

# Town of Seekonk Master Plan

## Land Use Element

# Agenda

- What is SRPEDD's role
- Timeline
- What Past Documents Say
- Current Zoning
- Current Land Use
- Draft Growth Model
  - Introduction to Concepts and Techniques
  - Scenarios – What Questions Can We Answer with our Growth Model?
- Example Master Plan Goals and Strategies
- Website
- Activities
- Questions to Think About

# What is SRPEDD's Role?



LISTEN TO YOU



UNDERSTAND YOUR  
GOALS AND  
PRIORITIES

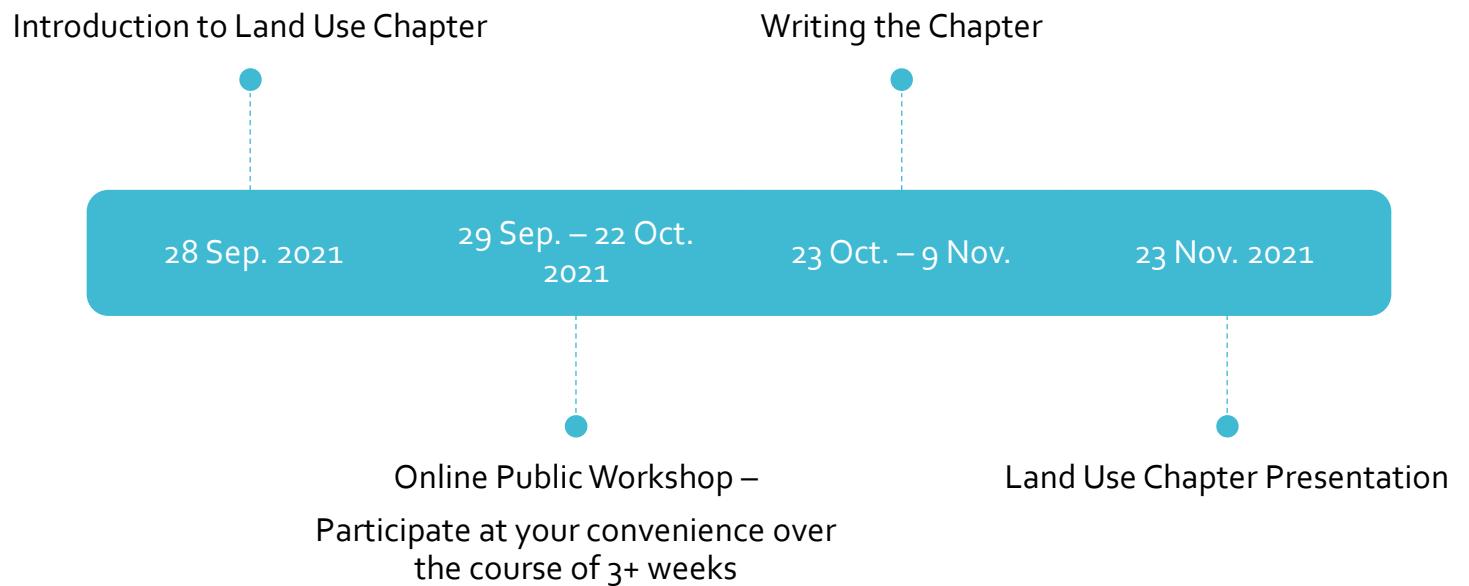


GATHER, ANALYZE,  
AND PRESENT  
INFORMATION



HELP MAKE A PLAN  
THAT RESPONDS TO  
YOUR GOALS

# Timeline



# Past Planning Goals Related to Land Use

- Revitalize Seekonk's designated Village areas (MP 2012)
- Preserve Seekonk's Rural Character (OSRP 2021)
- Promote more multi-family, rental housing, and accessory apartments in selected areas of Seekonk (HPP 2010)
- Consider development bonuses that could be used as part of a TDR program (SCR 2013)
- Maintain Seekonk's environmental resources and community character in Rural Residential areas (MP 2012)

