



VISIONING FORUM

June 20, 2024

MASTER PLAN COMMITTEE

- Steve Bolotin, Chair - Planning Board
- Kevin Canty, Vice Chair - Select Board
- Robert Morgan - School Committee
- Joseph Hutchinson - Committee of Precinct Chairs
- Kevin Hood - Plymouth Regional Economic Development Foundation
- Kathy Castagna - At-Large
- Arthur Desloges - At-Large
- Tara Killory - At-Large
- C Peter Svahn - At-Large

AGENDA

01 Purpose

02 Master Plan Process

03 Current Conditions + Trends

04 Hearing From You



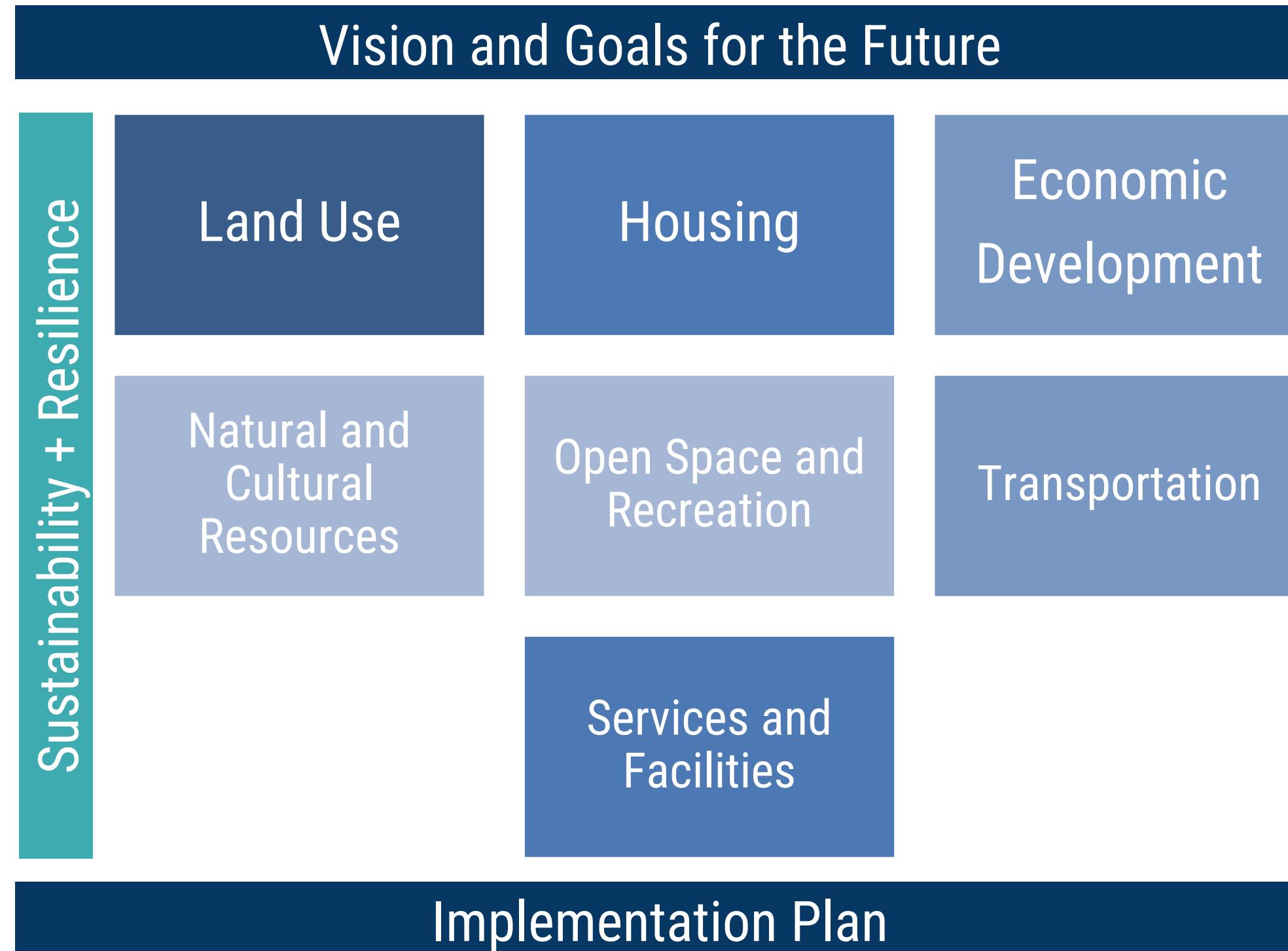
01 PURPOSE

WHAT IS A MASTER PLAN ?

- A **blueprint** to guide local government in achieving the community's vision.
- Provides a **basis for decision-making** about long-term physical development.



WHAT IS INCLUDED IN A MASTER PLAN ?



HOW IS A MASTER PLAN USED?

- Informs Town budgeting and decision-making
- Basis for zoning changes to reflect desired future land use
- Tracking tool to measure progress over time



WHY PLAN NOW?

- Current master plan was adopted in 2006 – much has changed since then
- Plymouth needs to define a shared community vision for its future
- The time is ripe to develop strategies that address the next phase of Plymouth's evolution





02 MASTER PLAN PROCESS

STARTING AN 18-MONTH PROCESS



CREATE A SHARED VISION

Residents, business owners, students, and others share their ideas to inform the community's vision for the future of Plymouth.



IDENTIFY GOALS AND STRATEGIES

Identify shared priorities, evaluate alternatives, and define clear strategies to achieve your goals.



DEVELOP AN IMPLEMENTATION PLAN

Establish an action plan for implementation.

Review the complete draft plan with the public prior to formal public hearings.



THREE PHASES OF COMMUNITY ENGAGEMENT

01

02

03

Phase	Purpose	Format	When
Visioning	Discuss desired future of Plymouth, identify priorities and areas of interest	Workshop, pop-ups, online, MPC meetings	Summer 2024
Plan Development	Explore topics, evaluate alternatives, discuss priorities	Workshop series, pop-ups, online, MPC meetings	Fall-Winter 2024-25
Draft Plan	Review draft plan elements and provide comment prior to formal public hearings	Open house, online, MPC meetings	Spring-Summer 2025

MASTER PLAN COMMITTEE MEETINGS

- The 9-member MPC will meet regularly throughout the planning process
- Working committee meetings but open to the public – public comment encouraged
- Some meetings will be held in rotating locations throughout Plymouth

MPC link on Town website:

<https://www.plymouth-ma.gov/777/2024-Master-Plan-Committee>

VISIT OUR WEBSITE TO PARTICIPATE ONLINE AND STAY INFORMED

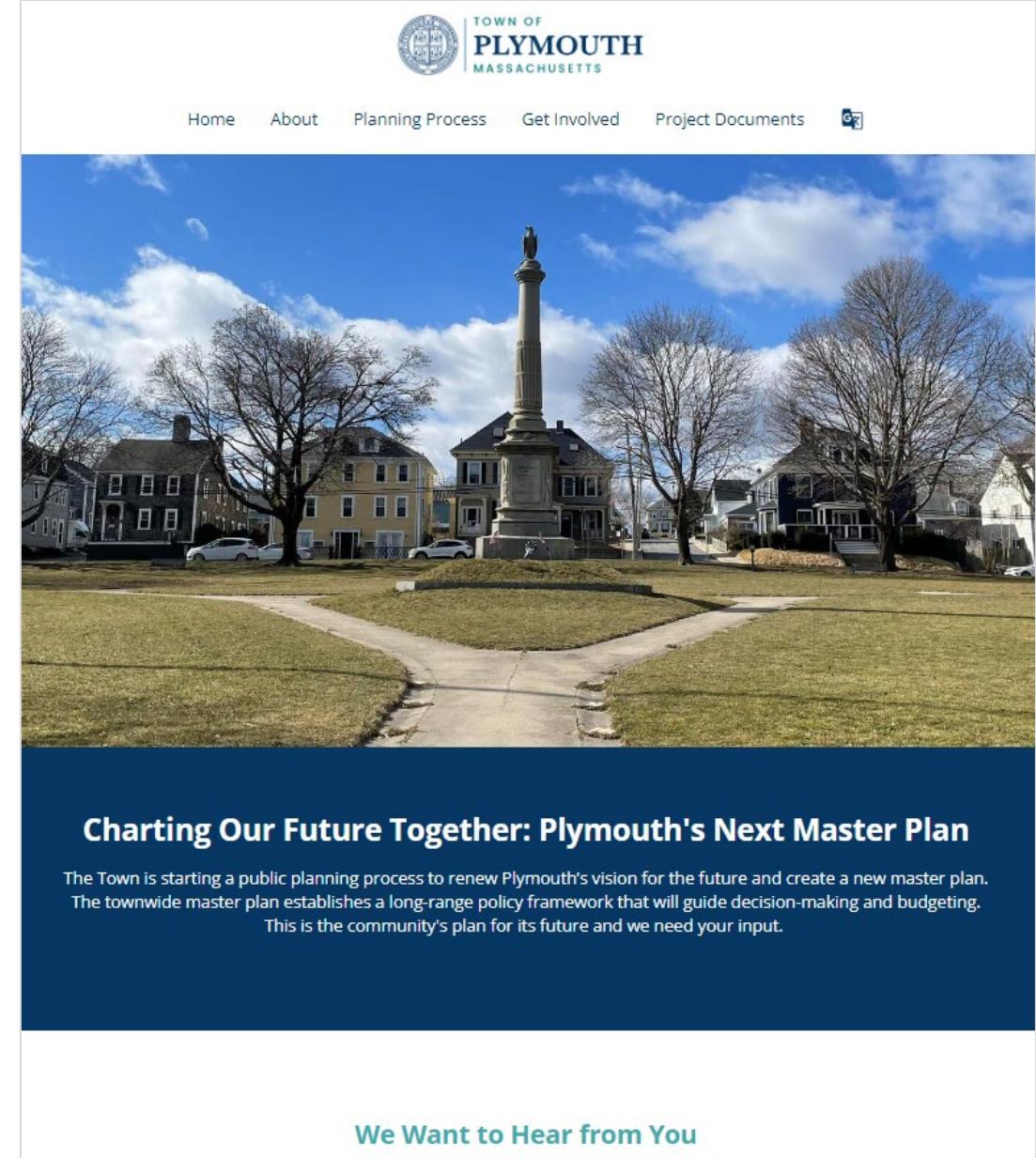
Participate when it's convenient for you.

