

Lynnfield Visioning

Planning Board Meeting

July 26, 2023



LYNNFIELD
2040 Shaping our
Future Today

Agenda

01

Review Public Feedback

02

Process for preparing a Vision

03

Next Steps

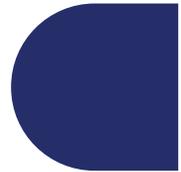
Engagement Results

A recap of spring outreach and feedback



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Engagement Goals



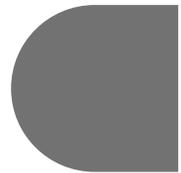
Innovative and creative

Develop and carry out events that meaningfully engage community members throughout the process



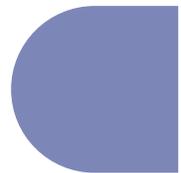
Full-circle communication

Ensure residents feel heard, feedback is shared in a timely manner with decision-makers, and residents understand how to remain involved in the project



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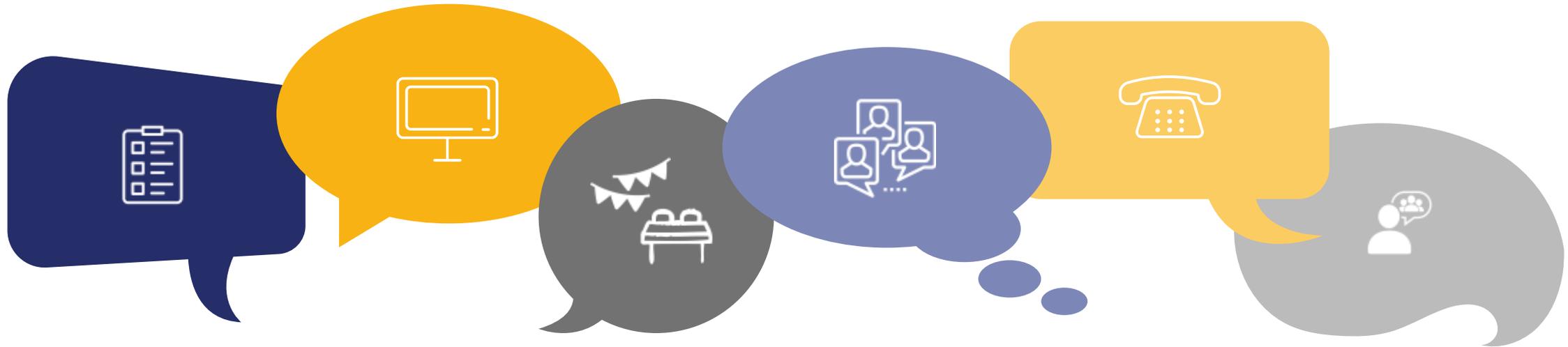
Engagement opportunities are diverse to ensure those with varied abilities can be involved



Forward-looking

Design engagement activities to solicit useful feedback that will help shape a comprehensive, forward-thinking vision for Lynnfield

Engagement Opportunities



Town-Wide Survey

General Public + Targeted Groups

Tabling Events

Families, people with lower incomes, renters, young people

Community Groups

People of color, people with disabilities, business owners

Town Talk Video

General Public + Targeted Groups

Editorials in Newspapers

General Public + Targeted Groups

May Outreach Activities

Tabling Events

- Lynnfield Art Guild's Spring Arts Festival
- Friends of the Library Book Sale
- Lynnfield for Love Coffee Event
- Healthy Living Expo
- Lynnfield Pride

Other

- Newspaper editorials
- Posting in various Facebook groups
- Market Street sent email to tenants
- Planning Board members attended recreational sporting events

Town Communication

- Recreation Dept. email newsletter
- Housing Authority delivered paper surveys to residents
- Senior Center email newsletter
- Library email newsletter
- School newsletter (SMORE)
- Email to town staff and local officials

Survey

- Available online and in paper form
- Open from mid-April to mid-June
- 855 people accessed the survey (number of responses varies by question)

Lynnfield 2040 Community Survey



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Lynnfield Visioning Plan

Welcome! The Town of Lynnfield needs your help to guide future decisions and public investments.

Survey topics range from transportation, open space, and infrastructure to land use, economic development, and housing. The survey is anonymous, and all questions are optional. The survey should take approximately **10-12 minutes to complete**.

Learn more about the project at mapc.ma/LynnfieldVision. Questions? Contact Sondria Berman at sberman@town.lynnfield.ma.us or (718) 334-9490.

We appreciate your time and input!

Next

Survey Analysis

Significant subset of survey responders were seniors (aged 65+) or newcomers (moved to town less than 20 years ago or since the last Master Plan was completed)



Icons show where these subgroups showed unique preferences

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Who Took the Survey?

94%
residents



Almost half have lived in Lynnfield for 20+ years

8%
identified as people of color



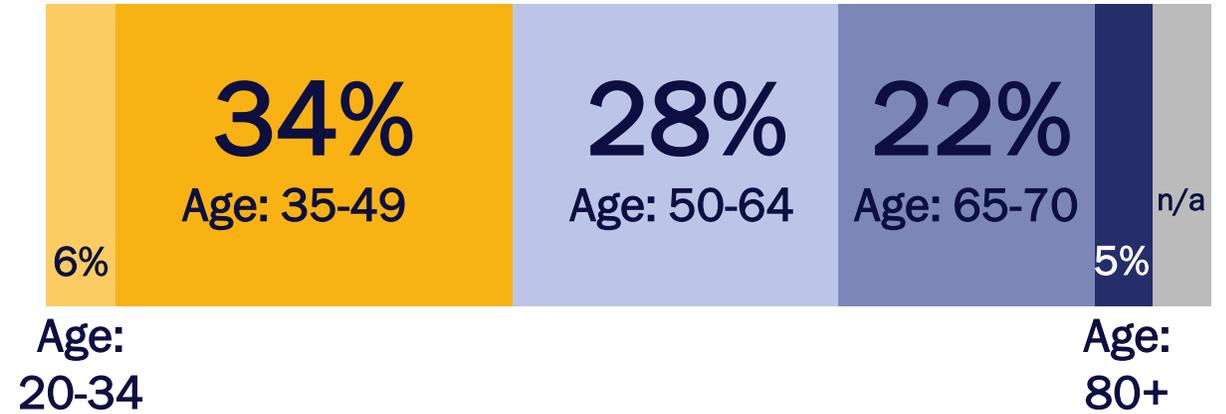
14% of Lynnfield residents identify as POC

