

TOWN OF STRAFFORD 2022 MASTER PLAN UPDATE



Photo Credit: John Phelan,
2017 Wikimedia Commons

AGENDA

- Introductions
- What is a Master Plan?
- Discussion of Timeline and Next Steps
- Review of 2002 Master Plan

INTRODUCTIONS

- **SRPC Project Manager:**
James Burdin, AICP
- **Core areas of practice:**
Economic Development,
Land Use planning,
Northwood Town Planner
- **Prior Master Plans:**
Durham Future Land Use,
Barrington Economic
Development
- JEBurdin@strafford.org



THE MASTER PLAN

- Tells a story about how a community became what it is today, and lays out a vision for what it would like to be in the future
- Guide for the overall character, physical form, growth, and development of a community
- Describes how, why, when and where the community should build, rebuild and preserve
- Displays information and research related to the Vision and Land Use (required) or other themes (optional) through text, images, maps, etc.

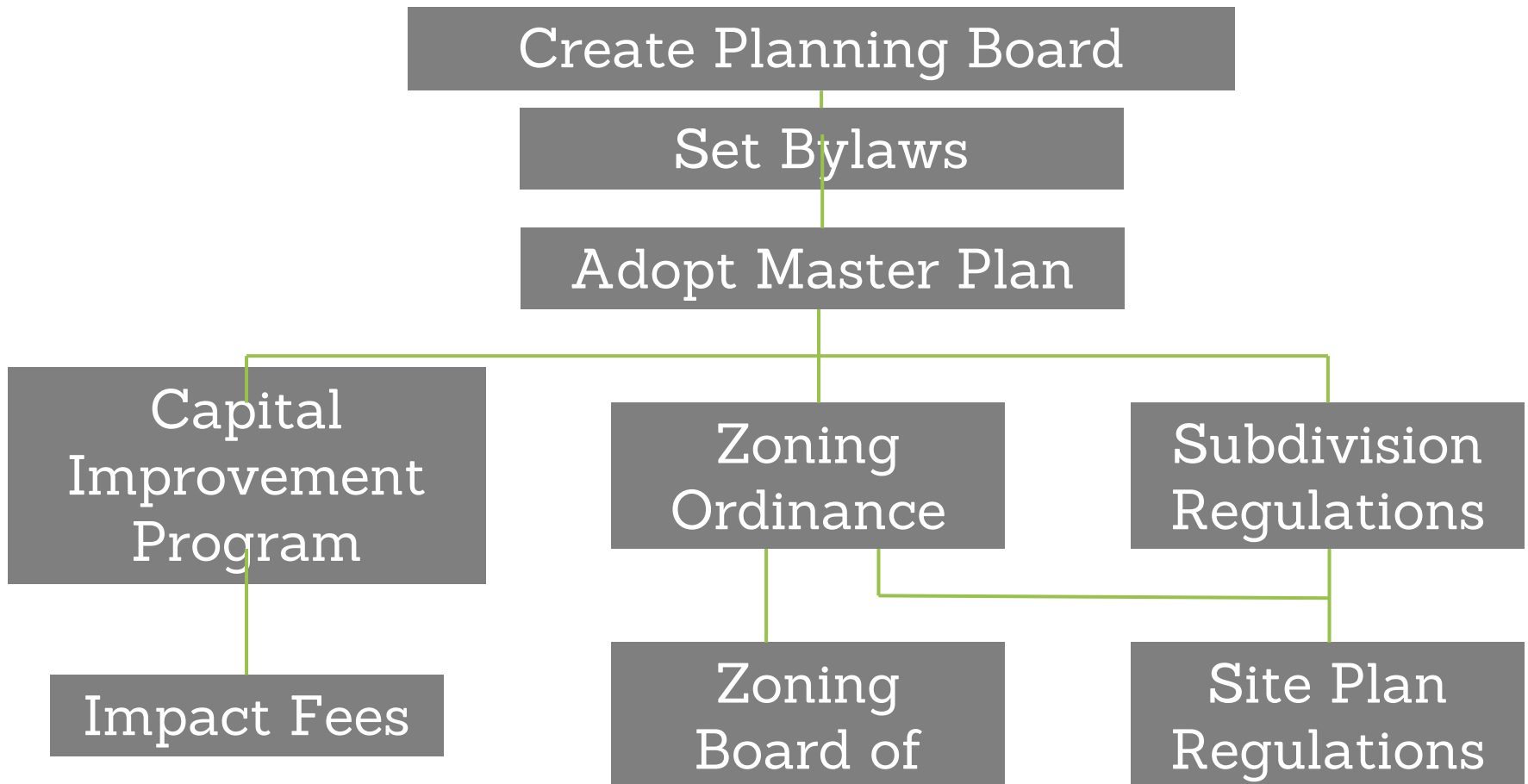
