



Topsfield Downtown Revitalization Plan

Prepared for the Town of Topsfield
by the Metropolitan Area Planning Council (MAPC)

Wednesday, June 26, 2019

Outline

01 About MAPC

02 Downtown Plan Overview

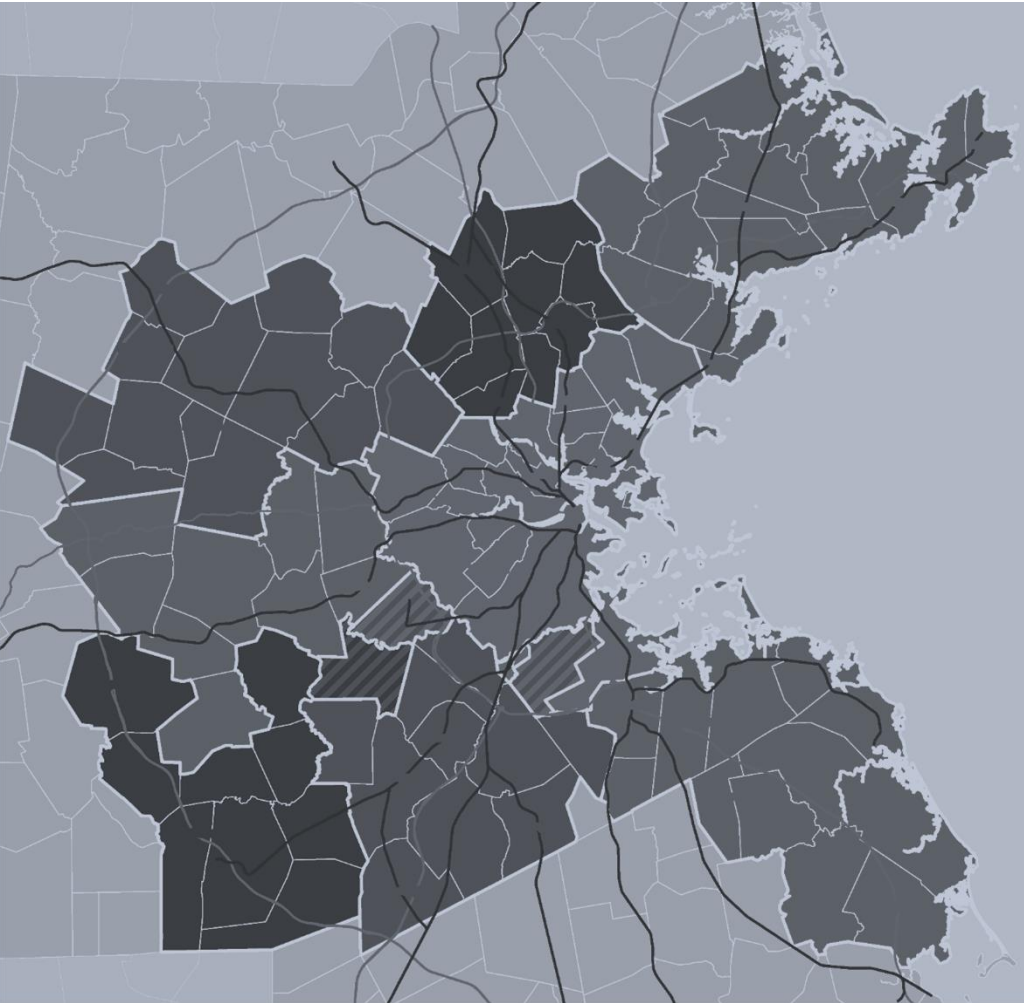
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About MAPC



MAPC is the Regional Planning Agency (RPA) serving the people who live and work in metropolitan Boston. Our mission is to promote smart growth and regional collaboration.

We are guided by *MetroFuture: Making a Greater Boston Region*, our regional policy plan for a more sustainable and equitable future, which was adopted in 2008.


For more information about MAPC and *MetroFuture*, visit www.mapc.org/about-mapc and www.mapc.org/metrofuture.



What Makes a Vibrant Downtown?



- ▷ **Business Mix**
Restaurants & Retail
- ▷ **Public Space**
Flowers, Benches, and Trees
- ▷ **Customers**
Housing & Office
- ▷ **Civic Spaces**
Religious, Community
- ▷ **Public Transit**
Pedestrian, Bicycling, Cars, Public Transit




What is the Downtown Revitalization Plan?

A Downtown Revitalization Plan is a **strategic framework** that guides the future **physical and economic development** of the downtown based on the **community's vision and goals**.

It is your plan, your vision and your goals.

The Downtown Revitalization Plan provides the Town with:

- A **vision** for its future
- **Goals and strategies** to capitalize on **opportunities**
- **An action plan** for shaping **positive change**



What the Downtown Revitalization Plan **Is Not**

A Downtown Revitalization Plan is a **NOT**

- a zoning ordinance
- a subdivision regulation
- a budget
- a capital improvement program
- or other regulatory document.

BUT

- It **IS** meant to provide the **framework** for the development of these plan implementation tools

Plan Elements



The Downtown Revitalization Plan will include the following topic areas:

- Analysis of current **zoning & land use**
- **Visioning** to determine key goals and priorities for the downtown
- **Market analysis** including analysis of current business mix & potential market opportunities
- **Housing analysis** to determine market demand/need for housing in the downtown

The Plan will also have an **Implementation Plan** to provide clear next steps for the Town.

Planning Process

The Downtown Revitalization Plan will take 8 months to complete.

We will have opportunities for community members to provide feedback throughout the process.

SPRING '19

Meeting with Board of Selectmen

Formation of the Working Group

SUMMER '19

Business/Property Owner/Developer Roundtable

Outreach

FALL '19

Community Visioning Session for the Downtown

Draft Plan Development

Working Group Feedback on Draft Plan

Final Plan Written

WINTER '20

Final Plan presented to Board of Selectmen

Potential Outcomes

The final plan could include recommendations regarding:

Zoning

Redevelopment options for key opportunity sites

Economic development and housing policies & strategies

Infrastructure investments (capital plan, transportation)





WORKING GROUP

The Role of the Working Group is to provide expertise, guidance, and support to MAPC.

- The Working Group will review and comment on drafts of the plan.
- The Working Group will gather input from stakeholders to create a vision for the community and a specific action strategy to fulfill that vision.
- Once the Plan is done, the Working Group may continue its work by encouraging and assisting municipal staff, boards, committees, and the community with the implementation of Plan recommendations.



Goals Discussion



**Why did you decide to
volunteer for this
working group?**



**What are your
expectations for this
Plan?**

Topsfield Data



Demographics

Business
Context

Housing Context

Topsfield Data



Demographics



Topsfield Demographics

Key Takeaways

Topsfield residential profile has similarities and differences when compared to surrounding communities

