



# NORFOLK

## Master Plan 2035

**Master Plan Steering Committee**  
**Meeting #3**  
May 9, 2023



# Agenda

---

**Introductions**

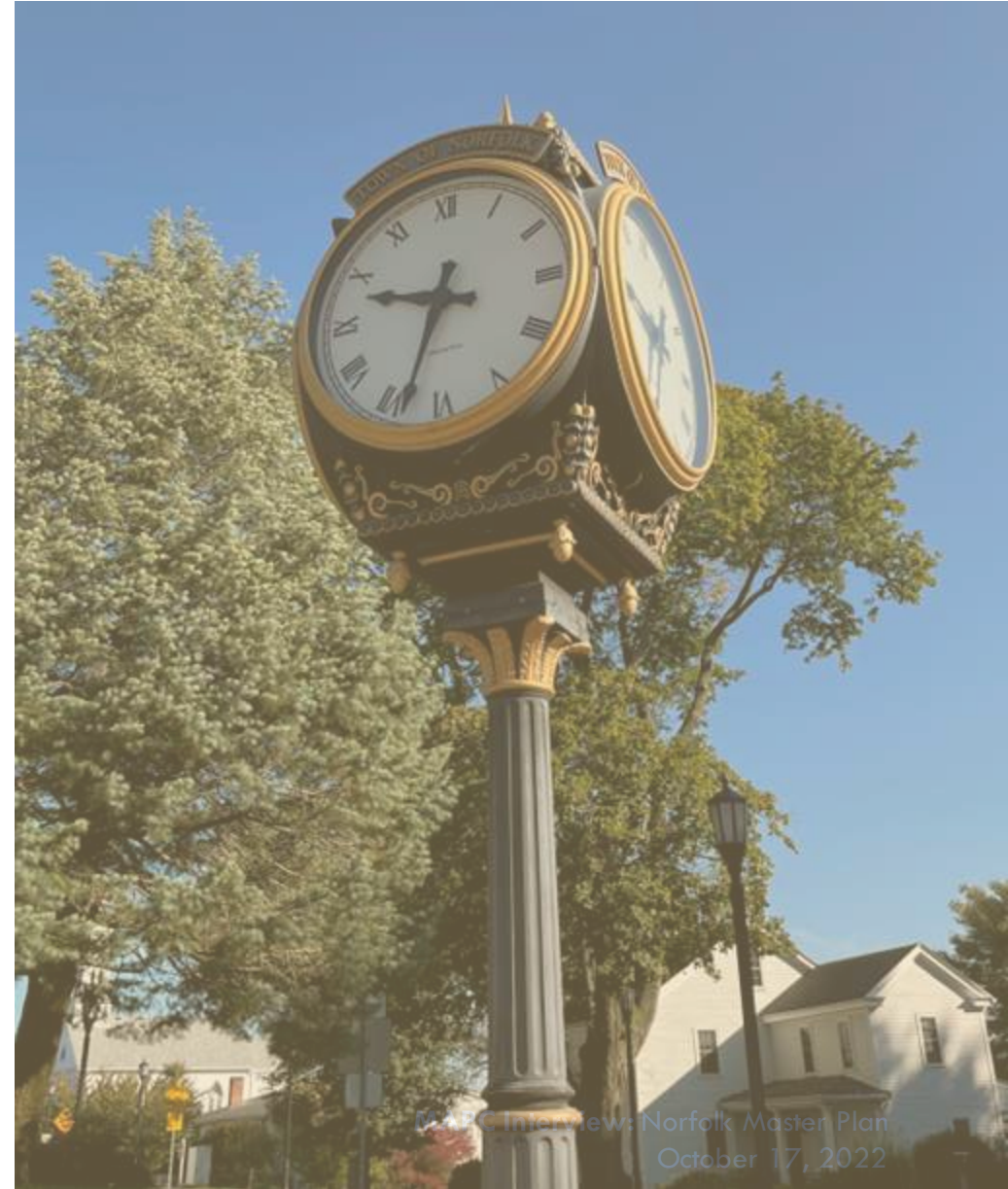
**Visioning Forum Debrief**

**Emerging Themes from Feedback**

**Survey Status Update**

**Mini-Workshops: Outreach & 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  
**Colby Fillippelli**, 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**  
May 9, 2023

