

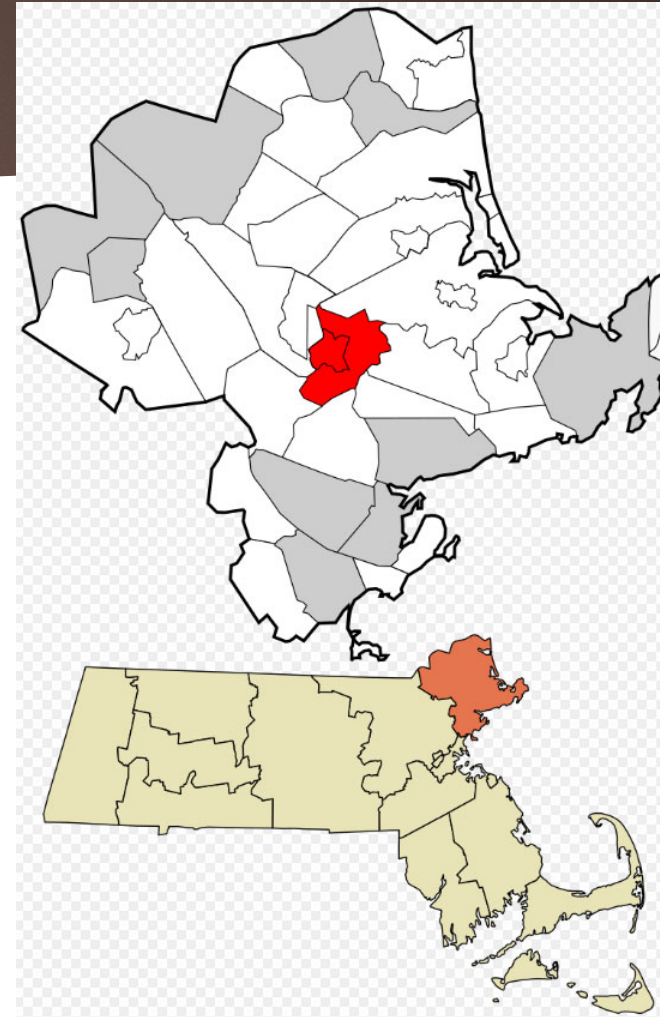
Background on Topsfield

- ▶ Location
- ▶ Population
- ▶ Demographics: Local and Regional
- ▶ Explore Topsfield
- ▶ Housing Information
- ▶ Our Business Community
- ▶ Regulatory and more