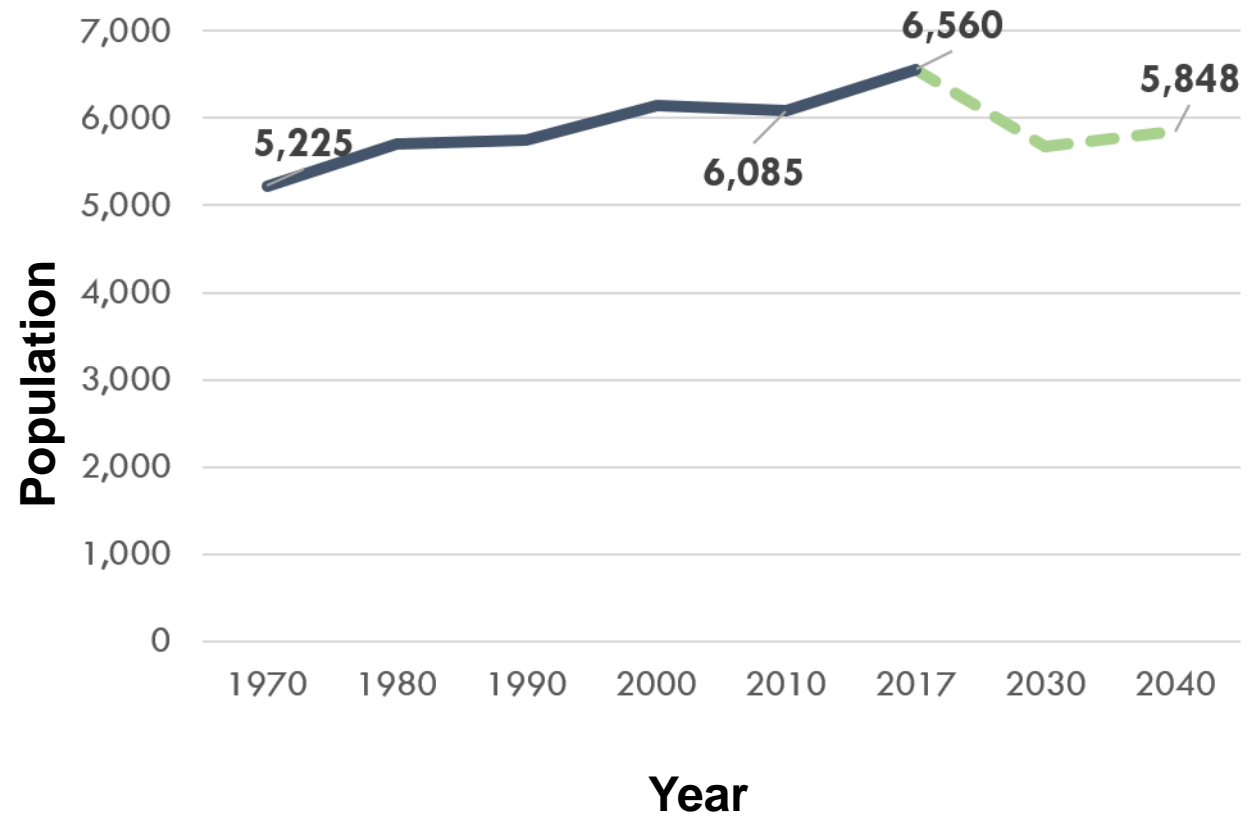
Households are aging

Income differences between

- Family + non-family
- Owner + renter

Population Change + Projections, (1970-2040)

Sources: U.S. Census, American Community Survey (2013-2017), and MAPC Projections

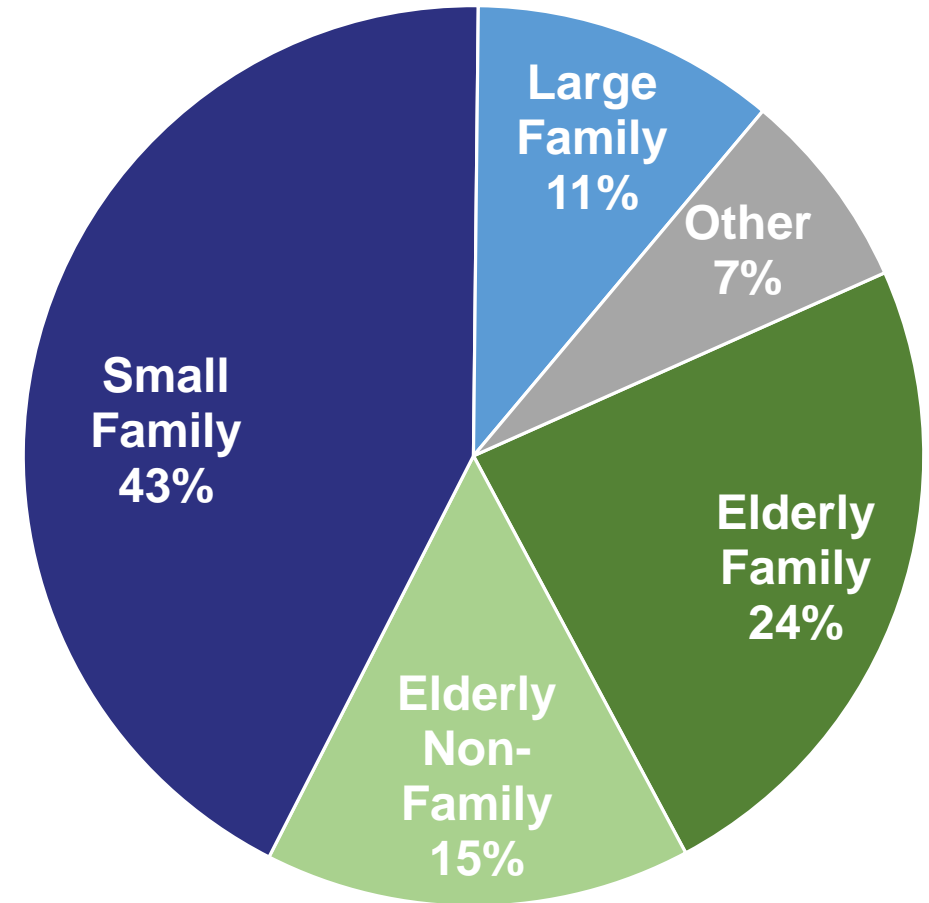




Topsfield Household Composition

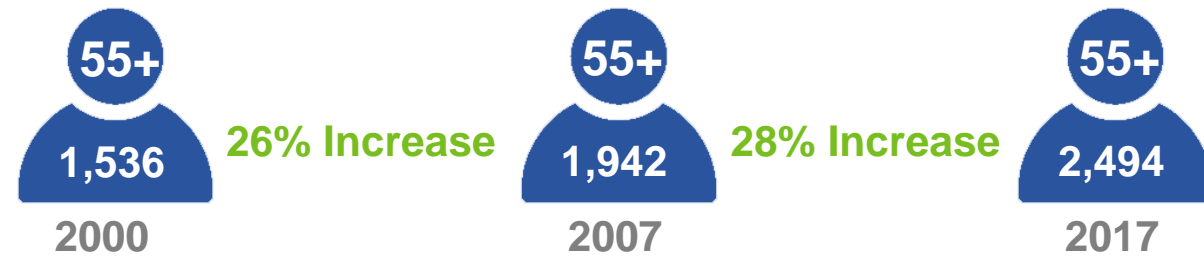
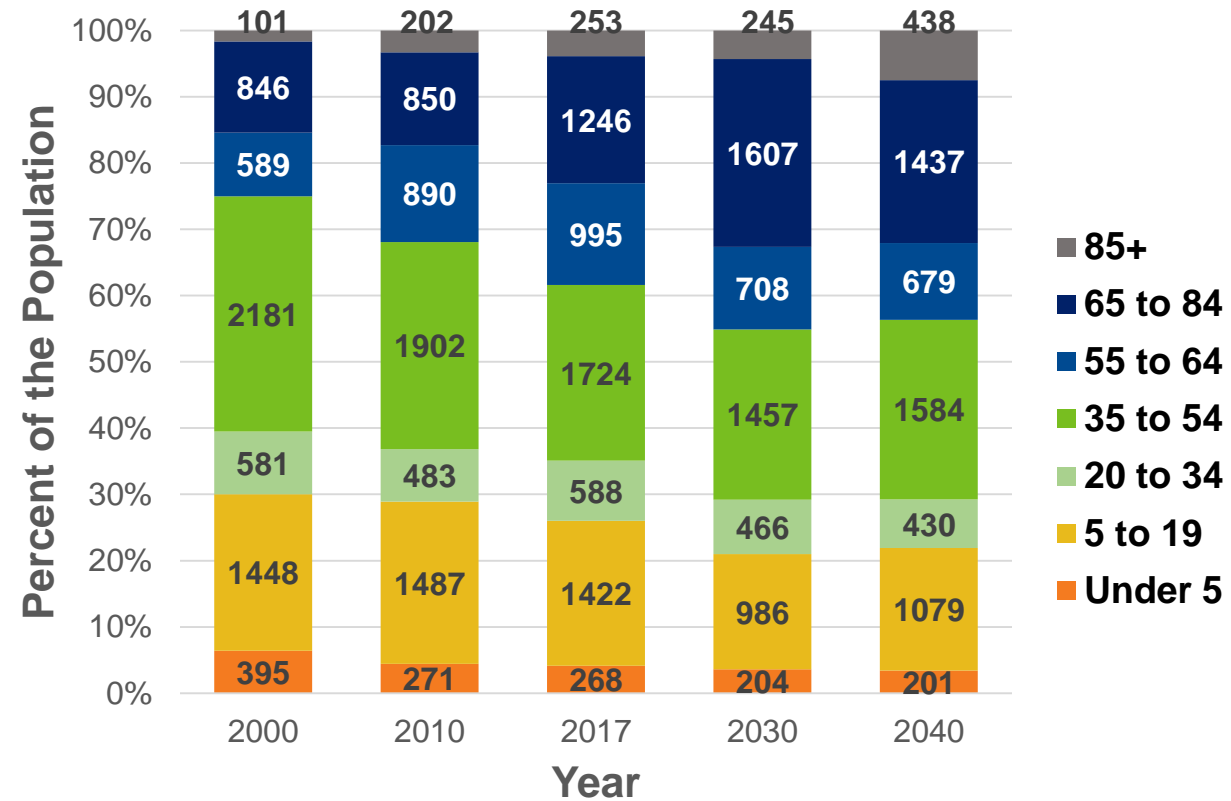
Sources: American Community Survey (2013-2017)

