



Brant Rock Phase I – Baseline Data Local Rapid Recovery Plan

May 26, 2021

Agenda

- Project Background
- Project Goals/Timeline
- Diagnostic/Data Results
- Key Findings & Goal Prioritization
- What's Next?

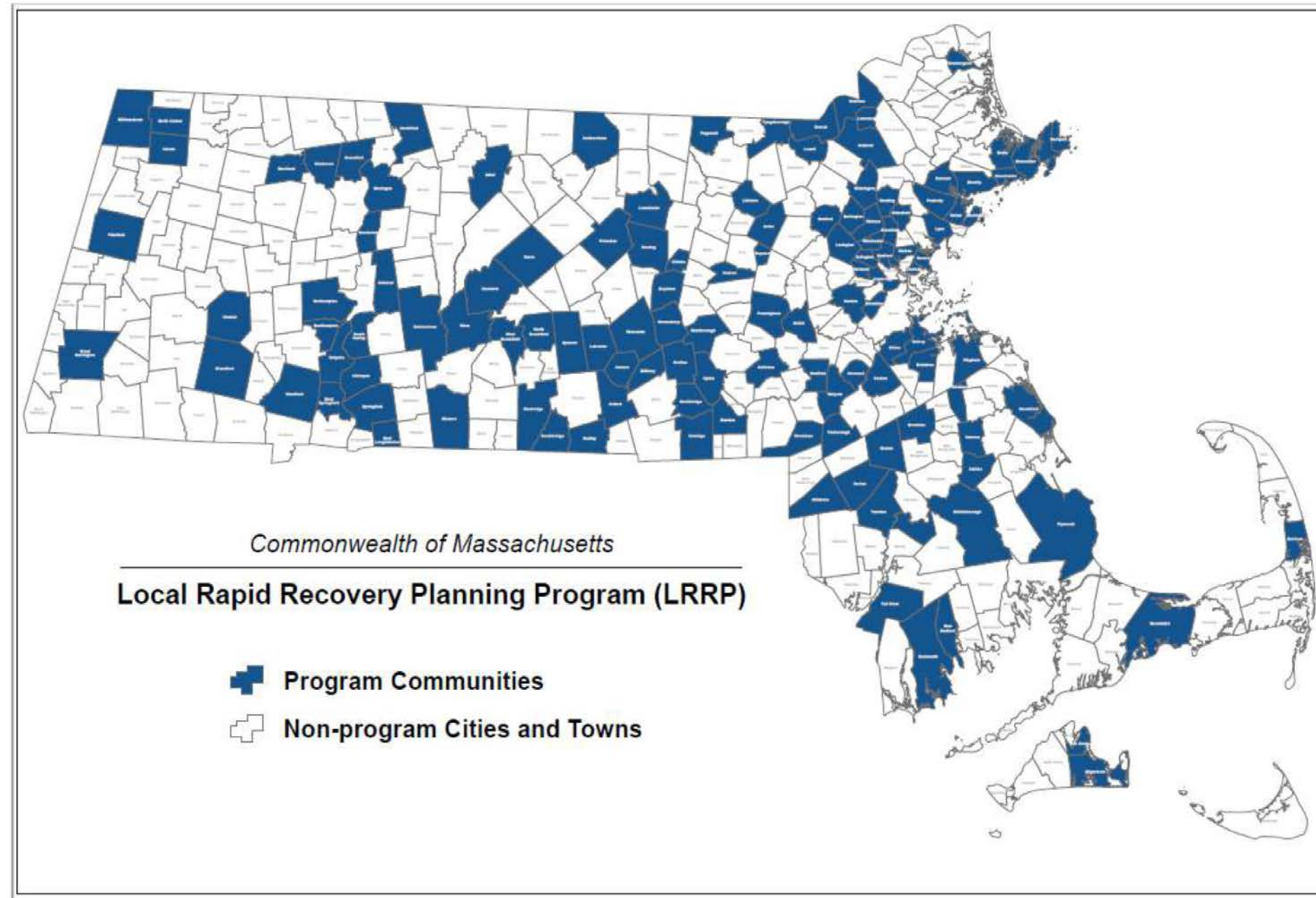




Project Background

WHY WAS THE PROGRAM CREATED?

"To provide every municipality in Massachusetts the opportunity to develop actionable, project-based recovery plans tailored to the unique economic challenges and COVID-19 related impacts to downtowns, town centers, and commercial areas across the commonwealth."



Rapid Recovery Plans

- 43 Small
- 54 Medium
- 16 Large
- 6 Extra Large

PURPOSE OF THIS MEETING



- **Review Goals for Brant Rock**
- **Share Baseline Data**
 - Previous studies
 - Data collected for DHCD in the field
 - Demographic & market data
 - Business survey results
 - Early stakeholder discussions
- **Adjust Goals and Prioritize**
- Initial Project Ideation

MASSACHUSETTS DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT (DHCD) GOALS FOR THE LRRP

- Support **business competitiveness**
- Build **Vibrant Communities**
- Train a **Skilled Workforce**
- Respond to the **Housing Crisis**
- Ensure that communities have **data-driven plans** to aid in COVID-19 recovery effort.
- Support the Commonwealth in the collection and **standardization of baseline data** to measure COVID-19 impacts.
- Clearly defined and **actionable projects** that have been vetted by your community

