

# Town of Plainville

# Master Plan

Welcome to the Open House!

Please Sign in!

## Open House Layout

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**After the Workshop:**  
Scan the QR Code to Visit our Website.  
Join our Mailing List for Updates.  
Stay tuned for future surveys and workshops.



[srpedd.org/plainville-master-plan](http://srpedd.org/plainville-master-plan)

A community Master Plan, also called a Comprehensive Plan, lays out a vision for Plainville and articulates the decisions that will assist the town in arriving at that future. It is 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.

## Timeline

2022

2023

2024

### Kick-off

- Data Gathering
- Mapping and Analysis
- Literature Review

### We're Here! Discovery

- Discovery Open House
- Community Survey
- Master Plan Committee established
- Develop shared vision, priorities, and goals

### Feedback

- Meet people where they are
- "Travelling" Workshop Series
- Revisit vision, priorities, and goals
- Topic-based follow-up discussions

### Review

- Draft Plan for public review
- Gather final thoughts
- Final Planning Board adoption of Plan

## Elements of a Plan

The Plan covers seven planning elements. Goals and strategies often intersect between these elements.

-  Land Use
-  Housing
-  Economic Development
-  Open Space & Recreation
-  Natural & Cultural Resources
-  Services & Facilities
-  Transportation & Connectivity

## Engagement Plan

The Plan depends on your voice! We strive to hear from a cross-section of Plainville. We know you're busy, and we want to make engaging with us as easy and accessible as possible.



### In-person Workshops

Chat with planners and town staff at our public workshops. Share feedback at interactive boards or small group discussions.



### Virtual

Join us for Zoom workshops. Watch videos and leave feedback on surveys and the crowdsourced map in your own time.



### Travelling Workshop

We'll host smaller events or set up a table at places you frequently visit.

# Previous Planning

## We are building off of previous work.

Over the past few years, Plainville has created many plans and has also implemented many action items.



### Master Plan 2009

Helped guide growth, including 900 units of housing and 430k sf of commercial development.



### Complete Streets Prioritization Plan 2019

Prioritizes projects to improve walking and biking safety.



### ADA Transition Plan 2021

Inventories town-owned buildings and how accessibility can be improved.



### Open Space & Recreation Plan 2016

Inventories town open spaces and needed improvements.



### Municipal Vulnerability Plan 2020

Identifies how Plainville can be prepared for climate change and its effects.

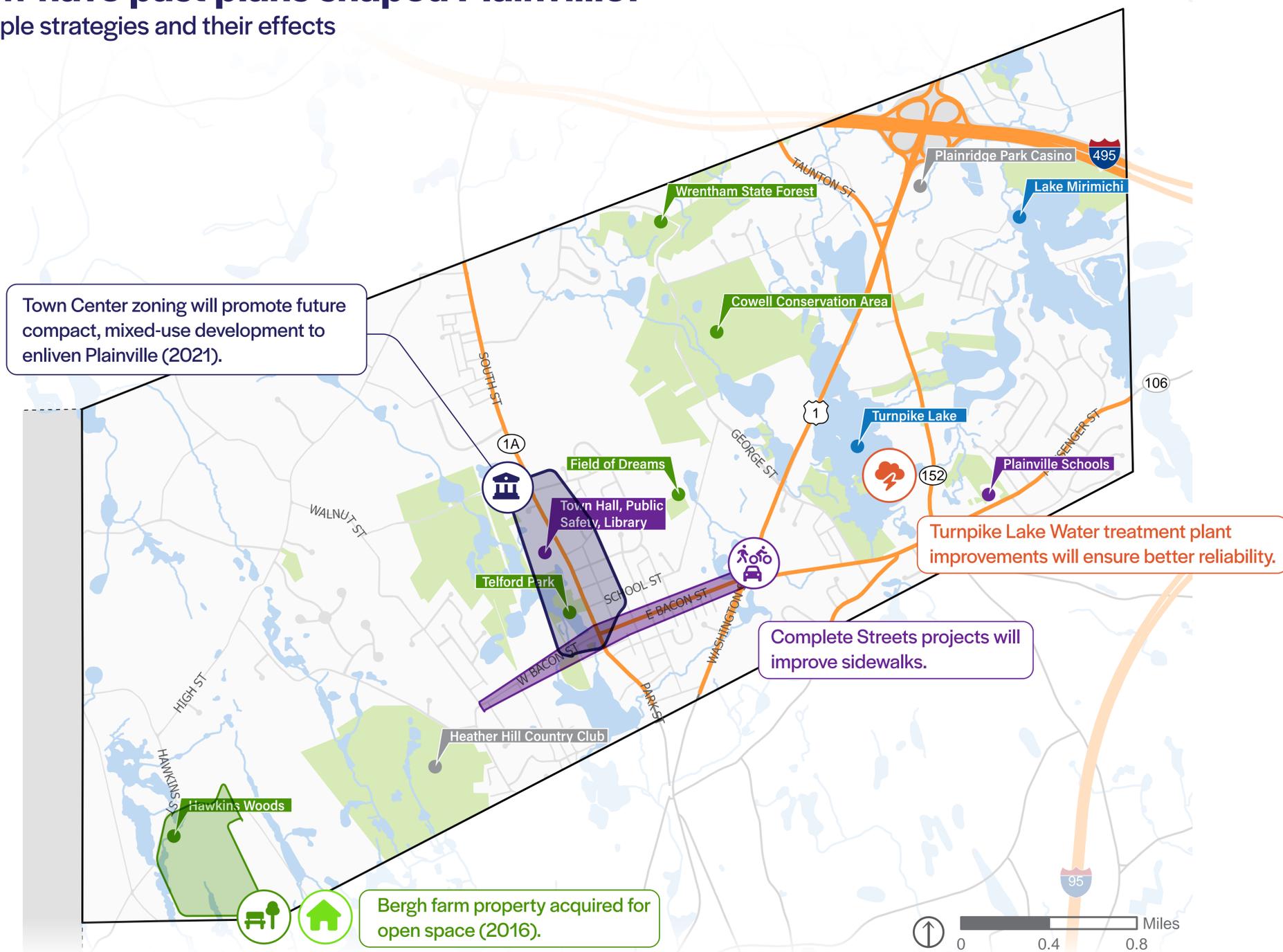


### Community Preservation Plan 2021

Prioritizes how funding can support affordable housing, historic preservation, and open spaces.