5%
renters

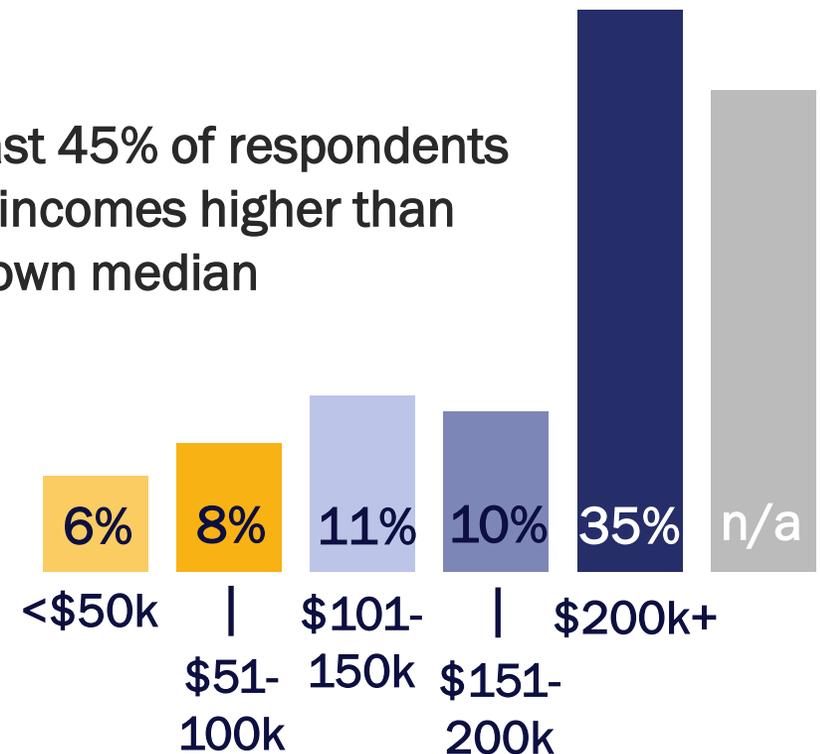


15% of Lynnfield residents are renters

No respondents under the age of 20

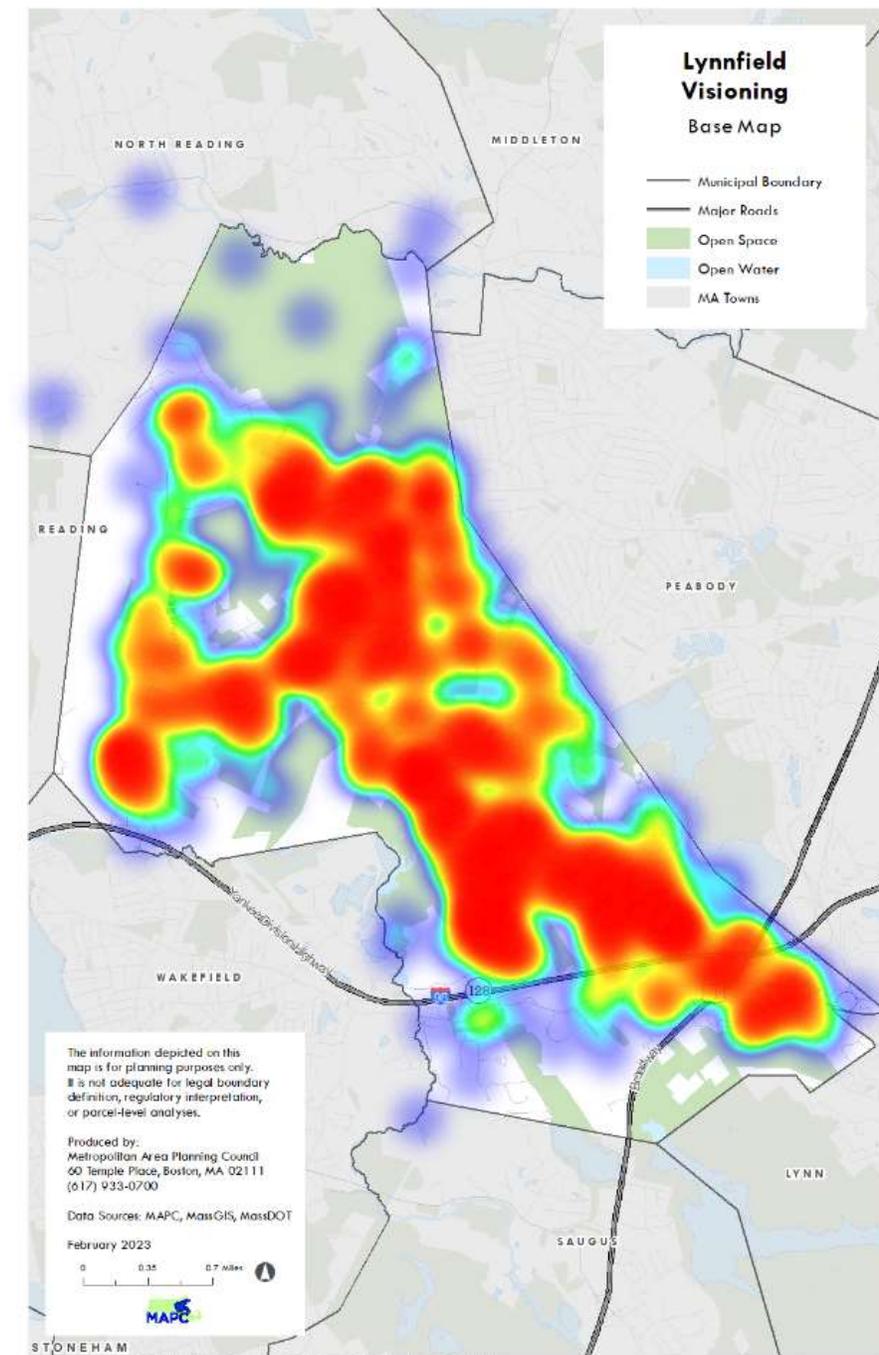


At least 45% of respondents have incomes higher than the Town median

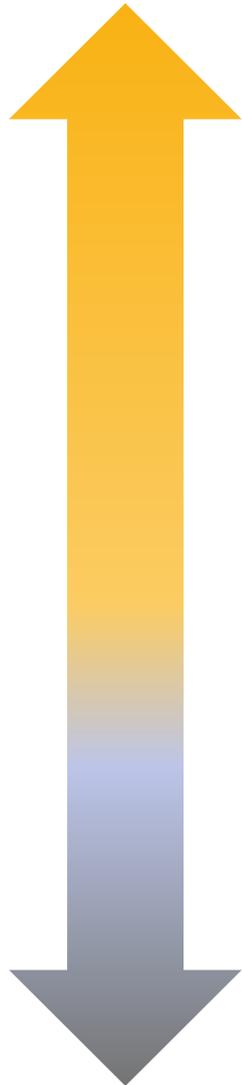


Where People Live

- Good distribution throughout town
- Lower turnout in South Lynnfield



Important Community Issues



Public health and safety ----->

Social opportunities for youth, seniors, others



Community-wide communication infrastructure



Access to health and social services



