



Town of Marshfield Economic Development Plan

Community Workshop and Survey Results

October 17th, 2022

Image: marinas.com

Town of Marshfield

Economic Development Plan

Community Workshop and Survey Results

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About this study

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Economic Development Plan – Study Introduction

Develop an Economic Development Plan with analysis and recommendations that will support:

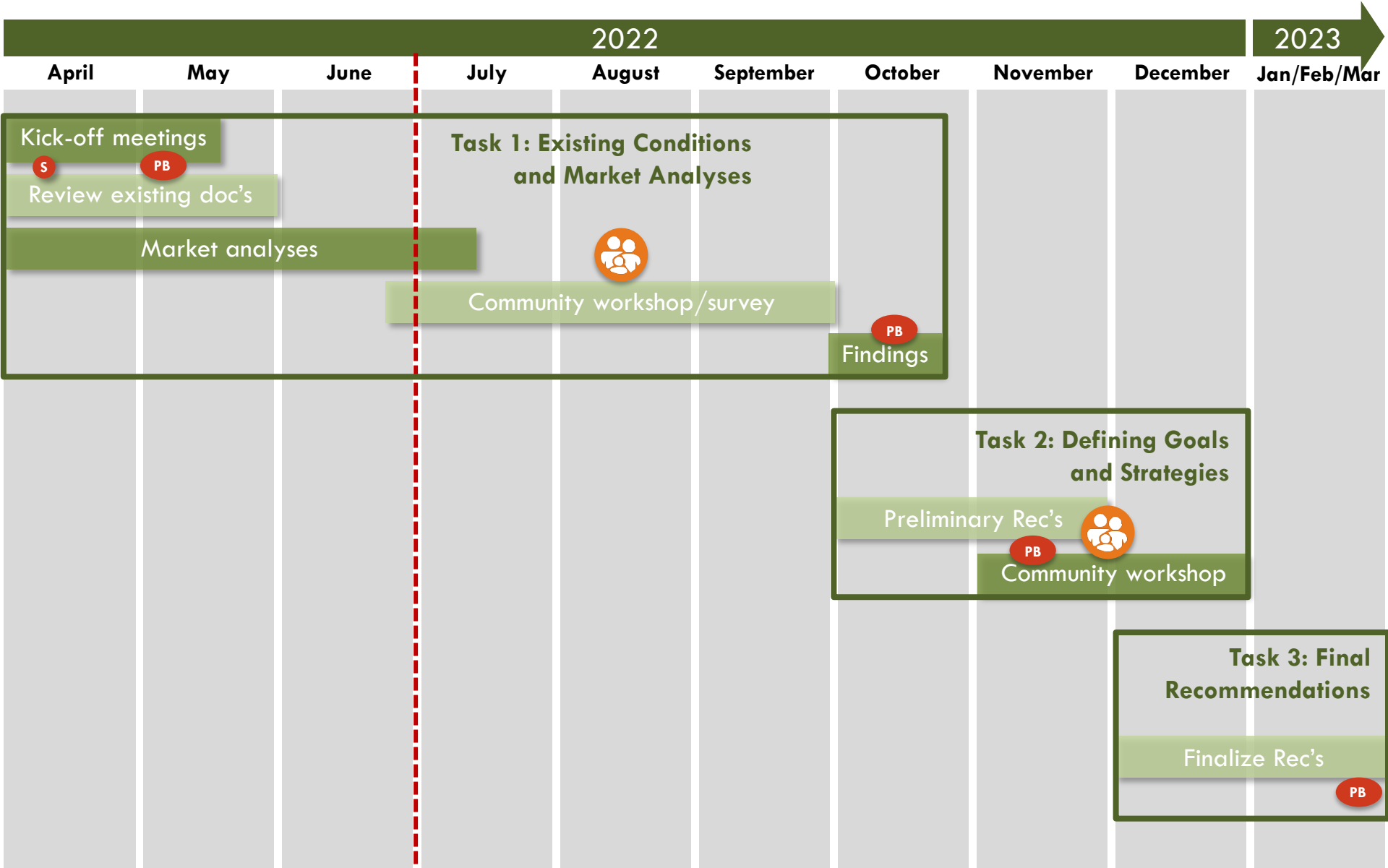
1. Economic activity
2. Commercial tax base
3. Commercial and residential uses in the Town

Provide goals and actions to facilitate economic investment in the town

Economic Development Plan – Study Introduction



Economic Development Plan – Study Timeline





Summary of participation

Image: marinas.com

Community Workshop 1 and Survey

Summary of Participation

- **Hybrid (in-person and Zoom) workshop** hosted on August 17, 2022
- Between 20 to 30 in-person and online attendees
- **Follow-up online survey** available from August 17, 2022 to September 30, 2022
- 400+ online survey responses
- Total feedback compiled from about **430 participants**

