

# VIRTUAL “DISCOVERY” WORKSHOP

*JOIN THE DISCUSSION ABOUT RAYNHAM’S FUTURE*

Due to the COVID-19 crisis and the required social distancing measures, this event will be entirely online. Occurring on a dedicated webpage, the “Discovery” Workshop will provide ample opportunity for public input over the course of 14 days. Additionally, the project team will facilitate two identical virtual meetings during that time where community members can participate in group discussions, provide feedback, and help craft the Master Plan vision. Choose any day to visit the workshop page and don’t miss the virtual meetings!

## VIRTUAL WORKSHOP SCHEDULE

Wednesday	July 15, 2020	Workshop Page Launches
Saturday	July 18, 2020	10AM Virtual Zoom Meeting #1
Wednesday	July 22, 2020	6PM Virtual Zoom Meeting #2
Tuesday	July 28, 2020	Workshop Page Closes

All participants will be entered to win a gift certificate to a local Raynham Business. Don't miss this opportunity to share your thoughts and support your local economy!



**Virtual Zoom Meeting #1**

Scan the QR Code

[Click Here](#)



RaynhamMP@gmail.com



Call or Text  
774-226-8530



[www.facebook.com/  
RaynhamMasterPlan](http://www.facebook.com/RaynhamMasterPlan)



@RaynhamMP

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**SRPEDD**  
Southeastern Regional Planning & Economic Development District

# PREVIOUS PLANNING GOALS & PRIORITIES



LAND USE

## GOALS & PRIORITIES

A mix of commercial uses which provide needed tax revenue, services, and quality employment opportunities (MP 2000)

Neighborhood Centers which preserve historic resources, are of moderate density, are well planned with a mix of land uses, and are connected internal corridors for public transportation, bike paths, and sidewalks (MP 2000)

Support zoning changes that encourage residential growth in such a manner that environmentally sensitive land is protected and the rural nature of the town is retained (MP 2000)

Create a specific menu of acceptable uses and design standards that protect and complement abutting residential neighborhoods (Rt. 138 Study 2012)

## COMMON QUESTIONS

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

What tools and programs can Raynham use to encourage growth where you want it and discourage growth where you think it doesn't belong?



HOUSING

## GOALS & PRIORITIES

A population consisting of families, young adults and the elderly of varying household size (MP 2000)

Develop affordable rental and ownership housing for young families, single persons, elderly, special needs populations, and median income families (Housing Production Plan 2010)

Ensure that Raynham maintains at least 10% SHI (Housing Production Plan 2010)

## COMMON QUESTIONS

What types of housing units are needed in town?

Where should more housing be built?

Can older residents afford to stay in town? Can young households afford to move to town?



ECONOMIC  
DEVELOPMENT

## GOALS & PRIORITIES

Proposed zoning changes, provision of wastewater to Route 138, and marketing of Raynham will attract an improved business mix (MP 2000)

Undertake various planning and marketing activities to promote new economic development as recommended in the Master Plan (MP 2000)

Support by-law changes to improve quality of commercial corridors...and village center areas (MP 2000)

