

East Bridgewater 2024-2034 Master Plan

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OLD COLONY
PLANNING COUNCIL

Today's Agenda

- Introductions
- Master Plan Who, What and Why?
- Current Data Collection
- Public Engagement
- Next Steps

What is a Master Plan?

In accordance with Massachusetts General Law:

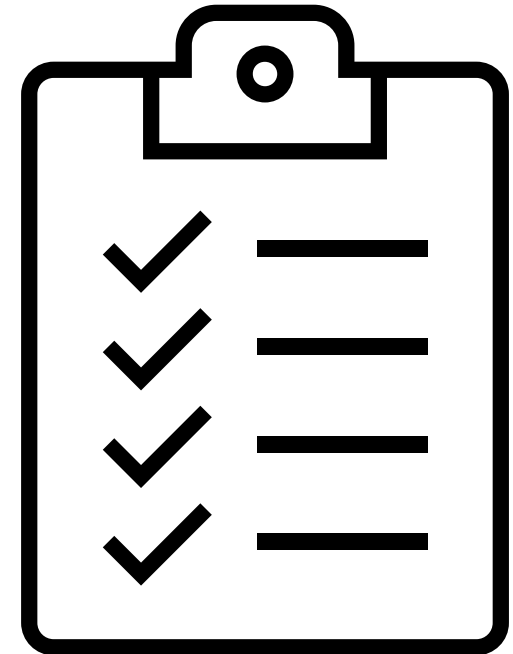
Such plan shall be a **statement**, through text, maps, illustrations or other forms of communication, that is designed to **provide a basis for decision making** regarding the **long-term** physical development of the municipality. The comprehensive plan shall be internally consistent in its policies, forecasts and standards . . . [M.G.L. c. 41, s. 81D]

Long-term typically interpreted as a guide for the next 10 or more years

State Required Elements

State Requirements - M.G.L. c. 41, s. 81D directs Planning Boards to prepare a Master Plan with the following chapters (aka “elements”):

1. Statement of Goals and Policies
2. Land Use
3. Housing
4. Economic Development
5. Natural and Cultural Resources
6. Open Space and Recreation
7. Sustainability and Climate Change
8. Services and Facilities
9. Transportation and Circulation
10. Implementation Strategies



Working together

OCPC Collaboration

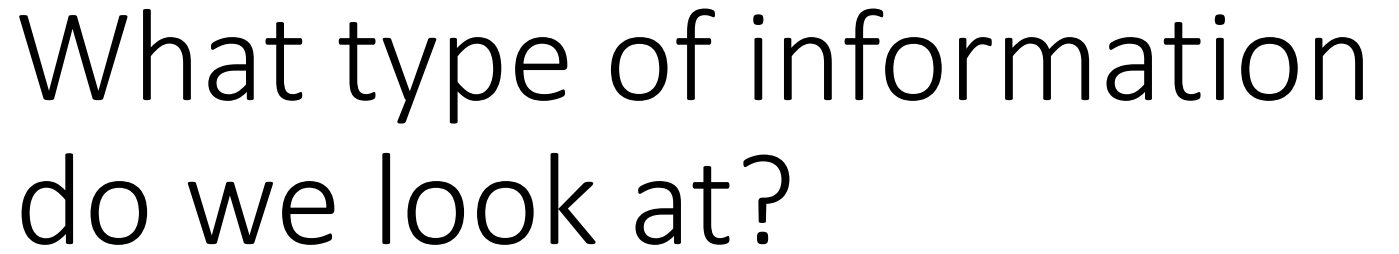
- Listen to the community
- Understand the community's goals and priorities for the town
- Gather, analyze, and present information
- Help make a plan that responds to your goals

Town Collaboration

- Share related projects and data that the town has
- Advertise public engagement opportunities
- Provide feedback on materials and written chapters

What does a
Master Plan
mean for a
town?

- A guide for local public policy
- Bylaws
- Land preservation
- Targeted economic development
- Prioritize conservation areas
- Allocate funds for capital improvements
- Advocate for needed services
- Capture the wants and needs of the community

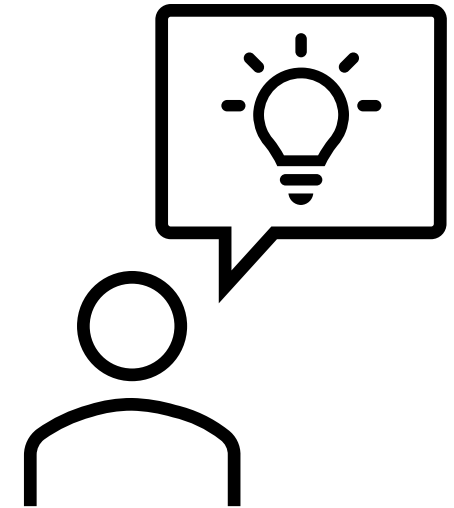


- Land Use Patterns
- Zoning and Bylaws
- Town Priority Areas
- Municipal Land and Facilities
- Water Resources
- Conservation
- Wildlife Habitat
- Agriculture
- Transportation
- Emergency Statistics and Services
- Land Values
- History
- Demographics
- Economy

And community input!

The community's character, input, and goals are the most important part of making the plan unique and effective.

