

CHAPTER II. VISION, GOALS AND OBJECTIVES

This chapter expresses the Town's Vision of its future, and is accompanied by the overall Goals and specific Objectives that must be accomplished to fulfill that Vision. The chapter first describes the process that led to the drafting of these guiding statements. The description stresses the broad participation and extensive discussion that occurred. The process included contributions from citizens who participated in open meetings and discussions, advice from a sounding board appointed by the Mayor, and the active contributions of town staff and town leadership. This participation has led to a framework for planning that encompasses the fundamental interests of the entire Town.

COMMUNITY PARTICIPATION AND THE CREATION OF A VISION

This Master Plan has been built upon the aspirations of the Town of Weymouth as expressed by its citizens, landowners and business leaders through a process that gave voice to their concerns and ideas. Community participation in planning strives to attract a broad number of individuals, summarize their concepts and incorporate their ideas in ways that can be integrated into the entire planning framework. The people contacted for this project came with many different perspectives:

- Unaffiliated residents with a neighborhood, local or town-wide concern,
- Individuals representing specific business or other interests who expressed their particular perspective, recognizing that policies and actions can influence many aspects of the Town's economy, environment, and way of life,
- Town officials who perceived issues that might be resolved and opportunities to better serve town residents and businesses,
- Appointed officials who provided input through the structure of the planning process,
- Elected officials who expressed the opinions for the best directions for the Town, built in part on their understanding of the interests of the electorate.

This planning project employed several different approaches to gaining opinions from the many participants. The methods used to maximize public participation included interviews, meetings, questionnaires, public forums, a workshop, and regular meetings with the Steering Committee for more intimate discussions of the results. A summary discussion of those participation opportunities follows.

INTERVIEWS AND QUESTIONNAIRES

A series of interviews were held with a number of town officials and citizens active in town government. These included phone interviews, meetings with individuals, a group meeting with multiple town officials, and mail-in questionnaires. All officials were also invited to participate in the other processes for public input.

The interviews and questionnaire responses articulated concerns that many changes are

needed, and that they have been long awaited. They conveyed an optimism that the planning effort is well timed and can lead to action. These interviews also revealed the many questions and concerns regarding transitions in roles and responsibilities of boards and commissions in the context of the recent adoption of the new Town Charter.

As noted, many of those interviewed provided separate written responses that included everything from their particular areas of interest to town-wide issues. A summary of the interviews is included in the appendices.

COMMUNITY WORKSHOP

An intense workshop program was devised to allow individual citizens and representatives of the numerous groups committed to the future of Weymouth to discuss their issues. The format for the effort was as “charrettes”, a term which refers to a focused planning discussion which allows exploration of a wide range of information and ideas, and then produces initial consensus on productive directions for change. The focus of the charrette workshop was on the development of broad goals and targeted objectives that would improve the Town.

This public Master Plan workshop was held at the Abigail Adams School for four hours on Saturday, March 4, 2000. The workshop was an important opportunity for people with an interest in Weymouth’s to help shape the future. The interest was great enough that, even though the weather turned into a beautiful and early spring-like day, participants filled the auditorium at the Abigail Adams School to help define a strategy to guide future growth and development in Weymouth, while preserving and enhancing the valuable local resources.

The workshop was led by the consultant team and assisted by a team of planners, architects, landscape architects, urban designers, engineers, real estate market analysts and economic development consultants and the entire staff of the town’s Community Development office.

The agenda for the public workshop was to review preliminary planning information and then focus on ideas and alternatives for the future. The participants were then asked to help develop a vision for Weymouth that would contribute to the master plan and shape the recommendation that would emerge.

The presentation started with an examination of the underlying economic trends and mechanisms that define and support the vitality of the community. Traffic and transportation strategies were discussed that might ease connections between the Town’s neighborhoods and the region. Natural resource management, infrastructure, housing needs, and the delivery of government services were all issues and focal points in the initial discussion, as well.

After the open discussion in the auditorium, the participants reconvened in smaller working groups of ten to twelve people to hold round-table discussions on a series of master plan issues. These groups also developed their own ‘visions’ of the future Weymouth which were later presented as part of the reports made to the reassembled participants in the main auditorium. Potential goals and objectives for the future were discussed, listed, and ranked in terms of the relative priorities that might be considered for the Town. The results were used as the basis for the initial drafting of the Vision, Goals and Objectives of this Plan. A summary of the workshop is included in the appendices.

MASTER PLAN STEERING COMMITTEE

In the context of the large-scale planning effort that addresses the entire town, it is very useful to convene a representative committee to assist the process by serving as a sounding board. Such a group can serve as a source of ideas and provide advice on emerging recommendations of the Plan. The Mayor appointed the Master Plan Steering Committee consisting of nine individuals committed to the project. This broad-based committee included one former Planning Board member, two members from the local business community, two people with environmental backgrounds, and three at-large citizen representatives. Meeting every other week, their work included review of the documents, suggestions on the process, and contribution of specific input and ideas to improve the Plan.

A. Master Plan Steering Committee Assignment

The Steering Committee process was initiated by a simple planning technique to open discussion of community values. Each Steering Committee member was supplied with a disposable camera and was asked to photograph key and important locations in Town. The Planning Office later collected the cameras, developed the pictures, and mounted them on boards for display. At the following meeting, each member described what he or she liked or disliked about the subject of each picture. These pictures are now available in the Planning Office.

Steering Committee Members

Walter Flynn Jr. Co-chair
Patricia Foster
Mary Heinrichs
Carol Karlberg
John Killeen
Mary S. McElroy, Co-chair
Jim McLean
Kathy Swain
John Ziegler

The exercise illuminated a consistent series of key issues that the committee members felt to be most important:

- The need for well-kept and well-designed commercial properties, especially along the major roadways, was a consistent theme.
- The town's open space areas are recognized for their beauty and value, but maintenance was a noted problem.
- The historic qualities of the Town with the associated cultural and educational values they hold were a frequent theme.
- Another source of both pride and concern was the Town's public buildings and concern with the quality and reliability of the infrastructure.

