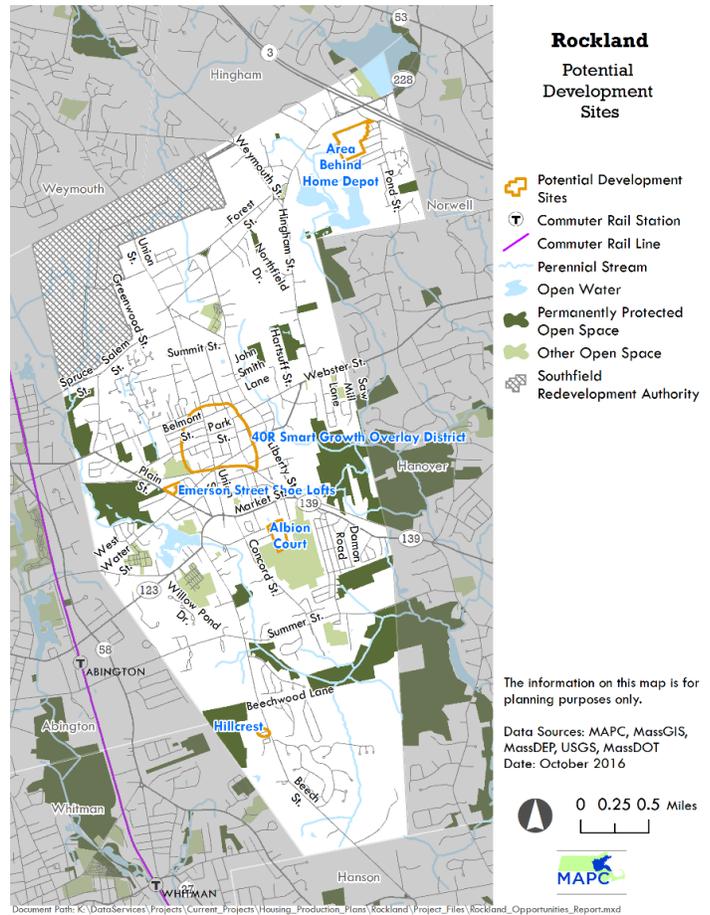
²⁰ Data used in these findings are sourced from the Rockland HPP.

²¹ Affordable Housing is defined as housing that is required to be affordable to certain income levels as described by the U.S. Department of Housing and Urban Development (HUD), through a subsidy or deed restriction. Natural occurring affordable housing (NOAH) is market rate housing that is affordable without a subsidy or deed restriction.

HOUSING PRODUCTION PLAN 2016-2021

In 2016, the town worked with MAPC to complete the Housing Production Plan. Housing Production Plans examine demographic trends, assess housing needs, and set forth a strategy that municipalities can use to address their housing needs. These plans are reviewed by the Massachusetts Department of Housing and Community Development for completeness and must be consistent with State guidelines. Many municipalities will commission a HPP if they need to comply with State Law Chapter 40B regulations that require each municipality to have a housing stock with at least 10% deed-restricted Affordable Housing. This regulation is designed to address housing needs on a regional scale by asking each municipality to supply its fair share of Affordable Housing.

For Chapter 40B purposes, a municipality's Affordable Housing supply is also referred to as its Subsidized Housing Inventory (SHI). SHI is calculated by taking the decennial census record of market rate housing units divided by the number of deed-restricted Affordable Housing units. If a municipality has a SHI lower than 10% it can be subject to a 40B development which allows an Affordable Housing developer to override local zoning regulations and build Affordable Housing through a special expedited permitting process. The primary ways municipalities can achieve "Safe Harbor" from a Chapter 40B development, giving them the option to deny such a development, is if they reach 10% SHI, or complete a Housing Production Plan and increase their SHI by 0.5% in one year or 1% in two years.²²



According to the 2016-2021 Housing Production Plan, Rockland has an SHI of 6.3%. Since its publication, the SHI has increased slightly to 6.4%. This figure is calculated using the 450 deed-restricted units divided by 7,030 market-rate units, as recorded in the 2010 Census. 253 new deed-restricted housing units will need to be constructed to reach the 10% SHI requirement. However, this number is a moving target. After the 2020 Census is completed, the SHI could decrease farther below the 10% minimum as more market rate units are added to the housing supply.

The HPP also identified potential areas and sites that could be suitable to proactively accommodate affordable and mixed-income housing. The HPP map excerpt shows 4 areas that were identified as part of the community participation process. The downtown area had been identified as a potential 40R Smart Growth Overlay District, and since the HPP adoption, the Town successfully pursued a rezoning in 2017. The remaining areas that were proposed during the HPP community planning process were also highlighted again during the Rockland master planning process for an additional opportunity for community members to provide feedback on these HPP recommended areas. Rockland master planning participants were also

²² The Massachusetts Department of Housing and Community Development keeps a record of [each municipality's subsidized housing inventory](#).

asked about their ideas for any other potential areas in Town that could be suitable for affordable and market-rate housing, as well as housing typologies. The remaining 4 areas shown on the map and mentioned in the HPP report are: Hillcrest, the area behind Home Depot, Albion Court, and Emerson Street Shoe Lofts.

Housing Stock

The HPP includes a thorough housing needs assessment based on current data that can be relied upon to form strategies to address housing needs in Rockland. The needs assessment identifies critical demographic changes occurring in Rockland that have implications on its current housing stock. Rockland's housing stock is comprised of 65% single-family homes. Compared to neighboring South Shore Coalition communities, Rockland's housing stock is more diverse, and offers its residents housing options other than single-family homes. Having alternatives to single-family can help provide options to young adults, new families, downsizers, and those with lower incomes. The HPP also highlights that Rockland has produced very few housing units since 2000. Only 5% of its housing stock has been constructed since 2000.

Housing Affordability

Variety in terms of housing types can also affect housing affordability with larger lot single family homes oftentimes commanding higher prices based partially on the increased land value. According to the HPP and HUD's Comprehensive Housing Affordability Strategy (CHAS) data²³, 40.9% (or 2,760) of Rockland households are categorized as low income. In terms of Fair Market Rents, Rockland's median gross rent of \$1,092 (\pm \$139), is less than Fair Market Rents, except for an efficiency apartment.

Household Income

According to the HPP, the median household income in Rockland is \$66,860²⁴. The median family income is higher at \$83,101 while the median non-family household income is much lower at \$39,902. Non-family households in Rockland are primarily one-person households which in part accounts for the much lower figure. Compared to neighboring South Shore Coalition communities, Rockland has the second-lowest median household income.

HPP 2016-2021 Affordable Housing Strategies

The following are some of the key strategies that were developed as part of the HPP.

- Create a Municipal Affordable Housing Trust Fund (M.G.L. c. 44 §55C) to proactively plan and fund new affordable housing in Rockland.
- Provide seniors and persons with disabilities with greater housing options in Rockland.
- Encourage retrofits and conversions of the existing housing stock to support and assist with aging in place, as well as the development of accessible and adaptable units in new developments.
- Preserve existing affordable housing units by working with owners of expiring SHI units to recertify them.
- Reduce the minimum parking requirement for two- and multi-family developments.
- Adopt an inclusionary zoning bylaw that would require a percentage of units to be deed-restricted affordable in developments above an established threshold.
- Address water and sewer infrastructure issues that currently create potential obstacles to housing development.

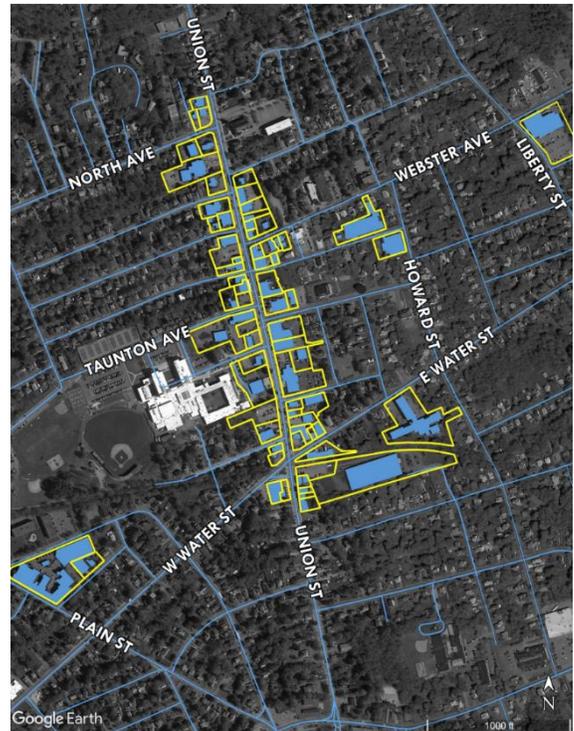
²³ Source: HUD CHAS 2008-2012, and HUD FY2016 Affordable Housing Income Limits, Boston-Cambridge-Quincy Metropolitan Statistical Area (MSA)

²⁴ Source: ACS 5-Year Estimates 2010-2014

DOWNTOWN ROCKLAND CH. 40R SMART GROWTH OVERLAY REZONING (2017)

Rockland approved a Chapter 40R overlay district bylaw to allow residential and mixed-use development in downtown Rockland. The Downtown Rockland Revitalization Overlay District (DRROD) is located primarily along lower Union Street, and has the capacity to accommodate more than 100 units, with a 20% to 25% affordable component.

According to the 2019 Downtown Action Plan, the redevelopment potential of the Chapter 40R Smart Growth overlay district has been restricted due to the Town's water and sewer infrastructure capacity constraints. The 40R district is intended to allow projects as-of-right. However, proposals cannot proceed as-of-right without a water and sewer capacity review process. As the Town looks toward 2030, addressing the longstanding water and wastewater capacity issue will be fundamental to address the needs of its residents as well as allowing the expressed community desire for an enlivened downtown. Additional water and wastewater capacity will not only unlock the needed and desired housing, but also support businesses in the Town's historic fabric where most of its civic, cultural, and historic assets are located within walking distance.



RESIDENTIAL ZONING REGULATORY CONSTRAINTS

For the purposes of the Master Plan, the assessment of the Town's residential zoning addresses pertinent zoning regulations and permitting procedures as they relate to potential obstacles to fulfilling community and economic development goals. Zoning can affect the redevelopment potential for allowing housing options and determining their locations in Town.

Almost three-quarters of Rockland's zoned land allows single-family homes by-right, and almost a third of the zoned land allows two-family homes by right. Multifamily development is far more restricted, and allowed by-right in approximately 1% of the Town's zoned land, as well as by-right in the B-1 district in the upper stories only, and by special permit in the B-2 district. The latter two zoning districts represent approximately 3% of the Town's zoned land. Additionally, since 2017, mixed-use/multifamily residential is allowed by-right in a portion of downtown Union Street via a Ch. 40R overlay district. However, the benefits of the less restrictive overlay zoning have been conditionally limited to current inadequate water and waste water capacity.

Lastly, in terms of housing typology options for residents, as of 2018, Town residents voted to allow accessory apartments as-of-right in almost one-third of the Town's zoned land. However, the existing zoning bylaw does not uniformly reflect this Town Meeting vote with R-2 §415-9-B(3) and R-4 §415-11-B(3) indicating that accessory apartments are by-right accessory uses, while R-3 §415-10-C(11) indicates that a special permit is needed.

Beyond residential zoning use restrictions, the minimum off-street parking requirements in §415-35 are high and can pose a significant barrier for potential multifamily redevelopment proposals. Currently, three spaces for dwelling units are required for two-family dwellings, and multifamily dwellings. This regulatory

barrier has also been cited in the Town's approved HPP as well as the 2019 Downtown Action Plan. In terms of specific regulations governing multi-family developments (§415-22F) as well as those pertaining to Site Plan Review Requirements (Article VIII), multi-family development proposals require a minimum of five acres of land.

As previously mentioned, the multifamily developments are restricted to approximately 4% of the Town's zoned land. The minimum 5 acres of land requirement should be reconsidered to evaluate whether it may be pose a barrier. Alternatively, the Town could consider additional zoning flexibility through lot consolidation incentives to allow adjacent parcels and property owners in the B-1 and B-2 districts to aggregate adjacent parcels to meet the minimum 5-acre requirement.

COMMUNITY INPUT

As part of the Rockland Master Plan 2030 process, community members provided input on housing via a 5-month long survey as well as during a public forum event that was paired with a 7-week survey. The following are the key highlights from the survey where there was clear consensus. Please see the appendix for greater details.

- In terms of **RESIDENTIAL OPTIONS** such as townhouses, apartments, condos and two- and three-family dwellings, survey participants were most interested in:
 - The area behind Home Depot (between 22-26% of the multiple-choice responses for all housing types).
 - Other areas that received interest were the Emerson Street Shoe Lofts (26-29% for apartments and condos) and Park Street (19-31% for 2-3-family and apartments), followed by Albion Court (24% for 2-3 family) and Harmon Golf Course (25% for townhouses).
 - This question built upon the locations in the HPP, and provided opportunity to identify other locations. There was no consensus for other locations.
- When asked about **HOUSING OPTION PREFERENCES FOR ONESELF:**
 - 71% indicated large-lot single-family homes;
 - 37% indicated single-family pocket neighborhoods with shared open spaces; and
 - 34% indicated smaller-lot single-family homes.
- In terms of **HOUSING OPTIONS TO MEET THE NEEDS OF OTHER COMMUNITY MEMBERS**, the options with the most consensus were:
 - (1) small-lot and large-lot single-family dwellings as well as shared open space pocket neighborhoods; (2) duplex apartments; (3) townhouses/condos; and (4) accessory units.
 - Between 53% and 92% chose all options excluding large-lot single-family homes [LSF] for young adults;
 - For young families between 53% and 100% for LSF, townhouses/condos, small single-family [SSF] and SSF pocket neighborhoods with shared open space [pocket neighborhoods];
 - For downsizers/empty-nesters between 59% and 72% for SSF, pocket neighborhoods, duplex apartments, and townhouses/condos;
 - For seniors between 50% and 65% for accessory units, duplex apartments, townhouses/condos, and pocket neighborhoods, and;
 - For those with limited mobility²⁵ 51% for pocket neighborhoods.
- On the topic of **FUTURE HOUSING OPTIONS FOR ONESELF:**
 - 51% indicated smaller-lot single-family dwellings, and
 - 30% indicated smaller-lot single-family pocket neighborhoods with shared open spaces.
- Regarding **HOUSING AFFORDABILITY CHALLENGES:**
 - 47% indicated lack of affordable market-rate homes for sale,

²⁵ It is worth highlighting that according to year 2018 American Community Survey 5-Year Estimates, 12.5% or 2,210 residents claimed a disability.

- 47% indicated lack of housing for civil servants, and
- 34% indicated lack of affordable market-rate rental units.

Recommendations

The following housing goals, recommendations, and tasks are a collection of options the town can choose from to address its housing needs. These recommendations closely follow the 2016-2021 Housing Production Plan, expand upon these recommendations, and prioritize when they can be implemented in connection with other elements of the Master Plan and feedback from Rockland residents. The Land Use and Zoning Element of the Master Plan also makes several residential zoning text and policy amendment recommendations which are not listed below.

GOAL 4 – ALIGN HOUSING GOALS WITH OTHER TOWN GOALS TO ACHIEVE SYNERGIES BETWEEN NEARBY CIVIC/CULTURAL ASSETS, LOCAL BUSINESSES, AND TRAILS.

RECOMMENDATION 4.1 - Address water and wastewater capacity restrictions to unlock the potential for additional housing opportunities, particularly in areas of Town that have already been identified as highly suitable for multifamily developments, and whose locational attributes are also aligned with other civic and economic development goals.

GOAL 5 – EXPLORE SMALLER-LOT, SHARED OPEN SPACE POCKET NEIGHBORHOOD SUBDIVISIONS AS ANOTHER AFFORDABLE DOWNSIZING OPTION.

RECOMMENDATION 5.1 - Consider exploring alternatives to conventional single-family subdivision developments that allow for a combination of smaller lots, smaller home sizes, and the clustering of shared open spaces to encourage affordability, provide another downsizing option, protect open space, foster community, and allow walkability to hyperlocal shared open space.

GOAL 6 – CONTINUE ADDRESSING HOUSING AFFORDABILITY THROUGH INCLUSIONARY ZONING, COMMUNITY PRESERVATION ACT FUNDING, & AN AFFORDABLE HOUSING TRUST FUND

RECOMMENDATION 6.1 - Leverage Community Preservation Act (CPA) funds for affordable housing needs.

RECOMMENDATION 6.2 - Adopt an inclusionary zoning bylaw that would require a percentage of units to be deed-restricted affordable in developments above an established threshold.

RECOMMENDATION 6.2 - Create a Municipal Affordable Housing Trust Fund (M.G.L. c. 44 §55C) to proactively plan and fund new affordable housing in Rockland.

Introduction

The transportation and circulation element of the master plan provides an overview of existing conditions and future plans for the ability of residents and business owners to get around Town. The purpose of the element is to provide information on how the Town can invest in a variety of transportation options beyond work commutes. Expanding mobility options beyond cars can help address recreational and quality of life needs, as well as help support its downtown Union Street businesses. Mobility options can also help with the needs of different segments of the community, as well a useful resource for unanticipated life circumstances.

BRIEF OVERVIEW

Roads

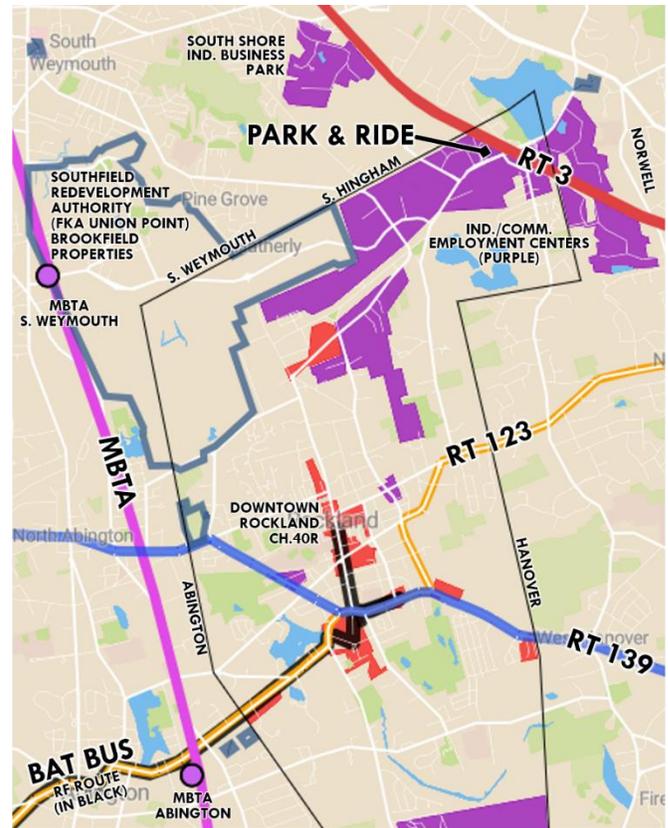
- 56.5 miles of roadways
- Major regional arteries include State Routes 123 and 139, which traverse central Rockland
- Access to State Route 3 connecting north to Interstate 93.
- 91% drive to work, 5% take public transit, 3% work from home ²⁶
- 55% of residents had work commutes under 30 minutes, 30% had trips between 30-60 minutes, and 15% had commutes over an hour ²⁷

Public Transit

- Close proximity to commuter rail via MBTA Abington station, and less convenient access to MBTA S. Weymouth and Whitman commuter rail stations.
- No rapid transit service.
- Limited regional Brockton Area Transit bus service along a semi-fixed-route (with prior 24-hour on-demand notice flexibility).
- Rockland Senior Center provides van service to seniors for medical appointments.

Bicycle and Pedestrian Amenities

- Existing Hanover Rail Trail multimodal bike and pedestrian path connecting the downtown to Town Forest, and Abington and Hanover
- There are no dedicated on-street bike lanes.
- Sidewalks are found throughout Town
- Pedestrian safety is a concern



Existing Conditions

Rockland is located approximately 22 miles south of Boston. It lies immediately southwest of State Route 3, and east of Routes 18 and 58 as well as the MBTA's Kingston/Plymouth MBTA commuter rail line. It has direct highway access to Route 3 via exit 14, which connects it toward Boston to the north, and other South Shore communities to the south.

The town's two major arterial roads are Route 123 and Route 139, which merge for briefly for 0.6 miles along a brief segment of Market Street near the downtown and Rockland Plaza.

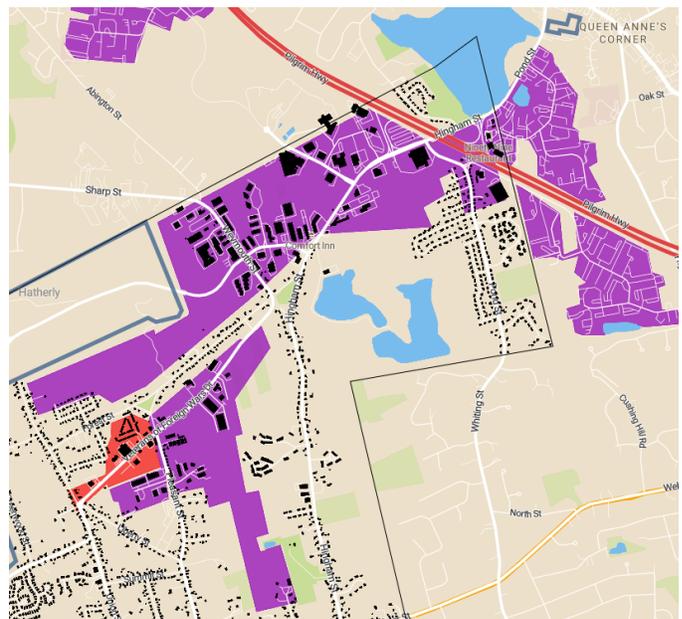
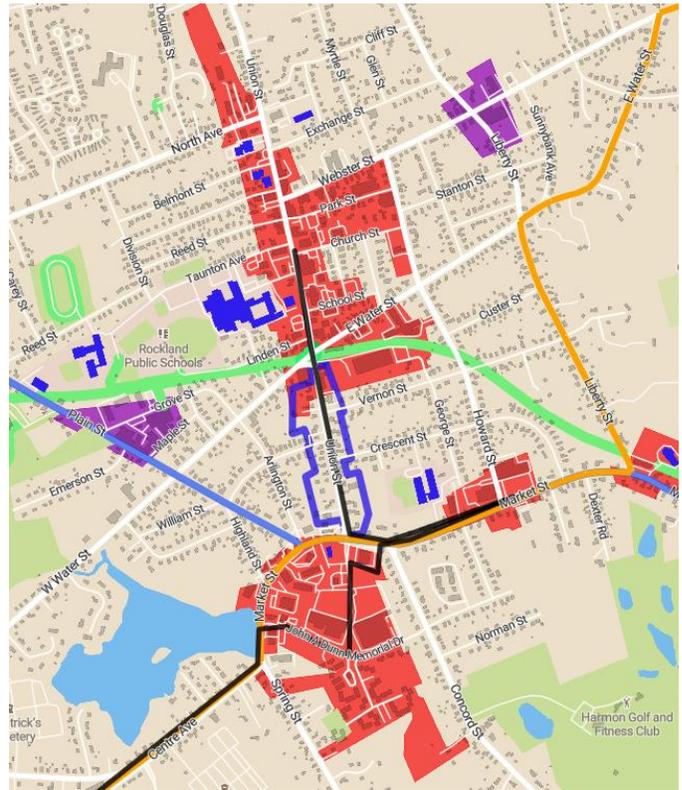
²⁶ Source: ACS 2014-2018 Five-Year Estimates

²⁷ Source: ACS 5yr Avg 2005-09 through 2013-17

Route 123 traverses Rockland in an approximately east-southwest alignment from Hanover toward the downtown and to Abington. Route 139 traverses Rockland in an approximately east-west alignment from Hanover to Abington, and also approaches the downtown area. Overall, Rockland has 56.5 miles of roads, 15,865 registered vehicles²⁸, and as explained below, no public transit.

From a much-generalized development/ transportation standpoint, Rockland can be described as having two major developed activity areas. The first area can be described as the historic, cultural, civic and retail shopping core of Rockland. It is anchored by Union Street, which runs north to south from an industrial/commercial business district at VFW Drive, and connects the Lower Union Street downtown business/shopping district, the historic district, and the Rockland Plaza strip retail shopping center. The downtown area is also served by the two major state routes (123 and 139), and a lesser-known Brockton Area Transit (BAT) regional bus service in the form of the 7-daily weekday trips offered along the Rockland Flex (RF) route. The BAT-RF bus route offers service between the Community Center at the McKinley School, passes the MBTA Abington commuter rail station, heads to major retail shopping in Abington, and ends at the Signature Healthcare Hospital in Brockton. While there are sidewalks along Union Street, plans for pedestrian safety improvements are underway. Part of the Lower Downtown Union Street corridor was rezoned in 2017 to encourage its redevelopment into a walkable, and revitalized mixed-use/residential downtown shopping district. The last mode of transportation that converges near the downtown Union Street area is the bike/pedestrian Hanover Branch Rail Trail.

The second generalized area from a development/ transportation framework can be described as Rockland’s major highway industrial/commercial employment center located in the northeastern corner of Town that leads to Route 3. The predominant industrial/commercial area is anchored along the Hingham Street and Weymouth street corridors, and is highly auto-oriented in nature. It has a variety of businesses including engineering, manufacturing, three hotels, corporate offices, financial services, and retail. A smaller subdistrict to the southwest along VFW Drive includes auto-oriented shops, Players Sports Bar & Grille, an ice rink, storage warehouses, and the Boxberry townhouses.



²⁸ Source: Massachusetts Division of Local Services (DLS) “DLS At A Glance Report for Rockland”: 2018 roadway miles data; and 2015 registered vehicles data

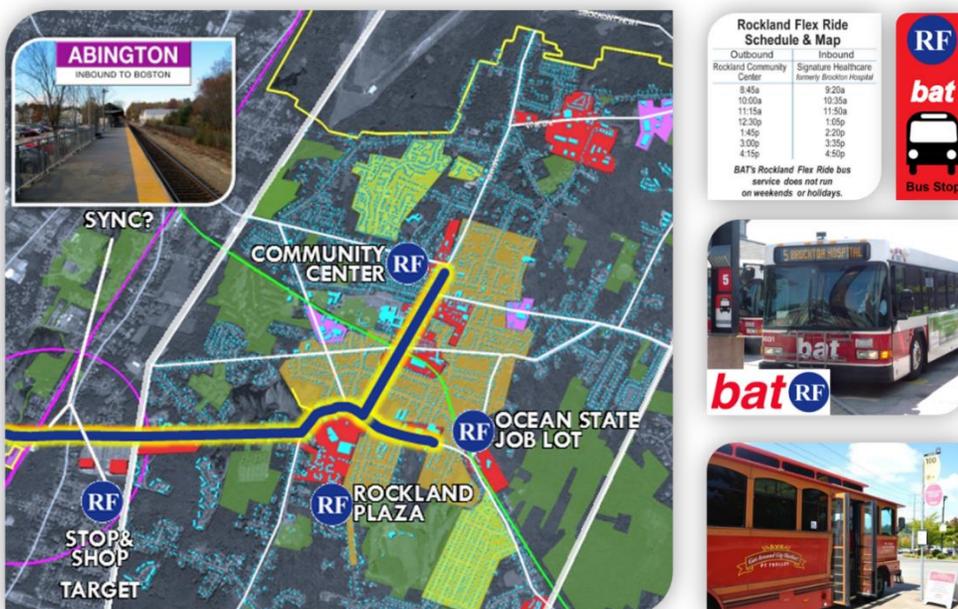
The remainder of the Town between these two generalized major business/activity development areas is primarily composed of residential neighborhoods and the Town’s open spaces and natural areas.

The Town also has a major undeveloped area of land in the northwest corner that is under a separate redevelopment authority. The Southfield Redevelopment Authority has designated a new-and-fourth master developer (Brookfield Properties) for the former South Weymouth Naval Air Base that recently had been commonly known as the phased Union Point Development. Redevelopment plans for the area – as well as currently unknown potential transportation changes – have changed over the years, and readily-available information will be briefly summarized elsewhere in the master plan report.

Public/Mass Transit

The Town of Rockland does not have any commuter rail or rapid transit service within its town limits. It does have a partial bus route within town limits that offers a lesser-known limited regional bus service. There are three MBTA commuter rail stations to the west that are part of the Kington/Plymouth lines that provides access to Boston's South Station. These three are: the Abington MBTA station on Centre Avenue (Route 123) in Abington to the west; the South Weymouth MBTA station off on Trotter Road near Main Street (Route 18) in Weymouth to the northwest; and the Whitman MBTA station off of South Avenue (Route 27) in Whitman to the southwest of Rockland.

In terms of bus service, the regional Brockton Area Transit (BAT) agency operates a limited Rockland Flex bus service that connects downtown Rockland to a few major establishments to the west in Abington and Brockton. BAT operates 7 daily weekday trips along a Rockland Flex (RF) bus route that connects Rockland Community, Rockland Plaza, Ocean State Job Lot, the Stop & Shop/Target in Abington, a Walmart in Abington, and Signature Healthcare Hospital in Brockton. Weekday service is limited from 8:45am to 5:30pm. Interestingly enough, the RF bus immediately passes the Abington MBTA commuter rail station but does not stop there.



Participants of the master planning process survey and workshops expressed interest in having more transportation options including local mass transit. An opportunity could exist for Town officials and residents to form a partnership with major employers in order to:

- (a) Improve the not very well known BAT bus Rockland Flex service with highly prominent bus stop signs;
- (b) Expand the frequency of trips into peak commuter times and/or weekday evening and weekend service;
- (c) Explore an expanded bus route [with or without on-demand microtransit] to attract industrial employment center workers to downtown for lunch and/or after-work restaurants;
- (d) **Partner with major employers within Rockland as well as those in South Hingham and Norwell to connect the workers of the nearby major employment centers near the Route 3 Accord Pond area, and/or**
 - **Given proposed public transit service reductions and/or eliminations in the context of the Covid-19 pandemic and its economic impacts, Rockland could consider pursuing a public-private regional Transportation Management Association ²⁹ solution together with neighboring communities.** Such an association could pool together public and private resources, leverage the presence of numerous employees in neighboring employment centers, employ a combination of fixed-route shuttle vans and on-demand micro-transit vans, and connections to major activity nodes and nearby commuter rail stations and park-and-ride lots. Local residents would also benefit by having the option to use the primarily (but not exclusive) regional circulator shuttles and vans to get around major activity centers in Town and nearby.
- (e) Petition to have a stop at the Abington MBTA commuter rail station in tandem with efforts to provide several trips during peak morning and evening work commute periods of time.

EXAMPLES OF PUBLIC TRANSIT ALTERNATIVES OR COMPLEMENTARY SOLUTIONS

MICRO-TRANSIT:

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



PURSUE TRANSPORTATION MANAGEMENT ASSOCIATION?

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



Investments in growing the existing BAT Bus RF route can not only offer residents and workers the option of commuting to Boston, but also provide transit options for workers in the Hingham-Street/Route-3 major employment node to help support downtown businesses after work hours.

²⁹ More information on non-profit Transportation Management Associations can be found at the following URLs: (a) <https://www.abettercity.org/our-work/transportation-and-infrastructure/management-association/>; and (b) <https://www.vtpi.org/tdm/tdm44.htm>.

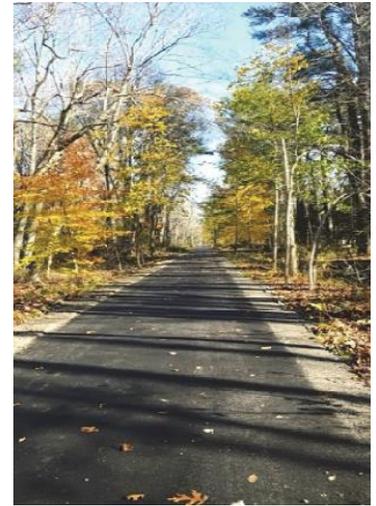
Residents also have available bus service to Boston Logan and TF Green airports for passenger flights as well as a commuting option for airport workers. The Plymouth & Brockton Bus Company offers service to both of these airports, and has a bus stop at a 440-space MassDOT Park-and-Ride lot located adjacent to Route 3.

Lastly, as mentioned before, Rockland seniors can schedule van service to medical appointments offered by the Council on Aging, and the Rockland Senior Center.

Pedestrian & Bicycle Facilities

ROCKLAND / HANOVER BRANCH RAIL TRAIL

Rockland residents are fortunate to have a 3-mile long multimodal pedestrian and bicycle trail. The Town's Rockland/Hanover Branch Rail Trail starts on the Hanover-Rockland line and passes through downtown Rockland, the Rockland Golf Course, the high school and the senior center. It ends in North Abington near the former North Abington railroad depot where there are various restaurants and shops. The 10-foot wide trail is paved and therefore is not only accessible for pedestrians and cyclists but also for those with limited mobility as well as baby stroller friendly. Primary access points include Market Street at the Rockland Police Department, downtown Union Street at the Water Street intersection, and Plain Street near the Senior Center. There is an informational kiosk located at the Union Street crossing. Crosswalks and signage give pedestrians the right of way at roadway crossings. According to the 2019 Town Annual Report, the trail was improved with additional underlayments to back up the trail's edges. A parking area was also completed at 638 Market Street with signage and an environmentally friendly permeable surface.



COMPLETE STREETS

In 2017 Rockland was awarded a \$34,000 MassDOT award for a Complete Streets Plan. The Complete Street Program purpose is to provide “safe and accessible options for all travel modes (walking, biking, transit, and motorized vehicles) for people of all ages and abilities”. The State Massachusetts Department of Transportation Complete Streets program (and participating communities who conduct and have such a plan approved) is geared toward implementation of various multimodal infrastructure improvements. The five year plan will address various aspects including: ADA accessibility, pedestrian and bike safety, transit operation and access, and vehicular operations.

Based on the Town’s approved Complete Streets plan, in 2019 Rockland was awarded \$399,228 in construction funding for a priority project³⁰. The project is for the realignment of the intersection at East Water and Liberty Street to create a four-way stop with curb extensions, new crosswalks and signage. There are 18 listed projects in Rockland’s approved MassDOT Complete Streets Tier 2 Prioritization Plan³¹. The top third (or six) priority projects (six) include 4 Union Street projects which aligns with other longstanding community and master planning goals for a downtown Rockland revitalization as well as the entire length of the Rockland’s historic, civic, and retail “main street”. The 2019 Downtown Rockland Action Strategy also recommends that the Town pursue a complete street design for Union Street to improve the safety and appearance of the sidewalks and streetscape. This aligns with other community and economic development goals to supporting downtown businesses, improve residents’ enjoyment of downtown as

Rank	Project Name
1	Upper Union Street Streetscape Improvements (VFW-North)
2	Union Street Crosswalks and RRFB Upgrades
3	Reed and Division Crosswalk/RRFB Upgrades
4	Lt. Duffy and Taunton Crosswalk/RRFB Upgrades
5	Union Street Streetscape Improvements (North-Vernon)
6	Lower Union Street Streetscape Improvements (Vernon-Market)
7	North Avenue Sidewalk, Crosswalk, & RRFB Improvements
8	Liberty Street/East Water Street Intersection Re-alignment
9	Plain Street Sidewalk & Crosswalk Improvements
10	Concord Street Sidewalk, Crosswalk, & RRFB Improvements
11	Spring Street Sidewalk & Crosswalk Improvements
12	Summer Street Sidewalk, Crosswalk, & RRFB Improvements
13	Levin Road Sidewalk & Crosswalk Improvements
14	Pond Street Sidewalk & Crosswalk Improvements
15	Beech Street Sidewalk & Crosswalk Improvements
16	Hingham Street Sidewalk & Crosswalk Improvements (Phase 1)
17	Hingham Street Sidewalk & Crosswalk Improvements (Phase 2)
18	Union Street Transit Shelter Installation

pedestrians, and attract mixed-use investment and redevelopment pursuant to the downtown Ch. 40R mixed-use zoning that allows of upper-story residential opportunities.

DOWNTOWN ACTION STRATEGY

The Town’s 2019 Annual Report mentions that downtown Rockland revitalization efforts continued after the passing of downtown mixed-use zoning in 2017. The Board of Selectmen adopted the Downtown Action Plan in September 2019. The plan includes strategies to address the downtown Union Street corridor’s urban design and streetscape, redevelopment opportunities and infrastructure, and transportation and downtown connections. Among other goals such as economic development and housing options, the action plan highlights the importance of pedestrian safety and streetscape beautification along lower Union

³⁰ Source: <https://rockland.wickedlocal.com/news/20190905/baker-polito-administration-announces-51-million-in-complete-streets-funding-awards>

³¹ Source: <https://masscompletestreets.com/PublicDownload.ashx?aWQ9NTYxJnRpZXJJZD0y>



Street. Below is an illustrative rendering from the plan.



Transportation Planning

BOSTON MPO LRTP

The Long-Range Transportation Plan³² (LRTP) titled *Destination 2040* by the Boston Region Metropolitan Planning Organization (MPO) assesses needs within greater Boston including the MAPC South Shore Coalition (SSC) subregion that includes the Town of Rockland. There is a single reference to the Town in the Boston MPO's long range plan. In the "Universe of Highway and Transit Projects", Table A.4 lists Conceptual Major Infrastructure Highway Projects. There is a project proposed by the towns of Abington, Weymouth and Rockland. The project name is listed as "Improvements Associated with the Completion of the South Weymouth Naval Air Station". There is no other detailed information listed about the project other than there is no associated Central Transportation Planning Staff (CTPS) Study, no estimated cost, and no LRTP Evaluation Score. The aforementioned project would have to move from a conceptual one to a developed one before it could be considered for inclusion in the MPO's Transportation Improvement Program (TIP). Currently, Rockland does not have any projects listed in the FFY 2020-2024 Transportation Improvement Program (TIP) that is the MPO's funded five-year capital investment program.

MASSDOT HIGHWAY PROJECTS

Rockland has 3 active projects listed under MassDOT Highways Design-Build projects inventory. There are plans for: (a) safety and resurfacing improvements to Route 3 including the short segment that traverses the northeastern corner of Town; (b) Studley Pond Dam repairs including replacement of a bridge; and (c) pedestrian and bicycle improvements along Route 123 / Market Street.

³² Source: <https://www.ctps.org/data/pdf/plans/LRTP/destination/Destination-2040-LRTP-20191030.pdf>

EXCERPT FROM MASSDOT HIGHWAY'S DESIGN-BUILD PROJECTS

Source: <https://hwy.massdot.state.ma.us/projectinfo/projectinfo.asp>

Number	Description	Project Type	Status	TIP Year
608069	MARSHFIELD- PEMBROKE- NORWELL- HANOVER- ROCKLAND- HINGHAM- RESURFACING & RELATED WORK ON ROUTE 3	Resurfacing DOT Owned Non-Interstate	CONSTRUCTION	
608048	ROCKLAND- BRIDGE REPLACEMENT, R-08-001 & R-08-002, STATE ROUTE 123 OVER FRENCH STREAM & REPAIRS TO STUDLEY'S POND DAM	Bridge Replacement	DESIGN	
609533	ROCKLAND- PEDESTRIAN AND BICYCLE IMPROVEMENTS ON MARKET STREET (ROUTE 123)	Safety Improvements	DESIGN	

Recommendations

The following transportation recommendations are largely based on community input and best planning practices in order to enhance mobility options for residents of all ages. The recommendations are made in the spirit of reflecting community input, and their pursuit would entail advocacy efforts and time, resources and investment toward achieving them.

COMMUNITY INPUT

Community input from the master planning process' online survey, public workshops, and committee meetings have provided very clear ideas for improving transportation options and mobility. Community participants indicated the following regarding transportation options and potential improvements:

- 76% or 236 survey respondents were supportive of the Town prioritizing streetscape improvements in business districts to attract business investment and redevelopment.
- 54% or 145 survey respondents were supportive of streetscape, traffic, landscaping and sidewalk improvements in existing business areas at Rockland Plaza and the industrial/commercial district near Hingham Street and Route 3.
- 51% to 39% of survey respondents (or 134 to 102) expressed support for the following four ideas that were aimed at helping residents get around Town without using their cars.
 - Identify priority areas for sidewalks.
 - Explore fixed-route conventional shuttle vans to get to commuter rail stations and other areas in town.
 - Enhance bike and trail connections to the Town Forest and neighboring towns.
 - Explore on-demand micro-transit options to get to commuter rail stations.

RECOMMENDATIONS

GOAL 7: GROW DOWNTOWN ROCKLAND VIA ENHANCED TRANSIT.

RECOMMENDATION 7.1 – Improve awareness of the existing BAT bus Rockland Flex service and bus stops by creating highly prominent and attractive bus stop signs.

RECOMMENDATION 7.2 - Expand the frequency of BAT RF trips into peak commuter times and/or weekday evening and weekend service

RECOMMENDATION 7.3 - Explore an expanded bus route [with or without on-demand micro-transit] to attract industrial employment center workers to downtown for lunch and/or after-work restaurants.

RECOMMENDATION 7.4 - Partner with major employers within Rockland as well as those in South Hingham and Norwell to form a public-private Transportation Management Association to connect the workers of the nearby major employment centers near the Route 3 Accord Pond area. Such an association can pool together public and private resources, leverage the presence of numerous employees in neighboring employment centers, employ a combination of fixed-route

shuttle vans and on-demand micro-transit vans, and connections to major activity nodes and nearby commuter rail stations and park-and-ride lots.

RECOMMENDATION 7.5 - Petition to have a stop at the Abington MBTA commuter rail station in tandem with efforts to provide several trips during peak morning and evening work commute periods of time.

GOAL 8: IMPROVE THE WALKABILITY, SAFETY AND AESTHETICS OF THE DOWNTOWN, ROCKLAND PLAZA, AND HINGHAM STREET BUSINESS DISTRICTS.

RECOMMENDATION 8.1 - Finalize downtown Union Street Complete Streets improvements for pedestrian safety, beautification, and district branding to elevate the profile of local businesses, and attract visitors, shoppers and investment.

RECOMMENDATION 8.2 - Promote the use and visibility of the Rail Trail as a biking and walking alternative to downtown Rockland as well as some of the destinations along its route including the high school and senior center. This includes cooperative efforts for wayfinding signage at the western terminus in North Abington which is home to restaurants and businesses to encourage visitors to downtown Rockland establishments. Explore making a stronger wayfinding and awareness connection between the walking trails in the Town Forest and the Rail Trail.

RECOMMENDATION 8.3 - Identify priority areas for sidewalks, enhanced crosswalks and pedestrian safety improvements at key intersections and locations within the Rockland Plaza, and Hingham Street business districts.

RECOMMENDATION 8.4 - Evaluate recent Town efforts regarding potential future pedestrian and traffic flow improvements to the Hingham Street corridor in order to propose a Central Transportation Planning Staff (CTPS) study for a regional Route-3-near-Accord-Pond traffic solution. A Town “conceptual project” nomination for such a study is the first step toward a developed regional transportation project proposal that could be considered for inclusion in the Boston Metropolitan Planning Organization’s (MPO) Long Range Transportation Plan’s (LRTP); and eventually into a future Boston MPO funded five-year capital improvements Transportation Improvement Program (TIP).

EAST-WEST RAIL TRAIL IN GREEN

connecting downtown in red, terminating in North Abington retail node



EXTEND TRANSIT + CONNECT WORKERS TO DOWNTOWN?

This infographic illustrates transit options and a partnership model. On the left, a map shows transit routes from 'S WEYMOUTH' and 'ABINGTON' towards 'DOWNTOWN'. Key locations include 'MAJOR EMPLOYMENT CENTER', 'DERBY ST SHOPS HINGHAM', 'BIG Y SUPERMARKET', 'COMMUNITY CENTER', 'OCEAN STATE JOB LOT', 'ROCKLAND PLAZA', and 'STOP & SHOP TARGET'. On the right, statistics show '868 BUSINESSES' and '8,763 WORKERS'. An inset shows a 'Plymouth Brockton' bus 'TO BOSTON'. A 'NEPONSET VALLEY' 'MOBILE SHUTTLE TRACKER' app is featured, providing 'FREE Employee Shuttle Service for' 'Eversource' and '128 Commuter Rail Station'. The app interface includes a QR code, 'Download the App', and 'Ride Systems' logo.

OPEN SPACE & RECREATION

Introduction

The purpose of the Open Space element of the Master Plan is to: (1) provide information on the state of the community's open space and recreational resources and programs and identify trends that may affect these existing conditions; (2) assess community needs and desires as they relate to open space and recreation; and (3) to provide targeted recommendations that will help the Town of Rockland continue its mission to conserve natural resources, preserve and develop community open spaces, and provide sufficient recreation opportunities for its residents.

Open space and parks are critical to the quality of life in a community and provide a wide range of benefits. The environmental benefits provided by open space include water absorption and filtering, flood control, removal of carbon dioxide and other pollutants from the urban environment, habitat, and food for wildlife, and shade that mitigates the urban heat index. By providing opportunities for outdoor activity for all age groups in Rockland, open space and the Town's recreational facilities promote healthy lifestyles. Outdoor opportunities include both active recreation, such as structured sports, running, biking, and hiking, as well as passive activities, such as bird watching, picnicking, and strolling. Public recreation areas and open space provide a setting for community life and promote a unique and identifiable community character. In addition, public pocket parks and plazas can promote Rockland's economy through enhancing the attractiveness of development sites as well as serving as hubs of entrepreneurial activity.

The Town completed an Open Space and Recreation Plan (OSRP) in 2018, which was prepared by MAPC. The OSRP provides a comprehensive overview of the Town's natural history, a detailed inventory of all open space and recreational resources in Rockland, and recommendations for protecting and improving these resources. A Seven-Year Action Plan provides detailed steps for achieving the plan's goals and objectives, timeframe for achieving the action, and potential funding sources. Much of the content for this chapter of the Master Plan comes from the recently completed OSRP and highlights its key recommendations, particularly those that pertain to other Master Plan elements such as transportation, housing, economic development, and land use. As a result, the recommendations in this chapter were developed in conjunction with the recommendations in the other chapters of the plan to improve the overall quality of life of Rockland's residents and visitors.

For more detail on the town's natural resources, open spaces and recreational facilities, please see the Rockland OSRP ³³.

OVERVIEW OF OPEN SPACE & RECREATIONAL FACILITIES & AREAS

Key Open Spaces and Recreational Areas in Rockland

Based on the inventory of open space and parks in the OSRP, Rockland has 1,863 acres of land dedicated to open space, recreation, water supply protection, and schools (playgrounds and fields). This includes land owned and managed by the Town of Rockland; some open space owned by neighboring municipalities; Chapter 61, 61A and 61B land; and privately owned land. Of the 1,863 acres, 1,310 acres are permanently protected. Some important open spaces and parks include:

- Hartsuff Park – multi-use facility including a beach, trails, playground and ballfields
- Town Forest – trails
- Memorial Park – ballfields and playground

³³ https://www.rockland-ma.gov/sites/g/files/vyhlf4941/f/uploads/osrp_final_draft.pdf

- Bicentennial Park – running track, playground, soccer field
- Union Point – open space and trails
- Studley's/Reeds Pond – fishing and boating

Existing Conditions

GEOLOGY, SOILS AND TOPOGRAPHY

Geology

The Town of Rockland's geology has long been a distinctive and celebrated feature of the town. In addition to its eponymous influence, the rocky nature of the land is reflected in the town seal, which includes a large rock as a central image. The Rock Train, a large boulder field created by glacial movement, is one of the town's most unique geological features. The boulders in the field are up to two and half feet high and extend for an area of 400-500 feet.

Soils

The most recent soil survey of Plymouth County completed by the Natural Resources Conservation Service was issued in 2010. Three (3) soil types underlie Rockland's topography. The major soil type in the north and southwest portions of the Town, including Beech Hill, is glacial till. This soil type is relatively impervious and was a major reason why sewers were required in the Town Center. Floodplain Alluvium soils are found at the base of Beech Hill and in other wetland areas throughout the town. These soils absorb the ground waters that drain into the aquifers which serve the municipal water supplies of Hingham, Hanover, Abington, Pembroke, and Rockland. The balance of the town consists of a sandy/gravel type of soil. Soil surveys provide an important reference point when evaluating the suitability and limitations of particular areas as spaces for recreational development. For example, soils which require extensive plantings of trees, shrubs, and grasses to guard against erosion should not be cleared for play areas or other uses requiring heavy foot traffic but can provide ample opportunities for less intensive recreational uses.

Topography

Gently rolling terrain marks Rockland's landscape, with Beech Hill, the highest point in town, located in the southwestern corner. Rising to roughly 180 feet, Beech Hill's pinnacle is 80 feet above the general local elevation of 100 feet above mean sea level.

WATER RESOURCES

Information on water quality was obtained from the Massachusetts Year 2016 Integrated List of Waters prepared by the MA Department of Environmental Protection to assure compliance under the Federal Clean Water Act. The state evaluates each water body for their recreational, ecological, and aesthetic qualities, as well as their capacity to support designated uses, including: aquatic life support, fish and shellfish consumption, drinking water supply, and primary (e.g., swimming) and secondary (e.g., boating) contact-recreation.

The Integrated List assessment found only one water body suitable for designated uses in the Town of Rockland. Ben Mann Brook, which flows from the Abington/Rockland Reservoir, supports aesthetic uses, as well as primary and secondary contact recreation. Accord Pond – parts of which fall within Hingham, Norwell, and Rockland – was not assessed for its use potential; however, the water body serves as a drinking water source for the Towns of Hingham and Hull, which use precludes any recreation potential.

The four remaining evaluated water bodies – Cushing Brook, French Stream, Old Swamp River, and Studley's Pond – were each found to contain at least one impairment, e.g. bacteria, harmful algae bloom,

requiring a Total Maximum Daily Load (TMDL), or a plan for restoring waters that identifies the maximum amount of a pollutant a body of water can receive while still meeting water quality standards

Water Supply Protection/Watershed Protection

The Town of Rockland's water is supplied and treated through the Abington & Rockland Joint Water Works, a partnership dating back to 1885. The Joint Waterworks draws from both ground and surface water sources. The groundwater source is four gravel-packed wells located on Myers Avenue in Abington. The surface water supply is drawn from two water bodies: the John F. Hannigan Memorial Reservoir – more generally known as the Abington/Rockland Reservoir - a manmade water body located in the northeast corner of Rockland, and the Great Sandy Bottom Pond located in the Town of Pembroke. Following treatment of water drawn from these sources, the product is then delivered by the towns' respective water departments.

Wetlands

Wetlands are a significant component of Rockland's landscape. The edge of two river basins traversing the former Naval Air Station, the rolling terrain, and the sandy soils have given rise to numerous wetland areas, rivers and ponds. These areas serve five important functions: flood control, water supply, pollution control, wildlife and vegetation habitat protection, and aesthetics.

During times of high storms, these areas retain significant volumes of water protecting the predominant lowland areas of Rockland from flooding. The groundwater also serves to recharge the town's water supply. The wetlands effectively filter out pollutants that enter the surface waters. Without these wetlands, the quality and quantity of the Town's water supply would be seriously impacted.

Wetlands provide a natural environment for the growth of hardwood and softwood woodlands, marsh and swamp vegetation, and the wildlife that inhabit these areas. These natural areas also contribute to the Town's character and sense of place, important qualities identified by Town residents as the OSRP was being prepared.

North Rockland is characterized by four (4) wetland areas each with their own streams and ponds.

- Union Point is the locus of a series of wetland areas, which feed into two tributaries to French's Stream. One branch is on the east and the other on the west of Union Point. They join south of the base near Rockland's parcel and then flow into Studley's/Reeds Pond.
- The Swamp River runs north into Weymouth west of Weymouth Street where substantial wetland areas are located, which are fed by this river.
- Cushing Brook traverses central Rockland before it winds east across the Phillips Street Conservation land where it runs into the Town of Hanover. Additional tributaries of this river north of Market Street traverse a series of wetlands which empty into Hanover.
- The Ben Mann Brook runs south from the Abington Rockland Reservoir. A second tributary of this river runs through Hingham Street Conservation Land and empties into Ben Mann Brook in the Town of Hanover.

Vernal Pools

Vernal pools are small, shallow ponds that do not support fish and that have annual or semi-annual periods of dryness. Vernal pools are very important to a variety of wildlife species. Some amphibians breed exclusively in vernal pools while others spend their entire life cycles in such pools. The Massachusetts Natural Heritage and Endangered Species Program has a program by which vernal pools can be certified. Certified vernal pools are protected if they fall under the jurisdiction of the Massachusetts Wetlands Protection Act Regulations. They are also protected under other state programs.

According to Mass GIS data, there are currently 27 certified vernal pools in Rockland. The state also maintains a computerized database of potential vernal pools. There are 41 such sites in Rockland.

VEGETATION

Rockland is split between two eco-regions as defined by the State of Massachusetts' Natural Heritage and Endangered Species Program's BioMap Project. An eco-region is defined as an area with relatively homogeneous topographic and geologic features, soils, and animal and plant habitats. The Northern half of the town lies within the Southern New England Coastal Plains and Hills Eco-Region, an area characterized by low, rolling topography, generally acidic soil types, and a wide diversity of habitats and natural communities. The southern half of Rockland lies within the Bristol Lowlands Eco-Region, which shares similar glacially constructed topographic features with its counterpart eco-region.

