

Public Meeting #1

Town of Pembroke

Master Plan

June 20, 2023

1. Welcome and Introductions
2. Participant Poll: Group Profile
3. Overview of Master Plan Process
4. Baseline Conditions
5. Participant Poll: Issues and Opportunities
6. Public Workshop
7. Next Steps
8. Adjourn

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Welcome and Introductions

Meet The Master Plan Collaboration Committee (MPCC)

- Stephan Roundtree (Chairman), Planning Board
- Steven Ciciotti (Vice Chairman), Select Board
- Sharon McNamara (Clerk), Affordable Housing Committee
- Susan Bollinger, School Committee
- Frederick Casavant, Zoning Board of Appeals
- Scott Chaharyn, Historical Commission
- James Eng, Citizen-at-Large Member
- George Grey, Recreation Commission
- Chris Kuta, Council on Aging Advisory Board
- Martin Lu, Citizen-at-Large Member
- Tracy Marino, Select Board

Meet VHB



Luke Mitchell
Project Manager



Julia Mintz
Deputy Project Manager



Jennifer Nelson
Project Planner



Donny Goris-Kolb
Environmental Advisor



Nicole Benjamin Ma
Preservation Advisor



Eileen Botti
Transportation Advisor

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Participant Poll: Group Profile

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Overview of the Master Plan Process

What is a Master Plan?

- Guided by M.G.L. c. 41, §81D
- Documents where a community comes from, what it is today, and what direction it has decided to go in the future.
- Is a policy guide aligned with a community's established future vision.
- Provides a framework for future land use decision-making and the physical development of the municipality.
- Covers a time frame of 10-15 years; shorter-term reviews will keep it current.

A Master Plan is NOT:

A zoning ordinance, a subdivision regulation, a budget, a capital improvement program or other regulatory document. It is meant to provide the framework for the development of these implementation tools.

What is a Master Plan?

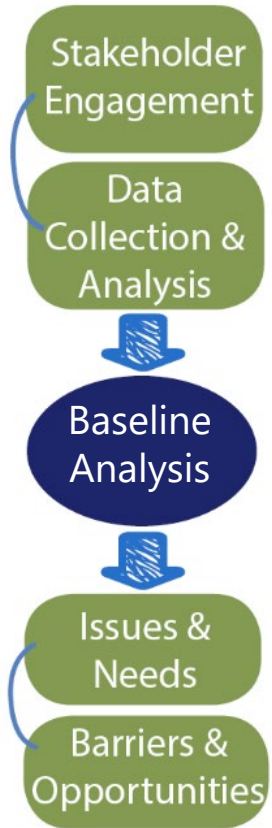
- The Master Plan will include:
 - A comprehensive analysis of community aspects, along with related short- and long-term actions to support a vision and sets of goals by element
 - An implementation framework to promote plan actualization through accountability and transparency.

Master Plan Elements

Land Use
Housing
Economic Development
Historic and Cultural Resources
Open Space and Recreation
Public Facilities and Services
Transportation
Energy and Climate

3. Overview of the Master Plan Process

STEP 1 Identify Issues & Opportunities



STEP 2 Set the Community Vision & Goals



STEP 3 Develop Recommendations



STEP 4 Develop the Implementation Plan

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- A list of components for Step 4, enclosed in a blue bracket on the left. The items are: Priority Setting, Schedule & Timeline, Roles & Responsibilities, Effort, Estimated Costs, & Funding, Identification of Potential Zoning Changes, and Cross-reference for Synergies/Co-benefits.



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Baseline Conditions

4. Baseline Conditions

Stakeholder Interviews

Group 1: Schools & Youth

- Susan Bollinger, School Committee
- Erin Obey, Pembroke Schools
- Michael Cogburn, Youth Drug Committee

Group 2: Housing & Economic Development

- Sharon McNamara, Affordable Housing Committee
- Judy Parks, Affordable Housing Committee
- Frederick Casavant, ZBA

Group 3: Community Health & Wellness

- Erin Obey, Pembroke Schools
- Stephan Roundtree, Planning Board

Group 4: Environment & Sustainability

- Art Egerton, Conservation Commission
- Tracy Marino, MPCC, Open Space Commission
- Stephan Roundtree, Planning Board
- Kairyn Rainer, Recycling & Sustainability Committee

Group 5: Cultural & Historic Resources

- Scott Chaharyn, Pembroke Hist Dist. Commission
- Steve Hermann, Pembroke Hist Dist. Commission
- Miles Prescott, Pembroke Historical Society
- Shannon Wilson, Pembroke Historical Society

Group 6: Transportation

- Daniel Sullivan, Water Division
- Eugene Fulmine, Department of Public Works
- James Eng, Citizen-at-Large
- Steve Ciciotti, Select Board

4. Baseline Conditions

Stakeholder Interviews: Emerging Themes

- Strong sense of pride for Town's rural character
- Strong network of small businesses
- Housing inventory is limited relative to housing needs; and expensive
- Population of seniors is increasing as a share of the population
- Need for managing economic growth with natural resources
- Greater focus on community spirit and recreational assets
- Expand community knowledge of historical resources
- Transportation options are limited
- Potential walkability improvements and placemaking in Town Center
- Aging infrastructure needs to be updated

