

Plainville

Master Plan

2024





Acknowledgments

This Plainville Master Plan document would not have been possible without the support, input, and local knowledge provided by the Town's residents, professional staff, and leadership. The Town would like to acknowledge the following for their role in preparing this Master Plan.

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What is a Master Plan?

Plainville designed this Master Plan to be a concise, easy-to-understand document. It is not an exhaustive list of actions or ideas; rather, it presents the main missions for the town to achieve over the life of the plan – approximately 10 years.

The Master Plan consists of the following “elements,” or chapters:

Each chapter contains the main information needed to explore and address its subject matter and is broken down in the following way:

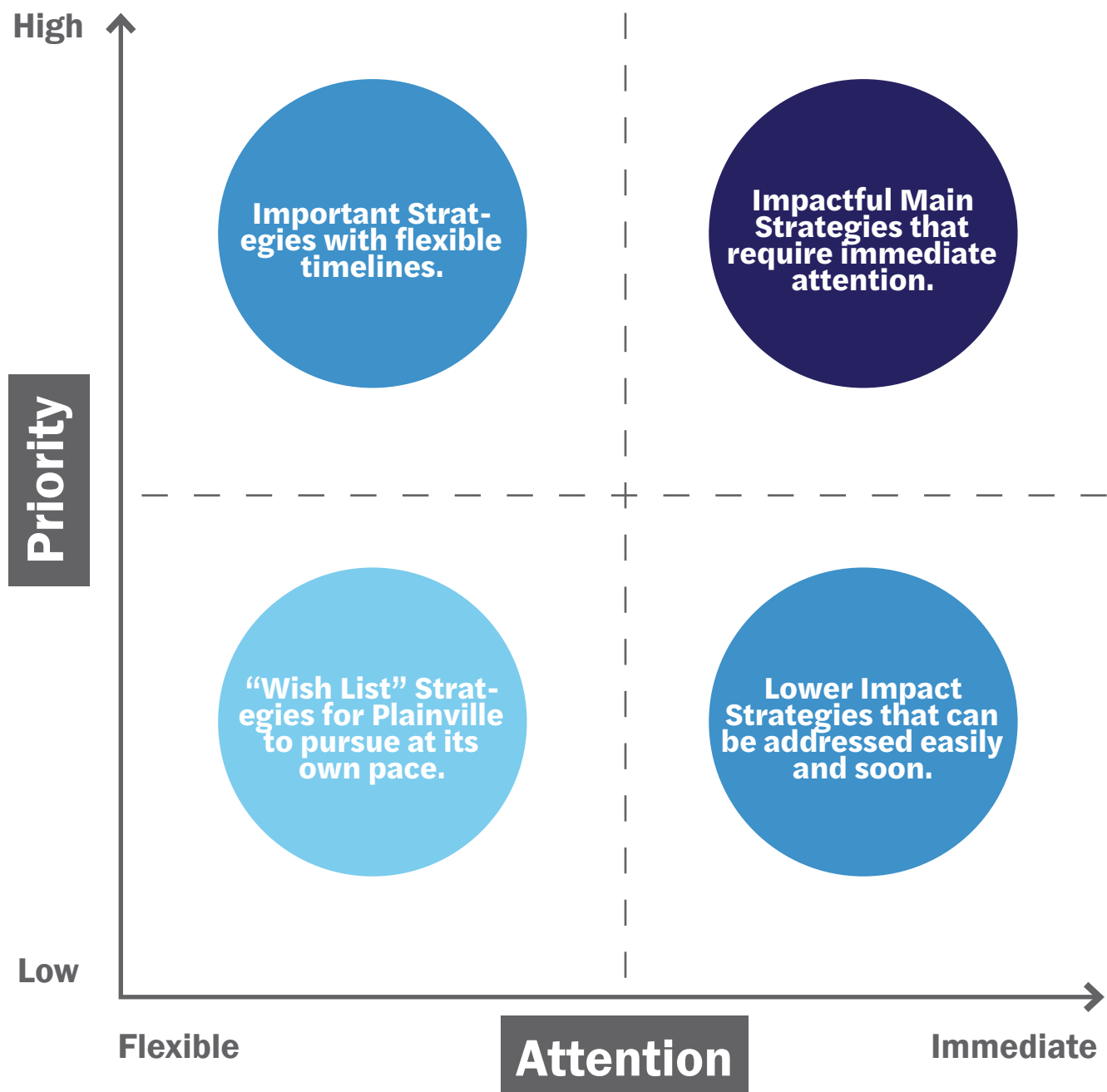
- **“Context”** explains the topic at hand and identifies relevant issues and opportunities for Plainville. There is also an overview of the community process and what SRPEDD heard.
- **“Vision”** summarizes the big ideas that emerged from this Plan.
- **“Goals”** propose ways to solve problems and promote opportunities.
- **“Strategies”** contain important details to accomplish the goal, including its priority, the main steps to take action, the lead party (“who’s in charge”), and recommended partnerships and programs to pursue.
- All of these details are summarized again in the “Implementation” chapter, which explores and organizes each Strategy in a user-friendly table.

In summary, by relying on public input and clear information, the Town intends to create a transparent and representative plan. It is now up to the residents, elected, and appointed officials to read the plan and use it to guide important decisions about Plainville’s future.

Prioritizing Strategies in the Plan

Like all municipalities, Plainville is constrained by its resources and staff capacity. The chart below illustrates how the planning team has prioritized different strategies in this Plan. At the top-right are strategies that require more immediate attention and are of higher priority. On the bottom-left are strategies that have a more flexible timeline and remain a “wish list” item.

Each strategy is assigned a combination of High / Low and Flexible / Immediate.





Context

Demographics & History

What makes Plainville special?

Plainville is a Town in Southeastern Massachusetts, between the Boston and Providence metropolitan areas and located off of I-495. It is a primarily suburban and semi-rural residential community, with a few notable employment centers such as Commerce Boulevard and the Plainridge Casino.

While Plainville has changed over time, one thing remains unchanged.

Plainville is more than just a town and place—first and foremost, it is a community of people connected by a spirit of giving back. It is made up of a group of dedicated residents and business owners, those who have lived here for generations and those who recently moved here with their families.

Did you know?

Plainville was officially incorporated in 1905, making it the third youngest town in Massachusetts!

Plainville was also known as “Slackville” after a wealthy landowner. It was renamed in 1856.

Boston

55 minutes to
Downtown

plainville

30 minutes to
Downtown

Providence

Fast Facts

9,945 Residents

81.30% White alone

7.90% Black

3.75% Asian

7.05% Two or more Races

9.2% Hispanic or Latino

13.5% are Foreign-born

42 is the Median Age

Plainville Over Time

Before 1950, Plainville was a small rural hamlet with an estimated population of around 1,302. With the growth of interstates and the use of automobiles in post-war America, Plainville has grown considerably.

The Town's population has grown 34% from 1990 to 2020, increasing from 6,871 to 9,945 residents.

This growth is compared to 14% in Norfolk County and 11% in Bristol County over the same period. The Town continues to grow, its population increasing by 11.1% in the last decade alone.

Today's population is estimated to be around 4,213 households or 9,945 residents¹; the UMass Donahue Institute projects that Plainville's population will likely surpass 10,000 by 2025.

Like much of the rest of the state, the Town is also aging. The median age has increased from 37 to 42 since 2000. The share of residents under 20 has decreased from 28% to 23% while the share of residents over the age of 60 has increased from 16% to 21%. This demographic shift has impacted school enrollment; elementary school enrollment has decreased from 803 to 656 between 2012 and 2022.

1. 2020 Census

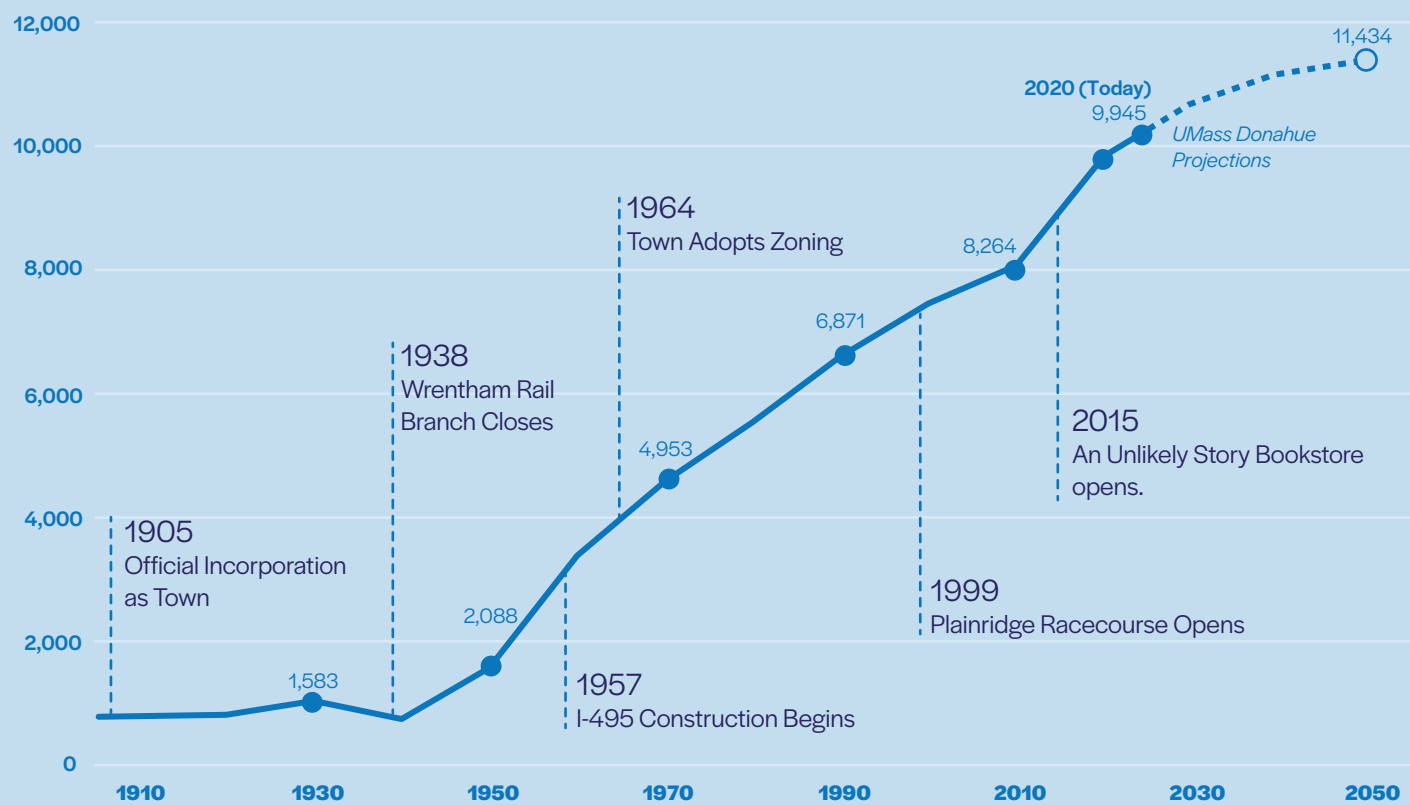


Figure 1. Graph of population growth from 1905 to 2020, with projections to 2050.

Households in Plainville

Average Household Size:
2.5 persons

29% include a person age 65+

Up from 22% in 2000.

27% are single-person households.

13% of these single-person households are 65+ years old.

32% include children under 18.

Down from 35% in 2000.

Source: 2010, 2019 ACS 5-year Estimates

Key Questions

Plainville's senior population is growing.

Age Groups

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

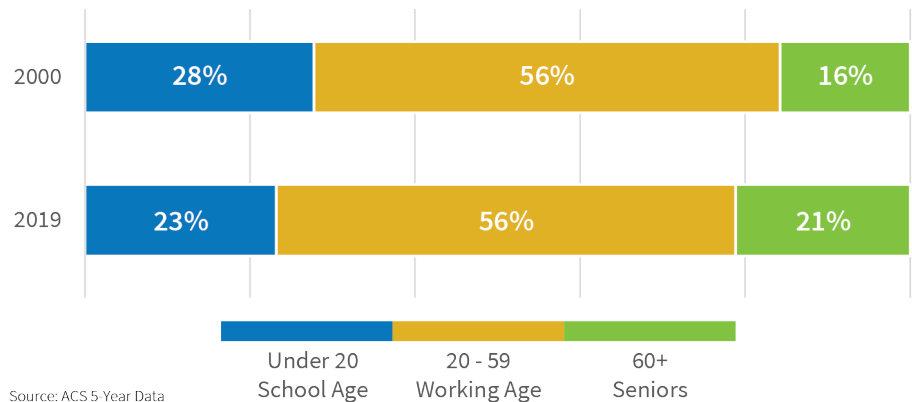


Figure 2. Graph of Plainville's population by age group.

Plainville School Enrollment

Elementary School

Total elementary school enrollment has fallen from 803 to 656.

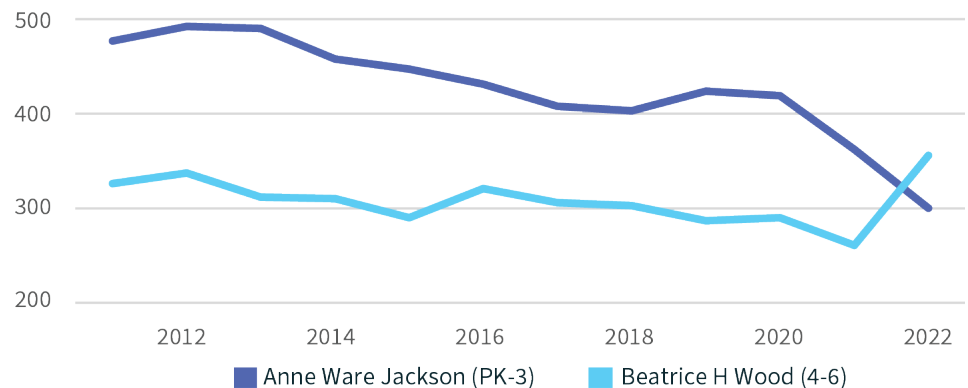


Figure 3. School enrollment from 2012 to 2022; numerous School Districts across the region and Commonwealth are experiencing overall declining trends in elementary student enrollment as demographics shift (generally towards fewer children, more seniors). Please note that 3rd grade classes moved from Jackson to Wood in 2022.

How should the Town respond to these demographic shifts?

How can the Town manage its population growth while also attracting younger families who may be priced out?

How can the Town support its growing senior population and ensure they can afford to stay?

Timeline

Visit the Plainville Public Library site or visit the Historical Commission for a more complete timeline! (<https://www.plainvillepubliclibrary.org/local-history.html>)

1635

The area within town boundaries is included in a grant of land for Dedham.

1675

King Philip's War

1715

Humphrey House was built.

1790

Angle Tree Stone is built, marking the border between Bristol and Norfolk counties.

1890

Wrentham Branch of Old Colony Railroad opens.

1905

Happy birthday! The Town officially incorporates.

1938

Wrentham Branch closes.

1957

I-495 Construction begins. Cowboy Town, a Wild West amusement park, opens, lasting only three years.

1999

Plainridge Racecourse opens.

2015

An Unlikely Story Bookstore opens. The Plainridge Park Casino opens.

2019

Modern Town Hall and Public Safety building open.

1600s

Originally included in a 1635 grant of land for Dedham, Massachusetts, the area was later deemed the Plantation of Wollomonuppag. As one of the earliest signs of settlement, a Wampanoag man by the name of Matchinamook petitioned and received a few acres of land at the head of the Ten Mile River at present-day Fuller's Dam. The King Philip's War broke out between the Wampanoag Indians, led by Metacom, and English Colonists.

1700s

Settlement began in the area that would become Plainville, initially as part of Wrentham. Early manufacturing operations began, such as a cotton manufactory opened by Benjamin Shephard in 1793.

1800s

The arrival of the Old Colony Railroad Wrentham Branch facilitated easier access to surrounding communities and encouraged development. The former station was located off West Bacon Street. The round house still exists.

Early 1900s

Many factories opened in Plainville, including Larson Tool & Stamping Company and Whiting and Davis, known for its metal mesh bags.

1950s - 1990s

The highway system expanded, including the construction of Interstate 495 nearby, enhancing regional connectivity and promoting suburban growth patterns.

1990s to Today

The Town experiences faster growth due to the new freeway connections and its proximity to Boston and Providence. Today, suburban development continues, with a focus on balancing growth with preserving the town's character and natural resources.

The Future!

How can the Town continue to preserve its open spaces, enhance its services and facilities, and encourage growth and economic development where appropriate?



Figure 4. Aerial Map of Plainville's Town Center (1887).



Figure 5. Falk's Market, the previous building where the Bookstore is. While the original building was attempted to be save, it was deemed infeasible.

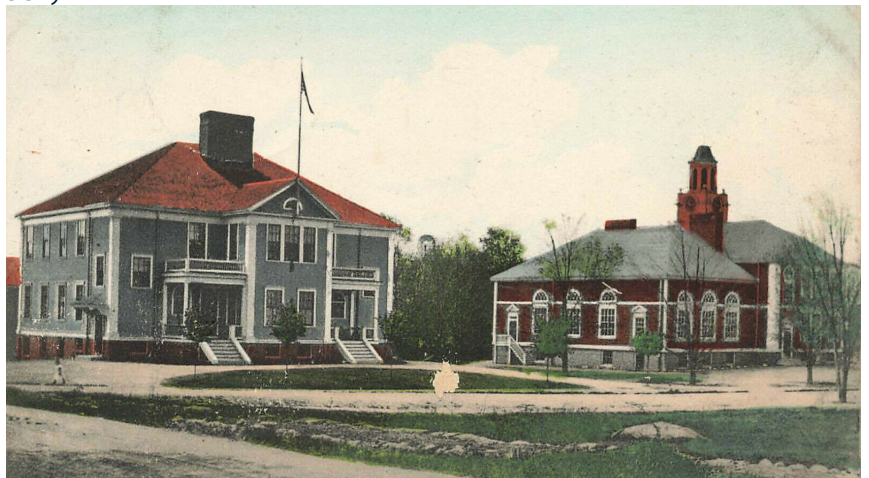


Figure 6. Postcard of former Town Hall and school (*HipPostcard*)



Figure 7. Postcard of former rail station, off of West Bacon Street. The roundhouse is still visible today. (*Plainville Libraries*)

Recent Plans

The Town has been planning for growth and change over the past few decades. The most recent active plans are:



The Master Plan (2009) is a strategic, 10-year road map for Town leaders and residents to follow. It lays out strategies and recommendations for zoning changes and Town investments. Since its completion, 900 units of housing and 430k square feet of commercial development have been developed. Many of its goals and strategies are still relevant today and have informed this Plan.



The Open Space and Recreation Plan (2019 to 2026) inventories the Town's open spaces and natural resources and lays out strategies for protecting and enhancing them.



The Complete Streets Prioritization Plan (2019) lists out and prioritizes important transportation improvements. The Plan is the first step in accessing State funding for projects, including intersection safety improvements, new sidewalks, and safer crossings.



The Municipal Vulnerability Plan (2020) identifies how Plainville can be prepared for climate change and its effects, such as inland flooding, emergency evacuation and communication, protection of key roads and utilities, and pest management.



The ADA Transition Plan (2021) inventories Town-owned buildings and lists out necessary improvements to ensure they are accessible to people of all abilities.



The Community Preservation Plan (2021) is regularly updated and lists ways in which Community Preservation Act (CPA) funding can help support affordable housing, historic preservation, open space, and recreation in the Town.

What is the Community Preservation Act?

The Community Preservation Act (CPA) in Massachusetts enables local communities to raise funds for the preservation of open space, historic resources, development of affordable housing, and recreational uses through a small surcharge on property taxes. Plainville adopted the CPA during the annual town meeting in June 2018.

Find a table of how previous planning relates to this Plan in the Appendix.

How has Recent Planning Shaped Plainville?

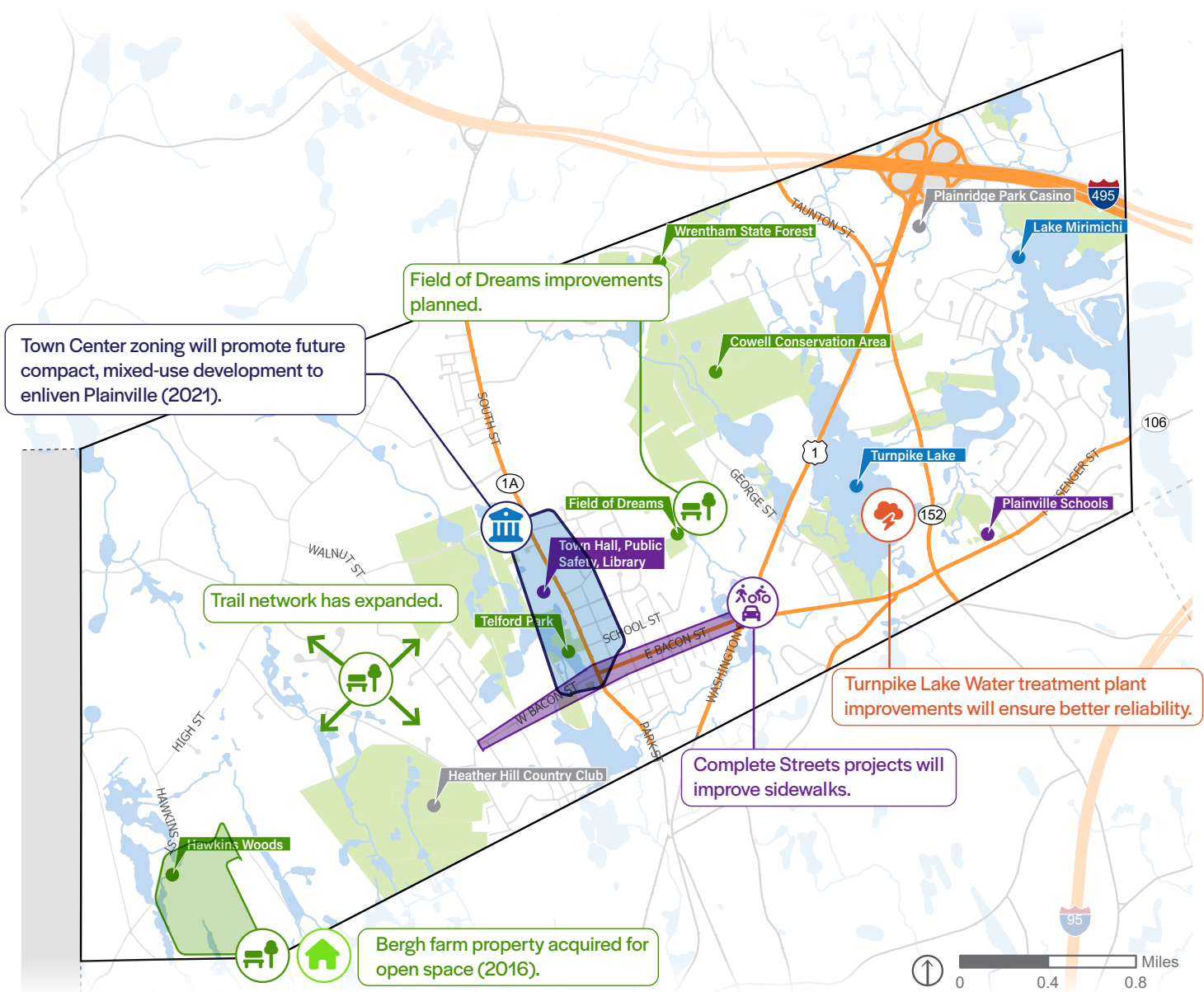


Figure 8. Map of Plainville highlighting areas where recent plans have resulted in Town improvements.



Planning Process Community Engagement

**This Plan came from the voices
of Plainville's residents**

We began this Plan in 2022 with the goal of creating a transparent process that broke the mold of traditional planning meetings. We met you outside of Town Hall - at the library, the bookstore, and at church.

An estimated 700 or more unique people shared their thoughts with us during the Plan.

Understanding and accurately depicting Plainville's community perspective and vision remained a primary goal throughout this planning process.

This Plan – combined with current and accurate data – is a culmination of how residents, business owners, town staff, and visitors view Plainville and an outline of what they would like their community to look like in the next ten years. The Master Plan Committee, attendees of community workshops, survey respondents, and general community members all contributed invaluable feedback to help shape the final Master Plan.

How We Engaged

Kick-off May 2022



Figure 9. Image of members of the MPC reviewing goals and strategies from the previous Master Plan.

Master Plan Committee

Master Plan Committee members served the Master Plan's 'local champions' – comprised of town staff and committee members as well Plainville residents passionate about planning and the future of their town. Members provided meaningful guidance to planning staff and helped build trust with community members during the planning process.

This committee began meeting in September of 2022 and formally met twelve times.

Discovery September 2022



Figure 10. Interactive Large Map Exercise from the Discovery Open House invited residents to share their thoughts on specific parts of town.

Discovery Open House

Through engaging and illustrative boards and mapping activities, attendees were invited to learn about what the planning process would entail, learn about Plainville's existing conditions, and share their vision for the future.

Feedback Winter 2022 - Spring 2023



Online Survey

The Master Plan survey aimed to gather cohesive and quantifiable feedback from respondents. The survey opened in November 2022 and received 681 responses with a diverse representation of younger families, seniors and residents who have lived in Plainville for a long time. Respondents answered questions relating to their relationship with Plainville – what they love about living in Plainville today and what they might like to see change or stay the same. The survey also sought to understand specific feedback related to existing concerns and desires of the eight master plan elements.



Traveling Workshops

This plan aimed to capture the voices of all residents – not just the ones who have the time and capacity to attend a public meeting at 6 PM. To better understand the vision and priorities of young families, school-aged children, and visitors, planning staff worked to “meet residents where they’re at” both in person and online.

At these workshops, participants experienced a “mini open house” and were invited to interact with boards and share their vision for the Town.

Throughout Spring 2023, staff visited:

- St. Martha’s Church
- Council on Aging
- An Unlikely Story (3 separate times)
- Plainville Library

Additional engagement included:

- Flyers were also handed out at the 2022 Christmas Tree Lighting and in front of the Post Office.
- Town Planner, Chris Yarworth, and Selectmen Jeff Johnson taught about local government and planning to students at King Phillip High School.



What We Heard

From teens to seniors, first-time homeowners to families who have lived in Plainville for multiple generations, we've heard from many people.

This Plan is made up of the different voices and ideas we heard throughout the process. While different people said different things and might not agree on everything, this Plan aims to find a path forward that captures the overall shared vision of every type of Plainville resident.

Who Helped Contribute their ideas?

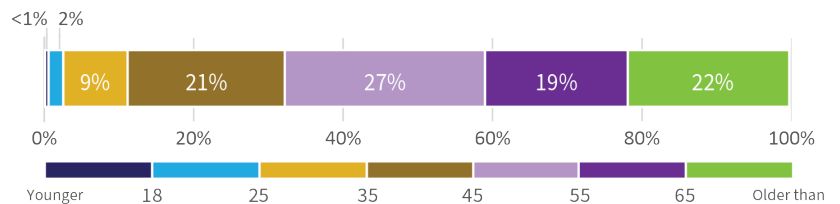
We gathered our ideas from a diverse group of people. The Plan reached residents from a wide range of ages. We also reached residents who have lived here for a while and others who were more recent arrivals.

90% of respondents were homeowners while 10% were renters.

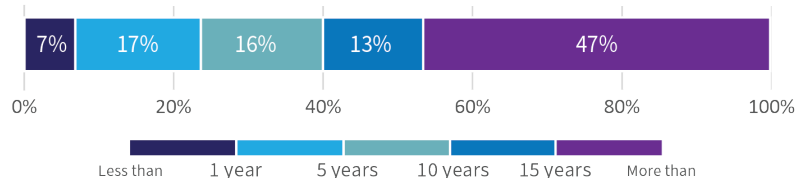
77% of respondents have children but only 46% of respondents currently have school-age children.

65% of participants have lived in Town more than 16 years.

Participant Ages



Participant Length of Residency in Plainville



Vision

We asked many ad-lib questions about what people think of Plainville today - what they love about it and what they thought could be improved.

One of my favorite things about Plainville is....

- Visiting Unlikely Story or eating at Don's Diner
- Walking around the neighborhood and exploring nature trails
- Attending annual community events like the Christmas Tree Lighting

I would describe Plainville as...

- A rich historic and small town with great resources and a supportive community.

Strengths and Concerns

We also asked participants to select what they felt were Plainville's strengths and greatest concerns about the Town as it is today and in the future.

Top Strengths

- Proximity to highways and access to local shopping and services
- Nice residential neighborhoods
- Open space and woodlands
- Strong community ties

Top Concerns

- Tax rate
- Lack of some municipal services and utilities
- Lack of a cohesive Town Center and lack of amenities
- Rapid development and loss of open space

Topic-Based Questions

We then asked more specific questions about each of the main planning elements. The following are brief summaries of each.

Land Use, Housing, Economic Development

Balance concerns about growth and development with the need for a vibrant town center, preservation of open spaces, and addressing housing diversity - for seniors and young families.

Services & Facilities Transportation & Circulation

Improve water and sewer service quality. Further investigate into specific problem intersections and roads requiring sidewalks. Improve GATRA access and parking management in the Town Center and parks.

Open Space Natural & Cultural Resources

Prioritize the expansion of recreational amenities, particularly trails, bike paths, and parks, with many suggesting specific trail routes. Additionally, there was strong support for preserving open space, notably the protection of water resources.

"More vibrant Town Center"

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

"Protect Water Resources"

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

"More affordable housing, including for seniors"

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

"Preserve Open Space"

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

Feedback Spring 2023 - Fall 2024



Figure 11. During each Deep Dive, a presentation was given by SRPEDD staff, followed by an involved discussion of MPC members and residents who were interested in the topic.

Deep Dives

The Planning Team acknowledged that most people do not have time to attend every single meeting. Thus, Deep Dives were held for the MPC and interested parties to look at data and collaborate on developing the goals and strategies for each section.

- Land Use, Housing, and Economic Development Deep Dive | May 2023
Participants discussed housing policies, affordable housing, and how to tackle limited sewage/water capacity to support new development.
- Services & Facilities, Transportation & Circulation Deep Dive | July 2023
Participants discussed the need for water and sewer improvements to accommodate growth. Participants expressed desire for enhancing a recreational trail network improving safety and accessibility for transportation and public facilities.
- Open Space & Recreation and Natural & Cultural Resources Deep Dive | September 2023
In the final Deep Dive, participants shared their appreciation for natural and cultural resources in Plainville. Discussion included the importance of maintaining open spaces, agriculture, and water bodies, as well as the need to address issues like access to trails and historical preservation.

Review Summer 2024 - Winter 2025



Draft Review

In this final phase, the draft Plan was publicly discussed and edited on several occasions with the guidance of the Planning Board, the Master Plan Committee, and other elected and appointed Plainville officials.



Land Use

Existing Conditions and Insights

Land use describes how we use land within the town.

The main types of land use in Plainville include open space, residential, commercial, and industrial.

Plainville is a semi-rural and suburban community characterized by expansive open spaces, particularly in the western part of the Town. It also has a growing Town Center with historic structures, civic buildings, and new businesses like An Unlikely Story, the local bookstore and café. Plainville boasts several concentrated areas of commercial activity, such as retail plazas along Route 1, Route 152 and the newly built industrial park at Commerce Boulevard.

The two largest uses are Residences (three units or less) and Institutional, cover more than half of the Town's land area. Institutional land use describes tax-exempt land,

mostly owned by the Town, Commonwealth, or other governmental or non-profit entity, such as a church. Much of this institutional land is made up of open space and permanently protected conservation land.

Much of the Town has been developed; 12% of the Town's land is currently vacant, including developable and undevelopable land. Future development will likely be infill development or redevelopment of older structures.

Note: In the graph below, Mixed Use often refers to properties with both residential or commercial uses and agricultural or open space uses.

Institutional uses refer to tax-exempt properties, including properties owned by the Town, the State, other Towns, and non-profit organizations such as churches or conservation groups. Many uses highlighted as Institutional are actually open spaces.

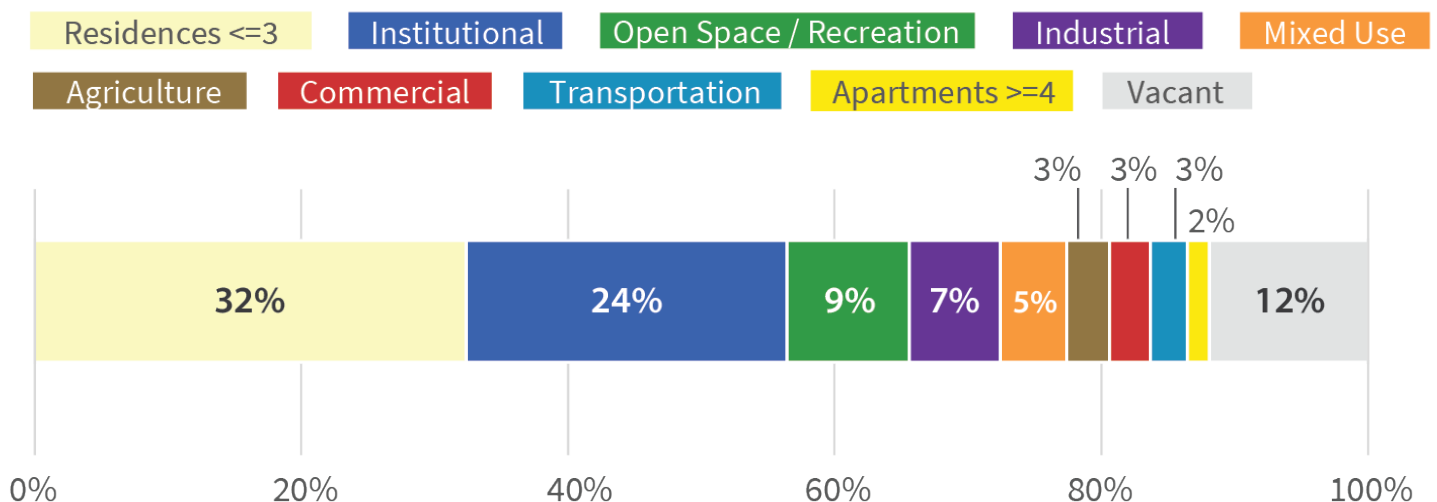


Figure 12. Graph of proportions of Land Use in Town (Assessor's Data FY 2023)

Land Use Map

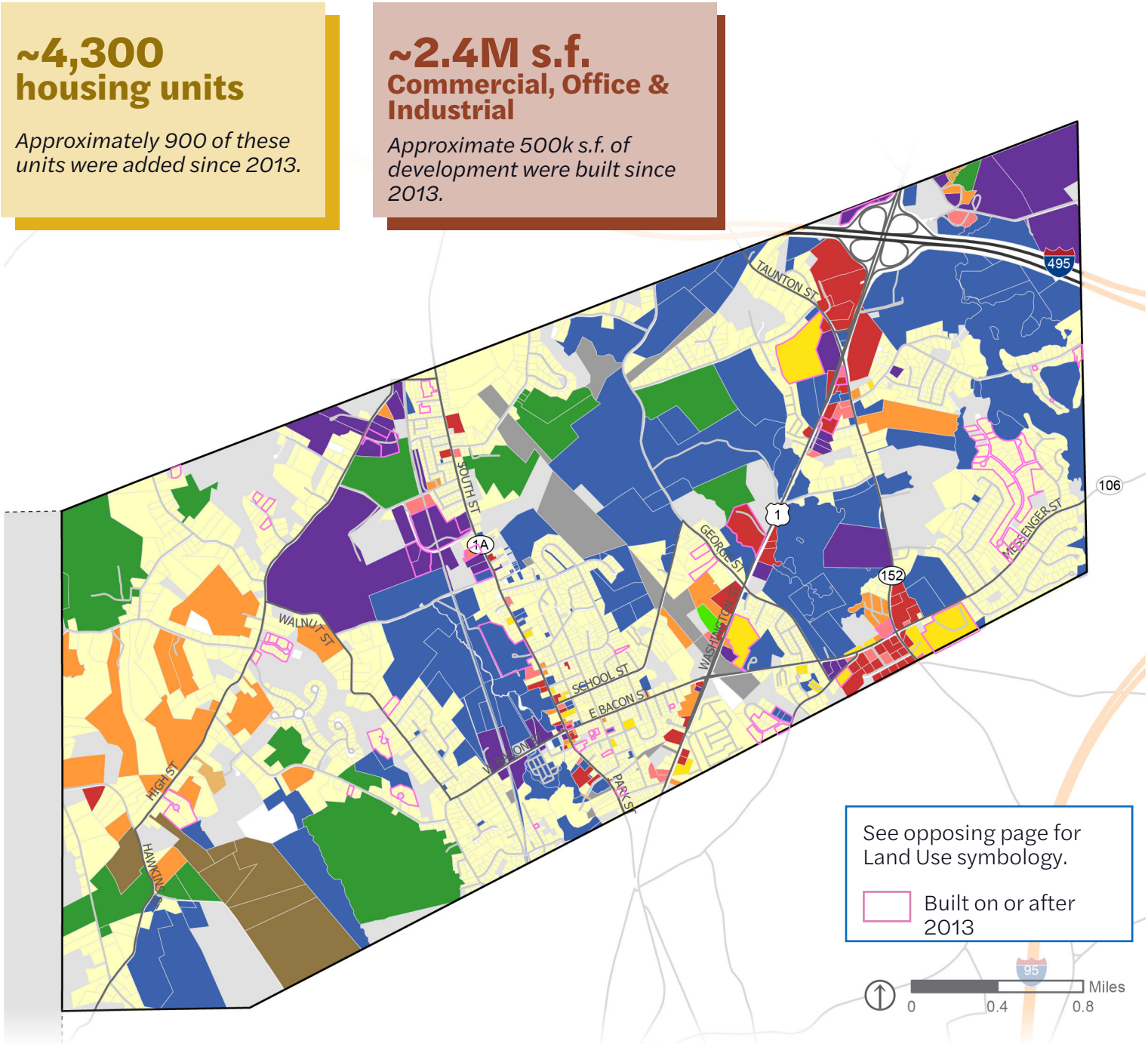


Figure 13. Map of Land Use in Plainville (Assessor’s Data FY 2023).

Key Questions

How can Plainville grow while keeping its small-town charm and making sure growth is aligned with infrastructure capacity?

Where should growth be encouraged and what parts should be preserved?



Zoning Review

Existing Conditions and Insights

Land use and development in Plainville are governed by zoning regulations.

Zoning regulations spell out what uses are allowed where and at what density. They also regulate other important aspects of development like off-street parking requirements, screening, and environmental protection. Plainville has one Overlay District, the Groundwater Protection Overlay District; more details are included in the Open Space & Recreation and Natural & Cultural Resources section.

Much of Plainville’s current zoning results in conventional suburban development. These include requirements for large minimum lot sizes, setbacks, and parking requirements. While these measures were implemented to protect Plainville’s semi-rural character, they inadvertently reduce green spaces and create car-dependent sprawl.

Residential Zones

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

Commercial, Industrial Zones

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

In recent years, the Town’s zoning framework has evolved to embrace forward-thinking approaches. The Town Center District (TCD) was updated in 2021 to allow new mixed-use developments, where residential and commercial uses can coexist in the same building, to foster a vibrant, walkable town center along South Street / Route 1A. The Town also encourages smart growth practices through its residential cluster development bylaw and senior village overlay district, which aim to protect open space while allowing new development.

Zoning is one of the primary tools that Towns use to shape land use, which affects all other aspects of this Plan. Updating zoning can help the Town tweak the incentives and requirements of development to match current market forces and promote balanced growth that advances the Town’s goals across Housing, Economic Development, and Open Space Protection.



Like all Master Plans, this document features proposals to consider modifying town zoning. The purpose of these possible amendments would be to directly

address concerns and to achieve goals raised during the Master Plan process. All such implementation strategies are labeled with this “Explore Zoning” icon. Any and all final zoning amendments would require public review, support from a town Board or citizen petition, and final approval at Town Meeting. Please also note that zoning is only one of the many planning tools that the Plainville Master Plan presents as possible paths to achieving your community’s goals. Fourteen (14) of the fifty-six (56) Master Plan Strategies are labeled with this icon. Please see page 72 for more info!

Zoning Map

65% of Town only allows Single-Family Homes (RA, RB)

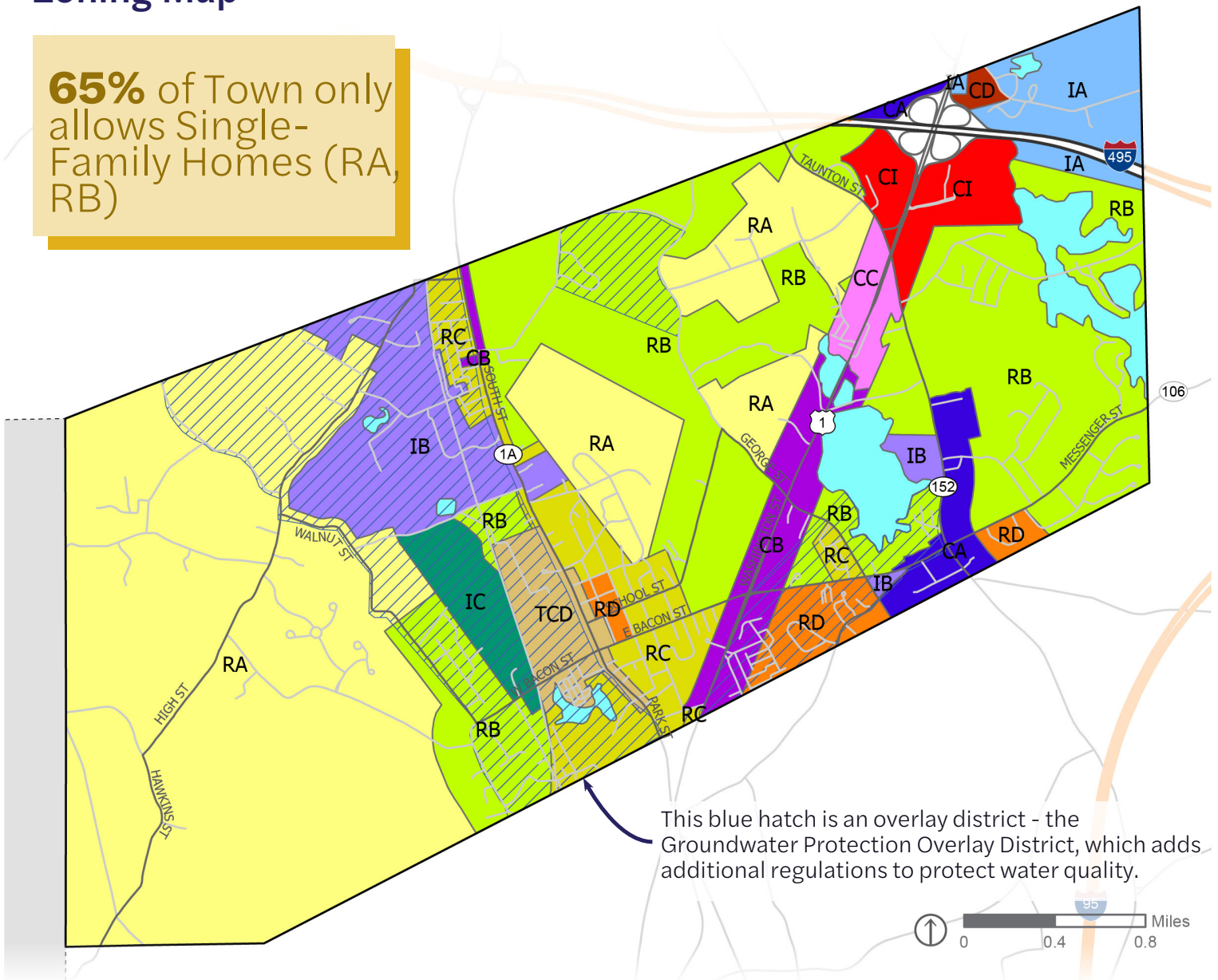


Figure 14. 2024 Zoning Map of Plainville (Town of Plainville).

Key Questions

Does Plainville's zoning lead to the type of growth and protection the Town wants to see?

How can the town explore zoning changes that encourage more strategic development, protects open spaces and promotes walkable, vibrant neighborhoods?



Low Density Residential Areas (RA, RB)

Zoning Review

Dwelling Units per Acre is a common form of measurement of Residential Density and has been included for additional context. It is not a metric mentioned in the By-Law.

Plainville regulates housing density primarily through a Minimum Lot Size requirement. Plainville has four Residential Zoning districts, two of which are generally limited to single-family housing.

- RA: 44,000 s.f. (1 Dwelling Unit per Acre)
- RB: 30,000 s.f. (1.4 Dwelling Units per Acre)

The high minimum lot size in RA and RB districts is necessary to regulate growth, particularly in areas that are not serviced by the Town's water and wastewater network. However, this policy can lead to undesirable sprawl that destroys open space.

The **Residential Cluster Bylaw** (§ 500-22) allows residential cluster developments by special permit (Planning Board) to promote flexible site design and protect contiguous open space. Rather than cover the entirety of the Town in 1-acre tract housing, homes can be clustered at the same overall density while preserving surrounding open space. The current primary requirements include:

- Minimum tract size of 10 acres in RA, RB, RC, and 5 acres in RD.
- 40% of the land must be dedicated as common open space. At most 25% of that open space can be wetlands or water bodies. Preference is given to preserving contiguous open space.
- Open land should be conveyed to an association, non-profit, or the Town, with restrictions to maintain its natural state.
- Individual Lot Requirement: 20,000 s.f. (0.5 acres), 80 ft width and frontage, 30 ft Front Yard, 15 ft Side Yard, and 25 ft Rear Yard requirements.
- Additional 50-foot buffer between 'attached clusters' and between 'attached clusters' and the abutting property

lines or street.

Since 1999, the current bylaw has resulted in at least 6 new subdivisions and approximately 150 housing units, ranging in size from 14 to 82 units. These subdivisions have been mostly developed in the RA zoning district in West Plainville and have preserved more than 100 acres of open space.

Though the bylaw has been successful, there remains a gap in its applicability, particularly for creating smaller subdivisions and starter homes. The policy requires a total size of 10 acres and still requires lots to be at least 20,000 s.f. or roughly 0.5 acres. Thus, developers will generally build larger, more expensive houses to make a project feasible.