The glacier's profound influence on the landscape is also reflected in the plant communities found in Rockland. The White Pine/Oak forest type dominates upland areas. This forest type occurs primarily on moraine or glacial till, with pine and oak the dominant canopy trees. The understory typically consists of a heath shrub layer, including Lowbush Blueberry, Huckleberry, and Maple-Leaved Viburnum. The herbaceous layer often includes Canada Mayflower, Bracken Fern, and Partridgeberry.

The predominant wetland forest type is Red Maple Swamp, the most common forested wetland type in Massachusetts. They typically receive water through surface runoff, groundwater inputs, or stream and lake overflow. Other tree species that sometimes co-occur with Red Maple include White Ash, Eastern Hemlock, Black Gum, and Swamp White Oak. Atlantic White Cedar is also known to be a common associate of Red Maple in some coastal areas. The shrub layer persisting under an extensive red maple canopy can be variable but is often densely stocked with Sweet Pepperbush and Swamp Azalea. The herbaceous layer is also variable, but typically dominated by ferns.

Rockland's natural open spaces primarily consist of pine and hardwood forests. The majority of conifers are White Pine and Canadian Hemlock. In general, the hardwoods are Red and White Oak, American Beech, Red and Canadian Maple. There are other more scattered species, such as Black Walnut, American Holly, Birches and Ashes to name a few. There are a large variety of shrubby plants, some of which are Sassafras, Witch Hazel, Flowering Maple, American Hazelnut, Buckthorns, Pepper Bush and High Bush Blueberry. Other plants such as mosses and ferns, along with many varieties of wildflowers can be found in Rockland's open spaces.

WILDLIFE HABITATS

According to *BioMap2 Conserving the Biodiversity of Massachusetts in a Changing World*, Rockland has 1,355 acres of BioMap2 Core Habitat, ten acres or 0.8% of which is protected. Additionally, there are 146 acres of Critical Natural Landscape, but none of this land is protected. The Core Habitat land is found in two major areas of the town. The larger area is on land at Union Point, along the northern boundary of Rockland, Weymouth and Abington (a total of 1,914 acres). It features several Species of Conservation Concern such as the Grasshopper Sparrow, Upland Sandpiper, and Eastern Box Turtle.

The second area is in the southeastern portion of Rockland along the border with Hanover. This land is part of the Forge Pond/Summer Street Conservation Land in Hanover. The habitat area runs along French Stream and also encompasses the Critical Natural Landscape area designated in Rockland. It extends beyond Forge Pond into Hanover along the Downwater River corridor toward the National Fireworks Site, which is currently undergoing a site remediation process. The corridor then continues along Torrey Brook which roughly defines the town border between Hanover, Hanson and Pembroke, and then further to include the Indian Head, North and South Rivers along with their tributaries. This habitat area features Wetland Core (generally undisturbed wetlands), Aquatic Core (intact river corridors), Priority Natural Communities, and Species of Conservation Concern. It supports 17 rare and uncommon species.

Although both of these areas provide valuable wildlife habitat and corridors for the numerous species spotted there, additional areas of significant habitat should be noted including the Town Forest. In 2010, the National Wildlife Federation designated the Town Forest as a Certified Wildlife Habitat.

Conservation and Recreation Land

Open space and recreational opportunities have a positive impact on the quality of life in a community for its residents from enjoyment of active, outdoor sports to appreciation of the character of the community. Protecting open space is critical in terms of our natural resources - drinking water, high value wildlife and plant habitat, farmland, forests, wetlands, floodplains, vernal pools, and scenic beauty.

The open space and recreation areas in the Town of Rockland encompass both land and water sites, publicly and privately owned. Areas of interest include open spaces that are valued for one or more of the following factors: recreation opportunities, protection of water and other natural resources, historic and scenic character.

The purpose of this inventory is to identify areas of conservation and recreation interest in the Town in order to evaluate current and future open space planning needs. The inventory is divided into two sections –public or non-profit land and private open space. Within these sections, land has ranging degrees of protection, which prevent or restrict land uses and development. Protected open spaces are private or public parcels that are permanently committed to conservation or recreation purposes by deed restriction or easement. Unprotected open spaces are areas that are of conservation or recreation interest to the Town but are not permanently protected as open space. Partially protected open spaces are areas that have a partial or short-term restriction on development but are not protected forever. The inventory includes information about ownership and management, current use and condition of the land, recreation potential, accessibility, and types of protection.

PUBLIC OPEN SPACE: PERMANENT, LIMITED AND UNPROTECTED

Permanently Protected Public Land

Conservation Commission – The Conservation Commission has control of 350 acres in 50 parcels scattered throughout the town. The individual parcels range in size from a 0.10 acre parcel which is part of the Town Forest to an 84 acre parcel within French’s Crossing Conservation Area. The majority of these parcels are undeveloped and do not have parking or street access.

Rockland/Abington Joint Water Board (RAJWB) – The RAJWB owns 144 acres of protected land in Rockland for the purposes of protecting the water supply. There are two key areas where the RAJWB owns land: one is in the northeastern corner of the town surrounding the Rockland/Abington Reservoir, the other is south of Route 123 in an area known as Fox’s Pit. The Fox’s Pit area was a well field developed in the 1960s which had to be abandoned because of high levels of iron and manganese. The Water Board is investigating the possibility of re-using this water supply.

Town Parks – There are five town parks totaling 75 acres. These range in size from Hartsuff Park (16.5 acres) to Major Reed Park (3.6 acres). The parks include ballfields (including soccer), playgrounds, a running track, walking trails, and a beach.

Moderately Protected Public Land

Town Water Supply Lands – In addition to the water supply land owned by the RAJWB, the Rockland Board of Selectmen owns another 145 acres in the vicinity of the reservoir and in the Fox’s Pit area. The land in the Fox’s Pit area is no longer used for water supply and lacking that use restriction, could be targeted by the Town for sale or other uses. The land in the vicinity of the reservoir may be more likely to remain open and undeveloped.

School Department Lands – The School Department operates three elementary schools (the Esten School, Jefferson and Memorial Park), the Rogers Middle School and the High School. The Rogers Middle School, the High School and the Memorial Park Elementary School are all situated on the 30 acre Memorial Park parcel. The 30 acre total includes school buildings and the park and playgrounds associated with the schools. The other two schools occupy a 6.4 acre parcel and an 18.7 acre parcel, bringing the total school property to 55 acres. These open spaces will change with the completed construction in 2023 of a new elementary school that will consolidate all three existing elementary schools. Please refer to the Public Facilities & Services element for more information.

Other Municipalities – Abington, Hanover, and Whitman each own land within Rockland, totaling just above 70 acres. The land owned by Abington abuts the site of the former Griffin Dairy Farm, which was purchased by the Town of Abington in 1998. Abington Town Meeting voted in 2017 to invest \$75,000 in site improvements and rename the property Griffin’s Dairy Park. It is currently unknown whether or how the adjacent land located in Rockland will be incorporated into the park design. The land owned by Hanover – spread across three parcels - is contiguous with conservation land located in the Town of Hanover, and it is presumed that this land will remain dedicated conservation space. It is not known what the Town of Whitman’s land in Rockland or the adjacent parcel in Whitman is currently used for.

Unprotected Public Land

This category includes lands that are held by the Board of Selectmen but are not specifically dedicated to an open space or recreation use. This includes such properties at the two town landfills and a number of parcels for which no information was readily available but is classified as town-owned, tax-exempt properties. The total for this category is 116.87 acres.

PRIVATE LANDS: PERMANENT AND UNPROTECTED

Protected Private Land

Homeowner Associations – There are three residential developments where a significant amount of open space is protected: French’s Crossing, Millbrook, and Willow Pond. The French’s Crossing Homeowner Association deeded all their wetlands to the Conservation Commission, and those parcels are now permanently preserved as the French’s Crossing Conservation Area. A group of smaller open space parcels spread throughout the development are still owned by the Homeowners Association, but technically protected. The Millbrook Homeowner Association retains ownership of its open space parcels, including two large contiguous wetlands parcel and one parcel developed for active recreation including a playground and baseball diamond; all are protected from further development by conservation restrictions. Willow Pond has left roughly half of their 61 acre parcel open and undeveloped; the open space is protected by a conservation restriction. Since the development is comprised of condominiums, it is assumed that the protected land is owned and managed by a condominium association, but no organizational information or management details were readily available.

Rockland Golf Course – In 2003, the former operator of the Rockland Golf Course sold the property to a developer who intended to reduce the course to a 9-hole format and develop senior housing on the remainder of the site. However, the Town of Rockland successfully challenged the legality of the sale, as the land was previously assessed under Chapter 61B, which grants the Town the right of first refusal. The

Trust for Public Land, a land conservation organization, subsequently purchased the property, and the Town of Rockland purchased a conservation restriction in 2008. The site is still operated as a golf course through a third party but is now permanently protected from development.

Union Point (now Brookfield Properties) – A new and fourth master developer (Brookfield Properties) was designated in January 2020 for the Union Point property. The most recent project under the former/third master developer (LStar) had outlined a plan for Union Point that would keep 1,007 acres, nearly 70% of the site, as open space. According to that plan, approximately 500 acres of Union Point’s open space will be located within Rockland’s borders. Overall, the development will include approximately 43 acres of public parks, approximately 939 acres of passive and active open space, and 25 acres dedicated to recreation and sports, including 11 new playing fields. At the conclusion of the Rockland master planning process, no new redevelopment plans were readily available to determine if there are or will be any changes to the open space plan for the property.

Unprotected Private Land

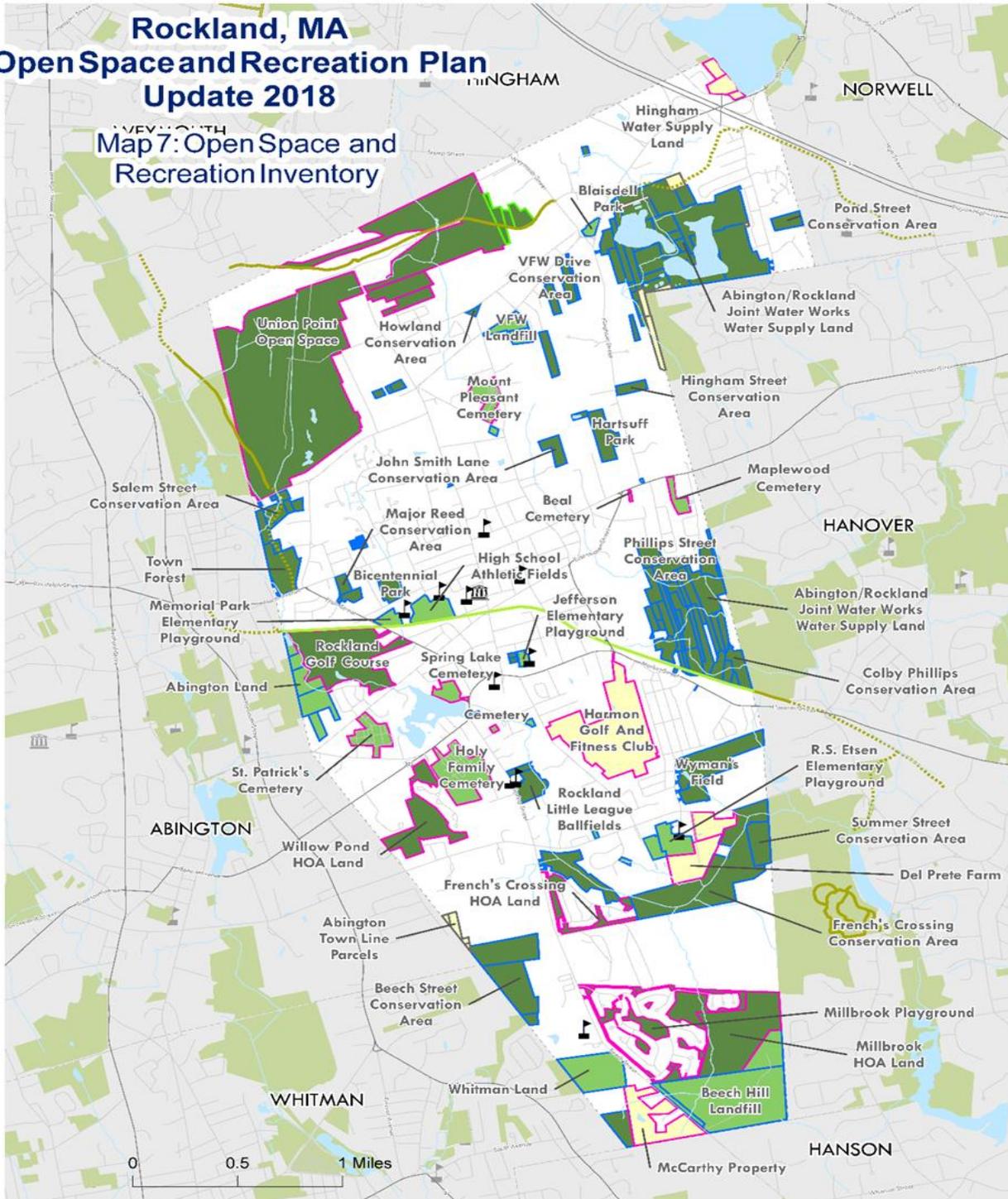
Lands enrolled in Chapter 61, 61A and 61B – In Massachusetts, there are three special taxation programs available to private landowners. Private landowners who enroll in Chapter 61, 61A or 61B (forested lands, agricultural lands and recreational lands, respectively) benefit by a reduced property tax if they manage their lands for these purposes. This is not truly a protection program because a property owner may withdraw from the program at any time. The town does have the right of first refusal or the ability to assign that right to a nonprofit in the event that the land is put up for sale. Purchase would have to be at fair market value (unless a property owner makes a donation for tax purposes) and the right of first refusal must be exercised within 120 days³⁴. There are three such parcels in Rockland: Brenda McCarthy Property (agricultural), Harmon Golf Course (recreational), and the Gerald Del Prete Farm (agricultural).

Studley’s/Reeds Pond Access – The open land and beach area adjacent to Studley’s/Reeds Pond is not publicly-owned or protected. It is owned by the Spring Lake Cemetery which allows public access. However, there is no legal protection and public access could be denied at the discretion of the Spring Lake Cemetery Corporation. This land should be protected through a long-term easement or by eventual acquisition.

³⁴ Note: MAPC will be confirming this detail for the final plan report draft in December.

Rockland, MA Open Space and Recreation Plan Update 2018

Map 7: Open Space and Recreation Inventory



Rockland Open Space		Other Map Features	
Level of Protection	<ul style="list-style-type: none"> ■ Permanent Protection ■ Limited Protection ■ No Protection 	<ul style="list-style-type: none"> Commuter Rail Stations Commuter Rail Lines Hanover Branch Rail Trail Shared Use Path - Existing Shared Use Path - Proposed 	<ul style="list-style-type: none"> Rivers and Streams Water Bodies Surrounding Open Space Town Boundary Town Halls School
Ownership Type	<ul style="list-style-type: none"> Private Municipal State Owner Unknown 		

The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analyses.

Produced by:
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Data Sources:
Metropolitan Area Planning Council (MAPC)
Massachusetts Geographic Information System (MassGIS)
Massachusetts Department of Transportation (MassDOT)

May 2018



Open Space and Recreation Management

RESOURCE PROTECTION NEEDS

Open space and conservation lands provide communities with a multitude of irreplaceable benefits, including wildlife habitat, walking trails, scenic vistas, and water quality protection. Individually and collectively, these benefits contribute significantly to that oft-invoked, sometimes hard to define, but widely appreciated phrase “quality of life.”

Given the pace and scope of growth in Rockland and the region, maintaining this quality of life is an increasingly difficult task. Compounding this difficulty is the reality of Rockland’s limited physical size. Unlike many of its fellow South Shore communities, Rockland has comparatively few remaining large parcels of conservation interest.

However, there are still opportunities to preserve lands of conservation significance in Rockland. The Town should pursue these opportunities proactively in conjunction with a range of potential public and private non-profit partners, including the Massachusetts Division of Conservation Services, and local and regional non-profit land conservation groups.

In addition to all of the above-referenced rationales for conserving open space, there are sound economic reasons to promote land conservation, including the pursuit of fiscal stability. Numerous studies of both local and regional origin have demonstrated the fiscal benefits of conserving open space. The South Shore town of Plymouth commissioned a study conducted by RKG Associates in October 2001 that identified open space protection as one component of a larger strategy to promote fiscal stability. The study recommended that the town should enhance its commercial/industrial tax base on the one hand, while also pursuing a complementary strategy of controlling the costs of providing municipal services by promoting open space protection and managing residential growth.

Some potential conservation opportunities include the following:

- **Conservation Core Areas:** The Town should explore all opportunities to expand its existing assemblage of conservation lands, utilizing a variety of strategies to include acquiring land via donation, purchase, or exchange. The Town should also pursue all opportunities to create partnerships with other communities and non-profit conservation organizations.
- **Open Space Corridors Plan:** Priority should be given to enhancing existing linkages between open space reserves, and to creating new linkages where possible.
- **Union Point Conservation Lands:** Full advantage should be taken of opportunities arising from the impending creation of what will become Rockland’s premier open space holding.

COMMUNITY NEEDS

A common issue is the mismatch between the limited supply and high demand for available recreation resources arose. Multiple youth sports and adult recreation leagues all seek scheduling on the same limited number of fields, forcing some organizations to play on fields in nearby towns. Additionally, older residents desire more easily accessible and navigable areas for passive recreation, such as paved and lighted walking paths. Since the opportunity to acquire more land for the development of recreation areas is limited, it is important to maintain and rehabilitate existing resources, especially the track in Bicentennial Park. Additionally, questions about public access to recreation space – such as playgrounds on school property or in private subdivisions – demonstrated the need for clearly defined policies and effective communication. In order to ensure town residents enjoy the full benefit of Rockland’s open space and recreation areas, the Town should develop informational materials, including a comprehensive list of parks,

with information about use, hours, and access. These materials should be posted on a dedicated and well promoted website maintained and regularly updated by town staff.

On the whole, open space is well distributed throughout Rockland (with the exception of the northeast quadrant of the town), though different areas contain various opportunities for either passive or active recreation. That said, Rockland does not have an extensive inventory of parks, playgrounds and ballfields. Planned improvements over the next few years should provide enhanced opportunities to access activities that are in demand in Rockland.

MANAGEMENT NEEDS

The active recreation areas owned and managed by the Parks Department require the most intensive and sustained management. Maintenance activity is highest during the spring, when fields and other areas must be prepared for their peak use season. Although the Parks Department does create maintenance schedules, inclement weather routinely complicates the work, and the department must adaptively plan around the weather. The Highway Department assists with open space management, including through removing trees which are deceased and pose a danger to those using the open space areas. Recreation leagues and local businesses help support management activities through the provision of in-kind donations, such as loam and infield mix.

Increased maintenance of the playgrounds, recreation fields, and conservation areas is a top priority. There is a need for, and a desire to undertake, a capital improvement plan to determine the physical improvements that should be made to each of the parks that are owned by the Town of Rockland to:

- improve the overall quality of the parks
- improve safety by replacing older, worn out and broken equipment, and
- improve compliance with ADA accessibility standards.

Recommendations

OVERALL COMMUNITY CONSENSUS ON PRIORITIES

Open Space and Recreation Goals and Objectives

During the 2018 OSRP planning process, two public forums were conducted, as well as a survey. Open space goals and objectives for the OSRP were developed by the Open Space and Recreation Plan Committee and reviewed during the public forums. These goals and objectives were further refined by the Committee as follows:

Goal #1: Acquire open space and conservation land

- Provide better access to ponds, rivers, and streams
- Create open space corridors that link Town and regional natural and historic resources in order to protect critical resources and habitats, to create a sense of place, to provide recreational opportunities, and to shape Rockland's growth

Goal #2: Protect and preserve Rockland's natural resources

- Identify watershed areas
- Protect existing and potential drinking water supplies by acquiring adjacent land.
- Stop wetland encroachment and degradation³⁵
- Preserve scenic areas by maintaining existing populations and species diversity and by preventing the loss or degradation of critical wildlife and plant habitat
- Minimize the impact of new development on wildlife and plant habitat
- Create by-laws for resource protection

³⁵ As a point of clarification, proximity of developments and project proposals does not constitute encroachment into wetlands. Encroachment involves physical contact and overlap of the development onto and into established wetlands. Developments and proposals must include mitigation measures to avoid the degradation of nearby wetlands from contaminant run-off. Such projects should include Low Impact Development (LID) features and requirements to protect nearby wetlands.

Goal #3: Provide open space resources and recreational facilities which meet the active and passive recreational needs of Rockland’s youth and adults

- Add new town recreational facilities
- Develop facilities for all age groups
- Eliminate handicap barriers at all recreational facilities

Goal #4: Maintain and manage existing recreation facilities, parks and conservation lands

- Increase the use of the town’s conservation and open space lands
- Improve the condition of existing, and develop additional passive and active recreational facilities

Goal #5: Increase public awareness on open space and conservation issues

- Educate the public on the location of properties
- Foster stewardship of open space and conservation lands
- Place signage on selected conservation parcels

Goal #6: Preserve, maintain, and enhance existing historic and cultural resources

- Identify and catalog historic and cultural resources in Rockland
- Educate the public on the location and value of these resources

At the final public forum, the participants indicated that the top three priority goals were:

- Maintain and manage existing recreation facilities, parks and conservation lands
- Acquire open space and conservation land
- Increase public awareness on open space and conservation issues

The full results of this public outreach can be found in the OSRP.

COMMUNITY INPUT

During the Master Plan process, public input occurred through a five-month long community survey that addressed RMP 2030 planning elements, along with three public workshop events. Questions were asked regarding which existing parks could benefit from better signage, visibility and awareness, and which parks need improvements. The areas mentioned most often for improvements were Hartsuff Park, the Rail Trail to Union Point, Studley’s/Reeds Pond, and Bicentennial Park. In addition to Hartsuff Park, many people felt that better signage was needed for the Town Forest. Priority open space amenities included pond shorelines, picnic areas, and a dog park. There was also strong support to create small pocket plazas or parks in areas such as the town center. Please refer to the appendix in Rockland master plan for greater details on the survey and community input.

RECOMMENDATIONS

The following is a list of recommendations from the Action Plan (Section 9) of the 2018 OSRP, along with some new recommendations added as part of the master planning process. This list highlights some of the key strategies from that plan. Please refer to the OSRP for the full range of recommended actions.

GOAL 9: ACQUIRE OPEN SPACE AND CONSERVATION LAND.

RECOMMENDATION 9.1 – Identify areas of Rockland that do not have any open space or are in need of a park, and acquire land and replace with a playground or open space for residents.

RECOMMENDATION 9.2 - Plan and implement access to adjacent open spaces/conservation areas or recreational sites to augment open space user experience.

RECOMMENDATION 9.3 - Develop criteria to be applied when open space parcels become available in order to determine how best to acquire new properties (i.e. proximity or connection to other open spaces, watershed protection, wildlife corridors, etc.).

RECOMMENDATION 9.4 - Encourage private developers to incorporate open space into private developments, through zoning requirements or incentives.

GOAL 10: PROTECT AND PRESERVE ROCKLAND'S NATURAL RESOURCES.

- RECOMMENDATION 10.1** - Achieve better water resources management in all town water bodies through control of nonpoint pollution and storm water runoff, use of low-impact development and groundwater recharge practices, and control of invasive plants.
- RECOMMENDATION 10.2** - Use native vegetation appropriate in Town-sponsored and private landscaping projects along the main roadway corridors, and along the Hanover Branch Rail Trail.
- RECOMMENDATION 10.3** – Undertake a tree inventory and encourage Town-managed tree planting to a level of one new tree for every one removed on public streets, parks, and playgrounds.
- RECOMMENDATION 10.4** - Work with adjacent towns such as Hanover and Abington to protect and enhance shared resources.

GOAL 11: PROVIDE OPEN SPACE RESOURCES AND RECREATIONAL FACILITIES WHICH MEET THE ACTIVE AND PASSIVE RECREATIONAL NEEDS OF ROCKLAND'S YOUTH AND ADULTS.

- RECOMMENDATION 11.1** - Work with Town departments, such as the Council on Aging, to increase the diversity of recreational options to reflect Rockland's changing demographics.
- RECOMMENDATION 11.2** - Evaluate best options for continuing to work with non-profit organizations/sports clubs to maintain appropriate sports fields while also allowing use of the facilities by the general public.
- RECOMMENDATION 11.3** - To provide open space opportunities to the greatest number of residents, the Town should continue to look for opportunities to establish a dog park.
- RECOMMENDATION 11.4** - In conjunction with Complete Streets efforts being undertaken by the Town, maintain existing, and establish new, sidewalk connections to improve mobility in town and provide access to key public sites such as schools, parks, conservation areas, etc.

GOAL 12: MAINTAIN AND MANAGE EXISTING RECREATION FACILITIES, PARKS AND CONSERVATION LANDS.

- RECOMMENDATION 12.1** - Prioritize and upgrade facilities in order to implement ADA Transition Plan.
- RECOMMENDATION 12.2** - Create a regular maintenance plan for parks and fields to include lawn maintenance, preparation of playing fields, landscaping, etc.
- RECOMMENDATION 12.3** - Support all efforts to provide sufficient funding for staffing and maintenance of all resources and facilities through multiple sources and programs.
- RECOMMENDATION 12.4** - Develop a long-range Capital Plan for park and recreation facilities and plan to upgrade the physical condition of playing fields and other recreational facilities in accordance with that plan.
- RECOMMENDATION 12.5** - Explore the potential to connect trails at Union Point with the Hanover Branch Rail Trail and work with Hanover and Abington to build the trail network.
- RECOMMENDATION 12.6** – Implement improvements to Hartsuff and Bicentennial Parks as detailed in the OSRP.
- RECOMMENDATION 12.7** – At Studley's/Reeds Pond, purchase the parking lot and shoreline from Spring Lake Cemetery and undertake a renovation of shore line and beach.

GOAL 13: INCREASE PUBLIC AWARENESS ON OPEN SPACE AND CONSERVATION ISSUES.

- RECOMMENDATION 13.1** - Prepare educational materials and online resources to encourage greater citizen awareness and participation in Rockland's parks and open spaces. Develop an online and printable map of Rockland's open space and recreational resources.
- RECOMMENDATION 13.2** - Create a webpage for Rockland's recreational areas with descriptions of each facility and available recreational opportunities.
- RECOMMENDATION 13.3** - Develop a signage program for all Town-owned parks and open spaces.

PUBLIC FACILITIES & SERVICES

Introduction

The Public Facilities and Services element of a master plan helps to guide decisions and develop a plan relevant to public buildings, utilities, and infrastructure to meet future needs of the community. Public facilities make it possible for municipal employees and volunteers to provide services for the public good. The adequacy of Rockland's municipal facilities for the functions they serve is largely determined by four factors:

- The form, size, and organization of the Town's local government;
- Projected population and economic growth;
- The Town's land use pattern; and,
- The expectations of the Town's population

The Town's ability to provide adequate facilities depends on effective capital planning and a commitment to implementation, asset management policies, and the amount of revenue available for local government operations. Rockland, like many other municipalities, receives very little funding from non-local sources and relies almost entirely on its own residents and businesses for financial support. This chapter includes information about Town administration; services that keep the Town running including: Public Works, Facilities, Public Safety, and Community Services; properties owned by the Town of Rockland or the Rockland Public School District; and strategies for how the town can maintain and improve its public services and facilities.

Existing Conditions

TOWN ADMINISTRATION

Rockland is governed by the Home Rule Charter form of government, and is led by a five-member Board of Selectmen and a Town Administrator. The Board of Selectmen serves a three-year term and acts as the chief elected and executive body of the Town. The Board of Selectmen appoints a Town Administrator to address daily town management matters, sets procedures for Town boards, holds public hearings, sets fiscal guidelines, and initiate legislative matters to be decided by Town Meeting. Douglas Lapp currently serves as the Town Administrator.

Capital Improvement Planning Committee

Rockland's seven-member Capital Improvement Planning (CIP) Committee manages a five-year capital improvements program. As part of this management, the CIP Committee studies proposed capital projects and improvements, and prepares annual reports recommending a capital improvement budget for the next fiscal year and the capital improvement program. The Committee reviews requests from Town departments, and discusses, evaluates and ranks them. Final selections are made by the Select Board and approved annually by Town Meeting.

The Capital Improvements Program includes: (a) a list of all capital expenditures proposed during the five fiscal years next ensuing; (b) cost estimates, methods of financing, and a time schedule for each such acquisition; and (c) the estimated cost of operating and maintaining the equipment or facility to be acquired. The capital program is revised and expanded annually. Since the Capital Improvements Program is reviewed and revised annually with the addition and revision of projects, specific recommendations from past Capital Improvement Plans are not made in this ten-year Master Plan. Fiscal year 2010-2014 is the Town's most readily available Five Year Capital Improvement Plan posted on the Capital Planning Committee's webpage.

The Public Facilities and Services element of this master plan summarizes keys aspects of the Town departments that serve those functions. These departments include: the Fire and Police departments, the Highway Department, and the Water and Sewer departments³⁶. Other public facilities and services such as the Library and Youth Commission will be listed together under a Facilities subsection³⁷, as well as the Rockland Public School District. Rockland public park and recreational facilities are discussed in the Open Space and Recreation element of the master plan report.

ABINGTON / ROCKLAND JOINT WATER WORKS DEPARTMENT ³⁸

Rockland's potable water is supplied and treated through the Abington & Rockland Joint Water Works joint partnership. The Joint Waterworks draws from both ground and surface water sources. The ground water source comes from four gravel-packed wells that are located on Myers Avenue in Abington. The surface water supply is drawn from two water bodies: the Abington/Rockland Reservoir (officially named the John F. Hannigan Memorial Reservoir) which is a manmade water body in northeastern Rockland; and the Great Sandy Bottom Pond located in the Town of Pembroke. Once drawn and treated, the water is then distributed by the towns' respective water departments.

The Massachusetts Department of Environmental Protection (MassDEP) regulates how much water public and private water systems can withdraw each year. There is no agreed-upon safe yield for the Rockland/Abington water system as a whole. However, the Myers Avenue wells have a safe yield of 0.49 million gallons per day (mgd). The maximum draw for the Rockland/Abington joint water system under the Water Management Act is 2.67 mgd according to the Water Management Act registration that is maintained by the DEP. According to the Town of Rockland's 2019 Annual Report, the Joint Waterworks produced a total of 937 million gallons of potable water in 2019, which was a 29 million gallon decrease from year 2018. Forty-one percent was pumped from Rockland's Hingham Street Reservoir, 53% from Pembroke's Great Sandy Bottom Pond, and 6% from Abington's Myers Avenue Well Field.

Water capacity has been a longstanding issue related to serving Rockland's existing residents as well as a limiting factor for potential residential and economic development growth. The redevelopment potential of the 2017 downtown Rockland 40R mixed-use residential smart growth overlay zoning is significantly limited without investments or solutions for an increase in water capacity.

In May 2018, the Joint Waterworks was granted a \$150,000 award from MassHousing to complete an expansion engineering design. The engineering design study makes the Towns eligible to apply for a \$1.5 million MassWorks Infrastructure Grant to fund the construction of the facility at Myers Avenue. The purpose is to increase water supply capacity for an additional 160,000 daily gallons to solve existing shortages for both towns.

³⁶ The Town of Rockland does not have a single Public Works Department oftentimes found in other communities.

³⁷ The Parks Department is addressed in the Rockland Master Plan report's Open Space and Recreation Element.

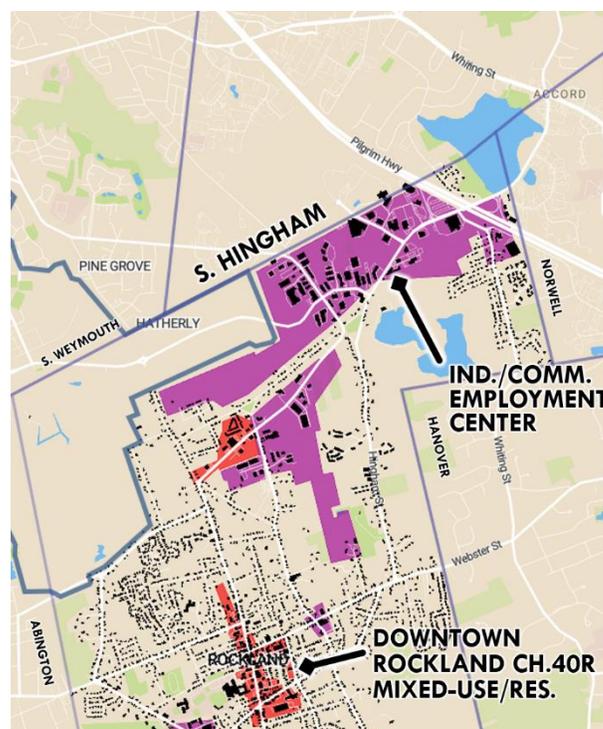
³⁸ Sources: (a) <https://www.rockland-ma.gov/water-department/links/2020-consumer-confidence-report>; (b) <https://rockland.wickedlocal.com/news/20180516/rockland-abington-awarded-150k-for-water-plant-design>; (c) <https://rockland.wickedlocal.com/news/20190725/water-flow-back-to-normal-in-rockland-abington>; (d) Rockland OSRP 2018-2025.

Regional Water Capacity Context ³⁹

Southeastern Hingham abuts northeastern Rockland's major commercial/industrial employment center near Route 3 and along the Hingham Street area. Through the Joint Waterworks, the towns of Rockland and Abington have worked in partnership for a regional water solution. More recently, other neighboring communities have been discussing multi-town solutions toward addressing their potable water capacity issues to serve their existing residents as well as look toward future needs and growth.

After an almost decade long discussion and process, in April 2019, the Town of Hingham (in collaboration with Hull and Cohasset) purchased the Aquarion Water Company that currently serves them for \$114 million. Aquarion is a public water supply company that serves over 4 dozen communities in Connecticut, as well parts of Massachusetts and New Hampshire. The impetus for the purchase had been concerns over high rates and water quality. As part the transaction and transition, the towns started searching in for a superintendent for the new multi-town owned public water system, issued a Request for Proposal for the operations vendor, and have selected Suez Water Environmental Services (SUEZ) for the renamed Weir River Water System⁴⁰. MassDEP regulates how much water is withdrawn from the Weir River watershed basin that these communities are located within. MassDEP considers it to be a stressed basin.

As of April 2020, the transaction's ownership transition was scheduled for completion by July 2020. A draft of the water supply business plan required for DEP approval provides water demand estimates of: (a) a maximum estimated daily consumption of 6.3 million gallons per day [mgd]; (b) estimated average 3.51 mgd; and a projected average daily demand of 4.17 mgd in 20 years when the population of the tri-town service area is projected to increase from 54,612 to 61,326. For existing water demand conditions, the draft water supply business plan indicates that for the existing 54,612 residents in the service area, the average consumption is 63 Residential Gallons per Capita Day (RGPCD). Residential Gallons per Capita Day is the average number of gallons used per resident per day over the calendar year. The Massachusetts state standard is 65 RGPCD. The plan also indicates three emergency use permanent interconnections with other water supplies. Two of them are for two communities that are also adjacent to Rockland: (a) one is along Route 228 near Accord Pond; and (b) the other is in Weymouth along High Street as well as Commercial Street.



Water withdrawals are authorized by the system's Water Management Act Registration Statement for 2008 – 2017 (WMA #41913101). The Registration Statement allows withdrawals up to an average of 3.51 Million Gallons per Day (MGD). During 2018, the average daily production was approximately 3.35 million gallons. The distribution system is divided into two zones with the "High Service Zone" serving south Hingham.

³⁹ Sources: (a) <https://www.aquarionwater.com/community/newsroom/2020/06/18/hingham-mandatory-irrigation-schedule/>; (b) <https://hinghamanchor.com/july-1-is-the-targeted-completion-date-for-water-system-transition/>; (c) <https://www.hingham-ma.gov/DocumentCenter/View/9895/DEP-Water-Supply-Business-Plan-Working-Draft-April-20-2020>; and (d) <https://www.patriotledger.com/news/20190422/hingham-voters-approve-towns-purchase-of-water-company>

⁴⁰ Source: <https://hinghamanchor.com/update-new-water-system-operator-chosen-current-employees-will-be-considered-for-possible-positions/>

SUMMARY OF POTABLE WATER CAPACITY FIGURES FOR SEPARATE NEIGHBORING SYSTEMS

ABINGTON / ROCKLAND JOINT WATER WORKS DEPARTMENT		AQUARION WATER COMPANY'S HINGHAM/HULL/N.COHASSET SERVICE AREA	
Existing Conditions	Future Plans	Existing Conditions – 20-Year Water Supply Business Plan	Future Plans – Year 2024
No standard system-wide safe yield	0.16 MGD - potential additional capacity	6.3 MGD maximum estimated consumption	4.17 MGD projected average – to serve service area increase to 61,326
0.49 MGD safe yield – Myers Avenue wells		63 RGPCD – average estimated consumption - (or 0.000063 MGD)	
2.67 MGD maximum DEP withdrawal		65 RGPCD – MA State Standard	
2019 Rockland Annual Report figures: 937 million gallons (equivalent of 2.57 MGD)		3.51 MGD estimated average – to serve existing service area residents of 54,612	

Note: The Commonwealth's standard for residential water use is 65 gallons per capita per day (GPCD). ⁴¹

The following is a hypothetical exercise to contextualize what the potential MassWorks Myers Avenue facility upgrade could accommodate in terms of residential growth were there no existing water shortage issues. It also assumes all of it would go toward residential growth and not commercial growth): Using Rockland's average household size of 2.56, an estimation of the gallons per day for an average Rockland residential dwelling unit could be 166 gallons per day per household. **The potential capacity increase of 160,000 daily gallons could hypothetically accommodate 964 new residential 2.56-person households, and 2,468 additional residents.** This exercise does not factor how many gallons of the additional capacity increase would be apportioned to the Abington community.

Looking forward, the Town of Rockland could consider two approaches toward accommodating future water needs for its residents and economic development. The first is to address whether there is potential for an increase in potable water capacity through the existing Joint Waterworks framework. The second approach could involve some potential form of agreement for purchasing additional capacity via the unfolding Hingham/Hull/Cohasset public water purchase of the Aquarion Water Company. Assuming the new joint Hingham/Hull/Cohasset water department were amenable to selling some capacity to Abington/Rockland, MassDEP review and approval would be needed especially considering the distressed status of the Weir River watershed basin.

Existing limitations on water capacity impact the potential for the revitalization of downtown Rockland. Many of the desired uses (such as restaurants, cafés, and upper-story condo options) associated with a mixed-use and walkable downtown depend on a high volume of water. In 2017, the Town successfully passed the downtown Ch.40R mixed-use zoning overlay district, and removed a zoning barrier toward desired growth. The cost and uncertainty of the process is likely to be a deterrent or hurdle for prospective developers.

⁴¹ Source: <https://www.mass.gov/files/documents/2018/10/09/waterneedsforcast-policymethod.pdf>

ROCKLAND SEWER COMMISSION 42

The Rockland Sewer Commission handles the Town's wastewater treatment. The treatment plant is located at the intersection of Summer and Concord streets. It was built in 1964, upgraded in 1987, and over 90% of the buildings in its service area are connected to it. In response to an Environmental Protection Agency (EPA) order, the Town has made significant upgrades to its sewer system designed to reduce the rate of infiltration and inflow. As part of the Town's compliance with the order, in 2011 the Town adopted a Sewer Use Ordinance instituting rigorous permitting requirements for connections and discharges to the wastewater system. One of the provisions in the EPA order restricts the Town from receiving additional wastewater outside its municipal borders, and developers must buy sewer capacity on a per unit basis. These upgrades and policy changes also facilitate the control of flow, biological oxygen demand, and total suspended solids in compliance with the Town's general permit.

The average monthly effluent flow limit is 2.5 MGD. The sewer tie-in connection permit fees range from \$100 for a single family to \$400 for a four-family; and is \$750 for commercial, business and industrial developments. The sewer development fee is \$7,500 per residential dwelling unit.

According to the 2019 Town Annual Report, the Town approved a 5-year contract to Suez Environmental Services for operating and maintaining the treatment plant. In terms of future planning, there is an ongoing Comprehensive Wastewater Plant Assessment.

The annual report indicates are plans for a Sewer System Evaluation Survey on the existing collection system. A total of 943 million gallons of wastewater were treated in 2019, which is down from 983 million gallons in 2018. The average daily flow was 2.59 MDG which decreased from 2.7 MGD in 2018 and can be directly attributed to more rainfall. Lastly, a total of 12 residential sewer connection permits were issued.

According to the Town of Abington's Sewer Department website⁴³, there are inter-municipal Brockton/Rockland/Abington agreements in which approximately 5% of Abington's effluent is conveyed to Rockland's wastewater treatment plant. The agreement allots a maximum average of 110,000 MGD of sewer effluent from Abington to Rockland, and also contains strict geographical areas for allowable sewer connections.

In terms of the demand for waste water treatment capacity for potential walkable downtown upper-story condos and/or apartments, CMR 15.203 for the System Sewage Flow Design Criteria requires a minimum allowable GPD of 110 per bedroom for multifamily dwellings. For a downtown Union Street revitalization use such as restaurants, CMR 15.203 requires 35 GPD per seat/person. Hypothetically speaking, a 50-unit



⁴² Sources: (a) https://www.rockland-ma.gov/sites/g/files/vyhlf4941/f/uploads/npdes_permit_sewerdept.pdf; and (b) https://www.rockland-ma.gov/sites/g/files/vyhlf4941/f/uploads/sewer_connection_and_development_fees.pdf; and (c) <https://casetext.com/regulation/code-of-massachusetts-regulations/department-310-cmr-department-of-environmental-protection/title-310-cmr-15000-the-state-environmental-code-title-5-standard-requirements-for-the-sitting-construction-inspection-upgrade-and-expansion-of-on-site-sewage/subpart-c-design-construction-repair-and-replacement-of-on-site-sewage-disposal-systems/section-15203-system-sewage-flow-design-criteria>

⁴³ Source: <https://www.abingtonma.gov/sewer-department>

residential proposal of two-bedroom condos or apartments would require 11,000 GPD of treatment capacity; and a small 40-seat, 1,000 square foot restaurant (with a 60%/40% dining versus kitchen/storage/preparation area split) would require 1,400 GPD. In addition to the aforementioned water capacity limitation, the cost and uncertainty surrounding the sewer capacity issue is likely to have a compounding negative impact on prospective developers.

Given current EPA restrictions that do not allow the Town to receive additional wastewater treatment capacity outside of town limits, there will be challenges associated with serving existing needs, and whether or not to invest in additional capacity expansion to potentially support future residential and economic growth. A 2014 UMass Boston Collins Center for Public Management study, titled “Study on Investment in Water and Wastewater Infrastructure and Economic Development”, provides some regional context and insights on the relation between said infrastructure and community decisions and aspirations regarding economic development. Among the findings are the following excerpts from the study:

- “In terms of implications for economic opportunity, most municipal and regional WWTPs appear equipped to accommodate future growth, even though heavy water events do infrequently overwhelm plants causing flooding or overflows. However, at four Massachusetts wastewater treatment plants (Concord, Lynn, Marlborough, and Rockland), current demand for wastewater processing exceeds 85% of permissible average flow, a situation that may affect future growth in these communities if not addressed.”
- “Interestingly, four of these communities (Bellingham, Medway, Millis, and Rockland) are projecting a reduction of 686 jobs by 2035.”⁴⁴
- “Conclusion – Although the Commonwealth’s water, wastewater, and stormwater infrastructure systems are typically hidden from view, and therefore less in the forefront of the minds of the public than other forms of infrastructure, such as transportation systems, they have a direct impact on the economic vitality of the state. What can be seen through academic research is that a relationship exists between economic growth and investment in public infrastructure, particularly water and wastewater infrastructure. The Massachusetts-specific case studies made the same finding, showing that where adequate infrastructure is already in place, economic development can occur quite expeditiously, but where infrastructure is inadequate or water availability in question, projects can be delayed for years, if not halted entirely.”

¹ Excerpt from 2014 UMass Boston study highlighting Abington/Rockland’s average daily water use figures exceeding its authorized MGD withdrawals, and comparing it year 2035 job growth projections

**Table 32: Job Growth in Potentially Constrained Communities
(Growth figures for Boston Metro Area only)**

Municipality	Basin	Authorized Withdrawal (MGD)	Avg Daily Use (2012) (MGD)	Avg Daily v. Authorized	Change in Jobs	2035 Jobs
Abington/Rockland	South Coastal	2.21	2.6	118%	628	4,440
Acton	Concord	1.94	1.68	87%	609	10,259
Amesbury	Merrimack	1.88	1.28	68%	260	4,872
Ashburnham	Millers	0.18	0.46	256%		
Ashland	Concord	2.18	1.91	88%	-34	4,962
Attleboro	Ten Mile	3.85	3.89	101%	2,825	19,423
Bellingham	Blackstone	1.41	0.6	43%	-225	5,161
Bellingham	Charles	1.36	0.87	64%		
Beverly	Ipswich	(see Salem/Beverly)			483	22,052
Braintree	Weymouth-Weir	3.87	3.54	91%	986	27,207
Brookfield	Chicopee	0.09	0.09	100%		
Clinton	Nashua	2	2.04	102%	300	4,660
Danvers	Ipswich	3.72	3.14	84%	117	25,107
Deerfield	Deerfield	0.1	0.1	100%		
East Brookfield	Chicopee	0.11	0.97	882%		

Study on Investment in Water and Wastewater Infrastructure and Economic Development Page 103
Edward J. Collins, Jr. Center for Public Management

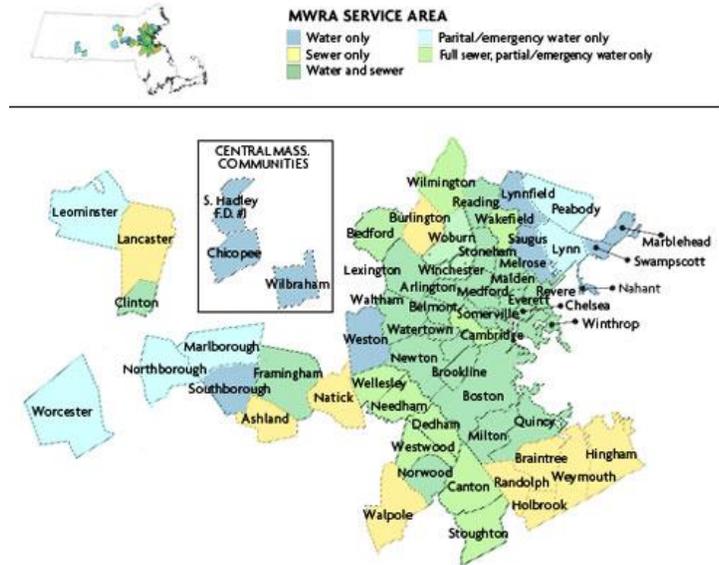
⁴⁴ Also see an excerpt from Table 32, on page 103 of the report highlighting how Abington/Rockland’s average daily water use figures exceed its authorized MGD withdrawals, and comparing it year 2035 job growth projections.



MWRA Sewer Service/Capacity as a Potential Option for Rockland

The Town of Rockland is not within the Massachusetts Water Resource Authority’s (MWRA) service area that services 61 metropolitan Boston communities. Rockland is abutted to the north by two communities (Weymouth and Hingham) that are within the MWRA’s “Sewer Only” service area (these two communities do not receive MWRA water service). The MWRA has limited existing wastewater capacity to serve its existing 43 communities since the Deer Island Treatment Plant was not constructed with much additional capacity for expansion.

Beyond the constraint of the Deer Island Treatment Plant capacity, the MWRA conveyance pipes that serve a few South Shore region communities also have capacity and geographical distribution limitations since they form a pinch point at the Braintree/Weymouth System. Additionally, one of the two abutting communities (Hingham) only has MWRA sewer service throughout the northern portion of Hingham, which is physically distant from the southern part of Hingham that abuts Rockland’s northeastern part of town. Therefore, the potential for any MWRA sewer connections to Rockland is highly unlikely in the near-, mid- or long-term future.



MWRA Water Service/Capacity as a Potential Option for Rockland

The potential for the Town of Rockland receiving MWRA water service is marginally less challenging. The MWRA communities that immediately abut Rockland to the north (Weymouth and Hingham) do not have MWRA water service. The MWRA’s water service capacity is less constrained than its sewer treatment capacity conditions. It is highly unlikely that the Town of Rockland could leapfrog Weymouth and Hingham’s non-MWRA-water-service area.

In a hypothetical, future scenario where Weymouth and/or Hingham were to become connected to the MWRA’s water service area, Rockland could theoretically further petition the MWRA for inclusion based on immediate geographical adjacency of the newly serviced towns to its north. However, were there an agreement between the MWRA and Rockland for water service area inclusion, Rockland would need to overcome a \$1 million per 200 thousand gallons per day connection fee, in addition to prorated water usage rates. The connection fee is predicated on incoming communities contributing their fair share toward the initial infrastructure investment that the original MWRA communities made with regards to the treatment plant and conveyance pipe infrastructure. Generally speaking, MWRA daily usage water fees tend to be higher than those of local municipal systems.

It is worth noting the following regarding this hypothetical scenario: Union Point is the most likely new connection to the MWRA that could bring their water service in proximity to Rockland. A scenario where Weymouth would join MWRA other than through a Union Point connection seems unlikely. Also, since Hingham has recently purchased their private water company (formerly Aquarion, and now renamed the Weir River Water System), there is no foreseeable scenario that they would join the MWRA.

HIGHWAY DEPARTMENT

Rockland is situated Greater Boston’s South Shore subregion, between Massachusetts State Route 3, and Route 24, that connect to I-93. The principal highway connection for Rockland is Route 3 which intersects

with it in the northeastern corner of Town, and State Routes 123 and 139 also provide primary connections to abutting Hanover and Abington. The 10-member Highway Department is responsible for the maintenance of Rockland's roadways, the storm drainage system, and local construction projects. Its responsibilities also include the maintenance of the Town's streets, sidewalks, crosswalks and curbing. Rockland has 56.46 road miles⁴⁵.

According to the 2019 Annual Report, the Town completed 9 road projects pursuant to a spring 2016 \$6.5 million appropriation with the only remaining roads left to complete being Union Street and Forest Street. Additional project work include intersection curbing and walkway improvements, a Drainage Department set up for MS4 compliance, traffic signs and street markings, and Rail Trail improvements. Information regarding the Town's Complete Streets program can be found in the Transportation & Circulation Element.

FIRE & POLICE DEPARTMENTS

The Rockland Fire Department provides fire protection, hazardous material response, ALS emergency medical service, vehicle extrication rescue, and search and rescue services to the Town. It is a public department whose members are on paid status. Currently, the Fire Department operates out of one station in downtown on Union Street. The existing facility has long been the subject of public facility reassessments. A 7-member Fire Station Building Committee is currently discussing a potential feasibility study to determine an upgrade to the existing fire station, as well as the potential for a substation in the northeastern corner of Town in the Hingham Street and Route 3 subarea that is home to the Town's largest industrial-commercial employment center.

The Rockland Police Department provide public safety and community policing services to the Town. It is comprised of 9 divisions: Detective Division, Drug Abuse Resistance Education (DARE), Honor Guard, K-9 Unit, MetroLEC, Mobile Operations, School Resource, Animal Control, and the Traffic Unit. .

According to the Town's 2019 Annual Report, the Fire Department's personnel roster includes 31 members, and the Fire Department responded to 3,277 service calls in 2019 including 46 fires, and 2,403 medical and motor vehicle accident responses. According to the same annual report, the Police Department's personnel roster includes 33 full time sworn officers, 4 permanent intermittent full-time officers, 23 auxiliary police officers, and 1 animal control officer. There are approximately 5 other mainly administrative personnel. In 2019, the Police Department logged over 17,800 service calls, arrested 222 individuals, and placed another 47 in protective custody. In terms of municipal general fund expenditures, they collectively account for 12% or 6% each⁴⁶.

RECYCLING CENTER (AND SOLID WASTE SERVICES)

In collaboration with regional 15-community voluntary South Shore Recycling Cooperative (SSRC), the Town of Rockland operates a Recycling Center on Beech Street, at the site of one of the town's two former landfills. For a fee, residents can dispose of bulk items and yard waste at said facility. The association helps members improve their recycling programs, and reduce the quantity, toxicity, and cost of disposal for their solid waste. In terms of solid waste disposal, Rockland has a 5-year (2016-2021) with Republic Services for curbside residential trash and recycling pickup; and provides households with standardized trash and recycling carts designed to reduce blowing trash, odors, animal scavenging, and other health concerns.

⁴⁵ Source: MA Department of Revenue, Division of Local Services FY2019.

⁴⁶ Source: MA Department of Revenue, Division of Local Services FY2019.

PRIMARY PUBLIC FACILITIES

The Town of Rockland does not have a single Facilities Division responsible for the management of the towns municipal buildings maintenance program, facility related capital improvement projects, maintenance information systems, service contracts, vendor performance, division budget and the procurement of services and supplies. This subsection of the Rockland Master Plan 2030 report highlights the Town's primary public facilities.

Rockland Town Hall

Rockland Town Hall is located at 242 Union Street in the downtown area, and houses many of the Town's offices including the Accounting, Assessors, Board of Health, and Building departments. The Town Hall building⁴⁷ is a 2-story, 13,000 square foot building built in 1975 that is located on a sloped 1.3-acre lot with a small hardscaped plaza on Union Street. Due to the lot's grade change, the Town Hall has a one-story presence along its downtown Union Street frontage. As part of RMP2030 process, there were discussions about the potential for of leveraging existing public facilities such as the Town Hall building to achieve transformative downtown Union Street revitalization goals. The Economic Development element the RMP2030 master plan report addresses this topic in greater detail.



