

West Upton Center Visioning Project



Tonight's Agenda

- Project Overview
- Working Group process
- Introductions
- Presentation: Physical Characteristics of the Study Area
- Breakout Groups: Strengths, Weaknesses, and Opportunities
- Final thoughts

Project Overview

Purpose

Develop a long-term plan for West Upton Center to guide its future.

Funding

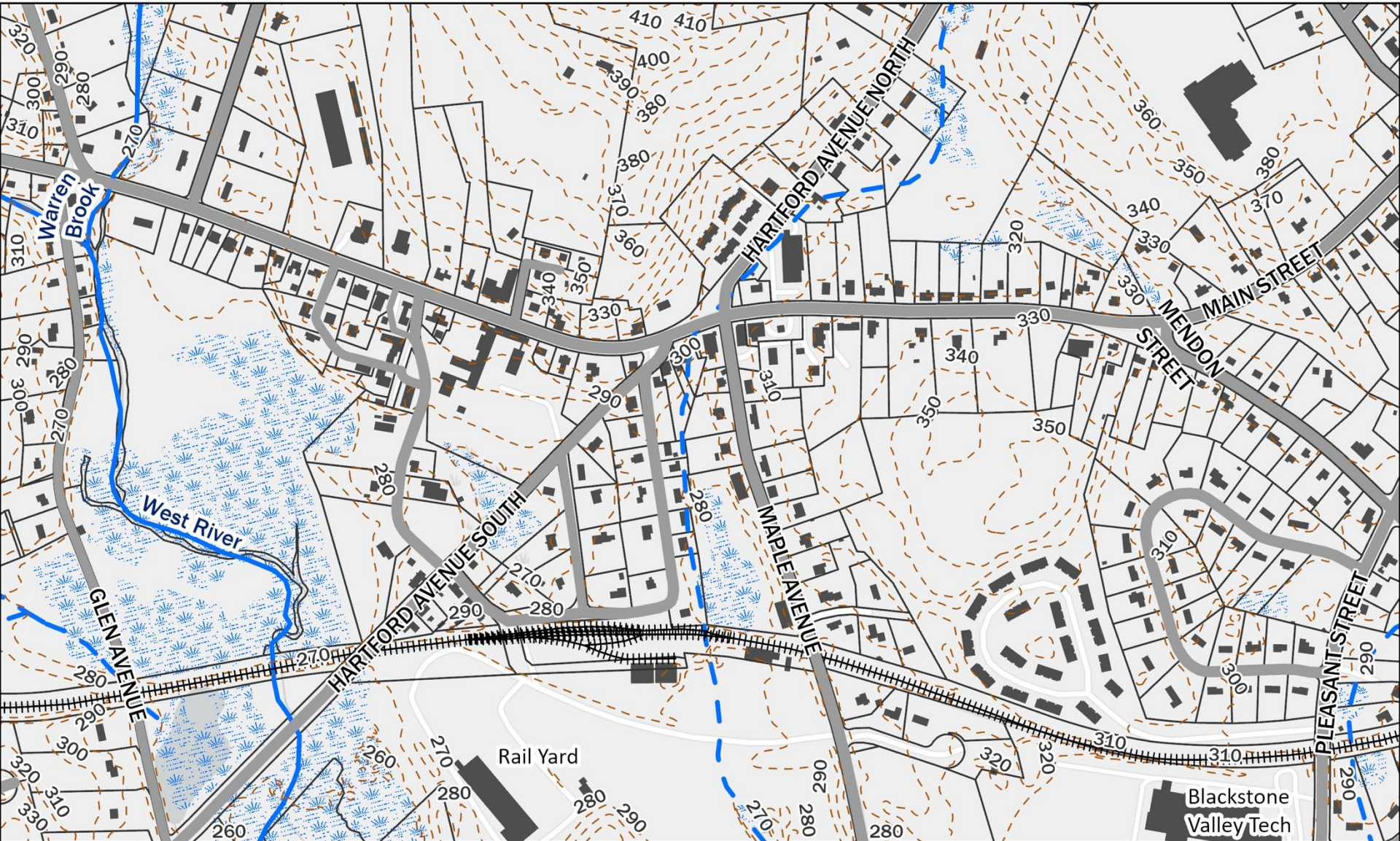
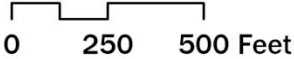
Economic Development Committee - EOHLC Chapter 268 of the Acts of 2022 Coronavirus State Fiscal Recovery Fund Earmark

Timeline

Final Reports and Posters to be submitted in April 2026

Basemap

- 10-Foot Contours
- Stream
- Intermittent Stream



Document Facts; Assess Challenges & Opportunities



Approach: Same as Used for Upton Town Center Masterplan

Gather Input from Public—Working Group, Design Workshop



Approach: Same as Used for Upton Town Center Masterplan

Test and Refine Alternative Scenarios



Final Masterplan Development

Imagine Upton—A Vision for Revitalizing Upton Center



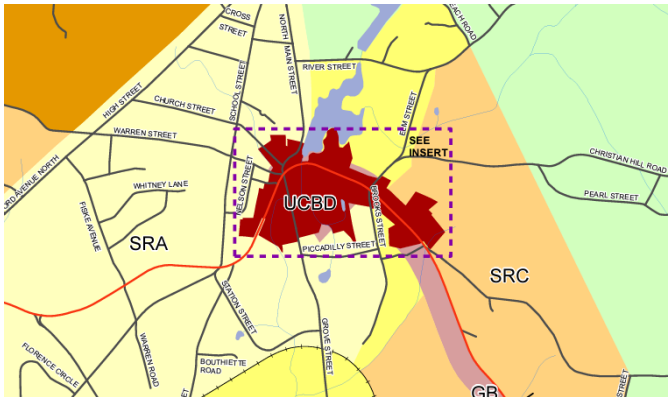
- Downer Traffic, Simplified Intersections, Walkable Streetways**
 - 1. **Reconfigure the north end of Grove Street**
Reconfigure the north end of Grove Street to create a new intersection with Church Street. This will allow for a more direct route from the center of town to the north end of the town and will improve traffic flow.
 - 2. **Close Warren Street**
Close Warren Street to create a new intersection with Church Street. This will allow for a more direct route from the center of town to the north end of the town and will improve traffic flow.
 - 3. **Reconfigure the intersection of North Main Street/Church Street and Route 140**
Reconfigure the intersection of North Main Street/Church Street and Route 140 to create a new intersection. This will allow for a more direct route from the center of town to the north end of the town and will improve traffic flow.
- Revitalize and reuse historic buildings**
 - 4. **Revitalize and reuse the Knowlton-Risman Building**
Revitalize and reuse the Knowlton-Risman Building as a new community center. This will allow for a more direct route from the center of town to the north end of the town and will improve traffic flow.
 - 5. **Revitalize and reuse Holy Angels Church**
Revitalize and reuse Holy Angels Church as a new community center. This will allow for a more direct route from the center of town to the north end of the town and will improve traffic flow.
- Reopen the existing building at 4 North Main Street**
 - 6. **Reopen the existing building at 4 North Main Street**
Reopen the existing building at 4 North Main Street as a new community center. This will allow for a more direct route from the center of town to the north end of the town and will improve traffic flow.
- Build a new community center on Grove Street (between library & center)**
 - 7. **Build a new community center on Grove Street (between library & center)**
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Approach: Same as Used for Upton Town Center Masterplan

Results

Adopted Upton Center Zoning District -2019



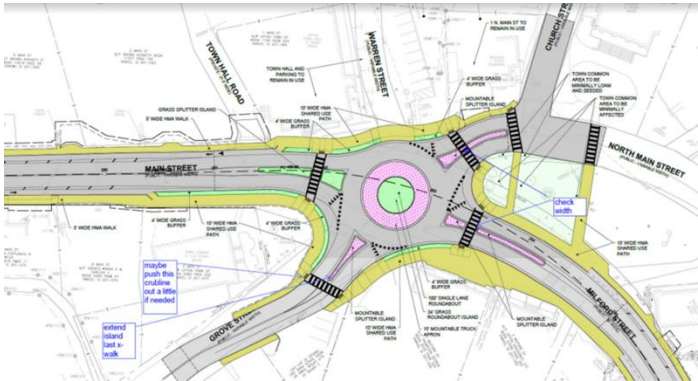
Structural Eval. and RFP for Holy Angels Church -2019-2020



Feasibility Study for Library/Senior Center -2019



Intersection & Sidewalk Improvements – 2026



Approach: Same as Used for Upton Town Center Masterplan

Results



Upton Community Center

Playground Review - Upton Veterans Memorial in Upton, MA

Our new favorite place to play!!

By Krystina Tessier, Publisher, MacKid Franklin - Grafton - Blackstone Valley E
August 16, 2023



Working Group Process

Role of the Working Group

- Represent various constituencies in Upton
- Bring personal experience, expertise, and diverse perspectives to group discussions
- Evaluate information
- Help develop and test ideas
- Engage in deliberation
- Support public outreach
- Advise Dodson & Flinker



Consensus-Building Process



1. **Convening Stakeholders** who represent all those potentially affected by the project and the various interests at play in the social and political life of the community.
2. A **Shared Fact-Finding Process** that involves the stakeholders in vetting the maps, data and analyses about the study area and determining whether the information is accurate, complete and trustworthy.
3. Discussion of **Shared Community Values and Vision** for their community and the study area.
4. **Shared exploration of alternatives**, where all reasonable ideas are brought forward and tested against the community's vision and values.
5. **Deliberation and decision making**, where stakeholders participate in refining proposals and looking objectively at how best to balance competing goals of the town and the needs of various residents, landowners, businesses, and institutions.

Working Group Process

May	Kick-off Meeting	Oct.	Working Group #3: Vision & Values, Alternatives <ul style="list-style-type: none">• Review ideas from public workshop• Discuss alternatives and identify preferred plan
June	Working Group #1: Shared Fact-Finding, SWOT <ul style="list-style-type: none">• Intro to Working Group• Review information about the study area and project context• Discuss strengths, weaknesses, threats, and opportunities	Jan.	Working Group #4: Deliberation & Decision-Making <ul style="list-style-type: none">• Review revised master plan• Discuss implementation strategies
July	Working Group #2: Shared Fact-Finding, Issues & Opportunities <ul style="list-style-type: none">• Continue to review information about study area• Discuss key problems and opportunities• Plan for public workshop	Feb.	Working Group #5: Final Review <ul style="list-style-type: none">• Review final report and discuss implementation

Other Community Input **September: Public Visioning Workshop**
Jan-Feb: Focus Groups
April: Final Public Forum

Proposed WG Ground Rules



- Ask questions instead of making assumptions
 - Share your views and explain why you hold them
-



- Critique ideas, not people
 - Work toward shared understanding
-



- Make sure everyone has a chance to speak
 - Listen closely to others
-



- Commit to attending as many meetings as possible
- Give meetings your full attention

Introductions

Example Stakeholder Groups

- Residents in the district (diversity of demographic groups):
 - Long-term residents
 - Newer residents
 - Renters
 - Seniors
 - Young adults
 - Families with children
 - Affordable housing residents
 - People with disabilities
- Town Board and Committee members
 - Planning Board
 - Conservation Commission
 - Select Board
 - Historical Commission
 - Open Space Committee
 - Community Preservation Committee
 - Recreation Commission
 - Housing Authority (or other housing advocate)
 - Finance Committee
 - School Committee/School officials/teachers
- Developers or builders with an interest in W. Upton
- Planners, architects, designers, who live in Upton
- Business owners and employees
- Customers of businesses in the area
- Landowners
- Town Departments:
 - Public Works
 - Fire
 - Police
- Non-profits, service organizations, community leaders, advocates, community organizers, etc. from the district or the town at large
- Real estate agents (commercial and residential)

