



Master Plan Workshop #4: Draft Strategies Workshop

May 22, 2025



AGENDA

01 Community Engagement Recap

02 Draft Vision & Goals

03 Working Towards Future Land Use

04 What's Next?

05 Hearing From You

Where We Are in the Planning Process



So far:

- Open-ended visioning discussions, listening sessions, topic workshops – collecting ideas and input that informed planning

Now:

- Drafted vision, goals and strategies for public review – providing material to react to, your feedback will inform draft plan

Next:

- Revise draft material based on feedback to produce draft plan



01 COMMUNITY ENGAGEMENT RECAP

Public Engagement To Date

- **1** Visioning Forum (Summer 2024)
- **3** Topic Workshops (Fall 2024)
- **2** Pop-up Events (Summer 2024)
- **7** Listening Sessions (Fall/Winter 2024)
- **4** Online Surveys
- **1** Interactive Map
- **1** Project Website

**1,750+ interactions—
and even more reached**

- **400+ in-person attendees**
- **485 survey responses**
- **372 map comments**
- **5,380+ unique website visitors with 515 unique contributors**



Visioning Survey

What respondents love:



- Natural and open spaces
- Proximity to coast and beaches
- Plymouth's history and unique assets
- Community character
- Village Centers

What respondents would like to change/improve:

