

# Welcome to the Master Plan Discovery Workshop!





# Introduction

A community Master Plan lays out a vision for Rochester's future. It is a long-range plan and comprehensive analysis that guides the town and basis decisions on accurate information and public input.

## Timeline

2023

2024

### ► Kick-off

- Data Gathering
- Mapping and Analysis
- Literature Review
- Master Plan Committee established

### Q Discovery

- Discovery Open House
- Community Survey
- Develop shared vision, priorities, and goals

We're Here!

### 🗨 Engagement

- Community Outreach
- Two workshops dedicated to deeper topic discussions
- Revisit vision, priorities, and goals

### ► Review

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

## Elements of a Plan

### Vision & Goals

### Planning Themes

🏘 Land Use

🏠 Housing

🏢 Economic Development

🌳 Open Space & Recreation

🌿 Natural & Cultural Resources

🏛 Services & Facilities

🚲 Transportation & Connectivity

### Implementation Strategies

## Engagement Plan

The Plan depends on your voice! We strive to hear from a cross-section of Rochester. 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.

### 👋 Outreach

We will set up tables at community spaces in town to discuss your ideas and answer questions



# Previous Planning

Over time, Rochester has created many plans like those listed below and has also implemented many action items. The town is also in the process of approving the update to their Open Space and Recreation Plan, Hazard Mitigation plan and Priority Protection/Development Areas (PPA/PDA)

## Master Plan 2009, 1999

Helped guide planning for town center and population growth

## Open Space & Recreation Plan 2016

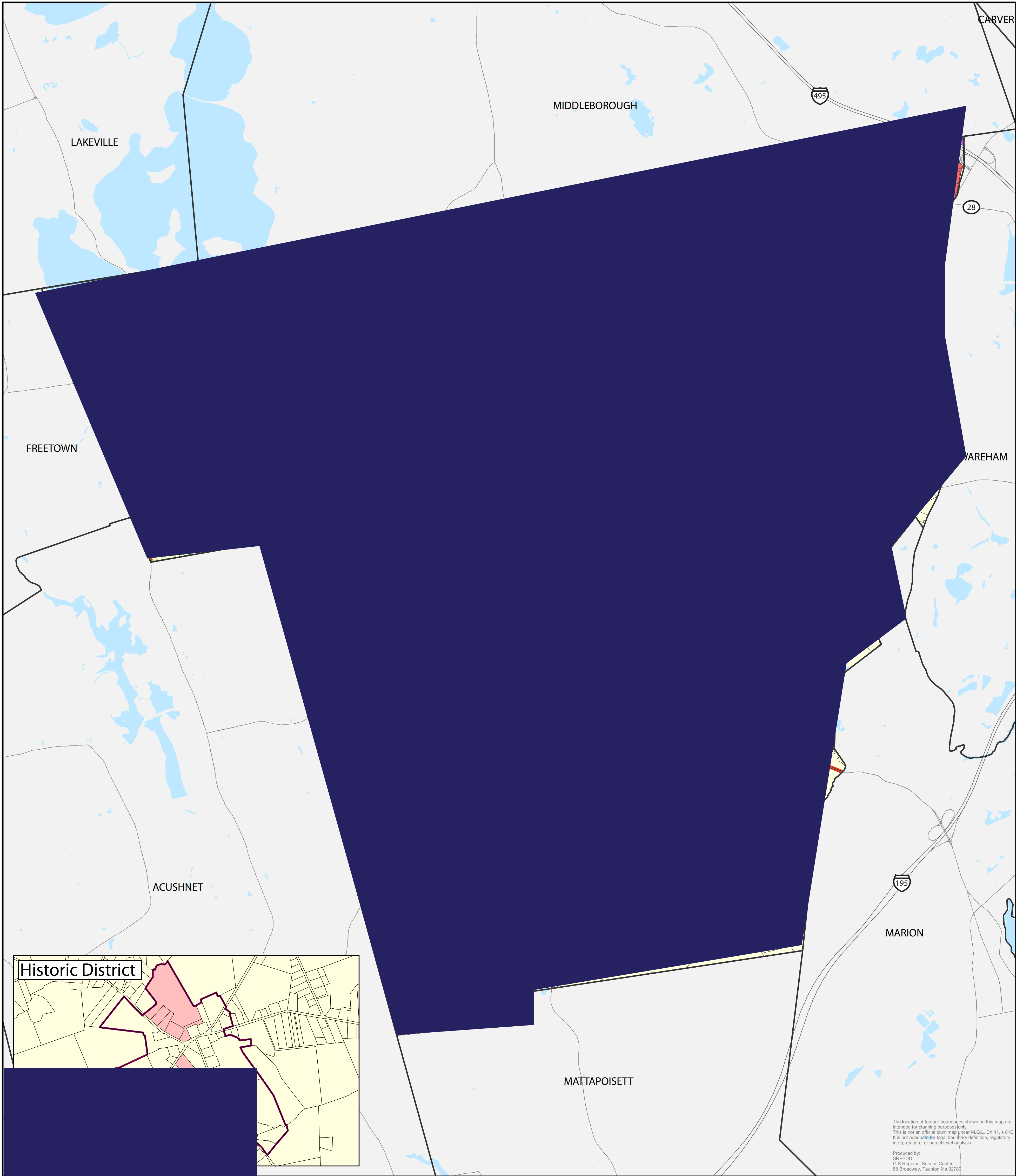
Inventories town open spaces and needed improvements.

## Municipal Vulnerability Plan 2020

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

# Existing Zoning

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



Existing Zoning Map

Groundwater Protection District  
Mattapoisett River Valley Watershed  
\*Per MGL Chapter 407 of 1983  
Scenic Road  
\*Per Acts and Resolves passed by the General Court of MA in the year 2000, Section 84.

