



BUILDING LIVABLE COMMUNITIES

FACILITATE SUCCESS
WITH CHAPTER 40A 3A

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JOURNEY TO COMPLIANCE

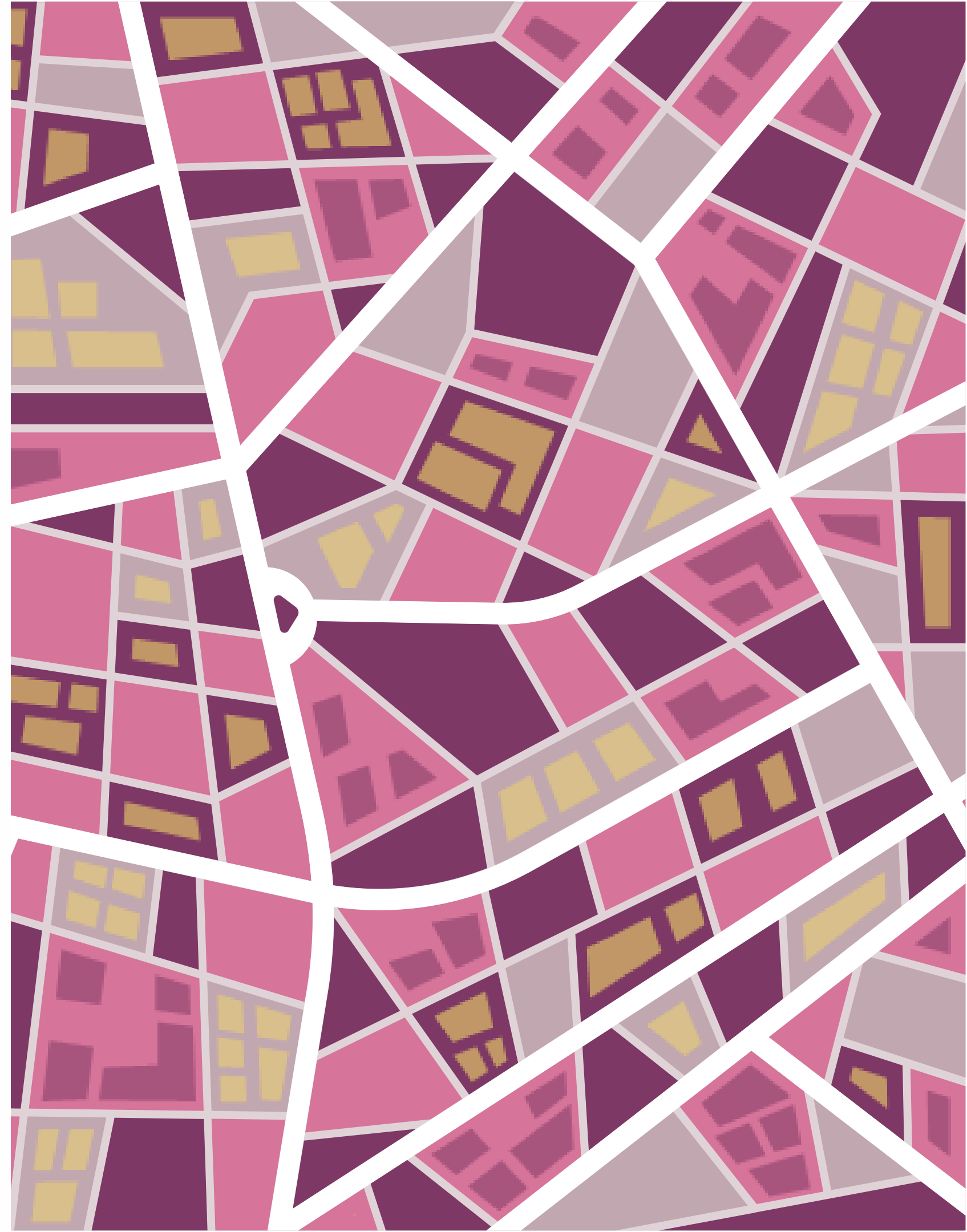
- Educate Trusted Voices
- Host an Open Dialogue
- Prepare to Pivot the Conversation
- Strategize Path Forward
- Determine What You Need for Success & Utilize Existing Resources
- Guide Communities to Success

ABOUT STONEHAM

- MBTA adjacent community
- 24,000 residents
- Less than 10 miles from Boston
- Open Town Meeting format
- One in every three households qualify for housing assistance
- 36.5% of land is permanently protected for conservation
- Limited staff in Planning & Community Development

EDUCATE TRUSTED VOICES

- Meet with Planning Board & Select Board (or City Council and Mayor)
- Explain the law in simplest terms
- Share expectations of timeline
- Receive public commitment for collaboration on path to compliance



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HOST AN OPEN DIALOGUE

- Select a format that works for your community
- Ask for concerns and fears
- Just listen / do not get defensive
- Reiterate collaboration in compliance

SOME FEEDBACK RECEIVED

- “I don’t like losing control over projects”
- “This is going to turn us into Cambridge” (*sorry Cambridge!*)
- “We don’t receive that grant funding anyway!”
- “I don’t want to jeopardize our commercial tax revenue”
- “They can’t tell us what to do!”
- “This is going to overburden our schools!”
- “We have enough traffic and people!”