- Interactive map and visioning survey
- Latest project news and upcoming meetings/events
- Past presentations and project documents



Project website link:

<https://tinyurl.com/PlymouthMasterPlan>



The screenshot shows the homepage of the Town of Plymouth Massachusetts website for the Master Plan. The header features the town's seal and the text "TOWN OF PLYMOUTH MASSACHUSETTS". Below the header, there are navigation links for "Home", "About", "Planning Process", "Get Involved", and "Project Documents". The main content area features a large photograph of a park with a tall granite monument in the center, surrounded by trees and houses. Below the photo, a dark blue banner contains the text "Charting Our Future Together: Plymouth's Next Master Plan". Underneath the banner, a paragraph explains the purpose of the 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." At the bottom of the page, there is a call to action: "We Want to Hear from You".

TALK TO US AT LOCAL EVENTS

“Charting Our Future Together” team members will attend several local events to chat with people and share information

- Planning process information and website link
- Brief surveys or other input opportunities
- Through the summer and fall





03 CURRENT CONDITIONS AND TRENDS

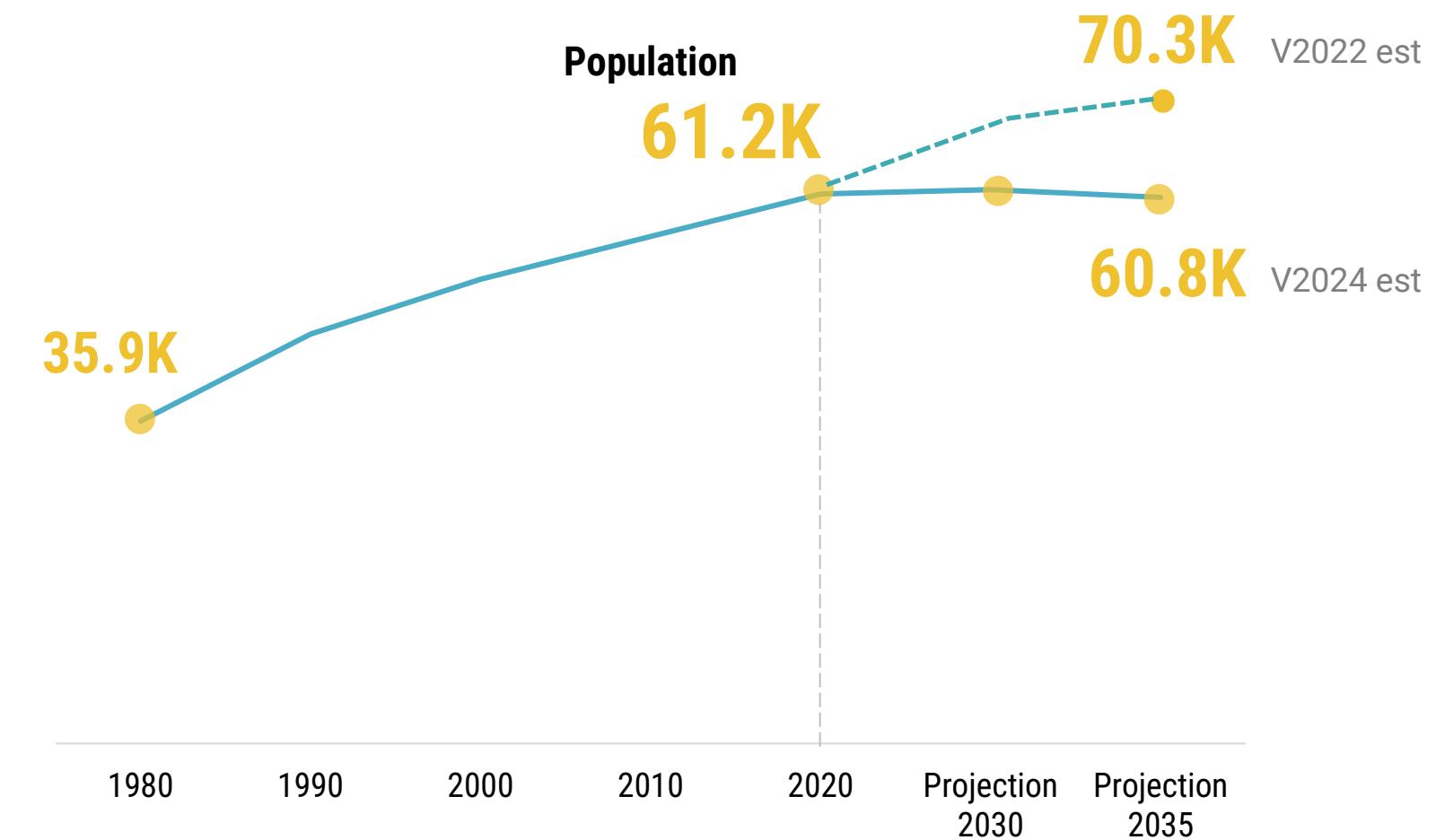
LEARNING FROM RECENT PLANS

<p>2024 Housing Production Plan</p> <p>Priority Plymouth: Climate Action and Adaptation Plan</p> <p>Age- and Dementia-Friendly Plymouth</p>	<p>2016 West Plymouth Village Center Master Plan Update</p> <p>2014 Manomet Village Center Master Plan Update</p>
<p>2020 Climate Ready Healthy Plymouth</p>	<p>2011 North Plymouth Village Center Master Plan Update</p>
<p>2019 Plymouth Center Waterfront Area Master Plan Update</p> <p>Housing Production Plan</p> <p>Draft Water System Master Plan</p>	<p>2009 Cedarville Village Center Master Plan Update</p>
<p>2018 Economic Development Strategy Report</p>	<p>2007 Plymouth Public Space Action Plan</p>
<p>2017 Open Space and Recreation Plan</p>	<p>2006 "Growing Smarter" 2004-2024 Master Plan</p> <p>Strategic Action Plan</p> <p>Plymouth Water Transportation Plan</p>

Population is growing, but likely at a slower rate

Rate of growth 2000-2020
higher than Plymouth County
or MA overall.

Plymouth projected to grow
but at a slower rate.

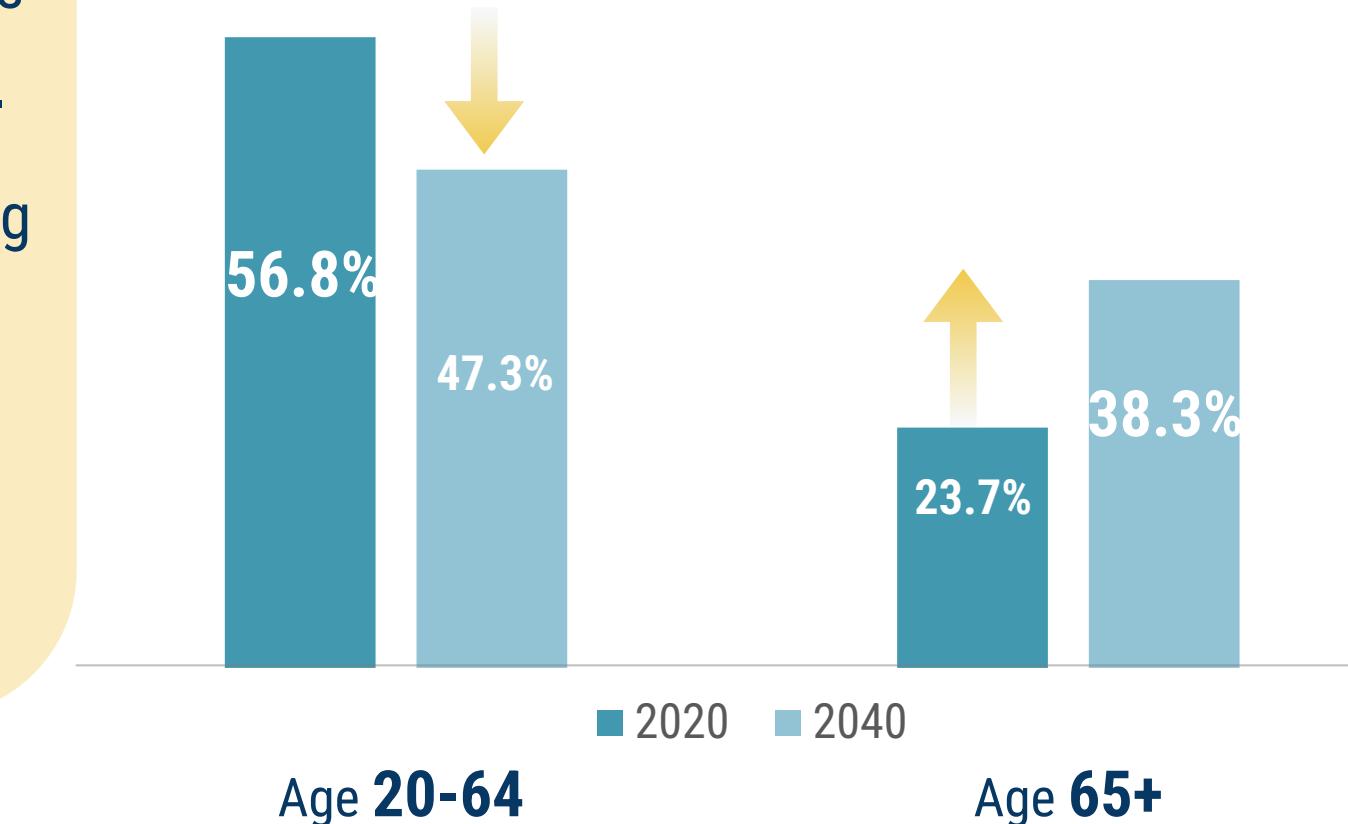


Source: U.S. Census Bureau decennial Census data, UMass
Donahue Institute Population Estimates v2022 and v 2024

Share of population age 65+ will continue increasing

The population older than 65 years could increase to more than **one-third** by 2040, while that of working age adults [20-64 years] could decline to **less than half** of the total population.

