



NORFOLK

Master Plan 2035

Visioning Forum

April 25, 2023



Welcome!



Forum Agenda

Master Plan introduction

Master Plan overview

Topic overview and challenges

Community priorities and vision

Next steps



MAPC Interview: Norfolk Master Plan
October 17, 2022

Master Plan introduction



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



Introduction 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



Adi Nochur
Transportation



Abbey Judd
Arts and Culture



Lindsay Randall
Historic Preservation



Karina Oliver-Milchman AICP
Housing



Courtney Lewis
Open Space, Sustainability



Alexa DeRose
Data Services



Brian Luther
Community Facilities/Services



Sarai Zelada
Public Health



Norfolk Master Plan
April 25, 2023

Tell us about yourself!



Attendee Survey

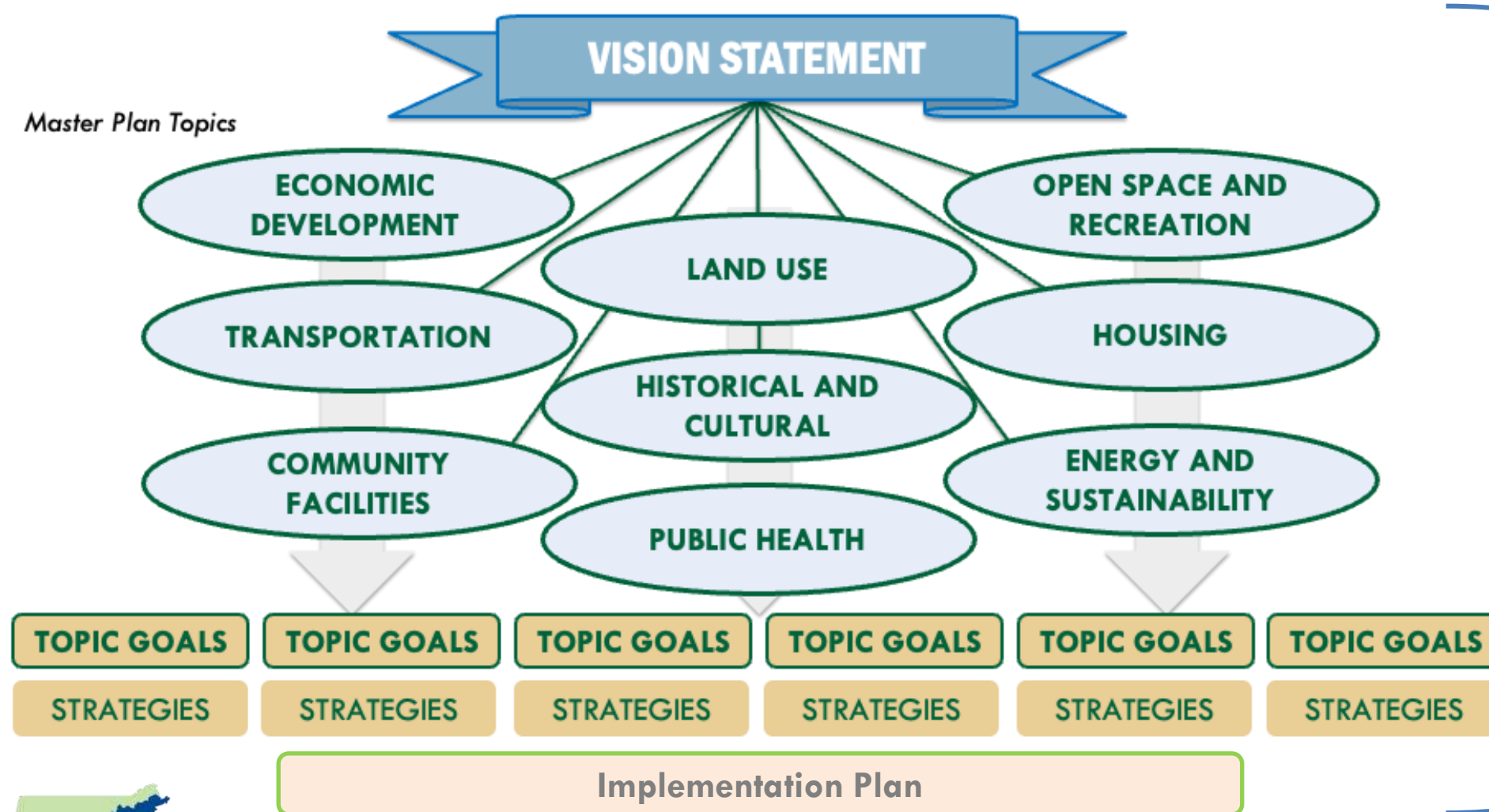


Master Plan Overview



Norfolk Master Plan

What is a Master Plan?