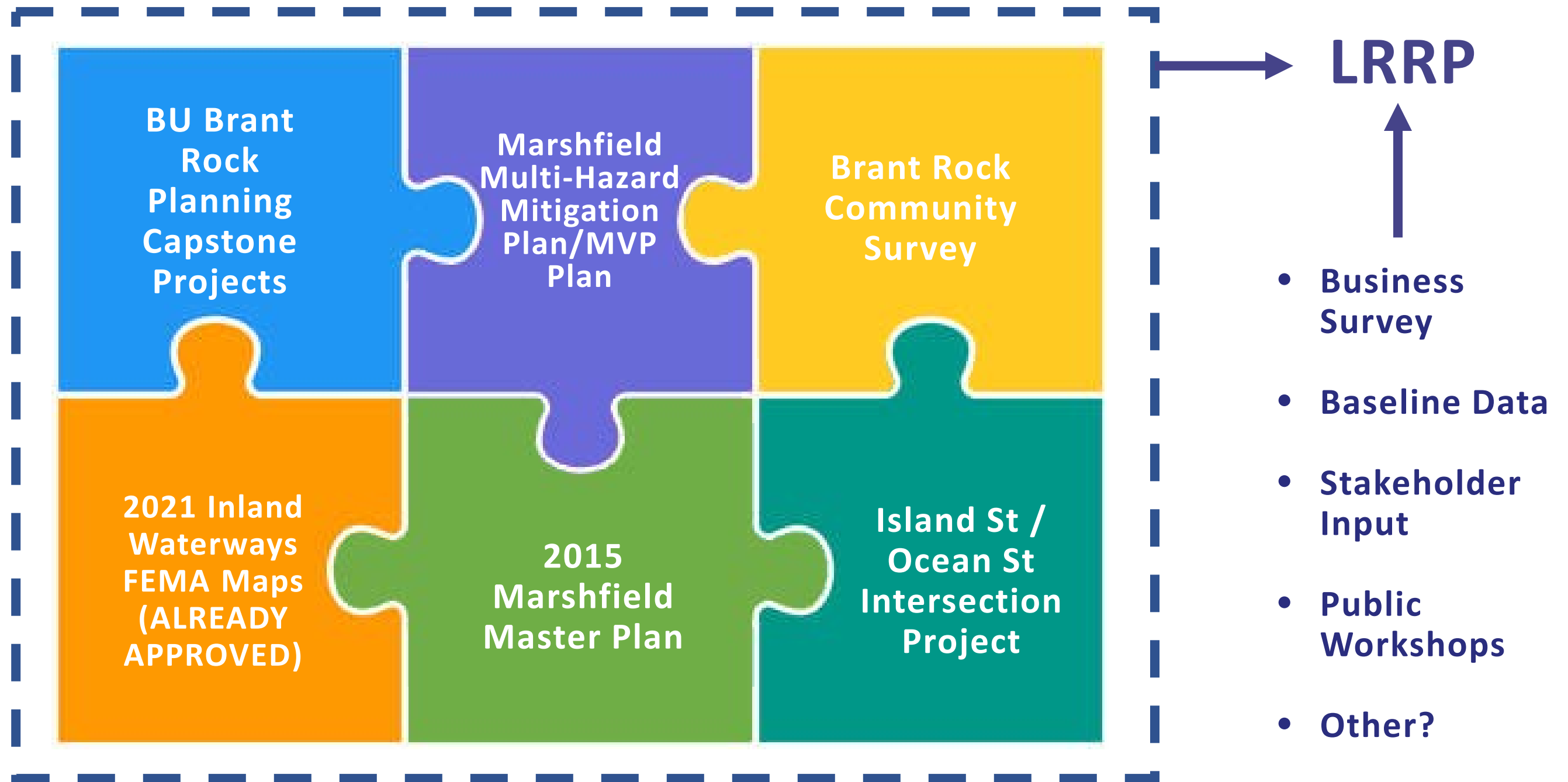


Project Goals/Timeline

STUDY AREA



HOW THE LOCAL RECOVERY PLAN WORKS WITH OTHER EFFORTS



BRANT ROCK'S APPLICATION: PROJECT PRIORITIES



PRIORITY

Short-Term

Safe Walkways for
Pedestrians



PRIORITY

Improve Wayfinding



PRIORITY

Protect Outdoor Dining

Mid/Long-Term

Create dedicated
multimodal facilities

Implement handicapped
beach access
infrastructure

Create a walkable
environment that
promotes outdoor
activities

Short & mid/long-term priorities focused on the public realm

DRAFT COMMUNITY GOALS



Create **safe walkways and accessible pedestrian facilities** and improve **multimodal connections**



Develop a **streamlined wayfinding program** for destinations, Town amenities, and parking facilities



Provide **protected and dedicated spaces** for **outdoor dining**



Expand **retail activity** and **support existing businesses** in the Brant Rock area



Promote **flexible development** opportunities that incorporate **resilient designs**



Enhance **infrastructure, storefronts, businesses, and developments** to become **more resilient** against storm events



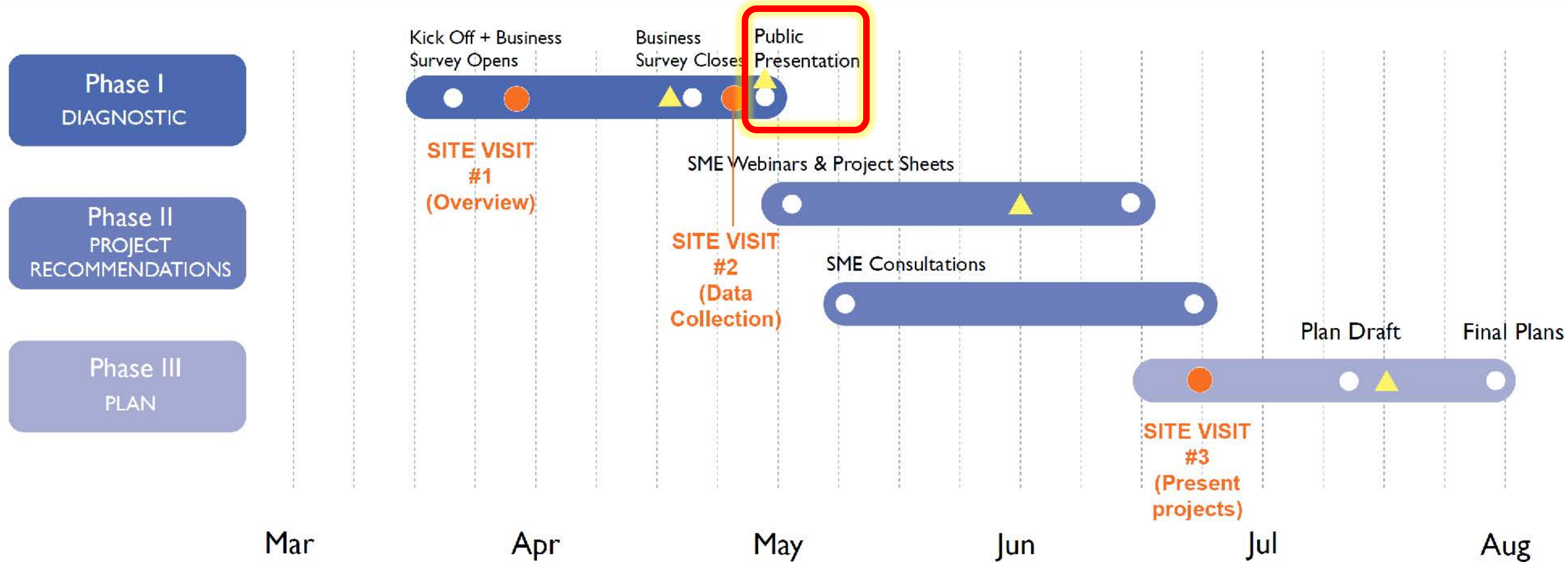
Provide more **roadway and parking accessibility** and capacity for **visitors** frequenting businesses and storefronts

OVERALL LRRP GOALS

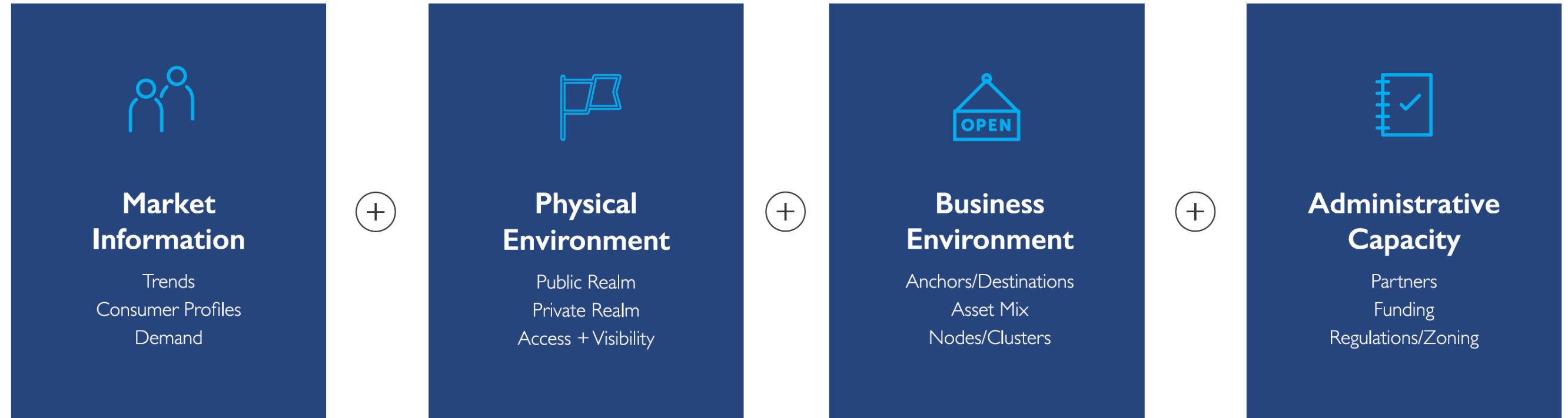
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- Clearly defined and actionable projects that have been vetted by your community

PLANNING SCHEDULE

▲ Public Meetings



BASELINE DATA / DIAGNOSTIC CATEGORIES



BASELINE DATA / DIAGNOSTIC DATA POINTS (SAMPLE)

- | | |
|--|---|
| ✓ Sidewalk conditions | ✓ Building condition |
| ✓ Street conditions | ✓ Storefront and signage |
| ✓ Street furniture | ✓ Interior retail space (size, conditions) |
| ✓ Amenities (murals, artwork, banners) | ✓ Opportunity sites |
| ✓ Crime and safety | ✓ Vacant lot conditions and development plans |
| ✓ Open spaces | |
| ✓ Transit stop/ shelter conditions | |
| ✓ Parking ratios and meter utilization | |
| ✓ Bike lane network, bike parking facilities | |
| ✓ Public transit ridership | |



