



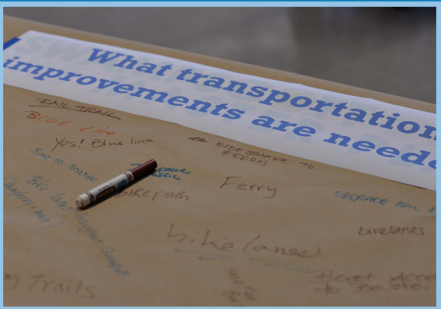
### WHY WE DEVELOPED THIS PLAN

Swampscott’s last comprehensive master plan was completed in 1971. Since then, our community’s priorities have changed. *Swampscott 2025: The Master Plan* is designed to put Swampscott on a new strategic path that is more proactive and thoughtful in its physical development and preservation for the next 10 years. *Swampscott 2025: The Master Plan* is an action plan for positive change within the community that provides:

- a town vision based on community input and priorities;
- strategies and actions to improve livability, opportunity, and sustainability;
- a land use plan to guide physical development in town;
- an implementation strategy to effectively achieve plan goals; and
- predictability for residents, businesses, and developers, and elected officials.

### HOW WE DEVELOPED THIS PLAN

*Swampscott 2025: The Master Plan* was developed under the guidance of a volunteer citizen committee that represented the majority of Town boards and committees. The plan is more than just a document – it is the result of an open public process that received input from Swampscott citizens over the course of a year. The planning process reached hundreds of people through the public open houses, info tables at town events, and online. Town residents, business owners, and Town boards and committees talked to each other, listened to each other, and brought their visions for the town into alignment to achieve a set of shared goals.



### HOW WE’LL PUT THE PLAN TO WORK

The purpose of a plan is to prepare for action. *Swampscott 2025: The Master Plan* includes a detailed implementation plan setting out the what, how, who, and when for specific actions to achieve the goals of the plan. The Swampscott Planning Board will serve as the stewards of the plan, advising Town boards, committees, and other stakeholders on implementation as well as monitoring progress. A progress report to citizens is scheduled to be released every 6 months, and the plan will be evaluated and updated for relevance every 3 years.



## A Vision for 2025

In 2025, Swampscott is a flourishing community offering residents a high quality of life by taking full advantage of, and emphasizing, its many unique assets – picturesque beaches, distinctive history, attractive and diverse residential neighborhoods, strong transportation connections within town and to Boston, a thriving business mix, a network of beautiful open spaces, and community pride.

Swampscott’s rich maritime history and pristine, well-maintained beaches draw residents and visitors to its waterfront. Residential neighborhoods offer a welcoming, safe and enriching environment with a variety of housing options – market rate and affordable – for

families, seniors and young adults.

Humphrey Street serves as the vibrant cultural and social center of the community, drawing people from all walks of life, including tourists, to its historic setting and unique selection of shops, restaurants, and views of the Atlantic. Redevelopment around the MBTA train station has created a transit village with shops and residences in a walkable environment attractive to young and old residents alike. A reimagined, revitalized, walkable Vinnin Square serves as a regional destination for North Shore shoppers and workers with improved multi-modal transportation access and

appropriately scaled mixed use retail, residential and office space that attracts much needed business, jobs and increased consumer spending to town.

