

Rochester Master Plan Discovery Workshop

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Development District (SRPEDD) staff

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Rochester Master Plan

Today's Agenda

- Welcome to the Master Plan Process!
- Statement from Nancy Durfee, Town Planner
- Presentation – What is a Master Plan?
- Transition to the data dive open house portion of the evening
- Closing



What is a Master Plan?

In accordance with Massachusetts General Law:

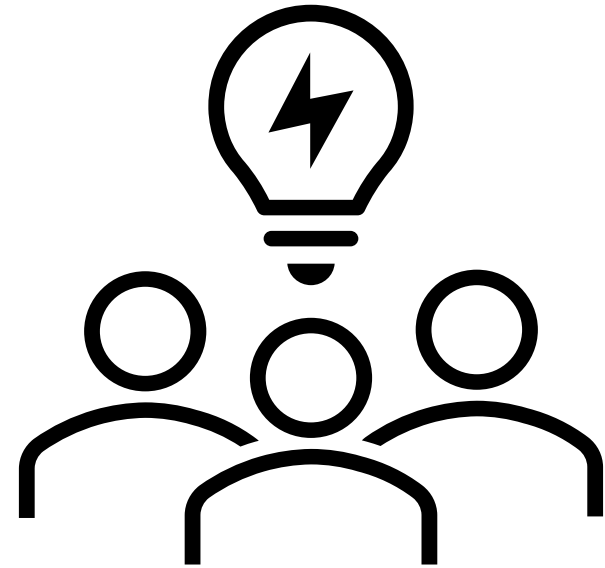
Such plan shall be a **statement**, through text, maps, illustrations or other forms of communication, that is designed to **provide a basis for decision making** regarding the **long-term** physical development of the municipality. The comprehensive plan shall be internally consistent in its policies, forecasts and standards . . . [M.G.L. c. 41, s. 81D]

Long-term typically interpreted as a 5 to 10 year “life” or “planning horizon”

The Master Plan is approved by the select board.

What is SRPEDD's role here?

- Listen to the community
- Understand the community's goals and priorities for Rochester
- Gather, analyze, and present information
- Help make a plan that responds to your goals



Required Chapters

M.G.L. c. 41, s. 81D directs Planning Boards to prepare a Master Plan with the following chapters:

1. Statement of Goals and Policies
2. Land Use
3. Housing
4. Economic Development
5. Natural and Cultural Resources
6. Open Space and Recreation
7. Services and Facilities
8. Transportation and Circulation
9. Implementation Strategies

Transportation is the process of carrying goods and people; Circulation is the roadway and other networks that underly transportation

Housing



Economic Development



Open Space & Recreation



Transportation & Circulation



Land Use



Natural & Cultural Resources



Services & Facilities



Why create a master plan?



Promote orderly and predictable development



Provide clarity to property owners, developers, and permitting authorities



Promote open, transparent decision-making that aligns with community goals



Set priorities for developing and maintaining infrastructure and public facilities



Protect environmental resources



Strengthen local identity and express a vision for the town

What type of information do we consider?

Land use
patterns

Zoning and
laws

Town priority
areas

Ownership
and rights

Facilities and
assets

Water
resources

Conservation

Habitat areas

Agriculture

Transportation

Emergency
statistics and
services

Environmental
Hazards

Land values

Development
history

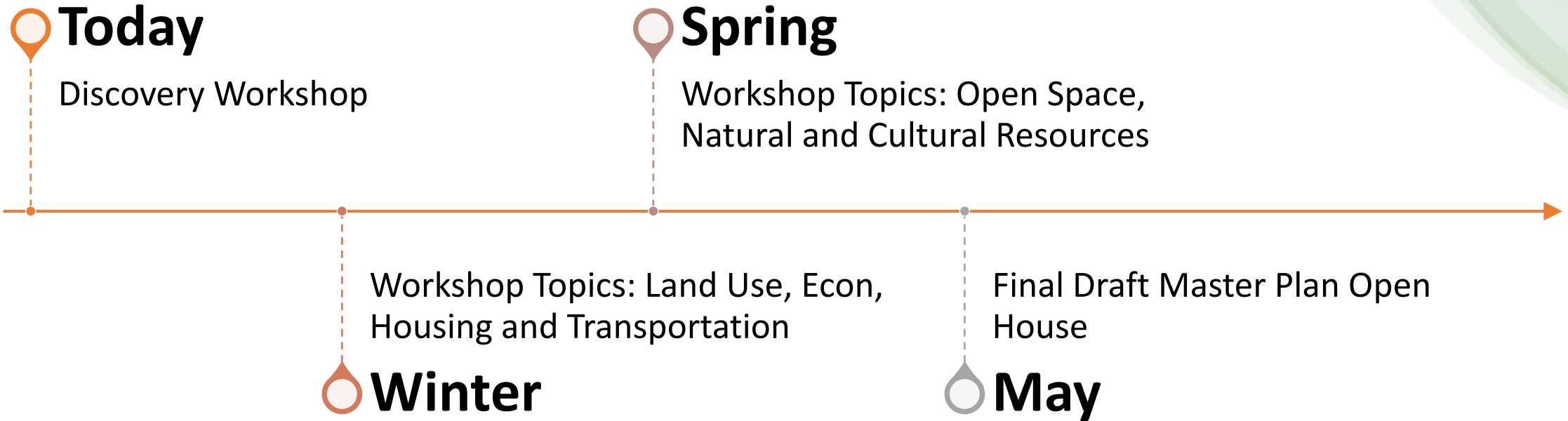
Demographic
and economic
trends

And your input!

