



Norton Master Plan 2020

Norton Master Plan **"Discovery" Workshop Report** **Saturday, September 28, 2019**



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Introduction and Main Goals

Massachusetts General Law, Chapter 41, Section 81D states that a community Master Plan “shall be a statement, through text, maps, illustrations or other forms of communication, that is designed to provide a basis for decision making regarding the long-term physical development of the municipality.” In other words, a Master Plan is a recipe, an instruction manual, or a road map for a town’s successful future. In order to serve this important role, the plan must respond directly to a community’s needs and aspirations. In the fall of 2019, the Town of Norton began the process of creating a new Master Plan that does just that.

The first step of this process, called the *Norton Master Plan “Discovery” Workshop*, took place at the Norton Media Center, 184 West Main Street, from 9:00 AM to 11:30 AM on Saturday, September 28. Town Planning officials and partners from the Southeastern Regional Planning and Economic Development District (the “project team”) held this event - the first of several - to hear directly from Norton’s residents about their priorities for the town. The remainder of this report describes that event and its main “take-away” messages.

Overall, the Workshop had two main goals. First, it sought to introduce Master Plans and their content to the public.



The “Discovery” Workshop introduced the main “Elements” (or chapters) of a Master Plan, pictured here. Master Plans also emphasize a town’s “Vision” and “Implementation” actions for each Strategy in the plan - these topics are essential to making sure the plan addresses community goals and leads to real world projects and lasting benefits.

Second, the workshop kick-started the extensive civic engagement campaign that will take place throughout the creation of the plan. This is because Norton intends to make public participation the centerpiece of its new Master Plan. In addition to events such as the *Discovery Workshop*, the project team is also providing numerous opportunities for citizens to influence the document in meaningful, substantive ways. These include, but are not limited to, a project website and Facebook page and numerous promotional materials, comment cards, and interactive presentations of data and maps. Additionally, the project team intends to “go to the community” by attending events (rather than requiring attendance at workshops). For example, in the time leading up to the workshop, the project team discussed goals and priorities at the Norton Library “Flea Market,” held on September 14. Future events will include “meet-ups” at local restaurants and other activities.

September 28, 2019 - Workshop Day



"Donuts and Data" Open House

1. "Donuts and Data" Open House

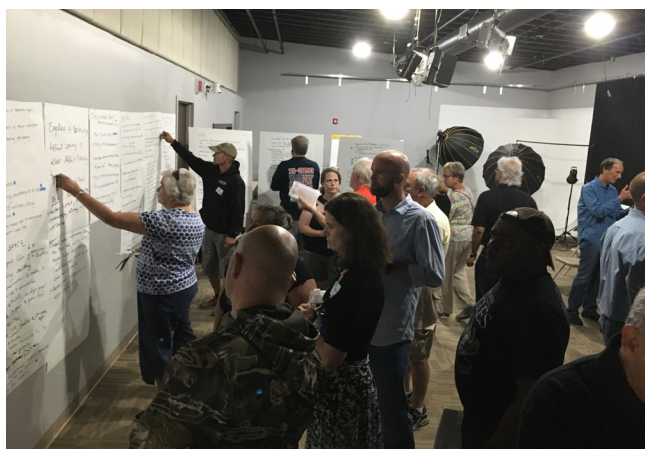
The workshop began at 9 AM with an hour-long Open House. This "Donuts and Data" event allowed participants to review information at their own pace. Project team members staffed each of three stations - "Maps," "Data and Demographics," and "Existing Plans" - and had conversations about Norton. At the end of the hour, a 5-minute presentation (available in Appendix B) set the table for the main portion of the Workshop - Group Discussions.



One of three Discussion Groups

2. Group Discussions

At 10 AM, approximately 40 participants divided into three groups to discuss information from "Donuts and Data" and - most importantly - to provide their own ideas and input. Each group focused on what was most important to it; project staff simply asked questions and took notes on large note pads. These discussions took about 90 minutes and generated invaluable information described in the next Section of this report, "Top Comments and Main Themes."



"Voting" for comments and ideas

3. Voting Exercise

The workshop closed with a "thank you" expressed to participants in each Discussion Group. Then, on their way out, participants were asked to review each group's notes and to "vote" for comments that were most important to them. Participants voted by placing "sticky dots" next to a chosen item. This exercise allowed the project team to identify themes and to home in on issues to explore and to clarify at future workshops. In other words, **votes provide guidance, but are by no means final or binding.**

Top Comments and Main Themes

In order to organize all comments that Norton citizens made at the workshop, project staff created a simple spreadsheet. This “informal database” tallied votes for each of the comments recorded at the three discussion groups.¹ This exercise simply allows the project team to find patterns and identify main themes that should be explored in detail at future, specialized workshops to be held in 2020.

Vote Count	Number of Comments Receiving Each Vote Count	Percent of Comments Receiving Each Vote Count
15	1	1.0%
14	1	1.0%
11	2	1.9%
9	1	1.0%
8	1	1.0%
7	1	1.0%
6	1	1.0%
4	2	1.9%
3	5	4.8%
2	3	2.9%
0	87	82.9%
Total	105 Comments	100.0%

A comprehensive list of the 105 workshop comments is available in Appendix C, organized by the Master Plan element to which the comment is most closely related. Please note that **all comments** will be reviewed and considered during the creation of each Master Plan element and in preparation for future specialized public workshops. However, the remainder of this summary report will only present those comments that received votes.

Additionally, the process of analyzing all comments revealed six broad themes that appeared across all Discussion Groups. These are listed below with corresponding votes in parentheses:

1. Investments and Activities to Support Growth in Key Locations (33)
2. Inclusive Community Facilities and Activities (23)
3. Fiscal Growth and Stability (16)
4. Modern, Efficient, and Creative Laws and Procedures (11)
5. Housing Opportunities for All Ages and Incomes (11)
6. Access to and Preservation of Natural Resources (10)
7. Expand on Existing “Town-Gown” Relationship with Wheaton College (6)

These overarching themes merit close attention - and further efforts to refine, clarify, and add/subtract from them - during all subsequent public outreach and civic engagement efforts.

¹ In many cases, the project team combined similar comments. For example, one participant stated that the town should place “Solar panels on town owned buildings to supply our own power;” while another indicated they wanted “Solar over parking lots.” Staff consolidated these two comments and their votes (a total of 4), in an effort to identify shared themes across all comments.

Housing

More than ten comments related to Housing were recorded at the workshop. One of them (when combined) received a total of 11 votes, enabling the project team to identify a main theme.

Element	Comment	Total Votes
Housing	(Combined) Explore and encourage different zoning to allow different housing types (ex: cluster or quad) for senior housing, starter homes, land conservation, efficiency with municipal utilities; “Quad development” ex. in Fla. “if you do it right;” Difficult for young families to move in (affordability of bedrooms); Aging in place with adequate housing; Mod priced rentals; Provide for 55 and over, elderly, vulnerable population;	11

As is clear from the overarching theme of the comment(s) above, the housing-related discussion centered around the need for more diversity in the town’s housing stock, particularly the need for different housing types that would be accessible to seniors and first-time home buyers. These types of housing units would enable seniors to downsize (and to “age in place”) and young adults who grew up in Norton to remain in town (as they enter the housing market). These typologies can also lead to more efficient use of land and resources, in general.

A main feature of the Norton Master Plan’s Housing element will be more data that details the resident population and local and regional housing market, enabling the plan to address specific needs with strategic interventions. Deeper discussions of how the town should go about encouraging a diversified housing stock will be encouraged at a future, specialized public workshop.

Economic Development

Participants made over 30 comments related to Economic Development during the Discussion Groups! This is a clear point of emphasis for the Master Plan. Comments receiving votes appear here.

Element	Comment	Votes
Economic Development	(Combined) Many options for this town; industrialization to alleviate tax base and bring population up; expand tax base; Pressures on seniors and tax base need to be alleviated; Split tax rate	7
Economic Development	(Combined) Solar panels on town owned buildings to supply our own power; Solar over parking lots	4
Economic Development	(Combined) What would make Norton more attractive to businesses?; "We are a pass through community sandwiched between the two cities Attleboro and Taunton"; Balance industrial growth w/ industrialization - take any business and expanding commerce center	3

When a town pursues local "economic development," it seeks to create jobs and expand its tax base through various infrastructure investments and policy initiatives. Subsequent workshops and working sessions with local officials and business-owners will need to identify concrete initiatives (such as Chapter 43D Expedited Permitting or local Economic Development Guides) and target development sites that allow Norton to compete in the regional economy.