# Current Zoning

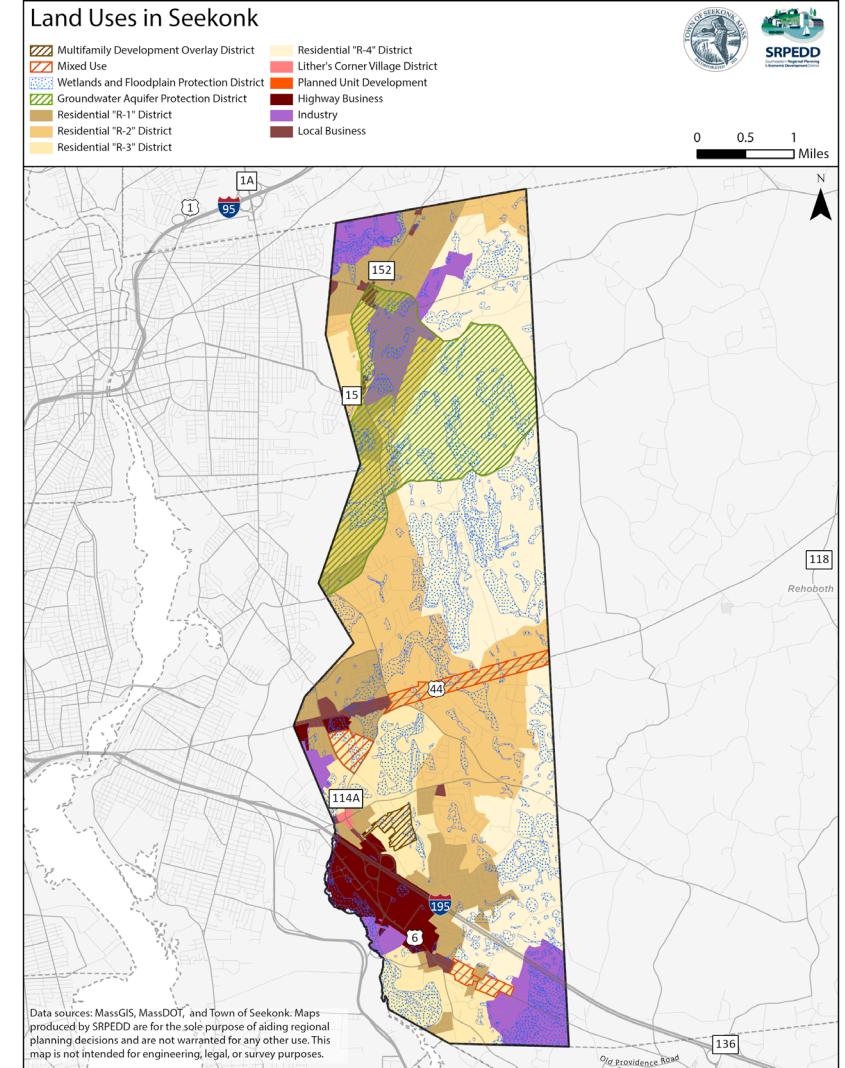
## Zoning determines what uses – and how much of them – you can put on a property.

The town has a comprehensive and well-developed zoning bylaw.

It includes several residential zones (R-1 through R-4, with increasing densities) and a Multifamily Development Overlay District.

It also features commercial and industrial zones and an Economic Development Overlay District.

The Groundwater Aquifer Protection District limits uses and intensities in the northern part of Town.