Shared services with neighboring towns

Climate adaptation and resiliency

Racial and social equity

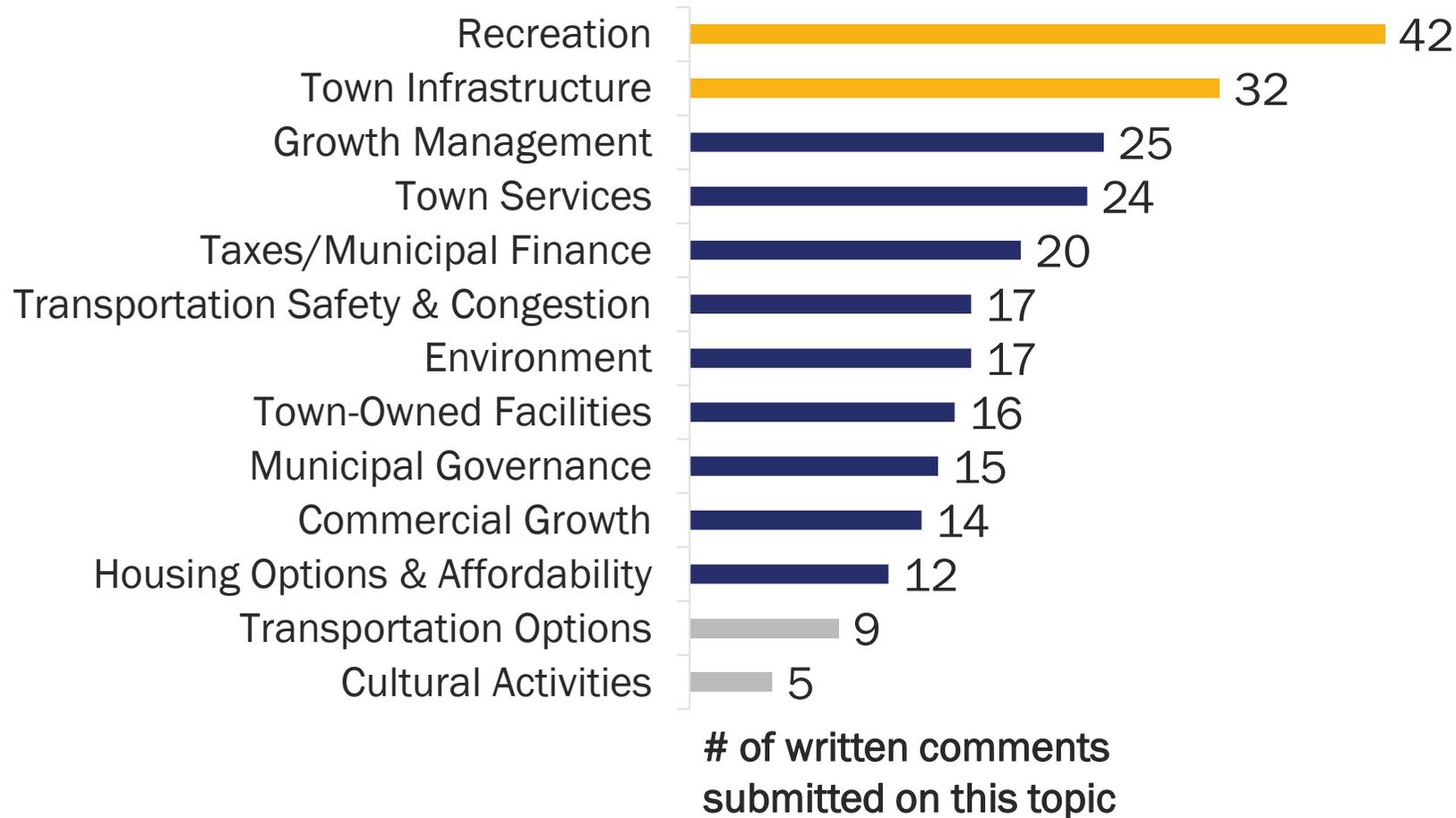
Multi-modal transportation options

Diversify the local economy ----->

Identified as “Important”
or “Very Important” by
79% of respondents

Identified as “Not At All Important”
by 28% of respondents

Additional Topics of Interest



Lack of sidewalks and bike paths for **safe travel**

Concerns with sustainability of **water infrastructure**

Support for speedy **rail trail** completion

Need for diverse **recreation options** for all ages

How Well is Lynnfield Doing?