- Historic District
- Water
- Municipal Boundaries

- Interstates
- Arterials and Collectors
- Local Roads



1 mile



# Data

How has Rochester changed since the last Master Plan in 2009?

## Fast Facts

**5,717** people live in Rochester.  
Compared to 5,232 in 2010.

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

**38%** of households include a person age 65+.

**34%** of households include a child under 18.

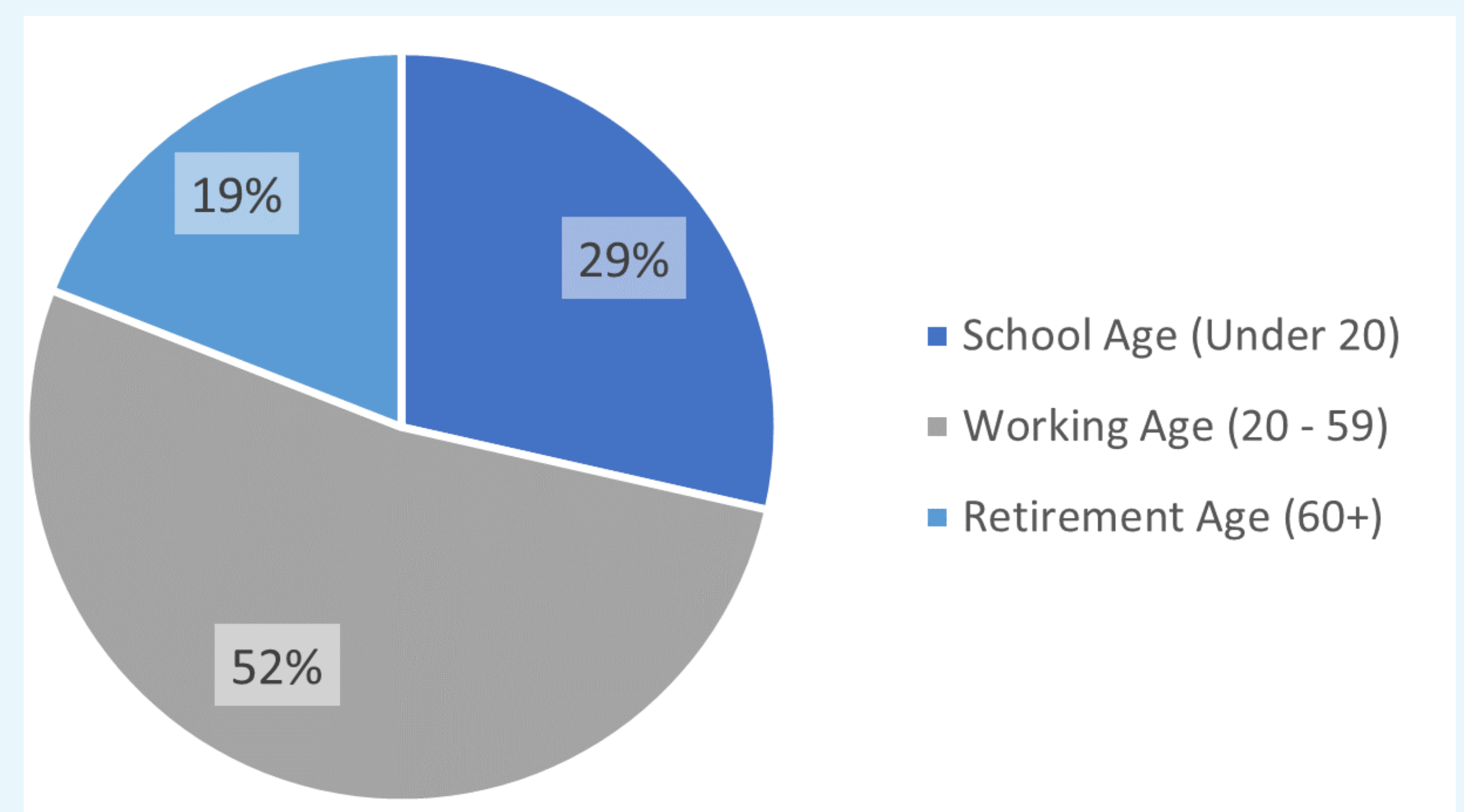
The average household size is **2.9 people**.

