



Public Planning Workshop

129 Parker Street Initiative

Angus Jennings, AICP
Planner, Facilitator

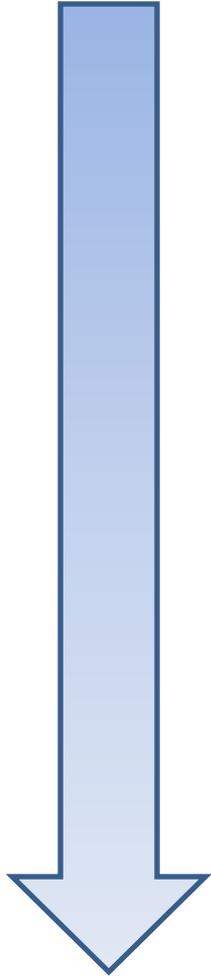
Agenda for Tonight's Workshop

- Welcome – *Eric R. Smith, AICP, Town Planner*
- Open Forum
- Overview of process – *Angus Jennings, AICP*
- Organization and goals for tonight
- Presentation of data
- Break-out sessions (by topic)
- Survey of attendees – level of agreement with a range of statements
- Closing and Next Steps

Welcome

- Eric R. Smith, AICP, Town Planner
- Open Forum
 - What you hope will be achieved tonight and/or at the second workshop
 - Other comments

Where we are in the process



- August 1: Listening session; provide parties opportunity to tell their stories.
- Since then: research – review of process and documents leading to Town Meeting
- Tonight: Summary info. Small group discussions of key topics. Attendee survey. Set goals for Workshop 2.
- Workshop 2 (September 18 or 19): Will be focused on policy options available to Town and/or Developer to move forward.
- After Process: Summary memo/report

Introduction: Mediation

- A voluntary, structured but informal process in which a neutral, with no decision-making authority, assists the parties in negotiation and facilitates settlement.
- Solutions should ideally come from the parties themselves – mediators may also suggest options.
- If there is an agreement [on substance, or a process to move forward], I will write it up, or assist in doing so (if needed).

- *Source: Massachusetts Office of Public Collaboration, 2010*

Party Control Over Outcome

More Control

Less Control



Negotiation

Mediation

Case Evaluation

Arbitration

Adjudication

Source: Massachusetts Office of Public Collaboration, 2010

Facilitator Observations

- This process is intended to result in the Town of Maynard establishing new land use policy for the 129 Parker Street property.
- Town made extraordinary effort to share information publicly (website) but was a moving target right up to Town Meeting.
- Review of Town Meeting tape illustrates some opposition based on *process*, others based on *substance* of proposed Development Program.
- Current process will help understanding of how best to focus efforts to move forward.

Brief Background Examples

- Marshfield – Planned Mixed-Use District
- Westford – Cornerstone Square
- Market Street, Lynnfield – 40R Smart Growth Zoning

Goal of Tonight's Format

- Informal
- Participatory
- Information to move forward

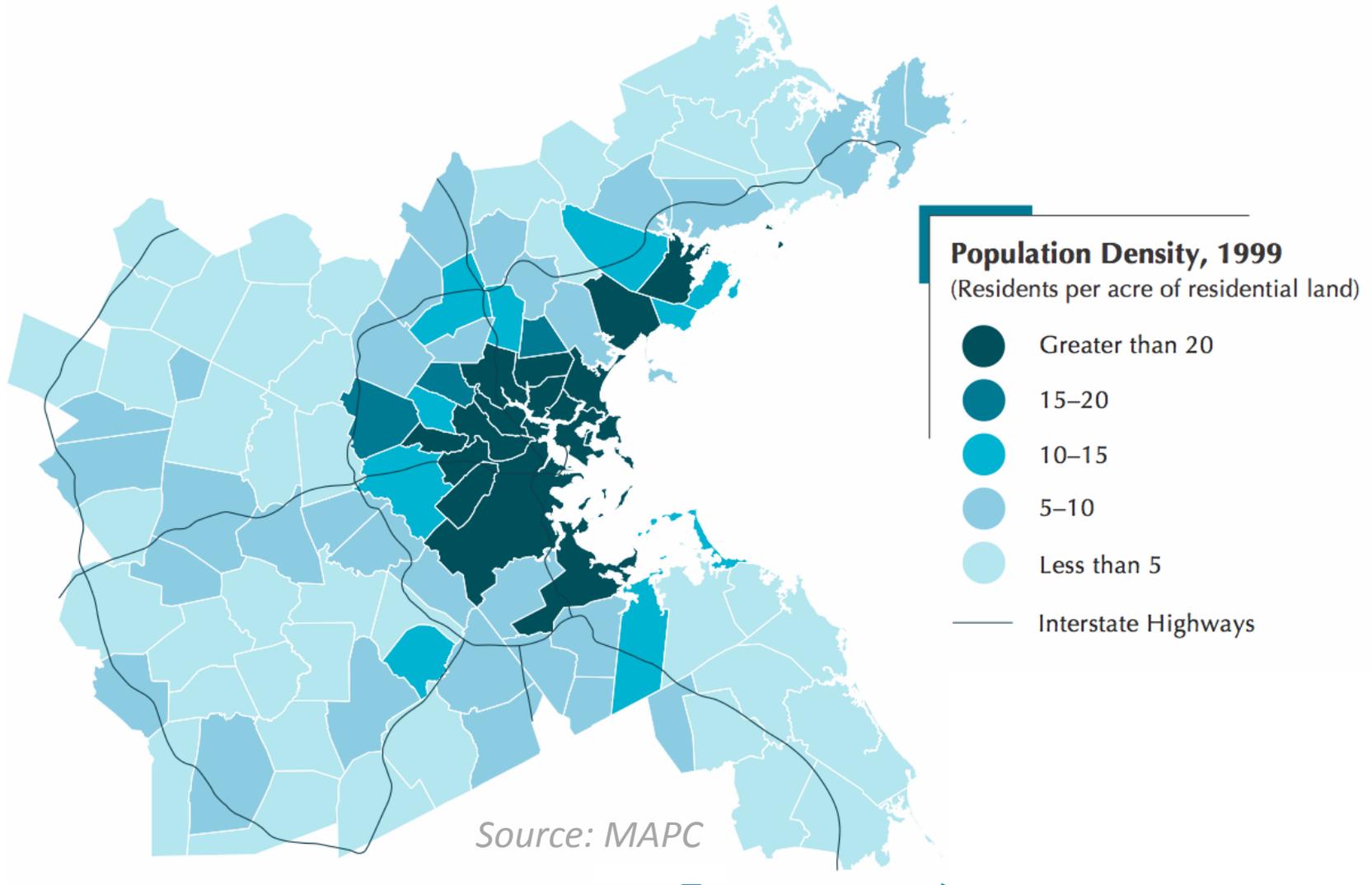
Workshop Topics (broadly defined)

- Land Use Mix / Development Program
- Infrastructure
- Fiscal impact
- Site design and adjacencies
 - The 5-minute walk.
 - Origins and Destinations
 - Retail
 - Residential
 - Office/Industrial
 - Public amenity
 - Where are connections called for, and where is buffering appropriate?