Working Age Vs Adults Age 65+
Projected Population Trend

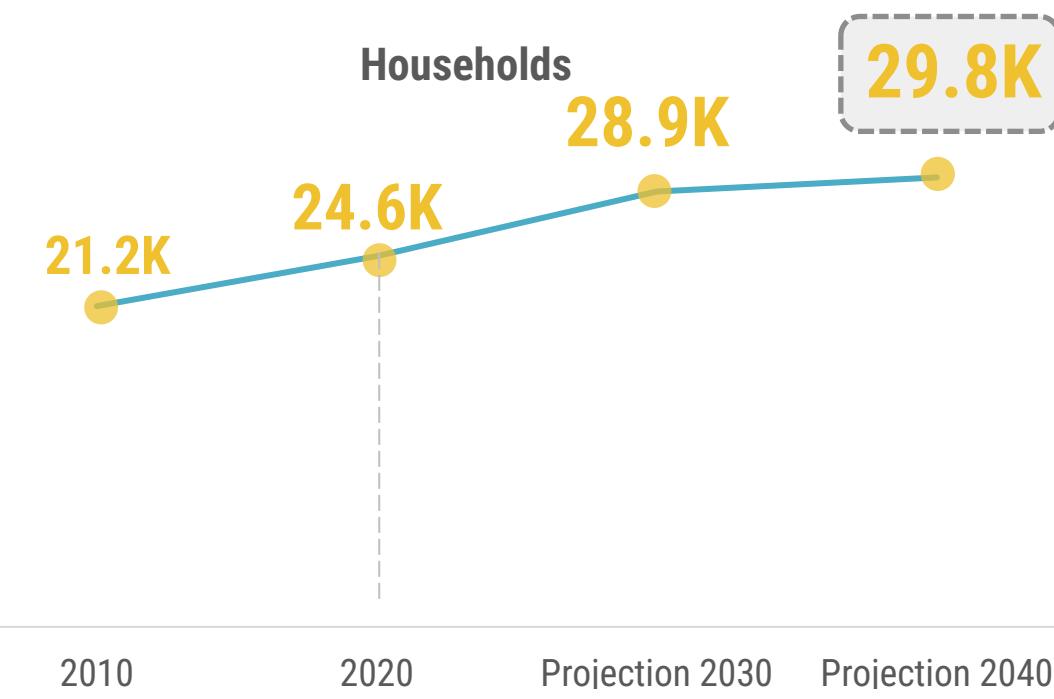
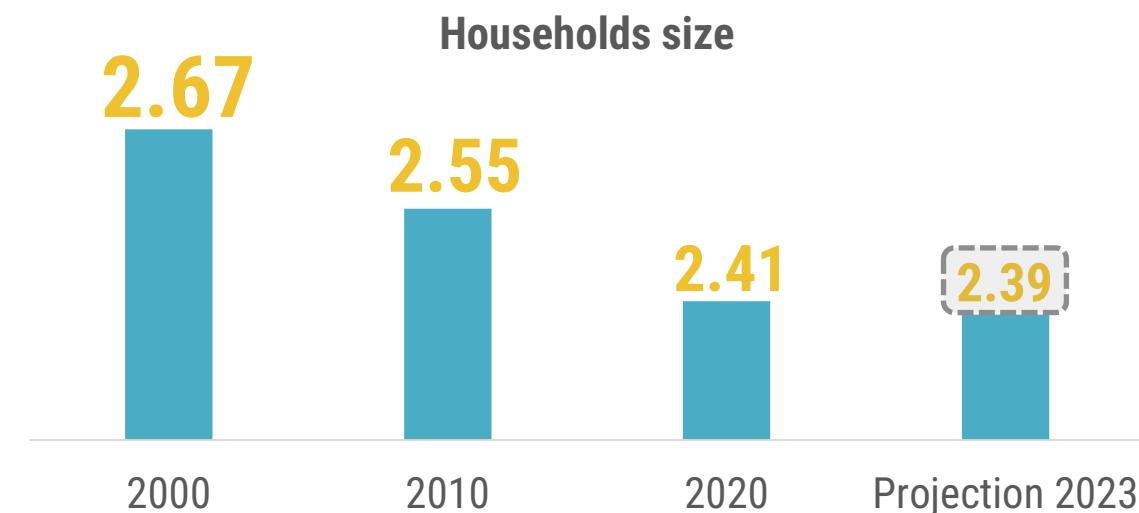


Source: UMass Donahue Institute Population Estimates v2024

Plymouth's average household size is decreasing

Average household size declined by almost .25 over past two decades.

It is lower than in both Plymouth County (2.6) and Massachusetts (2.5).



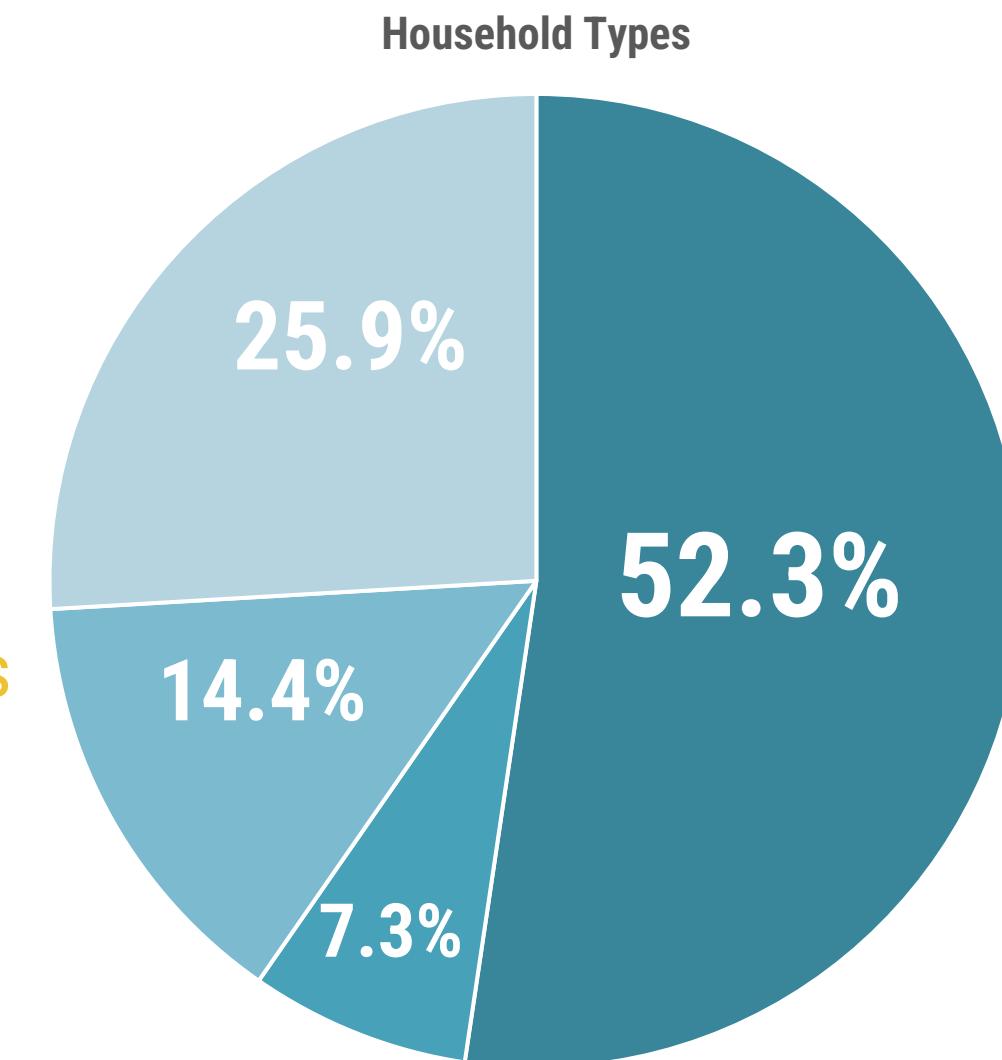
Source: U.S. Census Bureau decennial Census data,
 UMass Donahue Institute Population Estimates v2024.

Fewer households have children; more households live alone

About 22% of households have own children <18 years old, down from 2010.

About 26% of households are 1-person, up from 2010. Half of those are 65 years and over.