# Current Land Use

Residential (yellow) – 54.3%

Apartments (dark yellow) – 9.1%

Mixed-Use (orange) – 0.9%

Office (pink) – 0.2%

Commercial (red) – 2.9%

Industrial (purple) – 1.8%

Institutional (blue) – 8.7%

Agriculture (brown) – 1.5 %

Open Space (green) – 1.6%

Vacant (grey) – 9.1%

## Land Uses in Seekonk

Residences <= 3 units

Apartments >= 4 units

Mixed-Use

Office

Commercial

Industrial

Institutional

Agriculture

Res/Ag and Res/OS

Open Space and Recreation

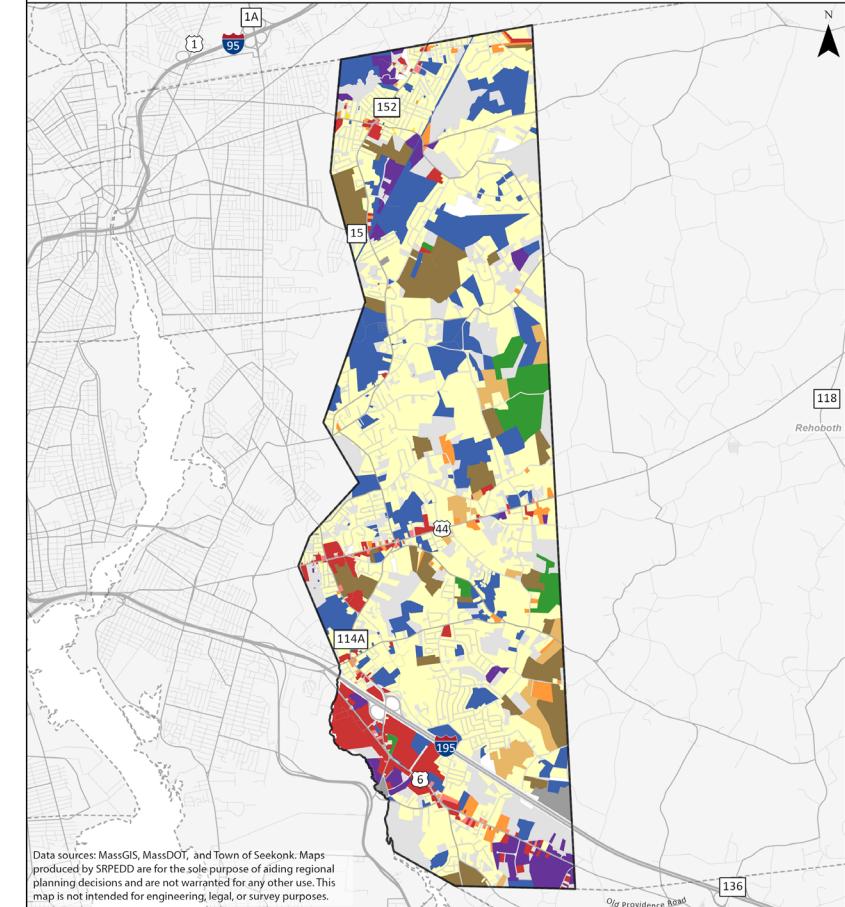
Utility and Transportation

Vacant

No Data



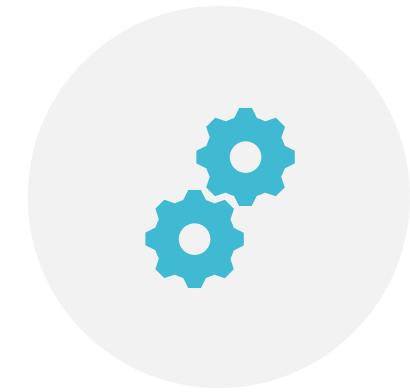
0 0.5 1 Miles



# GIS-based Growth Modeling



INTRODUCTION TO THE  
MODELING CONCEPTS



OVERVIEW OF  
MODELING PROCESS

# Growth Modeling in a Nutshell

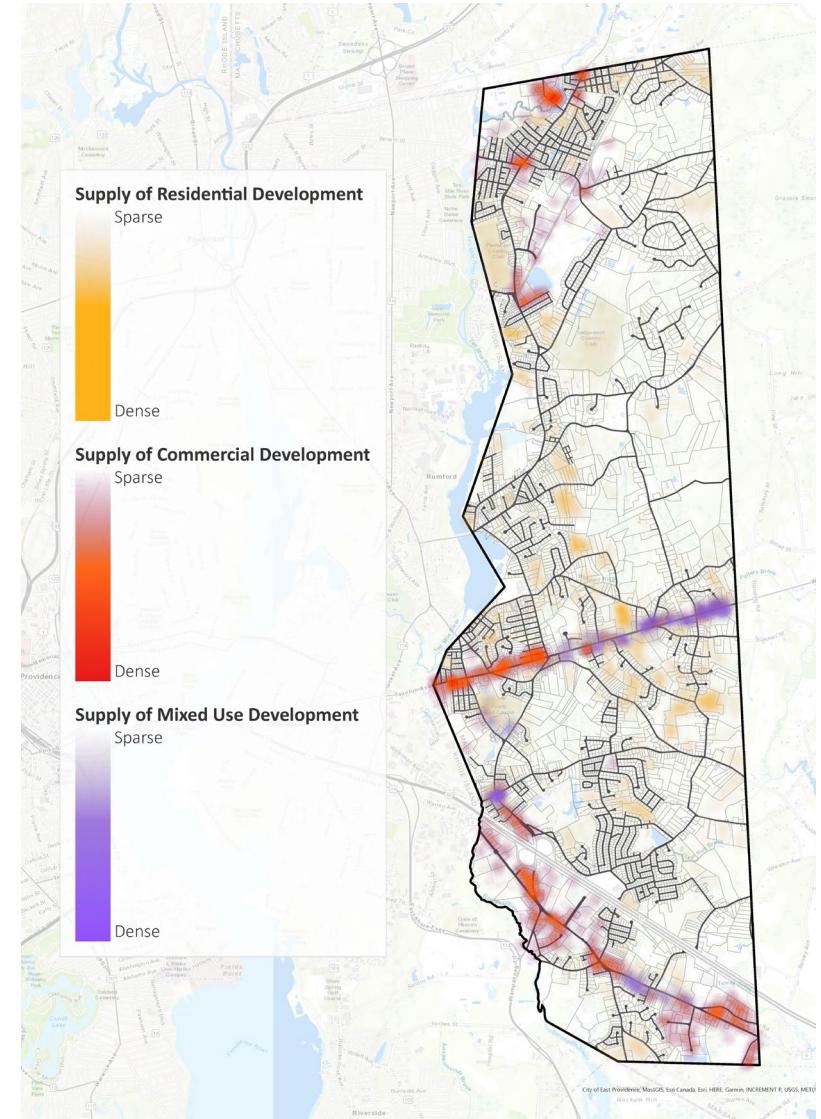
## What is a Growth Model?