Additionally, some recent, smaller developments have resulted in preserved open space through a different mechanism. The Town Planner and Planning Board have worked with developers to **waive some Subdivision Bylaw requirements**, such as curbs, sidewalks, and street widths, in exchange for a reduced number of lots and preserved open space for the Town. For example, the Trotters Lane development resulted in 2 new homes on 4.5 acres and 12.7 acres of open space which was given to the Town. **Variances with the Zoning Board of Appeal** have also resulted in open space.

Lastly, the **Senior Village Overlay District** (§ 500-24) has been used to approve the proposed Heather Hills development. The project will result in 384 units, and 40% of the site will be preserved as publicly accessible open space and trails. This overlay district allows for 4 units per acre, where 10% of units are designated affordable (80% AMI). The overlay district also has an affordable housing density bonus, allowing 2 additional units for each additional affordable unit above the base density. It requires a minimum of 10 acres.

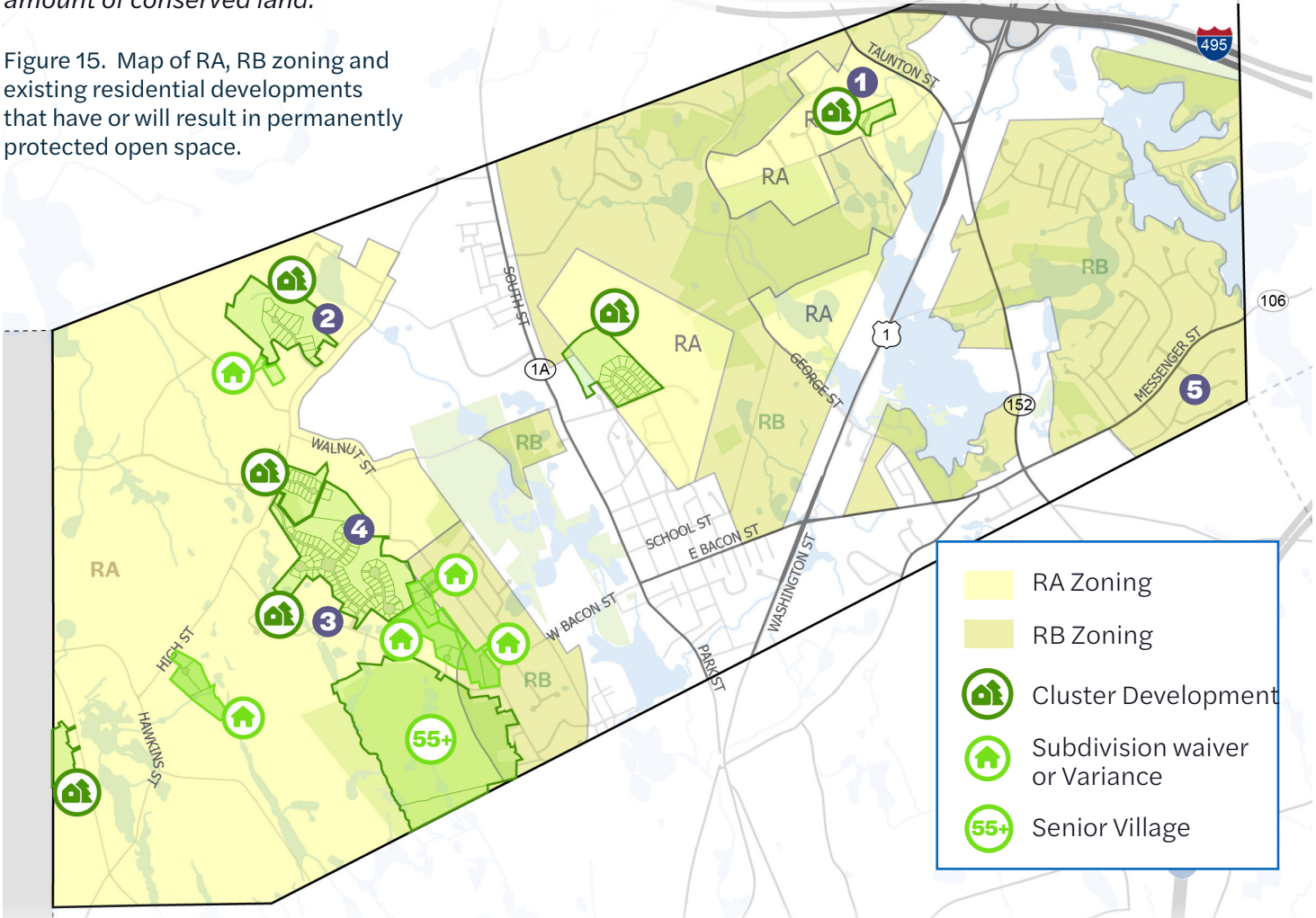


Red Rock Lane, off of Cowell Street. Yellow boundary represents extent of development while green shows the amount of conserved land.



Entrance to Bridle Path Lane, a Cluster development. Due to the buffer, High Street maintains a semi-rural feel.

Figure 15. Map of RA, RB zoning and existing residential developments that have or will result in permanently protected open space.



Ronhock Shire Farm, neighboring Walnut Hill Estates



Walnut Hill Estates, buffered by agricultural fields on High Street



Conventional subdivision



Town Center (TCD, RC, RD)

Zoning Review

The Town Center area along South Street and East and West Bacon Street contains a mix of detached residences, small businesses, and civic buildings such as Town Hall, Humphrey House, the Council on Aging, the post office, and churches.

In 2009, the Town passed the Town Center District (TCD) zoning to encourage mixed-use development. The zoning was revised in 2022 to expand the district's boundaries. Since its inception, only a few developments have happened, including the new town hall complex, An Unlikely Story, and one mixed-use development at 210 South Street. Development plans are under consideration for the former fire station site. Near Route 1A and Route 106, development plans are under consideration for several underutilized commercial buildings. The remaining sites are all mostly single-family homes.

3.5 Dwelling Units per Acre (DU/acre). The Town Center and adjacent neighborhoods comprise the most walkable area of Town. While the area is mostly built up, there are potential infill opportunities to add a mix of economic activity and uses in an already-walkable area.

Currently, the surrounding area to the town center is mostly an RC district with a few blocks in a RD district. The RC zoning district allows up to two-family housing while the RD district allows multi-family housing by special permit.

Residential Minimum Lot Size for RC and RD Districts

- RC: 15,000 s.f. (2.9 Dwelling Units per Acre)
- RD: 30,000 s.f. for up to 4 units (5.8 Dwelling Units per Acre and higher)¹

¹. RD allows multifamily housing. An additional 6,000 s.f. of lot area is required for each additional unit in excess of four units in any multifamily dwelling.

**81% of Respondents said
“Creating a Vibrant Town
Center” was a top priority.**

Residents overwhelmingly mentioned throughout the process they love An Unlikely Story. Some recounted the initial resistance to the plans for the bookstore, yet today, it is beloved and represents the potential of the area. Inspired by what's possible, residents expressed the desire for more businesses, especially restaurants and cafes, and improved walkability to the Town Center.

Compared to other parts of town, the adjacent neighborhoods to the Town Center District provide housing at a denser, walkable village scale, at approximately



New Mixed-use Development



Four-plex



Village Green Apartments



Don's Diner

Figure 16. Images of diverse types of houses and buildings in the TCD, RC, and RD zoning districts.



Eagles Landing Condominium



Commercial Complex off of W Bacon St.



An Unlikely Story Bookstore



Duplex



Commercial and Industrial

Zoning Review

In addition to the TCD zoning, there are 8 separate zoning districts intended for commercial and industrial uses. Each district allows slightly different variations of commercial and industrial uses.

The following areas are the focus of additional analyses due to their potential for growth.

Route 106 / Route 152

This area consists of CA, RD, and IB zoning. Many businesses, homes (approximately 1,700 multi-family units and single-family homes within $\frac{3}{4}$ mile), a mobile home park, and the Town's two elementary schools are located near the intersection of Route 152 (Taunton St) and Route 106 (East Bacon St). This area is close to the eastern side of town, bordering North Attleboro. Despite the diversity and density of uses, the area draws heavy automobile traffic and is not pleasant or safe to walk or bike in. This area faces increased development pressure, including a new 300-unit multi-family development in North Attleboro on the former Stix Fun Center site, proposed under North Attleboro's Kelley Boulevard Smart Growth 4OR overlay zoning.

The Town, in 2023 and 2024, collaborated with North Attleborough and the Massa-

chusetts Housing Partnership (MHP) on a Complete Neighborhood Partnership to evaluate strategies for the Kelley Boulevard area across the themes of housing, transportation, and transit-oriented development.

A new concern for Plainville is whether the Town may be designated an Adjacent MBTA Community, given the recent acceptance of Foxborough's commuter rail service. Pending a designation of Plainville as an Adjacent MBTA Community, the Town is considering review of how it could meet the MBTA Community Section 3A's zoning compliance requirements for Adjacent Communities.

Commercial-Industrial Corridors and Parks

Many of Plainville's remaining commercial and industrial sites are on Route 1 and Route 152. They consist of the CB, CC, CI, CD, and IA zoning districts. Auto-dependent uses, such as big-box stores, the casino, motels, and medium-sized businesses, line these busy corridors. Marijuana establishments, such as Apothos, are allowed in the CB District, only north of Route 106 along Route 1.

The commerce park at Commerce Boulevard and the adjacent industrial properties are zoned IB and are mostly built out, except for the quarry, which is unlikely to be redeveloped soon. The remaining sites border or contain significant natural resources, open spaces, and wetlands, which limits further development

Section 3A MBTA Communities Act

Section 3A of the Zoning Act mandates that MBTA communities must have a zoning ordinance or by-law that allows for the creation of at least one district where multi-family housing is permitted as of right with no age-restrictions. The district must be of reasonable size (50 acres), with a minimum gross density of 15 units per acre and located within half a mile of public transit stations. While the district must allow multi-family housing as of right, communities are not required to actually build these units; it is up to the private market to propose developments.



Thermo Fisher (Business Wire)



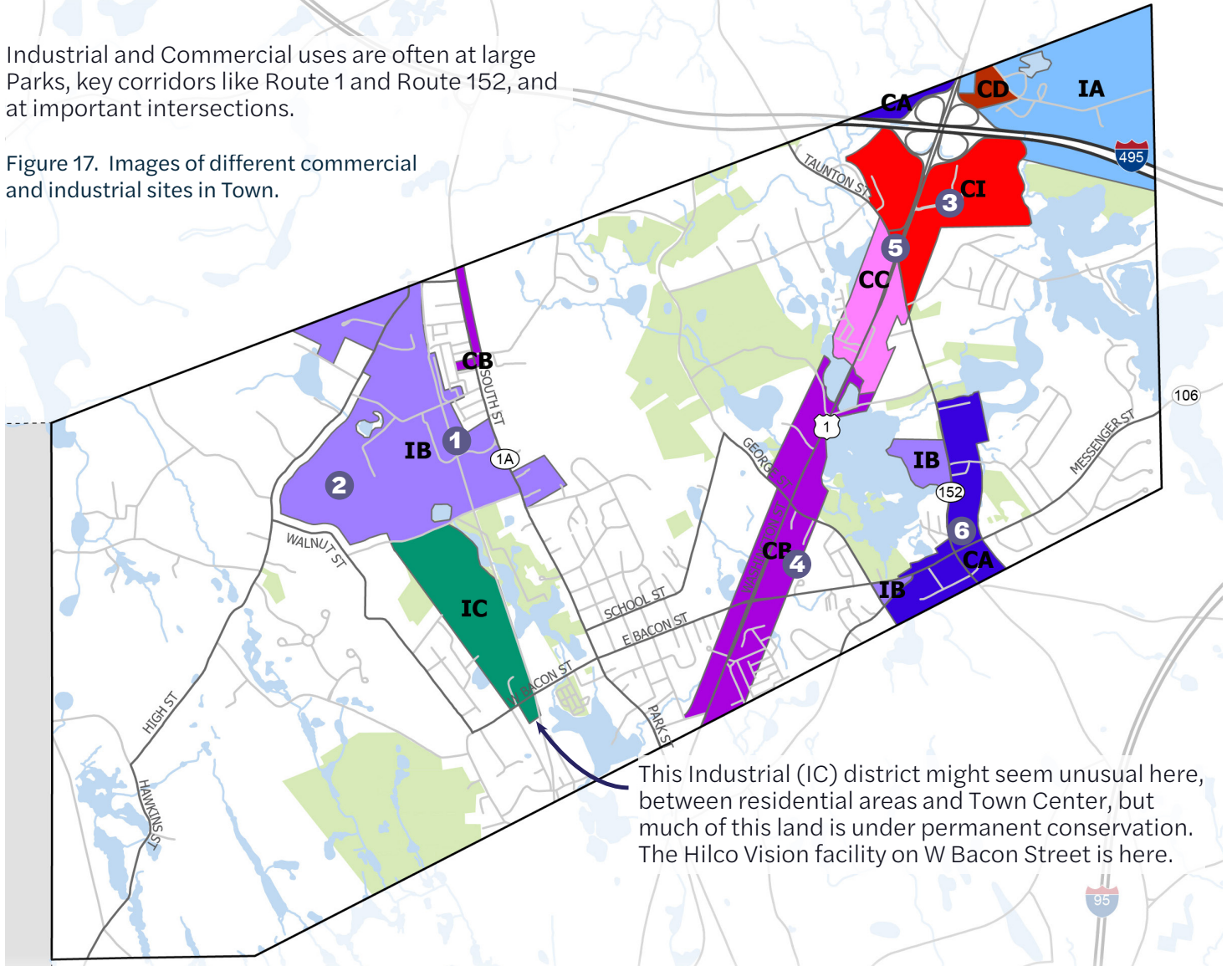
Masslite Quarry, slate and concrete aggregate (Google Earth)



Plainridge Park Casino (Plainridge-parkcasino.com)

Industrial and Commercial uses are often at large Parks, key corridors like Route 1 and Route 152, and at important intersections.

Figure 17. Images of different commercial and industrial sites in Town.



The Oasis (apartments.com)



Route 1 and Route 152 Intersection



Route 106 and Route 152 Intersection



Zoning Capacity Analysis

Zoning Review

During the Master Plan process, the team created a multi-step zoning capacity or full-build model to determine what areas of Plainville still have development capacity. The model can help inform potential zoning changes and identifies undeveloped areas in Town that are most susceptible to developmental pressures. Source data came from the assessors' data, zoning map, and MPC and Town staff input.

1) The first step was to select parcels that had development potential.

- Vacant parcels were added.
- Parcels with an Improvement Ratio less than 0.5 were then included since they have the potential for redevelopment. This might include a house on a very large lot that could be subdivided. Only parcels with a lot size greater than 30,000 s.f. were included, as that is the minimum lot size for the RB District.

Improvement Ratio = Value of Improvements / Land Value

2) Wetlands were subtracted from the parcels. Because there is an upland requirement in the minimum lot size, many parcels became undevelopable in the model after subtracting wetlands.

3) A simple mathematical calculation determined the development that was possible based on zoning.

For residential parcels, the model made the following assumptions:

- 1-Family houses in RA/RB Districts
- 2-Family houses in RC/RD Districts

The lot size was divided by the minimum lot size of the Zoning District (see previous pages) to output the number of subdivi-

sions and units.

For commercial parcels, the model made the following assumptions:

- 1.0 Floor Area Ratio (FAR) for parcels in the Town Center District, to reflect the denser, mixed-use fabric
- 0.45 FAR for other commercial and industrial districts, based on the 45% Building Lot Coverage Maximum.

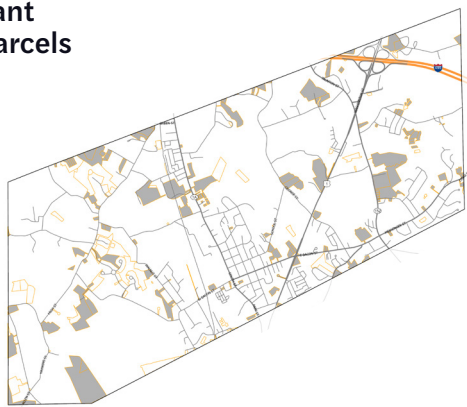
In total, the model estimated that the Town has the potential capacity for:

- 730 Housing Units, not including Heather Hills, anticipated to add 384 units
- 2.9 million s.f. of Commercial Development

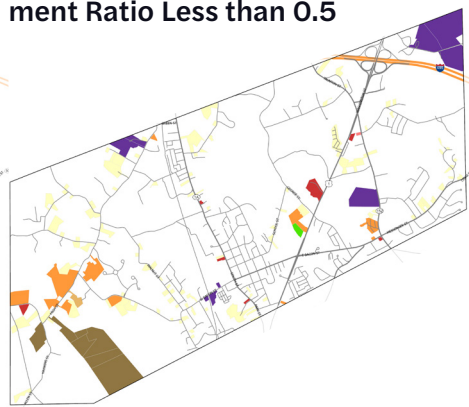
It is important to note that this is merely a ballpark estimate of capacity. This development is not likely to happen quickly or fully within the life of this Plan, or perhaps at all.

A key insight from this model is that though the west side of Plainville remains less developed, there is still development capacity, even with the current zoning in place today. Some of the larger agricultural properties could certainly be redeveloped into suburban tract housing. To protect these open spaces, the Town must work to either acquire these properties for permanent conservation or work with developers to find solutions through to allow the development of new housing while preserving contiguous open space.

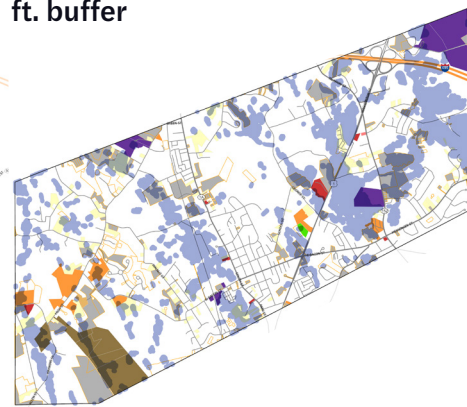
Developable Vacant Parcels



Parcels with an Improvement Ratio Less than 0.5

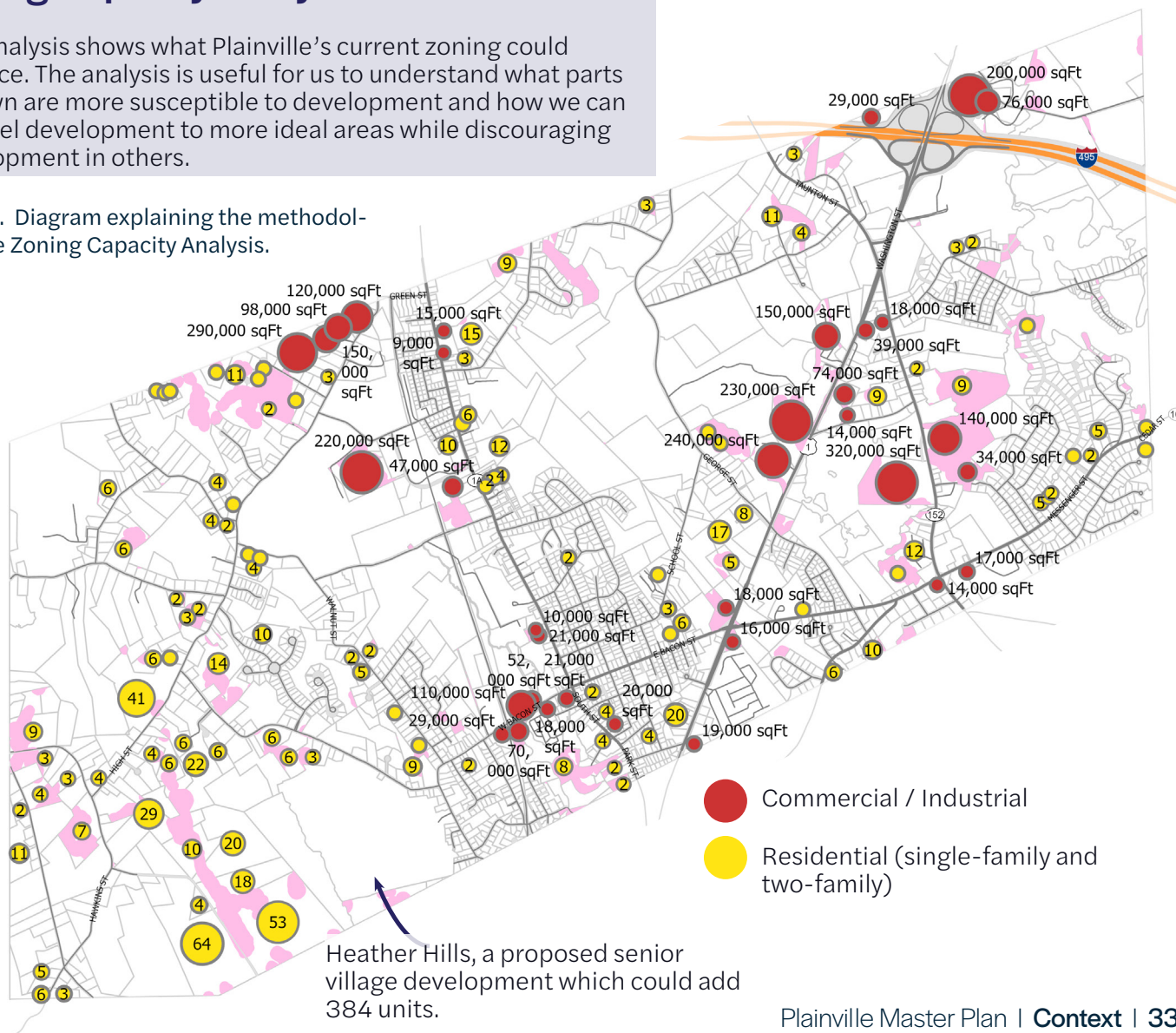


**Exclude Wetland and 100
ft. buffer**



This analysis shows what Plainville's current zoning could produce. The analysis is useful for us to understand what parts of Town are more susceptible to development and how we can channel development to more ideal areas while discouraging development in others.

Figure 18. Diagram explaining the methodology of the Zoning Capacity Analysis.





Housing

Existing Conditions

Housing describes where residents of Plainville live.

Housing is one of the most important aspects of an individual's life and livelihood and typically is their primary financial responsibility. The quality, safety, and stability of an individual's home have significant impacts on their well-being and happiness.

Plainville's housing stock includes single-family homes, multi-family homes, apartment complexes, and condominiums. Since 2013, approximately 900 units of housing have been built, increasing the supply to an estimated 4,309 units, with single-family houses comprising half of Plainville's housing units¹. Within this breakdown, most of the Town (65% of the Town's land area) allows only single-family homes with a lot size at 44,000 s.f. (RA) or 30,000 s.f. (RB).

The Town Center District along South Street allows two-family homes and mixed-use development by right. Similarly, the east-west corridor along Bacon and

1. A GIS analysis of Assessor's Data estimated 49% while the Census provided a different answer. There is some discrepancy between Census data (which provides estimates) and the Assessor's Data analysis (which was cleaned up to the best of the team's ability and may contain errors).

Chapter 40B and Subsidized Housing Inventory

Chapter 40B is a Massachusetts state statute that allows local Zoning Boards of Appeals (ZBA) to approve affordable housing developments with more flexible rules. Generally, 20% of the units must be income-restricted at 80% AMI.

The law was enacted to make at least 10% of every community's housing affordable (as part of the Subsidized Housing Inventory). Because Plainville is above this 10% requirement, the Town has retained local control over approvals.

Messenger allows multi-family homes by special permit, two-family homes by-right, and is the location for much of the Town's mobile and manufactured home developments.

Despite its housing stock being primarily single-family homes, Plainville has continued to plan for both multifamily and subsidized housing. The Town's Subsidized Housing Inventory (SHI) proportion is currently 13.11%, exceeding the Commonwealth's 10% threshold. Since 2013, approximately 900 units of housing have been built, increasing the supply to an estimated 4,309 units.

Nonetheless, housing affordability and scarcity remain a challenge, as is the case throughout Southeastern Massachusetts. According to HUD, in Plainville, over 1 in 4 households, both homeowners and renters, are cost-burdened (a term that represents households who spend over 30% of their income on housing).

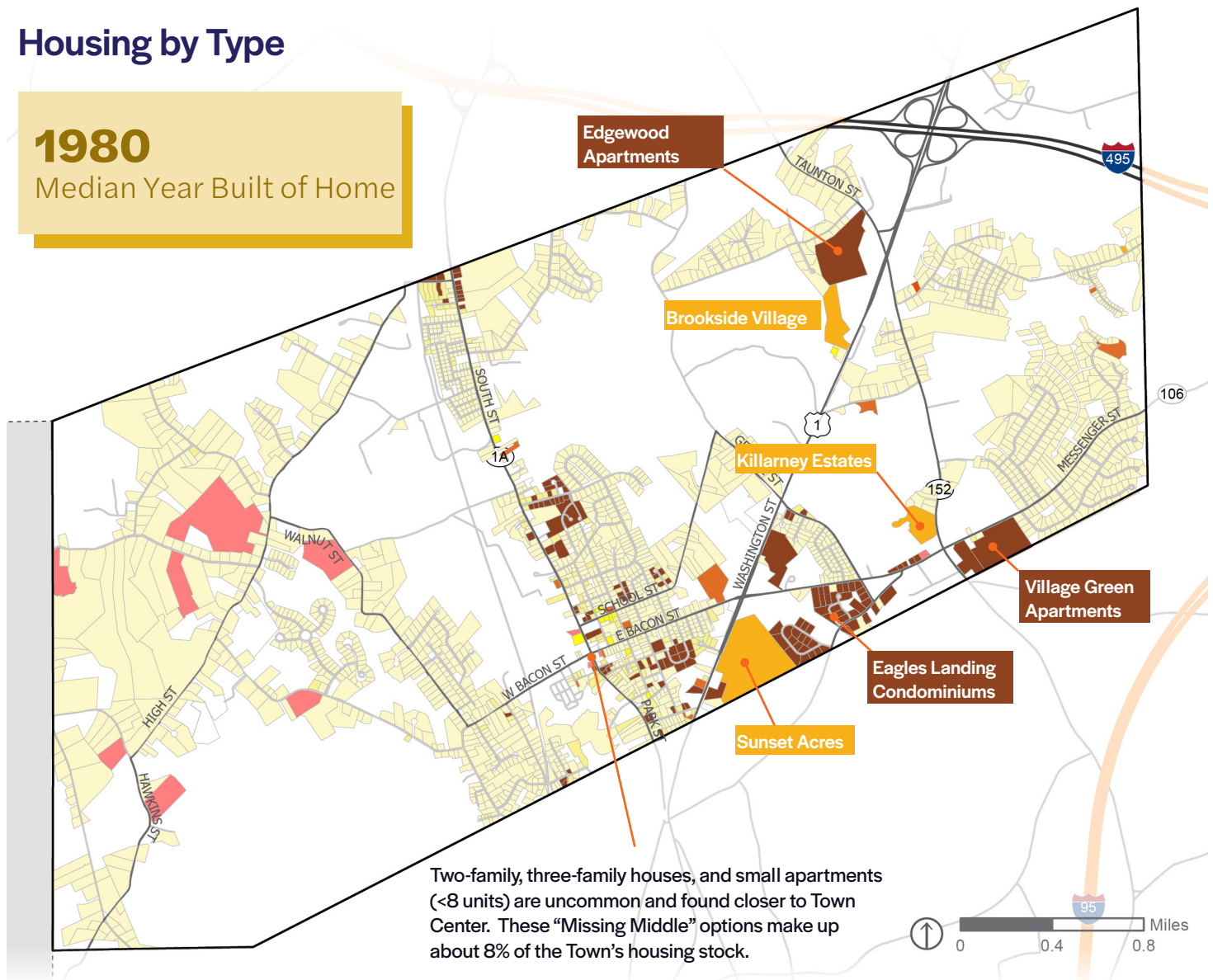
From the community survey and during conversations, many participants were concerned about the availability of affordably priced senior housing for residents who wish to remain in Plainville. While Heather Hills will create a substantial number of 55+ housing, it is not located near the Senior Center or walkable areas, and Plainville still lacks more supportive housing for seniors, such as assisted living and nursing homes. And while 10% of the units in Heather Hills will be for low-moderate income seniors, many of its units are aimed towards seniors from more affluent backgrounds.

While there are more apartment options in Town than in neighboring communities, young families and first-time home-buyers face significant challenges. Many respondents expressed their hope that their

Housing by Type

1980

Median Year Built of Home



Notable Housing Developments

- **Mobile homes** make up about 9% of Plainville’s housing stock. Sunset Acres, Brookside Village, and Killarney Estate are three mobile home parks containing 225 homes, 70 homes, and 50 homes, respectively. Sunset Acres and Brookside Village are resident-owned 55+ communities; residents purchased the parks in 2020, ensuring the future of this critical affordable housing option for seniors.
- **Multifamily developments (>8 units) and Condominiums** make up about 34% of Plainville’s housing stock. The Oasis: a 40B development with 248 units in a series of 3-story buildings, built in 2017. Some developments, including The Eagles Landing Condominium and Village Green apartments, are concentrated at Route 152 and Route 106. Edgewood Apartments, off Taunton Street, has 120 units in 4 stories and was built in 2013.

Figure 19. Map of Housing in Plainville.

55% of Respondents expressed concern over housing affordability in Town, particularly for seniors.

children could one day afford to live in the community in which they were raised. But in recent years, there has not been significant growth in starter homes in the market.

As of 2024, newer homes in Plainville are priced as high as \$750,000 and are often 3,000 s.f. or larger. Smaller, newer-construction duplexes are priced around \$500,000. Smaller, older homes which are more in range for first-time home-buyers are priced between \$300,000 and \$400,000, but inventory of these moderately priced homes is very limited.²

Plainville also has a healthy stock of subsidized housing units, which are income-restricted and generally targeted toward families under the 80% Area Median

2. Insights were summarized from a review of recent sales on Zillow.

Missing Middle Housing

Much of Plainville consists of suburban-style, 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. Appropriate options in Plainville might include duplexes, cottage clusters, smaller houses on smaller lots, and Accessory Dwelling Units (ADU).

Income. The Town, through the Plainville Housing Authority, manages Hilltop Terrace, an affordable senior housing development with 40 units.

The Oasis, approved through Chapter 40B, created 62 units of income-restricted housing, where a 1-bedroom is approximately \$1,278 and a 2-bedroom is \$1,409 per month (in 2017, the income maximum limit for a household of 3 was \$65,750). This is significantly less than the market-rate price for an apartment which is approximately \$3,000 per month for a 2-bedroom.

There is no one-size-fits-all, magic-bullet solution to addressing housing affordability. The solution must be multi-prong.

- Focusing on increasing the production of new subsidized and market-rate affordable housing will help stabilize home prices and meet the needs of diverse populations.
- Allowing a variety of forms of housing, sometimes called “Missing Middle” housing, allows different types of families to have access to rental and homeownership opportunities. It also creates more options for seniors to downsize and remain in Plainville.

With the revitalization of the Town Center and continued developments in areas such as Route 106/Route 152, the Town can integrate housing as a critical element of its broader transportation and economic development goals by diversifying the types of housing at strategic locations throughout Plainville.

Key Questions

How can Plainville’s housing stock meet the needs of a dynamic and diverse population?

How can we welcome new residents while ensuring current residents can age in place?

Key Housing Metrics

Estimated 4,309 Units

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

In Wrentham, 85% of households are homeowners (ACS 2021).

13.11% of housing units are included in the SHI requirement.

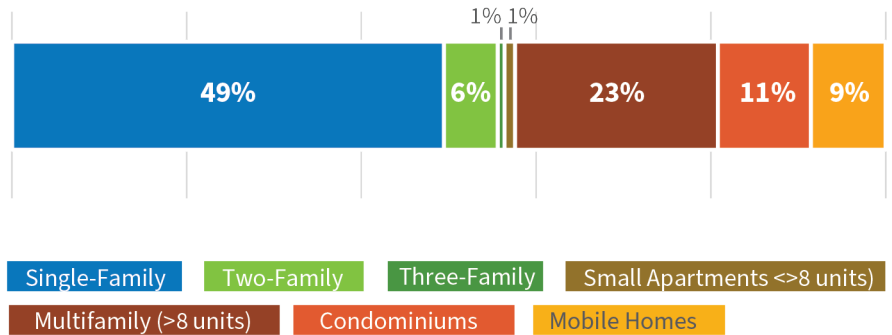
Above the State's 10% requirement.

\$369,000 Median Sales Price (2021)

Up from \$263,000 in 2011.

Unit Type Breakdown

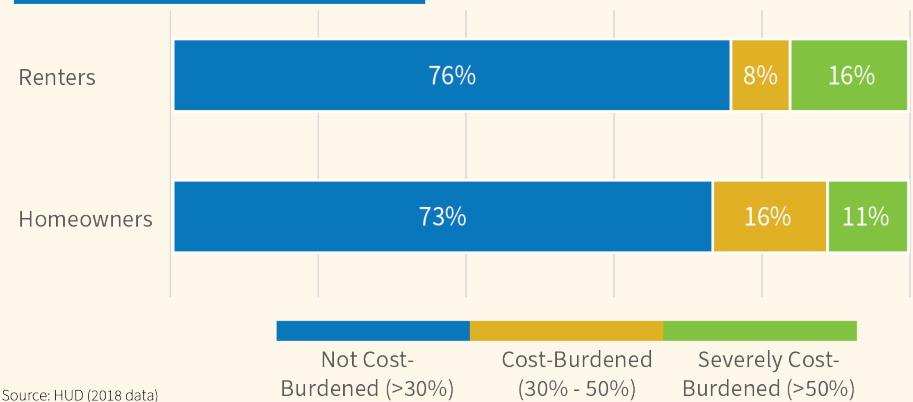
Approximately 900 units were built since 2013.



Source: Assessor's Data (FY 2020), supplemented with research

Cost-Burden

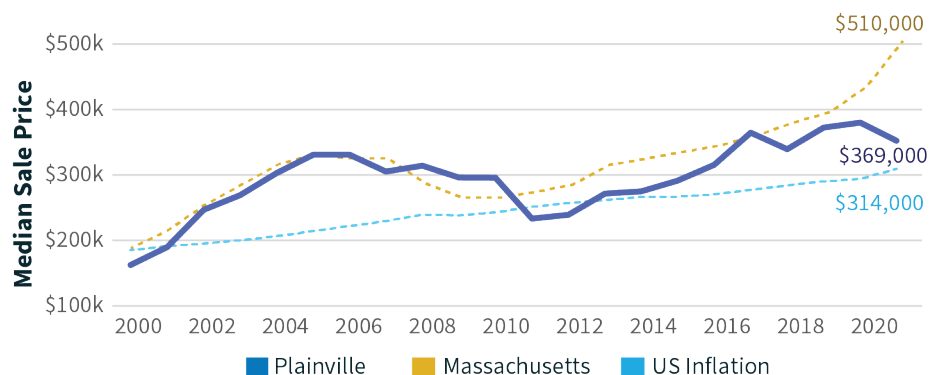
Cost-burden represents how much a household spends on housing (e.g., rent, mortgage, property taxes)



Source: HUD (2018 data)

Median Home Sales Prices

Home prices have increased 40% over 10 years.



Source: Warren Group Data, US Bureau of Labor Statistics



Economic Development

Existing Conditions

Economic Development describes how the Town can attract and retain businesses, provide employment, and generate tax revenue to fund important Town functions.

Plainville has a robust commercial base, supporting approximately 4,000 jobs. Between 2012 and 2022, the number of jobs increased by 9%. Growth also translated into real benefits for residents; the median household income is \$93,388, which is competitive compared to the region and state.¹

Based on the latest industry data from the Department of Economic Research², Plainville's largest industries include Retail Trade, Accommodation and Food Service, Construction, and Health Care and Social Assistance. Among its top industries, Plainville experienced growth in Construction. Industry trends in Plainville align with the Town's largest employers, which include Plainridge Park Casino. New developments

on Commerce Boulevard have also brought new businesses, such as ThermoFisher, a biotech and laboratory equipment manufacturer. The Town is also making efforts to revitalize the Town Center; businesses such as An Unlikely Story have attracted people from across the region, which can spark new developments.

In FY23 according to Division of Local Services data, these commercial and industrial uses (and personal property) provide 37.8% of the town's tax base, a proportion higher than its neighbors. Plainville's Commercial Tax Rate is also somewhat competitive relative to its neighbors, at \$18.20 per \$1,000 in assessed value.

Since 2009, the Town has developed approximately roughly 880,000 square feet of commercial and industrial space; however, this rate of growth will likely slow due to availability of remaining developable space and infrastructural constraints, particularly in its water and wastewater network. Residents have also raised concerns about new developments, including the degradation of natural spaces due to development, traffic from commuters and trucks, and the effects on the Town's infrastructure.

1. ACS 2022

2. These categories are standardized through NAICS code. Source: <https://lmi.dua.eol.mass.gov/lmi/EmploymentAndWages>

Key Questions

**What kinds of businesses should Plainville focus on attracting?
How can Plainville continue to be an excellent place to do business and promote a healthy tax base while balancing its priorities to protect open space?**

Key Economic Metrics

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

Wrentham: \$13.67

Norfolk: \$18.20

Mansfield: \$15.17

\$6,398 (2024)
 lower average taxes per family

\$7,337 in Massachusetts

\$7,790 in Wrentham

\$8,271 in Mansfield

\$10,707 in Norfolk

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

Wrentham: \$18.18

Norfolk: \$18.20

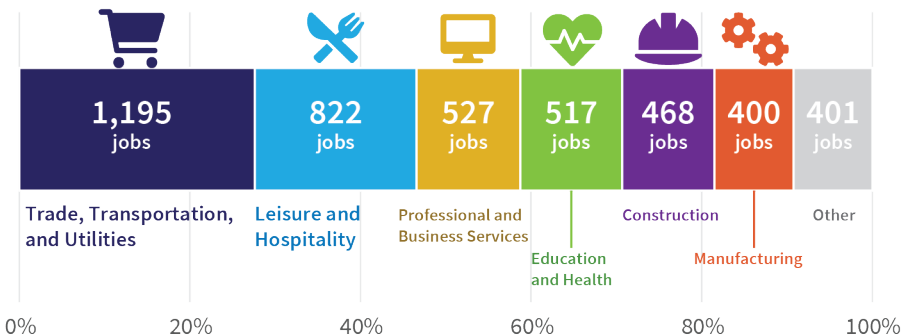
Mansfield: \$18.88

43.8% (25+)
 have a Bachelor's degree or higher.

Compared to 56.3% in Norfolk County.

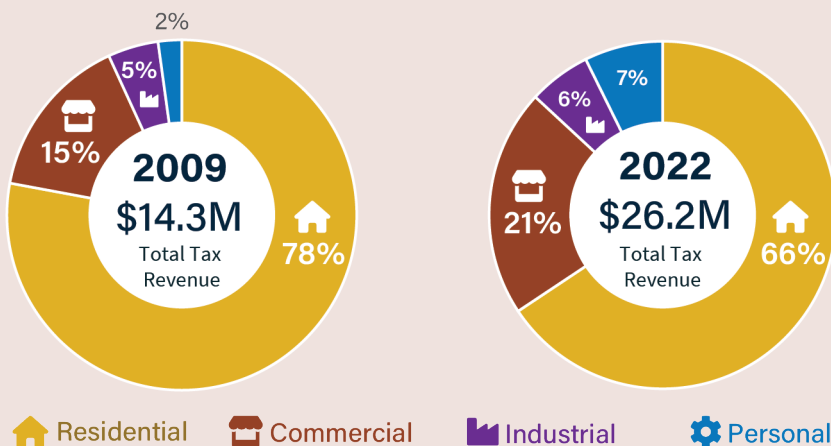
Plainville Jobs by Industry

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



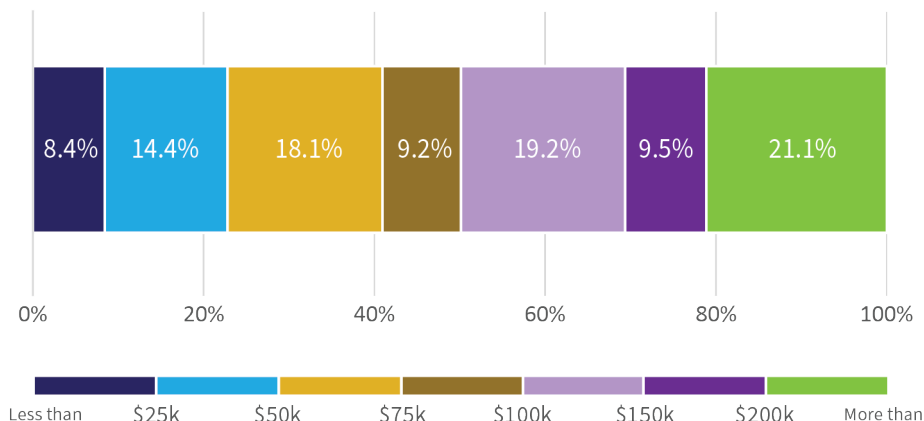
Source: Department of Unemployment Assistance

Total Tax Revenue (2009, 2022)



Source: Department of Revenue

Household Income Distribution



Source: ACS 2022



Open Space and Recreation and Natural and Resources

Existing Conditions

What makes up Plainville's character? From conversations with residents, it's all about connections to Nature, Neighbors, and History.

Preserving and enhancing these connections is a top priority to protect the small-town character that Plainville's residents love.

Open Space and Recreation and Natural Resources: Connections to Nature

Open spaces help connect Plainville's residents to nature. From ball fields to hiking trails and forests to lakes, Plainville's outdoor spaces bring the community together. Open space also provides a home for plants and wildlife, protects developed areas from floods, and contributes to the rural character of Plainville.

But not all of Plainville's open space is permanently protected. The Town uses a network of restrictions, regulations, and incentives to help preserve open space.

Plainville's Open Spaces contain its natural resources, including water resources like aquifers and lakes. Important habitats and ecological systems make up the region's biodiversity and natural heritage.

As seen in Figure 16, Plainville's open spaces are made up of:

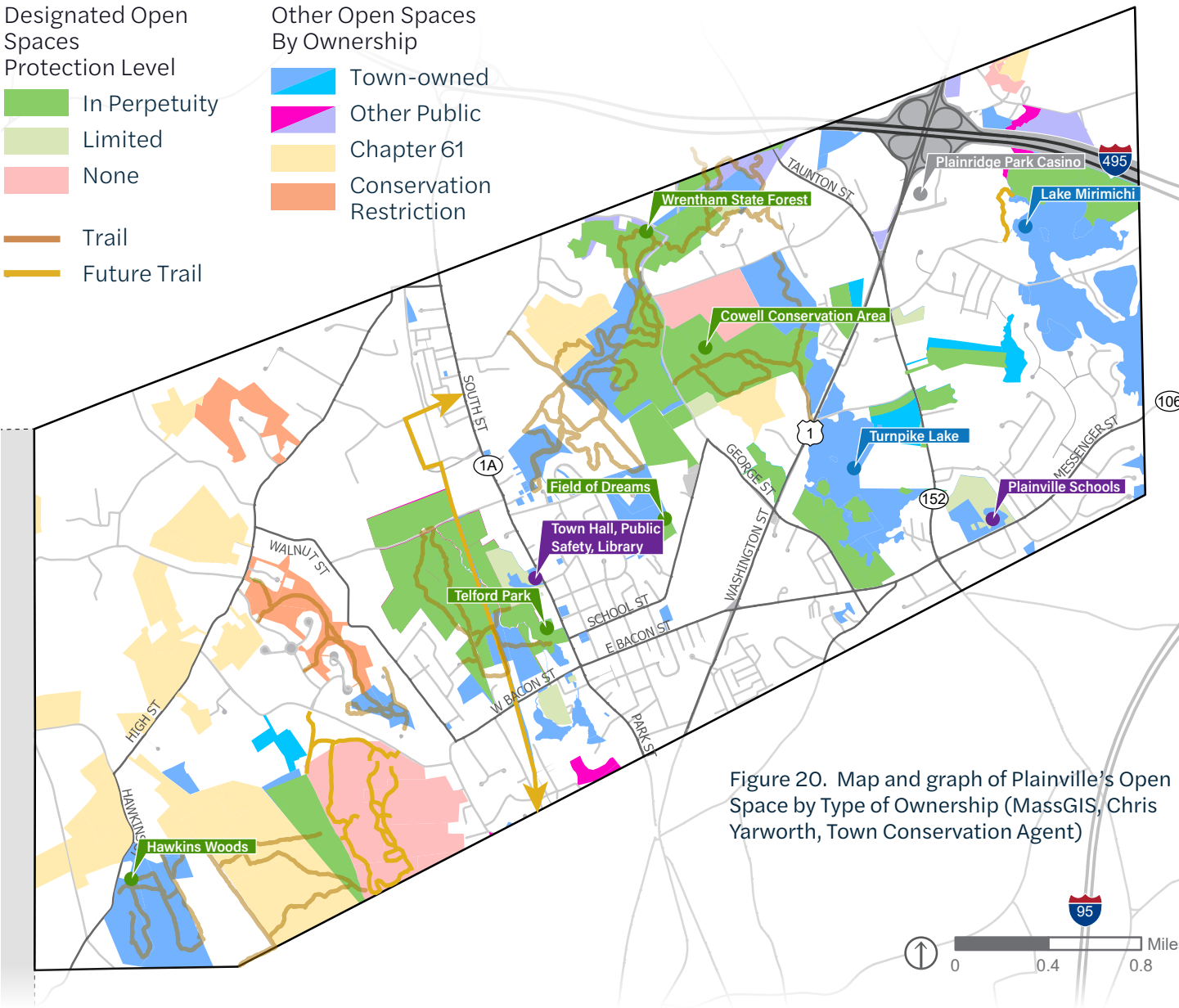
- Permanently protected spaces designated for passive or active recreation and conservation purposes.

- Public Open Space Land owned by the Town, other towns, and the Commonwealth, used for conservation or groundwater protection purposes. Because they are under control by a municipality or the Commonwealth, they will likely be protected.
- Privately-owned Open Space Land, including protected land owned by land trusts and unprotected Chapter 61 Land.
- Privately owned land with conservation restrictions or easements, some of which were created through Cluster Residential Developments.

