



Attend The Final Public Forum On Northfield's Master Plan

Sponsored by the Master Plan Roundtable

When: Wednesday November 20th , 7 to 9 pm

Where: Northfield Elementary School



**Hear the Action Plan,
Help Make it Happen !**

**This meeting is for
everyone who wants to
make Northfield a better
place to live, work and play**

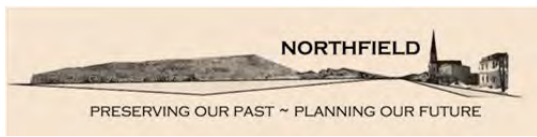
Meeting Agenda

**Consultants, Roundtable
and Public discuss:**

- 1. Key Recommendations**
- 2. Priorities**
- 3. Strategic Plan of Action
for now, for the future**

Let's Move Forward Together !

Refreshments and Door Prizes!



MASTER PLAN HIGHLIGHTS

The people of Northfield have spent the past year imagining a future for their town. Through a series of public forums, roundtable discussions, and on-going dialogues, citizens have developed a vision that encapsulates their common values, and provides a balanced and comprehensive approach to planning over the next 20 years.

THREE UNDERLYING THEMES include a strong desire to:

- **Retain town character**; this includes ensuring compatible redevelopment of the campus
- **Work to develop an economy that connects to natural features, agricultural & historic heritage**; this includes supporting the rural landscape and promoting historic and eco-tourism
- **Improve connections**, both physical and social; this includes providing opportunities for more interaction, connecting destinations with sidewalks, improving communication, and enhancing alternative modes of transportation

Organized around a series of eight goals, the *Master Plan for Northfield* provides a roadmap for addressing challenges and seizing opportunities. Implementation will require participation of many, including town officials, staff, and volunteer citizens.

EIGHT MASTER PLAN GOALS

1. To promote preservation of open space and natural features
2. To promote opportunities for recreation and community gathering
3. To promote economic development town wide
4. To preserve and revitalize Main Street
5. To maintain public facilities, improve public services, and enhance communication
6. To expand housing opportunities and support neighborhoods
7. To enhance transportation and circulation systems
8. To promote Northfield's history and culture

KEY RECOMMENDATIONS

Thirteen top recommendations have emerged from the planning process. Many of the recommendations fulfill more than one of the eight master plan goals, and the order in which they appear is of no particular significance.

PRESERVE FARMING AND FARMLAND. Agriculture has been a staple of the Northfield community since the time of first human settlement, and continues today in the floodplain on both sides of the Connecticut River. By preserving farms and promoting farming, Northfield can help secure its food supply, bolster its economy, protect its open space, and, at the same time, retain and feature a significant piece of its cultural history.

PRESERVE AND ENHANCE ACCESS TO THE CONNECTICUT RIVER. The Connecticut threads through Northfield, separating the west part of town from the east. The lack of boat launches and bridges, combined with tree growth along the river banks, has made the Connecticut nearly invisible to residents and visitors. By expanding access through the clearing of vistas, the siting of boat launches, and the reconstruction of a pedestrian crossing, the town can better capitalize on this tremendous natural asset.

INCREASE COMMUNITY GATHERING

OPPORTUNITIES. People in Northfield enjoy getting together, either through electronic and print means, such as I-Neighbors and the Community Newsletter, or at gathering places, such as the Dickinson Library, Mim's Porch, and the Creamie. By creating more ways to congregate, the town can increase social interaction among residents. Possibilities include the creating pocket parks along the linear common; developing a community park; encourage private establishments to create more opportunities for residents to gather.

MAKE NORTHFIELD MORE WALKABLE. With its tree-shaded Main Street lined with historic homes, Northfield is a desirable place for people of all ages – residents and visitors – to stroll. However, the lack of a complete network of sidewalks limits the extent to which pedestrians can safely navigate, and inconsistent shoveling during winter makes walking more unappealing. Improving the pedestrian landscape will require increasing the number of sidewalks, creating more visible crosswalks, enforcing snow removal ordinances, planting

VIEW THE FULL IMPLEMENTATION PLAN AT: <http://www.northfield.ma.us/index.php?id=1154>
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more street trees, providing site amenities (benches, litter bins), and upgrading lighting.

PRESERVE & ENHANCE MAIN STREET CHARACTER.

Northfield's Main Street of 19th century wood-frame houses spaced evenly along a linear common, is known throughout the region as one of the most intact historic main streets of its kind. It is also a source of significant local importance and pride. Preserving Main Street's character will involve establishing a Local Historic District, developing design guidelines, and/or revisiting the existing zoning bylaw.

IMPROVE SAFETY. Because Main Street is currently controlled by MassDOT, the town has very little ability to make physical improvements, enforce speed limits, and/or control truck traffic and braking. In order to make Northfield a safer place for people of all ages, the town will need to take greater control of the roadway, working with MassDOT in the process. Safety can also be improved through better enforcement of drug laws, and by providing adequate police, fire and EMS facilities.

CAPITALIZE ON NATURAL AND HISTORIC RESOURCES. In addition to the beauty they bring to Northfield, the town's many natural and historic features are also potential sources of economic gain. Opportunities exist to more aggressively and broadly promote these resources to tourists interested in Native American history, agricultural activities and products, D. L. Moody, the Stearns family of master craftsmen and builders, and also to hikers, rock-climbers, bicyclists, canoe-users and kayakers.

COLLABORATE WITH EFFORTS TO REDEVELOP THE CAMPUS. Redevelopment at the former Northfield campus is likely to have a significant impact on the town, and while residents cannot prescribe its future use, they can become partners in the redevelopment effort. Reviving the Campus Collaborative Committee and/or appointing a local representative to work with current and future owner(s) are two ways of getting involved. Revisiting the existing zoning bylaw is another.

SUPPORT THE DEVELOPMENT OF LOCALLY-OWNED BUSINESSES. Because Northfield is a rural community, with the nearest urban centers – Greenfield, Keene, Brattleboro -- more than ten miles away, access to shopping (including purchasing gas) is highly desirable. Locally-owned businesses can fill this niche. By streamlining the permitting process, expanding broadband, and actively recruiting such businesses,

Northfield can foster a more business-friendly environment. The establishment of a member-owned and operated cooperative is another form of a desirable local business.

PROVIDE FOR THE NEEDS OF RESIDENTS, ESPECIALLY THE GROWING SENIOR POPULATION.

The number of seniors in Northfield will grow in the next several decades, and provision must be made for their special needs. These include appropriate housing types and sizes, safe pedestrian ways, alternative forms of transportation, and services related to health and wellness. In addition to seniors, residents of all ages will benefit from having a well-supported school system, well-maintained roads and public utilities, and a host of local businesses that cater to basic needs.

INCREASE COMMUNICATION. Northfield's population of 3,000 spreads across both sides of the river and clusters into five neighborhoods. This dispersed pattern, coupled with the lack of river crossings and insufficient broadband coverage, complicates communication between residents and town government. As the town moves forward, it must improve the means and frequency of communication so that its citizens are equally informed about local decisions and events affecting their lives.

REVISIT THE EXISTING ZONING BYLAW. Northfield has survived for decades with a minimal zoning bylaw, with all development subject to special permit. This has discouraged the establishment of businesses and has led to a deterioration of the town's physical appearance. What's more, it leaves open the type and extent of redevelopment at the Northfield campus. To address the inadequacies in the bylaw, the town must revisit its existing regulations and make amendments so that interests of its residents are properly protected.

FOSTER SUSTAINABILITY. Each of the twelve key recommendations described above point to one final recommendation which permeates all future efforts of the town, as outlined in the Master Plan, fostering a sustainable community. In Northfield, sustainability means preserving farmland, natural features, and historic resources, while, at the same time capitalizing on these resources for economic gain. It means supporting local businesses, and encouraging growth of businesses that can fulfill the needs of the local population. It means creating community gathering opportunities and improving communication amongst its residents. It means taking steps to improve safety and provide a healthy living environment for its citizens.

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10 REASONS WHY ZONING CAN BENEFIT NORTHFIELD

A more comprehensive zoning by-law is needed in Northfield to provide a higher order of protection from unwanted development and to encourage and enable the types and locations of land uses desired by the town. Presently there are only two zoning districts (residential-agricultural –forested and residential-agricultural) and two overlays (for flood plain and groundwater protection) in Northfield. Almost all zoning decisions are made through the use of special permits, which can be a laborious and somewhat uneven process,

Zoning is the principal tool to implement the Master Plan prepared by professional planning consultants, at an expense to the taxpayers, and steered by a very able committee of town citizens. The steering committee held public meetings throughout the process of developing the plan to ensure that the wishes and hopes of the residents were represented in the content of the plan. The plan recommended the following be achieved through zoning:

- Preserving Northfield’s character (including historic & rural characteristics)
- Promoting desirable uses.
- Conserving and protecting property values by preventing incompatible land uses from locating where they produce unwanted impacts.
- Encouraging efficient and orderly development patterns.
- Facilitating adequate public investment in improvements.
- Preserving the availability of prime farmland, parks and open space.

PROMOTING DESIRABLE USES: Creation of a more vibrant and active village center, and control over uses associated with redevelopment of the Northfield Campus are two very important goals of the Master Plan. Both need to be enabled by more specific zoning.

PROTECTION OF PROPERTY VALUES: Without land-use regulations the value of property can be significantly affected in a negative way. If a neighboring property owner decides to start an industrial business, such as a salvage yard immediately adjoining a residential property, a city, school, daycare center, or a county park, without proper zoning requirements the residential and civic uses have no recourse.

PUBLIC DIALOGUE: The zoning bylaw provides an opportunity to express ideas and voice concerns about the establishment of new uses. The zoning bylaw, through the rezoning and special permit hearing processes, provides a platform for public input.

PRESERVATION OF PRIME FARMLAND: There is a concern that conversion of agricultural land to other uses will slowly erode the valuable agricultural base of the Town both in the production of raw materials and value-added products. Zoning helps discourage non-farm development in agricultural areas. This also minimizes conflicts and incompatibilities between agricultural and non-agricultural uses.

LIMITING URBAN SPRAWL: Zoning helps establish and continue land-use patterns that are logical and convenient and historically appropriate. Northfield Center is quite unique and important historically. The pressure for non-contiguous low-density residential development within and outside the center puts pressure on the Town to increase services such as secondary road maintenance and

10 REASONS WHY ZONING CAN BENEFIT NORTHFIELD

improvements, public safety, schools including transportation, and emergency services. The costs of these rural services leads to higher taxes. Zoning helps communities use public resources efficiently, which results in saving the Town money.

LIMITING INCOMPATIBLE USES: Zoning is the major legal means of regulating the use of land. It requires public review, should an incompatible use choose to set up shop on the lot next door. Consider the consequences should one of the following businesses locate right next to your rural home, church, school, or City:

- Adult Entertainment Themed Business
- Salvage Service or “Junk Yard”
- Bar or Tavern
- Animal Rendering Plant

FLOODPLAIN REGULATION: The zoning ordinance has regulations prescribed by the DNR and FEMA thereby assuring its participation in the NFIP and resulting lower cost flood insurance to Town residents with structures in the floodplain. In addition these regulations ensure that the general public doesn't bear the burden for expenses related to flood-related emergency services and losses which can be prevented by zoning. Yes, these issues can be covered by stand-alone bylaws, however incorporating them in zoning provides a uniform framework for administering the regulations.

ECONOMIC DEVELOPMENT: Various Town and regional organizations are interested in economic development in Northfield both to bolster the Town's tax base as well as for the purpose of attracting desired uses in Town. Commercial and industrial companies looking to invest in Northfield want assurances that land-use policies will not change once a location is selected. They are also interested in where the Town would like them to locate. More highly specified zoning provisions will provide the assurance and guidance needed.

LITIGATION: Everyone understands that in today's highly litigious society people and organizations often sue one another. Defense of a lawsuit can be very expensive and land-use related cases are no exception. For example, farmers are often concerned about the expansion of residential uses in close proximity to their operations because people often don't understand that dust, odors, and other aspects of modern farming practices will impact the enjoyment of their property. Zoning, with its setback and use regulations, can help defray litigation between property owners by preventing incompatible uses from locating next to each other.

