

Town of Marshfield Economic Development Plan Community Workshop

Wednesday, August 17th

7:00 to 8:30 pm

In-person at the **Ventress Library - Plaza Program Room**

Or via Zoom at: <https://us06web.zoom.us/j/86397212141>

Join us for this hybrid meeting either in person or on Zoom. The meeting will be hosted by the Metropolitan Area Planning Council (MAPC). The Town of Marshfield is working with MAPC to develop an economic development plan with analysis and recommendations that will support economic activity, the commercial tax base, and commercial and residential uses in the Town. The plan will provide goals and actions for the Town to facilitate economic investment. This first workshop of the planning process will be designed to be interactive to gather your feedback on what is most important for economic development in the Town.

For questions, meeting needs, or more information contact Josh Fiala at (617) 933-0760 and jfiala@mapc.org or Greg Guimond, Town Planner at (781) 837-7163 and gguimond@townofmarshfield.org

image: marinas.com





Town of Marshfield Economic Development Plan

Community Workshop

August 17th, 2022

Image: marinas.com

Town of Marshfield

Economic Development Plan

Community Workshop

Agenda

1. Introduction
2. Overview Presentation
3. Economic Development Opportunities and Constraints
4. Defining an Economic Development Vision
5. Defining Economic Development Goals
6. Other Questions and Feedback



Introduction

Community Workshop

August 17th, 2022

Image: marinas.com



Community Workshop

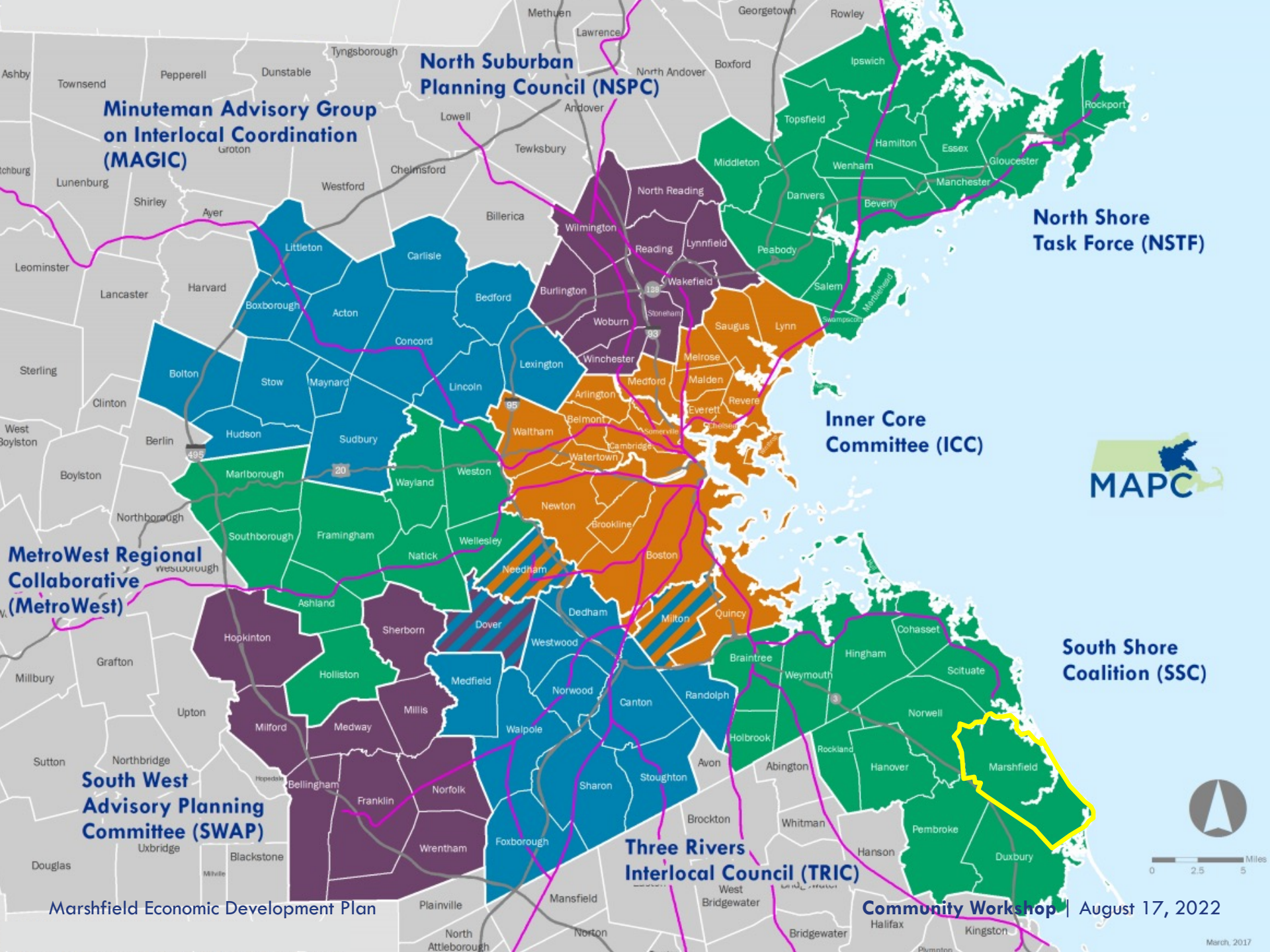
Welcome!

Greg Guimond, Marshfield Town Planner

Karen Horne, Marshfield Assistant Town Planner

Planning Board

- **Michael Biviano Jr.** *Chairman*
- **Katharine O'Donnell** *Vice Chairman*
- **Fred Monaco** *Clerk*
- **Kevin Cantwell** *Member*
- **Nik Pappastratis** *Member*
- **Scott DeCastro** *Associate Member*



Marshfield Economic Development Plan

Community Workshop | August 17, 2022

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

The Economic Development Plan will focus on several focus areas of economic activity, including:

1. Downtown (B-1, Business-mixed use zoning district)
2. West of downtown (B-2, Business highway zoning district)
3. Industrial parks (I-1, Industry and PMUD, Planning mixed use overlay zoning districts)
4. Brant Rock Village and Green Harbor Marina (B-4, Business waterfront zoning district)
5. Town Pier and Blackman's Point (R-3, Residential zoning district)

Land Use and Zoning

NORWELL

SCITUATE

ZONING MAP Town of Marshfield, Massachusetts



0 0.25 0.5 1 Miles
1 inch = 0.25 miles

Prepared By:



Massachusetts Geographic Information Systems

THIS IS TO CERTIFY THAT THIS IS THE ZONING MAP OF THE TOWN OF MARSHFIELD, MASSACHUSETTS, REFERRED TO IN THE ZONING BYLAW OF THE TOWN OF MARSHFIELD, MASSACHUSETTS WHICH WAS APPROVED AT THE APRIL 27, 2015 ANNUAL TOWN MEETING.

ATTEST:

