

Topsfield Downtown Revitalization Plan

December 2019



Prepared for:
Town of Topsfield
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Topsfield, MA 01983

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District Local Technical
Assistance Program (DLTA)

Acknowledgments

The Topsfield Downtown Revitalization Plan reflects the completion of work to identify opportunities to build the downtown through attracting new businesses and customers using a variety of strategies presented in this document.

Thank you to all who participated throughout the process.

This project was undertaken with funds from the District Local Technical Assistance program. The Metropolitan Area Planning Council wishes to express our thanks to the Governor and the members of the Legislature for their continued support and funding of this program.

MAPC staff provided professional planning and technical assistance and worked with the Town of Topsfield Board of Selectmen members and staff from the Town of Topsfield throughout the project

The MAPC project manager was Betsy Cowan, Chief of Economic Development, with assistance from Jennifer Kaplan, Economic Development Planner, Alex Koppelman, Housing Planner, Lily Perkins-High, Analytical Services Manager, Alyssa Kogan, Regional Planning Data Analyst, Kit Un, Visual Designer, and Elise Harmon, Digital Communications Specialist.

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Thank you for the assistance and leadership of the following individuals:

Town of Topsfield

Lynne Bermudez, Select Board Vice-Chair and Clerk

John Spencer, Select Board Chair

Kevin Harutunian, Town Administrator

A full list of the Working Group volunteers can be found in the document.



Topsfield Downtown Revitalization Plan 2020



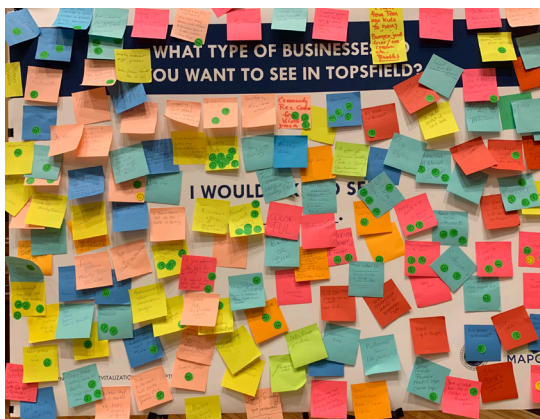
This plan was created by a volunteer Working Group with the support of the Metropolitan Area Planning Council. The plan will be implemented over the next 3-5 years using resources from the Town, state, private donations and volunteers. A detailed version of the plan is available on the Town of Topsfield website.

Vision

A welcoming downtown village where Topsfield residents and visitors of all ages can live, work, gather, and shop.

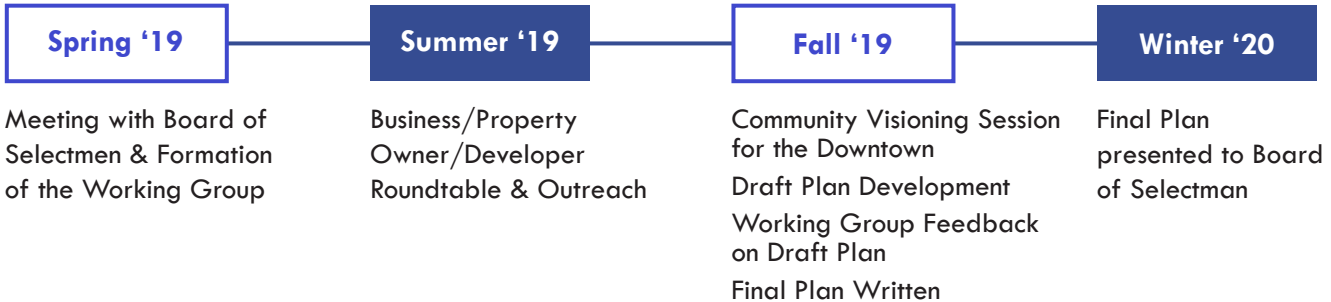
Goals

- 1 Attract new businesses to the district to respond to the needs of Topsfield residents.
- 2 Increase the customer base in the district to support downtown businesses by adding housing and marketing the village to residents and visitors.
- 3 Enhance the look, feel, and safety of the district to maintain a vibrant and walkable downtown and create a sense of place where all can gather.
- 4 Increase community-building events in the district to create an energetic downtown with a strong sense of community.
- 5 Expand Town capabilities and resources to achieve these goals.



EXECUTIVE SUMMARY

Timeline



Strategies

Attract new businesses to the district to respond to the needs of residents, residents from surrounding communities, and visitors to the area.

- Review current zoning, licensing and permitting processes and explore updates.
- Improve district infrastructure
- Connect property owners with prospective business owners
- Evaluate financing incentives

Increase the customer base in the district to support downtown businesses by adding housing and marketing the village to residents and visitors.

- Add housing in the Business Village District
- Expand marketing
- Improve parking and traffic management
- Enhance the look, feel, and safety of the district to maintain a vibrant and walkable downtown and create a sense of place where all can gather.

Develop and implement a public space improvement plan with design guidelines and establish key locations for improvements such as:

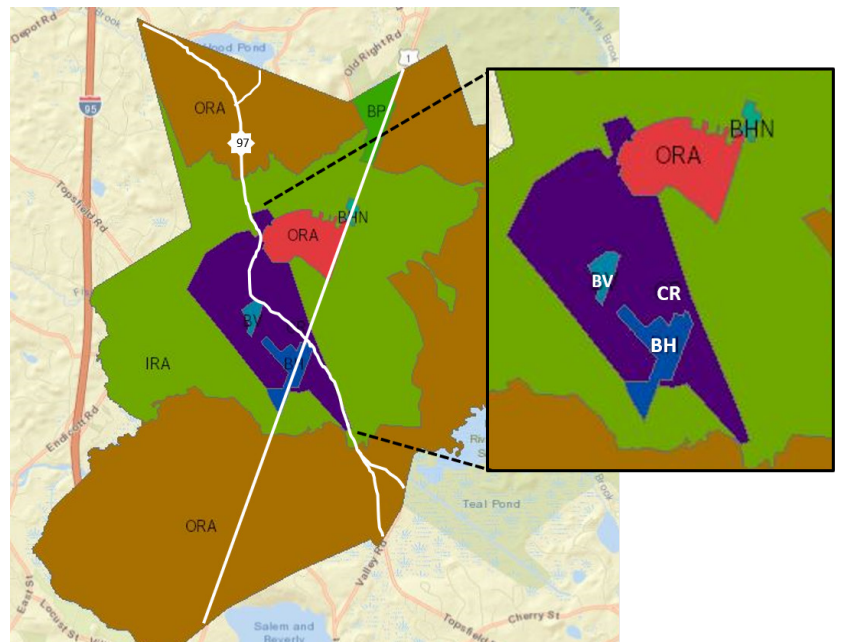
1. Streetscape improvements
2. Façade and signage improvements
3. Lighting, landscaping, district decorations, and other improvements

Increase community-building events in the district to create an energetic downtown with a strong sense of community.

- Host community events for residents and visitors.

Expand Town capabilities and resources to achieve these goals.

- Hire a part-time Town Planner
- Establish a Downtown Revitalization oversight group made up of Topsfield residents, business owners, and Town officials to ensure momentum continues.
- Work with the Topsfield Community Partnership to help support funding for projects in the downtown.
- Facilitate the creation of a Topsfield business group to assist with joint promotion and downtown revitalization efforts.



Topsfield Zoning Map: Business Village (BV) in inset

Contents

Executive Summary	i		
Introduction	1	Vision	20
Introduction and Executive Summary	1	Goals	21
Community Context and Existing Conditions	2	Strategies	22
Historical Context	2	Implementation	27
Previous Planning Efforts	2	Implementation Committee	27
Planning Process	2	Resources for Implementation	27
Current Conditions	5	Appendices	28
Zoning	5		
Business Mix	6		
Customer Mix	9		
Housing	12		
Public Space	13		
Civic Spaces	13		
Transportation	13		
Comparison to other Downtowns	15		
SWOT Analysis	16		
Community Engagement	17		
Business Roundtables	17		
Open House	18		

Executive Summary

This plan was created by a volunteer Working Group with the support of the Metropolitan Area Planning Council. The plan will be implemented over the next 3-5 years using resources from the Town, state, private donations and volunteers.

This document presents the vision for downtown Topsfield and the key strategies and activities necessary to achieve that vision. A detailed version of the plan is available on the Town of Topsfield website.

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 to respond to the needs of Topsfield residents.
- 2 Increase the customer base in the district to support downtown businesses by adding housing and marketing the village to residents and visitors.
- 3 Enhance the look, feel, and safety of the district to maintain a vibrant and walkable downtown and create a sense of place where all can gather.
- 4 Increase community-building events in the district to create an energetic downtown with a strong sense of community.
- 5 Expand Town capabilities and resources to achieve these goals.

1 Attract new businesses to the district to respond to the needs of residents, residents from surrounding communities, and visitors to the area.

A. Review and update zoning

- i. Explore re-zoning the town common and abutting lots to create a new Common District. Such a zoning district should preserve the character of the common, but expand permitted uses to include selected businesses such as guest houses, restaurants, and business offices.
- ii. Explore modifying existing zoning regulations to:
 1. Adjust required setbacks for downtown development since most buildings are currently non-compliant, and any building changes/new construction requires ZBA review.
 2. Permit 3-story buildings (commercial and residential) in the Business Village District (BVD) to spur investment and increase the financial viability of such projects.
 3. Increase parking flexibility through the following actions:
 - a. Reconsider parking minimums for businesses and residents in downtown
 - b. Allow shared parking to meet requirements—Esp. in mixed-use developments
 - c. Allow change-of-use below a certain threshold
 - d. Require bicycle parking
 - e. Design considerations
 - f. Limit curb cuts
 - g. Minimum/maximum widths for driveways
- iii. Review and update licensing and permitting procedures for businesses, such as the one-day liquor license.

B. Improve district infrastructure

- i. Evaluate the need to expand sewer capacity in the district; investigate the capacity of several key parcels to determine development options; based on findings, investigate scope, options, feasibility, and costs.
- ii. Review needed streetscape improvements such as crosswalks and other pedestrian amenities.

C. Connect current property owners and developers with prospective business owners, developers, and industry representatives of key needed and desired businesses to discuss options for adding housing, bringing in new businesses, and expanding current businesses that are reflective of the community vision

D. Evaluate opportunities to help finance future development of new businesses utilizing District Increment Financing in the re-zoned area around the commons and abutting lots

2 Increase the customer base in the district to support downtown businesses by adding housing and marketing the village to residents and visitors.

A. Add housing in the Business Village District (BVD)

- i. Meet with property owners to explore interest in adding housing to their current properties, building on current structures or building new structures), and gather input on the height and density needed to make housing and mixed-use development financially viable.
- ii. Explore new zoning regulations to encourage housing and mixed-use development in the downtown. To encourage this development, new regulations will need to be more flexible. The following changes should be considered:
 1. Reduced minimum lot area, lot frontage, lot depth, parking requirements, and minimum yard requirements to make it possible to develop on smaller parcels resulting in housing that is of a smaller scale and more naturally affordable.
 2. Increased height, potentially up to three stories, to allow for more density that makes it possible to build the number of housing units needed to make a project financially viable and attractive to developers.

3. Include development standards and design guidelines in the zoning to ensure the architecture and style of new housing developments are consistent with the rural character of the Town.
 4. Apply 40B Guidelines (in development) to the extent possible in order to meet state requirements with acceptable, affordable housing options.
 5. Evaluate the feasibility of revising current zoning regulation to allow for occupancy of accessory dwelling units by non-family members to increase housing options within the BVD.
- iii. Require new housing developments in the downtown to set aside a portion of units as deed-restricted Affordable Housing units to ensure new housing is affordable to the workforce needed to support economic growth in the downtown, and provide housing for seniors and others currently priced out of the housing market
1. This requirement should be based on the size of the housing development and should be carefully drafted, so it does not discourage overall housing development by requiring too many Affordable Units.
 2. Offer a density bonus allowing more market-rate units in exchange for more deed-restricted Affordable Housing beyond what is required to make projects more financially viable.
 3. This requirement should also look at possible configurations of deed-restricted and other types of naturally affordable housing options.
- iv. Pursue a Housing Production Plan for Topsfield
1. If the Town would like to prepare an HPP, some funding may be available from MAPC through the technical assistance program.

B. Expand marketing efforts

- i. Work with business owners to create joint marketing materials and initiatives and strategy for advertising.
- ii. Coordinate with Topsfield Fairgrounds to market downtown activities to Fairground event attendees. This could include:
 1. Direction and promotional signage
 2. Downtown parking arrangements for Fair attendees to attract them to businesses in the downtown

C. Improve parking and traffic management

- i. Implement the recommendations of the Downtown Parking Study to improve parking management in the district.
 1. Add signage and wayfinding tools
 - a. Add sign on Main Street directing to Public Lot on School Street—Add sign at Public Lot
 - b. Add sign near MBTA lot directing to downtown Topsfield
 - c. Consider signage for MBTA lot near the rail trail
 - d. Create a parking map for the town website
 2. Pursue shared parking agreements
 - a. Pursue shared parking agreements with Topsfield Shopping Center, St. Rose of Lima Catholic Church, and local shop owners.
 - b. Agreements can be for:
 - i. Select groups, i.e., residents or employees
 - ii. General public
 - iii. Limited hours
 - c. Provide services in exchange for open parking (i.e., plowing, signage, striping, signage, plantings, etc.)

3. Explore establishing time limits for Main Street
 - a. Create 2-hour time limits for parking spaces in front of Post Office and between Central and School Street
 - i. Must be coupled with long-term parking option
 - ii. Monitor and adjust
 - b. Enforce time limits
 - i. Considerations
 1. First Ticket Free
 2. Provide a parking map with tickets so drivers know where they can park
4. Implement multimodal improvements
 - a. Make a pedestrian-friendly walkway to the public lot on School Street
 - b. Add lighting to the public lot on School Street
 - c. Add a crosswalk to Main Street, north of Central Street
 - d. Add drop-off Post Office box to alleviate congestion on-street
 - e. Bicycle racks
- ii. Explore traffic calming measures that are conducive to community building such as road and sidewalk design, pavement murals and stencils
- iii. Determine traffic management needs and potential solutions (signage, lane design, and markings, signalization, etc.)

3

Enhance the look, feel, and safety of the district to maintain a vibrant and walkable downtown and create a sense of place where all can gather.

A. Develop a public space improvement plan with design guidelines and establish key locations for improvements to ensure coordination

B. Implement streetscape improvements

- i. Conduct a study to investigate the feasibility of grounding overhead utilities to improve the appearance and function of downtown spaces.
- ii. Make aesthetic improvements to sidewalks at key locations, including amenities such as benches, tables, trash receptacles, attractive warm lighting, kiosks, etc.
- iii. Evaluate opportunity for additional sidewalks in key locations determined to have high foot and vehicular traffic through collaboration with Topsfield Police Department
- iv. Commission local artists to paint murals on key sites in the district
- v. Work with Topsfield Public Works to explore the feasibility of installing Bigbelly solar-powered trash compactor bins that reduce hours spent on collection and maintain a vibrant downtown district
- vi. Install bike racks

C. Implement improvements to the facades and signage of businesses in prominent locations

D. Install street banners to enhance the look of downtown to promote events

E. Improve district lighting

- i. Improve the lighting near Town Hall, around the Common and in the Municipal Parking Lot.
- ii. Consider closer-spaced, lower-wattage warm LED lighting in pedestrian areas.
- iii. Explore the possibility of converting streetlights to solar-powered lights.
- iv. Use string lighting over the street or other decorative lighting to enhance the sense of place in downtown.
- v. Consider installing decorative or historical street lamps along downtown Main Street.

F. Install directional and promotional signage

- i. Install signage at key locations in Topsfield to direct visitors to the downtown
 1. Rte. 1 at South Main St. and Central St.
 2. Rte. 97
- ii. Install signage in the downtown with directions to key locations (parking, key amenities)
 1. Intersection in front of Town Hall/Library
 2. Other locations
- iii. Install a prominent town kiosk that can be a central information space for the community including historical information about Topsfield

G. Add plantings to the district with continued watering and maintenance, while ensuring that choice of plantings and watering procedures support and abide by water conservation guidelines

- i. Add potted aerial plants and planters with flowers in key locations throughout the downtown.
- ii. Add groundcover plantings in front of or between key businesses in the district.
- iii. Incentivize improved landscaping at private properties through small grants & low-key competitions/exhibitions for attractive displays.

H. Install community amenities to create a sense of place and attract residents and visitors to the downtown

- i. Install benches at key locations in the business district to increase gathering spaces for community members and visitors
- ii. Evaluate the feasibility of creating a dog park in or adjacent to the business district
- iii. Explore areas where pocket parks (approx. 100-600 sf) could be added to bring more activity to downtown.
- iv. Make improvements to Emerson Field
- v. Explore the feasibility of expanding recreational areas/facilities:
 1. Community Pickle Ball Court/BBall
 2. Hockey Rink
 3. New nets on Proctor Field
 4. Mountain Biking Trail
 5. Rec Center

I. Collaborate with the Congregational Church to improve the entrance to Emerson Center near the intersection of Rt 97 and Main St. across from the library and explore improvements to Emerson Field**J. Develop a plan for enhancing landscaping to allow sight of key historic buildings along Main St. (Town Hall, Proctor School, Library) to create a more attractive and pedestrian-scale feel****K. Fix the town hall clock to highlight its historic value and accuracy, and add night lighting**

4

Increase community-building events in the district to create an energetic downtown with a strong sense of community.

- A. Explore the idea of having town-sponsored regular food truck events at the Essex Coop, which already hosts food trucks, or possibly downtown, along the Common, Park St parking lot adjacent to the Rail trail, etc. Gazebo/Giant backyard games on common
- B. Kids Events
- C. Mini Golf
- D. Road races
- E. Concerts
- F. Pop Up Events
- G. Festivals

5

Expand Town capabilities and resources to achieve these goals.

A. Hire a part-time Town Planner with the goal of:

- i. Coordinating town-wide planning efforts. This includes:
 - 1. Leading the implementation of the Downtown Revitalization Plan, in partnership with a Downtown Oversight Group.
 - 2. Leading efforts to address housing needs, such as a Housing Production Plan, and a review of affordable housing options beyond 40B. The planner should also incentivize housing options through a clear and easy permitting process that ensures the Town's development goals are achieved.
 - 3. Serving as a town Development Officer charged with attracting and engaging potential new businesses and activities, and with facilitating smooth, efficient processes for applicants working with various Town Departments.
 - 4. Developing an easy to follow guide to facilitate opening or expanding a business in Topsfield
- ii. Developing new funding sources through grant applications and other efforts.
 - 1. Consider creating a part-time grant-writing position to assist in the timely application for available assistance with the state and others.

B. Establish a Downtown Revitalization oversight group made up of Topsfield residents, business owners, and Town officials to ensure momentum continues

- i. Create a volunteer Downtown maintenance group to provide continued care to the downtown (landscaping, other improvements)

C. Work with the Topsfield Community Partnership to help support funding for projects in the downtown

D. Facilitate the creation of a Topsfield business group to assist with joint promotion and downtown revitalization efforts

Introduction

Introduction and Executive Summary

The Town of Topsfield, a community of approximately 6,500 residents, provides an excellent quality of life for its residents, with well-maintained open space, strong civic and public institutions, attractive residential neighborhoods with a rural feel, and several amenities in the downtown including a bike path. Topsfield is best known for the Topsfield Fairgrounds, which attracts thousands of visitors from around the region, particularly during the two weeks of the annual Topsfield Fair.

Despite this high quality of life, members of the Board of Selectmen recognized the opportunity to improve the downtown to better serve residents and visitors. Compared to business districts in nearby communities, the Select Board members noted that Topsfield's downtown lacked the density and variety of businesses needed to provide additional options to residents and visitors and lacked amenities such as gathering spaces, events, and other attractions.

The relatively small size of the business village district, infrastructure limitations (water and wastewater), and its location on a less well-traveled roadway present challenges for the development of a downtown comparable to those in other communities.

The goal of the revitalization plan was to identify ways to leverage the expertise of residents to capitalize on the strengths of the downtown, address the weaknesses and threats to its success, and pursue opportunities to recruit new businesses.

The Board of Selectmen of the Town of Topsfield requested assistance from the Metropolitan Area Planning Council to develop a Downtown Revitalization Plan. The plan was funded through the State District Local Technical Assistance Program, which provides funding for municipalities to receive assistance from regional planning agencies. Concurrently, the State provided funding for a parking study through the Massachusetts Downtown Initiative grant program, the results of which are included in this report.

Community Context and Existing Conditions

Historical Context

The land that the Town of Topsfield currently encompasses was initially home to the Agawam tribe. The land for the Town was deeded by Chief Masconomet to John Winthrop in 1638 for twenty sterling pounds, following the reduction in the indigenous population after a smallpox epidemic.¹

The Town of Topsfield, as it is known now, was officially incorporated in 1650. For most of the eighteenth century, the local economy was primarily supported by independent farmers who also engaged in blacksmithing and gristmill operating. The 1800s saw new industry and business in Topsfield, such as shoe factories, stores, and inns. The completion of the Newburyport Turnpike in 1805 and railroad in 1854, gave Topsfield the new status of a commuter-friendly town. As the Town moved towards the twentieth century, farming and shoe manufacturing slowly disappeared, and the Town gradually became a predominantly single-family residential community with a small downtown primarily serving residents.²

Previous Planning Efforts

The Downtown Revitalization Plan was built upon work advanced through several previous planning processes. Previous plans include:

- 2004 Topsfield Community Development Plan
- 2010 Topsfield Business Property Inventory and Parcel Narrative
- 2013 Town Building Assessment Study and Capital Master Plan
- 2015 Downtown Surveys conducted by business and property owners
- 2018 Open Space Plan



The recommendations of these planning processes, as well as the information gathered through these efforts, served to inform the direction of this plan.

Planning Process

Plan Elements

The planning process was conducted from April to December 2019. The plan was built around five essential elements of a thriving downtown:



Business Mix



Customer Mix
(residential base, employee base, and visitors)



Public Space



Civic Spaces (Religious and Cultural Institutions)



Transportation

¹ Topsfield Historical Society; <http://www.topsfieldhistory.org/history/index.shtml>. Accessed November 1, 2019.

² Topsfield Historical Society; <http://www.topsfieldhistory.org/history/index.shtml>. Accessed November 1, 2019.

Working Group

A working group was formed to oversee the development of the plan. The working group was composed of a range of community members representing the Town leadership, residents, business, developers, and the Planning Board. The working group met six times to discuss key elements of the planning process, review feedback gathered from community members, and shape the content of the plan.

The Working Group was composed of the following individuals:

Lynne Bermudez	Josh Rownd
Tim Collins	John Spencer
Sarah Lodewick Guido	Brian Woodland
Nicole Manseau	Steve Hall
Andrea O'Reilly	(alternate)
Alex Qirjazi	



Not pictured: Nicole Manseau, Alex Qirjazi, John Spencer

Timeline

The project followed the timeline outlined below:



Figure 1. Project Timeline



Current Conditions

Today, the downtown area of Topsfield reflects the small Town feel as described above. The current downtown, which measures .03 square miles (.25% of the Town's area), has been a thriving space for financial institutions and service businesses. Still, food and retail businesses have been less successful for the reasons described below.

This section describes the current zoning of the business village district as well as the conditions of the five critical elements of the plan (business mix, customer composition, public spaces, civic spaces, and transportation).

Zoning

The Topsfield downtown is approximately analogous to the Business Village District (BV on the map).

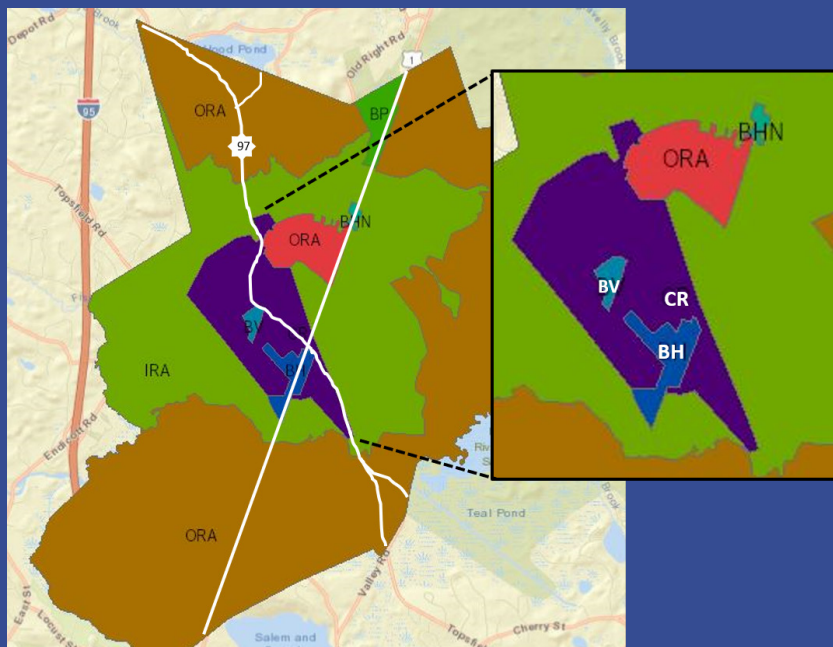


Figure 2: Business Village District Zoning; Town of Topsfield Website, Accessed July 2019

A summary of allowed uses in the Business Village District is as follows:



Residential:

- Single Family Dwelling
- Lodging and Boarding Houses (by Special Permit)
- Temporary Accessory Apartments



Community Facilities:

- A range of community facilities are permitted including houses of worship, non-profit schools, and publicly owned recreational facilities,
- Other community facilities such as event facilities, nursing, and community care centers are allowed by special permit



Retail

- Retail establishments selling goods, services, and foods.
- Restaurants (full and limited service) are allowed by special permit
- Professional, technical, scientific and business services
- Health and beauty
- Medical offices

See the Appendix for the Table of Use Regulations.

An analysis of the current zoning of the business village district reveals that there is a wide variety of uses allowed in the downtown that would be conducive to an active business district, such as housing, community facilities, retail, and restaurants, as well as health and wellness uses. However, an analysis of the current business mix reveals the absence of critical businesses necessary for the success of the downtown.

Business Mix

An analysis of the current business composition was conducted to determine gaps in the service offerings to identify potential business types to target for recruitment. The study encompassed the entirety of the town, which included businesses located in the business village district as well as Route 1 and other locations. This analysis captured the range of firms in Topsfield accessible to Topsfield residents and residents from adjacent communities.

The analysis was done considering a range of drive times (calculated at low traffic times, while acknowledging that individual driving patterns will vary).

Total Number of Businesses

Within a 5-10-15 minute drive from downtown Topsfield, there are 212, 884, and 3,715 businesses, respectively, demonstrating significant competition for downtown Topsfield from neighboring communities.³



Businesses within 5-10-15 minute drive from downtown

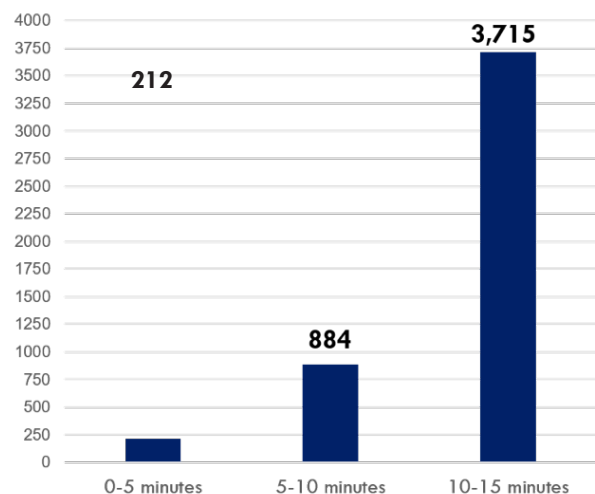


Figure 3: Businesses Within 5-10-15 Minute Drive Times; ESRI Business Analyst 2018, InfoGroup USA

³ ESRI Business Analyst 2018, InfoGroup USA

Business Composition

An analysis of business types was conducted using NAICS codes. The North American Industry Classification System was developed for use by the federal government for the collection, analysis, and publication of statistical data related to the US economy.

Data for all businesses in area		0 - 5 minute				5 - 10 minute				10 - 15 minute			
Total Businesses:		212				884				3,715			
Total Employees:		1,667				11,008				50,092			
Total Residential Population:		3,190				19,021				66,786			
	Businesses		Employees		Businesses		Employees		Businesses		Employees		
by NAICS Codes	#	%	#	%	#	%	#	%	#	%	#	%	
Agriculture, Forestry, Fishing & Hunting	2	0.9%	6	0.4%	3	0.3%	14	0.1%	16	0.4%	73	0.1%	
Mining	0	0.0%	0	0.0%	0	0.0%	2	0.0%	2	0.1%	14	0.0%	
Utilities	0	0.0%	1	0.1%	1	0.1%	3	0.0%	6	0.2%	26	0.1%	
Construction	17	8.0%	84	5.0%	93	10.5%	430	3.9%	299	8.0%	1,817	3.6%	
Manufacturing	9	4.2%	106	6.4%	40	4.5%	525	4.8%	153	4.1%	5,263	10.5%	
Wholesale Trade	12	5.7%	98	5.9%	40	4.5%	559	5.1%	128	3.4%	1,789	3.6%	
Retail Trade	17	8.0%	96	5.8%	97	11.0%	1,773	16.1%	608	16.4%	11,363	22.7%	
Motor Vehicle & Parts Dealers	2	0.9%	12	0.7%	18	2.0%	479	4.4%	63	1.7%	1,001	2.0%	
Furniture & Home Furnishings Stores	1	0.5%	6	0.4%	5	0.6%	51	0.5%	24	0.6%	194	0.4%	
Electronics & Appliance Stores	1	0.5%	6	0.4%	9	1.0%	82	0.7%	27	0.7%	501	1.0%	
Bldg Material & Garden Equipment &	2	0.9%	32	1.9%	8	0.9%	356	3.2%	37	1.0%	731	1.5%	
Food & Beverage Stores	0	0.0%	1	0.1%	8	0.9%	163	1.5%	67	1.8%	1,667	3.3%	
Health & Personal Care Stores	0	0.0%	0	0.0%	5	0.6%	35	0.3%	58	1.6%	934	1.9%	
Gasoline Stations	0	0.0%	1	0.1%	5	0.6%	28	0.3%	31	0.8%	141	0.3%	
Clothing & Clothing Accessories	2	0.9%	6	0.4%	11	1.2%	91	0.8%	132	3.6%	2,054	4.1%	
Sport Goods, Hobby, Book, & Music	2	0.9%	6	0.4%	5	0.6%	52	0.5%	40	1.1%	509	1.0%	
General Merchandise Stores	1	0.5%	6	0.4%	6	0.7%	277	2.5%	29	0.8%	1,627	3.2%	
Miscellaneous Store Retailers	3	1.4%	15	0.9%	12	1.4%	95	0.9%	81	2.2%	546	1.1%	
Nonstore Retailers	1	0.5%	5	0.3%	3	0.3%	63	0.6%	21	0.6%	1,458	2.9%	
Transportation & Warehousing	1	0.5%	21	1.3%	16	1.8%	145	1.3%	64	1.7%	1,285	2.6%	
Information	8	3.8%	93	5.6%	24	2.7%	319	2.9%	100	2.7%	3,230	6.4%	
Finance & Insurance	22	10.4%	122	7.3%	50	5.7%	570	5.2%	208	5.6%	2,209	4.4%	
Central Bank/Credit Intermediation &	5	2.4%	41	2.5%	10	1.1%	192	1.7%	72	1.9%	1,110	2.2%	
Securities, Commodity Contracts &	8	3.8%	25	1.5%	24	2.7%	142	1.3%	65	1.7%	442	0.9%	
Insurance Carriers & Related	9	4.2%	56	3.4%	16	1.8%	236	2.1%	71	1.9%	657	1.3%	
Real Estate, Rental & Leasing	11	5.2%	144	8.6%	42	4.8%	247	2.2%	146	3.9%	830	1.7%	
Professional, Scientific & Tech	23	10.8%	91	5.5%	100	11.3%	722	6.6%	331	8.9%	2,828	5.6%	
Legal Services	7	3.3%	26	1.6%	21	2.4%	66	0.6%	76	2.0%	344	0.7%	
Management of Companies &	0	0.0%	1	0.1%	1	0.1%	3	0.0%	4	0.1%	62	0.1%	
Administrative & Support & Waste	9	4.2%	38	2.3%	46	5.2%	404	3.7%	146	3.9%	1,135	2.3%	
Educational Services	8	3.8%	117	7.0%	25	2.8%	1,262	11.5%	101	2.7%	2,342	4.7%	
Health Care & Social Assistance	10	4.7%	79	4.7%	66	7.5%	1,462	13.3%	291	7.8%	5,566	11.1%	
Arts, Entertainment &	6	2.8%	356	21.4%	22	2.5%	211	1.9%	77	2.1%	760	1.5%	
Accommodation & Food	4	1.9%	17	1.0%	36	4.1%	706	6.4%	251	6.8%	4,579	9.1%	
Accommodation	0	0.0%	1	0.1%	6	0.7%	171	1.6%	21	0.6%	687	1.4%	
Food Services & Drinking Places	4	1.9%	16	1.0%	30	3.4%	535	4.9%	231	6.2%	3,892	7.8%	
Other Services (except Public	24	11.3%	98	5.9%	92	10.4%	476	4.3%	458	12.3%	2,349	4.7%	
Automotive Repair & Maintenance	2	0.9%	13	0.8%	13	1.5%	44	0.4%	78	2.1%	358	0.7%	
Public Administration	12	5.7%	98	5.9%	22	2.5%	1,168	10.6%	100	2.7%	2,458	4.9%	
Unclassified Establishments	19	9.0%	0	0.0%	69	7.8%	7	0.1%	227	6.1%	115	0.2%	
Total	212	100.0%	1,667	100.0%	884	100.0%	11,008	100.0%	3,715	100.0%	50,092	100.0%	

Figure 4: Businesses Within 5-10-15 Minute Drive Times by Industry; ESRI Business Analyst 2018, InfoGroup USA

The listing of businesses organized by NAICS codes also shows that there is little offered in the Retail, Accommodation, and Food category in Topsfield. At the same time, there is a substantial percentage of businesses in the Finance, Insurance, and Professional industries.

Business Leakage and Surplus

Demand for products and services from residents within a five-minute drive time of the downtown was also analyzed. Demand is defined by “leakage,” or the products and services which individuals are purchasing outside of the business district. “Surplus” is defined as those products and services which individuals travel to the business district to purchase.

The analysis of leakage and surplus revealed that for nearly every category of business type, there was unmet demand, given that residents were choosing to purchase those goods and services outside of the downtown. There was also a strong demand for restaurants, both full-service and limited-service establishments.

2017 Leakage/Surplus Factor by Industry Group

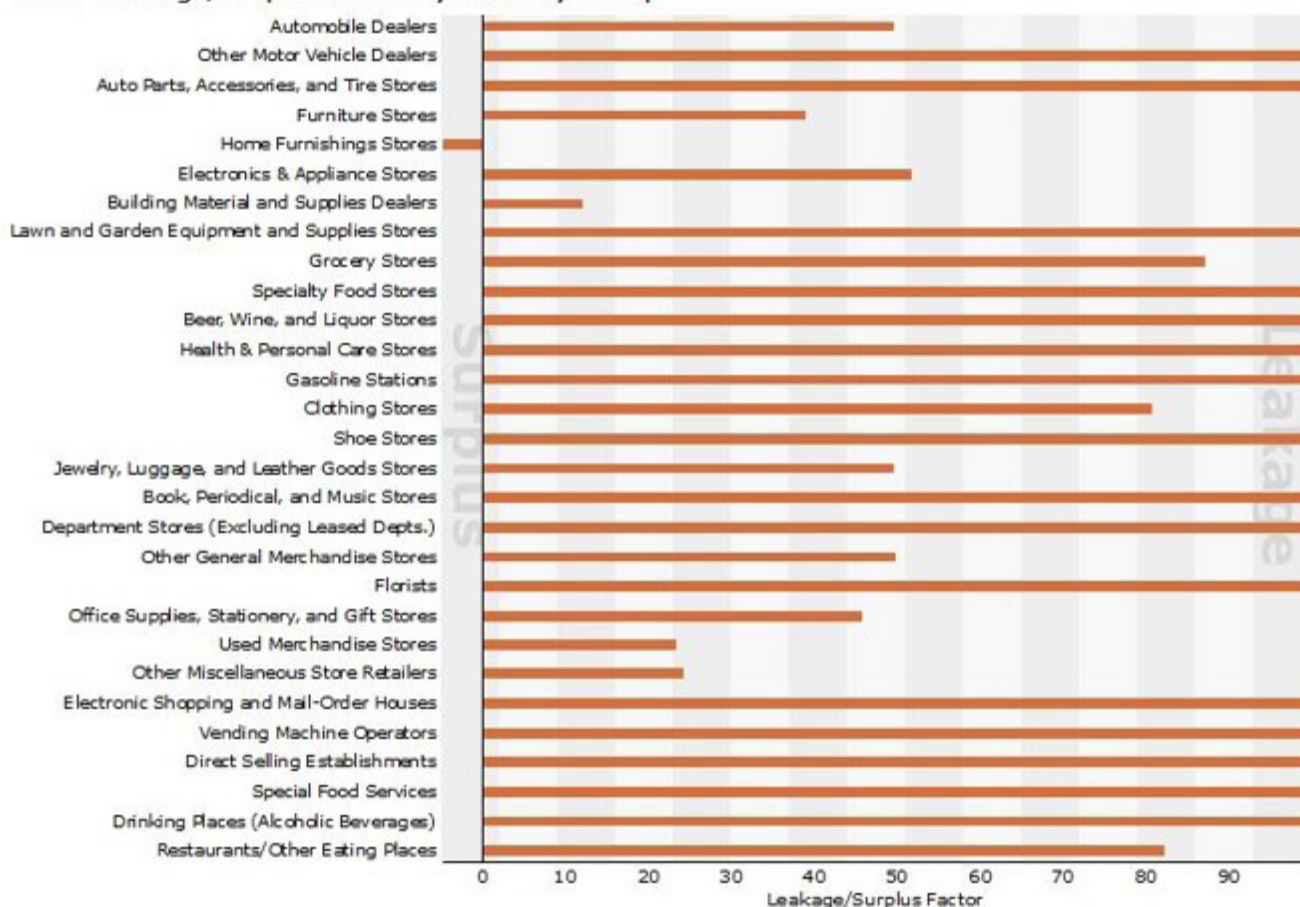


Figure 5: Leakage/Surplus Factor by Industry Group; ESRI Business Analyst, 2018, InfoGroup USA

Key Takeaways

While the business composition of Topsfield does present strengths, there are significant opportunities to add businesses to meet demand and complement the current offerings, particularly in the following categories:

- Restaurants
- Health and personal care stores (pharmacy)
- Food markets/grocery stores

Customer Mix: Residential Customer Base and Employee Base

Trends

The Downtown Revitalization Plan is timely, given that the demographic composition of the community is projected to shift in two ways. By 2030, it is estimated that the percentage of households led by an individual 55 years or older will increase significantly, while the percentage of individuals 54 and younger will decline. While businesses in the downtown will need to adapt their business models to cater to these shifts, the Town should also consider ways to attract younger residents.