Physical Characteristics

Basemap with 2023 Ortho Photo

Parcels
Stream

Intermittent
Stream
Wetlands

0 250 500 Feet

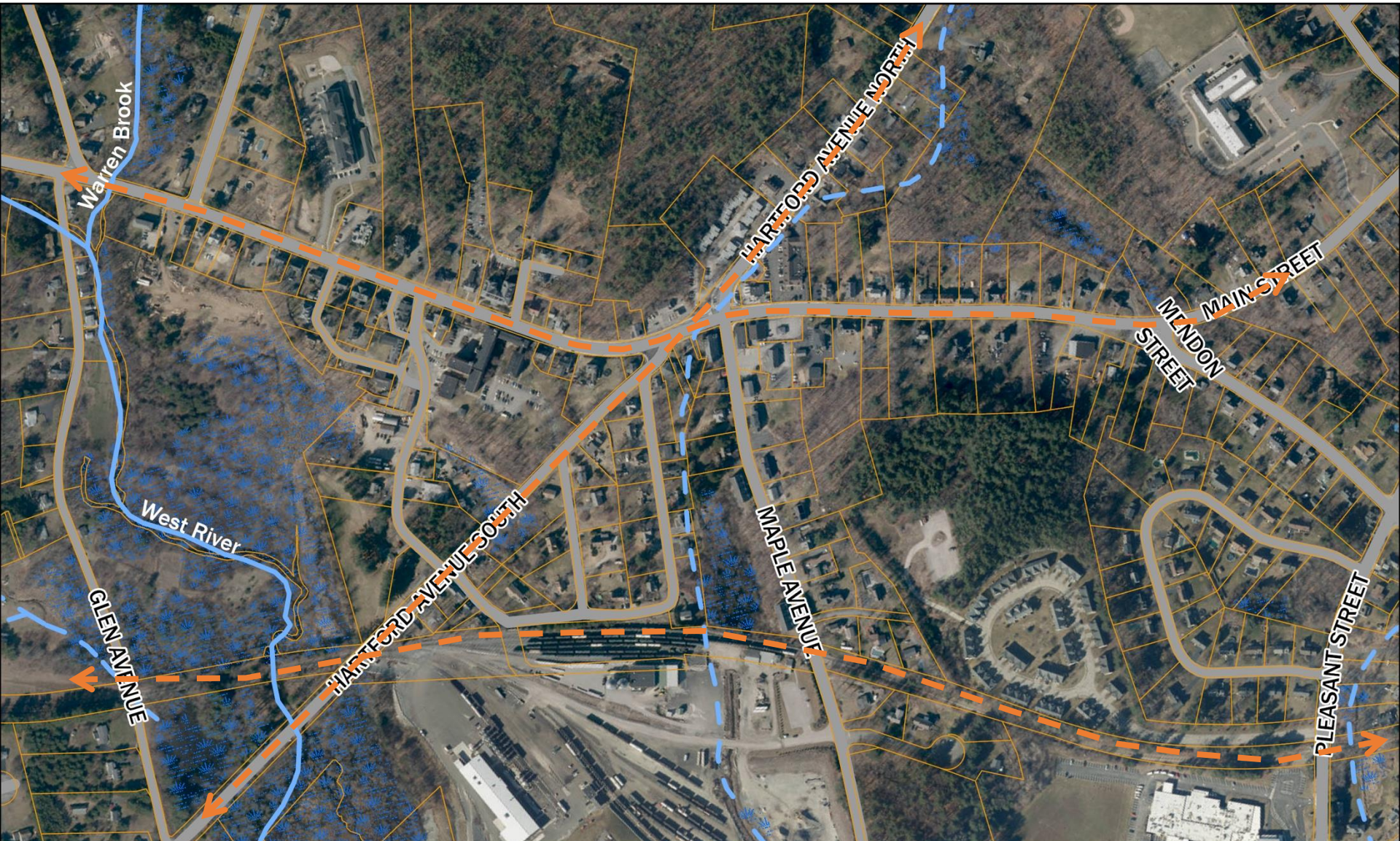


Basemap with 2023 Ortho Photo

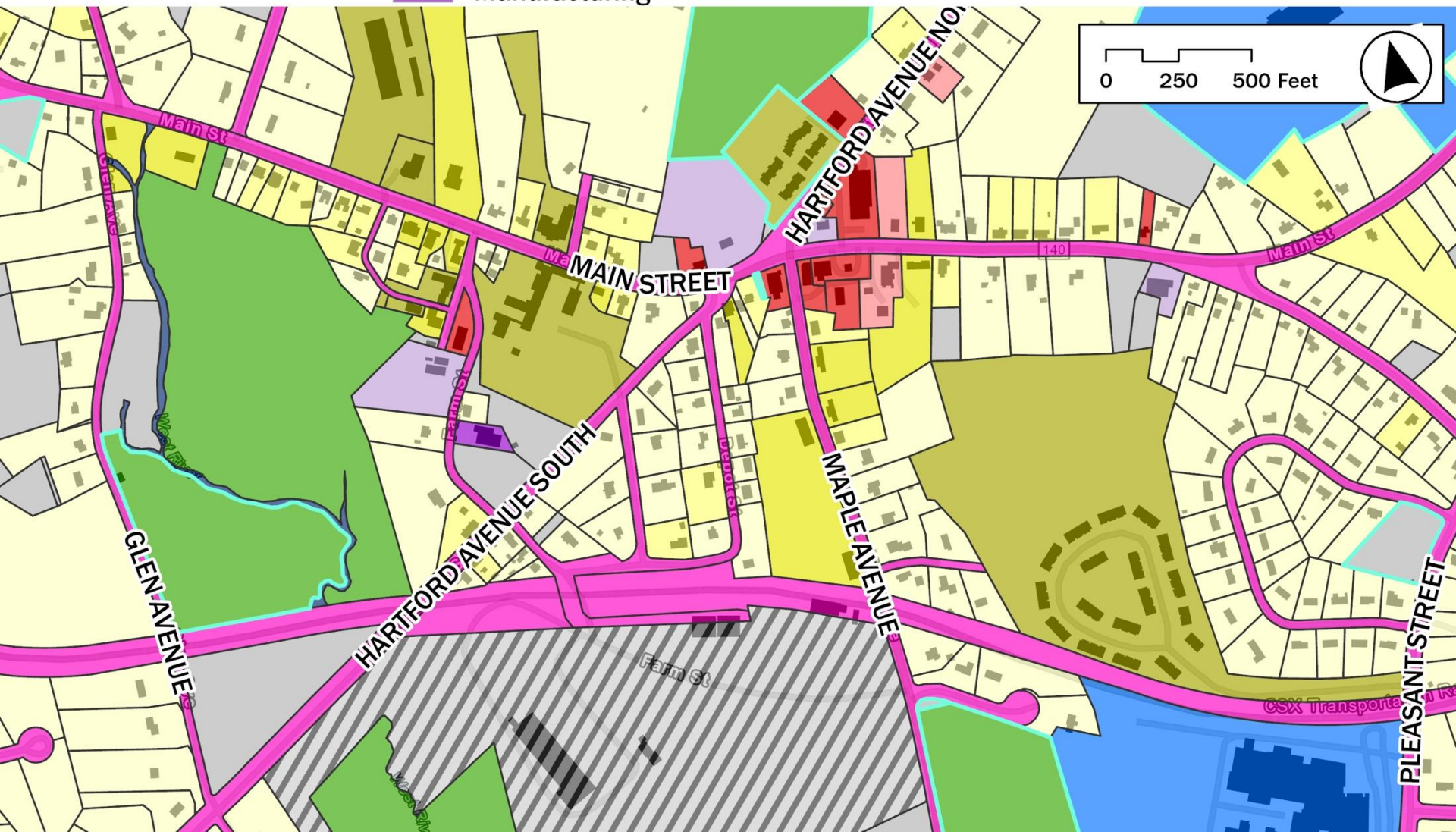
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0 250 500 Feet

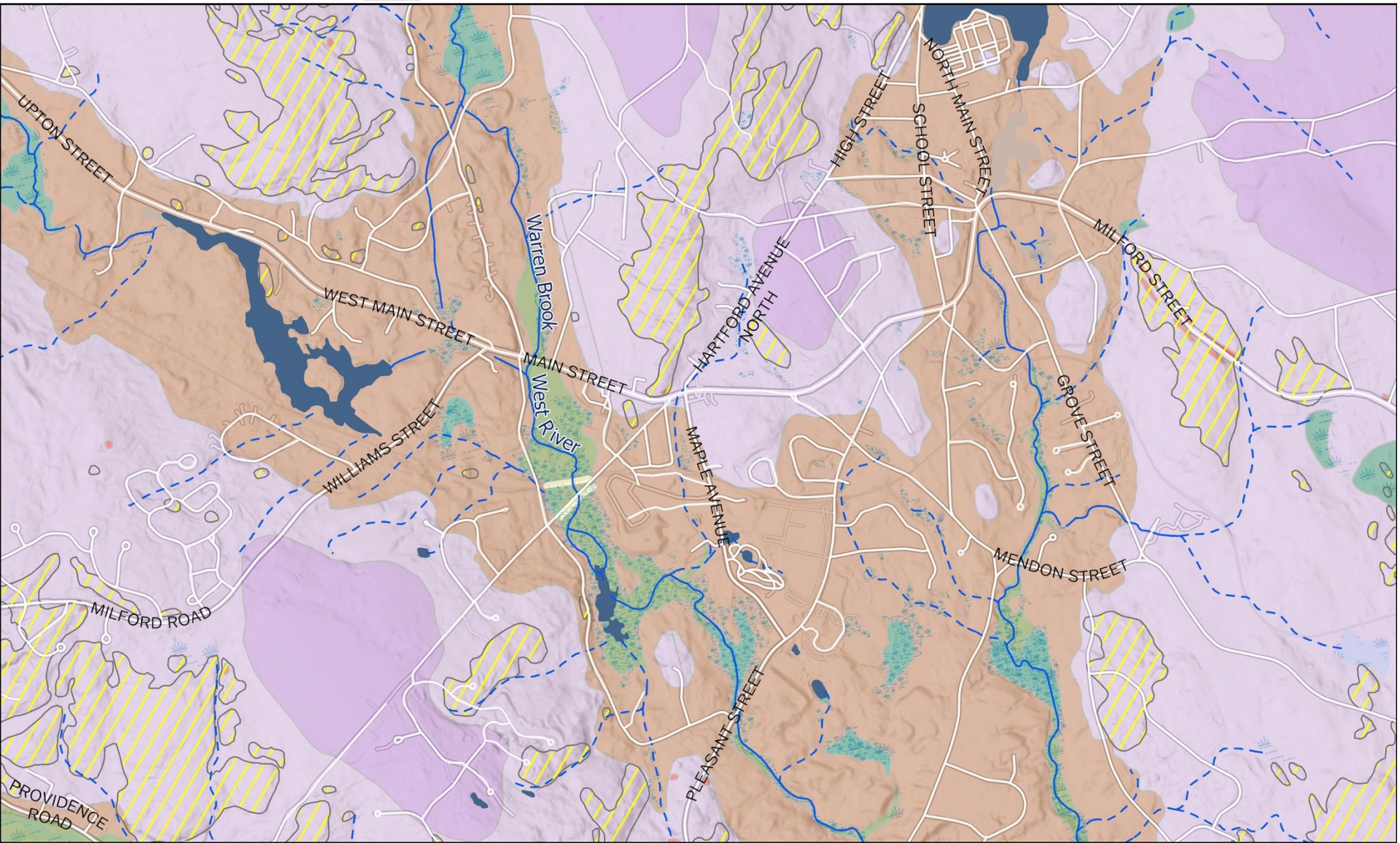
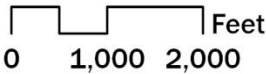