¼ of
householders
are living
alone



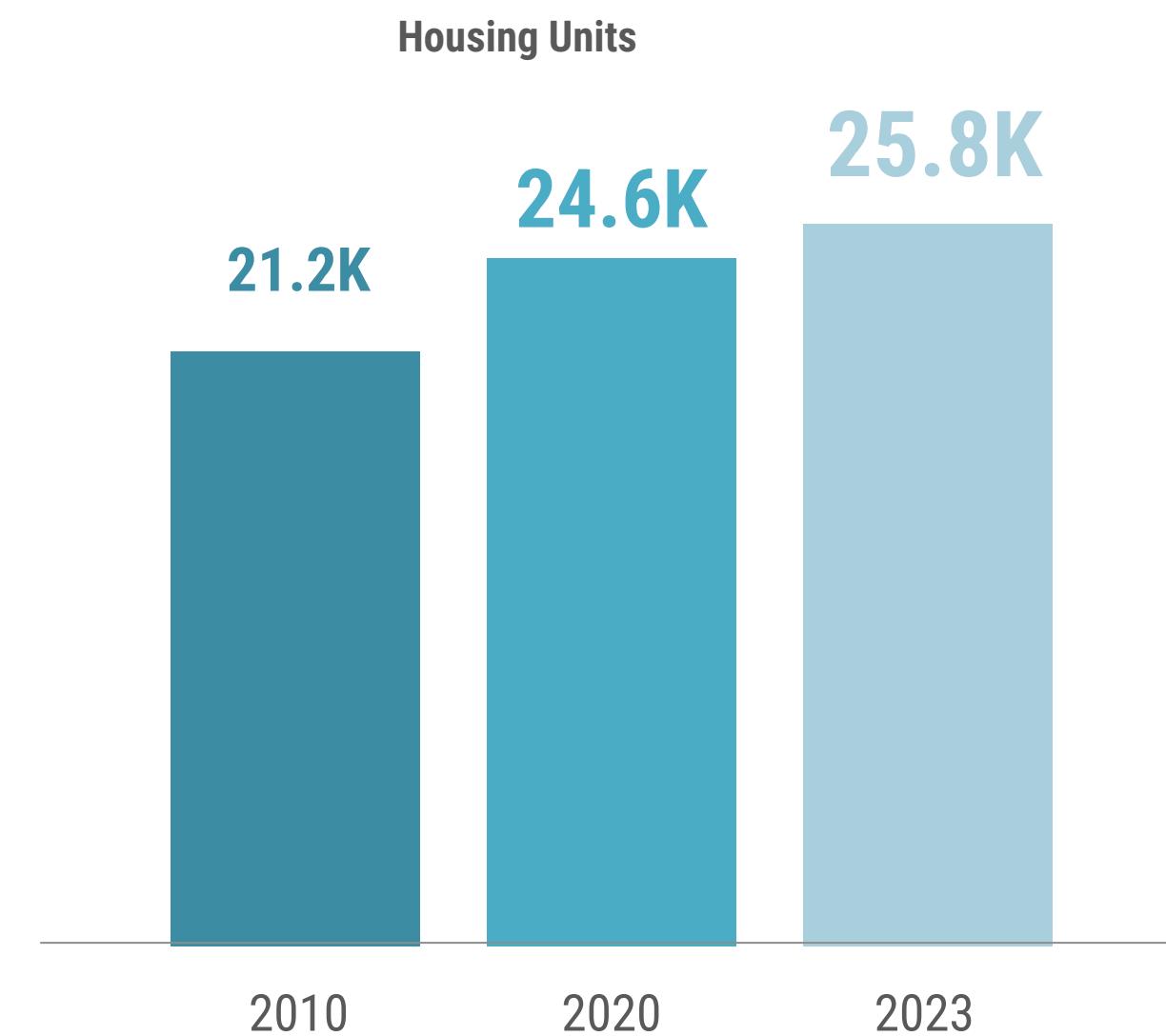
Source: U.S. Census Bureau. U.S. Census Bureau 2020 decennial Census data.

- Married Couple Households
- Cohabiting Couple Households
- Male Householder, No Spouse/Partner
- Female Householder, No Spouse/Partner

Plymouth's housing stock is growing

About 71% of housing units are single-family detached.

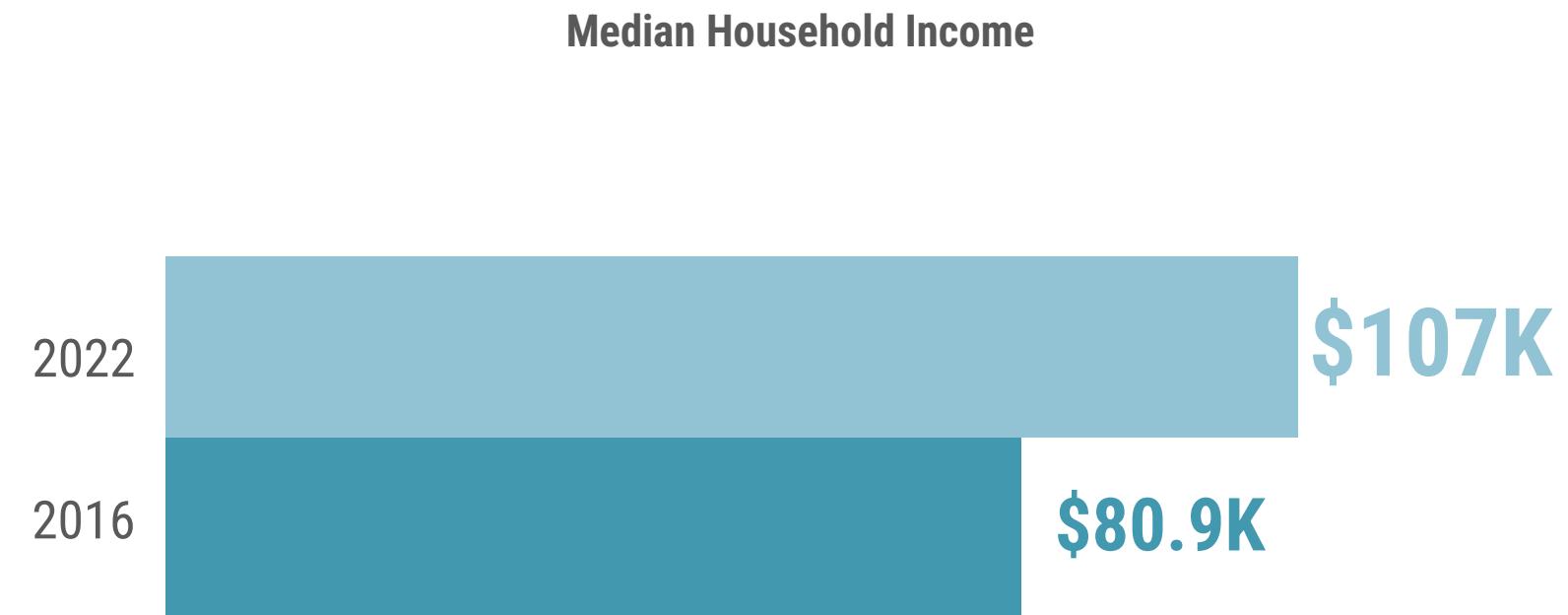
Changes in household size and types will impact types of housing needed in future.



Source: U.S. Census Bureau. U.S. Census Bureau 2020 decennial Census data, ESRI projection.

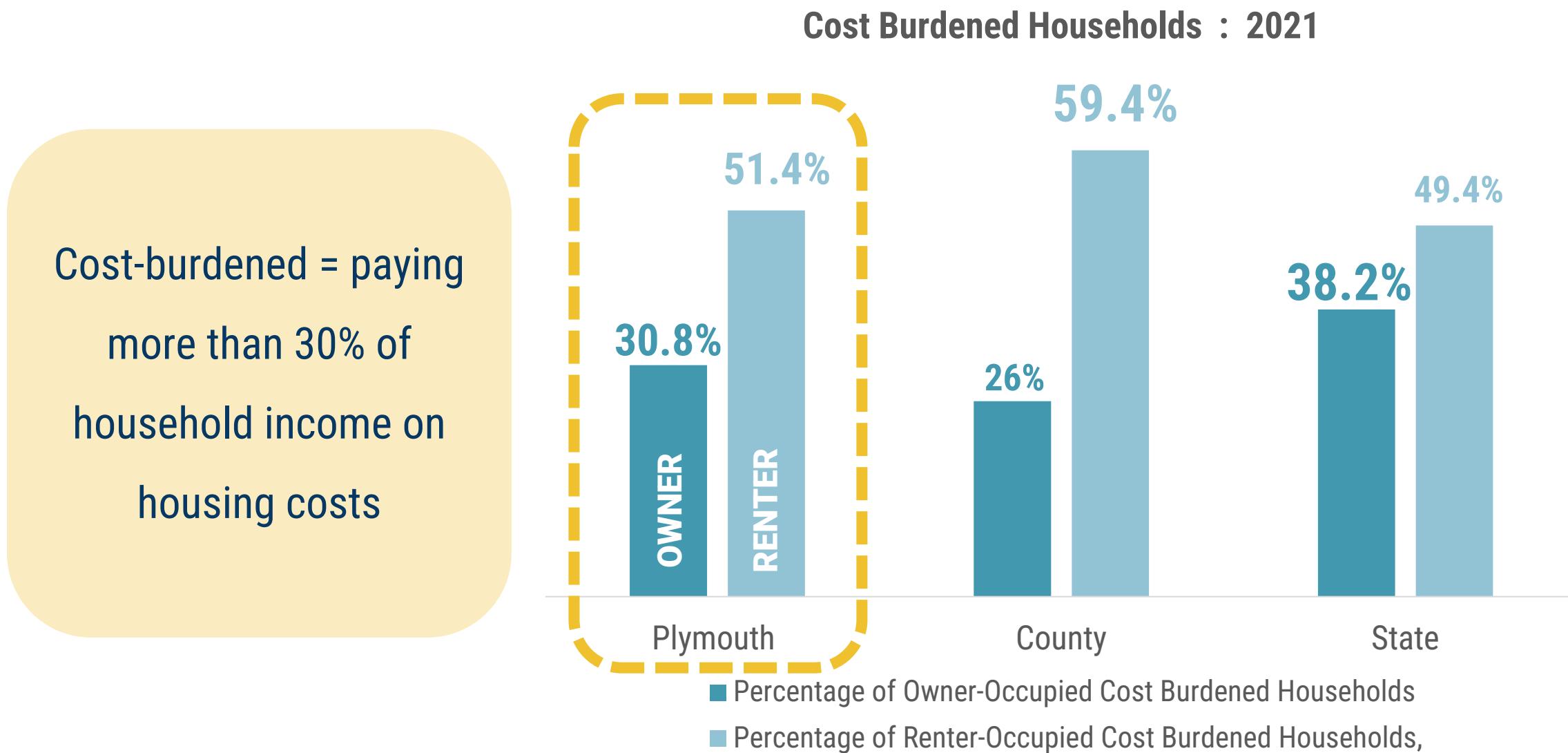
Plymouth's median household income is increasing