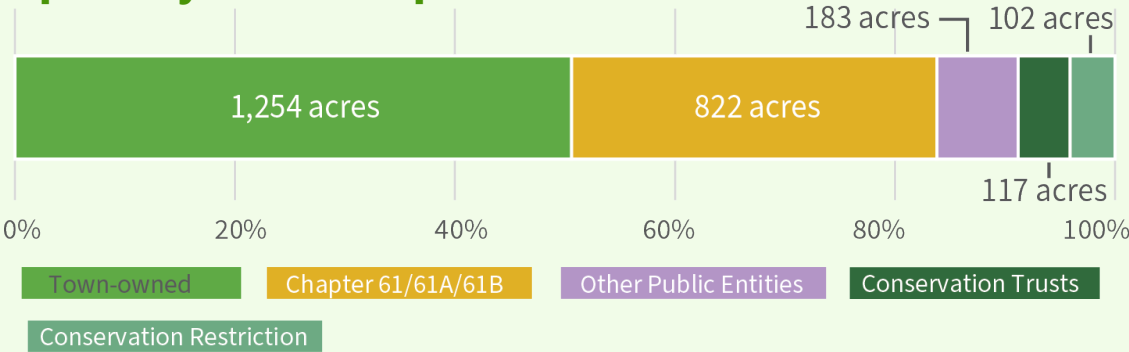
Plainville's open spaces are used for active recreation, passive recreation, and conservation purposes.

44% of respondents noted that Forests and Open Spaces as one of Plainville's top four strengths.

Open Space Map



Open Space by Ownership



Active Recreation Spaces

Active Recreational spaces refer to open spaces dedicated to sports, playgrounds, and similar active uses. Plainville has two town-owned parks and ball fields managed by a local athletic group. The Town also has two golf courses, Heather Hills and Wentworth Hills. The Parks and Recreation Department also provides programs for residents, including Summer Recreation Programs and Adult and Youth Sports pro-

30% of respondents mentioned Walking and Hiking in Town as their favorite activity

grams.

- **Telford Park** (19 acres) is in the Town Center and has many recreational amenities, including a tennis court, basketball court, softball field, playground, pool, pavilion, and gazebo.
- **Field of Dreams** (31.6 acres) hosts ball games on two diamonds. Many community members generously donated time and resources to complete Phase I. In Phase II, the Town hopes to continue to invest in the park to build a snack bar, restrooms, and two more fields.
- **Plainville Athletic League** manag-

Chapter 61 / 61A / 61B

Chapter 61, 61A, and 61B are privately-owned land that offer significant tax benefits to property owners willing to keep their land undeveloped.

- Chapter 61 includes forest land that is used for wood production.
- Chapter 61A applies to agricultural and horticultural land, including growing produce and raising animals.
- Chapter 61B applies to recreational land, supporting undeveloped, open space land or outdoor activities such as hiking, camping, sports, hunting, fishing, etc.

For more information, see:
malegislature.gov/Laws/GeneralLaws/PartI/TitleIX/Chapter61

es youth baseball leagues and hosts games and practices on its three fields off Everett Skinner Road.

Passive Recreation Open Spaces and Trails

Passive recreation refers to activities that mostly pertain to activities related to the enjoyment of nature, such as hiking. Plainville's Conservation Commission manages many of the Town's passive open spaces.

Natural areas with trails, include:

- **Eagle Scout Nature Trail** (64.8 acres) includes trails, a brook, wetlands, kettle pond, native historical significance, and stone walls. Parking is off of Everett Skinner Road.
- **John Bowmar Trail** (94.3 acres) is a wooded trail off of Cowell Street. Access is through the PAL ball fields.
- **Hawkins Woods** (103 acres) or formerly called the Bergh Property was acquired in 2016 for \$1.5 million. Currently, it is used for disc golf and hiking.

The Natural Resources Trust of Plainville also manages around 81 acres of land, including a site with the former Benjamin Shepard Mill. The Woodlands Trust owns and manages Crystal Spring Preserve, a 36-acre open space with trails and nature programming; the property was donated in 2022 by the Crystal Spring Center for Ecology, Spirituality, and Earth Education.

Trails provide public access to Plainville's many open spaces dedicated to conservation. Many residents noted during the process that they enjoyed having access to nature through these hiking trails.

The Town has made efforts to connect different open spaces through a network of trails. In recent years, the Planning Department has created additional trails through easement and conservation agreements with private developers. The Town is also collaborating on a multi-use Rail Trail (Metacomet Greenway) that parallels South Street, connecting the Town to North Attleborough and Wrentham.¹

1. For updates to the project, see: metacometgreenway.com.

Recreation Opportunities

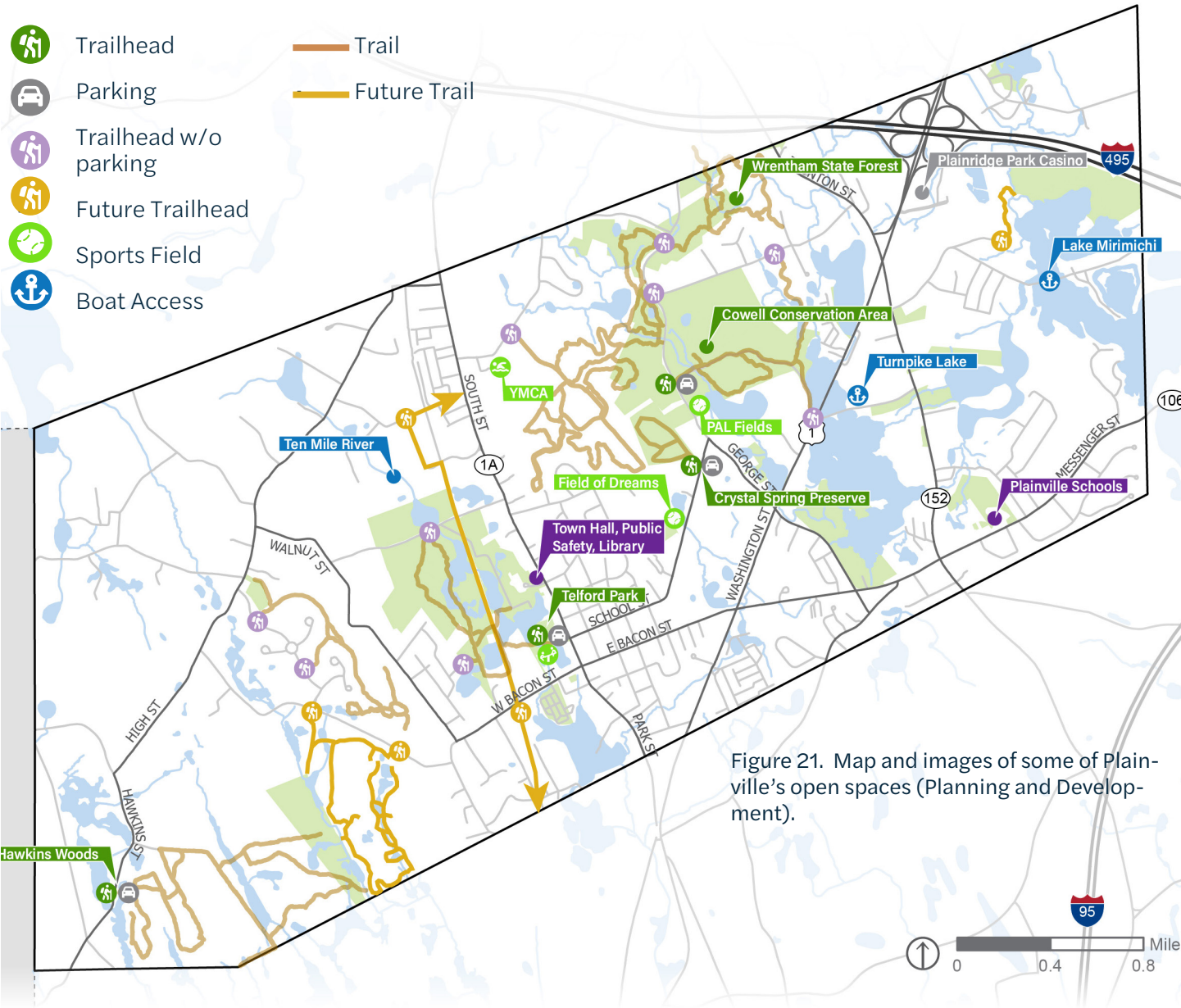


Figure 21. Map and images of some of Plainville’s open spaces (Planning and Development).



Telford Park



Field of Dreams



Hawkins Woods Trailhead

Water Resources

Passive recreation refers to activities that mostly pertain to activities related to the enjoyment of nature, such as hiking. Plainville's Conservation Commission manages many of the Town's passive open spaces.

Plainville has two major water bodies: Turnpike Lake and Lake Mirimichi, a "Major Pond of Massachusetts." While there is some recreational and public boat access (see previous page for locations), it is limited because the lakes are surrounded by privately-owned land. The location of boat launches for kayaks and other boats is also somewhat obscured.

Plainville's three river valleys include the prominent Ten Mile River (and tributaries), which all flow generally South, running parallel to South Street on the west side. Many other smaller streams and networks of wetlands traverse the Town, such as the Pitcher-Scotts Brook, Cargill Pond, and Fuller Pond.

Plainville draws its water from groundwater resources. As described in the Services & Facilities section, both lakes and the Ten Mile River watershed contain aquifers; currently, Plainville is drawing from wells adjacent to Turnpike Lake and off of West Bacon Street. Additionally, the Fuller Street Pumping Station, owned by North Attleborough, is part of the town's water distribution system.

Protecting groundwater resources is important to maintaining high-quality drinking water for the Town. The Town protects these precious water resources through the Groundwater Protection District.² The Groundwater Protection District prohibits certain uses, such as outdoor storage of hazardous substances. It also requires special permits for other uses that may affect

org/

2. Plainville Zoning Bylaws, 500-36
ecode360.com/11815355#11815355

**93% of Survey
Respondents marked
Protect Water Resources
as Very Important.**



Limited access to Lake Mirmichi from Mirimichi Street. Emergency access gate. (Massachusetts Paddler)

groundwater, including parking lots with 20 or more spaces, a commercial or industrial development greater than 10,000 s.f., and any development with impervious surfaces one acre or more in size.

Ecological Habitats and Wetlands

Plainville also hosts many habitats for local plants and animals. The Massachusetts Division of Fisheries and Wildlife and The Nature Conservancy (TNC) developed BioMap³ to protect the state's diverse ecosystems and biodiversity. These maps identify Core Habitats and Critical Natural Landscapes that identify intact fish and wildlife habitats, natural communities, ecosystems and landscapes. The Massachusetts Department of Environmental Protection

3. For more information on BioMap, see: <https://www.mass.gov/info-details/biomap-the-future-of-conservation-in-massachusetts>

Water Resources

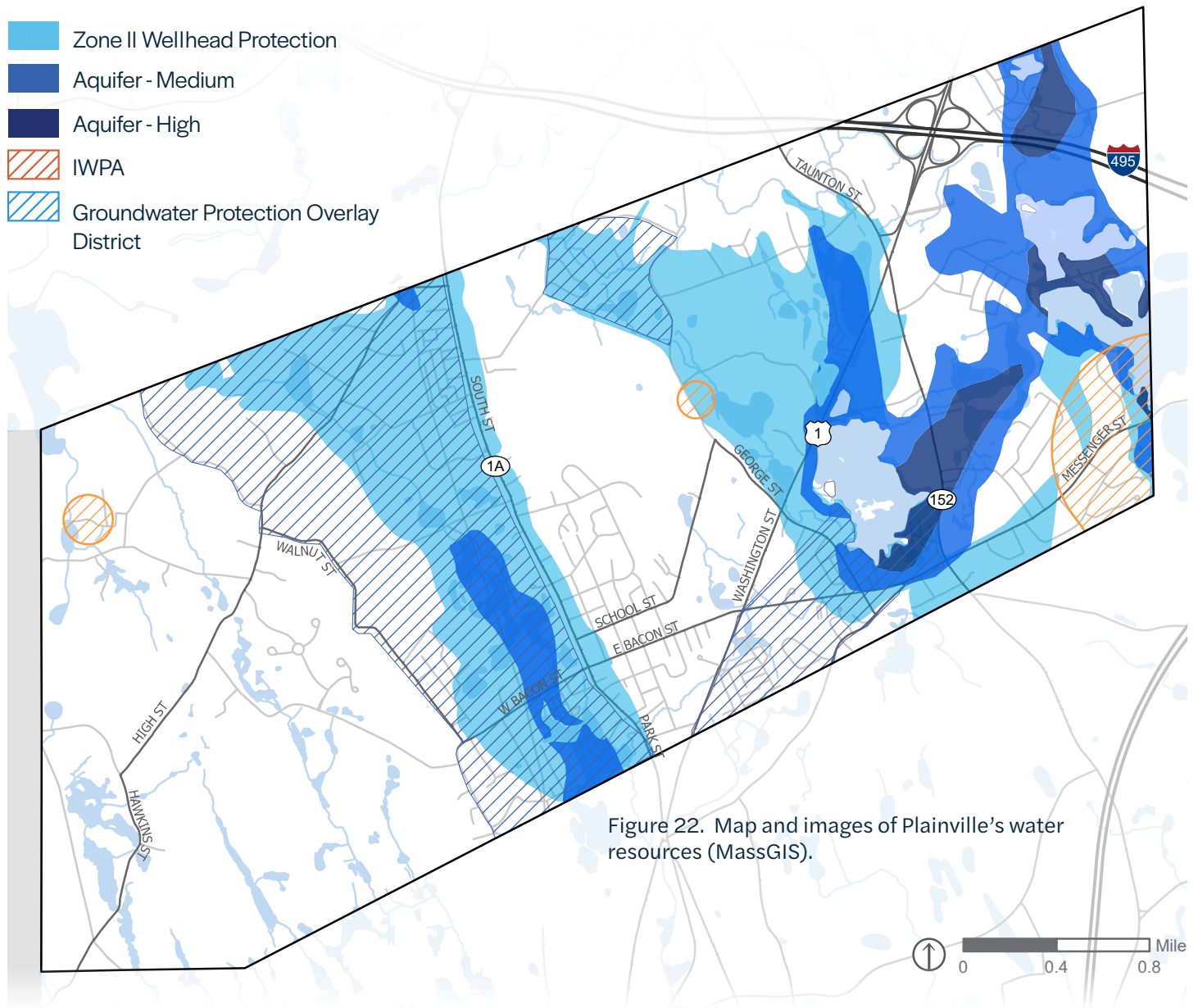
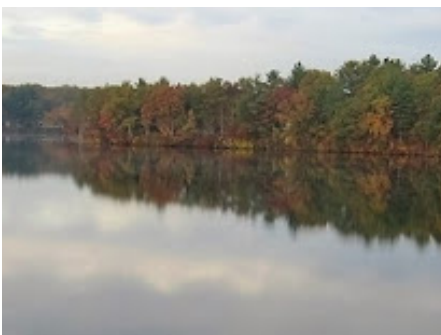


Figure 22. Map and images of Plainville's water resources (MassGIS).



Lake Mirimichi, a "Great Pond of Massachusetts"
(Friends of Lake Mirimichi)



Turnpike Lake (Massachusetts Paddler)



Plainville Pond in Telford Park, part of Ten-Mile River

(MassDEP) inventories the Commonwealth's wetlands, many of which also are important habitats, protective buffers for lakes and streams, and assets for resilience against flooding. Core Habitats are areas critical for the long-term persistence of rare species, exemplary natural communities, and resilient ecosystems. Plants and animals do not naturally stay in one area; Critical Natural Landscapes identify large landscape blocks that buffer Core Habitats and act as natural corridors.

- BioMap Core Habitat: 786.3 acres
- BioMap Critical Natural Landscape: 422.7 acres
- Plainville is home to 2 Insect, 1 Amphibian, and 1 Fish species that are Species of Conservation Concern

While some Core Habitat and Critical Natural Landscape areas are protected, much of it still is privately-owned, including an area off High Street; off E Bacon Street, Washington Street, and George Street; and around Lake Mirimichi.

While BioMap is mainly for informational purposes, Natural Heritage & Endangered Species Program (NHESP) Priority Habitat areas do have some protections; any projects that alter habitats are subject to review through the MA Endangered Species Act (MESA). Wetlands are protected under the Wetlands Protection Act⁴; any alterations within 100 feet of a wetland, within 200 feet of a riverfront area, in a 100-year flood plain, or contain a vernal pool must receive a permit from the Town's Conservation Commission. This review will ensure any alterations won't negatively impact wetlands.

Environmental Challenges: Climate Change and Environmental Contamination

Climate Change describes the effects of a rapidly warming world due to unprecedented carbon emissions. While Plainville is not a coastal community, it is still affected

by broader changes to the climate. In the future, the region will face more extreme variations in weather, including more extreme precipitation and droughts. Storms can overwhelm the Town's wastewater system and stormwater infrastructure, resulting in pockets of flooding that impact roadways or damage homes and businesses (see FEMA flood map for inland flooding risk). For example, in January 2024, many residents experienced unprecedented basement flooding due to the tree clearing for the Madison Energy solar field off Berry Street.⁵ Conversely, the Town may face future droughts that will impact groundwater resources, such as in 2016.

The most important way the Town can prepare for these risks is to preserve important open spaces that contribute to resilience. Wetlands act as a "sponge" that can store excess rainwater to reduce flooding risks and help replenish groundwater resources. Promoting Low-Impact-Development will similarly reduce run-off and increase absorption of water into the ground.⁶

In the past, Plainville had many factories, particularly around jewelry and metal foundries. Some of these industries produced hazardous by-products.

5. https://www.thesunchronicle.com/news/local_news/plainville-residents-outraged-over-flooding-from-new-solar-farm/article_a5f236bb-5ddf-5d0c-ad9f-b2e99c828453.html

6. <https://www.epa.gov/sites/default/files/2015-09/documents/bbfs2terms.pdf> More info on strategies can be found in the Recommendations chapter.

**BioMap Core Habitat:
786.3 acres**

**BioMap Critical Natural
Landscape: 422.7 acres**

**Plainville is home to 2 Insect,
1 Amphibian, and 1 Fish
species that are Species of
Conservation Concern.**

4. Wetlands Protection Act: <https://www.mass.gov/regulations/310-CMR-1000-wetlands-protection-act-regulations>, <https://www.plainville.ma.us/1396/Plainville-Wetlands-Bylaws>

Habitats and Wetlands

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

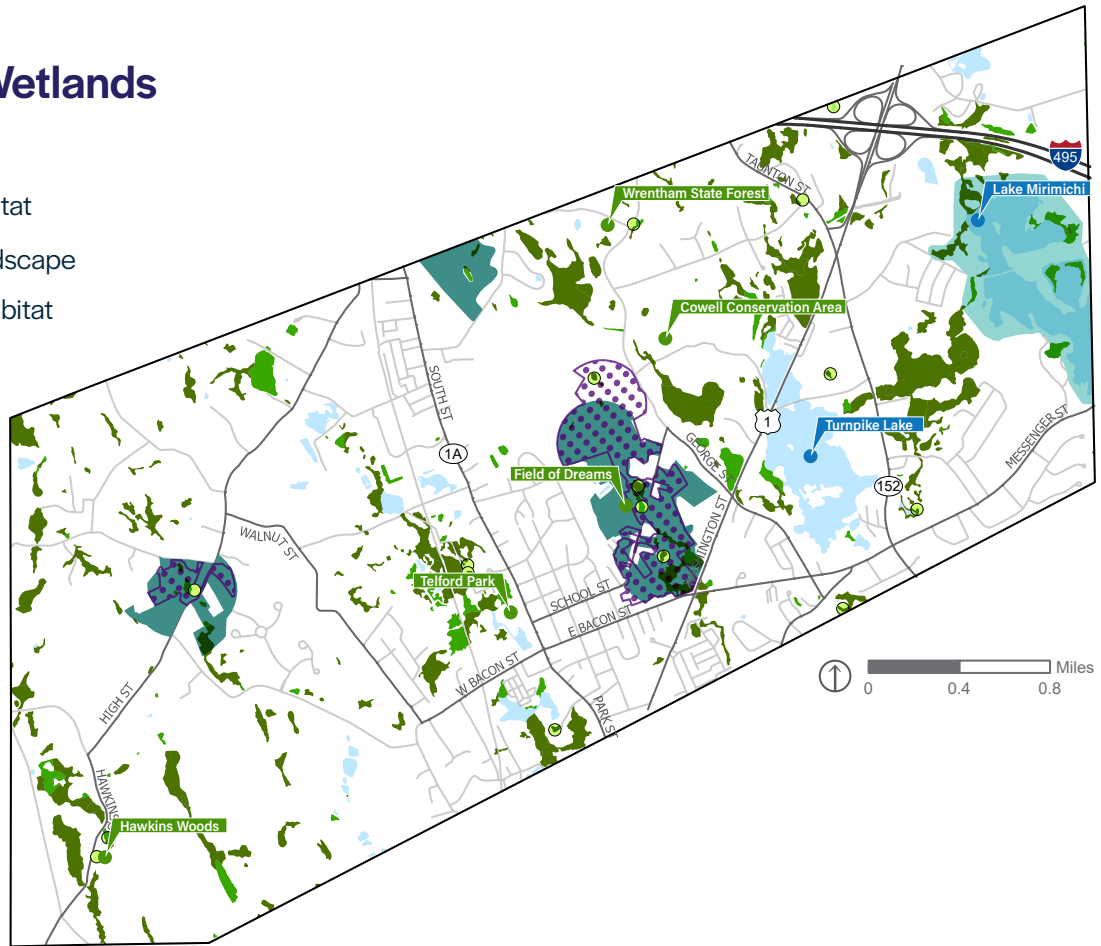


Figure 23. BioMap and NHESP Map (MassGIS).

FEMA Flood Map

- A: 1% Annual Chance of Flooding, no BFE
- AE: 1% Annual Chance of Flooding, with BFE
- AE: Regulatory Floodway
- X: 0.2% Annual Chance of Flooding

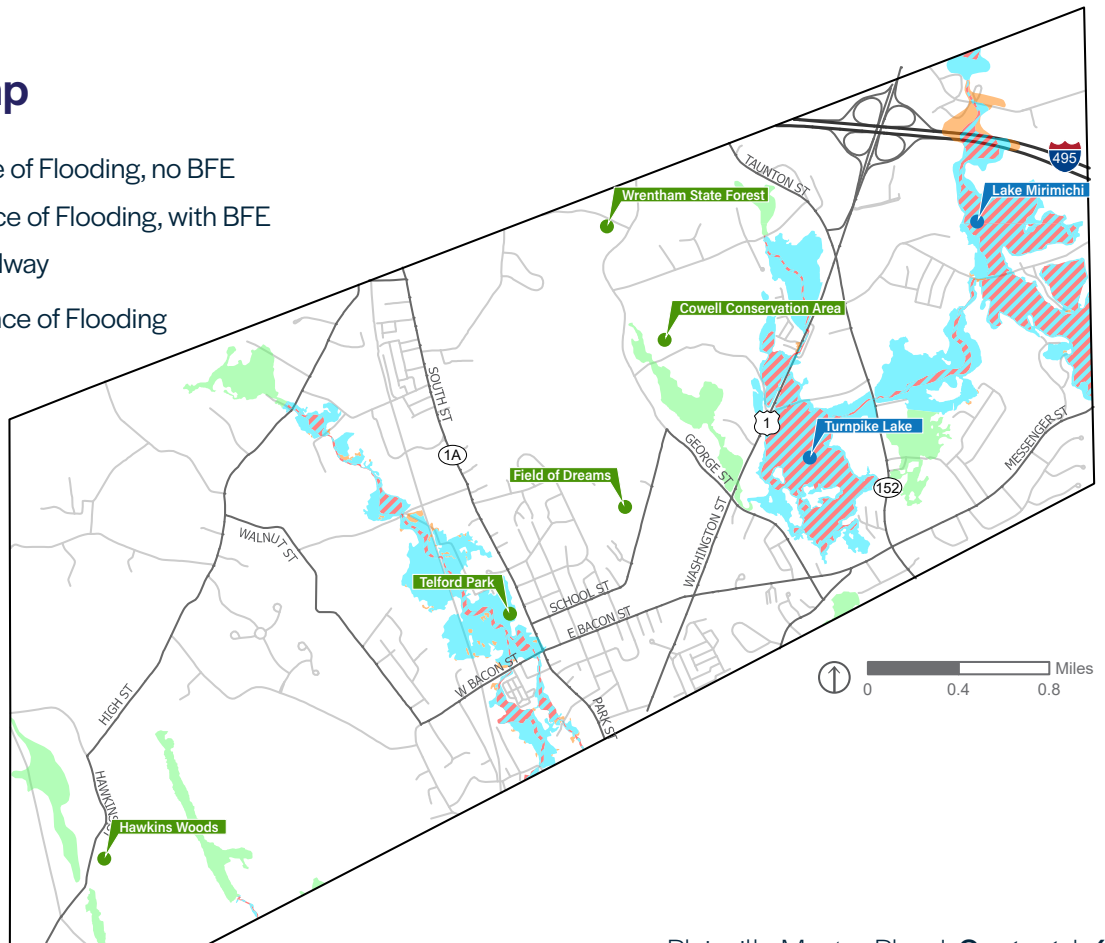


Figure 24. FEMA Flood Zone Map (MassGIS).



Open Spaces & Cultural Resources

Existing Conditions

Plainville currently has two Chapter 21E Tier Classified “Brownfield” sites according to MassDEP.⁷ (Please note that Plainville, like all towns across the Commonwealth, also has several sites where minor contamination has taken place; the vast majority of these sites pertain to gasoline or heating oil spills that have been remediated or pose no significant risk to the public.) For these sites to be redeveloped, they must be remediated, which can be expensive. For example, BASF is required to perform environmental remediation on the former Engelhard industrial site on Taunton Street. After cleanup, the site has the potential for redevelopment (though there are some restrictions).

Historic Resources:

When a historic building is gone, it’s gone forever. Preserving the Town’s history builds a sense of community and pride. It connects new and old residents who each add a bit to the Town’s history.

Key historic resources include:

- **Angle Tree Stone** (1790), a nine-foot slate monument marking the boundary between Massachusetts Bay Colony and Plymouth Colony. On the Register of National Historic Places
- **Humphrey House** (1715), location of the Historical Commission
- **Bliss Union Chapel** (1897), a former schoolhouse

Plainville has identified a few important historical resources but has not had the opportunity to do a more comprehensive review. Much of Plainville’s historical re-

sources are hidden or already lost. Conversations with members of the Historical Commission revealed just how much the Town Center area has changed. Members reminisced on the location of the former school and also the long tradition of jewelry manufacturing in the area.

In 2012, excavations at the Edgewood Apartment development (formerly, Cowboy Town) revealed important, undisturbed Native American archaeological sites and produced quartz artifacts that represent a rare Gulf of Maine Archaic Tradition site and contribute to our understanding of pre-colonial lifeways.⁸ Through a preliminary Mass Historic Commission inventory, many structures around West-East Bacon Street and South Street and around town are known to have been built prior to the 19th century, some built in the 18th century.

Many communities elect to have a Demolition Delay Bylaw to give communities the opportunity and time to develop creative solutions to protect historic structures from demolition, but Plainville does not have this bylaw in place.

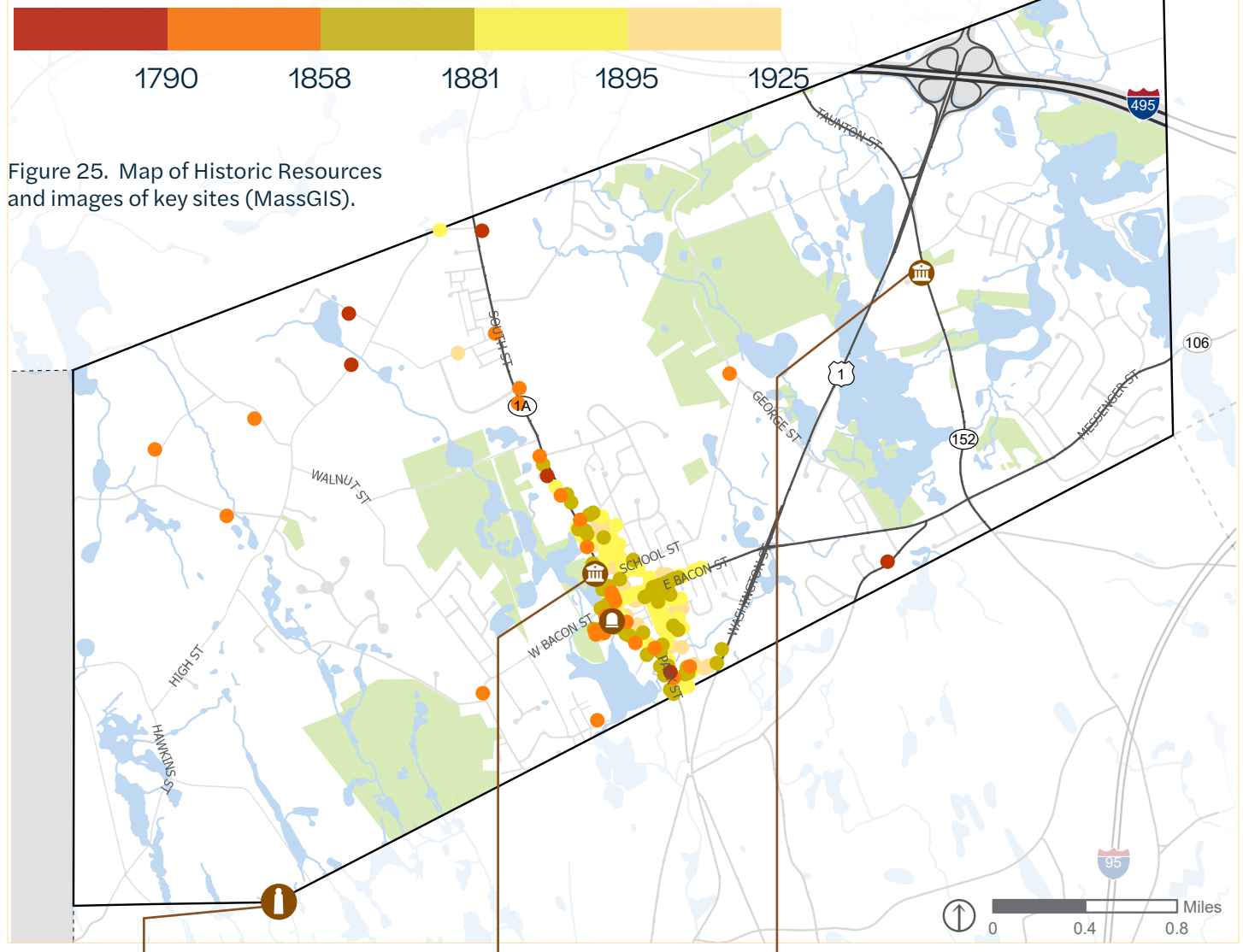
The Historical Commission is housed in Humphrey House and has been working hard to catalog and preserve the Town’s important documents, artifacts, and photos in its collection. It is mostly run by volunteers and requires significant support to help it protect irreplaceable historic assets. It also regularly hosts events to educate residents including tours and speaking events. On Memorial Day, the Historical Commission works with local Veterans

7. Site 4-0020342 at 44 Warren Street, <https://ee-aonline.eea.state.ma.us/portal#!/search/wastesite/results?RTN=4-0020342> and Site 4-0028593 at 56 Washington Street, 4-0028593.

8. For more information, see: https://www.academia.edu/3302171/The_Edgewood_Apartments_Site_Plainville_Massachusetts

Historic Resources by Date Built

Mass Historic Commission Inventory



*Angle Tree Stone
(Town of Plainville)*



Humphrey House



Bliss Union Chapel

groups to plant flags honoring Plainville's military heroes. After COVID, the Commission has re-opened Humphrey House with regular hours on Wednesdays. It has a social media presence and regularly posts on Facebook, sharing events and pieces from its archive.

Cultural Resources

As the Planning Team met residents in Plainville, one thing struck them: Plainville's residents are incredibly dedicated to the Town. Many residents loved the "small-town feel" where neighbors still knew each other. The Town proudly runs on a spirit of volunteerism and public service.

Many local organizations, Town Departments, and businesses host regular events that bring the community together. At least 40% of respondents mentioned An Unlikely Story as one of their favorite things about Plainville. The bookstore and café host numerous events that attract Plainville residents and visitors from neighboring communities, ranging from trivia night and author speaking events. Local restaurants and businesses also create a sense of community.

Such connections do not materialize out of thin air and require resources and investments to continue it. A common theme during the planning process was how residents desired more spaces to come together, particularly in the Town Center.

Events

- Lions Fall Festival
- Tree-lighting Ceremony
- Keep Plainville Beautiful clean-up Day
- Opening Day for PAL
- Hawkins Woods Full-moon Walks/Bonfires

Organizations and Town Assets

- Keep Plainville Beautiful
- Lions Club
- Saint Martha
- Plainville Baptist Church
- Council on Aging, including regular programming for seniors
- Library, including regular programming for families
- Historical Commission
- Youth Sports, such as PAL and Plainville Youth Soccer League

Local Businesses

- Don's Diner
- An Unlikely Story
- Chieftain Pub
- Stone Ridge Bar & Grill
- Summer Scoops



Scenes from An Unlikely Story (RI Monthly)

Stories from Plainville



Parade of support passing by Malia and her family (Heather McCarron)



The 5K and 10K have been an annual tradition

Malia Strong

Malia was a 14-year old resident who for many years battled neuroblastoma, a rare cancer that affects the nervous system. Never letting her diagnosis define her, Malia was full of energy and courage and loved baking and playing soccer. With her parents, she was an advocate for childhood cancer, and her inspirational story of overcoming cancer when she was a small child brought the community together and raised thousands for cancer research. The Town proudly continues to come together to support the For Kids' Sake Foundation, which has raised more than \$1 million for pediatric cancer research. Malia passed away in June 2023, after a two-year battle with her cancer. Today, her legacy continues and you can still see yellow and purple hearts on signs and businesses in the area.



(Mark Stockwell, The Sun Chronicle)

Jim Faille

The 2022 Tree-Lighting Ceremony at Telford Park honored Jim Faille, former Plainville Park Commissioner, who was a pillar of the community and left his mark by his dedication to public service and Plainville's parks. Faille Field in the Field of Dreams is dedicated to him.

Key Questions

Where should Plainville focus its open space acquisition efforts?

How can Plainville improve its existing trails, parks, and other recreation areas?

How can Plainville protect its natural and cultural heritage for future generations?



Transportation and Circulation

Existing Conditions

Transportation and Connectivity describe how people get around town.

As is true of other suburban and rural communities, most of Plainville's residents drive when leaving the house—like going to work, taking their kids to school, running errands, and dining out.

Roadways

Interstate 495 and Route 1 are the Town's state-managed highways, accounting for the highest traffic volumes in Plainville. The Town manages the Town's other numbered roadways—Route 1A, Route 106, and Route 152—along with other local roads. Private ways are typically owned and managed within newer developments, such as residential subdivisions.

The intersection of Taunton Street (Route 152) and Messenger Street (Route 106) poses the biggest issue for transportation safety in Plainville; in fact, the intersection ranks 12th out of the region's 100 most dangerous intersections according to annual analysis by the Southeastern Massachusetts Metropolitan Planning Organization's (SMMPO). Many survey respondents were concerned about safety and traffic at this intersection and the intersection of Route 1 and 152.

Walking, Biking, and Transit



Rt. 152 (Taunton St.) and Rt. 1 (Washington St.)



Wilkins Four Corners: Rt. 152 (Taunton St.) and Rt. 106 (Messenger St.)



Rt. 1 and Rt. 106 (E. Bacon St.)



Rt. 1 and George St.

Road Network by Jurisdiction

- State-managed
- Town-managed
- Private way (usually private subdivisions)

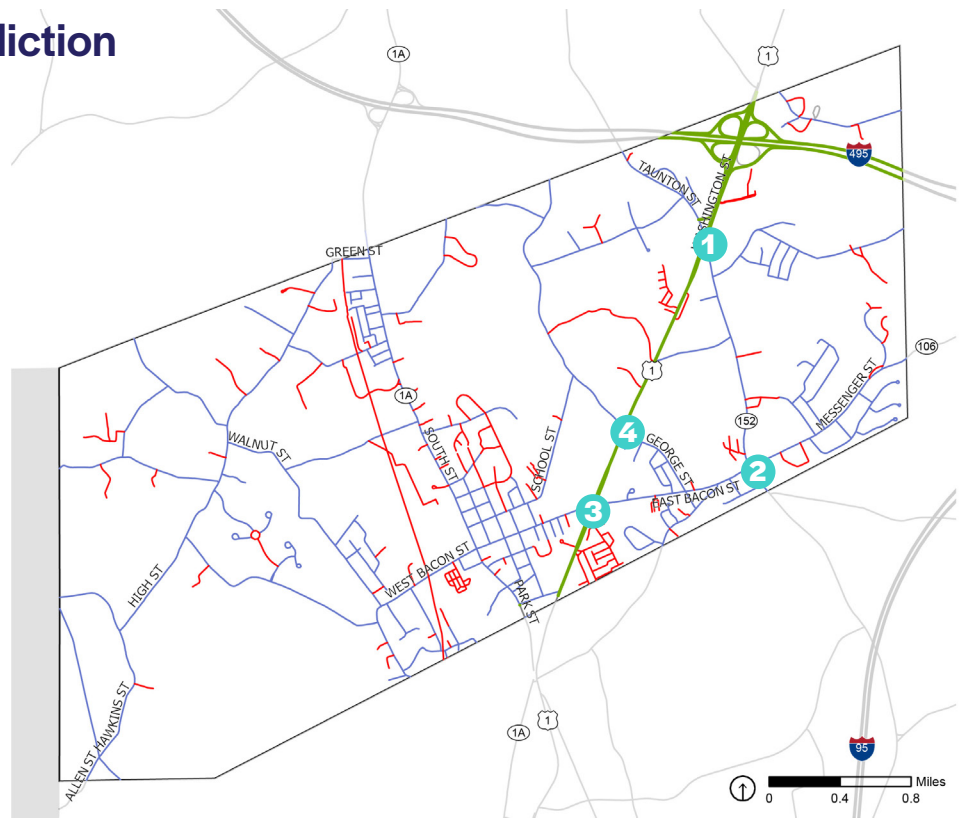


Figure 26. Map of Roads by Jurisdiction (MassDOT, MassGIS).

Crashes (2014-2019)

Areas with most crash sites:

- I-495 and Route 1 (Washington St.)
- Rt. 152 (Taunton St.) and Rt. 106 (Messenger St.)
- Rt. 1 and Rt. 106 (E. Bacon St.)
- Rt. 1 and George St.
- Rt. 1A and E. Bacon/W. Bacon St.

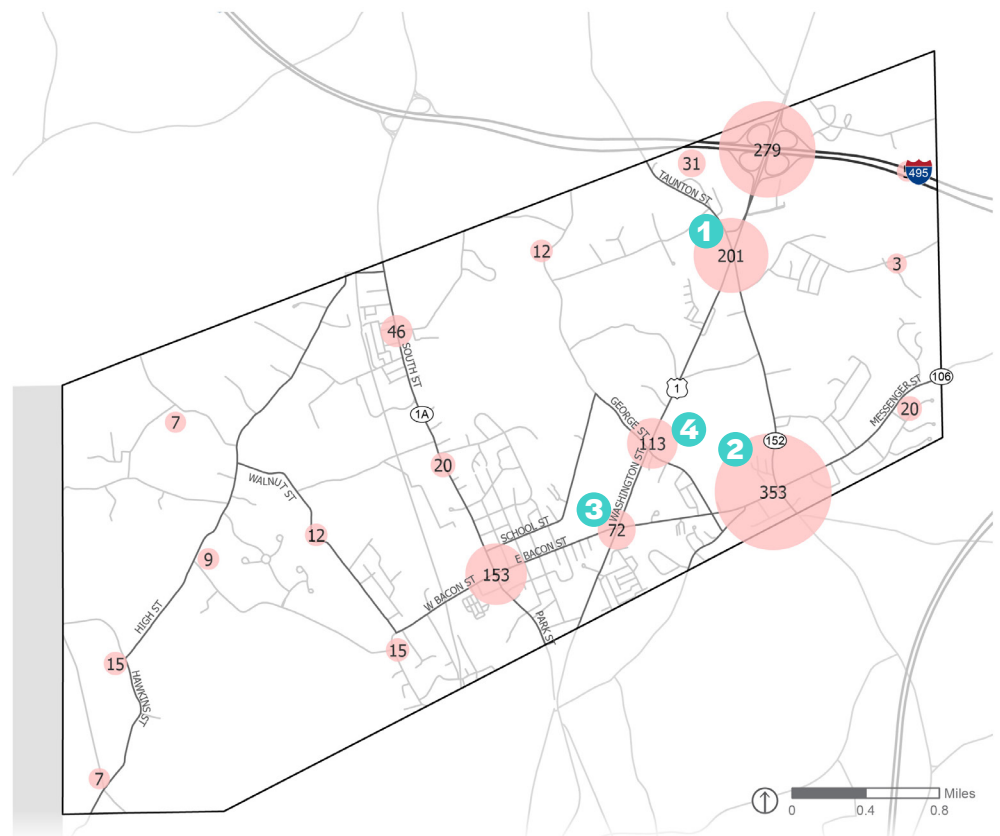


Figure 27. Map of Crashes, roughly clustered based on geography proximity (MassDOT, MassGIS).

Many survey respondents also want to be able to walk and bike to parks, trails, and the Town Center.

Plainville has made strides in creating and maintaining sidewalks and trails. Proposed sidewalk and multi-use path improvements along South Street would connect areas in northern Plainville to the Town Center. New trails are proposed through private development at Heather Hill Country Club and municipal conservation efforts at Hawkins Woods. These and other projects are highlighted in the Town's MassDOT Complete Streets Prioritization Plan and in various concept plans from partner organizations.

Plainville's network does have gaps. For example, sidewalks along the entirety of West and East Bacon Street would connect the proposed Metacomet Greenway rail trail with the Town Center and Route 106/Route 152.

Finally, Plainville's public transit rapid bus service is provided by the Greater Attleboro-Taunton Regional Authority (GATRA). GATRA provides hourly bus service to Plainville through the Route 14 line that connects Plainville to North Attleboro's North Hub; the Route serves Plainville Commons Marketplace (Target), Sturdy Memorial Urgent Care, the Plainville Council on Aging / Senior Center, Sunset Acres, and (all in North Attleborough) Circle Court, Stop and Shop, and the North Hub.

Many seniors rely on the bus to run errands.

Due to the infrequency of the bus, the lack of shelters, and the lack of safe crossing areas, using GATRA can be difficult, particularly for seniors with limited mobility. Some seniors and residents with disabilities also rely on Dial-a-Ride services from GATRA and the Council on Aging shuttle.

GATRA users in Plainville mention many issues:

- Lack of passenger shelters, crosswalks, and sidewalks
- Infrequent and inconvenient schedule
- Buses do not pull into the mobile home and apartment areas, so riders are forced to ride the bus for the entire loop to be on the side of their destination or cross a dangerous road lacking crosswalks.

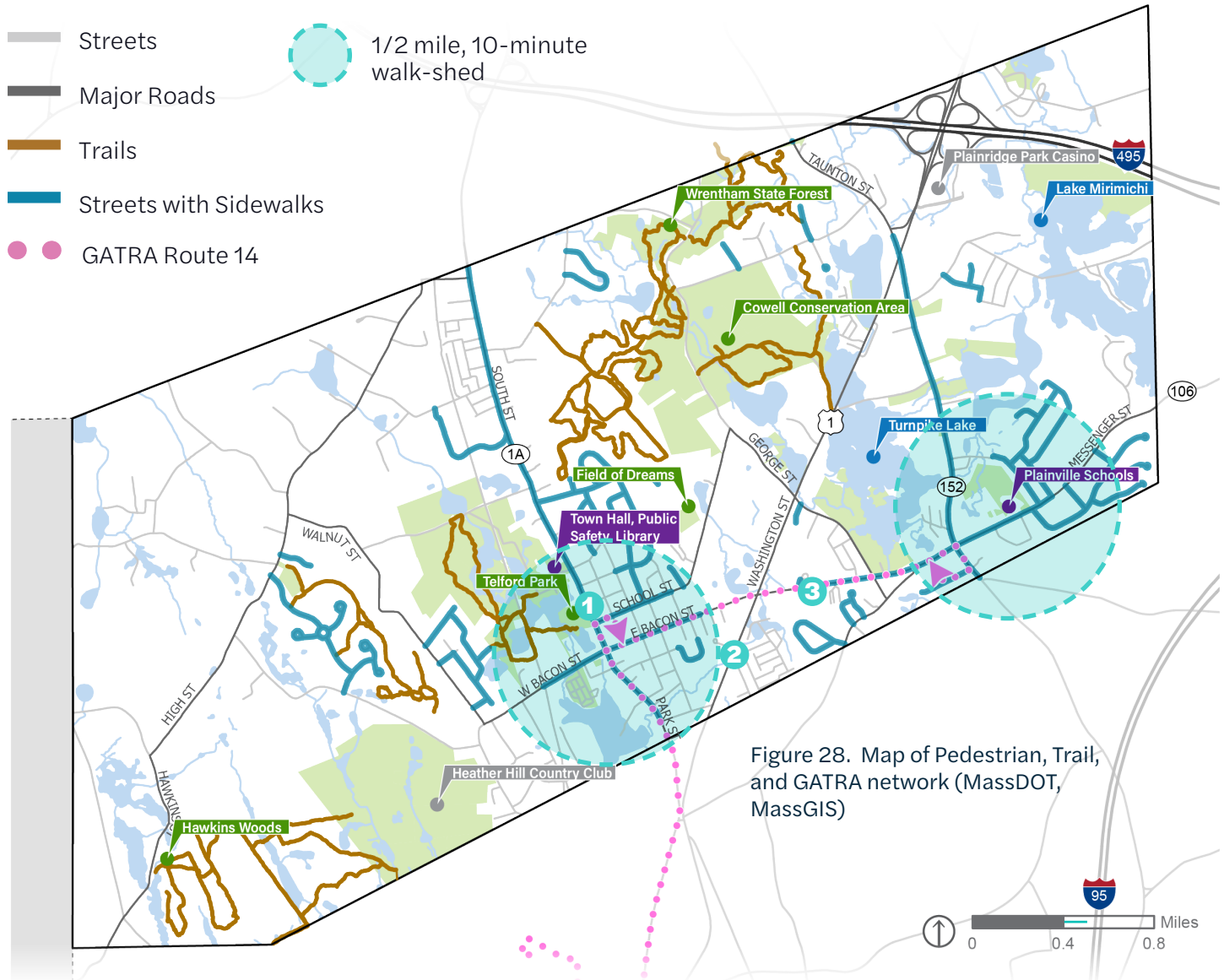
Though most residents drive in Town, it is critical to address the needs of the most vulnerable populations. Many people are unable to drive, including some with disabilities, children, teens, and some seniors. Many of these residents rely on relatives to get around. By creating a more equitable transportation network, the Town can improve the quality of life for all.

