



WRENTHAM 2030
VISION OF TOMORROW
MASTER PLAN

Public Forum
March 29, 2022





Welcome and introduction

Rachel Benson

Town of Wrentham

Director of Planning & Economic Development

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

**Becca Zitomer, Economic Development
Commission, Commission on Disability**

MAPC staff



Josh Fiala, AICP AIA

Principal Planner

Project Role: Project Manager

Open Space & Recreation, Energy & Sustainability



Andrea Harris-Long, AICP

Senior Planner

Project Role: Historical & Cultural Resources, Land Use



Courtney Lewis

Regional Land Use Planner II

Project Role: Public Facilities & Services



Marah Holland

Transportation Planner II

Project Role: Transportation



Adi Nochur

Senior Transportation Planner

Project Role: Transportation



Travis Pollack, AICP

Senior Transportation Planner

Project Role: Transportation



AGENDA

- 1. Welcome and introduction**
- 2. Historical and cultural resources**
 - Presentation
 - Break-out discussion
- 3. Community facilities and services**
 - Presentation
 - Break-out discussion
- 4. Energy and sustainability**
 - Presentation
 - Break-out discussion
- 5. Next steps**

Meeting Logistics

- The Virtual Forum is being recorded and will be posted online
- Participants will be muted during presentations
- Please use the chat function for comments or questions
- You will be invited to participate in Zoom polls throughout the meeting
- Discussion will occur in small group discussion following each topic presentation

What is a Master Plan?

- Town-wide planning process
- Guide decision-making in Wrentham for the next 10 years
- Developed through a public process engaging residents and Wrentham stakeholders
- Built on research, analysis, and community involvement
- Vision Statement, topic goals and strategies
- Topics include: land use, open space, transportation, historical and cultural resources, community facilities, and energy and sustainability

Phase I (2020 to Fall 2021)

• Vision Statement

Wrentham is a charming town, proud of its Downtown and open spaces and a great place to raise a family. By 2030, we aspire to:

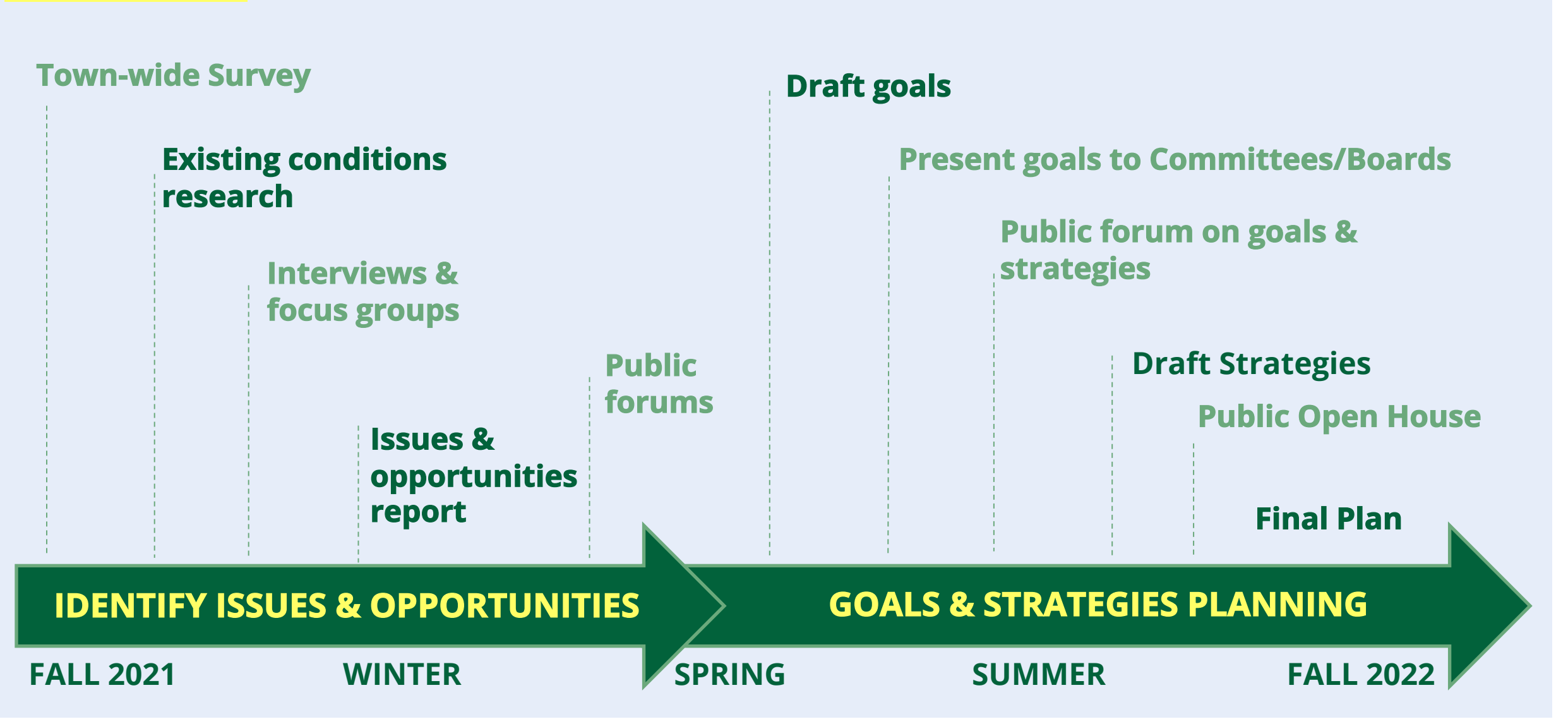
- Continue to cultivate a community-oriented and welcoming culture for all, regardless of race, religion, or age
- Protect more farmland and open space for cultural heritage, scenic beauty, habitat, and water quality
- Become more walkable and bikeable with sidewalks and trails
- Strengthen the Downtown with more 'Mom and Pop' shops, small businesses, homes, and places to gather
- Maintain the rural landscape by promoting sustainable land use patterns and shifting away from sprawl development
- Encourage diversity with a mix of housing options affordable to young adults, families, households with lower-incomes, and seniors
- Ensure fiscal responsibility while maintaining high-quality infrastructure and services

To effectively pursue and strike a balance between these goals, we encourage transparent governance, strong civic engagement, and volunteerism.

• Housing goals and strategies

• Economic development goals and strategies

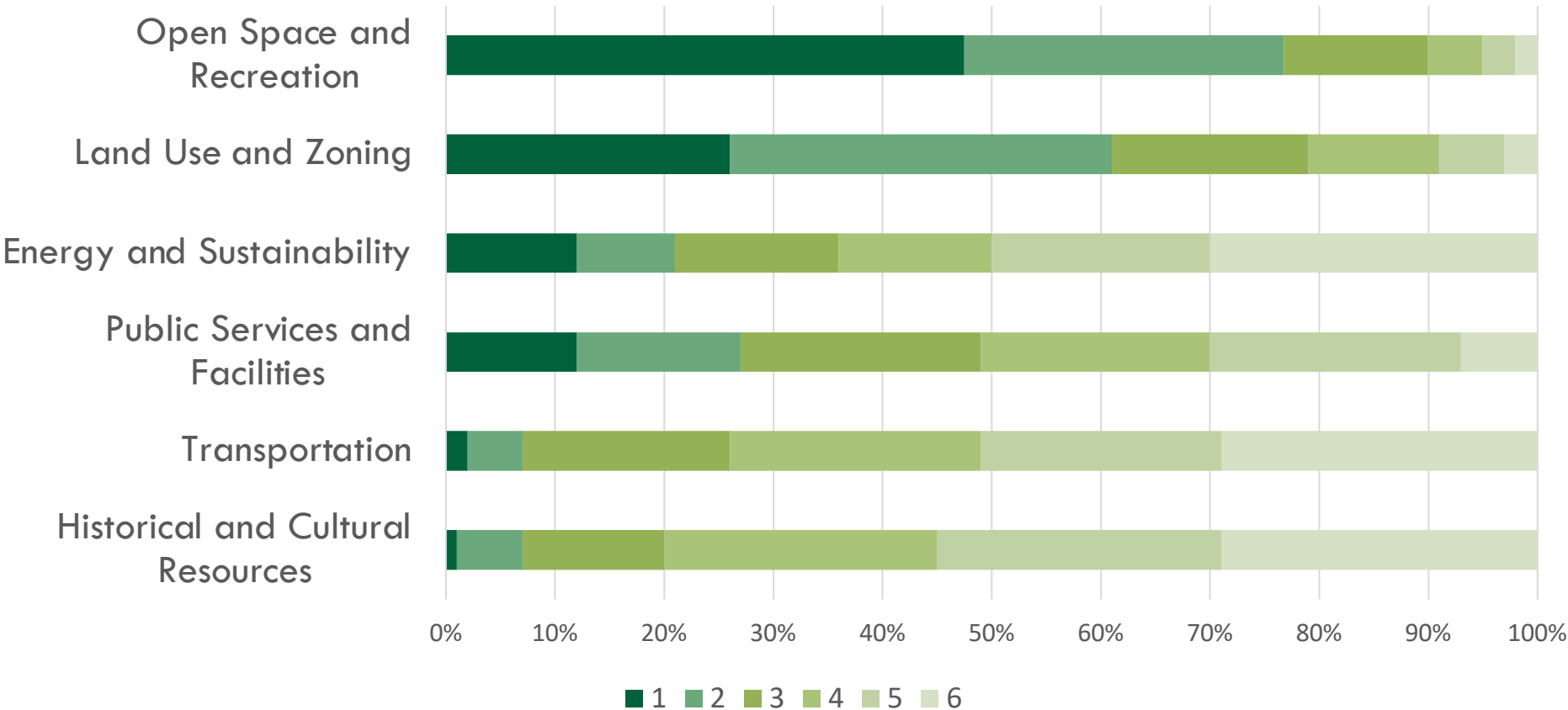
Project Timeline (Fall 2021 to present)



Phase II – Community Survey

- **777 respondents**
- **Distribution strategies**
 - Postcard mailed to every household
 - Emails to volunteers, Town staff, Town boards, and other interested parties
 - Fliers and emails to residents of The Point at Wrentham apartments
 - Fliers at the Thanksgiving 5K
 - Included in Wrentham Public Schools email
 - Social media
 - Hard copies at Town Hall
 - Posting on electronic sign outside of Town Hall
- **Open November 17 to December 20**

Rank the Master Plan topics most important to you.