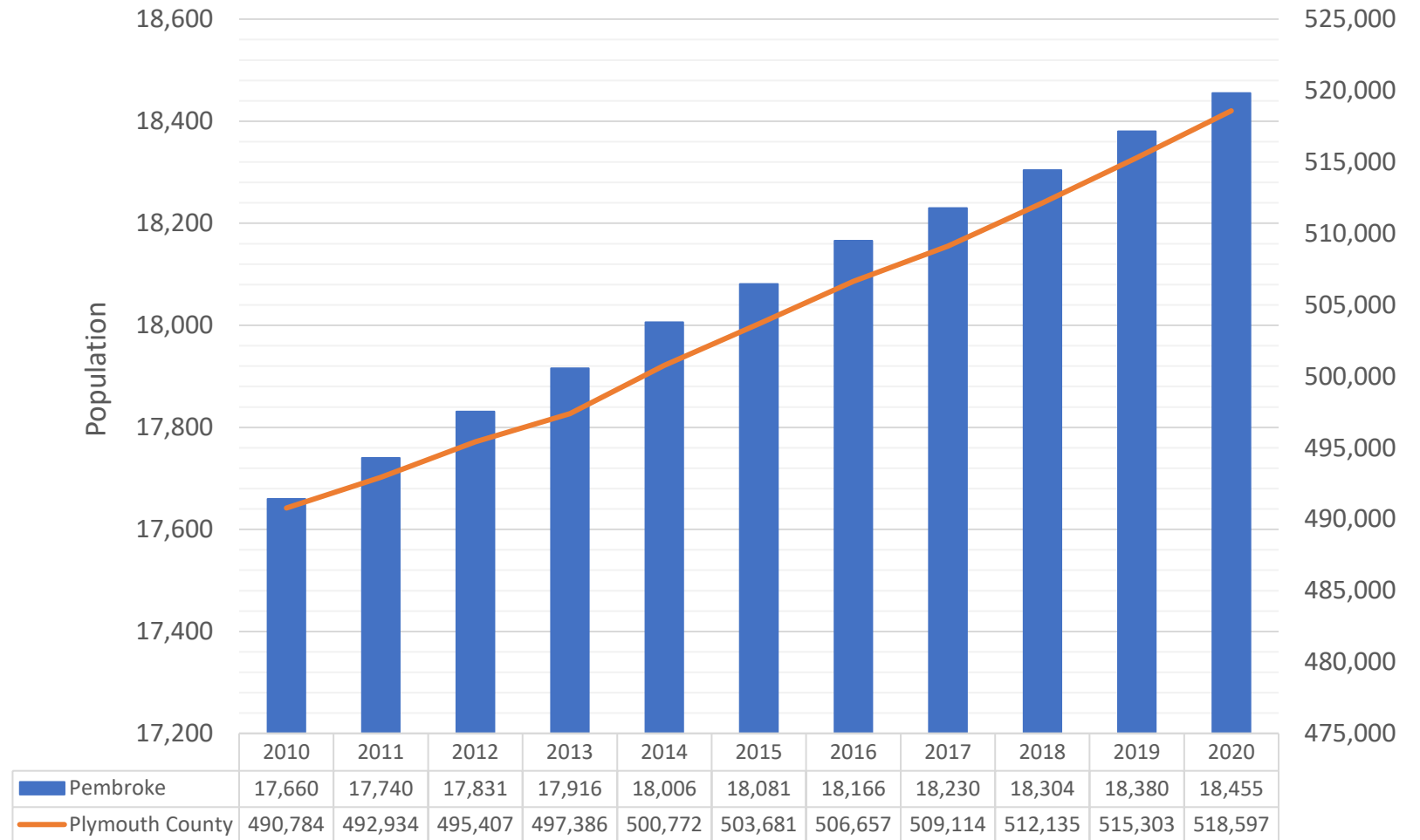


4. Baseline Conditions

Population Growth (2010-2020)

- **Pembroke's population growth follows county-wide trends.**
- Between 2010 and 2020, Pembroke added 795 residents, an increase of 4.5%.

Pembroke Population Growth Compared to Plymouth County, 2010-2020



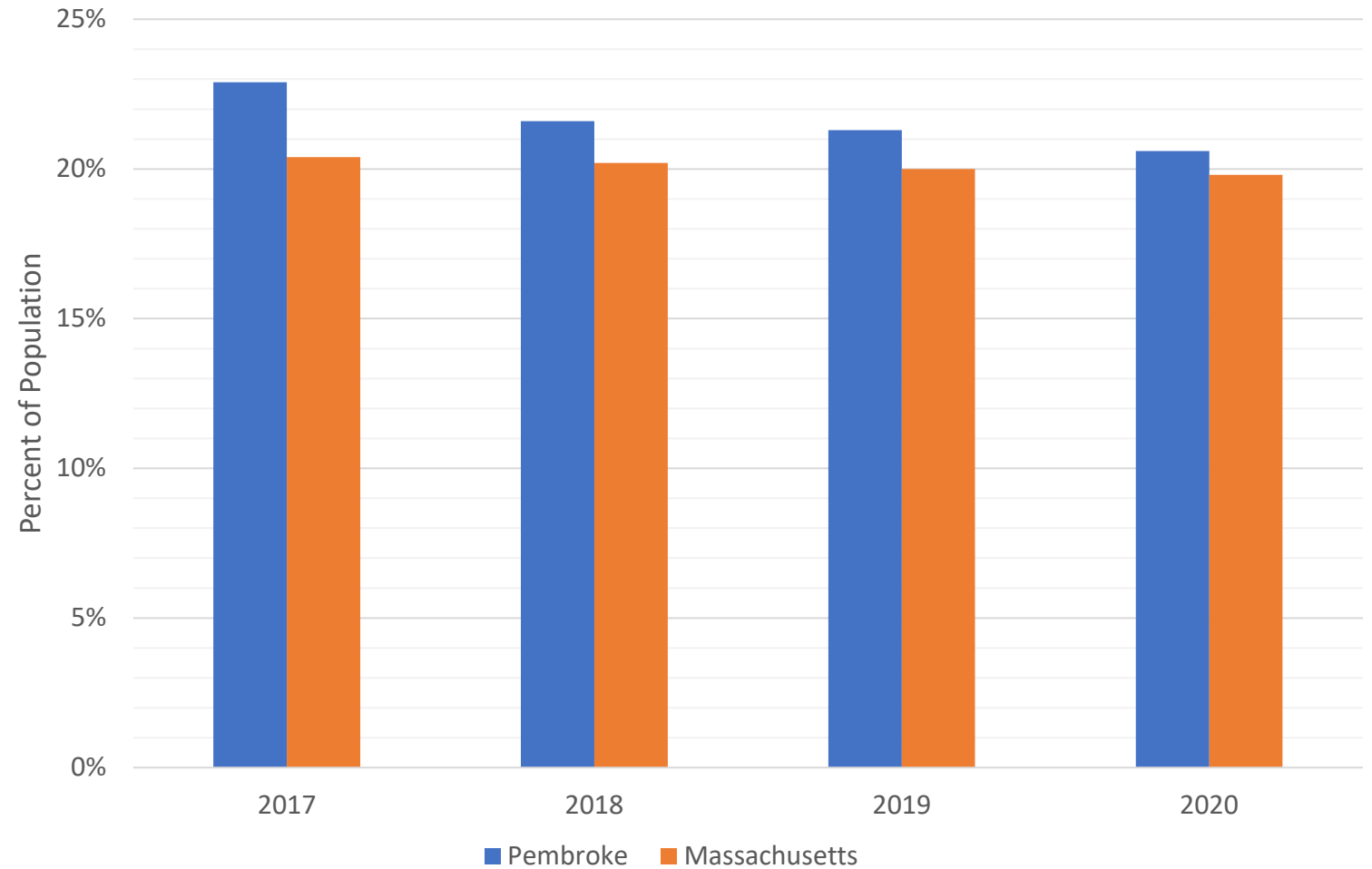
Source: U.S. Census, 2010-2020 American Community Survey, 5-Year Estimates (DP05)

