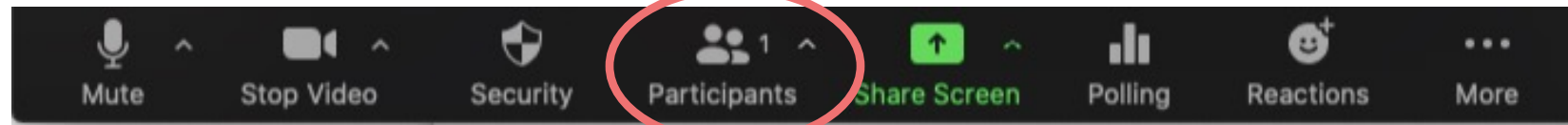


SOUTHWICK 2040



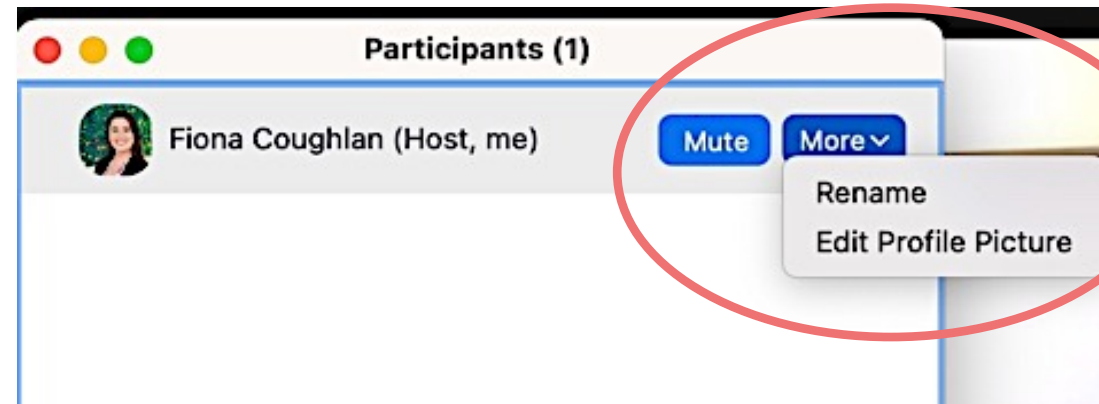
Welcome!

If possible, please update your Zoom name to include your first and last name and affiliation by clicking on the "Participants" tab on the bottom of your Zoom screen and selecting "More" by your name.



Examples:

- *Jack Jones, Resident*
- *Jon Goddard, Town Planner*



SOUTHWICK 2040



Welcome to the Southwick
Master Plan Visioning Session!

THURSDAY, OCTOBER 13, 2022

6:30 PM – 8:30 PM

HYBRID IN-PERSON/VIRTUAL SESSION





*Great things are not done by impulse,
but by a series of small things brought
together.*

Van Gogh

Southwick Master Plan

March, 1997

Prepared for the

TOWN OF SOUTHWICK

by the

**PIONEER VALLEY PLANNING COMMISSION
WEST SPRINGFIELD, MASSACHUSETTS**

Master Plan? Have we done this before? I think I am having déjà vu...

MASTER PLAN ADVISORY COMMITTEE

Marcus Phelps, affiliation: Town of Southwick Planning Board member (Chair of MPAC)
Jessica Whitmore Parker, Southwick resident (Vice Chair of MPAC)

Michael Doherty, affiliation: Town of Southwick Planning Board Chair (ex officio member)

David Spina, affiliation: Town of Southwick Planning Board member

Doug Moglin, affiliation: Town of Southwick Select Board member

Randy Brown, affiliation: Town of Southwick Department of Public Works Director

David DeiDolori, affiliation: Town of Southwick Park & Recreation Commission member

Burt Hansen, affiliation: Town of Southwick Agricultural Commission member

Dave MacWilliams, affiliation: Town of Southwick Conservation Commission member

Norm Cheever, affiliation: Town of Southwick Lake Management Committee member

Patrick Jubb, affiliation: Town of School Committee member

Aleda De Maria, affiliation: Town of Southwick Finance Committee member

Amber Bach, affiliation: Town of Southwick Economic Development Committee member

Scott Lamon, Southwick business owner (Tynic Landscaping)

Lucas Caron, Southwick-Tolland-Granville Regional High School student

Maria Michael, Southwick-Tolland-Granville Regional High School student

Dorrie Boyd, Southwick resident

Roz Terry, Southwick Resident

David Massai, Southwick resident

Maryssa Cook-Obregón, Southwick resident

Town Staff

Jon Goddard, Town Planner

Meghan Lightcap, Administrative Assistant

THANK YOU!