The community's character input and goals are the most important part and make the plan unique and effective.

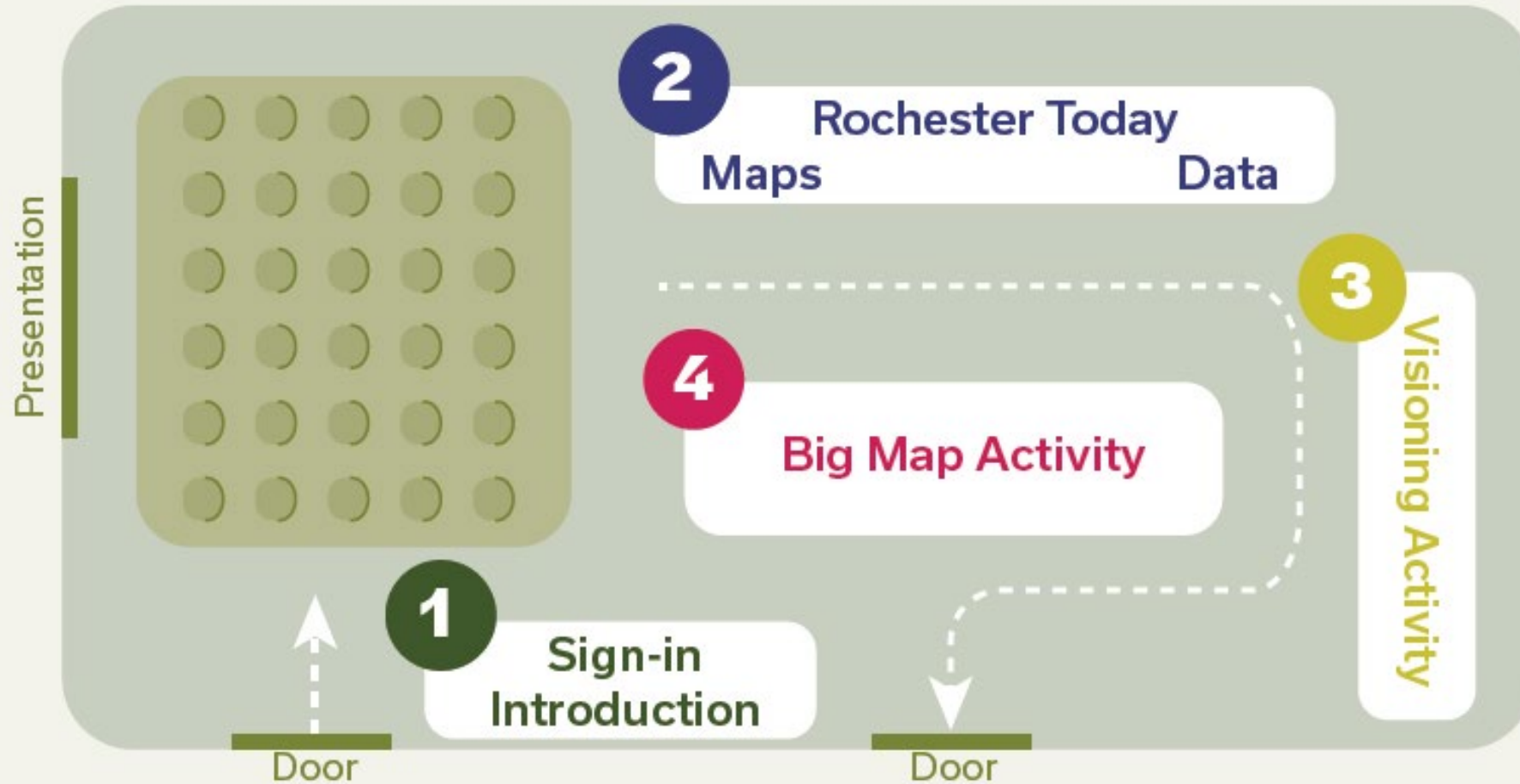
- Public Workshops
- Table Events
- Website and Social Media
- Public Comment Submissions
- Existing town documents
- Master Plan Committee

Public Participation Timeline



Plus, tabling events and public survey!

Open House Layout





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 Rochester can be prepared and increase its resilience.



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 Rochester

38% of households include a person age 65+.

34% of households include a child under 18.

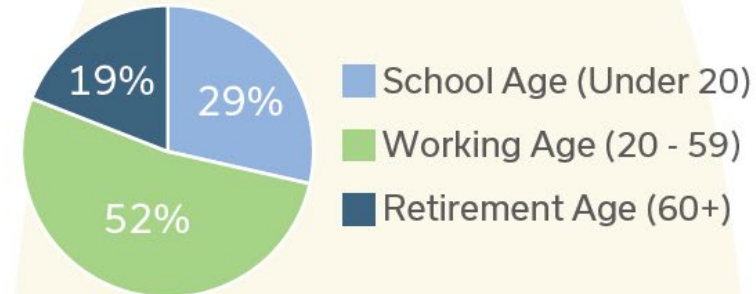
The average household size is
2.9 people.

