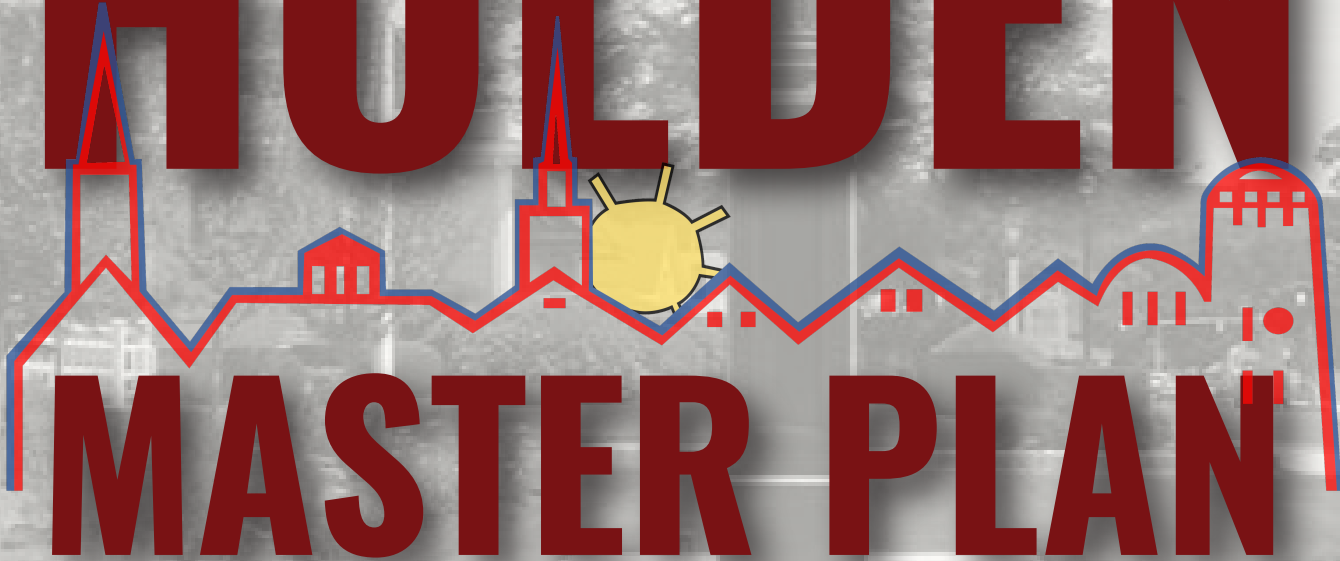


2019 UPDATE



HOLDEN



MASTER PLAN

CENTRAL MASSACHUSETTS
REGIONAL PLANNING COMMISSION

APPENDIXES

Appendix A: Community Outreach.....	4
KickOff Letter	6
Website	7
Facebook.....	8
Holden Days.....	9
Community Fact Sheets.....	10
Flyers and Mailers.....	19
Radio Show.....	20
Electronic Board.....	21
Visioning Day Event and Results.....	22
“Holden Bucks” at Tree Lighting and Winter Town Meeting.....	44
Local Media Coverage.....	45
Appendix B: Community Survey.....	46
Original Community Survey.....	48
Survey Results Booklet.....	80
Visioning Survey.....	364
Appendix C: Projections & Analysis.....	380
Buildout Analysis.....	382
Fiscal Impact Analysis.....	400
Density Analysis.....	414
ESRI Retail MarketPlace Profile.....	417
Central Thirteen Prioritization Project.....	423
Healthy Aging Community Profile.....	425
Pavement Inventory - Road Network Conditions 2017.....	426
Appendix D: Historic Cultural Inventory.....	446
Appendix E: 2008 Master Plan Benchmark Review.....	460
Appendix F: Maps.....	482
Appendix G: Housing References.....	526
Housing Production Plan.....	528
Municipal Affordable Housing Trust Guidebook.....	536
Workforce Housing Special Tax Assessment and Summary.....	574
“The CPA at Work in Small Towns”.....	578
“Accepting the Community Preservation Act”.....	588
Appendix H: Land Use References.....	594



Appendix A: Community Outreach

KickOff Letter

Website

Facebook

Holden Days

Community Survey Summary Sheets

Flyers and Mailers

Radio Show

Electronic Board

Visioning Day Event and Results

Visioning Day Fact Sheets

“Holden Bucks” at Tree Lighting and Winter Town Meeting

Local Media Coverage



HOLDEN MASTER PLAN KICKOFF LETTER

FOR IMMEDIATE RELEASE

To: Landmark Editor

From: Town of Holden, Master Plan Steering Committee

Contact: Elizabeth Wood, CMRPC (307) 751-0296

Holden Master Plan Kicks Off with Community Survey

HOLDEN- Want a role in shaping Holden's future? Feel inspired to make a change in town--or maybe you hope to preserve the town's current character? Your opportunity is here. On Monday, June 18th, the Holden Master Plan Committee is kicking off efforts to update the 2008 Master Plan with a Community Survey, to be announced at the Board of Selectman's Meeting, 6:30pm at, the Holden Senior Center (Council on Aging), 1130 Main Street, Holden. The Town of Holden is working together with the Central Massachusetts Regional Planning Commission (CMRPC) for the update and your input is requested.

The Community Survey period will be open from June 18th-July 18th and all Holden residents, business owners, students, and those employed and working in the town are encouraged to participate. The purpose of the survey is to gain public input for the 2008 Master Plan update, anticipated to be published in 2019. Starting June 18th, hard copies of the survey will be available for pick-up at Town Hall, The Senior Center, The Light Department, and Gale Public library. An online version of the survey will be published in the Landmark, and added to the Master Plan website and Facebook pages.

What is a Master Plan? It is a statement of a community's intent about what it wants for its future and a statement of intent to carry out the plan by those with responsibility for doing so. This Plan will describe where, how, and at what pace Holden wants to develop physically, economically, and socially. This guiding document is a roadmap to the future of Holden, and your public input is the foundation of the plan. The 2008 plan has served Holden for roughly 10 years and it is nearing the end of its effective lifespan. The 2019 plan will aim to pick-up where the 2008 plan leaves off and produce an updated outlook on what town residents want for their community.

In addition to the survey, the collaborative effort between the Town of Holden and CMRPC, to update the 2008 Master Plan, will include: collecting up-to-date data on the town, meeting with community leaders, and hosting multiple public events for gathering community input. As the Town of Holden continues to evolve, this is a critical opportunity for its citizens to make their voices heard and establish a vision for the town's future. Your participation in the survey and other community events will help guide the formation of Town goals and the creation of a framework for future decision-making in Holden. To stay informed, and to learn about future community events, check out the Holden Master Plan website, www.holdenmasterplan.com, or The Holden Master Plan Face Book Page. Help broaden the outreach by sharing the information with family, friends, colleagues, neighbors, and other Holden residents or business owners. This is your chance to make a difference in the future of the Holden community!

HOLDEN MASTER PLAN WEBSITE

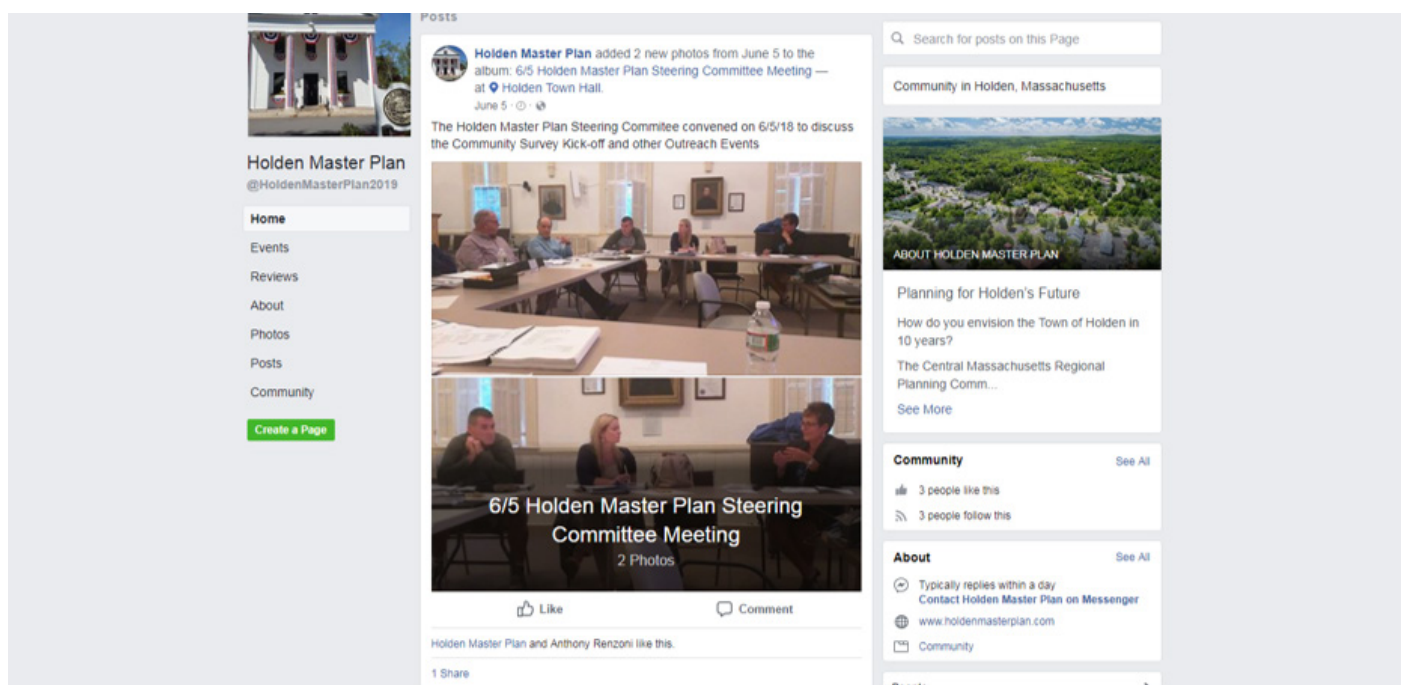
The Holden Master Plan website utilized online tools to engage and update the public on ways resident could participate as well as the ongoing progress of the Steering Committee.

The website posted public event reminders, research, results, photos and more.



“HOLDEN TOMORROW” FACEBOOK PAGE

The *Holden Tomorrow* Facebook page took advantage of Holden residents' social media presence to boost awareness of the process as a whole. The Facebook page also made sure to share events across different groups, from the Town of Holden Page to various local interest groups in order to mobilize a broad variety of stakeholders.



HOLDEN DAYS

Holden Days is the town's biggest annual summer celebration. The Master Plan came to present the results of the community survey at this year's event on August 25th. Members of the Steering Committee, CMRPC's Executive Director, and CMRPC staff were available to answer questions and encourage further participation. The following pages include the summarized survey results posters created for this event.



