

Land Use, Housing, Economic Development Deep Dive

Plainville Master Plan

May 3, 2023



Plainville
— MASSACHUSETTS —

01. Agenda and Timeline

Agenda

1. Timeline
2. Community Feedback
3. Existing Conditions
4. Buildout Analysis
5. Draft Goals and Strategies



01. Agenda and Timeline

Timeline

2022

2023

2024

Kick-off

- Data Gathering
- Mapping and Analysis
- Literature Review

Discovery

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

We're Here!

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

02. Community Feedback Update

Survey

670 Responses since October 2022

“More vibrant Town Center”

81% of respondents said this was a priority. Many mentioned more restaurants and better sidewalks.

“Need more affordable housing, including for seniors”

55% of respondents were concerned about the rising costs of housing for themselves or someone they know.

02. Community Feedback Update

Survey

670 Responses since October 2022

“Protect Water Resources”

93% marked this as Very Important.
Protecting the watershed is key to keeping water quality high.

“Preserve Open Space”

Loss of Open Space was one of the top concerns of 43% of respondents. Rapid Development was another top concern.

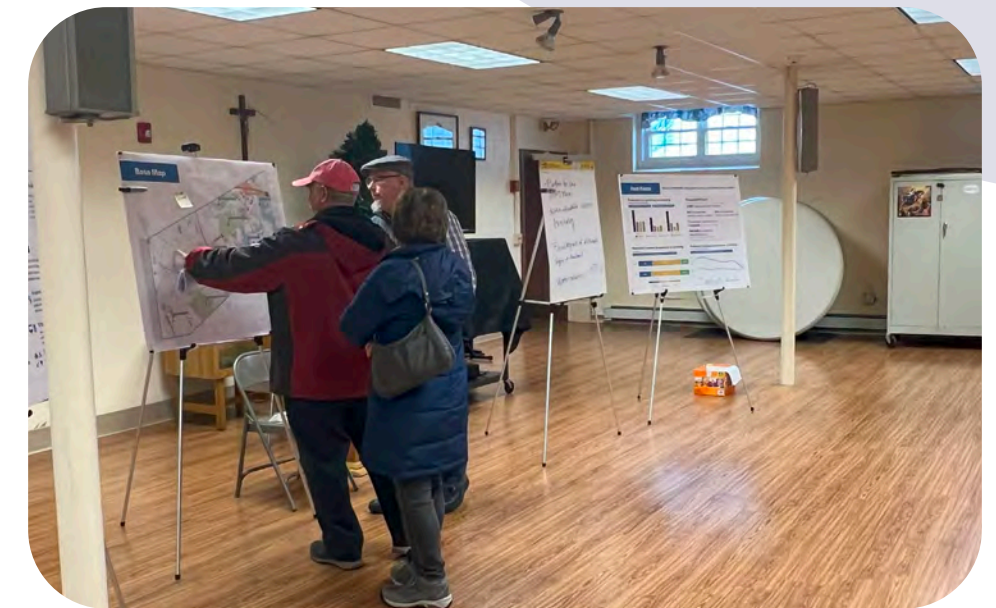
02. Community Feedback Update

Traveling Workshop

- Council on Aging
- St. Martha
- An Unlikely Story (3 events, including trivia night)
- Library

Future

- High School Class Visit
- Sports Events
- Post Office
- Suggestions for other events?



03. Existing Conditions

Land Use

Land Use describes how we use land. The main types of land use include open space, housing, commercial, and industrial.



