



Town of Marshfield Economic Development Plan

Planning Board Meeting

November 21st, 2022

Image: marinas.com

Town of Marshfield

Economic Development Plan

Planning Board Meeting Results

1. Study Reintroduction
2. Summary of participation
3. Feedback – Introduction, Opportunities and Constraints
4. Economic Development Vision – Feedback and Draft
5. Economic Development Goals – Feedback and Draft
6. Next Steps



Study Reintroduction

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Economic Development Plan – Study Introduction

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

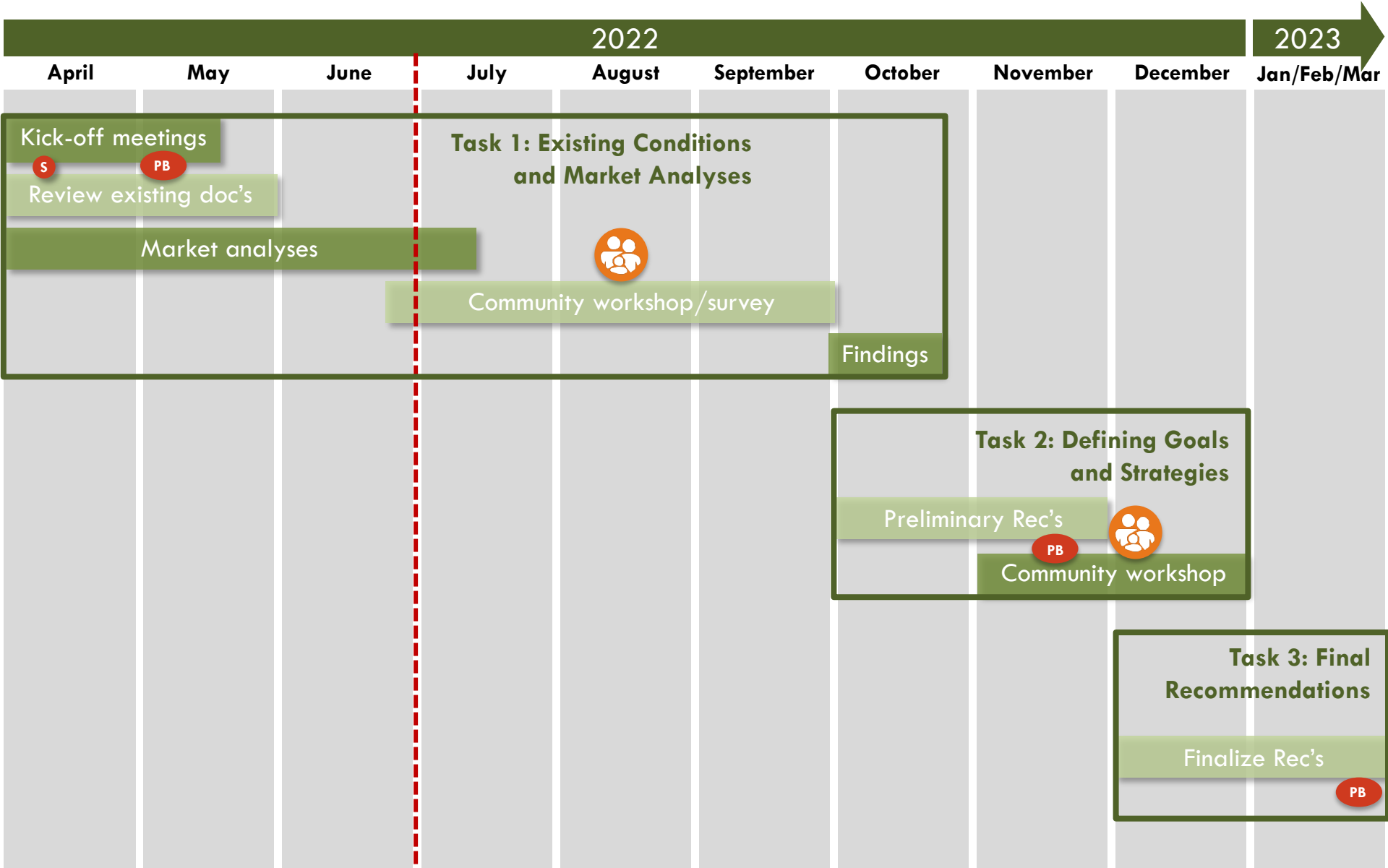
1. Economic activity
2. Commercial tax base
3. Commercial and residential uses in the Town