COMMUNITY SURVEY SUMMARY

HOLDEN TODAY

Holden Community Survey Results

HOLDEN'S GREATEST ASSET

1. Schools
2. Location
3. Reality of Small Town

HOLDEN'S GREATEST NEED

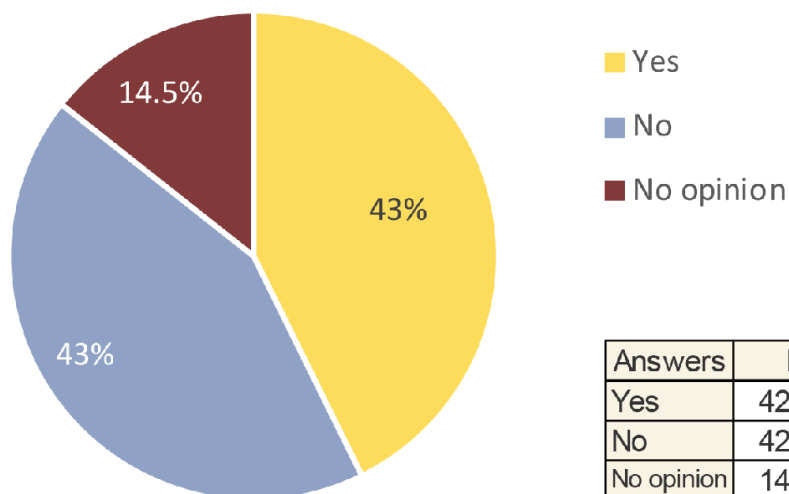
1. Growth Management
2. Road/Traffic/Sidewalks
3. Schools



HOUSING

Holden Community Survey Results

IS HOUSING AFFORDABILITY AN ISSUE FOR YOU OR ANYONE YOU KNOW WHO LIVES IN HOLDEN?



WHAT HOUSING TYPES ARE KEY TO HOLDEN'S FUTURE OVER THE NEXT 10-20 YEARS?

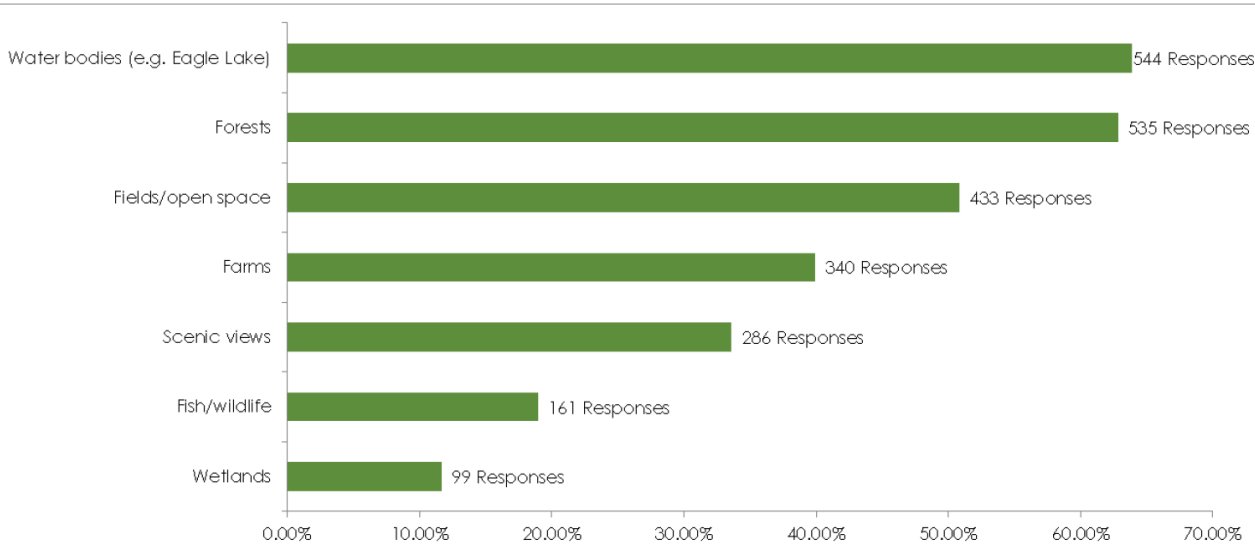
1. Medium-sized Single Family House
2. Housing for Elderly
3. Small Market-rate Homes Geared Towards Seniors



NATURAL RESOURCES

Holden Community Survey Results

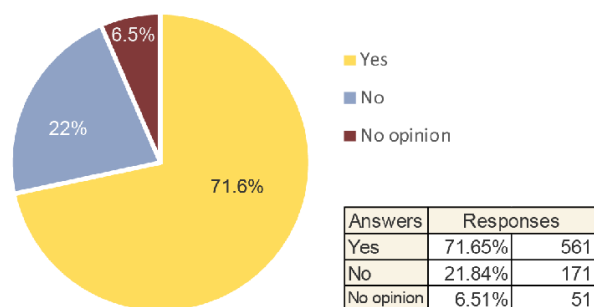
HOLDEN’S MOST VALUED NATURAL FEATURES



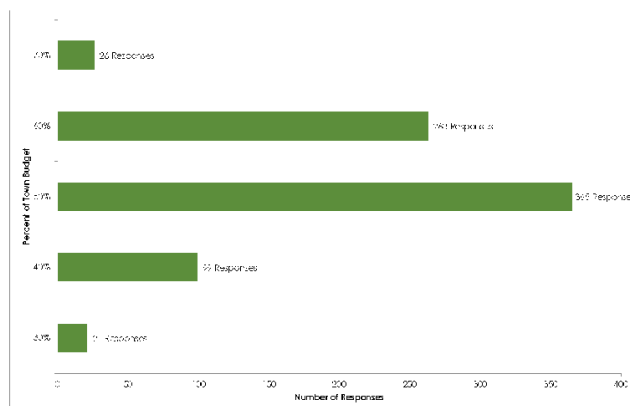
SCHOOLS

Holden Community Survey Results

DID THE QUALITY OF THE WACHUSETT REGIONAL SCHOOL DISTRICT FACTOR INTO YOUR DECISION TO LIVE IN HOLDEN?



WHAT PERCENTAGE OF THE TOWN BUDGET SHOULD BE ALLOCATED TO EDUCATION?



OPEN SPACE & RECREATION

Holden Community Survey Results

WHAT FUTURE DO YOU WANT FOR EAGLE LAKE?

“Buy the dam at Eagle Lake, the town already owns the beach and the water. The 2 month pool is a waste of taxes”

“Eagle Lake used to be cleared for skating.

“A healthy Eagle Lake”

“Save Eagle Lake!”

“Replace the playground equipment at Eagle Lake that the rec department removed without town permission”

“Clean lake swimming, the way Eagle Lake Used to be”

“Bring Eagle Lake Back!”

“Water activities/Beachfront. None of our ponds in Holden have a sandy beach front that could accommodate summer water/beach fun. We only have overgrown ponds for fishing or small boating. Eagle Lake is an asset that should be saved, used, maintained etc.”



Holden Tomorrow
planning our future together

FOR MORE INFORMATION: www.holdenmasterplan.com Town of Holden Master Plan Committee

ECONOMIC DEVELOPMENT

Holden Community Survey Results

TOP 3 DESIRED BUSINESS TYPES

1. Small retail shops, boutiques, art galleries
2. Agriculture-based business and services
3. Clean Energy (commercial solar)

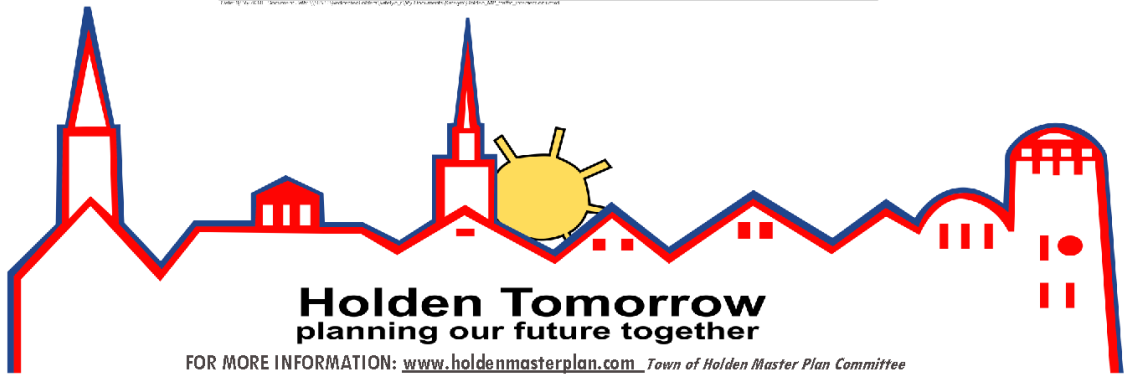
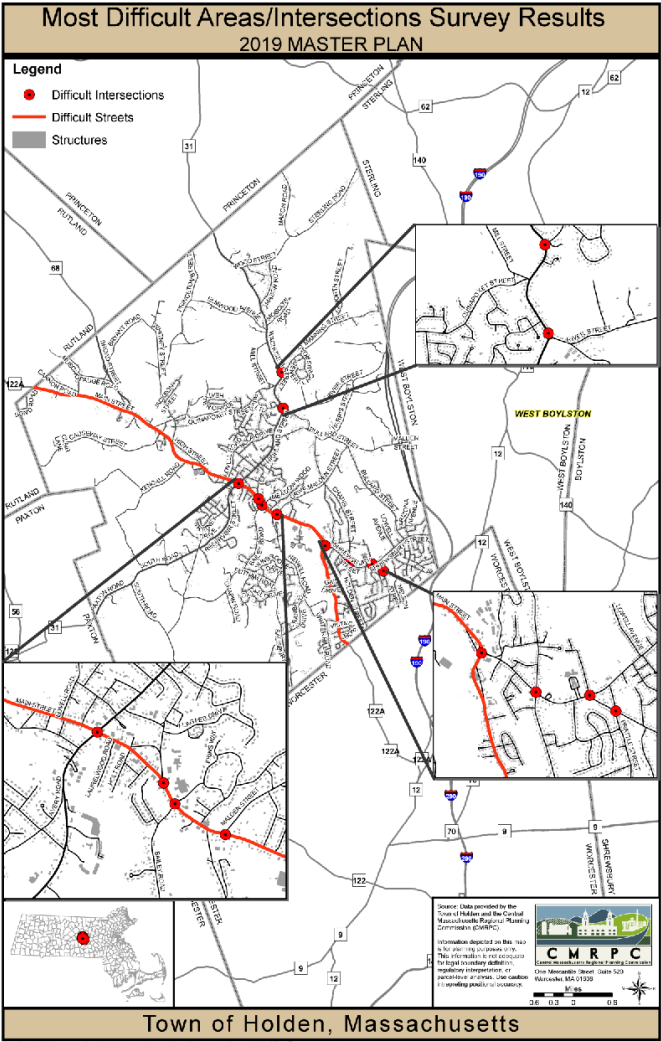
MOST UNDESIRED BUSINESS TYPES

1. Shopping malls, big box retail, outlet shopping
2. Hotels, motels, resorts
3. Rental housing



TRANSPORTATION

Holden Community Survey Results



Holden Tomorrow
planning our future together

FOR MORE INFORMATION: www.holdenmasterplan.com Town of Holden Master Plan Committee

MUNICIPAL FACILITIES & SERVICES

Holden Community Survey Results

FACILITY % USERS SATISFIED

Gale Library	99
Davis Hill Elementary School	99
Mayo Elementary	94
Dawson Elementary	95
Mountview Middle School	91
Wachusett Regional High School	89
Recreational facilities	87
Parks and open spaces	87
Town Hall	91
Town website	90
Town events	92
Online bill pay	90
Senior center	95