Total Households: 2,280



Population by Age & Projections, (2000-2040)

Sources: U.S. Census, American Community Survey (2013-2017), and MAPC Projections



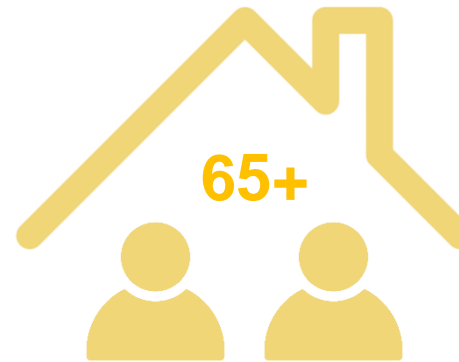


Senior Households Aged 65+

Sources: American Community Survey (2013-2017)

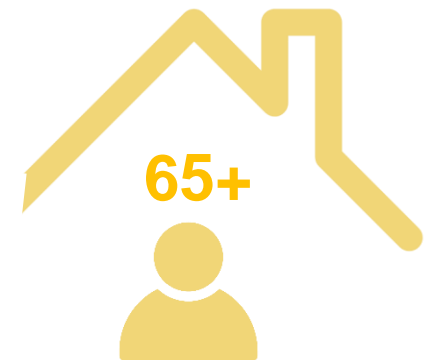
Total Households with Seniors: 945

Households with seniors



42%

Seniors living alone

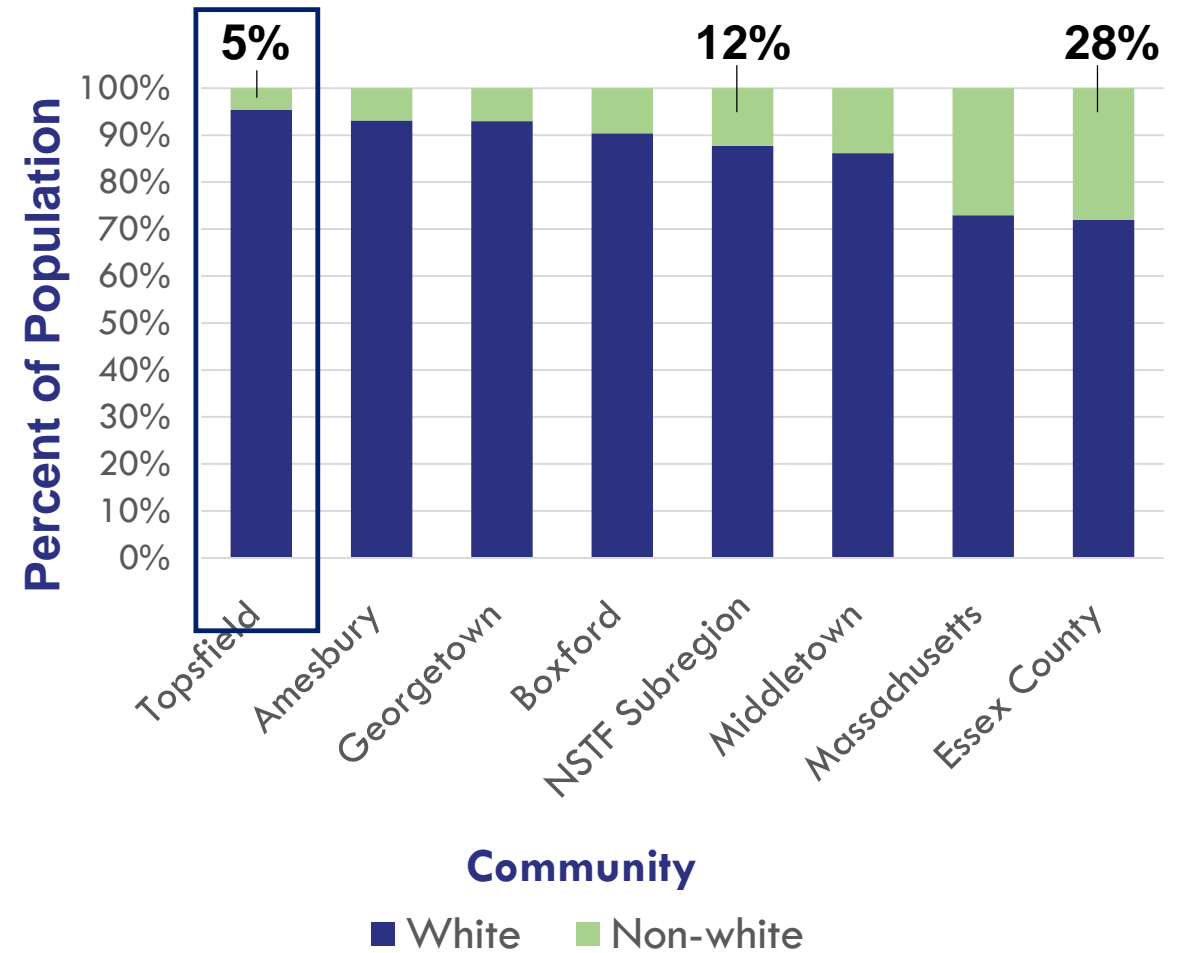


75%



Topsfield Versus Context Communities: White and Non- White Populations

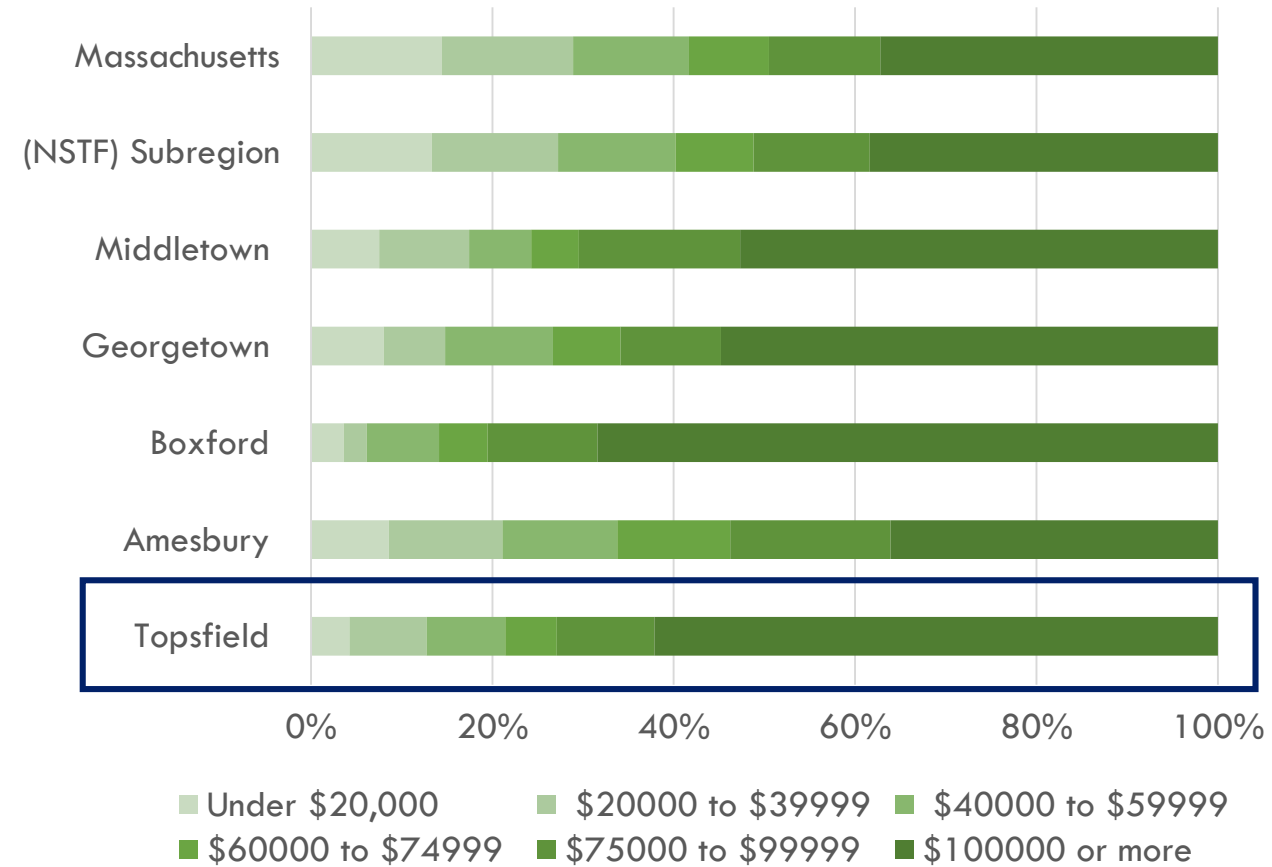
Source: American Community
Survey (2013-2017)





