

# Boylston Master Plan Update

## 2021 Visioning Workshop

Master Plan Steering Committee Chair, Richard Baker

Facilitator, Ron Barron, Central Massachusetts  
Regional Planning Commission

[www.boylstonmasterplan.com](http://www.boylstonmasterplan.com)



**BOYLSTON**  
**MASSACHUSETTS**

# Evening's Agenda

**Master Plan Presentation:** Where we are / how we got here / what we know. How will the Breakout Room Discussions work?

**Breakout Group Discussions:** Visions of Boylston-- Past, Present, and Future

**Word Cloud Activity:** What are your top 3 takeaways from the discussions?

**Report Out and Next Steps:** Short discussion of Breakout Room themes and what happens next.

# Housekeeping

- This meeting is being recorded, but Breakout Room Discussions will not be
- Recording will be made available on the Town website and on [www.boylstonmasterplan.com](http://www.boylstonmasterplan.com), as will the presentation slides
- Please keep your **audio muted at all times** when not speaking. Hosts will mute any participants who forget to do so.
- If you have any technical issues, message us on our Facebook page ([www.facebook.com/BoylstonMPSC](http://www.facebook.com/BoylstonMPSC)) or by email ([cmorris@cmrpc.org](mailto:cmorris@cmrpc.org), [rbarron@cmrpc.org](mailto:rbarron@cmrpc.org))
- Any disruptive behavior can result in being removed from the session. Once someone is removed, we cannot allow them back in.

# Master Plan Background

# What is a Master Plan?

Guiding document for all town plans for at least the next 10 years

Data driven snapshot of where we are now and what has changed since the last plan

Lays out a Vision Statement, Goals, Objectives, and concrete, realistic actions the Town can take to achieve that vision

Provides an implementation strategy for actions

# Why is a Master Plan important for Boylston?

Ensures consistency in planning

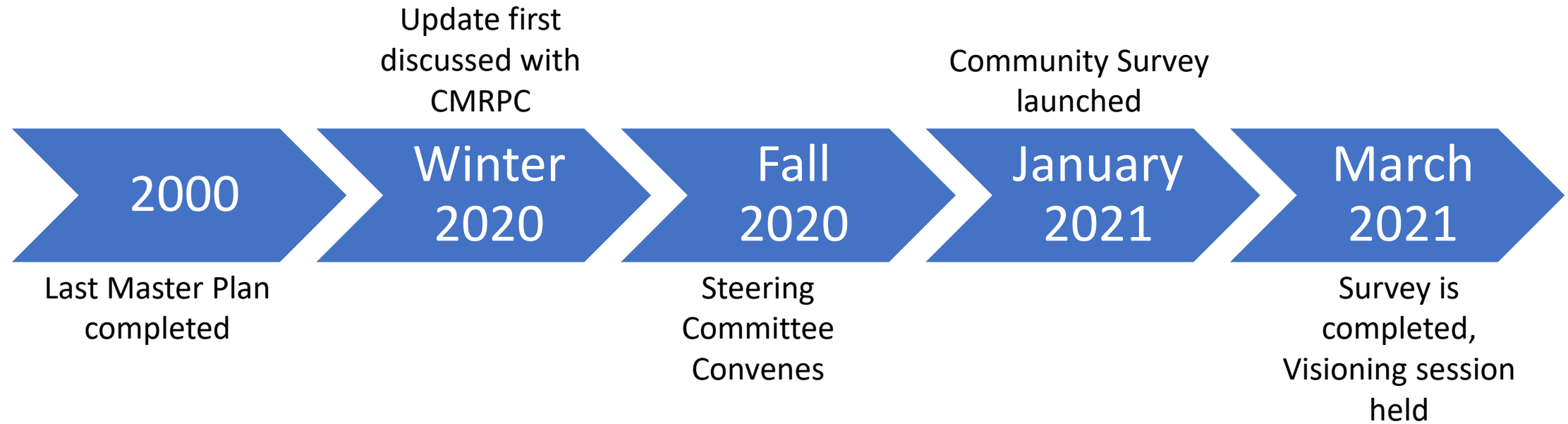
Promotes continuity of vision

Provides a baseline for town decision making

Gives the Town a leg up with certain grant opportunities

Establishes a guiding set of principles that inform other plans and actions for the next decade