Data: Regional Context

- Why?
- It is important to understand how the “market” looks at this site. Depending on your perspective, this will present challenges or opportunities or – more likely – both.
- In either case, it is intended to inform your consideration.

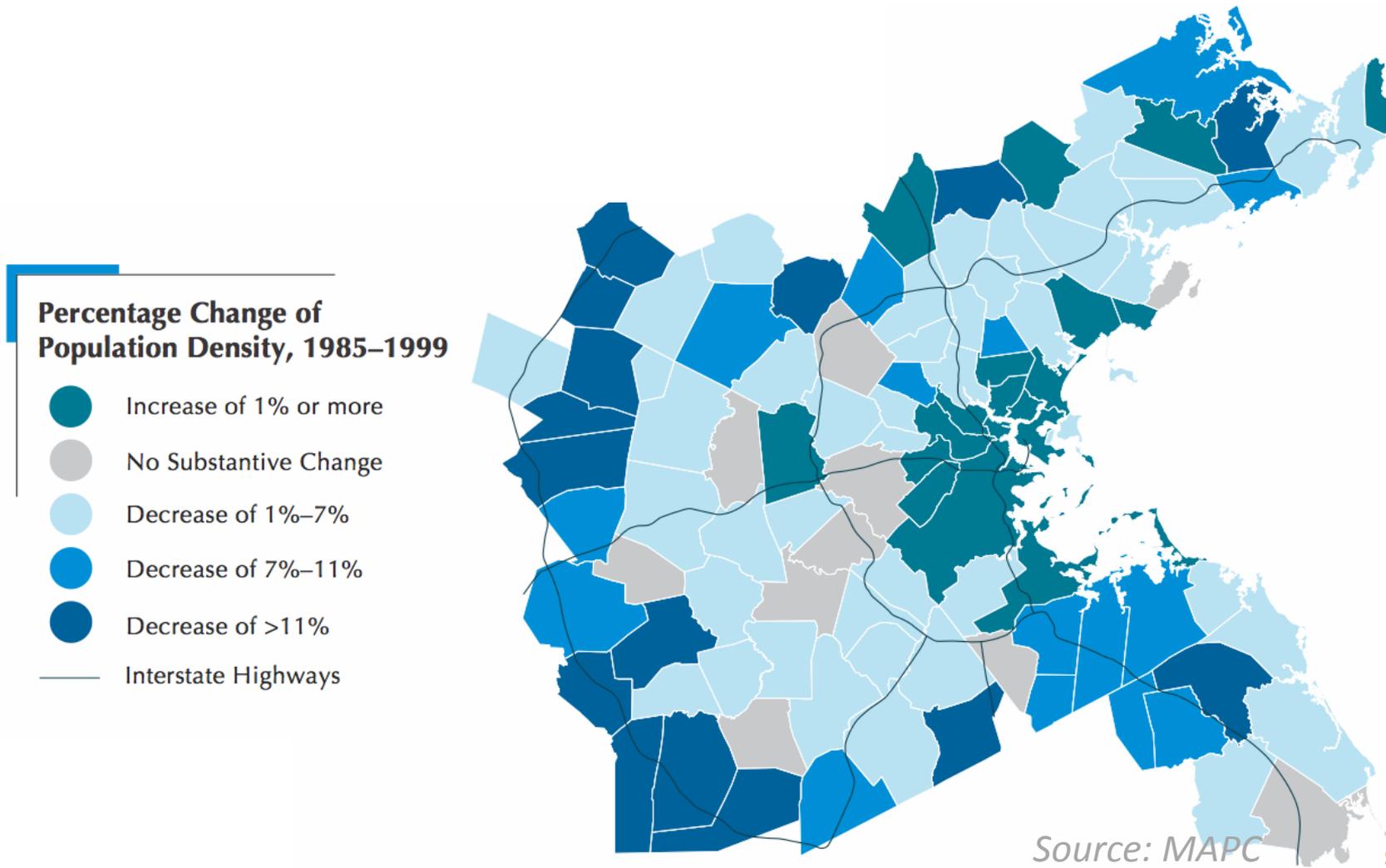
second from lowest tier of pop.
density in metro Boston