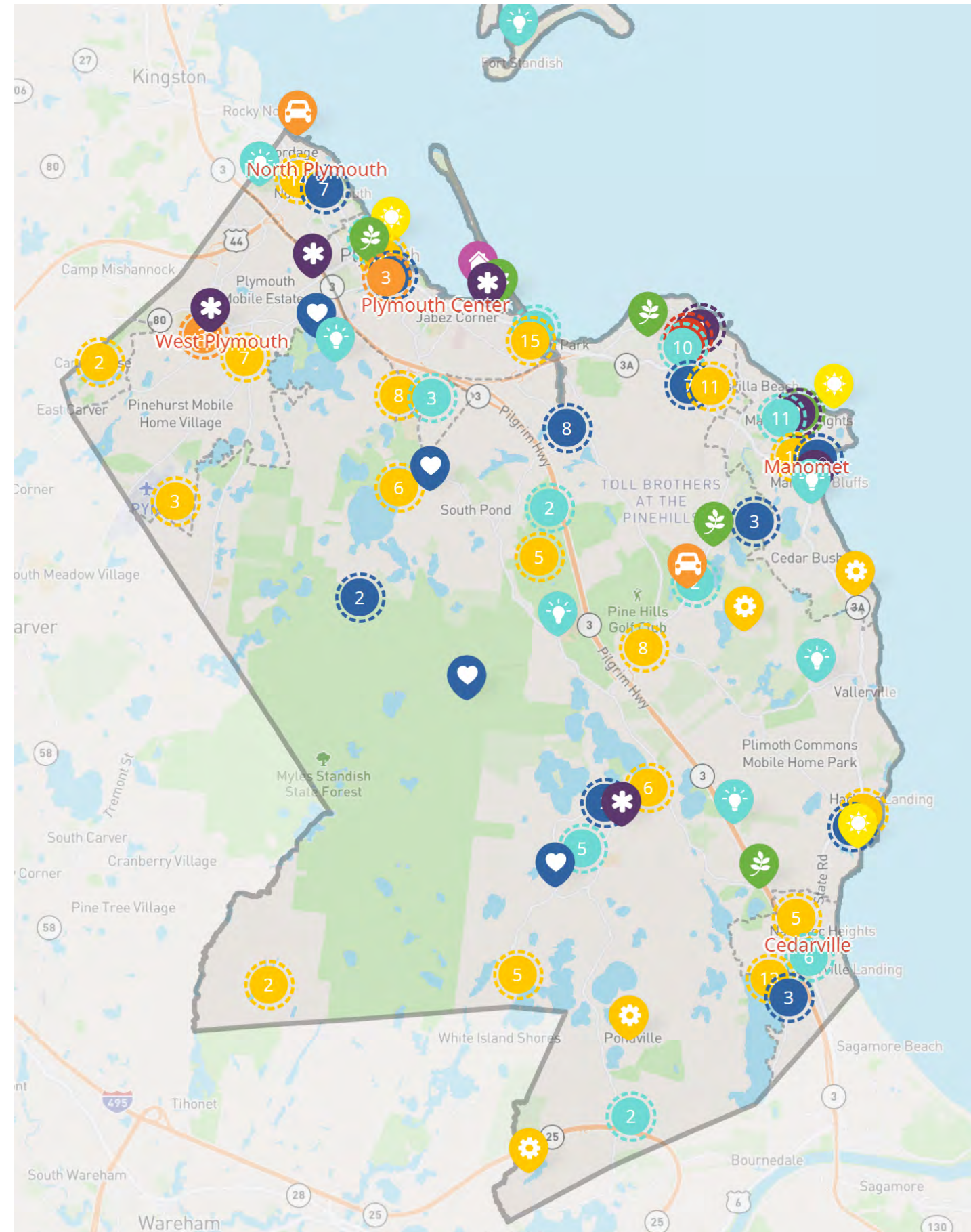


- Overall affordability and cost of housing
- Types of housing and rate of development
- Infrastructure improvements - roads, pedestrian and bicycle
- Traffic & congestion
- Waterfront access – beaches and downtown
- More commercial development
- Greater protection of natural and open space resources, including aquifer and biodiversity

Interactive Map

Themes:

- The need for housing affordability, but mixed opinions on how to address it
- Widespread desire for safer intersections, improved roadway infrastructure, and less traffic
- Prioritizing further protection of natural resources and open spaces throughout town
- Important areas mentioned: Downtown, waterfront, Holtec site, The Pinehills, Cedarville, Myles Standish State Forest



Topic Workshops

Some Themes

- Focus development in already developed areas
- A more diversified land use mix that includes greater commercial, light industrial, a wider range of housing types, and mixed-use opportunities
- Preserved and protected natural environments and open spaces that continue to support public access to nature and a variety of recreation opportunities
- Prioritizing sustainable and resilient development that incorporates climate adaptation strategies and preserves open space
- A diversified and active economy that benefits residents and year-round tourism
- Greater walkability and multimodal connectivity between destinations

Listening Session Themes

Master Plan Committee (MPC) members met in 7 locations across Plymouth over 2.5 months to hear from residents about the Town and their neighborhoods

Common Themes

- Aquifer protection
- Focus development in already developed areas; protect and expand open and recreational areas
- The need to create a clear town identity and direction
- Preservation and enhancement of historical assets and support for arts and culture
- Housing affordability
- The need to plan for and proactively mitigate impacts that come with growth
- Diversification of the local tax base – increase capacity for uses that will bring high paying jobs

02 DRAFT VISION & GOALS

What Are a Master Plan's Vision and Goals?

Informed by community input:

Vision: An aspirational description of what Plymouth will be like once the plan's recommendations are implemented.

- Concise, future-oriented statement that provides broad guidance and direction

Goals: More specific outcomes that the community wants to achieve.

- Support the vision and help ensure decisions align with it and address key priorities

Strategies: The specific actions needed to help achieve the goals.

- Can include specific projects, policies, or initiatives the Town should undertake

Draft Vision Statement

Informed by community input:

Plymouth will enhance its quality of life for all generations as a welcoming, resilient, and affordable community with treasured natural resources, historically distinctive cultural heritage, a vibrant local economy, access to a wide range of housing options, safe and convenient transportation, high-quality education, and responsible governance.

Framing the Nine Goals

Advancing the concept of **community affordability** – a frequent theme heard throughout public feedback expressed in different ways

- **Housing:** affordable options for different types of households and stages of life
- **Local job opportunities:** support higher-wage growth industries
- **Transportation options:** safe, attractive alternatives to driving short distances
- **Recreation opportunities:** local places to be active, enjoy nature,
- **Sound municipal finance:** balancing revenue and costs while addressing key needs

Draft Goals

1

Explore a variety of housing types that better meet the diverse and changing needs of our multi-generational community.



Draft Goals

2

Preserve and protect our natural resources so that our community remains resilient while supporting our biodiversity and essential aquifer.



Draft Goals

3

Maintain the historic and cultural character of Plymouth by promoting the rich tapestry of our heritage which includes nationally-significant historic assets, settlements, forests, coastline, ponds, and other built and natural assets.



Draft Goals

4 **Expand and diversify the economy** with continued support for local businesses by increasing living wage jobs in the blue economy, healthcare, and other commercial sectors.



Draft Goals

- 5 **Improve connectivity** for all modes of transportation so that residents, workers, and visitors alike can safely and efficiently access all parts of Plymouth and the region.



- 6** **Maintain and improve infrastructure** including local roadways, public facilities, recreation, utilities, and services.



Draft Goals

7

Advance Plymouth's long-term fiscal sustainability with sound municipal finance.



- 8** **Integrate sustainability and resiliency** into all aspects of Town planning and decision-making while working to mitigate the impacts of climate change whenever possible.