**CUSTOMER
BASE**

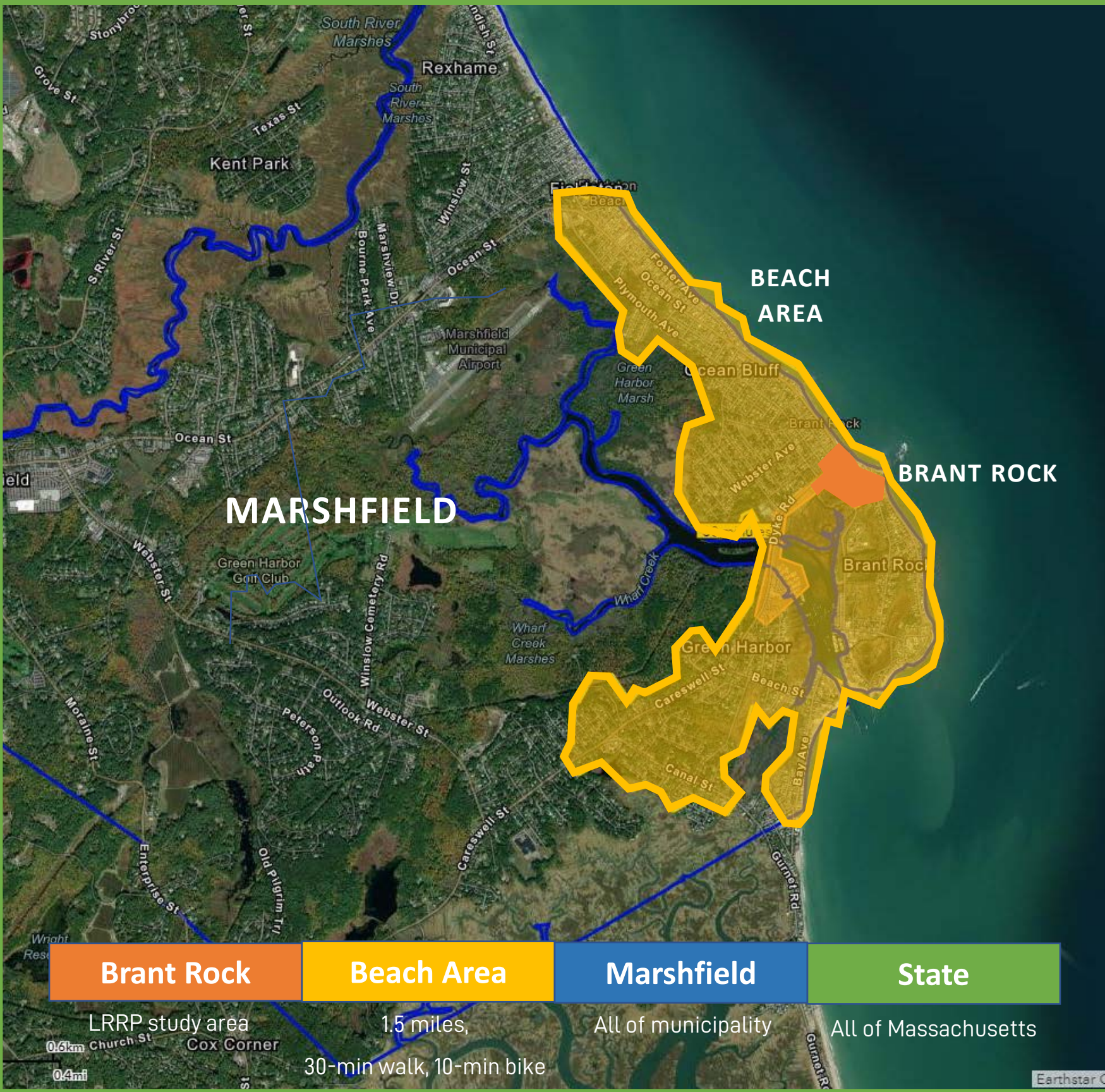


Market Data

CUSTOMER BASE: LOCAL MARKETS

- The study area's extent is **limited to Brant Rock**.
- To understand the local market this **analysis also looks at a 1.5-mile ring** (30-minute walk, 10-minute bike ride) **around Brant Rock**, the entire municipality, and statewide.

Brant Rock	LRRP study area
Beach Area	1.5 mi, 30-min walk, 10-min bike
Marshfield	All of municipality
State	All of Massachusetts



POPULATION TREND (2010 to 2025)

- The beach area and Marshfield overall surpass the state's growth rate.

Beach Area



3,894

Current

+183

Projected

Marshfield



27,471

Current

+923

Projected

State

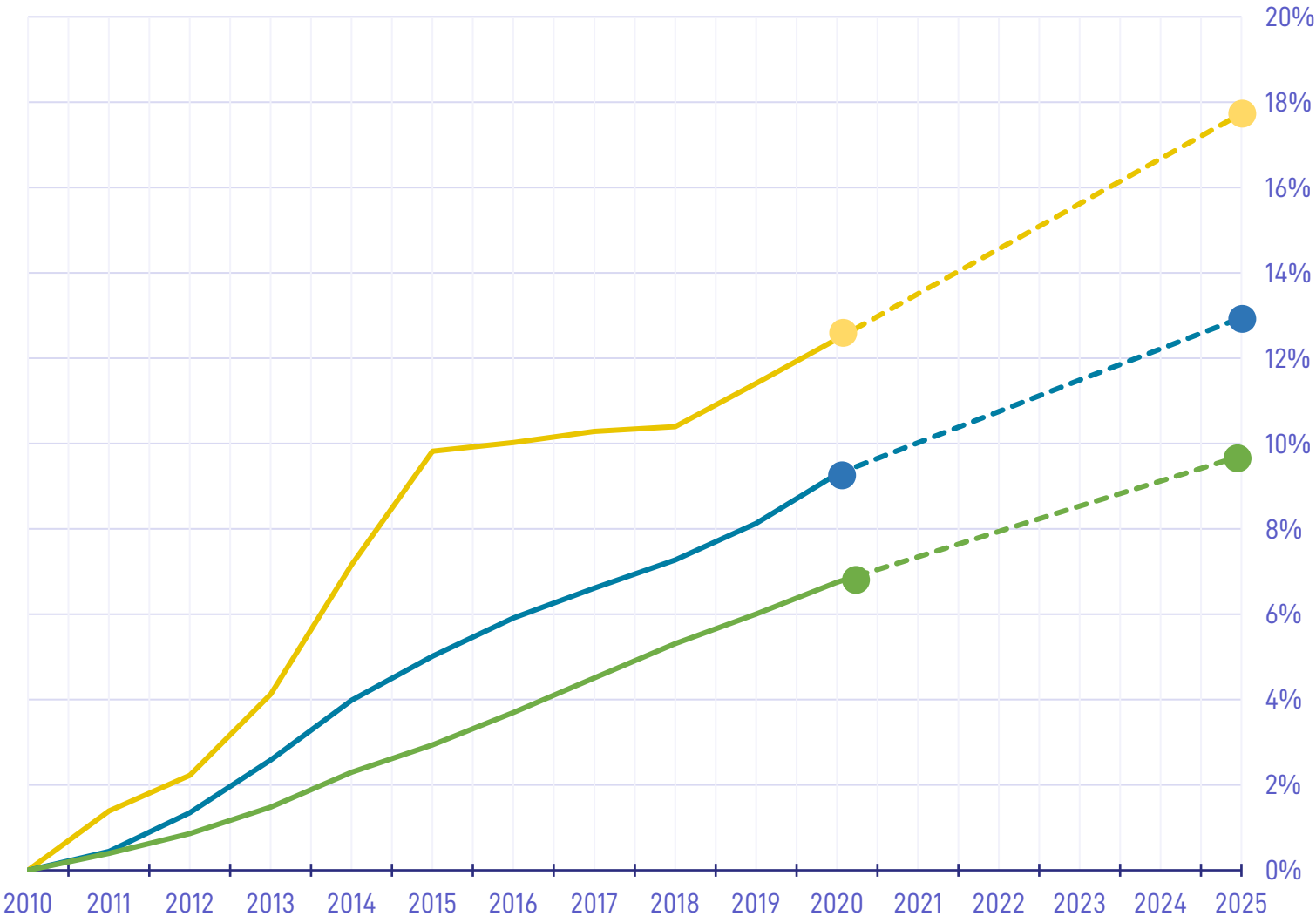


6.9 mil

Current

+194,486

Projected



CUSTOMER STATISTICS:
HOUSEHOLD SIZE

- The local area is expected to add an additional **183 households in the coming 5 years.**