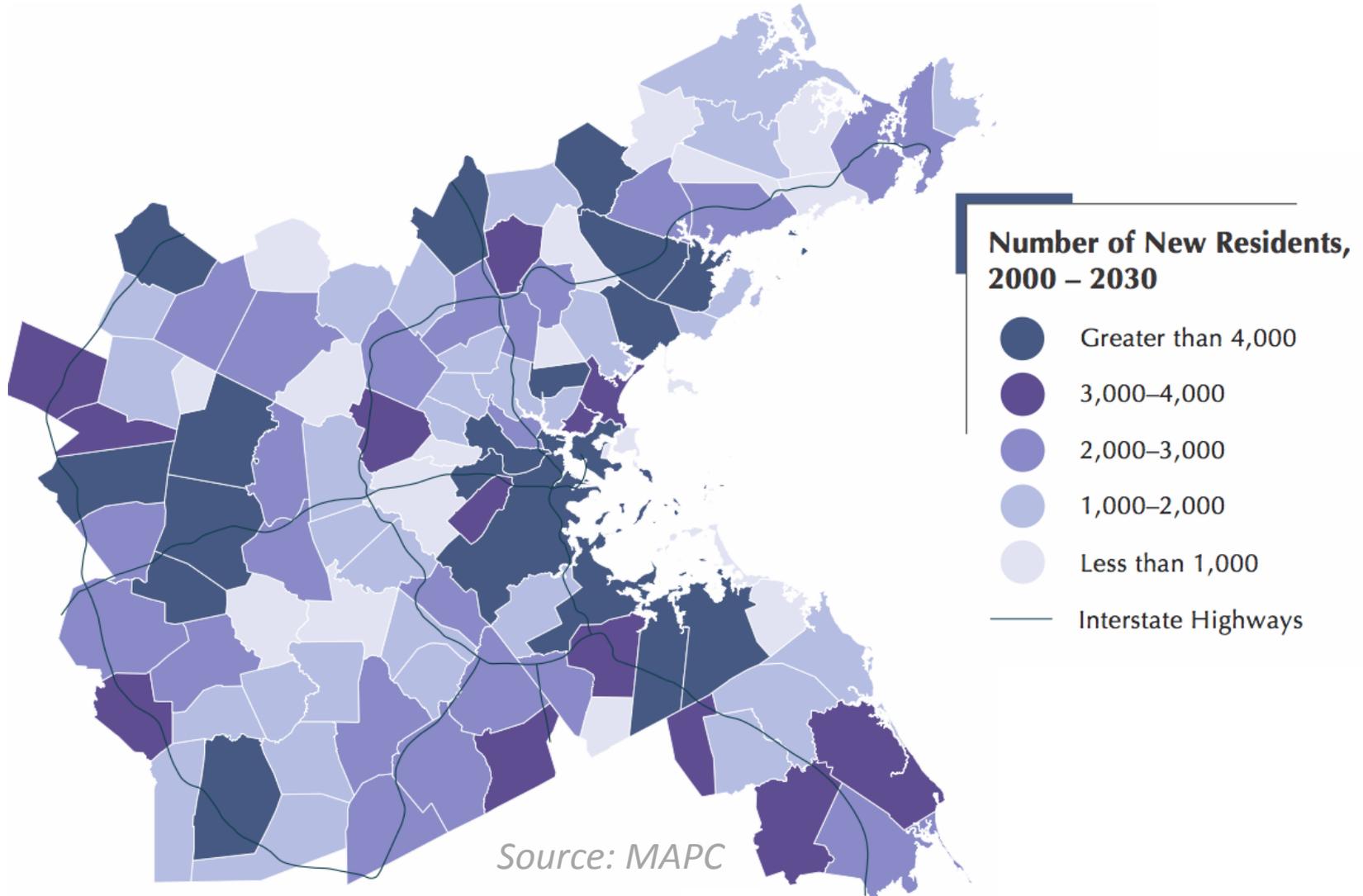
Observations – from the data

residential density fell over fifteen years

Observations – from the data

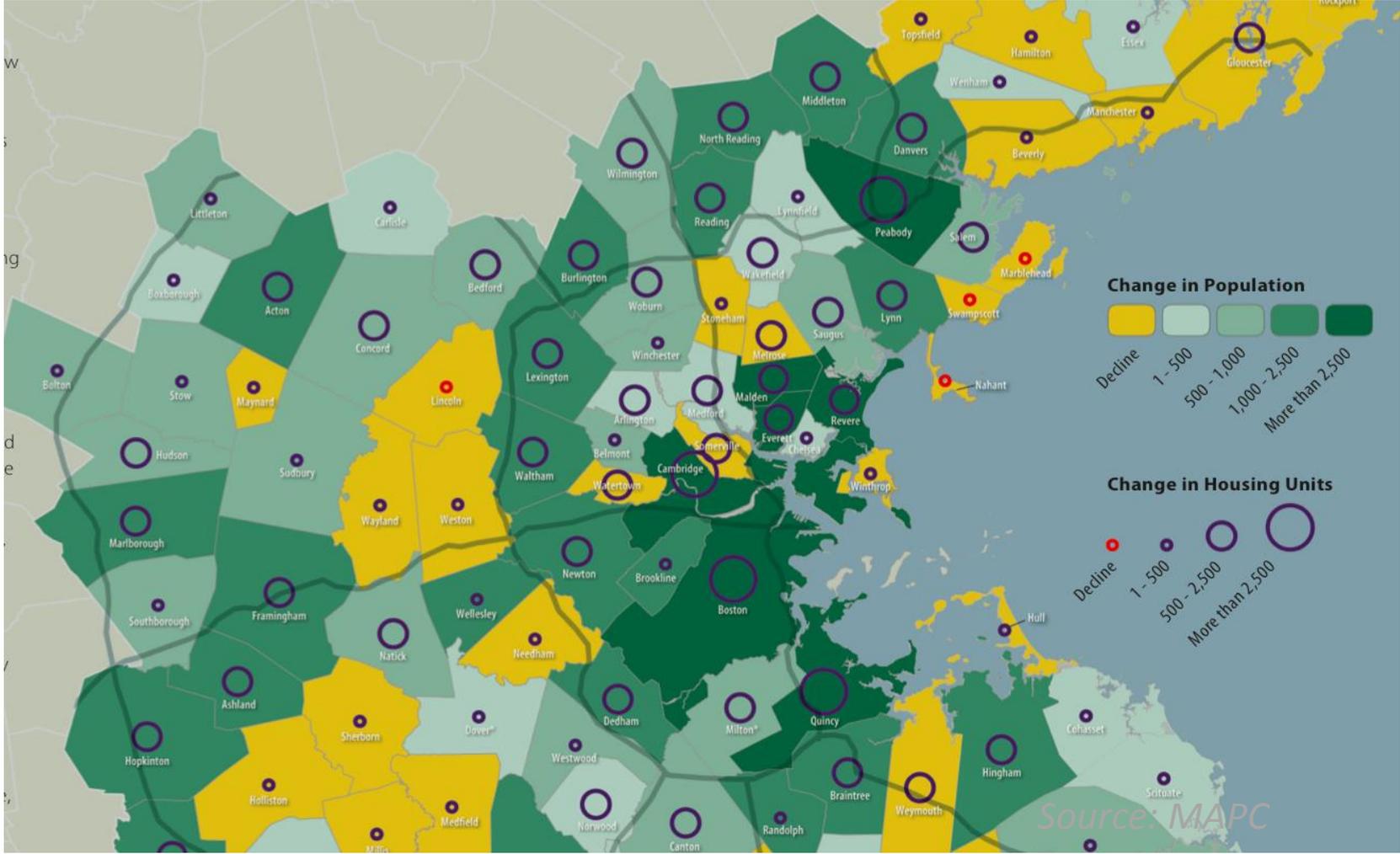


Less than 1,000 new residents projected through 2030 – lowest tier in region



Observations – from the data

decline in population (by under 500)
 from 2000-2010, while regional
 population grew

