

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



0 250 500 Feet



Approach: Same as Used for Upton Town Center Masterplan

Document Facts; Assess Challenges & Opportunities



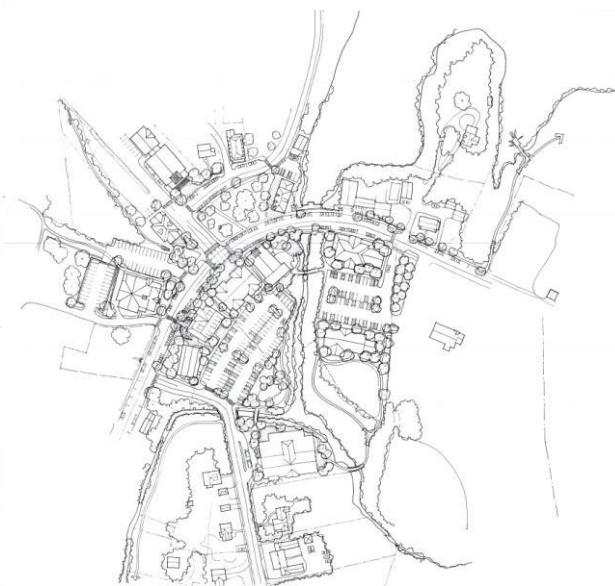
Approach: Same as Used for Upton Town Center Masterplan

Gather Input from Public—Working Group, Design Workshop



Approach: Same as Used for Upton Town Center Masterplan

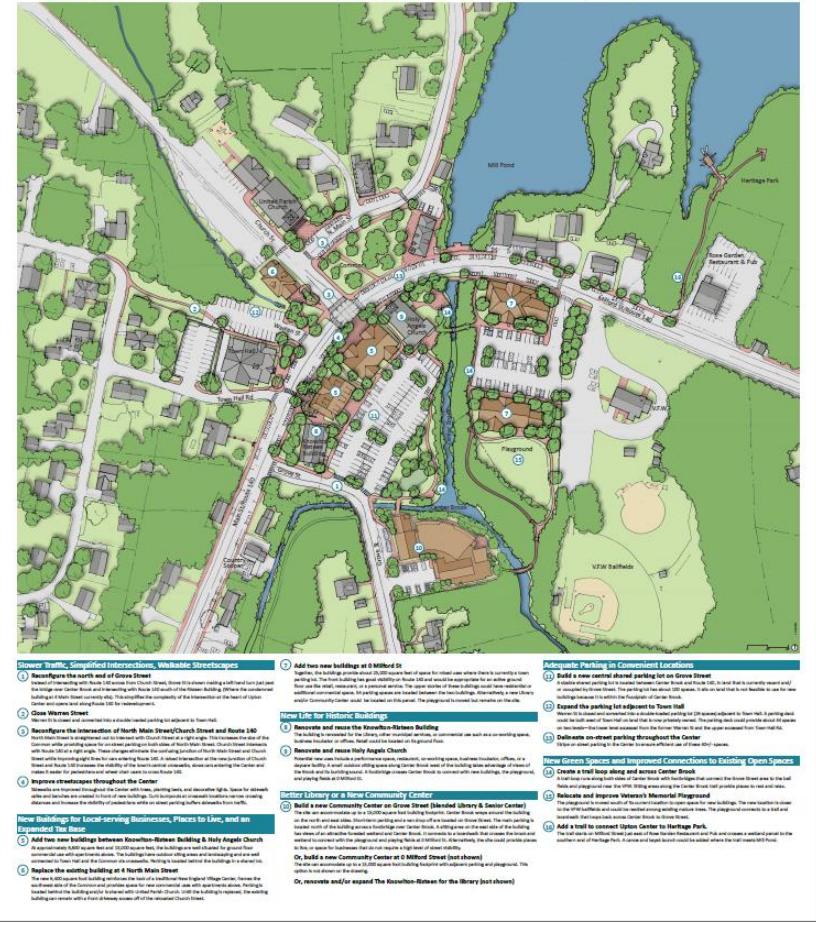
Test and Refine Alternative Scenarios



Approach: Same as Used for Upton Town Center Masterplan

Final Masterplan Development

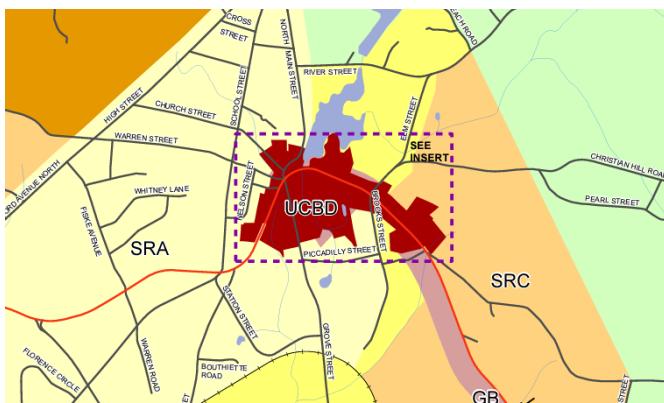
Imagine Upton—A Vision for Revitalizing Upton Center



Approach: Same as Used for Upton Town Center Masterplan

Results

Adopted Upton Center Zoning District -2019



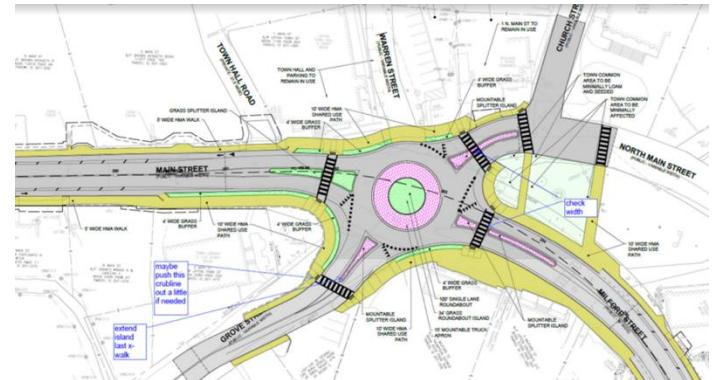
Structural Eval. and RFP for Holy Angels Church -2019-2020



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 Tessler, 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
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		<ul style="list-style-type: none">• Review ideas from public workshop• Discuss alternatives and identify preferred plan
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	Jan.	Working Group #4: Deliberation & Decision-Making <ul style="list-style-type: none">• Review revised master plan• Discuss implementation strategies
		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)