# Project Timeline (so far)



# Work to Date

Meetings with the Master Plan Steering Committee (MPSC)

Meetings with the Housing Production Plan Sub-Committee

Community Wide Survey

Data Collection and Analysis

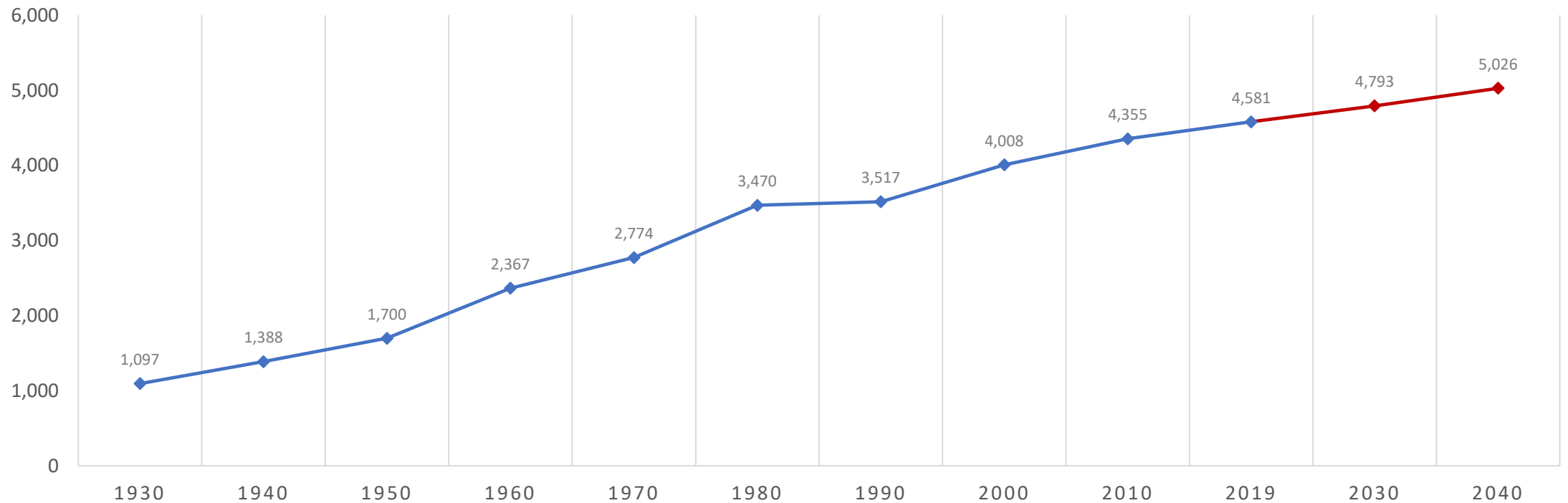
Review of prior planning efforts



# Where are we today?

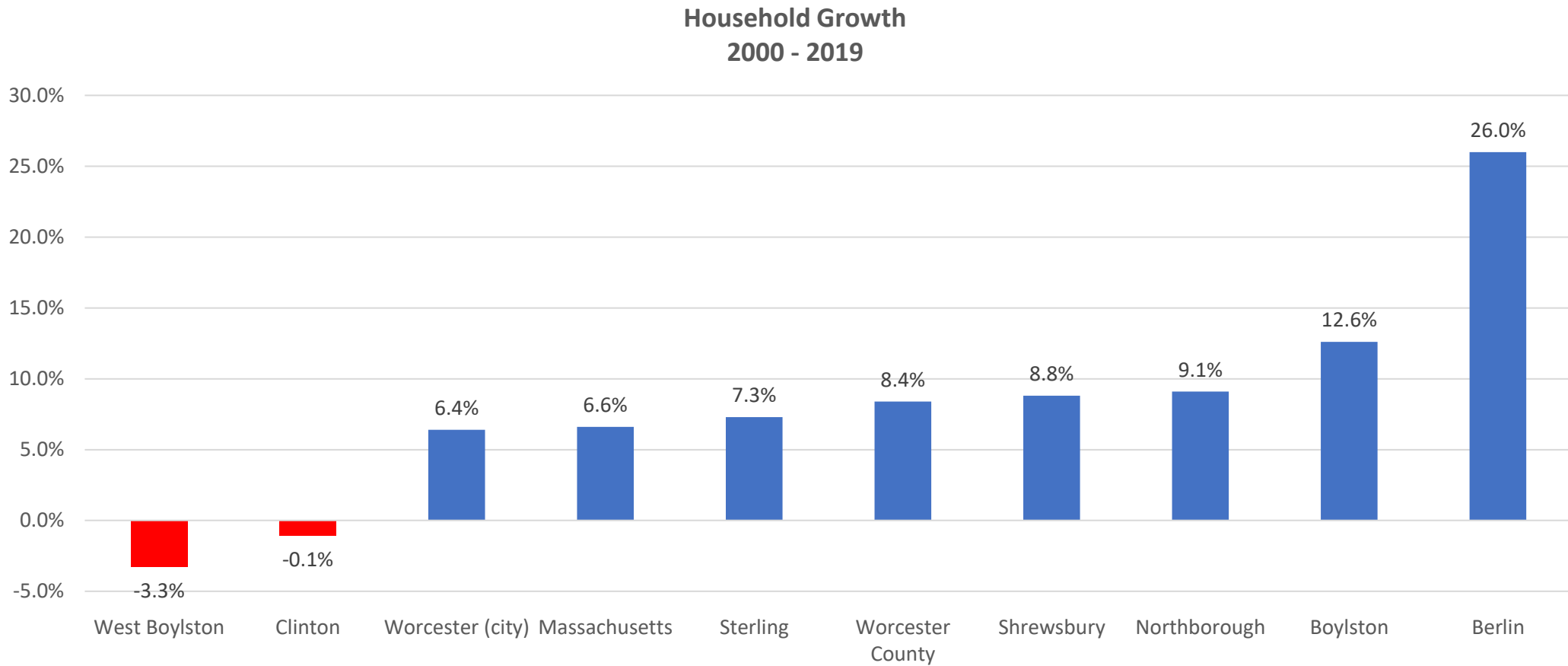
