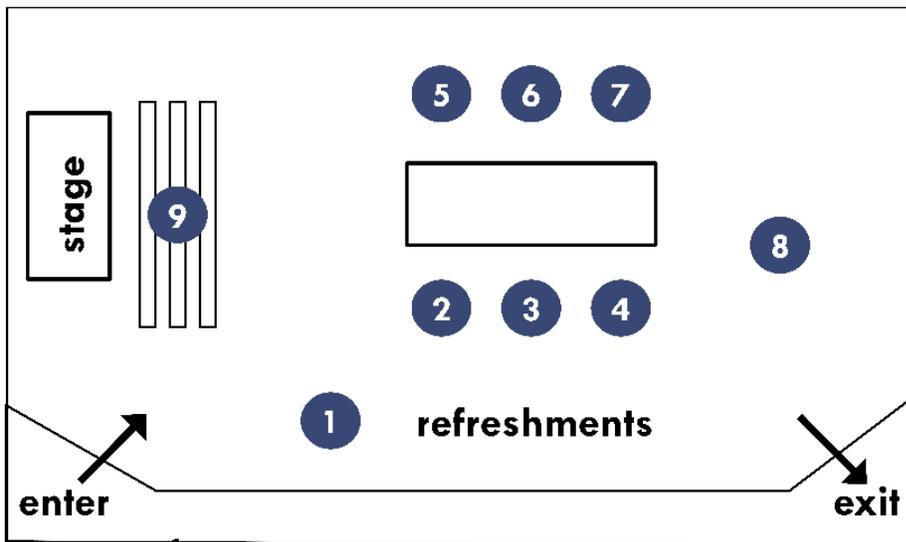


Topsfield Downtown Community Visioning Open House: Feedback from September 24, 2019

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**Additional stations include Housing*



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- 7 Stay involved!
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- 9 Join us for a presentation at 6:45!



**FOLLOW THE NUMBERS TO EXPLORE
DIFFERENT TOPICS ABOUT DOWNTOWN TOPSFIELD!**

Layout of room used at Open House

1. Registration and Welcome Question

What do you do in Downtown Topsfield?

Please note that there was opportunity to answer to this question more than once

Themes and categories	Count
Post Office	20
Library	20
Bank	19
Bake Shop	13
Gil's Grocery	9
Haircut	9
Shopping	8
Bike	8
Dawson's Hardware	8
Eat food	7
Walk	6
Alex's	6
Manicures	5
Rail trail	5
Playground	5
Coffee	4
School	4
Topsfield House of Pizza	4
Church	4
Martial Arts	4
Lela's	3
Luxe	3
The Bicycle Shop of Topsfield	3
Volunteer	3
Work	3
Curves	2
Art Room	2
Meet friends	2
Essex Co-op	2
Pizza	2
Box Top Shop	2
Dry Cleaning	2
Francie's	1
GymCore CrossFit	1
Gift shopping	1
Own a business and have fun!	1

Wish there was a good restaurant	1
Pay taxes	1
What is the definition of "the downtown"? Is this a geographic perimeter	1
Enjoy "space"	1
Emerson Center	1
Zumba	1
Dentist	1
Commons	1
Festivals	1
Live + Work	1
Would love a dinner place with drinks	1
Holiday Walk	1
Insurance	1
Lawyer	1
Grand Total	215

2. Topsfield Data

What surprises you most about this data?

Please note that there was opportunity to answer to this question more than once

Comments
Only 1100 commute out
Total employed only 1372 (1042 + 52+ 227)
That affordable is not the stigma most people believe. It's our parents + children + maybe us
Surprised to learn more people commute into than out of Topsfield.
The median income surprises me. I'm surprised at where the divide lies - thought it would be higher.
Not many surprises as the Main Street Program learned a lot. Didn't consider housing at the time.
From 2000-2017 residents 55+ increased by 62%
Condos are so expensive! We need more affordable options for working professionals that don't want to maintain a single-family house/yard.
The number of young professionals so dwindling! My college grad kids wouldn't return to live until there is more of a downtown VIBE.
Could use an affordable means to allow families to stay together. Consider relaxing zoning to create more 2 family homes.
AMAZING data! Well-done! We need to plan for AGING population AND keeping 22-34 here!