In order to plan for a Downtown that is reflective of the community that resides in it, it is essential to take into account current demographics as well as population projections. There are two main points to highlight in Topsfield.

The population of Topsfield is declining

The 2010 Decennial Census counted the population as 6,085, and the latest census estimates from the American Community Survey puts the current population at 6,560.⁴ However, population projections for 2040, using birth rates, mortality rates, and migration, show an 11% population decline (5,848).⁵ While such a projection is an estimation, the increasing number of housing led by someone 55 years or older and the declining population of residents below the age of 54 are vital indicators for Topsfield to consider when planning for the future.

There is a significant difference between family and non-family households

The Town of Topsfield is composed of a population that is 90% White-Identifying with a median income of \$131,187 where more than 60% of the population earns \$100,000 or more.⁶ However, there is a noticeable difference between the income of family households and non-family households. Census estimates from the 2013-2017 American Community Survey show that family households, which consist of two or more individuals who are related by birth, marriage, or adoption, have a median income of \$155,820.⁷ Non-family households, which consist of people who live alone or who share their residence with unrelated individuals, has a median income of \$51,452.⁸ This significant difference follows trends in owner- versus renter-occupied housing. The median income of owner-occupied homes is \$134,397, as opposed to renter-occupied dwellings, which is \$21,317.⁹ Non-family and renter-occupied households are segments of the population that are important to the workforce and could help support a more diverse service industry that could help revitalize downtown.

4 US Census, American Community Survey (2013-2017), and MAPC Projections.

5 US Census, American Community Survey (2013-2017), and MAPC Projections.

6 American Community Survey (2013-2017)

7 American Community Survey (2013-2017)

8 American Community Survey (2013-2017)

9 American Community Survey (2013-2017)

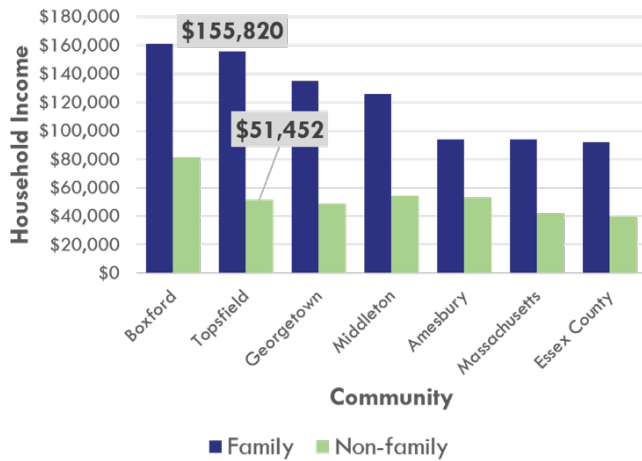


Figure 6: Topsfield Versus Context Communities: Median Family and Non-Family Household Income; ACS 2017

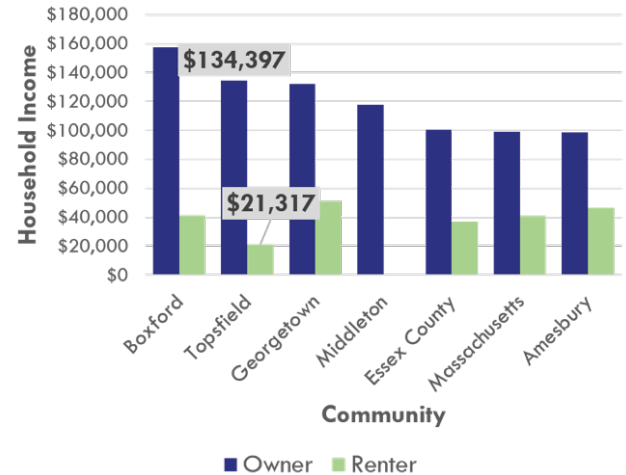


Figure 7: Topsfield Versus Context Communities: Median Owner and Renter Household Income; ACS 2017

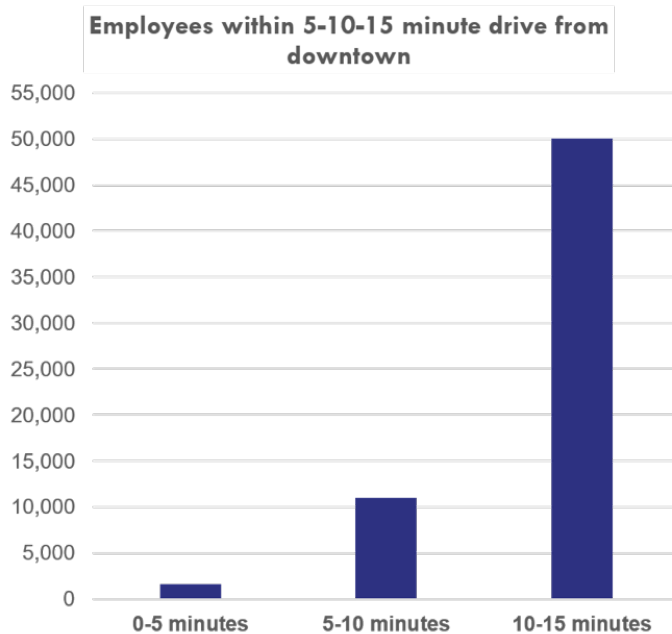
Key Takeaways

- The Topsfield residential profile has similarities and differences when compared to surrounding communities, which Topsfield could capitalize on as it builds downtown.
- There are few young professionals, and the population is aging
- Income differences between
 - Family + non-family
 - Owner + renter



Employee Base Analysis

The downtown could also capitalize on the employees who work in Topsfield. 1,667 employees work within a 5-minute drive of the downtown, while 11,008 work within 5-10 minutes from the downtown and an astonishing 50,092 work within 10-15 minutes from the downtown.



An analysis of commuting patterns in and out of Topsfield showed that there is a total of 1,434 employees who commute to Topsfield from other communities.¹⁰

In addition, of the population of working age 16 years and over (31,112), an estimated 7.3% worked at home, totaling 2,277 people.¹¹

Figure 8: Employees within 5-10-15 Minute Radius from the Downtown; ESRI Business Analyst, 2018, InfoGroup USA

Key Takeaways

- There is a captive audience of employees in Topsfield who could benefit from key service offerings, particularly take-out and sit-down restaurants.
- Topsfield residents who currently telecommute could also benefit from additional amenities in the downtown, such as gathering spaces for meetings.
- The downtown could also capitalize on the 50,000 employees working in the surrounding area.

10 US. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2015).

11 American Community Survey, 2017

Housing

As of 2017, Topsfield had a total of 2,271 housing units, 91% of which were single-family, while 6% were located in three-nine unit buildings, 2% were located in 2-family residences, and less than 1% were found in a building with more than ten units. It is important to note that several housing developments have been constructed since 2017 that are not reflected in these data points.

In 2017, the median home value was \$594,000, while the median value of a condo in Topsfield was \$741,250.¹² The higher condo value likely reflects the relatively new English Commons condo development.

There were only six rental listings in Topsfield in 2018, and only 5% of the housing in Topsfield is renter-occupied, which is significantly below the 36% average for Essex county and the 38% average for Massachusetts.¹³ While Topsfield will continue to be a community of home-owners, the lack of rental properties raises questions about the ability for workers in the downtown to find accessible, affordable housing within a relatively close distance. Similarly, the lack of additional housing stock raises questions about the ability of seniors to downsize into more appropriate homes as they age.

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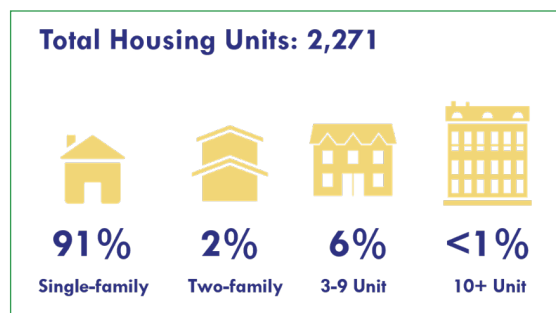


Figure 9: Total Housing Units by Type; ACS 2017

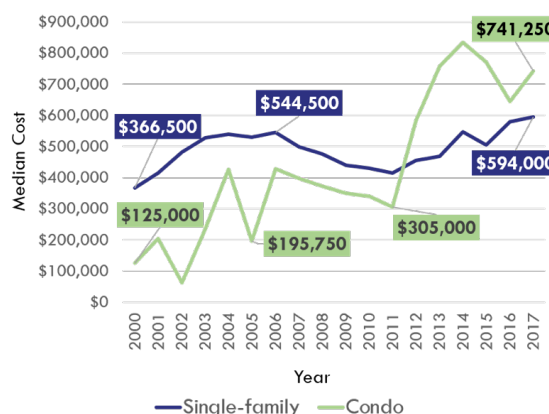


Figure 10: Housing Prices 2000-2017; The Warren Group

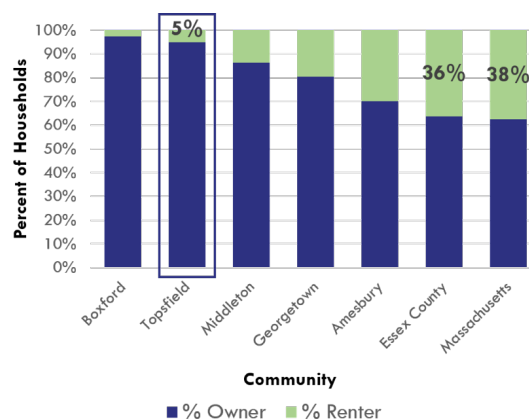


Figure 11: Percentage of Owner-Renter Occupied Households; ACS 2017

Key Takeaways

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

¹² The Warren Group, 2000-2017.

¹³ MAPC Rental Database.

Public Space

Existing Physical Conditions

The Working Group explored the current conditions of the business district by analyzing photos taken by members of the Working Group and images pulled from Google maps. The analysis revealed that there were several critical assets that were well-maintained and positively contributed to the look of the downtown, such as attractive storefronts, well-maintained trees and plantings, and amenities such as the Common.

The Working Group also noted several areas that could benefit from improvements, such as additional plantings and seating and façade improvements.

Key Takeaways

- The business district has several attractive buildings that can serve as examples of storefronts that positively contribute to the business district.
- Several underutilized areas could benefit from simple interventions
- Private funding could incentivize property owners of critical businesses to make improvements to their façades that would significantly enhance the look of the business

Civic Spaces

Downtown Topsfield has several civic amenities, including public facilities such as Town Hall and the library, as well as the Post Office. The churches located near the downtown also play a key role in attracting individuals to the downtown for church services, events, and other functions.

Transportation

Topsfield's downtown is located one mile from Route 1, with the majority of travel occurring by car. The Coach Company provides a commuter bus from Topsfield (pick-up/drop-off location at the commuter lot off of Main Street).

Parking Study

The State funded a parking study, conducted by Stantec, which was conducted during the timeframe of the downtown revitalization plan development. The concurrent planning processes allowed the downtown plan to benefit from parking analysis and recommendations to improve parking management in the downtown.



Methodology

On June 5, 2019, Stantec conducted on-site research to evaluate the current parking conditions and other forms of transit access. The study area was defined as the .4-mile portion of Main Street and Park Street between the Topsfield Town Library and businesses along Main Street and Park Street. All on- and of-street parking facilities were included in the study.

Summary of Findings

Stantec found that the available parking spots were never more than 55% occupied during the times studied. The study found that the highest demand for parking occurred at 9:15 am across the whole business district, and 12:45 pm for Main Street. They also found that the demand for parking on Main Street is consistent and that the spaces on Main Street present 40% to 50% utilization. Finally, they found that fewer than 15% of cars parked on Main Street are parked for the entire day.

Community Engagement

Stantec gathered feedback from participants at the in-person Open House and the online Open House, which can be summarized as follows:

- Given the lack of parking spaces near the Post Office, people choose to double park and block Main Street
- Employees of businesses on and near Main Street decide to park on Main Street, which prevents customers from utilizing those spaces.
- The poor condition of the parking lot at the Topsfield Shopping Center disincentivizes its use, and barriers installed on the parking lot prevent the utilization of additional spaces.
- Improved signage and a path to Main Street is needed for the public parking lot on School Street.
- 91% of respondents find a parking space less than two minutes from their destination.

Goals

Stantec worked with the Town to develop the following objectives:

- Make parking along and around Main Street available, consistent visible
- Encourage people to park once and visit multiple destinations
- Separate long-term and short-term parking
- Improve walking connections and wayfinding

Recommendations

1. Add signage and wayfinding
2. Consider time limits for Main Street
3. Invest in multimodal improvements
4. Pursue shared parking agreements
5. Create a flexible environment for development

These recommendations are presented with additional detail in the full downtown revitalization plan below. The complete parking study is included in the Appendix.

Comparison to other Downtowns

MAPC analyzed the Topsfield business village district in comparison to five other business districts identified by the working group based on the following characteristics:

- Proximity to Topsfield
- Customer preference (information gathered from Working Group members regarding shopping preferences)

Municipality	Business District Size	Municipality Land Size	Percentage
Topsfield	~.03 sq mi	~11.9 sq mi	.25%
Georgetown	~.04 sq mi	~12.9 sq mi	.31%
Hamilton	~.02 sq mi	~14.2 sq mi	.14%
Ipswich	~.10 sq mi	~33 sq mi	.30%
Newburyport	~.10 sq mi	~8.4 sq mi	1.2%
Beverly	~.18 sq mi	~15.4 sq mi	1.2%
Peabody Rt 1	~.16 sq mi	~16.2 sq mi	.10%

Figure 12: Downtown Comparison; ESRI Business Analyst, 2018, InfoGroup USA

The communities selected for analysis were Beverly, Georgetown, Hamilton, Ipswich, and Newburyport. MAPC analyzed the percent of the town land occupied by the central business district of each municipality, as well as the total number of businesses and employees in each municipality, and the business mix.

Business District Size Comparison

While the business districts of Beverly, Newburyport occupied over 1% of the total land area of the municipalities, the relative size of Topsfield's business district covering .25% of the land area of the Town was comparable to the relative size of the other business districts (between .14 and .31%).

Business and Employee Count Comparison

Beverly, Newburyport, and Georgetown had significantly more companies than Topsfield, at 2,218, 1,324, and 691, respectively, compared to Topsfield's 382 businesses. However, Topsfield had more businesses than Georgetown and Hamilton, at 323 and 231, respectively. Similarly, although the number of employees in Topsfield was significantly lower than the business counts in Beverly, Newburyport, and Ipswich at 26,672, 13,375, and 6,390 respectively, Topsfield had more employees than Georgetown and Hamilton, at 3095 compared to 2,689 and 1,875 respectively.

Business Mix Comparison

The business mix comparison revealed the most difference between Topsfield and the comparable business districts. While retail businesses made up only 8% of businesses in Topsfield, they make up between 15-17% of businesses in each of the other business districts. Similarly, while food services and accommodations only make up 2% of businesses in Topsfield, they make up between 4-7% of companies in the other districts. Conversely, finance and insurance-related businesses made up 14% of companies in Topsfield, as compared to 10% or less in each of the other business districts.

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, even when compared to business districts of a similar relative size.
- Service Businesses represent a higher % of businesses in Topsfield

SWOT Analysis

The MAPC project team led the Working Group through an analysis of the Strengths, Weaknesses, Opportunities, and Threats facing Topsfield's downtown. The summary of the activity is as follows:

Strengths

Topsfield's strengths are found in the natural and civic amenities the town offers. Natural amenities include accessible open space and water in the area, and civic amenities include community spaces like Town Hall and festivals that are held in Town.

Weaknesses

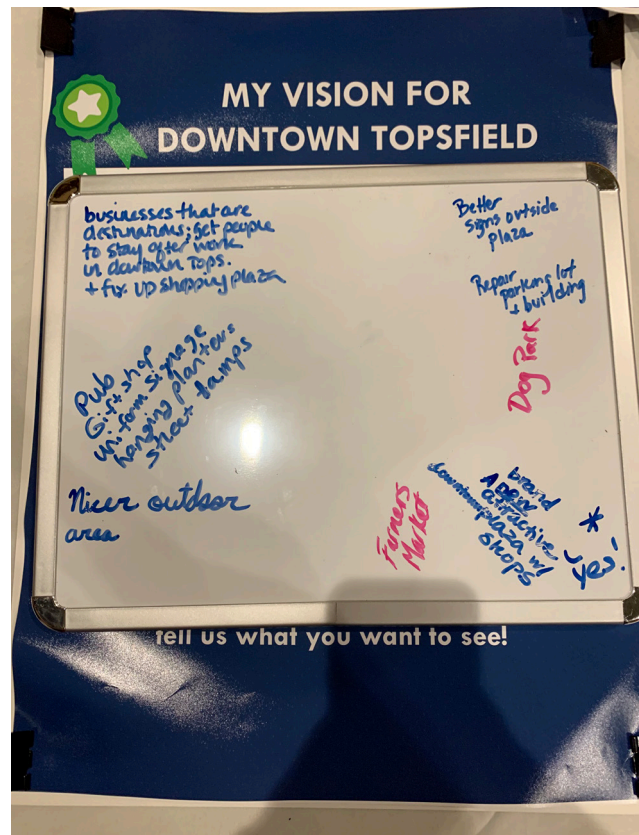
Topsfield's weaknesses are primarily centered on the size of the business district, and limited Town resources as well as procedural limitations (or the perception of) that have disallowed commercial development. There are also limited locations for new businesses, such as restaurants. The Topsfield Village Shopping Center is also a concern.

Opportunities

Topsfield's opportunities are focused on the physical revitalization of underused open spaces, investment in new types of businesses, revitalization of the Shopping Center, and more community-building events.

Threats

Topsfield's threats focus on competition from other districts and lack of commercial and residential incentives for businesses to come to downtown.



Community Engagement

The Working Group was committed to building upon information gathered from previous studies and leveraging relationships with stakeholders from Topsfield to gather feedback from residents and businesses in Topsfield to shape the vision and content of the downtown revitalization plan.

The engagement focused on business roundtables and a community Open House as the key vehicles for feedback.

Business Roundtables

MAPC hosted two business roundtables, one in the morning and one in the evening, to provide a forum for business owners to share their perspective on the current conditions of the downtown and to provide recommendations for future improvements.

In total, twenty-four people attended the business roundtables, representing businesses in the downtown and on Route one, and representing a range of retailers, food service businesses and professional/financial services.

The participants provided the following recommendations:

- Improve Town signage (downtown and from Rt. 1/97)
- Improve parking
 - Improve the management of street parking
 - Improve management of parking in lots (signage, the potential use of DPW lot)
 - Share parking/municipal parking at Topsfield Shopping Center
- Some expressed interest in housing downtown (if parking were managed well)
- Improve look and feel
 - Benches, signage
- Improve Town communications with and services for small businesses
 - Communications between departments to make the process easier for businesses
 - Part-time planner
 - Change sign regulations
- Encourage more communication between business owners
- Expand zoning of the business district, but maintain the character of the district

Open House

MAPC worked with the Working Group to host a community Open House on September 24, 2019. The Open House was supplemented by an Online Open House, which provided individuals with an opportunity to comment on the information provided at the in-person event.

Outreach

The Working Group used several channels of communication to engage a wide range of stakeholders, including social media, flyers for students of the public schools, flyers at local businesses, an article in Wicked Local, and word of mouth.

Participation

138 people signed in at the event, although it is likely that over 160 people attended. 114 people responded to at least one question on the online survey.

Feedback

Participants responded to questions presented on informational boards at the event and were invited to provide written feedback on post-it notes and paper surveys. A detailed compilation of the input is presented in the Appendix.

Businesses

Participants stated a preference for full-service restaurants and a food market. Some expressed interest in a pharmacy. Participants said that they did not want more banks, chain stores, or tobacco/liquor stores in Topsfield.

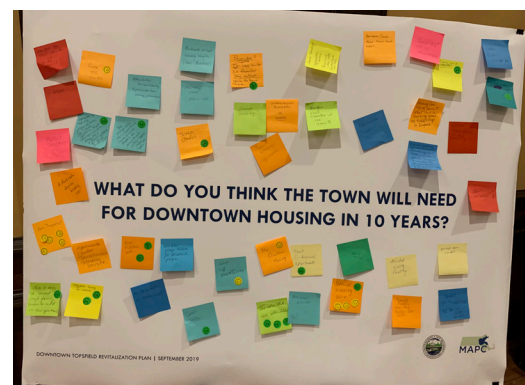
Housing

- The majority of participants stated that they believed that there should be more housing options in the Town of Topsfield.
- The majority of participants were supportive of adding limited housing in Topsfield and in the downtown.
- The majority were also supportive of 2-story housing, while some were supportive of 3-story residential buildings or mixed-use buildings.



Public Spaces

- Participants expressed an interest in improvements in the appearance of the downtown
- Participants also overwhelmingly expressed interest in adding amenities, such as benches and dog parks.



Community Events

- Participants expressed interest in street festivals and outdoor performances.

Feedback from Sixth Grade Students

A class of sixth-grade students attended the Open House and facilitated discussion with their classmates in grades 2 to 5 through in-person discussion and Google Hangout. They synthesized their feedback into a list of recommendations as follows:

- Dining/Food: Casual dining restaurants; ice cream shop; smoothie shop
- Public spaces: Flowerpots; more crosswalks and sidewalks; outdoor seating
- Housing: Tiny houses; apartments above businesses
- Recreation: Dog park; recreation center; giant backyard games near the gazebo
- Community events: Road races; festivals.



"I think that an influx of younger professionals into the Town is important. Adding a fun pub or restaurant/bar to the downtown area could provide a place for adults to hang out. I've lived in Topsfield and Ipswich, and Topsfield severely lacks anything for adults to do at night, whereas Ipswich has things like the Choate Pub and Ipswich Ale Brewery that drive people to the Town and attracts a younger population to the Town. This is key for long term growth, success, and economic sustainability."

"I would like to see a nice restaurant, besides the typical pizza/fried food places, possibly a nice tavern. Some upscale boutique type stores would improve the feel of the downtown. Hamilton is a good model of how I think Topsfield could look. We also need some basic needs type establishments like a grocery store or a replacement for the hardware store."

"Thank you all very much. Thank you for the opportunity to provide feedback. I think we need not look too far for an excellent example, Hamilton. Topsfield needs to support a pleasant downtown area, void of all the terrible Jersey barriers and anger over the unkempt village. We need to work together to support a grocery store, a hardware store, and a few restaurants that have at least a beer and wine license to serve their patrons. We have more than enough banks, insurance agencies, and terrific sub/sandwich shops."

"Thank you for listening! Change is scary. But I do think that what has attracted most of the residents to Topsfield is the small-town rural feel we have. My wife and I call it "Pleasantville." Really the ultimate Bedroom Community. Nothing but Mini-vans and SUV's loaded with kids going through Town late afternoon on their way to different playing fields. There is no real hardship to shop, go out to eat, find things to do etc. We may not have much in Town but we are surrounded by communities that do. Its only 20 miles to Boston. Cleaning up and making a few tweaks to the Town is OK. A complete commercial overhaul changes it irreparably."



Vision

Based on the data analysis and community feedback, the Working Group developed a vision statement for the downtown to shape the goals and strategies of the Downtown Revitalization Plan. The vision statement reads as follows:

A welcoming downtown village where Topsfield residents and visitors of all ages can live, work, gather, and shop.

Goals

Based on the strengths, weaknesses, opportunities, and threats described earlier, and based on community feedback, the Working Group then developed five goals for the plan based on the vision statement above.

The goals are as follows:

- Attract new businesses to the district to respond to the needs of Topsfield residents.
- Increase the customer base in the district to support downtown businesses by adding housing and marketing the village to residents and visitors.
- Enhance the look, feel, and safety of the district to maintain a vibrant and walkable downtown and create a sense of place where all can gather.
- Increase community-building events in the district to create an energetic downtown with a strong sense of community.
- Expand Town capabilities and resources to achieve these goals.

Strategies

1

Attract new businesses to the district to respond to the needs of residents, residents from surrounding communities, and visitors to the area.

A. Review and update zoning

- i. Explore re-zoning the town common and abutting lots to create a new Common District. Such a zoning district should preserve the character of the common, but expand permitted uses to include selected businesses such as guest houses, restaurants, and business offices.
- ii. Explore modifying existing zoning regulations to:
 - 1. Adjust required setbacks for downtown development since most buildings are currently non-compliant, and any building changes/new construction requires ZBA review.
 - 2. Permit 3-story buildings (commercial and residential) in the Business Village District (BVD) to spur investment and increase the financial viability of such projects.
 - 3. Increase parking flexibility through the following actions:
 - a. Reconsider parking minimums for businesses and residents in downtown
 - b. Allow shared parking to meet requirements—Esp. in mixed-use developments
 - c. Allow change-of-use below a certain threshold
 - d. Require bicycle parking
 - e. Design considerations
 - f. Limit curb cuts
 - g. Minimum/maximum widths for driveways
- iii. Review and update licensing and permitting procedures for businesses, such as the one-day liquor license.

B. Improve district infrastructure

- i. Evaluate the need to expand sewer capacity in the district; investigate the capacity of several key parcels to determine development options; based on findings, investigate scope, options, feasibility, and costs.
- ii. Review needed streetscape improvements such as crosswalks and other pedestrian amenities.

C. Connect current property owners and developers with prospective business owners, developers, and industry representatives of key needed and desired businesses to discuss options for adding housing, bringing in new businesses, and expanding current businesses that are reflective of the community vision

D. Evaluate opportunities to help finance future development of new businesses utilizing District Increment Financing in the re-zoned area around the commons and abutting lots

2

Increase the customer base in the district to support downtown businesses by adding housing and marketing the village to residents and visitors.

A. Add housing in the Business Village District

- i. Meet with property owners to explore interest in adding housing to their current properties, building on current structures or building new structures), and gather input on the height and density needed to make housing and mixed-use development financially viable.
- ii. Explore new zoning regulations to encourage housing and mixed-use development in the downtown. To encourage this development, new regulations will need to be more flexible. The following changes should be considered:
 1. Reduced minimum lot area, lot frontage, lot depth, parking requirements, and minimum yard requirements to make it possible to develop on smaller parcels resulting in housing that is of a smaller scale and more naturally affordable.
 2. Increased height, potentially up to three stories, to allow for more density that makes it possible to build the number of housing units needed to make a project financially viable and attractive to developers.
 3. Include development standards and design guidelines in the zoning to ensure the architecture and style of new housing developments are consistent with the rural character of the Town.
 4. Apply 40B Guidelines (in development) to the extent possible in order to meet state requirements with acceptable, affordable housing options.
 5. Evaluate the feasibility of revising current zoning regulation to allow for occupancy of accessory dwelling units by non-family members to increase housing options within the BVD.
- iii. Require new housing developments in the downtown to set aside a portion of units as deed-restricted Affordable Housing units to ensure new housing is affordable to the workforce needed to support economic growth in the downtown, and provide housing for seniors and others currently priced out of the housing market
 1. This requirement should be based on the size of the housing development and should be carefully drafted, so it does not discourage overall housing development by requiring too many Affordable Units.
 2. Offer a density bonus allowing more market-rate units in exchange for more deed-restricted Affordable Housing beyond what is required to make projects more financially viable.
 3. This requirement should also look at possible configurations of deed-restricted and other types of naturally affordable housing options.
- iv. Pursue a Housing Production Plan for Topsfield
 1. If the Town would like to prepare an HPP, some funding may be available from MAPC through the technical assistance program.

B. Expand marketing efforts

- i. Work with business owners to create joint marketing materials and initiatives and strategy for advertising.
- ii. Coordinate with Topsfield Fairgrounds to market downtown activities to Fairground event attendees. This could include:
 1. Direction and promotional signage
 2. Downtown parking arrangements for Fair attendees to attract them to businesses in the downtown

C. Improve parking and traffic management

- i. Implement the recommendations of the Downtown Parking Study to improve parking management in the district.

1. Add signage and wayfinding tools
 - a. Add sign on Main Street directing to Public Lot on School Street—Add sign at Public Lot
 - b. Add sign near MBTA lot directing to downtown Topsfield
 - c. Consider signage for MBTA lot near the rail trail
 - d. Create a parking map for the town website
2. Pursue shared parking agreements
 - a. Pursue shared parking agreements with Topsfield Shopping Center, St. Rose of Lima Catholic Church, and local shop owners.
 - b. Agreements can be for:
 - i. Select groups, i.e., residents or employees
 - ii. General public
 - iii. Limited hours
 - c. Provide services in exchange for open parking (i.e., plowing, signage, striping, signage, plantings, etc.)
3. Explore establishing time limits for Main Street
 - a. Create 2-hour time limits for parking spaces in front of Post Office and between Central and School Street
 - i. Must be coupled with long-term parking option
 - ii. Monitor and adjust
 - b. Enforce time limits
 - i. Considerations
 1. First Ticket Free
 2. Provide a parking map with tickets so drivers know where they can park
4. Implement multimodal improvements
 - a. Make a pedestrian-friendly walkway to the public lot on School Street
 - b. Add lighting to the public lot on School Street
 - c. Add a crosswalk to Main Street, north of Central Street
 - d. Add drop-off Post Office box to alleviate congestion on-street
 - e. Bicycle racks
- ii. Explore traffic calming measures that are conducive to community building such as road and sidewalk design, pavement murals and stencils
- iii. Determine traffic management needs and potential solutions (signage, lane design, and markings, signalization, etc.)

3

Enhance the look, feel, and safety of the district to maintain a vibrant and walkable downtown and create a sense of place where all can gather.

A. Develop a public space improvement plan with design guidelines and establish key locations for improvements to ensure coordination

B. Implement streetscape improvements

- i. Conduct a study to investigate the feasibility of grounding overhead utilities to improve the appearance and function of downtown spaces.
- ii. Make aesthetic improvements to sidewalks at key locations, including amenities such as benches, tables, trash receptacles, attractive warm lighting, kiosks, etc.
- iii. Evaluate opportunity for additional sidewalks in key locations determined to have high foot and vehicular traffic through collaboration with Topsfield Police Department
- iv. Commission local artists to paint murals on key sites in the district
- v. Work with Topsfield Public Works to explore the feasibility of installing Bigbelly solar-powered trash compactor bins that reduce hours spent on collection and maintain a vibrant downtown district

- vi. Install bike racks

C. Implement improvements to the facades and signage of businesses in prominent locations

D. Install street banners to enhance the look of downtown to promote events

E. Improve district lighting

- i. Improve the lighting near Town Hall, around the Common and in the Municipal Parking Lot.
- ii. Consider closer-spaced, lower-wattage warm LED lighting in pedestrian areas.
- iii. Explore the possibility of converting streetlights to solar-powered lights.
- iv. Use string lighting over the street or other decorative lighting to enhance the sense of place in downtown.
- v. Consider installing decorative or historical street lamps along downtown Main Street.

F. Install directional and promotional signage

- i. Install signage at key locations in Topsfield to direct visitors to the downtown
 - 1. Rte. 1 at South Main St. and Central St.
 - 2. Rte. 97
- ii. Install signage in the downtown with directions to key locations (parking, key amenities)
 - 1. Intersection in front of Town Hall/Library
 - 2. Other locations
- iii. Install a prominent town kiosk that can be a central information space for the community including historical information about Topsfield

G. Add plantings to the district with continued watering and maintenance, while ensuring that choice of plantings and watering procedures support and abide by water conservation guidelines

- i. Add potted aerial plants and planters with flowers in key locations throughout the downtown.
- ii. Add groundcover plantings in front of or between key businesses in the district.
- iii. Incentivize improved landscaping at private properties through small grants & low-key competitions/exhibitions for attractive displays.

H. Install community amenities to create a sense of place and attract residents and visitors to the downtown

- i. Install benches at key locations in the business district to increase gathering spaces for community members and visitors
- ii. Evaluate the feasibility of creating a dog park in or adjacent to the business district
- iii. Explore areas where pocket parks (approx. 100-600 sf) could be added to bring more activity to downtown.
- iv. Make improvements to Emerson Field
- v. Explore the feasibility of expanding recreational areas/facilities:
 - 1. Community Pickle Ball Court/BBall
 - 2. Hockey Rink
 - 3. New nets on Proctor Field
 - 4. Mountain Biking Trail
 - 5. Rec Center

I. Collaborate with the Congregational Church to improve the entrance to Emerson Center near the intersection of Rt 97 and Main St. across from the library and explore improvements to Emerson Field

- J. **Develop a plan for enhancing landscaping to allow sight of key historic buildings along Main St. (Town Hall, Proctor School, Library) to create a more attractive and pedestrian-scale feel**
- K. **Fix the town hall clock to highlight its historic value and accuracy, and add night lighting**

4

Increase community-building events in the district to create an energetic downtown with a strong sense of community.

- A. **Explore the idea of having town-sponsored regular food truck events at the Essex Coop, which already hosts food trucks, or possibly downtown, along the Common, Park St parking lot adjacent to the Rail trail, etc. Gazebo/Giant backyard games on common**
- B. **Kids Events**
- C. **Mini Golf**
- D. **Road races**
- E. **Concerts**
- F. **Pop Up Events**
- G. **Festivals**

5

Expand Town capabilities and resources to achieve these goals.

A. Hire a part-time Town Planner with the goal of:

- i. Coordinating town-wide planning efforts. This includes:
 - 1. Leading the implementation of the Downtown Revitalization Plan, in partnership with a Downtown Oversight Group.
 - 2. Leading efforts to address housing needs, such as a Housing Production Plan, and a review of affordable housing options beyond 40B. The planner should also incentivize housing options through a clear and easy permitting process that ensures the Town's development goals are achieved.
 - 3. Serving as a town Development Officer charged with attracting and engaging potential new businesses and activities, and with facilitating smooth, efficient processes for applicants working with various Town Departments.
 - 4. Developing an easy to follow guide to facilitate opening or expanding a business in Topsfield
- ii. Developing new funding sources through grant applications and other efforts.
 - 1. Consider creating a part-time grant-writing position to assist in the timely application for available assistance with the state and others.

B. Establish a Downtown Revitalization oversight group (Implementation Committee) made up of Topsfield residents, business owners, and Town officials to ensure momentum continues

- i. Create a volunteer Downtown maintenance group to provide continued care to the downtown (landscaping, other improvements)

C. Work with the Topsfield Community Partnership to help support funding for projects in the downtown

D. Facilitate the creation of a Topsfield business group to assist with joint promotion and downtown revitalization efforts

Implementation

MAPC provided the Town with an implementation matrix to guide the implementation of the plan (see Appendix). The Working Group categorized the strategies based on the timeframe for implementation, and listed the stakeholders needed for successful implementation. The resources required for each activity will be determined in collaboration with the Town staff and officials.

Implementation Committee

The Implementation Committee will play a key role in ensuring the successful execution of the plan beginning in 2020. The Committee shall include members of the Town leadership, business owners, residents, and other key stakeholders. The Working Group developed a plan to recruit members for the implementation committee based on the types of skill sets and roles needed on the Committee.

Resources for Implementation

Significant financial and human resources are required for the successful implementation of the downtown plan. A combination of public, private, and non-profit funding sources can provide the necessary funds to achieve success.

Public Resources

The Community Compact is an agreement entered into between the Baker-Polito Administration and individual municipalities in the State. The community agrees to implement at least one best practice selected from across a variety of areas. Funding is available for the implementation of such best practices.

The District Local Technical Assistance (DLTA) program provides funding for municipalities to receive planning support from regional planning agencies such as MAPC.

The Planning Assistance Grant Program through the Executive Office of Energy & Environmental Affairs (EEA) provides small grants to municipalities for planning projects that advance community resilience.

The Massachusetts Downtown Initiative offers grants for downtown revitalization projects (and provided the funding for the parking study). FY20 grant applications are due on January 10, 2020.