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)*

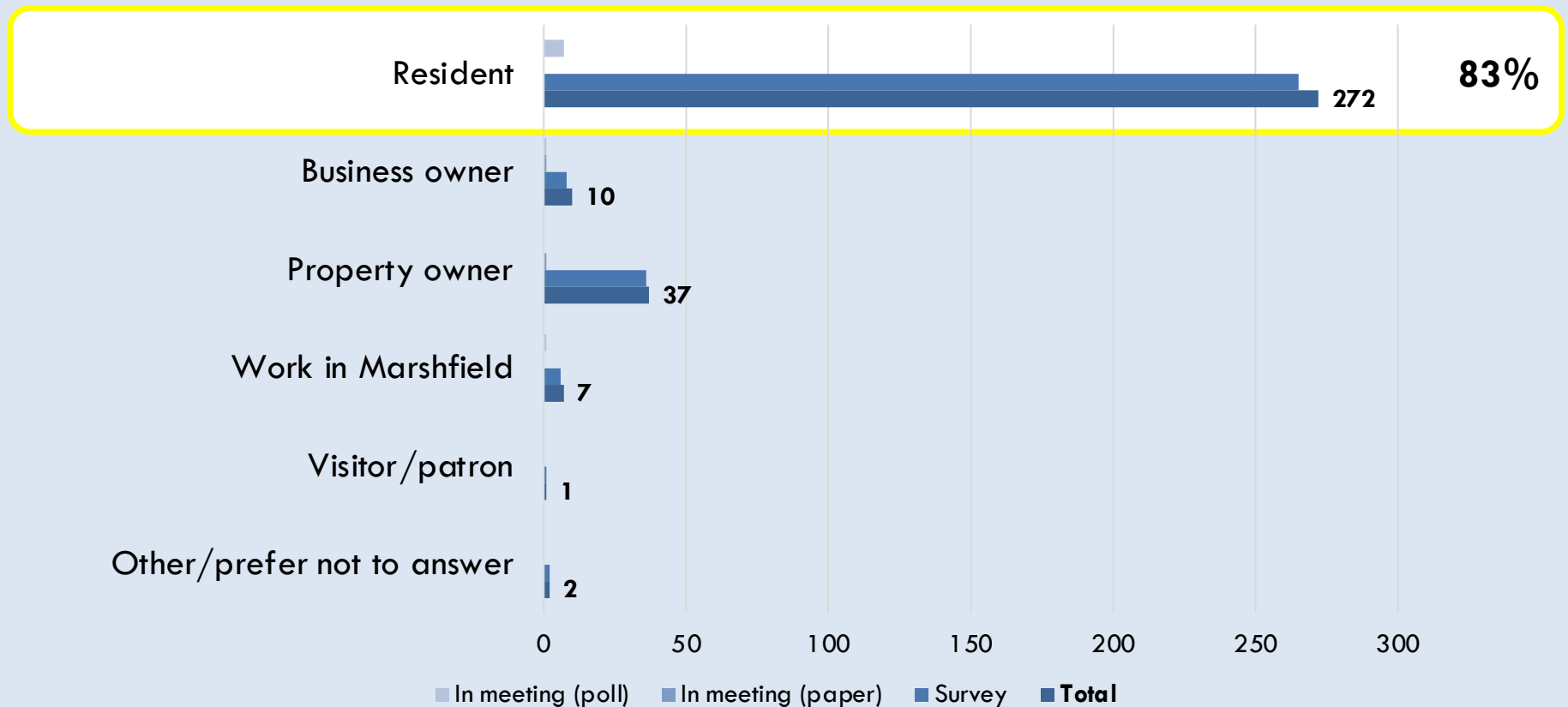
1D. What is your age? *(Choose one)*

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

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

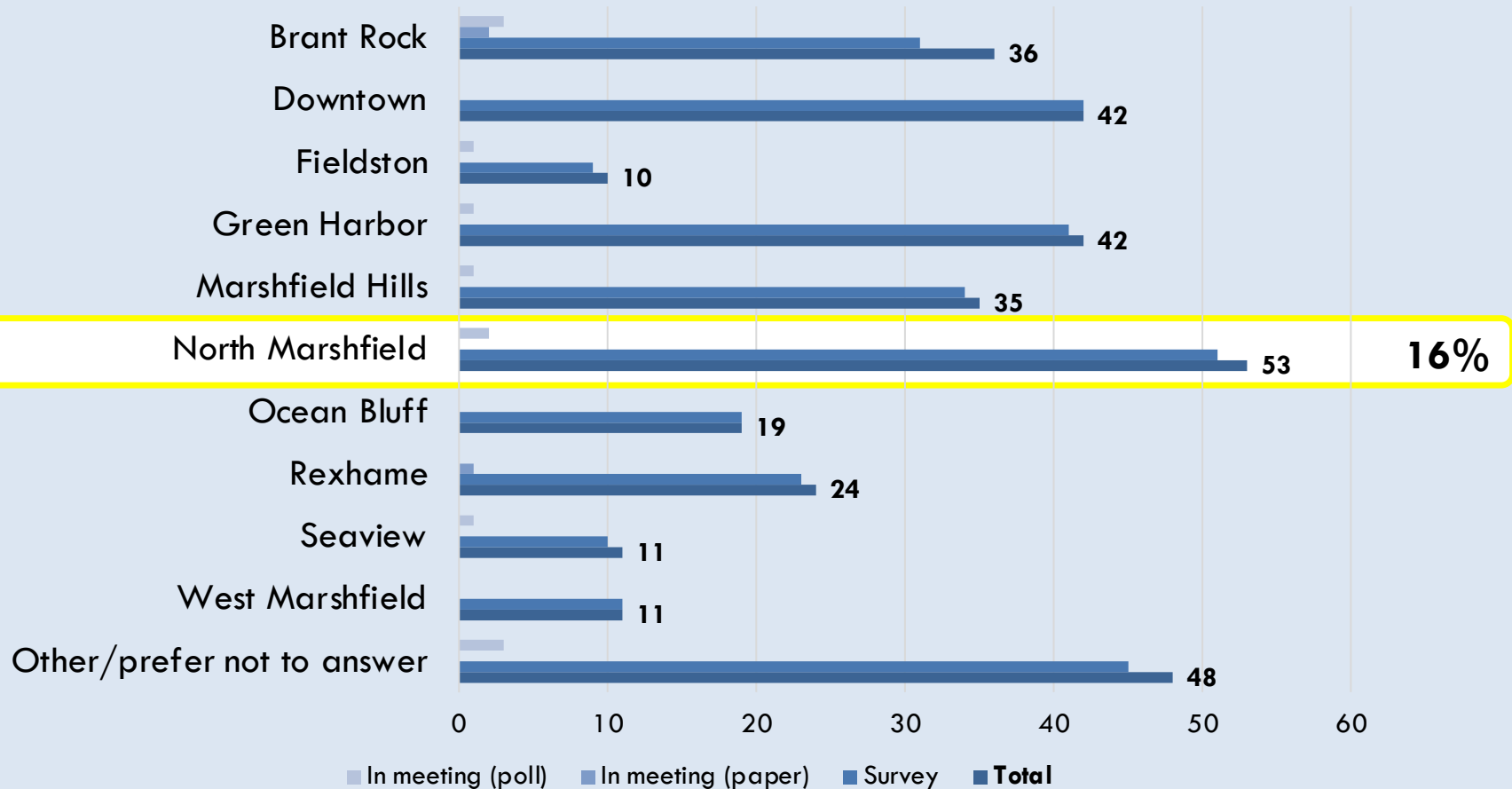
1 Who participated?

