

## WENHAM MASTER PLAN

### \*DRAFT\* GOALS STATEMENTS

Prepared by JM Goldson, June 2023

**Important Note:** The following draft vision statement is preliminary and for discussion only. The consultant team drafted this based on the Wenham Master Plan Advisory Committee/Planning Board Vision & Core Theme and Goals Workshops. It is important to recognize that the Wenham community has divergent visions for the community's future as demonstrated through the engagement results and discussions throughout the process so far. The purpose of presenting this preliminary draft vision, core theme, and goals is not to offer a recommendation, but to offer first the MPAC and then the public an opportunity to react to something concrete. We understand that the final community vision statement could be quite different than what is offered here. Our job, as facilitators of this process, is to hold space and provide a structure for the Wenham community to do the hard work of dreaming, planning, and visioning together so that you can hear and understand each other as you move through this process. Please accept this preliminary draft community vision, core themes, and goals statements in the spirit they are meant.

Some goals are intended to be measurable, though the community should set the pace for what these benchmarks become. Included in this document, you will find we have included placeholders for these numbers and welcome recommendations and feedback on these spaces as well as all language provided in this document.

#### What is a vision?

A community vision describes what a community looks and feels like in an ideal future. A vision statement is about possibilities.

#### What are core themes?

Core Themes are subsections of the vision that enable us to categorize goals and strategies. Core Themes should allow for overlap of the statutory elements (e.g., Housing, Economic Development, Transportation)

#### What are goals?

Community goals describe what the community will do to achieve its vision. Goals are more general, tangible, descriptive, achievable.

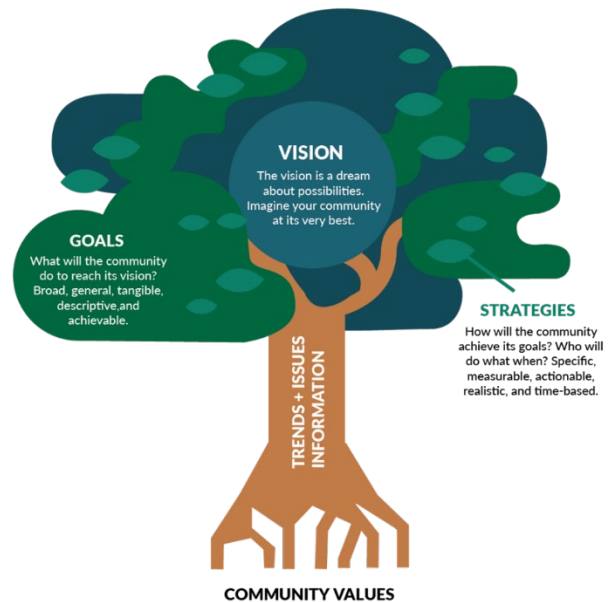
#### What are strategies?

Strategies describe the action steps the community will take to achieve its goals. Strategies are specific, measurable, actionable, realistic, and time-based.

**\*\*NOTE: Wenham is in Phase II of the Master Planning Process and as such has only worked through the vision, core themes, and goals statements so far; strategies will be created and vetted in Phase III.**

#### How does it all connect?

The vision statement and core themes become a driving force behind the long-range plan, goals and strategies. The vision, core theme, and goals statements describe what people want. The long-range strategies describe how to get there.



## Overall Community Vision Statement

# By 2034 . . .

Wenham is a quintessential small New England town built upon its vibrant community, outstanding institutions, and sound fiscal policies. We continue to protect our natural resources and scenic vistas and preserve our history while pursuing and welcoming meaningful and strategic economic development. We are known for our accessible open spaces, walkable town center, diverse housing options, climate resilience, and educational excellence. Our community takes pride in living, working, learning, and enjoying all stages of life in a welcoming town that values inclusivity, sustainability, and community participation.

### Core Theme One

#### **Fiscally and sustainably balanced economic growth**

By 2034, Wenham has fostered sensible economic development to increase the commercial tax base. We promote and sustain small, locally owned shops, markets, and restaurants which help maintain our town center. We have strategically welcomed light industry, biotechnology, and professional office spaces adjacent to our major thoroughfares without compromising our natural resources or quality of life.

#### Goals

- A. Advance priority economic development sites to be market-ready for development.
- B. Shape economic development opportunities to ensure developments are appropriate in scale, design, and use types for the Wenham community.
- C. Promote a vibrant, walkable town center and train station area by incorporating a sustainable mix of well-designed commercial and housing uses sensitive to the community's historic and small-town character.
- D. Strive for balanced, affordable, and fair property taxes with enhanced revenue sources through commercial development opportunities.