B. Business and Neighborhood Meetings

During the discussions of Town-wide goals and objectives, it became clear to the Steering Committee that it would be necessary to develop a planning process recognizing the smaller geographic divisions within Weymouth. It was deemed necessary to focus on the neighborhoods and village centers to highlight their special and particular issues. The overall

goal was to strengthen the connections between these smaller geographic divisions.

To accomplish this new direction in the planning effort, the Master Plan Steering Committee first invited the officials, interested residents and representatives from each neighborhood and the merchant associations to attend a series of Steering Committee meetings. The purpose of the meetings was to gather and incorporate additional and more specific information on issues faced by these areas from those who know the neighborhoods and villages intimately. The Steering Committee scheduled one-hour meetings with each of the Business and Civic Association leaders and used the workshop to elicit ideas and concerns. This information has been incorporated into the Goals and Objectives and other portions of the Master Plan by providing the basis for the programs developed for each area.

C. Vision Statement

One of the most important work products produced by the Steering Committee was the Vision Statement. A Vision Statement provides the overall guiding direction to the Master Plan. A Vision Statement is a belief of what the town could and should be if the time and resources are directed towards it.

WEYMOUTH VISION STATEMENT

'A COMMUNITY OF CONNECTED NEIGHBORHOODS'

Weymouth should pull together all the elements that make the town a family-oriented community and put its residents first and nurture a strong educational environment. It should be a town that takes pride in its visual quality, while maintaining its history and small town character. This should be a community that preserves its diverse villages and rich culture through careful development that ensures appropriate use of its clean air, water and land resources, and balances economic development with well-maintained open space.

As a community that provides a high quality of life within its villages for people of all ages and abilities, the town should develop a well-networked system of transportation and open space infrastructure that includes public transit, bicycle trails, and walking paths. Within this system, the town should provide connections to all its recreational areas and waterfront resources, its business communities, and the established residential neighborhoods. The many parts of Weymouth should be defined as one community, intimately connected by its infrastructure.

This vision depends on the active and coordinated participation of the town, its government and its residents. The connections between residents should be as seamless and complete as available with current technology, to allow the consensus building that ensures a successful program of change. As a fully connected community, educated in the proposed concepts and programs, the people of the Town of Weymouth will be able to see these ideas become a reality and all will benefit together in the results.

Application of the Vision Statement

The theme of the statement has been expressed as “Make Connections – Grow in Unity”. This theme recognizes Weymouth as a widely diverse community with separate and distinct villages that nevertheless have common cause. The common interest is to allow the growth of the Town in ways that will ensure people are connected to their community and the way of life that it supports. The connections can be physical through safe and efficient transportation and telecommunications networks, or intellectual through the agreement on common goals, or common economic interest in a stable and strong tax base that allows the government to function in the Town’s best interests. By reaching consensus on these goals, the community can also take action from a strong, unified position.

CREATING THE GOALS AND OBJECTIVES

As part of the planning process, Goals and Objectives were established to help guide the Master Plan and clearly express the aspirations of the community. “Goals” express overall ambitions for the Town or the section of Town, while “Objectives” suggest more specific purposes and the associated actions to achieve them. The following list has been based on interviews, meetings and discussions with members of the public and community leaders as discussed earlier in this chapter.

The list is arranged as a series of Goals followed by related Objectives. It is further organized to reflect both town-wide issues and the geographic structure of the Town. The categories used to organize this list are the following:

Town-wide Goals

- Community Character
- Open Space
- Circulation and Transportation
- Housing
- Environmental Resources
- Government Services
- Public Buildings and Facilities

Goals by Area

- Neighborhoods and Village Centers
 - North Weymouth and Bicknell Square
 - Jackson Landing, East Weymouth and Weymouth Heights
 - Weymouth Landing, Idlewell and Homestead
 - South Weymouth and Columbian Square
- Commercial Corridors
- The Waterfront
- Naval Air Station

Regional Issues and Goals for Weymouth

Goals for Implementation

The order of Goals and Objectives is not meant to express priorities. Nor is the collection of ideas in a single list meant to imply that they can all be accomplished simultaneously or easily. Accomplishing the purposes of each statement will require a wide variety of actions in different time frames. Some of these will be more easily implemented than others. The relative time frame, cost and difficulty associated with each of the objectives are included in this list to express these considerations. The recommendations and implementation program contained in this report explain in detail how all of the Goals and Objectives should be advanced, however, through coordinated effort.

TOWN-WIDE GOALS

COMMUNITY CHARACTER

Goal: Preserve Weymouth's unique character as a diverse, village-oriented community within easy reach of a major metropolitan area, yet focus on the community as a destination and not simply a suburb.

Objectives:

- **Open space:** Provide a well-maintained and well-connected string of open space areas that links the residential areas to passive and active recreational areas.
Time frame – Short and long term
Cost – High
Difficulty – Medium
- **Cultural resources:** Preserve and rehabilitate buildings, districts and landscapes of significant historic value. Place a special focus on Weymouth's four villages as unique historic areas that define the Town but must adapt to new consumer demands and services. Encourage new housing development to reflect the historical residential character of the community.
Time frame – Short and long term
Cost – Medium to High
Difficulty – High
- **Transportation:** Calm the traffic in residential areas for the safety of the residents, and smooth the traffic through commercial areas so that the businesses thrive and the traffic continues to flow. Expand public transportation options that take additional cars off the road and ease travel to Weymouth's neighborhoods and businesses.
Time frame – Short and long term
Cost – Medium to High
Difficulty - High
- **New development:** Locate new development in sites that match the land use and zoning regulations for the Town. Encourage new housing developments that are in keeping with, or improve on, the character of the neighborhoods in which the project is located. Create design guidelines that improve auto-oriented commercial development and support the character of the villages. Support commercial development in the industrial parks with direct access to the regional transportation system.
Time frame – Short and long term
Cost – Low to High
Difficulty – Medium to High
- **Public services and infrastructure:** Implement a program of comprehensive streetscape improvements, including the addition of trees, crosswalks and sidewalks in village centers and on major streets. Closely guard the Town's water resources. Improve communication with the public using the available technology.
Time frame – Short and long term

Cost – Medium to High
Difficulty - Medium

- Housing: Maintain the current, diverse mix of housing types with the associated mix of values so that the Town can maintain its diversity of residents.
Time frame – Short and long term
Cost – Medium to High
Difficulty – Medium

The following Goals and Objectives focus on specific master plan components.

