



NORFOLK

Master Plan 2035

**Master Plan Steering Committee
Meeting #2 – Forum Prep and Outreach**
April 11, 2023



Agenda

Introductions

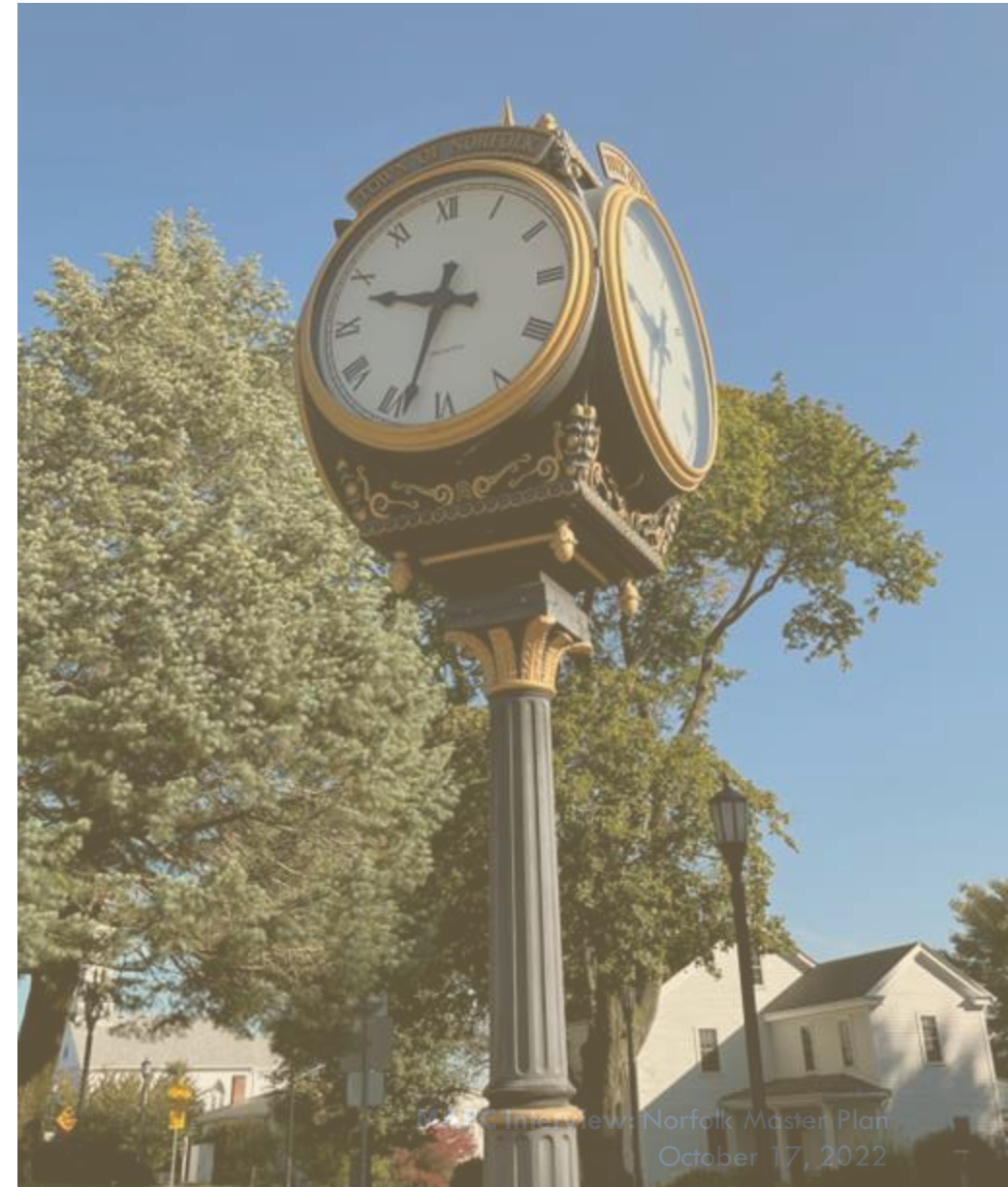
Visioning Forum

Town-wide survey

Follow-up Workshops

Outreach and promotion

Next steps



MAPC Interview: Norfolk Master Plan
October 17, 2022

Norfolk Master Plan Steering Committee

Joe Burke, Resident
Eric Diamond, Planning Board
Dan Feyock, Resident
Erin Hunt, Resident
Kevin Kalkut, Select Board
Melissa Meo, Planning Board
Chris Montfort, Planning Board
Chad Peck, Planning Board
Jen Pittore, Resident
Gary Sullivan, Planning Board
John Weddleton, Planning Board

Master Plan Ambassadors will also be a part of the process:

Pat Day, Resident
Charles Iacono, Resident



MAPC Team



Principal in Charge
Josh Fiala AIA AICP LEED AP
Urban Design, Zoning



Project Manager
Andrea Harris-Long AICP
Land Use/Open Space



Community Engagement
Gloria Huangpu
Demographics



Gurdeep Kaur AICP
Economic Development



Travis Pollack AICP
Transportation



Abbey Judd
Arts and Culture



Annis Whitlow Sengupta
Historic Preservation



Karina Oliver-Milchman AICP
Housing



Brian Luther
Community Facilities/Services



Barry Keppard
Public Health



Visioning Forum



Visioning Forum – Location and purpose

Tuesday April 25th 7:00 pm

Freeman-Kennedy School Cafeteria

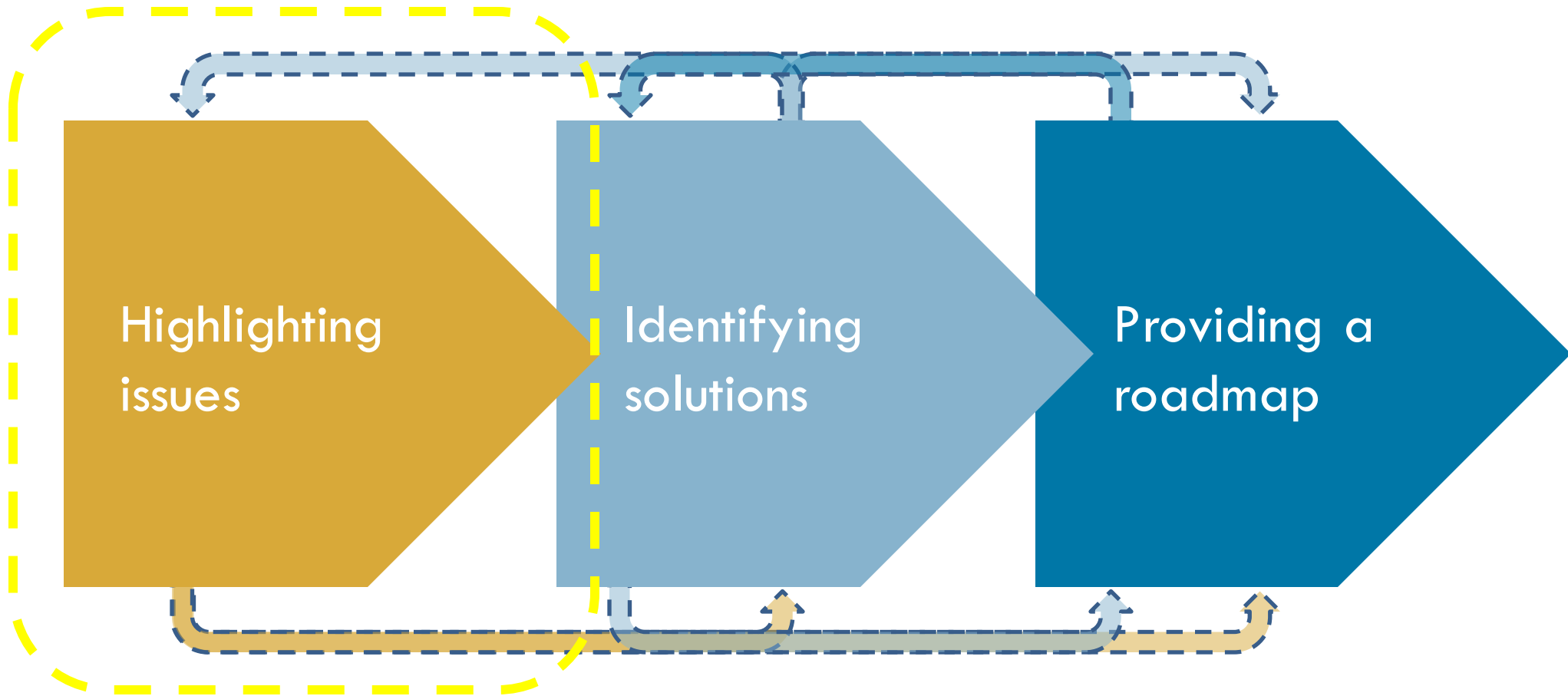
- First Town-wide community forum
- Focused on:
 - Introducing the Master Plan process
 - Identifying components of a Town-wide community vision
 - Identifying challenges to address
- Interactive in-meeting polling and conversation



Norfolk Master Plan Visioning Forum Focus



Norfolk Master Plan Visioning Forum Focus



Visioning Forum – Format and agenda

- Welcome and introduction
 - Audience poll – who is participating
- Master Plan overview
- Initial topic overview and challenges
 - Audience small group engagement – challenges
 - Audience poll report out
- Initial community priorities and vision
 - Audience small group engagement – vision
 - Audience poll report out
- How to stay involved
 - Audience engagement – involvement preferences
- Next steps

Freeman-Kennedy School Cafeteria



Source: Flansburgh Architects, Robert Benson

Visioning Forum – Format and agenda

- Welcome – Committee member and/or Town Planner
- Presentation – MAPC
- Engagement – In-meeting interactive (and paper) polling
- Small group discussion – challenges
- Small group discussion – vision



Visioning Forum – Committee member roles

- Help to welcome attendees into the space
- Stand when the Committee is introduced during the presentation
- Participate in the in-meeting polling and discussion
- Help to take notes during small group discussion
- Help collect materials at the end of the meeting