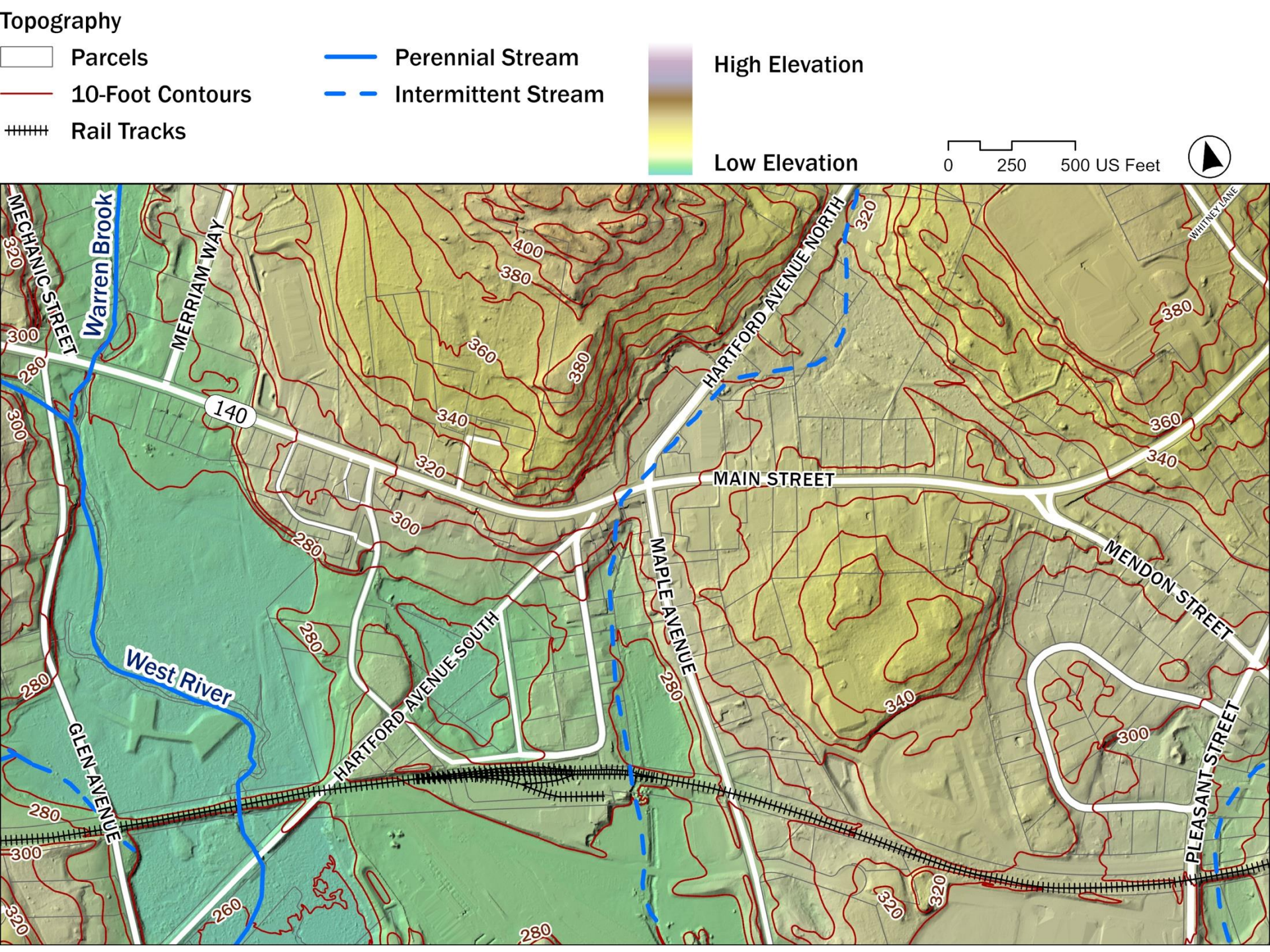
Land Use

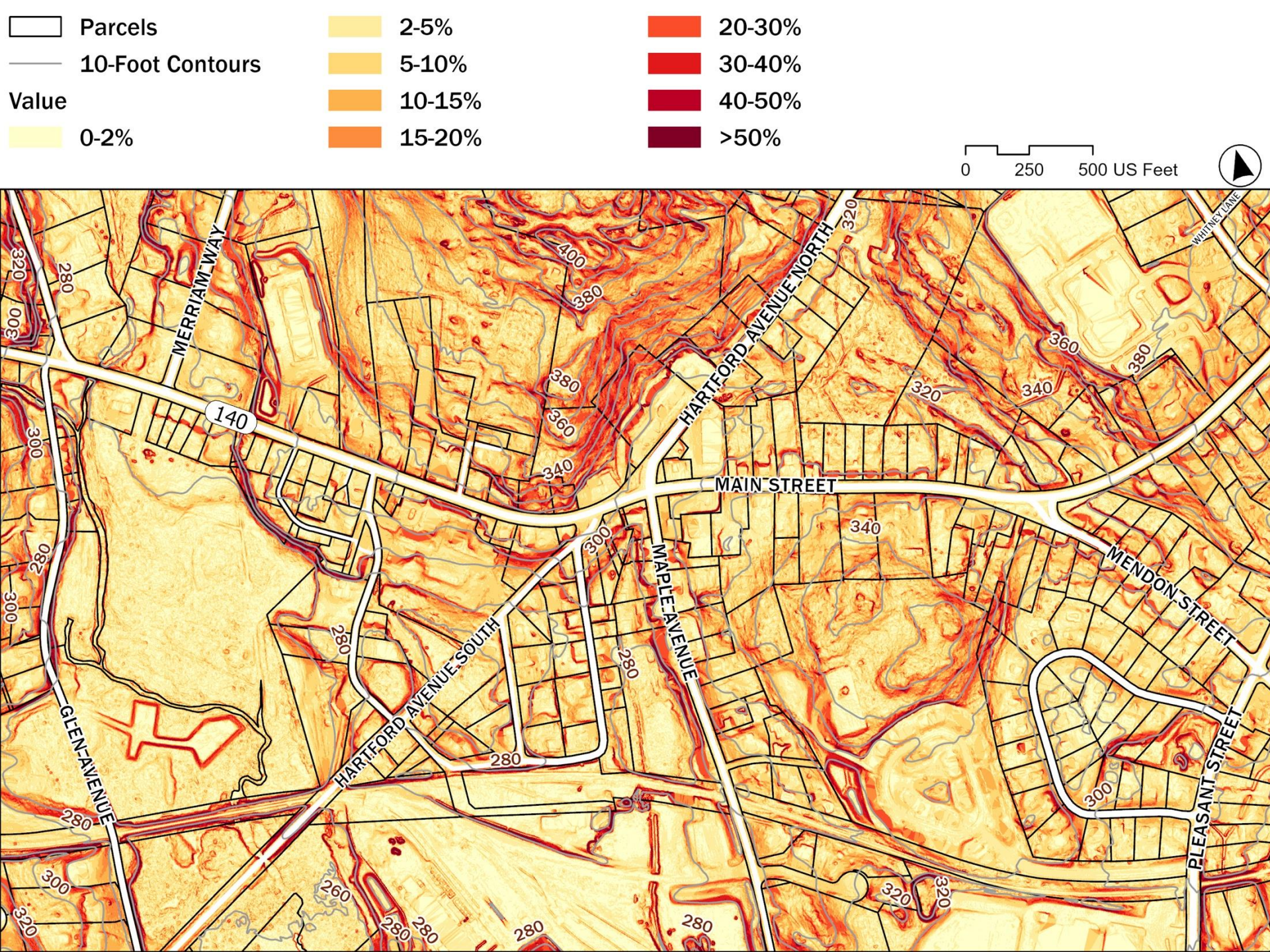


Surficial Geology

- | | | |
|---|--|--|
|  Artificial fill |  Glacial stratified deposits, coarse |  Thick till |
|  Flood-plain alluvium |  Swamp deposits |  Abundant Outcrop or Shallow Bedrock |
|  Bedrock outcrops |  Thin till | |





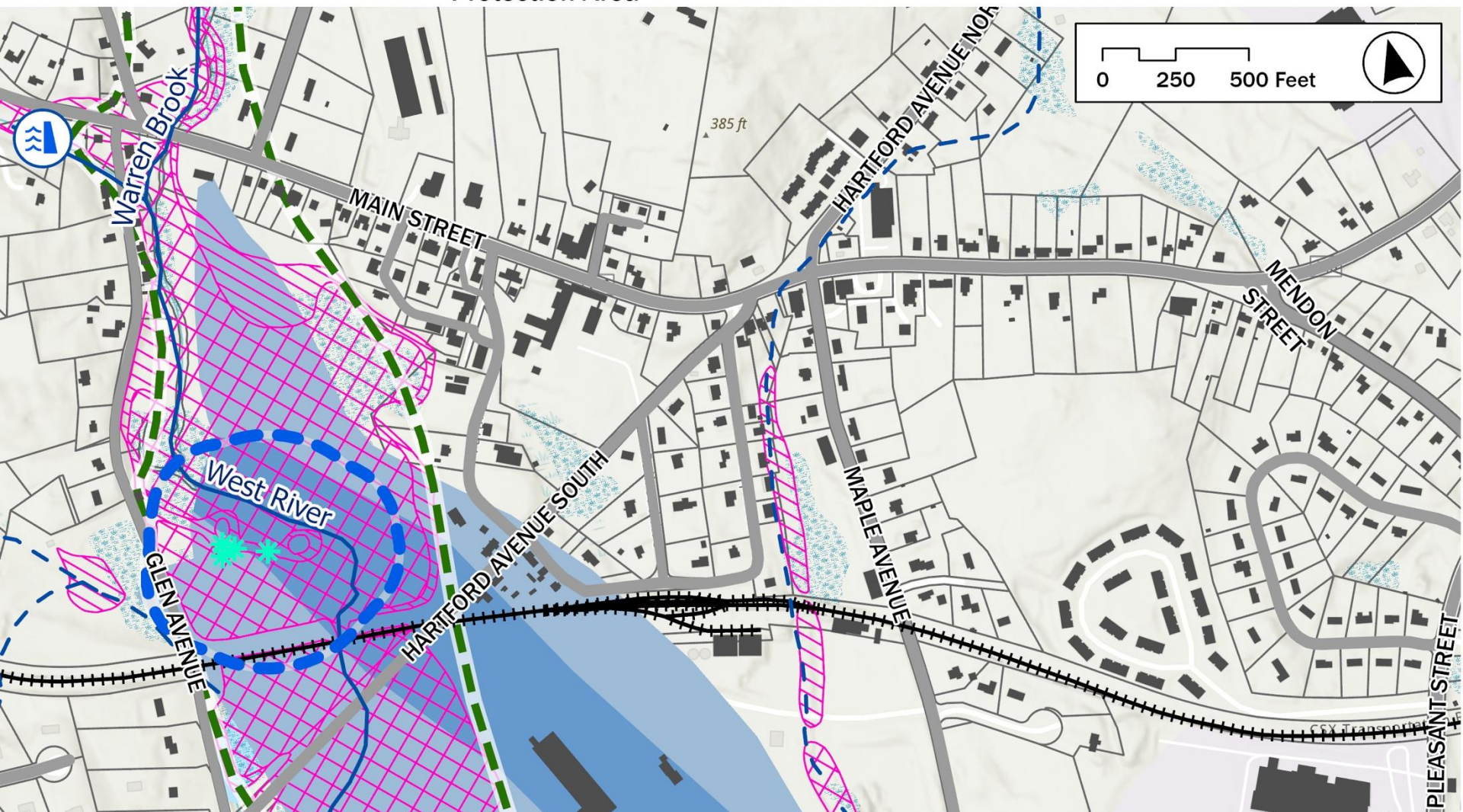


Water Resources

- Parcels
- Structures
- Rail Tracks
- Old Box Shop Dam
- Wetlands
- Wellhead (4)
- Zone I Wellhead Protection Area
- Zone II Wellhead Protection Area

