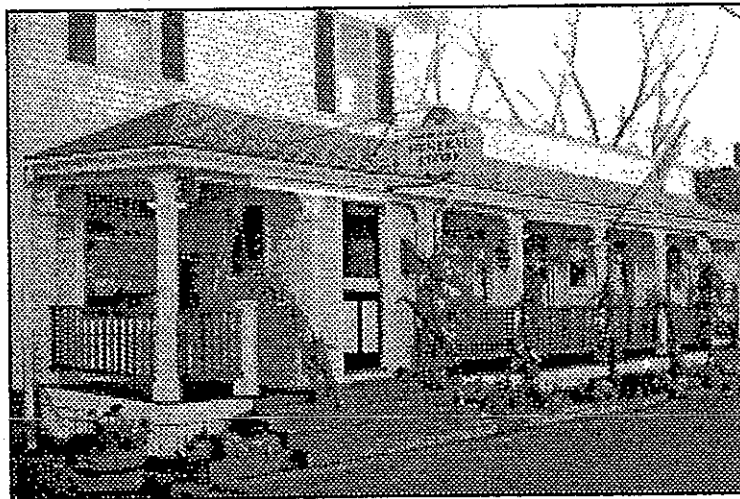

Economic Development

Goals

1. Maintain Marshfield's economy at scale that it contributes to the local tax base, provides needed local goods and services, but does not overburden Town roads or service systems.
2. Seek excellence in design and aesthetics on all existing and future business sites.
3. Strengthen the Downtown as place for commerce and as the community's center.
4. Carefully shape development in the Enterprise Drive Area.

Policies

1. Hold business development to the areas currently zoned for business uses or otherwise legally allowed in existing structures.
2. Regulate the type and scale of businesses in all business zones so that the resulting impacts are manageable within the current road and infrastructure system.
3. Assess environmental capacity, aesthetics and infrastructure capacity when determining the allowed size and types of new development.



The Village centers, such as Green Harbor, play an important role in Marshfield's economic base.

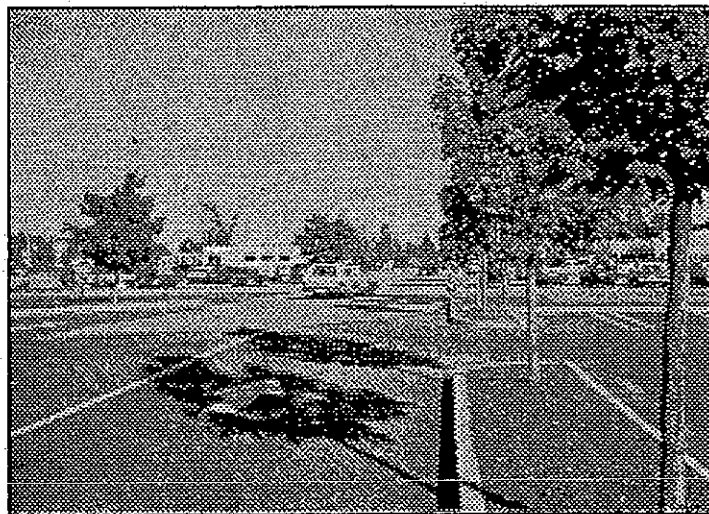
Actions

4. Encourage all business structures and sites to be well designed, to reflect a connection to historic architecture and design, and to be well landscaped.
5. The Town's investments in the Downtown should focus on improving the auto circulation flow, pedestrian systems, open public spaces and overall landscaping within the area.
6. The Town's objectives in the Enterprise Drive Area will be minimal additional traffic congestion, positive fiscal impact for the community, the maximization of the public benefit that accrues from the use of land currently under Town ownership and an overall development strategy that protects groundwater and other environmental resources.

1. Downtown Actions:

- Pursue a public policy toward the Downtown wherein all public investments are not reliant on the presence of sewer service for the investment's success. Make the improvements recommended in the Revitalization Plan and set the stage for changing land uses that may result from an eventual solution to the wastewater problem.
- Maintain the current boundaries of the B-1 District and work to improve that area allowing expansion only with a corresponding reduction in the B-2 areas.
- Modify the B-1 zoning to allow mixed uses – apartments above commercial uses – in order to provide flexibility to property owners.
- Do not increase densities in the B-1 Zoning district. The minimum lot size is adequate given that the majority of the area is pre-existing lots.

- Revise the B-1 parking requirements to make them more tailor-made to the Downtown area and to encourage infill and new business development. Specifically, upgrade the language concerning bringing existing uses into conformance during expansions, reduce the number of required on-site spaces and make greater allowances for off-site parking.
 - Consideration should be given to extending paths to the businesses lying along Webster Street, to Old Colony Park and to the proposed pedestrian system within Webster Square.
 - Investigate opportunities in terms of land suitability and funding sources to create a pedestrian/bike path through the downtown. Amend Downtown zoning—parking standards and mixed use development; possible design review process.
2. Enterprise Drive Actions - See specific recommendations in the Integrated Strategy below.
 3. Continue to support private efforts in Brant Rock to continue its revitalization.
 4. Support the current land use patterns in the other villages.