Open Space & Recreation and Land Use & Zoning ranked highest

Who is out there?

- Zoom audience polling questions:
 - Do you live, work, and/or own a business in Wrentham?
 - What is your age?
 - What is your race or ethnicity?
 - What is your household income?
 - Have you participated in previous master plan events?



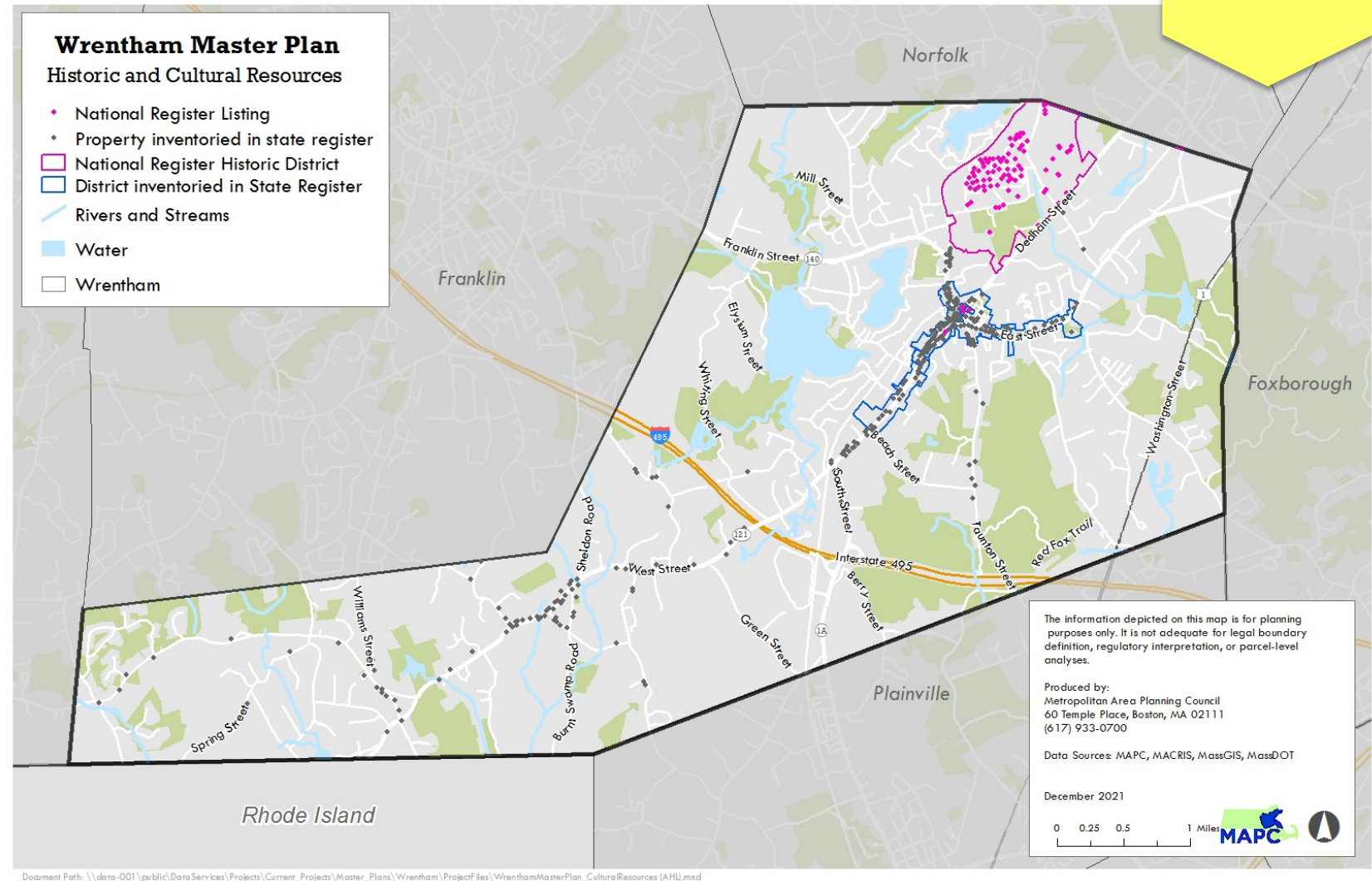
Historical and Cultural Resources

Historical and Cultural Resources

Existing
Conditions

Quick Facts

- **367** listings in Mass Cultural Resources Info System (MACRIS)
- **5** National Register listings
- **90** State Register listings
- Nearly **100** sites recognized with local historic plaques
- **Municipal Tools & Capacity**
 - Historical Commission
 - Demolition Delay Bylaw
 - Cultural Council
 - Community Preservation Act



Historical and Cultural Resources

Existing
Conditions

Key findings

- Preservation efforts focus on **artifact preservation**
- **Less momentum for formally designating** historic and cultural resources

Wampum House



Benefits to Historic Designations & Preservation Planning



Federal, state, and non-profit grants for planning (surveys) & preservation



Tax credits for rehabilitation of commercial buildings



Preservation community = resources, learning opportunities, capacity building

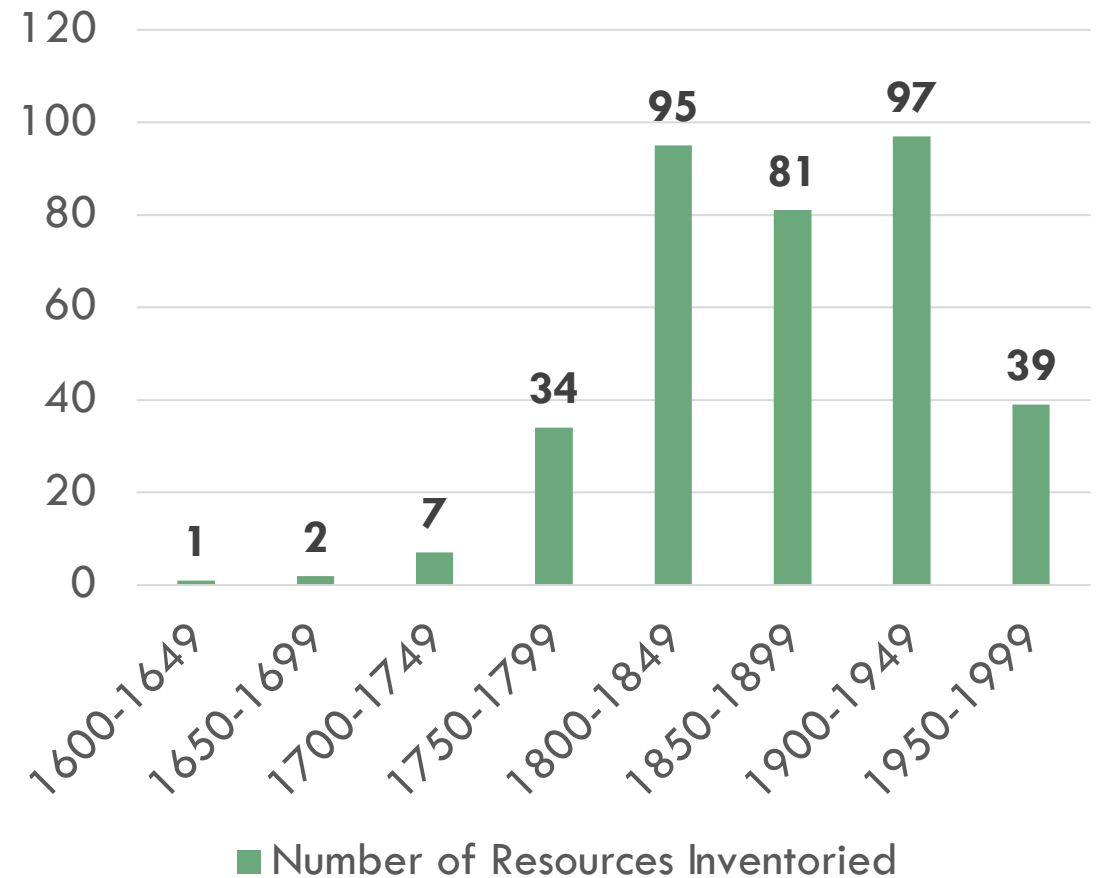
Historical and Cultural Resources

Existing
Conditions

Key findings

- Historic resources & landscapes are at risk
 - Lack of formal designation
 - No local protections beyond demolition bylaw
- Historic development patterns not allowed under current zoning
- Gaps in identified resources

Number of Inventoried Resources in Wrentham by Time Period



Historical and Cultural Resources

Existing
Conditions

Key findings

- Wrentham is rich in cultural activities for residents
- Local enthusiasm for organizing community events and preserving and promoting Wrentham's history