# Visioning Forum Debrief

---



# Visioning Forum

Tuesday April 25th 7:00 pm



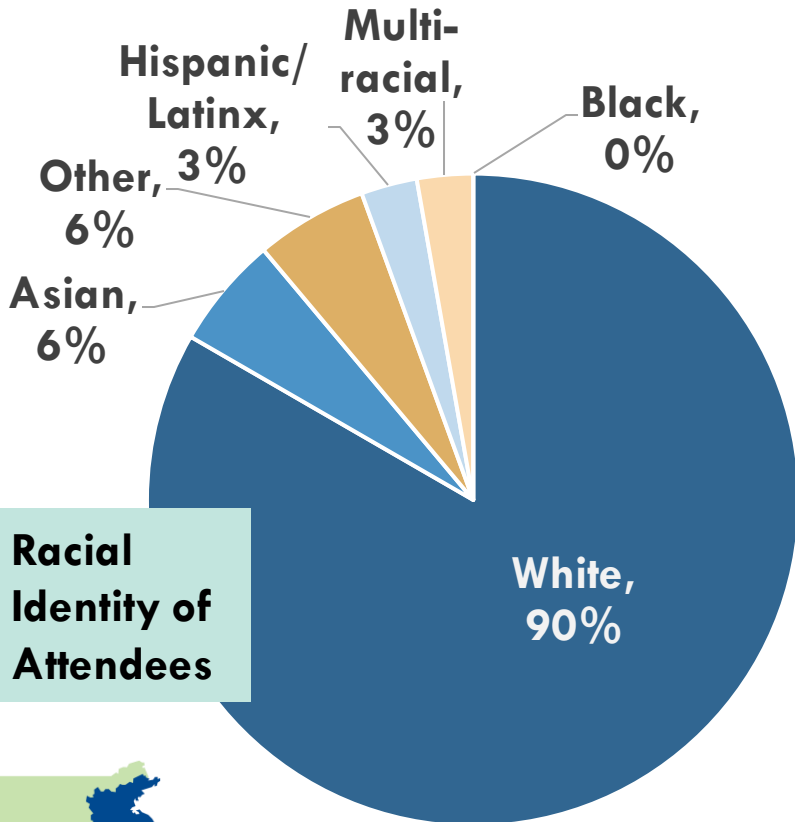
Freeman-Kennedy School Cafeteria

# Visioning Forum – 32 Attendees + MPSC Members

**47%**

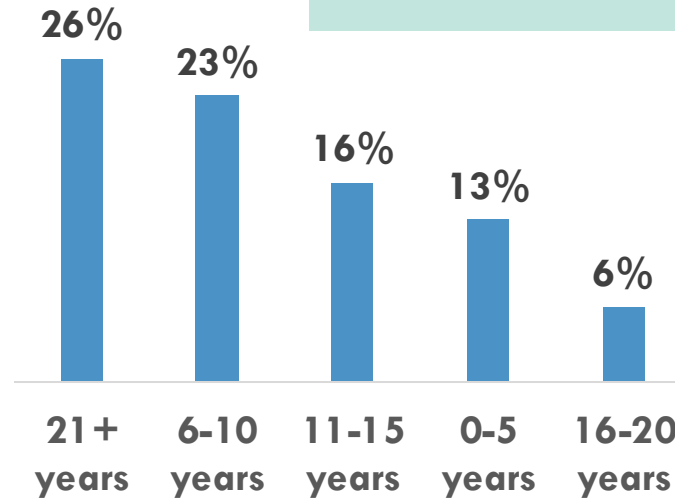
New to the Master Planning Process

## Age of Attendees



## Racial Identity of Attendees

**4** Attendees work in Norfolk but don't live in Norfolk



## Length of Time in Norfolk

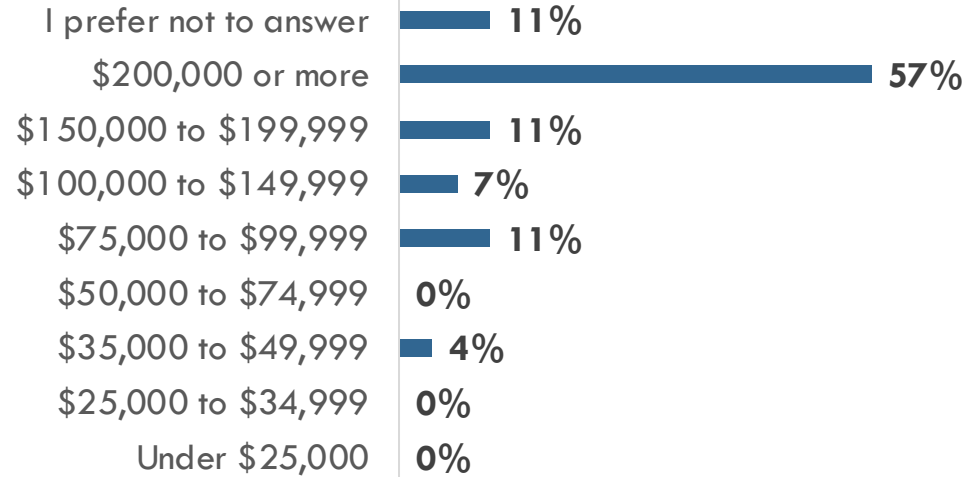
**100%** Homeowners

**12%** Property or Business Owner in Norfolk



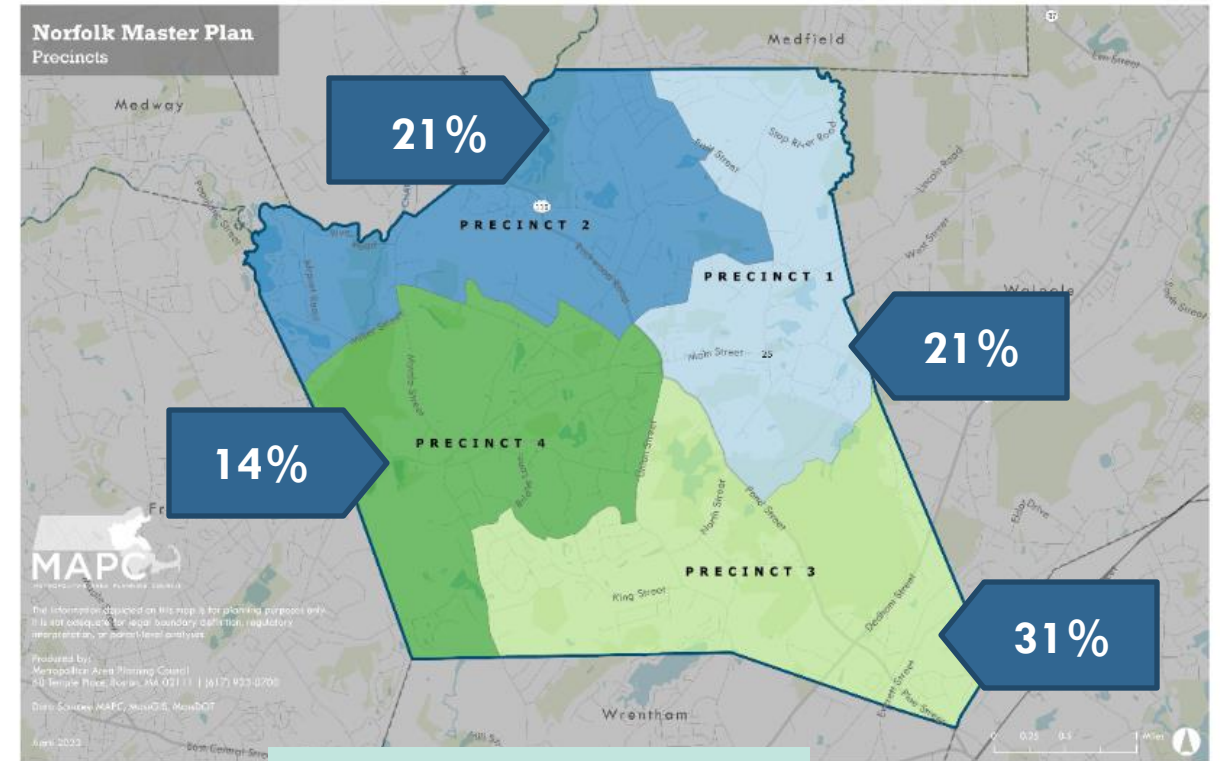
# Visioning Forum – Participants

## Reported Household Income



## Household Types

- 56%** have children under age 18
- 32%** identify or reside with seniors (age 65+)
- 16%** are multi-generational households (college students, grandparents, etc.)
- 12%** identify or reside with a Veteran



## Precinct Representation



# Visioning Forum – Debrief & Engagement Check-In

## Who wasn't in attendance at the forum that we should hear from?

- People w/disabilities
- People w/lower incomes
- People under the age of 35
- People aged 65 and older
- Business owners
- Renters
- People of color
- Workers
- **Who else?**