It's an estimate of future growth based on:

- Existing Zoning;
- Constraints (e.g., wetlands);
- Push and Pull-factors; and
- Population projections (from MassDOT and Umass-Donahue)

## How is it done? 3 Steps:

- Build-out (estimate of supply)
- Suitability (estimate demand)
- Allocation (estimate of where growth might occur)



# Growth Modeling

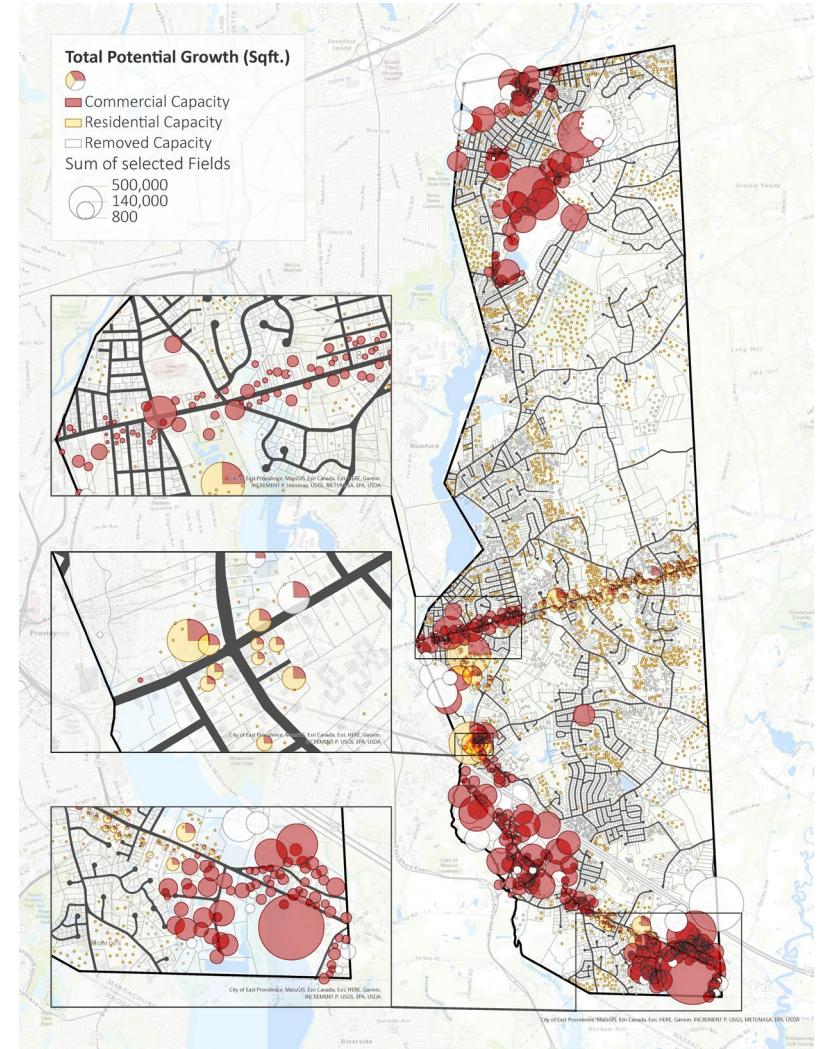
## STEP 1: Build-out Estimates (Supply)

"Parcel-by-parcel" estimate of potential buildings based on:

- Existing zoning regulations

- Permanent constraints (e.g. wetlands, permanently-protected open space)

Each parcel receives a "build-out estimate," or how much total growth (measured in building area and/or dwelling units) could occur given zoning requirements and usable land. We then go back and refine these estimates with site-by-site inspections.



