

PROJECT TEAM: JM GOLDSON RKG ASSOCIATES INC, TOOLE DESIGN GROUP, BOB MITCHELL FAICP

Winchester Master Plan Update

COMMUNITY FORUM 2/26/19

PRESENTED BY: JENNIFER GOLDSON, AICP, AND ANNA CALLAHAN, JM GOLDSON LLC



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What is a Master Plan? Why do one?





Future

How should town policies shape the future of the community? **JMGoldson** community preservation + planning
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ILE DESIGN How do town policies shape the future of the community?

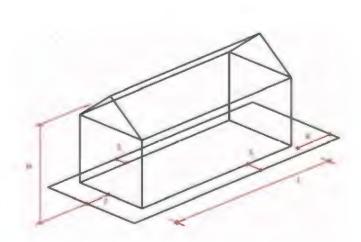
How to use town funds, property, and time?

Revoke, amend, or create new local regulations?



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Building siting, massing, and use are controlled by local zoning regulations.





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Fiscal impacts of land use

Land use directly influences the financial health of community.

New development contributes to local property tax revenues and service costs





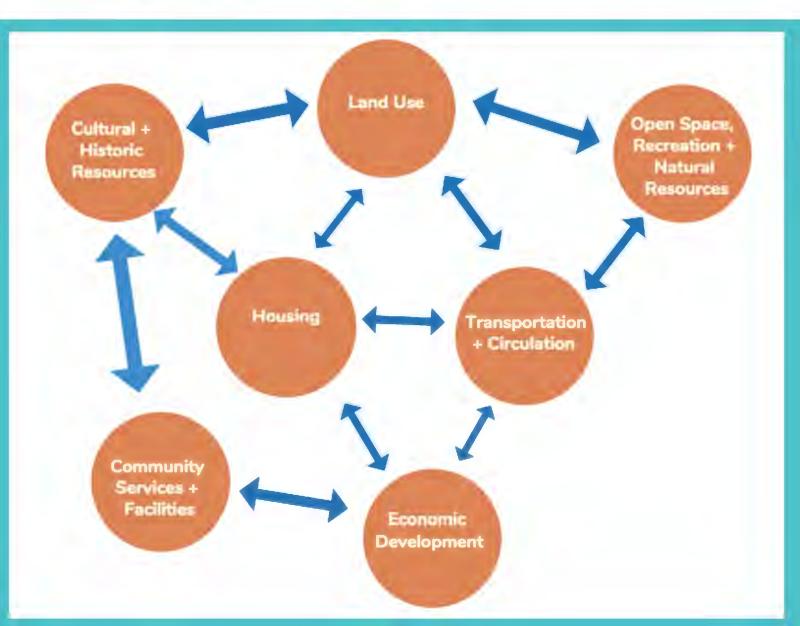
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A small town, like every human community, is characterized by tradition, continuity, and change.

You must chose the right balance.

This is the greatest challenge.

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Making informed decisions about growth and development is not easy.

Decisions that affect one aspect of the system can ripple and influencing the whole system.

Setting Priorities



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The major failure of many master plans has been trying to do too much at once.

Effective plans work to set clear, realistic priorities and create accountability.

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The Consultant's Role

- **1. Be facilitators**
- 2. Provide information
- 3. Create a framework to consider choices
- 4. Analyze choices
- 5. Pull it all together

But, ultimately, the decisions are not ours to make.

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Master Plan Steering Committee & Planning Board Roles

MPSC: Oversee the work of the consultant and provide regular guidance.

Planning Board: Sole authority to adopt the plan.

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Your role

You come here as residents, business owners, property owners, and employees.

But, most importantly, you are the town's CUSTODIANS.



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People before you shaped Winchester and passed it to you.

You will leave your mark then pass it on to future generations.



"We do not only inhabit space, we also dwell in time."

