

# 2010 Master Plan

*Town of Sturbridge, Massachusetts*



## PUBLIC FORUM

**Saturday, November 21, 2009**

# INTRODUCTIONS

- **VHB, Inc.**
  - Ralph Willmer, AICP
  - Juli Beth Hinds, AICP
  - Joe Wanat, PE, PTOE
- **RKG Associates, Inc.**
  - Michael Casino

# AGENDA

- 1. Introduction to Master Plan**
- 2. A Snapshot of Sturbridge**
- 3. Strengths, Challenges, Opportunities, and Threats**
- 4. Prioritize Issues and Survey Questions**
- 5. Breakout Groups**
- 6. Report Back**

# MEETING GOALS

- **Introduce and explain the Master Plan Process succinctly**
- **Explain what has been done to date**
- **Begin identifying key issues**
- **Get to know more about matters to people that live, play and work in Sturbridge**

# WHAT IS A MASTER PLAN?

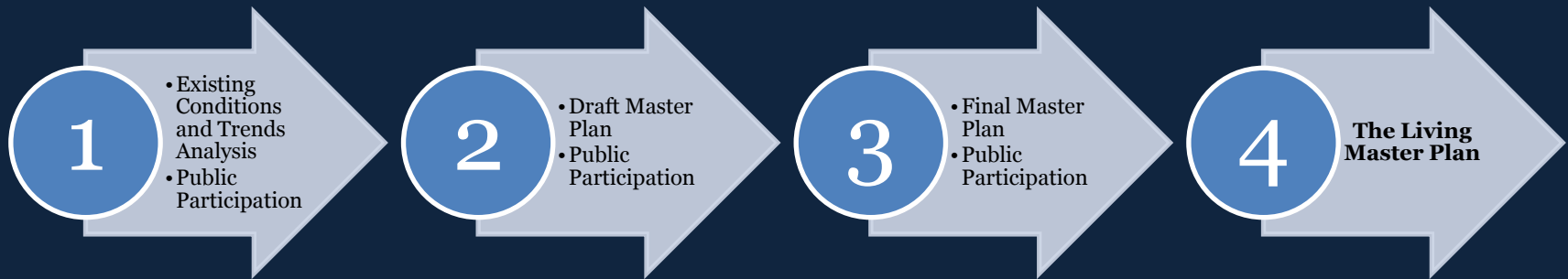
- A future vision and policy guidebook for the Town
- A translation of a community's values into specific actions
- NOT a zoning ordinance or regulation
- Meant to cover a 10 year time horizon



“We usually do our long-range planning at the last minute”

# MASTER PLAN

## • Basic Master Plan Process



### ELEMENTS

- Goals and Policies Statement
- Land Use
- Housing
- Economic Development
- Open Space and Recreation
- Natural, Cultural & Historical Resources
- Energy & Sustainability
- Transportation
- Public Service & Facilities
- Implementation Plan

# SCHEDULE

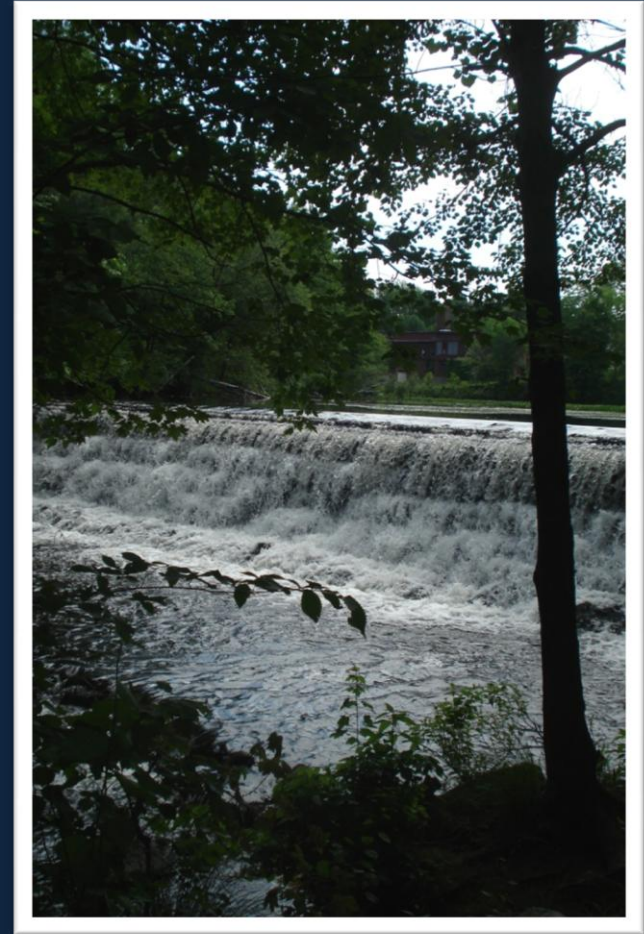
	AUG 2009	SEP	OCT	NOV	DEC	JAN 2010	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP 2010
Kick-off Meeting/ Community Immersion Day	★													
Data Collection, Plan Review														
Town-wide Public Forum— Visioning Workshop				★										
Steering Committee/ Subcommittee Meetings		✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	
Vision Statements														
Land Use														
Housing														
Public Services and Facilities														
Economic Development														
Natural, Cultural, and Historic Resources														
Open Space and Recreation														
Transportation														
Energy and Sustainability														
Implementation														
Public Forum											★			
Draft Final Plan														
Final Plan														