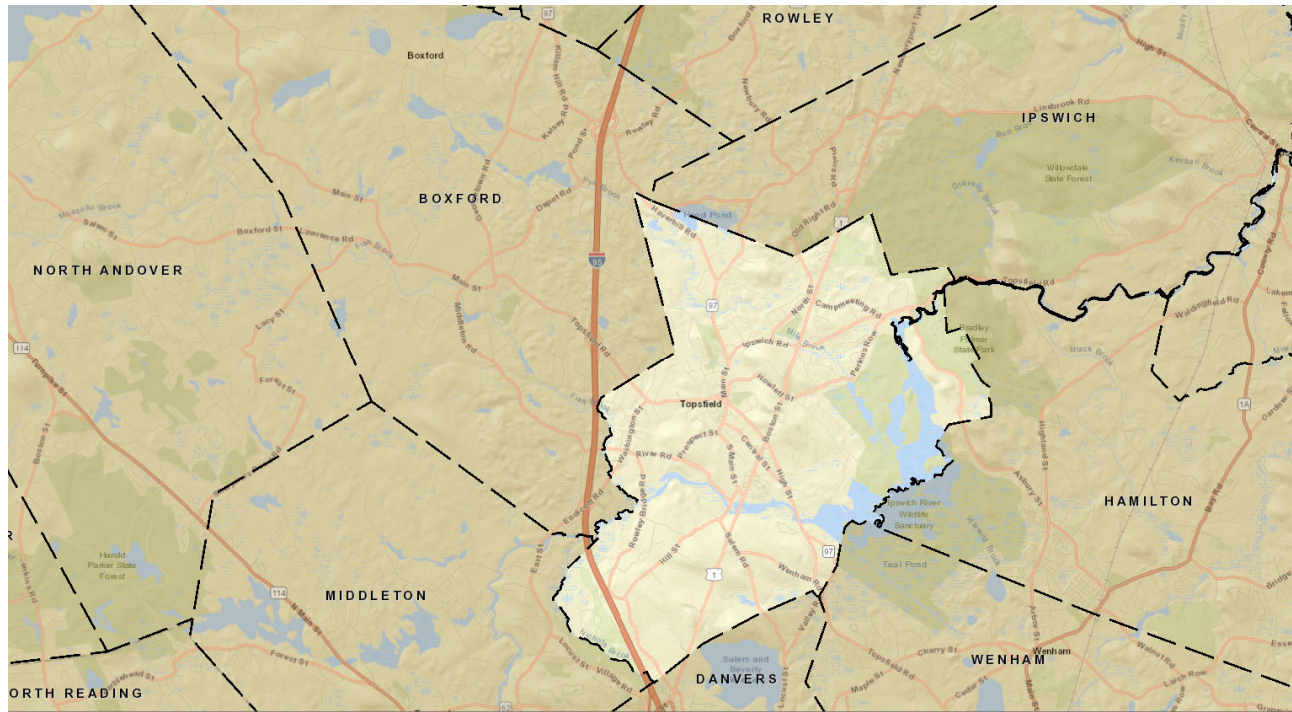
Location

- ▶ Topsfield is the geographical center of Essex County MA
- ▶ Accessibility
 - ▶ Interstate 95
 - ▶ Rt. 1
 - ▶ Rt. 97
- ▶ Easy access to Boston (less than 20 miles driving)
- ▶ Easy access to New Hampshire (less than 20 miles driving to the state boarder)



Populations of Surrounding Communities

- ▶ **6,569** Topsfield residents (as of 2020)
- ▶ Almost **70,000** people live in Topsfield or in an adjacent community:
 - ▶ Danvers, Ipswich, Middleton, Boxford, Hamilton and Wenham
- ▶ Total of **245,000+** people live in communities adjacent to or immediately outside of Topsfield:
 - ▶ Adjacent + Beverly, Peabody, North Andover, North Reading, Georgetown, Rowley, Manchester-By-The-Sea and Essex
- ▶ **798,698** people in Essex County (2020)



Demographics

- ▶ Average age is 43.2 years old
- ▶ Highly Educated
 - ▶ 98% residents with High School Diplomas
 - ▶ 66% residents with a Bachelor's Degree or higher
- ▶ Average Median Income (2020)
 - ▶ Essex County Household: \$82,225
 - ▶ Average Adjacent Communities Household: \$129,421
 - ▶ Topsfield Household: \$144,258
- ▶ High Level of Discretionary Income in Topsfield and surrounding communities

Explore Topsfield

Historic
Open Space and
Recreation
Outstanding Schools
Town Events....

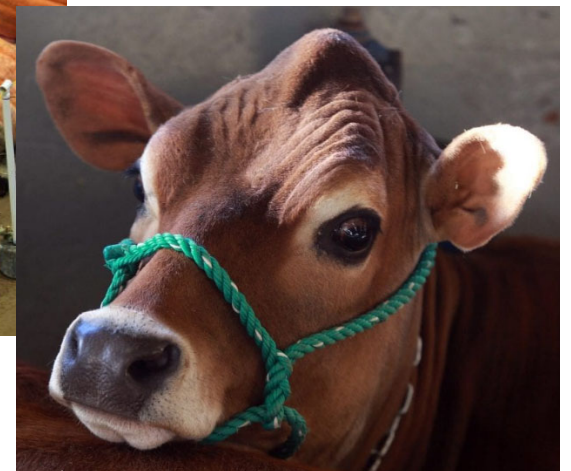


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Annual Town Events

- ▶ Flower Expo
 - ▶ Memorial Day Parade
 - ▶ Strawberry Festival – this Saturday
 - ▶ **NEW** Summer Farmers/Artisan Markets
 - ▶ Tomato Festival
 - ▶ Holiday on the Green
 - ▶ Ice Rink on the Common
-
- ▶ Focused on placemaking and activating our spaces!!!