- Public Workshops
- Table Events
- Website and Social Media
- Public Comment Submissions
- Master Plan Committee



Timeline



Data



Demographics

Age

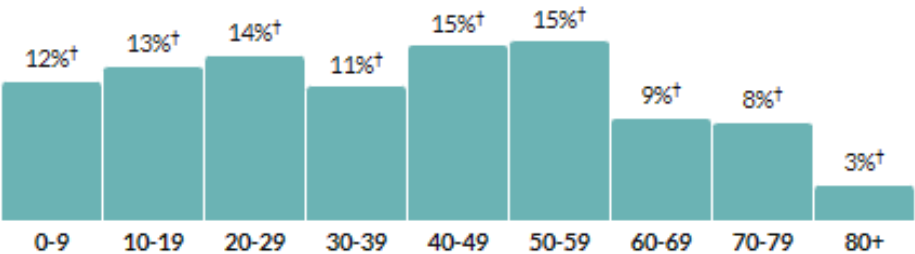
39.9

Median age

a little less than the figure in
Plymouth County: 42.6

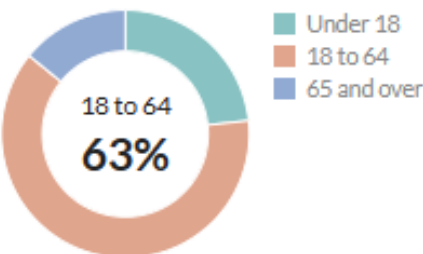
about the same as the figure in
Massachusetts: 39.6

Population by age range



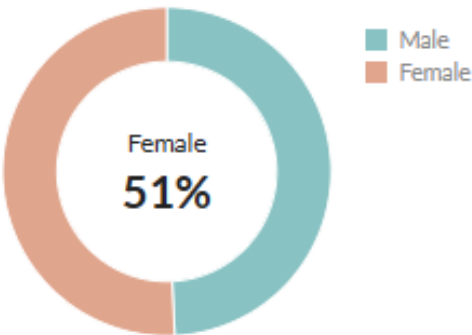
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Population by age category



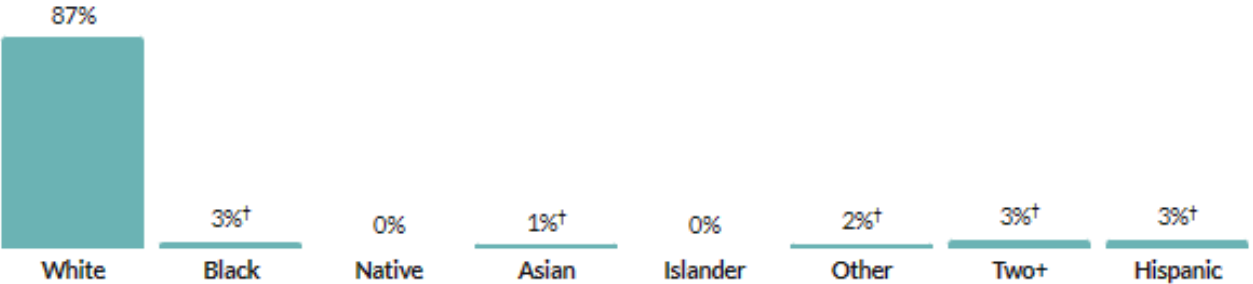
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Sex



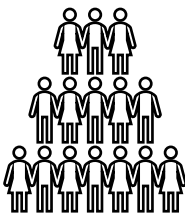
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Race & Ethnicity



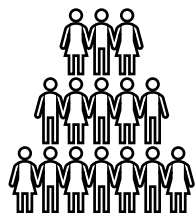
* Hispanic includes respondents of any race. Other categories are non-Hispanic.

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Population Trends

Between 2000 and 2010, the town population increased by 820 residents (6.32%). In the decade 2010 through the 2020 Census, the town gained 646 residents, a 4.68% increase according to the 2020 Census bringing the **total population to 14,440**.



Geographical mobility

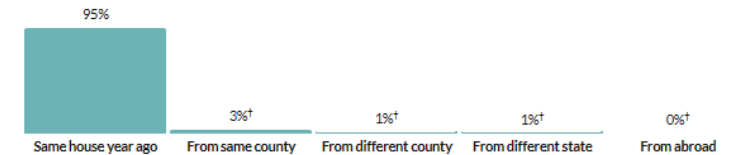
4.9%

Moved since previous year

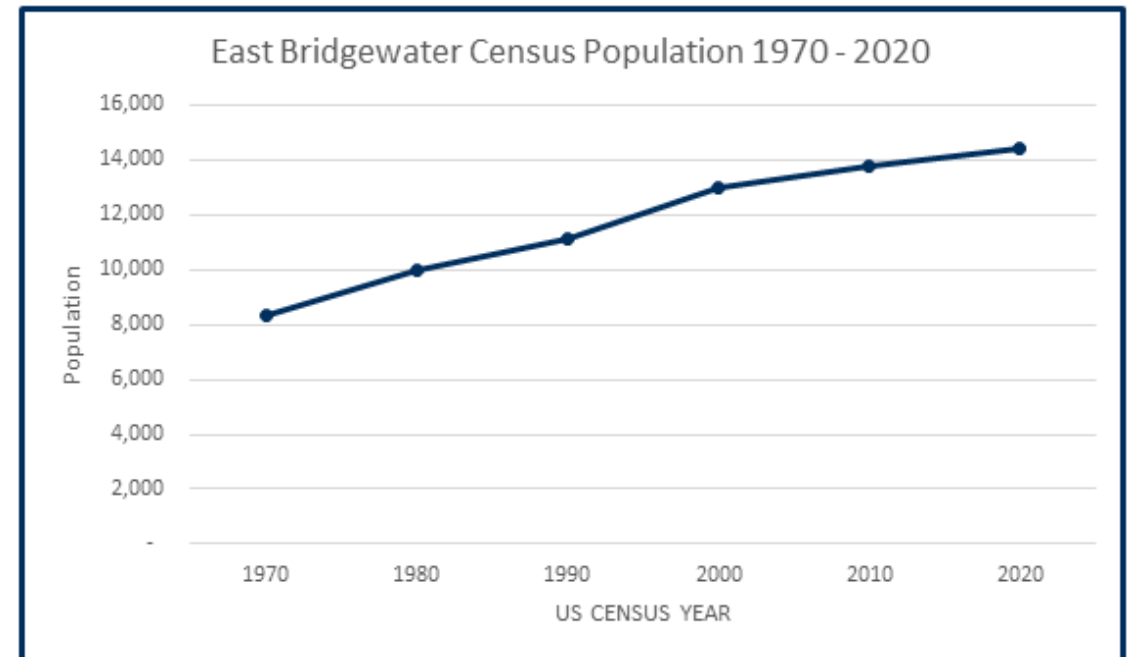
about half the rate in Plymouth County: 10.1%