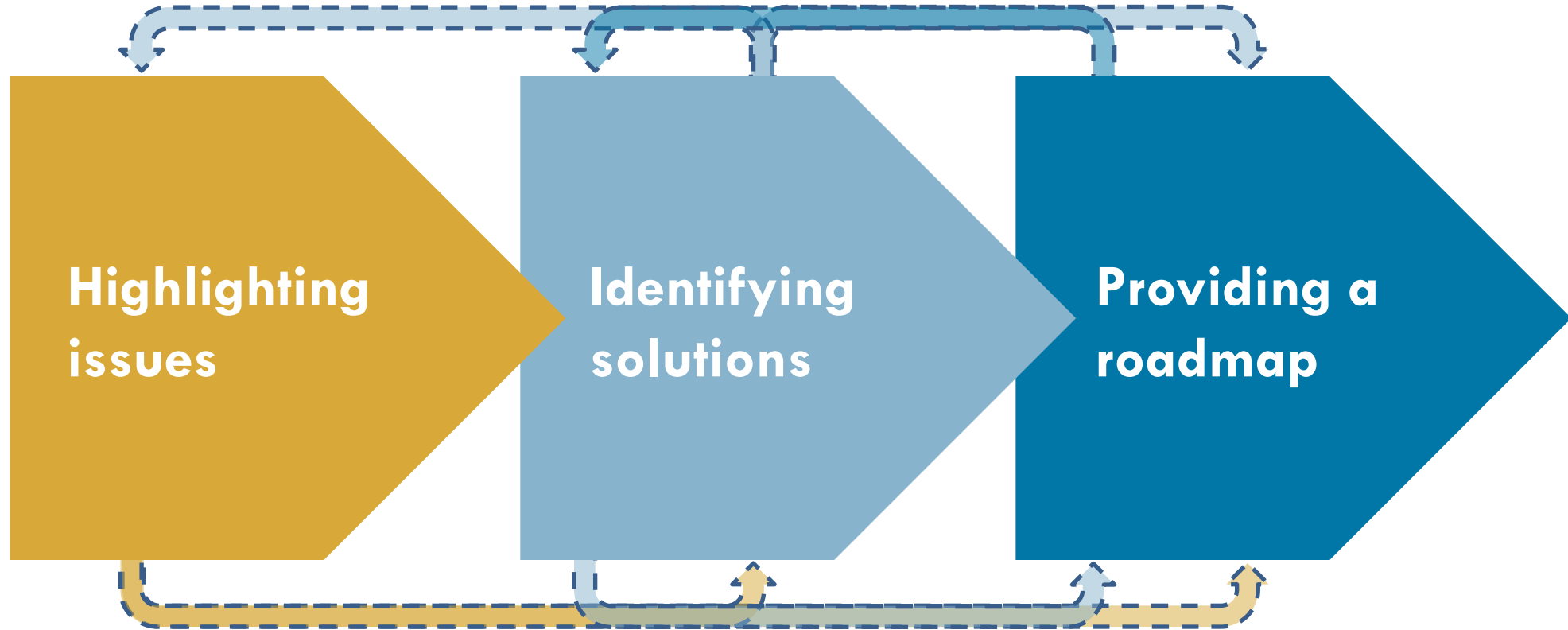


Guided by
Master
Plan
Steering
Committee
and
Norfolk
community
members



Norfolk Master Plan

How we see a Master Plan



How we see a Master Plan

Highlighting
issues

Existing Conditions Data Analysis

Conversations with Town officials

Feedback from YOU



Continuing sustainable growth patterns

Expand housing options



Leverage Town Assets



Maximize Public Investments

Mixed-Use Development

High quality Town services



Realistic and cost-effective implementation



**Case Studies from
similarly sized Towns**



**Community
Conversations**



**Strategic
Prioritization**

**Streetscape investment
in Town Center**



**Community Garden at
Rockwood Road Park**



Initial Topic Overview and Challenges



Understanding Norfolk today



Town Tour in December

Existing Conditions Analysis

- **Past Plans Review**
- **Data Analysis**
- **Mapping**

25+ Municipal Immersion Interviews

- **Meetings with Town Administrator and Town Department Directors**
- **Board/Committee volunteers**