Draft Goals

9

Maintain the Master Plan as a living document that guides Town actions.



A person is walking a dog on a paved path that leads into a wooded area. The trees are mostly bare, suggesting a late autumn or winter setting. The path is flanked by grass and some large rocks. In the background, a house is visible through the trees. The overall scene is dimly lit, with a blue tint.

03 Working Towards Future Land Use

Place Types Analysis

Categorizes Plymouth into four general types of places considering future changes.

STEP:

(S) Strengthen – Places to be improved through purposeful intervention

(T) Transform – Places for more significant change

(E) Enhance – Places for minor interventions that focus on improving quality of life

(P) Preserve – Places for minimal or carefully managed change



STEP Diagram

Strengthen

- Downtown Plymouth
- Village Centers (commercial cores)
- Underutilized and vacant retail/commercial sites
- Commercial centers
- Industrial parks

Transform

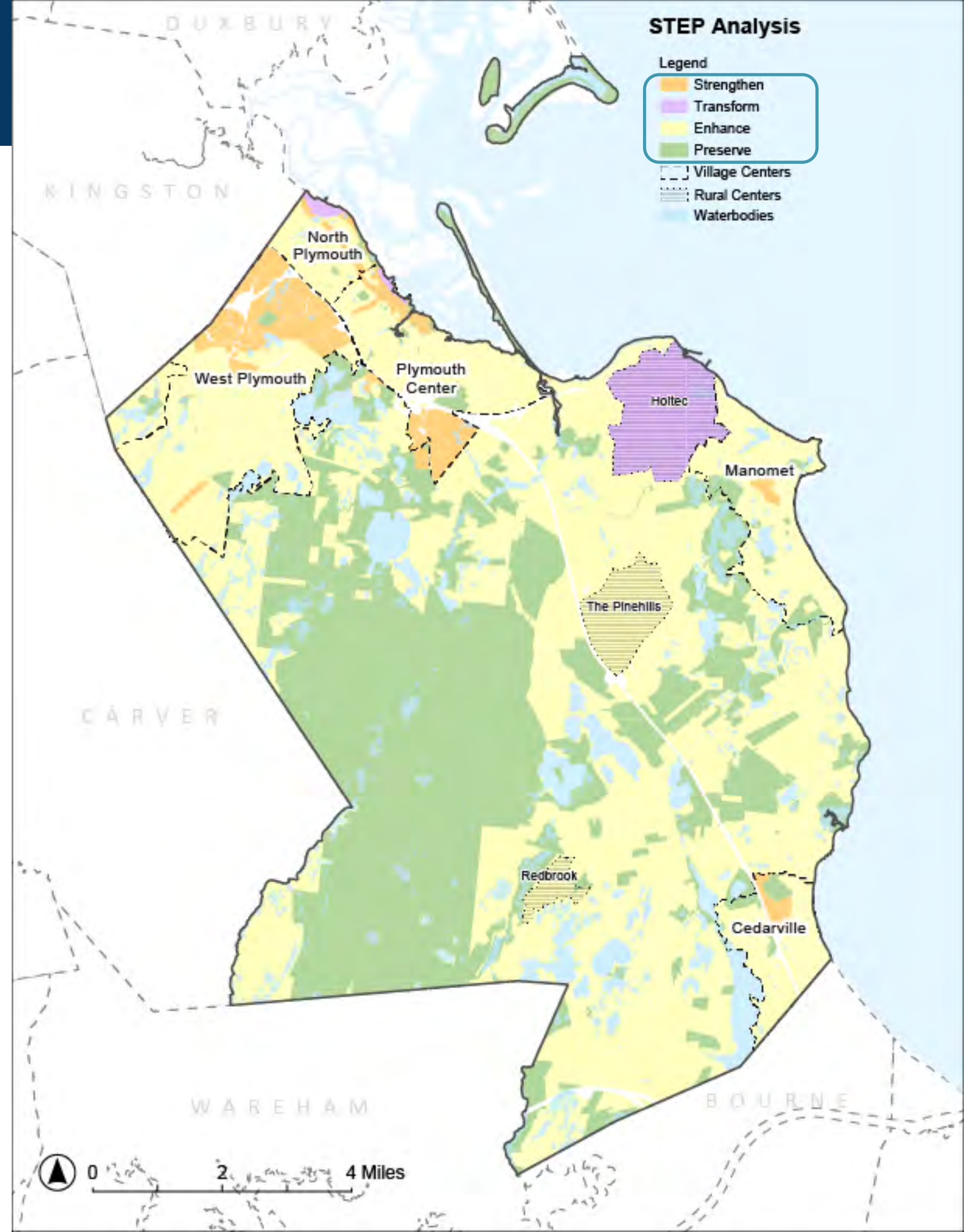
- Holtec site
- Cordage Park area
- Downtown waterfront

