

# Town of Yarmouth

Per M.G.L.: All town and school boards, committees, commissions, and authorities shall post a notice of every meeting at least 48 hours prior to such meeting, excluding Saturdays, Sundays, and legal holidays. Notice shall contain a listing of topics/agenda that the chair reasonably anticipates will be discussed at the meeting.

## Notice of Meetings

Name of committee, board, etc:	<b>Planning Board</b>
Date of Meeting:	<b>Tuesday May 25, 2021</b>
Time:	<b>6:00 p.m.</b>
Place:	<b>VIRTUALLY AT:</b> <a href="https://us02web.zoom.us/j/81086602062?pwd=MDduam9RREkrRkd3MDV4NEI3cisxUT09">https://us02web.zoom.us/j/81086602062?pwd=MDduam9RREkrRkd3MDV4NEI3cisxUT09</a>

### Agenda (Topics to be discussed):

1. The Planning Board may meet in quorum with the Board of Selectmen to present an update on the Community Visioning Project.
2. Adjournment

Posted By (Name):	Kathleen D. Williams
Signature:	<i>Kathy Williams</i>

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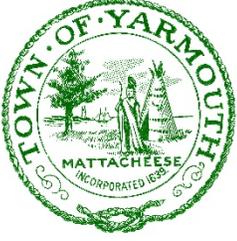
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# TOWN OF YARMOUTH

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Planning  
Board

## MEMORANDUM

To: Board of Selectmen  
From: Joanne Crowley, Planning Board Chair  
Date: May 20, 2021  
Subject: Community Visioning Project Update

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The Yarmouth Planning Board would like to take this opportunity to update the Board of Selectmen on the significant progress made on the Community Visioning Project.

The Board completed their initial public engagement campaign in January. We received significant public comment on Yarmouth's strengths, challenges and vision for our future with a total of 470 responses from the Visioning Survey, Workshops and Business Community Roundtable. The Town's consultant, Horsley Witten, summarized this valuable feedback and identified fifteen main topics. The Planning Board continued to further digest and condense this information into a draft Vision for Yarmouth as a great place to Live, Work, Play and Learn. The Board then identified general goals that focus on what we want to preserve, promote or provide for in our community to reach this shared Vision. Please see the attached Draft Vision Statement and Goals.

This document was used to develop a second survey which will tell us the relative importance of each item and help identify any additional topics that may have been missed in the first survey. This second Visioning Survey will run from June 1<sup>st</sup> through July 31, 2021 giving ample time for community responses. The Planning Board will also be presenting to the public a formal update on the Visioning project at its June 16<sup>th</sup> meeting. Access to the survey and more information on the presentation will be available soon on the [Community Visioning](https://www.yarmouth.ma.us/1838/Community-Visioning) webpage at <https://www.yarmouth.ma.us/1838/Community-Visioning>

Ultimately this information will be used to develop a draft Vision Plan which will go out for public comment in the fall with the hopes of adopting the plan before the end of the year. With a solid foundation created by the Vision Plan, the Planning Board can start the new year looking towards updating the Local Comprehensive Plan (LCP).

We look forward to presenting this information in more detail at your May 25, 2021 Board meeting.

### ATTACHMENTS:

- Draft Vision Statement and Goals
- PowerPoint Presentation

# DRAFT VISION STATEMENT

## May 20, 2021

### YARMOUTH – Live, Work, Play and Learn

**VISION:** We want Yarmouth to be an attractive, affordable, inclusive community with a clean, healthy environment; a strong economic base with diverse business interests; abundant places for fun, leisure, and socializing; and opportunities for life-long learning.

As a great place to **LIVE**, Yarmouth is a Town that...

- Improves and protects its unique natural environment, water resources and open spaces.
- Enjoys a strong sense of community that fosters belonging and inclusivity.
- Is aesthetically pleasing with attractive residential developments, commercial corridors and historic districts.
- Offers quality housing.
- Is a safe place to live with high quality municipal services, facilities and infrastructure.
- Cares for the more vulnerable members of the community.
- Communicates effectively and transparently.
- Offers robust senior services and facilities.
- Minimizes adverse impacts on the environment through planning and mitigation.

As a great place to **WORK**, Yarmouth is a Town that...

- Has a thriving, diverse year round economy with a variety of quality job opportunities and businesses.
- Promotes our strong hospitality and tourism sectors.
- Protects the environment while promoting economic development.
- Is business friendly.
- Embraces walkability, bikeability and public transit access.

As a great place to **PLAY**, Yarmouth is a Town that...

- Has an abundance of year round recreational opportunities, programs and entertainment for all ages.
- Has opportunities to socialize through civic/social clubs, volunteerism and community events.
- Offers ample public access to beaches, waterways and natural resources for recreation.