Snapshot of Norfolk today: Themes from Town Interviews

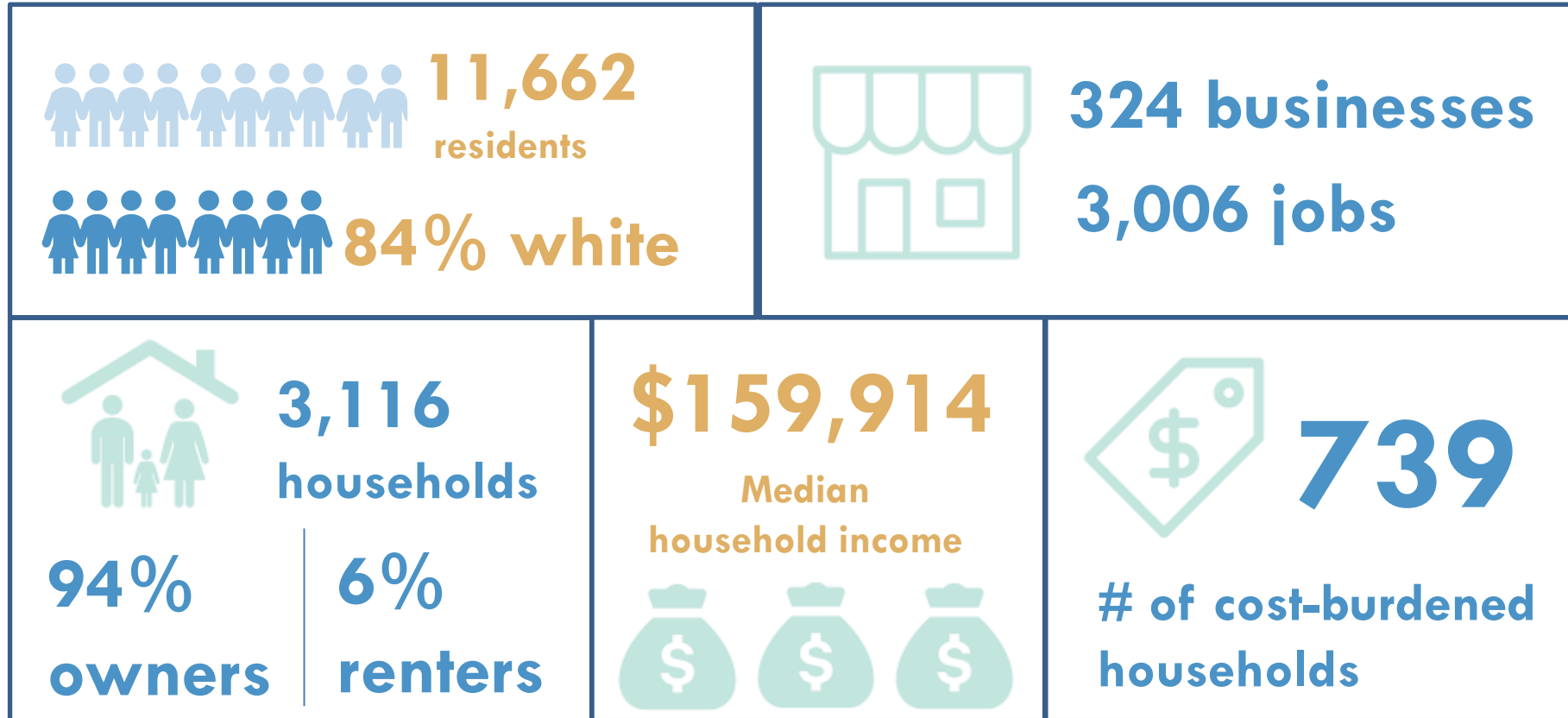
Public services & facilities should keep up with future growth

Impacts of limited “starter” home options and affordable housing

Norfolk lacks social services and commercial services like medical offices, grocery stores, and entertainment