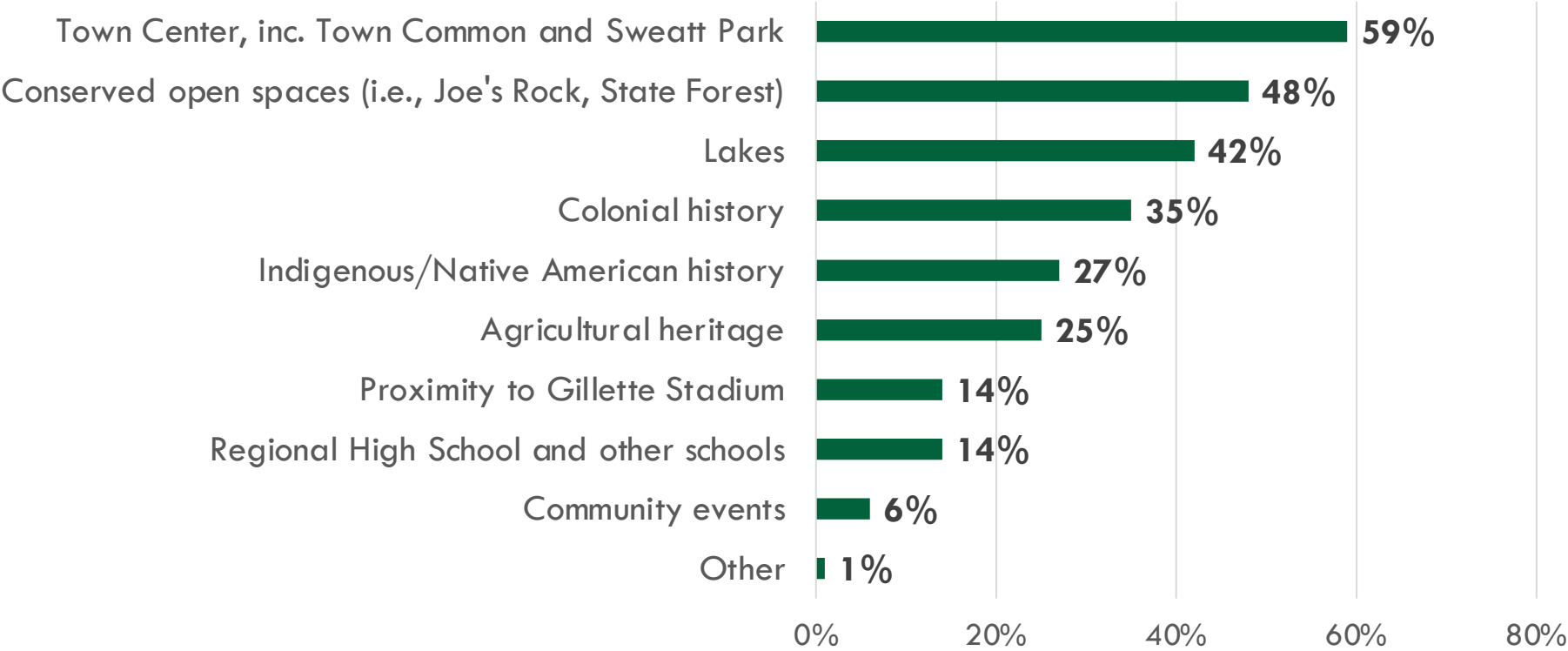
Where are the most memories made in Wrentham? Is there a place or event you think of?



Survey Findings: Cultural Resources



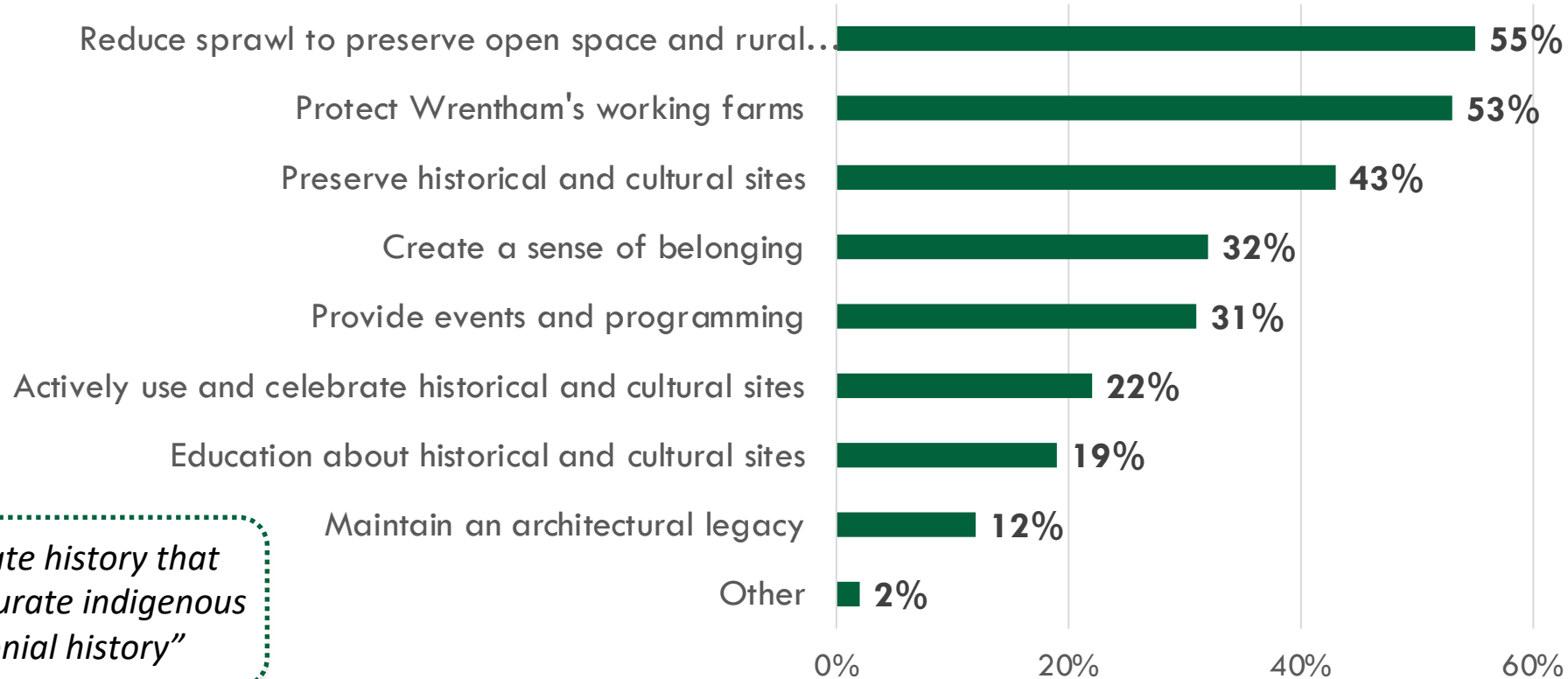
What places & people define the history and culture of Wrentham? Choose up to 3.



Survey Findings: Historic Resources

Survey

What is most important to you regarding preserving, promoting, and interpreting Wrentham's history and heritage? Choose up to 3.



"An accurate history that includes accurate indigenous and colonial history"

Historical and Cultural Resources

Draft
Goals

Draft goals

- Preserve and add to the historic character of Wrentham
- Protect existing historic and cultural resources as development occurs
- Increase local capacity to manage and enhance historic and cultural resources
- Continue hosting community events, especially those co-located with historic or cultural resources, to foster a sense of belonging and understanding of local history
- Elevate stories in Wrentham's history for underrepresented groups (e.g., people of color, women, people with low-incomes, LGBTQ+)
- *Others?*

Preserve and enhance historic and cultural resources and celebrations to strengthen Wrentham's sense of place and community pride.

Historical and Cultural Resources Break-out Discussion



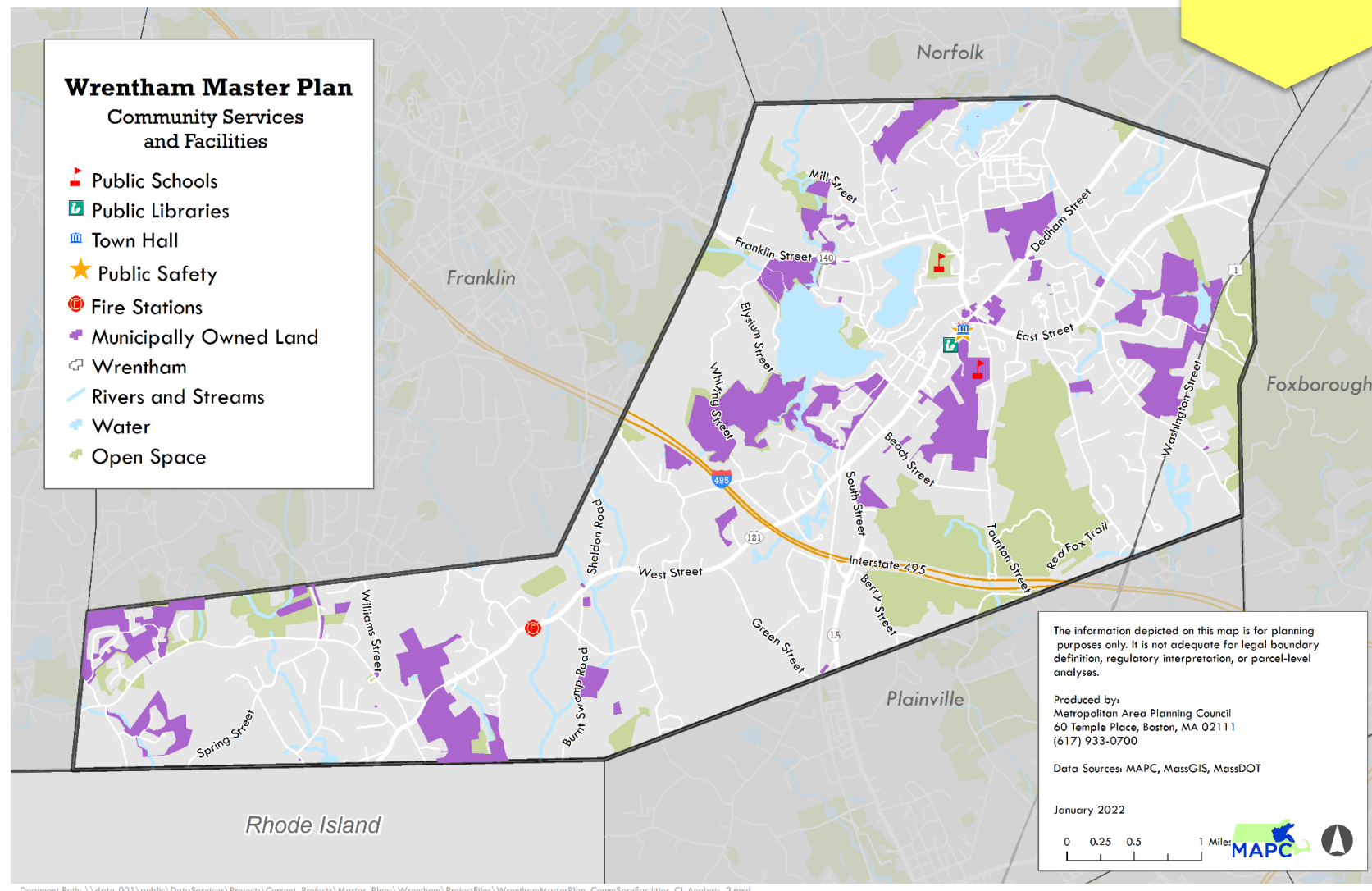
Community Facilities and Services

Community Facilities & Services

Existing
Conditions

Quick Facts

- There are over **24 Town departments** that manage the day-to-day operations of Wrentham
- The Town owns and maintains
 - **30±** public buildings and accessory structures
 - **96** miles of streets and roadways
 - **101** miles of water main
 - **911±** ac. of Conservation Land
 - **218±** ac. of Recreation Land
 - **251±** ac. of Water Supply Land
- Wrentham provides a wide range of community services including public safety, healthcare and wellness services, recreation and cultural programs and support services for seniors, children, and veterans.