4. Baseline Conditions

Age Distribution

- **The percent of the population under the age of 18 is decreasing.**

Percent of Population Under 18 in Pembroke and Massachusetts, 2017-2020



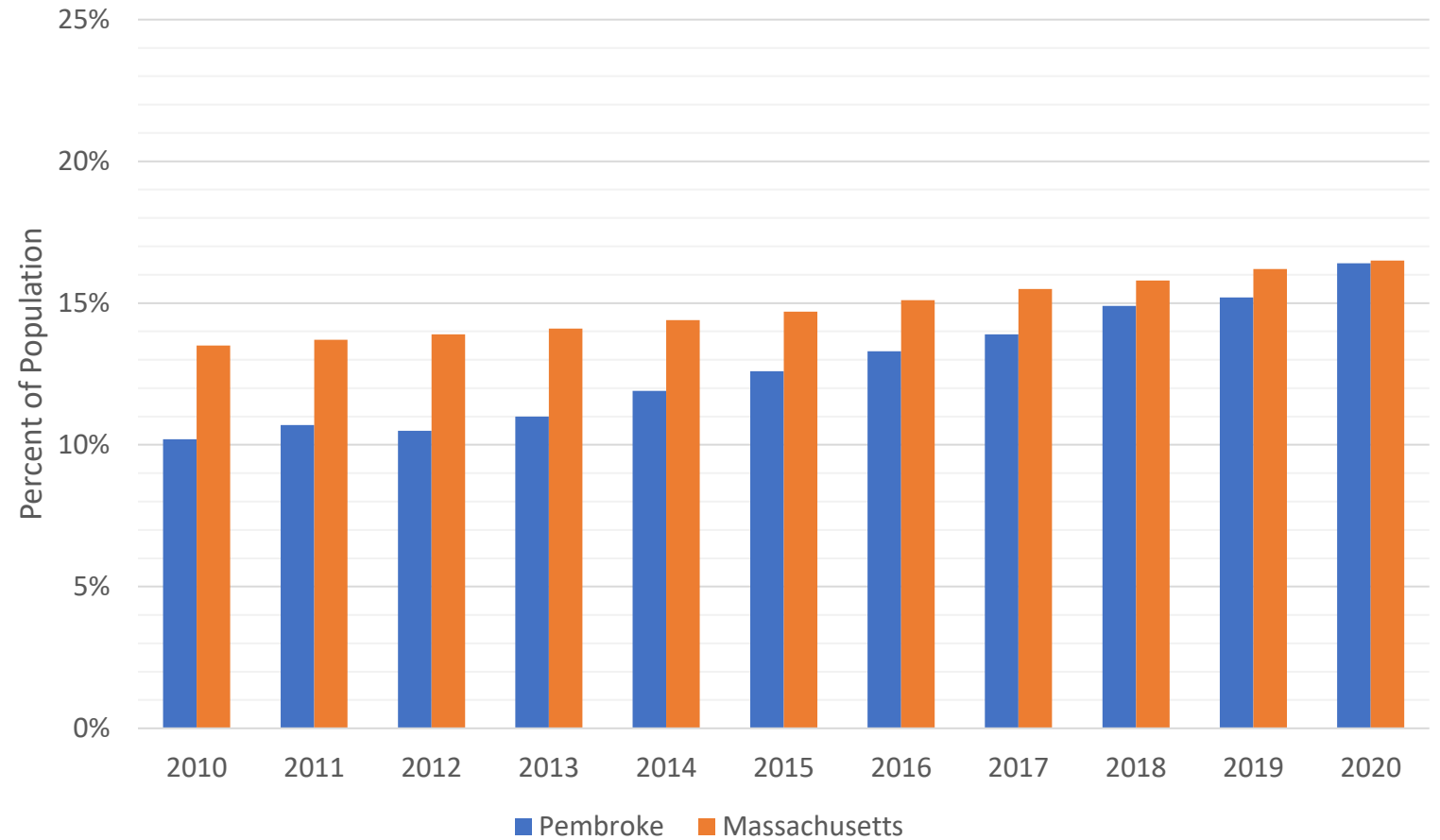
Source: U.S. Census, 2017-2020 American Community Survey, 5-Year Estimates (DP05)

4. Baseline Conditions

Age Distribution

- In Pembroke, the percent of the population over 65 is increasing.

Percent of Population Over 65 in Pembroke and Massachusetts, 2010-2020



Source: U.S. Census, 2010-2020 American Community Survey, 5-Year Estimates (DP05)

Land Use

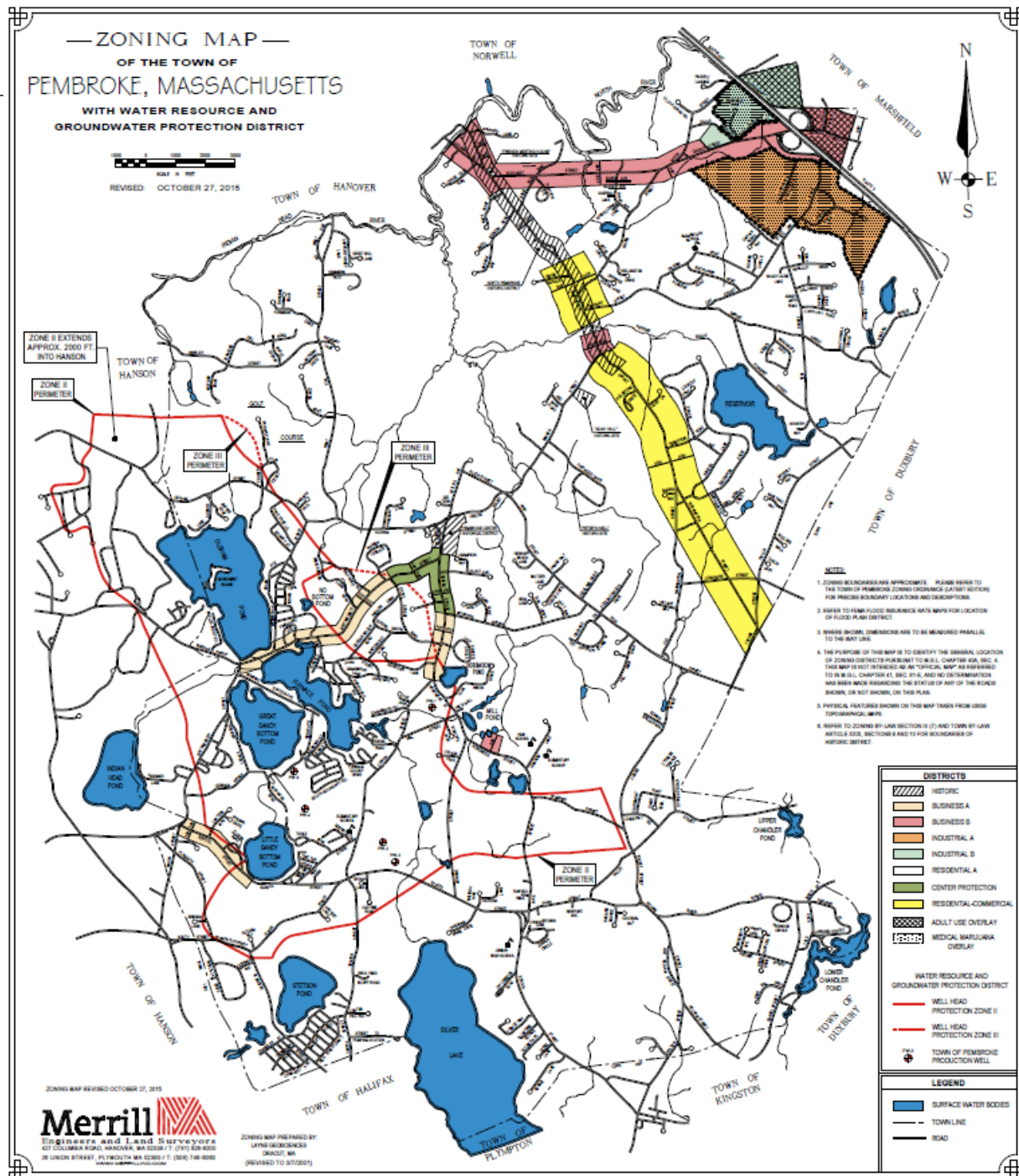
4. Baseline Conditions Analyses – Land Use

Pembroke Zoning

▪ **The Town is zoned largely for residential use**, with clusters of other land uses located along key roadway networks, including:

- Residential Commercial
- Business, and
- Industrial

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Zoning District	Water Resource and Groundwater Protection District	Base Map
HISTORIC	WELL HEAD PROTECTION ZONE II	SURFACE WATER BODIES
BUSINESS A	WELL HEAD PROTECTION ZONE III	TOWN LINE
BUSINESS B	TOWN OF PEMBROKE PRODUCTION WELL	ROAD
INDUSTRIAL A		
INDUSTRIAL B		
RESIDENTIAL A		
CENTER PROTECTION		
RESIDENTIAL-COMMERCIAL		
ADULT USE OVERLAY		
MEDICAL MARIJUANA OVERLAY		