*Note: The order of the draft plan elements can be changed based upon discussions with the Steering Committee.*



# PLAN STATUS

- **Work Done to Date**
  - **Community Immersion**
  - **Data Review (underway)**
  - **Meetings with the Steering Committee**
  - **Master Plan Website**



# MASTER PLAN WEBSITE

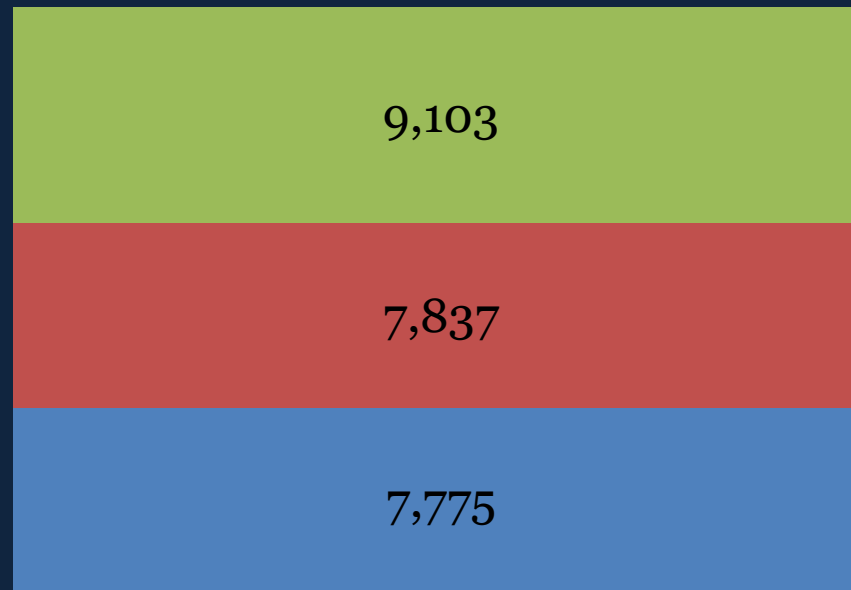
- [www.vhb.com/sturbridgemasterplan](http://www.vhb.com/sturbridgemasterplan)



