



Topsfield Downtown Revitalization Plan

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

Thursday, July 25, 2019

Outline

01 Plan Recap

02 Downtown
Comparison

03 Photo Exercise

04 Next Steps

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

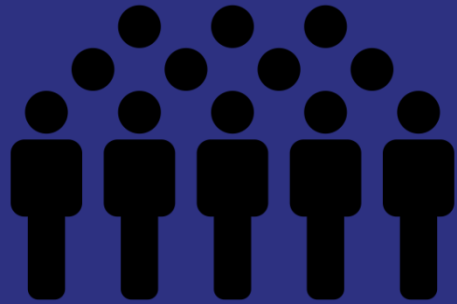
Follow-Up from Previous Meeting



Work Done to Date

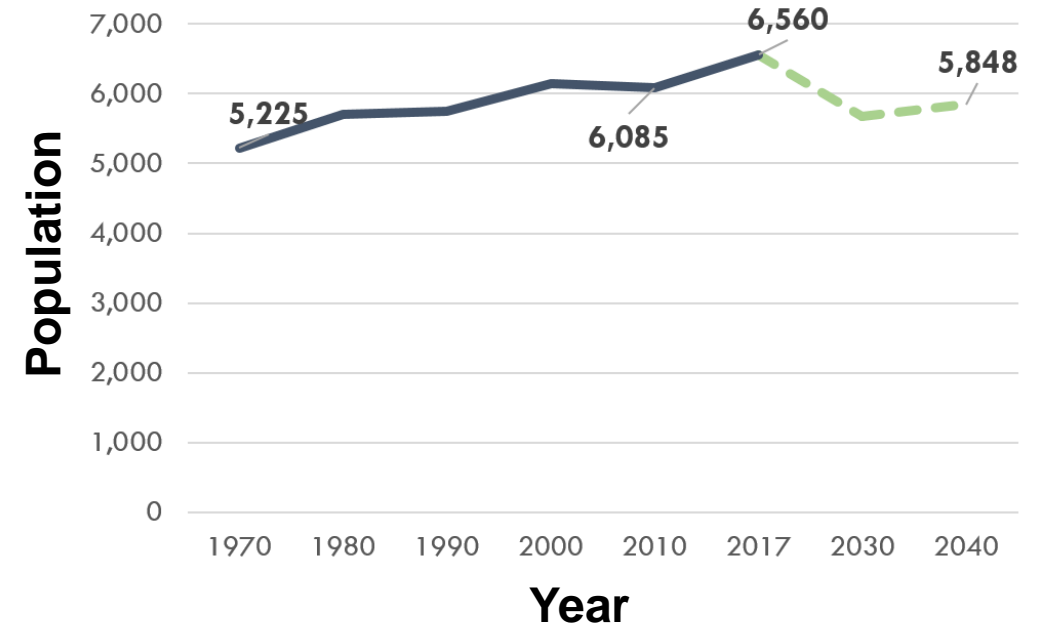
Updates

- Analysis in response to key questions
- Downtown Comparison
- Photo Exercise
- Coordination with Stantec
- Discussion with Working Group members re:
 - Public space/ streetscape improvement options
 - Options for business owner roundtable



Population Projections

Population Projections



- Based on base population, natural change (birth & death rate), regional migration, regional population projections, housing production projections



Telecommuting

Telecommuting in Topsfield

Of the population of workers 16 years and over (3112),
an estimated 7.3% worked at home.

This is a total of 227 people.

Source: ACS 2017



Traffic Counts

Traffic through the Downtown

- The State has done some studies of traffic counts along key state roads but has not collected data on routes through Topsfield's downtown.
- One option for data collection is to work with the Police Department to collect data.
- Key question re: best locations for data capture.



Discussion



**What insights or ideas
have you had when
thinking about
Topsfield's downtown?**

Today's Discussion



What Makes a Vibrant Downtown?



