



*A Plan for the Future*

**Lakeville Master Plan**  
*Land Use, Housing, Economic Development*  
**Public Workshop Report**  
Tuesday - October 16, 2018



Lakeville Master Plan Implementation Committee  
Southeastern Regional Planning & Economic Development District



# Table of Contents

Introduction ..... 1

The Day of the Workshop ..... 2

Vote Counts & Top Comments ..... 3

Conclusion ..... 8

- Appendix A: Workshop Flyer, Agenda, & Sign-In Sheet
- Appendix B: Workshop Presentation & Handout
- Appendix C: Workshop Comment Pads & Summary Table
- Appendix D: Workshop Photos

## Introduction

Massachusetts General Law, Chapter 41, Section 81D states that a Master Plan “shall be a statement, through text, maps, illustrations or other forms of communication, that is designed to provide a basis for decision making regarding the long-term physical development of the municipality.” At its heart a Master Plan is a living document that needs to be updated on a regular basis (every 10 years) to reflect the changes in a communities goals, values and desires. Lakeville’s current Master Plan was last completed in November 2005 and is considered to be in need of an update. This report provides a summary of the second of five public workshops that will be held during the creation of the new plan.

In the Spring of 2018, the Lakeville Master Plan Implementation Committee formally began the process of creating a new Master Plan in order to address the need for a current document. The Committee contracted with the Southeastern Regional Planning and Economic Development District (SRPEDD) to complete this work. The Master Plan Implementation Committee intends to make public participation the centerpiece of the Master Plan in order to ensure that the document responds to the needs and desires of the community. The committee and SRPEDD personnel, are providing numerous in-person and online opportunities throughout the 22 month process for the public to provide their thoughts and ideas. To that end, the Master Plan Implementation Committee, in collaboration with SRPEDD, established a “project brand”, a project website and Facebook page, numerous promotional materials, comment cards, large format paper maps, electronic presentations (PDFs and ArcGIS interactive maps) and other relevant materials to make every effort to engage with residents, business and property owners, town employees, and other interested stakeholders throughout the process.

### *Discovery Workshop (May, 2018)*

The first step of the process, the Lakeville Master Plan Discovery Workshop, took place at the Lakeville Public Library, on Saturday, May 19, 2018. The workshop sought to inform Lakeville residents and business owners about Master Plans, their content, and the process by which they are created. In addition, it kick-started the extensive civic engagement campaign that will take place during the update process.

### *Land Use, Housing, and Economic Development Workshop (October, 2018)*

The second workshop, documented in this report, addressed the (1) Land Use, (2) Housing, and (3) Economic Development Master Plan elements. It took place at the Lakeville Public Library on Wednesday, October 16, 2018. Similar to the Discovery Workshop, the objectives were to inform attendees about the update process and to gather feedback on the three specific topics.

In the time leading up to the workshop, SRPEDD personnel distributed the workshop advertisement and other materials at the Lakeville Arts and Music Festival (September, 2018) and posted the flyer on the project webpage and Facebook page. Approximately 20 participants attended and shared their thoughts about Lakeville’s current and future Land Use, Housing, and Economic Development.



*Master Plan Table at the 2018 Lakeville Arts & Music Festival*

# The Day of the Workshop

## 1. Welcome and Introduction

The workshop began with an introduction describing the purpose of the meeting by addressing the following questions: What is a Master Plan? Why is a Master Plan relevant? What are the major planning elements that comprise the document? How does a town create a plan? How long does this take? This discussion was supplemented with a brief overview of current demographic data (entire presentation is available in Appendix B).

## 2. Group Discussion

Following a short refreshment break, the workshop participants divided into two groups to discuss current issues or thoughts and to provide new ideas and input. The groups focused on the following three elements: (1) Land Use; (2) Housing; and (3) Economic Development. In general, participants were encouraged to offer their thoughts (positive or negative) about each element, what changes they would like to see, and how to make those changes. During this conversation, SRPEDD’s facilitators helped guide the discussion and took notes, transcribing the ideas on large note paper. The workshop participants were reminded that they would be asked to participate in a voting exercise at the conclusion of the workshop. The discussion group portion of the workshop took approximately one (1) hour.

## 3. Closing Remarks and Voting

The workshop closed with a “thank you” expressed to all participants who contributed valuable input on Master Plan elements. SRPEDD outlined future plans for work on the Master Plan and demonstrated how to stay in touch using the project webpage and the Master Plan Facebook Page. Then, on their way out, participants were asked to review the notes from each group, posted on poster boards at the rear of the room, and to vote for the top eight (8) most important items from the group. Participants voted by placing “sticky dots” next to a chosen item. Information resulting from the group discussion and the voting exercise is available in Appendix C.



*Group Discussions*



## Vote Counts & Top Comments

In order to organize and analyze all comments received at the workshop, SRPEDD created a simple database. A total of 53 comments were received and a total of 116 votes were cast.

### Comments Summary

The comments that received the most votes in each of the following three (3) categories are displayed below:

#### *Land Use*

- Protect animal habitats - 6 votes
- Protect the natural beauty - 3 votes
- More passive recreational opportunities in less populated areas - 3 votes

#### *Housing*

- Elder housing with smaller lots and yards - 5 votes
- Housing for young homeowners - 4 votes
- Add “cluster” bylaw (protect valuable areas, allow residential development and protect natural areas) - 4 votes

#### *Economic Development*

- Hire a town planner or economic development position - 12 votes
- Create a marketing strategy to attract appropriate businesses at appropriate locations - 7 votes
- See development at the State Hospital site and Bowling Alley site - 6 votes

A comprehensive list of all 53 comments is available in Appendix C, organized by Master Plan element. All comments will be reviewed and considered during the creation of each Master Plan element and during dedicated public workshops. However, the remainder of this report will only present a grouping of comments that received the highest number most votes in each section.



*Closing & Voting Exercise*

## Main Themes

Throughout the update process, the analysis of all comments allows for even greater clarity and reveals a number of broad themes. Based on comments received at the **first two** public workshops, these themes are:

1. Balance future growth with maintaining Lakeville’s semi-rural character, animal habitat areas, and natural beauty.
2. Support the local economy while exploring additional opportunities to create new businesses and economic development in appropriate areas.
3. Continue to support the current and future maintenance and creation of open space and recreation areas.
4. Pursue additional sidewalks and bike facilities to allow for alternative transportation options.
5. Enhance the information sharing efforts using all available tools to ensure the public can make informed decisions.
6. Provide a variety of housing options that meet the need of the entire community.
7. Add professional staff to help guide future residential and business growth.

These overarching themes merit close attention during all subsequent public outreach and civic engagement efforts.

### Discovery Workshop Main Themes



**What We Heard at the Discovery Workshop (May 2018):**

- 1 Balance future growth with maintaining Lakeville’s semi-rural character.
- 2 Support the local economy while exploring additional opportunities to create new businesses and economic development.
- 3 Continue to support the current and future maintenance and creation of open space and recreation areas.
- 4 Pursue additional sidewalks and bike facilities to allow for alternative transportation options.
- 5 Enhance the information sharing efforts using all available tools to ensure the public can make informed decisions.



