

# FRANKLIN MASTER PLAN

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FUTURE**

Master Plan Committee Meeting and Public Presentation — February 14, 2024



# Master Plan Committee Charge

Per Town of Franklin Resolution 23-07, The Town Council has established the Master Plan Update Committee to update the 2013 town-wide Master Plan.

The Committee will be charged to:

- Review the current Master Plan and existing planning documents, data and achievements;
- Identify the key issues facing the community in the next ten years;
- Assist in the identification of existing conditions and conduct trends analysis;
- Recommend goals and objectives related to Franklin's future;
- Develop a clear action plan for the Town of Franklin; and
- Make a final report to the Planning Board within 18 months from the date of ratification of the Committee members.

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**BETA**  
ENGINEERING SUCCESS TOGETHER

  
**BARRETT**  
PLANNING GROUP LLC

# MEETING AGENDA:

- ☐ Overall Schedule of Master Plan
- ☐ Plan Progress to Date
- ☐ Key Issues & Opportunities
- ☐ Subcommittee Overviews
- ☐ Q&A



# MASTER PLAN PROCESS OVERVIEW

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**Where are  
we now?**

Inventory &  
Assessment Report  
Community Survey

**Where do we  
want to be in  
10+ years?**

Issues &  
Opportunities  
Goals  
Vision Statement

**How do we  
get there?**

Implementation  
Plan:  
Goals, Policies,  
Actions

# Project Schedule – Quarterly *(Working Draft)*

\*Tasks completed are in *italics*

	June 2023	Sept. 2023	Dec. 2023	Feb. 2024	May 2024	Aug. 2024
BETA & Barrett	<b>Mobilization</b> <ul style="list-style-type: none"> <li>• <i>Getting to know the Town</i></li> <li>• <i>Town Tour</i></li> <li>• <i>MPC Kickoff meeting</i></li> <li>• <i>Review existing plans &amp; studies</i></li> </ul>	<b>Inventory, Assessment, Diagnostics</b> <ul style="list-style-type: none"> <li>• <i>Interviews</i></li> <li>• <i>Themes</i></li> <li>• <i>Missing information</i></li> <li>• <i>Data analysis</i></li> <li>• <i>Stakeholder meetings</i></li> <li>• <i>Inventory &amp; assessment reports</i></li> </ul>	<b>Focusing</b> <ul style="list-style-type: none"> <li>• <i>Key issues draft report</i></li> <li>• <i>Revise inventory &amp; assessment reports (1 revision)</i></li> </ul>	<b>Goals, Draft Actions</b> <ul style="list-style-type: none"> <li>• <i>Review, update Master Plan Goals, Purposes, Actions</i></li> <li>• <i>Possibilities, limitations:</i> <ul style="list-style-type: none"> <li>○ <i>Master Plan elements</i></li> </ul> </li> <li>• <i>Draft Vision Plan Update</i></li> <li>• <i>Draft Implementation Program</i></li> </ul>	<b>Draft Master Plan</b> <ul style="list-style-type: none"> <li>• <i>Public presentation</i></li> <li>• <i>Revise draft implementation plan (1 revision)</i></li> </ul>	<b>Master Plan</b> <ul style="list-style-type: none"> <li>• <i>Submission of final Master Plan</i></li> </ul>
Town & MPC	<ul style="list-style-type: none"> <li>• <i>Develop Community Engagement Plan</i></li> <li>• <i>Assist in Scheduling Interviews</i></li> <li>• <i>MPC meetings</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Informal &amp; formal community engagement</i></li> <li>• <i>Review &amp; provide comment on Inventory &amp; Assessment Report</i></li> <li>• <i>MPC meetings</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>MPC: meetings &amp; working sessions</i></li> <li>• <i>Review, update Master Plan Goals, Purposes, Actions</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Review &amp; provide comment on Key Issues Report</i></li> <li>• <i>MPC meetings</i></li> <li>• <i>Public Outreach Meetings (2/14/24 &amp; 3/23/24)</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Draft Implementation Plan</i></li> <li>• <i>Kickoff Spring/Summer 2024 engagement process</i></li> <li>• <i>MPC conversations with the community</i></li> <li>• <i>MPC meetings</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Planning Board public hearing to adopt Master Plan (anticipated Sept. 2024)</i></li> </ul>