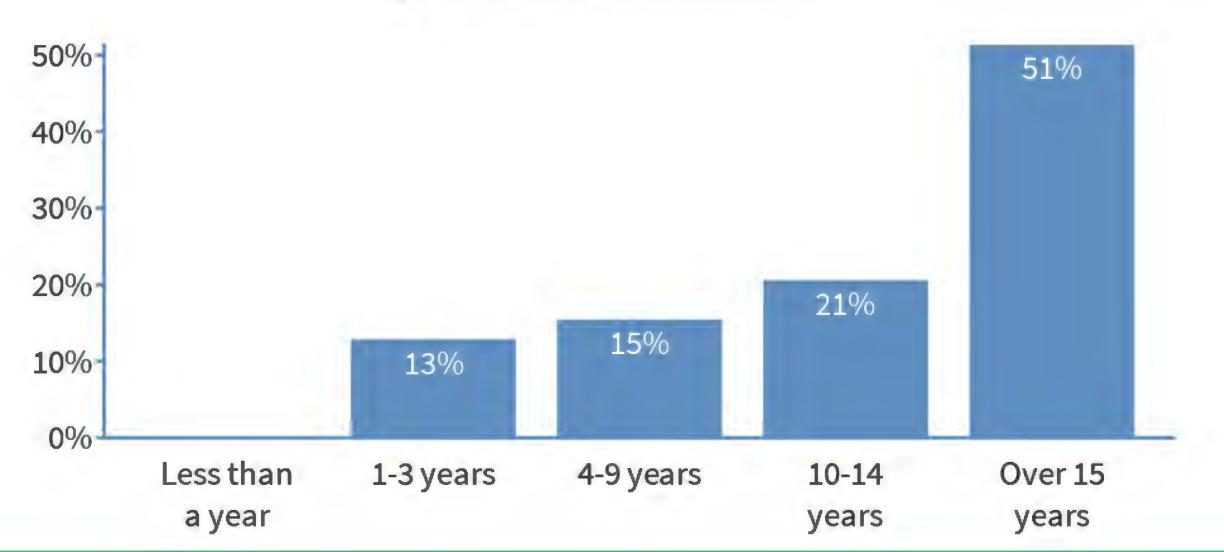
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Text "JMGOLDSON" to 22333 to join OR Go to pollev.com/jmgoldson

1:40 < 223-33> **Text Message** Today 1:40 PM **JMGOLDSON** You've joined Anna Callahan's session (JMGOLDSON). When you're done, reply LEAVE Powered by PollEverywhere.com **Text Message**

How long have you lived, worked in or otherwise been associated with Winchester?





Poll is full and no longer accepting responses

mahoney's downton field wright-locke davidsonmitho cup parkstarbucks farm fella pasticherie oatgriffin Center I: common larket 🚡 pasticherie t avola flats boat first museum house rants boston restaurants boston dunkin club commons tennis reservation neighborhoods farmei cambridge

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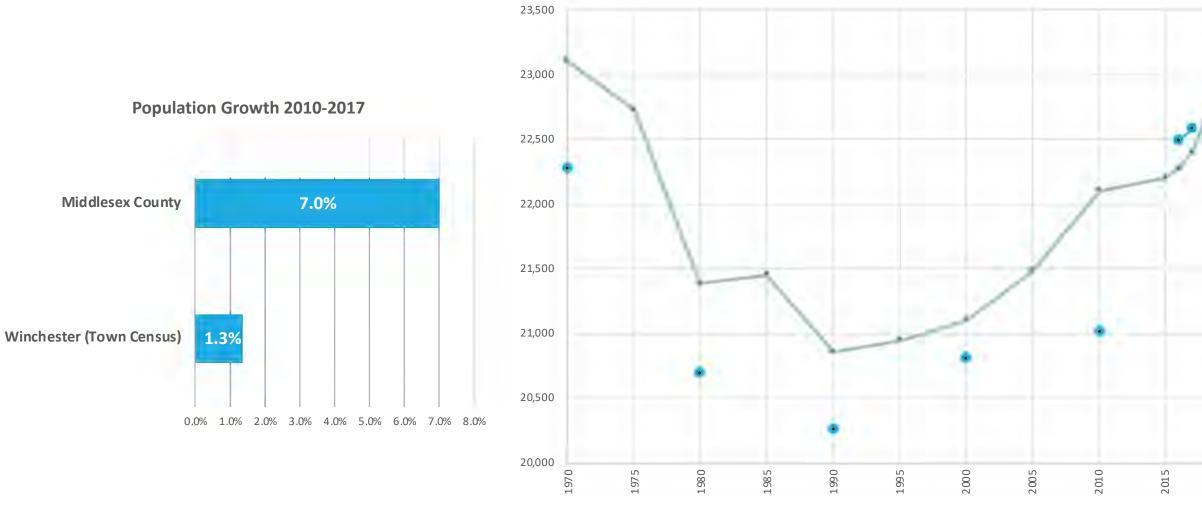
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What have we learned so far??

