



Town of Wenham
Master Plan Advisory Committee
Meeting of August 24, 2022 / Meeting #3

Pursuant to the Open Meeting Law, MGL Chapter 30 A, §§18-25, written notice posted by the Town Clerk delivered to all members, a meeting of the Master Plan Advisory Committee (MPAC) was held Wednesday August 24, 2022 at 6:30 pm via Zoom. *On July 16, 2022 Governor Baker extended the suspension of certain provisions related to public meetings including members of a public body may continue participating in meetings remotely through March 2023.*

On the recommendation of the Planning Board, the Select Board created the Master Plan Advisory Committee & appointed the following residents for a 2 year term starting July 1, 2022 – June 30, 2024 to work with the outside consultant and provide advice to the Planning Board throughout the Master Planning process: Gary Cheeseman, Select Board for Dianne Bucco through 1.1.23; Ernest Ashley, Water Commission; Erica Ciampa, Affordable Housing Trust; Phil Colarusso, Conservation Commission; David Frenkel, School Committee; Mardi Lowery, Council on Aging; Deirdre Pierotti, Finance Committee; At-Large members: Kirsten Alexander; Dana Begin; Deb Evans; Joanne Frascella, Sue Patroliia. Planning Board members (2) rotating*.

Call to order - *With a quorum present, called the **MPAC** meeting to order at 6:30 pm and announced the meeting was being recorded and those present; Joanne Frascella, Chair; Deirdre Pierotti, Vice Chair; Ernest Ashley; Erica Ciampa; Phil Colarusso; Mardi Lowery; Kirsten Alexander; Dana Begin; Deb Evans; Sue Patroliia; Gary Cheeseman; Planning Board members Rick Woodland & Peter Clay*

Planning Board members attending not participating: David Anderson; Ann Weeks*

Not Present: David Frenkel

Also present: Margaret Hoffman, Planning Coordinator; Catherine Tinsley, Recording Secretary

JM Goldson Planning Consultants: Laura Smead

** Because Planning Board member Clay is also an elected official of the Select Board and Mr. Cheeseman was in attendance as the Select Board's appointee to the MPAC a quorum of the Select Board was present, but only participated as individuals serving in their position on the MPAC. A quorum of the Planning Board was present, but only two members participated as members of the MPAC.*

Ms. Smead reviewed the presentation topics as identified on the agenda.

- Review project schedule:
 - Current/ August
 - Existing conditions report
 - Discuss focus groups summaries
 - Prepare for and design community forum
 - Facilitate discussion activity with MAPC
 - Begin outreach for community forum (Oct 6)
- Activity summary from Meeting #2 (Special Places & Opportunity Areas)
 - Special Places & Opportunity Areas worksheet activity

Ms. Smead reviewed the Committees collective responses from the Special Places & Opportunity Area worksheet, prepared as homework assignment b Committee members.

Special Places: Open Space, Tea House, Town Facilities, Parks, Farms, Water Assets, Historic Assets

Opportunity Areas: Boulder Lane, Iron Rail, MBTA Station, West Wenham Playground, Streeter Property, Land For Habitat For Humanity, Large Tracts of Land, Bike Trail, Town Center, Pingree Park, Notre Dame Children's Class, Gordon College Land, Expand Satellite Commercial Area, Municipal Properties

Update on Phase 1 Outreach - Joanne Frascella drafted an introduction to the Master Plan for the project website which explained what the Master Plan is. Chair of Planning Board Ann Weeks participated in drafting an introduction of what the Master Plan is and why it is important. Ms. Hoffman will send the draft to the Committee for review. Ms. Weeks suggested, and the Committee agreed, the introduction be put on the Town website home page to promote the Master Plan process and encourage participation.

JM Goldson met with six small focus groups (total 22 participants) between July 12 – 26 and conducted 16 individual interviews of staff/ department heads to better understand the community wants/needs.

- Focus Groups Summary - Ms. Smead engaged the MPAC in a group activity to gain insights on formative issues and challenges in Wenham within each of the key elements of the plan - Economic Development; Historic & Cultural Resources; Housing; Open Space & Recreation; Public Facilities & Services; Sustainability; Natural Resources; Water & Energy; Transportation. The Committee's responses were recorded by Ms. Smead.
- Naming contest/photo update - Ms. Hoffman updated the MAPC on ideas submitted to name the Master Plan. Other suggestions were offered by the committee. A short list will be compiled for the next meeting. The vote on the name for the Master Plan will be held at the forum.
Photos submitted for use in the Master Plan have been placed in the drop box for review; sequencing photos from historic to modern was suggested to show evolution.
- Community Forum Details & Outreach Plan - Community Forum, open house is October 6 from 6pm – 8pm. It was noted the forum was scheduled for the library but the meeting room is not available and another location will be determined.
Outreach strategies were provided to the MAPC to assist with promoting the public forum. Committee members contributed and offered suggestions to maximize the success of the public forum event.
- Update on proposed logos (new options) - In response to the previously proposed logo concept, the Committee was presented with a Master Plan logo design option, more specific to Wenham, and depicts the town hall. The Committee continued to offer suggestions, keeping the town hall but changing the design of the wording.
- Update on Gordon College land sale - Ms. Hoffman updated the MPAC that Gordon College put out a press release they intend to sell 75 acres of land off Grapevine Road to Pulte Homes. Pulte Homes provided a pre-conceptual plan showing a 377 condo unit development for 55 and over. It is anticipated they will apply for a Special Permit under the Independent Living Overlay District Zoning, issued by the Planning Board; specific criteria must be met. Pulte noted a minimal number of units would be affordable to allow Wenham to maintain the subsidized housing inventory balance.
- Information to Committee re: available reports - The Town has a Drop Box account which is available to the committee. Ms. Hoffman will send a link to the committee members to access the folder.
- Discuss outreach to Hamilton's Master Plan Steering Committee - A joint meeting with the Wenham and Hamilton Master Plan Committees is being organized to share ideas and provide updates.
- Meeting Minutes – July 27, 2022
The Committee voted unanimously by roll call to approve the July 27, 2022 meeting minutes as written.
- Set next meeting date: Monday September 19, 2022 at 6:30 pm.
- Vote to adjourn – *The Committee voted unanimously by roll call to adjourn at 8:59 pm.*

Respectfully Submitted By
Catherine Tinsley
8.25.22