Natural & Cultural Resources (and Open Space & Recreation)

Over 20 comments about Natural & Cultural Resources were recorded, three of which received votes:

Element	Comment	Total Votes
Natural & Cultural Resources	(Combined) Preservation efforts: reservoir and Winnecunnet (tie to open space and econ devel); New CPA (comm. preservation act) committee; "What should the quality of life be here?"	4
Natural & Cultural Resources	Boat ramp should be off 140	3
Natural & Cultural Resources	Lakeview St. - investigate this site for reuse	2

The volume and diversity of comments related to Norton's natural and cultural environment demonstrates the concern with which residents approach this topic area. These and related comments, sites, and topics (such as Open Space & Recreation, for which there were a handful of comments that received no votes) will be considered more fully during subsequent workshops.

Services & Facilities

Participants made over 20 comments related to Services & Facilities, several of which received votes:

Element	Comment	Votes
Services & Facilities	(Combined) New senior center --> community center (incl. Parks & Rec) programming for all ages; New town Hall, comm, senior center, community recreation center for all ages and abilities	15
Services & Facilities	(Combined) Town Sewer System including all new development; "Sewer will change land use planning in Norton"; Need DPW	14
Services & Facilities	(Combined) A place to bring people together -everything from social volunteering to taxes; Can have vital- one spot community center that includes senior center/childcare, welcome center, social gatherings; Offer after school programming @ recreation center ; "Municipal Campus" if town bought parcel between town hall and police station ; campus needs to interact with Wheaton	8
Services & Facilities	(Combined) Interaction w/ Wheaton- kids volunteer, strengthen relationship, sell them Howard st. for section behind Yelle; Shops and rest near college; Working with Wheaton--> a new post office	6
Services & Facilities	Land between police and town hall - we would need to purchase for \$1M for new town hall	2

These comments revealed a diversity of concerns and hopes from the public with regards to municipal assets. For example, a clear desire for more investments in water and wastewater services emerged from several participants. Similarly, participants placed continued emphasis on new public works, public safety, and community facilities such as a Community/Senior Center and Town Hall. The important - and centrally located - presence of Wheaton College also emerged as an opportunity for the Master Plan to consider and for the town to cultivate.

Additionally, participants made clear their understanding of the connection between municipal services, such as improved or expanded sewer, and Economic Development (to generate needed tax revenue) or Land Use (which is inevitably changed and shaped by municipal investments). Discussion groups also connected ideas such as community-building and volunteerism with requests for more investments and more active partnerships in and with Town Government. These themes and considerations merit significant attention during future events.

Transportation & Circulation

Four comments related to Transportation & Circulation were recorded, three of which received votes:

Element	Comment	Votes
Transportation & Circulation	(Combined) Traffic pattern issues - rotary? at 123/140; 140 and 123 - issue - mass DOT; Center of town backed up at 140 causing traffic through side streets; Traffic in and out of schools ; Crosswalk 140 to Roche Bros.	11
Transportation & Circulation	Bay Road space for bikes, walking.	3
Transportation & Circulation	(Combined) Need to partner with MBTA, Mansfield for parking at the station; shuttle from X-Finity; Increase Transportation & Circulation opportunities to Mansfield station; GATRA bus stops (expand)	3

The comments above show that there is a desire for strategic transportation interventions and investments at key locations such as the intersection of 123 and 140, at schools, and at main commercial plazas. Additional bicycle and pedestrian facilities on Bay Road (and presumably elsewhere in Norton) and a growing desire for public transit to and from key locations is also apparent here. These locations and specific interventions will be discussed and refined in more detail during the specialized Transportation & Circulation (and Services & Facilities) workshop.

Conclusion

The *Norton Master Plan "Discovery" Workshop* was just the first step in a sustained and comprehensive civic engagement campaign to take place throughout 2020. Similarly, this brief summary document is just the first step in identifying issues and main themes that are important to the citizens, officials, and business-owners in town.

Nevertheless, these key "vote-receiving comments" and seven main themes will reappear in future Master Plan workshops. The project team and participants will have ample opportunities to discuss them further, to clarify and refine, and to add to and subtract from this list, and to reach consensus. In short, these and future comments will be incorporated into the text and spirit of the plan in order to ensure that it responds to the greatest extent possible to the needs and desires of the community of Norton, Massachusetts.

Appendix A

Discovery Public Workshop Flyers, Agenda, & Sign-In Sheet



Discovery Workshop

Saturday, September 28, 2019

Norton Media Center
184 West Main St. / Route 123
(Behind Home Plate Restaurant)

For more information, please visit:
www.srpedd.org/Norton-Master-Plan



9 AM - 10 AM: "Donuts and Data"

An open house event to discuss Master Plan maps and data.

10 AM - 11:30 AM: "Visioning"

Norton residents and business-owners launch the Plan by sharing your input and insights.





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NORTON MASTER PLAN COMMENT CARD

Please share your comments relating to the Norton Master Plan:

What are the top issues for the Town's future?

Do you have suggestions for the public input process?

Any general questions?

You may also provide input via the project website, Facebook, or email (see below).

All comments will be collected and added to the public record.

Comments:

Your Name: _____

Contact Info: _____

Please send all comments to either of the following:

Town of Norton
70 E. Main Street
Norton, MA 02766
c/o Paul DiGiuseppe, Director of Planning
and Economic Development
pdigiuseppe@nortonmaus.com

SRPEDD
88 Broadway
Taunton, MA 02780
c/o Grant King, Director of Comprehensive
Planning and Housing
gking@srpedd.org



Project website: www.srpedd.org/Norton-Master-Plan

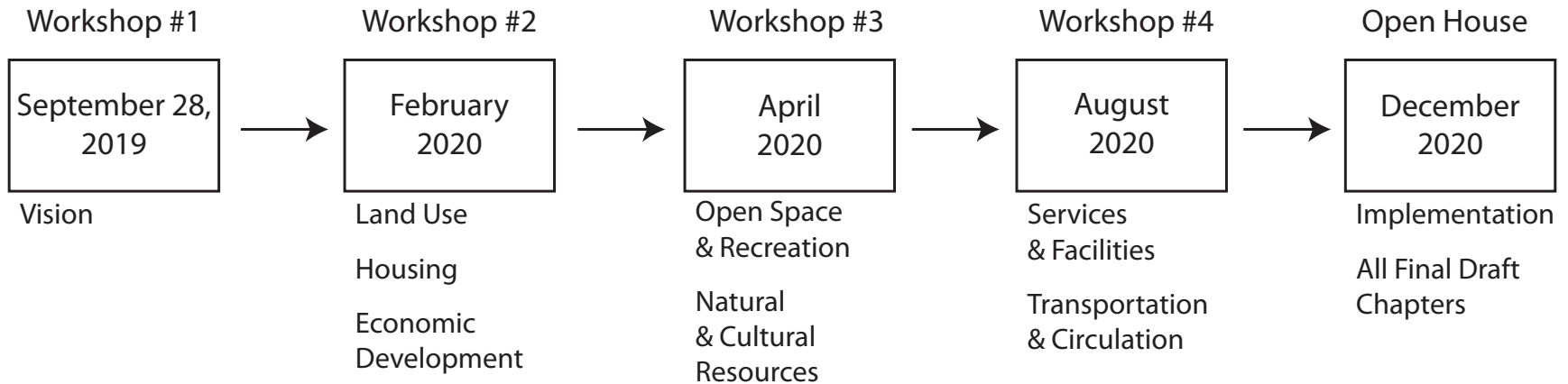


Facebook page: www.facebook.com/NortonMasterPlan





Opportunities to Participate Norton Needs Your Input!



Appendix B

Discovery Public Workshop Presentation & Handouts



Norton Master Plan 2020

Master Plan “Discovery” Workshop

Norton Media Center
184 West Main Street
Norton, MA 02766

September 28, 2019

5 questions to answer during this 5-minute presentation

- “What is SRPEDD’s role here?”
- “What is a Master Plan?”
- “What are Discussion Groups?”
- “What do I do with these dots?”
- “How do I participate moving forward?”

