



# **Yarmouth Community Visioning**

Setting Our Course • Charting Our Future

## **Visioning Project Update Public Presentation**

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JUNE 16, 2021



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# What is Visioning?

- ❖ A community driven process to find out what we want Yarmouth to be like in the future

# Why are we doing this?

- ❖ Create a community Vision Statement and list of general goals to help us reach that shared vision
- ❖ Provide tools to help guide future decisions by Town leaders
- ❖ Support the update to the Local Comprehensive Plan, which serves as our Town's master plan

# Public Outreach & Engagement

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Total Responses: 470

- Community Survey – 382 responses  
*November 2020 – January 15, 2021*
- Workshops – 82 participants  
*November 18, 2020*  
*December 7, 2020*  
*December 15, 2020*
- Business Roundtable – 6 participants  
*January 27, 2021*



# What did we ask?

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-  1. What are Yarmouth's strengths and assets?
-  2. What are Yarmouth's challenges?
-  3. What is your vision for Yarmouth?



# What did we hear?

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History and Culture

Recreation

**Natural Areas, Open Space, and Conservation**

**Social Networks**

Affordability and Housing

Age-Friendly Community

**Municipal**

Location on the Cape

Land Development/Town Center

**Economic Development**

Technology/Broadband Access

Sustainability

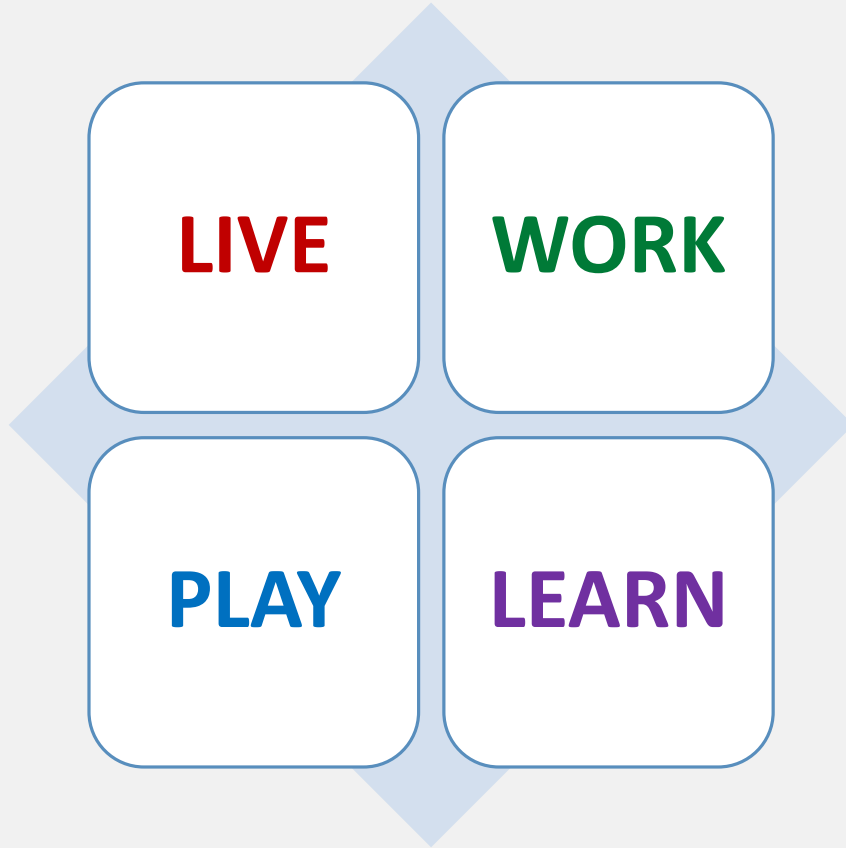
**Connectivity and Mobility**

Public Health

Education

# VISION & GOALS: Main Topics & Actions

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# LIVE

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As a great place to **LIVE**, Yarmouth is a Town that...

- Improves and protects its unique natural environment, water resources and open spaces.
- Enjoys a strong sense of community that fosters belonging and inclusivity.
- Is aesthetically pleasing with attractive residential developments, commercial corridors & historic districts.
- Offers quality housing.
- Is a safe place to live with high quality municipal services, facilities and infrastructure.
- Cares for the more vulnerable members of the community.
- Communicates effectively and transparently.
- Offers robust senior services and facilities.
- Minimizes adverse impacts on the environment through planning and mitigation.

# WORK

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As a great place to **WORK**, Yarmouth is a Town that...

- Has a thriving, diverse year round economy with a variety of quality job opportunities and businesses.
- Promotes our strong hospitality and tourism sectors.
- Protects the environment while promoting economic development.
- Is business friendly.
- Embraces walkability, bikeability and public transit access.



# PLAY

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As a great place to **PLAY**, Yarmouth is a Town that...

