
MEMORANDUM

To: Town of Lynnfield Planning Board

From: Andrea Harris-Long, AICP, Senior Planner

On: December 14, 2022

Re: Lynnfield Visioning Project

BACKGROUND

The Town of Lynnfield received a Community Compact state grant to undertake a community visioning process and has hired the Metropolitan Area Planning Council (MAPC) to carry out the work. The visioning process will culminate in an actionable guide that identifies municipal policies and recommendations that will work towards the community's shared vision for the future of Lynnfield.

WHAT IS A VISIONING PROCESS?

Communities undertake a visioning process to engage residents and other stakeholders (business owners, local workers, etc.) in helping shape the future of a city or town. Public engagement is critical throughout the entire process and achieved through a variety of outreach events that allow people to give feedback, learn from others, and build consensus around shared values. Visioning conversations identify and emphasize community assets and assess opportunities for the town to thrive in the future.

Visioning plans can act as stand-alone documents or lead into a comprehensive planning effort. For example, the vision statement and guiding values that are identified through this project could serve as the basis for a future comprehensive plan. The comprehensive planning effort would then identify more specific goals, policies, and actions that build on the values identified in the visioning plan.

MAPC has facilitated visioning processes with cities and towns across the greater Boston region. Some examples of the different approaches are highlighted below. In many cases, visioning efforts are often coupled with larger planning efforts. In the examples below where this happened, the relevant visioning components are highlighted for easier reference.

- [Wakefield Vision 2030](#) was completed in 2021. This effort was done as a precursor to a comprehensive plan update that is currently underway.
- [Rockport Community Visioning](#) was completed in 2017.

- [Wrentham Visioning and Master Plan](#) (note: this is in draft form and anticipated to be finalized in early 2023). In 2020, Wrentham undertook a community visioning process to kick off the update to their comprehensive plan. A vision statement was established (page 17 of the draft report) to guide the creation of the comprehensive plan element goals, strategies, and actions. The vision was informed by a community-wide survey and other engagement events.
- [Scituate Harbor Master Plan](#). This planning effort included extensive community engagement that resulted in a vision statement that influenced plan recommendations. The process to create the vision is somewhat similar to what will be undertaken in Lynnfield (see page 16 of the report for a process overview).

PLANNING BOARD DISCUSSION

At the December 14 Planning Board meeting, MAPC staff will review the planning process to create the Lynnfield Vision, including how the existing conditions and issues/opportunities analysis will be conducted; how the public will be engaged in the process; and goals for the final report. MAPC staff will also review how the Planning Board and Town staff can guide the work at different stages.

Discussion questions for the Planning Board:

- What components of the above examples would you like to see emulated in the Lynnfield Vision?
- What are your goals for this project?
- How can the project reach a diverse group of Lynnfield residents and stakeholders? Who are you most interested to hear from during this process?

NEXT STEPS

MAPC will incorporate feedback from the Planning Board discussion into the draft outlines for the existing conditions analysis and community engagement strategy. These items will be discussed at a future Planning Board meeting.