## How have past plans shaped Plainville?

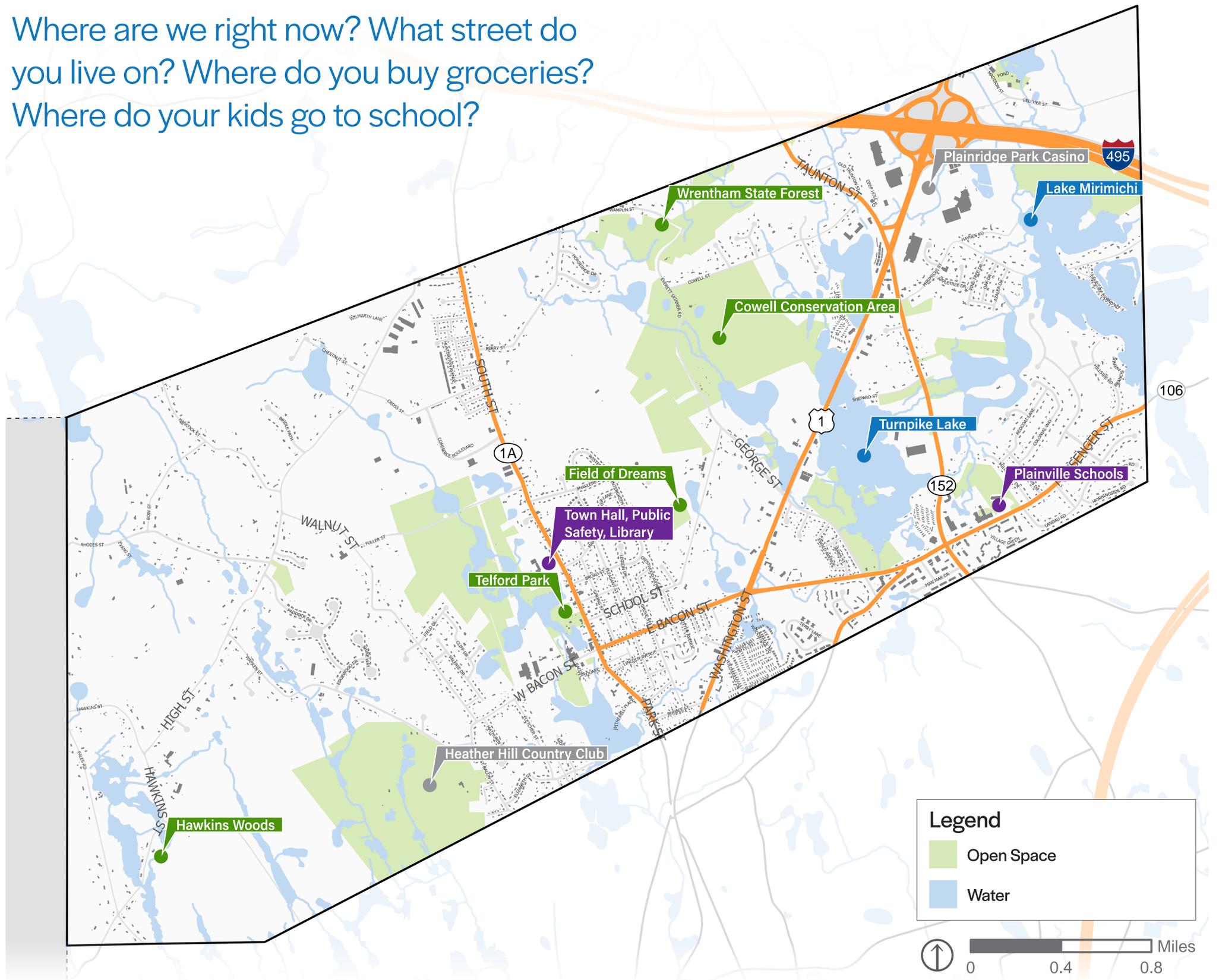
Sample strategies and their effects



# Base Map

## Let's orient ourselves.

Where are we right now? What street do you live on? Where do you buy groceries? Where do your kids go to school?

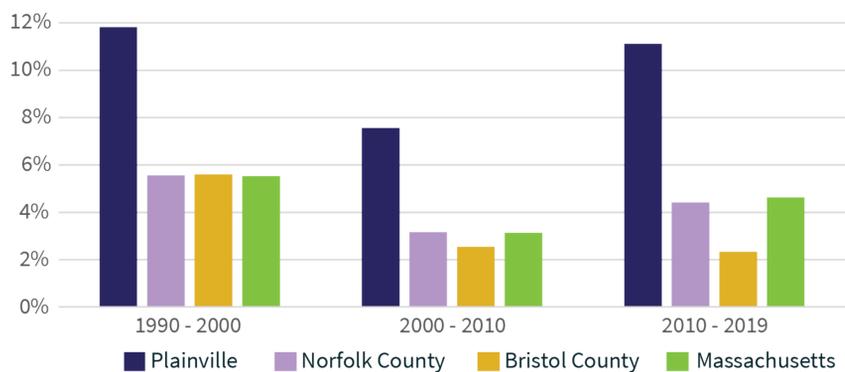


### Fast Facts

#### Plainville is a growing community.

Population Percentage Change

2000: 6,871 Plainville Residents    2019: 9,183 Plainville Residents

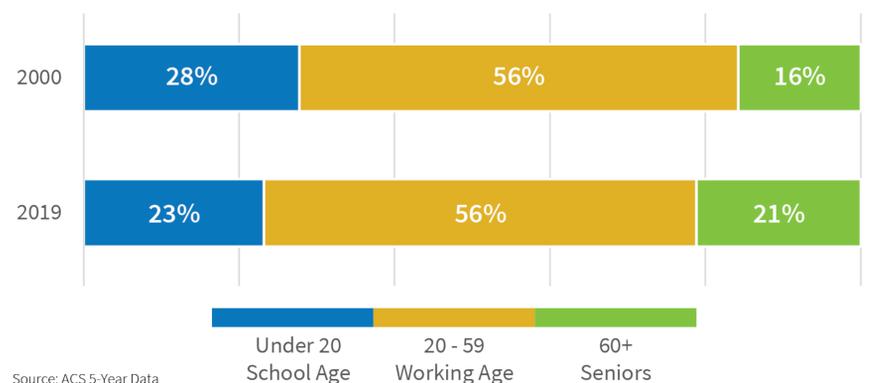


Source: ACS 5-Year Data

#### Plainville's senior population is growing.

Age Groups

Plainville's Median Age has increased from 37 to 42 since 2000.