Topsfield Versus Context Communities: Household Income

Source: American Community
Survey (2013-2017)

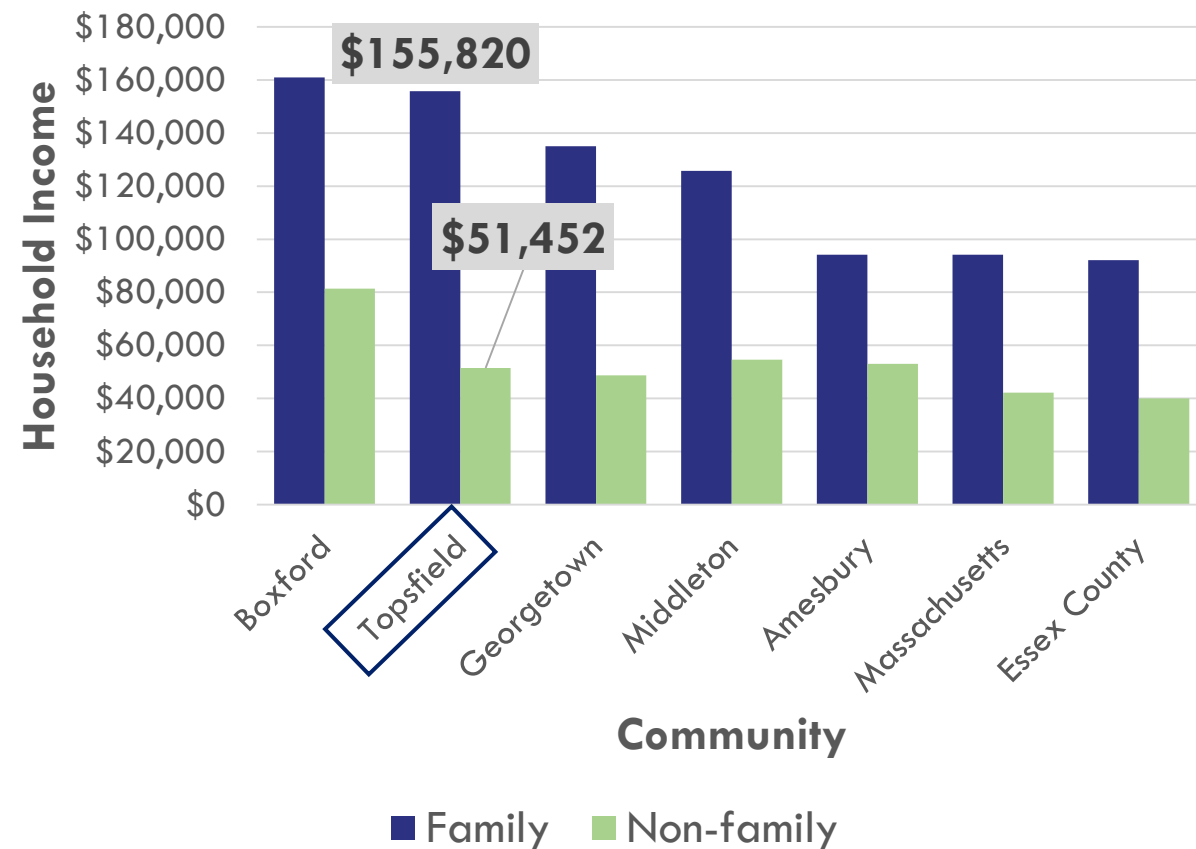


Topsfield overall household median income: **\$131,387**



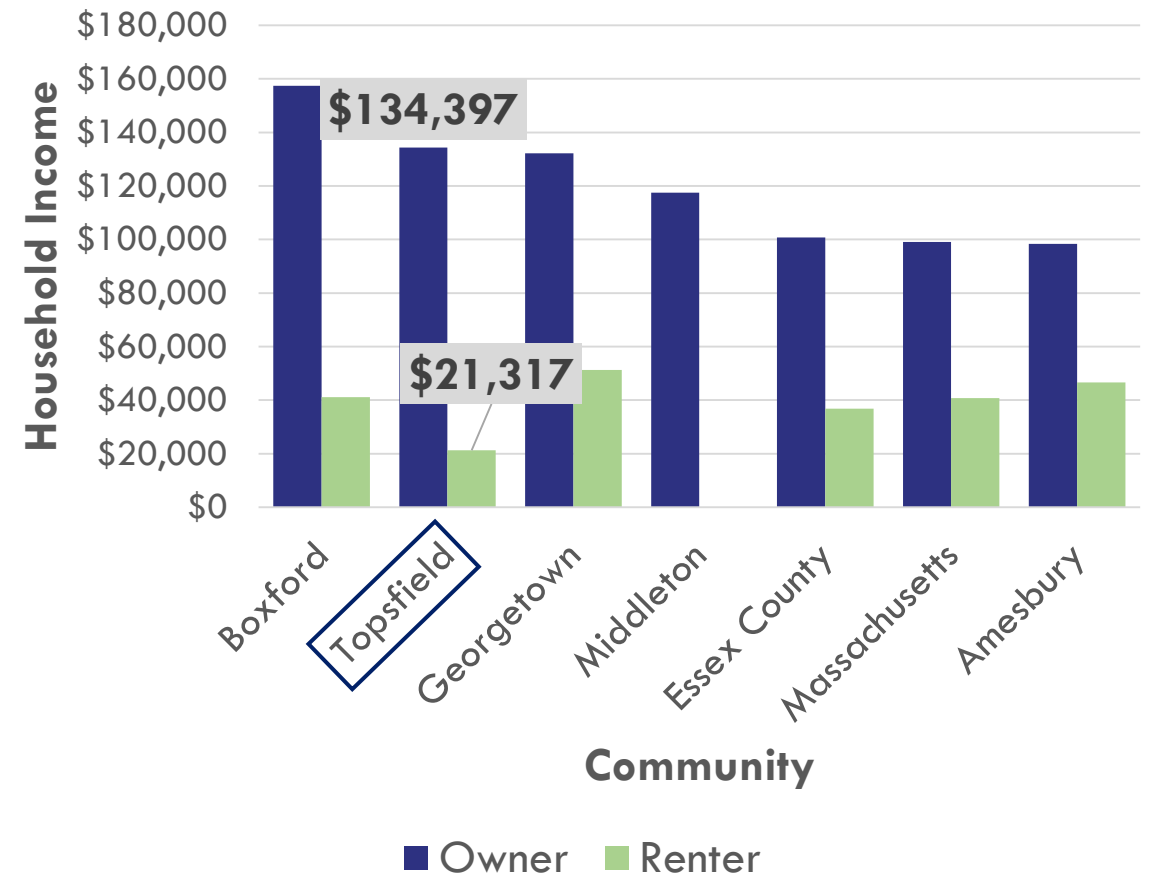
Topsfield Versus Context Communities: Median family and non-family household income

Source: American Community
Survey (2013-2017)



Topsfield Versus Context Communities: Median owner and renter household income

Source: American Community
Survey (2013-2017)



