



# LYNNFIELD

## 2040

Shaping our  
Future Today

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VISIONING PLAN BRIEFING

SELECT BOARD MEETING

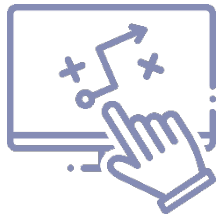
FEBRUARY 27, 2023

# What is a Visioning Plan?

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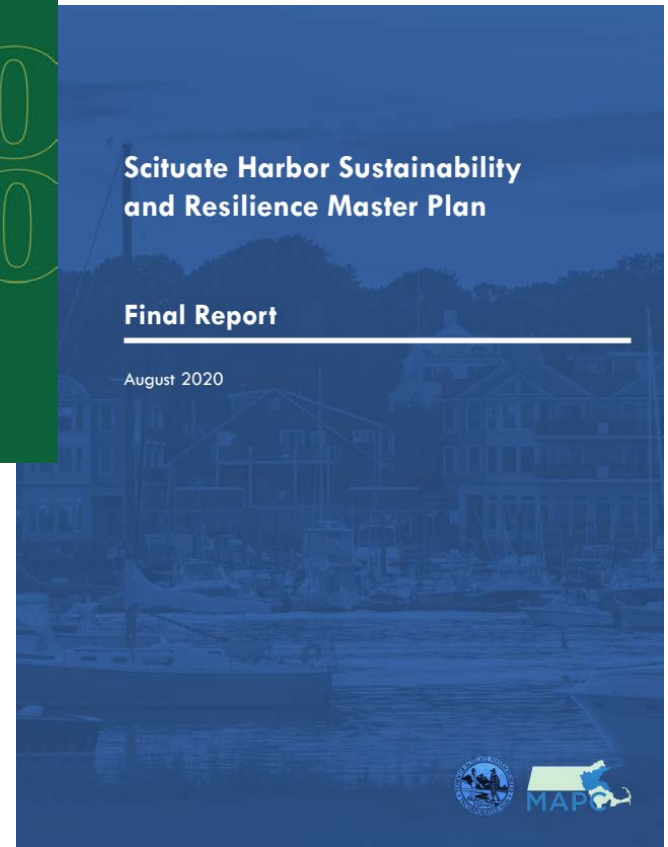
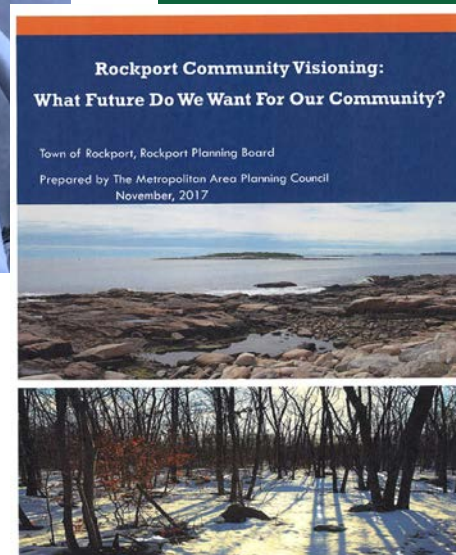
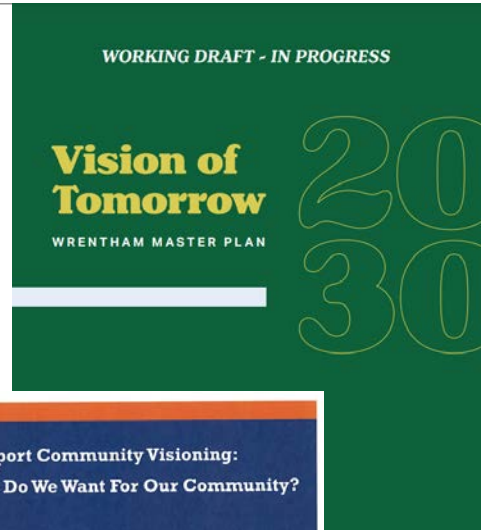
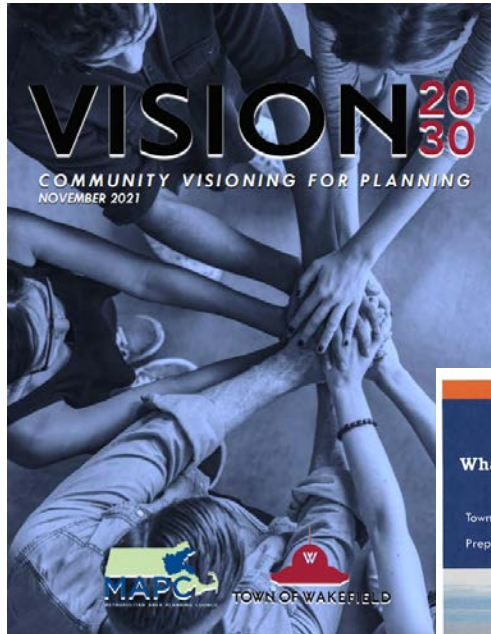