*Please note, the main themes from the Discovery Workshop have been modified to reflect comments received at the second public workshop.*

## Land Use

A total of fifteen (15) comments related to Land Use were recorded; six (6) of which received the most consensus votes:

Element	Comment	Votes
Land Use	Protect animal habitats	6
Land Use	More passive recreational opportunities in less populated areas	3
Land Use	Protect the natural beauty	3
Land Use	Need a walkable downtown	2
Land Use	Small shops that keep the character of the town	2
Land Use	Restrict architecture of business to fit in	1

Similar to the Discovery workshop, attendees expressed that Lakeville’s semi-rural character is very important to maintain. In fact, many folks noted preference for single family homes rather than multi-family residential uses as a way to maintain the town character. It should be noted that several comments received during the Housing topic included increasing housing options for the younger (first time homeowners) and older generation who find it challenging to live in town due to high housing costs. Moreover, there were numerous votes cast in support of protecting existing animal habitat areas and the natural beauty of the town. There was also a desire to have a vibrant downtown area, especially one that had a variety of businesses and amenities that residents and visitors could access by walking or biking.

## Housing

A total of eleven (11) comments related to Housing were recorded; seven (7) of which received the most consensus votes:

Element	Comment	Votes
Housing	Elder housing with smaller lots and yards	5
Housing	Housing for young homeowners	4
Housing	Add "cluster" bylaw (protect valuable areas, allow residential development and protect natural areas)	4
Housing	Need rental housing for older residents near senior center	4
Housing	Balance housing development with need for future services	2
Housing	Create more affordable housing to meet and maintain the 10% threshold	2
Housing	Single family homes are preferred - keep rural character	2

Based on the comments received at the workshop, many folks acknowledged that it is difficult for the younger and older generation to afford to live in Lakeville. The the current 70,000 square foot residential zoning minimum lot size has created higher housing costs which make it challenging for folks with limited incomes to afford to buy housing in Lakeville. Looking to the future, there was a desire to create more variety in the housing stock in appropriate locations and to create more affordable housing to meet and maintain the 10% threshold required by Massachusetts General Law, Chapter 40B.

## Economic Development

A total of twenty-eight (28) comments related to Economic Development were recorded; eight (8) of which received the most consensus votes:

Element	Comment	Votes
Economic Development	Hire a town planner or economic development position	12
Economic Development	Create a marketing strategy to attract appropriate business at appropriate locations	7
Economic Development	See development at the State Hospital site/ Bowling alley site	6
Economic Development	Do a better job at selling Lakeville to its residents and potential developers	5
Economic Development	Restaurants/Grocery Store	4
Economic Development	Create a destination location	4
Economic Development	Business & Economic Development Committee - look at what the committee has to work with	4
Economic Development	Have an existing business guide	4

The topic of Economic Development was the most popular topic during the discussion groups. In general, comments reflected a desire to increase the number of businesses in town, particularly at the former state hospital and bowling alley sites on Route 105. In order to effectively do that, many folks agreed that the town should hire professional staff (either a town planner or an economic development specialist) to ensure that those sites (and others) are developed in the appropriate manner. Several attendees suggested that the town lacked an identity and that a marketing strategy be formulated to attract new businesses such as a grocery store or more restaurants. It should be noted that many folks voted for supporting the Business & Economic Development Committee and creating a business guide; however, the town already has an existing business guide. That said, an update to the guide could be helpful to attract new businesses in the future.

## Conclusion

The Lakeville Master Plan Land Use, Housing, and Economic Development Workshop was the **second of five** workshops in a sustained and comprehensive civic engagement campaign. Similarly, this document is second step in identifying issues that are important to the citizens and businesses of Lakeville.

Based on comments received at the **first two** public workshops, **Lakeville 2030** has the following seven (7) main themes:

1. Balance future growth with maintaining Lakeville's semi-rural character, animal habitat areas, and natural beauty.
2. Support the local economy while exploring additional opportunities to create new businesses and economic development in appropriate areas.
3. Continue to support the current and future maintenance and creation of open space and recreation areas.
4. Pursue additional sidewalks and bike facilities to allow for alternative transportation options.
5. Enhance the information sharing efforts using all available tools to ensure the public can make informed decisions.
6. Provide a variety of housing options that meet the need of the entire community.
7. Add professional staff to help guide future residential and business growth.

These overarching themes merit close attention and will reappear in future Master Plan workshops to provide for opportunities for further refinement and possible additions.

# Appendix A

*Workshop Flyer & Sign-In Sheet*



# Lakeville 2030

*A Plan for the Future*

Land Use, Housing, Economic Development

## Master Plan Public Workshop

**Tuesday**

**October 16, 2018  
6:30 PM to 8:30 PM**

**Lakeville Public Library  
4 Precinct Street**



Land Use



Housing



Economic  
Development





## MASTER PLAN WORKSHOP: Tuesday, October 16, 2018

Name	Address (optional)	Email (optional)	Affiliation
S. ZENKIEWICZ		szinc@comcast.net	PL. BD.
BRIAN REYNOLDS		508 858 7840	HISTORICAL COM. OPEN SPACE
Rita Garbitt		rgarbitt@lakevillema.org	
Lorraine Carboni		lcarboni@lakevillema.org	
Stephen Stanley		sstanley@citypointfive.com	
Patrick Marshall			MASTER PLAN COMM
Debra Smith			
Joe Negy		JFNegy@9mad.com	
Allen Frawley		Allen@AllenFrawley	
Joseph Silvia		jodisilvia@comcast.net	
Laura Stanley		lessdstanley@wmzn.net	
Brian Day	8 Elders Pond Dr	brian.day@outlook.com	
Joel Kelly Rodriguez		JKRodriguez2103@gmail.com	
Maria Martini		mapm4774@hotmail.com	
Barbara Schneider	3 River Bend	mwschneider@verizon.net	
Rodney R Dixon	39 BAKER LANE	rodneyrdixon@comcast.net	
Kelly Reed	Satucket Trail	Sushicat1@msn.com	



## **Appendix B**

*Workshop Presentation & Handout*



# Lakeville

# 2030

*A Plan for the Future*

## **Lakeville Master Plan**

### ***Land Use, Housing, and Economic Development Workshop***

Tuesday - October 16, 2018

Public Library - 4 Precinct Street, Lakeville, MA 02347



# Agenda for Tonight

*This is a very basic, **big picture** conversation. Just tell us what you think.  
No homework necessary.*

6:30 - 6:40: **Introductions**

6:40 - 7:10: Master Plan Introduction and Information Presentation

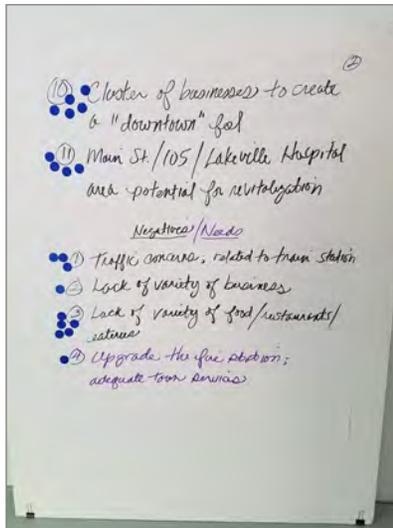
7:10 - 7:15: Refreshment Break

7:15 - 8:15: Discussion Group

8:15 - 8:30: Closing Remarks, Voting, Adjourn

# What is SRPEDD's role here?

- Listen to you
- Understand your goals and priorities
- Gather, analyze, and present information
- Help make a plan that responds to your goals



**Main Goals**

+



**Who/What Info**

=

What opportunities do we have?

What actions are needed?

What resources are required?