Topsfield Data



Business
Context

Topsfield Zoning

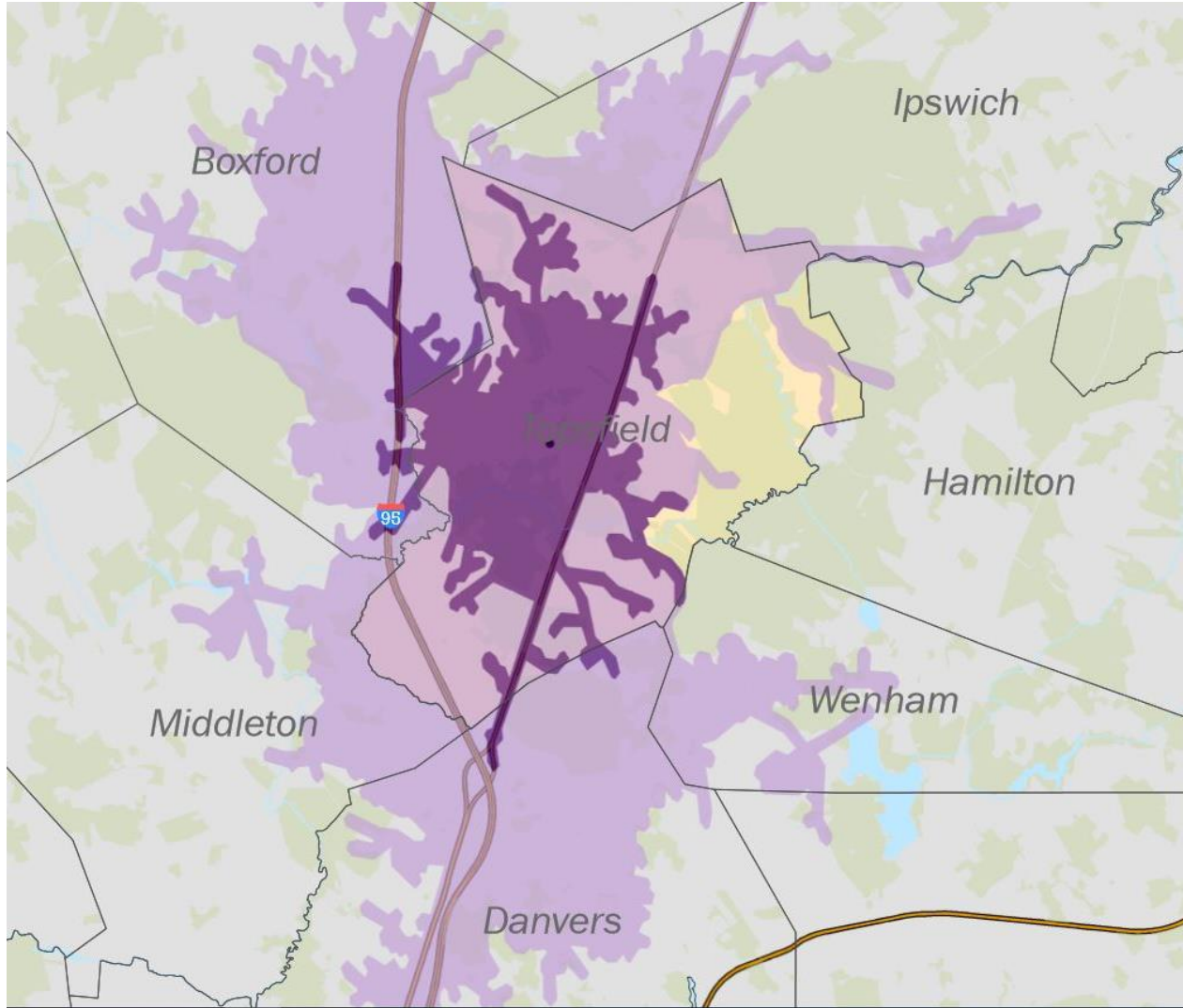


BV: Business Village

CR: Central Residential District

BH: Business District Highway

STUDY AREA: Drive-Times



**5-10-15 Minute
Drive from
Downtown**

**Allows us to
analyze
businesses and
customers
within study
area**



Business Context

Businesses within 5-10-15 minute drive from downtown

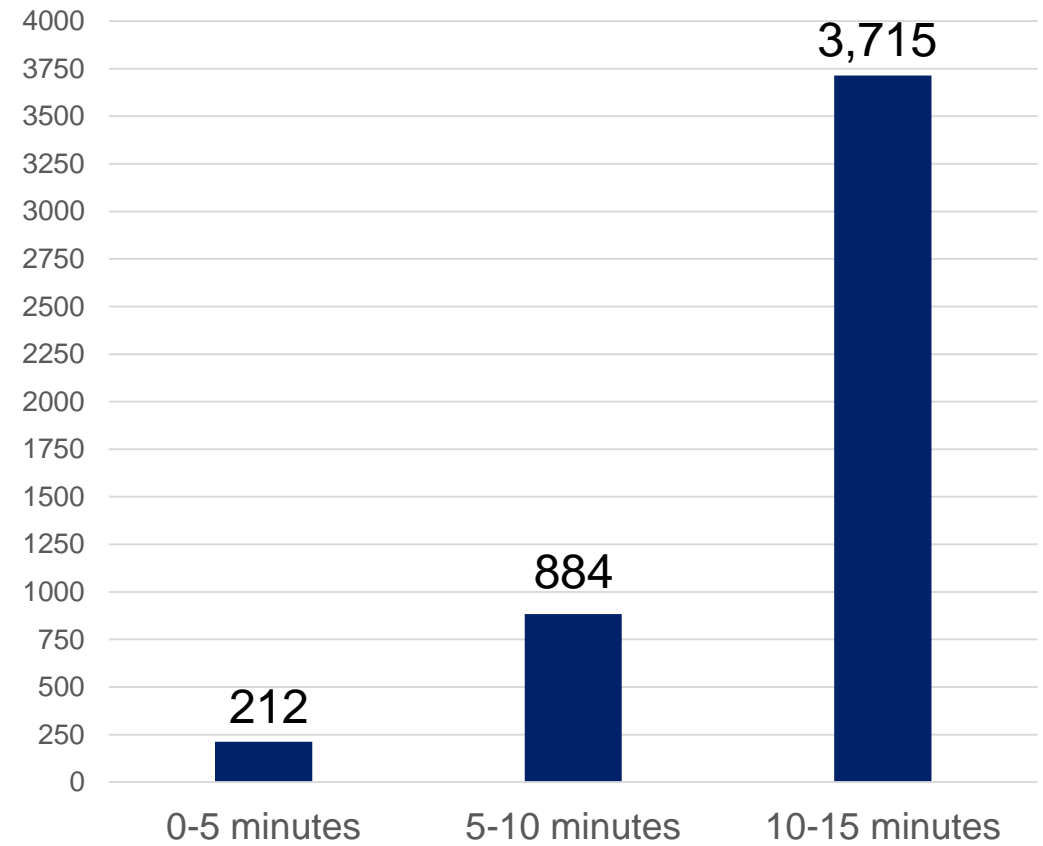




Photo credit: Visiting New England

Business Context

Retail Mix

Data for all businesses in area		0 - 5 minute				5 - 10 minute			
		Businesses		Employees		Businesses		Employees	
by SIC Codes		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Retail Trade Summary		21	9.9%	117	7.0%	130	14.7%	2,333	21.2%
Home Improvement		3	1.4%	33	2.0%	9	1.0%	358	3.3%
General Merchandise Stores		1	0.5%	6	0.4%	6	0.7%	277	2.5%
Food Stores		1	0.5%	2	0.1%	13	1.5%	210	1.9%
Auto Dealers, Gas Stations, Auto Aftermarket		3	1.4%	14	0.8%	23	2.6%	508	4.6%
Apparel & Accessory Stores		1	0.5%	4	0.2%	9	1.0%	84	0.8%
Furniture & Home Furnishings		2	0.9%	12	0.7%	16	1.8%	154	1.4%
Eating & Drinking Places		4	1.9%	20	1.2%	26	2.9%	499	4.5%
Miscellaneous Retail		7	3.3%	27	1.6%	27	3.1%	245	2.2%



Business Context

Office Mix

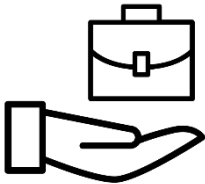
Data for all businesses in area	0 - 5 minute				5 - 10 minute			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Finance, Insurance, Real Estate Summary	34	16.0%	265	15.9%	93	10.5%	824	7.5%
Banks, Savings & Lending Institutions	5	2.4%	41	2.5%	10	1.1%	192	1.7%
Securities Brokers	8	3.8%	25	1.5%	23	2.6%	137	1.2%
Insurance Carriers & Agents	9	4.2%	56	3.4%	16	1.8%	236	2.1%
Real Estate, Holding, Other Investment Offices	11	5.2%	143	8.6%	44	5.0%	260	2.4%