- Aquifers by Yield
 - >300 Gallon Per Minute Yield
 - 100-300 Gallon Per Minute Yield

- Perennial Stream
- Intermittent Stream
- FEMA Flood Zone
- Annual Flood Probability
 - 1%
 - 0.2%



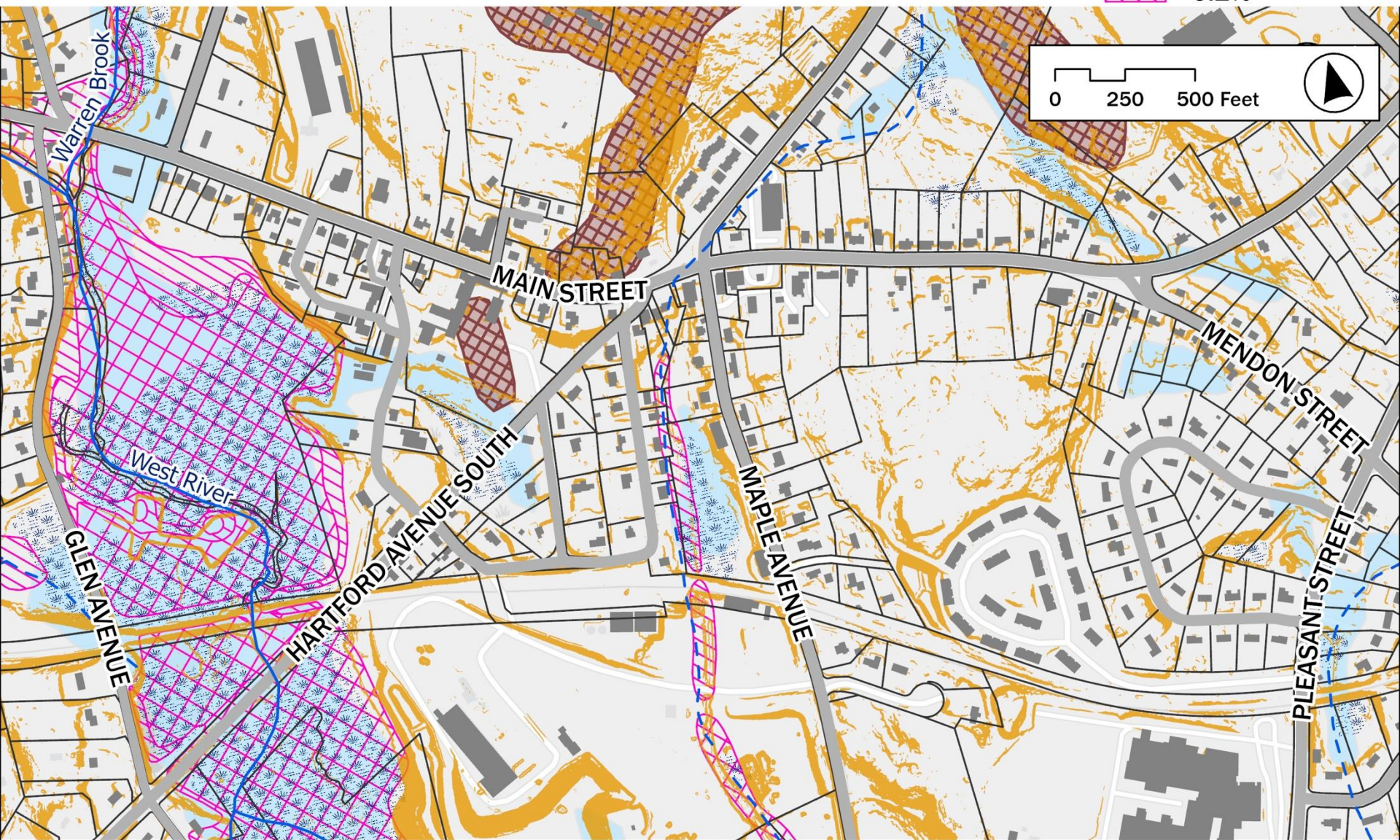
Physical Barriers to Development

Structures
Parcels
Wetlands

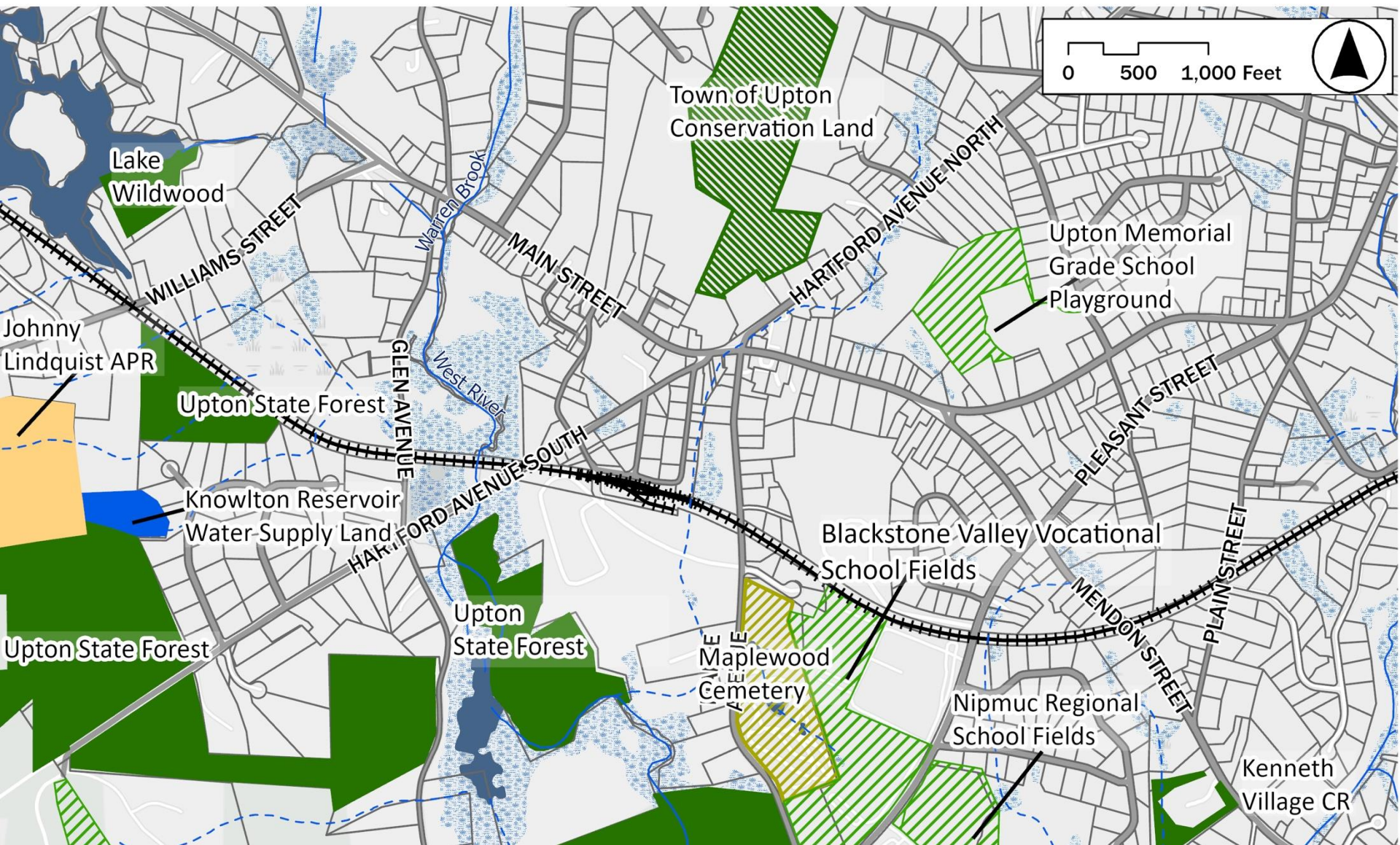
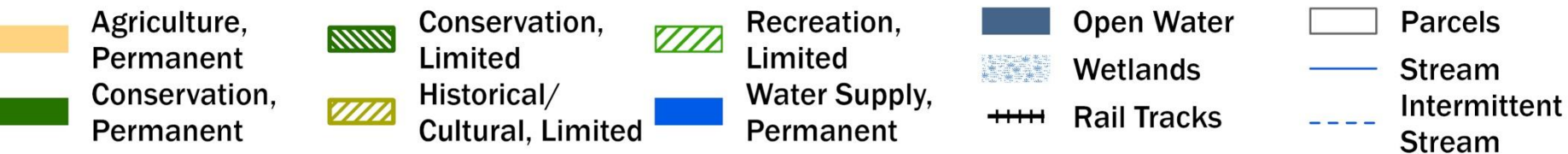
Stream
Intermittent Stream
Hydric Soils