# A SNAPSHOT OF STURBRIDGE

## Population Over Time

■ 1990 ■ 2000 ■ 2008\*



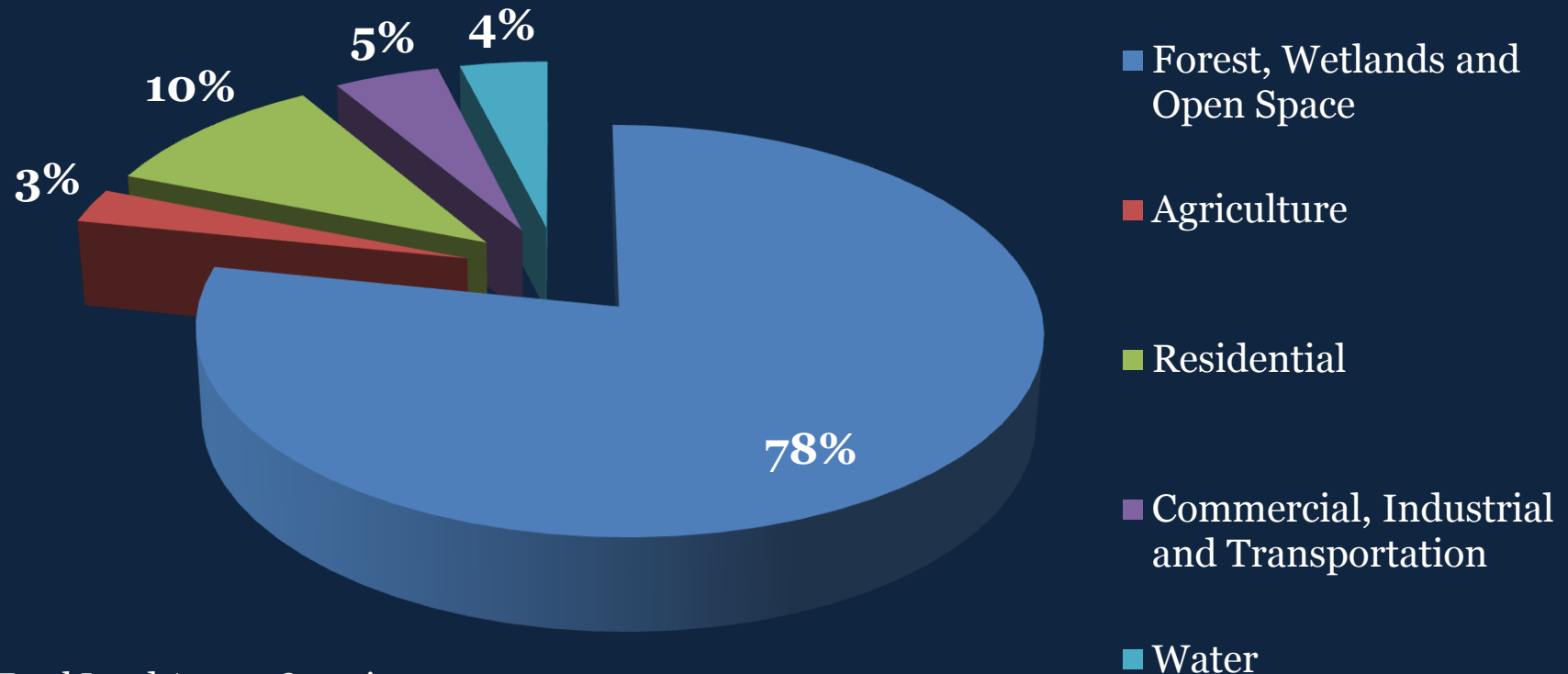
Population

Source: Census.gov

\* 2008 is an estimate from the US Census Bureau