STRENGTHING ZONING TO CONTINUE TOWN AND PUBLIC INVESTMENTS: Development and implementation of the zoning bylaw includes a large investment by the Town to ensure that a sound framework for future growth is put in place. The investment includes countless hours spent by many who volunteered their time on related committees, boards and commissions as well as fees paid to professional consultants and planners. In addition, policies, forms and procedures required to implement the bylaw were developed by Town staff and department heads. The Town has also paid for staff training and development to ensure that citizens are served professionally. And, other third party professionals including attorneys, bankers, engineers, surveyors, developers, real estate and insurance agents have invested time in learning the regulations and permitting systems in order to serve their clients. A clear zoning by-law protects these investments.

A MASTER PLAN FOR NORTHFIELD



WHAT: A Town-wide Public Forum:

“Presenting the Plan”

Purpose:

To invite the Northfield community to review the final implementation plan. The master plan will guide decision-making regarding Northfield’s future over the next two decades.

WHERE: Northfield Elementary School

WHEN: November 20, 2013

7:00 – 9:00 p.m.

Participants at the public forum were asked to individually respond to three questions; they were asked to write down their answers. The following is a compilation of responses to the questions listed on the back of participants’ agendas. The questions are as follows:

- Which features of the Plan do you most appreciate?
- Is there anything that concerns you about the Plan?
- Is there anything that you find difficult to understand about the Plan?
- Other questions and comments

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YOUR COMMENTS

ON THE NORTHFIELD MASTER PLAN

1. Which features of the Plan do you most appreciate?

Public participation

“low hanging fruit” idea

Local education on sustainability/workshops, etc.

Chances for citizen involvement

Comprehensive, realistic and doable

Too many to name

Arts and cultural events

Historic preservation

Open space, conservation, trails

Focus on open space preservation and protection of natural resources

Focus is balanced and all the goals are important to the future of the town

2. Is there anything that concerns you about the Plan?

That it will be shelved, prioritize a goal, select a strategy, have a quick success, move on

Naysayers showing up at last minute to torpedo elements of the plan

Focus on seniors almost to the exclusion of younger citizens

Advocation for too strong zoning laws/committee

Redundancy, repetition

It seems comprehensive, maybe a timeframe for priorities (#1: 5 year, #2: 10 year; #3: 20 year)

This all depends on a terrific implementation committee

A MASTER PLAN FOR NORTHFIELD

Hopefully the responsibilities will not fall on just a few people. There are many great ideas, but the enthusiasm will be lost if just a few are overtaxed.

Great job

Too ambitious considering the lack of volunteers for town committees!

3. Is there anything you find difficult to understand about the Plan?

Hard to understand consultants talking (Lack of microphones means difficulty for those who are hard of hearing)

Lots of redundancy – hard to clarify their positions and priorities

With so many possible priorities, what will the priority be?

Oversight of the implementation

No

No

No

4. Other questions and comments

Disappointed not to see anything for over 55 seniors who don't qualify for income-restricted housing. We need retirement condos or townhouses so we can stay in town.

Thanks for a thoroughly professional job

Outstanding development of a Master Plan. Very little left out. Just needs a group to oversee the start and follow through of all that has been presented.

Comment – dark lighting is not advantageous to keeping attention. Slide show could have been higher to be visible to audience.

Thank you team for all your efforts! What a joy to see these conversations begun!

Again, great job

Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan



A Master Plan for Northfield:
 Preserving Our Past - Planning Our Future

MASTER PLAN GOALS & STRATEGIES

GOAL #2: TO PROMOTE OPPORTUNITIES FOR RECREATION & COMMUNITY GATHERING

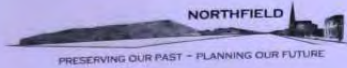
OBJECTIVE #1: ORGANIZE AND SPONSOR COMMUNITY EVENTS

STRATEGY	LEAD & PARTNERS	PRIORITY
1. Support and create opportunities for neighborhood events SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Develop a planning kit for those wishing to hold a neighborhood event Provide barricades for holding block parties 	LEAD: Neighborhood organizations/individuals PARTNERS: Transition Northfield Dickinson Memorial Library Northfield Police Department	Ongoing
2. Support and create opportunities for town-wide events SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Stage a local food festival Develop an event to celebrate farm life Sponsor re-skilling workshops and "how-to" fairs 	LEAD: Transition Northfield PARTNERS: Dickinson Memorial Library Northfield Area Tourism and Business Association Churches Agricultural Commission	Ongoing

OBJECTIVE #2: CREATE MORE COMMUNITY GATHERING PLACES

1. Increase opportunities for community gathering SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Encourage the creation of gathering places along the linear common on both public and private land Encourage local businesses to hold events and provide residents opportunities to gather 	LEAD: Northfield Area Tourism and Business Association PARTNERS: Local businesses Private property owners Residents	#1
2. Increase opportunities for gathering on Main Street SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Explore the establishment of a pub on Main Street Explore the establishment of a cooperative for food, gas, and other merchandise 	LEAD: Northfield Area Tourism and Business Association PARTNERS: Commercial establishments along Main Street Private property owners along Main Street	#1
3. Encourage the establishment of an arts/cultural focus SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Re-establish a summer arts/cultural event Explore the development an arts/cultural center 	LEAD: Northfield Cultural Council PARTNERS: Northfield Area Tourism and Business Association Area artists	#2
4. Develop a community park that may include playing fields, tennis courts, swimming, playgrounds, ice skating, picnic area, and other activities for all ages SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Work with the Recreation Commission to define current and future recreation needs Form a working group to develop a program defining the needs for a community park Explore potential locations for a community park Identify sources of funding for planning, construction and maintenance of a community park 	LEAD: Recreation Commission Open Space Committee PARTNERS: Northfield campus owners/occupants FirstLight/Northfield Mountain	

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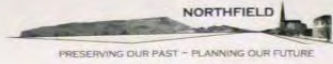
OBJECTIVE #3: INCREASE RECREATIONAL OPPORTUNITIES

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Develop/acquire needed recreational facilities</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Work with NCF to negotiate use and/acquisition of the Northfield campus athletic fields • Create and sustain golf, tennis and swimming facilities • Coordinate with the Recreation Commission to incorporate the Town's recreation goals in the relicensing negotiations with FirstLight Power 	<p>LEAD: Recreation Commission Open Space Committee</p> <p>PARTNERS: NCF/future campus owner/occupant Snow & Sons FirstLight Power</p>	<p>Ongoing</p>
<p>2. Promote recreational activities for health and enjoyment</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Develop a "welcome center" on Main Street • Assist in developing signage and trailhead kiosks • Work with the Northfield Highway Department to design, create and maintain parking for trailheads • Develop trail maps for local and regional trails • Develop and disseminate a brochure or printed Northfield trail guide, as well as an online Northfield trail map with links to other trail networks • Survey existing trail systems and conduct a needs assessment for their improvement or expansion • Create new trails on public or private lands (with permission) • Promote rock climbing • Sponsor hikes to historic sites/lesser-known trails 	<p>LEAD: Northfield Trails Association Open Space Committee Recreation Commission</p> <p>PARTNERS: Northfield Area Tourism and Business Association Highway Department</p>	<p>#1</p>

OBJECTIVE #4: INCREASE ACCESS TO THE CONNECTICUT RIVER

<p>1. Increase the number of public access points on the Connecticut River, including boat and paddling launching areas.</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Reconstruct a pedestrian crossing at/near the Schell Bridge • Establish parks on both sides of the River adjacent to the Schell Bridge • Facilitate the building of a canoe/kayak launch ramp at Bennett Brook Wildlife Management Area • Work with FirstLight to balance needs • Work to establish accessible river front walkways and river-viewing stations • Explore building a marina along the river front 	<p>LEAD: Open Space Committee Recreation Commission</p> <p>PARTNERS: DCR FirstLight Power/Northfield Mounta</p>	<p>#1</p>
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MASTER PLAN GOALS & STRATEGIES

GOAL #3: TO PROMOTE ECONOMIC DEVELOPMENT TOWN WIDE

OBJECTIVE #1: PROMOTE A FARMING ECONOMY


STRATEGY	LEAD & PARTNERS	PRIORITY
1. Promote existing farming SAMPLE ACTION STEPS: • Enact APRs • Work with and learn from the North Quabbin Food and Community Cooperative <i>Work with local farmers to be successful</i>	LEAD: Agricultural Commission PARTNERS: FRCOG	#1
2. Promote development of new farms and farming activity SAMPLE ACTION STEPS: • Create a distribution center for local produce • Create a canning operation for more efficient and cost-effective canning of local produce <i>Franklin County COE</i>	LEAD: Agricultural Commission PARTNERS: Individual entrepreneurial farmers Prospective farmers	#2
3. Promote development of agriculture-related businesses and services SAMPLE ACTION STEPS: • Establish a food co-op • Establish a town-run clearinghouse for the collection and distribution of farm products • Establish farm-to-table restaurants <i>Develop a food co-op (already done) 1/2009</i>	LEAD: Agricultural Commission PARTNERS: FRCOG Local realtors Northfield Area Tourism and Business Association Area restaurateurs	#2

OBJECTIVE #2: INCREASE INDUSTRY AND MANUFACTURING

1. Develop a pro-industry/manufacturing or industry/manufacturing-friendly environment in Northfield SAMPLE ACTION STEPS: • Amend existing zoning bylaw to include established industrial zones • Prepare a permitting guide for applicants to steer them through the process (streamline the process as much as possible) • Expand Broadband service throughout town	LEAD: Planning Board PARTNERS: Building Inspector FRCOG <i>Do NOT have a 20 year plan 5-10 yr the most (comparisons are only in the master plan the last 20 yrs)</i> <i>Business Development - any business with 10+ employees pays for property taxes</i> <i>Don't have a 20 year plan 5-10 yr the most</i> <i>Don't have a 20 year plan 5-10 yr the most</i>	#1 <i>NO! PLEASE</i>
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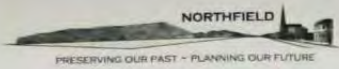
GOAL #3: TO PROMOTE ECONOMIC DEVELOPMENT TOWN WIDE

OBJECTIVE #3: SUPPORT RETAIL AND COMMERCIAL DEVELOPMENT

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Provide more parking on and/or off Main Street</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Work with MassDOT to take over ownership of the Main Street portion of Routes 10/63 through a phasing process • Attract a larger "anchor" retail use 	<p>LEAD: Board of Selectmen</p> <p>PARTNERS: Highway Department MassDOT</p>	<p>#1</p>
<p>2. Visually enhance the Main Street streetscape</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Bury overhead utility lines • Plant street trees • Introduce traffic-calming measures • Enhance street crossings • Install period street lights • Establish commercial cluster zones within the Main Street, allowing more off-street parking 	<p>LEAD: Highway Department</p> <p>PARTNERS: Planning Board</p>	<p>#2</p>
<p>3. Encourage establishment of businesses that serve community needs</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Streamline permitting process • Expand infrastructure, including Broadband • Actively recruit desired businesses 	<p>LEAD: Board of Selectmen</p> <p>PARTNERS: Northfield Area Tourism and Business Association</p>	<p>#3</p>
<p>4. Provide design guidelines for Main Street to help new businesses meld aesthetically with the character of Northfield</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Prepare and adopt design guidelines for Main Street • Develop and enforce a clear and attractive sign bylaw 	<p>LEAD: Planning Board</p> <p>PARTNERS: Historical Commission</p>	<p>#1</p>
<p>5. Establish greater control over truck traffic on Main St.</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Intensify speed ticketing for trucks, including greater surveillance by State Police 	<p>LEAD: Police Department</p> <p>PARTNERS: State Police</p>	<p>#2</p>
<p>6. Promote small, locally-owned business</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Add part-time economic development responsibilities to an existing staff position • Expand Broadband 	<p>LEAD: Town Meeting</p> <p>PARTNERS: Town Administrator Board of Selectmen Northfield Area Tourism and Business Association</p>	<p>#2</p>
<p>7. Provide guidance and publicize town interests in redevelopment of the Northfield Campus</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Supply prospective candidates with material outlining the town's interests and objectives 	<p>LEAD: Northfield Campus Collaborative</p> <p>PARTNER: Planning Board, Recreation Commission, Open Space Committee, Historical Society, Historical Commission</p>	<p>#2</p>