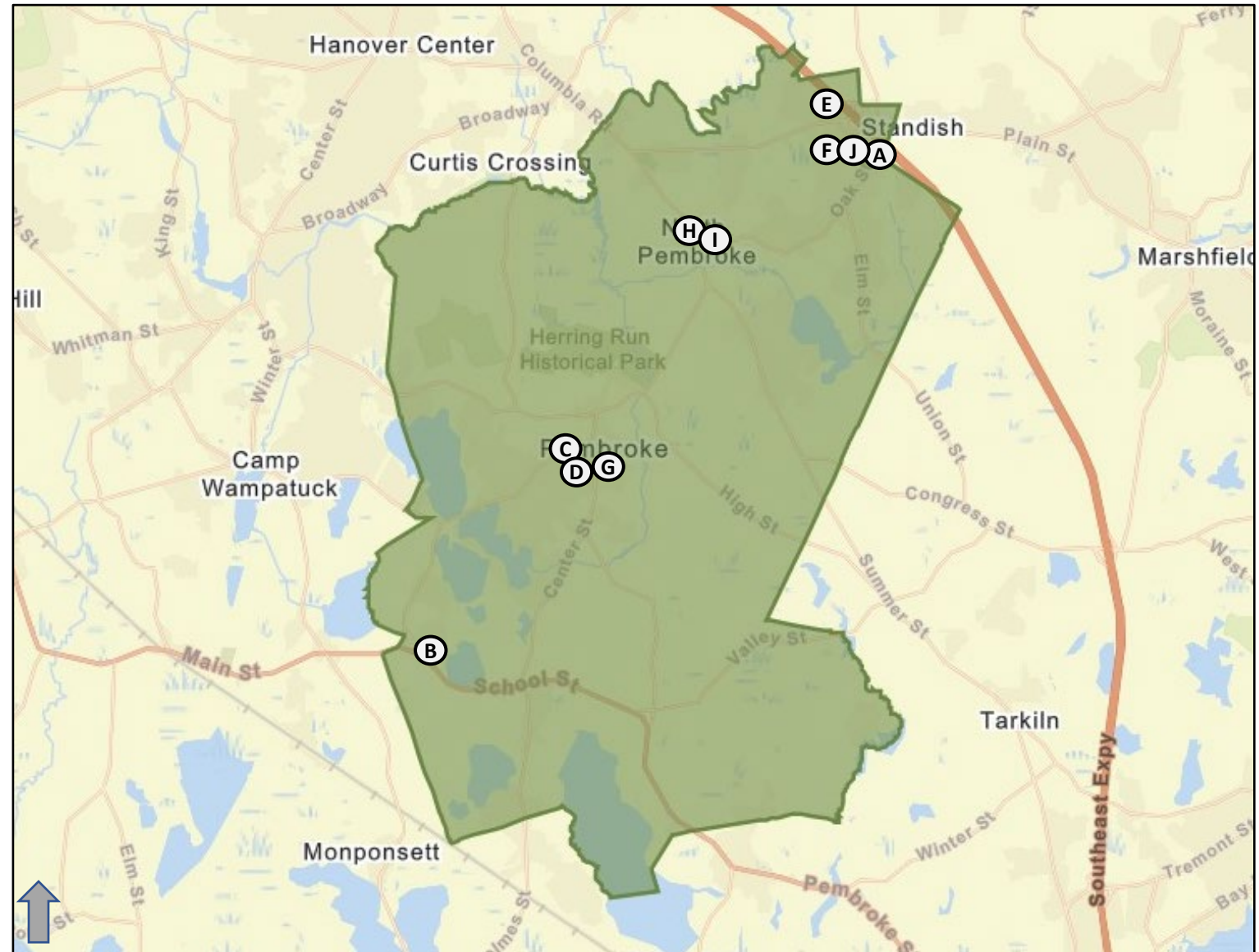


4. Baseline Conditions Analyses – Land Use

Recent Development (2010-2022)

- Pembroke's commercial inventory (including office, retail, and flex spaces) has grown by approximately 4% from 2010 (2,388,121 SF) to 2022 (2,472,207 SF).
- Recent development in the Town includes the following properties:

Key	Description	Address	Year Built	SF
A	Flex	275 Oak St	2016	10,000
B	Flex	35 School St	2012	1,242
C	Retail	24 Mattakeesett St	2013	40,414
D	Retail	14-28 Mattakeesett St	2013	34,906
E	Retail	156 Church St	2015	5,505
F	Office	15 Corporate Park Dr	2019	30,000
G	Office	220 Center St	2018	2,444
H	Industrial	246 Washington St (Phase 1 – 3 Buildings)	2013	22,275
I	Industrial	246 Washington St (Phase 2 – 3 Buildings)	2017	18,783
J	Industrial	280 Oak St	2019	12,000



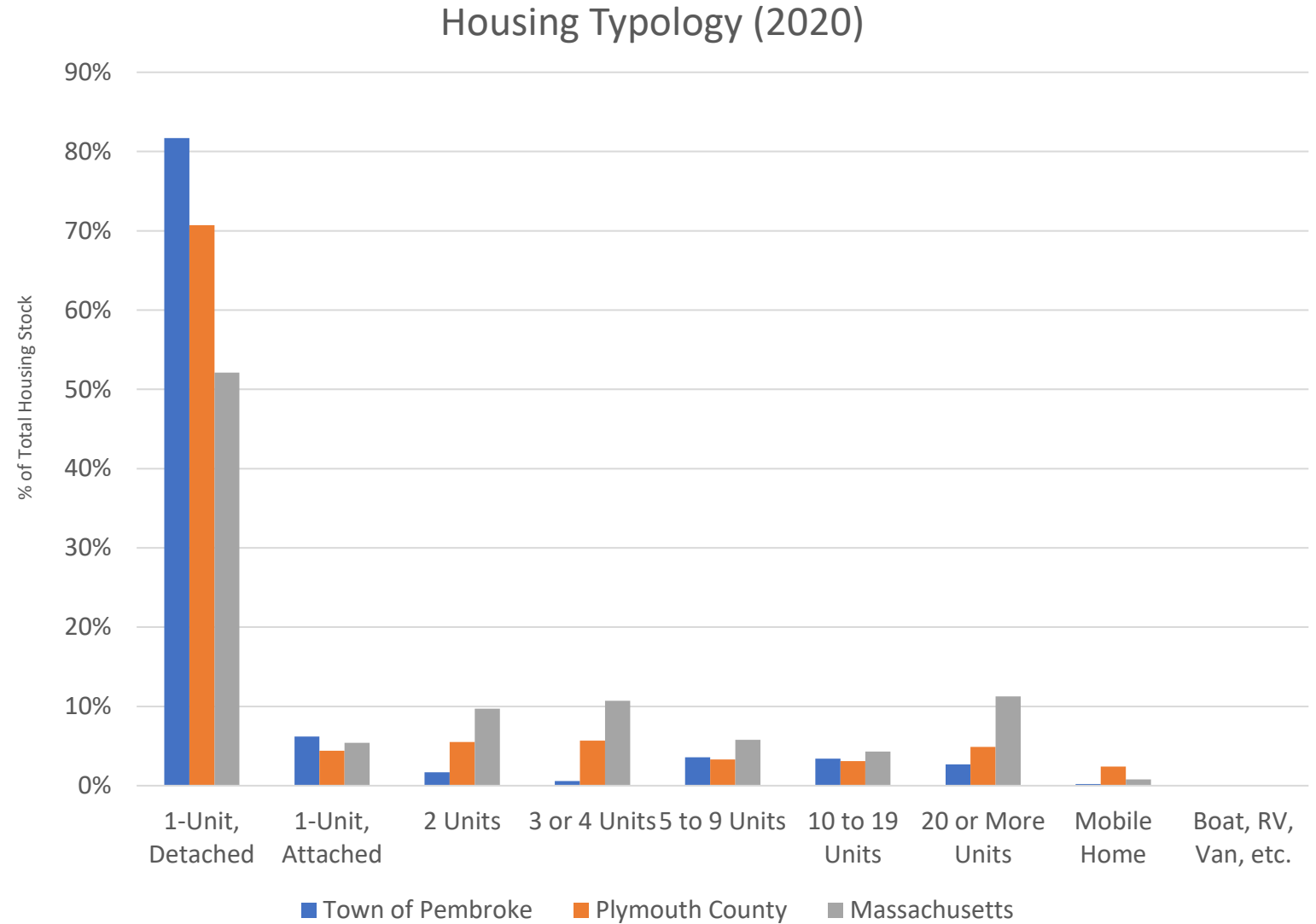
Source: CoStar 2022

Housing

4. Baseline Conditions Analyses – Housing

Housing Typology (2020)

- **The Town's housing stock consists largely of single-unit, detached homes.**
- According to the Town's 2018 Housing Production Plan, between 2000 and 2015, Pembroke issued permits for 1050 housing units. Of these 810 units (77%) were for single-family homes, while 240 (23%) were for multi-family units.