03. Existing Conditions

Land Use

Residences ≤ 3

Apartments ≥ 4

Institutional

Open Space / Recreation

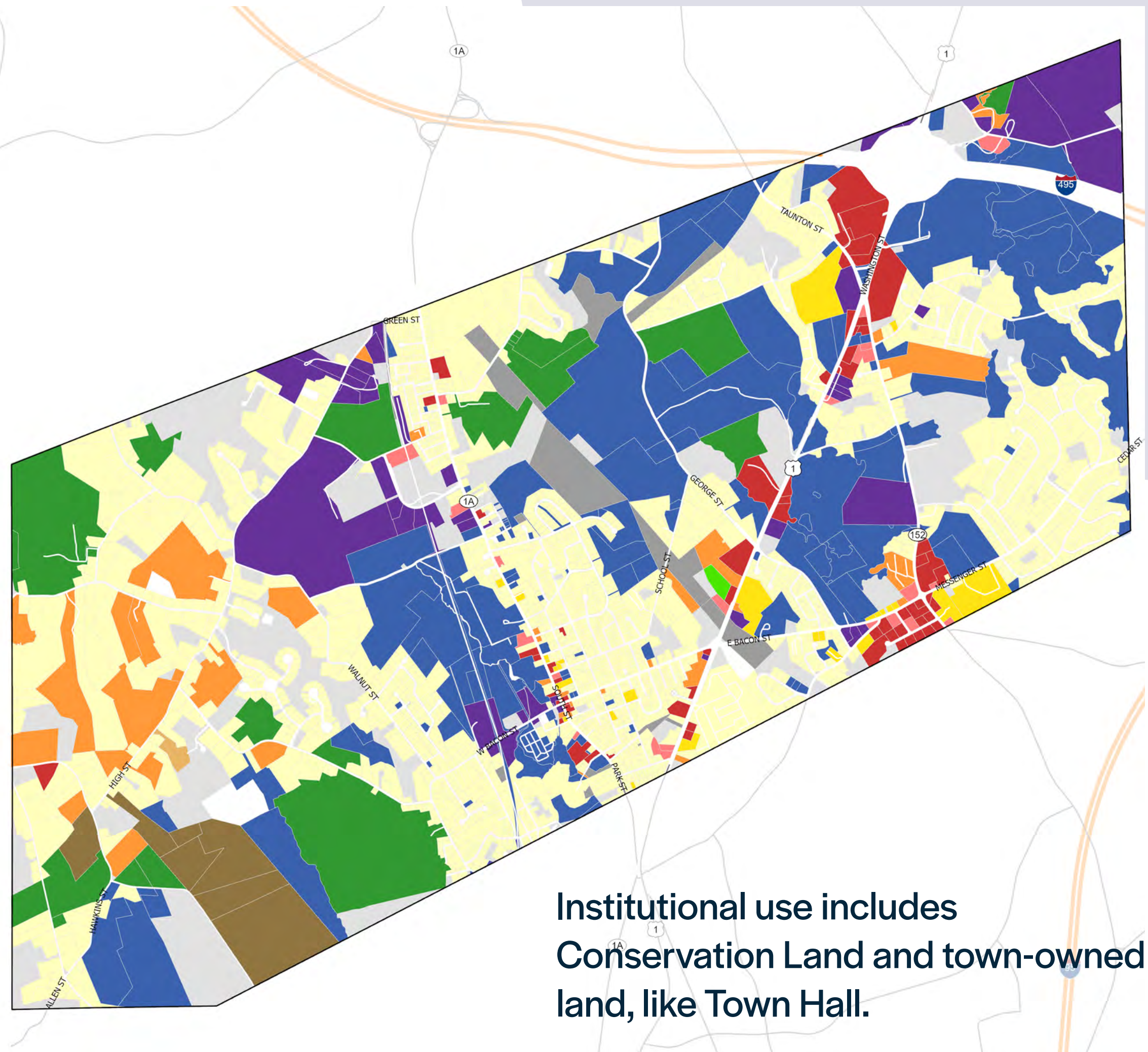
Commercial

Industrial

Agriculture

Mixed Use

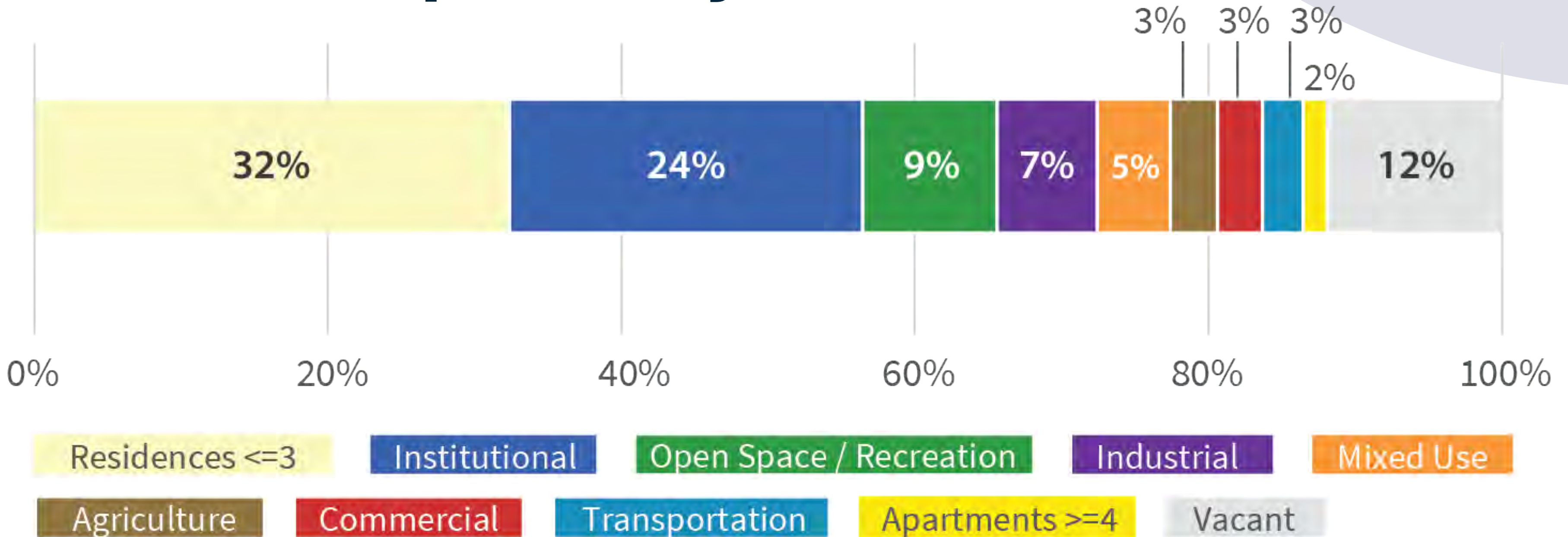
Vacant



03. Existing Conditions

Land Use Proportion by Acre

70% of respondents said “Protect additional open space and natural areas” was a high priority.