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**Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan**

 A Master Plan for Northfield: Preserving Our Past - Planning Our Future		
MASTER PLAN GOALS & STRATEGIES		
GOAL #3: TO PROMOTE ECONOMIC DEVELOPMENT TOWN WIDE		
OBJECTIVE #4: PROMOTE RECREATIONAL, HERITAGE AND ECO-TOURISM		
STRATEGY	LEAD & PARTNERS	PRIORITY
1. Reconstruct the Schell Bridge crossing to create a pedestrian/bikeway connection across the Connecticut River SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Work with the Friends of the Schell Bridge to actively promote its construction 	LEAD: Mass PART: Frier Boar Historical Society Recreation Commission <i>That is all with the state friends of the bridge</i> <i>Need also to develop/highlight farm trails esp riverbank trails</i>	#1
2. Promote long distance bicycle tours SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Install bike lanes on roadways where shoulders are inadequate Explore setting up designated stations on "inn-to-inn" tourist routes 	LEAD: Northfield Area Tourism and Business Association PARTNERS: FRCOG Area inns	#1
3. Develop a Native American cultural center/museum of Native American heritage SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Work with heritage preservation groups and Native American groups to publicize the importance and relevance of the sites and their commemoration 	LEAD: Historical Society PARTNERS: Native American heritage group <i>Great state</i>	#1
4. Promote the Dwight Lyman Moody story SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Write and place articles about the D. L. Moody heritage and artifacts in magazines and other tourism publications 	LEAD: Historical Society/Museum PARTNERS: NCF CS Lewis Foundation/Green NMH History Projects Con <i>Reach out to groups and organizations that are interested in the old camps like Moody Bible College in Chicago</i>	#1
5. Promote the Stearns houses story SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Write and place articles about the influence of the Stearns family and others in the design and construction of Northfield architecture 	LEAD: Historical Society/Museum PARTNERS: Historical Commission	#2
6. Develop and promote more agri-tourism SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Conduct an annual agricultural fair Establish a local agricultural marketing coop 	LEAD: Agricultural Commission PARTNERS: Northfield Area Tourism and Business Association Area farmers	#2
7. Promote enhance recreational, eating and lodging uses at the Northfield Golf Course SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Support and enable plans to develop new amenities at the site 	LEAD: Snow & Sons PARTNER: Planning Board/ZBA	#2

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 Preserving Our Past - Planning Our Future

MASTER PLAN GOALS & STRATEGIES

GOAL #4: TO PRESERVE AND REVITALIZE MAIN STREET

OBJECTIVE #1: PRESERVE HISTORIC CHARACTER WHILE ENHANCING ECONOMIC DIVERSITY

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Develop a plan to define the historic character of Main Street</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Update existing inventory of properties Explore the possibility of creating a Local Historic District Develop a preservation plan 	<p>LEAD: Historical Commission/LHD Study Committee</p> <p>PARTNERS: Owners of historic structures Massachusetts Historical Commission</p>	#3
<p>2. Establish a village center district</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Define/reaffirm village center district boundaries and dimensions Develop a participatory education process for informing property owners about the district Work with landlords and business-owners to create a shared vision Decide how residents, business-owners and property-owners want the village center to look Maintain the residential character in some locations Designate areas for infill development Enact zoning changes 	<p>LEAD: Planning Board</p> <p>PARTNERS: Residents Business-owners</p>	#2
<p>3. Develop economic opportunities and cluster commercial activity in designated areas</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Provide more incentives to attract services and amenities Align infrastructure capacity with future demand Provide more parking as a way of attracting businesses Revise zoning so that desired businesses cluster in pockets Revise zoning to allow certain desired businesses by right 	<p>LEAD: Planning Board</p> <p>PARTNERS: Northfield Area Tourism and Business Association Business-owners ZBA</p>	#2
<p>4. Develop design guidelines for commercial and residential properties</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Develop and carry out a public education process for informing property owners about guidelines; engage property owners in the design of guidelines Look for successful models in other towns of similar size Invite other towns to speak about and share design guidelines Create incentives for owners to occupy historic buildings Provide guidance about the size and scale of ancillary structures 	<p>LEAD: Planning Board</p> <p>PARTNERS: Property-owners Business-owners Northfield Area Tourism and Business Association</p>	#1

Useful plan to establish village center because of...

Get rid of hidden/hockey signs

GUIDELINES ARE NOT NECESSARY - they restrict growth and identity

Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan



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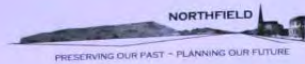
GOAL #4: TO PRESERVE AND REVITALIZE MAIN STREET

OBJECTIVE #2: IMPROVE LIVABILITY IN MAIN STREET

STRATEGY	LEAD & PARTNERS	PRIORITY
1. Increase safety SAMPLE ACTION STEPS: Short-term <ul style="list-style-type: none"> • Improve safety at critical crosswalks by installing flags • Enforce drug laws Medium-term <ul style="list-style-type: none"> • Reduce vehicle speed by restriping narrower lane lines and providing bicycle accommodation • Install speed feedback signs • Improve drop-off/pick-up at school • Limit truck traffic/control braking of trucks Long-term <ul style="list-style-type: none"> • Implement phase two of the Main Street Revitalization Project • Implement streetscape improvements through the Connecticut River Scenic Farm Byway project • Negotiate with Mass DOT to take local control of Main Street 	LEAD: Board of Selectmen PARTNERS: MassDOT Highway Department Northfield Elementary School FRCOG	#1
2. Increase connectivity SAMPLE ACTION STEPS: <ul style="list-style-type: none"> • Extend sidewalks north to the campus • Provide bike lanes and racks • Provide/improve connections to other destinations 	LEAD: Board of Selectmen Highway Department PARTNERS: New campus owner MassDOT	#2
3. Beautify the Main Street corridor SAMPLE ACTION STEPS: <ul style="list-style-type: none"> • Bury overhead utilities • Re-plant double rows of shade trees • Complete the sidewalk system • Install period lighting • Add site amenities • Upgrade signs on commercial property/enforce sign bylaw • Develop a regulation that allows for condemning visually decrepit buildings 	LEAD: Board of Selectmen PARTNERS: Utility companies Private property owners New campus owner/occupant	
4. Increase community gathering spaces SAMPLE ACTION STEPS: <ul style="list-style-type: none"> • Identify public and privately owned spaces for gathering • Improve access to Senior Center pavilion • Develop pocket parks • Obtain additional space for gathering (public space) • Support and promote creation of "third places" • Establish a battlefield park • Create a community parking lot • Consider acquiring land adjacent to the Creamery • Discuss acquisition of the form Mobil station property 	LEAD: Board of Selectmen PARTNERS: Open Space Committee Dickinson Memorial Library CF/NMH	#1

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GOAL #4: TO PRESERVE AND REVITALIZE MAIN STREET

OBJECTIVE #3: PROTECT THE CAMPUS BUILDINGS AND LANDSCAPE

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Collaborate in redevelopment efforts to help support town goals</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Amend current zoning bylaw to promote desired uses Actively promote town goals to future owner/occupant Re-establish the Campus Collaborative Committee Designate a town representative to participate in the negotiation process for campus re-use Develop a pro-active relationship with the new owner/occupant 	<p>LEAD: Planning Board</p> <p>PARTNERS: Board of Selectmen/appointed town representative Northfield Campus Collaborative Committee</p>	#1
<p>2. Preserve the campus buildings and landscape to the extent possible</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Establish a local historic district for the campus and adjacent related properties Place preservation restrictions on campus buildings with the greatest historical significance Nominate the campus to the National Register of Historic Places Seek designation for the campus as a National Historic Landmark 	<p>LEAD: Northfield Historical Commission</p> <p>PARTNERS: Massachusetts Historical Commission NCF/new occupant/new owner(s) Northfield Campus Collaborative Committee</p>	#1
<p>3. Develop a marketing plan to promote Northfield and the campus</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Describe and promote historic aspects of the campus Encourage redevelopment Promote Northfield to prospective occupants/owner(s) 	<p>LEAD: Northfield Area Tourism and Business Association Northfield Campus Collaborative Committee</p> <p>PARTNERS: NCF/new occupant/new owner(s)</p>	#1

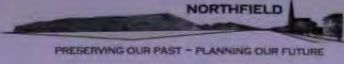
Refer to appropriate bylaw

did establish historic district

international materials brochure

Reach out to groups and organizations with an interest in the old campus like nearby residents

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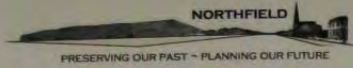
GOAL #5: TO MAINTAIN MUNICIPAL SERVICES, IMPROVE PUBLIC SERVICES & ENHANCE COMMUNICATION

OBJECTIVE #1: IMPROVE COMMUNICATION BETWEEN GOVERNMENT AND RESIDENTS

STRATEGY	LEAD & PARTNERS	PRIORITY
1. Review the structure of town government SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Review the findings of the Town Governance Committee Compare to other small towns in the region and consider advantages/disadvantages of alternative structures 	LEAD: Town Governance Committee PARTNERS: Board of Selectmen Town Administrator	Ongoing
2. Broaden volunteer participation on municipal boards and committees SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Include volunteer recruitment forms in town mailings Recognize volunteer contributions Recruit volunteers from all parts of town Review board/committee structure in the interest of efficiency and elimination any duplication of effort 	LEAD: Board of Selectmen PARTNERS: Town Committees Residents	#1
3. Establish a clear channel of communication between government and residents SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Expand information sharing on Town website Consider designating a column in the community newsletter Place Town Hall postings in duplicate form in West Northfield Increase interaction between BOS and other committees Expand use of local cable TV for dissemination of information 	LEAD: Town Administrator PARTNERS: Board of Selectmen Town Departments Local cable TV Community Newsletter Residents <i>Regular mailings to all households</i> <i>Town Bulletin Board</i> <i>After-Town Committee</i> <i>Main Street Arts on 1st neighbors</i>	#1
4. Improve enforcement of land use regulations SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Convene the Bylaw Committee and review enforcement protocols Support the Building Inspector's charge to enforce up-keep of properties 	LEAD: Bylaw PARTNERS: Building Inspector Planning Board	#1
5. Continue discussions to bring broadband access to Northfield SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Continue to work with state and regional entities including the Wired West cooperative 	LEAD: Board of Selectmen PARTNERS: Wired West Massachusetts Broadband Initiative	Ongoing
6. Promote opportunities for community gathering SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Consider using town wide internet virtual gathering space Increase town wide events Consider developing a town common/park Promote development of community gardens 	LEAD: Board of Selectmen and Town Administrator PARTNERS: Open Space Committee Recreation Commission Transition Northfield Private commercial establishments <i>Bring back the church fair as a major town event if new steps per 7, 2013</i>	#1

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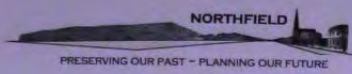
GOAL #5: TO MAINTAIN MUNICIPAL SERVICES, IMPROVE PUBLIC SERVICES & ENHANCE COMMUNICATION