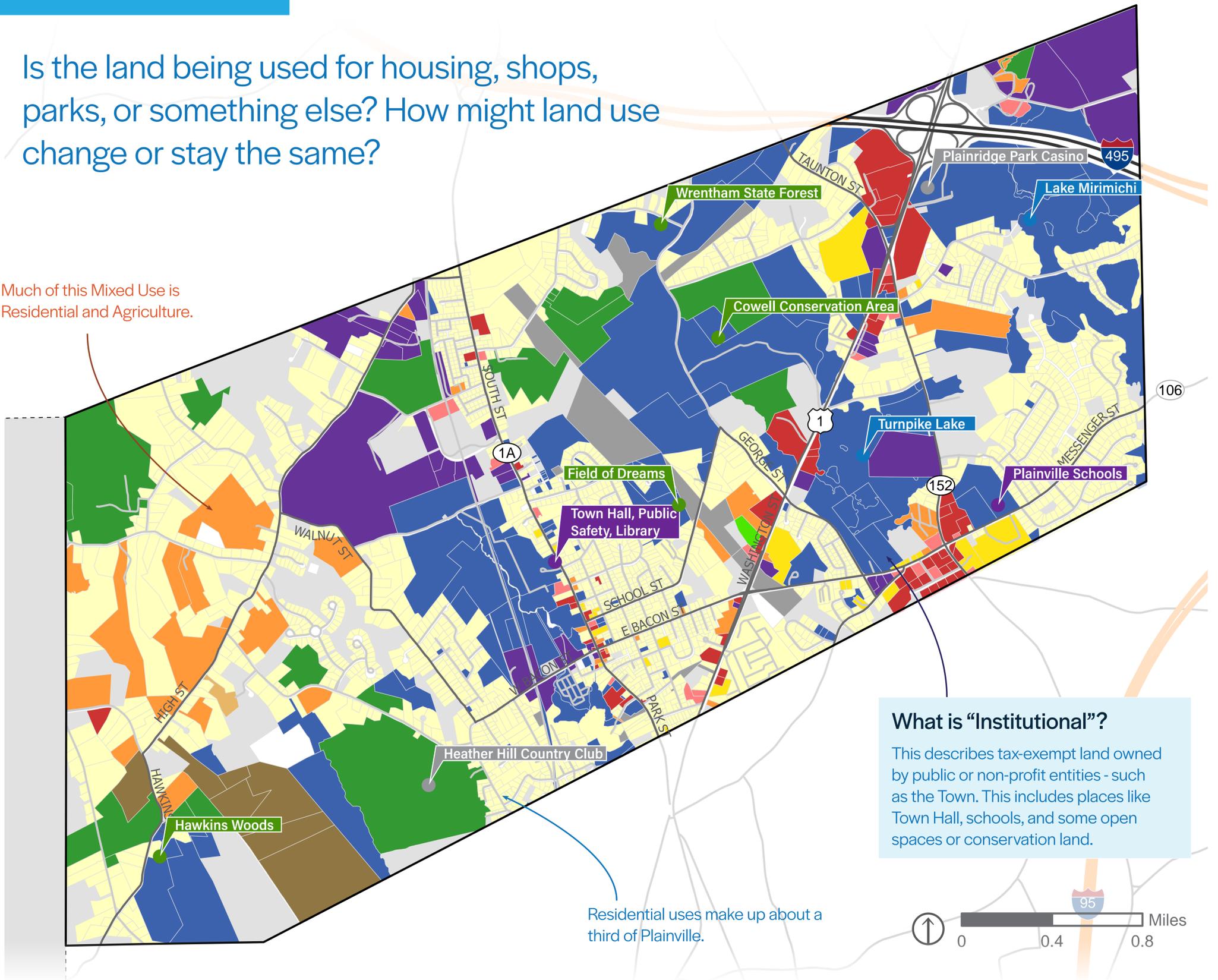
Source: ACS 5-Year Data

# Land Use

This describes how we use land.

Is the land being used for housing, shops, parks, or something else? How might land use change or stay the same?

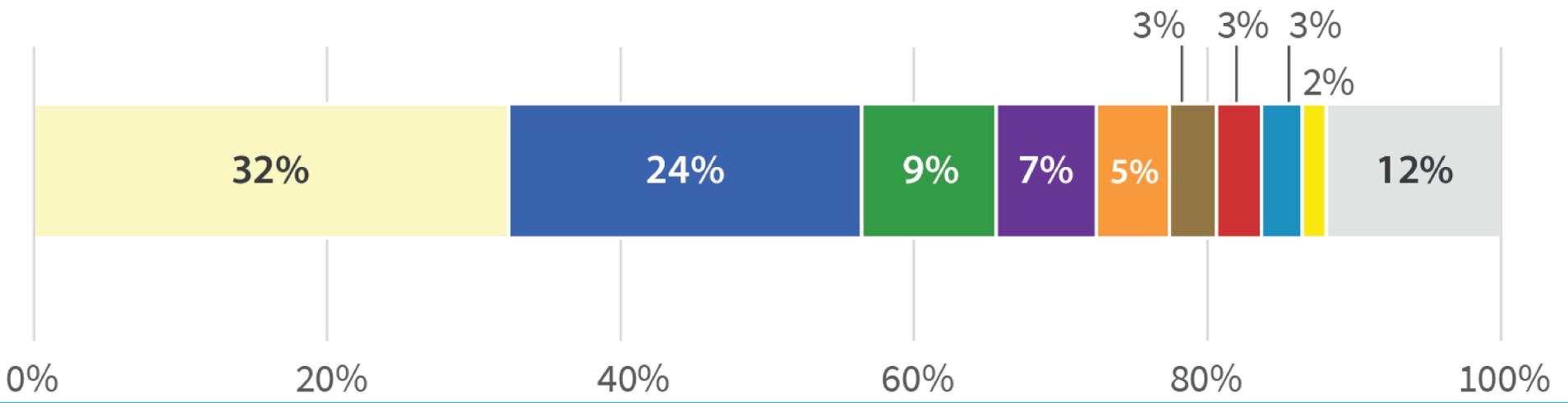
Much of this Mixed Use is Residential and Agriculture.



**What is "Institutional"?**  
 This describes tax-exempt land owned by public or non-profit entities - such as the Town. This includes places like Town Hall, schools, and some open spaces or conservation land.

Residential uses make up about a third of Plainville.