**\$110,736** is the median household income.  
Compared to \$89,645 across the state.

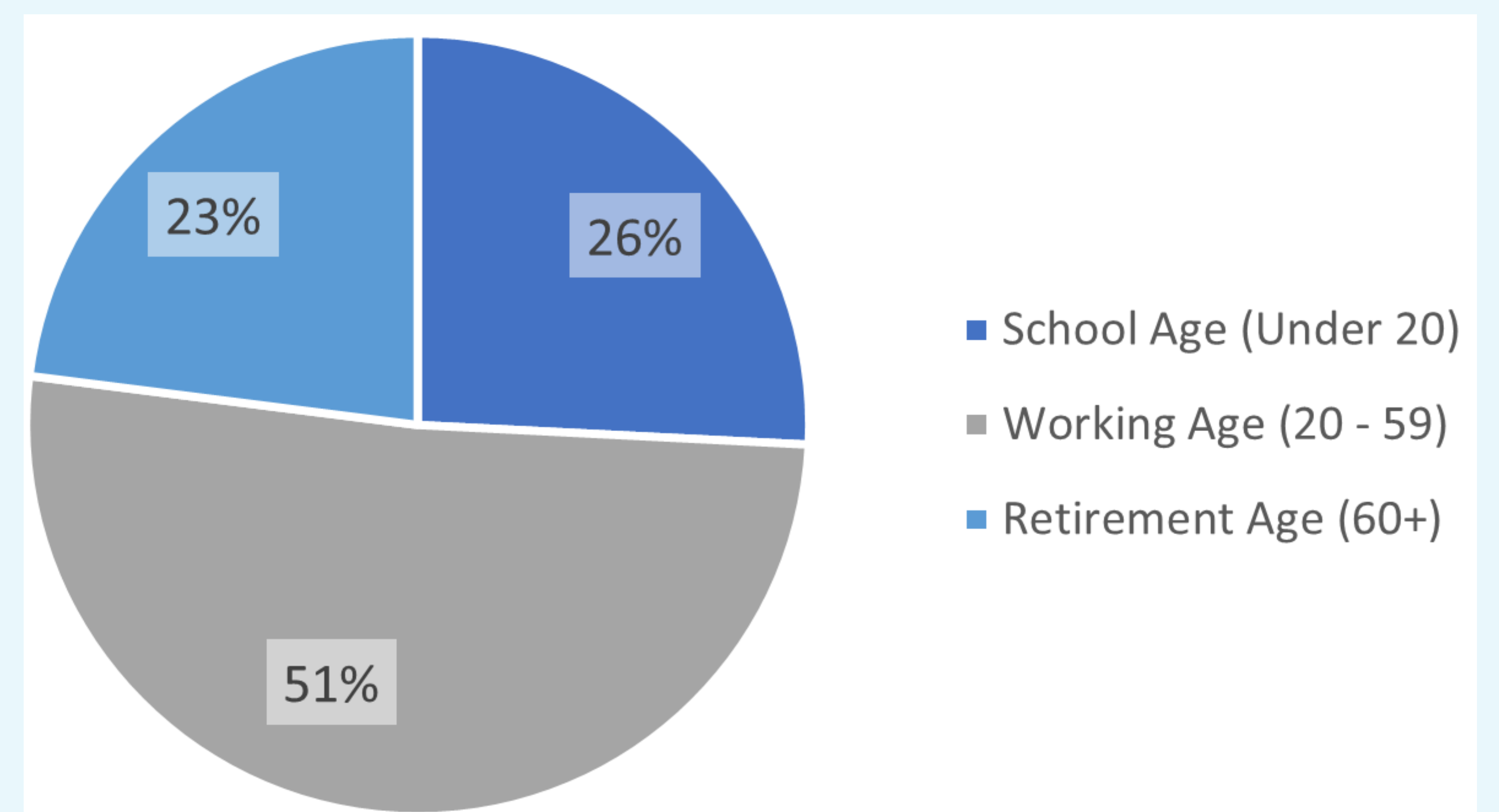
Source: Decennial Census (2020, 2010). American Community Survey (ACS) 5-Year Data (2016-2021)