Council on Aging, & Rockland Senior Center

The 11-member Council on Aging Board provides services to enhance the lives of its older residents. The Council assists with services and programming at the Robert J. Nyman Rockland Senior Center, and collaborates with Rockland Housing Authority and the Old Colony Planning Council's Elder Services. The Rockland Senior Center is housed in a newer construction facility and is located at 317 Plain Street within walking distance of the Rail Trail. Transportation services is a key aspect of the Senior Center since many seniors have no other means for transportation. According to the 2019 Annual Report, the center provided 3,673 van trips to medical appointments. Other services include exercise programs, a Memorial Park School Pen Pal program, and assistance with filling out fuel assistance and food stamp applications.

Rockland Housing Authority

The authority provides assistance and services for its residents at Studley Court, and Garden Terrace. In 2018, the authority received a statewide award for cost-saving infrastructure upgrades. Studley Court Complex has forty-two (42) one-bedroom, 625-sf units, and a Massachusetts Centralized Wait List with 1,253 applicants. Rockland residents or any Veterans get preference on the waiting list. Garden Terrace is federally funded, has forty (40) one- or two-bedroom, 650-sf units, and has a Federal Wait List of 359 applicants. Similarly, Rockland residents or any Veterans get preference on the waiting list. Additionally, the Authority has a Section 8 Administrator. The Authority administers 154 Section 8 Vouchers.

⁴⁷ Source: <http://www.assessedvalues2.com/pdfs/251/K004839N47154280.pdf>

Rockland Memorial Library

The Rockland Memorial Library is a public library located at 382 Union Street that was built in 1903. It is listed on the National Register of Historic Places, is a Carnegie funded building constructed in the Classical Revival style. It is located within the Town’s Lower Union Street Historic District. The library is part of the 28-member Old Colony Library Network that gives library members access to more than 2.3 million print and over 33,000 electronic items. The library holds many special events such as Art in the Rotunda, and provides other community services such as a summer reading program.



Rockland Community Center at McKinley School

INCLUDING ROCKLAND DAY CARE, HISTORICAL COMMISSION, YOUTH COMMISSION

The Rockland Community Center is housed in the former McKinley School building. It is sometimes colloquially referred to interchangeably as the Community Center or the McKinley School (which no longer exists). The Rockland Community Center at McKinley School is a historical building located at 394 Union Street that is listed on the National Register of Historic Places. The center houses four main programs: the Rockland Day Care, the Historical Commission, the Youth Commission, and a community space program. An assessment of the facility and planning study for the facility started in July 2020. Prior to the facility assessment, the Community Center had been a focal point of a Downtown Action Strategy visioning process that explored the catalytic potential of the public facility for downtown Union Street’s greater revitalization efforts. The summer 2020 facility assessment and planning study includes this downtown revitalization as part of its goals. The study explored 3 different interior options and 2 exterior site plan designs for improvements, and proposed a synthesis of these. The proposed site improvements: (a) reconfigure the front and rear yards for cars and pedestrian traffic; (b) improve view along Union Street; (c) provide a public pocket park and improved street engagement; and (d) enhance childcare playgrounds for safety standards.



PROPOSED SITE IMPROVEMENTS

- Reconfigure front and rear to provide improved auto and pedestrian traffic
- Improve view along Union St.



- Provide public pocket park & improved street engagement
- Improve childcare playgrounds to meet EEC standards



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EMERGENCY MEDICAL SERVICES

Rockland does not have a hospital or medical center located within the Town. For medical care, residents have available to them facilities in neighboring communities or hospitals in Boston proper, such as Mass General, Beth Israel, Boston Medical Center, Boston Children’s, and Brigham and Women’s Hospital. There

is one long-term care facility in Rockland called Webster Park Rehabilitation & Healthcare Center. In addition to hospitals located in the City of Boston, below are the most proximate in the surrounding area:

- South Shore Medical Center, Norwell, MA
- Hanover Wellness & Medical Center, Hanover, MA
- Signature Healthcare Brockton Hospital, Brockton, MA
- South Shore Hospital Rehab Center, Weymouth, MA
- Brigham and Women's Hospital, Braintree, MA

ROCKLAND PUBLIC SCHOOL DISTRICT

Rockland operates its own school system, which is governed by a 5-member Rockland School Committee. According to MA Department of Elementary & Secondary Education data. Rockland has a total of 2,273 enrolled students⁴⁸ across the five schools listed below in the 2019-2020 school year.

- Memorial Park Elementary School (grades K-4)
- Jefferson Elementary School (grades K-4)
- R. Stewart Esten Elementary School (grades K-4)
- John W. Rogers Middle School
- Rockland Senior High School

According to the 2019 Town Annual Report, the Town (in partnership with the Massachusetts School Building Authority (MBSA)) voted to fund a new \$86 million dollar, 760 student, 120,000-sf start-of-the-art elementary school. The new school will replace the aging Jefferson and Memorial Park elementary schools, will house all the Town's elementary students, and will be located between the existing Rogers Middle School and the current Memorial Park School. The existing Jefferson School will be demolished, and will be turned over the Rockland Parks Department as part of a Massachusetts Article 97 land swap. The existing Memorial Park School will be demolished to accommodate a new synthetic turf field. The existing Esten Elementary School will be converted into an early childhood center that will house all kindergarten students in Town. Construction is anticipated to start in early 2021 with a projected school opening in fall 2023.

Additionally, there is the regional South Shore Vocational Technical High School that is available. It is located in Hanover, MA.

2 Location of New School - See URL for Detailed Site Plan & Programming - <https://www.rocklandschools.org/o/rps/page/elementary-building-project>



⁴⁸ This includes 67 in pre-kindergarten, 172 in kindergarten, and 6 in special education beyond grade 12.

Recommendations

COMMUNITY INPUT

The following public facilities and services recommendations are largely based on community input and best planning practices in order to address the current and future needs of residents, property owners, and businesses in Town. Due to their capital intensive nature, decisions involving the improvement of public facilities and services oftentimes require important decisions toward making investments and prioritizing them.

- 60% to 76% of survey respondents (or 206 to 261) were supportive of an increase in sewer capacity if over the long term it could reduce the residential tax burden by attracting new commercial redevelopment that could generate more commercial tax revenue.
- 76% (or 236) supported the Town prioritizing streetscape improvements in business districts to attract business investment and redevelopment.
- 65% to 72% of survey respondents (158 to 175) of preserving and improving the existing library and fire station facilities.
- 75% of survey respondents (or 107) were supportive of the Town leveraging the community center into a multi-use, transformative facility that could serve multiple town goals.

RECOMMENDATIONS

GOAL 14: PROMOTE THE USE AND VISIBILITY OF THE RAIL TRAIL FOR STRONGER CONNECTIONS TO OTHER ASSETS.

RECOMMENDATION 14.1 - Promote the use and visibility of the Rail Trail as a recreational amenity. Explore making a stronger wayfinding and awareness connection between the walking trails in the Town Forest and the Rail Trail. As part of the new consolidated elementary school, ensure that there is a strong connection to the adjacent Rail Trail to encourage its use. This could also include cooperative efforts for wayfinding signage at the western terminus in North Abington which is home to restaurants and businesses to encourage visitors to downtown Rockland establishments.

GOAL 15: LEVERAGE THE TOWN HALL, COMMUNITY CENTER, AND OTHER POTENTIAL UNDERUTILIZED PROPERTIES FOR TRANSFORMATIVE, MULTI-PURPOSE PROJECTS.

RECOMMENDATION 15.1 - Build upon prior downtown Ch. 40R, the Sole of Rockland, ReImagine Rockland, and Downtown Action Plan efforts by pursuing the catalytic redevelopment of key public facilities such as the underutilized Town Hall site and building, as well as continue with existing feasibility studies for the Community Center at the Old McKinley School.

RECOMMENDATION 15.2 - Further pursuing longstanding downtown revitalization goals, the Town could consider issuing a Request for Information, Request for Proposals, or a less formal graduate-student design competition for ideas for underutilized properties to spark interest and a community discussion.

GOAL 16: UNLOCK POTENTIAL FUTURE COMMUNITY AND ECONOMIC GROWTH BY PURSUING CHALLENGING WATER AND WASTEWATER CAPACITY SOLUTIONS.

RECOMMENDATION 16.1 - Regarding the Town's longstanding potable water capacity limitations, the Town could consider expanding the scope of the 2018 Joint Waterworks Myers Avenue facility engineering study to go beyond solving existing water shortages, and allow the potential for future

economic and community growth. This would require a decision to further invest and/or apply for additional MassWork Infrastructure Grant funds; as well as cooperation with Joint Waterworks partners.

RECOMMENDATION 16.2 - Alternatively, the Town could explore whether the recent Hingham/Hull/N.Cohasset acquisition of the Aquarion Water Company could potentially allow the Town the possibility of purchasing additional potable water. This is contingent on the neighboring communities' capacity and amenability, as well as on Mass DEP. MassDEP regulates how much water is withdrawn from the Weir River watershed basin that these communities are located within. MassDEP considers it to be a stressed basin.

RECOMMENDATION 16.3 - Short of a petition to the EPA to reevaluate current restrictions that prohibit Rockland from receiving additional wastewater treatment capacity outside of town limits, the Town's solutions are limited. Possible approaches could include: (a) investing in additional capacity on its own, (b) embarking on creative public-private partnership solutions, or (c) issuing a Request for Information for alternative wastewater treatment solutions such as biofilm reactors (MBBR) treatment plants or smaller district based solution such as Littleton's innovative CWERC eco-friendly Smart Sewer approach ⁴⁹.

VACATED TOWN HALL SITE for REVITALIZATION PROJECT?



SEWER CAPACITY INCREASE for DESIRED REVITALIZATION



SEWER COMMISSION



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



WORKERS, SHOPPERS, VISITORS, LEISURE RETAIL

⁴⁹ Source: <https://www.littletonma.org/departments-public-works/smart-sewer> , and <https://rockland.wickedlocal.com/news/20170526/new-sewer-concept-would-make-energy-fertilizer-from-wastewater>

CULTURAL & HISTORIC RESOURCES

Introduction

The Historic and Cultural Resources section of this plan sets the context for both history and culture in Rockland. It describes the history of Rockland, the places, objects, and sites that have been recognized for their historic significance, and the organizations active in remembering and preserving Rockland's history. It also identifies the arts and cultural events, enterprises, activities, and organizations active in Rockland today. The chapter concludes with goals and strategies to strengthen preservation efforts and ensure the enhancement of cultural resources in Rockland.

Key Challenges

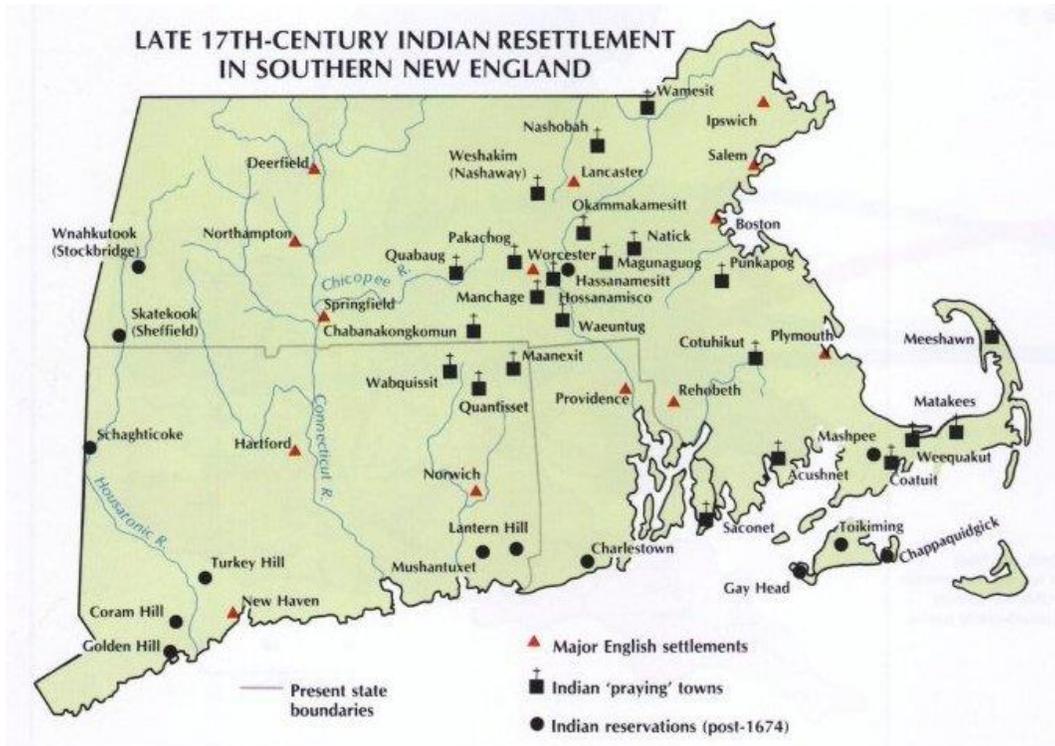
- Maintenance and preservation of older structures of historical and cultural value.
- Reuse of existing historically or culturally significant structures.
- Communicating value of arts, culture, and local history in economic terms
- Limited state and local funding for arts and culture.

Existing Conditions

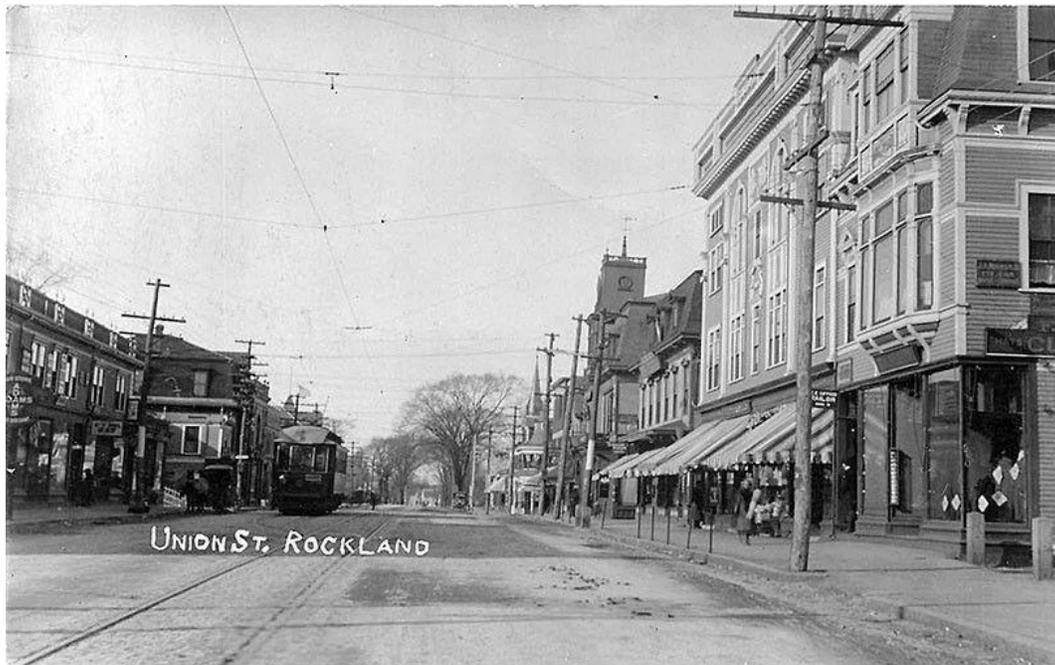
BRIEF HISTORY OF ROCKLAND

In 1645, the Plymouth Colony granted the area that would become Rockland to Timothy Hatherly. What is now Rockland was originally part of Abington until 1874, when Rockland became incorporated. The town is named for its rocky nature, which was better suited for mills and industry rather than farming. Early English settlers did not immediately move into the area, as groups of indigenous peoples lived there and resisted colonial expansion. However, King Philip's War, the most devastating war between colonists and the Native Americans in New England, cleared the way for the advance of English settlements by the end of the 1670s. The first settlers were drawn by the rich woodlands of pine and oak, and the first mill was opened by the Thaxter family in 1703. Memories of the violent clashes between Native Americans and settlers deterred in-movement for a time, and the community only began flourishing in the 1730s, well after the war period. The town relied on agriculture, timbering and saw milling and shipped large quantities of oak timber to colonial shipyards.

In the 19th century, Rockland became a center for shoe production and settlement patterns reflected the need for worker housing. By 1832 there were six factories in Rockland which produced twice the value of shoes being made in Brockton, a city eight times the size of Rockland. By 1837, the town was manufacturing twice as many shoes as all other towns in the county put together. The town's history as a manufacturing center is still a point of pride among its residents today. Rockland is said to have shod half of the Union Army during the Civil War, along with pioneering in machine sewn shoes and producing fur-lined boots. By 1865, 2800 male and female workers produced \$3.5 million worth of shoes and boots compared to \$1.46 million in Brockton. Trolleys and trains tied the town to Abington, Hanover and Brockton in the 19th century. Residential settlement concentrated around industrial activity through the 19th and 20th centuries. The majority of shoe factories closed during the years of the Great Depression but intense commercial expansion along Route 123 brought suburban development with it, since the town is only 20 miles southeast of Boston.



HISTORIC POSTCARD OF DOWNTOWN UNION STREET IN ROCKLAND, MASSACHUSETTS SHOWING STREETCAR TROLLEY TRANSIT ⁵¹



Rockland's downtown business district remains active, while suburban development continues throughout the area. There has been significant commercial and industrial development, particularly on Hingham Street near the intersection of Route 3 and on VFW Drive. The Town of Rockland is also party to a highly significant regional development on the site of the former South Weymouth Naval Air Station. When the

⁵⁰Source: https://www.geo.umass.edu/faculty/wilkie/Wilkie/hist_mass_p15-2.jpg

⁵¹ Source: <https://www.hippostcard.com/listing/rockland-ma-union-street-storefronts-trolley-car-rppc-postcard/11191164>

Station closed in 1997, the 1,500-acre site was targeted for redevelopment. Comprised of land split between Rockland, Weymouth, and Abington, all three towns voted at Town Meeting to approve a Reuse Plan prepared by the Naval Air Station Planning Committee in 1998. Development progressed slowly for many years, but a new master developer took control of the project in 2015 and has developed an updated Master Plan rebranding the site as “Union Point”.

Although Rockland has been an industrial community since the mid-19th century, there are a few tracts of town which remain wooded. Permanently protected land includes 350 acres under the control of the Conservation Commission, 144 acres owned by the Rockland/Abington Joint Water Board, and five town parks totaling 75 acres. Over the years, Rockland has transformed from a subregional manufacturing center during the nineteenth century to a town with a mix of commercial enterprises and residential neighborhoods in the twenty-first century. More recently, a growing number of artists have moved into the community, attracted by former factory buildings as a place to work and meet.

Historic & Cultural Assets

HISTORIC RESOURCES

Rockland possesses several historic resources, including properties listed in the National Register of Historic Places (NRHP) and properties recorded on the Massachusetts Cultural Resource Information System (MACRIS). Rockland is fortunate to have two entities focused on historic preservation in the town: the Rockland Historical Commission and the Rockland Community Preservation Act Committee. These organizations rely on the knowledge and expertise of residents and volunteers to collect and preserve information, documents, artifacts, and landmarks relating to the history of Rockland.

The Rockland Historical Commission (RHC): The Rockland Historical Commission is a seven-member board appointed by the Town’s Board of Selectmen. The RHC works to protect, preserve, and celebrate Rockland’s historic character. According to the Massachusetts Historical Commission, local historical commissions are

“the official agents of municipal government responsible for community-wide historic preservation planning. Local historical commissions work in cooperation with other municipal agencies, such as the select board, city council, building inspector, planning board, zoning board of appeals and conservation commission, to ensure that the goals of historic preservation are considered in the planning and future development of the community. Local historical commissions are only advisory unless a local ordinance or ordinance, such as a demolition delay ordinance, has given them regulatory jurisdiction.”⁵²

Rockland has no bylaw that assign regulatory jurisdiction to the Rockland Historical Commission. In fact, the Town has neither a demolition delay bylaw nor a Local Historic District Bylaw that would support historic preservation efforts through local regulatory controls.

Community Preservation Act Committee (CPAC): The town’s Community Preservation Act Committee is a nine-member committee charged with reviewing CPA funding requests for housing, open space, and historical preservation projects and making recommendations at Town Meeting for voter approval.

⁵² Massachusetts Historical Commission (2010). “Preservation through Bylaws and Ordinances,” p.5.

National Register of Historic Places

Applying for National Register of Historic Places (NRHP) designation is the most common approach for having the historic significance of a property, structure, or object recognized. Listing on the National Register is not accompanied by any regulations or restrictions on use or redevelopment. The benefits of being listed in the National Register are formal recognition of a property's historic significance to the community, state, and/or nation; eligibility for some federal tax-incentives for rehabilitation for owners of income-producing properties; limited protection for the property from federal or state actions; and eligibility for matching state grants for restoration of properties owned by private nonprofit organizations and municipalities, when such grants are available.

Designated Historic Resources

Properties in Rockland that are listed in the NRHP consist of several individual buildings and the South Union Historic District. The South Union Historic District runs between Market Street and East Water Street. It was established in 1989 and includes 36 structures within a three-block area. There are numerous architectural styles represented and many of the homes were built by families who were associated with the shoe industry.

In addition to the South Union Historic District Rockland has seven properties that are individually listed in the National Register. The oldest of these is the Rockland Almshouse (1876), which is located south of the town's village center on Spring Street. The L-shaped 2½ story structure served as an almshouse (communal poor house) until 1979. The building was listed on the National Register of Historic Places in 1983 and now houses the North River Collaborative, a multi-purpose, educational organization formed in 1976 to provide high-quality, cost-effective educational programs and services to students with disabilities.

Shoe manufacturing once dominated Rockland's local economy and the former Emerson Shoe Company, located at 51 Maple



Figure 3: South Union Street Historic District

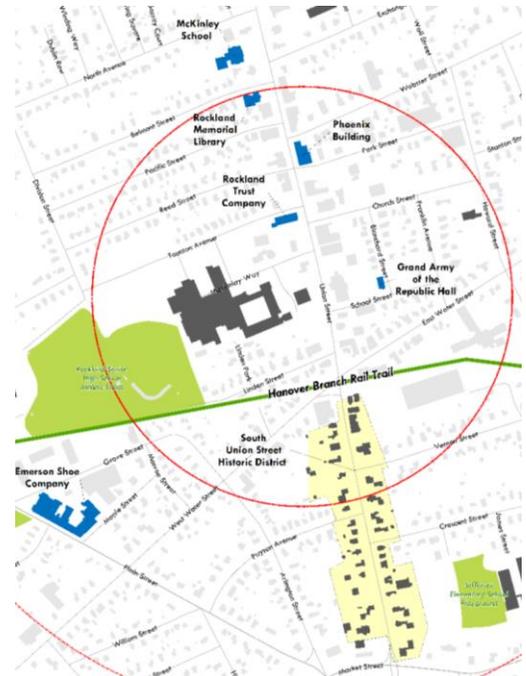


Figure 4: Union Street Corridor

“When Rockland was king, shoes were its currency. As part of a seven-town shoe manufacturing district that saw its heyday between the 1880s and 1920s, Rockland helped make one quarter of all the shoes being worn on American feet during that time period. The factory names represented the best the country had to offer: Just Wright, Emerson, Hurley Brothers, and more.”

Rockland Through Time, by Donald Cann and John Galluzzo, America Through Time, 2014

Street was one of the town’s largest employers. The factory was constructed in phases between 1894 and 1919 and listed on the National Register of Historic Places in 2018. This historic industrial building was converted to residential use and is now known as the Emerson Shoe Lofts apartment building. An important relic of the industrial history of Rockland, the factory complex was rehabilitated with the support of state and federal historic rehabilitation tax credits in accordance with the Secretary of the Interior’s Standards for Rehabilitation for conversion to residential use.⁵³



Figure 5: Emerson Shoe Factory



(1) Rockland Memorial Library, (2) Rockland Trust Company, (3) Phoenix Building, (4) Rockland Almshouse, (5) McKinley School, (6) Grand Army of the Republic Hall

⁵³ Sources: <https://rockland.wickedlocal.com/news/20171226/rockland-building-approved-for-nomination-to-national-register-of-historic-places>, and <https://www.sec.state.ma.us/mhc/mhcpdf/pressreleases/2017-12-21-Rockland-Building-Approved-for-Nomination-to-National-Register.pdf>

The table below details all NRHP-listed resources in the Town of Rockland. The abbreviation NRDIS indicates a National Register District which includes properties of local, state, or national significance designated by the Department of the Interior through the State Historic Preservation Officers. The designation NRIND indicates a National Register individual property.

Image #	Name	Designation	NRHP Listing Date	Constructed	# of Properties
1	Rockland Memorial Library – 366 Union Street	NRIND	03/23/1989	1905	1
2	Rockland Trust Company – 288 Union Street	NRIND	04/07/1989	1917	1
3	Phoenix Building - 315-321 Union Street	NRIND	04/07/1989	1929	1
4	Rockland Almshouse – 198 Spring Street	NRIND	04/28/1983	1876	1
5	McKinley School – 394 Union Street	NRIND	03/23/1989	1908	1
6	Grand Army of the Republic Hall – 34 School Street	NRIND	05/16/1997	1899	3
Fig.1	South Union Street Historic District (from Water Street to Market Street)	NRDIS	04/07/1989	-	57
Fig. 3	Emerson Shoe Factory – 51 Maple Street	NRIND	06/01/2018	1894	1

Source: State Register of Historic Spaces

Inventoried Resources

The first step in identifying properties eligible for listing on the National Register is an inventory of historic resources with local, state, or national historic significance. In addition to the 43 resources listed on the National Register, 264 resources have been inventoried and recorded on the Massachusetts Cultural Resource Information System, which aggregates all historic inventories submitted to the Massachusetts Historical Commission. Documented resources in Rockland include buildings, districts, structures, objects, and burial grounds however many of these properties have not received an official designation. The majority of inventoried properties are located in and around downtown Rockland and along the Union Street corridor.

PRESERVATION PLANNING AND REGULATORY TOOLS

Historic Preservation Planning

Historic preservation planning is a strategy for documenting the history of a community as a tool for prioritizing preservation efforts. It establishes a baseline of historic preservation efforts, allows a community to develop a set of shared preservation priorities, identifies gaps in historic inventories, and informs the work of municipal preservation entities such as Historical Commissions and Local Historic District Commissions. A strong plan links the work of municipal historic preservation to the goals and priorities of the Massachusetts Historic Commission. Rockland does not currently have a Municipal Preservation Plan.

Regulatory Tools for Historic Preservation

Municipalities can also adopt regulatory tools to support historic preservation. These tools include the use of preservation restrictions on use or structural alterations of properties that are attached to deeds, demolition delay ordinances, and local historic district commissions. They can also include land use and zoning regulations that incentivize the preservation of historic densities, set-backs, and historic design elements through form-based codes.

Demolition Delay Bylaw

Approximately 146 Massachusetts cities and towns have adopted a demolition delay ordinance or bylaw. A Demolition Delay Bylaw can be a very effective tool in helping to protect historically significant resources in the community. A demolition delay bylaw does not ultimately prevent the demolition of a structure, but delays that action to allow consideration of other options to potentially save the structure in consultation with the local Historical Commission.

Local Historic District Designation

Preservation restrictions attached to local historic districts can be an effective strategy to preserve clusters of historic buildings and the historic character of particular areas of a municipality. The Massachusetts Historical Commission highlights that “local historic districts provide a regulatory review process for all changes to exterior architectural features visible from a public way.”⁵⁴ The district is created through passage of a bylaw by the municipal legislative body. The bylaw should:

- Designate the historic resources to be protected
- Establish protections for those historic resources
- Establish a local historic district commission, and
- Adopt procedures for administering the district⁵⁵

CULTURAL ASSETS

Culture stands at the core of every great community and cultural assets contribute to and sustain a community’s unique identity and sense of place. They may include facilities and institutions such as, museums and libraries as well as historic properties and cultural landmarks. Cultural Assets can also include creative businesses and spaces such as, artist studios and theaters and can even be intangible and temporal things such as oral histories, festivals, or other special events. The Town of Rockland has a diverse inventory of cultural assets that help to develop and evolve its cultural heritage. Some of the major cultural assets in the Town include:

Arts and Cultural Organizations

REiMAGINE ROCKLAND: REiMAGINE ROCKLAND is a grassroots community led downtown development organization. The group was formed through the support of a Massachusetts Downtown Initiative (MDI) Grant, which offers a range of services and assistance to communities seeking help to revitalize their downtowns. The mission of REiMAGINE ROCKLAND is to lead a community-based effort to create a vibrant downtown on and around Rockland’s Union Street corridor. In recent years, the organization has seen great success with promoting and hosting family-friendly events that draw people to the downtown.

Rockland Cultural Council (RCC): The RCC is Rockland’s Local Cultural Council (LCC), a municipal entity that distributes arts and cultural funding provided by the Massachusetts Cultural Council (MCC) to local artists and organizations according to state guidelines and local criteria. State guidelines require that LCC funds only be used to support programs in the arts, humanities, and sciences in Massachusetts. This definition includes the study, pursuit, performance, exhibition, and appreciation of cultural activities in the broadest sense. They must provide a public benefit by contributing to the cultural vitality of the community as a whole rather than benefiting an individual, and they must be non-discriminatory.

Historical Society of Old Abington (HSOA): The Historical Society of Old Abington is a non-profit organization founded in 1939 and incorporated in 1986 for the purpose of preserving the mutual historical interests of the Towns of Abington, Rockland, and Whitman, Massachusetts which together made

⁵⁴ “Establishing Local Historic Districts.” Massachusetts Historical Commission, June 2003, reprinted 2007.

⁵⁵ Ibid

up the "Old" Town of Abington. The HSOA historic archives are housed within the Dyer Memorial Library in Abington, where the society meets on a regular basis. The library collection focuses on local histories with a concentration on materials by and about people connected to the area known as Old Abington (Abington, Rockland and Whitman) The building also preserves a wealth of historic documents, maps, photographs, and artifacts.

4th Floor Artists, Inc.: The 4th Floor Artists a is a nonprofit art collective. It was formed in 1992 to create a supportive community for South Shore artists. The group started on the fourth floor of the Codman Building, an old shoe factory at the corner of Emerson and Maple streets in Rockland. In the fall of 2006, the Codman building was sold, and artists needed to find a place to relocate. Many found spaces in the ET Wright building at the corner of Liberty and Webster streets. Like the Codman Building, the Wright building, was once a shoe factory. A portion of the 4th Floor Artists also relocated to the former Sandpaper Factory on East Water Street which was converted to artist studios in 2012. Each year the group holds Open Studios in Gallery 4, its exhibit space, which is located on the ground floor of the ET Wright building.

Institutions

Rockland Memorial Library: In addition to providing traditional library services, the Rockland Memorial Library provides residents with public space for meeting and gathering, and resources for patrons to gain a better understanding of their personal heritage and the cultural heritage of others. Designed in the Classical Revival style, this 115-year-old historic building includes a space for community meetings that holds up to 110 people.. Art is prominently displayed throughout the building as well as in the dedicated Rotunda gallery. "Art in the Rotunda," is a rotating art program that showcases the work of local artists in the library's rotunda. It is open to the public Monday through Saturday and also offers access to online resources to the public through its website. The Library also sponsors children's, young adult, and adult programs, including monthly book group discussions, quarterly poetry and prose readings, and movie nights. Additionally, the Library provides a number of museum passes that can be checked out.

Rockland Community Center at McKinley School: Built-in 1909, this 111-year old Colonial Revival style building served as the town's second high school until 1928. It was then used as McKinley Elementary School and then converted to a community center in 2002. This multistory structure was added to the National Register of Historic Places in 1989. Until June of 2019, the town-owned facility housed the Rockland Daycare, Rockland Youth Commission, the town's veteran's agent, and a women and children's nutrition program. The historic structure is in need of major renovations and was vacated due to safety concerns presented by the aging fire sprinkler system. A feasibility study for the building was completed in July of 2020. The study documented the existing conditions of the building and site and provided conceptual design options and construction cost estimates.

Veterans Memorial Stadium: Rockland has a strong local tradition of honoring its veterans. In 2018, the Veterans Memorial Stadium at Rockland High School underwent a \$2.47 million renovation. Built in 1922, in remembrance of those who died in World War I, it is known for being one of the oldest wood-construction stadiums that remain. The last major improvements to the 98-year-old stadium were done in 1951 and funded by veterans returning from World War II.⁵⁶ In 2015, the Town dedicated a new memorial that pays tribute to Rockland veterans. The memorial, which is located directly in front of the stadium includes granite walls, engraved benches and seven flagpoles.

Rockland Public Schools: It is important to note that Rockland Public Schools play a key role in shaping the culture of Rockland and in providing a range of activities and programs that support youth and families.

⁵⁶ Tillery, Jordan. "Rockland Pays Tribute to its Veterans." The Patriot Ledger. September 28, 2015. Accessed online December 31, 2019 at <http://www.wickedlocal.com/article/20150928/NEWS/150926460>

Rogers Middle School, Rockland High School, and Memorial Park Elementary School are all situated on the 30-acre Memorial Park parcel. In addition, the schools and Memorial Park combined with Veterans Memorial Stadium, the Hanover Branch Rail Trail and Town Hall create a clustered network of open space and recreation facilities that are a major destination for children and families in Town. On Saturdays, the fields and basketball court are abuzz with activity, and the entire area is a short walk from Union Street and Town Hall. Enhancing the connections among these recreation amenities through pedestrian and bicycle infrastructure improvements would provide additional space for residents throughout Rockland to connect and engage.

Public Open Space

Open space and natural resources are important to residents of Rockland. Expanding access to Rockland's open space network through trail connections, improved sidewalks, and bike facilities is an important priority for both natural systems and open space as well as transportation and connections.

Hanover Branch Rail Trail: Rockland's three-mile segment of the Hanover Branch Rail Trail, also known as the Rockland Rail Trail, follows the former corridor of the Hanover Branch Railroad and connects the communities of Abington and Rockland. Completed in 2018, the trail begins at the Hanover-Rockland municipal boundary and extends west through Rockland to Monroe Street in North Abington. The primary access point is located at the Rockland Police Department on Market Street. Heading west, the trail continues through residential areas and eventually passes by Rockland's high school, golf course, and senior center. Placemaking at the trailhead could include landscaping, intersection treatments, and other amenities, including more signage.

Hartsuff Park: Hartsuff Park was identified by many children and families as a favorite location in town during the Town's Sole of Rockland creative placemaking project. Participants highlighted the playground and camp located in the park as particular favorites and also mentioned enjoying it as a site for walking dogs. The 16.5-acre town owned park features a playground, 9-hole disc golf course, little lending library and hiking trails.

George Anderson Forest (Rockland Town Forest): Rockland's 26-acre Town Forest offers residents and visitors a place to walk and enjoy scenic forest views. The site is accessible from North Avenue and features a small network of walking trails and wooden foot bridges that enable pedestrians to cross French's Stream. French Stream and its surrounding wetlands provide a rich corridor for wildlife. In 2010, the National Wildlife Federation designated the Town Forest as a Certified Wildlife Habitat.

Special Events

4th Floor Artists Open Studios: Open Studios is a unique event that brings together artists, residents, and visitors. During the event, artists from Rockland and beyond open their studio spaces at the Sandpaper factory and the ET Wright Building, to the community. The free, self-guided event takes place every Fall and Spring and allows artists to showcase and sell their work. Artists' work represents multiple disciplines including painting, sculpture, photography, printmaking, mixed media, jewelry, and performance art.

Rockland Day: Rockland Day, an inclusive town-wide celebration, is one of the town's largest and most well attended events of the year. Averaging at about 3,000 visitors from all across the South Shore, the daylong event offers free children's activities, arts & crafts, food, fireworks, live bands, and special performances. Because of the event's location at Reed Street Field, Rockland Day showcases the town's athletic fields, surrounding schools, rail trail, and downtown.

Rockland Holiday Stroll: The Town's annual Holiday Stroll is an event put on by the non-profit group Rockland Friends. The celebration takes place in Downtown Rockland on Union Street and serves as a way

to bring the community together for the holidays. The event offers hayrides, face painting, costumed characters, carolers, and more. The main attraction of the Holiday Stroll is the transformation of the Magoun-Biggins Funeral Home into the North Pole. Santa Claus gets dropped off by a Rockland Fire engine and goes inside to meet hundreds of kids who line up to sit on Santa's lap.⁵⁷

Bulldog Pride Weekend: Bulldog Pride Weekend is a celebration focused on building social cohesion, civic pride, and stewardship. The event takes place annually over the course of a weekend in September and includes a litter cleanup event along Union Street and the Rail Trail as well as a community dog walk. The event provides residents with an opportunity to gather with their families, friends and dogs and tour prominent sites throughout town. During the walk community members are encouraged to show their "Bulldog Spirit" by wearing Rockland High School Bulldog attire.

Cultural Districts

Clusters of arts and culture activity, restaurants, creative retail, and events that are located within a walkable area function as naturally occurring cultural districts. In addition, the Massachusetts Cultural Council has a Cultural Districts program through which districts can go through a process to achieve state designation as cultural districts. This designation usually is accompanied by small matching grants to support coordination of activities and basic district branding and signage.

Rockland does not have any state-designated cultural districts. However, The Town along with REiMAGINE ROCKLAND are leading ongoing efforts to revitalize the central business district along Union Street. The Town has completed several projects to revitalize this area in past years including one project funded through a Community Block Grant to reduce the speed of vehicular traffic and increase the walkability of the area. The completion of the Hanover Branch Rail Trail at the southern edge of the district complements the pedestrian improvements along its spine.

In addition, at the May 2017 Annual Town Meeting, voters approved the Downtown Rockland Revitalization Overlay District (DRROD), a 40R "Smart Growth" District, that will allow residential and mixed-used development in downtown Rockland. The DRROD district, which primarily runs along Union Street but also includes parcels on Park and East Water Streets and the Emerson Lofts on Plain Street, has the capacity to create more than 100 housing units, of which at least 20 to 25% will be affordable.

In recent years, greater Boston has attracted more Brazilian immigrants than any major metropolitan area in the country⁵⁸. Rockland has a small but thriving Brazilian community. The presence of Brazilian culture is visible along Union Street where there is a small concentration of Brazilian-owned restaurants and businesses. The Union Street corridor also hosts a number of historic churches. the Holy Family Church located at 403 Union Street was constructed in 1882, the First Congregational Church located at 12 Church Street was constructed in 1891, and the First Baptist Church of Rockland located at 200 Union Street was constructed in 1897. These places of worship have also become hubs of cultural activity.

Downtown Rockland's historic buildings help provide pedestrian-scale storefronts, a sense of place, and connections to the Town's rich history. Retaining and restoring historic buildings in downtown Rockland is a community priority and contributes to the identity and character of downtown.⁵⁹ The Town should consider

⁵⁷ (2018) "Rockland rolls out annual Holiday Stroll," Wicked Local, <https://rockland.wickedlocal.com/news/20181121/rockland-rolls-out-annual-holiday-stroll>

⁵⁸ <https://globalboston.bc.edu/index.php/home/ethnic-groups/brazilians/>

⁵⁹ Goody Clancy (2019), Downtown Rockland Action Strategy, <https://www.massdevelopment.com/assets/what-we-offer/technical-assistance/rockland-072019.pdf>

adopting a Cultural District or Local Historic District to strengthen the identity of downtown and leverage state resources for preservation.

Creative Businesses and Spaces

The Creative Economy is defined as industry groups and occupations with a focus on making and sharing cultural goods, services, and ideas. Rockland’s emerging creative economy revolves around artists, creatives, and entrepreneurs however, affordable and tenant-ready workspace is difficult to find. Former factory buildings located closer to downtown residential neighborhoods are increasingly becoming home to creative enterprises and artist studios. The E.T. Wright Building on Webster Street became home to the 4th Floor Artists organization after its members were displaced from the Emerson Shoe Factory when it was converted to the Emerson Shoe Lofts apartment building. The Sandpaper Factory on East Water Street also houses artist studios and creative businesses.

ET Wright Building and Sandpaper Factory: Two historic manufacturing buildings, the ET Wright Building on Liberty Street and the Sandpaper Factory Building on East Water Street, house the 4th Floor Artists organizations. Both of the former manufacturing facilities have been converted to provide leasable studio space for many area artists. The converted factories feature many large and small studios and offer creatives a great place to make art.

Creative Placemaking

Identifying the growing presence of artists in Rockland as an asset for ongoing, cross-sectoral revitalization efforts, the Town convened a cross-sectoral committee called REiMAGINE ROCKLAND to guide a comprehensive effort to revitalize the central business district along Union Street.

As part of REiMAGINE ROCKLAND, an Arts & Culture Subcommittee was tasked with finding ways to transform downtown Rockland through the work of artists and the arts. This subcommittee identified creative placemaking as a promising opportunity to engage artists. To help incorporate Arts & Culture into Rockland’s downtown revitalization, the Town of Rockland worked with MAPC’s Arts & Culture Division to develop a creative placemaking strategy.



Figure 6: Sole of Rockland Project

Creative placemaking (CP) is a planning and community development process that occurs when planners, community development practitioners, artists, and others deliberately integrate art and culture into community revitalization work – placing arts at the table with land use, transportation, economic development, education, housing, infrastructure, and public safety strategies.⁶⁰

⁶⁰ Markusen, Ann and Anne Gadwa. Creative Placemaking: Executive Summary. A White Paper for The Mayors’ Institute on City Design, a leadership initiative of the National Endowment for the Arts in partnership with the United States Conference of Mayors and American Architectural Foundation. Washington, DC: National Endowment for the Arts, 2010, p.3.

Sole of Rockland: The Sole of Rockland is a creative and interactive placemaking project that was designed to strengthen the fledgling Rockland Farmers Market and support the REiMAGINE ROCKLAND downtown revitalization effort. Visitors to the 2018 Rockland Day and Rockland Farmer’s Market had a chance to paint their own wet footprints with watercolor paints. These prints reappear in an artistic map of downtown Rockland that highlights the places that local residents, workers, and visitors value, as well as in artistic sidewalk paintings at each location. Recalling Rockland's history of shoe manufacturing, the image of the shoeprint is also a metaphor to reimagine the role of shoes from a core element of Rockland's identity into a gateway to its bright future. As an outgrowth of REiMAGINE ROCKLAND, the project demonstrates the potential for art to bring the community together and enliven Union Street.

Funding Sources

Funding preservation efforts is a key challenge facing Rockland. Much of Rockland’s historic fabric comprises privately owned primary residences ineligible for most existing funding programs. Serious efforts to incentivize preservation by individual homeowners will require exploration of creative mechanisms to support and fund private preservation work.

Community Preservation Act: The Community Preservation Act (CPA) is a program instituted in 177 communities across the Commonwealth. CPA allows communities to create a local Community Preservation Fund to support not only historic preservation activities, but the preservation of open space, and affordable housing development as well, all of which can contribute to social and cultural cohesion. In 2016, Rockland adopted the Community Preservation Act at the 1.5% surcharge level. The role of the town’s Community Preservation Committee is to allocate funds acquired through CPA. Properties receiving CPA funding for historic preservation projects must be listed in or eligible for the State Register of Historic Places or deemed historic by the local historic commission. Funded projects can be owned publicly, privately, or by a non-profit organization, as long as they provide a significant public benefit. Historic resources granted CPA funds in 2019 include the restoration and rehabilitation of the Tramp House located on the property of the Almshouse on Spring Street as well as the restoration and rehabilitation of the King Phillip hand tub fire apparatus

Federal Historic Preservation Tax Credit: A 20% tax credit is available for the rehabilitation of historic, income-producing buildings that are determined by the Secretary of the Interior, through the National Park Service, to be “certified historic structures.” A certified historic structure is a building that is listed individually in the National Register of Historic Places or a building that is located in a registered historic district and certified by the National Park Service as contributing to the historic significance of that district. Rehabilitation work must comply with the Secretary of the Interior’s Standards for Rehabilitation. Owner-occupied residential structures are not eligible for this tax credit. Changes to the tax code within Public Law No: 115-97 Section 13402 modifies the 20% Historic Rehabilitation Tax Credit and provides certain transition rules. Use of this credit is subject to these recent changes.

Massachusetts Historic Rehabilitation Tax Credit: The Commonwealth of Massachusetts administers a Historic Rehabilitation Tax Credit program set to expire in 2022. Under the program a certified rehabilitation project on an income-producing property is eligible to receive up to 20% of the cost of certified rehabilitation expenditures in state tax credits. The Massachusetts Historical Commission certifies the projects and allocates available credits. There is an annual cap, so there are selection criteria that ensure the funds are distributed to the projects that provide the most public benefit. These criteria include: Affordable Housing, Preservation, Potential for Loss, Statement of Need, Geographic Distribution, Feasibility, Public Support, State of Utility, and Economic Impact.

Opportunities

Honoring and protecting Rockland's history and culture through local regulatory controls, placemaking and public space activation, and adaptive reuse of historic and culturally significant structures all present important opportunities for the town.

Although Rockland does not currently have a Demolition Bylaw, residents have expressed an interest in adopting one as well as implementing complementary strategies to help preserve the town's historic resources. Demolition delay, while ineffective as a stand-alone policy tool, can be a useful resource when accompanied by a robust preservation planning effort that identifies and documents key historic and cultural resources. In combination with documentation of the significance and contributing features of a resource, it can provide an opportunity for community input and prevention of demolition during periods of rapid development. The adoption of a demolition delay bylaw to encourage the preservation and adaptive reuse of historic structures with significance to the cultural heritage of Rockland would provide the Town with some oversight over the impact of new development on preservation activities.

In 2019, an action plan for Rockland's downtown was prepared by Goody Clancy. The plan identified and assessed opportunity sites for potential redevelopment. One of the study sites identified for adaptive reuse was the town's fire station. If the fire department relocates to a new station, the Town should pursue opportunities for adaptive reuse of the fire station building at 360 Union Street. The Town should ensure that active, street-level uses are included, such as outdoor dining, and improve the public space in front of the neighboring Rockland Library to make this area more attractive for public seating or events.⁶¹

There are several opportunities throughout town to add public space, foster lively street-level activity, and contribute to an attractive downtown through placemaking strategies. Many of these strategies can be deployed in the short term, while others may be more appropriate as part of a larger redevelopment project.⁶² Throughout the RMP 2030 planning process residents expressed support for utilizing pocket parks and plazas to activate community anchors and other significant historical and cultural assets throughout town. Six of the eight Union Street destinations identified in the Sole of Rockland placemaking project are clustered at the northern end of downtown between North Avenue and Park Street. Town Hall with its Farmers Market programming anchors activity in the southern portion of Union Street. A gap in destinations and activity is noticeable between Town Hall and Park Street. This stretch of Union Street is home to two parcels with vacant businesses. Immediately adjacent to the Town Hall property is 258 Union Street (former home of American Automotive) and 270 Union Street (Richdale Food Shop) is the next property to the north. These two parcels are sandwiched between Town Hall and the historic Rockland Trust building. Their existing design includes wide setbacks and parking between the building and the street. Finding active uses that allow the parcels to function as gathering spaces and promoting site and building designs that improve the pedestrian experience along Union Street would help to close the gap on Union Street.

Short-term activation opportunities could be created in two of the existing parking lots that are between the Rockland Trust building and the former Rockland Bar and Grill. The Rockland Trust parking lot at Union Street and Taunton Avenue and the Doughboy parking lot at Union Street and Park Street could become sites for temporary arts programming after business hours. Music performances or outdoor movies where area restaurants could sell food and drink could enliven the street and encourage residents to see Union Street on foot.

⁶¹ Goody Clancy (2019), Downtown Rockland Action Strategy, <https://www.massdevelopment.com/assets/what-we-offer/technical-assistance/rockland-072019.pdf>

⁶² Ibid

Goals & Recommendations

The recommendations below were identified through public outreach and review of existing conditions. These are meant to serve as a general guide during appropriate committee meeting discussions with stakeholders, and through Town meeting.

COMMUNITY INPUT

Community input was solicited through in person open houses in the Fall and Winter as well as Rockland's online open house this spring. At the online open house, residents had an opportunity to review the existing conditions of historic and cultural resources in Rockland and were asked what the town should prioritize in its historical and cultural planning.

Overall, forum participants prioritized the adaptive reuse of historic and culturally significant structures, increased funding for historic preservation efforts, and improved pedestrian access to cultural resources. There was also strong support to have more cultural and special events downtown (e.g. Rockland Day, concerts, theater, music festivals, restaurant week, etc.). Additionally, participants expressed a desire for the development of a town common or square and the creation of small pocket plazas or parks in areas such as the town center.

GOAL 17: PRESERVE, MAINTAIN, ENHANCE, AND PROMOTE KEY HISTORIC AND CULTURAL RESOURCES

RECOMMENDATION 17.1 - Adopt guiding principles for preservation. Defining values and gaining consensus on a vision will help ensure that historic preservation is valued by the majority of Town residents.

RECOMMENDATION 17.2 - Develop criteria for evaluating preservation priorities. This will create a standardized process to assess the historic significance of historic properties.

RECOMMENDATION 17.3 - The town should consider adopting a demolition delay bylaw. Bylaws may be enacted for 6, 12, 18, or 24-month periods, providing time for a more thorough assessment of a property's historical significance.

RECOMMENDATION 17.4 - Encourage alternatives to the demolition of significant resources, such as rehabilitation and adaptive reuse (e.g. the town fire station).

RECOMMENDATION 17.5 - Support the purchase of significant properties with wide appeal to the community.

RECOMMENDATION 17.6 - Supplement CPA funds through grants, private or public donations, or other sources.

GOAL 18: EXPAND EDUCATION AND AWARENESS OF ROCKLAND'S UNIQUE HISTORY AND CULTURAL IDENTITY

RECOMMENDATION 18.1 Increase coordination and resource sharing between organizations with a focus on historical and cultural resources, including the Rockland Historical Commission, Rockland Cultural Council, the Historical Society of Old Abington, the Community Preservation Act Committee, REiMAGINE ROCKLAND, and others Existing partnerships among the organizations active within these clusters can be leveraged for coordinated planning and programming efforts that continue to celebrate the town's rich history and cultural heritage.

RECOMMENDATION 18.2 - Encourage the use of local history themes in public art projects, when appropriate (e.g. Sole of Rockland shoe print sidewalk stencil art, Sole of Rockland sculptural benches).

RECOMMENDATION 18.3 - Publicize historic assets on the Town website and create events such as walking tours to educate the public about Rockland's history.

RECOMMENDATION 18.4 – Continue to create low cost guided walking tours of historic resources in Rockland to showcase the town's historic buildings and places, including the Union Street Historic District and

sites identified in the 2019 Downtown Rockland Action Strategy and the Sole of Rockland placemaking project.

GOAL 19: ENHANCE CREATIVE AND CULTURAL ECONOMIC DEVELOPMENT

RECOMMENDATION 19.1 - Strengthen gateways and placemaking within Rockland's downtown and neighborhoods with public art and coordinated streetscape elements (e.g. murals, creative crosswalks, decorative led lighting, etc.).

RECOMMENDATION 19.2 - Design and install wayfinding and interpretative signage highlighting historical resources and supporting self-guided tours.

RECOMMENDATION 19.3 - Create stronger linkages and awareness between the downtown, Rockland Rail Trail, and open space resources using signage and promotional materials

RECOMMENDATION 19.4 - Support more flexible and diverse amenities (e.g. temporary seating or public art) in public spaces within the downtown and in Rockland's parks and open space.

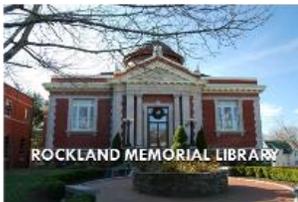
RECOMMENDATION 19.5 - Maintain and grow Rockland's Farmers Market and special/cultural events (e.g. Rockland Day, Holiday Stroll, Bulldog Pride Weekend)

RECOMMENDATION 19.6 - Coordinate with restaurants, retailers, creative business owners, REIMAGINE ROCKLAND, and the South Shore Chamber of Commerce to offer special events targeted to town residents and visitors.

RECOMMENDATION 19.7 - Support local arts and culture organizations and enterprises by making available public facilities for performances, creative activities and as exhibition space, where appropriate.

RECOMMENDATION 19.8 - Work with neighboring South Shore communities to expand cultural programming throughout the region.

EXAMPLES OF SOCIAL PROGRAMMING AND PROMOTIONAL IDEAS to celebrate the some of the town's assets shown in the bottom 7 photos



SUSTAINABILITY & CLEAN ENERGY

Introduction & Purpose

Clean energy and sustainability are essential components of this municipal plan. Progress towards energy efficiency, renewable energy, climate resilience, and adaptation each affect not only the energy budget for the town, but also the health, equity, financial outcomes, and sense of community for residents. With the knowledge of increasing frequency and severity of storms and in the context of a changing global climate, local actions to reduce energy use and to manage resources sustainably are becoming increasingly important.



Energy and sustainability goals in this chapter tie into previous planning efforts including the Open Space Plan, the community resilience workshop and Hazard Mitigation Plan, and Green Communities. The town has been designated as a Green Community since 2013, showing a commitment to the reduction of municipal energy use. Rockland participated in the Municipal Vulnerability Preparedness Study to assess community climate risks especially by water and heat. The purpose of this chapter is to build on these existing programs and community plans to assess how Rockland can further promote clean energy and sustainability in municipal uses and town-wide.