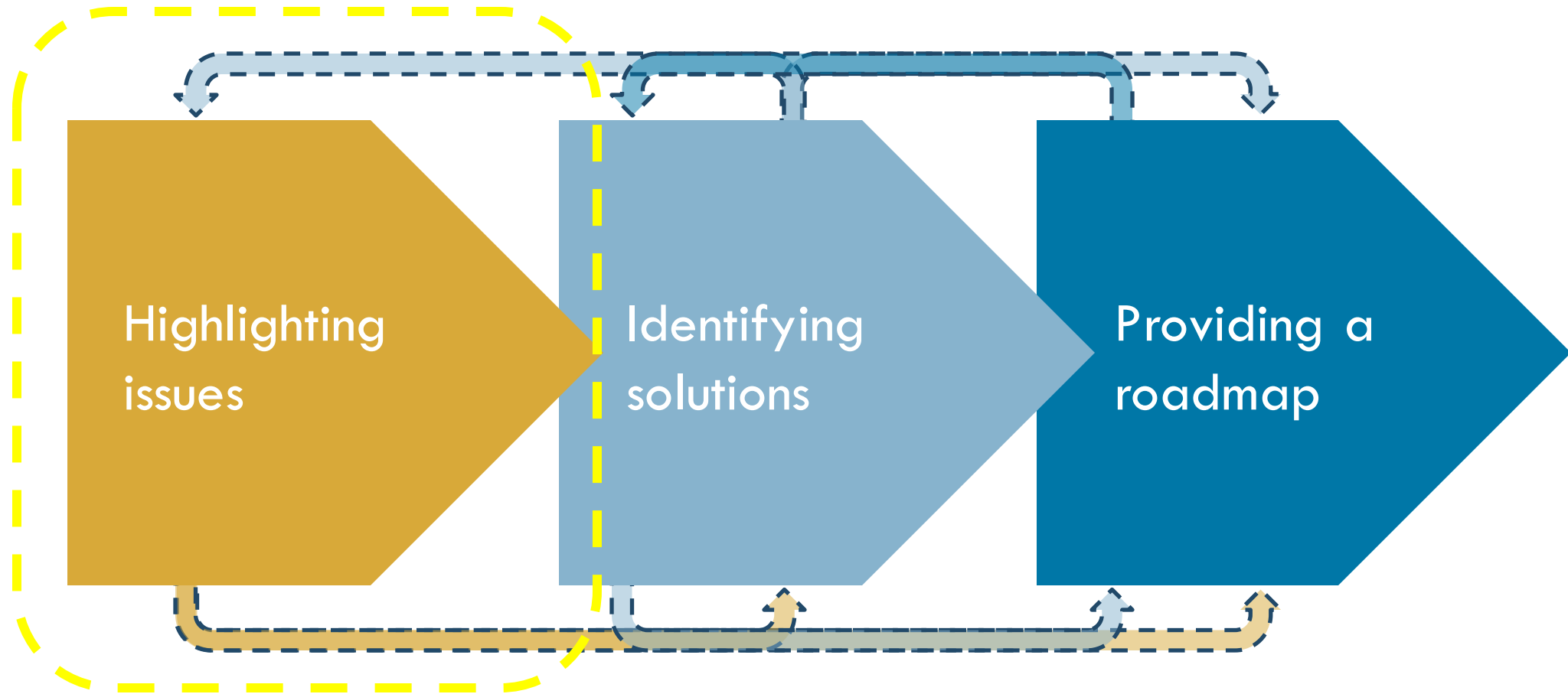
### Additional Context: Community Survey

- 174 Responses
- Similar demographic reach to the forum, except:
  - Greater spread of income levels
  - Reached at least 1 renter
  - 13% of survey respondents were younger than 35 years old