03. Existing Conditions

Zoning

Tool to regulate land use:
intensity and types of uses

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

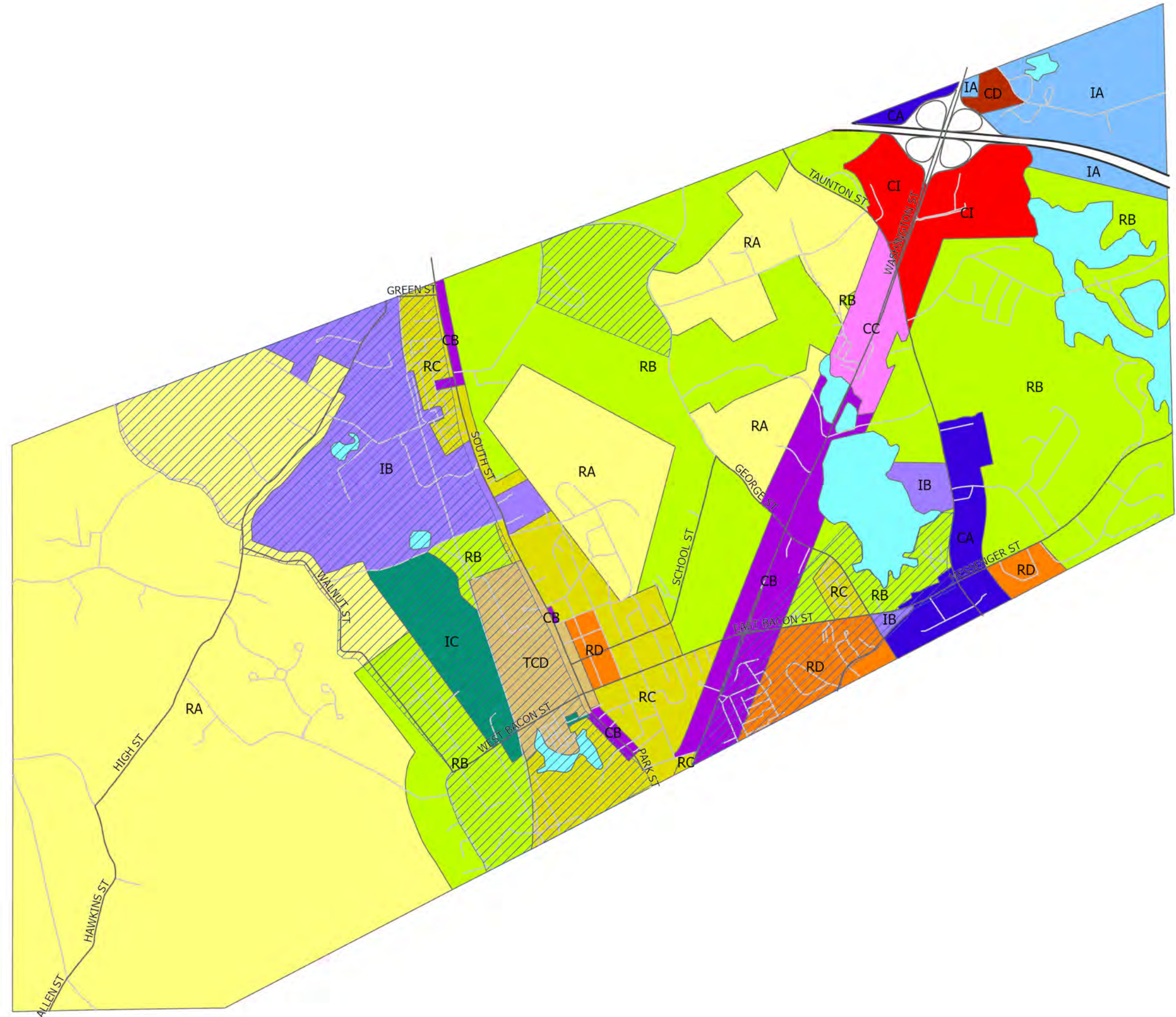
Minimum Lot Size

44,000 sf

30,000 sf

15,000 sf

30,000 sf



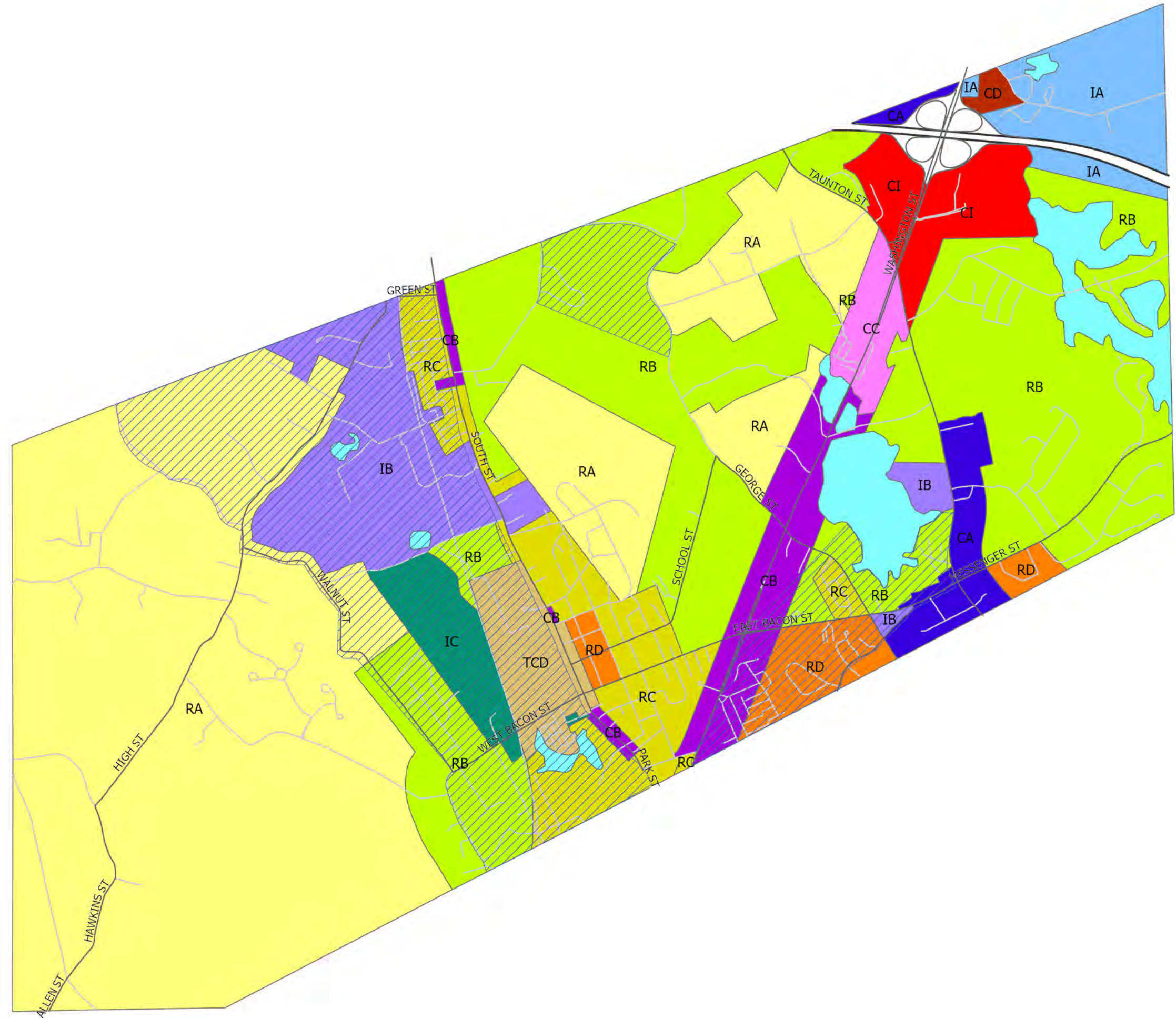
03. Existing Conditions

Zoning

Tool to regulate land use:
intensity and types of uses

Commercial and Industrial Districts

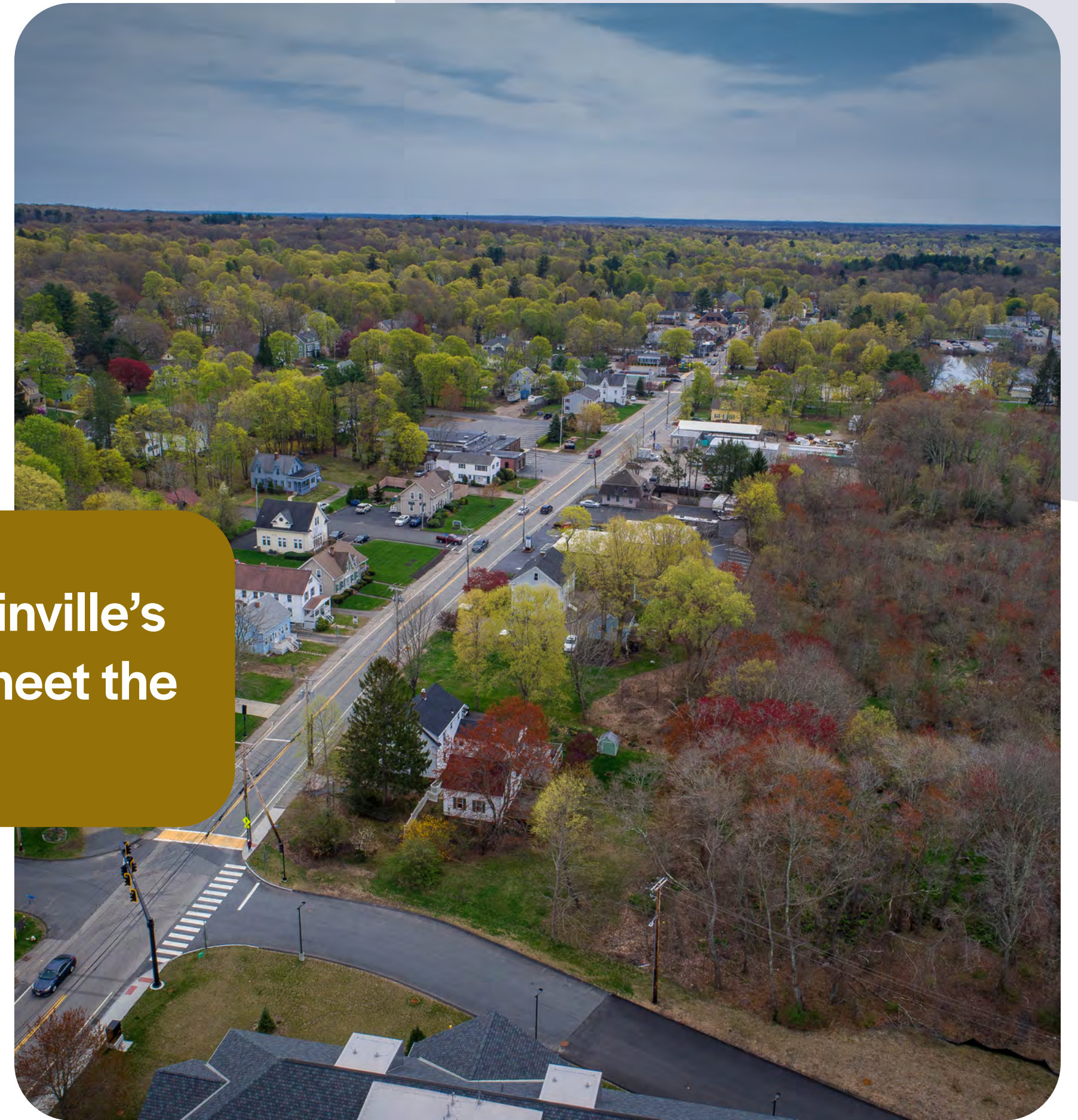
CA	Shopping Center Commercial	IA	Special Industrial
CB	General Commercial	IB	Limited Industrial
CC	Roadside Commercial	IC	Controlled Industrial
CD	Industrial		
TC	Town Center Encourages more compact, mixed-use buildings		
CI	Commercial Interchange		



