# **Comprehensive Plan: Phase 2**

Town of Leverett Public Meeting April 17, 2023





- 1. Welcome and introductions.
- 2. Review scope and timeline.
- 3. Discuss format of Community Visioning Groups and identify volunteers.
- 4. Discuss message to Town Meeting (April 29).
- 5. Next steps:
  - a. May: Existing conditions and scenarios
  - b. June: Continued scenarios (may need second meeting)
  - c. June/July/August: Community Visioning Groups



### **STEERING COMMITTEE MEETINGS**

### Roles

- Review draft reports and materials.
- Provide feedback on public outreach and input.
- Circulate flyers, social media tags, and emails about workshops and meetings.
- Encourage people to attend meetings and answer surveys.
- Staff public meetings and events.

# Responsibilities

- Be open to many and different ideas.
- Respect the thoughts and opinions of others.
- Be ready to participate fully in and out of the meeting.
- Remember we are talking about the needs of the whole town.



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#### TIMELINE

|   |   |  |           | <b>June-July</b><br>Community Visioning Groups<br>Community Event<br>Community Surveys |  |         | September<br>Planning Board<br>meeting<br>Community meeting  |
|---|---|--|-----------|--|--|---------|--|
| - | April 13<br>Steering Group #1<br>Orientation<br>Meeting | May 10<br>Steering Group<br>#2<br>Existing<br>Conditions | Sto<br>3A | ne 13 (and 27?)<br>eering Group #3 (and<br>\?)<br>enario Planning                      | August<br>Steering Group #4<br>(and 4A?)<br>Discuss draft plan | S1<br>D | eptember<br>teering Group #5<br>viscuss draft<br>resentation |

Accelerated timeline to complete project by November 30, 2023.





#### SCOPE

|                               | Task 2:<br>Update Community<br>Outreach and<br>Engagement Strategy | Task 4:<br>Community<br>Visioning |   | Task 6<br>Community Approval<br>Process and Final<br>Comprehensive Plan |
|-------------------------------|--|-----------------------------------|---|---|
| Task 1:<br>Project Initiation | Task 3:<br>Complete<br>Documentation of<br>Existing Conditions     |                                   | Task 5:<br>Draft Comprehensive<br>Plan and Presentation | S   |



## Suggested Engagement Process

- Small-group discussions based on growth scenarios.
- Group discussions are community-facilitated, based on materials from the consultant team.
- Results are sent back to the consultant team who work with the Steering Group to incorporate them into the draft plan.
- Two questionnaires will capture input at the beginning and part-way through the process.

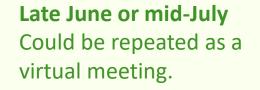
# "Typical" Engagement Process

- Community Meeting #1
  - Introduction to the process; vision
- Community Meeting #2
  - Options and goals
- Community Meeting #3
  - Recommendations and actions
- Surveys/ Questionnaires/ Interviews as needed by the process.

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# **Option 1**

- Initial community-wide meeting with consultant team to introduce process.
- People sign up at that meeting for small groups discussions (1-2 meetings per group? – let's discuss!)
- Members of the Steering Group (and other volunteers) facilitate the meetings with materials/instructions from the consultant team and report back.
- Second community-wide meeting to present aggregate results of small group meetings.



Late August or post-Labor Day Could be repeated as a virtual meeting.

**Mid-July through mid-August** 



# Option 1

- Needs:
  - Steering Group will take the lead on outreach to the public to encourage them to come to the meetings.
  - Sufficient volunteers (two volunteers per community group would be ideal – facilitator and notetaker).
  - Some small groups could be town committees.
  - Materials (provided by the consultant team).
  - Locations (could be "house party," Town Hall, other location, or on-line for those who find physical attendance difficult).
  - Completed materials (sent by volunteers to consultant team).