### Core Theme 2

#### **Peerless municipal infrastructure and services**

By 2034, Wenham has sought further regionalization with surrounding communities to ensure sound fiscal policies while providing excellent public services, including a modernized school system and recreation facilities. We have strengthened our cellular, water, and information technology infrastructure to ensure we continue to meet demand, ensure climate resilience, and facilitate responsible economic growth. Wenham is known as a communications and engagement leader with accessible and transparent communications that allow community members to easily engage with the community, participate in local decisions, and foster strong connections. We embrace and honor cultural diversity and prioritize equity and inclusion in all municipal processes.

#### Goals

- A. Achieve community-wide net-zero carbon emissions by 2040 and become a regional leader in environmental sustainability initiatives.
- B. Prioritize green design in all public infrastructure investments.
- C. Ensure drinking water infrastructure resiliency and capacity to continue meeting the population's needs.
- D. Welcome regionalization opportunities to promote fiscal sustainability.
- E. Strengthen Wenham's community communications and engagement, including through information technology infrastructure.
- F. Promote renewable energy use and green infrastructure to support residential and commercial properties.

### **Core Theme 3**

#### **Wenham for All Ages**

By 2034, Wenham has worked to be an inclusive place to live by making investments to improve the quality of life for community members at all stages of life. We actively seek to cultivate community connections and diversify our housing stock to promote more affordable and attainable housing options. Our local zoning regulations are kept modern to prioritize sustainable land uses and encourage and streamline responsible housing development to ensure our housing stock provides a variety of options for residents. We continue to thrive on strong transportation and social networks. Community members enjoy safe transportation infrastructure designed to enhance options for people to walk and bike to local destinations. Wenham’s walkability and bikeability extend independent living, build social capital, and facilitate resident interaction. Residents feel a sense of pride in the community by knowing one another and having supportive intergenerational networks.

#### *Goals*

- A. Encourage the creation of intergenerational and generation-specific recreation and entertainment events, programming, and gathering spaces.
- B. Facilitate diverse and affordable housing options that are appropriate in scale, design, and location to enhance Wenham as a welcoming, supportive, and livable community.
- C. Achieve and maintain the State's affordable housing goal of ten percent of year-round housing stock being included in the Subsidized Housing Inventory.
- D. Promote alternatives to single-occupancy vehicle use for local and regional trips by expanding pedestrian and biking infrastructure by XX% and increasing local transit options.
- E. Explore regional options to enhance age-friendly public health and wellness resources.

### **Core Theme 4**

#### **Sustainably protecting Wenham's resources**

By 2034, Wenham is a sustainable community that fosters community stewardship of our natural and water resources. Our community focuses local efforts on protecting and restoring natural landscapes, biodiversity, and wildlife habitat to preserve open and green spaces. Wenham is a leader in local sustainability initiatives and has implemented resilience interventions to mitigate climate impacts.

#### *Goals*

- A. Increase protections for open space by protecting at least XX% of Wenham's total land area by 2034.
- B. Exceed relevant state and federal surface water quality standards for Wenham’s lakes, ponds, and other surface water bodies.
- C. Protect vernal pools and wildlife access corridors to ensure sustainable habitat.
- D. Promote sustainable landscaping and tree-planting practices on public and private property to increase pollinator habitat and maintain XX% tree canopy townwide.
- E. Explore opportunities to responsibly expand resident access to public and private open spaces such as neighborhood pocket parks and the Wenham Canal.
- F. Provide alternatives for solid waste disposal, including recycling, composting, and hazardous waste disposal.
- G. Expand local knowledge about conservation and sustainability benefits through educational programming and signage.

### **Core Theme 5**

#### **Honoring Wenham's story**

By 2034, Wenham has worked to increase community appreciation of local and regional history and preservation of our historic resources. We work to maintain and activate our historic spaces through marketing and exposure as well as considerations for sustainable, adaptive reuse that aligns with the Town's goals. We recognize that our Town's story begins with indigenous peoples, and our historical narratives include diverse experiences.

*Goals*

- A. Build and maintain a publicly accessible inventory of local historical resources to encourage local interest in Wenham's story.
- B. Promote opportunities for adaptive reuse that continue to honor our history.
- C. Bolster historic programming to include diverse histories and interests for participants of all ages.
- D. Protect and preserve public and private historic resources to ensure they remain part of our community's built fabric and story.