- Has an abundance of year round recreational opportunities, programs and entertainment for all ages.
- Has opportunities to socialize through civic/social clubs, volunteerism and community events.
- Offers ample public access to beaches, waterways and natural resources for recreation.

# LEARN

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As a great place to **LEARN**, Yarmouth is a Town that...

- Strives for educational excellence and well maintained public school facilities in a cost effective way.
- Provides opportunities for life-long learning.
- Has modernized Library facilities that offer a variety of activities and programs for all ages.

**LIVE:** As a great place to **LIVE**, Yarmouth is a Town that enjoys a strong sense of community that fosters belonging and inclusivity. Is aesthetically pleasing with attractive residential developments, commercial corridors, and historic districts.

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## **GOAL: COMMUNITY CHARACTER & DESIGN**

### **Preserve:**

- ❖ Cape Cod charm, friendly small town feel and safe quiet neighborhoods
- ❖ Cultural and historic areas/buildings; and traditions, community events, and social clubs

### **Promote:**

- ❖ Inclusivity, diversity, and attracting more young people and families
- ❖ Community events and festivals; and Town's history, historic buildings and sites
- ❖ Responsible growth that doesn't overbuild the community
- ❖ Eliminate or improve blighted, vacant or nuisance properties

### **Provide:**

- ❖ Places for people to gather, a focal point that creates a sense of identity (Town Center/Green)
- ❖ Modified zoning/improved design standards and aesthetics along commercial corridors

**LIVE:** As a great place to **LIVE**, Yarmouth is a Town that improves and protects its unique natural environment, water resources and open spaces.

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## **GOAL: ENVIRONMENT (Water Resources & Open Space)**

### **Preserve:**

- ❖ Drinking water, air quality, water resources, wetlands, marshlands, and natural habitats.
- ❖ Public open spaces, beaches, conservation areas, bogs and walking trails.

### **Promote:**

- ❖ Seeking land acquisitions that protect natural and water resources, and expands open spaces.
- ❖ Development placement that protect water resources and open spaces.

### **Provide:**

- ❖ Municipal wastewater to safeguard and improve water quality, fisheries and shellfish habitat, recreational opportunities, and promote redevelopment.
- ❖ Education on fertilizer use and management.
- ❖ Well-maintained high quality open spaces, beaches and conservation areas.

**LIVE:** As a great place to **LIVE**, Yarmouth is a Town that is a safe place to live with high quality municipal services, facilities and infrastructure. Cares for the more vulnerable members of the community. Communicates effectively and transparently.

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## **GOAL: TOWN SERVICES**

### **Preserve:**

- ❖ Strong commitment to public safety; and existing services and facilities provided by the Town

### **Promote:**

- ❖ Reduction in waste and litter
- ❖ More participation in local government and regional solutions
- ❖ Connecting those struggling with substance abuse with available social services/programs

### **Provide:**

- ❖ Resource connections with organizations that address food security
- ❖ Adequate maintenance of municipal buildings, infrastructure, and other assets
- ❖ Effective/efficient government with tax rates that balances services, facilities & infrastructure
- ❖ Opportunities for effective and transparent communication with the community

**LIVE:** As a great place to **LIVE**, Yarmouth is a Town that offers robust senior services and facilities.

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## **GOAL: AGE-FRIENDLY**

### **Preserve:**

- ❖ Offers robust senior services and facilities

### **Promote:**

- ❖ Enhanced accessibility and amenities for those with disabilities
- ❖ More ways to counter community isolation for seniors and more senior transit options

### **Provide:**

- ❖ Invest in facilities and services for older residents and encourage multi-generational programs

**LIVE:** As a great place to **LIVE**, Yarmouth is a Town that minimizes adverse impacts on the environment through planning and mitigation.

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## **GOAL: CLIMATE RESILIENCY & SUSTAINABILITY**

### **Preserve:**

- ❖ The environment

### **Promote:**

- ❖ Planning/mitigation due to a changing climate, sea level rise, flooding and coastal erosion
- ❖ Waste reduction, reuse and recycling
- ❖ Reductions in energy consumption and vehicle emissions
- ❖ Energy efficiencies and renewable sources of energy

### **Provide:**

- ❖ Public outreach and education on energy conservation and opportunities
- ❖ More electric charging stations throughout Town
- ❖ Continued application for grants for energy and climate resiliency projects

**WORK:** As a great place to **WORK**, Yarmouth is a Town that has a thriving, diverse year round economy with a variety of quality job opportunities and businesses. Promotes our strong hospitality and tourism sectors. Protects the environment while promoting economic development. Is business friendly.