Founded in 1818
Known as America's oldest
country fair
500,000+ visitors during 11
days in October each year
Strong partnership between
the Town and the Fair

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Housing

- ▶ 2,159 Housing Units (2020)
- ▶ Predominantly Single Family Units
- ▶ Average Home Sale Price is \$720k
- ▶ Lack of inventory to meet the demand
- ▶ Currently two 40B projects in processes
 - ▶ Topsfield will have greater than 10% of its units considered affordable
- ▶ 2021 named one of North Shore Magazine's "8 Top Neighborhoods to live north of Boston"



Business Community

- ▶ 4,811 Businesses within 15 minute drive of downtown Topsfield (as of 2018)
- ▶ Existing Business Downtown and Route 1
- ▶ Businesses that have recently opened Downtown
 - ▶ Perfectly Imperfect Gift Shoppe
 - ▶ Zumi's Espresso
 - ▶ *COMING SOON*: A new Art Studio with classes
- ▶ Needs: Restaurants, Health and Personal Care and Food Market (2019 Downtown Revitalization Study)

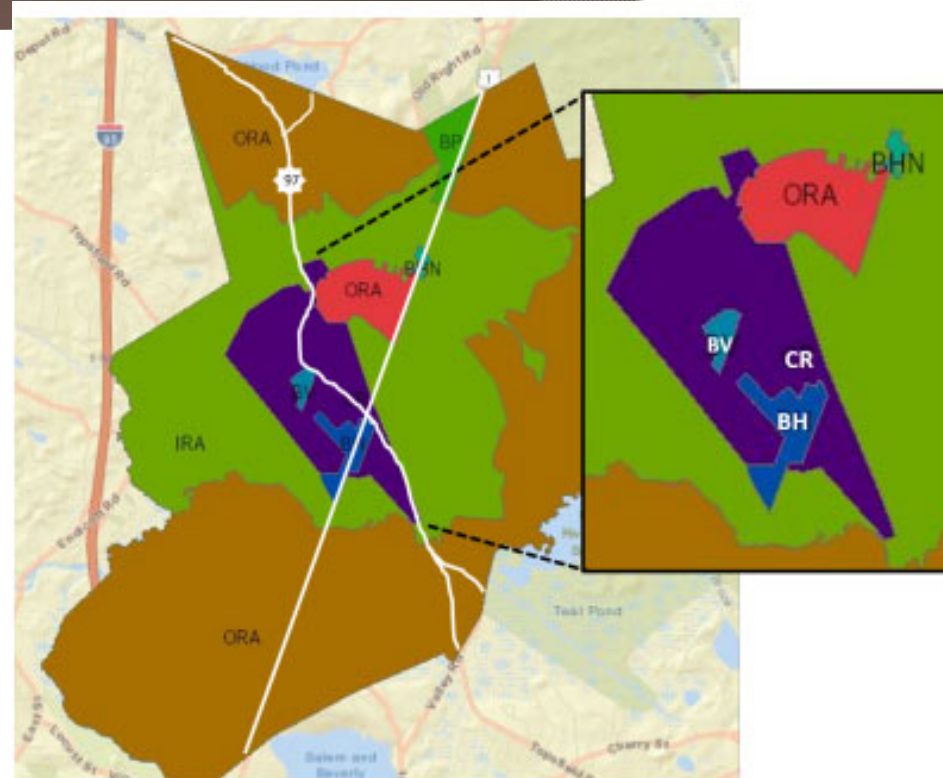
Regulatory and More

- ▶ Zoning
- ▶ Traffic Counts
- ▶ Liquor Licenses
- ▶ 2019 Downtown Revitalization Strategic Plan
- ▶ Support by the Town
- ▶ Community Survey

Zoning

- ▶ Existing Zoning
 - ▶ **Business Highway District (BH)**
 - ▶ **Business Village District (BV)**
 - ▶ Central Residential (CRA)
 - ▶ Inner Residential and Agriculture District (IRA)
 - ▶ Outlying Residential and Agricultural District (ORA)
 - ▶ **Business Park District (BP)**
 - ▶ Elderly Housing District (EHD)
 - ▶ **Business Highway District North (BHN)**

- ▶ Comprehensive Master Plan coming 2022!