01. Planning 101

Housing

The Housing Chapter will consider how Plainville's housing stock (amount and diversity) can meet the needs of existing and future residents.



03. Existing Conditions

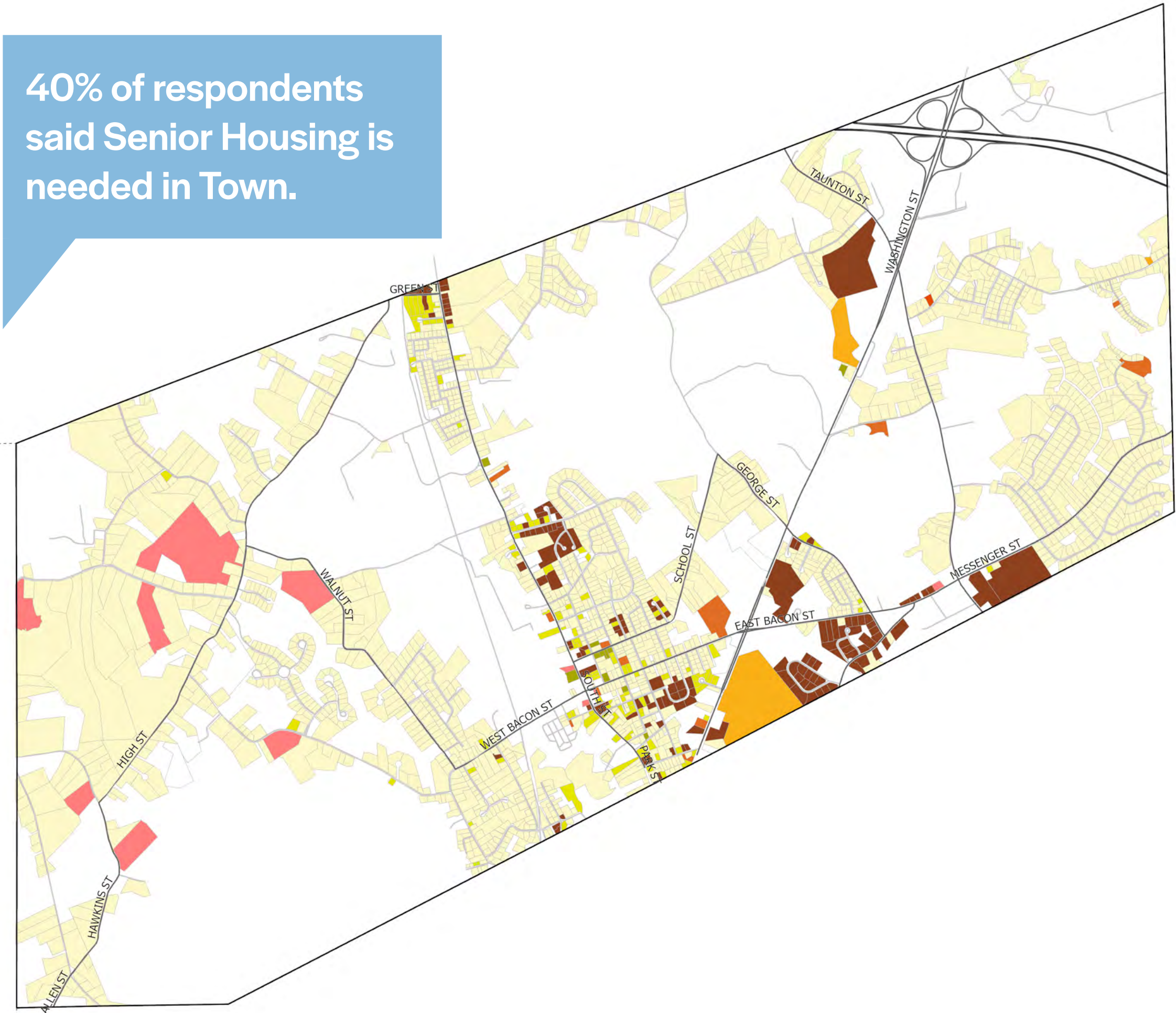
Housing

Plainville has 4,394 units, most of which is single-family housing.

(Census 2020)

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

40% of respondents said Senior Housing is needed in Town.



03. Existing Conditions

Housing

Plainville is above the 10% Subsidized Housing Inventory Requirement.

55% of respondents were concerned about housing affordability.

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.

03. Existing Conditions

“Missing Middle” Housing

There is a need for smaller, more affordable options for seniors and young families that ‘blend in’ and do not overwhelm infrastructure.

32% of respondents said Housing on Smaller Lots was needed (<30,000 sf)



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)

03. Existing Conditions

Economic Development

Economic Development considers how the Town can best support existing businesses and attract new businesses and jobs to increase the Town's tax revenue.



