



Metropolitan Area Planning Council (MAPC) and Town of Maynard
 US EPA Building Blocks for Sustainable Communities Grant – June 21, 2012

Project Work Plan – Re-use alternatives for the Maynard Country Club Site

Project Background

The Town of Maynard voted to acquire one of its long-term Priority Preservation Sites using \$2 million of Community Preservation Funds. The Maynard Country Club (MCC) site is approximately 62 acres of rolling open lands, wooded areas, and wetlands. Three acres of the site are in Acton, and it is anticipated that Acton residents and town government will participate in planning the use of the site. The site has potential for active recreation, passive recreation, land protection, and affordable housing. The site contains an active 9-hole golf course and a clubhouse building. The site also abuts the proposed Assabet River Rail Trail (ARRT). Acton and Maynard are parties to a cooperative agreement to develop the ARRT which is currently in the 100% design stage. The ARRT will provide bicycle and pedestrian access to this important new public site

Maynard has about 10,000 residents for which a large park area is an important need. Maynard is currently in the process of appointing a committee to shepherd planning for the site. The town has tot lots and some athletic fields, and the Assabet River National Wildlife Refuge is partially located in Maynard, but the MCC site offers the first, and perhaps only, potential for a major municipal park on its own or in concert with a golf course. This site offers a wonderful opportunity to undertake integrated smart growth activities. In addition to the mix of potential uses listed under "Need" below, the site is within a mile of downtown, will be directly served by the Assabet River Rail Trail, and is within a mile of a commuter rail station.

COMMITMENT AND NEED

Maynard is largely a "built-out" community with no other opportunities of this size and value. Maynard's acquisition cost of \$2 million is more than enough of a signal that the Town is committed to the appropriate conservation and development on this site. Town staff will be available as needed to provide information and materials, and to participate in the visioning sessions.

This site presents the opportunity for a number of uses that are unique in Maynard. On the south side of Town, the Assabet River National Wildlife Refuge provides extensive open space, but does not allow for active recreational development, housing, nor alternative energy facilities. This parcel would meet several key needs of the Towns:

Town Need	Description
Active Recreation	Maynard has sought land for active athletic fields for the last ten years. With most land either developed, in federal ownership, or wet, there are few other opportunities. This site presents an absolutely unique opportunity to develop fields in an efficient complex with shared parking. It also presents the option to maintain it as a golf course, while integrating a number of other activities within the site. With the development of the Assabet River Rail Trail across the street, children from throughout the community could access this area safely on their bicycles.
Passive Recreation	This site presents a wonderful opportunity to create walking trails for abutting residents and the Town as a whole. Trail length could be measured and provide an exercise loop to improve cardio exercise options for residents.
Affordable Housing	Maynard has achieved 8.3% subsidized units on the Subsidized Housing Inventory. The Town could consider limited development on the site.
Sledding	The gentle roll of the land has provided sledding hills for residents for many years. Select areas could be established as sledding hills.
Comm. Garden/ Leased Farmland	The Conservation Commission has been seeking space for a community garden. This site would work well for such a use with extensive open land. Some of the site could also be leased to a farmer for a CSA or other agricultural use.
Dog Park	Residents formed an organization about five years ago that has been seeking land for a fenced off-leash dog park. This site presents the opportunity to meet that need.

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Habitat	This site abuts a large, forested area with significant wetlands. Protected forested corridors could be established on this site so wildlife could more effectively use the forested area in Acton and the open areas in Maynard. Areas could also be established and managed for grassland birds.
Solar Energy	This site presents the opportunity to locate solar collectors to serve the needs of any facilities developed on the site.
Sr/Comm. Center	The clubhouse can be evaluated for appropriateness for a senior or community center currently under consideration.

The above table summarizes the Town's needs as they have already been identified. The proposed visioning could start with these needs, and open a broader discussion of details of each of these needs as well as others that will be eligible under the Community Preservation Act. In addition to considering needs, the visioning effort should also consider the broader concerns of the meaning of the site to the community, and the key elements of the site that residents consider dearest to the Town's interests and experience. Since many of the closest residents who may have walked and experienced the site on a daily basis live in Acton, these neighbors will also be included in the visioning exercise.