Population

Avg. household size

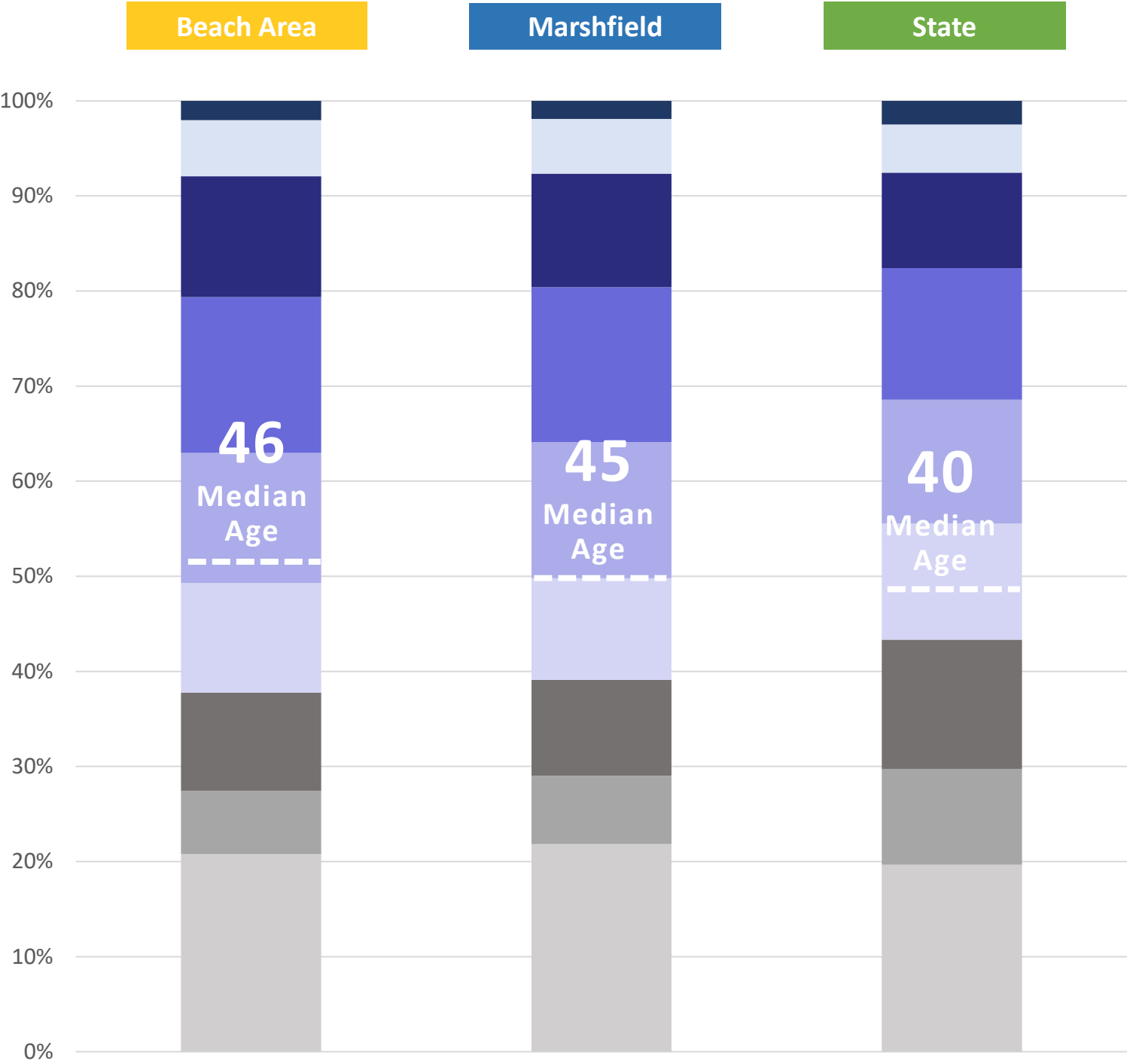
	Beach Area	Marshfield	State
	2.4	2.6	2.5
Residential population (current)	3,894	27,471	6,993,463
Households	1,600	10,408	2,702,578
5-year forecast, population change	183	923	194,486
5-year forecast, household change	71	347	73,332
Median age	46	45	40

CUSTOMER STATISTICS:
AGE DISTRIBUTION

- The local area's age distribution skews **slightly older than the state average.**



- 85+
- 75-84
- 65-74
- 55-64
- 45-54
- 35-44
- 25-34
- 18-20
- 0-17



CUSTOMER STATISTICS:
RETAIL SPENDING
OPPORTUNITY

- The number of jobs in the local area is about less than the residential population.
- Housing in the local area is predominantly owner-occupied.



Employment and income

Median household income

\$81k

\$109k

\$81k

Employees

909

9,504

3,384,476

Students (secondary & above)

497

2,780

933,098

Jobs-to-residents ratio

0.2

0.3

0.5



Housing

Median home value

\$444k

\$498k

\$415k

5-year forecast, home value growth

14%

16%

17%

Owner-occupied housing

84%

82%

61%

Beach Area

Marshfield

State

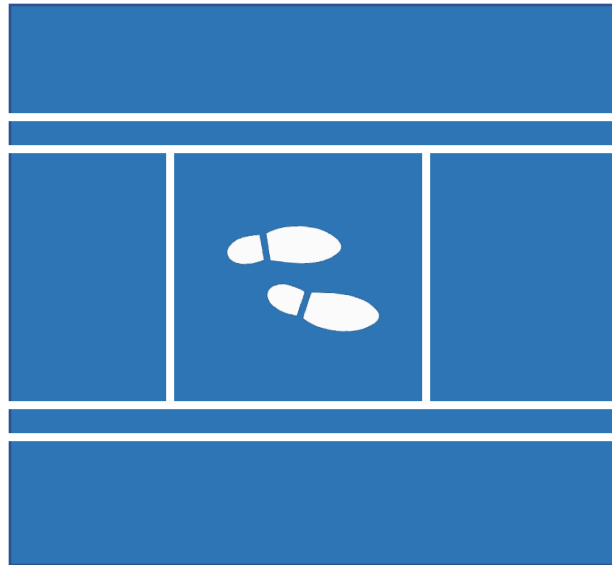


PHYSICAL
ENVIRONMENT



Public Realm Field Grades

ELEMENT: SIDEWALKS



Guiding Principles:

Sidewalks should be wide enough to accommodate both the flow of customers and spillover retail/dining activity. In addition, sidewalks should be clean and well-maintained to ensure the safety and comfort of pedestrians.



ELEMENT: SIDEWALKS



GOAL IMPACT: SAFE WALKWAYS



How **Brant Rock** ranks:

A

More than **75% of sidewalks** in the study area are **cleaned, well-maintained** and accessible to multiple users across different ages and abilities.

B

About **50% of sidewalks** in the study area are cleaned and well-maintained.

C

More than **25% of sidewalks** in the study area pose **challenges to the pedestrian experience** (including **narrow sidewalks** and **lack of cleanliness/maintenance**).

F

There are **no sidewalks** in the study area.

ELEMENT: STREET TREES AND BENCHES



Guiding Principles:

Sidewalks should facilitate a variety of activities, including resting, people-watching and socializing. Street trees and benches are key amenities that support such activities and should be made available without disrupting the flow of pedestrians.



Best Practice Example



GOAL IMPACT: SAFE WALKWAYS

ELEMENT: STREET TREES AND BENCHES



How Brant Rock ranks:

A

Street trees and benches are readily available throughout the study area. They are well-designed, well-maintained, and offer shade and comfort to pedestrians.

B

Although street trees and benches are available, these amenities have not been cleaned or well-maintained, and require improvements.

C

Limited availability of street trees and benches creating uncomfortable pedestrian experience.

F

There are no street trees and benches in the study area.

ELEMENT: LIGHTING



Guiding Principles:

Street lighting improves pedestrian visibility and personal safety, as well as aids in geographic orientation.



Best Practice Example

ELEMENT: LIGHTING



GOAL IMPACT: SAFE WALKWAYS



How **Brant Rock** ranks:

A

More than 75% of the study area utilizes a range of lighting strategies to ensure safety of pedestrians and motorists, as well as highlight the identity and history of an area.

B

About 50% of the study area is serviced by street lighting that supports pedestrian visibility and safety.

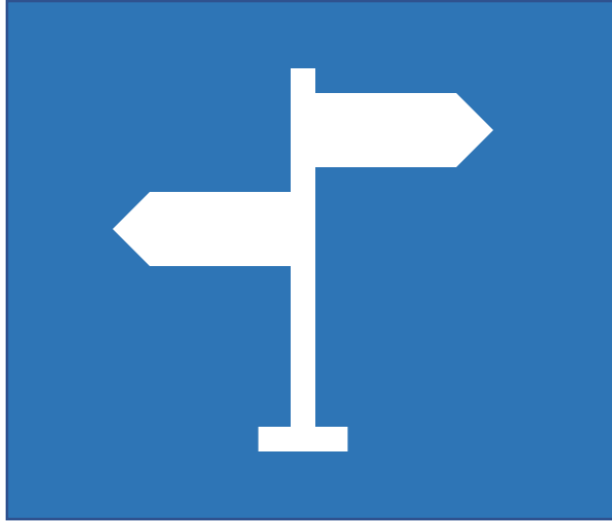
C

Street lighting on the primary street in the study area does not support pedestrian visibility and safety.