## Legend and Land Use Distribution

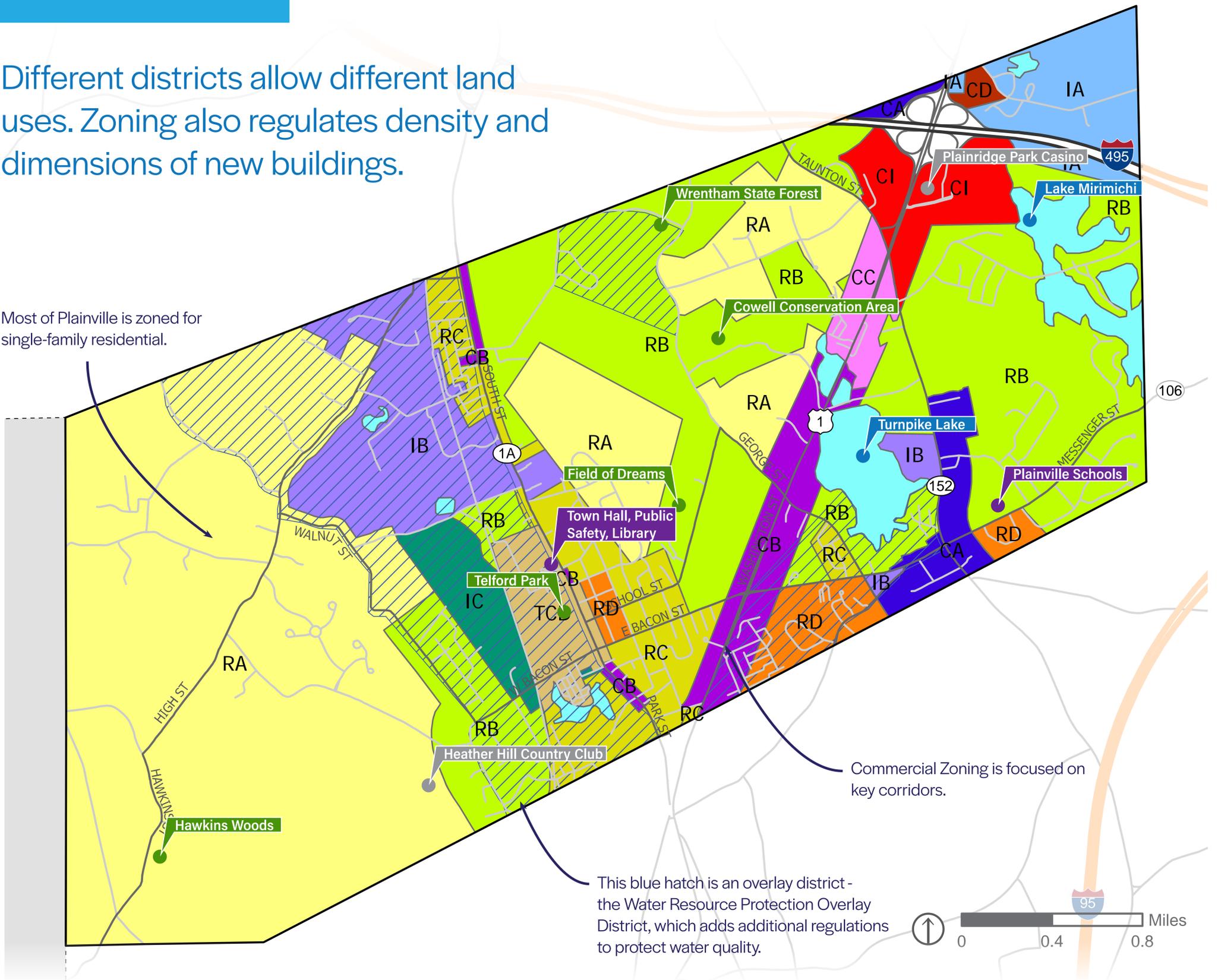


# Zoning

This describes how we regulate land use.

Different districts allow different land uses. Zoning also regulates density and dimensions of new buildings.

Most of Plainville is zoned for single-family residential.



Commercial Zoning is focused on key corridors.

This blue hatch is an overlay district - the Water Resource Protection Overlay District, which adds additional regulations to protect water quality.

## Residential Districts

- RA** Single-Family Residential  
Lowest density
- RB** Single-Family Residential
- RC** General Residential  
Duplexes allowed
- RD** General Residential  
Multifamily allowed by special permit

## Commercial and Industrial Districts

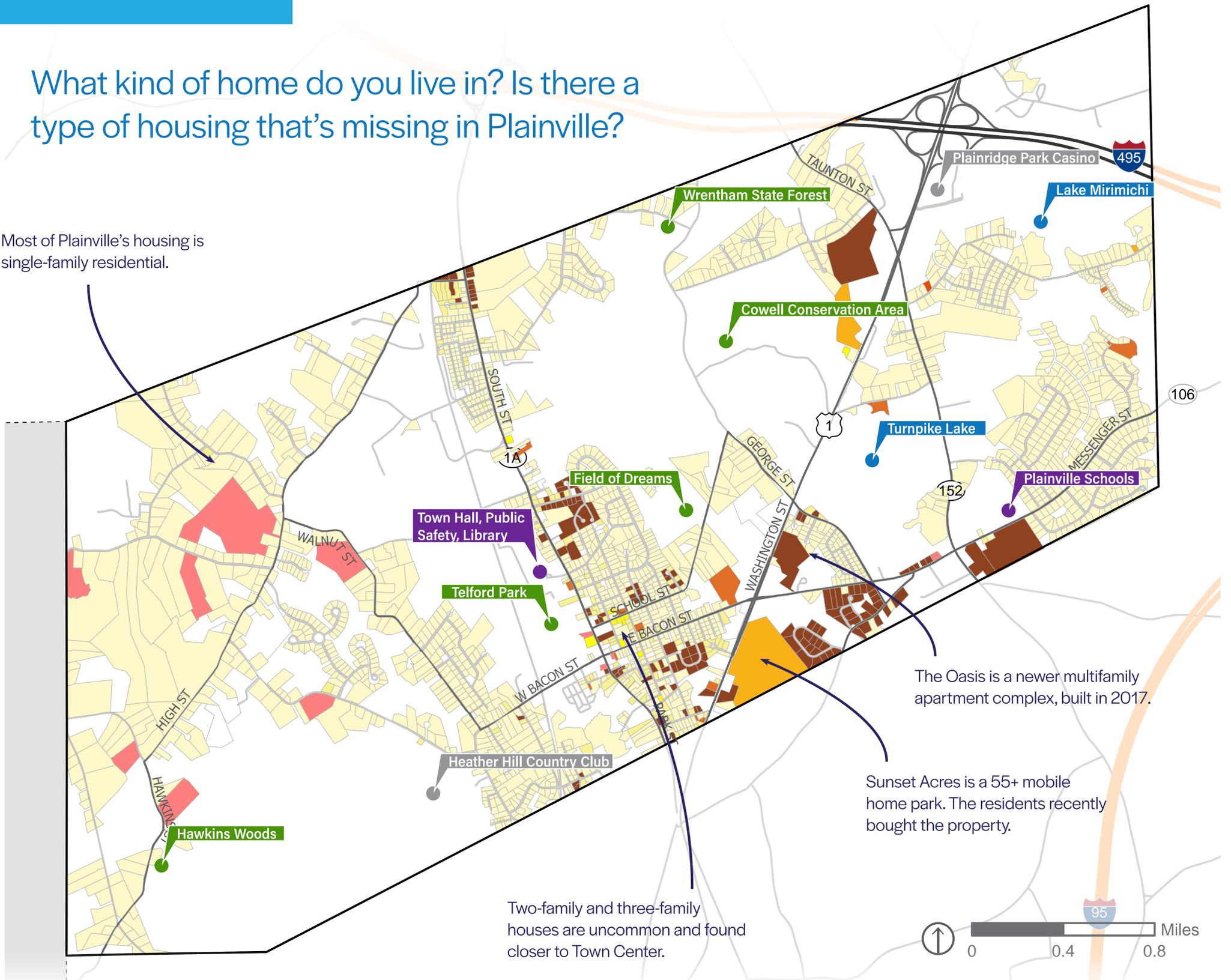
- CA** Shopping Center Commercial
- CB** General Commercial
- CC** Roadside Commercial
- CD** Industrial
- TC** Town Center  
Encourages more compact, mixed-use buildings
- CI** Commercial Interchange
- IA** Special Industrial
- IB** Limited Industrial
- IC** Controlled Industrial