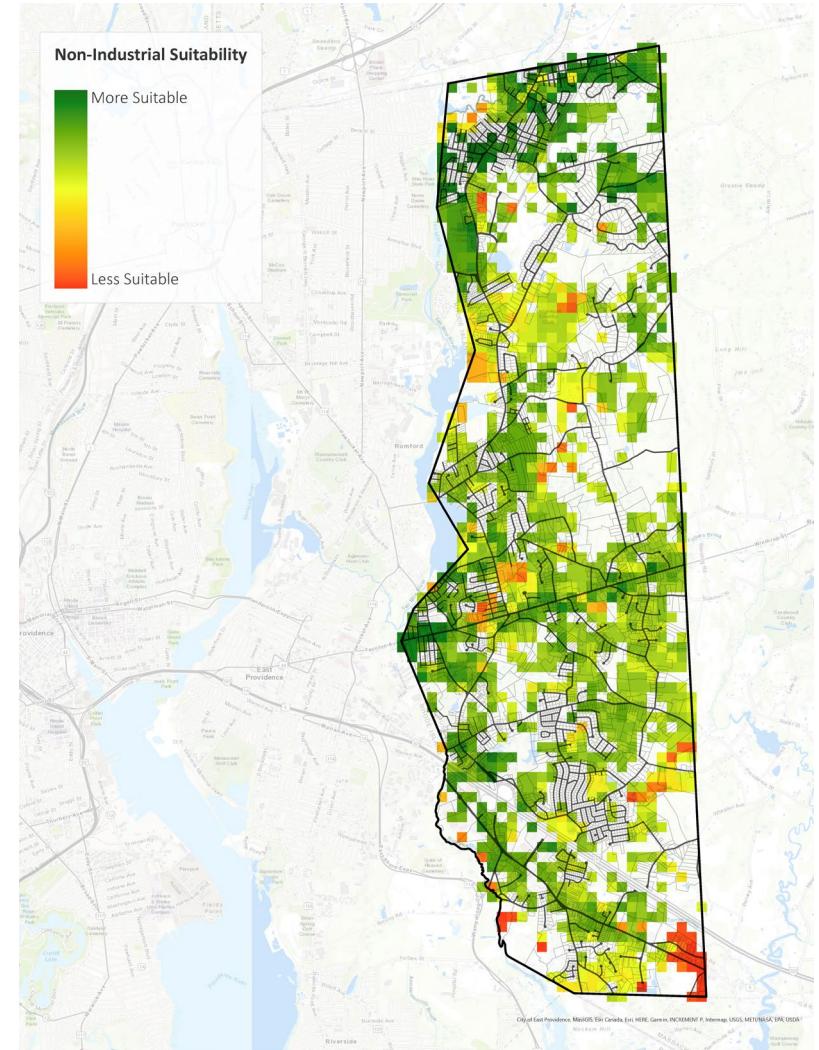
# Growth Modeling

## STEP 2: Suitability Scoring (Demand)

"Scores" each building's likelihood of being developed based on its relationship to assets and constraints.

For example, a hypothetical building placed within a FEMA flood plain may be less likely to be developed than one that isn't!

Similarly, a hypothetical commercial building near a highway interchange is more likely to be build than one on a country road.



# Growth Modeling

## More Suitable if

Near Recent development

Possesses positive valuation and real estate characteristics

Near amenities such as parks, schools, walkable areas

In a locally designated priority development area

## Less Suitable if

Constrained by wetlands and permanently protected open spaces

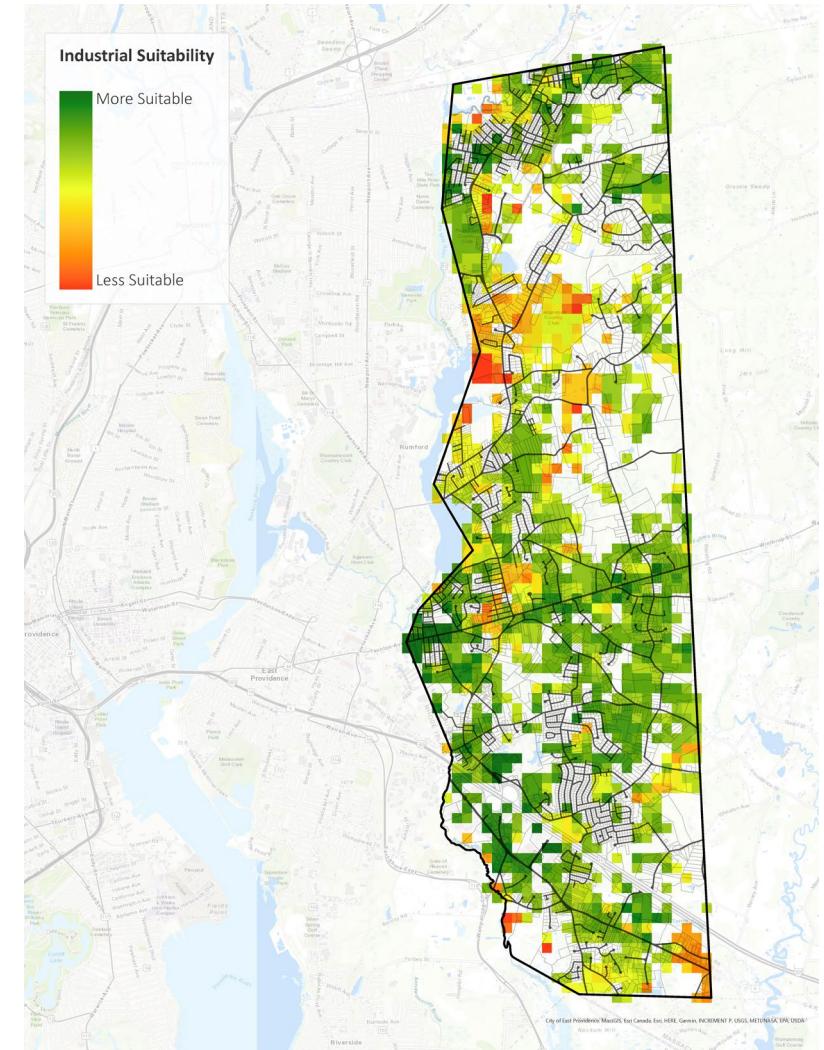
Affected by geological constraints such as high slopes or soils that won't perk