Town-wide survey



Town-wide Survey

Open from 4/25 to mid-June

- Survey link will be released at the Visioning Forum
- Promoted in follow-up from the Forum
- Complementary to the discussion and feedback gathered at the Visioning Forum
- Likely to be the only form of engagement for some residents

Town-wide survey – Outline

- Welcome and introduction
- Who is participating – standard demographic questions
- Master Plan overview
- Challenges and priorities
- Community vision and priorities
- How to stay involved
- Involvement preferences
- Next steps



Follow-up Workshops



Follow-up Workshops

- Focus/Affinity Groups
 - Small businesses
 - Families and households with youth/children
 - Seniors and Veterans
- Complementary to Visioning Forum and Town-wide Survey
- Focus on deeper dive into challenges and turning toward potential solutions

Follow-up Workshops

- Focus/Affinity Groups
 - Small businesses
 - Families and households with youth/children
 - Seniors and Veterans
- Variety of locations and formats – Town Center/Library, Zoom, Hybrid/Senior Center or Hybrid/River's Edge
- Timing – May – after Town Meeting May 17th
 - Monday 5/22, Tuesday 5/23, Wednesday 5/24?

Outreach and promotion



Norfolk Master Plan Project website

www.mapc.ma/norfolk2035

NORFOLK 2035

MAPC >> RESOURCES >> NORFOLK 2035

 **NORFOLK**
Master Plan 2035

Jump To:

- Defining the Vision
- Working Towards a Plan
- Phase One Project Timeline
- Norfolk Resources
- Contacts

About

Norfolk 2035 is a town-wide master planning process that will provide the basis for decision-making in Norfolk for the next ten years. The process allows Norfolk community members to evaluate the town's strengths, identify issues and challenges, and envision the type of community Norfolk would like to be in the future.

The Town is working with the Metropolitan Area Planning Council (MAPC) on the project, which is guided by a steering committee comprised of Norfolk Planning Board members and other at-large members. The process is strengthened through engagement with Norfolk residents, business owners, and other stakeholders.

Get Involved!

Receive updates and invitations to upcoming events.

[> Sign Up Here](#)

Defining The Vision

MAPC is conducting background research and analysis to understand existing conditions for the different focus areas (like land use, transportation, community facilities, etc.). A series of engagement events will help MAPC understand local needs and challenges. Workshops will build consensus around shared community values, to inform a Vision to guide future work. Over the course of the process, goals, strategies, and actions will be developed and refined with the community to ensure the master plan reflects the desired future of Norfolk.

Sign up for updates!



Norfolk Master Plan
April 11, 2023

Master Plan Community Awareness Campaign

What's *your* vision for Norfolk?

Norfolk's Master Plan Launches Now!
The Town wants to hear from you. *Norfolk Master Plan 2035* will help shape the look and feel of Norfolk over the next 10 years. The plan's vision, values, and goals should reflect Norfolk residents, so your input is crucial!

Get Involved!

**Norfolk Master Plan Visioning Forum
April 25, 6 pm**

Attend to learn more about the project and help shape Norfolk's vision. Your ideas will help us create the plan's overarching vision statement and goals.

RSVP at mapc.ma/norfolk2035forum

What is a master plan?
A master plan provides a roadmap for a Town's future planning and development decisions, as well as how Town resources should be invested into services, facilities, and infrastructure. The master plan will guide decision-making in Norfolk for the next decade.

How can I learn more?
Visit our website at mapc.ma/norfolk2035 to learn more about the process and how to get involved.

**NORFOLK
Master Plan 2035**

Icons included in the infographic: Open Space & Environment, Housing, Historical & Cultural Resources, Community Facilities & Services, Transportation, Public Health, Economic Development, Land Use and Zoning.

Help spread the word so the Norfolk Master Plan is for and by the community!

Share with your networks:

- Flyers
- Post a physical flyer
- Emails
- Social media
- Websites

+ Town Channels
(Town website, social media...)

Next steps



Norfolk Master Plan

Community Engagement Timeline

Dec 2022 – Feb 2023

Feb – June 2023

July – Dec 2023

Jan – March 2024

Preparing Engagement

Activities and Deliverables:

- ✓ Town Tour
- ✓ Town Administrator's Monthly Dept Head Mtg
- Conduct Stakeholder Analysis
- ✓ Municipal Immersion Week #1

Awareness and Community Visioning

Activities and Deliverables:

- Awareness Campaign
- Community Forum: Vision + Follow-up Survey
- Deep-Dive Workshops (by Topic or Neighborhood)
- Engagement Reflection and Summary

Drafting Goals

Activities and Deliverables:

- Community Forum: Draft Goals
- Community Awareness Campaign
- Community-wide Survey
- Municipal Immersion Week #2
- Engagement Reflection Summary

Defining Priorities

Activities and Deliverables:

- Final Community Forum
- Community Comments Period
- Final Engagement Reflection and Summary



Next steps

- Next Master Plan Steering Committee Meeting – May 9th 7:00 pm
- Spread word about the Master Plan
- Help promote the Visioning Forum (4/25) and plan to attend

Norfolk Master Plan Timeline

