

Lynnfield Visioning

Planning Board Meeting

March 1, 2023



LYNNFIELD
2040 Shaping our
Future Today

Agenda

01

Existing Conditions Analysis

02

Community Engagement

03

Next Steps

Community Snapshot

A review of Lynnfield plans and community data

Methodology

1. Read relevant past plans and studies.
2. Identified key questions about the state of Lynnfield today.
3. Pulled data from vetted sources. →
4. Analyzed data to answer questions.
5. Talked with community members to deepen understanding.



Where can community feedback help us understand current conditions and priorities?

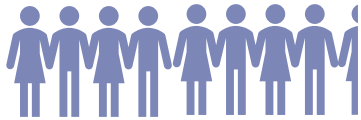
DATA SOURCES

- US Decennial Census
- American Community Survey
- Census On the Map
- MA Department of Elementary and Secondary Education
- US HUD
- MassDOT
- Banker & Tradesman
- ES-202

Lynnfield: At a Glance



13,000 people



86% white



5,934 jobs



\$147,237 median income



4,536 households

4,773 housing units

92% single-family houses

2002 Master Plan: Vision Statement

**Community for life
with activities for all
residents**

**Appropriate &
attractive housing
in vibrant centers**

**Open spaces
will be
prioritized**

**Diversity of
housing
types**

**Alternative methods of
increasing tax revenues**

**Network
of paths**

**Opportunities
for social
interaction**

2002 Master Plan: Goals & Policy Areas

Policy Areas

Open Space & Recreation

Natural Resources

Historic & Cultural Resources

Public Facilities & Services

Transportation

Economic Development

Housing

Land Use

GOALS

- Preserve Lynnfield character
- Enhance the Town Center
- Strengthen South Lynnfield
- Provide suitable facilities for Town activities
- Stabilize the tax base
- Increase the amount of affordable housing
- Permit the Town to be pro-active in meeting future challenges

Emerging Values from the Master Plan

- Social cohesion and community gathering
- Affordable housing, especially rental
- Family-friendly
- Aging in place
- Desire for Lynnfield to return to its vibrant, historic roots



What's Missing?



**Access to
Opportunity**



**Climate Adaptation &
Resiliency**



**Environmental
Stewardship**



**Multi-Modal
Transportation**

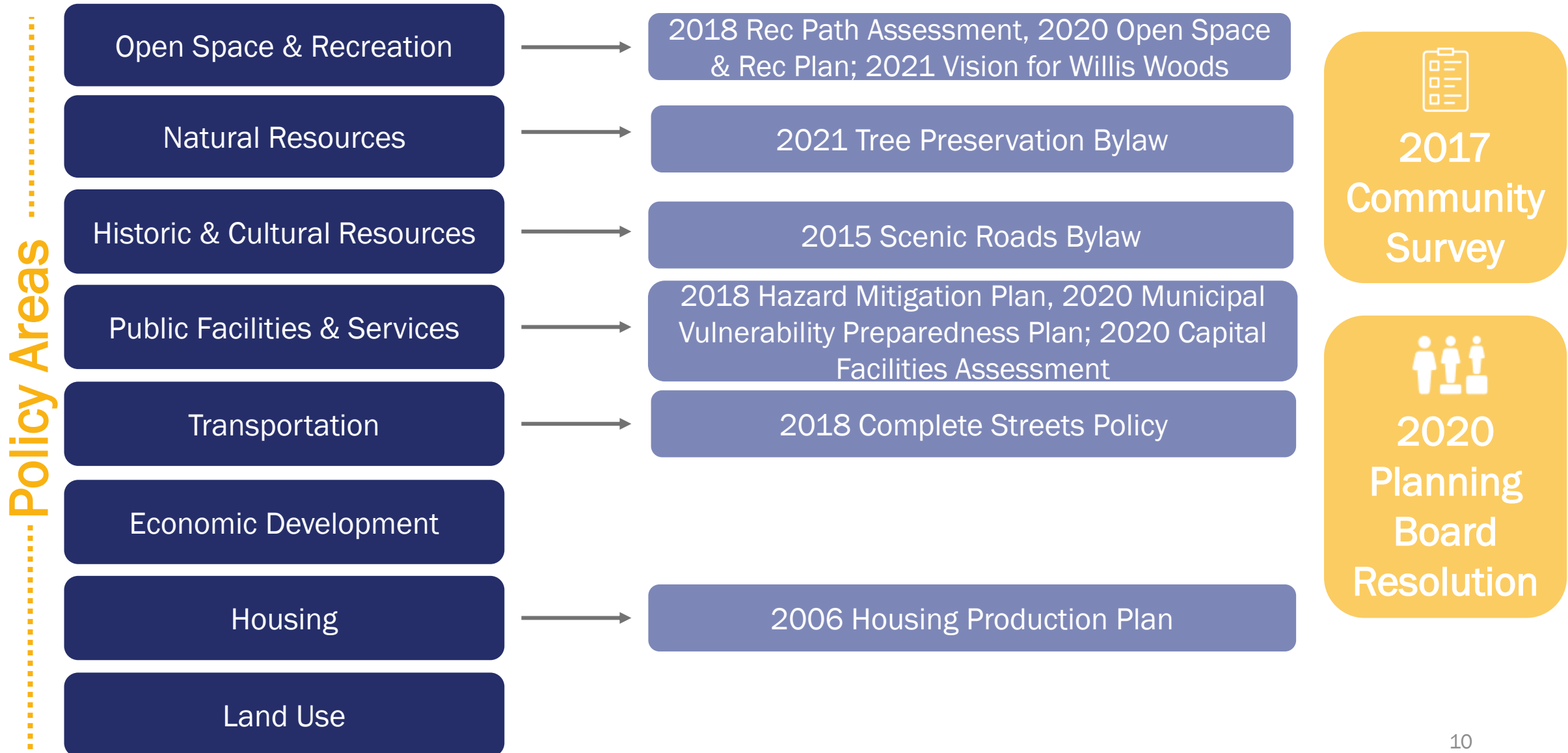


Health Outcomes

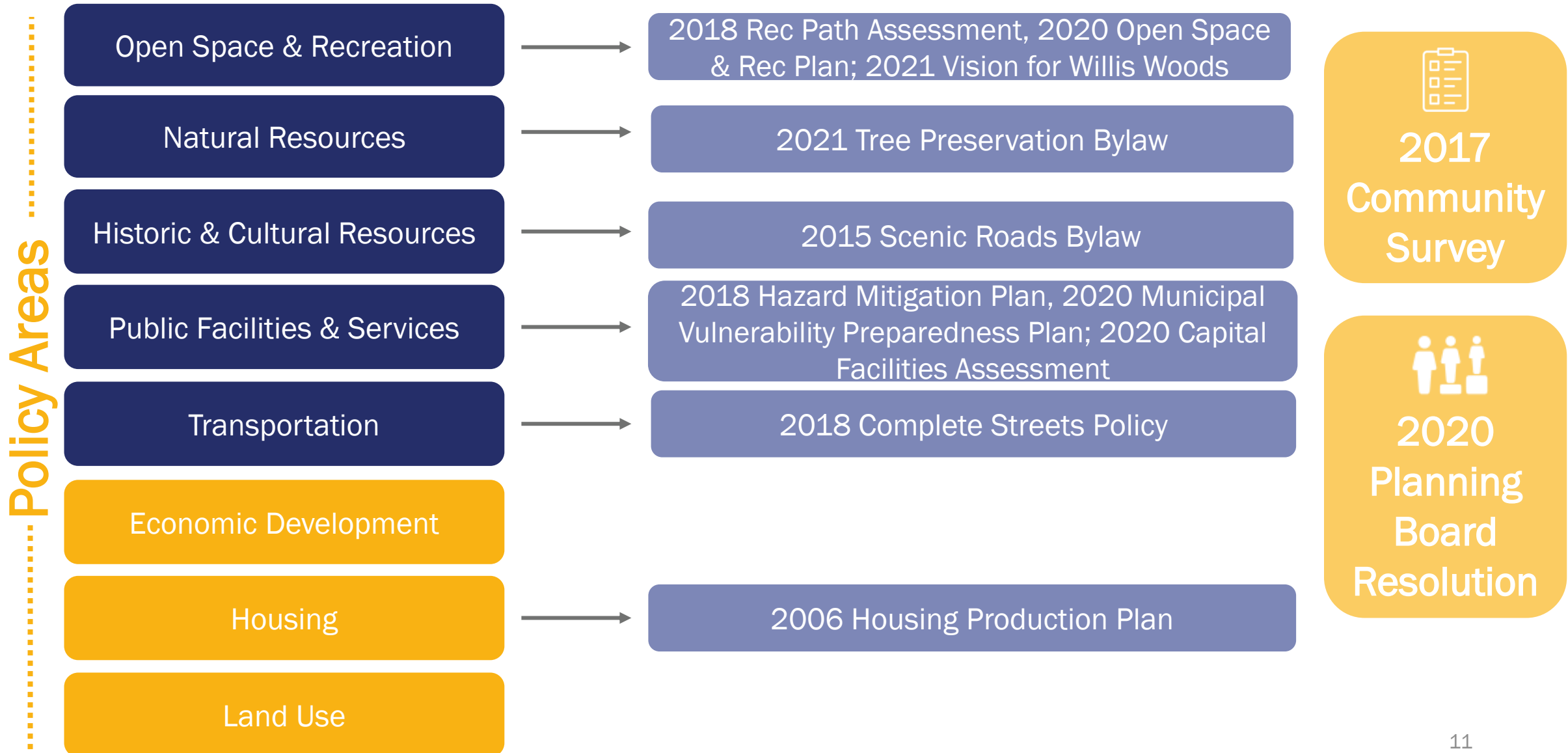


Racial & Social Equity

Work Since the 2002 Master Plan



Work Since the 2002 Master Plan



Town Tour & Municipal Listening Sessions

DEPARTMENTS

- Board of Health
- Fire
- Library
- Lynnfield Center Water District
- Police
- Public Works
- Recreation
- Town Administration
- Town Engineer

BOARDS

- Cultural Council
- Council on Aging
- Finance Committee
- Lynnfield School District
- Lynnfield Tree Committee
- Lynnfield Art Guild
- A Healthy Lynnfield
- Lynnfield for Love
- *And more to come!*

Municipal Listening Sessions - Themes

PRIORITIES

- Public safety
- Maintaining adequate public facilities
- Responding to residents' needs for services and amenities
- Providing opportunities for recreation and education
- Supporting the schools
- Preserving historic buildings and open space

CHALLENGES

- Shifting governance models
- Adequate staffing
- Competing community values
- Aging public facilities and infrastructure
- Water quantity and quality
- Funding

OPPORTUNITIES

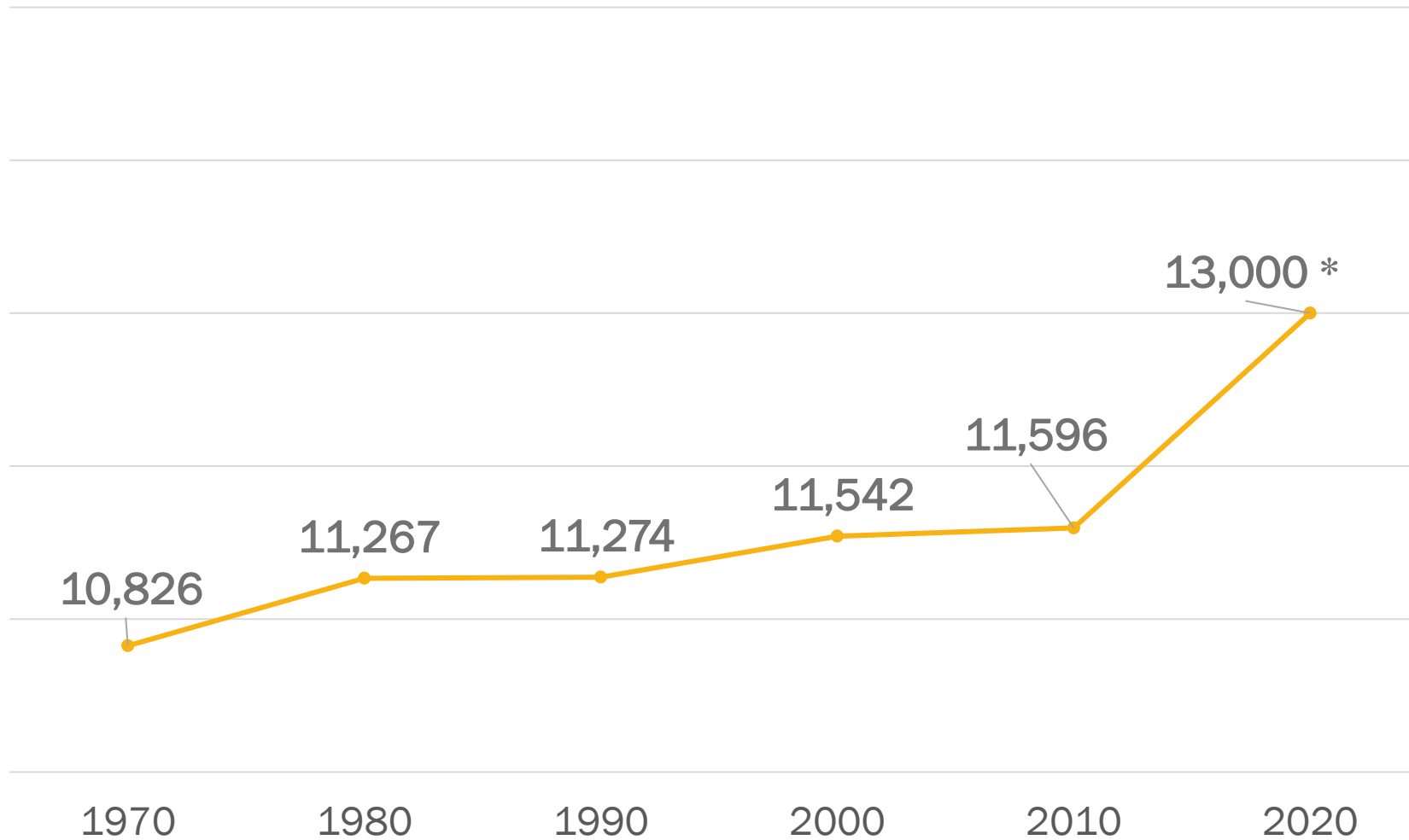
- Reenergized leadership throughout Town staff, elected officials, and community volunteers
- Deep commitment to Lynnfield
- New and renovated public buildings
- Improved collaboration and communication
- Diversity of experiences and perspectives


Who Lives in Lynnfield?