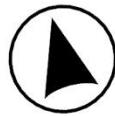
Physical Characteristics

Basemap with 2023 Ortho Photo

Parcels
Stream

Intermittent Stream
Wetlands

0 250 500 Feet

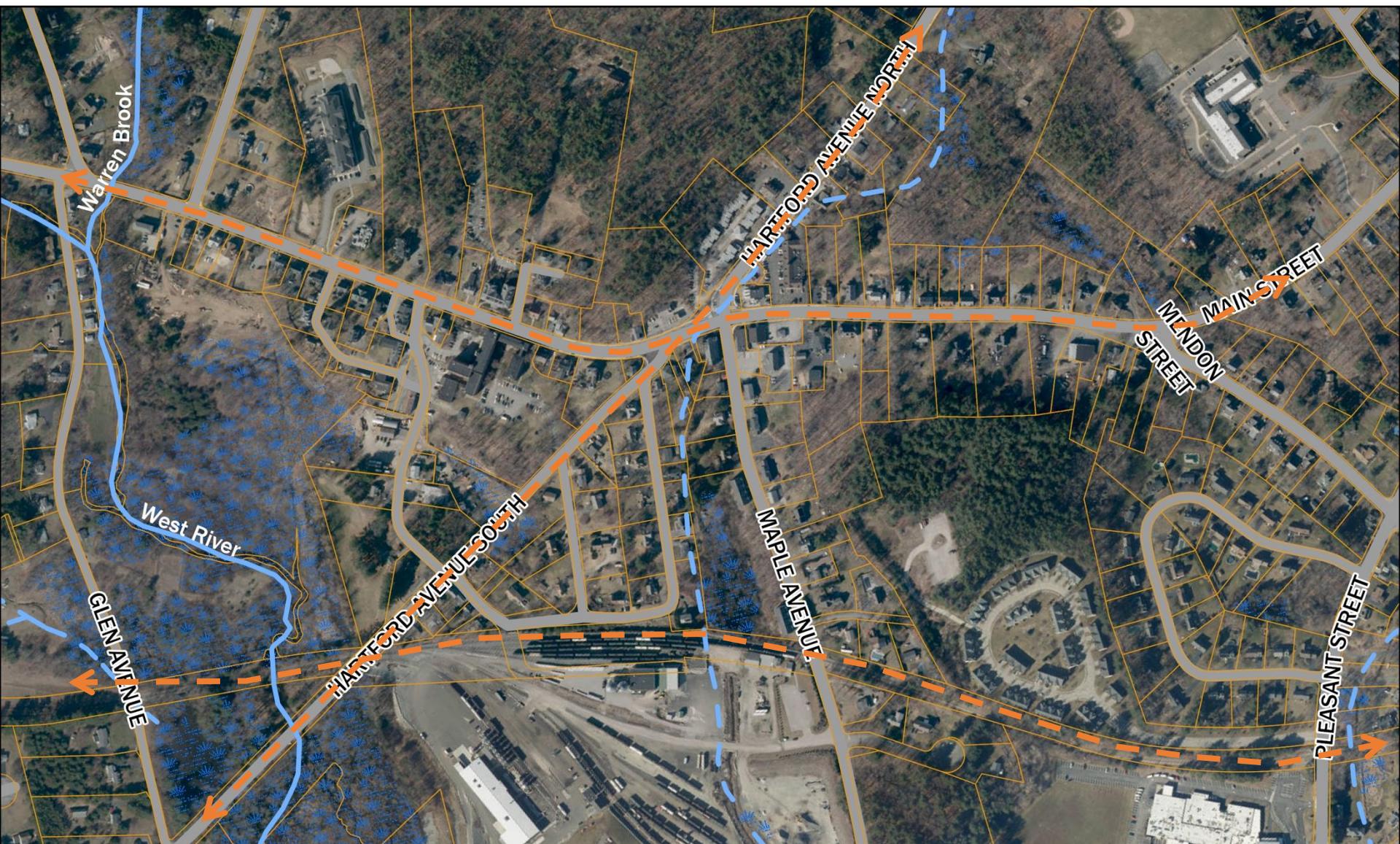


Basemap with 2023 Ortho Photo

Parcels
Stream

Intermittent Stream
Wetlands

0 250 500 Feet



Land Use

Town Owned Land

Structures

Land Use by Parcel

1 Unit Residential

2-3 Units Residential

4-8 Units Residential

>8 Units Residential

Open Space

Retail and Services

Manufacturing

School

Vacant

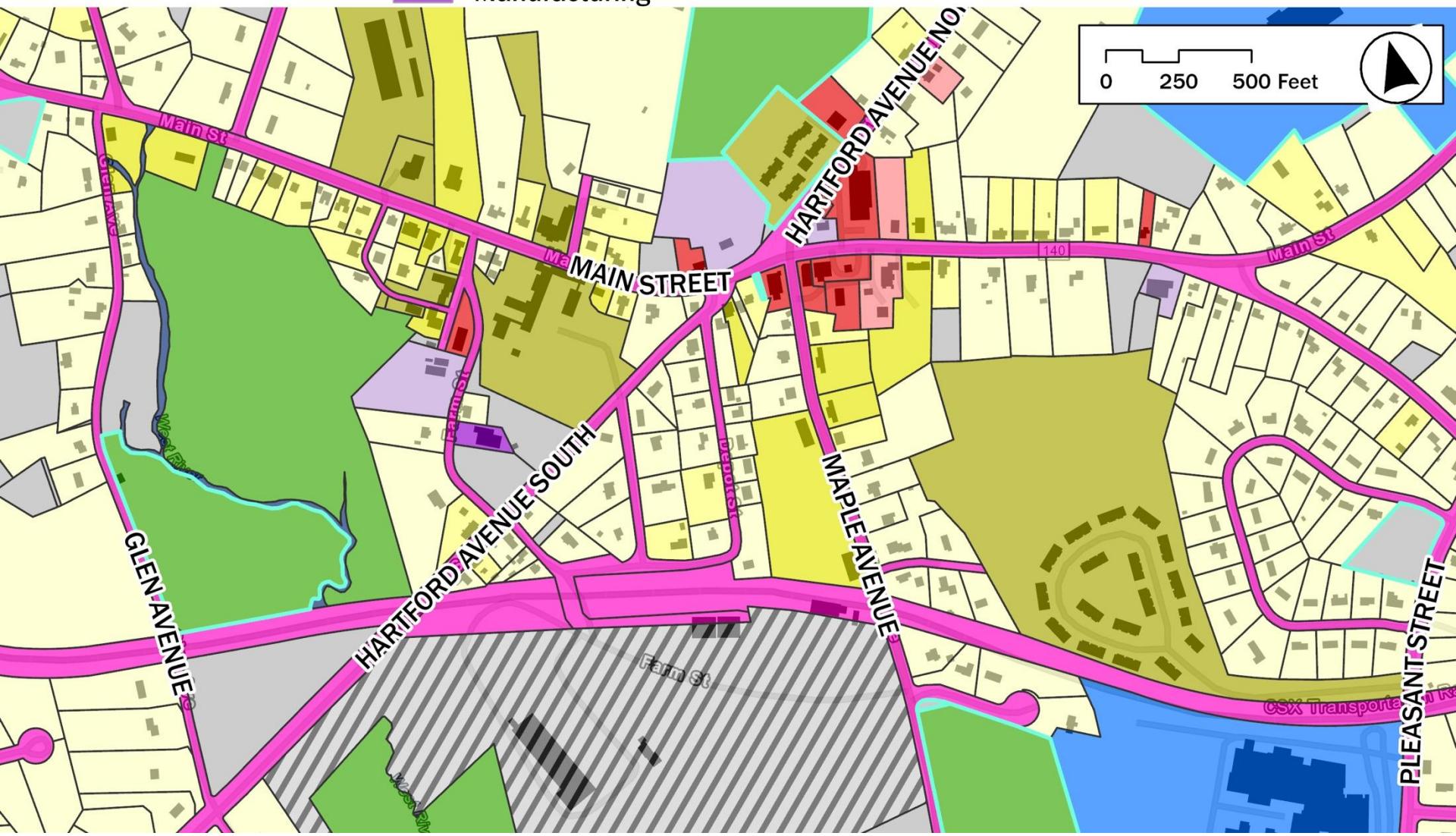
Automotive Services/
Gas