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## **GOAL: ECONOMY**

### **Preserve:**

- ❖ Strong seasonal tourism

### **Promote:**

- ❖ Economic growth/employment diversification to generate quality year round jobs
- ❖ Support existing businesses and attract new businesses and year round employees
- ❖ Incentivize business growth and redevelopment of commercial corridors
- ❖ Appeal as a tourist destination and brand the Town as a premier vacation destination
- ❖ Better working relationship between municipal government and the business community

### **Provide:**

- ❖ Streamlined regulations/permitting/licensing to make it more efficient to do business
- ❖ Municipal wastewater system along commercial corridors to promote quality redevelopment
- ❖ Expansion of a broadband alternative to work at home and attract/retain businesses



**WORK:** As a great place to **WORK**, Yarmouth is a Town that embraces walkability, bikeability and public transit access.

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## **GOAL: CONNECTIVITY & MOBILITY**

### **Preserve:**

- ❖ Existing nature paths and trails

### **Promote:**

- ❖ Traffic safety improvements, and bike/pedestrian accommodations for MassDOT projects
- ❖ Traffic safety, and congestion and speed reduction
- ❖ Easier and expanded access to the regional bus services and ride share programs

### **Provide:**

- ❖ More pedestrian and bicycle infrastructure (i.e sidewalks, bike lanes, and shared use pathways)
- ❖ Connections between existing bike trails and destination locations and infilling sidewalk gaps
- ❖ Adequate funding for road maintenance and drainage programs

# PLAY:

As a great place to **PLAY**, Yarmouth is a Town that has an abundance of year round recreational opportunities, programs and entertainment for all ages. Has opportunities to socialize through civic/social clubs, volunteerism and community events. Offers ample public access to beaches, waterways and natural resources for recreation.

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## **GOAL: RECREATION & ENTERTAINMENT**

### **Preserve:**

- ❖ Recreational programs and camps.
- ❖ Parks, playgrounds, beach facilities, public golf courses and conservation areas with trails
- ❖ Access to the water through public boat launches, fishing piers, beaches, and ways to water

### **Promote:**

- ❖ Year round recreational opportunities including possible community center with pool
- ❖ Entertainment options for young people; and expansion/protection of conservation areas/trails

### **Provide:**

- ❖ Well-maintained recreational facilities and conservation trails
- ❖ Improved water quality to maintain our recreational swimming, boating, fishing, & shellfishing
- ❖ Expanded recreational facilities, programs, entertainment opportunities and community events

**LEARN:** As a great place to **LEARN**, Yarmouth is a Town that Strives for educational excellence and well maintained public school facilities in a cost effective way. Has opportunities for life-long learning.

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## **GOAL: EDUCATION & LEARNING**

### **Preserve:**

- ❖ Variety of educational opportunities provided by public, private and religious institutions
- ❖ High quality vocational training at the Cape Cod Regional Technical High School

### **Promote:**

- ❖ A balanced working relationship with our educational partners
- ❖ Expansion of educational opportunities for all ages
- ❖ Educational vacations (arts, marine, eco-tourism)
- ❖ Better integration of the schools into the overall community (after school programs/adult ed)

### **Provide:**

- ❖ Continued educational programming for seniors through the Senior Center
- ❖ Continued arts and educational programs at the Cultural Center, HSOY
- ❖ Improved educational standards/infrastructure in K-12 public schools in an affordable way

**LEARN:** As a great place to **LEARN**, Yarmouth is a Town that has modernized Library facilities that offer a variety of activities and programs for all ages.

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## **GOAL: LIBRARIES**

### **Preserve:**

- ❖ Public Library facilities offering programs, materials and activities

### **Promote:**

- ❖ Libraries as education centers

### **Provide:**

- ❖ Modernized Library facilities to accommodate future needs, serving as multi-generational meeting place for a variety of activities with increased hours, materials and services.

## LIVE - ENVIRONMENT (Water Resources & Open Space)

Vision: Improves and protects its unique natural environment, water resources and open spaces.

Please rate the following goals on how important you feel they are toward helping Yarmouth achieve its environmental vision.

1. Preserving drinking water and air quality, water resources, wetlands, marshlands, and natural habitats.

1- Not at all important   2- Not so important   3- Somewhat important   4- Very important   5- Extremely important   Don't know

2. Preserving public open spaces, beaches, conservation areas, bogs and walking trails.

1- Not at all important   2- Not so important   3- Somewhat important   4- Very important   5- Extremely important   Don't know

8. Do you recommend any other environmental goals?

# SECOND SURVEY

*Example*

# WHAT'S NEXT!

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Second Survey: June 1<sup>st</sup> through July 31<sup>st</sup>

<https://www.surveymonkey.com/r/28SB3NV>



**For more information go to:**

<http://www.yarmouth.ma.us/1838/Community-Visioning>



# Questions

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<https://www.surveymonkey.com/r/28SB3NV>