Age 0-19 year old demographic has declined in the past few years. How are class sizes growing?
Explaining affordable vs low income. Great idea.
Nothing surprises me
It doesn't really surprise me - but [xx] don't have affordable housing to downsize.
Surprised so very people work out of town
Very surprised by the # of commutes into Topsfield. I assumed all commuters went out of Topsfield (+1)*

**(+1) means that another person indicated on the comment that they "liked" the comment*

Why do you think it is important?

Please note that there was opportunity to answer to this question more than once

Comments
Why did we not hear about this until the past month. Shame on the Selectmen.
Maintain small town character (+1)
Balance - meet the needs of older residents while updating and attracting younger families to the community
Balance of focus on older residents + younger families
Keeping the character of the town while actually being a modern + need serving town
Community spaces
Maintain rural character of the town!!
Elementary classes are growing but population by age graph shows a decline in children
How can improvements be made without water + sewer. How can Topsfield pay for more water + sewer?
Downtown needs to stay a safe place for kids (+1)
Hood Pond should be taken over by town management
Possibly add summer camps + pool (like Hamilton)
No commercial development of Emerson Field
Small affordable housing units ok
School public/private enrollment + size of class vs demographics of age
Denser housing downtown + Route 1
Town support at many levels, businesses involvement
Financing with growing senior population, what might it do to taxes?
Businesses can help ease homeowners! Tax burdens.
Keeping it a small-town atmosphere -- without features that will increase taxes. Topsfield population does not robustly support our retail until it was very specialized

3. Public Space

Participants were showed images of different public space uses that they voted on (Y/N).

Please note that there was opportunity to answer to this question more than once

Seating Areas	
Yes	86
No	0

Festive Lighting	
Yes	78
No	5

Street Festivals	
Yes	80
No	1

Food Trucks	
Yes	52
No	27

Outdoor Performance Space	
Yes	75
No	1

Wayfinding Signage	
Yes	25
No	45

Outdoor Parks	
Yes	80
No	2

Public Restrooms	
Yes	19
No	56

Better Store Signage	
Yes	63
No	4

Athletic Events	
Yes	66
No	6

Additional comments by category

Food Trucks
Different + rotating food trucks
Vegetarian/vegan food
Healthy food turcks -- smoothies, juice drinks, bowls
Food trucks on a schedule (maybe 1x a month) so people can plan ahead. This is a work around of not having a central restaurant to gather etc.
Maybe during outdoor performance, concerts, etc (+1)
Maybe 1 day/week for food trucks. Essex County Co-op doing on Tuesdays "sacred cod". Co-op is a great resource that is close to the rail trail.
Why do I have to go to Beverly for good Indian food?

Wayfinding Signage
Need signs directing to parking and downtown from Route 1 + 97

What other uses would you want to see in public spaces in Topsfield such as around the Commons and Town Hall?

Please note that there was opportunity to answer to this question more than once

Comments
Repair town hall clock
Make accommodations (via complete streets) to make the Main St more pedestrian oriented by adding crosswalks and bike lanes
Need to consider waste disposal for public gathering, we need spots
Dog waste bag dispensers and receptacles
Please - much more classy, uniform signs!
Seating + tables
Meeting spaces for clubs/businesses
Wide sidewalks, make less vehicle friendly
Outdoor sculptures/art installations
Bike park near rail trail/proctor
Dog park
More restrictions on types of signs -- make them better looking
Not more signs but uniform, nicer signs (+2)
More outdoor seating for residents (walking, resting, meeting w/friends) (+1)
Art!!! (+1)
Bigger and more flower baskets in the commons and along the sidewalk
Fix town hall clock
Art - decorated poles for holidays

4. Businesses

Participants identified wanting the following businesses in Downtown Topsfield.

Please note that there was opportunity to answer to this question more than once

What type of businesses do you want to see in Topsfield:	Count
Food Services	
Pub Food Restaurant	25
Full-Service Restaurant	22
Fresh Produce Market	16
Ice Cream Store	15
Grocery Store	14
Boulangerie	13
Coffee Café	13
Delicatessen	9
Candy Store	7

Ethnic Food Restaurant	7
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What type of businesses do you want to see in Topsfield: Retail	Count
Book Store	18
Stationery Store	11
Arts + Crafts Store	9
Children's Clothing Store	9
Toy Store	8
Clothing Boutique	7
Sporting Goods Store	7
Games and Puzzle Store	6
Antique Store	5
Craft Store	5
Custom Furniture Store	4
Music Store	3
Vintage Clothing Boutique	3
Riding Equipment Store	2

What type of businesses do you want to see in Topsfield: Exhibition Spaces	Count
Art Gallery	8

What type of businesses do you want to see in Topsfield: General Services	Count
Repair Shop	8

Businesses that I would like to see _____.