Enhance

- Village Centers (neighborhoods)
- Residential areas
- Areas with limited water and sewer

Preserve

- Parks & permanently protected open space
- Beaches



STEP Diagram

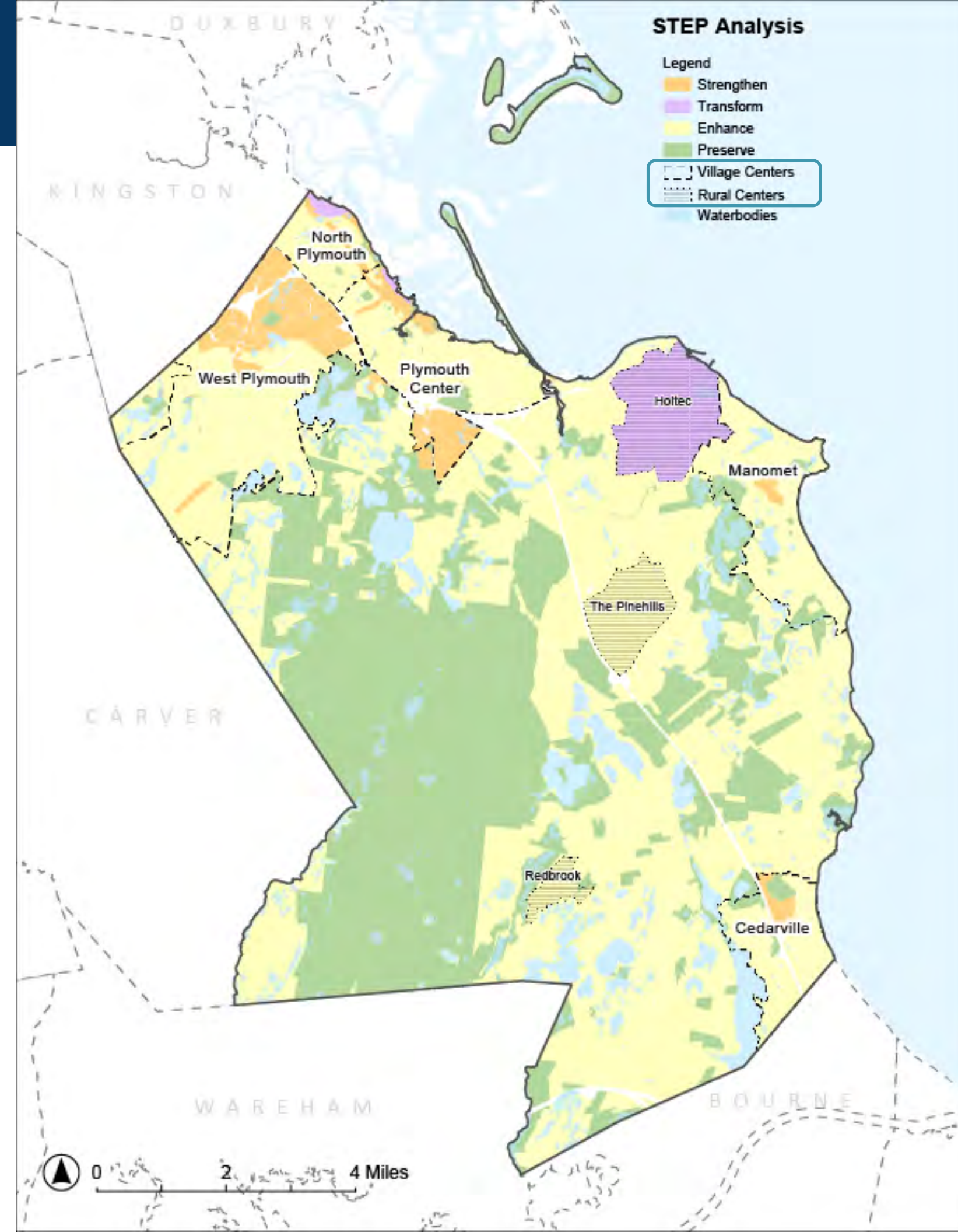
Two additional types of places identified:

Village Centers: Five established villages where public infrastructure investment is focused to support growth

Rural Centers: Potential new designation for village-like places with variety of housing and supporting amenities, but without public infrastructure investment

Potential rural centers:

- The Pinehills
- Redbrook
- Holtec
- Anywhere else?