Key Questions

How can Plainville encourage residents to walk, bike, or take transit instead of driving for some trips?

How should Plainville ensure its transportation network can handle increased traffic from housing and economic growth?

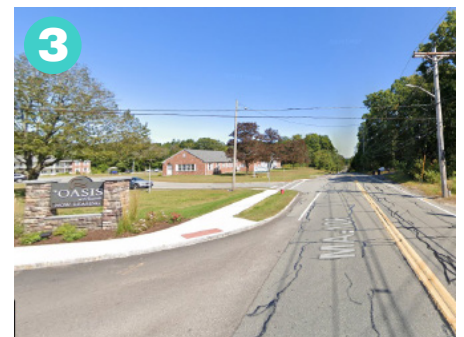
Sidewalks and Transit



1 South Street crossing beacons near School Street intersection.



2 Route 1 / Washington Street: 4 lanes and no crosswalks at Sunset Acres, where many GATRA users live. (Google Earth)



3 E Bacon Street lacks crosswalks and sidewalks do not continue to Town Center, near Oasis and Hilltop Terrace. (Google Earth)



Services & Facilities

Existing Conditions

Plainville is responsible for providing many utilities and services to its residents and businesses.

These services include day-to-day administrative activities that ensure the Town runs smoothly and the programming that enriches life in Plainville. This also includes critical infrastructure that keeps residents healthy and safe, such as water and wastewater services, fire, police, and emergency services.

Water

Plainville's Public Works Department provides municipal water for most of Town, serving over 2,500 connections. The Town is in the Blackstone River, Ten Mile River, and Taunton River watersheds. Residents in more rural areas who are not connected to the municipal water system rely on well water. The municipal water network includes four pressure zones, five pump stations, two water tanks, and 65 miles of water main. Water comes primarily from wells in three separate wellfields located near Turnpike Lake, Lake Mirimichi, and at the rear of the Highway Garage off of West Bacon Street; currently, the wells around Lake Mirimichi were taken offline in 2017 due to high levels of iron and manganese. The water is treated at either the Turnpike Late Treatment Facility or the North Attleborough Water Treatment Plant, via an Inter-Municipal Agreement.

As of Fiscal Year 2022, the water rate is \$7.47 per 1,000 gallons (under 8,000 gallons monthly) and \$8.96 per 1,000 gallons on any usage above that.¹ Rates

1. Town Public Works website

have increased over time to keep up with important maintenance and improvement projects.

As Plainville has grown, so has its demand for water. From 2015 to 2019, demand increased sharply from around 0.6 MGD to 0.8 MGD (Million gallons per day), or roughly 30%. Though as of 2022, the demand decreased to roughly 0.55 MGD.²

In previous years, the Town faced water quality and capacity issues. To remedy this, the Town has made significant investments in the municipal water network. The Town has also set up a dedicated Enterprise Fund for water improvements; in 2023, the capital spending budget allocated \$2.3 million, made up of user fees. The Town is working with BETA Engineering on plans for a new treatment facility to replace the Turnpike Water Treatment Facility. The new facility will double treatment capacity and maintain compliance with the PFAS regulatory requirements. The feasibility study estimated the cost to be around \$25 million. The Town is also planning a new well on a recently acquired parcel, adjacent to the Turnpike facility. Given these investments, the Town has applied for a new withdrawal permit of 0.82 MGD, which would meet the needs of the town in the foreseeable future.

Previous key reports include:

- Town Annual Reports
- Annual Water Quality Reports
- 2019 Asset Management Plan, prepared by BETA Group
- 2020 Preventative Maintenance Plan, prepared by BETA Group

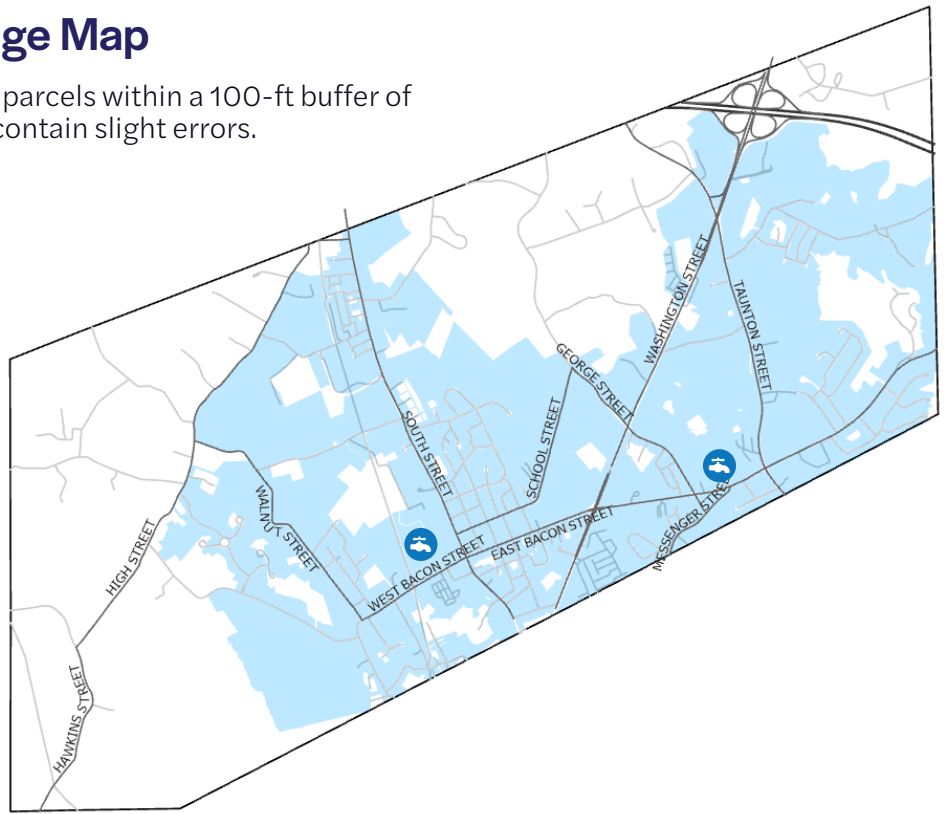
2. Town Annual Reports

Estimated Water Coverage Map

For illustrative purposes. Includes all parcels within a 100-ft buffer of Town-provided water network. May contain slight errors.

0.55 MGD

FY22 Town Water Usage



Estimated Wastewater Coverage Map

For illustrative purposes. Includes all parcels within a 100-ft buffer of Town-provided wastewater network. May contain slight errors.

1.14 MGD

FY22 Town Wastewater Usage

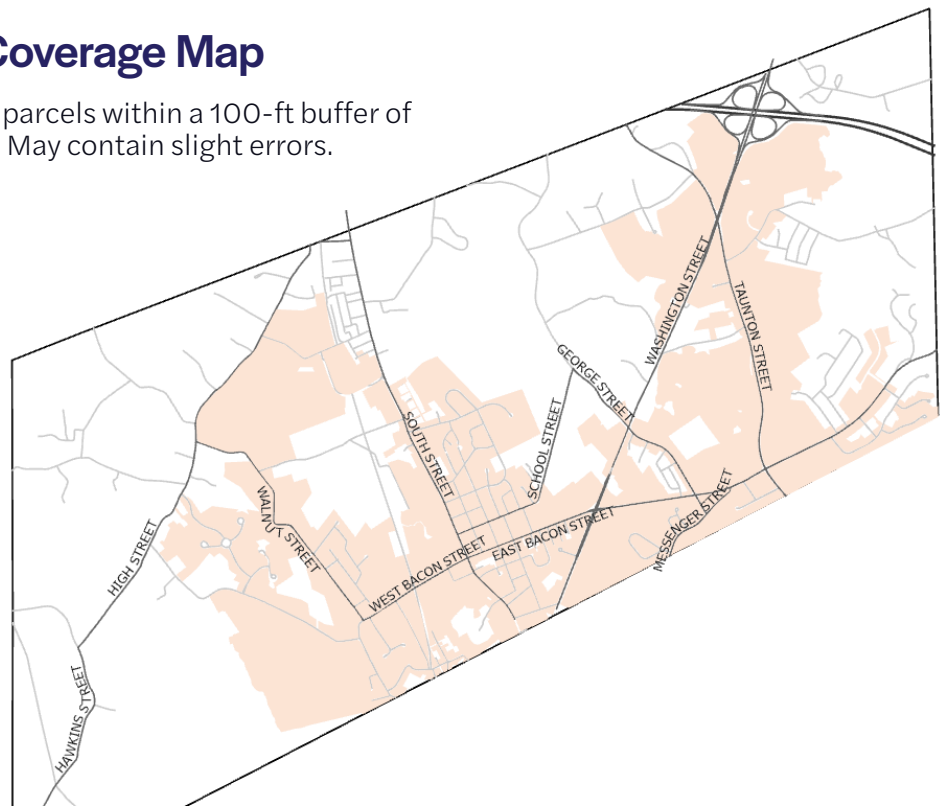


Figure 29. Maps of approximate water and wastewater coverage (Town Staff).

Wastewater

The Public Works Department manages Plainville's wastewater network, which includes pipes and pump stations. Removal of wastewater is as important as providing clean water. As with the water network, the municipal sewer does not cover all of Town. Many residents in more rural parts of town rely on on-site septic systems. Non-sewered areas can experience septic failure and pose contamination risks to sensitive water resources and ecological habitats. Much of the danger comes from excess nutrients like phosphorus and nitrogen; when these enter waterways, they can result in hazardous algae blooms that kill local wildlife, which also limits future development.

Plainville does not have its own wastewater treatment plan; it instead has an inter-municipal agreement with North Attleborough to treat wastewater at the North Attleborough Wastewater Treatment Facility. Plainville is currently authorized to use 23.8% of the average daily volume flowing to the Treatment Facility, which is about 1.1 MGD.

Inflow & Infiltration (I&I)

Infiltration is groundwater that seeps into sewer pipes through holes, cracks, joint failures, and faulty connections.

Inflow is stormwater that flows into sewers via drain downspouts, foundation drains, storm drain cross-connections and manhole cover holes.

From 2017 to 2022, wastewater conveyed to North Attleborough increased by 6%. In 2021, the average rate was 1.14 MGD, exceeding Plainville's allowed capacity. Recently, the Town exceeded its allowed capacity, triggering more limitations on new sewer connections.³ Currently, there are no immediate plans to expand the sewer network, due to the capacity constraints.

3. Town Annual Reports

Contractual requirements with the Town of North Attleboro do not allow the Town to increase capacity, so the Town must invest in making its current system more efficient. As part of the Sewer Growth Neutral Regulation, the Town manages permits for new sewer connections. A significant portion of the conveyed wastewater comes from Inflow and Infiltration (I&I). This is essentially 'clean' excess water that makes its way into the wastewater system. In FY23, Inflow and Infiltration accounted for more than 50% of the Town's conveyed wastewater.⁴

Identifying sources of and remediating I&I issues is costly and ongoing. The Town has been focusing efforts on "The Hill" in the Moran Street sewer area. This area around Town Center is one of the older parts of the network. The Town plans to spend roughly \$400,000 per year, and the total costs of improvements are estimated to be around \$15 million. In 2020, the Town created an Enterprise Fund to collect user fees to pay for improvements. The Sewer Enterprise Fund in the 2023 budget was allocated \$1.2 million.⁵

The most recent plan, the Wastewater Facilities Plan (2007), recommended updates and expansions in three sub-areas: Subarea #2 – Northern South Street Area (near the Wrentham border); Subarea #3 – West Bacon Street Area; and Subarea #5 – North Lake Mirimichi Area. Work in the West Bacon Street Area was completed in 2011-2012, while efforts for other expansion areas have stalled. In particular, expanding sewer to homes around Lake Mirimichi is a priority due to potential contamination risks from septic failures, while expanding sewer up South Street would allow for more focused development near the Town Center.

4. <https://www.plainville.ma.us/1553/Inflow-and-Infiltration>

5. Town Capital Improvement Plan

Water and Wastewater Usage

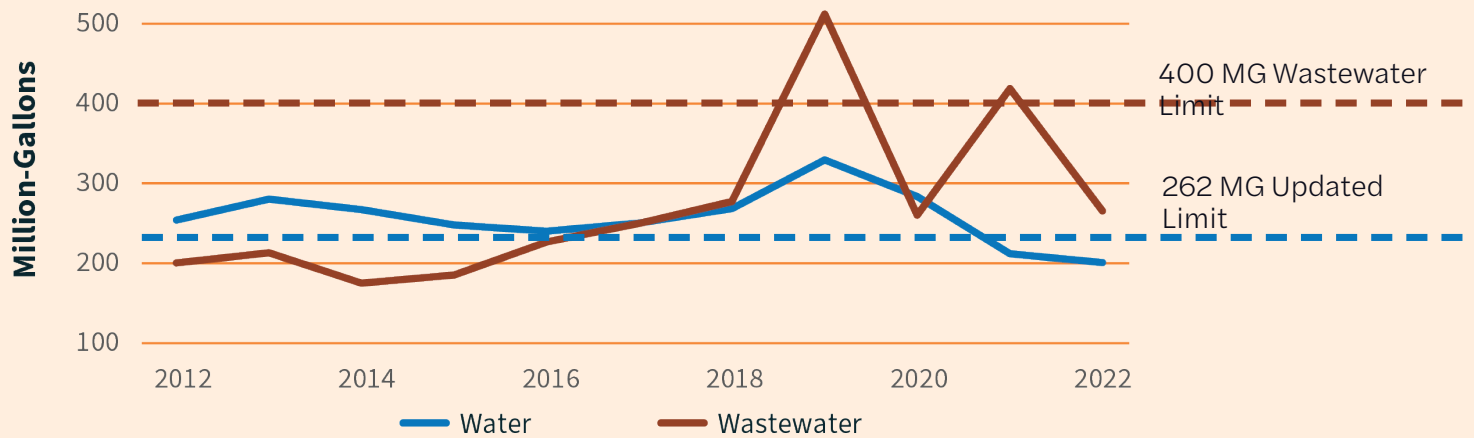


Figure 30. Graph of Town water and wastewater demand from 2012 to 2022 (Town Reports).

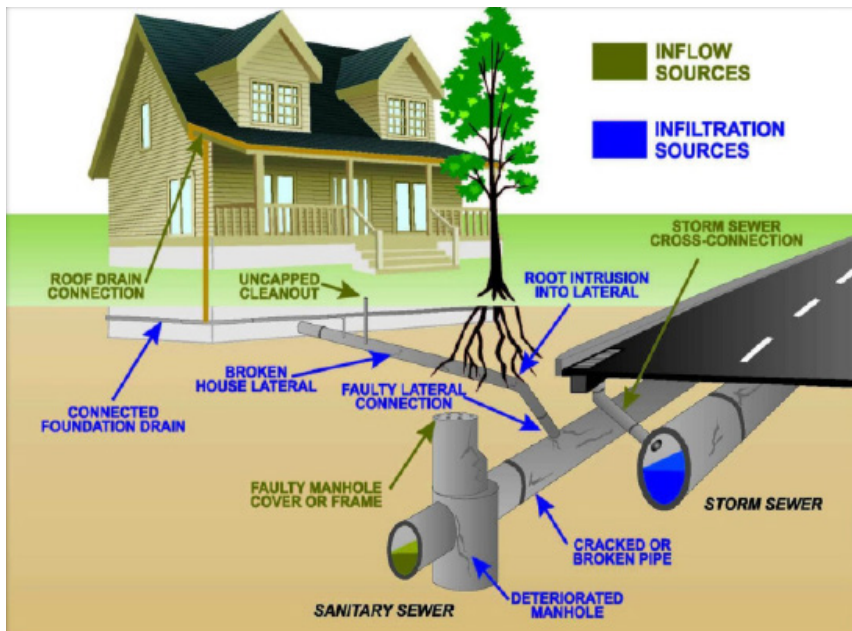


Figure 31. Diagram explaining Inflow and Infiltration (Unknown Creator);
Image of Plainville Turnpike Lake Water Treatment Facility.

Town Services and Facilities

Overall, residents and businesses are satisfied with Plainville's governance and ability to deliver important services to its residents.

The following make up the main facilities and services housed within them.

Town Hall

Recently built in 2019, Town Hall houses many of Plainville's administrative functions. Its meeting room also serves as the location for Town public meetings and hearings.

The following are the primary departments housed in Town Hall:

- Town Clerk
- Town Administrator
- Assessor's Office
- Building
- Planning & Development
- Finance and Accounting
- Treasurer
- Select Board

Town Boards, Commissions, and Committees include:

- Board of Assessors
- Board of Health
- Board of Registrars
- Board of Library Trustees
- Community Preservation Committee
- Conservation Commission
- Finance Committee
- Historical Commission
- Keep Plainville Beautiful
- Local Massachusetts Cultural Council
- Master Plan Committee

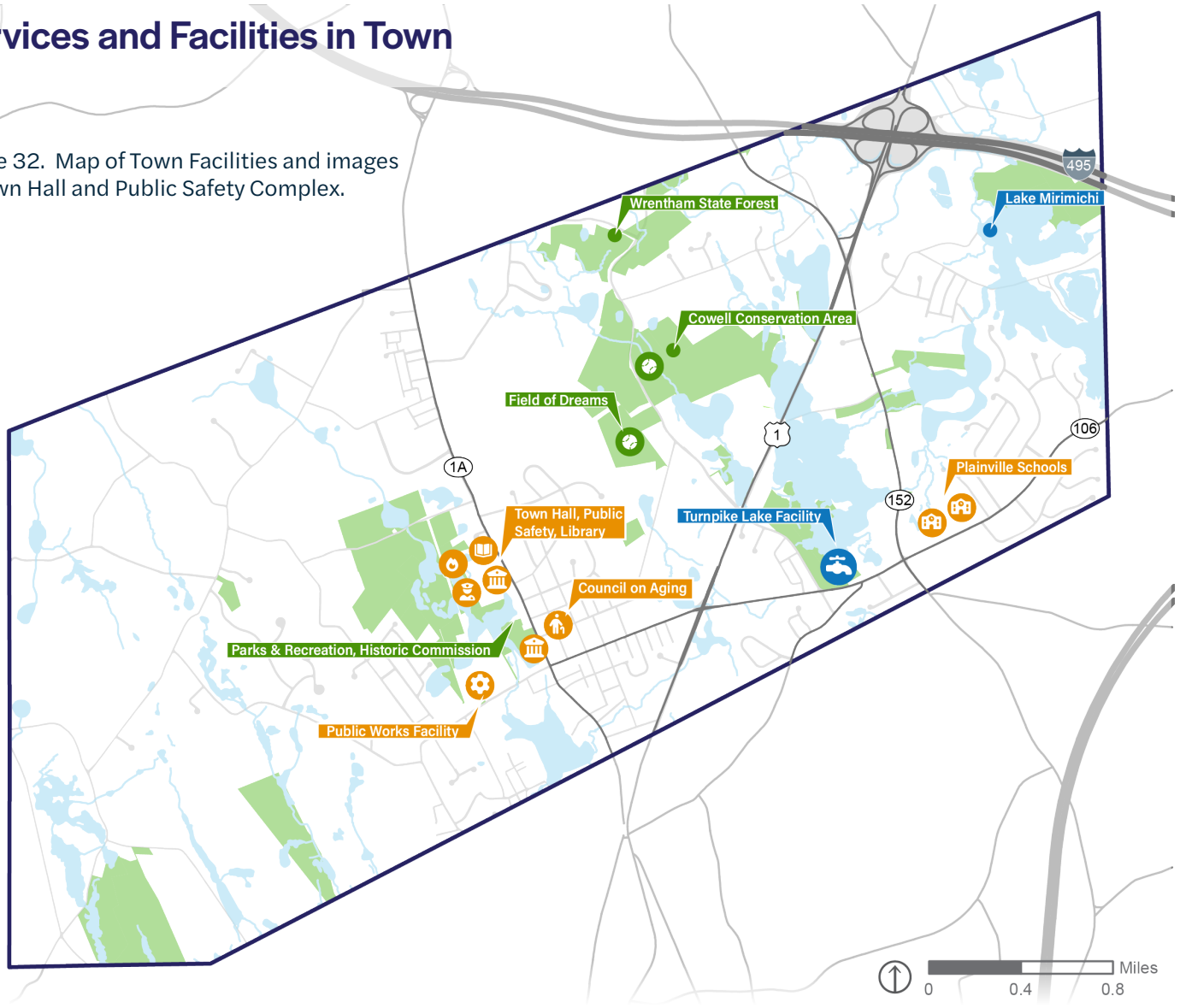
- Open Space & Recreation Committee
- Parks Commission
- Permanent Building & Maintenance Committee
- Planning Board
- Redevelopment Authority
- School Committee and King Philip Regional School Committee
- Taxation Aid Committee
- Zoning Board of Appeal

Public Safety Complex

Built in 2019 alongside Town Hall, this facility houses the Town's Fire and Police services. EMS is a division within the Fire Department. Police programming includes a secure prisoner processing and detention area, a roll call room, secure evidence processing and storage, and offices. The fire program includes five drive-thru apparatus bays, storage areas, living quarters, and offices. The two departments share a public entrance, training room, dispatch center, and fitness area. The Departments also collaborate on Emergency Management, such as managing evacuation routes during disasters.

Services and Facilities in Town

Figure 32. Map of Town Facilities and images of Town Hall and Public Safety Complex.



Aerial image of Town Hall, the Public Safety Complex, and the Library.



Town Hall (Mark Stockwell, The Sun Chronicle)



Outside



Students from KP Cares play games with seniors (COA Facebook)



Valentine Luncheon (COA Facebook)

Council on Aging

Built in 2000, the Council on Aging (COA) or Senior Center provides a welcoming place for companionship, recreation, educational programs, meals, and activities. The COA provides seniors with referrals to information and other services. The Center provides community programs and transportation and is a congregate meal site.

Due to the growth of Plainville's senior population, the COA is running into space constraints in its aging facility. Desired improvements for the existing facility or new facility include: improved security measures (controlled access points, surveillance systems, panic buttons, safety training, security personnel, improved lighting), better parking facilities, and enhanced accessibility options such as additional handicap ramps. Lack of adequate staffing

is also an issue, particularly around social services; the Center also serves non-senior residents who need support, such as food stamps, medical assistance, and housing assistance. The COA would benefit from a Strategic Plan.

Figure 33. Images of Council on Aging.



Outside



Children's Wing



August 2022 Bubble Day (Plainville Library Facebook)

Library

The current building sits on the same site as Town Hall and the Public Safety Complex. Completed in 1989, the final 6,650 sq. ft. building was projected to accommodate the library through the year 2000, allowing for a collection of approximately 28,000 books and audio-visual materials. The library consists of three separate wings, including the central circulation and reading area, an adult and young adult wing, and a children's wing. Minor improvements over the years have included new computers, shelving, and wifi, to ensure the library serves modern needs of its patrons.

Libraries are more than places to store and lend out books. They play a critical role in fostering community as a "third space" and providing programming to residents of all ages. Libraries also serve as important centers for public digital access to internet

and technology. The current library faces numerous challenges. Its collection has grown beyond the designed amount, and as the population grows, the library may need to meet new requirements, particularly around staffing. Library staff mentioned that approximately 20% of their patrons come from North Attleborough. The older building also has a few maintenance issues, including the need to update its HVAC system and updating the library to meet ADA guidelines. The library is guided by a recently completed Long Range Plan (2021-2026).

Figure 34. Images of the Library.



Anne Ware Jackson Elementary School



Beatrice H. Wood Elementary School

Schools:

The Town is served by two elementary schools, both located off Messenger Street or Route 106. As discussed before in the Population section, the Town’s student enrollment has been steadily declining, dropping 18.75% from 800 students in 2011 to 650 students in 2022. Regionally, the student population at the middle and high schools has dropped 12.5% from 2,142 students in 2011 to 1,874 students in 2022.

- **Anna Ware Jackson Elementary School** serves Pre-K to Grade 2. It opened in 1965 and was last renovated in 2002.
- **Beatrice H Wood Elementary School** serves Grade 3 to Grade 6. It opened in 2004.
- Plainville students attend middle school and high school at the **King Philip Regional School District**, which also serves Wrentham and Norfolk. Both schools were renovated somewhat recently, in 2005 and 2007.

Figure 35. Images of schools.



Display case of objects and photos from Whiting & Davis.



Whiting and Friends, mascots of the Historical Commission



Pavilion at Telford Park.

Historical Commission

The Historical Commission is tasked with protecting and preserving the community's historical assets for the education, enjoyment, and benefit of current and future generations. The Commission promotes the inventory, preservation, accessibility, and research of the Town's indispensable historical resources. By honoring and preserving our community's history we enhance the quality of our lives, help establish a sense of pride, and can provide economic stability for the community.

The 300-year-old Humphrey House was built around 1715, and portions of the surrounding land have previously served as a farm, mill, and jewelry shop. From 1930 through 1989, it served as the Town Library. Today, it serves as the Town's archive and museum, hosting class visits and visitors to share Plainville's history. In recent years, the Commission has done a

lot to host events and better organize the Town's archives. It is supported by many volunteers but would benefit from additional resources and staffing. The Historical Commission also oversees the Bliss Union Chapel, which is currently not easily accessible and somewhat underutilized. While there have been some talks of moving it to the Humphrey House site, some feel it is cost-prohibitive or that it shouldn't be moved to preserve its historic location.

Park Department

Located at the former Town Hall site at 142 South Street, the Park department manages the Town's recreation spaces and open spaces. An overview of the Town's open and recreational spaces can be found under the "Open Space and Recreation" section of this chapter.

Figure 36. Images of Humphrey House and Telford Park.

Housing Authority

The Housing Authority oversees low-income housing, including the application process, eligibility guidelines, and related resources. The Authority manages Hilltop Terrace, an affordable senior housing development with 40 units.

Public Works Facility (29 W Bacon Street)

This facility holds the Town's Public Works Department, whose duties include repairing roads and managing the Town's water and sewer infrastructure. It also houses the Town's Facilities Management Department, which works on minor repair projects and small improvement projects in Town facilities.

Public Works also manages the other key water and sewer infrastructure facilities, including the Turnpike Lake Water Treatment Plant (171 E Bacon Street) and Town well locations.

Other Services

Plainville and Wrentham collaborate on Animal Control services. Plainville relies on North Attleboro for Veteran's services. The Board of Health manages the contracts for curbside trash pickup. The Recycling Center is at the DPW facility.

Key Questions

How can Plainville meet the service and infrastructure needs of a growing and changing population?

Figure 37. Aerial image of Town Hall, Public Safety Complex, and Library





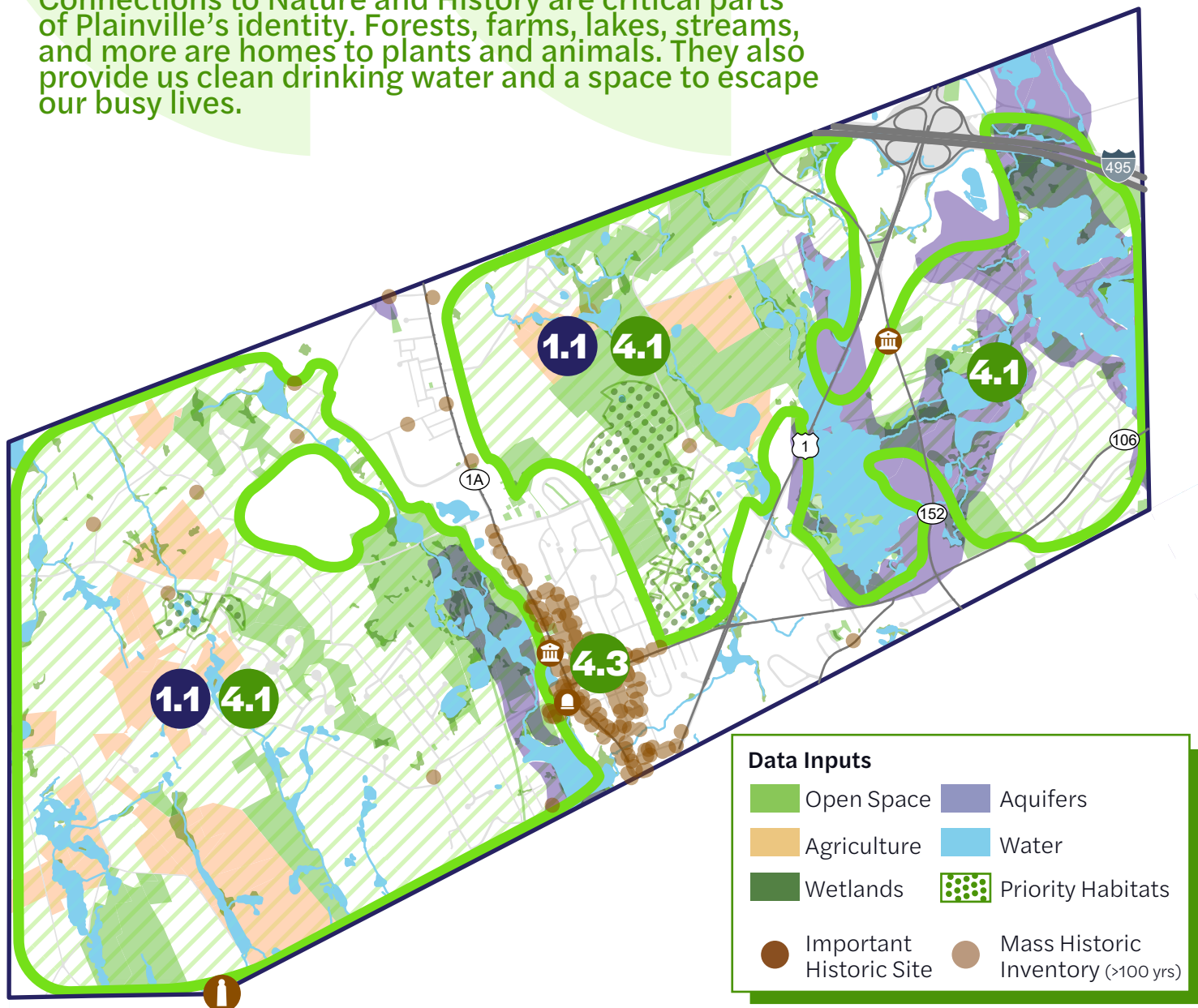
Vision

We're a lively, diverse community where people of all ages connect over a shared love for what makes Plainville special.

- We will **preserve** our heritage: protecting open space and building on our small-town charm and history.
- We will **enhance** what makes Plainville a great place to live: transforming our Town Center into a vibrant destination, expanding transportation choices, and upgrading infrastructure and community facilities to enrich the lives of everyone in Plainville.
- We will **grow** responsibly: providing housing options suitable for every stage of life and driving strong economic growth to support Town services.

Preserve

Connections to Nature and History are critical parts of Plainville's identity. Forests, farms, lakes, streams, and more are homes to plants and animals. They also provide us clean drinking water and a space to escape our busy lives.

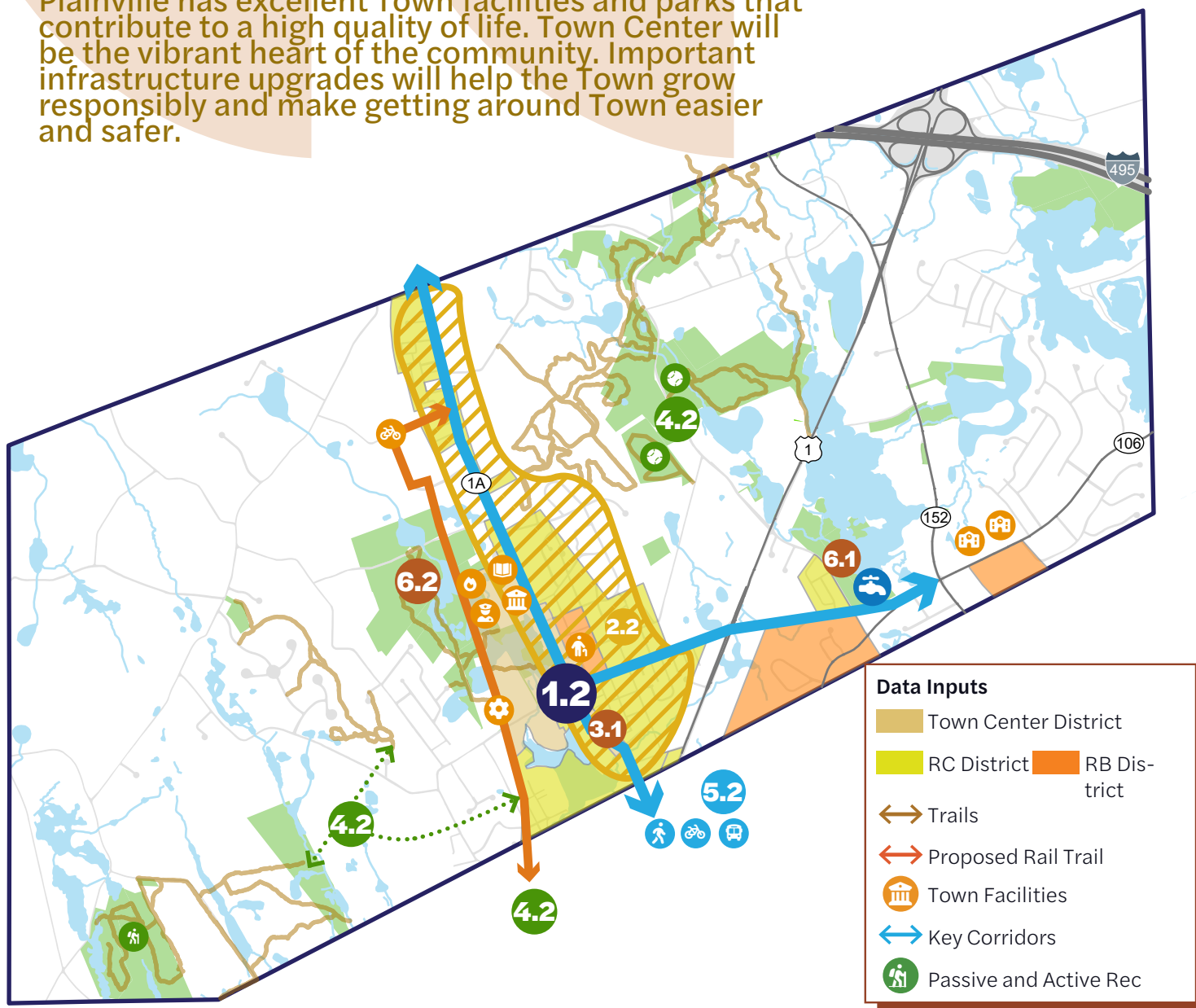


Key Goals

- 1.1** Maintain the rural character in undeveloped and agricultural areas.
- 4.1** Protect Open Spaces, agricultural land, habitats, and the watershed through acquisitions and regulations.
- 4.3** Preserve Plainville's historical assets and build more awareness of Plainville's rich history.

Enhance

Plainville has excellent Town facilities and parks that contribute to a high quality of life. Town Center will be the vibrant heart of the community. Important infrastructure upgrades will help the Town grow responsibly and make getting around Town easier and safer.

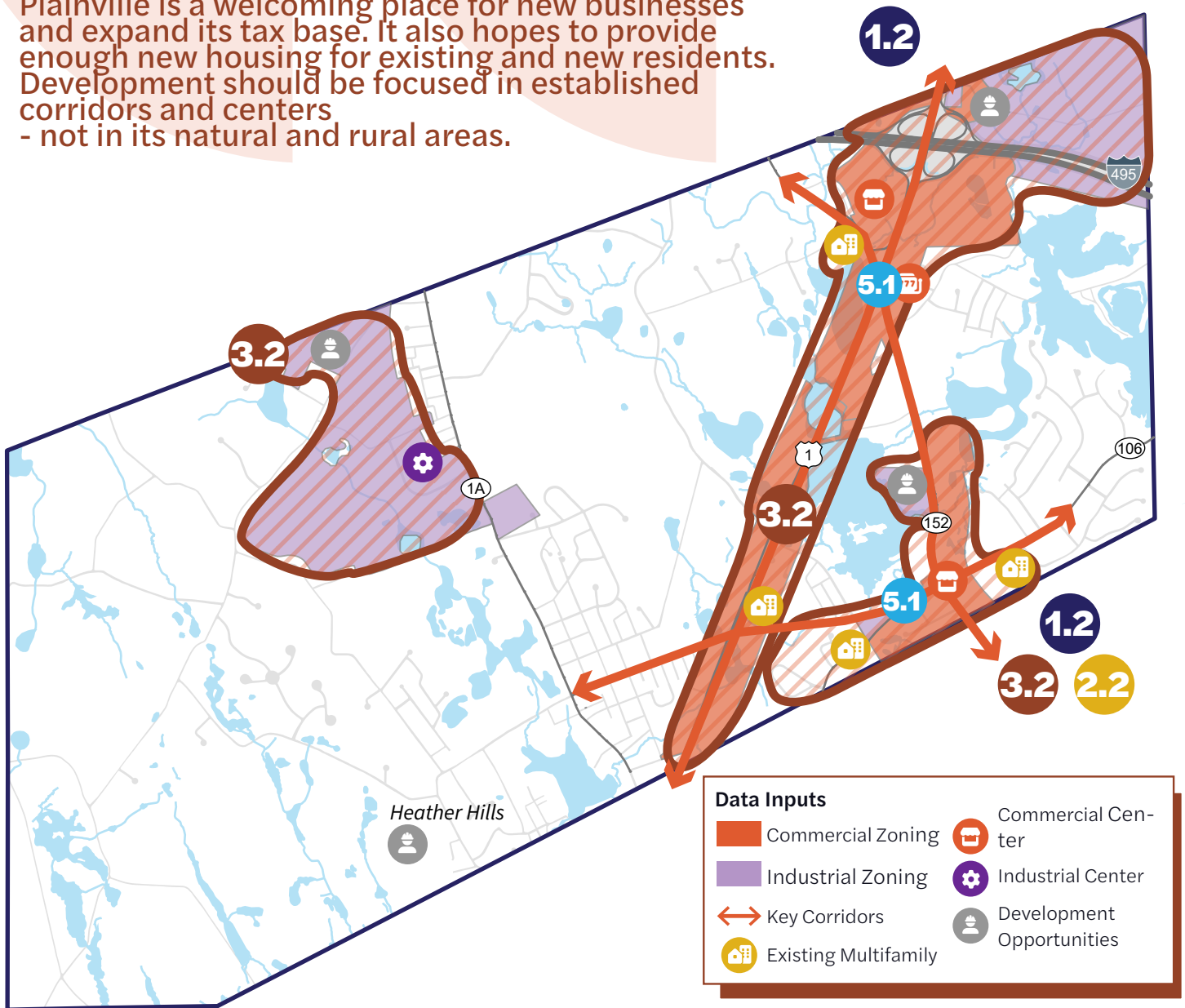


Key Goals

- 1.2** Promote a vibrant, walkable town center.
- 2.2** Create more housing options for all, especially young families. *“Missing Middle” housing.*
- 2.3** Maintain affordable housing stock. *Town-wide.*
- 3.1** Create a vibrant town center that supports local businesses.
- 4.2** Enhance and expand Plainville’s recreation spaces and network.
- 4.4** Foster Plainville’s giving spirit and sense of community. *Town-wide.*
- 5.2** Promote walking and biking in and between well-populated areas.
- 6.1** Improve the water and wastewater network to meet the needs residents and businesses.
- 6.2** Maintain and modernize facilities to meet the needs of a growing town.

Grow

Plainville is a welcoming place for new businesses and expand its tax base. It also hopes to provide enough new housing for existing and new residents. Development should be focused in established corridors and centers - not in its natural and rural areas.



Key Goals

- 1.2** Concentrate future development towards established corridors.
- 2.1** Create more senior housing.
- 2.2** Create more housing options for all, especially young families.
- 3.2** Focus high-value commercial development on existing corridors.
- 3.3** Make Plainville an attractive place to open and run a business. *Town-wide.*
- 5.1** Improve the safety of critical corridors and intersections.



Recommendations

The Plan is split into the different planning elements. They are further organized by Goals and Strategies.



Land Use

Goal 1-1 Maintain the rural character in undeveloped and agricultural areas.

Goal 1-2 Promote a vibrant, walkable town center.

Goal 1-3 Concentrate future development towards established corridors



Housing

Goal 2-1 Plan for more housing for seniors.

Goal 2-2 Plan for more housing options for all, especially young families.

Goal 2-3 Maintain affordable housing stock.



Like all Master Plans, this document features proposals to consider modifying town zoning. The purpose of these possible amendments would be to directly address concerns and to achieve goals raised during the Master Plan process. All such implementation strategies are labeled with this “Explore Zoning” icon. Any and all final zoning amendments would require public review, support from a town Board or citizen petition, and final approval at Town Meeting. Please also note that zoning is only one of the many planning tools that the Plainville Master Plan presents as possible paths to achieving your community’s goals. Fourteen (14) of the fifty-six (56) Master Plan Strategies are labeled with this icon.



Economic Development

Goal 3-1 Create a vibrant town center that supports local businesses.

Goal 3-2 Focus high-value commercial development on existing corridors.

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



Natural & Cultural Resources and Open Space & Recreation



Goal 4-1 Continue to protect open spaces, agricultural land, habitats, and the watershed through acquisitions and regulations.

Goal 4-2 Enhance and expand Plainville's recreation spaces and network.

Goal 4-3 Preserve Plainville's historical assets and build more awareness of Plainville's rich history.

Goal 4-4 Foster Plainville's giving spirit and sense of community.



Transportation & Circulation

Goal 5-1 Improve the safety of critical corridors and intersections.

Goal 5-2 Promote walking and biking in and between well-populated areas.



Services & Facilities



Goal 6-1 Improve the water and wastewater network to meet the needs of future residents and businesses.

Goal 6-2 Maintain and modernize facilities to meet the needs of a growing town.



Land Use

Plainville hopes to balance moderate growth with a desire to protect the open spaces and agricultural areas that represent its more rural roots.

- **As the more rural western side faces development pressure, important open spaces must be protected.**
- **A vibrant town center can bring unique spaces that unite the community.**
- **Attracting high-value businesses to the few remaining commercial sites will help the Town's economic base.**
- **New types of “missing middle” housing near core parts of town could provide much-needed housing while fitting Plainville's New England Town character.**

Goals & Strategies



LU-1 **Maintain the rural character in undeveloped and agricultural areas.**

1. Update the Residential Cluster Development bylaw to preserve contiguous open spaces.
2. Preserve and acquire more open space.

LU-2 **Promote a vibrant, walkable town center.**

1. Continue promoting commercial and mixed-use developments through Town Center District (TCD) Zoning.
2. Explore the creation of a Town Center Design Guideline to reinforce a consistent Town Center identity.
3. Explore zoning changes that promote more infill housing in some established residential neighborhoods, including houses on small lots, duplexes, triplexes, and cottage clusters.

LU-3 **Concentrate future development towards established corridors.**

1. Encourage a mix of land uses and pedestrian-oriented development at Routes 152-106 to create a “second town center.”
2. Focus large industrial and commercial developments on remaining sites near good infrastructure.
3. Ensure infrastructure, such as water and sewer, keeps pace with development.

LU-1: Maintain the rural character in undeveloped and agricultural areas.

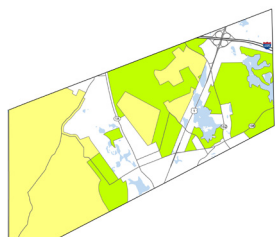
LU-1-1



Update the Residential Cluster Development (RCD) bylaw to preserve contiguous open spaces.

Applicable Zoning

RA, RB



The existing cluster bylaw results in a more favorable type of single-family development that balances property owners' rights to development, the need for more housing, and the desire to protect the Town's open space and character.

Cluster developments are the same overall density as Conventional subdivisions but instead sets aside areas for open space.

To continue promoting this form of development over conventional subdivisions, the Town should consider updating the Residential Cluster Development bylaw to reflect its current priorities and further encourage cluster developments over conventional subdivisions.

Suggested changes include:

Reduce minimum tract size: The Town could reduce the requirement for Cluster

developments from 10 acres to 5 acres.

Reduce subdivision requirements in exchange for additional open space:

Stringent subdivision requirements make smaller developments, such as 2-3 home subdivisions that may better fit a rural character, less feasible. The Town should formalize the process to allow for waived Subdivision requirements in exchange for additional open space for these smaller projects which may fall under the minimum tract size.

Create more flexible lot requirements:

Reduce or eliminate Lot and Yard requirements for cluster units while keeping or increasing the 50 ft buffer to screen the development from the public road and

Success Stories

The Town of Concord has set the minimum area of its Planned Residential Developments (PRD), a similar bylaw, to be five times the size of the minimum lot area of the district.

For Plainville's RA district, this would set a minimum of 5 acres for a RCD.



Figure 38. Concord River Walk, an example of a PRD (*Stamski and McNary, INC.*)

neighboring properties. This buffer could also be different for each zoning district.

Promote smaller starter homes:

Consider incentives, such as reduced subdivision requirements, for smaller “starter home” units that are more affordable for seniors, young couples, and small families. The Town could allow for more, small units based on the same square footage of a larger home in a conventional subdivision.

For example, instead of a 2,400 s.f. home, the developer could build two 1,200 s.f. homes. Parking and driveway requirements could also be reduced. This strategy corresponds with LU-2-4 to promote the creation of Cottage Clusters.