OPEN SPACE

Goal: Invest public funds in the acquisition and protection of open space areas to maintain the community character and protect vital natural and cultural resources.

Objectives:

- Support regional initiatives to acquire open space areas. Enjoin neighboring land trusts and communities to jointly purchase valuable open space areas that extend across political boundaries.
Time frame – Short term
Cost – Low
Difficulty - Low
- Pursue acquisition of vacant parcels for restoration and redevelopment as open space. Review tax title parcels for use as open space.
Time frame – Long term
Cost – High
Difficulty - Medium
- Increase public access to shoreline open space, particularly active recreational uses.
Time frame – Short to long term
Cost – Low to High
Difficulty - Medium
- Preserve and protect ecologically sensitive areas within the Town. Develop water quality testing programs, non-point source pollution measures, and best management practices.
Time frame – Short and long term
Cost – High
Difficulty - Medium
- Create a linked open space system connected with pedestrian and bicycle trails. In particular:
Time frame – Short and long term
Cost – Medium to High
Difficulty - Medium

- Encourage the establishment of a private, non-profit conservation trust for purchase and management of open space when public funds are not enough.
Time frame – Short term
Cost – Low
Difficulty - Low
- Increase funding and program support for maintenance of existing parks and playgrounds, and explore alternative options for financing such as registration fees from sports programs.
Time frame – Short term
Cost – Medium to High
Difficulty - Medium
- Develop full management plans for all open space areas for on-going maintenance and long-term improvements.
Time frame – Medium term
Cost – Medium to High
Difficulty – Medium
- Encourage neighborhood and civic groups and business leaders to assist the Town in maintaining and improving upon public spaces. Consider an Adopt-a-Park program for volunteer participation.
Time frame – Medium term
Cost – Medium to High
Difficulty - Medium

CIRCULATION AND TRANSPORTATION

Goal: Create a “walkable” and “bikeable” town with improvements to sidewalks in public ways and with the creation or enhancement of pathways that connect residential areas with commercial and business areas through the open space areas of the community.

Goal: Facilitate better movement on local roadways with the improvement of regional and local public transit options, the reconfiguration of key intersections and roads, and the enhancement of public parking areas connected to business and job centers.

Objectives:

- Provide public transportation to regional transit facilities provided by the MBTA. Develop local bus shuttles that connect commercial areas and are funded by those commercial areas and the regional transit system.
Time frame – Medium term
Cost – High
Difficulty - Medium
- Improve the safety and desirability of public parking areas in the village centers with additional lighting, signage, sweeping and policing.
Time frame – Short term
Cost – Medium to High

Difficulty - Medium

- Encourage alternative modes of transportation such as walking and bicycling by providing the supporting facilities and improving streets and paths. Develop a bicycle path system using the wider town roads and using painted lines and appropriate signage.
Time frame – Medium term
Cost – Medium to High
Difficulty - Medium
- Review all projects and road reconstruction for vehicular, bike and pedestrian access and safety. Adopt and apply standardized guidelines for bikes, crosswalks and handicap access.
Time frame – Short term
Cost – Low
Difficulty - Low
- Utilize traffic calming techniques to improve public safety. This includes narrowing lanes by curb or paint, adding textured pavements, and using landscaping and signage for visual cues. Channel major traffic flow away from neighborhoods, and make the major arterials more pedestrian friendly.
Time frame – Short and long term
Cost – Medium to High
Difficulty - Medium
- Use and improve signage and markings as means to facilitate bike and pedestrian safety, calm traffic in areas of heavy use, and maximize use of municipal parking lots.
Time frame – Short term
Cost – Medium
Difficulty – Low

Goal: Improve key intersection and road sections that create serious vehicle and pedestrian hazards.

Objectives:

- Make improvements to the high accident-rate intersections including changes in geometry, signal timing, signage and types of control signals.
Time frames – Short term and long term
Cost – High
Difficulty – Medium to high
- Provide safe pedestrian crossings, particularly at Evans and Bridge Street, near the other Town and private schools, and along Route 18.
Time frame – Short term
Cost – Medium
Difficulty – Medium
- Control speeding, particularly on Pleasant and Green Streets. Use narrower travel lanes, landscape, signage, textured pavement and other traffic calming actions.

Time frame – Short term
Cost – Medium
Difficulty – Medium to high

Goal: Promote and regulate land uses to reduce the total number of vehicle trips generated on the critical road systems.

Objectives:

- Review zoning ordinances to determine high impact land uses and change the ordinance as appropriate. Review allowances for drive through and fast-food service on arterial roads, number of curb cuts allowed per site, requirements for shared curb cuts.
Time frame – Short term
Cost – Low
Difficulty – Medium to high
- Review zoning map to determine locations of high impact land uses and change as appropriate. Minimize additional development of take out service and new curb cuts on land adjacent to Route 53 and Route 18.
Time frame – Short term
Cost – Medium
Difficulty – Medium to high

ECONOMIC DEVELOPMENT

Goal: Support the redevelopment and reinvestment in Weymouth's villages and commercial centers, and the creation of new commercial development options within the areas designated for such development.