Scenario Exploration

Two sites representative of many similar places:

- Underused retail/commercial
- Undeveloped land

Scenarios are tool to illustrate potential outcomes of different policy choices:

- Mixed-use, mostly housing
- Employment-focused
- Open space, recreation

Scenario metrics indicate potential impacts of policy choices

Scenarios are NOT redevelopment recommendations or site design proposals





04 WHAT'S NEXT?

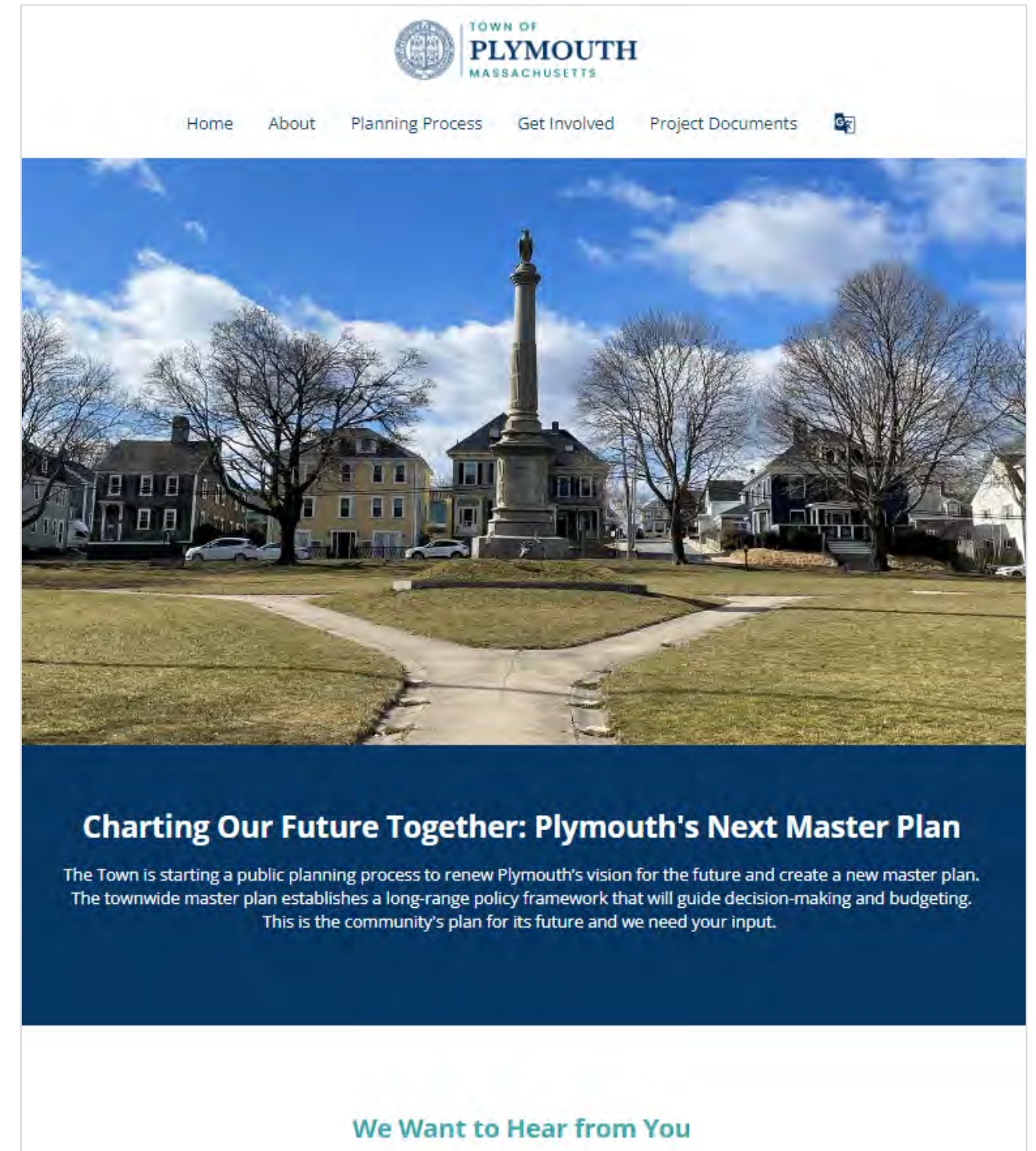
What's Next

Online Survey

**Know someone who couldn't attend tonight?
Tell your friends and neighbors!**

Survey is available on the project website with the same questions as tonight's workshop.