Parking requirements should be tailored to the Downtown area and consideration should be given to extending pedestrian pathways and sidewalks.

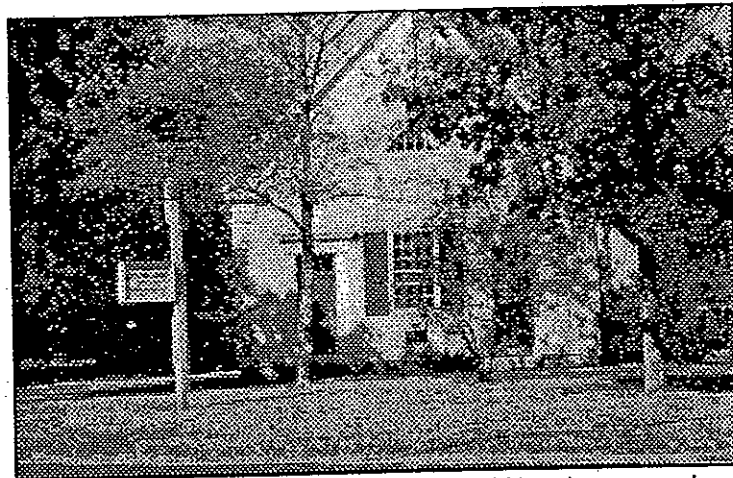
Cultural and Historic Resources

Goals

1. Marshfield will protect and preserve the remaining structures, sites and landscapes that represent the Town's past.
2. Marshfield will work to enrich its cultural environment by providing adequate public and private indoor and outdoor space to hold and encourage cultural activities.

Policies

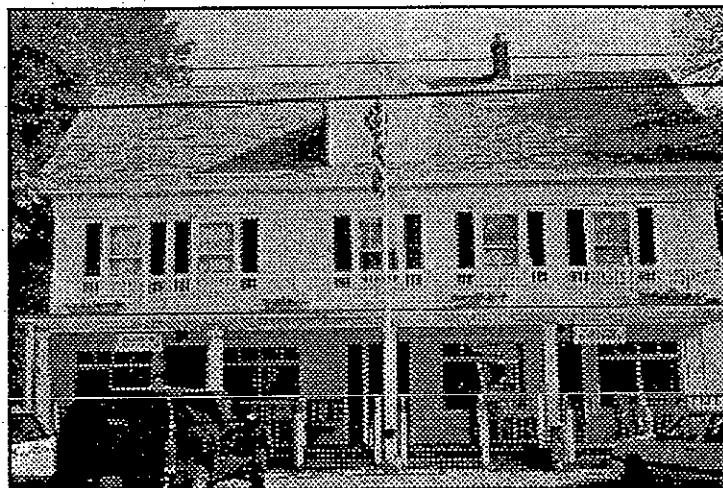
1. The Town will provide steady financial support for historic resource preservation activities.
2. The Town encourages public and private property owners to invest in mechanisms to restore and protect historic resources.
3. All public and private development, re-development and site work will seek to restore and protect historic resources.



Winslow School is an important cultural and historic resource in Marshfield.

Actions

1. The only district recommended for Local Historic District designation is Marshfield Hills. This is the most intact and cohesive of all the potential districts. Others in Town have a greater number of noncontributing properties and probably do not warrant the requirements involved with a local historic district.
2. The Town, via the Historical Commission, should look into starting a dateboarding program. The purpose of this program is to identify historically significant homes, their first owner, and the approximate date of construction, and then place a small white clapboard on the home identifying this information.
3. The Town should appropriate funds to allow the Historical Commission to continue inventorying districts for potential inclusion on the National Register of Historical Places.
4. The Historical Commission should begin the process to include the individual homesteads listed above on the National Register of Historical Places.
5. A Design Review process should be created for multi-family and commercial projects to preserve the historic character of designated areas.



The Marshfield Hills village area is recommended for Local Historic District designation.

6. The Town should appropriate funds to conduct archeological reviews of any property with archeology potential as identified by the Massachusetts Historical Commission.
7. The Town should continue to include historical elements in the revitalization of Marshfield, such as the establishment of the Old Colony Railroad Park on Webster Street.
8. The Town should appropriate funds so the survey of historic properties can be updated every ten years.
9. The Town should appropriate funds for the continual placement of granite markers identifying important historical sites.
10. Permitting agencies should encourage the retention of historical buildings when new development or redevelopment is proposed.