# A SNAPSHOT OF STURBRIDGE

## Land Use

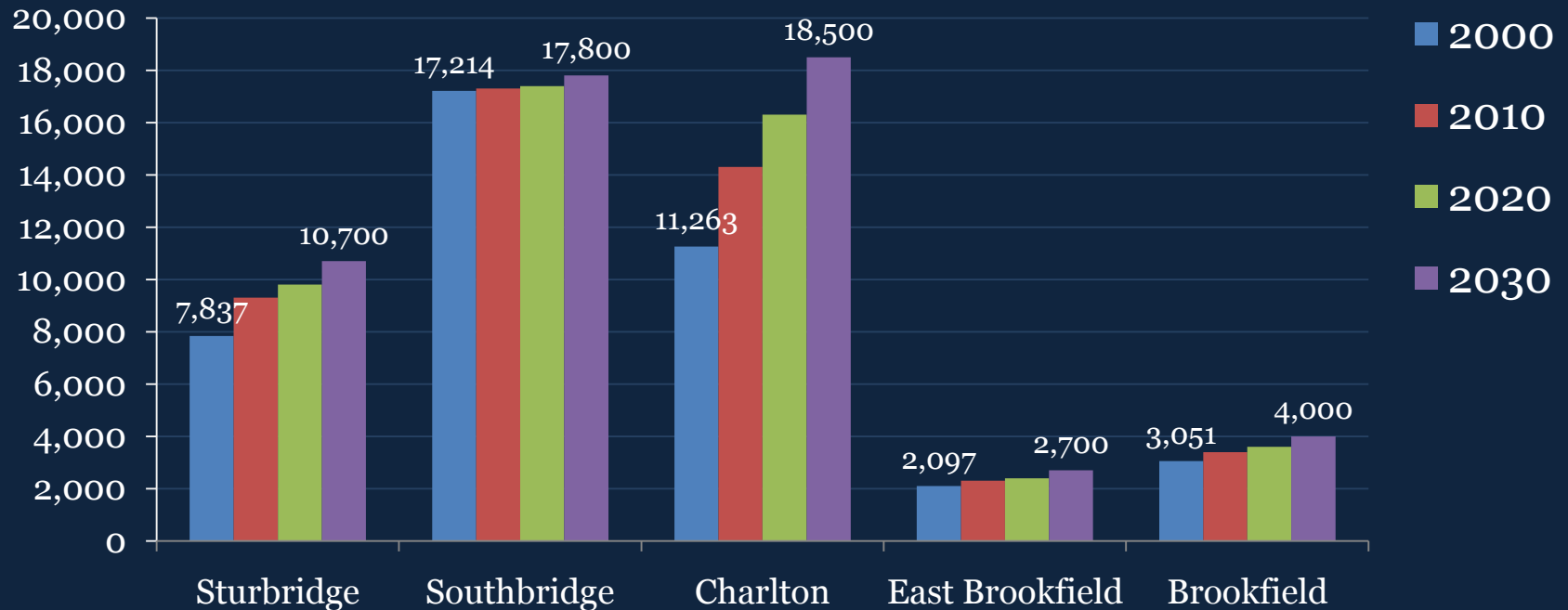


Total Land Area: 38.9 mi<sup>2</sup>

Source: MassDEP, mycommunity: [www.mass.gov/dep/service/my\\_comm/sturbridge.htm](http://www.mass.gov/dep/service/my_comm/sturbridge.htm)

