

THE INTEGRATED STRATEGY

This final section weaves the most important policies and action recommendations discussed above into a strategy that sets priorities and integrates overlapping and related policies. The Integrated Strategy does not include all the recommendations for action from above. Instead, it highlights the most important steps that should be taken to move the Town forward. While all goals and poli-

cies are equally important and should be handled equally in public decision making, actions must be prioritized. The Integrated Strategy contains the most critical planning actions that the Town should take. Other actions are important, but they should be addressed either after the core strategy is complete or in tandem, but with less emphasis relative to where public dollars are spent.

Marshfield's Integrated Planning Strategy

There are five components to the Strategy:

- A. Acquire more open space in order to protect town character.
- B. Clearly guide the future development of the Enterprise Drive area,
- C. Prepare a townwide wastewater management plan,
- D. Adopt a landscape management program with a focus on Route 139,
- E. Continue planning and reinvestment in the downtown.

A. Strengthen Open Space Acquisition and Open Space Management

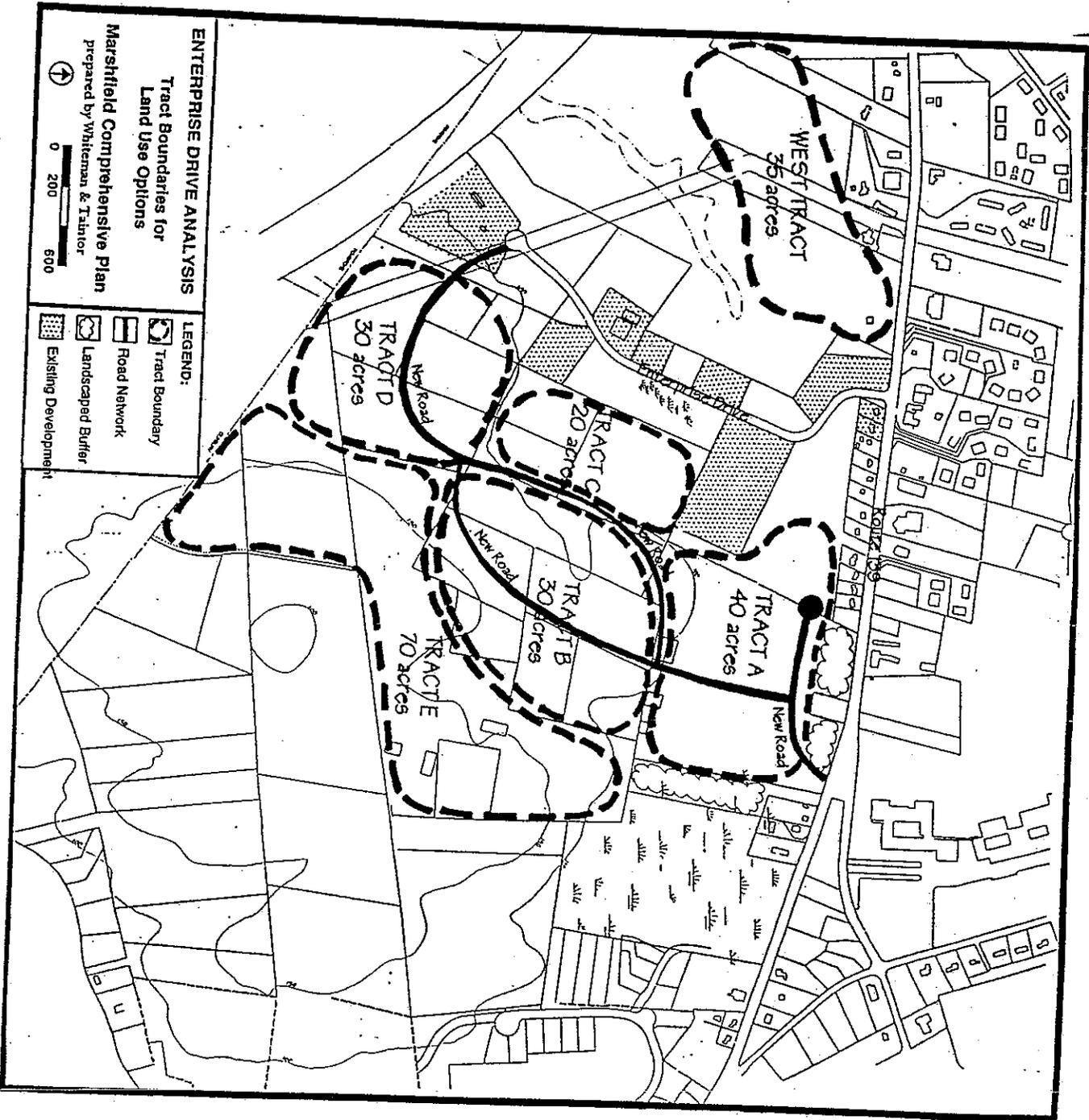
Marshfield and other public entities own substantial amounts of open land in the community but other areas important to the Town's character are left unprotected. Additionally, the Town has invested few dollars to make the Town's open space available, accessible and relevant to residents.