# **Option 1**

- Pros/Cons:
  - Likely to have the most in-depth conversations.
  - Relies on volunteers to step up!
    - Go through the training on the materials.
    - Organize the meeting location.
    - Follow-up with people who signed up.
    - Take good notes!
    - Return the materials quickly.
  - Discussion/results may vary by facilitation team.



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#### Comprehensive Plan: Phase 2 | Town of Leverett

# **COMMUNITY VISIONING PROCESS**

# **Option 2**

- Community-wide meeting with consultant team to introduce process (including existing conditions) and begin visioning.
- Second community-wide meeting to discuss evolving vision and goals.
- Third community-wide meeting to present recommendations and receive feedback.

Late June or mid-July Could be repeated as a virtual meeting.

Mid-July/early August Could be repeated as a virtual meeting.

Late August or post-Labor Day Could be repeated as a virtual meeting.





# Option 2

- Needs:
  - Steering Group will take the lead on outreach to the public to encourage them to come to the meetings.
  - Consultant team will provide all materials and run all meetings.
  - Volunteers will be needed for individual table exercises.
  - Consultant team will aggregate the data and discuss with the Steering Group.

# **Option 2**

- Pros/Cons
  - Opportunity for group conversations is limited to the event.
  - Experience may be more consistent for all participants.
  - Less effort required of Steering Group members – facilitation is only required at three events.



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# **Option 1**

- Survey 1
  - After the initial meeting to test responses to the visioning exercises.
- Survey 2
  - After the small group meetings; initial responses reported at the second community-wide meeting.

# Option 2

- Survey 1
  - After the initial meeting to test responses to the visioning exercises.
- Survey 2
  - After the second community-wide meeting; initial responses reported at the third community-wide meeting.



# **COMMUNITY VISIONING PROCESS: SCENARIO PLANNING**

# **Plan Focus**

- Balance of needs and resources.
- Section 81D (MGL Chapter 41)
  - Goals and Policies Statement
  - Circulation
  - Economic Development
  - Housing
  - Natural and Cultural Resources
  - Open Space and Recreation
  - Services and Facilities
  - Land Use Plan
  - Implementation Plan

# **Leverett Planning Board**

- Affordability
- Climate adaptation and sustainability
- Regionalization of Town services
- Social and economic equity