Feedback – Introduction

1A. What is your primary relationship to the Town of Marshfield? *(Choose one)*

1B. Where do you live? *(Choose one)*

1C. Where do you work? *(Choose one)*

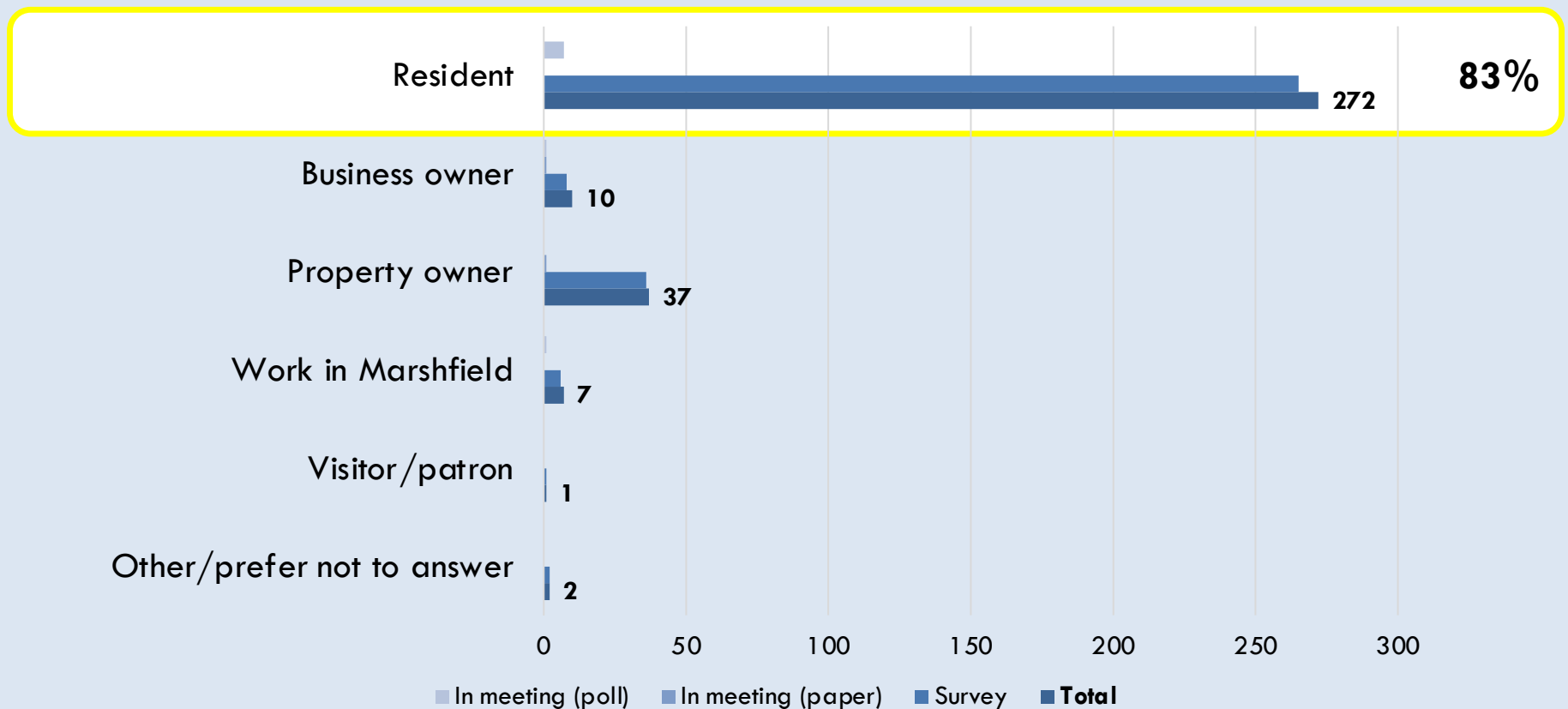
1D. What is your age? *(Choose one)*

1E. What is your income? *(Choose one)*

1F. What is most important for economic development in Marshfield? *(Add key word(s))*

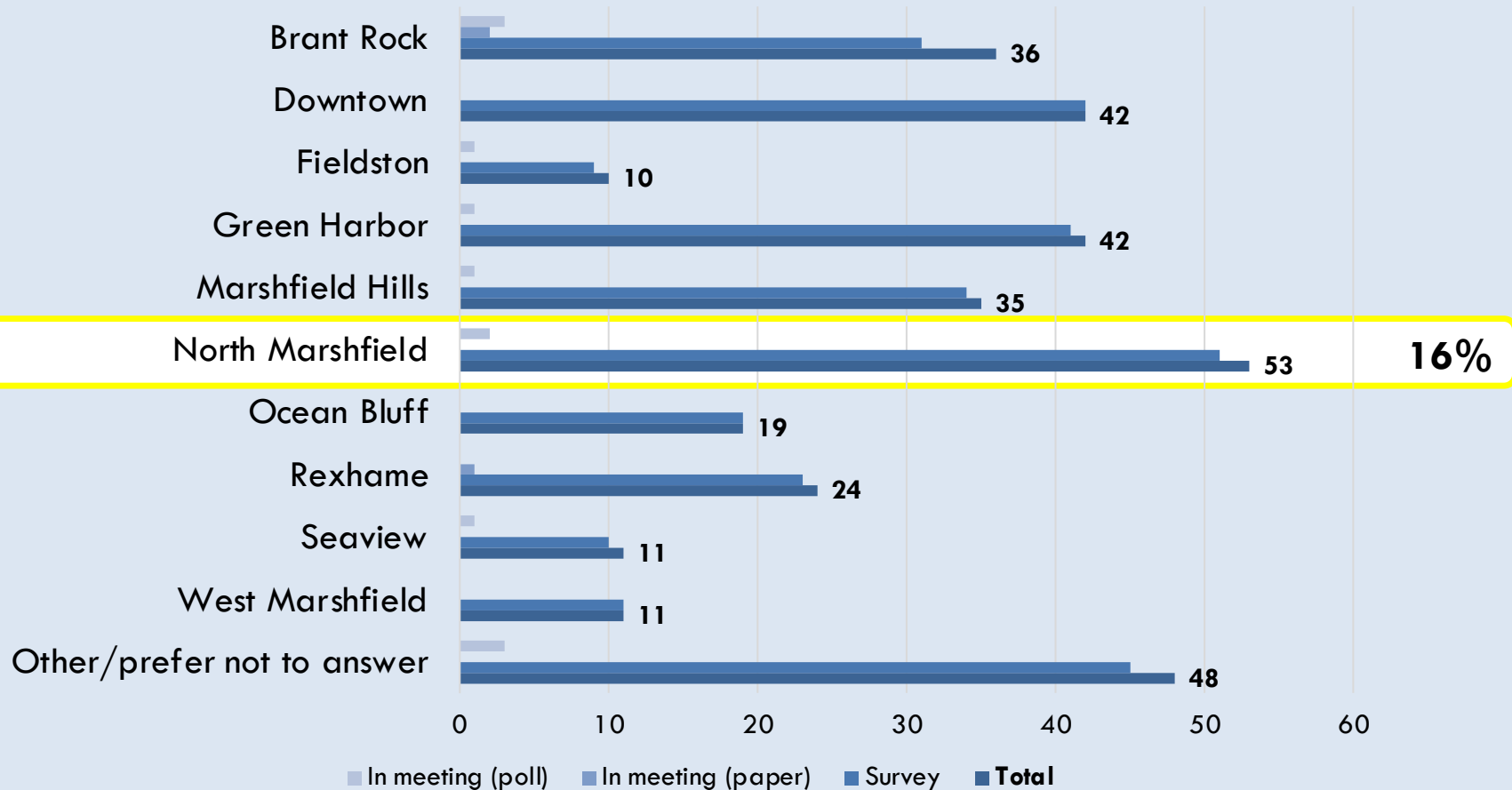
1 Who participated?