Antonia Price
Town Clerk



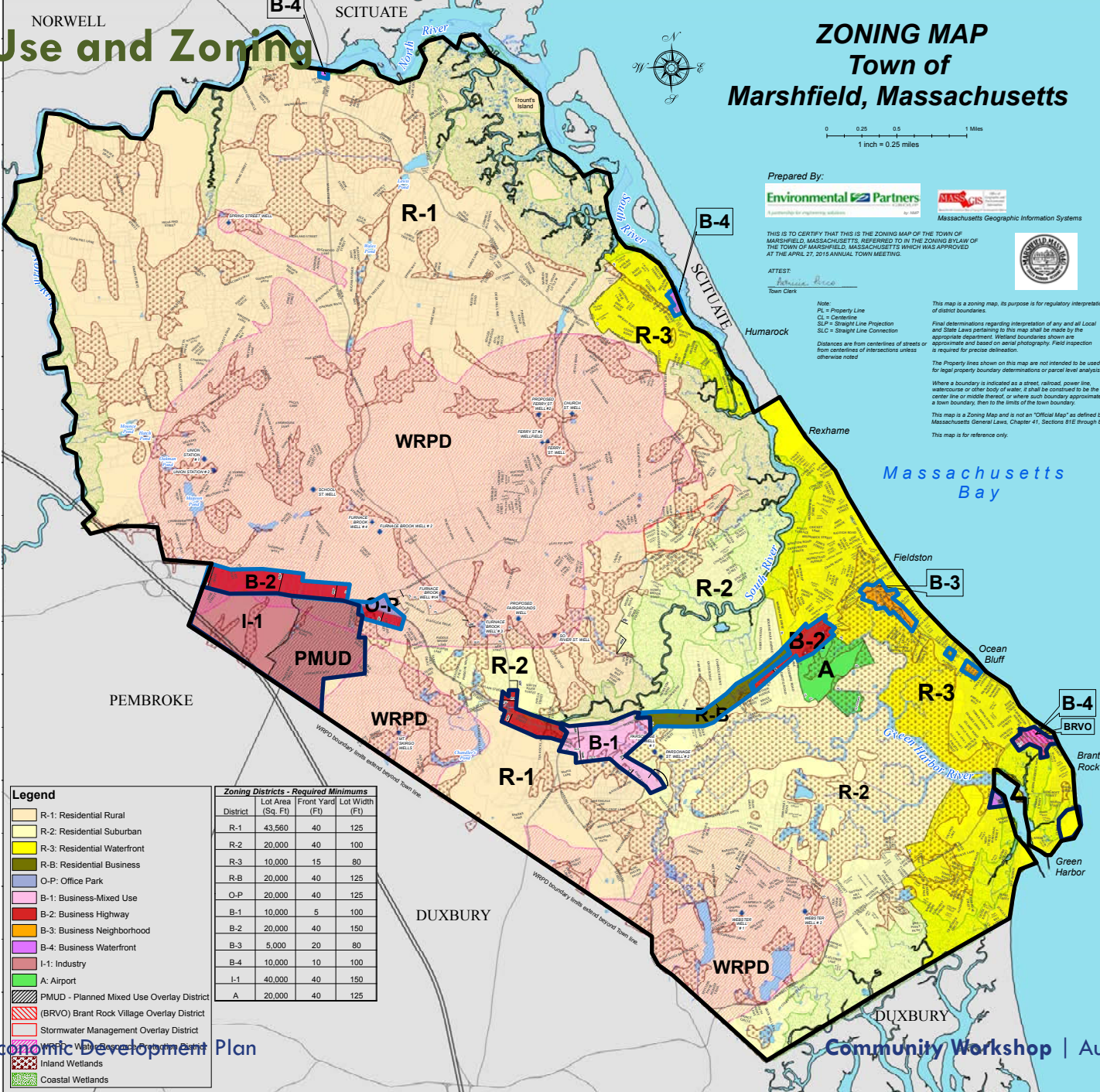
Note:
PL = Property Line
CL = Centerline
SLP = Straight Line Projection
SLC = Straight Line Connection
Distances are from centerlines of streets or from centerlines of intersections unless otherwise noted

This map is a zoning map, its purpose is for regulatory interpretation of district boundaries.
Final determinations regarding interpretation of any and all Local and State Laws pertaining to this map shall be made by the appropriate department. Wetland boundaries shown are approximate and based on aerial photography. Field inspection is required for precise delineation.

The Property lines shown on this map are not intended to be used for legal property boundary determinations or parcel level analysis.

Where a boundary is indicated as a street, railroad, power line, watercourse or other body of water, it shall be construed to be the center line or middle thereof, or where such boundary approximates a town boundary, then to the limits of the town boundary.

This map is a Zoning Map and is not an "Official Map" as defined by Massachusetts General Laws, Chapter 41, Sections 81E through 81H. This map is for reference only.



Legend

- R-1: Residential Rural
- R-2: Residential Suburban
- R-3: Residential Waterfront
- R-B: Residential Business
- O-P: Office Park
- B-1: Business-Mixed Use
- B-2: Business Highway
- B-3: Business Neighborhood
- B-4: Business Waterfront
- I-1: Industry
- A: Airport
- PMUD - Planned Mixed Use Overlay District
- (BRVO) Brant Rock Village Overlay District
- Stormwater Management Overlay District
- WMPD - Wetland Management Planning District
- Inland Wetlands
- Coastal Wetlands

Zoning Districts - Required Minimums			
District	Lot Area (Sq. Ft)	Front Yard (Ft)	Lot Width (Ft)
R-1	43,560	40	125
R-2	20,000	40	100
R-3	10,000	15	80
R-B	20,000	40	125
O-P	20,000	40	125
B-1	10,000	5	100
B-2	20,000	40	150
B-3	5,000	20	80
B-4	10,000	10	100
I-1	40,000	40	150
A	20,000	40	125