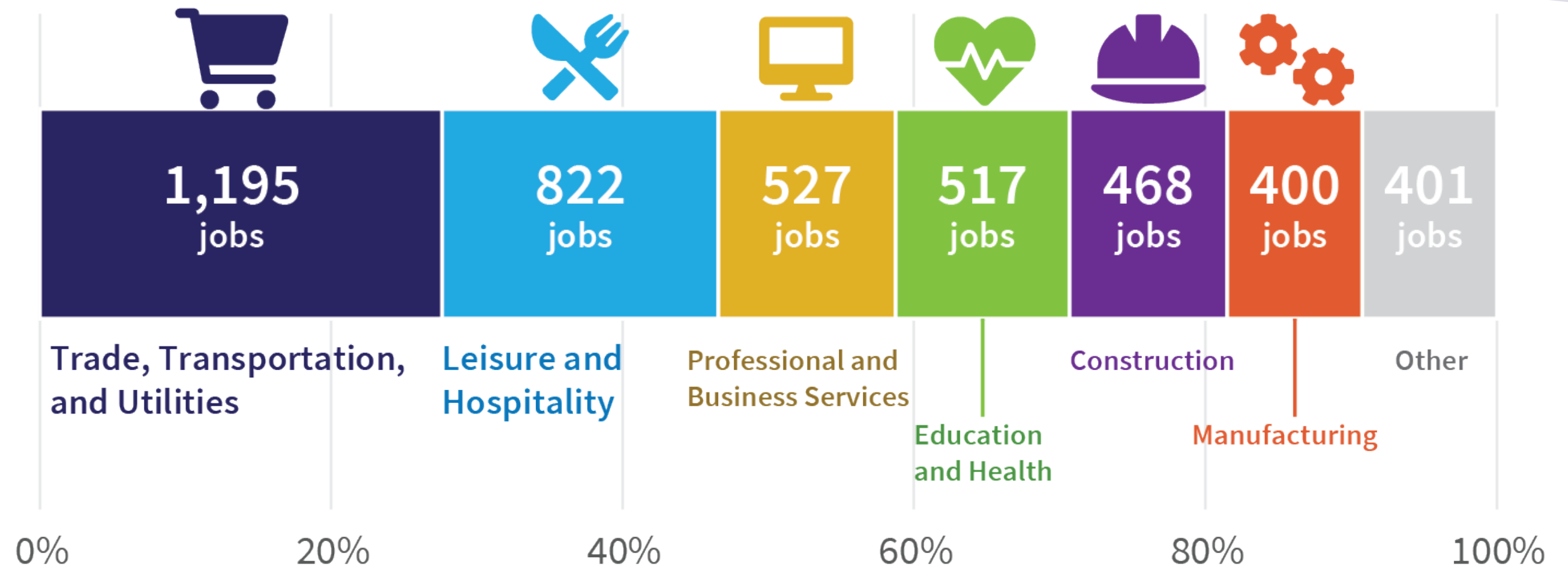
03. Existing Conditions

Plainville's Economy

Plainville's 4,330 jobs are spread across a diverse set of industries.

81% of respondents said to "Create a Vibrant Town Center" was a priority.

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



Source: Department of Unemployment Assistance

03. Existing Conditions

Plainville's Tax Base

49% of Plainville's tax revenue growth over the past decade came from non-residential sources.



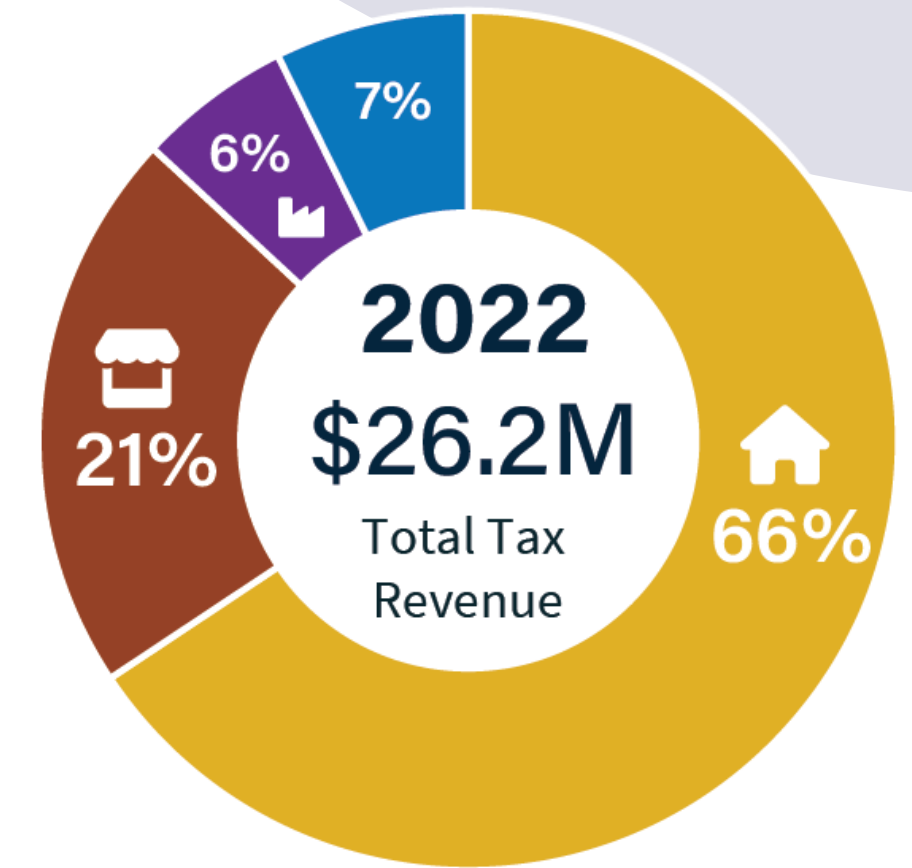
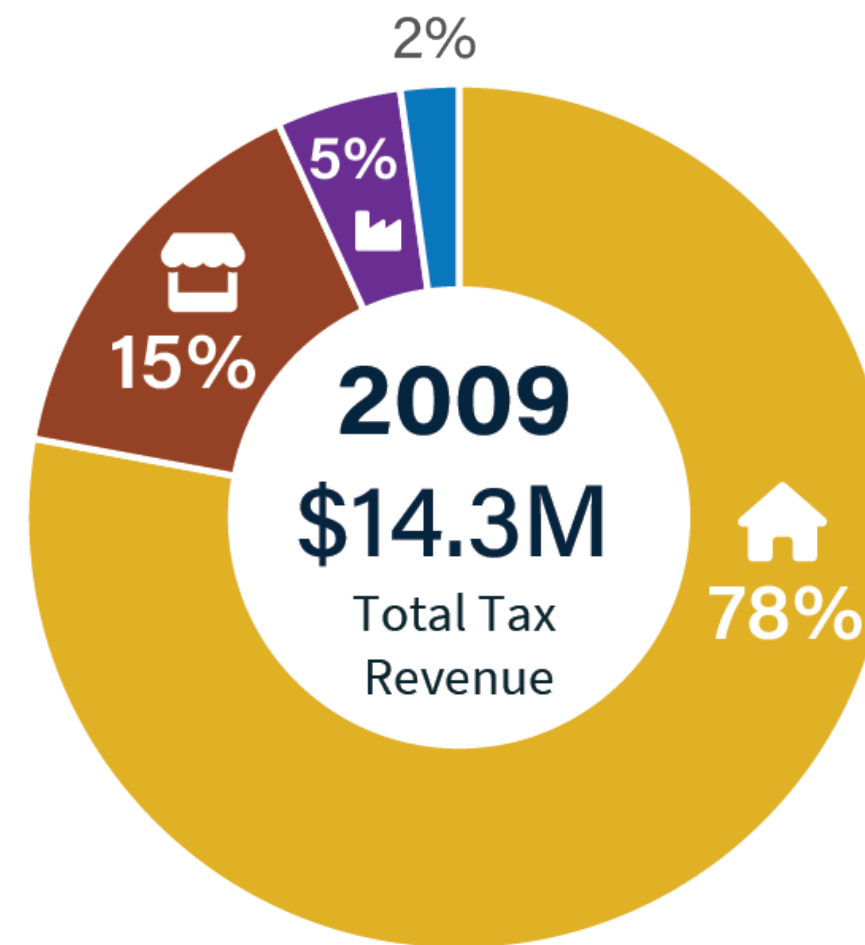
Commercial Tax Rate

\$18.20 per \$1k in assessed value



Residential Tax Rate

\$14.03 per \$1k in assessed value



Residential



Commercial



Industrial



Personal

Only 3% of respondents wanted to “attract large scale industrial businesses” and 4% wanted to “attract big box stores.”

