



Lynnfield Visioning Plan

PLANNING BOARD MEETING

DECEMBER 14, 2022

Agenda

- **Introductions**
- **Project Overview and Discussion**
- **Next Steps**

Project Team

Town of Lynnfield

Planning Board

Emilie Cademartori

Director of Planning and Conservation

Jennifer Welter

Planning & Conservation Admin

Sondria Berman

Land Use Assistant

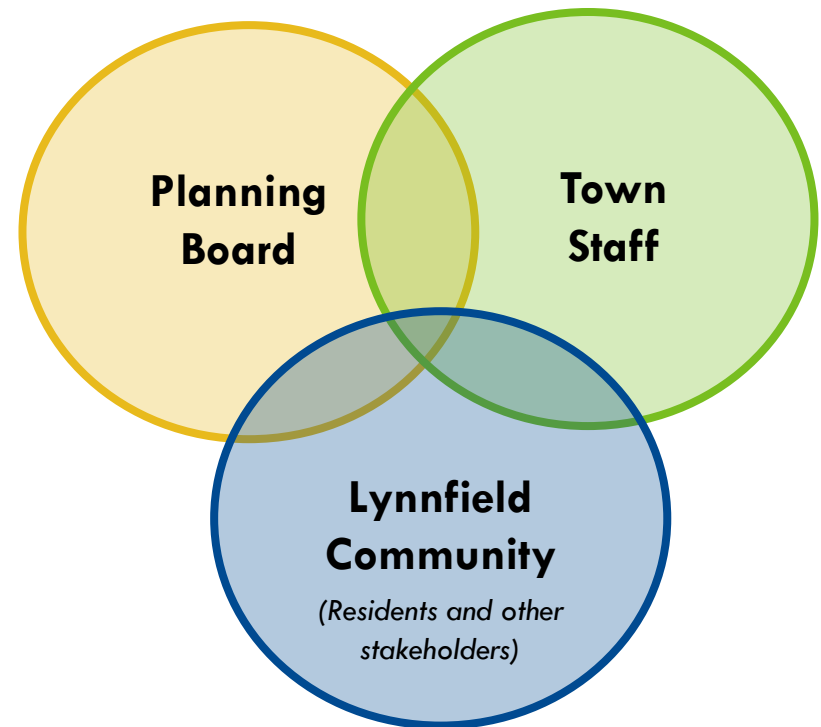
MAPC

Andrea Harris-Long, AICP

Project Manager & Senior Land Use Planner

Sarah Scott

Regional Land Use Planner II



What is a Visioning Plan?