# Housing

## Ding dong! Housing comes in many shapes and sizes.

What kind of home do you live in? Is there a type of housing that's missing in Plainville?

Most of Plainville's housing is single-family residential.



The Oasis is a newer multifamily apartment complex, built in 2017.

Sunset Acres is a 55+ mobile home park. The residents recently bought the property.

Two-family and three-family houses are uncommon and found closer to Town Center.

### Legend

- Single-Family Residential
- Two-Family Residential
- Three-Family Residential
- Apartments & Condominiums
- Mobile Homes
- Multiple Houses on one parcel
- Mixed Use
- Other

### "Missing Middle"

Much of Plainville is single-family houses, but these can be out of reach for downsizing seniors, recent graduates, or young families. "Missing Middle" options help to target these groups on a smaller scale than large multi-family developments.



Two-family side-by-side



Two-family stacked



Cottage Cluster



Two-family side-by-side



Small-lot Cottage

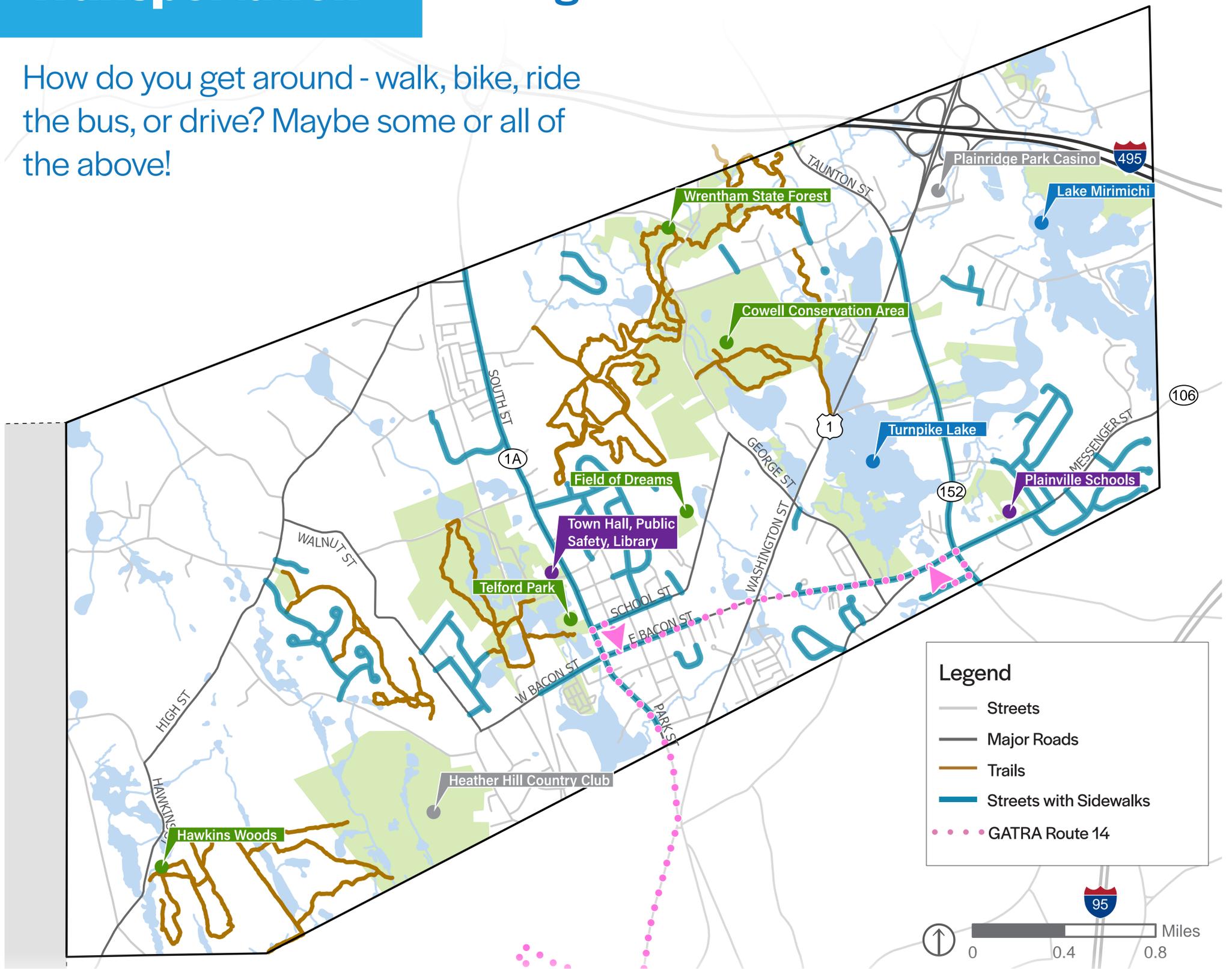


Rear ADU  
(additional dwelling unit/ in-law" suite / granny flat)