04. Build-out Analysis

What is a Build-out Analysis?


- Ball-park estimate of remaining development capacity in town
- Only represents a MAXIMUM, based on current zoning.
- Does not mean development will necessarily happen. Does not take into account infrastructural constraints.
- For Illustrative Purposes only.



04. Build-out Analysis

Vacant Parcels

- Include only Developable and Potentially Developable Parcels
- Exclude Non-developable vacant parcels
- Assessor's Database

-  Developable vacant parcels
-  Non-developable vacant parcels



04. Build-out Analysis

Under-developed Parcels

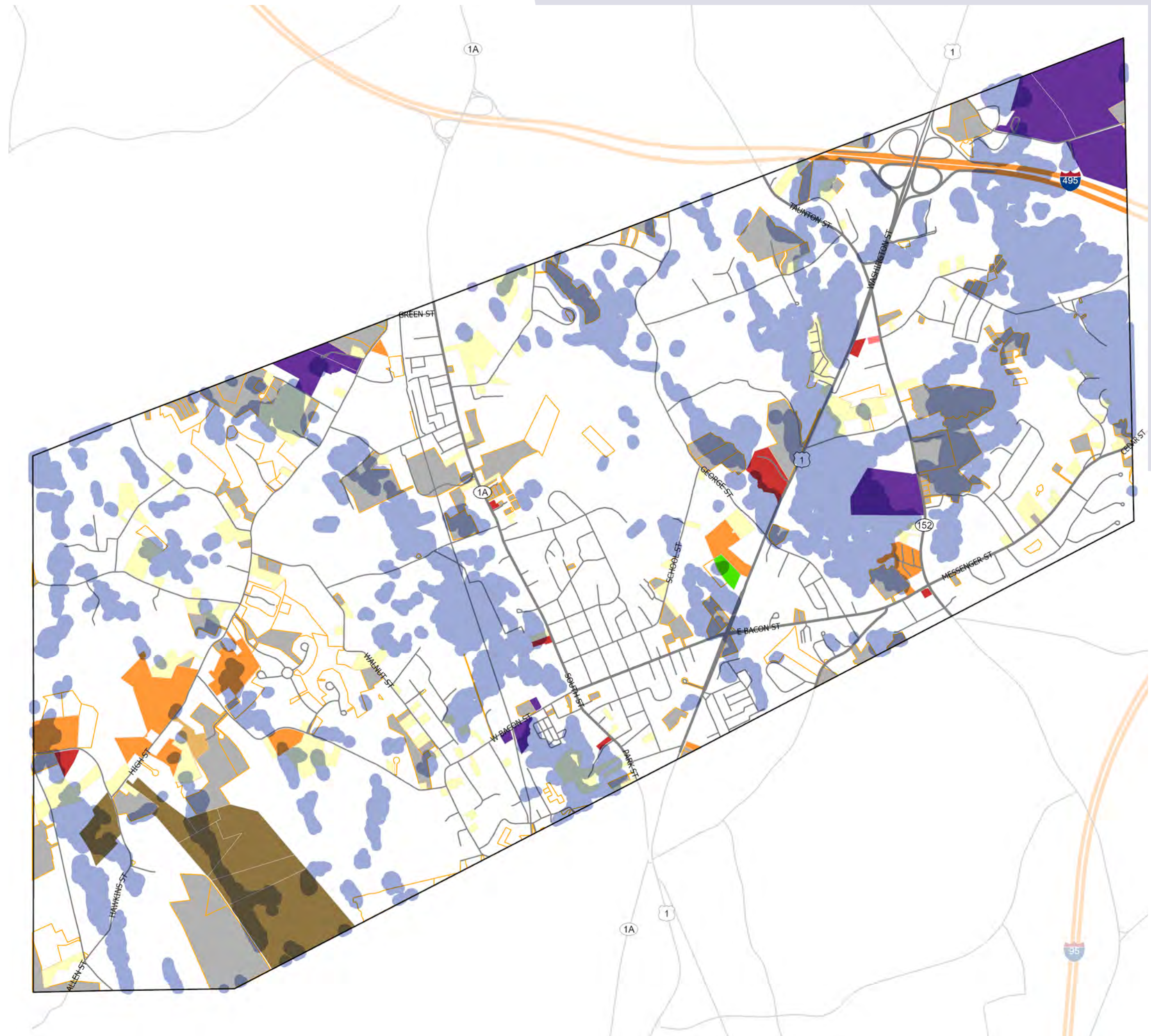
- Improvement ratio less than 0.5
- Improvement ratio = $\frac{\text{Value of Improvements}}{\text{Land Value}}$
- Lot size greater than 30,000 sf
Minimum lot size for RB District



04. Build-out Analysis

Wetlands

- Cannot develop on wetlands (blue overlay)
- 100 ft Wetland Buffer



04. Build-out Analysis

Subtract Wetlands

- Wetlands (pink) subtracted from potential sites
- More sites excluded because most of parcel is wetland