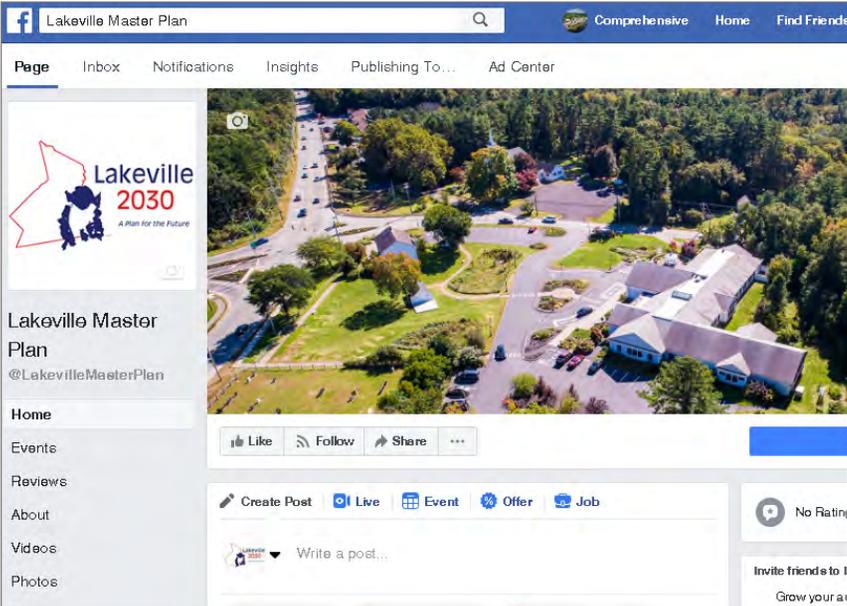
Who's in charge?

What are the main hurdles?

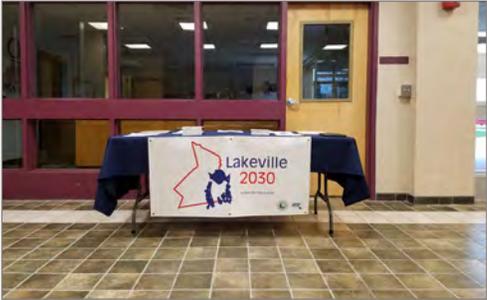
**Planning**

# Public Engagement

## On the web



## In person



*Spring Special Town Meeting - April*



*Outdoor Concert Series - July*



*Arts & Music Festival - September*



# Public Engagement



**Opportunities to Participate**  
*Lakeville Needs Your Input!*



# Agenda for Tonight

*This is a very basic, **big picture** conversation. Just tell us what you think.  
No homework necessary.*

6:30 - 6:40: Introductions

6:40 - 7:10: ***Master Plan Introduction and Information Presentation***

7:10 - 7:15: Refreshment Break

7:15 - 8:15: Discussion Group

8:15 - 8:30: Closing Remarks, Voting, Adjourn

# What is a Master Plan?

- A comprehensive analysis of all aspects of community development
- A plan for a community's physical growth
- A **long-range document** (typical 5 to 10 year "life"; Lakeville's dates from 2005 and is, therefore, is considered to be out-of-date)
- A guide for local public policy

*Such plan shall be a statement, through text, maps, illustrations or other forms of communication, that is designed to provide a basis for decision making regarding the long-term physical development of the municipality. The comprehensive plan shall be internally consistent in its policies, forecasts and standards . . . [M.G.L. c. 41, s. 81D]*

# What are the Elements of a Master Plan?

*State Requirements - M.G.L. c. 41, s. 81D directs Planning Boards to prepare a Master Plan with the following elements:*

- Statement of Goals and Policies
- *Land Use*
- *Housing*
- *Economic Development*
- Natural and Cultural Resources
- Open Space and Recreation
- Services and Facilities
- Transportation and Circulation
- Implementation Strategies

# What type of information do we consider?



land use patterns



zoning and laws



town priority areas



ownership and rights



facilities and assets



water resources



conservation



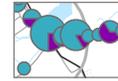
habitat areas



agriculture



transportation



crash rates



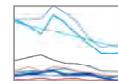
environmental hazards



land values



development history



demographic and economic trends

**and ...**

... most importantly, your community's character, input, and goals.



Land Use, Housing, Economic Development

Master Plan Public Workshop

**Tuesday**  
**October 16, 2018**  
**6:30 PM to 8:30 PM**  
**Lakeville Public Library**  
**4 Precinct Street**



Land Use



Housing



Economic  
Development



Public Workshops

Community Events

Website and Facebook

Comment Cards

Master Plan Committee

Existing Plans



# Why Create a Master Plan?

*A Master Plan helps municipalities to:*

- Promote orderly and predictable development
- Provide clarity to property owners, developers, and permitting authorities
- Promote open, transparent decision-making
- Set priorities for developing and maintaining infrastructure and public facilities
- Protect environmental resources
- Strengthen local identity

# Main Themes



## What We Heard at the Discovery Workshop (May 2018):

- 1 Balance future growth with maintaining Lakeville's semi-rural character.
- 2 Support the local economy while exploring additional opportunities to create new businesses and economic development.
- 3 Continue to support the current and future maintenance and creation of open space and recreation areas.
- 4 Pursue additional sidewalks and bike facilities to allow for alternative transportation options.
- 5 Enhance the information sharing efforts using all available tools to ensure the public can make informed decisions.

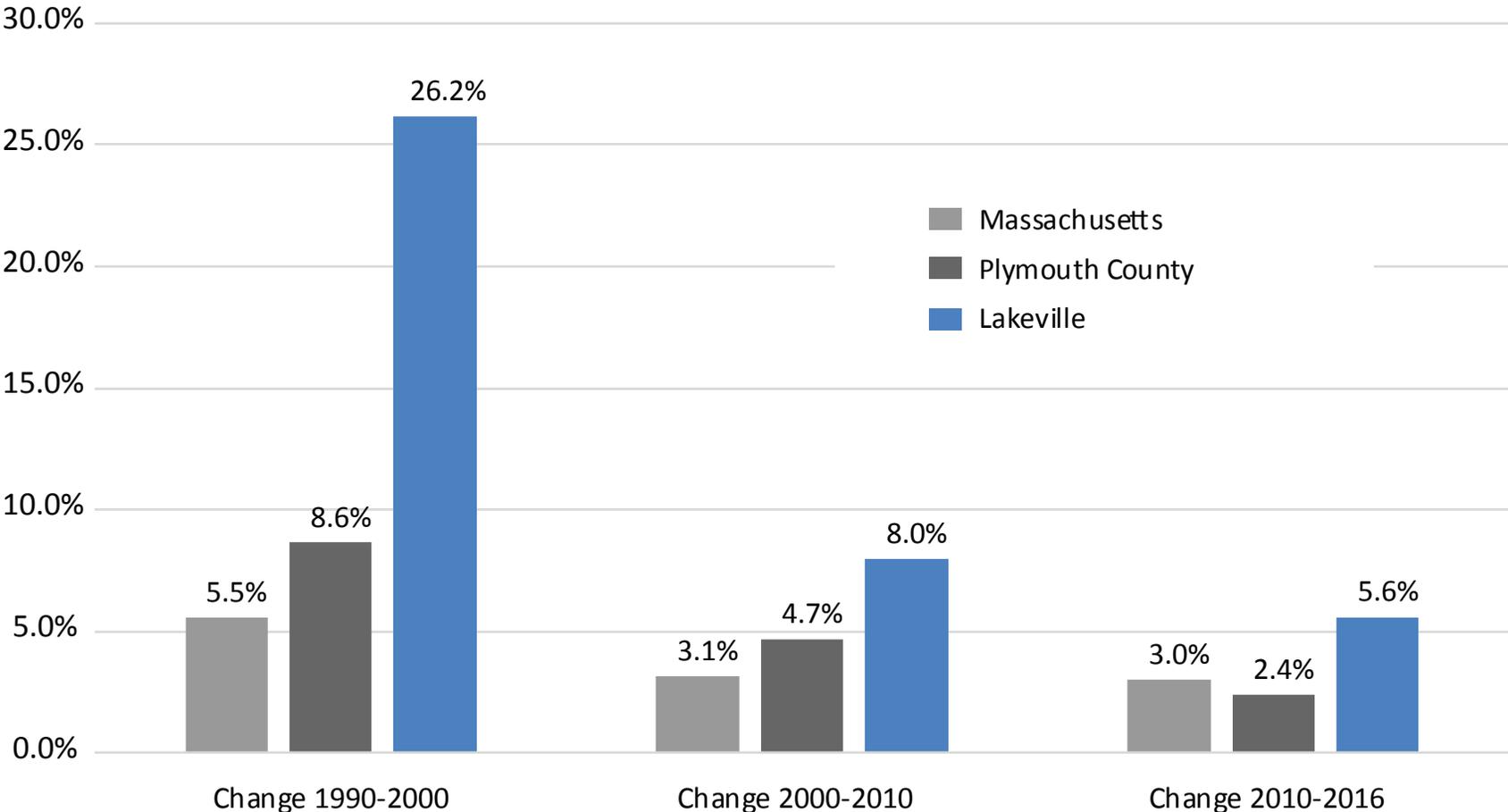
# What Does the Data Say?