Doing Well

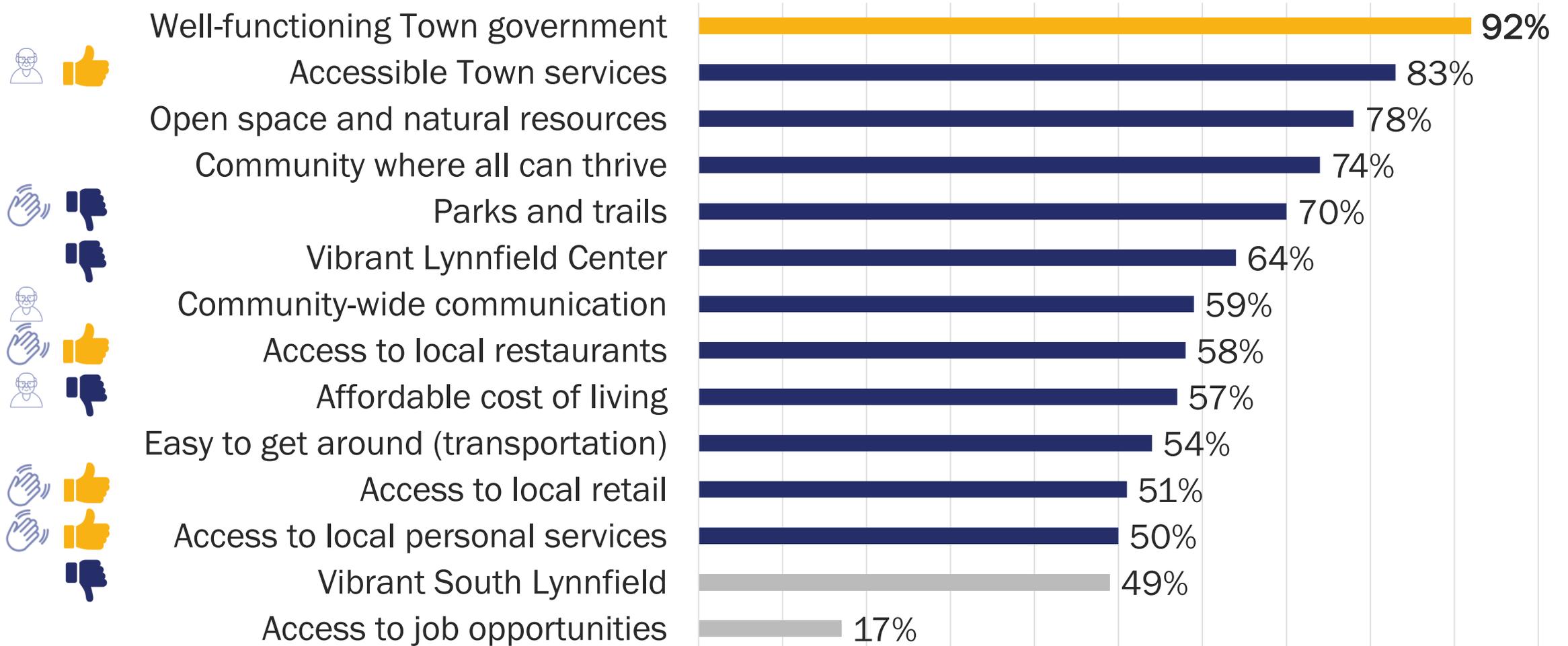
- Access to local restaurants
- Access to local retail
- Accessible Town services (e.g., recreation, senior center, library)
- Access to local personal services



Needs Improvement

- Vibrant Lynnfield Center
- Affordable cost of living
- Vibrant South Lynnfield (excluding Market Street)
- Parks and trails

Important Community Features



Sense of Community

Lynnfield is welcoming to...

- Families with young children
- Seniors
- Young people (age 19-35)