1. Allocate annual amounts to the Conservation Fund and/or pass a bond that will finance the Fund with a substantial amount of money so that it can then begin a more assertive acquisition program.
2. Pass a bylaw that gives one or more town entities the authority to spend funds and purchase land or land rights without requiring a Town Meeting vote. This will address the Town's current weakness of being unable to act quickly to purchase key parcels.
3. Using the work of the Town Landscape Committee, define preferred parcels and acquisition criteria.

B. Encourage and Guide the Development of the Enterprise Drive Area

1. Adopt the general policy position that the preferred use of the Enterprise Drive Area will be a combination of industrial development to the west of Enterprise Drive and a mixed use recreation/non-single family housing/light retail/civic use project to the east of Enterprise Drive.
2. Adopt a policy position that the Town will entertain proposals from developers for joint public/private funding of an extension of the sewer service area to include Enterprise Drive. Adopt a policy position that the Town will not finance the extension using solely public funds.
3. Adopt a policy regarding the south side of Route 139 which is now zoned as Industrial 1: future use of this area shall not be B-2 or similar retail/office zoning due to the traffic impacts. If zoning is changed in this area, it must conform with a larger proposal for the interior lands and/or it must generate the same or less traffic than the uses currently in place today.
4. As described in the Land Use Element, prepare a proposal for rezoning this Area to allow a wider range of uses. Hold workshops to obtain public input.
5. Prepare a development package for Enterprise Drive and send it out to a number of developers to ask for their evaluation of interest in pursuing a large scale project in the Area.
6. Using the findings from the public workshops and developer survey, prepare a rezoning package for Town Meeting vote. Obtain public input prior to the Town Meeting.

This strategy is shaped around the concept that a combination of public and private development in the area will be needed finance the extension of sewer lines to the site. This will have the added benefit of providing sewer service to the Downtown. Part of this assumption is that no residential hookups will be allowed as the residential sector will not be paying any of the costs for extension.



C. Prepare a Townwide Wastewater Management Plan

Marshfield faces an important, but somewhat difficult challenge relative to wastewater treatment planning. Townspeople have repeatedly voted down efforts to extend the area served by the Town's wastewater treatment plant despite evidence that there is a mounting need for sewer service in order to protect surface and groundwaters. This Plan strongly encourages the Town to invest in a thorough, objective study to determine whether sewer service will be needed in more areas of the Town or not.

1. **Determine the appropriate scope for a townwide wastewater study.** Obtain re-

cent wastewater studies from other similar towns, interview several engineering firms and determine the types of analyses that are needed for Marshfield to determine its short and long term wastewater service needs.

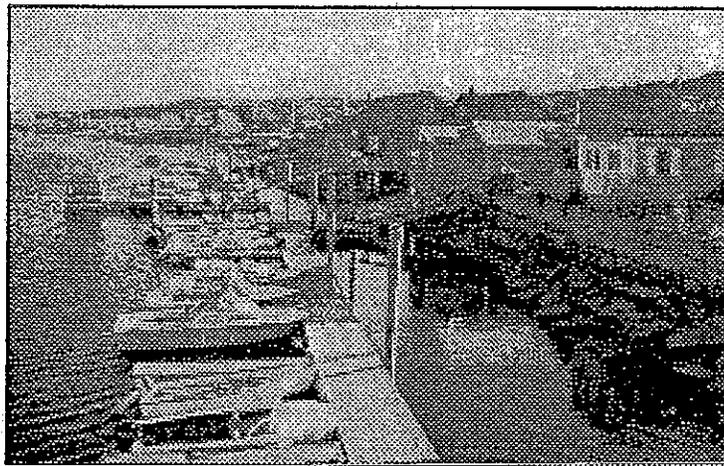
2. **Prepare a concise summary of recommended scope, potential costs and the pros and cons of pursuing the study.**
3. **Present the findings to the Board of Selectmen.** Encourage the Board to form a study committee to prepare a recommendation for Town Meeting.