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

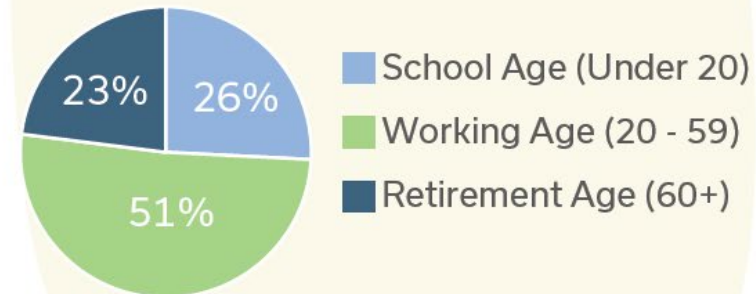
Source: Decennial Census (2020, 2010). American Community Survey (ACS) 5-Year Data (2016-2021)

Age Distribution

2010



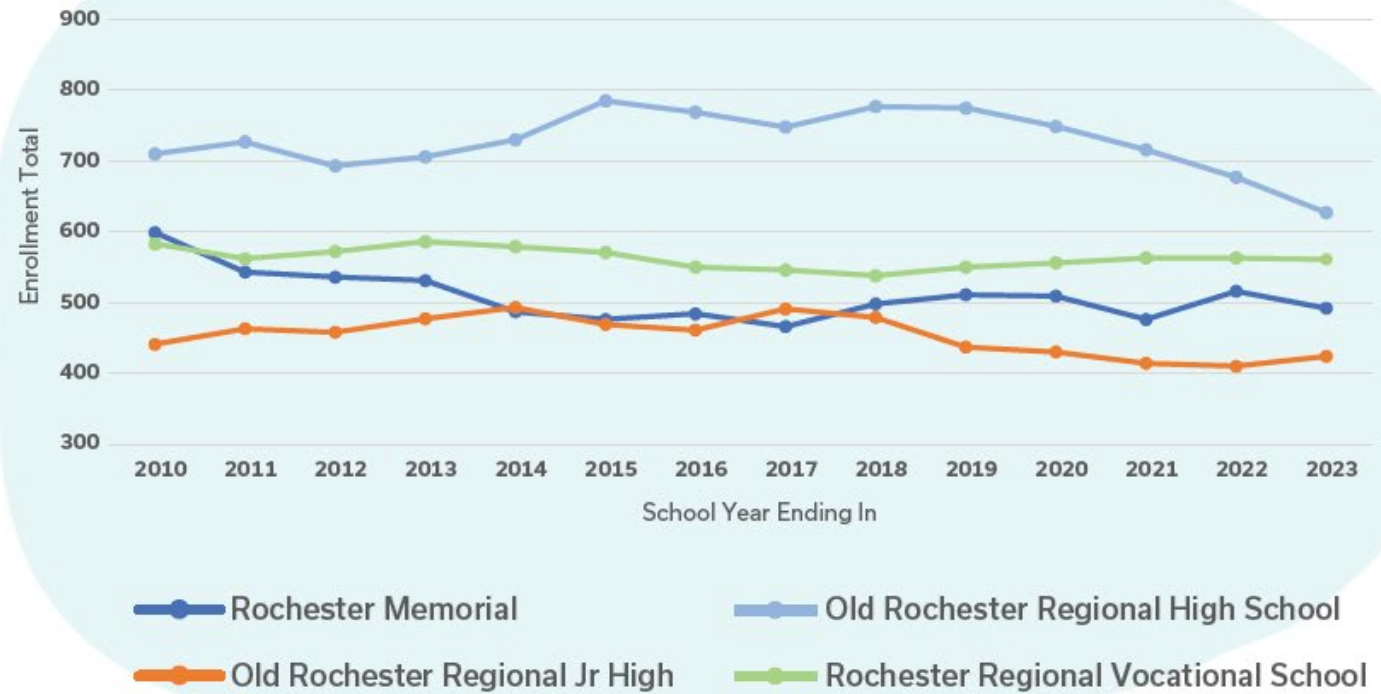
2020



Rochester is aging, but not by too much.

School Enrollment
has decreased
slightly over time.