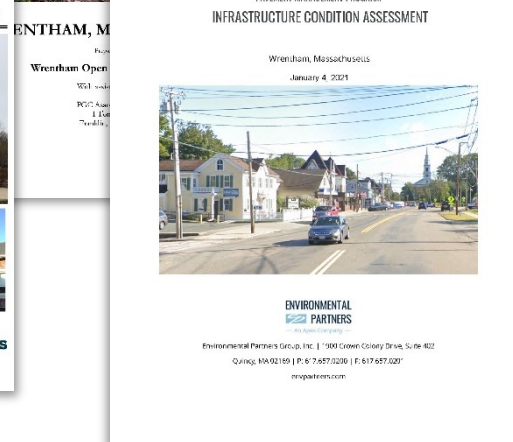
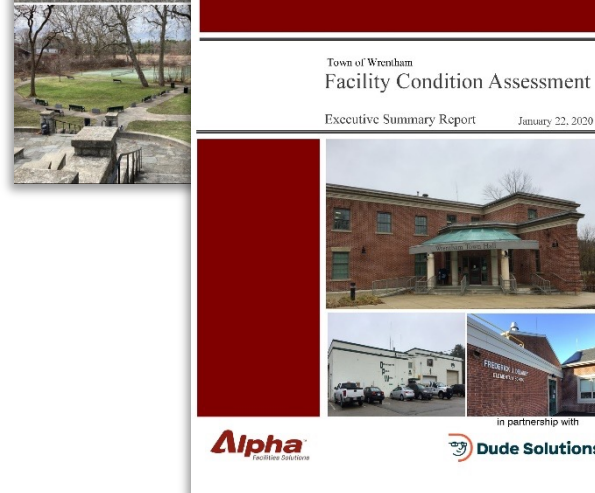
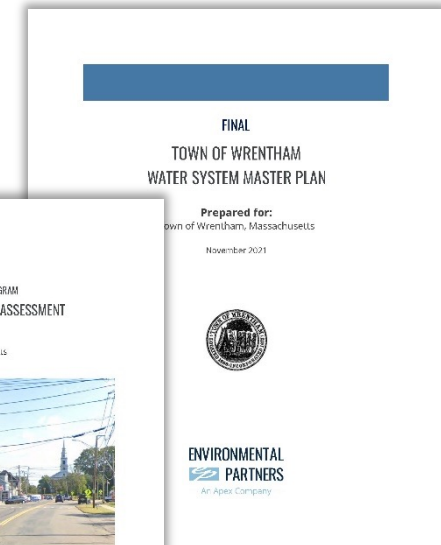


Community Facilities & Services

Existing
Conditions

Key findings

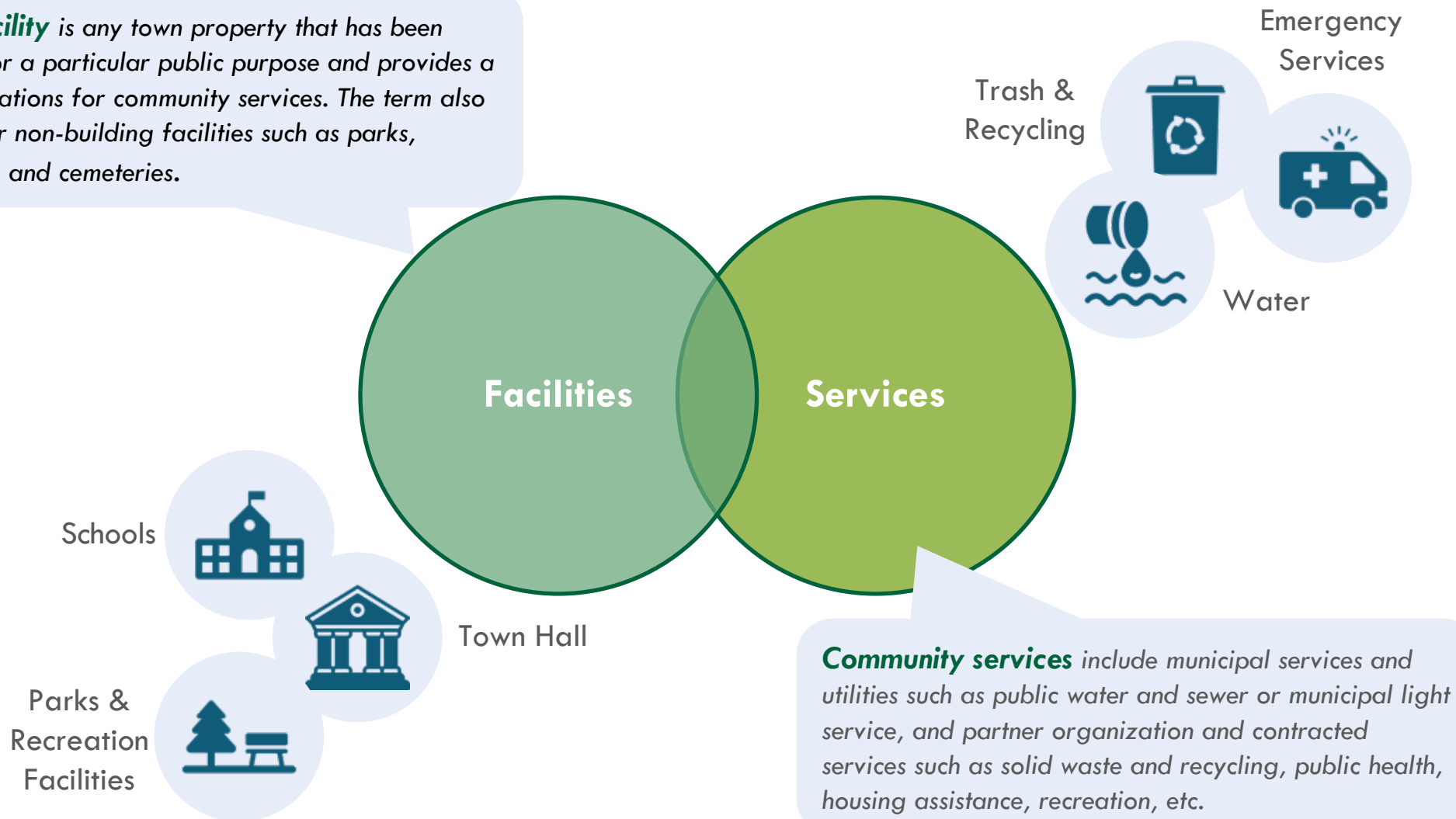
- The Town has recently completed several planning efforts that assess Wrentham's existing facilities and infrastructure
 - Facility Condition Assessment
 - Water System Master Plan
 - Pavement Management Program Infrastructure Condition Assessment
 - Local Rapid Recovery Plan
 - Open Space And Recreation Plan
- Aging infrastructure and the need for modernization of key municipal facilities in the next 10-15 years present challenges that will need to be balanced against the Town's limited funding for capital improvements.
- The Town maintains a Capital Improvement Plan (CIP), which is reviewed and updated annually but lacks a formalized process that allows the public to weigh-in.