# A SNAPSHOT OF STURBRIDGE

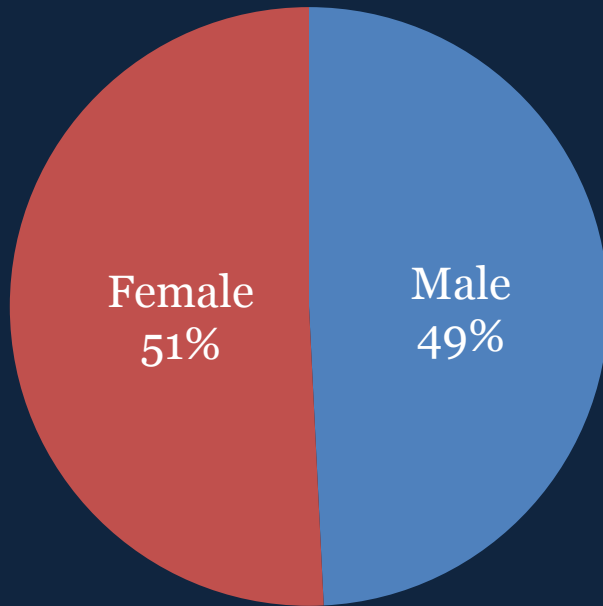
- Area Population Projections



Source: Census.gov (2000) & Central Massachusetts Regional Planning Commission

# A SNAPSHOT OF STURBRIDGE

Male v. Female



Median Age: 39.3

Median Household  
Income: \$56,519

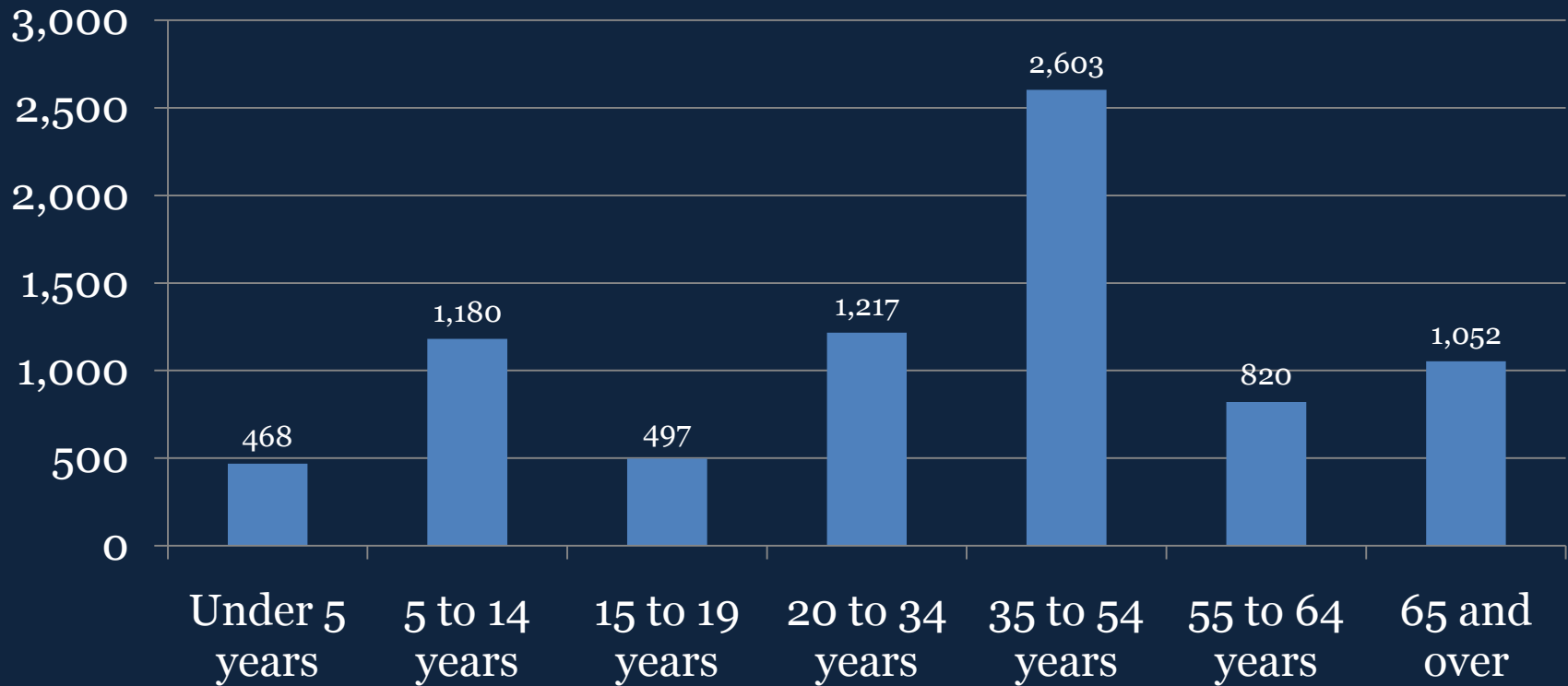
Avg. Household Size:  
2.55 (*US* = 2.60)

Mean Travel Time to Work:  
30.9 min (*US* = 25.1)

