



J M
G O L D S O N

EMPOWERING PEOPLE.
CREATING COMMUNITY.

TOWN OF STOW COMPREHENSIVE PLAN KICK-OFF

10/16/23

J M
G

MEET THE TEAM!

Creativity, collaboration, and professional expertise

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We will be supporting every stage of this process, from studying existing conditions and past progress, to helping the community finalize its vision for the future.

INTRODUCTIONS

1. What's one word you would use to describe Stow?
2. What is one investment that you wish to see in your community?



ACCOMPLISHMENTS!

Look at what you've accomplished since the 2010 Master Plan!

64% or 44 out of 69 of the strategies have been completed or are in progress!

The strategies come from a mixture of the Town's goals in housing, environment, transportation, and open space and recreation.



YOUR HOPES FOR THIS PLAN

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YOUR HOPES FOR THIS PLAN

- : It will reflect the input of Stow's Boards and Committees.
- : It will be easily readable, and get younger people involved.
- : It will be possible to update it regularly and easily.
- : It will help create a vision for new housing types.
- : It will support a vision for public spaces and culture.
- : It will adequately and effectively support affordable housing.



MOST CURIOUS TO LEARN

- : What is the community most passionate about? What do those that haven't yet spoken up believe?
- : What kind of communication and involvement do residents want to have with the Town?
- : What kind of strategies will come out of the plan?
- : What has changed since the last plan?



GREATEST CHALLENGES

- : Property tax rates have been going up.
- : Keeping Stow affordable to seniors.
- : Balancing development with availability of Town services, particularly water.
- : Creating more spaces to build connections.
- : Some people don't want change, or don't believe it when they see it.
- : Attracting businesses to take some of the revenue burden off households.



GREATEST OPPORTUNITIES

- : Creating a long-term vision that supports older residents and families.
- : The plan is an opportunity to bring the community together.
- : Keeping our open space.
- : Reuse of historic buildings and downtown revitalization.
- : High civic engagement is a strength to emphasize.

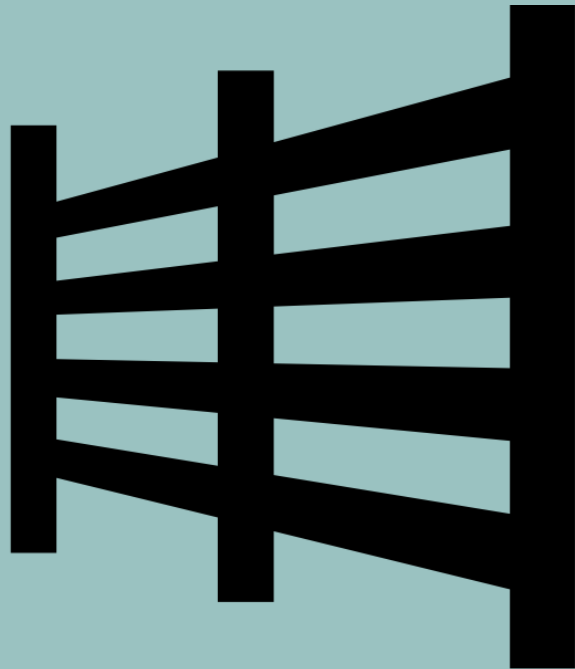




COMPREHENSIVE PLAN FUNDAMENTALS

OUR ROLE & YOUR ROLE

We build the structure . . .



