



NORFOLK

Master Plan 2035

Master Plan Steering Committee
Meeting #7
November 6, 2023



Agenda

Community Engagement Updates

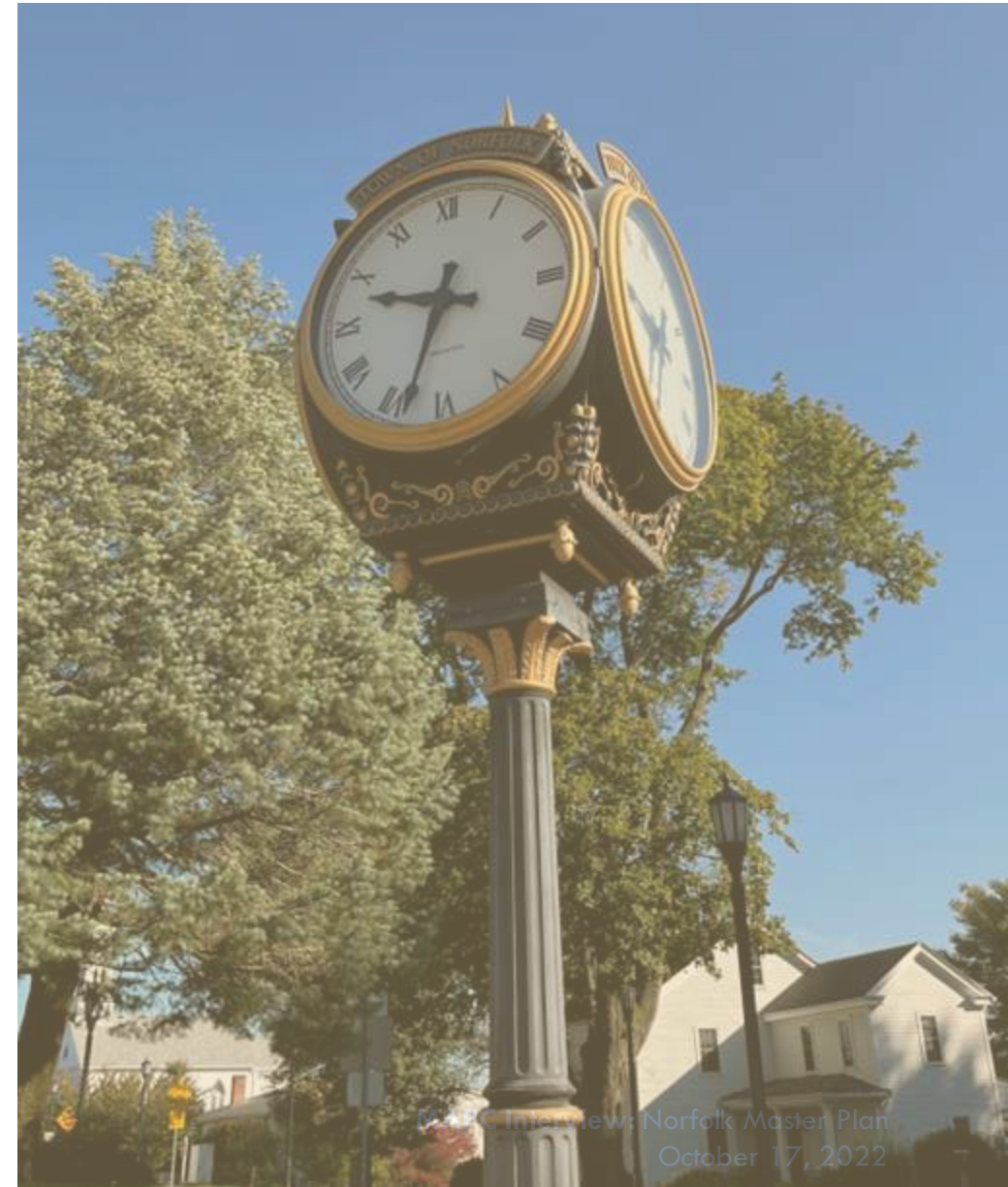
Online Vision and Goals Feedback

Workshopping Outreach Messaging

Call for Strategy Ideas

Next steps

- Continued Outreach
- Next Steering Committee meeting



MAPC Interview: Norfolk Master Plan
October 17, 2022

Community Engagement Updates