Shallow Bedrock
Slopes > 20%

FEMA Flood Zone
Annual Flood Probability
1%
0.2%



Open Space by Use and Level of Protection



BioMap and Protected Open Space

++++ Rail Tracks

Parcels

Streams

Potential Vernal Pool

NHESP/TNC BioMap3 Statewide Components

Aquatic Core Habitat



Aquatic Buffer-Critical Natural Landscape



Wetland Core Habitat

Rare Species Core Habitat

BioMap 3 Local Components

Local Rare Species

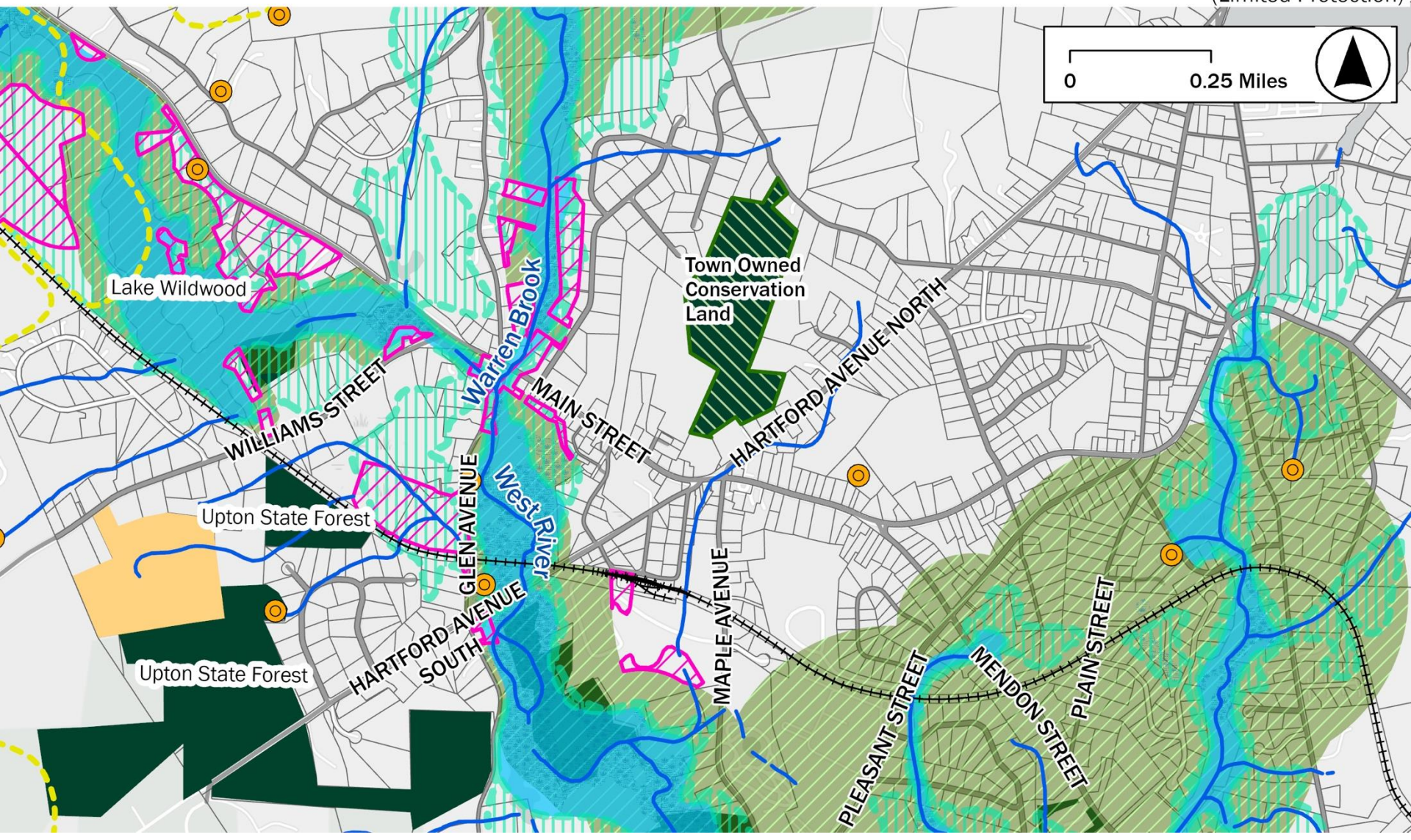
Local Landscapes

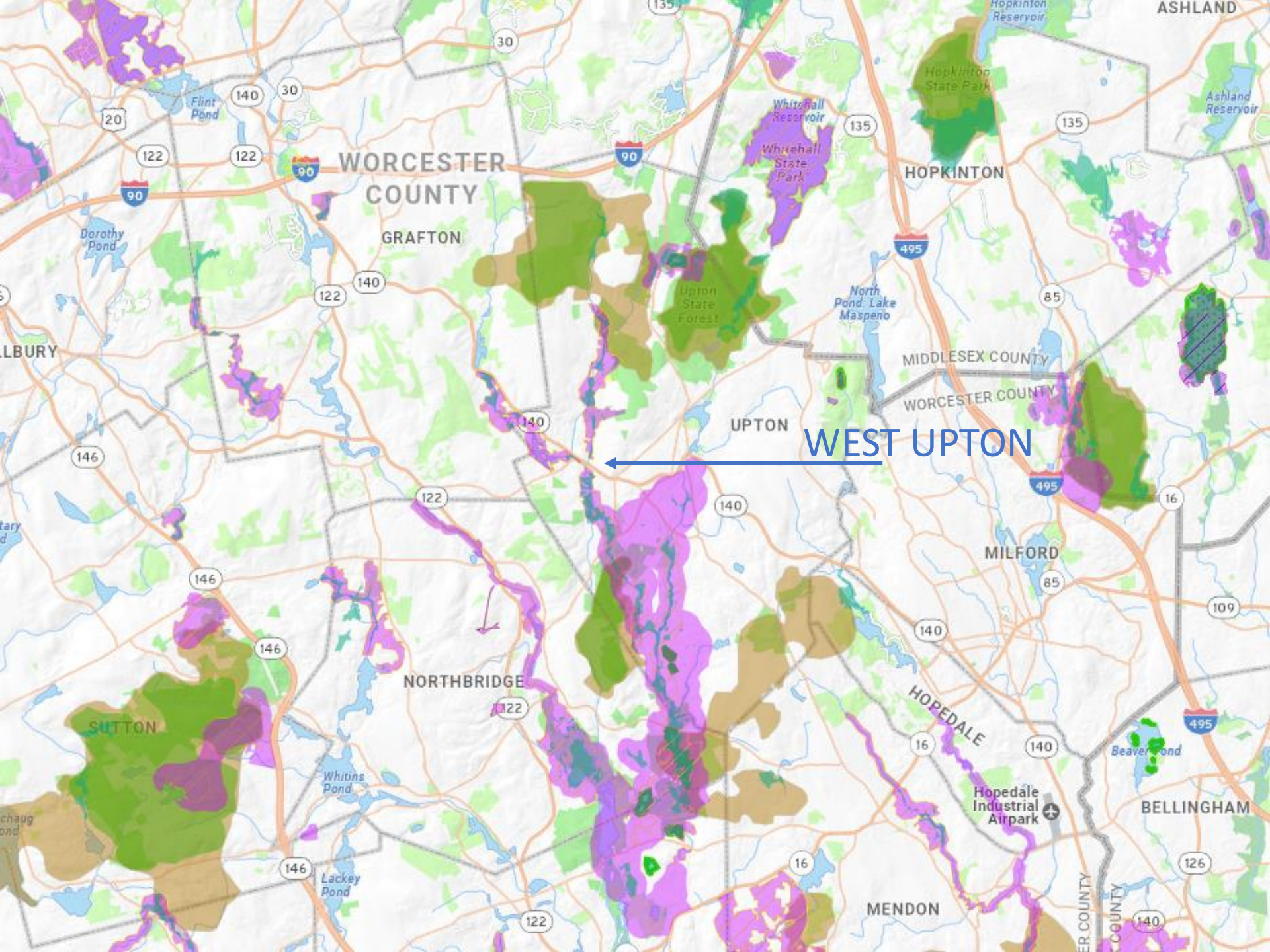
Protected Open Space

Conservation

Agriculture

Conservation (Limited Protection)





BioMap and Protected Open Space

++++ Rail Tracks

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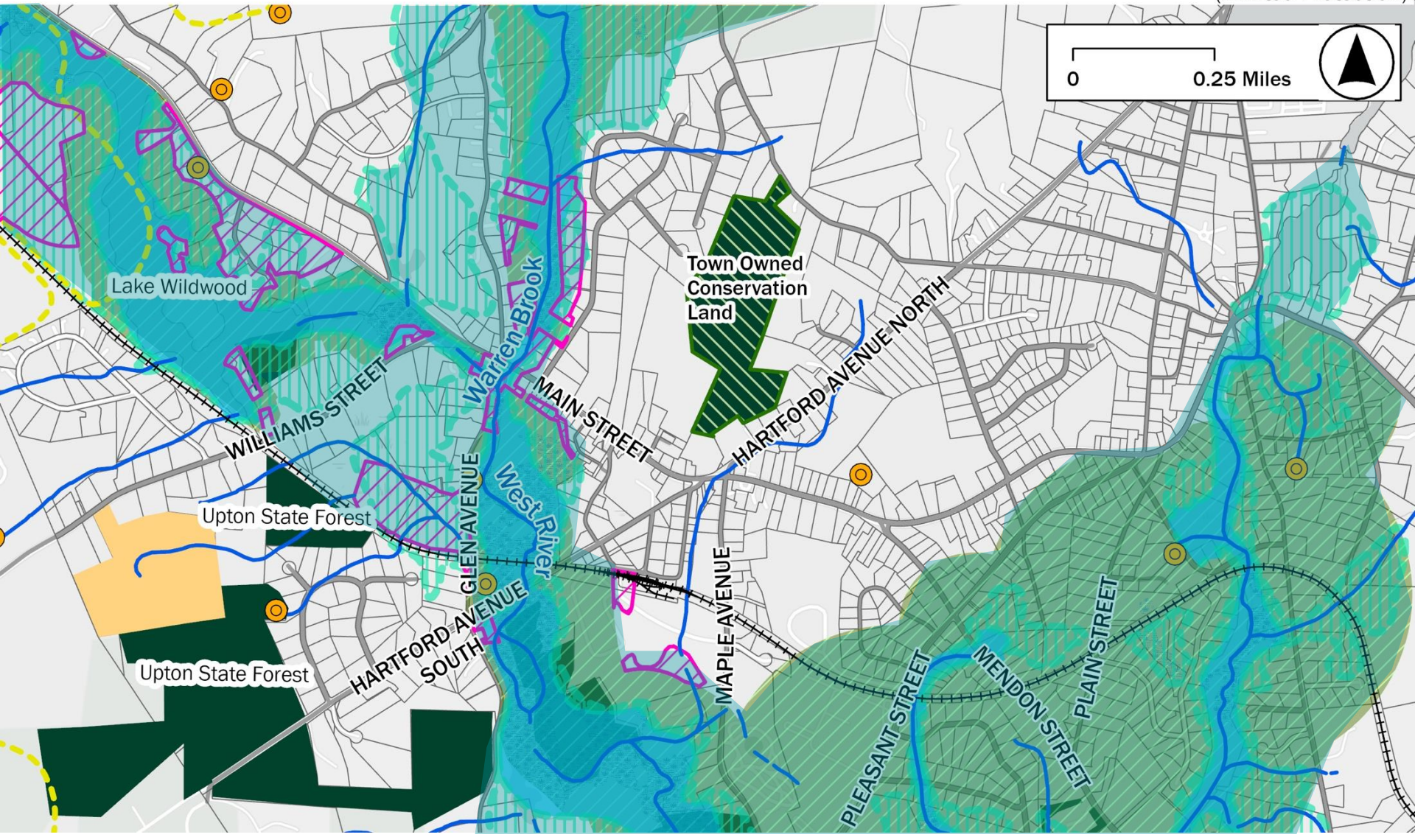
Local Landscapes

Protected Open Space

Conservation

Agriculture

Conservation (Limited Protection)