General Office

Water

Rail Yard

Right-of-Way



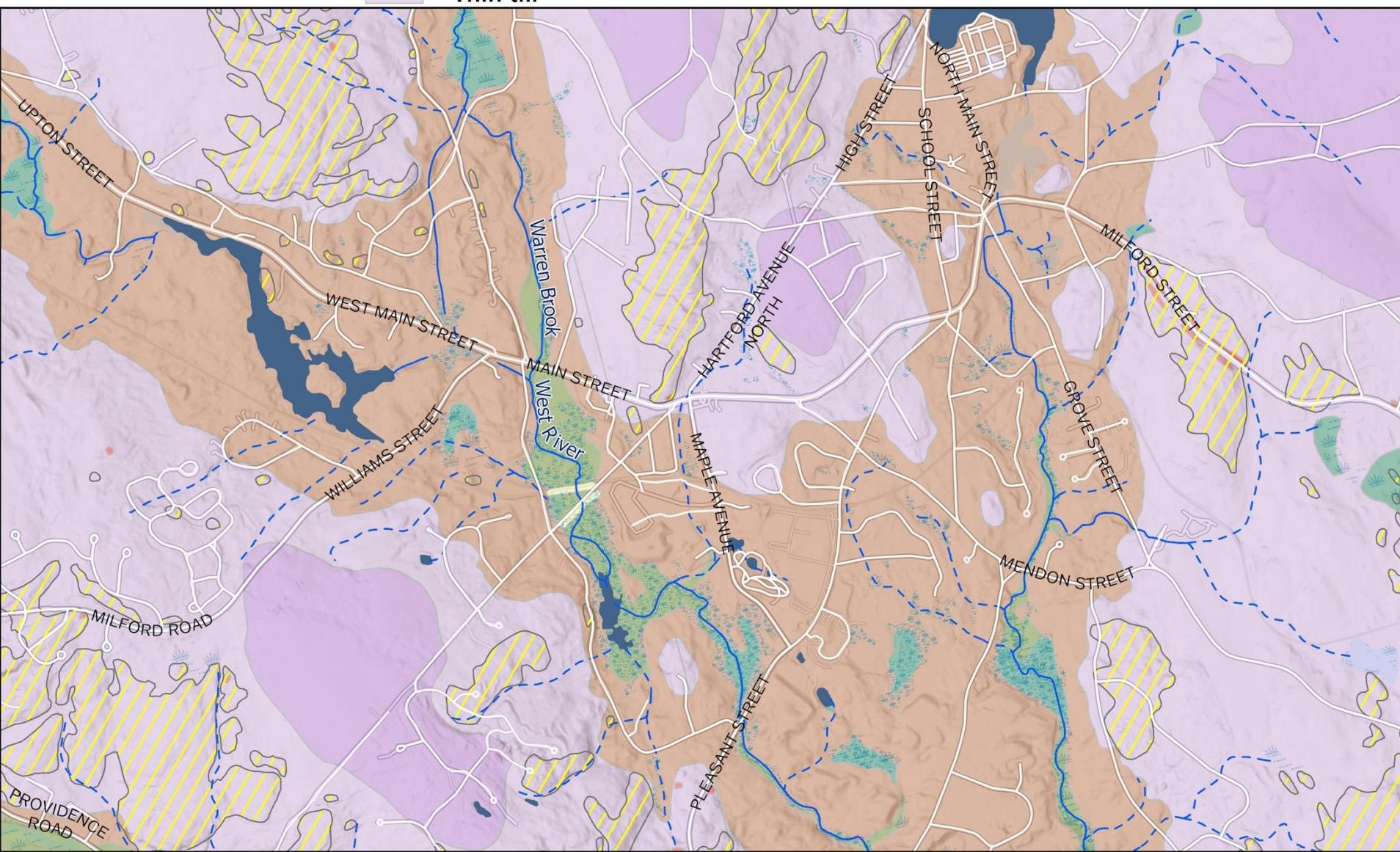
Surficial Geology

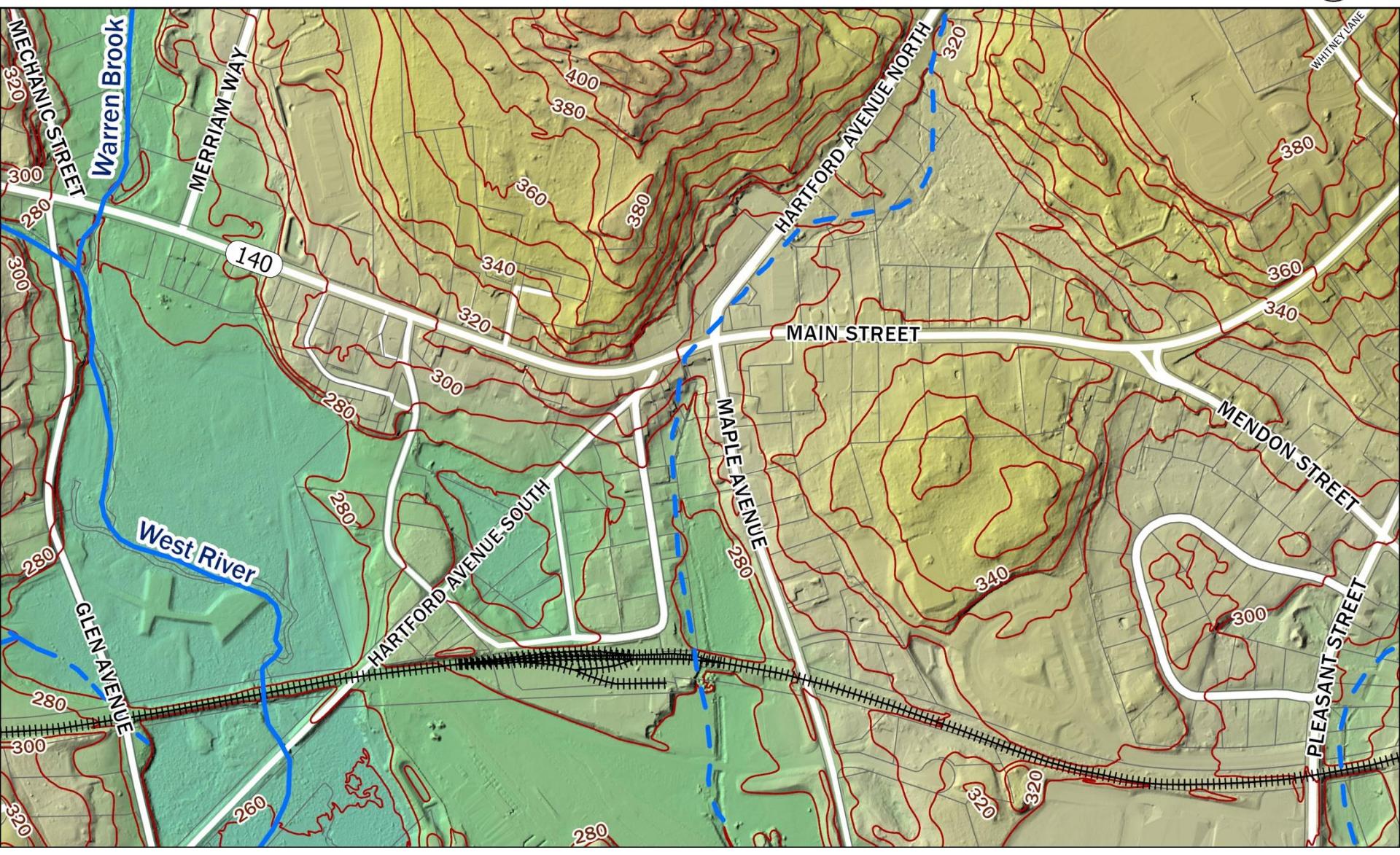
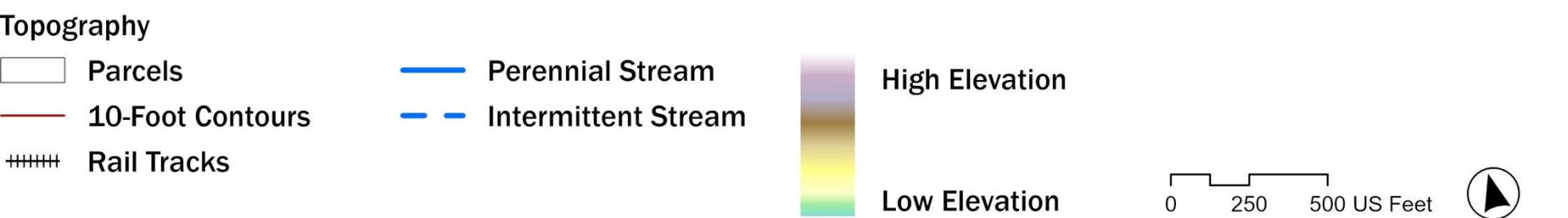
Artificial fill
Flood-plain alluvium
Bedrock outcrops

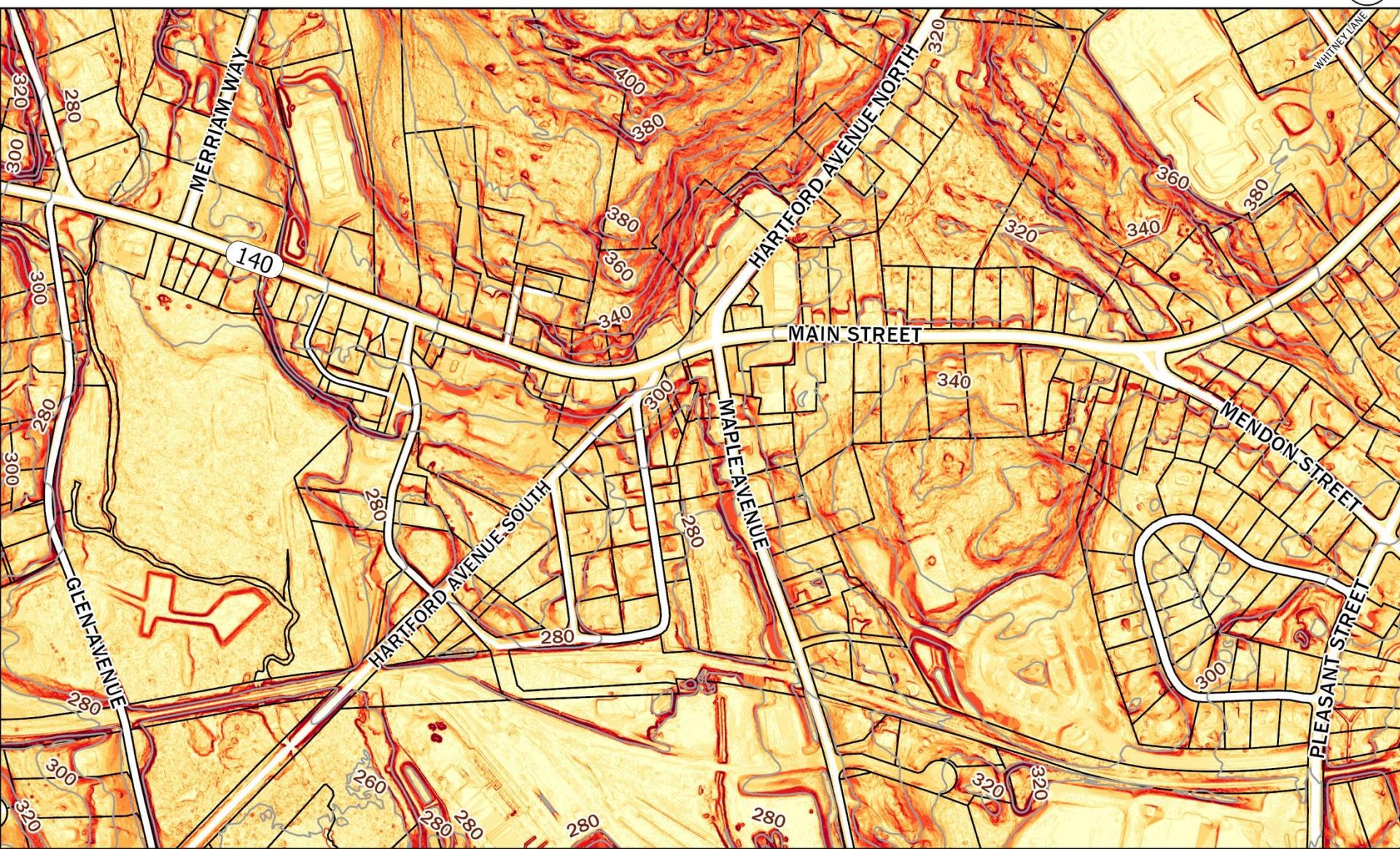
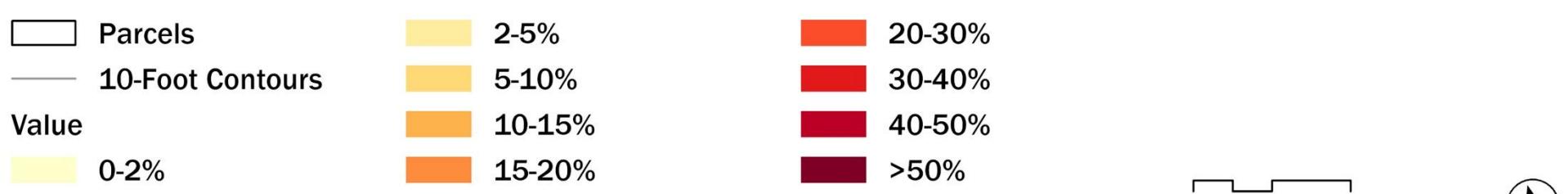
Glacial stratified
deposits, coarse
Swamp deposits
Thin till

Thick till
Abundant Outcrop
or Shallow Bedrock

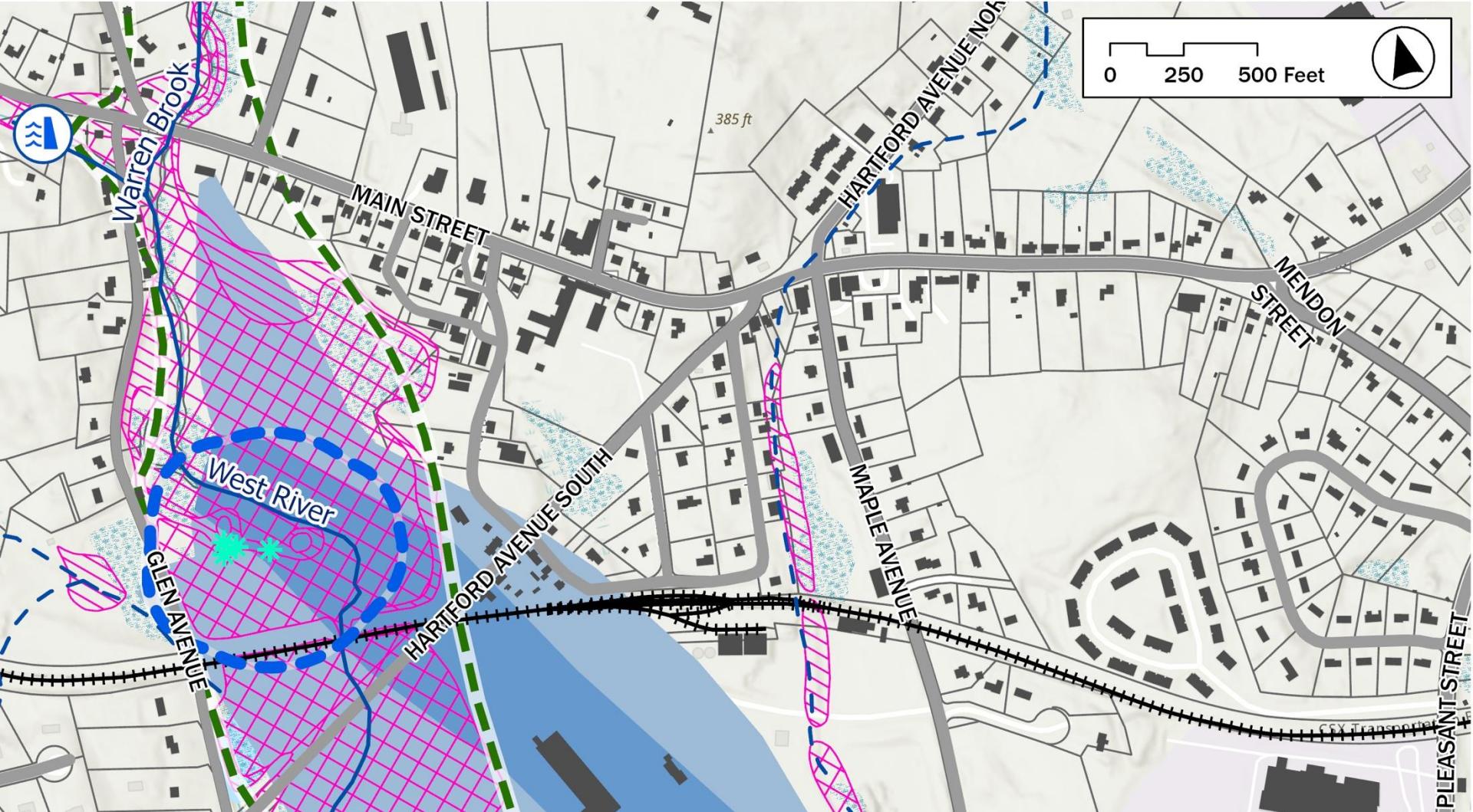
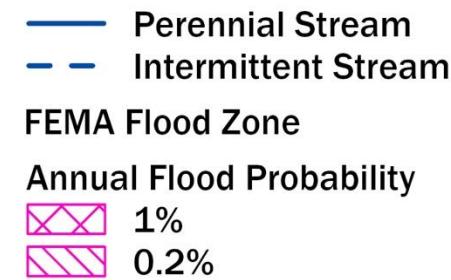
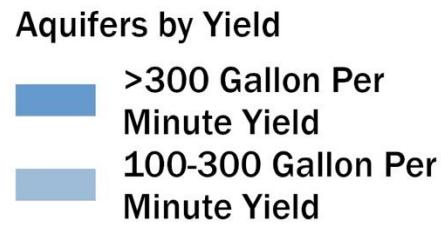
0 1,000 2,000 Feet



