



# **Topsfield Downtown Revitalization Plan**

Prepared for the Town of Topsfield  
by the Metropolitan Area Planning Council (MAPC)  
**Monday, August 26, 2019**

# Outline

**01** Plan Update

**02** Downtown  
SWOT

**03** Photo Exercise  
Recap

**04** Upcoming Events

**05** Next Steps

# 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

## Survey Feedback

### What changes would most improve Downtown Topsfield?

Themes	Count
Shopping center	24
New restaurant	21
New business	16
Parking lot	14
New market	10
Additional renovations	7
No more banks	4
More parking	4
Façade improvements	3
Liquor licenses	2
<b>Total</b>	<b>105*</b>

*\*Themes are drawn from 122 answers to survey question. Some answers have been counted more than once if they addressed more than one topic*



# Downtown SWOT Analysis

## Key Takeaways

### Key Takeaways: Business Context and Downtown Comparison

- 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
- Opportunity to add businesses to meet demand/compliment current offerings
- Opportunity to capitalize on employee base
- Disposable income of residential base in Topsfield & Boxford could be captured with improved offerings



## Downtown SWOT

### **Strengths**

What are some strengths?

### **Weaknesses**

What are some weaknesses?

### **Opportunities**

What are some  
opportunities?

### **Threats**

What are some threats?



# Photo Exercise Recap





## Spaces that could benefit from improvements



## Spaces that we want more of



### Some Observations and Interventions

- Underutilized Space ➡ Add plantings and seating to make potential meeting area
- Needs façade improvement ➡ Repaint façade
- Parking needs to be improved ➡ Use results from Parking Study to make changes





## Upcoming Events

### Business Roundtables

- 9/11 8:30 - 10:00 AM
- 9/16 6:30 – 8:00 PM

### *Proposed agenda*

- Introductions (10 min)
- Informal presentation of project (20 min)
- Facilitated discussion (60 min)

### *Goal*

The purpose of the Business Roundtable sessions are to understand and prioritize needs of local businesses within Downtown Topsfield.



## Upcoming Events

### Community Visioning Session

- 9/24 6:30 – 8:30 PM

#### *Proposed agenda*

- Check-in and mingle (30 min)
- Presentation (15 min)
- Move between stations (1 hour 15 min)

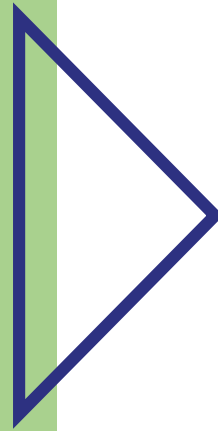
#### *Goal*

The purpose of the Community Visioning Session is to educate the community on the work done thus far for the Topsfield Downtown Revitalization Plan and elicit feedback on proposed areas of improvement.





## Next Steps

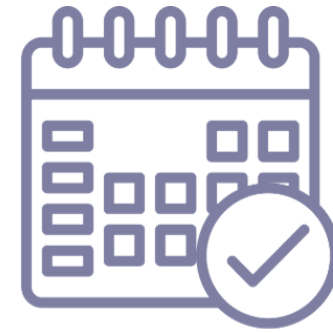
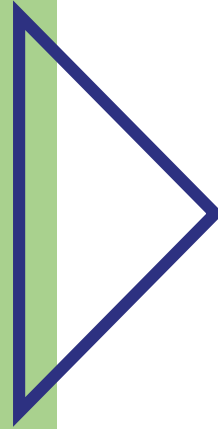


## Volunteer Opportunities





## Next Steps



## Scheduling

# Questions?