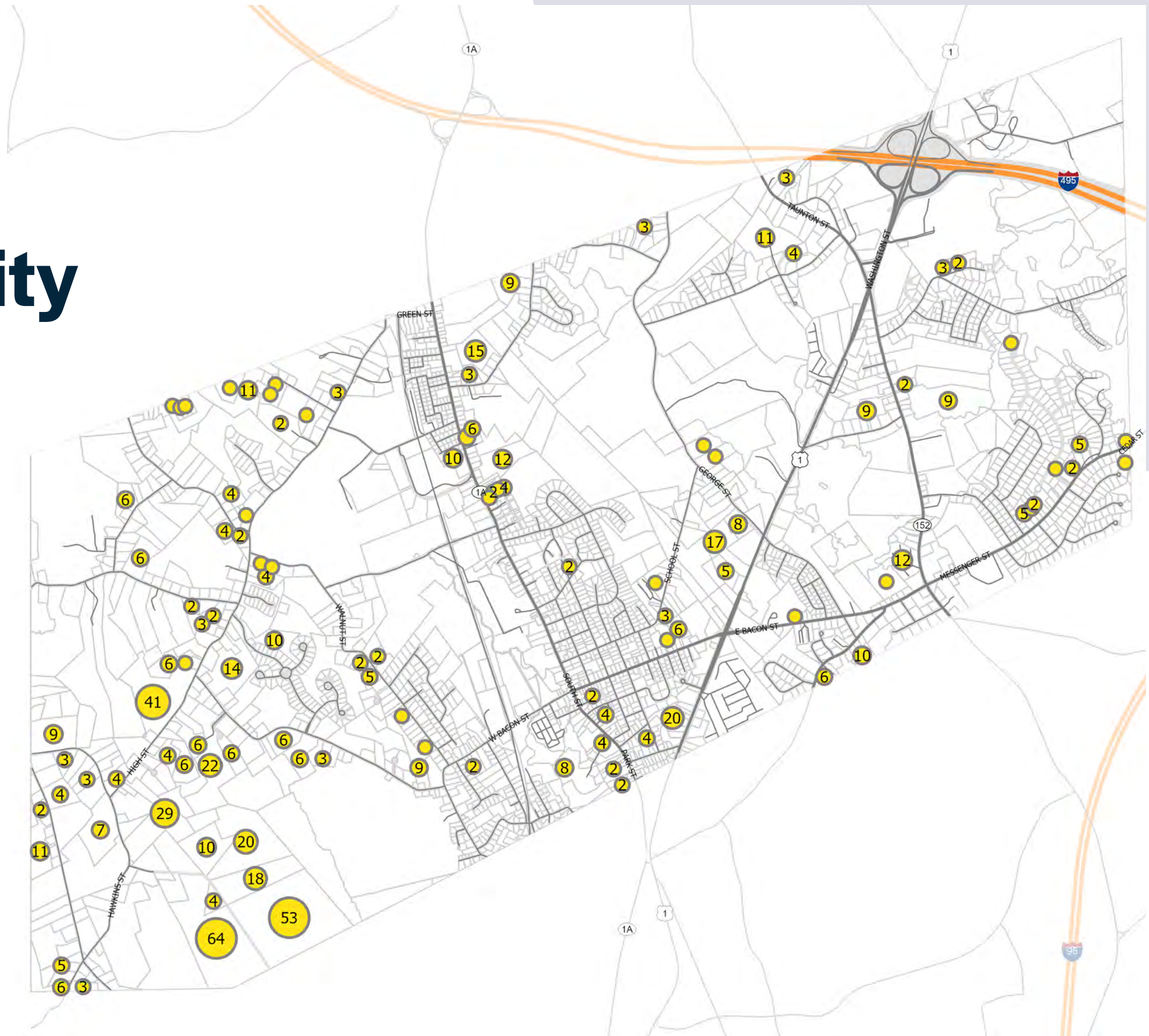
04. Build-out Analysis

Residential Capacity

+732 units

- 1-family in RA/RB Districts
- 2-family in RC/RD Districts
- Divide Lot Size by Minimum Lot Size to get number of subdivisions and units

Zone	Minimum Lot Size
RA	44,000 sf
RB	30,000 sf
RC	15,000 sf
RD	30,000 sf

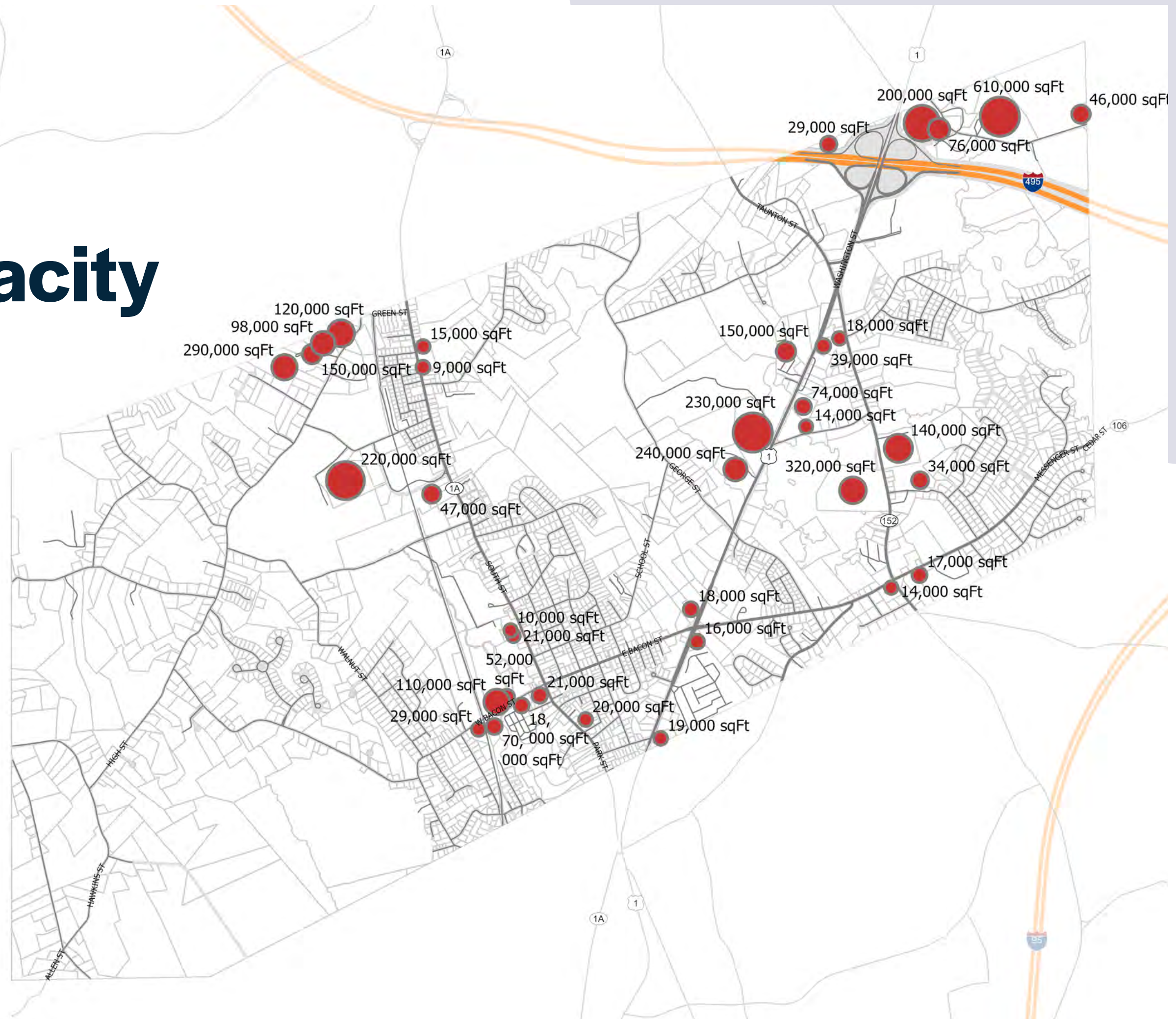


04. Build-out Analysis

Commercial Capacity

+3.5M sf

- 1.0 FAR for TCD District
- 0.45 FAR for other commercial/industrial districts
(based on 45% building coverage maximum)



04. Build-out Analysis

Questions

- Some further parcels might be excluded if they are not likely to be developed.
- How should zoning be adjusted to better meet future needs of Town?
- What other metrics or information would be useful?