CONSULTANT TEAM INTRODUCTION

PROJECT MANAGER

Kenneth Comia, AICP

Deputy Director, Land Use and Environment Department

Land Use/Zoning, Housing, Services and Infrastructure

CONTENT SPECIALISTS

Lori Tanner

Economic Development Manager

Economic Development

Mimi Kaplan

Senior Planner

Open Space and Natural Resources

Gary Roux

Section Head

Transportation

Shannon Walsh

Historic Preservation Planner

Historical and Cultural Resources

Emily Tully

Senior Planner

Sustainability

Ray Centeno

Graphics/Web Designer

Graphic Design / Final Report

Jake Dolinger

GIS Specialist

GIS Mapping and Data

Douglas Hall, PhD

Data Manager & Analyst

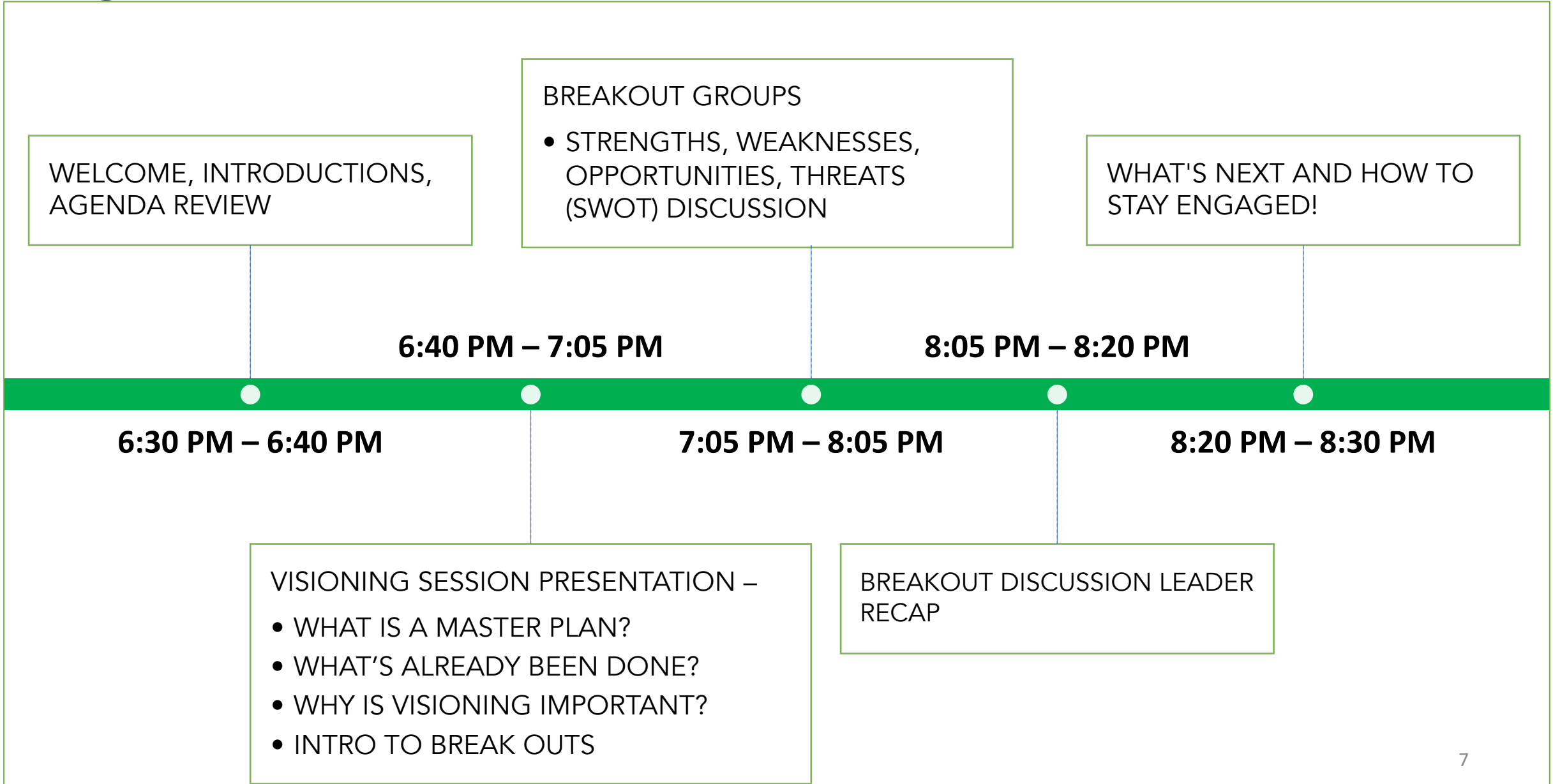
Data Manager

Todd Zukowski

Section Head

GIS/Data and Communications

AGENDA



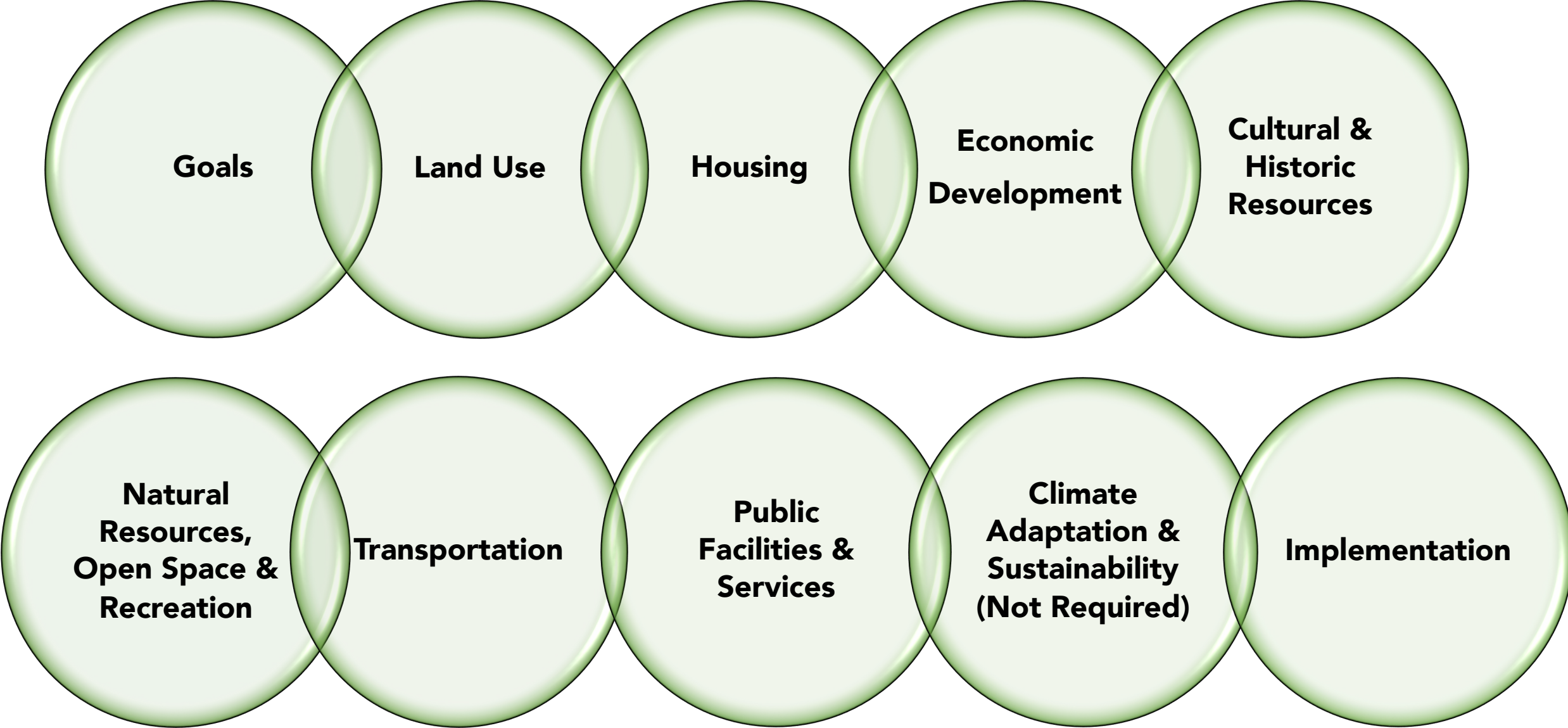
WHAT IS A MASTER PLAN?

