

# MAYNARD MASTER PLAN

*Town of Maynard, MA*



## Public Meeting #2

October 10, 2018



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## Agenda

- **Welcome**
- **Overview of Project Schedule and Updates**
- **Community Surveys**
- **Presentation of Draft Vision and Goals**
- **Break-out Sessions and Report Back**
- **Adjourn**



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## Update on the First Community Survey

- **Closed - 380 total responses**
- **Results were posted to the Project website:**

<http://www.maynardmp.com/>



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## Introduction to the Second Community Survey

To what extent do you agree with the following draft Vision Statement and its ability to capture the purpose and ambitions of the Town of Maynard?

- \* 1. *Maynard is a thriving community that celebrates our unique character, rich cultural heritage, small-town aesthetic, and abundant natural resources. Defining features of our Town's cultural and physical presence include an attractive, walkable, and connected Downtown that caters to a host of uses and attracts residents and visitors alike. Our vibrant neighborhoods offer a broad range of housing options and are complemented by a robust network of natural and open spaces, highlighted by the Assabet River.*

As a community, we embrace our social and environmental amenities and services to ensure the sustainability of the

1 - Strongly Disagree



If you ranked this draft master

To what extent do you agree with the following draft Goals (by Master Plan Element) and their ability to define a roadmap for the Town to achieve its overall vision?

### Goals: Land Use

- \* 2. Ensure land development continues to be deliberate, balanced, and proactive to community needs and service capacities.

1 - Strongly Disagree    2 - Somewhat Disagree    3 - Neutral    4 - Somewhat Agree    5 - Strongly Agree



If you ranked this draft master planning component with a 2 or lower, please specify your reasoning.

- \* 3. Incorporate the enhanced use of the Town's natural resources and open spaces, along with their stewardship, into land use planning and related decision-making.

1 - Strongly Disagree    2 - Somewhat Disagree    3 - Neutral    4 - Somewhat Agree    5 - Strongly Agree



If you ranked this draft master planning component with a 2 or lower, please specify your reasoning.