Implementation

Priority: High-Immediate

Responsible Party: Planning and Development, Planning Board, Conservation Commission, Board of Health

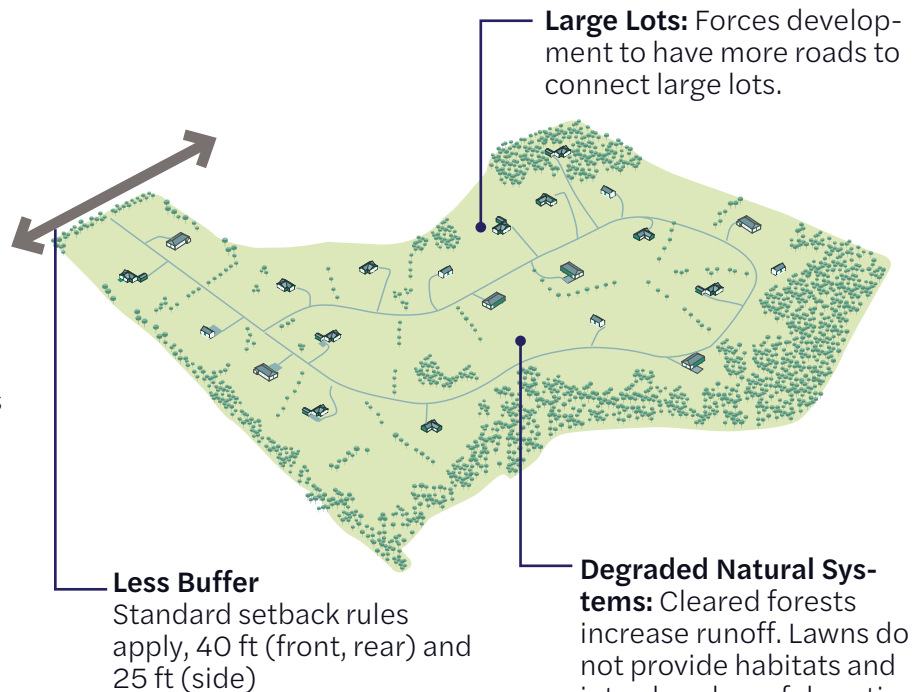
Performance Measures:

- Work with a zoning consultant to update bylaw and document existing residential cluster developments.
- Ensure different regulations coordinate well, such as the septic requirement, subdivision bylaw, and zoning bylaw.
- Create an information campaign to inform residents of the benefits of the existing bylaw and how it can be improved.
- After implementation, track developments and adjust as needed.

Figure 39. The residential cluster development preserves more natural, open space than conventional subdivisions while keeping the same overall density.

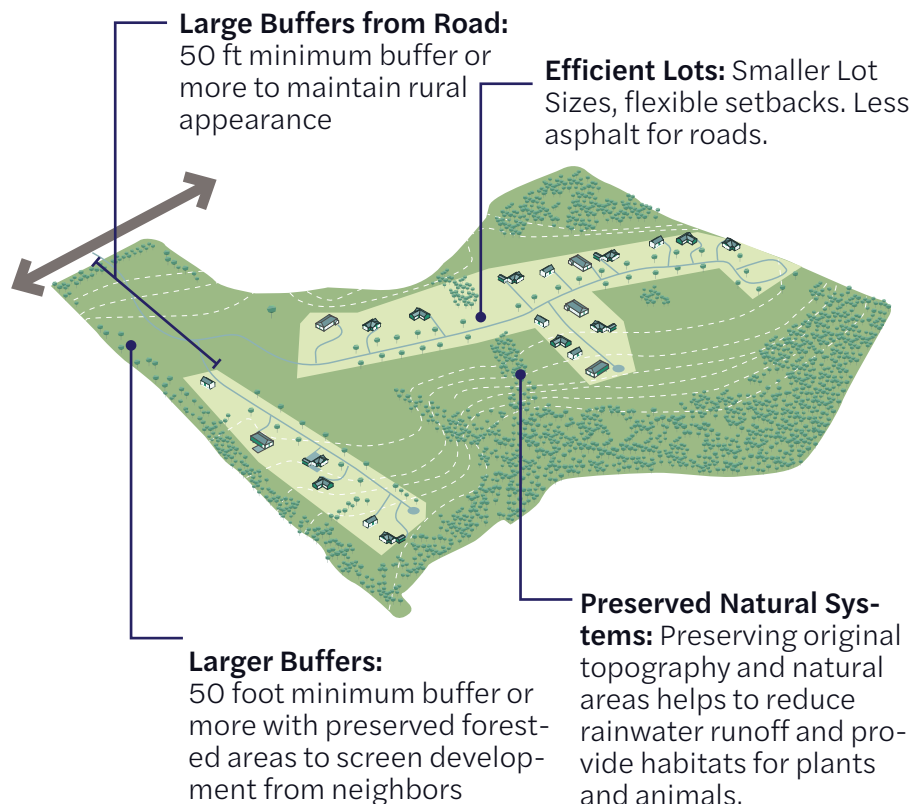
Conventional Subdivision

20 houses on 20 acres and no public open space



Residential Cluster Development

20 houses on 20 acres and 10 acres of public open space



Maintain the rural character in undeveloped and agricultural areas.

LU-1-2

Preserve and acquire more open space.

Since the last master plan, the Town has preserved hundreds of acres of open space. While a great victory, the Town does not have infinite resources to acquire all land that comes up for sale.

The primary mechanisms the Town can use to preserve and acquire open space are:

- Acquiring Chapter 61 agriculture or forested land. The Town has right-of-first refusal when Chapter 61-designated land goes up for sale. But the Town must pay fair market price and act quickly, either with existing Town funds or a bond measure.
- Working with developers through the Cluster Residential Bylaw or waiving subdivision rules in exchange for open space donated to the Town.
- Donations from private landowners.

To continue to protect Plainville's rural charm, the Town must strategically use Town funds and prioritize acquisitions. When deciding whether to acquire land, the Town should consider:

- Significance of property in Plainville's current trail and open space network.
- Ecological importance, such as the presence of critical habitats, vernal pools, and wetlands.
- Watershed and groundwater resources.
- Visibility of the property and its contribution to the Town's rural character.

The Town can also consider new avenues for funding, such as setting aside funds from the Community Preservation Act or state grants.

Implementation

Priority: High-Ongoing

Responsible Party: Planning and Development, Planning Board, Conservation Commission, Community Preservation Committee

Performance Measures:

- Create an internal inventory of open spaces and Chapter 61 land that are a high priority for acquisition.
- Explore new funding mechanisms to be prepared to acquire land.
- Work with the Natural Resources Trust of Plainville to coordinate land acquisitions.
- If unable to acquire the land due to lack of funding, continue to work with developers and landowners to find creative solutions to preserve important open spaces.

Complementary Actions:

OSR-1-b: Inventory and acquire key open spaces as Chapter 61 or other opportunities emerge.

Open Spaces

Designated Open Spaces

Protection Level

- In Perpetuity
- Limited
- None

Other Open Spaces By Ownership

- Town-owned
- Other Public
- Chapter 61

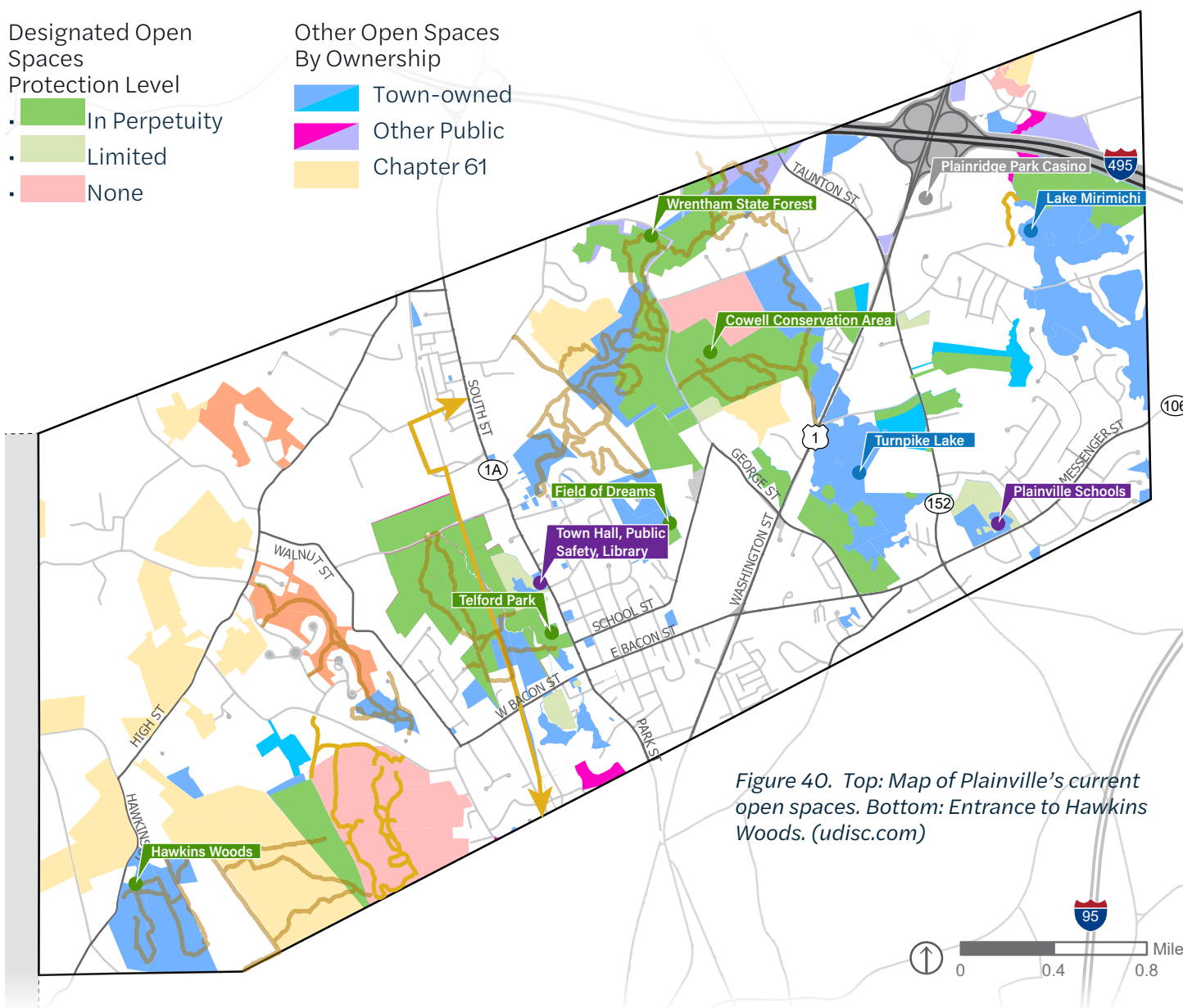


Figure 40. Top: Map of Plainville's current open spaces. Bottom: Entrance to Hawkins Woods. (udisc.com)

Success Stories

In 2016, the Town acquired the Bergh Property for \$1.55 million, now named Hawkins Woods, and protected 103 acres of open space from residential development.

Today, it is used for hiking trails and hosts a disc golf course.



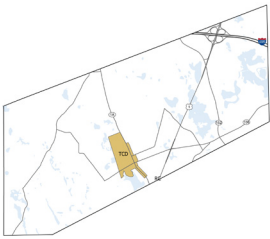
LU-2: Promote a vibrant, walkable town center.

LU-2-1



Continue promoting commercial and mixed-use developments through Town Center District (TCD) Zoning.

Applicable Zoning TCD



The TCD zoning bylaw follows best practices and has produced development, including *An Unlikely Story*. To continue to make the area attractive for development, the Town may consider future adjustments to make the bylaw bolder and more flexible:

- Reducing parking requirements for residential and commercial uses in the TCD.
- Creating Design Guidelines.
- Increasing the maximum lot coverage from 45% and otherwise revisiting dimensional standards.
- Allowing mixed-use development with site plan review.

Implementation

Priority: High-Ongoing

Responsible Party: Planning and Development, Planning Board

Performance Measures:

- Continue approving projects that meet the spirit of the Town Center District zoning.
- Coordinate with key landowners and local businesses to ensure future development meets the spirit of the Town Center District zoning.
- Continue making adjustments to the zoning bylaw based on market demand.

Success Stories

The Kinney's, owners of *An Unlikely Story*, hope to introduce new outdoor public spaces and restaurant space to help activate the intersection and create an identity for "Plainville Square."



Figure 41. A conceptual rendering of a proposed restaurant building across from the bookstore.
(Plainville Square)



Promote a vibrant, walkable town center.

LU-2-2

Explore the creation of a Town Center Design Guideline to reinforce a consistent Town Center identity.

While residents welcome new mixed-use development, they want to ensure new buildings fit the neighborhood context and contribute to the small-town charm. Residents pointed out how An Unlikely Story was well-designed, yet other developments lacked the same charm.

While design is hard to regulate through zoning alone, a simple Town Center Design Guideline could help the Town better evaluate projects during special permit review. This guideline would be pictorial and visual, using illustrations and precedents as examples. The Design Guidelines would cover everything from site design, building massing, building details, and parking. The Guidelines are an additional tool for the Planning Board, Planning and Development, and residents to provide feedback on new developments.

Implementation

Priority: High-Flexible

Responsible Party: Planning and Development, Planning Board

Performance Measures:

- Consider assistance from an architect or urban design consultant to draft Design Guidelines.
- Educate Planning Board, development community, and residents on Guidelines.

Success Stories

Utile created an illustrated Form-based Code for Littleton Common that is easy to understand by anyone, even someone without a design background. The diagram to the right shows how the code is used to shape a village-scale block.

SRPEDD also created Design Guidelines for New Bedford's Transit-oriented-development (TOD) districts.



Figure 42. Graphic from Littleton Common Form-based Code (Utile).



Promote a vibrant, walkable town center.

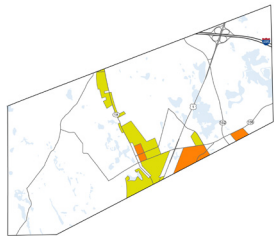
LU-2-3



Explore zoning changes that promote more infill housing in some established residential neighborhoods, including houses on small lots, duplexes, triplexes, and cottage clusters.

Applicable Zoning

RC, RD



Town centers feel vibrant when many residents live nearby and can walk to visit them. Residents expressed an interest in encouraging more housing options.

Missing Middle housing describes housing at a scale between single-family homes and large multi-family apartment complexes.

Often, these types of housing are not allowed to be built. Missing Middle housing includes duplexes, triplexes, or multi-plexes with 6 or fewer units that resemble a single home, cottage clusters, and Additional Dwelling Units (ADUs). Missing Middle housing often creates more affordable starter home options for seniors and young families.

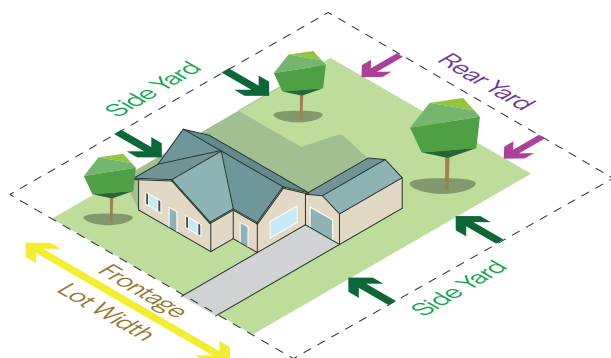
The Town could reevaluate its **RC and RD zoning near the Town Center and Route 152/106** by following a mix of these options:

- Reduce the minimum lot size, lot width, and frontage requirements for RC and RD zoning districts. Introduce more flexible side yard, rear yard, and front yard requirements to match the existing fabric better.
- Adjust the allowed uses for RC districts to include other missing middle housing options beyond only duplexes. Include novel types of housing, including co-housing communities.
- Reduce parking requirements, particularly for smaller units. Encourage shared parking models, such as Zipcar.
- Cottage clusters are a great option for deeper parcels with less street frontage.
- More flexible rules around detached ADUs, such as those promulgated by the *Massachusetts Affordable Homes Act of 2024*, can allow current homeowners to add to their current home while preserving historic homes.
- To encourage cottage clusters and ADUs, explore dimensional regulations that allow multiple buildings on one parcel through a new use type or by incorporating it into the Cluster Residential bylaw.
- Reexamine spacing requirements between buildings on a parcel but require the same yard and lot coverage requirements. For example, the current maximum building coverage is 9,000 s.f. in a RD zoning district. This could be one large 9,000 s.f. building or 9 separate, smaller 1,000 s.f. buildings.
- Adjust the minimum lot size formula for RD district to allow smaller, more compact developments.
 - For example, the formula could be adjusted where the minimum lot size is 10,000 s.f., and each additional unit would require an additional 5,000 s.f. of lot area, rather than a minimum of 30,000 s.f. for four units and 6,000 s.f. per additional unit.
- Reexamine the maximum building coverage requirement - currently it is always 6,000 s.f., no matter the lot size. Consider using a percentage with a square-footage floor.

Flexibility helps reduce barriers to lower-cost development

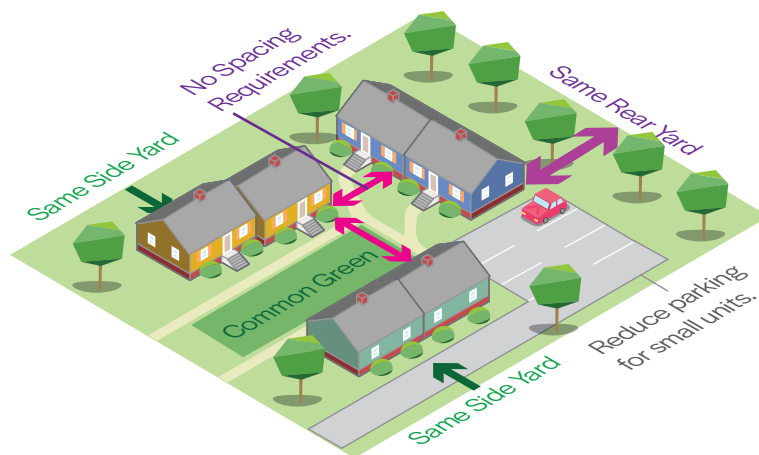
Reduce Lot Requirements

Lot Size Minimum, Side/Front/Rear yard, Lot Width, Frontage



Allow more diverse housing types

Allow flexible arrangements but maintain a similar built density (FAR). Lowering parking minimums for smaller housing units also allows for more creative designs that meet different household needs and price points.



Six homes on 0.75 acres in a built density that resembles the current neighborhood fabric, which allows duplexes on 0.34 acres.

Missing Middle Examples



Two-family side-by-side



Two-family stacked



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



Two-family side-by-side



Small-lot Cottage



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

- For example, setting a maximum of either 45% building lot coverage or 6,000 s.f., whichever is greater.
- Include even more flexible measures when preserving existing homes to promote adaptive reuse.
- Consider adapting the Senior Housing Village Overlay district and reducing the minimum tract size to encourage smaller senior housing developments and other emerging, creative typologies, such as Dementia Villages.¹

The Town could also consider adopting a new zoning district, something in-between the RD and RC districts, that captures the walkable, village scale of the residential fabric.

- Explore creating a new Town Center Residential District that would allow missing middle options and small multi-family developments (4 units or smaller).
- Consider adding a section in the Town Center Design Guidelines, mentioned in the previous strategy, to include design strategies for Missing Middle housing in the adjacent residential neighborhoods.

Plainville could also explore implementing a Chapter 40Y Starter Home Zoning District (SHZD) once state guidance is formally released. Chapter 40Y SHZDs promote the development of small single-family homes (not exceeding 1,850 s.f.) or accessory dwelling units (not exceeding 600 s.f.) on the same lot.

- These districts allow single-family home development by right at a density of no fewer than 4 units per acre (approximately 10,000 s.f. in size).
- SHZD districts also have an inclusionary component, where in developments of more than 12 starter homes not less than 10% of the homes shall be afford-

able to and occupied by individuals and families whose annual income is less than 110% of the Area Median Income.

- The Town can work to determine appropriate areas for a new SHZD overlay, but some options may include:
 - Portions of the RB and RC districts adjacent to the Town Center and Route 1A
 - Portions of the RB districts adjacent to Route 1.²

2. For more information on Chapter 40Y SHZD, see: <https://www.mass.gov/info-details/mass-general-laws-c40y-ss-3>

Implementation

Priority: High-Ongoing

Responsible Party: Planning and Development, Planning Board

Performance Measures:

- Evaluate what zoning mechanism best fits the Town's goals.
- Consider assistance from a zoning consultant to evaluate what zoning changes could result in infill potential and match the desired neighborhood character.
- Create a small section in the Town Center Design Guidelines for Missing Middle housing design best practices.

Complementary Action: *H-2-2 Encourage smaller multi-family housing types, including duplexes, triplexes, and small apartments, near Town Center or other established nodes.*

1. For more information on Dementia Villages, see: <https://www.nytimes.com/2023/07/03/realestate/dementia-villages-senior-living.html>

Success Stories: Cottage Clusters

Built in 2001 in Shoreline, WA, the Greenwood Avenue Cottages is a pocket neighborhood and contains 8 cottages on a 0.9 acre site. The 2- and 3-bedroom cottages are all less than 1,000 s.f. They share amenities, such as a community building, lawn, community garden and 15 off-street parking spaces.

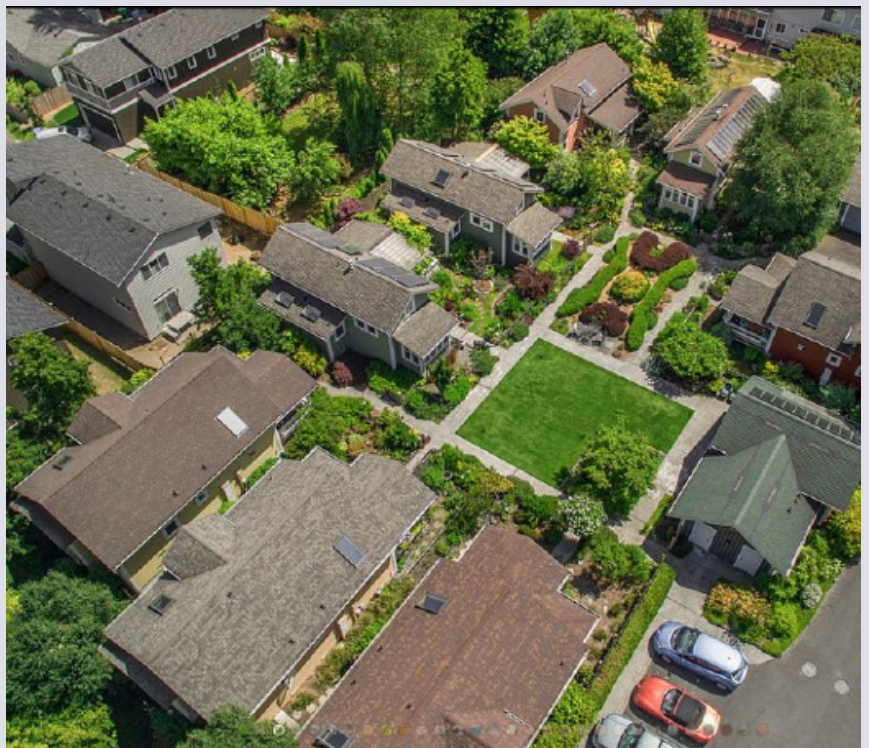
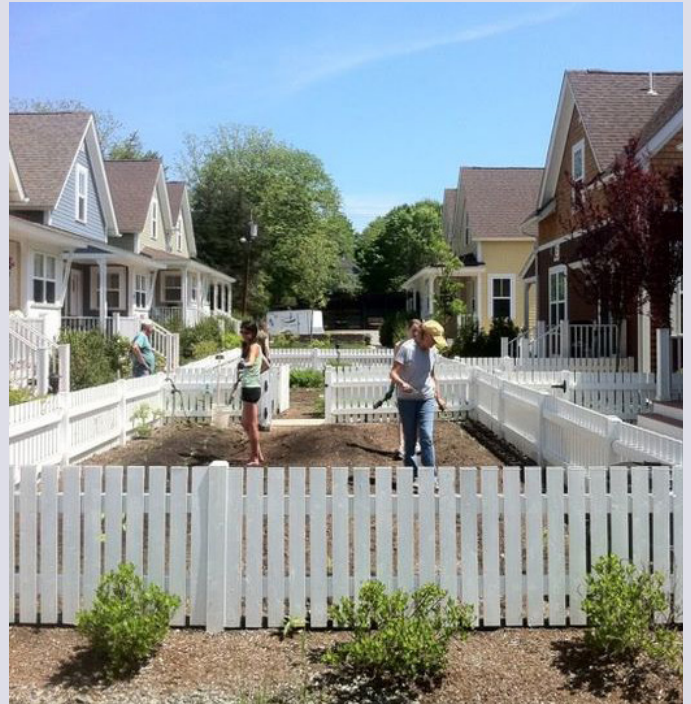


Figure 43. Greenwood Avenue Cottages site plan and accompanying images. (Ross Chapin Architects)

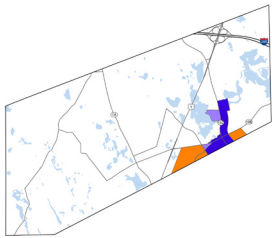
LU-3: Concentrate future development towards established corridors.

LU-3-1



Applicable Zoning

Some portions of
CA, IB, RD



Encourage a mix of land uses and pedestrian-oriented development at Routes 152/106 to create a “second town center.”

While the area is fully developed, many of the neighborhood’s strip malls could be redeveloped into denser, mixed-use developments with apartments above ground-floor commercial.

As the Town continues to review the recommendations from the recent Complete Neighborhood Partnership plan, it should consider aligning proposed zoning with the requirements of Section 3A. Any new developments and zoning changes could also be paired with significant investments in the area’s infrastructure to create an excellent, comfortable, and safe streetscape for pedestrians and bikers. The plan could also aim to create more connections between existing uses, such as the existing multi-family apartment complexes. The hope is to build on the existing uses in the area and create a cohesive “second town center” for Plainville.

Implementation

Priority: High-Ongoing

Responsible Party: Planning and Development, Planning Board, Department of Public Works, North Attleboro, Massachusetts Housing Partnership (MHP)

Performance Measures:

- Continue working with North Attleboro and MHP to implement aspects of the Complete Neighborhood Partnership plan.
- Adopt recommendations as part of the plan and fund streetscape improvements to support new development.
- Consider aligning proposed zoning with the requirements of Section 3A.
- Consider the adoption of a second Town Center Overlay District.

Success Stories: Transforming Strip Malls

Many strip malls have been redeveloped into walkable, mixed-use developments as communities realize people would rather live, shop, and dine in vibrant, walkable districts. Beginning in 1986, Mashpee Commons remains an example of transforming a strip mall into a walkable, New England-style village. In 2017, the mostly vacant Woburn Mall was redeveloped into Woburn Village, with 350 new homes and space for existing commercial tenants like Market Basket and TJ Maxx, organized into a walkable grid.



Figure 44. Mashpee Commons (mashpeecommons.com, *Cape Cod Times*); Woburn Village (woburnvillage.com, PGIM Real Estate);

Concentrate future development towards established corridors.

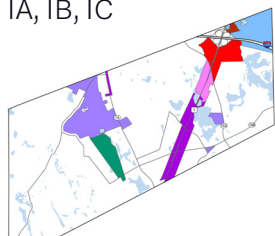
LU-3-2



Focus large industrial and commercial developments on remaining sites near good infrastructure.

Applicable Zoning

CA, CB, CC, CI, CD, IA, IB, IC



The Town should continue monitoring its remaining vacant or underutilized commercial properties and work with property owners and developers to encourage the best use of these remaining sites.

Some sites may require additional work or remediation.

- The former drive-in site off Route 152 contains 18 acres.
- The BASF site, also off Route 152, is currently undergoing clean-up and represents an exciting opportunity to redevelop 32 acres on Turnpike Lake.
- As shown in the zoning capacity analysis, there are other remaining sites near Commerce Boulevard on the Wrentham border and sites along Route 1 and at the 495 Interchange.

Implementation

Priority: High-Ongoing

Responsible Party: Planning and Development,

Performance Measures:

- Continue to allow commercial development on undeveloped or underutilized parcels.
- Adjust zoning as needed to capitalize on commercial development trends, such as falling office demand and the rise of e-commerce, coworking spaces, incubator spaces, and flexible commercial-industrial condos.

Complementary Action: *ED-2-1 Encourage high-value businesses, including biotech and high-tech manufacturing, on remaining key development sites.*

Success Stories

Plainville has already successfully attracted investment and high-quality jobs to town, including Thermo Fisher and the Plainridge Park Casino.

While there are not as many sites, some good sites for development include the former drive-in and the former Engelhard site.



LU-3-3

Ensure infrastructure, such as water and sewer, keeps pace with development.

As of November 2023, the Town is using more than its allowed wastewater treatment capacity. While the Town is working on reducing its Infiltration and Inflow (I&I) issues, it is currently not allowed to approve new wastewater hook-ups. This means most significant developments cannot proceed.

The Town previously had water capacity issues but worked hard to implement upgrades to the water system. Today, the Town has ample water capacity. Given the Town's current investments in the wastewater network, the Town will likely unlock additional wastewater capacity in the future, but it must continue to invest in all infrastructure to keep pace with development.

For more details, refer to the Complementary Actions.

Implementation

Complementary Action:

SF-1 Improve the water and wastewater network to meet the needs of future residents and businesses.

In the business survey, owners rated infrastructure reliability as one of their highest priorities.



Housing

Plainville can explore ways to promote smaller-scale, flexible housing option to support key populations, including seniors and young families.

- Modifying the Town's local zoning is the most hands-on way to support new housing outcomes.
- New housing should be located near key amenities, such as transit, sidewalks, medical facilities, and food retailers.
- Seniors and young families are the target populations of these housing strategies.

Goals & Strategies



H-1

Create more housing for seniors.

1. Find key sites in Town for potential senior housing, including affordable housing, especially in walkable neighborhoods in and adjacent to Town Center.
2. Explore “Aging-in-Place” strategies to help seniors retrofit existing homes to be age-friendly.

H-2

Create more housing options for all, especially young families.

1. Explore potential scenarios in the event that the community is designated as an MBTA Adjacent Community due to the Foxborough Station.
2. Encourage different housing types, including small single-family homes on small lots, duplexes, triplexes, and small apartments, near Town Center or other established nodes. (Complementary Action: LU-2-3)
3. Allow flexible ADU production to adapt to multi-generational housing arrangements, provide housing options for senior households, and meet the requirements of the 2024 Massachusetts Affordable Homes Act.

H-3

Maintain affordable housing stock.

1. Maintain and monitor 10% subsidized housing requirement per Mass. General Law 40B.
2. Use CPA funding to support existing affordable housing and support the acquisition of potential affordable housing sites.
3. Consider Producing a Housing Production Plan.

H-1: Create more housing for seniors.

H-1-1

Find key sites in Town for potential senior housing, including affordable housing, especially in walkable neighborhoods in and adjacent to Town Center.

Survey data, alongside several conversations with folks in Town, indicate a realization and concern that folks who wish to age in place in Plainville may be seeking a greater range of housing types and lot sizes than are currently available.

Plainville's age-restricted housing (55+) will include 384 units at Heather Hills (40 of which are income-restricted), 23 duplexes at Willow Lane and Maple Terrace, 350 mobile homes, and 40 income-restricted units at Hill Top Terrace. Many of these larger developments are not located in convenient locations for walking; only the Willow Lane duplexes are nearby. The Town also lacks more supportive housing, such as assisted living and nursing homes.

Town Center is one location to explore for

the implementation of senior housing in the form of "missing middle" housing, such as duplexes, small multi-family buildings, cottage clusters, and co-living. Proximity to Town Center will allow seniors to conveniently walk or bike to stores, restaurants, employment opportunities, and the senior center (which provides social services and shuttle services). This is especially important for seniors who are unable to drive, whether during the night or at all.

Another location is at the intersection of Route 106 and Route 152, which could support larger apartment-style facilities or assisted living facilities. The Town has been partnering with neighboring North Attleborough and the Massachusetts Housing Partnership to explore enhancing walkability here as the potential nexus of a future

Success Stories:

The redevelopment of Heather Hill, as proposed, will create around 380 units of 55+ housing, where 10% are set aside as affordable and income-restricted for households earning less than 80% AMI. The proposal would also create open space and new trail connections. This was made possible through the Senior Village Overlay District.

23 Duplexes at Willow Lane and Maple Terrace, located near Town Center, provide more compact, age-friendly units on approximately 10 acres.

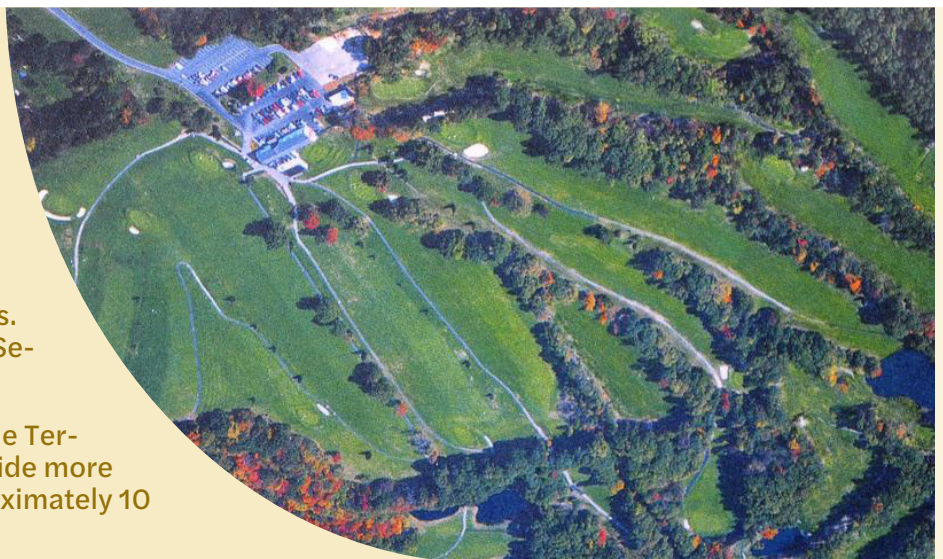


Figure 45. Overhead view of the Heather Hill Golf Course (*Sun Chronicle*)



Figure 46. Pallasides Village, a senior housing development in California, matches the scale of a traditional town center and offers an alternative to subdivision-style neighborhoods like Heather Hill or large apartment buildings like the Oasis. (Gensler)

walkable neighborhood. This location has convenient access to Plainville's and North Attleborough's downtowns and bus service, via GATRA, that provides further connections to the MBTA commuter rail.

The Town can update its Senior Village Overlay District to allow for a larger variety of housing types and at smaller scales. It can also update it to allow for developments on tracts smaller than 10 acres. It can also update the RC, TCD, and RD zoning directly to allow more flexibility for 55+ housing.



Figure 47. Overhead view of duplexes at Willow Lane and Maple Terrace, only a 15-minute walk from the heart of Town Center. (Realtor.com)

Implementation

Priority: High-Immediate

Responsible Party: Planning and Development, Planning Board

Performance Measures:

- Identify locations in Town to pursue housing opportunities for seniors.
- Identify and write zoning amendments (change in existing district, overlay district) to provide opportunities for senior living
- Create an information campaign to inform residents of the benefits of the existing bylaw and how it can be improved.
- After approval of changes, track developments and adjust as needed.

Complementary Actions:

- 1.2.3: Update zoning to promote more "missing middle" housing in the RC district.
- 1.3.1: Encourage a mix of land uses and pedestrian-oriented development at Routes 152/106 to create a "second town center."

H-1: Create more housing for seniors.

H-1-2

Explore “Aging-in-Place” strategies to help seniors retrofit existing homes to be age-friendly.

An individual’s housing needs are likely to change as they get older, due to changes in their income, mobility, household structure, etc. Plainville’s population of those over 65 has increased by 47% to 2,260 persons between 2010 and 2020. Given these trends, the Town may wish to find ways to assist residents who wish to “age in place,” either by finding avenues to provide new senior housing options or offering mechanisms and resources to support retrofitting existing homes so that they are “aging-ready.” As a note, some of the features necessary to make a home “aging-ready,” according to the U.S. Census Bureau’s report on the housing needs of older adults, are:

- A step-free entryway
- A bedroom and full bathroom on the first floor
- At least one bathroom accessibility feature

Additional aging-accessible elements that may be useful include:

- Sink handles or levers instead of knobs
- Handrails or grab bars in the bathroom
- Built-in shower seats
- Housing features (such as thermostats, countertops, electrical outlets, etc.) that are at wheelchair accessible heights

Plainville may consider pursuing federal funding, through a regional consortium, as towns such as Malden have done, or through programs like the Commonwealth’s Community Development Block Grant (CDBG) Program, which allocates federal CDBG funding to cities and towns

for a variety of CDBG eligible activities such as home rehab, home development, and accessibility modifications. Plainville could pursue CDBG funding either on its own or through the Greater Attleboro/Taunton Home Consortium (of which the Town is a member community), depending on the scale and nature of the projects staff wish to pursue. CPA funds may be used as a match for these applications.

Implementation

Priority: High-Immediate

Responsible Party: Planning and Development, Building Inspector

Performance Measures:

- Pursue CDBG, CPA, or consortium funding to assist with housing conversions.
- Upon receipt of awards, highlight availability of funds to ensure all residents receive access to housing retrofit / rehabilitation program.
- Work with residents to provide necessary amendments to their properties.

Success Stories: Accessibility Improvement Programs

The City of New Bedford operates several home rehabilitation and accessibility assistance programs that aim to improve low- and moderate-income residents' housing. These programs offer direct funding and/or low-to-no-interest loans to make necessary accessibility, safety, or home rehabilitation repairs in owner-occupied or investor-owned homes.

The programs are funded through HUD's HOME Investment Partnership Program and Community Development Block Grant. The City also administers state programs on behalf of Massachusetts Housing Partnership (MHP), DHCD, and MassHousing. For more information on this program, see: <https://www.newbedford-ma.gov/community-development/loans-grants/rehabilitation-accessibility/>



Figure 48. Top: Example of a stair-lift; Bottom-left: Example of a ramp for a front entrance; Bottom-right: Example of a shower seat installation. (*United Disabilities Services Foundation*).

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

H-2-1



Explore potential scenarios in the event that the community is designated as an MBTA Adjacent Community.

The Town of Plainville does not currently have an obligation to comply with Section 3A requirements. However, the Town of Foxborough will offer daily MBTA service through its Patriot Place Station starting on October 2nd of 2024. Because of this, the Town may, in the future, become subject to Section 3A's Multifamily Zoning requirements as an Adjacent Community. Section 3A of the MBTA Zoning Act provides that "An MBTA community shall have a zoning ordinance or by-law that provides for at least 1 district of reasonable size in which multi-family housing is permitted as of right."¹ A compliant zone will also allow:

- 15 units per acre of gross density
- Have 50 acres of contiguous spaces and no location requirements regarding proximity to a station or transit. District can be non-contiguous if at least one sub-district is 51% of the acreage requirement (for adjacent communities)
- Families and children (i.e. the zone cannot have age restrictions).

The Commonwealth's Section 3A Multifamily requirements **do not mandate housing production** but require MBTA communities to provide a zoning district that meets its guidelines. A community could have zero units be built and be fully compliant, as long as it has a district that allows new units to be built. Non-compliant communities would lose access to state grants.

Through the Complete Neighborhoods planning process, the Town is currently considering pursuing a new overlay district

that would cover the area around the Route 152/106 intersection. Because Plainville has a healthy supply of multifamily housing, the new district could cover existing multifamily properties, which would substantially help the Town comply with the regulations without needing to allow for substantial more housing in less developed areas. Existing multifamily properties in that area would already comprise of 48.7 acres.

While the zoning cannot have age restrictions, the Town can still incentivize the creation of senior-friendly housing by allowing a density bonus or through active advocacy (e.g., requiring more accessible units in exchange for certain dimensional flexibility).

Implementation

Priority: Low-Flexible

Responsible Party: Planning and Development, Planning Board, Select Board

Performance Measures:

- As part of the Complete Neighborhoods process, explore the creation of a new overlay district with potential compatibility with 3A. Prepare alternative locations, such as Town Center.
- In the event of 3A obligations, pursue necessary modifications to the Town's zoning to achieve 3A compliance.

Complementary Actions: LU-3-1: *Encourage a mix of land uses and pedestrian-oriented development at Routes 152/106 to create a "second town center."*

1. See more at <https://www.mass.gov/info-details/section-3a-guidelines>

What does 15 units per acre look like?

While this number may seem high, these types of densities already exist in Plainville, thanks to the efforts of the Town to grow responsibly. And remember, the district would only be in a small portion of Town, only cover 50 acres of the Town's 7,388 acres or 0.68% of the Town's area.



Oasis Apartments

17.8 Units per Acre: 248 units on 13.9 acres (that's 28% of the required district's land area!)



Village Green Apartments

17.5 Units per Acre: 400 units on 22.9 acres (that's 46% of the required district's land area!)



Figure 50. Images of Oasis and Village Green Apartments.

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

H-2-2



Encourage different housing types, including small single-family homes on small lots, duplexes, triplexes, and small apartments, near Town Center or other established nodes.

“Missing Middle” housing can have two separate but related definitions. Missing Middle can refer to housing that falls between income-restricted (subsidized) affordable housing and high-end, market-rate housing. It also refers to a scale of development that falls between traditional suburban, single-family housing and large multifamily apartment buildings, including duplexes, triplexes, small multi-family buildings with 8 or fewer units, and cottage clusters.

Many young families and downsizing seniors living on fixed or moderate incomes benefit from “missing middle” housing production. Plainville currently has four residential zoning districts ranging from 1-6 units per acre, as described in the Zoning Review section. The Town can explore modifying its zoning bylaws to support the production of “missing middle” housing, which is explored in more depth in the Land Use section.

Implementation

Please see Complementary

Actions: LU-2-3: Update zoning to promote more “missing middle” housing in the RC, RD districts, including houses on small lots, duplexes, triplexes, and cottage clusters.

Responsible Party: Planning and Development, Planning Board

Figure 51. Images of homes near Plainville’s Town Center. The goal of “Missing Middle” housing is to match the character and scale of the existing neighborhood.



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

H-2-3



Allow flexible ADU production to adapt to multi-generational housing arrangements, provide housing options for senior households, and meet the requirements of the 2024 Massachusetts Affordable Homes Act.

Accessory apartments, sometimes called “in-law apartments,” “granny apartments,” or accessory dwelling units (ADUs), are small housing units that exist on a lot with a primary dwelling unit, usually a single-family home. These provide another avenue for “missing middle” housing production.

Today, Plainville allows the conversion of an existing dwelling or accessory structure to accommodate an extra housing unit, however, the allowance is subject to several limitations :

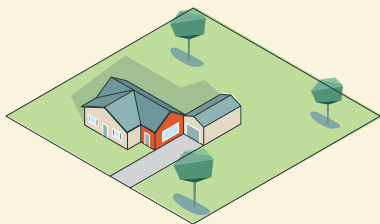
- The provision only applies to properties in the Town Center District (TCD) and potentially the RC and RD districts (though the rules around this is less clear);
- The home in question must have been built before January 1st, 1965, the principal structure being converted must be at least 2,500 s.f. in size, and the Lot must be in compliance with existing bylaws;
- One off-street parking space per dwelling unit;
- No additions or additional buildings are allowed (The exterior appearance of the structure shall not be altered except for stairways and exits required by law)

While other residential districts, like RC and RD, do allow duplexes and Conversions, which technically would cover an ADU, the Town should still consider a more comprehensive bylaw dedicated to accessory units to eliminate ambiguity.

Plainville can consider creating a new bylaw that complies with the requirements of the *2024 Massachusetts Affordable Homes Act* (which, effective in February 2024, makes ADUs a by-right use in every single-family zoning district across the Commonwealth); communities can impose reasonable dimensional restrictions on ADUs - and by-right ADUs cannot exceed 900 square feet. Some highlights of the proposed accessory apartment bylaw would include:

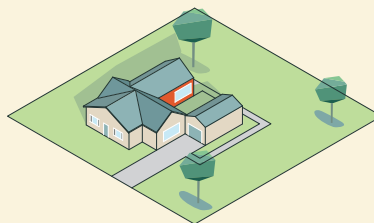
- Flexible size requirements for the primary structure;
- Explicitly allowing attached (through an addition) and detached accessory apartments;
- Clarifying dimensional and design standards for attached vs. detached accessory apartments;
- Expanding the bylaw to all Residential districts, as long as it meets the Town’s environmental and sanitary regulations;
- Removing the requirement that the structure must have been in existence prior to January 1st, 1965;
- Removing owner-occupied requirement and any familial relationship requirements; and
- Removing special permit requirement to allow for Conversions / accessory apartment creation by right (please note that the process can still require a Site Plan Review).

Additional Dwelling Unit (ADU) Types



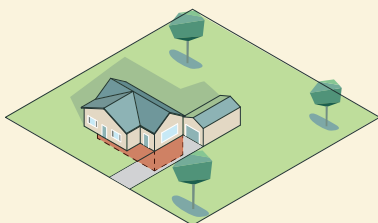
Internal ADU

An ADU created by modifying the inside of a single-family home without an addition.



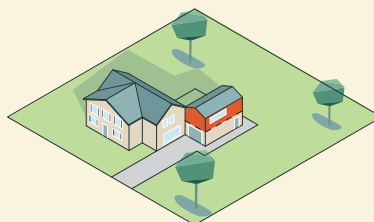
Attached Addition ADU

An ADU created by constructing an addition to a single-family home.



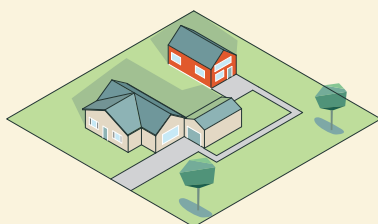
Basement ADU

An ADU created by fully finishing the basement of a single-family home.



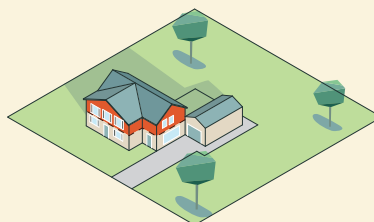
Above Garage ADU

An ADU created by fully finishing the second story of an existing attached or detached garage.



Detached ADU

An ADU created by constructing or modifying an existing detached structure to create a fully separate unit.



Upper Floor/Attic ADU

An ADU created by fully finishing the upper floor or attic of a single-family home.

Implementation

Priority: Medium-Flexible

Responsible Party: Planning and Development, Planning Board

Performance Measures:

- Identify appropriate modifications to the current Town by-law for Accessory Dwelling Units.
- Track progress and inventory to ensure changes produce desired housing production.

Complementary Actions: LU-2-3: Update zoning to promote more “missing middle” housing in the RC, RD districts, including houses on small lots, duplexes, triplexes, and cottage clusters.

H-3: Maintain affordable housing stock.

H-3-1 Maintain and monitor 10% subsidized housing requirement per Mass. General Law 40B.