OBJECTIVE #7: MAINTAIN AND IMPROVE TOWN FACILITIES

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Plan/phase improvements to public properties</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Develop a capital 5-year plan for municipal facilities • Promote sustainability measures 	<p>LEAD: Highway Department Energy Committee Town Administrator</p> <p>PARTNERS: Town Departments Finance Committee Transition Northfield</p>	#1
<p>2. Provide adequate facilities for municipal offices</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Renovate Town Hall 	<p>LEAD: Town Hall Space Utilization Committee</p> <p>PARTNERS: Highway Department</p>	#2
<p>3. Provide adequate facilities to accommodate public safety functions (specifically the needs of fire, police, EMS)</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Explore possibilities for accommodating public safety space and equipment needs in one facility (or separate facilities) • Consider augmenting the police department with volunteers • Explore option of regionalizing police services 	<p>LEAD: Public Safety Facilities Committee</p> <p>PARTNERS: Police Department Fire Department EMS</p>	#1
<p>4. Ensure that municipal equipment storage needs are adequately accommodated and that communication systems are better</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Provide adequate facilities for Highway Department 	<p>LEAD: Highway Department</p> <p>PARTNERS: Public Safety</p>	#2
<p>5. Provide adequate indoor and outdoor educational facilities in order to continue to support excellence in education</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Support implementation of Land Management Plan at the high school • Undertake renovations to the Northfield Elementary School 	<p>LEAD: Regional School District Northfield Elementary School Elementary School Committee</p> <p>PARTNERS: Transition Northfield Agricultural Commission School Utilization Committee</p>	Ongoing

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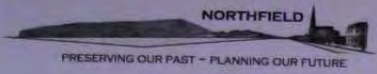
GOAL #5: TO MAINTAIN MUNICIPAL SERVICES, IMPROVE PUBLIC SERVICES & ENHANCE COMMUNICATION

OBJECTIVE #7: MAINTAIN AND IMPROVE TOWN FACILITIES (continued)

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>6. Provide adequate facilities for growing senior population</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Explore need for expanded Senior Center • Continue to expand amenities and programming at Senior Center • Consider acquiring and running a demand/responsive senior van 	<p>LEAD: Council on Aging</p> <p>PARTNERS: Board of Selectmen</p>	#2
<p>7. Continue to provide library services, adapting to new technologies and providing varied programming to meet community needs and desires</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Support Dickinson Memorial Library's efforts at improving the facility and expanding services 	<p>LEAD: Dickinson Memorial Library</p> <p>PARTNERS: Town Departments</p>	#1
<p>8. Improve Infrastructure to support alternative modes of transportation</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Expand sidewalks • Maintain/expand trails • Promote biking 	<p>LEAD: Highway Department</p> <p>PARTNERS: Open Space Committee Recreation Commission Northfield Area Tourism and B...</p>	#1
<p>9. Control the quality and quantity of stormwater runoff, essential to the overall health of the town's residents and natural resources</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Develop a stormwater management plan 	<p>LEAD: Highway Department</p> <p>PARTNERS: Executive Office of Energy & Environmental Affairs Massachusetts Department of Environmental Protection</p>	#2

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GOAL #5: TO MAINTAIN MUNICIPAL SERVICES, IMPROVE PUBLIC SERVICES & ENHANCE COMMUNICATION

OBJECTIVE #3: IMPROVE PUBLIC SERVICES

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Improve the ability of residents to travel without needing an automobile (including seniors, youth, and those wishing to avoid car travel)</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Consider expanding senior van service and expanding further to serve Northfield youth 	<p>LEAD: FRTA</p> <p>PARTNERS: Council on Aging</p> <div style="background-color: yellow; padding: 2px; font-size: small; margin-top: 10px;"> Reach out to church youth groups for transport options </div>	<p>#1</p>
<p>2. Explore the need for additional services for an increasingly elderly population</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Explore the need for additional senior services including Town Nurse and an expanded senior van service Increase outreach services/home visits to isolated seniors Expand subsidized housing options for over 55 and seniors 	<p>LEAD: Council on Aging</p> <p>PARTNERS: Dickinson Memorial Library Regional Housing Authority</p> <div style="background-color: yellow; padding: 2px; font-size: small; margin-top: 10px;"> Town Nurse </div>	<p>#1</p>
<p>3. Plan for the possibility of potential growth and consider alternative ways of extending sewer service</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Explore ways of increasing sewage capacity Consider establishing a "Sewer Enterprise Fund" Consider use of on-site sewage treatment plants for large-scale commercial and/or light manufacturing or industrial uses 	<p>LEAD: Sewer Department</p> <p>PARTNERS: Private developers</p>	<p>#2</p>
<p>4. Plan for the possibility of potential growth and ensure the future availability of water</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Develop a plan for future water improvements 	<p>LEAD: Northfield Water District</p> <p>PARTNERS: East Northfield Water Company</p> <div style="background-color: yellow; padding: 2px; font-size: small; margin-top: 10px;"> *Very important determine other things </div> <div style="background-color: yellow; padding: 2px; font-size: small; margin-top: 10px;"> Source = #1 water (East Northfield) discuss size of pipe with existing population (2012-2013) </div>	<p>#2</p>

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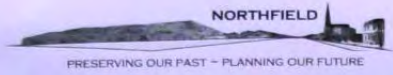
MASTER PLAN GOALS & STRATEGIES

GOAL #6: TO EXPAND HOUSING OPPORTUNITIES AND SUPPORT NEIGHBORHOODS

OBJECTIVE #1: ENCOURAGE THE DEVELOPMENT OF HOUSING UNITS FOR AN INCREASINGLY ELDERLY POPULATION

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Encourage development of smaller housing units</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Work with identified property owners to determine interest levels in selling land and/or creating smaller housing units • Identify appropriate areas for smaller homes • Explore flexible zoning bylaw options for converting historic homes into condominiums and/or townhouses to increase senior downsizing choices 	<p>LEAD: Planning Board</p> <p>PARTNERS: Local realtors</p> <p><i>Handwritten notes:</i> - Complete Zoning act... - ALL ZONING... - Small cluster dev with an... - Allow... - Small cluster dev with an... - Multi-Generational Housing</p>	<p>#3</p>
<p>2. Encourage attached units to save land and reduce costs</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Make a slight zoning amendment to allow for attached units by special permit • Work with applicants for residential special permits to create attached homes • Identify, invite to Northfield, and work with developers who are interested in smaller attached housing units 	<p>LEAD: Planning Board</p> <p>PARTNERS: Local realtors Developers</p> <p><i>Handwritten notes:</i> - Multi-Generational Housing</p>	<p>#2</p>
<p>3. Encourage possibilities of reuse of the Northfield campus buildings for housing for the elderly</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Include appropriate new or remodeled housing units on the Northfield campus 	<p>LEAD: Planning Board</p> <p>PARTNERS: NCF/new owner/occupant Northfield Campus Collaborative</p> <p><i>Handwritten notes:</i> - Allow... - Reuse large areas for... - Allow expansion of... - All objectives... - Age restricted housing... - Reuse large areas for... - Allow expansion of... - All objectives...</p>	<p>#2</p>

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GOAL #6: TO EXPAND HOUSING OPPORTUNITIES AND SUPPORT NEIGHBORHOODS

OBJECTIVE #2: CREATE ADDITIONAL LOW AND MODERATE INCOME HOUSING

STRATEGY	LEAD & PARTNERS	PRIORITY
1. Expand the existing Squakeag Village Housing for the Elderly SAMPLE ACTION STEPS: • Form a new Town Housing Co. • Work with FCHRA	LEAD: Newly-formed Town Housing Committee PARTNERS: Planning Board and the FCHRA	#2
2. Identify a site for low and moderate income family housing SAMPLE ACTION STEPS: • Form Town Housing Committee • Work with FCHRA	LEAD: Newly-formed Town Housing Committee PARTNERS: Planning Board and the FCHRA	#1
3. Identify sites for non-profit affordable housing developers SAMPLE ACTION STEPS: • Form Town Housing Committee • Work with HAP and other groups	LEAD: Newly-formed Town Housing Committee PARTNERS: Planning Board	#3

*Rebuild Sq. vill
 moderate w/ elevators*

*Enable young families to afford to buy a home in Northfield
 Habitat for*

HAP and other partners

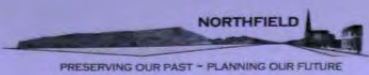
OBJECTIVE #3: DEVISE STRATEGIES FOR ECONOMIC DEVELOPMENT, INTERACTIONS, AND STABILITY

1. Identify long term needs and opportunities for Northfield's five neighborhoods SAMPLE ACTION STEPS: • Identify opportunities to expand housing while, at the same time preserving neighborhood character, including the agricultural landscape • Identify appropriate locations for and types of commercial development within individual neighborhoods • Identify ways of expanding use of existing recreation facilities and create new facilities to better serve individual neighborhoods	LEAD: Planning Board PARTNERS: Agricultural Commission Recreation Commission Northfield Area Tourism and Business Association Neighborhood Groups and Associations	#2
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Increase awareness of existing resources by showcasing ways to reach people

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MASTER PLAN GOALS & STRATEGIES

GOAL #7: TO ENHANCE TRANSPORTATION AND CIRCULATION SYSTEMS

OBJECTIVE #1: PROVIDE OPPORTUNITIES TO ENCOURAGE PEDESTRIAN AND RIDESHARE TRANSPORTATION

STRATEGY	LEAD & PARTNERS	PRIORITY
1. Coordinate with MassDOT to construct new pedestrian/bicycle bridge over Connecticut River SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Work with MassDOT bridge engineers 	LEAD: Board of Selectmen PARTNERS: MassDOT Friends of the Schell Bridge DCR	#2 <i>make it</i>
2. Establish "Safe Routes to School" program SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Submit application to MassDOT/MassRides 	LEAD: Northfield School principal PARTNERS: MassDOT Mentors at T. L. ... church & Park	#1
3. Develop a bicycle plan SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Identify where bicycle accommodations can be implemented on town-owned roadways Identify relevant standards Place bicycle racks 	LEAD: Town & MassBike Pioneer PARTNERS: FRCOG MassDOT Northfield Area Tourism and Business Association	#1
4. Coordinate with Bernardston to continue to provide senior van service SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Identify future demand needs for senior service Coordinate with Bernardston Consider other options 	LEAD: Council on Aging PARTNERS: Bernardston FRTA	#1
5. Coordinate with FRCOG to identify park-and-ride lot location SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Coordinate with FRCOG and MassDOT to identify potential locations for a new regional park-and-ride lot to serve Northfield 	LEAD: FRCOG PARTNERS: FRTA MassDOT	#1
6. Increase connectivity through construction of sidewalks, bike lanes, and links to adjacent trails SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Develop plan to identify needs and set priorities 	LEAD: Highway Department PARTNERS: MassDOT	#2 <i>make it</i>
7. Provide ridesharing options to serve residents without vehicles SAMPLE ACTION STEPS: <ul style="list-style-type: none"> Develop a volunteer rideshare program and post requests through electronic social media and in designated public areas Encourage drivers to register with MassRides/NURide to receive discounts for services 	LEAD: Town Administrator/Town Clerk PARTNER: FRTA MassRides/NURide Housing Authority Council on Aging	#1

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GOAL #7: TO ENHANCE TRANSPORTATION AND CIRCULATION SYSTEMS

OBJECTIVE #2: IMPROVE SAFETY AND OPERATIONS

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Improve safety and livability on Main Street</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Coordinate with FRCOG and MassDOT to get projects listed on TIP and secure funding Reduce vehicle speed by restriping lane lines and providing bicycle accommodation Install speed feedback signs Consider providing pedestrian flags at critical crosswalks 	<p>LEAD: Highway Department</p> <p>PARTNERS: MassDOT FRCOG</p>	#1
<p>2. Improve safety at State maintained intersections (Route 10/Gill Center Road/Main Street and Route 10/Main Street/Route 63)</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Work to reduce state route sign clutter 	<p>LEAD: MassDOT</p> <p>PARTNERS: FRCOG</p>	#2
<p>3. Identify measures to reduce truck impacts on Main Street</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Coordinate with MassDOT 	<p>LEAD: MassDOT</p> <p>PARTNERS: FRCOG</p>	#2
<p>4. Improve student drop-off/pick-up operations at the Elementary School</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Coordinate with MassDOT when Main Street is repaved or re-striped Ensure that redesign/repavement of parking lot in rear of school meets objectives 	<p>LEAD: Highway Department</p> <p>PARTNERS: MassDOT Northfield Elementary School PVRSD</p>	#2

Bob - Contracting + Police Dept enforcement

[Blank yellow sticky note]

Improve Create Bypass along RR tracks

MANY TRUCKS IN THE WILDCAT POST NO ENGINE MARKS

Find out truth about ability to restrict Truck Drives

INCLUDE AT 142 7/20/2012

Considered relocation other state 10/12

NO JACK BRAKES!