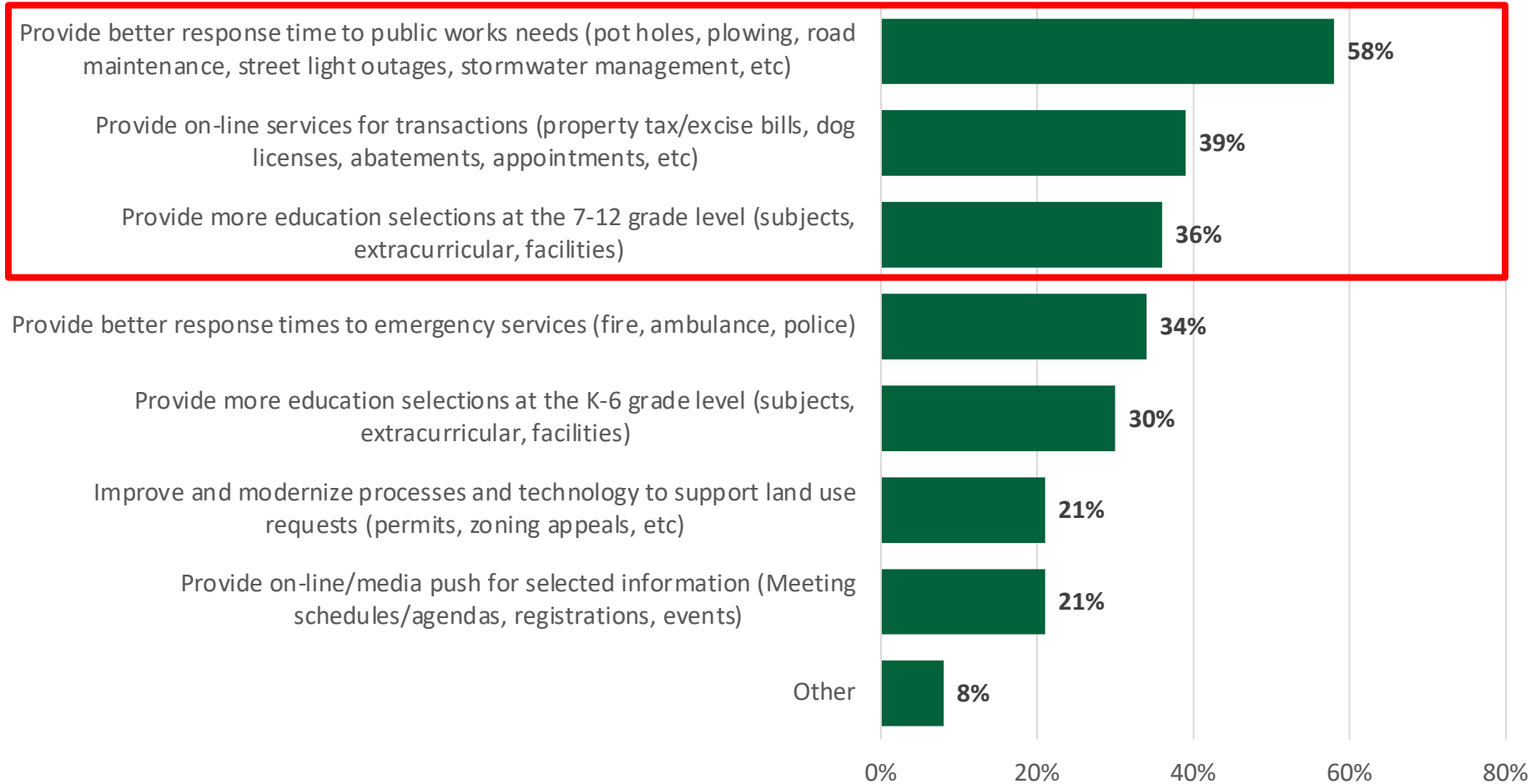
Community Facilities & Services

Existing
Conditions

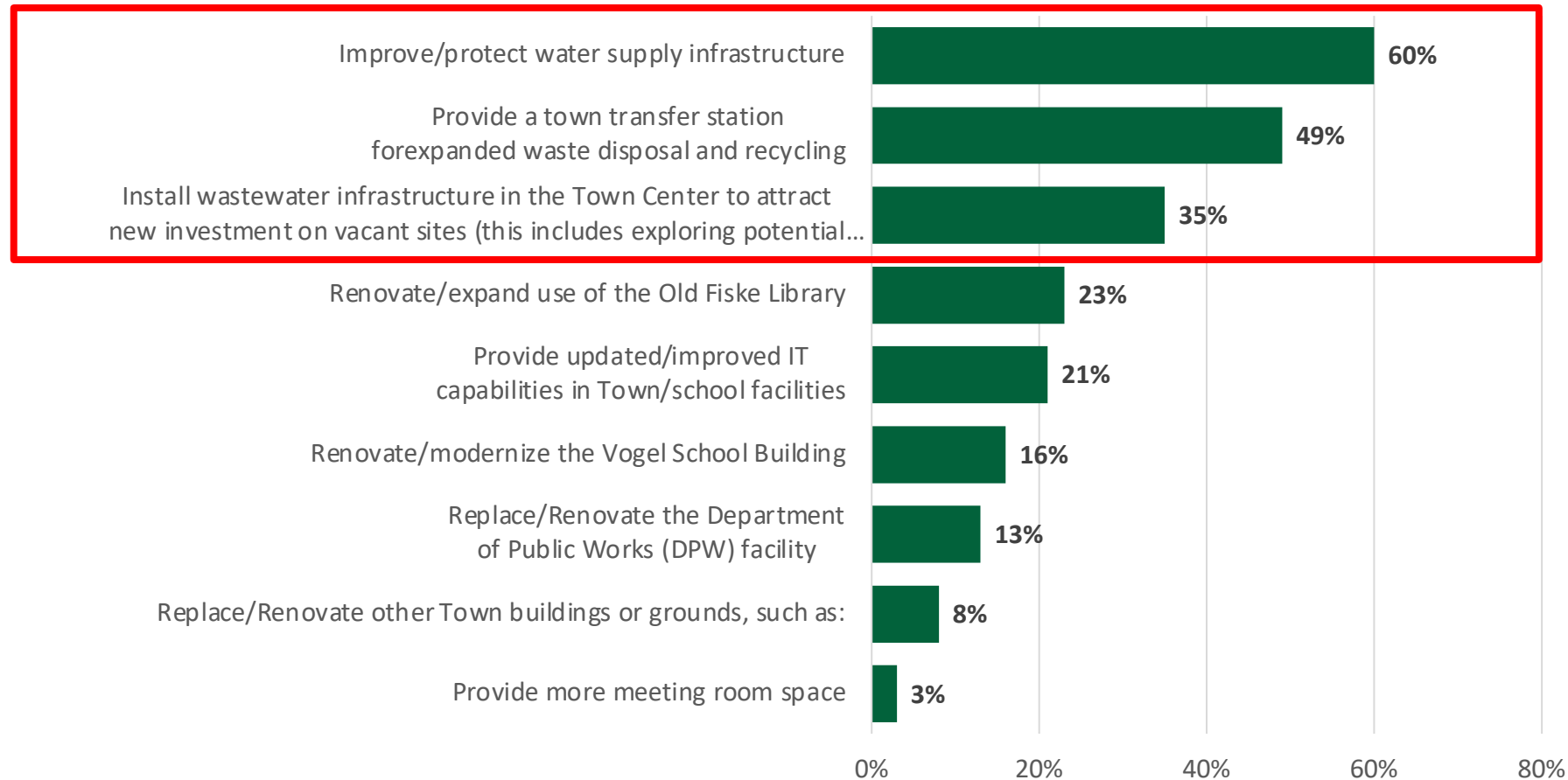
A **public facility** is any town property that has been developed for a particular public purpose and provides a base of operations for community services. The term also includes other non-building facilities such as parks, playgrounds, and cemeteries.



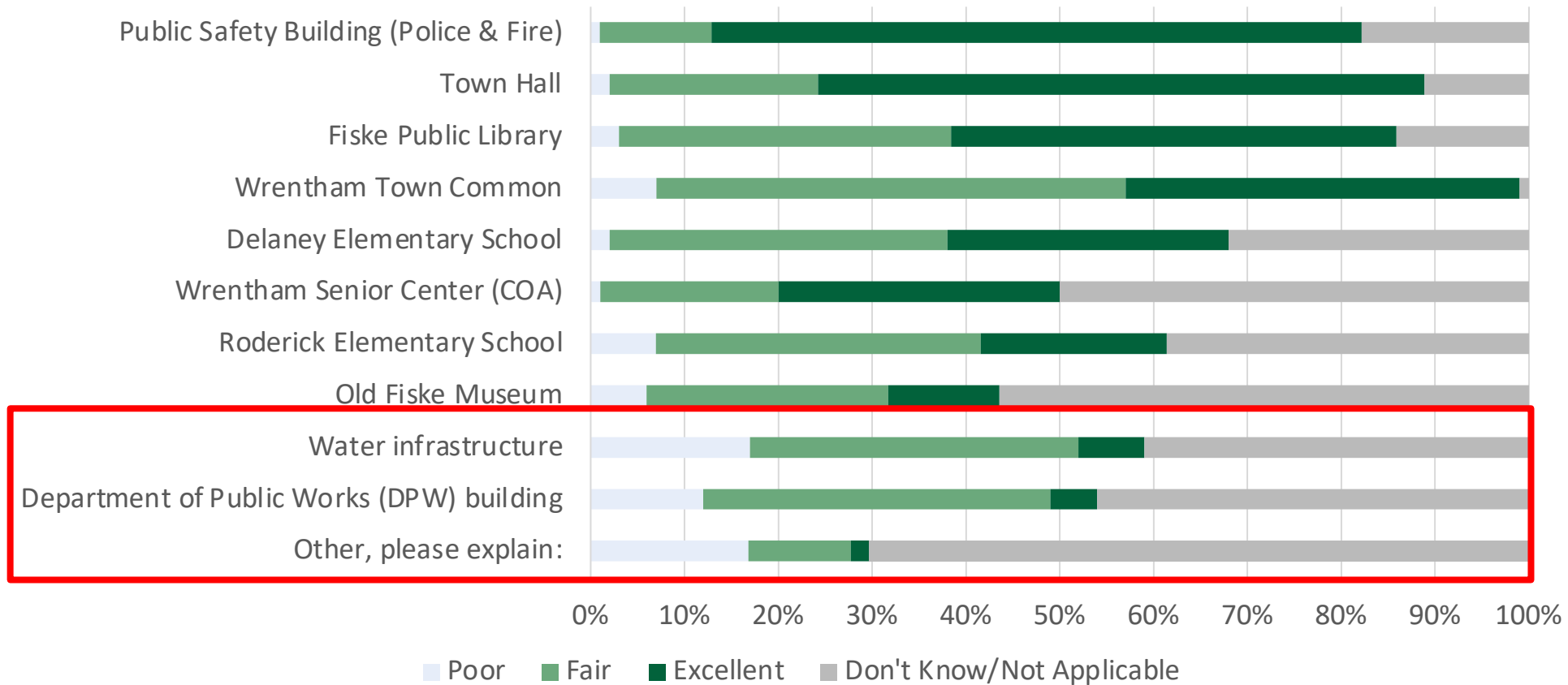
What should be the top priorities for Town services? Choose up to 3.



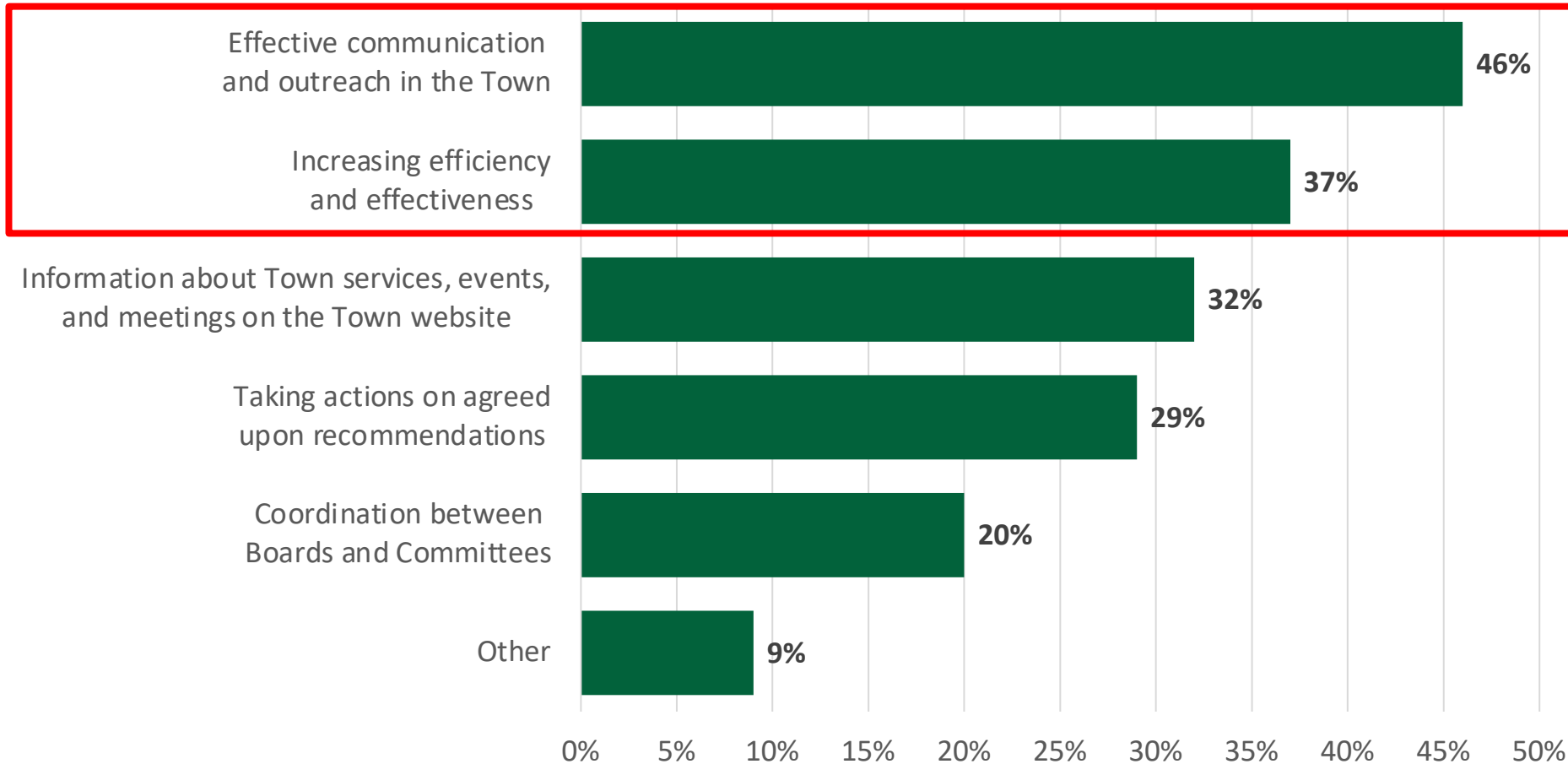
What should be the top priorities for Town facilities? Choose up to 3.



