South Coast Rail Corridor Plan
Five-Year Update of Community Priority Areas
Rochester

This map is for the sole purpose of aiding regional planning decisions and is not warranted for any other use. June 2013

1 mile
Federal Disclaimer, Title VI and Nondiscrimination Notice of Rights of Beneficiaries, Spanish and Portuguese Requests for Translation

The preparation of this report has been financed through Massachusetts Department of Transportation South Coast Rail Technical Assistance funding program. The contents of this report do not necessarily reflect the official views or policy of the MassDOT.

Southeastern Regional Planning and Economic Development District (SRPEDD) states its policy to uphold and assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 13166 and related federal and state statutes and regulations in that Title VI prohibits discrimination in federally assisted programs and requires that no person in the United States of America shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving federal assistance. Massachusetts law also prohibits discrimination based on race, color, and/or national origin, and SRPEDD assures compliance with these laws and related federal and state civil rights laws prohibiting discrimination based on sex, age, and/or disability. Individuals who feel they have been discriminated against in violation of Title VI must file a complaint within 180 days with the SRPEDD Title VI / Nondiscrimination Coordinator.

SRPEDD also upholds the Massachusetts Public Accommodation Law, M.G.L. c 272 §§92a, 98, 98a, and the Governor’s Executive Order 526, section 4 which provide that access to programs, services and benefits be provided without regard to religious creed, sexual orientation, gender identity or expression, veteran's status and/or ancestry, along with the bases previously referenced. Public accommodation concerns can be brought to SRPEDD’s Title VI / Nondiscrimination Specialist. Complaints must be filed with the Massachusetts Commission Against Discrimination (MCAD) within 300 days of an alleged violation.

For information or to file a complaint under Title VI or the state Public Accommodations law, the contacts are as follows:

**SRPEDD**
Lilia Cabral
Title VI / Nondiscrimination Coordinator
88 Broadway
Taunton, MA 02780
(508) 824-1367

**MCAD**
One Ashburton Place, 6th Floor
Boston, MA 02109
(617) 994-6000
TTY: (617) 994-6196

*Para solicitar una traducción de este documento al Español, por favor llame 508-824-1367.*

*Para solicitar uma tradução deste documento para o Português, por favor ligue 508-824-1367.*
Southeastern Regional Planning and Economic Development District (SRPEDD) would like to acknowledge the following groups whose support and participation made this report possible.

**Local officials and citizens** who contributed knowledge, enthusiasm, and hard work to every aspect of this project.

<table>
<thead>
<tr>
<th>Massachusetts Department of Transportation (MassDOT)</th>
<th>Executive Office of Housing and Economic Development (EOHED)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secretary Richard Davey</td>
<td>Secretary Greg Bialecki</td>
</tr>
<tr>
<td>Jean Fox, South Coast Rail Manager</td>
<td>Victoria Maguire, State Permitting Ombudsman</td>
</tr>
</tbody>
</table>

**SRPEDD’s Comprehensive Planning Team**
Steve Smith, Executive Director
Sandy Conaty, Comprehensive Planning Manager
Bill Napolitano, Environmental Program Director
Don Sullivan, Economic Development/Community Development Director
Grant King, Principal Comprehensive Planner/Information Specialist
Katie Goodrum, Senior Comprehensive Planner
Karen M. Porter, GIS Specialist/IT Manager

SRPEDD would also like to acknowledge the participation of **Old Colony Planning Council** and **Metropolitan Area Planning Council**.