Make #1 from COMMUNITY PARTICIPATION for PROPOSALS & RESOLVED

More #1 Signet to slow traffic further away from school

Look at what similar schools do for the same issue

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MASTER PLAN GOALS & STRATEGIES

GOAL #8: TO PROMOTE NORTHFIELD'S HISTORY AND CULTURE

OBJECTIVE #1: BROADEN PUBLIC AWARENESS OF NORTHFIELD'S HISTORY AND CULTURE

STRATEGY	LEAD & PARTNERS	PRIORITY
1. Provide opportunities for visitors to learn about Northfield's history SAMPLE ACTION STEPS: • Establish a welcome center to serve as a clearinghouse of information about Northfield's historic and cultural resources • Create a website, associated with the visitor and linking to cultural and historic resources	LEAD: Newly-formed "visitor services" committee PARTNERS: Historical Commission Historical Society/Museum Cultural Council Open Space Committee Agricultural Commission Northfield Area Tourism and Business Association	#1
2. Showcase and interpret D. L. Moody and his legacy SAMPLE ACTION STEPS: • Include materials about D. L. Moody and his legacy at the proposed welcome center and on the associated website • Enrich the public school curriculum to include segment(s) on Moody	LEAD: Newly-formed "visitor services" PARTNERS: Rustic Ridge Association NCF/NMH History Project Historical Society/Museum	#1
3. Rekindle Northfield's Native American history and its interpretation SAMPLE ACTION STEPS: • Include materials about Native American history at the proposed welcome center and on the associated website • Enrich the public school curriculum to include segment(s) on Native Americans in the Northfield • Connect to regional efforts to promote American history	LEAD: Newly-formed "visitor services" committee PARTNERS: Native American history enthusiasts	#2
4. Promote and interpret historic archaeology SAMPLE ACTION STEPS: • Include materials about local historic archaeology at the proposed welcome center and on the associated website • Construct outdoor kiosks with interpretive information (photos and text) at the historic archaeological sites • Enrich the public school curriculum to include segment(s) on local archaeology • Offer Northfield's historic archaeology sites as laboratories for academic research	LEAD: Newly-formed "visitor services" committee PARTNERS: Friends of the Schell Bridge Historical Commission Historical Society/Museum	#2
5. Promote/interpret the craftsmanship of the Stearns family and others in the design and construction of American architecture throughout Northfield SAMPLE ACTION STEPS: • Include materials about Northfield's historic architecture, including the Stearns houses, at the proposed welcome center and on the associated website • Engage students of history and architecture in the study of the houses	LEAD: Historical Society/Historical Commission PARTNERS: Vernacular Architecture Forum University of Massachusetts American Institute of Architects Stearns houses owners	#2

17
 17

#2
 This should be a low priority


from Indian History Comm of N's subcommittee

Indians in Northfield
 - 1700s
 - 1800s
 - 1900s
 - 2000s

Indians in Northfield
 - 1700s
 - 1800s
 - 1900s
 - 2000s

UNAS
 archaeology dept
 \$
 Franklin Park
 archaeology

Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan



A Master Plan for Northfield:
Preserving Our Past - Planning Our Future

MASTER PLAN GOALS & STRATEGIES

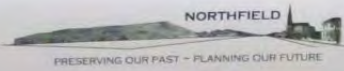
GOAL #8: TO PROMOTE NORTHFIELD'S HISTORY AND CULTURE

OBJECTIVE #2: PROMOTE STEWARDSHIP OF HISTORIC AND CULTURAL RESOURCES

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Develop incentives for property owners to maintain historic buildings</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Establish a revolving loan fund • Establish National Register Districts along Highland Avenue and at Rustic Ridge • Establish an historic plaque program • Offer historic preservation Tax Credits <div style="background-color: yellow; padding: 2px; margin-top: 10px; font-size: small;"> Any grants available for historic preservation? </div>	<p>LEAD: Historical Commission</p> <p>PARTNERS: Local bank(s) Board of Selectmen/Town Meeting Property owners along Highland Avenue and at Rustic Ridge</p>	#1
<p>2. Preserve publicly-owned buildings and landscapes</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Restore full match to CPA • Invest in efforts to preserve Town Hall • Continue to invest in the Dickinson Memorial Library as a community hub and cultural center • Collaborate with MassDOT in the reconstruction of the Schell Bridge • Assume control of the Main Street portion of Routes 63/10; Restore the Common through a combination of highway improvements and streetscape enhancements 	<p>LEAD: Board of Selectmen</p> <p>PARTNERS: Town Departments Friends of the Schell Bridge</p>	#1
<p>3. Develop a multi-year, incremental plan to preserving buildings and landscapes town wide</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> • Prepare a town-wide comprehensive preservation plan • Update inventory of historic resources • Conduct a community-wide survey to establish preservation priorities • Prepare a phased set of recommendations 	<p>LEAD: Historical Commission</p> <p>PARTNERS: Property owners Town Meeting Open Space Committee</p>	#1

MAITHEE LEON LANDSCAPE ARCHITECTURE, LLC • Community Code • Community Preservation Association • APCOM

Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan



A Master Plan for Northfield:
Preserving Our Past - Planning Our Future

MASTER PLAN GOALS & STRATEGIES

GOAL #8: TO PROMOTE NORTHFIELD'S HISTORY AND CULTURE

OBJECTIVE #3: PROMOTE HERITAGE TOURISM

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Brand Northfield as a historic and cultural destination</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Create a logo to be used on signs, banners, and in web-based and print materials. Create a website dedicated to promoting Northfield history and culture, providing links to local resources, and offering a regularly-updated calendar of events Approach MassDOT to obtain destination signage on highway Consider installing an outdoor bulletin board for posting maps, interpretive materials, and events Utilize parking at trailheads to provide orientation signs to cultural and historic sites 	<p>LEAD: Northfield Area Tourism and Business Association</p> <p>PARTNERS: Historical Society/Museum MassDOT Open Space Committee Highway Department</p>	#1
<p>2. Broaden historic and cultural offerings for visitors</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Upgrade/expand the Historical Society's Museum facility to provide more exhibition and performance space Collaborate with the National Christian Foundation/future campus occupants in use of existing performance space(s) Develop a smartphone application that connects visitors to historic and cultural sites Advocate for an annual town appropriation to support the Historical Society/Museum 	<p>LEAD: Cultural Council</p> <p>PARTNERS: Historical Society/Museum Historical Commission NCF/Future campus occupant(s) Other Northfield cultural and historical institutions Regional cultural and historical organizations</p>	#1
<p>3. Collaborate with regional heritage tourism efforts</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Seek inclusion on websites and in publications of regional tourism organizations, e.g. Massachusetts Scenic Byways Connect sites through maps/physical markers so visitors are given information about multiple sites to visit Utilize venues (visitor centers/information booths) of neighboring towns for placing information about Northfield's historic and cultural resources. 	<p>LEAD: Northfield Area Tourism and Business Association</p> <p>PARTNERS: Historical Society/Museum Massachusetts Scenic Byways FRCOG</p>	#1

Another View of Northfield Architecture, LLC • Community Edge • Community Preservation Associates • APCMA



A Master Plan for Northfield:
 Preserving Our Past - Planning Our Future

MASTER PLAN GOALS & STRATEGIES

LOW HANGING FRUIT

OPEN SPACE & NATURAL RESOURCES

- Encourage more farms to enroll in the APR program or other agricultural protection programs
- Support regional efforts to make connections between open spaces
- Remove "paper roads" in the NMH forest land
- Promote agricultural use by disseminating Northfield farms map, soil map, and other informational materials
- Collaborate with the Regional High School Land Management program and involve students in land stewardship efforts

Need also to consider wetlands and forest land

Close Park to town block party

RECREATION & COMMUNITY GATHERING

- Develop a planning kit for those wishing to hold a neighborhood event
- Provide barricades for housing block parties
- Stage a local food festival
- Develop an event to celebrate farm life
- Sponsor re-skilling workshops and "how-to" fairs
- Develop a welcome center on Main Street in an existing space
- Coordinate with the Recreation Commission to incorporate the Town's recreational goals in the relicensing negotiations with FirstLight Power
- Sponsor hikes to historic sites and lesser known trails
- Form a working group to develop a program defining the needs for a community park

Get Robert to create program

Get open space

filling of for chickens

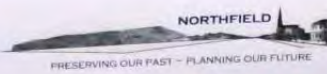
see idea for Water Center which history and culture

ECONOMIC DEVELOPMENT TOWN-WIDE

- Streamline the permitting process through better dissemination of planning documents
- Explore the establishment of a volunteer economic development coordinator
- Supply prospective candidates for purchase and/or re-use of the Northfield campus with materials outlining the town's goals and objectives
- Write and place articles about Moody in magazines and other tourism publications
- Write and place articles about the Stearns buildings and other historic architecture in Northfield
- Explore setting up designated stations on "inn-to-inn" bike tours
- Establish an annual agricultural fair
- Promote farm to table restaurants
- Study the North Quabbin Food and Community Coop for lessons for Northfield

Establish some parking lots in town center

Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan



NORTHFIELD
PRESERVING OUR PAST - PLANNING OUR FUTURE

A Master Plan for Northfield:
Preserving Our Past - Planning Our Future

MASTER PLAN GOALS & STRATEGIES

LOW HANGING FRUIT

MAIN STREET

- Look to other towns of similar size and character for successful design guideline models
- Invite other towns to speak in Northfield about their experience in developing guidelines
- Improve safety at critical crosswalks by installing flags
- Enforce drug laws
- Identify public and privately-owned spaces used for gathering, capitalizing on spaces that already exist
- Actively promote the town and its goals to future owner/occupant of the campus
- Re-establish the Campus Collaborative Committee
- Designate a town representative to participate in the negotiation process for campus re-use
- Develop a pro-active relationship with the new campus owner/occupant
- Describe and promote the historic aspects of the campus
- Encourage local businesses to hold events and provide opportunities for residents to gather
- Update existing inventory of properties
- Work with landlords, businesses and residents to create a shared vision for Main Street

MUNICIPAL FACILITIES, PUBLIC SERVICES, COMMUNICATION

- Broaden volunteer participation on municipal boards and committees (by, for example, sending out recruitment forms with town mailings, recognizing volunteer contributions, etc.)
- Establish a clear channel of communication between government and residents (by, for example, using the Town's website more extensively, designating a column in the community newsletter, expanding use of Cable TV, placing Town Hall postings in duplicate form in West Northfield)
- Provide bike racks outside of public buildings and encourage private establishments to provide bike racks
- Support Building Inspector's charge to enforce upkeep of properties

HOUSING AND NEIGHBORHOODS

- Enact a slight zoning amendment to allow attached units by permit
- Form a Town Housing Committee to explore housing issues

Martha Lyon Landscape Architecture, LLC - Community Circle - Community Press

INTERESTING TOWNS
WIDE A
EXISTING TOWNS
Few to Browns
to each
other

Did not
include
Saugus

Call
from
St. John's
St. John's

Revised
Town Hall
do not depend on
anyone else
Make a plan
and done

Appreciate
more
people who
volunteer
support their
efforts

access to
pool -
continue
it

Include regular
mailings in all
town mail

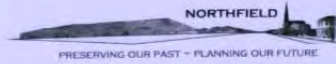
Explore way of
communicating
spending getting
people's resources