Source: Census.gov 2000 Census

# A SNAPSHOT OF STURBRIDGE

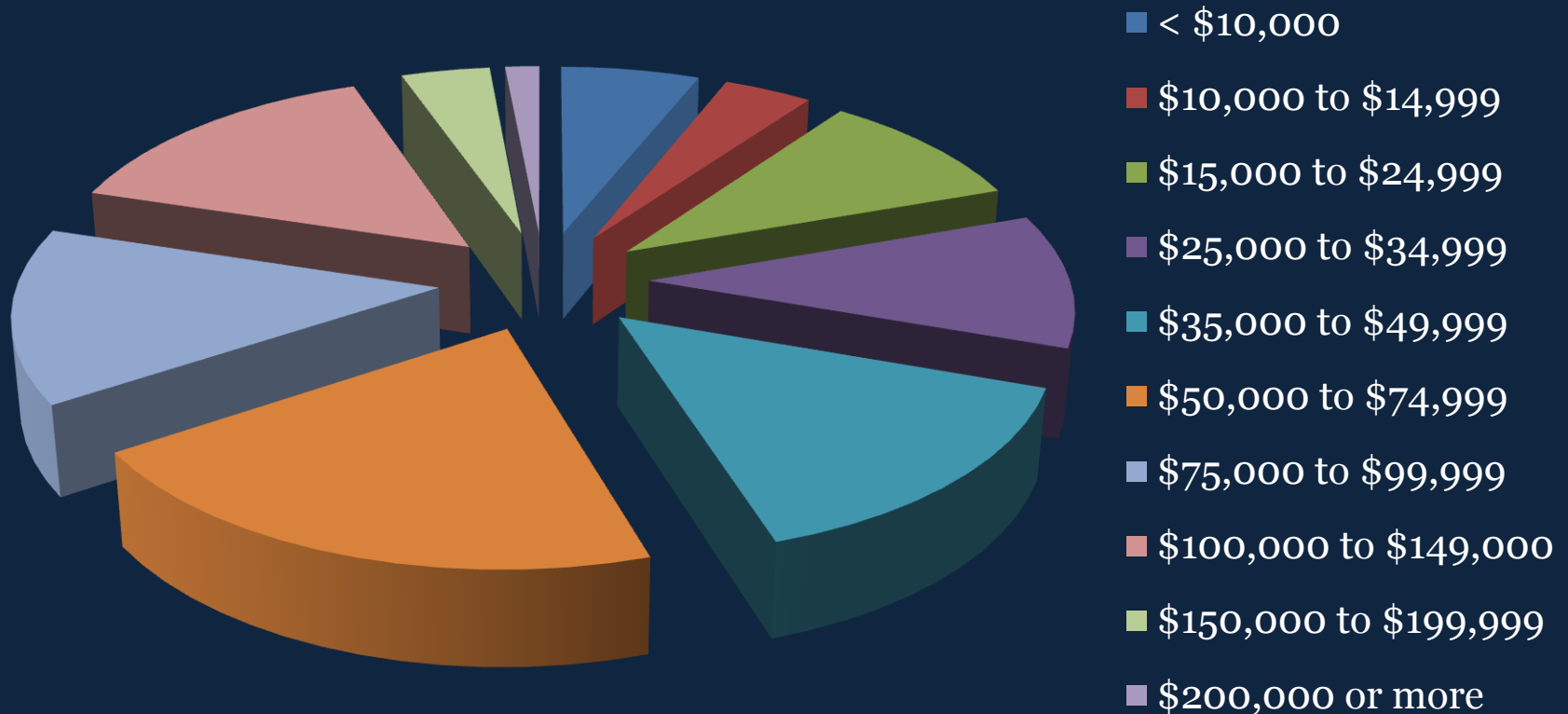
## Population by Age



Source: Census.gov 2000 Census

# A SNAPSHOT OF STURBRIDGE

## Household Income

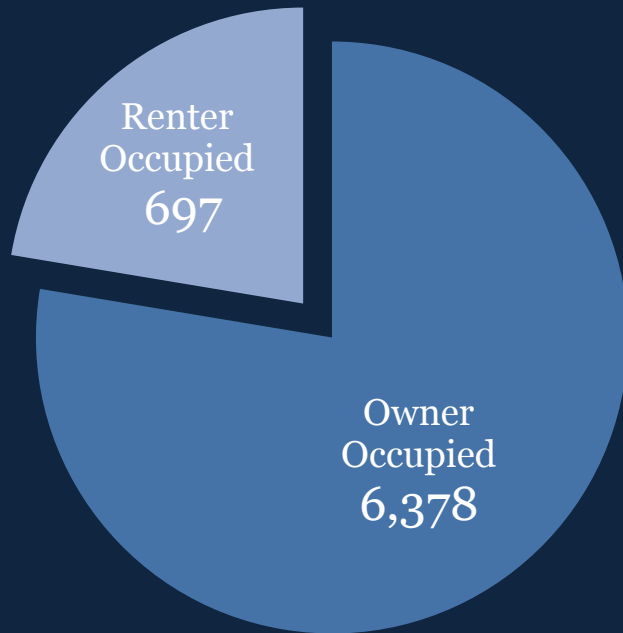


Source: Census.gov 2000 Census

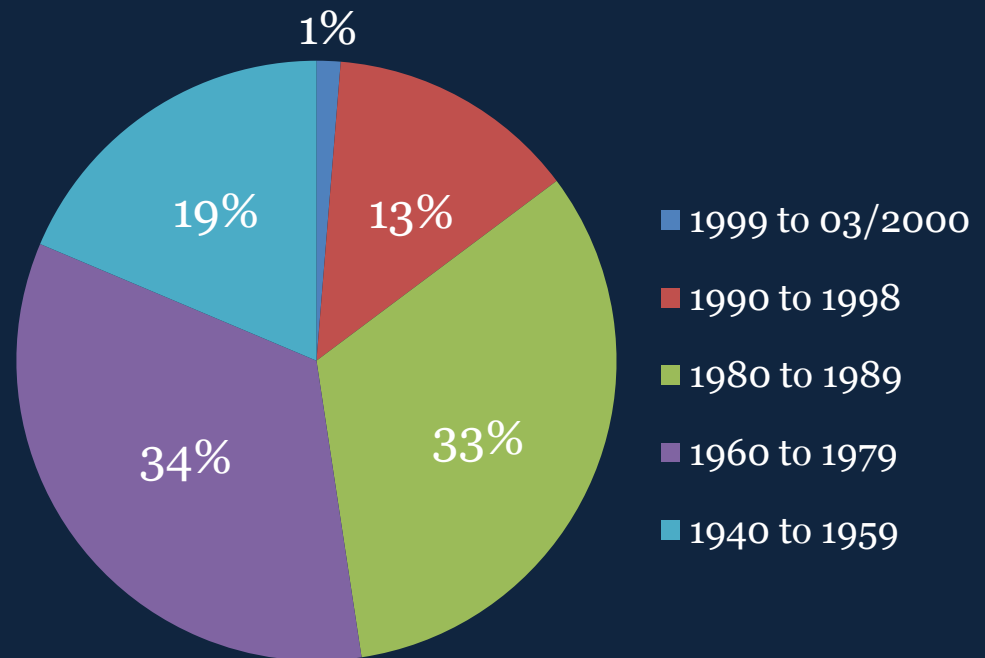


# A SNAPSHOT OF STURBRIDGE

## Housing Units



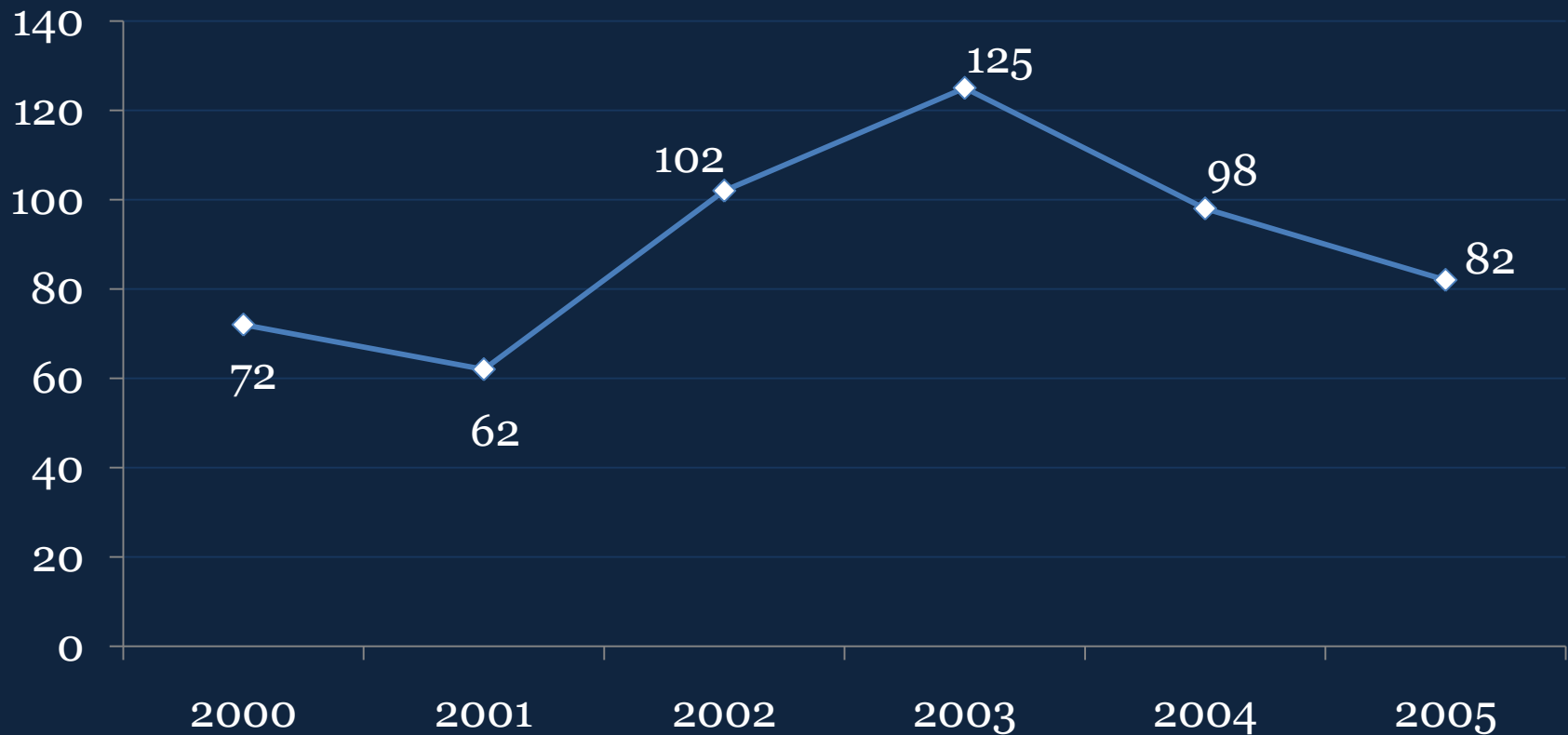
## Year Structure Built



Source: Census.gov 2000 Census