LYNNFIELD
2040 Shaping our
Future Today

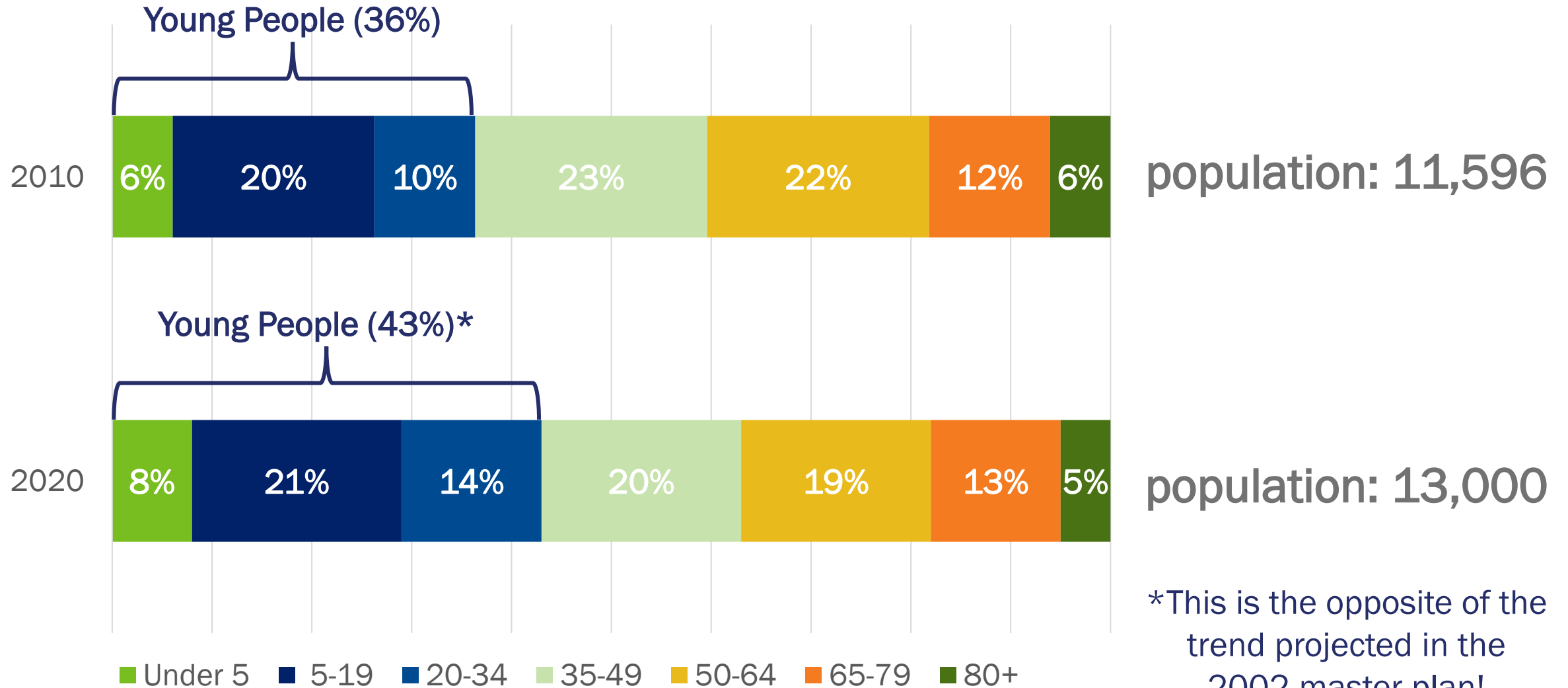
Population Growth, 1970-2020




13%
2010-2020

*The 2002 master plan projected this number to be 12,782 – not bad!

Age Distribution and Change, 2010-2020



*This is the opposite of the trend projected in the 2002 master plan!

Residents with Disabilities



759 residents /
6% of population

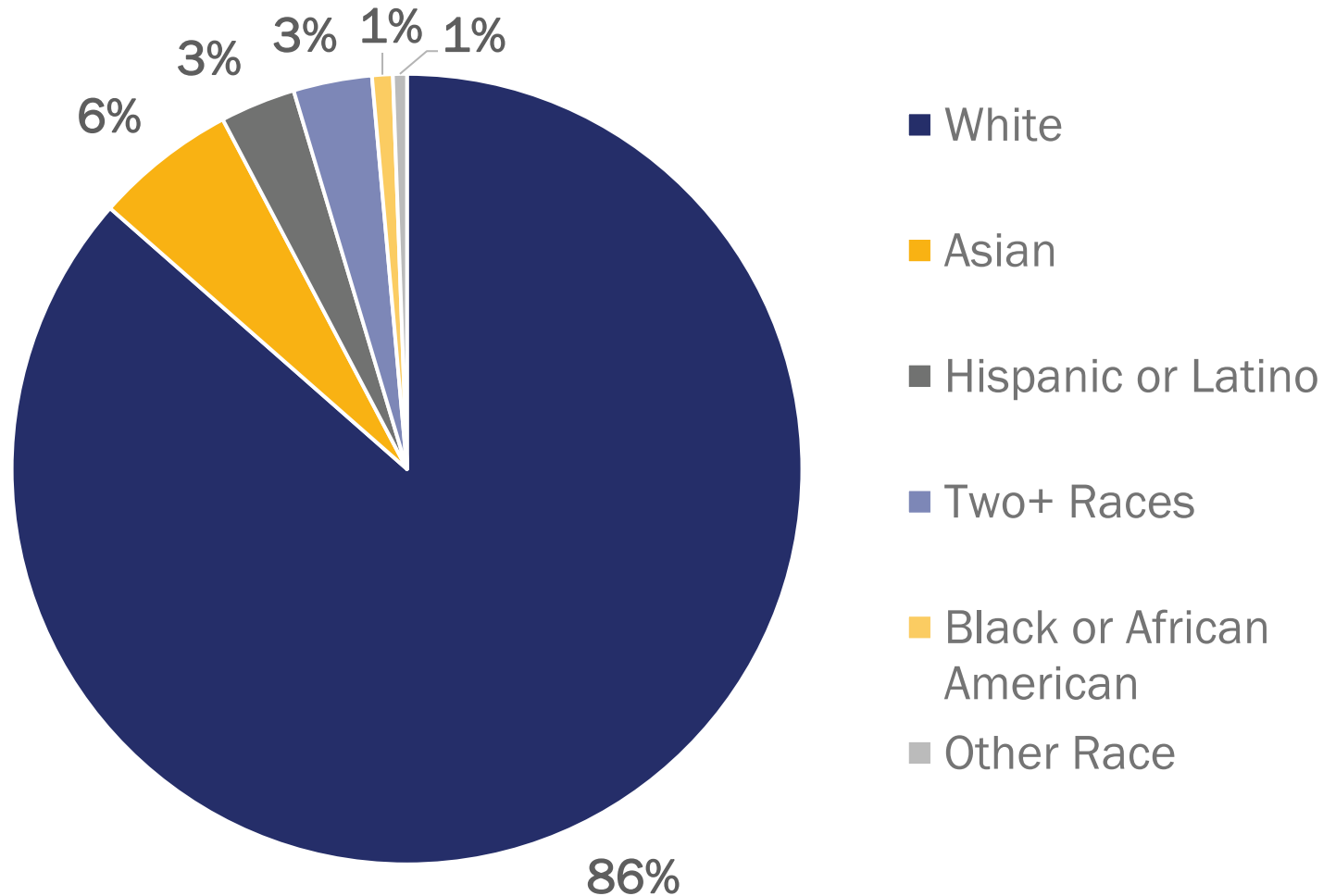


58% of disabled
population is over 65

How is Lynnfield meeting the needs of these residents with...

- Housing?
- Mobility?
- Jobs?
- Services?

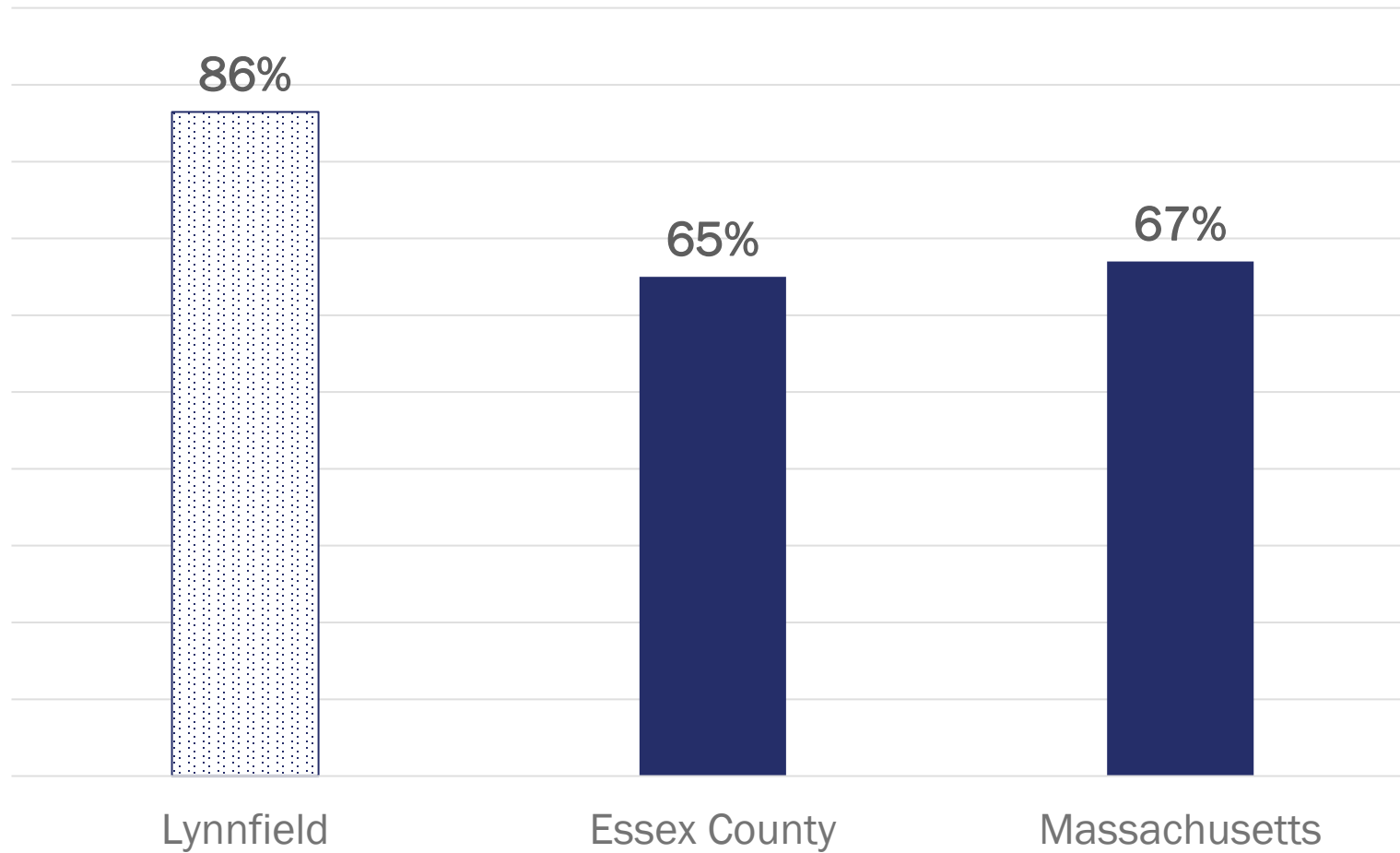
Population by Race



80%
of people under
18 are white

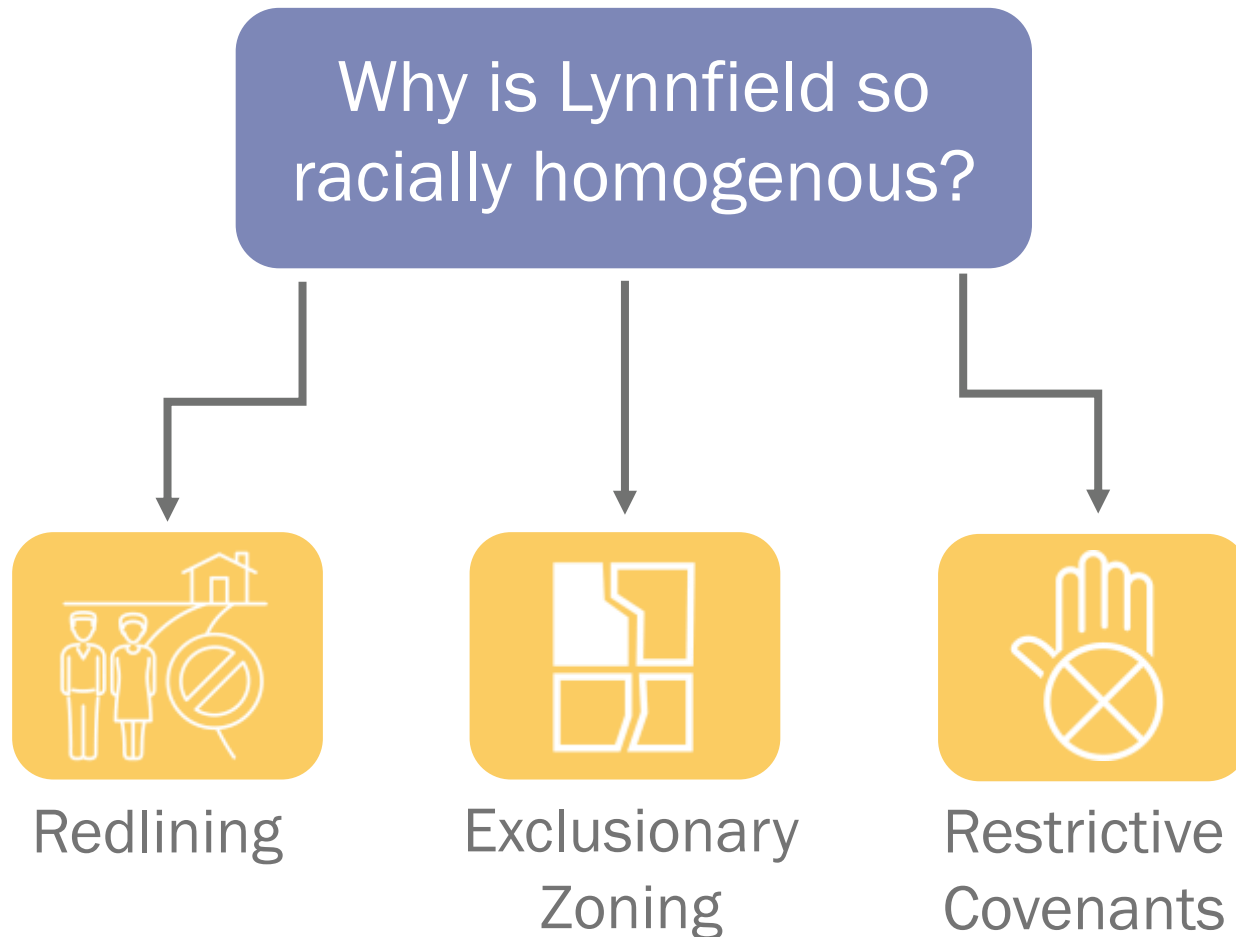
90%
of people over
18 are white

Population by Race



Why is Lynnfield
so racially
homogenous?