Employer Base

Company Name	Address	# of employees
Weddings At the Topsfield Fair	Boston St	250-499
Masconomet Health Care	High St	100-249
Masconomet Regional Middle	Endicott Rd	100-249
Nuance Communications Inc	Campmeeting Rd	100-249
Seatrade International Co Inc	Boston St	100-249
Fairview Machine Co Inc	Boston St	50-99
Harmony Healthcare Intl	Boston St # 104	50-99
Proctor Elementary School	Main St	50-99
Steward Elementary School	Perkins Row	50-99
American Holdco Inc	Boston St	20-49
Carl Zeiss Meditec	Wenham Rd	20-49
Coldwell Banker	S Main St # 14	20-49
Coldwell Banker Residential	S Main St # 14	20-49
Comtech Pst Hill Engnrg Div	Boston St	20-49
East Coast Metrology LLC	Boston St	20-49
Essex County Co-Op	S Main St	20-49
Evans Industries	Boston St	20-49
Exclusive Homes Group	Main St	20-49
Keller Williams Real Estate	S Main St	20-49
Lawton Welding	Boston St	20-49
Residential Brokerage	S Main St # 14	20-49
Topsfield Fire Dept	High St	20-49
Topsfield Police Dept	Boston St	20-49
Tlireme Manufacturing LLC	Boston St	20-49
Willowdale Estate	Asbury St	20-49



Employee Base



Employees within 5-10-15 minute drive from downtown

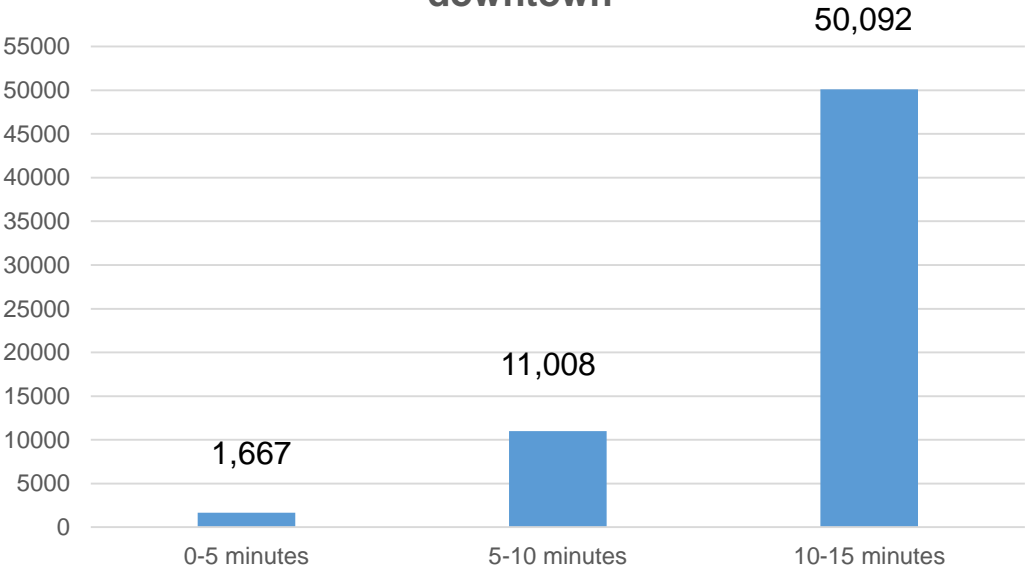
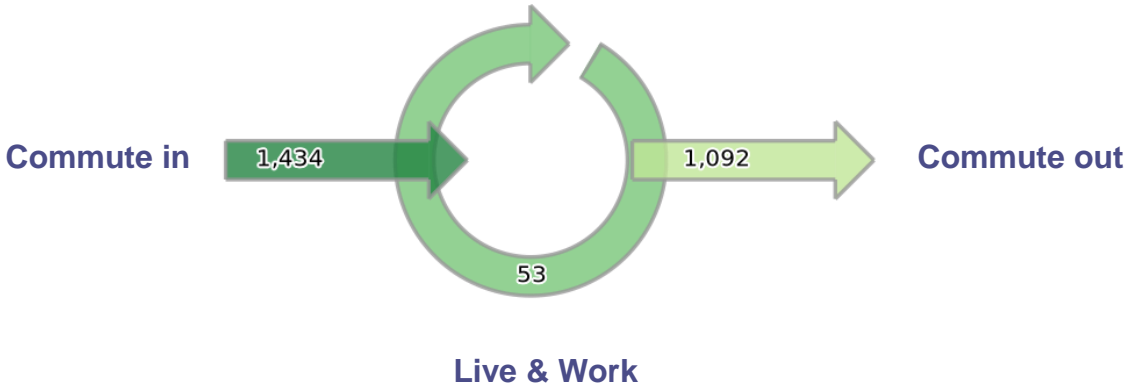




Photo credit: LoopNet

COMMUTING PATTERNS

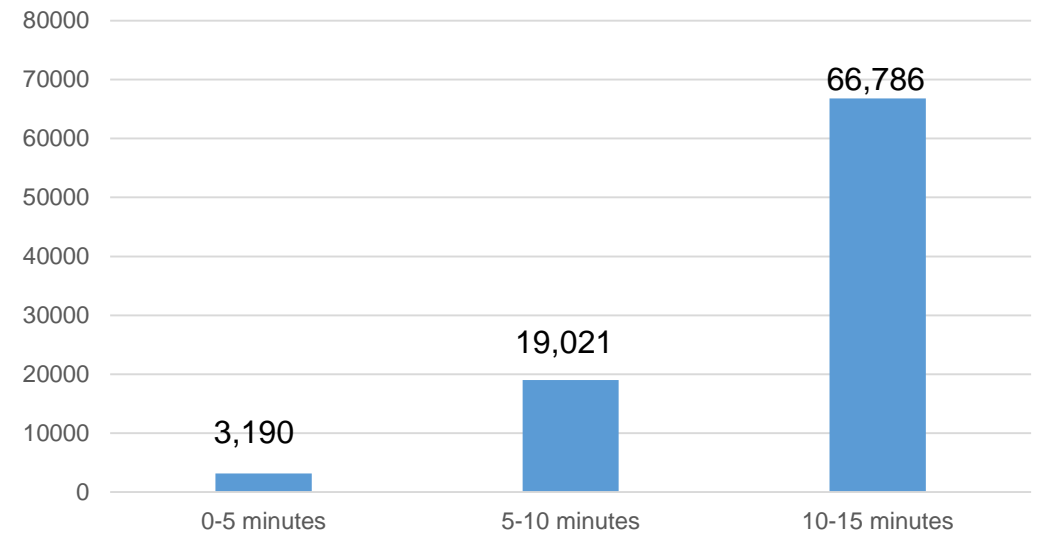




RESIDENTIAL BASE



Residents within 5-10-15 minute
drive from downtown





DISCUSSION



**What other downtowns
compete with Topsfield?**

Why?