about two-fifths of the rate in Massachusetts:
12.5%

Population migration since previous year



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Housing

Households

4,949

Number of households

Plymouth County: 196,307

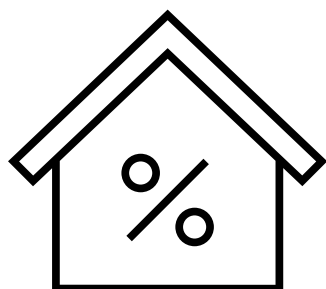
Massachusetts: 2,714,448

2.9

Persons per household

about 10 percent higher than the figure in
Plymouth County: 2.6

about 20 percent higher than the figure in
Massachusetts: 2.5



Units & Occupancy

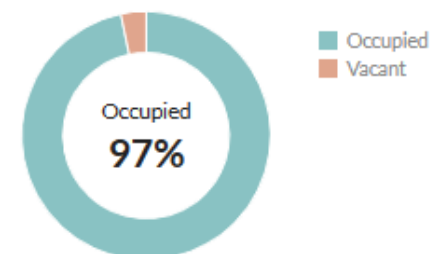
5,116

Number of housing units

Plymouth County: 213,262

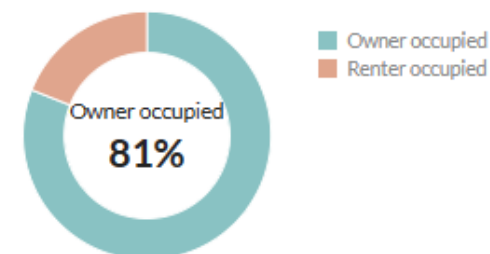
Massachusetts: 2,979,634

Occupied vs. Vacant



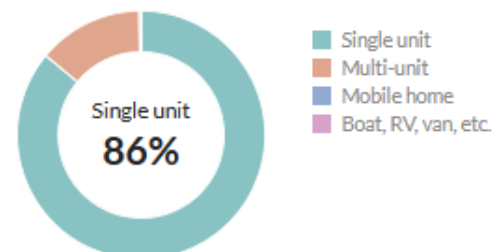
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Ownership of occupied units



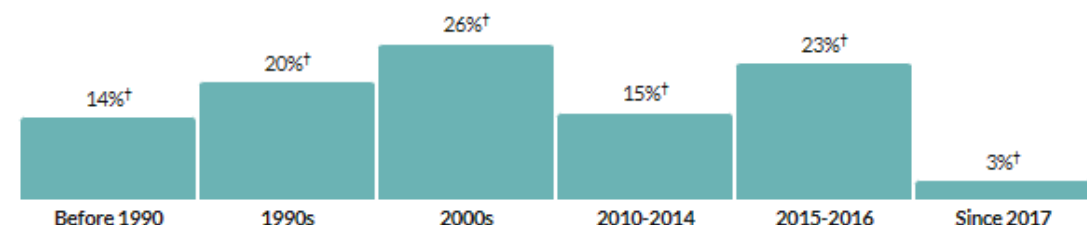
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Types of structure



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Year moved in, by percentage of population



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Value

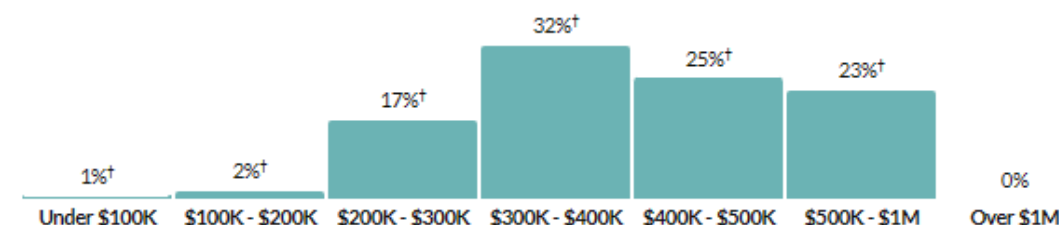
\$395,100

Median value of owner-occupied
housing units

a little less than the amount in Plymouth County:
\$409,600

about 90 percent of the amount in Massachusetts:
\$424,700

Value of owner-occupied housing units



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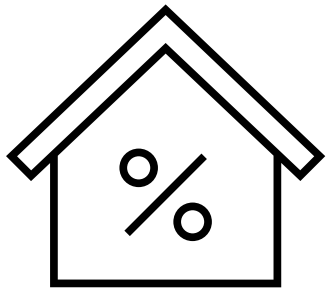
Housing: Subsidized Housing Inventory



10% of each town's housing stock in Massachusetts must be subsidized units.