Let's explore some data from the following sources:

- U.S. Census Bureau (Decennial & American Community Survey)
- U.S. Department of Housing & Urban Development (HUD)
- MA Department of Education (DOE)
- MA Department of Housing & Community Development (DHCD)
- MA Executive Office of Labor & Workforce Development (EOLWD)
- MA Division of Local Services (DLS)
- Freetown-Lakeville Regional School District  
*(Old Colony Regional Tech. HS & Bristol County Agricultural HS)*

# Population Growth Rates by Decade

Source: U.S. Census Bureau



**Lakeville’s population was booming in the 1990s. The rate has slowed, but Lakeville is still growing at a faster rate than the state and Plymouth County.**



# Households

Average household size  
has decreased slightly.



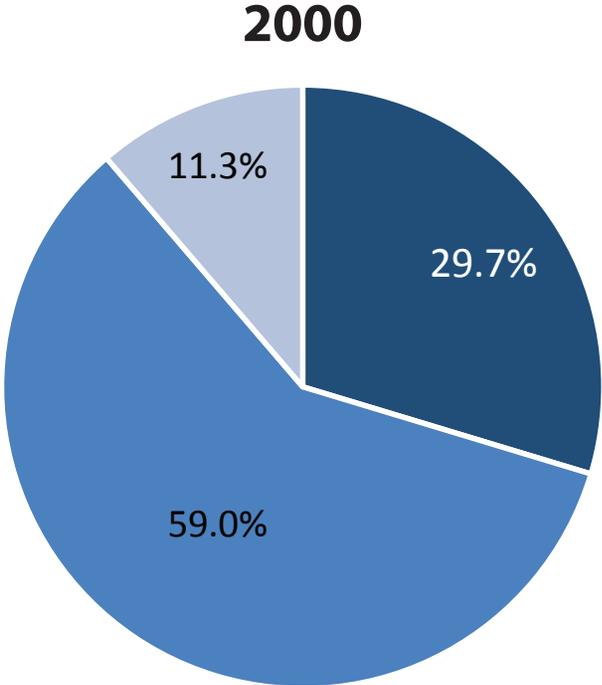
**30.3%** of Lakeville households  
include a person age **65+**  
(up significantly from 20.2% in 2000)

