

## Master Plan Committee

June 17, 2020

**Present:** Donald Cleary, Joe Cerretani, Michael Feck, Beth Ashman-Collins, Adrian LeCesne, Sharon Friedman, Frank DelVecchio, Lou Amoruso, Walter Jenkins, Bill Clemmey, Peter Kortright, Diana Bren, Matthew List, Sara Walsh, Judy Foley, Ryan Maxwell, Brendan Roche, Allen Bryer, Mark Tarlton, Jenn Walsh  
Jennifer Goldson and Anna Callahan, JM Goldson  
Shaun P. Burke, Director of Planning and Development, Jennifer Davis, Administrative Secretary

### 1. Meeting called to order at 7:30 p.m.

The chair read the following notice:

*Whereas both the Federal Centers for Disease Control and Prevention and the Massachusetts Department of Public Health have advised residents to take extra measures to put distance between themselves and other people to further reduce the risk of being exposed to COVID-19, Governor Baker has issued an order suspending certain provisions of the Open Meeting Law, Massachusetts General Law c. 30A, §20.*

*In order to satisfy the Open Meeting Law requirements, today's Town of Mansfield Planning Board meeting will available for to public via GoToWebinar and Mansfield Cable. The instructions for joining via GoToWebinar are in the Meeting Notice on the Town's Website at [www.mansfieldma.com](http://www.mansfieldma.com) and then clicking on today's date on the calendar.*

### 2. Public Hearing - Draft Master Plan

The chair read the public hearing notice.

Ms. Goldson said one of the benefits of a Master Plan is the chance to look at the town's physical development and the community's preservation priorities, and an opportunity to get on the same page in terms of where the town is heading and its spending, and talking about finding a healthy balance between the two.

She said the town wants to use its resources, not just money and property, but also people and time, wisely. The Master Plan has been a chance to look at what kinds of groups are focusing on what kind of things, how the town can best utilize those groups and create new ones, and how do elected and appointed officials use their time in order to help best meet our goals.  
Year-long project

Ms. Callahan explained the first phase was looking at census data, holding small focus group meetings and scheduling a kickoff meeting with the committee. She said the Master Plan Committee meetings have been interactive and included a variety of exercises and small discussion groups.

Ms. Callahan said the second phase was a Needs Assessment and beginning to develop a vision for the future. The Open House in October, which discussed the needs assessment, was attended by over 200 people.

Ms. Callahan explained Phase 3 focused on implementation and strategies. The Goldson team talked to department heads about whether or not the strategies reasonable to accomplish over the next ten years.

The framework of the Master Plan involves six pillars: Bringing People Together; Accessible, Connected and Well-Publicized Green Spaces; Downtown as a Destination; Integrated and Connected Transportation Network; Industrial Parks as Economic Engines; Sustainable and Strong Services and Infrastructure. Ms. Callahan discussed each pillar and its goals.

1. Bringing People Together – Goals include maintaining small-town character and affordability; increasing opportunities to connect and collaborate with one another and with local leaders; protecting and enhancing cultural and historic assets
2. Accessible, Connected and Well-Publicized Green Spaces – publicize and increase access to facilities and open space; diversity existing facilities; preserve natural resources
3. Downtown as a Destination – transforming downtown into a vibrant location to attract residents and visitors, leveraging existing assets, encouraging desirable, well-designed development, activating empty storefronts and creating a mixed-use TOD zone
4. Integrated Transportation Network – connecting users in a multimodal network, ensuring safety, addressing commuter traffic, integrating bike and pedestrian facilities along key routes, and address parking concerns
5. Industrial Parks as Economic Engines – stimulating new investment through regulatory changes, continuing to support existing businesses, building better connections between the business parks and the train station, finding ways to bring residents into the parks
6. Sustainable service and infrastructure – addressing physical conditions of town buildings, being proactive rather than reactive, promoting sustainable practices and buildings, continuing to grow fiscal sustainability and self-sufficiency.

Ms. Callahan showed the group the “Mansfield 2030” land use map, which includes an overlay of all of the above sections.

In addition, the nine required statutory elements are included in the Master Plan: Demographic Profile; Land Use/Existing Conditions; Economic Development; Open Space/Natural and Cultural Resources; Housing; Transportation; and Public Facilities/Infrastructure.

The second section of the Master Plan is the Existing Conditions analysis, and the last section is an Action Plan with more information around strategies, implementation assignments, funding sources and timing.