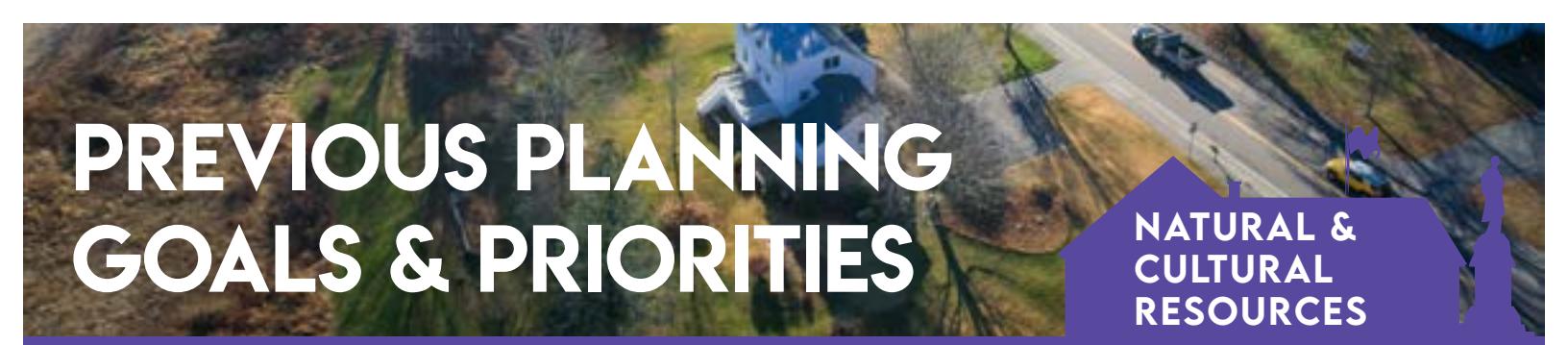
## COMMON QUESTIONS

What types of businesses belong in Raynham?

Where should new business growth happen in town?

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

# PREVIOUS PLANNING GOALS & PRIORITIES



NATURAL &  
CULTURAL  
RESOURCES

## GOALS & PRIORITIES

A system of trails and fields that reserves the town's important open spaces, farms, and natural resources, and limits sprawl development (MP 2000)

Promote awareness of Raynham's historical character; identify and protect historical places and scenic areas; and, utilize historic resources as a tool for natural resource preservation and economic development (MP 2000)

Preserve and protect the natural resources of the Taunton River and its watershed (Open Space & Recreation Plan 2012)

Establish a rural green belt of scenic and conservation interest (Open Space & Recreation Plan 2012)

Improve access to rivers and ponds and recreation of scenic areas (Open Space & Recreation Plan 2012)

## COMMON QUESTIONS

What are the town's most important natural resources?

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

Should Raynham promote public arts throughout town?  
What is Raynham's culture and history?



## GOALS & PRIORITIES

Recreation sites accessible to local residents (MP 2000)

Expand, preserve and protect Raynham's natural resources including surface waters, groundwaters, floodplains, wetlands, areas of environmental concerns, and priority sites of rare habitats (MP 2000)

Preserve and protect the Taunton river and its tributaries including wildlife, fisheries and vegetation in and around the River (MP 2000)

Expand recreational opportunities for all town residents, including biking and other recreational trails (MP 2000)

## COMMON QUESTIONS

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

What are the main recreation needs in town?

# PREVIOUS PLANNING GOALS & PRIORITIES

## SERVICES & FACILITIES

### GOALS & PRIORITIES

A Town Civic Center which is a focal point of contemporary public facilities and activities (MP 2000)

A responsive town government operating out of contemporary facilities with the organization and resources needed to provide a high level of services including fire and safety (MP 2000)

Maintain and expand recreational facilities, infrastructure, and programs (Open Space & Recreation Plan 2012)

### COMMON QUESTIONS

What town-owned facilities are in need of maintenance or expansion?

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

## TRANSPORTATION & CIRCULATION

### GOALS & PRIORITIES

A balance of pedestrian friendly residential, commercial/retail and industrial areas (MP 2000)

A circulation network of roads which ensure safety with monitored speed limits and sidewalks, bike paths and bus service to facilitate access in and around town (MP 2000)

A system of roads and land uses which minimize traffic congestion and curb cuts, and facilitate easy access (MP 2000)

To accommodate new development while also protecting the quality of life for area residents... the Town seeks near-term, low-cost initiatives and long-term infrastructure investments that work within the existing two-lane layout on Route 138 (Rt. 138 Study 2012)