# Norfolk Master Plan Visioning Forum Focus



# Norfolk Master Plan Visioning Forum Focus



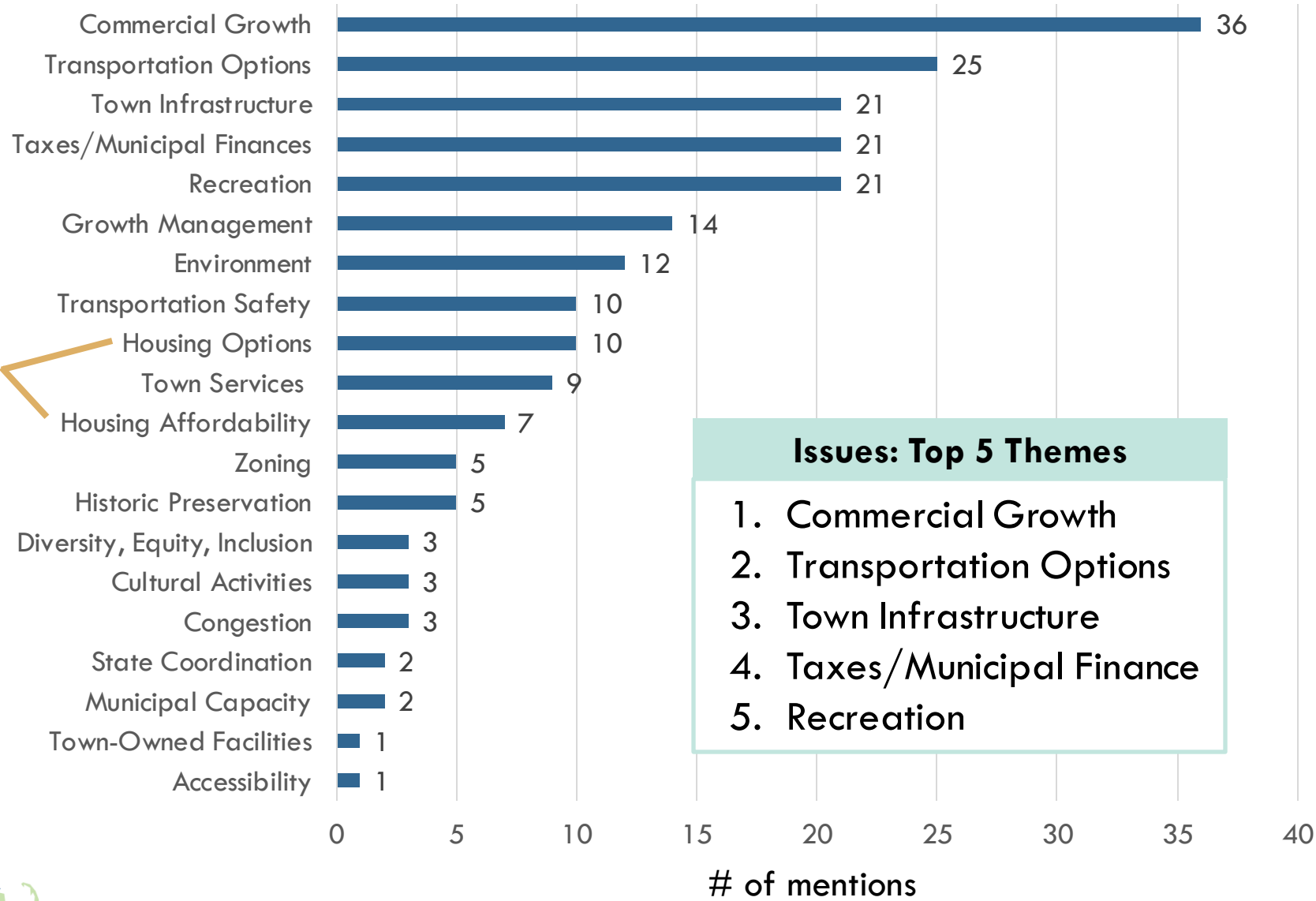


# Visioning Forum Debrief

- Thoughts on forum format or feedback from residents who attended?
- Ideas for next time

# Visioning Forum – What we heard: Issues by Theme

27 mentions



- Issues: Top 5 Themes**
1. Commercial Growth
  2. Transportation Options
  3. Town Infrastructure
  4. Taxes/Municipal Finance
  5. Recreation