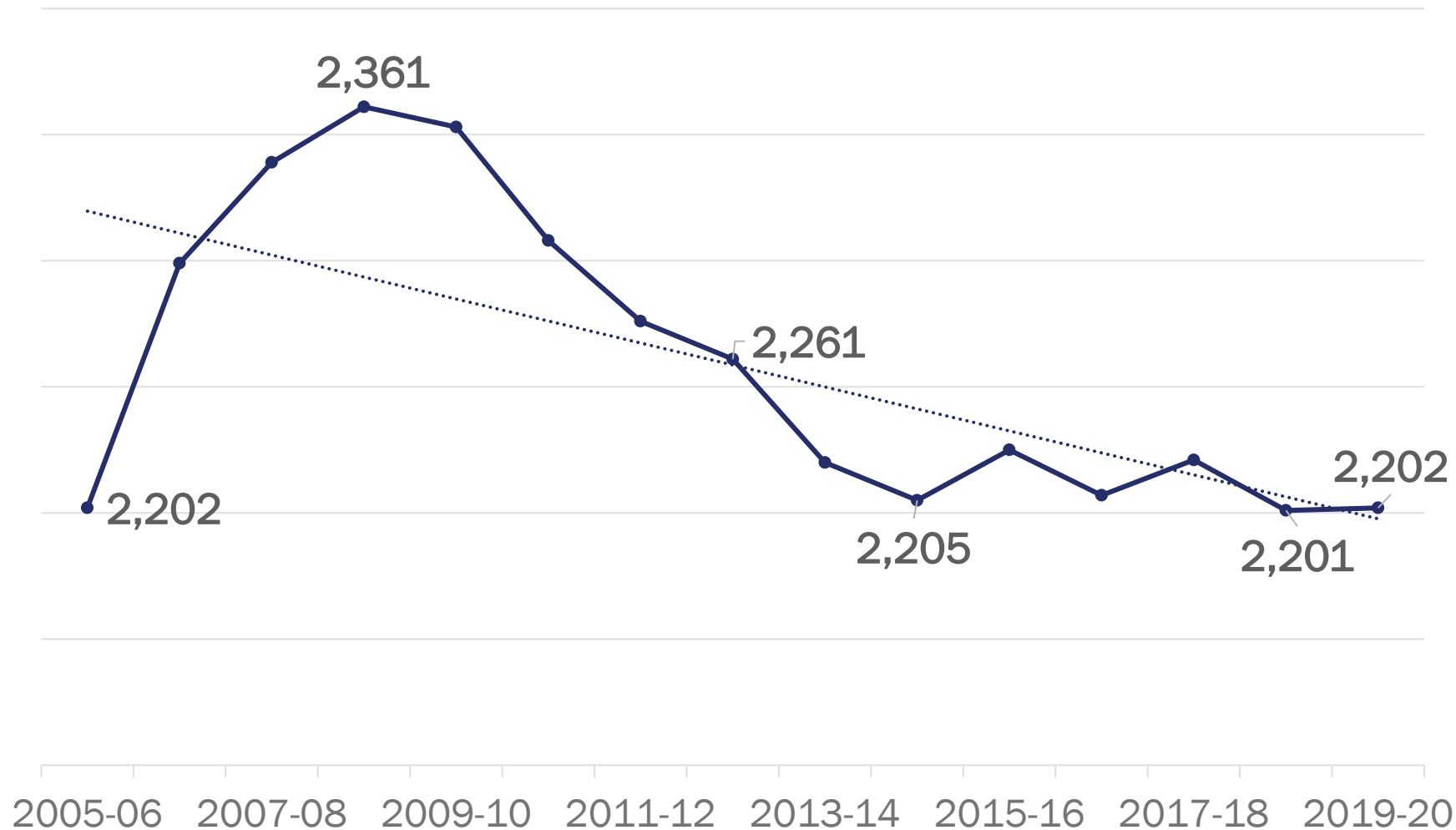
Reflection



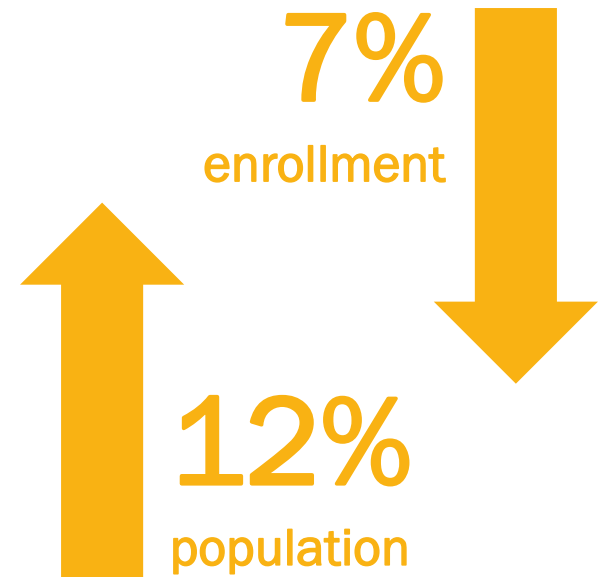
"... in our country's and in our community's past, **systemic policies, covert and overt, have led to discrimination** against Black Americans and other people of color..."

- Lynnfield Planning Board Resolution (June 24, 2020)

Lynnfield Public School Enrollment, 2005-2020



Source: MA DESE (2005-2020)



Public Outreach Opportunity



Survey



How important is **racial and social diversity, equity, and inclusion** to residents and other stakeholders?

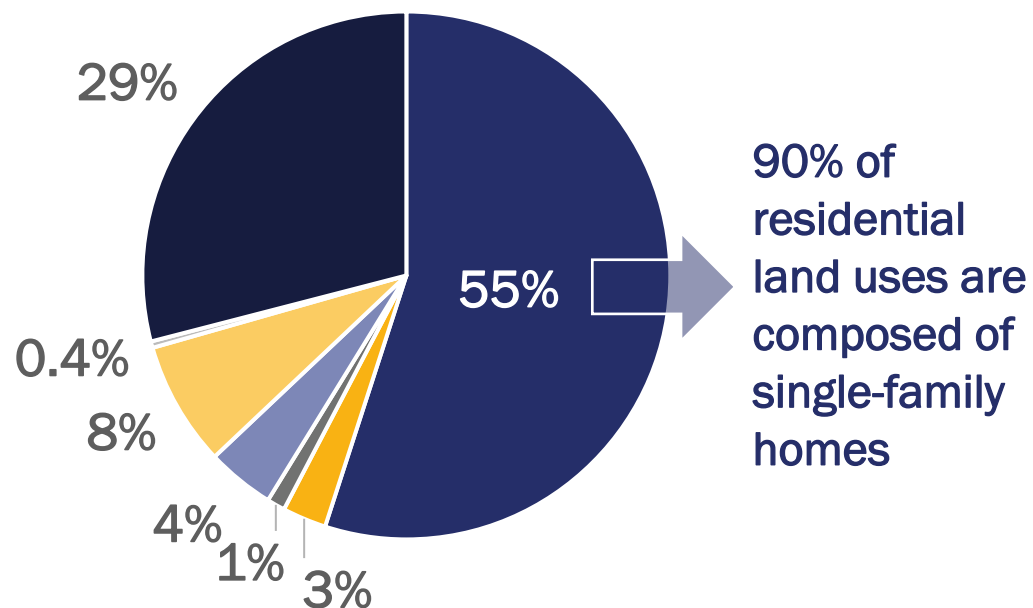
How can Lynnfield's population **better reflect diversity, equity, and inclusion goals** of the Town and community?

Lynnfield's Development Patterns



LYNNFIELD
2040 Shaping our
Future Today

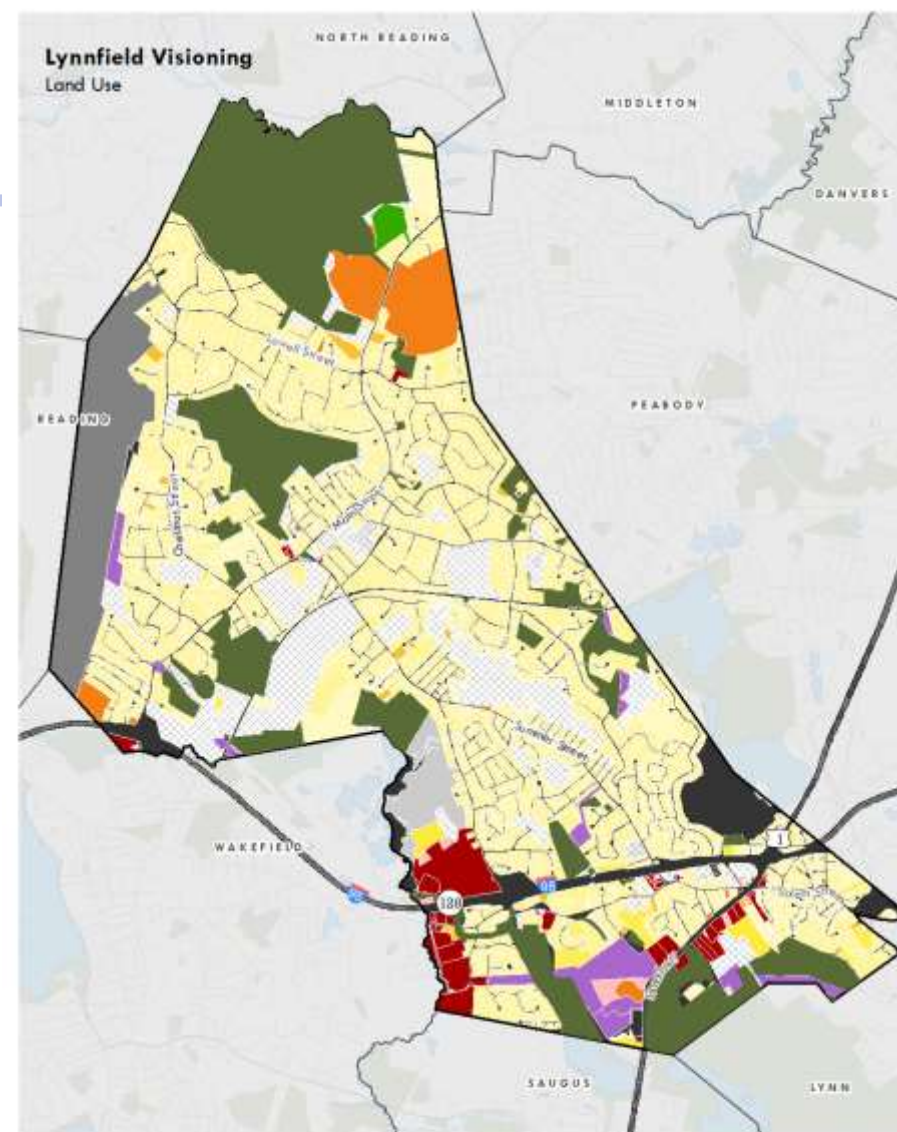
Existing Land Uses



90% of residential land uses are composed of single-family homes

Less than 500 acres of non-residential taxable land

- Residential
- Commercial
- Industrial
- Mixed Use
- Town, State, Federal
- Chapter Land
- Other, Tax Exempt



The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analysis.

Produced by:
Metropolitan Area Planning Council
60 Temple Place, Boston, MA 02111 | (617) 933-0700

Data Sources: MAPC, MassGIS, MassDOT

February 2023



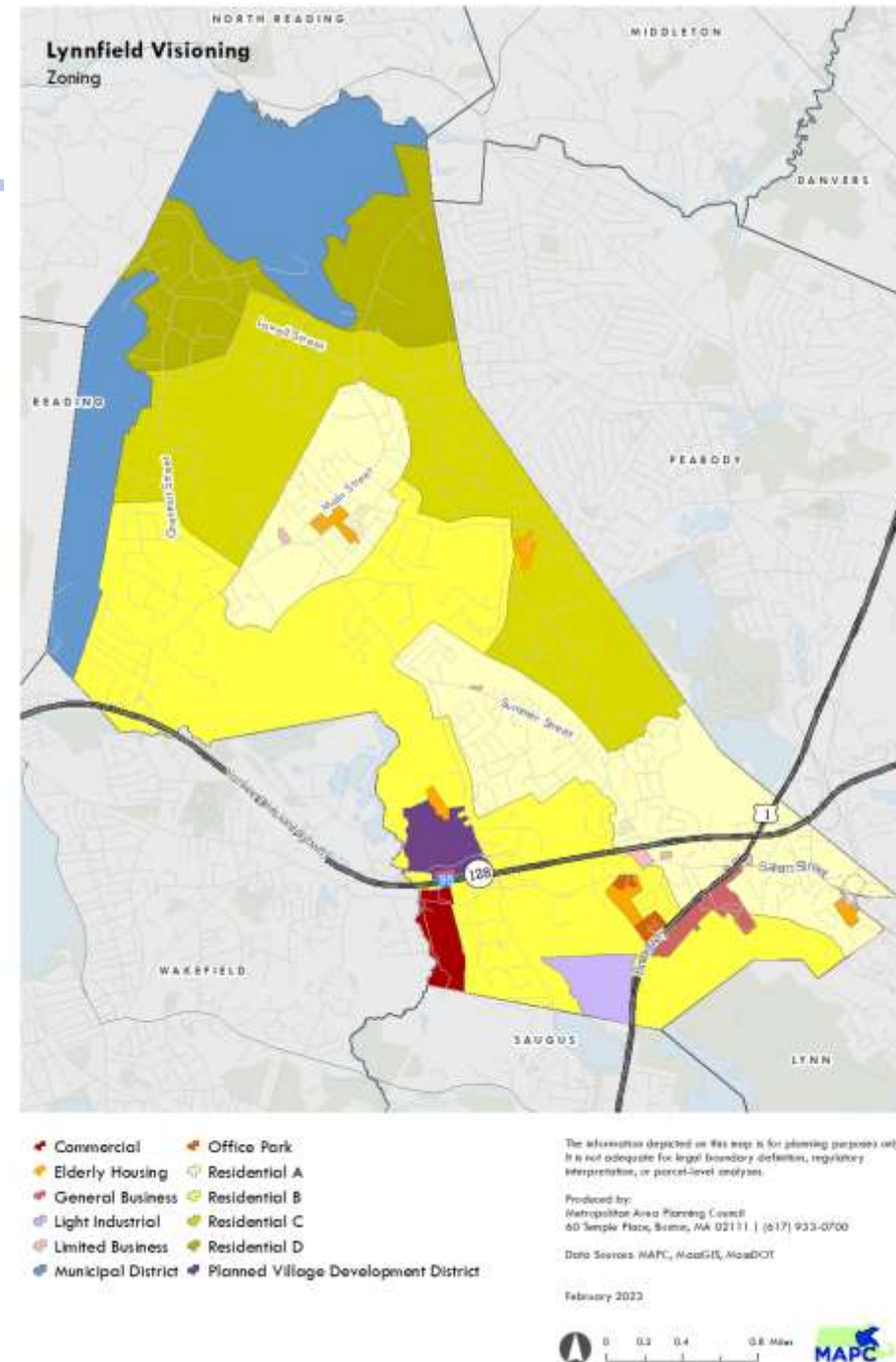
Zoning

- Zoning implements **land use policy**
- Should reflect **desired goals and outcomes** related to future land uses, housing, economic development, environment, transportation, etc.