Engagement Touchpoints

Briefings with Town Boards and Committees

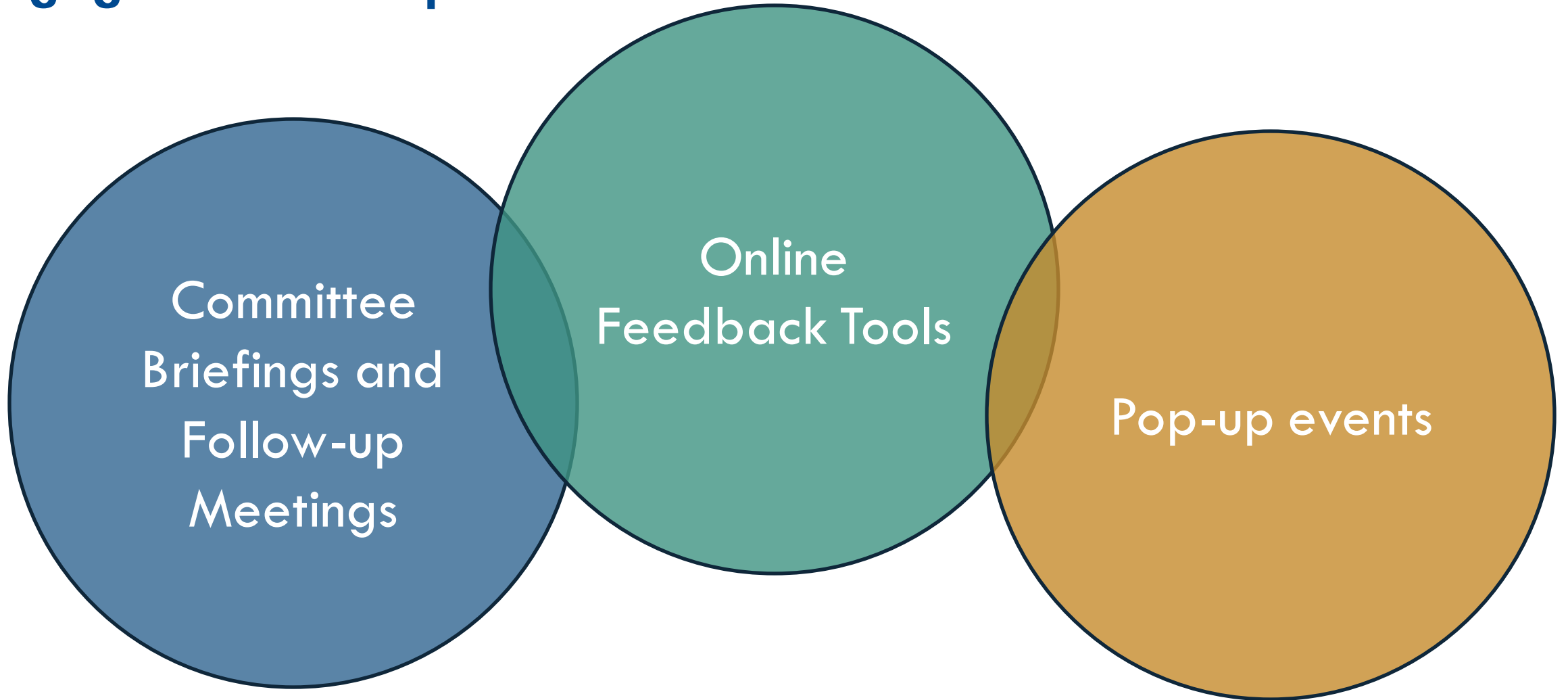
- 10/17: Select Board
- 11/8: Conservation Commission
- TBD: Advisory Committee

Follow-up Conversations with Community Groups

- 10/23: Norfolk Small Business Association – October Meeting
- 11/1: Council on Aging
- TBD: Norfolk Lions Club



Engagement Touchpoints



Engagement Brainstorm

Question:
How do we reach renters?