Lack of grocery stores, restaurants, and other local small businesses

Lack of sidewalks and bike lanes

Residential property tax burden



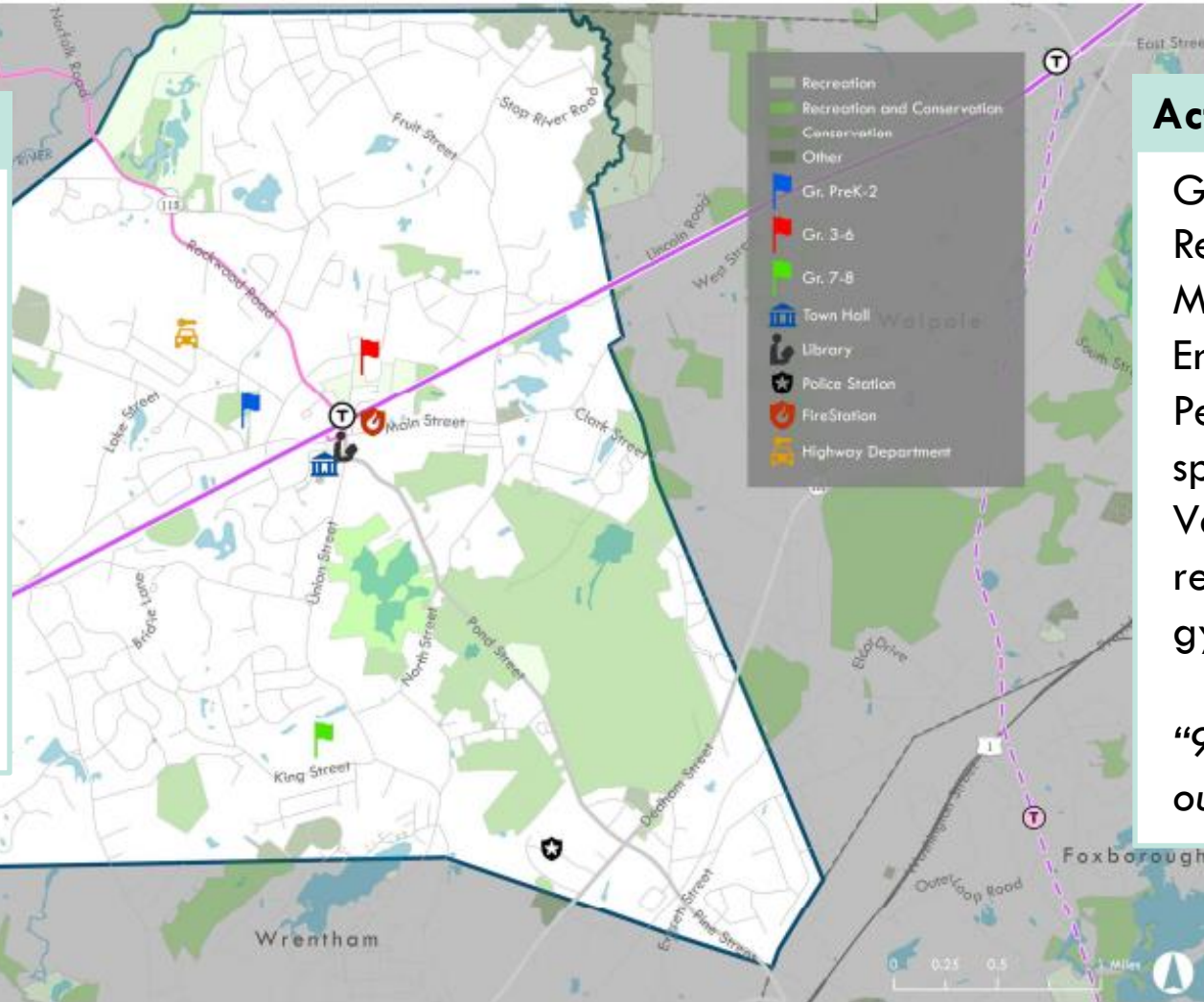
# Visioning Forum – What we heard: Activities



## What activities do you do in Norfolk? What requires leaving town?

### Activities done in Norfolk

- Sports/recreation (7)
- Food, not grocery (4)
- Pharmacy (4)
- Personal services, train, Forekicks (3)
- Gas station, school (2)
- Farmer's market, church, Senior Center, doctor's office, and tractor supply store (1)



### Activities done out of Norfolk

- Grocery stores (10)
- Restaurants/bakeries (4)
- Medical services (3)
- Entertainment/socializing (2)
- Personal services, work, sports/recreation (2)
- Vet, pharmacy, banking, retail/shopping, rail trail, and gym (1)

*“90% of socializing/living is outside of Norfolk”*

The information depicted on this map is for planning purposes only. It is not adequate for legal boundary disputes, regulatory interpretation, or parcel-level analysis.