Business Mix

Restaurants & Retail



Customers

Housing & Office Users



Public Space

Flowers, Benches, and Trees
(Photo Exercise)



Civic Spaces

Religious, Community



Public Transit

Pedestrian, Bicycling, Cars,
Public Transit

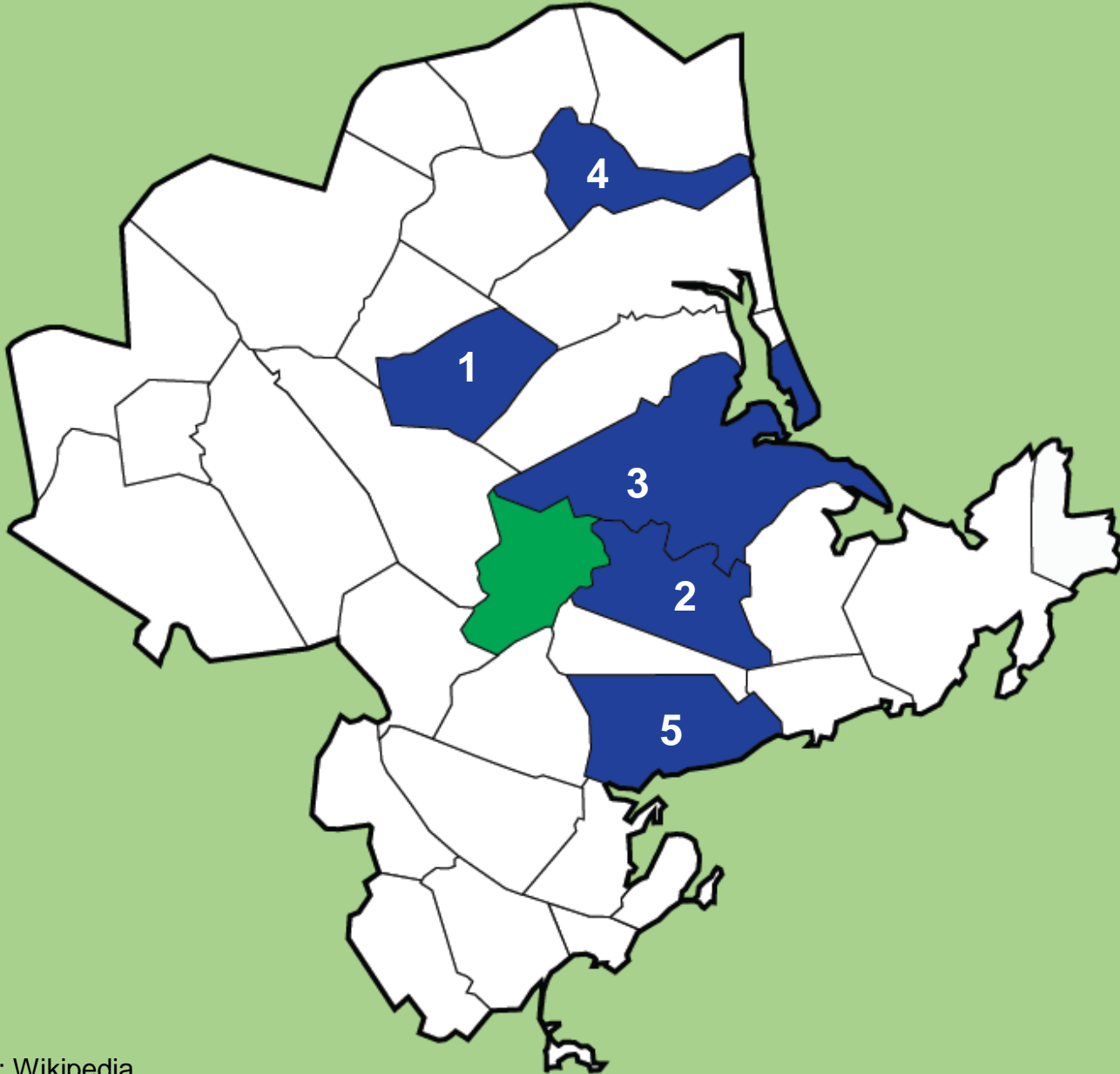
**Today's
Discussion**

**Future
Discussion**

Topsfield Data

Business District Comparison





Topsfield Business District Comparison

1. Georgetown
2. Hamilton
3. Ipswich
4. Newburyport
5. Beverly

Business District Size Comparison

Municipality	Business District Size	Municipality Land Size	Percentage
Topsfield	~.03 sq mi	~11.9 sq mi	.2%
Georgetown	~.04 sq mi	~12.9 sq mi	.3%
Hamilton	~.02 sq mi	~14.2 sq mi	1%
Ipswich	~.10 sq mi	~33 sq mi	3%
Newburyport	~.10 sq mi	~8.4 sq mi	1%
Beverly	~.18 sq mi	~15.4 sq mi	1%
Peabody Rt 1	~.16 sq mi	~16.2 sq mi	1%

Source: ESRI Business Analyst, Google Earth

Total Businesses Comparison

Municipality	Total Businesses	Total Employees
Topsfield	382	3,095
Georgetown	323	2,689
Hamilton	231	1,875
Ipswich	691	6,390
Newburyport	1,324	13,375
Beverly	2,218	26,672

Source: ESRI Business Analyst

Mixed-Use Retail Businesses Comparison

Municipality	Business Total	Percent of Total Businesses
Topsfield	31	8%
Georgetown	50	16%
Hamilton	31	13%
Ipswich	116	17%
Newburyport	218	16%
Beverly	329	15%

Retail Trade includes Home Improvement, General Merchandise Stores, Food Stores, Apparel & Accessory Stores, Furniture & Home Furnishings, Eating & Drinking Places, Miscellaneous Retail