## Age Distributions

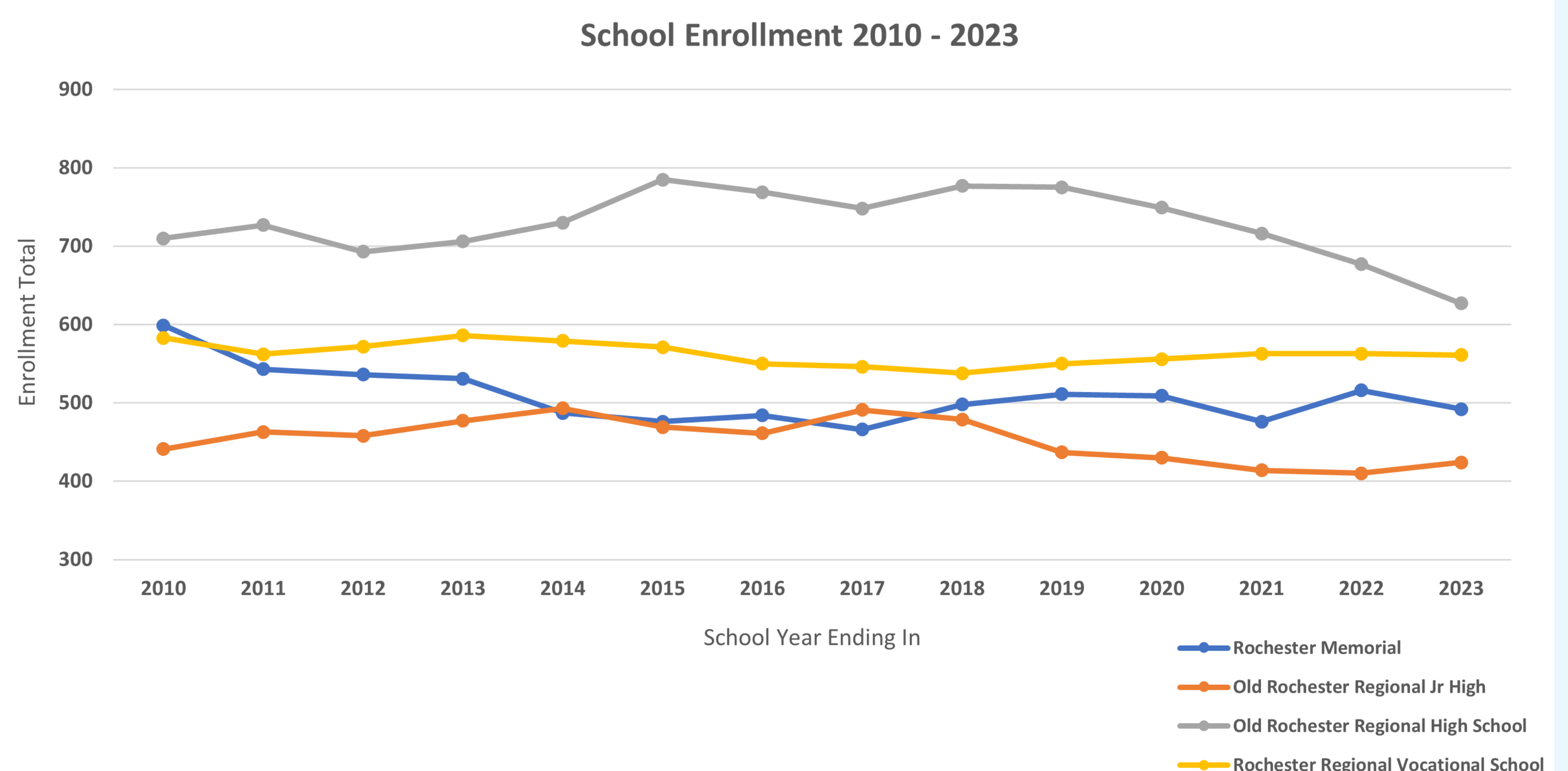
2010



2020



**School Enrollment** has decreased slightly over time.





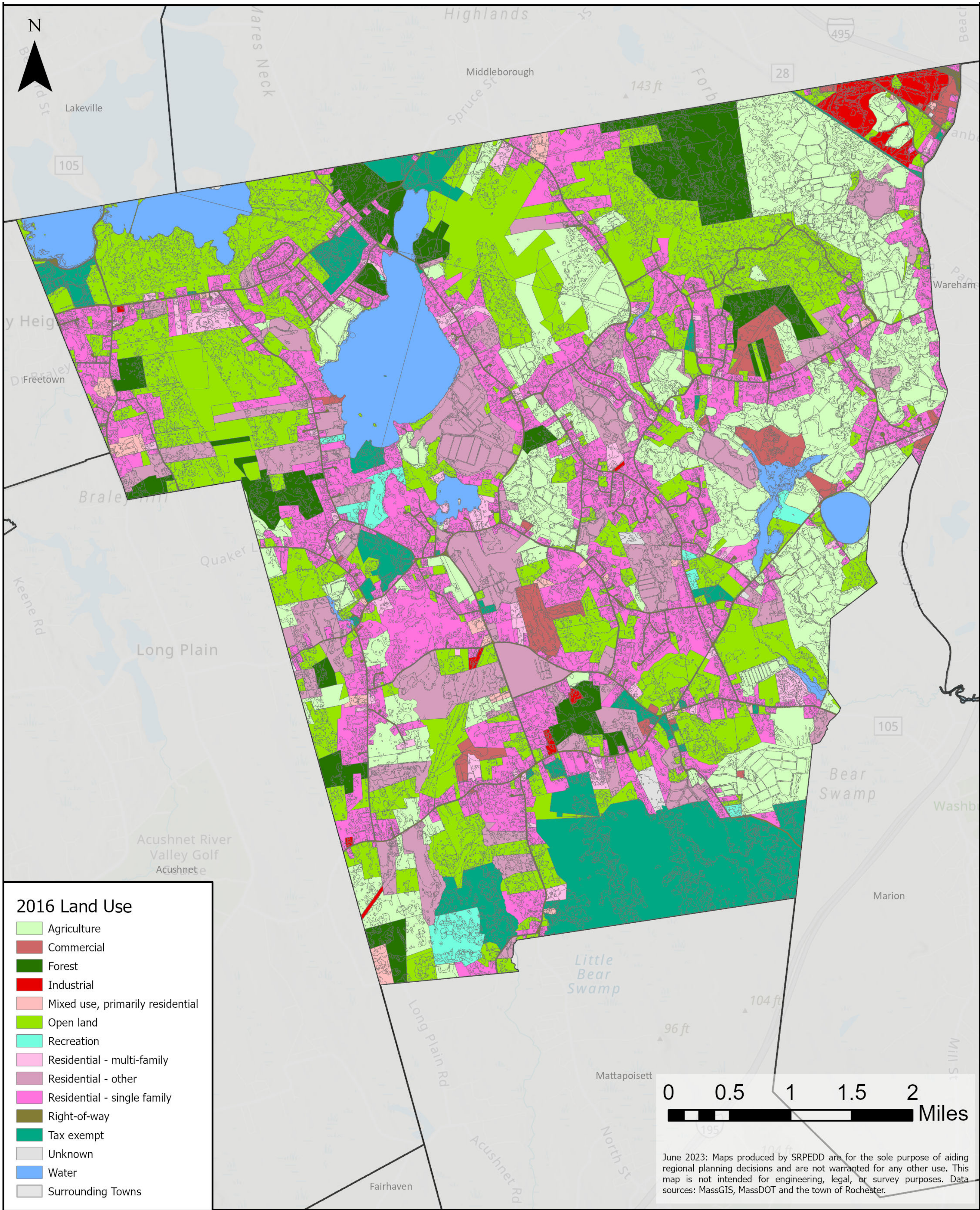
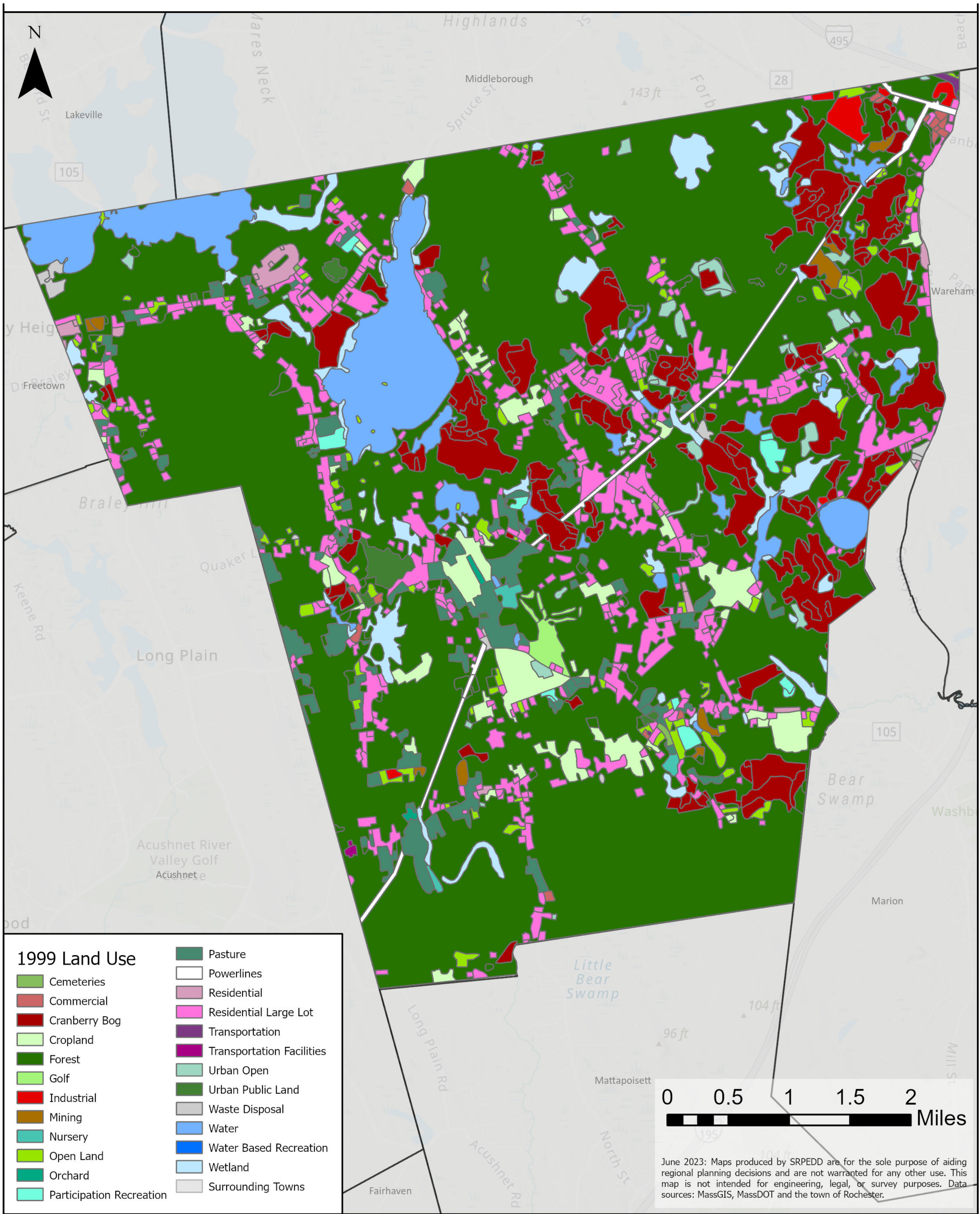
# Land Use