As a great place to **LEARN**, Yarmouth is a Town that...

- Strives for educational excellence and well maintained public school facilities in a cost effective way.
- Provides opportunities for life-long learning.
- Has modernized Library facilities that offer a variety of activities and programs for all ages.

# DRAFT GOALS TO MEET OUR VISION – May 20, 2021

**LIVE:** Themes/Vision/Goals:

## **ENVIRONMENT (Water Resources & Open Space):**

**Vision:** Improves and protects its unique natural environment, water resources and open spaces.

### **Goals:**

#### Preserve:

- Drinking water and air quality, water resources, wetlands, marshlands, and natural habitats.
- Public open spaces, beaches, conservation areas, bogs and walking trails.

#### Promote:

- Actively seeking land acquisitions that protect natural and water resources, and expands open spaces.
- Development placement that protect water resources and open spaces.

#### Provide:

- Municipal wastewater system to safeguard and improve water quality, fisheries and shellfish habitat, recreational opportunities, and promote redevelopment.
- Education on proper fertilizer use and management.
- Well-maintained high quality open spaces, beaches and conservation areas.

## **COMMUNITY CHARACTER & DESIGN:**

**Vision:** Enjoys a strong sense of community that fosters belonging and inclusivity. Is aesthetically pleasing with attractive residential developments, commercial corridors, and historic districts.

### **Goals:**

#### Preserve:

- Cape Cod charm, friendly small town feel and safe quiet neighborhoods.
- Cultural and historic areas and buildings.
- Traditions, community events, festival, parades, and civic and social clubs that encourage social interactions.

#### Promote:

- Inclusivity, diversity, and attracting more young people and families.
- Expansion of community events and festivals.
- Town's history, historic buildings and sites.
- Responsible residential and commercial growth that doesn't overbuild or overcrowd the community.
- Ways to eliminate or improve blighted, vacant or nuisance properties.

#### Provide:

- Places for people to gather, a focal point that creates a sense of identity – explore idea of a new Town Center, Village Green or Common and/or enhancements to existing villages.
- Modified zoning and improved design standards and aesthetics along commercial corridors.

## **HOUSING:**

**Vision:** Offers quality housing.

### **Goals:**

#### Preserve:

- Existing year round housing stock.

#### Promote:

- Increase in year round use of existing housing stock.

#### Provide:

- More quality year-round affordable and workforce housing for rental and homeownership.

## **TOWN SERVICES:**

**Vision:** Is a safe place to live with high quality municipal services, facilities and infrastructure. Cares for the more vulnerable members of the community. Communicates effectively and transparently.

### **Goals:**

#### Preserve:

- Strong commitment to public safety.
- Existing services and facilities provided by the Town.

#### Promote:

- Reduction in waste and litter.
- More participation in local government and regional solutions.
- Connecting those struggling with substance abuse with available social services and programs.

#### Provide:

- Resource connections with organizations that address food security.
- Adequate maintenance of municipal buildings, infrastructure, and other assets.
- Effective and efficient government with tax rates that balances services, facilities and infrastructure needs.
- Opportunities for effective and transparent communication with the community.

## **AGE-FRIENDLY:**

**Vision:** Offers robust senior services and facilities.

### **Goals:**

#### Preserve:

- Senior Center offering programs, activities, education and socialization for seniors.

#### Promote:

- Enhanced accessibility and amenities for those with disabilities.
- More ways to counter community isolation for seniors and more senior transit options.

#### Provide:

- Invest in facilities and services for older residents and encourage multi-generational programs.

## **CLIMATE RESILIENCY & SUSTAINABILITY:**

**Vision:** Minimizes adverse impacts on the environment through planning and mitigation.

### **Goals:**

#### Preserve:

- The environment.

#### Promote:

- Planning and mitigation to address impacts related to a changing climate including sea level rise, flooding and coastal erosion.
- Waste reduction, reuse and recycling.
- Reductions in energy consumption and vehicle emissions.
- Energy efficiencies and renewable sources of energy.

#### Provide:

- Public outreach and education on energy conservation and opportunities.
- More electric charging stations throughout Town.
- Continued application for grants for energy and climate resiliency projects.

## **WORK:** Themes/Vision/Goals:

### **ECONOMY:**

**Vision:** Has a thriving, diverse year round economy with a variety of quality job opportunities and businesses. Promotes our strong hospitality and tourism sectors. Protects the environment while promoting economic development. Is business friendly.

#### **Goals:**

##### Preserve:

- Strong seasonal tourism.