The median household income in Plymouth increased by nearly **1/3** in just five years – more than inflation



Source: U.S. Census Bureau. American Community Survey 2018-2022

Half of renters and nearly one-third of homeowners are considered cost-burdened

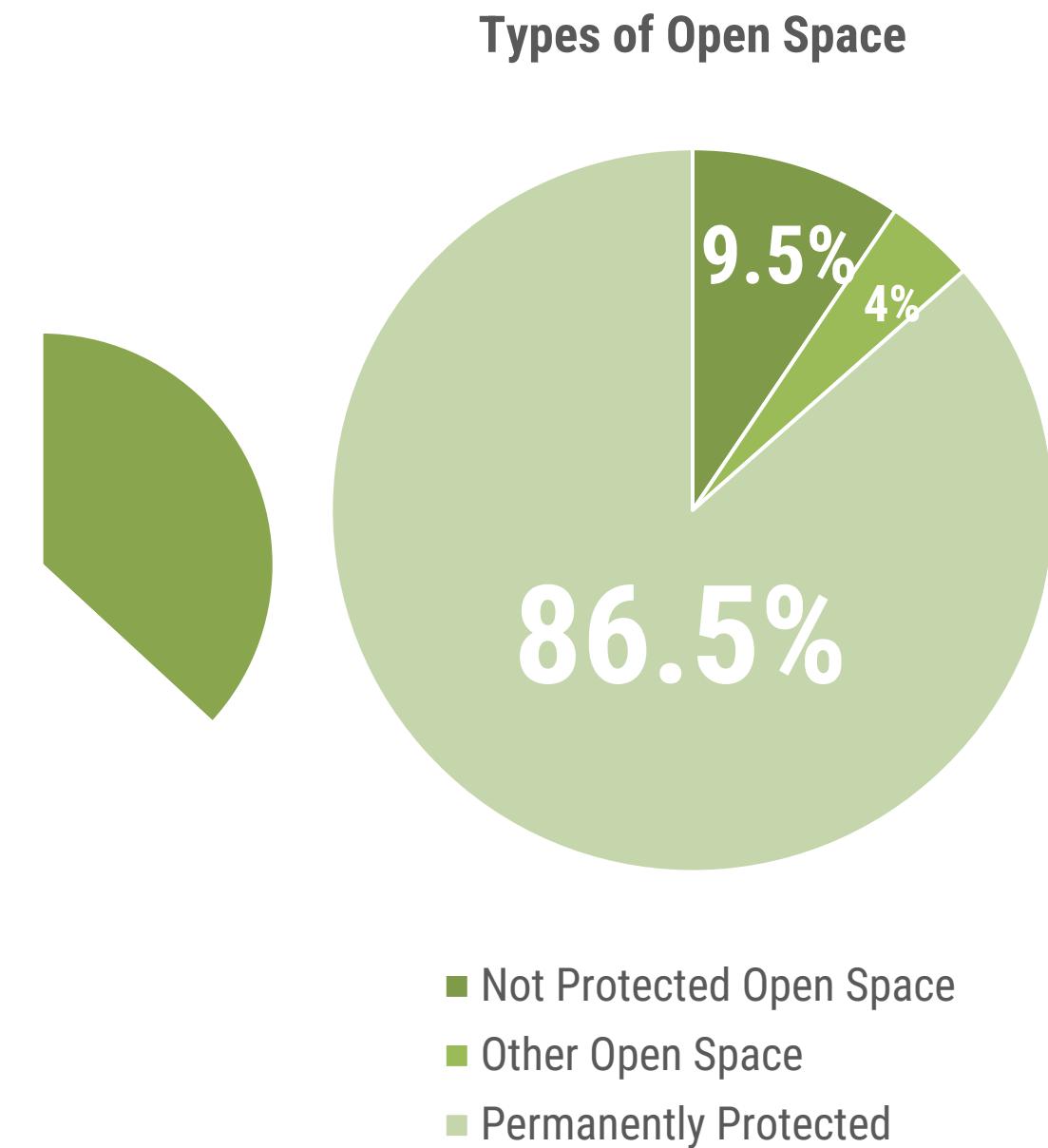


Source: U.S. Census Bureau, 2017-2021 American Community Survey

One-third of Plymouth is open space

More than **1/3** of Plymouth is open space, of which nearly 87% is permanently protected.

36.9%
Open Space



Source: MASSGIS

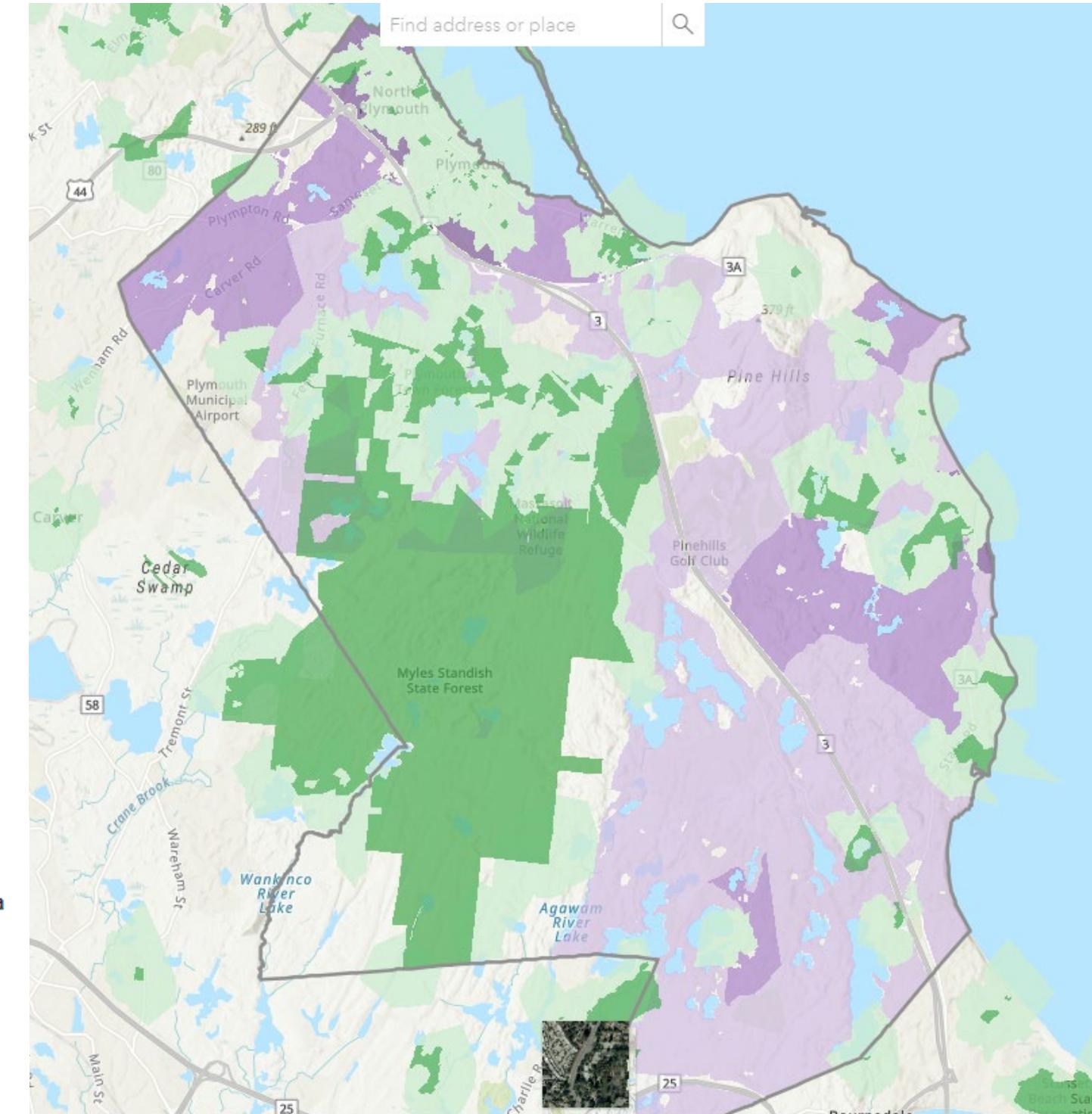
Convenient access to public parks is somewhat limited

38% of people live within a 10-minute walk of a park - lower than national average of 54%.