**Plainville's Subsidized Housing Inventory (SHI):
619 units out of 4,364 units (14.1%)**

While Plainville currently sits above the Commonwealth's 10% Subsidized Housing Inventory, the denominator (which reflects the total number of housing units in Town) will receive an update in 2030 to reflect all new housing construction. The Town should continue exploring avenues to produce subsidized housing, otherwise it may fall below the 10% requirement upon this update. Staying above this 10% threshold ensures the Town has control over the 40B Comprehensive Permit process. Fortunately, the Town has been very successful, in the past several years, at negotiating 40B's in partnership with developers, such as the Oasis Development.

The Town's main zoning tools to produce more subsidized housing includes:

- **Section 500-25. Affordable housing:** This bylaw applies to any subdivision or multifamily project with 8 or more lots / units, including both rental and sales. It requires at least 10% of these units to be affordable to households at the 80% AMI level. The preservation of affordability is at minimum 99 years.
- **Section 500-26. Town Center District:** Under (3) Development Standards, (e) Affordable housing bonus, developments in the TCD are required to set aside at least 10% of its units to be affordable (80% AMI, as set in Article IV Terminology).

- **Section 500-24. Senior Village Overlay District:** Beyond the 10% set-aside requirement, the bylaw allows two additional units of market-rate units for each additional affordable housing unit. There is an additional provision to give preference to existing Plainville residents through deed restriction, where 2.5 additional units would be allowed for each affordable unit with such a resident restriction.

These bylaws are rather progressive relative to the region and will help Plainville in the long-term to provide affordable housing for its residents and meet its 10% SHI requirement.

Implementation

Priority: Medium-Ongoing

Responsible Party: Planning and Development, Planning Board

Performance Measures:

- Track current housing production in town to maintain understanding of Plainville's SHI.
- Work with developers to proactively plan for 40B developments and other developments subject to Plainville's affordable housing zoning requirements.
- Track progress to ensure changes produce desired housing production.

H-3-2

Use CPA funding and other State funding to support existing affordable housing and support the acquisition and development of affordable housing sites.

Some residents note that some of the “Affordable Units” created through Strategy 2.3.1 are still too expensive for families and seniors most in need of housing. The Town should conduct additional research into whether the Town should require or incentivize for lower levels of affordability, particularly for senior housing.

To provide additional affordable units or support units at deeper levels of affordability, the Town can tap into its Community Preservation Act (CPA) funding. This funding could support small-scale acquisitions or developments. The CPA requires the Town to dedicate some CPA funding towards creating or supporting affordable housing. The current goals in the Community Preservation Plan (2022) include:

- Support the Plainville Housing Authority in developing additional affordable housing for low-income families, the elderly and persons with disabilities.
- Work with community groups such as the HOME Consortium to provide re-

sources to maintain properties owned by low-income residents (See Strategy H-1-2)

The Town can consider using Town-owned properties, tax-title properties acquired through nonpayment of property tax, and the existing Plainville Housing Authority development at Hilltop Terrace, to find additional opportunities to develop housing at a deeper affordable level.

Implementation

Priority: Medium-Ongoing

Responsible Party: Planning and Development, Planning Board

Performance Measures:

- Identify and acquire potential sites. Evaluate affordable housing development projects.
- Track progress to ensure changes produce desired housing production.

Success Stories: Town staff can find example projects through the Community Preservation Coalition’s CPA Project Database, which can be filtered by category - open spaces, housing, historic, and recreation. (<https://www.communitypreservation.org/databank/projectsdatabase>)

What is AMI?

AMI stands for Area Median Income, which the Federal Housing Agency (HUD) sets. 80% of the Area Median Income represents a moderate-income household. In Plainville, as of 2024 as a part of the Boston-Cambridge-Quincy HUD Metro Area, for a family of three, 80% AMI is \$106,650. This means a family who wishes to live in an income-restricted unit must make under that amount. A 2-bedroom housing unit would have a stabilized rent of \$2,666. A typical 2-bedroom apartment at The Oasis is priced at \$2,965. (Massachusetts Housing Partnership, Oasis Leasing website)

H-3: Maintain affordable housing stock.

H-3-3 Consider Producing a Housing Production Plan.

Plainville has been very successful in its proactive approach toward housing. Many strategies in this plan's housing section (and others) define goals that include increasing walkability, continuing to enhance the downtown, exploring a variety of housing options, and the mechanisms to knit these objectives together.

Undertaking a Housing Production Plan is a great tool to ensure that the Town tracks and coordinates these various and complementary goals.

By producing a Housing Production Plan, Plainville can:

- Gain a better understanding of its housing supply, need, and demand;
- Identify locations for new housing (or areas better for preservation);
- Provide more specific recommendations around zoning changes and potential projects;
- Coordinate zoning, funding, and policy changes for affordable and market-rate housing.

A committee of local stakeholders, housing professionals or advocates, and Town officials can guide the process to ensure that the values in the Housing Production Plan reflect the local needs of Plainville and produce a document that provides valuable insight for the Town.

Implementation

Priority: Low-Flexible

Responsible Party: Planning and Development, Planning Board

Performance Measures:

- Pursue State Grant or identify local funding capacity for Housing Production Plan.
- Hire consultant to produce a Housing Production Plan.
- Implement high-priority strategies from the Plan and track housing developments.

Figure 52. Aerial image of apartments and homes on Messenger Street or Route 106.





Economic Development

Plainville can expand its economic base to ensure a stable flow of tax revenue to fund the services and facilities that support the Town's high quality of life.

- **With limited commercial sites left, the Town should be strategic about what businesses it hopes to attract and how it can incentivize redevelopment of underutilized sites.**
- **Encouraging a robust community of local businesses keeps money in the community, provides jobs for residents, and builds community pride.**

Goals & Strategies



ED-1 Create a vibrant town center that supports local businesses.

1. Work with key landowners, existing businesses, and stakeholders to promote developments compatible with the “Plainville Square” vision.
2. Continue investing in streetscape, beautification improvements, branding, and other public benefits, such as shared parking.
3. Encourage businesses that will attract visitors, particularly cafes and restaurants.
4. Support the rehabilitation of distressed properties to attract new businesses.

ED-2 Focus high-value commercial development on existing corridors.

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

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

1. Consider retaining specialized economic development and grant writing assistance.
2. Investigate and expand streamlined permitting between the Planning Board, Conservation Commission, Board of Health, and others.
3. Improve town infrastructure to ensure Plainville remains competitive at attracting small and large businesses.

ED-1: Create a vibrant town center that supports local businesses.

ED-1-1 Work with key landowners, existing businesses, and stakeholders to promote developments compatible with the “Plainville Square” vision.

Town leaders and administration officials should cultivate relationships with key landowners and existing businesses in the Town Center to coordinate redevelopment and support their operations. In 2009 zoning change in the Town Center created more redevelopment opportunities for underutilized buildings; however, change is slow, particularly when the public sector seeks to shape the private market.

One success story in the Town Center is An Unlikely Story; its related Plainville Center development plan includes placemaking improvements and redevelopments at the corner of Bacon Street and South Street. The Town should continue to be involved and support the redevelopment process to eliminate implementation barriers. With numerous buildings prime for redevelopment,

the Town may establish a precedent to proactively partner with prospective redevelopers in shaping the future of the town center.

Implementation

Priority: High-Ongoing

Responsible Party:

Town Administrator, Planning and Development, Select Board

Performance Measures:

- Continue working with property owners to create a cohesive vision for Town Center.





Figure 53. Conceptual images of Plainville Square, showing the Northwest corner restaurant and event hall and a Southeast corner plaza for pop-ups and food trucks. (*Plainville Square*)

ED-1: Create a vibrant town center that supports local businesses.

ED-1-2 Continue investing in streetscape, beautification improvements, branding, and other public benefits, such as shared parking.

The Town should invest in streetscape, beautification, and branding for the Town Center to establish an identity for the area and encourage new businesses and visitors. When residents talk about places they like to visit, it is usually a main street or downtown area that has a distinct sense of place. This is by design, and something that Plainville can replicate by curating features that altogether make the town center a welcoming place.

Working with existing successful organizations, such as Keep Plainville Beautiful (KPB), and ongoing planning, such as the Plainville Square proposal, the town can pursue improvements including:

- Improved wayfinding signage in Plainville branding;
- Street furniture, such as lamps, trash cans, planters, and seating);
- Public art featuring local artists, such as murals or sculptures;
- Façade and signage improvements that align with the proposed Town Center Design Guidelines, to create an attractive street presence with attractive storefronts and active frontages, such as sidewalk cafes or stoops.
- Improved sidewalks, with distinctive materials such as brick, continuing the existing brick sidewalk in front of An Unlikely Story.
- Continued successes, such as Adopt-a-Street and seasonal daffodil planting.

Implementation

Priority: High-Ongoing

Responsible Party:

Town Administrator, Planning and Development, Select Board, DPW, Keep Plainville Beautiful (KPB)

Performance Measures:

- Identify streetscape improvements and partner with a consultant to develop the main street branding.
- Funding can come from local donations, business support, or State grants. Apply to the Executive Office of Economic Development (EOED) Shared Streets and Spaces Program or Downtown Initiatives Program to implement proposed improvements. The program provides funding to municipalities to improve plazas, sidewalks, curbs, streets, bus stops, parking areas, and other public spaces.

Complementary Actions: CR-4-2

Create a Town Center identity through Placemaking efforts and a central location for Plainville events.

Figure 54. Examples of placemaking.

Wayfinding, Signage



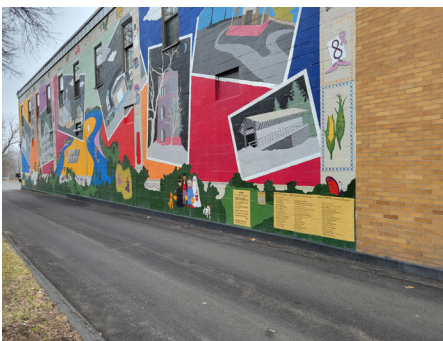
Outdoor Dining, Streetscape Landscaping



Performance, Play, and Pop-up Space



Public Art, Creative Expression



ED-1: Create a vibrant town center that supports local businesses.

ED-1-3 Encourage businesses that will attract visitors, particularly cafes and restaurants.

With the recent implementation of the Town Center District (TCD), the South Street corridor is best equipped to host small businesses such as coffee shops, local restaurants, and other service-oriented businesses. While the zoning currently allows all of these uses, the Town should consider creative and innovative alternatives to seed business ideas for the Town Center.

For example, the Town may consider working with landowners to propose short-term leases or rentals that would enable pop-ups such as local retail, restaurants, cafes, and coffee shops. Activating spaces on short terms allows entrepreneurs to test their business model and establish a local clientele. Successful pop-ups may eventually pursue a permanent lease. If pop-ups are limited to the terms outlined by the Vacant Downtown Storefronts Program, these storefronts would be eligible for additional support.

The Plainville Square proposal would include a full-service restaurant, several pop-up stalls, and locations for food trucks. This represents a positive step forward to create a welcoming, attractive destination for residents and visitors.

Implementation

Priority: High-Flexible

Responsible Party:

Planning and Development, Select Board

Performance Measures:

- Ensure current TCD zoning supports desired types of businesses. Create off-street parking flexibility, such as shared parking strategies, to encourage a diverse mix of uses.
- Work with local business owners and property owners to bring unique, local businesses to the street.

Success Stories

In 2020, the City of Attleboro designated its heart of Downtown as a Vacant Storefront District through the Economic Assistance Coordinating Council to unlock funding to help rehabilitate ground floor spaces. Today, its Downtown has multiple successful, new businesses, including Burgundian, a restaurant with an international menu, and Kimochi, a bubble tea shop.



Figure 55. Image of Burgundian, a cafe and restaurant in Downtown Attleboro (*Burgundian*).

ED-1-4

Support the rehabilitation and redevelopment of distressed properties to attract new businesses.

The Town should support the rehabilitation of distressed properties to attract new businesses. Properties that sit vacant and underutilized for years typically show signs of neglect and can be costly to modernize. The Town could participate in programs that would provide resources to prospective tenants, such as the Vacant Downtown Storefronts Program¹ through the Executive Office of Economic Development and the Underutilized Properties Program² through MassDevelopment.

Opportunities include:

- Already, as a part of Plainville Square, the complex of buildings at the north-west corner and the property adjacent to Plainville House of Pizza are slated for redevelopment.
- The Town has also sold the former Fire Station site for future mixed-use development.
- There are also many low-density businesses and homes on the western side of South Street, between Town Hall and Bacon Street; while these businesses and residents can remain as long as they wish, as these 'legacy' businesses or homes are passed down, they may wish to move sites, thus allowing the property to be redeveloped.

1. Details of the program can be found here: <https://www.mass.gov/info-details/massachusetts-vacant-storefronts-program-mvsp>

2. Details of the program can be found here: <https://www.mass-development.com/what-we-offer/real-estate-services/underutilized-properties-program>

Implementation

Priority: High-Flexible

Responsible Party:

Town Administrator, Planning and Development

Performance Measures:

- Create an inventory of and track underutilized or distressed properties in Town Center.
- The Town must submit the Municipal Application to designate a vacant storefront district. Following designation, any business planning to occupy a storefront that has been vacant for over 12-months is eligible for up to \$10,000 in refundable tax credits, based on the municipal match provided.
- Alternatively, the Town may work with individual property owners to apply for funding to improve properties through the Underutilized Properties Program.

Highlights

The former Fire Station, off of Cottage Street and South Street is a 1.25 acre site. A potential development could potentially create 20k s.f. of ground floor commercial space and about 20 units.



Figure 56. Image of former Fire Station site, still undeveloped.

ED-2: Focus high-value commercial development on existing corridors.

ED-2-1 Encourage high-value businesses, including biotech and high-tech manufacturing, on remaining key development sites.

High-value businesses describe businesses and developments that would bring in many well-paying jobs to the community and more property tax revenue. These often include manufacturing and research sites, particularly high-tech or biotechnology companies like ThermoFisher. These typically do not include lower-intensity uses like self-storage facilities. While they may generate large amounts of revenue, from community feedback, less desirable commercial uses include big box retail stores, auto-oriented strip malls, drive-thru restaurants, and large logistic warehouses.

The Plainville Commerce Park has been a successful industrial park, bringing employment and revenue for the town. The park attracted a series of businesses, including ThermoFisher in August 2022, investing \$180 Million to develop a lab and manufacturing flex space.

Because the Plainville Commerce Park and other sites along Route 1 and Route 152 have limited developable land and redevelopment potential remaining, Plainville should encourage high-value businesses that are regionally competitive, including biotech and manufacturing. While the Town cannot directly block any development that is technically allowed, the Planner and future Economic Development assistant could use State grants to attract desirable companies through tax incentives or infrastructure upgrades.

Refer to the Zoning Capacity Analysis on page 33 for an overview of potential sites.

Implementation

Priority: High-Ongoing

Responsible Party:

Town Administrator, Select Board, Planning and Development

Performance Measures:

- Develop and maintain an inventory of key development sites.
- Update zoning as needed to attract appropriate developments.
- Devise mechanisms to attract high-value businesses, such as property tax breaks or the use of state grants for infrastructure upgrades.

Complementary Actions:

LU-3-2: Focus large industrial and commercial developments on remaining sites near good infrastructure.

ED-2-2



Use Expedited 43D Permitting for potential MassWorks grants for infrastructure upgrades.

Infrastructure limitations, including water, sewer, and transportation, are often the largest barrier to development in communities across the commonwealth. The 43D Expedited Permitting Program allows municipalities to promote commercial development on pre-approved parcels by offering expedited local permitting. Designated sites are also granted priority consideration for MassWorks Infrastructure Program grants, brownfields remediation assistance, and other financing. To be eligible, Plainville must opt into the program through the Community One Stop Grant Program and designate Priority Development Sites (PDS). PDS should be zoned for commercial, industrial, residential or mixed-use purposes, offer at least 50,000 square feet for development or redevelopment, and must be approved by the local governing authority.

Ideal sites for this designation include sites with development potential, as identified in the Build-out Analysis, at or along:

- Plainville Commerce Park
- Route 1 and 152 Corridors and Intersection
- I-495 Interchange

Implementation

Priority: High-Flexible

Responsible Party:

Town Administrator, Planning Board and Development Director, Select Board

Performance Measures:

- Apply to the Community One Stop for Growth to opt into 43D Expedited Permitting Program and identify parcels to designate with permission.
- Work in partnership with ownership of key sites to designate as Priority Development Sites (PDS) under the town's existing Chapter 43D program.

Complementary Actions:

LU-3-2: Focus large industrial and commercial developments on remaining sites near good infrastructure.

Success Stories

Raynham's Paramount Drive is a successful development that resulted from the 43D Expedited Permitting Program. One development is an Electrochem facility, a specialty battery maker.



Figure 57. Aerial image of Paramount Drive in Raynham (Google Earth)

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

ED-3-1 Consider retaining specialized economic development and grant writing assistance.

Plainville is fortunate to have qualified full-time Town Planning personnel. However, the day-to-day operations of a busy Town Planning Office can make it difficult to pursue the type of long-range planning and proactive grant-writing envisioned by this Master Plan. In other words, achieving all the economic development goals laid out in this Plan are contingent on increased implementation activities.

To achieve the Master Plan's goals in the next 5 to 10 years, the Town should consider retaining specialized economic development and grant writing assistance. To date, the Town Planner role in Plainville entailed working with the Planning Board to process all local zoning and permitting decisions, acting as Conservation agent, and incorporating grant writing and economic development duties. If these roles were more clearly delineated, the Town could focus more effort on the implementation of long-range planning and positive economic development outcomes.

The envisioned assistance would be focused on keeping track of the Town's progress with the goals outlined in this chapter, maintaining momentum on issues that require follow-up, and ensuring the Town can fund activities through grants and program participation, relieving burden on local funds. The assistant could also be responsible for coordinating much of the Town's grant funding application and management process.

Implementation

Priority: High-Ongoing

Responsible Party:

Town Administrator, Select Board, Planning and Development

Performance Measures:

- Evaluate neighboring communities with Economic Development Planner to provide a competitive wage and develop a job description.
- Seek assistance and monitor return on investment

Success Stories:

Communities like North Attleborough and Mansfield have economic development planners or coordinators. Many communities combine planning and economic development together, such as Foxborough, but have multiple planning staff. Many also have an Economic Development Committee that oversees staff, such as Somerset.

ED-3-1



Investigate and expand streamlined permitting between the Planning & Development, Conservation Commission, Board of Health, and others.

Many communities across Massachusetts create user-friendly permitting guides to assist prospective developers and businesses to navigate municipal requirements. These documents take many forms, such as, concise handbooks, topic specific brochures, marketing campaigns, E-Government web pages, or a coordinated combination of all the above. Permitting Guides use graphic design, flow charts, and simple diagrams to help describe and simplify required procedures, to identify departmental points of contact, fees, resources, and timelines to obtain various permits in town. Currently, Plainville's departments post permit applications to their pages, but provide little guidance to determine which combination of permits are required by activity. A streamlined permitting process eliminates confusion and accelerates the approval of business establishments or developments.

Implementation

Priority: High-Ongoing

Responsible Party: Town Administrator, all permitting disciplines

Performance Measures:

- Create a user-friendly Economic Development and Permitting Guide to help applicants navigate different requirements.
- Create a digital platform to track applications and requirements.

Success Stories

The City of Taunton and the Towns of Mansfield and Middleborough recently created Economic Development Guides through the Community Compact Program and the District Local Technical Assistance (DLTA) Program. These guides walk applicants through permitting processes, from opening a business to a complex subdivision.



Who must file a Business Certificate?

If you are conducting business in the Commonwealth under a title other than your real name, you must file a certificate with the City Clerk in every city or town where an office of the business is located. A Business Certificate is not required if a corporation is doing business in its true corporate name, or if a partnership is doing business under any title which includes the true surname of any partner. Businesses that file with the Secretary of State's Office do not need to file with the City.

How do I file a Business Certificate?

A Business Certificate can be obtained at the City Clerk's office. The Planning and Conservation Department can verify any requests regarding your business's zoning compliance. If you are using your business name as your place of business or your business name is different from the name used for tax purposes,

Contact

City Clerk
508-821-1024
[Department Website](#)

Planning and Conservation Department
Director of Planning
508-821-1051
[Department Website](#)

References

Trademarks, Names, and Registration Thereof

Figure 58. Excerpt from Taunton Permitting Guide.



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

ED-3-3 Improve Town infrastructure to ensure Plainville remains competitive at attracting small and large businesses.

Improving water and sewer infrastructure is key to facilitating business growth and increasing revenues. A town's ability to maintain this infrastructure can determine the types of businesses that will choose to establish in town.

In 2023, Plainville began limiting approvals on new sewer connection hookups while the town evaluates improvements to Inflow & Infiltration. It is critical that the Town businesses have access to reliable infrastructure, otherwise the Town cannot support new developments that would grow its tax base.

Implementation

Please see Complementary Actions:

SF-1 Improve the water and wastewater network to meet the needs of future residents and businesses.

Responsible Party:

Town Administrator, Select Board, Planning and Development

Figure 59. Aerial image of businesses adjacent to the intersection of Route 1 and Route 152.





Natural & Cultural Resources and Open Space & Recreation

Plainville hopes to protect the open spaces and agricultural areas that represent its more rural roots and provide valuable recreational space for its residents.

- Plainville's small-town character is a result of its connections with nature, between neighbors, and to its history.
- It is crucial to protect the open spaces, social bonds, and historic assets to pass down Plainville's rich natural and cultural heritage for generations to come.

Goals & Strategies



NR/OS-1 Continue to protect open spaces, agricultural land, habitats, and the watershed through acquisitions and regulations.

1. Promote Cluster Residential Developments to preserve contiguous open spaces and create trails while allowing appropriate growth.
2. Inventory and acquire key open spaces as Chapter 61 or other opportunities emerge.
3. Promote protection of existing agricultural lands and encourage the creation of new agricultural projects.
4. Support natural resource protection in the Ten-Mile, Blackstone, and Taunton River Watersheds.
5. Streamline process and enforce Resource Protection Overlay District and Wetlands Regulations.
6. Encourage low-impact development to reduce rainwater runoff and mitigate inland flooding.
7. Remove invasive species from waterways and continue maintenance and clean-up.



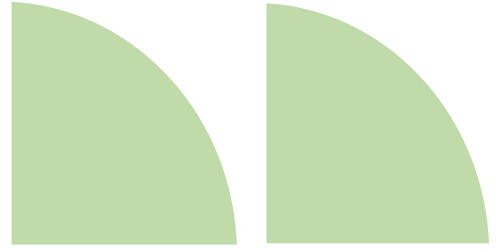
Goals & Strategies

OSR-2 Enhance and expand Plainville's recreation spaces and network.

1. Implement key improvements to Field of Dreams, Telford Park, and other Recreational Spaces.
2. Continue expanding the trail network through public-private partnerships and the future Rail Trail.
3. Improve access to Turnpike Lake and Mirimichi Lake to promote lakeside walking trails and water-based activities.
4. Create a comprehensive town trail map and implement better wayfinding and trail access points with bike and car parking.

CR-3 Preserve Plainville's historical assets and build more awareness of Plainville's rich history.

1. Continue investing in Plainville's Historical Commission and Museum.
2. Identify historic buildings and properties to be prioritized for preservation.
3. Encourage the preservation of open fields and smaller vistas along rural roadways. Revisit Scenic Roads Bylaw.



CR-4 Foster Plainville's giving spirit and sense of community.

1. Coordinate with local organizations and restart Plainville's annual calendar of town festivals and events.
2. Create a Town Center identity through Placemaking efforts and a central location for Plainville events.
3. Educate residents on ways to participate in Town and other ways to give back and protect the Town's resources.

NR/OS-1: Continue to protect open spaces, agricultural land, habitats, and the watershed through acquisitions and regulations.

NR/OS-1-1 Promote Cluster Residential Developments to preserve contiguous open spaces and create trails while allowing appropriate growth.

As described in the Land Use section, Plainville currently allows 1 unit per acre in the RA zoning district, which covers much of Plainville's more rural areas. Conventional residential subdivisions clear natural lands and replace them with lawns and large roadways. Lawns do not provide as many ecological and stormwater management benefits as forests or wild fields, especially if homeowners use pesticides and herbicides and regularly mow them. If homes were laid out on a one-acre grid, they would be approximately 200 feet apart; such spaced-out communities contribute to sprawl.

The alternative is the Cluster Residential Development, which maintains the same density throughout the project but consolidates houses to make them closer together. On a 10-acre lot, instead of all the land being used for ten houses, only 5 acres might be used for the 10 houses, leaving 5 acres undisturbed and permanently protected. The Town can work with the developer to ensure the open spaces are part of a broader, contiguous network that benefits ecological and hydrological systems. These contiguous open spaces can also contribute to the Town's already impressive network of trails.

By working with private developers, the Town can permanently protect important

pieces of contiguous open space.

For an overview of the Cluster Residential Development by-law, refer to the Land Use section in the Context Chapter on page 26 and the complementary action in the Land Use chapter on page 77.

Implementation

Complementary Actions:

LU-1-1 Update the Residential Cluster Development bylaw to promote contiguous open space corridors and increase the protected and publicly accessible open space to reduce environmental and infrastructure impacts.

NR/OS-1-2 Inventory and acquire key open spaces as Chapter 61 or other opportunities emerge.

To protect open space, the Town can also directly purchase and acquire space.

Since the last master plan, the Town has preserved hundreds of acres of open space. In 2016, the Town acquired the Bergh Property for \$1.55 million, now named Hawkins Woods, and protected 103 acres of open space from residential development. While a great victory, the Town does not have infinite resources to acquire all land that comes up for sale.

The primary mechanisms the Town can use to preserve and acquire open space are:

- Acquiring Chapter 61 agriculture or forested land. The Town has right-of-first refusal when Chapter 61-designated land goes up for sale. But the Town must pay fair market price and act quickly, either with existing Town funds or a bond measure.
- Working with developers through the Cluster Residential Bylaw or waiving subdivision rules in exchange for open space donated to the Town.
- Donations from private landowners.

To continue to protect Plainville's rural charm, the Town must strategically use Town funds and prioritize acquisitions. When deciding whether to acquire land, the Town should consider:

- Areas within identified local Priority Protection Areas.
- ¹Significance of property in Plainville's current trail and open space network.
- Ecological importance, such as the presence of critical habitats, vernal pools, and wetlands.

1. The Priority Area Update is an ongoing regional effort. Priority Protection Areas are areas that the Town has identified as having significant natural or historic value. For more information, please refer to <https://srpedd.org/priority-areas>

- Watershed and groundwater resources.
- Visibility of the property and its contribution to the Town's rural character.

The Town can also consider new avenues for funding, such as setting aside funds from the Community Preservation Act or State grants, such as the LAND Grant program.

Refer to the Existing Conditions section on page 40 to see a map of Plainville's existing protected and un-protected open spaces.

Implementation

Priority: High-Ongoing

Responsible Party:

Planning and Development, Planning Board, Conservation Commission, Community Preservation Committee

Performance Measures:

- Create an internal inventory of open spaces and Chapter 61 land that are a high priority for acquisition.
- Explore new funding mechanisms to be prepared to acquire land.
- Work with the Natural Resources Trust of Plainville to coordinate land acquisitions.
- If unable to acquire the land due to lack of funding, continue to work with developers and landowners to find creative solutions to preserve important open spaces.

Complementary Actions:

- *LU-1-3 Preserve and acquire more open space.*
- *Open Space and Recreation Plan.*

NR/OS-1: Continue to protect open spaces, agricultural land, habitats, and the watershed through acquisitions and regulations.

NR/OS-1-3 Protect existing agricultural lands and encourage the creation of new agricultural projects.

Plainville has around 300 acres of agricultural land, currently designated as Chapter 61A land (privately owned agricultural land with certain tax benefits). Many of these pastures are used for equestrian-related activities, such as horse stables and riding lessons. Some stables include Windfall Farm, Walnut Hill Farm, Eastfield Farm, and Higher than I Farm.

These agricultural areas make up an important piece of Plainville's natural heritage. The Town should work with local property owners to ensure farmland remains for agricultural uses. Should farmland be encroached by development, the Town should work to preserve as much land as possible for continued agricultural uses. The Town can also work with farm owners to allow them to expand their operations to include more agritourism opportunities, such as small dining establishments, markets, event spaces, or lodging.

The Town should also ensure any new residents understand that potential odors or noise are a part of agricultural operations; many communities in Massachusetts have "Right to Farm" bylaws to protect active farmers from nuisance lawsuits from neighbors.

Implementation

Priority: Medium-Ongoing

Responsible Party:

Planning and Development, Planning Board, Conservation Commission, Community Preservation Committee

Performance Measures:

- Create an inventory of active farmland in Town.
- Acquire farmland through Chapter 61A or work with private property owners to preserve farmland threatened by development.
- Work with current farm owners to find creative solutions to expand their business to avoid the closure of farms, including updating zoning to allow agritourism uses.

Complementary Actions:

Open Space and Recreation Plan.

Success Stories

Windfall Farm and many other local stables offer lessons and a place for residents to ride and home their horses.



Figure 60. Image of riding school (Windfall Farms)

NR/OS-1-4 Protect Plainville's water resources, including the Ten-Mile, Blackstone, and Taunton River Watersheds, surface water areas, and groundwater supply.

Plainville's water comes from groundwater sources. Plainville also has many lakes, rivers, wetlands, and streams that host important ecologies and provide a source of recreation for residents. It is crucial to regulate development to prevent the contamination of these precious resources.

Through strong enforcement of development regulations and the preservation of open space, the Town can protect the key watersheds that support the Town's groundwater supplies: the Taunton River watershed and the Ten-Mile River watershed. The primary developmental regulations are the Wetlands Protection Act and the Groundwater Protection Overlay District; details of these regulations can be found in the Existing Conditions section on page 44.

Implementation

Priority: High-Ongoing

Responsible Party:

Conservation Commission, Planning and Development, Planning Board, Building Department

Performance Measures:

- Make sure all proposed developments follow the Town's environmental regulations.
- Create a publicly accessible record of proposals requiring Conservation Commission approval and their potential impacts on local water sources.
- Create a digital, streamlined permitting process between the Board of Health, Conservation Commission, Planning & Development, and the Building Department to ensure developments subject to regulations are complying.
- Acquire parcels for permanent conservation in these Watersheds and work with landowners to discourage harmful developments.

Complementary Actions:

- *3.3.2 Investigate and expand streamlined permitting between the Planning & Development, Conservation Commission, Board of Health, and others.*
- *Open Space and Recreation Plan*

NR/OS-1: Continue to protect open spaces, agricultural land, habitats, and the watershed through acquisitions and regulations.

NR/OS-1-5 Encourage Low-Impact Development to reduce rainwater runoff and mitigate inland flooding.



Conventional stormwater management relies on collecting stormwater and conveying it away, like in a sewer system. Low Impact Development (LID) is a design strategy that uses natural processes to reduce the impact of development on stormwater quality and quantity. The goal of these strategies is to both reduce stormwater runoff and slow the release of runoff. Some techniques involve capturing rainwater to reuse, such as rain barrels. Other techniques, like bioswales, create more permeable “sponge” surfaces to absorb water and slowly release it, either letting it percolate underground or evaporate. Some examples of LID strategies include rain gardens, permeable pavement, green roofs, and greywater recycling systems.

By reducing stormwater runoff from private property, the Town can prevent pollutants from entering waterways. Preventing ‘clean’ stormwater from entering the sewer network will reduce the burden on the over-capacity Town sewer system. Lastly, reducing runoff reduces inland flooding that might flood roads or damage property.

The Town can consider updating the language of its stormwater management

performance measures for special permit and site plan review for certain projects (e.g., the Town would search for mentions of stormwater management plans and update the language to include LID approaches). Alternatively, a separate bylaw could apply to all projects requiring special permit and site plan review, as described in the sample bylaw Bylaw from the Smart Growth / Smart Energy Toolkit.¹

1. Examples of Low-Impact-Development bylaws: <https://www.mass.gov/doc/smart-growthsmart-energy-by-laws-low-impact-development-lid-bylaw-with-regulations/download>

Implementation

Priority: Low-Flexible

Responsible Party:

Conservation Commission, Planning and Development, Planning Board, Building Department, Department of Public Works

Performance Measures:

- Evaluate how to integrate LID strategies into development standards of site plan review.

Success Stories

Philadelphia’s Green City Clean Waters initiative promotes “green tools” to reduce stormwater runoff, like stormwater tree trenches or bioswales. While it is a much larger urban area, the principles of ‘slowing down water’ still apply.



Figure 61. Excerpt from Philadelphia’s Green City Clean Waters plan (<https://water.phila.gov/green-city>)

NR/OS-1-6 Remove invasive species from waterways and continue maintenance and clean-up.

Invasive species are species of plants and animals that are not native to the area and were introduced due to human interference. Invasive plant species can clog up waterways, decrease water flow, reduce the transportation of nutrients, and overtake local ecosystems. They can steal daylight from native plants and crowd them out. They can also die out and deplete waterways of oxygen, also called eutrophication. Lastly, many invasive plant species do not have natural predators, so local wildlife will have reduced food options and invasive species will continue to proliferate.

This Plan and the Open Space and Recreation Plan mention invasive species, but work must be done to survey the problem and inventory what invasive species are impacting Turnpike Lake and Lake Mirimichi. From there, the Town can partner with the Commonwealth and other local conservation non-profits to coordinate clean-up efforts.

Implementation

Priority: Low-Flexible

Responsible Party:

Conservation Commission

Performance Measures:

- Research invasive species in waterways and take appropriate action.

Complementary Actions:

Open Space and Recreation Plan

Success Stories

Buzzard Bay Coalition worked with Dartmouth and Falmouth to remove phragmites or the Common Reed from three salt ponds as a pilot project.



Figure 62. Phragmites or Common Reed (*Buzzard Bay Coalition*)

OSR-2: Enhance and expand Plainville's recreation spaces and network.

OSR-2-1 Implement key improvements to Field of Dreams, Telford Park, and other Recreation Spaces.

The Town has two great open spaces that host many of its recreation programs. The Town should continue to evaluate what improvements may be needed at each.

Telford Park:

- There are plans to improve the parking lot area to better serve the park and the Historical Commission. It would also provide additional overflow public parking for the Town Center District.
- The Park also has the potential to be connected to local trails and plans made by West Bacon Properties' Plainville Town Square proposal.
- Plainville Pond, though beautiful, is blocked by trees and access to it is currently limited. The Town should work with other property owners and future developers to create a publicly accessible route around the lake.
- Some survey respondents mentioned wanting to see better maintenance of the pool, gazebo, and pavilion. Others specifically mentioned wanting to see new recreational activities. Lastly, some mentioned the need for outdoor event space to host events like the Fall Festival. The Town should continue to evaluate what recreational wants residents would like to see.

Field of Dreams:

- There are plans to add two new fields, a snack bar, and restrooms.
- Trails can also be added on the perimeter to connect to the existing trail

network.

Other Recreation Facilities:

- Due to the fire at Park Terrace Swim Club off of Berry Street, the popular swim club is temporarily closed.
- Continued coordination with the nearby PAL fields could create more opportunities between it and the Field of Dreams.

Implementation

Priority: Medium-Ongoing

Responsible Party:

Parks and Recreation, Open Space and Recreation Committee, Facilities Maintenance Department, Community Preservation Committee

Performance Measures:

- Complete ongoing and proposed improvement projects.
- With the Open Space and Recreation Committee, continue surveying residents to understand what recreational opportunities they would like to see.

Complementary Actions:

- *Open Space and Recreation Plan*
- *Community Preservation Plan*



Figure 63. Field of Dreams (Town of Plainville)



Figure 64. Telford Park

OSR-2: Enhance and expand Plainville's recreation spaces and network.

OSR-2-2 Continue expanding the trail network through public-private partnerships and the future Rail Trail.

The Town's current hiking trails are not yet fully linked, and many are small, disconnected loops. Through subdivision regulation waivers and cluster developments, former town planner, Chris Yarworth, worked with developers and Town stakeholders to begin to create connections between different trails. For example, the Heather Hills development would add many trails that could connect to Hawkins Woods and other portions of the western side of Town.

70% of respondents noted that they would like to see an expansion of recreational trails.

The proposed Metacomet Greenway rail trail on the unused rail right-of-way would also create a major north-south connection in Town, connect Plainville to North Attleboro and Wrentham, and would connect to existing trail networks.

The map at the right shows a few strategic areas to expand the trails, with a focus on expanding on land owned by the Town or conservation non-profits and land with conservation restrictions. Chapter 61/61A/61B land and other private land that are future space opportunities are also considered.

Major areas include:

- 1** Expansion of Hawkins Woods trails to connect Scotts Brook, future Heather Hills network, High Street, Warren Street.
- 2** New trails around Turnpike Lake near Public Works wells and treatment site, Natural Resource Trust land, and the BASF site.
- 3**
 - New trails around Lake Mirimichi, working with Public Works and private landowners for easements to connect

- 4** the new subdivision to trails.
 - Field of Dreams perimeter, connecting to Crystal Springs Preserve. Formalizing trails on land owned by New England Power Company.
- 5** Behind Bridle Path subdivision, connecting to Hancock Street
- 6** Plainville Beagle Club land adjacent to Cowell Conservation Area and other smaller connections
- 7** Small connections to streets behind Walnut Hill Estates subdivision.

Implementation

Priority: Medium-Immediate

Responsible Party:

Town Administrator, Planning, DPW, Open Space and Recreation Committee, Community Preservation Committee Metacomet Greenway Association

Performance Measures:

- Continue working with private developers to conserve land and fill in gaps in the trail network.
- Add and maintain trails, though a partnership between nonprofit groups and the Town.

Complementary Actions:

- *TC-2-2 Continue expanding the trail network, including future rail trail, connecting areas without sidewalk access.*
- *Open Space and Recreation Plan*

Recreation Network Expansion Strategy

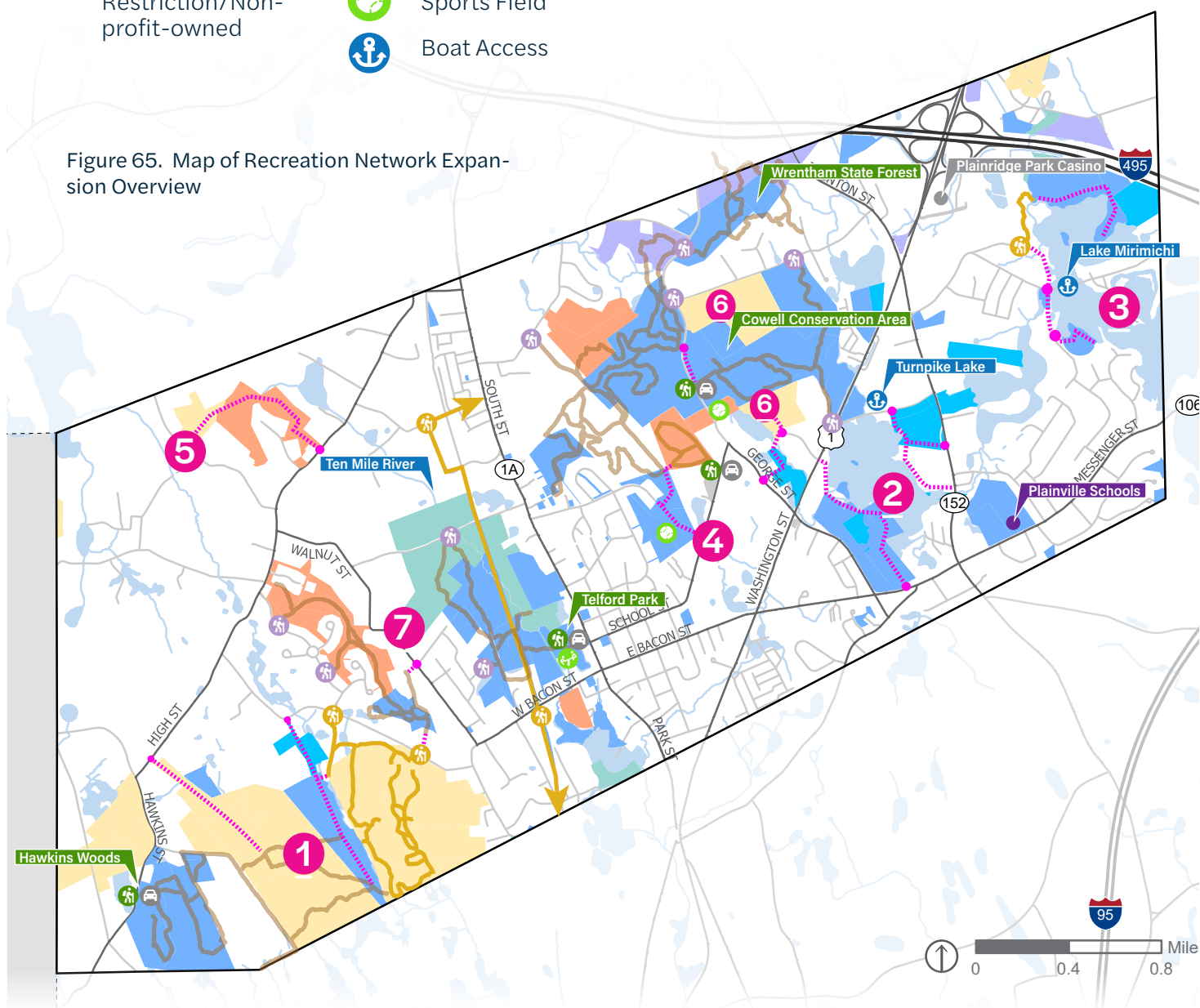
Open Spaces By Ownership

- Town-owned
- Other Public (e.g., State)
- Chapter 61/61A/61B (Privately owned)
- Conservation Restriction/Non-profit-owned

Recreational Areas

- Trailhead
- Parking
- Trailhead w/o parking
- Future Trailhead
- Sports Field
- Boat Access
- Trail
- Future Trail
- ... Identified Gaps

Figure 65. Map of Recreation Network Expansion Overview



OSR-2: Enhance and expand Plainville's recreation spaces and network.

OSR-2-3 Improve access to Turnpike Lake and Lake Mirimichi to promote lakeside walking trails and water-based activities.

Currently, access to the two lakes is limited and not well-published. Much of the land along Lake Mirimichi is used for privately owned homes; some portions are managed by the Conservation Commission and Public Works. The land around Turnpike Lake is densely forested and bordered by the former Englehard manufacturing site, the Turnpike Lake water treatment plant site, major roadways, and Killarney Estates. There is some public and land-trust-controlled land around both lakes.

Water access is limited as well. Some smaller watercrafts, like kayaks, can be launched at Shepard Street for Turnpike Lake or off of Mirimichi Street for Lake Mirimichi.

A small trail to the northwest of Lake Mirimichi, providing access to a Conservation Area managed by the Conservation Commission, is currently proposed behind the casino. Two dams managed by the Natural Resources Trust of Plainville (NRTP) that control water levels on Turnpike Lake were planned to be repaired, funded by contributions from BASF. These dams would control water that flows under Route 152.

The Town can consider whether it is feasible to add trails and access points on the Conservation Commission and Trust-

owned land adjacent to these two lakes. That way, residents can all enjoy the lakes, which often remain as hidden gems.

Implementation

Priority: Low-Flexible

Responsible Party:

Conservation Commission, Open Space and Recreation Committee, Department of Public Works, Natural Resources Trust of Plainville, Community Preservation Committee

Performance Measures:

- Begin conversations about the use of Town-owned conservation land adjacent to the lakes.
- Explore improvements to launch areas to promote recreational boating activities, such as kayaking.

Complementary Actions:

Open Space and Recreation Plan.

Success Stories

Plymouth, MA has six recreational ponds and beach areas that provide public access. Hedges Pond Recreational Area was opened in 2011.



Figure 66. Hedges Pond in Plymouth (John Phelan, Wikimedia)

OSR-2-4 Create a comprehensive Town trail map and implement better wayfinding and trail access points with bike and car parking.

The Town has many natural areas to hike and explore. Currently, the trails are managed by different Town departments and nonprofits, and it can be difficult to know where all of the Town's trails are.

While the Conservation Commission has published a few maps on its website, the Town should create a comprehensive Trail Map that includes trails on Town-owned property, Conservation Commission properties, and non-profit conservancies. It should also include publicly-accessible trails on easements and conservation restrictions that are on private land.

The Town should also create designated trailheads, with proper signage and parking for cars and bikes. Trails should also be marked, either with signage or 'blazes' on trees. With these additional amenities, the Town can publish an improved map and work with crowd-sourced websites like Alltrails to be sure trail information online is updated.

Implementation

Priority: Medium-Immediate

Responsible Party:

Open Space and Recreation Committee, Conservation Committee, Planning and Development, Facilities Maintenance Department

Performance Measures:

- Complete an inventory of Town trails, using a combination of volunteers, Town staff, and outside help.
- Contract out work to create digital and paper maps of Town trails.
- Work with the Facilities Maintenance Department or another contractor to make minor improvements to trailheads.

Complementary Actions:

Open Space and Recreation Plan.

Success Stories

Concord, MA has an extensive trail network and a clear website that shows an overall map of the Town's trails as well as smaller trail maps and guides of each open space.



Figure 67. River Confluence Trail Map, prepared by Concord Department of Natural Resources (<https://concordma.gov/734/Trail-Maps-Guides>)

CR-3: Preserve Plainville’s historical assets and build more awareness of Plainville’s rich history.

CR-3-1 Continue investing in Plainville’s Historical Commission, Museum, and Town-owned Historical assets.

The goal of the Plainville Historical Commission is to safeguard the Town’s history to educate and enrich both present and future populations. It is responsible for the documentation, conservation, accessibility, and study of the Town’s invaluable historical assets. Historical Commissions also advocate for the preservation of historic structures around Town.

With new leadership, the Historic Commission has made many efforts to better catalogue and preserve documents and artifacts in its care. In recent years, it has received many generous donations, such as a newspaper announcing Plainville’s founding in 1905. The Commission is also working to digitize many of its photos and documents. Because the Commission relies on substantial volunteer presence and donations, it can be short-staffed and under-resourced for important initiatives; the Commission sometimes receives funding from the Cultural Council. The Town should create a more long-term plan for funding staffing and building improvements.

The Commission is also in charge of Bliss Chapel and Angle Tree Stone and should also work to ensure these assets are pub-

licly accessible and preserved. Lastly, the Commission also helps to maintain three local cemeteries, including: South Burial Grounds, Taunton Street cemetery, Gerould Cemetery (which is in Wrentham but is the final resting place for many Plainville residents prior to Plainville’s founding).