**Community-driven process** to shape how Lynnfield should look, feel, and operate as a community over the next 10-20 years



**Strategic framework** for future public decision-making and investments

# What is a Visioning Plan?

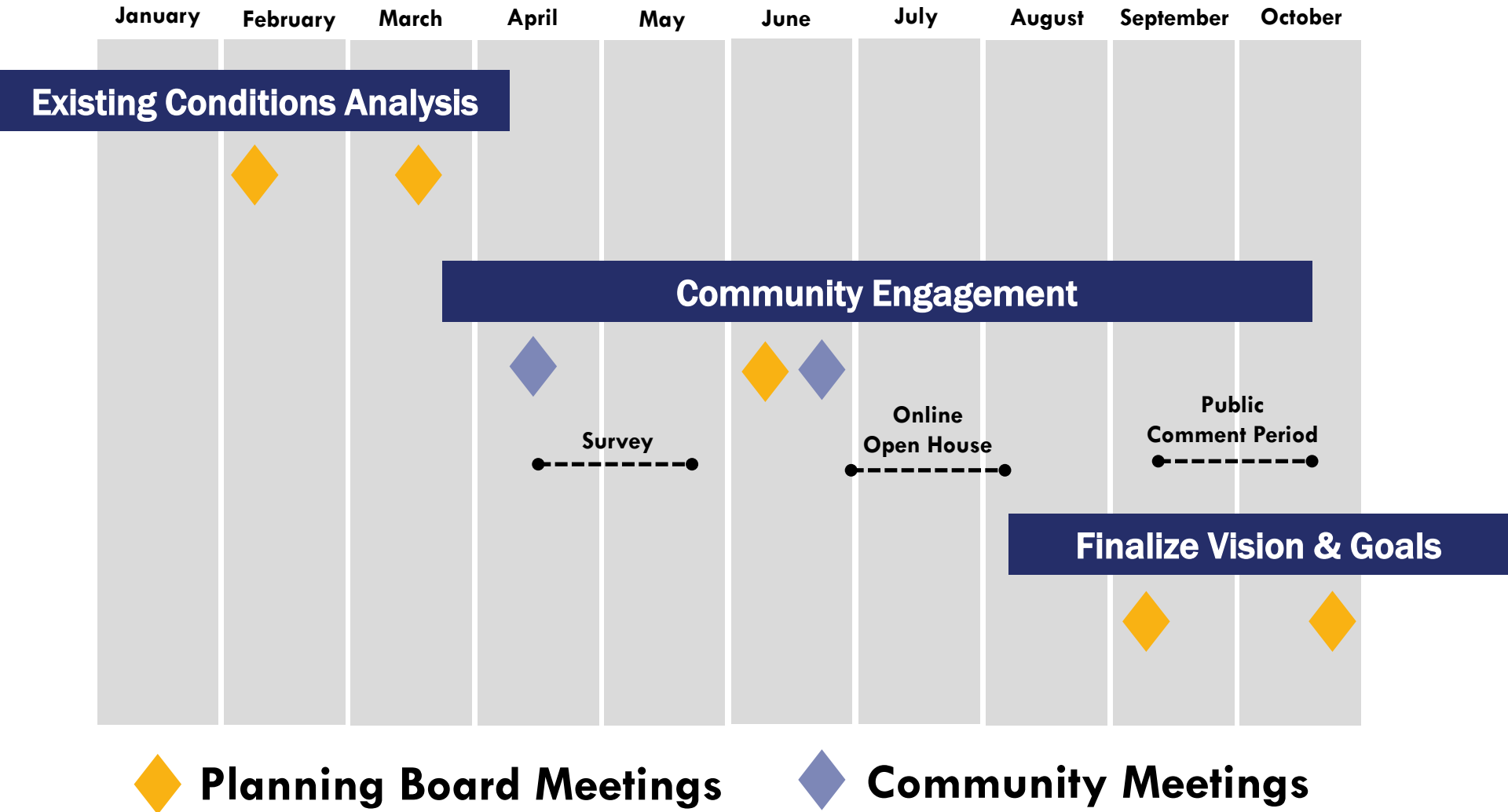


# How does a Vision compare to a comprehensive plan?

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- **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

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- **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.)**

# Community Engagement

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**Community Forums**



**Townwide Survey +  
Online Open House**



**Tabling at local events**



**Focus Groups**

**Goal: Engage a  
broad range of  
Lynnfield community  
members to hear a  
variety of  
perspectives and  
ideas**

# Project Webpage

[mapc.ma/LynnfieldVision](http://mapc.ma/LynnfieldVision)

- Project Updates
- Upcoming Events
- Recaps of past meetings
- Survey results and other project materials

Opportunity for community members to sign up for project updates