05. Early Draft Goals and Strategies

Land Use

1. Maintain the rural character in the undeveloped and agricultural areas of Plainville.

- Formalize Open Space Residential Development (OSRD) process to preserve contiguous open space corridors.
- Preserve and add to scenic roadways.
- Preserve and acquire more open space.

2. Create a Vibrant Town Center

- Promote commercial and mixed-use developments through Town Center District Zoning.
- Explore creating an Urban Design Guideline to reinforce a consistent Town Center identity.
- Reduce dimensional requirements to promote more “missing middle” housing in RC district.

3. Concentrate development towards established corridors in Town.

- Encourage a mix of land uses.
- Encourage pedestrian-oriented development.
- Focus large industrial and commercial developments on remaining sites near good infrastructure.
- Ensure infrastructure, such as water and sewer, keeps pace with development.

4. Update Zoning to reflect Town priorities

- To be determined.

05. Early Draft Goals and Strategies

Housing

1. Create more housing for seniors.

- Find key sites in Town for potential senior housing, including affordable housing, especially in walkable neighborhoods in and adjacent to Town Center.
- Explore “Aging-in-Place” strategies to help seniors retrofit existing homes to be age-friendly.
- Encourage ADUs to allow seniors to make additional income as they downsize.

2. Create more housing options for all, especially young families.

- Discourage isolated, large multi-family apartment complexes that do not fit the character of the Town.
- Encourage smaller multi-family housing types, including duplexes, triplexes, and small apartments, near Town Center or other established nodes.

3. Maintain and expand affordable housing stock.

- Maintain and monitor 10% subsidized housing requirement per Mass. General Law 40B.
- Use CPA funding to support existing affordable housing and support the acquisition of potential affordable housing sites.
- Develop a Housing Production Plan (this was added due to SRPEDD’s recommendation)

05. Early Draft Goals and Strategies

Economic Development

1. Support a vibrant town center.

- Continue investing in streetscape and beautification improvements, including potential branding.
- Encourage businesses that will attract visitors, particularly cafes and restaurants.
- Support rehabilitation of distressed properties to attract new businesses.
- Encourage parking sharing to reduce the need for excess parking.

2. Focus development on existing corridors.

- Encourage high-value businesses, including bio-tech and high-tech manufacturing, on remaining key development sites.
- Use Expedited 43D Permitting for potential MassWorks grants for infrastructure upgrades.

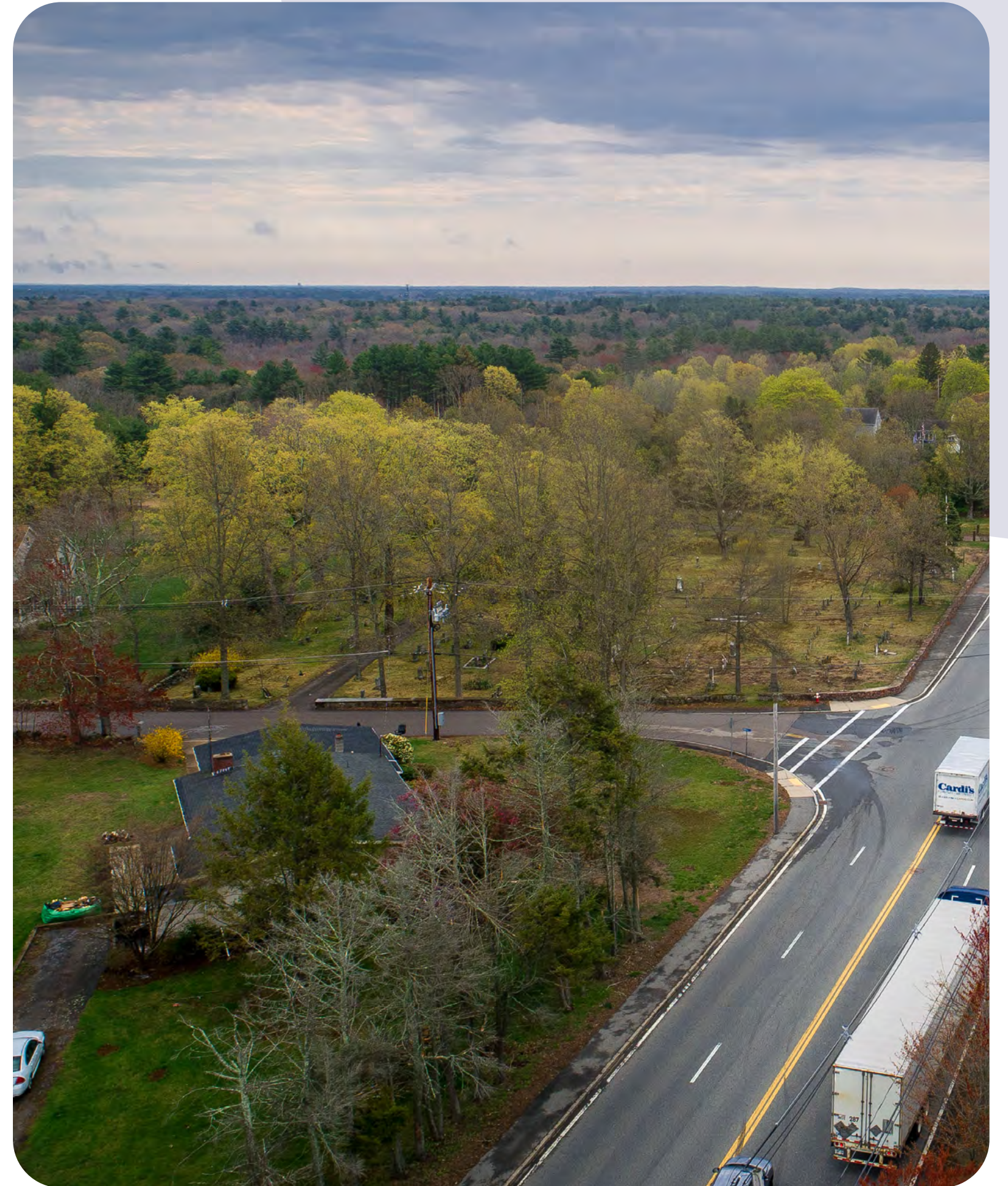
3. Make Plainville an attractive place to open and run a business.

- Retain an economic development planner and grant writer to work on priority projects.
- Investigate and expand streamlined permitting, such as between Planning Board, Conservation Commission, Board of Health, and others.
- Improve town infrastructure to ensure Plainville remains competitive at attracting small and large businesses.

05. Early Draft Goals and Strategies

Questions

- What is missing from these early draft goals and strategies for these three planning areas.
- What does/does not feel like a Town priority?





05. Early Draft Goals and Strategies

Next Steps

- **Potential: Land Use, Housing, and Economic Development Public Survey**
- **Potential: Virtual Land Use, Housing, and Economic Development Deep Dive**

- **More Traveling Workshops to increase diversity of responses.**
- **Next Deep Dive in July. Topic will be Transportation and Services & Facilities.**