| Tighe&Bond Sheet 3   | ECO-TOURISM AND<br>RECREATIONAL TOURISM<br>• Joursm involving travel to areas of natural<br>or ecological interest, typically under the<br>guidance of a naturalist, for the purpose of<br>observing wildlife and learning about the<br>environment.<br>• Responsible travel to natural areas<br>supporting the fauna, flora, and local                              | ARTS-AND-CULTURE BASED TOURISM  Traveling to meet artists and to make art Traveling to learn about history and culture and to do research WHY IS THIS OF INTEREST TO ECREMONT?   | SAMPLE ZONING DEFINITIONS<br>Artistic/Creative Production: Creation, production,<br>manufacture, distribution, publishing, rehearsal,<br>performance, broadcast, selling, or teaching of the visual<br>arts, performing arts, applied arts, literature, heritage,<br>media, music, information technology, communications<br>media, or digital content and applications; or the<br>invention, design, prototyping, or fabrication assembly,  | Economic Development:<br>Draft Goals  | В   |
|--|--|--|--|---|---|
| Less than 5,000 SF of space     Food and drink processing     Creating objects (ex. leather-working,     woodworking, metalworking, furniture,     jewelry, textile production, ceramics, 3-D     printing)     Maker spaces or commercial kitchens that     support multiple small businesses     WHY IS THIS OF INTEREST TO     FOREMONIT?   | economy.<br>American Heritage Dictionary, Sth edition)<br>Recreational<br>Traveling for outdoor recreation<br>WHY IS THIS OF INTEREST TO<br>EGREMONT?<br>Jug End State Reservation<br>Appalachian Trail<br>Karner Brook Wildlife Management Area<br>North Egremont Wildlife Management Area<br>Recreational  | Significant historic resources, including the<br>North Egremont Historic District, the South<br>Egremont Historic Village District, and many<br>historic buildings     Historic archives     Presence of artists and musicians in the area     RELATED USES     Entertainment (The Barn)     Exportential retail (Brookside Quiltworks)     Education (the Soundry Music Studio) | and packaging of parts for further assembly or<br>consumer goods for sale.<br>Artists' Mixed-use: The use of all or a portion of a<br>building for both habitation and Artistic/Creative<br>Production use, or a combination thereof.<br>Co-working Space: A building or portion thereof<br>consisting of a shared office environment, which<br>contains desks or other workspaces and facilities,<br>including but not limited to, delicated workstations,<br>office suites, meeting rooms, event space, resource<br>libraries, and business or administrative support<br>services, and is used by a recognized membership who<br>share the site to interact and oclaborate with each | The consultant team has identified the following draft goals for this topic based on previous planning efforts, input from the public workshop on January 14, 2023, and input from the public survey that closed on February 3, 2023.<br>Revise Egremont's zoning bylaw to allow more as-of-right uses in specific areas with appropriate development controls.<br>Support existing clusters of economic activity and consider how to leverage those clusters to support complimentary uses.<br>Reinforce the roles of North and South Egremont Villages as community centers for a wide range of activities and coordinate municipal investments and regulations to support the villages.<br>CHECK ONE<br>Do you have additional or alternative goals to suggest?  | Questions for Discussion!           Farming is an important component<br>of the Egremont community. How<br>can Egremont continue to support<br>farming? Can Egremont leverage<br>farm products by allowing for small-<br>scale food production, agri-tourism,<br>or other compatible activities?           South Egremont is the restaurant/<br>retail center of the town and also<br>has important community draws,<br>such as the library and South<br>Egremont School. North Egremont  |
| Small-scale manufacturing uses can support<br>entrepreneurs and pay good wages for local<br>people.     Businesses can be flexible about their use of<br>space, allowing for potential adaptive reuse<br>(and thus preservation) of older buildings.     SAMPLE ZONING DEFINITION     Articipal Educations Production of goods.  | The dog park at French's Park draws people<br>for out of town. How could the Town<br>capitalize on this?     Catamount Mountain Resort     RELATED USES     Stores that sell clothing, equipment, and<br>supplies (for example, Kenver)     Restaurants, cafes (Old Mill, Mom's Country<br>Cafe)     In Gro example, Inn at Sweetwater, the<br>Egremont Village Inn) | <ul> <li>Education (refe solution) while studio)</li> <li>Inns</li> <li>Artists studios with associated retail, classes, and gallery</li> </ul>  | other. Refer to Section 5.6.4.<br>Maker Space: A building or portion thereof used for<br>the on-site production of parts or finished products by<br>individual or shared use of hand-tools, mechanical tools,<br>and electronic tools. Maker Spaces may include space<br>for design and prototyping of new materials, fabrication<br>methodologies, and products, as well as space for<br>packaging, inclental storage, sales, and distribution of<br>such projects. Typical uses include but are not limited<br>to: electronic goods; printmaking; leather products;<br>jewelry and (clothing/appare); metal work; furniture;<br>woodworking and cabinet shors, glass or ceramic      | Group 2 Group | Egremont School. North Egremont<br>is smaller, but the boundaries of the<br>village could be expanded to include<br>two important municipal areas:<br>French Park and the municipal<br>complex at Town Hall. How can<br>the community leverage this<br>combination of economic activity<br>and municipal draws to create<br>vibrate community-based areas? Are<br>there missing uses or activities that<br>could be added to either?<br>Home-based businesses can be an   |
| tisanal Fabrication: Production of goods<br>ing hand tools or small-scale, light mechanical<br>juipment occurring solely within an enclosed<br>lilding where such production requires no<br>tidoor operations or storage. Typical uses<br>we minimal negative impact on surrounding<br>operties and include, but are not limited<br>woodworking and cabinet shops, ceramic<br>udios, jewelry manufacturing and similar types<br>arts and crafts, production of alcohol, or food<br>ocessing. | • Guides   |  | production; and paper design and production.<br>Work Only Artist Studio: A space used by an artist for<br>the creation of any visual art or craft, including but not<br>limited to, painting, drawing, photography, sculpture,<br>and pottery: of written works of fiction or nonrection;<br>or any performing art, whether for live or recorded<br>performance, including music, dance, and theater. Retail<br>sales of art produced on-site and arts instruction by the<br>artist are allowable accessory uses.<br>Samete Zonine Definitions courtees of the Town of Artinston, MA   | Group 3 Group | Home-based businesses can be an interpretend to a series of the serie |