MetroFuture Goals, Sustainable Development Principles, and Livability principles:

The many proposed community needs listed above that could coexist on the site would meet many of the MetroFuture goals including: 9) protect existing green space, 10) inform proactive planning, 11) protect the natural landscape, 13) expand suburban housing choice, 23) increase access to parks and playgrounds, 24) access to healthy foods, 25) increase physical activity, 47) more walking and bicycling, 56) fewer green house gas emissions, 64) biodiversity, and 65) create a network of green spaces.

The site could also meet six of the 10 Sustainable Development Principles, including 1) concentrate development and mix of uses, 4) protect land and ecosystems, 5) use natural resources wisely, 6) expand housing opportunities, 7) provide transportation choice, and 9) promote clean energy.

This project is also consistent with the "Livability" principles of the funding source: 1) provide more transportation choices (rail trail access, walking, etc.); 2) promote equitable, affordable housing; 3) support existing communities (this location is well-suited to supporting the clustered development of the historic mill town); 4) coordinate and leverage federal policies and investment (major federal investments are already going into developing the Assabet River Rail Trail and improvements at the South Acton MBTA Station, and federal funds might also be involved in the development of affordable housing on the site); and 5) value communities and neighborhoods (this site is set in a small town with dense residential development with many homes within walking distance).

Project Context

The project site is near the town center in Maynard. A brief overview of the some of the demographics for the Town is included below.

Characteristics	Town of Maynard
Total Population	10,106
% Minority	10%
Total Housing Units	4,447
% Rented	29%
% Foreign Born Residents	6%
% Non-English Speaking households	12%
Median Household Income Range	\$77,304
Business Count	460
Employment	3,376

Source: MAPC Analysis based on Census 2010, ACS estimates 2005-09, Info-Group Business Data

Project Work Plan

Details of the Project Work Plan are presented below according to the identified major tasks. Deliverable, labor costs and timelines for each major task are also included.

I. Review of Existing Conditions and Regulatory Framework; Initial meeting with town staff and boards

1. MAPC will prepare initial maps illustrating the features of the site using both MassGIS and any local GIS data sources provided to MAPC, and will briefly review current regulations applying to the site (e.g., wetlands, rivers protection act), etc.
2. MAPC will facilitate an initial meeting with town staff and boards, to:
 - a. discuss and prioritize potential uses for the site to provide background for the public visioning sessions
 - b. review plans for the initial public visioning sessions, as well as other means of gathering photographs, and personal stories of the site as additional background material.

Note that the Town will be responsible for organizing this staff/boards meeting, using materials that will be provided by MAPC.

Task 1 Deliverables

- Deliverables:
1. Initial maps for use at meeting with town boards and staff
 2. Well-attended meeting by staff/boards that results in initial input for future uses for the site
 3. Plan for public outreach and visioning process regarding future uses
 4. Summary of input and comments received to be used as "conversation starter" at future public meetings

Timeframe: July - August 2012

Labor/Budget: 6 hours GIS/\$420
20 Hours Planner/\$1,900

II. Host Initial Visioning Session

Work with the MCC Re-Use Committee to hold an initial visioning meeting with broad invitation to all residents, business owners and abutters

Task 2 Deliverables

- Deliverables:
- 1) Well-attended public meeting that results in additional input for future uses for the site
 - 2) Summary of input and comments received

Timeframe: August - September 2012

Labor/Budget: 7 hours GIS/\$490 (to update mapping and prepare displays for event)
40 Hours Planner(s)/\$3,800 (Note that some of the time here is for other MAPC staff or for MSGA organization staff to assist in facilitating/taking notes in breakout discussions at the public forum)

III. Site Tour/Visioning/Data Collection

Host a site visit on a week-end day, open to all, and allowing at least 2-3 hours to tour the entire site. Provide process for gathering public comments on futures uses for specific areas of the site. MAPC will work with the MCC Re-Use Committee to plan for a circuit walk, with discussion of possible uses at 6 - 8 specific locations on the property. MAPC will also take note of all public comments between the specific discussion sites. One possible route is attached and will be discussed with the MCC Re-Use Committee.

Task 3 Deliverables

Deliverables: Summary of input and comments received at Site tour
Timeframe: September – October 2012
Labor/Budget: 10 hours GIS/\$700 (to update mapping and prepare displays for event)
20 Hours Planner(s)/\$1,900

IV. Undertake re-use analysis and planning, meet with Re-use Committee

MAPC will undertake site analysis based upon environmental constraints and input from the above sessions, and will prepare a set of land use recommendations. MAPC staff will meet with the Re-use Committee to review these recommendations and plan for the final public event, including preparation for means of gathering public feedback on the proposals.