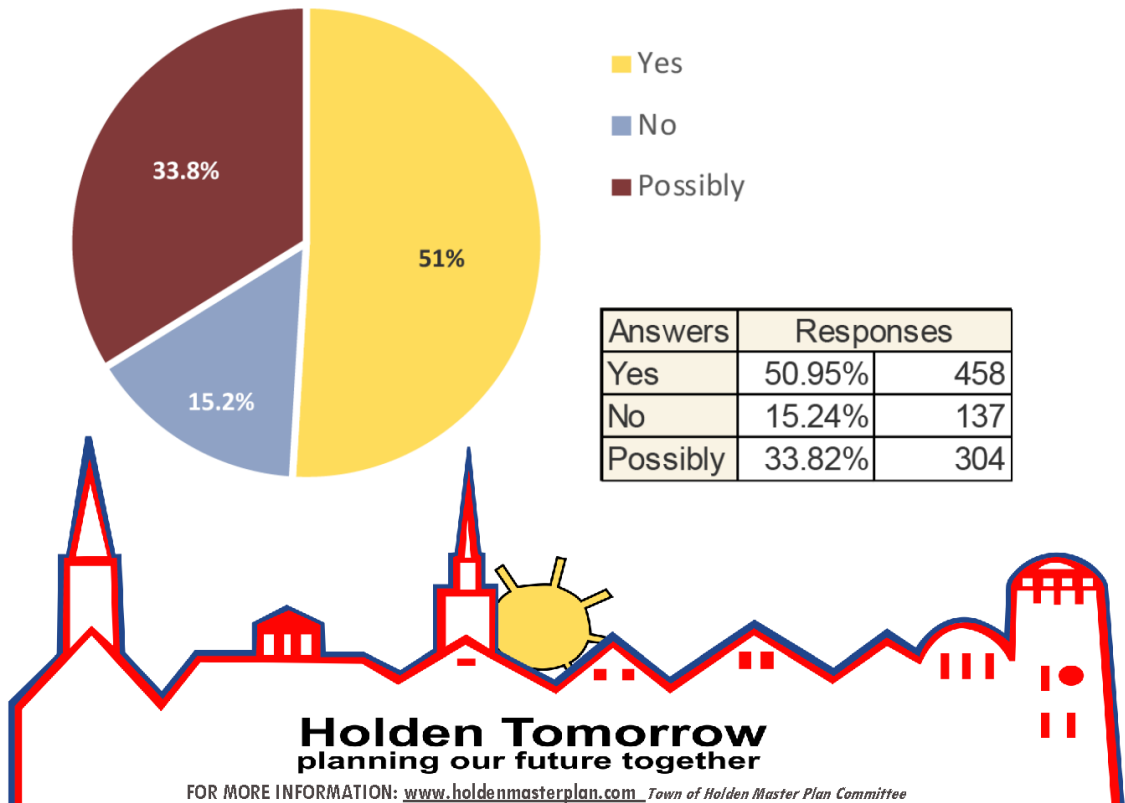
LAND USE

Holden Community Survey Results

TOP 3 PREFERRED TYPES OF DEVELOPEMENT

- 1. Restaurants
- 2. Small Scale Home Business
- 3. Energy Generation

DO YOU THINK THE TOWN SHOULD CHANGE ITS BYLAWS TO RESTRICT FUTURE RESIDENTIAL GROWTH?



FLYERS AND MAILERS

Collaboration with Holden's Municipal Light Department afforded the Master Plan the unique ability to send mailers to every residential address in Holden. Key events were advertised by placing reminders inside the light bill envelope, ensuring that every household received word of the planning process.

Flyers were also posted on bulletin boards, passed out at events, and included in local publications.

HELP HOLDEN BE AN EVEN BETTER PLACE TO LIVE



The Town of Holden's Master Plan Committee is conducting a survey to help with the updating of the town's Master Plan. Hard copies of the survey are available for **pick up & drop off** at the Town Hall, Gale Free Library, Senior Center and Light Department or you can take the survey on-line at <https://www.surveymonkey.com/r/Holden-Master-Plan>. The survey will close on July 18. To learn more about the master plan go to www.HoldenMasterPlan.com. Some of the subjects covered in the survey: Land Use; Population & Housing; Economic Development; Open Space & Recreation; Transportation & Circulation; Town Services & Facilities and Open Space & Recreation.

Holden Master Plan: Looking Forward

What Holden Do You Want To Live In 10 Years? 20 Years? 50 Years from Now?

Our town and our lives are constantly evolving. Holden is never the same town year to year just as its residents grow and change as time passes. The population has increased by over 1,402 since 2008, and today the town has approximately 19,000 residents. Holden is growing. What kind of town do you want to live in 10 years? 20 years? 50 years from now? What elements do you hope to still see in the future? What characteristics would you like to see improved or added?

This Visioning Survey is a Holden Master Plan 2019 Outreach activity conducted by the Master Plan Steering Committee.

Take the survey online:
www.HoldenMasterPlan.com

*Do you have kids in the Wachusett Regional School District?
Do you love the character of Holden?
Do you worry about the future of Eagle Lake?*

Holden Tomorrow
planning our future together

Come to the Master Plan Visioning Event
to help guide future decisions of the town!
Free child watch and pizza available!

Holden Master Plan Visioning Saturday
22 September, 2018
3 to 5 p.m.
Wachusett Regional High School
1401 Main St, Holden, MA 01520

Open June 18 to July 18

Holden Tomorrow
planning our future together

MASTER PLAN SURVEY

AVAILABLE NOW

Hard copies also available for pick-up & drop-off at these locations:

- Town Hall
- Gale Public Library
- Senior Center
- Municipal Light Department

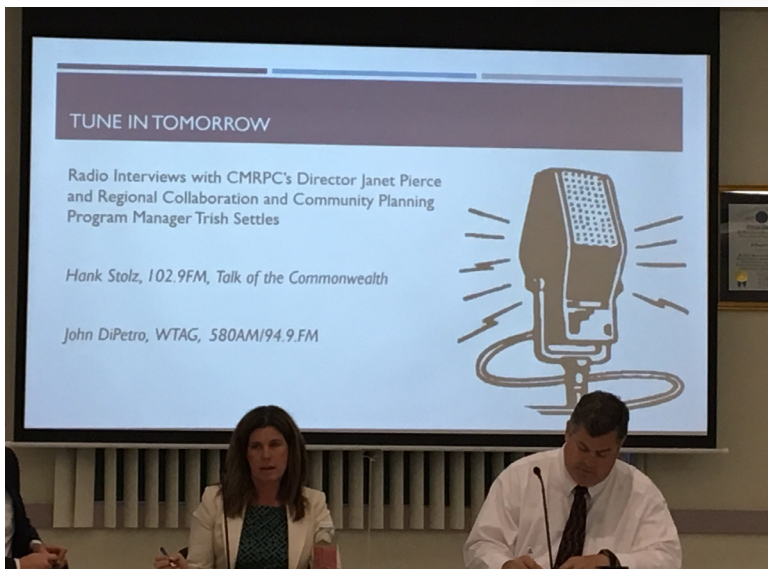
Take the survey online:
<https://www.surveymonkey.com/r/Holden-Master-Plan>

Learn More at www.HoldenMasterPlan.com

RADIO SHOW

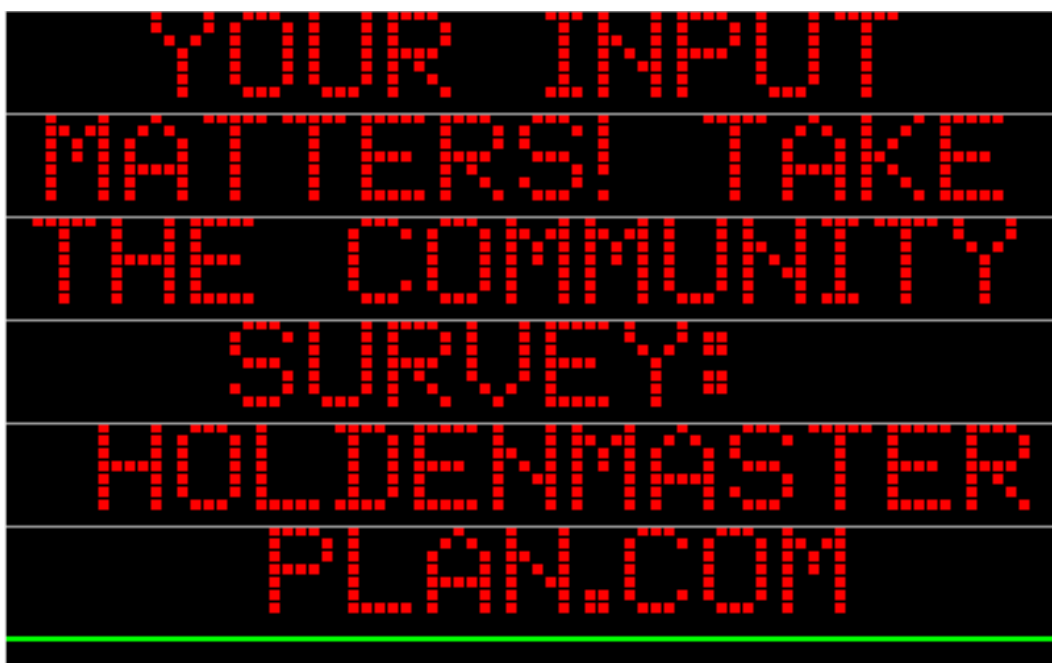
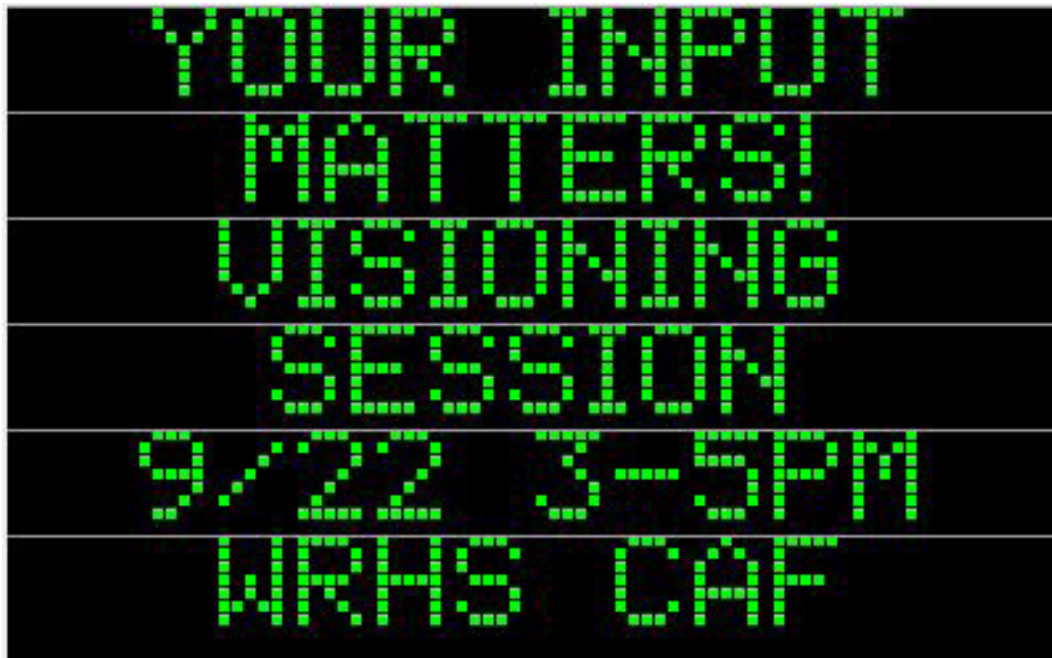
While brainstorming creative outreach methods, the Steering Committee organized radio interviews on two different channels.

Town Manager Peter Lukes, Selectman Anthony Renzoni, Town Planner Pam Harding, CMRPC Executive Director Janet Pierce, Regional Collaboration and Community Planning Manager Trish Settles spoke on Talk of the Commonwealth and WTAG about what a Master Plan is, why Holden is writing one, and how residents should get involved.



