

Joint PLANNING BOARD & Master Plan Steering Committee

DATE: Tuesday, May 2, 2023

TIME: 5:30 PM – 7:30 PM

PLACE: hybrid meeting: Martha's Vineyard Museum, 151 Lagoon Pond Road, Tisbury
(zoom info below)

Attendance:

Steering C'tee members: Lyndsay Famariss, Chair (LF), Elissa Turnbull (ET), Mary Ellen Larsen (MEL), Cheryl Doble (CD - PB representative, Susannah Bristol (SB), Melinda Loberg (ML), Rick Homans (RH), Sean Roach (RH), Nikeya Tankard (NT)

Dan Doyle (DD) project admin

Planning Board members: Ben Robinson (BR) – Chair, Casey Hayward (CH), Elaine Miller (EM), Cheryl Doble

Consultants: Barrett Planning Group: Judi Barrett (JB), Jill Slankas (JS), Carly Venditti (CV),
Dodson & Flinker: Peter Flinker (PF), Dillon Sussman (DS)

Public: Judith Miller, Brook Katzen, Macaleer Schilcher

Welcome, thanks & best wishes to Carly Venditti

The C'tee expressed their gratitude for all of Carly's commitment to the project to date. Her last day will May 4th and will be moving to New Mexico to take a Planner's position out there.

Project Timeline update (BPG)

The [project timeline](#) along with a [monthly outlook](#) was presented by JS.

Meetings in a box – (BPG & SC)

These smaller, more intimate meetings will be a chance for members to present material to people they know and reach into their own networks. Every member will be asked to host at least one of these events over the summer. This outreach will be different from last summer in that we have draft materials we can now present that have been generated for the Master Plan, whereas last summer we were nearly exclusively listening. The Key Issues document contains some useful material that can be presented, as will the Goals and Purposes/Policies document that is forthcoming. BPG can provide some materials to assist in these meetings.

Community-wide presentations over summer (BPG)

A couple of larger, more formal presentations will be planned as well.

Website trend update (BPG)

CV presented some of the key takeaways found in the [website analytics report](#). There was a big uptick in website traffic in the month of April. Social media continues to underachieve as far as generating interest in the Master Plan.

The data collected thus far is inaccurate without a fuller spectrum of demographics, though it is not claiming to be statistically representative of all town residents. Community surveys are an engagement tool, not a means for setting policy.

The Website is in good working order- it is as good as, and is even surpassing other communities the Barrett Group has worked with. This is a very engaged and interactive Community.

Issue preferred direction for Commercial District Vision Plans (SC)

Comments covered the following items below:

- Would like to see more brainstorming on how to appeal to younger and working-class residents of the Town.
- A Master Plan is a living document more so than a work in progress.
- The Master Plan is broader than just a series of area plans. It is a holistic approach to an overall framework and outline.
- Continued community outreach sessions with an increased focus on population groups that have been missed for a variety of reasons will be important.
- What is the best system for distilling the large amount of information the group has collected thus far in preparation to discuss findings with the public?
- Consultants assured the group that future drafts will continue to refine this distillation process and help to determine which groups are underrepresented.
- Perhaps the homepage for the Master Plan project could be “livelier” and more interactive. A slide show or scrolling texts highlighting documents or surveys in a more engaging way could be useful.

