



TOWN OF SWAMPSCOTT

MASTER PLAN COMMITTEE

ELIHU THOMSON ADMINISTRATION BUILDING
22 MONUMENT AVENUE, SWAMPSCOTT, MA 01907

MARCH 31, 2015 MEETING MINUTES

Time: 7:00– 8:45 pm

Location: Swampscott Senior Center, 200 Essex St (rear)

Members Present: T. Bandrowicz, S. Belkin, C. Bibby, G. Brock, G. Cresta, E. DeRoche, N. Duffy, A. Ippolito, B. Laker, T. Malphrus, A. O'Connor, J. Olivetti, R. Powell, J. Schultz, R. Souppa, A. Steingiser, S. Walker, M. Webster

Members Absent: None

Others Present: Pete Kane (Town Planner), Matthew Smith (MAPC), Christine Madore (MAPC), Linda Fistel (resident), Milton Fistel (resident)

First meeting of the Master Plan Committee opened at 7:00p.

WELCOME AND INTRODUCTIONS

Town Planner Kane opened the meeting by thanking everyone attending. He then turned it over to Matthew Smith (MAPC) who introduced himself and fellow MAPC planner, Christine Madore. He provided a bit of professional background experience for MAPC (who has been hired by Swampscott to develop the new Master Plan) and of himself and the rest of the team from MAPC that will be assisting.

Matt then went through the agenda items for the evening, outlining the important pieces to discuss for the first meeting.

Committee members were then invited to introduce themselves and share some perspective about Swampscott. The committee members include:

- Toni Bandrowicz – Conservation Commission rep
- Sylvia Belkin – Historical Commission rep
- Christopher Bibby – At-Large
- Gail Brock – At-Large
- Gino Cresta – Department of Public Works rep
- Erin DeRoche – At-Large
- Neal Duffy – Renewable Energy Committee rep
- Angela Ippolito – Planning Board rep
- Brett Lake – At-Large
- Trish Malphrus – Disability Commission rep
- Amy O'Connor – School Committee rep
- Jim Olivetti – Open Space & Recreation Plan Committee rep
- Robert Powell – At-Large

- Jackson Schultz – Harbor & Waterfront Advisory Committee
- Ralph Souppa – At-Large
- Andrew Steingiser – Municipal Design Committee rep
- Sarah Walker – At-Large
- Mary Webster – Recreation Commission rep

PROJECT OVERVIEW & SCHEDULE

Matt gave some overview information about master plans. He talked about what they are and are not. Master plans are strategic frameworks that are meant to help guide the physical and economic development of a community. Through the process, the community sets a vision and goals for itself to be achieved.

He then gave some general information about each chapter that will be included in Swampscott’s Master Plan: Swampscott Today, Vision, Housing, Economic Development, Historic and Cultural Resources, Open Space, Transportation and Circulation, Public Facilities and Services, Sustainability, Land Use and Zoning, Implementation.

Matt then presented the current drafted schedule which includes key milestones to develop each chapter, meeting schedule and topic, as well as public forum scheduling. The current schedule is in line with a completion by end of October, but discussion acknowledged that there may be a need to go a month or two longer to ensure a complete plan is developed rather than rushed.

Some questions discussed:

- *Why is the vision developed before the other chapters?* Before we can understand how to get to a destination (goal) which is what the chapters are for, we need to know where it is that the community wants to go, what are the goals they want to set.
- *How do you deal with conflicting visions?* As part of the forums, the public will be discussing these ideas together to get to a consensus. Along with that, the committee along with MAPC will look at all ideas and based on different criteria they set, may determine certain ones aren’t appropriate.
- *Are there any best practices from other recent community master plans of places similar to Swampscott?* Yes, MAPC will be able to provide some of that information as we move through the process.

MASTER PLAN COMMITTEE

Matt then provided information on the committee itself. He discussed the roles and expectations of the committee (serving as an ambassador to community, working with MAPC and Planning Dept staff, and getting the plan to implementation). The group was curious if they would need to present this to Town Meeting. Angela stated she could provide an update about it during her Planning Board report at the opening of Town Meeting.

The committee then elected the following:

- Angela Ippolito – chair
- Mary Webster – vice chair
- Robert Powell – clerk

Naming – the committee was then asked to determine a formal name for the master plan. Some ideas were Swampscott 2025, Swampscott Vision, and Swampscott Master Plan. After some discussion, the committee agreed that the plan would be called “**Swampscott 2025: The Master Plan**”.

SWAMPSCOTT TODAY

The committee then reviewed some facts and figures about Swampscott that were pulled together by the MAPC staff. This information was provided to give a foundation about where Swampscott is today, before moving on to where it wants to be in the future.

They discussed the population over the past 40 years – has been pretty stable around 14,000. Age trends in the community though show that Swampscott has an older population than Essex County of the rest of the state. Swampscott also has a much lower amount of racial diversity than Essex County or the state. As for household trends, it was found that Swampscott has had a drop in the number of households (this was clarified that number of households does not relate to housing stock). Although the number of households decreased, the households with a head of household of at least 60 yo is projected to increase. A majority of households in Swampscott are families (related by blood). Swampscott also has a much higher average income when compared to the county and state. Educational attainment in Swampscott is also very high compared to the others, with only 3% of the 25yo+ population in town having less than high school diploma.

PREVIOUS PLANNING EFFORTS

Matt then went through a number of previous planning efforts in Swampscott which have led up to the current endeavor to develop a new Master Plan:

- Swampscott Master Plan – 1971
- Swampscott Community Development Plan – 2004
- Swampscott Community Survey - 2012
- Downtown Vision & Action Plan – 2012
- Open Space & Recreation Plan – 2013

LAND USE

A map of the current land use in Swampscott was then presented. It identifies the type of use (i.e. single-family residential, mixed use commercial, office, industrial, etc) rather than the zoning. Matt explained that this is a work in progress and that this map will be updated with current information (map is using state-provided data) provided by the town.

The committee then had some discussion and questions:

- *How to include business owners in the process?* There is an economic development chapter that the business community will be asked to directly take part in. It was also recommended that the Lynn Area Chamber be invited and used to encourage business owners to attend upcoming meetings.
- *How do we make people aware of the need for a master plan and how it can benefit them?* This will be done by committee members by talking about the plan with their neighbors and engaging people during public events. The committee agreed that keeping it in a positive light is the best method (rather than fear tactic).
- *Are there any recent community studies/plans that are similar to Swampscott?* Matt said that Scituate recently completed a plan and they are very similar to Swampscott.

UPCOMING MEETINGS

Public Forum

The committee decided that the first public forum will be held the third week of May. They also felt that a

Wednesday or Thursday may be more appropriate. Pete and Matt will work together to confirm date and location and then will inform the committee so that publicity can begin.

Next Meeting

The committee then discussed future meeting schedule. They decided after some discussion that Monday evenings may be best.

The next meeting was then set for Monday, April 27 @ 7p.

Meeting adjourned at 8:45 pm.

S. Peter Kane
Town Planner / Energy Efficiency Manager