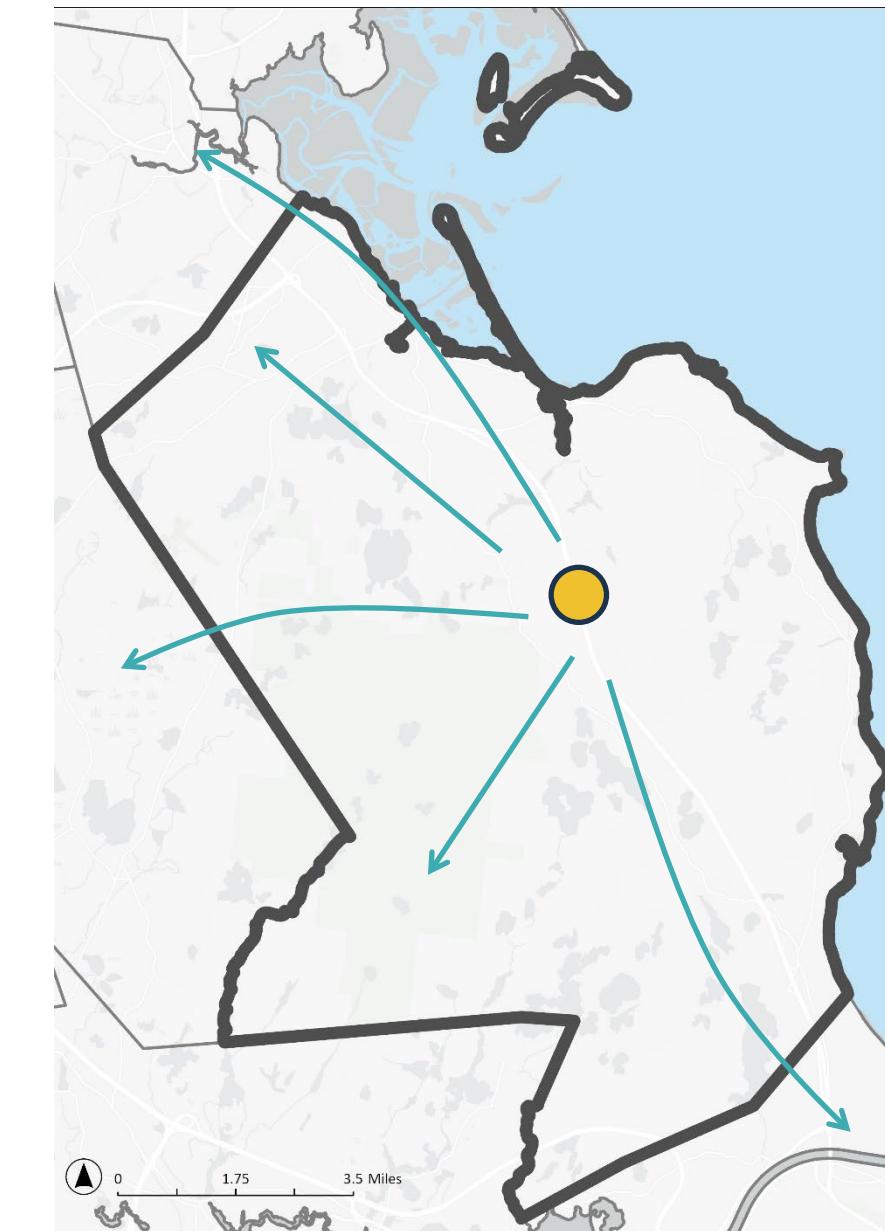
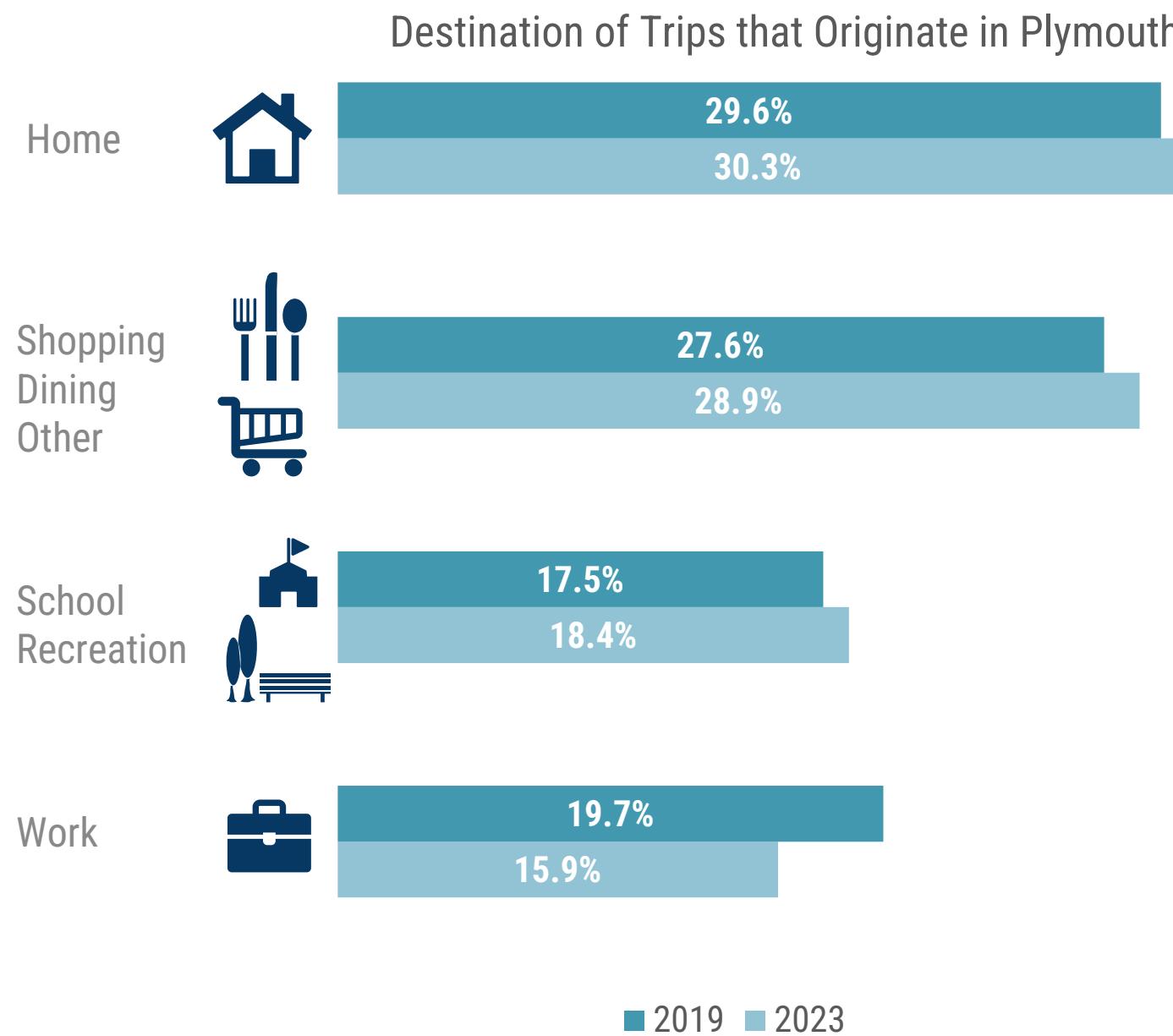
Source: ParkServe by Trust for Public Land
<https://parkserve.tpl.org/mapping/#/?CityID=2502354310>

- Park With Public Access
- 10-Minute Walk Service Area
- Priority Areas For New Parks