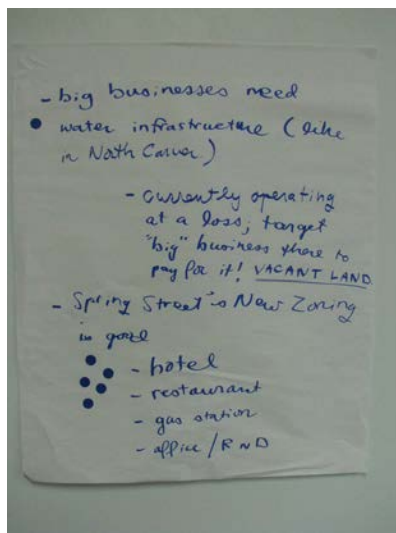
Schedule for this morning

- 10:15 - 11:15: Discussion Groups
- 11:15 - 11:30: Voting with Dots
- 11:30 - 12-ish: Donuts and Data Cont’d

What is SRPEDD's role here?

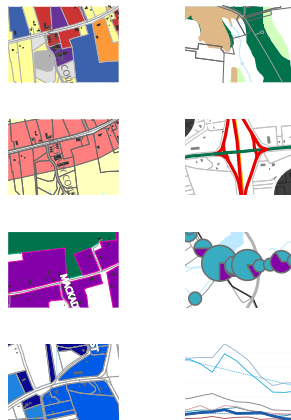
Think of us as your “Administrative Assistants.” We’re here to:

- Assist the town’s professional planning staff,
- Listen to you today, online, and at future events,
- Understand and document your goals and priorities,
- Gather, analyze, and present information, and
- Help make a Master Plan that responds to your goals.



Main Goals

+



Who/What Info

=

What opportunities do we have?

What actions are needed?

What resources are required?

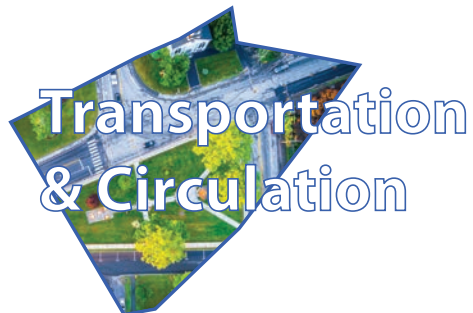
Who's in charge?

What are the main hurdles?

Planning

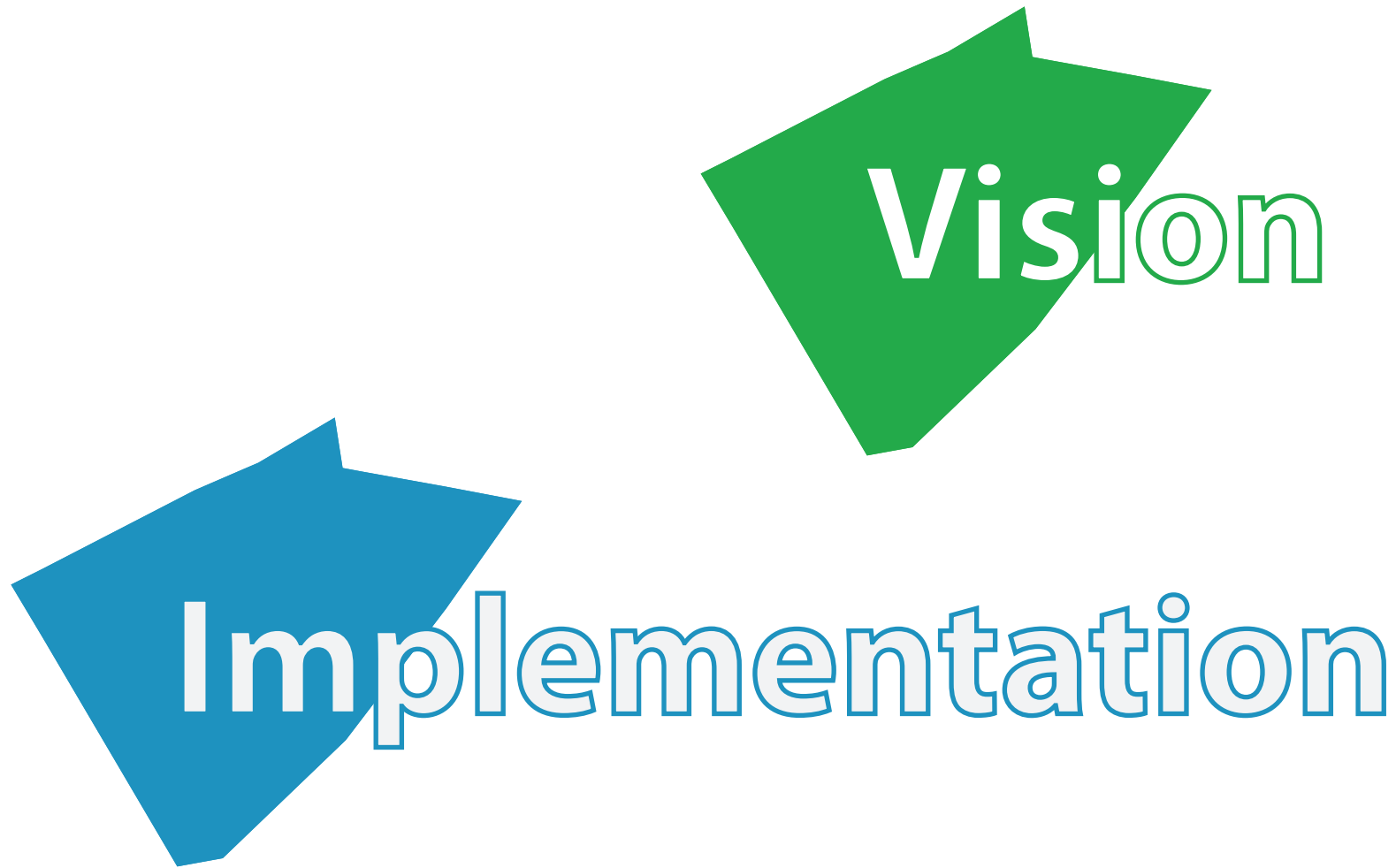
What is a Master Plan?

It's a long-range plan that helps guide the town, that builds trust by making transparent decisions, and that bases those decisions on **accurate information** and **public input**.



What is a Master Plan?

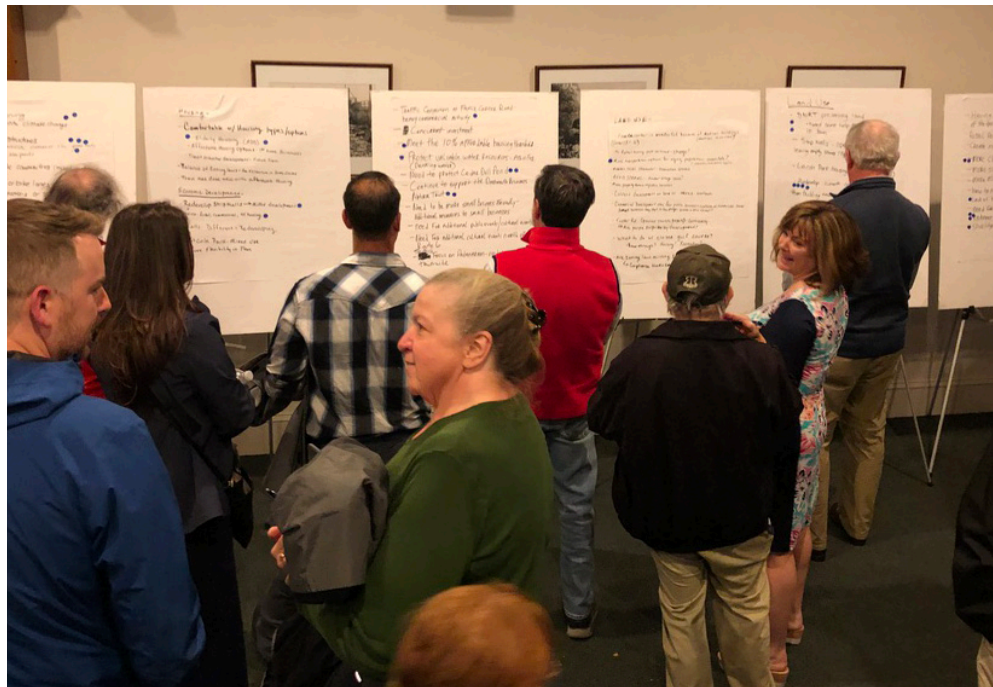
It's a recipe, a list of hopes and aspirations, an advertisement for Norton, an instruction manual, a roadmap . . .