In Important water resource protection areas

Near or in agricultural soils

Near or in Habitats and other natural resource protection areas

Affected by hazards, such as FEMA flood plains



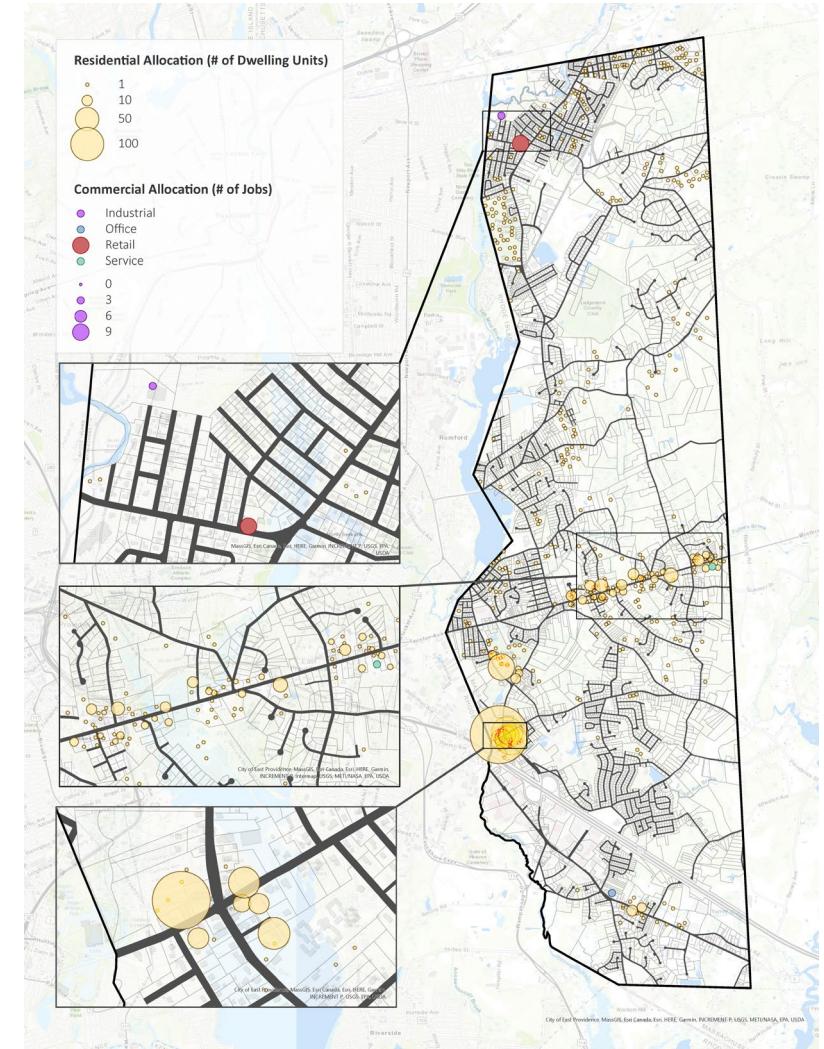
# Growth Modeling

## STEP 3: Allocation

Allocates projected growth (dwelling units and jobs)

Basis allocation on supply (Build-Out) and demand (Suitability) ... and a healthy dose of randomness and humility

“All models are wrong but some models are useful” – George E. P. Box



# Growth SCENARIOS – What Questions Can We Answer with our Growth Model?

- What would Seekonk look like under a lower-growth scenario for residences, but a higher growth scenario for jobs?
- What would a certain area look like if Zoning (supply) changed?
- How would growth shift under different suitability scoring (demand)?
  - For example, if climate-related factors became even stronger pushes?
- What other questions might we ask with the model?

# Example Goals and Strategies

Goals		Strategies	
Utilize	Utilize Effective Zoning Practices And Other Regulations To Shape Lakeville's Future Growth. (Lakeville Master Plan)	Create	Create Zoning Districts That Encourage Mixed-Use Village Type Development In Specific Locations. (Lakeville Master Plan)
Pursue	Pursue Economic Development In Strategic Sites (Marion Master Plan)	Conduct	Conduct further parking surveys of retail centers to inform infill development and zoning changes (Seekonk Economic Development Plan)
Modern	Modernize the town's zoning bylaw to meet the Town's priorities on growth and preservation. (Norton Master Plan)	Develop	Develop Design Guidelines For General Business Area (And Any Future Commercially-Zoned Areas) To Ensure That New Development Matches The Community Character. (Berkley Master Plan)