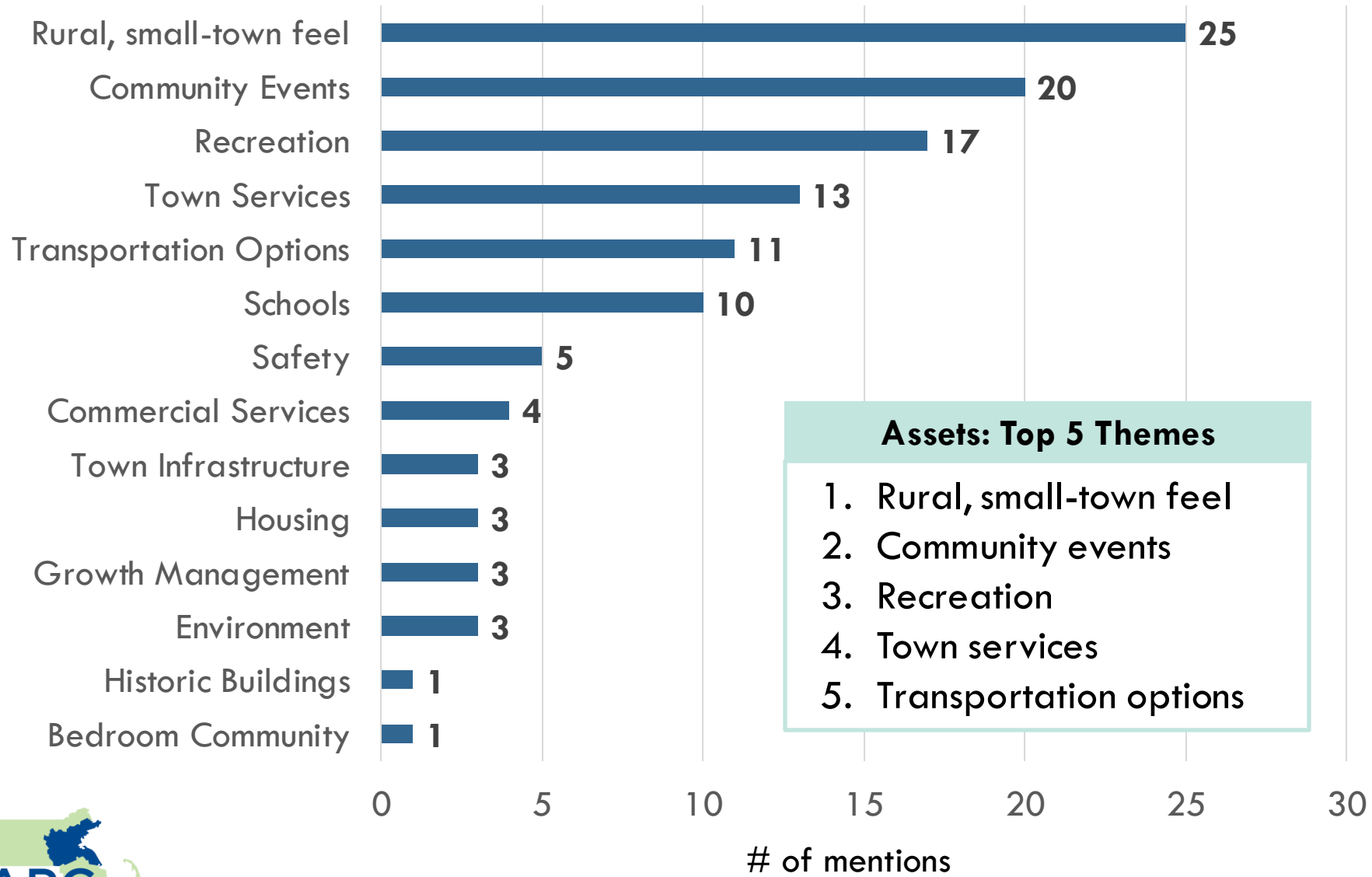
Produced by:  
Metropolitan Area Planning Council  
60 Tangle Place, Boston, MA 02111 | (617) 933-0700