# Project Schedule – Monthly *(Working Draft)*

\*Tasks completed are in *italics*

	Jan. 2024	Feb. 2024	Mar. 2024	April 2024	May 2024	June 2024
BETA & Barrett	<b><i>Inventory, Assessment, Diagnostics</i></b> <ul style="list-style-type: none"> <li><i>Inventory &amp; Assessment report</i></li> <li><i>MPC meeting</i></li> </ul>	<b>Focusing</b> <ul style="list-style-type: none"> <li>Public presentation 2/14 on project overview thus far</li> <li>Key Issues draft report</li> <li>Review, update Master Plan Goals, Purposes, Actions</li> </ul>	<b>Focusing</b> <ul style="list-style-type: none"> <li>Key Issues draft Report (1 revision)</li> <li>Review, update Master Plan Goals, Purposes, Actions</li> <li>MPC Meeting</li> <li>Public Outreach Meeting (3/23)</li> </ul>	<b>Goals, Draft Actions</b> <ul style="list-style-type: none"> <li>Review, update Master Plan Goals, Purposes, Actions</li> <li>MPC Meeting</li> </ul>	<b>Goals, Draft Actions</b> <ul style="list-style-type: none"> <li>Draft Vision Plan Update</li> <li>Draft Implementation Program</li> </ul>	<b>Master Plan</b> <ul style="list-style-type: none"> <li>Draft Compiled Master Plan report</li> <li>Implementation Plan (1 revision)</li> </ul>
Town & MPC	<ul style="list-style-type: none"> <li><i>Review &amp; provide comment on Inventory &amp; Assessment Report</i></li> <li><i>MPC: meetings &amp; working sessions</i></li> <li><i>Review, update Master Plan Goals, Purposes, Actions</i></li> </ul>	<ul style="list-style-type: none"> <li>MPC: meetings &amp; public presentation on 2/14</li> <li>Summarize community survey</li> <li>Promote 3/23 Public Outreach Mtg.</li> <li>Review draft Key Issues report and provide comments</li> </ul>	<ul style="list-style-type: none"> <li>MPC: meetings &amp; working sessions</li> <li>Review, update Master Plan Goals, Purposes, Actions</li> <li>Host and facilitate public presentation on Master Plan components thus far &amp; collect &amp; process community feedback</li> </ul>	<ul style="list-style-type: none"> <li>MPC: meetings</li> <li>Revise Master Plan Goals and Purposes</li> <li>Draft Actions for Implementation Program</li> </ul>	<b>Goals, Draft Actions</b> <ul style="list-style-type: none"> <li>Work with Town Staff and working groups to create Actions for Implementation Program</li> <li>Public Meeting on Draft Goals and Purposes</li> </ul>	<b>Goals, Draft Actions</b> <ul style="list-style-type: none"> <li>Work with Town Staff and working groups to create Actions for Implementation Program</li> </ul>

# PLAN PROGRESS TO DATE



- ☐ Master Plan Committee Meetings
- ☐ Tabling Events
- ☐ Bike Tour
- ☐ Master Plan Subcommittee Meetings
- ☐ Community Survey
- ☐ Inventory & Assessment Report

# KEY ISSUES & OPPORTUNITIES



- ☐ Stakeholder interviews
- ☐ Information from existing conditions report
- ☐ Subcommittee meeting minutes
- ☐ Community Survey



# ISSUES AND OPPORTUNITIES OVERVIEW



- ☐ Economic development
- ☐ Housing
- ☐ Land use
- ☐ Natural, Cultural, and Historic Resources
- ☐ Open Space and Recreation
- ☐ Community Facilities and Services
- ☐ Traffic and Circulation
- ☐ Sustainability

# ECONOMIC DEVELOPMENT

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## Issues/Opportunities:

- Downtown Franklin
- Labor Force/Employment Base Mismatch
- Redevelopment
- Capacity

# HOUSING

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## Issues/Opportunities:

- Intermediate housing
- Mix of housing alternatives
- Zoning
- Affordable housing
- Public education

# LAND USE

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## Issues/Opportunities:

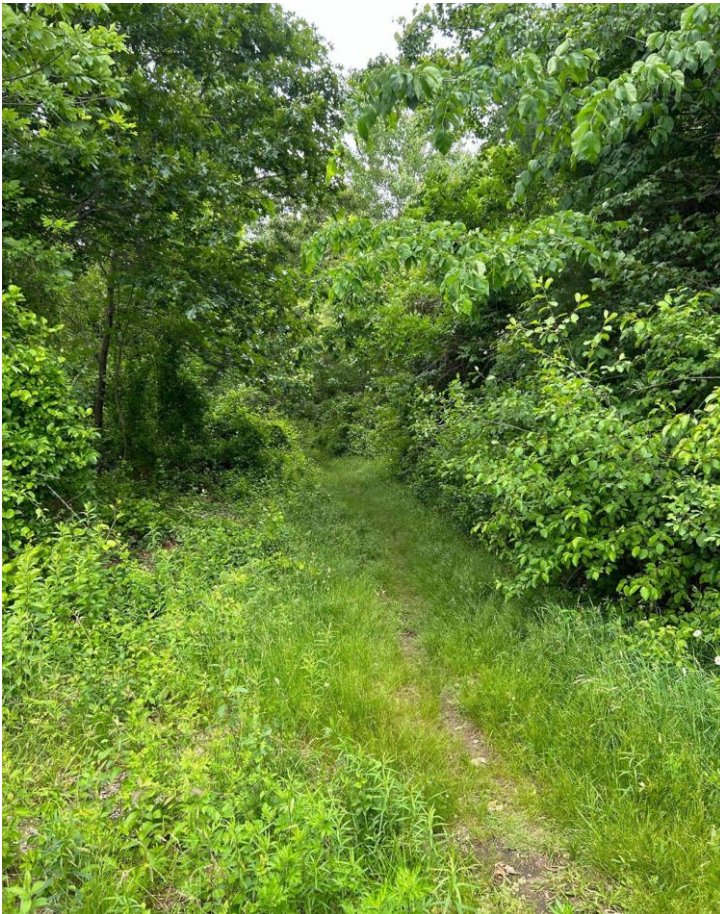
- Zoning
- Establishing a local historic overlay district
- Downtown Franklin
- Balancing growth and retaining small-town character





# NATURAL, CULTURAL, & HISTORIC RESOURCES

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## Issues/Opportunities:

- Quantity and quality of water supply
- Invasive species management
- Accessibility to resource areas/sites
- Indigenous history
- Wildlife

# OPEN SPACE & RECREATION

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## Issues/Opportunities:

- Balance of Preservation and Development
- OSR Accessibility and Management
- Public Outreach & Engagement
- Future Planning
- Local Practices & Policies



# CIRCULATION (TRANSPORTATION)

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## Issues:

- Pursue solutions and countermeasures to address safety at high crash locations
- Traffic and congestion during peak hours on Route 140 and near schools

## Opportunities:

- Identify areas for new sidewalks, trails, and paths
- Expansion of regional bus service for seniors
- Seek infrastructure improvement grant funding

# COMMUNITY FACILITIES & SERVICES

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## Issues:

- High number of paramedic trips to out-of-town hospitals reduces local level-of-service
- Staffing increases in Town Hall
- Mental health training and resources for paramedics

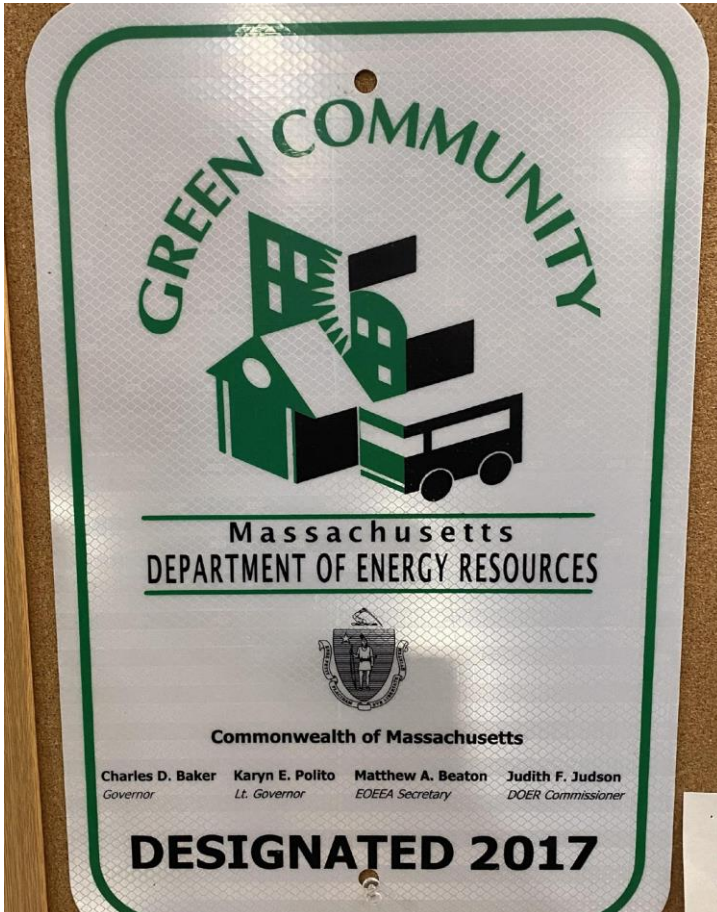
## Opportunities:

- Continue the planning process for a new police station & the reuse of Davis Thayer School
- Continue funding for sustainable technology
- Collaboration within school district, across individual schools



# SUSTAINABILITY

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## Issues:

- Public education for water issues and climate change
- Develop wind energy regulations
- Maintenance and monitoring of septic systems

## Opportunities:

- Funding for sustainable programming & infrastructure development
- Additional stormwater management practices
- Work with local farmers
- Incorporate permaculture techniques

# MASTER PLAN SUBCOMMITTEES



- ☐ Housing & Economic Development
- ☐ Community Services, Facilities, and Circulation
- ☐ Open Space & Recreation, Natural, Cultural & Historic Resources
- ☐ Land Use
- ☐ Sustainability

# HOUSING & ECONOMIC DEVELOPMENT SUBCOMMITTEE



## Overarching goal:

- Support housing practices and provide for all affordability options, giving Franklin's residents the opportunity to maintain a decent standard of living
- Adopt strategies for business and workforce retention and attraction to diversify Franklin's economic foundation, and increase its property tax yields

## Members:

- Kenneth Elmore (Chair)
- Cobi Frongillo
- Rick Power



# HOUSING & ECONOMIC DEVELOPMENT SUBCOMMITTEE



## Key Questions:

1. How does Franklin thrive in a changed landscape for living space, work, and business?
2. Has remote work created an impact on housing and business in Franklin (i.e., housing costs, commuting time)?
3. Can Franklin leverage an emerging innovation economy (i.e., life sciences and associated services)?

# COMMUNITY SERVICES, FACILITIES & CIRCULATION SUBCOMMITTEE

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## Overarching goal:

Recommend adoption of policies and practices to enhance and maintain services and facilities to support residents and businesses in their everyday needs, and to enhance and maintain a transportation system that improves how residents and visitors interact with their community.

## Members:

- Cobi Frongillo (Chair)
- Kenn Elmore
- Erin Gallagher
- Ginelle Lang





# COMMUNITY FACILITIES & SERVICES

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## Key Questions:

1. How should Franklin's service offerings expand or evolve given changes in both technological capabilities and community needs?
2. How do we improve *long-term* planning, including financial, to the maintenance and usage of Franklin's facilities? What are the short, medium, and long-term needs?

# CIRCULATION (TRANSPORTATION)

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## Key Questions:

1. How do we improve the way people move around Franklin?
2. How does movement support the community's prosperity and livability?

# OPEN SPACE & RECREATION, NATURAL, CULTURAL & HISTORIC RESOURCES SUBCOMMITTEE



## Overarching Goals:

Recommend adoption of policies and practices to maintain and preserve the future health of Franklin's environment and natural resources, to enhance accessibility for all within open spaces and cultural and historic resources, and to enhance public information on open spaces, recreation, cultural and historical resources.