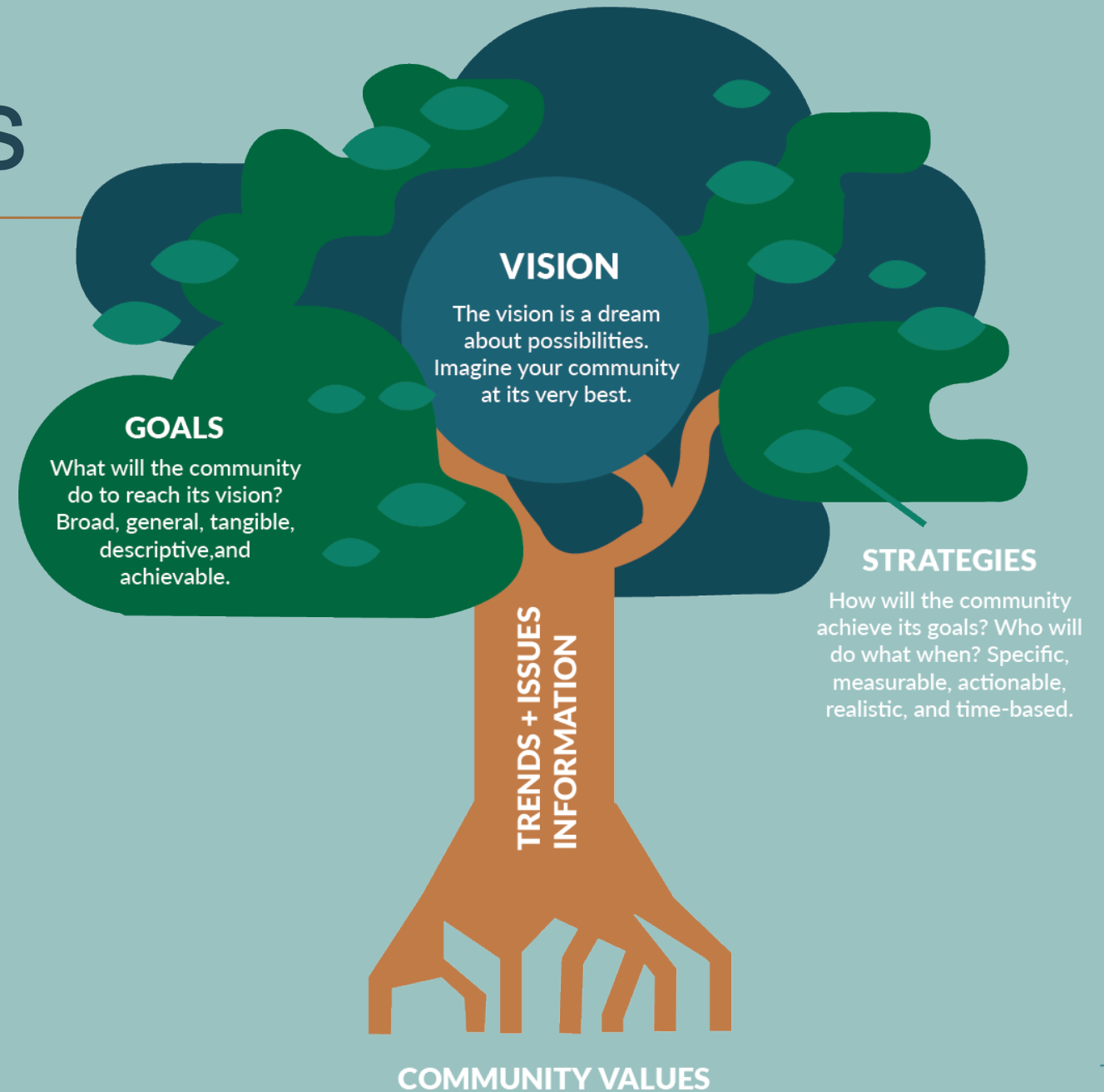
Created by Nestor Arellano
from Noun Project

So you can imagine, create, and plan



KEY COMPONENTS

- : Existing Conditions Profile
- : Community Vision Statement
- : Goals for Each Core Theme
- : Strategies for Each Goal
- : Future Land Use Map



EXISTING CONDITIONS SUMMARY: AN EXAMPLE

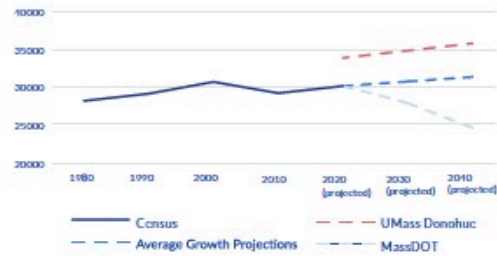
DEMOGRAPHICS

SLIGHT DECLINE IN POPULATION AND UNCERTAINTY FOR FUTURE TRENDS

The population of Gloucester has experienced a marginal overall decline (less than two percent) since the year 2000 with a low in 2010 that has rebounded somewhat but remains below the 2000 population. Presently, there exists a notable degree of uncertainty regarding the trajectory of future population trends, with conflicting projections offered by MassDOT and UMass Donohue.

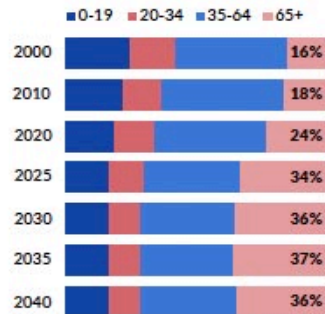
2000: 30,273
2010: 28,789
2020: 29,729

Gloucester Historic and Projected Future Population



HIGH PROPORTION OF OLDER RESIDENTS

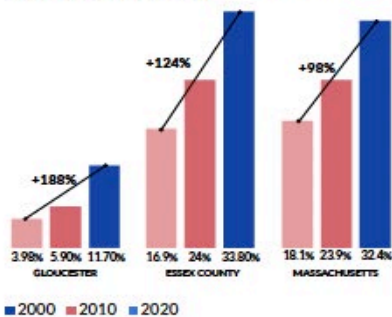
Gloucester has a higher percentage of 65+ year-old residents than Essex County and Massachusetts and a lower proportion of younger residents.



