

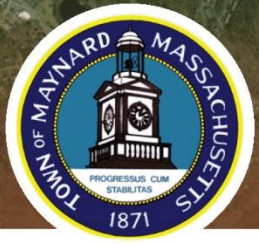
MAYNARD MASTER PLAN

Town of Maynard, MA



Final Report Summary

Special Town Meeting, October 3rd, 2020



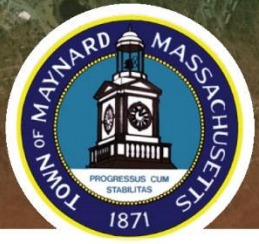
MAYNARD MASTER PLAN

Town of Maynard, MA



Outline

- **Purpose**
- **History**
- **Element Overview**
- **Highlights: Key Issues and Opportunities**
- **Implementation**
- **Next Steps**
- **Summary**



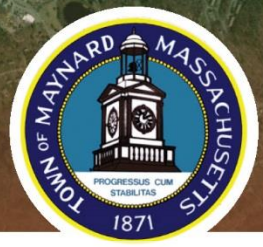
MAYNARD MASTER PLAN

Town of Maynard, MA



Purpose of the Master Plan

- Capture community's vision of itself
 - Answer the question of where we want to be in 5, 10, and 15 years
 - Help guide growth and development
 - Protect a community against reactionary actions by proactively planning
- Identify Goals and Recommendations for all of the following Plan Elements:
 - Land Use and Development Patterns**
 - Housing**
 - Economic Development**
 - Natural, Cultural, and Historic Resources**
 - Open Space and Recreation**
 - Public Services and Facilities**
 - Transportation**



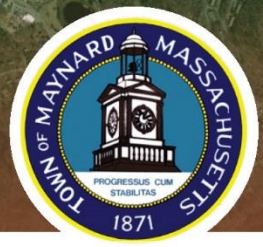
MAYNARD MASTER PLAN

Town of Maynard, MA



History

- Maynard's previous master plan was updated in 1991
- Board of Selectmen formed the Master Planning Steering Committee (MPSC) in December 2017
 - VHB provided consulting services
 - 18 meetings
- Public input was key to creating the plan
 - 3 public forums, 2 online surveys, Maynard Fest, Farmer's Market, ...
- The Community Development Principles served as a guide for our work
- Adopted by the Planning Board and Board of Selectmen in March 2020



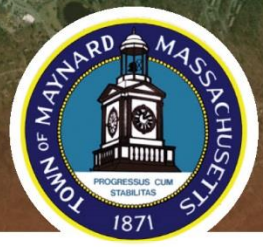
MAYNARD MASTER PLAN

Town of Maynard, MA



Element Overview

- Each element is broken down into four sections:
 - Key issues and opportunities
 - Baseline Conditions Analysis
 - Goals
 - Recommended actions
- Subsequent slides will highlight key issues and opportunities



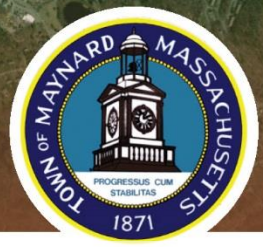
MAYNARD MASTER PLAN

Town of Maynard, MA



Land Use and Development Patterns

- Maynard is reaching build-out and this will require exploring the highest and best use/reuse of vacant and underutilized parcels without compromising the Town's character
- Upward trends in population and retail activity, as well as related development pressures, are likely to continue to increase high density residential and commercial land uses into the future
- The Town has an abundance of open spaces that offer residents natural respite to the developed areas of Town
- Downtown is a unique attraction, the Town's predominant commercial cluster, and an important cultural resource
- New commercial opportunities and businesses must be integrated with respect to existing access, aesthetics, and local economies of scale



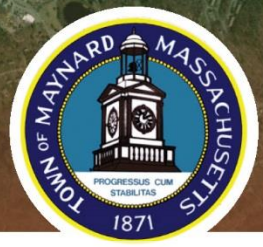
MAYNARD MASTER PLAN

Town of Maynard, MA



Housing

- Similar to the demographic trends seen across the nation, Maynard's population is aging and this requires consideration in the Town's housing production
- Both the number of households and total population in Maynard are projected to increase over the next decade
- According to the Metropolitan Area Planning Council (MAPC), the Town's regional planning agency, more than a third of Maynard's households are cost burdened (i.e., spending more than 30 percent of their income on housing)
- The Town's aging housing stock presents affordability challenges



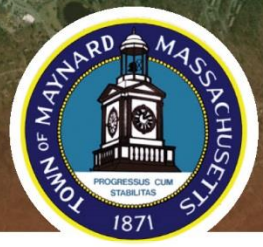
MAYNARD MASTER PLAN

Town of Maynard, MA



Economic Development

- Maynard's downtown is a compact, walkable business district featuring a diverse mix of local commercial establishments
- Mill & Main has the potential to bring in additional employers / employees to downtown and increase daytime population to support local businesses
- Pedestrian connections between Mill & Main and downtown can be improved to encourage more employees to shop and eat downtown
- Downtown is an attractive place to live and an ideal location for mixed-use development
- Maynard Crossing can bring in retail to complement businesses downtown