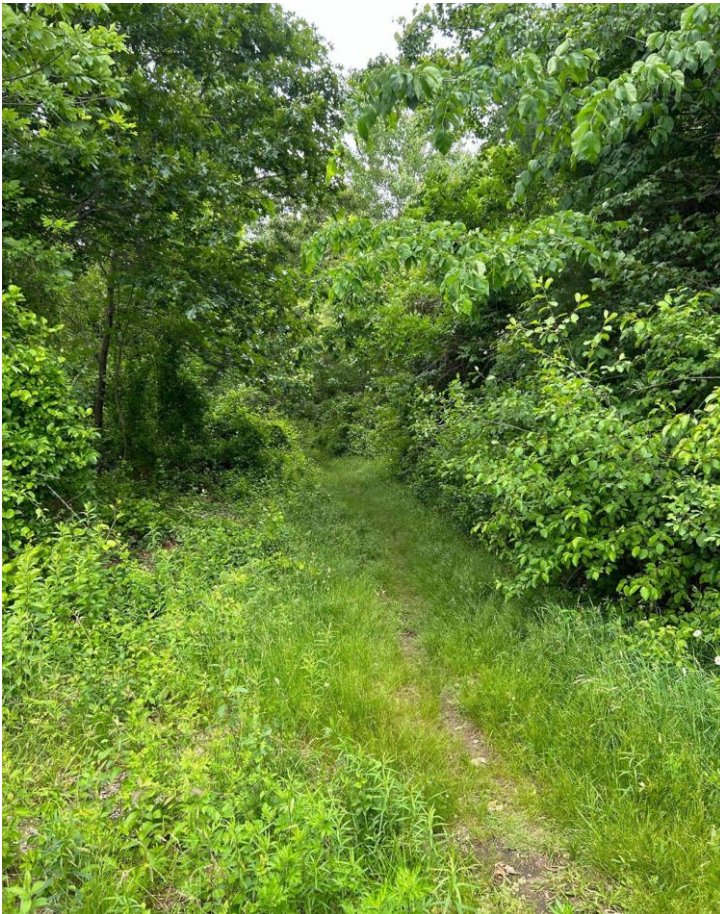
## Members:

- Meg Hagen (Chair)
- Glenn Jones
- Melanie Hamblen
- Rick Power



# NATURAL, CULTURAL & HISTORIC RESOURCES

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## Key Questions:

1. Now that we have the Community Preservation Act, what historical and natural preservation projects should we prioritize?
2. How can the Town of Franklin best reach the community for public outreach and education around Open Spaces and Natural, Cultural, and Historic Resources?

# OPEN SPACE & RECREATION

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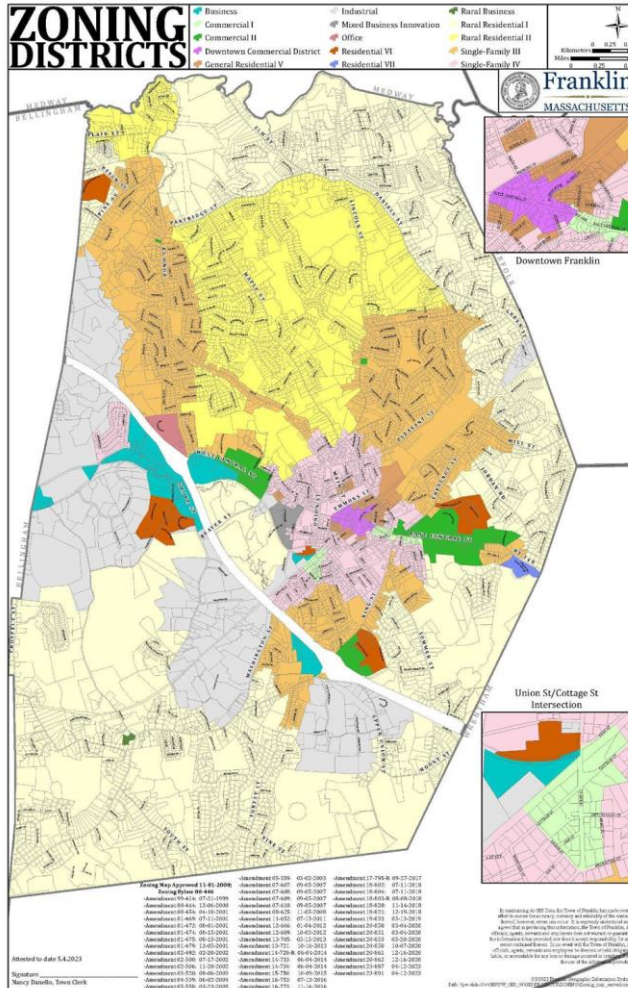
## Key Questions:

1. Which Open Spaces should we prioritize when looking at improving accessibility?
2. How should we preserve open spaces and improve on long term native habitat restoration?
3. Considering the additional 200 acres of newly purchased open space acquired through Community Preservation Act funds, how should we prioritize adding amenities to town-owned recreation and open spaces?