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



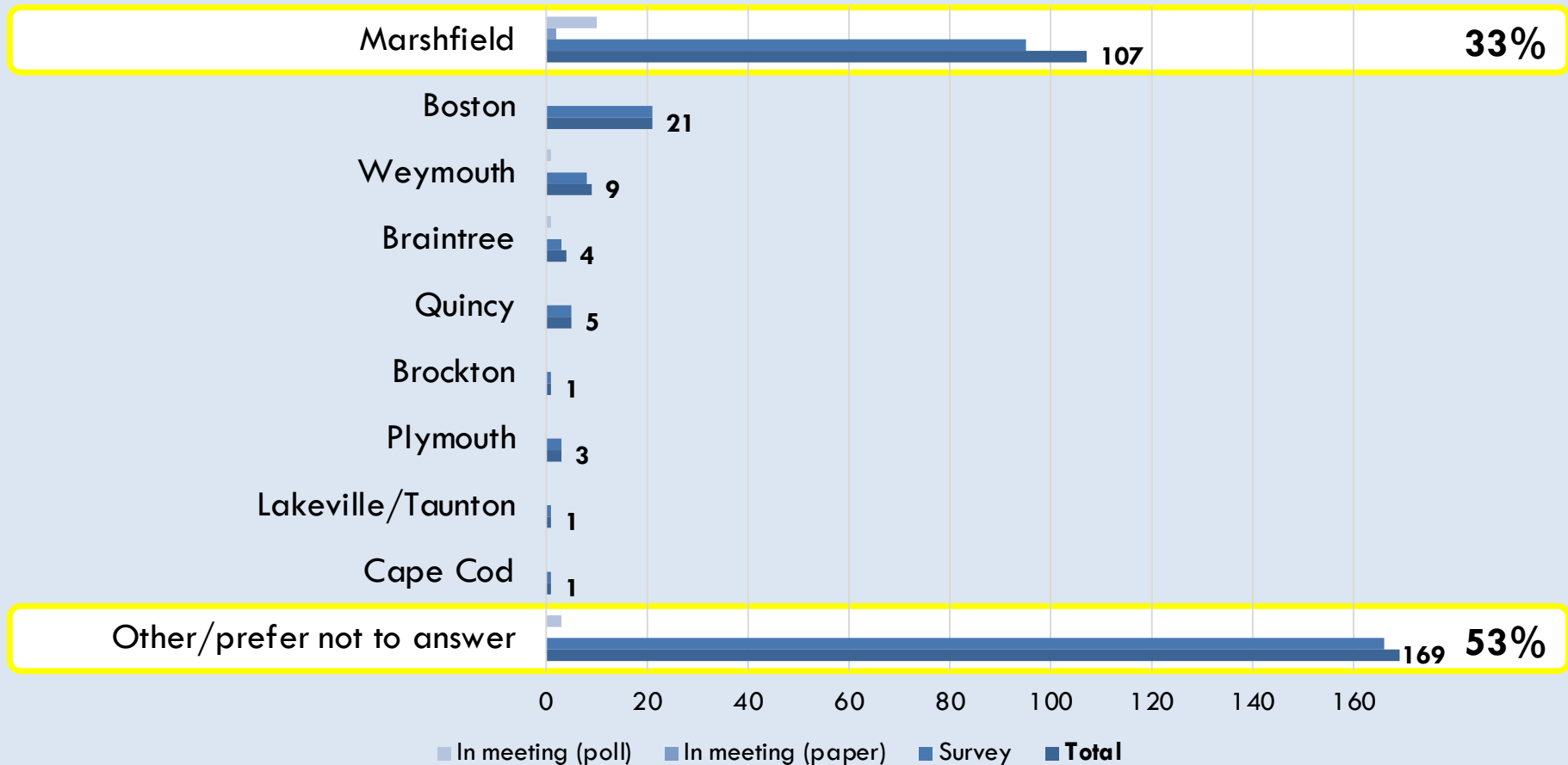
1 Who participated?

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



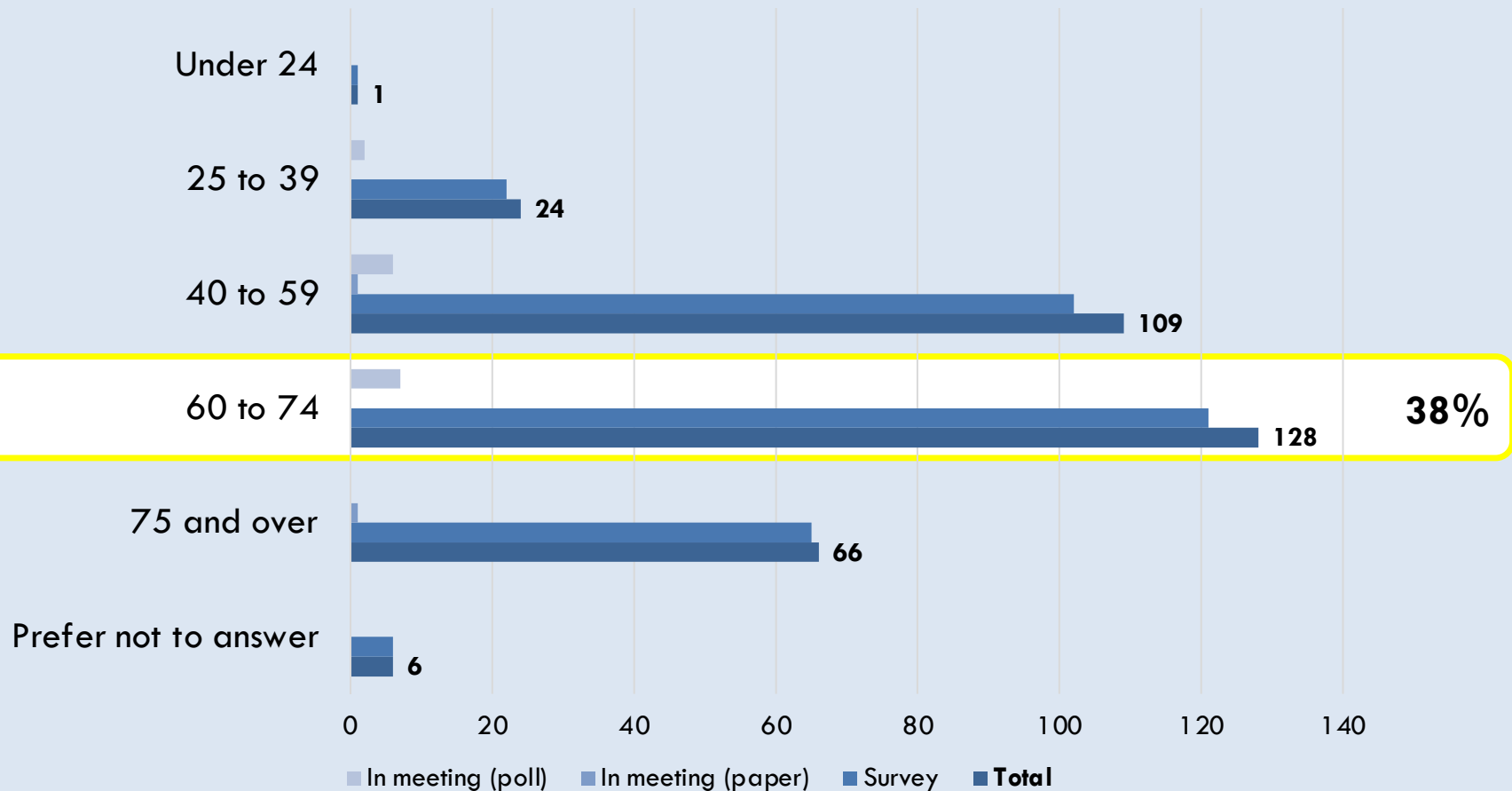
1 Who participated?