Please rate the following public facilities based on overall physical condition.



What are the most important challenges in terms of governance and services? Choose up to 2.



Community Facilities & Services

Draft
Goals

Draft goals

- Provide high quality facilities, services, and programs that serve the needs of Wrentham's residents and responds to the Town's changing population.
- Develop a sustainable, equitable, and comprehensive approach for short- and long-term capital improvements and maintenance planning.
- Proactively assess funding needs for infrastructure and public facility improvements and provide staffing to pursue external funding sources, including state and federal grants.
- Strengthen effective communication and collaboration within Town government and Improve transparency of town processes with the public.

High-quality facilities and services to meet future needs and challenges and transparent and collaborative decision-making processes to guide investments

Community Facilities & Services Break-out Discussion



Energy and Sustainability

Energy and Sustainability

Existing
Conditions

Quick Facts

- The Town spent \$680,000 on energy costs in 2020 and plans to cut energy use by 20% in 5 years
- Delaney Elementary School has the highest energy use and is one of the least energy efficient town buildings
- Municipal electricity use accounts for about 3% of all electricity use and 3% of natural gas use within Wrentham, and likely a smaller % of transportation energy use

Municipal Energy Use (MMBtu) by Facility Type, 2015-2020

	2015	2016	2017	2018	2019	2020
Building	20,900	18,587	19,752	19,481	20,323	18,581
Open Space	30	26	28	22	23	25
Street/Traffic Lights	34	34	33	36	38	36
Transportation	Not reported	Not reported	Not reported	Not reported	6,548	6,607
Water/Sewer	2,707	2,864	2,542	2,782	2,434	2,824
Total	NA	NA	NA	NA	29,365	28,073

Source: Mass Energy Insight, ERP Guidance Table 3b - Municipal Energy Consumption

Top 5 Highest Energy Consuming Municipal Buildings

	Energy use in 2020 (MMBtu)	Area (Square feet)	Energy use/ area (MMBtu/sq. ft.)
Delaney Elementary School	7,935	58,500	0.14
Charles E Roderick School	3,460	55,662	0.06
Public Safety Building	2,845	38,329	0.07
DPW Garage	1,201	9,638	0.12
Town Hall	1,113	10,984	0.10

Source: Mass Energy Insight, ERP Guidance Table 3b - Municipal Energy Consumption; Alpha Facility Solutions "Town of Wrentham Facility Condition Assessment," 01/22/2020

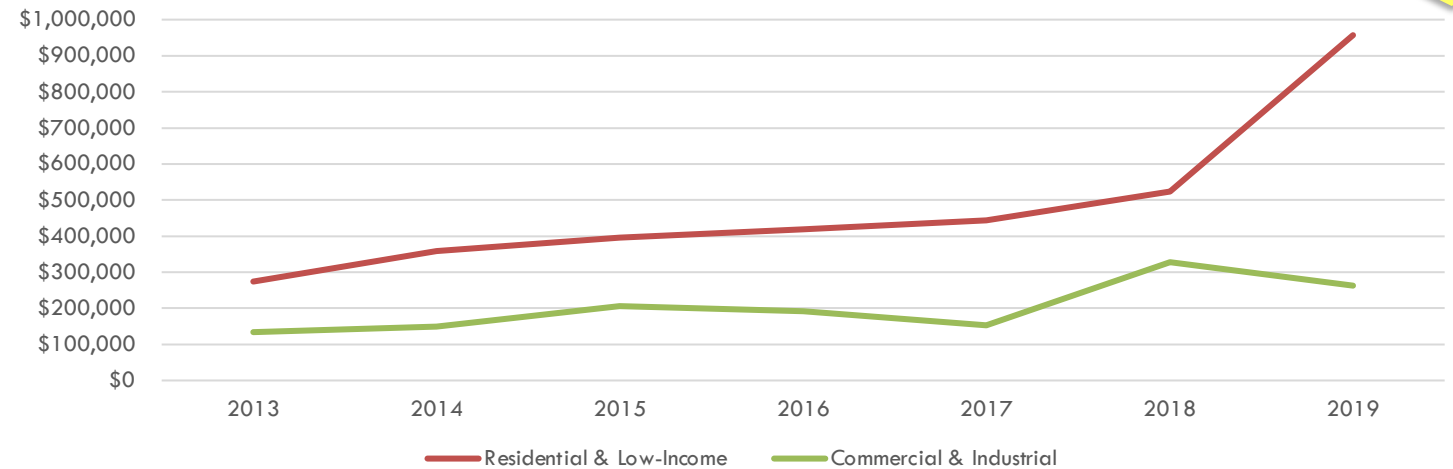
Energy and Sustainability

Existing
Conditions

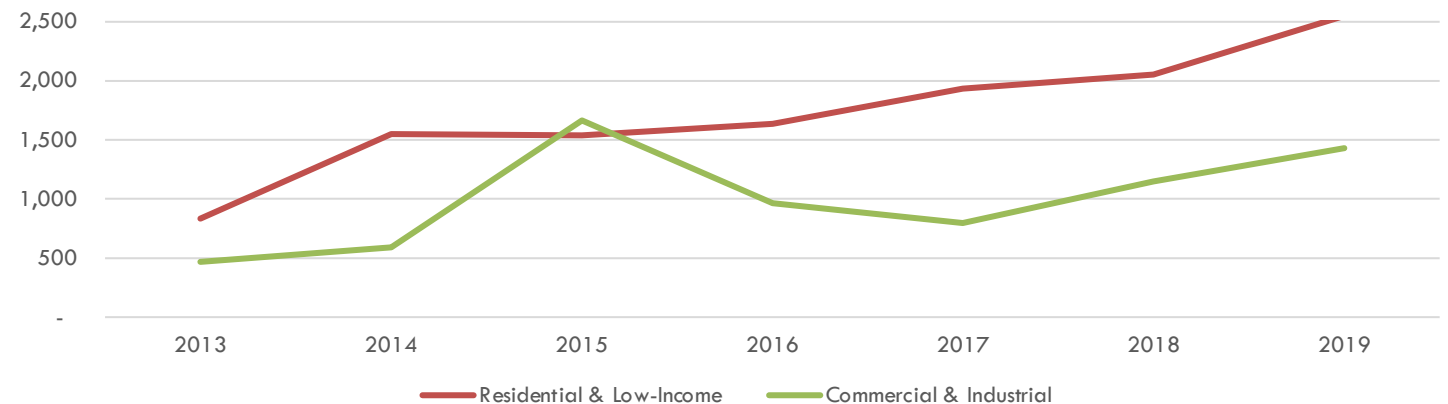
Quick Facts

- Wrentham residents and businesses have received more than \$4M in MassSaves electric incentives for energy efficiency upgrades between 2013-2019
- There are 335 renewable energy sources in Wrentham, most of which are residential solar panels