### COMMON QUESTIONS

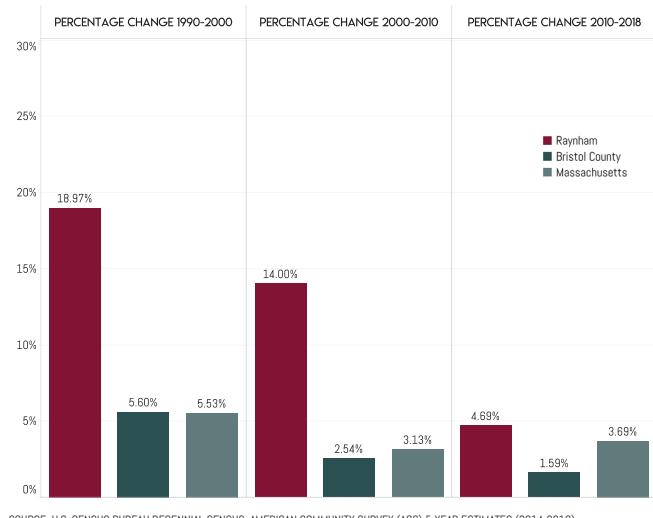
Are there any traffic safety or congestion issues in Raynham?

Can residents safely ride bikes or walk in town? Do people want to?

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

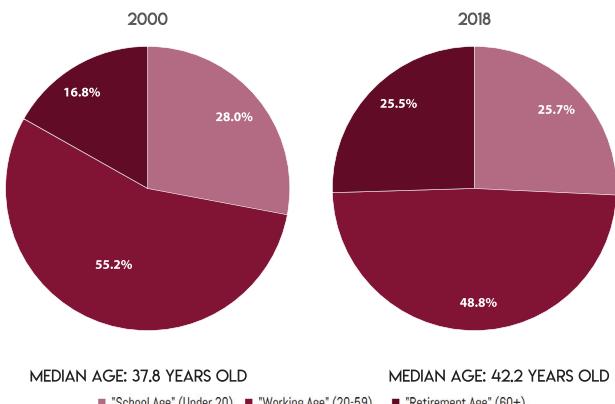
# RECENT DEMOGRAPHIC AND ECONOMIC INFORMATION ABOUT RAYNHAM

## POPULATION



Raynham's population was booming in the 1990s and in the 2000s. That rate has slowed in the last decade, but Raynham continues to grow at rates slightly greater than Massachusetts as a whole.

## AGE TRENDS



Raynham's median age increased 4.4 years from 2000 to 2018. The "Working Age" population increased 12.7%, while the retirement age population increased 68.4%.

## INCOME

**IN 2018, MEDIAN HOUSEHOLD INCOME IN RAYNHAM WAS APPROXIMATELY \$99,554**

This is higher than median incomes in the Bristol County and Massachusetts

Bristol County: \$66,157  
Massachusetts: \$77,378

Surrounding Towns:		
Easton	\$109,719	
Norton	\$108,423	
Lakeville	\$106,775	
Bridgewater	\$92,289	
West Bridgewater	\$86,806	
Middleborough	\$83,227	
Taunton	\$62,185	

SOURCE: U.S. CENSUS BUREAU DECENTNIAL CENSUS; AMERICAN COMMUNITY SURVEY (ACS) 5-YEAR ESTIMATES (2014 - 2018)

Raynham and neighboring Bridgewater are relatively affluent communities compared to the Commonwealth and Bristol County.

## HOUSEHOLDS

AVERAGE HOUSEHOLD SIZES APPEAR TO BE STEADY



**38.8%** OF RAYNHAM'S HOUSEHOLDS INCLUDE A PERSON AGE 65+ (UP FROM 24.2% IN 2000)

**21.3%** OF HOUSEHOLDS ARE SINGLE-PERSON HOUSEHOLDS (OF THESE INDIVIDUALS WHO LIVE ALONE, OVER HALF ARE 65+ YEARS OLD)

**33.8%** OF HOUSEHOLDS INCLUDE CHILDREN UNDER 18 (DOWN FROM 39.8% IN 2000)

SOURCE: U.S. CENSUS BUREAU DECENTNIAL CENSUS; AMERICAN COMMUNITY SURVEY (ACS) 5-YEAR ESTIMATES (2014-2018)