Existing Conditions

ENERGY MANAGEMENT

As a community, the Town of Rockland has already demonstrated a commitment to encouraging clean energy within municipal practices. Residents have demonstrated similar values through participation in the Community Choice Aggregation program. Rockland became designated as a Green Community in 2013, with the goal of reducing municipal energy use by 20%. Towards this goal the town has taken measures such as retrofitting lighting with energy efficient LED's, energy efficient construction at the senior center and high school / middle school, and the installation of a solar array on the Beech Street Landfill. To achieve Green Communities

CLEAN ENERGY & SUSTAINABILITY RELATED PLANS

- Designated as a Green Community in 2013 with an Energy Reduction Plan to reduce municipal energy use by 20%
- Developed a Community Choice Aggregation program for residents and businesses for July 2019 through December 2021
- Hazard Mitigation Plan and Community Resilience Building Workshop through the Municipal Vulnerability Program (MVP)

KEY FINDINGS

- Buildings make up the majority of municipal energy use. Of these, Rockland SHS/MS is nearly half of the municipal building energy use
- Residential and C&I uses use about the same amount of energy each month
- Increasing frequency and intensity of storms
- Concerns over power outages, flooding (Studleys Pond dam and wastewater treatment system), and water supply
- Diversity as a community strength. Support low-income residents, residents with disabilities, and residents for whom English is not their first language

designation the town passed solar zoning, adopted the stretch energy building code, passed green municipal fleet policies and conducted energy audits of all town buildings.

Energy efficiency and renewable energy work at the municipal level is oftentimes overseen and implemented by any given town's Facilities Manager. Without a staff person dedicated to energy-related work or a formally established volunteer clean energy committee, the Town's capacity to advance community wide clean energy initiatives may be limited. This added level of energy management is critical for strategic implementation of new clean energy projects to help the Town achieve the 20 percent reduction in energy consumption.

Municipal Sector

Last year, the Town of Rockland used a total of 54,778 MMBTUs of energy in municipal buildings in FY 2019. Looking at the Mass Energy Insight data, there is a big split by sector, with buildings making up 75% of municipal energy use. Vehicles and water and sewer make up 14% and 11% of municipal energy use respectively. Energy use for open space and street and traffic lights compose less than 1% each. Residents raised climate concerns over water treatment plants in the Community Resilience Building Workshop. The town could explore opportunities to address climate and energy concerns at the same time for this sector. Within the town's buildings, the highest energy users are mainly schools. The top five energy users were Rockland High School / Middle School, Memorial Park School, R. Stewart Esten Elementary School, McKinley Community Center, and Jefferson Elementary School. The High School / Middle School building is the biggest energy user amongst the buildings by far. Clean Energy efforts should likely be focused on this structure.

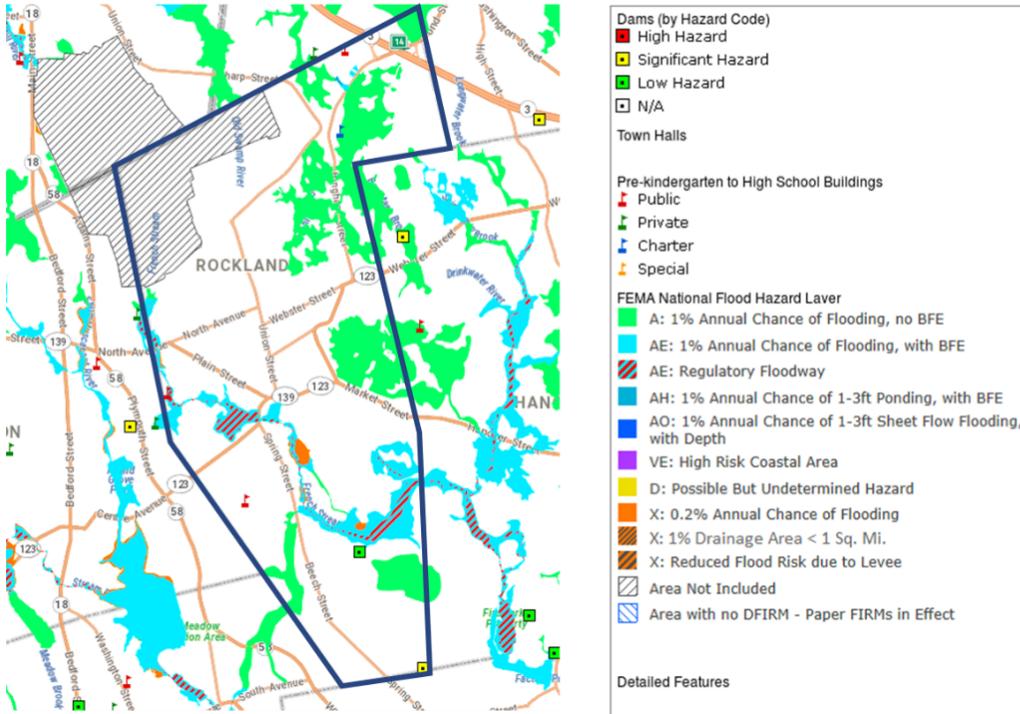
Residential, Small Business & Commercial/Industrial Sectors

From the Mass Save data for 2018 we can see that there is about an even split between residential energy use and commercial and industrial use. This means that programs to encourage energy efficiency and renewable energy should likely be directed at both audiences in order to reduce and green energy use outside of municipal uses. For all sectors, the majority of energy use is from natural gas as a fuel source. In residential uses, the difference between natural gas and electric use is more significant. From this, we can conclude that residential and commercial efforts focused on reduction in heating energy use would be an effective use of resources towards efficiency.

CLIMATE VULNERABILITY: HEAT & FLOOD

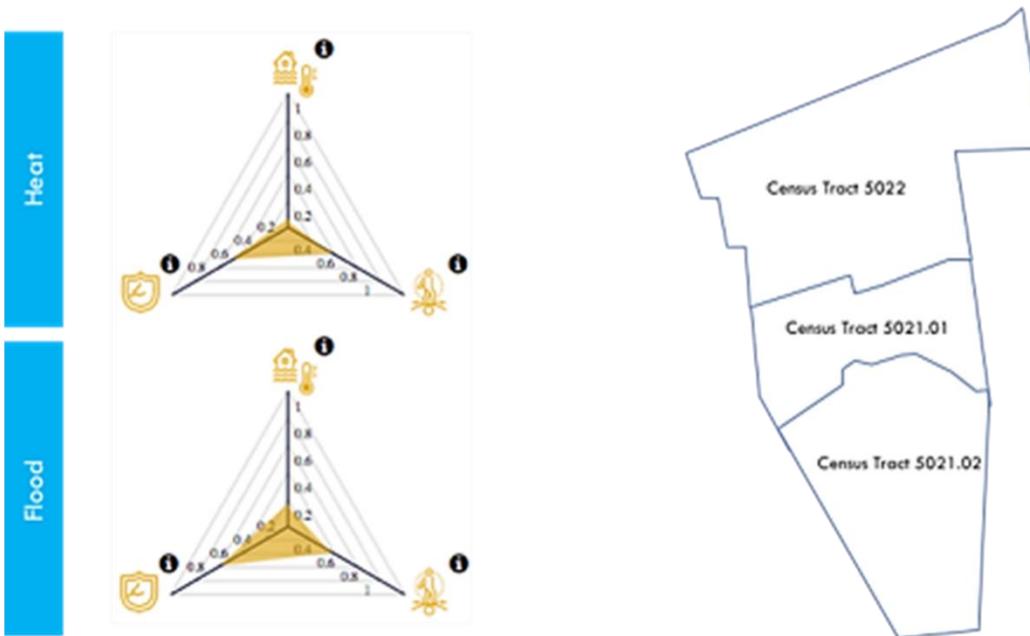
In the Hazard Mitigation Plan and Community Resilience Building Workshop last year the Town of Rockland assessed the dual risks of heat and flood in the community. The plan found that Rockland is facing storms of increasing frequency and intensity, and that there were concerns around flooding, power outages, and water supply with a focus on Studleys Pond dam and the wastewater treatment system. When looking at areas of potential future flooding, this infrastructure as well as several areas in the eastern and southwestern quadrants of Rockland are of concern. Since the assessment did not raise particular locations with a need for heat mitigation, strategies for heat preparedness may be generally applicable such as increasing adoption of heat pumps. It would be worthwhile for the town to concentrate on strategies for storm water management and energy resilience.

CLIMATE VULNERABILITY IN ROCKLAND



Massachusetts Department of Public Health – Bureau of Environmental Health Climate Change Vulnerability Map

CLIMATE VULNERABILITY IN ROCKLAND

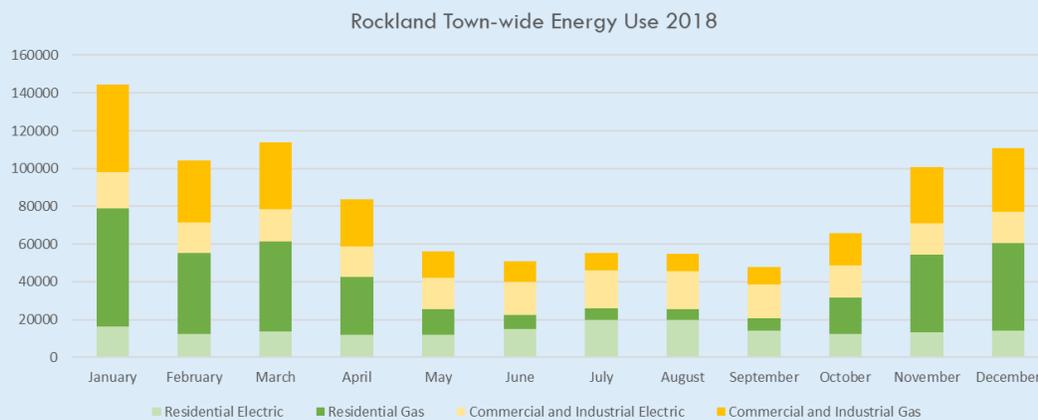


MAPC Climate Vulnerability in Greater Boston <https://climate-vulnerability.mapc.org/#documentation>

Analysis

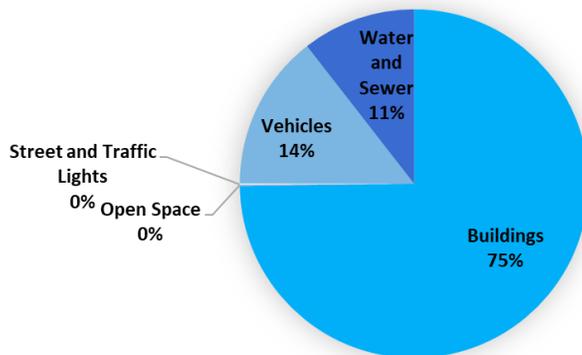
In terms of Municipal Energy Use, Rockland's top priority should be implementing the Green Communities Energy Reduction Plan strategies at the High School / Middle School since this building accounts for more energy use by far than other municipal buildings. When we graph the High School / Middle School's energy use over time since the baseline year, we can assess whether the building energy use is trending with heating degree days and cooling degree days. Here we see that the building mostly follows the pattern of HDD and CDD, which would indicate no significant changes in energy efficiency. Between 2015 and 2016 however, there is a larger decline in energy use which is maintained through fiscal year 2019. The town can continue to implement energy efficiency strategies especially for natural gas savings in the building.

Energy Use in Rockland



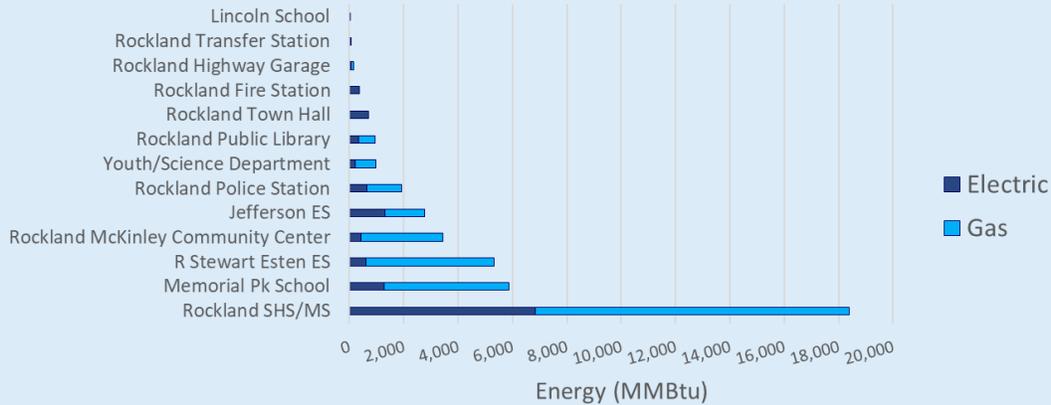
Mass Save Data

Town Energy Use



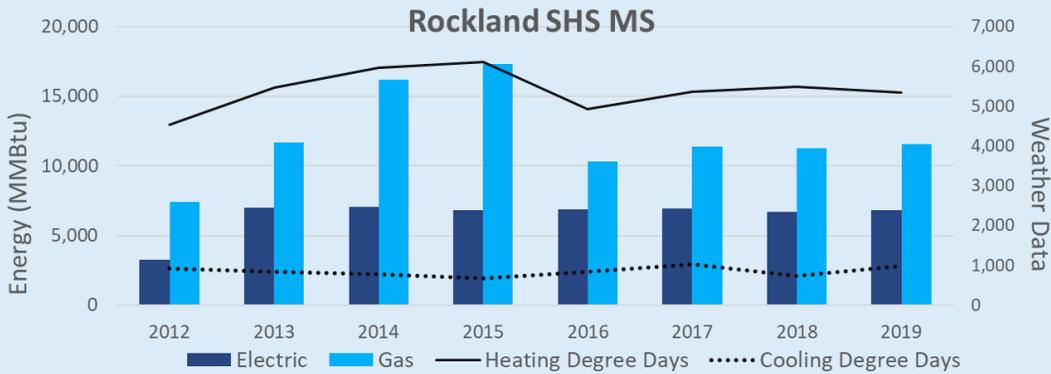
Massachusetts Energy Insight - Rockland

Municipal Buildings FY 19



Massachusetts Energy Insight - Rockland

Rockland High School / Middle School



Note: Annual heating and cooling degree day values for a given year indicate how cold or warm the outside air is, respectively. These values, obtained from

Massachusetts Energy Insight - Rockland

Opportunities

There are many opportunities for the Town of Rockland to reduce municipal energy use and improve resiliency. From this process and from recent community planning efforts, there are a few strategies that warrant particular attention. In terms of clean energy, the town can make even more improvements towards energy efficiency by implementing measures from the energy reduction plan. The High School / Middle School in particular could benefit from retro commissioning. This process would uncover any building settings or conditions that may be barriers to the building functioning as designed. For remaining buildings, an updated energy audit or an ESCO agreement can facilitate further energy efficiency. Hiring an Energy Manager can help the town to achieve clean energy objectives while saving money in energy costs. For

sustainability, the town has the opportunity to strengthen storm water management, to build redundancy around critical infrastructure, and to encourage adoption of green infrastructure. The town of Rockland can lead by example on clean energy and sustainability by implementing green measures on municipal sites. Rockland can build on the findings of the Municipal Vulnerability Preparedness Study to protect water resources and sustainably manage storm water through measures such as green roofs, rain gardens and green infrastructure, allowing storm water management uses through zoning, and building community resources in case of emergency. Rockland can strengthen its resiliency also by exploring and installing battery infrastructure strategically for critical uses such as emergency cooling or warming centers.

COMMUNITY INPUT

Community input was solicited through in person open houses in the Fall and Winter as well as Rockland’s online open house this spring. Residents highlighted areas of particular focus such as on buildings and energy use, and local renewable energy. There was an expressed desire for Rockland to lead by example on these measures as well as to provide opportunities and support for residents participating in clean energy and sustainability programs. In particular, residents asked for additional waste and recycling options. This feedback builds on input in Rockland’s Open Space Plan and Municipal Vulnerability Preparedness Study.

Goals & Recommendations

The recommendations below were identified through public outreach and review of existing conditions. These are meant to serve as a general guide during appropriate committee meeting discussions with stakeholders, and through Town meeting:

COMMUNITY INPUT

- 69% (or 169) of survey respondents supported the Town encouraging green building features for future commercial and residential developments. On a different survey, 40% (or 54) of survey respondents supported this idea.
- 53% (or 130) of survey respondents supported the Town requiring public buildings to have green building features. On a different survey, 26% (or 35) of survey respondents supported this idea.
- 39% (or 33) of survey respondents indicated increased use of renewable energy as a priority.
- 34% (or 29) of survey respondents indicated support for retrofitting existing buildings to be energy efficient.
- 40% (or 34) of survey respondents indicated that the reduction of energy costs was a topic that deserved further exploration.

GOAL 20: ROCKLAND REDUCES ENERGY USE AND IMPROVES RENEWABLE ENERGY INFRASTRUCTURE

RECOMMENDATION 20.1 – Implement energy reduction strategies at Rockland High School / Middle School including retro-commissioning.

RECOMMENDATION 20.2 – Budget for and hire an Energy Manager.

RECOMMENDATION 20.3 – Pursue an ESCO agreement to implement Green Communities energy reduction plan.

RECOMMENDATION 20.4 – Expand community choice aggregation program and offerings.

RECOMMENDATION 20.5 – Install Electric Vehicle charging stations

RECOMMENDATION 20.6 – Host a Heat Smart program.

RECOMMENDATION 20.7 - Install renewable energy on municipal sites.

GOAL 21: ROCKLAND IS A SUSTAINABLE AND RESILIENT COMMUNITY.

RECOMMENDATION 21.1 – Implement zoning policy to encourage storm water management including a green code and allowing roof uses for green infrastructure and storm water management.

RECOMMENDATION 21.2 – Build redundancy for water management system.

RECOMMENDATION 21.3 – Implement an energy storage system for an emergency cooling and warming center such as the library.

RECOMMENDATION 21.4 – Implement green infrastructure and rain gardens.

EXAMPLES OF POTENTIAL SUSTAINABILITY INTERVENTIONS



Introduction

Economic development is an interdisciplinary practice that focuses on policies and interventions intended to improve the well-being of people. It involves facilitating access to resources for people to make a livelihood, and fulfill their housing, work, social and health needs.

Generally speaking, there are three main components involving jobs, physical growth, and resources for community development. The first is aimed at facilitating **JOB CREATION AND RETENTION**, which includes examining industry sectors and job trends to inform job training skills and needs. This first component also covers small business development. The second main component focuses on facilitating the **PHYSICAL GROWTH AND DEVELOPMENT OF PLACES** for people to live and work. This physical component covers: (a) creating clear regulations for real estate development, and facilitating investment and business; (b) leveraging state/federal programs for the creation of infrastructure and services; (c) leveraging public investment to attract private development; and (d) allowing the creation of housing options within reasonable distances of job centers. The third component relates to promoting **RESOURCES FOR COMMUNITY DEVELOPMENT** and social well-being. This last component is about allowing choices for people to satisfy their own needs such as health, education, mobility, recreation, safety, and shopping.

What is Economic Development?

- Policies and actions taken to: expand/diversify local economy, tax base, revenues, and allow more choices for jobs and housing options.
- Create favorable and attractive conditions for Town to capture its share of surrounding market demand. Essentially, taking actions on the things the Town can change: infrastructure/investments and zoning.



The purpose of the Economic Development Elements to put key pieces together from other master plan elements to effect the desired change with the Town's actions during the next ten years. The premise is that by completing key decisions and actions, the Town can create conditions that make it attractive to investment, and ultimately shape the desired physical and socioeconomic outcomes in the future.

The following sections of the Economic Development master plan element provide:

- a brief economic overview,
- a summary of major challenges and goals,
- a more detailed summary of industries and employment, and lastly,
- key recommendations that tie together some of the most potentially transformative goals and recommendations from other Master Plan elements.

BRIEF OVERVIEW ⁶³

Local Employment

- Four industries that employ the most people in Town: construction (13%), accommodation/food services (11%), wholesale trade (11%), and healthcare/social assistance (10%).
- Four industries with highest average weekly wages are the following: finance/insurance, wholesale trade, professional/technical services, and information (in that order)
- 11.9% Rockland unemployment rate – August 2020; 3.1% Rockland unemployment rate – 2019

Business and Employees

⁶³ Sources: Massachusetts Executive Office of Labor and Workforce Development (EOLWD) Labor Market Information (LMI), LMI All Towns 202 Data, ES-202 Data http://lmi2.detma.org/lmi/lmi_es_b.asp?AT=05&A=000493&Y=2017&P=00&O=00&I=10~0&lpt=2&Dopt=TEXT, Massachusetts Division of Local Services (DLS), MDOR, ACS, ESRI Business Analyst

- 588 employers in Rockland
- 8,407 average monthly employment in Rockland
- 26 employers have 50 or more workers, of those: 8 employ between 100-249; 2 employ between 250-999
- Most prevalent industry sectors represented were: Educational Services (5 employers), Health Care and Social Assistance (5), Retail Trade (3), Finance and Insurance (3), and Accommodation and Food Services (3)

Fiscal Conditions

- 52% of Rockland’s FY20 revenue is from property taxes, 24% from state aid, 19% from local receipts, and 5% from other
- 80% of FY20 property taxes from residential taxes
- State’s 135th highest tax bill - FY20
- 42% of FY19 Town expenditures toward education
- Projected FY20 free cash estimated at 2.8%
- A1, and AA bond ratings (upper-medium, and high investment grades, respectively)

Key Interrelated Challenges and Goals

Community input throughout the master planning process, as well as key findings from other recent planning studies, have touched on several key challenges and overarching goals. Some of the key recurring challenges facing the Town include addressing:

- water and sewer capacity limitations that impact existing residents and businesses;
- investing in and redesigning the downtown Union Street streetscape for residents’ enjoyment, business reinvestment, and attracting customers;
- affordability needs of young adults, young families, downsizers, and seniors; as well as housing options for all residents’ (un)anticipated life circumstances;
- expanding mobility options for seniors, youth, and commuters via local and regional transit options to nearby commuter rail stations and business districts; and
- the improvement and leveraging of key downtown public facilities for multipurpose social and civic uses.

Rockland is a maturing suburb with many attributes that can be further improved for future community enjoyment and economic growth. The Town has a historic retail main street shopping district with sidewalks that many communities are aspiring to create from their more highway-like main streets. Downtown is home to many of the Town’s civic and cultural assets, and within close distance to a recently-improved bike/pedestrian Rail Trail. The Rail Trail connects assets and extends to neighboring communities. The Town has a defined historic district within walking distance of its downtown business district. The Town has a large commercial/industrial employment center, which could be leveraged further to attract workers to support downtown businesses. In addition to the medical appointment van service for seniors, the Town has an existing limited regional bus service that could be expanded to serve residents, commuters, and connect workers to support downtown businesses after work.

MICRO-TRANSIT + PUBLIC INVESTMENT
in civic facilities, amenitized streetscapes & pocket plazas to attract desired businesses

<p>TRANSPORTATION transit + micro-transit options?</p>  <p>ENHANCE SERVICE?</p> <p>OPTIONS TO COMMUTER RAIL STATION?</p>	<p>ECONOMIC DEVELOPMENT public investment to attract desired benefits?</p>  <p>EXPAND TAX BASE</p>  <p>INCREASED OPPORTUNITIES</p>  <p>OPTIONS FOR QUALITY OF LIFE</p>	<p>PUBLIC FACILITIES catalytic redevelopment + placemaking + infrastructure capacity?</p>  <p>FIRE STATION ADAPTIVE REUSE?</p>  <p>STREETSCAPE AMENITIES?</p>  <p>WASTEWATER FOR REDEVELOPMENT?</p>
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There is a great deal of spatial proximity and overlap between the Town’s existing assets (lower Union Street shops, the library, community center, Rail Trail, BAT bus, town hall), and the underutilized parcels along the downtown streetscape. Unlocking the redevelopment potential of these will require a multi-pronged approach, and many of the variables involved are interdependent and mutually-reinforcing. The Town already has a significant accomplishment with the passing of the downtown, mixed-use zoning. In addition to the zoning, overcoming the water/sewer infrastructure hurdle is needed to attract developers. Both developers and prospective shoppers also desire to invest and shop in areas with attractive public streetscapes. Investment in downtown Union Street improvements and amenities is another decision that can signal to prospective developers that if they were to reconsider the sewer development fees, their redevelopment projects could potentially attract upper-story residents and groundfloor shoppers due to the safe, walkable and attractive streetscape. Complementing a future scenario in which there would be an improved “Complete Streets” Union Street with 3-4 story mixed-use developments with outdoor seating along it, the option of taking a more frequent local bus to other business/shopping areas and a commuter rail station adds convenience and value.

Fiscal Conditions

According to Massachusetts Division of Local Services fiscal year 2020 data, 52% of Rockland’s FY2020 revenue (\$74.7M) is from property taxes, 24% is from state aid, 19% from local receipts, and 5% is from other available sources. 80.4% of its FY20 property taxes are paid by residential property owners, and the Town has the State’s 135th highest tax bill with an average single family tax bill of \$5,843 in FY2020⁶⁴. The largest Town FY2019 expenditure went to education (42% of \$77.5 million). 16% went to an “All Other” expenditure category. Public works accounted for 12%, and lesser expenditure items ranged between 4% to 9% for fire, pension, police, and health insurance and debt service).

Projected FY2020 free cash (\$2,076,206) as a percent of its FY2020 projected budget (\$74,661,857) is estimated to be 2.8%. According to the State MA DLS and Government Finance Officers Association, a rule of thumb is for communities to maintain a reserve balance between 5-15%. Rockland has A1 Moody’s Bond rating as of August 2020, which can be described as an upper medium investment grade. Rockland also has an AA Standard and Poor’s Bond rating as of July 2020, which can be described as high investment grade.

Summary Rockland General Fund & Total Funds Expenditures - FY2019 Mass. Dept. Revenue - Div. of Local Services

	General Fund	% Gen Fund Expenditures	Total All Funds	% Total All Funds
Expenditures	\$63,624,013	100%	\$77,492,979	100%
Education	\$27,176,512	43%	\$32,866,332	42%
All Other	\$10,181,674	16%	\$12,206,713	16%
Health Ins	\$7,186,491	11%	\$7,186,491	9%
Debt Service	\$4,401,118	7%	\$4,401,118	6%
Fire	\$4,056,916	6%	\$4,056,916	5%
Police	\$3,844,186	6%	\$3,844,186	5%
Pension	\$3,485,320	5%	\$3,485,320	4%
Public Works	\$3,291,796	5%	\$9,445,903	12%

⁶⁴ Source: https://dls.gateway.dor.state.ma.us/reports/rdPage.aspx?rdReport=AverageSingleTaxBill.SingleFamTaxBill_wRange

Industry Profile

EMPLOYMENT & WAGES

The following employment and wage figures are for the number of employment establishments (i.e., employers) located within Rockland. They do not reflect the wages of Rockland residents nor the industry sectors they are employed in since not all Rockland residents are employed within Town boundaries. The manner in which the Town regulates its land uses through zoning can affect the Town's ability to allow certain types of industries to do business in Rockland and therefore provide jobs, services, and generate tax revenue (the proportion of commercial versus residential tax base).

According to Massachusetts Executive Office of Workforce and Labor Department (MA EOWLD) ES-202 data for 2019, the four industry sectors that employ the most people in Town are the following: construction (13%), accommodation and food services (11%), wholesale trade (11%), and healthcare and social assistance (10%). The four industry sectors that have the highest average weekly wages are the following: finance/insurance, wholesale trade, professional/technical services, and information (in that order). Looking forward, the Town could keep these industry sectors and major employers in mind when determining the land use regulations within zoning, as well as the allotment and location of existing areas in Town with a high concentration of employers, as well as the potential to rezone areas to retain them or accommodate more.

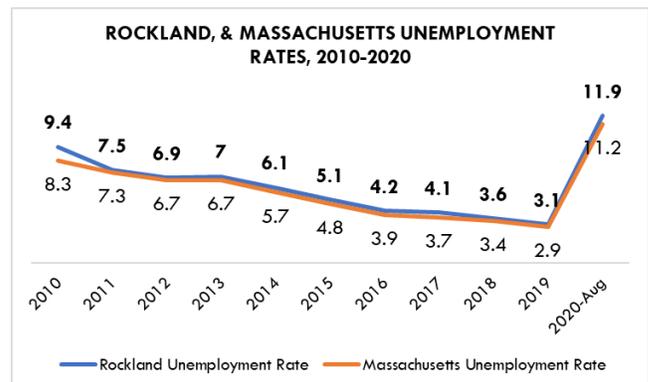
EMPLOYMENT AND WAGES REPORT (ES-202) – ROCKLAND 2019

Source: MA EOWLD - LMI

NAICS Description	No. of Establishments	Total Wages	Average Monthly Employment	Average Weekly Wages
Total, All Industries	588	\$697,965,359	8,407	\$1,597
23 Construction	94	\$90,762,243	1,097	\$1,591
72 Accommodation and Food Services	41	\$26,080,789	955	\$525
42 Wholesale Trade	47	\$160,944,260	939	\$3,296
62 Health Care and Social Assistance	74	\$49,345,350	807	\$1,176
61 Educational Services	11	\$38,570,829	750	\$989
44-45 Retail Trade	58	\$37,346,219	717	\$1,002
31-33 Manufacturing	30	\$44,305,005	698	\$1,221
54 Professional and Technical Services	68	\$91,792,683	695	\$2,540
51 Information	9	\$34,317,359	342	\$1,930
81 Other Services, Except Public Administration	50	\$12,562,871	266	\$908
55 Management of Companies and Enterprises	5	\$16,864,592	224	\$1,448
56 Administrative and Waste Services	36	\$12,740,147	219	\$1,119
52 Finance and Insurance	24	\$54,562,875	198	\$5,299
48-49 Transportation and Warehousing	11	\$7,014,189	152	\$887

UNEMPLOYMENT RATE & DATA

According to MA EOWLD unemployment rate data for Rockland, as of August 2020, the Town's current unemployment rate is at 11.9%. It is reasonably probable that this figure can be attributed to the national, global and state economic crisis caused by the Covid19 pandemic. The unemployment had been similarly high for the Town and State in aftermath of the 2007-2009 Great Recession. During the 2010-2020 period, Rockland's rate has been a fraction of a percentage point higher than the Massachusetts average unemployment rate.



Recent, readily-available State unemployment data⁶⁵ for Rockland shows that the five occupations accounted for 59% of Rockland’s unemployment claims: food preparation and serving (16%), transportation and material moving (13%), office/administrative support (12%), sales and related (9%), and personal care/service (9%). The top category includes chefs, cooks, food servers and related occupations.

Covid19 Insights into Restaurant/Retail Service Industry, and Outdoor Public Realm Implications

Covid19 has disproportionately impacted the restaurant and retail service sectors. It remains to be seen what a short- and mid-term recovery for such business and workers will look like. Presently, limited seasonal accommodations in terms of outdoor dining has afforded temporary relief for the businesses and employees; particularly to those fortunate enough to have privately owned outdoor space, as well as in communities where public sidewalks and parking spaces have been made available to accommodate them. Community planning best practices have historically included streetscape amenities including outdoor dining, multimodal streetscape reallocations, and other placemaking interventions to make the streetscape inviting and safe. Recent temporary outdoor dining interventions employed during Covid19 to accommodate such businesses, their workers, and also provide community members with a safer outdoor social outlet, can provide insights into how the public streetscape and the developments that front them can be reimagined moving forward. This could include a combination of public investment into amenities, strategically allotting portions of the public right of way to accommodate pedestrians, diners and cyclists, and using zoning and development review tools to encourage or require modest-sized outdoor areas for customers.

MA DEPT. OF UNEMPLOYMENT ASSISTANCE US Bureau of Labor Statistics - SOC Occupation	Monthly UI Claims Week Ending 8/15/2020	% of UI Claims
35 - Food Preparation and Serving	525	16%
53 - Transportation and Material Moving	420	13%
43 - Office and Administrative Support	389	12%
41 - Sales and Related	306	9%
39 - Personal Care and Service	298	9%
11 - Management	177	5%
31 - Healthcare Support	169	5%
25 - Education, Training, and Library	133	4%
37 - Building and Grounds Cleaning and Maintenance	131	4%
51 - Production Occupations	111	3%
29 - Healthcare Practitioners and Technical	86	3%
47 - Construction and Extraction	79	2%
13 - Business and Financial Operations	73	2%
33 - Protective Service	73	2%
49 - Installation, Maintenance, and Repair	71	2%
21 - Community and Social Service	62	2%
27 - Arts, Design, Entertainment, Sports, and Media	41	1%
15 - Computer and Mathematics	32	1%
17 - Architecture and Engineering	24	1%
INA - SOC Code Unknown	18	1%
23 - Legal Occupations	9	0%
19 - Life, Physical, and Social Science		0%
45 - Farming, Fishing, and Forestry		0%
55 - Military		0%
UI Monthly Claims	3,235	100%

EMPLOYERS

Of the 588 reported employers in the Town, the following table lists those above fifty employees. There are 26 employers in Town that employ fifty or more workers, 8 that employment between 100-249. The

⁶⁵ Source: <https://lmi.dua.eol.mass.gov/LMI/ClaimantProfiles#>



largest employer is South Shore VNA with 500 or more employees, and the second largest employer is North River Collaborative employing between 250-499. Overall, of the 26 largest employers in Rockland, the most prevalent industry sectors represented were: Educational Services (5 employers), Health Care and Social Assistance (5), Retail Trade (3), Finance and Insurance (3), and Accommodation and Food Services (3).

TOP EMPLOYERS IN ROCKLAND

Source: Massachusetts Executive Office of Labor and Workforce Development (EOLWD), and Infogroup 2020.

Company Name	Address	Employees	Code	NAICS Description
South Shore VNA	Reservoir Park Dr	500-999	6216	Home Health Care Services
North River Collaborative	Spring St # 1	250-499	6117	Educational Support Services
3M Co	Commerce Rd	100-249	3391	Medical Equipment and Supplies Manufacturing
Arbour Senior Care	Ledgewood Pl	100-249	6222	Psychiatric and Substance Abuse Hospitals
Doubletree	Hingham St	100-249	7211	Traveler Accommodation
Hanover Nursery Sch Day Care	Webster St	100-249	6214	Outpatient Care Centers
Home Depot	Hingham St # 1	100-249	4441	Building Material and Supplies Dealers
Minute Clinic	Market St	100-249	6214	Outpatient Care Centers
Tedeschi Food Shops Inc (now owned by 7-11)	Howard St	100-249	4451	Grocery Stores
Webster Park Rehabilitation	Webster St	100-249	6243	Vocational Rehabilitation Services
Airxchange	Longwater Dr	50-99	3339	Other General Purpose Machinery Manufacturing
Bella's Italian Restaurant (now out of business)	Hingham St	50-99	7225	Restaurants and Other Eating Places
Brigg's Engineering & Testing	Weymouth St # C2	50-99	5413	Architectural, Engineering, and Related Services
Dartmouth Group	Hingham St # 101	50-99	5312	Offices of Real Estate Agents and Brokers
Memorial Park Elementary Sch	Col Brian Duffy Way	50-99	6111	Elementary and Secondary Schools
Minitex Group	Hingham St	50-99	5242	Agencies, Brokerages, and Other Insurance Related Activities
Ninety Nine Restaurant & Pub	Accord Park Dr	50-99	7225	Restaurants and Other Eating Places
Noble	Weymouth St # 202	50-99	4238	Machinery, Equipment, and Supplies Merchant Wholesalers
R Stewart Esten School	Summer St	50-99	6111	Elementary and Secondary Schools
RAD Corp	Vfw Dr	50-99	2361	Residential Building Construction
Re Mentor	Weymouth St # D1	50-99	5312	Offices of Real Estate Agents and Brokers
Rockland Federal Credit Union	Union St	50-99	5221	Depository Credit Intermediation
Rockland Senior High School	Mackinlay Way	50-99	6111	Elementary and Secondary Schools
Rogers Middle School	Taunton Ave # 1	50-99	6111	Elementary and Secondary Schools
South Shore BMW	Hingham St	50-99	4411	Automobile Dealers
UBS Financial Svc	Hingham St # 3	50-99	5239	Other Financial Investment Activities

Employment Projections & Opportunity Sectors

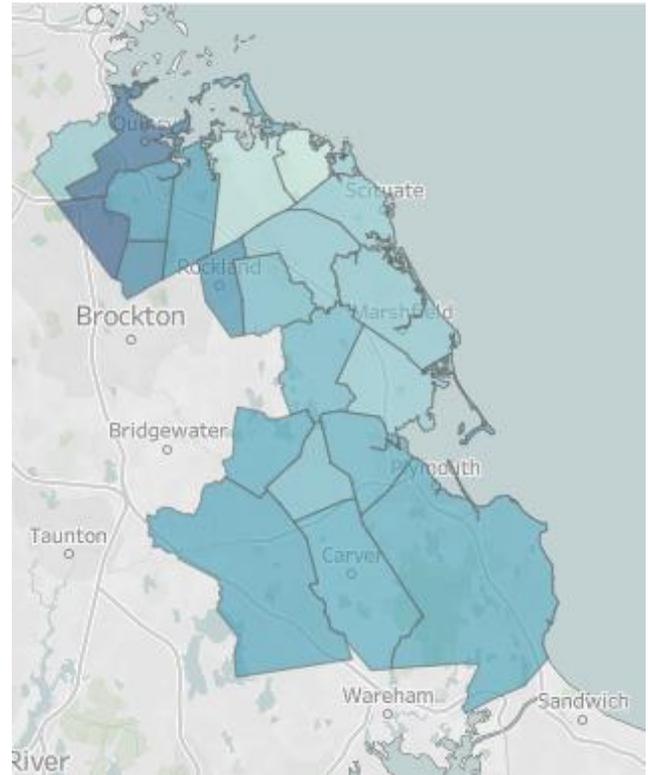
EMPLOYMENT & INDUSTRY PROJECTIONS

Long-term industry employment projections are available for Massachusetts and 16 Workforce Development Areas. Based on the latest available state data⁶⁶, employment is projected for approximately 80 detailed industries (at the 3-digit NAICS industry level), and covers the 2018-2028 period.

⁶⁶ Source: <https://mi.duc.eol.mass.gov/mi/LongTermIndustryProjections/LTIResult?A=15&GA=000012&Cmd=Go&Type=long&Dopt=TEXT#>

The Massachusetts Executive Office of Labor and Workforce Development (EOLWD) includes Rockland within northern portion of the South Shore Workforce Development Area (WDA⁶⁷). As of August 2020, Rockland's unemployment rate is at 11.9%.

Long-term industry projections for the South Shore WDA region that Rockland is a part of is expected to grow from 246,767 workers in 2018 to 255,516 workers by 2028. This represents an overall increase of 8,749 workers or 3.6%. In terms of specific industries projected to grow within the South Shore WDA region, the top three (Health Care and Social Assistance, Educational Services, and Finance and Insurance) overlap with the industries that 13 of Rockland's top 26 employers are within, which bodes well for potential local and regional opportunities in those industries. Additionally, according to 2019 Mass. EOWLD - LMI – ES-202 employment data for Rockland, Health Care and Social Assistance currently accounts for 807 people who work in Rockland at 74 businesses in town.



Two industries are projected to decrease at the regional South Shore WDA level: they are Information, and Wholesale Trade (a 6.6% decrease or -531 workers). In 2019, Wholesale Trade represented 939 of the employees who worked in Rockland at 47 business establishments.

INDUSTRY PROJECTIONS FOR SOUTH SHORE WDA – 2018-2028

Source: 2018-2028 Labor Market Information – Mass. Executive Office of Labor and Workforce Development (EOLWD)

NAICS Code	Industry Title	Employment 2018	Employment 2028	Change Level	Change Percent
000000	Total All Industries	246,767	255,516	8,749	3.55%
620000	Health Care and Social Assistance	40,597	42,697	2,100	5.17%
610000	Educational Services	18,641	20,152	1,511	8.11%
520000	Finance and Insurance	18,717	19,856	1,139	6.09%
230000	Construction	15,218	16,070	852	5.60%
720000	Accommodation and Food Services	23,026	23,782	756	3.28%
000670	Self Employed and Unpaid Family Workers, All Jobs	14,860	15,491	631	4.25%
310000	Manufacturing	9,678	10,231	553	5.71%
540000	Professional, Scientific, and Technical Services	11,976	12,510	534	4.46%
440000	Retail Trade	30,174	30,628	454	1.50%
710000	Arts, Entertainment, and Recreation	4,775	5,170	395	8.27%
810000	Other Services (except Government)	9,317	9,507	190	2.04%
111000	Crop Production	127	134	7	5.51%
560000	Administrative and Support and Waste Management and Remediat	10,474	10,379	-95	-0.91%
510000	Information	5,127	4,934	-193	-3.76%
420000	Wholesale Trade	8,017	7,486	-531	-6.62%

⁶⁷ More information on Massachusetts WDAs can be found at [https://www.mass.gov/files/documents/2017/10/04/MA2016 Workforce and Labor Area Review 0.pdf](https://www.mass.gov/files/documents/2017/10/04/MA2016_Workforce_and_Labor_Area_Review_0.pdf)



Workforce

EDUCATION

Almost a third (29%) of the population over 25 years old has a bachelor's or advanced degree. Of those, 8% have a master's degree or higher. When compared to Plymouth County, Rockland has slightly fewer bachelor's degrees, and graduate/professional degrees. When compared to the South Shore Coalition subregion, the difference increases by 8% to 9% regarding bachelor's and graduate/professional degrees.

Community	% Some College	% Associate's	% Bachelor's	% Graduate or Professional
Rockland	21	9	21	8
Plymouth County	18	10	23	13
South Shore (SSC) Subregion	17	9	29	17

Source: 2014-2018 American Community Survey 5-Year Estimates

RESIDENT OCCUPATIONS

According to Census 2014-2018 American Community Survey 5-Year Estimates⁶⁸, Rockland's civilian employed population aged 16 years and over is comprised of 9,979 residents:

- 37% or 3,703 are in management, business, science and arts occupations;
- 22% or 2,191 are in sales and office occupations;
- 21% or 2,061 are in service occupations (includes health care support occupations);
- 11% or 1,072 are in natural resources, construction, and maintenance occupations; and
- 10% or 952 are in production, transportation, and material moving occupations.

Recommendations

COMMUNITY INPUT

- 53% (or 164) of survey respondents supported the Town expanding its marketing and district branding efforts to promote Rockland and attract business redevelopment.
- 88% (or 268) of survey respondents supported the Town spearheading additional seasonal social events by partnering with civic-minded community members and organizations.
- 49% (or 125) of survey respondents were supportive of the Town encouraging redevelopment proposals to include small indentations in new building facades to accommodate outdoor dining, public art, reading areas, and benches.

Some of the following goals and recommendations also appear in other master plan elements/chapters. Economic development and master planning have many interdisciplinary aspects. As a result, they necessitate multipronged solutions sourced from interconnected planning topics. Community development goals are often intangible ones involving access to resources, options, and social quality-of-life objectives. Economic development oftentimes but not exclusively can involve more tangible matters such as physical improvements in the form of streets, buildings, parks, and transit infrastructure and services that provide indoor and outdoor spaces for many of the intangible community development goals to take place. The following recommendations are presented as package that can collectively transform the Town closer to many of its long-term community goals.

⁶⁸ Source: <https://data.census.gov/cedsci/table?q=Employment&g=0600000US2502357775&tid=ACST5Y2018.S2401&hidePreview=false>

GOAL 22: GROW DOWNTOWN ROCKLAND VIA ENHANCED TRANSIT.

RECOMMENDATION 22.1 - Petition to have a stop at the Abington MBTA commuter rail station in tandem with efforts to provide several trips during peak morning and evening work commute periods of time.

RECOMMENDATION 22.2 - Finalize downtown Union Street Complete Streets improvements for pedestrian safety, beautification, and district branding to elevate the profile of local businesses, and attract visitors, shoppers and investment.

RECOMMENDATION 22.3 - Explore an expanded bus route [with or without on-demand micro-transit] to attract industrial employment center workers to downtown for lunch and/or after-work restaurants.

GOAL 23: HELP RESTAURANTS & BUSINESSES WITH A PERMANENT OUTDOOR DINING SOLUTION THAT ENLIVEN PUBLIC REALM.

RECOMMENDATION 23.1 – Consider a more permanent approach toward allowing small businesses and restaurants to serve customers outdoors in a manner that aids them in post-Covid19 recovery, and also enlivens the public realm. This can be accomplished through a straightforward, simple administrative review process to seek creative solutions to allowing restaurants, cafes, bakeries and similar small businesses to occupy sidewalks, potentially on-street parking spaces, alleyways, and portions of off-street parking areas. The pandemic necessitated impromptu and temporary outdoor customer service and dining solutions that have been largely well received on a regional, state and national level in terms of enlivening public streetscape.

GOAL 24: CELEBRATE ROCKLAND'S ASSETS AND FOSTER PRIDE THROUGH COMMUNITY FESTIVALS AND EVENTS.

RECOMMENDATION 24.1 – The Town could spearhead a variety of small and large scale events and festivals to foster community among residents, and attract visitors and customers to Town.

RECOMMENDATION 24.2 – The Town could promote wayfinding in Town and promote district/neighborhood-level branding of its downtown, historic district, Town Forest, Rail Trail, other business districts through prominent and creative signage at key locations throughout Town.

GOAL 25: CREATE MORE HOUSING AFFORDABILITY OPTIONS FOR ALL.

RECOMMENDATION 25.1 – Adopt an inclusionary zoning bylaw that would require a percentage of units to be deed-restricted affordable in developments above an established threshold. This would be an additional tool that could incrementally create opportunities dispersed amongst market-rate residential units, and that would count toward the Town's SHI goal, and allow the Town more local control.

GOAL 26: LEVERAGE THE TOWN HALL, COMMUNITY CENTER, AND OTHER POTENTIAL UNDERUTILIZED PROPERTIES FOR TRANSFORMATIVE, MULTI-PURPOSE PROJECTS.

RECOMMENDATION 26.1 - Build upon prior downtown Ch. 40R, the Sole of Rockland, Rethink Rockland, and Downtown Action Plan efforts by pursuing the catalytic redevelopment of key public facilities such as the underutilized Town Hall site and building, as well as continue with existing feasibility studies for the Community Center at the Old McKinley School.

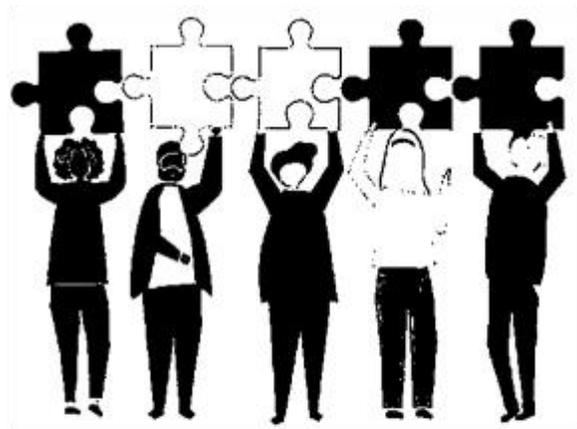
RECOMMENDATION 26.2 - Further pursuing longstanding downtown revitalization goals, the Town could consider issuing a Request for Information, Request for Proposals, or a less formal graduate-student design competition for ideas for underutilized properties to spark interest and a community discussion.

GOAL 27: UNLOCK POTENTIAL FUTURE COMMUNITY AND ECONOMIC GROWTH BY PURSUING CHALLENGING WATER AND WASTEWATER CAPACITY SOLUTIONS.

RECOMMENDATION 27.1 - Regarding the Town's longstanding potable water capacity limitations, the Town could consider expanding the scope of the 2018 Joint Waterworks Myers Avenue facility engineering study to go beyond solving existing water shortages, and allow the potential for future economic and community growth. This would require a decision to further invest and/or apply for additional MassWork Infrastructure Grant funds; as well as cooperation with Joint Waterworks partners.

RECOMMENDATION 27.2 - Short of a petition to the EPA to reevaluate current restrictions that prohibit Rockland from receiving additional wastewater treatment capacity outside of town limits, the Town's solutions are limited. Possible approaches could include: (a) investing in additional capacity on its own, (b) embarking on creative public-private partnership solutions, or (c) issuing a Request for Information for alternative wastewater treatment solutions such as biofilm reactors (MBBR) treatment plants or smaller district based solution such as Littleton's innovative CWERC eco-friendly Smart Sewer approach ⁶⁹.

EXAMPLES OF SOCIAL EVENT PROGRAMMING IDEAS to foster sense of community and celebrate local pride



⁶⁹ Source: <https://www.littletonma.org/departments-public-works/smart-sewer> , and <https://rockland.wickedlocal.com/news/20170526/new-sewer-concept-would-make-energy-fertilizer-from-wastewater>

EXAMPLES OF CREATIVE PLACEMAKING, BRANDING, AND INFORMATIONAL WAYFINDING
to reinforce unique sense of place for certain areas in Town



MORE EXAMPLES OF CREATIVE PLACEMAKING, BRANDING, AND INFORMATIONAL WAYFINDING
to reinforce unique sense of place for certain areas in Town



IMPLEMENTATION: FROM VISION TO ACTION

The success of the **Rockland Master Plan 2030** depends on the Town's commitment to follow through with implementation. Following the completion and December 15, 2020 adoption of the Master Plan by the Planning Board, it is highly recommended that the Town form a **MASTER PLAN IMPLEMENTATION COMMITTEE (MPIC)** comprised of residents, stakeholders, and pertinent Town staff. The MPIC should meet every 2 to 3 months. This meeting frequency should be enough to allow follow-up tasks and coordination with other Town bodies, departments and staff. It is hoped that MPIC meetings will result in summary meeting notes that can help inform other residents, Town decision-making bodies, and Town Meeting about Town business throughout 2021-2031. A Town administrative assistant should be designated as the MPIC meeting scheduler to assist the MPIC chairperson(s), Assistant Town Administrator, Planning Board, and potential future Town Planner/Coordinator.

The composition of the MPIC can be a combination of residents interested in collaborating as "citizen planners" as well as other Town committee members. The intent of the MPIC is for MPIC members to serve as "**CHAMPIONS OF MASTER PLAN IDEAS**" who keep ideas alive and at the forefront of daily/monthly Town decision-making as well as at Town Meetings. In addition to the recommended MPIC, the following bodies, staff, and partners should be invited to MPIC meetings, and/or kept abreast of MPIC discussions through shared meeting summary notes via email communications.

It is highly recommended as a way of keeping master plan ideas alive throughout the 2021-2031 period that the Town consider the prominent and public display of the Rockland Master Plan visual executive summary at one or more Town locations. The goal is to have a prominent visual reminder key master plan ideas in the same room in which Town decisions are being made during Planning Board, Board of Selectmen, Capital Planning Committee, and Town Meeting(s). Much in the same manner, as the Town has a large format zoning map framed in a Town Hall meeting chamber, a Master Plan visual executive summary map could be displayed to provide context for long-term planning goals.

APPENDIX A

Community Input - 5-Month Survey

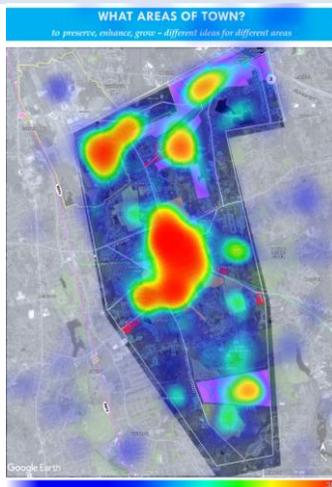
This appendix is intended to show summaries of the community input data that was obtained from a combination of the online survey, and community workshops.

DETAILED SUMMARY 5-MONTH SURVEY – ALL TOPICS

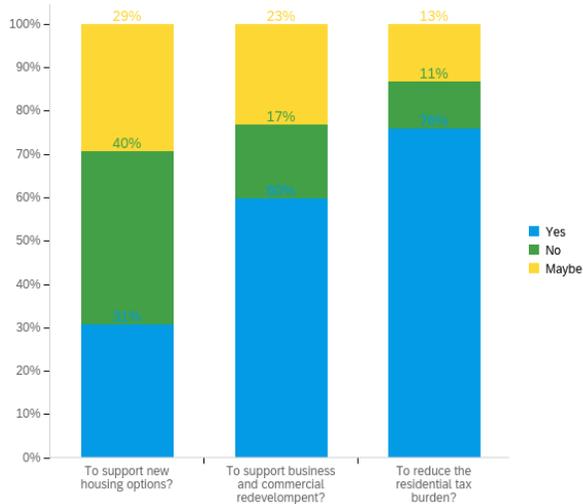
Rockland Master Plan 2030 – October 2019 through February 2020

- The following community poll summary is for the 5-month long community survey that addressed key questions covering the RMP 2030 main planning elements. The three public workshop events each focused on a handful of planning topics at a time to allow for adequate content presentation and feedback.
- This extended survey allowed community members to address all topics at their convenience throughout the course of 5 months. The questions were vetted by the advisory committee. Questions that allowed participants to select “all that apply” will exceed one hundred percent.
- It was advertised through various outreach efforts including a cost-effective paid Facebook-for-Business advertisement. The Facebook advertisement resulted in: (a) 1,432 link clicks, including 483 from those 65 years and over, and 266 from those aged 55-64; (b) 11,500 people reached; and (c) 1,293 clicks were from mobile devices, and 139 clicks from desktop devices.
- **341 participants** answered at least one question, and most questions had between 200 to 300 responses. The survey was also advertised and made available in Portuguese. There were 8 responses that used the Portuguese survey version.
- The following summary is in four sections:
 - **Multiple-choice key-questions** with accompanying bar graphs and/or tabular data. These multiple-choice questions were accompanied by either “other” open comment write-in options and/or an “additional comments” section separate from a multiple choice “other” option that allowed for write-in details/comments. These open comments are represented with sub-topic groups and color-coded positive, negative, neutral, or mixed sentiments. The verbatim written open comments from survey participants form the fourth section since they are lengthy; and the color-coded sub-topic sentiment groupings encapsulate them far more succinctly;
 - **Eight topical “Vision Components” questions**, which were also open comment fields, and are also represented visually and succinctly with the color-coded sub-topical sentiment groupings. In addition to information gleaned from the multiple choice responses, these vision components responses will help inform community goals as well as the draft vision statement that will preface the master plan report elements, and echo plan recommendations;
 - A brief summary of who took the survey; and
 - The verbatim, lengthy, open comments that are cross-referenced by the Qualtrics survey software “Q#” code that prefaces them.
- The community polls are **not intended to be scientific surveys**, but rather an attempt to gain the best available input from community participants to measure input, determine consensus, and draft goals in the master plan. The poll was devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that is challenging to obtain in conventional open community meetings with strictly/mainly oral comments. Ideally, we can approximate or exceed the Town’s historical double- or triple-digit attendance/participation rates between the various public forums.