Lack of sidewalks and other alternatives to driving

Snapshot of Norfolk today

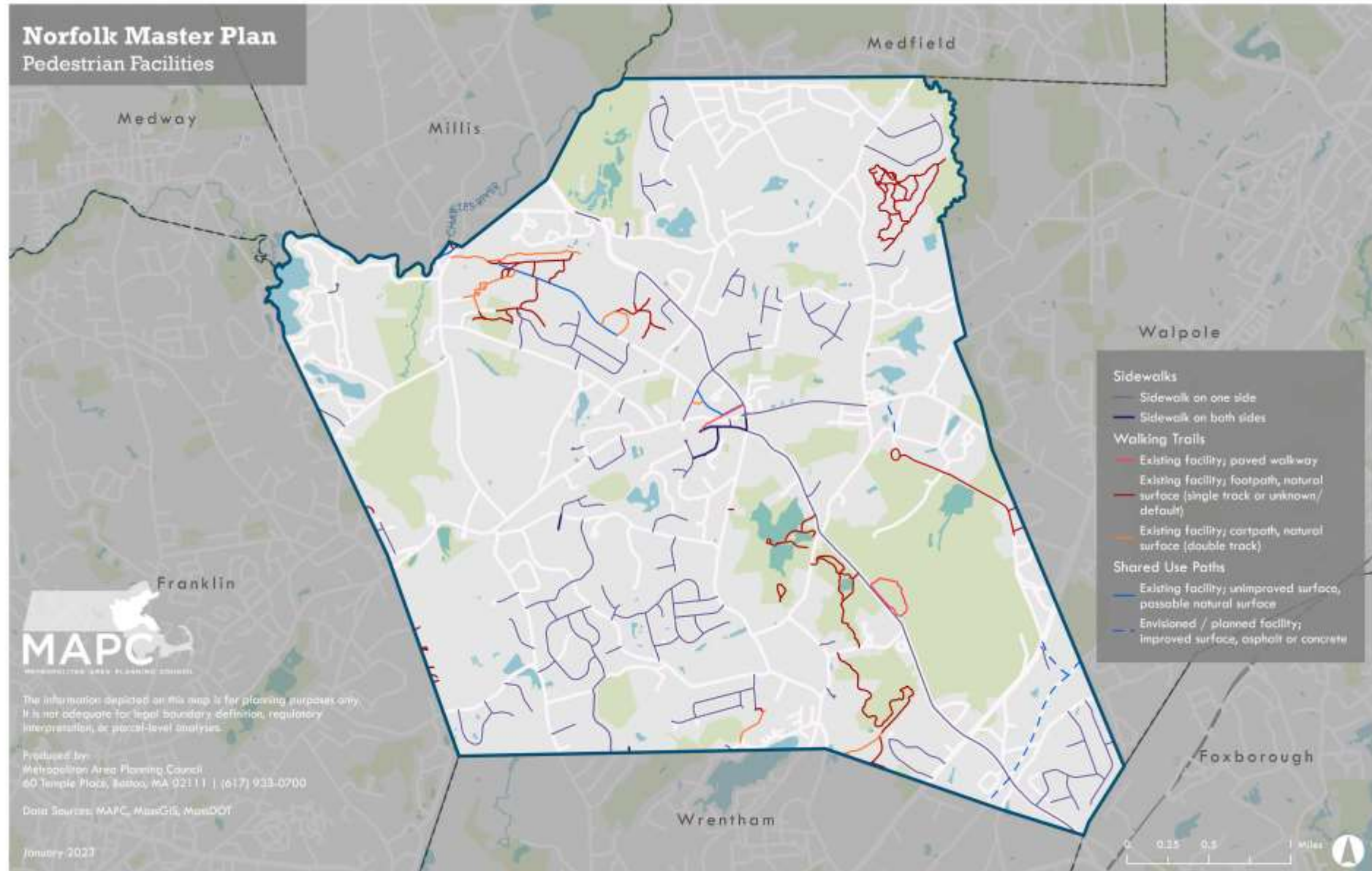


Snapshot of Norfolk today

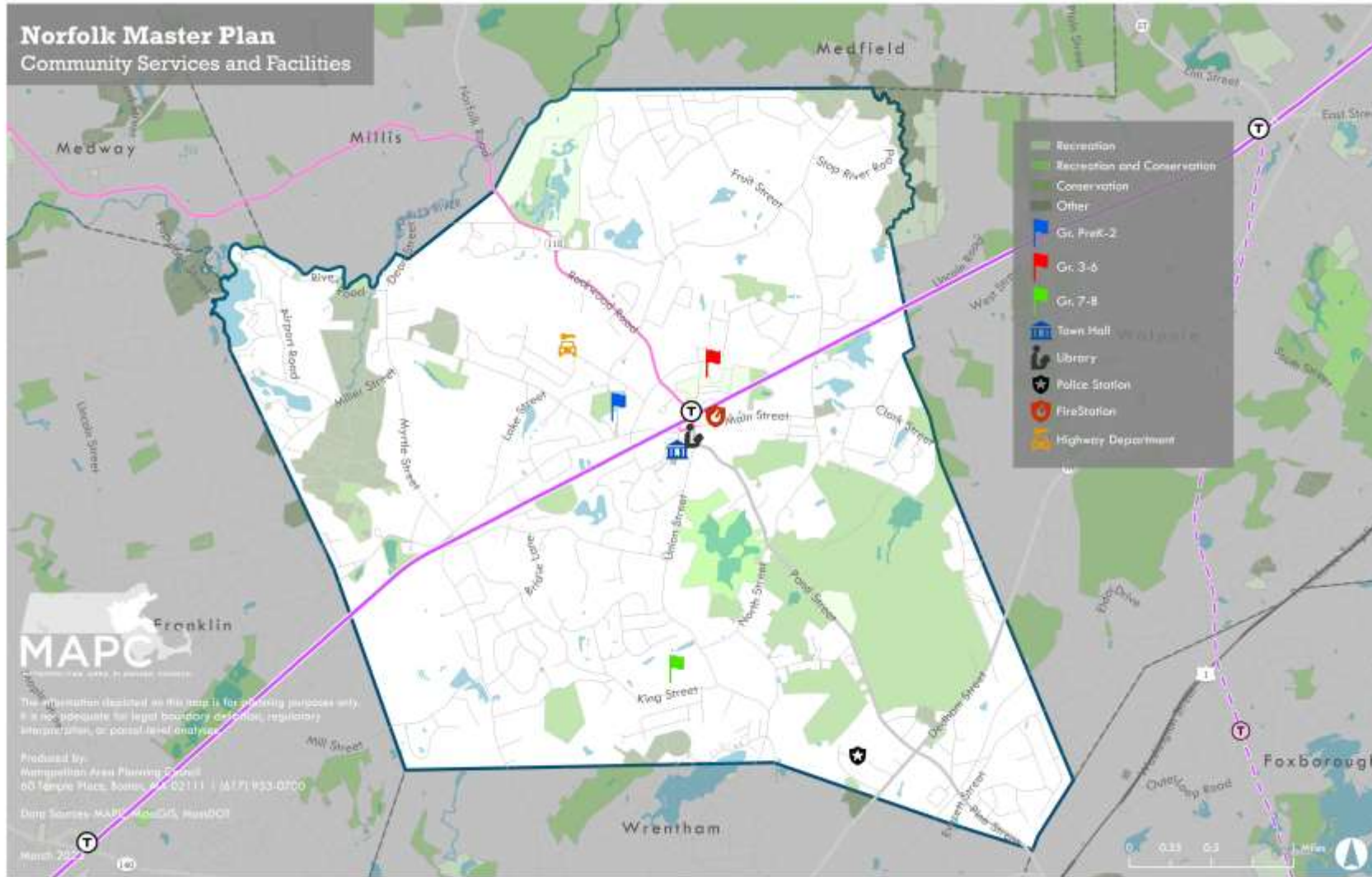


**87% of
workers
drive
alone**

**10% of
workers
take transit**



Snapshot of Norfolk today