MassDevelopment offers a range of financial products to facilitate private development, such as the Site Readiness Program, that provides the funding needed to enable the development of underutilized parcels.

The MassWorks Infrastructure Program provides capital funds to municipalities and other public entities to fund public infrastructure projects that facilitate development, such as housing and commercial development. Applications are due in August of 2020.

Appendices

A. Implementation Matrix

B. Zoning Table

C. Town of Topsfield: Downtown Village Parking Management Plan

D. Community Feedback

Topsfield Downtown Revitalization Plan Implementation Matrix 2020

Timeline: Immediate: Within 1 year; Near-term: 1-2 years; Mid-term: 2-3 years; Long-term: 4+ years; Ongoing

	Goal/Strategy/Action	Parties Responsible	Timeline	Potential Resources (Technical assistance and/or funding opportunities)
Economic Development				
	GOAL 1: ATTRACT NEW BUSINESSES TO THE DISTRICT TO RESPOND TO THE NEEDS OF TOPSFIELD RESIDENTS			
	Strategy 1: Review and Update Zoning			
	1A: Explore re-zoning the town common and abutting lots to create a new Common District. Such a zoning district should preserve the character of the common, but expand permitted uses to include selected businesses such as guest houses, restaurants, and business offices.	TA, BOS, Planning Board	Immediate	
	1B: Explore modifying existing zoning regulations to: --Adjust required setbacks for downtown development since most buildings are currently non-compliant, and any building changes/new construction requires ZBA review. --Permit 3-story buildings (commercial and residential) in the Business Village District (BVD) to spur investment and increase the financial viability of such projects. --Increase parking flexibility through parking minimums for businesses and resident on Main Street in the Downtown. Increase parking flexibility through the following longer-range actions: a. Allow shared parking to meet requirements--Esp. in mixed-use developments b. Allow change-of-use below a certain threshold c. Require bicycle parking d. Design considerations e. Limit curb cuts f. Minimum/maximum widths for driveways	TA, BOS, Planning Board	Near-term Mid-term	
	1C: Review and update licensing and permitting procedures for businesses, such as the one-day liquor license.	TA, BOS, Alcohol Advisory Board	Immediate	
	Strategy 2: Improve District Infrastructure			
	2A. Evaluate the need to expand sewer capacity in the district; investigate the capacity of several key parcels to determine development options; based on findings, investigate scope, options, feasibility, and costs.	TA, BOS, Planning Board	Mid-term	
	Strategy 3: Connect current property owners and developers with prospective business owners, developers, and industry representatives of key needed and desired businesses to discuss options for adding housing, bringing in new businesses, and expanding current businesses that are reflective of the community vision	TA, BOS, Planning Board	Near-Mid term	
	Strategy 4: Evaluate opportunities to help finance future development of new businesses utilizing District Increment Financing in the re-zoned area around the commons and abutting lots.	TA, BOS, FinCom, Accountant, Assessor	Near-term	
	GOAL 2: INCREASE THE CUSTOMER BASE IN THE DISTRICT TO SUPPORT DOWNTOWN BUSINESSES BY ADDING HOUSING, AND MARKET THE			
	Strategy 1: Add housing in the BVD			
	1A: Meet with property owners to explore interest in adding housing to their current properties, building on current structures or building new structures), and gather input on the height and density needed to make housing and mixed-use development financially viable.	TA, Planning Board, BOS, Building Inspector, Health Agent, Property Owners	Near-term	
	1B: Explore new zoning regulations to encourage housing and mixed-use development in the downtown. To encourage this development, new regulations will need to be more flexible. The following changes should be considered: --Reduced minimum lot area, lot frontage, lot depth, parking requirements, and minimum yard requirements to make it possible to develop on smaller parcels resulting in housing that is of a smaller scale and more naturally affordable. --Increased height, potentially up to three stories, to allow for more density that makes it possible to build the number of housing units needed to make a project financially viable and attractive to developers.	TA, Planning Board, BOS, Building Inspector, Health Agent	Mid-term	
	1C: Include development standards and design guidelines in the zoning to ensure the architecture and style of new housing developments are consistent with the rural character of the Town.	TA, Planning Board, BOS, Building Inspector, Health Agent	Mid-term	
	1D: Apply 40B Guidelines (in development) to the extent possible in order to meet state requirements with acceptable, affordable housing options.	TA, Planning Board, BOS, Building Inspector, Health Agent	Mid-term	
	1E: Evaluate the feasibility of revising current zoning regulation to allow for occupancy of accessory dwelling units by non-family members to increase housing options within the BVD.	TA, Planning Board, BOS, Building Inspector, Health Agent	Near-term	
	Strategy 2: Pursue a Housing Production Plan for Topsfield (some funding may be available from MAPC through the technical assistance program).	Town Administrator, Planning Board, BOS, Building Inspector, Health Agent, Fincom, Accountant	Mid-term	
	Strategy 3: Expand marketing efforts			
	3A: Work with business owners to create joint marketing materials and initiatives and strategy for advertising.	TA, Business Owners	Near-term	
	3B: Coordinate with Topsfield Fairgrounds to market downtown activities to Fairground event attendees. This could include Direction and Promotional signage and downtown parking arrangement for Fair attendees to attract them to businesses in the Downtown	TA, Jamie O'Brien, Highway, Police Dept	Immediate	
	Strategy 4: Improve parking and traffic management through implementation of the Downtown Parking Study.			
	4A: Add signage and wayfinding tools including: --sign on Main Street directing to Public Lot on School Street--Add sign at Public Lot --sign near MBTA lot directing to downtown Topsfield --signage for MBTA lot near the rail trail	TA, BOS, Planning Board, Highway, Police Dept	Near-term	
	4B: Create a parking map for the Town website.	Town Administrator, Sue Winslow	Immediate	
	4C: Create 2-hour time limits for parking spaces in front of Post Office and between Central and School Street, coupled with long-term parking option. Enforce time limits - considerations: 1. First Ticket Free 2. Provide a parking map with tickets so drivers know where they can park. Monitor and adjust.	TA, Highway, Police Dept, BOS, Planning Board	Immediate	

Topsfield Downtown Revitalization Plan Implementation Matrix 2020

Timeline: Immediate: Within 1 year; Near-term: 1-2 years; Mid-term: 2-3 years; Long-term: 4+ years; Ongoing

Goal/Strategy/Action	Parties Responsible	Timeline	Potential Resources (Technical assistance and/or funding opportunities)
4D: Pursue shared parking agreements with Topsfield Shopping Center, St. Rose of Lima Catholic Church, and local shop owners. Agreements can be for: i.Select groups, i.e., residents or employees ii.General public iii.Limited hours Provide services in exchange for open parking (i.e., plowing, signage, striping, signage, plantings, etc.)	TA, Highway, Police Dept, BOS, Planning Board, Accountant, FinCom, Legal	Near-term	
4E: Make a pedestrian-friendly walkway to the public lot on School Street	TA, Highway, BOS, Planning Board	Immediate	
4F: Add lighting to the public lot on School Street	TA, Highway, BOS, Planning Board	Immediate	
4G: Add a crosswalk to Main Street, north of Central Street	TA, Highway, BOS, Planning Board	Near-term	
4H: Add drop-off Post Office box to alleviate congestion on the Post Office	TA, Highway, BOS, Planning Board, Post Office, Mr. Flomp	Near-term	
Strategy 5. Explore traffic calming measures that are conducive to community building (such as road and sidewalk design, pavement murals and stencils).	TA, Highway, BOS, Planning Board, Police Dept.	Mid-term	
Strategy 6. Determine traffic management needs and potential solutions (signage, lane design, and markings, signalization, etc.)	TA, Highway, BOS, Planning Board, Police Dept.	Mid-term	
GOAL 3: ENHANCE THE LOOK, FEEL AND SAFETY OF THE DISTRIC TO MAINTAIN A VIBRANT AND WALKABLE DOWNTOWN, AND CREATE A SENSE			
Strategy 1: Develop a public space improvement plan with design guidelines and establish key locations for improvements to ensure coordination. Plan to include: --Aesthetic improvements to sidewalks at key locations, including amenities such as benches, tables, trash receptacles, attractive warm lighting, kiosks, etc. --Evaluation of adding additional sidewalks in key locations determined to have high foot and vehicular traffic --Possible commission of local artists/residents/students to paint murals on key sites in the district --Exploring the feasibility of installing Bigbelly solar-powered trash compactor bins that reduce hours spent on collection and maintain a vibrant downtown district --Adding bike racks in key locations to encourage biking and safe storage of bikes away from business entrances	TA, BOS, Highway, Police Dept., COA, Schools, Business Owners, Accountant, Fincom, Parks & Cemetary, Recycling Task Force, TCP	Immediate	
Strategy 2: Conduct a study to investigate the feasibility of grounding overhead utilities to improve the appearance and function of downtown spaces.	TA, BOS, Highway, Accountant, Fincom	Long-term	
Strategy 3: Implement improvements to the facades and signage of businesses in prominent locations.	TA, BOS, Business/Building Owners, TCP	Near-mid term	
Strategy 4: Install street banners to enhance the look of downtown to promote events	TA, Highway, TCP	Near-term	
Strategy 5: Improve district lighting			
5A. Improve the lighting near Town Hall, around the Common and in the Municipal Parking Lot.	TA, BOS, Highway, COA Fincom, Accountant	Mid-term	
5B. Consider lower-wattage warm LED lighting in pedestrian areas.	TA, BOS, Highway, Fincom, Accountant	Near-term	
5C. Consider installing decorative or historical solar-powered street lamps along downtown Main Street.	TA, BOS, Highway, Fincom, Accountant	Mid-term	
5D. Use string lighting over the street or other decorative lighting to enhance the sense of place in downtown.	TA, BOS, Highway, Fincom, Accountant, Business Owners	Near-term	
Strategy 6: Install directional and promotional signage to direct visitors to the Downtown including signs at: --Rte. 1 at South Main St. and Central St. --Rte. 97 --in the downtown with directions to key locations (parking, key amenities) --at the intersection in front of Town Hall/Library --other locations	TA, BOS, Highway, Fincom, Accountant,Planning Board, Building Inspector	Near-term	
Strategy 7: Install a prominent town kiosk that can be a central information space for the community including historical information about Topsfield	TA, BOS, Highway, Fincom, Accountant,Planning Board, Building Inspector	Mid-term	
Strategy 8: Add plantings to the district with continued watering and maintenance, while ensuring that choice of plantings and watering procedures support and abide by water conservation guidelines			
8A. Add potted aerial plants and planters with flowers in key locations throughout the downtown.	TA, Planning Board, Business Owners, Parks & Cemetery, TCP	Immediate	
8B. Add groundcover plantings in front of or between key businesses in the district.	TA, Planning Board, Business Owners, Parks & Cemetery, TCP	Immediate	
8C. Incentivize improved landscaping at private properties through small grants & low-key competitions/exhibitions for attractive displays.	TA, Planning Board, Business Owners, Parks & Cemetery, TCP	Mid-term	
Strategy 9: Install community amenities to create a sense of place and attract residents and visitors to the downtown			
9A. Install benches at key locations in the business district to increase gathering spaces for community members and visitors	TA, BOS, Planning Board, Business Owners, Parks & Cemetery, TCP	Immediate	
9B. Evaluate the feasibility of creating a dog park in or adjacent to the business district	TA, Planning Board, Parks & Cemetary	Immediate	
9C. Explore areas where pocket parks (approx. 100-600 sf) could be added to bring more activity to downtown.	TA, Planning Board, Parks & Cemetary	Immediate	

Topsfield Downtown Revitalization Plan Implementation Matrix 2020

Timeline: Immediate: Within 1 year; Near-term: 1-2 years; Mid-term: 2-3 years; Long-term: 4+ years; Ongoing

	Goal/Strategy/Action	Parties Responsible	Timeline	Potential Resources (Technical assistance and/or funding opportunities)
	Strategy 10: Explore the feasibility of expanding recreational areas/facilities including: --Outdoor Hockey Rink (ie, a portion of the Proctor School ballfield/playground during the winter) --New nets on Proctor Field --Mountain Biking Trail --Community Pickle Ball Court/BBall --Rec Center	TA, BOS, Planning Board, COA Parks & Cemetary, Proctor School	Near-term Immediate Near-term Mid-term Mid-term	
	Strategy 11: Collaborate with the Congregational Church to improve the brick entrance to Emerson Center (intersection of Rt 97 and Main St.)	TA, Congregational Church, TCP	Immediate	
	Strategy 12: Develop a plan for enhancing landscaping to allow sight of key historic buildings along Main St. (Town Hall, Proctor School, Library) to create a more attractive and pedestrian-scale feel.	TA, BOS, Schools, Planning Board, Highway, Parks & Cemetary	Immediate	
	Strategy 13: Fix the town hall clock to highlight its historic value and accuracy, and add night lighting	TA, Historical Society, Town Hall Building Committee	Immediate	
	GOAL 4: INCREASE COMMUNITY-BUILDING EVENTS IN THE DISTRICT TO AMINTAIN A MORE ENERGETIC DOWNTOWN.			
	Strategy 1: Explore the idea of town-sponsored food truck events. Possible locations include the Essex Coop (which already hosts food trucks), downtown, along the Common, in Park St parking lot adjacent to the Rail trail, etc.	TA, Essex Coop, Parks & Cemetary, Health Agent, Police Dept	Near-term	
	Strategy 2: Explore the creation of recreational events Downtown or on the Common (such as Giant backyard games, mini-golf, concerts, Pop Up events, festivals, road races, etc.)	TA, Parks & Cemetary, Police Dept	Near-term	
	GOAL 5: EXPAND TOWN CAPABILITIES AND RESOURCES TO ACHIEVE THESE GOALS.			
	Strategy 1. Hire a part-time Town Planner with the goal of: i.Coordinating town-wide planning efforts. This includes: 1.Lleading the implementation of the Downtown Revitalization Plan, in partnership with a Downtown Oversight Group. 2.Lleading efforts to address housing needs, such as a Housing Production Plan, and a review of affordable housing options beyond 40B. The planner should also incentivize housing options through a clear and easy permitting process that ensures the Town’s development goals are achieved. 3.Serving as a town Development Officer charged with attracting and engaging potential new businesses and activities, and with facilitating smooth, efficient processes for applicants working with various Town Departments. 4. Developing an easy to follow guide to facilitate opening or expanding a business in Topsfield ii.Developing new funding sources through grant applications and other efforts. 1.Consider creating a part-time grant-writing position to assist in the timely application for available assistance with the state and others.	Town Administrator, BOS, FinCom, Planning Board	Immediate	
	Strategy 2: Establish a Downtown Revitalization oversight group made up of Topsfield residents, business owners, and Town officials to ensure momentum and communication on progress continues.	Town Administrator, BOS	Near-term	
	Strategy 3: Solicit a volunteer Downtown maintenance group to provide continued care to the downtown (landscaping, other improvements)	Town Administrator, BOS, Garden Clubs	Immediate	
	Strategy 4: Work closely with the Topsfield Community Partnership (TCP) to coordinate town and TCP activities to help revitalize the downtown.	Town Administrator, BOS, TCP	Ongoing	
	Strategy 5. Facilitate the creation of a Topsfield business group to assist with joint promotion and downtown revitalization efforts.	Town Administrator, BOS, Business Community	Near-term	

ARTICLE III
USE REGULATIONS

3.01 Applicability of Use Regulations.

Except as provided in the Zoning Act or in this By-Law, no building, structure, or land shall be used except for the purposes permitted in the district and as described in the section. Any use not listed shall be construed as prohibited.

(Art. 45, 5/9/78; Art. 23, 5/5/81)

3.02 Permitted Uses.

The following Table of Use Regulations designates for each zoning district the uses permitted by right (P), the uses that may be permitted by a special permit in the district in accordance with Article V (S), the uses not permitted (NP), and uses that are not applicable (NA). In the Business Village Mixed Use Zone mixed uses shall be allowed provided that each principal use is separately allowed in the bylaw for the Business Village District.

(Art. 45, 5/9/78; Art. 23, 5/5/81; Art. 25, 5/4/82; Art. 41, 5/7/85; Art. 37, 5/2/90; Art. 34, 5/1/2001; Art. 31, 5/4/2004; Art. 41, 5/4/2005; Art. 41, 5/6/2008; Art. 32, 5/4/2010; Art. 27 & 29, 5/3/2011; Art. 33, 5/1/2012; Art. 43, 5/7/2013; Art. 42, 5/6/2014; Art.33, 5/1/2018; Art. 34, 5/7/2019)

**Table of Use Regulations
Overlay Districts**

Elderly Housing District	Permitted in all zones by Special Permit. See Article III, 3.16
Groundwater Protection District	See Article XI for delineation and permitted uses.
Flood Plain District	See Article VI for delineation and permitted uses.

Zones

Residential	ORA = Outlying Residential and Agricultural	Mixed Use	BV= Business Village
	IRA = Inner Residential and Agricultural		BH = Business District Highway BHN = Business District Highway North
	CR = Central Residential	Commercial	BP = Business Park

Abbreviations: P = Permitted, P* = Permitted only within Mixed Use, S = Special Permit, NP = Not Permitted, NA = Not Applicable

Permitted Uses		ORA	IRA	CR	BV	BH	BP	BHN
1. Residential								
1.1	Single Family Dwelling	P	P	P	P	P	P	P
1.2	Two Family Dwelling	NP	NP	NP	S	P*	NP	P*
1.3	Multi-Family Dwelling	NP	NP	NP	S	P*	NP	P*
1.4	Multi-Family Residence for the Elderly	See Elderly Housing Overlay District above.						
1.5	Lodging and Boarding houses	S	S	S	S	NP	S	NP
1.6	Temporary Accessory Apartments	P ¹	P ¹	P ¹	P ¹	P ¹	P ¹	P

2. Community Facilities		ORA	IRA	CR	BV	BH	BP	BHN
2.1	House of Worship	P	P	P	P	P	P	P
2.2	Non-Profit School	P	P	P	P	P	P	P
2.3	For Profit School	NP	NP	NP	S	S	S	S
2.4	Town building except Public Works Garage and Fire Station	P	P	P	P	P	P	P
2.5	Town Public Works Garage and Fire Station	S	S	S	S	P	S	NP
2.6	Publicly-owned recreational facilities	P	P	P	P	P	P	P
2.7	Privately-owned recreational facilities	S	S	NP	NP	NP	S	NP
2.8	Library or Museum	P	P	P	P	P	P	P

	Community Facilities (Continued)	ORA	IRA	CR	BV	BH	BP	BHN
2.9	Cemetery	S	S	NP	NP	NP	S	NP
2.10	Day Camp for children	S	S	S	S	NP	S	NP
2.11	Public Utilities	S	S	S	S	S	S	S
2.12	Civic and Social Organizations	S	S	S	S	S	S	S
2.13	Communications and telephone towers	See Article XII for restrictions and regulations.						
2.14	Hospital	S	S	NP	NP	S	S	NP
2.15	Medical Clinic	NP	NP	NP	S	S	S	S
2.16	Nursing and Community Care Facilities	S	S	NP	NP	S	S	NP
2.17	Conference and Event Facility	S	S	S	S	S	S	S
2.18	Medical Marijuana Treatment Center	NP	NP	NP	NP	NP	S	NP

3. Agriculture		ORA	IRA	CR	BV	BH	BP	BHN
3.1	Agricultural, horticultural, viticultural and floricultural production	P	P	P	P	P	P	P
3.2	Non-commercial forestry	P	P	P	P	P	P	P
3.3	Commercial forestry (excluding milling)	S	S	NP	NP	S	S	S
3.4	Farm Stand (on property of less than 5 acres)	P	P	S ²	S ²	S ²	P	S ²
3.5	Farm Stand (on property of more than 5 acres)	P ²	P ²	P ²	P ²	P ²	P ²	P ²
3.6	Farmers Markets	S	S	P	P	P	S	P
3.7	Home farm products stand	P	P	P	P	P	P	P
3.8	Raising of livestock for commercial use	S	S	S	NP	NP	S	NP
3.9	Commercial stables	P	P	P ⁵	P ⁵	P ⁵	P ⁵	P ⁵

4. Retail and Service		ORA	IRA	CR	BV	BH	BP	BHN
4.01	Retail establishment selling principally convenience goods	NP	NP	NP	P	NP	NP	NP
4.02	Retail establishment selling general merchandise	NP	NP	NP	P	NP	NP	S
4.03	Hardware store	NP	NP	NP	P	S	NP	S
4.04	Retail establishment selling foods	NP	NP	NP	P	S	NP	S
4.05	Retail establishment selling sporting goods	NP	NP	NP	P	S	NP	S
4.06	Pharmacy (Drug Store)	NP	NP	NP	P	S	NP	S
4.07	Optical Goods Store	NP	NP	NP	P	S	S	S
4.08	Cosmetics, beauty supply and perfume store	NP	NP	NP	P	S	S	S

	Retail and Service (Continued)	ORA	IRA	CR	BV	BH	BP	BHN
4.09	Retail establishment selling hand-crafts	NP	NP	NP	P	S	S	S
4.10	Retail establishment selling motor vehicles	NP	NP	NP	NP	S	NP	NP
4.11	Dry-cleaning and laundry establishment (except coin operated)	NP	NP	NP	P	S	NP	S
4.12A	Restaurant, Full Service	NP	NP	NP	S	S	S	S
4.12B	Restaurant, Limited Service	NP	NP	NP	S	S	S	S
4.12C	Restaurant, Formula Fast Food	NP	NP	NP	NP	NP	NP	NP
4.12D	Restaurant, Snack & Non-Alcoholic Beverage	NP	NP	NP	S	S	S	S
4.12E	Retail Specialty Foods	NP	NP	NP	S	S	S	S
4.13	Guest House and Bed and Breakfast	S	S	S	S	S	S	S
4.14	Drive-in and drive-through eating establishment	NP	NP	NP	NP	NP	NP	NP
4.15	Funeral Establishment	NP	NP	NP	S	S	NP	S
4.16	Bank (full service)	NP	NP	NP	P	S	S	S
4.17	Exterior Automatic Teller Machines	NP	NP	NP	S	S	S	S
4.18	Interior Automatic Teller Machines	NP	NP	NP	P	P	S	P
4.19	Drive-in and drive-through establishment	NP	NP	NP	S	NP	NP	NP
4.20	Automotive repair or service	NP	NP	NP	NP	S	NP	NP
4.21	Professional, technical, scientific and business offices	NP	NP	NP	P	P	S	P
4.22	Other business repair services	NP	NP	NP	P	P	S	P
4.23	Art Gallery	NP	NP	NP	P	P	S	P
4.24	Fitness and recreational sports facilities	NP	NP	NP	S	S	S	S
4.25	Barber Shops	NP	NP	NP	P	S	S	S
4.26	Beauty Salons	NP	NP	NP	P	S	S	S
4.27	Skin and Nail Care Salons	NP	NP	NP	P	S	S	S
4.28	Medical and Dental Offices	NP	NP	NP	P	P	S	P
4.29	Chiropractors' Offices	NP	NP	NP	P	P	S	P
4.30	Amusement or recreation services	NP	NP	NP	NP	NP	NP	NP
4.31	Commercial parking lot	NP ³	NP ³	NP ³	NP ³	NP ³	NP ³	NP ³
4.32	Wind energy conversion system – small scale	S ⁴	S ⁴	S ⁴	S ⁴	S ⁴	S ⁴	S ⁴
4.33	Florist	NP	NP	NP	P	P	P	P
4.34	Catering	NP	NP	NP	S	S	S	S
4.35	Commercial kennels	NP	NP	NP	NP	S	S	NP
4.36	Veterinary Hospital	S	NP	NP	NP	P	P	S

	Retail and Service (Continued)	ORA	IRA	CR	BV	BH	BP	BHN
4.36 A	Ground-mounted Solar Installations 500 sq. ft. or less	P	P	P	P	P	P	P
4.37 B	Ground-mounted Solar Installations Over 500 sq. ft.	S	S	S	S	S	S	S
4.38	Marijuana Establishments	NP	NP	NP	NP	NP	NP	NP

5. Trades, Wholesale, Transportation and Industrial		ORA	IRA	CR	BV	BH	BP	BHN
5.01	Manufacturing	NP	NP	NP	NP	S	S	NP
5.02	Construction industry and supplies	NP	NP	NP	NP	S	S	NP
5.03	Transportation services	NP	NP	NP	S	S	NP	NP
5.04	Commercial earth and stone removal	NP	NP	NP	NP	NP	NP	NP
5.05	Processing and/or storage of earth products	NP	NP	NP	NP	NP	NP	NP
5.06	Warehouses	NP	NP	NP	NP	NP	NP	NP
5.07	Distribution centers	NP	NP	NP	NP	NP	NP	NP
5.08	Storage Facilities	NP	NP	NP	NP	NP	NP	NP
5.09	Wholesale automobile sales	NP	NP	NP	NP	NP	NP	NP
5.10 A	Research and Development Facilities, General	NP	NP	NP	NP	S	S	S
5.10 B	Research and Development Facilities for Alternative Energy and Renewable Energy	NP	NP	NP	NP	S	P	S

6. Accessory Uses		ORA	IRA	CR	BV	BH	BP	BHN
6.01	Home Occupation	P	P	P	P	P	P	P
6.02	Accessory building or other structure subject to provisions of Article VI	P	P	P	P	P	P	NP
6.03	Accessory uses normally incidental to residential uses including keeping of domestic animals and agricultural and horticultural uses	P	P	P	P	P	P	P
6.04	Accessory private garage for not more than three commercial vehicles except on farm	S	S	S	S	S	P	NP
6.05	Storage of one unregistered motor vehicle, trailer, boat or motorized home in the open not within any required setback	P	P	P	P	P	P	NP

	Accessory Uses continued	ORA	IRA	CR	BV	BH	BP	BHN
6.06	Accessory outside storage necessary for operation of principal use	S	S	S	S	S	S	NP
6.07	Accessory Signs	P	P	P	P	P	P	P
6.08	Accessory parking and loading spaces	P	P	P	P	P	P	P
6.09	Swimming pools, tennis courts and similar uses accessory to a residence.	P	P	P	P	P	P	P

Footnotes

¹In accordance with Article VII, 7.03 Temporary Accessory Apartment Special Permit By-Law

²Subject to definition and restrictions of MGL40A

³Except in accordance with Article III, 3.13 and 3.14

⁴See Article XV for permitting standards

⁵Limited to more than five acres

3.03 Uses Subject to Other Regulations.

Uses permitted by right or by special exception shall be subject, in addition to use regulations, to all other provisions of this By-Law. (Art. 45, 5/9/78; Art. 23, 5/5/81)

3.04 Table of Use Regulations.

See table on pages 25-28, which is declared to be a part of this By-Law.

3.05 Nonconforming Uses.

- A. Any lawful building or use of a building or premises or part thereof existing at the time this By-Law or any amendment thereto is adopted, may be continued although such building or use does not conform to the provisions thereof. No nonconforming use shall be changed, moved, or extended in space and no nonconforming building or structure shall be structurally or substantially altered, or enlarged or replaced by a new building unless, upon application to and a finding by the Permit Granting Authority, it can be shown that such change, if carried out, would not be more detrimental or objectionable to the neighborhood. Any such finding by the Permit Granting Authority pursuant to this section shall lapse one (1) year from the date of issuance (excluding the period of any appeal of such finding) if a substantial exercise of the rights permitted by the finding has not sooner commenced. Findings may be extended for successive periods of one year upon application to the Permit Granting Authority prior to the end of each one (1) year period and a showing of good cause. No nonconforming use can be changed, moved or re-established where such use has been discontinued for a period of two (2) years or more.
- B. In no event shall a nonconforming use of a building, structure, or use of land or premises be changed, altered, enlarged, extended, or be held to include racing with pari-mutuel betting except to the extent already in use for a period not to exceed six (6) days at the Essex Agricultural Fair, but to no greater extent.
- C. A nonconforming single family or two family residential structure located on a lot whose only nonconformity is insufficient frontage may be altered if the structure, as altered, complies with all current requirements for setbacks, yards, building coverage and building height, as determined by the Inspector of Buildings.

(Art. 3, 6/25/47; Art. 45, 5/9/78; Art. 23, 5/5/81; Art. 29, 5/6/86; Art. 48, 5/7/87; Art. 42, 5/6/2008; Art. 40, 5/5/2015)

3.06 Uses in Business Park District.

In addition to those uses permitted in the Business Park District in the Table of Use Regulations, all uses permitted in the outlying Residential and Agricultural District shall be permitted in the Business Park District either by right or by special permit as such uses are permitted in the Outlying Residential and Agricultural District, and all provisions of this By-Law governing ORA uses, including the dimensional and density requirements of Article IV hereof, shall apply to any such ORA uses in the Business Park District. (Art. 45, 5/9/78; Art. 23, 5/5/81)

3.07 Uses in Residential Districts.

In addition to those uses set forth in the Table of Use Regulations, the following uses shall be permitted in the Central Residential, Inner Residential and Agricultural, and Outlying Residential and Agricultural Districts:

- a. Professional offices in private residences maintained by the residents thereof which are an accessory use as defined by the By-Law.

b. Home occupations which (i) are carried on by a resident who lives on the premises and involve not more than two (2) additional employees and (ii) in no way injures or are offensive to the neighborhood by reason of the emission of odors, fumes, dust, smoke, vibration, noise, or other cause, and provided further that not more than twenty-five (25%) percent of the floor area of the premises is used for such Home Occupation. (Art. 23, 5/5/81; Art. 41, 5/2/90)

c. Rental of a museum which is located in an Historic Building, or the use of museum as a function facility including rental to unrelated entities, including but not limited to individuals and corporations, shall be subject to the following conditions:

1. Such use at any time by the same user shall not be for more than two (2) consecutive days; and
2. Such use shall not be permitted after 11:30 PM; and
3. Such use shall not create any undue disturbance caused by noise, smoke, vapors, fumes, dust or odors; and
4. Such use shall not unduly impair traffic.
(Art. 43, 5/4/78; Art. 38, 5/7/97; Art. 30, 5/6/98)

3.08 Uses of Public Address Systems or Loudspeakers.

In the Business District Village, Business District Highway, or Business Park District, the following uses shall not be permitted except when authorized by the Permit Granting Authority:

- a. Public address systems operating between sunset and sunrise.
(Art. 3, 6/25/47; Art. 24, 3/5/51; Art. 45, 5/9/78; Art. 23, 5/5/81)

3.09 Uses in the Business Village District.

- a. Principal Uses as permitted in the table of Use Regulations
- b. Mixed uses shall be allowed in structures in the Business Village District provided that each principal use is separately allowed in the Table of uses for the Business Village District.
- c. Buffer Strips shall be required for lots in the Business Village District. Such buffer strips shall conform to the following standards.
 1. The buffer strip shall be at least ten (10) feet wide and planted with grass, groundcover, or shrubbery.
 2. For lots with multi-family use, the buffer strip shall contain a screen of evergreens no less than six (6) feet in height and five (5) feet in width, or it shall contain a dense man-made screen, or a combination of the above two (2) screens.
 3. Where man-made screens are erected, these shall be designed to present an attractive façade which shall reflect the general architectural style of the premises.
 4. Whichever screen is proposed, it shall be so located on the buffer strip and be of such dimensions as to effectively protect the premises from exterior lights, noise, scattered refuse, dust, and smoke.
 5. Access across buffer strips shall be subject to review and approval of the Permit Granting Authority.

6. The ten (10) foot requirement of Section 3.09 C.1 may be reduced to five (5) feet with the approval of the Permit Granting Authority.

d. Parking requirements shall be calculated according to the separate uses within mixed use structures.

e. Severability. All the clauses of this bylaw are distinct and severable, and if any clause shall be deemed illegal, void, or unenforceable, it shall not affect the validity, legality, or enforceability of any other clause or portion of this by-law. (Art. 23, 5/5/81; Art. 40, 5/7/85; Art. 33, 5/4/2004)

3.10 Prohibited Uses.

No property shall be used for racing with pari-mutuel betting except to the extent already in use for a period not to exceed six (6) days at the Essex Agricultural Fair, but to no greater extent.
(Art. 3, 6/25/47; Art. 45, 5/9/78; Art. 23, 5/5/81)

3.11 Uses in the Business District Highway North.

A. Purpose and intent

The Business District Highway North, located at the intersection of Route 1 and Ipswich Road, is a small scale, mixed-use, retail, commercial and residential zone. Development in this zone shall reflect the rural and historic nature of Topsfield and shall reflect the character of surrounding residential neighborhoods relative to uses, the scale of development, and traffic patterns. Further, the impact of development in this zone on surrounding residential areas shall be minimized relative to light, noise, fumes and congestion.

B. Principal Uses shall be as permitted in the Table of Use Regulations.

C. Mixed uses shall be allowed in structures in the Business District Highway North provided that each principal use is separately allowed, by right or by special permit, in the Table of Uses for the Business District Highway North.

D. Pedestrian walkways should be included to accommodate pedestrian access within a lot and to accommodate pedestrian access to adjacent lots within the district.

E. Buffer Strips shall be required for lots in the Business District Highway North. Such buffer strips shall be installed and maintained to conform to the following standards.

1. Between lots used for commercial purposes the buffer strip shall be at least ten (10) feet wide and planted with grass, groundcover, shrubbery or trees.

2. Between lots in the Business District Highway North and lots either zoned or used residentially, the buffer strips shall conform to the provisions of Article IV, Section 4.05.

3. For lots with residential use, the buffer strip shall contain a dense screen of evergreens no less than six (6) feet in height, or it shall contain a dense man-made screen, or a combination of these two (2) screens. Where man-made screens are erected, these shall be designed to present an attractive façade which shall reflect the general architectural style of the premises. Whichever screen or screens are proposed, they shall be so located on the buffer strip and be of such dimensions as to effectively protect the premises from exterior lights, auto headlights, noise, scattered refuse, dust, fumes, and smoke.

4. Vehicular access across buffer strips may be approved by the Special Permit Granting Authority to enable better vehicular movement, safety, and access between lots.

5. Pedestrian walkways may be included within buffer strips.

F. Parking requirements shall conform to the provisions of Article IV, Section 4.12, except for Section 4.12D, and shall be calculated according to the separate uses within mixed use structures.

G. Development in the Business District Highway North shall be subject to Site Plan Review under Article IX of the Topsfield Zoning By-Laws.

H. Development in the Business District Highway North shall conform to the density and dimensional standards of Article IV of the Topsfield Zoning By-Laws with the following additional requirement:

1. The footprint of any individual building shall not exceed 3500 sq. ft.

I. Uses may be in one building, or groupings of buildings. Uses may be in one building, or groupings of buildings. The Special Permit Granting Authority may approve a special permit that includes uses in buildings, groupings of buildings, or portions of buildings that are owned by different entities where such uses are consistent with the safety of the occupants and the public and which are consistent with the overall intent of this section.

J. Conditions in the Business District Highway North.

1. The building or buildings on any lot shall be served by common parking areas and by a common exit and entrance.

2. The building(s) on any lot shall have common design features through the use of building materials, architectural style, and color. The design of the buildings shall be consistent with Topsfield's architectural heritage.

3. All trash containers, dumpsters, and utility features must be screened from view by the building or by fencing and landscaping. All roof top mechanicals units shall be located so as not to be visible from street level or from public areas from ground level.

4. All non-residential uses shall provide off-street loading facilities. These facilities shall be located and designed to minimize traffic flow disruptions of entering and exiting vehicles and so that delivery vehicles can be parked completely out of the right-of-way.

5. Lighting of sites shall be designed to prevent off-site disturbance, nuisance or hazard. All outdoor light sources shall be designed, directed and/or shielded such that the nighttime lighting is primarily contained on the site, shielding to the extent necessary abutting properties and roads. No light source shall be permitted if that light causes glare or other safety problems on an adjacent street.

K. No trailers, temporary or portable structures, vehicles or containers used for storage or warehousing of goods or material shall be allowed, except for such temporary structures, vehicles or containers associated with construction on the lot. (Art. 35, 5/6/2008)

3.12 Uses in the Business District Highway.

A. Purpose and intent

The Business District Highway located on Route 1 is a mixed-use retail, commercial and residential zone. Connected to the Business District Village by three streets, the Business Highway Zone is designed to serve as an attractive gateway to Topsfield's central commercial area. Development in this zone shall reflect the rural and historic nature of Topsfield.

B. Principal Uses shall be as permitted in the Table of Use Regulations.

C. Mixed uses shall be allowed in structures in the Business District Highway provided that each principal use is separately allowed, by right or by special permit, in the Table of Uses for the Business District Highway.

D. Pedestrian walkways should be included to accommodate pedestrian access within a lot and to accommodate pedestrian access to adjacent lots within the district.

E. Buffer Strips shall be required for lots in the Business District Highway. Such buffer strips shall be installed and maintained to conform to the following standards.

1. Between lots used for commercial purposes the buffer strip shall be at least ten (10) feet wide and planted with grass, groundcover, shrubbery or trees.

2. Between lots in the Business District Highway and lots either zoned or used residentially, the buffer strips shall conform to the provisions of Article IV, Section 4.05.

3. For lots with residential use, the buffer strip shall contain a dense screen of evergreens no less than six (6) feet in height, or it shall contain a dense man-made screen, or a combination of these two (2) screens. Where man-made screens are erected, these shall be designed to present an attractive façade which shall reflect the general architectural style of the premises.

Whichever screen or screens are proposed, they shall be so located on the buffer strip and be of such dimensions as to effectively protect the premises from exterior lights, auto headlights, noise, scattered refuse, dust, fumes, and smoke.