PIVOT THE CONVERSATION

- “What I’m hearing is..”
- Meet the community where they’re at and work from there
- Solution-based conversations

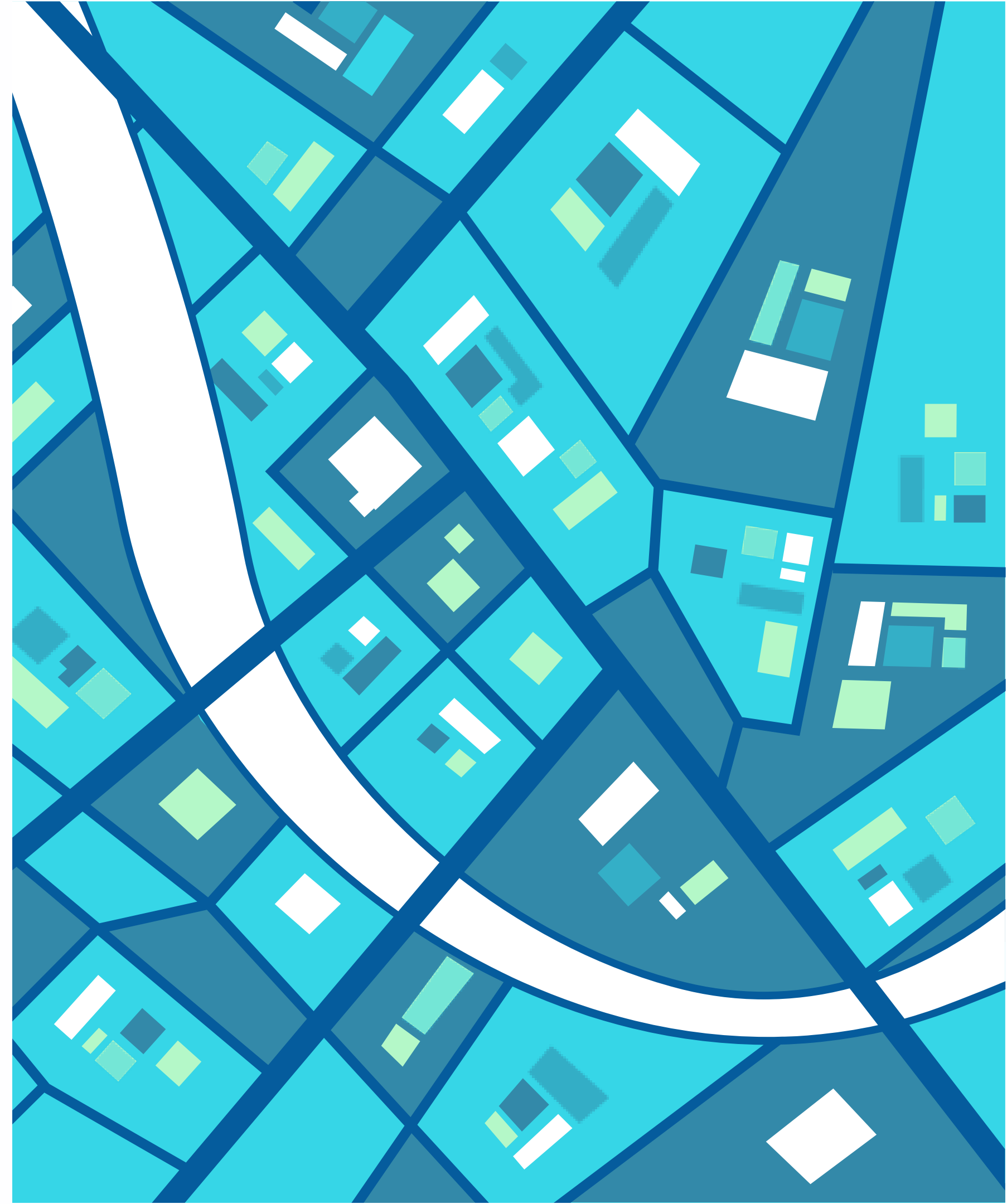
MAP YOUR STRATEGY

- Figure out your community's requirements
- What is the ultimate local goal?
 - Compliance?
 - Address an existing challenge?
 - Revitalize an area in your town or city?
- Look at existing zoning map
 - Where do you allow multi family now?
- Think of housing as a use rather than focusing on the density of multi family
 - Where should housing go? Any places where housing should NOT go?
 - Cite existing plans & past positive conversations about housing



DETERMINE WHAT YOU NEED

- YOU are (one of) the local experts to help guide the Town/City
- Utilize existing resources
- Apply for funding
 - Compliance Modeling
 - Economic Feasibility Analysis
- Connect with similar communities to share ideas (or vent!)





GUIDE COMMUNITIES TO SUCCESS

- Create a product that meets guidelines while addressing the public feedback
- Use those trusted voices
 - It should never be you vs Town Meeting or City Council
- Don't let the public get stuck on the details or nuances (be the expert!)
- Celebrate the wins and stress the importance of this type of work





THANK YOU!

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