Land Use and Zoning

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

Economic Development Plan – Study Introduction



Economic Development Plan – Study Introduction

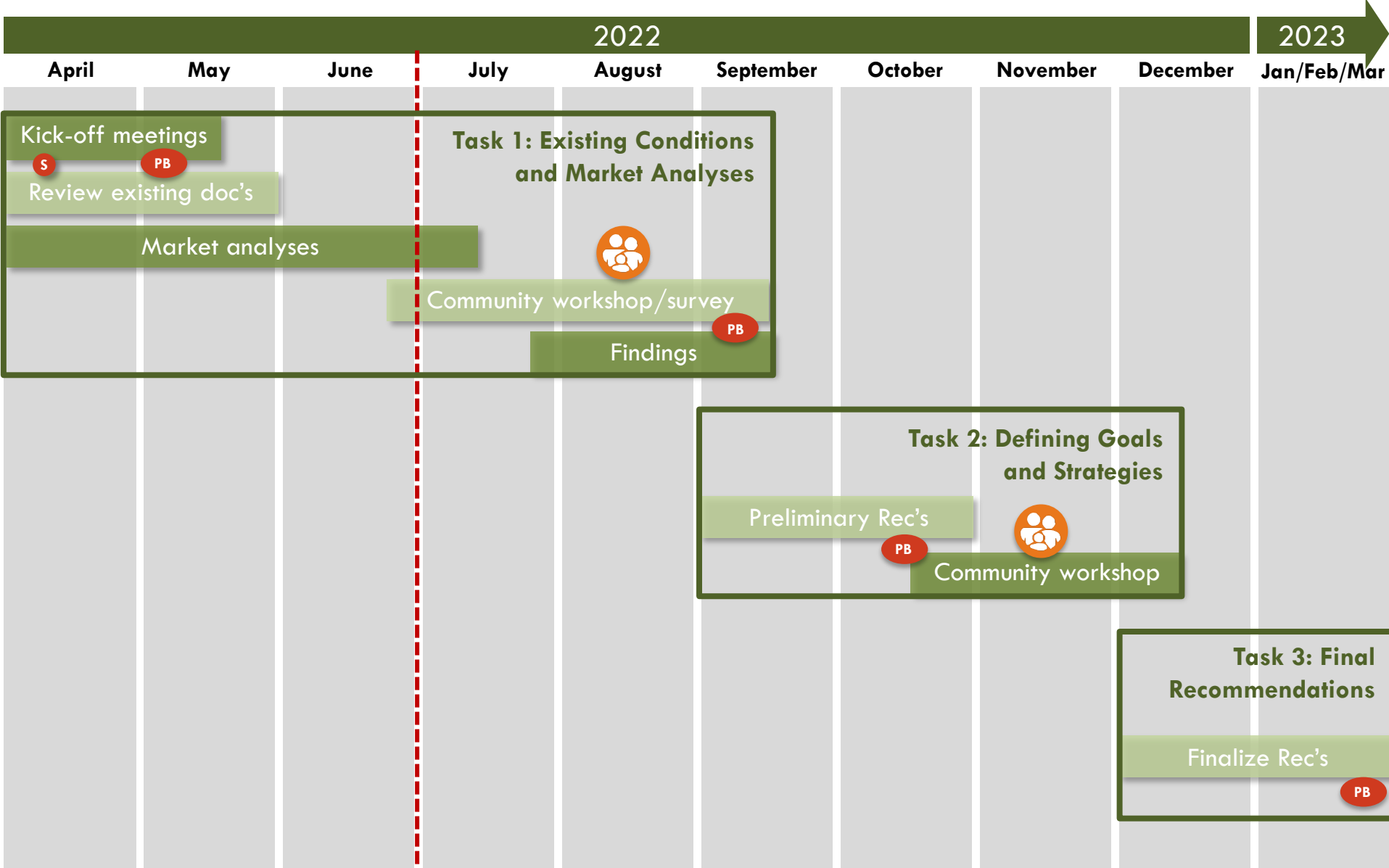
Work Plan

Task 1: Existing Conditions and Market Analyses

Task 2: Defining Goals and Strategies

Task 3: Final Recommendations

Economic Development Plan – Study Timeline



Marshfield Economic Development Plan

Previous Studies and Plans

- **Rapid Recovery Plan, Marshfield (Brant Rock), 2021, DHCD**
- **Rapid Recovery Plan Appendices, Marshfield (Brant Rock), 2021, DHCD**
- **Brant Rock Phase I – Baseline Data Local Rapid Recovery Plan, 2021, DHCD**
- **Multi-Hazard Mitigation Plan Annual Evaluation, Town of Marshfield, 2020, Town of Marshfield PPI/CRS and LHMP Committee**
- **Long-term Coastal Resiliency Plan, Public Workshop, 2021**
- **Library Square Vision Plan, Marshfield MA, 2021, DHCD, Harriman, Innes Associates**
- **Single Environmental Impact Report Proposed Beach and Dune Nourishment for the Towns of Marshfield and Duxbury, 2021, Executive Office of Energy and Environmental Affairs**
- **Town of Marshfield Community Resilience Workshop Summary of Findings, 2020, Woods Hole Group**
- **Annual Water Quality Report 2020, 2020, Marshfield DPW, Water Division**
- **Annual Report of the Town Officers for 2020, 2020, Town of Marshfield**
- **Fiscal Year 2021 Town Administrator Operational Budget, April Town Meeting 2020, 2020, Town of Marshfield**
- **Comprehensive Economic Development Strategy 2020-2025, 2020, Metropolitan Area Planning Council, Economic Development Team**
- **Town of Marshfield Housing Production Plan, 2019, Marshfield Housing Partnership**
- **Town of Marshfield Comprehensive Annual Financial Report, 2018-2019, The Fiscal Team Town of Marshfield**
- **Marshfield Multi-Hazard Mitigation Plan, 2018, Woods Hole Group**
- **Certificate of the Secretary of Energy and Environmental Affairs on the Notice of Project Change, 2018, Executive Office of Energy and Environmental Affairs**
- **Hurricane and Coastal Storm Damage Reduction Report, Feasibility Report and Environmental Assessment, Brant Rock and Fieldston Areas, Marshfield, 2016, US Army Corps of Engineers New England District**
- **Town of Marshfield Master Plan, 2015, prepared by VHB**
- **Zoning Map, Town of Marshfield, Town of Marshfield, 2015**
- **Town of Marshfield Housing Production Plan, 2014, Marshfield Housing Partnerships**
- **Economic Development Self-Assessment Tool (EDSAT) Results for the Town of Marshfield, 2013, Northeastern University Dukakis Center for Urban & Regional Policy**
- **Market Potentials Analysis, Town Center Area, Marshfield, 2005, Bonz and Company**
- **Marshfield Strong Town Profile, date unknown, Strong Towns website**

Marshfield Economic Development Plan

Previous Studies and Plans

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Audience Poll #1: 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))*

Audience Poll #1: Introduction

Please use your phone: (or paper survey)



Use Message app

Send new message to:

22333

Text message:

MAPCPOLL

From internet browser, go to:

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

Resident

Business owner


Property owner

Work in Marshfield

Visitor/patron

Other/prefer not to answer

 When poll is active, respond at **pollev.com/mapcpoll**

 Text **MAPCPOLL** to **22333** once to join



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

Brant Rock

Downtown

Fieldston

Green Harbor

Marshfield Hills

North Marshfield

Ocean Bluff

Rexhame

Seaview

West Marshfield

Other/prefer not to answer



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

Marshfield

Boston

Weymouth

Braintree

Quincy

Brockton

Plymouth

Lakeville/Taunton

Cape Cod

Other/prefer not to answer



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

Under 24

25 to 39

40 to 59

60 to 74

75 and over

Prefer not to answer



1E. What is most important for economic development in Marshfield? (Add key words)