Does the zoning map represent recent land use policy?



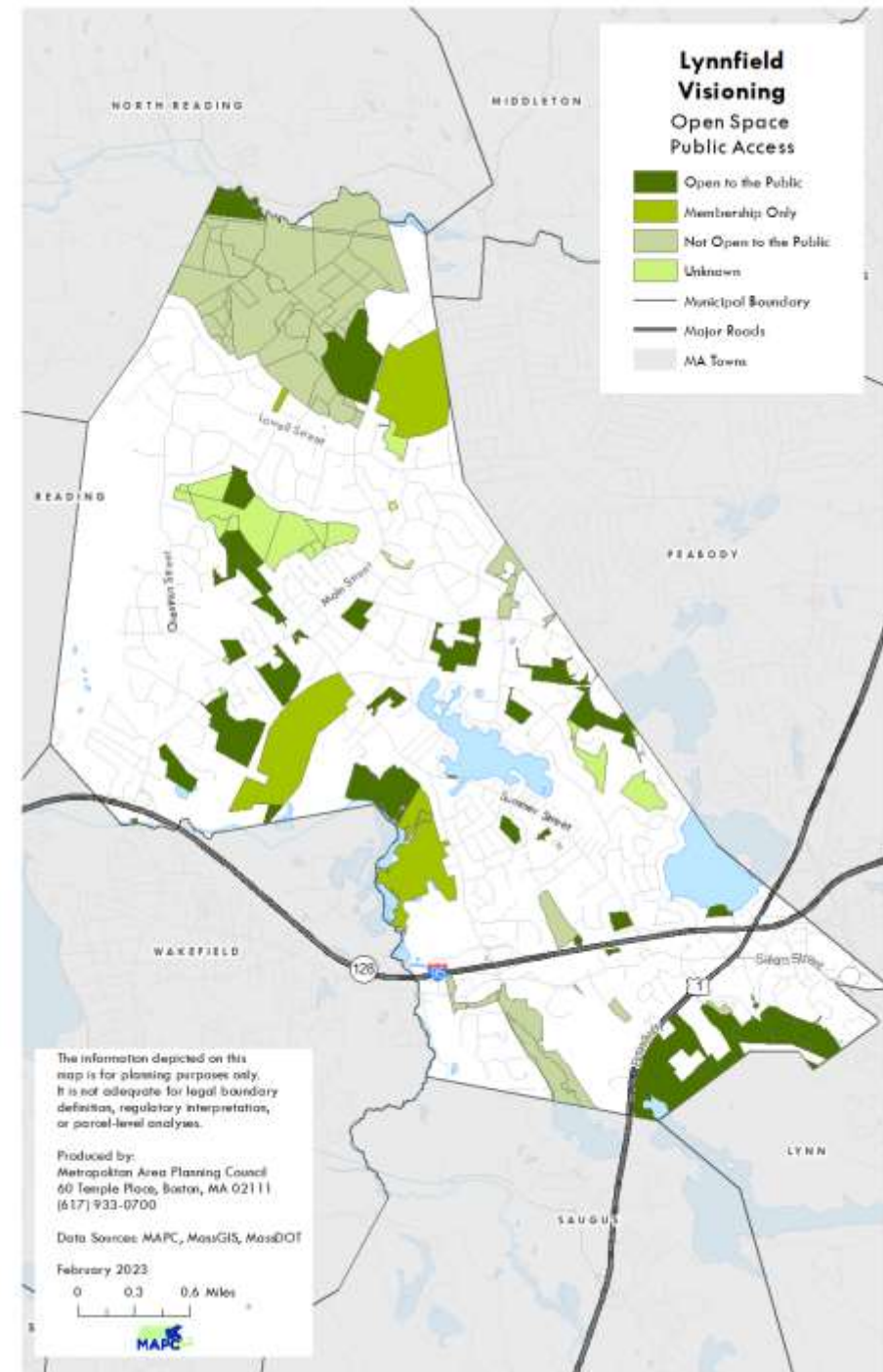
How do existing land uses compare to policy objectives?



Open Spaces & Natural Resources

2020 Open Space & Recreation Plan Goals

- Increase **public awareness** of natural resources and conservation areas
- Provide a **range of recreational opportunities** for all residents
- Manage, maintain and improve **existing open space**
- Promote open space **make it accessible** to the public for appropriate use
- Acquire **new open space**
- Ensure the **protection** of wildlife habitats, surface waters, wetlands and other critical natural resources and scenic landscapes



Public Outreach Opportunity



Survey



Where do people go for **work, fun, and errands**? What kinds of places are missing in Lynnfield?



What **parks and open spaces** are most used by residents?



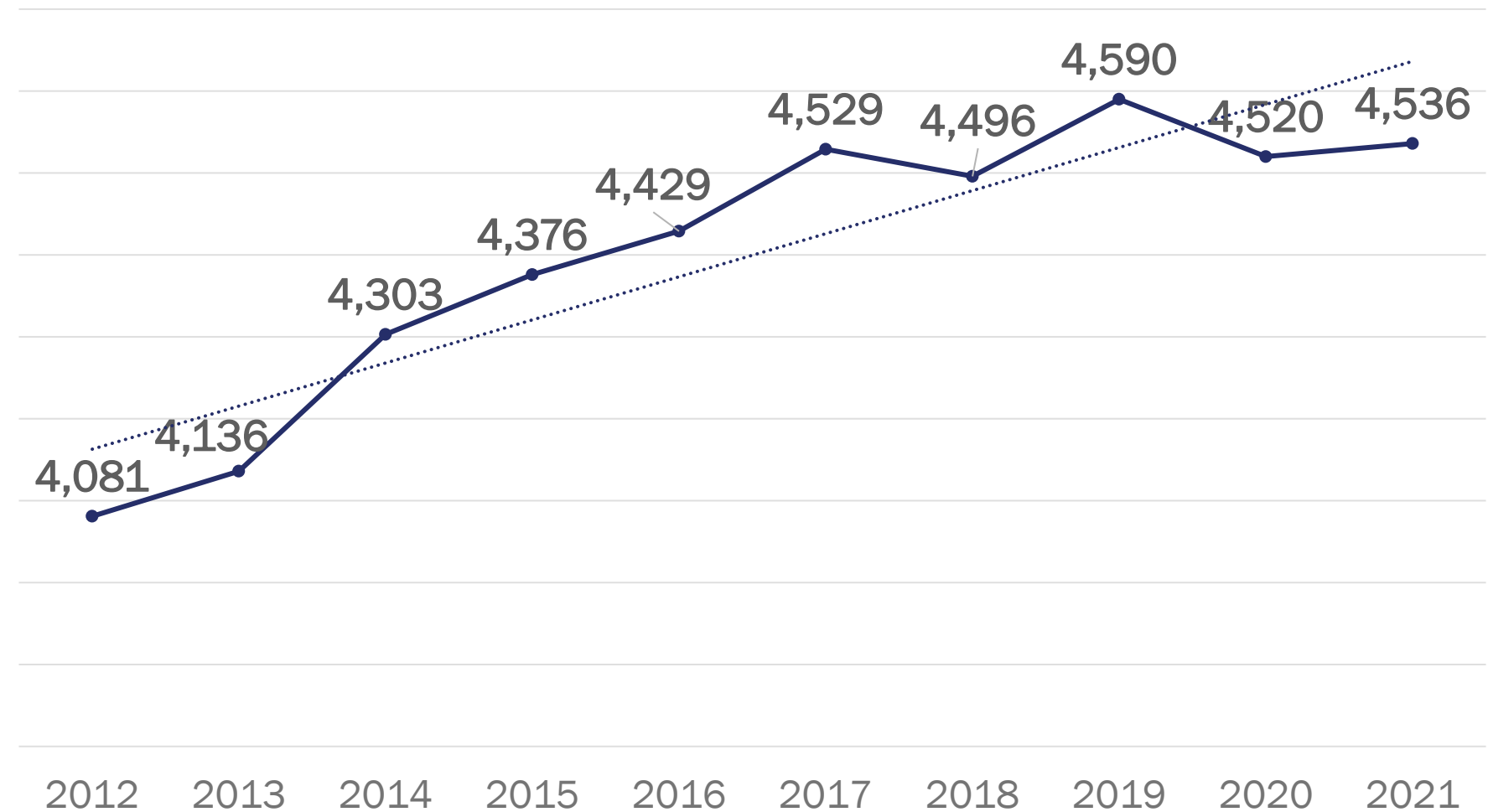
What **events and traditions** are important to residents? Where do people gather and go to **make and experience culture**?


What Kinds of Homes Are There in Lynnfield?