ELECTRONIC SIGN BOARD

The Steering Committee took advantage of Holden's electronic signboards to announce key public events. The signboard is posted at the intersection of Main Street and Shrewsbury Street and receives lots of daily traffic.

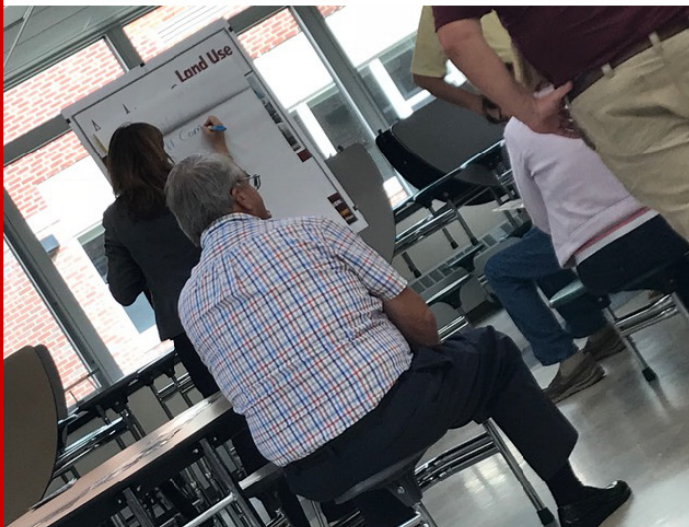


VISIONING DAY EVENT & RESULTS



VISIONING DAY

Saturday Sept. 22, 2018
Wachusett Regional High School



Thanks to Everyone Who Participated!

Andrew Schiller • Susan Ehman • Sharon Foust • David F. Mills Jr. • Jane Dye • Charlene Griffin • Ken Mills • John Vining • Patty Walton • Graham Merk • Kathy Merk • Stephanie Adams • Cynthia Spellane • AnnMarie Mruzek • Bob Dyer • Gerry Kersus • Kathy Gersus • Sarah Edmonstone • Kimball Gross • Dan Marinone • Loraine Marinone • Joseph Hournoy • Charles Canias • Craig Smith • Cindy Smith • Steven D'Aquila • Maleah Gustatske • Grade Blydenburgh • Holly Nylander • Kathleen Jacobi

A Special Thanks to:
The Master Plan Steering Committee
Town Manager's Office
Wachusett Regional High School for hosting
Abby Flournoy for childcare and photography



HOLDEN MASTER PLAN 2019

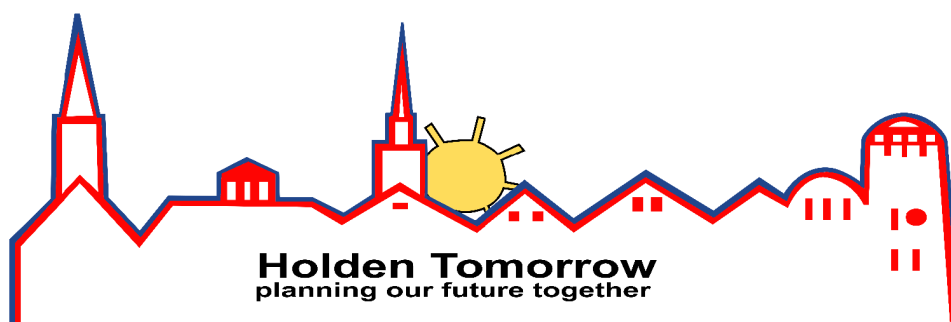


Visioning Day for the 2019 Holden Master Plan was a success! Participants were invited to participate in a charrette during which they were divided into groups. Each group was seated at a round table and presented with a topic pertaining to a designated Master Plan Chapter. Topics included: Land Use, Transportation and Circulation, Cultural and Natural Resources, Public Facilities, Housing and Population, Economic Development, Town Services and Facilities, and Open Space and Recreation.

At each table, for each group, there was a facts poster which included information about the town relative to the topic at hand. Each group of participants was asked to read over the facts poster and then brainstorm for 5 minutes about the "assets" for Holden relative to the topic and 5 minutes about the "challenges" relative to the topic. Responses from individuals were written down on easel boards.

After this exercise was completed, the groups rotated to a different table, where they were confronted with a different facts poster and they repeated the brainstorming exercise. Groups were rotated among the different topics a total of four times. At the conclusion of the rotations, each participant was given a total of 8 green sticky dots. Participants were asked to circulate among the responses written on the easel boards and to vote on responses that they felt were the top "assets". Participants were then given 8 red sticky dots and told to vote on the responses that they felt were the top "challenges."

Following the exercise responses were documented and tallied. The results are provided in this report.



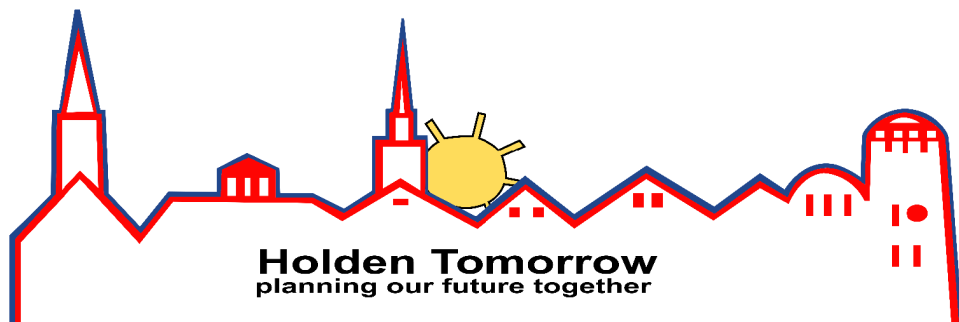
Topic: Land Use

Assets	Score
Main St. Commercial/Historic Small Town Feel	10
Protect Open Space	10
Small Businesses	5
Existing Farmland	4
Industrial Area	2
Passive Recreation (Hiking)	2
Centralized Residential	2
Recreational Areas	1
Like Small Town Residential Feel	

Total Votes 36

Challenges	Score
Need More Industrial Land Uses	9
Too Much Residential Land Uses	8
Need More Diverse Housing Options (ex: Accessory Apts.)	7
Smaller Commercial Uses	6
Small Commercial - Younger Adult Land Uses (Cafes, Shops)	2

Total Votes 32



Topic: Economic Development

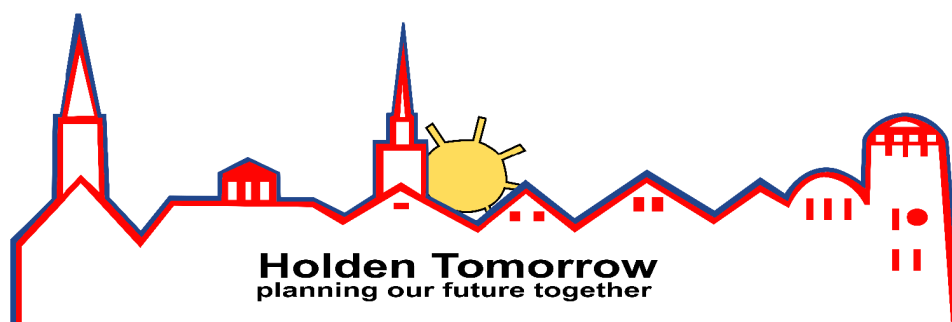
Assets	Score
Good School System	7
New Small Businesses (Meola's, Seven Saws)	6
Town Character/Village Center	6
Industrial Park	4
Stability In Tax Rate (Single Tax Rate)	4
Good Town Services	3
Our Population	1
Well-kept Properties	1
Balance Of Agriculture	1
Underground Utilities	1
Open Space	1
Sign Bylaws	
Safe Community (MSP)	

Total Votes 35

Challenges	Score
Empty Properties/Lots	10
Over-Developing	9
Traffic	8
Lack Of Commercial Tax Base	3
More Diverse Business (i.e. Walgreens/Rite Aid)	3
Market To Industrial Businesses In Industrial Park	3
Shared Solar Accessibility (Panels In Industrial Park)	2
Highway Access	1
Offset Residential Growth	
Attract/Market Businesses	
Parking In Commercial Zones	
Public Transit (Elderly, Weekends, Nights)	

Total Votes 39

Visioning Days Charette Results



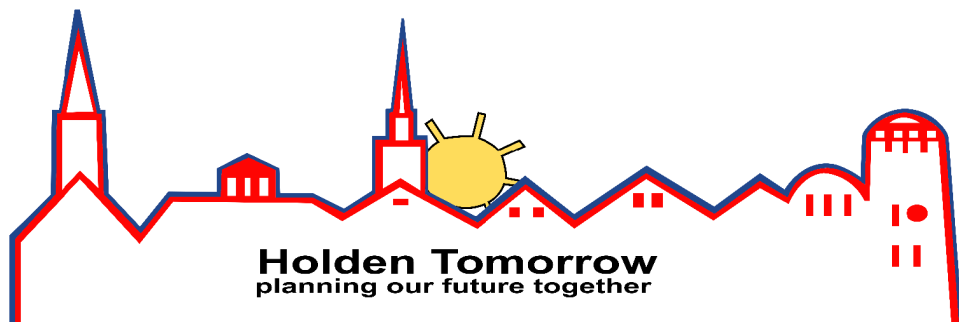
Topic: Housing

Assets	Score
Jefferson Mill Converted To Housing (Potential For Tax Income, Without Adding Children To Schools)	9
People Want To Live Here & Attend Our Schools	7
Safety	5
Beautiful Neighborhoods	3
Re-Utilization Of Town Property	2
Involved Populace	1
Fair Zoning	
Housing Prices Going Up (Asset For Those Living Here)	
Parity With Neighborhoods	

Total Votes 27

Challenges	Score
Too Many Large Houses (Over-crowding Schools)	12
Traffic	9
No Easy Connections To Interstate	8
Schools Are Too Small For Population Growth	2
Town Services Are Stretched	2
Funding To Allow Town To Acquire Open Space	2
Need Connector Roads	2
Huge Education Issue As To Cost Of Single Family Housing	1
Need More Starter And Aging-in-Place Homes	1
More Senior Housing (New & Cool)	1
Affordable Rentals	1
Population Diversity	1
Rolling Cap For Housing Not Working	
Lack Of Diversity	
Encourage Light Industrial Areas	
More Professional/Health Services	
Equation Of Housing To School Growth Not Equal	
Master Plan For Housing Growth	

Total Votes 42



Topic: Open Space and Recreation

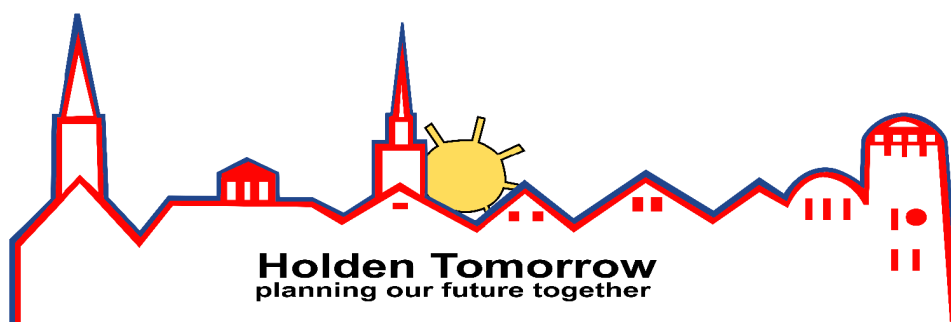
Assets	Score
Eagle Lake	18
Pool	7
Agricultural Land and Agricultural Committee	7
Rec Fields	3
Rail Trail	3
Trout Brook	
Hiking Trail - White Oak Aud.	
Unionville Pond	
Chaffins Pond	