# Transportation

## Let's get from Point A to Point B.

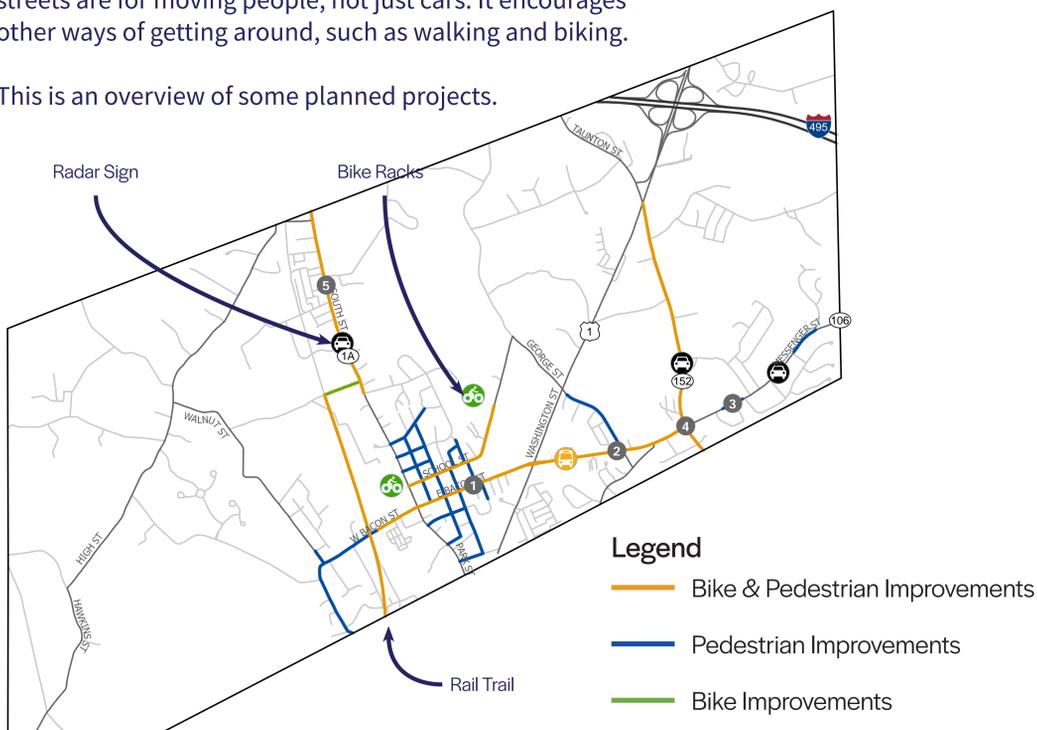
How do you get around - walk, bike, ride the bus, or drive? Maybe some or all of the above!



### Complete Streets Plan

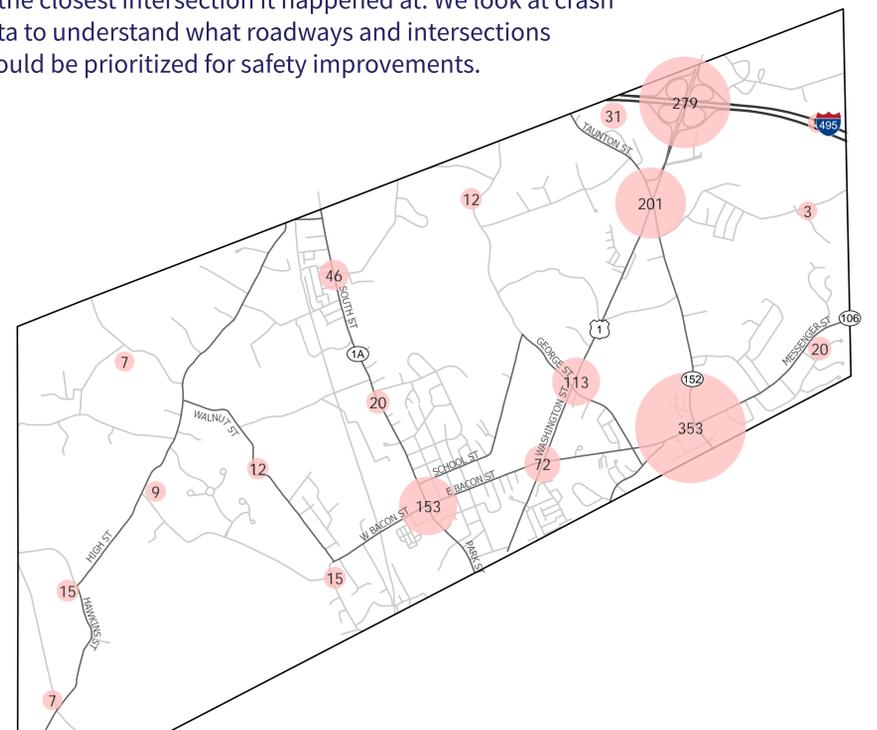
Complete Streets is a transportation planning idea that streets are for moving people, not just cars. It encourages other ways of getting around, such as walking and biking.

This is an overview of some planned projects.



### Crashes (2014-2019)

This aggregates crashes from this 5-year period, roughly to the closest intersection it happened at. We look at crash data to understand what roadways and intersections should be prioritized for safety improvements.