Document Path: R:\Data\GIS\Projects\Current\Projects\Master_Plans\Norfolk\ProjectFiles\Map\Norfolk_Master_Plans.aprx



Small Group Discussion: Challenges for Norfolk today

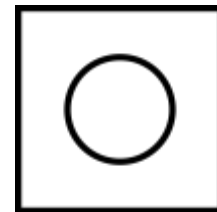
What **main issues** should the Master Plan address?



Write an issue on a post-it



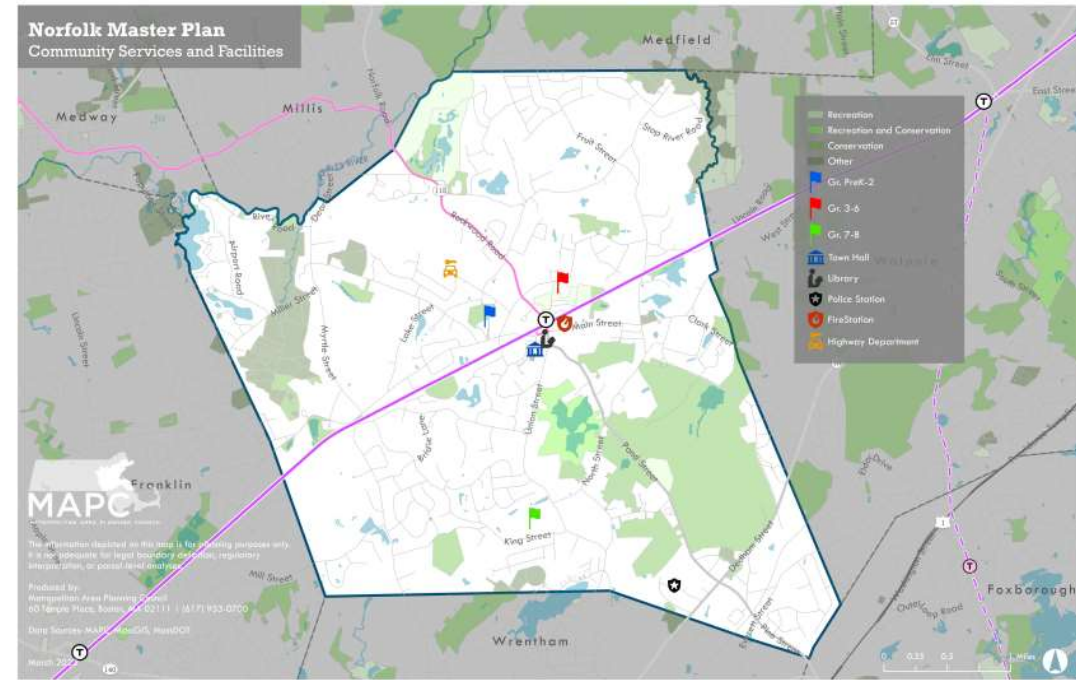
Add the issue to the Master Plan topic area