LYNNFIELD
2040 Shaping our
Future Today

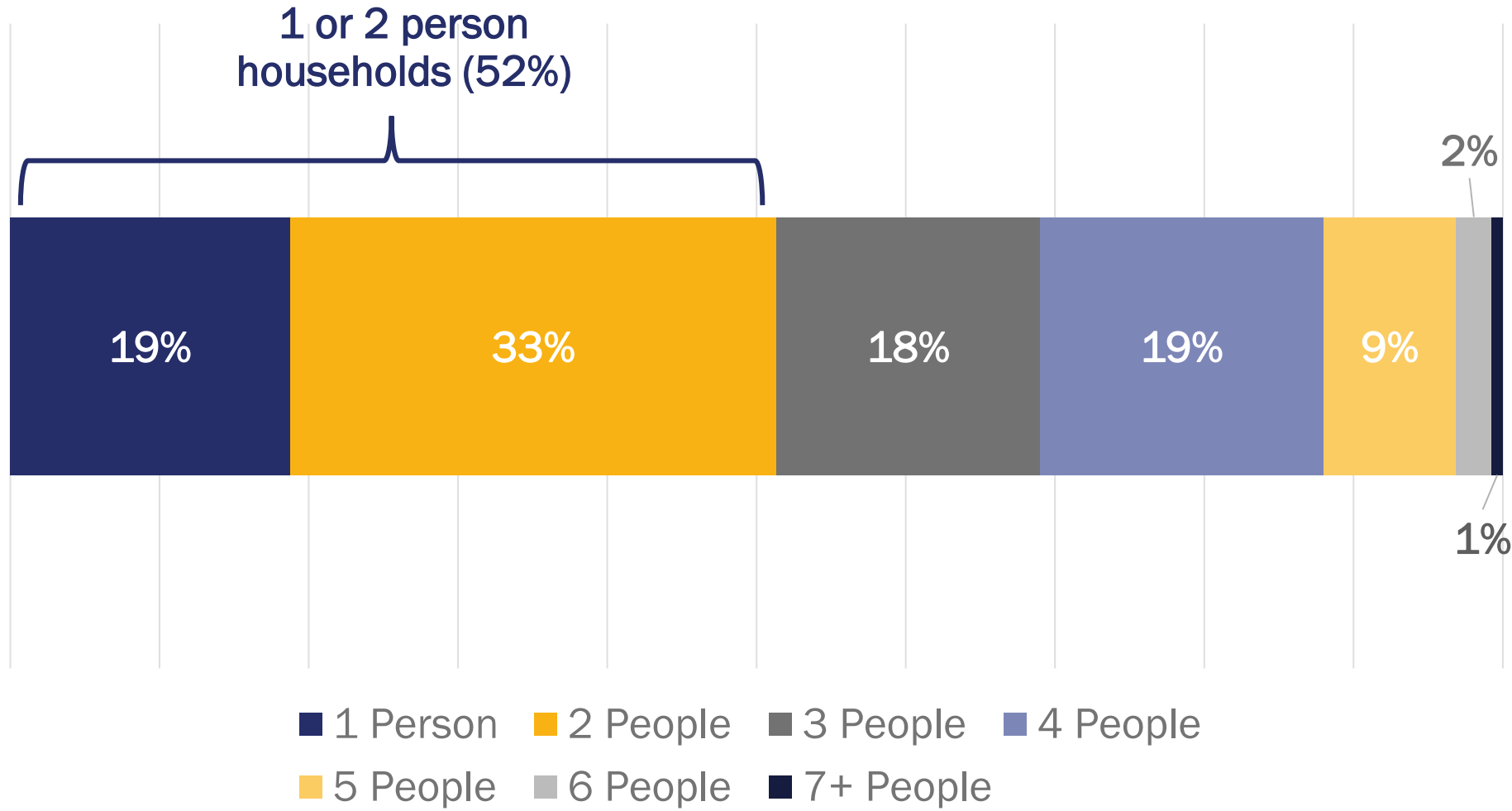
Number of Households



 **11%**
2012-2021

Source: American Community Survey

Household Size



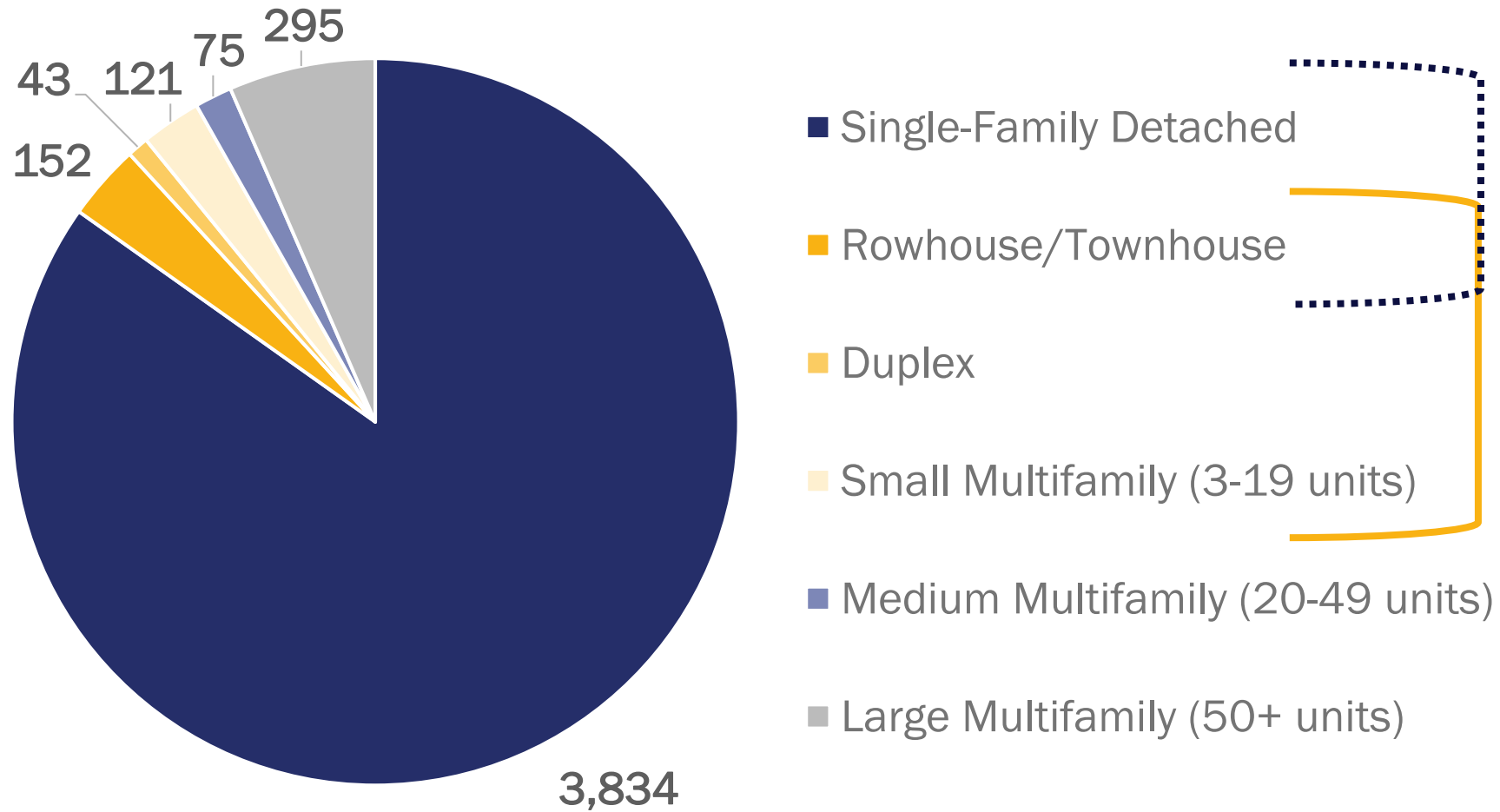
2.83

average
household

784

of 1-person
households

Types of Housing

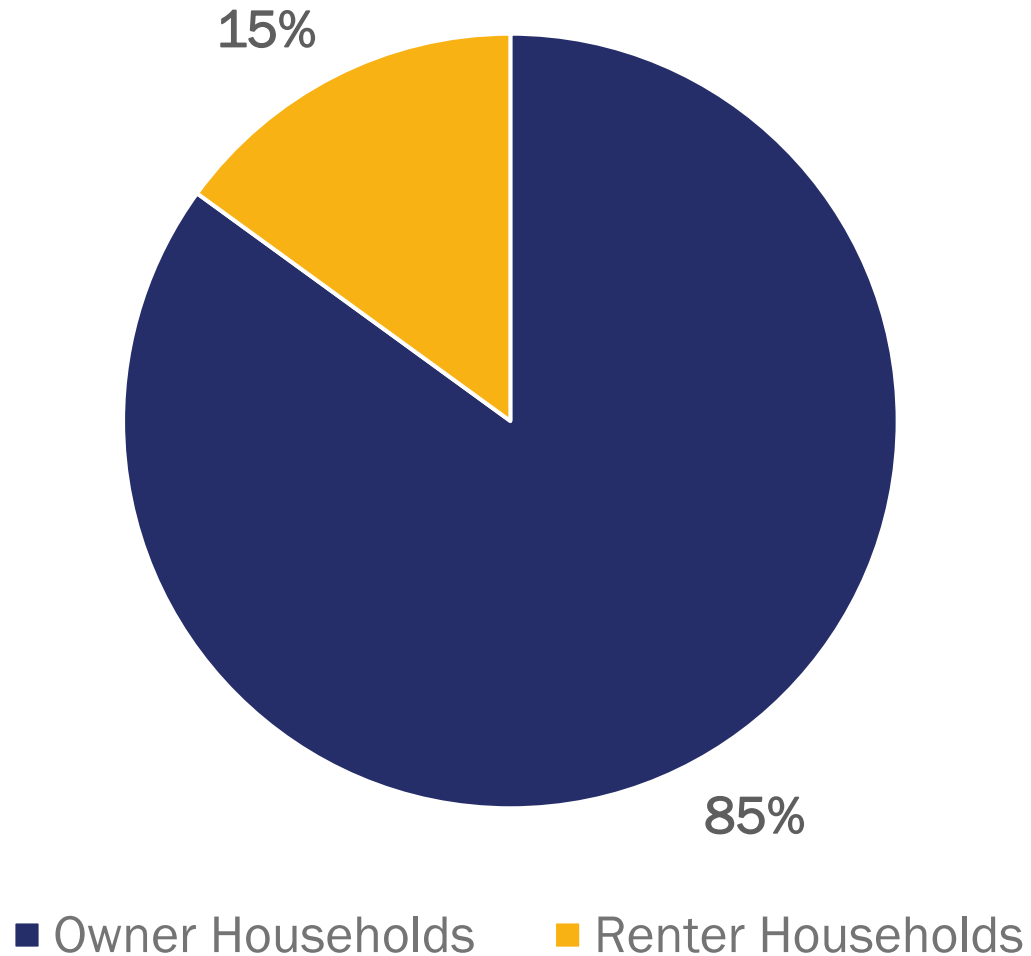


92%
single-family
houses

7%
"Missing Middle"
housing

Source: American Community Survey (2016-2020)

Types of Households



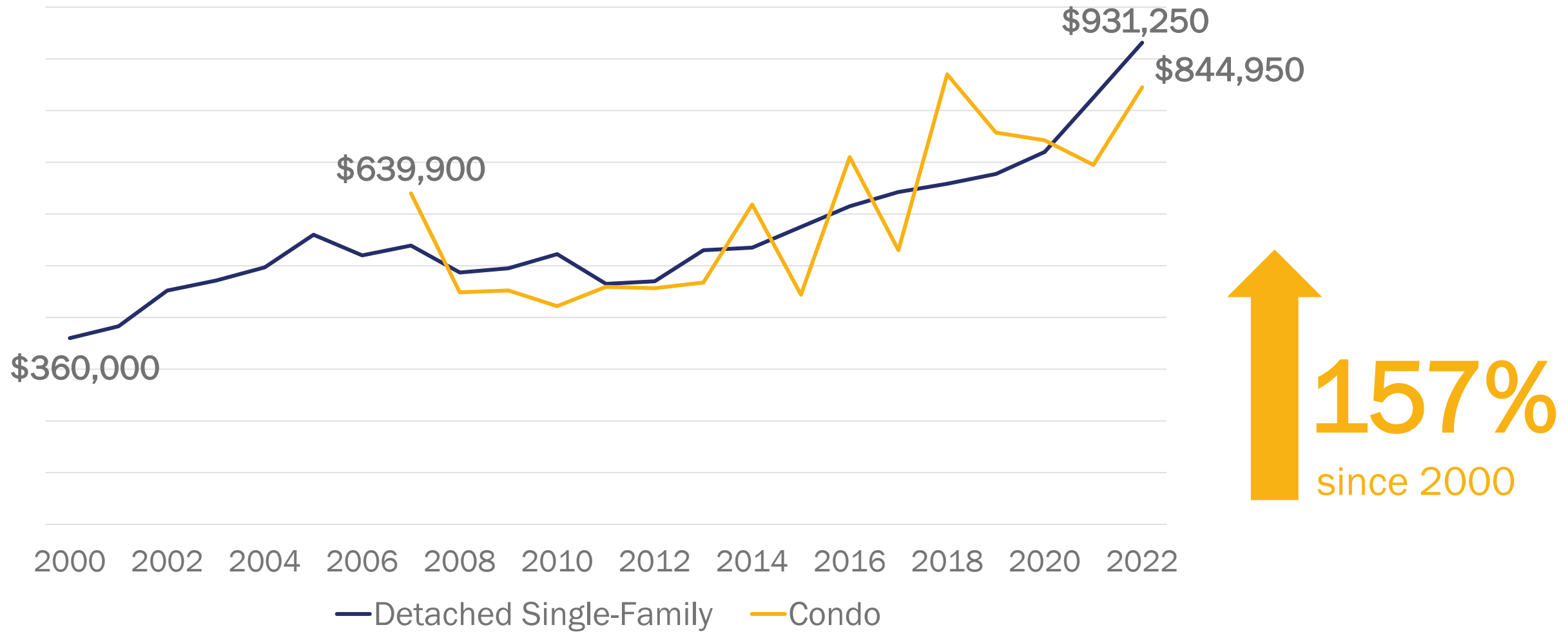
40%
households
with children



37%
households
with seniors

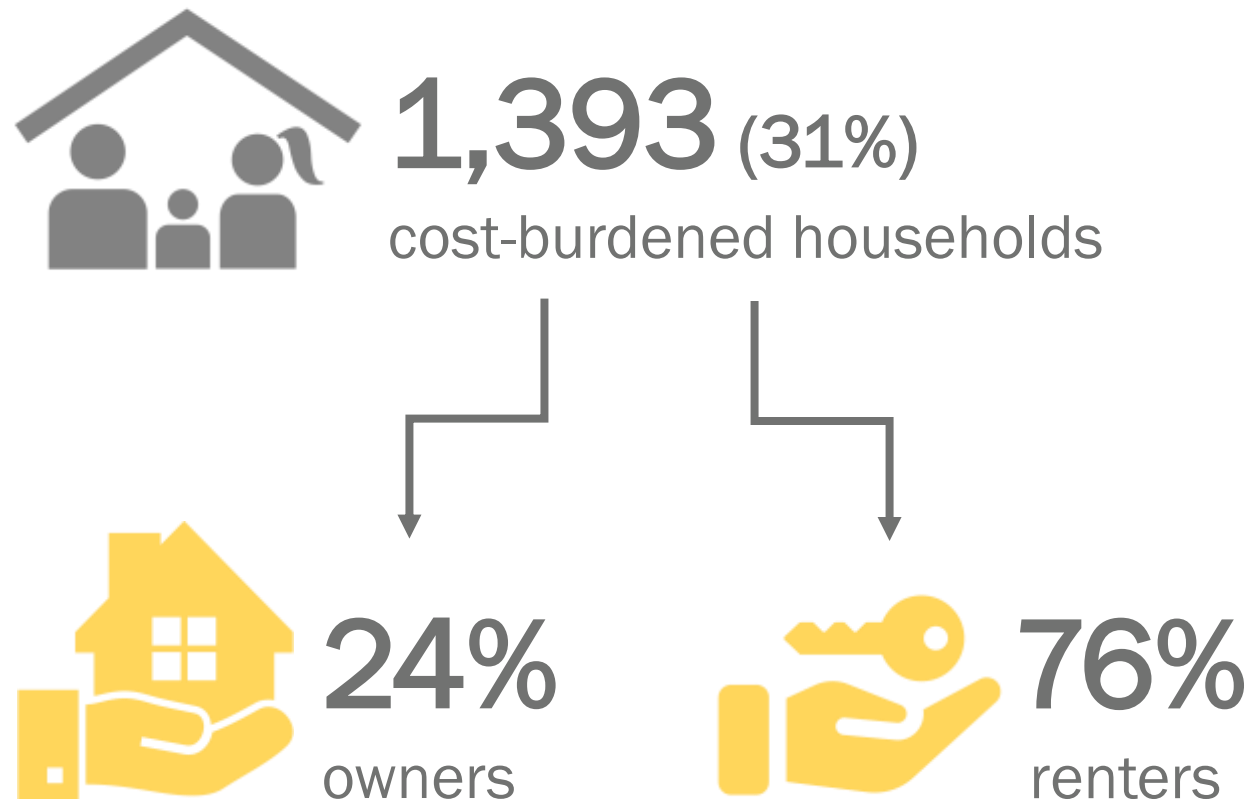
Source: American Community Survey (2016-2020)

Median Housing Price



Source: Banker & Tradesman (2000-2022)

Cost-Burdened Households



“cost burden” =
over 30% of income
spent on
housing costs

Subsidized Housing Inventory (SHI)

“Affordable” or subsidized housing is deed-restricted and legally cannot cost more than 30% of a household’s income and must be made available to income-eligible households only.

\$111,850
income eligibility for
a 4-person family

494 units (11%) on Lynnfield’s SHI



Market-rate rental units built under 40B comprehensive permits count towards the SHI, so not all units on the SHI are truly affordable

Reflection



Are rental options meeting residents' needs?

1.63

average renter
household size

92%

single-family
houses

1/3

of renters live in
a single-family
house

1,059

cost-burdened
rental
households

Lynnfield Housing Policy

2002 Master Plan

- Only 78 units on SHI at the time, goal to expand affordable rental units
- Noted a need for affordable family-sized units (2- to 3-bedroom)
- Supportive of moderate density (8 units/acre)

2006 Housing Production Plan – Guiding Principles

- Allow smaller scale market-rate and affordable ownership options
- Encourage cluster developments to minimize impacts to open space
- Encourage a single, large-scale rental development to meet SHI safe harbor
- Adopt Smart Growth principles
- Market affordable units to households earning 80% AMI
- Leverage financial and non-financial resources for more affordable housing
- Encourage local preference provisions for affordable units
- When reviewing large-scale development proposals, ensure proposed development is consistent with highest and best land use

Public Outreach Opportunity



Survey



What is the experience to **find housing** in Lynnfield?



How could Lynnfield's overall housing stock **better meet the needs** of different groups and help expand community diversity?



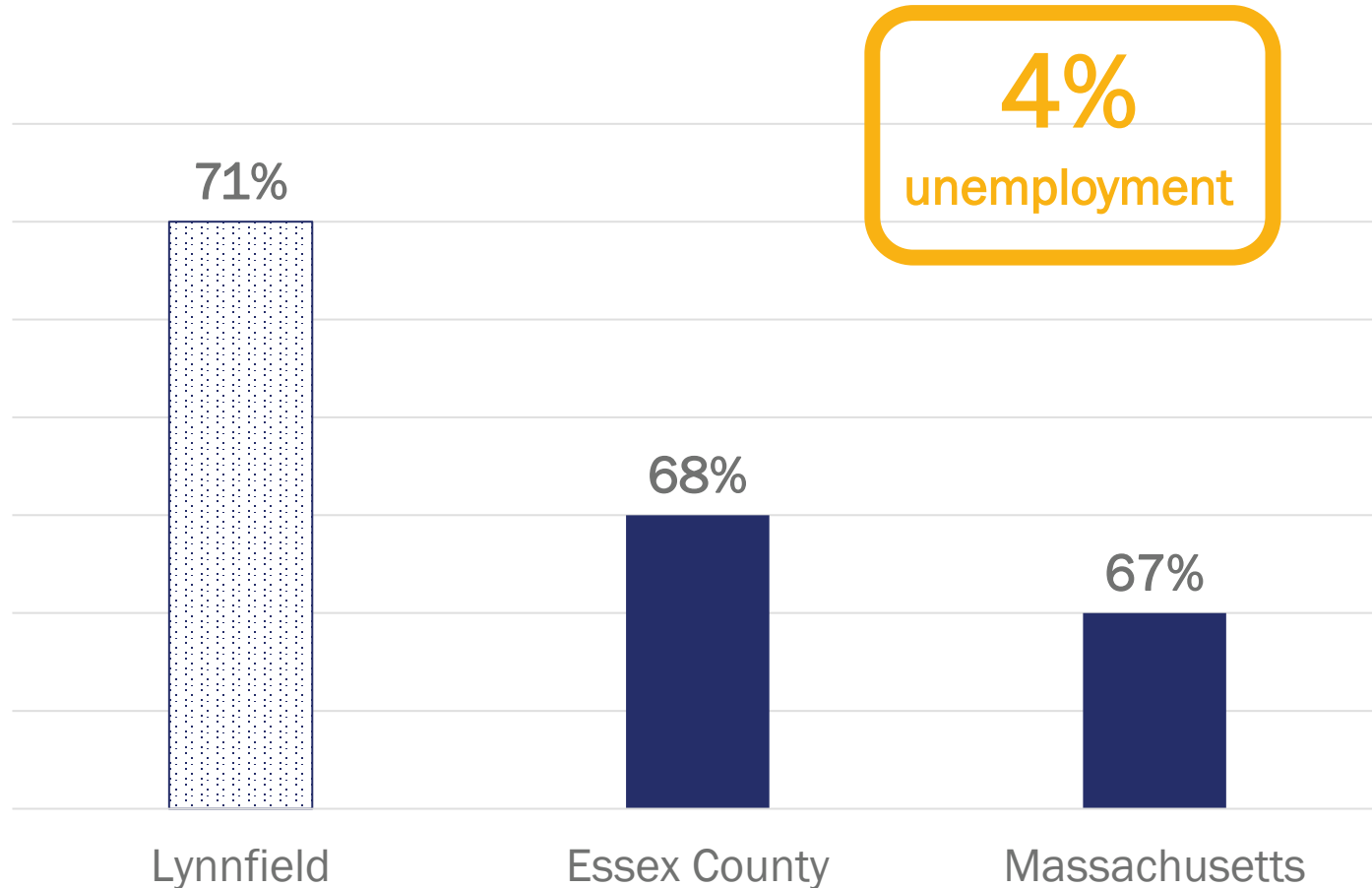
Is housing located **near services and amenities** to support some walking and biking?