Q102 - Click an area on the map below that you think Rockland should preserve, enhance, or grow.



Q21 - Would you be willing to invest in increased sewer capacity to support growth? Select any of the reasons below. N=343



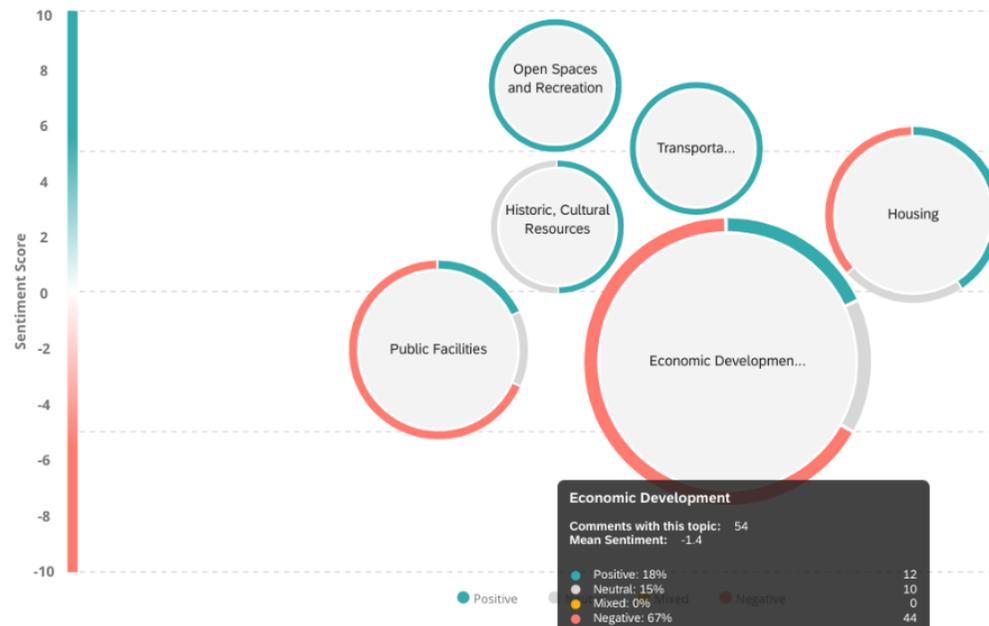
Q21 WOULD YOU BE WILLING TO INVEST IN INCREASED SEWER CAPACITY TO SUPPORT GROWTH? SELECT ANY OF THE REASONS BELOW: N=343

#	Question	Yes	No	Maybe	Total
3	To reduce the residential tax burden?	76%	11%	13%	343
2	To support business and commercial redevelopment?	60%	17%	23%	343
1	To support new housing options?	31%	40%	29%	343

Q25 - ADDITIONAL COMMENTS:

RE: Q21 WOULD YOU BE WILLING TO INVEST IN INCREASED SEWER CAPACITY TO SUPPORT GROWTH? SELECT ANY OF THE REASONS BELOW:

All Topics



Economic Development
 Comments with this topic: 54
 Mean Sentiment: -1.4

- Positive: 18% (12)
- Neutral: 15% (10)
- Mixed: 0% (0)
- Negative: 67% (44)

Topics: Taxes, Businesses, Development, Cost of Living, Retail and Commercia..., Downtown, Union Stre...

Top Topic Change
February to March 2020

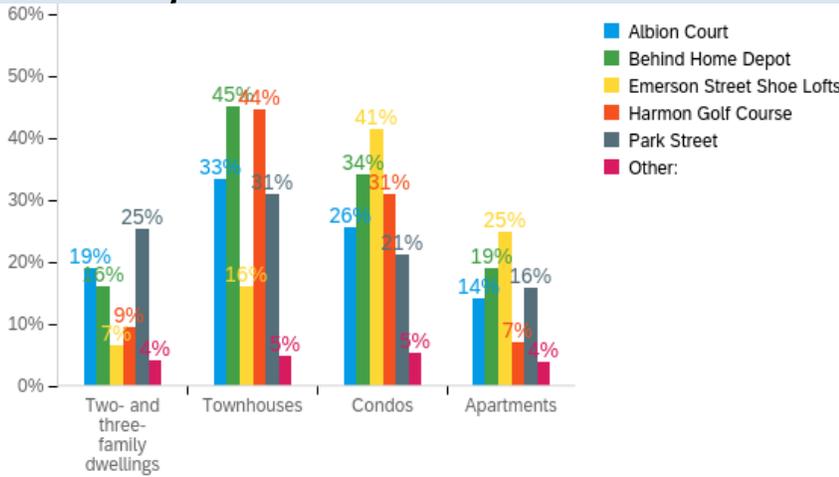
View: All topics



rockland master plan 2030

DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
 for informing vision, goals & recommendations; & supplementing other community workshop feedback

Q22 - Where should the Town explore residential options that complement the Downtown Revitalization Zoning and support the goals in the Housing Production Plan? Indicate below which housing types the Town could explore in the particular area:



Q22 - WHERE SHOULD THE TOWN EXPLORE RESIDENTIAL OPTIONS THAT COMPLEMENT THE DOWNT...

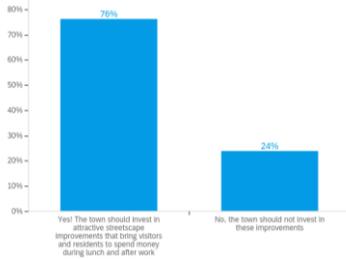
#	Question	Albion Court	Behind Home Depot	Emerson Street Shoe Lofts	Harmon Golf Course	Park Street	Other:	Total
1	Two- and three- family dwellings	24%	20%	8%	12%	31%	5%	255
4	Apartments	17%	22%	29%	8%	19%	4%	268
3	Condos	16%	22%	26%	20%	13%	3%	502
2	Townhouses	19%	26%	9%	25%	18%	3%	554

Q24 - ADDITIONAL COMMENTS:

RE: Q22 - WHERE SHOULD THE TOWN EXPLORE RESIDENTIAL OPTIONS THAT COMPLEMENT THE DOWNT...



Q28 - Should the Town prioritize streetscape improvements in business districts to attract business investment and redevelopment?



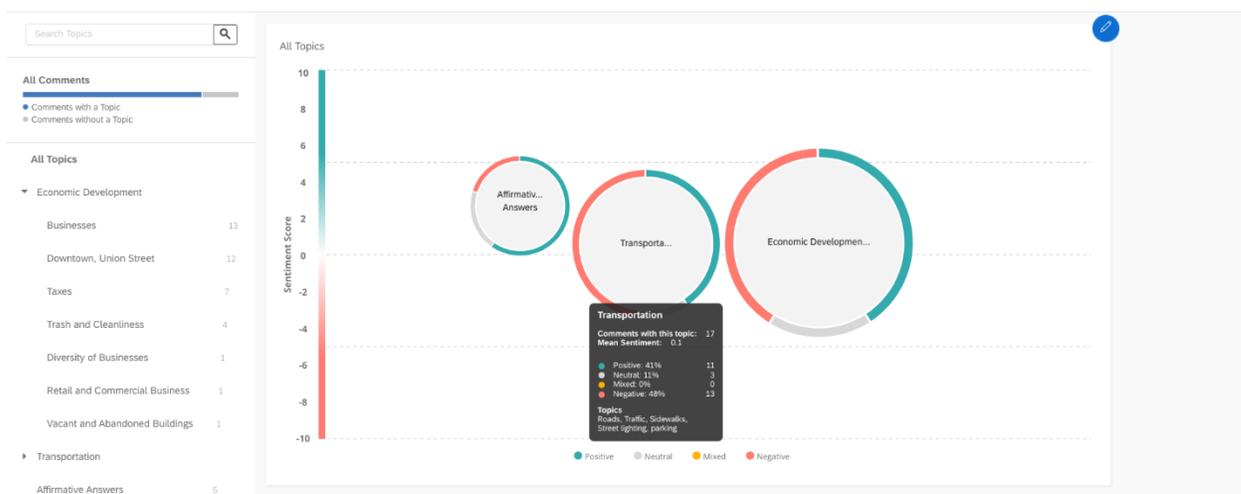
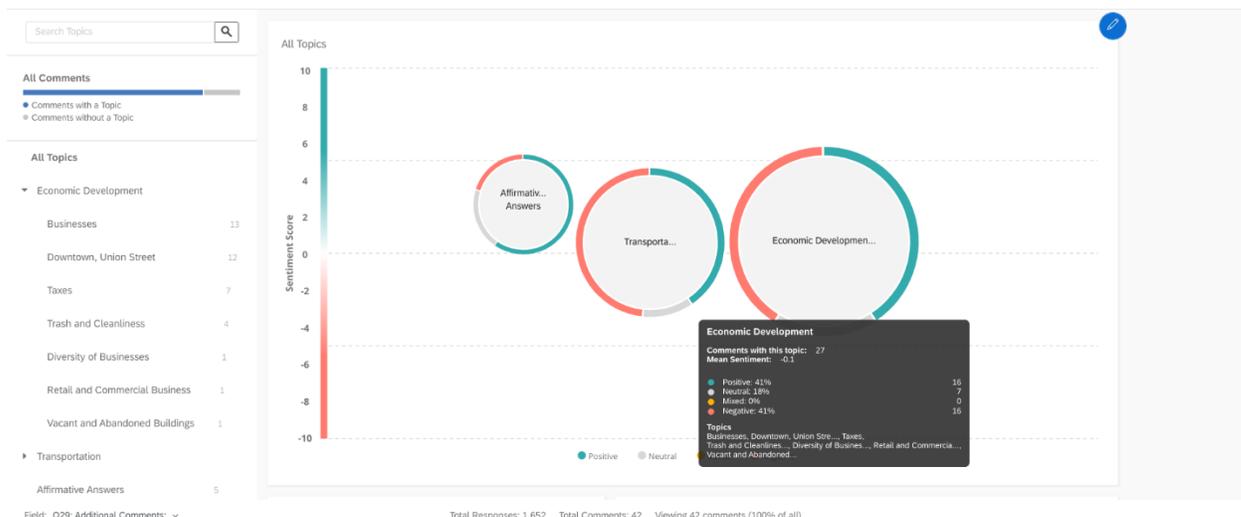
Q28 - SHOULD THE TOWN PRIORITIZE STREETSCAPE IMPROVEMENTS IN BUSINESS DISTRICTS T...

#	Should the Town prioritize streetscape improvements in business districts to attract business investment and redevelopment?	Percentage
1	Yes! The town should invest in attractive streetscape improvements that bring visitors and residents to spend money during lunch and after work	76%
2	No, the town should not invest in these improvements	24%
Total		311

Q29 - ADDITIONAL COMMENTS:

RE: Q28 - SHOULD THE TOWN PRIORITIZE STREETSCAPE IMPROVEMENTS IN BUSINESS DISTRICTS T...

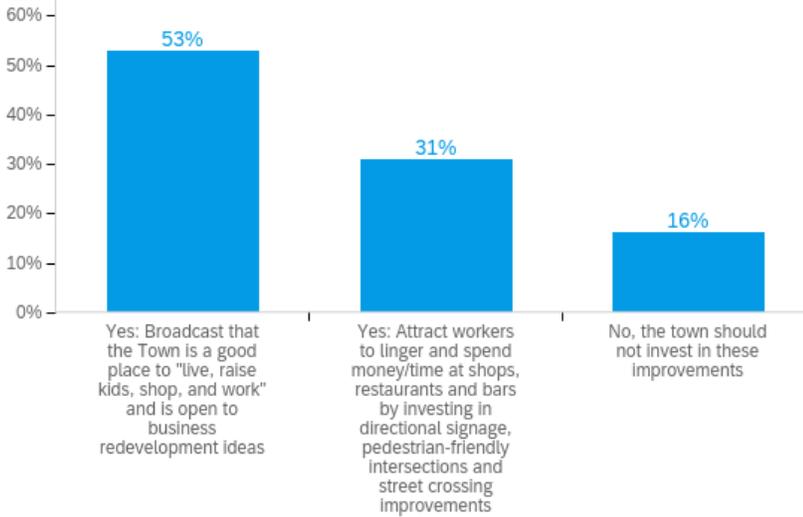
Field: Q29: Additional Comments: Total Responses: 1,652 Total Comments: 42 Viewing 42 comments (100% of all)



rockland master plan 2030

DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
 for informing vision, goals & recommendations; & supplementing other community workshop feedback

Q31 - Should the Town expand its marketing and district branding efforts to promote Rockland and bring awareness to its potential?



Q31 - SHOULD THE TOWN EXPAND ITS MARKETING AND DISTRICT BRANDING EFFORTS TO PROMO...

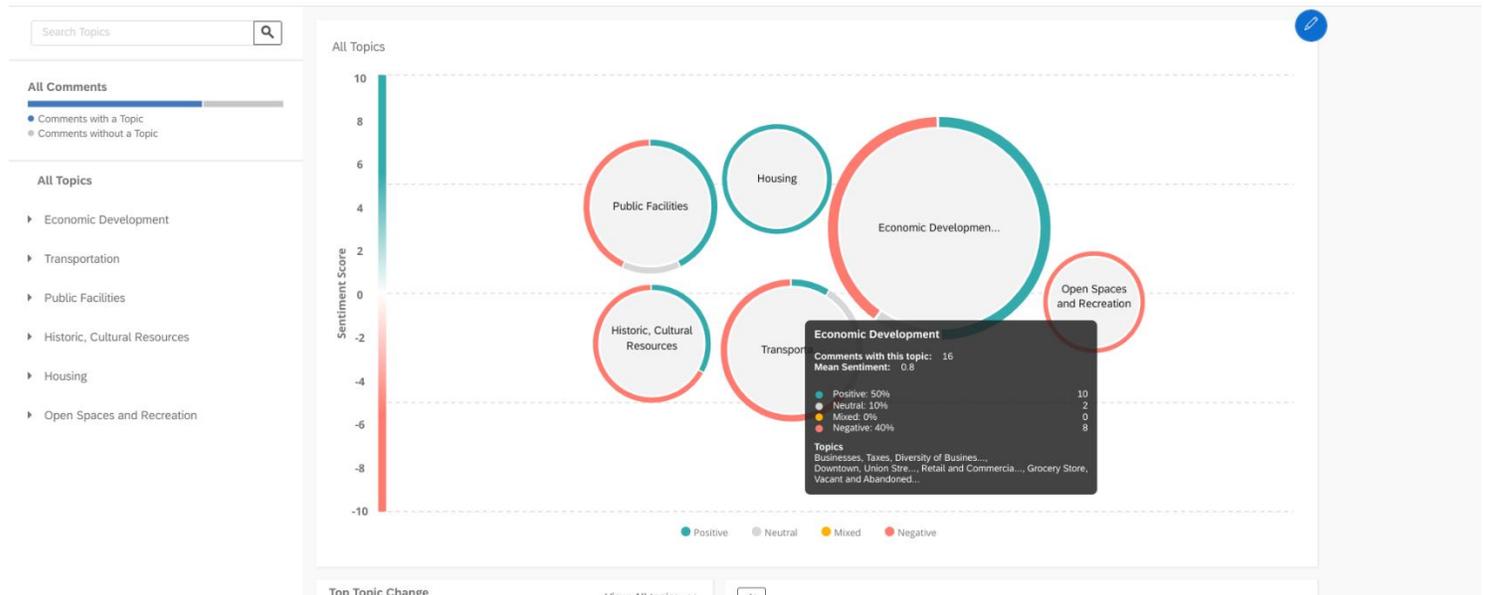
#	Should the Town expand its marketing and district branding efforts to promote Rockland and bring awareness to its potential?	Percentage
1	Yes: Broadcast that the Town is a good place to "live, raise kids, shop, and work" and is open to business redevelopment ideas	53%
2	Yes: Attract workers to linger and spend money/time at shops, restaurants and bars by investing in directional signage, pedestrian-friendly intersections and street crossing improvements	31%
3	No, the town should not invest in these improvements	16%
	Total	309

Q32 - ADDITIONAL COMMENTS:

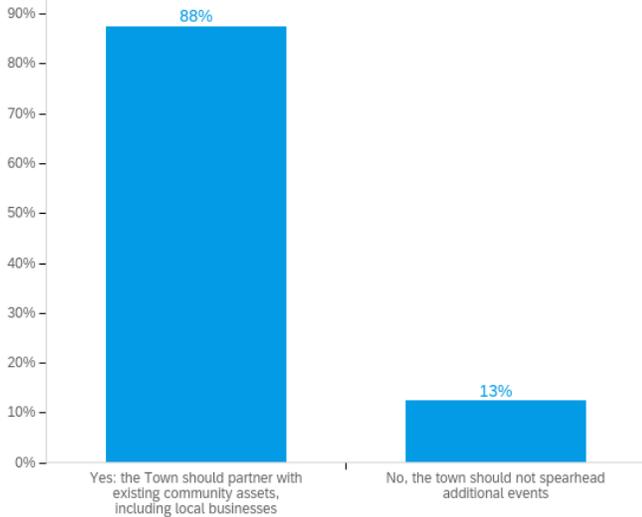
RE: Q31 - SHOULD THE TOWN EXPAND ITS MARKETING AND DISTRICT BRANDING EFFORTS TO PROMO...

Field: Q32: Additional Comments: ▾

Total Responses: 1,652 Total Comments: 32 Viewing 32 comments (100% of all)



Q35 - Should the Town spearhead additional seasonal social events by partnering with civic-minded community members and organizations?



Q35 - SHOULD THE TOWN SPEARHEAD ADDITIONAL SEASONAL SOCIAL EVENTS BY PARTNERING W...

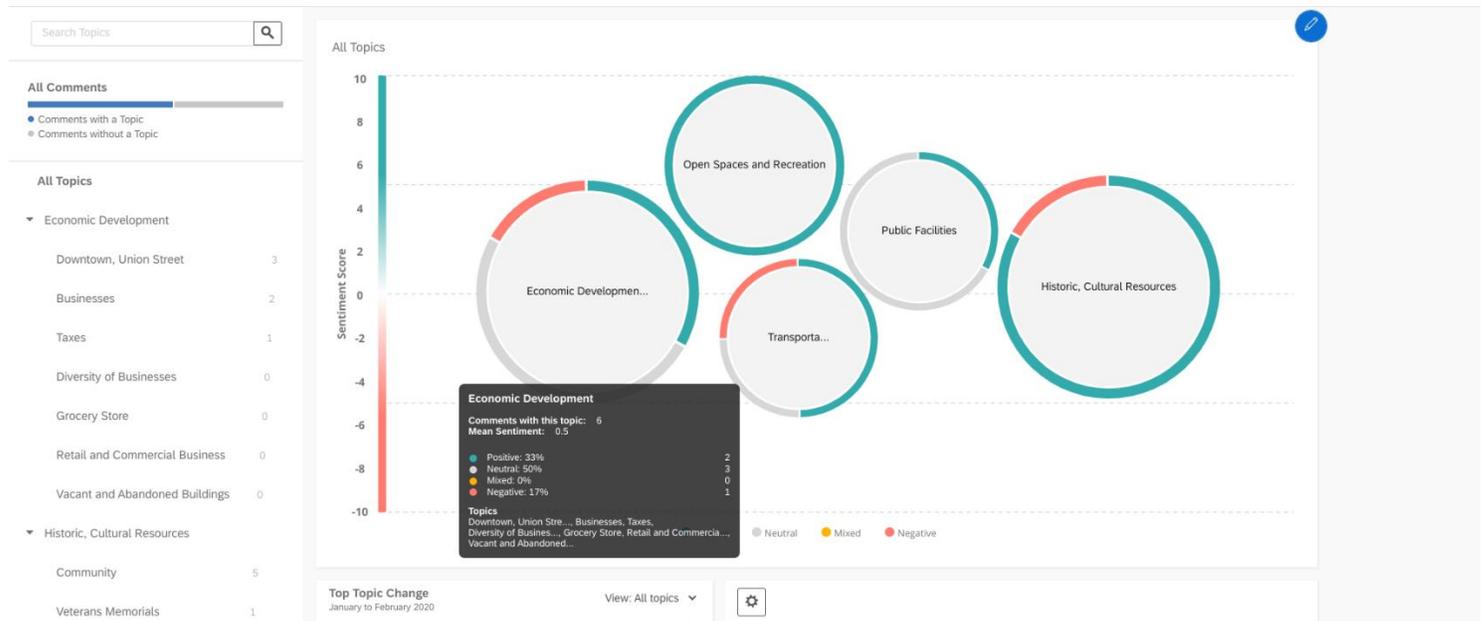
#	Should the Town spearhead additional seasonal social events by partnering with civic-minded community members and organizations?	Percentage
1	Yes: the Town should partner with existing community assets, including local businesses	88%
2	No, the town should not spearhead additional events	13%
	Total	304

Q36 - ADDITIONAL COMMENTS:

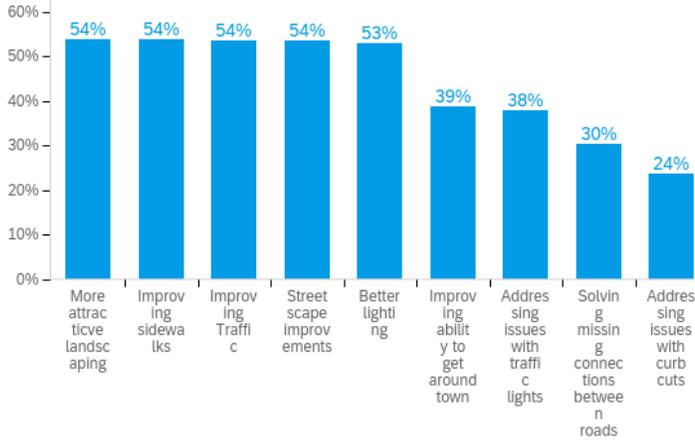
RE: Q35 - SHOULD THE TOWN SPEARHEAD ADDITIONAL SEASONAL SOCIAL EVENTS BY PARTNERING W...

Field: Q36: Additional Comments: ▾

Total Responses: 1,652 Total Comments: 28 Viewing 28 comments (100% of all)



Q39 - What improvements can be made to existing business areas at Rockland Plaza and to the industrial businesses new Hingham Street and Route 3? Check any that apply

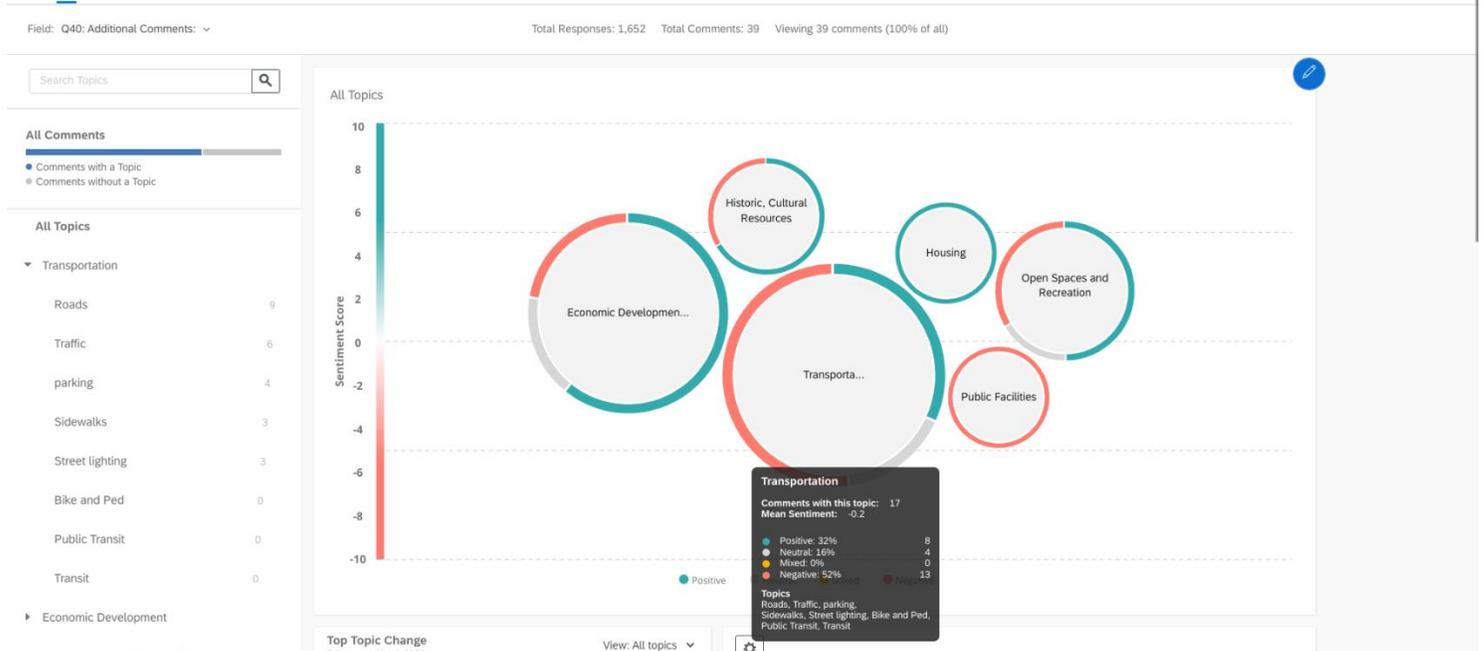


Q39 - WHAT IMPROVEMENTS CAN BE MADE TO EXISTING BUSINESS AREAS AT ROCKLAND PLAZA...

#	What improvements can be made to existing business areas at Rockland Plaza and to the industrial businesses new Hingham Street and Route 3? Check any that apply	Percentage
1	Improving Traffic	54%
4	Streetscape improvements	54%
6	More attractive landscaping	54%
7	Improving sidewalks	54%
5	Better lighting	53%
8	Improving ability to get around town	39%
2	Addressing issues with traffic lights	38%
9	Solving missing connections between roads	30%
3	Addressing issues with curb cuts	24%
	Total	269

Q40 - ADDITIONAL COMMENTS:

RE: Q39 - WHAT IMPROVEMENTS CAN BE MADE TO EXISTING BUSINESS AREAS AT ROCKLAND PLAZA...

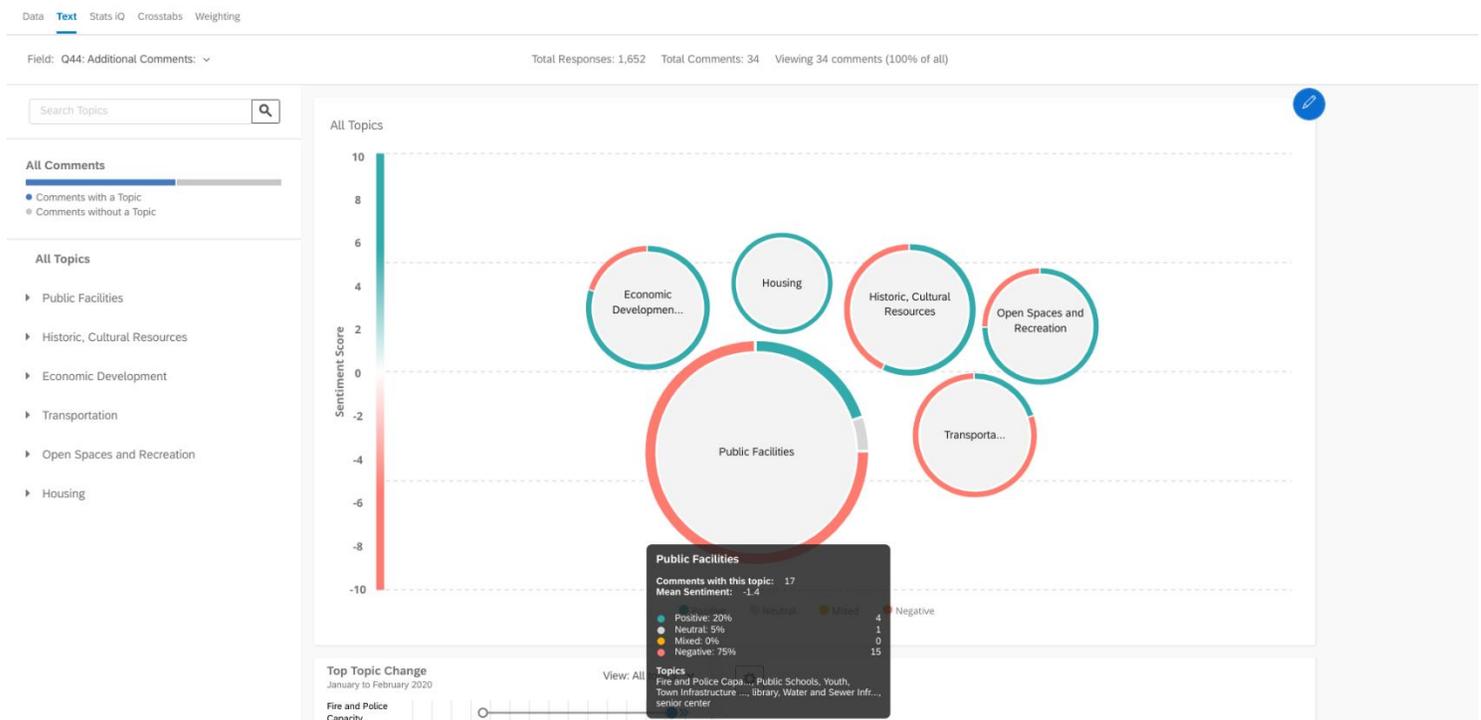


Q43 - Should the Town strategically improve its key public facilities to also achieve other Town economic development goals? Drag the public facility to the appropriate box:

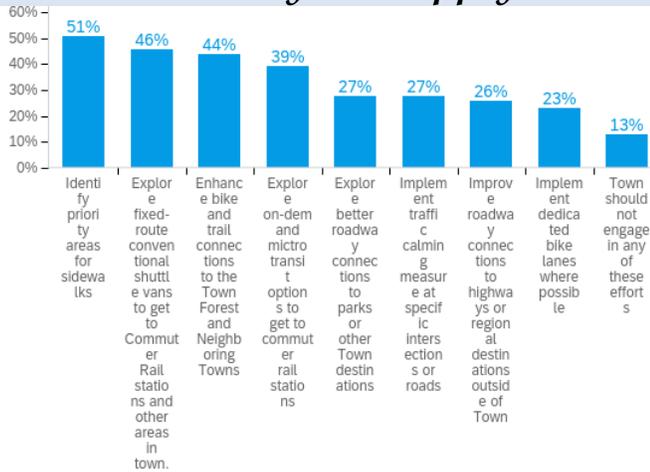
#	Group	Town Hall	McKinley School	Fire Station	Library	Community Center	Other	Total
1	Yes: Town should keep and improve these existing public facilities	47%	41%	65%	72%	33%	2%	243
2	Yes: Town should leverage existing public facilities to create a community center or other multi-use facility	20%	42%	15%	16%	75%	2%	142
3	No, the town should not do this	65%	36%	45%	19%	19%	1%	77

Q44 - ADDITIONAL COMMENTS:

RE: Q43 - SHOULD THE TOWN STRATEGICALLY IMPROVE ITS KEY PUBLIC FACILITIES TO ALSO ACHIEVE OTHER TOWN ECONOMIC DEVELOPMENT GOALS? DRAG THE PUBLIC FACILITY TO THE APPROPRIATE BOX:



Q47 - What should the Town do to help residents get around without using their car? Select any that apply:



Q47 - WHAT SHOULD THE TOWN DO TO HELP RESIDENTS GET AROUND WITHOUT USING THEIR CA...

#	What should the Town do to help residents get around without using their car? Select any that apply:	Percentage
1	Identify priority areas for sidewalks	51%
7	Explore fixed-route conventional shuttle vans to get to Commuter Rail stations and other areas in town.	46%
4	Enhance bike and trail connections to the Town Forest and Neighboring Towns	44%
6	Explore on-demand microtransit options to get to commuter rail stations	39%
2	Explore better roadway connections to parks or other Town destinations	27%
8	Implement traffic calming measure at specific intersections or roads	27%
3	Improve roadway connections to highways or regional destinations outside of Town	26%
5	Implement dedicated bike lanes where possible	23%
9	Town should not engage in any of these efforts	13%
	Total	262

Q48 - ADDITIONAL COMMENTS:

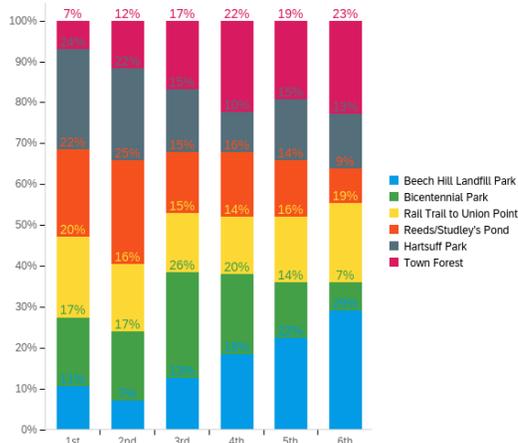
RE: Q47 - WHAT SHOULD THE TOWN DO TO HELP RESIDENTS GET AROUND WITHOUT USING THEIR CA...

Field: Q48: Additional Comments: v

Total Responses: 1,652 Total Comments: 23 Viewing 23 comments (100% of all)



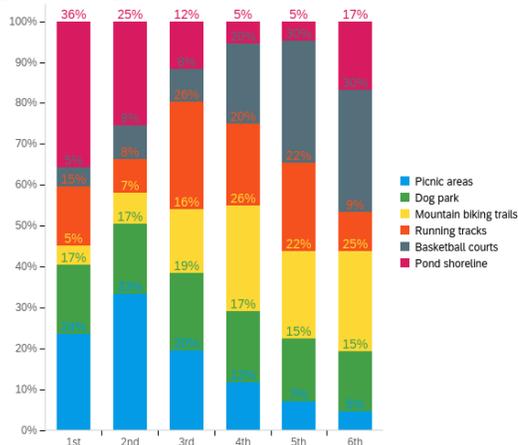
Q50 - Click and drag to rank which park locations the town should improve first:



Q50 - CLICK AND DRAG TO RANK WHICH PARK LOCATIONS THE TOWN SHOULD IMPROVE FIRST:

#	Question	1 st	2nd	3rd	4th	5th	6th
5	Hartsuff Park	24%	22%	15%	10%	15%	13%
4	Reeds/Studley's Pond	22%	25%	15%	16%	14%	9%
3	Rail Trail to Union Point	20%	16%	15%	14%	16%	19%
2	Bicentennial Park	17%	17%	26%	20%	14%	7%
1	Beech Hill Landfill Park	11%	7%	13%	18%	22%	29%
6	Town Forest	7%	12%	17%	22%	19%	23%
	Total	255	255	255	255	255	255

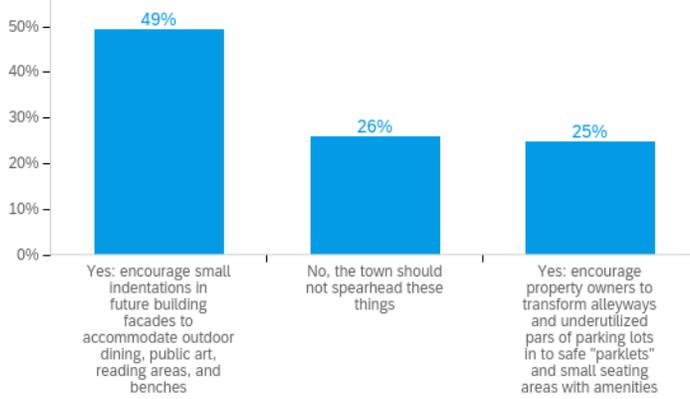
Q52 - Click and drag to rank which open space amenities the town should improve first:



Q52 - CLICK AND DRAG TO RANK WHICH OPEN SPACE AMENITIES THE TOWN SHOULD IMPROVE FIRST:

#	Question	1	2	3	4	5	6	Total
6	Pond shoreline	36%	25%	12%	5%	5%	17%	255
1	Picnic areas	24%	33%	20%	12%	7%	5%	255
2	Dog park	17%	17%	19%	17%	15%	15%	255
4	Running tracks	15%	8%	26%	20%	22%	9%	255
3	Mountain biking trails	5%	7%	16%	26%	22%	25%	255
5	Basketball courts	5%	8%	8%	20%	30%	30%	255

Q54 - Should the Town spearhead the creation of small pocket plazas with seating and dining to improve socializing and shopping experiences?



Q54 - SHOULD THE TOWN SPEARHEAD THE CREATION OF SMALL POCKET PLAZAS WITH SEATING...

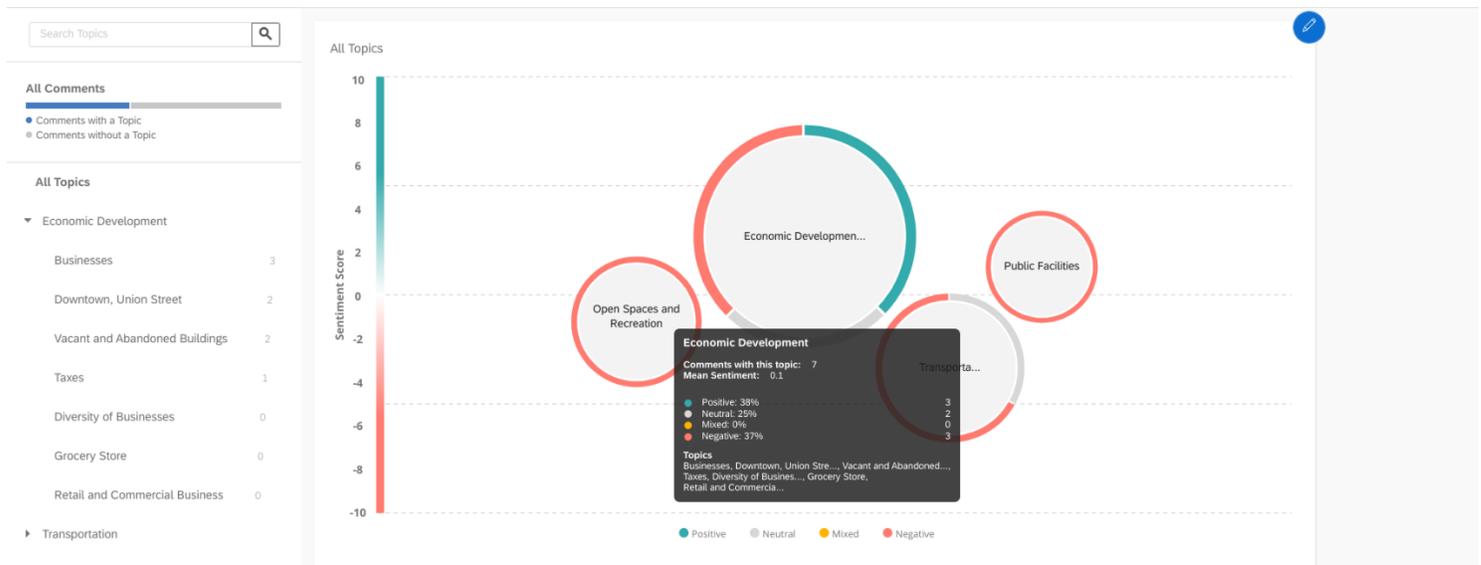
#	Should the Town spearhead the creation of small pocket plazas with seating and dining to improve socializing and shopping experiences?	Percentage
1	Yes: encourage small indentations in future building facades to accommodate outdoor dining, public art, reading areas, and benches	49%
3	No, the town should not spearhead these things	26%
2	Yes: encourage property owners to transform alleyways and underutilized parts of parking lots in to safe "parklets" and small seating areas with amenities	25%
	Total	255

Q55 - ADDITIONAL COMMENTS:

Q54 - SHOULD THE TOWN SPEARHEAD THE CREATION OF SMALL POCKET PLAZAS WITH SEATING...

Field: Q55: Additional Comments: v

Total Responses: 1,652 Total Comments: 22 Viewing 22 comments (100% of all)



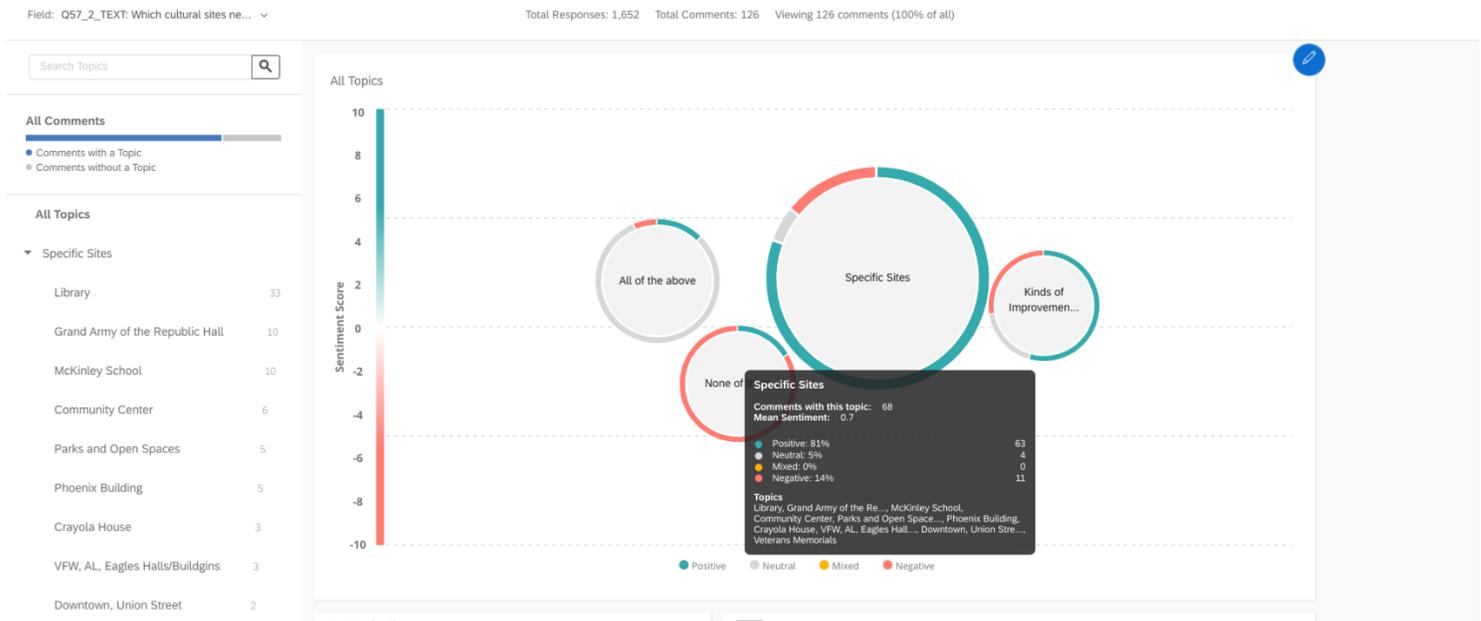
Q57 - Are there any existing parks or historic/cultural sites that could benefit from better signage, visibility, and awareness?

#	Are there any existing parks or historic/cultural sites that could benefit from better signage, visibility, and awareness? - Selected Choice	Percentage
3	How can the Town can improve its Historic District along Union Street?	71%
1	Which local parks, regional, parks, or lakes need these improvements?	65%
2	Which cultural sites need these improvements?	52%
	Total	248

Q57_1_TEXT - WHICH LOCAL PARKS, REGIONAL, PARKS, OR LAKES NEED THESE IMPROVEMENTS? RE: Q57 - ARE THERE ANY EXISTING PARKS OR HISTORIC/CULTURAL SITES THAT COULD BENEFIT FROM BETTER SIGNAGE, VISIBILITY, AND AWARENESS?



Q57_2_TEXT - WHICH CULTURAL SITES NEED THESE IMPROVEMENTS? RE: Q57 - ARE THERE ANY EXISTING PARKS OR HISTORIC/CULTURAL SITES THAT COULD BENEFIT FROM BETTER SIGNAGE, VISIBILITY, AND AWARENESS?

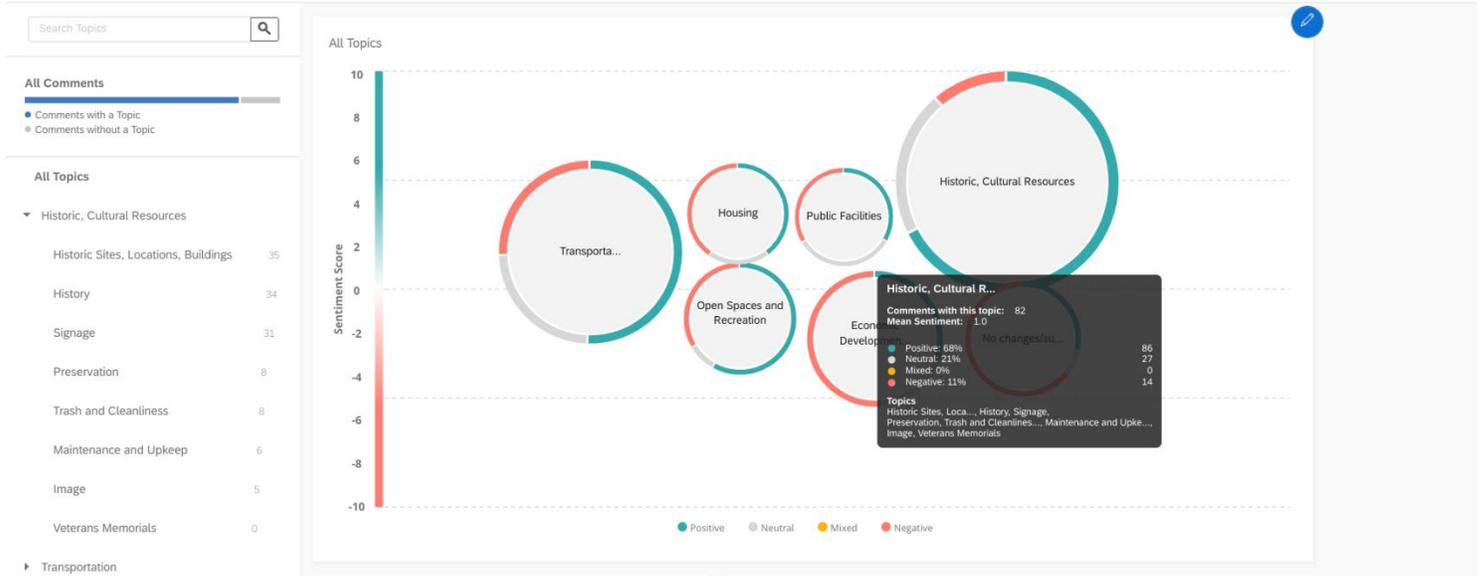


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DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
for informing vision, goals & recommendations; & supplementing other community workshop feedback

**Q57_3_TEXT - HOW CAN THE TOWN CAN IMPROVE ITS HISTORIC DISTRICT ALONG UNION STREET?
RE: Q57 - ARE THERE ANY EXISTING PARKS OR HISTORIC/CULTURAL SITES THAT COULD BENEFIT FROM BETTER SIGNAGE, VISIBILITY, AND AWARENESS?**

Field: Q57_3_TEXT: How can the Town can... Total Responses: 1,652 Total Comments: 174 Viewing 174 comments (100% of all)



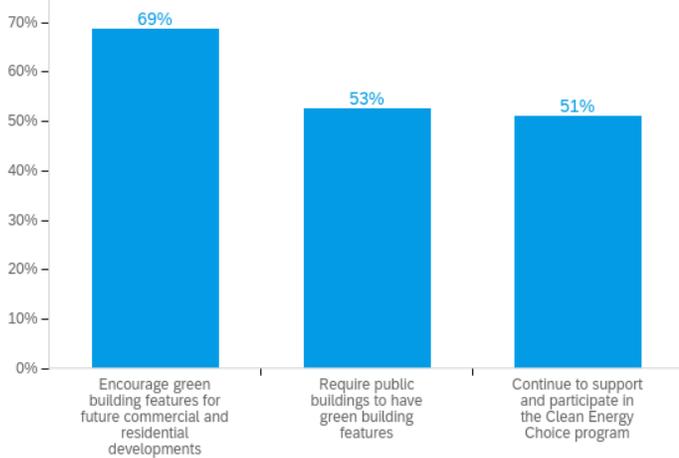
**Q58 - ADDITIONAL COMMENTS:
RE: Q57 - ARE THERE ANY EXISTING PARKS OR HISTORIC/CULTURAL SITES THAT COULD BENEFIT FROM BETTER SIGNAGE, VISIBILITY, AND AWARENESS?**

Data Text Stats IQ Crosstabs Weighting

Field: Q58: Additional Comments: Total Responses: 1,652 Total Comments: 17 Viewing 17 comments (100% of all)



Q60 - What can the town do to continue to help residents save on energy bills and protect sustainability?



Q60 - WHAT CAN THE TOWN DO TO CONTINUE TO HELP RESIDENTS SAVE ON ENERGY BILLS AND...

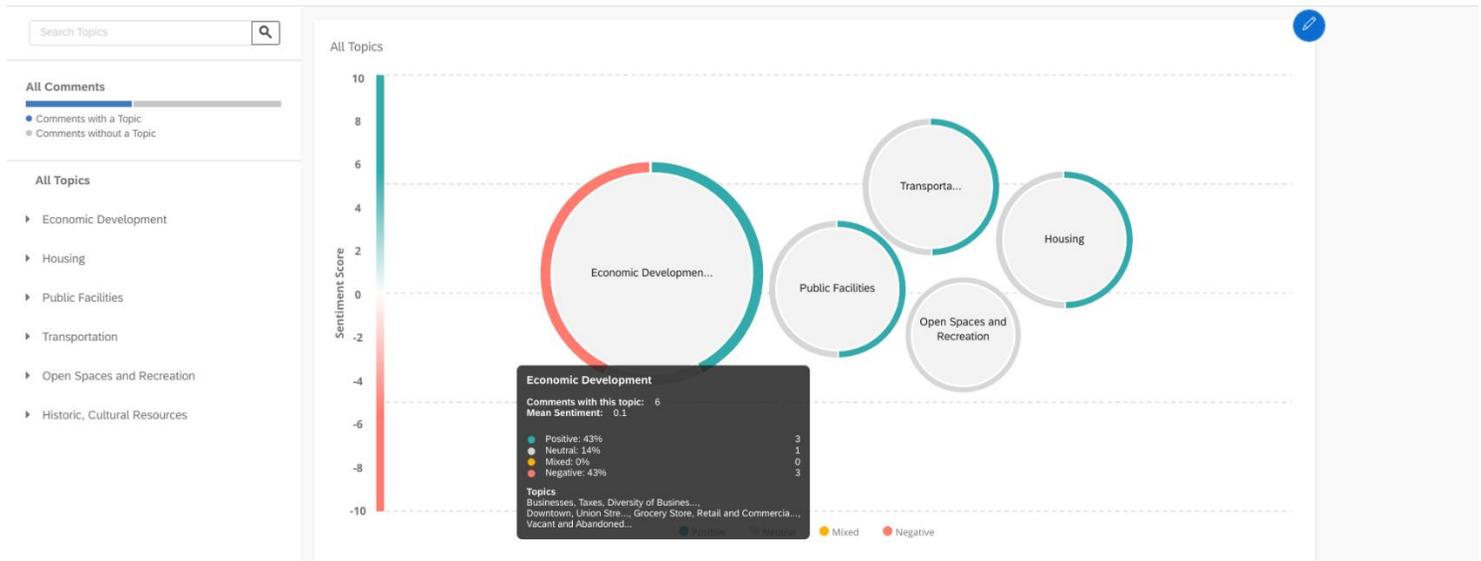
#	What can the town do to continue to help residents save on energy bills and protect sustainability?	Percentage
2	Encourage green building features for future commercial and residential developments	69%
3	Require public buildings to have green building features	53%
1	Continue to support and participate in the Clean Energy Choice program	51%
	Total	245

Q61 - ADDITIONAL COMMENTS:

RE: Q60 - WHAT CAN THE TOWN DO TO CONTINUE TO HELP RESIDENTS SAVE ON ENERGY BILLS AND...