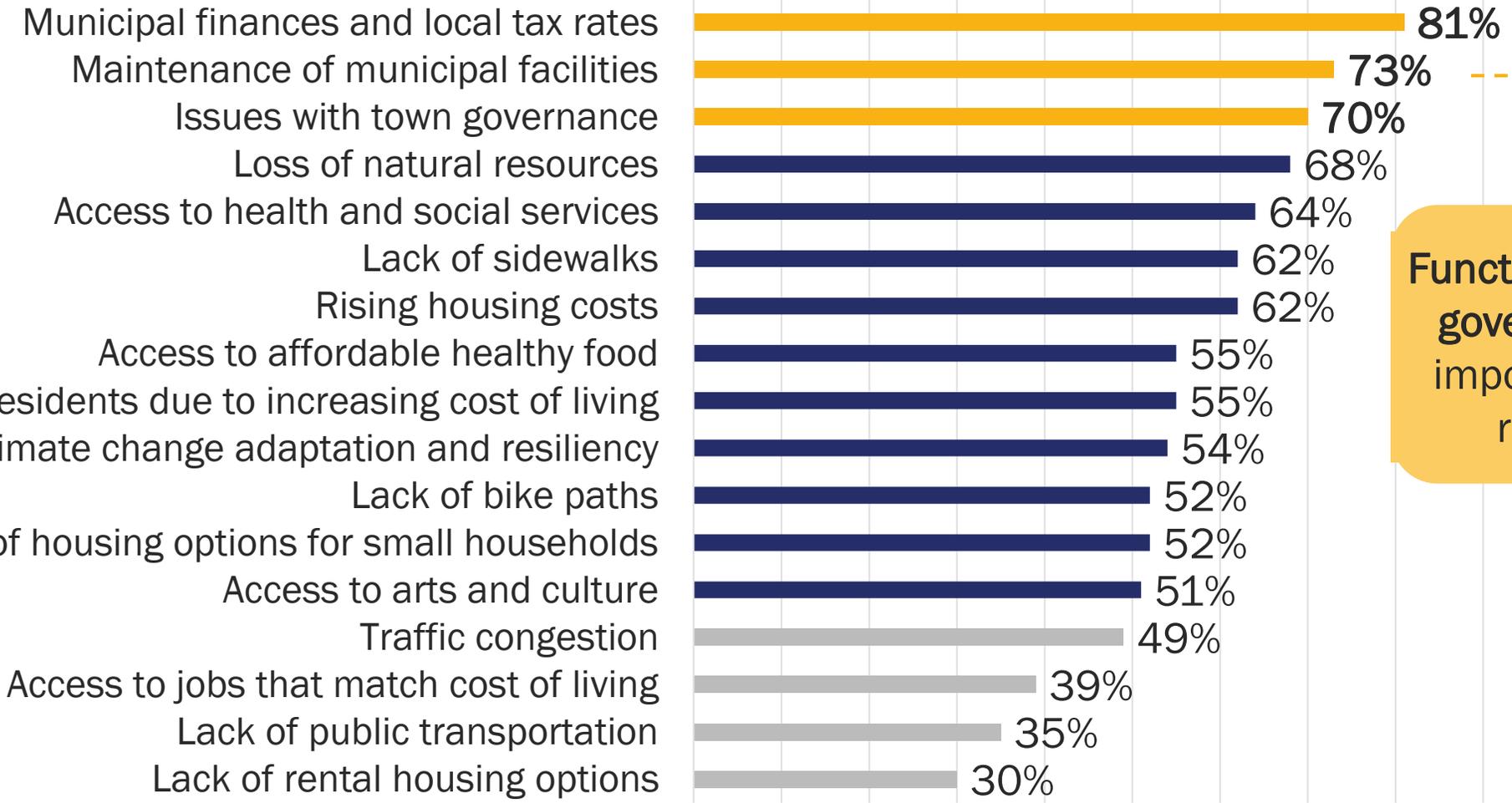
→ Only 39 respondents were in this age group

Lynnfield is not welcoming to...

- People whose primary language is not English
- People of color
- People with lower incomes

→ Only 82 respondents are in a household that makes \$100,000 or less

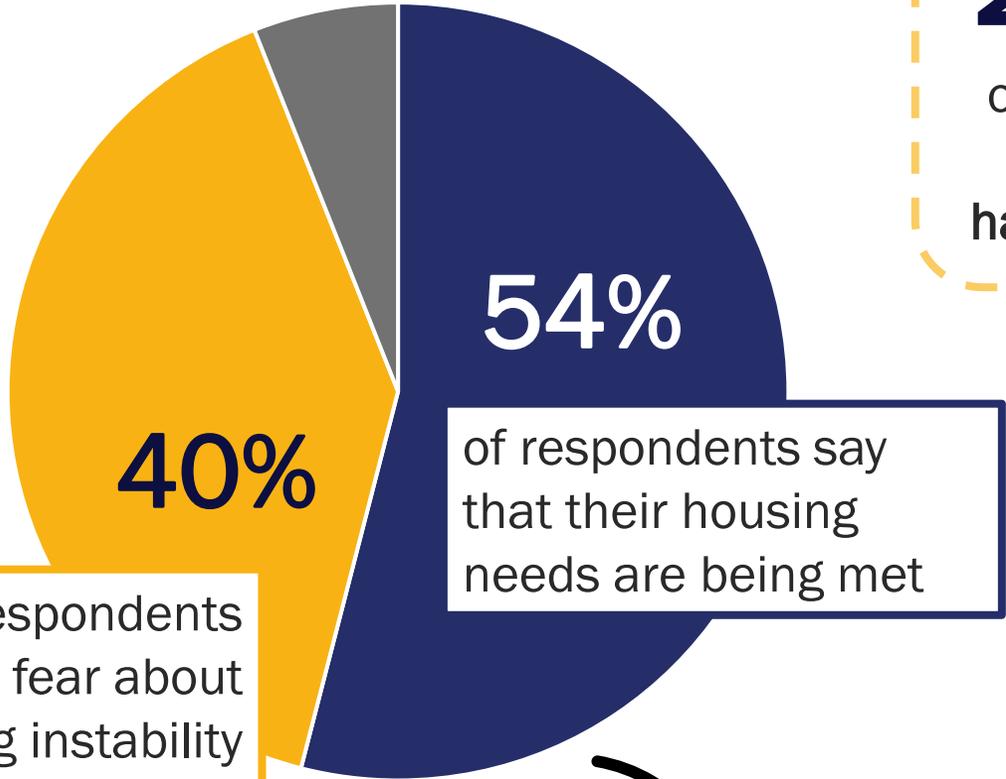
Lynnfield's Greatest Challenges



Functioning municipal government is very important to survey respondents

Housing Needs

2/3 
of people who moved to Lynnfield
in the past 3 years
had a difficult time finding housing



of respondents expressed fear about future housing instability (increasing housing costs, not being able to move within town)

of respondents say that their housing needs are being met

- Respondents want housing options for:**
- Seniors who want to in downsize or age in place
 - Multigenerational families
 - First-time homebuyers
 - Young professionals