Please note that there was opportunity to answer to this question more than once

Comments	
Rodent control	Dog parks
"Real restaurants"	More benches
Farmers market	Family owned small businesses - specialty stores
Pub	Full-service restaurant
Starbucks/dunkin donuts	Skate park
Skate park	Yes- the house for sale in the commons
Vegan/Vegetarian/Healthy places	Tavern w/ neighborhood fee/ B&B Inn
Panera	Pharmacy
Fresh produce/Deli	Farmers market
Keep Towns field a rural town	More fresh take-out options

Restaurant! (better parking)	A small market w/ local item
Restaurant w/ dinner & alcohol tavern	Grocery pharmacy/ Pub style restaurant
No damages except for better parking	Nice restaurant, something like walnut St. In Hamilton
Panera	Small local business
Gift shop	Pub/restaurant
A pub or restaurant with outdoor seating	Hang on to gil's
Sit down restaurants with alcohol drinks	Small market (similar to danvers fruit market)
Dinner restaurant	Market
Restaurant w/ alcohol	Pub/Tavern Restaurant
Dog parks	Doctors Office
Fresh meals to go	I think that an ice cream store would be nice
Farm -to- table restaurants	Ice Cream
Farm to table	Pub/Tavern Restaurant
More lights	Dog parks
Sidewalk	Nice restaurant bar
Inn & tavern	Family owned small businesses - specialty stores
A board game café like the Castle in Beverly	Tavern, real sit-down restaurants
A good restaurant!	Diner
Some good shops for women clothing	Brew pub on the rail trail
A sandwich shop	Ice cream shop
Small clothing store	Sit down restaurants with alcohol drinks
Restaurants	B&B or Inn
Healthy restaurants	Place for teenage kids to hang out
Recreation & Earth activities off the center of town	Burger joint fries/ice cream etc. With booths
Rec center	Downtown flower boxes
Dog parks	Outdoor sports
Hardware supply store	Rental equipment gear for sale
Restaurants or more food variety	Pub restaurant
B&b inn restaurant bar	Ice cream
Standware	Restaurant
Restaurants or more food variety	Hardware supply store
More public food options	Youth center
Family pub	Gift store
Small market	Florist
Coffee shop	Ice cream place
Composting	Kids/Rec club
Farm stand	Community Center
Cannabis dispensary	More color
Music store	Assisted living
LEEDS certified	Grocery

A small market	Farmers market weekly
Custom furniture shop	Family-friendly pub/restaurant
Community Rec Center for Kids YMCA	Market
A place for business meeting	Sells fresh produce
Pharmacy	Pub/small bar
Sit down restaurants with alcohol drinks	Tavern/pub
Small grocery store	Physician's office
A sit-down restaurant w/ alcohol	Co-op/sandwich
Place for farmers market	Family-friendly pub/restaurant
Skate park	Old fashioned sweet shop
Full-service restaurant w/ beer + wine	Pub restaurant full service
Restaurants	Grocery store
Craft store	Massage studio
Retail stores	Splash pad by proctor school
Full-service restaurant (maybe ethnic)	Outdoor recreation space
Hair salon	Butcher shop/fish market
A nice restaurant	Farmers market
Grocery store w/ take-out meals	Denny's
Restaurant	Recreational spot for teens
Something like Sol bean	Cozy pub or eating venue for families
Retirement/assisted living center	Small grocery store
Pub/Tavern/Wine bar	Produce/Deli meat/Sandwich Shop
Purchase Lopez house for B&B and pub/restaurant below	Thai food
Repair shop	Farm stand
All-day coffee shop	Farm to table restaurant
Larger gift shop + bookstore	Topsfield Bakeshop
Small restaurant	Local produce + goods
Retail-gift shops	Grocery store - Tavern/Pub/Nest
Market with fresh produce + deli	Mexican (non-chain) restaurant
Professional services (Dr, lawyer, etc.)	Market
Landscaping	Youth services location/drop in center
Gift shops/Clothing	Ice cream store
Store w/ salad bar	Pub or small restaurant
Fresh produce meats/fish market	

Businesses that I would not like to see _____.

