

EASTHAMPTON MASTER PLAN The Breakdown of Strategic/Master Planning

VISION STATEMENT: Defines and provides directions of where the community wants to be in the future. It reflects the optimistic view of the community's future. It sets the stage for identifying goals and reaching them.

[The Vision Statement for the Easthampton Master Plan will be developed by the Executive Committee members, with assistance from the consultants].

GOAL: Goals are general statements about what you want to achieve, and should be integrated with the vision statement. A long-term goal is an achievement set to be reached over a long period of time, usually measured in years. Goals should be focused on important elements of your Master Plan chapter (data, public comment). Be careful not to set too many goals, or you may run the risk of losing focus. Design the goals so they do not contradict or interfere with each other.

STRATEGIES: Strategies are specific statements, a series of actions or activities, about how you will achieve your goal.

ACTION STEPS: How you will accomplish the strategy. You should describe for each strategy:

- Type (Regulatory vs. Non Regulatory)
- Level of Priority (1 = very important, 2 = important, 3 = relatively less important)
- Who is responsible for that specific strategy
- Target date for completion
- Resources (staff and money) needed

EXAMPLE: (From Portsmouth, NH Master Plan)

Vision Statement: Portsmouth should be a livable, walkable city that preserves its history, lives in balance with its natural resources, protects its waterfront and views, provides a good climate for entrepreneurial opportunity, acts on its belief in socio-economic diversity through affordable housing and connects neighborhoods through multiple and innovative modes of transportation. Portsmouth should consciously support its local arts and culture and take steps to build community through citywide events, enhanced and beautified common living and recreating spaces and neighborhood connectedness. In these ways Portsmouth will remain the most historic and most passionate city in New Hampshire.

EXAMPLE: (From Hatfield's Master Plan, 2000)

GOAL #1: PROTECT HATFIELD'S RURAL LANDSCAPE

Strategy #1. Adopt provisions of the Massachusetts Community Preservation Act and establish a Hatfield Community Preservation Fund to acquire or protect land in environmentally sensitive areas.

The town should leverage its position in state and federal purchasing programs by establishing a local land acquisition fund (Community Preservation Fund). This fund can be used to match or "challenge" public and private dollars and increase the amount of purchasing power available to the community for these land acquisitions. Two types of acquisition should be pursued: both the fee-simple purchase of land and the purchase (or donation) of development rights.

Action Steps #1:

Type: Non Regulatory

Importance: 1+ (1 = very important, 2 = important, 3 = relatively less important)

Who: Master Plan Implementation Committee

When: NOW! Phase 3 = February 1, 2001 to July 31, 2002, with a goal of presentation to town meeting in May 2001

Resources: Volunteer time. Additional funds may be needed for marketing.

Strategy #2: Adopt Transfer of Development Rights Bylaw

The town should identify priority areas for open space preservation and areas where higher density (residential or commercial) may be allowed in exchange for open space preservation in priority areas.

Action Step #2:

Type: Regulatory

Importance: 2 (1 = very important, 2 = important, 3 = relatively less important)

Who: Planning Board and Conservation Commission

When: Six to nine months. Completion by Annual Town Meeting, 2008

Resources: Volunteer time. Technical assistance from PVPC.