4. Vehicular access across buffer strips may be approved by the Special Permit Granting Authority to enable better vehicular movement, safety, and access between lots.

5. Pedestrian walkways may be included within buffer strips.

F. Parking requirements shall conform to the provisions of Article IV, Section 4.12, except for Section 4.12D, and shall be calculated according to the separate uses within mixed use structures.

G. Development in the Business District Highway shall be subject to Site Plan Review under Article IX of the Topsfield Zoning By-laws.

H. Development in the Business District Highway shall conform to the density and dimensional standards of Article IV of the Topsfield Zoning By-Laws.

I. Uses may be in one building, or groupings of buildings. Uses may be in one building, or groupings of buildings. The Special Permit Granting Authority may approve a special permit that includes uses in buildings, groupings of buildings, or portions of buildings that are owned by different entities where such uses are consistent with the safety of the occupants and the public and which are consistent with the overall intent of this section.

J. Conditions in the Business District Highway

1. The building or buildings on any lot shall be served by common parking areas and by a common exit and entrance.

2. The building(s) on any lot shall have common design features through the use of building materials, architectural style, and color. The design of the buildings shall be consistent with Topsfield's architectural heritage.

3. All trash containers, dumpsters, and utility features must be screened from view by the building or by fencing and landscaping. All roof top mechanicals units shall be located so as not to be visible from street level or from public areas from ground level.

4. All non-residential uses shall provide off-street loading facilities. These facilities shall be located and designed to minimize traffic flow disruptions of entering and exiting vehicles and so that delivery vehicles can be parked completely out of the right-of-way.

5. Lighting of sites shall be designed to prevent off-site disturbance, nuisance or hazard. All outdoor light sources shall be designed, directed and/or shielded such that the nighttime lighting is primarily contained on the site, shielding to the extent necessary abutting properties and roads. No light source shall be permitted if that light causes glare or other safety problems on an adjacent street.

K. No trailers, temporary or portable structures, vehicles or containers used for storage or warehousing of goods or material shall be allowed, except for such temporary structures, vehicles or containers associated with construction on the lot. (Art. 40, 5/6/2008)

3.13 Parking of Automobiles.

The following shall not be permitted in the Central Residential, **the** Inner Residential and Agricultural and the Outlying Residential and Agricultural Districts either as an accessory use or by authority of the Board of Appeals, **except as provided below**:

a. The parking of automobiles where a direct or indirect charge therefore is made except for periods not to exceed ten (10) days **during** the Essex Agricultural Fair, but to no greater extent. **The parking of more than 20 automobiles on a single lot at any one time in such period, except to the extent already in use, shall require a Special Permit from the Zoning Board of Appeals.** (Art. 45, 5/9/78; Art. 23, 5/5/81; **Art. 42, 5/05/2015**)

3.14 Parking of Automobiles.

In the Business District Highway, Business District Highway North, Business District Village and Business Park District the following uses shall not be permitted:

a. The parking of automobiles on premises except as an accessory use or for a period not to exceed ten (10) days at the Essex Agricultural Fair, but to no greater extent.
(Art. 45, 5/1/78; Art. 23, 5/5/81)

3.15 Additional Accessory Uses.

In addition to the uses permitted in Table of Use Regulations the following accessory uses shall be permitted in the Central Residential District, Business District Village, Business District Highway, Business District Highway North, and Inner Residential and Agricultural District:

a. Storage of one unregistered motor vehicle in the open.

b. Storage of trailer, boat or motorized home in the open.
(Art. 23, 5/5/81; Art. 14, 5/7/85; Art. 39, 5/6/2008)

3.16 Elderly Housing District.

A. Permitted Uses and Special Permit Uses. In an Elderly Housing District no building or land shall be used and no buildings shall be erected or converted except for the following purposes:

1. To provide, upon the grant by the Planning Board of a Special Permit and the approval of Site Plan, Multifamily residences for the Elderly, such housing to be owned and controlled only by a non-profit organization or by the Town or jointly as permitted by law; or after said grant and an approved Site Plan, by a Cooperative Housing Corporation organized pursuant to Massachusetts General Laws, Chapter 157B, jointly with the Town or otherwise, or under a declaration for a condominium organized pursuant to Massachusetts General Laws, Chapter 183A.

a. For the purposes of Subsection 1, above, a "non-profit" organization shall mean a corporation, foundation or other organization no part of the net earnings of which inures to the benefit of any private shareholder or individual and which, if appropriate, has been organized pursuant to Massachusetts General Laws, Chapter 180, as amended.

2. Any of the uses permitted, as a matter of right in the underlying Residential District with the development regulations applicable to such District as set forth in the Zoning By-Law for such underlying Residential District. (Art. 29, 5/3/88)

B. Accessory uses permitted in an Elderly Housing District shall include:

1. Garages;

2. One separate building, not exceeding one story in height, to house snow removal and mowing machines, garden and other tools and equipment required to maintain and service housing for the elderly;

3. One building not exceeding thirty-five (35) feet in height and used as a common building by the residents of the District, which building may include central kitchen and dining facilities for residents thereof and their guests and may also provide lounge and meeting rooms for the common use of residents and their guests. (Art. 29, 5/3/88)

C. Special Permit and Site Plan Approval.

In an Elderly Housing District no building shall be constructed, enlarged or changed to accommodate multifamily residences for the elderly except in conformity to this By-Law and to a Special Permit granted by the Planning Board and a Site Plan bearing the approval of the Planning Board. The Planning Board shall not approve any such Special Permit or Site Plan unless the applicable standards in Massachusetts General Laws and the following standards and criteria are met:

1. Standards.

- a. The Planning Board shall find that the proposed plan of development is in harmony with the purposes and intent of this By-Law as set forth herein.
- b. Where land is to be developed for multifamily residences for the elderly, the site shall contain not less than ten (10) acres.
- c. All elderly housing shall be owned and controlled by a non-profit organization or by the Town or jointly so far as permitted by law; or by a Cooperative Housing Corporation organized pursuant to Massachusetts General Laws Chapter 157B, jointly with the Town or otherwise, or under a declaration for a condominium organized pursuant to Massachusetts General laws, Chapter 183A.
- d. All newly constructed housing developed in an Elderly Housing District shall have not more than five (5) dwelling units per acre of buildable area.
- e. All buildings, including accessory buildings, shall cover not more than thirty (30%) percent of the buildable area of the site.
- f. The site shall have frontage of not less than fifty (50) feet on a public way.
- g. Every structure in an Elderly Housing District shall be so located so as not to extend closer than thirty (30) feet from the street line.
- h. The proposed plan shall provide that there shall be on the site off-street parking of not less than six (6) nor more than eight (8) parking spaces for each three (3) elderly dwelling units contained in the development. Parking spaces within a garage shall be counted toward the required number of parking spaces.
- i. Roads and ways within the development shall be constructed in accordance with the Planning Board Subdivision regulations with such waivers, if any, as the Planning Board deems appropriate.
- j. The entire site shall be a size and shape as shall provide a housing site which will be in harmony with the natural terrain and other features of the site and will preserve natural vistas and the existing rural or other character of the neighborhood.

- k. The site shall be supplied with a water system approved by the Planning Board with the advice of the Water Department, adequate to meet the needs of the units constructed on the site.
- l. All dwelling units must be served by adequate sewage treatment facilities or an on-site sewage disposal system approved by the Board of Health or other appropriate approval agency.
- m. No site on a plan for which an approval is granted under this section may be subdivided so as to create additional buildable lots and a notation to that effect shall be shown on the Site Plan.
- n. Elderly dwellings constructed under this section shall not be eligible for subsequent conversion to conventional apartments.
- o. Buildings shall be designed to be consistent with the appearance of the Town and shall be complementary in exterior design with each other and, where applicable, with the existing neighborhood in which the development is located.
- p. Sufficient security must be provided to insure completion of the development and continuing compliance upon its completion with the provisions of the approval.
- q. A Buffer Zone shall be required between the Elderly Housing Development and adjoining properties to provide visual and privacy for such adjoining properties. The Planning Board may require appropriate landscaping, fencing and other site improvements to accomplish such purposes and the Site Plan shall be accompanied by a Landscape Plan drawn by a Landscape Architect, which Plan shall indicate the species, height and density of landscaping to provide the necessary Buffer Zone. In no case shall said Buffer Zone be less than twenty-five (25) feet in depth for all side and rear boundaries of the site.
- r. No building in an Elderly Housing District shall exceed two and one-half (2 1/2) stories or thirty-five (35) feet in height.
- s. A plan shall be prepared by the petitioner which shall, to the extent allowable by law, give a preference for elderly dwelling units within a development first to Topsfield residents, then to immediate family members of Topsfield residents, and then to former residents of Topsfield. The petitioner shall furnish the Planning Board with an eligibility plan for the Elderly Housing Development, which plan shall be subject to the approval of the Planning Board.
- t. Site Plan Review under this section shall be conducted in conformance with the requirements, rules, and regulations set forth in Article IX, and the regulations adopted thereunder, except that any requirements set forth herein above which are more particular or stringent shall govern.

2. Site Plan and Special Permit Approval Application.

- a. Eligibility:
An applicant may submit to the Planning Board for a Special Permit and Site Plan Approval a plan of land.
- b. Contents of the Application.
Each application shall include:

- (i) All information required for submission of a Definitive Plan for Standard Subdivisions as provided for in Planning Board's Rules and Regulations governing the subdivision of land.
- (ii) Provisions for privacy and security.
- (iii) Provisions for parking.
- (iv) Proposed landscaping, exterior lighting, architectural exterior design and elevations, typical floor plans.
- (v) Projected phasing, timing of construction, type of ownership, and proposed covenants and/or agreements binding on occupants.
- (vi) Projected advantages to the Town of the proposed development compared to alternative permitted uses at the same site.
- (vii) Projected revenues to the Town in taxes or payments in lieu of taxes.
- (viii) An Eligibility Plan for the Development as required under Section 1(s).
(Art. 29, 5/3/88; Art. 16, 5/4/93)

D. Procedure.

Copies of the application shall be filed with the Town Clerk in accordance with the submittal requirements for a Definitive Plan and the Rules and Regulations Governing the Subdivision of Land in the Town of Topsfield. The Planning Board, acting as the Site Plan Approval Authority and Special Permit Granting Authority under this section, shall give notice, conduct public hearing and render a decision in conformity with Massachusetts General Laws, Chapter 40A, Section 9, and Section 5.04 of the Zoning By-Law.
(Art. 29, 5/5/2009)

E. Grant of Approval.

The Planning Board shall grant an approval if it determines that the plan as proposed meets the standards for granting Special Permits and:

1. The plan promotes the more efficient use of land in harmony with its natural features, watercourses, scenic areas, natural vistas, existing rural character, and similar community assets within the general intent of the Zoning By-Law and the long-range plan of the Town.
2. The plan protects adjoining premises against serious detrimental effects by providing inter alia, surface water drainage, sound and sight barriers and preservation of views, light and air.
3. The plan provides for convenience and safety of vehicular and pedestrian movement within the site, and for appropriate location of driveway openings in relation to traffic or to adjacent streets.
4. The plan provides for adequate methods of disposal of refuse and other wastes.
5. The plan provides for suitable architectural design and a favorable relationship of structures and open space to the natural landscape, barriers and preservation of views, light and air.

F. Additional Provisions.

1. Construction must commence within one year of the granting of the approval. Construction must be completed within two (2) years of its commencement unless otherwise provided for in the approval.
2. No zoning map amendment shall create an Elderly Housing District except upon the petition by the owner of, or one holding a valid purchase and sale agreement on, the land to be so designated. (Art. 29, 5/3/88)

3. An application for a special permit and site plan review for any elderly housing development within an Elderly Housing District must be filed within two years of the date that the Town Meeting votes to place the land where the development is proposed to be located within the Elderly Housing District. (Art. 30, 5/6/2008)

DRAFT

Town of Topsfield
**DOWNTOWN VILLAGE
PARKING
MANAGEMENT PLAN**

DECEMBER, 2019



DRAFT



TABLE OF CONTENTS

INTRODUCTION	4
EXISTING CONDITIONS	8
PUBLIC PROCESS	20
PARKING DEMAND	24
RECOMMENDATIONS	30
TECHNICAL APPENDICES	42

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INTRODUCTION



INTRODUCTION

This report was prepared on behalf of the Town of Topsfield through the “Massachusetts Downtown Initiative Technical Assistance Program,” a competitive grant from the Massachusetts Department of Housing and Community Development (DHCD). The Town staff of Topsfield provided oversight and review of the parking management plan, final report, and final presentation. In addition, the study partnered with the Metropolitan Area Planning Council’s (MAPC) Downtown Revitalization Plan to engage with businesses, residents, visitors, and employees and collect their insight and input into this study. On behalf of DHCD and the Town of Topsfield, the study team would like to thank all stakeholders and public participants for their constructive inputs to this process.

INTRODUCTION | BACKGROUND & STUDY GOALS

WHY A PARKING STUDY?

Topsfield is a small, semi-rural community of just over 6,500 residents located 22 miles north of Boston, just off Interstate 95. The Town is known for the Topsfield Fair, a family favorite held each fall. This study focuses on the Downtown Village, a small commercial district that includes a shopping center, local stores, and provides parking and access to the Topsfield Linear Common, bike trail, and bus access into downtown Boston.

Topsfield hopes to capitalize on its walkable, historic downtown and is working on a Downtown Revitalization Plan to rethink the Downtown Village. This study is a first step to understand how parking and access in the village works today, and what that may mean for future development



▲ Parking outside local businesses at corner of Main Street and Park Street

INTRODUCTION | BACKGROUND & STUDY GOALS

WHAT IS THE TOPSFIELD DOWNTOWN VILLAGE PARKING MANAGEMENT PLAN TRYING TO ACHIEVE?

The Downtown Village Parking Management Plan provides a baseline understanding of how the parking system in Topsfield works today, as well as a strategy for the future. The Stantec team worked with the Town to develop specific project goals that guided and informed the process. These goals are:

- **Make parking along and around Main Street available, consistent, clear, and visible**
- **Encouraging people to park once and visit multiple destinations**
- **Separate long-term and short-term parking (employee, visitors, commuters)**
- **Improve walking connections and wayfinding**



▲ Parking in the Topsfield Shopping Center parking lot

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EXISTING CONDITIONS

EXISTING CONDITIONS

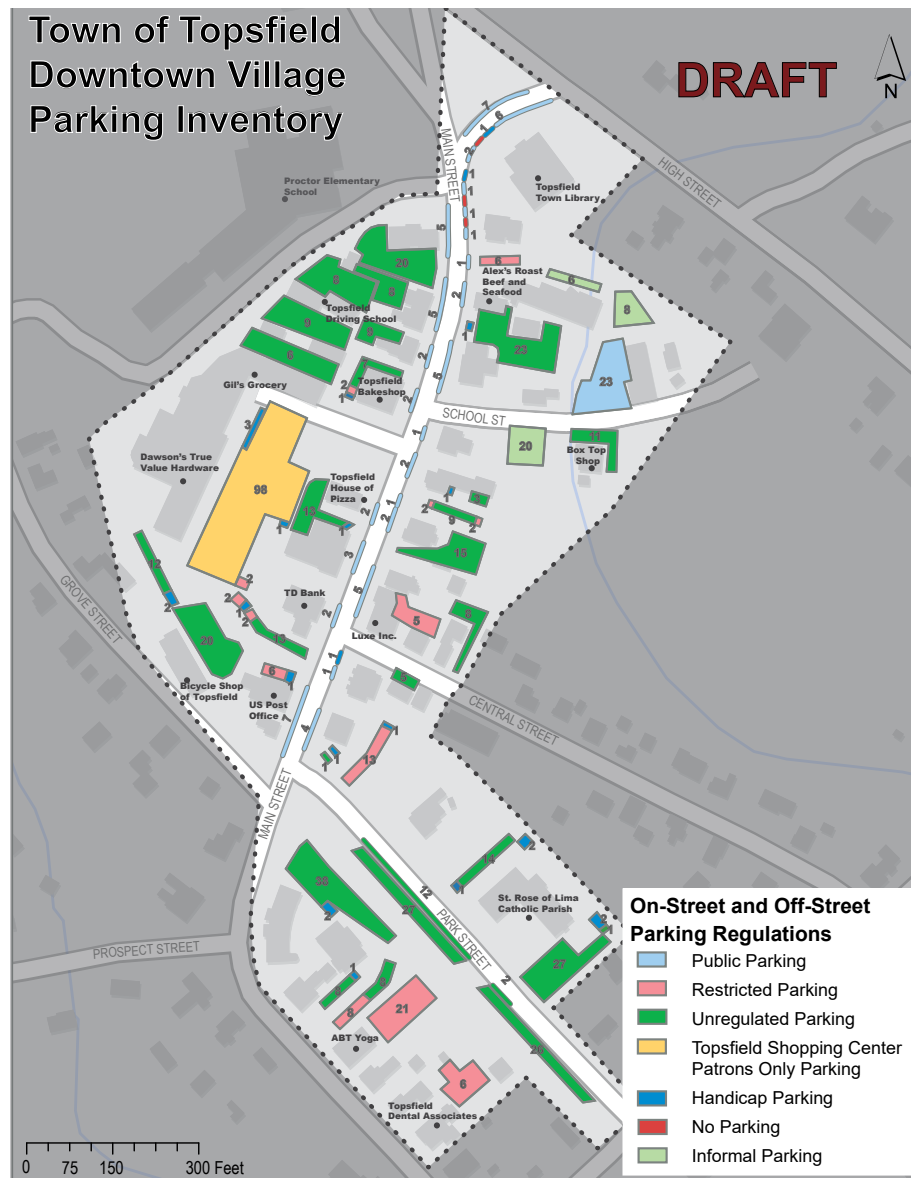
Stantec conducted a field visit on June 5, 2019 to evaluate overall parking conditions and multimodal access including:

- Parking inventory and regulations
- Parking utilization during a weekday
- Parking turnover on Main Street and at the Topsfield Shopping Center
- Walking and safety conditions between parking and destinations

EXISTING CONDITIONS | STUDY AREA

The study area defined for the Downtown Village Parking Management Plan is defined by a roughly 0.4-mile portion of Main Street and Park Street between the Topsfield Town Library and small businesses along Main Street and Park Street. All on- and off-street parking facilities are included in the study, whether public or privately owned. The inventory also included on-street parking on in front of the library and off-street parking on segments of School Street, Central Street, and Park Street.

Parking inventory categories reflect the point of view of customers and those looking for public parking. For example, only parking that is clearly designated as open to the public with signage is considered “public parking,” while other facilities are “unregulated” (no signage) or “restricted” (for example, “customers only”).



EXISTING CONDITIONS | PARKING INVENTORY

There are 691 total parking spaces in the Downtown Village. Of these spaces, 13% (90 spaces) are on-street and 87% (601 spaces) are off-street.

Of the parking supply, 83 on-street spaces and 363 off-street spaces are unregulated, meaning there are no signs and a casual visitor to Topsfield would not easily understand whether the spaces are regulated. The remaining 7 on-street spaces are either handicap parking (3 spaces) or no parking (4 spaces). Of the remaining 239 off-street spaces, 41% (98 spaces) are located in the Topsfield Shopping Center and designated for patrons of the shopping plaza only. 26% off-street spaces are designated for employee, customer, or private parking, 14% (62 spaces) are located in lots with no formal parking infrastructure (lines or signs), 10% (24 spaces) are in a public lot, and 9% (22 spaces) are handicap parking.

PARKING INVENTORY

OFF-STREET

Regulation	Definition	Parking Supply	Percentage of Total Parking Supply
Public Parking	Parking with signage designating lot for public use, or on-street parking without signs designating restrictions	23	3%
Restricted Parking	Signage designating employee, customer, or private parking only	62	9%
Unregulated Parking	No regulation or signage	362	52%
Topsfield Shopping Center Patrons Parking Only	Signage designating lot for Topsfield Shopping Center Patrons Only	98	14%
Handicap	Handicap signage	22	3%
Informal Parking	Lot with no formal parking infrastructure (i.e. signs and / or paint)	34	9%
TOTAL OFF-STREET		601	87%

ON-STREET

Regulation	Definition	Parking Supply	Percentage
Public Parking	On-street parking without signs designating restrictions	83	12%
Handicap	Handicap signage	3	0.4%
No Parking	Paint or signage forbidding parking	4	0.6%
TOTAL ON-STREET		90	13%

EXISTING CONDITIONS | PARKING UTILIZATION

The Downtown Village's parking supply was counted on Thursday, June 5, 2019, to record utilization on an average weekday. Public, private, and on- and off-street parking spaces and lots were included in this analysis. Spaces were counted at 9:15 AM, 12:45 PM, 4:15 PM, and 6:15 PM to understand parking demand levels at different times of day on a typical weekday.

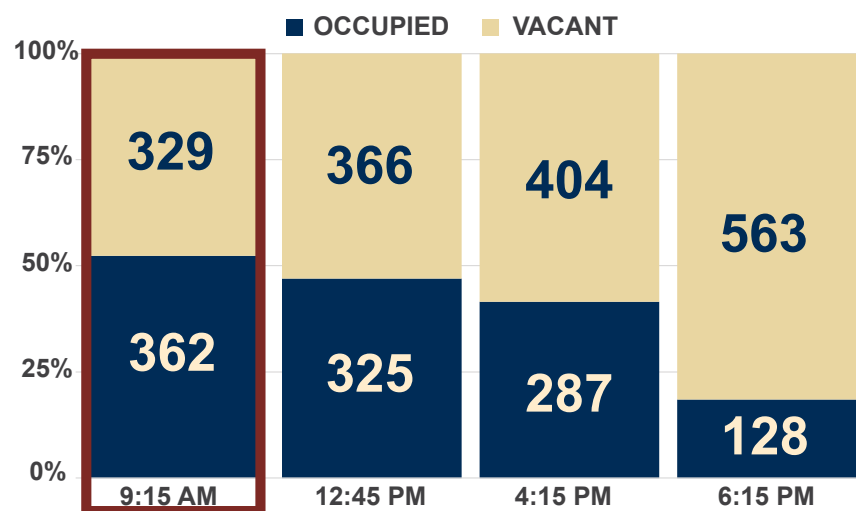
Enforcement practices, signage, traffic patterns, land usage, and other factors can affect the geographical distribution of parking utilization and differences in patterns in periods of high and low demand.

The following maps show the utilization of parking during throughout the day, beginning with the peak period at 9:15 am. Key findings include:

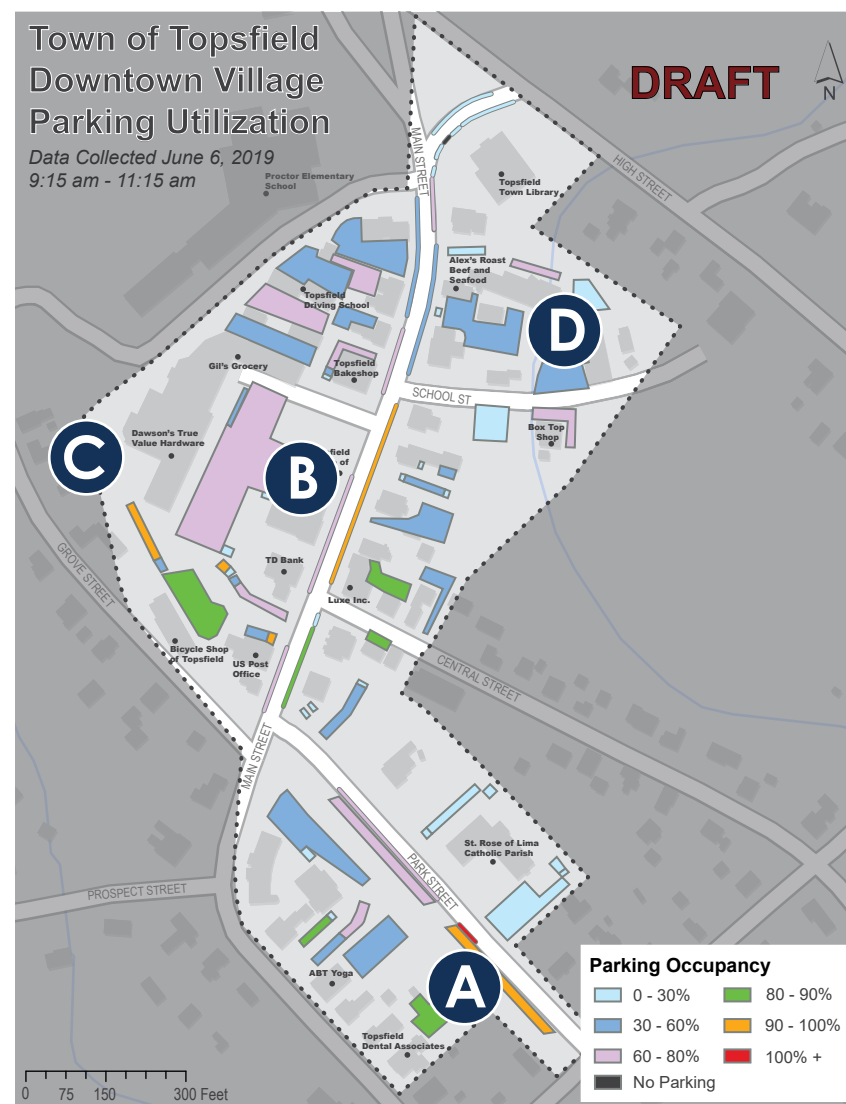
- Peak occupancy occurred in the morning, with 52% of spaces full.
- After 9:15 am, parking occupancy falls and at 6:15 pm, no more than 20% of spaces are occupied.

Best practice parking management operations seek to achieve a certain level of vacancy and utilization, for both on- and off-street parking spaces. One empty space for each block-face of street parking is preferred, ensuring customers access to businesses in a pinch. This typically equates to 1 in 8 spaces, or 15% vacancy per block face. A goal of at least 10% vacancy is desired for off-street lots. Vacancy rates below these figures mean that parking is functionally full. Excess capacity indicates parking is not being effectively utilized and that the space may be repurposed for a better use, or could absorb additional demand.

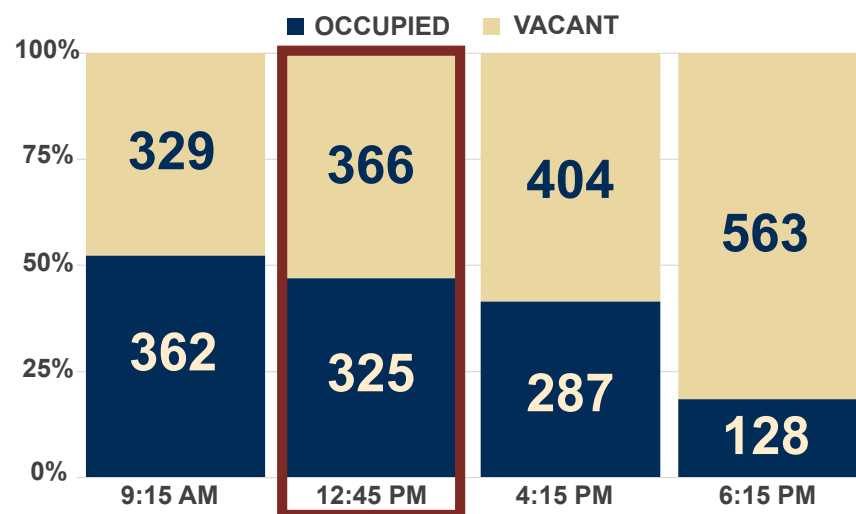
PARKING UTILIZATION | PEAK WEEKDAY - 9:15 AM



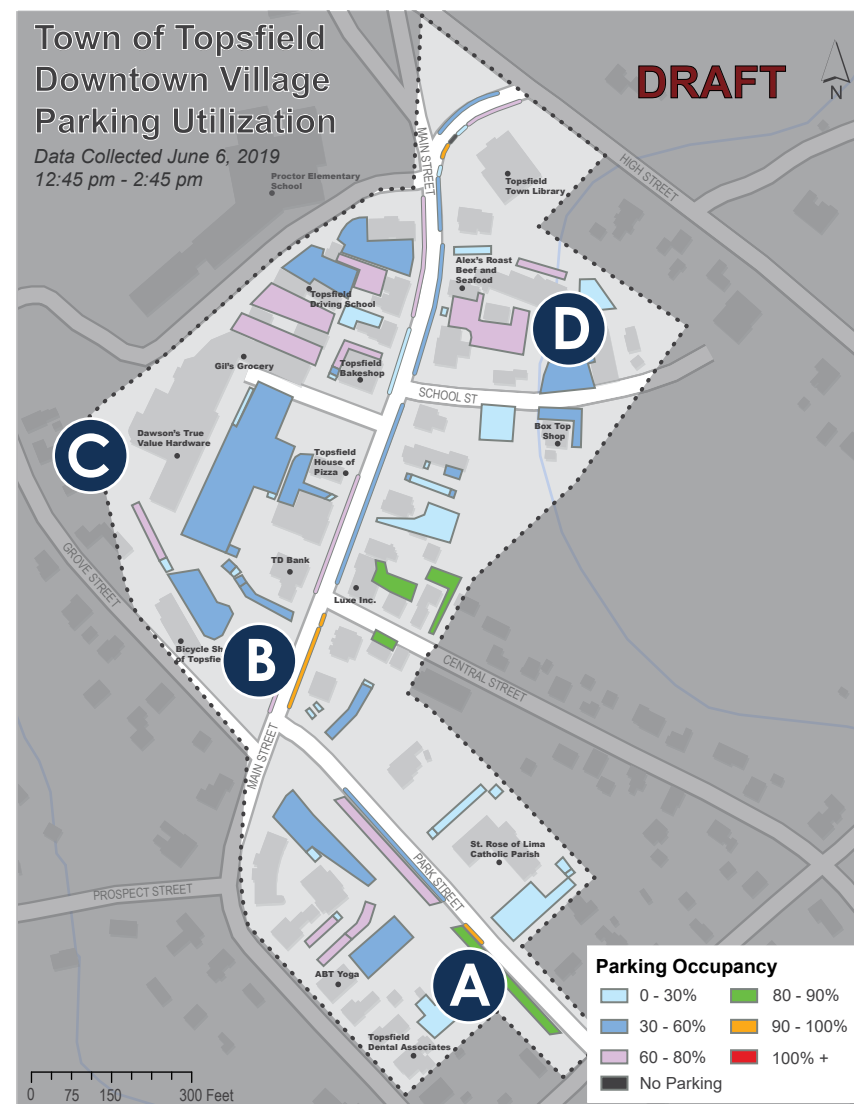
- A** MBTA parking lot, closest to bus stop, at capacity in the morning
- B** Main Street on-street parking over 50% full south of School Street
- C** Topsfield Shopping Center parking lot about 3/4 full in morning
- D** Public parking lot on School Street less than 50% full, despite parking pressure around Downtown Village



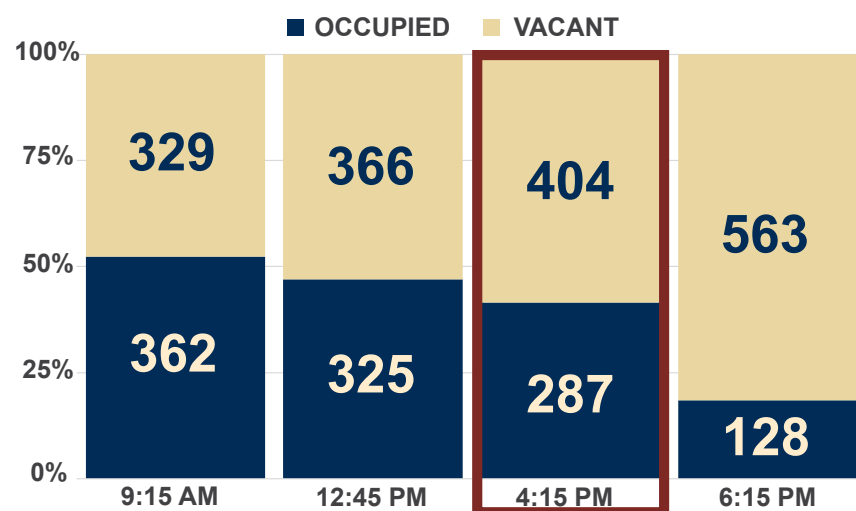
PARKING UTILIZATION | WEEKDAY - 12:45 PM



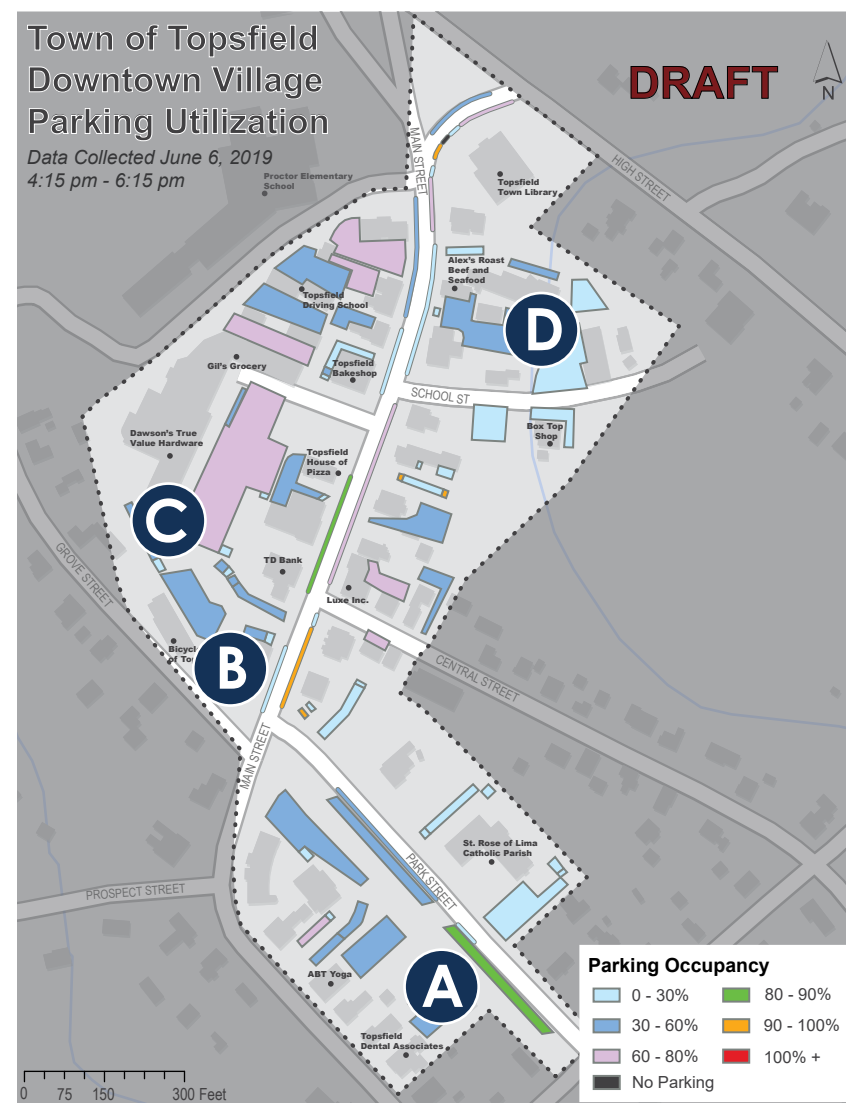
- A** MBTA lot is operating at ideal occupancy
- B** On-street parking near select businesses at capacity
- C** Topsfield Shopping Center being under utilized during lunch hour
- D** Public parking lot on School Street remains less than 50% full



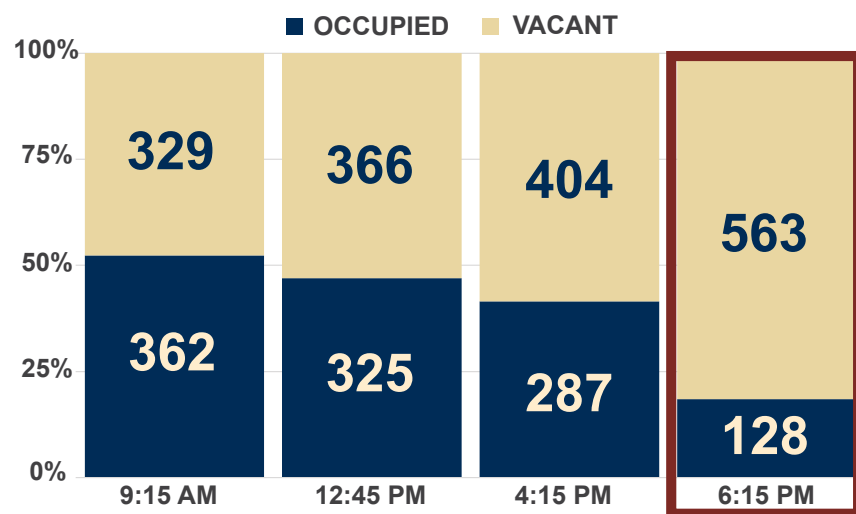
PARKING UTILIZATION | WEEKDAY - 4:15 PM



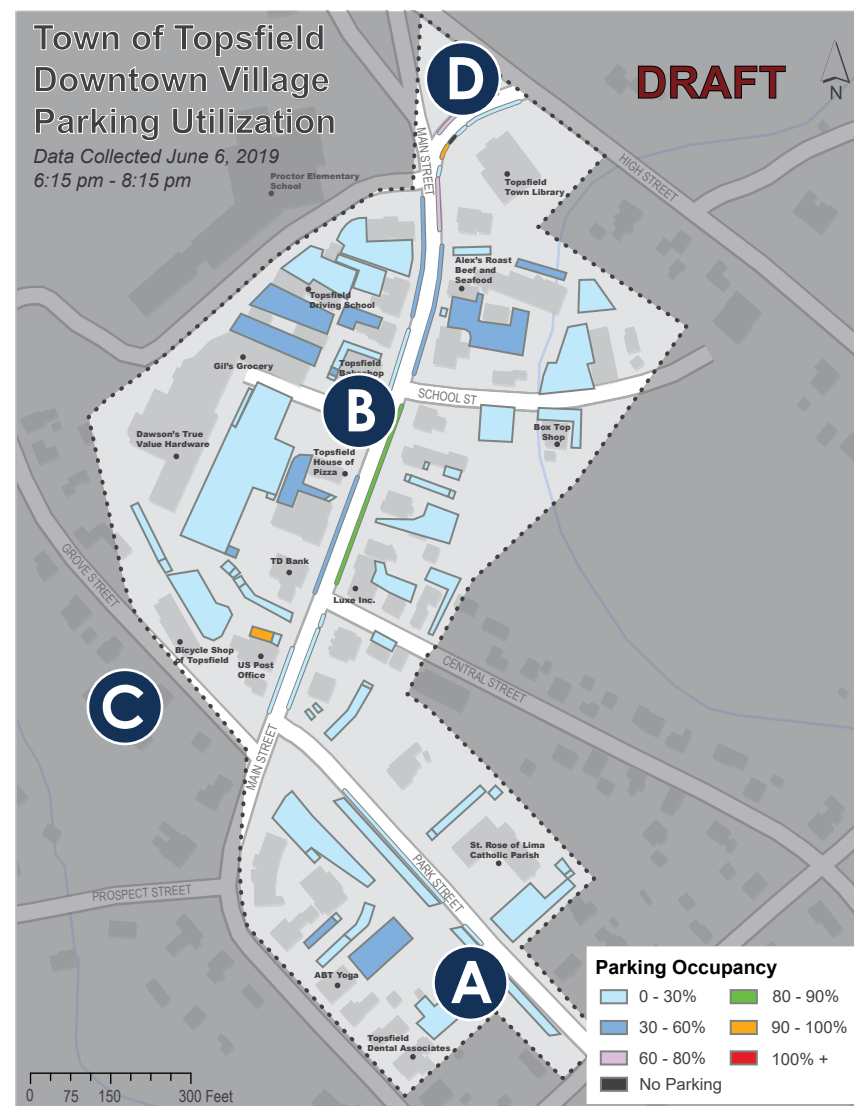
- A** MBTA lot remains at ideal occupancy
- B** On-street parking between Central Street and Park Street remains at capacity
- C** Parking at select businesses operating around 50% full
- D** Public parking lot on School Street is over 70% vacant



PARKING UTILIZATION | WEEKDAY - 6:15 PM



- A** MBTA lot empties out after bus drops off passengers
- B** On-street parking near restaurants functionally full around dinner time
- C** US Post Office trucks parked overnight
- D** Cars parked near library for evening event



PARKING TURNOVER | MAIN STREET AND TOPSFIELD SHOPPING CENTER

In addition to utilization counts, the study documented turnover on Main Street and at the shopping center in order to understand where people were parking for extended lengths of time (see the map to the right for exact locations). To understand how long parkers were staying in a spot in either location, license plates* were collected at 8:15 am, 11:45 am, and 3:15 pm.