GROWING RACIAL AND ETHNIC DIVERSITY

Gloucester's population is growing more diverse faster than in the region and state but remains proportionally less diverse.

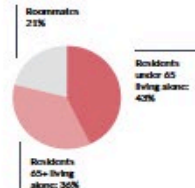
Percentage of BIPOC Residents in Gloucester, Essex County, and Massachusetts, 2000-2020



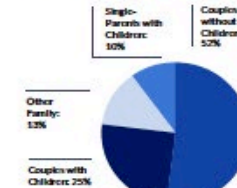
MANY PEOPLE LIVE ALONE IN GLOUCESTER, ESPECIALLY OLDER ADULTS

While family households remain the majority at 61 percent in 2021, just under one in three Gloucester households (31 percent) are a single person living alone, and 55 percent of those people living alone are seniors.

Total Non-Family Households 39%



Total Family Households: 61%



GLOUCESTER HOUSEHOLDS HAVE LOWER MEDIAN INCOME THAN MOST COMPARISON COMMUNITIES



ENVIRONMENTAL JUSTICE IS A PRINCIPLE THAT ALL PEOPLE HAVE A RIGHT TO LIVE IN A CLEAN AND HEALTHY ENVIRONMENT

Environmental Justice (EJ) Population neighborhoods are defined by the state in areas where the median household income is not more than 65 percent of the statewide median; BIPOC populations comprise 40 percent or more of the population; at least 25 percent of households lack English language proficiency, or BIPOC populations comprise 25 percent or more of the population and the median household income of the municipality does not exceed 150 percent of the statewide median.

In Gloucester, the area between Downtown and Route 128 is a state-designated EJ area. The state's EJ Policy, updated in 2021, requires state agencies to promote environmental justice and the state considers EJ as a criterion for awarding grants and prioritizing program funding. In addition, the state prioritizes EJ communities through attentive planning practices and thoughtful consideration when permitting and developing.



VISION STATEMENT: AN EXAMPLE



CHAPTER 2

2

Community Vision

Caption and Photo
Credit: Uchi non doloris
salomon catpu drahap-
mHao c

IPSWICH IN 2035...

is scenic coastal community defined by its open space and natural resources, First Period historic resources, vibrant local businesses, strong schools and community partners, and a welcoming social fabric for residents and visitors of all ages, races, ethnicities, and backgrounds.

15 IPSWICH COMMUNITY DEVELOPMENT PLAN

GOALS STATEMENT: AN EXAMPLE



VISION 2030 • 24

BALANCING DEVELOPMENT

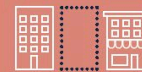
2030 BALANCED GROWTH

In 2030, Winchester has expanded commercial diversity and mixed-use development where strategic, including Town Center, the Holton/Cross Street area, along North Main Street, and the northern portion of Cambridge Street. Winchester balances commercial and residential growth with special attention to celebrating and maintaining its historic character and natural green spaces. Well-designed new development offers new amenities, entertainment, and retail opportunities to residents and has increased the Town's commercial tax base. The Town prioritizes walkability to increase foot traffic to local businesses, accessibility to services, and community interactions. Through responsive design and site planning, new development of all types is carefully integrated, strategically located, and appropriately scaled, with a focus on creating more compact development in some areas.

HOUSING CHOICES

Winchester's housing stock in 2030 has more economically-attainable options and a balanced mix of apartments, condominiums, and houses that can accommodate a variety of households, including large families, young adults, older adults, and people with disabilities. The stock of older modestly-sized homes are valued and protected from teardowns to preserve Winchester's historic neighborhood-scale and offer more economically-attainable housing options.

Goals



Encourage more commercial, mixed-use, and compact development in areas that support economic vibrancy, including strategic redevelopment parcels in Town Center and the identified *Evolving Opportunity Areas*.



Cultivate active support by town leadership for the continued success of existing businesses and for seeking opportunities for new businesses in Winchester.



Create and preserve housing that is affordable and accessible to all, especially small-scale development that harmonizes with Winchester's character and provides easy access to everyday amenities and needs.



Promote housing types that allow residents to age within the community. Housing should be located near community gathering spaces and enable access to everyday amenities and needs.



Encourage contextually-responsive new development. New development will be carefully planned and appropriately scaled, with a focus on creating denser development in some areas.