*This South Coast Rail Corridor Plan Community Priority Area Five-Year Update was completed with the assistance of SRPEDD, with funds provided by the Commonwealth of Massachusetts, MassDOT South Coast Rail project and with support by EOHED.*
## 2013 Rochester Community Priority Area List

<table>
<thead>
<tr>
<th>ID Number</th>
<th>Name</th>
<th>Type</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>250-01</td>
<td>Four Corners</td>
<td>Development</td>
<td>17.47</td>
</tr>
<tr>
<td>250-02</td>
<td>Northwest Rochester General Store Opportunity</td>
<td>Development</td>
<td>25.41</td>
</tr>
<tr>
<td>250-03</td>
<td>Mattapoisett River and Snipatuit Pond Water Resources</td>
<td>Protection</td>
<td>8,261.02</td>
</tr>
<tr>
<td>250-04</td>
<td>Sippican River Area Aquifer</td>
<td>Protection</td>
<td>3,763.61</td>
</tr>
<tr>
<td>250-05</td>
<td>Former Airfield</td>
<td>Combined</td>
<td>61.68</td>
</tr>
<tr>
<td>250-06</td>
<td>Northeast Rochester Industrial District</td>
<td>Combined</td>
<td>551.58</td>
</tr>
<tr>
<td>250-07</td>
<td>Village Center</td>
<td>Combined</td>
<td>198.02</td>
</tr>
</tbody>
</table>
Town of Rochester Community Priority Areas, 2013

- Priority Development Areas (PDAs)
- Priority Protection Areas (PPAs)
- Combined PDA/PPA
- Interstates
- Arterials and Collectors
- Local Roads
- Water

This map is for the sole purpose of aiding regional planning decisions and is not warranted for any other use. June 2013
INTRODUCTION

This report presents the updated Priority Development Areas (PDAs) and Priority Protection Areas (PPAs) in the town of Rochester. This community-driven land use planning exercise first took place in 2008, when three Regional Planning Agencies, SRPEDD, MAPC, and OCPC, worked alongside local residents, business owners, officials, and organizations to designate the areas that were most important for development or preservation in each community. All thirty-one (31) South Coast Rail (SCR) Corridor communities participated in this project in 2008 and again in 2013.

In 2013, the three Regional Planning Agencies (RPAs) revisited these 31 communities to review and update the 2008 designations. Updates took into account new data that became available over the last five years as well as new municipal priorities. The “Five-Year Update” process was an opportunity to confirm choices made during the 2008 process, to revise previous designations, and to make new choices that acknowledged new conditions. During this review process, the SRPEDD website provided current information to the public, including a calendar of SCR Five-Year Update meetings and a resource library of relevant information sheets and maps.

What are Priority Development Areas (PDAs)?

Priority Development Areas (PDAs) are areas that are appropriate for increased development or redevelopment due to several factors including good transportation access, available infrastructure (primarily water and sewer), an absence of environmental constraints, and local support. PDAs can range in size from a single parcel to many acres. Potential development ranges from small-scale infill to large commercial, industrial, residential, or mixed-use projects. Town and village centers, Chapter 40R Districts, industrial parks, and proposed commuter rail station sites are typical examples of PDAs.

What are Priority Protection Areas (PPAs)?

Priority Protection Areas (PPAs) are areas that are important to protect due to the presence of significant natural or cultural resources, including endangered species habitats, areas critical to water supply, historic resources, scenic vistas, and farms. Like PDAs, the PPAs can vary greatly in size. Sites may be candidates for protection through acquisition or conservation restrictions.
What are Combined Priority Development and Priority Protection Areas (Combined Areas)?

In Combined Priority Development and Priority Protection Areas, communities welcome development; however, the development is expected to be sensitive to its site and the surrounding area. This may include development that complements the older structures within a historic district or low impact development that protects nearby water resources or biodiversity.

What do PDAs and PPAs do for my city or town?

A community’s Priority Area designations can guide municipal decisions about zoning revisions, infrastructure investments, and conservation efforts. For example, some communities choose to incorporate these designations into their Master Plan. Also, municipalities are implementing these designations using technical assistance available through State funding programs such as the South Coast Rail Technical Assistance and District Local Technical Assistance (DLTA).

