

Imagine Sharon October 25, 2018 Public Meeting #2

7:00 – 9:00 PM Sharon Community Center, 219 Massapoag Avenue

Summary

The meeting was opened by Pasqualino Pannone, co-chair of the Sharon Master Plan Steering Committee (MPSC). He introduced Shannon McLaughlin, co-chair of the MPSC, and the other MPSC members and turned the meeting over to CivicMoxie, the MPSC's planning consultant team.

Susan Silberberg from CivicMoxie, the planning consultant selected to assist the MSPC and Planning Board, introduced team members from CivicMoxie and Susan Price, DPW planner, and reviewed the purpose of the Master Plan being the opportunity to bring together the existing studies and work for different aspects of the town and creating a comprehensive vision for the town's future.

Silberberg provided highlights of existing conditions from the CivicMoxie team by the categories required by the state for comprehensive plans. She briefly covered the following categories: General Demographics, Cultural + Historic Resources, Economic Vitality, Housing, Land Use + Zoning, Transportation/ Mobility, Open Space + Natural Resources, Public Facilities + Infrastructure, and Environmental Sustainability. Silberberg emphasized that the vision, goals, and recommendations for the master plan will have more crossover and be less category-specific. (See the Imagine Sharon public meeting #2 presentation, available for download at https://www.townofsharon.net/planning-board/master-plan-steering-committee.)

The Fall Survey wrapped up on Monday, October 22nd, and Silberberg shared a summary of the results. There were over 840 responses to the Fall Survey with approximately 97% respondents being residents. (The full results from the Imagine Sharon Fall Survey can be downloaded from the Town's MPSC webpage.) Three of the survey questions were specifically open-ended to solicit descriptive words and responses:

Question 1) Please tell us three (3) words that you think best describe your Town of Sharon. The most common words entered:





Question 27) What would you miss most here in Sharon if it was lost? Please give us one word. The most common themes or places entered:



Question 30) This Imagine Sharon Plan will include a community Vision Statement to guide the town's future. What three (3) words should be included? The most common words provided:



Brief Questions + Answers following the presentation:

- Q What was the percentage of Sharon residents who took the survey?
- A The 840 responses out of approximately 18,100 people is approximately 5% (including all ages). This is a respectable response rate, but it also reinforces the importance of trying to reach out to people in Sharon who generally don't or cannot attend evening meetings. The Committee and CivicMoxie have made available simple DIY Meeting kits that anyone can do with their family, friends, and neighbors at their convenience. (PDFs of the DIY Meeting Kit and a Youth/Teen DIY Meeting Kit can be downloaded from the Town MPSC webpage.)
- Q Can the consultants/ MPSC look at survey results and other existing conditions/ trends by smaller age groupings for residents over 55 years old? The needs and issues can change dramatically between 55-65, 65-75, 75-85, 85+ years.
- A Yes, the needs are different and wherever possible, the distinctions should be made.





Mobile Stations

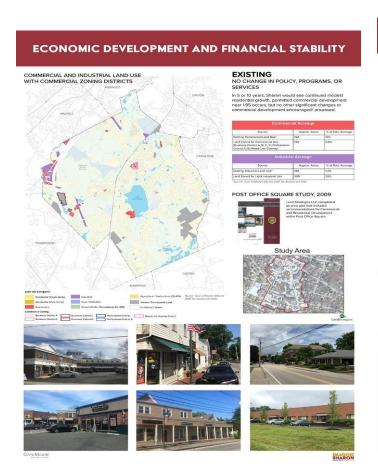
Silberberg provided a brief explanation of the Mobile Stations portion of the meeting. Three Stations with different topics and corresponding "possibilities" for discussion were located throughout the meeting room:

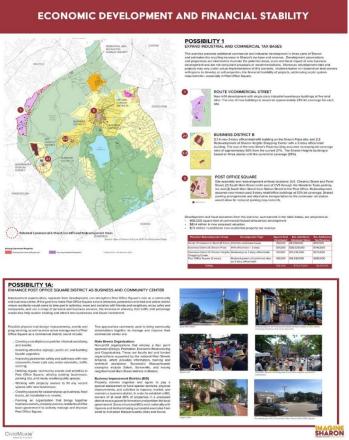
- Economic Development and Financial Stability
- Environmental Sustainability and Housing
- Community Connections

Participants were invited to visit any two stations for approximately 20-30 minutes each with an overview given by a CivicMoxie team member at each station with open discussion. Some attendees ended up visiting all three stations.