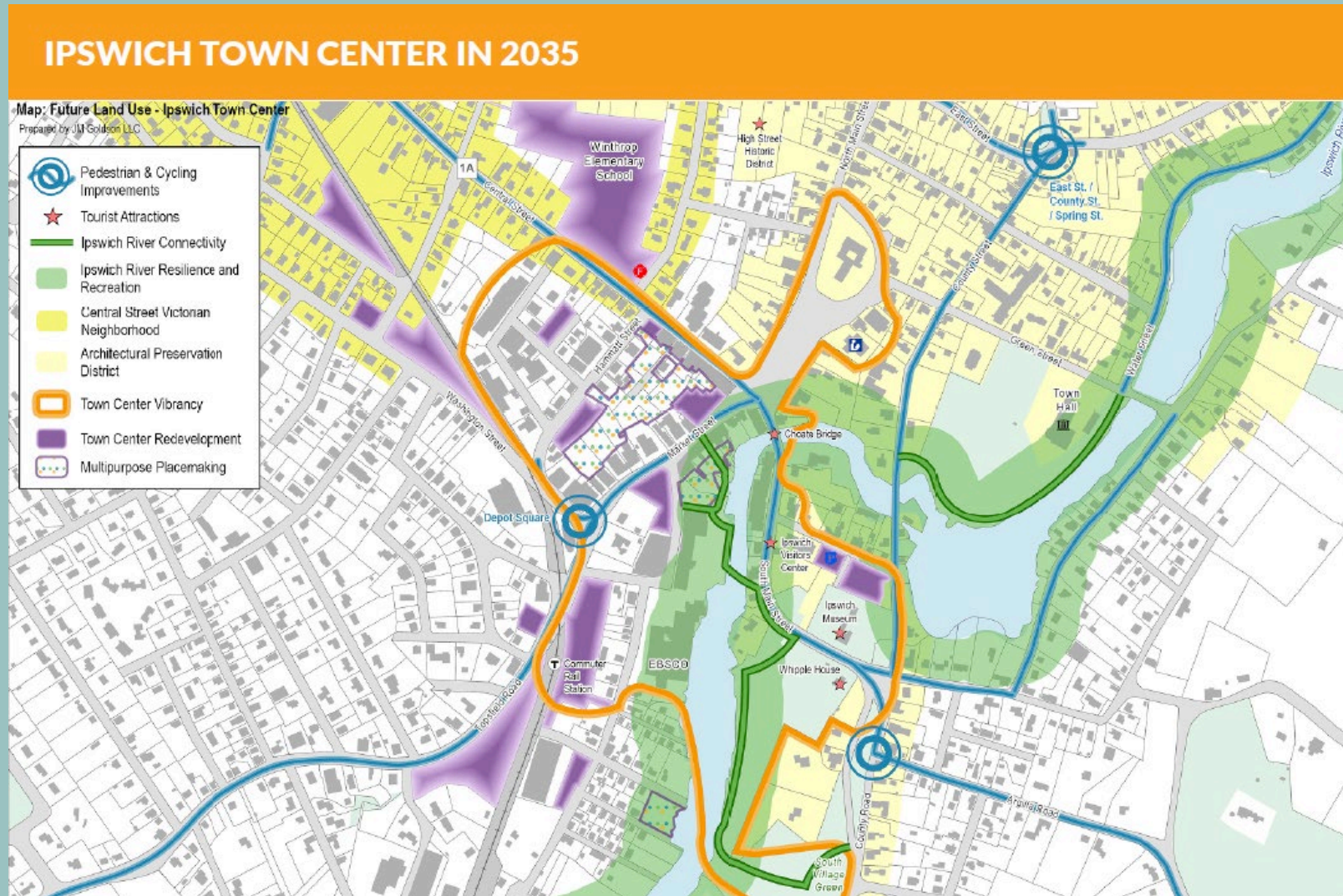
To capture a larger share of the estimated retail leakage, promote economic development and increased retail diversity and vibrancy in Town Center and the identified *Evolving Opportunity Areas*.



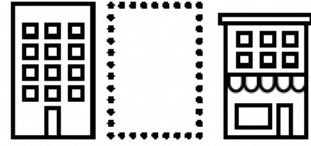
Maintain the Town's visual beauty and historic character, neighborhoods, structures, and architecture through stronger local protections.

GOALS • 25

FUTURE LAND USE MAP: AN EXAMPLE



STRATEGIES: AN EXAMPLE



A1. Strategic Redevelopment in *Evolving Opportunity Areas*



A1.1 Increase community planning staff capacity to strengthen the Town's ability to promote desired development objectives and expand survey, planning, historic preservation, and regulatory support.



A1.2.1 Create an area plan for the North Main Street Corridor to envision public realm improvements and to identify development opportunities, zoning amendments, and design guidelines to help shape future development.



A1.2.2 Consider establishing a District Improvement Financing (DIF) program in the southern portion of the North Main Street corridor to allow the Town to borrow funds to target physical improvements in the district based on future tax revenue increases.



A1.3.2 Work with property owners in the Holton/Cross Street Area to support marketing for commercial, industrial, and/or office uses (as determined by the *Holton/Cross Area Plan*).