Complete the survey to enter drawing for one
\$50 Plimoth General Store gift certificate



The screenshot shows the Town of Plymouth website. At the top is the town's logo and a navigation menu with links: Home, About, Planning Process, Get Involved, and Project Documents. Below the menu is a large photograph of a town square featuring a central monument and several historic houses. A dark blue banner at the bottom of the image contains the title 'Charting Our Future Together: Plymouth's Next Master Plan' and a paragraph of text. At the very bottom of the page, the phrase 'We Want to Hear from You' is displayed in a teal color.

TOWN OF PLYMOUTH MASSACHUSETTS

Home About Planning Process Get Involved Project Documents

Charting Our Future Together: Plymouth's Next Master Plan

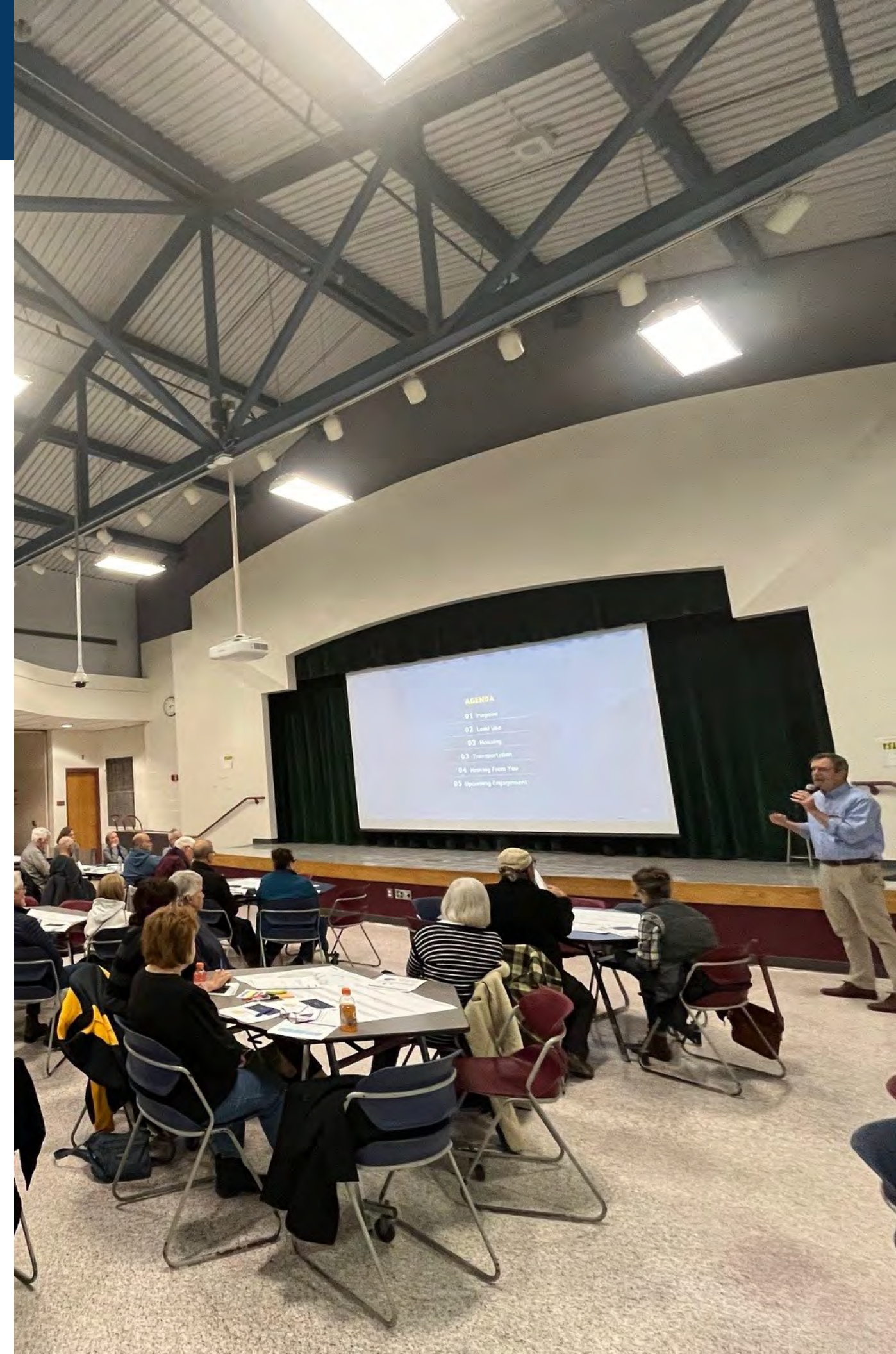
The Town is starting a public planning process to renew Plymouth's vision for the future and create a new master plan. The townwide master plan establishes a long-range policy framework that will guide decision-making and budgeting. This is the community's plan for its future and we need your input.