2000

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

On paper, Rochester’s land use patterns look quite different now than they did even 20 years ago, even though what you see on the ground may not have changed all that much.

2016



While land use types have changed over time there are some trends that we can still easily determind. Housing in Rochester, categorized by the color pink has greatly expanded through the town. Much of the forested space from the 1999 map however is still in conservation under different categories of protection.

According to MassAudubon’s Losing Ground 2020 report, Rochester ranked 9th highest (town or city) in the state for new development which included 245 acres from 2012 to 2017. In the same time period, 460 acres of land were newly conserved.



# Housing

What kind of home do you live in?  
Is there a type of housing that's missing in Rochester?  
How can we address general trends of rising demand while maintaining town character?



## Less than 1% of homes in Rochester are subsidized.

The town only has 8 subsidized units to date. The state requires 10% of homes per town be subsidized.  
What does that mean for the town and future development?

### Housing Cost-burden



# Economic Development

## Top Employers

Company Name	Number of employees
Old Colony Regl Vocational	100-249
Rochester Memorial School	50-99
Barnes Tree SVC	20-49
Jonathan's Sprouts	20-49
Outdoor World Cape Cod Resorts	20-49
Rochester Fire Dept	20-49
USPS	20-49
Van Roy Oil Co	20-49
Apc New England	10-19
Capt Bonney's Cremery	10-19
Creative Sensor Technology Inc	10-19
Friends' Marketplace-Rochester	10-19
It's All About the Animals Inc	10-19
Matt's Blackboard Rstrnt-Ctrng	10-19
Rain Magic Irrigation	10-19
Rochester Ma Police Dept	10-19
Rochester Town Hall Offices	10-19
Secret Garden	10-19
Shea Concrete	10-19
Sperry Fabric Architecture	10-19
Annie Maxin House Inc	5-9
Old Colony Cougars Pto Inc	5-9
Rochester Golf Club	5-9

Residential taxes make up 86% of all tax revenue for the town.

The proportion of taxes from commercial and industrial properties has remained consistent between 13-15% since 2010.

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

What types of businesses should Rochester have?

What businesses or industry best reflect the character of the town?

## Employment by Industry

NAICS	Industry	2011	2021	% Change 2011 - 2021
23	Construction	65	110	
31-33	Manufacturing	0	45	
42	Wholesale Trade	3	3	
44-45	Retail Trade	27	43	
51	Information	0	13	
52	Finance & Insurance	17	0	
53	Real Estate & Rental & Leasing	0	3	
54	Professional & Technical Services	20	27	
56	Administrative & Waste Services	74	104	
61	Educational Services	0	193	
62	Health Care & Social Assistance	15	121	
71	Arts, Entertainment & Recreation	8	8	
72	Accommodation & Food Services	0	71	
81	Other Services, Except Public Administration	19	0	
	<b>Total, All Industries</b>	<b>676</b>	<b>897</b>	<b>32.69%</b>

Source: MA EOLWD

Do you personally work in Rochester?