Station 1: Economic Development and Financial Stability

A predominant topic of discussion at the June Imagine Sharon kick-off event and noted by the Fall Survey results is the importance of the Town's overall financial sustainability – being able to provide quality services for the residents and local businesses without continually increasing the tax burden on property owners.





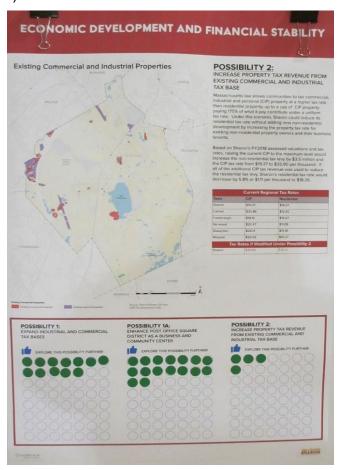




Key Takeaways

This station offered three economic development possibilities for Sharon that could potentially increase tax revenues for the Town while lessening the tax burden on residential property owners. (Note – property owners were not contacted for this exercise, and potential development calculations were based on conceptual sites solely for discussion purposes.)

- Possibility 1) Foster additional development in existing commercial centers to increase Sharon's property tax base and revenues through encouraging infill and redevelopment in three non-residential sections of town. This possibility (based on conceptual sites not necessarily following property lines) has the potential to add over 750,000 square feet of new development and \$1.4 million in additional tax revenue.
- Possibility 1A) Strengthen Post Office Square as a business and community center through physical improvements, holding more activities and events, attracting new businesses, and organizing stakeholders to promote and improve Post Office Square.
- Possibility 2) Raising the commercial, industrial and personal property (CIP) tax rate to increase revenue from non-residential properties. At the maximum allowable CIP rate of \$33.90, Sharon could increase the non-residential portion of the tax levy by \$2.5 million.

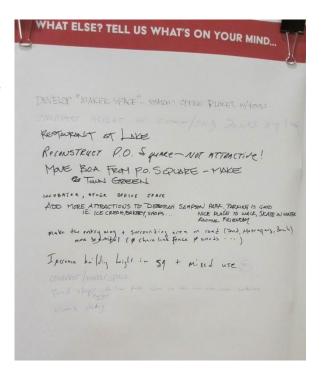




Participants favored Possibility 1A –improving Post Office Square through physical improvements and coordinated programming and events. There is a desire for more diverse businesses in PO Square, to make it more attractive and to create a larger, more usable public space.

Several people proposed additional efforts to support and nurture new and existing businesses with several suggestions to establish a maker space, co-working space, or a business incubator.

There was more interest in growing the CIP portion of the tax base through new development rather than from large increases in the non-residential tax rate. Several participants suggested that Sharon increase height limits and density in the industrial zone along Route 1, which could encourage new higher value office development.



Station 2: Environmental Sustainability & Housing

Environmental sustainability policies and programs have been slowly introduced in Sharon both at the Town and grassroots levels. Related to the environment and open space conservation, which is critical to the town's water supply and wildlife habitats, the impacts of housing types and locations can have significant impacts on the environment. As Sharon continues to modestly add housing each year, the types of housing units being built has a direct impact on open space, traffic, and infrastructure.

Key Takeaways

Housing

Sharon housing stock is overwhelmingly single-family homes. While single-family homes are the most commonly built new construction, there are other housing types that the community may want to consider – some of which already exist in town and others that would be new.

Housing Types

- Of the different types of housing shown on the board (to the right), *Mixed-use* was the most popular housing type, followed by *Pocket Housing* and *Accessory Dwelling Units*.
- A few participants were not supportive of any of the housing types because they associate it
 with residents who do not plan to stay in town long-term.





Mixed-Use/ Infill Development

- After discussing possible benefits of selective Mixed-Use Development and Infill, participants considered the idea of selective mixed-use districts.
 - Participants were more positive about the idea
 of a more active town center. There was some
 confusion about the nuanced difference
 between some of the different categories—
 particularly the historic town center and an
 active town center. The differences are mainly
 in architectural design as well as density of
 buildings.
 - Sharon's town center could help to bolster the economic sector, while simultaneously allowing for increased variation in housing stock for different age groups (emerging professional [18-25] as well as empty nester/aging senior [55+] population).
 - Participants particularly noted potential to see better mixed-use design at Shaw's Plaza and in the Heights neighborhood.