Seniors are more likely to experience housing instability

Housing Needs

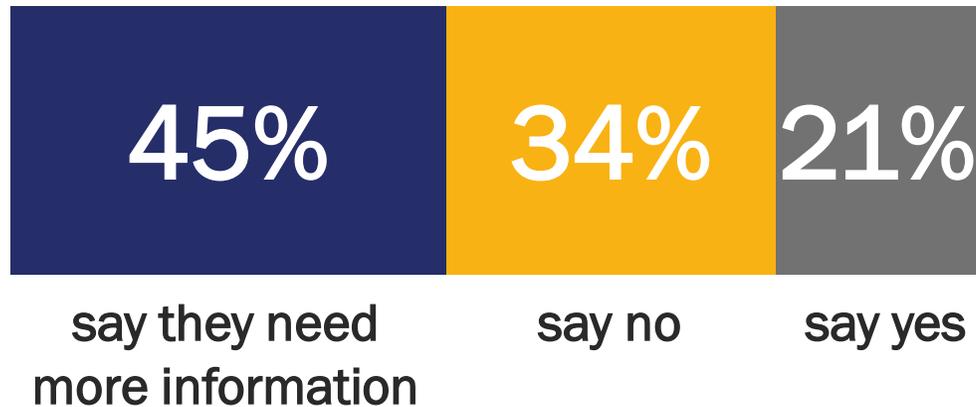
“I bought my home 30 years ago and cannot afford to move within the Town.”

“The only people I went to school with (K-12 in Lynnfield) who will be able to afford to have their own place in Lynnfield (not their parents) are people who are in VERY well-paying professions.”

“[I’m leaving Lynnfield] because I still live with my parents and want to move out on my own now that I’ve graduated college. There is nothing at all within the budget of either my current job or my immediate job prospects.”

Ambivalence About Commercial Growth

People are open to the Town pursuing opportunities to expand available jobs in Lynnfield



42%
say being able to live and work in Lynnfield is not important

48%
work remotely from Lynnfield some or all of the time



“[I envision] a **bustling town center** that has numerous different businesses (not 3 banks) that give residents a reason to go there and spend their money.”

Visions for Lynnfield



“There are **excellent public schools** and most kids safely **walk or bike to school**. People of every generation **enjoy music** at Town Center at summer concerts and **see their neighbors** at block parties. **Lynnfield Center** has a new cafe and restaurant.”



“A town that serves well the needs of **citizens of all ages**, in ways that **encourage health and wellness**.”



“I would like to see the Town **retain its character**. Neighboring towns such as Middleton have become so overcrowded and congested with traffic that I breath a sigh of relief when I get back home after driving through them.”



“Town leadership in which **all voices are heard** and people are **treated with respect**.”



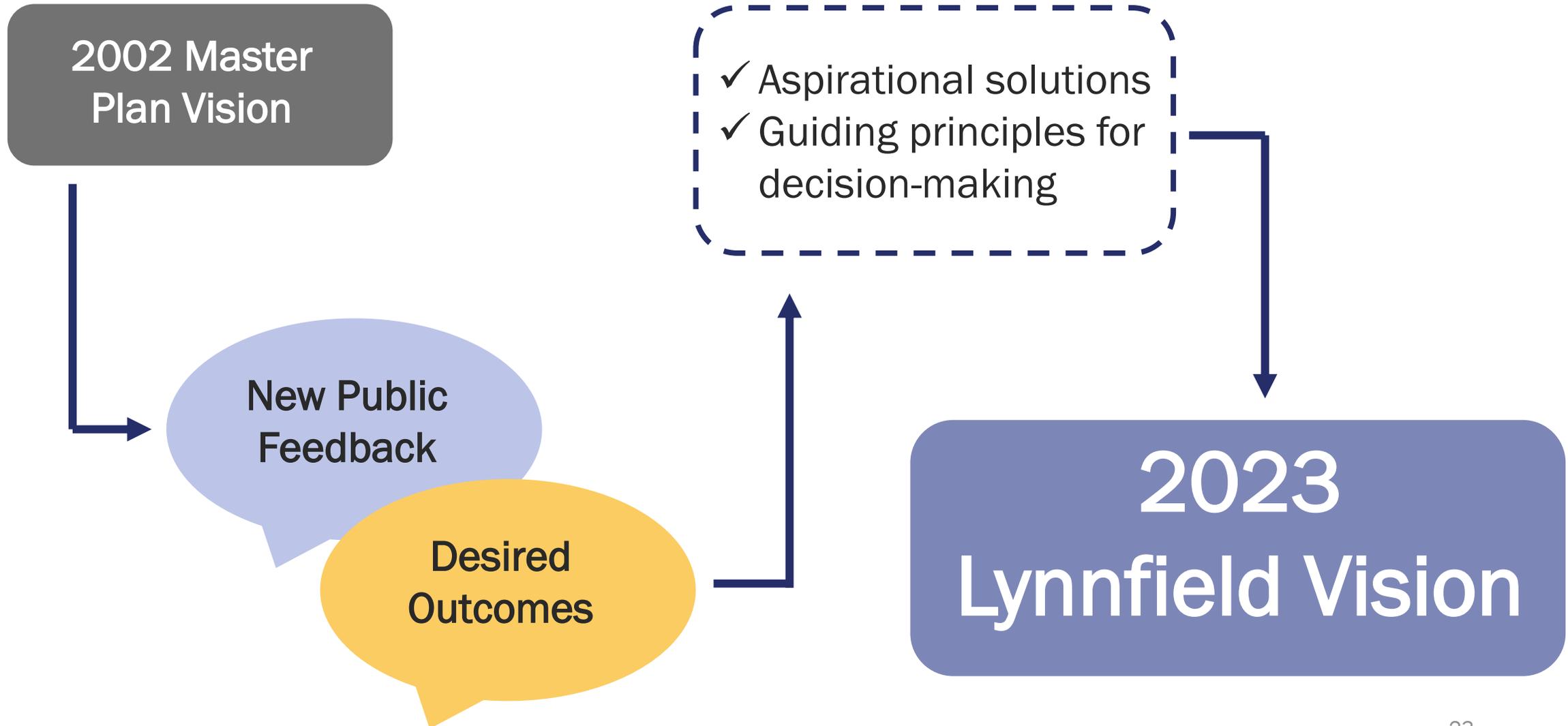
“Community that **takes pride in itself** and in taking care of each other - not just the majority but all our residents. Inclusiveness is important to me as a resident.”