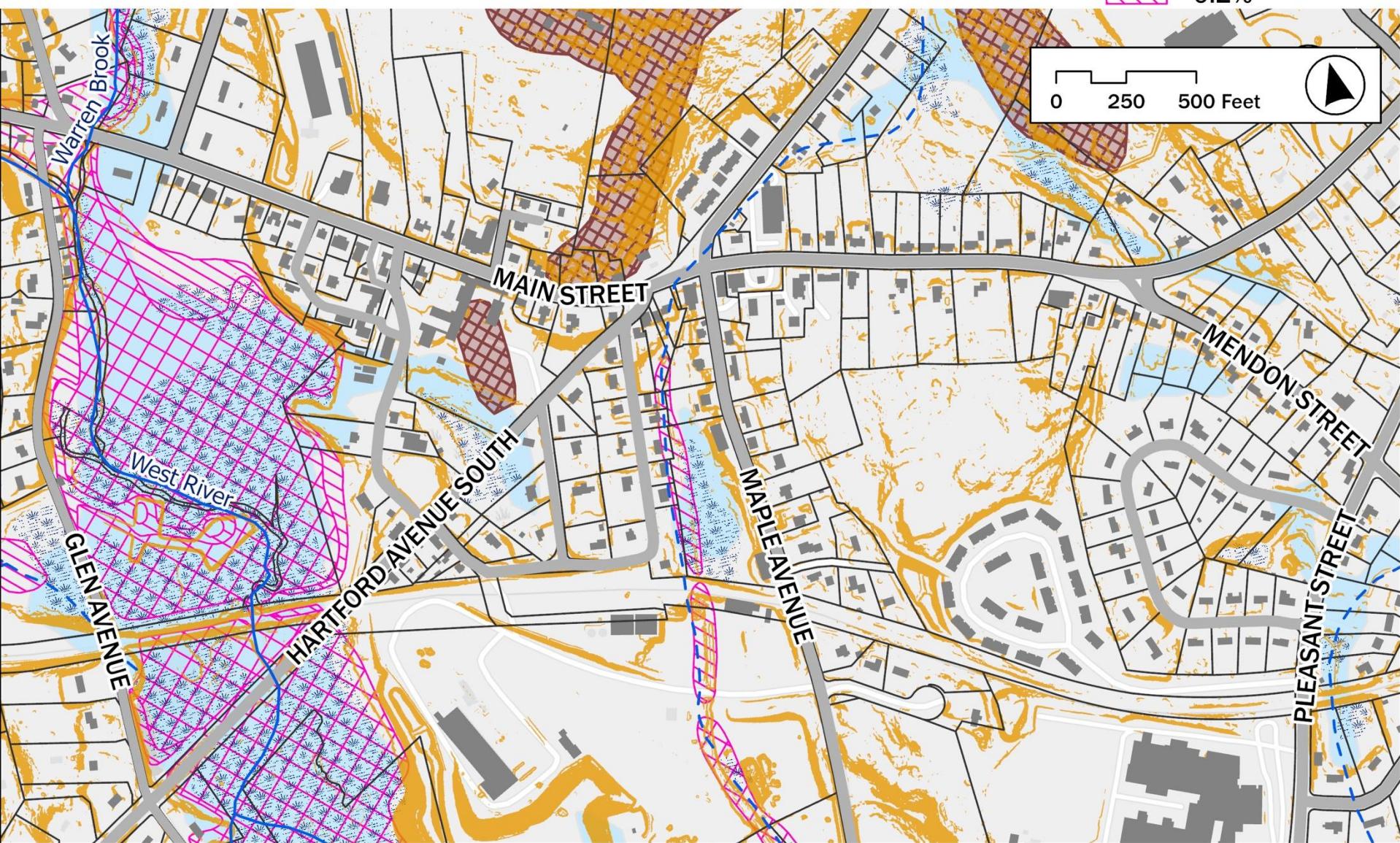




Water Resources



Physical Barriers to Development



Open Space by Use and Level of Protection

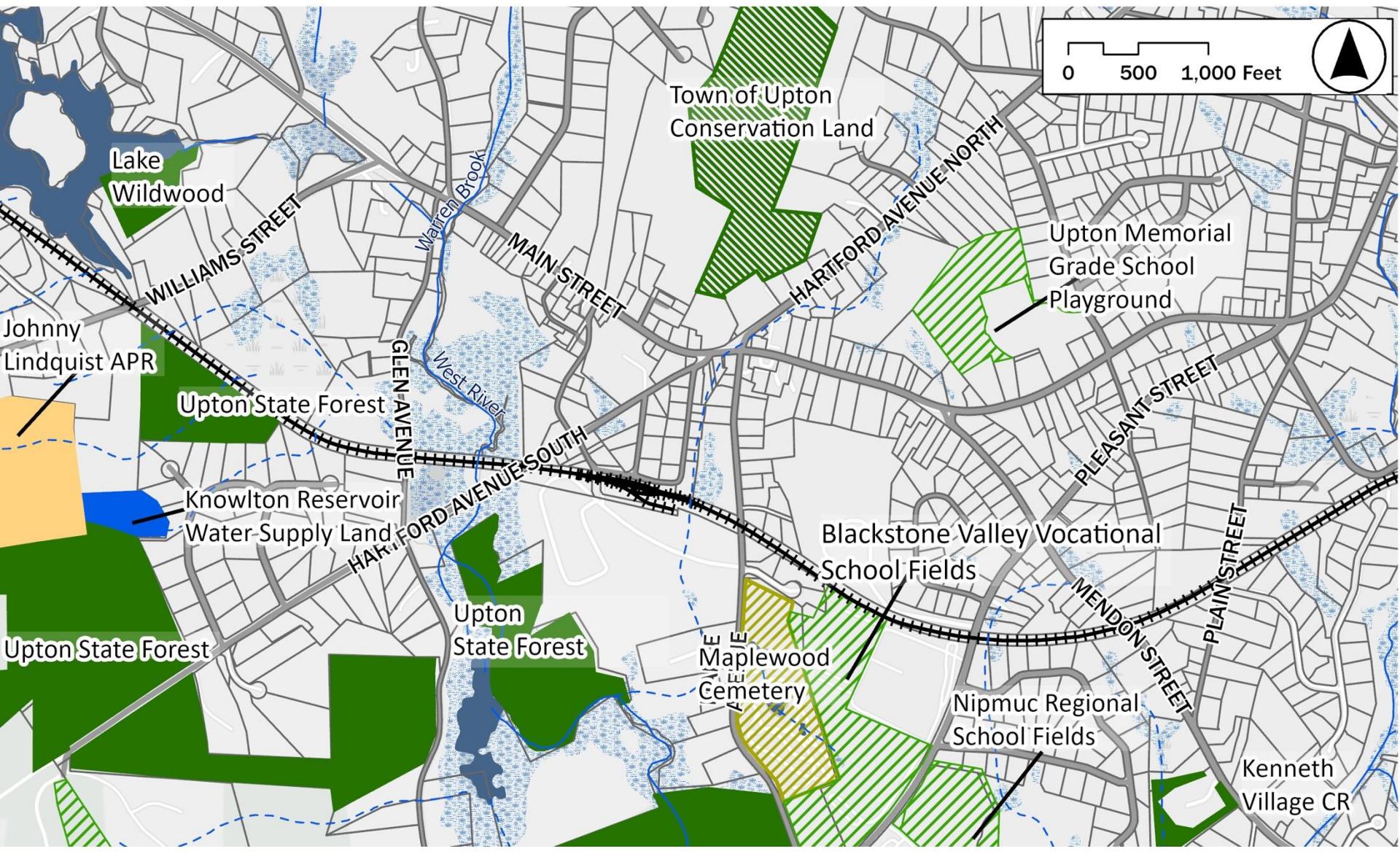
Agriculture,
Permanent
Conservation,
Permanent