A1.4 Adopt the community's desired future land uses and real estate market potential for key commercial and potential redevelopment sites along the Cambridge Street Corridor; amend zoning and design guidelines to reflect these findings.



A1.5 Strengthen Swanton Street as a primary connection between North Main and Washington Streets through zoning amendments to foster redevelopment opportunities and through public streetscape and wayfinding improvements.



Strategy Type Key



physical/
design



regulatory/
policy



programmatic



capacity
building

HOW ARE THE VISION AND GOALS IDENTIFIED?

- : Through community conversations
- : Provide info & structure
- : Explore inter-relationships
- : Tease out values

This is community driven;
and we need your help!



PHASE II

June - December 2022

- 1 Community Survey
1,741 respondents
- 1 Crowdmap
178 respondents
- 16 Meetings-in-a-Box
211 participants
- 1 Community Forum
87 participants



PHASE I

February - June 2022

- 6 Focus Groups
37 stakeholders
- 1 Community Forum
123 participants
- 1 Naming Survey
50 participants



PHASE III

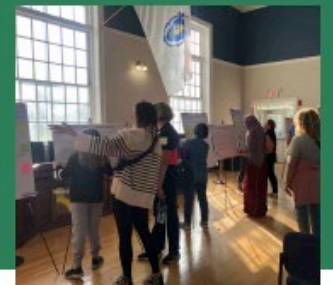
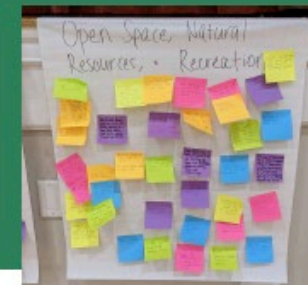
March - July 2023

- 4 Department Head Meetings
24 participants
- 15 Roadshows
15 Community Groups
- 5 Technical Working Sessions
59 participants



ENGAGEMENT PROCESS

We had over **2,500** touch points
with the Braintree community
throughout this process.



10 - PLANNING PROCESS

PLANNING PROCESS - 11

PROJECT SCHEDULE



PHASE I

**STOW YESTERDAY &
TODAY**

*September 2023 -
April 2024*

PHASE II

STOW TOMORROW

*December 2023 -
April 2024*

PHASE III

**ACHIEVING STOW
TOMORROW**

*April 2024 -
September 2024*

PHASE IV

**PLAN FINALIZATION
AND ADOPTION**

*October 2023 -
February 2025*

PHASE I SCHEDULE

Tasks	OCT					NOV					DEC					JAN					FEB				MAR						
	W1	W2	W3	W4	W5	W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4				
Comprehensive Plan Kick-Off Meeting			16th																												
Community Tour				30th																											
Outreach materials (website published, survey, etc.)																															
Public Engagement & Outreach Plan (PEOP)																															
Meeting #2																															
Existing Conditions Elements/Workbooks																															
Interviews Conducted																															
Meeting #3																															
Community Forum																															
Meeting #4																															
EC Elements/Workbooks and Summary to Town																															
Comments back from the Town																															
Meeting #5																															
Revise Summary and Appendixes																															
Submit final Summary and Appendixes to Town																															
Present EC Profile																															

PHOTO SUBMISSIONS

We invite community members to help us create a photo library of Stow's special places!



UPCOMING ENGAGEMENT OPPORTUNITIES

November-December

- : Project Website Published
- : Survey Activated
- : Photo Submission



January

- : First Community Forum



SPECIAL PLACES EXERCISE!