School Enrollment





Land Use

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

Zoning Map of Rochester

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

Base Districts

- Residential/Agriculture
- General Commercial
- Industrial
- Limited Commercial

Overlay Districts

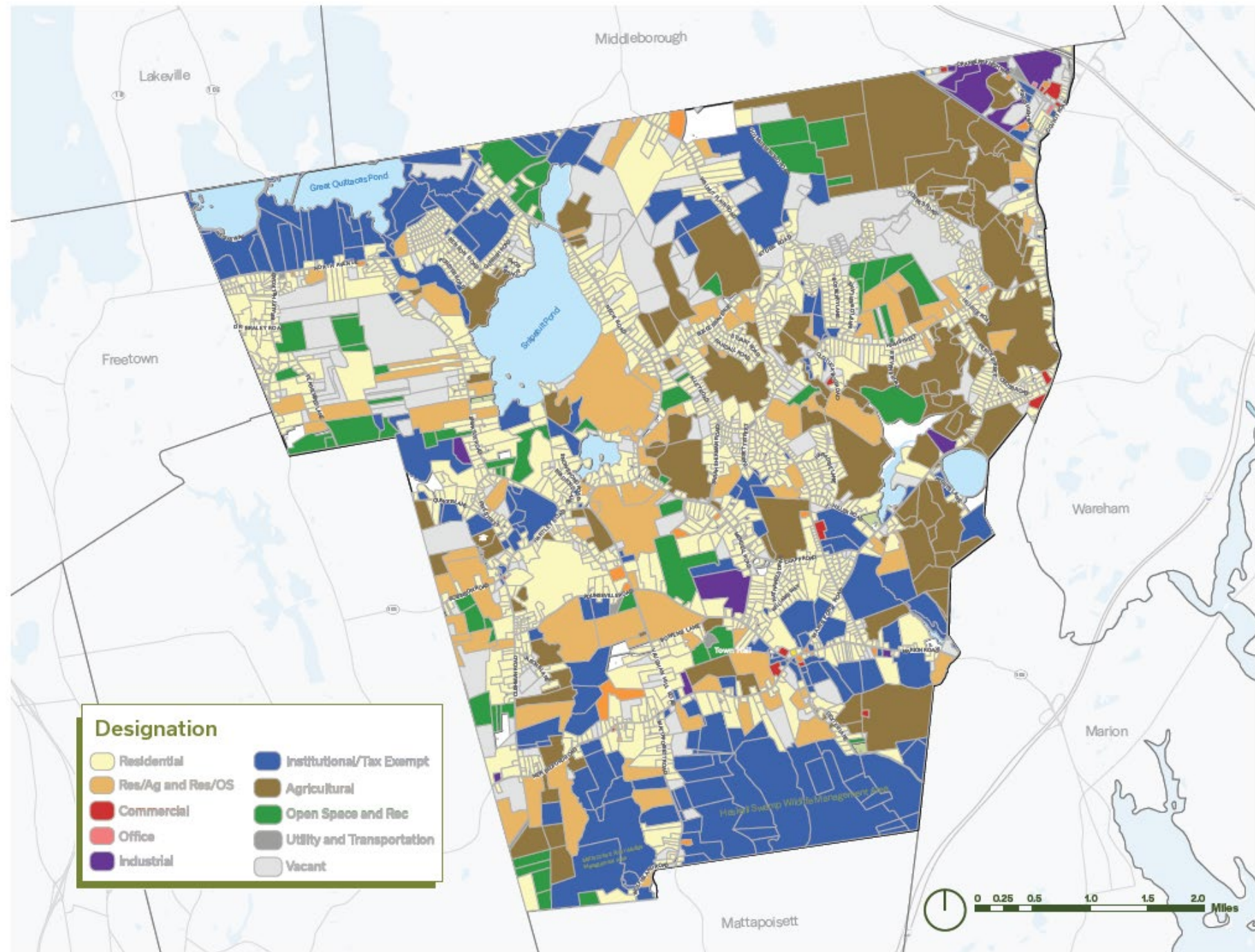
- Mattapoissett River Valley Watershed
- Groundwater Protection District
- Rochester Historic District

Historic District



On paper, Rochester's **land use patterns look quite different** now than they did even 20 years ago, particularly in regards to land use for housing.

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.





Land Cover

How has the actual, on the ground usage of land changed? What's diminishing and what is increasing?



In contrast to Land Use designations that assign one category to a full parcel, **Land Cover shows what actually exists** and what you can interact with, as well as what limitations they may impose.

More wetlands that you expected? Many wetlands may not see wet year-round to the naked eye, but are a valuable natural resource and can significantly influence development patterns.





Housing

What kind of home do you live in?

Is there a type of housing that's missing in Rochester?