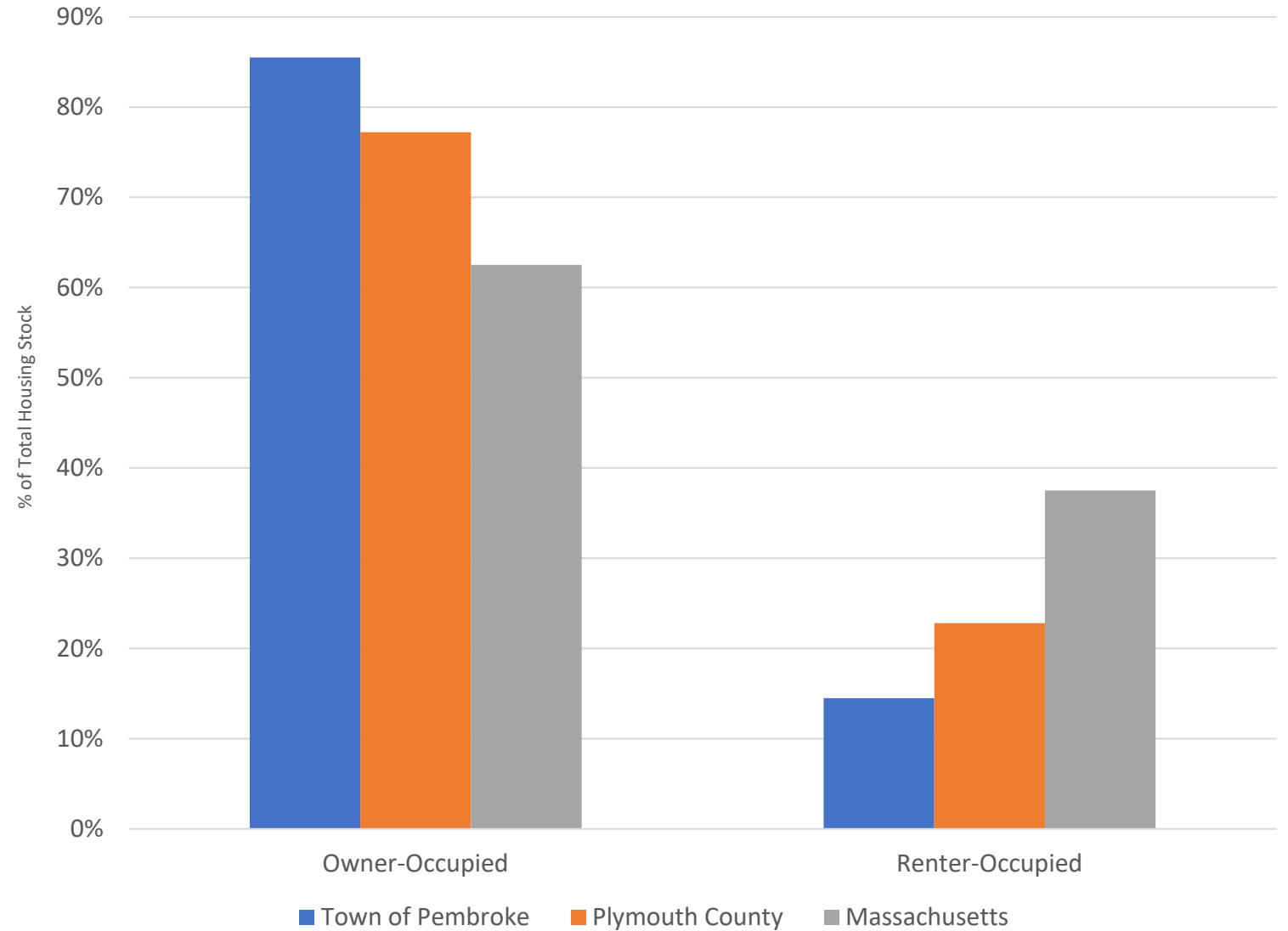


Source: U.S. Census, 2020 American Community Survey, 5-Year Estimates (DP04)

4. Baseline Conditions Analyses – Housing

Housing Tenure

- **Most Pembroke residents own their own home**, as 85.5% of housing units are owner-occupied.
- According the Town's 2018 Housing Production Plan, home ownership is more common in Pembroke for every age group; except for those under age 34 and over age 75 years and over, who prefer renting.