Have informed
in Northfield
about
what are available
or successful from
other

Company that
Critical had
for design
long time
increased
priority

Check with
the town
before
proceeding in
B-2 is a standard

**Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan**



A Master Plan for Northfield:
Preserving Our Past - Planning Our Future

MASTER PLAN GOALS & STRATEGIES

LOW HANGING FRUIT

TRANSPORTATION & CIRCULATION

- Establish a "Safe Routes to School" program
- Provide ridesharing options to serve residents without vehicles
- Encourage drivers to register with MassRides/NURide to receive discounts for services
- Reduce vehicle speed by restriping lane lines
- Consider providing pedestrian flags at critical crosswalks
- Intensify speed ticketing for trucks including greater surveillance by State Police

Measure truck
speed on Main St.
Get some more
pedestrian
crossings from the bike
but not on road

We have an
Open Space Logo
now for trails

NORTHFIELD'S HISTORY & CULTURE

- Create a logo to be used on signs, banners, and in web-based and print materials
- Create a website, dedicated to promoting Northfield history and culture, providing links to local resources, and offering a regularly-updated calendar of events
- Seek inclusion on websites and in publications of regional tourism organizations, e.g. Massachusetts Scenic Byways
- Connect historic and cultural sites through maps/physical markers so visitors are given information about multiple sites to visit
- Utilize venues (visitor centers/information booths) of neighboring towns for placing information about Northfield's historic and cultural resources
- Enrich the public school curriculum to include segments on Native American, local archaeology, historic architecture, and other aspects of Northfield's history
- Work with heritage preservation groups and Native American groups to publicize the importance and relevance of the sites and their commemoration
- Write and place articles regarding D. L. Moody heritage, Stearns architecture, etc. in magazines and tourist publications
- Consider installing an outdoor bulletin board for posting maps, interpretive materials and events
- Develop a smartphone application that connects visitors to historic and cultural sites

Take what we have
Region
Visit Northfield area
see local history
of local sites
to help
and history and now
to regularly updated

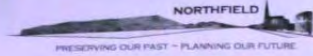
Regional
Development
Sign

Signs under road
space required
funding

Check and
Tourism Fairs
CR. Project

Develop a website
with photos and
local sites
- information on
at job or visit
the website
- info

Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan



A Master Plan for Northfield:
 Preserving Our Past - Planning Our Future

MASTER PLAN GOALS & STRATEGIES

GOAL #1 TO PROMOTE PRESERVATION OF OPEN SPACE & NATURAL FEATURES

OBJECTIVE #1- PRESERVE NATURAL RESOURCES AND FARMLAND

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>1. Provide opportunities in formal and informal settings for youth to learn the importance of preserving natural resources</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Coordinate with Regional High School Land Management Plan Involve students in monitoring water quality Educate Town boards and committees 	<p>LEAD: Pioneer Valley Regional School District Greater Northfield Watershed Association</p> <p>PARTNERS: All local schools Open Space Committee Conservation Commission</p>	#2
<p>2. Assist landowners to protect their land through APR and other appropriate programs such as conservation restrictions</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Set aside funding each year to assist protection efforts Launch effort to raise CPA % from 0.5% to 3.0% Apply for relevant state LAND and other grants 	<p>LEAD: Agricultural Commission Open Space Committee</p> <p>PARTNERS: Mount Grace Land Conservation Franklin Land Trust EOEEA Private Conservation Foundations</p>	#1
<p>3. Continue to encourage farm uses in areas of agricultural soils and farmland of statewide importance</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Encourage more farms to enroll in the APR or other protection program Work to improve farming economy Create a center to drop off and ship local produce to schools, local establishments, etc. Disseminate soil map Educate Town officials Disseminate Northfield Farms map 	<p>LEAD: Agricultural Commission Open Space Committee</p> <p>PARTNERS: Mount Grace Land Conservation Trust EOEEA</p>	#2
<p>4. Create more specific bylaws to preserve natural resources and farming</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Explore and enact new zoning bylaws that protect open space and surface waters Adopt zoning measures that protect farmland Consider a "ridge protection" bylaw 	<p>LEAD: Agricultural Commission Open Space Committee</p> <p>PARTNERS: FRCOG Bylaws Committee Northfield Board of Selectmen</p>	#3

Make sure to work with Elementary Students early education!

Library program

also consider as landscaping

CPA
 Best way to protect land is to use CPA. CPA can be a tremendous asset to communities. CPA is a voluntary program that allows landowners to protect their land and receive tax benefits.

Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan



A Master Plan for Northfield:
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MASTER PLAN GOALS & STRATEGIES

GOAL #1 TO PROMOTE PRESERVATION OF OPEN SPACE & NATURAL FEATURES

OBJECTIVE #1: PRESERVE NATURAL RESOURCES AND FARMLAND (continued)

STRATEGY	LEAD & PARTNERS	PRIORITY
<p>5. Work with landowners, including NMH, to improve and preserve for public enjoyment natural environments such as scenic views and other landscape features</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Identify scenic views, roads, byways Acquire Mill Brook property and other open space for nature preserve Preserve more woodlands with streams and vernal pools Support the Historical Society and Commission in efforts to preserve the town's historic character Provide information on invasive species Support conservation of NMH Forest Strive to protect forest lands adjacent to Rustic Ridge 	<p>LEAD: Agricultural Commission Open Space Committee</p> <p>PARTNERS: Regional Land Trusts Northfield Mountain Recreation and Environmental Center Historical Society/Historical Commission</p>	<p>#1</p>
<p>6. Work to make connections (natural corridors) between open spaces</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Cooperate with Northfield State Forest (DCR & DWF) to make connections Support regional efforts such as the "Quabbin to Cardigan" program Partner with Mount Grace Land Conservation Trust and NMH 	<p>LEAD: Open Space Committee</p> <p>PARTNERS: Mount Grace Land Conservation Trust DCR & DFW Northfield Mountain Recreation and Environmental Center</p>	<p>#3</p>
<p>7. Develop and improve management of open spaces</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Explore ways to improve the stewardship of Northfield Town Forest, King Philip's Hill, Brushy Mountain, and other potential protected land Draft management plans for potential conservation areas, such as the Mill brook areas west of Birnam Road Control invasive species Remove Strowbridge Road and other "paper roads" in NMH forest lands 	<p>LEAD: Open Space Committee</p> <p>PARTNERS: Mount Grace Land Conservation Trust Volunteer Groups</p>	<p>#1</p>
<p>8. Protect water resources</p> <p>SAMPLE ACTION STEPS:</p> <ul style="list-style-type: none"> Monitor surface water quality of the town's sources of drinking water Monitor the FLP Pumped Storage Facility re-licensing process Develop detailed water supply recharge area maps 	<p>LEAD: Board of Health Open Space Committee</p> <p>PARTNERS: Mount Grace Land Conservation Trust Greater Northfield Watershed Association</p>	<p>#2</p>

Consider
 Water as a
 #2 priority

Zone I
 purchase
 property
 adjacent
 to Zone II

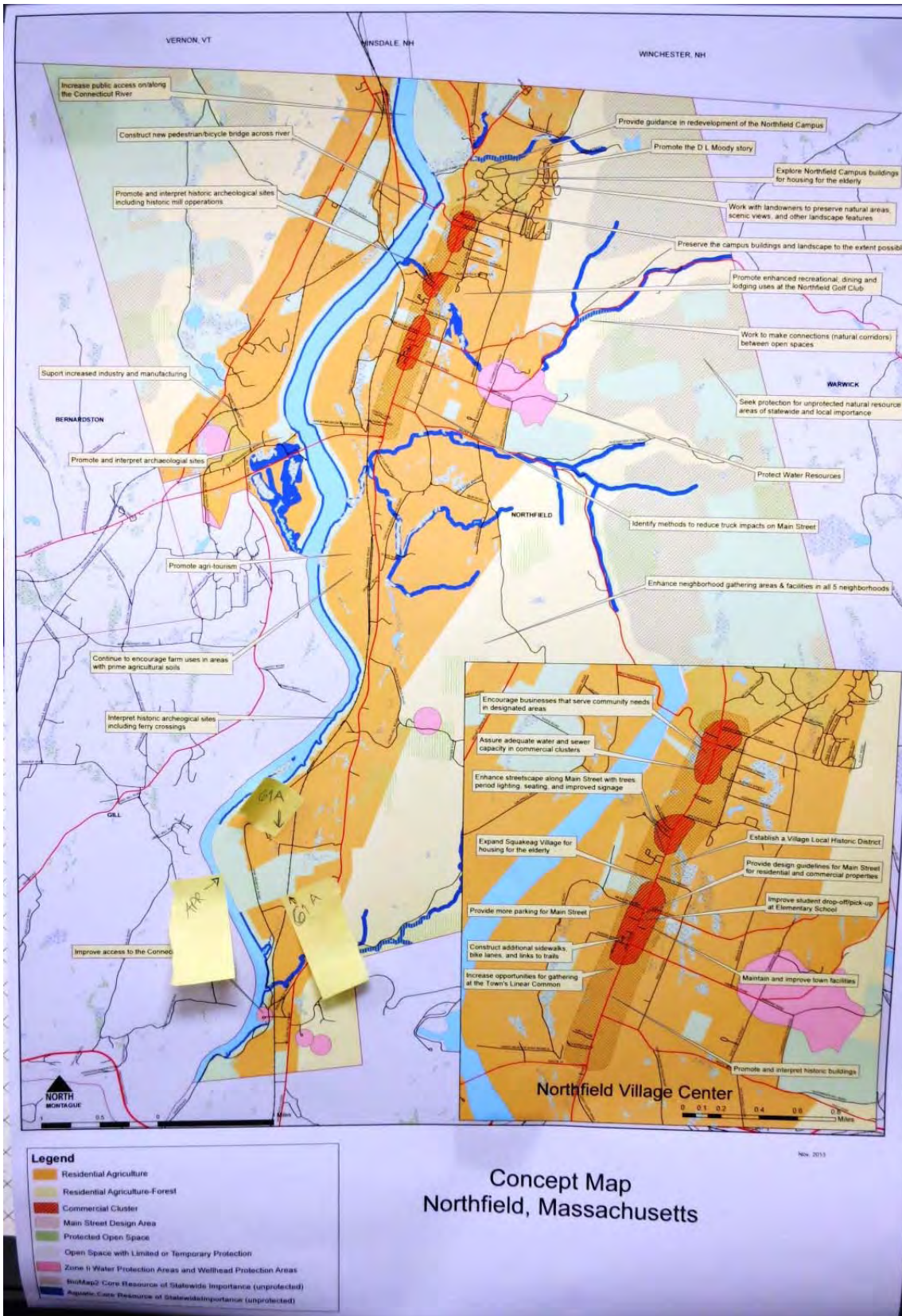
Greater Northfield
 Watershed Assoc.
 Already involved
 in Stewardship &
 monitoring data
 on Town Forest,
 King Philip Hill, etc.
 should be used as partners

Open Space Committee

Area
 Area

#1

Northfield Master Plan
Forum #3: Goals, Objectives, Strategies, Ripe Apples & Concept Plan



Northfield 2033: Residents weigh in on town's future



Recorder file The First Parish Unitarian Universalist church and IGA Supermarket in downtown Northfield.

By DAVID RAINVILLE

Recorder Staff

Thursday, March 7, 2013

(Published in print: Friday, March 8, 2013)

Email

Print (</home/4960334-95/town-northfield-campus-plan?print=true>)

Comments (0)

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3A%2F%2Fwww.recorder.com%2Fhome%2F4960334-95%2Ftown-northfield-campus-
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1

NORTHFIELD — A gas station, more jobs, a broader tax base, a restored Schell Bridge, a pub, and a different form of government.

What do all of these things have in common?

They were all things Northfielders said they'd like to see in their town, at a community forum that kicked their master plan process into high gear.

The plan, spearheaded by the Master Plan Steering Committee and consultant Martha Lyon, will craft a 20-year vision for Northfield, set goals, and give recommendations for achieving them. The plan is expected to be complete by October.

But they won't be doing it alone. Wednesday's was the first of three townwide forums on the plan, and Steering Committee Chairman Richard Fitzgerald said several smaller forums will be convened to gather the opinions of cross-sections of Northfield's population.