**33.5%** of households include children under 18  
(down from 42.9% in 2000)

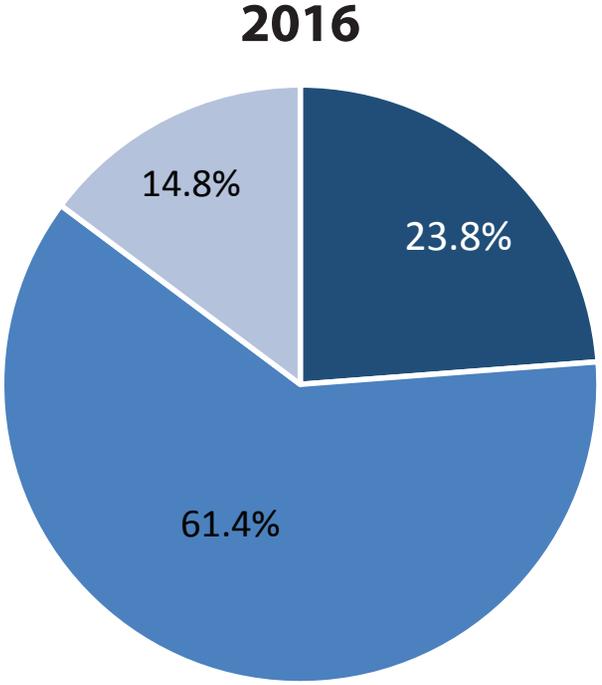


Source: U.S. Census Bureau

# Age Trends



**Median Age: 37.8**



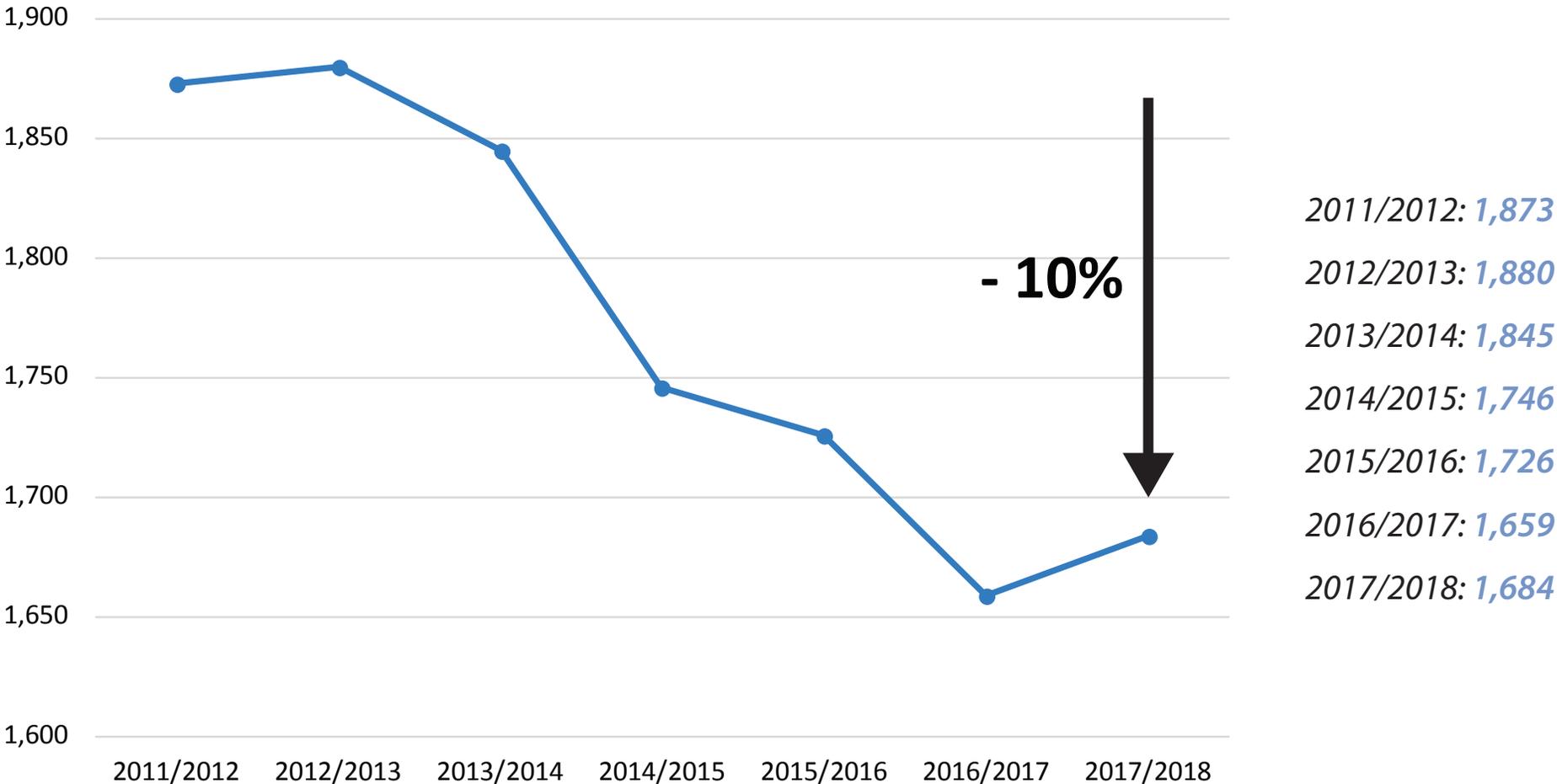
**Median Age: 44.2**

■ "School Age" (Under 20)      ■ "Working Age" (20 - 59)      ■ "Retirement Age" (65 +)

*Source: U.S. Census Bureau*

**Lakeville's median age increased by 6 years from 2000 - 2016. The share of young, "School Age" people is declining.**

# School Enrollment



Source: Freetown Lakeville Regional School District, Old Colony RVTHS, and Bristol County Agricultural HS

**Lakeville's student population declined between 2012 and 2018.**



# Income

Median Household Income in Lakeville is estimated at

**\$93,691**

*Source: U.S. Census Bureau*

This is much higher than  
median incomes in:

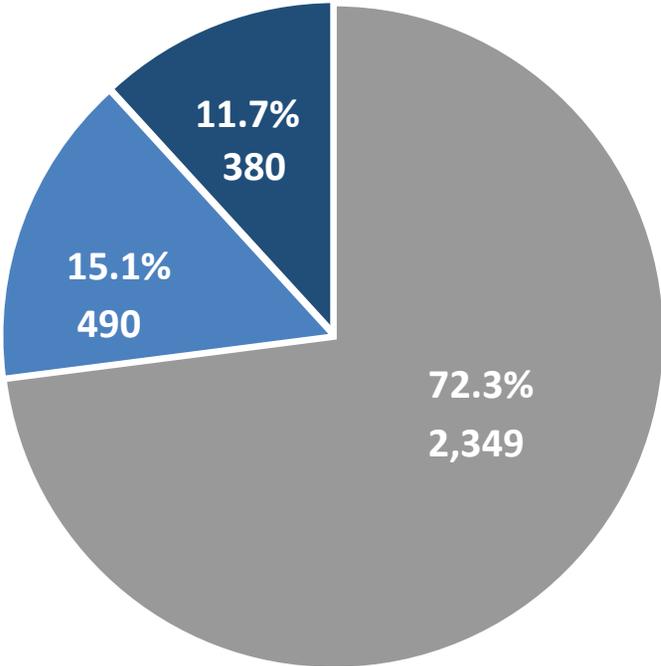
<b>Plymouth County</b>	<b>\$77,627</b>
<b>Bristol County</b>	<b>\$59,343</b>
<b>Massachusetts</b>	<b>\$70,954</b>

Surrounding towns:

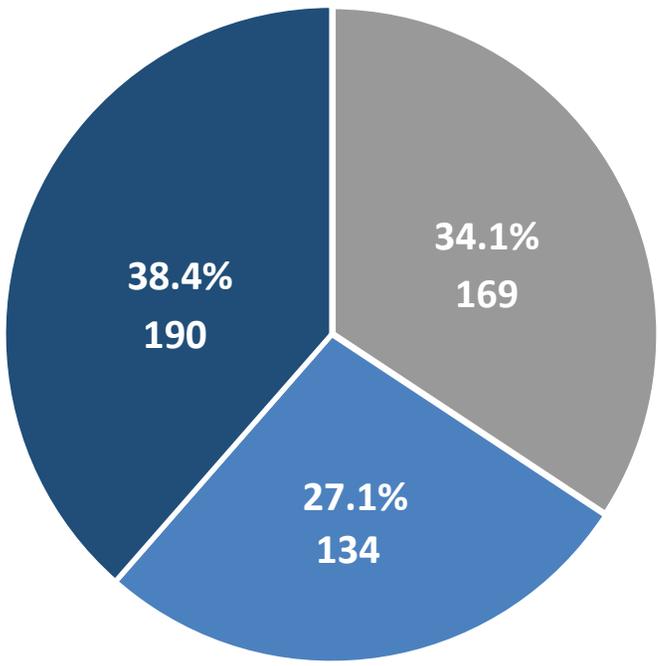
<b>Rochester</b>	<b>\$103,081</b>
<b>Berkley</b>	<b>\$95,186</b>
<b>Freetown</b>	<b>\$91,618</b>
<b>Middleborough</b>	<b>\$76,961</b>

# Households Spending More than 30% of Income on Housing

## Owners



## Renters



- Cost Burdened (30%-50% of income spent on housing)
- Severely Cost Burdened (50%+ of income spent on housing)
- Not Cost Burdened

Source: U.S. Department of Housing and Urban Development (HUD)

**A quarter of owner households are housing cost burdened. More than half of renters are burdened, with many spending over 50% of their income on housing.**

# Lakeville's Subsidized Housing Inventory (SHI)

Community	2010 Census Year Round Housing Units	SHI Units	Percent
Berkley	2,169	24	1.1%
Freetown	3,263	86	2.6%
<b>Lakeville</b>	<b>3,852</b>	<b>274</b>	<b>7.1%</b>
Middleborough	8,921	589	6.6%
Rochester	1,865	8	0.4%
Taunton	23,844	1,529	6.4%

Source: MA Department of Housing and Community Development (DHCD)

**In order to gain more control over the Chapter 40B process, Lakeville must have 10% of its housing stock on the state SHI or meet annual production goals. It currently has 7.1%.**



# Affordable Housing vs. Housing that is Affordable

## “Affordable” Housing:

- Subsidized by a public agency, non-profit, or a limited dividend company
- Income-restricted to households with incomes at or below 80% of area median income
- Deed restriction

## Housing that is “affordable”:

- A household that is spending less than 30% of the household income on basic costs (mortgage/rent and utilities)

Lakeville AMFI: \$81,000

80% Limit (family of four): \$66,250

*Please note that this is a very basic description of the differences and is not meant to be an all inclusive definition.*