Data Sources: MAPS, MassGIS, MassDOT

March 2022



# Visioning Forum – What we heard: Assets by Theme



**Classic New England  
Town Center that can  
be preserved with  
smart growth**

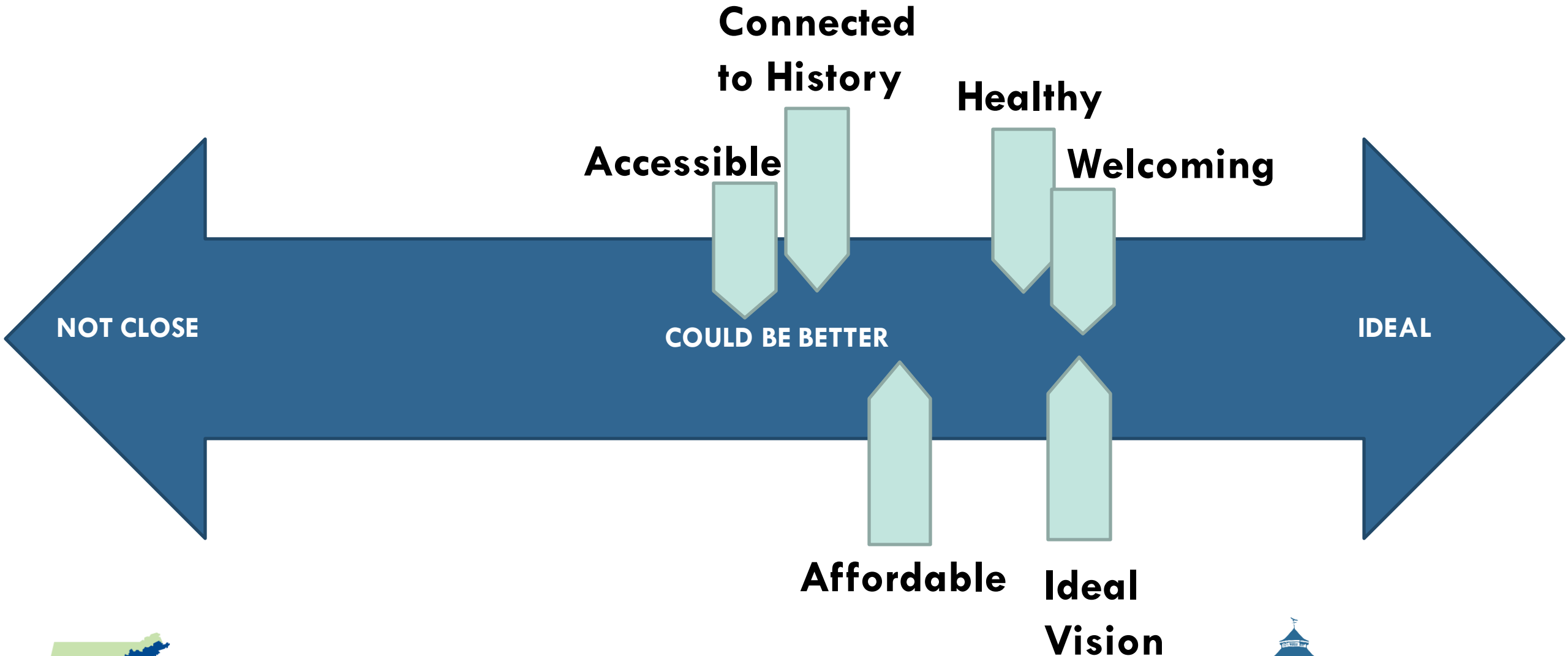
**Community events  
attract younger  
families**

**Train to Boston**





# Visioning Forum – What we heard: Spectrums Exercise



# Visioning Forum – What We Heard

Norfolk is a great place to live because...



# Visioning Forum – What We Heard

In 2035, Norfolk will be...

people wonderful  
place today families  
safe town small  
hopefully great character  
affordable same  
neighborhoods feel.  
expensive  
similar

# Visioning Forum – What We Heard

The future of Norfolk is...



# Visioning Forum Feedback

- Reflections on initial feedback?
- What surprised you?

# Emerging Vision Themes

---



# Visioning Forum – Themes Emerging Similar to 2007 Master Plan

## 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.



# Visioning Forum – Emerging Themes

- Balance Norfolk’s rural, small-town feel with strategic commercial growth
- Support the Norfolk community through services & cultural enrichment
- Proactively manage growth to preserve remaining farms, environmentally sensitive areas, and other natural resources
- Leverage the train station as a significant transportation asset and connect to neighborhoods via sidewalks or bike lanes
- Ensure housing options support the diverse needs of Norfolk residents
- Consider accessibility to Town services, infrastructure, and amenities



# Continuing Outreach

---



# Norfolk Master Plan – Townwide Survey Underway

## Take the Norfolk Master Plan **Survey!**

What is **your** vision  
for Norfolk?

What could Norfolk  
look like in **2035**?

What are your  
**hopes** for Norfolk?



[mapc.ma/norfolksurvey](https://mapc.ma/norfolksurvey)

# Norfolk Master Plan – Upcoming Meetings & Mini-Workshops

- Baseball Opening Day outreach
- **May 24th at 7:00 pm on Zoom** – Virtual mini-workshop advertised through school to hear from families and households with children
- **June 5th at 10:00 am at River's Edge** – In-person workshop to hear from seniors
- Norfolk Small Business Association to hear from business owners
- June 10 Norfolk Community Day tabling




# Norfolk Master Plan Project website

[www.mapc.ma/norfolk2035](http://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

# Next steps

---



# Norfolk Master Plan

## Community Engagement 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 (by Topic or Neighborhood)
- 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

## Next steps

- Next Master Plan Steering Committee Meeting – June 13<sup>th</sup>, 7:00 pm
- Spread word about the survey, mini-workshops, and sign-up for tabling at June 10 Community Day
- Draft Vision Statement
- Topic summaries

# Norfolk Master Plan Timeline