Topsfield Data



Housing Context



TOPSFIELD HOUSING CONTEXT

Key Takeaways

- The large majority of housing is single-family
- The cost of for sale housing has reached all time highs
- There are very few rental opportunities



Topsfield housing stock, percent of units by building structure

Source: American Community
Survey (2013-2017)

Total Housing Units: 2,271



91%

Single-family



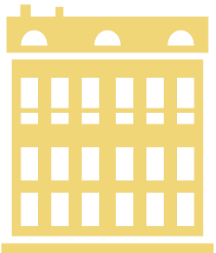
2%

Two-family



6%

3-9 Unit

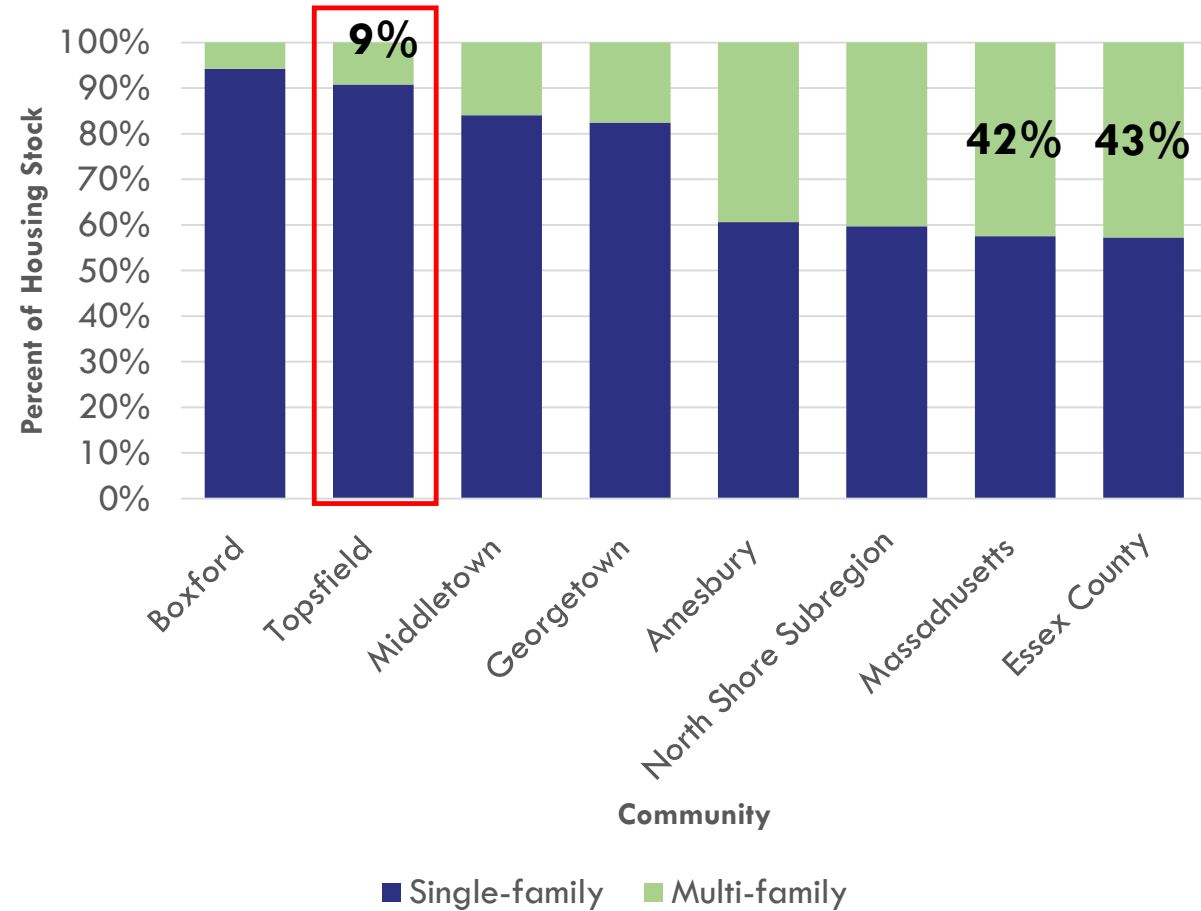


<1%

10+ Unit

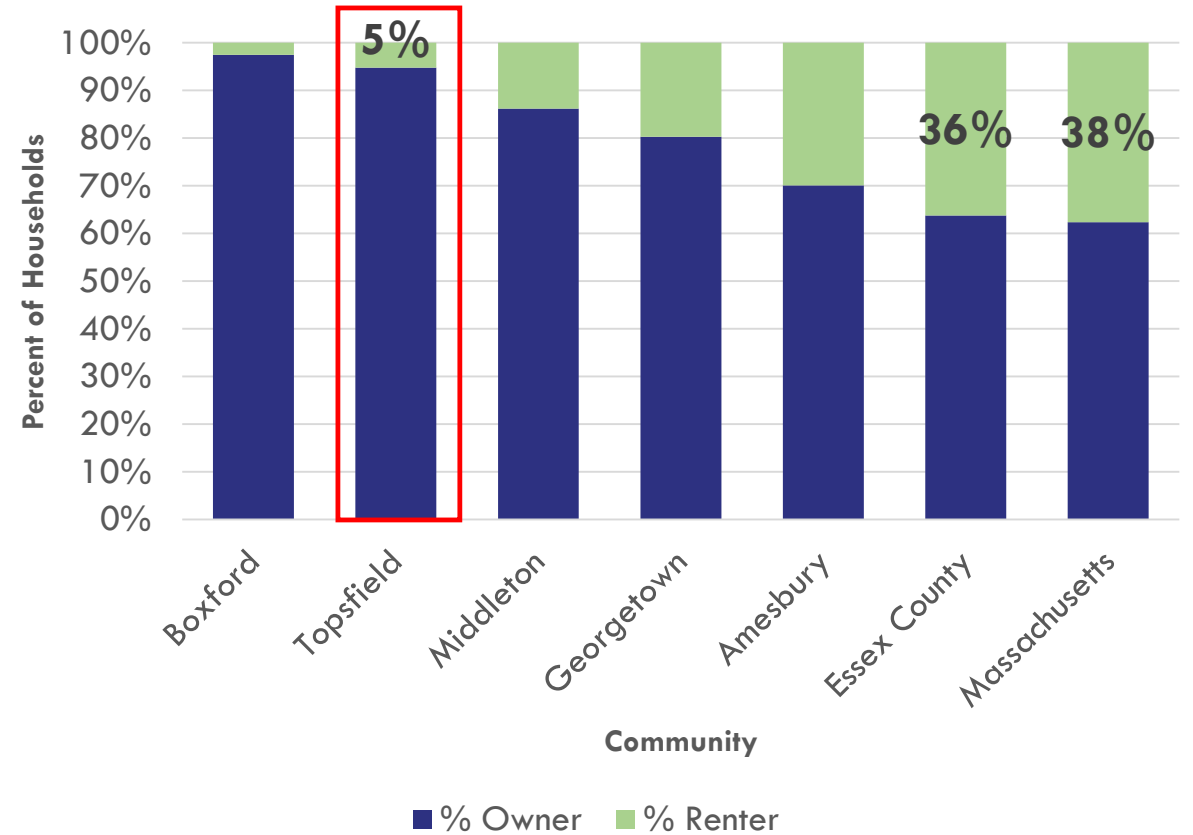
Housing types, Topsfield + context communities

Source: American Community
Survey (2013-2017)



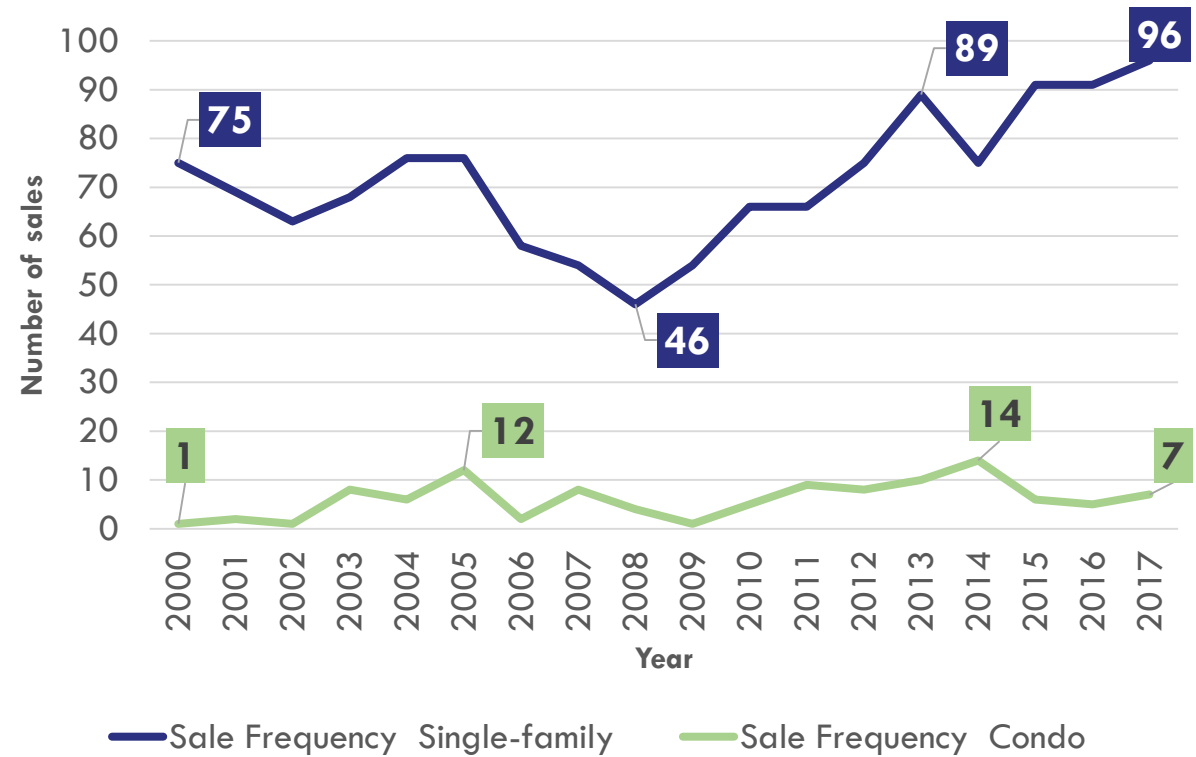
Housing tenure Topsfield + context communities