Traffic Volumes

Average Annual
Daily Trips

<5,000

5,000-6,000

6,000-7,000

7,000-8,000

8,000-9,000

9,000-10,000

>10,000

Open Space

Structures

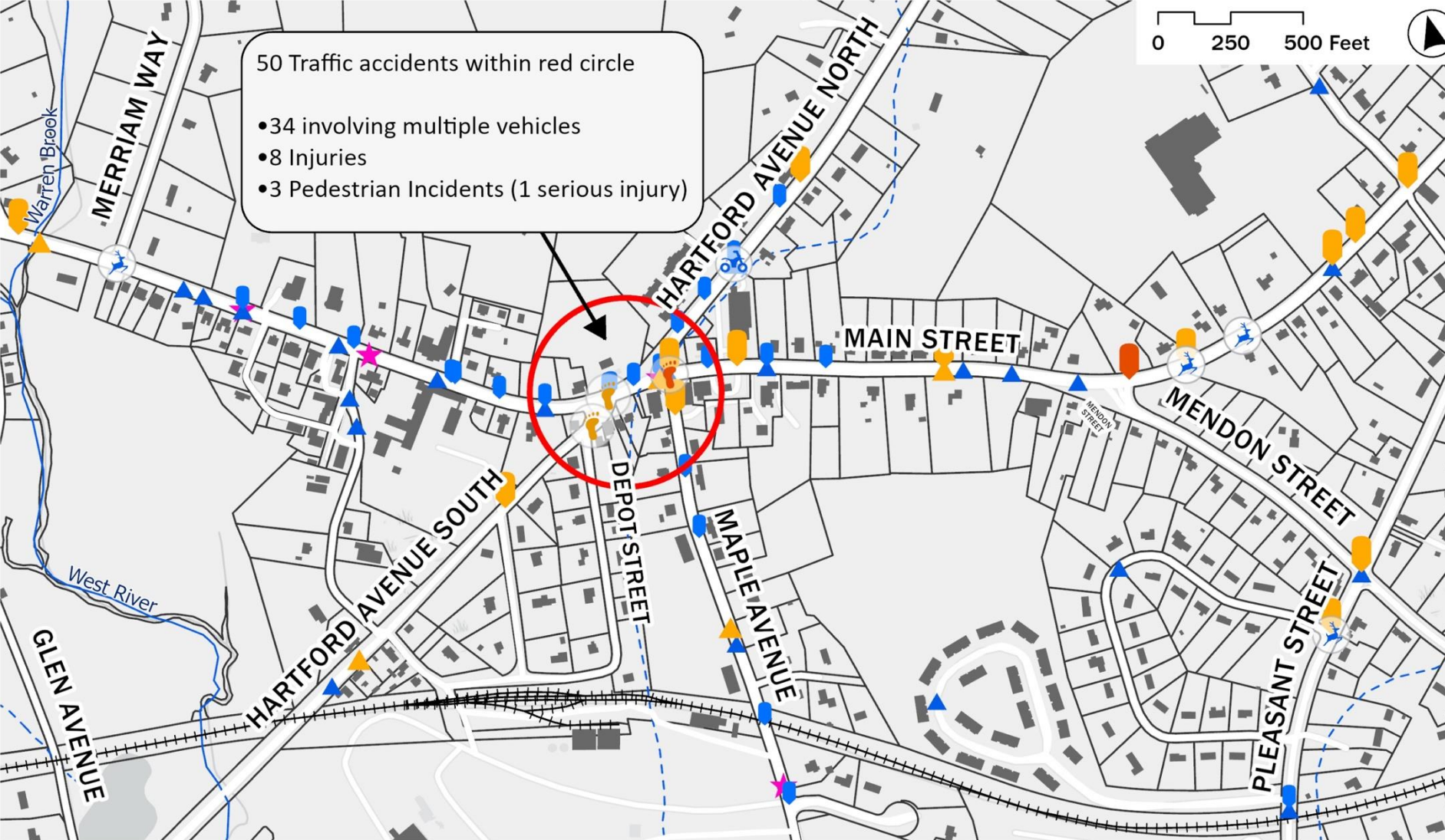
Parcels

0 330 660 Feet



Crash Locations 2019-2024

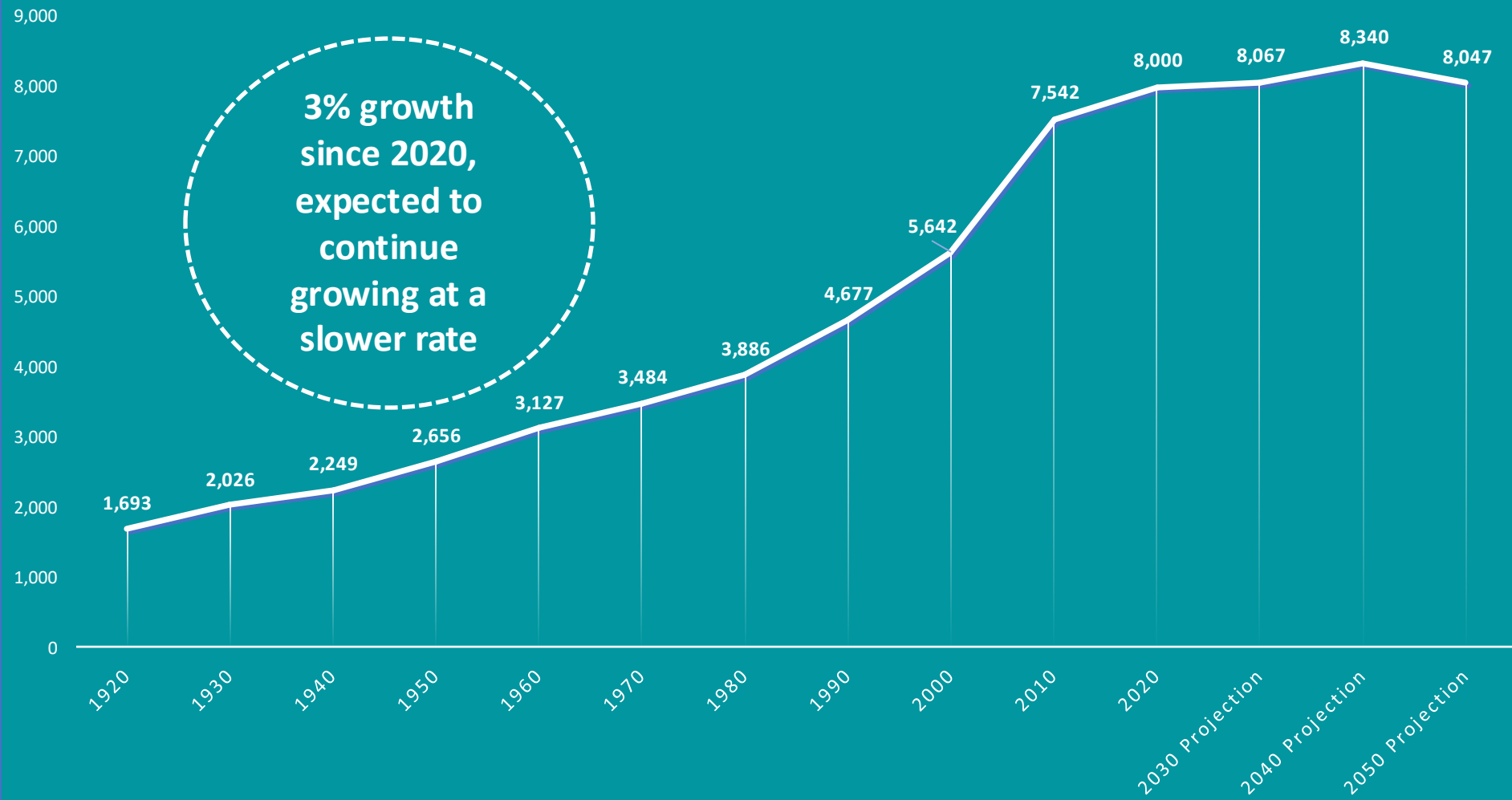
- | | | | |
|-------------------------------------|--|--|---------------------------------|
| ▲ Single Vehicle - No Injury (33) | ■ Multiple Vehicles - No Injury (82) | ■ Multiple Vehicles - Serious Injury (1) | 👤 Pedestrian-Serious Injury (1) |
| ▲ Single Vehicle - Minor Injury (6) | ■ Multiple Vehicles- Minor Injury (23) | 🚲 Cyclist - No Injury (1) | 🐾 Animal - No Injury (7) |
| | | 👤 Pedestrian - Minor Injury (2) | ★ Unknown/Other (5) |