Baseline data,  
U.S. Census  
Bureau, American  
Community  
Survey, 2019

# Population Growth



## Boylston Population Growth with Projections, 1930 – 2040

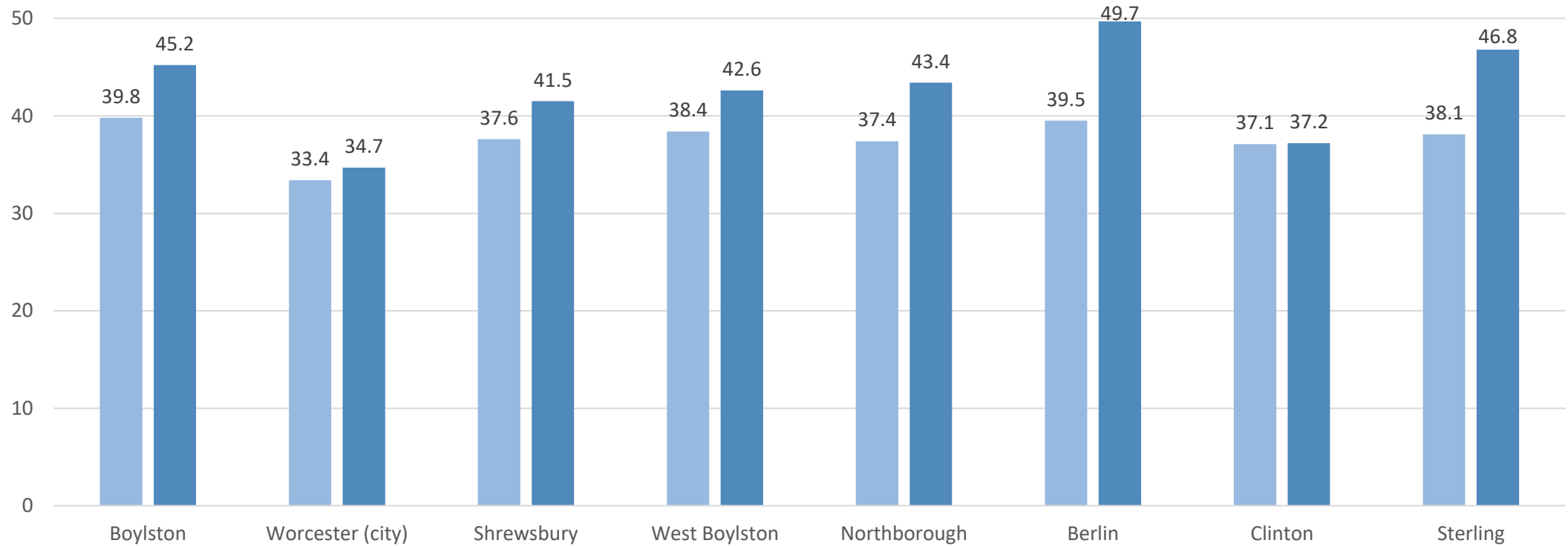
*Source: U.S. Census Bureau 1930-2010; American Community Survey 5-Year Estimates 2015-2019; CMRPC Population Estimates*