ENVIRONMENTAL SUSTAINABILITY & HOUSING POSSIBILITY 1: DISCORD TEXTORS IN SHARON AND THE RECOXI To assure a contract of the production o

Concerns:

- There was some confusion about Zoning Categories, such as who creates these designations? What does this mean for those who live within commercially zoned areas? How can they change?
- There were concerns surrounding complementary open space being part of developments.
 - Some participants pointed out that any open space that appears is "immediately" a point of interest/contention for recreational/sports leagues and groups.
 - Similar concerns that open space as part of cluster housing/pocket neighborhoods would also be used for recreation/sports – "any size field or space is taken immediately."







Accessibility/Universal Access

 Concerns around the omission of single-floor housing options shown on the poster.
 CivicMoxie team clarified that ground-floor and single-floor options can be accommodated through Accessory Dwelling Units and other housing types.

Water Quality/Supply

 Concern around the effect of development on town's water supply (aquifer); limits imposed by lack of sewage capacity.

Density

 Some participants commented that the options presented appeared "too dense." Others were more open to allowing more concentrated development in Sharon but were concerned about where it might be located or what it might look like.



Sustainability Policies + Programs

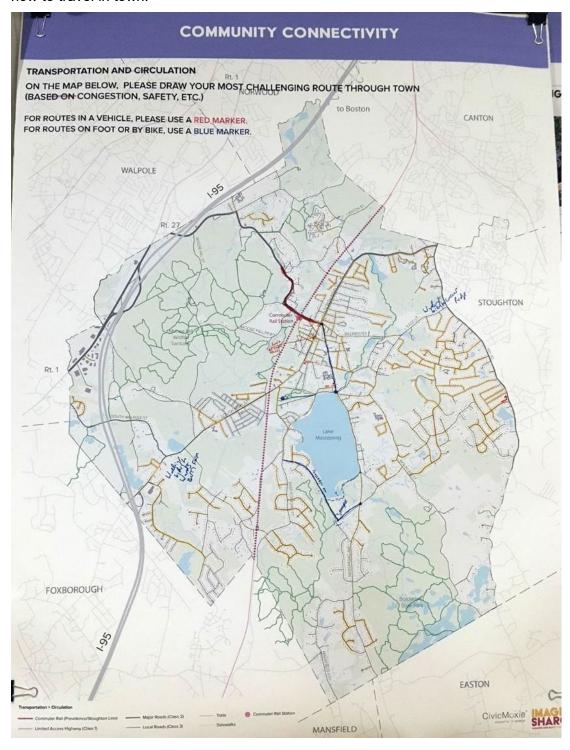
- Town has weekly recycling, water conservation program, energy conservation and other sustainability concepts in department policies
- Non-profit initiatives Sustainable Sharon Coalition (SSC)
 - Participants noted some frustration with a lack of federal and local efforts towards sustainability efforts across the town. There have been interested parties from a wide variety of Sharon demographics about assistance with "pet projects" that have become larger programs (i.e., composting, safe routes to school, etc.).



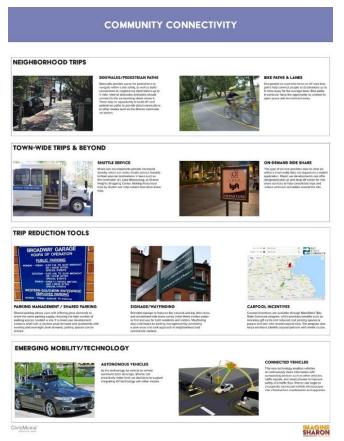


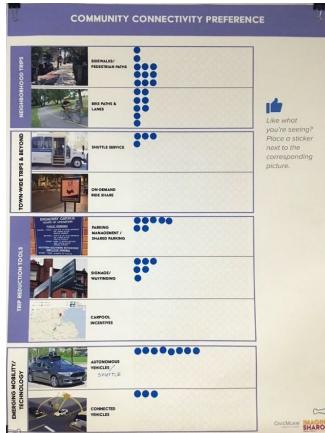
Station 3: Community Connectivity

"Community" is often one of the words often used to describe what people love about Sharon. A strong community requires that people can connect with one another both physically as well a socially and culturally. The first few boards at this station looked at the physical connections, including vehicular challenges for getting around town, and what mobility possibilities might improve residents' choices for how to travel in town.









