

MARSHFIELD PLANNING BOARD
Meeting Minutes
June 5, 2023– 7:00 PM
Remote Meeting

PRESENT: Mike Biviano, Chair
Kevin Cantwell
Fred Monaco
Katie O'Donnell (arrived at 7:06pm)
Nik Pappastratis

ABSENT: Scott DeCastro, Associate Member

ALSO PRESENT: Karen Horne, Asst. Planner

At 7:00 PM, Mr. Biviano made a motion to open the meeting. Mr. Monaco seconded. The vote was Mr. Monaco, Aye; Mr. Cantwell, Aye; Mr. Pappastratis, Aye; and Mr. Biviano, Aye.

Special Permit Public Hearing for 937 Webster Street

Mr. Biviano made a motion to continue the public hearing for 937 Webster St to June 26, 2023 at 7:05pm. Mr. Monaco seconded. The vote was Mr. Cantwell, Aye; Mr. Monaco, Aye; Mr. Pappastratis, Aye; and Mr. Biviano, Aye.

Request for 2-year Extension – Resource Way Subdivision

Mr. Biviano made a motion to approve the request for a two-year extension from the current expiration date. Mr. Monaco seconded. The vote was Mr. Cantwell, Aye; Ms. O'Donnell, Aye; Mr. Monaco, Aye; Mr. Pappastratis, Aye; and Mr. Biviano, Aye. The vote was 5-0.

Lot Release – Lot 26Q, Progress Way, Enterprise Park Subdivision

Mr. Horne explained that the applicant was looking for the release of Lot 26Q which is located at the corner of Commerce Way and Progress Way and is part of the Progress Way/Enterprise Park Subdivision requires a contribution to the Route 139 Traffic Mitigation Fund. The use of the lot will be a contractor warehouse. According to Paul Armstrong, there will only be four Peak PM trips at his facility which would result in traffic mitigation contribution of \$2520.

Mr. Biviano made a motion to approve the release of Lot 26Q pending the receipt of \$2520 for traffic mitigation. Mr. Monaco seconded. The vote was Mr. Cantwell, Aye; Ms. O'Donnell, Aye; Mr. Monaco, Aye; Mr. Pappastratis, Aye; and Mr. Biviano, Aye. The vote was 5-0.

Draft Economic Development Plan Presentation – MAPC

Josh Fiala, MAPC, updated the Board on the status of the Draft Economic Development Plan. See attached presentation. The draft plan is currently available for public comment. The public comment period ends on June 30, 2023. It is anticipated that the final plan will be presented to the Board for a vote at the July 24, 2023 meeting.

Board/Staff Report

Ms. Horne explained that there would be another public meeting on the Beach Nourishment Project with the Town of Duxbury and Woods Hole on June 14, 2023 at 6:30pm in the Select Board Chamber. .

Adjournment (Roll Call Vote)

Mr. Biviano made a motion to close the meeting at 7:25 pm. Ms. O'Donnell seconded. The vote was Mr. Cantwell, Aye; Ms. O'Donnell, Aye; Mr. Monaco, Aye; Mr. Pappastratis, Aye; and Mr. Biviano, Aye.



Town of Marshfield Economic Development Plan

Planning Board Meeting

June 5th, 2023

Marshfield Economic Development Plan

Image: marinas.com

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Town of Marshfield Economic Development Plan

Planning Board Meeting

1. Draft Economic Development Plan Presentation
2. Next Steps



Draft Plan

Marshfield Economic Development Plan

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Draft Economic Development Plan



Marshfield Economic Development Plan



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Study Context

Geographic Focus of Economic Development (non-residential zoning districts)