Put a dot sticker on the top 1-2 issues you feel strongly about

Small Group Discussion: In or Out of Norfolk

What **activities** do you do in Norfolk? What do you have to leave town to do?



Write activities and place them inside or outside of Norfolk, based on where they occur.

Audience Poll

**What did
you hear?**



What was the biggest challenge you heard at your table?

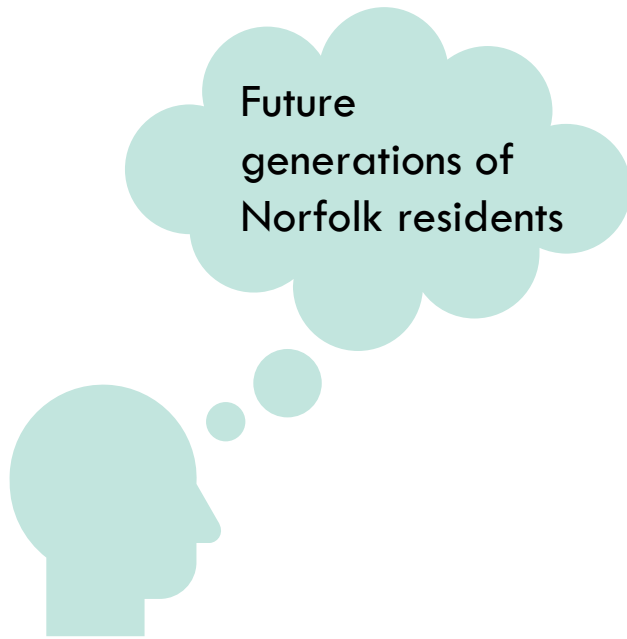
What resources or services are missing from Norfolk?

Initial Community Priorities and Vision



Norfolk Master Plan

Creating a Community Vision



- Compact, high-level statement
- Guide the master planning process
- Inform the guiding principles developed for the plan