Total Votes 38

Challenges	Score
Save Eagle Lake (Dam)	12
Unknown Access To Public Space	4
Indoor Facilities	4
Maps	3
Development – May Need To Protect Open Space	3
Rec. Field Quantity/Crowding	1
Handicap Access Playground	1
Dog Walking Areas/Parks	
Davis Hill Rec. Fields Flooding	

Total Votes 28

Visioning Days Charette Results



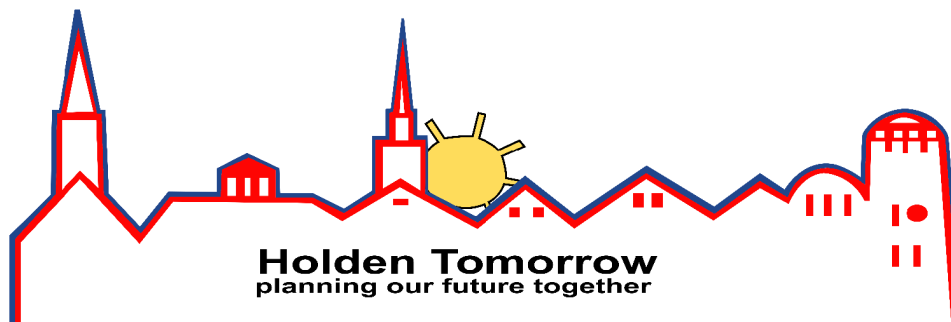
Topic: Natural/Cultural Resources

Assets	Score
Eagle Lake	17
Library	11
Rail Trail	3
Farms/Ag Lands	4
Red Barn	3
Undeveloped Land	2
Community Events	2
Trout Brook	1
Jefferson Mill (Potential)	1
Historic District	1
Bandstand	1
Holden Woods	1
Cluster Open Space	
Cemetery	
Grange	
Hendrick's	
Holden Hills	
Dawson Rec.	
Town Hall	
Reservoirs	
Sledding At Holden Hills	
Community Gardens	

Total Votes 47

Challenges	Score
Protect Eagle Lake, Quality And Use, ADA Accessibility	19
Holistic Communication Of Assets	5
Invasive Species Of Weeds	4
Upkeep Of Dawson Rec.	3
Ownership Of Eagle Lake Dam	3
Dog Park	2
Upkeep Of Historic Buildings	2
Swimming At Eagle Lake	2
Multi-Use, Multigenerational Rec .Uses (Maybe At New DPW Site)	1
Access To Reservoirs	1
Expand Use Of Tennis → Pickleball	1
More Publicity Of Resources	
Maintain Town Garden	
Central - Park (Rec. Walking Playground)	
Access To Historical Buildings	

Total Votes 43



Topic: Facilities & Services

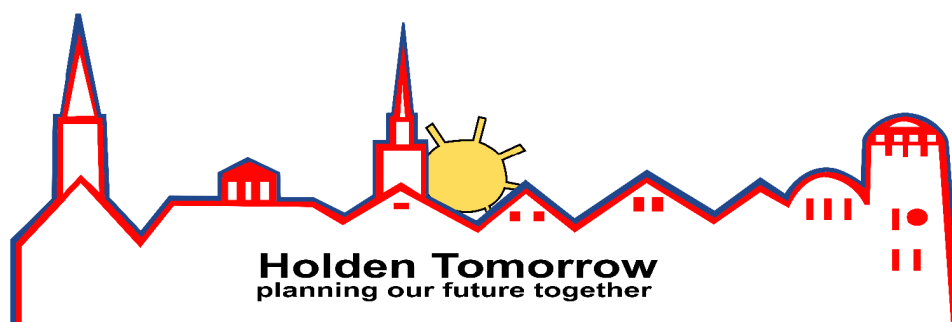
Assets	Score
Schools	15
Eagle Lake	11
Light Department (Consistent, Reliable, Affordable, Good In Storms)	6
Gale Library	5
Wachusett Regional Recycling Center	4
Emergency Services (Esp. Ambulances)	6
Good Snow Removal	2
Senior Center Facility & Programs	2
Rail Trail	2
Water & Sewer	1
Sidewalk Quantity	1
Recreation Department Diversity Of Service	1
Trash & Recycling	
Senior Center	
Public Safety Dispatcher's "Are You Ok" Daily Check In Call	
Retail Business District	

Total Votes 56

Challenges	Score
Traffic On Main St.	7
Improve Eagle Lake	7
Brownfield Area - ECC 18 Industrial Drive	6
Increase Green Energy, Retrofit Existing	6
More Cable Choices	8
Full Day Kindergarten School Funding	5
More Broad-Based Community Events	2
Welcome Packets For New Residents	2
Public Transportation	1
Places For Teens/Youth Services	1
Worcester Water	1
Town Common	1
Over-Crowded Schools	
Limited Space & Use Of Public Buildings	
Hendrik's Building	
Rec. Dept Activities For Preschoolers	

Total Votes 47

Visioning Days Charette Results

**Topic: Transportation**

Assets	Score
Proximity To I90, Worcester	8
Sidewalks On Main St Are Good - Limited In Other Locations	6
Excellent DPW Service	5
Not Many Traffic Lights	2
Road Maintenance Vs. Other Towns	2
Can Use Rail Trails To Go Places	1
Senior Bus System	1
Uber Availability	1
Proximity To Highway	
Some Transportation For Elderly	
Van Service To Appts → WRTA	
Extended Sidewalks	
Town Keeps Sidewalks Clear	

Total Votes 26

Challenges	Score
Funnel On Main St. At Rush Hour → How To Plan For Rutland Expansion	8
Connector 56/68 → I90	4
Left Turn On Main To 31 Needs Green Arrow	3
Traffic	2
Light @ 122 & Highland (31) Needs Left Signal	2
WRHS in AM/PM	2
Limited Sidewalk Connectivity	2
Rutland Bypass	2
Lack Of Rail Service, Public Transit In General	4
Commute Times To Higher Paying Jobs (Metro West) → I90 Is Not The Answer	2
No "Park & Ride" Areas For Commuters → Industrial Dr, Jefferson	1
Quinipoxet (And Other Side Roads; Railroad Crossing Is A Mess) Being Used As Cut Throughs To I90 And Not Equipped	1
AM Congestion	
Limited Bus Services	
Secondary Roads/Connectors	
Bus Stops & Intersections Should Be Plowed When No Sidewalks & For Visibility	
No Connections B/T Rail Trail Sections	
"Interesting"/Dangerous Intersections Down Town	
Pedestrian Crossings On Main St = Dangerous And Limited	
Extended Sidewalk On 68 From Rutland Is Not Maintained, Impassible	

Total Votes 33

Visioning Days Charette Results



Economic Development

Largest Employers (100-249 employees)



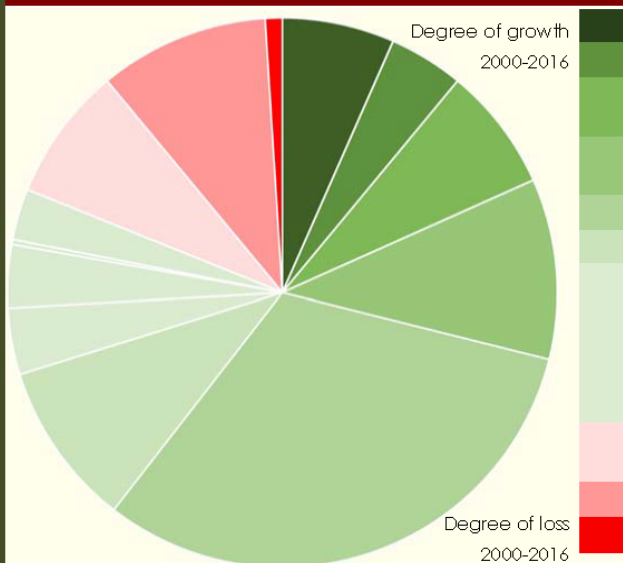
- Big Y World Class Market
- Advanced Bus. Concepts
- Clariant Corp
- Oriol Health Care
- Pepsi Bottling Group
- Wachusett Regional HS
- Worcester Men of Song

Economic Stats.

100,599 Median Household Income
14,556 in Labor Force
5% Unemployed
\$17.61 Town Tax Rate
94% Tax Base Residential
3% Tax Base Commercial
1% Tax Base Industrial
1% Tax Base Personal Property

Employment by Category

% Employment 2016



Construction	6.60%
Other services (except public administration)	4.40%
Arts, entertainment, recreation, accommodation and food services	7.30%
Professional, scientific, management, administrative, and waste management services	10.60%
Educational, health and social services	31.60%
Retail trade	9.70%
Transportation and warehousing, and utilities	3.90%
Public administration	3.70%
Agriculture, forestry, fishing and hunting, and mining	0.30%
Wholesale trade	3.00%
Finance, insurance, real estate, and rental and leasing	7.90%
Manufacturing	10.00%
Information	1.00%

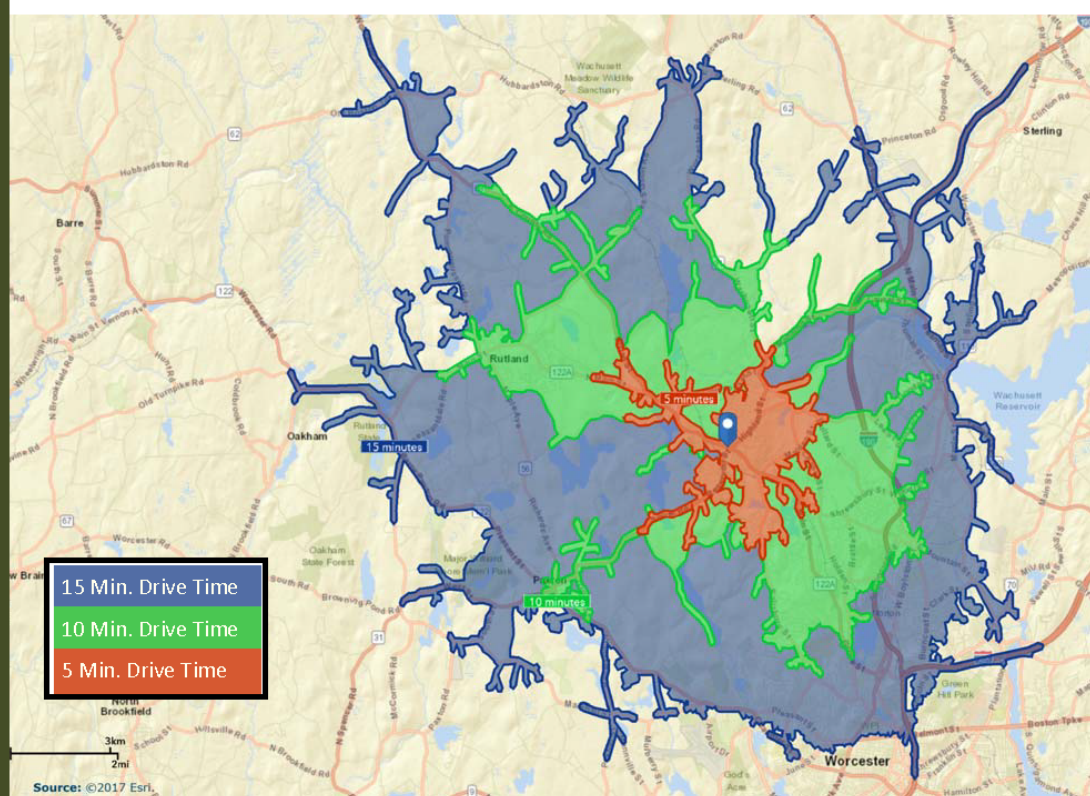


FOR MORE INFORMATION:

www.holdenmasterplan.com

Town of Holden Master Plan Committee

Market Opportunity – 5 & 15 minute Drive Times



Drive Times

Drive times indicate the average distance that someone drives to access a certain good or service

Market Leakage

The value of goods and services bought outside of Holden due to insufficient supply. Estimated amount local business could be increased.