Overview Presentation

Community Workshop

August 17th, 2022

Image: marinas.com

Marshfield's Demographics

25,825

Population

9,883

Households

2.61

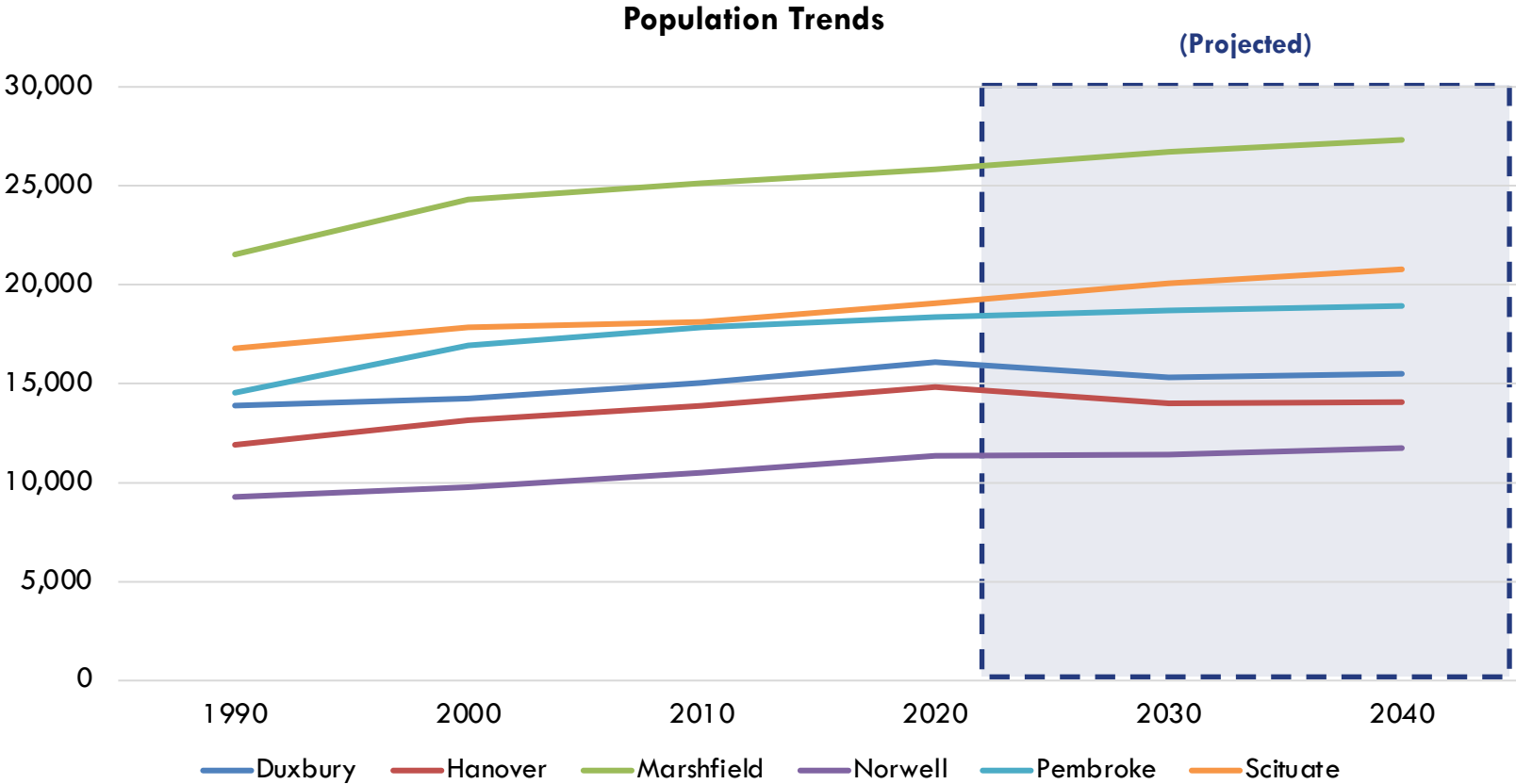
Average
Household Size

45.5

Median Age

\$105,067

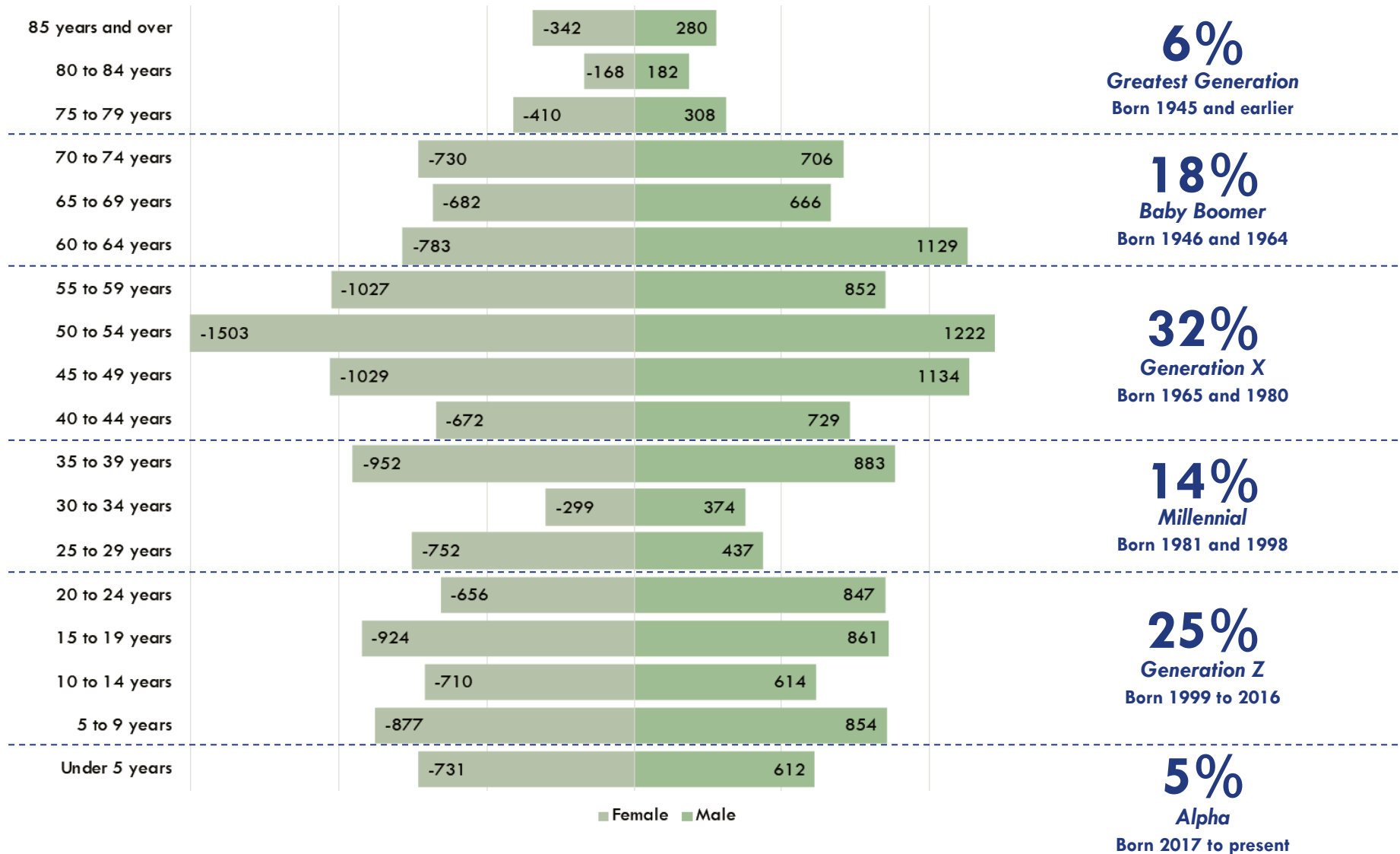
Median Household
Income



Marshfield's Demographics

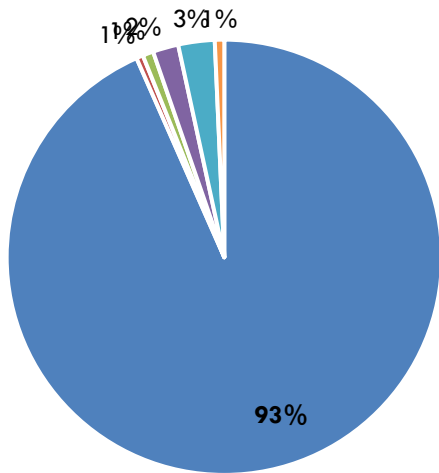
Population Pyramid

Generations (estimates)



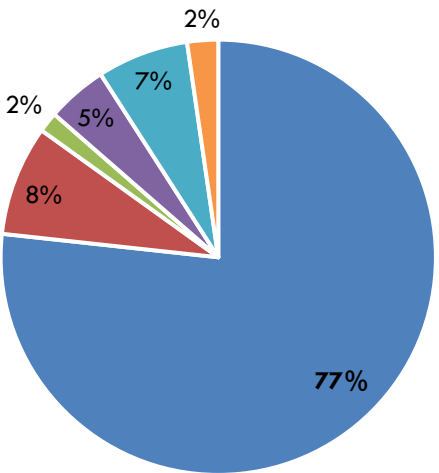
Marshfield's Demographics

Race and Ethnicity



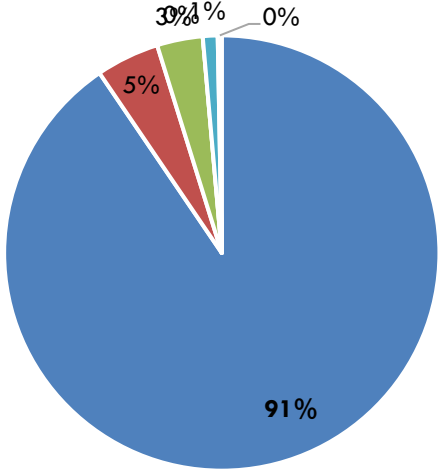
- White
- Black or African American
- Asian
- Hispanic or Latinx
- Two or more races
- Some other race

Plymouth County

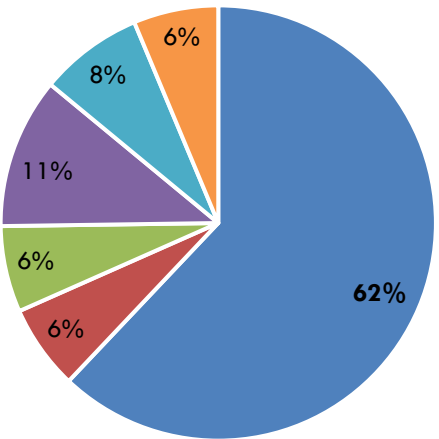


- White
- Black or African American
- Asian
- Hispanic or Latinx
- Two or more races
- Some other race

Jobs by Worker Race



Massachusetts



Marshfield's Workforce

723

Total Businesses

5,894

**Average Monthly
Employment (June 2020)**

15,043

**Total Employed
Labor Force (June 2022)**

49.5%

**Bachelor's Degree
or higher**

3.2%

**Unemployment Rate
(June 2022, LMI)**

Jobs to Labor Force Ratio

Geography	Labor Force	Jobs	Jobs to Labor Force Ratio
Duxbury	7,729	2,903	0.38
Hanover	7,807	8,374	1.07
Marshfield	15,292	6,439	0.42
Norwell	5,258	9,459	1.80
Pembroke	10,852	6,994	0.64
Scituate	9,747	3,714	0.38

\$105,067

Median Household Income
(2020 dollars, 2016-2020 ACS)

\$48,914

Per Capita Income
(2020 dollars, 2016-2020 ACS)