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What have we learned so far??

Population trends



Winchester US Census Winchester Town Census

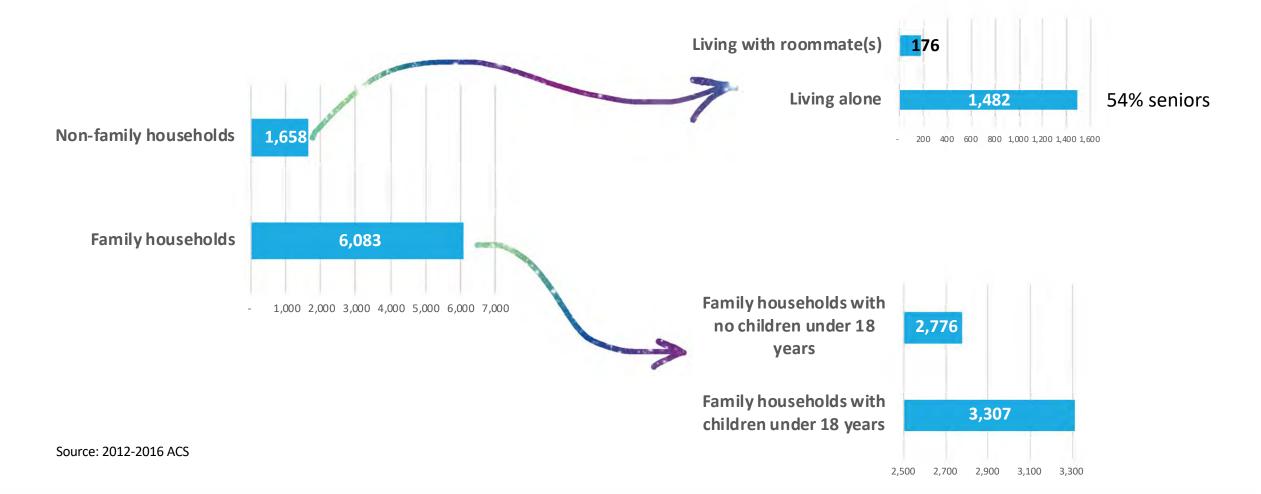
Source: US Census, 2012-2017 ACS, and Winchester Town Census

2020



What have we learned so far??

Household composition





Where people work & how they get there

- **91%** of working residents travel outside of town for work
- **9%** live and work in Winchester
- # of jobs in Winchester has decreased about **7%**
- People driving alone make up over **70%** of commuting traffic *(adding about 7,000 cars to the roads during commuting hours).*



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Income

What have we learned so far??

City/town	Median annual household income
Dover	\$204,018
Weston	\$196,651
Wellesley	\$176,852
Sudbury	\$170,945
Sherborn	\$170,872
Carlisle	\$170,703
Wayland	\$166,893
Lexington	\$162,083
Boxford	\$155,034
Medfield	\$153,847
Winchester	\$152,196
Bolton	\$151,618
Hopkinton	\$151,357
Westwood	\$145,799

Source: 2013-2017 ACS, as compiled by the Boston Globe, 12/11/2018.

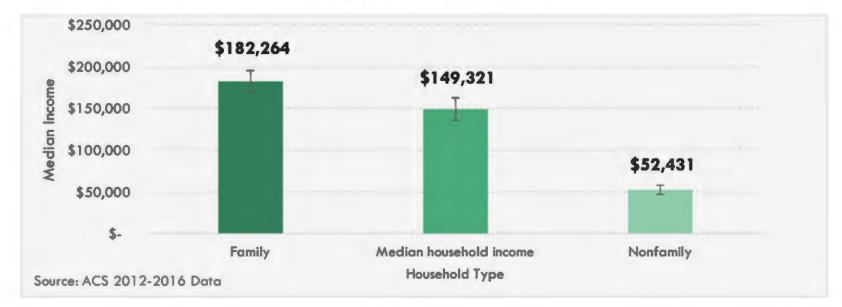
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About **1,405** Winchester households are estimated to have low/moderate income.*

That's about **18%** of total households (7,741).

Low/moderate income = 80% of the Area Median Income (e.g., one-person household with income at or below \$56,800 and a four-person household at or below \$81,100).

Source: 2012-2016 ACS, as reported in the Winchester Housing Production Plan, 2018.

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What have we learned so far??