Ms. Callahan thanked the community members who participated in the Master Plan process, and particularly the Master Plan Committee members.

### **Board Comment**

Ms. Friedman thanked the Goldson team and said they did a lot of work really quickly to produce a comprehensive document for the town to work on for the next ten years.

Mr. Bryer thanked the team for their hard work, and pointed out this document is not an end to the process.

Mr. Roche thanked everyone for their hard work. He noted the National Black Doll Museum will be closing as a result of the pandemic, and will probably not be able to stay in Mansfield. He asked if there is something on the plan highlighting ways to help keep existing cultural institutions in town. Ms. Callahan said the group discussed the creation of a Historic District downtown, which would help support existing cultural institutions.

Ms. Ashman-Collins said the document strikes a good balance between optimism and realistic goals.

Mr. Tarlton asked how this will be presented at Town Meeting. Mr. Cleary explained the Planning Board is charged with adopting the Master Plan, and presentation at Town Meeting is a courtesy, but is not required.

Mr. Cerretani thanked the team and said he thinks the committee had great discussions when it got together, and the document does a nice job. He asked if the public comments have been included, and said the comments received from Dianne Simms from the Conservation Commission and Open Space and Recreation Committee would be useful to include. Ms. Callahan said they will make any changes the committee wants with regard to the public comments. Ms. Friedman said Ms. Simms's comments were a result of Open Space & Recreation Committee's discussions.

### **Public Comment**

The chair read the written comments sent to the "Master Plan" email during the comment period from the following residents:

- Diane Simms, Conservation Commission and Open Space & Recreation Committee

Ms. Goldson said Ms. Simms's comments about trail accessibility and water access are easy to integrate. Mr. Burke said changing those strategies to the Conservation Commission from the Conservation Agent is reasonable. Mr. Bryer said the Conservation Agent has authority through Mass General Laws, but he is not sure if the Commission has the same authority. Ms. Callahan said the Conservation Commission is also included on the seven strategies that list the Conservation Agent.

- Ron Bokleman, 861 West Street  
Community Preservation Act - Ms. Goldson said homebuyer programs are part of the CPA and if structured properly, could create permanently affordable units.

Trash/Waste management burden – Mr. Bokleman is opposed to a pay-as-you throw option.

Electric car charging stations at commuter rail station and downtown – Mr. Bokleman said parking should be prioritized for veterans and others who need it. Mr. Cleary said he would like to see more electric parking, but noted it does not have to be prioritized like handicapped parking. Ms. Ashman-Collins said she supports keeping this recommendation.

Public art – Mr. Bokleman is opposed.

Mr. Bryer said he appreciates the people who took time to send comments, but said he was disheartened there were not more, and noted this document is not the end of the process. He encouraged residents to participate in the future of the process. He said public art can be many things besides sculpture, and could include things that help establish a sense of place, like wayfinding signs or seating.

Mr. LeCesne said the goals under 5B and C could be advanced by looking at underlying infrastructure; streets near the train station could benefit from thinking about underlying infrastructure, not just traffic issues. He said connectivity between places like the business parks and the Xfinity Center will help in the long run by helping to maintain capacity as the town changes.

The chair read the following notice:

*It is important to us that you have a platform for your questions and comments during this meeting, therefore to ask questions or make a public comment during tonight's virtual meeting you must have registered and joined the meeting via GoToWebinar where you now have the ability to submit your question or comments through the questions option in your control panel, or you can use the raise your hand option to be allowed to speak.*

*For those who have joined the meeting via telephone who would like to ask a question or make a comment, you are now welcome to unmute your phone. We ask that you only have your phone unmuted while you are asking your question. Please mute when you are no longer live. You can unmute your phone by pushing \*6. Please then state your name and address, and when acknowledge by the Chairperson you can then state your question or comment. When you are done with your comment please mute your phone again by pushing \*6.*

*As with any public hearing we ask you to be respectful of the Board members and the other residents who are making their comments by patiently and quietly waiting your turn. Thank you.*

Annette Shaw, Cultural Council and Historical Commission, said every real transaction in Mansfield already pays into the CPA fund, but the town cannot benefit from it because we have not adopted the CPA. She said adoption would not impact residents any more, but would benefit the town in a number of ways, including funds for historical preservation.

Mrs. Shaw said the fee would be 1-3% of the purchase price of a house, and the rate would be set at Town Meeting. Dr. Amoruso said the town has voted against adopting CPA twice, but he said it could be considered again. Ms. Friedman said the CPA issue is a bigger discussion and may be something the Planning Board should consider. Mrs. Shaw agreed, but said she is glad the Master Plan has recommended looking into it.