Field: Q61: Additional Comments: ▾

Total Responses: 1,652 Total Comments: 24 Viewing 24 comments (100% of all)

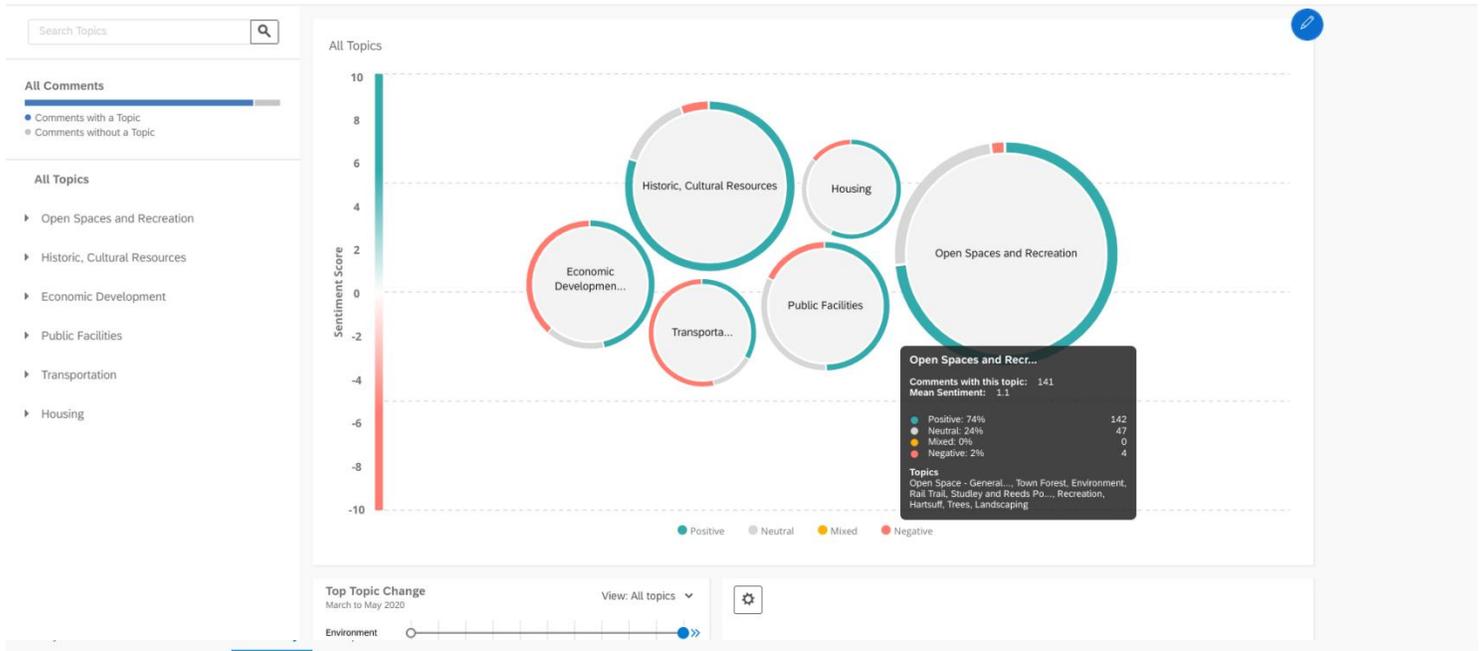


VISION COMPONENTS

What are special things about the Town that we should protect?

Field: Q103_4_TEXT: What are special thin...

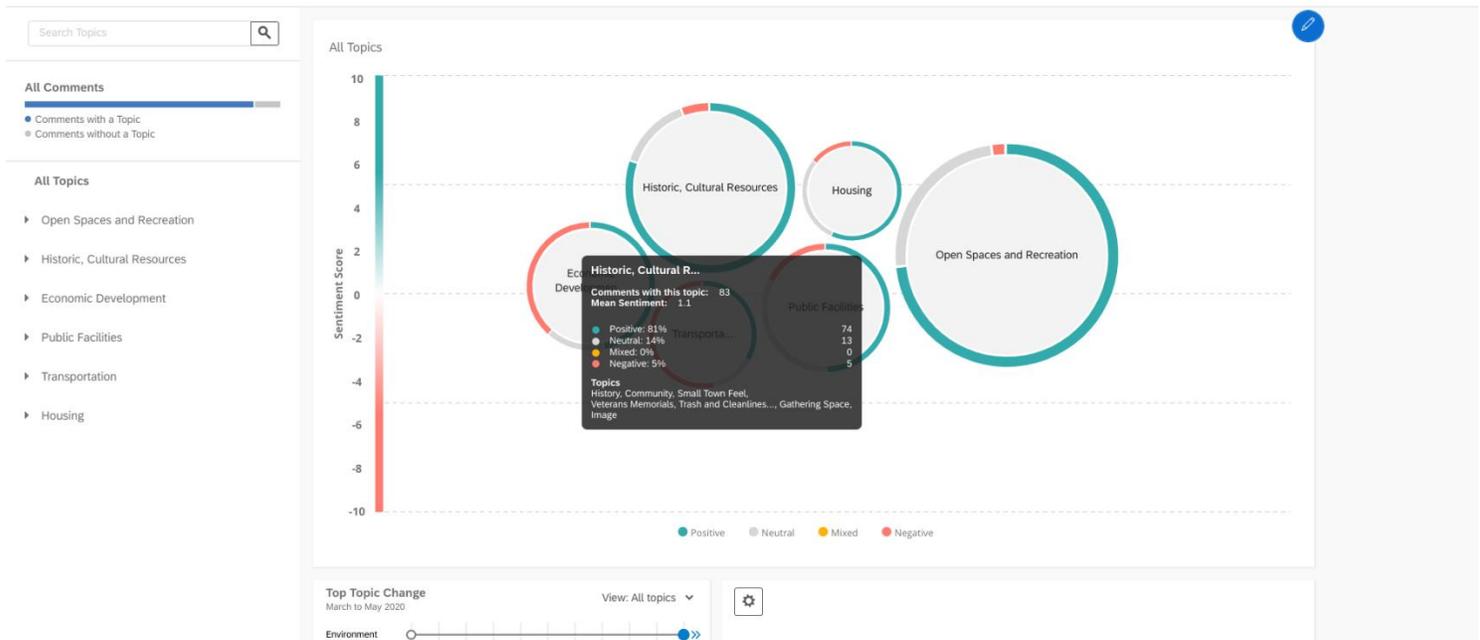
Total Responses: 1,652 Total Comments: 265 Viewing 265 comments (100% of all)



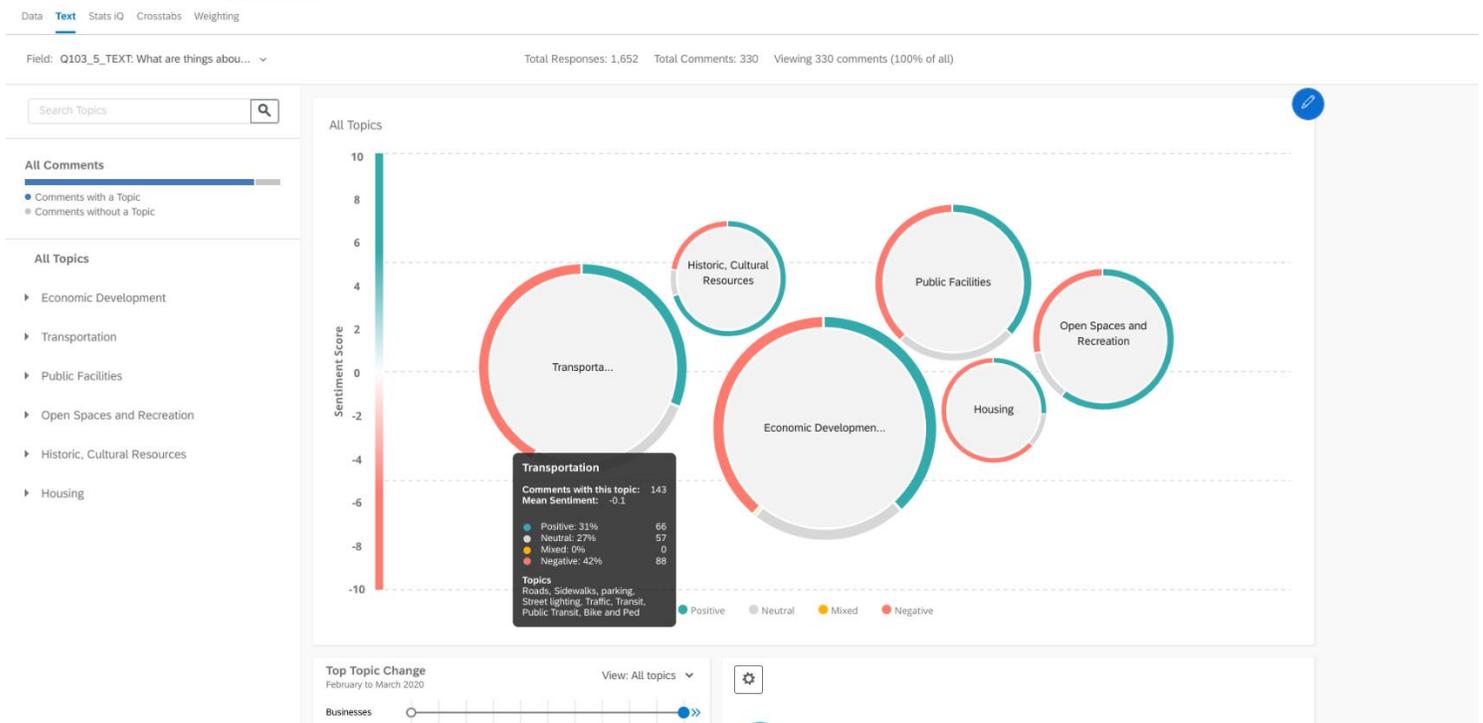
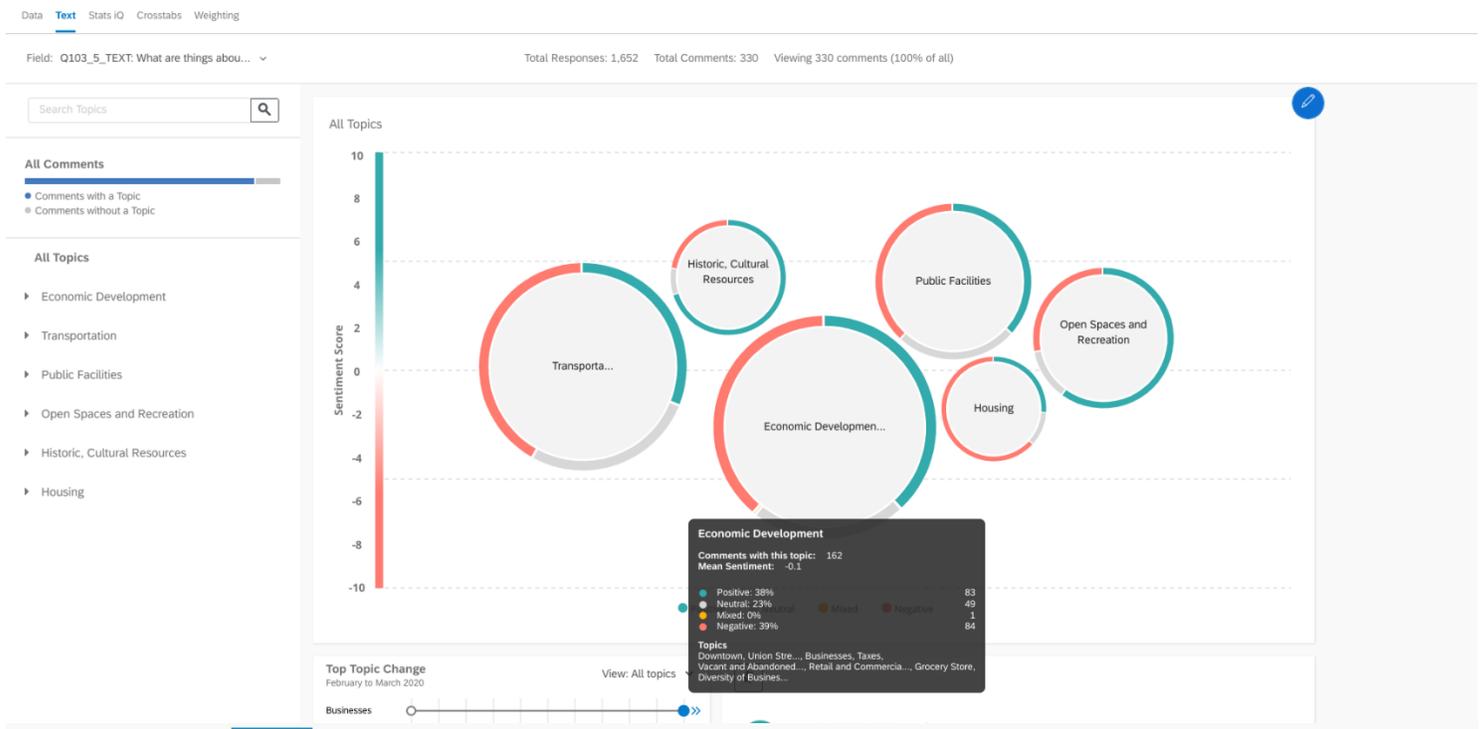
Data Text Stats IQ Crosstabs Weighting

Field: Q103_4_TEXT: What are special thin...

Total Responses: 1,652 Total Comments: 265 Viewing 265 comments (100% of all)



What are things about the Town that can be improved?

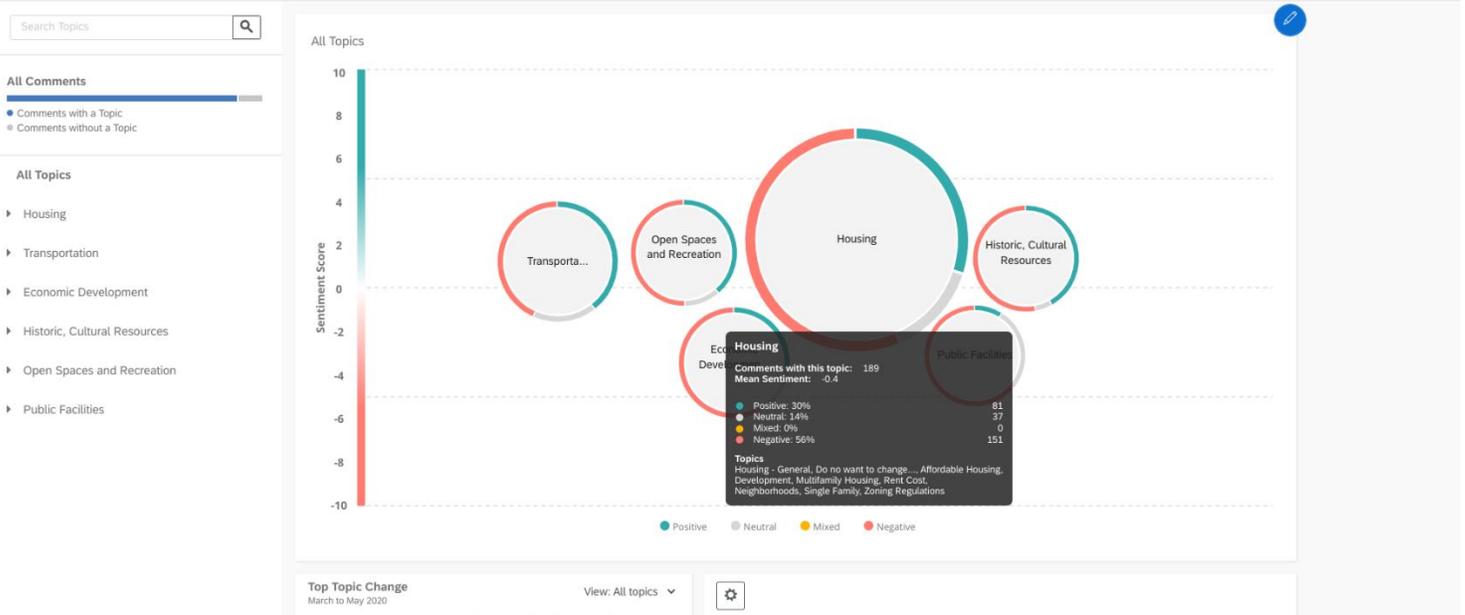


Is there anything you would like to change about residential areas and housing choice in Town?

Survey Actions Distributions **Data & Analysis** Reports

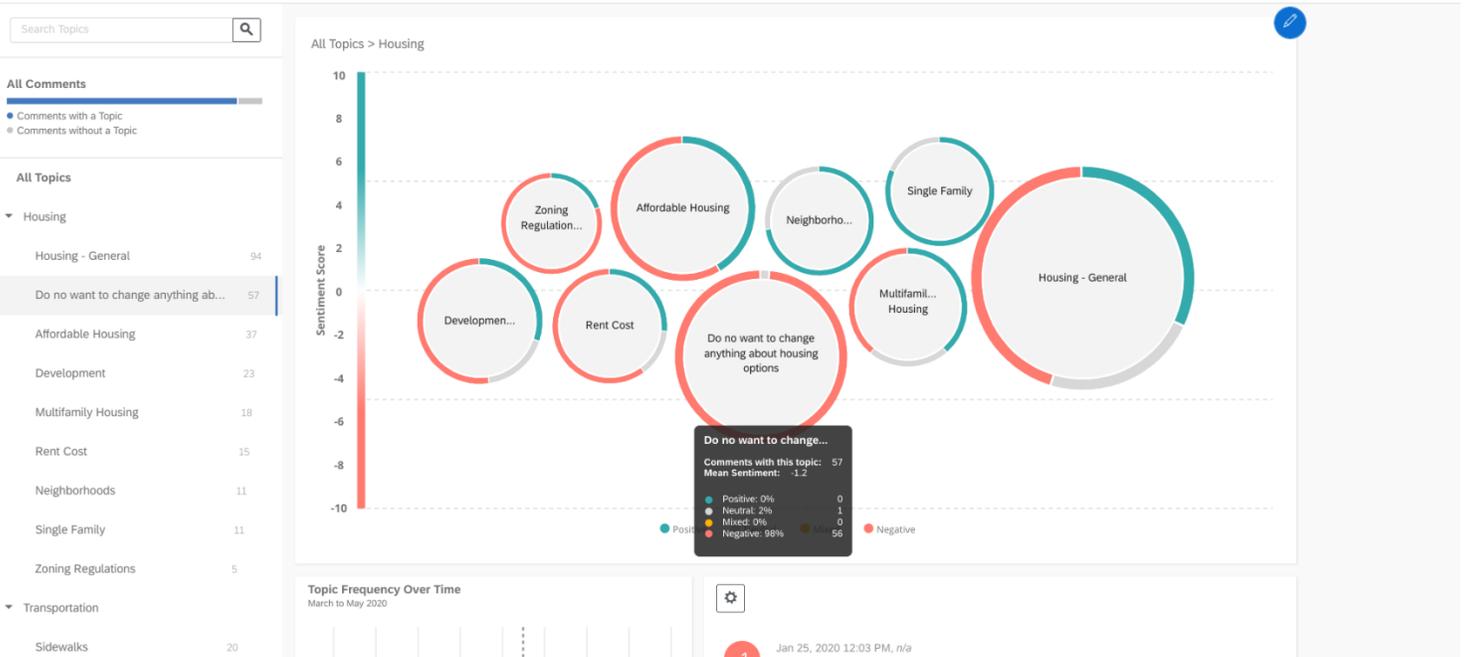
Data **Text** Stats IQ Crosstabs Weighting

Field: Q103_6_TEXT: Is there anything you ... Total Responses: 1,652 Total Comments: 267 Viewing 267 comments (100% of all)



Data **Text** Stats IQ Crosstabs Weighting

Field: Q103_6_TEXT: Is there anything you ... Total Responses: 1,652 Total Comments: 267 Viewing 57 comments (21.35% of all)



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DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
for informing vision, goals & recommendations; & supplementing other community workshop feedback

What kinds of businesses would you like to see in the future?

Field: Q103_7_TEXT: What kinds of busine...

1 New Response

Total Responses: 1,652 Total Comments: 334 Viewing 334 comments (100% of all)

Search Topics

All Comments

- Comments with a Topic
- Comments without a Topic

All Topics

- Economic Development
- Historic, Cultural Resources
- Transportation
- Open Spaces and Recreation
- Housing
- Public Facilities
- High Tech 12
- Health 11

All Topics



Economic Development
 Comments with this topic: 273
 Mean Sentiment: 0.4

Positive: 45%	208
Neutral: 22%	102
Mixed: 0%	1
Negative: 33%	154

Topics
 Business - general, Grocery Store, Restaurants, Coffee Shop or Baker..., Manufacturing and In..., Pizza Places, Independent Local Bu..., Entertainment and Cu..., Downtown, Union Stre..., Retail and Commercia..., Taxes, Marijuana Dispensary, Vacant and Abandoned...

Top Topic Change

February to March 2020



7 Mar 8, 2020 4:10 AM, Economic Development

Field: Q103_7_TEXT: What kinds of busine...

Total Responses: 1,652 Total Comments: 335 Viewing 123 comments (36.72% of all)

Search Topics

All Comments

- Comments with a Topic
- Comments without a Topic

All Topics

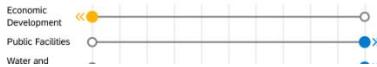
- Economic Development
- Historic, Cultural Resources
- Transportation
- Open Spaces and Recreation
- Housing
- Public Facilities
- High Tech 12
- Health 11

All Topics > Economic Development



Top Topic Change

February to March 2020



1 Feb 4, 2020 1:57 PM, Economic Development

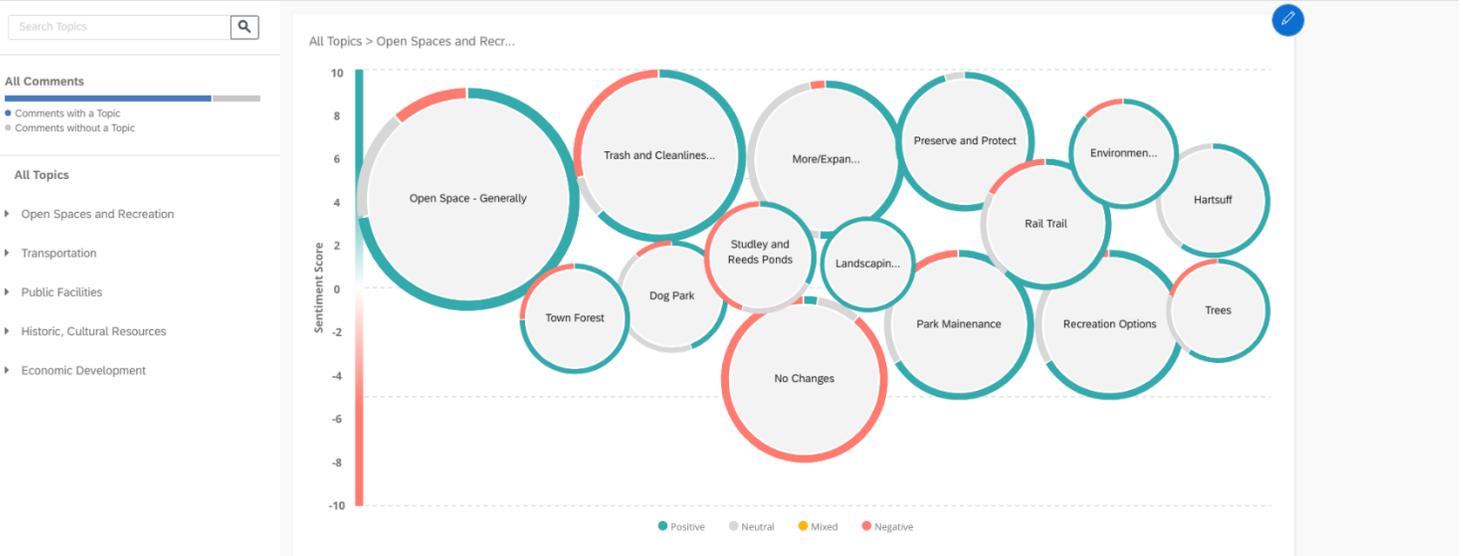


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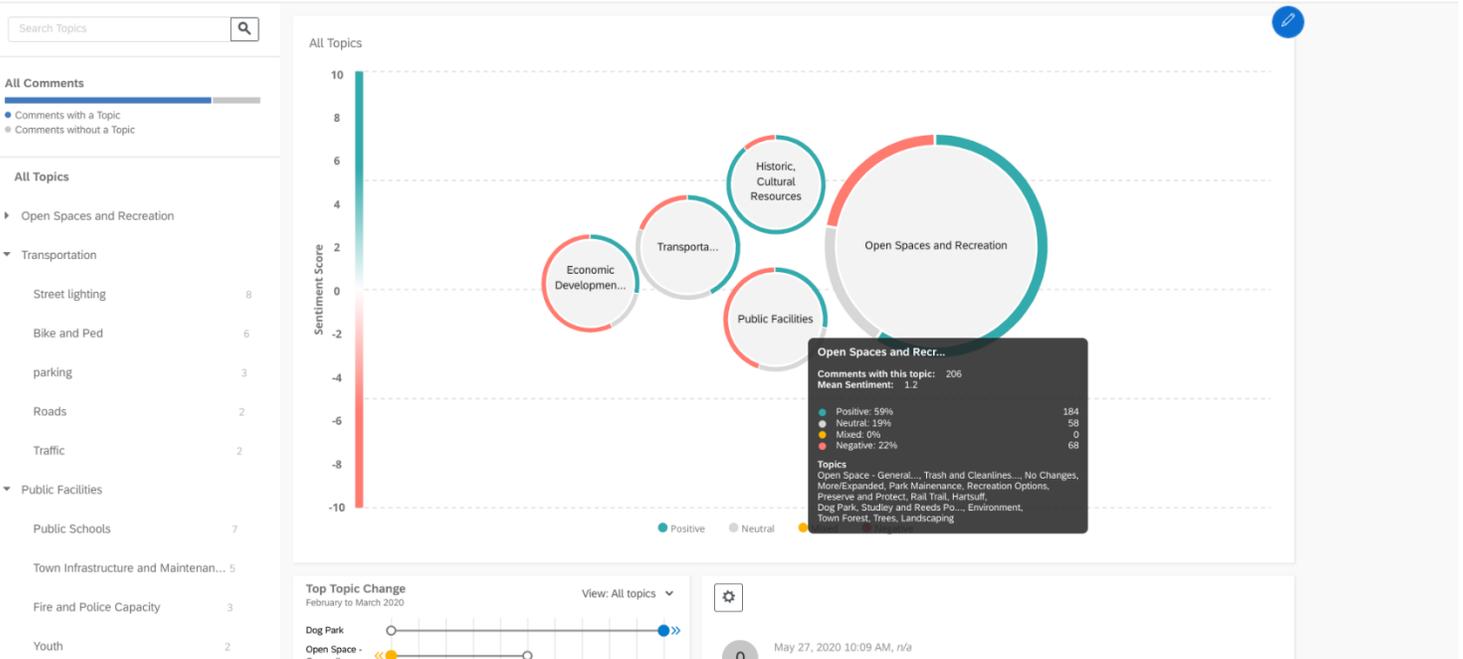
DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
 for informing vision, goals & recommendations; & supplementing other community workshop feedback

Are there any changes you would like to see regarding parks and natural areas?

Field: Q103_8_TEXT: Are there any change... Total Responses: 1,652 Total Comments: 266 Viewing 60 comments (22.56% of all)

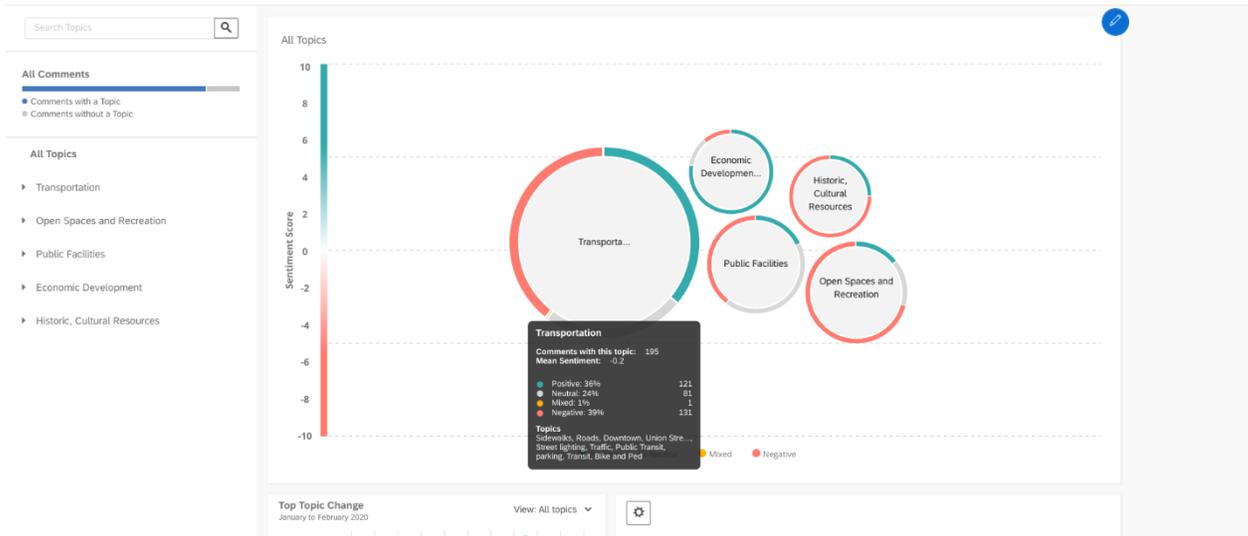


Field: Q103_8_TEXT: Are there any change... Total Responses: 1,652 Total Comments: 266 Viewing 266 comments (100% of all)

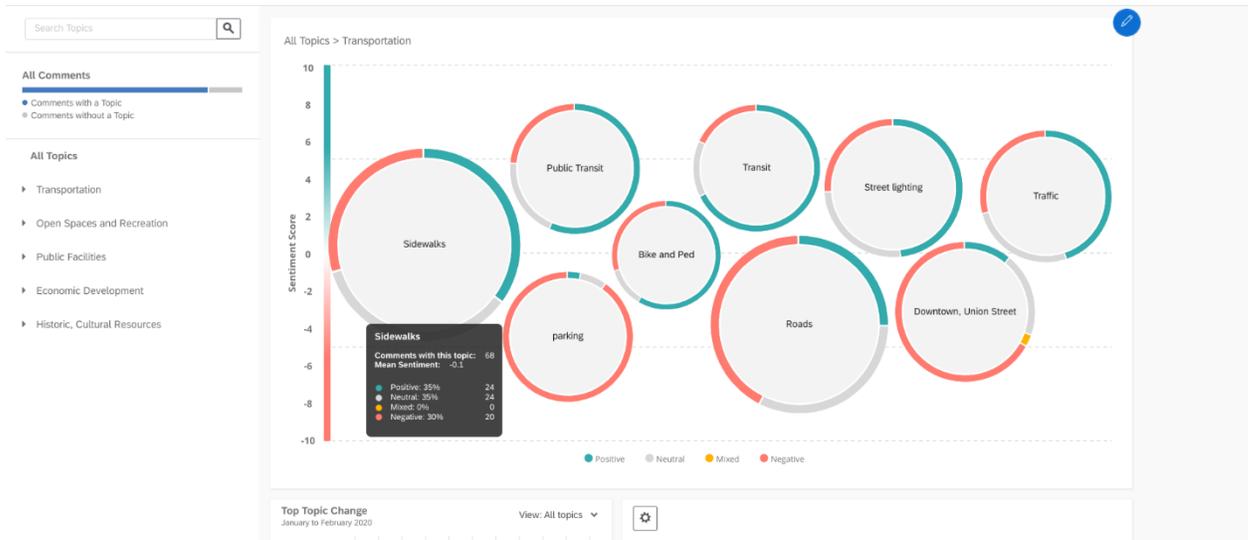


What are things about getting around the Town that can be improved?

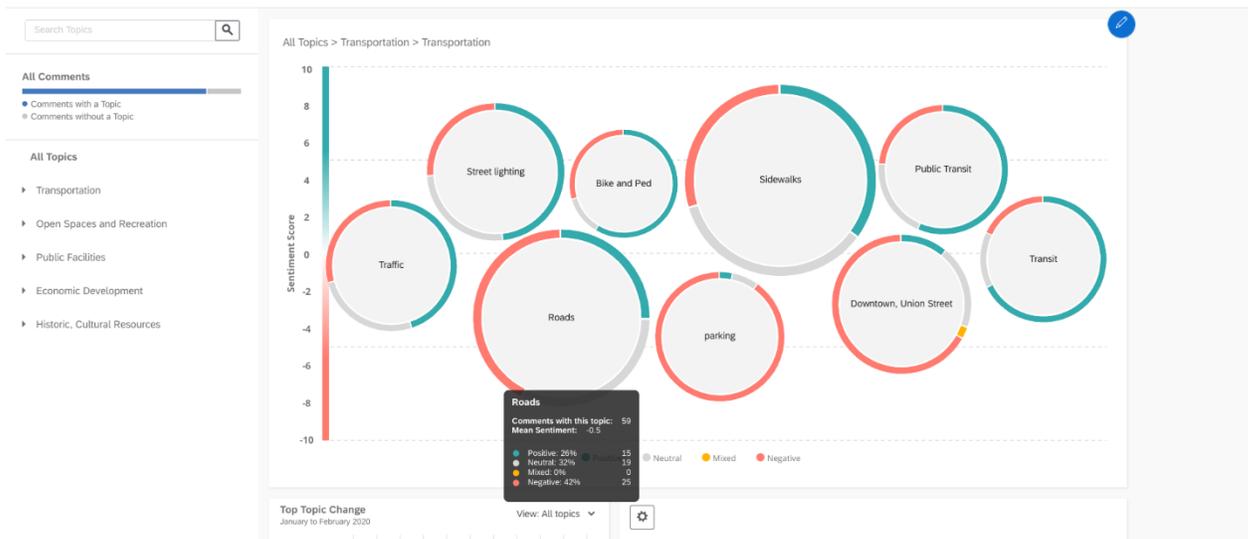
Field: Q103_9_TEXT: What are things about... 1 New Response Total Responses: 1,652 Total Comments: 241 Viewing 241 comments (100% of all)



Field: Q103_9_TEXT: What are things about... 1 New Response Total Responses: 1,652 Total Comments: 241 Viewing 141 comments (58.51% of all)



Field: Q103_9_TEXT: What are things about... Total Responses: 1,652 Total Comments: 242 Viewing 141 comments (58.26% of all)

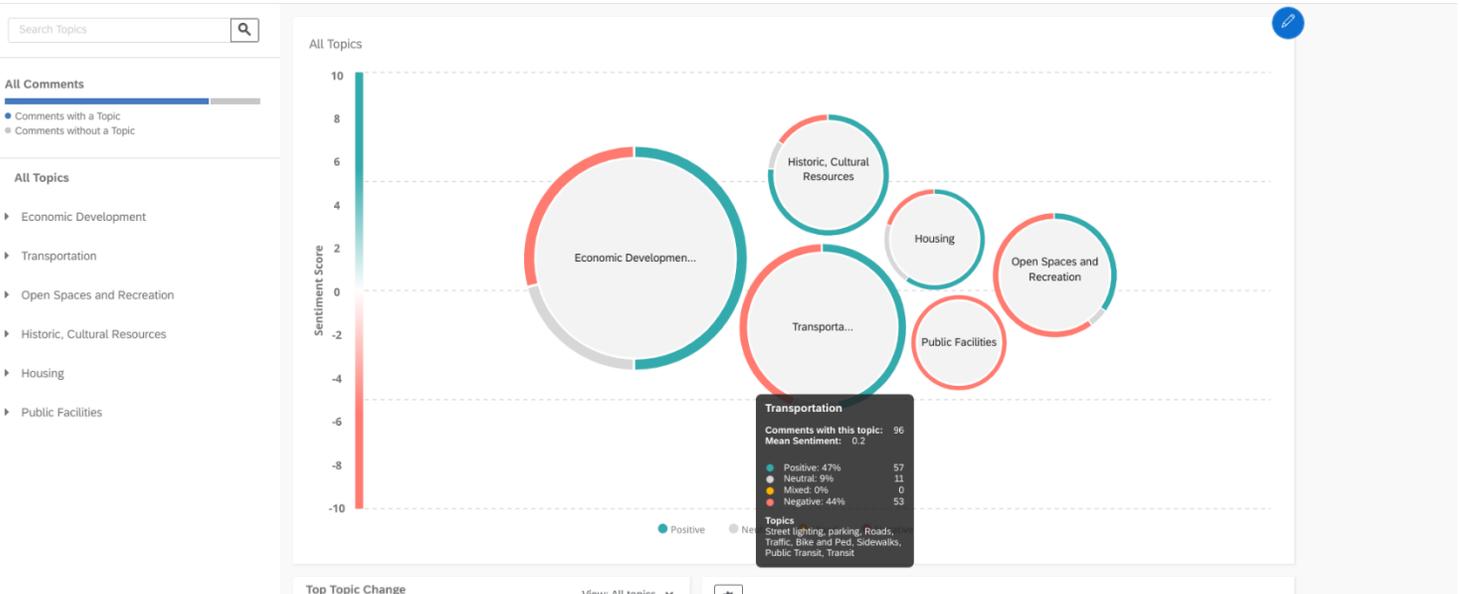


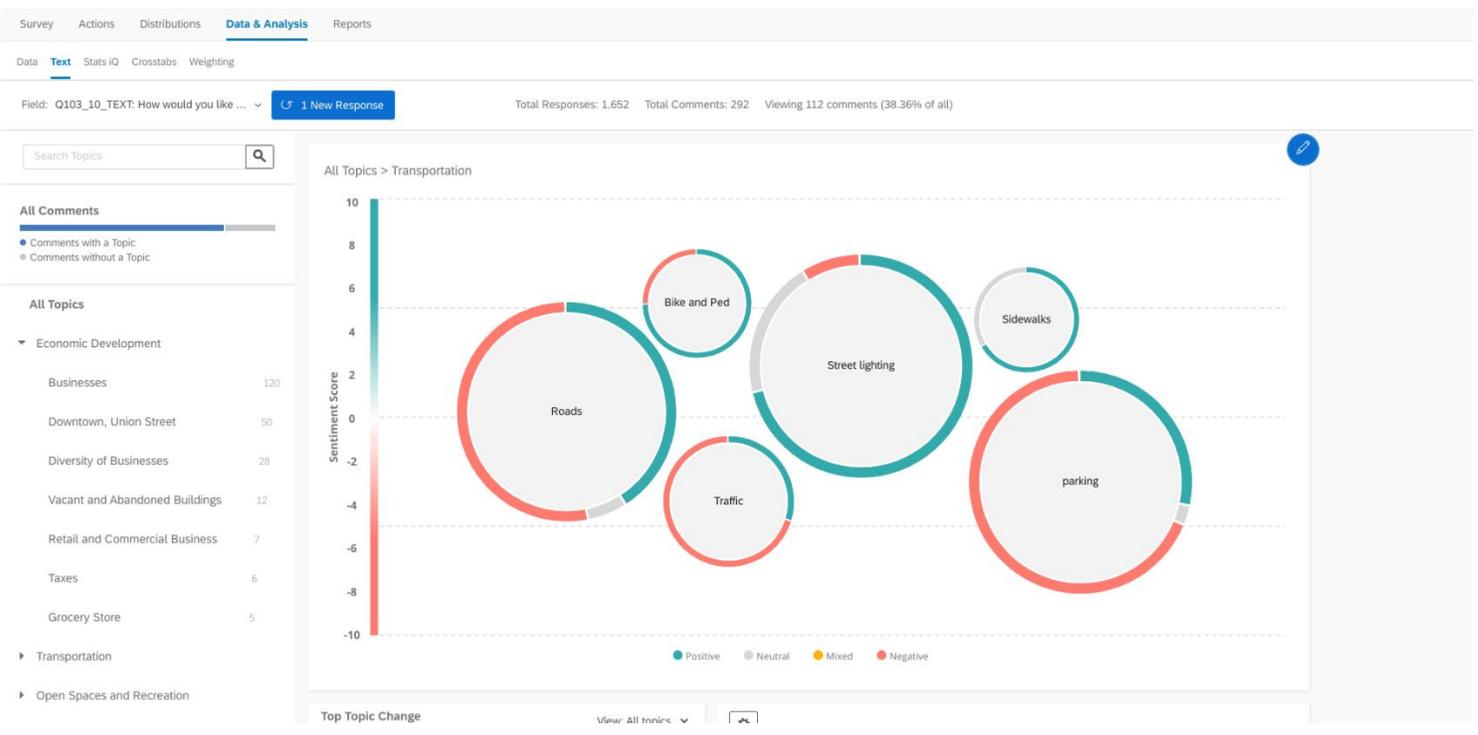
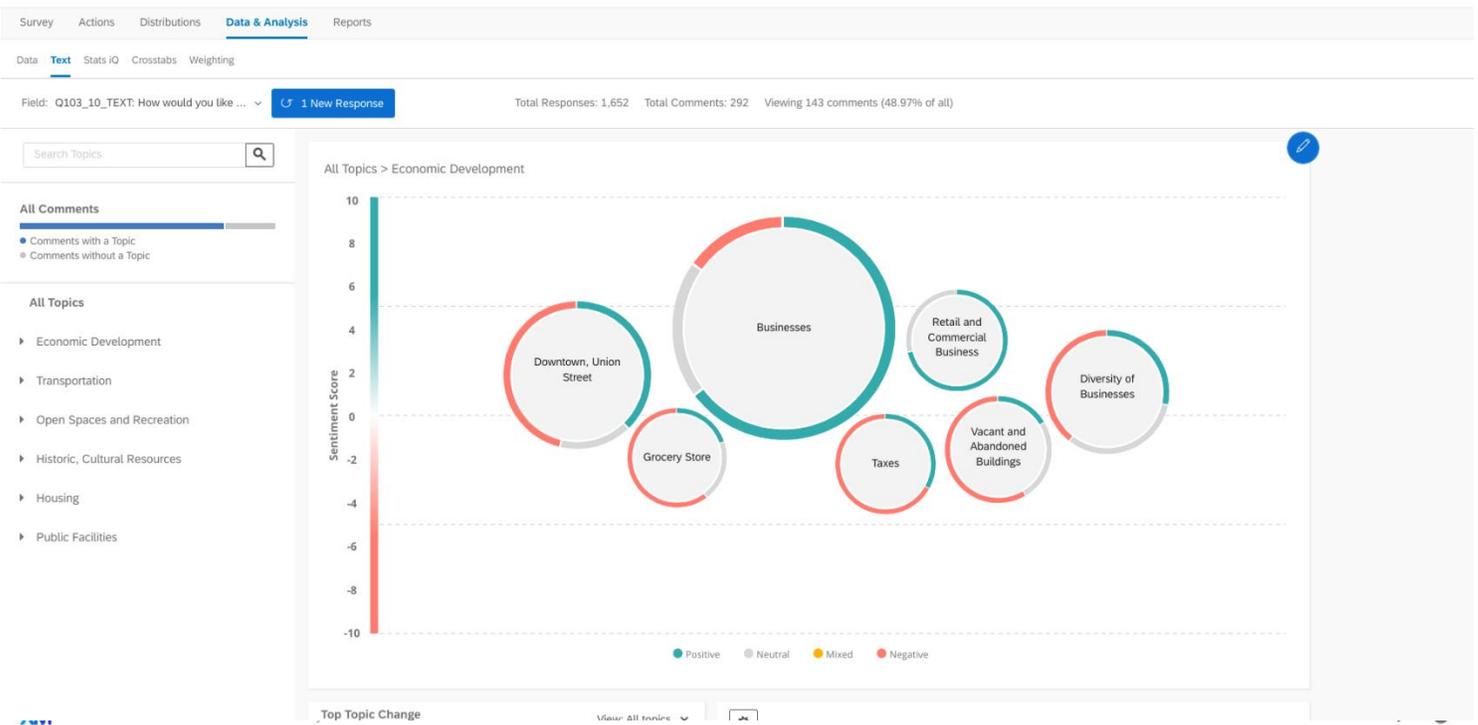
rockland master plan 2030

DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020

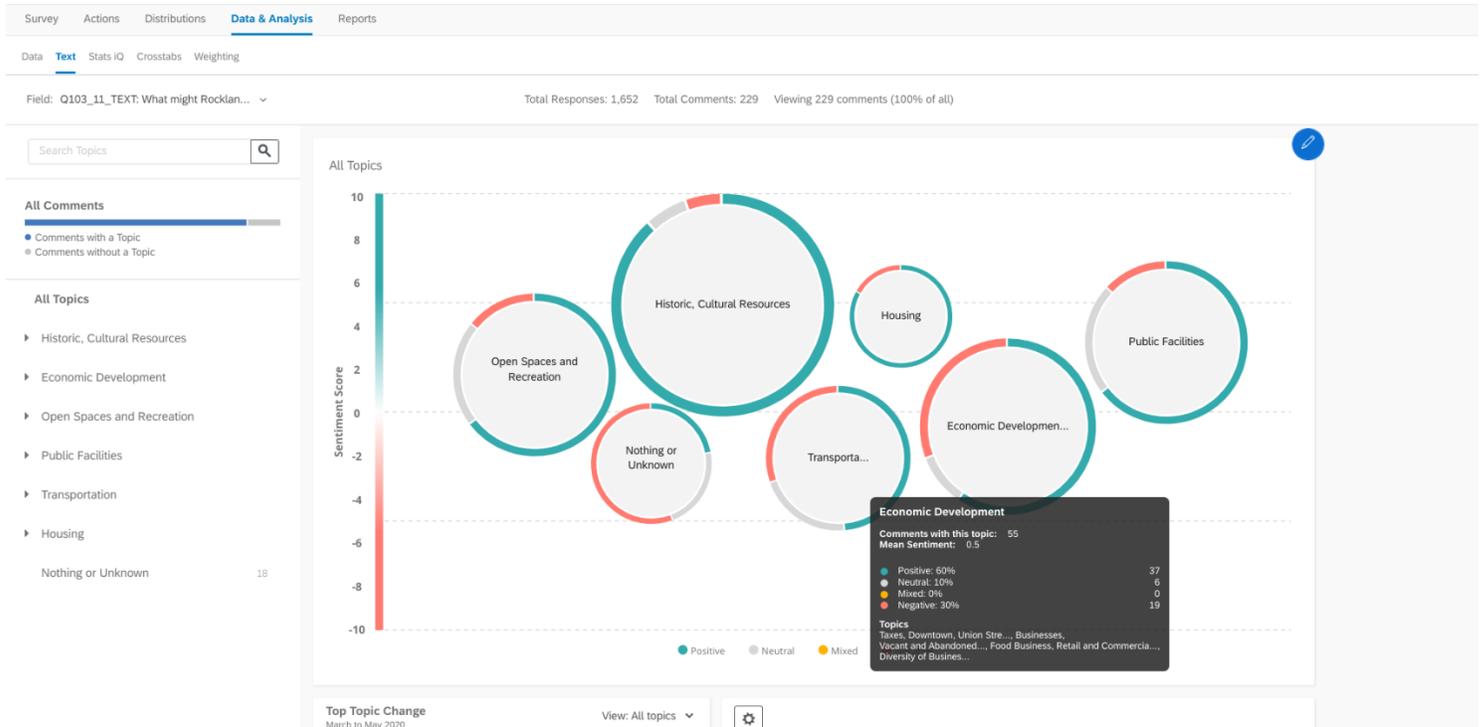
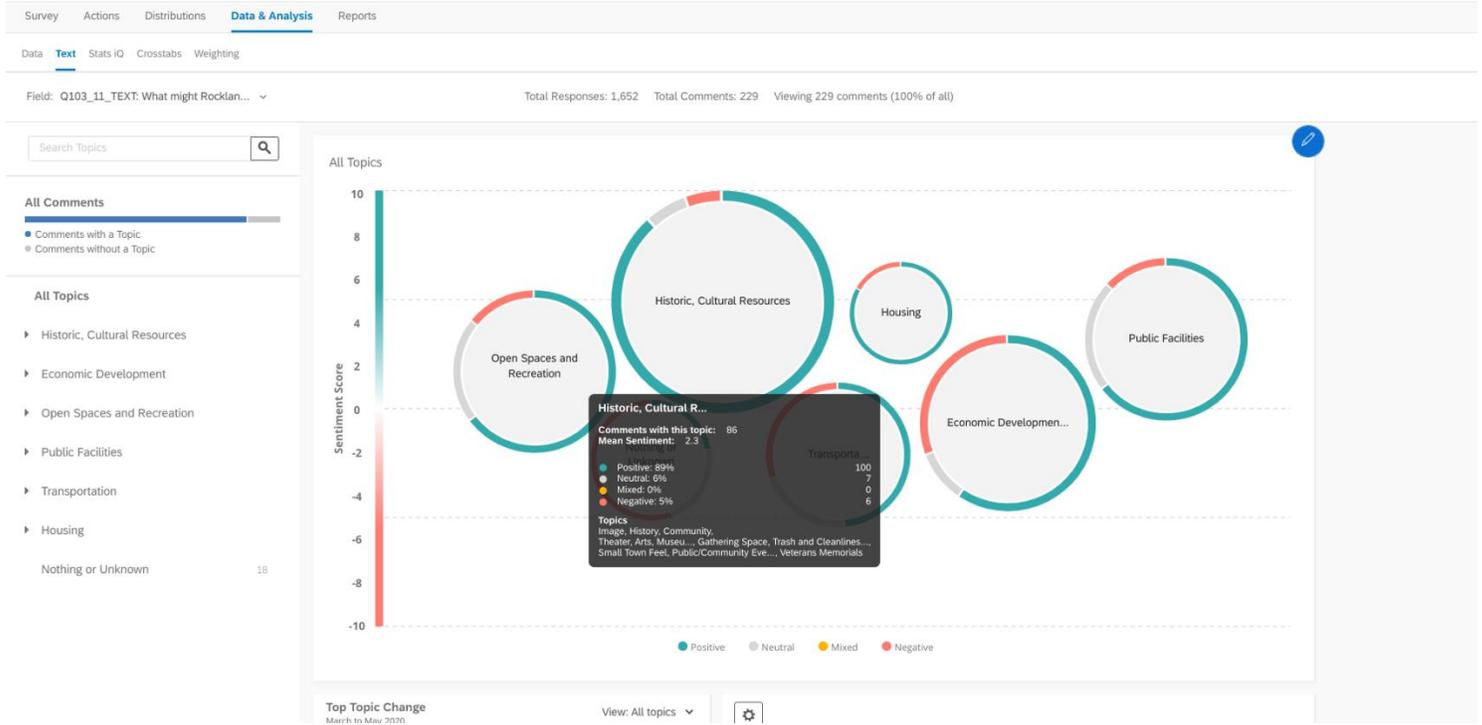
for informing vision, goals & recommendations; & supplementing other community workshop feedback

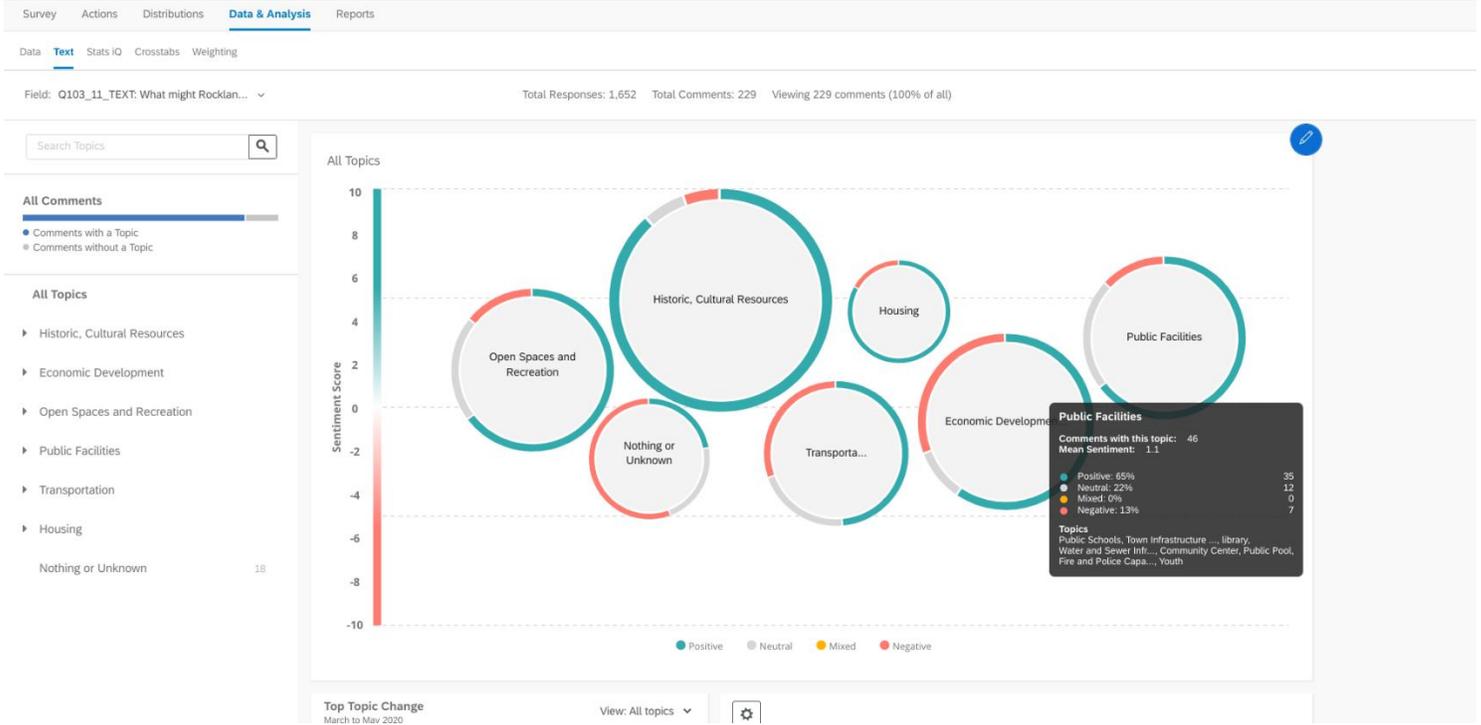
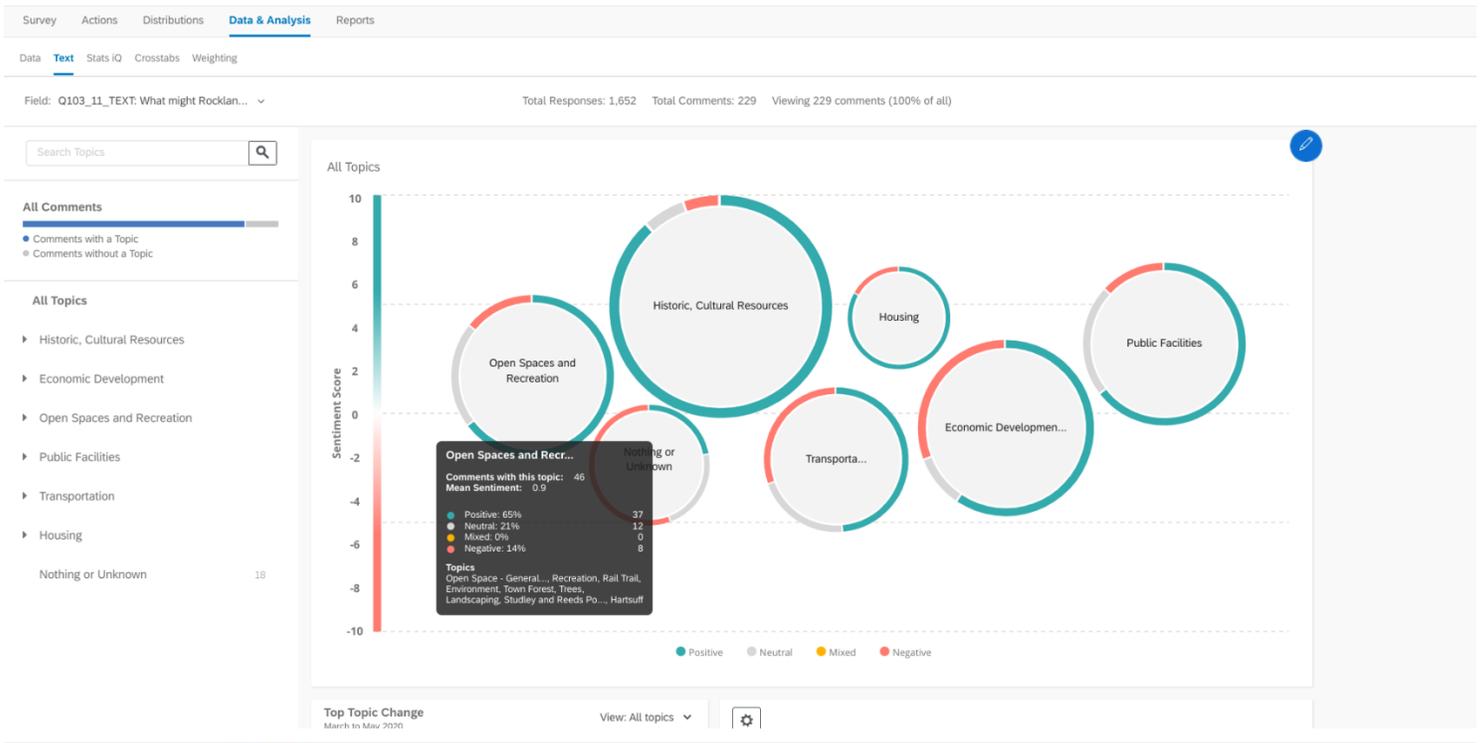
How would you like to see Union Street and other business districts change in the Future?