What are Discussion Groups?



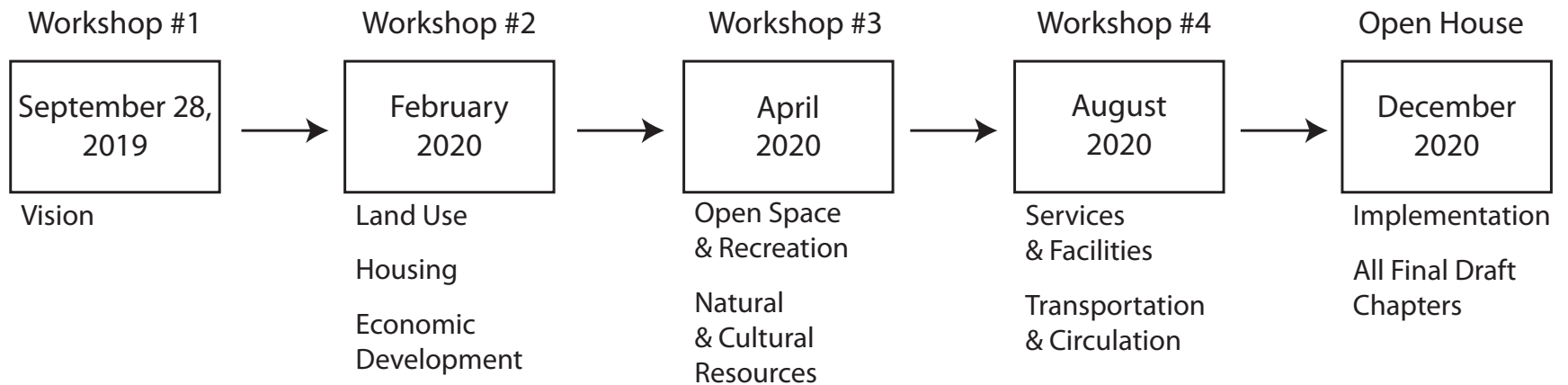
What do I do with these dots?



How do I participate moving forward?



Opportunities to Participate
Norton Needs Your Input!



www.srpedd.org/Norton-Master-Plan


www.facebook.com/NortonMasterPlan



Housing

GOALS FROM PREVIOUS PLANS

Providing a range of housing opportunities for people of diverse incomes, ages, and family sizes (**1998 MP**).

Consider allowing a slightly higher density of dwelling units in order to limit the amount of open space consumed by new residential development (**1998 MP**). 

COMMON QUESTIONS

What types of housing are needed to accommodate the needs of residents?

Where should more housing be built?



How can older residents afford to stay in town? How can young households afford to move to town?



Economic Development

GOALS FROM PREVIOUS PLANS

Retain and attract local businesses that benefit the community by providing needed services, products, employment, and tax revenue (**1998 MP**).

Priority Development Area (PDA) designations guide municipal decisions about zoning revisions, infrastructure investments, and conservation efforts (**South Coast Rail Community Priority Areas Update**).  

COMMON QUESTIONS

What types of businesses belong in Norton?


Where should new business growth happen in town?

How can Norton compete with neighboring towns, the region, and the state to attract new businesses?




Open Space & Recreation

GOALS FROM PREVIOUS PLANS

Prevent the loss of the rural, cultural, and historical qualities and assets of the Town (**2018 OSRP**). 

Develop a coordinated wayfinding and signage model for town-wide, multi-use conservation and recreation properties, assets, and opportunities (**2018 OSRP**).

Expand and improve recreational opportunities that promote healthy, life-long experiences for residents of all ages and abilities (**2018 OSRP**).

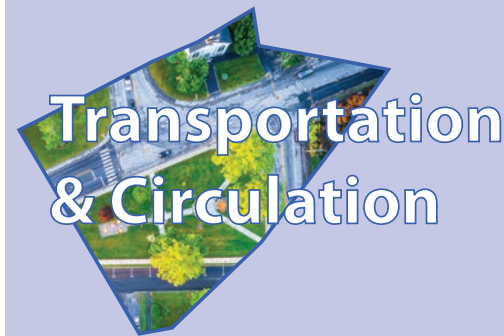
Connect parks, playfields, and other public lands with walkways and bikeways to create a network of parks and open space within Norton and neighboring towns (**1998 MP, 2018 OSRP**). 

COMMON QUESTIONS

What are Norton's most important open spaces?

How can we add to existing open space networks (which are connected green spaces in town)?

What are the main recreation needs in town?




Transportation & Circulation

GOALS FROM PREVIOUS PLANS

Accommodate all road users by creating a roadway network that meets the needs of individuals utilizing a variety of transportation modes (**2017 Complete Streets Policy**).

Improve pedestrian safety [and] create walkable neighborhoods (**1998 MP, 2018 OSRP**). 

Enhance the safety of key Intersections (**1998 MP, 2018 OSRP**).

Coordinate vehicular and pedestrian traffic and parking in commercial areas so that they function in an optimal manner (**1998 MP**). 

Preserve the character of the town while improving traffic flow (**1998 MP, 2018 OSRP**).

COMMON QUESTIONS

Are there any traffic safety or congestion issues in the transportation system?

Are there places in town where public transportation is needed?

Are there places in town where sidewalks or bike lanes make sense or are needed?



GOALS FROM PREVIOUS PLANS

Preserve the town's "village" scale and character by physical design means ... which will preserve and enhance a sense of village identity **(1998 MP)**.

Encourage a mix of uses and development patterns that bolster the historic character of the Village and provide a walkable environment **(2019 Village Study)**.

Plan for a Town Center to create "a sense of place" in Norton **(1998 MP)**.

COMMON QUESTIONS

How do we balance our town character with the need for economic growth?

Are there parts of town that you would describe as rural or urban?

Are there locations where you think the town should grow more?

Are there other locations where the town should make sure no growth occurs?



GOALS FROM PREVIOUS PLANS

Protect the quality and quantity of the Town's ground and surface water resources **(1998 MP, 2018 OSRP)**.

Preserve, protect, and restore critical natural resources and retain the integrity of existing intact habitat areas and fisheries/wildlife corridors **(2018 OSRP)**.

Protect and enhance the Town's natural environment for the benefit of the town's existing and future citizens **(1998 MP)**.

COMMON QUESTIONS

What are the town's most important natural resources? Where are they located?

What historical or cultural assets should the town promote and protect?

What is Norton's culture and history?



GOALS FROM PREVIOUS PLANS

Renovate and expand Town offices needed to relieve overcrowding and poor conditions **(1998 MP)**.

Preserve water quality in municipal wells [and] ensure an ample supply of potable water for current and future residents **(1998 MP)**.

Identify and address septic system failures, [while] focusing sewer development on those areas of Town identified to receive the most intensive commercial, industrial, or residential development **(1998 MP)**.

COMMON QUESTIONS

What town-owned facilities are the most important to maintain?

Are there facilities or services that the town can improve? What resources are available to make these improvements?

What role can volunteerism and service play in helping the town make the most of its limited resources?



GOALS FROM PREVIOUS PLANS

Need for a multi-hazard mitigation plan **(2018 MVP)**.

Manage storm water and institutionalize low-impact development goals in town bylaws **(2018 MVP)**.

Protect all significant unprotected historic resources [through] legal designation involving predevelopment reviews **(1998 MP)**.

Monitor and communicate with the Town's public and private educational institutions regarding their plans for growth and other activities that might impact the Town **(1998 MP)**.

COMMON QUESTIONS

What is your "vision" for Norton in 2040? What's different? What's the same?

What are the top 3 best things about living and working in town?

What are the top 3 hardest parts about living and working in town?