About 60 residents came out Wednesday to talk about their town's future. They were broken into several small groups, which put their heads together to answer four questions:

- What about Northfield would you like to preserve?
- What would you like to change?
- What are your concerns and perceived benefits for renewed use of the former Northfield Mount Hermon School campus?
- What would you change to improve the town?

Each group brainstormed, then ranked their answers on all but the campus

question. After an hour, organizers broke up the huddles, and asked the groups for their findings.

Many of the groups said they'd like to see a gas station, a town common or park, and features that would make Northfield a destination for out-of-towners.

Several groups also said they'd like to see more townwide events, as a way to meet their neighbors and foster community. One group suggested that a local pub, the kind that served as the hub of communities in colonial America, could help achieve that goal.

Just about everyone said they'd like to see the 217-acre campus used again. However, they want to make sure it's occupied by something that fits into the town.

The benefits of an active campus, they said, included jobs, economic stimulus, cultural and recreational opportunities, and, if it goes to a for-profit organization, tax revenue to the tune of \$420,000 per year.

However, the prospect of a new owner for the old school also comes with concerns.

Among those were traffic, poor stewardship, and a loss of the campus' rural, peaceful nature, should a new owner decide to further develop the campus, or worse — raze its buildings and start anew.

Some were also worried that an influx of employees on the campus could strain the cash-

strapped school district.

Speaking of which, the quality of education provided by the Pioneer Valley Regional School District was one of several things residents said they'd like to preserve.

"Our schools have a quiet, safe environment. They bring in about 170 kids through School Choice, while only 30 choice out to other districts," said Jed Proujansky of Winchester Road. "It's one of the things that attracts people to live here."

"I want to preserve our downtown thoroughfare, and the classic beauty of Main Street," said Stephen Roberto, of Gulf Road. He also wanted to hang onto the town's open spaces, forests, and other natural resources. The rest of his group echoed those sentiments.

So, what would they like to see change?

"Politics," said Lois Stearns of Millers Falls Road. "Also, the lack of participatory people in town government."

Though many Northfielders take an active role in town business, it's mostly a cast of recurring characters, and sometimes clashing egos and viewpoints.

Perhaps that's one of the reasons nearly every group said they'd like to change the town's government. A Feb. 25 special town meeting approved the formation of a committee to look into the matter.

Others said they'd like to see changes to the town's rigid special permit zoning process, to make Northfield more attractive to businesses.

The Master Plan Steering Committee seeks to appoint several more members to the Master Plan Roundtable.

Anyone who would like to serve on the roundtable, as a regular member or alternate, should stop at Town Hall and pick up a citizens' interest form.

The roundtable will meet again at 7 p.m. March 20 in Town Hall. Though it's not a public forum like Wednesday's meeting, the public is welcome to stop by, especially those who'd like to join the roundtable.

Print this Page

Northfield continues adding to 'wish list'

By DAVID RAINVILLE

Recorder Staff

Sunday, June 16, 2013

(Published in print: Monday, June 17, 2013)

NORTHFIELD — The town's 20-year wish list is coming right along, as residents continue to contribute their visions to Northfield's new master plan.

If you haven't added your own ideas yet, there's still time.

The plan is about at the halfway point, said Richard Fitzgerald, chairman of the Master Plan Steering Committee. Hired consultant Martha Lyon and her team have compiled a lengthy inventory of the town, through research, meetings with town officials, forums, and correspondence with residents and community groups.

In the second townwide forum on the master plan, more than 50 participants busily jotted ideas on little yellow notes, which they stuck to posters that posed questions about 10 different aspects of the town Thursday.

Most at the forum agreed that the town needs a town common, community park, or other common space, where residents from the town's five areas could come together.

"We need a place people feel welcome to use," said Stephen Roberto. "Maybe the town's senior pavilion could be more of a community pavilion. Or we could have a town park; a place for concerts, picnics, and outdoor events."

Perhaps it should be no surprise that "expand community gathering opportunities" was the theme of workstation number one.

Residents had several ideas for how to do so. From "permanent solutions" like town parks, picnic areas and a band shell, to special events like a local food festival, annual town picnic, and sports tournaments and chili cook-offs to foster some friendly competition. The establishment of a pub was also a popular idea, with several residents adding an enthusiastic "yes!" underneath it.

According to tally-marks and “priority stickers” on the poster, town-wide events were a close runner-up to “passive recreation” parks, with “active recreation” parks with amenities like tennis or basketball courts tying with an arts and culture center for third.

While fun and games are important for community building, business is important, too. Another popular workstation asked how Northfield could increase its economic activity.

Many of those ideas focused on farms, from starting a local food cooperative, to farm-to-table restaurants, and holding a winter farmers market.

A gas station was also a popular idea. Once home to seven stations, Northfield has been without gasoline since the Mobil station’s pumps were ripped out in 2008. A service station could give drivers flying by on Route 10, also known as Main Street, a reason to stop and spend some money in town.

Some suggested attracting a couple “destination” stores as downtown anchors, with overflow customers trickling into smaller shops. Many felt the town should be more pro-active, seeking out businesses that would fit and rolling out the red carpet. This could be helped with the formation of an economic development committee or business association, they added.

Others felt that the town’s businesses would be helped by capitalizing on Northfield’s recreational opportunities.

Increased access to the Connecticut River, promotion of the New England National Scenic Trail and other hiking routes, and creating new bikeways could foster “eco-tourism,” which could help the town’s shops, restaurants, and bed and breakfasts.

“We should take advantage of the town’s recreational opportunities,” said Liza Hussey. “As long as it doesn’t get too commercial.”

Hussey, 26, said she hopes the town can find a way to keep its rural character without “dying out.” She said she would also like to see more opportunities for young people, so they don’t feel that they have to move away to make a living.

The Master Plan Roundtable Committee hopes to get more young people like Hussey involved.

“We really want to reach out to the 16- to 30-year-old demographic,” said Brian Brault, Roundtable member.

Another common comment, from committee members and forum participants, was that the town needs more public participation, from a broader base of people.

Mini-forums at the Northfield Elementary School and Pioneer Valley Regional School were held to gather young folks’ ideas, and hopefully reach their parents, as well.

Residents at the forum were also asked to share their ideas to preserve the town’s natural beauty, keep Northfield’s historic character, maintaining town facilities and improving communication in town, how to address the future reuse of the former Northfield Mount Hermon School campus, how to increase river access, how to increase recreational opportunities, and how to improve transportation and circulation in town.

The last master plan for Northfield was written in 1977, and updated in 1997.

More to come

A third communitywide forum will be held in the fall, as the plan nears completion.

To add your input to the master plan, you can email northfieldmasterplan@comcast.net.

To see draft chapters of the master plan inventory, summaries, and the results of the first townwide forum, visit www.northfield.ma.us/?id=1154. Hard copies are available at Town Hall and the library.

Source URL: <http://www.recorder.com/home/6989691-95/northfield-continues-adding-to-wish-list>

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Northfield's Main Street center of town discussion

By DAVID RAINILLE

Recorder Staff

Friday, September 27, 2013

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NORTHFIELD — While the town's ongoing master planning will encompass the entire town, a recent forum focused on a single street.

Northfield's Main Street was once a thriving through-way, with traffic and tourism supporting inns, restaurants, gas stations, a Ford dealership and more.

These days, though, the main drag of what's become a bedroom community is much quieter. Many residents and business owners have voiced their desire to revitalize Main Street, welcoming new businesses, bringing more people through the doors of existing ones and providing places for the community to congregate.

Others, however, want Main Street to stay the way it is, a peaceful, pastoral stretch of historic homes.

The key to a successful future for the town is finding a balance between preservation and renewed vitality.

Possible solutions include making Main Street a local historic district. By doing so, the town could place regulations on the work that may be done to existing buildings and restrictions on the designs of future development.

These regulations can be as strict or as loose as the town sees fit, explained Martha Lyon, master plan consultant.

Another idea was to create commercial pockets, allowing businesses to be placed in clusters. This could preserve the nature of much of the road, while creating a walkable downtown shopping area.

Though the future of the former Northfield Mount Hermon School campus remains uncertain as its owners try to find a recipient for the property, the possible reoccupation of the campus has been front-and-center throughout the master plan process.

The possibility of placing the campus in a local historic district to limit the development of the property was also discussed.

Plans to give away the campus have twice fallen through, and Lyon cautioned that placing too many restrictions on the campus might scare off suitors. However, she said, the town could start the process and invite the future owners to the discussion. This way, the town could work with the owners to make sure the interests of both are met.

While nobody knows just how the former 500-student campus will be used, the thought of a new resident population has many wondering how the town could handle such an influx.

If the campus is given to a school, hundreds — possibly thousands — of students, as well as faculty and visitors, could be coming to town. That kind of addition to a town of about 3,000 could create problems, including parking.

As a state highway, street-side parking is forbidden on Main Street, leaving people to park their cars in businesses' small lots, or along the few side streets off Main.

Take over Main Street

The town could change the layout of the road, incorporating parking into a new design. But it's not Northfield's road to change.

During previous master plan forums, several residents had asked that the town look into taking back its Main Street. The road is in the state's jurisdiction, since it carries routes 10 and 63.

State Department of Transportation engineer Richard Massey explained how the town could go about doing so.

First, the town would have to petition the DOT to begin the process. Then, the condition of the road would be reviewed, to see what repairs the state should do before relinquishing the road. Next, the DOT would see if there is any reason not to give the road to the town, then ask the town to vote on taking control of it. With the Franklin Regional Council of Governments' approval of the turnover, the DOT would draw up plans to discontinue its use.

Once the town owns the road, though, it's responsible for costly repairs.

Northfield Highway Superintendent Thomas Walker was not thrilled with the idea of taking over Main Street. Costs, he said, would be prohibitive and ownership of Main Street would put a strain on the already lean town coffers.

“This could more than double, and maybe triple, our current (road) costs,” said Walker.

Even if the town owned Main Street, it wouldn't be able to do things like lower the speed limit or place some other restrictions on the road.

While Main Street may appear peaceful, many of its residents are concerned about noisy truck traffic. Several have sought a ban on “Jake,” or engine, brakes, which save trucks' brakes by a process that slows diesel engines down, but produces a jackhammer-like sound in doing so.

The town is out of luck there.

Massey said that neither towns nor the state have the authority to forbid truckers from using the noisy equipment.

From plans to action

Many recommendations that may be included in the master plan will require a town meeting vote.

Planning Board Chairman Richard Fitzgerald encouraged the residents to come out to Planning Board meetings and hearings, so they can become familiar with proposals ahead of time. All too often, he said, voters at town meeting don't know the specifics of Planning Board proposals, and can be put off when they receive an 8- to 15-page packet detailing a zoning change or proposed bylaw.

“If people want to see change, they should come and talk to (the Planning Board), discuss things, and see where to go from there,” said Fitzgerald. He encouraged residents not only to share their concerns and questions, but their ideas, too.

“We're only five volunteers, and we can't think of everything.”

Another master plan panel discussion will be held at 7 p.m. Oct. 3, in Northfield Elementary School. It will focus on economic development opportunities townwide.

David Rainville can be reached at:

drainville@recorder.com

or 413-772-0261, ext. 279

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Can Northfield capitalize on its assets?

By DAVID RAINILLE

Recorder Staff

Monday, October 7, 2013

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NORTHFIELD — Outdoor recreation, agriculture and a rich history could help the town revitalize its economy — if it can figure out how to capitalize on its assets.

Consultants have estimated that Northfielders annually spend \$53.8 million in purchases, but only \$6.75 million of that is spent in town, with about \$47 million leaving the town every year.

Though Northfield once had several gas stations, a car dealership, hardware stores, inns and other businesses, much of the commerce in town has dried up over the last few decades.

At a recent forum on the town's 20-year master plan, most participants agreed that recreational, agricultural and historical tourism could be the "anchor business" that draws people, and other businesses, to town. But if those guests are going to have anywhere new in town to spend their money, Northfield's got to become more business-friendly, speakers said.

Zoning

One of the biggest things the town can do to promote business is change its zoning laws.