Who Works in Lynnfield?



LYNNFIELD
2040 Shaping our
Future Today

Employment

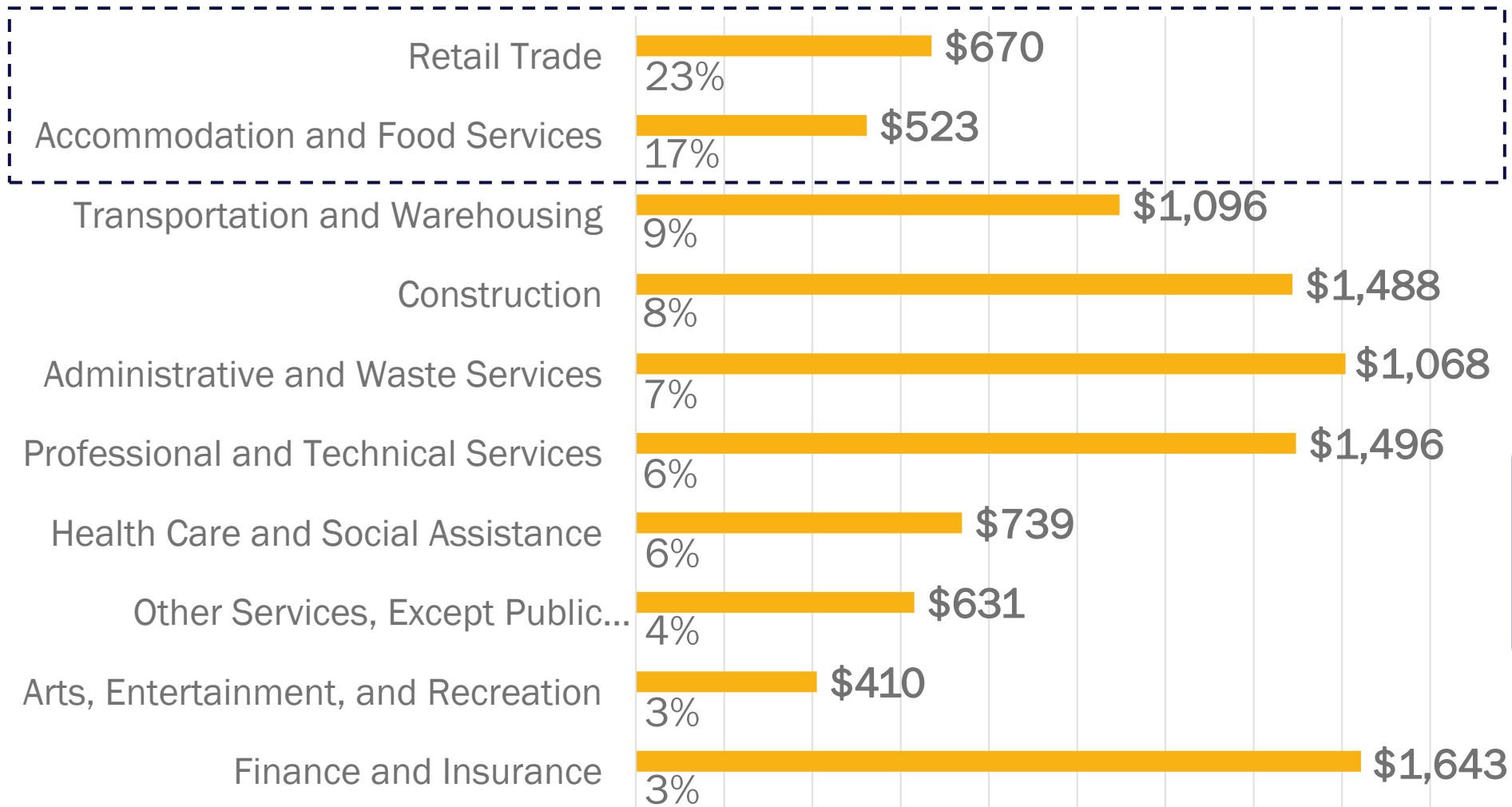


5,934*
total number of jobs

*The 2002 master plan projected this number to be 6,100 – not bad!

Sources: ES-202 (2018); American Community Survey (2017-2021)

Top 10 Industries and Weekly Wages



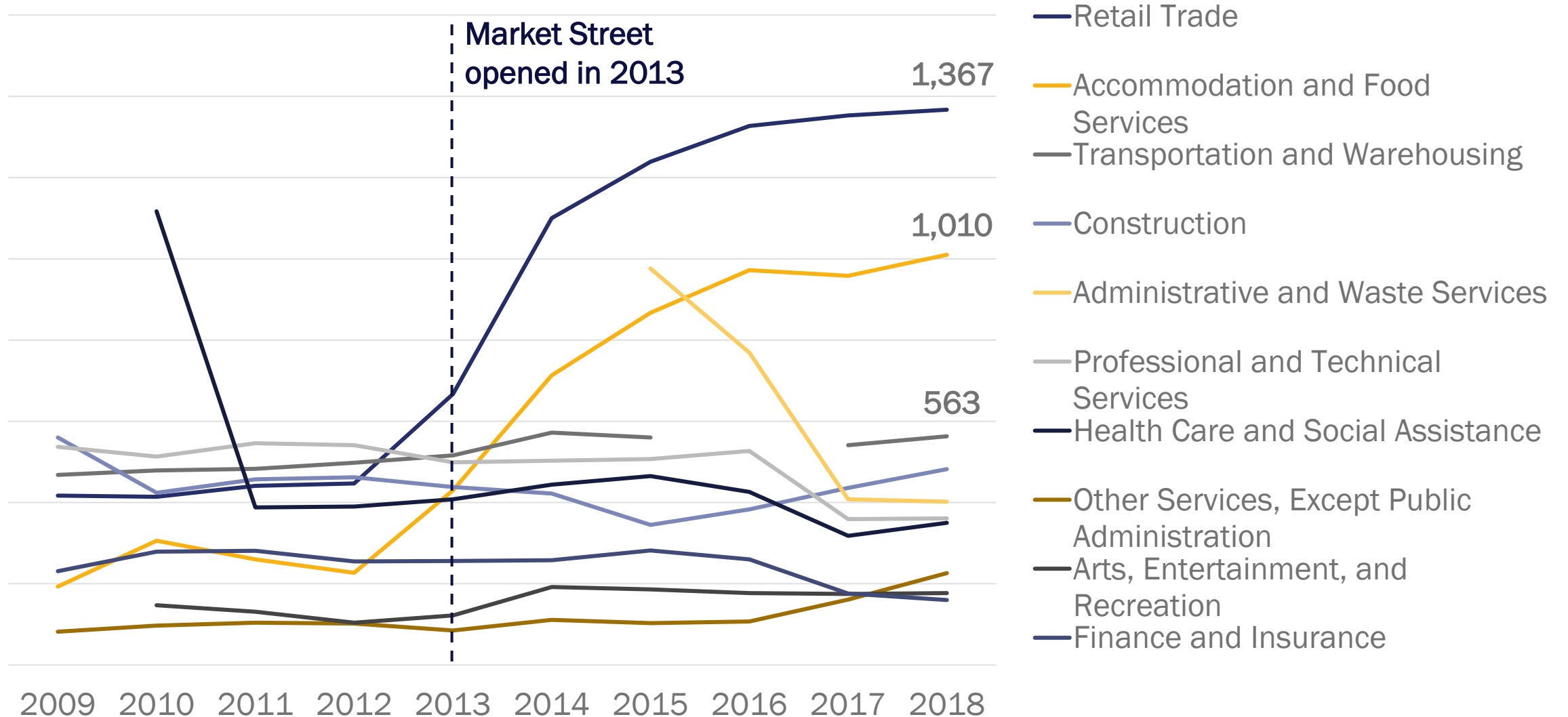
39%
jobs in the
service industry

Top 3 Employers:

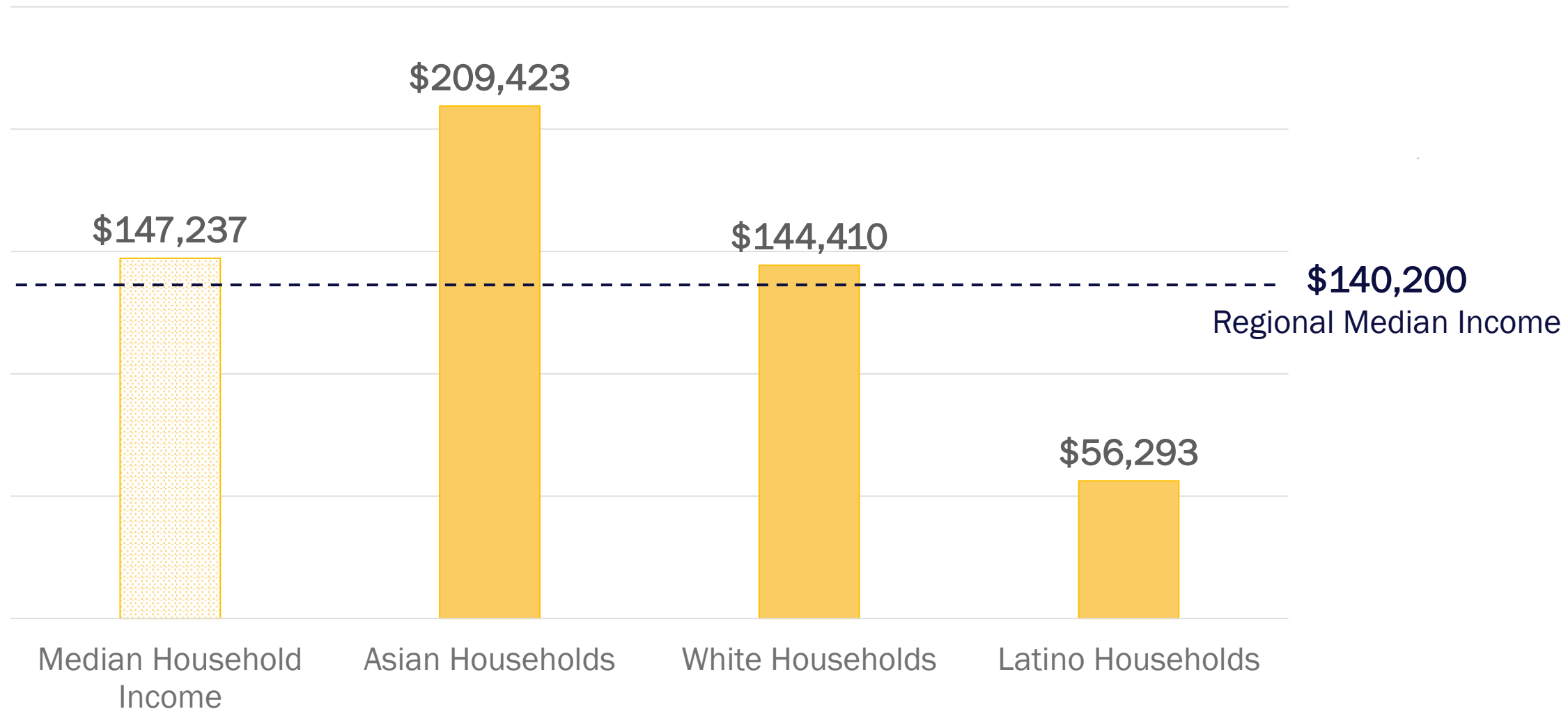
- Car dealerships
- Clothing stores
- Restaurants

Source: ES-202 (2018)

