

# Board of Selectman Meeting

Presented by: Master Plan Implementation Committee

Date: June 13<sup>th</sup>, 2022

# Agenda

- What is a Master Plan?
- What will it help us do?
- Master Plan implementation takes teamwork

# WINCHENDON

## TOWN OF WINCHENDON.

Scale: 20 Rods to an inch

### Merchants and Dealers

Bryant & Co. Dealers in Groceries, Provisions, Flour, Feed, &c. Central st  
Beals & Bowker. Commission Merchants, and Dealers in Flour, Corn, Rye, Oats, Fine Feed, Meal, Lime, Coal, &c. Wholesale and Retail, Central st  
Converse Mrs. E. A. Dealer in Millinery, Laces, Embroideries, Hosiery, Trimmings and Fancy Goods in great variety. Particular attention paid to Dress and Cloak Making, "New Bank Building"  
Doane J. M. & Co. Meat and Provision Dealers. Vegetables of all kinds in their season, "New Bank Building"  
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Raymond M. D. Dealer in Beef, Pork, Hams, Sausages, Tripe, Lard and Produce, Front st  
Skinner O. E. Apothecary, 1 "Union Block," Central

Winch & Sawyer. Wholesale and Retail Dealers in Meats of all kinds

Wallace D. K. Commission Merchant and Dealer in Tin, Glass, Britannia, Japan and Wooden Ware, also "Canned" Fruit, Eggs, Biscuits and Tobacco

# Community Master Plan

## December 2020



## Why do we have a Master Plan?

- Required by Massachusetts General Law
- Guide the town's growth and development
- Set priorities and policies
- Inform actions, decisions, allocation of resources (time, attention, money)



## COMMUNITY MASTER PLAN

Town of Winchendon, MA  
December 2020



# 9 Action Areas

Land Use

Communication  
& Engagement

Open Space

Economic  
Development

Housing

Historic & Cultural  
Resources

Transportation &  
Circulation

Services &  
Facilities

Community Health  
& Wellbeing

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What will it help us do?

Winchendon is  
Working Together...



# To promote our historic & cultural assets

**500+ Years:** Legacy of farming  
and conservation

Rich history of innovation &  
entrepreneurship

Growing number of small  
businesses

+400 official historical sites



To encourage diverse land use for  
wildlife & community



# To improve transportation access & safety

24%  
felt transportation services  
worsened

11% of residents do not  
have access to a vehicle  
(lower than state)

To increase opportunities for economic development



# To improve access to high quality services and facilities

Language & cultural barriers have an impact to healthcare access

44% of potential SNAP/HIP recipients are not receiving food benefits

To enhance open space



# To increase access to affordable, healthy housing

10% of population is veterans (16% with disability)

More than 50% of our stock was built since 1980, compared to <30% for the state

A 1.5-year waitlist for Winchendon Housing Authority

Last 10 years, only building permits for single family homes were pulled for Winchendon