Question:
Are there engagement opportunities we are still missing?

Online Vision and Goals Feedback



Online Feedback Tool Walkthrough

NORFOLK
Master Plan 2035

Sort Comments ○ Recent ○ Popular

Goal 1: Economic Development Goal: Diversify the tax base to reduce reliance on residential property taxes.
Join the discussion (1)
Economic Development | 9 days ago | Like +34 | Dislike 0

Goal 2: Economic Development Goal: Support existing and attract new small, neighborhood-serving businesses to Town Center.
Join the discussion (1)
Economic Development | 9 days ago | Like +34 | Dislike +2

Goal 3: Community Health Goal: Improve infrastructure to increase safety, walkability, and connectedness and expand opportunities for active and passive recreation.
Start a discussion
Community Health | 9 days ago | Like +32 | Dislike +1

Goal 4: Community Facilities & Services Goal: Target municipal investments towards Town Center and Route 115/1A to attract private investment and commercial growth.
Start a discussion
Community Facilities & Services | 9 days ago | Like +33 | Dislike +2

Goal 5: Economic Development Goal: Consider adaptive reuse of underutilized town-owned facilities and historic resources for use by local small businesses.
Start a discussion
Economic Development | 9 days ago | Like +25 | Dislike 0

Goal 6: Economic Development Goal: Prioritize smart, responsible, incremental development of Town Center and the Commuter Rail hub as a business district.
Join the discussion (1)
Economic Development | 9 days ago | Like +27 | Dislike +3

Goal 7: Land Use Goal: Encourage commercial growth to increase local services/amenities and reduce tax burden on individual property owners.
Start a discussion
Land Use | 9 days ago | Like +25 | Dislike +1

Goal 8: Transportation Goal: Expand walking, biking, and rolling connections to Town Center, schools, recreation spaces, and other key destinations.
Start a discussion
Transportation | 9 days ago | Like +24 | Dislike +1

Goal 9: Community Health Goal: Identify and remediate sources of pollution that degrade water quality in town.
Start a discussion
Community Health | 9 days ago | Like +22 | Dislike 0

Goal 10: Economic Development Goal: Collaborate with property owners to redevelop former industrial properties (Southwood, Buckley Mann) to support Town goals.
Start a discussion
Economic Development | 9 days ago | Like +21 | Dislike 0

Goal 11: Land Use Goal: Balance small-town feel with desire for more services and amenities by strategically locating new residential and commercial growth in existing centers.
Join the discussion (1)
Land Use | 9 days ago | Like +25 | Dislike +3

Goal 12: Land Use Goal: Strengthen clusters of dense, walkable areas that can be connected by a multimodal network.
Start a discussion
Land Use | 9 days ago | Like +23 | Dislike +1

Goal 13: Open Space, Recreation, and Sustainability Goal: Provide high quality parks, open spaces, recreation facilities, amenities, and programs that serve all residents.
Start a discussion
Open Space, Recreation, and Sustainability | 9 days ago

Goal 14: Historical and Cultural Resources Goal: Sustain and expand community and cultural events (e.g., Norfolk Community Day, events on Town Hill, etc.).
Start a discussion

Goal 15: Transportation Goal: Increase street safety for all – especially for more vulnerable residents (seniors, children, and people with disabilities).
Join the discussion (2)
Transportation | 9 days ago | Like +20 | Dislike +1

Goal 16: Transportation Goal: Prioritize funding for street and sidewalk maintenance.
Join the discussion (1)
Transportation | 9 days ago | Like +23 | Dislike +3