# Public Engagement



Visit the website



Participate in the  
mapping exercise



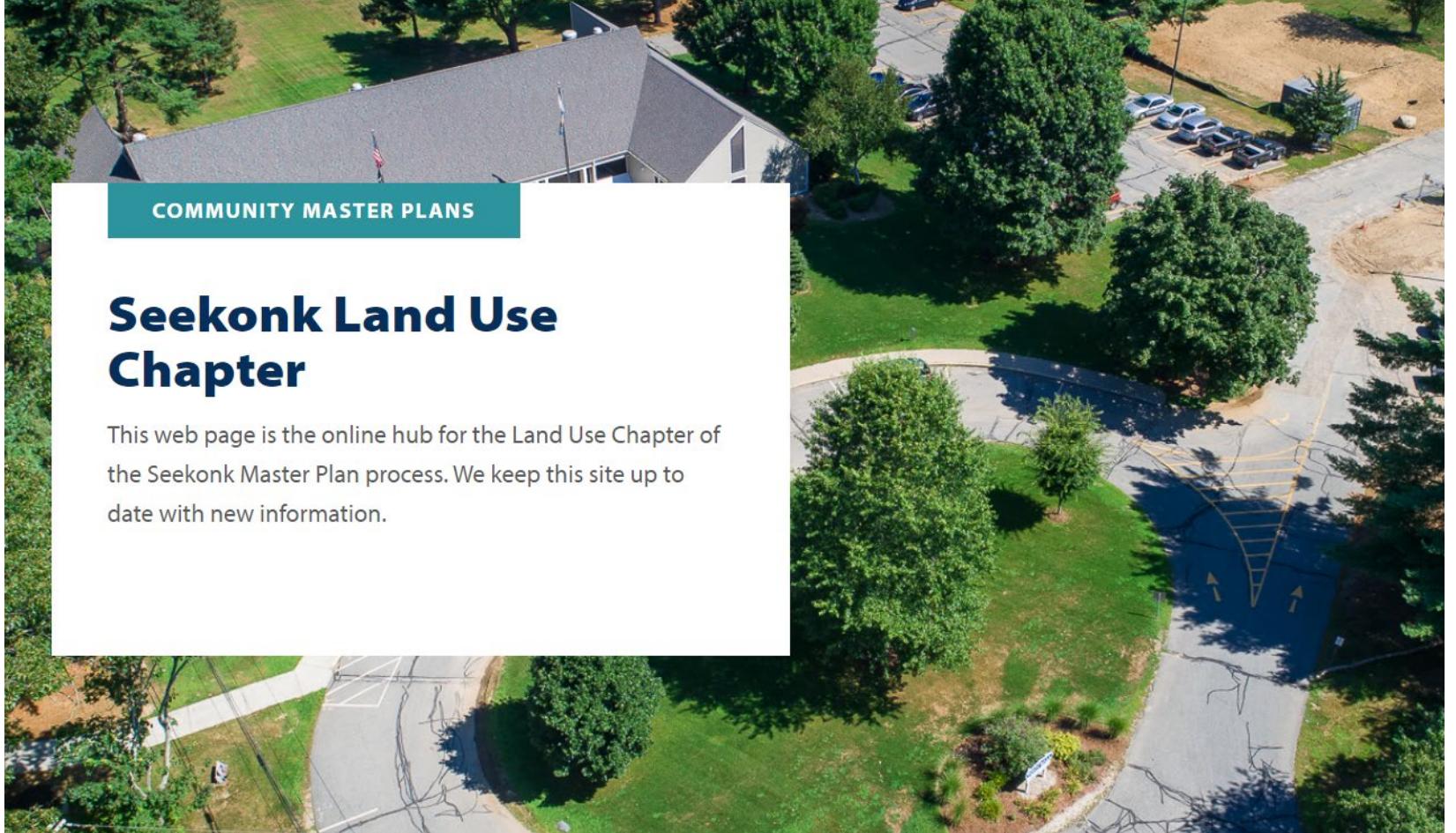
Leave a comment



Attend Office  
Hours

## Website

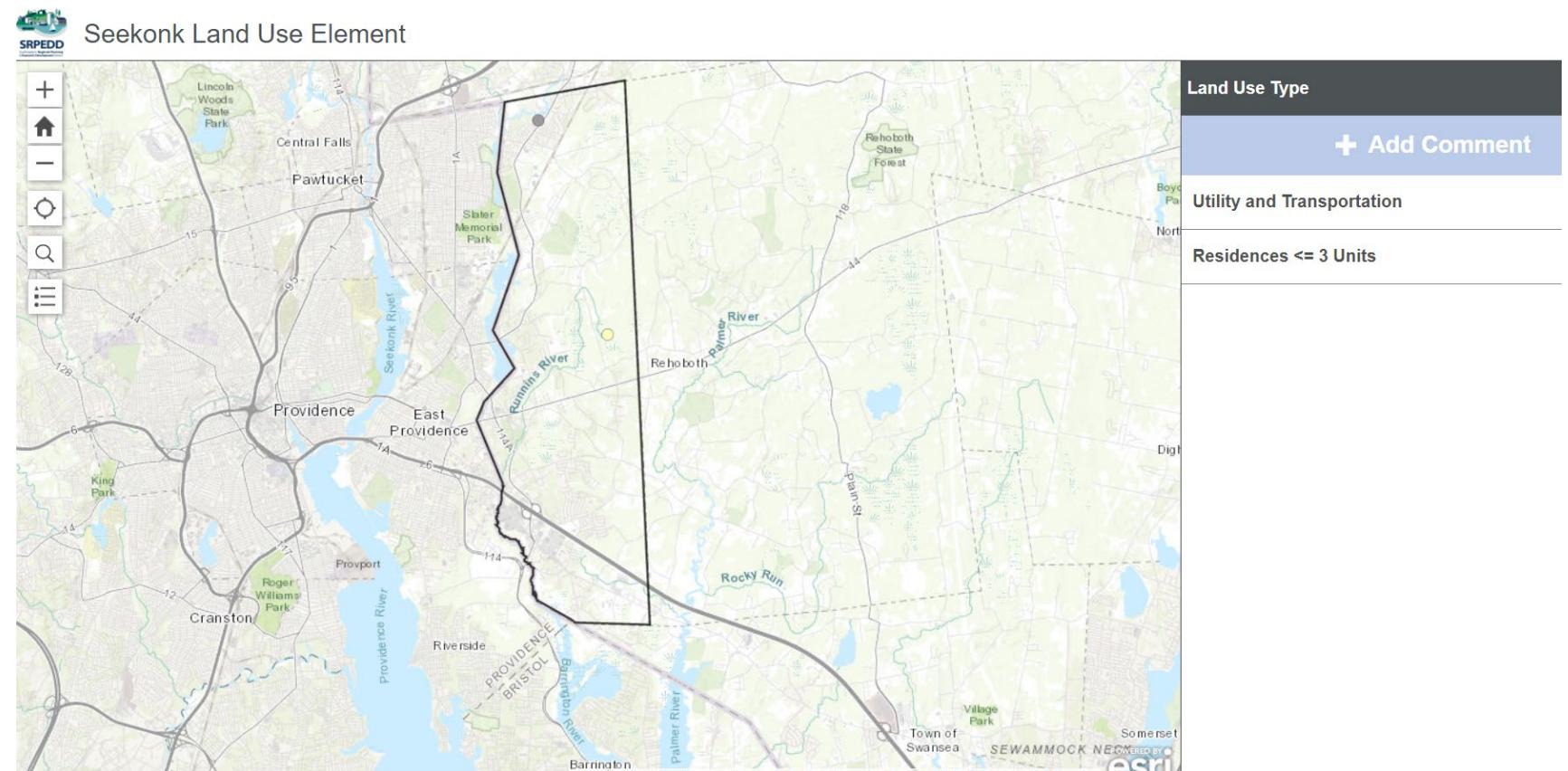
[www.srpedd.org/seekonk-land-use](http://www.srpedd.org/seekonk-land-use)



The website header features the SRPEDD logo (Southeastern Regional Planning & Economic Development District) with a stylized building icon. Navigation links include News, Calendar, Contact Us, and Toggle High Contrast. Below the header, a main menu has options for About SRPEDD, Departments, and Resource Library. A central content area displays an aerial photograph of a residential neighborhood. Overlaid on the image is a white box containing a teal header with the text "COMMUNITY MASTER PLANS" and a large, bold, dark blue title "Seekonk Land Use Chapter". Below the title is a descriptive paragraph: "This web page is the online hub for the Land Use Chapter of the Seekonk Master Plan process. We keep this site up to date with new information."

# Mapping Exercise

<https://arcg.is/WT94q>



# Comment Card

## Seekonk Land Use Element Public Comment Card

Please leave us any comments you have about the Seekonk Land Use Element currently under production by SRPEDD.

[Sign in to Google](#) to save your progress. [Learn more](#)

\* Required

**Comment \***

Your answer

What is your name?

Your answer

What is your email address, so that we can respond to your comment and send you updates about the project?

Your answer

**Submit**

**Clear form**

Never submit passwords through Google Forms.

# Office Hours

Wednesday October 13

- 6 - 7PM
- <https://uso2web.zoom.us/j/82983856615?pwd=TXorY1AxUEJ2No9Qc2p5Q2htTzBiQT09>

Thursday October 21

- 1 – 2 PM
- <https://uso2web.zoom.us/j/82920720705?pwd=MUsySEo2b05EbWVrWjdnYkgMSzNVUT09>

# Questions to think about

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What type of development is right for Seekonk?

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Which areas in Seekonk are appropriate for future growth?

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Which areas in town should no more growth occur?

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Which areas are most important to preserve, enhance, or transform?

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Are there parts of town that you would describe as rural or urban?