# To ensure community health & well-being



# To expand communication and engagement strategies

Selected as a Heart & Soul  
Community

14% Youth identify as Black,  
Indigenous or People of Color

Greater % of people over the  
age of 55 compared to the state



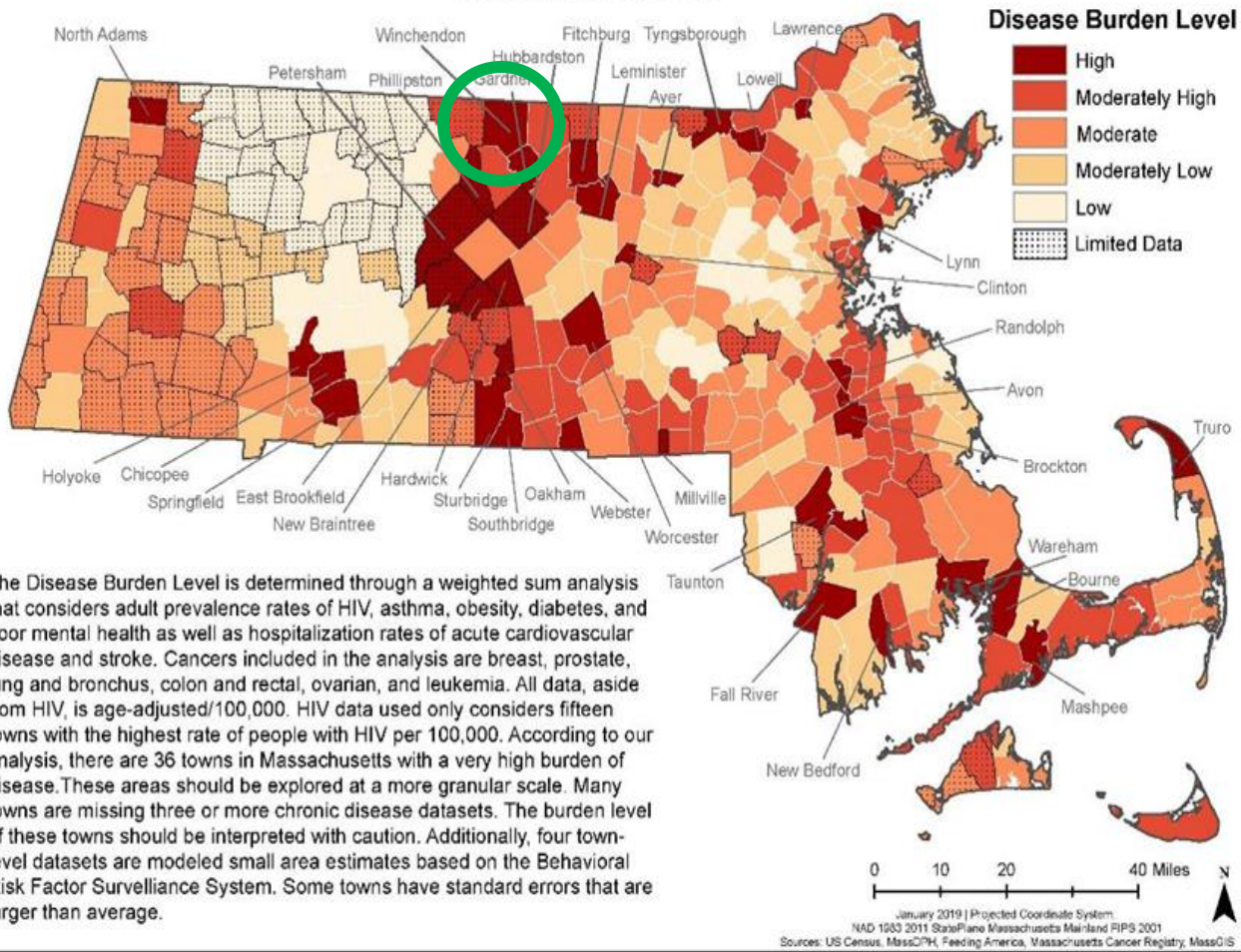
**“We have an active community that comes together in times of need.”**

**Hopeful for the growth of the town and kindness within. At the center of it all is the active military, veteran community and pride for our country.”**

**- Winchendon Resident**

## This is a time for action

### Burden of Chronic Disease and Cancer Associated with Food Insecurity Massachusetts 2018



One of the highest chronic disease rates in the state

An increase in household food insecurity since the onset of COVID

40% of children under the age of 5 are living below the poverty line

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It takes Teamwork!