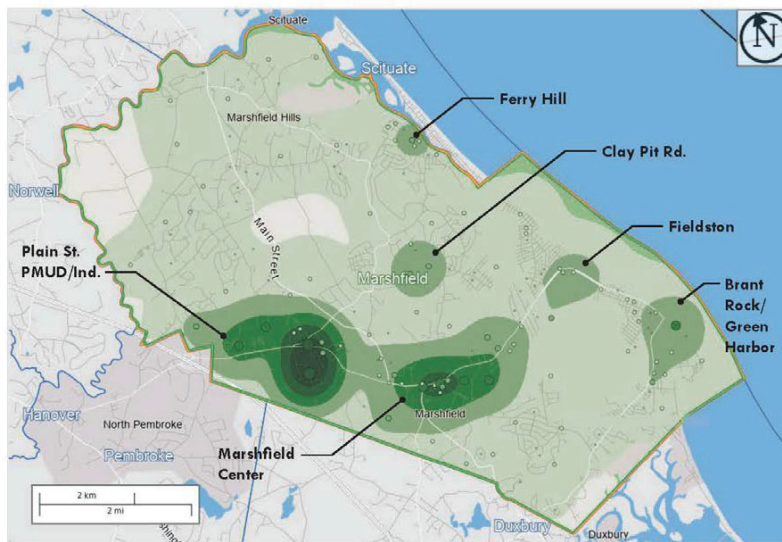


Marshfield Economic Development Plan

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Marshfield's Economy

Marshfield Concentration of Employment



Map Legend

Job Density [Jobs/Sq. Mile]

- 5 - 194
- 195 - 761
- 762 - 1,708
- 1,709 - 3,032
- 3,033 - 4,736

Job Count [Jobs/Census Block]

- 1 - 3
- 4 - 37
- 38 - 184
- 185 - 580
- 581 - 1,415

Selection Areas
 Analysis Selection



These jobs in Marshfield are concentrated in a few distinct areas. These areas are primarily the previously defined areas of focus for this study.

The most jobs (2,042) are clustered around the B-1 district downtown, the B-2 business highway district on Route 139/Route 3A, and the I-1 Industry zoning

Marshfield Economic Development Plan

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Marshfield's Workforce

Historical and Projected Population Growth

Geography	1990	2000	2010	2020	2030 (Projected)*	2040 (Projected)*	Percent Change 2010-2020
Duxbury	13,895	14,248	15,059	16,090	15,307	15,500	+6.4%
Hanover	11,912	13,164	13,879	14,833	13,999	14,084	+6.4%
Marshfield	21,531	24,324	25,132	25,825	26,713	27,321	+2.7%
Norwell	9,279	9,765	10,506	11,351	11,406	11,748	+7.4%
Pembroke	14,544	16,927	17,837	18,361	18,695	18,931	+2.9%
Scituate	16,786	17,863	18,133	19,063	20,088	20,781	+5.1%
Plymouth County	435,276	472,822	494,919	530,819	670,574	681,976	+6.8%
Massachusetts	6,016,425	6,349,097	6,547,629	7,029,917	7,225,472	7,380,399	+6.9%

Source: U.S. Census Bureau, MAPC DataCommon, *MassDOT Socio-Economic Projections for 2020 Regional Transportation Plans, UMass Donahue Institute (UMDI)/MAPC Projections

Household Composition

Geography	Total Households	Households with person under age 18	Households with person over age 65	Average household size
Duxbury	5,800	2,019	2,401	2.72
Hanover	4,663	1,922	1,541	3.09
Marshfield	9,883	2,920	3,327	2.61
Norwell	3,519	1,587	1,061	3.10
Pembroke	6,643	2,082	2,316	2.76
Scituate	7,642	2,030	3,461	2.44
Plymouth County	190,355	61,861	66,561	2.66
Massachusetts	2,646,980	762,279	815,668	2.50

Source: 2020 ACS 5-Year Estimate Data, U.S. Census Bureau

Land Use and Zoning

Marshfield Zoning Districts

Zoning District	Class	Short Name
Base Districts		
Residential - Rural	Residential	R-1
Residential - Suburban	Residential	R-2
Residential - Waterfront	Residential	R-3
Residential Business	Business	RB
Business - Mixed-Use	Business	B-1
Business - Highway	Business	B-2
Business - Neighborhood	Business	B-3
Business - Waterfront	Business	B-4
Office Park	Business	OP
Industrial	Industrial	I-1
Airport	Industrial	A

