

Steering Committee meeting November 16, 2021









AGENDA

- 1. Introductions
- 2. Background on Master Plan
- 3. Prepare for Town-wide survey
- 4. Next



Introductions

Town staff



Kevin SweetTown Administrator



Rachel Benson
Town Planner

Steering Committee

Krista Andberg, Resident at Large

Debbie Exner, Resident at Large

Chris Gallo, Board of Selectmen

Julie Garland, Conservation Commission

John Jackson, Recreation Committee

George Labonte, Deputy Police Chief/Resident

Jerry McGovern, Resident at Large

Jeffrey Plante, Resident at Large
Beatrice Schembri, Resident at Large
Steve Schwarm, Planning Board
Alan Selling, Open Space Committee
Everett Skinner, Jr., Planning Board
Lauren White, Resident at Large

MAPC staff



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



Marah Holland
Transportation Planner II
Project Role: Transportation



Ella Wise
Senior Land Use Planner
Project Role: Project Manager
Open Space & Recreation, Energy & Sustainability



Courtney Lewis
Regional Land Use Planner II
Project Role: Public Facilities & Services



Andrew Harris-Long, AICP
Senior Planner
Project Role: Historical & Cultural Resources, Land Use



Travis Pollack, AICPSenior Transportation Planner *Project Role: Transportation*



HELLO!



Project Background

Project scope

Phase II to complete the Master Plan

- Open Space & Recreation
- Transportation
- Land Use & Zoning
- Cultural & Historical Resources
- Public Facilities & Services
- Energy & Sustainability
- Implementation

\$80,000 total cost

\$50,000 Community Planning grant from MA Department of Housing and Community Development \$30,000 District Local Technical Assistance grant from MAPC

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



The Master Plan provides the Town with:

- A vision for its future
- Goals and strategies to capitalize on opportunities
- An action plan for policy, programs, and public investment

It does not:

- Stop development projects
- Increase taxes
- Analyze individual sites

What is included in *Phase II*?



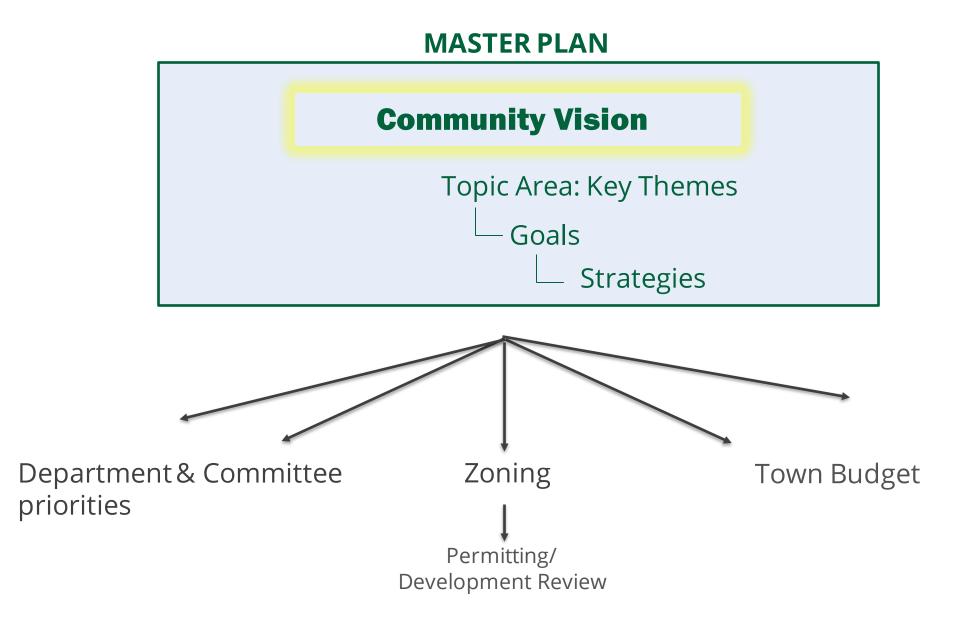
- 1. Community Vision
- 2. Housing
- 3. Economic Development
- 4. Land Use
- 5. Historical & Cultural Resources
- 6. Open Space & Recreation
- 7. Public Services & Facilities
- 8. Transportation
- 9. Energy & Sustainability
- 10. Implementation

How does the Master Plan relate to my work?

MASTER PLAN



How does the Master Plan relate to my work?



Project Timeline

Town-wide Survey

Existing conditions research

Interviews & focus groups

Public Forum

Issues & opportunities report

Draft goals

Present goals to Committees/Boards

Public forums on goals & strategies

Draft Strategies

Public Open House

Final Plan

IDENTIFY ISSUES & OPPORTUNITIES

GOALS & STRATEGIES PLANNING

FALL 2021 WINTER SPRING SUMMER FALL 2022

Project Timeline



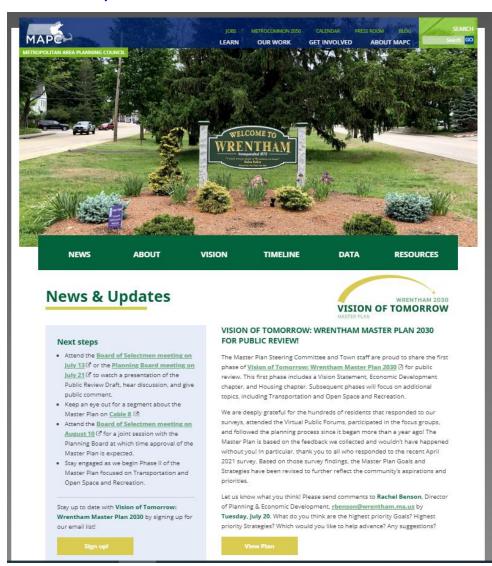


QUESTIONS?



Master Plan - Phase I

For more information, see webpage: www.mapc.ma/WrenthamVision





Survey

Town-wide survey

Purpose: Part of the existing conditions analysis to help inform the key issues and opportunities, which in turn inform the goals for each chapter. (No need to focus on strategies yet.)

- Questions on:
 - Open Space and Recreation
 - Land Use and Zoning
 - Transportation
 - Cultural and Historical Resources
 - Public Services and Facilities
- Collect emails for future community engagement
- Collect demographic information to ensure representative community engagement

Feedback & edits

- Changes
 - Incorporated edits sent by email
 - Removed first question about challenges to Vision Statement—just provide Vision for background
 - Added a bullet about wastewater infrastructure Downtown
 - Removed question about concern about climate change
 - Removed question about concern for loss of historical resources
 - Other feedback?
- How can we shorten the survey?
- Any important issues and opportunities not included?

Distribution

- General public
 - Mail postcard to every household (funded by Town Planning Department)
 - Press release
 - Social media
- Key stakeholder groups
 - Community leaders
 - Email civic groups, Town Committees
 - Youth (underrepresented in 1st Master Plan survey)
 - Low-income (likely underrepresented in 1st Master Plan survey)
 - Residents of color (likely underrepresented in 1st Master Plan survey)
 - Residents who rent (likely underrepresented in 1st Master Plan survey)

Timeline

- Open the survey on November 22DISTRIBUTE!
- Close the survey on December 17
- Analyze the survey through end of year



QUESTIONS?

Next steps

- Survey
 - Open the survey on November 22
 DISTRIBUTE!
 - Close the survey on December 17
- Existing conditions analysis
 - MAPC staff are researching existing conditions through interviews with key staff, mapmaking, and data analysis
 - Site visit December 7
- Key issues and opportunities
 - Next Steering Committee meeting in early January for presentation of findings from survey and existing conditions
 - Public forum to present key issues and opportunities