# LAND USE & ZONING SUBCOMMITTEE

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## Overarching goal:

Development and adoption of policies and practices to fulfill the Land Use and Zoning related goals of the people of Franklin.

## Members:

- Ginelle Lang (Chair)
- Gino Carlucci
- Erin Gallagher
- Joe Halligan
- Bruce Hunchard
- Jennifer Williams

# LAND USE & ZONING SUBCOMMITTEE



## Key Questions:

1. How might we encourage responsible development that enhances the character of Franklin while activating underused areas?
2. What areas in Franklin could benefit most from reimagining their current land use, and how might these adjustments positively impact the people of Franklin?

# SUSTAINABILITY SUBCOMMITTEE

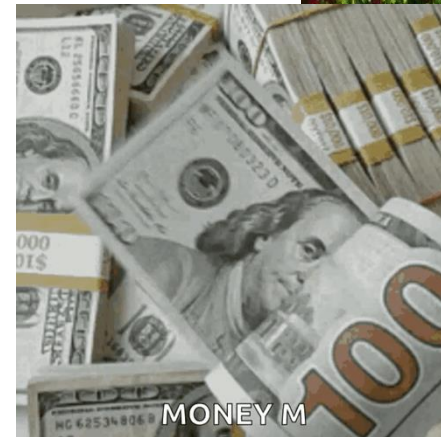
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## Overarching goal:

Recommend adoption of policies and practices to ensure long-term environmental, economic, and fiscal sustainability

## Members:

- Gino Carlucci
- Melanie Hamblen
- Eric Steltzer

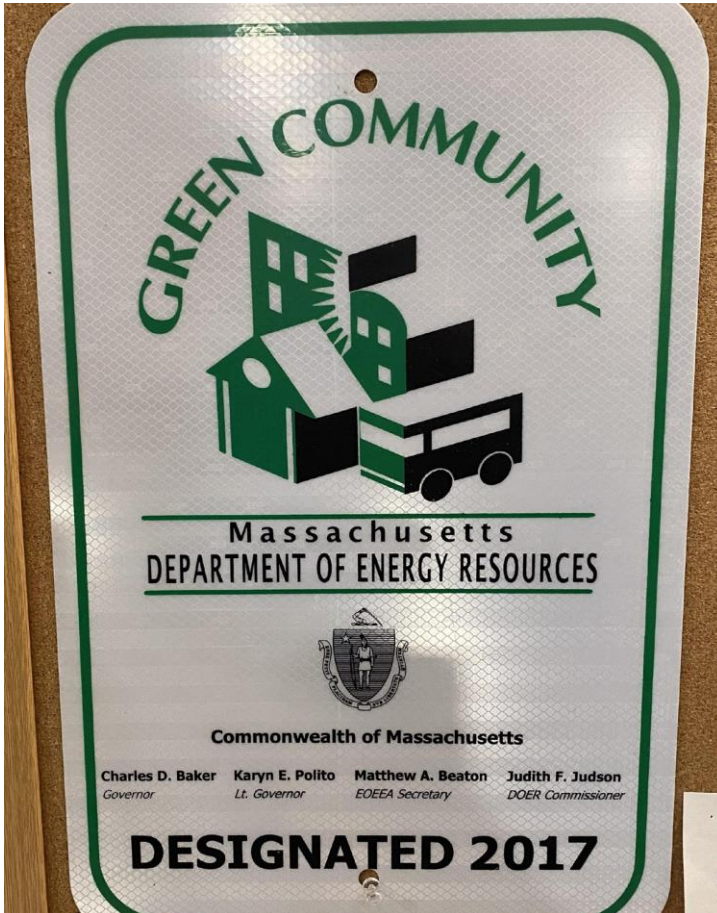


# SUSTAINABILITY

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## Key Questions:

1. How best to reduce greenhouse gas emissions for Town and residents?
2. How should Franklin align with State net zero goal by 2050?
3. Can we improve environmental and economic resiliency as we achieve climate change goals?





# Questions?