- ❑ Guided by MGL c. 41, §81D – must follow legal framework
- ❑ Blueprint for the future
- ❑ Describes a long-term vision and how to achieve it
- ❑ Guides zoning changes, capital improvements budgeting, general decision-making/policy implementation
- ❑ Covers a time frame of 10-20 years
- ❑ Ongoing reviews and convening of a Master Plan Implementation Committee

****A Master Plan is not a zoning bylaw, subdivision regulation, Capital Improvement Program, or other regulatory document!***



ELEMENTS OF A MASTER PLAN



PROCESS

- ❑ **Review** existing conditions to identify issues, challenges and needs.
- ❑ **Distill public input** gained via surveys, the Visioning Session, MPAC meetings, and future public forums into Guiding Principles that will help us develop Goals.
- ❑ **Develop strategies** to achieve goals.
- ❑ **Implementation**

IMPLEMENTATION

- ❑ The Resilient Master Plan is a **policy guidance** document—not law.
- ❑ The town’s **legislative and executive bodies** implement the Plan’s recommendations., i.e., Select Board, Planning Board, etc.
- ❑ Boards/Commissions/Staff should use the Master Plan to **guide major decision-making** processes such as permitting decisions and general governance by Town meeting.

WHAT'S ALREADY BEEN DONE?

- ❑ Master Plan (1967; 1997)
- ❑ Community Development Plan (2004)
- ❑ Hazard Mitigation Plan (2016)
- ❑ Municipal Vulnerability Preparedness Community Resilience Building Workshop (2018)
- ❑ Open Space and Recreation Plan (2020)

However... Southwick's last Master Plan was in **1997** and was not adopted!

SO, WHY IS VISIONING IMPORTANT?

- Ties together **what has been done** and what **needs to be done**.
- Is an opportunity for **community participation** in the planning process.
- Provides feedback for a **long-term vision** for Southwick.
- Is a **cohesive** statement crafted by **YOU**! A successful Visioning Session results in a **shared sense of purpose**.
- Feedback will **influence the Plan's goals and implementation strategies** that make the vision a reality!
- Helps meet Southwick's specific needs and values **today**. What worked in the past may not work now!
- Will be crafted **throughout** the planning process; will not be finalizing the Vision Statement today.

Southwick SNAPSHOT

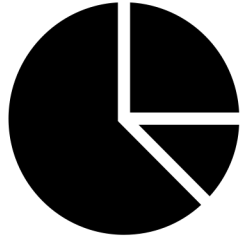
***Data is an essential component of a Master Plan! Data of current conditions and trends strongly affect the VISION, as well as the goals, recommendations and implementation of the plan.**



Southwick's tax base is 87% residential, 5% commercial, 2% industrial, 6% personal property.



Southwick's population is projected to grow by 867 people between 2020 and 2040.



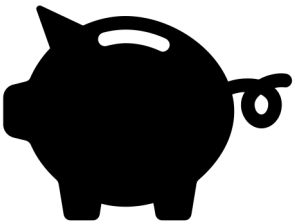
Southwick's senior population grew 8% from 2010 to 2020.



Most Southwick workers commute elsewhere, and most Southwick jobs are filled by workers living outside Southwick.