Conservation,
Limited
Historical/
Cultural, Limited

Recreation,
Limited
Water Supply,
Permanent

Open Water
Wetlands
Rail Tracks

Parcels
Stream
Intermittent
Stream



BioMap and Protected Open Space

- ++++ Rail Tracks
- Parcels
- Streams
- Potential Vernal Pool

NHESP/TNC BioMap3 Statewide Components



Aquatic Core Habitat

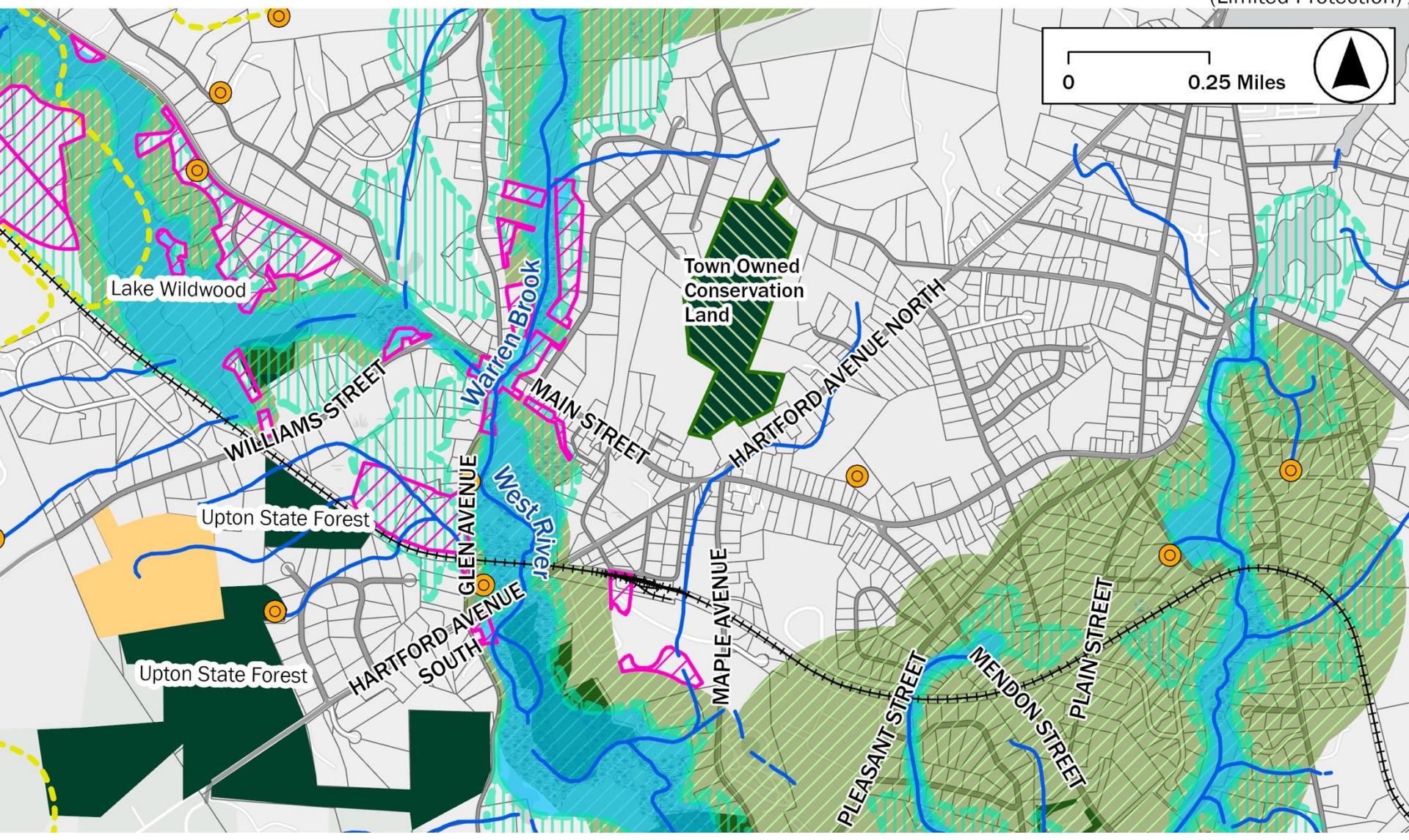
Aquatic Buffer-Critical Natural Landscape
Wetland Core Habitat

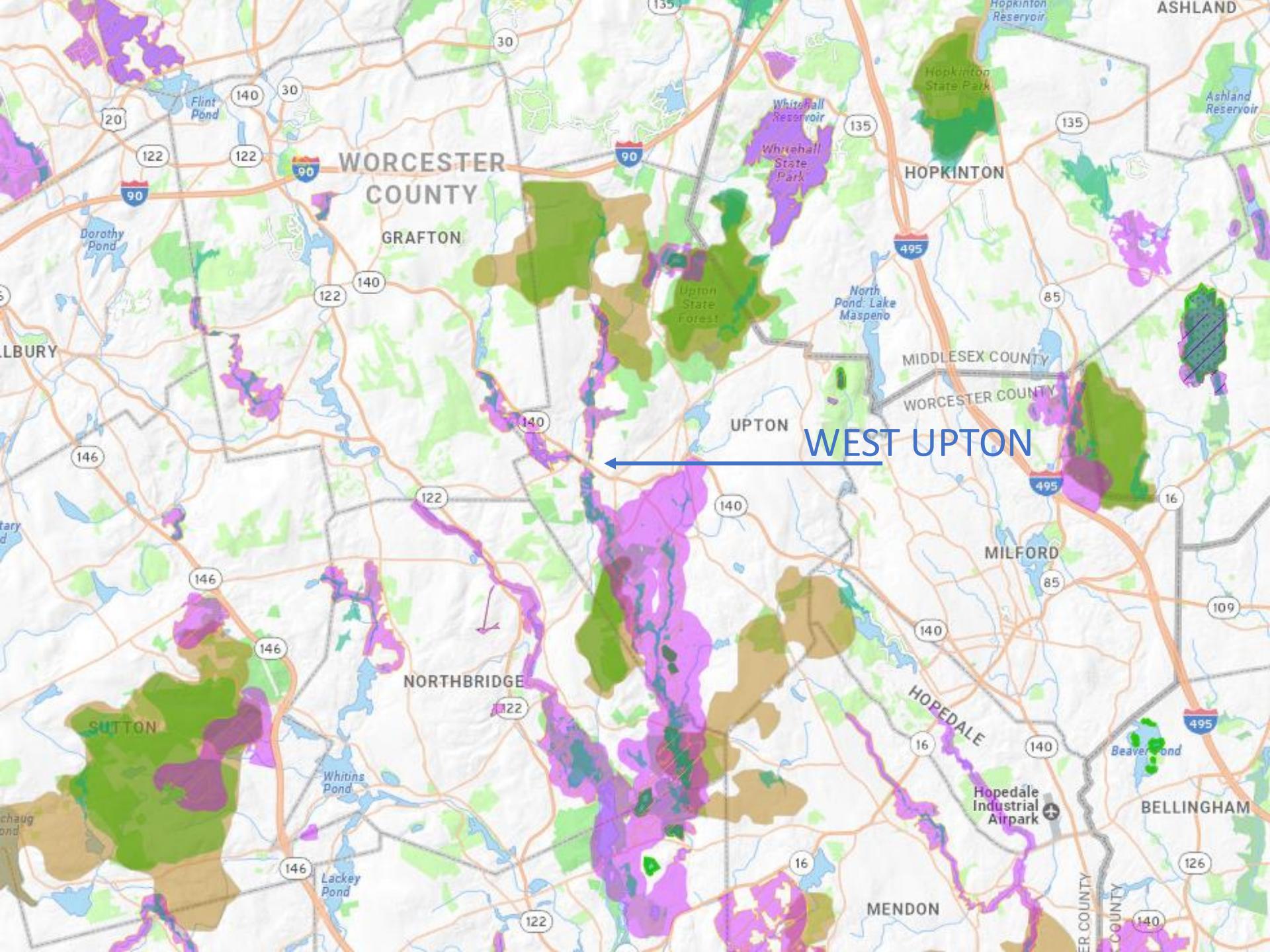
Rare Species Core Habitat

Local Landscapes
Protected Open Space
Conservation
Agriculture
Conservation
(Limited Protection)

BioMap 3 Local Components

Local Rare Species





WEST UPTON

BioMap and Protected Open Space

- ++++ Rail Tracks
- Parcels
- Streams
- Potential Vernal Pool

NHESP/TNC BioMap3 Statewide Components



Aquatic Core Habitat

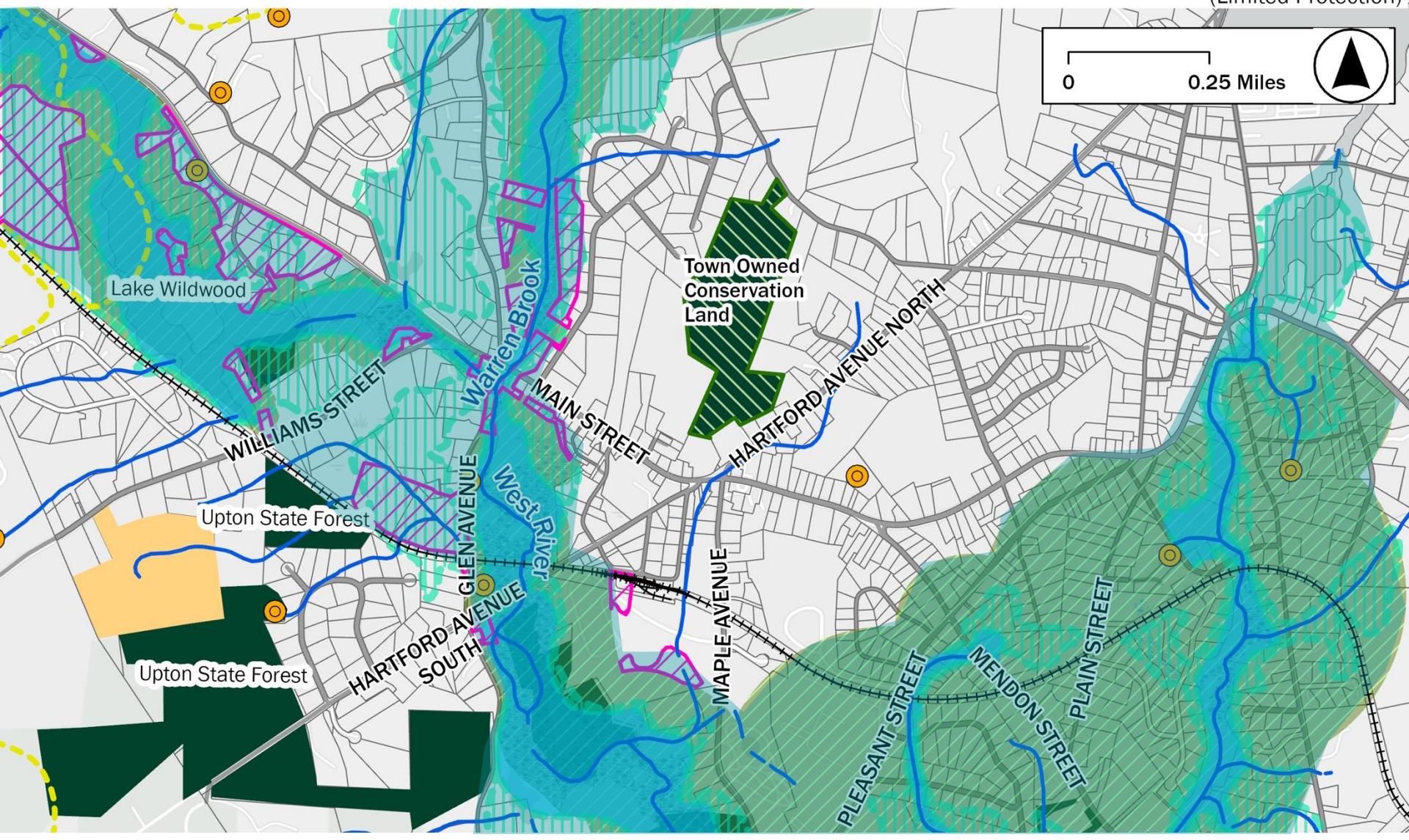
Aquatic Buffer-Critical Natural Landscape
Wetland Core Habitat