1A. What is your primary relationship to the Town of Marshfield? *(Choose one)*



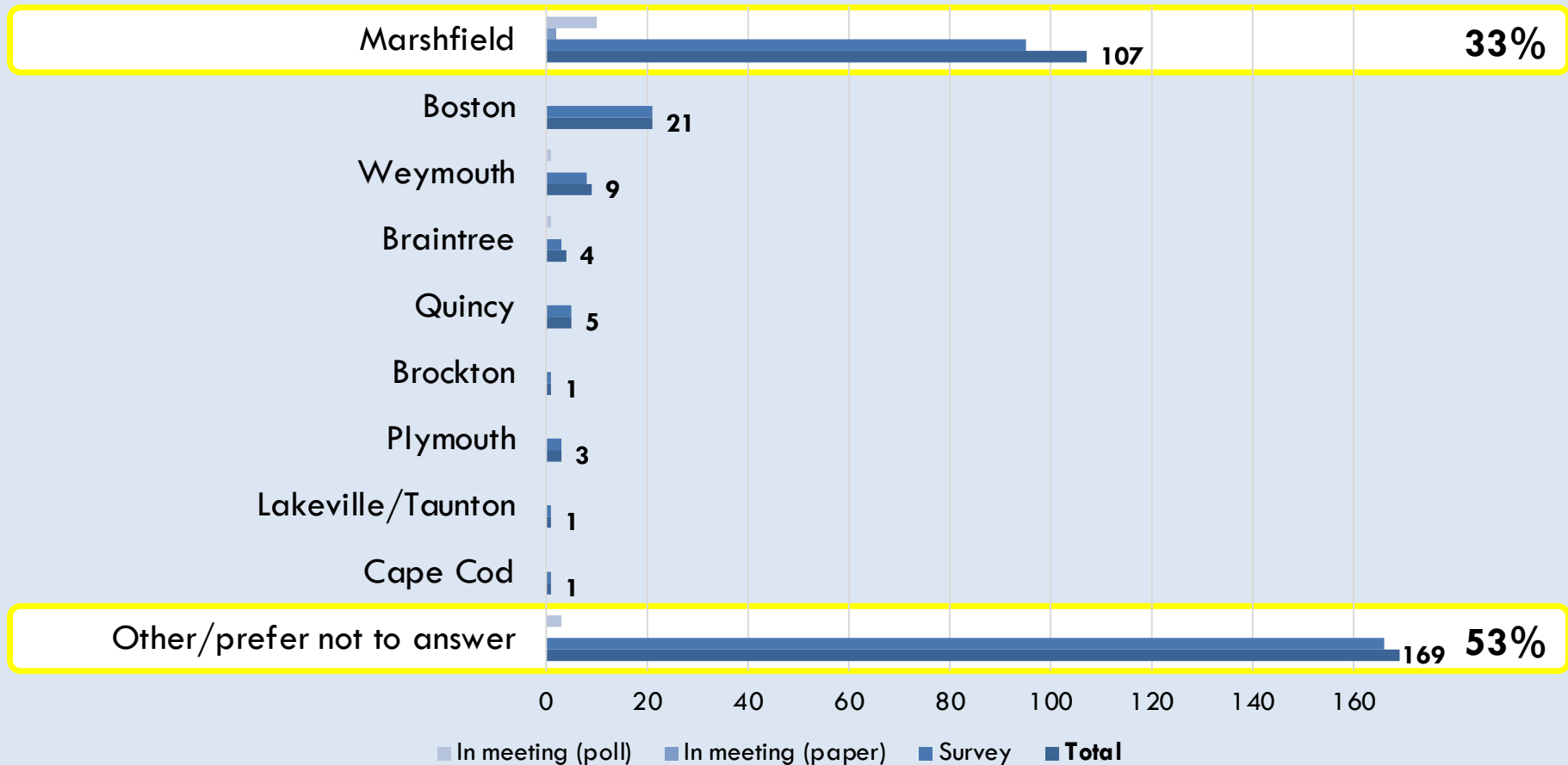
1 Who participated?

1B. Where do you live? *(Choose one)*



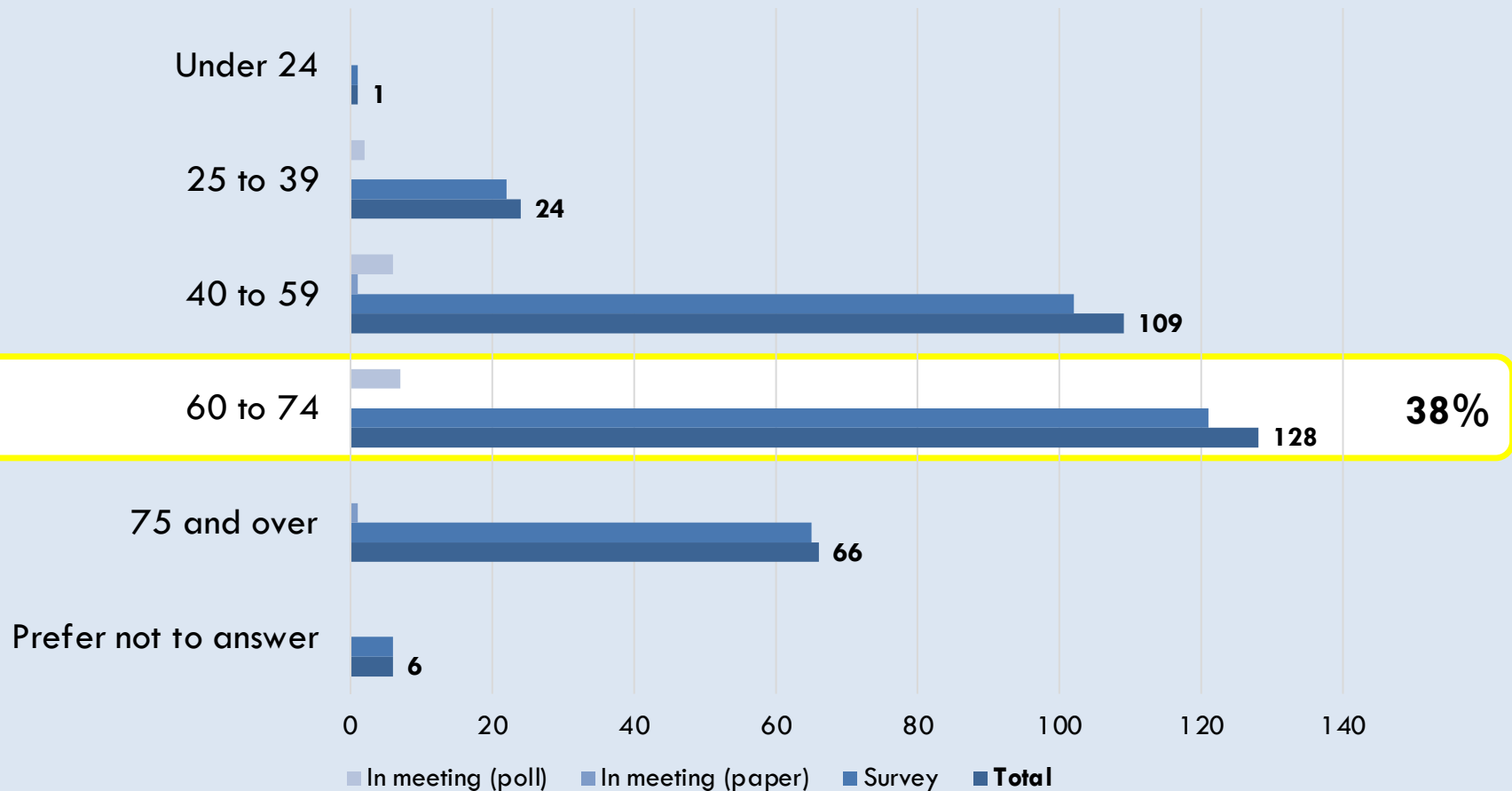
1 Who participated?