F

There is no street lighting in the study area.

ELEMENT: WAYFINDING / SIGNAGE



Guiding Principles:

A wayfinding system supports overall accessibility of a commercial district. It benefits pedestrians and bicyclists, and directs motorists to park and walk. Without clear visual cues, customers may find it difficult to park or may be less aware of local offerings.



Best Practice Example

ELEMENT: WAYFINDING/SIGNAGE



GOAL IMPACT: WAYFINDING



How **Brant Rock** ranks:

A

There is a comprehensive and cohesive wayfinding system that offers geographic orientation to pedestrians, cyclists, and motorists. Signage reflects brand/identity.

B

Wayfinding in the study area is primarily geared towards directing cars. There is limited signage to identify key assets and destinations to pedestrians.

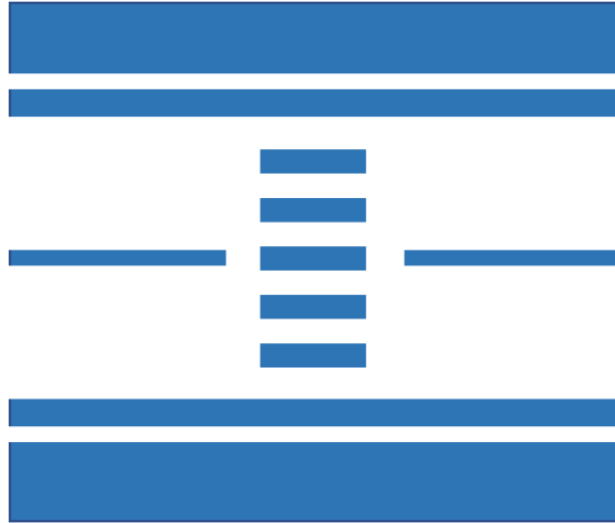
C

Limited to no signage available throughout the study area.

F

There is no wayfinding/signage in the study area.

ELEMENT: ROADBED / CROSSWALKS



Guiding Principles:

Roads should be well-maintained to ensure safety of drivers and pedestrians. Crosswalks that are unsafe or inconvenient to customers may undermine accessibility between stores and overall shopper experience.



Best Practice Example

ELEMENT: ROADBED/CROSSWALKS



GOAL IMPACT: SAFE WALKWAYS



How **Brant Rock** ranks:

A

Roads are designed to balance the needs of motorists, cyclists, and pedestrians and create a safe environment for all users.

B

Roads are designed primarily to move motor vehicles across the study area efficiently, with limited crosswalks for pedestrians.

C

Roads are hazardous to all users.

F

The study area is not connected by any major roads.

PUBLIC REALM: KEY TAKEAWAYS

- Sidewalk network is disconnected, not well-maintained, and major streets have large sidewalk gaps.
- Crosswalks are not very safe or accessible, mostly lacking standard markings, width, warning signs and markings, and ADA-compliant curb ramps.
- Streetscape amenities are lacking, with no sidewalk trees, few benches, no pedestrian-scale lighting, and few plazas or welcoming active spaces.
- Wayfinding is almost non-existent, with few disconnected signs and little sense of clarity, arrival or identity.



PHYSICAL
ENVIRONMENT



Private Realm Field Grades

ELEMENT: WINDOWS



Guiding Principles:

Storefronts that maintain a minimum of 70% transparency ensure clear lines of sight between the business and the sidewalk to enhance attractiveness of storefront, as well as improve safety for the business, customers, and pedestrians.



Best Practice Example

ELEMENT: WINDOWS



GOAL IMPACT: SUPPORT BUSINESSES



How **Brant Rock** ranks:

A

More than 75% of storefronts maintain windows with at least 70% transparency.

B

About 50% of storefront windows maintain windows with at least 70% transparency.

C

More than 25% of storefronts have windows with limited transparency.

F

All storefronts are boarded up and/or have limited transparency.

ELEMENT: OUTDOOR DISPLAY / DINING



Guiding Principles:

Attractive window displays and spillover retail/restaurant activity on sidewalks or adjacent parking spaces can help contribute to overall district vibrancy.



Best Practice Example

ELEMENT: OUTDOOR DISPLAY / DINING



GOAL IMPACT: OUTDOOR DINING



How **Brant Rock** ranks:

A

More than 75% of storefronts feature an attractive window display and/or spillover merchandise and dining areas that align with the brand and identity of the district.

B

About 50% of storefronts maintain an attractive window display with limited spillover merchandise and/or dining areas.

C

More than 25% of storefronts have spillover merchandise display and outdoor dining that pose challenges to the pedestrian experience.

F

There is no spillover retail/restaurant activity in the district.

ELEMENT: SIGNAGE

STORE

Guiding Principles:

Signage can help customers identify the location of storefronts and businesses from a distance. Signage should also reflect the visual brand and identity of tenants to help attract new customers.



Best Practice Example

ELEMENT: SIGNAGE



GOAL IMPACT: WAYFINDING



How **Brant Rock** ranks:

A

More than 75% of storefront signs reflect the unique brand identity of tenants and can be easily seen from more than 10 ft distance.

B

About 50% of storefronts have clear signage that reflect basic business information and can easily be seen from adjacent sidewalks.

C

More than 25% of storefronts have signage that does not communicate names of business or types of products/services being offered.

F

Storefronts in the study area do not have signage.

ELEMENT: AWNING



Guiding Principles:

Awnings can provide shade during warmer months, enabling comfortable outdoor dining arrangements for customers. However, they must be well-maintained and designed in coordination with other elements of the storefront.



Best Practice Example

ELEMENT: AWNING



GOAL IMPACT: SUPPORT BUSINESSES



How Brant Rock ranks:

A

More than 75% of properties in the study area have retractable awnings that have been well-maintained and cleaned.

B

About 50% of properties in the study area have functioning awnings that have been well-maintained and cleaned.

C

More than 25% of properties in the study area do not have awnings and/or have awnings that are unusable or have not been cleaned and maintained.

F

Storefronts in the study area are not equipped with awnings.

ELEMENT: FACADE



Guiding Principles:

Storefronts that use high-quality and durable building materials, as well as paint and color to differentiate from other businesses, can dramatically improve the appearance of the commercial district to potential customers.



Best Practice Example

ELEMENT: FACADE



GOAL IMPACT: SUPPORT BUSINESSES



How Brant Rock ranks:

A

Storefronts that use high-quality materials, and paint and color to differentiate from other businesses, can dramatically improve the appearance of the commercial district.

B

Most properties have clean and well-maintained façades, but at least one significant property requiring structural façade improvements.

C

More than 25% of properties require significant building façades improvements, including power washing, painting, and structural enhancements.

F

All properties in the study area require significant façade improvements.

PRIVATE REALM: KEY TAKEAWAYS

- Good individual business presence, with most having nice signs, good window coverage, and some entry awnings to attract customers.
- No coordinated district-wide presence, lacking continuity, of signage, facades, awnings, lighting, etc.
- Poor outdoor customer amenities, with few places to sit and wait, no connected awnings, and notable gaps in the street wall.
- Outdoor dining is lacking, with limited private spaces at only a few destinations and few eyes on the street



**BUSINESS
ENVIRONMENT**



Business Activity Data

BUSINESS ACTIVITY: BUSINESS SURVEY

Total Number of
Businesses

12



Number of Businesses closed
since COVID (temporary or
permanent, of participating
survey takers, only)

*Businesses such as
Haddad's temporarily
closed (during off-peak
season & COVID)*

0



Number of Vacant
Storefronts

2 - 3



BUSINESS ACTIVITY:
RETAIL LEAKAGE

- The local area and Marshfield are **leaking all categories of retail spending**
- Retail demand is greater than current supply



Retail Market

	Beach Area	Marshfield	State
Total retail surplus/leakage	78.6	52.6	5.8
Grocery store surplus/leakage	34.7	31	2.4
Restaurant surplus/leakage	34.5	27.1	-0.7



ADMIN
CAPACITY



Support for Businesses & Infrastructure

ADMINISTRATIVE CAPACITY: RECOVERY SUPPORT



“A combination of leadership, organizational capacity, resources, and regulatory and policy frameworks that enable catalytic investments and improvements to take root.”