Appendix C

Discovery Public Workshop Comment Pads & Summary Table

DRAFT Element Classification	DRAFT Theme Suggestion	Statement from Workshop	Combined Votes
Services and Facilities	Inclusive Community Facilities	New senior center --> community center (incl. Parks & Rec) programming for all ages; New town Hall, comm, senior center, community recreation center for all ages and abilities	15
Services and Facilities	Investments and Activities to Support Growth in Key Locations	Town Sewer System including all new development; "Sewer will change land use planning in Norton"; Need DPW	14
Housing	Provide Housing Opportunities for All Ages and Incomes	Explore and encourage different zoning to allow different housing types (ex: cluster or quad) for senior housing, starter homes, land conservation, efficiency with municipal utilities; cluster; quad if you "do it right"; Provide for 55 and over, elderly, vulnerable population; Difficult for young families to move in (affordability of bedrooms); Aging in place with adequate housing; Mod priced rentals	11
Transportation and Circulation	Investments and Activities to Support Growth in Key Locations	Traffic pattern issues - rotary? @ 123/140; 140 and 123- Issue - mass DOT; Center of town backed up @ 140 causing traffic through side streets; Traffic in and out of schools ; Crosswalk 140 to Roche	11
Land Use	Modern, Efficient, and Creative Laws and Procedures	Re-zoning; Permits take a long time; Zoning permitance to attract developers; "How do we engineer the main alternatives"--> PB and Paul Dig--> Consultants; get it on the TIP	9
Services and Facilities	Inclusive Community Facilities	A place to bring to bring people together -everything from social volunteering to taxes; Can have vital- one spot community center that includes senior center/childcare, welcome center, social gatherings; Offer after school programming @ recreation center ; "Municipal Campus" if town brought parcel between town hall and police station ; campus needs to interact with Wheaton	8
Economic Development	Fiscal Growth and Stability	Many options for this town; industrialization to alleviate tax base and bring population up; expand tax base; Pressures on seniors and tax base need to be alleviated ; Split tax rate	7
Services and Facilities	Expand on the Existing "Town-Gown" Relationship with Wheaton College	Interaction w/ Wheaton- kids volunteer, strengthen relationship, sell them Howard st. for section behind Yelle;Shops and rest near college;Working with Wheaton--> a new post office	6
Economic Development	Fiscal Growth and Stability	Solar panels on town owned buildings to supply our own power; Solar over parking lots	4

DRAFT Element Classification	DRAFT Theme Suggestion	Statement from Workshop	Combined Votes
Natural and Cultural Resources	Access to and Preservation of Natural Resources	Preservation efforts: reservoir and Winnicunet (tie to open space and econ devel); New CPA (comm. preservation act) committee; "What should the quality of life be here?"	4
Economic Development	Fiscal Growth and Stability	What would make Norton more attractive to businesses?; "We are a pass through community sandwiched between the two cities Attleboro and Taunton"; Balance industrial growth w/ industrialization - take any business and expanding commerce center	3
Land Use	Investments and Activities to Support Growth in Key Locations	Revisit zoning, concentrating Rt 123/140	3
Natural and Cultural Resources	Access to and Preservation of Natural Resources	Boat ramp should be off 140	3
Transportation and Circulation	Access to and Preservation of Natural Resources	Bay Road space for bikes, walking	3
Transportation and Circulation	Investments and Activities to Support Growth in Key Locations	Need to partner MBTA, Mansfield for parking at the station; shuttle from X-Finity; Increase Transportation & Circulation opportunities to Mansfield station; GATRA bus stops (expand)	3
Implementation	Modern, Efficient, and Creative Laws and Procedures	Need more information at the Town Hall, websites, library about voting, issues, and candidates; make it easy to find	2
Natural and Cultural Resources	Investments and Activities to Support Growth in Key Locations	Lakeview St. - investigate this site for reuse	2
Services and Facilities	Fiscal Growth and Stability	Land between police and town hall - we would need to purchase for \$1M for new town hall	2
Economic Development	-	Focus development on Industrial Park	0
Economic Development	-	Build out Condyne	0
Economic Development	-	Consequences on residents due to sewer construction (other sewer by law)	0

DRAFT Element Classification	DRAFT Theme Suggestion	Statement from Workshop	Combined Votes
Economic Development	-	Transportation, sewer, and water will drive growth and plan goals	0
Economic Development	-	Centralized sports complex	0
Economic Development	-	Priority should be revenue generating (how does traffic impact this ?)	0
Economic Development	-	Transit coordination (GATRA route and town devs)	0
Economic Development	-	Sewer lines to make it easier for businesses	0
Economic Development	-	Water tie in is very expensive	0
Economic Development	-	Buy into central vision statement makes everything fall into place	0
Economic Development	-	Need to sell this great place	0
Economic Development	-	Need balance and harmony	0
Economic Development	-	"There's no new land in Mass- the town is going to grow"	0
Economic Development	-	Is the population trend our fault because we priced them out of our community?	0
Economic Development	-	By addressing infrastructure needs- the town will grow and change dynamics	0
Economic Development	-	Better communication between two parties	0
Economic Development	-	Pot production/ dispensaries	0
Economic Development	-	Mixed use development	0
Economic Development	-	Town torn apart because of need for aging amenities (senior center and town hall) and declining population	0

DRAFT Element Classification	DRAFT Theme Suggestion	Statement from Workshop	Combined Votes
Economic Development	-	Robin Circ off of Freeman- explore selling	0
Economic Development	-	Old Library- no parking to support business	0
Economic Development	-	Create opp for students to be engaged in the town	0
Economic Development	-	Enhance communication with Wheaton	0
Economic Development	-	Community events to help support depts. (food trucks ?)	0
Economic Development	-	Food truck event	0
Economic Development	-	Urbanize or remain a sleepy college town	0
Economic Development	-	Town spilt: senior center v. school - need industrial base for both	0
Economic Development	-	Explore selling all vacant town owned properties for additional tax revs	0
Economic Development	-	College town with natural amenities	0
Economic Development	-	Buffer zones around Industrial areas	0
Economic Development	-	Increased well capacity with increased industrialization	0
Economic Development	-	"Context sensitive growth" - Started 2012-13	0
Economic Development	-	Approach- MP is a sum of its parts	0
Housing	-	Housing consistent with town character	0
Housing	-	Faculty/ student housing affordability	0
Housing	-	Too much Village Comm- residential complains about businesses right next door	0

DRAFT Element Classification	DRAFT Theme Suggestion	Statement from Workshop	Combined Votes
Housing	-	S.Washington St. Traffic light coming out @ Holiday Inn	0
Housing	-	Single story housing	0
Housing	-	Address housing through zoning	0
Housing	-	Encourage new families to move in and stay	0
Housing	-	Consider demographics in determining type and size of housing	0
Housing	-	Affordable housing options	0
Land Use	-	build out based on goals and existing carry capacity	0
Land Use	-	Rediscover sense of community in Norton and use land use to complement goal	0
Natural and Cultural Resources	-	Revitalize and repurpose historic space/ buildings	0
Natural and Cultural Resources	-	Consider access and use of reservoir and Winnicunet as well as maintenance	0
Natural and Cultural Resources	-	Charge fee for parking to access boat ramp	0
Natural and Cultural Resources	-	Permit for access to reservoir	0
Natural and Cultural Resources	-	Seasonal parking stickers	0
Natural and Cultural Resources	-	More controlled public access to reservoir	0
Natural and Cultural Resources	-	Personnel for Parks and Rec	0

DRAFT Element Classification	DRAFT Theme Suggestion	Statement from Workshop	Combined Votes
Natural and Cultural Resources	-	More waste removal and Police enforcement- will cost \$\$	0
Natural and Cultural Resources	-	Selling prop on 140 and buying a prop for rec use of reservoir takes ramps out of residential	0
Natural and Cultural Resources	-	Old bogs- look into retaining	0
Natural and Cultural Resources	-	Walking trails-hiking opps	0
Natural and Cultural Resources	-	Forest on Plain St.	0
Natural and Cultural Resources	-	Edith Road (recently town owned) what is this going to look like?	0
Natural and Cultural Resources	-	Bike paths on E.Main and S. Washington	0
Natural and Cultural Resources	-	Access to Rail Trail- parking (from streets)	0
Natural and Cultural Resources	-	Rest stops along Rail Trail	0
Natural and Cultural Resources	-	Responsible, low impact dev. to accommodate future development and sewer infrastructure	0