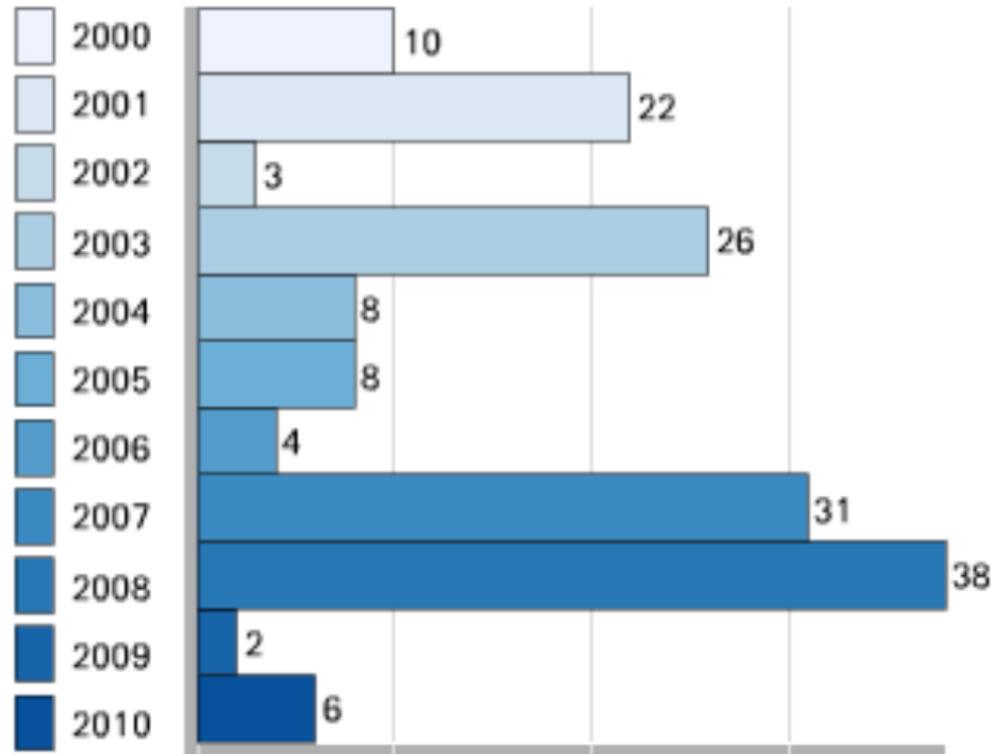


Observations – from the data

very little building activity
relative to nearby communities

Total Building Permits

Year(s): 2000-2010 • Source: Census



Source: MAPC

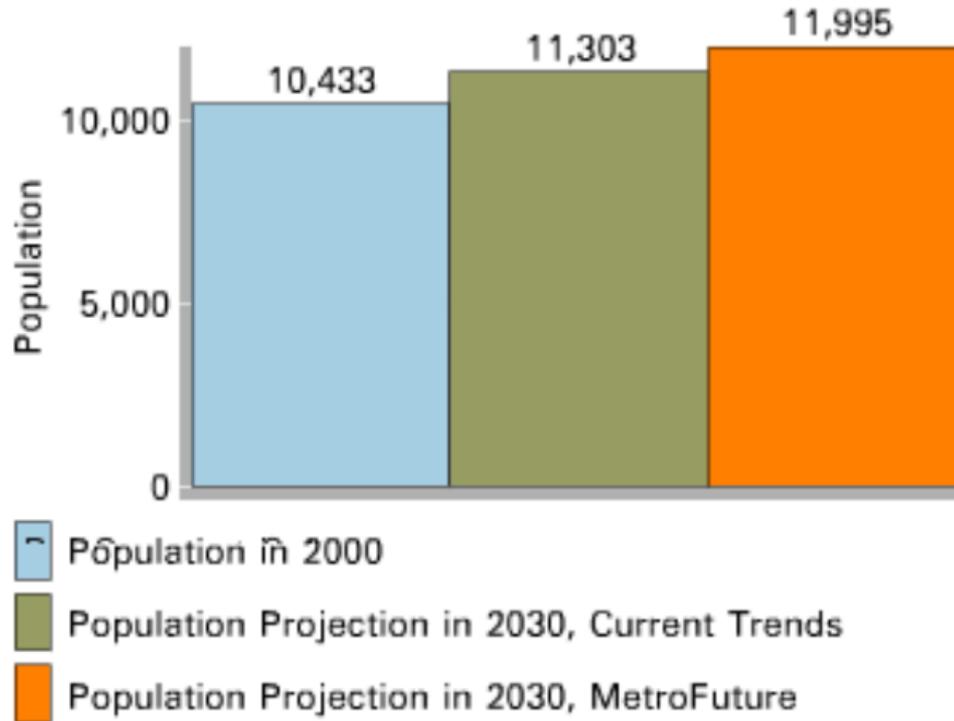
Observations – from the data

relatively low population growth
forecast through 2030

Observations – from the data

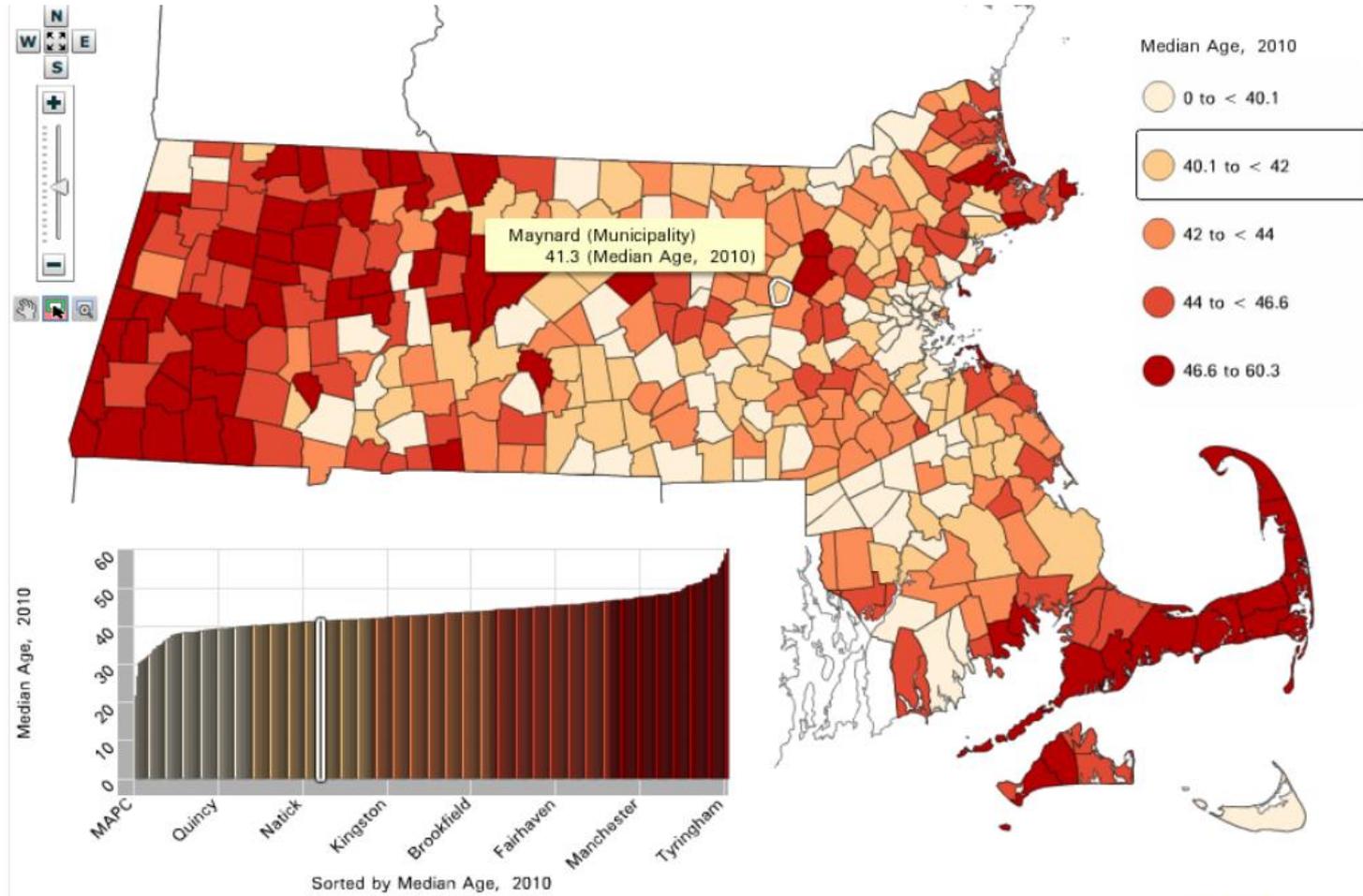
Projected Population, 2030