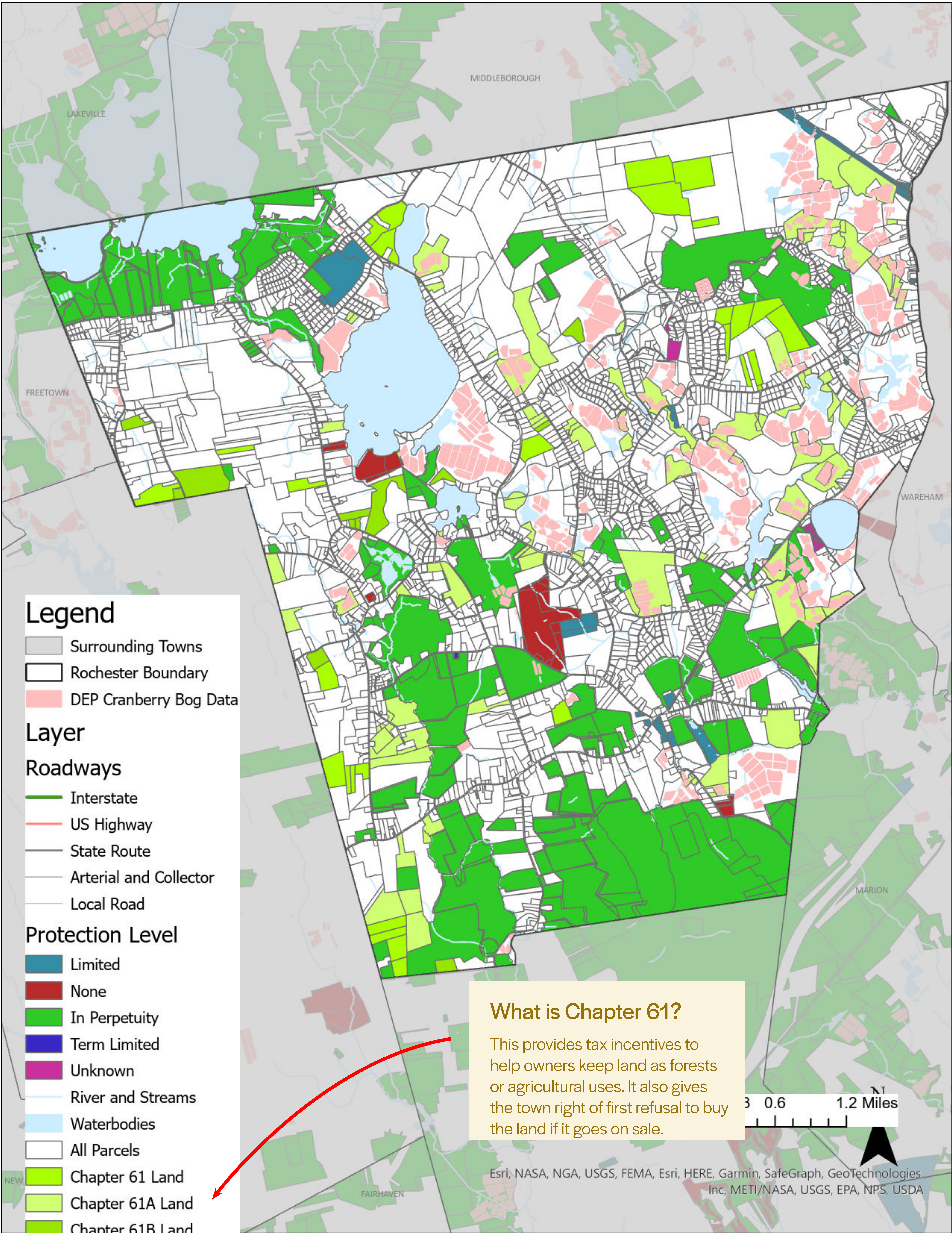
If not, do you commute? Where to and how far?

Does your job exist in this community?



# Open Space and Recreation

Open space includes parks, sports fields, hiking trails, and nature preserves.