In addition, the Community Priority Areas serve as the foundation for developing Regional and State Priority Area designations. Lastly, through Executive Order 525 (see below), the Patrick Administration asked certain state agencies to consider priority areas when making funding commitments.

Regional and State Priority Areas

The Community Priority Areas are essential to the process of determining the Regional and State Priority Area Maps. Local designations determined to be of regional significance through a regional screening process, including public input received at regional public workshops, make up the Regional Priority Areas map. In turn, the Community and Regional Priority Areas are the basis for the State Priority Area Map.

Executive Order 525 (E.O. 525)

In fall 2010, Gov. Patrick issued Executive Order 525 (E.O. 525) providing for the implementation of the South Coast Rail Corridor Plan and Corridor Map (Corridor Map) through state agency actions and investments. The Executive Order calls for state investments to be consistent with the Corridor Plan’s recommendations to the maximum extent feasible. These state actions have the potential to leverage local and private investments in the priority areas. The Executive Order also directs state agencies to conduct a retrospective analysis to determine how consistent their actions and investments in the region have been with the Corridor Plan goals.
PRIORIT AREA REVIEW PROCESS

SRPEDD staff worked with cities and towns to review their Priority Areas identified in 2008. Amendments to Priority Areas included delineating more precise boundaries using Geographic Information Systems (GIS) data. RPAs used interactive GIS maps to present over forty layers or information including, but not limited to, ortho photography, parcel lines, zoning districts, state program areas (such as Growth District Initiative and Chapter 40R sites), and designated resource areas (such as high-yield aquifers, Zone II aquifers, BioMap 2 Core Habitats, and rivers and streams with their associated wetlands). Communities also worked to clarify the stated purpose for each Priority Area.

The process included a series of three meetings:

#1: Introductory meeting: A Regional Planning Agency staff member visited with Boards of Selectmen and Mayors to reintroduce the land use planning process that took place in 2008 and the reasons for conducting the Five-Year Update of Priority Area designations.

#2: Preliminary Meeting: SRPEDD staff facilitated a 2-3 hour working session with municipal staff and/or board and committee/commission members to review each priority area. Staff incorporated interactive GIS maps depicting various data layers (see Appendix) to inform discussions and decision-making. This preliminary process of updating the 2008 Priority Area designations had the following general guiding principles in mind:

- Incorporating changes in municipal priorities, needs, and desires
- Understanding updated state policies such as Executive Order 525
- Refining priority area boundaries to be exact and “rational” (coterminal with other map layers such as roadways, zoning boundaries, designated resource areas, etc.)
- Making clear and strategic statements about the stated purpose for and desired character of priority areas

For the few SRPEDD communities without town staff, SRPEDD did this preliminary review at a public meeting in the community; then, using the criteria outlined by meeting participants, SRPEDD made the remaining changes and returned revised maps and a narrative description of the revisions to the municipality for their review prior to the workshop with the general public. SRPEDD staff used the input from the preliminary meetings to generate a “before” and “after” map to present to the public for their feedback and input.

#3: Public Meeting Review: Each community held a public meeting, at which time RPAs and local meeting participants reviewed each community's priority areas and identified desired changes. Some communities incorporated this into a Board of Selectmen meeting, others...
during a Planning Board meeting, and some communities held a public meeting held specifically for this purpose.

**TOWN OF ROCHESTER RESULTS**

On January 7, 2013, SRPEDD staff met with the Board of Selectmen (BOS) to re-introduce the Priority Area planning exercise. The BOS designated the Town Planner, John Charbonneau, as the contact person for this work. The preliminary municipal meeting was held on March 28, 2013 at the Rochester Police Station. Participants reviewed the purpose and the boundaries of each 2008 Priority Area. In discussions, they clarified the purpose of each and adjusted the respective boundaries to coincide with the stated purpose.