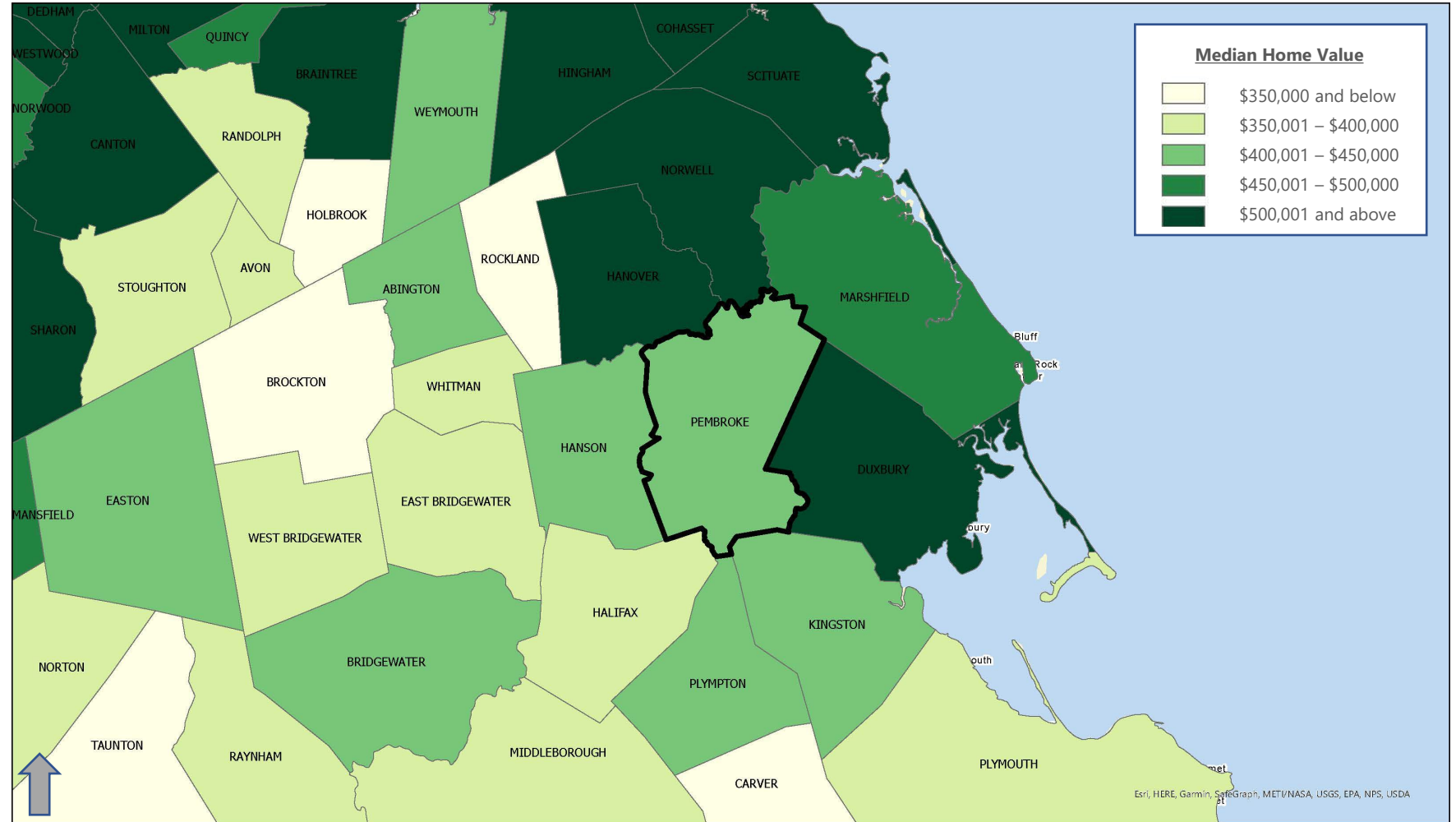


Source: U.S. Census, 2020 American Community Survey, 5-Year Estimates (DP04)

4. Baseline Conditions Analyses – Housing

Median Home Value (2021)

- In 2021, Pembroke was part of a cluster of towns along the east coast of Plymouth County with higher median home values (ranging from \$400,001 - \$500,001 and above).



Source: U.S. Census, 2021 American Community Survey, 5-Year Estimates

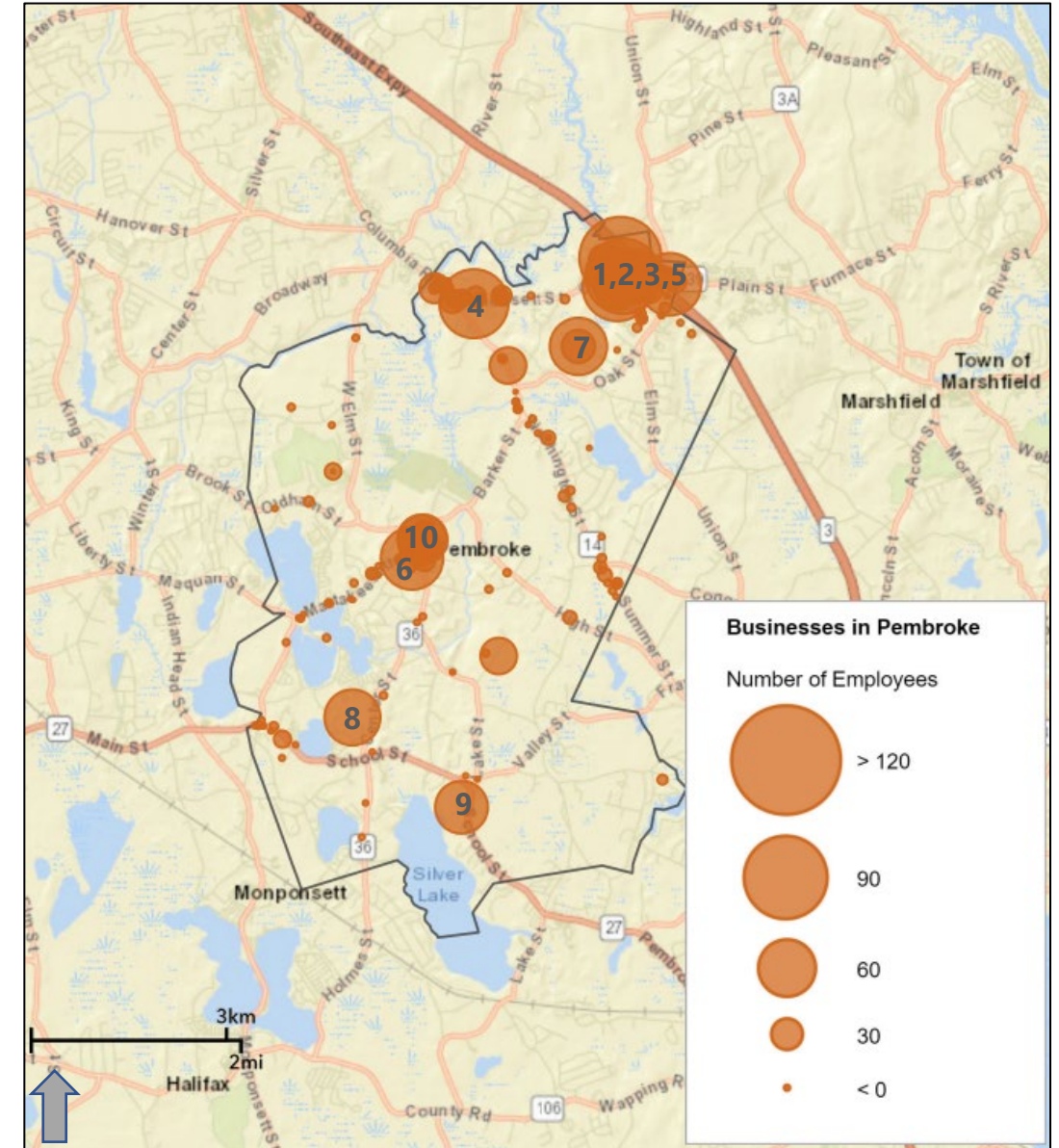
Economic Development

4. Baseline Conditions Analyses – Economic Development

Employment

- In 2022, the Pembroke had an estimated **796 businesses**.
- In 2022, the Pembroke had an estimated **6,980 employees**.
 - The 3 largest employers are Lowe’s, Kohl’s, and Stop & Shop. 4 out of 5 of the largest employers are located along Route 3.

Largest Businesses in Pembroke		Address	Number of Employees
1	Lowe’s Home Improvement	108 Old Church Street	120
2	Kohl’s	139 Church Street	110
3	Stop & Shop Supermarket	24 Mattakesett Street	101
4	Home Instead	31 Schoosett Street Suite 504	100
5	Christmas Tree Shops	296 Old Oak Street	90
6	Stop & Shop Supermarket	125 Church Street	90
7	North Pembroke Elementary School	72 Pilgrim Road	82
8	Bryantville Elementary School	29 Gurney Drive	80
9	Pembroke Community Middle School	559 School Street	75
10	Re/max Spectrum	115 Center Street	70