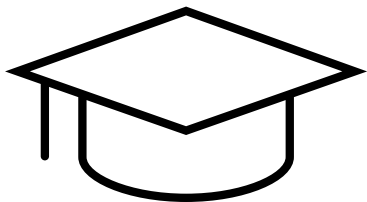
At this time, only 176 of 5,186 housing units are subsidized totalling 3.39% .



How can the town diversify its housing stock?

What types of houses does current zoning support?

Education Needs

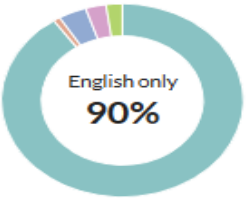


Enrollment Per Grade

Central	101	126	147	152										526
EB Jr. Sr. High School							165	160	149	129	139	160	2	904
Gordon W. Mitchell School					161	148	163	161						633
District Total														2,063

Table 40: School Enrollment by Grade, 2022 - 2023
Source: [Enrollment Data \(2022-23\) - East Bridgewater \(00830000\) \(mass.edu\)](#)

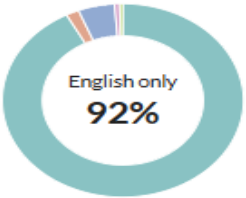
Language at home, children 5-17



English only
Spanish
Indo-European
Asian/Islander
Other

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Language at home, adults 18+



English only
Spanish
Indo-European
Asian/Islander
Other

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Educational attainment

95.7%

High school grad or higher

a little higher than the rate in
Plymouth County: 93%

a little higher than the rate in
Massachusetts: 91.2%

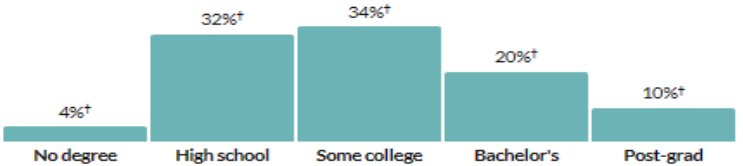
30.2%

Bachelor's degree or higher

about three-quarters of the rate in
Plymouth County: 39.3%

about two-thirds of the rate in
Massachusetts: 45.2%

Population by highest level of education



* Universe: Population 25 years and over

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Income

Income

\$49,445

Per capita income

about the same as the amount in
Plymouth County: \$48,785

about the same as the amount in
Massachusetts: \$48,617

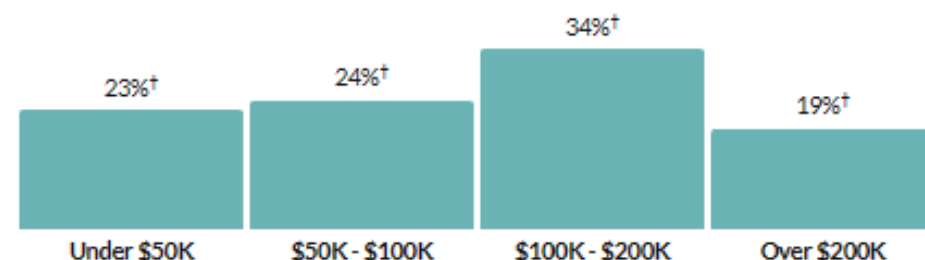
\$110,842

Median household income

about 10 percent higher than the
amount in Plymouth County: \$98,190

about 25 percent higher than the
amount in Massachusetts: \$89,026

Household income



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Poverty

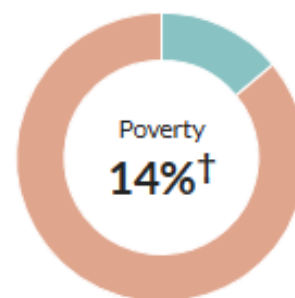
6.9%

Persons below poverty line

a little higher than the rate in Plymouth County:
6.5%

about two-thirds of the rate in Massachusetts:
9.9%

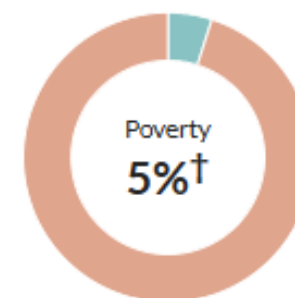
Children (Under 18)



Poverty
Non-poverty

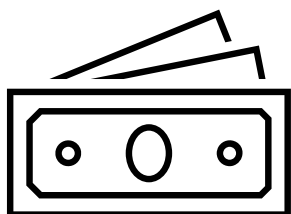
[Show data](#) / [Embed](#)

Seniors (65 and over)



Poverty
Non-poverty

[Show data](#) / [Embed](#)



Local Economy

Company name	Number of employees
East Bridgewater YMCA	100-249
Harte-Hanks Inc	100-249
Mueller Corp	100-249
Villa At Ridder Country Club	100-249
VK East Bridgewater LLC	100-249
World Publications Group Inc	100-249
Central School	50-99
Club Ex Fitness & Nutrition	50-99
D W Clark Co	50-99

Transportation to work

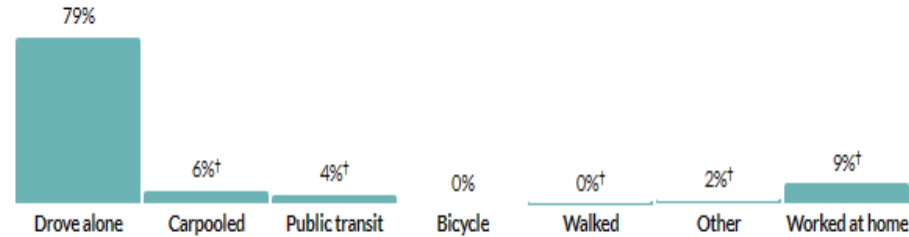
33.3 minutes

Mean travel time to work

about the same as the figure in Plymouth County:
33

about 10 percent higher than the figure in
Massachusetts: 29.6

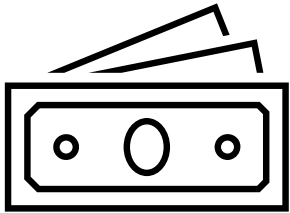
Means of transportation to work



* Universe: Workers 16 years and over

[Show data / Embed](#)