1C. Where do you work? *(Choose one)*



1 Who participated?

1D. What is your age? *(Choose one)*



1 What is most important?

1E. Marshfield economic development? *(key words)*

Infrastructure improvement/sustainable/balanced (water resources, wastewater, flood protection, transportation)	11%
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Walkability, improve sidewalks, safe walking along roadways (connecting villages, beaches)

Small/local/seasonal businesses (support and growth of)

A strong downtown/downtown improvements

Attract new retail businesses/businesses (useful to residents, vibrant/eclectic)

Improved road infrastructure/traffic congestion

Conservation and preservation of existing open space, natural, and historic resources

Lower taxes/lower property tax/tax breaks/tax relief/no new taxes

Keep Marshfield charm - a quaint beach town destination/rural residential/open space/small businesses feel (rather than growing more commercial)

Affordability/affordable housing (keep young people in the town for work and local spending)

Grow/maintain commercial business tax base

Unique/diverse/quality local commercial uses, businesses, and restaurants



Feedback – Opportunities/constraints

Image: marinas.com

Feedback – Opportunities and Constraints

2A. What are the **strengths** of Marshfield?

(List as many as you can identify)

2B. What are the **weaknesses** of Marshfield?

(List as many as you can identify)

2C. What are the **opportunities** in Marshfield?

(List as many as you can identify)

2D. What are the **limitations** in Marshfield?

(List as many as you can identify)

2 Opportunities and Constraints

2A. What are the **strengths** of Marshfield? *(key words)*

Beaches		12%
Good schools		
Community/community feel		
Residents/people/neighbors		
Great location		
Ocean views/Ocean		
Restaurants		
Safety		
Trails	Close access to highways (Routes 3/3A)	
Natural resources/beauty	Town parks and recreation areas	
Open spaces	Police Department	
Coastline/Seashore	Rivers/waterways/marshes	
Senior Center	Access/proximity to Boston/Cape Cod	

2 Opportunities and Constraints

2B. What are the weaknesses of Marshfield? *(key words)*

Town government/administrator (leadership, cohesiveness, DPW, communication)		14%
Traffic (downtown, Route 139, safety, summer, events)		
Lack of walking/sidewalks		
Overdevelopment (commercial/Route 139)		
Lack of diversity (including cultural)		
Brant Rock (eye sore area, lively year-round)		
Downtown (buildings are an eye sore)		
Flood risks		
Roads (conditions)	Beach parking/access	
Taxes (high property taxes)	Lack of bike lanes/bike trails	
Affordability - housing/real estate	No transit/public transportation	
Infrastructure (aging, bridges, seawalls, natural gas mains, Brant Rock tide gate, drainage structures)	Maintenance and upkeep (public and private)	

2 Opportunities and Constraints

2C. What are the **opportunities** of Marshfield? *(key words)*

Revitalize Brant Rock Village (invest in infrastructure, mix of retail and residential development)	8%
Beaches/waterfront	
Sidewalks	
Revitalize Downtown	
Business development/attraction	
Industrial Park (Enterprise Park) development	
Better use/development of commercial spaces (Route 139)	
Increased tourism	
Senior Center	
Restaurants	
Promote Fairgrounds, fair and other events there	Connections
Shopping areas	Enhance recreation facilities to be more accessible for all ages/abilities

2 Opportunities and Constraints

2D. What are the **limitations** of Marshfield? *(key words)*

Town government (poor communication among town departments/elected officials, capacity)	15%
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Traffic (139, 3A, center)

None/not sure

Coastal flooding/flooding/climate change
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Funding/money

Sidewalks, safe walking areas

DPW

Lack of commuting transportation, public transportation

Wetlands/floodplains/conservation

Creativity/imagination, big ideas

Town parking

NIMBY culture (uninformed, vocal), too many angry neighbors

Sewerage, lack of town sewer in areas (Enterprise Park)