		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total All Types	5 min	\$126,968,059	\$71,600,960	\$55,367,009	27.9	51
	15 min	\$1,529,592,485	\$1,129,793,165	\$399,799,320	15.0	514
Total Retail Trade	5 min	\$114,187,349	\$63,879,725	\$50,307,624	28.3	37
	15 min	\$1,376,284,802	\$1,051,876,392	\$324,408,410	13.4	369
Total Food & Drink	5 min	\$12,780,710	\$7,721,236	\$5,059,474	24.7	15
	15 min	\$153,307,683	\$77,916,772	\$75,390,911	32.6	145

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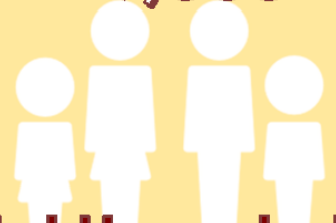
Population and Housing

Median Age

2000: 40.1 years old
2010: 42.2 years old
2016: 41.6 years old

Total Population

19,003



Total Households

8,094

Source: Holden 2017 Town Annual Report

Educational Attainment

96% of residents have a high school degree or higher

53% of residents have a Bachelor's degree or higher



Estimated Income of Households and Families

	Households	Families
Holden	\$116,666	\$131,598
Worcester County	\$65,313	\$82,733
Massachusetts	\$68,563	\$87,085

Source: 2011-2015 ACS

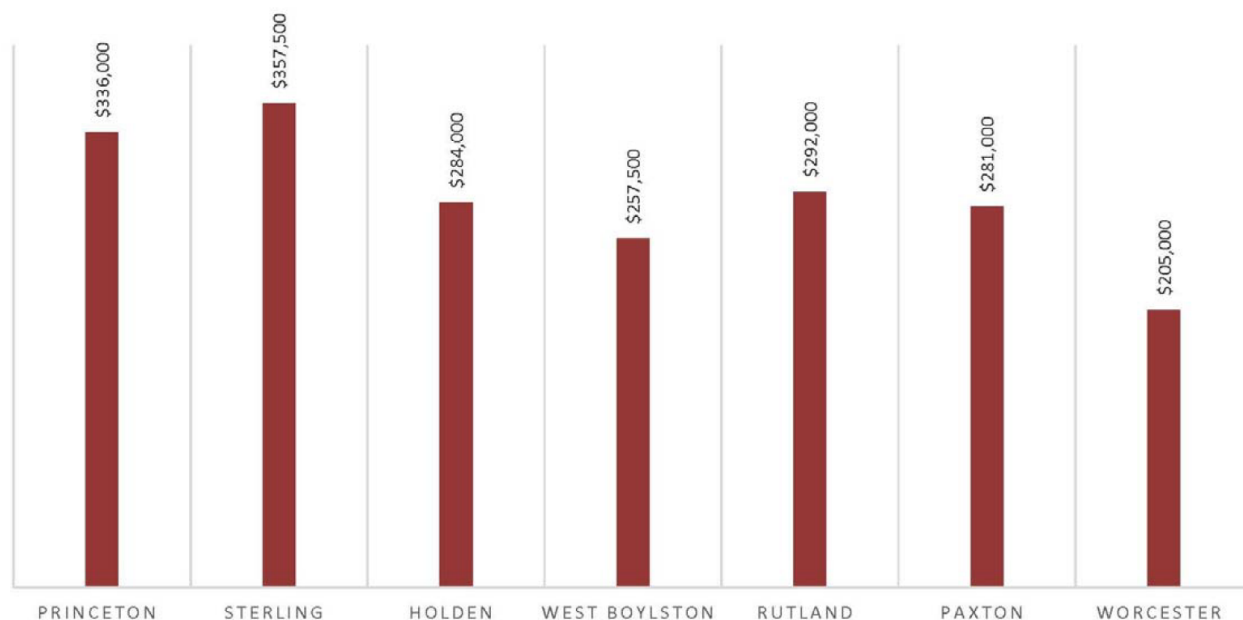


FOR MORE INFORMATION:

www.holdenmasterplan.com

Town of Holden Master Plan Committee

2016 SINGLE FAMILY HOME MEDIAN SALES PRICE IN HOLDEN AND SURROUNDING TOWNS



Housing Characteristics

89% of housing units are owner-occupied

11% of housing units are renter-occupied

89% of housing units are single family homes

6% of housing units are on the state
Subsidized Housing Inventory



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Land Use

Zoning

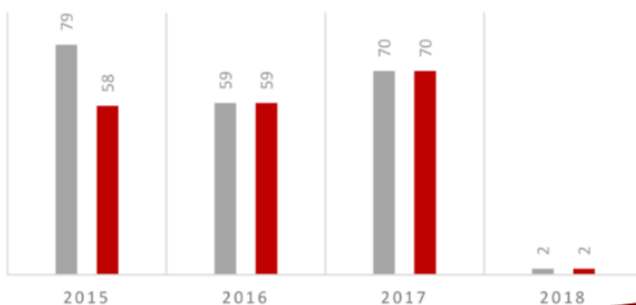
Ten zoning districts:

- Business Office-Professional (BO-P)
- Commercial (C)
- Industrial (I)
- Industrial-Quarry (I-Q)
- Residential - Rural (R-40)
- Residential - Suburban 1 (R-1) through 3 (R-10)
- Residential - Multi-Family (R-M)
- Village District (V)

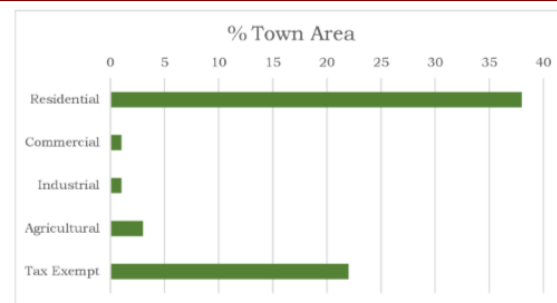
Single Family Dwelling Building Permits 2015-2018

BUILDING PERMITS

■ Total Permits ■ Single Family Permits



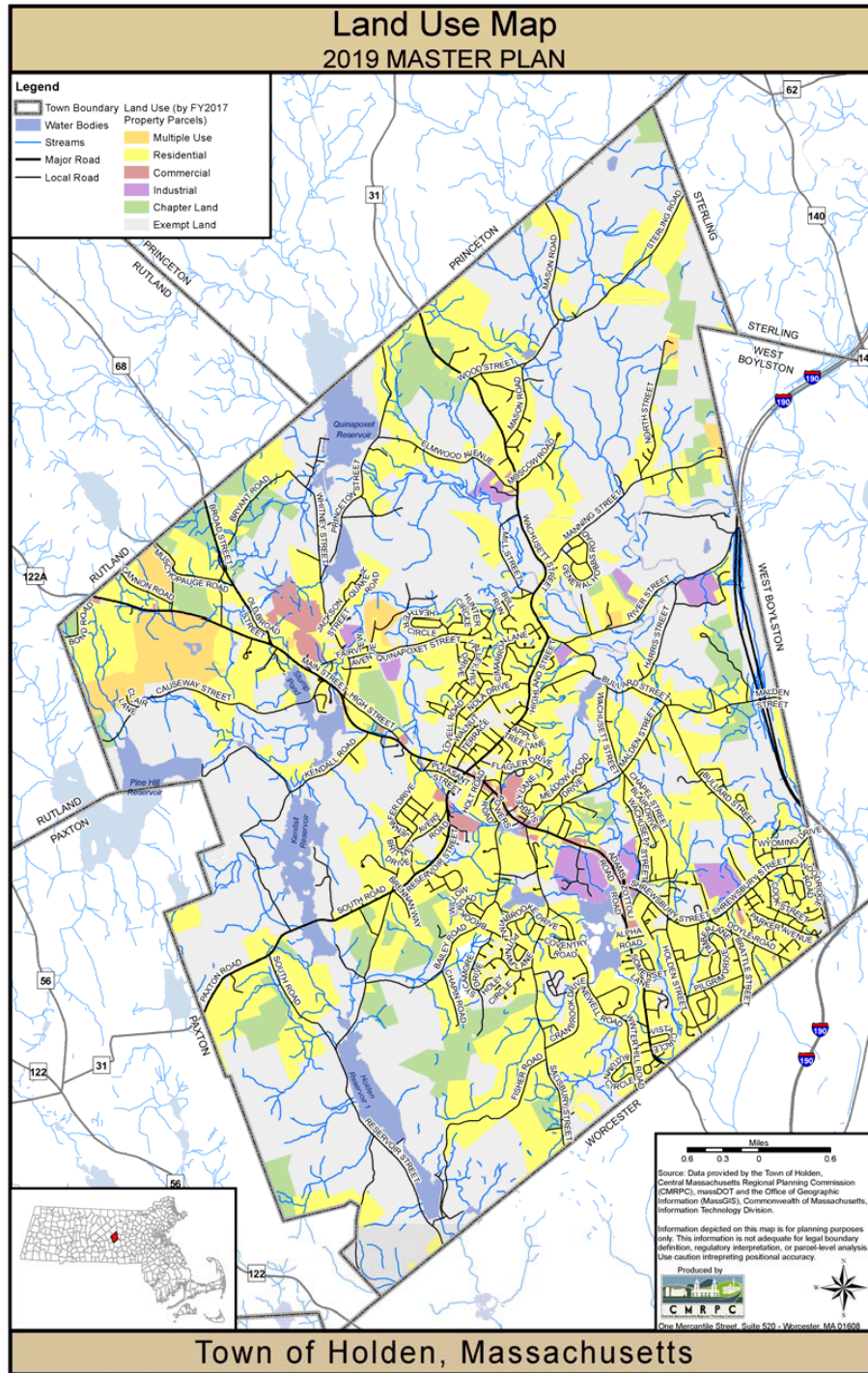
Percent of Land Use (2005)



FOR MORE INFORMATION:

www.holdenmasterplan.com

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Natural & Cultural Resources

GALE FREE LIBRARY

The Gale Free Library is one of the most widely loved community historical and cultural resources in Holden. The beautiful old building provides both classic and modern library services and remains a central source of town events.

The Gale Free Library was established in 1888, when Samuel C. and Susan Damon Gale made a gift of a new library and high school to the

Town. Prior to that time, Holden residents joined the local library association for a fee and borrowed books from a small collection housed at Town Hall. The Romanesque style building, located at 23 Highland Street, was designed by Stephen C. Earle, architect of the Worcester Art Museum, and constructed of Holden granite (a quarry on Kendall Road) by local craftspeople. The Local History Room, organized by acting library director Jane A. Wilson, contains vital records and books



d o c u m e n t i n g Holden's history and that of surrounding c o m m u n i t i e s. Specifically, it holds the Town's historic resource inventory,

HISTORIC RESOURCES

Historic Register Listings

Holden boasts an impressive 376 listings on the national and state historical registries. These range from Historic Areas to Historic Buildings, Monuments, and Archeological Sites.