Company name	Number of employees
East Bridgewater Jr/Sr High	50-99
East Bridgewater Middle School	50-99
East Bridgewater Town	50-99
Gordon W Mitchell Middle Sch	50-99

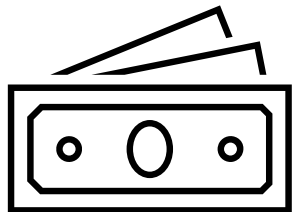


Local Economy

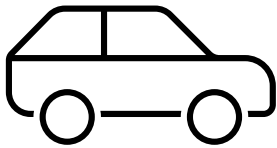
Fiscal Year	Residential Levy	Open Space Levy	Commercial Levy	Industrial Levy	Personal Property Levy	Total Levy	CIP Levy as a % of Total
2023	30,752,618	0	1,794,081	947,803	741,544	34,236,046	10.17

Commercial and Industrial Levy help reduce the pressure of residential taxes. Increased revenue to the town allows for capital improvement.

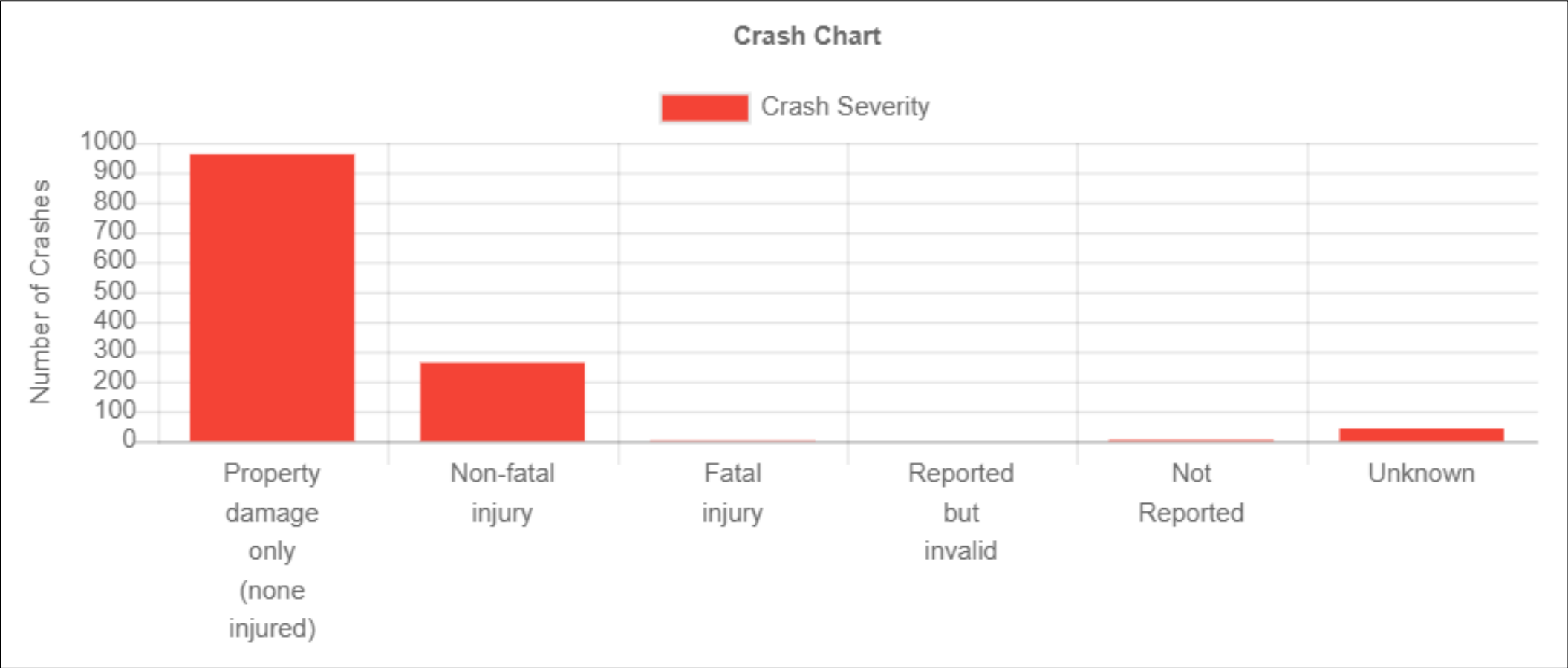
Where in town would residents support more business? What businesses would the residents support?