Norfolk Master Plan

Creating a Community Vision

2007 Norfolk Master Plan Vision

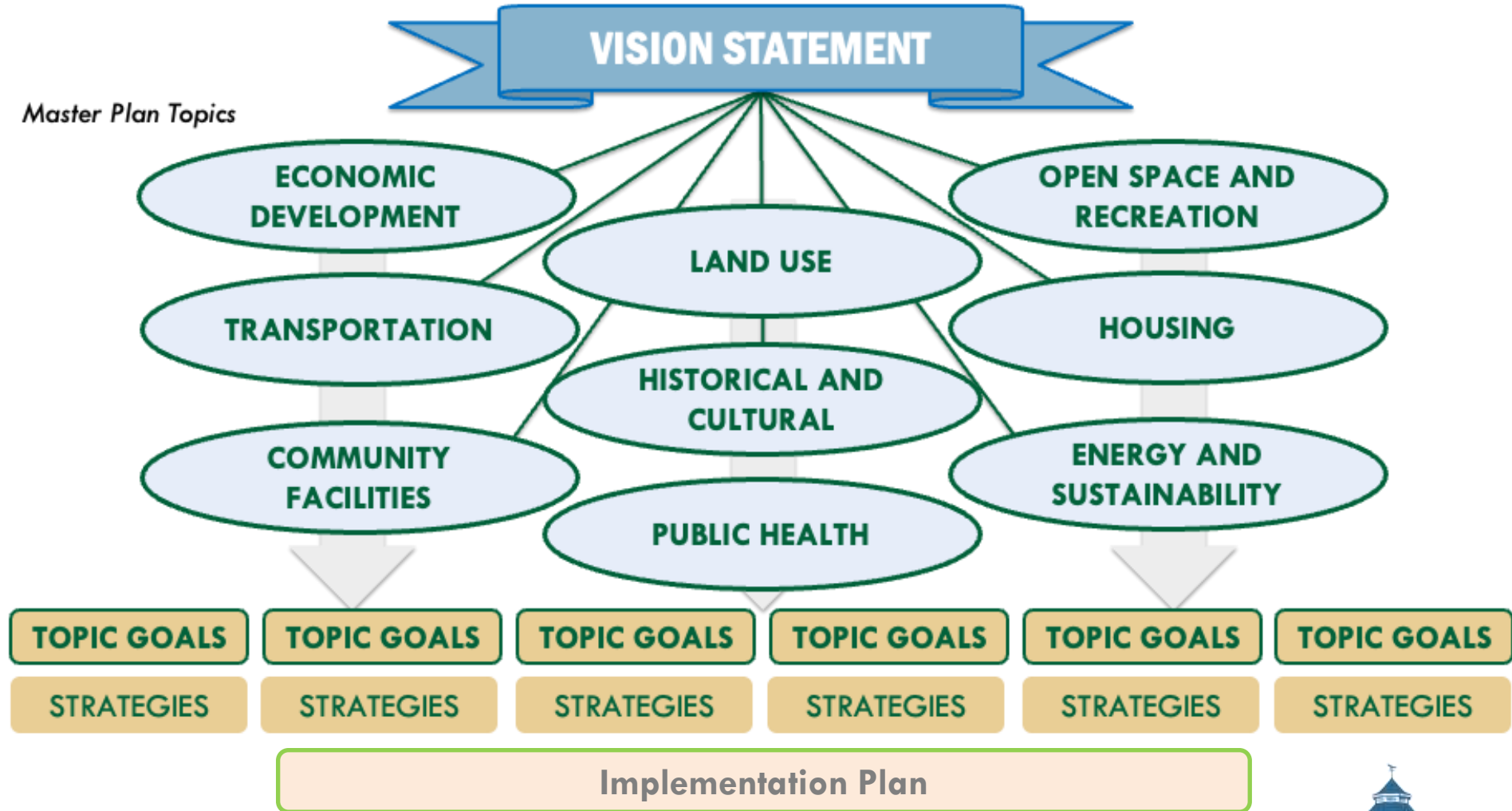
Norfolk's citizens would like...

- ***Town Center developed into a traditional, pedestrian-oriented, New England village with retail, commercial services and mixed uses including housing that provides for social and cultural interaction for all age groups***
- ***To preserve its residential, semi-rural, New England character with roadway images of farms, forests, ponds and streams.***
- ***Full development of business/commercial districts such that Business-Commercial property values would provide a larger share of tax revenues allowing significantly less dependence on single family home tax revenues.***
- ***Ensure that its resources are sufficient to sustain the future needs of residents and businesses.***



Norfolk Master Plan

Master Plan Content



Vision → Guiding Principles & Values

- What are Norfolk's strengths and assets?
- What is going well and should be continued?
- What kinds of community values should be emulated in future decision-making?

Snapshot of Norfolk today: Themes from *Municipal Interviews*

People take pride in Norfolk

Clear direction shown through planning efforts and subsequent implementation

Fiscally responsible municipal management

Strong recreation amenities and activities

Small Group Discussion: Community Priorities and Values

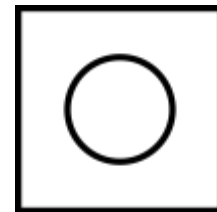
What are Norfolk's
strengths and **assets**?



Write a strength or asset on a post-it



Add the strength or asset to the Master Plan topic area



Put a dot sticker on your top 1-2 strengths and assets

Small Group Discussion: Setting a Vision through Community Attributes

How close is Norfolk to your ideal vision?



Place a dot
to represent
how you feel



Write any
comments on
post-its and add
to worksheet
near spectrum.

Audience Poll

**What did
you hear?**



Norfolk is a great place to live because_____.

In 2035, Norfolk will be _____.

The future of Norfolk is _____.