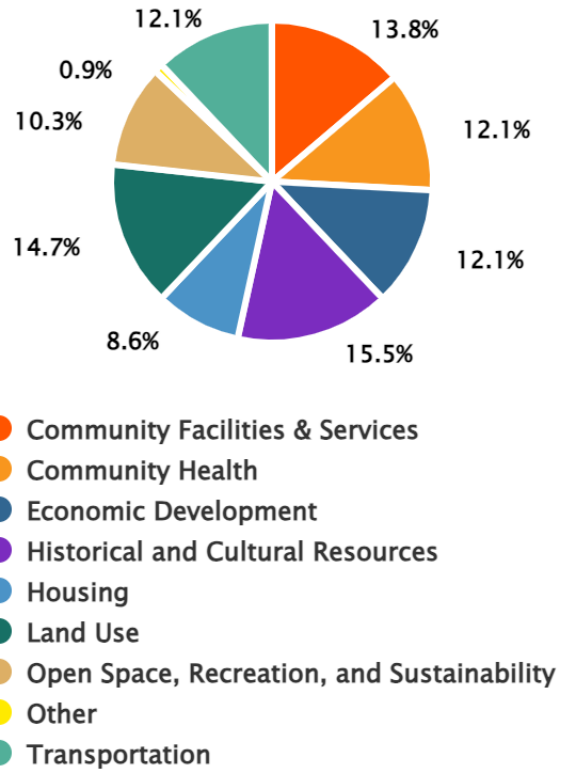
mapc.ma/norfolkgoals



Norfolk Master Plan
November 6, 2023

Snapshot of Responses To-Date

Comments by Topic Area



Key Terms



Snapshot of Responses To-Date

Top Goals

- Economic Development Goal: Diversify the tax base to reduce reliance on residential property taxes. (35 likes)
- Economic Development Goal: Support existing and attract new small, neighborhood-serving businesses to Town Center. (35 likes)
- Community Facilities & Services Goal: Target municipal investments towards Town Center and Route 115/1A to attract private investment and commercial growth. (34 likes)
- Community Health Goal: Improve infrastructure to increase safety, walkability, and connectedness and expand opportunities for active and passive recreation. (33 likes)

Snapshot of Responses To-Date

Discussion Highlights (169 comments, 157 unique users)

"Providing charging stations in the town center/MBTA lots could incentivize switch to EVs."

"Lots of opportunities to use town owned buildings/parking lots (schools!) to install solar panels."

"Make sure this goal aligns with the new MBTA law mandating housing generation around train stations."

Workshopping Outreach Messaging

Our Ask: Please continue helping us to share this feedback opportunity with the Norfolk community!

How can you open the door for others to see the importance of this plan?



Hear the one about the comedian who never drank milk?

She had a weak funny bone. Lucky for us lactose-intolerant folks, there's lactose-free milk. It's available everywhere, and it has all the calcium of regular milk. Good thing I'm here to crack you up—not myself.

got milk?



What's an effective messaging campaign you've encountered recently?

(less recent examples for inspiration)

got milk?®



Norfolk Master Plan
November 6, 2023

Workshopping Outreach Messaging

Our Ask: Please continue helping us to share this feedback opportunity with the Norfolk community!

- Email the link out to your networks
- Like and share the posts on FB
- Include **why it's important** to provide feedback on these Master Plan Draft goals!

Call for Strategy Ideas



Call for Strategy Ideas

- Project team is turning toward drafting strategies to expand on draft goals
- If you have specific ideas about how to advance a draft goal, please pass them along to our team to add
- Email to Josh jfiala@mapc.org, Rich rmccarthy@norfolk.ma.us, and/or Andrea aharrislong@mapc.org