DRAFT Element Classification	DRAFT Theme Suggestion	Statement from Workshop	Combined Votes
Natural and Cultural Resources	-	Boat ramp w/ safe and adequate public access	0
Open Space and Recreation	-	Splash pad like R.K Greenway in Boston	0
Open Space and Recreation	-	Promoting existing O.S./ conservation to make it more visible and accessible	0
Open Space and Recreation	-	Not enough collectively together	0
Open Space and Recreation	-	Green network, bridge gaps to make it easy to pass from one to the other; connect greenspace	0
Open Space and Recreation	-	Consider CPA; failed 20 years ago	0
Open Space and Recreation	-	Wheaton properties, connection b/w 140 Pine and Plain; Clapp St; new property	0
Services and Facilities	-	Redefine municipal center- would make this location more secure if its next to police/ fire station	0
Services and Facilities	-	Potable water (infrastructure)	0
Services and Facilities	-	Make it less seniors vs. schools	0
Services and Facilities	-	Clean businesses approved for Leonard St. commerce park	0
Services and Facilities	-	"Can't do any of this without clean water and sewers"	0
Services and Facilities	-	Need more sidewalks	0
Services and Facilities	-	Public Infrastructure	0
Services and Facilities	-	All in one spot- a community center	0

DRAFT Element Classification	DRAFT Theme Suggestion	Statement from Workshop	Combined Votes
Services and Facilities	-	Dynamic municipal center/ library to police station- look at facilities planning and content development	0
Services and Facilities	-	Better public information to inform choices and voting	0
Services and Facilities	-	Not enough resources to provide level services	0
Services and Facilities	-	Schools in need of repair	0
Services and Facilities	-	Athletic fields/complex- renovating/expanding	0
Services and Facilities	-	Better organization between schools and rec fields	0
Services and Facilities	-	Library expand into a community center would need more parking	0
Services and Facilities	-	Look at transportation	0
Services and Facilities	-	Intergenerational senior center working with Wheaton College	0
Services and Facilities	-	Rework Post office to include community center	0
Transportation and Circulation	-	Short cutting through side streets and parking lots	0

Other

- Center of town backed up @ 140 causing traffic through side streets (trans) ●●
- Short cutting through side streets + parking lots (trans)
- Create opp. for students to be engaged in the town
- enhance comm. w/ Wheaton

Econ. Devel.

- focus dev. on Industrial park
- build out Condyne
- ~~test~~ consequences on residents due to sewer construction (other, & sewer bylaw)
- Transportation, sewer, and water will drive growth ●
+ plan goals
- increase transit opportunities to Mansfield station (transit)

Dept of Public Works creation ●

Full interchange @ 495 / 140 Reservoir St.
would lessen traffic on 123 ●●

- Housing

too much Village Comm - residential complains about businesses
right next door

Mixed Use Development

Split tax rate ●●●●●

S. Washington St

traffic light coming out @ Holiday Inn

Affordable housing options

- Nat Resources & Open Space

Not enough collectively together

Connect greenspace

- Edith Read (recently town owned)

↳ what is this going to look like

Parks & Rec

Boat Ramp

Selling prop on 140 & buying a prop. for rec use of reservoir
take ramps out of residential

Robin Cir off of Freeman - explore selling

●● explore all vacant town owned props for
additional tax revs.

City Library

~~Selling property in the city of Norton for the city of Norton
take names out of residential~~

Robin Cir off of Freeman - explore selling

- Explore all variant town owned property for additional tax revs.

Old Library
no parking to support business

- Solar panels on town owned bldgs
- to supply our own power
- Solar over parking lots
- Leveraging grant \$

Land Use

- "sewer will change land use planning in Norton"
- build out based on goals and existing land
+ carry capacity
- rediscover sense of community in Norton +
use land use to complement goal

History + Nat. Resources

- historic preserv. along Bay Rd, Chartley,
 - revitalize + repurpose historic space/buildings
-
- Preservation efforts: reservoir + Winnicunet (?) (tie to open space + econ. devel.)
 - Consider access + ~~fee~~ use of reservoir + Winnicunet as well as maintenance
 - Potable water, (infrastructure)

Charge fee for parking to access boat ramp

Permit for access to reservoir

Seasonal parking stickers

more controlled public access to Res.

Personnel for Parks & Rec

more waste removal & police enforcement - will cost \$\$\$

Lakeview St. - investigate this site for reuse

Boat Ramp should be off 140

Old fire station near Chateau (near Lincoln St.)

Retain passive Rec space to connect Rail Trail

Weed Program for water bodies
overgrowth of vegetation

Old Bogs - look into retaining

Walking trails - hiking opps.

Crosswalk 140 to Roche

Charge fee for parking to access boat ramp

Permit for access to reservoir

Seasonal parking stickers

more controlled public access to Res.

Personnel for Parks & Rec

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Walking trails - hiking opps.

Crosswalk 140 to Roche

Forest on Plain St.

Need more sidewalks

Bike paths on E. Main & S. Washington

Bay Road space for bikes, walking

access to Rail Trail - parking
from streets

Rest. stops along Rail Trail

- Services & Facilities
need DPH

not enough resources to provide level services

community events to help support depts. (food trucks?)

Food truck event

Land

• "sewer

• build o
+ carry

• rediscover

Need more Sidewalks

Bike paths on E. Main & S. Washington

Bay Road space for bikes, walking ● ● ●

access to Rail Trail - parking
 ↳ from streets

Rest. stops along Rail Trail

- Services & Facilities

need DPW ●

not enough resources to provide level services

Community events to help support depts. (food trucks!)

Food truck event

Schools in need of repair

Athletic fields / complex - renovating/expanding

Better org b/tw schools & rec fields

New Senior center → community center (incl. Parks & Rec)
 Programming for all ages ● ● ● ● ● ● ● ●

Library expand into a community center
 would need more parking

Land b/tw police & town hall - we would need to
 purchase for \$1M → for new town hall? ● ●

interaction w/ Wheaton - strengthen relationship ● ● ● ●
 Kids volunteer - sell them Howard St. for
 Section behind Yelle

Services + Fac.

- New Town Hall, comm. senior center, comm. recreation center for all ages + abilities
- offer after school programming @ recreation center
- Boat ramp w/ ^{safe + adequate} public access
- new CPA (comm. preservation act) committee (other)

"What should the quality of life be here?"

- Address housing through zoning
- look at transportation
- Pressures on seniors + tax base need to be alleviated

Many options for this town

- ↓
 - Industrialization to alleviate tax base + bring population up
 - Urbanize or remain a sleepy college town
 - College town w/ natural amenities
 - Difficult for young families to move in (affordability of bedrooms)

Older condos - 30yrs +
↳ concerns about failure

- Town Sewer system
Clear water! no rust!
including all new development

"What does the town want to be when
it grows up?" - Sleepy College town

- Aging in place w/ adequate housing

- Encourage new families to move in + stay

"We are a pass through community
sandwiched between two cities
Attleboro + Taunton."

- Intergenerational senior center

Attleboro + Taunton."

- Intergenerational Senior Center
Working w/ Wheaton College

- Working w/ Wheaton → A new post office

- Rework post office to include community
Center

⊕ 140 + 123 - Issue - Mass DOT

What's new?

"The main question is still
how do ~~we~~ engineer the main

Alternatives?"

Get it on the TIP

PB
+
Paul
Digi

Consultants

Explore & Encourage
different zoning to
allow different housing
type •

e.g. cluster or Quad

FOR Senior housing,
starter homes, land
conservation, efficiency w/ municipal
utilities •

conservation, efficiency w/ managing
utilities ●

- Need more information at
- the Town Hall, websites, Library,
Media Center about voting,
ISSUES
Candidates; easy to find so we
know who to vote for;
- Better public information to
inform choices & voting.

- consider demographics in determining type + size of housing
- Housing consistent w/ town character
- Faculty / student housing affordability
- Pro + production / Disperses

Housing

- mod-priced rentals ●
- revisit zoning, concentrating R+ 123 / 140 ●●●
- provide for 55 and over, elderly, + vulnerable pop. ●●●
- responsible, low impact dev. to accommodate future development + sewer infra.