- First Fridays would be a good opportunity to further engage with the Public - a MP outreach table during the season would be a good action item to explore going forward.
- Some topics came up regularly during the outreach sessions; Housing, Service, Municipal Campus and Governance in particular.
- Mixed Use; what is the mix? Public or Service? Is Tisbury the Island Center for Light Industry? How to make the most of what this Town has to offer as a year round community which additionally serves the rest of the Island is a challenge
- Identifying priorities will assist us in tailoring means and methods for development in the future
- Connectivity: walking and biking-physically a small community with a lot of potential for mixed use and interconnectivity.
- Sea Level Rise: Can these areas be designed to accommodate flooding? If the spaces are designed in preparation for the inevitability of flooding on occasion, can we avoid the ruinous effect of water that comes in and then recedes?
- We need to plan for and invest in projects that can be useful during our transition in light of impending climate concerns
- How much Housing do we need overall? What is our goal over the next 20 years? How much density can Tisbury accommodate, especially in the B2 district? This is a new concept that needs a thorough review ahead of any proposed action. If 10% is the goal for additional Housing lets clarify how many units that is and discuss where they will be located. 10% of Affordable Housing is the State defined goal, albeit deed restricted. We are at a little over 5% currently, give or take though many of these units are not deed restricted in perpetuity. How much additional housing can the B2 district absorb? What about the other districts?
- Wastewater/Livability/Amenities all need to be considered in these calculations and Assessments.
- Ultimately businesses in the Waterfront District which are not water dependent will need to relocate to the B2 district. Saving space for that eventuality of a “planned retreat” will need to be factored in. 2035 is a time when our landfill becomes available for new land uses.
- Businesses need housing for their employees. The Town should be working in tandem with the business community to solve some of the problems.
- Putting housing in the Business District will reduce the space available for business growth
- Can we think about rehabilitating old structures which are still serviceable and moving them from one location to another where they can be put to good use?

- Build in incentives for Affordable Housing generation; for instance, not charging estate tax on a house donated to Affordable Housing
- Given climate considerations, “planned retreat” from the Waterfront Commercial District needs to be considered and planned for ahead of time.
- Housing is a global concern, not merely local. What solutions are other Towns looking at? This is a bigger conversation.
- Identify achievable goals and then put ideas in motion. Some ideas that come up regularly are the Connector Road and an Arts and cultural District. How can we begin to move on some them?
- Governance: we have to address what is working and what is not working and identify solutions that we can put into action. Otherwise, we will be spinning our wheels indefinitely.
- Parking and the lack of is a concern- where to put all of the cars, not only people who live on Island, but visitors and seasonal residents need parking
- Municipal Campus: what is the Vision for this Town? There are three different options presently being explored.
- Can we re-imagine this Town with less need for cars and therefore less need for parking?
- Area Plan vs. Master Plan; pocket parks, connectivity and circulation will be integral.
- If we have identified that there isn’t any “extra” space and we have determined to use the space we have for more important things like housing, businesses, and municipal needs; then parking moves down on the list of priorities.
- No clear plans of action from the Town leaders; If there is no practical direction being formulated or put into action and the municipal bodies are disconnected, they are ineffective in producing any chance of productive change or movement.
- Infrastructure: The Planning Board is working with the MP consultants for a clearer understanding of the issues the Town is facing. We need to know what is working and what isn’t before we can advise on possible solutions. We need adequate information and guidance to inform us on where and when to implement changes that will be beneficial to the Town and its residents.
- There is concern that the Island as a whole and Tisbury in particular is losing its middle class. People are moving off Island at an alarming rate because of the high cost of housing.
- This leaves us with an aging population, the predominant demographic is over 65. This doesn’t bode well for a vibrant workforce.