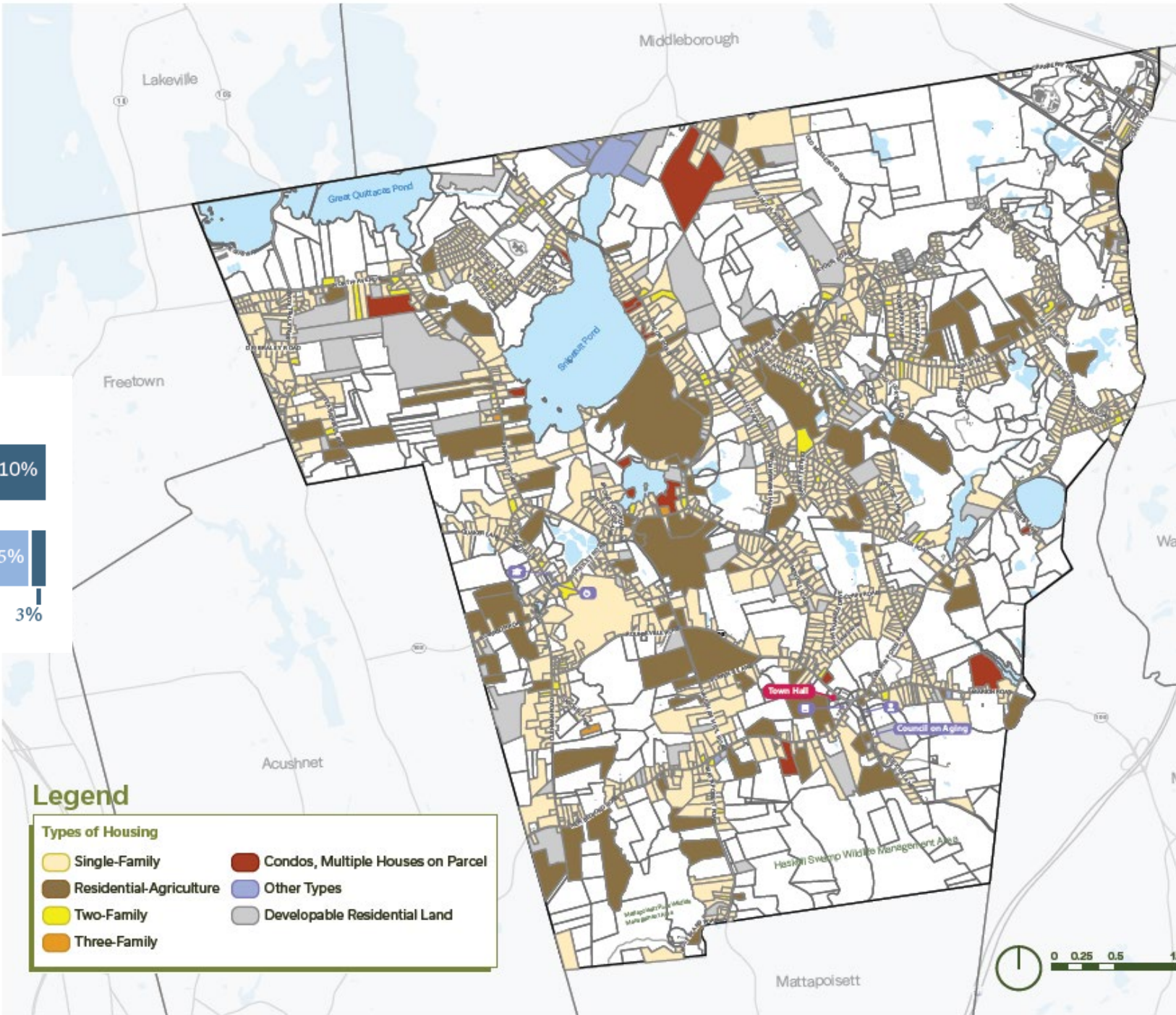
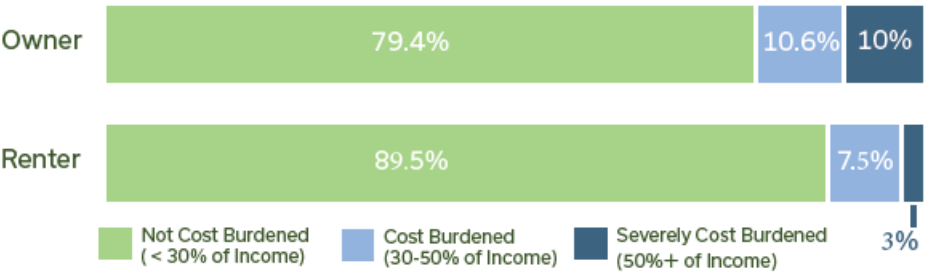
How do we address rising demand and maintain town character?



Less than 1% of homes in Rochester are "affordable".

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

Housing Cost-burden






Economic Development

What kind of businesses should Rochester have?

Which industry best reflects the character of the town?

Do you work in Rochester? Does your job exist in Rochester?

How far do you commute?



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.

Employment by Industry

Industry	2021
Construction	110
Manufacturing	45
Wholesale Trade	3
Retail Trade	43
Information	13
Finance & Insurance	0
Real Estate & Rental & Leasing	3
Professional & Technical Services	27
Administrative & Waste Services	104
Educational Services	193
Health Care & Social Assistance	121
Arts, Entertainment & Recreation	8
Accommodation & Food Services	71
Other Services, Except Public Administration	0
Total, All Industries	741