Year(s): 2000 - 2030 • Source: MAPC



Source: MAPC

Maynard is relatively young in this region with a median age of 41.3



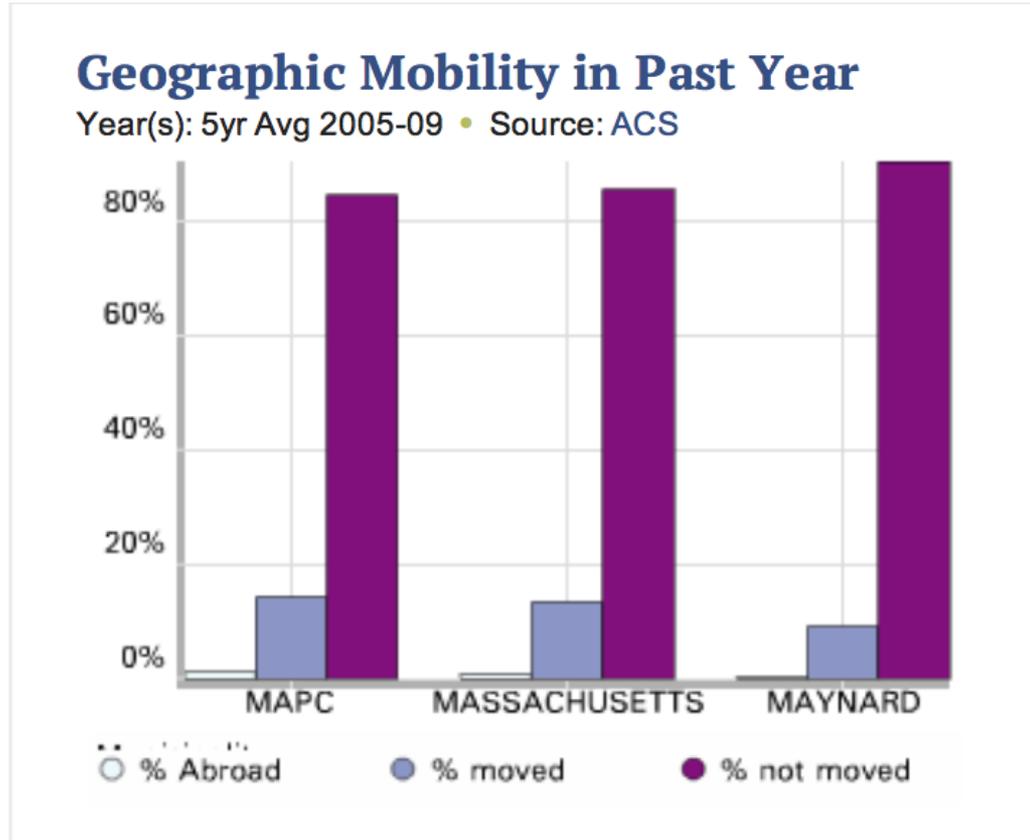
Demographics

Source: MetroBoston Data Common

powered by:  Weave

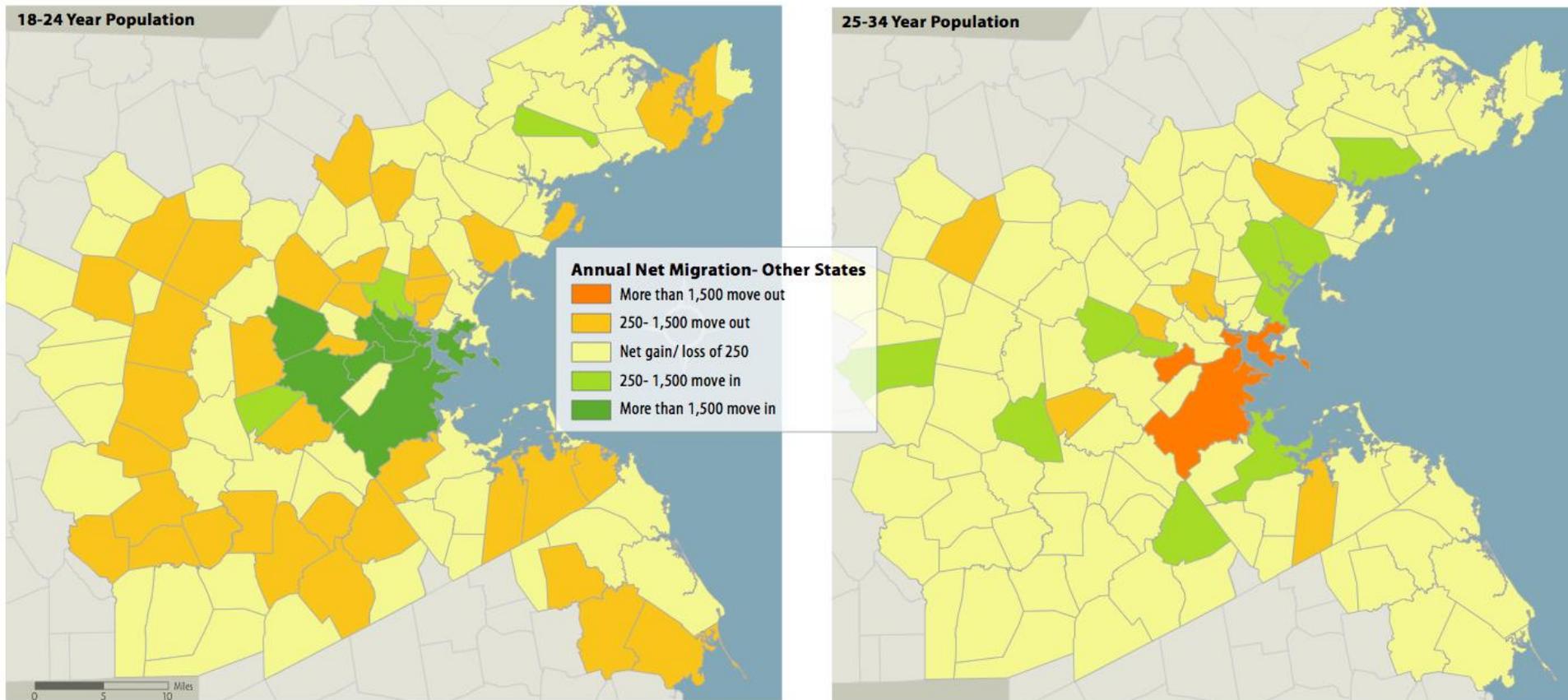
Observations – from the data

Maynard is a stable community – relatively fewer people moved in past year than in region or across the Commonwealth