Feedback – Economic Vision

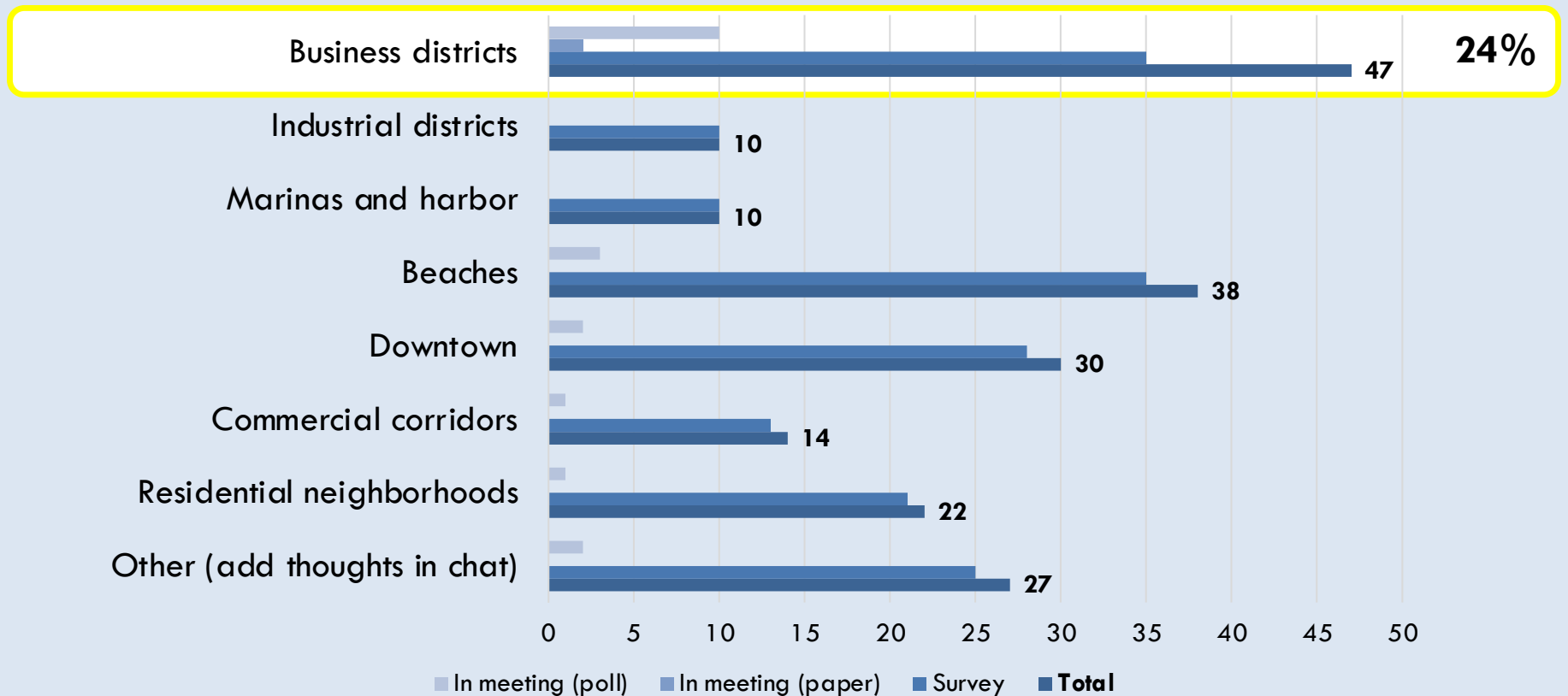
Image: marinas.com

Audience Poll #3: Economic Development Vision

- 3A. What is most important for the future economy in Marshfield? *(Select all that apply)*
- 3B. What are the most important area(s) of focus? *(Select all that apply)*
- 3C. What words would you use to describe your vision for economic development in Marshfield? *(Add key words)*
- 3D. How close is Marshfield's economy to your ideal vision? *(Choose one)*

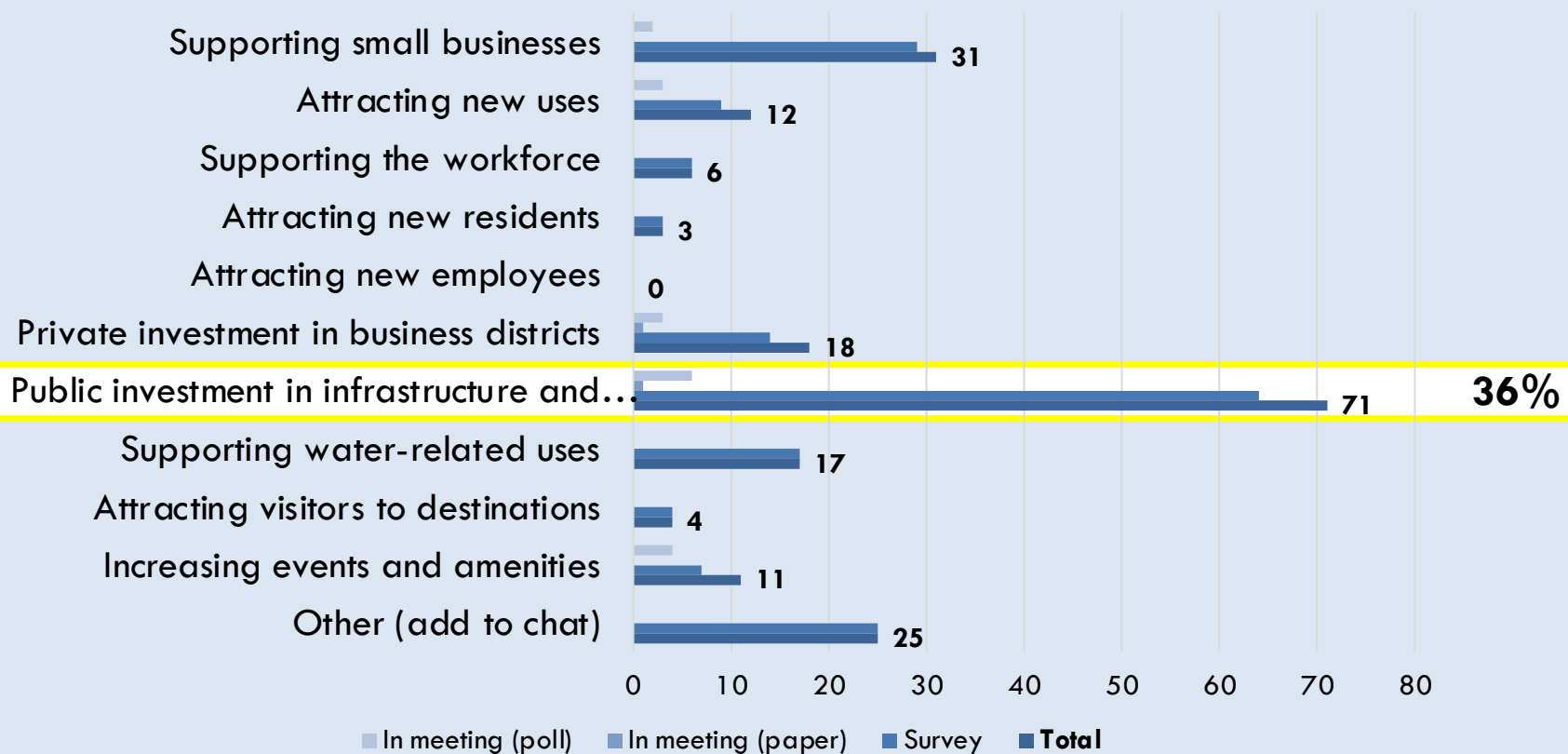
3 Economic Development Vision

3A. What is most important for the future economy in Marshfield? *(Choose one)*



3 Economic Development Vision

3B. What is the most important area of focus? *(Choose one)*



3 Economic Development Vision

3C. What words would you use to describe your vision for economic development in Marshfield? *(key words)*

Create a safer, more attractive Brant Rock Esplanade (pedestrian, bikers, drivers) so that Brant Rock can flourish as a mixed-use community

5%

Town beautification, less junk allowed on private properties, investment in business attractiveness, visual improvements with less signs

Walkable, sidewalks are needed connecting villages - keep the charm, welcoming, inclusive, year-round methods of walking/running/biking

Create a dynamic business friendly environment and thriving business community to attract quality viable businesses that match the town's vision

Minimal, don't overdevelop, little growth. Competition for resident dollars is already stretched. Keep town, not city qualities