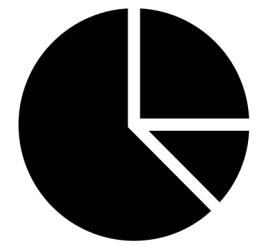
81% of Southwick's housing is single-unit detached homes. 29% of units are 60+ years old.



Southwick's median household income was \$87,748 in 2020.

Southwick based jobs	#	Share
Workers Employed in Southwick	2,920	100%
Workers employed in Southwick but living elsewhere	2,305	78.9%
Workers living and working in Southwick	615	21.1%
Jobs held by Southwick residents	#	Share
Total workers living in Southwick	4,855	100%
Southwick residents working outside Southwick	4,240	87.3%
Workers living and working in Southwick	615	12.7%

Southwick SNAPSHOT ...continued



***Data is an essential component of a Master Plan!**

Surveying of current resident sentiment can inform the VISION, as well as the goals, recommendations and implementation of the plan.

900 responses!

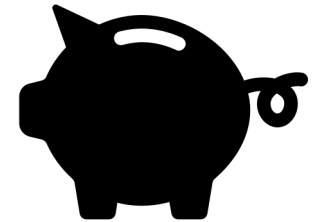
- 65% Ages 50+
- 33% Retired
- More than 50% have been residents of town more than 20 years
- 44% of parent(s)-headed household with minor/adult children
- 91% live in a detached single family home

55% support identifying areas for mixed-use development, where housing and business development could be found on the same structure or land parcel

68% find wireless/fiber infrastructure very important that could be provided by the town in 20 years.

50% find alternative energy very important that could be provided by the town in 20 years.

60% encourage business development, 55% discourage industrial development, 80% encourage agricultural development in Southwick



61% find public access to electronic vehicle charging stations somewhat important or very important

86% find parking availability at rail trail and other accessible open spaces somewhat important or very important

78% believe there are sufficient housing options for themselves and their families

50% want minimal residential development

58% are extremely satisfied with police services, 60% are extremely satisfied with fire services, 57% are extremely satisfied with ambulance/EMT

IT'S TIME FOR OUR SWOT EXERCISE!

(But what is a SWOT?)



A SWOT helps determine what is working, what isn't working, what could be improved, and what can be left behind as Southwick looks forward!

We will now break into smaller groups for one hour to discuss! Further directions will be provided by your Discussion Leader.

SOUTHWICK 2040
CREATING OUR FUTURE

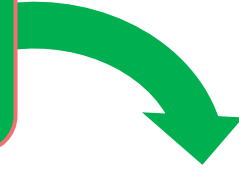
SWOT RECAP FROM DISCUSSION LEADERS



- What were the recurring topics of conversation?***
- What were some key ideas? Recurring themes?***
- What did your group want to see the most over the next 10 years?***
- What did you learn?***
- Final conclusions?***
- Any last thoughts?***

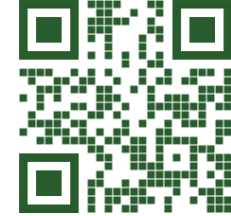
STAY ENGAGED!

Scan me or
visit the URL



Visit the **PROJECT WEBSITE** to learn more
about Southwick's Master Plan

www.southwick2040.com



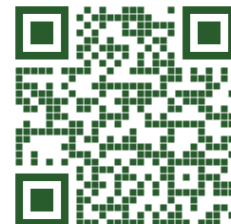
Also visit the **TOWN WEBSITE** for more information