## Household Growth, Boylston and Surrounding Communities, 2000 – 2019

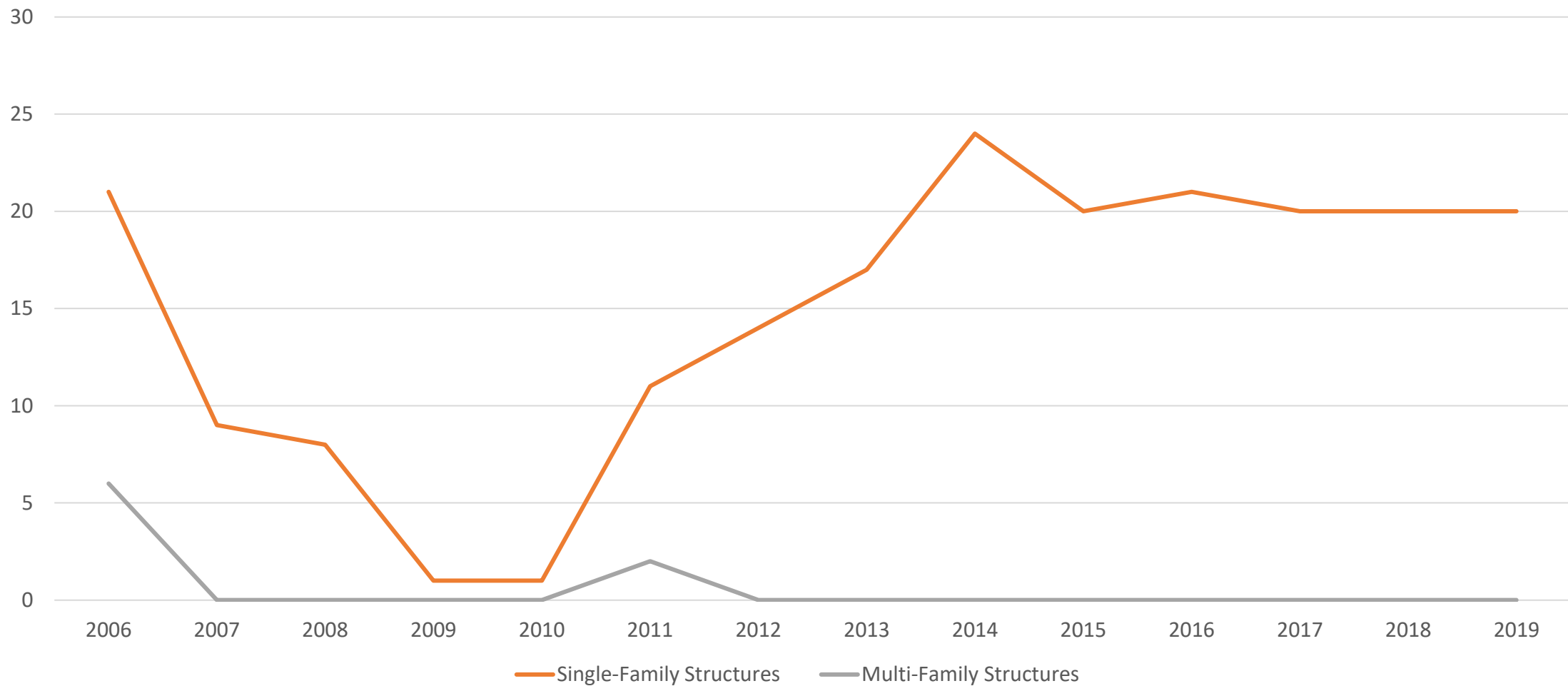
*Source: American Community Survey 5-Year Estimates 2015-2019*