Electric Incentives
Source: MassSaves



Annual Electric Savings (MWh)
Source: MassSaves



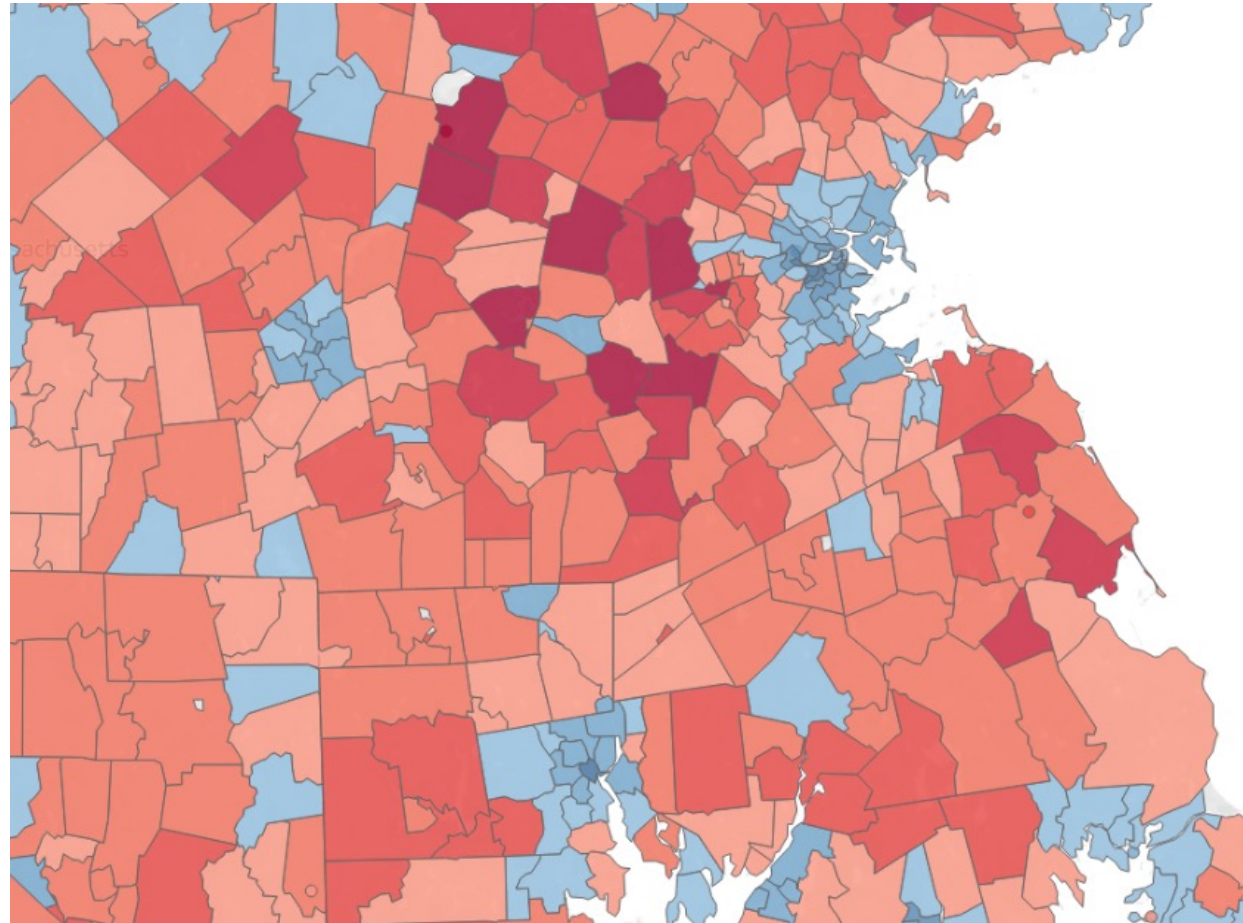
Energy and Sustainability

Existing
Conditions

Key themes

- Wrentham has adopted new policies to encourage energy efficiency and renewable energy generation
- Town eligible for Green Community designation
- Emissions from municipal buildings and Town-owned vehicles account for only a fraction of the total emissions in Wrentham
- The transportation sector is the largest source of greenhouse gas emissions in the United States, in Massachusetts, and likely in Wrentham

Estimated carbon emission per household by zip code



Source: UC Berkeley CoolClimate Network, [Average Annual Household Carbon Footprint \(2013\)](#)

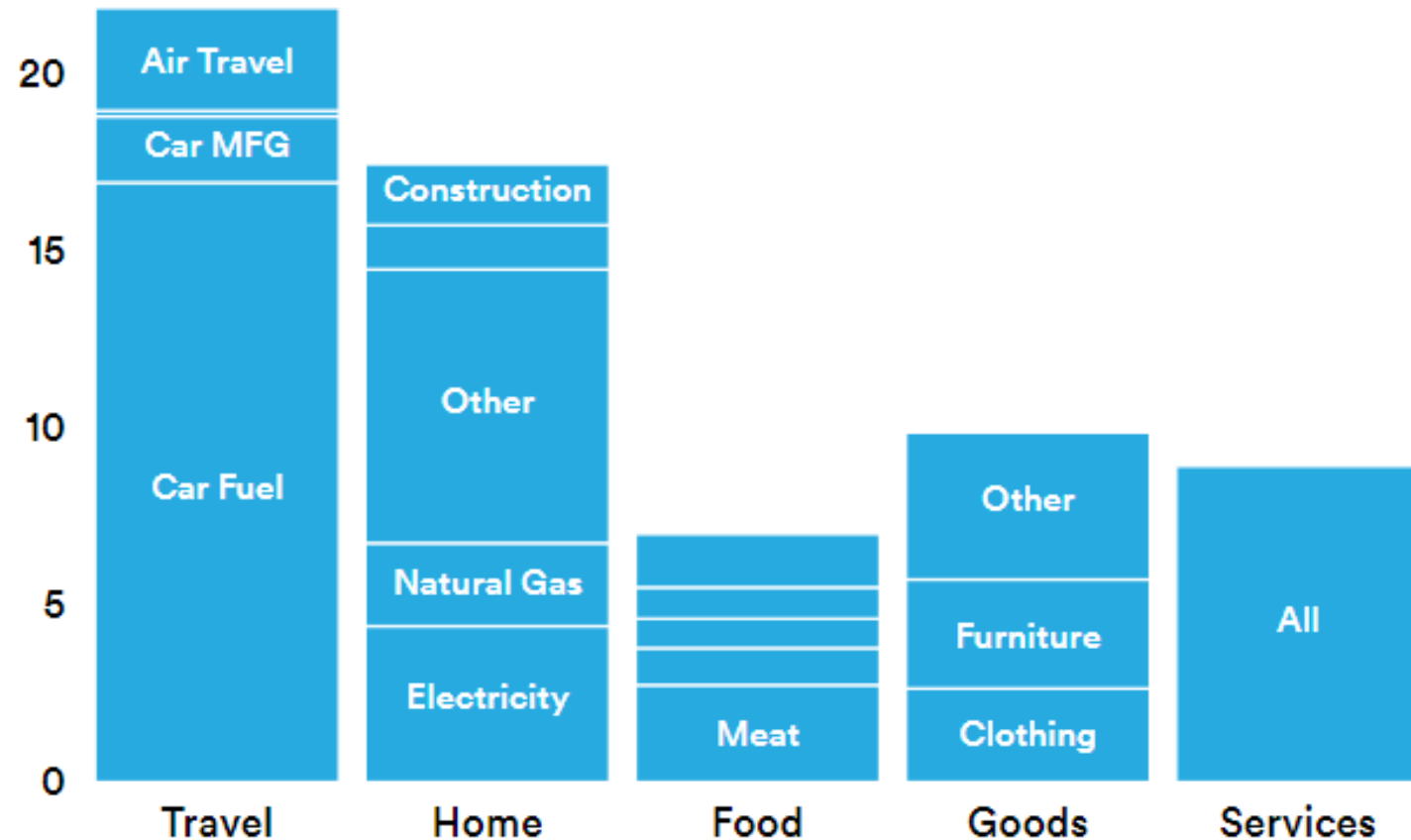
Energy and Sustainability

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Estimated carbon emissions from average household in Wrentham
Household tons CO₂eq/year



Source: UC Berkeley CoolClimate Network, [Average Annual Household Carbon Footprint \(2013\)](#)

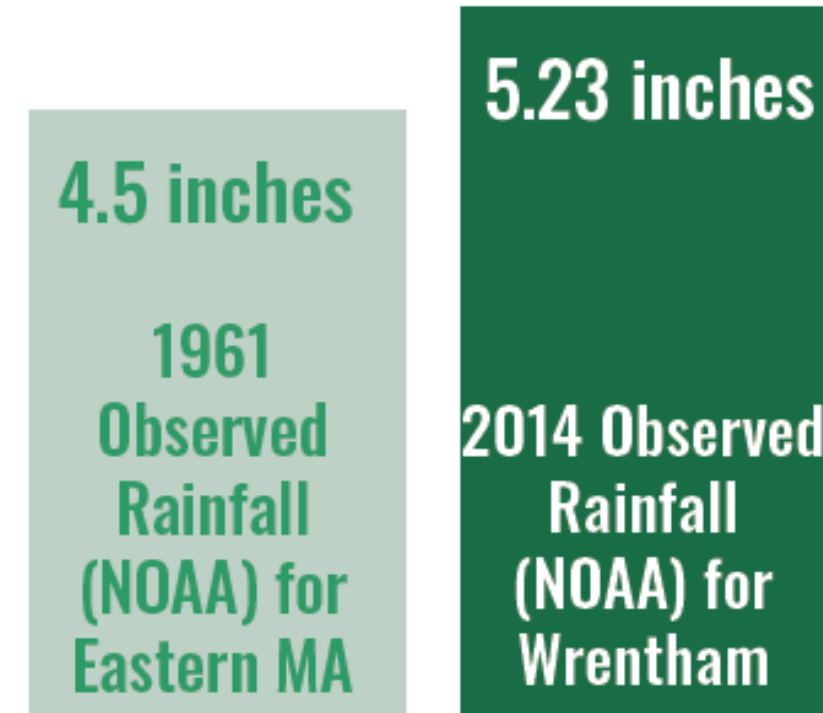
Energy and Sustainability

Existing
Conditions

Key themes

- Inland flooding is one of the greatest climate-related hazards that Wrentham faces.
- The Town has started to address climate-related inland flooding through a new Green Infrastructure Master Plan to improve stormwater management.
- Town participated in the Municipal Vulnerability Preparedness Program in 2018
- Town also completed a Hazard Mitigation Plan in 2018