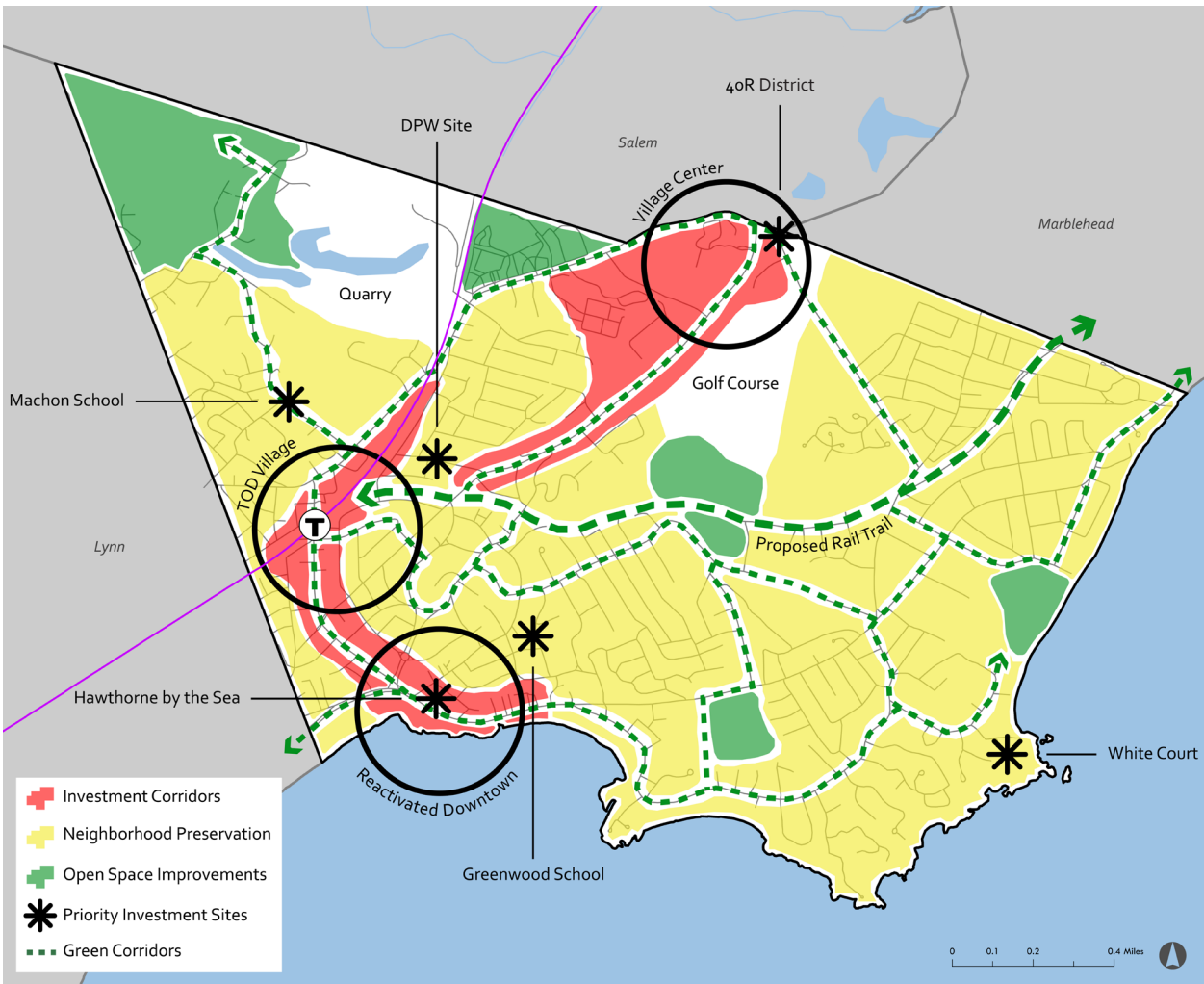
Swampscott’s state-of-the-art public education and up-to-date town facilities continue to attract families, but also provide excellent services and recreational options for residents of all ages.

Effective Town management, improved transportation connections, and strategic partnerships with our neighboring communities have unlocked community and economic opportunities allowing all to share in the success of Swampscott and the

surrounding region.

Finally, a connected system of well-maintained parks, open spaces and beaches with strong pedestrian and bicycle amenities further contributes to Swampscott’s high quality of life by improving residents’ overall health and making the community among the “greenest” on the North Shore.

Through this Master Plan process and other ongoing community endeavors, this vision of Swampscott in 2025 is one of an informed, engaged and productive community, with a shared vision and commitment to achieving a prosperous and sustainable future.



Future Land Use Recommendations

### Plan Elements

- Historic and Cultural Resources
- Open Space
- Hazard Mitigation
- Energy
- Public Facilities and Services
- Land Use and Zoning
- Housing
- Economic Development
- Transportation and Circulation



# SWAMPSCOTT 2025 THE MASTER PLAN

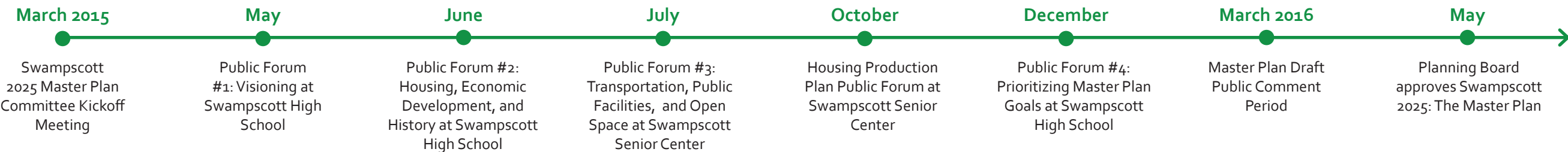


## EXECUTIVE SUMMARY

Learn more at:  
<http://bit.ly/planSWAMPSCOTT>



### PUBLIC INPUT



## GOALS



### Historic and Cultural Resources

Swampscott's identity is deeply rooted in its history. Promoting the town's historic and cultural assets - historic structures, landscapes - and telling the town's stories, not only raises awareness of these resources, but also strengthens the case to preserve and protect them. Celebrating these assets will be critical in attracting tourists to Swampscott and generating much-needed economic activity, especially along the waterfront.

- Enhance efforts to protect and maintain Swampscott's historic and cultural resources.
- Increase local capacity to support and fund historical preservation efforts.
- Promote Swampscott's historic resources to encourage greater preservation efforts and to attract visitors to town.