Rare Species Core Habitat

Local Landscapes
Protected Open Space
Conservation
Agriculture
Conservation
(Limited Protection)

BioMap 3 Local Components

Local Rare Species



Traffic Volumes

Average Annual
Daily Trips

5,000-6,000
6,000-7,000
7,000-8,000

8,000-9,000
9,000-10,000
>10,000

<5,000

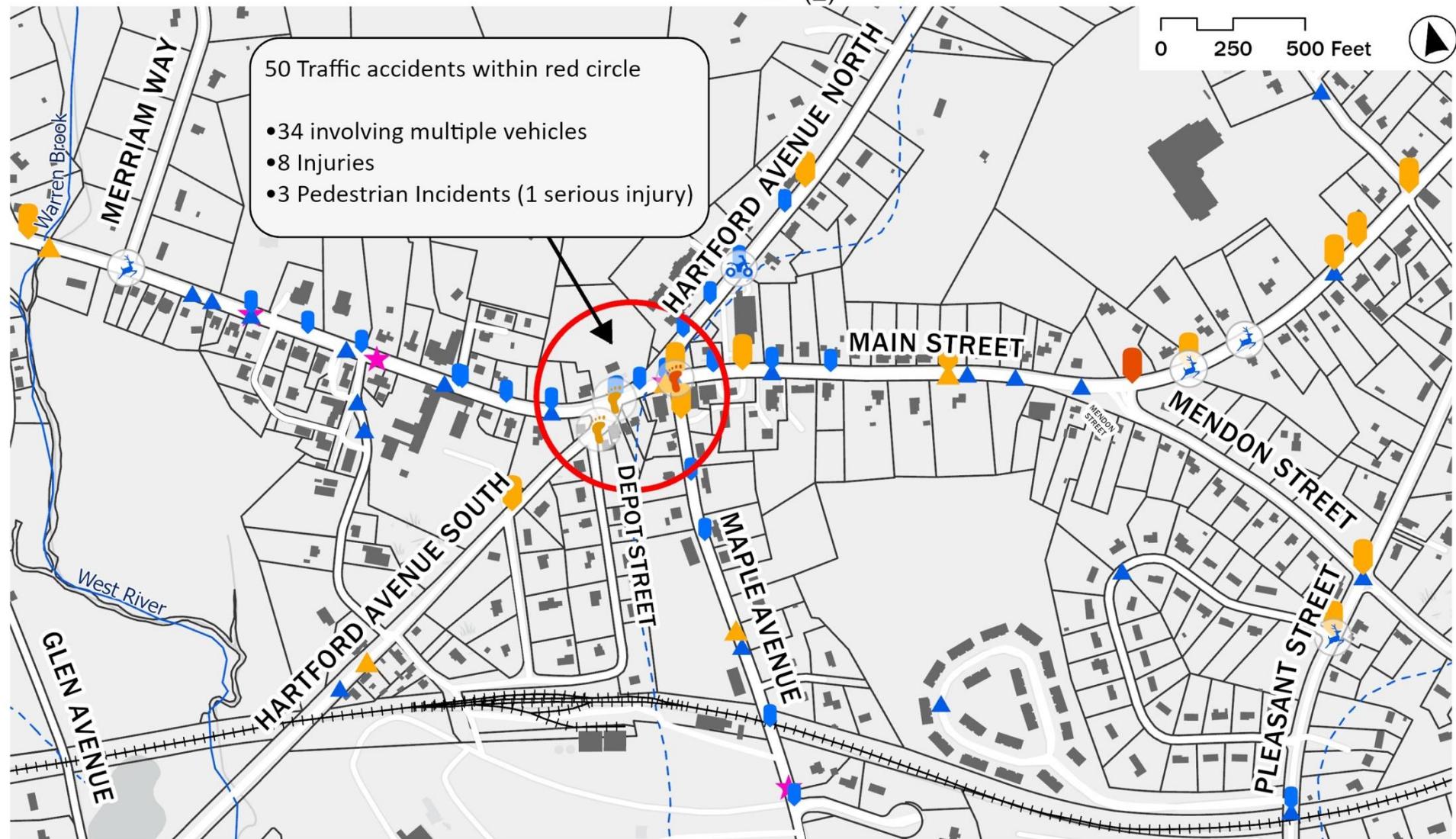
Open Space
Structures
Parcels

0 330 660 Feet



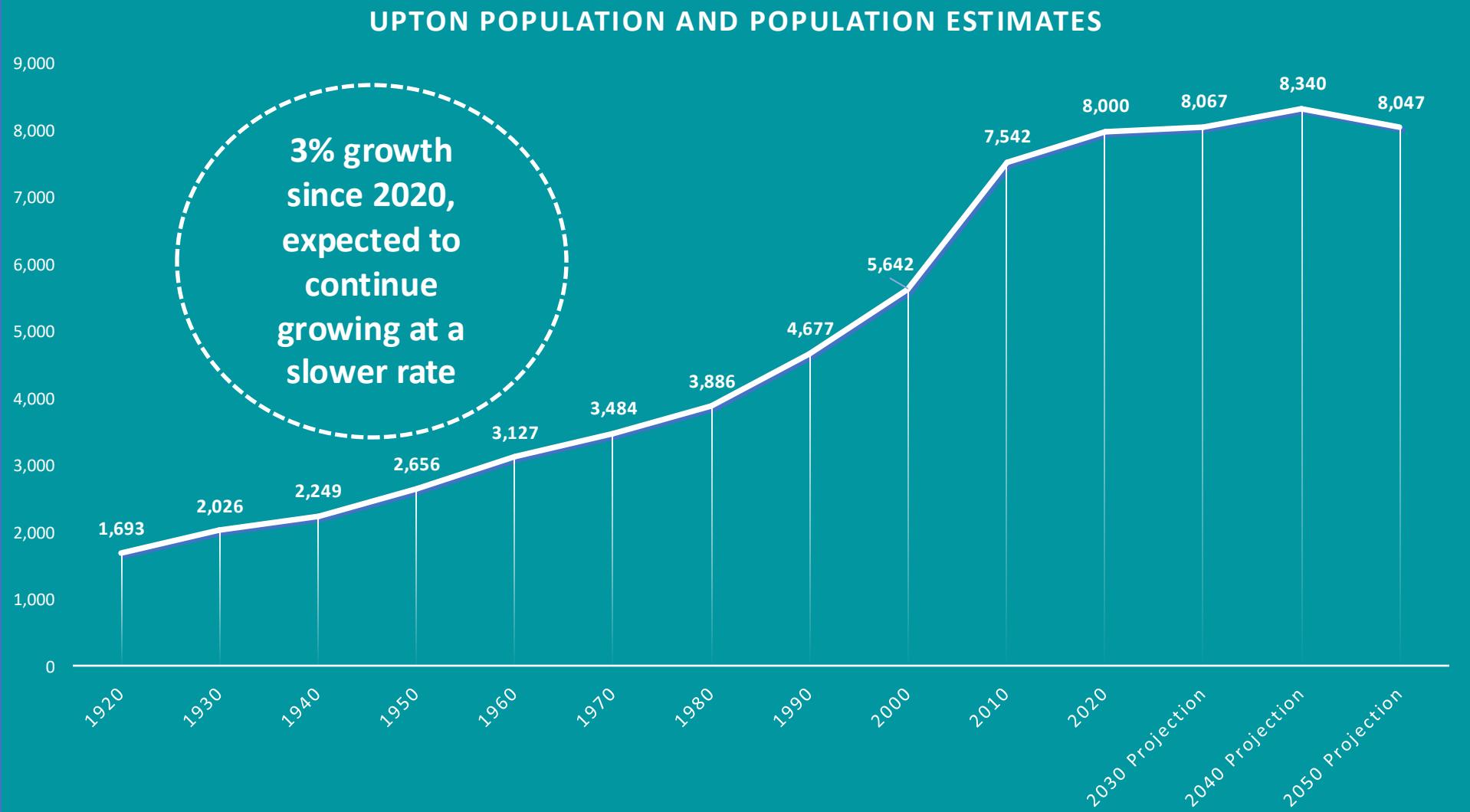
Crash Locations 2019-2024

- Single Vehicle - No Injury (33)
- Single Vehicle - Minor Injury (6)
- Multiple Vehicles - No Injury (82)
- Multiple Vehicles- Minor Injury (23)
- Multiple Vehicles - Serious Injury (1)
- Cyclist - No Injury (1)
- Pedestrian - Minor Injury (2)
- Pedestrian-Serious Injury (1)
- Animal - No Injury (7)
- Unknown/Other (5)