The Town of Rochester held a public meeting to seek input from town residents on the revisions recommended by the municipal representatives on May 15, 2013 at Town Hall. No revisions were requested for the priority areas. The consensus of the meeting attendees was that the 2013 Priority Area map depicts the boundaries of areas deemed to be priorities for development and for preservation. The result of this work is the 2013 Rochester Community Identified Priority Area Map, which can be found on page 2 of this document.

**PRIORITY AREA ADJUSTMENTS**

As stated above, the 2013 Priority Areas (PAs) are based upon the PA designations identified in 2008. Many of these PAs still represent municipal growth priorities today. In most cases, revisions made to the PAs simply transition them from the “general designations” of the 2008 process to more “exact designations” (both in terms of their boundaries and their stated purposes) using current Geographic Information Systems data and updated local input. In some cases, communities added new PAs or removed previous designations because (1) municipal priorities changed over time, (2) the purposes for designations were achieved or new ones arose, or (3) designations were incorporated into other PAs identified for the same purpose. The text below lists the updated 2013 PAs, identifies their stated purposes, describes their boundaries, and details changes from the 2008 Priority Areas.
**PRIORITY DEVELOPMENT AREAS**

**Four Corners [250-01]**

*Purpose:* To provide for general business development at the intersection of Mary’s Pond Road/Feering Hill Road and County Road.

*Boundaries:* Boundaries correspond to three selected developable parcels at the intersection of Mary’s Pond Road/Feering Hill Road and County Road.

*Changes from 2008:* In 2008, this PA was part of the Lower County Road Combined PDA/PPA. Community representatives renamed this PA in order to more clearly describe its location and altered its boundaries to more clearly follow parcel lines. Representatives also changed this priority designation from Combined PDA/PPA to PDA in order to emphasize development opportunities.

**Northwest Rochester General Store Opportunity (2013) [250-02]**

*Purpose:* To provide for neighborhood scale, general store-type retail to serve the surrounding areas.

*Boundaries:* Boundaries correspond to selected developable parcels with frontage on Braley Hill Road, excluding areas covered by the Mattapoisett River and Snipatuit Pond Water Resources PPA.

**PRIORITY PROTECTION AREAS**

**Mattapoisett River and Snipatuit Pond Water Resources [250-03]**

*Purpose:* To preserve water resources.

*Boundaries:* Boundaries expanded to include all DEP Zone II Aquifers, the Assawompsett Pond Outstanding Resource Water designation, and Snipatuit Pond, excluding the Village Center Combined PDA/PPA

*Changes from 2008:* In 2008, this PA was called Mattapoisett River, Snipatuit Pond, and Snow’s Pond. Community representatives renamed this PA in order to more clearly describe its purpose and also altered its boundaries to more clearly follow designated resource areas.
Sippican River Area Aquifer [250-04]

Purpose: To preserve water resources.

Boundaries: Boundaries include all DEP Medium- and High-Yield Aquifers, excluding the Northeast Rochester Industrial District Combined PDA/PPA and the Four Corners PDA

Changes from 2008: In 2008, this PA was called Sippican River. Community representatives renamed this PA in order to more clearly describe its purpose and also altered its boundaries to more clearly follow designated resource areas.

COMBINED PRIORITY AREAS

Former Airfield [250-05]

Purpose: To encourage rural village and mixed-use development/redevelopment while respecting natural resources, scenic character, and surrounding neighborhoods (property owner has expressed desire to develop the property).

Boundaries: The boundary corresponds to the selected parcel lines.

Changes from 2008: Community representatives altered boundaries to more clearly follow proposed Village Center Overlay District and parcel lines. Community representatives chose to change this priority designation from PPA to Combined PDA/PPA in order to emphasize context-sensitive development opportunities.

Northeastern Rochester Industrial Area [250-06]

Purpose: To allow for currently-zoned business and industrial uses to continue and to expand in a manner that acknowledges surrounding water resources and development limitations.