Source: American Community
Survey (2013-2017)



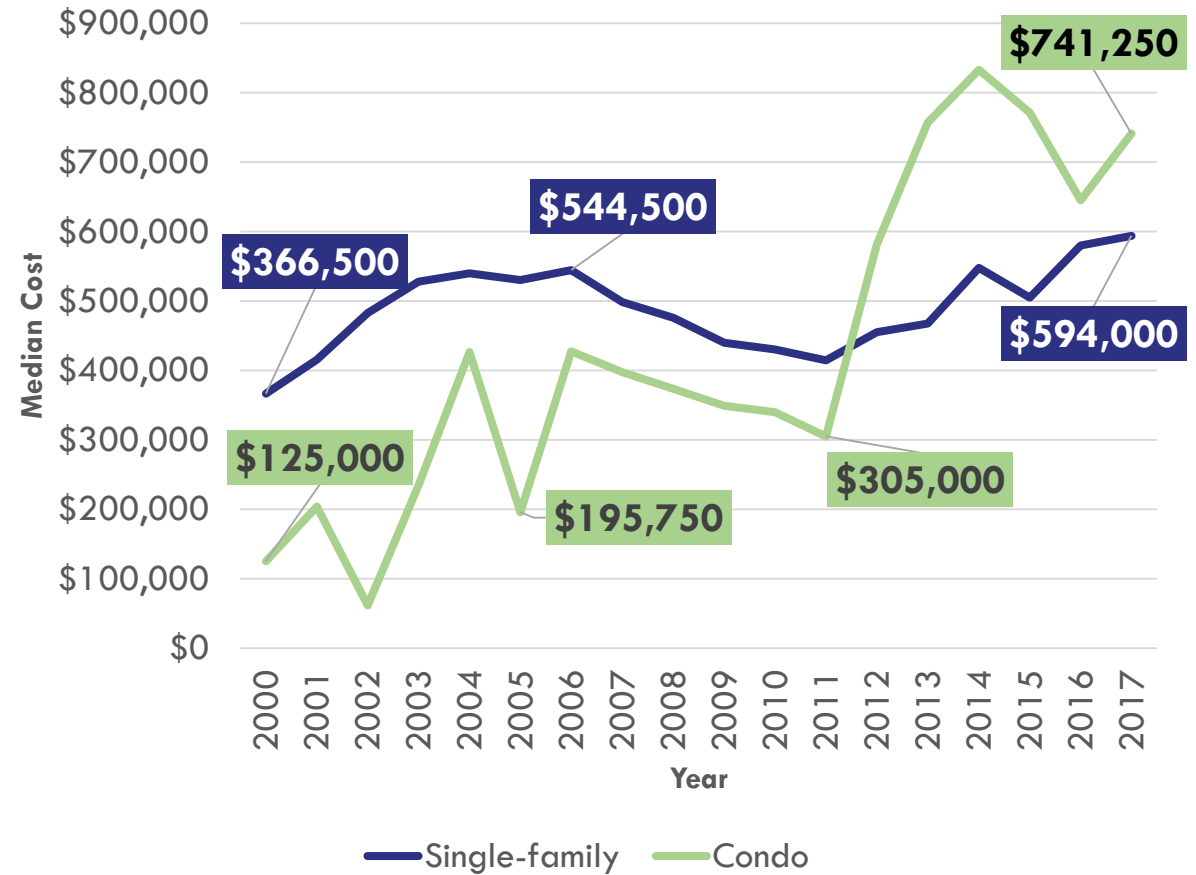
Topsfield housing sale frequency, single-family and condo (2000-2017)

Source: The Warren Group (2000-2017)



Topsfield median for-sale housing price, single-family and condo (2000-2017)

Source: The Warren Group
(2000-2017)





Topsfield rental supply

Source: American Community Survey (2013-2017)

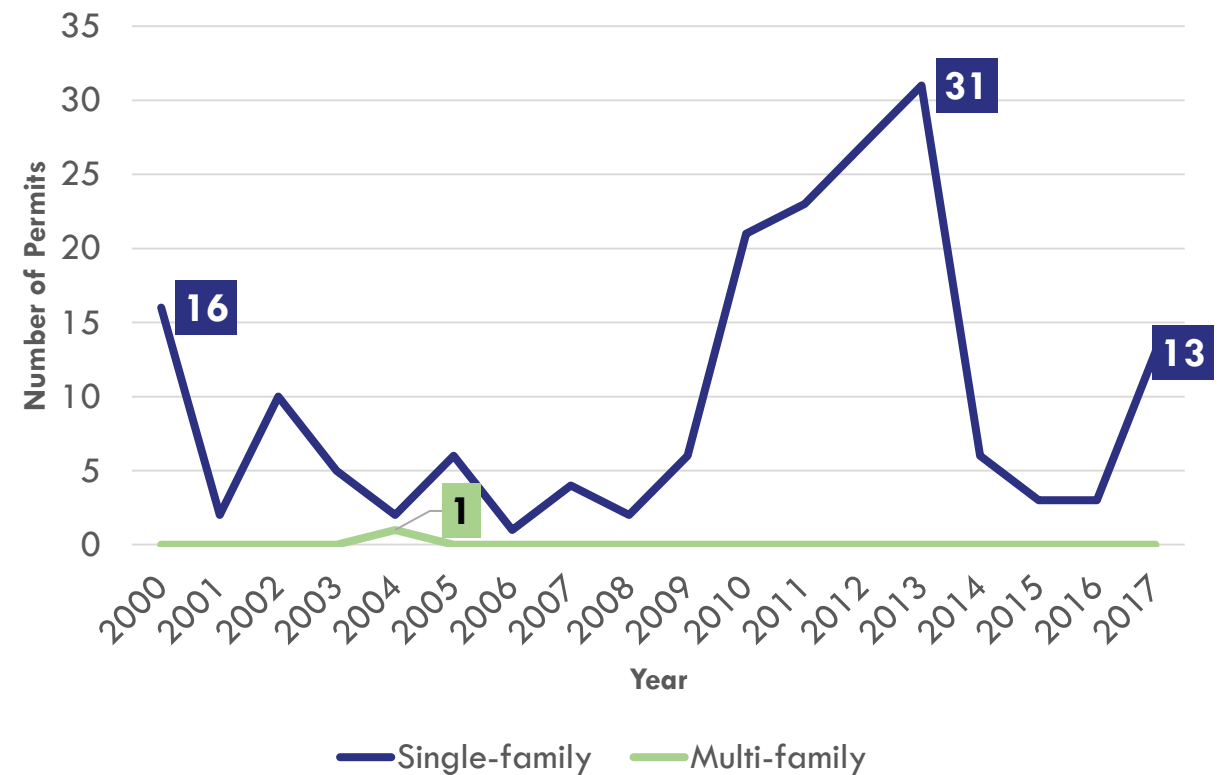
2018 Rental Listings



6 total listings

Topsfield residential permits (2000-2017)

Source: U.S. Census building survey (2000-2017)



QUESTIONS?



OUTREACH DISCUSSION



What are your goals for outreach?

How will we know when we are successful?

What are the best ways to engage different groups in town?



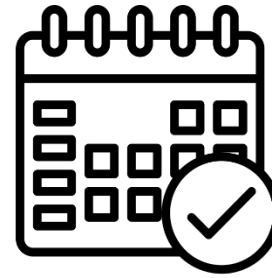
NEXT STEPS



VOLUNTEER OPPORTUNITIES



NEXT STEPS



SCHEDULING

QUESTIONS?