\$79,061

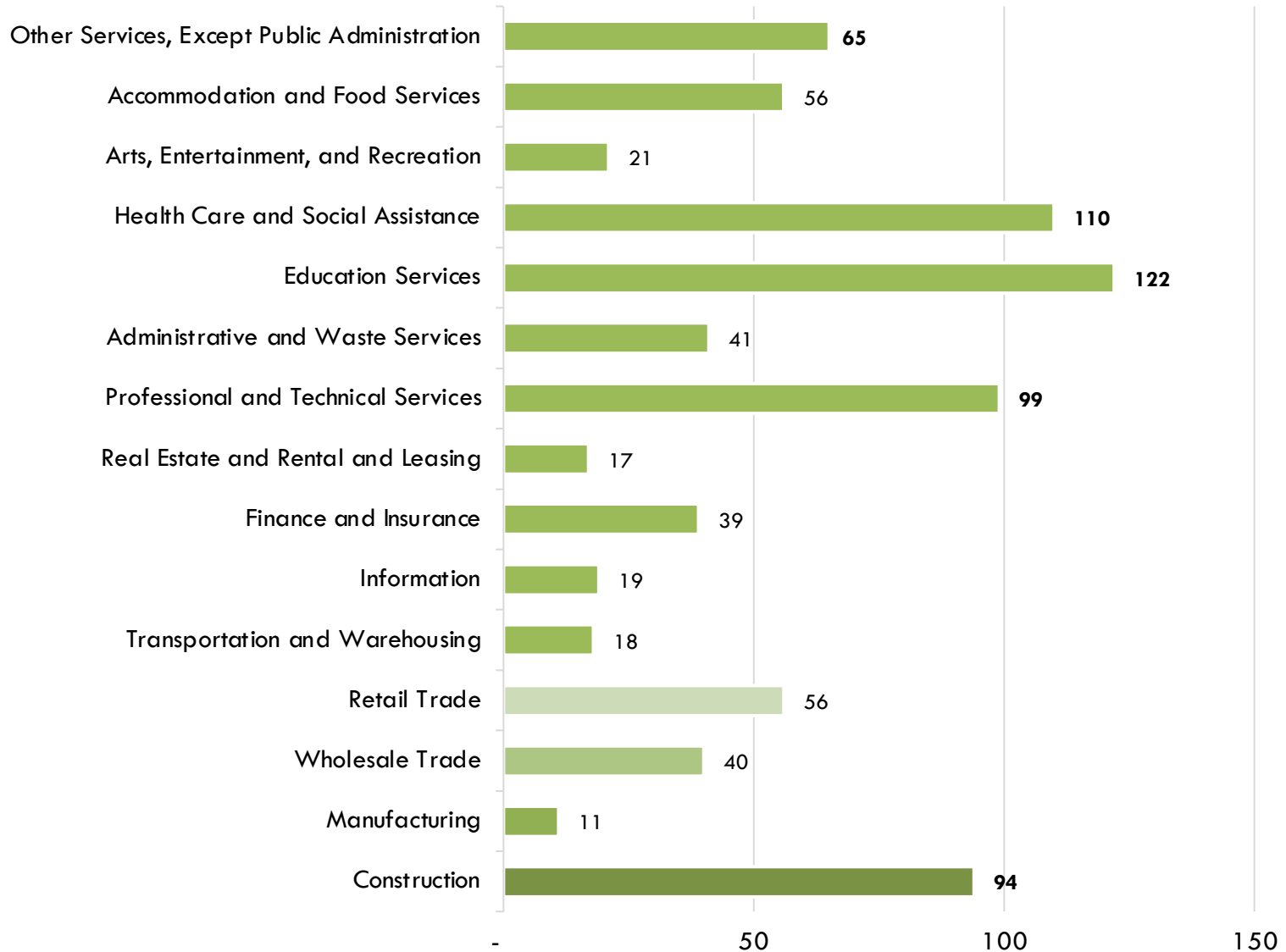
Median Disposable Income
(2021 estimate, ESRI Business Analyst)

6.7%

Persons in Poverty
(2016-2020 ACS)

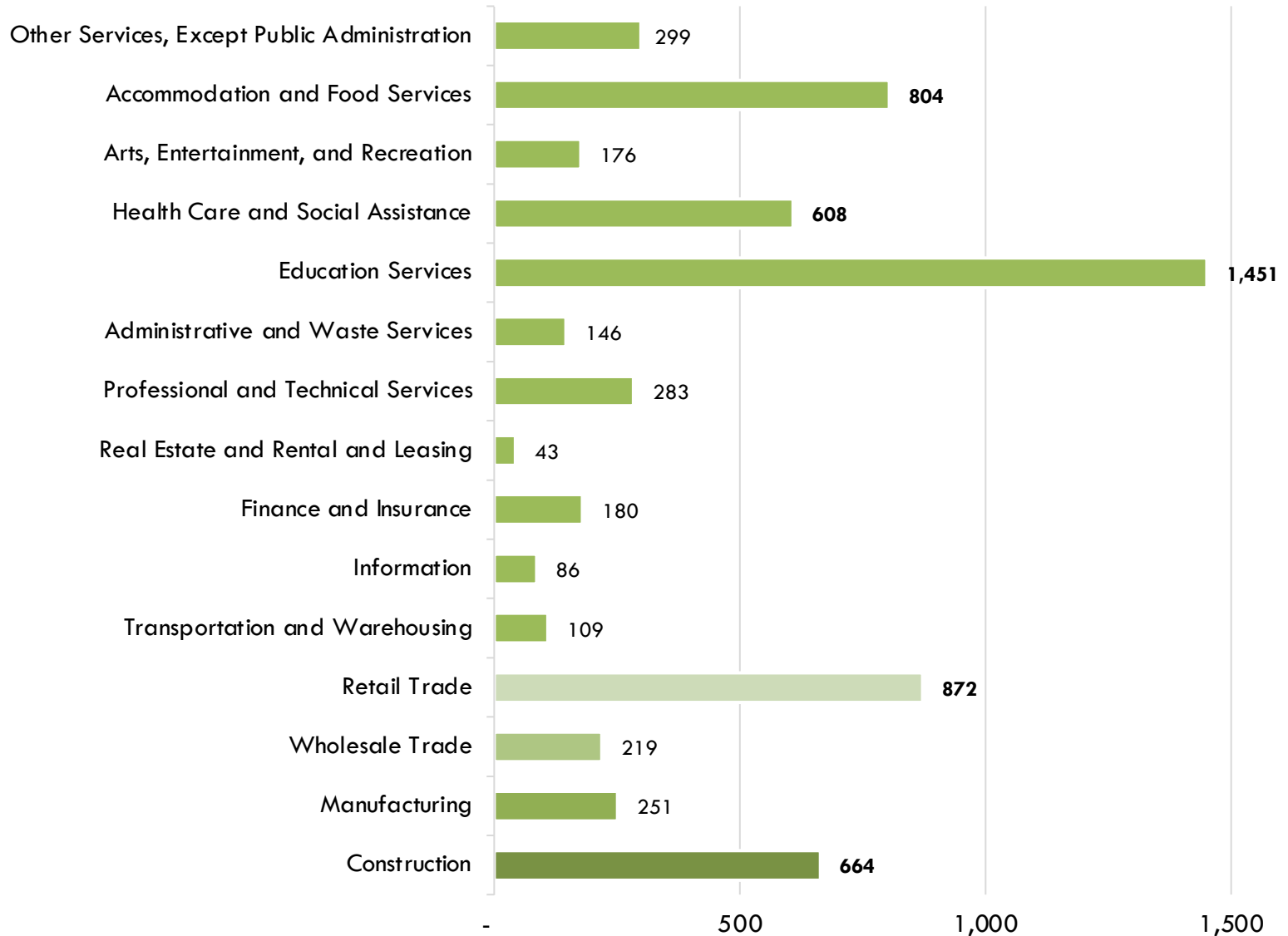
Marshfield's Economy

Employment by Industry (Number of establishments)



Marshfield's Economy

Employment by Industry (Average monthly employment)