Very High
High
Moderate

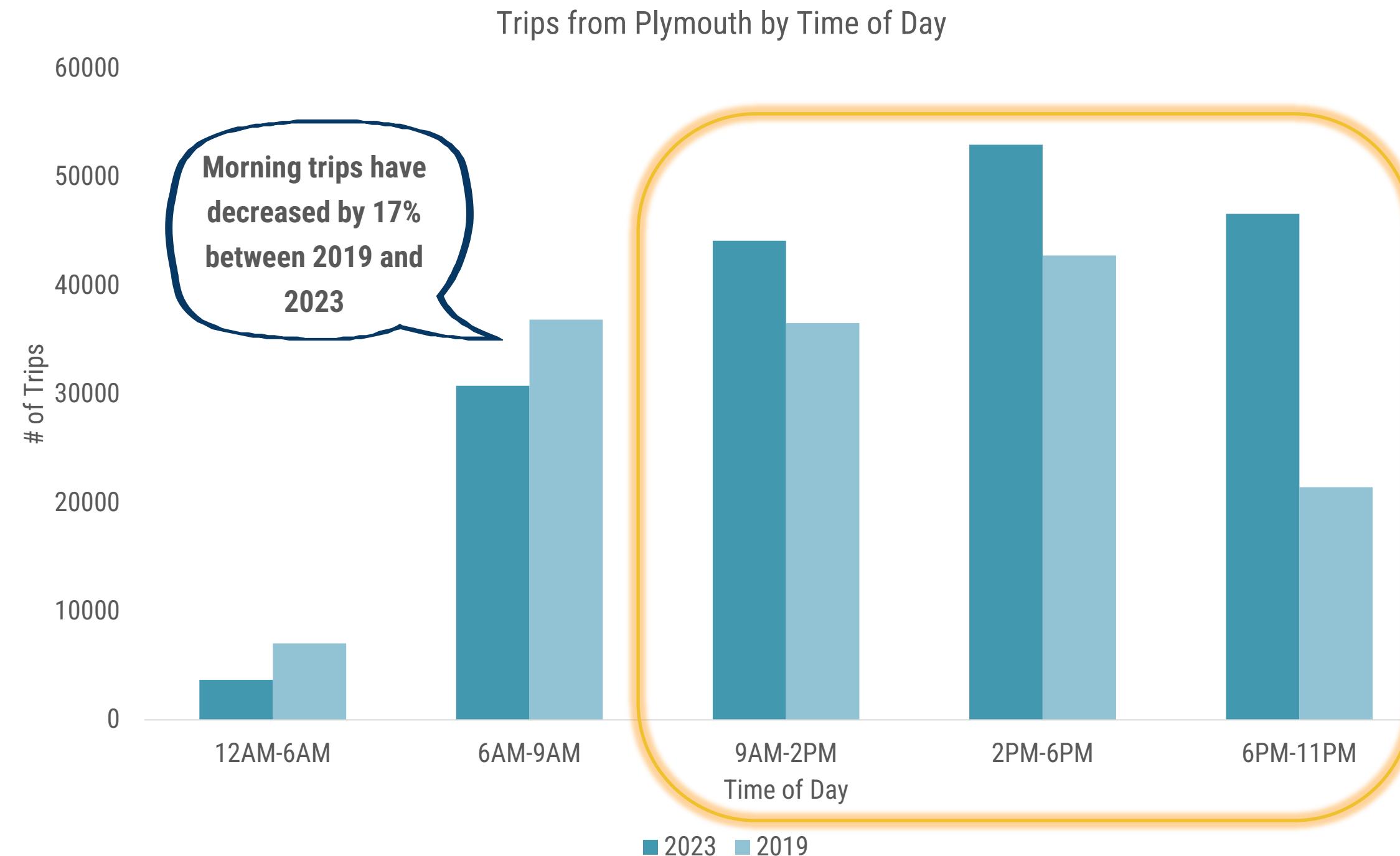


Transportation is more than just getting to work or school



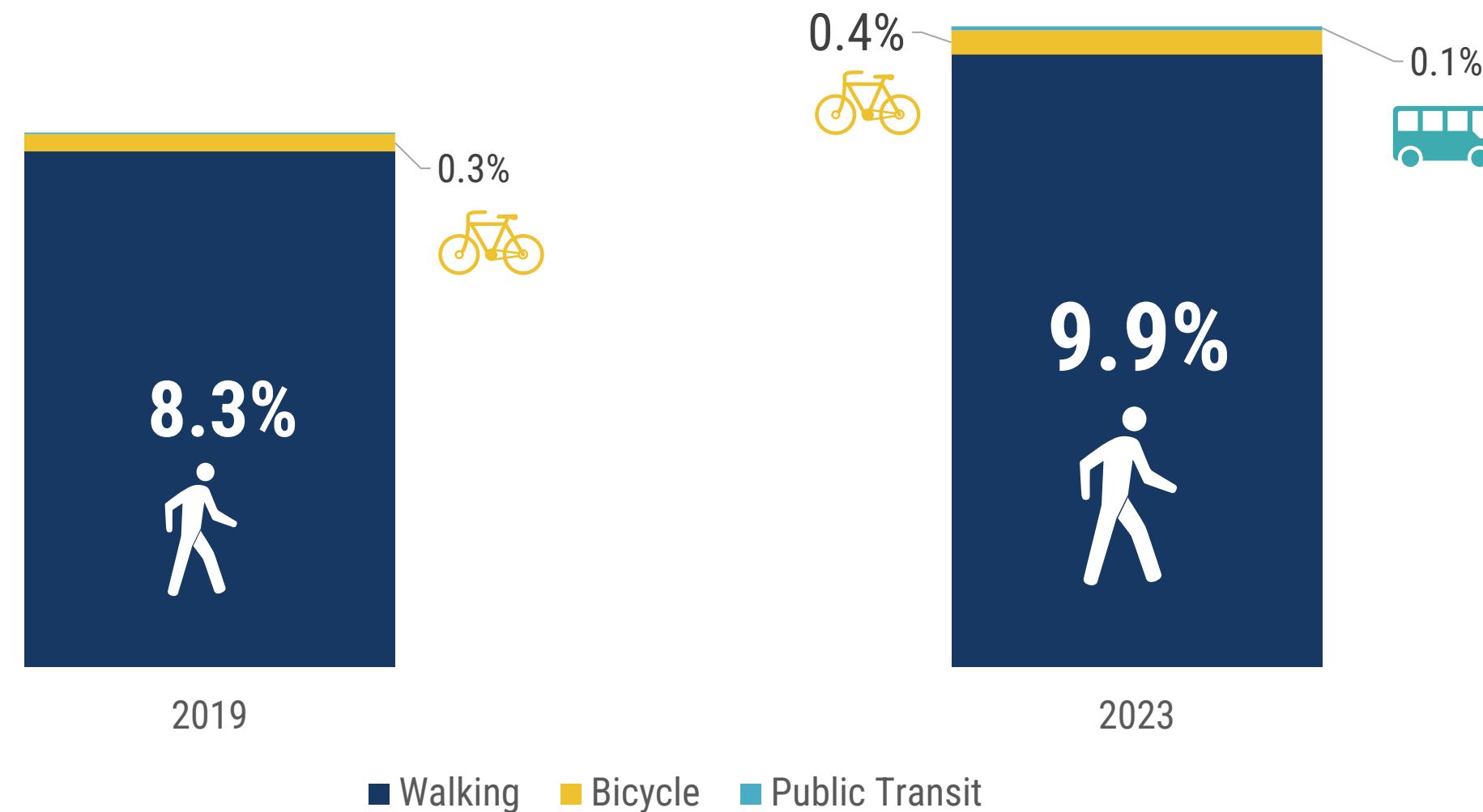
Source: Replica 2019, 2023

There are more trips between 9am-11pm now than 2019



Source: Replica 2019, 2023

Transportation is more than driving – almost 20% growth in walk trips between 2019 and 2023



Source: Replica 2019, 2023

Economic Base Conditions

- More resident-workers than jobs in Plymouth
 - Resident labor pool of approximately 31,000
 - Approximately 26,000 jobs in Plymouth, plus 2,800 self-employed people
- Most jobs in Plymouth are held by non-residents
 - There is a difference between jobs available in Plymouth and the industry/occupational mix of residents
- Work-from-home has quadrupled – now the 2nd largest “employer” in Plymouth
- Retail may have peaked – retail establishments shrank since 2012

Businesses, Employment, and Wage Trends

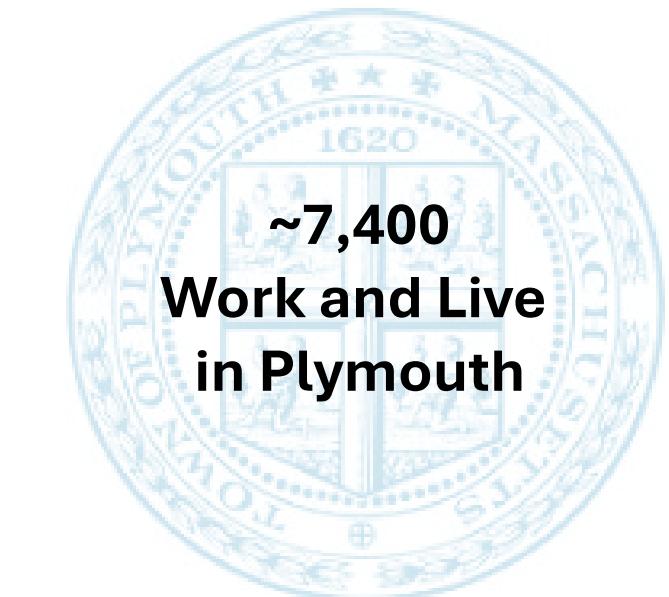
-  Number of businesses in Plymouth **up 25 %** since 2012
-  **10% more jobs** now than 2012 – but still slightly below pre-Covid peak
-  Local wages have **grown faster than inflation** since 2012

Workforce and Commuting

- 69% of jobs in Plymouth are held by non-residents. More than 50% of these workers are commuting more than 10 miles.
- Almost 50% of Plymouth residents are commuting more than 25 miles – 70% are headed up the Route 3 corridor.
- 14% of Plymouth residents (~4,500) now work from home – compared to only 4% (1,100) in 2012.