Employment Trends

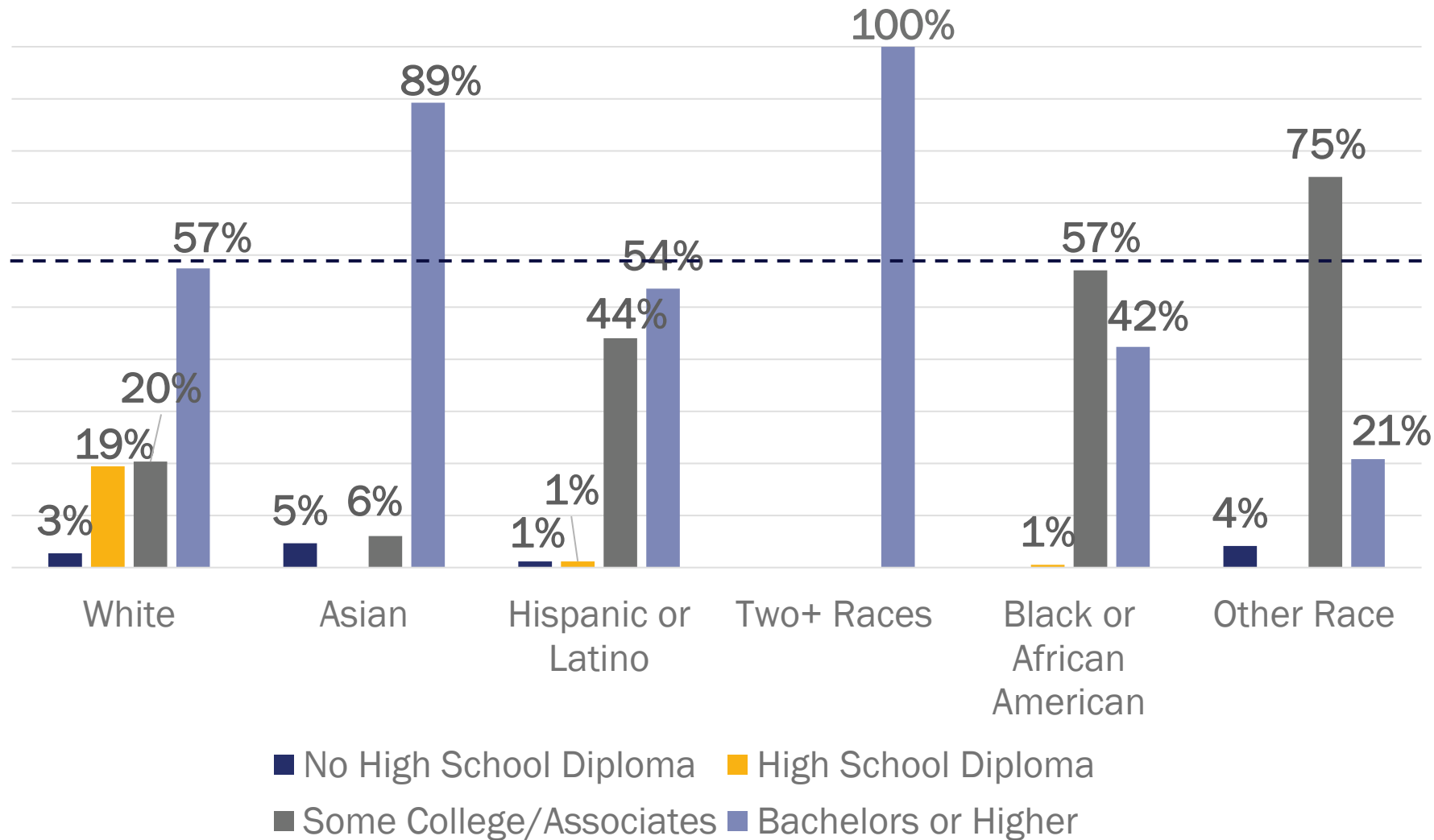


Median Household Income – Overall and by Race



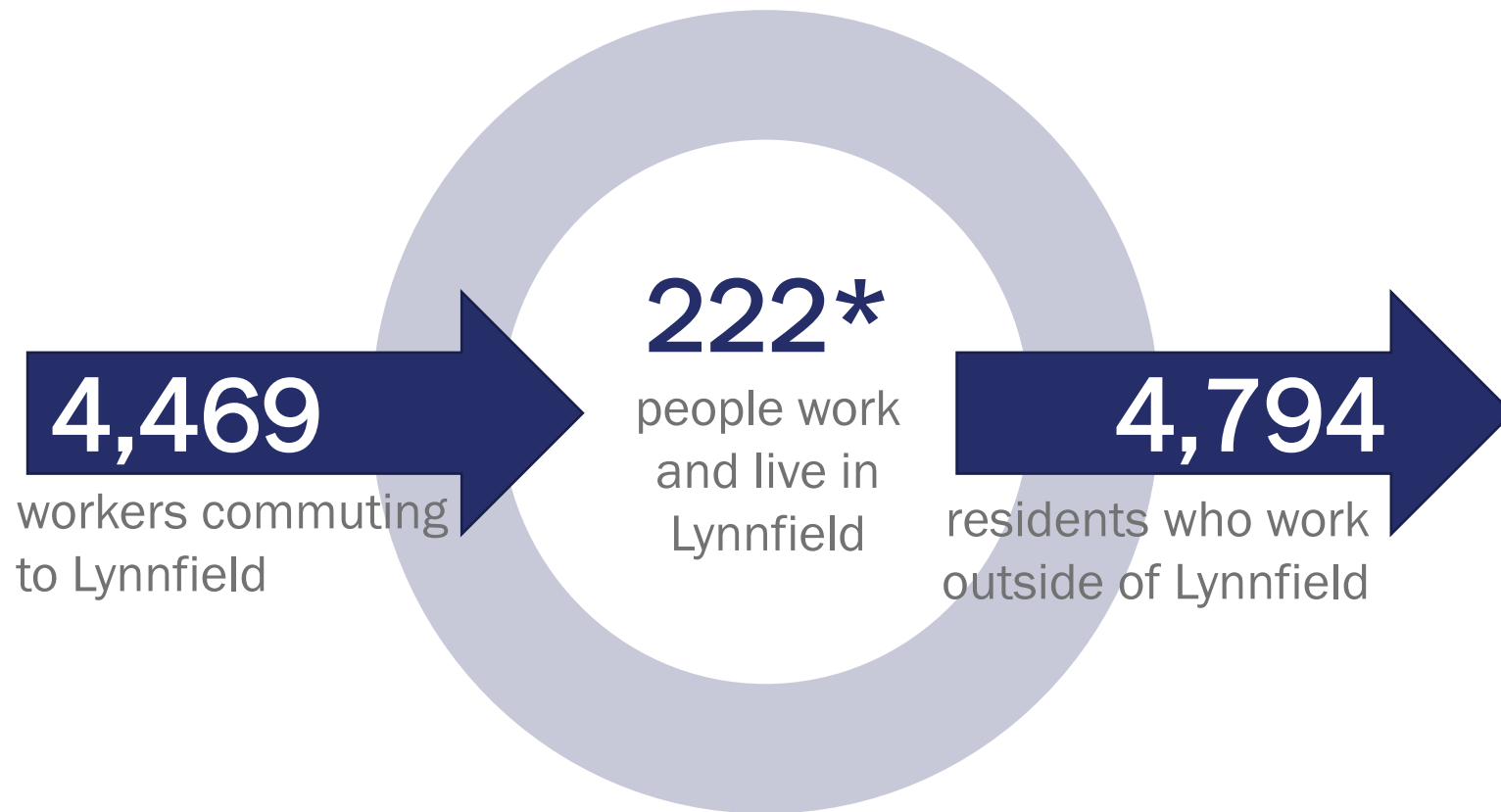
Source: American Community Survey (2017-2021); HUD

Educational Attainment



59%
Lynnfield residents with
a Bachelor's degree

Commuters In and Out of Lynnfield



***That's only 5% of all people
who work in Lynnfield!**

Source: Census On the Map (2019)

Why don't people who
work in Lynnfield **live**
in Lynnfield?



Why don't people who
live in Lynnfield **work**
in Lynnfield?

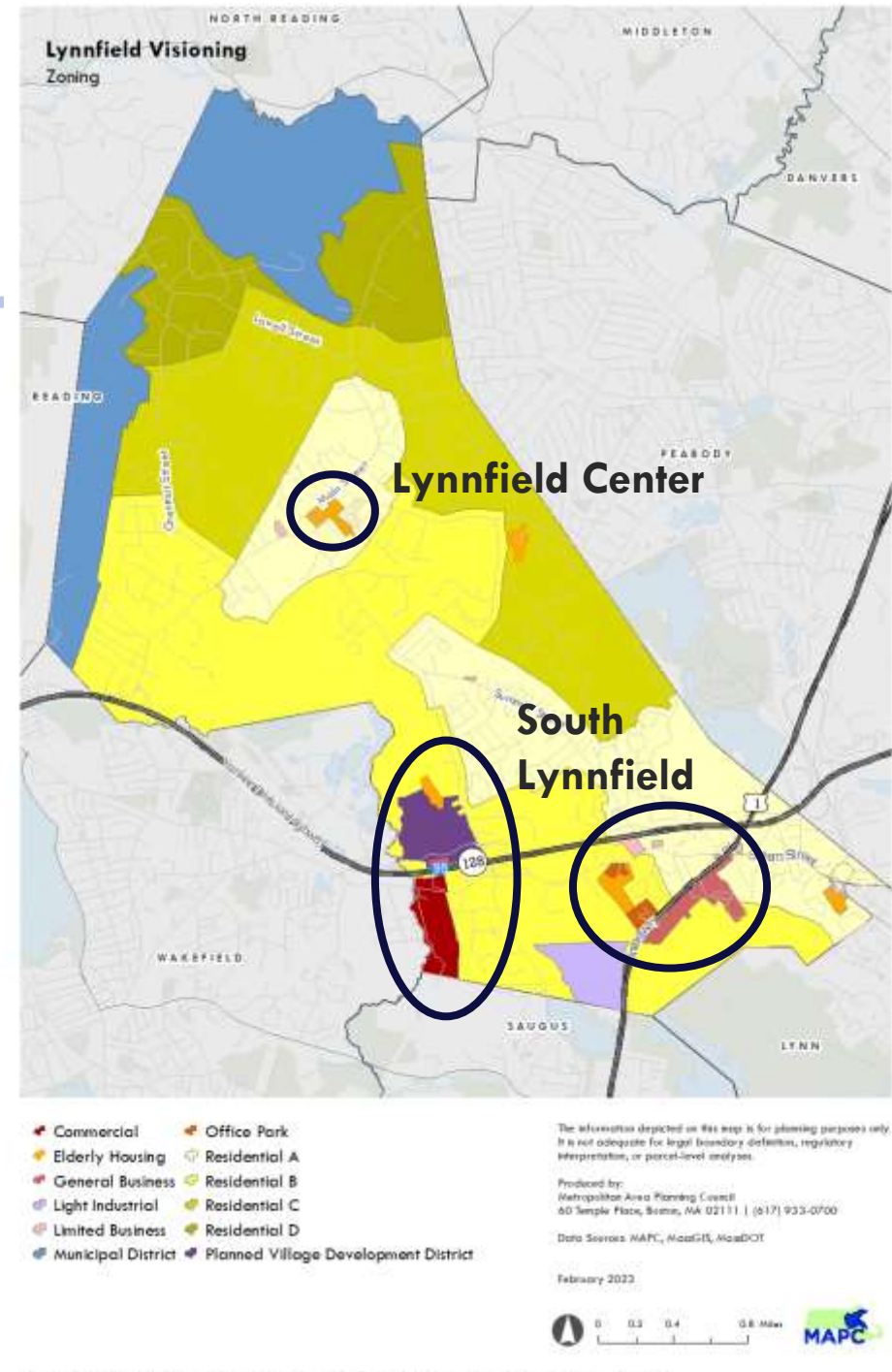
Economic Development Policy

2002 Master Plan

- Focused on tax revenue
- Recommended growth in Lynnfield Center and South Lynnfield

Lack of economic development planning since 2002

- Job opportunities for residents
- Workforce development opportunities
- Increase local tax base



Public Outreach Opportunity



Survey



Where do residents work? Do they wish they could both **live and work** in Lynnfield?



What kind of **economic opportunities** should Lynnfield offer residents and visitors (like local workers)?



How can the Town **support existing businesses** and help **attract new businesses**? What kind of industries would residents like to see?

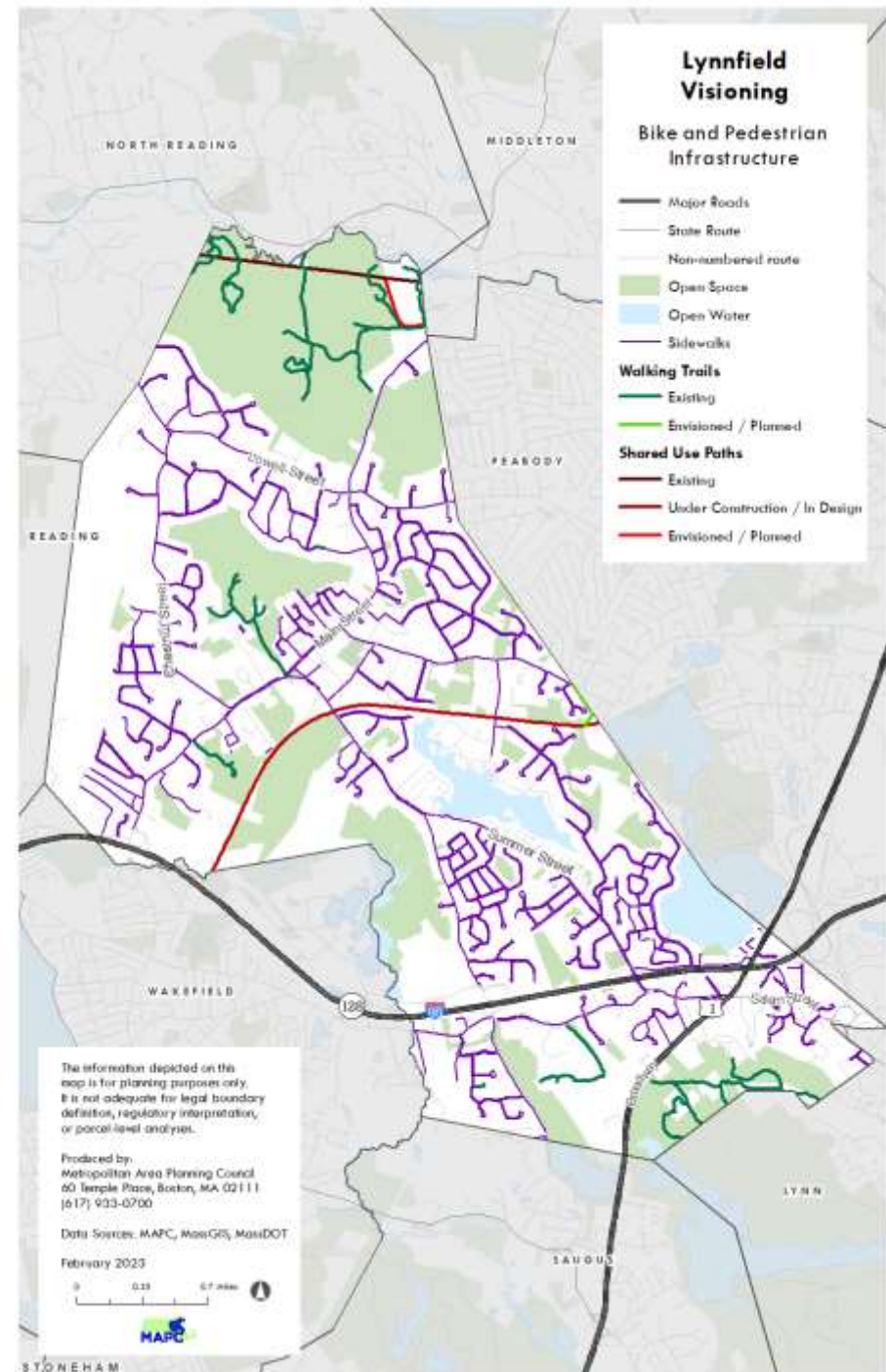
How Do People Get Around Lynnfield?