Source: ESRI Business Analyst

Accommodation & Food Services Comparison

Municipality	Business Total	Percent of Total Businesses
Topsfield	0 Accommodations 7 Food Services	2%
Georgetown	3 Accommodations 14 Food Services	5%
Hamilton	2 Accommodations 7 Food Services	4%
Ipswich	3 Accommodations 42 Food Services	7%
Newburyport	6 Accommodations 71 Food Services	6%
Beverly	7 Accommodations 130 Food Services	6%

Accommodation & Food Service Businesses include Accommodation, Food Services & Drinking Places

Source: ESRI Business Analyst

Service Businesses Comparison

Municipality	Business Total	Percent of Total Businesses
Topsfield	141	37%
Georgetown	93	29%
Hamilton	94	41%
Ipswich	202	29%
Newburyport	538	41%
Beverly	952	43%

Service Businesses includes Hotels & Lodging, Motion Pictures & Amusements, Health Services, Legal Services, Education Institutions & Libraries, Other Services

Source: ESRI Business Analyst

Finance & Insurance Comparison

Municipality	Business Total	Percent of Total Businesses
Topsfield	52	14%
Georgetown	18	6%
Hamilton	21	9%
Ipswich	53	8%
Newburyport	124	9%
Beverly	222	10%

Finance and Insurance Businesses include Banks, Savings & Lending Institutions, Securities Brokers, Insurance Carriers & Agents, Real Estate, Holding, Other Investment Offices

Source: ESRI Business Analyst

Business Mix Comparison



Map data: Google, DigitalGlobe

Peabody Rt US-1

Size
~.16 sq mi

~.16 sq mi

Business Mix Examples

Sunoco Gas Station

The Ultimate Woman's Apparel

iLoveKickboxing

Dunkin'