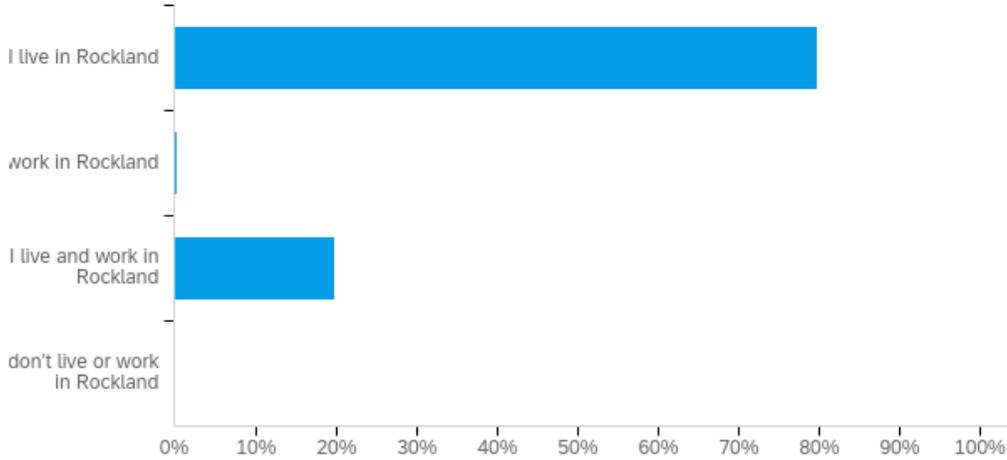
What might Rockland be able to leave future generations as a legacy project?





WHO TOOK THE SURVEY?

Q6 - DO YOU LIVE OR WORK IN ROCKLAND?

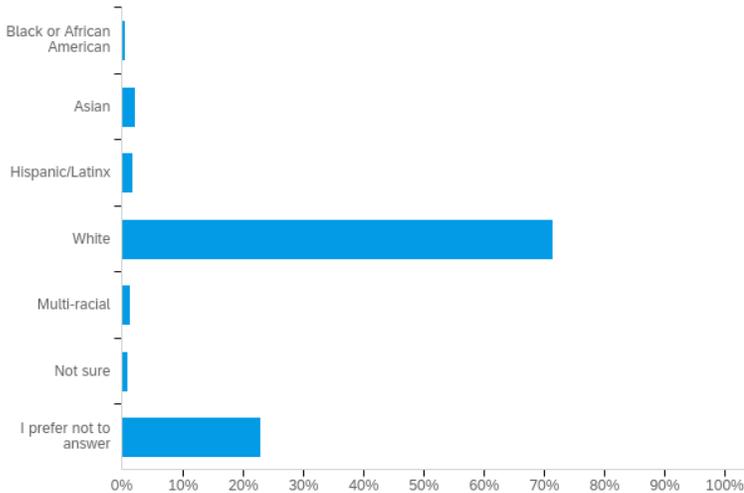


#	Do you live or work in Rockland?	Percentage
1	I live in Rockland	80%
2	I work in Rockland	0%
3	I live and work in Rockland	20%
4	I don't live or work in Rockland	0%
	Total	242

Q7 - IF YOU LIVE IN ROCKLAND, WHAT STREET DO YOU LIVE ON?

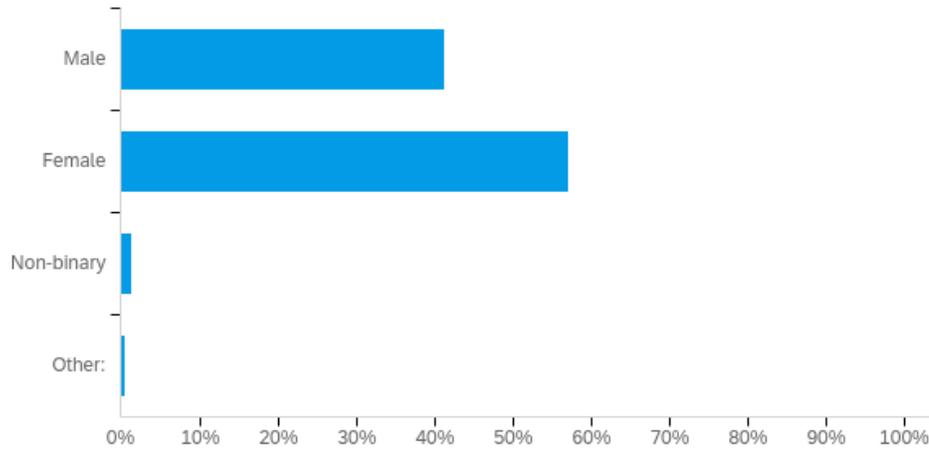


Q8 - HOW DO YOU IDENTIFY YOUR RACE AND ETHNICITY? SELECT ANY THAT APPLY:



#	How do you identify your race and ethnicity? Select any that apply:	Percentage
1	Black or African American	0%
2	Asian	2%
3	Hispanic/Latinx	2%
4	White	71%
5	Multi-racial	1%
6	Not sure	1%
7	I prefer not to answer	23%
	Total	241

Q10 - HOW DO YOU IDENTIFY YOUR GENDER?



#	How do you identify your gender? - Selected Choice	Percentage
1	Male	41%
2	Female	57%
3	Non-binary	1%
4	Other:	0%
	Total	228

Q10_4_TEXT - Other:

Other: - Text

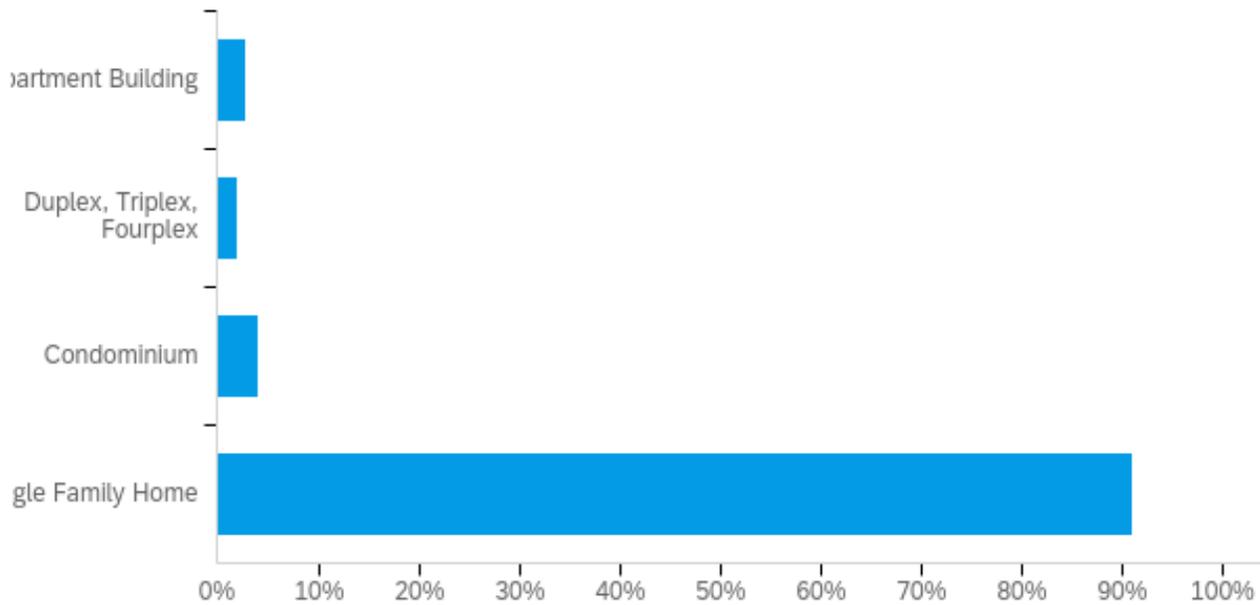
will not answer



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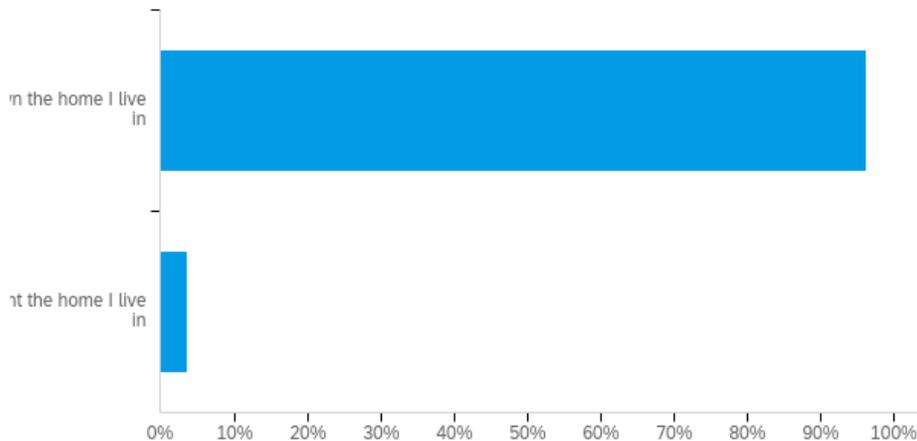
DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
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Q11 - WHAT TYPE OF HOUSING DO YOU LIVE IN?



#	What type of housing do you live in?	Percentage
1	Apartment Building	3%
2	Duplex, Triplex, Fourplex	2%
3	Condominium	4%
4	Single Family Home	91%
	Total	242

Q12 - DO YOU OWN YOUR HOME OR RENT?



#	Do you own your home or rent?	Percentage
1	I own the home I live in	96%
2	I rent the home I live in	4%
	Total	242

ADDITIONAL COMMENTS

Already visually represented and summarized beforehand by predominant sub-topics.

Q25 - ADDITIONAL COMMENTS:

RE: Q21 WOULD YOU BE WILLING TO INVEST IN INCREASED SEWER CAPACITY TO SUPPORT GROWTH? SELECT ANY OF THE REASONS BELOW: N=343

Additional Comments:

Bringing Rockland into the 22 century thinking ahead and taking advantage of the opportunity of the new fields that are coming. We have to look forwa. More sewer means more building. We don't need more building.

We should only add capacity if it will benefit existing citizens by reducing the tax rate.

we are at capacity now. I am not willing to pay for increased sewer capacity to the former South Weymouth, the master developer is to pay for that up Stop trying to raise our taxes.

Taxes are already through the roof

I'm sure you'll hear this a lot but the constant drain on residents to increase our taxes is very stressful. It is all adding up very fast.

Make these new big companies pay for the sewer updates. If they want to build housing and businesses they should pay to update the sewer plant

Question 3 has to be a joke. Because of poor project priorities we're going to get screwed.

Rockland needs a historical society

I font care as long as green space is persevered and no further traffic is introduced on residential roads

Lower the taxes

Commercial tax should be higher than residential - 25%. New businesses, property or development should be required to provide help for improvements

Since moving to rockland 6 years ago my taxes have been raised considerably but i dont see any advantages

Do NOT want new housing complexes built.

Taxes too high

is there a hotel room tax that could help- how can we raise \$ from what we have instead of burden being on residents

Rockland needs to build up current infrastructure first.

The water here tastes awful. I want to be environmentally friendly but the water tastes disgusting

We do not need low income housing. We need people with money to spend in our town and economy

How is it possible for it to REDUCE taxes. Stupid question.

This town needs to get off its high horse, stop and up grade the sewer plant which is already over capacity. Aren't the dam taxes high enough is with

I'd like to see actual development in the town before investing

I rent so its indirect costs

Do whatever is necessary to make Rockland attractive for outside investment. Don't sap the resources of those already in Rockland via taxes, make the

Rockland needs shoppes and restaurants to attract consumer spending and coming to town.

I would only support new housing that was renovated from existing property

Last question is foolish

Question 3 is ridiculous, how will it reduce taxes if we have to spend for more needed capacity

The airbase closed 20 years ago. Get off your asses.

Stop providing water and sewer to out of district facilities

If we have to pay, how will it reduce taxes This question is ridiculous

I barely can afford to live here will all the new taxee

Increase the business tax rates

Rockland is a nice , small community. Let's keep it small. More houses, more schools, More developement ,more traffic and crime!

We cannot support more apartment or housing developments with current infrastructure

Rockland needs to keep its natural land less houses

The only way it can reduce taxes is to bring in industrial businesses.

How can it reduce taxes ????????

You are taxing us all too much

?????? How does this result in lower taxes ??????????

Never mind the above. I would like a better water/sewer solution for current residents.

Taxes are too high already. Make better use of what you have.

It's going to cost so the last question is ridiculous

Only if the housing is affordable

Nothing to raise taxes until you get town budget in order stop making our taxes higher!

How is it possible to pay for a sewer improvement and reduce taxes?

I understand Union Point is in termoil at the present time, but access to the center via North Union street will be vital to our success.

Thank you for asking input

How can it reduce taxes

If we increase sewer capacity we assume more use of water which we cannot supply without further restricting usage by the townspeople and higher costs

town needs to have a building moratorium until all issues with existing problems/cases are fixed



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DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020

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The quality of drinking water needs to be improved as well.
 No central elementary leave neighborhood schools
 Keep mike in office don't lose him he really cares
 Less apartment units
 Someone needs to look into grants, state and/or federal funding. My taxes are so high I have to consider moving.
 No I don't want to invest anything
 We don't need to stack more people in this community.
 I think you get it. Rockland has become the armpit of the south shore
 Housing should be single family houses, not condo/apartment buildings. We need to increase the image of our town and get away from our reputation
 Rockland residents can not afford anymore tax increases. Anything to improve the town is great but not at the expense of the residents.
 I'm all set with new housing options and probably would not vote yes on this one. Pending business and commercial development, I'd need more details.
 It is a necessity in this town.
 To support the right sorts of housing options and commercial, yes. To expand industrial parks or projects like spring gate, no.
 Not sure how this reduces tax burden
 I Really think the town needs more public Housing to support low. Income elders and disabled people to want to wait for those in need.
 Bring technology businesses to Rockland
 we need to attract more business to lower our tax base
 We do not need more housing, we need to make use of what we have first.
 The developer should be paying for this, not residents
 to improve tax burden by adding tax paying business and stop giving land to non profit religious groups
 Taxes are higher than milton
 Deal with facts be real
 What does invest mean if it is unrelated to the tax burden. Arent they the same
 I could not read map so what I hit is meaningless.
 Stop focusing on the sewer and focus on the children
 no more business, or apartments, we're starting to look like Route 1 in Saugus and Revere
 No more debt exclusions
 The developer should pay for this, not taxpayers of town
 Less concerned with Tax cost, focused on improving town quality. There are plenty of housing options. They should be redeveloped, not invest in new.
 Taxes very high already
 No new taxes!! Too high for home owners
 Focus on higher income families and businesses to better assist with investments needed.
 Too many overlapping projects adding to an already tax burden
 Improvements to the water supply is imperative, having a public water source fail MA testing is unacceptable, IMPROVE OUR WATER!!!
 Hard to say yes or no; really need more details as to how this will impact current residents
 aging pipes can not handle any increase in capacity

Q24 - ADDITIONAL COMMENTS:

RE: Q22 - WHERE SHOULD THE TOWN EXPLORE RESIDENTIAL OPTIONS THAT COMPLEMENT THE DOWNTOWN...

Additional Comments:

There are plenty of housing opportunities within Rockland already, we just need to upgrade and maintain the housing we have already. Once we do that then we can judge whether or not we are making the right choice.
 Avoid removing open space by developing on wildlife habitats
 None
 Don't really care, just don't raise our taxes.
 The town seems to never consider the effect of knocking down trees and park like areas. It makes the town less appealing and unattractive in addition to removing wildlife habitats. We are losing too many areas that should be protected. Also the residents and their feelings about how their neighborhoods would change due to this developments should truly be considered. We are paying very high taxes to live here. In addition anymore rental units is a drain on our sewer/water and educational systems with little benefit
 Residential development should never take precedence over natural areas. Nature has been linked to decrease depression in humans. By developing natural environments you will be reaping the benefits of increased residency as mentioned above but, at the expense of people's liveliness which can result in new issues. All complexities should be considered
 Lower speed limit on East Water Street
 no more housing
 None lower the taxes
 park st lots should. be play ground/splash park
 None. No apartment complexes and condo buildings.
 No apartments, no condos, less renters
 No new traditional multi family houses. It only attracts low income renters.
 Nothing in the other areas, too congested already.



None- Rockland is residential, not multi developer hootennannies

The housing behind the old Kmart plaza is an eyesore. We need to keep things looking nice. I'm not against more housing but landlords need to be proud and make an effort to make our community look nice not run down and dangerous.

I do not like multi family dwellings or condos or townhouses. Could not choose to not choose one of the horrible options. Let's keep some of the spaces undeveloped and let nature bloom.

Who's paying for He new sewer plant.....

We don't have the growth capacity to support more residential growth. Lower the tax burden!

Any area that does not affect wetlands

Rockland should collaborate with Union Point to develop that land (maybe offer tax incentives?)

Tear Down the Old factory (same as the one that burned) and replace w/ apartments. Don't kill the trees or green space.

Single family homes. Why is that not an option?

None

A mixture of townhouses and condo units over nice attractive shop fronts

Cannot support housing with current infrastructure.

We don't need anymore low income housing. Just attracts trash

Not keen to see more rental units built. Todays apartments/condos...tomorrows slums.

We dont need any more residential housing

Rather see single family

This isn't something I feel knowledgeable about.

No Condos!!!!

Lower taxes #1 priority!

No more Rockland Place type developments

No more rentals/transient residents - maximize ownership

I do not know the areas that well to recommend one thing or another. I know that having diversity of housing is important. There are young families, but there are seniors too who would like to live in places other than 55+ or nursing hoes, places where they could walk to shopping and recreational places.

None

None of these will give enough tax revenue to cover the costs of municipal services. Taxes have to be revisited which benefits no one who owns their own home.

How and why is Harmon Golf Course on this survey? The process is at Concom.... has this been already approved?

We do not need more large appt complexes

Maybe put apartments with no stairs so people who can't do that everyday can get somewhere close so like near rockland center .

No more ROCKLAND place developments

We do not need another Rockland Place type development

This town has enough 2 & 3 family dwellings. A lot of them are a mess. No more rental properties. They do not generate enough tax revenue.

Please, no more low income, flop-house housing. Stop making this town a magnet for low lifes.

mixed use condos in the Par Street area

How about single family homes to attract nice two parent families with a mother and a father.

Why is "single family not an option???" We have to make families want to live and grow here, not just rent and not contribute!

Personally I don't want to see any more multi-family homes in Rockland. There are enough.

ugh. I know we need more subsidized housing but I'm already considering selling with the section 8 rentals around me.

Why no checkboxes for pocket neighborhoods?

Better senior housing!

Again more public housing units

No large developments that include all low income apartments

Albion court doesn't need anything to go behind it. Traffic is bad as it is and it will make the street less safe for children. Maybe put a park out there

I think we have enough housing.

some of these listed are with wetlands

do not build behind Home Depot this is wet lands and needs preservation

Stated before too many apartments and condos already- would like to see park st area part of downtown revitalization and be part is small shopping area or rec center or turned into a park!! A park on Park st. Would be lovely.

Unfortunately had to pick townhouses for Harmon Golf. Who found that appropriate since it hasn't moved forward of conservation??

stay away from 40B and low income, lets get people to put money back into the town.

Single family houses

Let's get our act together is because we're looking like trash Brockton is moving in and we ate Brockton sweetie

less multi-family, more single family homes

I don't really care here. Make the town nicer. New housing should attract young professionals/families.

VFW Drive and next to Dunkin donuts/ across from the hotel on Hingham Street

nothing at Albion Court or Emerson Shoe lofts. Albion Court is all wetland, Emerson Shoe loft is already highly densely populated.

No more apartments, more single family homes

Goes to my point tearing all the woods up. Soon we will look like brockton

No preference

Albion Ct and Park St should get single family homes.

Opposed to Harmon



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**Q29 - ADDITIONAL COMMENTS:
RE: Q28 - SHOULD THE TOWN PRIORITIZE STREETScape IMPROVEMENTS IN BUSINESS DISTRICTS T...**

Additional Comments:

Without attracting new business we will not be able to afford the upgrades we have obligations for already

This would be contingent on being able to provide adequate parking for increased traffic.

Just don't raise our taxes

LONG OVERDUE! Downtown Rockland was once a destination for shopping

To bury electric lines is crucial but, this is a large expense and should be considered after other forms of upgrading.

Leisure retail

It should be done as businesses open. Unfortunately rumor is that the landlord's are asking too much rent on union street for any small business to survive.

Spend the money on repairing the roads and traffic lights and lighting and safety if everyone. Businesses can plant their own trees and bushes.

Tax payers shouldn't have to pay for any of this bull shit

Clean up and replace the old broken-down abandoned buildings first. Make them something first.

Reasonably

Making Union Street a nice town center area with restaurants and specialty shops with outdoor seating and nice landscaping, flower arrangements to encourage people to go downtown in the evening and on week-ends would be a good idea

Do it without increasing our residents taxes

You. We'd businesses there that people want to visit.

This isn't something I think it very easy simple to figure out, but Union St has a lot of potential as a walking area. If it could be beautified with more park areas and had more businesses that would make people go there, then would seems like a good place to start.

I like the current sidewalk project. I would rather \$ go towards better water than pretty street lights, but both would be nice.

As a wheelchair bound resident I have to use the sidewalks. The pavement is so uneven I'm afraid im going to take a tumble into the street. The roads arent much better

Bring more attractiveness like food trucks, covered and decorated Union street, music festival, rodeo, Shoe manufacture museum and guided tour to. Historical places and houses

There again require landlords to improve their properties when requesting support from the town.

If Derby Street shops can attract people, I do not see why the Town should not

With supported loans which the businesses would have to repay.

Yes !!!

only if there are more shops to attract people there isn't enough variety in rockland yet otherwise it would be wasted money

The streets of Rockland can use more solar powered lighting to help light up the streets after dark..

Yes yes yes

This should be done within reason. Just some sprucing oh, but it's not going to work until you get some businesses that are worth visiting

The town needs vast improvements and sustainable businesses to attract people. Right now there is nothing to attract people.

the downtown has come alone over 10 years I have lived here, but if you want to attract people to our town you must put money into major improvements so people will want to visit. There is nothing here to attract "others" to our town except players, banners, RBG, etc.The restaurants are pathetic. The bars are eh, but the people are very nice and willing to spend money from what I have seen, currently they go elsewhere to do so. But spend the money wisely not like the sidewalks on Union Street that will poured in cold weather and all cracked a month after they were poured very poorly supervised no it always best to take the cheapest bid you get what you pay for no oversight

Solar powered

down town is not near large groups of workers would seem like a waste of money to benefit a few

Beating a dead horse revitalising Union St.

Just for lunch

Yeah we need more trashbags because people throwing trash everywhere everywhere and I think like a store should be open always in a drive-through convenient store what else do we want him and I think the teachers in the schools need to be a little more understanding about people that have a little bit of a disconnect you know some children just don't learn the same way that you weren't in high school and there's a different age that day and age and maybe they need a little like two hour period briefing that they're allowed to use their cell phone so they don't feel like they have to hide it and then I get in trouble and your attention because I can't do Saturday detention every goddamn Saturday taken away from my life,I think more field trips and community influential i I think more field trips and community influential Activities in Lou of holiday stroll in things to get people interacted with each other so people don't have to look like a certain demographic based on where they live or what they do or who they participate with in this town because there's a very small town we all know that

all for this--Rockland needs to look, feel, act and invest more like Hanover

start with streets with no sidewalks and inadequate street lighting.



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ATTRACTIVE STREETSCAPES WOULD GO A LONG WAY ENHANCING THE TOWN

Not until there is something to attract visitors and shoppers; why spend money when streetscape improvements in and of themselves are not going to increase traffic

YES! This is a worthwhile investment in the long term success of the town. A beautiful downtown drives growth!

Open the gate from Union Point to help bring traffic to Union St to use our businesses

YES YES YES Make Union Street a destination people WANT to go to.

remove bump outs and improve placements of crosswalks

Q32 - ADDITIONAL COMMENTS:

RE: Q31 - SHOULD THE TOWN EXPAND ITS MARKETING AND DISTRICT BRANDING EFFORTS TO PROMO...

Additional Comments:

Having someone "sell me" that Rockland is a good place to live would not persuade me. Invest in improvements (and schools) and people will come.

No new taxes

Add sidewalks and street lights to streets that do not have them.

I'd choose the 2 Yes options if it was possible

Why do we need more bars though? That increases burden on local law enforcement and increase access to youth use -

I think infrastructure needs to come first- water, sewer - create an environment that is friendly for development and progress and the rest will come

Waste of time and money until things actually happen. Maybe open up Union Street first

It's not a good place for new homeowners as the tax rate is absurd!

Most "marketing" for the town is done by those who love to live there. Better prioritize investment elsewhere.

Consider changing Rocklands name in order to shed its bad reputation in the past

Yes, but not until there is something worth promoting

I think both YES options are good, but there would need to be more options available if it's going to be promoted as a place to shop and eat/drink.

Sidewalk bumpouts are hazardous to automobile traffic and pedestrians alike. Remove them!!!

Stop wasting money!!

Focus on large tax generating commercial development especially in Union Point

Market manufacturing space availability

My selection includes Rockland is a good place to shop. We're not there. Residents have to shop in other towns for basic needs.

The town should invest in building more parks for kids, connect Union street to the naval base and create more kid friendly stores and parks.. A huge water park would help connect the towns and thus help create jobs. Similar to Water wizz in Waheham..

Gentrification ultimately makes housing unaffordable, and one thing that attracts people to Rockland is that it's affordable to rent/ buy a house/ open a shop etc. And also that Rockland is a nice town with a strong community while still being one of the few affordable towns on the south shore for low/working class people and families

Marketing only as good as the improvements. Schools need to improve in order to promote a good place to raise kids. Too many pizza joints in a small area. Restaurants don't last Banner needs to be cleaned up to make people want to pop on off the street

Since I'm probably the target audience for this - 40's, middle income, family, I think it's a good idea. But like I mentioned previously, I feel like I'm seeing more section 8 rentals coming around me (may not be fact) I'm considering leaving Rockland.

Maybe a broadcast when it's ready for that, but no sooner.

Need something to attract outside business movie theater local theater group something

Much work has been done in this area- now u have to get businesses in.

See previous comments

Standing that that is something that needs to be done but we cannot bring that if we don't have any of those necessities like we don't have work and we don't have plain Street and we don't have anything but bars and pizza shops and I think that shit needs to change put your money where your mouth is again, we have PLENTY of businesses, we don't need more

Again, there is no sense spending money on broadcasting when there is nothing to offer yet; maybe revisit this when some of the improvements have been made

Anything we can do to promote the town to reap the benefits of the booming Eastern MA economy. We're behind our neighbors!

We should make improvements to infrastructure and work with current land owners to make improvements, the town can support owners in RFP development to make improvements.

I say YES to both yes options above!

Need business like RMV, satellite college classes

Q36 - ADDITIONAL COMMENTS:

RE: Q35 - SHOULD THE TOWN SPEARHEAD ADDITIONAL SEASONAL SOCIAL EVENTS BY PARTNERING W...

Additional Comments:



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yes on going programs to bring residents together to create a sense of community
farmers market would be amazing
collaboration with others is essential for development
Yes, in an apolitical events
Yes! Yes! I'm tired of having to go to other towns for these kinds of events because Rockland can't think beyond having veterans parades and high school sports.
Would like to know what they are though Rockland has no direct communication with residents and website is terribly outdated
When I was growing up, communal activities were a staple of Rockland. This mindset seems to have changed. This needs to be reversed and communal activities need to be implemented once again. All three ideas pictured above are excellent options that don't create a large expense.
We currently have no live original music venues despite our rich musical community. I would love to see that change.
Use existing assets
The more we attract people the better our chance of putting Rockland on the map
The farmers market was so great. I was disappointed not to see it this past season. Also, the outdoor movie nights at the calvery were great! The holiday stroll is something to look forward too. The Rockland Day celebration in June was great, loved the fireworks!
Stay out of my pocket
Perhaps haveing some music groups perform in the downtown area. and perhaps encourage drama group activity
People are always looking for outdoor concerts, farmer's markets, and special events.
One event I went to in the summer was a Beatles cover band at the high school. It was a lot of fun, seemed well attended, and felt like something I wouldn't have seen in other towns. All the examples here are outdoor things (which are great) but this is New England and it's often not ideal to do everything outside. Maybe there could be some indoor events especially in the winter. Could the high school project movies or offer other live community events?
Loved where the Christmas event is going. More of that will drive more growth in town.
Look at Union point.....failed
Invite medical facilities like all the hospitals in Boston to open med centers
I think food truck vendors and events like that on an early Saturday night and football games and all of that is good stuff by the end of the day we need to bring money in this town so we can expand it and make sure we're protecting our youth because football is not gonna pay for everybody's college career
I feel the town does a good job with this
Have an annual summer Rockland Day. Have road races, fishing derby, Fall-themed festival.
Farmers markets particularly
Expanding the disc golf course at Hartsuff would allow for PDGA tournaments to be hosted there. These events bring 72+ competitors as well as caddies and spectators. Most will buy lunch, snacks, drinks at restaurants and shops in town.
Create a shoe store branding it "made in Rockland" in order to bring a "theme" to the town
All improvements start local.
All good in theory but current practices don't dictate success Union point had the hang out and activities Rockland could benefit to have something similar.
Absolutely! This brings the community together. Attracts families. Gets people out and spending money!
A great way to bring people to town and showcase the community spirit. This is where efforts should lay at this point- have updated roads and sidewalks and crossing areas.

**Q40 - ADDITIONAL COMMENTS:
RE: Q39 - WHAT IMPROVEMENTS CAN BE MADE TO EXISTING BUSINESS AREAS AT
ROCKLAND PLAZA...**

Additional Comments:
Address the flooding on lower union street and keep the streets clean, make sure that the residents take pride in the town
The turn from Market to Summer Street is dangerous. The bumpouts on Union Street are horrible. I've heard that they were federally mandated but I haven't seen them in any other town.
Do what ever you want just don't ask me to pay extra for it
Get rid of the protruding sidewalks on Union St.
As mentioned previously, the introduction of rotaries could prove to be an enormous improvement. This can encourage more people to want to attend Rockland and shop in our neighborhood.
Everything
Rockland plaza is a real eye sore... clean it up
Underground utilities - the biggest "streetscape" difference between downtown Rockland and any other desirable downtown.
Improving the landscaping and lighting will make our town more attractive to visitors and may encourage people to consider Rockland for their home/business
Improve parking allow overnight parking on one side of stree
Better stores. Whitetrashstores
Repaving streets behind Home Depot
Improve rockland plaza to make it a plaza, not just a dunks church and liquor store. Put some real businesses in there
Like to see a super market move in
Too many curb cuts, overgrown landscape shrubs that disrupt sightlines. Install "No Left Turn" signs in both directions at Dunkin Donuts on Hingham Street-- it's a traffic hazard!
John Dunne Memorial drives needs3 things.1) street lights 2) Sidewalk and 3) a better road.



Add a sound barrier on gardner, homes that abut highway! The sound level is higher than medically necessary

I love the feeling of so many European Towns, I cannot see why we should not strive to that, places walk, eat and shop, a destination to go visit spend nice time.people can wal

Offer grants to improve curb appeal to residences on main streets

Rockland is a very walkable town.

have a left turn arrow from weymouth st to Nothpoint & also Hingham st into the Park & Ride

Rockland Plaza is a huge eyesore. Great spot to add additional shopping. Get the church out of there. Level it & re-design to attract shoppers to town. They could also enjoy our local restaurants.

There is now no enforcement of.traffic laws!!!

I've seen many people in Rockland without cars who have to walk to go shopping, so I think market St could be improved to help these people get around town. I've seen people crossing market St with shopping bags and it dosent look safe

All of these are desperately needed in town.

Like I said, cavalry chapel is an unattractive waste of potentially great retail. The businesses near the highway are fine as industrial parks go, but they're industrial parks and will never attract people so all we can do is make hingham street look attractive on the way into town to try to induce people to drive down it to where the revitalized historic district is

i have continued trouble with the left hand arrow at Delahunt drive and vfw parkway coming from SSH at night the light never turns green when only one car is at the lieft hand turn light

Rockland Plaza: get a place to eat down there. And something to attract people for more than an hour. Like a small movie theatre. There is nothing down there to

We need to re-open that split that cut off right by the VFW

Rockland Plaza needs to be revamped, it is unsightly, under utilized, and ugly

streets that are in town still dont have sidewalks.

More and varied businesses in these areas would be helpful

I'd focus more of the street improvements to the Plaza, as its more walkable from residential.

Parking

Add a grocery store!

Zoning to support mixed use at Rockland plaza.

Need to promote these areas more.

There is alot to be said about streetscapes. You want people to want to go there.

need businesses that are growing like medical facilities

Q43_6_TEXT – OTHER

RE: Q43 - SHOULD THE TOWN STRATEGICALLY IMPROVE ITS KEY PUBLIC FACILITIES TO ALSO ACHIEVE OTHER TOWN ECONOMIC DEVELOPMENT GOALS? DRAG THE PUBLIC FACILITY TO THE APPROPRIATE BOX:

- Other - Text
- Post office
- Historical Socirty
- Health Dept. Why is there no Public Health Nurse? VNA services do nothing for the community
- Where is the community center?
-
- Fire station
- Fire station
- Hardstuff Park
- 99 Church St Lincoln building
- none
- Middle School
- Town hall
- Building a sense of community is important to feel proud and work for the good of all
- No
- A community center would be nice
- congregation courtyard without other prior improvements would end up like barron plaza in central sq, cambridge
- Lincoln School
- Remodel the existing elementary schools
- Sports Complex
- Pool

Q44 - ADDITIONAL COMMENTS:



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RE: Q43 - SHOULD THE TOWN STRATEGICALLY IMPROVE ITS KEY PUBLIC FACILITIES TO ALSO ACHIEVE OTHER TOWN ECONOMIC DEVELOPMENT GOALS? DRAG THE PUBLIC FACILITY TO THE APPROPRIATE BOX:

Additional Comments:

Leave our existing building alone. Improve them but never destroy them or harm them in any way. They represent our town's character.
Fire Station should be updated and expanded in place.
We need to improve (or move) the fire station and maintain a community center -either at the McKinley School (if feasible) or elsewhere
No new over rides
We cannot to do anything with these buildings if we are moving forward on the new school and fields. Which by the way is going to a traffic nightmare to get to and from the school district unless another road is built coming in
The youth center is terrifying looks like a prison- needs to be first on list for improvement
This town needs a New Fire Station it's 2020. It's Time
Yes improve current infrastructure
No more schools. No more community centers. We need safe places for the youth to play snd grow. Parks for everyone to enjoys. Not just young or seniors. A nice common space or Karl. Look at the beautiful park Whitman has. Where is our reflecting pond snd beautiful benches and green space
Will not let me choose
Towns off their rocker
If buildings need \$\$ to repair and upkeep get rid of them and bring in business that will improve residential tax base.
The fire station should be kept downtown and renovated. It would remain central and is a place where people know they can go for help or directions. Moving it to a side street would be a mistake.
add activities that will be attractive to town residents and also attract visitors to the town
Study is flawed cant move boxes to no
99 Church St Linln building needs to be either raised or somehow utilized
no we can't afford this
No
New fire station!
My daughter attends daycare at the McKinley School and I was at the town meeting that approved fixing the sprinklers. I think that was a good choice for the short term, but in the long term, something else needs to be done to address that building and the facilities in contains.
The empty shopping plazas need to be addressed
I am in favor of new school plan and new fire station plan
McKinley school -3rd floor is a death trap
NO
Town should leverage existing public facilities as stated above.
Library is most important public resource.
Build a new fire station and use the old one for a community center - with parking or just make it a parking lot
Town hall needs an overhaul across the board. All fire stations should be giving the funding/improvements in order for them to do their jobs safely.
The town hall looks like crap compared to every other town hall around.
Rebuild Town Hall in the same site to create an historical-looking structure. Current bldg is ugly and totally un-inviting. The front entrance looks like it's closed.
Super market
Fire Station
Funny how it is hard to drag to the no box
Combine Town Hall and Community Center. Seems many people are in favor of keeping the McKinley School. If it is worth the investment, make this the new Town Hall and reuse the existing town hall.

Q48 - ADDITIONAL COMMENTS:

RE: Q47 - WHAT SHOULD THE TOWN DO TO HELP RESIDENTS GET AROUND WITHOUT USING THEIR CA...

Additional Comments:

No new taxes
Why did the highway department remove sidewalks and replace with berm? Sidewalk improvements are better than ripping them out.
The intersection at Steve's gas station needs to be addressed
I think other things should be done first
no traffic calming measures and no bike lanes
A bus route will bring more people to town so they can shop but they need more than pizza and food. We need to bring in other businesses that offer retail items
Consider MBTA Bus route to Braintree T station
Open the gate at end of union and widen reservoir park dr
none
Improving roadways encourages the use of private vehicles



bike share
Police must do their jobs and enforce speed limits! Not happening.now on 123 or 139.
Put a traffic light at Liberty and East Water
Public transportation/bat bus connections would improve the lives of Rockland residents who don't have cars
It's really hard to read the survey. You can't zoom anything
Just a fact people will not abandon driving their cars to get around. All the improvements are fine but unless their is better lighting and people feel safe walking around town not worth the effort. When people can't walk the rail trail now during the day without being attacked it's not a good sign
omg, I would love transport to commuter rail. that's a fantastic idea.
utilize the local commuter train stations better with downtown shuttles to trains in am an back in pm
Install a pedestrian walk signal at E. Water & Howard St. intersection. For safety's sake!!
No bike lanes
Rockland does not need "city-like" transportation--it's a recipe for uncontrolled growth and costs
Invite public transportation to the town
bike share program

Q55 - ADDITIONAL COMMENTS:

Q54 - SHOULD THE TOWN SPEARHEAD THE CREATION OF SMALL POCKET PLAZAS WITH SEATING...

Additional Comments:
Don't ask me to pay for it
Yes to both BUT they would need to be maintain. Has the potential to become hanging areas and trashy
It will encourage loitering after hours
The town should make recommendations but not spend money on it. They should be willing and open for when a business is interested
No way
yes to both
Does this survey end?
Improve the pond area beside CVS to provide water activities and provide seating areas where residents can meet and communicate
Kids would just be hanging there
The town is not anywhere near this step.
That idea has no appeal.
Again you need businesses that people want to go to
So long as it fits with the general design of the town
This could bring more problems, specially for union street
I have a feeling these things will just be vandalized and not properly maintained
As long as we can encourage them being family friendly and not a zone for hooligan teenagers and day drunks
Both "yes" ideas are great but it won't let me choose both.
"
Yes to both!
Allow business to do this. Don't make them jump through hoops to get approved.
I love the idea of more public art. Again, give people a reason or a want to come to Union street!
there is not enough room for parking have to fix that first

Q57_1_TEXT - WHICH LOCAL PARKS, REGIONAL, PARKS, OR LAKES NEED THESE IMPROVEMENTS?

RE: Q57 - ARE THERE ANY EXISTING PARKS OR HISTORIC/CULTURAL SITES THAT COULD BENEFIT FROM BETTER SIGNAGE, VISIBILITY, AND AWARENESS?

Which local parks, regional, parks, or lakes need these improvements? - Text
all of them
All our parks and ponds
Library McKinley
Hartsuff Park
Reed's Pond
None
Idk
Reed's pond
Reeds
Bicentennial



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Hartsuff park is a beautiful park in Rockland but, many people do not know it exist. Signage and promotion should be considered.

Hartstuff, waterfronts

Studley Pond

Reeds Pond, Town Forest

heartstuff park

Rail Trail, Reeds Pond Park

Hartsuff Park

Reeds pond

Hartstuff

All

Rail trail, town forest

Community center

No

all

All

Crayola house

Studley Pond

All

N

pond

all

Hartsuff Park

all

Phoenix bldg

Hartsuff Park

Reeds pond.

Bicentennial park

Hartsuff Park

Done with this survey

Hartsuff

Hartstuff

Hartsuff Park

Hardstuff Park

Hart stuff Park

Hartsuff

Historic district

No

A

GAR Hall

Heartstuff

Hartstuff park

Hartsuff park is so uniquely tucked away, it is easy to miss if you are looking for it.

Town forest

forest

Town Forest, Hartsuff

library

I am not sure what parks are historical...

Rockland Memorial Library

Hartsuff

Hartsuff

Pond

Hartsuff Park

Reeds pond, historic district

Reeds Pond

The reservoir is a really nice area to walk or bike around that I don't think most people know about.

Memorial Park playgrounds. Pond area behind cvs. Bicentennial park.

No opinion

Grand Army of the Republic hall

N/A

?

Reed's pond is truly an eye sore

Hartsuff Park



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Libray
 Make Reed's Pond swimmable again.
 Reeds Pond
 Create more lakes in town
 I do not know
 reeds pond
 Reeds pond. Hartstuff Park
 Hartstuff
 Hartsuff Park. Town forest
 Studleys pond park
 Hartsyff
 Library
 hartsuff park
 none
 The playground in between the middle school and Memorial Park
 Make Reeds Pond a destination instead of a drug den (and stop building so many drugstores!)
 The trAck is a mess and a lot of people use it
 Union point trail
 All lakes, hartsuff
 McKinley
 Hartsuff park
 Phoenix bld
 None
 Hartsuff park.
 Hartsuff park mostly, although all the parks and recreational areas are in need of signage. I have lived in town for 3 years and am not aware of any parks and recreational areas outside of Hartsuff park.
 Studley pond
 Whichever ones you want people to go to, since none of them are particularly attractive now
 Lake behind cvs
 no
 Pond
 None
 V
 Community Center
 Reeds pond
 Town forest
 Library
 Reeds Pond
 Cross walk from town forest to open space on Union Point
 hartstuff park
 Hartsuff Park and Studley Pond
 Hartsuff park
 Hartsuff park
 Reed's Pond, Lincoln School, McKinley School, Hartsuff Pk, Tramp House, Library.
 Hartsuff park, studleys pond, the history of this town in general.
 Bicentennial Park and Reed's Pond
 Community center
 None
 Studley pond-is this public?
 All
 studley pond
 all parks need better signage
 Reeds pond
 Rr trail reed park
 All of them
 Reed
 all of them
 Reeds all uptown and need bushes and better walkways similar to Hingham
 all of them
 landfill on nas weymouth property that is on Rocklands land.
 HARTSUFF PARK
 1
 all parks, lakes, should be well labeled with directional signage as well



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Phoenix Building, McKinley School, Library... Anything along Union.
 Reeds Pond
 Town Forest
 Town forest
 Ga r hall
 Community center
 Studley/Reed's Pond
 Hartsuff Park
 All of the above
 None
 Hartstuff
 Hartshuff. Many people aren't aware of it. Provide better access to it. More maintenance of Spring Street fields including lights.
 I didn't know there were lakes so I guess all of them
 Reeds pond
 Division Street to Stadium route
 Reeds
 Hartsuff park
 All
 Library
 All parks
 Phoenix Building
 X
 Reeds Pond
 Hartsuff
 We need a track for walking and running

**Q57_2_TEXT - WHICH CULTURAL SITES NEED THESE IMPROVEMENTS?
 RE: Q57 - ARE THERE ANY EXISTING PARKS OR HISTORIC/CULTURAL SITES THAT COULD
 BENEFIT FROM BETTER SIGNAGE, VISIBILITY, AND AWARENESS?**

Which cultural sites need these improvements? - Text
 all of them
 Our library
 Library
 GAR and Almshouse
 G.A.R.
 None
 holy family church
 Idk
 Library
 Local forest
 Increasing awareness of all cultural sites should be considered
 Beal Family Cemetary
 Library
 Phoenix Building
 Crayola House
 Rockland Memorial Library
 Library needs major renovation/overhaul.
 The VFW, AL Hall, Eagles Hall, etc
 No
 Phoenix Building, visually unappealing
 The Library
 All
 Any of them...not sure where they are and what public events or access there are
 The art building
 Library
 all
 all
 Hartsuff
 Library - remover cumbersome trees from front.
 Rockland town forest
 Historic district



None

A

Library

Phoenix Building

Library

Grand Army

All of them

None

All of the ones listed with pictures above. Some of them I didn't know where historical

Holy Family

All of them

Library

Na

Crayons house

Mckinley

Vfw

Library

Crayola house

N/A

?

Vfw 22 church st

GAR Hall

GAR Hall, Community Center, Alms House

Library, union street

Library

n/a

Library

Hartstuff park bicentennial park

Library

Library

none

Football fields and parks for playing

Library and Community Center

The cultural site of col. hunt drive should be leveled. Start there

Veterans memorial

McKinley

McKinley school / community center needs major improvements since much of Rockland relays on the WIC program and public daycare

Library

None

None

Is the Crayola house a site? I thought it was just an eyesore. Can we tour this thing?

McKinley kind of looks trashy with their grounds from the outside.

The public library can certainly be improved as well as the 4th floor artists building and any/all historical buildings immediately visible in the downtown area.

The church can afford its own improvements. The McKinley School could use some signage if it has some public use. The library could use a changeable outdoor sign to announce programs

no

What cultural sites?????

None

G

Grand Army of the Republic

Reeds pink

Awareness

Community center

Town Forest

GAH Hall, Mckinly

Railway

mckinnley school

GAR Hall

Holy family, library

Library

Tramp House....before it falls down, please.

The stadium



rockland master plan 2030

DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
 for informing vision, goals & recommendations; & supplementing other community workshop feedback

Community Center
 BAD Hall
 library
 what cultural sites?
 Library
 Unknown
 All of them
 None
 which cultural sites are there?
 Peterson's plaza post office
 Library
 GAR Hall, Library, all churches, some are historic,
 None
 GAR Hall
 McKinley
 Mckinley, Phoenix building
 Phoenix Building
 Library
 Not sure
 Library
 All
 Library
 None
 Granger hall
 We have cultural sites??? Add them but must coincide with higher income residents and businesses who will utilize.
 All! I had no idea there were historical sites
 Library
 All
 All cultural sites
 McKinley School
 X
 Library, GAR hall Community center
 All the historical buildings above. Something like improved landscaping would help. You don't want to change the buildings themselves, but some curb appeal would help.
 McKinley

Q57_3_TEXT - HOW CAN THE TOWN CAN IMPROVE ITS HISTORIC DISTRICT ALONG UNION STREET?

RE: Q57 - ARE THERE ANY EXISTING PARKS OR HISTORIC/CULTURAL SITES THAT COULD BENEFIT FROM BETTER SIGNAGE, VISIBILITY, AND AWARENESS?

How can the Town can improve its Historic District along Union Street? - Text
 More information about the lineage of the town and people who made it
 improve streetscape, walkability, add signage
 Provide small loans so folks can paint their homes
 Consistency in appearance, signage
 Repair McKinley and preserve Firestation
 already done
 None
 Idk
 Besutification
 landscaping/signage
 Historical sites should include info about why it's historical. Citizens should be able to freely walk in and inquire about the history in addition to having access to pamphlets about the site.
 Better lighting (Solar)
 Provide details of the history
 Signage at Historic locations
 Improve the overall look of the street also people don't know about these historical sites
 more signs and fixing up buildings
 Put history pallets outside the historic buildings
 Signage, better businesses to draw people to walk the area
 Restore/Rehab



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Lights
 Visible painted crosswalks / new street lighting that are similar to main street in Brockton
 Not let the buildings deteriorate
 Lighting and advertising
 No
 gentrify for the modern era
 Improve signage
 keeping it clean/running the street sweeper once and a while
 Nothing
 Make it more eye catching
 Just keep the streets clean of litter. Business owners need to get out and clean their frontage
 Get rid of too many pizza shops and encourage new business
 lights
 Better signage, have seating areas and interactive areas to attract kids and families.
 Cant
 Better landscaping and maintenance of building external features
 upkeep
 Lights
 all
 Get those old buildings fixed up
 Solar Lighting
 Underground utilities. Improved lighting.
 Better Lighting
 More upscale curb appeal, remove neon lights, outdoor restaurants, wine bar
 Solar Street Lights
 More attention to beautification
 keep the historic building in best shape
 Leave
 A
 Clean and fix facades to original beauty
 Lighting
 Have businesses instead of empty buildings
 Improved solar style lighting
 Solar Lighting
 same sign showing year
 Flags and signage
 Enhance streetscape, lighting, and home exterior
 Signs at each site, information kiosk with map of downtown and informational flyers about all of the historical sites
 have a historical building with information about thee town and it's buildings
 Solar Lighting
 Create an historic district
 Plants
 Add an old train car at union street rail trail
 Lights
 Na
 More walking areas
 Consistency in both it's up-keep and restoration as well as requirements for the exteriors of the businesses moving in. Possible tax break for new businesses. Creative monthly or quarterly events that occur on Union Street that act as free advertising for the businesses there.
 Paint
 Street Lights
 No left turns to/from Union Street into schools.
 Lights solar type
 Modernize the library
 N/A
 Improve Lighting
 ?
 lighting
 Street Lights
 Better Lighting
 Lighting
 Solar lights
 Better signage
 Signs both historical and informational.



rockland master plan 2030

DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
 for informing vision, goals & recommendations; & supplementing other community workshop feedback

Solar Lighting

Revitalize and signage of historic houses

solar lights

Solar Lights like Abington

Lights

Making it more attractive/inviting to walk restaurants, shops

n/a

Better signage

Designation signs? Town walking map with points of interest highlighted

Promoting events creating space for the public

signage -

Lights

Not sure

Clean it up!