32.7% Increase
in the number of jobs
available in Rochester
since 2011


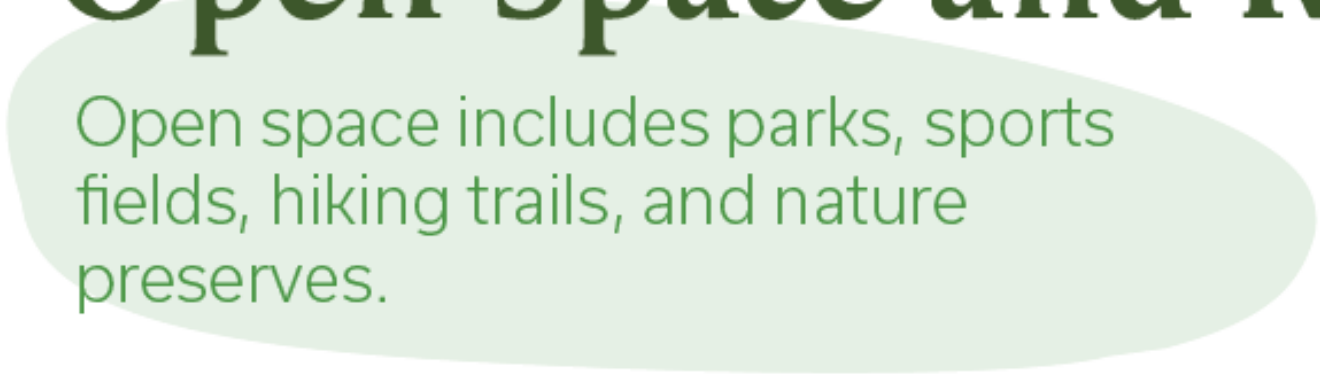
Top Employers

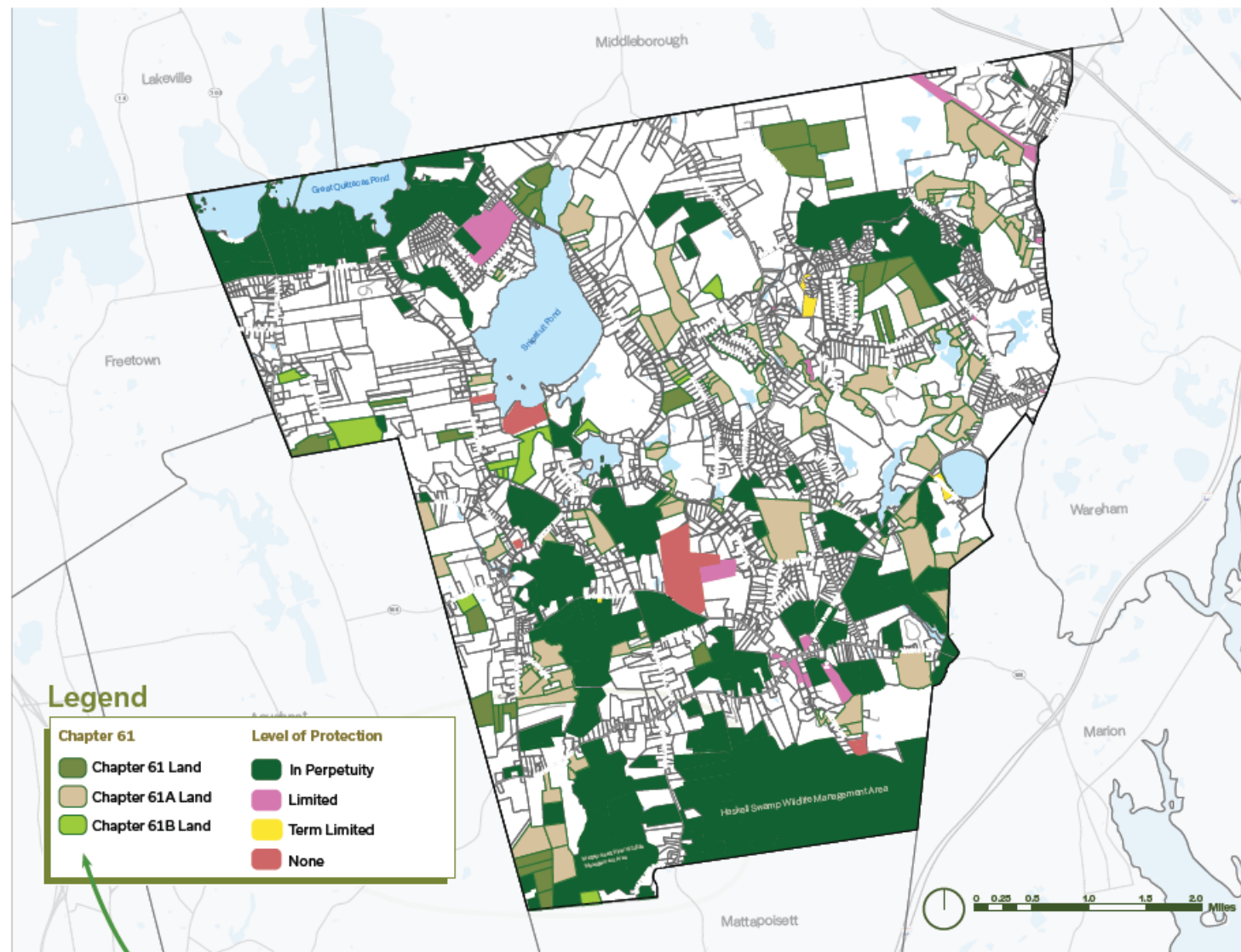
Company Name	Number of employees
Old Colony Regl Vocational	100-249
Rochester Memorial School	50-99
Barnes Tree SVC	20-49
Jonathan's Sprouts	20-49
Outdoor World Cape Cod Resorts	20-49
Rochester Fire Dept	20-49
USPS	20-49
Van Roy Oil Co	20-49
Apc New England	10-19
Capt Bonney's Cremery	10-19
Creative 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



Open Space and Recreation

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





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.