##### Promote:

- Economic growth and employment diversification to generate quality year round jobs.
- Support existing businesses and attract new businesses.
- Support for attracting and retaining year round and seasonal employees.
- Opportunities that incentivize business growth and redevelopment.
- Redevelopment of commercial corridors to grow our economy, improve the aesthetics of commercial corridors and protect open space.
- Existing strengths to encourage business development.
- Appeal as a tourist destination.
- Family friendly activities to brand the Town as a premier vacation destination.
- Mid-cape location.
- Better working relationship between municipal government and the business community.

##### Provide:

- Streamlined regulations/permitting/licensing to make it more efficient to do business in Yarmouth.
- Municipal wastewater system starting with the main commercial corridors to promote quality redevelopment.
- Expansion of a broadband alternative to facilitate people working at home and for business attraction and retention.

### **CONNECTIVITY & MOBILITY:**

**Vision:** Embraces walkability, bikeability and public transit access.

#### **Goals:**

##### Preserve:

- Existing nature paths and trails.

##### Promote:

- Traffic safety improvements, and pedestrian and bicycle accommodations for MassDOT projects along Route 28 and Route 6A.
- Traffic safety, and congestion and speed reduction.
- Easier and expanded access to the regional bus services and ride share programs.

##### Provide:

- More pedestrian and bicycle infrastructure (i.e. sidewalks, bike lanes, and shared use pathways).
- Connections between existing bike trails and destination locations and infilling sidewalk gaps.
- Adequate funding for road maintenance and drainage programs.

## **PLAY:** Themes/Vision/Goals:

### **RECREATION & ENTERTAINMENT:**

**Vision:** Has an abundance of year round recreational opportunities, programs and entertainment for all ages. Has opportunities to socialize through civic/social clubs, volunteerism and community events. Offers ample public access to beaches, waterways and natural resources for recreation.

#### **Goals:**

##### Preserve:

- Existing recreational programs and camps.
- Existing parks, playgrounds, beach facilities, public golf courses and conservation areas that offer walking, hiking and mountain biking trails.
- Existing access to the water through public boat launches, fishing piers, beaches, and town ways to water.

##### Promote:

- Expansion of year round recreational opportunities including exploring support for a central community center with possible indoor swimming pool.
- Entertainment options for young people.
- Expansion and protection of conservation areas and trails.

##### Provide:

- Well-maintained recreational facilities and conservation trails.
- Improved water quality to maintain our recreational swimming, boating, fishing, and shell-fishing.
- Expanded recreational programs, entertainment opportunities and community events.
- Expanded recreational facilities.

## **LEARN:** Themes/Vision/Goals:

### **EDUCATION & LEARNING:**

**Vision:** Strives for educational excellence and well maintained public school facilities in a cost effective way. Has opportunities for life-long learning.

**Goals:**

Preserve:

- Availability of a variety of educational opportunities provided by public, private and religious institutions.
- High quality vocational training at the Cape Cod Regional Technical High School.

Promote:

- A balanced working relationship with our educational partners.
- Expansion of educational opportunities for all ages.
- Educational vacations (arts, marine, eco-tourism).
- Better integration of the schools into the overall community with after school programs and adult education.

Provide:

- Continued educational programming for seniors through the Senior Center.
- Continued arts and educational programs at the Cultural Center of Cape Cod, Historical Society of Old Yarmouth, and similar institutions.
- Improved educational standards and quality infrastructure in our K-12 public schools in an effective, efficient and affordable way.

### **LIBRARIES:**

**Vision:** Has modernized Library facilities that offer a variety of activities and programs for all ages.

**Goals:**

Preserve:

- Public Library facilities offering programs, materials and activities.

Promote:

- Libraries as education centers.

Provide:

- Modernized Library facilities to accommodate future needs and can serve as a multi-generational meeting place for a variety of activities with increased hours, materials and services.



# **Yarmouth Community Visioning**

Setting Our Course • Charting Our Future

## Visioning Project Update Presentation to the Board of Selectmen

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MAY 25, 2021



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## What is Visioning?

- ❖ A community driven process to find out what we want Yarmouth to be like in the future

## Why are we doing this?

- ❖ Create a community Vision Statement and list of general goals to help us reach that shared vision
  - ❖ Provide tools to help guide future decisions by Town leaders
  - ❖ Support the update to the Local Comprehensive Plan, which serves as our Town's master plan
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# Public Outreach & Engagement

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Total Responses: 470

- Community Survey – 382 responses  
*November 2020 – January 15, 2021*
- Workshops – 82 participants  
*November 18, 2020*  
*December 7, 2020*  
*December 15, 2020*
- Business Roundtable – 6 participants  
*January 27, 2021*



# What did we ask?

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-  1. What are Yarmouth's strengths and assets?
-  2. What are Yarmouth's challenges?
-  3. What is your vision for Yarmouth?