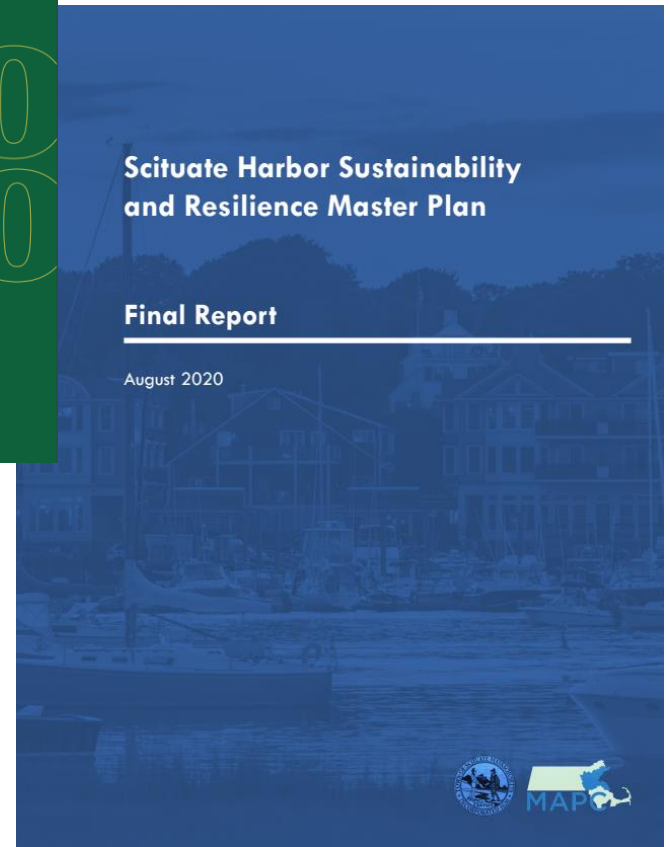
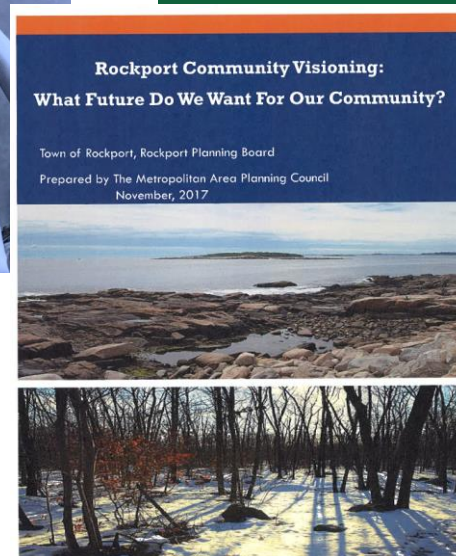
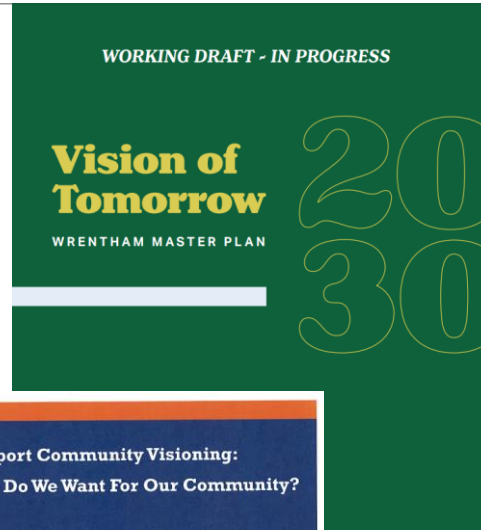
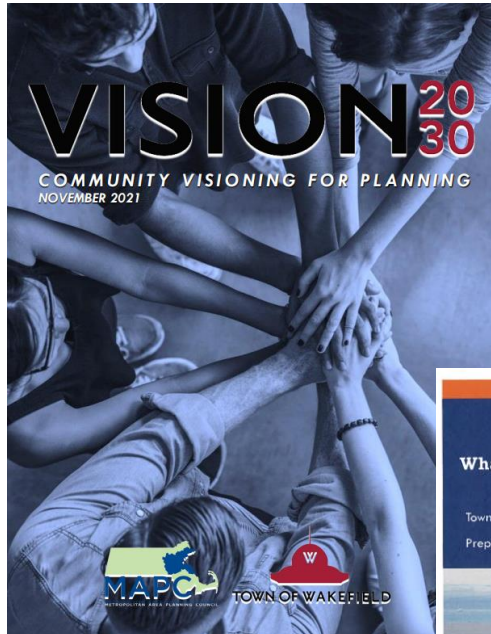


Community-driven process to shape how Lynnfield should look, feel, and operate as a community over the next 10-20 years