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



1 Who participated?

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





Feedback – Opportunities/constraints

Image: marinas.com

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 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)



Vision – Feedback and Draft

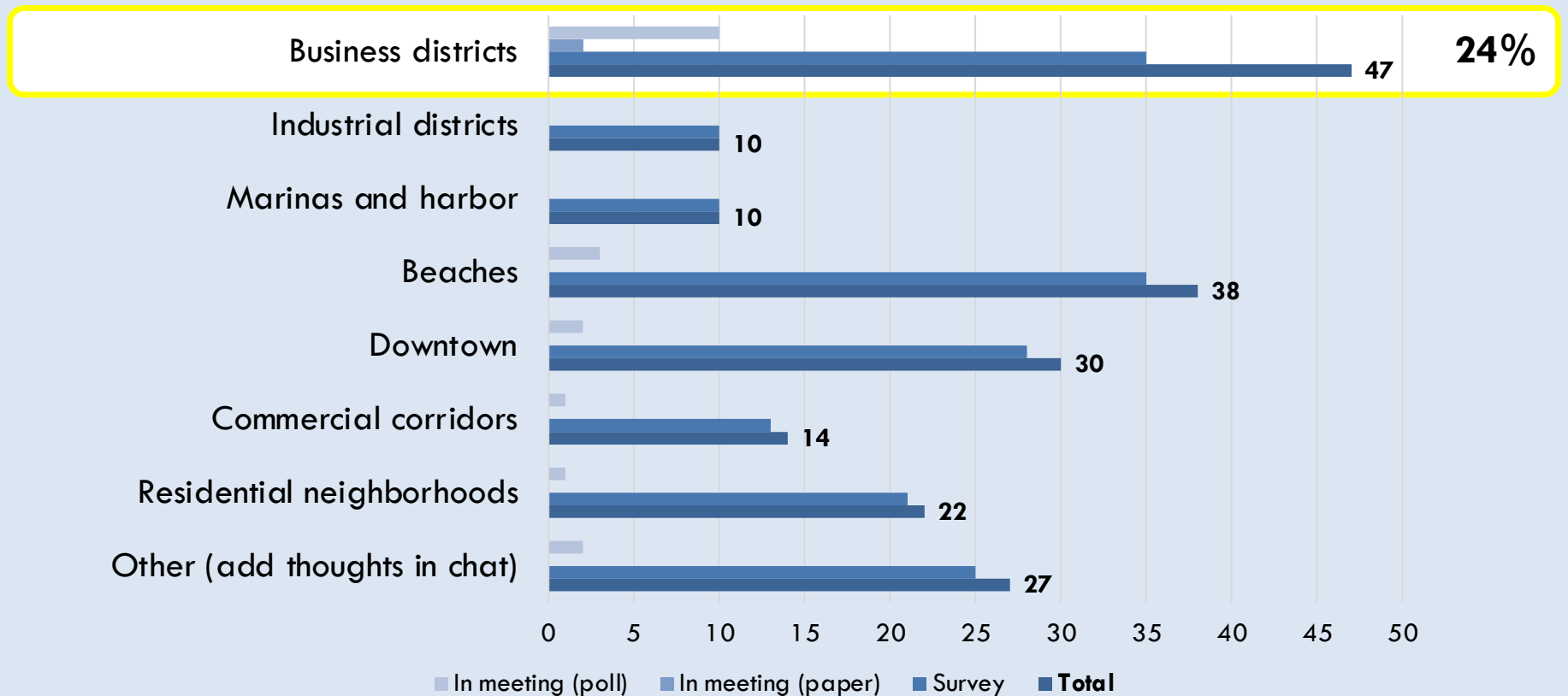
Image: marinas.com

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)*

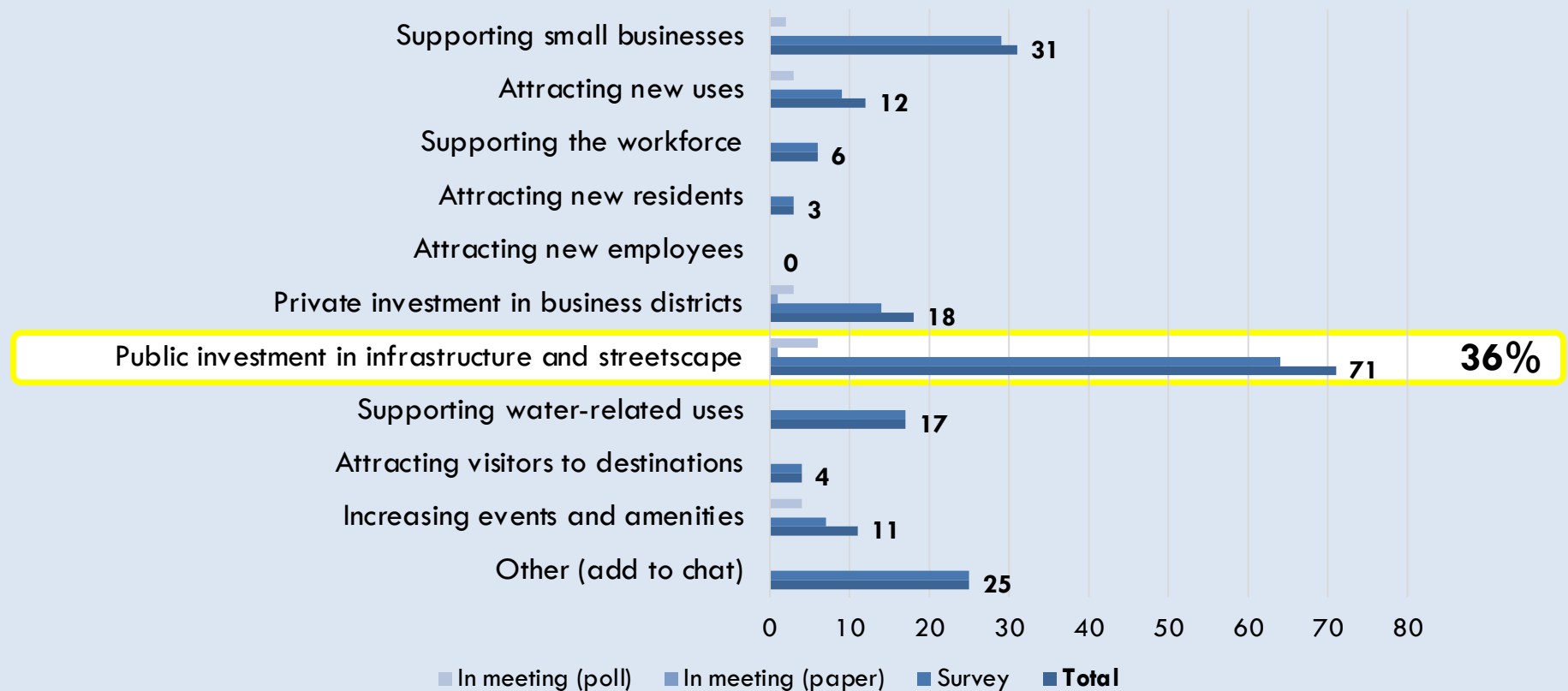
3 Economic Development Vision

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

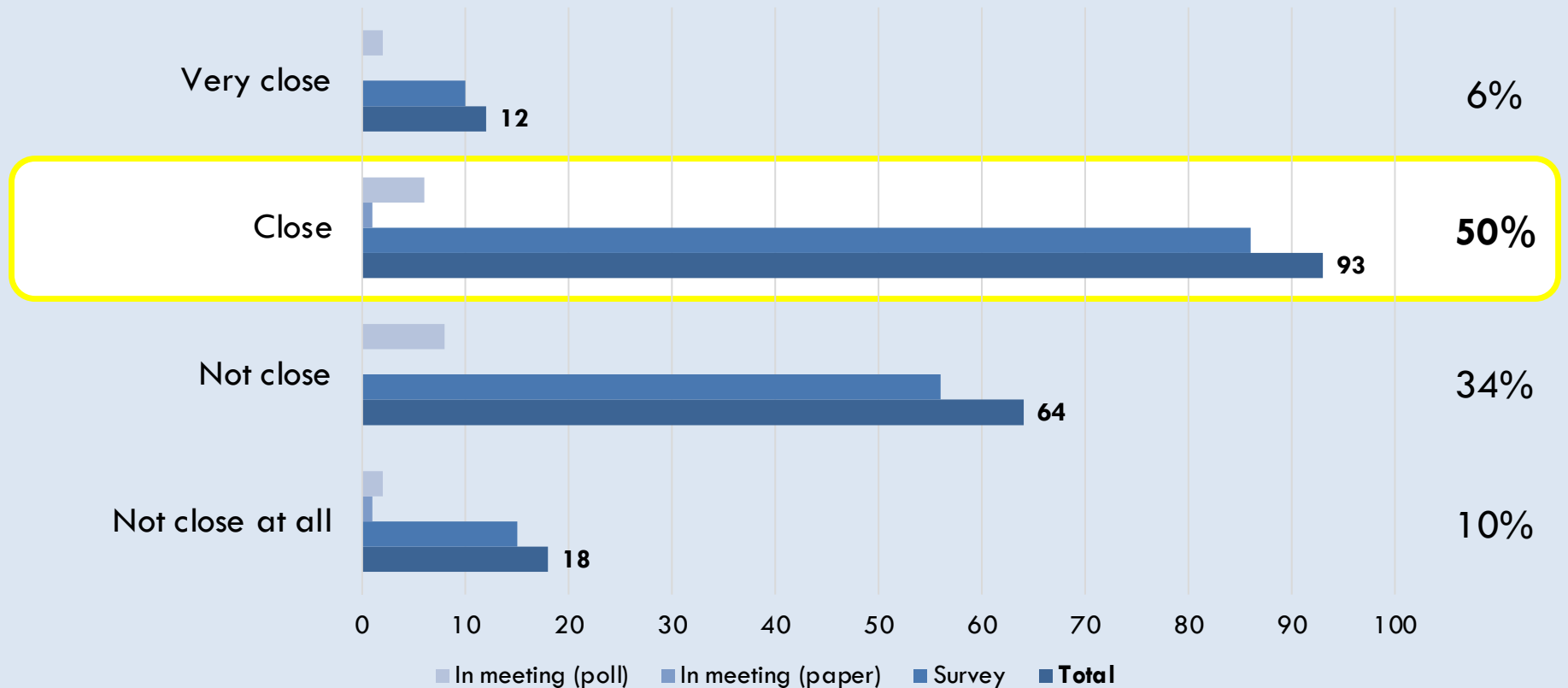
Diversity

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.”