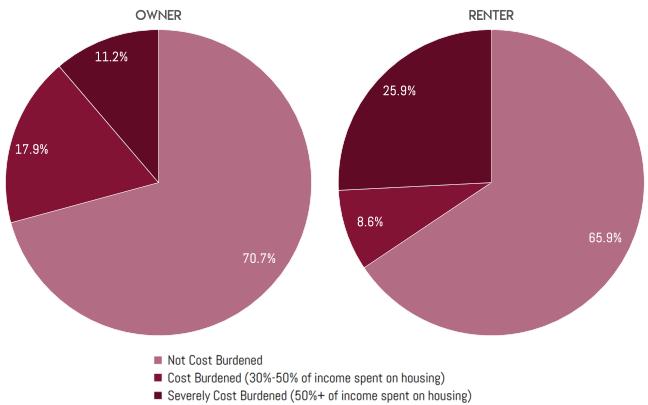
The percentage of Raynham's households that include a person over 65 years of age increased by 14% from 2000 to 2018 - demonstrating a common trend in the Commonwealth.

## SCHOOL ENROLLMENT



Raynham's school population has declined 8.6% in the last 10 years.

## HOUSEHOLDS SPENDING MORE THAN 30% OF INCOME ON HOUSING



A household is considered "cost burdened" if it spends more than 30% of its income on housing costs. In Raynham, approximately 30% of homeowners and 40% of renters are cost burdened.

# RECENT DEMOGRAPHIC AND ECONOMIC INFORMATION ABOUT RAYNHAM

## RAYNHAM'S SUBSIDIZED HOUSING INVENTORY (SHI)

COMMUNITY	TOTAL HOUSING UNITS, 2010	SHI UNITS	PERCENT
Bridgewater	8,288	546	6.6%
Easton	8,105	787	9.7%
Lakeville	3,852	274	7.1%
Middleborough	8,921	589	6.6%
Norton	6,707	522	7.8%
<b>Raynham</b>	<b>5,052</b>	<b>489</b>	<b>9.7%</b>
Taunton	23,844	1,529	6.4%

SOURCE: COMMONWEALTH OF MASSACHUSETTS DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT (DCHD), 2017

In order to gain control over the Chapter 40B process, Raynham must have 10% of its housing stock on the state SHI or meet annual production goals.

Raynham currently has 9.7%.

## JOB GROWTH , 2010 - 2018

COMMUNITY	2010 JOBS	2018 JOBS	PERCENT CHANGE
Bridgewater	7,753	8,923	15.1%
Easton	9,860	10,599	7.5%
Lakeville	2,866	3,326	16.1%
Middleborough	8,227	9,805	19.2%
Norton	5,759	6,455	12.1%
<b>Raynham</b>	<b>9,091</b>	<b>9,956</b>	<b>9.5%</b>
Taunton	23,534	23,676	0.6%
West Bridgewater	5,772	5,780	17.5%

SRPEDD	227,958	252,755	10.9%
Bristol County	206,978	228,540	10.4%
Massachusetts	3,151,206	3,586,110	13.8%

SOURCE: MASSACHUSETTS EXECUTIVE OFFICE OF LABOR AND WORKFORCE DEVELOPMENT (EOLWD)

Raynham has experienced recent job growth, but at rates lower than many of its neighbors and the Commonwealth, as a whole.