<https://www.surveymonkey.com/r/MaynardMPVision>

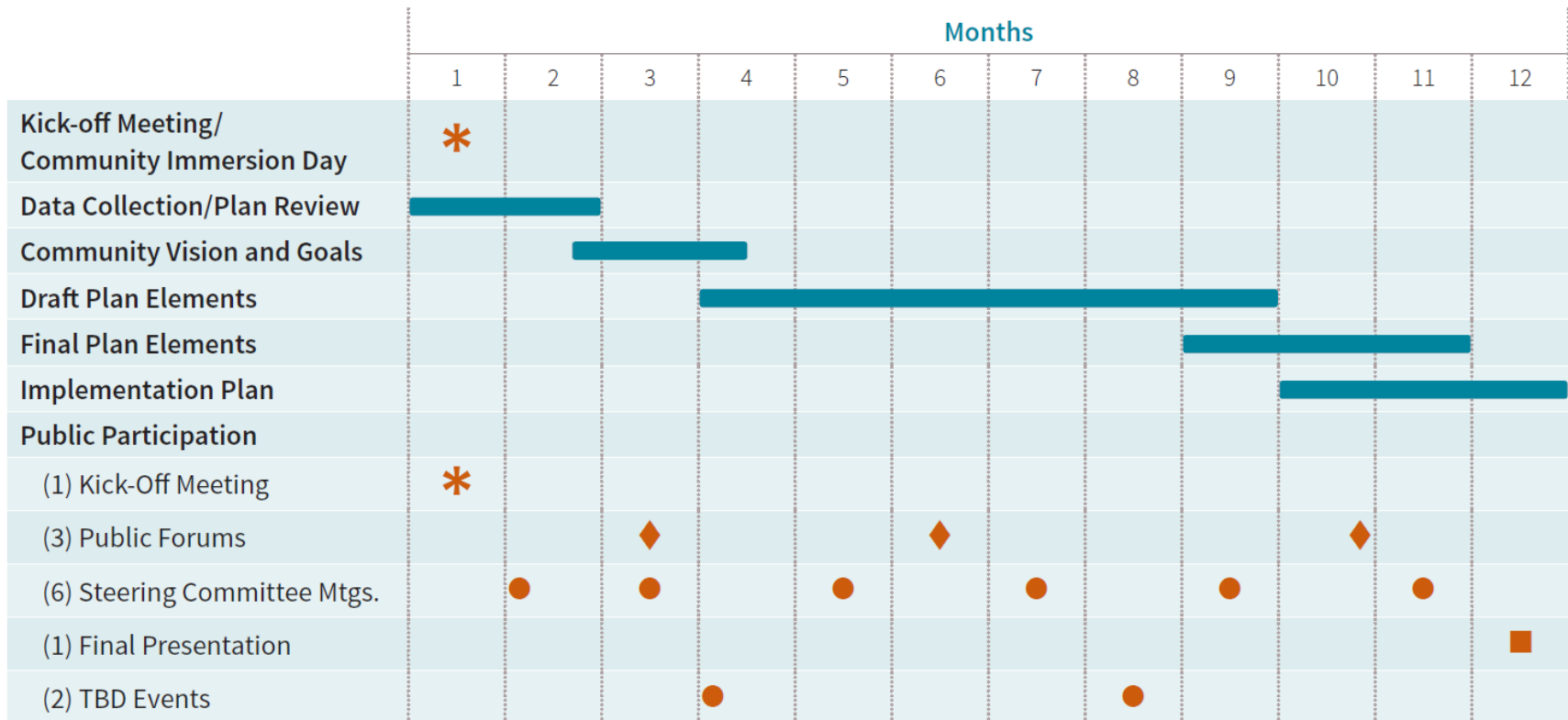


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## Project Schedule and Updates





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## Draft Vision Statement

*Maynard is a thriving community that celebrates our unique character, rich cultural heritage, small-town aesthetic, and abundant natural resources. Defining features of our Town's cultural and physical presence include an attractive, walkable, and connected Downtown that caters to a host of uses and attracts residents and visitors alike. Our vibrant neighborhoods offer a broad range of housing options and are complemented by a robust network of natural and open spaces, highlighted by the Assabet River.*

*As a community, we encourage economic development in balance with the preservation of the key aspects of our social and environmental setting. We welcome a diverse population that has equitable access to our Town's amenities and services. And, we make collective decisions in consideration of our long-term sustainability and the sustainability of the geographies in which we reside.*



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## Draft Land Use Goals and Recommendations:

**LU1: Ensure land development continues to be deliberate, balanced, and proactive to community needs and service capacities.**

*Example  
Only*

- Create a Land Management Database that inventories underutilized parcels for targeted economic and housing development and key open space and natural resource areas for preservation priority.

**LU2: Incorporate the enhanced use of the Town's natural resources and open spaces, along with their stewardship, into land use planning and related decision-making.**

*Example  
Only*

- Provide for improved public access to the Assabet River within Downtown and beyond through outright property purchases and/or easement acquisitions.



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## Draft Land Use Goals and Recommendations:

**LU3: Further enhance Downtown as a hub of Maynard's cultural identity and economic vitality.**

*Example Only*

- Create a sense of place that honors the character and mill heritage of the Downtown via public space improvements and programming.

**LU4: Foster diverse business development throughout Town, in synergy with Downtown revitalization, to help balance municipal tax revenue and support a high quality of life for residents.**

*Example Only*

- Reduce Downtown vacancy via zoning incentives, a streamlined permitting process, and business advocacy.





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## Breakout Groups

- **Group #s are at bottom right of your agenda**
- **Elect a person to take notes**
- **Elect a spokesperson for reporting back to the larger group**
- **Remember, everyone gets a chance to talk**
- **Have Fun!**



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## Breakout Discussions

### ■ Confirm the Draft Goals

- *Do these Goals collectively capture and adequately support the Town's Vision Statement with respect to their Master Plan Element?*
- *Is there an aspect of a Master Plan Element that is not addressed by its associated Goals?*

### ■ Brainstorm Recommendations

- *How do you envision Maynard achieving its Goals; what specific actions represent relevant opportunities?*



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## Breakout Discussions

- **Vision Statement**
- **Land Use**
- **Housing**
- **Economic Development**
- **Natural, Cultural, Historic Resources**
- **Open Space and Recreation**
- **Public Facilities and Services**
- **Transportation**



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## Report Back

- **Provide the top three (3) comments on the Master Plan Vision and Goals**
- **Identify up to two (2) recommendations across the Master Plan Elements**



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## Next Steps

- **Finalize the Vision Statement and Goals**
- **Prepare a Comprehensive List of Recommendations**
- **Develop the Implementation Plan and Prioritize Recommendations**

<https://www.townofmaynard-ma.gov/gov/master-plan/>

<http://www.maynardmp.com/>

# Thank You

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