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Destination Groton Releases a Ten-Year Vision

For Immediate Release: Groton – March 23, 2026

The Destination Groton Committee (DGC) has today released its report: *Groton 2036 – A Ten-Year Vision*. The Ten-Year Vision document is a result of a nearly four-year effort to research the issues and engage the public in a townwide “conversation” imagining a framework to incrementally improve and enhance Groton’s Town Center experience.

“I am pleased to receive this timely Ten-Year Vision report from the Destination Groton Committee,” Town Manager Mark Haddad said. “It represents a deep dive into the challenges the Town faces and offers a series of thoughtful and compelling findings and recommendations to meet these challenges over the next ten years,” Haddad stated.

The DGC was awarded two state grants: MA Downtown Initiative (Traffic Mobility \$25,000) and the Rural Development Fund (\$50,000 Town Center Planning). While funded to focus on Town Center, the DGC included review of potential sites around town including Four Corners and West Groton. The DGC hired two very knowledgeable consulting firms. For the Traffic Mobility consultant, DGC hired Stantec and for the Town Planning consultant they hired Studio InSitu, Architects.

Visioning Process

“A Visioning Process is a collaborative effort to imagine and define a community’s long-term aspirations for a specific area as a shared statement of possibility – a roadmap of ideas and priorities that reflect the community’s values, identity, and hopes for the future so that policy makers can act to create that future”, DGC Chair Greg Sheldon stated, “That process continues,” Sheldon added.

Public Engagement

The DGC began its Townwide “conversation” by publishing a Public Town Survey (2023-2024) (400+ respondents) that was designed to establish baseline community priorities and to confirm townwide support (83%) for pursuing a long-term vision and associated funding opportunities. In addition, the DGC held two well attended Business Conferences

April 2024 (95 attendees): *Creating Business Opportunities for Economic Growth*; and November 2024: (90 attendees): *Visioning the Future of Town Center*. The DGC launched a second Public Survey in 2025 to extend the public conversation (150+ responses to date). The second survey focuses on current conditions along Main Street, priorities for infrastructure and safety improvements and community support for a long-term Town Center vision.

Our consultants began their work early in 2025 and held several public engagements. The DGC set out in the fall to host a series of six Visioning Forums with town residents. Each Visioning Forum combined a concise presentation of context and findings with open discussion and facilitated questions. Presentations explained why Groton Town Center is at an inflection point, summarized preliminary consultant insights, and described how public input would shape the final Vision Report and subsequent implementation phases.

The Vision Report recognizes that longstanding mobility and infrastructure constraints now intersect with increased cultural activity, visitor traffic, and measurable retail leakage. Addressing these safety and economic conditions requires a phased, coordinated and character-sensitive approach.

“We look forward to the next phase in presenting the Vision Report findings and recommendations going forward to Town leadership beginning with the Select Board, other town leaders and the public,” Sheldon said.

To view the ***Groton 2036 – A Ten-Year Vision*** and to review all the background documents go to DestinationGroton.com and click on the Vision Process page.