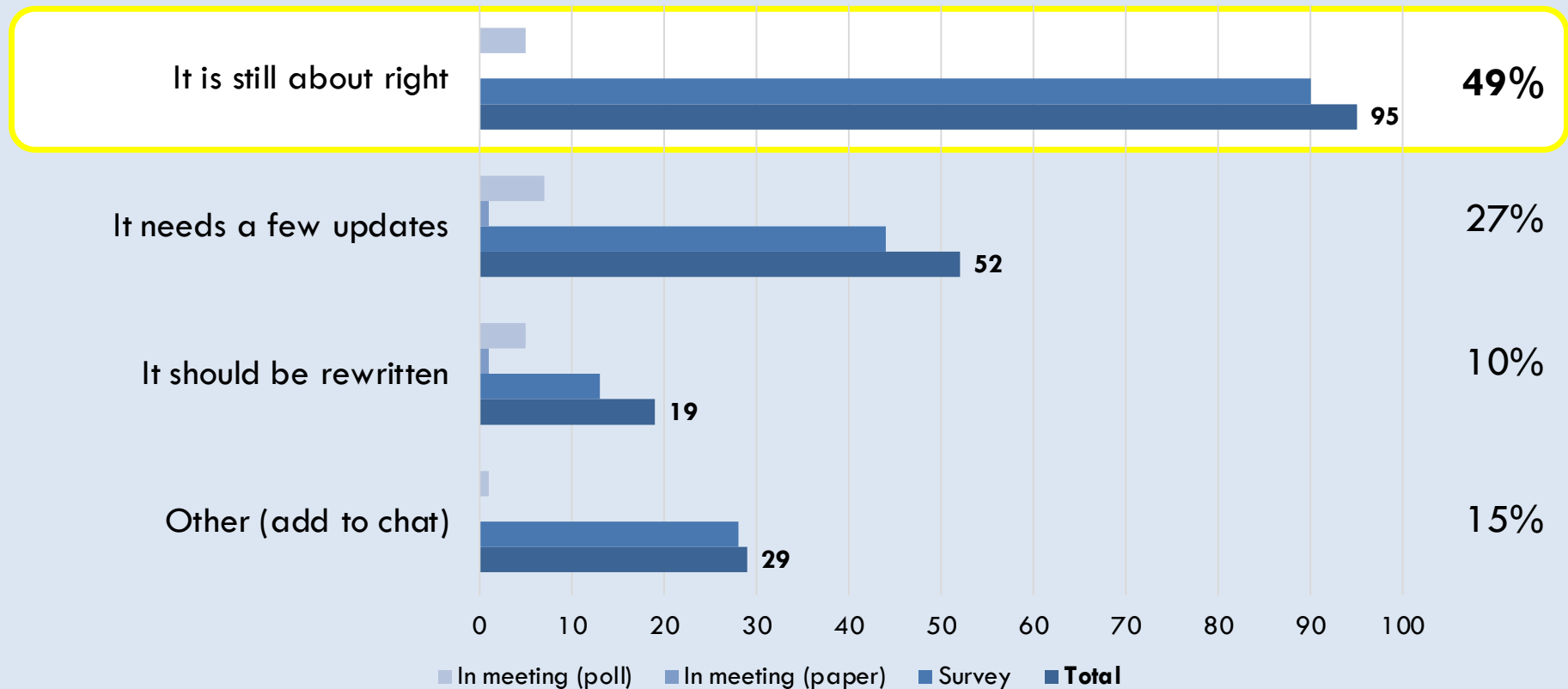
Audience Poll #3: Economic Development Vision

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	
	Again, zoning changes to reflect affordable housing shortage	
Attention to needs of senior citizens, especially those with limited incomes, affordable to live in retirement	All of the above plus crack down on sloppy homeowners who don't take care of their properties	
FOLLOW IT. Words are words. Action and behavior speak more. Do it	Artisinal	
Safety	Attractive to investment	