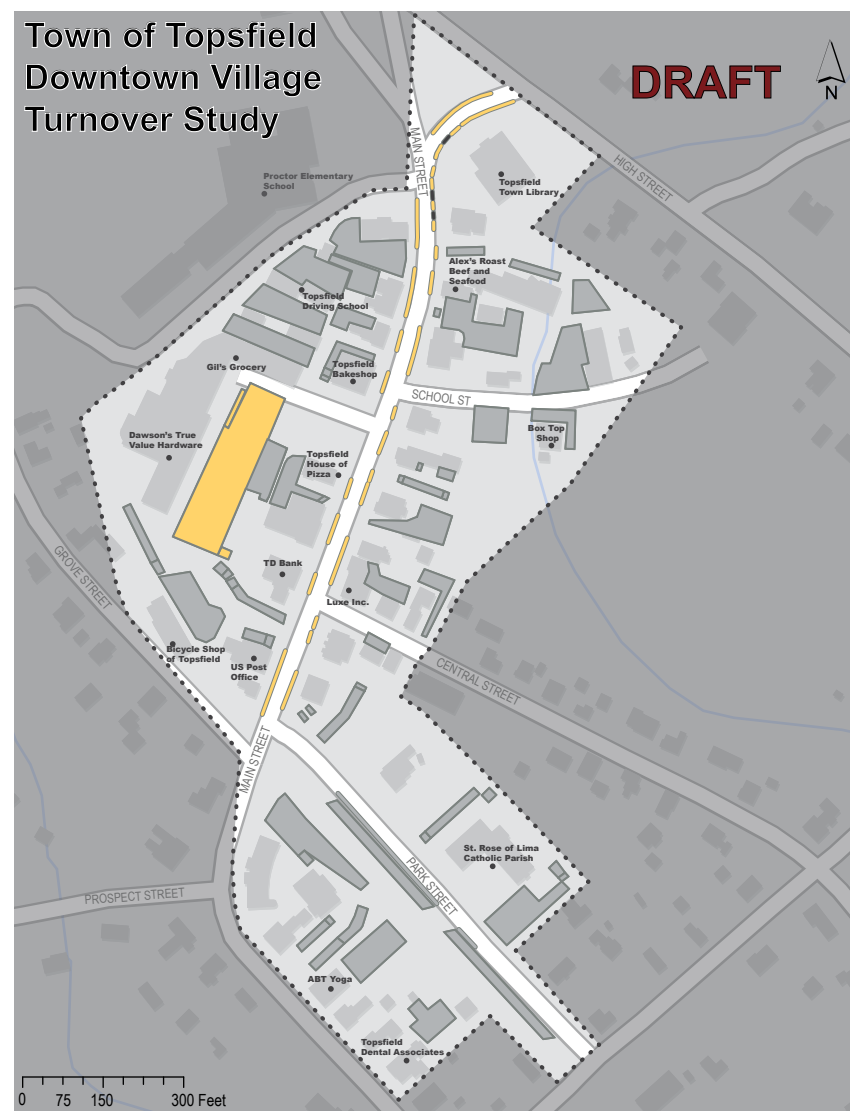
Key Findings

This data shows that the same cars occupy some key on-street spaces for longer periods of time, making them unavailable for short-term users, like customers

In both the shopping center and on Main Street, some parkers stayed all day, but for the most part, parking spaces were empty or used for short-term parking.

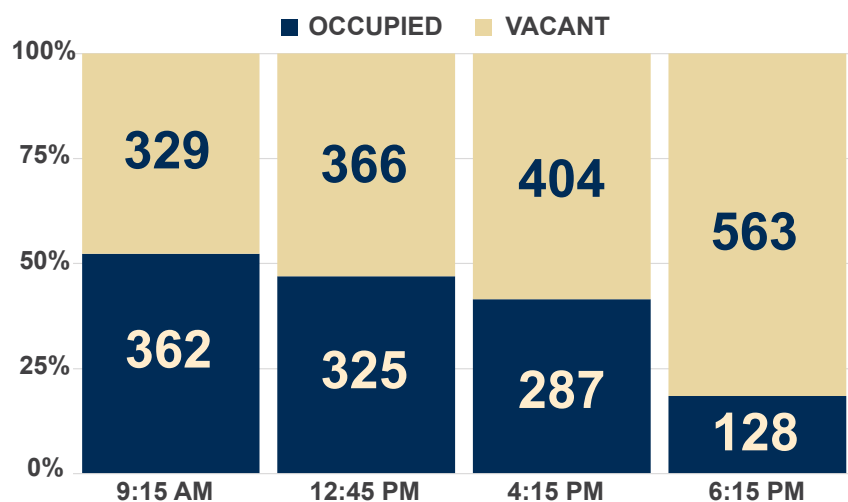
On Main Street, 10 cars stayed all day - less than 15%. 4 cars were parked at 8:15 and 11:45, but were not in the same spot at 3:15, and 7 cars were parked at 11:45 and 3:15, but not in the morning. Both are considered mid-term parkers and account for less than 10% of spaces.

* Exact license plates were blindcoded after collection was completed for anonymity

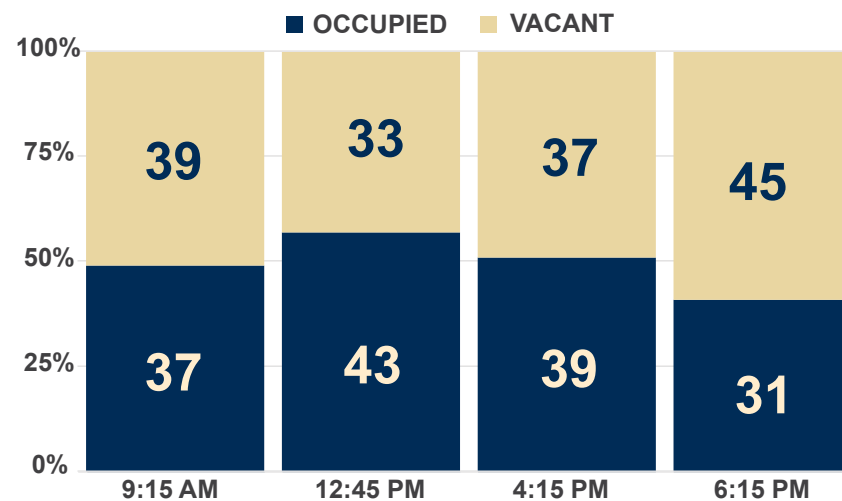


PARKING UTILIZATION | WEEKDAY FINDINGS

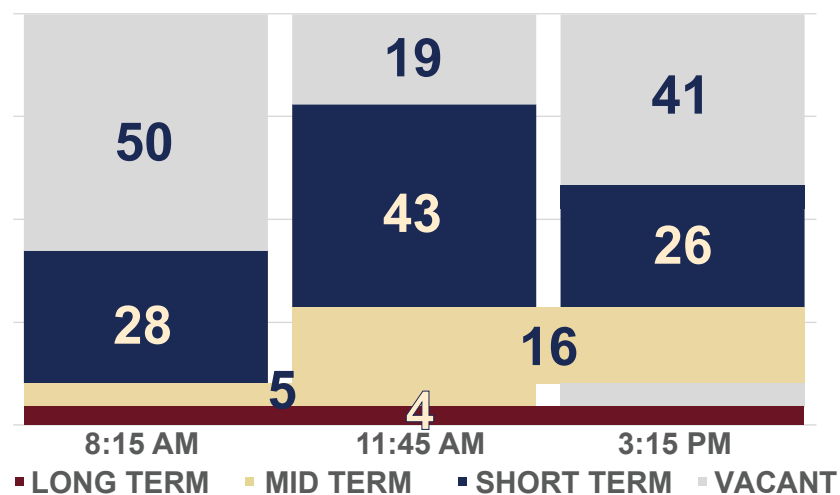
TOPSFIELD DOWNTOWN VILLAGE PARKING UTILIZATION



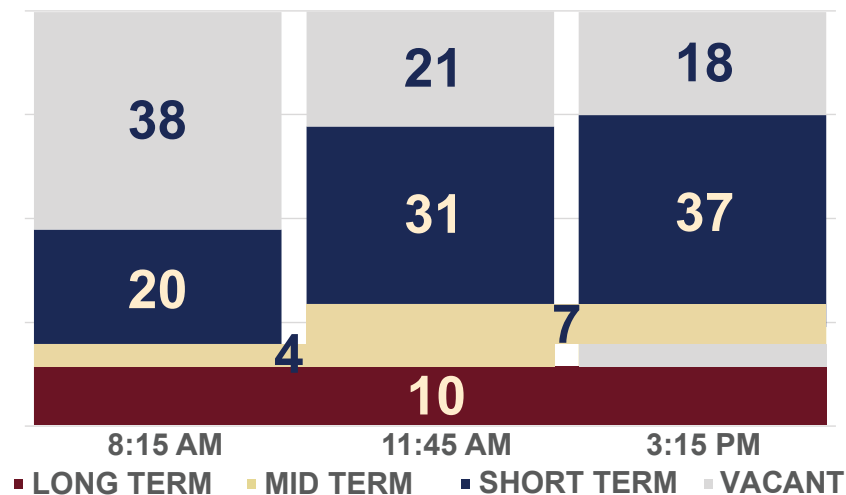
MAIN STREET PARKING UTILIZATION



TOPSFIELD SHOPPING CENTER PARKING TURNOVER



MAIN STREET PARKING TURNOVER



PARKING INVENTORY & UTILIZATIONS | KEY FINDINGS

SUMMARY

Parking never more than 55% occupied

Overall parking peak occurs at 9:15 AM; Main Street peak occurs at 12:45 PM

Main Street parking demand is consistent, with between 40% and 50% of spaces utilized

Less than 15% of Main Street parkers are parking all day

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PUBLIC PROCESS

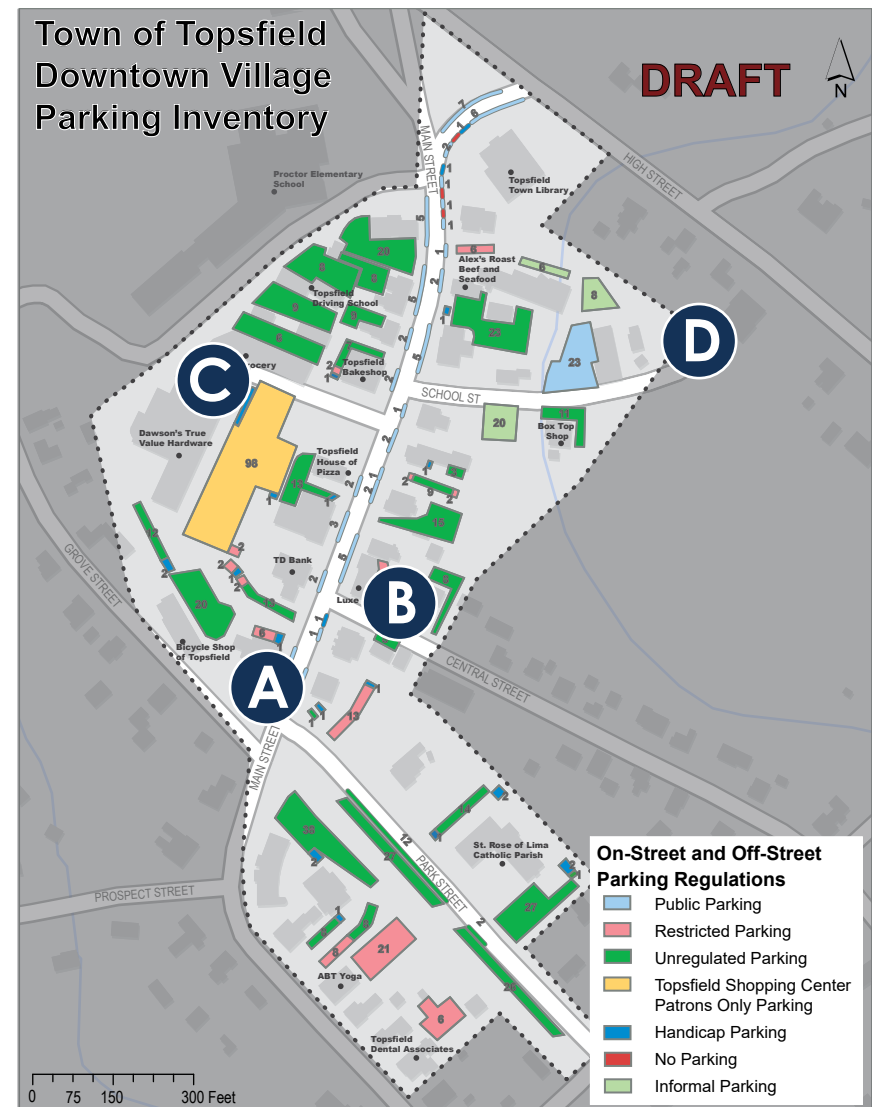
PUBLIC PROCESS

The study team partnered with the Metropolitan Area Planning Commission (MAPC) to better understand the first-hand perspectives on parking options and experiences in the Downtown Village. A public workshop for this parking study and MAPC's Downtown Revitalization Plan was held on September 24, 2019. Stantec presented preliminary findings and collected feedback to garner observations and conceptualize opportunities to improve parking management in Topsfield.

PUBLIC PROCESS | STAKEHOLDER MEETINGS

Generally, participants were unanimous in their opinions about parking in Downtown Topsfield, specifically:

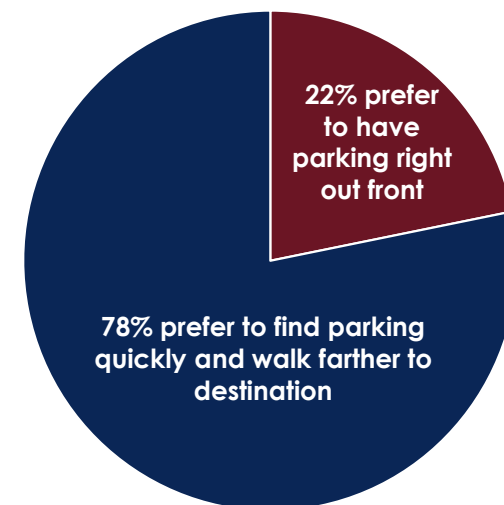
- A** There are not enough parking spaces around the Post Office, so people end up double parking and blocking the Main Street
- B** Employees of nearby businesses park on Main Street all day - occupying valuable customer spaces
- C** Topsfield Shopping Center parking lot is full of pot holes, unwelcoming with chains, and is unavailable to non-customers
- D** The public parking lot on School Street needs better signage and a walking path to Main Street



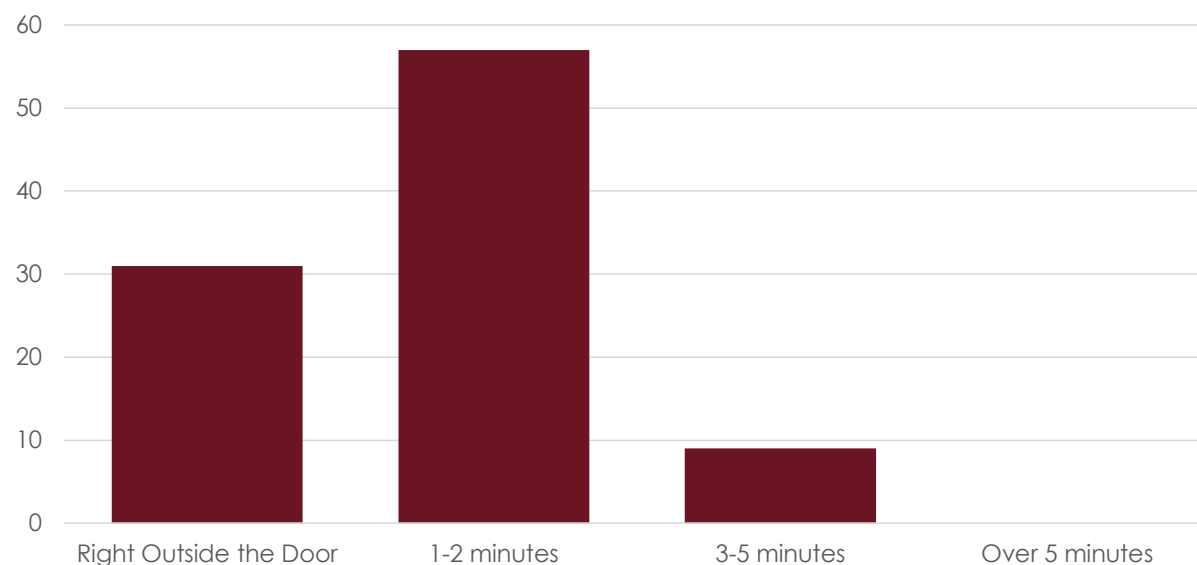
PUBLIC PROCESS | OPEN HOUSE

The Plan also partnered with MAPC to issue a brief survey to the working group of the Downtown Revitalization Plan in order to generate feedback on Topsfield residents' experiences parking in the Downtown Village.

- 78% of respondents typically use public parking - either on-street parking or the public parking lot on School Street
- 91% of respondents park less than 2 minutes from their destination
- 78% of respondents prefer to find parking quickly and have to walk further than search for parking directly next to their destination
- 3 times as many respondents said parking is easy than those who said parking is difficult



How far is the walk from your parking spot to your destination?



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PARKING DEMAND



FUTURE PARKING DEMAND AND PARKING STANDARDS

This section evaluates existing parking requirements in downtown compared to national standards and the capacity of the current parking system to absorb future demand.

PARKING REQUIREMENTS IN TOPSFIELD'S DOWNTOWN VILLAGE

The Institute of Transportation Engineers (ITE) publishes Parking Generation, widely considered the national standard for evaluating parking demand, although it is not perfectly applicable to downtown environments. The report collates data from parking studies nationwide completed by consultants, public agencies, and developers. ITE parking ratios provide a benchmark understanding of “real-life” parking demand.

Both zoning requirements and ITE standards provide parking ratios based on a unit of development, i.e. per 1,000 square feet, per living unit, or per seat in a restaurant or theater.

From a review of the most recent Zoning Bylaws, Topsfield's parking requirements are generally higher than ITE standards for peak parking demand rates (see table to right). This indicates that Topsfield's current zoning code may require developers to provide more parking than is necessary.

Use	Topsfield Requirement (per 1,000 sf unless otherwise noted)	National Stds (per 1,000 sf unless otherwise noted)	Above/ Below
Housing	1 / 1-bedroom unit 2 / 2-bedroom unit	1.2 / unit	EQUAL
Retail	4	1.95	ABOVE
Office	3.33	2.39	ABOVE
Restaurant	1 / 5 seats	1 / 3 seats	BELOW

MODELING PARKING DEMAND

The Urban Land Institute (ULI) publishes the Shared Parking Manual and ITE publishes the Parking Generation Manual, both of which provide analysts with a standard dataset and methodology to estimate actual parking demand over time in a mixed-use area like the Topsfield Downtown Village. In contrast, typical zoning requirements do not consider time of day and instead assume that land uses need a dedicated parking supply all day long.

The parking demand modeling approach for Topsfield reflects more realistic demand patterns that vary by use throughout the day. For example, demand at an office is at its peak in the middle of the day and drops off in the early evening. Conversely, a dinner restaurant may have little to no demand during the day and peak demand around the dinner hour.

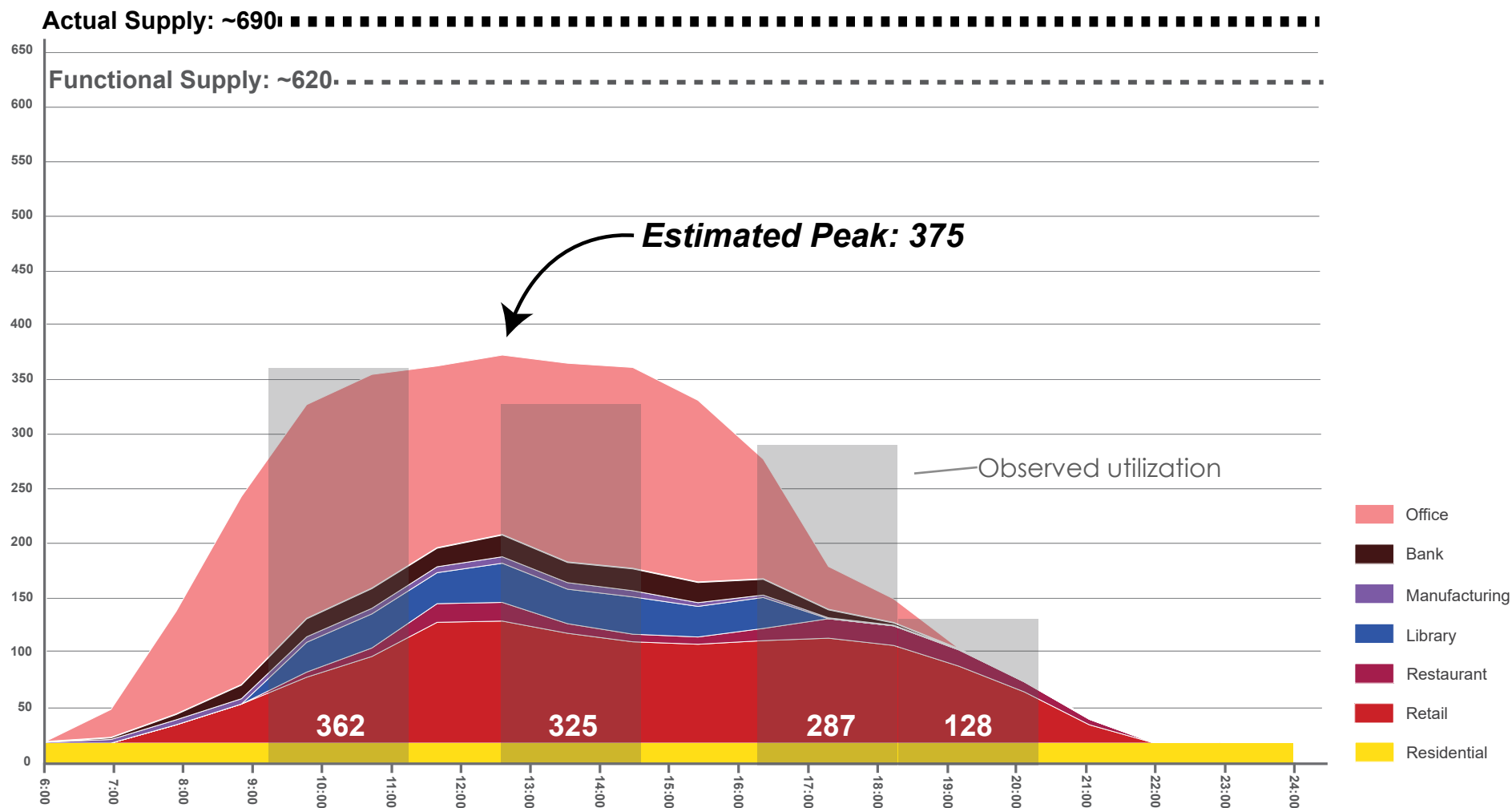
Using the ULI methodology, Stantec modeled estimated demand in Topsfield's Downtown Village, using the observed counts to group-test the results. This allowed the team to model a future development scenario based on Topsfield's unique parking demand profile. The team examined a future scenario with:

- 50% more retail and office space
- 200% more restaurant space
- 25 more housing units

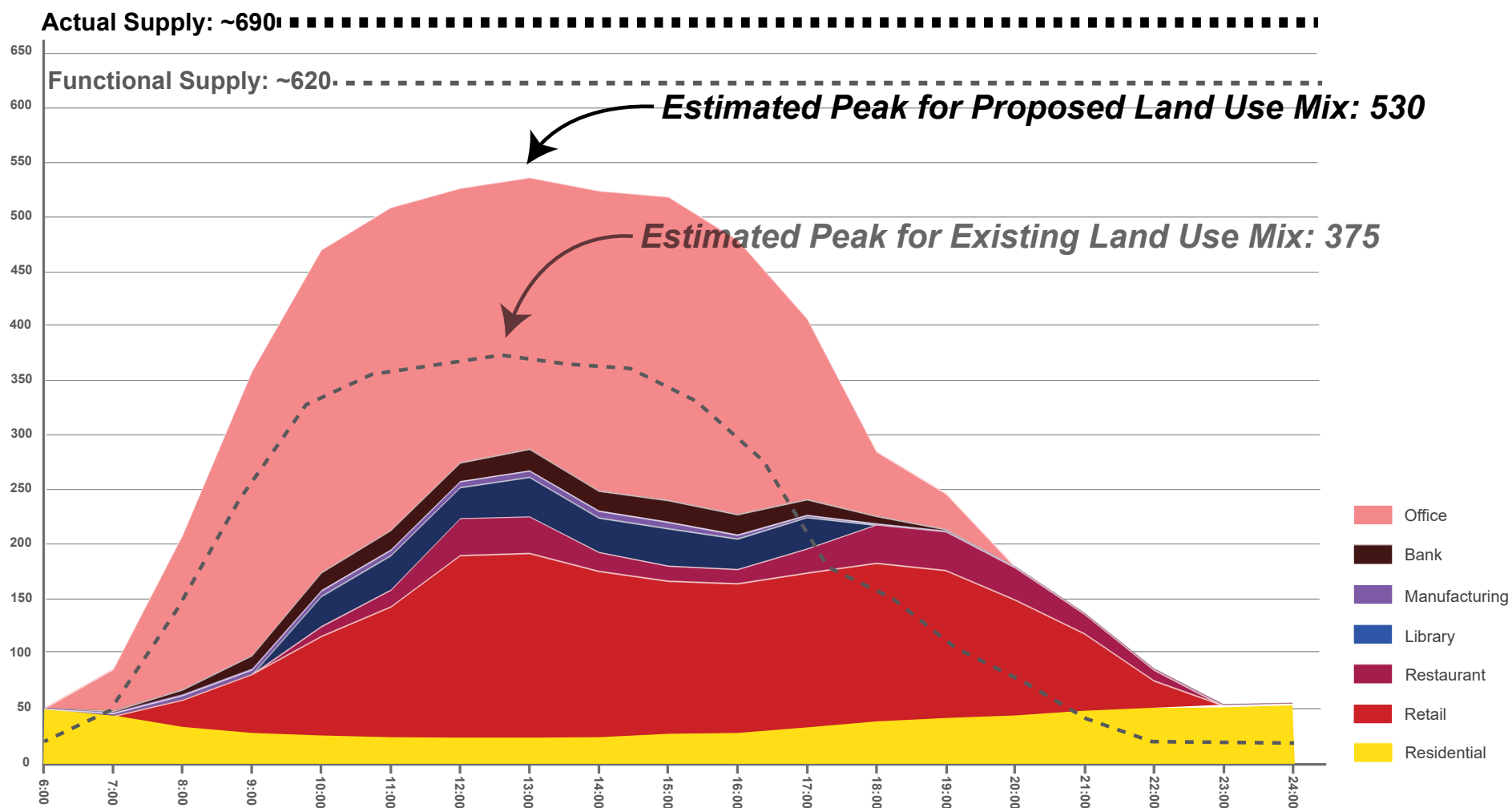
In this future scenario, the existing parking supply accommodates these land use mixes - and can handle more. Today, however, existing parking management and zoning may not make this possible.



PARKING DEMAND | EXISTING LAND USE IN TOPSFIELD



PARKING DEMAND | POTENTIAL LAND USE IN TOPSFIELD



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RECOMMENDATIONS

RECOMMENDATIONS

The Downtown Village's parking system currently meets demand. Opportunities are present to create a more coordinated, comprehensible system. These recommendations are being proposed with an overall goal of facilitating a more vibrant Downtown Village. The following is an overview of the recommended strategies:

1. Add signage and wayfinding
2. Consider time limits for Main Street
3. Invest in multimodal improvements
4. Pursue shared parking agreements
5. Create a flexible environment for development

PROJECT GOALS

- Make parking along and around Main Street available, consistent, clear, and visible
- Encouraging people to park once and visit multiple destinations
- Separate long-term and short-term parking (employee, visitor, commuters)
- Improve walking conditions and wayfinding

1. ADD SIGNAGE AND WAYFINDING

Better wayfinding will help visitors in the Downtown Village understand where they can park, but also where key Town attractions are. It can also help to create a cohesive environment, tying all of the Downtown Village together – rather than separate destinations.

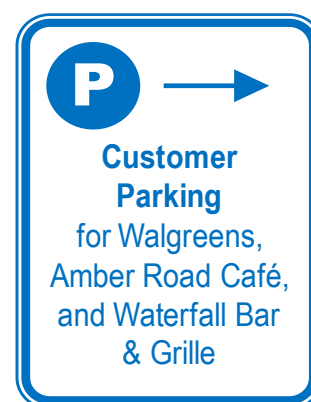
The public lot on school street is the only public lot with signage, although there may be more parking available for public use. The MBTA lot on Park Street has no signage indicating a permit is required or if the general public can use these spaces. Similarly, there are many parking lots towards the north of Main Street with no signs indicating parkers are welcome or spaces are reserved.

Parking along Main Street in the Downtown Village is utilized consistently throughout the day with between 40 and 50% of spaces occupied. Conversely, the occupancy rate of the public parking lot on School Street never peaks above 40%. Although vacancy on Main Street is high enough people looking for parking will likely have little trouble finding a space, better signage and wayfinding directing people after they park to the Town's amenities will help to increase the usage of the public lot.

Despite the ambiguity that comes with little signage, many members of the public expressed an interest for as little signage as possible be added to the Downtown Village – they want to preserve the character of the Town. Signage should be tastefully and strategically placed to clarify what the purpose of parking lots are and who can park there, without compromising the aesthetic of Topsfield.

Finally, a parking map for the town should be published online and available at the Town Hall and local businesses to provide more parking information to residents, employees, and visitors.

Free parking wayfinding sign in Woodstock, VT that helps visitors hunting for parking find the remote but cheaper option. Source: Google Maps



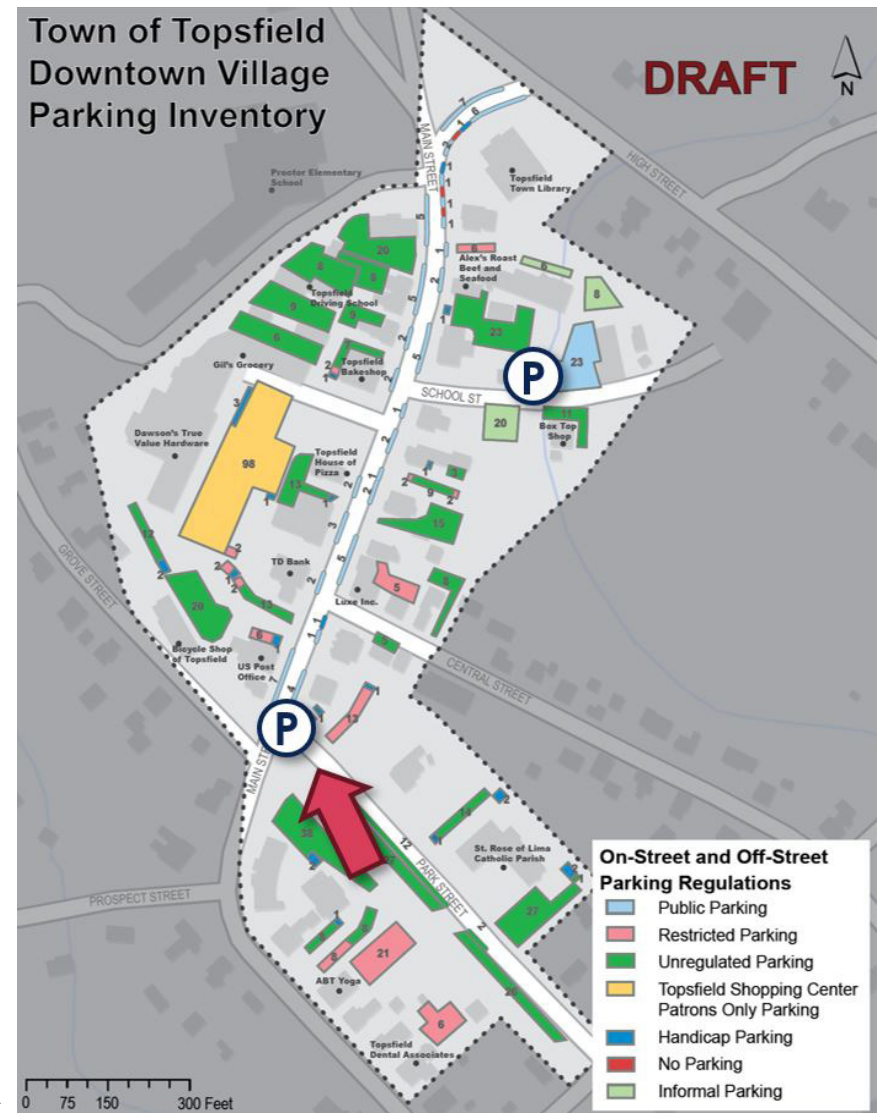
Customer parking sign concept design that clearly exhibits parking facilities for visitors

In summary, the following additional signage and wayfinding tools will improve the parking experience in Topsfield's Downtown Village.

- **Signage at public parking lot indicating where parking is allowed**
- **Signage at office parking on Main Street**
- **Wayfinding signage leading people from parking lots to downtown**
- **Online and printed parking maps for visitors and local businesses**

Signage indicating the public lot on School Street is open to all should be installed near the lot.

Additional signage leading people from the lot on School Street and MBTA lots on Park Street to the Downtown Village will make parking in these locations easier. ►



2. CONSIDER TIME LIMITS FOR MAIN STREET

The turnover analysis uncovered that at any time of day, between 20 %and 30% of on-street parking along Main Street is occupied by mid- or long-term parkers - i.e., parkers who stay in the spot for more than 3 hours.

Field observations saw the parking spaces closest to South Main Street, near the Post Office, to be the most popular spaces for mid- and long-term parkers. Of the 13 spaces between Park Street and Central Street, 70% (9 spaces) were occupied by mid- and long-term parkers. Members of the public confirmed this as regular practice at the public meeting.