Strategic framework for future public decision-making and investments

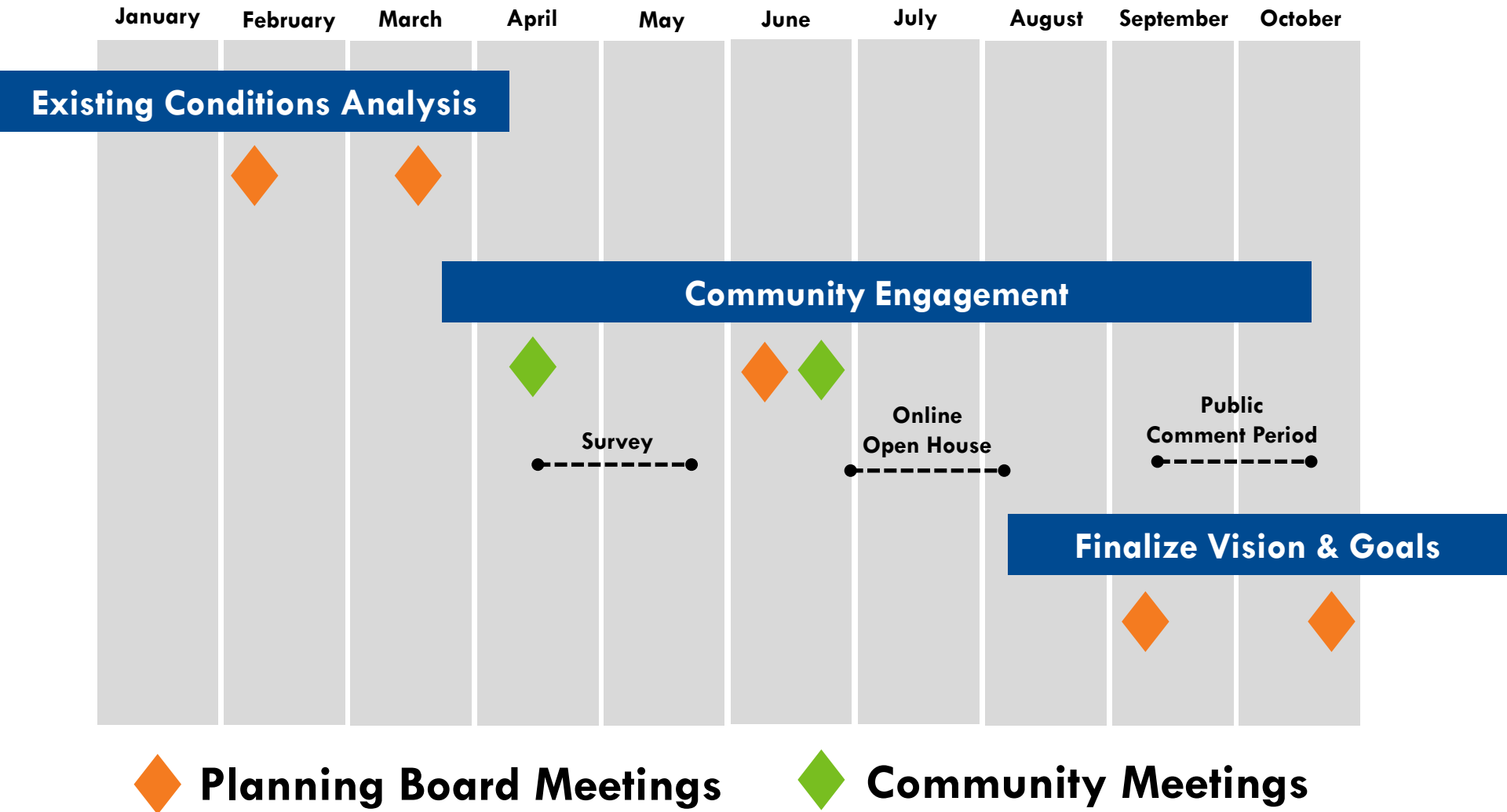
What is a Visioning Plan?



How does a Vision compare to a comprehensive plan?

- High-level and inspirational
- Contextual data to understand major trends but far less specific than comprehensive plan elements
 - Visions serve as the “why” to more specific policy and action recommendations in comprehensive plans
- Community-informed issues and opportunities frame the Vision and establish a baseline for comprehensive planning