# Major Themes

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History and Culture

Recreation

Natural Areas, Open Space, and Conservation

Social Networks

Affordability and Housing

Age-Friendly Community

Municipal

Location on the Cape

Land Development/Town Center

Economic Development

Technology/Broadband Access

Sustainability

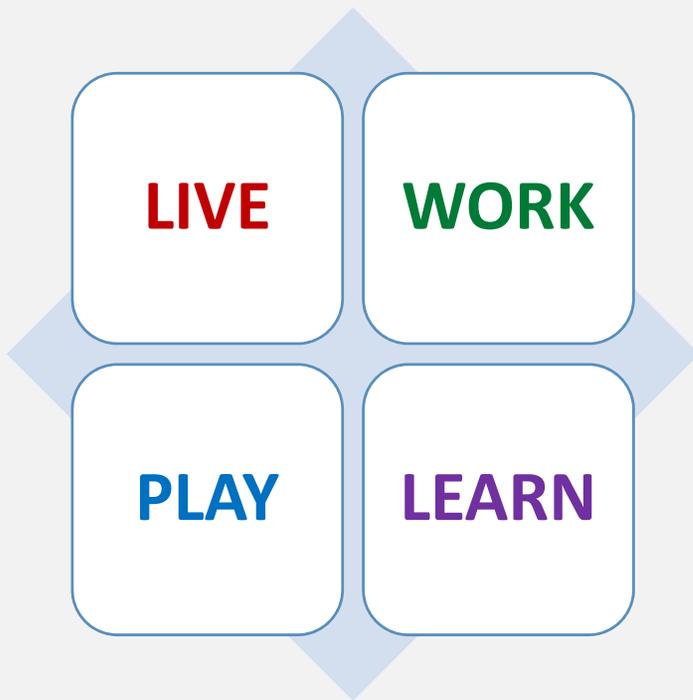
Connectivity and Mobility

Public Health

Education

# VISION & GOALS: Main Topics & Actions

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# LIVE

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## ***Example***

**LIVE:** As a great place to **LIVE**, Yarmouth is a Town that improves and protects its unique natural environment, water resources and open spaces.

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## **GOAL: ENVIRONMENT (Water Resources & Open Space)**

### **Preserve:**

- ❖ Drinking water, air quality, water resources, wetlands, marshlands, and natural habitats.
- ❖ Public open spaces, beaches, conservation areas, bogs and walking trails.

### **Promote:**

- ❖ Seeking land acquisitions that protect natural and water resources, and expands open spaces.
- ❖ Development placement that protect water resources and open spaces.

### **Provide:**

- ❖ Municipal wastewater to safeguard and improve water quality, fisheries and shellfish habitat, recreational opportunities, and promote redevelopment.
- ❖ Education on fertilizer use and management.
- ❖ Well-maintained high quality open spaces, beaches and conservation areas.

## LIVE - ENVIRONMENT (Water Resources & Open Space)

Vision: Improves and protects its unique natural environment, water resources and open spaces.

Please rate the following goals on how important you feel they are toward helping Yarmouth achieve its environmental vision.

1. Preserving drinking water and air quality, water resources, wetlands, marshlands, and natural habitats.

1- Not at all important	2- Not so important	3- Somewhat important	4- Very important	5- Extremely important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Preserving public open spaces, beaches, conservation areas, bogs and walking trails.

1- Not at all important	2- Not so important	3- Somewhat important	4- Very important	5- Extremely important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Promote actively seeking out land acquisitions that protect natural and water resources, and expands open spaces.

1- Not at all important	2- Not so important	3- Somewhat important	4- Very important	5- Extremely important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Promote development placement that protect water resources and open spaces.

1- Not at all important	2- Not so important	3- Somewhat important	4- Very important	5- Extremely important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Provide municipal wastewater system to safeguard and improve water quality, fisheries and shellfish habitat, recreational opportunities, and promote redevelopment.

1- Not at all important	2- Not so important	3- Somewhat important	4- Very important	5- Extremely important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# SECOND SURVEY

6. Provide education on proper fertilizer use and management.

1- Not at all important	2- Not so important	3- Somewhat important	4- Very important	5- Extremely important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Provide well-maintained high quality open spaces, beaches and conservation areas.

1- Not at all important	2- Not so important	3- Somewhat important	4- Very important	5- Extremely important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Do you recommend any other environmental goals?

# WHAT'S NEXT!

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- Second Survey: Launch June 1<sup>st</sup> through July 31<sup>st</sup>
- June 16<sup>th</sup> Planning Board Presentation on Vision/Goals (4:30 PM)



**For more information go to:**  
<http://www.yarmouth.ma.us/1838/Community-Visioning>



# Questions and Comments

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