People and Economy

Upton's Population

UPTON POPULATION AND POPULATION ESTIMATES

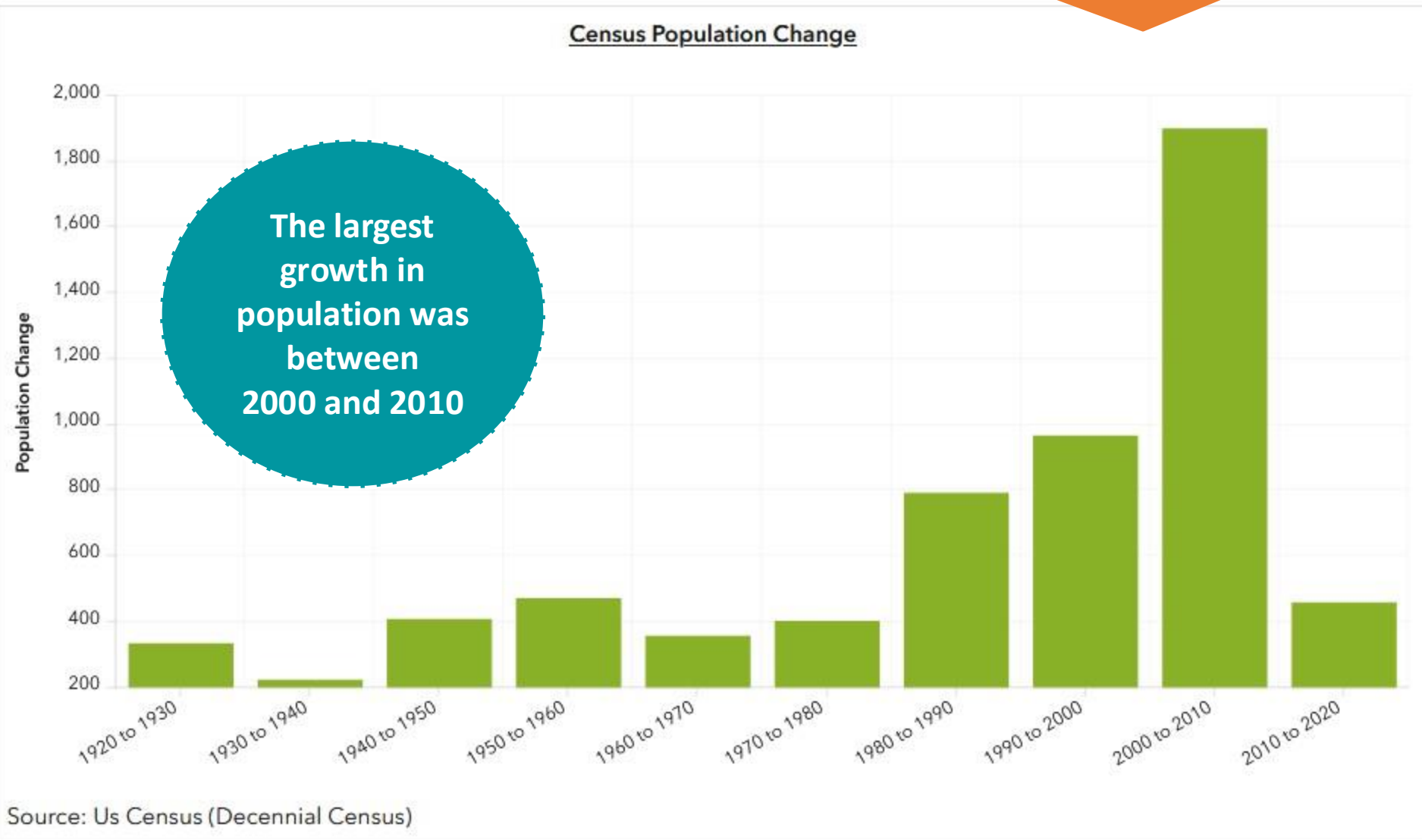


Source: US Census, UMass Donahue Institute

Note: 1930-2010 data is from Decennial Census

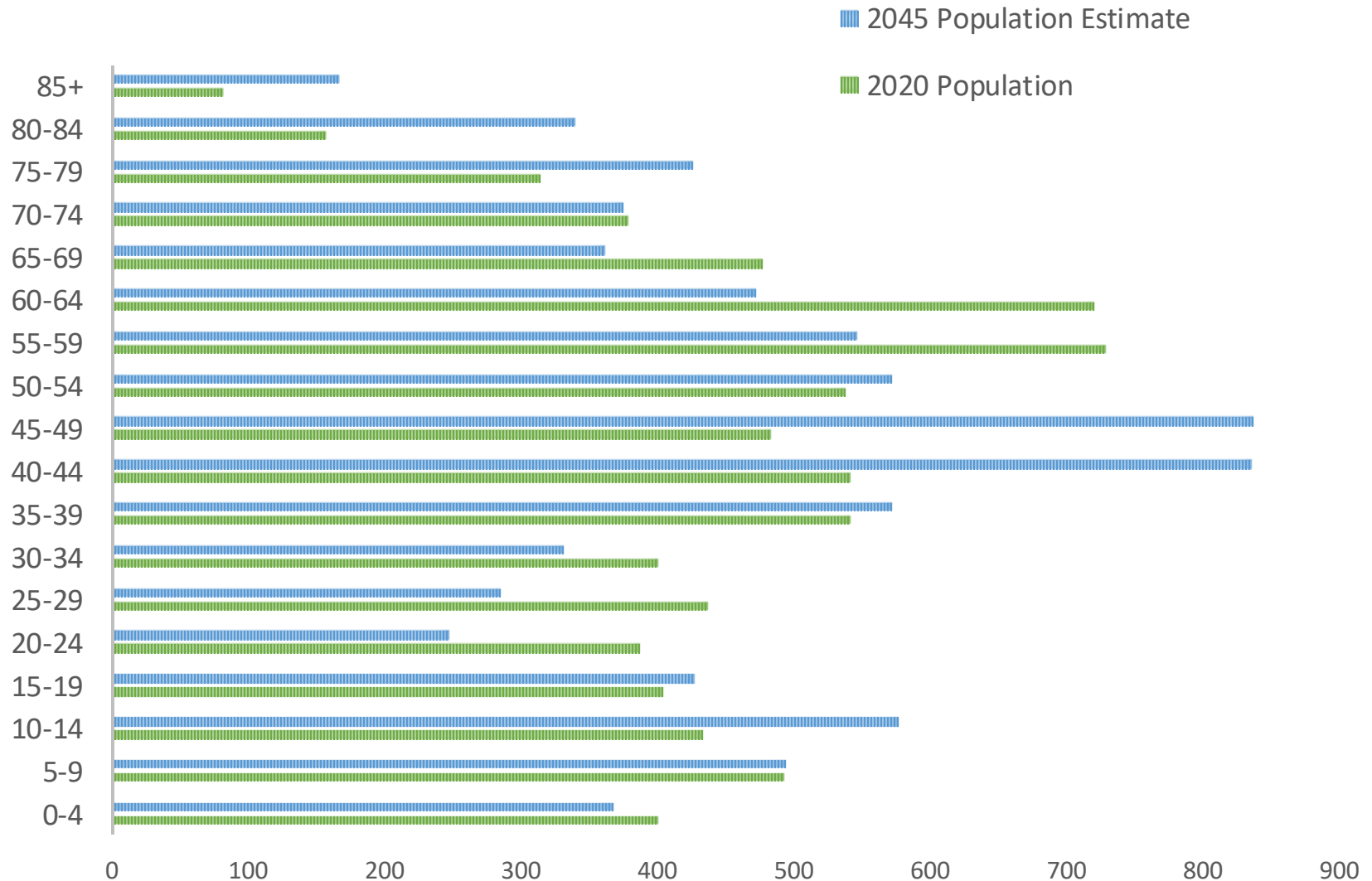
2030 – 2050 Projections are from UMass Donahue Institute

Upton's Population



Upton's Population

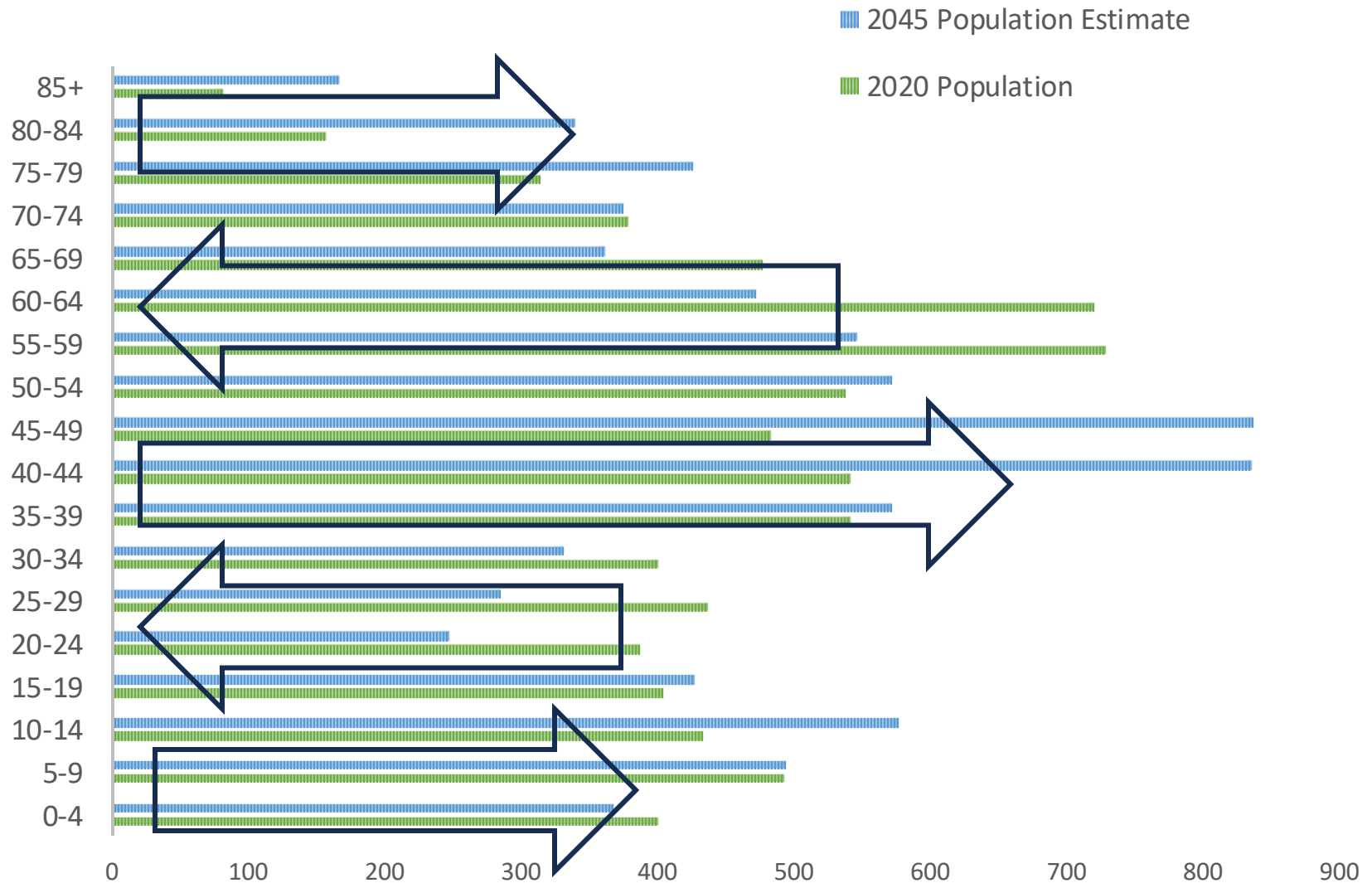
UPTON POPULATION PROJECTIONS



Source: UMass Donahue Institute

Upton's Population

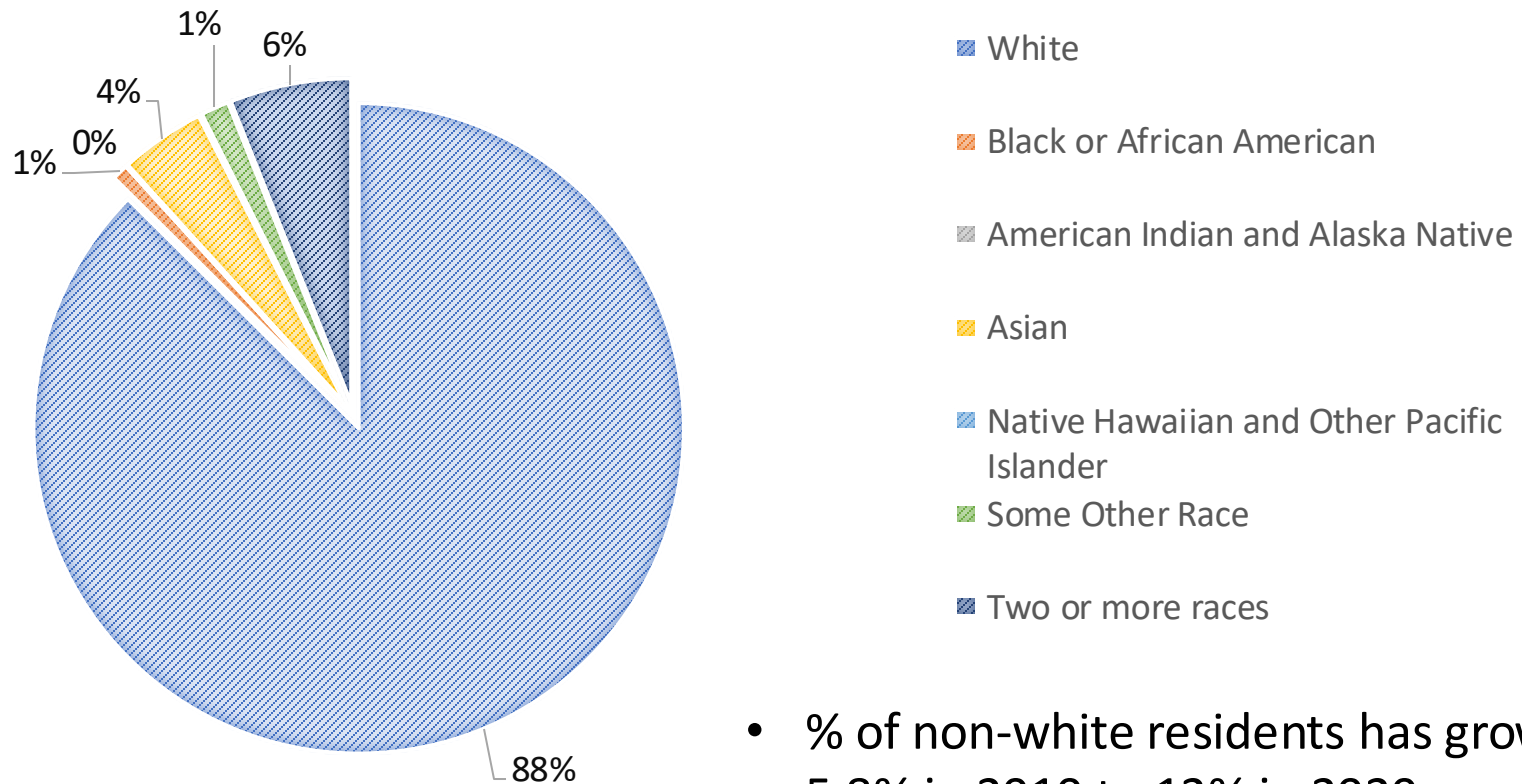
UPTON POPULATION PROJECTIONS



Source: UMass Donahue Institute

Upton's Population

RACE - UPTON



- % of non-white residents has grown from 5.8% in 2010 to 12% in 2020
- 88% white in Upton compared to 73% white in Worcester County