Parking near the Post Office is some of the most in-demand parking in the Downtown Village. Many neighbors come to buy stamps, mail packages, or simply drop off a letter for the mail, as there are no other accepting facilities in the immediate area. Mid- and long-term parking in the spaces closest to the Post Office leaves short-term visitors no where to park. Public comments suggest the resulting behavior is double parking, traffic congestion, and an overall, unpleasant experience.

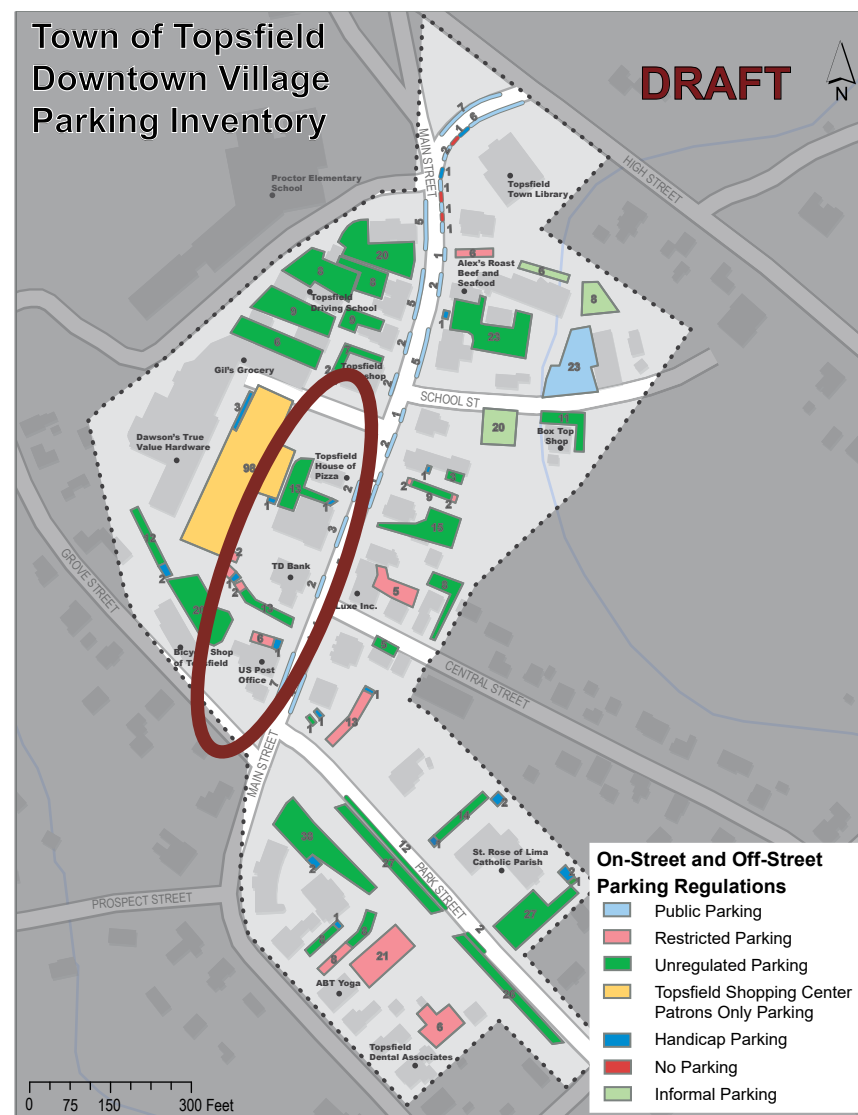
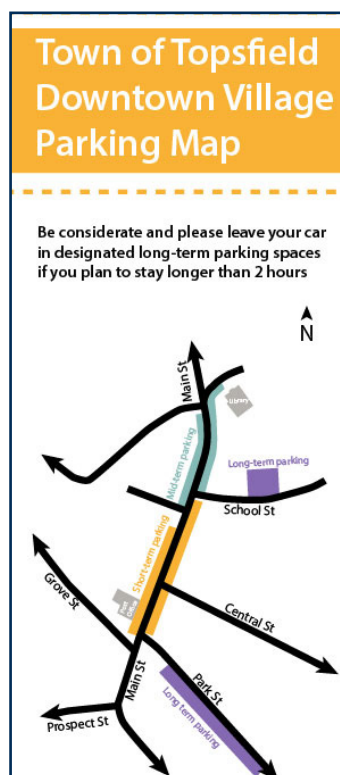
Parking in the Downtown Village is currently unregulated with no time restrictions, allowing mid- and long-term parkers to park wherever they like. A time limit coupled with enforcement, can help distribute parking demand across the village and free up spaces near short-term destinations (i.e. Post Office, dry cleaners, convenience store). This can be accomplished by:

- 1. Implement a 2-hour time limit on the parking spaces between Grove Street and School Street. Add signing to indicate where restriction is in place**
- 2. Enforce time limits, but offer the first ticket free to ease parkers into the new regulations**
- 3. Provide information with all parking infractions so people know where they can park for mid- and long-term stays (see parking map on next page)**
- 4. Monitor time limits and adjust as necessary**

Mid- and long-term parkers should be encouraged and directed to use the underutilized public parking lot on School Street where occupancy never peaks above 40%. The MBTA lot along Park Street is another option for mid- and long-term parking, but there is less availability throughout the day and the lot will fill quicker. To help introduce the changes to the parking system, employers in Topsfield should be notified of the changes before enforcement begins.

The 2-hour time limit is not recommended for the entire study area or the entire span of Main Street. Main Street has restaurants, salons, and other destinations where a person may need to spend more than 2 hours. If after implementation and additional development, more of Main Street needs to be time restricted, this regulation can be introduced at a later time.

The ticket below the right is a non-punitive approach for first time parking violators, and can be used as general parking information.



3. INVEST IN MULTIMODAL IMPROVEMENTS

Today, the size and character of Topsfield's Downtown Village shows potential for even more walking and biking with the addition of safe walk and bike infrastructure. Walking paths, bike lanes and racks, and crosswalks help reduce driving and parking demand, especially for local residents within a short distance of downtown.

Over 75% of the respondents in the survey said they would rather park quickly and walk further to their destination. This is a clear indicator walking is a desired mode of travel in the Downtown Village, and therefore walk infrastructure should be improved where possible.

As it exists today, Main Street has one crossing at Park Street, one just before Central Street, one at School Street, and another at the spur near the library. These crossings are red or yellow painted bars with a white outline on either side.

It is recommended that **crossings be placed every 250'-300'** and are **zebra striped** (white stripes) so cars can see the crossing. By this standard, a new mid-block crossing should be built between Central Street and the entrance to the Topsfield Shopping Center and all crossings be repainted as zebra crossings. This new crossing will better connect the two sides of Main Street and offer safe crossing along the entire length of Main Street in the Downtown Village.

Bike racks and bike lanes are another multimodal feature lacking in Topsfield's Downtown Village. With such close proximity to the Topsfield Linear Common, a well-known bike and multi-use trail, the Downtown Village should be designed as a bike-friendly place. The public engagement exercises reaffirmed this, as many requested more bike racks and bike lanes.

As previously mentioned, the Post Office is one of the most congested parking areas in Town and the people of Topsfield made their dissatisfaction with the traffic operations around the building clear. Clearing up congestion and demand for the Post Office would likely make the south of Main Street better for people parking, driving, walking, or biking. **Adding a mail box elsewhere in Town** would help by removing the demand of people just coming to drop off a letter.

In summary, there are several opportunities to improve the multimodal travel environment in the Downtown Village, including:

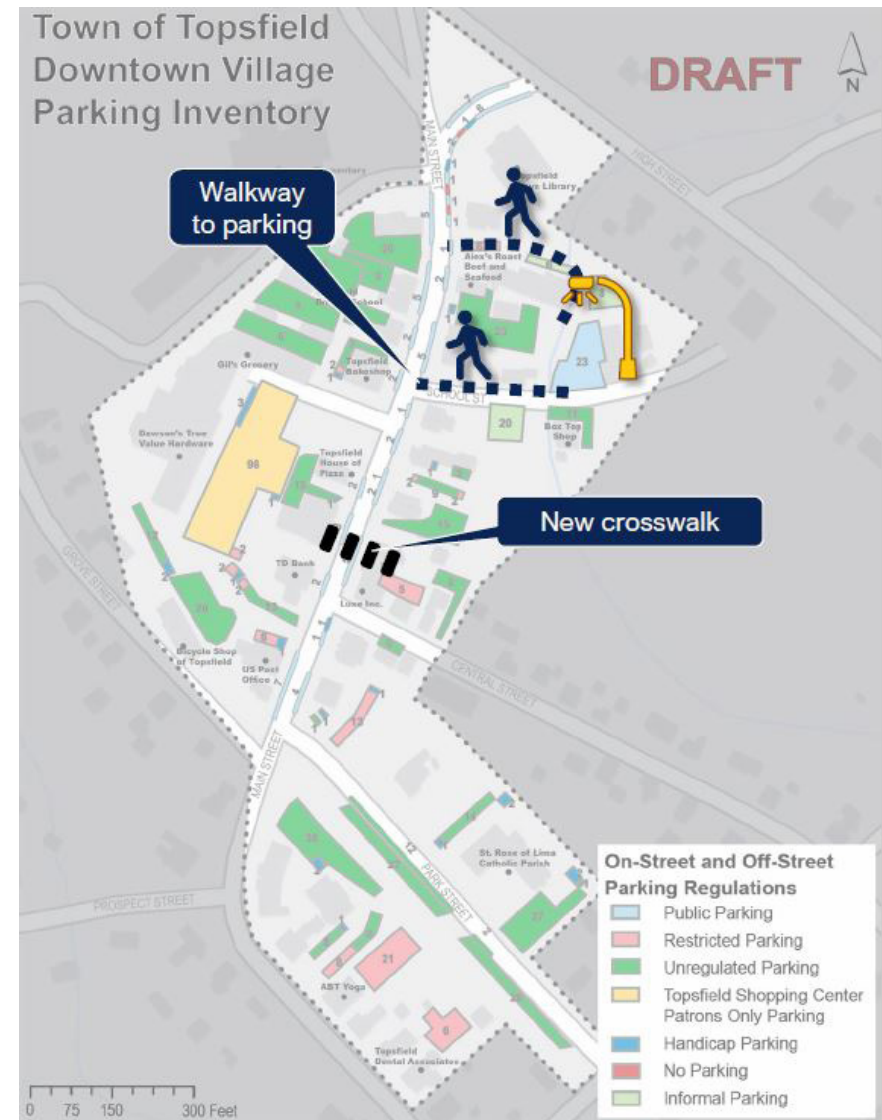
- **More pedestrian connections**
- **Add lighting in parking lots**
- **Improve and add “zebra striped” crosswalks**
- **Add a mailbox at the Post Office or somewhere else in Downtown Village to alleviate traffic and parking congestion at the Post Office**
- **Add bike racks and other bike infrastructure**



▲ Bike sharrow example along roadway
Source: <http://pedbikeimages.org/details.php?picid=2547>



▲ The best practice for crosswalk markings is zebra stripes as they are easily seen by drivers
Source: <https://reischlawfirm.com/pedestrians-know-crossing-crosswalk/>



4. PURSUE SHARED PARKING TO AUGMENT PUBLIC SUPPLY

With public parking limited to the lot on School Street and on-street parking along Main Street, private parking lots account for over 80% of parking spaces in the Downtown Village. In the utilization analysis, private lots next to public lots were almost always empty, while the public spaces were at or above capacity. A shared parking agreement can help to alleviate the pressure on public spaces by opening up private spaces for use by others.

The location and utilization rates of select off-street parking locations allow for shared parking agreements between the town and private business owners or between private business owners themselves. A shared parking agreement could reduce pressure on the search for on-street parking during peak travel times as well as support new and existing development. Agreements can take several forms, including with different participants and forms of execution.

WHO

- Shared parking between two complimentary land uses, such as a bank and a restaurant
- Reservation of space for employees or residents of nearby businesses and housing, with the remainder of spaces reserved for general use
- Event-specific parking allowing for use of lots during periods of high demand in the Downtown Village (e.g. festivals or parades)

HOW

- Provision of in-kind services, including maintenance, plowing, signage, property beautification, and improvements to other amenities such as sidewalks
- Payments in-lieu of providing parking for new developments

Three sites were found to provide the greatest benefit for shared parking arrangements:

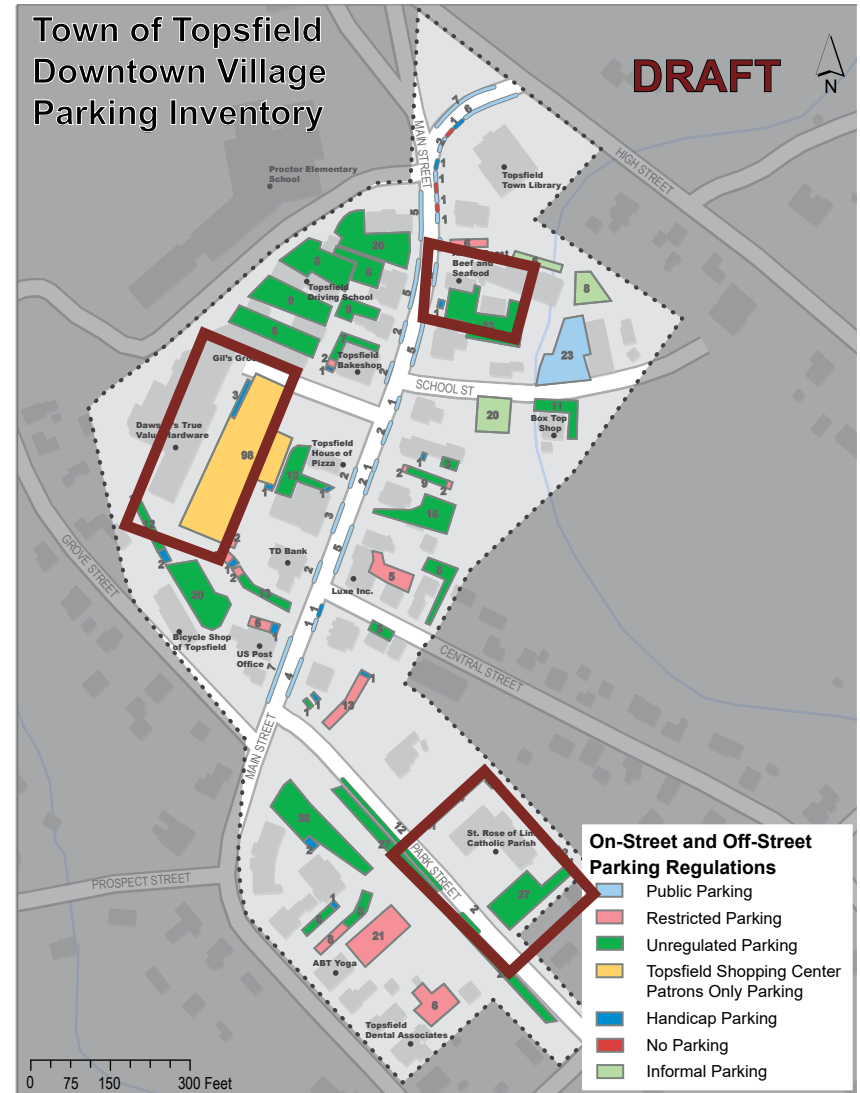
- **The St. Rose of Lima Catholic Church on Park Street**
(47 spaces, 0% observed utilization on June 6)
- **Parking Lot serving Topsfield Cleaners on Main Street**
(23 spaces, 61% observed peak utilization at 12:45 pm)
- **The Topsfield Center Shopping Center parking lot**
(104 spaces, 79% observed peak utilization at 9:45 am - less than 65% observed utilization at 12:45, 4:15, and 6:15 pm)

The appendix provides examples of shared parking agreements with private business establishments in other Massachusetts cities and towns.



Offering in-kind services, including maintenance and signage, can help in arranging a shared-parking agreement with local business and property owners

Restricted parking lots in the Downtown Village account for over 80% of the parking supply - and are generally utilized less than the public, on-street parking



5. ACHIEVE FLEXIBILITY IN ZONING

Many municipalities throughout Massachusetts and around the country are reconsidering the impact of their zoning codes on downtown development. The oversupply of parking in downtown areas, where dense, walkable development thrives most, can create environments with poor walkability and bikeability as well as create significant safety hazards for these modes. Yet many zoning codes mandate parking be supplied for new developments, even when parking is underutilized nearby.

Topsfield's parking regulations for retail and office uses were found to be above national standards (i.e. require higher levels of parking) and should be lowered, particularly given the parking vacancies observed through this study. Shared parking arrangements, particularly for existing and new mixed-use developments, could allow parking needs to be met where development and redevelopment space is maximized. Strategies which can make shared parking easier, and are consistent with the recommendations above, include:

- Encouraging off-street shared parking arrangements at distances further from Main Street to encourage a park-once environment and increased foot traffic
- Clarifying bylaws where shared parking can occur and which uses are eligible
- Keep sample shared parking agreements on file as a resource for developers and business owners
- Allowing for change-of-use for businesses and properties in the Downtown Village below a certain threshold.

Additional design considerations can reduce the dependence upon parking for patronizing Downtown Village. Bicycle parking can be required with new development projects, whether by providing bicycle racks proximate to building entry points or in helping fund installation of public bicycle racks along Main Street. Curb cuts create conflict points for motorist and pedestrian/bicyclist collisions; limiting new curb cuts and closing existing curb cuts as opportunity allows over time with new development projects is recommended. Minimum and maximum width standards for driveways should be maintained.

DRAFT

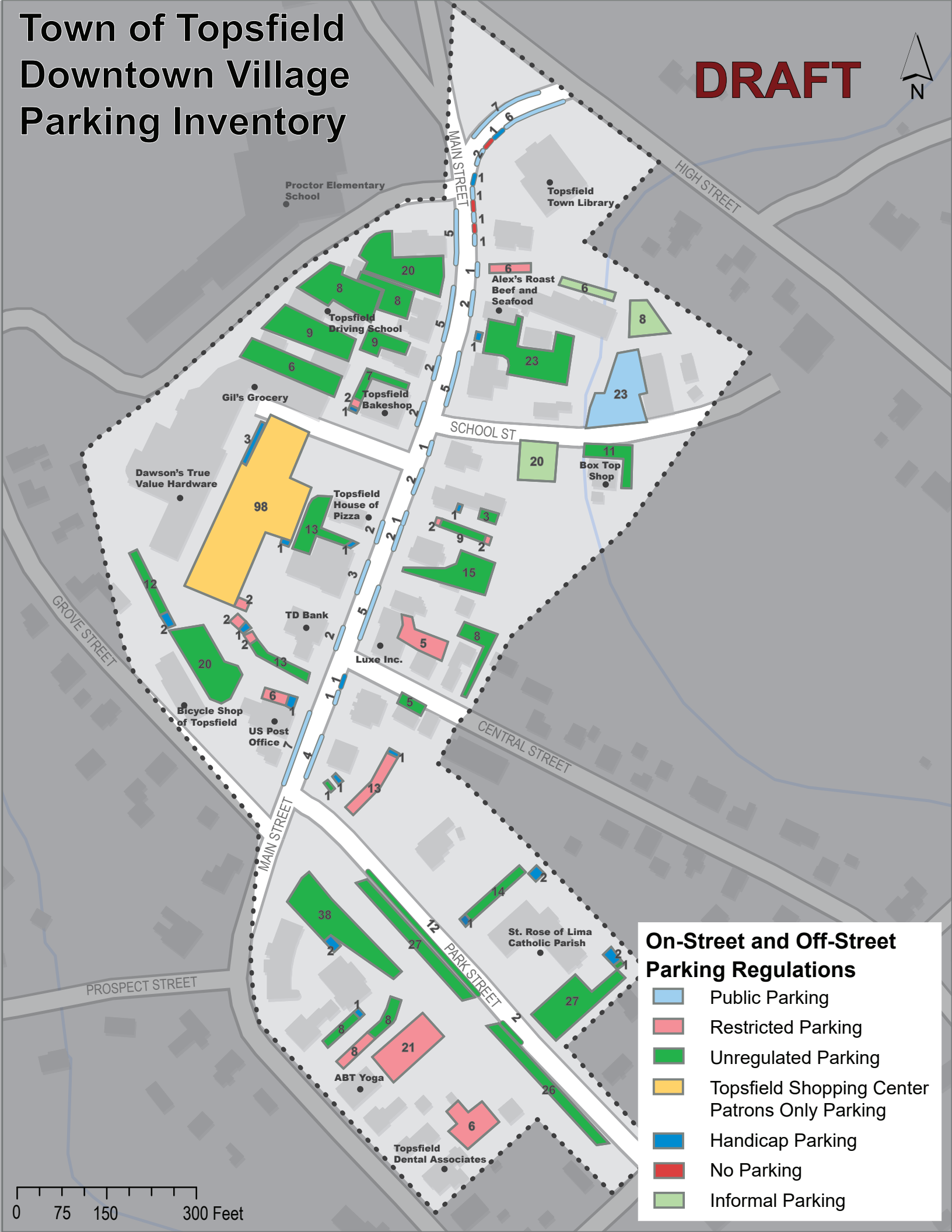


TECHNICAL APPENDICES

APPENDIX A | PARKING INVENTORY AND UTILIZATION MAPS

Town of Topsfield Downtown Village Parking Inventory

DRAFT



**On-Street and Off-Street
Parking Regulations**

- Public Parking
- Restricted Parking
- Unregulated Parking
- Topsfield Shopping Center Patrons Only Parking
- Handicap Parking
- No Parking
- Informal Parking

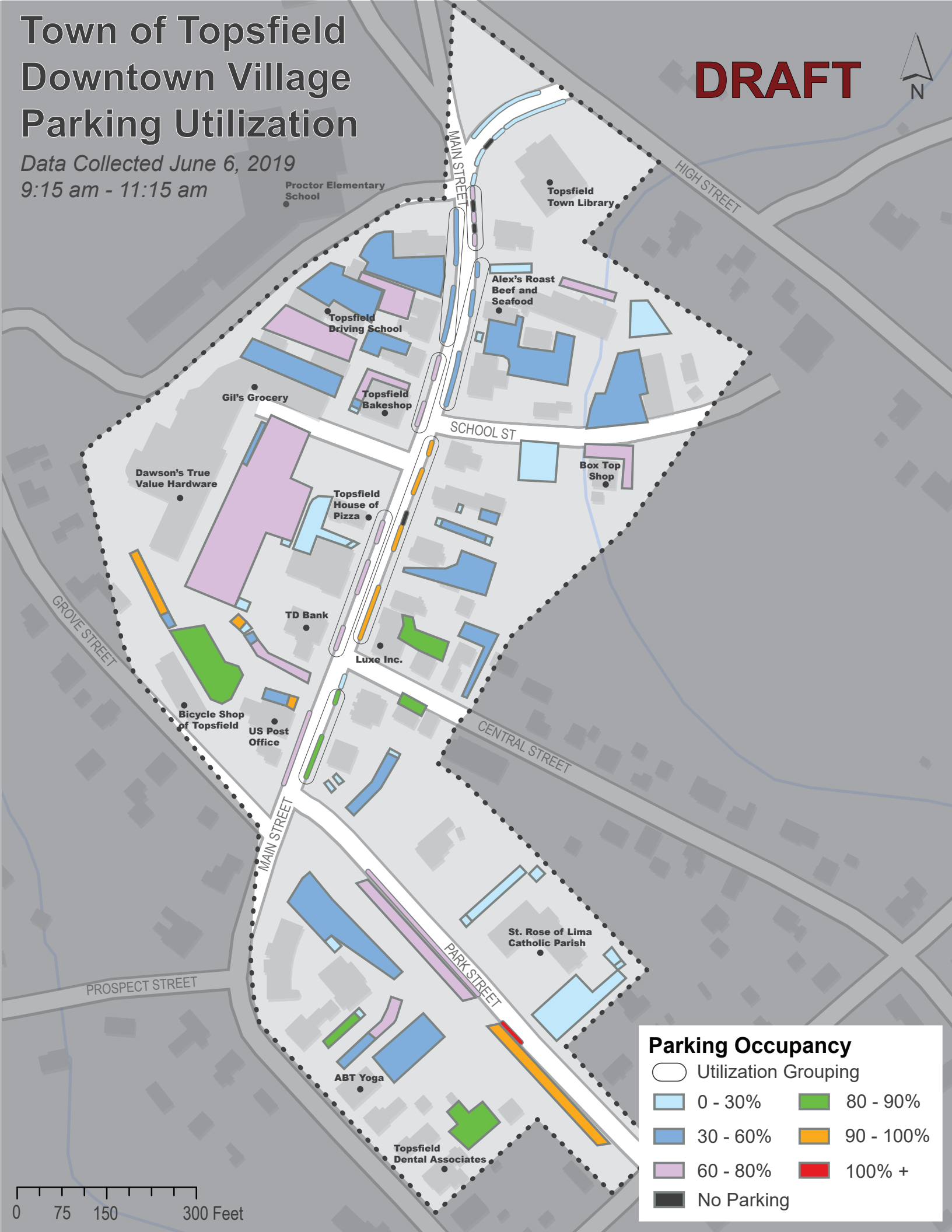
0 75 150 300 Feet

Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019

9:15 am - 11:15 am

DRAFT



Parking Occupancy

○ Utilization Grouping

0 - 30%

30 - 60%

60 - 80%

No Parking

80 - 90%

90 - 100%

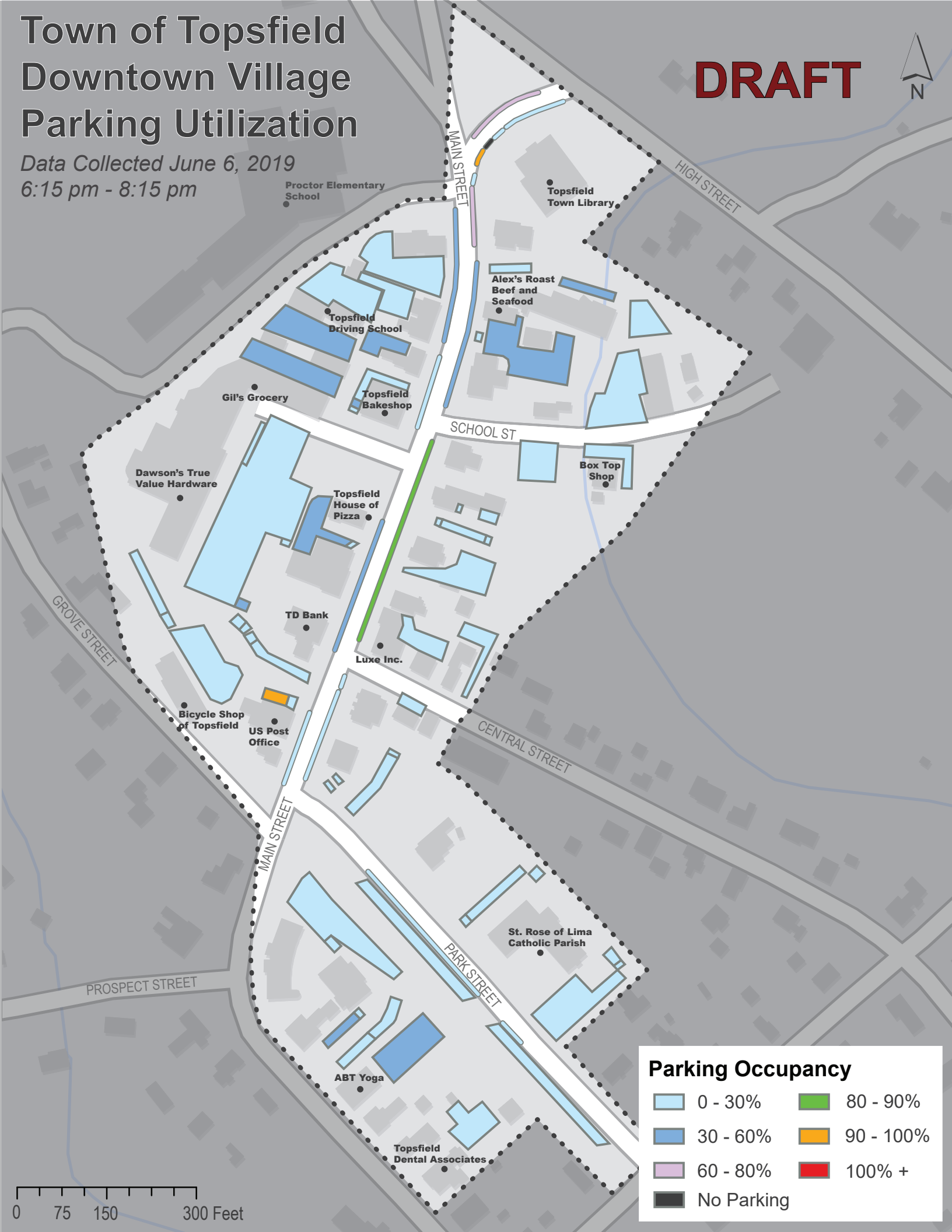
100% +

0 75 150 300 Feet

Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
6:15 pm - 8:15 pm

DRAFT



Parking Occupancy

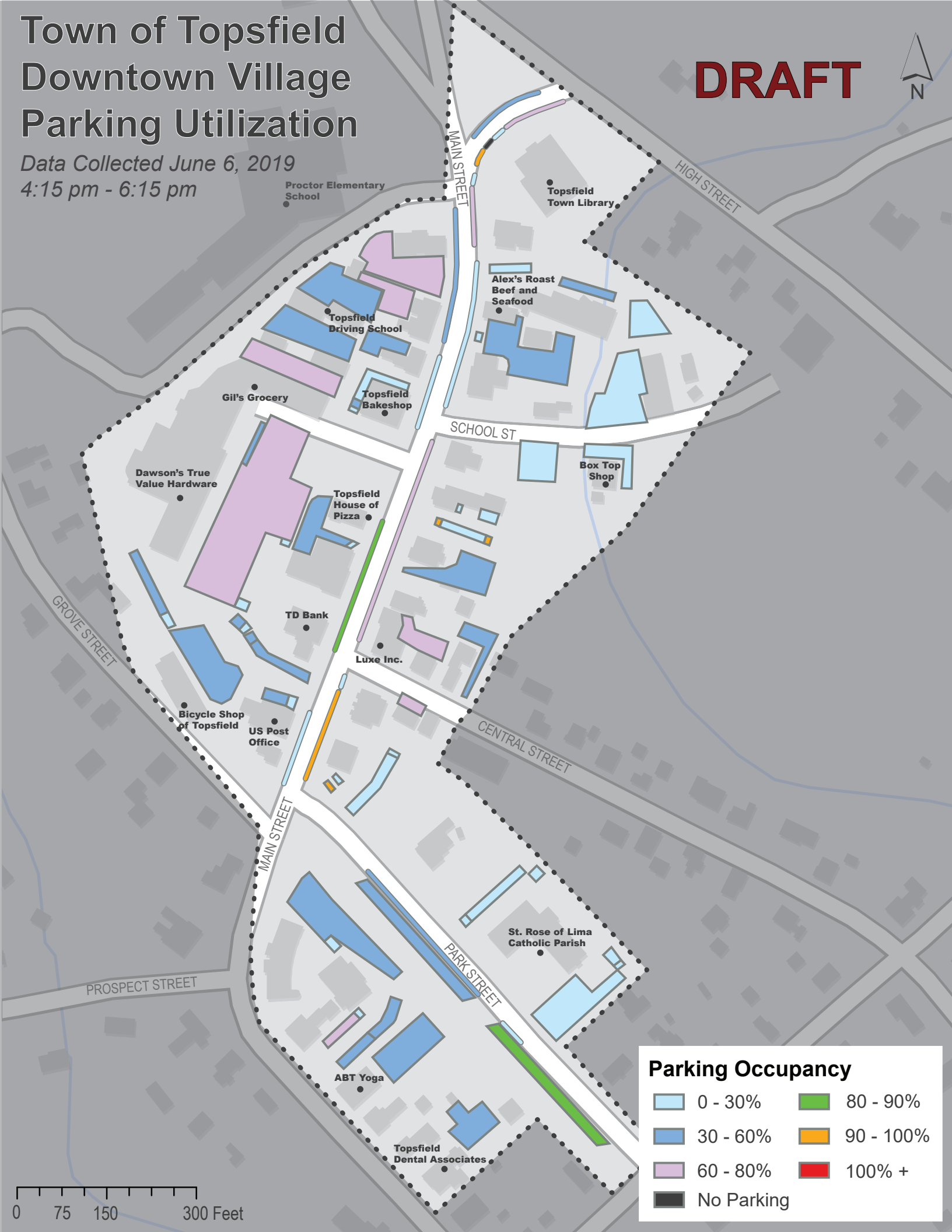
0 - 30%	80 - 90%
30 - 60%	90 - 100%
60 - 80%	100% +
No Parking	

0 75 150 300 Feet

Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
4:15 pm - 6:15 pm

DRAFT



Parking Occupancy

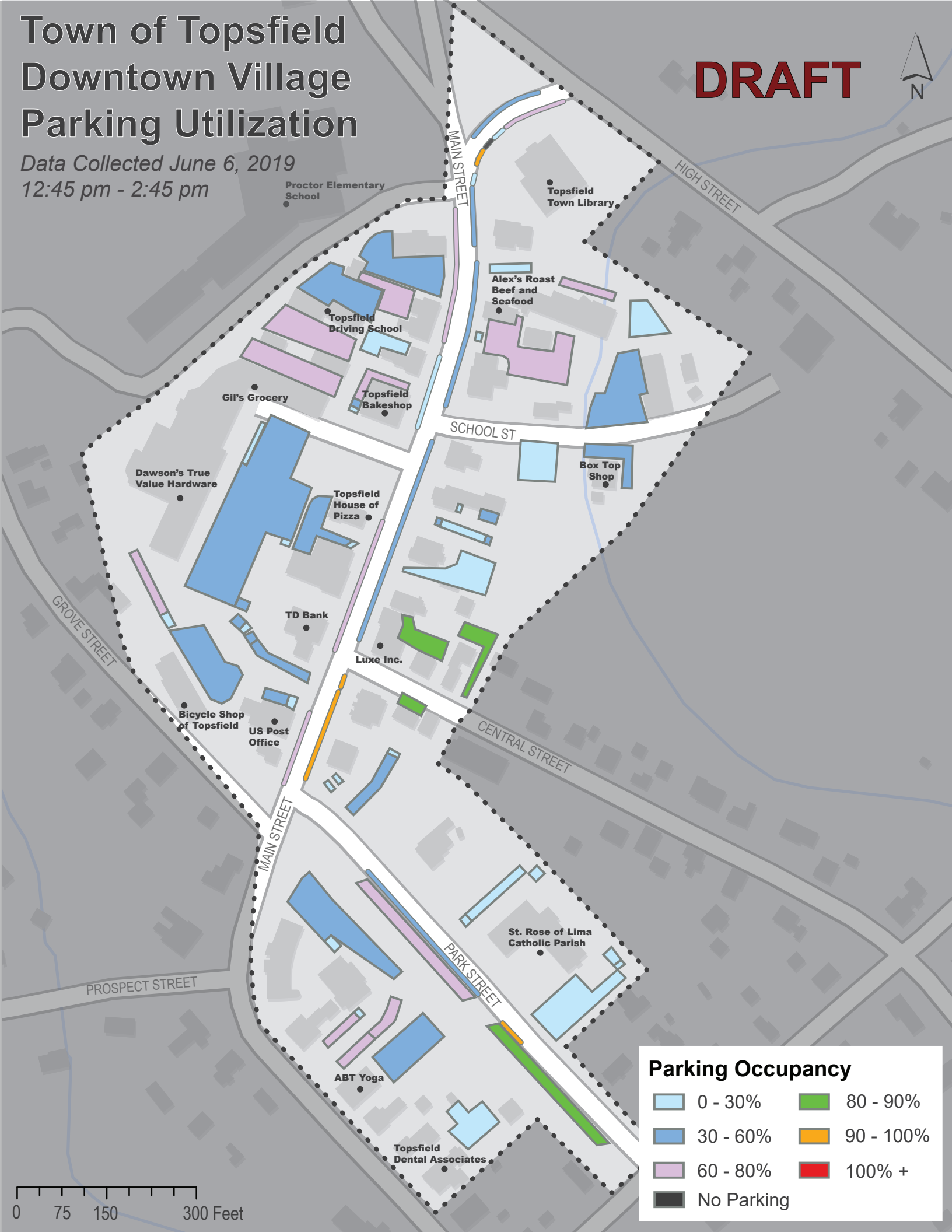
0 - 30%	80 - 90%
30 - 60%	90 - 100%
60 - 80%	100% +
No Parking	

0 75 150 300 Feet

Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
12:45 pm - 2:45 pm

DRAFT



Parking Occupancy

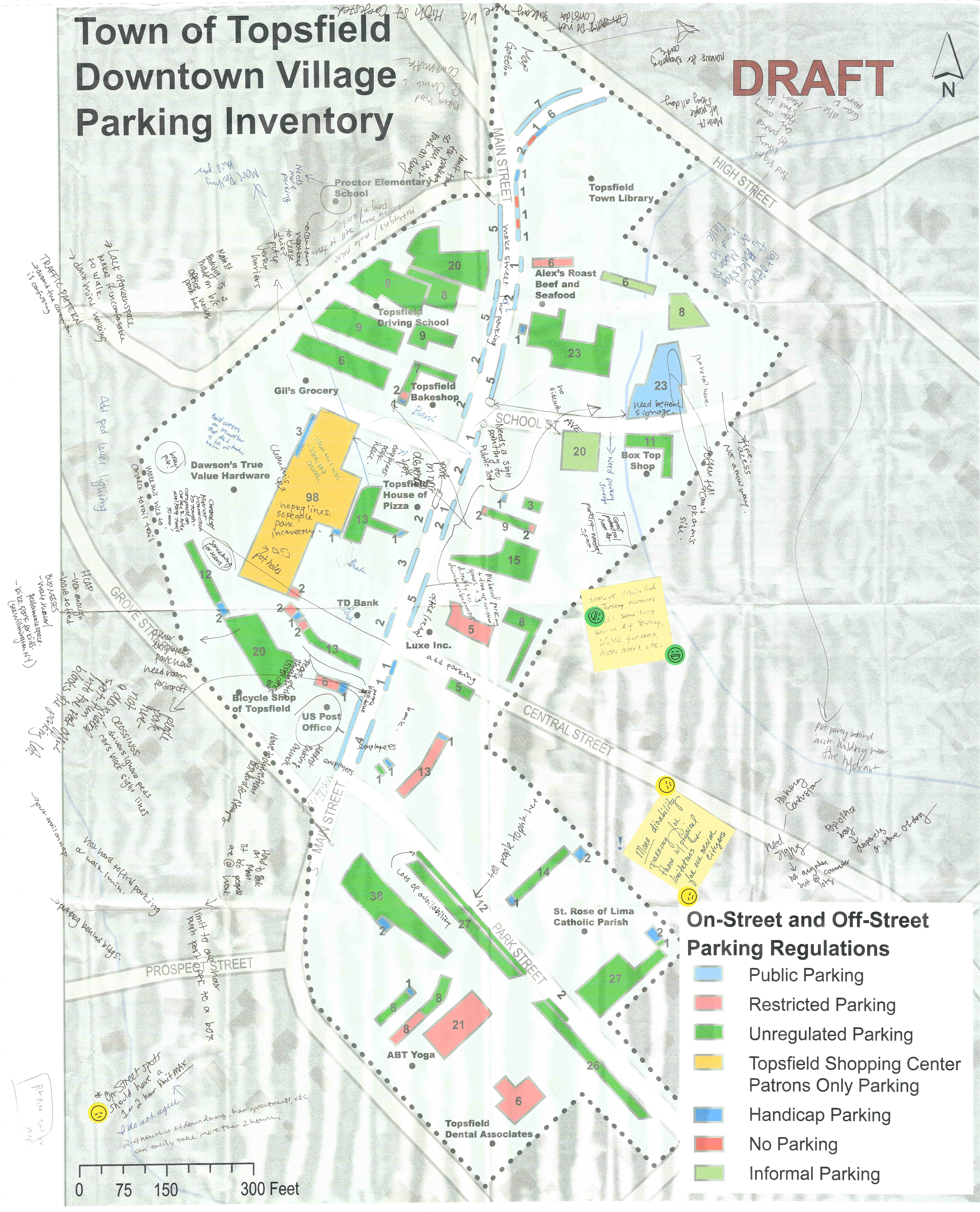
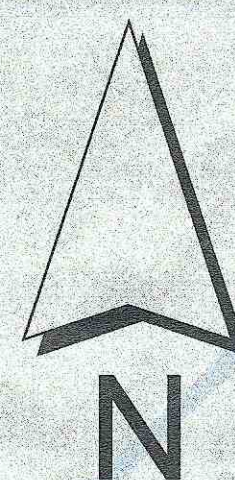
0 - 30%	80 - 90%
30 - 60%	90 - 100%
60 - 80%	100% +
No Parking	

0 75 150 300 Feet

APPENDIX B | PUBLIC ENGAGEMENT MAP

Town of Topsfield Downtown Village Parking Inventory

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On-Street and Off-Street Parking Regulations

- Public Parking
- Restricted Parking
- Unregulated Parking
- Topsfield Shopping Center Patrons Only Parking
- Handicap Parking
- No Parking
- Informal Parking

0 75 150 300 Feet

APPENDIX C | BOARD OF SELECTMEN MEETING PRESENTATION

DRAFT



TOWN OF TOPSFIELD, MA

DRAFT PARKING STRATEGIES

AGENDA

- Introductions (2 mins)
- Slides (15 mins)
 - Parking Supply
 - Utilization
 - Public Input
 - Parking System and Future Needs
 - Draft Recommendations
- Discussion

Town of Topsfield Downtown Village Parking Inventory

DRAFT  **DRAFT**










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PARKING INVENTORY AND REGULATIONS

TOTAL COUNT

DOWNTOWN VILLAGE: 691

On-Street and Off-Street Parking Regulations

-  Public Parking
-  Restricted Parking
-  Unregulated Parking
-  Topsfield Shopping Center Patrons Only Parking
-  Handicap Parking
-  No Parking
-  Informal Parking

REGULATION	DEFINITION	PARKING SUPPLY		PERCENTAGE	
		On-Street	Off-Street	On-Street	Off-Street
Public Parking	Signage designating lot for Public Use	-	23	-	4%
Restricted Parking	Signage designating employee, customer, or private parking only	-	62	-	10%
Unregulated Parking	No regulation or signage	83	362	92%	60%
Topsfield Shopping Center Patrons Only Parking	Signage designating lot for Topsfield Shopping Center Patrons Only	-	98	-	16%
Handicap	Handicap Signage	3	22	3%	4%
No Parking	Paint or Signage forbidding parking	4	0	4%	-
Informal Parking	Lot with no formal parking infrastructure (lines / signs)	0	34	-	6%
TOTAL		90	601	13%	87%

PARKING UTILIZATION

WHEN?