Objectives:

- Provide new access options for commercial development within Weymouth's industrial parks and industrial zoning along Route 3.
Time frame – Medium to Long term
Cost – High
Difficulty – High
- Provide regulatory or economic assistance and/or tax incentives to existing local, small businesses to remain competitive and promote the rehabilitation and beautification of their properties.
Time frame – Short and Medium term
Cost – Medium
Difficulty – Low
- Create incentives to retain and encourage new high-tech industries and existing light manufacturing. Provide transmission systems as part of community infrastructure in the industrial parks.
Time frame – Short and medium term
Cost – Medium to High

Difficulty - Low

- Provide incentives for renovation and reuse of vacant properties and penalties or disincentives for properties that are unused and create a public nuisance.
Time frame – Short term
Cost – Low to Medium
Difficulty – Low
- Create a committee to help market Weymouth to companies who could locate in areas identified for revitalization. Consider assistance from other government agencies in this endeavor.
Time frame – Long term
Cost – Medium to high
Difficulty - Medium

HOUSING

Goal: Respond to Weymouth's needs for affordable housing, senior housing, assisted living and the other housing options by promoting the creation and protection of these types of units through Town regulations, state and federal programs.

Goal: Provide amenities in housing projects that support the types of residents anticipated.

Goal: Encourage increased owner occupancy of units to maintain stable neighborhoods where necessary.

Goal: Control the number and affordability of new multi-family developments.

Goal: Protect the character of Weymouth's neighborhoods by ensuring the zoning matches the existing housing stock, and by providing proper buffers at the edges of those areas.

Objectives:

- Control the affordability of the existing housing stock for middle income residents by controlling redevelopment through zoning controls that protect the existing housing stock.
Time frame – Short term
Cost – Low
Difficulty – High
- Maintain existing subsidized dwelling units to ensure a sufficient base of low-income housing. Specifically pursue extension of affordability deed restrictions prior to their expiration.
Time frame – Long term
Cost – High
Difficulty – Medium
- Promote a goal of 10 percent of all new housing units for low income and 10 percent of all new housing units for middle income families.

Time frame – Short term
Cost – Low
Difficulty – Medium

- Complete State Housing Certification in order to obtain new grant funds. Use funding under CDBG programs to address housing needs.
Time frame – Short term
Cost – Low
Difficulty – Low
- Establish requirements for open space and cluster subdivisions to require planned housing projects that provide amenities for the future residents and protection of aesthetic and natural resources.
Time frame – Short term
Cost – Low
Difficulty – Low

ENVIRONMENTAL RESOURCES

Goal: Recognize, maintain and upgrade the quality of the town's special natural resources, wetlands and waterways, watershed lands, landscapes and habitats.

Goal: Maintain and upgrade quality of the town's conservation and open space lands for the purposes of environmental quality and the appreciation of natural systems.

Objectives:

- Develop full management plans for all public lands under the leadership of the Conservation Commission. Include identification of all resources, and the creation of protection and management strategies including full accessibility where appropriate.
Time frame – Long term
Cost – Medium
Difficulty – High
- Consider acceptance of the state's Community Preservation Act, for open space areas, historic preservation, and affordable housing.
Time frame – Short term
Cost – Low
Difficulty – Medium
- Include natural resource management objectives in town land use regulations, particularly under site plan review standards and in the limitation on use of fertilizers near water resources.
Time frame – Long term
Cost – Low
Difficulty – High

- Aggressively pursue the clean up of all federal and state listed hazardous waste ('21E') contamination sites. Use the 'Brownfields' legislation and leverage private funds to restore polluted land areas.
 Time frame – Long term
 Cost – Medium
 Difficulty – High
- Systematically eliminate point and non-point sources of water pollution throughout the town. Included should be stormwater drainage system improvements and upgrades for controlling non-point source pollution.
 Time frame – Long term
 Cost – High
 Difficulty – High
- Participate in the state's wetlands restoration program.
 Time frame – Short term
 Cost – Low to medium
 Difficulty – Low
- Develop a citizen's based water quality monitoring task force as a "Pond Watch" or "Water Watch" group.
 Time frame – Short term
 Cost – Low to medium
 Difficulty – Low

WATER AND SEWER INFRASTRUCTURE

Goal: Reduce the total use and demand on the Town's water system through a program of conservation, planned infrastructure improvements, and installation of low flow devices in all new developments.

Goal: Reduce the cost of sewage disposal with the MWRA by reducing the total water demand, and by continuing the program of removing inflow/infiltration to the sewer system.

Objectives:

- Expand the Town water supplies to meet projected demands based on the buildout projections. Otherwise, implement water restrictions on new development until capacity is available.
 Time frame – Short to Medium term
 Cost – High
 Difficulty – Medium to High
- Look for regional alliances with neighboring towns to increase the level of protection for all portions of Weymouth's public drinking water supply watershed area. Provide similar protections within Weymouth for water supply watersheds extending from adjacent communities.
 Time frame – Short term
 Cost – Low

Difficulty – Low

- Increase education efforts on conservation and community awareness on water supply and infrastructure issues.

Time frame – Medium term

Cost – Low

Difficulty - Medium

GOVERNMENT SERVICES

Goal: Improve the methods and quality of communications between Town government and the citizens. Establish open and high tech communications between residents and the Town government. In particular, develop a centralized response system for citizen concerns.

Goal: Seek consolidated leadership for greater effectiveness in the delivery of local social services in the areas of youth, elderly and cultural/arts services. Also support non-profit ventures that provide these services.

Objectives:

- Expand programs at the Teen Center through the provision of internships and public/private partnerships.

Time frame – Short term

Cost – Low

Difficulty – Medium

- Develop intergenerational after-school programs to foster relationships between senior and youth population.

Time frame – Short term

Cost – Low

Difficulty – Low

- Develop mentoring programs and support mechanisms for single parents.