### Open Space

For a small community of only three square miles, Swampscott has a wide range of open space and recreation resources both in quantity and diversity. Because limited open space exists in town, preserving and maintaining existing resources is of the utmost importance. The town's beaches are highly valued by its citizens, and several amenities for passive and active recreation can be found inland. Improving connectivity between these resources by establishing a green corridor network will increase awareness and accessibility of these amenities.

- Implement the adopted 2013 Open Space and Recreation Plan.
- Establish a Green Corridor Network to connect open space and recreational opportunities in town.
- Identify and advocate for additional Open Space and Recreation funding.



### Sustainability: Hazard Mitigation

Swampscott, as a coastal community, will face the largest threats from flooding (due to sea level rise), storm surge, and increased intensity of precipitation events. Moreover, stormwater discharges will impact flooding and ocean water quality. However, the Town has taken proactive steps in mitigating the impacts of these events.

- Prepare for the impacts of sea level rise.
- Prevent and minimize the impacts of water pollution.
- Reduce local heat impacts.



### Sustainability: Energy

Swampscott received the Green Community designation in 2010 and has made significant strides in reducing municipal energy use. The Town established a community electric aggregation program that offers residents and business a 100% renewable electric supply.

- Reduce municipal sector energy use by 20% in accordance with the Energy Reduction Plan.
- Reduce commercial and residential sector energy use.
- Reduce municipal and non-municipal greenhouse gas emissions.



### Public Facilities and Services

The Town of Swampscott provides high quality services and facilities and continues to make improvements to Town-owned properties. The Town has also made efforts to increase efficiencies in administrative processes.

- Ensure Swampscott's facilities meet community needs.
- Secure adequate resources for Swampscott's public services and facilities.
- Ensure Swampscott's sewer and water infrastructure meets safety and environmental standards.
- Enhance communication and improve transparency of Town processes.
- Ensure utility of all Town-owned buildings.



### Land Use and Zoning

The majority of Swampscott's land area is dedicated to residential use and very little undeveloped land - less than 1% of total area - is available. However, opportunities for redevelopment or improvement of undervalued properties do exist, especially around the train station area. Considering the widening gap in the Town's budget, opportunities to increase property values must be seized when available.

- Revitalize Humphrey Street into a vibrant and attractive mixed-use commercial corridor.
- Establish a robust green network to improve quality of life, protect natural landscapes and amenities and improve connections.
- Encourage mixed-use, walkable centers that enhance quality of life, provide greater housing options, and maximize value of undervalued land.
- Preserve the character of Swampscott's residential neighborhoods.



### Housing

Swampscott's compact, picturesque residential neighborhoods and quality school system will continue to be highly desirable to young families in the coming decades; retirees and elders will prefer to age in their communities, creating a large and growing need for affordable and age-friendly housing options. To meet a growing housing demand, the Town must find ways to diversify its housing stock so current and prospective residents can lead a high quality of life regardless of their age, income level, or physical ability.

- Create opportunities to develop a more diverse housing stock - affordable and market rate - to meet the needs of a changing demographic profile in the town.
- Provide seniors and persons with disabilities with greater housing options so that those who currently live in Swampscott can continue to do so.
- Identify opportunity sites that are most appropriate to accommodate Swampscott's projected growth in housing.
- Maintain and advance local capacity and advocacy efforts to achieve housing production goals.
- Identify funding sources and programs to assist the Town in meeting existing and future housing needs.



### Economic Development

The costs of maintaining public facilities and providing services continue to rise, but the Town has limited options in generating additional revenue to close the widening budget gap. Swampscott must leverage its three major assets: coastal setting, transit access, and strong commercial areas to drive additional economic growth. The Town's fiscal health will increasingly rely on new growth - especially in commercial properties - since residential areas in town are mostly built out.

- Maximize benefits of Swampscott's geographic location as a coastal community and public transportation access to Boston to attract new economic investment.
- Invest in the tourism industry - providing more amenities and programming year round.
- Attract more visitors and private investments to Swampscott.
- Build organizational capacity to advocate for continued revitalization and stronger growth in Swampscott's commercial areas.



### Transportation and Circulation

Like other Boston area suburbs, Swampscott is not unique in that it faces a variety of transportation challenges, including pedestrian safety, vehicle speeds, and parking - especially along the waterfront. There are several immediate opportunities to improve infrastructure for bicyclists and transit users - such as adding bike racks at the train station - that will improve both transit ridership and user experience.

- Construct the Swampscott Rail Trail.
- Improve accessibility for all users.
- Improve connection between Commuter Rail station and Humphrey Street/beaches.
- Understand and address local parking challenges
- Improve pedestrian environment in Vinnin Square.
- Increase funding for local transportation improvements.
- Increase transit amenities to encourage transit ridership.