**We are here to support you in this work!**



**Jill Sackett (Chair)**



**Amanda Philips**



**Erika Eitland**



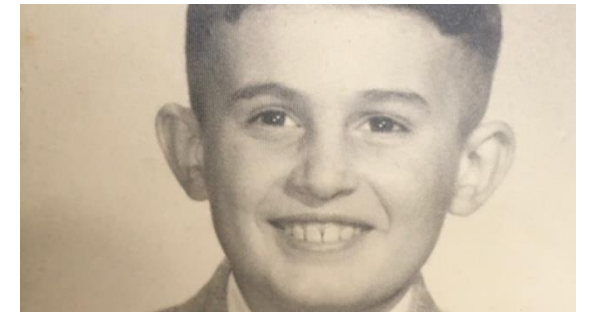
**Nikki Nickerson**



**Miranda Jennings**



**Kyle Bradley**



**Guy Corbosiero**

# The Master Plan has identified strategies across these action areas

## Baseline

fundamental tasks that establish the operating environment for the plan

## Short

0-2 years

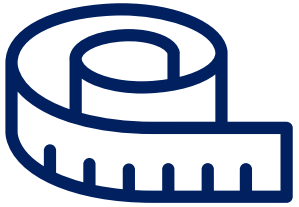
## Moderate

1-5 years

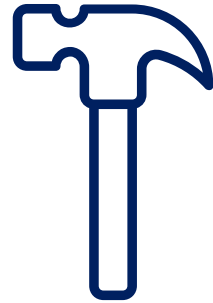
## Long

2-10 years

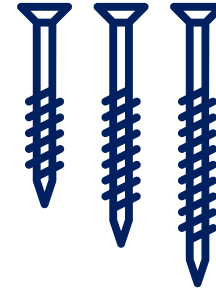
# Our Toolkit



**Provide Chapter Context**



**Identify Your North Star**

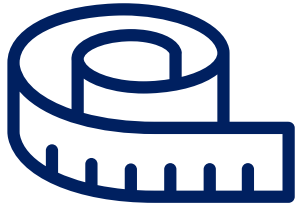


**Develop SMART goals for  
Baseline Actions**

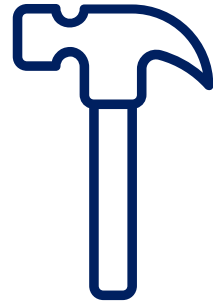


**Assign Action Area  
Avenger & Next Steps**

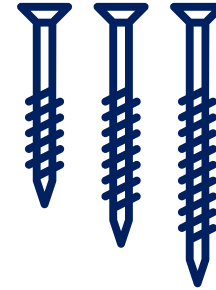
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**Provide Chapter Context**



**Identify Your North Star**



**Develop SMART goals for  
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**Assign Action Area  
Avenger & Next Steps**

To change everything, we need everyone

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# Action Areas Meeting Schedule

## **JULY – SEPT**

Communication &  
Engagement

Open Space

Transportation

**Report to BOS**

## **OCT – DEC**

Economic Development

Historic Preservation

Land Use

**Report to BOS**

## **JAN – MAR**

Services & Facilities

Community Health

Housing

**Report to BOS**

Communication & Engagement	Open Space	Transportation
BOS	CONSCOM	PC
COM	BOH	DPW
IT	PC	TM
TM	P&D	P&D
	DPW	PB
	BOS	WRA
	TM	TTCP
	CPC	
	FINCOM	
	LAND USE	

Health & Wellbeing	Services & Facilities	Housing
BOS	BOS	TM
COM	COM	PC
TM	IT	P&D
PB	TM	DPW
P&D	COA	PB
WHA	P&D	SC
DPW	DPW	WHA
WRA	PB	WRA
AC		
TTCP		

# Specific Committees

Historic Preservation	Land Use	Economic Development
HC	BOS	BOS
CC	P&D	COM
WCPC	HC	TM
TM	AC	PC
PC	CONSCOM	P&D
P&D	ZONING	DPW
WRA	PC	PB
AC	PB	WRA
TTCP	WHA	AC
	WCPC	CC
	ZBA	SC
		IT
		TTCP
		HC
		WHA