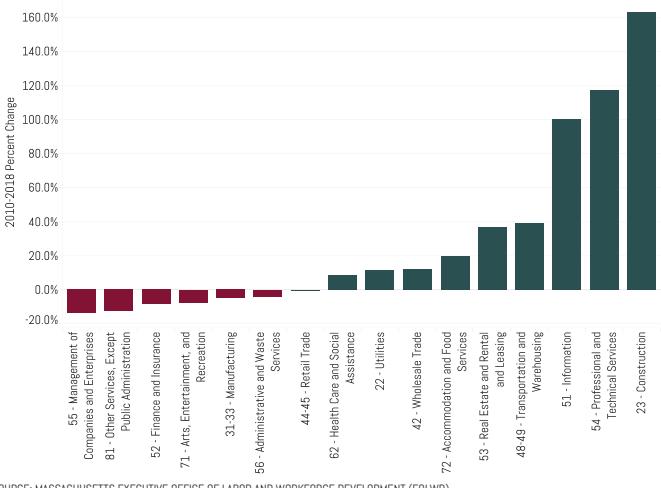
## JOB BY SECTOR, 2010 - 2018

NAICS CODE AND INDUSTRY	2010 JOBS	2018 JOBS	PERCENT CHANGE 2010-2018
44-45 - Retail Trade	2,713	2,716	0.1%
31-33 - Manufacturing	1,440	1,371	-4.8%
72 - Accommodation and Food Services	961	1,148	19.5%
42 - Wholesale Trade	740	828	11.9%
62 - Health Care and Social Assistance	670	726	8.4%
56 - Administrative and Waste Services	699	670	-4.1%
23 - Construction	202	531	162.9%
54 - Professional and Technical Services	150	326	117.3%
48-49 - Transportation and Warehousing	225	313	39.1%
52 - Finance and Insurance	303	278	-8.3%
81 - Other Services, Except Public Administration	253	222	-12.3%
55 - Management of Companies and Enterprises	183	158	-13.7%
71 - Arts, Entertainment, and Recreation	143	132	-7.7%
53 - Real Estate and Rental and Leasing	60	82	36.7%
51 - Information	21	42	100.0%
22 - Utilities	35	39	11.4%
Total, All Industries	9,091	9,956	9.5%

SOURCE: MASSACHUSETTS EXECUTIVE OFFICE OF LABOR AND WORKFORCE DEVELOPMENT (EOLWD)

In 2018, the biggest increase in jobs in Raynham were Construction, Information, as well as Professional and Technical Services.

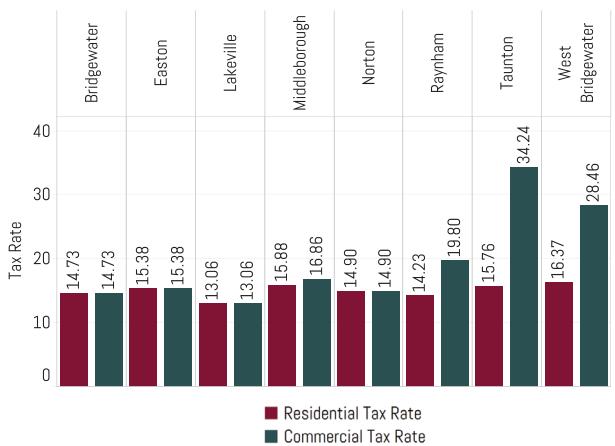
## JOB GROWTH BY SECTOR (NUMBER OF JOBS), 2010 - 2018



SOURCE: MASSACHUSETTS EXECUTIVE OFFICE OF LABOR AND WORKFORCE DEVELOPMENT (EOLWD)

Job sectors that recorded the largest increases from 2010 to 2018 were Construction, Professional and Technical Services, Information, and Transportation and Warehousing.

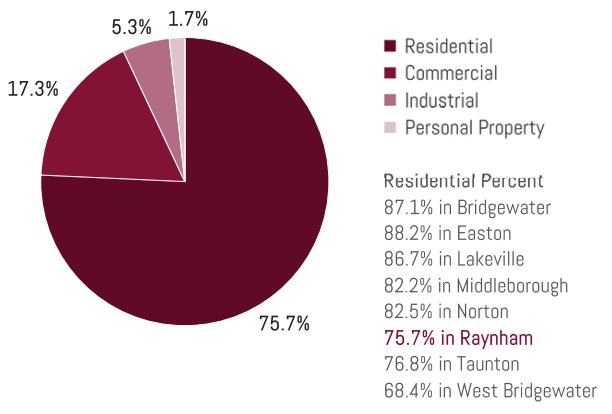
## TAX RATE



SOURCE: MASSACHUSETTS DEPARTMENT OF REVENUE (DOR): DIVISION OF LOCAL SERVICES (DLS)

Raynham has a flat tax rate (meaning that it taxes residential and commercial properties at the same rate).