# A SNAPSHOT OF STURBRIDGE

Building Permits Issued 2000–2005

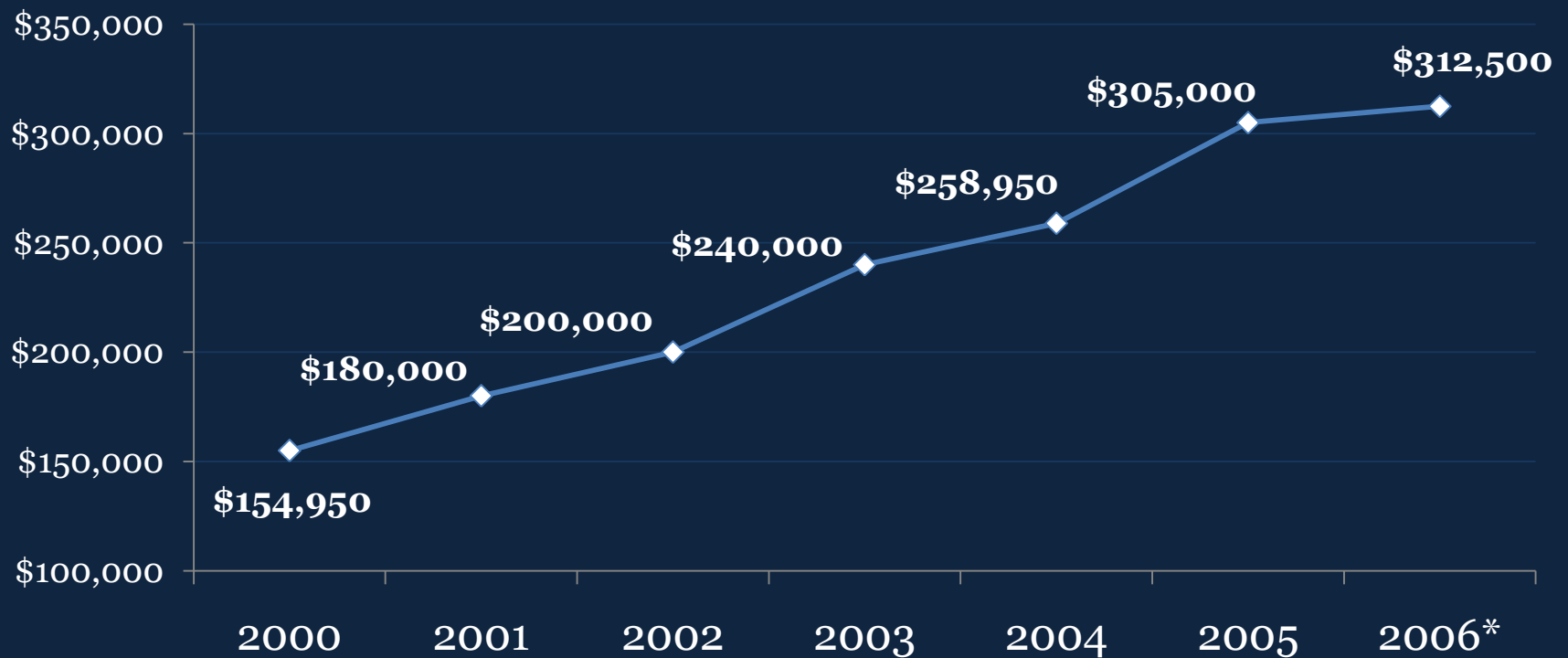


Source: Central Massachusetts Regional Planning Commission

# A SNAPSHOT OF STURBRIDGE

Median Residential Sales Price 2000–2006\*

Note: excludes condo units  
\*: 2006 data only through June



Source: Central Massachusetts Regional Planning Commission

# SCOT ANALYSIS

Strengths?

# SCOT ANALYSIS

## Challenges?

# SCOT ANALYSIS

# Opportunities?

# SCOT ANALYSIS

## Threats?

# BREAKOUT GROUPS

1. Housing
2. Land Use
3. Economic Development
4. Transportation
5. Open Space & Recreation
6. Natural, Cultural & Historic Resources
7. Public Services & Facilities
8. Energy & Sustainability



# BREAKOUT GROUPS

- **Each group has a facilitator and a recorder**
- **VHB will circulate to all tables**
- **Each table has a set of questions to discuss and map of the town**
- **Select most important points for report back to the whole group**

# 5. REPORT BACK