# Job Growth, 2006 - 2016

Jurisdiction	2006 Jobs	2016 Jobs	Percent Change
Berkley	643	654	1.7%
Freetown	3,757	4,062	7.5%
<b>Lakeville</b>	<b>3,170</b>	<b>3,227</b>	<b>1.8%</b>
Middleborough	8,596	9,381	8.4%
Rochester	735	780	5.8%
Taunton	25,653	23,351	-9.9%
SRPEDD	242,106	246,628	1.8%
Plymouth County	176,853	189,197	6.5%
Massachusetts	3,197,325	3,494,564	8.5%

Source: MA Executive Office of Labor and Workforce Development (EOLWD)

**In the past ten years, Lakeville has gained about 57 jobs. Job growth was lower than most of its neighbors, the state, and the region.**



# Jobs by Sector, 2006 - 2016

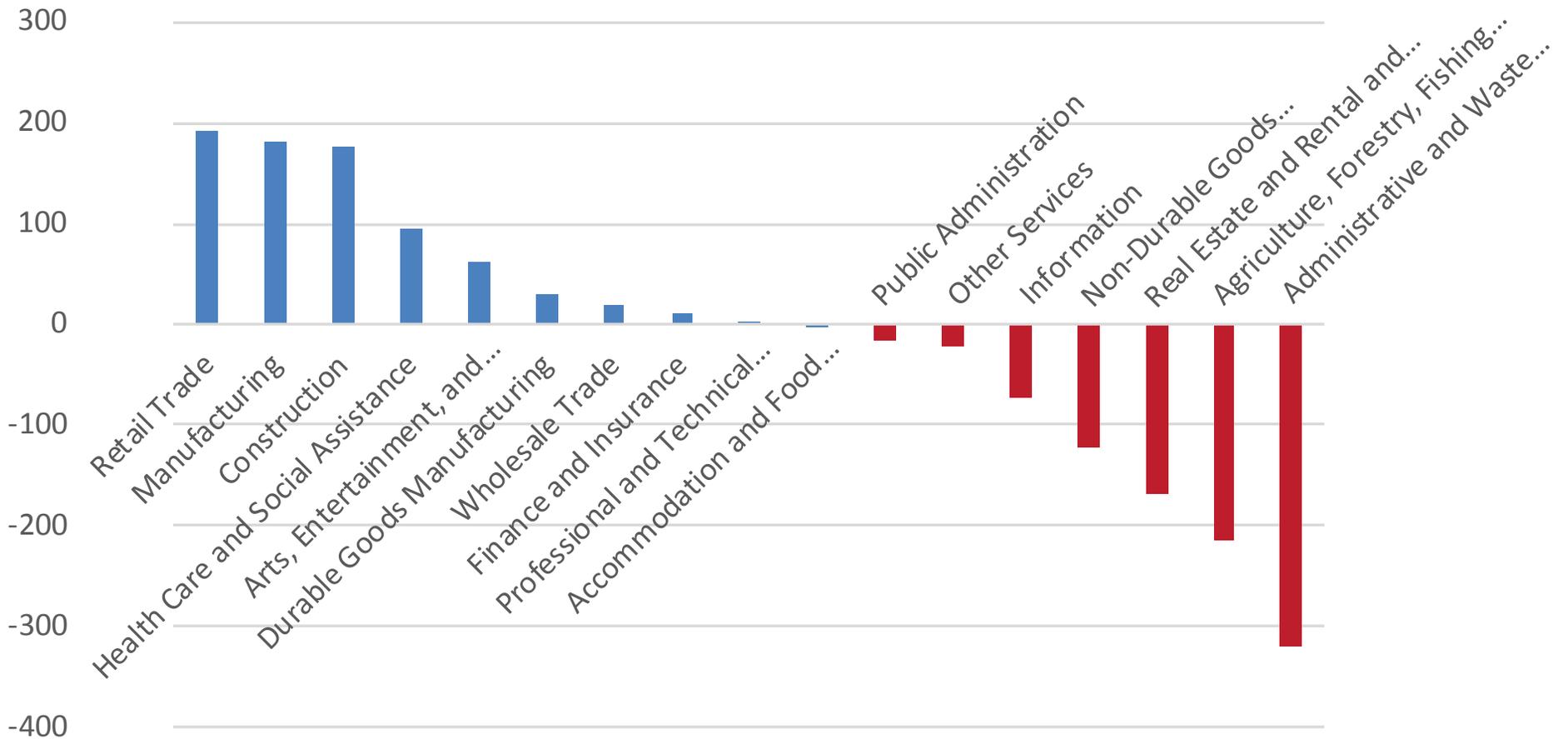
NAICS Code and Industry	2006 Jobs	2016 Jobs	# Change 2006-2016	% Change 2006-2016
62 - Health Care and Social Assistance	300	395	95	31.7%
23 - Construction	191	366	175	<b>91.6%</b>
31-33 - Manufacturing	73	255	182	<b>249.3%</b>
92 - Public Administration	237	220	-17	-7.2%
44-45 - Retail Trade	17	210	193	<b>1135.3%</b>
71 - Arts, Entertainment, and Recreation	118	180	62	52.5%
42 - Wholesale Trade	148	167	19	12.8%
54 - Professional and Technical Services	148	150	2	1.4%
DUR - Durable Goods Manufacturing	118	147	29	24.6%
56 - Administrative and Waste Services	450	132	-318	<b>-70.7%</b>
72 - Accommodation and Food Services	114	113	-1	-0.9%
NONDUR - Non-Durable Goods Manufacturing	231	108	-123	-53.2%
81 - Other Services, Except Public Administration	104	83	-21	-20.2%
52 - Finance and Insurance	29	41	12	41.4%
53 - Real Estate and Rental and Leasing	200	32	-168	<b>-84.0%</b>
51 - Information	103	31	-72	-69.9%
11 - Agriculture, Forestry, Fishing and Hunting	229	15	-214	<b>-93.4%</b>
<b>Total, All Industries</b>	<b>3,170</b>	<b>3,227</b>	<b>57</b>	<b>1.8%</b>

Source: MA Executive Office of Labor and Workforce Development (EOLWD)