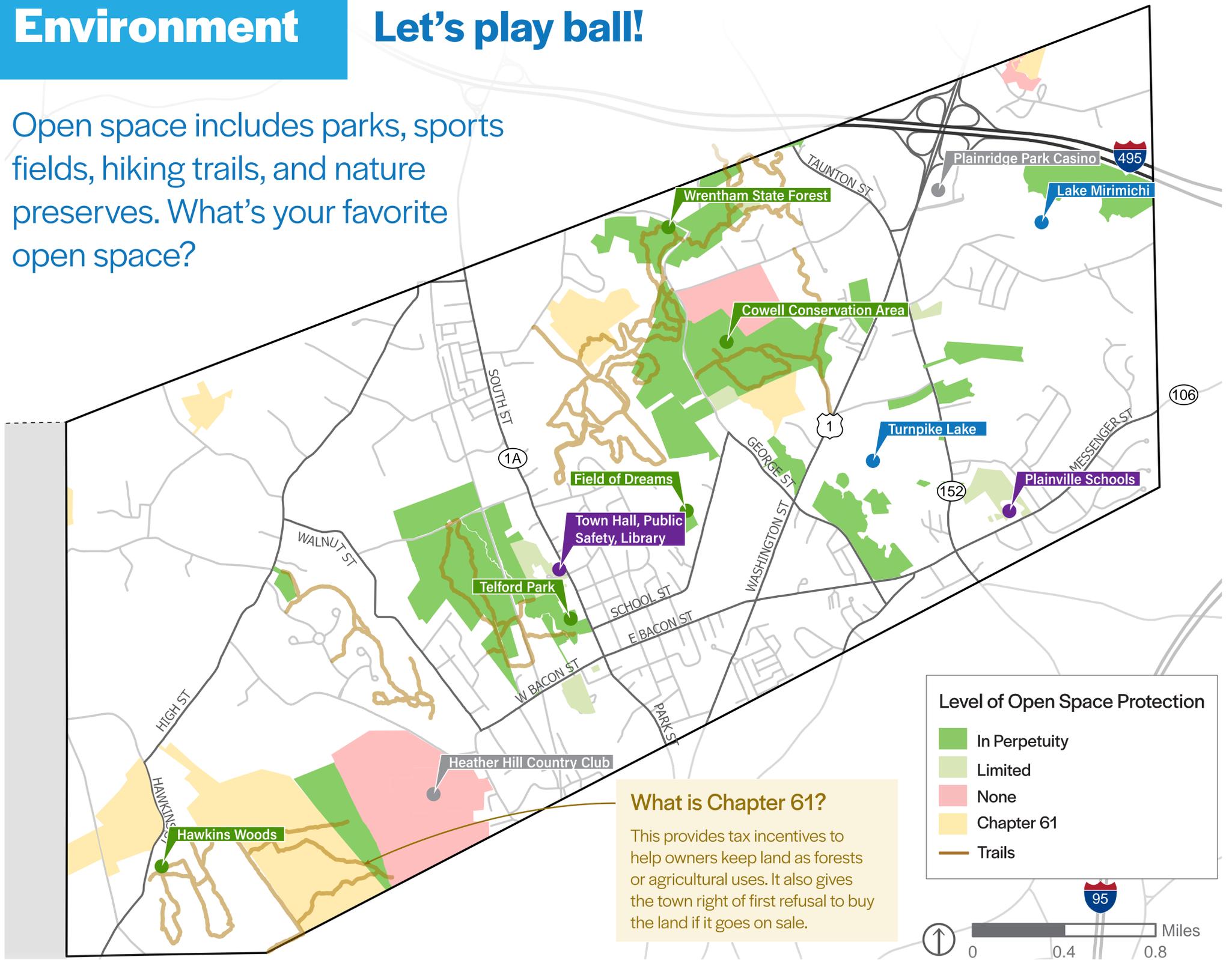


Data sources: MassGIS, MassDOT, and the Town of Plainville. This map is for the sole purpose of aiding planning decisions and is not warranted for any other use.

# Environment

## Let's play ball!

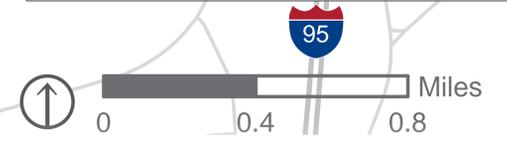
Open space includes parks, sports fields, hiking trails, and nature preserves. What's your favorite open space?



**Level of Open Space Protection**

- In Perpetuity
- Limited
- None
- Chapter 61
- Trails

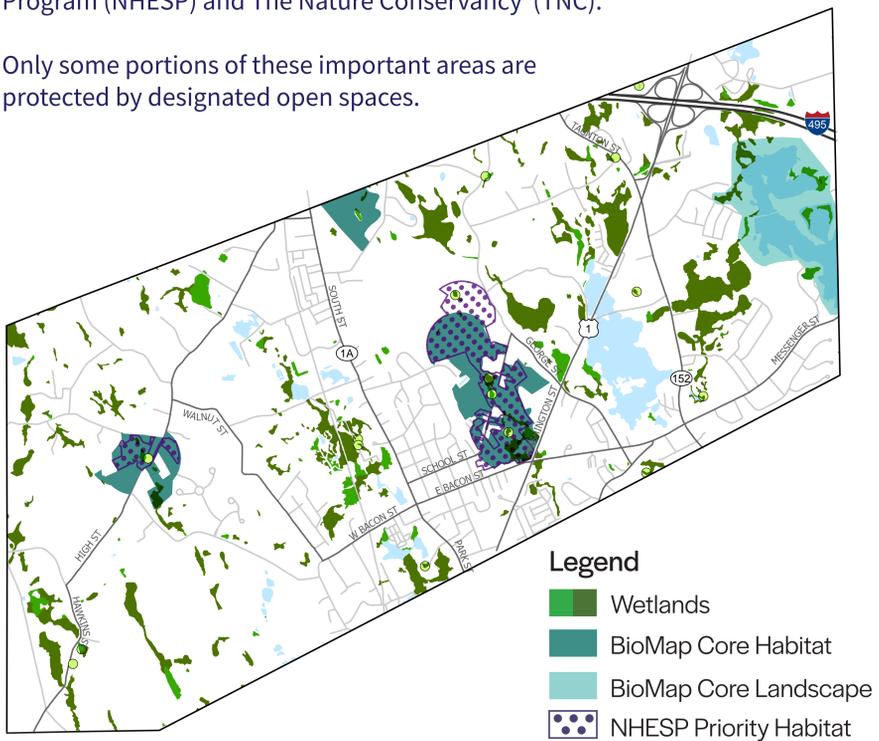
**What is Chapter 61?**  
 This provides tax incentives to help owners keep land as forests or agricultural uses. It also gives the town right of first refusal to buy the land if it goes on sale.



### Habitats and Wetlands

BioMap2 is a map series that documents critical natural landscapes and habitats using information from both the MassWildlife Natural Heritage & Endangered Species Program (NHESP) and The Nature Conservancy (TNC).

Only some portions of these important areas are protected by designated open spaces.



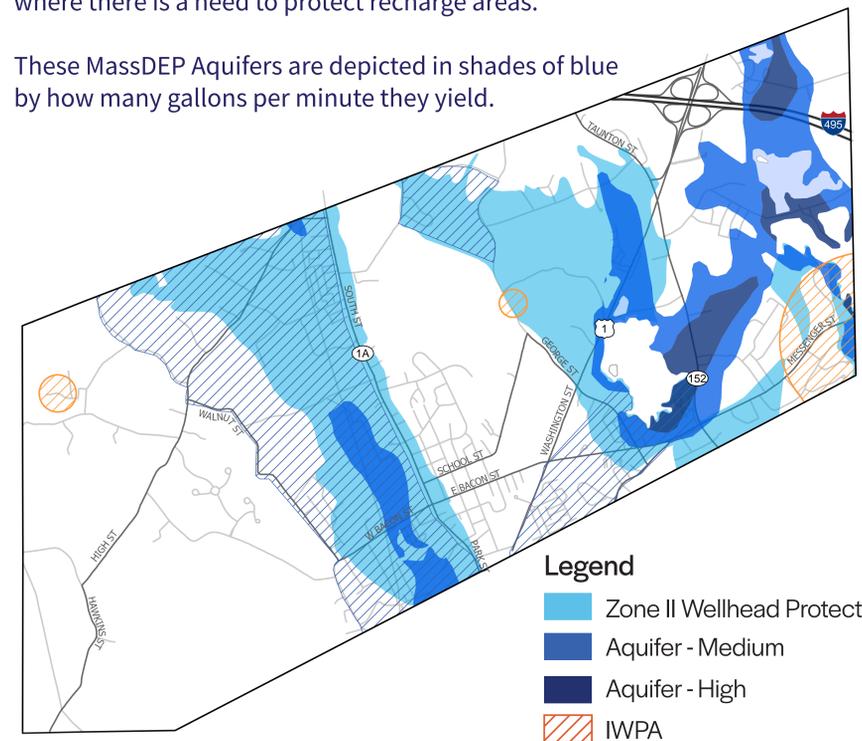
**Legend**

- Wetlands
- BioMap Core Habitat
- BioMap Core Landscape
- NHESP Priority Habitat

### Water Resources

Zone II Aquifers are areas that contribute water to wells under pumping and recharge conditions. Interim Wellhead Protection Areas (IWPAs) are created in the absence of Approved Aquifers where there is a need to protect recharge areas.