Goals – Feedback and Draft

Image: marinas.com

Audience Poll #4: Economic Development Goals

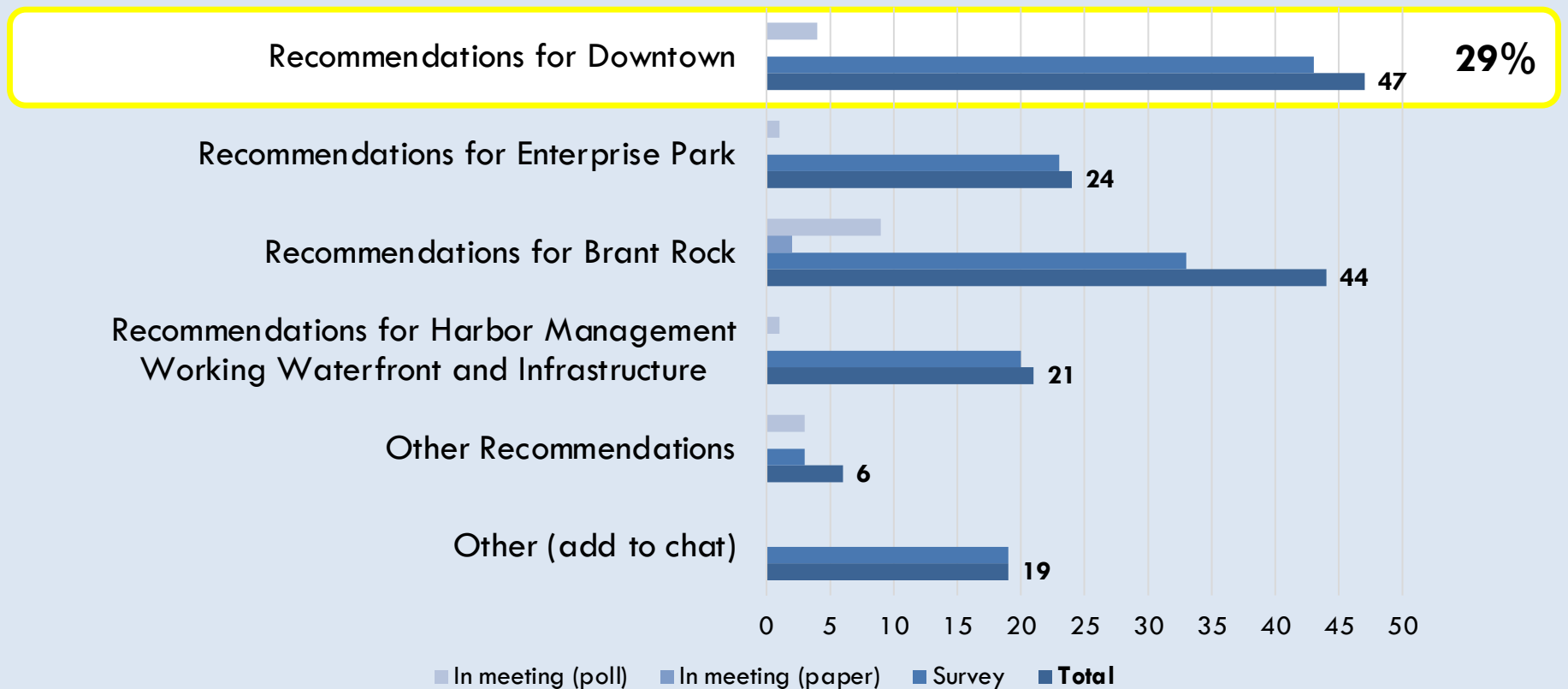
4A. Which previous sets of goals remain most relevant? *(Select all that apply)*

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)*



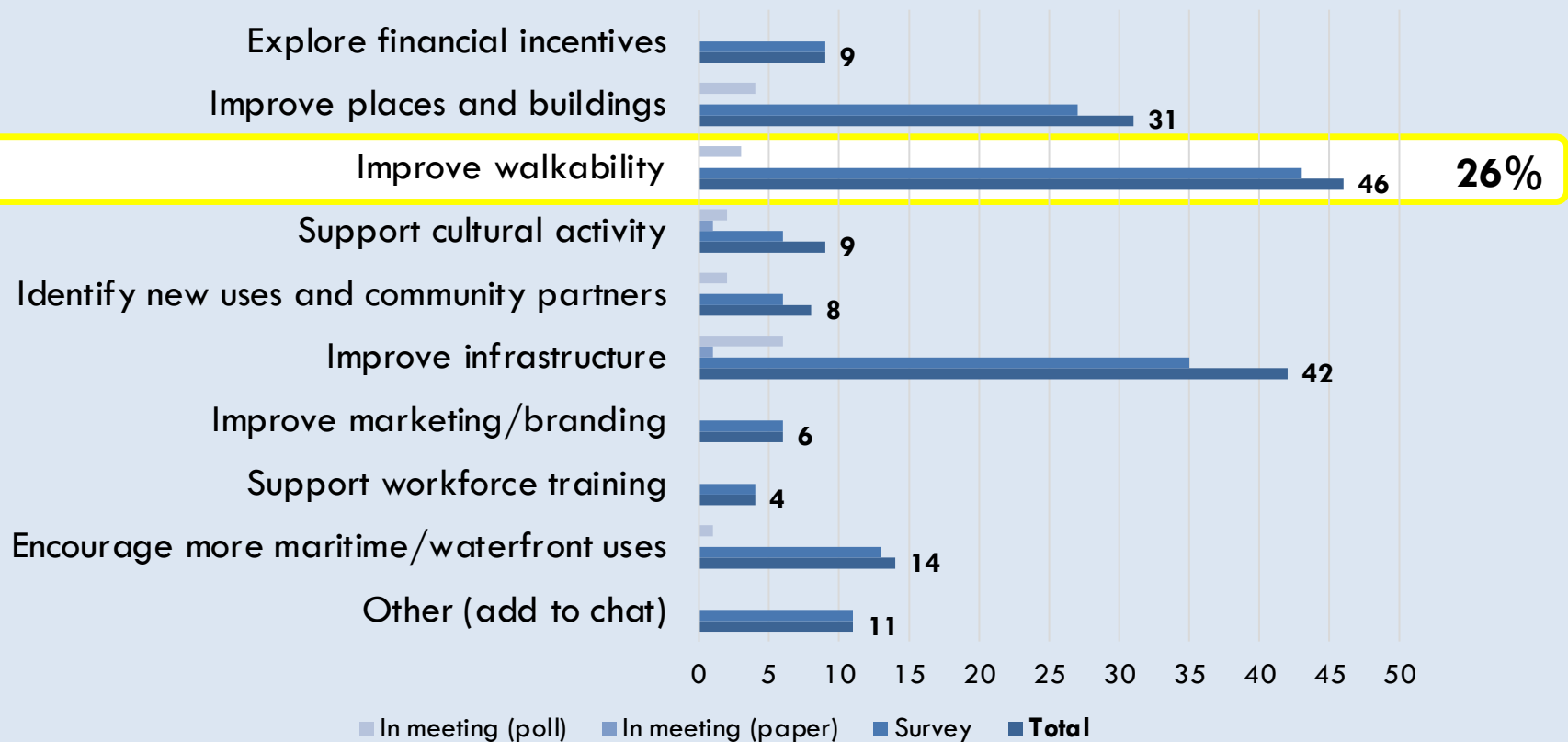
4 Economic Development Goals

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)*



DRAFT Economic Development Goals

Draft for Discussion

- **Continue to strengthen an active and walkable mixed-use Downtown through private redevelopment and public investment**

DRAFT Economic Development Goals

Draft for Discussion

- Continue to strengthen an active and walkable mixed-use Downtown through private redevelopment and public investment
- **Preserve the Town's coastal character, beaches, and coastal destinations and amenities**