Implementation

Priority: Medium-Flexible

Responsible Party:

Historical Commission, Community Preservation Committee

Performance Measures:

- Create a long-term plan for the Historical Commission, including building improvements, equipment, staffing, and research initiatives.
- Maintain a regular roster of events, including tours and speaking events. Maintain regular opening hours to promote the presence of this incredible asset.

Complementary Actions: *Community Preservation Plan*

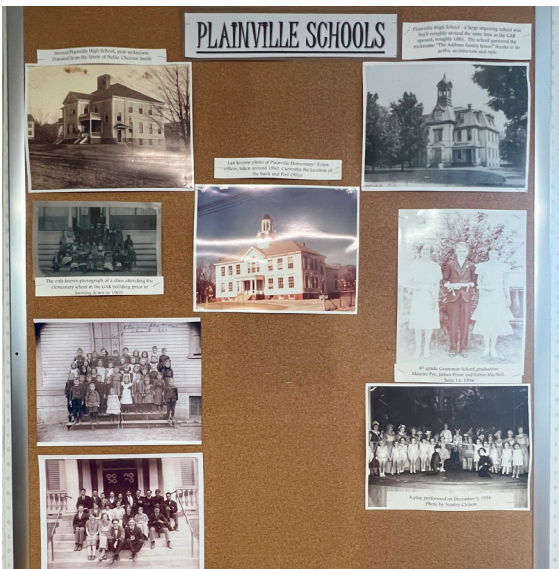


Figure 69. Displays inside the Historical Commission and the Humphrey House.

Success Stories

The Freetown Historical Society has a robust complex of re-located historical structures. It hosts a large annual event, inviting vendors, performances, and demonstrations. It also has an active Blacksmith and hosts weekly programming, such as needlework classes.



Figure 68. Hedges Pond in Plymouth (John Phelan, Wikimedia)

CR-3: Preserve Plainville's historical assets and build more awareness of Plainville's rich history.

CR-3-2



Identify historic buildings and properties to be prioritized for preservation.

In addition to Humphrey House and its collection, the Historical Commission should work to catalog and preserve important historic assets around Town. Across Town, an initial Massachusetts Historical Commission (MHC) survey revealed about 210 structures of potential older than 75 years.

While it is not possible to save every "old" building, the Town should establish which structures should be prioritized for historic preservation in some form. Such an inventory should catalog whether the structure had significant past inhabitants or businesses and whether it is an exemplary, minimally altered example of a certain architectural period.¹ While this Plan did not uncover specific buildings that are of the highest priority for preservation, a more focused Historic Preservation Plan could reveal more.

In terms of historic preservation, what's gone is gone forever. Such a plan can take a while to fund and write, so the Town, through basic research and public input, should work to unofficially identify some potential structures that it believes have historic value, especially if those properties are at risk for demolition. The Town should also work to add plaques and more easily accessible information about each property.

Being noted in a Historic Preservation Plan and potential Local and State designations could help properties be eligible for certain tax credits or Community Preservation Act funding.

A Demolition Delay bylaw would temporarily halt demolition of any structure older than 100 years for six or twelve months. Ultimately, after the delay period, the proponent is free to continue with demolition, but the delay period gives communities time to work with the proponent to evaluate the historic significance of the building and find creative solutions to either save the building or save components of the building.

While a demolition delay bylaw was considered, ultimately, it was not a high priority for the Town and community at this time.

Implementation

Priority: Medium-Flexible

Responsible Party:

Historical Commission, Community Preservation Committee

Performance Measures:

- Apply and receive a Massachusetts Historical Commission grant to fund a Historic Preservation Plan. Match funding with resources from the Community Preservation Act.
- Revisit Demolition Delay Bylaw.

Complementary Actions: *Community Preservation Plan*

1. The National Park Service maintains a good resource to better understand the criteria for determining historic value: <https://www.nps.gov/subjects/nationalregister/how-to-list-a-property.htm>



126 South Street was built in 1858. It is a good example of Greek Revival and Italianate architecture in Plainville, one of the few remaining historic structures on South Street.



100 South Street is noted as “Guild House.” According to MHC, it was built in 1851. The House has a small plaque.



12 Cottage Street was built in 1885 and is an example of Queen Anne Victorian.



Civil War memorial statue at the Plainville Cemetery. The Historical Commission and Veterans Services regularly hosts events to honor Plainville’s veterans across multiple wars.

Figure 71. Images of homes around Town Center and a Civil War Memorial statue at the Town cemetery

Success Stories

The Town of Sturbridge (pop. 9,640) completed its Historic Preservation Plan in 2023. The Study was financially supported by the National Parks Service, Department of Interior, and MHC funding.

https://www.sturbridge.gov/sites/g/files/vyh-lif12111/f/uploads/sturbridge_historic_preservation_plan_final.pdf



Figure 70. Covered Bridge at the Old Sturbridge Village; it was moved to Sturbridge from Vermont when it faced destruction due to highway construction (*Lupinemomma, Wikimedia*)

CR-3: Preserve Plainville's historical assets and build more awareness of Plainville's rich history.

CR-3-3 Encourage the preservation of open fields and smaller vistas along rural roadways. Revisit Scenic Roads Bylaw.

Residents mentioned how they value Plainville's small-town, semi-rural feel. Much of Plainville's charm comes from traveling along its forested and rural roads, sometimes called scenic roads, or walking through forests on trails. Many of these roadways pass through dense forests and open agricultural fields. Houses along these roads are spaced far apart, with undeveloped land separating them.

The Town has previously designated three Scenic Roads under the Scenic Road Act, MGL Chapter 40, Section 15C¹. These roads are Cowell Street, Everett Skinner Road, and Fuller Street. The Open Space and Recreation Plan recommended the additional inclusion of Walnut Street, Warren Street, and Hancock Street. The Scenic Road Act allows Towns to require Planning Board approval of the cutting or removal of trees and stone walls along these roads.

Based on conversations with the Town Planner and members of the Planning Board, the Town does not have an active local Scenic Roads Bylaw and does not seem to enforce the regulations consistently. Many see it as an unnecessary intrusion and additional red tape.

This Plan recommends revisiting the value of promoting the Scenic Roads. The goal of the regulations is not to overburden existing homeowners. Instead, if a new residential or commercial development were to happen along one of these roads, the Town would have more regulatory power to require that the project not cut down existing trees, thus preserving the rural appearance of these areas. Through the complementa-

ry Cluster Residential Development bylaw, the Town should also ask developers to demonstrate how the new development would preserve the appearance of open agricultural or grassy fields seen from roadways. The Town can also be strategic with its open space acquisitions to acquire particularly visible and scenic vistas.

Implementation

Priority: Low-Flexible

Responsible Party:

Planning Board, Planning & Development, Historical Commission, Open Space and Recreation Committee, Building Department

Performance Measures:

- Discuss the value of reintroducing the Scenic Road Bylaw. An alternative is to consider including adding additional language to existing special permit or site plan review processes.
- Work with current homeowners along Scenic Roadways and provide information on how the bylaw would not be overly onerous and would instead protect the town's character.
- Consider the aesthetic value of existing landscapes and document key vistas. Consider asking future developers to show the visual impact of future developments.

Complementary Actions:

- *Open Space and Recreation Plan*
- *LU-1-1: Update the Residential Cluster Development bylaw.*

1. Full text of Scenic Road Act, MGL Chapter 40, Section 15C can be found here: <https://malegislature.gov/Laws/GeneralLaws/PartI/TitleVII/Chapter40/Section15C>

Success Stories: Compact Rural Design

Michigan State University and the Center for Rural Massachusetts have published some useful guidelines that explain how Smart Growth principles can contribute to rural placemaking. On the left is conventional suburban strip mall and housing sprawl overtaking agricultural land and destroying rural vistas. On the right shows more compact development that preserves the landscape.

https://www.canr.msu.edu/news/rural_smart_growth_to_reinforce_regional_placemaking_part_1



Figure 72. Excerpt from Rural Smart Growth guidelines (*Michigan State University and the Center for Rural Massachusetts*)

Success Stories: Form-based Code for Rural Communities

Utile helped the Town of Littleton create a form-based code to encourage rural village-scaled developments. By introducing flexible guidelines and using illustrations, the code will help shape a walkable, compact district that still feels traditional New England. A similar approach could be taken with Plainville's rural areas and its Town Center.

<https://www.utiledesign.com/work/littleton-common-form-based-code/>

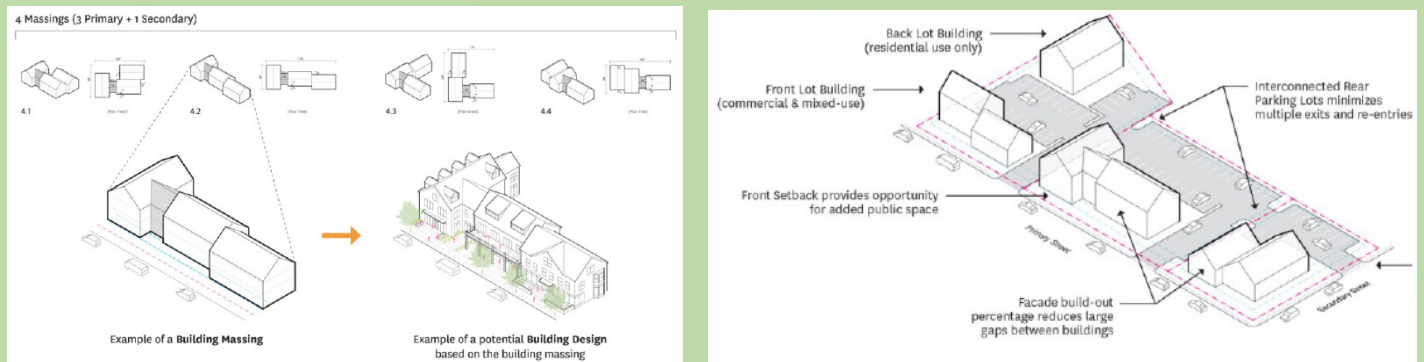


Figure 73. Excerpt from Littleton's Form-based Code (*Utile*)

CR-4: Foster Plainville's giving spirit and sense of community.

CR-4-1 Coordinate with local organizations and restart Plainville's annual calendar of town festivals and events.

Events are important to bring residents together and build a sense of community. Many of Plainville's previous events were hosted by local organizations, such as the Lions Club. While COVID disrupted the regular schedule of events, the Town is working to reintroduce these community-wide events. An Unlikely Story, for example, hosts many events in its 2nd floor community space, including a very popular Trivia night.

In coordination with its tourist coordination efforts with Wrentham and Foxborough, the Town should offer a variety of unique community events that bring people from across the area. The Town should also create a page that shows a one-stop calendar of local events. It should also encourage local businesses to cross-promote Town-wide events.

Implementation

Priority: Low-Immediate

Responsible Party:

Select Board, Local Community Groups including churches, the Lions Club, and local youth sports and community groups

Performance Measures:

- Work with local partners to launch regular community-wide events, approximately one per season.
- Create a one-stop calendar of local, smaller events. Create a monthly newsletter highlighting events in Town.
- Consider using Cultural Council funding to support grass-roots ideas for events.

CR-4-2

Create a Town Center identity through Placemaking efforts and a central location for Plainville events.

Many communities in New England have central open spaces, like a town common or green. It is often a highly visible place that many residents will pass through and be able to see as events happen. But in Plainville, residents will note that they don't know what events are happening.

Plainville does not yet have an active, central public space. Though its main grassy field is set back by a parking lot, Telford Park is centrally located and could be improved to host more events. Additionally, Bacon Square Properties have proposed an ambitious revitalization plan, Plainville Square, for the intersection of Bacon Street and South Street, which includes an approximately half-acre park. The Bookstore also owns a large parking lot, which could accommodate parking or additional event space (for example, a maker's market or farmers market).

The Town, led by the volunteers of Keep Plainville Beautiful, should invest in placemaking efforts to better brand "Plainville Town Square." More details of specific placemaking strategies can be found under Economic Development.

Implementation

Priority: High-Immediate

Responsible Party:

Keep Plainville Beautiful, Select Board, Town Center businesses

Performance Measures:

- Create a set of branding for Town Center, building on the Town's strengths, heritage, and identity.
- Develop a proposal for placemaking improvements.

Complementary Actions: *ED-1-2 Continue investing in streetscape, beautification improvements, branding, and other public benefits such as shared parking.*

Success Stories

Foxborough, in 2019 with grant assistance from the Massachusetts Downtown Initiative Program, hired a design consultant to develop a branding strategy for the Downtown District, with an emphasis on wayfinding, which refers to directional signage. The cost of the improvements were roughly \$10k to \$35k.



Figure 74. Conceptual images of Foxborough branding and wayfinding (Town of Foxborough)

CR-4: Foster Plainville's giving spirit and sense of community.

CR-4-3 Educate residents on ways to participate in Town and other ways to give back and protect the Town's resources.

A town becomes a community when its residents all work together to the improvement and betterment of the Town. Many of the things that make Plainville special—parks, trails, events—are the results of a long lineage of public servants and volunteer residents who dedicate their time to the Town. This Master Plan would not be possible without the dedicated guidance of the Master Plan Committee.

First, it is important to educate residents on how they can help advance different Town goals. For example, the Conservation Commission could work to make residents understand how to best protect wetlands. Public Works can continue educating residents on how to best redirect stormwater away from sewers to reduce I&I issues. Whether it's volunteering with a clean-up day for Keep Plainville Beautiful or attending Town Meeting, the Town should continue to publicize the value of civic participation. Maintaining respect for differing opinions is also crucial to make sure residents from diverse backgrounds feel welcome and included.

However, it can be challenging to get residents to take time out of their busy schedules to dedicate time to serving on a committee. Also, it can feel intimidating to attend public meetings or be involved on a local board. The Town should continue to "meet residents where they are" to solicit feedback for plans and decisions and find new committee members. The Town can encourage younger generations to get

involved in all aspects of local government, such as by creating a Youth Council could help get teenagers and young adults involved in decision-making.

The implementation of this Plan's recommendations depends on this spirit of volunteerism and dedication. Plainville's strength is in its people. And it is ready to take on that challenge to create a brighter future for all.

Implementation

Priority: Low-Ongoing

Responsible Party: Select Board, Town Clerk

Performance Measures:

- Develop materials that explain the roles of different boards, commissions, and departments. Explain how residents can become involved.
- Create a calendar of events and volunteering opportunities for residents.
- Partner with local schools to gauge interest in creating a Youth Council that would allow teenagers and young adults to be more involved.

Complementary Actions:

- *Municipal Vulnerability Plan*
- *Open Space and Recreation Plan*

Figure 75. Aerial image of Town Hall, Library, and Public Safety Complex.





Transportation & Circulation

Plainville aspires to help its residents to safely and efficiently travel around while providing new, safer ways to get around on foot and with a bike.

- Plainville has many options and potential partners to address safety concerns along critical roadways.
- The Town hopes to work with the development community to evaluate and mitigate impacts that future growth has on community roads, sidewalks, and paths.
- The Town also hopes to proactively plan with local project proponents, advocacy groups, and transportation and transit authorities to increase connectivity and safety for all users.

Goals & Strategies



TC-1 Improve the safety of critical corridors and intersections.

1. Perform safety studies on the most dangerous corridors and intersections with high crash rates.
2. Improve local Site Plan Review to implement best practices for new developments in partnership with developers, MassDOT, the Department of Public Works.

TC-2 Promote walking and biking in and between well-populated areas

1. Implement Plainville's Complete Streets Projects, particularly connecting Town Center with Wilkins Four Corners along East Bacon Street.
2. Continue to expand the trail and multi-use path network, connecting residents to the Town Center and improving pedestrian and bicycle connectivity throughout Plainville.
3. Implement shared parking solutions for the Town Center and other centers, including using municipal parking.
4. Improve amenities near crucial bus stops and work with GATRA to evaluate routes and shelters, focusing on senior users.

TC-1: Improve the safety of critical corridors and intersections.

TC-1-1

Perform safety studies on the most dangerous corridors and intersections with high crash rates.

As part of its role staffing the federally designated Southeastern Massachusetts Metropolitan Planning Organization (SMMPO), SRPEDD works with MassDOT to analyze intersection safety annually. The Master Plan identified several intersections and corridors with clusters of crashes (See Figure 27 on page 53). Of those clusters, Taunton Street (Route 152) at Messenger Street (Route 106) ranks as the twelfth Most Dangerous intersection in the SM-MPO region.¹ Town officials are currently work with the Town of North Attleborough to redesign the intersection as part of a \$4 million state funded grant initiative.

Many strategies can help Plainville address these safety issues, including:

- Conducting Road and Intersection Safety Audits and Corridor Studies to comprehensively address problems such as intersection design, signalization and timing, lane departure crashes, and red light running.²

1. Refer to the following interactive map: <https://arcgis.com/maps/arcgis/4a>.

2. For example, the SMMPO worked with Attleboro and North Attleborough to study the Route 1 Corridor, completed in 2019; please see www.srpedd.org/transportation/regional-corridor-study-projects/

- Implementing Speed Management strategies.
- Providing guidance in implementing a strong, safe, clearly identified bicycle and pedestrian network.
- Ensuring that Plainville's most vulnerable populations are protected through safety (e.g., regional, state, and federal Safety Performance Measures) and accessibility requirements (e.g., Americans with Disabilities Act, or ADA)
- Connecting community leaders and municipal employees with available state and federal resources.

Plainville can proactively work with the SM-MPO and its Joint Transportation Planning Group (JTPG) to explore these possible initiatives and partnerships.

Implementation

Priority: High-Flexible

Responsible Party: Select Board, Department of Public Works, and Plainville's representatives to the SMMPO's JTPG and the SRPEDD Commission

Performance Measures:

- Ensure continued active participation with the JTPG and SMMPO.
- Collaborate with MassDOT, the SMMPO, and other stakeholders to choose appropriate studies and interventions for critical corridors and intersections. Complete a study and begin implementation within 5 years.

Traffic Death Epidemic

In the US, traffic deaths rose from 36,355 in 2019 to 42,795 in 2022, a nearly 18% increase. Almost one-third of traffic fatalities are speed-related (NHTSA). The risk of death for a person increases rapidly as the speed of impact goes up; 10% at 23mph, 25% at 32mph, and 50% at 42 mph.

Common misconception blames pedestrians as "jaywalkers" for traffic incidents, but the reality is people lack safe places to cross streets, even when there is a crosswalk. Likewise speeding left and right turns, even when a pedestrian has right-of-way at a crosswalk, pose dangers.

TC-1-2



Improve local Site Plan Review to implement best practices for new developments in partnership with developers, MassDOT, the Department of Public Works.

In addition to the road safety studies, signal warrant analyses, and other techniques discussed above, towns can implement complementary best practices to improve roadway safety and efficiency through their local permitting process. This is especially true for new developments.

For example, the Town's Zoning already includes a Site Plan Review process, administered by the Planning Board, that addresses lighting, loading, waste removal, points of access and egress, signs, and pedestrian access.¹

While this is an excellent starting point, Plainville can add clearer expectations and modern techniques to its Site Plan Review process, such as shared internal driveways to minimize the number of curb-cuts. This is especially important on heavily traveled roadways where larger developments generate and attract significant daily trips. Any efforts to implement these improvements on state-owned roadways, such as Route 1, would require collaboration with MassDOT and its District 5 office in Taunton. Plainville can set the table for these partnerships by working internally or engaging an engineering or transportation planning firm to integrate and illustrate examples of desired methods, updating the Rules and Regulations for Site Plan Review at a Planning Board Public Hearing.

Implementation

Priority: Low-Flexible

Responsible Party: Planning Board and Department of Public Works

Performance Measures:

- Collaborate internally to identify and illustrate necessary additions to the Site Plan Review process.
- Work (potentially with external consultants) to update and illustrate new best practices for clarity and ease-of-use.
- Amend and update the Planning Board's Rule and Regulations for Site Plan Review, as needed.

1. Plainville Zoning Bylaws, § 500-39, Site plan Review.

TC-2: Promote walking and biking in and between well-populated areas.

TC-2-1 Implement Plainville's Complete Streets Projects, particularly connecting Town Center with Wilkins Four Corners along East Bacon Street.

MassDOT hosts a Complete Streets Funding Program that provides technical assistance and construction funding to Towns that complete a Prioritization Plan. In May 2020, MassDOT approved Plainville's Prioritization Plan (the document that identifies and ranks Complete Streets projects).

Complete Streets improvements include roadway design features, such as ADA-compliant sidewalks and crossings, curb extensions, bicycle lanes, shared use pavement markings, bus shelters and pull-outs, wayfinding signage, landscaping, street lighting, and many other items.

The Town is beginning to act on the Plan

and recently used \$45,000 from the MassDOT Shared Streets and Spaces program to fund curb ramps, crosswalks, and two sets of Flashing Crossing Beacons at the Elementary schools, a project ranked third in the Prioritization Plan. Plainville has yet to seek capital improvement funding through the Complete Streets program directly. This important funding source can help Plainville address many of this Master Plan's goals for circulation, safety, and multi-modal transportation, including the envisioned East Bacon Street Bicycle and Pedestrian Improvements (Phases I and II, ranked first and second in the Prioritization Plan.)

What is a Complete Street?

A Complete Street is a street that everyone can use safely and comfortably, regardless of age, ability, or mode of transportation.

Today, most of the space in a street is dedicated to cars, including travel lanes and parking.

Streets are places and not just roadways that people use to go from Point A to Point B. Ideally, Complete Streets balance the needs of everyone who shares the street: drivers, cyclists, pedestrians, emergency responders, transit and school bus riders, delivery trucks, and more.

We can accomplish this by creating space for everyone, adding things like sidewalks, bike lanes, safer intersections, and streetscape amenities like trees and benches.

Speed Limits aren't as effective as good design. We can also design streets to encourage drivers to go slower at places like Town Center where there might be more pedestrians or children around. This might include narrowing streets and adding more visual complexity, such as street trees.

Implementation

Priority: High-Flexible

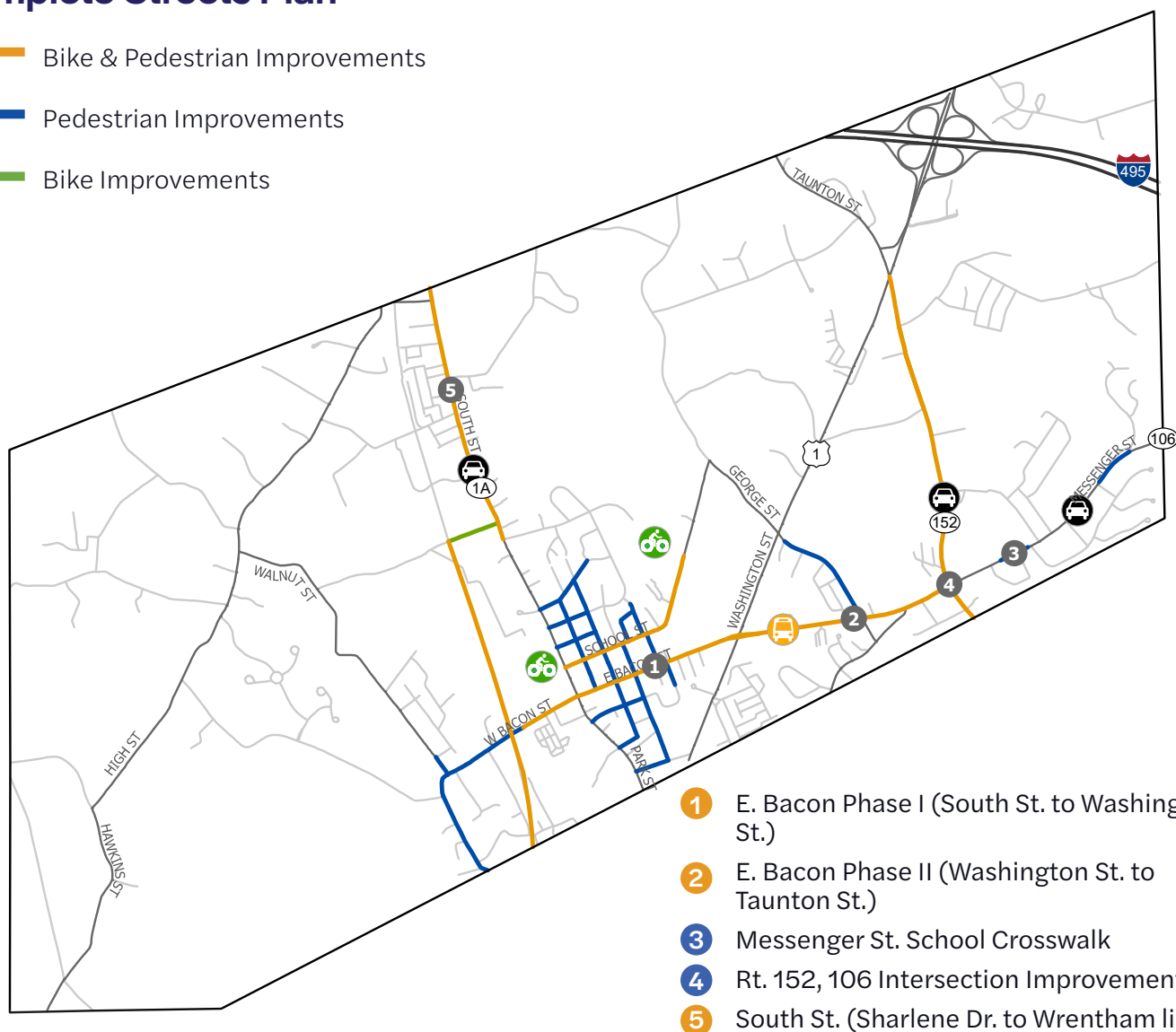
Responsible Party: Select Board, Department of Public Works, and Plainville's representatives to the SMMPO's JTPG and the SRPEDD Commission

Performance Measures:

- Ensure continued active participation with the JTPG and SMMPO.
- Collaborate with MassDOT, the SMMPO, and other stakeholders to choose appropriate studies and interventions for critical corridors and intersections, especially Route 152 at Route 106. Complete a study and begin implementation within 5 years.

Complete Streets Plan

- Bike & Pedestrian Improvements
- Pedestrian Improvements
- Bike Improvements



Flashing Beacon crosswalks help alert drivers to pedestrians; these are useful where there are no nearby intersections (FHWA)



Main Street elements improve visibility of all users and calms traffic to safer speeds; while not all elements fit Plainville's needs, Complete Streets is a flexible toolkit for communities to work with. (Smart Growth America)



Even in narrow spaces, narrowing traffic lanes and additions of landscaping buffer pedestrians from traffic and calm traffic to safer speeds. (Smart Growth America)

TC-2 Promote walking and biking in and between well-populated areas

TC-2-2

Continue to expand the trail and multi-use path network, connecting residents to the Town Center and improving pedestrian and bicycle connectivity throughout Plainville.

Plainville has an active and successful history of creating, connecting, mapping, and maintaining sidewalks and trails in town. These include numerous off-road recreational trails, sidewalks, and on-road bike lanes.

Plainville has several trail and multi-use path projects in various stages of planning:

- Ten Mile River Trail / Metacomet Greenway rail trail¹
- A multi-use pathway and roadway improvements along South Street²
- Other strategies to connect these projects (for example, potentially connecting the Metacomet with the South Street projects via Landry Lane and/or connecting with the proposed Plainville Square project via West Bacon Street).

Numerous cities and towns across the Commonwealth have realized their goals for increased connectivity through proactive planning and pursuing project implementation through various funding programs, including the MassDOT Complete Streets and Shared Streets and Spaces Programs (described above), the MassTrails Program, the Greenways & Trails Program, CPC, and the SMMPO's Transportation Improvement Program.

1. See <https://metacometgreenway.org>. The Metacomet Greenway Association is a 501(c)3 non-profit organization that originated as a group of citizen volunteers working to utilize the abandoned Old Colony Railroad corridor in Walpole, Norfolk, Wrentham, Plainville, and North Attleboro as recreation and open space.

2. This project is in the SMMPO's FFY2025-2029 Transportation Improvement Program (TIP), FFY2027.

Implementation

Priority: Medium-Ongoing

Responsible Party: Town Administrator, Department of Public Works, Open Space and Recreation Committee, Community Preservation Committee

Performance Measures:




- Explore various partnerships and grant funding for well planned and eligible trail and pathway projects.
- Consider forming a Trails Committee (or subcommittee to the Open Space and Recreation Committee or the Community Preservation Committee) to serve as the main steward of these projects in Plainville.

Complementary Action:










OS-2-2 Continue expanding the trail network through public-private partnerships and the future Rail Trail.

Trails Zoom In: Recreation Network Expansion Strategy (see page 135)

Open Spaces By Ownership

-  Town-owned
-  Other Public (e.g., State)
-  Chapter 61/61A/61B (Privately owned)
-  Conservation Restriction/Non-profit-owned

Recreational Areas

-  Trailhead
-  Parking
-  Trailhead w/o parking
-  Future Trailhead
-  Sports Field
-  Boat Access
-  Trail
-  Future Trail
-  Identified Gaps

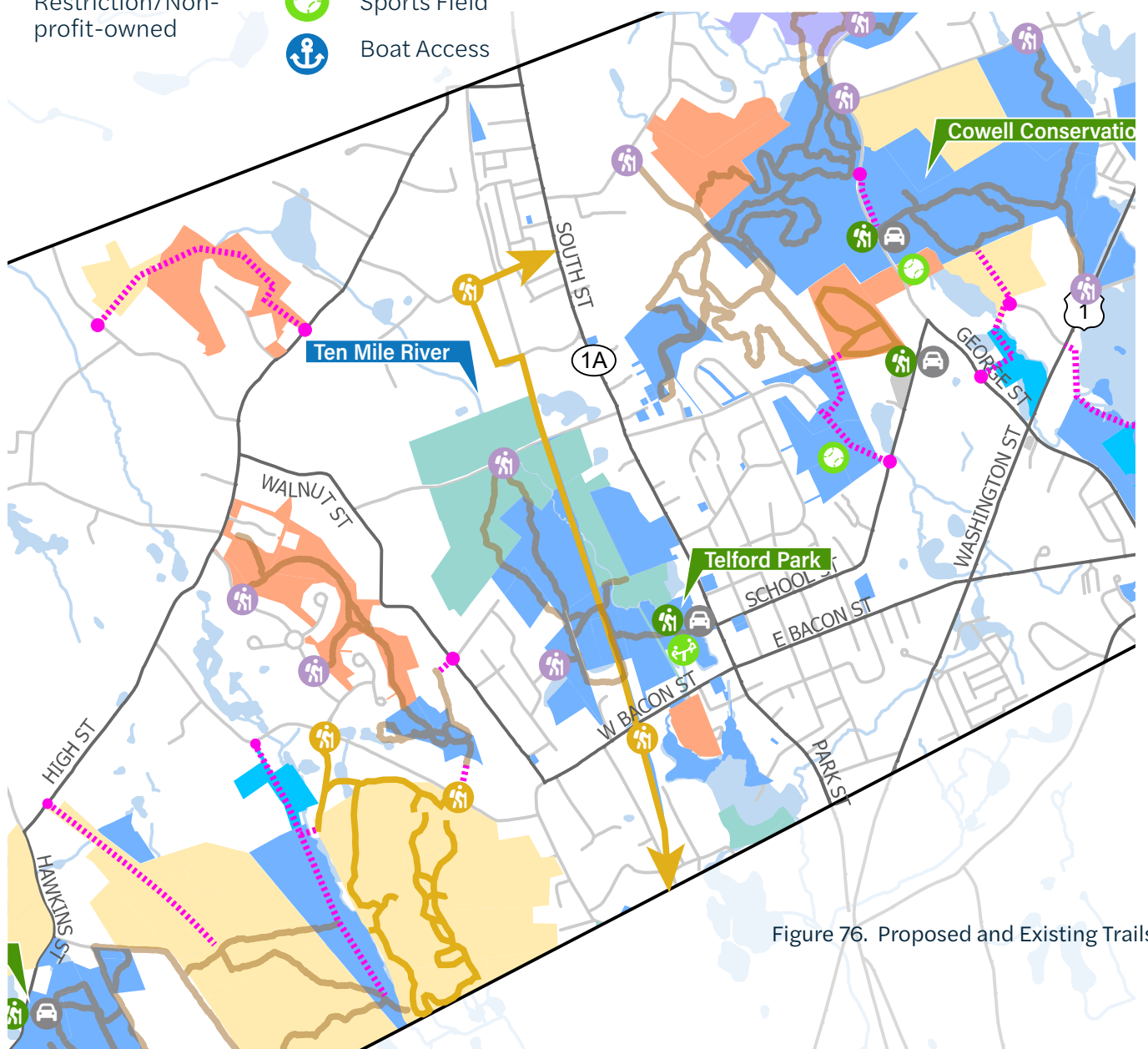


Figure 76. Proposed and Existing Trails



TC-2 Promote walking and biking in and between well-populated areas

TC-2-3 Implement shared parking solutions and require bicycle parking for the Town Center and other centers, including using municipal parking.

Many residents and local stakeholders were concerned about parking near the Town Center as it begins to attract more visitors. But in order to create a vibrant, active Town Center, it cannot be surrounded entirely by parking lots. Many parking lots, including lots owned by An Unlikely Story, still have excess capacity. Furthermore, some businesses have parking spaces behind their buildings that are not being utilized for customer parking.

Shared parking is a strategy where nearby or adjacent property owners share their parking facilities in an effort to meet demand while also reducing the number of parking spaces necessary on their own properties; in most cases, successful shared parking strategies are for special events, weekends, or off-hours where participating properties contain land uses that have different peak hours of parking demand (e.g., a municipal facility vs. an apartment complex).

The current bylaw for the Town Center District (TCD) ¹ allows for a payment in lieu of providing spaces if a proposal cannot meet the minimum off-street parking requirement. The bylaw could be amended to allow for even more flexibility, such as demonstrating that a development has a shared parking agreement with a neighboring property. ² The bylaw could also have a different set of parking requirements for the TCD; the current parking bylaw requires 2.5 spaces per multifamily unit while comparable communities only

might require 1.25 spaces per 1-bedroom unit and 1.5 spaces per 2-bedroom unit. Likewise, the requirements for commercial uses can be reevaluated. ³

In order to explore the feasibility of this idea in Plainville's Town Center, the Town should conduct a professional parking evaluation of on-street and off-street parking. This study should include data collection (such as a current, accurate inventory of existing parking); analysis of parking signage and existing pavement markings and conditions; a literature review of existing zoning and parking policy; an assessment of current and future parking demand, including at important community events; and a survey that gathers input from residents and business owners.

Using the results of the above analysis as a guide, the study can propose specific implementation strategies that draw from specific precedents and general best practices to address and influence both existing and future parking demand in the Plainville.

Developments over a certain size in the TCD and future Route 152/106 area should also be required to provide bicycle parking for residents, employees, and visitors. The bylaw would require a certain number of spaces per square foot or per residential unit. The requirement can be fulfilled with a combination of secure (indoor or outdoor) bike storage and publicly accessible bike parking. ⁴

1. Plainville Zoning Bylaws, § 500-26 Town Center District

2. Examples can be found here: <https://www.mapc.org/resource-library/local-examples-shared-parking/>

3. Plainville Zoning Bylaws, § 500-31 Parking requirements.

4. Example guidelines can be found here: https://www.boston.gov/sites/default/files/file/2022/02/Bike%20Parking%20Guidelines_v2.1_0.pdf



Figure 77. Aerial image of Town Center reveals a large inventory of parking spaces, including the large lot at Telford Park and for An Unlikely Story.

Implementation

Priority: Low-Flexible

Responsible Party: Planning Board, Town Administrator, Department of Public Works

Performance Measures:

- Work with the Department of Public Works, SRPEDD/SMMPO, or outside consultants to create a parking study.
- Amend TCD bylaw to allow for shared parking and reduced parking requirements.
- Amend bylaw to require bicycle parking for developments at key centers.

Complementary Action:

ED-1-2 Invest in streetscape, beautification improvements, branding, and other public benefits such as shared parking.

TC-2 Promote walking and biking in and between well-populated areas

TC-2-4 Improve amenities near crucial bus stops and work with GATRA to evaluate routes and shelters, focusing on senior users.

GATRA provides hourly bus service to Plainville through the **Route 14 line** that connects Plainville to North Attleboro's North Hub; the Route serves Plainville Commons Marketplace (Target), Sturdy Memorial Urgent Care, the Plainville Council on Aging / Senior Center, Sunset Acres, and (all in North Attleborough) Circle Court, Stop and Shop, and the North Hub. Service along Route 14 is a "flag-stop" system where passengers can request the bus anywhere along the line or get off anywhere along the route.

Transit users, especially seniors, suggested that bus stop amenities, such as signage, benches, and shelters would make the GATRA system more visible and comfortable. These improvements would especially benefit the community at existing places where riders frequently use the GATRA system, such the intersection of Routes 152 and 106 for the Sturdy Memorial Urgent Care facility. GATRA is often a willing partner in these efforts because identifying locations where transit amenities and safety improvements would increase safety often encourages ridership.

In addition to regular GATRA routes, the Town should also regularly evaluate its on-call transit and paratransit options, includ-

ing GATRA Dial-a-Ride and COA shuttle services. The schedule of these resources for important doctor's appointments or errands might not meet the needs of residents, and further study would be necessary.

In terms of additional routes, the Town should work with GATRA to consider adding a route that would connect to commuter rail service at Attleboro, Foxborough, or Mansfield.

Implementation

Priority: Medium-Medium

Responsible Party: Planning Board, Town Administrator, Department of Public Works, Council on Aging

Performance Measures:

- Reach out to GATRA to confirm any procedures and guidelines for adding stop amenities.
- Add new street furniture and signage for existing stops. Coordinate these efforts with any placemaking strategies in the Town Center.
- Evaluate and improve on-demand service options, such as GATRA Dial-a-Ride and COA Plainville Senior bus services.

Figure 78. Image of GATRA bus at Attleboro MBTA Station.





Services & Facilities

Plainville should continue to enhance its Services and Facilities to improve the lives of existing and new residents and remain economically competitive to attract and retain businesses.

- **New commercial and residential developments need adequate services and facilities, particularly access to water and wastewater connections.**
- **While the Town has invested considerably in improving the quality and reliability of its municipal water, Plainville faces challenges with its wastewater capacity and network.**
- **The Town's new Town Hall and Public Safety Complex will serve the Town for decades to come, but there are other facilities like the Council on Aging and Library that need additional investment to meet the needs of a growing and aging population.**

Goals & Strategies



SF-1 Improve the water and wastewater network to meet the needs of future residents and businesses.

1. Revisit the IMA with North Attleborough and invest in water facilities and network.
2. Reduce Inflow and Infiltration (I&I) to reduce town wastewater usage and allow for future development.
3. Prioritize strategic sewer expansion in sensitive environmental areas and near water bodies.
4. Create a Water and Sewer Master Plan.

SF-2 Maintain and modernize facilities to meet the needs of a growing town.

1. Implement ADA Transition Plan improvements to ensure facilities are accessible to all.
2. Provide adequate resources to the Facilities Maintenance Department to complete minor maintenance and construction projects cost-effectively.
3. Provide adequate resources to Town Departments to continue high-quality services in Town.
4. Explore future locations for a community and recreation center to accommodate additional programming that complements the COA and library, potentially at the site of the former town hall.
5. Improve Town communication and educational resources around Town issues.

SF-1: Improve the water and wastewater network to meet the needs of future residents and businesses.

SF-1-1 Revisit the IMA with North Attleborough and invest in water facilities and network.

Plainville has an inter-municipal agreement (IMA) with North Attleborough to provide roughly one-third of the town's water (as well as water treatment and emergency capacity, as needed). This IMA is set to expire in 2025, necessitating new terms and conditions between the towns.

Additionally Plainville has committed significant resources to the upkeep and expansion of its water system. The current water treatment plant is 30 years old and designed for 1 million gallons per day (MGD). An updated water treatment plant at Turnpike Lake would help double the capacity.¹ After the design phase is complete, the Town can proceed with construction, which it has allocated \$10 million for FY24 in the current Capital Improvement Plan, split between Water and Sewer.² A new well on land adjacent to the Turnpike Lake facility will also increase the Town's water supply. These major improvements and continual investment in the maintenance of the network will ensure Plainville can safely increase its withdrawal permit to 0.82 MGD. This will meet the Town's needs for the foreseeable future and provide a buffer for future development or natural disruptions. As of FY22, the measured annual demand averaged out to 0.55 MGD.³

1. Full report: <https://www.plainville.ma.us/1552/Water-Treatment-Plant-Replacement-Project>

2. Full report: <https://www.plainville.ma.us/Document-Center/View/504/Fiscal-Year-2023-to-Fiscal-Year-2032-DPW-Capital-Plan-PDF>

3. 2022 Annual Town Report: <https://www.plainville.ma.us/2022-Annual-Town-Report>

Implementation

Priority: High-Ongoing

Responsible Party: Department of Public Works

Performance Measures:

- Work with North Attleborough to revisit the terms of the existing inter-municipal agreement (IMA) for water service well in advance of the 2025 end date.
- Finalize design plans for Turnpike Water Treatment Plant and proceed with construction.
- Design and construct new well at Turnpike Lake property.
- Continue to evaluate condition of water mains and ancillary infrastructure and maintain as needed.

Complementary Action:

NR/OS-1-4 Support natural resource protection in the Ten-Mile, Blackstone, and Taunton River Watersheds.

SF-1-2

Reduce Inflow and Infiltration (I&I) to reduce Town wastewater usage and allow for future development.

Plainville is already taking steps to reduce Inflow and Infiltration into its wastewater system. The Town is focusing on the Town Center area, which has the oldest sewer infrastructure. The Town has already invested approximately \$1 million to retrofit these older pipes and is planning for additional annual investments in the years to come.

Plainville should also consider ways to work with local residents to reduce I&I. The Town should consider ways to inspect for major I&I sources on private property such as downspouts discharging to the sewer and uncovered window wells. Encouraging residents or even providing funding for rain barrels or ways to redirect stormwater from downspouts and driveway drains to pervious areas could also help. The Town can also encourage low-impact development strategies so future developments will decrease their stormwater impact on the sewer system. Grant funding is available through MassDEP and other partners.⁴

By reducing I&I, the Town can shift wastewater capacity to supporting new sewer hookups for developments and advance other goals in the Plan.

Implementation

Priority: High-Ongoing

Responsible Party: Department of Public Works

Performance Measures:

- Continue I&I mitigation projects in Town Center.
- Work with homeowners and businesses to reduce stormwater I&I from private property sources.

Complementary Action:

NR/OS-1-6 Encourage low-impact development strategies to reduce rainwater runoff and mitigate inland flooding.

ma.us/Archive.aspx?AMID=46

4. List of funding sources: <https://www.mass.gov/info-details/available-funding-for-stormwater-projects-in-massachusetts>

SF-1: Improve the water and wastewater network to meet the needs of future residents and businesses.

SF-1-3 Prioritize strategic sewer expansion in sensitive environmental areas and near water bodies.

Until Plainville can reduce its and reduce its current wastewater demand, it cannot expand its wastewater network, due to the limitations of its inter-municipal agreement with North Attleborough. But assuming the Town can make great strides in reducing its wastewater demand, the Town should consider strategic areas to expand its wastewater network.

The Town should proceed with its original expansion plans for the following:

- Connecting the northern parts of South Street would create more opportunities for smart growth that's compatible with the character of a more vibrant Town Center District.
- Connecting residential parts around Lake Mirimichi would reduce the risk of septic systems contaminating an important water resource. The Town can consider other ecologically sensitive areas that would benefit from sewer connections.

Plainville should carefully weigh the costs and benefits of expansion. Digging up roads to place sewers is expensive; in 2006, it was estimated to cost about \$10.3 million to add approximately 8.9 miles of new sewer lines, not including the estimated capital cost improvements needed for the North Attleborough Treatment Plant. Today, this number would be significantly higher due to inflation.

The last feasibility study was conducted in 2011, by the Division of Local Services, which presented a number of scenarios for payment, including user fees, special assessment fees, and a town-wide bond. A

main takeaway of the report is how balancing users vs. town-wide interests can be difficult; while residents who will not be on sewer do not directly benefit from sewer connections, everyone in Town benefits from the economic development and environmental benefits that do come from expanding sewer systems. Meanwhile, special assessments, while only required of properties long a proposed sewer line, may be financially burdensome on residents and businesses. Such trade-offs should be further discussed in future planning, such as a Water and Sewer Master Plan.

Implementation

Priority: High-Flexible

Responsible Party: Department of Public Works

Performance Measures:

- Create a clear map of proposed extensions and a cost-benefit analysis of different areas based on developmental capabilities and environmental benefits.
- Revisit how the Town can finance such an expansion in a way that does not overburden current residential sewer users or non-users.

SF-1-4

Create a Water and Sewer Master Plan.

The Department of Public Works over the past few years has done a lot to modernize and improve the water and sewer system. Much of their efforts are focused on maintaining the existing network, but as the Town looks to the future, its infrastructure must adapt to future growth and external forces.

The last Water and Sewer Master Plan was created prior to 2009 and should be updated, given the changes to the Town in the past decade. This Plan would coordinate the other strategies related to the water and sewer network.

Because the Plan would be a large undertaking, the Department of Public Works will need planning support from a grants coordinator and potentially other departments.

Implementation

Priority: High-Medium

Responsible Party: Department of Public Works

Performance Measures:

- Apply for State grants, such as One-Stop, to begin planning process.
- Work with a consultant to evaluate current conditions and current and projected water and sewer demand.
- Create a plan that guides the future of Plainville's water and sewer system.

SF-2: Maintain and modernize facilities to meet the needs of a growing town.

SF-2-1 Implement ADA Transition Plan improvements to ensure facilities are accessible to all.

In 2021, Plainville joined many communities across the nation that have created an Americans with Disabilities Act (ADA) Self-Evaluation and Transition Plan. This document uses guidelines provided by the 1990 federal ADA Act and the Massachusetts Office on Disability (MOD) to evaluate municipal facilities and services for accessibility issues. The Plan also identifies detailed strategies and investments necessary for Plainville to achieve compliance with state and federal law.

This strategy recognizes the importance of continued implementation of Plainville’s ADA planning. The Town’s ADA Coordinator (often the Town Administrator) should work with the Select Board, School Superintendent, Council on Aging, and other municipal Departments and stakeholders to pursue funding for top priority projects through various grant funds. For example, MOD’s Municipal ADA Grant Program provides annual capital improvement funding for communities with active ADA Transition Plans, such as Plainville.¹

Implementation

Priority: Medium-Ongoing

Responsible Party: Plainville’s ADA Coordinator, Facilities Maintenance Department

Performance Measures:

- Ensure that the ADA Coordinator Position is filled and active.
- Apply for implementation funding for high priority projects (as identified in the Plainville’s ADA Transition Plan) from MOD’s annual Municipal ADA Grant Program.
- In addition to MOD implementation assistance, seek ADA partnerships with other complementary agencies and programs, such as educational/school-related, recreational/trail-related, public way-related, senior service-related, and other entities with accessibility programs.