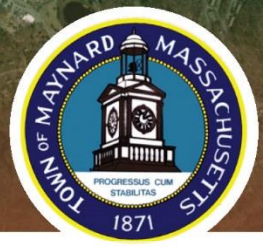
MAYNARD MASTER PLAN

Town of Maynard, MA



Natural, Cultural, and Historic Resource

- Wildlife habitats along certain streamways and Assabet River corridors require enhanced protections
- Maynard's inventory of historic properties can be used to identify and incentivize potential reuse opportunities for historic buildings and is a valuable tool for preserving neighborhood character while facilitating Town-wide growth
- Thoughtful design and planning can ensure that improvements to the downtown including the enhancement of the existing streetscapes and buildings, as well new development, will not threaten the preservation of the area's historic resources and character
- The increasing profile of the arts in Maynard, including the designation of the Maynard Cultural District, provides an opportunity for the advancement of a creative cultural identity for the Town



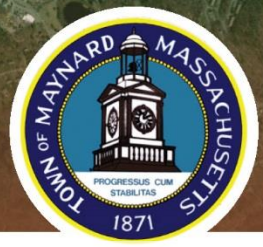
MAYNARD MASTER PLAN

Town of Maynard, MA



Open Space and Recreation

- Maynard has a wealth of open spaces and recreation areas relative to the size of its population
- The Town's proximity to the Assabet River National Wildlife Refuge and Assabet River provide for unique recreational opportunities; however, access to these resources could be improved
- Community Preservation Act funds provide for the continued protection and acquisition of open space and has proven a successful tool in meeting the goals of the Town's latest Open Space and Recreation Plan (OSRP)



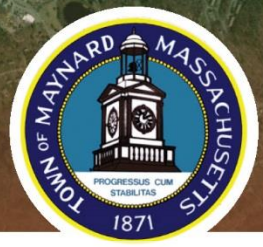
MAYNARD MASTER PLAN

Town of Maynard, MA



Public Facilities and Services

- The Town's Fire Department has outgrown its current facility and is struggling to keep up with inspectional requests. A new fire station is needed to accommodate the equipment, storage, and personnel that are necessary to meet forecasted service volume in the future
- Aging infrastructure, particularly related to water and sewer and stormwater drainage, require more proactive capital planning, maintenance, and upgrades to serve the community into the foreseeable future
- Expansion of programs and services offered by the Council on Aging is needed as the Town's senior population increases
- The Town's schools are faced with facility capacity and maintenance / improvement challenges



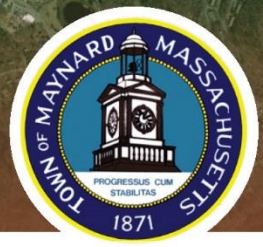
MAYNARD MASTER PLAN

Town of Maynard, MA



Transportation

- The Town of Maynard is well connected to its neighboring communities and beyond
- The Town's commuter mode share is predominantly automobile-based, though connections and further opportunities exist to increase the percent of persons commuting by public transit and by walking and/or biking
- The lack of parking in downtown is a perceived concern; though it could be managed more efficiently
- The Town has been proactive in making Complete Streets improvements that contribute to pedestrian and bicycle mobility within the community
- Key issues brought up by the public have included closing gaps in the sidewalk system, increasing bicycle connections (both internally and externally), and improving transit service



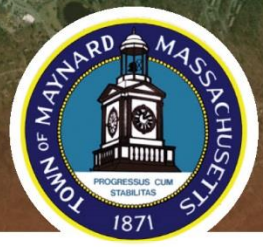
MAYNARD MASTER PLAN

Town of Maynard, MA



Implementation

- Specific recommended actions have been identified for each goal
- Recommendations have *owners* and *supporting partners*
- Other factors such as *Level of Effort*, *Cost*, *etc.* provide additional guidance for each recommendation
- *Priority* conveys the importance of the recommendation to the community as identified by the data gathered from the 3rd public forum
- The plan acknowledges factors may change and recommendations may be challenging to implement; thus, the follow-on implementation effort is critical



MAYNARD MASTER PLAN

Town of Maynard, MA

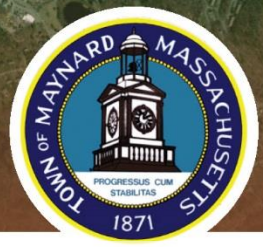


Next Steps

- Creation of an ad-hoc committee that will work proactively to help implement the Master Plan recommendations

- Goals of the committee:
 - Create priorities, timelines, and strategies for implementing recommendations
 - Encourage communication between recommendation *owners* and *supporting partners*
 - Create framework for updating the master plan and ensuring it remains a “living document”

- If you are interested in helping with the Master Plan implementation, contact Greg Johnson, Town Administrator
 - gjohnson@townofmaynard.net



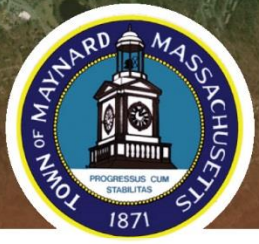
MAYNARD MASTER PLAN

Town of Maynard, MA



Summary

- The Master Plan will serve as a guide to boards, committees, residents and developers as to where the Town wants to be in 5 – 15 years
- The input of hundreds of people has resulted in a document that the Maynard community can be proud of
- “Next Steps” - Effort towards plan implementation is critical to its success
- More information at:
 - <https://www.townofmaynard-ma.gov/gov/master-plan/>



MAYNARD MASTER PLAN

Town of Maynard, MA



Members of the Master Planning Steering Committee

- **Brendon Chetwynd**
- **Adam Conn**
- **Andrew Snyder**
- **Armand Diarbekirian**
- **Tim Houlihan**
- **Jason Kreil**
- **Melissa Levine-Pro**
- **Bill Nemser**
- **Chris Butler**
- **Greg Tuzzolo**
- **Michael Uttley**
- **Cheryl Seele**
- **Megan Zammuto**