Source: Esri and Data Axle, MassGIS

Historic and Cultural Resources

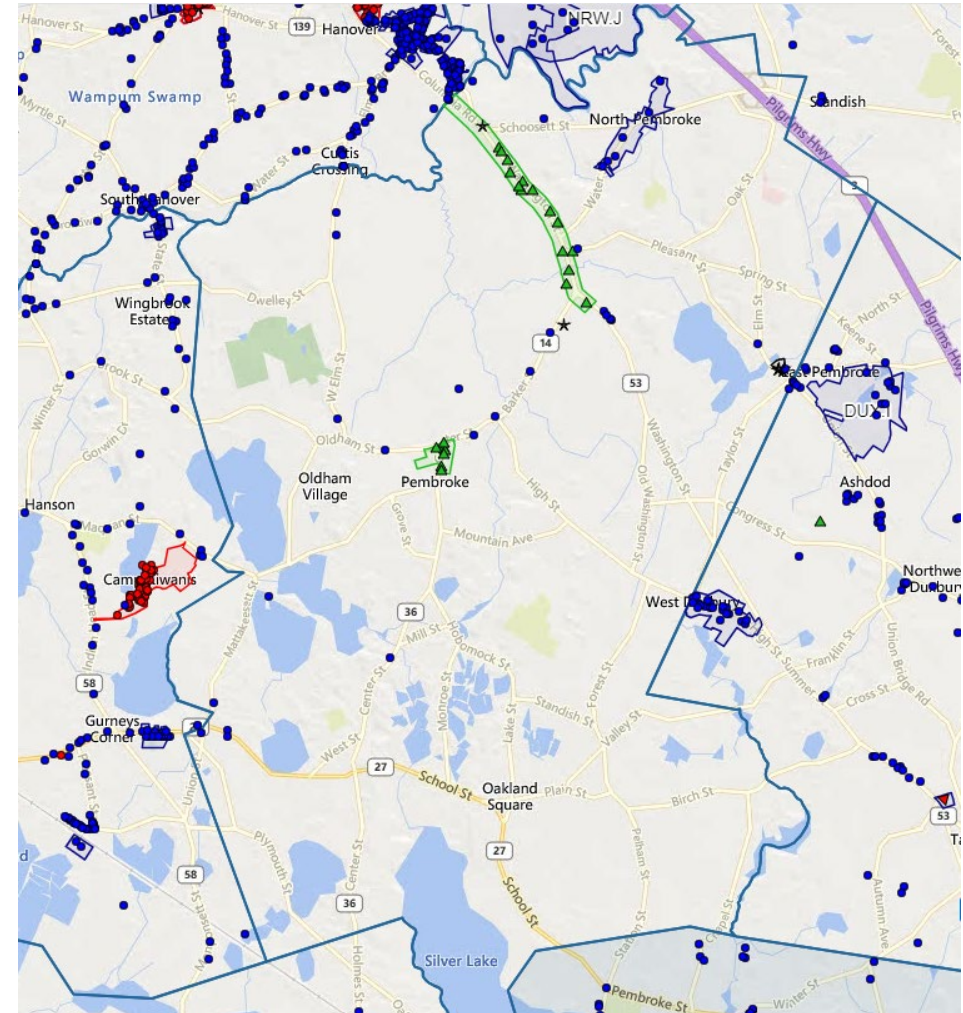
4. Baseline Conditions Analyses – Historic and Cultural Resources

Historic and Cultural Resources

By the numbers: Pembroke's historic resources (districts, buildings, structures, objects, sites) inventoried in the Massachusetts Cultural Resources Information System (MACRIS)

- **4 historic districts/areas**
 - Have significance as a set of individual resources
 - Composed of **34** individual resources total, **6** are noted as demolished since the inventory (there may be more)
- **28** individually inventoried resources (not included in a district/area)
- **5** resources have been officially designated as historically significant through listing in the National/State Registers of Historic Places:
 - Bryantville United Methodist Church (State Register)
 - Pembroke Friends Meetinghouse (National/State Registers)
 - Pembroke Center Historic District (Local Historic District)
 - North Pembroke Historic District (Local Historic District)
 - Recompense Magoun House (State Register)

- NR
- ▲ Local HD
- Inventoried Resource (no designation)



Source: MACRIS, maps.mhc-macris.net

Open Space and Recreation

4. Baseline Conditions Analyses – Open Space and Recreation

Open Space and Recreation Plan (2022)

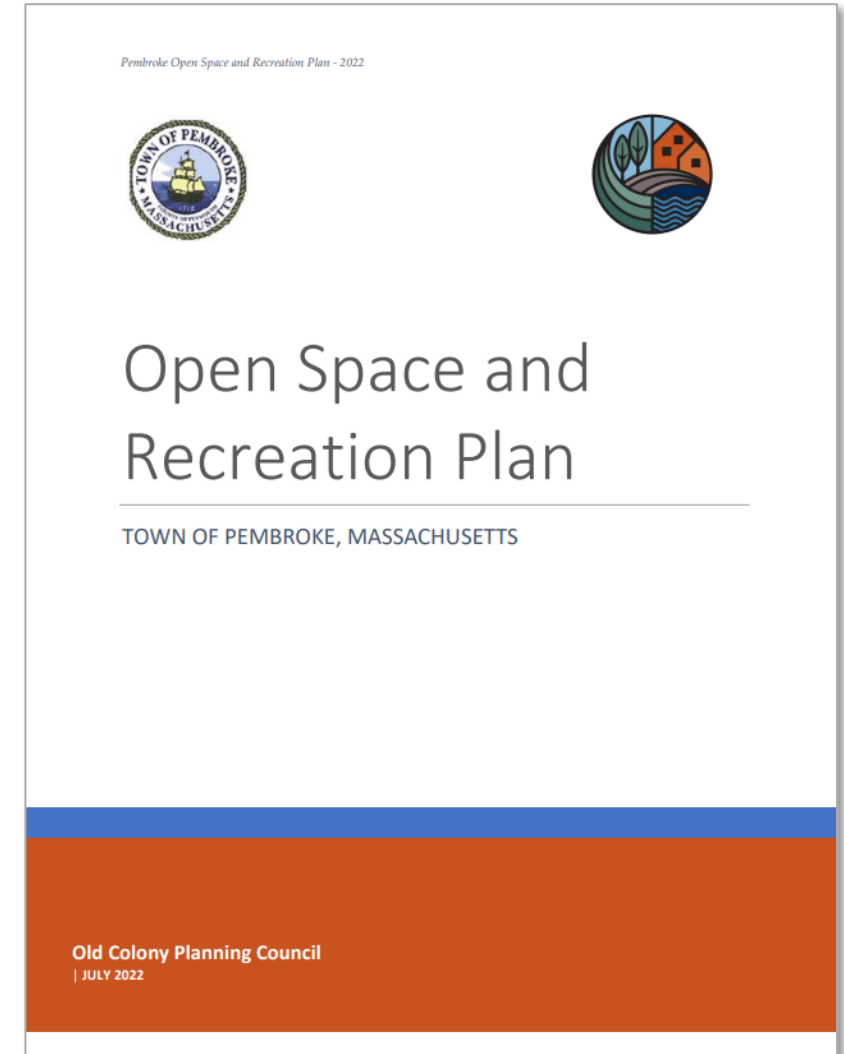
Published by Old Colony Planning Council, July 2022

CHALLENGES

- Community engagement: stewardship and volunteerism
- Funding
- Habitat loss and fragmentation
- Water quality and stormwater management
- Climate change
- Hazardous waste and brownfields
- New development
- Environmental equity

GOALS

- Water resources are clean and sustainably managed.
- Future development protects environmental, historic, and cultural resources.
- An interconnected network of forest, riparian, and wildlife habitats enhance Pembroke's ecological integrity and sustain a resilient landscape.
- The citizens of Pembroke enjoy better access and increased recreational use of town open space.
- Pembroke's extensive open space and recreation lands is more efficiently managed with an accessible database.



4. Baseline Conditions Analyses – Open Space and Recreation

Open Space

- According to the Town's 2018 HPP, Pembroke has 1,650 acres of permanently protected open space and 830.4 acres of other open space.