Task 4 Deliverables

Deliverables: Map and accompanying presentation materials that illustrate proposed land use for the site
Timeframe: September – October 2012
Labor/Budget: 14 hours GIS/\$980 (to update mapping and prepare materials for event)
30 Hours Planner(s)/\$2,850

V. Host second Visioning Session

Hold a final visioning meeting to obtain public feedback on proposed site uses and opportunities

Task 5 Deliverables

Deliverables: 1) A brief memorandum summarizing input and comments received at final session
2) Maps and materials used at final public session, and updated per final discussions

Timeframe: October – November 2012
Labor/Budget: 14 hours GIS/\$980 (to update mapping and materials for forum and produce draft report maps)
35 Hours Planner(s)/\$3,325 (Note that some of the time here may be for MSGA organization staff to assist in facilitating/taking notes in breakout discussions at the public forum)

VI. Finalize Report on the process, including recommendations for implementation

Based upon the above materials, the MAPC will draft a final report for input from the town Re-Use Committee and Town Planner. The report will include a vision for the site, as well compiled materials such as the presentations, and attendance and notes from each of the meetings. Technical information and resource materials will also be appended to this document including the maps, example photographs, and stories, etc.

Task 6 Deliverables

Deliverables: Report summarizing the process, including recommendations for implementation
Timeframe: November 2012
Labor/Budget: 2 hours GIS/\$140 (update maps based on final forum)
25 Hours Planner/\$2,375

TOTAL ESTIMATED PROJECT COST (not including in-kind hours from Town staff) = \$19,860

Maynard Budget EPA Building Blocks Grant					
MAPC 7/13/12					
Task	planner hours	planner costs	gis hours	gis costs	task budget
1	20	\$ 1,900	6	\$ 420	\$ 2,320
2	40	\$ 3,800	7	\$ 490	\$ 4,290
3	20	\$ 1,900	10	\$ 700	\$ 2,600
4	30	\$ 2,850	14	\$ 980	\$ 3,830
5	35	\$ 3,325	14	\$ 980	\$ 4,305
6	25	\$ 2,375	2	\$ 140	\$ 2,515
Total	170	\$ 16,150	53	\$ 3,710	\$ 19,860

Project Objectives

This project has identified the following Process Benchmarks, Policy Outcomes and Regional Objectives in order to evaluate outcomes. Data and information for the evaluation will be continually collected through the project period and where possible, be used as early feedback to improve project tasks and outreach.

Process-Benchmarks

MAPC, the MCC Re-use Committee, the Town Manager and the Town Planner will work to achieve the benchmarks below during the project period:

- A diversity of project participants that reflect the economic, social and cultural characteristics of the Town of Maynard, as well as from neighboring Acton.
- At least 40 individuals will participate in each of the site walk and the public forums.
- Media coverage of public meetings.

Policy Outcomes

MAPC and project partners will work to support the policy outcomes below as a result of the project:

- Official endorsement of set of future site uses resulting from the public discussions related to this process.
- Actions by the Town of Maynard to implement the recommendations from this process.

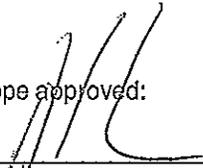
Regional Objectives

Through this project, MAPC expects to contribute to the accomplishment of the following regional MetroFuture objectives by 2030:

- No more than 20% of the region's households will have limited access to open space.
- 25% of all trips will be made on foot or by bicycle.
- An increasing share of the region's housing stock will be affordable (market rate, deed-restricted, or by Section 8 Vouchers) to households earning less than 80%, 50%, and 30% of regional median income.
- The acreage of community gardens in urban areas will increase

Project Work Plan Schedule

All EPA-funded work will be completed by November 30, 2012; completion of the report using Maynard in-kind time may extend beyond this period. Timelines included above are approximate and subject to change based upon schedules of the participating Boards in the town of Maynard.

Scope approved: 

7.30.12

Town Administrator, Town of Maynard

Date

Possible route of Walking forum – approximately 6,000 linear feet (approximately 1.1 miles)