The number **61** refers to forested land and the **61A** designation refers to Agricultural and Horticultural Land, while **61B** refers to Recreational Land.



Natural Resources

The Massachusetts BioMap initiative highlights the areas in town that are key natural spaces. Using varying colors, the map shows the local importance for each area and identifies core habitat and the supporting Critical Natural Landscape.

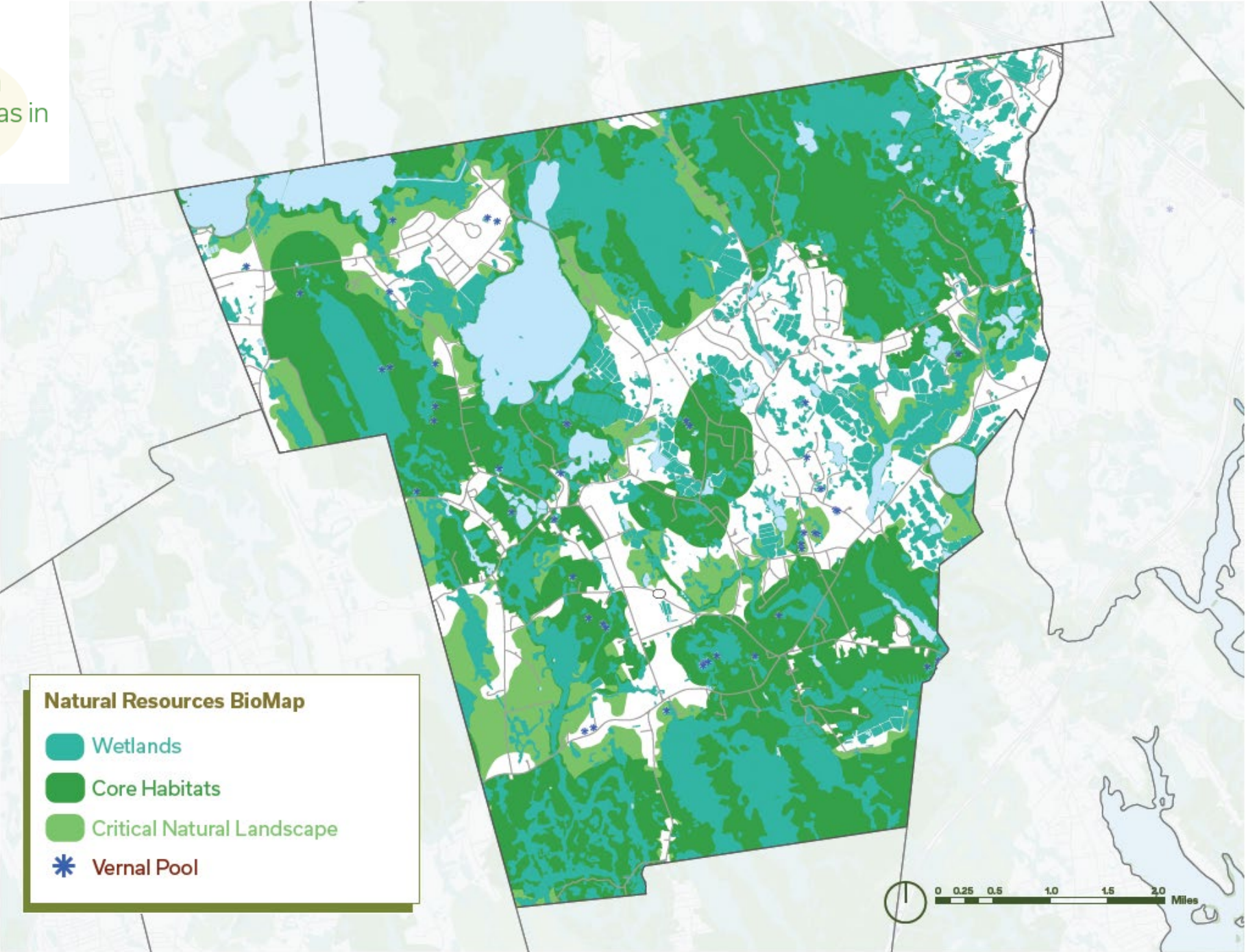


This information informs the town where they should **prioritize conservation or development** based on how important a parcel of land is. Many critical natural areas in town are already protected.

Core habitats delineate essential habitat that cannot absorb significant levels of activity without substantial impact to species of concern.

Critical Natural Landscapes are better able to support ecological processes and disturbance regimes, and a wide array of species and habitats over long time frames.

Vernal Pools are seasonal wetlands that provide unique habitats for numerous plants and animals, and can act as a food/water source for many others.