Source: Town of Marshfield Zoning Bylaw

Marshfield Overlay Zoning Districts

Zoning District	Class	Short Name
Overlay Districts		
Inland Wetlands Zoning District	Overlay	
Coastal Wetlands Zoning District	Overlay	
Water Resource Protection District	Overlay	WRPD
Planned Mixed-Use Development District	Overlay	PMUD
Stormwater Management Overlay District	Overlay	
Floodplain Zone	Overlay	
Brant Rock Village Overlay District	Overlay	BRVO

Source: Town of Marshfield Zoning Bylaw

Community Input

- **(4) Community Workshops**
 - 8/17/2022 – hybrid session
 - 12/7/2022 – hybrid session
 - 1/18/2023 – in-person at Council on Aging
 - 2/15/2023 – in-person Council on Aging
- **(2) Online Community Surveys**
- **(3) Planning Board meetings**
- **Across all meetings and surveys 800+ participants**

Community Input

- **Participants were asked “What is most important for the future economy in Marshfield?”**
 - Business districts
 - Town’s beaches
- **Participants were asked “How close is this initial set of goals for Marshfield’s economic development?”**
 - 66% responded that the initial set of goals was either “very close” (29%) or “close” (37%)

Recommendations – Overview of Economic Development Goals

Goal 1: Continue to strengthen a vibrant and walkable mixed-use Downtown with thriving businesses, transformative redevelopment, and inviting public realm improvements.

Goal 2: Strengthen the resilience, sense of community, and attractiveness of the Brant Rock Esplanade.

Goal 3: Continue to encourage and guide private development of the industrial park and mixed-use development areas to evolve into an attractive center of activity that will reduce dependence on single family home tax revenues.

Goal 4: Preserve the Town's coastal character including beaches, natural environments, and coastal destinations and amenities.

Goal 5: Preserve and enhance the Town's residential character and support a welcoming and inviting community.

Goal 6: Maintain fiscal strength of the Town through effective governance, proactive planning, and transparent communication.

Goal 7: Sustain measured investment in the Town's infrastructure to meet the future needs of residents and businesses and to enhance environmental sustainability.

Goal 8: Continue to improve traffic and circulation to support safe and convenient travel and economic activity.

Goal 9: Continue to support maritime industries as an important feature of the local economy and coastal community identity.

Goal 10: Leverage popular annual events hosted in Marshfield to boost local business support and to encourage business district patronage.

Marshfield Economic Development Plan

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Recommendations – Overview of Economic Development Goals

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Goal 1: Continue to strengthen a vibrant and walkable mixed-use Downtown with thriving businesses, transformative redevelopment, and inviting public realm improvements.

Downtown is viewed by the community as a central feature and important business district in Marshfield. It is home to small businesses, services, shopping, restaurants, and public services that conveniently provide for many of the daily needs of residents. Community feedback also indicated that Downtown Marshfield has unreal potential with improvements needed to strengthen the number and variety of shops and restaurants, strengthen walkability, and strengthen the look and feel of the Downtown through redevelopment, streetscape investments, and wayfinding. Community feedback showed a strong preference to focus on private and public investments to improve the physical environment of the Downtown. This goal is focused on advancing the evolution of Downtown to more closely match the community's vision. The strategies listed below give more specific ideas to advance improvement of the Downtown to support economic development in Marshfield.

Strategies

Strategy 1A. Target high impact public realm, beautification, and streetscape investments to improve accessibility, walkability, and bikeability in and around Downtown.

As of 2022, the Town of Marshfield has an approved Complete Streets Policy. Complete Streets are roadways that safely and comfortably accommodate all users, regardless of age, ability, or mode of transportation. A complete streets approach applies directly to this Downtown strategy. The Town can continue with a Complete Streets Prioritization Plan that focuses, in part, on the accessibility, walkability, and bikeability needs of Downtown. For example, continuing to strengthen the continuity of sidewalks and crosswalks on Snow Road, particularly at the intersection with Webster Street.