## Median Age 2000 Compared to 2019



### Median Age, 2000-2019

Source: U.S. Census Bureau 2000, 2010; American Community Survey 5-Year Estimates 2015-2019



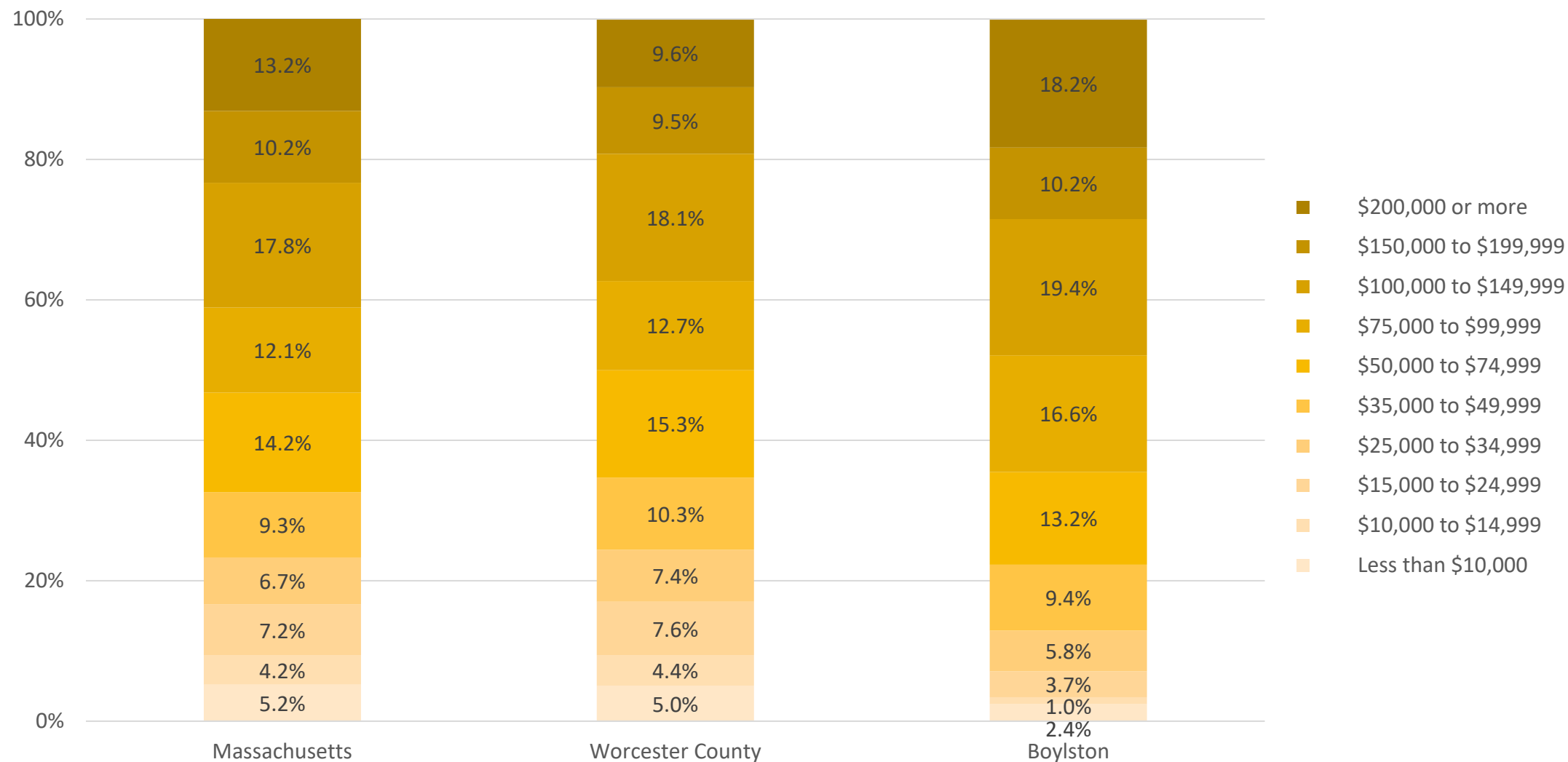
### Boylston Housing Unit Building Permits by Year, 2006-2019