LEGEND

 Existing Open Space

Public Facilities and Services

4. Baseline Conditions Analyses – Public Facilities and Services

Public Facilities

Public Facilities in Pembroke include the following:

Municipal Buildings

- Town Hall
- DPW Garage
- Police Department
- Fire Department

Libraries

- Pembroke Public Library
- Lydia Drake Library

Schools

- Bryantville Elementary School
- Hobomock Elementary School
- North Pembroke Elementary School
- Pembroke Community Middle School
- Pembroke High School

Recreation

- Marcus B Ford Park-Playground
- Mattakeesett Street Ball Complex



Pembroke Public Library

Transportation and Mobility

4. Baseline Conditions Analyses – Transportation and Mobility

Transportation and Mobility

Transportation options in Pembroke include the following:

Roadways

- Local two-way roads with motor vehicle lanes
- Major Highways: Route 3, exit 27 serves Town
- State roadways: Routes 14, 27, 36, 53, 139

Active Transportation

- Sidewalks are limited throughout Town with 35% coverage; typically on one side
 - 23 miles on one side, 6 miles on both sides (MassDOT, 2018)
- Lack of shared-use paths and bike lanes

Transit

- GATRA Services
 - GATRA Go “Explore”: on-demand micro-transit weekday service
 - GATRA Dial-A-Ride: ADA & Senior Transportation curb-to-curb service
- MBTA commuter rail stations nearby: Hanson and Whitman



Route 14 (Center Street), facing south



Dial-A-Ride at Pembroke Council on Aging



Route 14 (Center Street) at Curve Street, facing north

Energy and Climate

4. Baseline Conditions Analyses – Energy and Climate

Hydrology & Wetlands

- **Pembroke has a considerable amount of land that is constrained environmentally**, as approximately 5,744 acres of the Town is located within wetlands.
- According to the Town's 2018 HPP, Pembroke has approximately 521 acres of developable residential land, but is constrained by the Town's many wetlands and floodplains.



LEGEND

 DEP Wetlands


4. Baseline Conditions Analyses – Energy and Climate

Floodplains (100-Year)

- According to the Town's 2018 HPP, 2,705 acres of Town land are located within a 100-year floodplain and 237 acres are located within the 500-year floodplain.



LEGEND

 100-Year Floodplain

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Participant Poll: Issues and Opportunities

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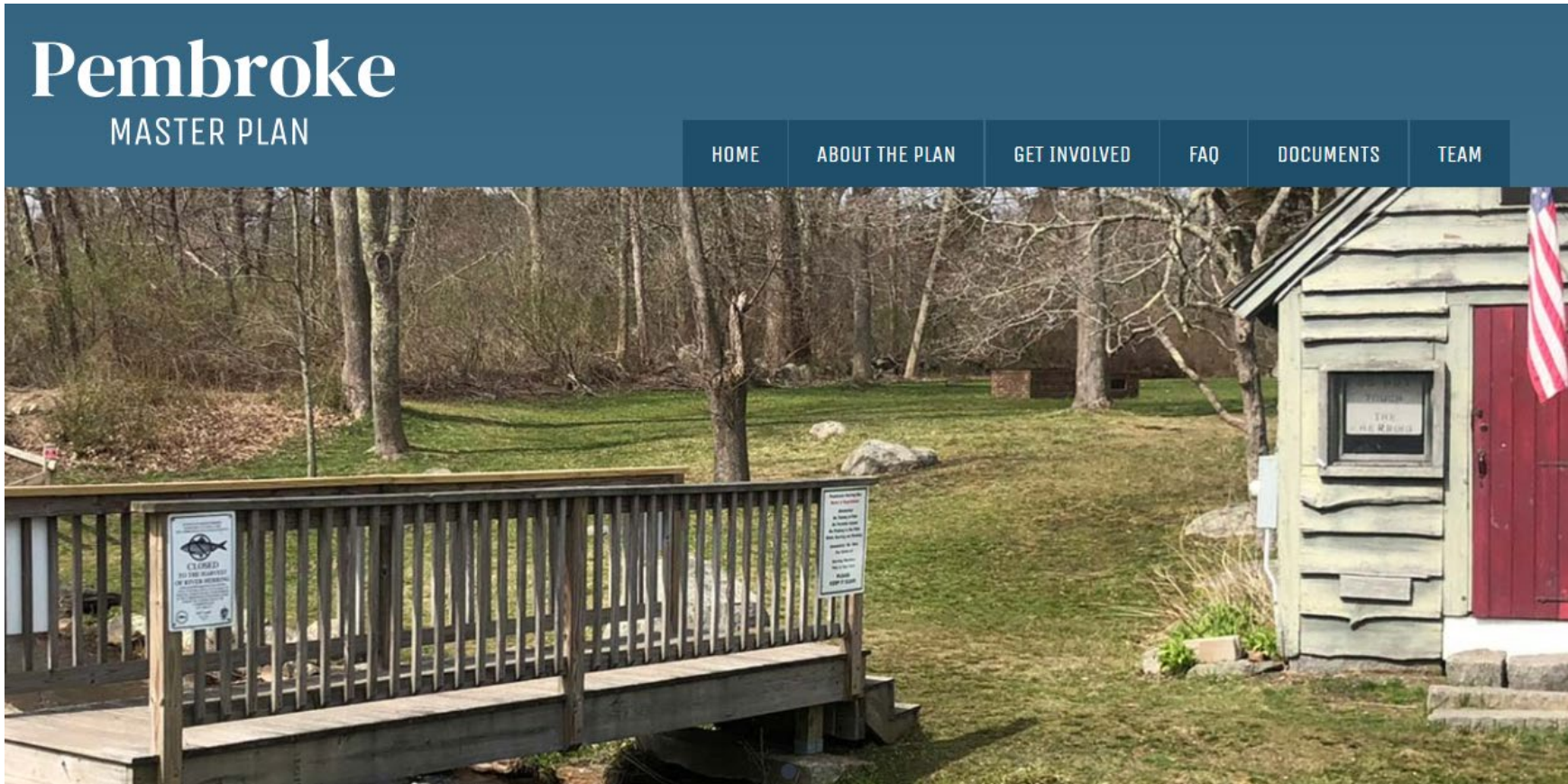
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Public Workshop

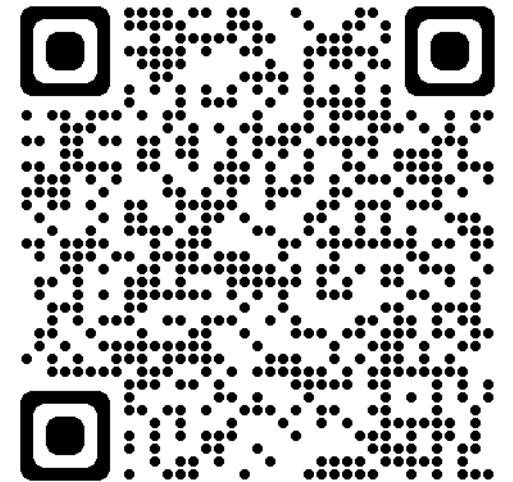
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Next Steps

Master Plan Website



www.pembrokemasterplan.com



Community Survey #1 – Submit Your Responses!

Pembroke Master Plan Public Survey

The Town of Pembroke has embarked on an approximately one year long planning process to prepare a Master Plan (the "Plan") to guide actions and decisions through the next 10-15 years. A Master Plan is a comprehensive, non-statutory, and long-term planning document that provides vision, direction and a defined achievable future for the Town by establishing specific goals and strategies for land use; housing; economic development; natural, cultural, and historic resources; open space and recreation; public facilities and services; and transportation and mobility.

The Town is planning for a public engagement process where residents, business owners, and other local stakeholders will help shape the Plan. Please take a moment to answer the following questions based on the current conditions of, and your desired future for, the Town of Pembroke. Your participation is an important part of the planning process and is greatly appreciated!

<https://arcg.is/1vney40>



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Adjourn

Thank You!

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