Time frame – Short term

Cost – Low to medium

Difficulty – Low to medium

- Improve options for working parents through better provision of daycare either by direct government action or by encouraging private and non-profit ventures.

Time frame – Short term

Cost – Low to High

Difficulty - Medium

Goal: Enhance, expand and connect public programs in all Town departments.

Objectives:

- Obtain more hours for library services and expand the services for new computer technologies.

Time frame – Medium term
Cost – Medium to High
Difficulty - Medium

- Provide a strong electronic and data connection between the schools and libraries.
Time frame – Medium term
Cost – Medium to High
Difficulty - Medium
- Support neighborhood-based park and recreation area management options with recreation programs connected to school and library programs.
Time frame – Medium term
Cost – Medium to High
Difficulty - Medium
- Expand the technology available at the Town Hall offices to act as a central clearinghouse for town-wide information.
Time frame – Short term
Cost – Low to Medium
Difficulty – Medium

PUBLIC BUILDINGS AND FACILITIES

Public lands and buildings are of significant value and therefore are a separate focus of effort. Emphasis shall be placed on long-term maintenance and improvements to the facilities.

Goal: Increase the use and availability of Town facilities to meet changing demands.

Objectives:

- Update internet technology in all Town buildings and offices to improve public interaction with government offices and on line information.
- Encourage the continuation of projects and improvements at the school properties.
- Assess Town parking lots to determine accessibility and location of handicapped spaces.
- Review public sidewalks and buildings for compliance with handicapped accessibility regulations.
- Increase the hours of operation at the libraries to accommodate an expanding need for use of the present and upgraded facilities.

Goal: Increase the quality and maintenance of public properties, open space and parks.

Objectives:

- Increase safety and supervision at local and state parks.
- Expand use and facilities on existing town lands.
- Develop an organized maintenance plan for all public facilities.
- Construct new active field and play areas for residents and school children to meet current and future demands.

The following goals and objectives are specific to different geographic areas within the community.

GOALS BY AREA:

NEIGHBORHOODS AND VILLAGE CENTERS

In this section, the focus is on each of the four village centers that were discussed previously. The creation of these goals and objectives was assisted by the civic associations and business representatives in meetings as described in the section on Community Participation.

NORTH WEYMOUTH AND BICKNELL SQUARE

A. Circulation and Transportation

Goal: Address access problems that limit ease of travel along and across Bridge Street and do not allow the regional traffic volumes to split the neighborhood.

Goal: Recognize that parking for businesses is limited and limits potential business activity at Bicknell Square and the smaller business properties, and create a program of improvements that supports the businesses.

Objectives:

- Promote the Greenbush rail line as one of the most effective methods to reduce vehicle traffic.
- Identify improvements needed at key intersections, Evans, North and Neck Street.
- Plan for traffic re-routing impacts during Fore River Bridge reconstruction.
- Connect Bicknell Square and the North Weymouth neighborhoods within the system of town-wide bikeway routes.
- Control the impact of cut-through traffic on Green Street and Evans Street.

B. Open Space and Recreation

Goal: Maintain and upgrade quality of the town's conservation and open space lands for the purposes of environmental quality and the appreciation of natural systems.

Objectives:

- Purchase undeveloped property on the coast.
- Develop an expanded or new marina.
- Increase the security at all of the parks including Webb State Park.
- Develop a maintenance program for the existing parks and playgrounds.
- Identify potential locations for more play fields.
- Make improvements for a pedestrian pathway extending the length of the Back River and down the Herring Run.
- Develop additional links between open space parcels for pedestrian and bicycle access.

- Identify the Ocean Street, Regatta Road and Fort Point Street as a scenic waterfront route.

C. Environmental Resources

Goal: Maintain and upgrade quality of the coastal and inland wetlands and waterways.

Objectives:

- Develop a program for identifying and eliminating sources of point and non-point source pollution in the Fore and Back River.
- Develop a resource management plan for the Back River, Area of Critical Environmental Concern.
- Develop standards for use and enjoyment of the town's conservation lands. Develop these standards through creation of management plans for the Town's conservation lands.
- Work with Hingham, Quincy and Braintree on watershed protection strategies for the shared rivers.

D. Land Use and Development

Goal: Encourage the redevelopment of business properties on Bridge Street and create new standards for commercial development elsewhere on Bridge Street.

Goal: Continue the Town's programs of improving public spaces within the parks and along the streets to improve the overall visual quality of the villages and to encourage private improvements to properties.

Goal: Protect and increase the value of the homes in North Weymouth for the overall impact on the quality of the neighborhoods as well as the Town tax base.

Objectives:

- Provide incentives for businesses to locate or redevelop on Bridge Street.
- Improve the visual quality and perception of Bridge Street with a combined program of infrastructure upgrades and policing programs.
- Create a 'gateway' concept at each end of Bridge Street and at Bicknell Square.
- Provide safe and clear options for walking to local businesses.
- Establish a plan for public access and economically viable uses on the open property at Site Energy.
- Protect and where possible expand coastal access and coastal views for all properties.

JACKSON SQUARE

EAST WEYMOUTH AND WEYMOUTH HEIGHTS

A. Circulation and Transportation

Goal: Develop a comprehensive parking management plan that supports the small businesses, maximizes utilization of the available spaces and prevent conflicts with the new Greenbush MBTA station.

Goal: Improve traffic management for the purpose of increasing safety and ease of travel.

Goal: Make improvements for pedestrian and bicycle access.

Objectives:

- Control and significantly reduce the cut through traffic in neighborhoods adjacent to Jackson Square.
- Create bike lanes into Jackson Square and the Greenbush Station and through the East Weymouth neighborhood as part of a town-wide system.
- Improve and install sidewalks with curbs, particularly on streets identified to be impacted by significantly increasing traffic volumes.
- Develop alternative means of transportation to the Greenbush Station and Jackson Square with bus transit.
- Carefully review changes in traffic circulation proposed for the Greenbush Station, particularly any proposed road closings, before accepting the plans.
- Consider specific impacts to traffic flow and do not allow the Greenbush station parking to overflow into the village centers.