## TAX BASE, 2019



SOURCE: MASSACHUSETTS DEPARTMENT OF REVENUE (DOR): DIVISION OF LOCAL SERVICES (DLS)

The majority of Raynham's tax base is from residential properties; however, the percentage is smaller than most of its neighbors.



# RAYNHAM MASTER PLAN 2032

## THOUGHTS? LEAVE US A COMMENT!

Please share your comments about the Raynham Master Plan.

Feel free to share anything that is on your mind. Submit in person today, via email, or send it to either address listed. All comments will be part of the public record.

NAME:

EMAIL:

PHONE:



**Master Plan Webpage**  
[www.srpedd.org/Raynham-Master-Plan](http://www.srpedd.org/Raynham-Master-Plan)



**Master Plan Survey**  
[www.surveymonkey.com/r/RaynhamMP](http://www.surveymonkey.com/r/RaynhamMP)



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### MAIL:

SRPEDD  
88 Broadway  
Taunton, MA 02780  
C/O Lizeth Gonzalez

Town of Raynham  
558 South Main Street  
Raynham, MA 02767  
C/O Robert Iafrate



**SRPEDD**

Southeastern Regional Planning & Economic Development District



Thank you for participating in the Raynham Master Plan Survey. This survey will help us gather your thoughts and input that will shape the future of Raynham. The survey will close on September 30, 2021, remaining open for the majority of the project timeline.

**1. Are you a Raynham resident?**

- Yes - Full-time resident
- Yes - Part-time resident
- No

**2. How long have you lived in Raynham?**

- 0-1 Year
- 11 -15 Years
- 2-5 Years
- 16+ years
- 6-10 Years

**3. Are you a business owner in Raynham?**

- Yes
- No

**4. How long have you owned a business in Raynham?**

- 0-1 Year
- 11 -15 Years
- 2-5 Years
- 16+ years
- 6-10 Years

**5. What age bracket do you fall into?**

- Under 18
- 45-54
- 18-24
- 55-64
- 25-34
- 65+
- 35-44

## 6. Do you work in Raynham?

Yes

No

N/A

## 7. How important are each of the following in your decision to live in Raynham?

	Not at all Important	Of little Importance	Moderately Important	Important	Very Important
Reputation of regional school district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to major highways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to employment centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local shopping amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential neighborhoods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax rate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Municipal Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

## 8. What makes Raynham special to you?

**9. What land use changes should occur in Raynham in the next 10 years? (Select all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> Create a town center                                       | <input type="checkbox"/> Create additional industrial areas |
| <input type="checkbox"/> Create diversity in the housing stock                      | <input type="checkbox"/> Create more recreational areas     |
| <input type="checkbox"/> Create additional commercial and mixed-use areas           | <input type="checkbox"/> No Change                          |
| <input type="checkbox"/> Create additional open space and preservation designations |   |
| <input type="checkbox"/> Other (please specify)                                     |   |

**10. What kind of commercial development would you like to see in the future? (Select all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> Retail stores   | <input type="checkbox"/> Supermarkets  |
| <input type="checkbox"/> Personal Services (e.g. beauty salons, tattoo parlors, barber shops etc.) | <input type="checkbox"/> Movie Theater |
|  | <input type="checkbox"/> None          |
| <input type="checkbox"/> Gas Stations  |  |
| <input type="checkbox"/> Restaurants   |  |
| <input type="checkbox"/> Other (please specify)  |  |

**11. What should be Raynham's top three economic development priorities? (Select all that apply)**

- Attract high-wage employers
- Attract and support small businesses
- Attract big box stores
- Strengthen tourism
- Enhance arts and culture amenities
- Attract professional office uses
- Attract large scale industrial businesses
- Attract small scale industrial businesses
- Other (please specify)