Please note that there was opportunity to answer to this question more than once

Comments	
Convenient stores	No chain stores
Starbucks chain stores	Vaping, Tattoo Shops, Convenience Stores

Emergency care & nursing home	Pharmacy
No vaping, sex shops, and banks	Chain store, Large commercial business
No banks, pizza, and real estate offices	Gambling Facilities
No more pizza places	Banks
No tobacco or vaping	Tobacco or Vape Stores
Pot shop, massage parlor, no more banks	Chain stores or fast food
Chain restaurants	Smoke shops
Chain restaurants	Another convenience store
Another convenience store	Not another nail salon or chain stores Pub Style Restaurant
Big business/corporations	Chain stores
Big box stores/chain sores	Large/commercial facilities (50,000 sq. Feet)
Anything unsustainable	Tattoo Vape/Smoke Liquor Store
Coin shop or dollar store	Liquor Stores
Anything "tacky" or commercial	Another bank, pizza shop, or commercial restaurant. No smoke shop
3+ story buildings	Big name stores, busy places
More pizza places, convenience stores, or banks	Another pizza shop, CVS, fast food
Pot shop, no more banks, dentist, no vaping	Pot shops
No pot shops, no booze	No more nails or pizza
No more banks	No more banks, pizza, realtors
CVS more pizza/fast food	No more smoking/ vaping shops.
Franchise owned businesses	Sit down restaurants
No more banks + nail salons	No smoke shops, no pizza shops
Large chain stores	Big restaurant
Banks	No more banks
Gas station, chain stores, liquor store, and bar.	Any larger nursing homes or assisted living
Vape or smoke shop. No more banks, tattoo shop	Chain stores; if so, adhere to strict architectural guidelines
No more nail salons	Banks
Dumpy convenience stores	Smoke/mj shops
No more fast food	Store where you can buy half-baked food to go
Bunks	40B projects
Banks, convenience stores, pizza places	Not retail
Vaping/Smoke/marijuana	CVS, another pizza place, big name stores
No large buildings, No dollar stores, knock-knock shops	

5. Parking

Issues/Observations	Opportunities
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Regulations/Parking Shortfalls	
<ul style="list-style-type: none"> Public parking lot on School Street gets full Proctor Elementary School needs more parking Employees fill spaces on Main Street 	<ul style="list-style-type: none"> More disability parking Consider time restrictions on Main Street, but not too short because dining / spa services take longer than an hour Many participants felt it was fairly easy to find a space most days
Wayfinding & Signage	
<ul style="list-style-type: none"> No sign directing to public parking on School Street 	<ul style="list-style-type: none"> More signs pointing to public parking (but not signage everywhere) Help people find parking by rail trail
Walkability	
<ul style="list-style-type: none"> No sidewalk leading to public parking lot on School Street Drivers ignore pedestrians 	<ul style="list-style-type: none"> Connect shopping center to rail trail Add more lighting for pedestrians Walkability generally good in downtown
Enforcement/Operations	
<ul style="list-style-type: none"> Drivers block driveway to Post Office Bad sight lines along Main Street at School Street, Grove Street, and Central Street 	<ul style="list-style-type: none"> Enforce traffic operations at the Post Office Install a mailbox to alleviate congestion around Post Office Traffic pattern around the Commons is confusing School Street is not a through way – it is Fire access
Potential Development/Vacancies	
	<ul style="list-style-type: none"> More parking located behind buildings rather than in front More retail down near the public lot on School Street
Shared Parking	
<ul style="list-style-type: none"> Lack of public access to Topsfield Shopping Center lot makes it difficult to find parking 	<ul style="list-style-type: none"> Share parking in Shopping Center for public use Fix potholes/general maintenance in Shopping Center parking lot
On-street Parking	
<ul style="list-style-type: none"> Difficult to park on Main Street because employees park all day On-street parking on High Street would increase congestion Need for short-term spaces in front of businesses for pickup/drop-off 	<ul style="list-style-type: none"> Add on-street parking to Central Street Consider metered parking and reinvesting revenues locally