Currently, there are no industrial or business districts in town, and "home occupations" and day cares with six or fewer clients are the only businesses allowed by right in the town's zones. Another exception lies in a small "solar overlay" district, where the generation, manufacturing or research and development of solar energy is allowed by right, a provision adopted for the town to be named a Green Community.

For the most part, though, whether someone wants to set up a sprawling factory complex or a cozy country store, they've got to get a special permit.

"The special permit process is bad news for fostering a business-friendly environment," noted John "Jack" Spanbauer, Selectboard chairman.

The process can be a long one, involving several public hearings, where people often come to voice their opposition to proposals.

"If you want to start a business in Northfield ... you have no idea whether you'll succeed in getting a permit, because there's no guidelines," Spanbauer continued. "Everything about the process is subjective. It's a rancorous process."

Without clear guidance or by-right zoning, he said, people may invest thousands in a business, only to be told they can't set up shop.

Creating commercial or mixed-use zones that allow certain businesses by right would remove a big hurdle for prospective businesses, he said.

The town can still set appearance and other regulations on businesses allowed by right, letting Northfield preserve its character while bringing business to town.

Zoning changes can be a hard sell, though.

When it comes to what voters do and don't want for development, it can be hard to find common ground.

Planning Board Chairman Richard Fitzgerald said zoning changes are also defeated at town meeting because voters are daunted by legalese in the documents, and haven't had the proposals spelled out in plain language.

Fitzgerald encouraged residents to come to his board's sparsely attended hearings on such proposals, so they can have their questions answered and concerns addressed before town meeting and have a chance for people of different opinions to suggest compromises.

Another obstacle businesses face is the town's incomplete infrastructure.

Though parts of Northfield are served by sewer and water, and broadband communications from Comcast, many are not. Expanding these services would also make doing business in Northfield easier, but utilities don't come cheaply and Comcast has indicated that it's not interested in developing its broadband network in Northfield.

Though the town is part of the WiredWest initiative, it's one of the partially served towns that might end up missing out on money to bring "last mile" infrastructure to homes.

Outdoor tourism

While high-speed Internet may be lacking in many areas, there is one network that's widely established throughout the town.

Northfield has a wealth of hiking, biking and cross-country skiing trails. The Schell Bridge may be replaced with a bike bridge across the Connecticut River in the coming years, adding to Northfield's recreational resources and making possible a bikeway loop connecting the town to Keene, N.H., and Brattleboro, Vt.

Some feel the trails could support an outdoor equipment store, like Trailheads in Orange, which is a hub of the North Quabbin outdoor community.

Many have also suggested the development of trails along the Connecticut River, linking the town's hilltops to its waterscape.

While people flock to Northfield Mountain Recreation Center, it lies more than five miles south of the town's center and many people don't make the trip to Main Street from the mountain. Many wondered how to connect the two.

Bringing nature lovers to Northfield would also benefit restaurants, lodging and other businesses, agreed those at the forum.

Agriculture

Jerrold Wagener, member of the town's Agricultural Commission and Open Space Committee, suggested that a local food processing and distributing facility could help Northfield farmers better reach local consumers, by aggregating their products and creating a place for people to purchase them.

"I think that's the missing link we need for community supported agriculture to be successful in the long-term," said Wagener.

Amy Borezo, chairwoman of the North Quabbin Community Co-op, talked about the possibility of a farmers' cooperative in Northfield.

While the Pioneer Valley has plenty of farmers and a consumer base that demands fresh, local food, it can be hard for the two to come together, said Borezo. That's where a co-op comes in. The group would aggregate supply from farms, and market the food to consumers, so farmers can spend their time looking after for their crops.

They can be quite successful. Her co-op started four years ago, and is now looking for a larger space downtown due to local demand, just as the Franklin County Co-op seeks a bigger place for Green Fields Market.

Some residents suggested that the town look into preserving the farmland it has by way of agricultural protection restrictions. This could make sure the town's fertile fields aren't plowed under for housing or commercial development, and also bring down the inflated property prices, making it easier for young people to get into farming.

A right-to-farm community, Northfield is proud of its agricultural roots and would like to preserve that aspect.

History

Northfield's got a unique story that many who pass through town may not know of.

Its history includes the Battle of Beers Plain in King Phillip's War, the beginnings of the American Youth Hostel and world-famous evangelist and Northfield Mount Hermon School founder D.L. Moody, who held summer conferences that drew people from far and wide.

Sue Ross, member of the Historical Commission, said that if the town's Historical Society Museum were improved and had extended hours, many would come to Northfield to see it, and likely patronize shops and restaurants as well.

Some remembered the days when Northfield's train depot made it somewhat of a travel hub. With a New York City to Montreal rail line in the works, out-of-state tourists will again be able to take the trail to the Pioneer Valley. Many felt that Northfield should market itself more to those from out-of-state coming up to see the upper valley. Some even wondered whether a new Northfield train station would be a possibility.

Another townwide forum will be held sometime in November, as the master plan nears completion. There is still time to contribute. For more information, and how to get involved, visit goo.gl/DSKff5.

David Rainville can be reached at:
drainville@recorder.com
or 413-772-0261, ext. 279

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Northfield to hold master plan hearing on Wednesday

By DIANE BRONCACCIO

Recorder Staff

Monday, November 18, 2013

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NORTHFIELD — What are the town's community goals, and how can they become reality?

The Master Plan Roundtable is holding a public forum Wednesday night to discuss goals for the town and how to reach them.

The forum begins at 7 at the Northfield Elementary School.

The 78-page draft "implementation plan" will soon be available on the town's website. It includes eight primary goals and objectives; an inventory of existing conditions; a vision of Northfield, as defined by residents at past forums; and a summary of public input around the goals of economic development and preserving Main Street.

According to Planning Board and Master Plan Roundtable Chairman Richard Fitzgerald, the program will include a short presentation of the goals and discussions about how to reach them.

"This will help us write up what we will use as a final draft, that will go into the master plan document that will be presented at annual town meeting this spring," said Fitzgerald.

The eight goals and objectives are:

- Preservation of open space and natural resources.
- Promotion opportunities for recreation and community gathering.
- Townwide economic development.

- Preservation and revitalization Main Street.
 - Maintaining and improvement of public facilities public services and communication.
 - Expansion of housing opportunities and support for neighborhoods.
 - Expanding transportation, pedestrian and bike access.
 - Promotion of the town's history and culture.
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Northfield master plan nears completion

By DAVID RAINILLE

Recorder Staff

Friday, November 22, 2013

(Published in print: Saturday, November 23, 2013)

NORTHFIELD — The town's new 20-year master plan is nearly complete, with dozens of possible projects listed and prioritized and implementation plans taking root.

About 20 residents added their opinions and picked their favorite projects at a townwide forum this week.

The master plan is broken into eight goals, each with several subsections containing possible projects and available resources. Each subsection was given a priority level from one to three, corresponding to a suggested implementation schedule.

The goals are: open space preservation; promote opportunities for recreation and community gathering; promote economic development townwide; preserve and revitalize Main Street; maintain public facilities, improve public service, and enhance communication; expand housing opportunities and support neighborhoods; enhance transportation; and promote the town's history and culture.

Some of the master plan's proposals are promoted as "ripe apples," projects that could be achieved with little to no cost or effort.

Some of these were as simple as encouraging local farms to preserve their farmland by way of agricultural preservation restrictions.

The action steps and resources were detailed on one of several large posters that hung in Northfield Elementary School's cafeteria at Wednesday's hearing, each goal given its own section. Residents were given stickers to place on the items they found most important and sticky notes to add

comments or concerns.

Favorite “ripe apples” picked by residents at the forum included seeking inclusion in tourism websites and publications, putting up an informative townwide bulletin board and creating markers and maps to highlight Northfield’s history.

“I’d like to see more of a central focus on our Native American history,” said Annie Chappell. “It’s scattered and there’s no central interpretation of it.”

Chappell said she’d like to see local children, residents, and visitors to be able to learn about the town’s Native American past.

Several other residents said they’d like to showcase and capitalize on the history of Northfield native D.L. Moody, worldwide evangelist and founder of the Northfield Mount Hermon School.

Though the easy-to-accomplish projects drew much interest from the crowd, they were also in favor of several harder-to-attain endeavors.

One popular project would establish design guidelines for residential and commercial construction.

Others endorsed a plan to make the town more attractive to manufacturing and other industries. Currently, select industrial uses are allowed in town, by special permit. Northfield could make it easier for industries to set up shop by establishing an industrial zone, creating a permitting guide and expanding broadband access.

Both projects were given a suggested timeline of one to three years.

Though guidelines and permissive zoning districts could help to preserve the look and feel of the pastoral town while inviting economic development, zoning changes are often a tough sell at Northfield annual town meetings.

Planning Board and Master Plan Roundtable Chairman Richard Fitzgerald has said that the key to success in zoning changes is public participation and encouraged residents to attend Planning Board hearings. There, they can add comments, raise concerns or simply seek clarification on proposed changes.

Other proposals present their own unique difficulties.

Much of the master plan focuses on Main Street, from its historic buildings to possible traffic mitigation. However, anything that pertains to the road itself is largely out of the town’s hands. Since Main Street is also routes 10 and 63, the state has control over the downtown thoroughfare, from allowing curb cuts and placing signs to setting speed limits and plowing the road.

Residents of downtown have expressed their displeasure with the high number of trucks that use their Main Street as a throughway.

“The noise of the trucks bothers me the most,” said William McGee, of 9 Main St. “When they use their engine brakes at 5 a.m., the whole house shakes.”

The road slopes near his house, and truckers often use loud engine brakes to slow their vehicles when going downhill. However, the town has been told by the state Department of Transportation that it can't forbid use of the noisy equipment.

The uncertain future of the former Northfield Mount Hermon School is another area where the town has little control. The master plan suggests that Northfield do all it can to work with the new owners of the 217-acre campus, whoever they might be, to ensure that the town's hopes and concerns are addressed.

The town, along with consultant Martha Lyon and her team, has spent about a year putting together the 20-year plan. Community input has been vital to the process, along with several townwide forums, two smaller ones and a survey of local students have all helped shape the master plan.

It's cost the town \$79,000, after an initial \$74,000 contract with Lyon, and a supplemental \$5,000 approved by town meeting to hold additional forums.

Several master plan documents, including the recent draft implementation plan, can be seen at goo.gl/WiwvKp. The Master Plan Roundtable Committee seeks residents comments on the plan. They are due by Dec. 1 to northfieldmasterplan@comcast.net.

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Northfield to review master plan tonight

By DAVID RAINVILLE

Recorder Staff

Tuesday, January 7, 2014

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NORTHFIELD — The town's new 20-year master plan is in its final draft and nearly ready for print.

The Master Plan Roundtable Committee will review and discuss the document at 7 tonight in Town Hall. Members hope to have the plan all wrapped up by month's end.

The town spent \$79,000 on the plan, which is nearly ready after 12 months of work. The master plan was authored by landscape architect Martha Lyon and her team, working closely with members of the Master Plan Roundtable and Steering committees.

It includes eight goals: promote and preserve open space and natural features; foster recreation and community gathering opportunities; promote economic development townwide; preserve and revitalize Main Street; maintain public facilities, improve public services and enhance communication; expand housing opportunities and support neighborhoods; enhance transportation and circulation; and promote Northfield's history and culture.

Several communitywide forums, as well as smaller focus groups, were held to gather residents' ideas, concerns and priorities.

"We've had a lot of great input, and here's one more chance to comment before we hit 'print,'" said Richard Fitzgerald, chairman of the Master Plan Roundtable Committee.

Fitzgerald hopes residents will take a moment to look over the plan and share their thoughts.

The final draft is available online at goo.gl/0xYF6D.

The committee will accept written comments until Jan. 15. They may be sent to northfieldmasterplan@comcast.net or Master Plan Roundtable, C/O Town Hall, 69 Main St., Northfield, MA 01360. You may also reach the committee through the town secretary at 413-498-2901.

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