“What do you hope for Lynnfield's future?”



Preparing a Vision

Process for Defining a Vision Statement



Desired Outcomes from Lynnfield Residents

Desire for a **sense of belonging**

Safe ways to recreate and see neighbors, both young and old

Public amenities that serve a variety of needs (school, library, arts, etc.)

Revitalized town center with a variety of businesses and community gathering spots

Rising housing costs may push out longtime residents and prevent newcomers

Support for **better growth management**

Water quality and supply considerations

Balance **fear of change** with need for progress

Align **land use decisions** with **environmental goals**

Frustration with pace of public improvements

Distrust of Town leadership

Importance of **transparency in Town Government**

Misunderstanding of property tax increases

Translate into aspirational solutions

Desired Outcomes



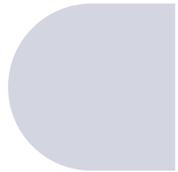
2023 Lynnfield Vision Outline

- Introduction & Purpose (“the why”)
- Community Involvement (and gaps)
- Vision Statement
 - Broad vision
 - Description by topic areas
 - Community snapshot data
 - Quotes and stats from public feedback
- Next Steps
 - How a comprehensive plan can provide a roadmap for achieving the vision
 - What the Town can start doing now to implement the vision

A visual **executive summary** will complement the full vision in a way that is more **engaging for the public**

Next Steps

Continuing Engagement



Innovative and creative

Develop and carry out events that meaningfully engage community members throughout the process



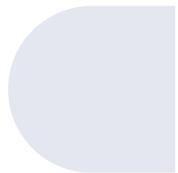
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Engaging Different Audiences



GENERAL PUBLIC

13,000 residents in Town
Nearly 6,000 workers

PEOPLE OF COLOR

14% non-white residents,
of which 6% identify as
Asian

BUSINESS OWNERS

Approx. 90 businesses in
Lynnfield (according to
Town Business Certificate
data)

FAMILIES

40% of households with
children

PEOPLE WITH DISABILITIES

Nearly 800 people

RENTERS

15% of households or
approx. 700 people

SENIORS

18% of residents are 65
years or older

YOUNG PEOPLE

43% of residents under 35
21% school-aged
2,000+ students

PEOPLE WITH LOWER INCOMES

1,508 households earn
less than \$100,000

Engaging Different Audiences



1:1 Interviews

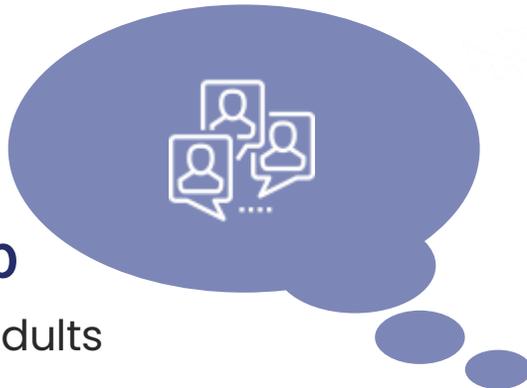
Renters
People with lower incomes
People of color

- Standardized list of discussion questions (similar to municipal listening sessions)
- Assess issues, opportunities, challenges, and priorities
- Compare to broader survey findings
- 5-6 interviews (more if Town staff and Planning Board members can facilitate)

Engaging Different Audiences

Focus Group

Teens/Young Adults



- Identify existing groups
 - LHS & LMS Student Councils
 - Scout Troops
 - Faith-Based Youth Groups
- Facilitate an activity to understand youth perspectives
 - Share highlights of survey results
 - Ask how experience is similar to, different from respondents
 - Get feedback on vision statement, topic areas

Sharing the Vision with the Public in Fall



Online Open House

General Public +
Targeted Groups

- Share draft vision report with public
- Serve as public comment period
- Review feedback with the Planning Board and finalize Vision report

Outreach Methods (informed by survey)

PREFERRED NEWS SOURCES

- Lynnfield Weekly News
- Neighbors/word-of-mouth
- Lynnfield Villager
- Social media – Facebook
- Town website