Egremont: Graphics credit: Innes Associates



### DEVELOPMENT INTENSITY CONSIDERATIONS

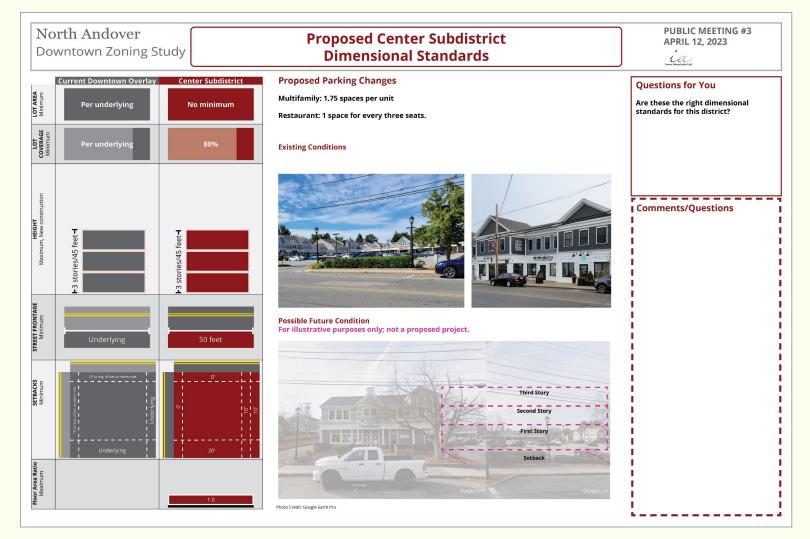
There are benefits and drawbacks to allowing different intensities of development....

|   | LOW<br>INTENSITY | MID<br>INTENSITY | HIGHER<br>INTENSITY |
|---|------------------|------------------|---------------------|
| Creates more housing,<br>more affordable housing.       |                  | ×                | ×                   |
| Opportunities for first floor commercial along Main St. | ×                | ×                | ×                   |
| Incentivize redevelopment of challenged properties.     | ۲                | 8                | ×                   |
| Increased property taxes to the City.                   | ۲                | 8                | ×                   |
| Opportunity to support job growth.                      | ۲                | ×                | x                   |
| More opportunity to negotiate public benefits.          | ۷                | ×                | ×                   |
| Retaining existing character of the area.               | x                | ×                |                     |