**In 2016, the biggest industries in Lakeville (in total jobs) were health care, construction, and manufacturing.**

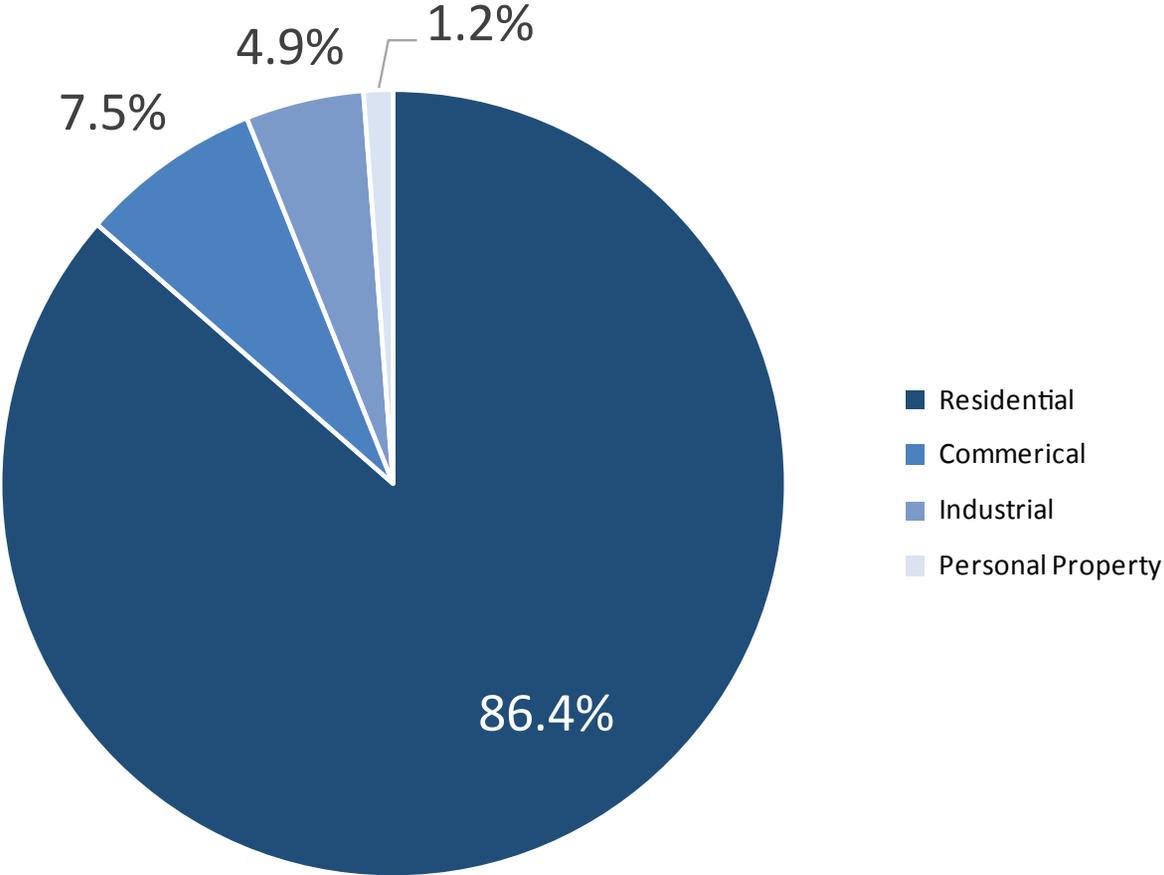


# Job Growth by Sector, 2006 - 2016



**Many job sectors saw large changes. In raw numbers of jobs, the biggest gains were in Retail, Manufacturing, and Construction. The biggest losses were in Real Estate, Agriculture and Administration.**

# Tax Base, 2018



**63.0% in Taunton**  
**70.6% in Freetown**  
**79.9% in Middleborough**  
**85.7% in Rochester**  
**94.4% in Berkley**

Source: MA Division of Local Services (DLS)

**Lakeville's tax base is 86.4% residential.**  
**For FY2018, the average single family tax bill in Lakeville is \$4,669**  
**compared to \$3,945 in Taunton, \$4,623 in Middleborough, and**  
**\$5,175 in Rochester.**

# Tax Rates Per \$1,000 of Value (Millage Rates), 2018

Jurisdiction	Residential tax rate	Commercial tax rate
Berkley	\$14.02	\$14.02
Freetown	\$13.31	\$21.42
<b>Lakeville</b>	<b>\$13.59</b>	<b>\$13.59</b>
Middleborough	\$15.60	\$16.57
Rochester	\$14.11	\$14.11
Taunton	\$15.72	\$34.43

Source: MA Division of Local Services (DLS)

**Lakeville has a flat tax rate (meaning that it taxes residential and commercial properties at the same rate). Compared to its neighbors, the town's tax rate is low.**

# Discussion Questions

## Land Use

- What type of development is right for Lakeville?
- Which areas in Lakeville are appropriate for future growth?
- Which areas are most important to preserve, enhance, or transform?

## Housing

- What are Lakeville's primary concerns regarding housing? How are costs, conditions, and availability?
- Are there a variety of local housing opportunities to serve the needs of all citizens?
- What kind of housing development, and where, is right for Lakeville?

## Economic Development

- How is the economic health of Lakeville? What are the key issues?
- Are there local employment opportunities?
- What businesses would you like to have in Town?

**Refreshment Break!**

**5 minutes**



# Agenda for Tonight

*This is a very basic, **big picture** conversation. Just tell us what you think.  
No homework necessary.*

6:30 - 6:40: Introductions

6:40 - 7:10: Master Plan Introduction and Information Presentation

7:10 - 7:15: Refreshment Break

7:15 - 8:15: **Discussion Group**

8:15 - 8:30: Closing Remarks, Voting, Adjourn

# What is Next?



Come out and see what it's all about!



2018

**MAY**

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**JUNE**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**MARCH**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**APRIL**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**SEPTEMBER**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

**OCTOBER**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**NOVEMBER**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**DECEMBER**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

2019

**JANUARY**

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**FEBRUARY**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

**MARCH**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

**APRIL**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**MAY**

S	M	T	W	T	F	S
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**JUNE**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**JULY**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**AUGUST**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**SEPTEMBER**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**OCTOBER**

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**NOVEMBER**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**DECEMBER**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Dates have not been confirmed

Dates may be subject to change.  
Please see the project website or facebook for more information about a specific event.

**Community Events**

**Board/Committee Meetings**

**Public Workshops**

Public Workshops

Community Events

Committee Meetings



# Keeping in Touch and Participating Online

WHAT WE DO • DATA CENTER • NEWS • ABOUT SRPEDD • RESOURCE LIBRARY • CALENDAR • PARTNERS HOME • CONTACT US

**SRPEDD** Southeastern Regional Planning and Economic Development District

---

**Lakeville Master Plan**

---

WELCOME RECENT UPDATES MASTER PLAN 101 INTERACTIVE MAPS DOCUMENT LIBRARY MAILING LIST PUBLIC COMMENT FORM

---

**Welcome to the Lakeville Master Plan Home Page!**

---



**Lakeville**  
**2030**  
*A Plan for the Future*

Welcome and thank you for visiting the Lakeville Master Plan website!

Lakeville's Master Plan Implementation Committee is working with Southeastern Regional Planning and Economic Development District (SRPEDD) to develop this new master plan and when complete, *Lakeville 2030* will help guide the future of Lakeville for the next 10 years.

This webpage will be your source for all information about the new Master Plan, options for participation, and notices of upcoming workshops or events. We will keep this site updated as the planning process progresses so please plan on checking back in with us.

There are many ways to get involved and stay informed. Join us at a public event, as shown on our Google Calendar (also available as a [PDF here](#)). "Like" us on [Facebook](#) and sign up to join our [Mailing List](#) so you will be notified of all events that SRPEDD will be attending and/or

Also...