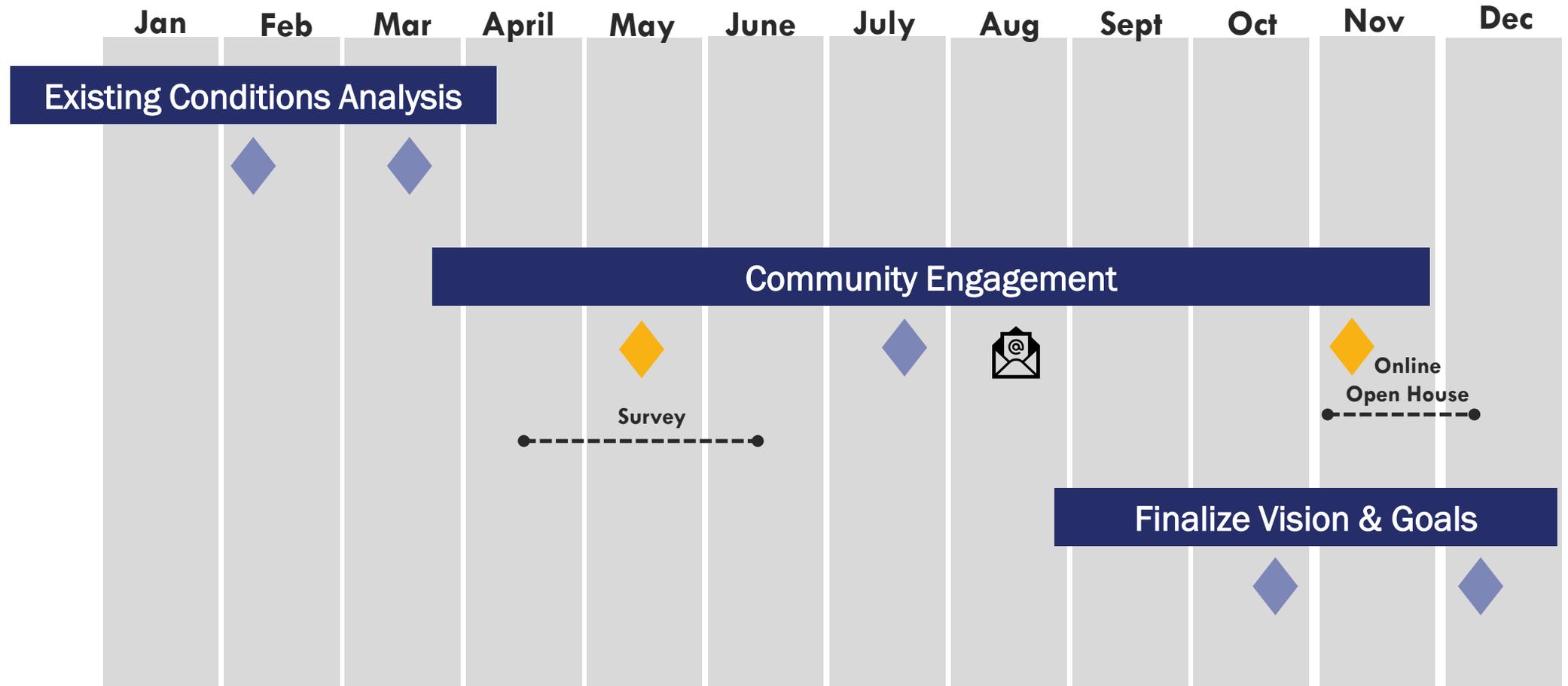
PREFERRED FORMS OF COMMUNICATION

- Email updates
- Project website
- Events or meetings

Timeline



Email to Project List to share survey results



◆ Planning Board Meetings

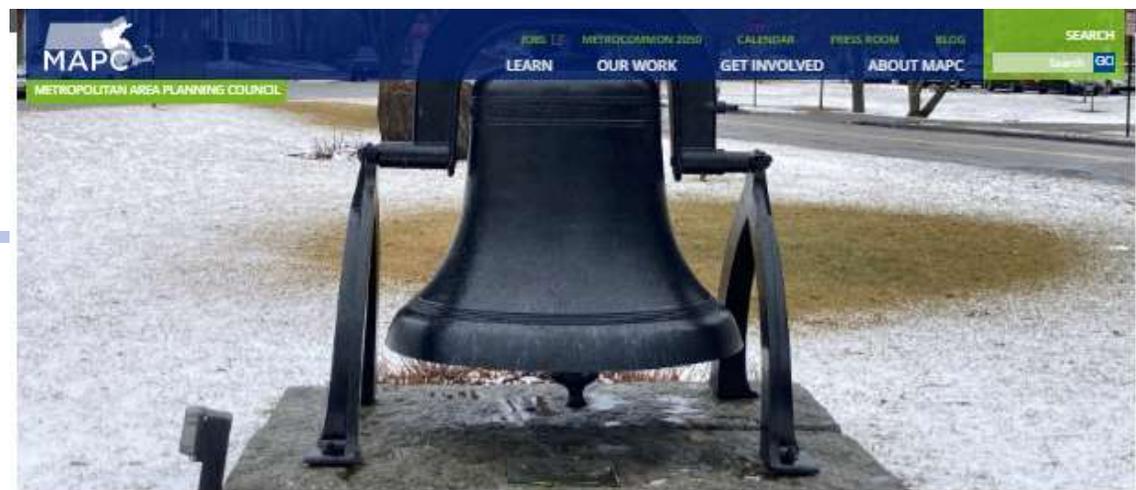
◆ Community Events

Project Webpage

mapc.ma/LynnfieldVision

- Upcoming events
- Recaps of past meetings
- Survey results and other project materials

Sign up for project updates!



Taylor, Vickers & Company bell | Photo Credit: Sarah Scott, MAPC

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TODAY

CHANGE FONT SIZE | Select Language

MAPC >> RESOURCES >> ECONOMIC DEVELOPMENT >>
LYNNFIELD 2040: SHAPING OUR FUTURE TODAY

Lynnfield 2040: Shaping Our Future Today



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Get Involved

Join our email list to stay updated on this project, and to receive invites to upcoming events!

> Sign Up Here

About

Lynnfield 2040: Shaping Our Future Today is a community visioning initiative where residents, business owners, and other stakeholders unite with Town officials and MAPC to imagine the future of Lynnfield. The process is being led by the Town's Planning Board. A variety of engagement opportunities will be held to hear how Lynnfield residents and others want Lynnfield to look, feel, and operate over the next few decades. The visioning process will cover a range of topics, from transportation and public infrastructure to economic development and housing. Opportunities and challenges will be articulated through the process to inform future planning efforts.

The ideas and feedback received through the project will result in a vision statement and guiding values to influence future decision-making around municipal investments and programming by Lynnfield boards and committees. The Vision plan will be a user-friendly resource that community members and Town officials (staff, volunteers, and elected officials) can frequently reference.

Why now?

The Town of Lynnfield last conducted a comprehensive plan in 2002. A lot has changed in 20 years! Both older and newer residents should have an opportunity to revisit and update what they want for the future of Lynnfield, so their input can inform municipal goals and priorities.

Questions?

Thank you!

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