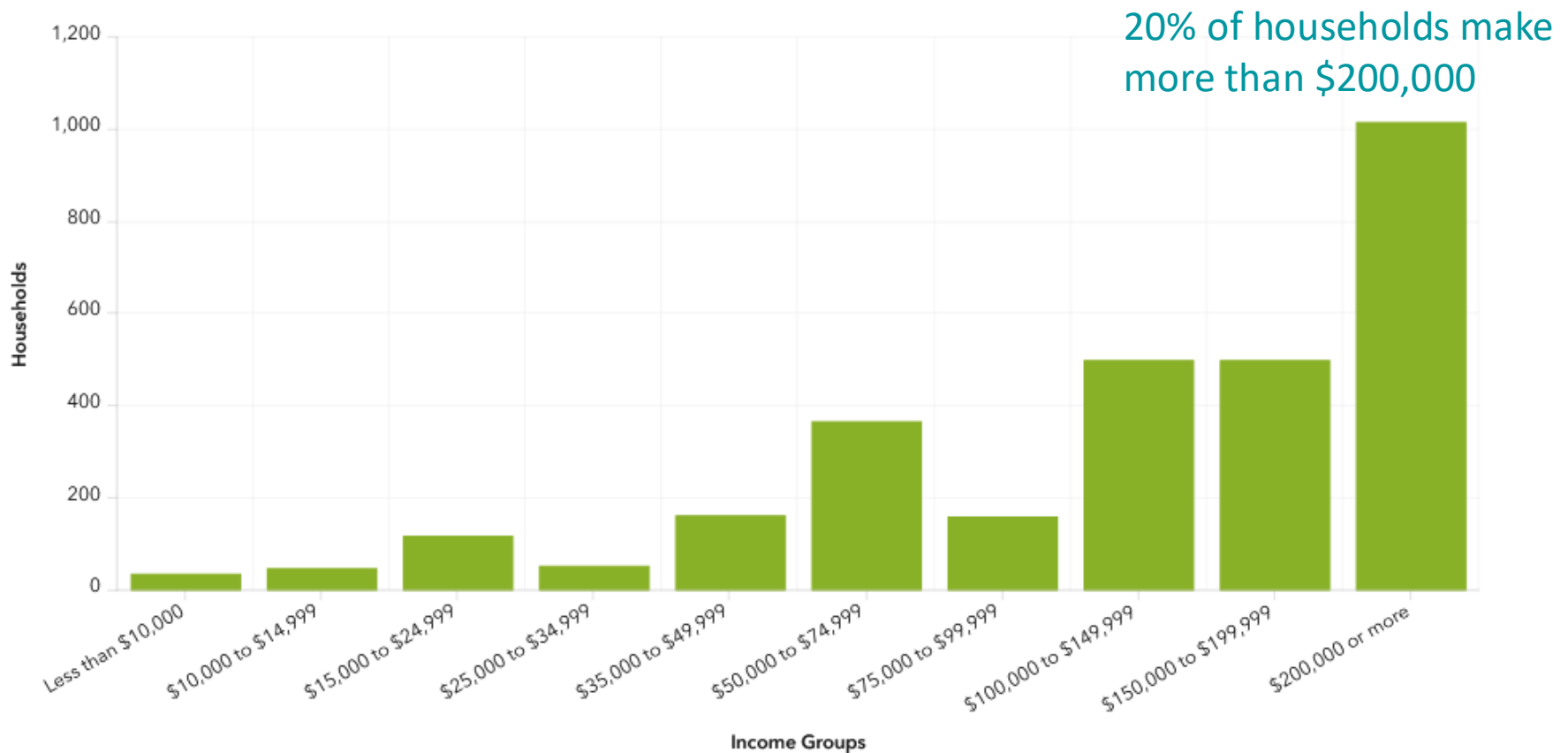
Income and Employment

\$155,952

Estimated Mean Household Income

Worcester County: \$94,099

Massachusetts: \$99,858



3.1% +/- 3.4

Estimated percentage of people whose income is below the poverty line

Compared to 10.9% for Worcester County, and 10.4% statewide

5.6% +/- 3.3

Estimated unemployment rate

State average: 4.6%

Top industries that Upton residents work in:

- Health care and social assistance (587)
- Professional, Scientific, and Technical Services (524)
- Educational services (486)

Source: Job Counts by NAICS Industry Sector, 2022, All Workers (Census OnTheMap)

Top industries located in Upton:

- Education and Health Services (451)
- Construction (172)
- Trade, Transportation and Utilities (161)

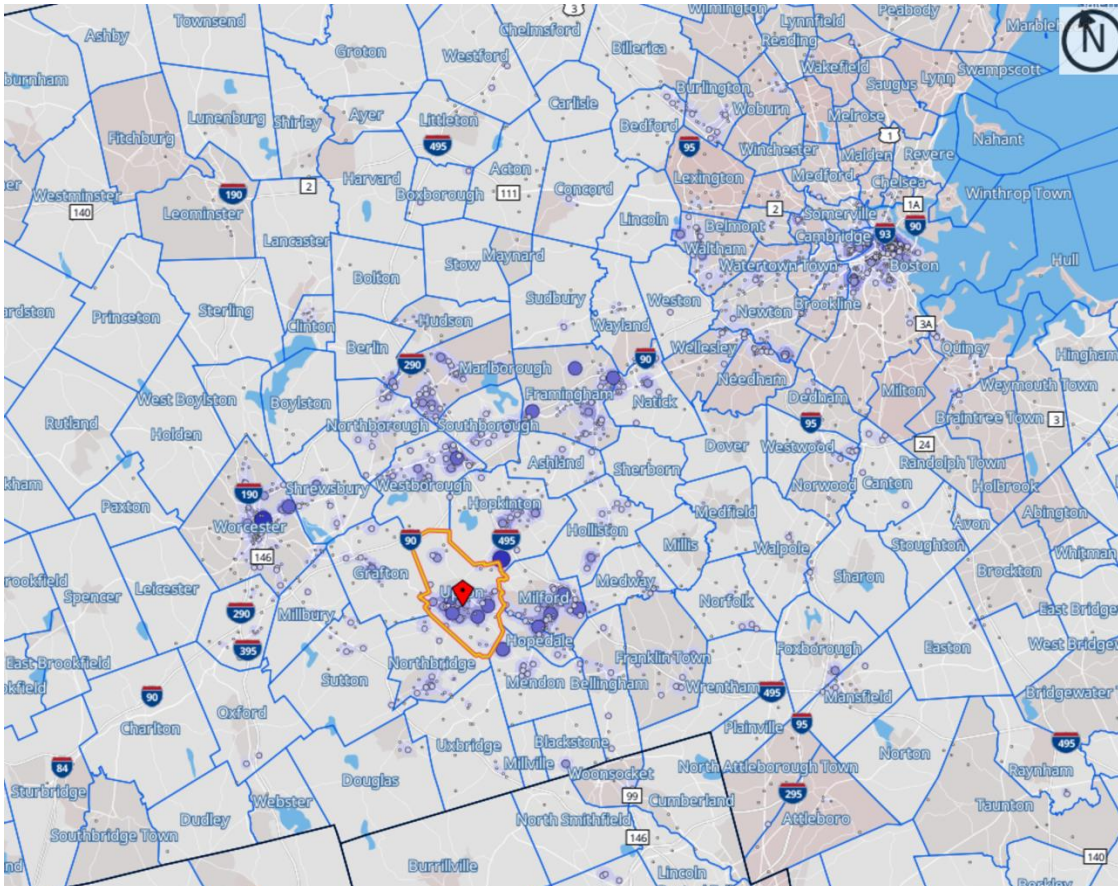
Source: 2023, MA Dept of Economic Research, Annual Average Employment and Wages All Published Industries by town all ownership

37.9 minutes

Average Travel Time to Work

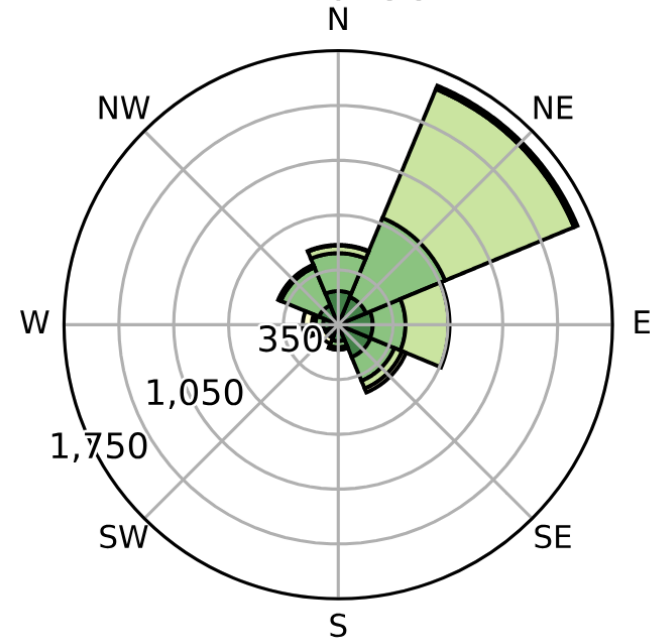
Worcester County: 30.8 minutes

+8 minutes since 2000



	2022	
	Count	Share
Total All Jobs	4,272	100.0%
Less than 10 miles	1,268	29.7%
10 to 24 miles	1,521	35.6%
25 to 50 miles	1,314	30.8%
Greater than 50 miles	169	4.0%

Job Counts by Distance/Direction in 2022
All Workers



Source: Census On the Map

Top 10 Employers

Company name	Address	City	Number of employees
Blackstone Valley Vocational	Pleasant St	Upton	100-249
Nipmuc Regional High School	Pleasant St	Upton	100-249
Memorial Elementary School	Main St	Upton	50-99
Dunkin'	Hartford Ave	Upton	20-49
George J Summers Trucking Co	Church St	Upton	20-49
Hopedale Cardiology LLP	Milford St	Upton	20-49
Red Barn Coffee Roasters	Walker Dr	Upton	20-49
Upton Fire-Ems	Church St	Upton	20-49
Upton Police Dept	School St	Upton	20-49
Ww Contracting Corp	Wood St	Upton	20-49

Source: Executive Office of Labor and Workforce Development (EOLWD)

Small Business Employment

“Upton has issued 321 business licenses, indicating that the town’s economy is dominated by small businesses and organizations.

[...] an estimated 172 of Upton businesses are home based.”

Source: 2021 Economic Development Strategy

25%

Upton households that are cost-burdened by housing (pay more than 30% of their income towards housing costs)

Source: 2023 ACS: Mortgage status and selected monthly owner costs in Upton, Table: B25087

6.4%

Subsidized Housing Inventory

Upton does not qualify for exemption from comprehensive permitting allowed by MGL 40B

Source: 2023 Housing Production Plan

\$13.15/\$1000

FY25 Tax Rate

State average: \$14.34

- Primary source is levied taxes.
- 94.58% of Upton's tax levy is from Residential and Open Spaces.*

* Source: Division of Local Services Massachusetts Department of Revenue (DLS), Tax Levy by Class: Data current as of 04/04/2019, cited in 2021 Economic Development Strategy

Breakout Groups

Upton Center Visioning Project

Dodson & Flinker

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Florence, MA 01062

www.dodsonflinker.com

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peter@dodsonflinker.com

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dillon@dodsonflinker.com

Shaine: 413-628-4496 x 101

shaine@dodsonflinker.com