These MassDEP Aquifers are depicted in shades of blue by how many gallons per minute they yield.



**Legend**

- Zone II Wellhead Protection
- Aquifer - Medium
- Aquifer - High
- IWPA

## How has Plainville changed since the last Master Plan in 2009?

### Fast Facts

**9,183** people live in Plainville.

Compared to 8,264 in 2010.

**3,666** households live in Plainville.

**29%** of households include a person age 65+.

**32%** of households include a child under 18.

The average household size is **2.5 people**. Compared to 2.47 in 2010.

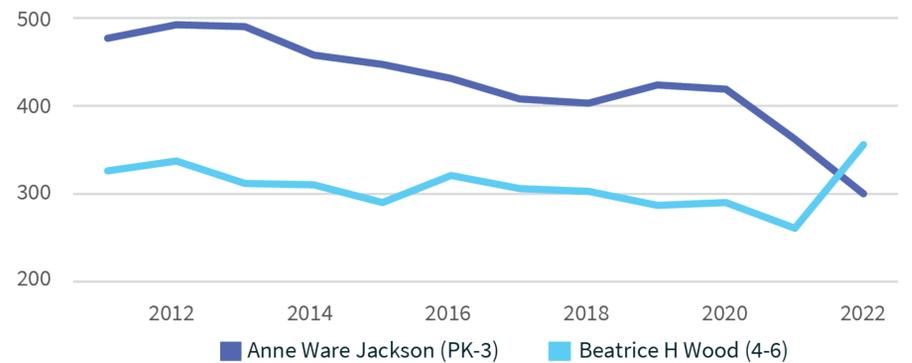
**\$96,066** is the median household income. Compared to \$81,215 across the state.

Source: Decennial Census (2010). American Community Survey (ACS) 5-Year Data (2015-2019)

### School Enrollment has decreased steadily over time.

Elementary School Enrollment

Total elementary school enrollment has fallen from 803 to 656.



Source: Massachusetts Department of Elementary and Secondary Education

### Plainville employs a Split Tax Rate.

The proportion of taxes from commercial and industrial properties has increased, from 20% in 2009 to 27% in 2022 of Plainville's total tax base, reducing the tax burden on homeowners.

**Commercial Tax Rate**  
**\$18.20** per \$1,000 in assessed value

**Residential Tax Rate**  
**\$14.03** per \$1,000 in assessed value

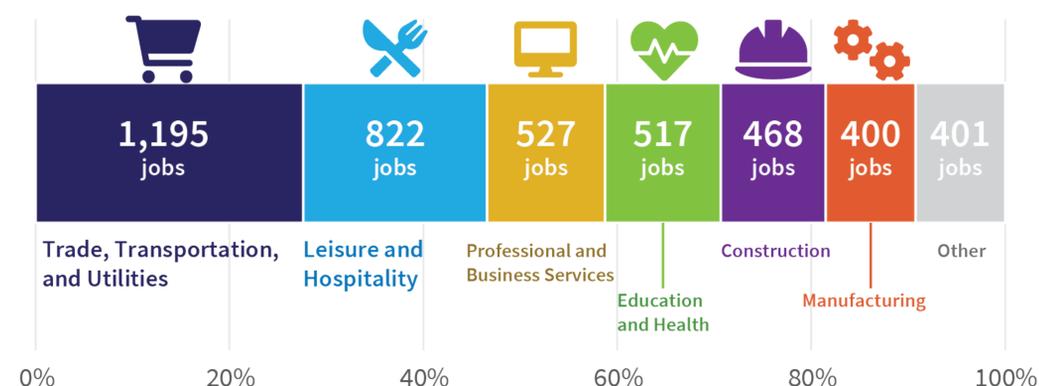
Source: Massachusetts Department of Revenue (DOR); Division of Local Services (DLS)

### Plainville's businesses support **4,330 jobs.**

Trade, Transportation, and Utilities and Construction have grown the most by number of jobs.

Employment by Sector

Total jobs have increased from 3,956 in 2010 to 4,330 in 2020.



Source: Department of Unemployment Assistance

### Some Plainville residents face rising housing costs.

**75%** of households own their homes while **25%** rent.

**26%** of households are cost-burdened or severely cost-burdened.

Cost-burdened: spends more than 30% of their income on housing.  
 Severely Cost-burdened: spends more than 50% of income on housing.

**17%** of Plainville's housing units are considered "affordable."

By affordable, we mean it's counted as part of the 'subsidized housing inventory', where a household must make below a certain amount and the price of the unit is set at a certain amount.

Source: HUD, DHCD

# Visioning

## Ad-Lib Vision Activity



Fill in the blank! Use the provided post-its and help us shape a vision for Plainville. See what others wrote too!

**1. One of my favorite places in Plainville is \_\_\_\_\_.**

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**2. One of my favorite things to do in Plainville is \_\_\_\_\_.**

# Visioning

## Ad-Lib Vision Activity

Fill in the blank! Use the provided post-its and help us shape a vision for Plainville. See what others wrote too!



**3. My favorite thing about Plainville is \_\_\_\_\_.**

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**4. I would describe Plainville as a \_\_\_\_\_ town.**

# Visioning

## Ad-Lib Vision Activity



Fill in the blank! Use the provided post-its and help us shape a vision for Plainville. See what others wrote too!

**5. I would like to see Plainville become a \_\_\_\_\_.**

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**6. I think Plainville would be better if it had \_\_\_\_\_.**

We want to work around your schedule. What's the best way for us to keep you in the loop? How do you want to shape the plan?

**What else do you want to know? What topics should we cover?  
What questions do you have?**

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**Where should we host our travelling workshop?  
How do you want to be engaged (surveys, online Zoom workshops, in-person workshops, etc.)?**