Support and promote current small local tasteful business growth

Beach improvements, areas addressed better

Measured growth, proceed with caution

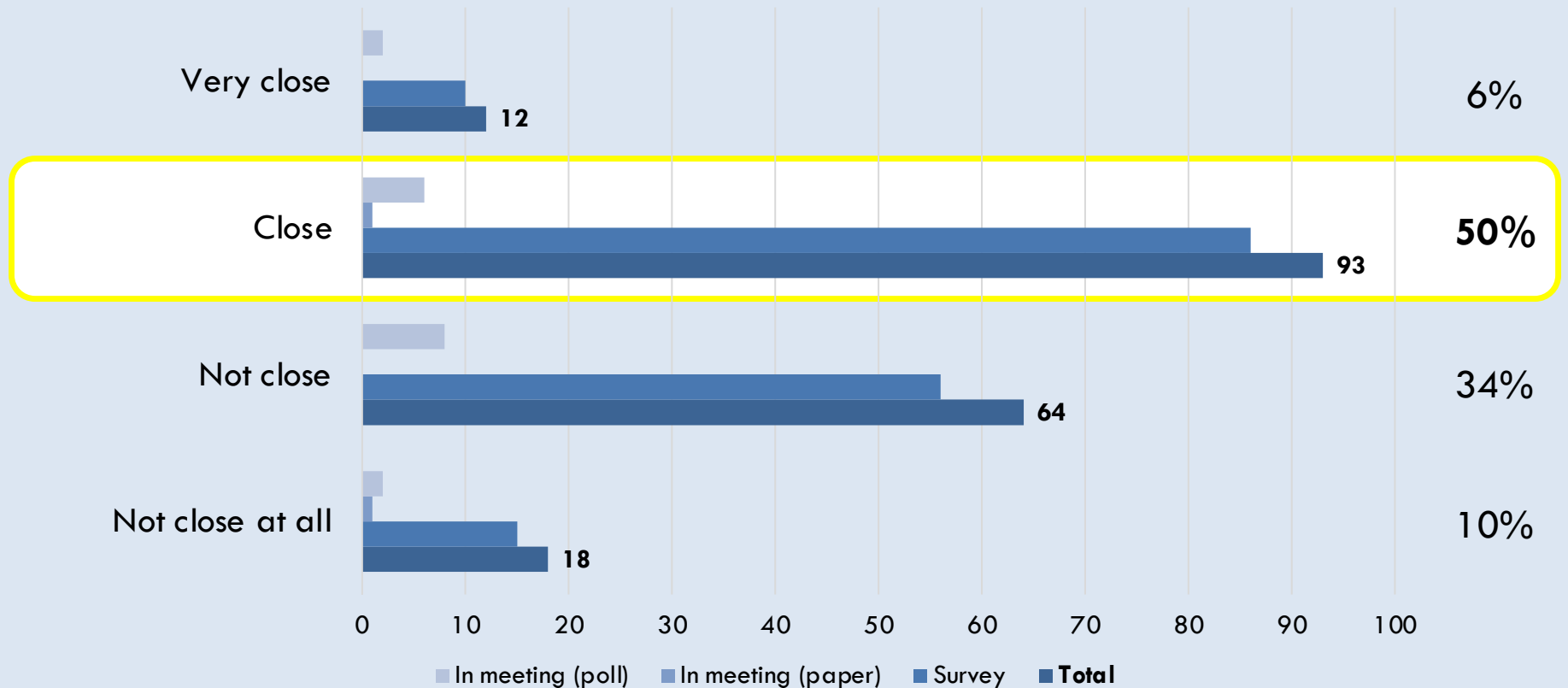
Diversity

Sustainable

Hopeful

3 Economic Development Vision

3D. How close is Marshfield's economy to your ideal vision? *(Choose one)*



Previous Vision from the Marshfield Master Plan (2015)

Vision Statement

“Marshfield is and will continue to be a residential beach community. Our primary purpose as a community; within the border context of our region, is to provide a wonderful place for people to grow up, to go to school, to raise a family, to work, to recreate and to retire. While we have many businesses, and we will continue to encourage new businesses, those businesses will be primarily oriented toward meeting the needs of the residents of Marshfield rather than the needs of the broader region. We are a seaside community of homes and local businesses.

There are several qualities that distinguish us from other residential communities. These qualities must be protected if we are to maintain and enhance our community character. Those qualities are the rivers, marshes, beaches, historic structures, historic sites, archaeologically sensitive areas, agricultural areas, rural roads, villages, and open space. If any of these qualities are compromised, essential ingredients of Marshfield’s character will be lost. Each must be given attention and stewardship.”

Previous Vision from the Marshfield Master Plan (2015)

Vision Statement

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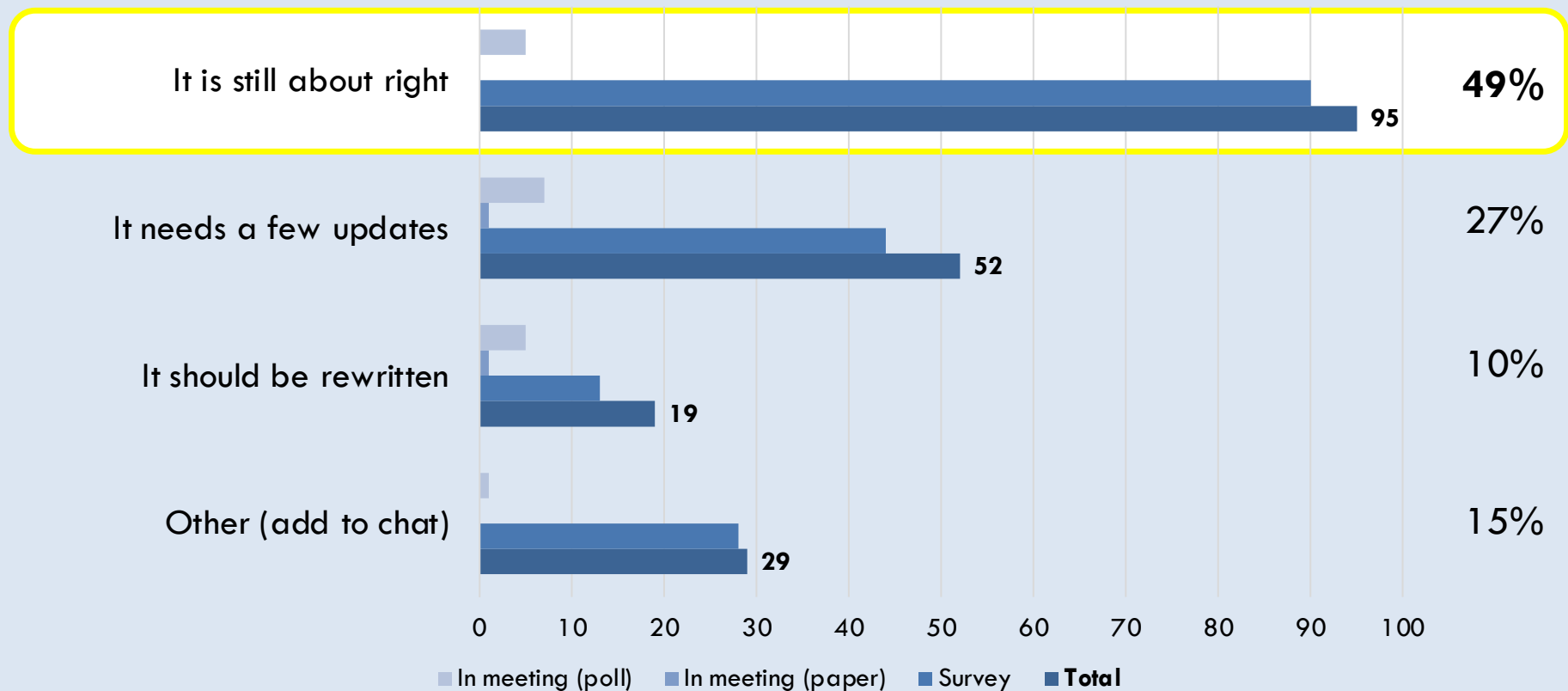
Audience Poll #3: Economic Development Vision