OPEN SPACE

- splash pad like R. K. & Green

responsible, low impact dev. to accomodate
future development + sewer infra.

OPEN SPACE

- splash pad like ^{R.K.} greenway in Boston
- Promoting existing O.S. / Conservation to make it more visible + accessible
- Green network, bridge gaps to make it easy to pass from one to the other
- Consider CPA; failed ~ 20 years ago
- ^{properties} Wheaton Paths, connection b/w 140 Clapp St; new property.
- Bananas ~~Estates~~ Continues
- Need to partner MBTA, Manager for parking at the station; shuttle from X-finity

pink
plains;

Eco Dev

Shops & rest near college ● ●

Cluster dev ●

Centralized sports complex

"downtown" ●

traffic pattern issues - rotary? @ 123/140 ● ● ● ● ● ● ● ●

traffic in & out of schools ●

priority should be revenue generating

↳ how does traffic impact this

What would make Norton more attractive to businesses ●

*Re-Zoning ● ● ● ● ●

Permits take a long time ● ●

Investigate Eco Dev Plan ●

Gatra bus stops (expand) ●

Transit Coordination (Gatra route & town dev.)

Sewer lines to make it easier for businesses

Water tie in very expensive

Water tie in very expensive

- Buy into central vision statement makes everything fall into place.

- Need to sell this great place

- Need Balance + Harmony

"There's no new land in Mass. - the town is going to grow"

- Is the population trend a fault bc we priced them out of our community?

- By addressing infrastructure needs - the town will grow + change dynamics.

- Community Campos needs to

Interact w/ Wheaton Community

(wc)

- Better Communication between two parties

Industrial Development

- local jobs ●
 - Expand tax base ●
 - 123 / 495 Interchange area development ●●
 - Single Story housing
 - public infrastructure
 - "Quad Development" ex. in Fla. ●●
- "If you do it right"
- Zoning permitance to attract developers
 - Buffer zones around Industrial
- A place to bring people together ●●
- everything from social volunteer

• Coning performance to attract developers

- Buffer zones around Industrial

A place to bring people together ••

- everything from Social volunteering to taxes

- All in one Spot - A community center

- Make it less seniors vs. Schools

- "Municipal Campus" if town bought parcel between town hall + Police Station •••

- redefine municipal center

- Would make this location more secure if it's next to police Station + Fire station

- Dynamic Municipal center/library to police Station

- look at facilities planning + content development

- Town torn apart bc need for aging amenities (Senior center + town hall) + declining population

Town split: Senior Center v. School

- Need industrial base (for both ↑)

Blanket statements - Not financially feasible
↓

Too many constraints ●

- Increased well capacity w/ increased industrialization

- Balance industrial growth w/ industrialization
 - Take any business + expanding commerce center

- Clean businesses approved for Leonard St. Commerce park

- "Context sensitive growth" Started 2012-13

- Creating future land use maps

- Approach - MP is a sum of it's parts

"Can't do any of this w/o clean water + sewer"

- Can have vital - one spot community center that includes Senior Center + Childcare + welcome center

- Social gathering

- People don't know each other

Clean businesses approved for Leonard
St. Commerce park

- "Context sensitive growth" Started 2012-13

- Creating future land use maps ●

- Approach - mp is a sum of it's parts

"Can't do any of this w/o clean water + sewer"