Boundaries: Boundaries correspond to Industrial District and General Commercial District Zoning boundaries as well as eight small transitioning parcels (average lot size 0.93 acres)

Changes from 2008: In 2008, this PA was called Northern Rochester Mixed-Use Area. Community representatives renamed this PA in order to more clearly describe its purpose and also altered its boundaries to more clearly follow zoning districts and parcel lines.
Village Center Mixed-Use Area [250-07]

*Purpose:* To allow rural village and mixed-use development/redevelopment while preserving the historic integrity and village character of the area.

*Boundaries:* Boundaries correspond to parcels covered by the proposed Village Center Overlay District bylaw.

*Changes from 2008:* In 2008, this PA was called Rochester Center Mixed-Use Area. Community representatives renamed this PA in order to more clearly describe its purpose and location. They also altered its boundaries to more clearly follow proposed zoning districts and parcel lines.
<table>
<thead>
<tr>
<th>Community</th>
<th>RPA</th>
<th>Introduction</th>
<th>Preliminary</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attleboro</td>
<td>SRPEDD</td>
<td>1/15/2013</td>
<td>2/22/2013</td>
<td>5/30/2013</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>SRPEDD</td>
<td>12/17/2012</td>
<td>1/17/2013</td>
<td>5/20/2013</td>
</tr>
<tr>
<td>Dighton</td>
<td>SRPEDD</td>
<td>12/12/2012</td>
<td>1/24/2013</td>
<td>5/29/2013</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>SRPEDD</td>
<td>12/27/2012</td>
<td>2/20/2013</td>
<td>5/20/2013</td>
</tr>
<tr>
<td>Fall River</td>
<td>SRPEDD</td>
<td>12/10/2012</td>
<td>3/14/2013</td>
<td>5/9/2013</td>
</tr>
<tr>
<td>Lakeville</td>
<td>SRPEDD</td>
<td>1/7/2013</td>
<td>3/6/2013</td>
<td>5/28/2013</td>
</tr>
<tr>
<td>Mansfield</td>
<td>SRPEDD</td>
<td>1/16/2013</td>
<td>3/12/2013</td>
<td>5/15/2013</td>
</tr>
<tr>
<td>Marion</td>
<td>SRPEDD</td>
<td>12/18/2012</td>
<td>3/12/2013</td>
<td>5/16/2013</td>
</tr>
<tr>
<td>Mattapoisett</td>
<td>SRPEDD</td>
<td>12/11/2012</td>
<td>3/10/2013</td>
<td>5/20/2013</td>
</tr>
<tr>
<td>New Bedford</td>
<td>SRPEDD</td>
<td>1/7/2013</td>
<td>2/21/2013</td>
<td>5/13/2013</td>
</tr>
<tr>
<td>Raynham</td>
<td>SRPEDD</td>
<td>12/11/2012</td>
<td>3/19/2013</td>
<td>5/2/2013</td>
</tr>
<tr>
<td>Rehoboth</td>
<td>SRPEDD</td>
<td>12/10/2012</td>
<td>2/28/2013</td>
<td>5/1/2013</td>
</tr>
<tr>
<td>Rochester</td>
<td>SRPEDD</td>
<td>1/7/2013</td>
<td>3/28/2013</td>
<td>5/15/2013</td>
</tr>
<tr>
<td>Seekonk</td>
<td>SRPEDD</td>
<td>12/19/2012</td>
<td>2/27/2013</td>
<td>5/14/2013</td>
</tr>
<tr>
<td>Swansea</td>
<td>SRPEDD</td>
<td>1/8/2013</td>
<td>2/6/2013</td>
<td>5/30/2013</td>
</tr>
<tr>
<td>Taunton</td>
<td>SRPEDD</td>
<td>1/30/2013</td>
<td>1/19/2013</td>
<td>5/29/2013</td>
</tr>
<tr>
<td>Wareham</td>
<td>SRPEDD</td>
<td>1/15/2013</td>
<td>4/17/2013</td>
<td>6/10/2013</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4/10/2013</td>
<td></td>
</tr>
</tbody>
</table>
South Coast Rail Priority Area 5-Year Update