Increase in 10-year, 24-hour rainfall event

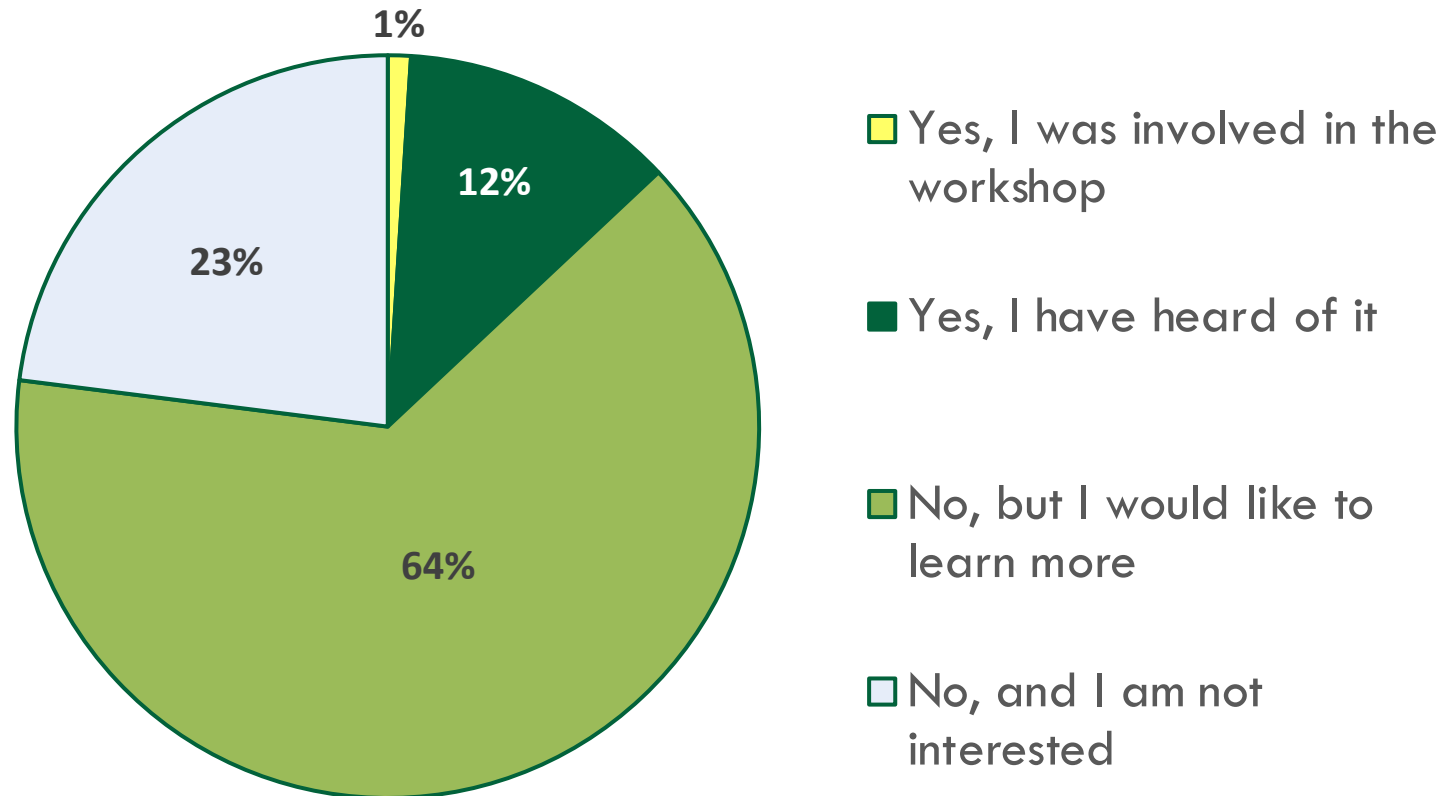


Source: National Oceanic and Atmospheric Administration (NOAA)

Energy and Sustainability

Survey

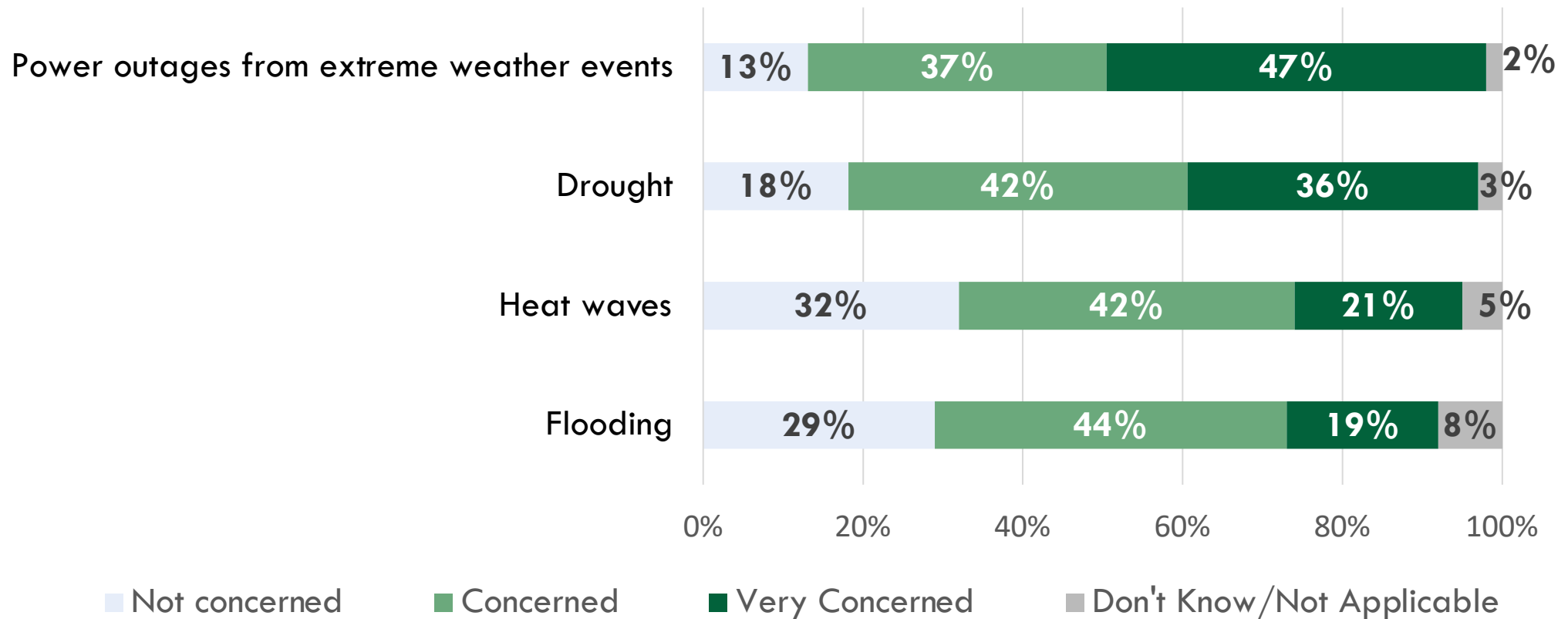
What is your familiarity with Wrentham's 2018 Community Resilience Building workshop and plan?



Energy and Sustainability

Survey

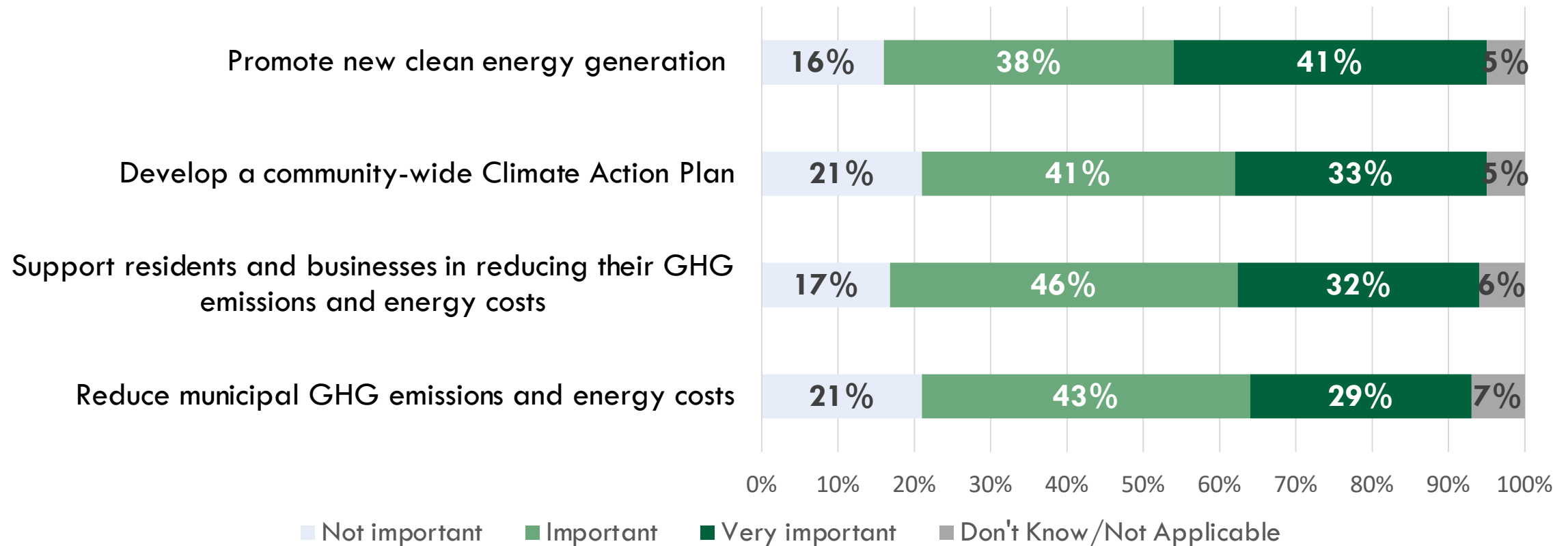
Rank your concern about the following local climate impacts.



Energy and Sustainability

Survey

How important are the following energy and sustainability goals?



Energy and sustainability

Draft
Goals

Draft goals

- Promote new clean energy generation
- Develop a community-wide Climate Action Plan
- Support residents and businesses in reducing their green house gas emissions and energy costs
- Reduce municipal green house gas emissions and energy costs
- Prepare town infrastructure for impacts of climate change
- *Others?*

Advance energy efficiency, sustainability, and resilience of town facilities and infrastructure while encouraging reduce to environmental impacts and increase resilience of their homes and lifestyles.

Energy and Sustainability Break-out Discussion



Next Steps

Next steps

- Review of the questions, comments, and feedback gathered from March 22nd and March 29th
- Recordings of the meetings and materials will be posted on the project website
- Sign up for occasional email updates about this process on the project website
- Refinement of the goals, and development of strategies
- Next Master Plan Committee Meeting on April 28th, 2022

- Visit the project webpage at:
www.mapc.ma/WrenthamVision



News & Updates



Next steps

Attend our March forums! Come share your ideas at two public forums about the key issues and opportunities facing Wrentham. Both events will be held on Zoom.

- Tuesday, March 22, 7 p.m. to 8:30 p.m.
This forum will focus on land use, open space, and transportation.
- Tuesday, March 29, 7 p.m. to 8:30 p.m.

Draft Existing Conditions Overviews Available. These documents outline the current state of land use, zoning, open space, recreation, natural resources, and transportation in Wrentham.

[Download Draft Land Use and Zoning Existing Conditions](#) 

[Download Draft Open Space, Recreation, and Natural Resources Existing Conditions](#) 

[Download Draft Transportation and Connectivity Existing Conditions](#) 

Phase II Survey Results Released. 777 people filled out the survey, which was



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