6. What is your vision?

Please note that there was opportunity to answer to this question more than once

Comments
Full scale restaurant
Drug Store
Classy signage
Classy lamp posts with nice hanging baskets or flag (+1)
Upgraded flowerpots (+1)
Benches
Beautify the Common
Uniform signage to tie things together
Better signs outside plaza
Farmers Market
Brand a new attractive downtown plaza with shops (+1)
Nicer outdoor area
No jersey barriers
Pub
Gift shop
Uniform signage
Hanging planters
Streetlamps
Dog park
Businesses that are destinations
Get people to stay longer in Downtown Topsfield
Fix up shopping plaza
Repair parking lot + building
Restaurant with alcohol (+3)
Walkable
Work, live, recreation
Independent bookstore (+1)
Restaurant with alcohol and dinner
Dog park
Butcher/fish market
Museum
Art
B&B
Fresh produce (+2)
Deli to eat in
Farmer's market
Restaurant

B&B or Inn
Leave car at home and walk to various services

7. Comments + Feedback

Are you more interested in the Downtown Topsfield Revitalization Plan than you were before the event? Why?

Choices	Count
Yes	36
Same	15
No	1

How worthwhile was this event to you?

Average (0-5)
4.14

Did you learn anything interesting during this event?

Average (0-5)
3.70

Was the format of this event effective?

Average (0-5)
4.04

Additional Suggestions

Comments
Water, sewer, before additional development
Buy topsfield
Don't get too ambitious- retail is dead.
Please include in your recommendation a goal to keep Topsfield streets & sidewalks free of trash & litter
I hope we are able to have action
None, I like the town as it is
More trees planted in more Main St. Spots

Loved it! As someone who has tried to do this before (and a townie) this was great
It's nice to see a cross section of the population (old and young) coming together to meet the needs of the community
Great to see so much interest across many ages
I learned more about it, so I was more excited to help.
Nicer plants and roads
We have to consider Rt.1 & development too.
Seems like it might actually happen
Thank you!
Parking???
Somewhere to put what is most important to us like "maintain rural character"
Brew pub along rail trail w/ outdoor seating, games theater space - local theater group.
Do it again!
I have always been interested in the revitalization of Topsfield downtown as a resident of the town
Loved the brief intro of MAPC info, followed by the easel/ sticky note format
Cause I didn't know anything about it before the event
It might have been good to have more chairs to sit and have meaningful conversations surrounded by a topic
I presume it's all about getting business here w/ tax incentives + LL funding.
Think outside the box, creative solutions. Not the same old same old.
Would have liked to see timeline for planning + target milestones.
It feels like something may happen - I hope things can change.
It's nice to see how excited the whole community is! (I was already excited)
Bigger space (although there is no way to predict)

ADDITIONAL STATIONS: Housing

Should the Town seek to include some housing in the downtown area?

Please note that there was opportunity to answer to this question more than once

Answers	
Yes	31
No	10
Maybe	4
Total	45

What do you think the Town will need for downtown housing in 10 years?

Please note that there was opportunity to answer to this question more than once

Themes	
Senior	5
Assisted living	4
Senior, Affordable	4
No housing downtown	4
Rental	3
Condos	3
Mixed-use	3
Condos, rentals	2
Character	2
Apocalypse preparation	2
Senior, Condos	1
Senior, ADU	1
Beautification	1
Senior, rental	1
Condos, Affordable	1
ADU	1
Reduced residential taxes	1
Senior, condo, rental	1
Public-Transit	1
Senior	1
Free public Wi-Fi	1
Condos, reuse, mixed-use	1
Senior, condos	1
Infrastructure	1
Total	46

If Topsfield pursued mixed-use housing in the downtown, what density would you like to see?

Please note that there was opportunity to answer to this question more than once

Choices	Yes	No
Low – 2 stories	80	5
Medium – 3-5 stories	42	24

High – 6 or more stories	2	65
Total	124	94

Should the town seek to include some housing in the downtown area?

Please note that there was opportunity to answer to this question more than once

Choices	Count
Yes	53
No	18
Business Village	39
Commercial areas behind street lots	39
Total	149

What size units would you personally consider desirable if you imagine yourself to be in the market for housing?

Please note that there was opportunity to answer to this question more than once

Choices	Average (0-5)
Small studio	3.24
Large studio	3.74
1 Bed	4.10
2 Bed	3.96
3 Bed	2.94

What type of housing do you think is needed in Topsfield?

Please note that there was opportunity to answer to this question more than once

Choices	Average (0-5)
Condos	3.53
Market-rate rental housing	3.43
Deed-restricted affordable housing	3.39
Age restricted 55+	3.56