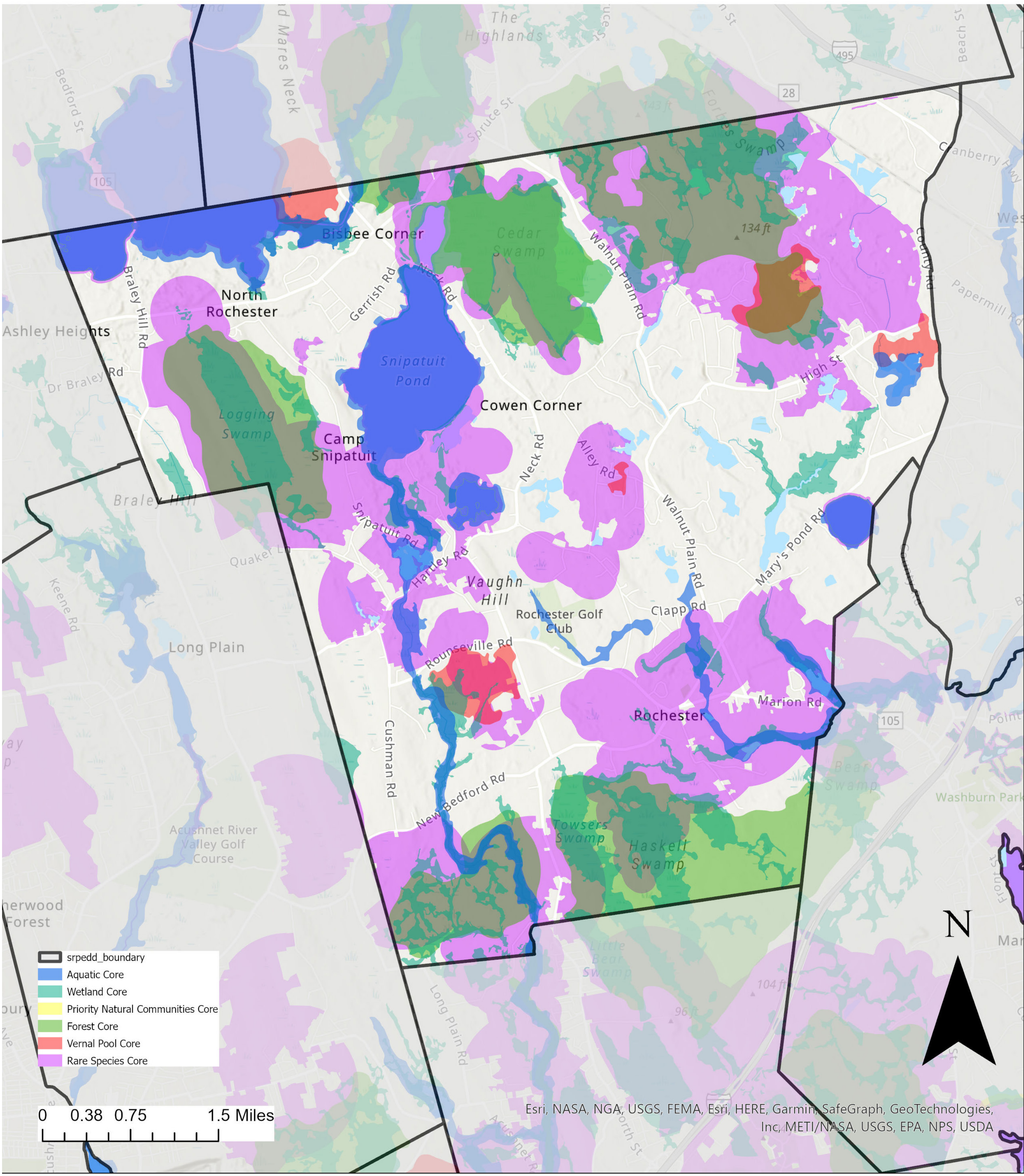


# Natural and Cultural Resources

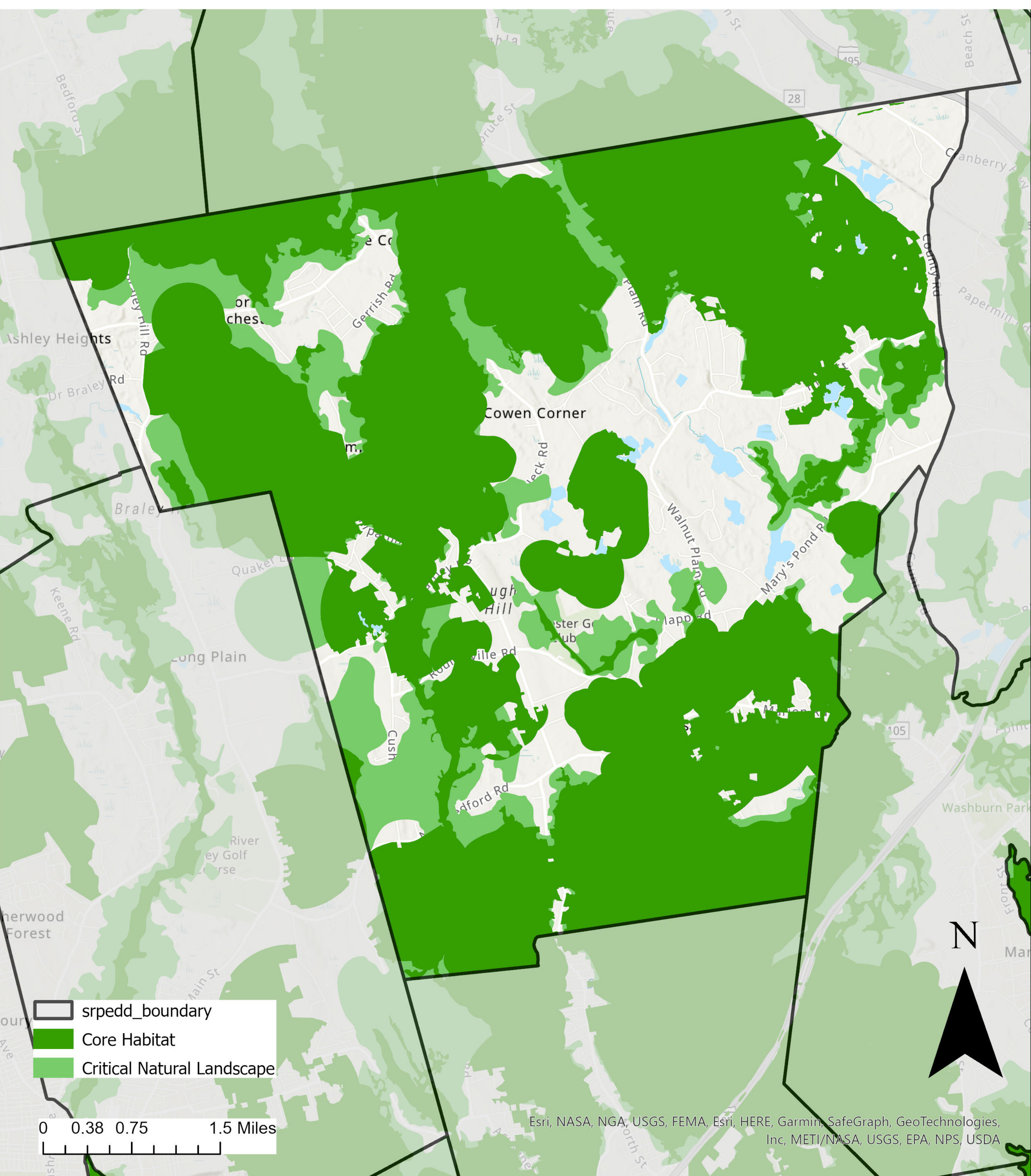
This map series highlights the areas in town that are key natural spaces. Using varying colors, the map shows the local importance for each area, or in the simpler view the map uses two shades of green to identify core habitat and the supporting Critical Natural Landscape.