*Source: Department of Housing and Urban Development SOCDs Building Permits Database, 2020*



## Boylston Single-Family Home Median Sale Price and Total Sales by Year

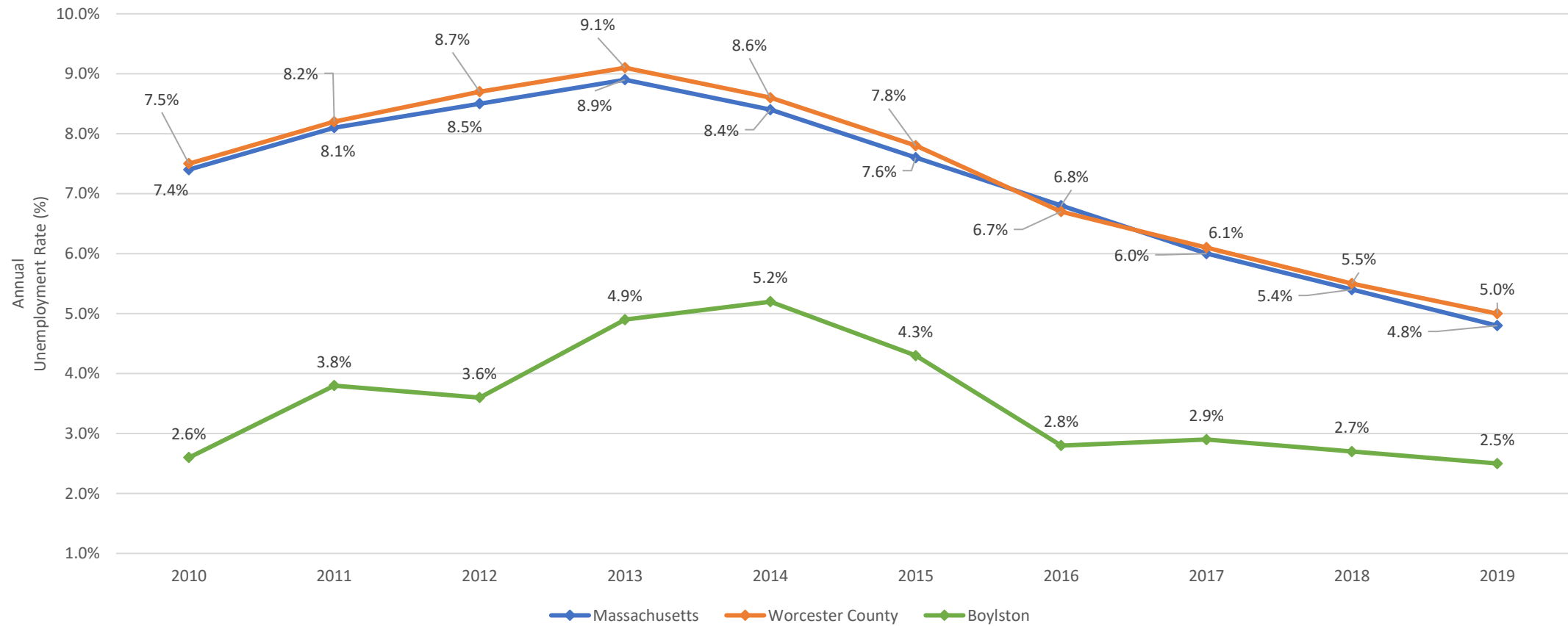
*Source: The Warren Group, 2006-2018*



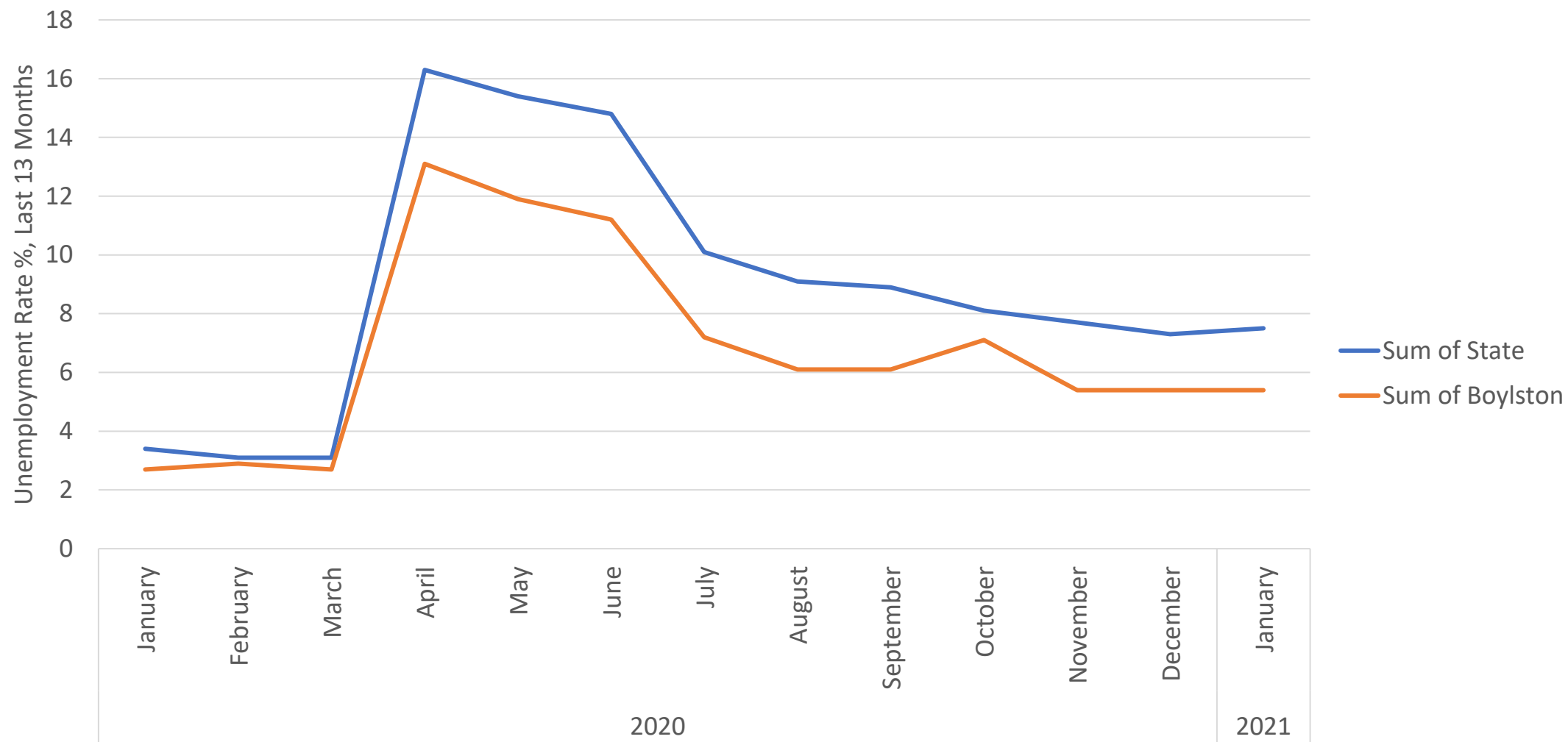
## Household Income by Level of Income, 2019

*Source: 2015-2019 American Community Survey 5-Year Estimates*

Unemployment Rate 2010-2019







## Unemployment Rate, January 2020 to January 2021

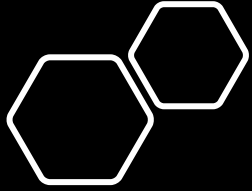
*Source: Massachusetts Department of Unemployment Assistance, Labor Force and Unemployment Data*