People and Economy

Upton's Population



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

Census Population Change

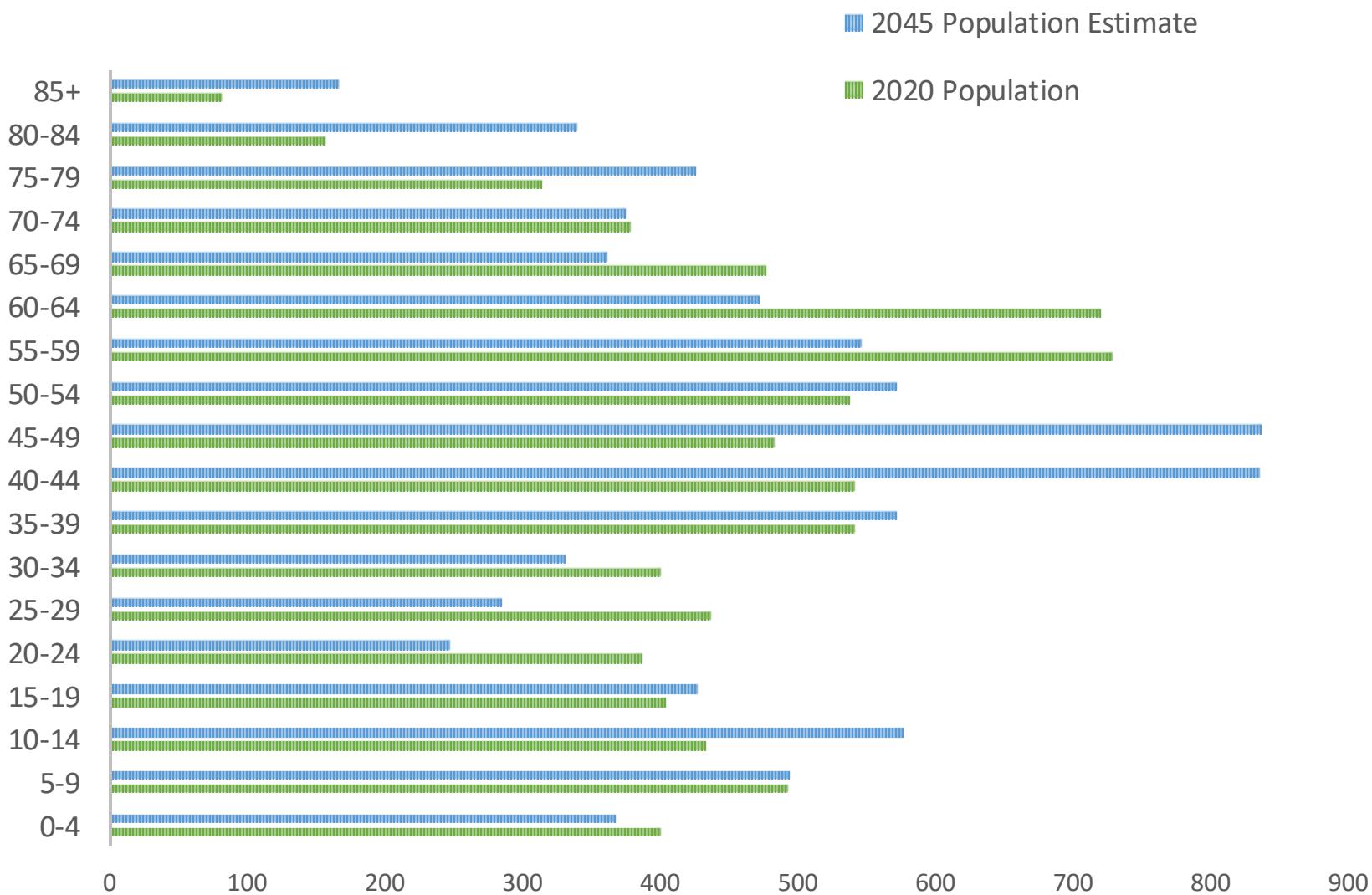


Source: Us Census (Decennial Census)