www.southwickma.org



Continue the discussion and
share your thoughts on Padlet

padlet.com/kencomiaaicp/southwickvisioning



SOUTHWICK 2040

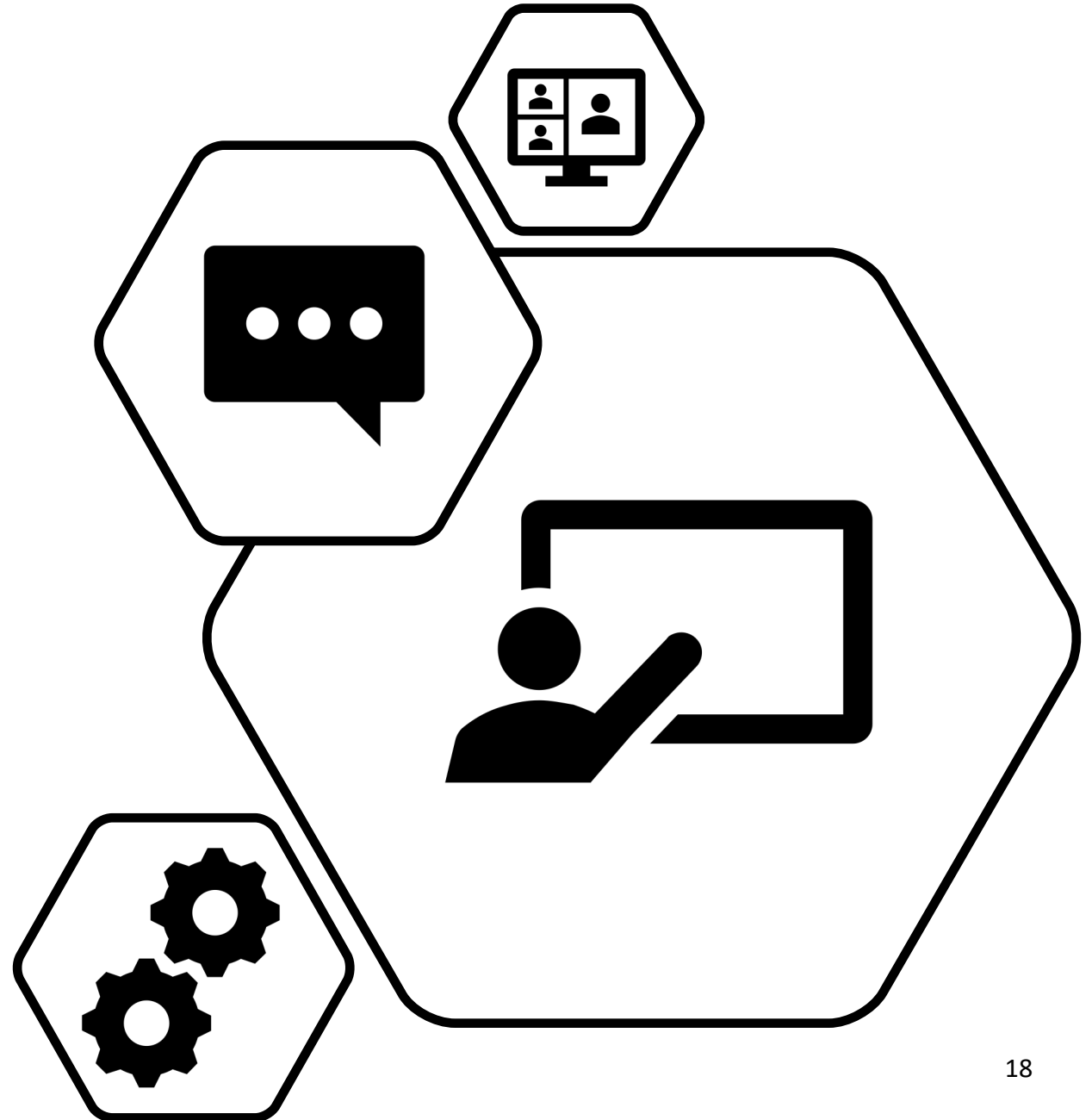
CREATING OUR FUTURE

UPCOMING EVENT!

Stay tuned for the Master Plan Implementation Session in the spring!

- Designed for maximum engagement
- Will advance action recommendations from the planning process thus far
- Will garner support for the Plan

We want to hear from you!



Thank you for attending the Southwick Master Plan Visioning Session!

SEND US YOUR IDEAS BY EMAILING OR CALLING:

Jon Goddard, Town Planner

jgoddard@southwickma.net

(413) 569-6056

Ken Comia, AICP, Deputy Director, Land Use and Environment

Pioneer Valley Planning Commission

kcomia@pvpc.org

(413) 781-6045