Subregion 7: Rochester, Wareham, Mattapoisett, Marion

Map 1: Community Priority Area Designations, 2008-09

Priority Development Areas (PDAs)  
Priority Protection Areas (PPAs)  
Combined PDA/PPA  
Overlapping Priority Areas  
Water  
Municipal Boundaries  
Interstates  
Arterials and Collectors  
Local Roads  
MBTA Proposed Stations  
- MBTA Proposed Rail Lines

This map is for the sole purpose of aiding regional planning decisions and is not warranted for any other use.

February 2013
South Coast Rail
Priority Area
5-Year Update

Subregion 7: Rochester, Wareham, Mattapoisett, Marion

Map 2: Open Space & Developed Land

This map is for the sole purpose of aiding regional planning decisions and is not warranted for any other use.

February 2013

1 mile
South Coast Rail
Priority Area
5-Year Update

Subregion 7: Rochester, Wareham, Mattapoisett, Marion

Map 3: Economic Development and Infrastructure

- Colleges and Universities
- Hospitals
- EOHED Growth Districts Initiative
- EOHED Chapter 43D Districts
- EOHED Chapter 40R Districts
- Industrial Parks
- Economic Opportunity Areas (EOAs)
- Seaport
- MassDEP Activity and Use Limitation (AUL) Brownfield Sites
- SRTA/GATRA Fixed Bus Routes
- OpenCape Broadband
- Active Agriculture
- Sewer Service
- Developed Land
- Municipal Boundaries
- Interstates
  - Arterials and Collectors
  - Local Roads
- MBTA Proposed Stations
- MBTA Proposed Rail Lines

This map is for the sole purpose of aiding regional planning decisions and is not warranted for any other use. February 2013
South Coast Rail
Priority Area
5-Year Update

Subregion 7: Rochester, Wareham, Mattapoisett, Marion

Map 5: Biodiversity & Natural Resources

- NHESP Certified Vernal Pool
- All Areas Prime Farmland (NRCS SSURGO-Certified Soils)
- NHESP Priority Habitats
- BioMap2 Core Habitat
- BioMap2 Critical Natural Landscapes
- Area of Critical Environmental Concern (ACEC)
- Water
- Municipal Boundaries
- Interstates
- Arterials and Collectors
- Local Roads
- MBTA Proposed Stations
- MBTA Proposed Rail Lines

This map is for the sole purpose of aiding regional planning decisions and is not warranted for any other use.
February 2013
South Coast Rail Priority Area 5-Year Update

Subregion 7: Rochester, Wareham, Mattapoisett, Marion

Map 6: Housing and Environmental Justice (EJ)

- EOEEA 2010 EJ Block Group (Minority)
- EOEEA 2010 EJ Block Group (Income)
- EOEEA 2010 EJ Block Group (Minority and Income)
- EOEEA 2010 EJ Block Group (Minority, Income, and English Isolation)
- Municipal Boundaries
- Intertates
- Arterials and Collectors
- Local Roads
- MBTA Commuter Rail Stations
- MBTA Commuter Rail Lines
- MBTA Proposed Stations
- MBTA Proposed Rail Lines

HPP: Current Housing Production Plan
Percent of a community’s total housing units that are affordable to households with incomes ≤ 80% the area median income (AMI).
Note: 35% of all housing units in the South Coast Rail region are affordable to these households.

This map is for the sole purpose of aiding regional planning decisions and is not warranted for any other use.

February 2013

Current Housing Production Plan (HPP)
- Current Housing Production Plan (HPP)

35% HPP

35%:
Percent of a community’s total housing units that are affordable to households with incomes ≤ 80% the area median income (AMI).
Note: 35% of all housing units in the South Coast Rail region are affordable to these households.