Steve Schoonveld, Newton Street, said the Master Plan was very well done and he likes the details in terms of the ten-year projection, but was concerned only three members of the public attended this meeting. He said he is concerned about replacing the affordable housing that could be lost in the next decade. He said the town is very heavily built out, so rehabilitation of smaller properties should be something we look at. He suggested trying to get more citizen interest in this process in the future. He said he is concerned about the business parks and suggested looking at what could help Cabot continue to succeed, which may not be the buildings remaining warehouses. He suggested studying how to get downtown first floor commercial spaces occupied.

Ms. Goldson said the town should focus on a variety of housing types and try to preserve the units whose affordability is expiring.

Ms. Callahan said there is a strategy in the Master Plan about creating an Economic Development plan for the business parks, which would be able to get more deeply into the data around that question. Mr. Schoonveld said the next step should be how to get the best use possible out of the business parks.

Walter Jenkins said it has been very difficult for the group to meet and for the public to participate during the last few months because of the pandemic. He said based on the number of people who attended the Open House in the fall, he thinks as things become more normal, more residents will participate. He said he thinks Mansfield residents want to help, and it is important the Master Plan is circulated and there are opportunities to discuss it. Mr. Schoonveld said there has been a lot of participation and agrees people will get involved.

Mr. Burke encouraged the Planning Board to adopt the plan because it is well-researched and well-written. Mr. Cleary suggested putting it on the June 24 Planning Board agenda.

Mr. Clemmey asked if there is a benefit to getting the plan approved now. He said if it is held off for a few months, there could be more opportunity for public to have face-to-face discussions. He suggested the Planning Board hold regular Master Plan discussion meetings.

Ms. Goldson said they can do one more round of revisions, but their current contract is complete. Ms. Friedman said she would like them to make the minor revisions discussed tonight and hold a final vote at the next PB meeting. Mr. Kortright suggested adopting the Master Plan tonight, with the minor changes discussed.

Mr. Cleary told the group he would be leaving the board at the end of June and encouraged the attendees to consider applying for the open position.

Ms. Goldson suggested having the group vote to recommend the Planning Board adopt the Master Plan.

**Motion:** To recommend the Planning Board adopt the Master Plan (Kortright-Tarlton)  
LeCesne - In favor  
Bryer - In favor

Ashman-Collins – In favor  
Clemmey – In favor  
Roche – In favor  
Bren – In favor  
DelVecchio – In favor  
J Walsh – In favor  
Cerretani – In favor  
Foley- In favor  
Amoruso – In favor  
Tarlton – In favor  
List – In favor  
Feck – In favor  
Kortright – In favor  
LeBlanc – In favor  
S Walsh - In favor  
Friedman – In favor  
Jenkins – [audio connection lost – abstain]  
Cleary - In favor

20 in favor. None opposed. One abstention. PASSES

**Motion:** To close the public hearing (Friedman-Ashman-Collins)

LeCesne - In favor  
Bryer – In favor  
Ashman-Collins – In favor  
Clemmey – In favor  
Roche – In favor  
Bren – In favor  
DelVecchio – In favor  
J Walsh – In favor  
Cerretani – In favor  
Foley- In favor  
Amoruso – In favor  
Tarlton – In favor  
List – In favor  
Feck – In favor  
Kortright – In favor  
LeBlanc – In favor  
S Walsh - In favor  
Friedman – In favor  
Jenkins – [audio connection lost – abstain]  
Cleary - In favor

20 in favor. None opposed. One abstention. PASSES

### 3. Adjournment

**Motion:** To adjourn at 9:15 p.m. (Friedman-Ashman-Collins)

LeCesne - In favor

Bryer – In favor  
Ashman-Collins – In favor  
Clemmey – In favor  
Roche – In favor  
Bren – In favor  
DelVecchio – In favor  
J Walsh – In favor  
Cerretani – In favor  
Foley- In favor  
Amoruso – In favor  
Tarlton – In favor  
List – In favor  
Feck – In favor  
Kortright – In favor  
LeBlanc – In favor  
S Walsh - In favor  
Friedman – In favor  
Jenkins – [audio connection lost – abstain]  
Cleary - In favor

20 in favor. None opposed. One abstention. PASSES

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Signature of Clerk

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Date of Approval