**12. What type of housing should be encouraged in Raynham? (Select all that apply)**

- |   |  |
|---|--|
| <input type="checkbox"/> Single-family homes (large lots) | <input type="checkbox"/> Manufactured homes                                      |
| <input type="checkbox"/> Single-family homes (small lots) | <input type="checkbox"/> Multi-family homes                                      |
| <input type="checkbox"/> Assisted living facilities       | <input type="checkbox"/> Apartments  |
| <input type="checkbox"/> Accessory dwellings              | <input type="checkbox"/> Condos  |
| <input type="checkbox"/> Townhouses/Duplex                |  |
| <input type="checkbox"/> Other (please specify)           | <div style="background-color: #cccccc; height: 1.2em; margin-top: 0.5em;"></div> |

**13. Do you find that there are affordable housing options in Raynham?**

- Yes  
 No

**14. Rate the following public facilities in Raynham based on their physical condition:**

	Poor	Fair	Very Good	Don't Know
Town Hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and Recreation Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transfer Station/Highway Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal Shelter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elementary School(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewer Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>			

**15. The following public facilities have enough space for the services provided:**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
Town Hall	<input type="radio"/>					
Senior Center	<input type="radio"/>					
Parks and Recreation Center	<input type="radio"/>					
Police Station	<input type="radio"/>					
Fire Station	<input type="radio"/>					
Transfer Station/Highway Department	<input type="radio"/>					
Animal Shelter	<input type="radio"/>					
Library	<input type="radio"/>					
Elementary School(s)	<input type="radio"/>					
Middle School	<input type="radio"/>					
Water Department	<input type="radio"/>					
Sewer Department	<input type="radio"/>					
Other (please specify)	<input type="text"/>					

**16. What amenities would you like to see in Raynham? (Select all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> Walking trails         | <input type="checkbox"/> Commuter train service |
| <input type="checkbox"/> On-road bike lanes     | <input type="checkbox"/> Crosswalks             |
| <input type="checkbox"/> Off-road bike paths    | <input type="checkbox"/> Sidewalks              |
| <input type="checkbox"/> Public bus service     |   |
| <input type="checkbox"/> Other (please specify) | <input type="text"/>                            |

**17. Please describe any roadways/intersections that need improvements:**

**18. What recreational opportunities would you like to see Raynham focus on moving forward? (Select all that apply)**

- |   |  |
|---|--|
| <input type="checkbox"/> Public swimming pools  | <input type="checkbox"/> Volleyball courts |
| <input type="checkbox"/> Boat launch            | <input type="checkbox"/> Tennis Courts     |
| <input type="checkbox"/> Baseball fields        | <input type="checkbox"/> Disc Golf         |
| <input type="checkbox"/> Soccer fields          | <input type="checkbox"/> Playgrounds       |
| <input type="checkbox"/> Softball fields        | <input type="checkbox"/> Dog parks         |
| <input type="checkbox"/> Football fields        | <input type="checkbox"/> None              |
| <input type="checkbox"/> Other (please specify) |  |

**19. Raynham should focus on the following activities:**

- |  |  |
|--|--|
| <input type="checkbox"/> Preserve and protect productive agricultural land | <input type="checkbox"/> Protect flood zones                           |
| <input type="checkbox"/> Preserve and protect wildlife habitats            | <input type="checkbox"/> Preserve and protect open space               |
| <input type="checkbox"/> Preserve and protect wetlands                     | <input type="checkbox"/> Preserve historical structures and properties |
| <input type="checkbox"/> Other (please specify)                            |  |

**20. Would you like to see the town pursue renewable energy?**

- Yes  
 No

**21. How satisfied are you with the current amount of protected open space in town?**

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

**22. Do you find that the town website provides a satisfactory amount of information about town services, events, and meetings?**

- Yes
- No

Thank you for taking the time to take the Raynham Master Plan survey.  
For print surveys, please feel free to drop off your completed survey at the Building Commissioner's office at Raynham Town Hall. Additionally, you may mail it to either of the following addresses:

SRPEDD  
88 Broadway  
Taunton, MA 02780  
C/O Lizeth Gonzalez

Raynham Town Hall  
558 South Main Street  
Raynham, MA 02767  
C/O Robert Lafrate  
Building Commissioner