~16,000
Commute to
Plymouth
for Work

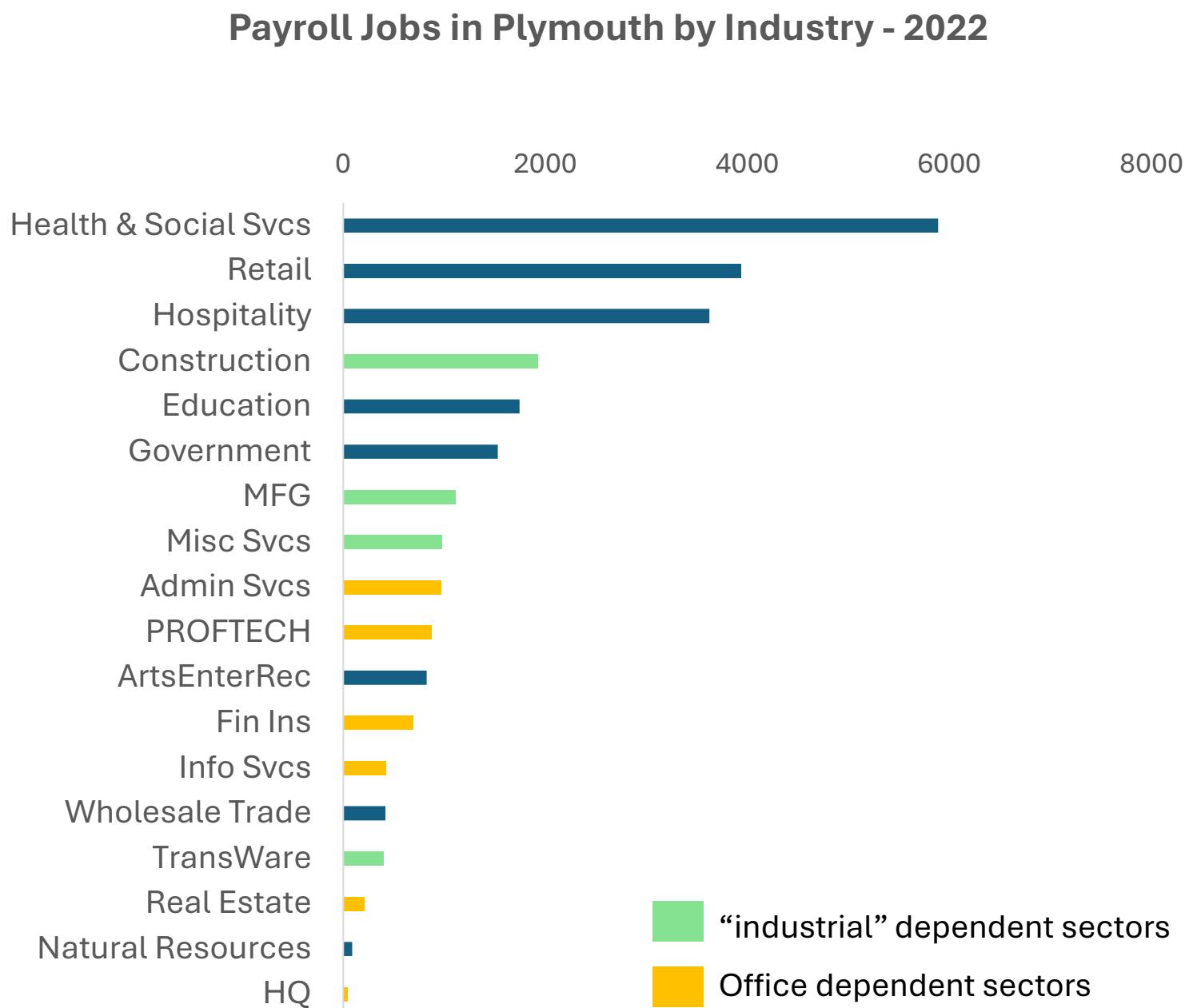


~23,000
Plymouth
residents
work out of
town

Source: Based on 2021 OntheMap data

Key Industries

- Plymouth's key sectors suggest important land use questions
 - "Industrial" space to support growth in industries such as construction
 - Low level of internal demand for office-type spaces outside of healthcare/social services
- Healthcare and retail sectors are most influenced by population growth and demographic shifts
- Potential for growth in "Blue Tech"



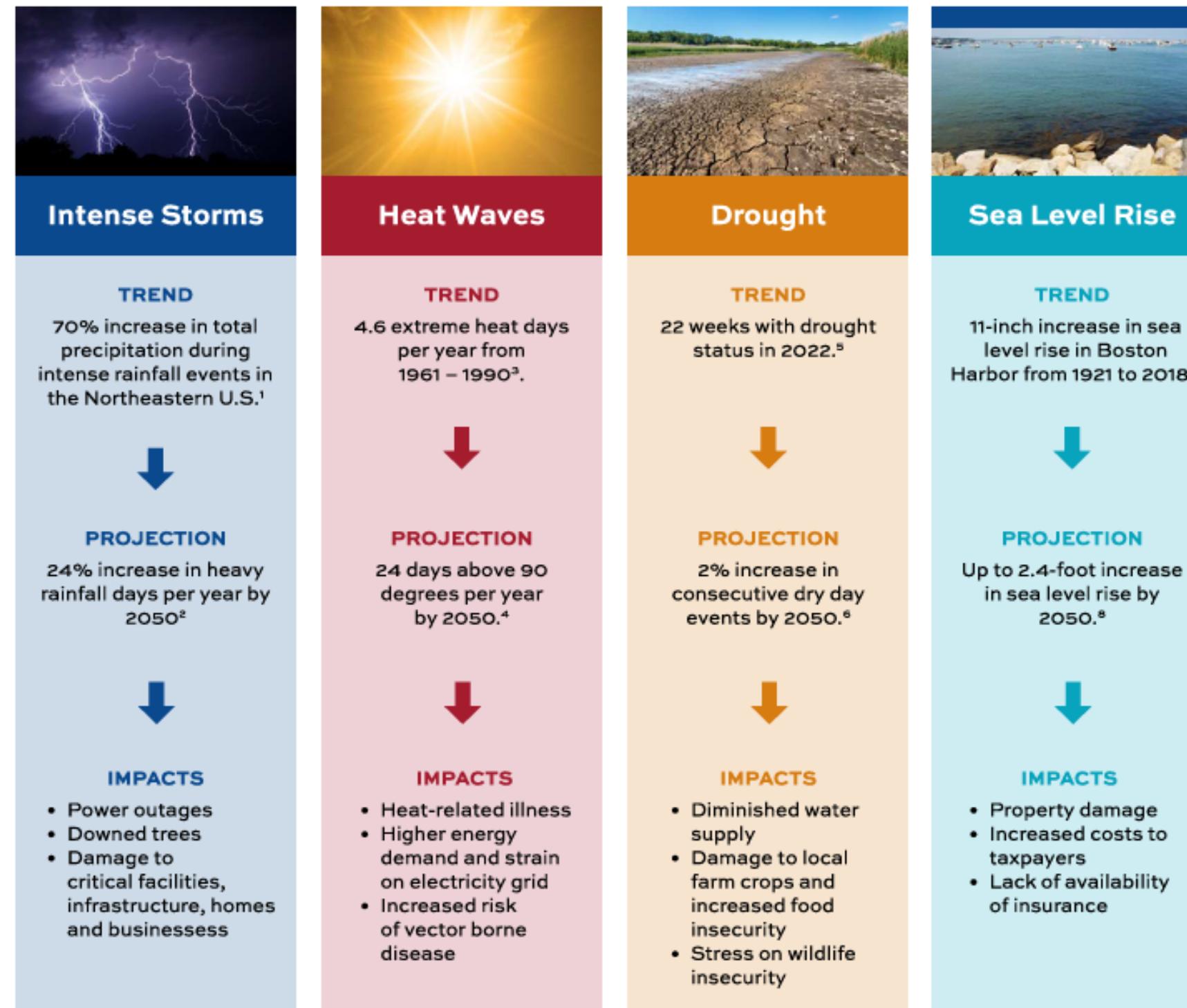
Source: NP analysis of MASS LMI QCEW data

Town's revenue heavily dependent on residential tax base

- Over the past decade, overall property valuations (tax base) have grown 73% - but the commercial/ industrial base has slightly decreased.
- State local aid has decreased after a Covid-era increase

Source: Plymouth MA Financial Trends May 2024

Sustainability + resiliency are overarching considerations



Source: Priority Plymouth CAAP 2024

Sustainability + resiliency are woven into many plan elements

- Economic resiliency + adaptation
Blue economy potential, retail post-Covid, tourism sector
- Social resiliency + adaptation
Health and wellbeing, aging in place, “third places” to socialize
- Housing for a changing population
- Aquifer protection and water quality
- Managing transportation to reduce GHG emissions
- And more...



04 HEARING FROM YOU

Tonight's discussions

We need your input to inform a community vision for the future of Plymouth

- Headlines from 2040, best places and places to improve, shared priorities
- 40-45 minutes of small group discussions followed by report-backs
- There will be an online survey for those who could not attend tonight



What are the best aspects of Plymouth in 2040?

Write a brief social media post or newspaper headline from the future on the individual worksheets (5 minutes)

- Choose up to 3 master plan topics to write specific headlines OR
- Write 1 general headline capturing the overall spirit of Plymouth in 10-15 years

Briefly share your headline(s) with your table (10 minutes)

Where are the best places and places most in need of change?

Talk around your table and use the table map, dot stickers, and sticky notes to identify and describe:

- Up to 5 great places in Plymouth and what they are
- Up to 5 places that need improvement or changes and why. How can these areas better meet the needs of Plymouth in the future?

(15-20 minutes)



What are 5 shared priorities for the future of Plymouth?

Talk around your table and identify five (5) shared priorities for the future.

These can be:

- General topics to address (housing, economy, etc.)
- Specific issues to explore during the planning process
- Places within Plymouth (industrial areas, open spaces, downtown, etc.)

(10-15 minutes)



What priorities did each table identify?

A representative from each table will briefly share the group's 5 shared priorities so everyone can hear what others thought. (20 minutes)



Please leave all written materials on the tables

What we hear will be used to develop a **draft vision statement and goals** for the future of Plymouth

- Ideas on the individual worksheets and table maps will be summarized.
- Input from the online survey will be added to tonight's.

Tell your neighbors and friends!

Take the visioning survey on the project website

Use the interactive map to identify more places you love or want to see change

Look for the project team at events this summer and fall



“Charting Our Future” project website:

<https://tinyurl.com/PlymouthMasterPlan>



THANK YOU!