Brockton – Campello Neighborhood: Graphics credit: RKG Associates

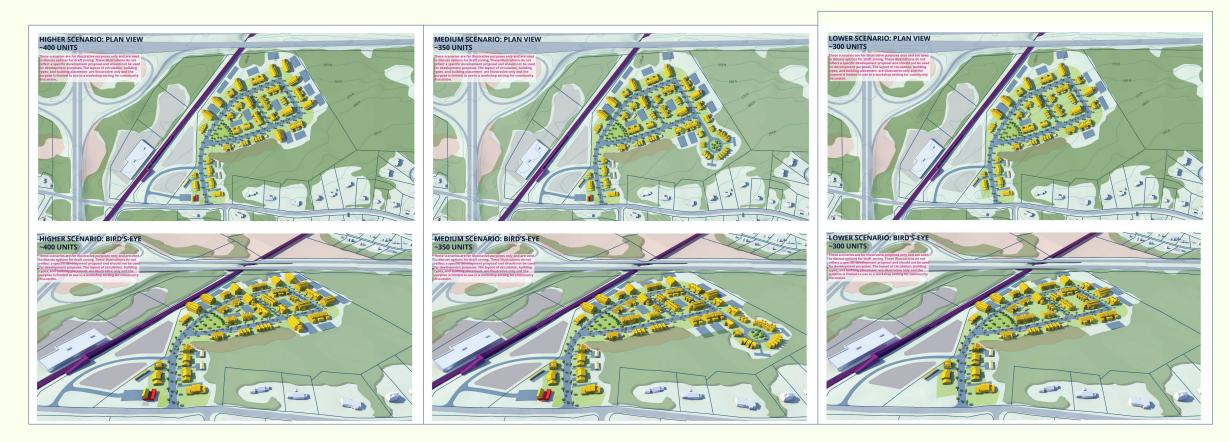






North Andover: Graphics credit: Innes Associates





Littleton, MA: Graphics credit: RKG Associates and Innes Associates



#### **DRAFT MESSAGE TO TOWN MEETING**



Members of the Leverett Community:

The Leverett Planning Board is pleased to announce that the Town is starting **Phase 2** of the planning process for the Town's comprehensive plan.

The Steering Group met for the first time on April 17, 2023. The Town has engaged Innes Associates, along with RKG Associates and Tighe & Bond, to assist the community with the preparation of the complete plan.

The Planning Board and the Steering Group invite you to be a part of this process! The Planning Board will sponsor an initial meeting on XYZ, XYZ, 2023 from 7-8:30 pm at XYZ. At that meeting, you will learn more about the planning process, and how and when you can contribute. Please turn this page over for the topics for discussion during this planning process and an initial timeline.

Your voices are important to us and we hope to see you at the first meeting and to hear from you throughout this process.

Members of the Planning Board and the Steering Group

#### **Leverett Planning Board**

Ken Kahn Tom Ewing Van Stoddard Steve Freedman **Richard Nathhorst Tim Shores** Swan Keyes



SCAN ME or type in the

> short link below: https://grco.de/bdtLaC

Use your phone to scan the QR code below for

the results of Phase 1.



**Plan Topics** 

#### **Comprehensive Plan 101**

A Comprehensive Plan is a plan for the whole community. The planning process relies on input from community members to develop the vision for the community and set priorities for goals that will support that vision. Your voice is an important part of the process!

A Comprehensive Plan will have a vision statement, supported by goals. Town government, either staff or elected officials, generally implement the policies and actions defined in the plan, but members of the community continue to have an important voice over the ten-year life of the plan.

The plan will seek to define where the Town should invest its resources (time and money) to address the vision, goals, and priorities identified by the community. As directed by the Planing Board, for this planning process, the consultant team and volunteers will help facilitate discussions around options to enhance livability and affordability and the implications of those goals on the municipal budget (both revenue and expenses).

#### TIMELINE

| Tasks 1 and 2        | Tasks 3 and 5      | Tasks 5 and 6        |  |
|----------------------|--------------------|----------------------|--|
| Developing Scenarios | Discussing Options | Preparing the Plan   |  |
| April - June         | June - August      | September - November |  |

#### Open Space and Recreation Town Services and Facilities Transportation Affordability Regionalization of Town services

Natural, Historic, and Cultural Resources Climate adaptation and sustainability Social and economic equity



Arlyn Diamond

Isaiah Robison

Kim Van Wagner

Gary Gruber David Henion

Steve Weiss Bob Weitzman

lim Field

April 17, 2023



- 1. May 10: Existing conditions and scenarios
  - a. Meet other consultant team members.
  - b. Appoint chair and vice-chair of Steering Group.
  - c. Discuss outreach for visioning process.
- 2. June 13: Continued scenarios (may need second meeting on June 27)
  - a. Continued outreach for visioning process.
  - b. Set schedule for facilitation training.
- 2. June/July/August: Community Visioning Groups