Source: MAPC

Population stable among aged 18-34



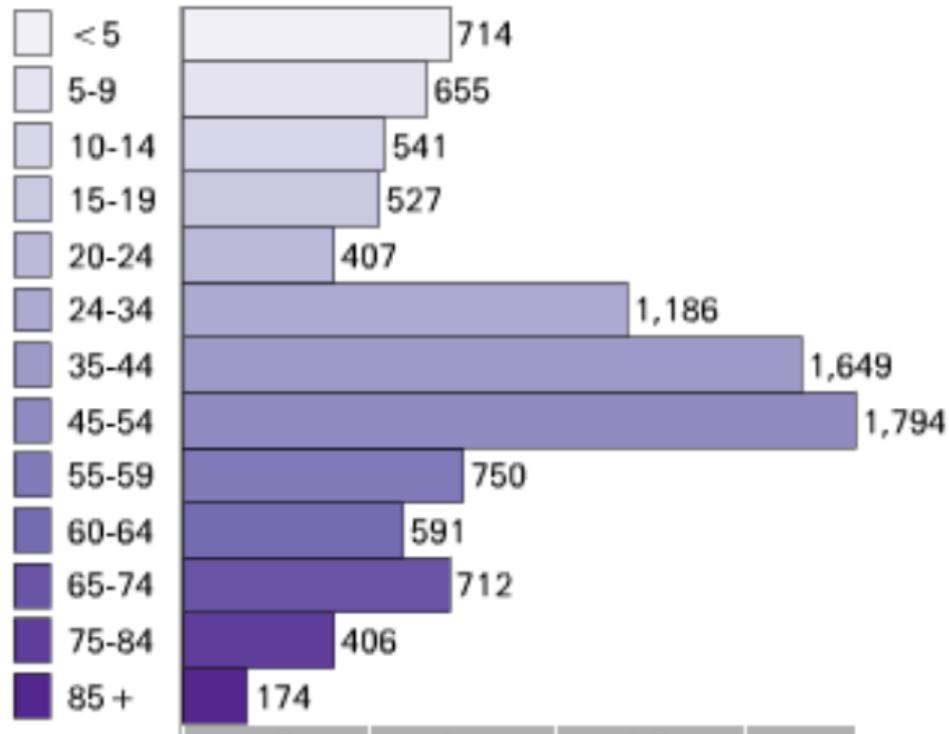
Data Source: American Community Survey Geographical Mobility 2006-10, Public Use Microdata Sample 2006-10