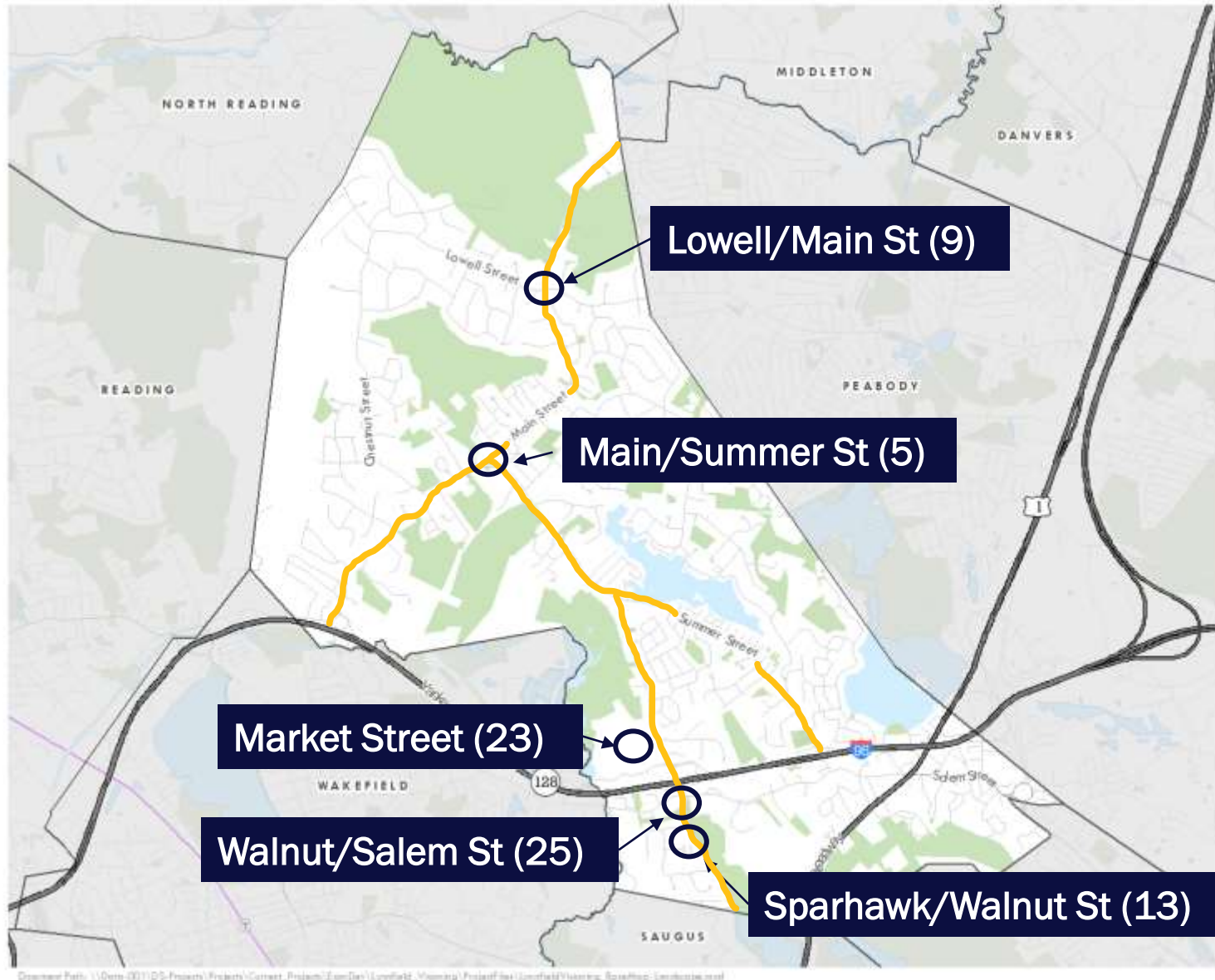
LYNNFIELD
2040 Shaping our
Future Today

Transportation Network

- Proximity to Interstate 95 and Route 1
- Non-single occupant vehicle (SOV) options are limited
 - Commuter rail stops only in adjacent communities
 - Bus route only in southeastern part of town
 - Fragmented sidewalk network
 - No protected bike lanes



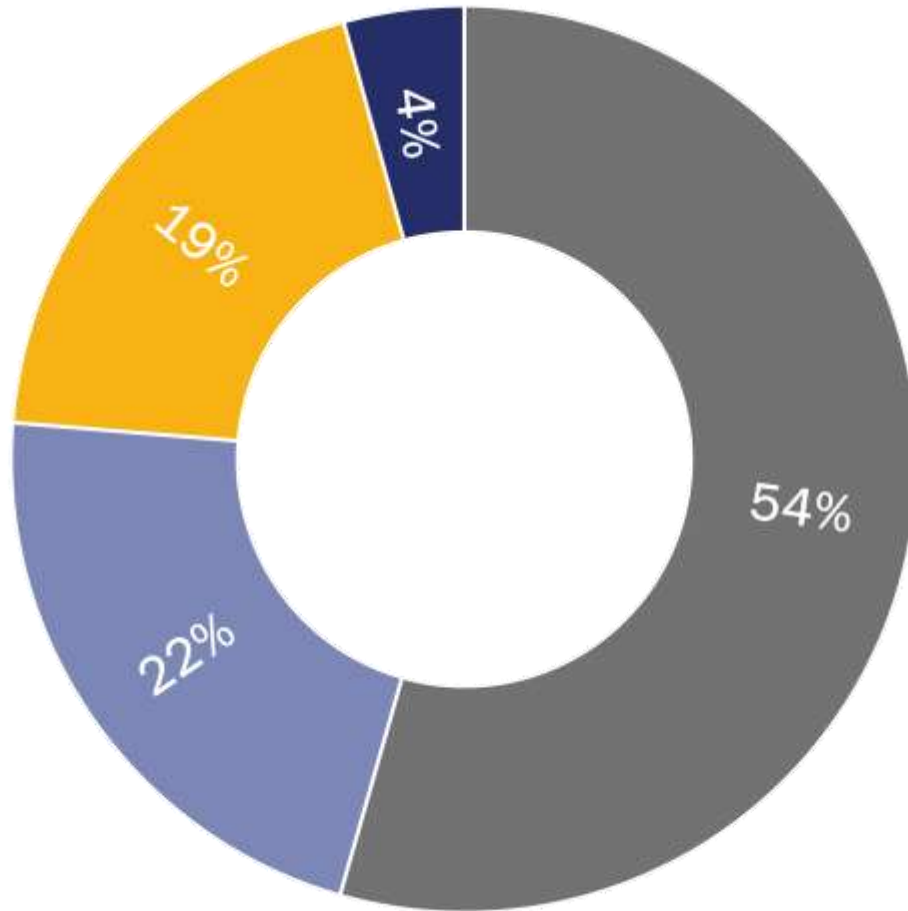
Safety and Crash Data



**Main
Summer
Walnut**
streets most
likely to have
crashes

Source: MassDOT Crash Query and Visualization Tool

Vehicle Ownership



■ No Vehicles ■ 1 Vehicle ■ 2 Vehicles ■ 3+ Vehicles

194
households
without a vehicle

homeowners are
7x
more likely to
own a vehicle

How Do People Get To Work?



■ Drive Alone ■ Carpool ■ Public Transit ■ Walk ■ Work From Home

0

people who
walk to work

15-45

commute length
for most people
(minutes)

Source: American Community Survey (2017-2021)

Transportation Policy

2002 Master Plan

- Noted rise in traffic accidents
- Encouraged connections to adjacent communities via transit options
- Referenced transportation needs of people with disabilities and seniors

2018 Complete Streets Policy + 2019 Prioritization Plan (18 total projects)



(15) Sidewalk/Safety Improvement Projects



(2) Bike Lane Projects and (1) Shared Use Path Project

Public Outreach Opportunity



Survey



How **safe** does Lynnfield's transportation network feel?



Would residents like to have **more ways to get around** Lynnfield?



What are **gaps** in Lynnfield's transportation network? How can residents more easily **access** services and destinations?

Community Snapshot – Wrap-Up Discussion

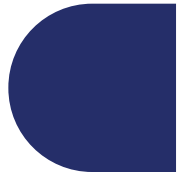
What surprises you about the data and policy recaps?

What do you want to hear more about from residents and other stakeholders?

Community Engagement

A framework for connecting with residents, workers, business owners, and other stakeholders

Engagement Goals



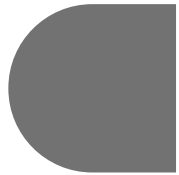
Innovative and creative

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



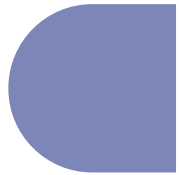
Full-circle communication

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



Accessible

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

What we want to learn from community members



OPPORTUNITIES

Where is Lynnfield doing well?
(reflecting on data + past projects)



CHALLENGES

What are areas for improvement?



PRIORITIES

Knowing the Town has limited resources,
where should efforts be focused?

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

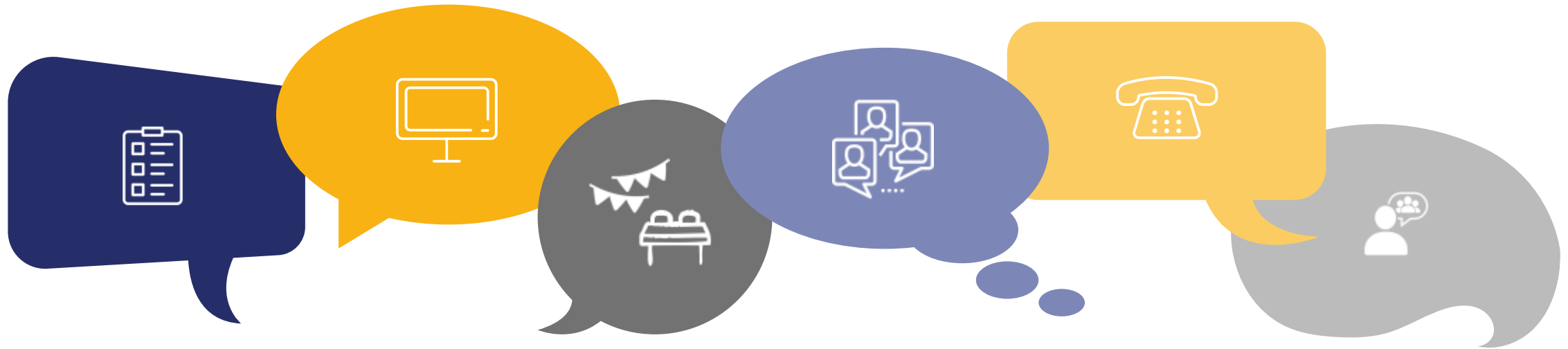
YOUNG PEOPLE

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

PEOPLE WITH LOWER INCOMES

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

Tailoring Events



Town-Wide Survey + Online Open House

General Public + Targeted Groups

Community Forum

General Public, Seniors
Harder to reach populations often
don't attend

Tabling Events

Families, people with lower incomes,
renters, young people

Focus Groups

Renters, business owners, people of
color, people with disabilities

Interviews

People with disabilities, business
owners, people with lower incomes

Community Groups

People of color, people with
disabilities, business owners

Communication Channels

Project Webpage

Source for all project updates

Town Channels

Town website, social media, and mailing lists



Community Partners

Request distribution through community networks (e-blasts and social media)

Community Spots

Post flyers to advertise survey and events

Project Webpage

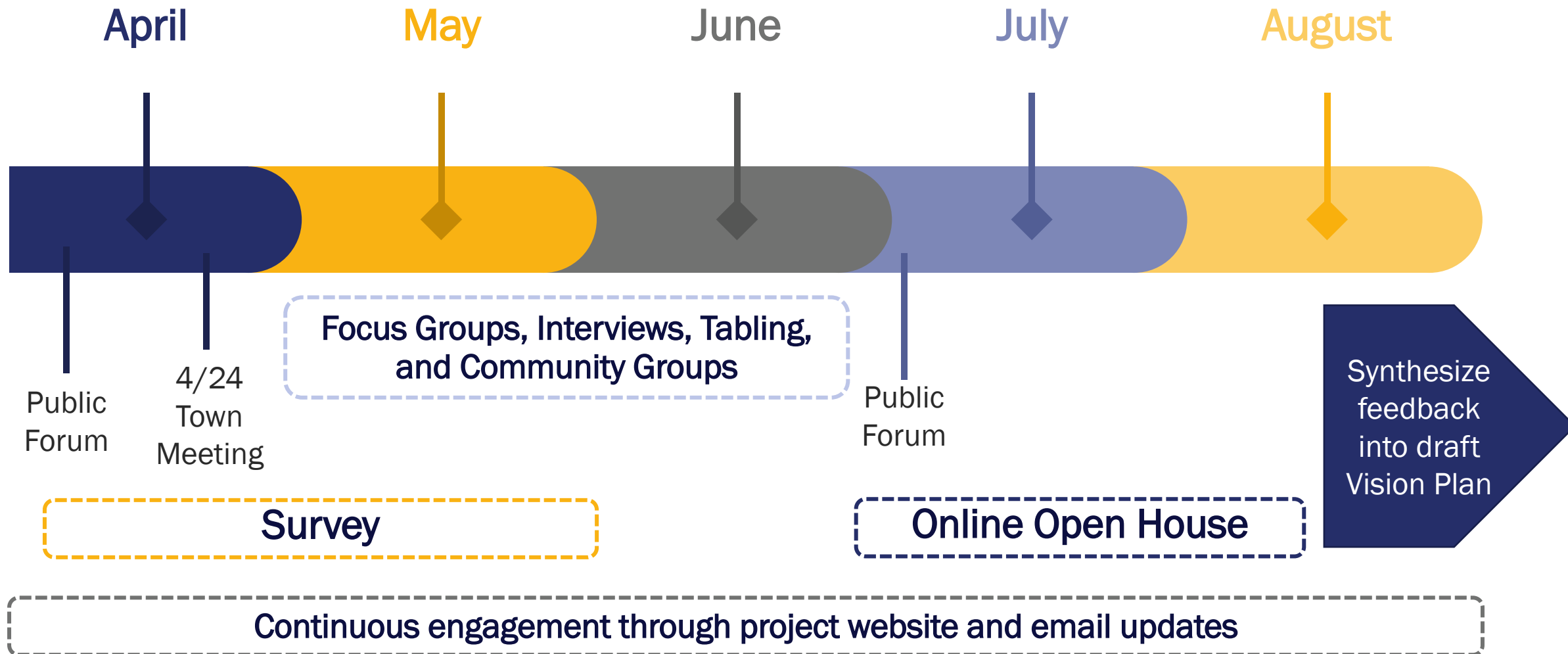
mapc.ma/LynnfieldVision

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

Sign up for project updates!



Recommended Timeline



Survey Goals

- Provides an opportunity for engagement when it's convenient for community members
- Allows for a deeper dive into topics
- Expanded reach when shared through different channels



OPPORTUNITIES

Where is Lynnfield doing well
(reflecting on data + past projects)



CHALLENGES

What are areas for improvement



PRIORITIES

Knowing the Town has limited resources,
where should efforts be focused?

Community Forum

- Introduce the project to the public
- Visioning activities in small groups
- Invite to take the survey

**Decide today:
When?
Where?**

**Next meeting:
How?**

Outreach Opportunities

- April 1 – Multicultural Celebration
- April 24 – Town Meeting
- May 6-7 - Lynnfield Art Guild's Spring Arts Festival
- May 12-13 – Friends of the Library Book Sale
- May 20 – Lynnfield for Love Coffee Event
- May 20 – Health Expo

Next Steps

Next Steps

- Prepare for first public forum (April)
- Prepare draft survey
- March 29 Planning Board Meeting
 - Discuss/finalize survey
 - Finalize plan for first public forum
 - Strategize how to engage different groups

Questions?

Thank you!

Andrea Harris-Long, AICP
Project Manager & Senior Planner
aharris-long@mapc.org

Sarah Scott
Regional Land Use Planner II
sscott@mapc.org



LYNNFIELD
2040 Shaping our
Future Today