B. Open Space and Recreation

Goal: Maintain and upgrade quality of the town's conservation and open space lands for the purposes of environmental quality and the appreciation of natural systems.

Objectives:

- Maintain and improve the Herring Run as a unique cultural and natural resource.
- Make improvements for a pedestrian pathway extending the length of the Back River, down the Herring Run, and into Jackson Square.
- Develop a maintenance program for the existing parks and playgrounds.

C. Environmental Resources

Goal: Protect the natural resources within the Whitman's Pond watershed area considering their values; aesthetics, water supply, recreation, wildlife habitat and general environmental quality.

Objectives:

- Systematically eliminate point and non-point sources of pollution impacting surface and ground water quality.
- Develop a resource management plan for the Back River Area of Critical Environmental Concern.
- Continue to protect the use of the Herring Run as a fishing resource. Also continue to protect and improve the water quality within the Herring Run.
- Protect and expand options for access to water resource areas for the purposes of recreation.
- Protect the water quality and preserve land around Whitman's Pond and along the Back River.
- Work with the Back River Committee and Hingham on a resource management plan for the Back River and the ACEC.

D. Land Use and Development

Goal: Encourage the continued vitality and economic stability of the business center.

Goal: Maintain the historic aspects of the area, including the designated district on Broad Street.

Goal: Continue the Town's programs of improving public spaces within the parks and along the streets to improve the overall visual quality of the village and to encourage private improvements to properties.

Goal: Continue to upgrade the older housing in East Weymouth with owner investment and reinvestment.

Objectives:

- Create programs to attract new, and support existing businesses.
- Create the regulatory structure and zoning standards that maintain the classic village design.
- Encourage the upgrade of properties and aggressively pursue code enforcement of deteriorating properties.
- Choose the preservation of the historic nature of the villages over the widening of roads to accommodate higher traffic volumes.
- Continue streetscape improvements throughout the Square.
- Establish new sign controls to create an improved visual appearance.
- Address existing infrastructure problems such as sewage overflows.
- Address the impacts of the MBTA station on land use and access.
- Increase security and safety in Jackson Square.
- Support CDBG programs that address low income housing needs.
- Support Housing Authority projects to improve the existing public housing.

WEYMOUTH LANDING, IDLEWELL AND HOMESTEAD

A. Circulation and Transportation

Goal: Improve on the management of traffic to increase safety and ease of travel.

Goal: Develop a comprehensive parking management plan that supports the small businesses, maximizes utilization of the available spaces and prevent conflicts with the new Greenbush MBTA station.

Goal: Protect the neighborhoods adjacent to the commercial areas from commercial and commuting traffic conflicts.

Objectives:

- Develop pedestrian road crossings that make the Landing ‘whole’.
- Carefully review changes in traffic circulation proposed for the Greenbush Station, particularly the proposed road closings, before accepting the plans.
- Add speed and traffic calming controls in adjacent residential areas.
- Improve and install sidewalks with curbs, particularly on streets with significantly increasing traffic volumes.
- Maximize use of the public parking areas and take actions to prevent conflict with the demand for the Greenbush station parking.
- Develop alternative means of transportation to the Greenbush Station and Weymouth Landing with bus transit and bicycle ways.
- Consider specific impacts to traffic flow on Commercial, Front and Summer Streets, and to adjacent neighborhoods during and after improvements needed for the Greenbush rail line.
- Consider restrictions on access between Route 53 and the adjacent neighborhoods to control cut-through traffic.

B. Open Space and Recreation

Goal: Upgrade and if possible, increase coastal and recreational facilities.

Objectives:

- Obtain additional links by easement or acquisition between the Fore River waterfront and the adjacent public roads and neighborhoods.
- Protect and expand options for access to water resource areas for the purposes of recreation upon shorefront properties owned by the power companies.

C. Environmental Resources

Goal: Protect the environmental resources within the Cranberry Pond and Fore River watersheds considering their values; aesthetics, water supply, recreation, and general environmental quality.

Objectives:

- Develop a resource management plan for the Fore River and the Cranberry Pond watershed.
- Systematically eliminate point and non-point sources of pollution impacting surface and ground water quality.
- Work with Quincy and Braintree on watershed protection strategies for Fore River watershed.

D. Land Use and Development

Goal: Encourage the upgrade and redevelopment of business properties in Weymouth Landing in keeping with the historic village design and create new standards for commercial development elsewhere on Washington Street.

Goal: Continue the Town's programs of improving public spaces within the parks and along the streets to improve the overall visual quality of the villages and to encourage private improvements to properties.

Goal: Protect and increase the value of the homes in the area for the overall impact on the quality of the neighborhoods as well as the Town tax base.

Objectives:

- Create programs to attract new, and support existing businesses and that maintain the classic village design.
- Encourage the upgrade of properties and aggressively pursue code enforcement of deteriorating properties.
- Choose the preservation of the historic nature of the villages over the widening of roads to accommodate higher traffic volumes.
- Continue streetscape improvements throughout the Landing.
- Establish new sign controls to create an improved visual appearance.
- Address existing infrastructure problems such as sewage overflows.
- Address the impacts of the MBTA station on land use and access.
- Ensure maintenance and policing of "T" platforms and parking areas does not become a responsibility of the Town.
- Protect the valuable historic residential structures in the surrounding neighborhood.
- Support CDBG programs that address low income housing needs.
- Support Housing Authority projects to improve the existing public housing.

SOUTH WEYMOUTH AND COLUMBIAN SQUARE

A. Circulation and Transportation

Goal: Improve traffic flow and public safety in Colombian Square without significantly restricting access to the businesses within the Square.

Goal: Increase the availability of public transit to and from the South Weymouth business areas.