many Maynard households in their prime working years

Population by Age

Year(s): 2010 • Source: Census



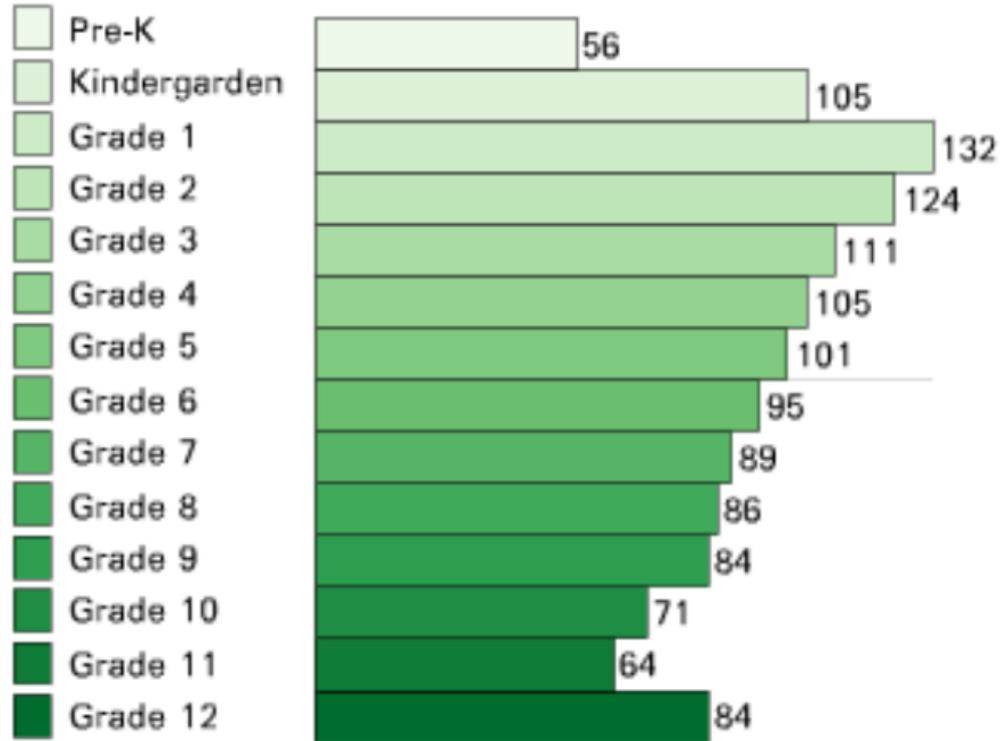
Observations – from the data

school enrollment declines as
grade level increases

Observations – from the data

Enrollment by Grade

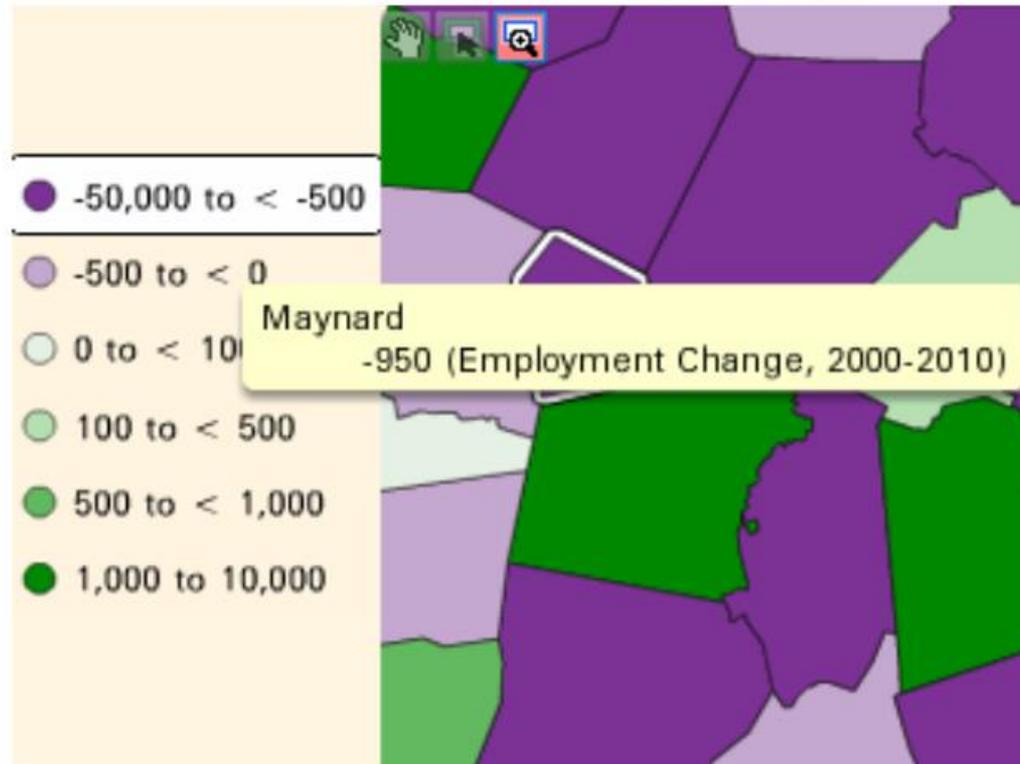
Year(s): 2010-11 • Source: DESE



Maynard lost nearly 1,000 jobs between 2000 and 2010

Employment Change

Year(s): 2000-2010 • Source: MA EOLWD ES-202

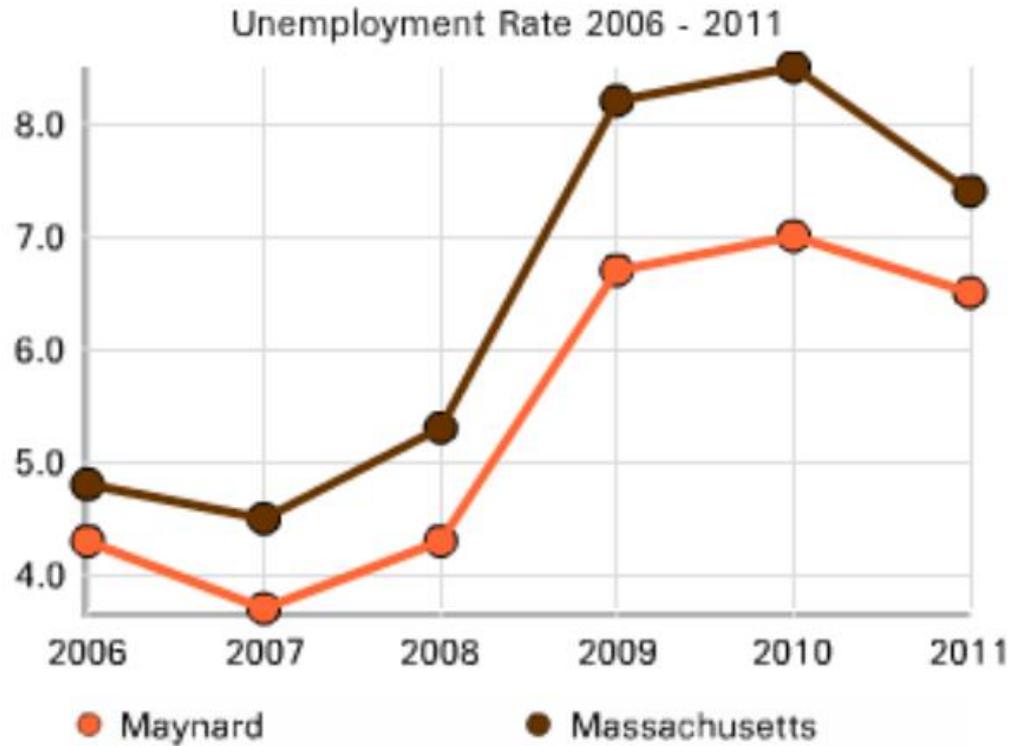


Observations – from the data

unemployment has consistently been lower than that of the Commonwealth as a whole