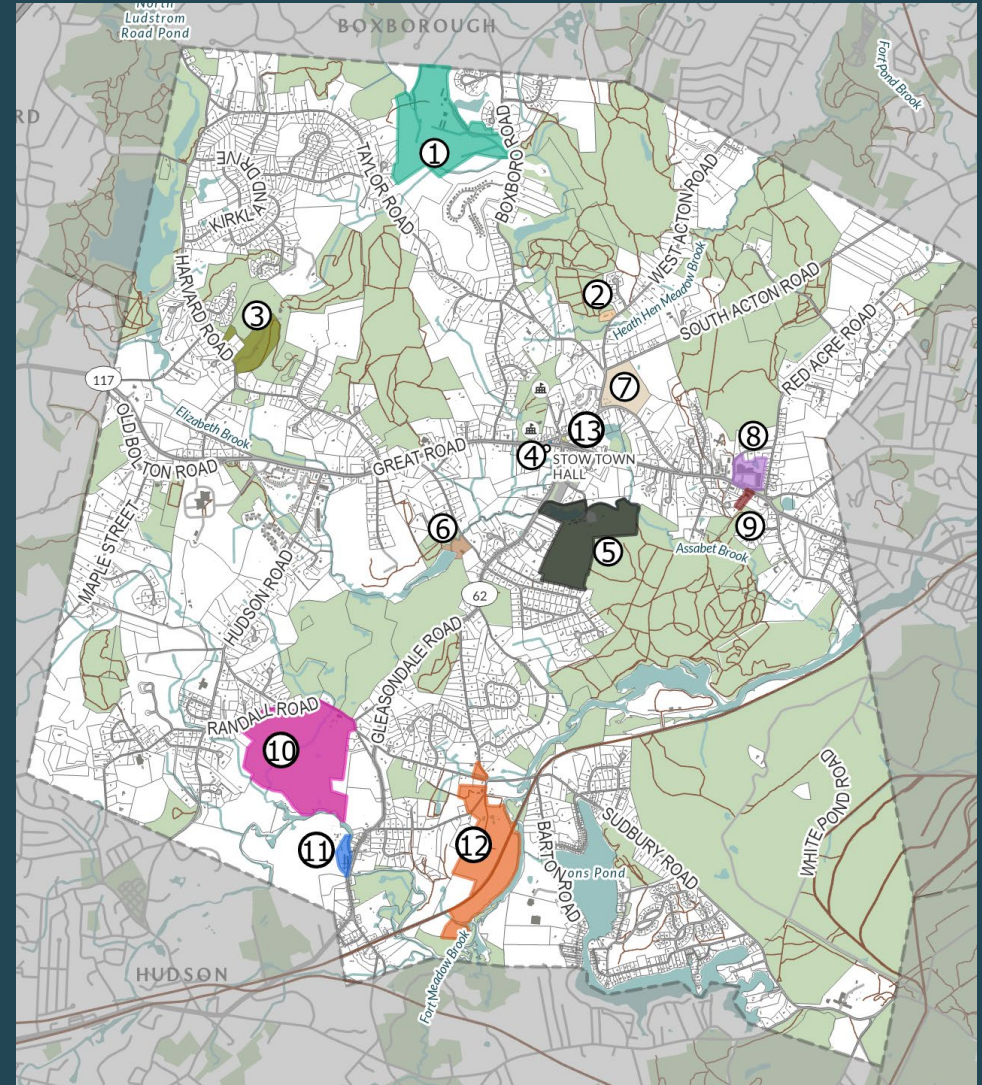
1hr 15min.

“TELL ME TO WHAT YOU PAY ATTENTION AND I
WILL TELL YOU WHO YOU ARE.”
JOSE ORTEGA Y GASSETT, SPANISH PHILOSOPHER

Part I Special Places (25 min)

Part II Opportunity Areas (25 min)

Part III Report out! (25 min)



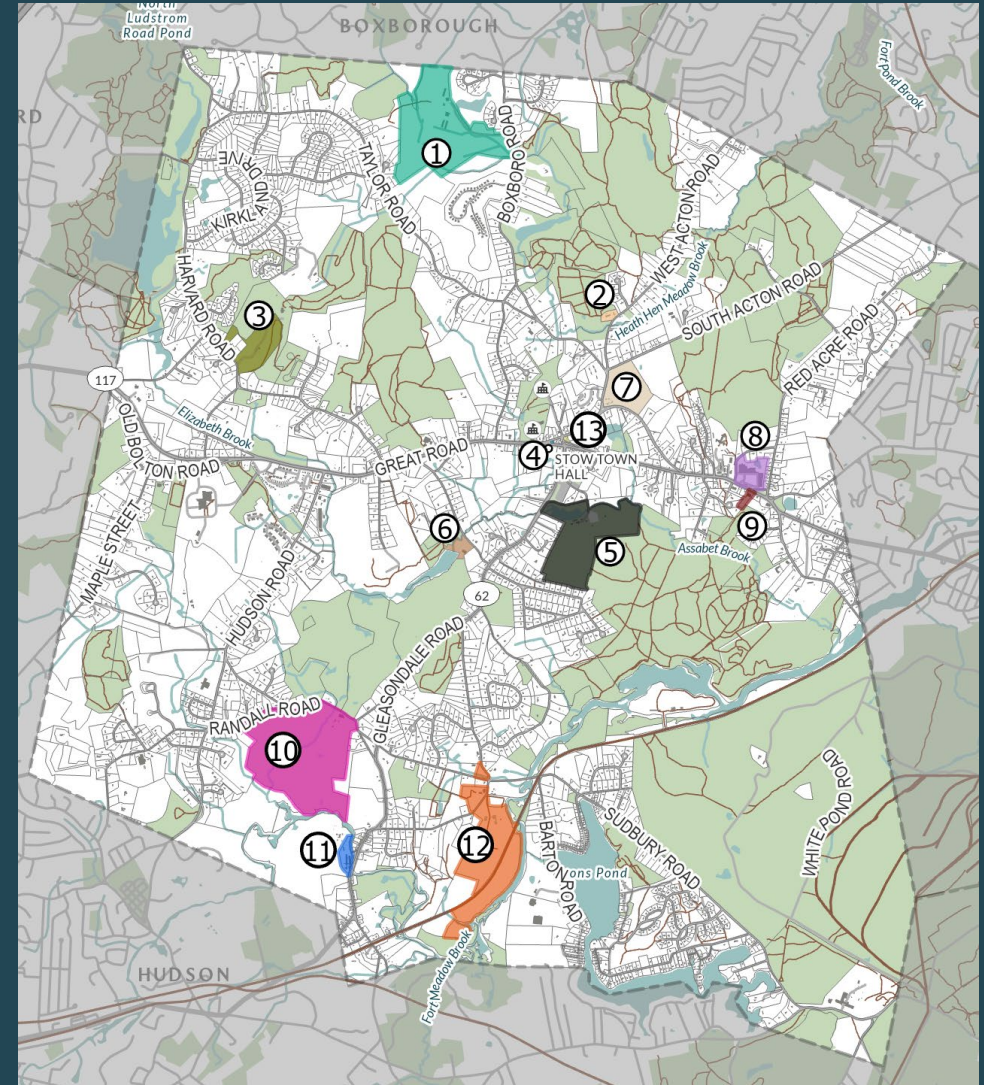
SPECIAL PLACES EXERCISE!