Topsfield Zoning Map: Business Village (BV) in inset

Traffic Counts

- ▶ Route 1 (at the Fairgrounds)
 - ▶ 104,354 total vehicle trips (Sept. 1, 2020 through Sept. 18 2020)
 - ▶ 115,331 total vehicle trips (May 21, 2022 through May 29, 2022)
- ▶ Route 97/Main Street (near the Topsfield Common)
 - ▶ 47,470 total vehicle trips (May 31, 2021 through June 7, 2021)
 - ▶ 88,890 total vehicle trips (May 21, 2022 through May 31, 2022)

Liquor Licenses

- ▶ Currently Taken
 - ▶ Three (3) All Alcohol
 - ▶ One (1) Beer and Wine
 - ▶ Two (2) Retail
 - ▶ One (1) Winery
- ▶ **Currently Available**
 - ▶ **Five (5) All Alcohol**
 - ▶ **Two (2) Retail**
- ▶ Competitive Annual Cost
 - ▶ \$1,200/annual for All Alcohol, Retail or Beer and Wine

2019 MAPC Study - Downtown Revitalization Strategic Plan

- ▶ **Vision:** A welcoming downtown village where Topsfield residents and visitors of all ages can live, work, gather and shop.

- ▶ **Goals:**
 - ▶ 1. Attract new businesses to the district
 - ▶ 2. Increase the customer base to support downtown businesses
 - ▶ 3. Enhance the look, feel and safety of the district
 - ▶ 4. Increase community-building events
 - ▶ 5. Expand town capabilities and resources to achieve goals

Support by the Town

- ▶ New Water Treatment Facility
- ▶ 2019 Downtown Parking Study
 - ▶ Typical 40% - 50% utilization rate downtown
- ▶ Project Review Team
- ▶ Creation of the ECDC and TCP
- ▶ Flower Planters, Parklet and General Beautification
- ▶ Downtown Streetscape Design and Standardization
- ▶ Branding
- ▶ New Website
- ▶ New Social Media Platforms
- ▶ Innovative/Smart City Approach:
 - ▶ Solar Lights
 - ▶ Solar Bench
 - ▶ EV Charging Stations
 - ▶ Electrification of Town Vehicle Fleet
- ▶ Grants
- ▶ More

Competitive Grants Received 2019 -2021

Downtown Revitalization Strategic Plan/Parking Study	\$ 45,000
Design/Purchase of 20 Solar Lights	\$146,000
Purchase of Spring Flowers for Solar Lights	\$ 5,000
Solar Bench	\$ 5,000
Purchase of 21 planters for Main St.	\$ 15,000
Sidewalk Repairs/Extensions – Grove St. and Washington St.	\$ 384,000
Bump outs and Main Street Fall Decorations	\$ 2,000
Outdoor Eating Parklet	\$ 3,000
Installation of EV Charging Stations	\$ 45,000
Wayfinding Signs	\$ 100,000
Master Plan	\$ 100,000
Washington street Improvements	\$400,000
Main Street Holiday Trees	<u>\$ 3,000</u>
	\$1,250,000

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What's to Come?

- ▶ Wayfinding Signs Installation
- ▶ Master Plan Implementation
- ▶ Infrastructure Improvements on Washington Street
- ▶ Music and Up-lighting Downtown
- ▶ Additional Place Making
 - ▶ Expand Outdoor Dining
 - ▶ Create a Pocket Park Downtown
 - ▶ Regular Farmers/Artisan Markets