- Who are the **key stewards** of the Study Area?
- Are they **adequately staffed and resourced** to support implementation of projects?
- Are the **regulatory, zoning, and permitting processes** an impediment to business activity?
- If lacking a stakeholder entity, **is a discussion needed on District Management?**

ADMINISTRATIVE CAPACITY: RECOVERY SUPPORT



“A combination of leadership, organizational capacity, resources, and regulatory and policy frameworks that enable catalytic investments and improvements to take root.”

**Dedicated Brant Rock
Marketing
Staff/Organization**

**Presence of a Brant Rock
Business Association**

**Presence of a Brant
Rock Main Streets
Organization**

**Dedicated
Maintenance Focus on
Brant Rock mobility
infrastructure**



CLIMATE



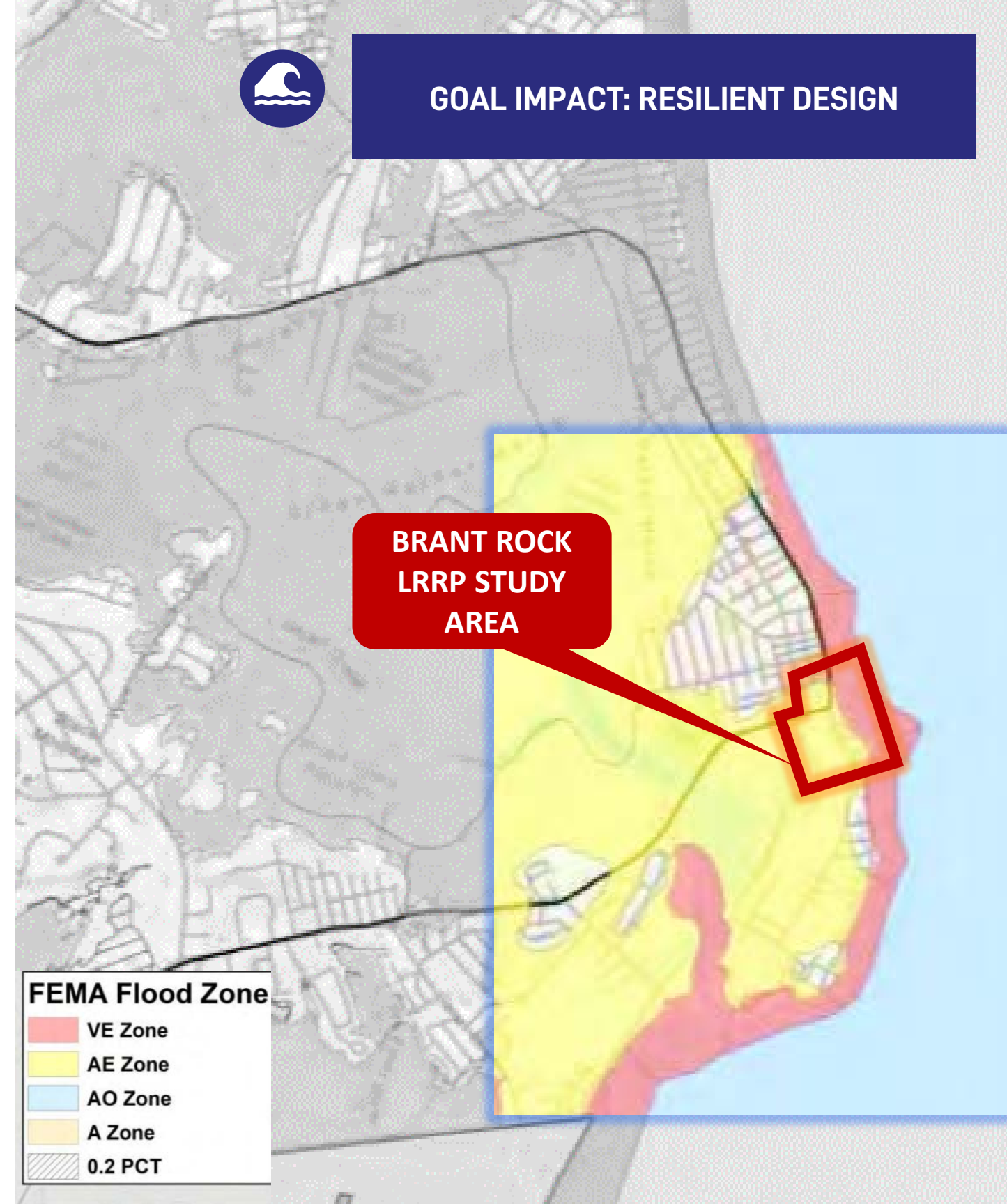
Data Results



GOAL IMPACT: RESILIENT DESIGN

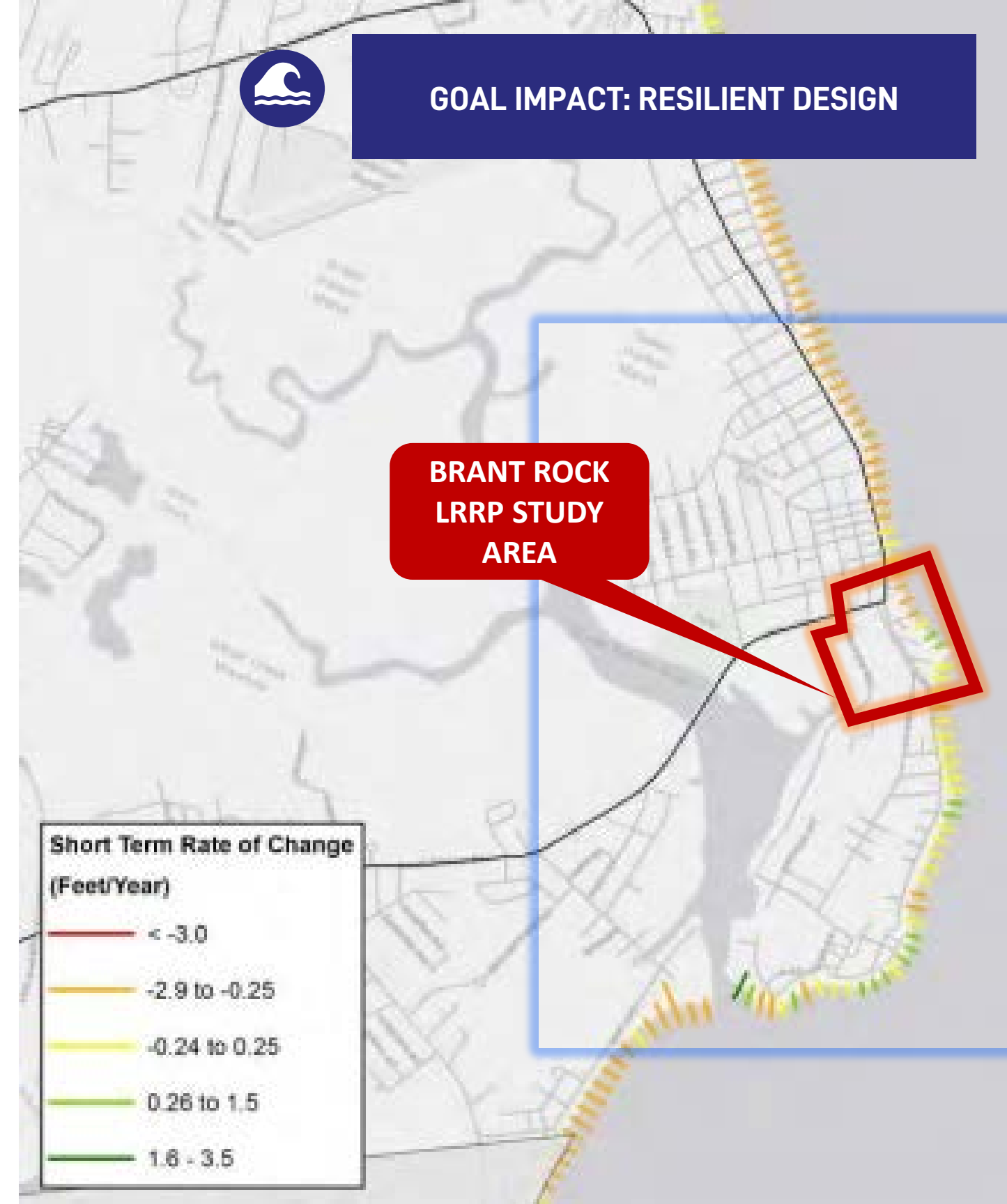
CLIMATE: COASTAL FLOODING

- Most of the Brant Rock study area falls within **High-Risk Coastal Area (VE) & 1% Annual Chance of Flooding (AE)** Flood Zones
- The majority of businesses and retail storefronts in Brant Rock experience **annual flooding** during storm surge events