This information informs the town where they should prioritize conservation or development based on how important a parcel of land is. Much of the critical land is already protected.

BioMap Core Elements



BioMap Core Elements





# Transportation

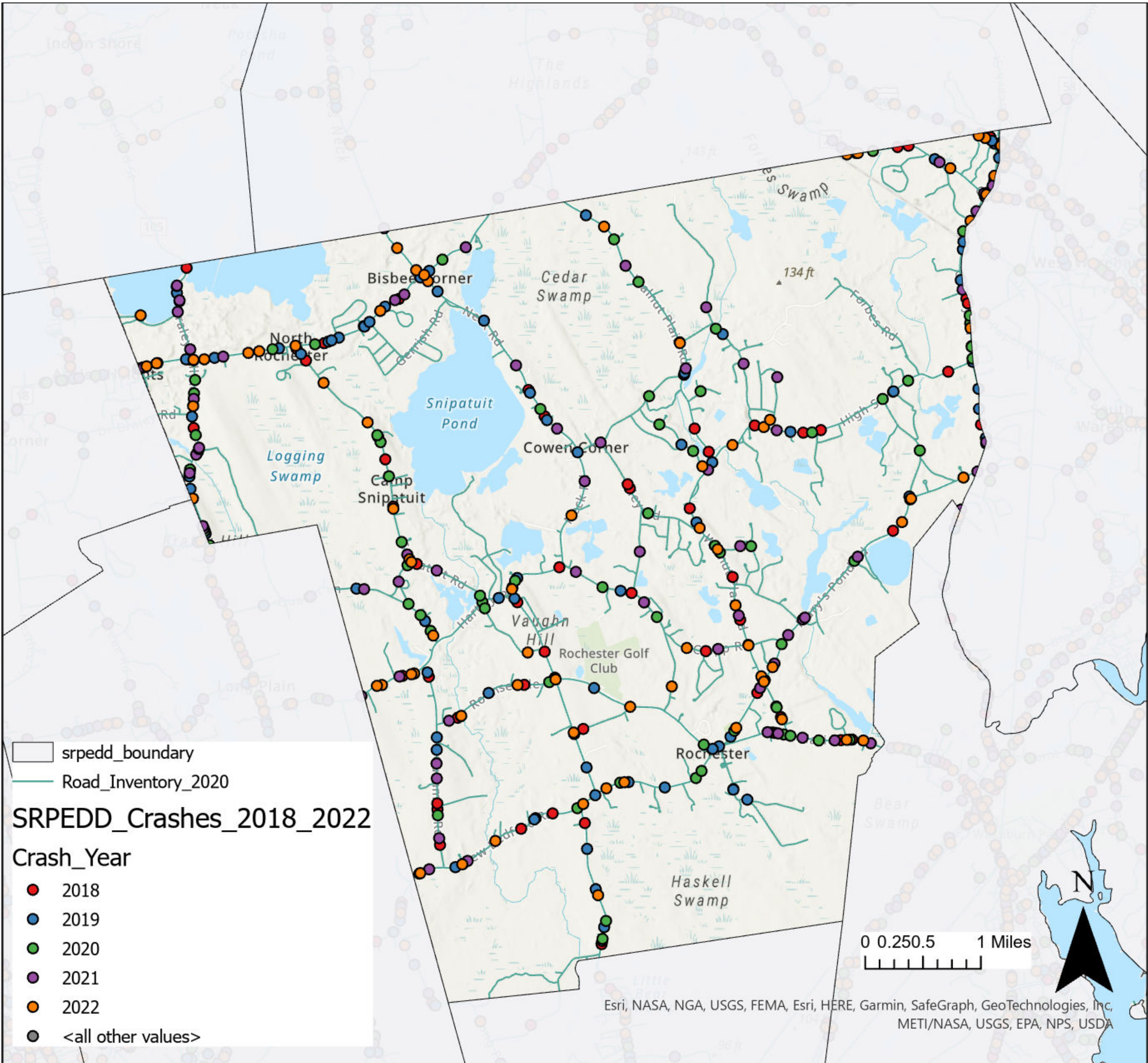
How do you get around - walk, bike, or drive? Maybe some or all of the above!

Do any of these crash locations need improving? Are they unsafe?

What transportation modes do you wish were more accessible?

Total Miles of Roads	75.56
MassDOT	6.44
Town Accepted	67.75
Unaccepted	1.37

## Rochester Car Crashes from 2018-2022





# Visioning

## Ad-Lib Vision Activity



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

1. One of my favorite places in Rochester is \_\_\_\_\_.

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



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

3. In the next 10 years, I want Rochester to \_\_\_\_\_.



# Engagement

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.)?**