Marshfield's Economy

Concentration of Employment

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

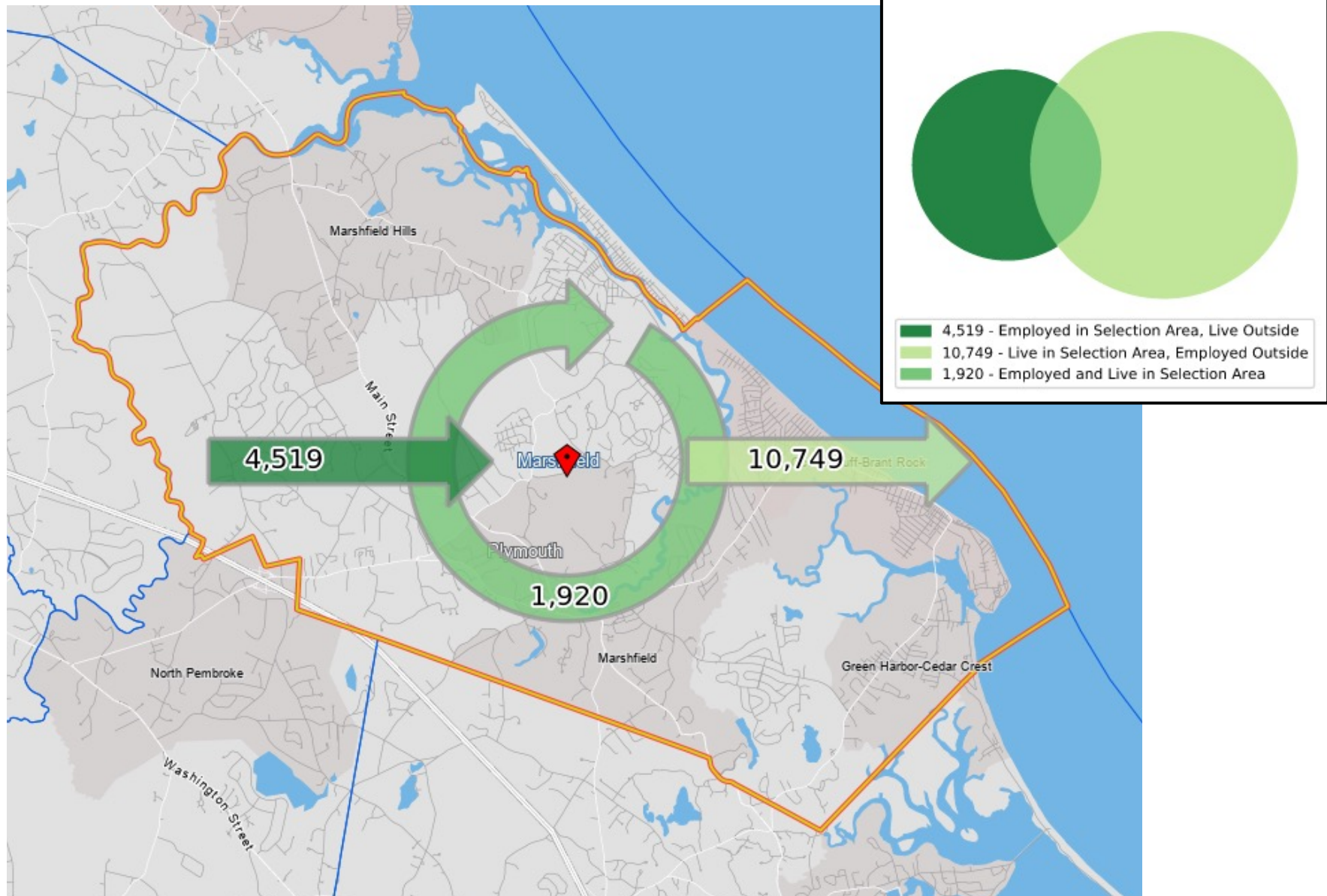


Marshfield's Economy

Largest Businesses (By employment)

Business Name	Type of Business	Number of Employees
Road to Responsibility	Retail and Service	472
Roche Brothers	Supermarket	286
Star Market	Supermarket	163
Winslow Woods	Assisted Living Facility	106
Marshfield Country Club	Golf Course	96
Kirwan Surgical	Manufacturer	93
Cask & Flagon	Restaurant	80
Mia Regazza	Restaurant	60
The Grill at Fairview	Restaurant and Inn	50
Marshalls	Retail	48

Marshfield's Economy

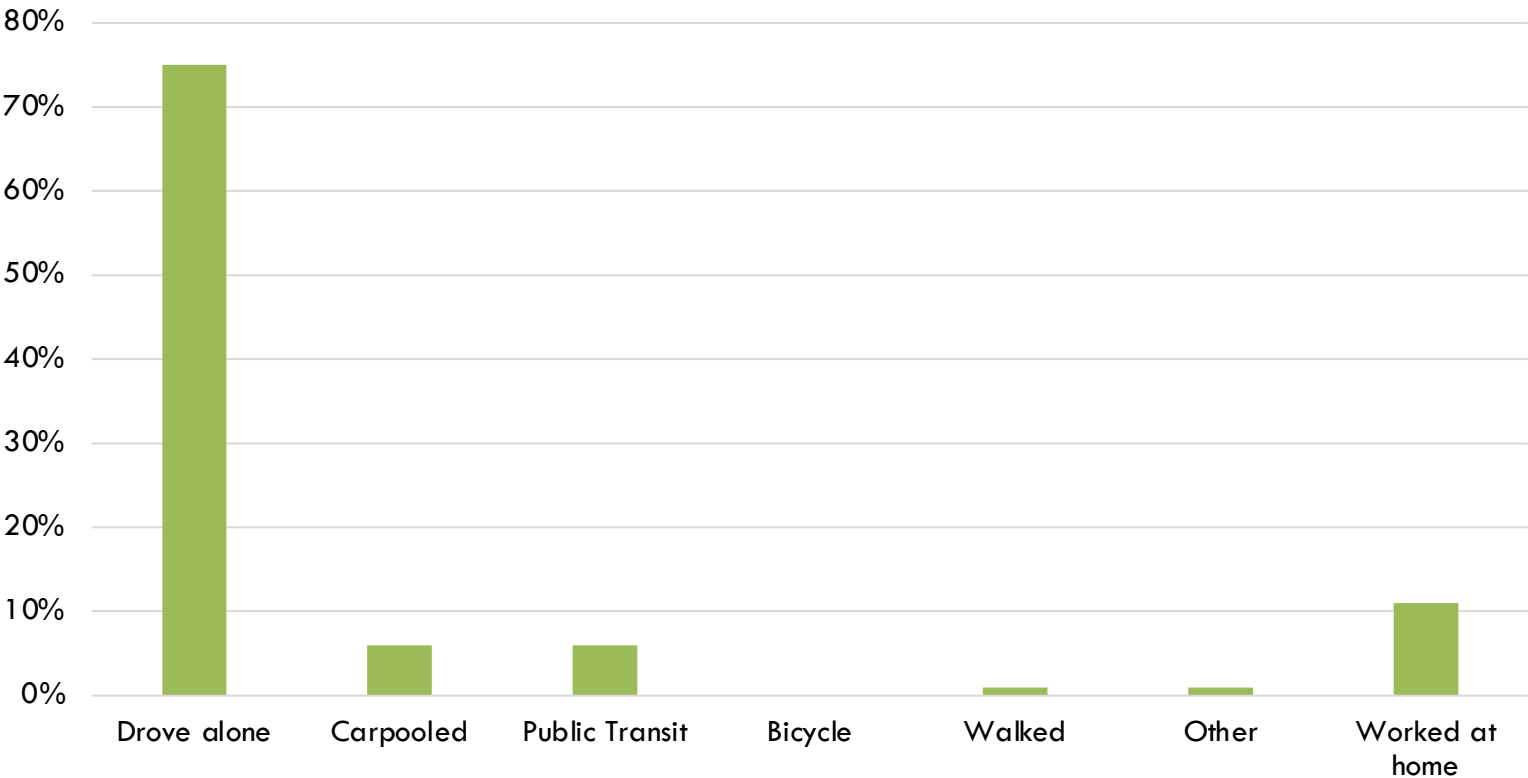


Marshfield's Economy

37.5

Mean travel time
to work (minutes)