THE MASTER PLAN

- Illustrates the land use and development principles that guide public decisions
- Identifies implementable actions the Town can take to achieve the goals and vision of the Master Plan
- Gives legitimacy to projects and regulations that implement the Master Plan's vision
 - E.g. regulations that support the type of development the Town has prioritized, or that protect features the Town values.
 - Does NOT alter the normal process for approving capital projects or regulations

THE MASTER PLAN AND REGULATIONS

- Adoption of a Master Plan is a prerequisite to almost all subsequent regulations
 - Zoning ordinance, Site Plan Regulations, Subdivision Regulations
 - Master Plan is not applied directly to individual projects
 - Instead, the Planning Board is tasked with developing a set of regulations that reflects the values laid out in the Master Plan

PLACE IN THE PLANNING PROCESS



THE MASTER PLAN

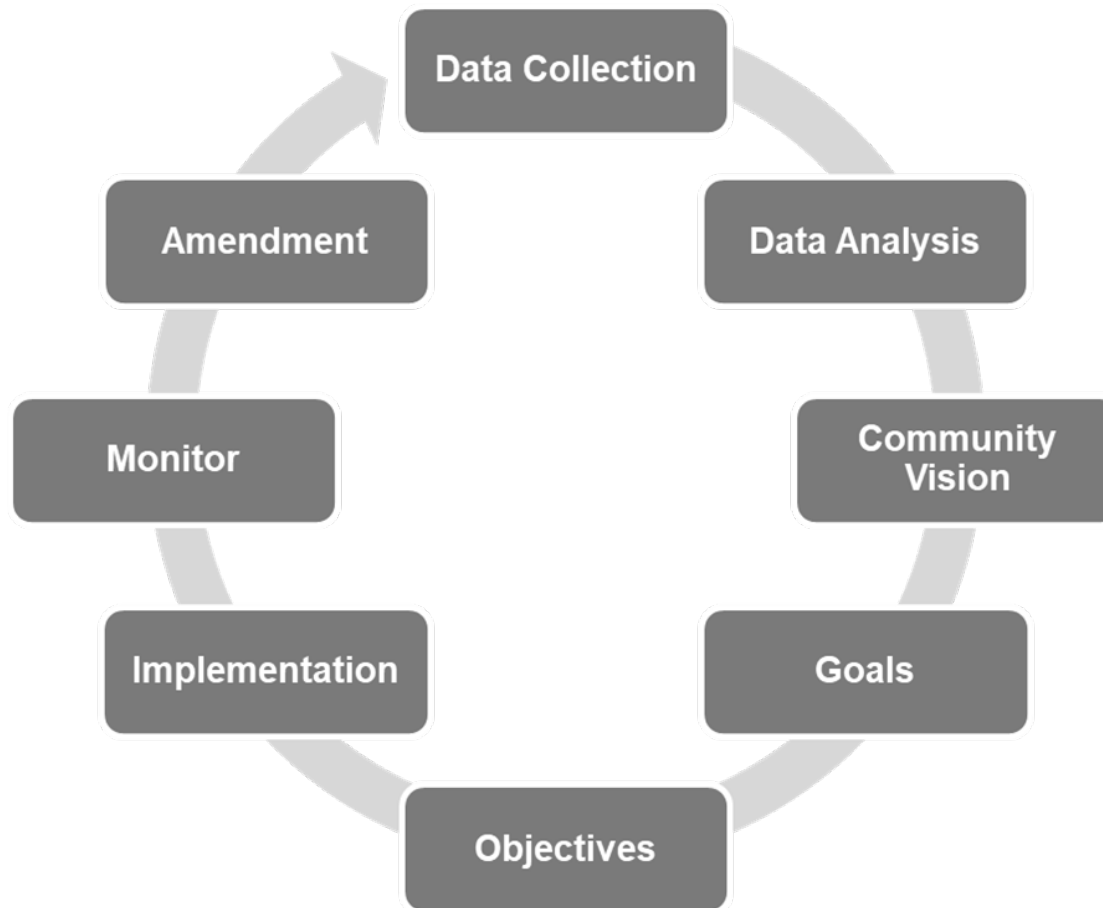
Do think of the Plan as:

- The Town's vision
- A living dynamic document
- A guide for community growth
- A guide for capital investment

Don't Think of the Plan As:

- Regulations
- A static document
- Funding
- A burden

UPDATING THE MASTER PLAN



PRIOR MASTER PLAN (2002)

- Vision Statement and Policy Goals
- Community Character
 - Historic Resources
 - Landscape and Scenic Areas
 - Safety and Mobility
 - Conservation
- Natural Resources
 - Land Conservation
 - Water Quality
 - Town Governance of Natural Resources
- Town and Community Services
 - Economic Development
 - Delivery of Municipal Services
 - Sense of Community/Recreation
 - Roads
 - Pedestrian Safety
 - Schools
 - Waste Disposal
 - Communications
 - Housing
- Future Land Uses

2022 STRAFFORD MASTER PLAN UPDATE

| Task | 2022 | | | | | | | 2023 | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|---------|-----|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | Ma y | Jun |
| 1.0 Review Current Master Plan and Outline Updated Master Plan | | | | | | | | | | | | | |
| 1.1 Review current Master Plan and compile notes | | | | | | | | | | | | | |
| 1.2 Prepare for and attend Planning Board workshop | ★ | | | | | | | | | | | | |
| 1.3 Report of implementation progress | | ✓ | | | | | | | | | | | |
| 1.4 Outline new master plan with content to be retained | | ✓ | | | | | | | | | | | |
| 1.5 Planning Board meeting (review Task 1.3 and 1.4 products) | | ★ | | | | | | | | | | | |
| 2.0 Outreach - Online Engagement | | | | | | | | | | | | | |
| 2.1 Produce 2 short videos | | | | ✓ | | ✓ | | | | | | | |
| 2.2 Prepare social media postings (post each video twice) | | | | | | | | | | | | | |
| 3.0 Outreach - Online Survey | | | | | | | | | | | | | |
| 3.1 Draft survey content | | | | | | | | | | | | | |
| 3.2 Review draft survey and prepare comments | | | | | | | | | | | | | |
| 3.3 Review draft survey at a Planning Board meeting | | | ★ | | | | | | | | | | |
| 3.4 Revise and launch the survey | | | | ✓ | | | | | | | | | |
| 3.5 Prepare and distribute survey advertisements | | | | | | | | | | | | | |
| 3.6 Tabulate survey responses | | | | | | | | ✓ | | | | | |
| 4.0 Outreach - Community Charrette | | | | | | | | | | | | | |
| 4.1 Planning Board Meeting (event objectives and design) | | | | ★ | | | | | | | | | |
| 4.2 Prepare engagement activity materials (agenda, facilitator guides, station materials, etc.) | | | | | | | | | | | | | |
| 4.3 Prepare and distribute event advertisements | | | | | | | | | | | | | |
| 4.4 Event set up, facilitation, and note taking | | | | | | ★ | | | | | | | |
| 4.5 Synthesize and report out on input received | | | | | | | | ★ | | | | | |

ACTION ITEMS

- Report of 2002 implementation progress due in July
 - SRPC will set up a Google form for Board members to provide status updates
- Plan Outline
 - Our scoping discussions indicated the goal is a short plan focused on goals and recommendations similar to 2002
 - [Goffstown is a more recent example](#)
 - Possibility of a storymap format?
 - Is there any content from 2002 (e.g. particular goals or sections) that you want to keep or build upon in this update?
- Any other local plans/studies/documents I should be reviewing?

ACTION ITEMS

- Public notice and engagement – agenda development, master plan landing page? Sharing to social media?
- Other outreach ideas? SRPC doesn't have many pictures of Strafford – photo contest/submissions? Photo/map archives?
- Next meeting – July 7th? Work session a different week due to July 4 travel?