- Holden Center Historic District
- Jefferson Mill Village
- Holden Park Bandstand
- Holden Town Hall
- Hancock Common
- St. Mary's Cemetery
- Holden Railroad Depot
- Eagleville Hotel
- Jefferson Mill
- Quabbin Aqueduct
- Reservoir Street Bridge
- Alden Hydraulic Research Labs Rotating Test Boom
- WTAG Radio Station
- Frost Farm

Visit the **Holden Historical Society** website for more: www.holdenhistory.org/



FOR MORE INFORMATION:

www.holdenmasterplan.com

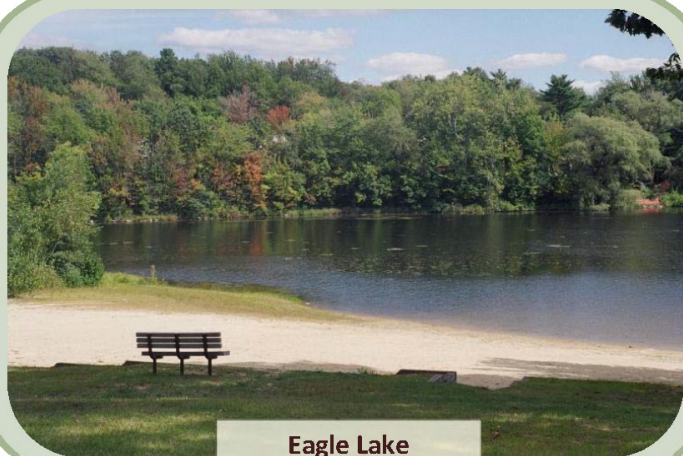
Town of Holden Master Plan Committee

UNIQUE AND SCENIC FEATURES

Holden is characterized by a wide number of scenic landscapes including the Holden Center Historic District, Hancock Common, well-preserved and active farmland, the protected areas of the reservoir system, and beautiful Eagle Lake.



Holden Center Historic District



Eagle Lake

HISTORICAL

Jefferson Mill Historic Area
Springdale Mill
Boyden Road Historic District
Holden Center Historic District

AQUATIC

Eagle Lake Town Beach
Cascades
Eagle Lake Wildlife Sanctuary
Poutwater Pond Nature Preserve

RECREATIONAL

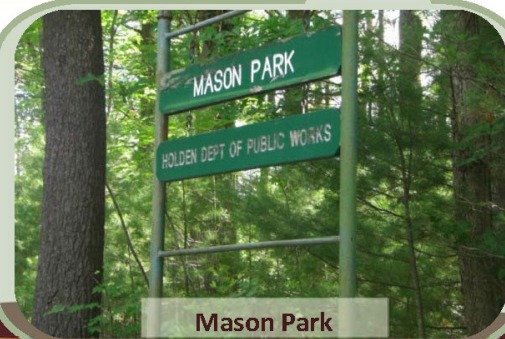
Camp Kinneywood
Holden Hills Golf Club
Holden Towers Tennis
North Worcester Fox & Coon Club

PARKS

Jefferson Park
Kimball Park
Mason Park
Mayberry Park



Camp Kinneywood and Girls Inc.



Mason Park

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Open Space

OPEN SPACE

Total Open Space	9,778 acres
Permanently Protected Open Space	5,825 acres
Lands with an Agricultural Preservation Restriction	506 acres
Chapter 61, 61A and 61B lands	1,817 acres

OPEN SPACE DESTINATIONS

TROUT BROOK CONSERVATION AREA

665 acre parcel with public facilities that include a lodge, soccer fields, trails, and picnic space

WINTHROP OAKS

25 acre park with a playground

EAGLE LAKE TOWN BEACH

Summer time destination for swimming, canoeing, and other outdoor sports

MASS. DEPT. OF FISH AND WILDLIFE

450 acres with trails and permitted hunting

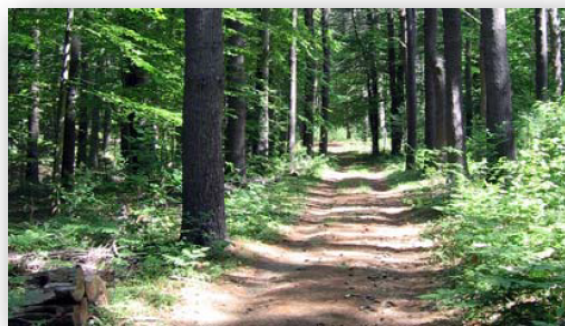
Mass Central Rail Trail

Partially completed 104 mile rail trail that passes through Holden

AGRICULTURE

Agriculture contributes to Holden's economic base and community character.

- 506 acres of land have an Agricultural Preservation Restriction (APR), which permanently protects these lands from development.
- 895 acres of land are enrolled in the Chapter 61A program, which restricts the use of the land to agricultural or horticultural use in exchange for significant reduction in taxes.
- Over 950 animals in 2015: Beef Cows (311), Chickens (277), Horses (137), Swine (60), Goats (54), Turkeys (36), Dairy Cows (31), Waterfowl (30), Sheep (25)
- At least seven farms and orchards with "for-sale" products



FOR MORE INFORMATION:

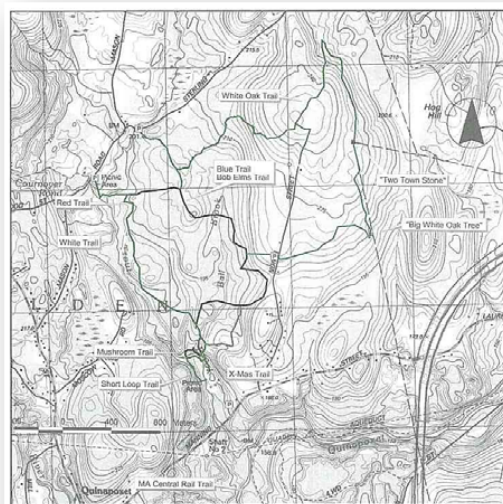
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Town of Holden Master Plan Committee

CURRENT OPEN SPACE INITIATIVES

Trail Systems

- Expanding the Trail System to create an interconnected Town-wide system
- Improving public access to ponds, streams, and watershed protected areas for recreational use
- Increasing markings and signage for trails especially around Eagle Lake and Trout Brook areas
- Provide a comprehensive trail brochure
- Expanding the Trail System to create an interconnected Town-wide system
- Improving public access to ponds, streams, and watershed protected areas for recreational use
- Increasing markings and signage for trails especially around Eagle Lake and Trout Brook areas
- Provide a comprehensive trail brochure



Short Trails
The Christmas Tree Trail (1/3 mile) leaves the combined Red, White and Blue Trails to navigate an old field last plowed in the late 60s and left with furrows still in place. It is maintained as an open meadow to provide habitat diversity.

The Short Loop (1/4 mile) leaves the combined trails and follows the scenic west bank of Trout Brook to the remains of an old mill dam. It traverses the hillside and returns to the picnic area.
The Mashroom Trail (1/8 mile) crosses the top of the dam and loops back to rejoin the combined trails.

SCENIC LANDSCAPES

Holden is characterized by a wide number of scenic landscapes including the downtown historic center, Hancock Common, well-preserved and active farmland, the protected areas of the reservoir system, and beautiful Eagle Lake.



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Town Facilities and Services

Holden Town Hall



DPW Garage



Gale Free Library



Major Facilities (partial list)

Facility	Address
Town Hall	1204 Main St.
Public Safety Complex	1370 Main St.
Gale Free Library	23 Highland St.
Senior Center	1130 Main St.
DPW Garage/Fire Substation	87 Adams St.
Potential New DPW Facility	18 Industrial Dr.
Dawson Recreation Area	200 Salisbury St.
Light Department	1 Holden St.

Senior Center



FOR MORE INFORMATION:



www.holdenmasterplan.com

Town of Holden Master Plan Committee

Town Water & Sewer System Highlights

Water Capacity & Usage

Local groundwater: 1.4 MGD (max)

Worcester interconnections: 4.5 MGD (max)

Average local usage in 2017: 1.29 MGD

Peak local usage in 2017: 2.4 MGD

Sewer System

80 miles of sewer pipe

29 Town pump stations (& 4 private)

Sewage is treated at UBWPAD in Millbury

496 million gallons transported in 2017

Town Departments and Services

Department or Position	Office Hours per Week	Staffing Level (FT)
Police	40	34
Public Works	39	34
Municipal Light	41.5	20
Fire/EMS	40	20 (plus call firefighters)
Gale Free Library	52 to 55 (seasonal)	7
Town Manager	39	4
Treasurer/Collector	39	4
Planning & Development	39	4
Recreation	40	3
Senior Services	40	3
All Others	Varies	12 total

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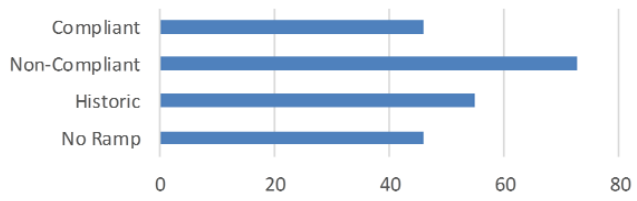
Transportation

Road Funding

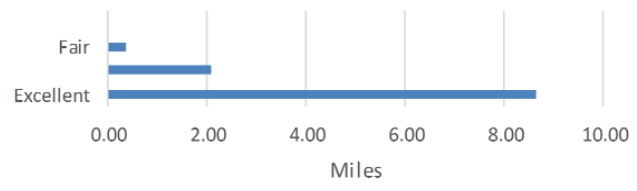
Every year Holden receives **\$615,739** in funding for all road repairs from the State of Massachusetts as part of the Chapter 90 Program.

Sidewalk and Ramp Inventory

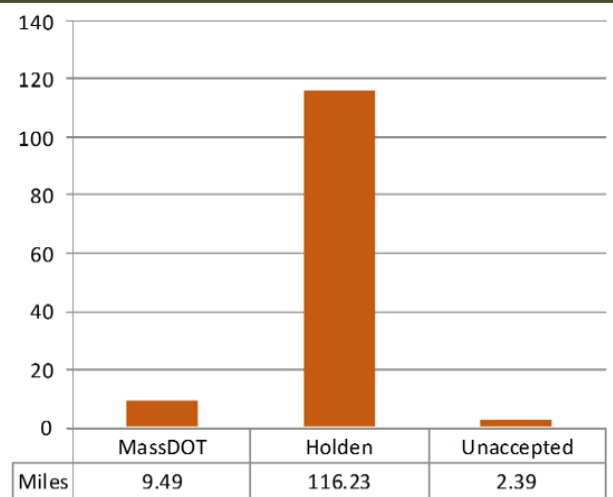
ADA Ramps Along Fed-Aid Eligible Roads with Sidewalks: 2017



Sidewalks Along Fed-Aid Eligible Roads: 2017



Road Mileage by Ownership



Source: MassDOT

Paratransit Service

Curb-to-curb paratransit service is available for Holden residents aged 60 and over, and people with disabilities of all ages.

In FY17, the Holden Council on Aging provided **over 2,500** trips!