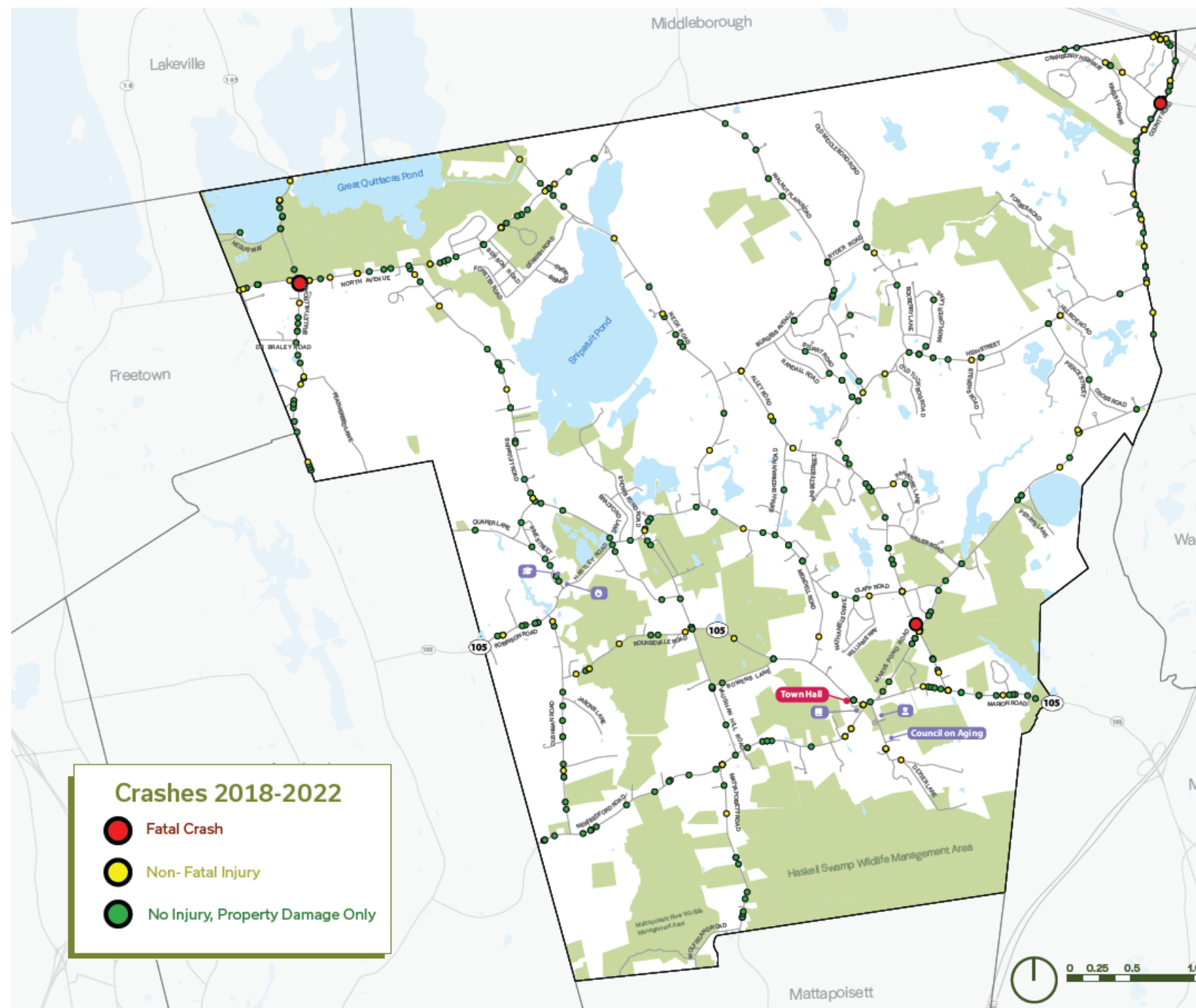
Transportation

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



Visioning

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

that you have two hands, one for helping
yourself, the other for helping others"
-Audrey Hepburn

Visioning

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

Post-it notes on the visioning board:

- ADOPT AFFORDABLE HOUSING
- Expand town water/gas service
- Maintain open space + agricultural spaces
- Preserve more open space
- Community center
- Double the number of small businesses
- Maintain open space + agricultural spaces
- Preserve Right to Farm community
- Support families of young children
- Be creative about how public transportation options
- Small class-sized multi-family housing
- YMCA branch
- Transportation options - see school, police, school, in school, in school
- Expand alternative housing options (rental, etc.)
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Jamboard

The screenshot displays a Google Jamboard interface. At the top left, the name "Rochester" is visible next to a small orange icon. The top navigation bar includes a back arrow, a page indicator showing "1/2", a forward arrow, a Google logo, a menu icon, and a blue "Share" button. Below this, a secondary toolbar contains a undo/redo icon, a search icon, and buttons for "Set background" and "Clear frame". The main workspace is a large grid with the text "In the next 10 years, I want Rochester to...." and a yellow sticky note that reads "Implement the 2024 Master Plan". On the left side, a vertical toolbar contains icons for drawing, erasing, selecting, adding notes, images, shapes, text, and a lasso tool. A blue arrow points from a white text box to the note icon in this toolbar. The text box contains the instruction: "Click this icon to add your note".

Rochester

< 1/2 >

Google

Share

↶ ↷ 🔍 Set background Clear frame

In the next 10 years, I want Rochester to....

Implement the 2024 Master Plan

Click this icon to add your note

Thank you!

Stay involved on the website!



Ask questions or provide comments!

SRPEDD Team

enviro@srpedd.org

Nancy Durfee, Town Planner

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