1hr 15min.

Part I Special Places (25 min.):

Use the blue marker to identify special places in your community. These can include both natural and built places. These are places that would, *if lost or damaged, significantly change the characteristics of the community* that community members value. Describe why you want to protect these locations.

Use labels on your map (A, B, C, etc.) and cross-reference these labels in the handout to describe these places (address, etc.).



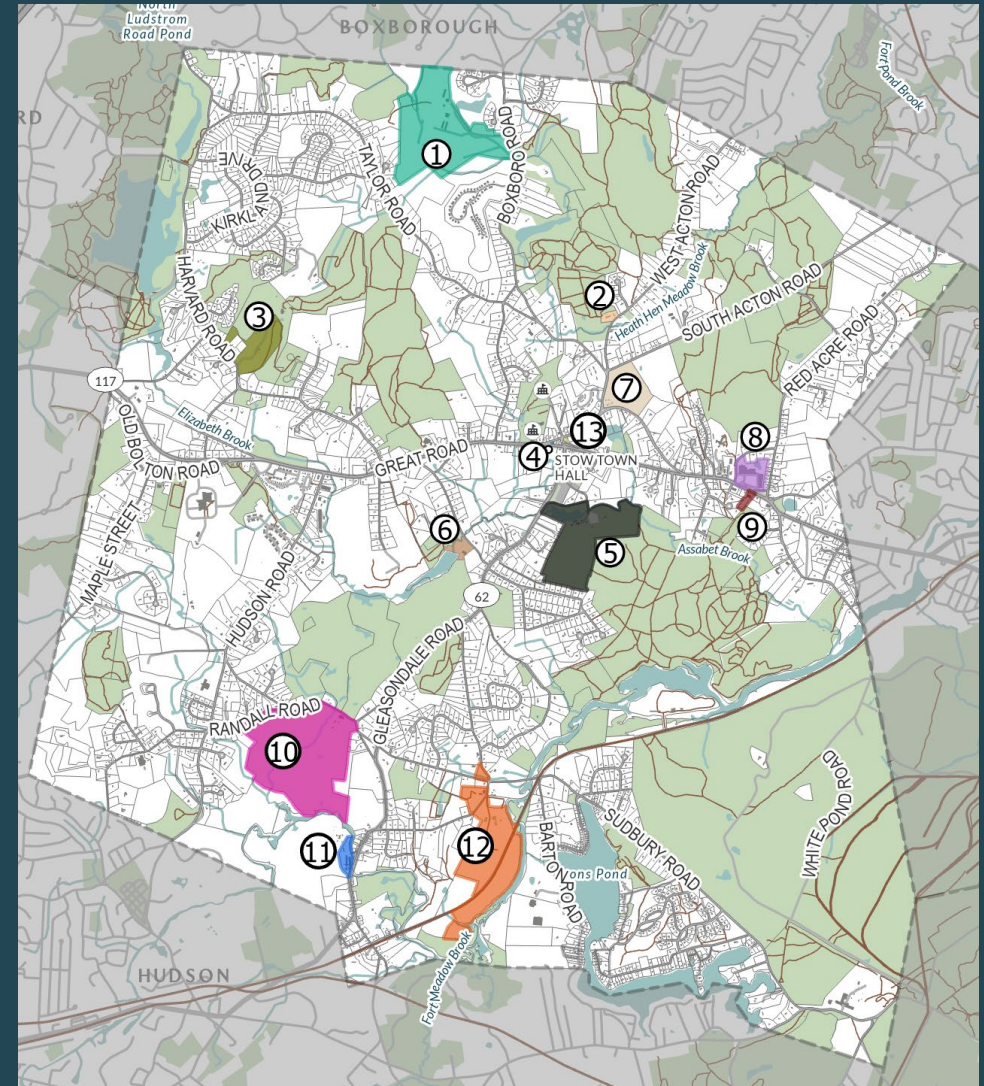
SPECIAL PLACES EXERCISE!