Visioning Timeline



Goals for Lynnfield's Vision

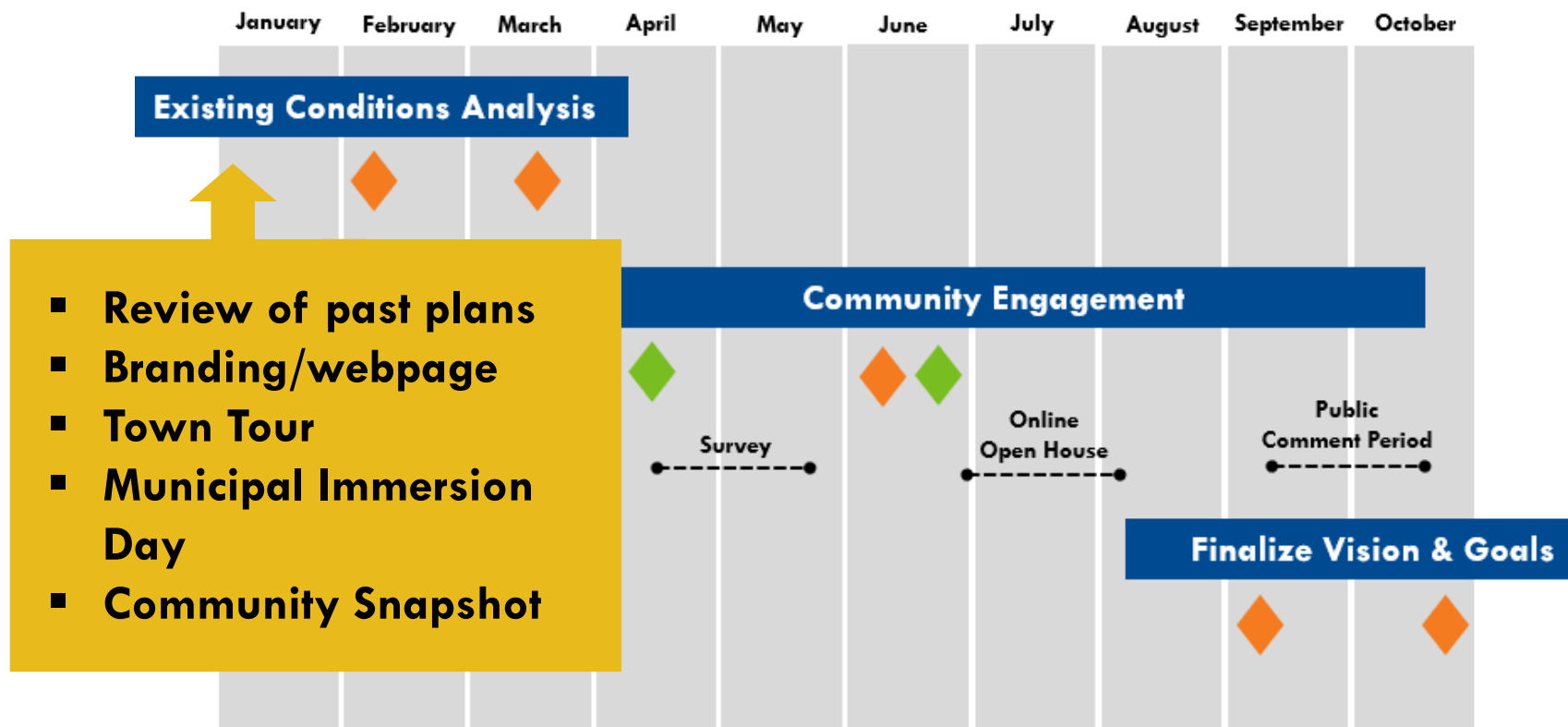
- Inclusive and transparent process
- Final Vision plan is user-friendly, reflective of community wants and needs, and realistic
- Planning Board informs the process, with input from Lynnfield residents and Town stakeholders (staff, volunteers, etc.)

What goals do you have for the project?
What would you like to see included in the final plan?

Roles and Expectations

- **Provide input and guidance** throughout the process
- Serve as **project ambassadors**
 - Help get the word out about engagement events and opportunities
 - Share project updates with friends, family, and neighbors
- MAPC will **facilitate** the process, working closely with Town staff along the way

Next Steps



What should this effort be called?

Lynnfield 2035?

Lynnfield Tomorrow?

Lynnfield for All?



How can we make it recognizable?

Community Engagement



Community Forums



**Townwide Survey +
Online Open House**



Tabling at local events



Focus Groups

**How can we reach
Lynnfield residents?**

**Who do you want
to hear from?**

Next Planning Board Meeting: February 2023

- Share **findings from 2002 Master Plan review** and municipal immersion day
- Hear what goals from past plans remain most important and what is missing to adequately **plan for the future of Lynnfield**
- Refine the **purpose** of the Visioning Process
- Discuss **community trends** identified as part of the existing conditions analysis

Questions?

Thank you!

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