Means of transportation to work



Marshfield's Economy

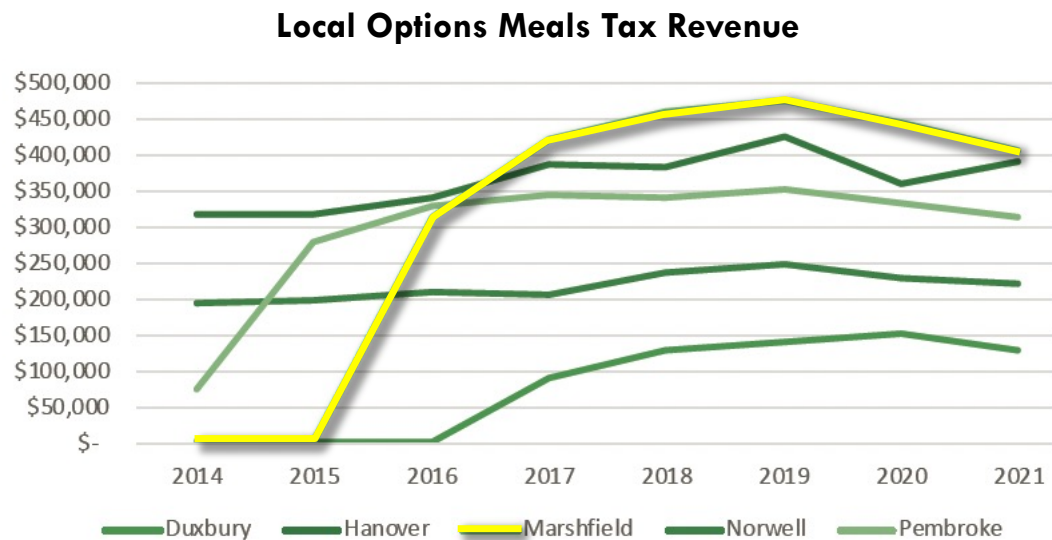
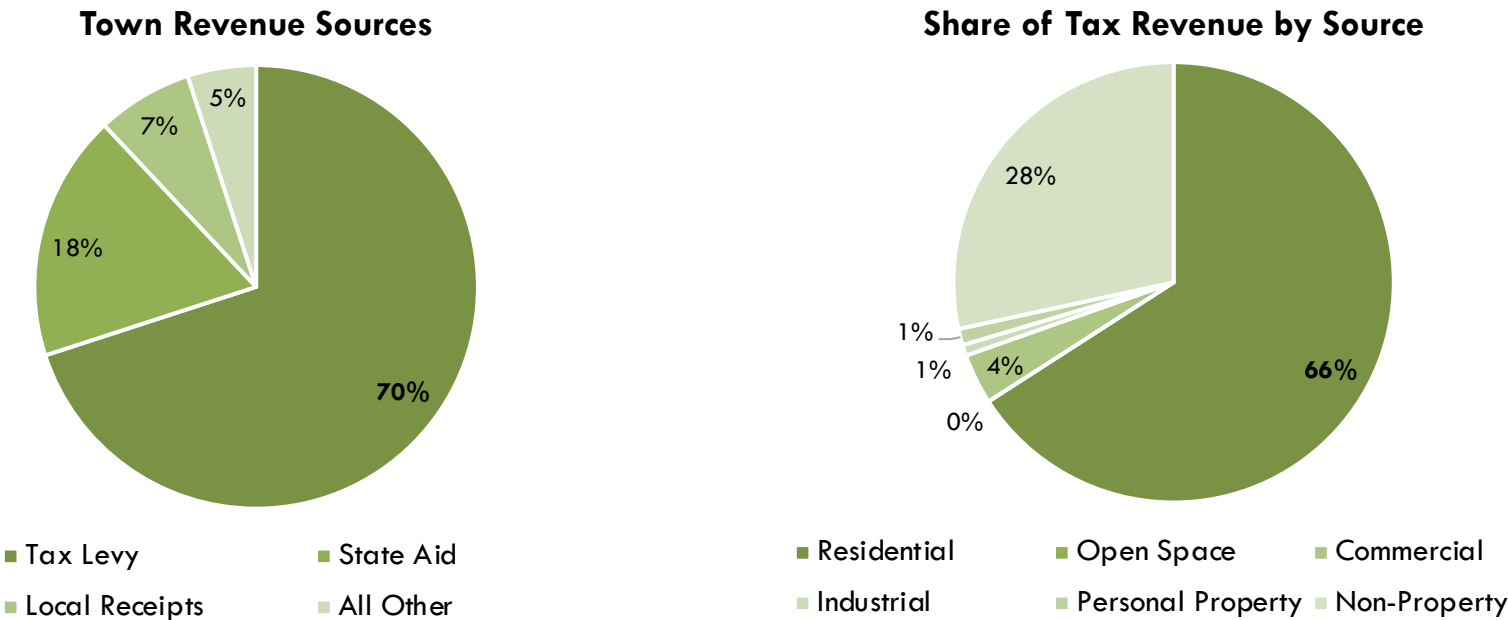
\$7,938

Total Retail Sales per Capita

Retail Gap Analysis

Industry Summary (2017)	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Potential Businesses
Total Retail Trade and Food and Drink	44-45, 722	584,872,378	196,782,292	388,090,086	49.6	152
Total Retail Trade	44-45	525,863,717	163,557,250	362,306,467	52.6	99
Total Food and Drink	722	59,008,661	33,225,042	25,783,619	28	53

Marshfield's Economy



Marshfield's Housing

Housing Composition

Geography	1-unit structures	2-or-more-unit structures
Duxbury	88.2%	11.8%
Hanover	87.8%	11.9%
Marshfield	83.4%	16.6%
Norwell	94.1%	4.9%
Pembroke	87.7%	12.1%
Scituate	91.6%	8.4%

Housing Tenure

Geography	Owner-occupied	Renter-occupied
Duxbury	89.7%	10.3%
Hanover	88.2%	11.8%
Marshfield	81.4%	18.6%
Norwell	91.2%	8.8%
Pembroke	85.5%	14.5%
Scituate	88.6%	11.4%

11,360

Number of Housing Units

8.3%

Subsidized Housing Inventory

\$461,700

Median Value of Owner-occupied
Housing Units (2016-2020)

\$2,627

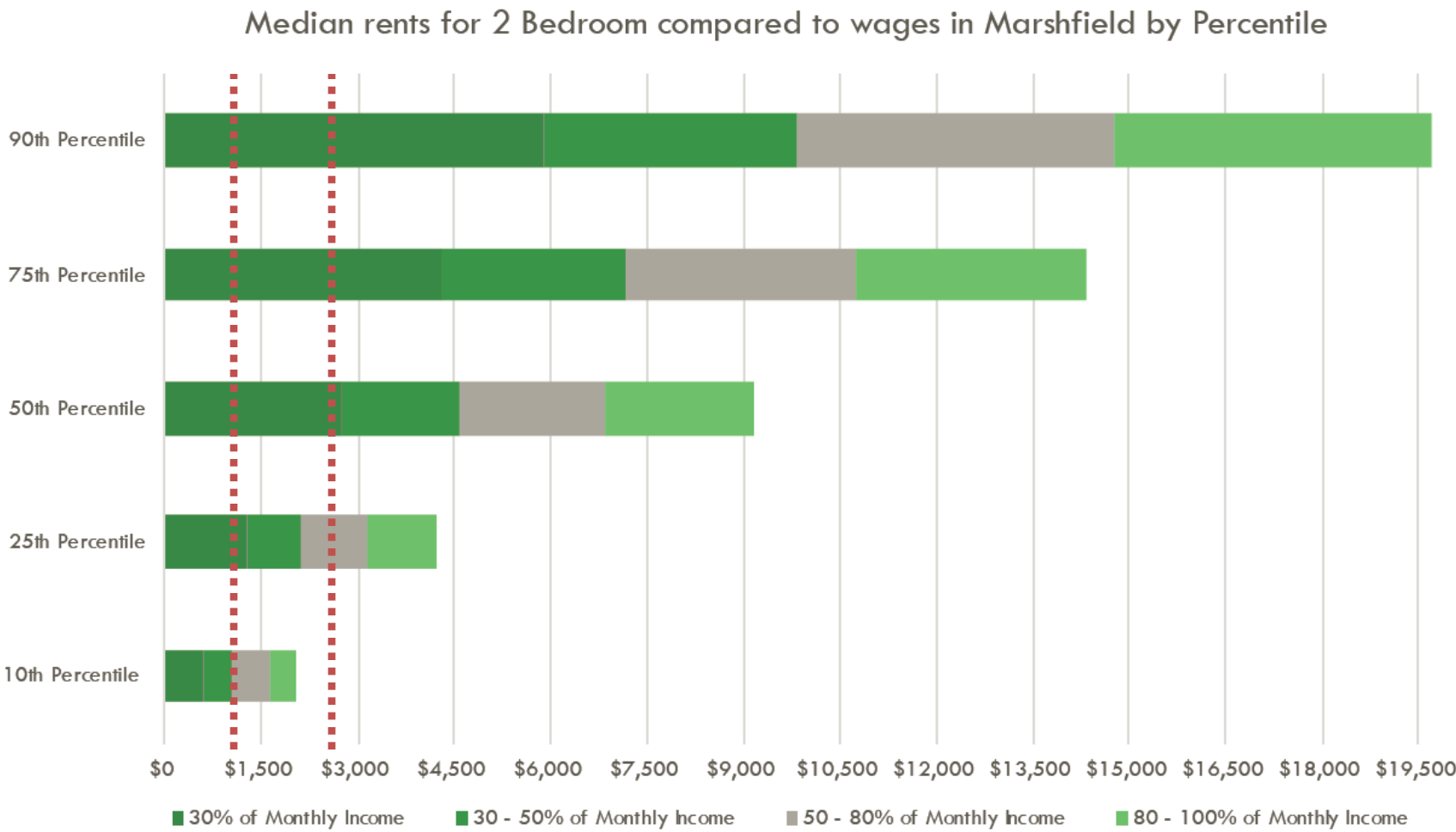
Median Monthly Owner Costs
with Mortgage (2016-2020)