- **Typical Weekday (Thursday June 5, 2019)**
 - 9 AM
 - 1 PM
 - 4 PM
 - 6 PM

WHERE?

- Downtown Village
- Public, private, on-and off-street parking spaces and lots

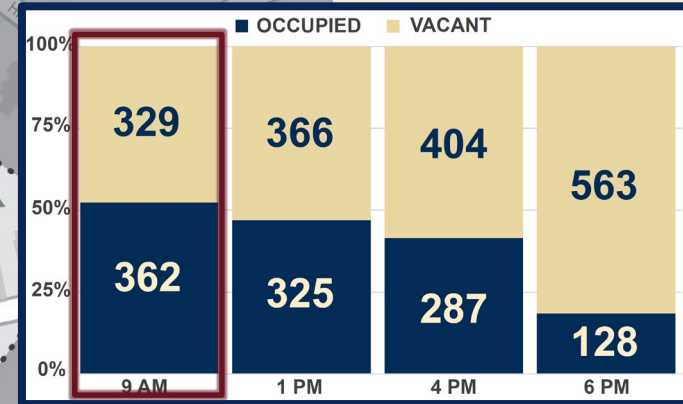
WHY?

- Understand parking demand levels
- Assess parking occupancy during Topsfield peak activities

Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
9 AM

DRAFT DRAFT



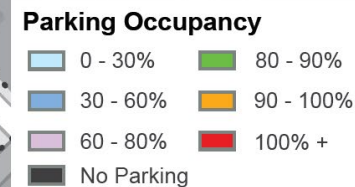
Topsfield Shopping Center Parking Lot over half full

Availability in Public Lot

On-Street Parking in front of businesses full

MBTA Lot Closest to Bus Stop Full

Private Lots Full



0 75 150 300 Feet

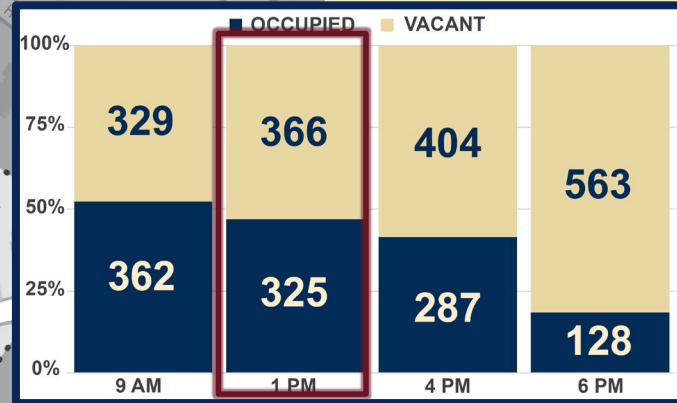
Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
1 PM

DRAFT DRAFT

On-Street Parking
in front of
businesses full

Informal
Lots Empty



MBTA Lot Closest
to Bus Stop Full

Parking Occupancy

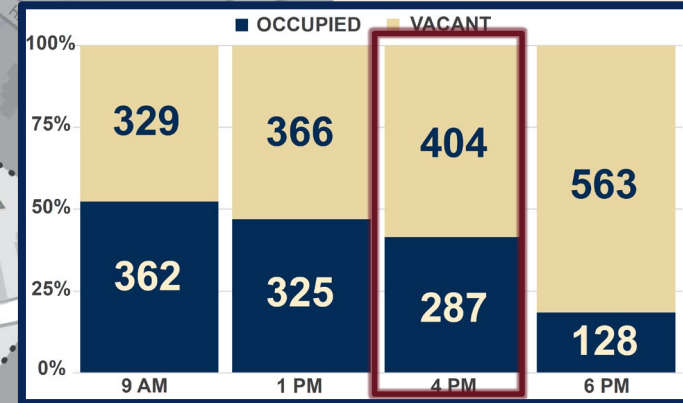


0 75 150 300 Feet

Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
4 PM

DRAFT DRAFT



Topsfield Shopping Center Parking Lot over half full

Reserved Spaces Full

Church Lots not used (no Thursday Service)

On-Street Parking in front of businesses still full

Parking Occupancy



0 75 150 300 Feet

Town of Topsfield Downtown Village Parking Utilization

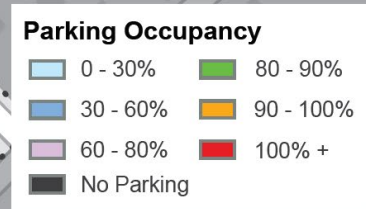
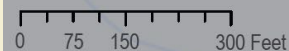
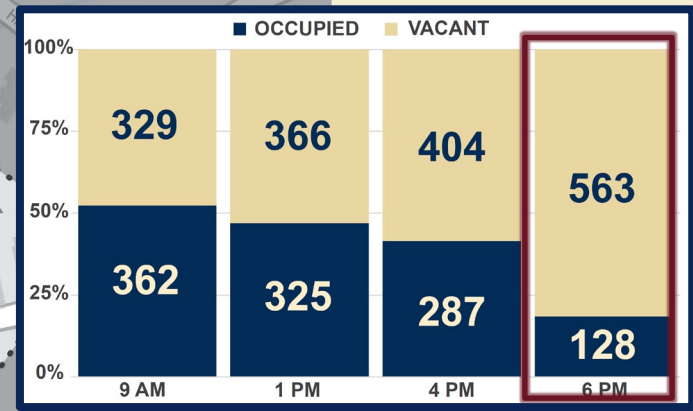
Data Collected June 6, 2019
6 PM

DRAFT DRAFT

Street Parking at Library utilized for an event

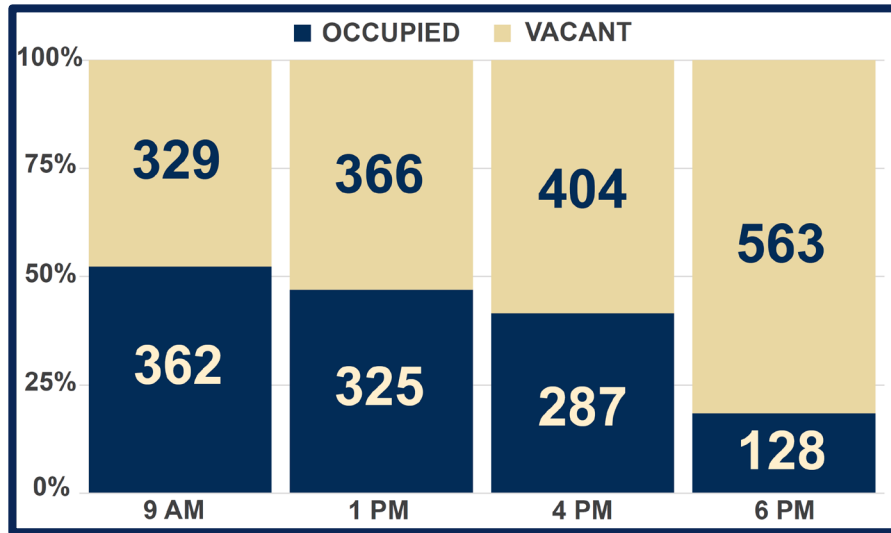
On-Street Parking Near Topsfield Pizza

6 US Post Office Trucks

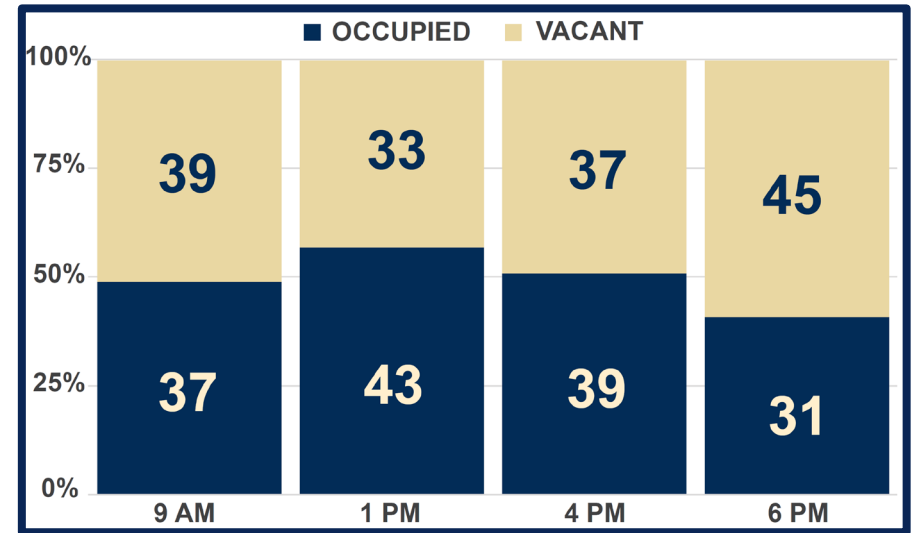


PARKING UTILIZATION FINDINGS

ALL



MAIN STREET

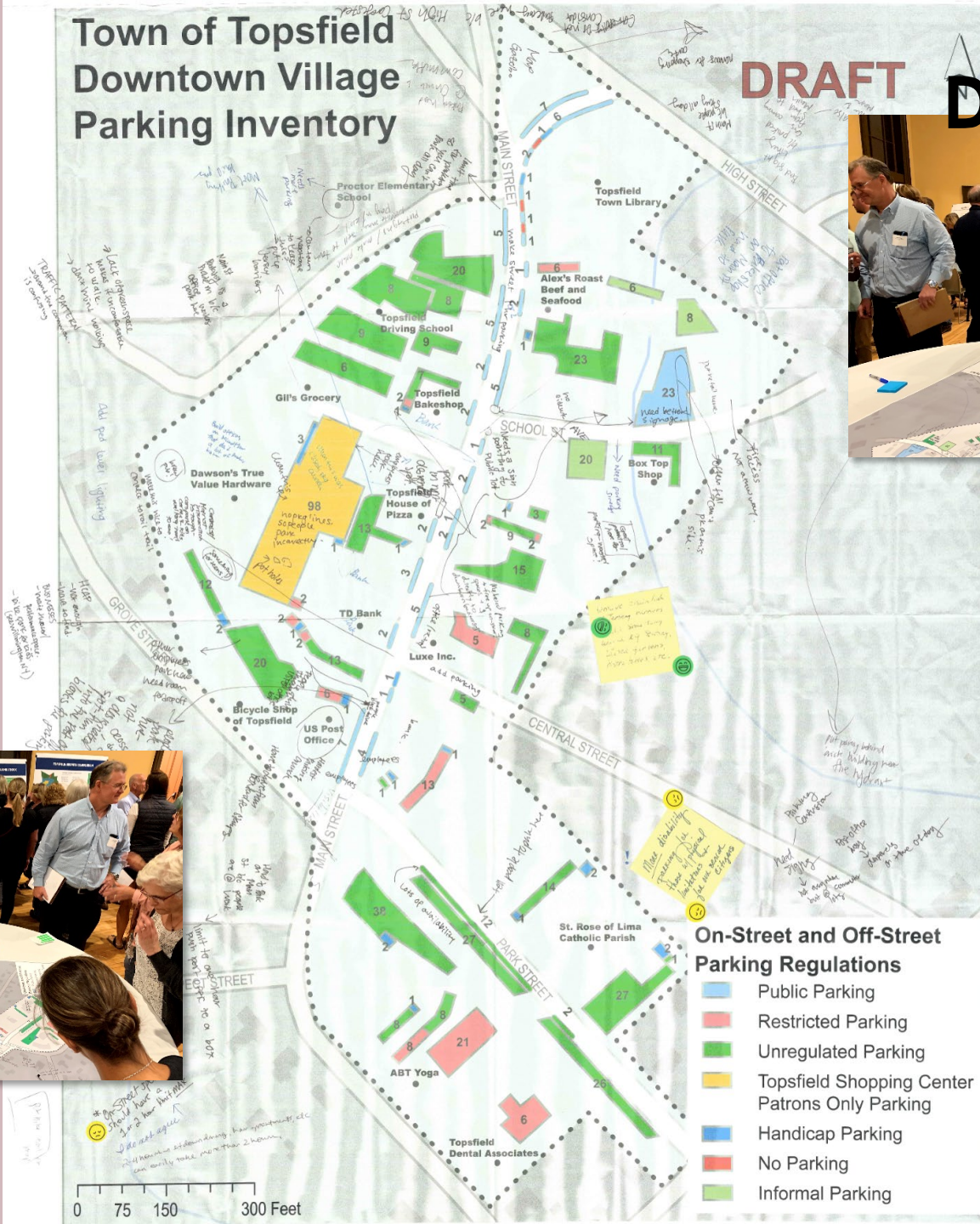


- Overall, parking never used at more than 55%
- Overall parking peak occurs at 9 am; Main Street peak occurs at 1 pm
- Main Street parking demand is consistent, between 40 and 50% of spaces utilized

Town of Topsfield Downtown Village Parking Inventory

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On-Street and Off-Street Parking Regulations

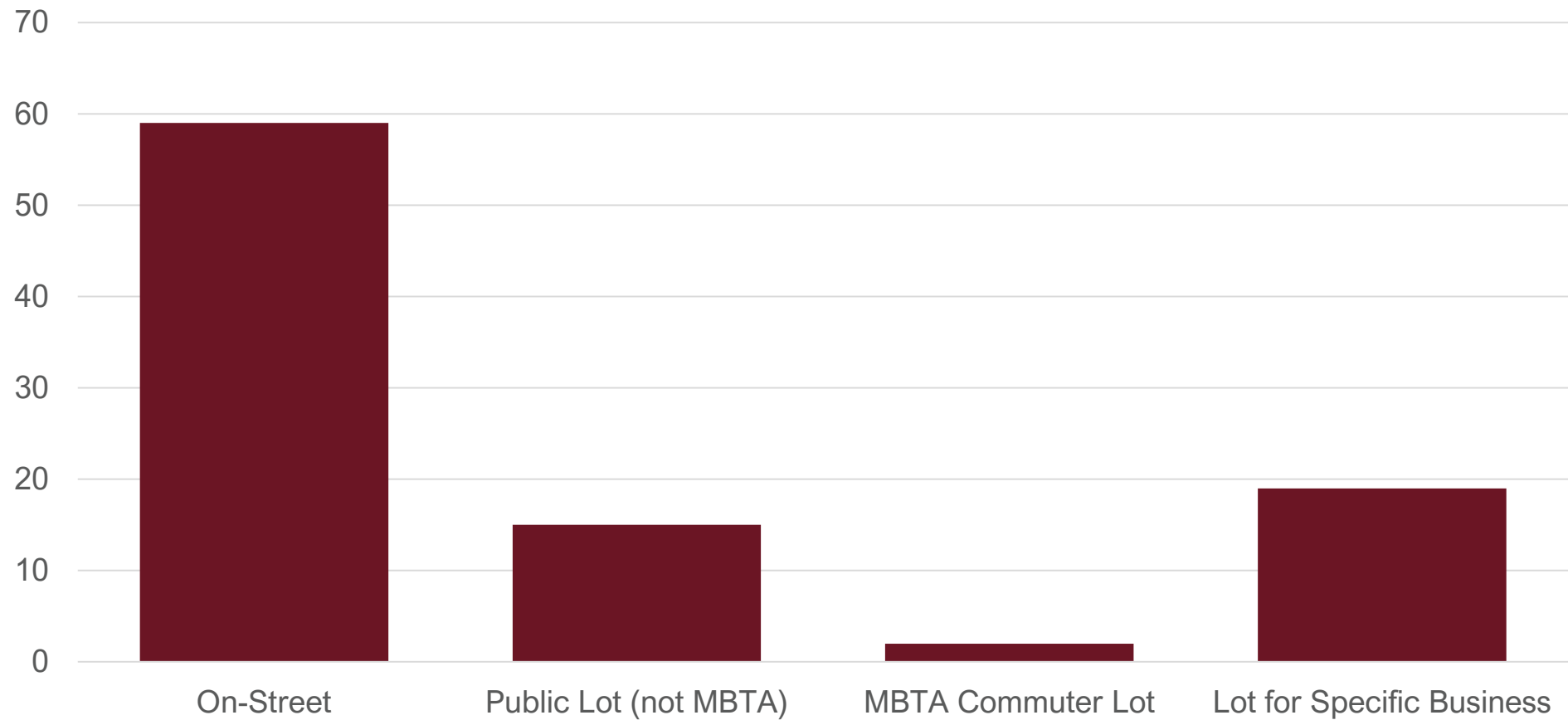
- Public Parking
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- No Parking
- Informal Parking

0 75 150 300 Feet

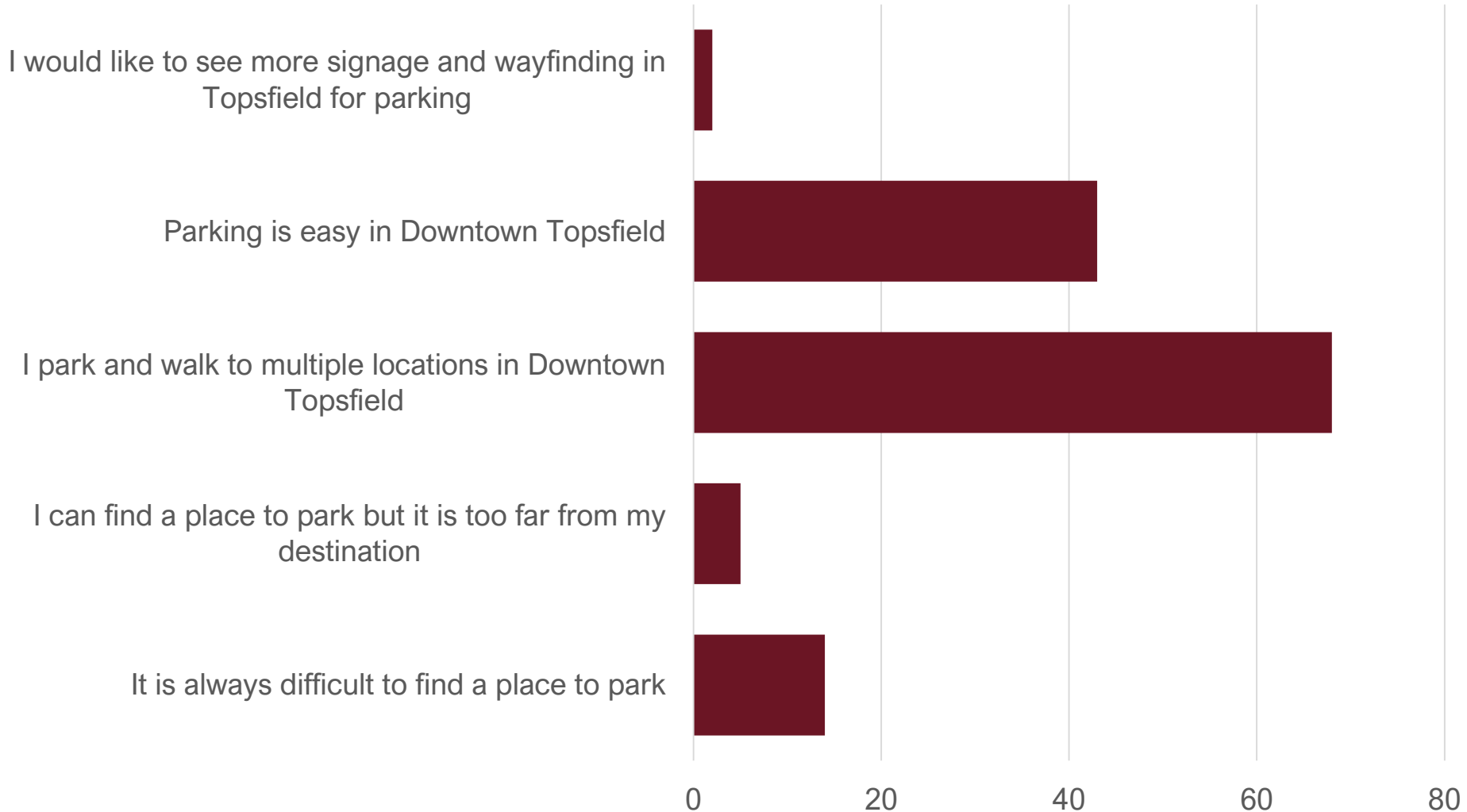
Issues/Observations	Opportunities
Regulations / Parking Shortfalls <ul style="list-style-type: none"> - Public parking lot on School Street gets full - Proctor Elementary School needs more parking - Employees fill spaces on Main Street 	<ul style="list-style-type: none"> - More disability parking - Consider 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 pot holes/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 pick-up/drop-off 	<ul style="list-style-type: none"> - Add on-street parking to Central Street - Consider metered parking and reinvesting revenues locally

SURVEY FEEDBACK

Where Do You Park?



SURVEY FEEDBACK





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SURVEY FEEDBACK: WHICH WOULD YOU RATHER?



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FUTURE NEEDS

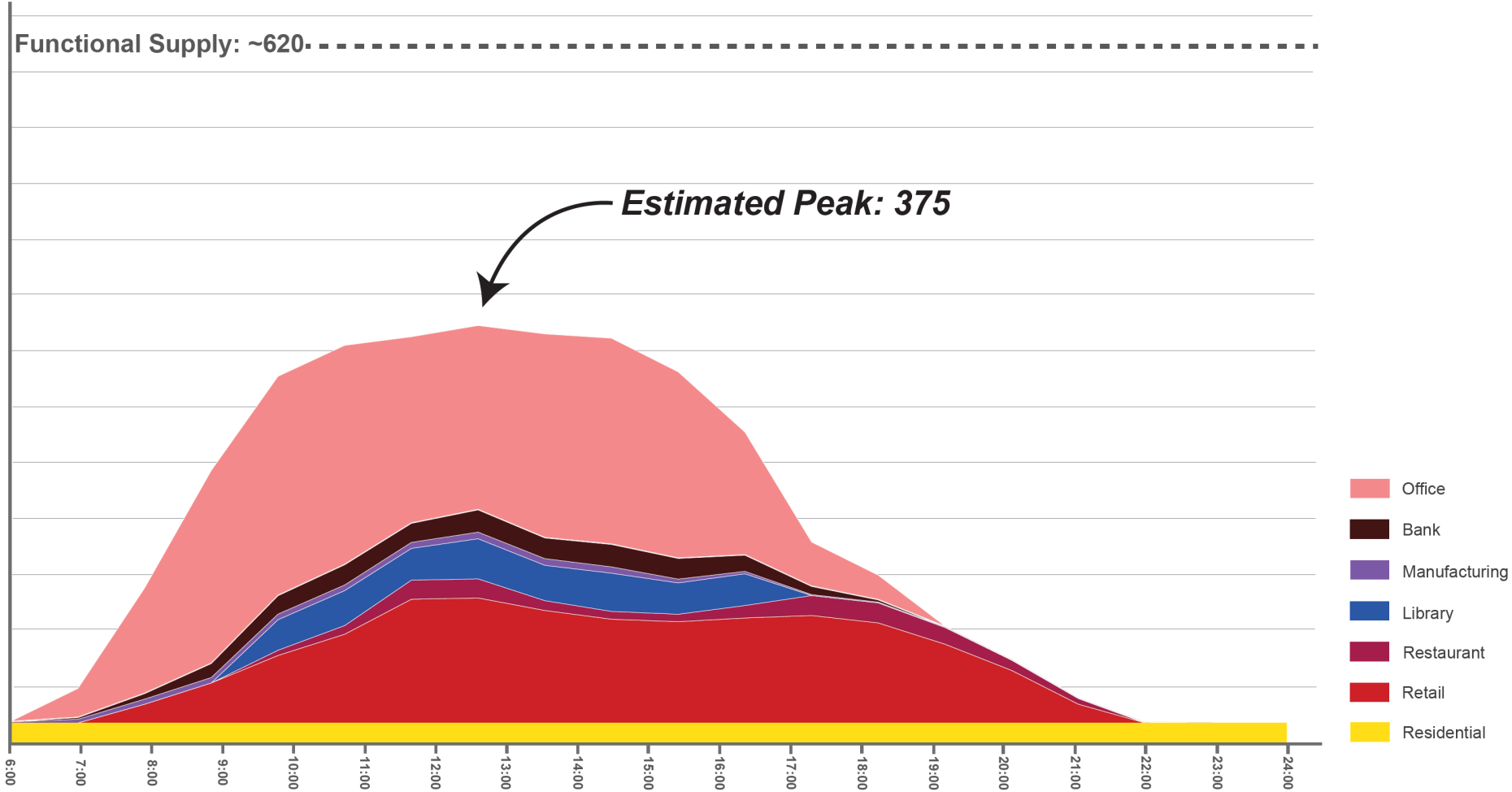
DRAFT

EXISTING DEMAND PROFILE

Actual Supply: ~690

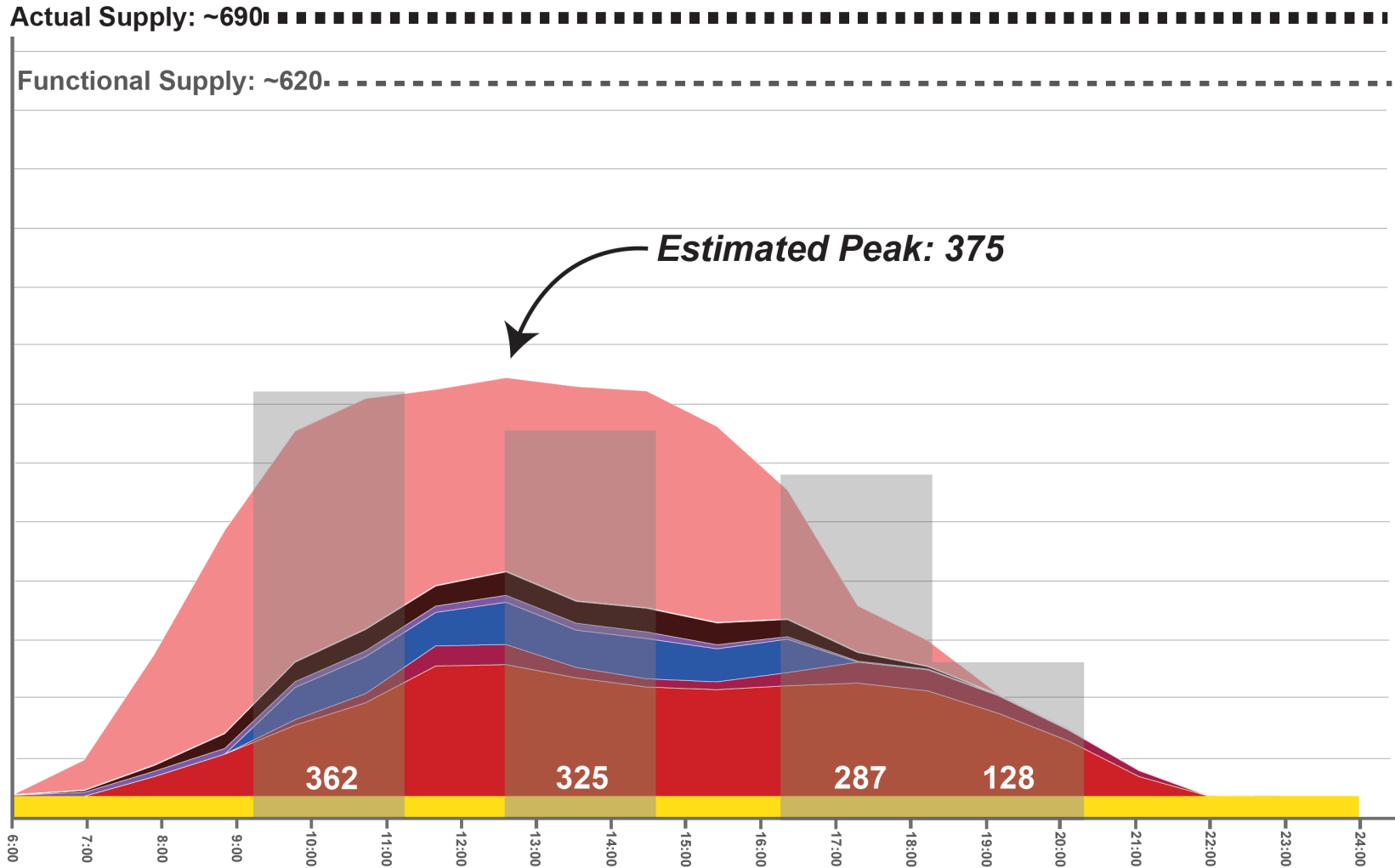
Functional Supply: ~620

Estimated Peak: 375



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EXISTING DEMAND PROFILE + UTILIZATION