Unemployment Rate, 2006-2011

Year(s): 2006-2011 • Source: MA EOLWD ES-202



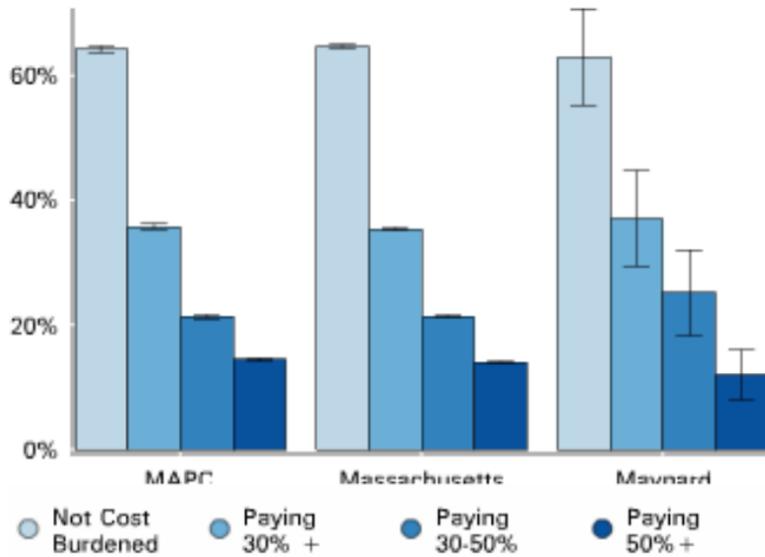
Observations – from the data

data show that 37% of Maynard homeowners are cost burdened

Observations – from the data

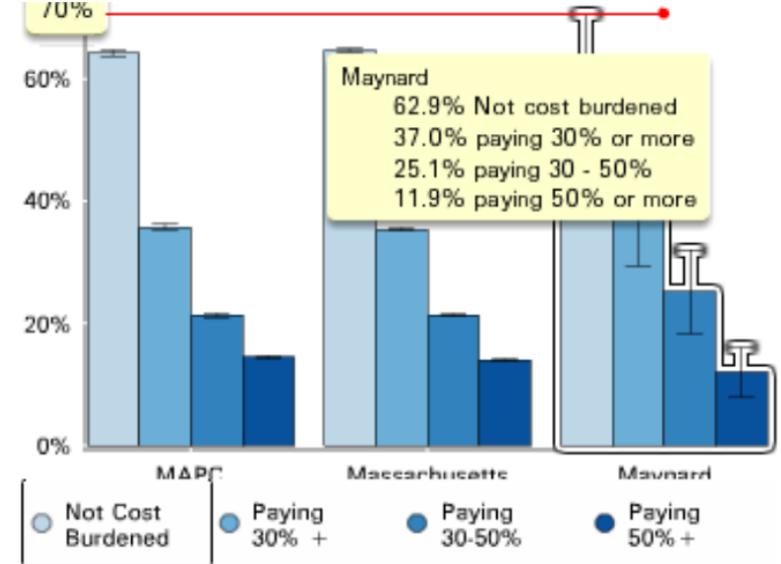
Owners Housing Cost Burden

Year(s): 5yr Avg 2007-11 • Source: ACS



Owners Housing Cost Burden

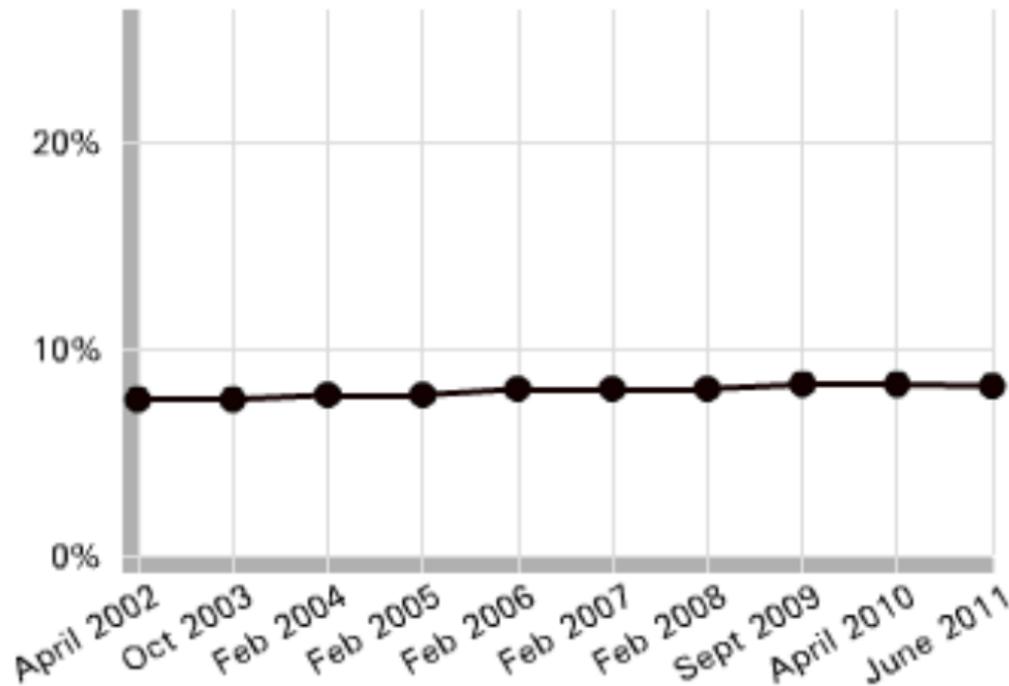
Year(s): 5yr Avg 2007-11 • Source: ACS



SHI is 8.2%, less than state-mandated 10%, and has not changed much in the past decade

% Subsidized Housing Inventory

Year(s): 2002-2011 • Source: DHCD



Observations – from the data

Sudbury has not prioritized land for growth near the 129 Parker Street site, and the site has good access to many residential neighborhoods to the south

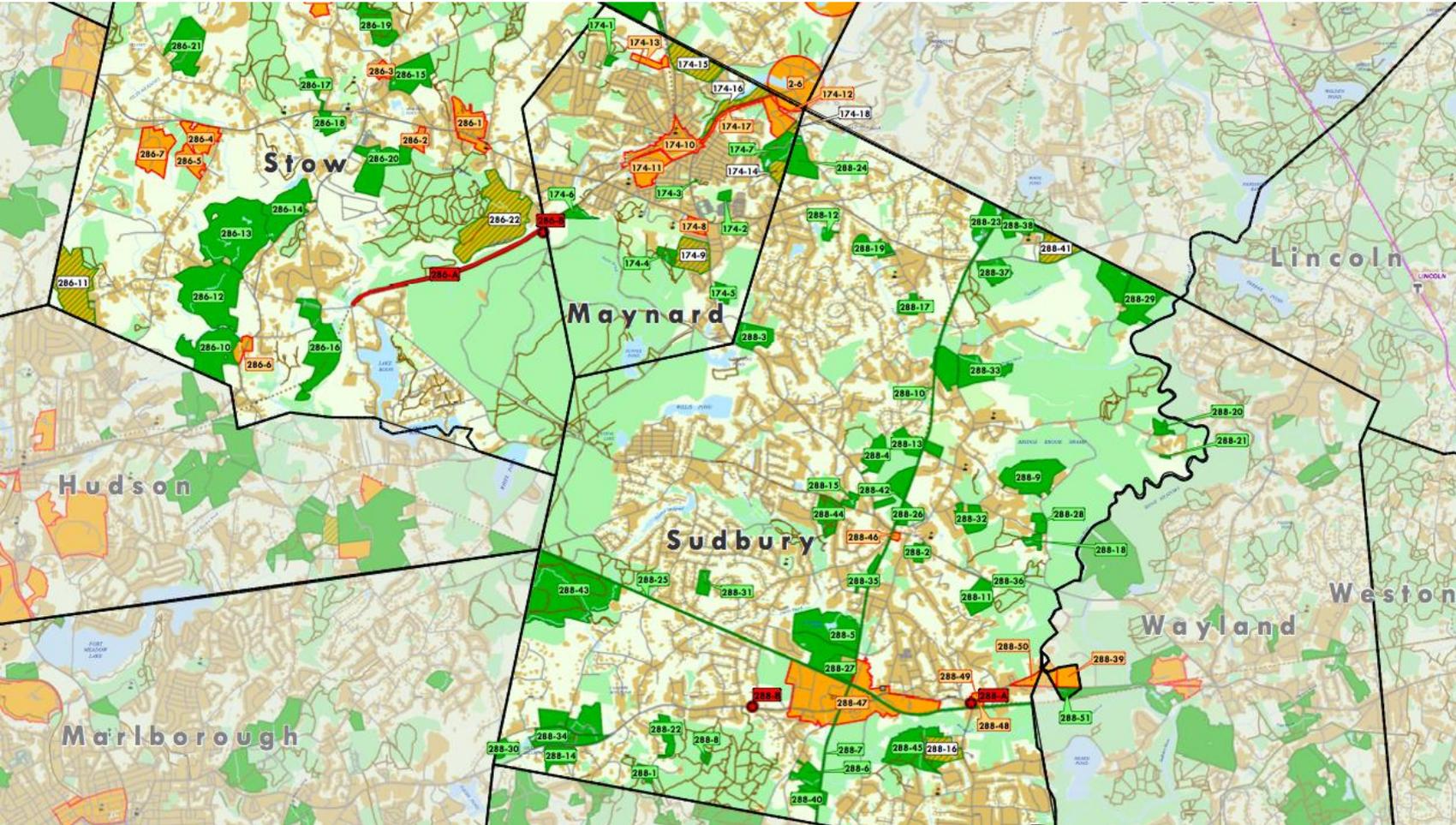


Table Exercises

- Land Use Mix / Development Program
- Site design and adjacencies
- Infrastructure; and Fiscal impact

Designate Recorder (Note-Taker) and One or Two Spokespeople to report back to the larger group regarding: what you talked about; what you agreed on; what you didn't agree on; and what key questions need more attention.

Closing Comments

- Reports from break-out tables
- What topics should we be discussing that were not included tonight?
- What topics that *were* discussed should be prioritized for the next workshop?

Next Workshop

- Workshop 2 (September 18 or 19): Will be focused on policy options available to Town and/or Developer to move forward.
- Provide email address on sign-in sheet, and keep an eye on the Town website and newspaper, for more information.

Thank you for being here!