Complementary Action:

ADA Transition Plan

1. See: www.mass.gov/municipal-americans-with-disabilities-act-grant; for reference, the FY25 application is open from May 1, 2024 at 9 AM to June 14, 2024 at 5 PM.

SF-2-2

Provide adequate resources to the Facilities Maintenance Department to complete minor maintenance and construction projects cost-effectively.

Plainville is fortunate to have an active and dedicated Facilities Maintenance Department that protects and monitors the health of the Town's buildings and property." Formed in recent years, this in-house expertise and skilled labor source benefits the town and its citizens. Plainville should continue to adequately fund the Department's operating budget and ensure the retention and recruitment of sufficiently skilled staff so that the town can achieve its vision of addressing urgent issues, conducting deferred maintenance, and beginning regular preventative maintenance.

Implementation

Priority: Medium-Ongoing

Responsible Party: Plainville's Select Board, Finance Committee, and Permanent Building and Maintenance Committee

Performance Measures:

- Ensure that current and future Capital Facilities Maintenance Department is sufficiently staffed and funded to achieve its important mandate.
- Work to clear the deferred maintenance back-log and begin performing routine, preventative maintenance on a regular basis.
- Continue to effectively respond to urgent unforeseen maintenance needs.

SF-2: Maintain and modernize facilities to meet the needs of a growing town.

SF-2-3 Provide adequate resources to Town Departments to continue high-quality services in Town.

Throughout the process, many Town Departments indicated staffing and resource challenges. In particular, the Parks and Recreation Department, Council on Aging, Town Library, and Historical Commission all indicated the need for facility improvements.

- **Parks and Recreation:** Continued improvements to Field of Dreams
- **Council on Aging:** Accessibility improvements in the building and parking area and need for additional room to accommodate programming.
- **Library:** Minor building maintenance issues, need for additional room to accommodate community programming, and need for additional staff to keep the library open longer to meet demands of a growing town.
- **Public Safety:** The Municipal Vulnerability Plan mentions important emergency response equipment to ensure police, fire, and EMS have adequate communication during natural disasters, in the event of lost power.

More details of these and other Town Departmental needs can be found in the Appendix, where copies of Departmental Surveys will be attached.

Implementation

Priority: Medium-Medium

Responsible Party: All Town Departments, Facilities Maintenance Department

Performance Measures:

- Regularly update Capital Improvement Plan to reflect needed improvements to buildings.
- Use the Town's Facilities Maintenance Department to expedite small-to-medium sized improvements to Town facilities.
- Improve staffing needs and salaries of different departments to adapt to the needs of a growing community and competitive labor market.
- Implement key action items from related plans, including plans from specific departments.

Complementary Action:

Municipal Vulnerability Plan, Department Head Surveys

SF-2-4

Explore future locations for a community and recreation center to accommodate additional programming that complements the COA and library, potentially at the site of the former town hall.

The Master Plan engagement process identified the desire for a potential new community and recreation center in Plainville. Both the Library and Council on Aging mentioned space constraints for hosting all the programming residents wanted. The Center can also act as an emergency or evacuation center, something the Town currently lacks.

To explore the financial and logistical via-

“I would love to see a place where residents can come together for the arts. Or host performances.”

- Survey Respondent

bility of this idea – and to begin the process of exploring where the proposed facility might be located – the Town should create a specialized Community and Recreation Center Feasibility Study. Working with an architectural or engineering firm, Plainville can explore future program and space needs, alternatives for siting (including 142 South St., the site of the Old Town Hall, and infill development at the current Municipal Complex), and opportunities for grant funding for design and construction.¹

1. Potential funding could come from the U.S. Department of Agriculture (USDA) Rural Development's Community Facilities Program for technical assistance, feasibility, and construction assistance. If the Center will host cultural events, Plainville can also apply to the Massachusetts Cultural Council's (MCC) Cultural Facilities Fund to support feasibility studies and constructions costs. Additional funding may be also available through the Massachusetts Executive Office of Housing and Livable Communities' (EOHLC) Community Development Block Grant (CDBG) program under its Community Development Fund.

Implementation

Priority: Low-Flexible

Responsible Party: Plainville's Select Board, Finance Committee, and Permanent Building and Maintenance Committee

Performance Measures:

- Secure funding for a feasibility study through the Community Compact Cabinet, the Community One Stop for Growth, or another funding source.
- Hire professional architecture or engineering firm to conduct this study within 2 to 5 years.
- If such a facility is determined to be feasible and necessary, acquire a site, propose development plan, approve bond measure or otherwise secure grant funding, and begin construction by 2034.

Complementary Action:

Municipal Vulnerability Plan

SF-2: Maintain and modernize facilities to meet the needs of a growing town.

SF-2-5 Improve Town communication and educational resources around Town issues.

Many residents are unaware of important Town meetings and community events. Likewise, navigating the website to find what someone is looking for can be difficult, especially for people with inexperience with technology. In the event of emergencies, the Town must also have a way to reach its residents quickly to alert them of evacuation routes or actions to take.

While the Town's website has been refreshed, each department should regularly update its website and provide information in an easily accessible location. For example, Public Works regularly posts important updates on its projects. Important educational material on best practices, such as strategies to protect groundwater, should also be easily found. Printed copies should also be available and distributed to the most vulnerable populations, such as at the Council on Aging. Regular presentations and community engagement opportunities, such as a Fire Safety lunch and learn, are another way to educate residents.

Implementation

Priority: Low-Ongoing

Responsible Party: All Town Departments

Performance Measures:

- Create a consistent website experience across departments.
- Regularly update information, upload important resources, and conduct a yearly audit to ensure information is up-to-date.
- Create an easily accessible Town Calendar of all meetings and events.
- Continue to engage residents in-person, targeting vulnerable populations.

Complementary Action:

Municipal Vulnerability Plan

Figure 79. Aerial photo of Beatrice H. Wood School.





Implementation & Appendix

The success of this Plan depends on how the Town integrates the Plan into its regular Town functions. The Plan makes the following recommendations to ensure this Plan will remain relevant:

- A regular body to review the progress of Master Plan strategies should be retained. This may take the form of the Planning Board or a similar body to the current makeup of the MPC, which includes representatives from different aspects of the Town. This group should meet regularly, such as once or twice annually. The meeting should be open to members of the public and discuss progress on Goals and Strategies.
- The Plan should be integrated into the Town's Annual Report and Capital Improvements Plan. Each department should evaluate which strategies are relevant to them and how they can advance the Plan. They should mention what roadblocks or funding they need to meet certain strategies.
- As the Town reviews developments, it should refer to this Plan. Future planning work or zoning changes should reference how those align with the goals and strategies of this Plan.
- The Planning and Development should work with the Town Administrator to regularly update the Plan, noting where the Town has made progress. The Planner should also work with SRPEDD to update the Plan as needed, using its Municipal Support hours.
- To reflect changing conditions, this Plan should be updated in about ten years, so roughly 2035.

On the Plan website and on the Town planning website, you can find the following Appendices:

- Appendix A: Glossary
- Appendix B: Implementation Table
- Appendix C: Community Feedback Data
- Appendix D: Departmental Surveys

Figure 80. Corner of West Bacon Street and South Street.

W. BACON ST

OUTH ST





Glossary

Accessory Dwelling Unit

A small, secondary dwelling on the same lot as a primary residence, typically used for family members or as a rental unit.

Active Recreation

Spaces that allow for recreational activities, such as sports and playgrounds.

Area Median Income (AMI)

The midpoint of a region's income distribution - half of families earn more and half earn less than this amount. This number is set by HUD.

BioMap

A conservation planning tool that uses both a species-based and ecosystem/landscape-based approach that integrates known occurrences of rare species with landscape analyses of resilience, habitat value and ecological integrity.

Bioswale

Landscape features that collect polluted stormwater runoff, soak it into the ground, and filter out pollution.

Brownfield / Hazardous Sites

Previously used or developed land that may be contaminated with hazardous waste or pollution.

Chapter 40B

A Massachusetts State statute that allows developers to build affordable housing with more flexible zoning rules and a streamlined permit process. The law was enacted in 1969 to help increase the number of communities where low and moderate income households can afford safe and affordable housing.

Chapter 61/61A/61B

Massachusetts laws that provide tax incentives to property owners to maintain land in agricultural, forest, or open space use.

Climate Change

Long-term changes in temperature and weather patterns, mainly caused by human activities, especially the emission of greenhouse gases.

Climate Resilience

The ability to anticipate, prepare for, respond to, and recover from significant climate variations.

Community Preservation Act

Massachusetts law that allows cities and towns to create a local community preservation fund for open space, historic preservation, affordable housing, and outdoor recreation.

Complete Neighborhood Partnership Program

MHP's technical assistance for MBTA communities is part of its Complete Neighborhoods Initiative, which supports the Healey Administration and state legislature's efforts to build more multifamily housing near transit, jobs and services.

Complete Streets

Streets that are designed and operated to enable safe, convenient, and comfortable travel for users of all ages and abilities, regardless of their mode of transportation.

Conservation Agent

A municipal employee who administers environmental policies and assists in protecting and preserving natural resources within

the community.

Conservation Commission

A local government agency charged with protecting natural resources, particularly wetlands, water resources, and adjacent land areas.

Conservation Land

Land preserved for its natural, recreational, or scenic values, protected from future development.

Core Habitats

BioMap2 Core Habitat identifies specific areas necessary to promote the long-term persistence of Species of Conservation Concern (those listed under the Massachusetts Endangered Species Act as well as additional species identified in the State Wildlife Action Plan), exemplary natural communities, and intact ecosystems.

Corridor

Corridors are linear pathways that connect places and allow for the movement of people and goods. In this Plan's context, they are major roadways that have many smaller streets, homes, and businesses along it.

Cost-Burdened

Households spending more than 30% of their income on housing costs are considered cost-burdened.

Cottage Cluster

A housing development model that groups smaller, detached homes tightly together, often around a common courtyard or garden.

Council on Aging

Municipal entities that oversee local adult community centers that provide programming, services, and support for older adults in their community. In Plainville, it is also the Senior Center.

Critical Natural Landscapes

Critical Natural Landscape complements Core Habitat and includes large natural Landscape Blocks that provide habitat for wide-ranging native species, support intact ecological processes, maintain connectivity among habitats, and enhance ecological resilience; and includes buffering uplands around coastal, wetland, and aquatic Core Habitats to ensure their long-term integrity.

Demolition Delay Bylaw

A local ordinance that requires a delay in demolition of historically significant buildings to consider preservation alternatives.

Density

The number of units per unit of land, typically expressed per acre or hectare. Dwelling Units per Acre (DUA) is one common form. Floor Area Ratio measures the built density.

Design Guidelines

Guidelines and Standards that encourage design flexibility and creativity in new developments. Used to enhance the character and functionality of a town center or neighborhood, often emphasizing aesthetic quality and pedestrian-friendliness. Provides guidelines for aspects of a building, such as facade, signage, building design, and parking.

Duplex

A single residential building divided into two units that share a common wall or floor.

Easement

A right to cross or otherwise use someone else's land for a specified purpose.

Economic Development

Initiatives or activities aimed at improving the economic well-being and quality



Glossary

of life of a community, by creating and/or retaining jobs and supporting or growing incomes and the tax base.

Executive Office of Housing and Livable Communities (EOHLC)

A state department focused on making housing and community investments to support vibrant, livable, and sustainable communities across Massachusetts.

FEMA

The Federal Emergency Management Agency, an agency of the U.S. government tasked with responding to and mitigating disasters. They also are responsible for creating Flood Maps that inform flood insurance.

Floor Area Ratio (FAR)

The ratio of a building's total floor area to the size of the piece of land upon which it is built.

Greater Attleboro-Taunton Regional Transit Authority (GATRA)

Provides bus services in the Greater Attleboro and Taunton area.

Groundwater

Water that collects or flows beneath the Earth's surface, filling the porous spaces in soil, sediment, and rocks.

Groundwater Protection Overlay District

Zoning districts that regulate development in order to protect groundwater quality and quantity.

Historic Preservation

The practice of preserving, conserving, and protecting buildings, objects, landscapes,

or other artifacts of historical significance.

Historical Commission

A government or nonprofit organization that identifies, evaluates, and protects the physical evidence of history within a specific jurisdiction. This generally differs from a Historical Society, though in Plainville many of the functions of a typical Society are under the purview of the Commission.

Housing Unit (Residential Unit)

One house or single apartment in a larger building.

HUD (U.S. Department of Housing and Urban Development)

Federal agency responsible for national policies and programs that address America's housing needs, improve and develop the nation's communities, and enforce fair housing laws.

Impervious Surfaces

Surfaces that do not allow water penetration, such as pavement and rooftops, contributing to runoff and erosion.

Improvement Ratio

The ratio of the value of improvements (e.g., buildings) to the value of the land on which they sit.

Infill Development

The development of vacant parcels within previously built areas already served by public infrastructure.

Inflow and Infiltration (I&I)

Water that enters sewer systems through improper connections (inflow) or through leaks in the system (infiltration).

Institutional Land Use

Land use that are tax-exempt, including property owned by the Town, other public entities, or nonprofits. These include things like hospitals, universities, and government buildings.

Inter-Municipal Agreement (IMA)

An agreement between two or more municipalities to collaborate on common issues, services, or projects. In Plainville, the main Inter-municipal agreement is around the shared usage of the North Attleborough Wastewater Treatment Plant.

Invasive Species

Non-native species whose introduction causes, or is likely to cause, harm to the environment, economy, or human health.

Land Use

The management, planning, and development of land.

Lot Coverage

The part of a lot that is covered by buildings or structures, usually expressed as a percentage of the total lot area.

Lot Frontage

The length of a property line along the street on which it fronts.

Lot Width

The width of a lot at the building line or at a prescribed setback from the street.

Low-Impact Development

A planning and design approach to manage stormwater runoff emphasizing conservation and use of on-site natural features.

Massachusetts Bay Transportation Authority (MBTA)

The public agency responsible for operating most public transportation services in the Boston region.

Massachusetts Department of Environmental Protection (MassDEP)

The state agency responsible for ensuring clean air, land, and water, as well as the safe management and recycling of solid and hazardous wastes.

Massachusetts Department of Transportation (MassDOT)

The state agency responsible for the development, implementation, and maintenance of transportation infrastructure and policy.

Massachusetts Endangered Species Act (MESA)

Legislation aimed at protecting rare species and their habitats within Massachusetts.

Master Plan

A long-range planning document that provides a conceptual layout to guide future growth and development.

Million-Gallons-per-day (MGD)

A unit of measurement typically used to quantify the flow of water or wastewater in a facility per day.

Minimum Lot Size

The smallest lot area allowed for building under the local zoning regulations.

Missing Middle Housing

A range of small houses, ADUs, multi-unit, or clustered housing types compatible in scale with single-family homes that help meet the demand for walkable urban living and moderately-priced home options.

Mixed-Use Development

Development that combines a mix of residential, commercial, cultural, institutional, or entertainment uses, where those functions are physically and functionally integrated.



Glossary

Multifamily Residential

A classification for housing where multiple separate housing units for residential inhabitants are contained within one building or several buildings within one complex.

Multi-plex

A residential building divided into multiple, smaller units, typically less than or equal to 8 units.

Multi-Use Path

A path or trail that accommodates multiple forms of recreation such as walking, biking, and jogging.

Natural Heritage & Endangered Species Program (NHESP) Priority Habitat

Designated areas important for the conservation of rare plants, animals, and their habitats in Massachusetts. Additional regulations apply to developments that may impact these Habitats.

Natural and Cultural Resources

Natural and cultural resources element which provides an inventory of the significant natural, cultural and historic resource areas of the municipality, and policies and strategies for the protection and management of such areas.

Natural Resources Trust of Plainville

A local conservation organization dedicated to preserving and maintaining natural resources and open spaces in Plainville, Massachusetts.

Open Space

Land that is set aside for public use and enjoyment or for the protection and con-

servation of natural resources.

Overlay District

A zoning district that applies a set of requirements or standards in addition to those of the underlying zoning district.

Parking Requirements

Regulations specifying the minimum number of parking spaces that must be provided for a building or development.

Passive Recreation

Activities that are focused on the enjoyment of natural areas, such as hiking or birdwatching.

PFAS

Per- and polyfluoroalkyl substances, a group of man-made chemicals that are resistant to heat, water, and oil, often used in consumer products and known for their persistence in the environment.

Placemaking

The planning, design, and management of public spaces to maximize shared value and foster stronger community ties.

Planning Board

The general purpose of the Planning Board is to provide for and guide the orderly growth and development of the community. This is accomplished primarily through development of a Master Plan for the Town, the Zoning Bylaw, and the Planning Board's Rules and Regulations Governing Subdivision of Land.

Public Realm

The publicly owned streets, pathways, right of ways, parks, and publicly accessible open

spaces within a community.

Rail Trail

A disused railway track converted into a trail used for walking, cycling, or other forms of non-motorized transport.

Residential

Relating to or designed for living in, typically involving residences or housing.

Residential Cluster Development Bylaw

A development design that groups residential buildings on a portion of a site to allow the remaining land to be used for recreation, open space, or preserved natural environments. (§500-22)

Scenic Road Bylaw

A local regulation intended to protect the aesthetic and cultural value of roads by controlling the removal of trees and alteration of stone walls and by guiding the design of roadway projects.

Section 3A MBTA Communities Act

A section of the Massachusetts law that requires designated communities to provide zoning districts for multi-family housing near public transportation. Refer to <https://www.mass.gov/info-details/section-3a-guidelines> for more information.

Semi-Rural

An area characterized by a mix of agricultural, forest, and residential land uses, typically less densely populated than purely suburban areas but more so than rural areas.

Senior Village Overlay District Bylaw

A zoning overlay that provides for the development of senior-specific housing options in Town. (§ 500-24)

Services & Facilities

The various utilities, infrastructures, and public services provided in a community,

such as water, sewer, roads, parks, and libraries.

Setback

The minimum distance by which any building or structure must be separated from a street curb or other boundary, typically used to ensure privacy and open spaces between buildings.

Sewer Growth Neutral Regulation

A policy or regulation designed to maintain or reduce the volume of wastewater treated at a municipal facility, often by encouraging water conservation measures or limiting new connections to the sewer system.

Shared Parking

A parking design strategy that allows multiple users to utilize the same parking spaces at different times to maximize space efficiency.

Single-family home

A free-standing residential building designed for one family only.

Site Plan Review

A process that Planning Boards use to assess the design of proposed developments to ensure they meet established planning and zoning standards.

Smart Growth 40R Overlay District

A zoning tool that encourages development that are mixed-use and walkable, typically near transit.

Special Permit

A permit required for certain uses of land, buildings, or structures that may need special conditions to ensure they do not adversely impact the community. Overseen by the Planning Board.

Sprawl

The spread of development across a land-



Glossary

scape in a haphazard or unplanned fashion, typically resulting in a low-density mix of uses.

Subdivision Bylaw

A regulation that governs the division of land into smaller parcels as it relates to layout, design, and public improvements.

Subsidized Housing Inventory (SHI)

A list of housing units in a community that count toward the state requirements for affordable housing under Chapter 40B.

Suburban

Characterizing an area as a residential district located on the outskirts of a city, typically featuring detached single-family homes.

Town Center District (TCD)

A zoning district in Plainville that serves as a focal point of community activities and economic functions, often zoned to encourage density and mixed uses. (§ 500-26)

Town Character

The unique aesthetic, cultural, and historical attributes that define a town's identity and influence its development patterns.

Transportation & Circulation

The movement of people and goods within and through an area, encompassed by the networks and policies that facilitate such movement.

Triplex

A single building divided into three residential units. Sometimes also called a "Triple-decker"

Vacant Land

Land that is not currently being used or that is undeveloped.

Variance

A deviation from the set rules a municipality applies to land use and building regulations, typically granted when strict application of the rules would cause undue hardship due to circumstances unique to the property.

Walkability

A measure of how friendly an area is to walking, factors include the presence of footpaths, safety, and the accessibility of amenities.

Wastewater / Sewer Network

Infrastructure used for the collection, transport, treatment, and disposal of sewage.

Implementation Table

See pages 182 - 195

The following table provides essential Master Plan implementation information in a concise table. It is designed for Responsible Parties to have the Master Plan’s key information easily accessible as they work to make this plan a reality over the next 10 years.

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
Land Use					
LU-1	Maintain the rural character in undeveloped and agricultural areas.				
LU-1-1	Update the Residential Cluster Development bylaw to promote contiguous open space corridors and increase the protected and publicly accessible open space to reduce environmental and infrastructure impacts.	High-Immediate	Planning & Development, Planning Board, Conservation Commission, Board of Health	<ul style="list-style-type: none"> • Work with a zoning consultant to update bylaw and document existing residential cluster developments. • Ensure different regulations coordinate well. • Create an information campaign. • After implementation, track developments and adjust as needed. 	<i>NR/OS-1-1: Promote Cluster Residential Developments</i>
LU-1-2	Preserve and acquire more open space.	High-Ongoing			<i>NR/OS-1-2: Inventory and acquire key open spaces as Chapter 61 or other opportunities emerge.</i>
LU-2	Promote a vibrant, walkable town center.				
LU-2-1	Continue promoting commercial and mixed-use developments through Town Center District Zoning.	High-Ongoing	Planning & Development, Planning Board	<ul style="list-style-type: none"> • Continue approving projects that meet the spirit of the Town Center District zoning. • Coordinate with key landowners and local businesses. • Continue making adjustments to the zoning bylaw based on market demand. 	
LU-2-2	Explore the creation of a Town Center Design Guideline to reinforce a consistent Town Center identity.	High-Flexible	Planning & Development, Planning Board	<ul style="list-style-type: none"> • Hire a planning and urban design consultant to draft Design Guidelines. • Educate Planning Board, development community, and residents on how to use the Guidelines. 	
LU-2-3	Explore zoning changes that promote more infill housing in some established residential neighborhoods, including houses on small lots, duplexes, triplexes, and cottage clusters.	Low-Flexible	Planning & Development, Planning Board	<ul style="list-style-type: none"> • Evaluate what zoning mechanism best fits the Town's goals. • Hire a zoning consultant to evaluate changes. • Create a section in the Town Center Design Guidelines for Missing Middle housing design best practices. 	<i>H-2-2: Encourage missing middle housing types, including small single-family homes on small lots, duplexes, triplexes, and small apartments, near Town Center or other established nodes.</i>
LU-3	Concentrate future development towards established corridors.				

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
LU-3-1	Encourage a mix of land uses and pedestrian-oriented development at Routes 152/106 to create a second town center.	High-Ongoing	Planning & Development, Planning Board, Department of Public Works, North Attleboro, MHP	<ul style="list-style-type: none"> Continue working with North Attleboro and MHP to finish the Complete Neighborhood Partnership plan. Adopt recommendations and fund streetscape improvements. Ensure the new district complies with Section 3A requirements. Consider the adoption of a second Town Center Overlay District. 	<i>H-2-1: Comply with potential future 3A requirements, in the event that the community is designated as an MBTA Adjacent Community due to the Foxborough Station.</i>
LU-3-2	Focus large industrial and commercial developments on remaining sites near good infrastructure.	High-Ongoing	Planning & Development, Future Economic Development Planner	<ul style="list-style-type: none"> Continue to allow commercial development on undeveloped or underutilized parcels. Adjust zoning as needed to capitalize on trends. 	<i>ED-2-1 Encourage high-value businesses, including biotech and high-tech manufacturing, on remaining key development sites.</i> <i>ED-2-2 Use Expedited 43D Permitting for potential MassWorks grants for infrastructure upgrades, as needed.</i>
LU-3-3	Ensure infrastructure, such as water and sewer, keeps pace with development.				<i>SF-1 Improve water and wastewater network</i>
Housing					
H-1	Create more housing for seniors.				
H-1-1	Find key sites in Town for potential senior housing, including affordable housing, especially in walkable neighborhoods in and adjacent to Town Center.	High-Immediate	Planning & Development, Planning Board	<ul style="list-style-type: none"> Identify locations in Town for senior housing opportunities. Identify and write zoning amendments for senior living. Create an information campaign. After approval of changes, track developments and adjust as needed. 	<i>1.2.3: Update zoning to promote more missing middle housing in the RC district, including houses on small lots, duplexes, triplexes, and cottage clusters.</i> <i>1.3.1: Encourage a mix of land uses and pedestrian-oriented development at Routes 152/106 to create a second town center.</i>
H-1-2	Explore Aging-in-Place strategies to help seniors retrofit existing homes to be age-friendly.	High-Immediate	Planning & Development, Building Inspector	<ul style="list-style-type: none"> Pursue funding to assist with housing conversions. Highlight availability of funds. Work with residents to provide necessary amendments to their properties. 	

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
H-2	Create more housing options for all, especially young families.				
H-2-1	Explore meeting potential future MBTA Multifamily requirements, in the event that the community is designated as an Adjacent Community due to the Foxborough Station.	Low-Flexible	Planning & Development, Planning Board, Select Board	<ul style="list-style-type: none"> Create a new overlay district with potential compatibility with 3A. Maintain list or database of these locations. In the event of 3A obligations, pursue necessary modifications to the Town's zoning to achieve 3A compliance. 	<i>LU-3-1: Encourage a mix of land uses and pedestrian-oriented development at Routes 152/106 to create a second town center.</i>
H-2-2	Encourage different housing types, including small single-family homes on small lots, duplexes, triplexes, and small apartments, near Town Center or other established nodes.				<i>LU-2-3: Update zoning to promote more missing middle housing</i>
H-2-3	Allow flexible ADU production to adapt to multi-generational housing arrangements, provide housing options for smaller households, and allow senior homeowners to make additional income as they downsize.	Medium-Flexible	Planning & Development, Planning Board	<ul style="list-style-type: none"> Identify appropriate modifications to the current Town by-law for ADUs. Work with a consultant to amend and expand the Town's ADU by-law. Track progress and inventory to ensure changes produce desired housing production. 	<i>LU-2-3: Update zoning to promote more missing middle housing</i>
H-3	Maintain affordable housing stock.				
H-3-1	Maintain and monitor 10% subsidized housing requirement per Mass. General Law 40B.	Medium-Ongoing	Planning & Development, Planning Board	<ul style="list-style-type: none"> Track current housing production in town. Work with developers to proactively plan for 40B developments and other developments subject to affordable housing zoning requirements. Track progress to ensure changes produce desired housing production. 	
H-3-2	Use CPA funding and other State funding to support existing affordable housing and support the acquisition and development of affordable housing sites.	Medium-Ongoing	Planning & Development, Planning Board	<ul style="list-style-type: none"> Identify and acquire potential sites. Evaluate affordable housing development projects. Track progress to ensure changes produce desired housing production. 	
H-3-3	Consider Producing a Housing Production Plan.	Low-Flexible	Planning & Development, Planning Board	<ul style="list-style-type: none"> Pursue State Grant or identify local funding capacity for Housing Production Plan. Hire consultant to produce a Housing Production Plan. Implement high-priority strategies from the Plan and track housing developments. 	

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
Economic Development					
ED-1	Create a vibrant town center that supports local businesses.				
ED-1-1	Work with key landowners, existing businesses, and stakeholders to promote developments compatible with the Plainville Square vision.	High-Ongoing	Town Administrator, Planning and Development, Select Board	<ul style="list-style-type: none"> Continue working with property owners to create a cohesive vision for Town Center. 	
ED-1-2	Continue investing in streetscape, beautification improvements, branding, and other public benefits, such as shared parking.	High-Ongoing	Planning & Development, Select Board, Keep Plainville Beautiful	<ul style="list-style-type: none"> Identify streetscape improvements and partner with a consultant to develop the main street branding. Funding can come from local donations, business support, or State grants. Apply to the Executive Office of Economic Development (EOED) Shared Streets and Spaces Program or Downtown Initiatives Program to implement proposed improvements. 	<i>CR-4-2 Create a Town Center identity through Placemaking efforts and a central location for Plainville events.</i>
ED-1-3	Encourage businesses that will attract visitors, particularly cafes and restaurants.	High-Flexible	Planning & Development, Select Board	<ul style="list-style-type: none"> Ensure current TCD zoning supports desired types of businesses. Create off-street parking flexibility, such as shared parking strategies, to encourage a diverse mix of uses. Work with local business owners and property owners to bring unique, local businesses to the street. 	
ED-1-4	Support the rehabilitation of distressed and underutilized properties to attract new businesses.	High-Flexible	Town Administrator, Planning and Development	<ul style="list-style-type: none"> Create an inventory of and track underutilized or distressed properties in Town Center. The Town must submit the Municipal Application to designate a vacant storefront district. Following designation, any business planning to occupy a storefront that has been vacant for over 12-months is eligible for up to \$10,000 in refundable tax credits, based on the municipal match provided. Alternatively, the Town may work with individual property owners to apply for funding to improve properties through the Underutilized Properties Program. 	
ED-2	Focus high-value commercial development on existing corridors.				

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
ED-2-1	Encourage high-value businesses, including biotech and high-tech manufacturing, on remaining key development sites.	High-Ongoing	Town Administrator, Select Board, Planning and Development	<ul style="list-style-type: none"> Develop and maintain an inventory of key development sites. Update zoning as needed to attract appropriate developments. Devise mechanisms to attract high-value businesses, such as property tax breaks or the use of state grants for infrastructure upgrades. 	<i>LU-3-2 Focus large industrial and commercial developments on remaining sites near good infrastructure.</i>
ED-2-2	Use Expedited 43D Permitting for potential MassWorks grants for infrastructure upgrades, as needed.	High-Flexible	Town Administrator, Planning and Development, Select Board	<ul style="list-style-type: none"> Apply to the Community One Stop for Growth to opt into 43D Expedited Permitting Program and identify parcels to designate with permission. Work in partnership with ownership of key sites to designate as Priority Development Sites (PDS) under the town's existing Chapter 43D program. Alternatively, or additionally, pursue Chapter 40R Smart Growth should commuter rail service come to the site under Phase 2 of South Coast Rail. 	<i>LU-3-2 Focus large industrial and commercial developments on remaining sites near good infrastructure.</i>
ED-3	Make Plainville an attractive place to open and run a business.				
ED-3-1	Consider retaining specialized economic development and grant writing assistance.	High-Ongoing	Select Board, Planning & Development, Town Administrator	<ul style="list-style-type: none"> Evaluate neighboring communities with Economic Development Planner to provide a competitive wage and develop a job description. Hire a new planner. 	
ED-3-2	Investigate and expand streamlined permitting between the Planning & Development, Conservation Commission, Board of Health, and others.	Low-Flexible	Town Administrator, all permitting disciplines	<ul style="list-style-type: none"> Create a user-friendly Economic Development and Permitting Guide to help applicants navigate different requirements. Create a digital platform to track applications and requirements. 	
ED-3-3	Improve Town infrastructure to ensure Plainville remains competitive at attracting small and large businesses.				<i>SF-1 Improve the water and wastewater network to meet the needs of future residents and businesses.</i>
Open Space & Recreation and Natural & Cultural Resources					
NR/OS-1	Continue to protect open spaces, agricultural land, habitats, and the watershed through acquisitions and regulations.				

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
NR/OS-1-1	Promote Cluster Residential Developments to preserve contiguous open spaces and create trails while allowing appropriate growth.				<i>LU-1-1 Update the Residential Cluster Development bylaw to promote contiguous open space corridors and increase the protected and publicly accessible open space to reduce environmental and infrastructure impacts.</i>
NR/OS-1-2	Inventory and acquire key open spaces as Chapter 61 or other opportunities emerge.	High-Ongoing	Planning and Development, Planning Board, Conservation Commission, Community Preservation Committee	<ul style="list-style-type: none"> • Create an internal inventory of open spaces and Chapter 61 land that are a high priority for acquisition. • Explore new funding mechanisms to be prepared to acquire land. • Work with the Natural Resources Trust of Plainville to coordinate land acquisitions. • If unable to acquire the land due to lack of funding, continue to work with developers and landowners to find creative solutions to preserve important open spaces. 	<i>LU-1-3 Preserve and acquire more open space.</i>
NR/OS-1-3	Protect existing agricultural lands and encourage the creation of new agricultural projects.	Medium-Ongoing	Planning and Development, Planning Board, Conservation Commission, Community Preservation Committee	<ul style="list-style-type: none"> • Create an inventory of active farmland in Town. • Acquire farmland through Chapter 61A or work with private property owners to preserve farmland threatened by development. • Work with current farm owners to find creative solutions to expand their business to avoid the closure of farms, including updating zoning to allow agritourism uses. 	

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
NR/OS-1-4	Protect Plainville's water resources, including the Ten-Mile, Blackstone, and Taunton River Watersheds, surface water areas, and groundwater supply.	High-Ongoing	Conservation Commission, Planning and Development, Planning Board, Building Department	<ul style="list-style-type: none"> • Make sure all proposed developments follow the Town's environmental regulations. • Create a publicly accessible record of proposals requiring Conservation Commission approval and their potential impacts on local water sources. • Create a digital, streamlined permitting process between the Board of Health, Conservation Commission, Planning & Development, and the Building Department to ensure developments subject to regulations are complying. • Acquire parcels for permanent conservation in these Watersheds and work with landowners to discourage harmful developments. 	<i>ED-3-2 Investigate and expand streamlined permitting between the Planning & Development, Conservation Commission, Board of Health, and others.</i>
NR/OS-1-5	Encourage Low-Impact Development to reduce rainwater runoff and mitigate inland flooding.	Low-Flexible	Conservation Commission, Planning and Development, Planning Board, Building Department, Department of Public Works	<ul style="list-style-type: none"> • Evaluate how to integrate LID strategies into development standards of site plan review. 	<i>SF-1-5 Reduce Inflow and Infiltration (I&I) to reduce Town wastewater usage and allow for future development.</i>
NR/OS-1-6	Remove invasive species from waterways and continue maintenance and clean-up.	Low-Flexible		<ul style="list-style-type: none"> • Research invasive species in waterways and take appropriate action. 	
OSR-2	Enhance and expand Plainville's recreation spaces and network.				
OSR-2-1	Implement key improvements to Field of Dreams and Telford Park.	Medium-Ongoing	Parks and Recreation, Open Space and Recreation Committee, Facilities Maintenance Department, Community Preservation Committee	<ul style="list-style-type: none"> • Complete ongoing and proposed improvement projects. • With the Open Space and Recreation Committee, continue surveying residents to understand what recreational opportunities they would like to see. 	

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
OSR-2-2	Create a comprehensive Town trail map and implement better wayfinding and trail access points with bike and car parking.	Medium-Immediate	Open Space and Recreation Committee, Conservation Committee, Planning and Development, Facilities Maintenance Department	<ul style="list-style-type: none"> Complete an inventory of Town trails, using a combination of volunteers, Town staff, and outside help. Contract out work to create digital and paper maps of Town trails. Work with the Facilities Maintenance Department or another contractor to make minor improvements to trailheads. 	
OSR-2-3	Continue expanding the trail network through public-private partnerships and the future Rail Trail.	Medium-Ongoing	Open Space and Recreation Committee, Conservation Committee, Planning and Development, Facilities Maintenance Department, Department of Public Works, Community Preservation Committee	<ul style="list-style-type: none"> Continue working with private developers to conserve land and fill in gaps in the trail network. 	<i>TF-2-2 Continue expanding the trail network, including future rail trail, connecting areas without sidewalk access.</i>
OSR-2-4	Improve access to Turnpike Lake and Lake Mirimichi to promote lakeside walking trails and water-based activities.	Low-Flexible	Conservation Commission, Open Space and Recreation Committee, Department of Public Works, Natural Resources Trust of Plainville, Community Preservation Committee	<ul style="list-style-type: none"> Begin conversations about the use of Town-owned conservation land adjacent to the lakes. Explore improvements to launch areas to promote recreational boating activities, such as kayaking. 	
CR-3	Preserve Plainville's historical assets and build more awareness of Plainville's rich history.				

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
CR-3-1	Continue investing in Plainville's Historical Commission, Museum, and Town-owned Historical assets.	Medium-Flexible	Historical Commission, Community Preservation Committee	<ul style="list-style-type: none"> Create a long-term plan for the Historical Commission, including building improvements, equipment, staffing, and research initiatives. Maintain a regular roster of events, including tours and speaking events. Maintain regular opening hours to promote the presence of this incredible asset. 	
CR-3-2	Identify historic buildings and properties to be prioritized for preservation.	Medium-Flexible	Historical Commission, Community Preservation Committee	<ul style="list-style-type: none"> Apply and receive a Massachusetts Historic Commission grant to fund a Historic Preservation Plan. Match funding with resources from the Community Preservation Act. 	
CR-3-3	Encourage the preservation of open fields and smaller vistas along rural roadways. Revisit Scenic Roads Bylaw.	Low-Flexible	Planning Board, Planning & Development, Historical Commission, Open Space and Recreation Committee, Building Department	<ul style="list-style-type: none"> Discuss the value of reintroducing the Scenic Road Bylaw. An alternative is to consider including adding additional language to existing special permit or site plan review processes. Work with current homeowners along Scenic Roadways and provide information on how the bylaw would not be overly onerous and would instead protect the town's character. Consider the aesthetic value of existing landscapes and document key vistas through photography along the proposed Scenic Roads. Consider asking future developers to show the visual impact of future developments. 	
CR-4	Foster Plainville's giving spirit and sense of community.				
CR-4-1	Coordinate with local organizations and restart Plainville's annual calendar of town festivals and events.	Low-Immediate	Select Board, Cultural Council, Local Community Groups including churches, the Lions Club, and local youth sports and community groups	<ul style="list-style-type: none"> Work with local partners to launch regular community-wide events, approximately one per season. Create a one-stop calendar of local, smaller events. Create a monthly newsletter highlighting events in Town. Consider using Cultural Council funding to support grass-roots ideas for events. 	
CR-4-2	Create a Town Center identity through Placemaking efforts and a central location for Plainville events.	Low-Immediate	Keep Plainville Beautiful, Select Board	<ul style="list-style-type: none"> Create a set of branding for Town Center, building on the Town's strengths, heritage, and identity. Develop a proposal for placemaking improvements. 	<i>ED-1-2 Continue investing in streetscape, beautification improvements, branding, and other public benefits such as shared parking.</i>

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
CR-4-3	Educate residents on ways to participate in Town and other ways to give back and protect the Town's resources.	Low-Ongoing	Select Board, Town Clerk	<ul style="list-style-type: none"> Develop materials that explain the roles of different boards, commissions, and departments. Explain how residents can become involved. Create a calendar of events and volunteering opportunities for residents. Partner with local schools to gauge interest in creating a Youth Council that would allow high schoolers to be more involved. 	
Transportation & Circulation					
TC-1	Improve the safety of critical corridors and intersections.				
TC-1-1	Perform safety studies on the most dangerous corridors and intersections with high crash rates.	High-Flexible	Select Board, Department of Public Works, and Plainville's representatives to the SMMPO's JTPG and the SRPEDD Commission	<ul style="list-style-type: none"> Ensure continued active participation with the JTPG and SMMPO. Collaborate with MassDOT, the SMMPO, and other stakeholders to choose appropriate studies and interventions for critical corridors and intersections, especially Route 152 at Route 106. Complete a study and begin implementation within 5 years. 	
TC-1-2	Improve local Site Plan Review to implement best practices for new developments in partnership with developers, MassDOT, the Department of Public Works.	Low-Flexible	Planning Board and Department of Public Works	<ul style="list-style-type: none"> Collaborate internally to identify and illustrate necessary additions to the Site Plan Review process. Work (potentially with external consultants) to update and illustrate new best practices for clarity and ease-of-use. Amend and update the Planning Board's Rule and Regulations for Site Plan Review, as needed. 	
TC-2	Promote walking and biking in and between well-populated areas.				

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
TC-2-1	Implement Plainville's Complete Streets Projects, particularly connecting Town Center with Wilkins Four Corners along East Bacon Street.	High-Flexible	Town Administrator, Department of Public Works	<ul style="list-style-type: none"> • Apply for and receive MassDOT Complete Streets Funding Program Tier 3 funding, for which the town is currently eligible. • MassDOT recommends that communities update their Complete Streets Prioritization Plans every 3-5 years. While funding for updates is not available through MassDOT, SRPEDD can assist communities with updating plans through the SMMPO's Unified Planning Work Program (UPWP). 	
TC-2-2	Continue to expand the trail and multi-use path network, connecting residents to the Town Center and improving pedestrian and bicycle connectivity throughout Plainville.	Medium-Flexible	Town Administrator, Department of Public Works, Open Space and Recreation Committee, Community Preservation Committee	<ul style="list-style-type: none"> • Explore various partnerships and grant funding for well planned and eligible trail and pathway projects. • Consider forming a Trails Committee (or subcommittee to the Open Space and Recreation Committee or the Community Preservation Committee) to serve as the main steward of these projects in Plainville. 	<i>OSR-2-3 Continue expanding the trail network through public-private partnerships and the future Rail Trail.</i>
TC-2-3	Implement shared parking solutions and require bicycle parking for the Town Center and other centers, including using municipal parking.	Low-Flexible	Planning Board, Town Administrator, Department of Public Works	<ul style="list-style-type: none"> • Work with the Department of Public Works, SRPEDD/SMMPO, or outside consultants to create a parking study. • Amend TCD bylaw to allow for shared parking and reduced parking requirements. • Amend bylaw to require bicycle parking for developments at key centers. 	<i>ED-1-2 Invest in streetscape, beautification improvements, branding, and other public benefits such as shared parking.</i>
TC-2-4	Improve amenities near crucial bus stops and work with GATRA to evaluate routes and shelters, focusing on senior users.	Medium-Medium	Planning Board, Town Administrator, Department of Public Works, Council on Aging	<ul style="list-style-type: none"> • Reach out to GATRA to confirm any procedures and guidelines for adding stop amenities. • Add new street furniture and signage for existing stops. • Coordinate these efforts with any placemaking strategies in the Town Center. • Evaluate and improve on-demand service options, such as GATRA Dial-a-Ride and COA Plainville Senior bus services. 	

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
Services & Facilities					
SF-1	Improve the water and wastewater network to meet the needs of future residents and businesses.				
SF-1-1	Revisit the IMA with North Attleborough and invest in water facilities and network.	High-Ongoing	Department of Public Works	<ul style="list-style-type: none"> Finalize design plans for Turnpike Water Treatment Plant and proceed with construction. Design and construct new well at Turnpike Lake property. Continue to evaluate condition of water mains and ancillary infrastructure and maintain as needed. 	
SF-1-2	Reduce Inflow and Infiltration (I&I) to reduce Town wastewater usage and allow for future development.	High-Ongoing	Department of Public Works	<ul style="list-style-type: none"> Continue I&I mitigation projects in Town Center. Work with homeowners and businesses to reduce stormwater I&I from private property sources. 	<i>NR/OS-1-5 Encourage low-impact development strategies to reduce rainwater runoff and mitigate inland flooding.</i>
SF-1-3	Prioritize strategic sewer expansion in sensitive environmental areas and near water bodies.	High-Flexible	Department of Public Works, Select Board	<ul style="list-style-type: none"> Create a clear map of proposed extensions and a cost-benefit analysis of different areas based on developmental capabilities and environmental benefits. Revisit how the Town can finance such an expansion in a way that does not overburden current residential sewer users or non-users. 	
SF-1-4	Create a Water and Sewer Master Plan.	High-Medium	Department of Public Works	<ul style="list-style-type: none"> Apply for State grants, such as One-Stop, to begin planning process. Work with a consultant to evaluate current conditions and current and projected water and sewer demand. Create a plan that guides the future of Plainville's water and sewer system. 	
SF-2	Maintain and modernize facilities to meet the needs of a growing town.				

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
SF-2-1	Implement ADA Transition Plan improvements to ensure facilities are accessible to all.	Medium-Ongoing	Plainville's ADA Coordinator, Facilities Maintenance Department	<ul style="list-style-type: none"> Ensure that the ADA Coordinator Position is filled and active. Apply for implementation funding for high priority projects (as identified in the Plainville's ADA Transition Plan) from MOD's annual Municipal ADA Grant Program. In addition to MOD implementation assistance, seek ADA partnerships with other complementary agencies and programs, such as educational/school-related, recreational/trail-related, public way-related, senior service-related, and other entities with accessibility programs. 	
SF-2-2	Provide adequate resources to the Facilities Maintenance Department to complete minor maintenance and construction projects cost-effectively.	Medium-Ongoing	Plainville's Select Board, Finance Committee, and Permanent Building and Maintenance Committee	<ul style="list-style-type: none"> Ensure that current and future Capital Facilities Maintenance Department is sufficiently staffed and funded to achieve its important mandate. Work to clear the deferred maintenance back-log and begin performing routine, preventative maintenance on a regular basis. Continue to effectively respond to urgent unforeseen maintenance needs. 	
SF-2-3	Provide adequate resources to Town Departments to continue high-quality services in Town.	Medium-Medium	All Town Departments, Facilities Maintenance Department	<ul style="list-style-type: none"> Regularly update Capital Improvement Plan to reflect needed improvements to buildings. Use the Town's Facilities Maintenance Department to expedite small-to-medium sized improvements to Town facilities. Improve staffing needs and salaries of different departments to adapt to the needs of a growing community and competitive labor market. Implement key action items from related plans, including plans from specific departments. 	
SF-2-4	Explore future locations for a community and recreation center to accommodate additional programming that complements the COA and library, potentially at the site of the former town hall.	Low-Flexible	Plainville's Select Board, Finance Committee, and Permanent Building and Maintenance Committee	<ul style="list-style-type: none"> Secure funding for a feasibility study through the Community Compact Cabinet, the Community One Stop for Growth, or another funding source. Hire professional architecture or engineering firm to conduct this study within 2 to 5 years. If such a facility is determined to be feasible and necessary, acquire a site, propose development plan, approve bond measure or otherwise secure grant funding, and begin construction by 2034. 	

ID	Goal and Strategy	Priority	Responsible Parties	Performance Measures	Complementary Action
SF-2-5	Improve Town communication and educational resources around Town issues.	Low-Ongoing	All Departments	<ul style="list-style-type: none"> • Create a consistent website experience across departments. • Regularly update information, upload important resources, and conduct a yearly audit to ensure information is up-to-date. • Create an easily accessible Town Calendar of all meetings and events. • Continue to engage residents in-person, targeting vulnerable populations. 	