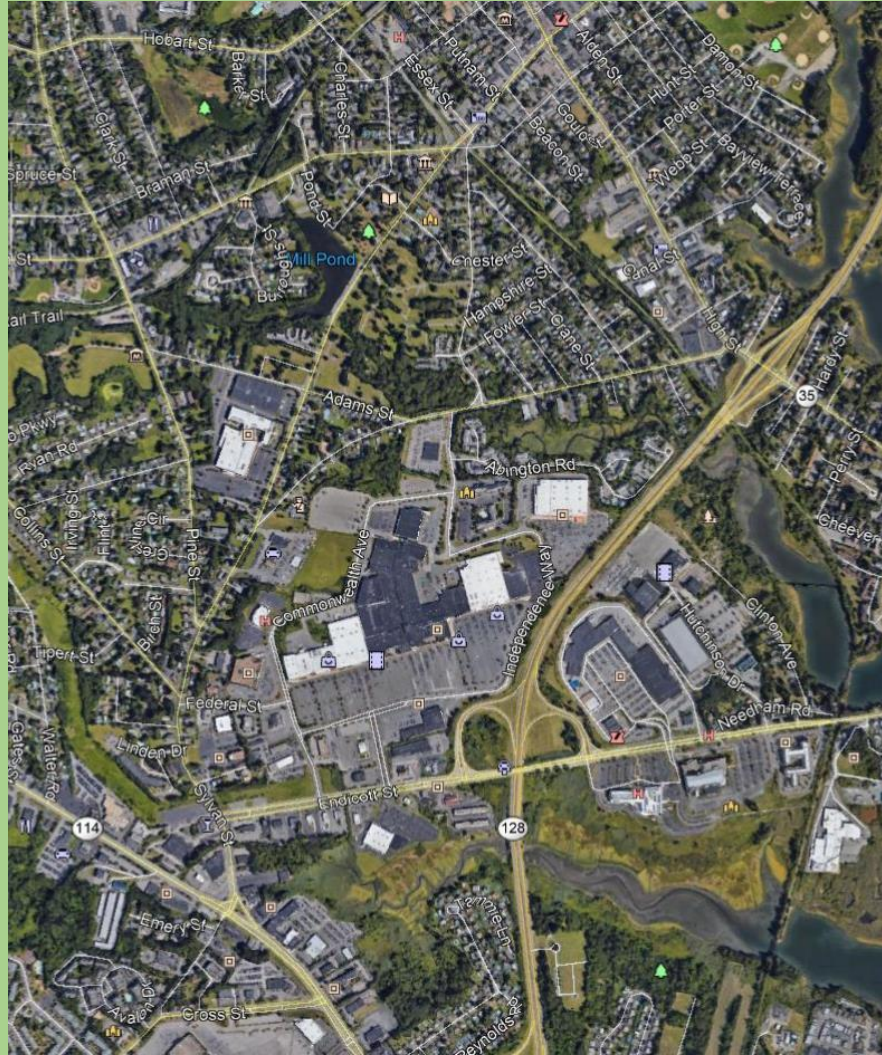
FedEx Ship Center

Red's Kitchen and Tavern

Distance to Major Routes

5 miles to I-95

Business Mix Comparison



Map data: Google, DigitalGlobe

Danvers Liberty Tree Mall

Size

~.26 sq mi

Business Mix

Grocery Stores, Pharmacy, Retail,
Movie Theatre, Hardware,
Restaurants

Distance to Major Routes

1 mile to I-114

3.3 miles to US-1



Topsfield Downtown Comparison

Key Takeaways

Topsfield's business district encompasses a relatively small % of the town's land

Retail, Food & Accommodations in Topsfield represent a smaller % of businesses

Service Businesses represent a higher % of businesses in Topsfield

A photograph of a two-story stone house at dusk. The house is covered in warm white string lights. There are flower boxes under the windows and a garden with pink flowers in the foreground.

Discussion

- 
-  What additional questions do you have?
 -  What does this information tell us?
 -  What do you see as Topsfield's key opportunities?

Topsfield Data

Photo Exercise





Photo Exercise



What themes did you notice?



What areas do you want to highlight?



What areas need to be addressed?



Next Steps

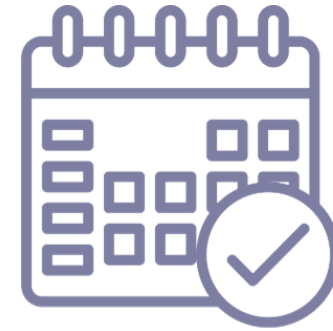
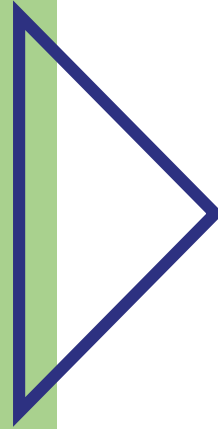


Volunteer Opportunities

1. Plan Business Roundtable
2. Invite Business Owners
3. Plan Community Vision Session



Next Steps



Scheduling

Questions?