3E. How do you feel about this previous vision
for economic development in Marshfield?
(Choose one)

3F. What would you add to update this vision?
(Add your thoughts)

3 Economic Development Vision

3E. How do you feel about this previous vision for economic development in Marshfield? *(Choose one)*



3 Economic Development Vision

3F. What would you add to update this vision? *(key words)*

Business focus should have regional view, make it needs of region, small businesses can't survive without reaching broader communities (preventing retail leakage requires regional patronage)	7%
Nothing. The goal should be to finally implement the vision and not get in the way of it	7%
Balanced growth with capacity	
Build sidewalks, we don't need any more four lane roads. They are dangerous and destroy the town character	
Inclusivity	Add network of trails and outdoor sports facilities
Affordable housing, job opportunities	Add a few more parks
Adaptability and longevity - anticipate need for preemptively dealing with climate change (e.g. rising sea levels, conserving and protecting water supplies, use of solar/wind)	Adding dune issues
Attention to needs of senior citizens, especially those with limited incomes, affordable to live in retirement	Again, zoning changes to reflect affordable housing shortage
FOLLOW IT. Words are words. Action and behavior speak more. Do it	All of the above plus crack down on sloppy homeowners who don't take care of their properties
Safety	Artisinal
	Attractive to investment



Feedback – Economic Goals

Image: marinas.com

Previous Economic Development Goals

Recommendations for Downtown

- Consider financial incentives such as property tax abatement to encourage rehabilitation and redevelopment of downtown buildings for mixed-use.
- Review whether regulations inhibit development of restaurants, nightlife or arts/ performance uses that would help activate the downtown during the evening (e.g., updating the parking regulations to encourage more shared parking, limitations on outdoor dining, etc.).
- Create a “gateway” to Marshfield in the Downtown welcoming visitors and engaging civic pride.
- Create Downtown design guidelines for major building renovations, streetscape improvements, new construction, and new signage.
- Continue making improvements to Downtown sidewalks and incorporate streetscape improvements to provide for a more pedestrian-friendly environment.
- Consider designating the downtown area as a Cultural District, which is an area where there is a concentration of cultural facilities, activities, and assets.
- Work with downtown property owners and local artists to install temporary “pop-up” exhibits or public art installations in vacant ground floor retail spaces in order to avoid empty facades that contribute to blighting or a depressing influence.

Previous Economic Development Goals

Recommendations for Enterprise Park

- Recruit a hotel with event meeting space and a medical facility to locate in the Enterprise Park area.
- Continue to work with Massasoit Community College to develop the Ocean Campus Center for Marine and Environmental Studies.

Recommendations for Brant Rock

- Create a business improvement district (BID) to help with renovations. BIDs are special districts in which property owners vote to initiate, manage and finance supplemental services above and beyond the baseline of services already provided by their local city or town governments. To finance these services, a special assessment, or common area fee, is levied only on property within the district.
- Explore a stormwater management system for the Brant Rock Commercial district that will reduce the chronic flooding during coastal storms.
- Target streetscape improvements that are more resilient to storm damage to improve the pedestrian experience and explore whether a small park could be located here.

Previous Economic Development Goals

Recommendations for Harbor Management Working Waterfront and Infrastructure

- Ensure that the public infrastructure and shore side arrangements are identified and planned for in terms of current and future needs.
- Develop a branding strategy to promote the Town's local waterfront businesses.
- Allow for opportunities to expand the use of Marshfield's working waterfronts to accommodate new uses (e.g., activities related to the Ocean Campus Center) and the growth of existing uses.
- Evaluate the potential for expanded commercial shellfishing by conducting a stock assessment to determine whether the shellfish population can support a larger commercial fishery.
- Continue to review the Town's permit review process to identify ways in which the process can be made more efficient and streamlined.
- Create a comprehensive marketing plan that enlists local businesses to shape the brand and image of Marshfield.
- Update the Town's website regularly, on a weekly basis if possible, to enhance the Town's image and business profile.
- Explore best practices and innovative solutions to address the infrastructure capacity constraints. For example, the Town could fill gaps in cellular service by leasing Town-owned property to cellular companies.
- Engage state agencies or organizations in marketing the Town, and take advantage of state and local business incentives available through the state and federal governments.
- Support public-private partnerships to provide specific workforce training.

Previous Economic Development Goals

Other Recommendations

- Consider establishing design guidelines for commercial developments.
- Explore opportunities for creating a regional Transportation Management Association (TMA) with neighboring communities and private employers.
- Consider establishing a shuttle service with private employers to the North Scituate commuter rail stop. (A local shuttle between parking and the beaches is being considered).
- Consider rezoning the Town Pier to commercial (B-4) to encourage more maritime/commercial fishing related business along the waterfront.