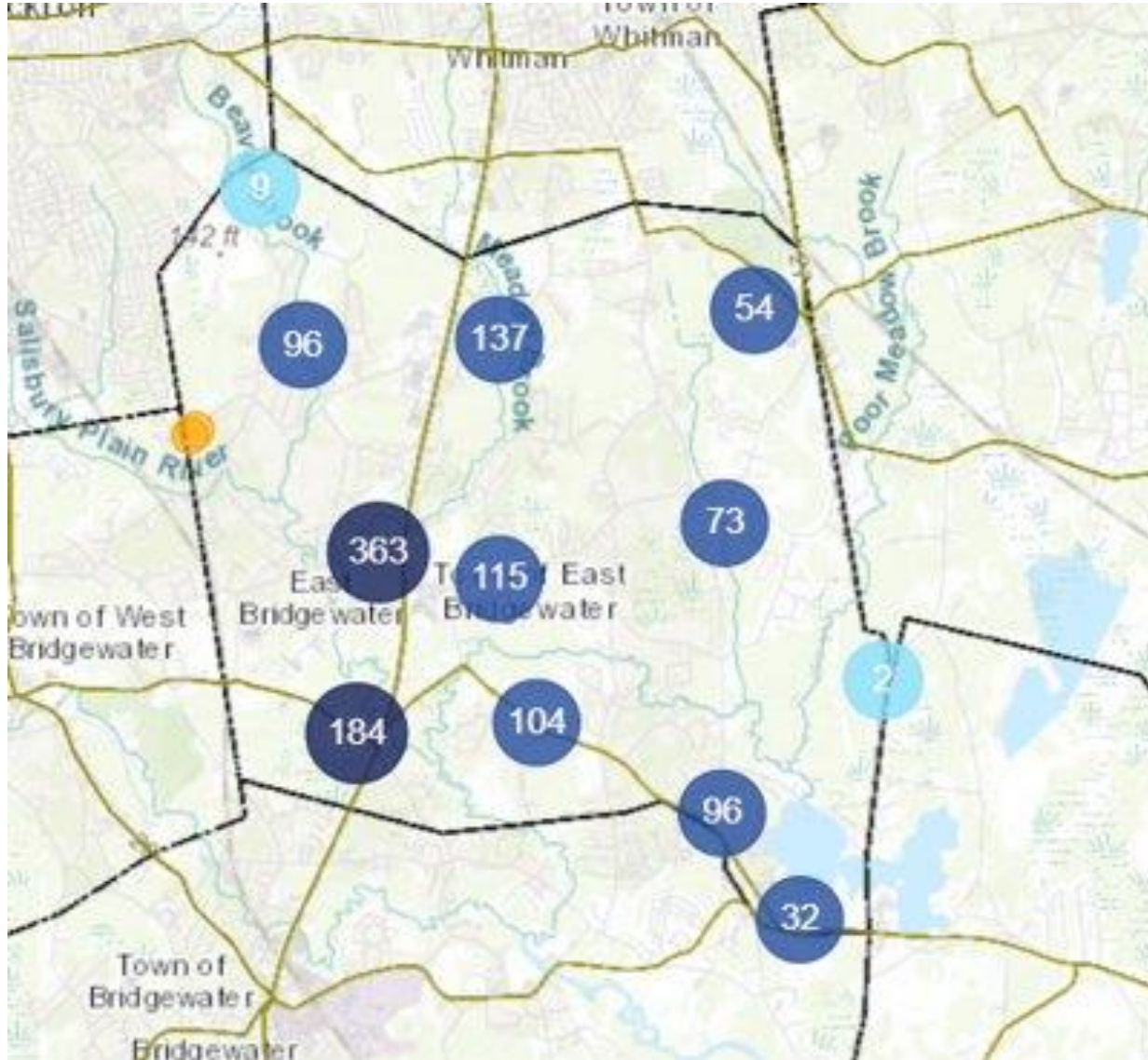
Transportation



Accidents in town from 2020-2023

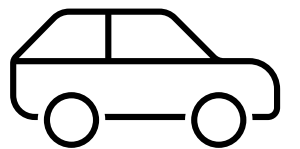


Transportation



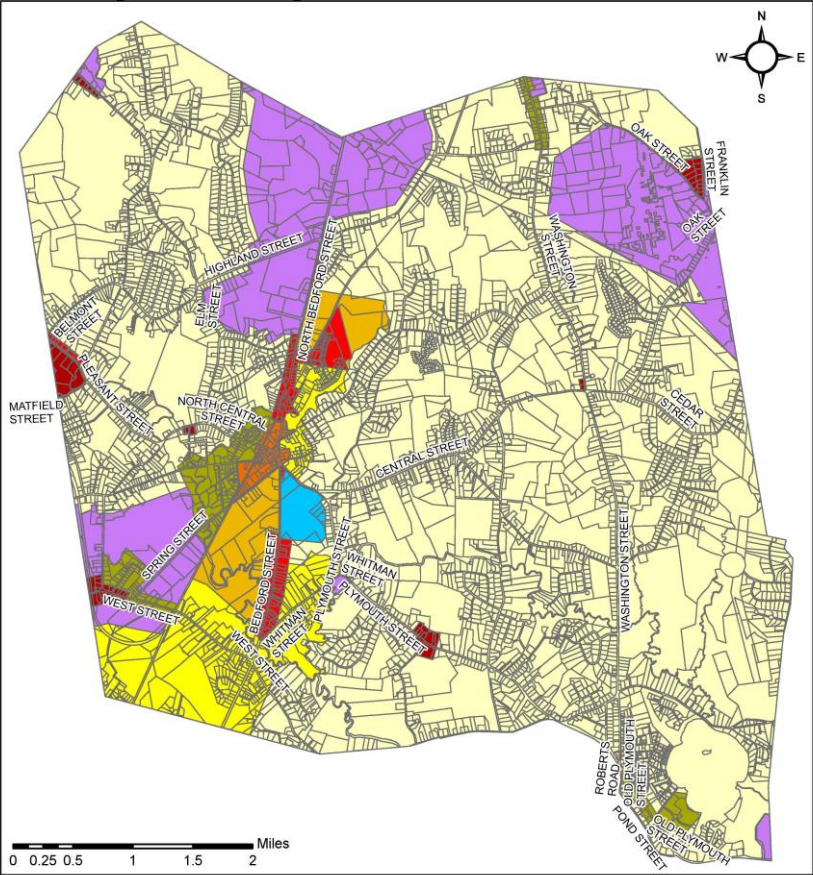
Where in town are most accidents occurring?