# Key Dates & Next Steps

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- **Feb. 21-24 – Town Tour & Municipal Immersion Interviews**
- **March 1 – Planning Board Meeting**
  - Review findings from existing conditions analysis
  - Discuss upcoming community engagement
- **March 29 – Planning Board Meeting**
  - Prepare for town-wide survey and first community forum

# Project Team

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## Town of Lynnfield

### Planning Board

**Emilie Cademartori**  
Director of Planning and Conservation

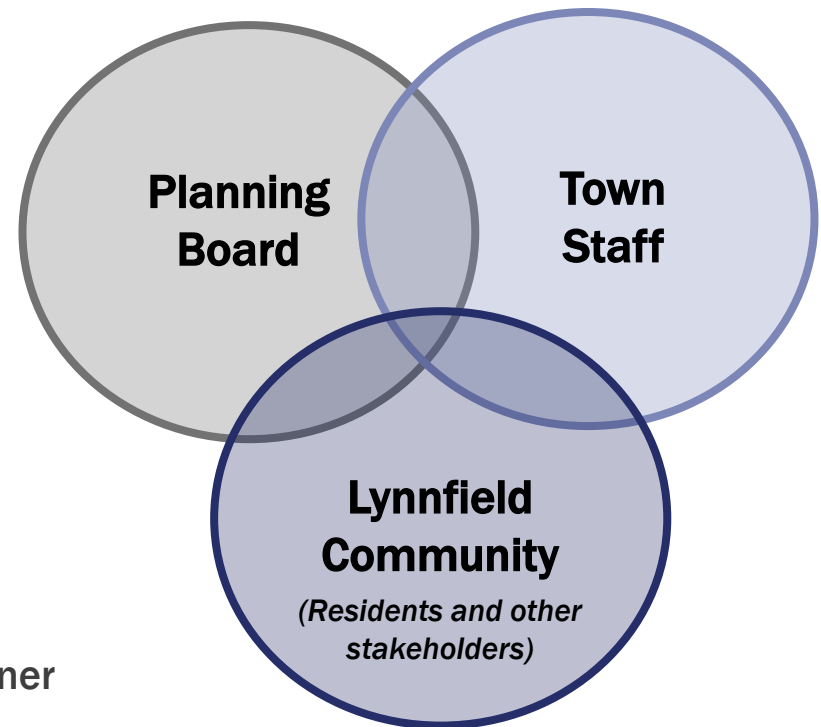
**Jennifer Welter**  
Planning & Conservation Admin

**Sondria Berman**  
Land Use Assistant

## MAPC

**Andrea Harris-Long, AICP**  
Project Manager & Senior Land Use Planner

**Sarah Scott**  
Regional Land Use Planner II



# Discussion

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**How do you see the Visioning plan supporting your work?**

**How can we reach  
Lynnfield residents?**

Questions?

# Thank you!

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