D. Adopt a Townwide Landscape Management Program

A townwide landscape management program is needed to put in place a series of tools to improve the appearance of key areas that strongly impact community character and to elevate the idea of managing the aesthetics of the community to a new level. Better landscape management tools and an increased public awareness of the importance of community aesthetics will put Marshfield on a ten year path to ensure that the Town's rural and coastal charm is a permanent part of the Town's character.

Several key steps are recommended.

1. **The Planning Board should form a Town Landscape Working Committee** as a sub-committee of the Planning Board. The Committee should have representation from citizens, the Planning Board, the Board of Selectmen, the Conservation Commission, the Historical Society and other interested parties. This six month to one year long group should work on the following tasks.



The coast, rivers and harbors are fundamental features of Marshfield's landscape.

2. **The Planning Board and Selectmen should organize a Landscape Management Congress** consisting of several representatives from each of the planning areas defined in this Plan. The purpose of this group will be to provide a non-regulatory body to do planning work at the local level, to advocate for public investments in landscape management and to act as a locally based group who can work with landowners and influence their development and land use decisions. Representatives should include local land trusts, large tract property owners, owners of historic properties, small business people, local residents and Town representatives.
3. **The Planning Board should work with the Congress to identify sensitive landscapes that require monitoring or management.** These might include key corridors along country roads, fields visible from local roads, viewing points from higher elevations, viewsheds along the coast or along the rivers, and key historic neighborhoods or business areas.
4. **The Planning Board should direct the Landscape Committee to identify areas in need of aesthetic improvement.** These areas might include commercial corridors or the Downtown, public lands and buildings, or unappealing roadscapes.
5. **The Planning Board and Landscape Committee should define a set of landscape management and development guidelines** that will minimize visual deterioration as time passes. These guidelines should not prohibit development or public improvements, but they should provide a path for property owners to maximize the visual and/or natural appeal of their land or buildings. Guidelines should cover issues such as road right of way management (e.g., lane width, shoulder width, shoulder material, general storm drainage strategies, signage and vegetative buffer management.) The space along the road that acts as an interface between public and private property should be considered (e.g., vegetative buffers, fencing, viewshed maintenance, and curb cuts.)

6. **Generally, investigate mechanisms to implement the protection strategy.** Review the actions proposed above in each of the elements. Explore the formation of a Design Review Board that would act in an advisory capacity to the Planning Board. Consider a publication on advisory Design Manual to be distributed to all persons interested in building or development (e.g., with building permit information.)

7. **Integrate the Landscape Management Program with the Open Space Acquisition Program (see above).**