# Contact



# Lakeville 2030

*A Plan for the Future*

**Rita Garbitt**

*Town Administrator*

[rgarbitt@lakeville.ma.us](mailto:rgarbitt@lakeville.ma.us)

508.746.8803

**Jed Cornock, AICP**

[jcornock@srpedd.org](mailto:jcornock@srpedd.org)

508.824.1367 x318

[www.srpedd.org](http://www.srpedd.org)

## **Appendix C**

*Workshop Comment Pads & Summary Table*

# Land Use

- rural feel (not as rural as it once was)
- No strip mall area
- Small shops that keep the character of the Town
  - Need more development along major roads (105, 18, 140, 44)
  - - Restrict architecture of businesses to fit in
- - See development at Hospital site / Bowling Alley site
- - Restaurants / Grocery store
  - Outreach to attract new businesses
- - Business and Economic Development committee
- - Reassess our assets
- - ~~■~~ Less populated recreational use (passive) Bike : Walk : Run trails

# LAND USE

PROTECT ANIMAL HABITATS  
(LOSING HABITATS) ● ● ● ● ● ●

- CAPITALIZE ON THE NATURAL BEAUTY  
PUBLIC ACCESS TO OPEN SPACE

PROMOTE LOCAL TOURISM OPPORT.  
- PASSIVE RECREATION

ADD "CLUSTER" BYLAW ● ● ● ● ●  
- PROTECT VALUABLE AREAS  
- ALLOW RES. DEV. + PROTECT NATURAL AREAS

PROTECT THE NATURAL BEAUTY ● ● ●

# Housing

- • - elderly housing
  - • ↳ Smaller lots and yards
  - Similar housing stock
    - ↳ Need more variety
  - Close neighbors and open space
    - ↳ Conservation subdivision housing
- • • - Housing for young homeowners

# HOUSING

- NEED RENTAL HOUSING FOR  
• OLDER RESIDENTS NEAR SENIOR CENTER

- MORE BUS SERVICE TO PROVIDE  
• BETTER ACCESS

BALANCE HOUSING DEVELOPMENT WITH  
NEED FOR FUTURE SERVICES ••

- CREATE MORE "AFFORDABLE HOUSING"  
• TO MEET 10% THRESHOLD...  
AND MAINTAIN

- AREA NORTH OF NEW POLICE STATION  
MAY BE AN OPPORTUNITY FOR SENIOR  
HOUSING - CLOSE

# Economic Development

## ●●● Business and Economic Development Committee

- Look at what the committee has to work with

●●● - Do a better job at selling Lakeville to its residents and potential developers

●●● - Create a destination location

- Create more opportunities for businesses

● - Office type building

- Types of businesses to create more employment opportunities

●●● - Have an existing business guide

- Need to generate the ideas of the town

- No identity

- Town Center?

- Infrastructure (Taunton Water)  
Middleboro

## Economic Development

- - Water District
  - Sewer
- - Educating the Town

Rt. 18 + 105

- - USE EXISTING NOT DEVELOP NEW

NEW ECON. DEV.

- ★ SCALE + USES CONSISTENT WITH CHARACTER OF TOWN

Rt. 105 CORRIDOR

LAKEVILLE HOSP. SITE

- - AREA OF OPPORTUNITY
- MIXED USE DEV.

- NEED A WALKABLE DOWNTOWN COMMERCIAL/RESIDENTIAL AREA

- LACK OF SIDEWALKS

- CREATE MORE CONNECTIVITY

- LAKEVILLE HOSP. SITE GOOD AREA
- ● FOR MIXED USE (SELF SUFFICIENT)
  - - BOOK STORE
  - RESTAURANT
- TRAIN STATION (IF ABANDONED)
  - MIXED USE AREA (HOUSING MIX)
- ● SINGLE FAMILY HOMES ARE PREFERRED - KEEP RURAL CHAR.
- ● PROMOTE MORE "MOM + POP" TYPE BUSINESSES IN APPROPRIATE LOCATIONS
- ● FUTURE TRAFFIC A CONCERN FOR NEW BUSINESS DEVELOPMENT

CREATE MORE SHARED OFFICE SPACE  
(RIVERSIDE DRIVE)

- ● ECONOMIC DEVELOPMENT IS SLOW
  - MORE "BRING PEOPLE TO TOWN - NOT "THROUGH" TOWN

HIRE A TOWN PLANNER ● ● ● ● ● ● ● ● ● ●  
OR ECONOMIC DEV. POSITION ● ● ● ● ● ● ● ● ● ●

SPECIALIZED GROCERY STORE OR  
SPECIALTY STORE

- ● ● ● CREATE A MARKETING STRATEGY
  - TO ATTRACT APPROPRIATE BUSINESSES
  - ● - AGRICULTURAL TOURISM?
  - AND AT APPROPRIATE LOCATIONS

## Lakeville Master Plan - Land Use, Housing, Economic Development Workshop Comments

October 16, 2018 - 6:30 PM

Element	Statement	Votes
Land Use	Protect animal habitats	6
Land Use	More passive recreational opportunities in less populated areas - Bike, Walk, Run trails	3
Land Use	Protect the natural beauty	3
Land Use	Small shops that keep the character of the town	2
Land Use	More bus service to provide better access	2
Land Use	Need a walkable downtown (commercial/residential area)	2
Land Use	Lack of sidewalks - need to create more connectivity	2
Land Use	Restrict achitecture of business to fit in	1
Land Use	Reassess our assets	1
Land Use	Capitalize on the natural beauty - provide public access to open space	1
Land Use	Rural feel	0
Land Use	No strip mall areas	0
Land Use	Promote local tourism opportunities (passive recreation)	0
Land Use	No identity	0
Land Use	Town center?	0
Housing	Elder housing with smaller lots and yards	5
Housing	Add "cluster" bylaw (protect valuable areas, allow residential development and protect natural areas)	4
Housing	Housing for young homeowners	4
Housing	Need rental housing for older residents near senior center	4
Housing	Area north of new police station may be an opportunity for senior housing	3
Housing	Balance housing development with need for future services	2
Housing	Create more Affordable housing to meet and maintain the 10% threshold	2
Housing	Single family homes are preferred - keep rural character	2
Housing	Similar housing stock (need more variety)	0
Housing	Close neighbors and open space	0
Housing	Conservation subdivion housing	0
Economic Development	Hire a town planner or economic development position	12
Economic Development	Create a marketing strategy to attract appropriate businesses at appropriate locations (agricultural tourism)	7
Economic Development	See development at Hospital site/Bowling alley site	6
Economic Development	Do a better job at selling Lakeville to its residents and potential developers	5
Economic Development	Restaurants/Grocery Store	4
Economic Development	Create a destination location	4
Economic Development	Have an existing business guide	4
Economic Development	Lakeville hospital site is a good area for mixed use (self sufficient) - potentially a book store or restaurant	4
Economic Development	Business and Economic Development Committee - look at what the committee has to work with	4
Economic Development	Water and sewer district	3
Economic Development	Future traffic is a concern for new business development	3

## Lakeville Master Plan - Land Use, Housing, Economic Development Workshop Comments

October 16, 2018 - 6:30 PM

Element	Statement	Votes
Economic Development	Educating the town	2
Economic Development	Use existing development and not create new development on Route 18 and Route 105	2
Economic Development	Promote more "mom & pop" type businesses in appropriate locations	2
Economic Development	Economic development is slow (need more "bring people to town - not through town")	2
Economic Development	Create more office type buildings	1
Economic Development	Lakeville hospital site is an area of opportunity (possibly for mixed use development)	1
Economic Development	Train station (if abandoned) could be an mixed use area	1
Economic Development	Need more development along major roads (105, 18, 140, 44)	0
Economic Development	Outreach to attract new businesses	0
Economic Development	Create more opportunities for businesses	0
Economic Development	Types of businesses to create more employment opportunities	0
Economic Development	Need to generate the ideas of the town	0
Economic Development	Infrastructure	0
Economic Development	Types of new economic development should be scaled consistent with the character of the town and Route 105 corridor	0
Economic Development	Create more shared office space (Riverside Drive)	0
Economic Development	Specialized grocery store or specialty store	0
<b>Total</b>		<b>116</b>



## **Appendix D**

*Workshop Photos*



## Lakeville Master Plan *Land Use, Housing, Economic Development* Public Workshop Wednesday - October 16, 2018