FOR MORE INFORMATION:

www.holdenmasterplan.com

Town of Holden Master Plan Committee

Journey to Work

Destination Municipality	Workers in Commuting Flow	Estimated Drive Time
Worcester	3,173	20 min
Holden	1,359	
Marlborough	293	30 min
Shrewsbury	253	20 min
West Boylston	288	10 min
Boston	218	1 hr 15 min
Westborough	217	30 min
Northborough	177	30 min
Framingham	176	45 min
Auburn	171	25 min
Bedford	106	55 min
Southborough	105	30 min
Acton	88	35 min
Leominster	86	25 min
Milford	78	45 min
Chelmsford	75	45 min
Fitchburg	74	30 min
Rutland	70	10 min
Hopkinton	63	35 min
Webster	52	30 min
Aggregate of Hampden County	23	
Aggregate of Norfolk County	58	
Aggregate of other Middlesex County	559	
Aggregate of other Worcester County	651	
Aggregate of towns in non border States	108	
Aggregate of RI towns	113	
Aggregate of CT towns	28	

Source: 2009-2013 5-year ACS

Average travel time to work in the United States is 25 minutes

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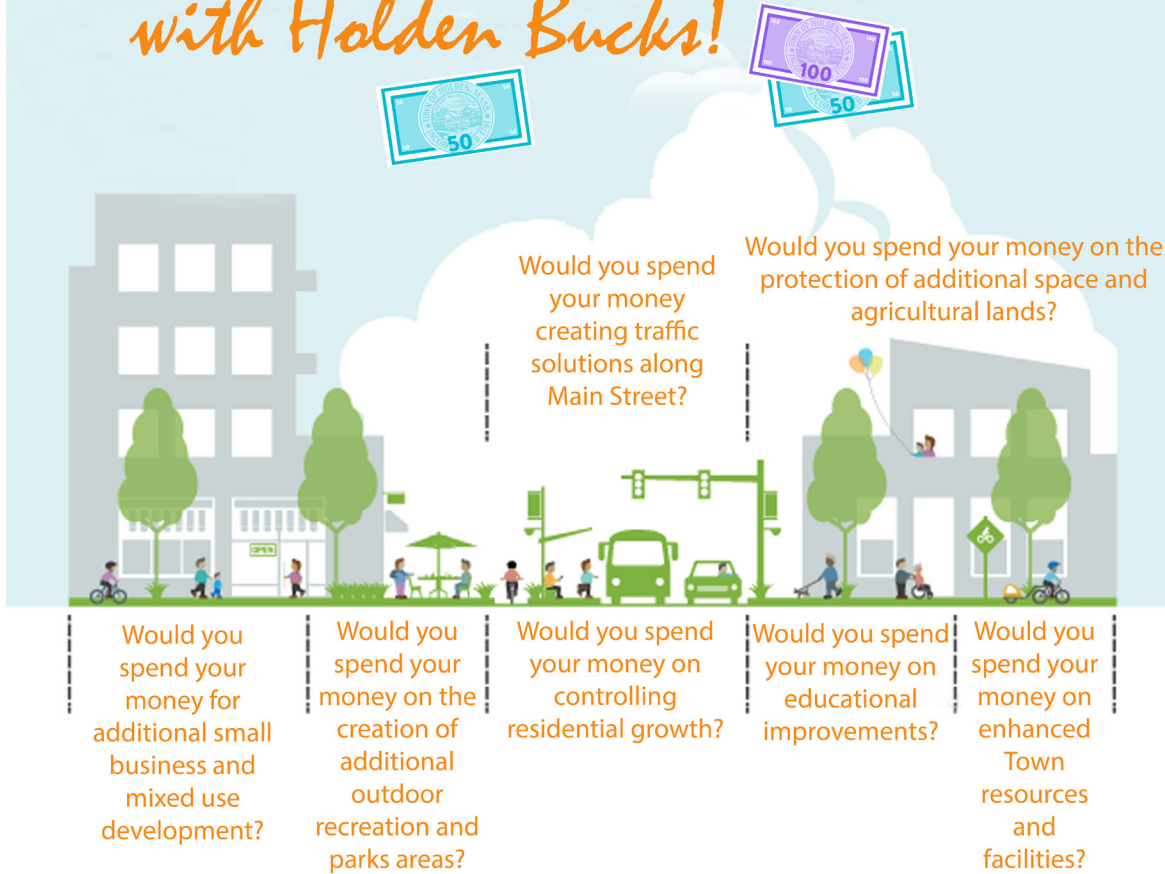
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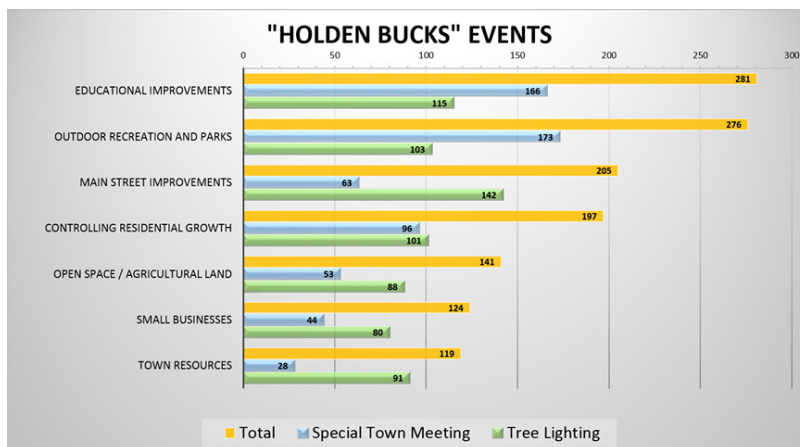


HOLDEN BUCKS

Invest in your dream community *with Holden Bucks!*



Help inform the Holden Master Plan by spending your Holden Bucks on subjects that matter to you!



Holden Bucks appeared at Treelighting on December 1 and Town Meeting December 3 to see where residents would like to 'invest' in different aspects of the Holden community.

LOCAL MEDIA COVERAGE

HOLDEN

Landmark 4/6/18

We want your organization's news | Send your news to editor@thelandmark.com

'Holden bucks,' visioning survey are next steps in Master Plan Committee outreach

By Rebecca Humphrey
rhumphrey@thelandmark.com

Holden's Special Town Meeting on Dec. 3 will have a twist. Residents in attendance of the meeting, and those who visit with Santa on Saturday, Dec. 1, will get paid hundreds...in "Holden bucks."

Attendees can use their fake cash at both events to let town officials know what they think is important for Holden's future by spending as they see fit, putting their bucks into buckets that matter most.

Different buckets will represent town goals, issues, and initiatives that have risen to the top of research conducted by the town's Master Plan Committee, according to Committee Member and

Selectman Anthony Renzoni. The committee, which consists of town officials that serve in various capacities as well as residents, aims to update the town's 2008 Master Plan which is nearing its effective lifespan.

The plan will provide a statement of the communities intent for its future.

To aid Holden in its planning process, town officials partnered with consultants from the Central Massachusetts Regional Planning Commission (CMRPC).

The updated guiding document for the town will include topics such as land use, transportation, housing, natural resources, open space and recreation, economic development, public facilities and

services, and capital improvements, said Dominique DuTremble, Associate Planner of CMRPC.

"This plan will describe where, how and at what pace Holden wants to develop physically, economically and socially," DuTremble said. "This guiding document is a road map to the future of Holden, and public input is the foundation of the plan."

So far, the committee has surveyed close to 1,000 residents over the summer in addition to holding a "Visioning Day" in September.

According to the survey results which are available at holdenmasterplan.com, residents who participated said Holden's greatest needs include growth management,

roads/traffic/sidewalks, and schools.

Renzoni echoed the results of the survey in stating that one of the biggest issues the town currently faces is controlling growth.

"Overwhelmingly, every demographic that has reached out to [the Master Plan Committee] has expressed that while Holden continues to grow there is a desire to keep a small-town atmosphere," he said, noting that the town's population is pushing 20,000.

Almost 40 percent of survey participants "strongly agreed" that more small-scale business opportunities in existing buildings could be an option for potential growth in the town center.

However, when it came to

residential growth just a little over 51 percent of participants agreed the town should change its bylaws to restrict future growth. Close to 34 percent chose to "possibly" change bylaws to restrict growth and 15 percent said "no."

When asked to rate items that contribute to "Holden's quality of life," emergency service response time topped the list at 87.77 percent with quality education and schools coming in a close second at 86.89 percent. Other highly ranked items include town services, recreation resources, and town facilities.

The survey results also identified the town's greatest asset as its schools and topping the list for most important natural

See PLAN, 8

PLAN

From Page 7

features were bodies of water, forests, fields and open space. Survey takers also said they want to see more hiking trails, places to canoe and kayak, and dedicated bike routes.

The committee's Visioning Day delved deeper into topics like land use, transportation and circulations, cultural and natural resources, public facilities, housing and population, economic development, town services and facilities.

the survey will be added to the Master Plan website (www.holdenmasterplan.com) and Facebook pages. The survey will be open until Nov. 30.

Whereas the first survey collected data and impressions focused on here-and-now existing conditions, the new survey is future-oriented, DuTremble said.

"Through [the visioning survey] we are seeking additional feedback on stakeholders' long-range vision for the town. It asks one open-ended question:

"Our town and our lives are

Landmark 4/22/18

We want your organization's news | Send your news to editor@thelandmark.com

Master Plan Vision Survey deadline will be Nov. 30

HOLDEN - Do you have an idea of the Holden you want to live in 10 years, 20 years, and 50 years from now? Do you have a vision for Holden that you would like the community to start working towards?

The Holden Master Plan Committee kicked off a Vision Survey to gather residents' ideas for the future of Holden.

The Town of Holden is working together with the Central Massachusetts Regional Planning Commission (CMRPC) to update Holden's Master Plan and public input

The Vision Survey will be open until Nov. 30 and is open to all Holden residents, business owners, students, and those employed and working in the town.

is requested.

The Vision Survey will be open until Nov. 30 and is open to all Holden residents, business owners, students, and those employed and working in the town.

The purpose of the survey is to gain public input on

residents' visions for the town.

Get involved

Hard copies of the survey are available for pick-up at The Senior Center and Gale Public Library.

The survey can also be completed online (www.surveymonkey.com/r/H6GM29M).

A link to the online version of the survey will be added to the Master Plan website (www.holdenmasterplan.com) and Facebook pages.

Holden Master Plan Community Survey launched: Citizen input sought

Landmark 6/21/18

On June 18 the Holden Board of Selectmen announced a kick-off of the Holden Master Plan Community Survey. The survey will be used to update the 2008 Master Plan.

Input is the foundation of the guiding document which acts as a statement of the community's intent for its future and a statement of intent to carry out the plan by those with responsibility for doing so. The plan will describe where, how, and at what pace Holden wants to develop physically, economically, and socially according to Central Massachusetts Regional Planning Committee representative Elizabeth Wood who spoke at the board meeting on June 18.

Since February, the town has been

working with CMRPC for the Master Plan update. According to Wood, the 2008 plan served Holden for roughly 10 years and is nearing the end of its effective lifespan. The 2019 plan aims to pick-up where the 2008 plan leaves off and produce an updated outlook on what town residents want for their community.

The survey takes about 30 minutes to complete and includes questions that ask for ratings and open end responses. Participants can remain anonymous, (unless entering for raffle prizes) and are not required to answer questions about demographics.

All Holden residents, business owners,

and those employed and working in Holden are encouraged to participate.

Head to the holdenmasterplan.com to complete the survey online or complete it by hard copy, and be entered for a chance to win one of three \$25 gift cards to local Holden businesses. Paper copies of the survey are available for pick-up and drop off at the following locations: Holden Town Hall, Gale Public Library, Senior Center, and the Light Department. The Community Survey period will be open until July 18.

To stay informed, and to learn about future community events, check out the Holden Master Plan website or The Holden Master Plan Facebook Page. -RH