Source: US Census via CMRPC

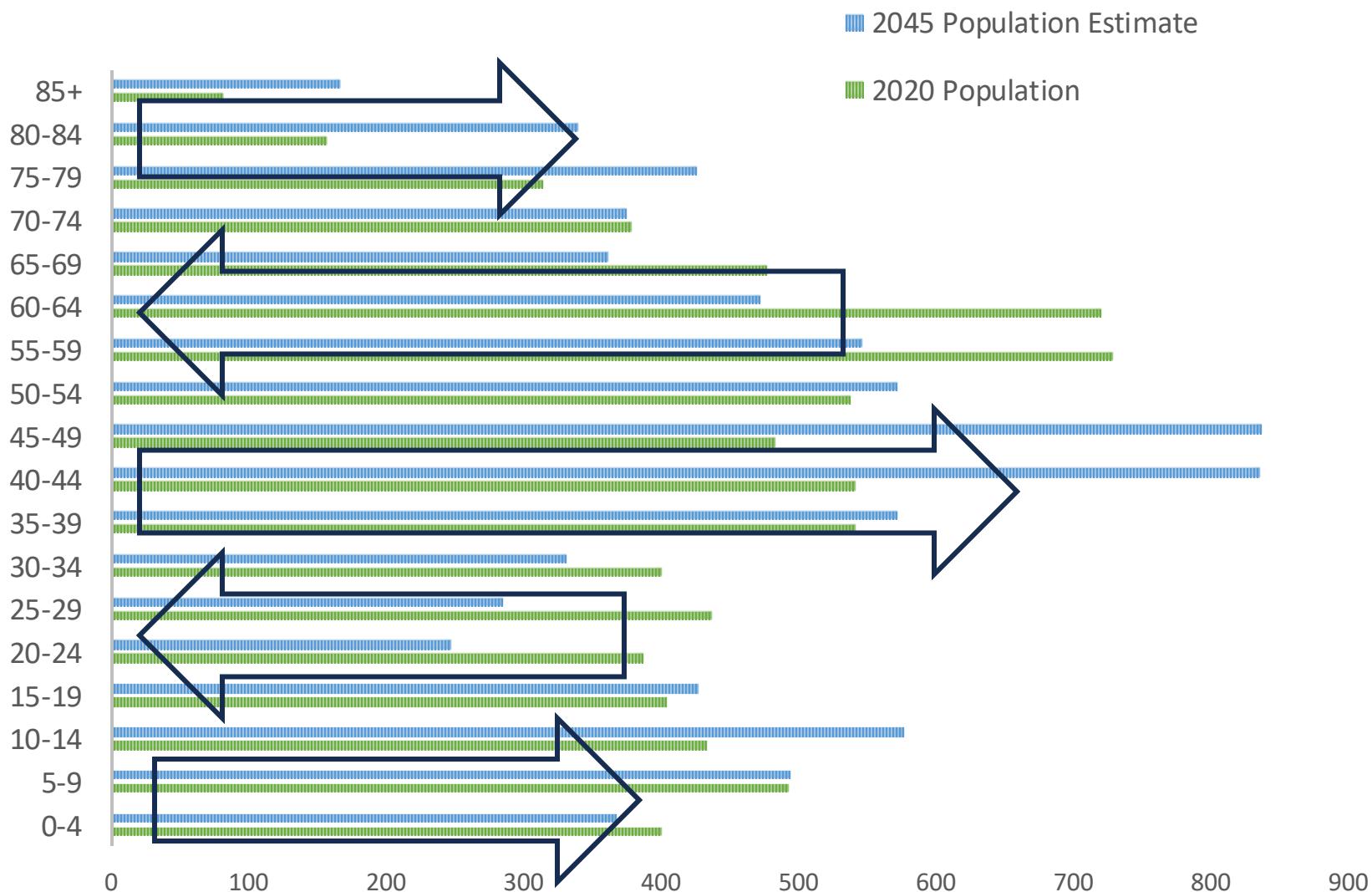
Upton's Population

UPTON POPULATION PROJECTIONS



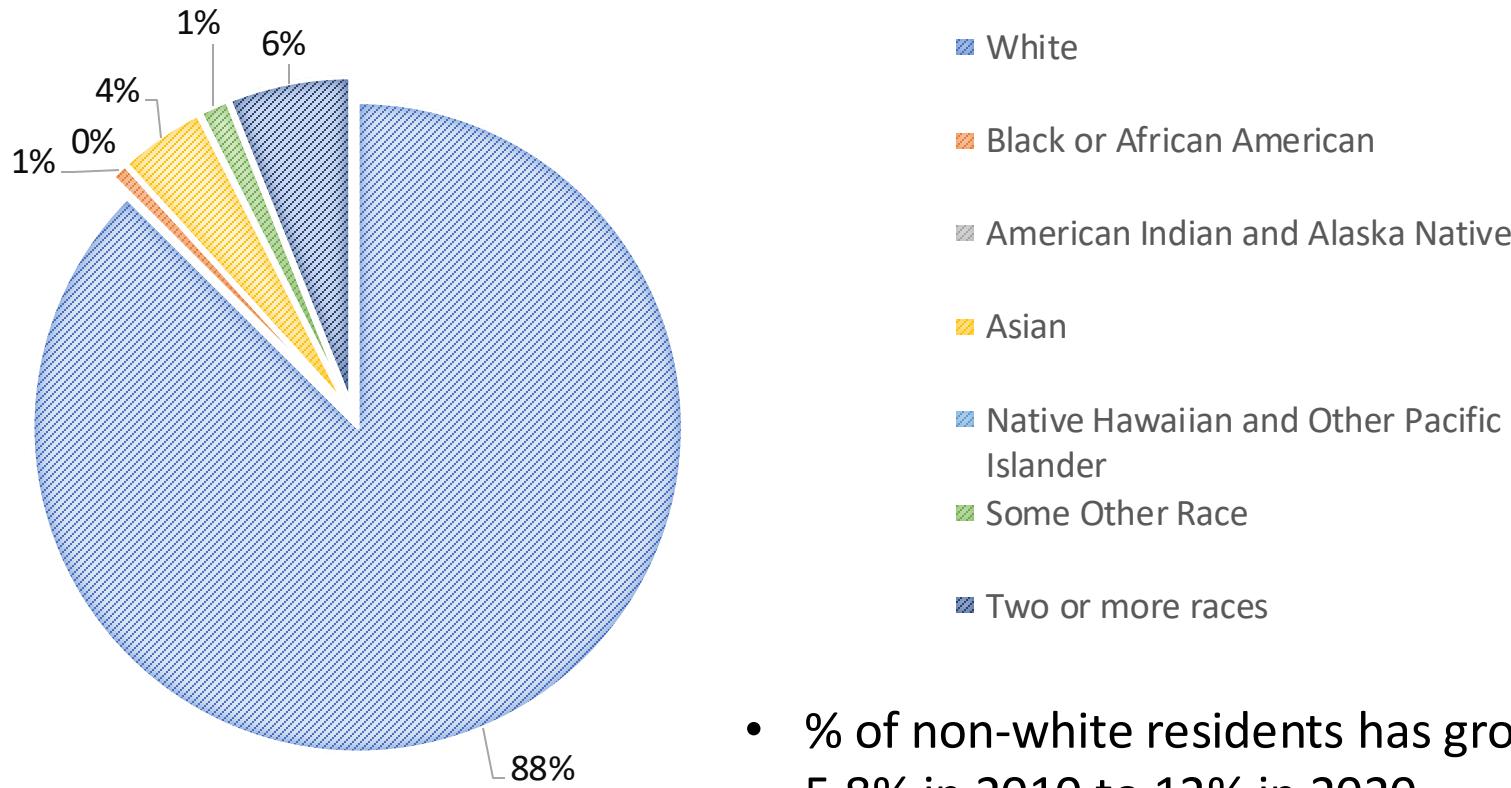
Upton's Population

UPTON POPULATION PROJECTIONS



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

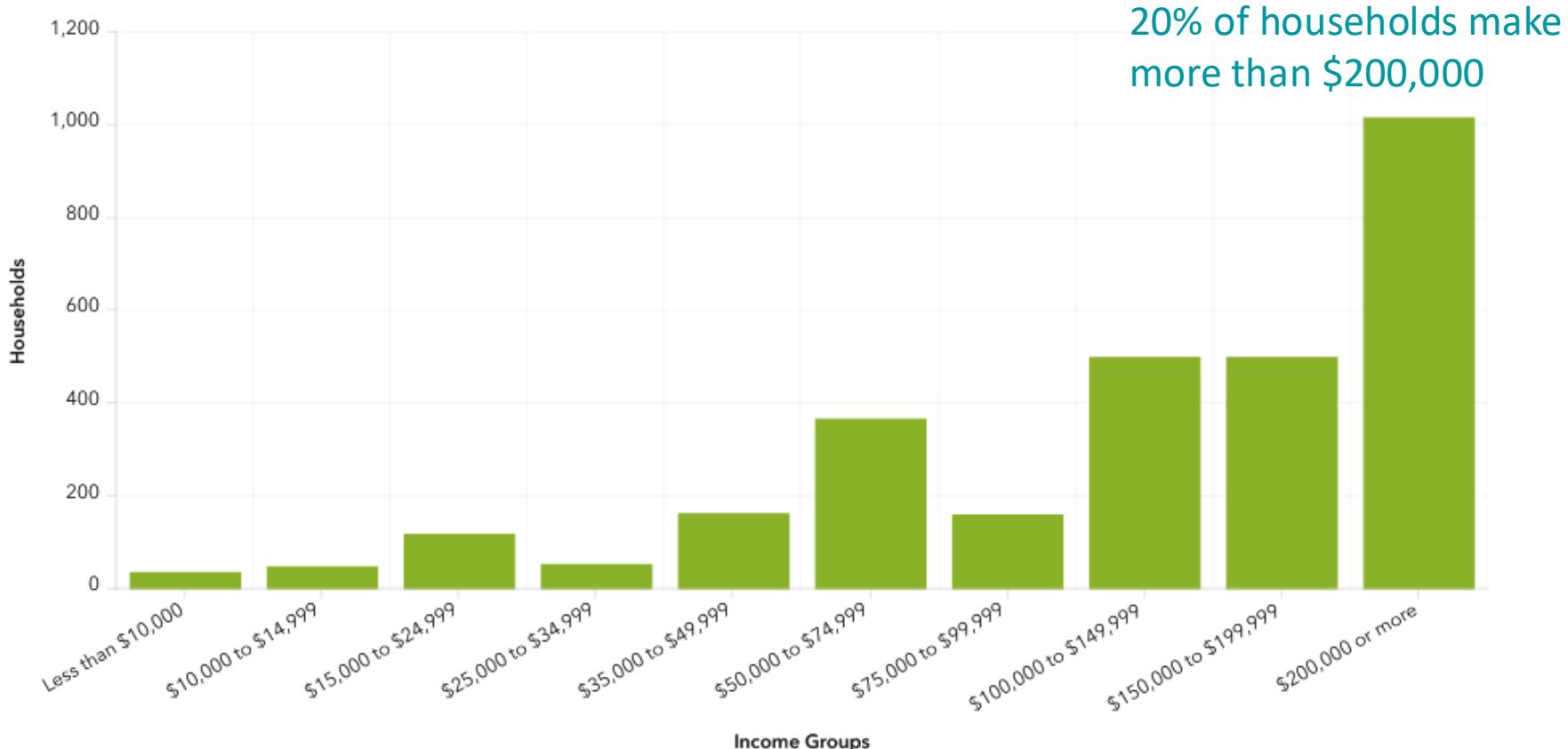
Income and Employment

\$155,952

Estimated Mean Household Income

Worcester County: \$94,099

Massachusetts: \$99,858



Income and Employment

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:

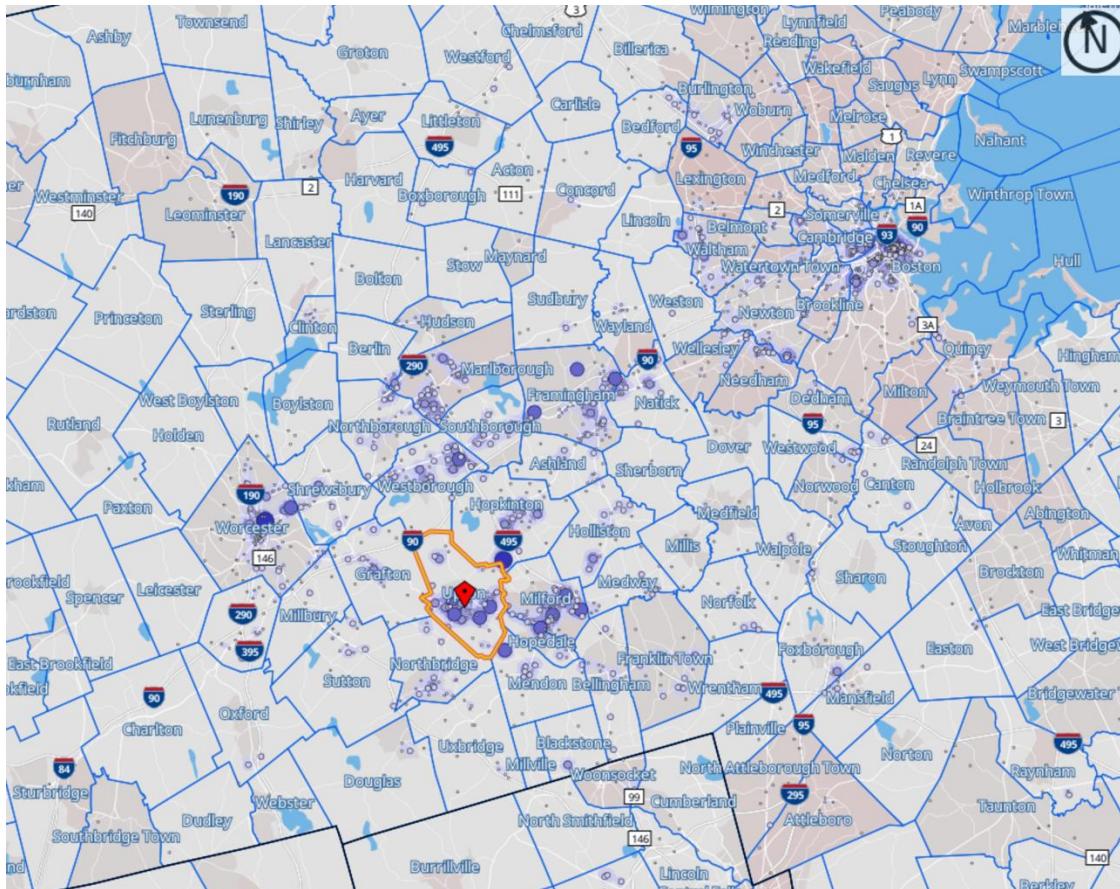
- Education and Health Services (451)
- Construction (172)
- Trade, Transportation and Utilities (161)

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

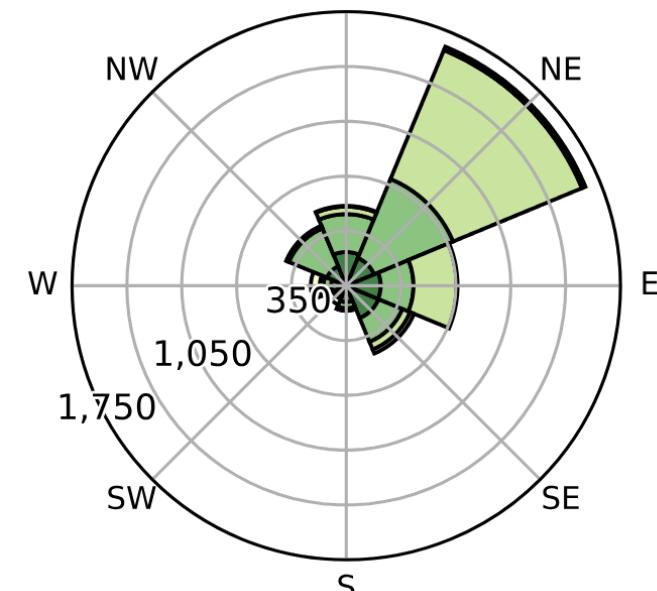


2022	
Count	Share
4,272	100.0%
1,268	29.7%
1,521	35.6%
1,314	30.8%
169	4.0%

Total All Jobs

- Less than 10 miles
- 10 to 24 miles
- 25 to 50 miles
- Greater than 50 miles

Job Counts by Distance/Direction in 2022
All Workers
N



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

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

40 Main Street, Suite 101

Florence, MA 01062

www.dodsonflinker.com

Peter: 413-628-4496 x 103

peter@dodsonflinker.com

Dillon: 413-628-4496 x 102

dillon@dodsonflinker.com

Shaine: 413-628-4496 x 101

shaine@dodsonflinker.com