Audience Poll #4: Economic Development Goals

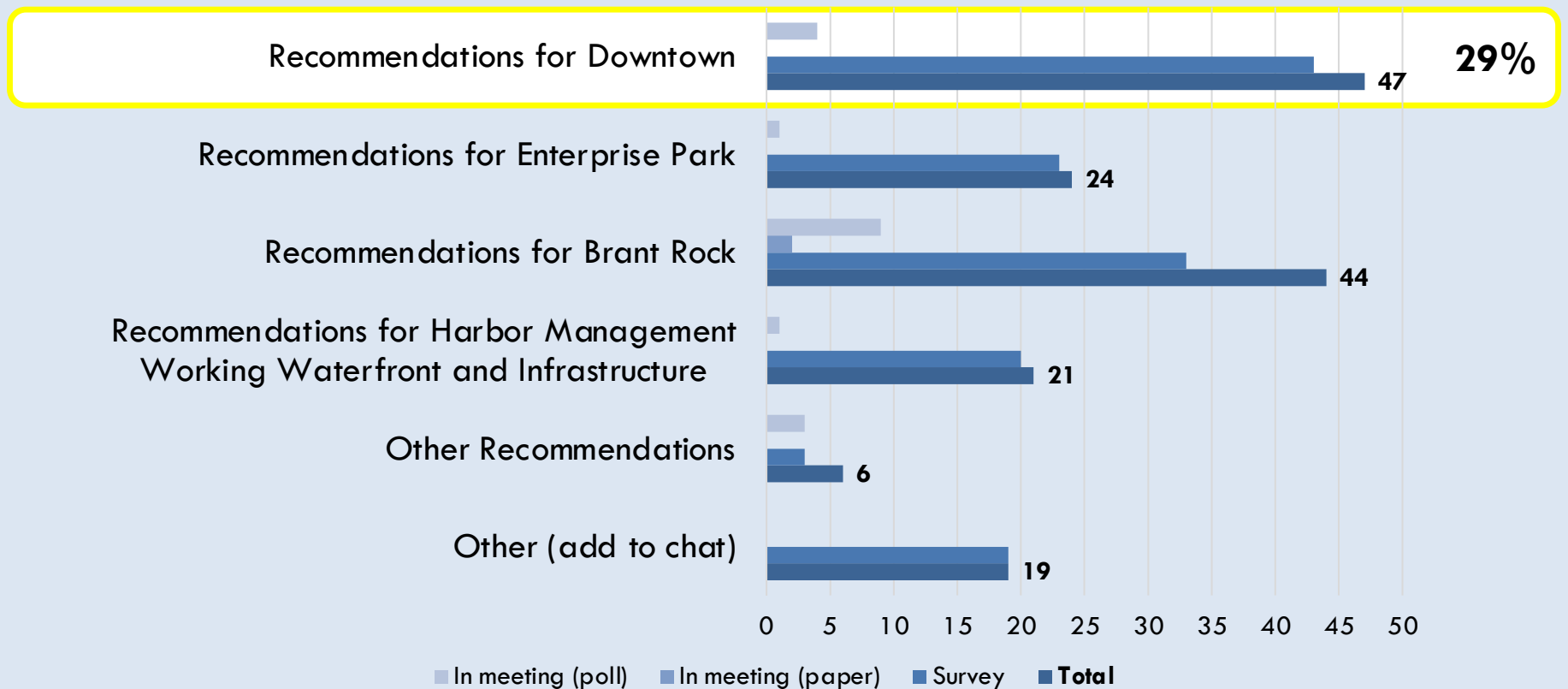
4A. Which previous sets of goals remain most relevant? *(Select all that apply)*

4B. What is missing from the previous sets of goals? *(Add key words)*

4C. What is the most important previous goal?
(Select one)

4 Economic Development Goals

4A. Which previous sets of goals remain most relevant? *(Select all that apply)*



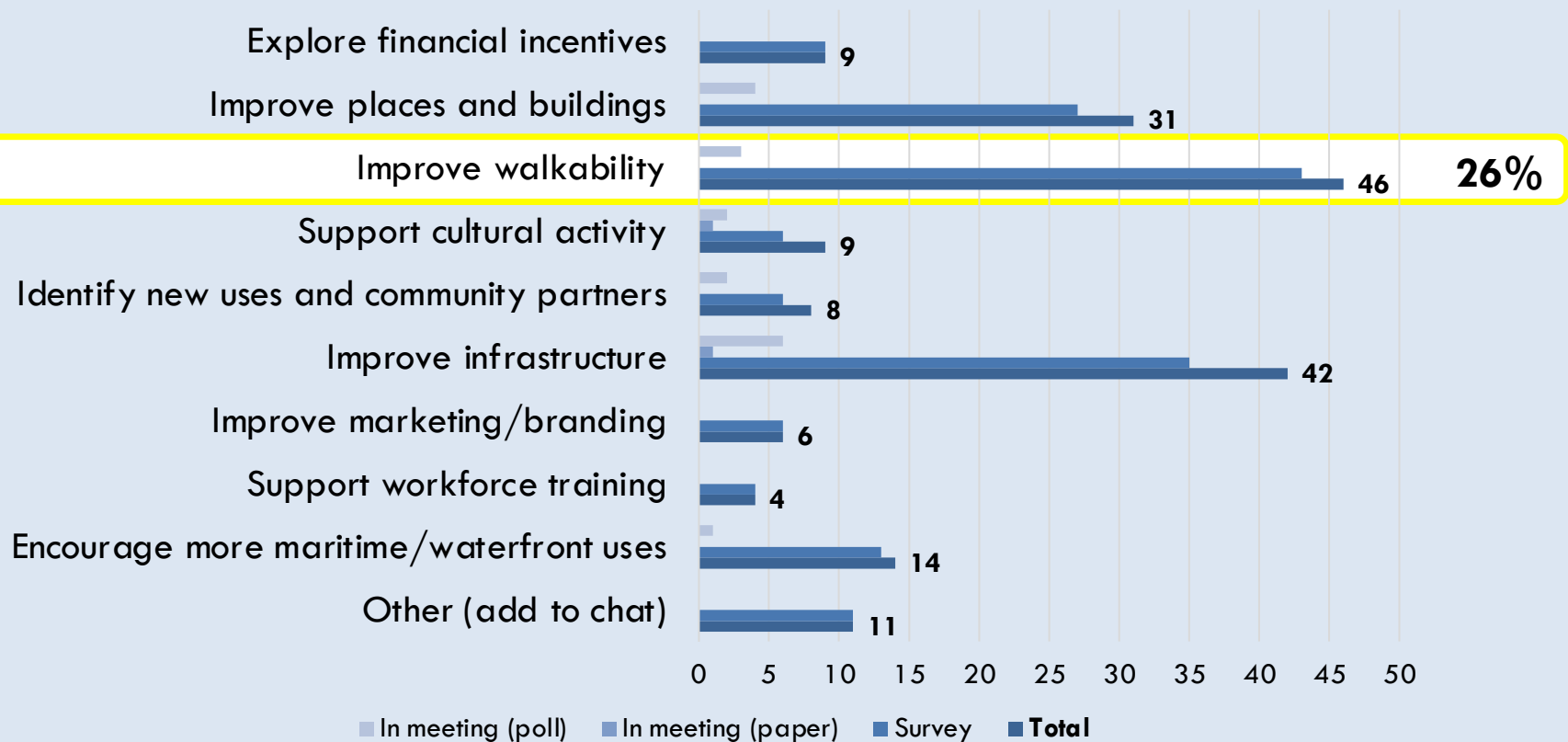
4 Economic Development Goals

4B. What is missing from previous sets of goals? *(key words)*

Traffic management	8%
Beach nourishment/dune protection (Green Harbor dunes easement for those fronting)	
Infrastructure investment	Access and enjoyment of our sea views and vistas - purchase of open space along coastline
Nothing	Affordability
Affordable housing	Anticipation impacts of climate change
Attract investment	Attention to overgrowth of trees and shrubs that obstruct visibility
Fixing our sea walls	Beautification of 139 - signs
Flooding	Broader more 21st century vision
Recommendations for recreation facilities and management - public and private	Broader offerings attract new businesses and employees
Sidewalks (to downtown, beaches)	Business development
Transportation	Charter
Walkability	

4 Economic Development Goals

4C. What is the most important previous goal? *(Choose one)*





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October 7th, 2022

Image: marinas.com