Objectives:

- Complete a program of improvements to increase the safety and functioning of the Columbian Square intersection.
- Actively manage parking within the Square including the use and design of all parking areas.
- Control parking conflicts between commuters, residents, local business people, and local employees.
- Control speeding and congestion points on Pleasant Street, Washington Street and Middle Street.
- Consider means to mitigate the impact of detours and by-pass traffic on access to all neighborhoods and Columbian Square during the construction of the Route 18 widening.
- Actively support the new Route 3 connector needed to accommodate the Naval Air Station redevelopment project.

B. Open Space

Goal: Establish usable and aesthetically pleasing open space in all new development.

Goal: Establish a river walk along the Old Swamp and Mill Rivers that extends through the Town.

Objectives:

- Use deed restrictions, conservation restrictions or easements, and purchases to obtain additional town land around the Mill and Old Swamp Rivers.
- Require the use of cluster zoning standards to obtain high quality residential development in all new projects.

C. Environmental Resources

Goal: Protect the environmental resources within the Great Pond, Old Swamp and Mill River watershed areas considering their values; esthetics, water supply, recreation, wildlife habitat, and general environmental quality.

Objectives:

- Improve access to the natural resource areas, particularly in anticipation of Naval Air Station improvements.
- Use deed restrictions, conservation restrictions or easements, and purchases to obtain additional town land around the Mill and Old Swamp Rivers.
- Develop a program for identifying and eliminating sources of pollution in the watersheds.
- Develop standards for use and enjoyment of the town's conservation lands. Develop these standards through creation of management plans for the Town's conservation lands.

- Work with Rockland, Abington and Braintree on watershed protection strategies for the shared rivers, and particularly for the water supply watersheds

D. Land Use and Development

Goal: Focus on Columbian Square as a key to the success of South Weymouth.

Goal: Continue the Town's programs of improving public spaces within the parks and along the streets to improve the overall visual quality of the villages and to encourage private improvements to properties.

Goal: Protect and increase the value of the homes in the area for the overall impact on the quality of the neighborhoods as well as the Town tax base.

Objectives:

- Encourage the maintenance of business properties in Columbian Square in keeping with the historic village design.
- Promote high quality design for commercial areas along Route 18.
- Ensure that water and sewer utilities are sufficient to handle new demands before allowing major improvements or redevelopment of properties.
- Consider traffic impacts of allowed uses within the existing commercial zones and amend the zoning as necessary to reduce the need for future road improvements.
- Continue discussions with South Shore Hospital on land use and fiscal impacts associated with the Medical Services district.
- Ensure reuse of public properties preserves the area's historic character and supports village businesses.
- Promote high quality residential design for all new subdivisions within South Weymouth.

COMMERCIAL CORRIDORS

This section addresses those program goals associated with the numbered highways and major roads that move traffic, but also provide numerous business opportunities because of the traffic.

Goal: Guide commercial development with site plan review design standards, zoning, enforcement of codes, and incentives as needed to improve the quality of the development, reduce traffic congestion and increase the accessibility to all modes of transportation.

Goal: Consider implications of traffic from land use along the corridors and change as needed to maintain both the traffic flows and business opportunities with the most efficient use of public funds for road improvements.

Objectives:

- Develop unique streetscape programs to improve the look of all commercial areas outside of the villages and create unique identities for each section of the commercial corridors.
- Consider traffic impacts of allowed uses within the existing commercial zones and amend the zoning as necessary to reduce the need for future road improvements.
- Develop transit options and alternative modes of travel, which connect the major commercial areas.
- Review Massachusetts Highway Department projects to ensure that construction impacts and widening will not seriously impact neighborhood access.
- Prioritize improvements on list of capital budget requests and proceed with the redesign and reconstruction of congested intersections.
- Compare land use development under existing regulations with the capacity of the existing circulation systems.

THE WATERFRONT

This section deals with the coastal area of Weymouth, which extends down the Fore River and Back River, and caps the northern extent of the Town.

Goal: Upgrade, and if possible increase, access and use of coastal and recreational facilities.

Objectives:

- Develop maintenance programs for the existing coastal parks that ensure a safe and clean environment.
- Increase access to all water resource areas for the purposes of recreation and conservation. Specifically, improve access to and enjoyment of the Herring Run in the Back River.
- Improve alternate modes of access to the coastal parks and beaches, and improve their connectivity with other open space areas.
- Ensure that the future use of the Sithe Company excess land on the north side of Bridge Street provides a reasonable set of options for public access.
- Protect views along and from the coastline.
- Improve public access requirements in permitting coastal development.

Goal: Protect the environmental resources on the waterfront considering their values; aesthetics, water supply, recreation, wildlife habitat and general environmental quality.

Objectives:

- Systematically eliminate point and non-point sources of pollution impacting water quality.
- Develop a resource management plan for the Back River Area of Critical Environmental Concern.
- Use deed restrictions, conservation restrictions and easements, and purchases to preserve land along the coastline.

- Work with Quincy, Braintree and Hingham on watershed-wide management plan for the Fore and Back Rivers.
- Protect the living marine resources found within the water column and the sea floor for their inherent value and as commercial resources.

PUBLIC BUILDINGS AND FACILITIES

Public lands and buildings are of significant value and therefore are a separate focus of effort. Emphasis shall be placed on long-term maintenance.

Goal: Increase the use and availability of Town facilities.

Objectives:

- Increase the hours of operation at the libraries to accommodate an expanding need for use of the present and upgraded library facilities.
- Update internet technology and software in all Town buildings and offices to improve connectivity and provide expansion of on line information and public interaction.
- Assess Town parking lots to determine accessibility and location of handicapped spaces.
- Review public sidewalks and buildings for compliance with handicapped accessibility regulations.

Goal: Increase the quality and maintenance of public properties, open space and parks.