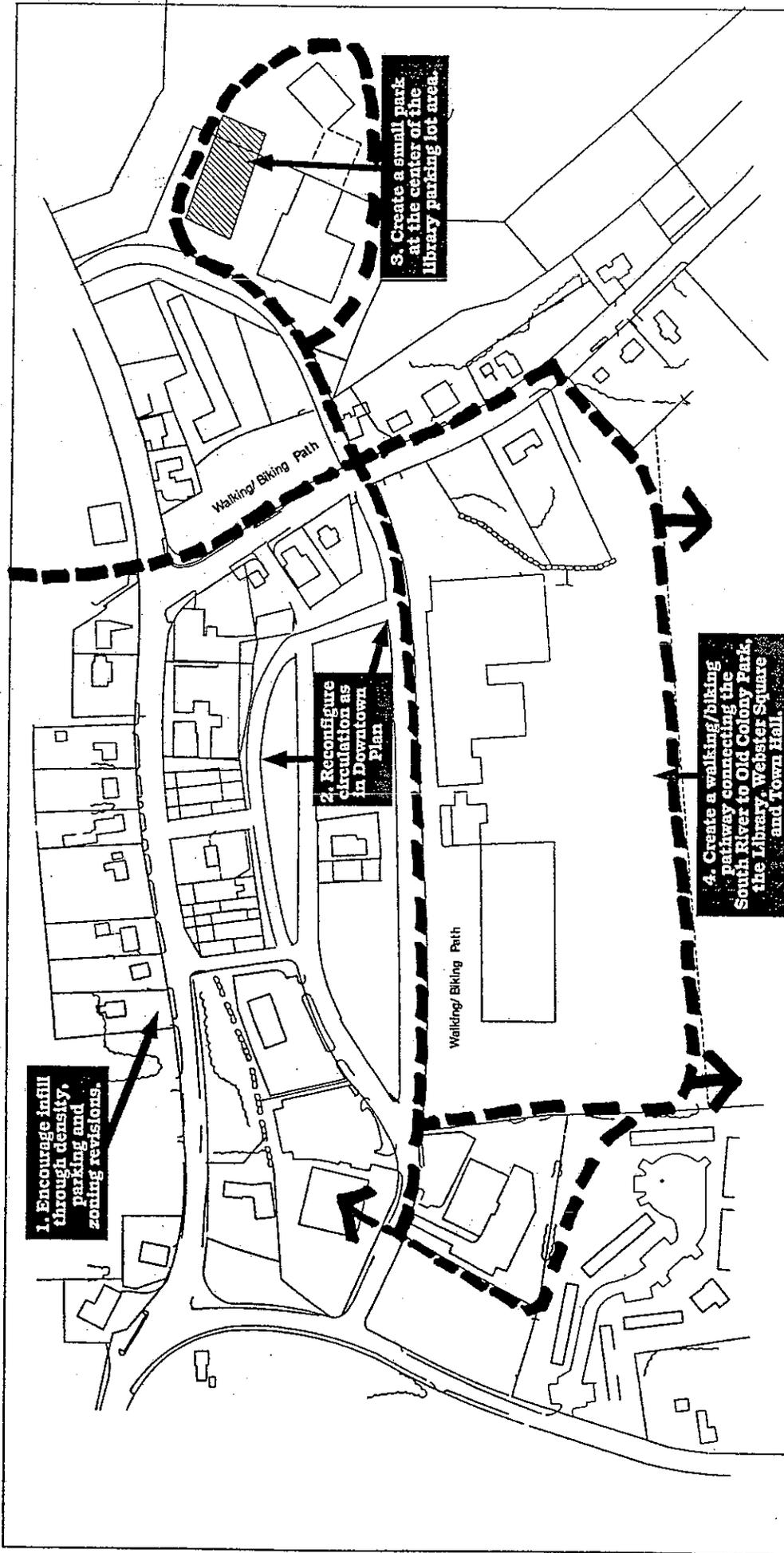
*E. Continue Planning and Reinvestment
Efforts in the Downtown*

Marshfield must continually monitor and move ahead with efforts to improve the Downtown. Several steps are needed.

1. **Begin the improvements recommended in the Revitalization Plan.** These improvements will include circulation, sidewalk and landscaping changes.
2. **Make zoning amendments (e.g., change use and parking requirements) as detailed in this Plan's action recommendations.**

These zoning changes will not guarantee short term change in the Downtown, but they will remove some barriers within the zoning that are deterring new investment.

3. **Continually work to expand and improve public open space and trails in and around the Downtown.** The proposed Old Colony Park and trails connected to nearby neighborhoods are examples of the types of actions needed.



1. Encourage infill through density, parking and zoning revisions.

2. Reconfigure circulation as in Downtown Plan

3. Create a small park at the center of the library parking lot area.

4. Create a walking/biking pathway connecting the South River to Old Colony Park, the Library, Webster Square and Town Hall.

LEGEND:



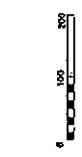
Walking/Biking Path



Possible Destinations

DOWNTOWN ANALYSIS

Recommendations



Marshfield Comprehensive Plan
 prepared by Wilkeman & Tainter



Conclusions

This *Townscape Plan* is designed to identify the most important aspects of Marshfield that must be managed in order to protect and enhance community character, *and* to lay out a set of actions to create that future.

As noted in the Vision Statement, Marshfield is and will continue to be a residential community — a suburb of sorts — for the job centers of Boston and the South Shore. But Marshfield is a special community; its coastal, wooded and historic character is exceptional and deserves special attention and stewardship.

Marshfield residents have a tendency to think of the Town as a collection of villages. This Plan argues, however, that important actions and investments of a townwide concern are needed to involve the public, manage the details of future development and take advan-

tage of character protection opportunities while they still exist. Thus the emphasis on a landscape congress, open land acquisition, aesthetics, the Downtown and Enterprise Drive.

Assertively pursuing a protection and management plan for these qualities will ensure that Marshfield's *townscape* - its character, its views, its natural qualities and the ways that those elements influence daily life for residents — will be exceptional forever. Without these actions, Marshfield will remain an appealing community, but a community that never achieved its full potential and which missed important opportunities in this final phase of its development as a town.