Next Steps



Norfolk Master Plan

Community Engagement Timeline



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

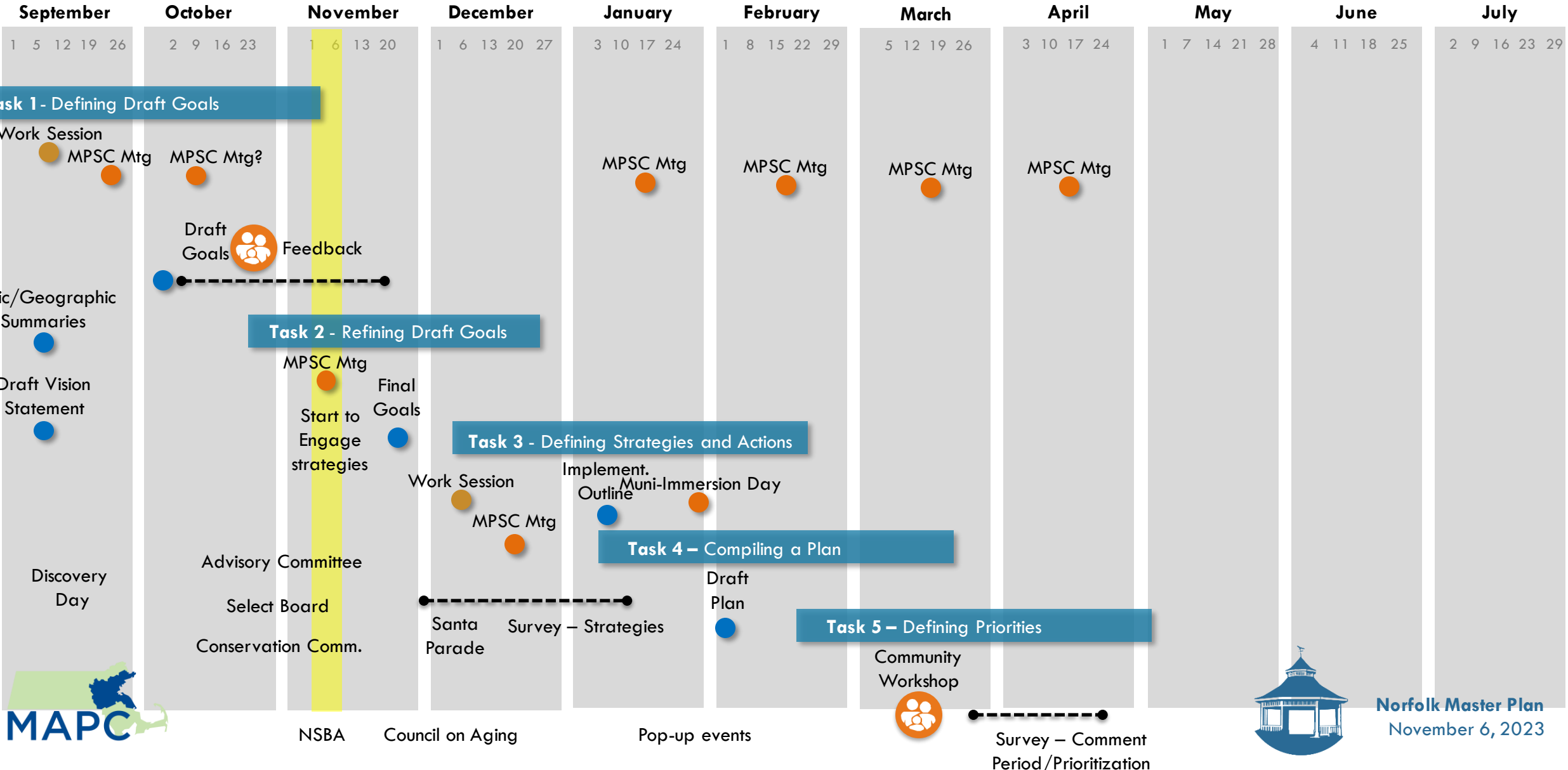
Defining Priorities

Activities and Deliverables:

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

Norfolk Master Plan Timeline

PHASE 2



NSBA

Council on Aging

Pop-up events



Survey - Comment Period/Prioritization



Norfolk Master Plan
November 6, 2023

Next steps

- Next Master Plan Steering Committee Meeting – TBD
- Share Vision and Goals Feedback tool with your networks
- Send us Strategy ideas

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
November 6, 2023

Thanks and good night!