Objectives:

- Increase safety and supervision at local and state parks.
- Expand use and facilities on existing town park and school properties.
- Develop an organized maintenance plan for all public facilities.
- Leverage private and non-profit organization funds to assist in the purchase of additional public open space.
- Support continued improvements at the school properties.
- Construct new active field and play areas for residents and school children to meet current and future demands.

NAVAL AIR STATION

The Naval Air Station reuse planning effort has been well documented and the subject of numerous inter and intra town discussions and debates. There are however, a few key program elements of this master plan that must be considered.

Goal: Recognize the benefits the Town of Weymouth gains from the Naval Air Station redevelopment plan, but ensure that the project is not isolated from the surrounding community most impacted by the change.

Objectives:

- Provide pedestrian-level connections between the open space and recreational areas of the NAS and the surrounding neighborhoods.
- Provide buffers that protect the adjacent neighborhoods but do not completely restrict access to the public areas and businesses.

REGIONAL ISSUES

The Town of Weymouth exists within the context of regional changes that must be understood and incorporated into Weymouth's needs. This section lists the issues that directly impact Weymouth but only as part of the broader regional impact.

Goal: Support actions in favor of the Town on issues of regional importance.

Objectives:

- Support Route 3 improvements (third lane) while carefully reviewing the impacts of the widening in reducing traffic demands on local streets and increasing the total paved area. Utilize the planned improvements to improve access to the industrial park areas and improve the quality of road runoff into the Town's water resource areas.
- Look for regional options to reduce traffic routing through Weymouth along Routes 3A, 53 and 18.
- Fully support the new Route 3 connector to accommodate redevelopment of the Naval Air Station.
- Aggressively encourage the MBTA's proposed restoration of the Greenbush Line.
- Ensure protection of the drinking water supply watersheds that extend across municipal boundaries.
- Seek open space acquisitions that are focused on regional greenbelt for ecosystem protection and broad regional recreation opportunities.
- Monitor MWRA sewer programs to determine actions that will have a financial impact on Weymouth residents.

GOALS FOR IMPLEMENTATION

The following Implementation Objectives are recommended to help guide the approach to implementing the recommendations of Master Plan.

Goal: Ensure that the Master Plan will help guide the future of the Town by implementing its recommendations.

Objectives:

- Implement the land use goals through enforceable growth management mechanisms.
- Review existing land use controls to ensure they are properly structured and enforced.
- Ensure that new land use regulations and decisions are consistent with the Master Plan.

- Ensure communication among Town departments and the citizenry on actions proposed in the Master Plan.
- Establish a clear timetable and allocate responsibilities and resources to ensure implementation of the Master Plan.
- Create a process for review and oversight of the completion of the implementation plan.

CHAPTER II. VISION, GOALS AND OBJECTIVES.....	93
COMMUNITY PARTICIPATION AND THE CREATION OF A VISION.....	93
INTERVIEWS AND QUESTIONNAIRES	93
COMMUNITY WORKSHOP	94
MASTER PLAN STEERING COMMITTEE	95
A. MASTER PLAN STEERING COMMITTEE ASSIGNMENT	95
B. BUSINESS AND NEIGHBORHOOD MEETINGS	95
C. VISION STATEMENT	96
WEYMOUTH VISION STATEMENT	97
‘A COMMUNITY OF CONNECTED NEIGHBORHOODS’	97
APPLICATION OF THE VISION STATEMENT	97
CREATING THE GOALS AND OBJECTIVES.....	98
Town-wide Goals.....	98
Goals by Area	98
Regional Issues and Goals for Weymouth.....	98
Goals for Implementation	98
TOWN-WIDE GOALS	99
COMMUNITY CHARACTER	99
OPEN SPACE.....	100
CIRCULATION AND TRANSPORTATION	101
ECONOMIC DEVELOPMENT	103
HOUSING	104
ENVIRONMENTAL RESOURCES.....	105
WATER AND SEWER INFRASTRUCTURE	106
GOVERNMENT SERVICES	107
PUBLIC BUILDINGS AND FACILITIES	108
GOALS BY AREA:	109
NEIGHBORHOODS AND VILLAGE CENTERS	109
NORTH WEYMOUTH AND BICKNELL SQUARE.....	109
A. CIRCULATION AND TRANSPORTATION	109
B. OPEN SPACE AND RECREATION	109
C. ENVIRONMENTAL RESOURCES	110
D. LAND USE AND DEVELOPMENT.....	110
JACKSON SQUARE.....	111

EAST WEYMOUTH AND WEYMOUTH HEIGHTS	111
A. CIRCULATION AND TRANSPORTATION	111
B. OPEN SPACE AND RECREATION	111
C. ENVIRONMENTAL RESOURCES	111
D. LAND USE AND DEVELOPMENT	112
WEYMOUTH LANDING, IDLEWELL AND HOMESTEAD	113
A. CIRCULATION AND TRANSPORTATION	113
B. OPEN SPACE AND RECREATION	113
C. ENVIRONMENTAL RESOURCES	113
D. LAND USE AND DEVELOPMENT	114
SOUTH WEYMOUTH AND COLUMBIAN SQUARE	114
A. CIRCULATION AND TRANSPORTATION	114
B. OPEN SPACE	115
GOAL: ESTABLISH A RIVER WALK ALONG THE OLD SWAMP AND MILL RIVERS THAT EXTENDS THROUGH THE TOWN.....	115
C. ENVIRONMENTAL RESOURCES	115
D. LAND USE AND DEVELOPMENT	116
 <u>COMMERCIAL CORRIDORS</u>	 <u>116</u>
 <u>THE WATERFRONT</u>	 <u>117</u>
 <u>PUBLIC BUILDINGS AND FACILITIES</u>	 <u>118</u>
 <u>NAVAL AIR STATION</u>	 <u>118</u>
 <u>REGIONAL ISSUES</u>	 <u>119</u>
 <u>GOALS FOR IMPLEMENTATION</u>	 <u>119</u>