Home prices

In the top 11 in the region with highest price appreciation since the recession for single-family (2017 prices were 47% higher than 2005)

In the top 5 for condo appreciation (73% higher than 2005)

2018 Median Sales Price for all units: **\$975,000**

2017 median price figures are for 2017 Quarter 2. Source: The Greater Boston Housing Report Card 2017, November 2017, page 41.





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What have we learned so far??

Tax Base

Average Property Tax Bill (FY2017): \$11,946

To shift the commercial tax base 1%, would require 360,000 sf of new commercial development (at an average assessed value of \$200 per square feet).

That's **24%** of the total sf of commercial space in Winchester.

Use	Building Area (SF)
Residential	20,732,721
Commercial	1,472,571
Tax-Exempt	1,593,580
Total	23,798,872

Table Source: Town of Winchester Assessor's Data, 2018.



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Looking forward - 2030

"Prediction is very difficult, especially if it's about the future."



Predicted by 2030, individuals will cease to have permanent jobs, with most people becoming freelancers, as part of the so-called gig economy.



New job titles predicted to be widespread in 2030:

- •Alternative Vehicle Developer
- •Avatar Manager / Devotee
- •Body Part Maker
- •Climate Change Reversal Specialist
- Memory Augmentation Surgeon

Sources: https://www.bbva.com/en/emerging-technologies-what-will-world-be-2030/ https://www.futuretimeline.net/21stcentury/2030.htm#ref62b https://www.weforum.org/agenda/2017/10/tech-life-predictions-for-2030/ https://youtube/R0bVxbRCd-U

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What are we doing tonight?

1. Visioning: Imagine what your community could be at its very best.

2. Goals: Identify main issues you hope this plan can address.

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Other ways you can stay involved

Tabling Events

coUrbanize

DIY Meeting Kit

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UPDATES TIMELINE MAP INFO PREELD AVE 3 MAINST IGTON.R CATEGORIES EAST ST Winchester Master CROSS ST 0 Great! chester ghlands Plan 2030 0 Could be better CAMBRIDGERD ORING AVE Woburn **Country Club** 38 What's Missing? -O WINCHESTER, MA CENELON ST INGTO, SWANTON ST NOODS 150700 Comment on the map nakerhill 3 Wildwood Cemetery + Follow A Share LOWOOD ST OHNSON RD CHURCH ST CHURCH ST Sort by: Category: HIGHLAND AVE Newest V All Pilla Pilla 3 5 BORDER RD MBRID Laura Rollins HIGHST emere Jan 22, 2019 mmes Cornér GROVEST This entry into the rotary should have a stop sign. The traffic from this direction rarely yields, let alone slows down to enter the rotary. It is the on AAIN most dangerous point of a very dangerous Inchester untry Club Select Language v. intersection.... Read more 5 Powered by Goode Translate

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Envision Winchester's Future: Discussion Exercises Anna Callahan

What are some things you love about Winchester that distinguish it from other communities?

Poll is full and no longer accepting responses

volunteerism residential character wpt nonnew engl s englan quid Sengage hroughout auick natural streets rail wate ear cared trees der ygood size npsc flats teel mer dec classi tamilies ted **o** strong center engagement airport

In 2030, I will be _____ years old. (hint: add 11 years to your current age)

Poll locked. Responses not accepted.

"80"	"62"	"76"	"95"	"Walkable"	"76"	"Primosu	unset617'	"7	5"	"+73"	"61"	"61"
"85"	"Walka	ble"	"57"	"67" "78"	"68"	"51"	"39 aga	in"	"75"	"63"	"95"	"64"
"Still af	fluent "	"81"	"Stace	yirizar327"	"1000"	"54"	"49"	"64"	"S	TACEYIRIZA	R327"	"55"
"76"	"50"	"Fells"	"50	" "78"	"71"	"Similar to to	oday but	more shop	oping o	ptions down	town."	"72"
"Volunt	eers"	"Stace	eyirizar327"	"59"	"Hospital"	" "73"	"Arc	chitecture	, histori	ic architectu	ure,"	"63"
"78"	"53"	"75"	"Hospi	tal" "52"	"90"	"19"	"75"	"Diver	se"	"60"	"50"	"70"
"Pretty	much the s	same"	"PRIMO	OSUNSET617"								

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In 2030, I imagine Winchester will be

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What are your biggest concerns about the future in Winchester?

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Wrap Up & Next Steps

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Stay Involved!

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