How to stay involved



Norfolk Master Plan Timeline

Dec 2022 – Feb 2023

Preparing Engagement

Activities and Deliverables:

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

Feb – June 2023

Awareness and Community Visioning

Activities and Deliverables:

- Awareness Campaign
- Community Forum: Vision + Follow-up Survey
- Deep-Dive Workshops
- Engagement Reflection and Summary

July – Dec 2023

Drafting Goals

Activities and Deliverables:

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

Jan – March 2024

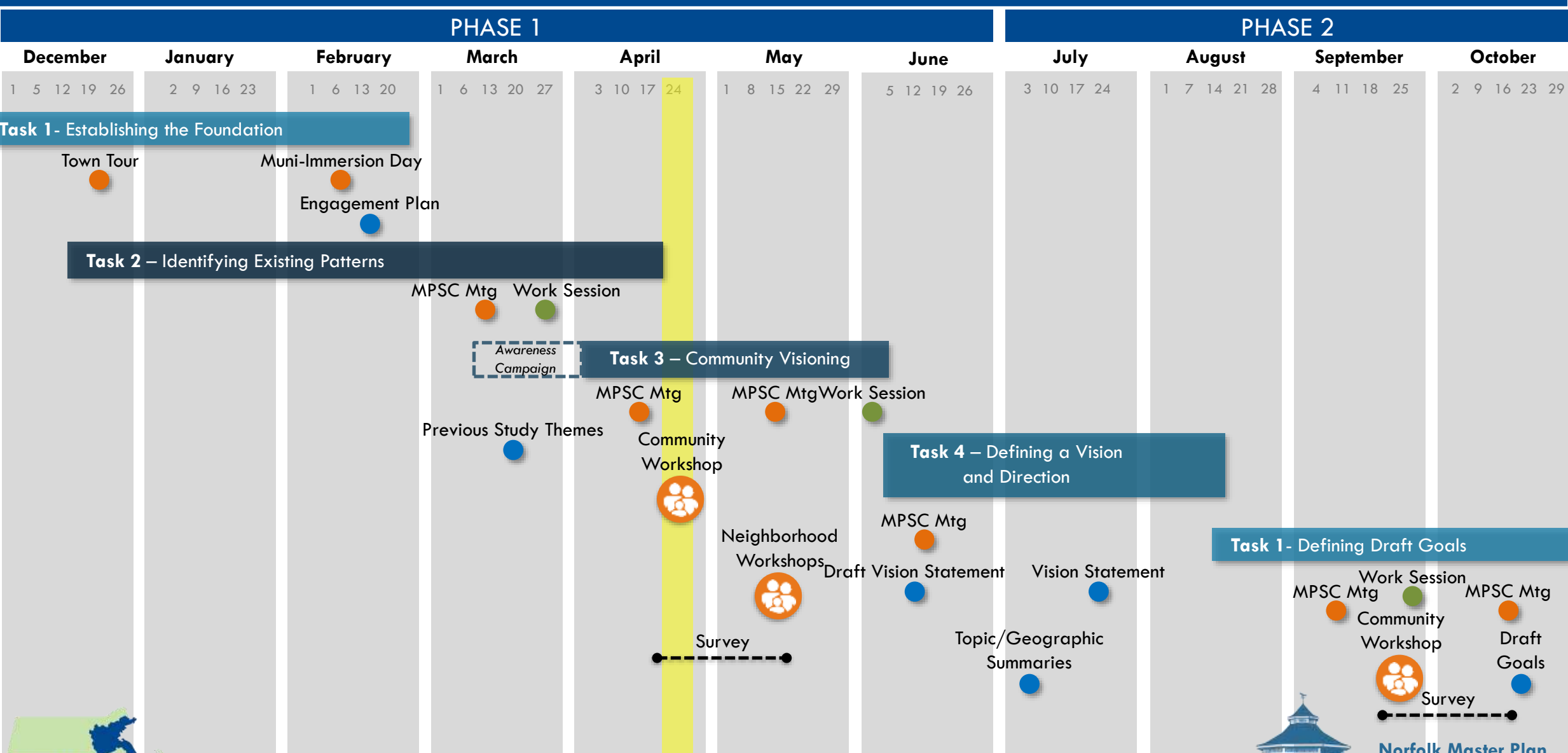
Defining Priorities

Activities and Deliverables:

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



Norfolk Master Plan Timeline



General Questions

**What would
help you stay
involved?**



How do you want to hear updates about the Master Plan?

Email

Flyers around Town

Norfolk Community TV

Social media

Town website

School newsletter and information

Word of mouth

Do you prefer virtual, in-person meetings, or hybrid meetings?

Virtual

In-person

Hybrid (includes virtual
and in-person options)

What local events we should attend?

What else could we do to support your participation in this master planning process?

Next steps



Next steps

Take the Townwide Survey!



mapc.ma/norfolksurvey

- Follow-up workshops
- Next Master Plan Steering Committee Meeting –
May 9th 7:00 pm

Norfolk Master Plan Project website

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 25, 2023