Additional streetscape amenities could also add to the attractiveness and beautification of the Downtown. These types of improvements may include additional street trees, planters and landscaping, benches, and pedestrian-scale lighting. A sense of arrival could also be strengthened with signage, wayfinding, or gateway features at the entry points into Downtown on Route 139 and Webster Street. One option for developing this type of gateway would be to include local artist(s) in the process for the design of the signage, wayfinding, or gateway features. One nearby example of such a wayfinding and signage program can be found in Schuette Harbor.

Strategy 1B. Explore potential zoning incentives and design guidance to encourage mixed-use redevelopment of Downtown properties.

With the Planning Board's leadership, the Town has adopted mixed-use zoning in Downtown to allow residential uses above retail and commercial ground floor uses. If private real estate investment is slow to respond to the new mixed-use opportunity allowed by zoning, the Town could explore and consider enacting additional incentives to encourage mixed-use development and redevelopment. Potential zoning incentives to consider could include reductions in required parking, additional allowed density, or increased building height. Each of these options could improve the financial feasibility of development or redevelopment and have a positive impact on the Downtown.

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Implementation Matrix

The Implementation Matrix below identifies each goal, strategy, and action, as well as (potential) responsible parties for each action, and the timing and resources that may be needed.

Goal/Strategy	Action	Who	When	Resources
Goal 1: Continue to strengthen a vibrant and walkable mixed-use Downtown with thriving businesses, transformative redevelopment, and inviting public realm improvements.				
1A. Target high impact public realm, beautification, and streetscape investments to improve accessibility, walkability, and bikeability in and around Downtown.	FIRST STEP: Implement the Complete Streets Priority Plan	Planning Dept, Public Works	Short Term	Staff time, MassDOT Complete Streets Funding
	Improve sidewalk and crosswalk continuity on Snow Road at the Webster intersection	Planning Dept, Public Works, Highway Operations Division	Short Term	Staff time, Town budget
	Explore additional opportunities for crosswalks on route 139, including pedestrian safety strategies such as button-triggered flashing lights	Planning Dept, Public Works, Highway Operations Division	Mid Term	Staff time, MassDOT
	Strengthen streetscape amenities including additional street trees, benches, pedestrian-scale lighting, and plazas or welcoming active spaces alongside these sidewalk and crosswalk improvements	Planning Dept, Public Works, Open Space Committee, Community Preservation Committee	Mid Term	Staff time, volunteers
	Improve sidewalk and crosswalk continuity on Snow Road at additional intersections	Planning Dept, Public Works, Highway Operations Division	Mid Term	Staff time, town budget
	Strengthen wayfinding and sense of arrival with improved directional and welcoming signage at district gateways to increase clarity, arrival, and identity	Planning Dept, Public Works, Open Space Committee, Community Preservation Committee	Long Term	Grants, Mass Downtown Initiative (MDI), Mass Cultural Council
	Strengthen multimodal access to Downtown with a prioritized list of improvements to support safe walking and biking and a multi-modal connection parallel to Route 139	Planning Dept, Public Works, Recreation Dept, Highway Operations Division	Long Term	Staff time, MassDOT Complete Streets Funding
	FIRST STEP: Consider incentives for private developers to act on mixed-use zoning in downtown, such as reductions in required parking or additional allowed density or height	Planning Dept, Planning Board, ZBA, Capital Budget Committee	Short Term	Staff time
1B. Explore potential zoning incentives and design guidance to encourage mixed-use redevelopment of Downtown properties.	Explore a grant or loan supported facade or building improvement program	Planning Dept, TA Office, Town Meeting	Mid Term	Town budget, ARPA funds



Next Steps

Marshfield Economic Development Plan

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Next Steps

- Draft Economic Development Plan posted on Planning Department webpage
- Planning Board public comment period on Draft Economic Development Plan until **noon on June 30th, 2023**
- Review and integrate suggested edits
- Planning Board vote at 7/24/23 meeting



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