- Can have Vital - One spot community center that ●

includes Senior Center + Childcare

+ Welcome center

- Social gathering

- People don't know each other

cluster

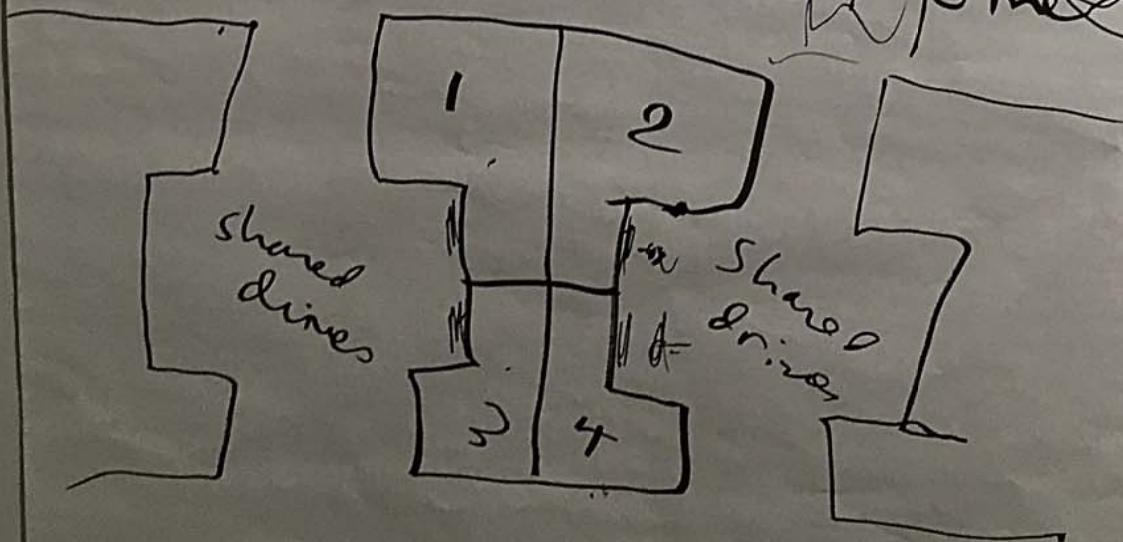
- Costs less
- Better site



Planny

QUAD

Development



Appendix D

Discovery Public Workshop Photos

NO
PARKING
FIRE
LANE

NO
PARKING
FIRE
LANE



Norton
Master
Plan 2020

"Discovery" Workshop
Norton Media Center





**NORTON
MEDIA CENTER**

**NORTON MEDIA CENTER
STUDIO SERVICES**

TELEVISION SHOW PRODUCTION
COMMUNITY BULLETIN BOARD
COMMUNITY MEETING SPACE
COMPUTER TRAINING LAB
EVENT VIDEO COVERAGE

CHANNEL 09 - GOVERNMENT
CHANNEL 19 - PUBLIC ACCESS
CHANNEL 08 - EDUCATIONAL

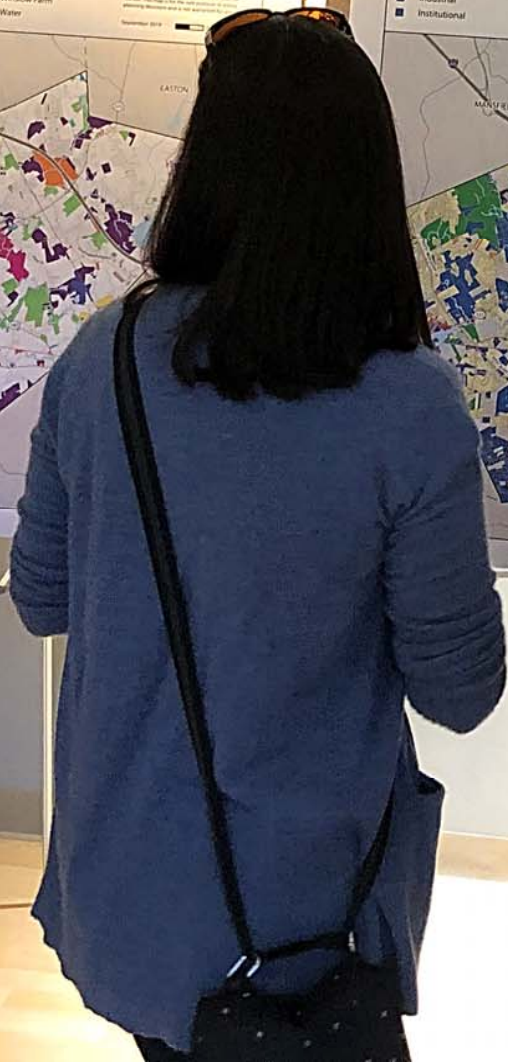
HOURS

**MONDAY - FRIDAY
9:00 AM - 5:00 PM**

NORTONMEDIACENTER.ORG

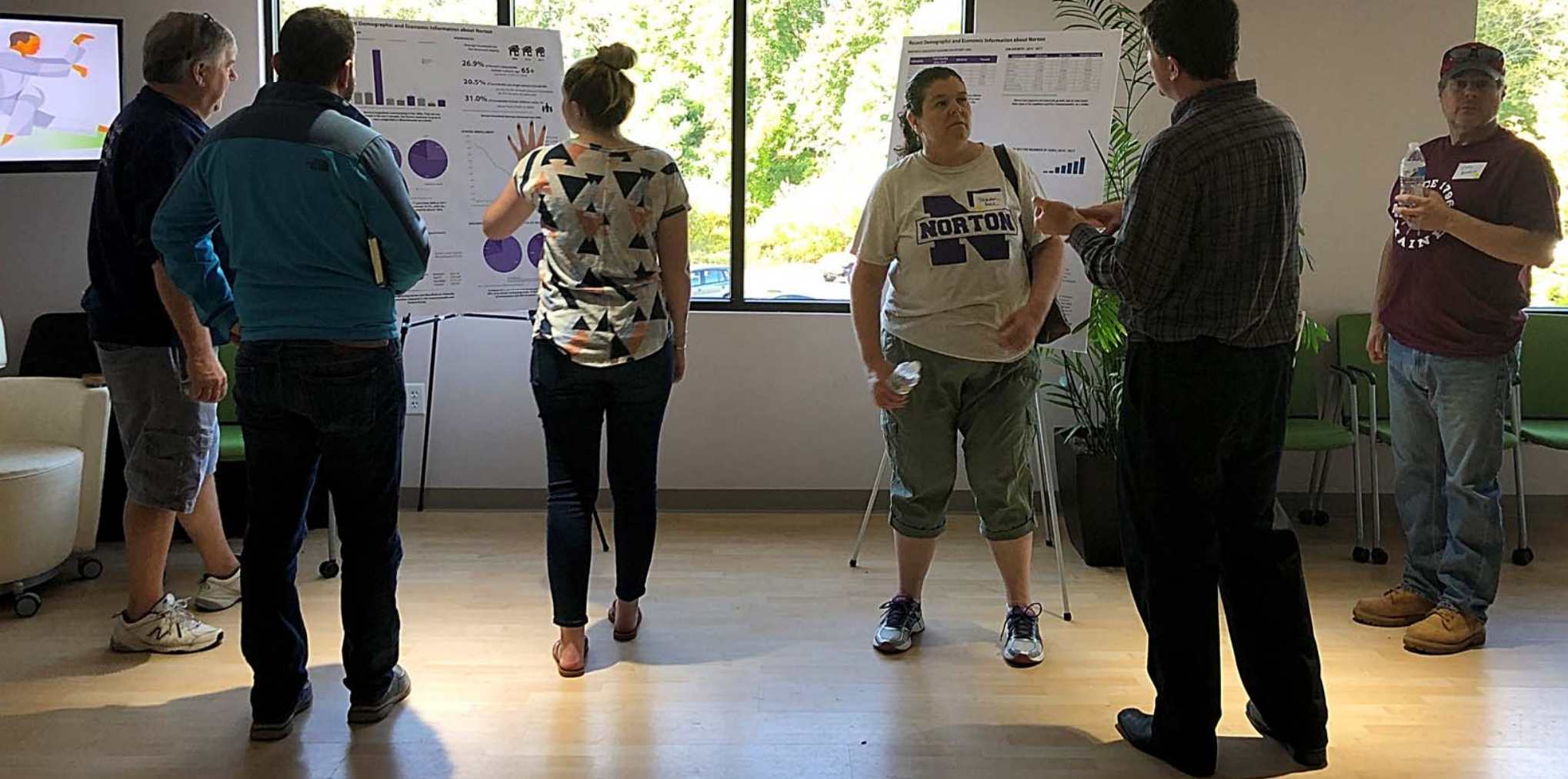
508.285.2318

MAPS





DATA and
DEMOGRAPHICS

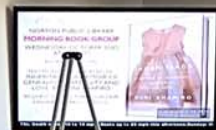
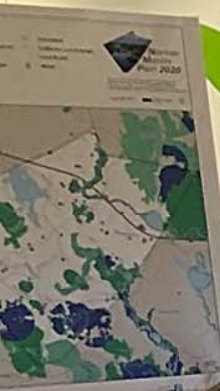












DATA and
DEMOGRAPHICS









What is the purpose of the meeting?
What is the agenda?
What is the goal of the meeting?
What is the outcome of the meeting?
What is the next step?
What is the deadline?
What is the contact person?
What is the location?
What is the time?
What is the date?

Norton Singers

Norton Singers

Norton Singers

Norton Singers

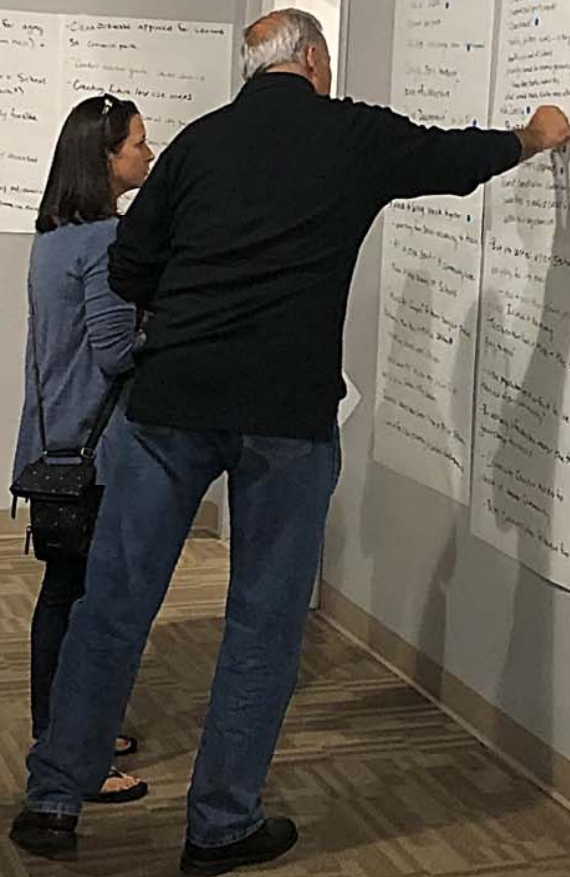
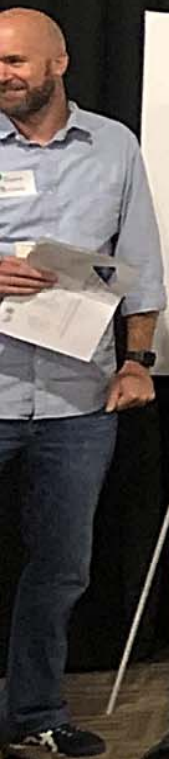
Norton Singers

Norton Singers









intergenerational senior center
- working w/ local schools
- connecting w/ local businesses
- Encourage local businesses to offer discounts to seniors
- After school program
- New program

How can we meet the aging population's needs?
- Senior Center (Community Hall) - existing population
- Senior Center (Senior Center School) - existing population
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Senior Center
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Explore & encourage
different zoning to
allow different housing
type
eg cluster or Quad
For senior housing,
starter homes, land
conservation, efficiency w/ municipal
utilities

Older condos - 30yrs +
↳ concerns about fail
- Town sewer system including all new development
"What does the town want to be when it grows up?" - Sleepy College
- Aging in place w/ adequate housing
- Encourage new families to move in + stay
"We are a pass through community sandwiched between two cities
Attleboro + Taunton."

OPEN SPACE

- splash pad like R.K.
- Promoting existing greenway in Boston
- O.S. / Conservation to make it more visible & accessible
- Green network, bridge gaps to make it easy to pass from one to the other

Consider OPA; failed in 20 years ago

Wholesale Auction, roadside by 1970

Shops St., road property

Barrow Sounder Corridor

and to purchase more parcels

of the area



Development
Jobs
base
Interchange area development
Story housing
Structure
Development in the
right
Influence to attract developers
as a good industrial
ing people together
Social volunteering to focus
Spot - A community center
Seniors vs Schools
homes & home bought places
Police Station

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