- What is the relationship between Tisbury and the rest of the Island? Is this Town a Gateway or a Doormat? It is up to us to guide that narrative.
- There are many strengths of this Town; year round, walkable, small/compact but dense footprint.
- The main priority is climate and impending Sea Level Rise - developing a plan for managed retreat is imperative.
- Explore ways in which we can support the Working waterfront, the relationship with the Steamship Authority, and access to the Hospital in light of rising sea levels and associated potential for flooding and the washing away of connective land mass.
- MassDOT- what is the status of the Road/Bridge to Oak Bluffs? What do we need to know and do to prepare to keep that a functional connection between land masses? Might a collaborative effort come in the form of a grant proposal?
- Housing: Redirect from predominantly Single-Family Dwellings to Mixed use rental Apartment possibilities and opportunities. Not everyone wants to buy a house, some people just want a place to live and work for a time. Available rental opportunities would encourage and allow for younger people to infuse our Town and local economy.
- What is the relationship between our zoning districts? Specifically, the “line” between Business and Residential. That line drawn on paper is very different from the potentially contentious interactions in real time and place. As we run out of places for Businesses to establish themselves and places for people to live that relationship has to be navigated and even mitigated to avoid strife and conflict.
- Parking is not a priority. We will need less parking if we plan and build differently.
- Set an intention to change the tone of presenting the Master Plan to Municipal Staff and Public alike. Redirect the narrative away from notions of “eminent domain” and focus on illustrating the possibilities of an inspirational vision for the Town.
- We need to continue to distill and clarify the feedback and input we receive before handing it on to the consultants for review and inclusion in their assessment.
- Identify a broader scope of stakeholders and invite them to be involved in organizing small groups for discussions and/or presentations as a means to develop these succinctly distilled visioning sessions.
- Growth; good, bad, and in between. What is the target growth the Town wants and/or how much do we need to absorb?
- Reverse engineering on some big ticket actions may be necessary so that we can provide the Planning Board with an appropriate framework through which they make decisions and evaluate proposals.

- We need to focus on wastewater (AND how we are going to implement the infrastructure)
- MassDOT needs Tisbury's vision for Beach Road so that we have more standing in our conversations with them about the long term viability of that corridor.

Follow up meetings with business owners (SC)

At the appropriate time, we may need to enlist some business owners to assist with setting up additional meetings.

Public Comment

Mac Schilcher: can we figure out how many webpages beyond the Master Plan homepage visitors are frequenting? Can we target certain zip codes in our advertising on Instagram?

The Master Plan needs be residents first. MV Times and Gazette has sent Select Board candidates questions related to the Master Plan.

We need more dinghy docks to drive pedestrian foot traffic. We should highlight the WaterWorks building and its history in our engagement attempts. We need to move the police station and post office out of the waterfront zones. Implementation is the most important thing we should focus on.




Judy Miller asked how the Plan relates to other towns given their adjacency and reliance on Tisbury? C'tee response: We will need to engage them once our Action Plan is more defined. Resiliency approaches for the Steamship will need to happen in tandem with other port towns. The Housing conversation also relates to other towns as well. The Key Issues report also identifies collaboration as a key theme, and will be reflected in our Implementation Plan.



Closing Remarks (SC)

May 9th is Town Elections – Go Vote!

Agenda items for next meeting

Next meeting date will be June 6th; the C'tee will need to meet somewhere other than the Museum in July and August

 <p>MVM Classroom</p>	<p>Dan Doyle</p> <p>Dan Doyle</p>	 <p>Peter Flinker</p>
 <p>Dillon Sussman, Dodson & Flinker</p>	<p>MVM Classroom</p> <p>MVM Classroom</p>	<p>Carly Venditti, B...</p> <p>Carly Venditti, Barrett Planning Group LLC</p>
<p>nikeyatankard</p> <p>nikeyatankard</p>	<p>MacAleer Schilc...</p> <p>MacAleer Schilcher</p>	<p>Mary Ellen Larsen</p> <p>Mary Ellen Larsen</p>
<p>Judith Miller</p> <p>Judith Miller</p>		<p>Amy Upton</p> <p>Amy Upton</p>

 <p>MVM Classroom</p>	<p>Dan Doyle</p> <p>Dan Doyle</p>	 <p>Judy</p>
<p>MacAleer Schilc...</p> <p>MacAleer Schilcher</p>	<p>Dillon Sussman,...</p> <p>Dillon Sussman, Dodson & Flinker</p>	<p>Peter Flinker</p> <p>Peter Flinker</p>
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<p>Mary Ellen Larsen</p> <p>Mary Ellen Larsen</p>		<p>Amy Upton</p> <p>Amy Upton</p>