CLIMATE: COASTAL EROSION

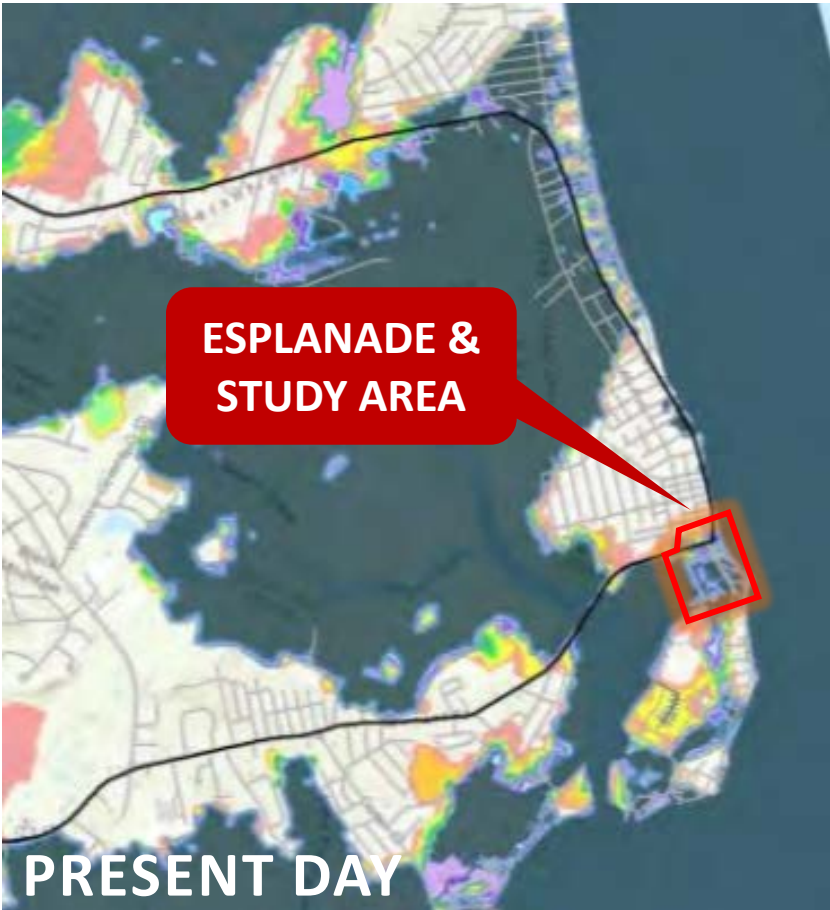
- Brant Rock will experience up to **2.9'** of **coastal erosion per year**



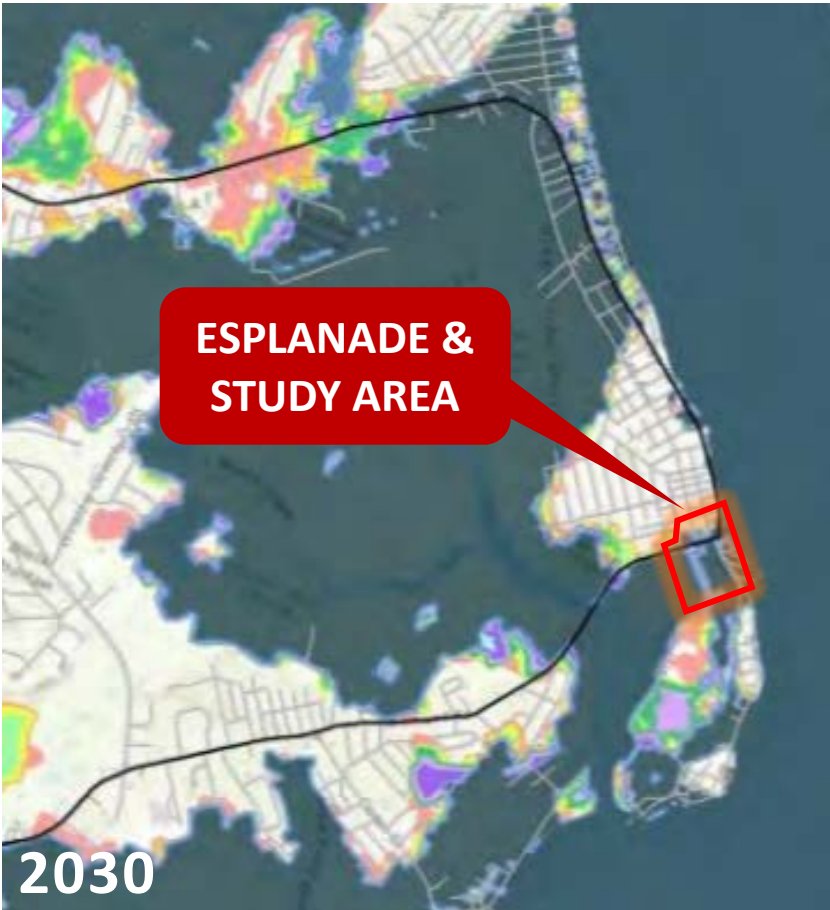
CLIMATE:
STORM INUNDATION DUE TO SEA-LEVEL RISE



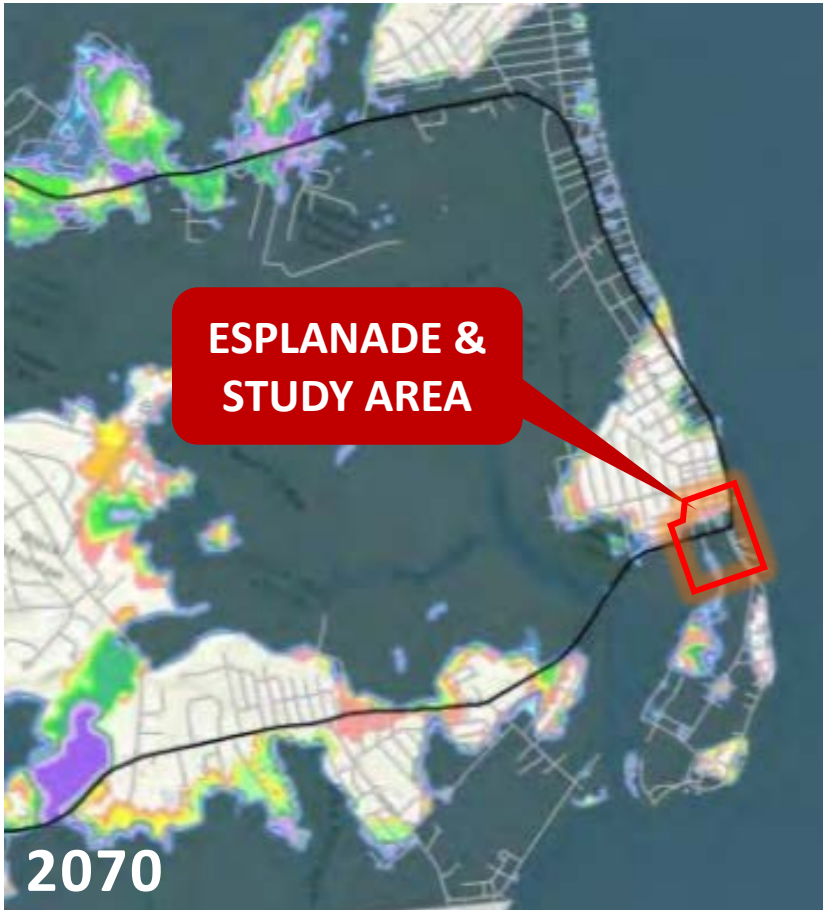
GOAL IMPACT: RESILIENT DESIGN



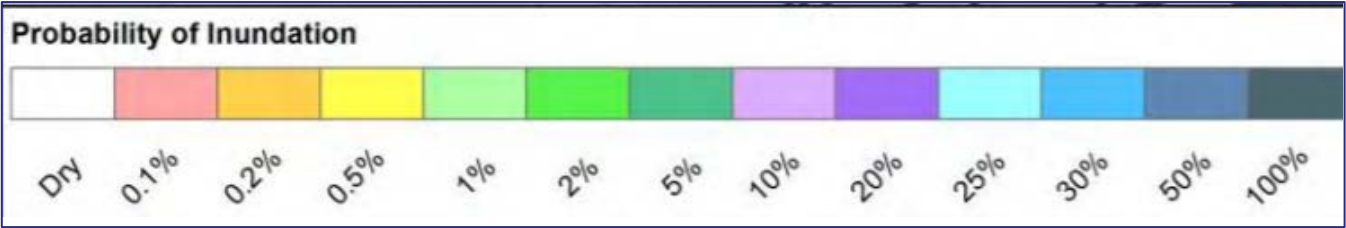
Sea-level rise impacts major routes and businesses areas in Brant Rock during 100-year storm events



In 10 years, Island and Ocean Street will experience between 50-100% inundation during storm events



Most of Brant Rock will experience serious and continuous sea-level rise and storm surge impacts



The probability of coastal flooding today and in future years 2030 and 2070. A range of percent chance spans from 100% (annual storm condition) to 0.1% (a one in 1,000 chance storm – a less frequent, more intense occurrence).