# Community Survey Results

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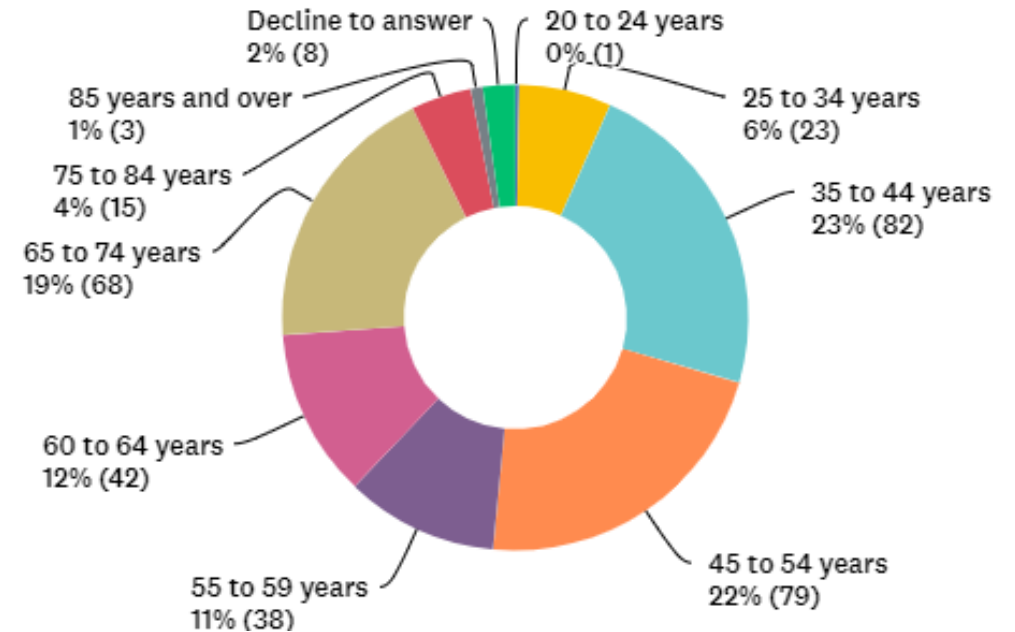


# Survey Outreach

- Ran from January 25<sup>th</sup> to March 15<sup>th</sup>
- Collected 433 responses from Boylston residents
- 95% of respondents are current resident homeowners
- 36% over age 60
- 29% under age 45

What is your age group? Select one.

Answered: 359 Skipped: 74



**What is most important to your quality of life in Boylston?**

Open space  
(farm, scenic views, forests, water bodies)



Quality of education/  
schools



Town services  
(Highway, Water, Fire, Police)



Availability of high-speed internet



Location



Natural Beauty



**Boylston's Greatest Strengths**

Friendly small-town character



Schools



Multi-family residential housing (e.g. apartments, townhouses)



Fast food (e.g. Subway, Dunkin Donuts)



Mixed-use buildings (e.g. first floor business, upper floors residential)




Single family residential housing



Which do you think  
Boylston  
needs LESS  
of?

Energy Production (e.g. commercial solar)




Small business (e.g. bed and breakfast, certified accountant, contractor)



Office space (e.g. lawyer, dentist, veterinary)



Restaurants



Which do you think  
Boylston  
needs MORE  
of?

**What types of  
transportation  
options would  
you like to see in  
Boylston?**

**Improved  
sidewalks and  
crosswalks for  
pedestrians**



**Dedicated  
bike lanes**



**Non-emergency  
medical  
transportation  
service**





QUESTIONS?

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# Break Out Room Activity

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# What is a Vision Statement?



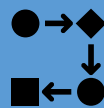
A statement of principles



Acts as guide-rails for implementation and planning



More about the general than the specific



*What is it about Boylston as a place that we want to preserve, refine or improve?*

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# What to Expect

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- In a moment you will be moved to breakout rooms
- Please allow a moment for us make sure everyone is in their correct rooms
- Discussion:
  - ***Past:*** What drew you to live in Boylston?
  - ***Present:*** What makes you want to stay in Boylston?
  - ***Future:*** What do you dream of for the future of Boylston?
- **Remember:** This is to help the Steering Committee Craft a VISION STATEMENT for the Master Plan.
- The last 10 minutes you will be asked to fill out a short form
- A LINK will be sent via chat to all rooms



# Mentimeter

## What words describe your vision of the future of Boylston?

Use three words or short phrases that best describe the Boylston you envision in ten years

Enter a word

25

Enter another word

25

Enter another word

25

Submit

# Breakout Room Ground Rules

- Please be respectful of others when they are speaking
- Raise your hand either on your video or via the “Raise hand” interaction in Zoom
- Facilitator assistants will be keeping track of who has raised their hands to give everyone a chance to speak
- If you are having technical difficulties, please return to the main room or message us on our Facebook page, [www.facebook.com/BoylstonMPSC](https://www.facebook.com/BoylstonMPSC)