1hr 15min.

Part II Opportunity Areas (25 min.):

Use the red marker to identify opportunity areas in your community. These can include places where you see *issues that could use improvement or present opportunities for transformation/change*. Describe why you would like to improve or change them.

Use labels on your map (A, B, C, etc.) and cross-reference these labels in the handout to describe these places (address, etc.).

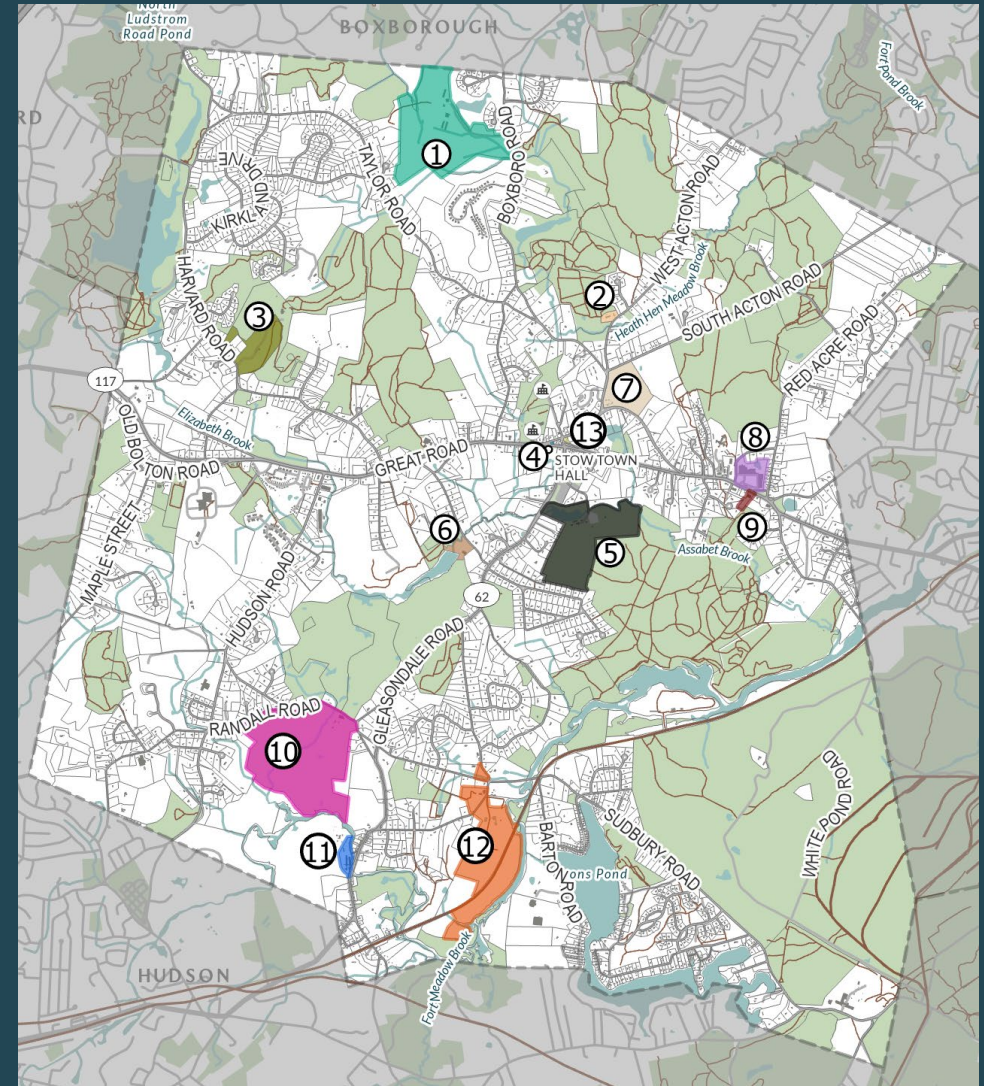


SPECIAL PLACES EXERCISE!

1hr 15min.

Part III Report out! (25 min):

Describe these places and why you feel they are places that should be preserved, protected, changed, or improved.



**WE ARE EXCITED
TO GET STARTED!**

THANK YOU!