\$1,349

Median Gross Rent (2016-2020)

Marshfield's Housing

Rents and Wages



An aerial photograph of a coastal town, likely Marshfield, Massachusetts. The town is situated on a peninsula or near a large body of water. A prominent harbor area is visible, filled with numerous sailboats and yachts moored at docks. The surrounding landscape includes green fields, residential houses, and some commercial buildings. The water is a deep blue, and the sky is clear.

Questions?



Opportunities and Constraints

Community Workshop

August 17th, 2022

Image: marinas.com

Audience Poll #2: 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)

Audience Poll #2: Opportunities and Constraints

Please use your phone: (or paper survey)



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2A. What are the strengths of Marshfield?
(List as many as you can identify with key words)

2B. What are the weaknesses of Marshfield?
(List as many as you can identify with key words)



2C. What are the opportunities of Marshfield? (List as many as you can identify with key words)



2D. What are the limitations of Marshfield?

(List as many as you can identify with key words)



Economic Development Vision

Community Workshop

August 17th, 2022

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)*

Audience Poll #3: Economic Development Vision

Please use your phone: (or paper survey)



Use Message app

Send new message to:

22333

Text message:

MAPCPOLL

From internet browser, go to:

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

Business districts

Industrial districts

Marinas and harbor

Beaches

Downtown

Commercial corridors

Residential neighborhoods

Other (add thoughts in the chat)



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

Supporting small businesses

Attracting new uses

Supporting the workforce

Attracting new residents

Attracting new employees

Private investment in business districts



Public investment in infrastructure and streetscape

Supporting water-related uses

Attracting visitors to destinations

Increasing events and amenities

Other (add your thoughts in the chat)



**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)

Very close

Close

Not close

Not close at all

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

“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.

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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)





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

It is still about right

It needs a few updates

It should be rewritten

Other (add your thoughts in the chat)



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



Economic Development Goals

Community Workshop

August 17th, 2022

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

- Rezone the I-1 frontage on Rt. 139 to B-2 so that both sides of Rt. 139 are consistently zoned along that stretch of the road.
- 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.
- Clarify that residential use is allowed on both the second floor and the ½ story above the second floor for mixed-use buildings in the Brant Rock Village Overlay District.

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)*

Audience Poll #4: Economic Development Goals

Please use your phone: (or paper survey)



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4A. Which previous set of goals remains most relevant? (Choose one)

Recommendations for Downtown

Recommendations for Enterprise Park

Recommendations for Brant Rock

Recommendations for Harbor Management
Working Waterfront and Infrastructure

Other Recommendations

Other (add your thoughts in the chat)

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



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

Explore financial incentives

Improve places and buildings

Improve walkability

Support cultural activity

Identify new uses and community partners

Improve infrastructure

Improve marketing/branding

Support workforce training

Encourage more maritime/waterfront uses

Other (add your thoughts to the chat)



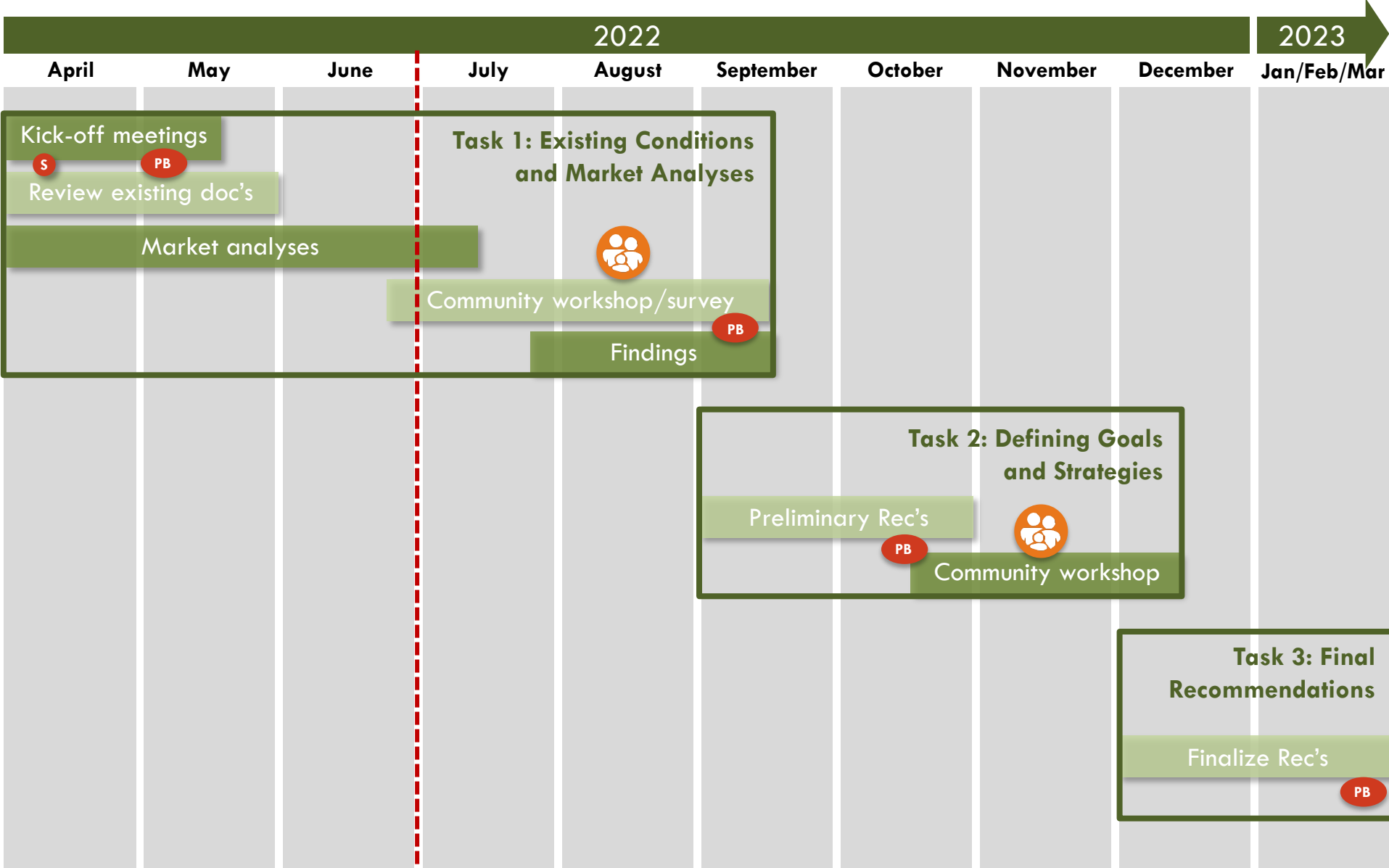
Other Questions or Comments

Community Workshop

August 17th, 2022

Image: marinas.com

Economic Development Plan – Study Timeline



Town of Marshfield

Economic Development Plan

A recording of this presentation will be posted on the
Town's website:

<https://www.marshfield-ma.gov>

An online survey is available to answer the same polling
questions asked during the meeting at:

<https://bit.ly/Marshfield-EDSurvey>

If you would be interested in a follow-up interview, reach
out to me at: **jfiala@mapc.org**



Town of Marshfield Economic Development Plan

Community Workshop

August 17th, 2022

Image: marinas.com