Are there spots in town you don't feel safe as a driver or pedestrian?

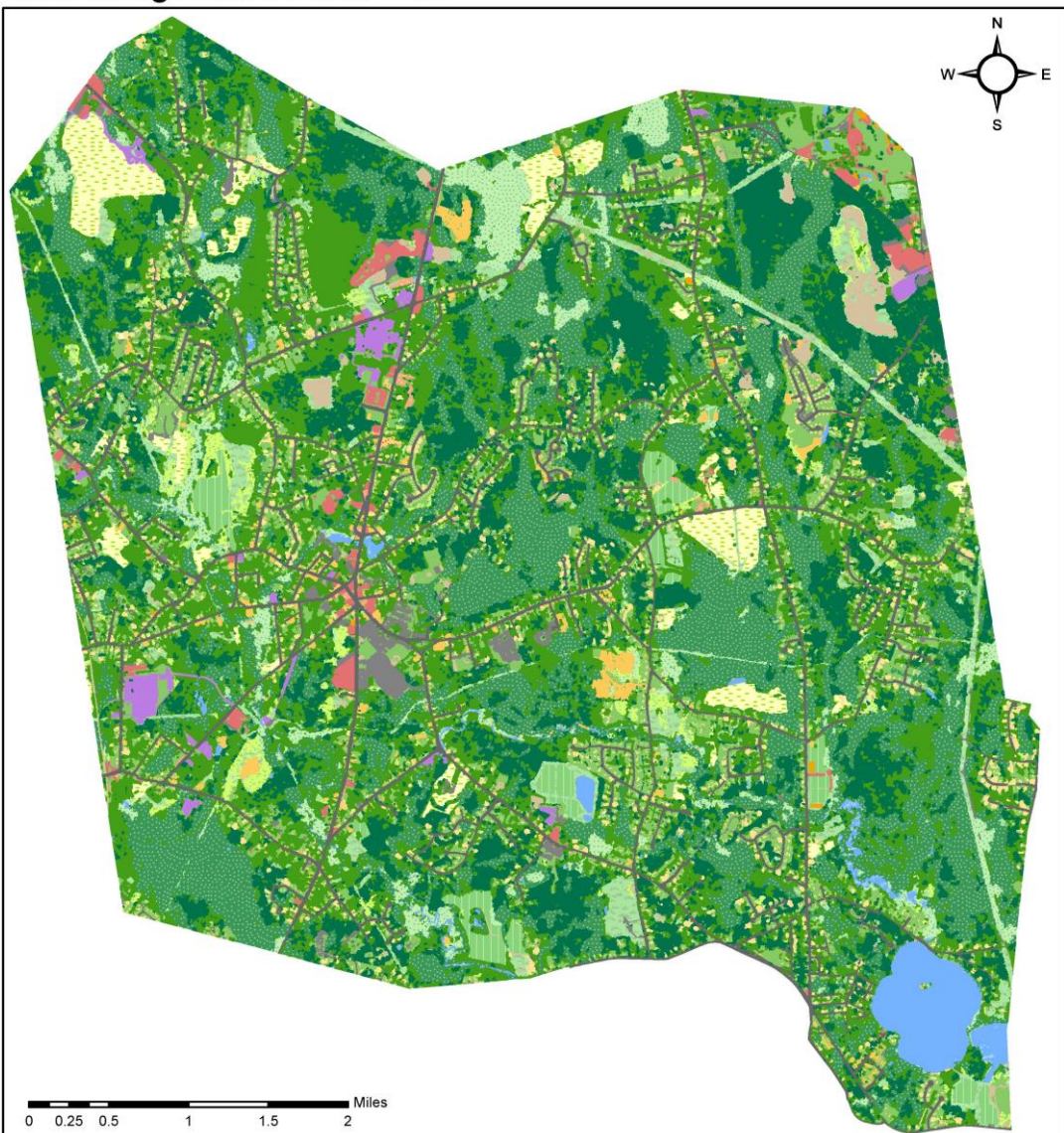


Zoning and Land Use Maps

East Bridgewater Zoning



East Bridgewater Land Use

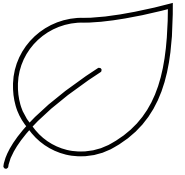


Conservation

Statistic	Value	Rank in state
Total area of permanently conserved land (acres)	827	300
Overall percent permanently conserved	7 %	323
Total area of newly conserved land from 2012 to 2019 (acres)	133	285
Total area of newly conserved BioMap2 Core Habitat (acres)	6	311
Total area of newly conserved BioMap2 CNL (acres)	11	280
Total area of newly conserved TNC resilient land (acres)	1	314
Total area of newly conserved GIN (acres)	133	285
Size of town in acres	11,225	217
Size of town in square miles	17.5	217