We Want to Hear from You

What's Next

Upcoming

- Refinement of strategies based on tonight's feedback (Summer 2025)
- Drafting of Future Land Use map and plan document (Summer 2025)
- Draft plan open house (Fall 2025)
- Plan adoption process (Winter 2025)



VISIT OUR WEBSITE TO PARTICIPATE ONLINE AND STAY INFORMED

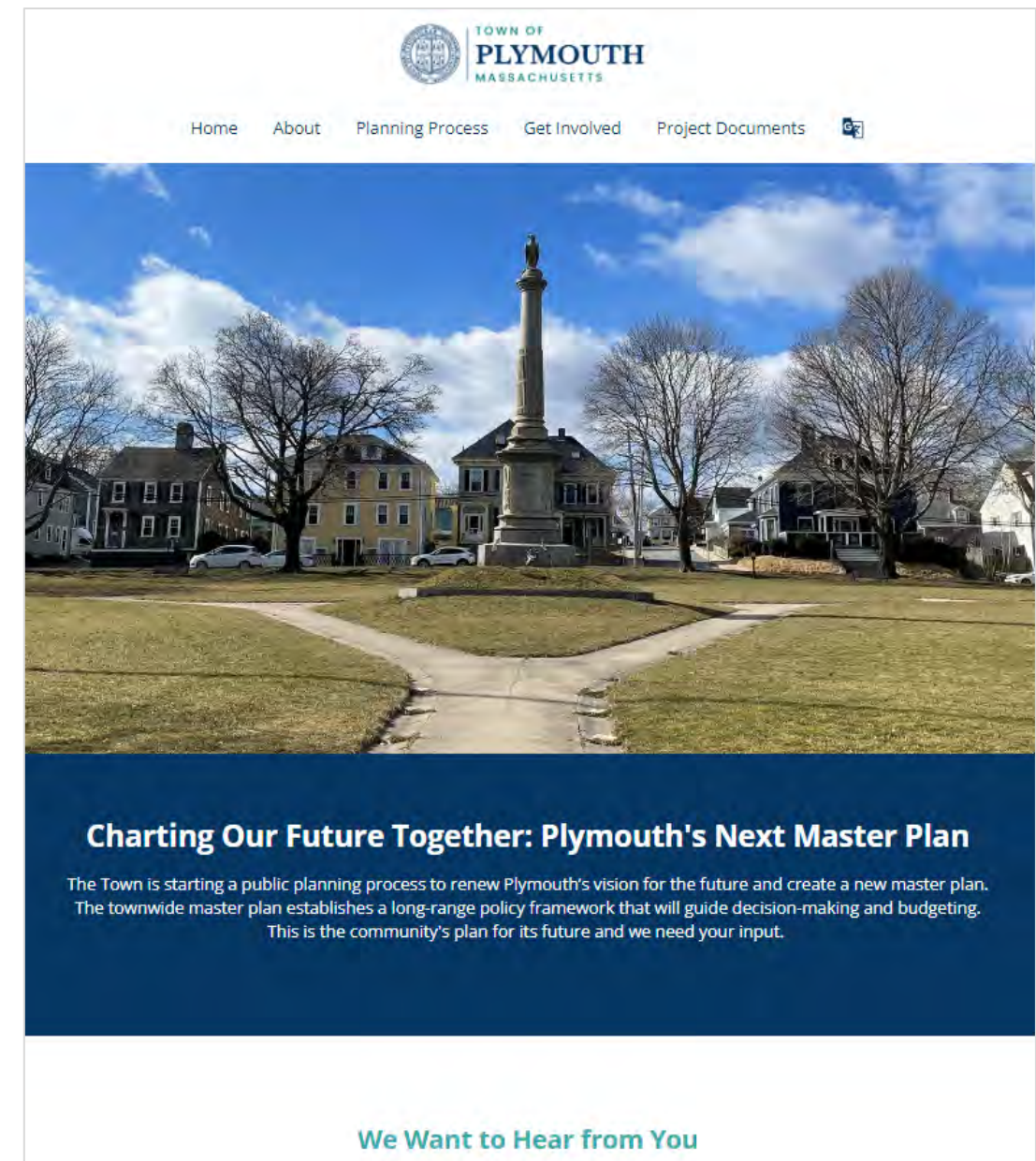
Participate when it's convenient for you.