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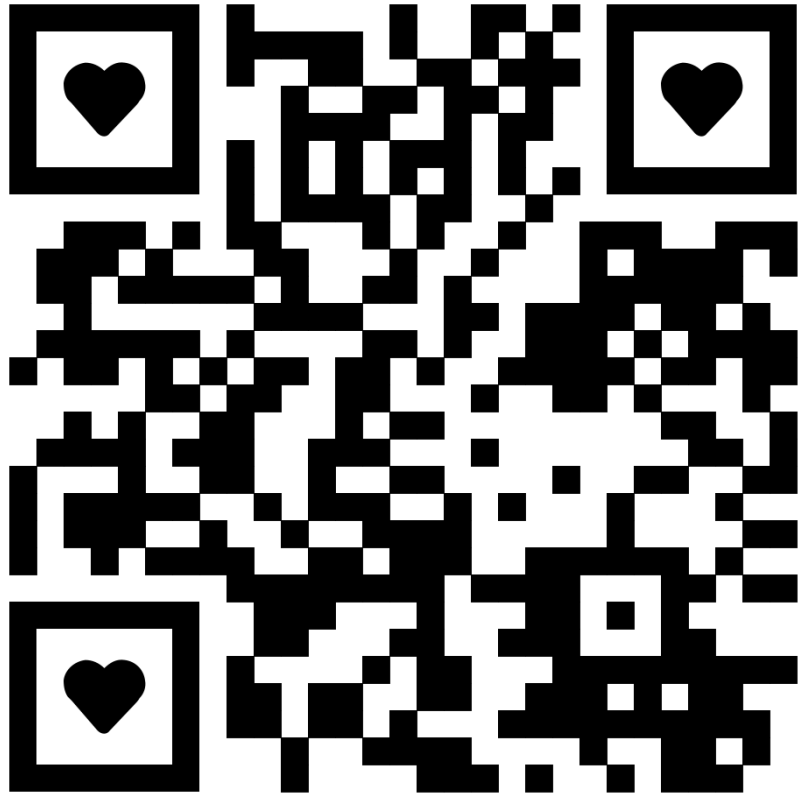
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What is your why?

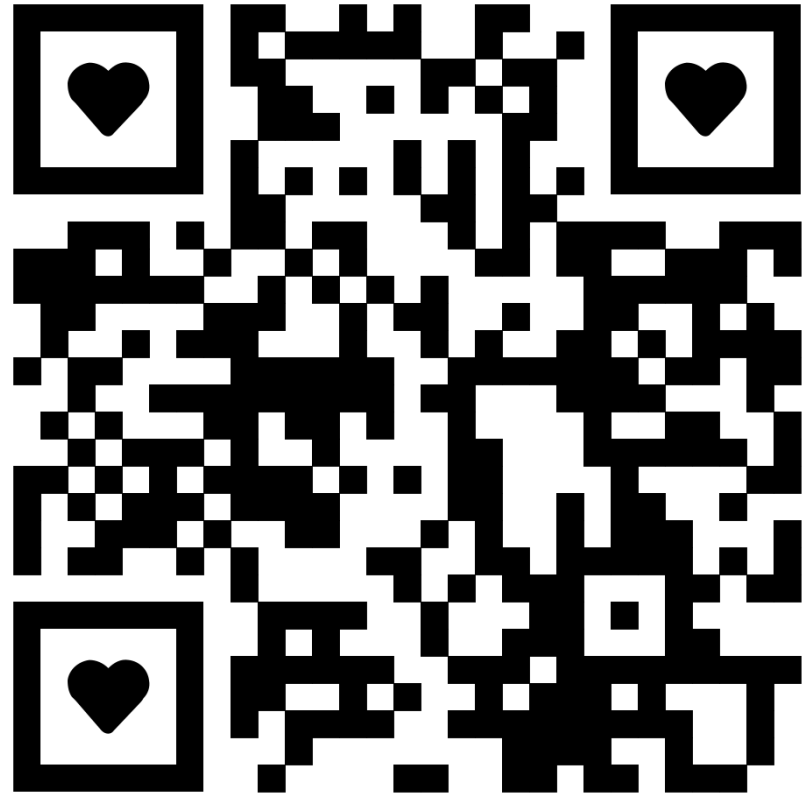
What excites you?

What are you most proud of?

# Stay in Touch



**Contact Us!**



**Learn more about  
Winchendon's Master Plan**