Key Takeaways

Physical Connections/ Mobility

Vehicular Issues:

- Generally, traffic congestion is most serious during morning and evening peak commute hours and near the schools during drop-off and pick-up times.
- Location of congestion tends to be near the entrances/exits to the regional highways as well as Main Street/ Route 27.
- Areas noted on the map for difficult vehicular traffic are near the commuter rail station, in Post Office Square, and near the High School.
- Common for teens to get cars as soon as they're able to drive, including driving to/from school (and parking).
- Depending on route and schedule, participants thought a shuttle or some other on-demand shared ride service would be useful for a variety of age groups, teens, kids, and seniors. (The unsuccessful shuttle that previously ran from Crescent Ridge Dairy to the commuter rail station was noted. Further details to be researched.)
- There is interest in Autonomous Vehicles, particularly as a shuttle.
- Parking management and wayfinding were noted as areas for continued improvement.



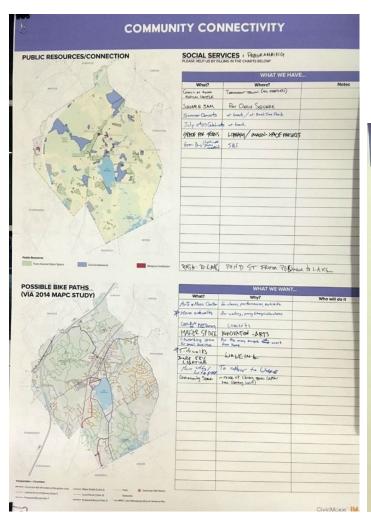


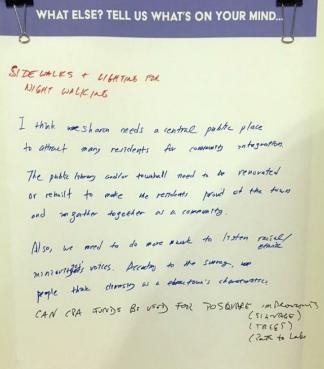
Non-Vehicular Issues:

- Better pedestrian and biking connections marked on the map included areas near Wards Berry Farm and Crescent Ridge Dairy, as well as around Lake Massapoag, and connections from Post Office Square to the Lake.
- Consistent with previous surveys and studies, participants were interested in pedestrian and bike connection improvements, including sidewalks and lighting.

Other Physical Connectivity Issues:

- Participants noted a trend for people wanting to live on a cul-de-sac, which feels more private but less connected as a neighborhood.
- Modified school bus system, which is no longer flexible, makes it harder for kids to get to after school activities.
- The Ride cannot take passengers to nearby hospitals or clinics due to contract restrictions (there are limited towns and cities that they can transport to and from).









Social and Cultural Connections

This station also looked at social and cultural connections in town and if there are events, activities, programs, or ideas for how to strengthen the changing community.

Concerns:

- There is a portion of the population that may not attend public meetings or events because they're not necessarily comfortable.
- The town says it wants to be inclusive but is not necessarily economically diverse.
- NIMBY-ism when it comes to possible new housing or businesses.

Ideas:

- For the 250th anniversary of Town of Sharon (in 2015), there were a series of monthly events/ activities for the whole town that seemed to really bring everyone together. More town-wide events, such as Square Jam, 4th of July celebration, or summertime concerts, to bring out for longtime and new residents could be hosted by either the Town or combination of non-profit and private organizations and institutions, as well as religious and cultural organizations.
- Centrally-located community space for events for all age groups whether in a new library, a
 makerspace, arts and music center, or other space that could be used by residents, local
 groups, and for town-wide events.
- Possible private co-working space that brings together individuals and local small businesses.

Next Steps:

Following brief report-backs at each station, Silberberg thanked everyone for attending and reminded people to take or download copies of the DIY Meeting Kit for themselves and for friends, family, and neighbors. To receive updates, please sign up on the Town's website, and the next public meeting is scheduled for next spring.