- Latest project news and upcoming meetings/events
- Past presentations and project documents



Project website link:

<https://tinyurl.com/PlymouthMasterPlan>





05 HEARING FROM YOU

The Most Important Part of Tonight

We need your input to refine the draft strategies and priorities for the Plymouth Master Plan.

- Visit the stations to review draft material and provide your feedback
- There will be an online survey for those who could not attend tonight



Hearing from You

Vision & Goals

- How much do you agree with the vision statement?
- Which goals are the most important for achieving Plymouth's vision over the next 10 years?
- Is there anything significant you think should be changed about the proposed vision and goals?

The image shows two overlapping draft documents for public input. The top document is titled "DRAFT VISION STATEMENT" and includes a description of the draft, a vision statement, a scale for agreement, and a space for comments. The bottom document is titled "DRAFT GOALS" and includes a description of the draft, a list of nine goals, and a space for comments.

DRAFT VISION STATEMENT

The draft vision statement was created based on extensive public input and with guidance from the Master Plan Committee. It is an aspirational description of what Plymouth will be like once the plan's recommendations are implemented. It provides broad guidance and direction so that planning and budgeting efforts align with the community's desired outcomes.

VISION

"The Town of Plymouth seeks to enhance its quality of life for all generations as a welcoming, resilient, and affordable community with treasured natural resources, historically distinctive cultural heritage, a vibrant local economy, access to a wide range of housing options, safe and convenient transportation, high-quality education, and responsible governance."

How much do you agree with this vision statement? Place a sticker in one of the boxes below:

1 Highly disagree	2 Somewhat disagree	3 Neutral	4 Somewhat agree	5 Highly agree
----------------------	------------------------	--------------	---------------------	-------------------

Kindly use a sticky note to briefly explain your response.

Is there anything you think should be added to the vision statement?

DRAFT GOALS

The draft goals were created based on extensive public input and with guidance from the Master Plan Committee. They are more specific outcomes that the community wants to achieve. These statements support the vision and help ensure that decisions align with it and address key priorities. They also reflect the required topics that must be addressed in the master plan.

Please rank the top three goals you think are most important for achieving Plymouth's vision over the next 10+ years. Place your three poker chips in the corresponding jar for each goal. Note that each color chip corresponds to a ranking (first, second, or third).

01	Develop a variety of housing types that better meet the diverse and changing needs of our multi-generational community.
02	Preserve and protect our natural resources while supporting our biodiversity and essential aquifer.
03	Maintain the historic and cultural character of Plymouth by promoting the rich tapestry of our heritage which include nationally-significant historic assets, settlements, forests, coastline, ponds, and other built and natural assets.
04	Expand and diversify the economy with continued support for local businesses and by increasing living-wage jobs in the blue economy, healthcare, and other commercial sectors.
05	Improve connectivity for all modes of transportation so that residents, workers, and visitors alike can safely and efficiently access all parts of Plymouth and the region.
06	Maintain and improve infrastructure including local roadways, public facilities, recreation, utilities, and services.
07	Advance Plymouth's long-term fiscal sustainability with sound municipal financial practices
08	Integrate sustainability and resiliency into all aspects of Town planning and decision-making, while working to mitigate the impacts of climate change whenever possible.
09	Maintain the Master Plan as a living document that guides Town actions.

COMMENTS Is there anything significant you would add or change about these goals?

Strategies

- Which strategies are the most important for Plymouth's future?
- Are there any strategies you think should be added to help achieve the Master Plan's goals?

Future Land Use Planning

- How well do you think the place types analysis (STEP diagram) generally reflects places to strengthen, transform, enhance and preserve?
- Are there other places you think rural centers could or should emerge over the next 10 years?
- Which scenario do you prefer?
- What do you like about your preferred scenario?

Please leave behind all written materials

The feedback we collect will be used to **refine the Master Plan's goals and strategies** for the future of Plymouth – this is an important opportunity for the community to shape the direction of the Master Plan

- Input on the boards will be summarized
- Input from the online survey will be added to tonight's

A blue-tinted photograph of a town street scene. On the left, a person in a blue shirt and shorts walks away from the camera. The street is lined with buildings, including one with a sign for 'LONGHOUSE CRAFT BEER' and 'AXE THROWING'. On the right, there is outdoor seating with white tables and chairs under large umbrellas. The text 'THANK YOU!' is overlaid in the center in a bold, yellow font.

THANK YOU!