Key Findings & Goal Prioritization



BASELINE DATA: KEY FINDINGS OVERVIEW



CUSTOMER BASE / ADMIN CAPACITY

- **Growing local and regional population** is an opportunity for retailers
- **Retail activity is declining** with vacancies, gaps in storefronts, and short hip seasons
- **Incoming businesses in could improve unemployment rates**
- There is no dedicated and collaborative **Brant Rock business association**



BUSINESSES

- Most retail uses are **seasonal**, leaving little diversity and little year-round activity
- Some businesses have **attractive signage and facades**, but quality varies
- Most businesses have **worn facades** and **lack awnings** but have sufficient window coverage
- **More outdoor dining** is needed



PUBLIC / INFRASTRUCTURE ASSETS

- **Little to no wayfinding** exists
- Most crosswalks and sidewalks **are not accessible or well-maintained**
- A lack of **outdoor seating, landscaping, and lighting** to accommodate visitors
- Roadways **prioritize vehicles**, given the **large right of ways and head-in parking**



CLIMATE

- Brant Rock is significantly impacted by **coastal flooding** at a worsening rate every year
- **Short-term flooding will continue**
- **Sea-level rise** between now and 2070 will **heighten storm impacts**
- **Existing businesses** will continue to face **annual storm flooding impacts**

DRAFT COMMUNITY GOALS

RELATED DIAGNOSTIC SCORES

DHCD RATINGS:



Create **safe walkways and accessible pedestrian facilities** and improve **multimodal connections**



Develop a **streamlined wayfinding program** for destinations, Town amenities, and parking facilities



Provide **protected and dedicated spaces** for **outdoor dining**



Expand **retail activity** and **support existing businesses** in the Brant Rock area



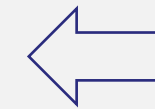
Promote **flexible development** opportunities that incorporate **resilient designs**



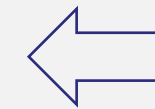
Enhance **infrastructure, storefronts, businesses, and developments** to become **more resilient** against storm events



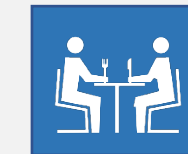
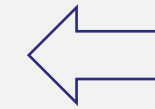
Provide more **roadway and parking accessibility** and capacity for **visitors** frequenting businesses and storefronts



Walking environment is uninviting / unsafe



Coordinated information, branding and place-making needed



More active outdoor space needed



Upgrades needed



Most existing buildings do not have resilient designs



Existing businesses struggle to remain resilient



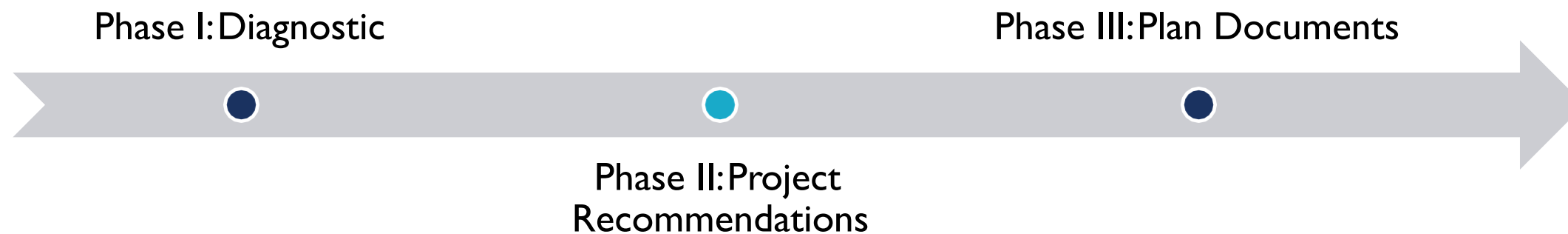
Existing parking does not have proper signage, and non-standard roadways present multiple conflicts

What's Next?



Phase II – Project Recommendations

- Project identification and development of project details in consultation with Lead Applicant, community and stakeholders



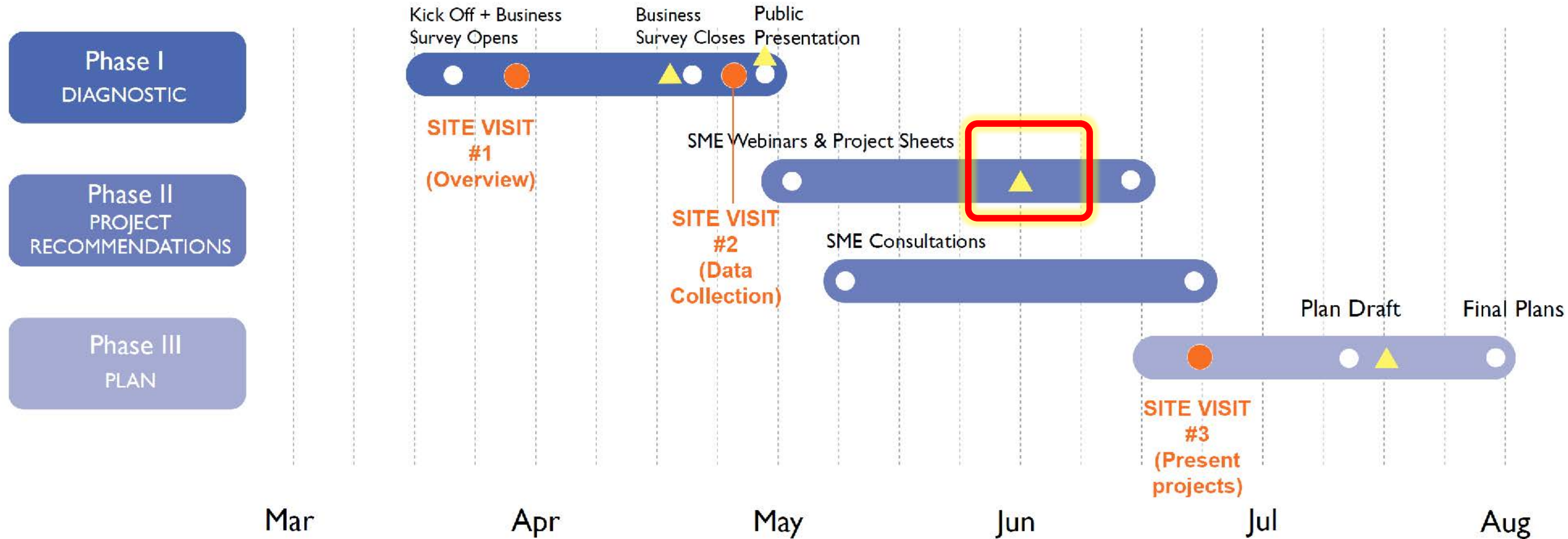
PHASE II: Subject Matter Expert (SMEs) Opportunities

- *SMEs will be available in the following categories (depending on the projects developed for each community):*
- **Public Realm**
 - Public Space Transformation (Parking, Biking, Sidewalks, Streets)
 - Finding opportunities in overlooked spaces
- **Private Realm**
 - Overcoming Zoning/Permit/Licensing Hurdles
- **Revenue & Sales**
- **Administrative Capacity**
- **Tenant Mix**
- **Cultural/Arts**



PLANNING SCHEDULE

▲ Public Meetings



Thank You!