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- Continue to strengthen an active and walkable mixed-use Downtown through private redevelopment and public investment
- Preserve the Town's coastal character, beaches, and coastal destinations and amenities
- **Strengthen the resilience, attractiveness, and walkability of the Brant Rock Esplanade**

DRAFT Economic Development Goals

Draft for Discussion

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- Preserve the Town's coastal character, beaches, and coastal destinations and amenities
- Strengthen the resilience, attractiveness, and walkability of the Brant Rock Esplanade
- **Preserve the Town's residential character by focusing economic activity in the existing non-residential districts**

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- **Continue to encourage the private development of the industrial park and mixed-use development area to reduce dependence on single family home tax revenues**

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- Continue to encourage the private development of the industrial park and mixed-use development area to reduce dependence on single family home tax revenues
- **Maintain fiscal strength with effective governance and sustained and measured investment in the infrastructure to meet the future needs of residents and businesses**

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- **Continue to improve traffic and circulation to support economic activity**

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- Continue to improve traffic and circulation to support economic activity
- **Continue to support maritime industries as an important feature of the local economy**

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- Continue to support maritime industries as an important feature of the local economy
- **Continue to provide a welcoming and supportive community**

DRAFT Economic Development Goals

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- Continue to improve traffic and circulation to support economic activity
- Continue to support maritime industries as an important feature of the local economy
- Continue to provide a welcoming and supportive community
- **Leverage popular annual events hosted in Marshfield to boost local business support and to encourage business district patronage**

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- Leverage popular annual events hosted in Marshfield to boost local business support and to encourage business district patronage



Next Steps

Image: marinas.com

Community Workshop

Wednesday, December 7th

7:00 to 8:30 pm

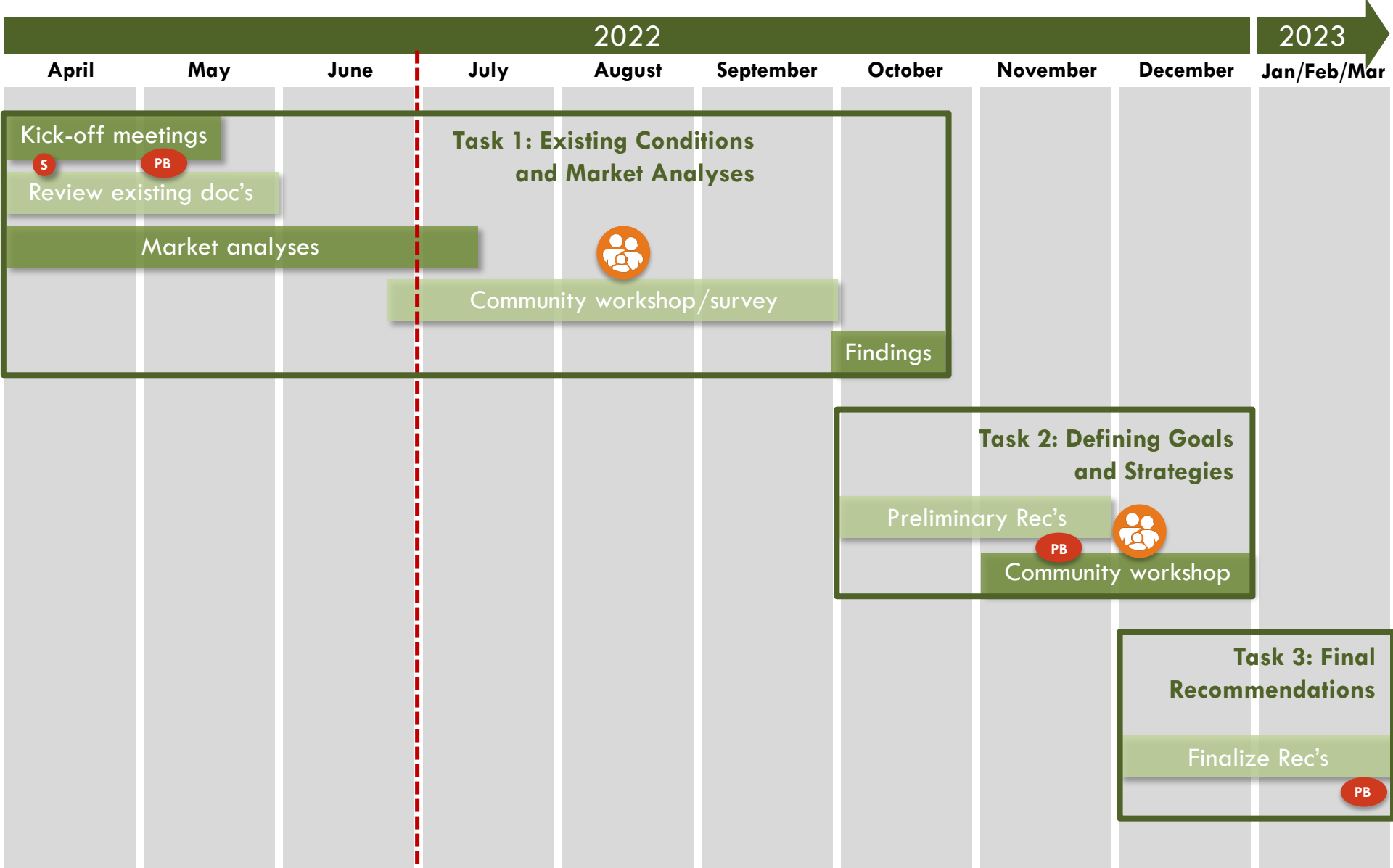
In-person at the **Senior Center (230 Webster Street)**

Or via Zoom at: **<https://us06web.zoom.us/j/89148105389>**

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 second workshop will review feedback received from the community through the first community workshop and online survey. Initial economic development goals will also be presented to gather additional community input. This will be an interactive event 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

Economic Development Plan – Study Timeline





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Planning Board Meeting

November 21st, 2022

Image: marinas.com