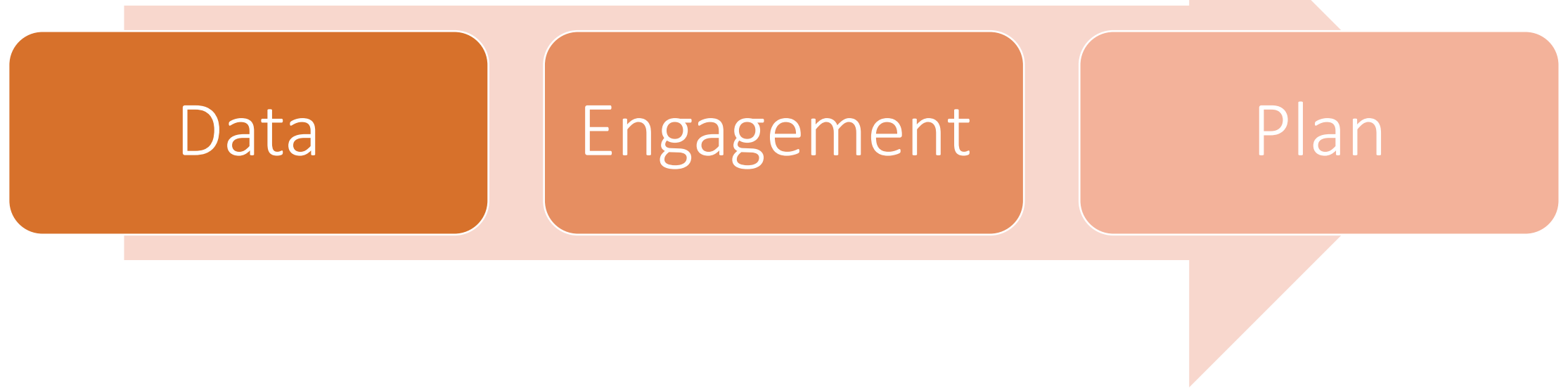
Mass Audubon uses multiple data sources to compare each of the 351 town and city's conservation land.

The following statistics are from the Losing Ground 2020 report by Mass Audubon. The numbers reflect the values and change in land use between 2012 and 2017. These numbers may have changed since.



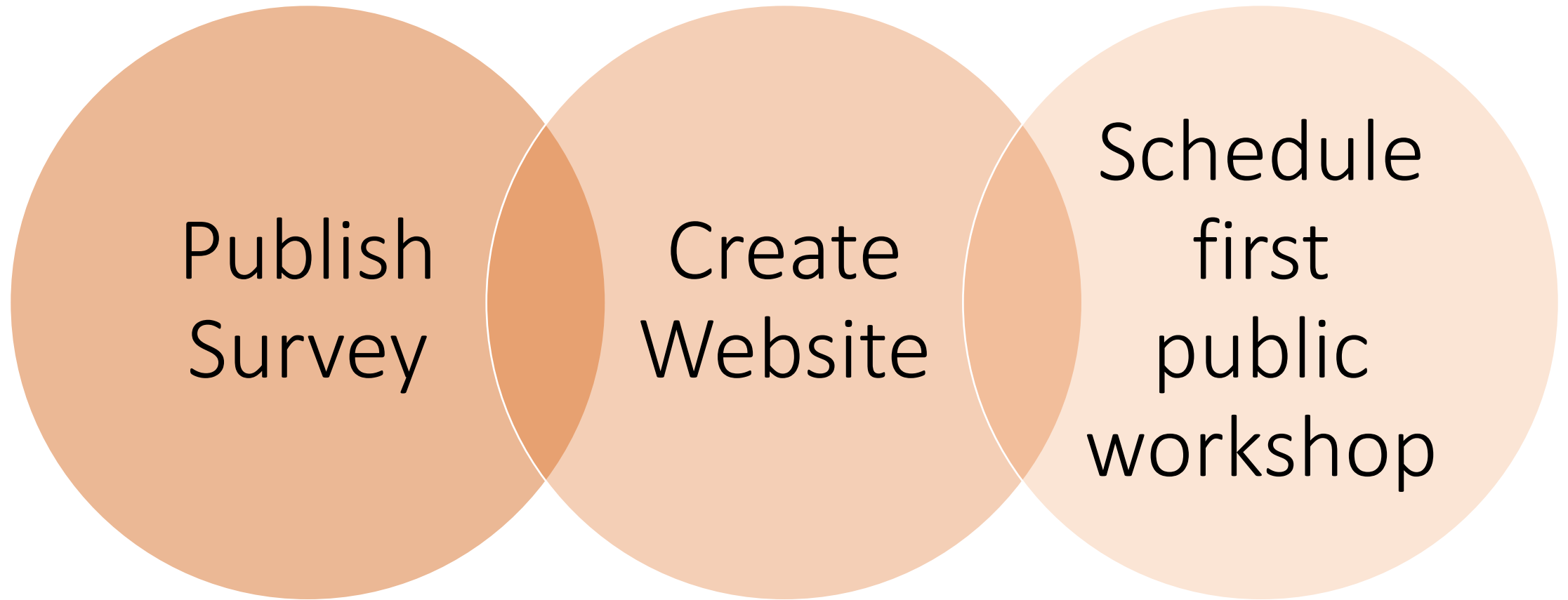
Statistic	Value	Rank in state
Total area of newly developed land from 2012 to 2017 (acres)	62	146
Total area of newly developed land from 2012 to 2017, standardized by town size (acres per square mile)	3.6	131
MAP		
Total area of development (acres)	3,449	115
Total area of natural land (acres)	6,488	229
Total area of open land (acres)	1,157	151
Percent developed land	30 %	122
Percent natural land	57 %	234
Percent open land	10 %	111
Size of town in acres	11,225	217
Size of town in square miles	17.5	217

How does this become chapters?



Looking at the data presented here, previous planning efforts from the town and public engagement we determine where the town is thriving and where the town wants to improve! Using this, we create goals for the town to work towards over the next 10 years.

Next steps:



Thank you for your time!

Contact us!

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