Lighting

Lighting

lighting

none

Repaint the Crayola house & remove all the yard decor.

Add some of the older Aesthetics back

There's a historic district? Where? What's so historic about it? Do you have to live in Rockland for 5 generations to know it's historic?

By making it safer for pedestrians and bicyclers.

Historic district should be identified with signs on the buildings.

Preserve historical buildings and houses

Better for the youths

Nothing wrong with it

None

Building updates, awareness and holding public events to bring people to stirrs

Get rid of the garbage shops down there. All of the tacky-tacky pawn shops and hair and nail salons. Get some real businesses in there

Upgrades

make it safer

I didn't even know about the Phoenix building

Preserve the buildings and and implement certain restrictions (for example, certain fences should not be allowed)

Signage

Improve Lighting along union street

The nice houses there are nice. The others really bring it down. The strip of storefronts next to the banner are gross. The auto glass shop is a good business, but not exactly pretty. Wouldn't station liquors make a nice historical railroad/industry museum/gift shop?

Signage

no

Clean up the area around the Banner. There are an awful lot of drunk people walking up and down that section of Union Street at all hours

None

T

Parking

Signage

Put nicer things that will catch people's eyes

Signage

Plantings/ landscapes

Require building owners to keep their properties in good repair and aesthetically well kept.

signage, grants for homeowners

There is no visible evidence of historic significance

Making the Area and on line information about the Historical buildings

Better maintenance by property owners

Identify historic houses

Encourage/assist owners in preservation. Create a Rockland Museum. Make a historic sign and place it outside these structures/areas. Allocate town money to improve it's own buildings (Lincoln/McKinley).

Bringing life back to the buildings and cleaning them up. Keep the history to them but make them appealing.

Define what buildings are actually historic

Cobblestones

Signage

restore landmarks

Signage, easy parking, seating, cafe

No one cares about this Historic district

Walking brochure



rockland master plan 2030

DETAILED SUMMARY – 5-MONTH SURVEY – ALL TOPICS – OCT 2019 through FEB 2020
for informing vision, goals & recommendations; & supplementing other community workshop feedback

Marketing. Having young people on the historic committee

None

Better sidewalks and landscaping

Make it look like a historic district, give it some old fashion curb appeal ,

Tall cast iron lamp posts -shrubs ASAP

clean up the properties, fresh paint, remove trashy businesses

improve parking,family events

Open the gate to Union Point

perhaps a walking guide with short histories.. commit to zoning that will save buildings. The Hotel Thomas was left out of the Union St overlay plan.

Improve sidewalks off Union. Improve Commerce at the Plaza, and connect walkability to Downtown.

Incentivize businesses and property owners

Leave it alone

Maintenance

Signs,colors

Make more welcoming

Not sure

Nothing

Does not look historic

No one is aware of such a district. Low priority.

Redo the facade

Add a downtown farmer's market, create a trail of historical markers

Make the landlords clean up their properties and stop allowing multi family conversion Of the historic homes

Historically correct efficient street lighting

Town ordinance for all properties on union street to maintain property and appeal like Main Street in Hingham

Signage, posting on website and/or social media so new commers/visitors are aware of what Rockland has

Placemaking and historic walkway signage. Informational signage

More information

C

upkeep on a regular basis

Better store fronts, remove tacky liqure store and bar signs, outdoor restaurant,

Streetscapes, curb appeal, landscaping, better signage.

section on Rockland town website for historical sites

Q58 - ADDITIONAL COMMENTS:

RE: Q57 - ARE THERE ANY EXISTING PARKS OR HISTORIC/CULTURAL SITES THAT COULD BENEFIT FROM BETTER SIGNAGE, VISIBILITY, AND AWARENESS?

Additional Comments:

Cut your own cost, find it in your own budget

Why is it called the Crayola house? Is there any link to Crayola it is it just based on the color selection?

I love the library but it needs some attention.

I had no idea about a lot of these, especially thr crayola house! Maybe donwhat Plymouth did with the lobsters and shells around town. Each historical site could get a sign designed by a local resident

Golf course

I have lived here over 10 years and I just learning about some of these places in this survey

Don't waste the taxpayers money on these

Could use an artist's center downtown

update existing buildings in the downtown district

The "Welcome to Rockland" signage should be revamped. Out dated and dreary. Not welcoming at all.

Money can be best spent elsewhere

One would hardly know there's any culture here when driving through. A lot of rundown, sh*t shacks everywhere, but where's the culture?

All of those things can be improved. Little sprucing goes a long way

This is Rockland there is nothing historic here except the retirees who think this town was actually worth something.

Town needs to be aware of it's history and preserve it.

member of the administration and the townspeople need to commit to preservation of all the historic buildings.

No



Q61 - ADDITIONAL COMMENTS:

RE: Q60 - WHAT CAN THE TOWN DO TO CONTINUE TO HELP RESIDENTS SAVE ON ENERGY BILLS AND...

Additional Comments:

Require green building features for all new multi-tenant residential construction

Simply not requiring future developments to have green building features is nothing else but naive, ill minded, and most of all, repulsive. There is an enormous revolution around the corner and it is everyone's duty to be at the forefront of it.

Climate change is no joke, go green

need to know more before further commenting.

Provide recycle bins inside business such as coffee shops and even encourage bars to recycle go green. Reduce plastic use.

Foster entrance of more energy companies to drive competition and lower prices

Nothing

As long it doesn't cost more taxes

None of the above! Focus on lowering taxes

Make public the DHCD that can help families with costs of necessary home emergencies such as oil burners water heaters heating systems window replacements insulations

Somehow enforce the upkeep of these places

We all need to do our part, the Town could be a big help setting sample

Take ownership of utilities again, like Hingham.

Solar and wind

#okboomer

Encouragement is positive. Requirement is stifling.

try to decrease carbon footprint of public buildings

Show residents how much we are saving.

Encourage buildings to have green areas but do not require it. This will surely have a negative impact on businesses and homes.

Don't buy in to B.S.

encourage but not require. No rain garden with mosquito issues.

No

More green and greenery downtown and in industrial parks.

Education for adding rain gardens etc. to residential property owners

APPENDIX B

Community Input - 7-Week Survey

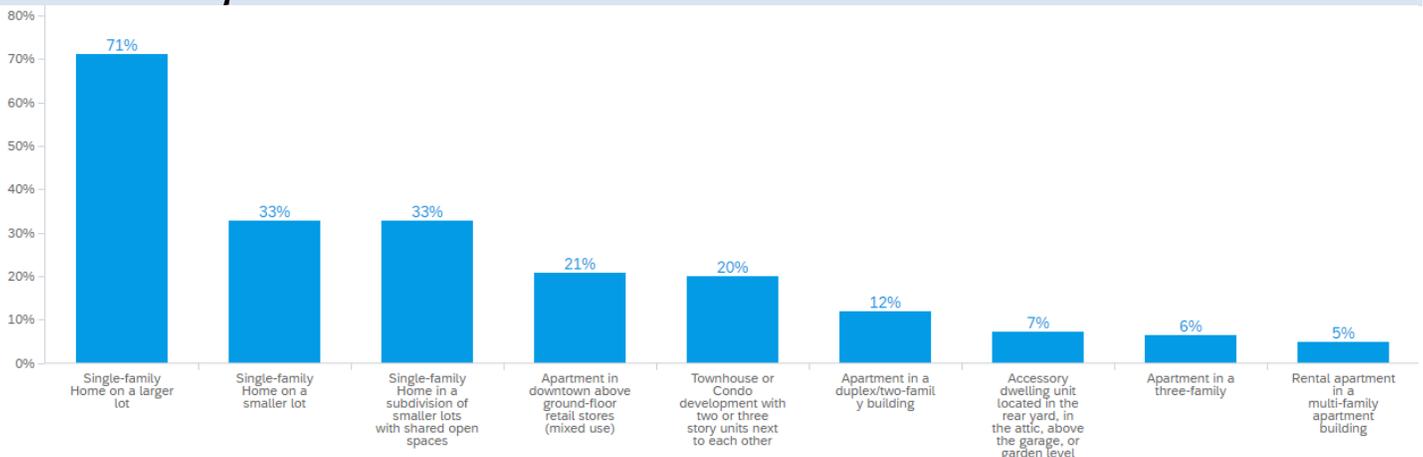
This appendix provides a more detailed summary of the community outreach, participation, and input that MAPC conducted for the Rockland Master Plan 2030.

2-PART OPEN HOUSE POLL SUMMARY

Third Public Workshop - Rockland Master Plan 2030 - 5.20 through 7.13

- The following open house poll summary is for the third-and-final public workshop for presenting and gathering topic specific **feedback before drafting the report**. The third workshop took place virtually, in the form of a two-part online open house.
- Part 1 of the open house took place on Wednesday, May 20th in a live Zoom meeting event with a presentation and discussion. That event was followed by an extended Part 2 open house webpage with visual informational content to inform decision-making before participants could take the Part 2 open house poll.
- The Part 2 open house **poll was active for over seven weeks** from May 20th until July 13th. It was advertised through various outreach efforts including a paid Facebook-for-Business advertisement.
- The Facebook advertisement resulted in: (a) 658 link clicks from 569 unique people, including 210 from those 65 years and over, and 140 from those aged 55-64; (b) 14,836 people reached; (c) 73,426 impressions from those people; and (d) the **average person saw the ad 4.95 times on their screen**.
- 181 people answered at least one open house poll/survey question, and the bulk of the poll questions **had between 71 and 135 respondents**.
- The following summary below begins with the Part 2 Open House results, is followed by Part 1 Live Zoom event poll results from the approximately 1 dozen community participants (excluding MAPC staffers and other officials), and ends with a concise summary of the overall 5-month master plan survey on all master plan topics.
- The community polls are not intended to be scientific surveys, but rather an attempt to gain the best available input from community participants to measure input, determine consensus, and draft goals in the visioning plan. The poll was devised to provide some standardization to community feedback to allow for a quantification of qualitative feedback that is challenging to obtain in conventional open community meetings with strictly/mainly oral comments. Ideally, we can approximate or exceed the Town's historical double- or triple-digit attendance/participation rates between the various public forums.

Based on the 109 respondents on this "all-that-apply" question preferred housing options for oneself, there was overwhelming consensus on a large-lot single-family homes at 71%, a large minority interested in smaller-lot single-family pocket neighborhoods with shared open spaces, as well as smaller-lot single family homes at 37% and 34%, respectively. Lastly, about a fifth of respondents were interested in townhouses/condos, and downtown apartments.



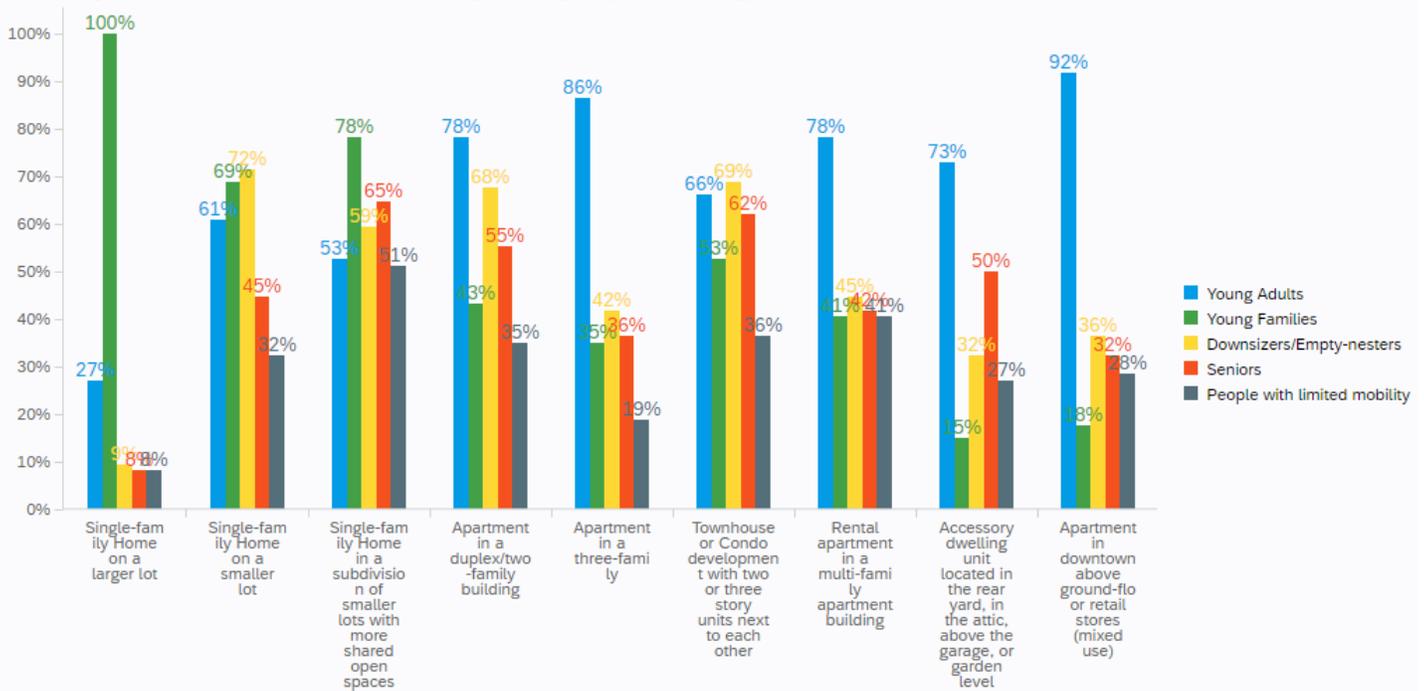
rockland master plan 2030

OPEN HOUSE POLL SUMMARY – 3rd PUBLIC WORKSHOP – 5.20.2020 through 7.13.2020
FOURTH ADVISORY COMMITTEE MEETING – 7.28.2020

#	What types of housing options do you prefer for yourself? Select all that apply.	Percentage
1	Single-family Home on a larger lot	71%
9	Single-family Home in a subdivision of smaller lots with shared open spaces	37%
2	Single-family Home on a smaller lot	34%
11	Townhouse or Condo development with two or three story units next to each other	20%
5	Apartment in downtown above ground-floor retail stores (mixed use)	20%
7	Apartment in a duplex/two-family building	13%
4	Accessory dwelling unit located in the rear yard, in the attic, above the garage, or garden level	8%
8	Apartment in a three-family	6%
6	Rental apartment in a multi-family apartment building	5%
	Total	109

Based on 74 respondents on this “all-that-apply” question on housing options for the needs of other community members, the options with the most consensus were: (1) small-lot and large-lot single-family dwellings as well as shared open space pocket neighborhoods; (2) duplex apartments; (3) townhouses/condos; and (4) accessory units.

(a) between 53% and 92% choose all options excluding large-lot single-family homes [LSF] for young adults; (b) for young families between 53% and 100% for LSF, townhouses/condos, small single-family [SSF] and SSF pocket neighborhoods with shared open space [pocket neighborhoods]; (c) for downsizers/empty-nesters between 59% and 72% for SSF, pocket neighborhoods, duplex apartments, and townhouses/condos; (d) for seniors between 50% and 65% for accessory units, duplex apartments, townhouses/condos, and pocket neighborhoods, and; (e) for those with limited mobility 51% for pocket neighborhoods.

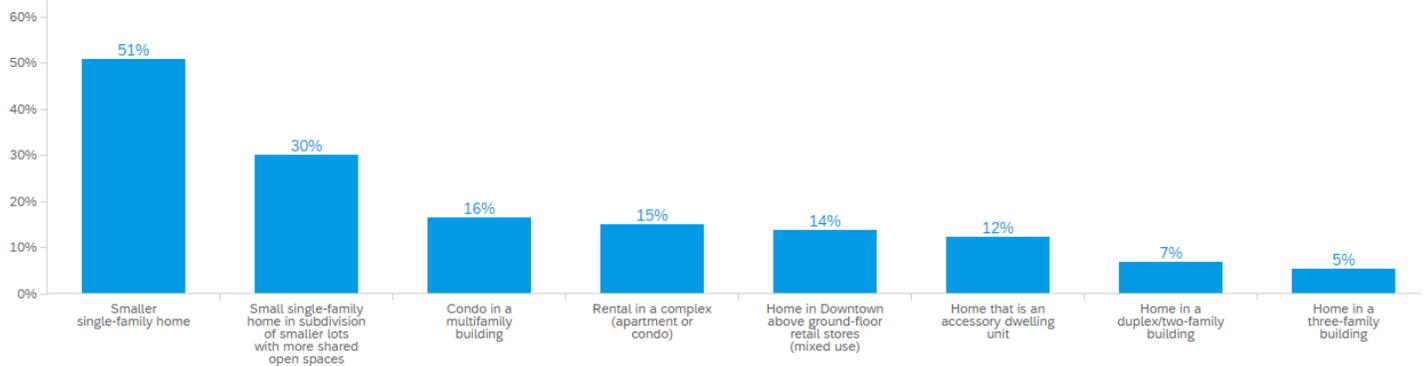


#	Question	Young Adults	Young Families	Downsizers/Empty-nesters	Seniors	People with limited mobility	Total
1	Single-family Home on a larger lot	27%	100%	9%	8%	8%	74
2	Single-family Home on a smaller lot	61%	69%	72%	45%	32%	74
3	Single-family Home in a subdivision of smaller lots with more shared open spaces	53%	78%	59%	65%	51%	74



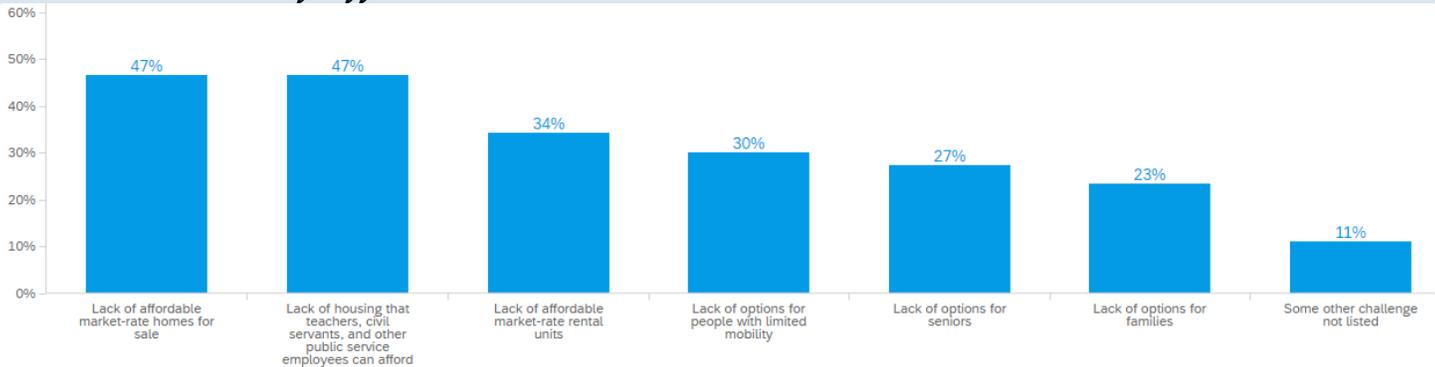
4	Apartment in a duplex/two-family building	78%	43%	68%	55%	35%	74
5	Apartment in a three-family	86%	35%	42%	36%	19%	74
6	Townhouse or Condo development with two or three story units next to each other	66%	53%	69%	62%	36%	74
7	Rental apartment in a multi-family apartment building	78%	41%	45%	42%	41%	74
8	Accessory dwelling unit located in the rear yard, in the attic, above the garage, or garden level	73%	15%	32%	50%	27%	74
9	Apartment in downtown above ground-floor retail stores (mixed use)	92%	18%	36%	32%	28%	74

Based on 73 respondents on this “all-that-apply” question on future housing options for oneself, 51% indicated smaller-lot single-family dwellings, and 30% indicated smaller-lot single-family pocket neighborhoods with shared open spaces.



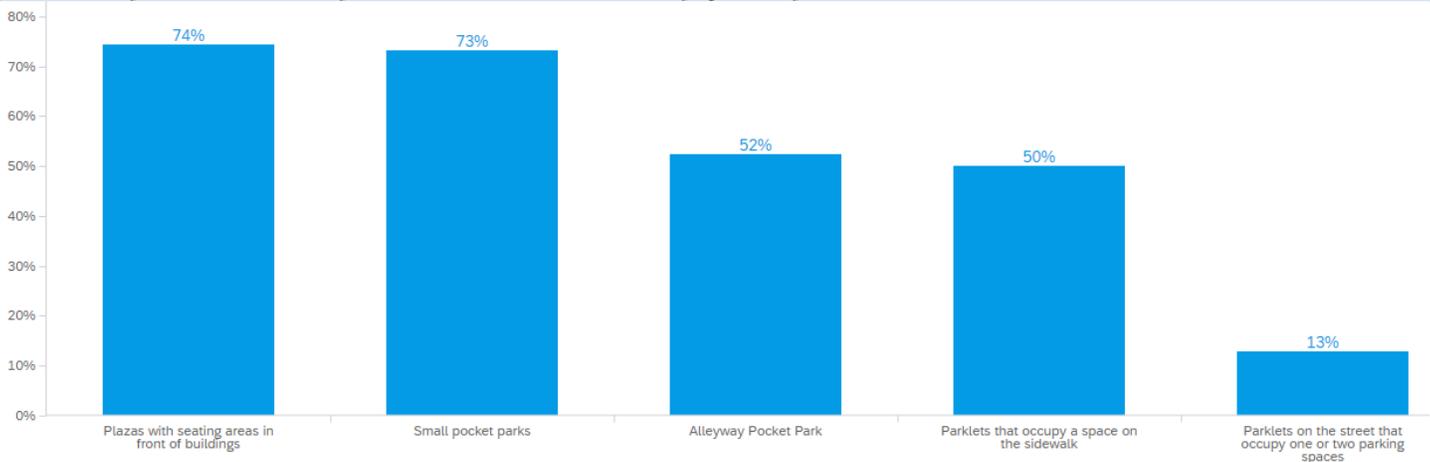
#	Do you ever see yourself needing or desiring any of the below options in the future? Select all that apply.	Percentage
1	Smaller single-family home	51%
2	Small single-family home in subdivision of smaller lots with more shared open spaces	30%
9	Condo in a multifamily building	16%
13	Rental in a complex (apartment or condo)	15%
8	Home that is an accessory dwelling unit	14%
4	Home in Downtown above ground-floor retail stores (mixed use)	12%
7	Home in a duplex/two-family building	7%
11	Home in a three-family building	5%
	Total	73

Based on 73 respondents on this multiple-choice question on housing affordability challenges, 47% indicated lack of affordable market-rate homes for sale, 47% indicated lack of housing for civil servants, and 34% indicated lack of affordable market-rate rental units.



#	What challenges do you see regarding housing affordability in Rockland? Select all that apply. - Selected Choice	Percentage
1	Lack of affordable market-rate homes for sale	47%
2	Lack of affordable market-rate rental units	34%
3	Lack of housing that teachers, civil servants, and other public service employees can afford	47%
4	Lack of options for seniors	27%
5	Lack of options for people with limited mobility	30%
6	Lack of options for families	23%
7	Some other challenge not listed	11%
	Total	73

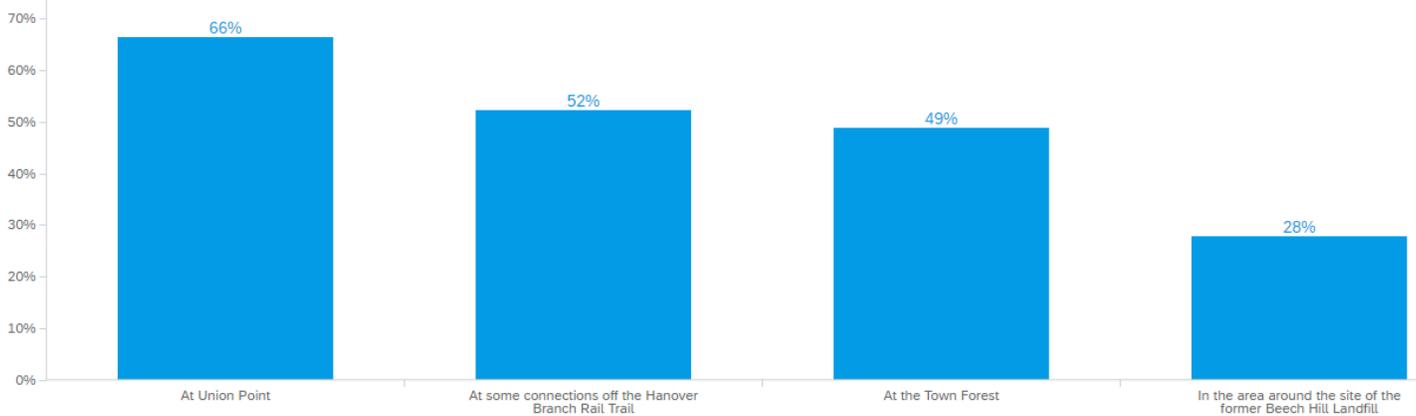
Based on 86 multiple-choice responses on potential open spaces in Downtown Union Street, three-quarters wanted plazas with seating in front of buildings and small pocket parks, and half wanted alleyway pocket parks, and parklets that occupy a space on the sidewalk.



#	Which of these open spaces would you like to see in the Downtown/Union Street area? Select all that apply.	Percentage
3	Plazas with seating areas in front of buildings	74%
1	Small pocket parks	73%
5	Parklets that occupy a space on the sidewalk	50%
4	Alleyway Pocket Park	52%
6	Parklets on the street that occupy one or two parking spaces	13%



Of the 86 responses to this multiple-choice question on extending the trail network, two-thirds wanted trail extensions at Union Point, and half wanted connections off the Hanover Branch Rail Trail, and at the Town Forest.



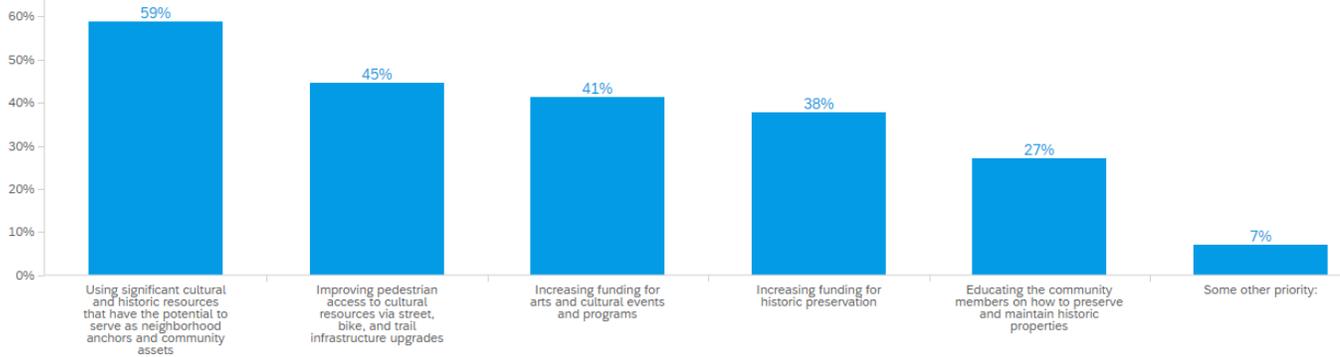
#	Where would you like to see the Town create more extensive trail networks? Select all that apply.	Percentage
3	At Union Point	66%
5	At some connections off the Hanover Branch Rail Trail	52%
1	At the Town Forest	49%
2	In the area around the site of the former Beech Hill Landfill	28%
	Total	86

Based on 85 responses on the Hartsuff Park investment question, a third indicated upgrading the bathhouse as a priority, and almost a third indicated adding more walking trails.



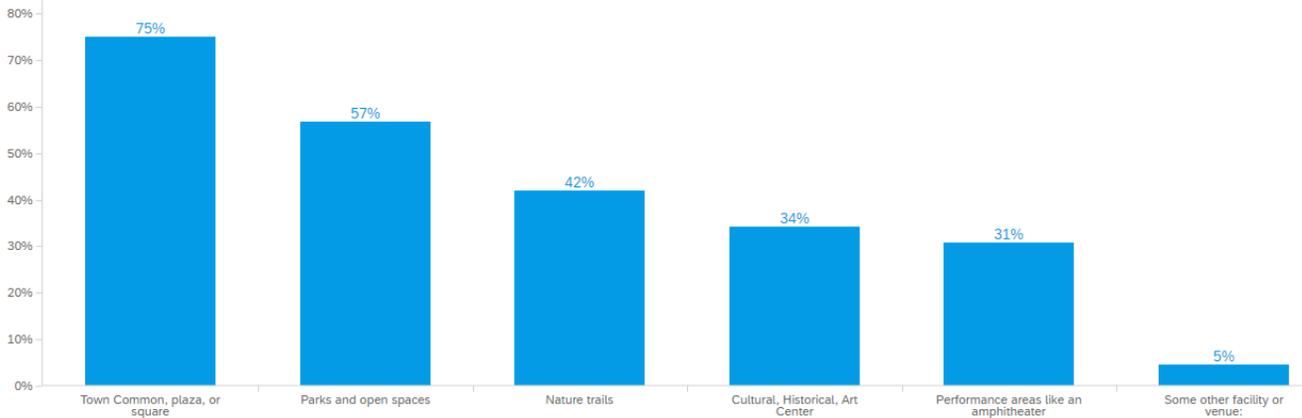
#	One park that has previously been identified for investment is Hartsuff Park. Which of these options is the most important improvement that the Town could make there?	Percentage
1	Upgrading the bathhouse	33%
5	Adding more walking trails	29%
3	Reconfiguring the parking area to provide space for more activities, like basketball courts	21%
2	Adding more picnic facilities	16%
	Total	85

Based on 85 responses to the multiple-choice question on historical and cultural planning priorities, 59% indicated using significant resources/assets to serve as neighborhood anchors and community assets. 45% indicated improving walkability to such cultural resources, and 41% indicated increasing funding for cultural events.



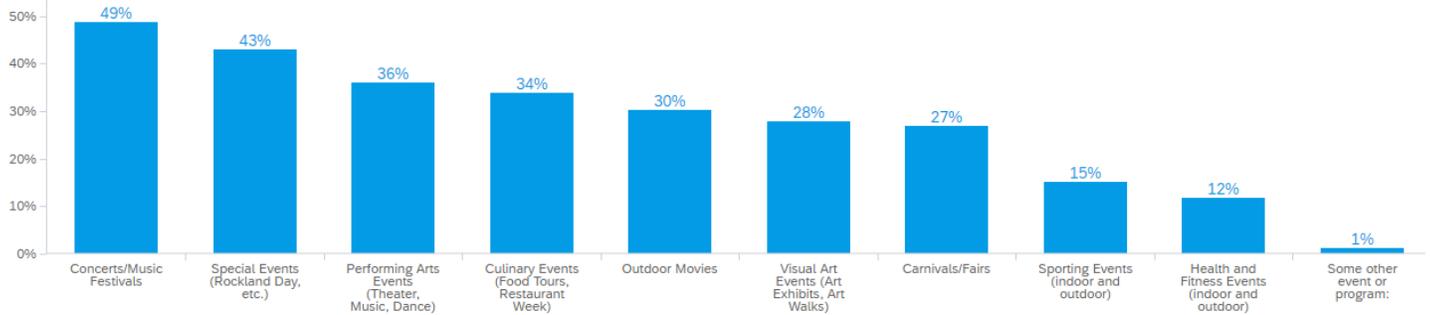
#	What should the town prioritize in its historical and cultural planning? Choose up to 3. - Selected Choice	Percentage
195	Using significant cultural and historic resources that have the potential to serve as neighborhood anchors and community assets	59%
193	Increasing funding for arts and cultural events and programs	41%
197	Improving pedestrian access to cultural resources via street, bike, and trail infrastructure upgrades	45%
194	Increasing funding for historic preservation	38%
198	Educating the community members on how to preserve and maintain historic properties	27%
199	Some other priority:	7%
	Total	85

Based on 88 respondents on the multiple-choice question on desired cultural facilities and venues, 75% indicated a Town Common, plaza or square; 57% indicated parks and open spaces; and 42% indicated nature trails.



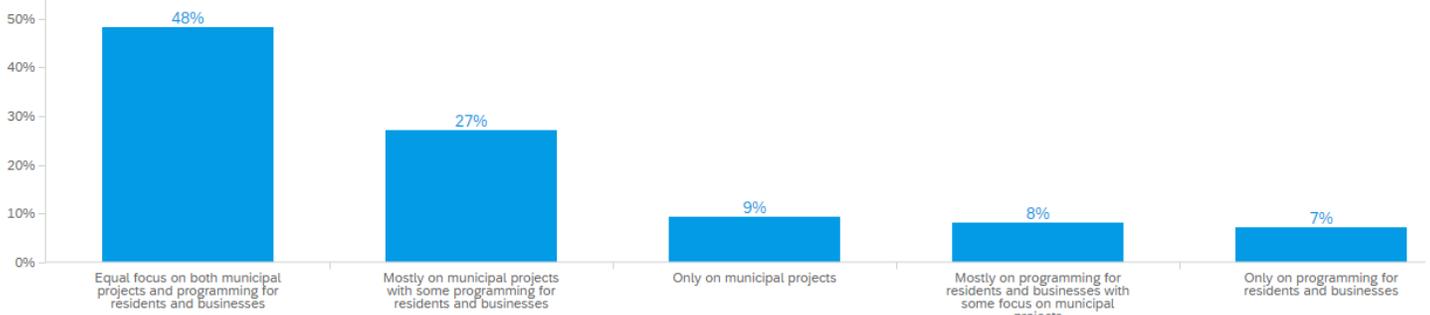
#	What kinds of cultural facilities and venues are most needed in Rockland? Choose up to 3. - Selected Choice	Percentage
5	Town Common, plaza, or square	75%
1	Parks and open spaces	57%
2	Nature trails	42%
3	Cultural, Historical, Art Center	34%
4	Performance areas like an amphitheater	31%
6	Some other facility or venue:	5%
	Total	88

Based on 86 respondents on types of cultural events and programming, 49% wanted concerts/music-festivals, 43% wanted special events, 36% wanted performing arts, and 34% wanted culinary events.



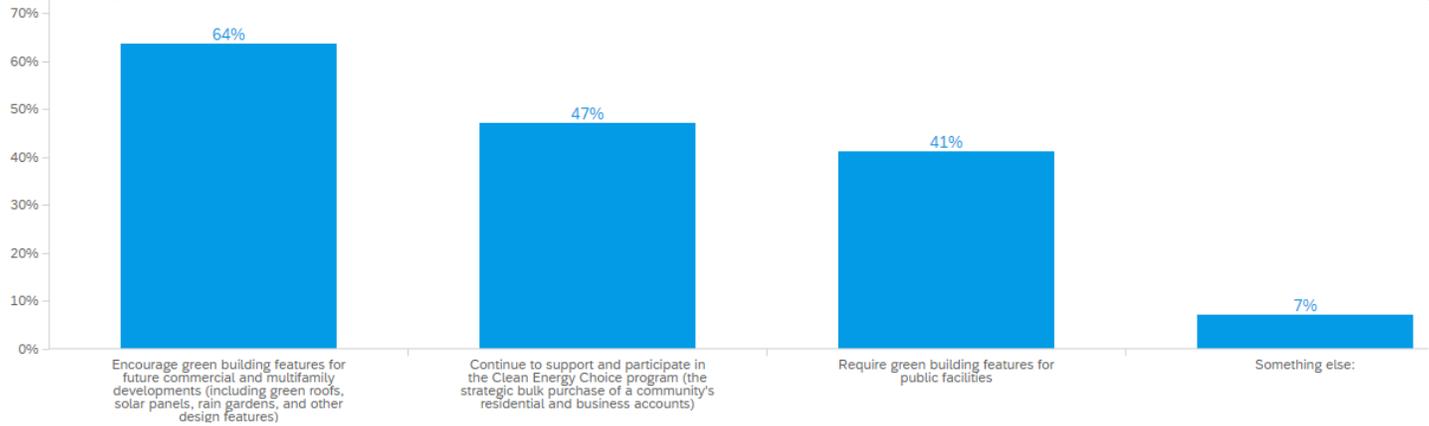
#	What types of cultural events and programming are most important to you? Choose up to 3. - Selected Choice	Percentage
2	Concerts/Music Festivals	49%
8	Special Events (Rockland Day, etc.)	43%
1	Performing Arts Events (Theater, Music, Dance)	36%
7	Culinary Events (Food Tours, Restaurant Week)	34%
4	Outdoor Movies	30%
6	Visual Art Events (Art Exhibits, Art Walks)	28%
3	Carnivals/Fairs	27%
9	Sporting Events (indoor and outdoor)	15%
5	Health and Fitness Events (indoor and outdoor)	12%
10	Some other event or program:	1%
	Total	86

Based on 85 respondents, on Town efforts related to clean energy and sustainability, 48% wanted equal focus on both municipal facilities, and programs for residents and businesses. 27% indicated mostly municipal projects.



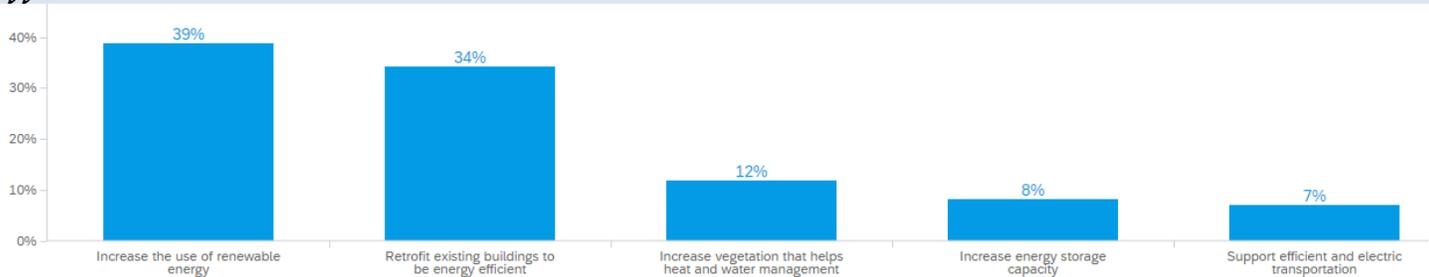
#	Where should the Town focus its efforts on clean energy and sustainability?	Percentage
3	Equal focus on both municipal projects and programming for residents and businesses	48%
2	Mostly on municipal projects with some programming for residents and businesses	27%
1	Only on municipal projects	9%
4	Mostly on programming for residents and businesses with some focus on municipal projects	8%
5	Only on programming for residents and businesses	7%
	Total	85

Based on 135 respondents, on how the Town can help residents save on energy bills, 40% indicated encourage green building features on future developments.



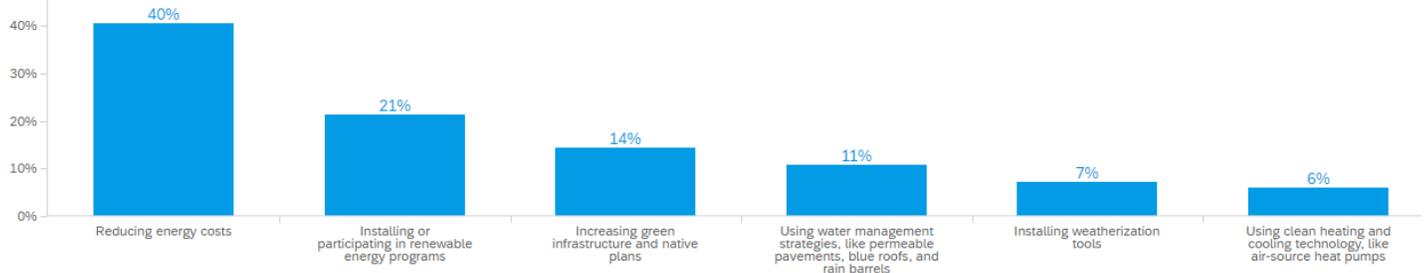
#	What can the Town do to continue to help residents save on energy bills? Select all that apply. - Selected Choice	Percentage
2	Encourage green building features for future commercial and multifamily developments (including green roofs, solar panels, rain gardens, and other design features)	40%
1	Continue to support and participate in the Clean Energy Choice program (the strategic bulk purchase of a community's residential and business accounts)	30%
3	Require green building features for public facilities	26%
4	Something else:	4%
	Total	135

Based on 85 respondents, 39% indicated increased use of renewable energy as a priority, and 34% indicated retrofit existing buildings to be energy efficient.



#	Which clean energy measure is your top priority?	Percentage
1	Retrofit existing buildings to be energy efficient	34%
2	Increase vegetation that helps heat and water management	12%
3	Support efficient and electric transportation	7%
4	Increase the use of renewable energy	39%
5	Increase energy storage capacity	8%
	Total	85

Based on 84 respondents, 40% indicated reducing energy costs as a topic of that deserves further exploration.



#	What topic would you be most interested in receiving more information or support on?	Percentage
8	Reducing energy costs	40%
5	Installing or participating in renewable energy programs	21%
2	Increasing green infrastructure and native plans	14%
6	Using water management strategies, like permeable pavements, blue roofs, and rain barrels	11%
3	Using clean heating and cooling technology, like air-source heat pumps	7%
7	Installing weatherization tools	6%
	Total	84

Live Zoom Event – Poll Results – May 20, 2020 – Part 1 Open House

OPEN SPACE AND RECREATION

WHERE WOULD YOU LIKE TO SEE THE TOWN CREATE MORE EXTENSIVE TRAIL NETWORKS? SELECT ALL THAT APPLY.

CHOICE	COUNT
Union Point	7
In the area around the site of the former Beech Hill Landfill	3
At some connections off the Hanover Branch Rail Trail	7
At the Town Forest	3
One park that has previously been identified for investment is Hartsuff Park. Which of these options is the most important improvement that the Town could make there?	
Adding more walking trails	6
Reconfiguring the parking area to provide space for other activities, like basketball courts	1
Upgrading the bathhouse	2
Add more picnic facilities	0

WHICH OF THESE OPEN SPACES WOULD YOU LIKE TO SEE IN THE DOWNTOWN/UNION STREET AREA? SELECT ALL THAT APPLY.

Small pocket parks	5
Plazas with seating areas in front of buildings	7
Parklets on the street that occupy one or two parking spaces	2
Parklets that occupy a space on the sidewalk	1
Alleyway Pocket Parks	5

HOUSING

WHAT TYPES OF HOUSING OPTIONS DO YOU PREFER FOR YOURSELF? SELECT ALL THAT APPLY.

Single-family home on a larger lot	6
Single-family home on a smaller lot	1
Single-family home in a subdivision of smaller lots with shared open space	2
Apartment in a duplex/two-family building	1
Apartment in a three-family building	0
Townhouse or Condo development with two or three story units next to each other	1
Rental apartment in a multi-family apartment building	0
Rental apartment in a large complex	0
Accessory dwelling unit located in the rear yard, in the attic, above the garage or garden level	1
Apartment in Downtown above ground-floor retail (mixed-use)	0

WHAT CHALLENGES DO YOU SEE REGARDING HOUSING AFFORDABILITY IN ROCKLAND? SELECT ALL THAT APPLY.

Lack of affordable market-rate homes for sale	3
Lack of affordable market-rate rental units	1
Lack of housing that teachers, civil servants, and other public service employees can afford	3
Lack of options for seniors	4
Lack of options for people with limited mobility	2
Lack of options for families	1
Some other challenge (tell us in the chat!)	1

DO YOU EVER SEE YOURSELF NEEDING OR DESIRING ANY OF THESE HOUSING OPTIONS IN THE FUTURE? SELECT ALL THAT APPLY.

Smaller single-family home	2
Small single-family home in a subdivision of smaller lots with more shared open spaces	3
Home in a duplex/two-family building	2
Home in a three-family building	1
Home that is an accessory dwelling unit	1
Condo in a multifamily building	0
Home in Downtown above ground-floor retail stores	2
Rental in a complex (apartment or condo)	0

CLEAN ENERGY AND SUSTAINABILITY

WHERE SHOULD THE TOWN FOCUS ITS EFFORTS ON CLEAN ENERGY AND SUSTAINABILITY?

Only on municipal projects	1
Mostly on municipal projects with some programming for residents and businesses	3
Equal focus on both municipal projects and programming for residents and businesses	6
Mostly on programming for residents and businesses with some focus on municipal projects	2
Only on programming for residents and businesses	0

WHAT CAN THE TOWN DO TO CONTINUE TO HELP RESIDENTS SAVE ON ENERGY BILLS? SELECT ALL THAT APPLY.

Encourage green building features for future commercial and multifamily developments (including green roofs, solar panels, rain gardens, and other design features)	10
Continue to support and participate in the Clean Energy Choice program (the strategic bulk purchase of a community's residential and business accounts)	6
Require green building features for public facilities	2

WHICH CLEAN ENERGY MEASURE IS YOUR TOP PRIORITY?

Retrofit existing buildings to be energy efficient	6
Increase the use of renewable energy	3
Increase energy storage capacity	1
Increase vegetation that helps heat and water management	2
Support efficient and electric transportation	0

HISTORIC AND CULTURAL RESOURCES

WHAT SHOULD THE TOWN PRIORITIZE IN THIS HISTORICAL AND CULTURAL PLANNING? CHOOSE UP TO 3.

Increasing funding for arts and cultural events and programs	6
Increasing funding for historic preservation	3
Using significant cultural and historic resources that have the potential to serve as neighborhood anchors and community assets	5
Improving pedestrian access to cultural resources via street, bike, and trail infrastructure upgrades	4
Educating community members on how to preserve and maintain historic properties	0
Some other priority (tell us in the chat!)	0

WHAT TYPES OF CULTURAL EVENTS AND PROGRAMMING ARE MOST IMPORTANT TO YOU? CHOOSE UP TO 3.

Performing Arts Events (Theater, Music, Dance)	1
Visual Art Events (Art Exhibits, Art Walks)	1
Culinary Events (Food Tours, Restaurant Week)	0
Concerts/Music Festivals	0
Carnivals/Fairs	0
Outdoor Movies	0
Health and Fitness Events (indoor and outdoor)	0
Special Events (Rockland Day, etc.)	5
Sporting Events (indoor and outdoor)	1
Some other event or program (tell us in the chat!)	0

WHAT KINDS OF CULTURAL FACILITIES AND VENUES ARE MOST NEEDED IN ROCKLAND? CHOOSE UP TO 3.

Nature trails	2
Parks and open spaces	2
Town Common, plaza, or square	3
Cultural, Historical, Art Center	1
Performance areas like an amphitheater	0
Some other facility or venue (tell us in the chat!)	0



BACKGROUND - ONLINE SURVEY FEEDBACK

5-MONTH SURVEY
341 PARTICIPANTS
200-300 RESPONSES

oct2019 – feb2020
 at least one question
 on most questions



BACKGROUND - ONLINE SURVEY FEEDBACK



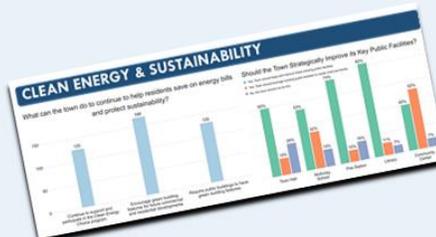
REDUCE RESIDENTIAL TAXES
HOUSING OPTIONS
RENT & AFFORDABILITY CONCERNS



POND SHORELINE - PICNIC AREAS
DOG PARK – HARTSUFF PARK
STUDLEYS POND – RAIL TRAIL

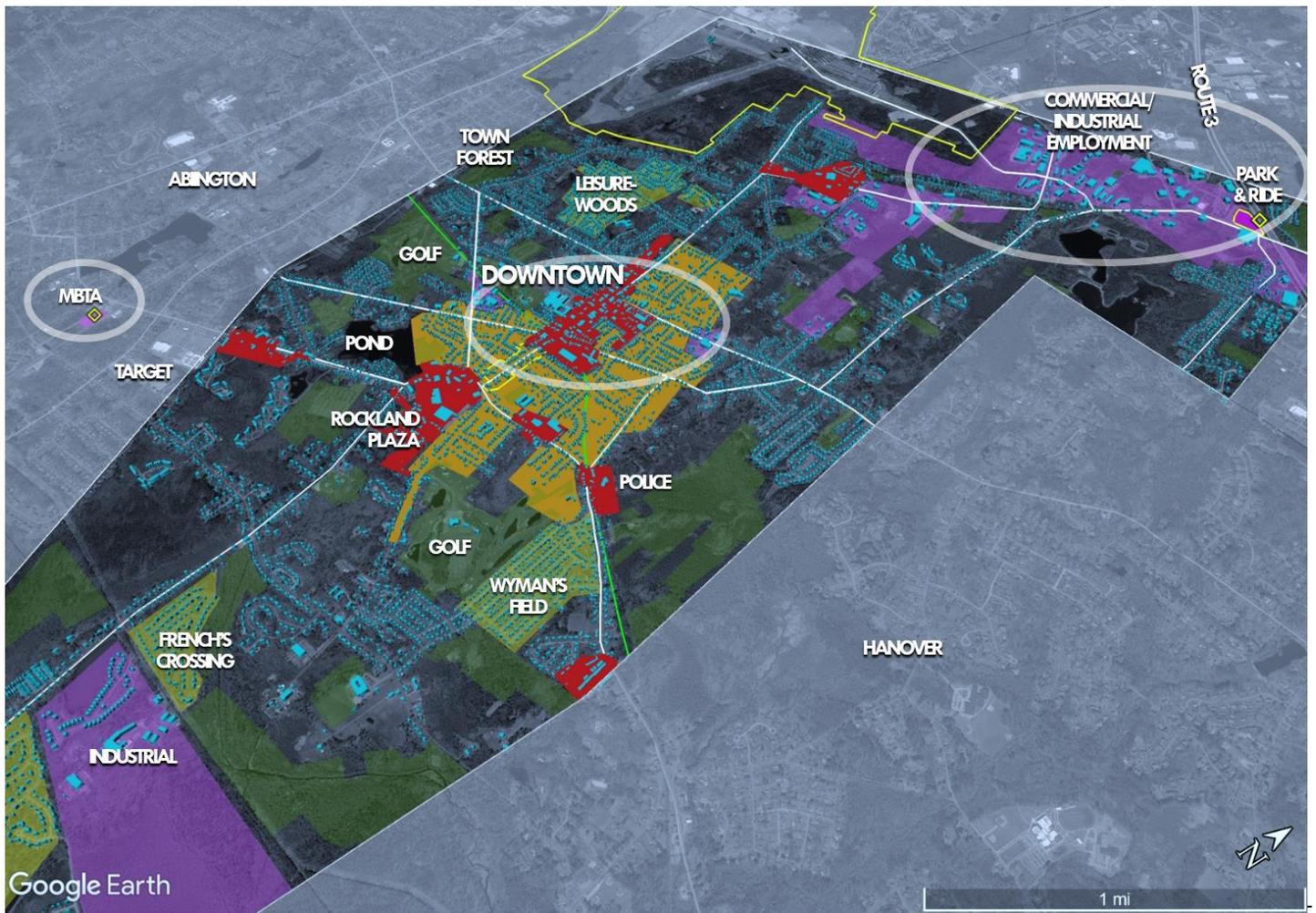


HIGHLY VALUED – SPECIAL TO TOWN
SEASONAL EVENTS
SYNERGIES W PUBLIC FACILITIES



GREEN BUILDING FEATURES
CLEAN ENERGY CHOICE PROGRAM
EFFICIENT PUBLIC BUILDINGS

mapc.ma/rnp_3rd 19



APPENDIX C

Excerpt of DHCD SHI

This detailed excerpt was obtained from DHCD staff upon request.

DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT CH40B SUBSIDIZED HOUSING INVENTORY							
Rockland							
DHCD ID #	Project Name	Address	Type	Total SHI Units	Affordability Expires	Built w/ Comp. Permit?	Subsidizing Agency
2853	Garden Terrace		Rental	40	Perp	No	HUD
2854	n/a	Studley Ct.	Rental	42	Perp	No	DHCD
2856	Copley Gardens	105-115 Market Street	Rental	82	Perp	No	DHCD DHCD MassHousing MHP
2857	Robinwood		Ownership	18	Perp	Yes	DHCD
2858	Rockland Place	Memorial Dr. (Martha Dr.&Hannah Way)	Rental	204	2057	Yes	DHCD MassHousing
4436	DDS Group Homes	Confidential	Rental	21	N/A	No	DDS
9816	Maplewood	Saw Mill Lane & Corn Mill Way	Ownership	18	Perp	YES	MassHousing
9817	Rockland Glen	Northfield Dr, Midfield Dr, Von Rohr Ave	Ownership	15	Perp	YES	MassHousing
9818	Plain Street	Plain Street	Rental	4	Perp	NO	HUD DHCD
9819	Jennifer Condominiums	533 Market Street	Ownership	2	Perp	YES	MassHousing

10/16/2017

Rockland
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DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT CH40B SUBSIDIZED HOUSING INVENTORY

Rockland

DHCD ID #	Project Name	Address	Type	Total SHI Units	Affordability Expires	Built w/ Comp. Permit?	Subsidizing Agency
9995	Eleanor Lane	Eleanor Lane	Ownership	4	2022-2048		DHCD
10054	Lydia Square Apartments Phase 1	80 Norman Street	Rental	0	Perp	YES	DHCD HUD
Rockland Totals				450	Census 2010 Year Round Housing Units		7,030
					Percent Subsidized		6.40%

10/16/2017

Rockland
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