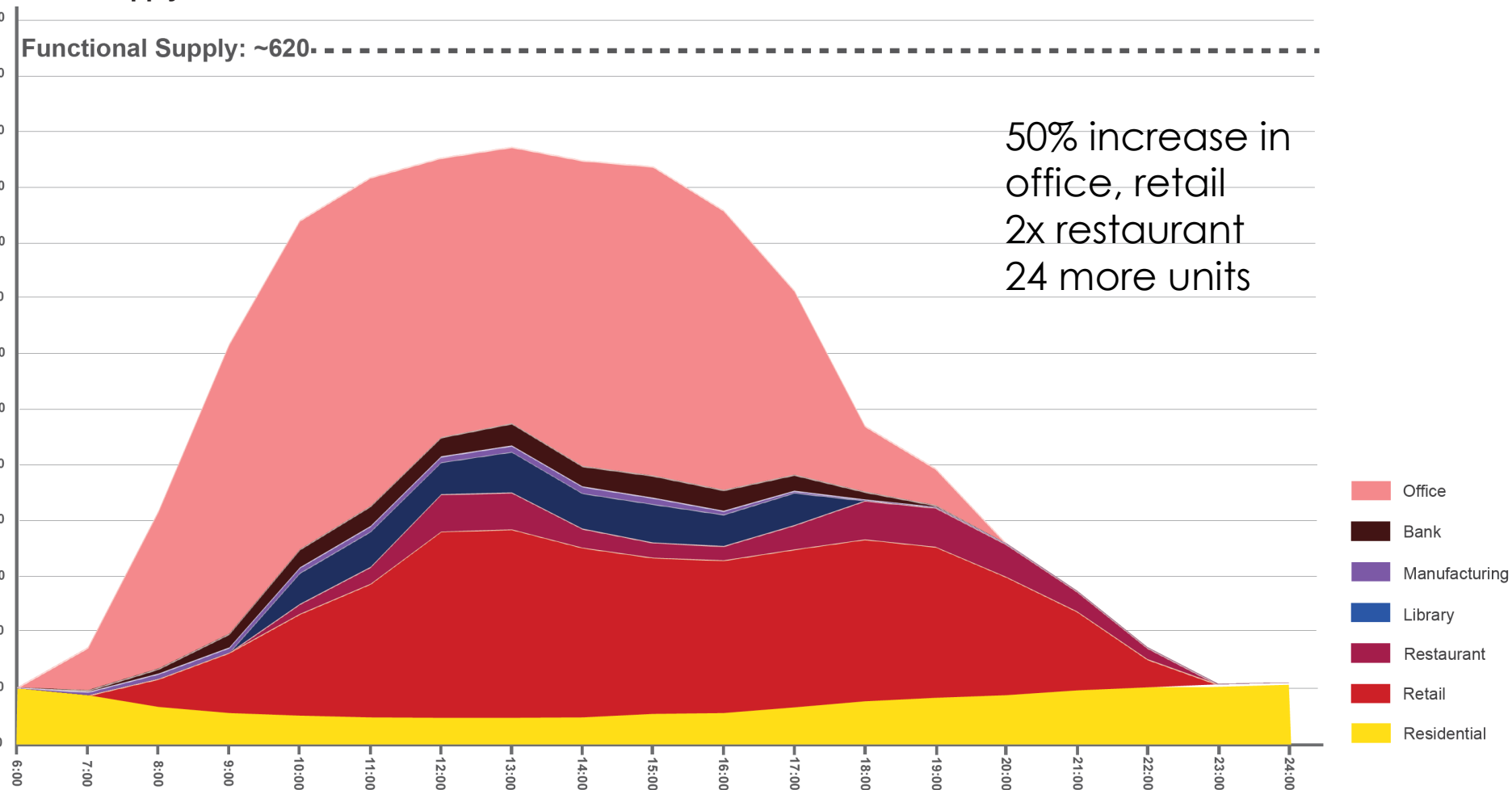
DRAFT

FUTURE DEMAND PROFILE + UTILIZATION - SAMPLE

Actual Supply: ~690

Functional Supply: ~620

50% increase in
office, retail
2x restaurant
24 more units



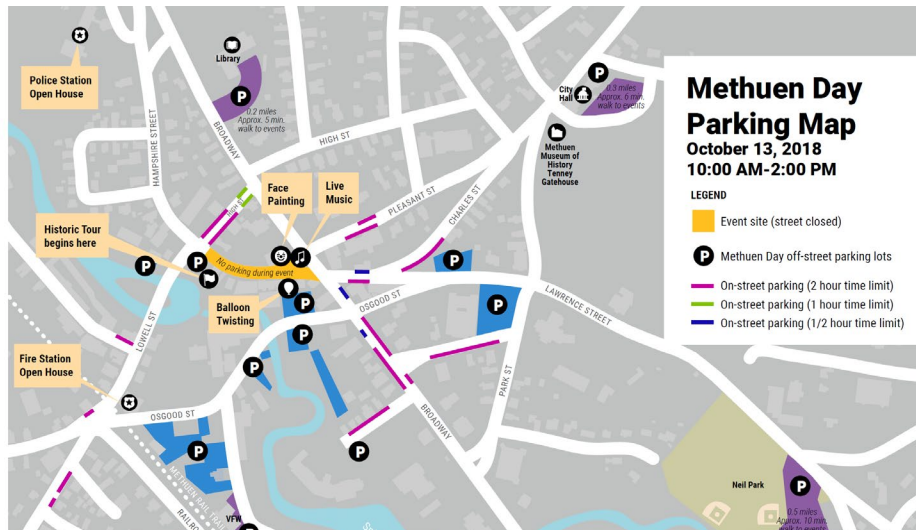
DRAFT

RECOMMENDATIONS

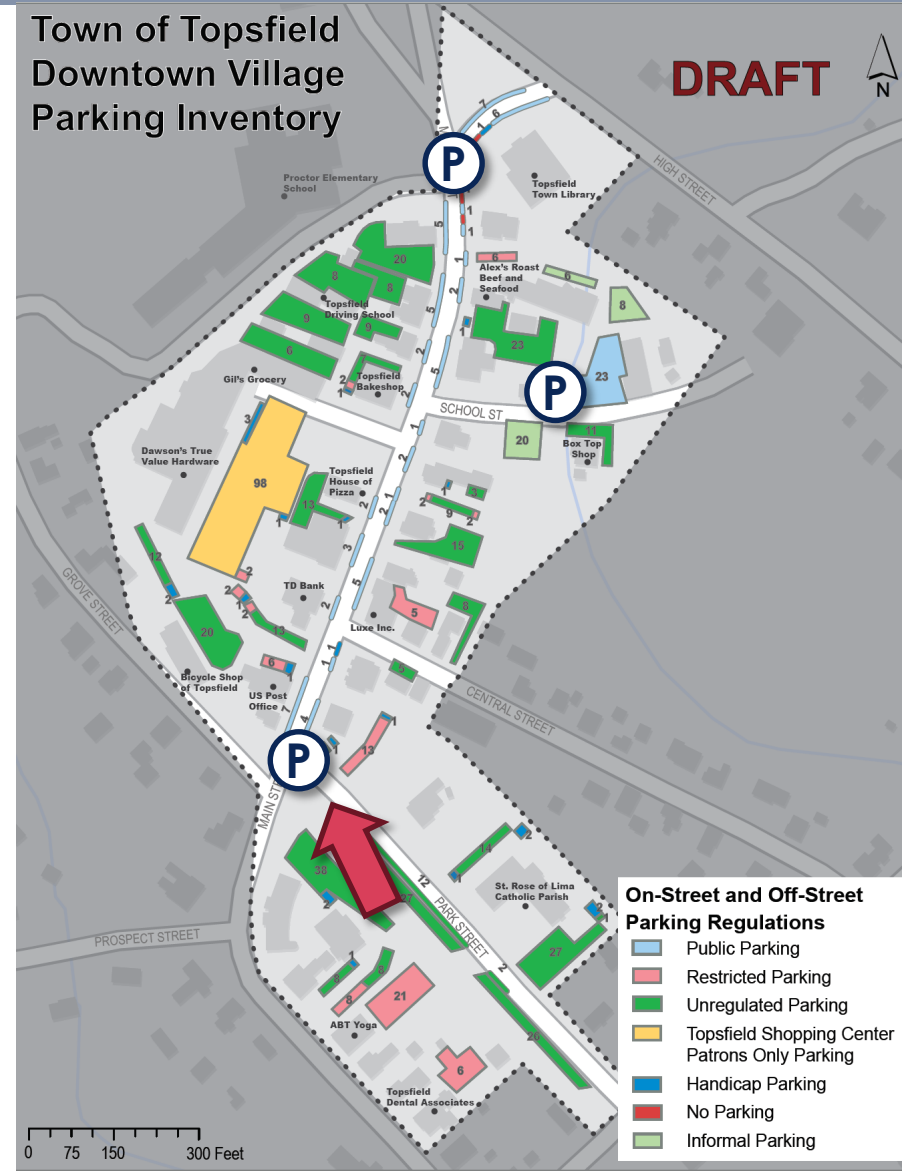
DRAFT

RECOMMENDATION #1 – ADD SIGNAGE AND WAYFINDING TOOLS

- Add sign on Main Street directing to Public Lot on School Street
 - Add intercept signage and sign at Public Lot
- Add sign near MBTA lot directing to downtown Topsfield
- Consider MBTA signage for lot near rail trail
- Create parking map for town website



Town of Topsfield Downtown Village Parking Inventory



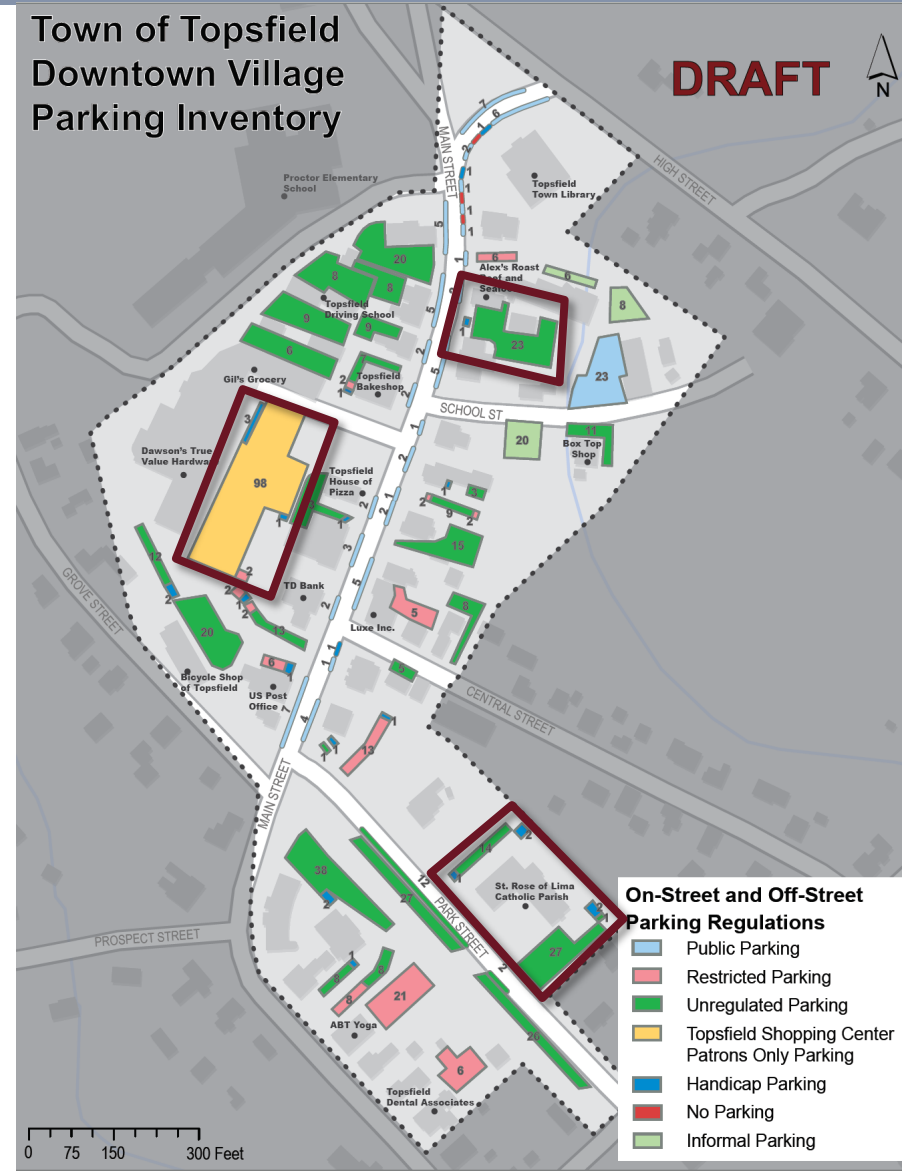
DRAFT

RECOMMENDATION #2 – SHARED PARKING AGREEMENTS

- Pursue shared parking agreements with Topsfield Shopping Center, St. Rose of Lima Catholic Church, and local shop owners.
- Agreements can be for:
 - Select groups, i.e. residents or employees
 - General public
 - Limited hours
- Town plows, signs and stripes in exchange for opening up supply to public



Town of Topsfield Downtown Village Parking Inventory

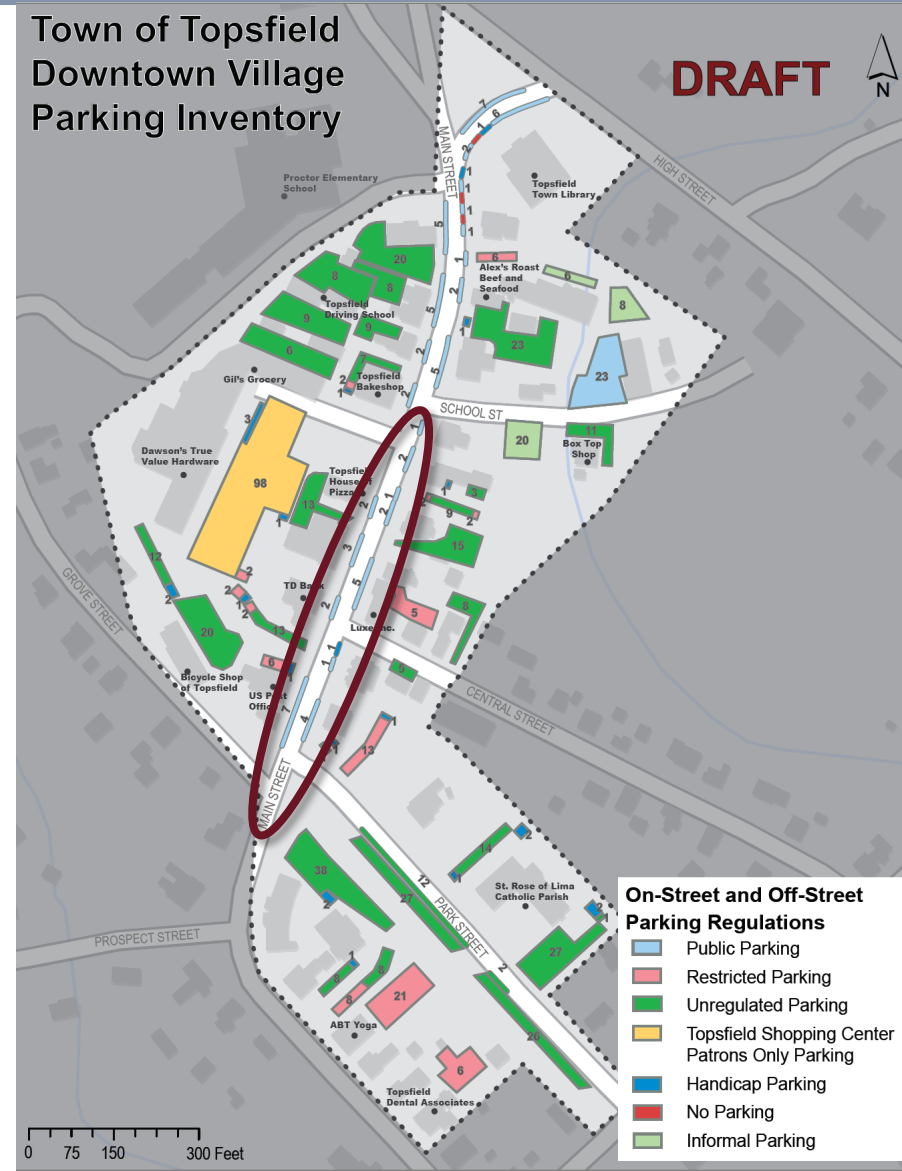


DRAFT

RECOMMENDATION #3 – TIME-LIMITS FOR MAIN STREET

- Create 2-hour time limits for parking spaces in front of Post Office and between Central and School Streets
 - Must be coupled with long-term parking option
 - Monitor and adjust

Town of Topsfield Downtown Village Parking Inventory

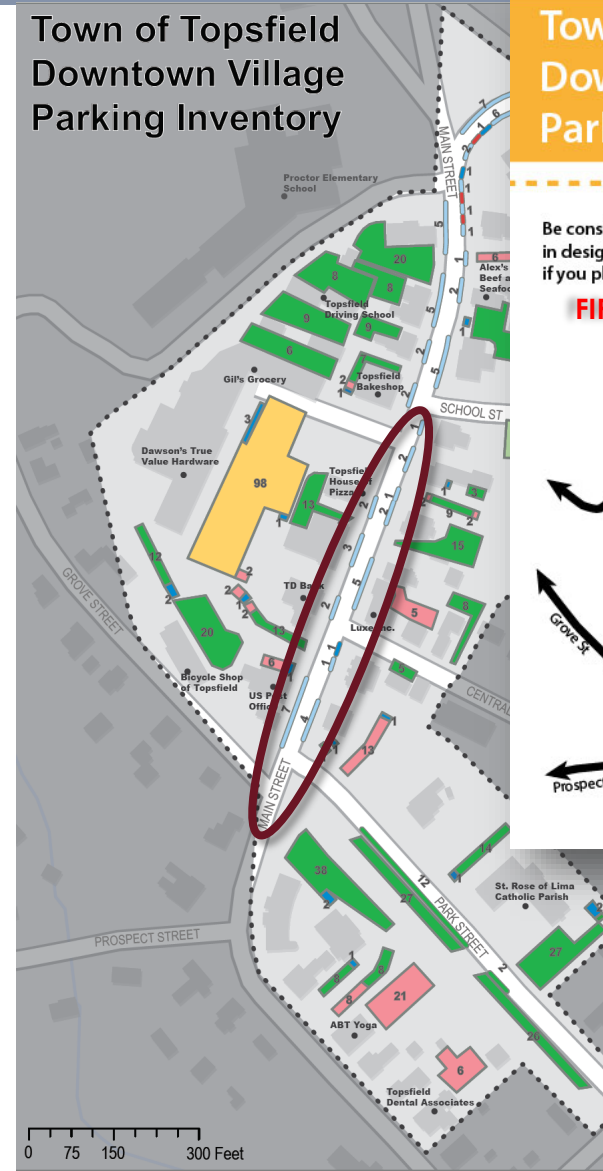


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RECOMMENDATION #3 – TIME-LIMITS FOR MAIN STREET

- Create 2-hour time limits for parking spaces in front of Post Office and between Central and School Streets
 - Must be coupled with long-term parking option
 - Monitor and adjust
- Enforce time limits
 - Considerations
 - **First Ticket Free**
 - **Provide a parking map with tickets so drivers know where they can park**

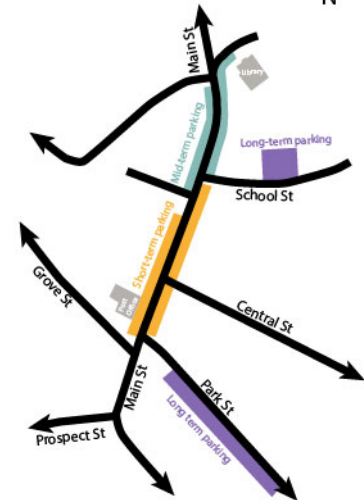
Town of Topsfield Downtown Village Parking Inventory



Town of Topsfield Downtown Village Parking Map

Be considerate and please leave your car in designated long-term parking spaces if you plan to stay longer than 2 hours

FIRST TICKET FREE



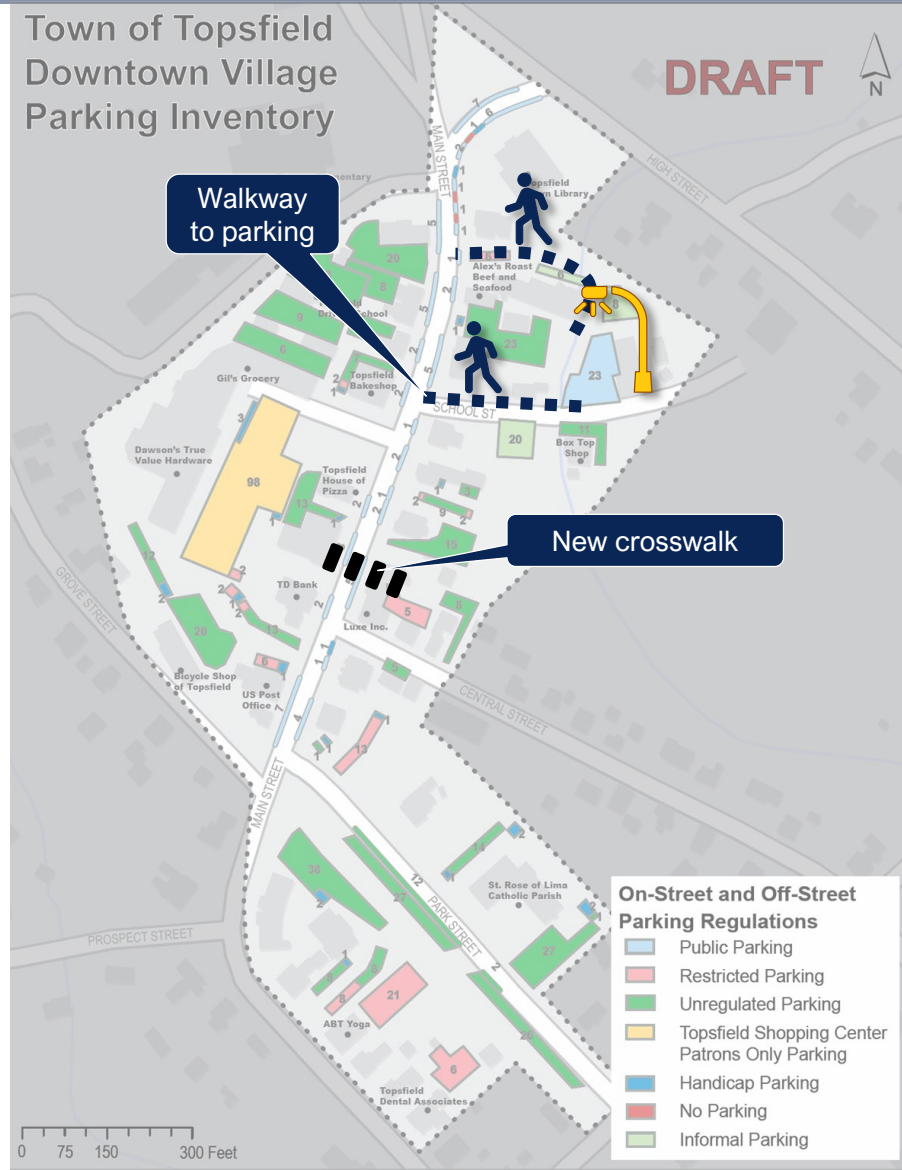
On-Street and Off-Street Parking Regulations

- Public Parking
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- Handicap Parking
- No Parking
- Informal Parking

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RECOMMENDATION #4 – MULTIMODAL IMPROVEMENTS

- Make a pedestrian friendly walkway to the public lot on School Street
- Add lighting to the public lot on School Street
- Add a crosswalk to Main Street, north of Central Street
- Add drop-off Post Office box to alleviate congestion on-street
- Add bicycle racks



RECOMMENDATION #5 – FLEXIBILITY IN ZONING

- Reconsider minimums in downtown
- Amend zoning to include shared parking
 - Esp. in mixed-use developments
- Allow change-of-use below a certain threshold
- Require bicycle parking
- Design considerations
 - Limit curb cuts
 - Minimum/maximum widths for driveways

Use	Topsfield	National Standards	Comparison
Dwelling Unit	1 / unit (<2 bd) 2 / unit (2+ bd)	1.2 / unit	EQUAL
Retail	4 / 1,000 sf	1.95 / 1,000 sf	ABOVE
Office	3.33 / 1,000 sf	2.39 / 1,000 sf	ABOVE
Restaurant	1 / 5 seats	1 / 3 seats	BELOW

Town of Topsfield Downtown Village Parking Inventory

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APPENDIX D | SAMPLE SHARED PARKING AGREEMENTS

Sample Shared Parking Agreements

Model - Shared Use Agreement for Parking Facilities

This Shared Use Agreement for Parking Facilities, entered into this ____ day of _____, _____, between _____, hereinafter called lessor and _____, hereinafter called lessee. In consideration of the covenants herein, lessor agrees to share with lessee certain parking facilities, as is situated in the City of _____, County of _____ and State of _____, hereinafter called the facilities, described as: [Include legal description of location and spaces to be shared here, and as shown on attachment 1.]

The facilities shall be shared commencing with the ____ day of _____, _____, and ending at 11:59 PM on the ____ day of _____, _____, for [insert negotiated compensation figures, as appropriate]. [The lessee agrees to pay at [insert payment address] to lessor by the ____ day of each month [or other payment arrangements].] Lessor hereby represents that it holds legal title to the facilities

The parties agree:

1. USE OF FACILITIES

This section should describe the nature of the shared use (exclusive, joint sections, time(s) and day(s) of week of usage.

-SAMPLE CLAUSE-*[Lessee shall have exclusive use of the facilities. The use shall only be between the hours of 5:30 PM Friday through 5:30 AM Monday and between the hours of 5:30 PM and 5:30 AM Monday through Thursday.]*

2. MAINTENANCE

This section should describe responsibility for aspects of maintenance of the facilities. This could include cleaning, striping, seal coating, asphalt repair and more.

-SAMPLE CLAUSE-*[Lessor shall provide, as reasonably necessary asphalt repair work. Lessee and Lessor agree to share striping, seal coating and lot sweeping at a 50%/50% split based upon mutually accepted maintenance contracts with outside vendors. Lessor shall maintain lot and landscaping at or above the current condition, at no additional cost to the lessee.]*

3. UTILITIES and TAXES

This section should describe responsibility for utilities and taxes. This could include electrical, water, sewage, and more.

-SAMPLE CLAUSE-*[Lessor shall pay all taxes and utilities associated with the facilities, including maintenance of existing facility lighting as directed by standard safety practices.]*

4. SIGNAGE

This section should describe signage allowances and restrictions.

-SAMPLE CLAUSE-*[Lessee may provide signage, meeting with the written approval of lessor, designating usage allowances.]*

5. ENFORCEMENT

This section should describe any facility usage enforcement methods.

-SAMPLE CLAUSE-*[Lessee may provide a surveillance officer(s) for parking safety and usage only for the period of its exclusive use. Lessee and lessor reserve the right to tow, at owners expense, vehicles improperly parked or abandoned. All towing shall be with the approval of the lessor.]*

6. COOPERATION

This section should describe communication relationship.

-SAMPLE CLAUSE-*[Lessor and lessee agree to cooperate to the best of their abilities to mutually use the facilities without disrupting the other party. The parties agree to meet on occasion to work out any problems that may arise to the shared use.]*

7. INSURANCE

This section should describe insurance requirements for the facilities.

-SAMPLE CLAUSE-*[At their own expense, lessor and lessee agree to maintain liability insurance for the facilities as is standard for their own business usage.]*

8. INDEMNIFICATION

This section should describe indemnification as applicable and negotiated. This is a very technical section and legal counsel should be consulted for appropriate language to each and every agreement.

-NO SAMPLE CLAUSE PROVIDED-

9. TERMINATION

This section should describe how to or if this agreement can be terminated and post termination responsibilities.

-SAMPLE CLAUSE-*[If lessor transfers ownership, or if part of all of the facilities are condemned, or access to the facilities is changed or limited, lessee may, in its sole discretion terminate this agreement without further liability by giving Lessor not less than 60 days prior written notice. Upon termination of this agreement, Lessee agrees to remove all signage and repair damage due to excessive use or abuse. Lessor agrees to give lessee the right of first refusal on subsequent renewal of this agreement.]*

10. SUPPLEMENTAL COVENANTS

This section should contain any additional covenants, rights, responsibilities and/or agreements.

-NO SAMPLE CLAUSE PROVIDED-

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

[Signature and notarization as appropriate to a legal document and as appropriate to recording process negotiated between parties.]

LICENSE AGREEMENT

This Agreement is executed as of _____, 2006 by and between **BOSTON EDISON COMPANY** a Massachusetts corporation and electric company having its principal place of business at 800 Boylston Street, Boston, Massachusetts 02199, hereinafter called the "Licensor", and the **TOWN OF LEXINGTON**, a Massachusetts municipal corporation, having a principal place of business at 1625 Massachusetts Avenue, Lexington, MA 02420, hereinafter called the "Licensee".

RECITALS:

WHEREAS, Licensor is the owner of a certain parcel of real property (the "Property") with an address of 4 Grant Street in the Town of Lexington, Middlesex County, Massachusetts, by virtue of deeds and other instruments recorded in the Middlesex South District Registry of Deeds, including but not limited to Book 3749, Page 370, Book 3773, Page 318, Book 5184, Page 296, and Book 5198, Page 21.

WHEREAS, the Licensee has requested permission from the Licensor to make use of a portion of the Property, said portion located outside the Licensor's electrical substation, hereinafter referred to as the "Licensed Area", which Licensed Area is shown on a plan entitled "Conceptual Parking Plan, 4 Grant Street, Lexington" attached hereto as Exhibit A, for the specific purpose of constructing, maintaining and operating a public, municipal parking lot.

WHEREAS, Licensor is willing to permit the use of the Licensed Area by the Licensee for such purposes, but only upon the terms and conditions hereinafter set forth; and

NOW THEREFORE, for and in consideration of such permission and the payments to Licensor described herein, Licensor and Licensee hereby agree as follows:

1. Licensee, its agents, contractors, employees, and invitees, including members of the public, may enter upon and use the Licensed Area for the purpose of constructing, maintaining, operating and utilizing a municipal parking lot. No other activity on the Licensed Area (specifically including, but without limitation, (a) maintenance, servicing or repair of motor vehicles, or (b) storage of vehicles, other equipment, machinery, or parts) is permitted hereby (with the exception of initial construction activity to prepare the Licensed Area for said permitted use, said construction activity shall proceed as set forth in Section 6). In its sole discretion, Licensor reserves the right under this Section to require Licensee to relocate or remove from the Licensed Area any item Licensor deems reasonably necessary to protect its electric facilities and operations. Upon verbal or written notice by Licensor to Licensee, Licensee shall relocate or remove any such items from the Licensed Area as soon as possible, but in all events within 24 hours.
2. Licensee, its agents, contractors, employees and invitees, shall have the right of ingress and egress over, across and upon the Licensed Area as necessary for the uses permitted hereby.
3. This License shall commence upon the issuance of all approvals and permits from the Town of Lexington or any other entity required by law for the

construction and operation of the Licensed Area for the specific and limited purposes stated herein, and shall continue for three (3) years from the earlier of (a) the date construction is completed and the lot is ready for use, as established by notice given by Licensee to Licensors, or (b) eighteen (18) months after the date of execution hereof (herein the "Construction Completion Date"). After the expiration of the Initial Term, absent a notice of termination pursuant to Section 5 below, the term shall automatically renew for successive periods of one (1) year each. The Licensee shall give the Licensors written notification of its receipt of all the necessary permits and approvals. In the event the Licensee is unable to obtain all necessary approvals and permits required by law within 12 months of the execution of this Agreement, this Agreement shall become null and void, unless the parties agree to extend this period, without any recourse for the Licensee at law or in equity.

4. Licensee agrees, beginning on the Construction Completion Date of this License, to pay Licensors an annual rental equal to Nine Thousand Six Hundred Dollars (\$9,600.00) per year, payable to Licensee in monthly installments of Eight Hundred Dollars (\$800.00). After year three, and every year thereafter, the annual fee of this License shall be increased by three (3%) percent over the previous year's rent until the termination or expiration date of this License.
5. After the expiration of the Initial Term, Licensors and Licensee shall each have the right to terminate this License at any time, for any or no stated reason, by written notice to the other party. The effective date of such termination shall be one (1) year from the date of the notice of termination, regardless of any then effective renewal term. Notwithstanding any other provision of this License, the parties intend that this Agreement constitute a terminable license, and no interest in real property is created hereby. The Licensors do not hereby dedicate the Property or the Licensed Area to public use.
6. Prior to any installation, preparation, or construction by Licensee of the Licensed Area to accommodate said municipal parking lot, Licensee shall submit plans to Licensors for approval detailing all work to be performed at the Licensed Area. Such approval shall not be unreasonably withheld or delayed. Once approved by Licensors, any such plans will be incorporated as Exhibit B to this Agreement. Licensee agrees to follow any guidelines reasonably set forth by the Licensors, and Licensee shall coordinate any initial construction work in the Licensed Area with the Licensors. Licensee further agrees to reimburse Licensors for all costs associated with any construction activities (including but not limited to Licensors's supervision of said construction activities).
7. It is agreed that Licensee shall not erect or permit any structures or improvements upon, and that Licensee shall make or permit no uses of the Licensed Area, other than those improvements and uses expressly permitted in this License.
8. During the term of this Agreement, Licensee shall maintain the Licensed Area in good order and condition in all respects, free from snow, ice, trash and debris or other nuisance. Prior to the effective date of the termination of this Agreement, Licensee shall remove its personal property and, if necessary, restore the Licensed Area to the same condition as it was in (other than changes made by the

Licensor) prior to Licensee's use. All vehicles will be removed prior to termination.

9. By granting this License, Licensor does not represent or warrant that the Licensed Area is appropriate, safe or suitable for the proposed use, or that it may be used for the purposes specified herein under applicable zoning, environmental or other laws or regulations, nor does Licensor undertake to make the Licensed Area appropriate, safe or suitable for such use, or to obtain any permits, licenses or approvals of any governmental authority which may be required to permit such use. Licensee shall obtain any and all necessary governmental permits, licenses and approvals at its sole cost and expense prior to the commencement of any use of the Licensed Area and Licensor shall cooperate in any efforts by Licensee to obtain any such permits so long as there is no cost or expense for Licensor that is not paid by Licensee. Licensee shall notify Licensor of its intentions to obtain said permits, licenses and approvals and shall provide copies of the same once received.
10. In exercising its rights under this License, Licensee shall at all times and in all respects comply with all applicable laws, ordinances, rules and regulations of all governmental authorities having jurisdiction and shall comply with all licenses and permits or other approvals issued to it by a governmental authority.
11. Licensee hereby represents and warrants, and it is hereby made a condition of this License, that the use of the Licensed Area by Licensee shall not result in the release of any oil or hazardous materials (other than non-reportable quantities associated with typical leaks from automobiles and construction equipment in the ordinary course of operation), as those terms are defined in the Massachusetts Contingency Plan, 310 CMR 40.000, et seq. In the event of any breach of the foregoing warranty and condition by Licensee, Licensor shall, in addition to the right to terminate this License and seek damages, have the benefit of the indemnity provision set forth in Section 12, and injunctive relief.
12. Licensee acknowledges that the Licensed Area is situated in close proximity to an operating electrical substation, which carries inherent risks associated with high voltage operations. Accordingly, to the greatest extent permitted by law, the Licensee, for itself and its agents, contractors, employees, and invitees, hereby releases and shall indemnify, defend and save harmless the Licensor, its officers, agents and employees from and against all demands, claims, actions, damages, costs, expenses, losses or liability whatsoever in any manner resulting from or arising out of the actions of any person with respect to the Licensed Area or the use thereof, or in any manner resulting from or arising out of the use of the Licensed Area by any person, including, without limitation, any failure of any person to comply with any applicable laws or regulations, except to the extent that such liability results from the gross negligence or willful misconduct of the Licensor, its employees, agents or contractors. This provision shall survive the termination of this License.
13. Licensee shall procure and maintain at its expense, at all times during the term of this License Agreement, public liability insurance, including personal injury and property damage, in amounts of \$4,000,000 combined single limit, against all claims and demands of any injury to person or property which may occur or

be claimed to have occurred on the property of the Licensor as the result of the use of the Licensed Area by any person. Licensor shall be designated as an additional insured party in such policy. Licensee shall also maintain workers compensation insurance in statutory amounts as required by Massachusetts law. The Licensee shall, before entry upon the Licensed Area for the purposes herein set forth, furnish the Licensor (to the address listed in Section 15) with a valid certificate of such insurances reasonably satisfactory to it. Such policies shall specify that they are not cancelable except upon twenty (20) days' prior written notice to the Licensor.

14. Licensee agrees that in the event a public health, safety or security emergency should arise as determined at the sole discretion of the Licensor, the Licensor, its officers, agents and employees, shall have the right to enter upon the Licensed Area, and undertake whatever action may be necessary, in the Licensor's discretion, to alleviate the emergency, including but not limited to requiring the temporary suspension of Licensee's use and occupancy of the Licensed Area. If in connection therewith Licensor requires the removal of any vehicles, Licensor shall notify Licensee thereof and effect such removal in a safe and reasonable manner. In the event the vehicles need to be removed at any time the Licensor shall contact the Town DPW Department at 1-781-862-0500 to effectuate said removal.
15. Notices, statements and other communications to be given under the terms of this License shall be in writing and delivered by hand against receipt, or sent by first class mail and addressed as follows:

If to Licensor:

Boston Edison Company
Real Estate Department
One NSTAR Way, SE-210
Westwood, MA 02090
Attn: Real Estate Manager
Fax: (781) 441-8909

If to the Licensee:

Town of Lexington
Lexington Town Hall
1625 Massachusetts Avenue
Lexington, MA 02420
Attn: Town Manager
Fax: (781) 861-2921

16. This License is personal to the Licensee, and Licensee shall have no right to assign or transfer its rights and obligations hereunder, in whole or in part to any other person. This provision does not preclude use of the Licensed Area as contemplated hereby.

17. This License contains all the agreements of the parties with respect to the subject matter thereof and supersedes all prior agreements and dealings between them with respect to such subject matter.
18. Licensee acknowledges and agrees that the Licensor shall at all times have convenient and unimpeded access to its electrical substation or any other structures and equipment, which are now or may hereinafter be installed by Licensor within the Licensed Area.
19. Licensee acknowledges that the Licensor will not be providing, and is under no obligation to provide, any security or lighting for the Licensed Area.
20. In the event that the Licensor's Property or a material portion of the Property of which the Licensed Area are a part, shall be taken by any public authority or for any public use, or shall be destroyed or damaged by fire or casualty, or by action of any public authority, then this License shall terminate with respect to the taken, damaged or destroyed area, effective on the date when title vests in the condemning authority, or when the casualty occurs.
21. Irrespective of the form in which recovery may be had by law, all rights to damages or compensation for a taking or casualty for the Licensed Area shall belong to Licensor in all cases. Licensee hereby grants to Licensor all of Licensee's rights to such damages and covenants to deliver such further assignments or endorsements as Licensor may from time to time request.
22. In connection with Licensee's use and maintenance of the Licensed Area, the Licensee shall not endanger or damage the existing buried transmission lines, cad weld connections, grounding grid system or any other structures and equipment in the Licensed Area which are now or may hereafter be installed within the Licensed Area, all being the property of the Licensor. In the event that such damage should nevertheless occur resulting from an act, omission or negligence of Licensee, its agents, contractors and employees, the Licensee shall forthwith notify the Licensor, by calling the Licensor's System Dispatcher at the Licensor's Boston Service Center (telephone number 617-541-7833), so that immediate repairs may be made, and shall also promptly reimburse the Licensor upon request for all reasonable costs or expenses incurred by it in repairing or replacing any such damage to said structures and equipment or to any other property of the Licensor.
23. **ADDITIONAL PROVISIONS:**
 - a. Licensee shall post a sign on the Property restricting access to Licensor's existing parking area behind the electrical substation building. The sign shall read "No vehicles beyond this point, NSTAR vehicles only".
 - b. The Licensee shall perform snow plowing, ice and litter removal for the entire portion of the Property that is outside the substation fence and that includes the Licensed Area, including snow removal on the public sidewalks outside the substation and substation fencing.

- c. Licensee agrees to deal with any and all comments, questions or complaints from any abutters and or the general public with regards to the Licensed Area and its permitted use as set forth herein.

IN WITNESS WHEREOF, the parties have executed this License Agreement as a sealed instrument by and through their respective duly authorized representatives, as of the day and year first above written.

LICENSOR:

BOSTON EDISON COMPANY

By: _____
Donald Anastasia
Assistant Treasurer

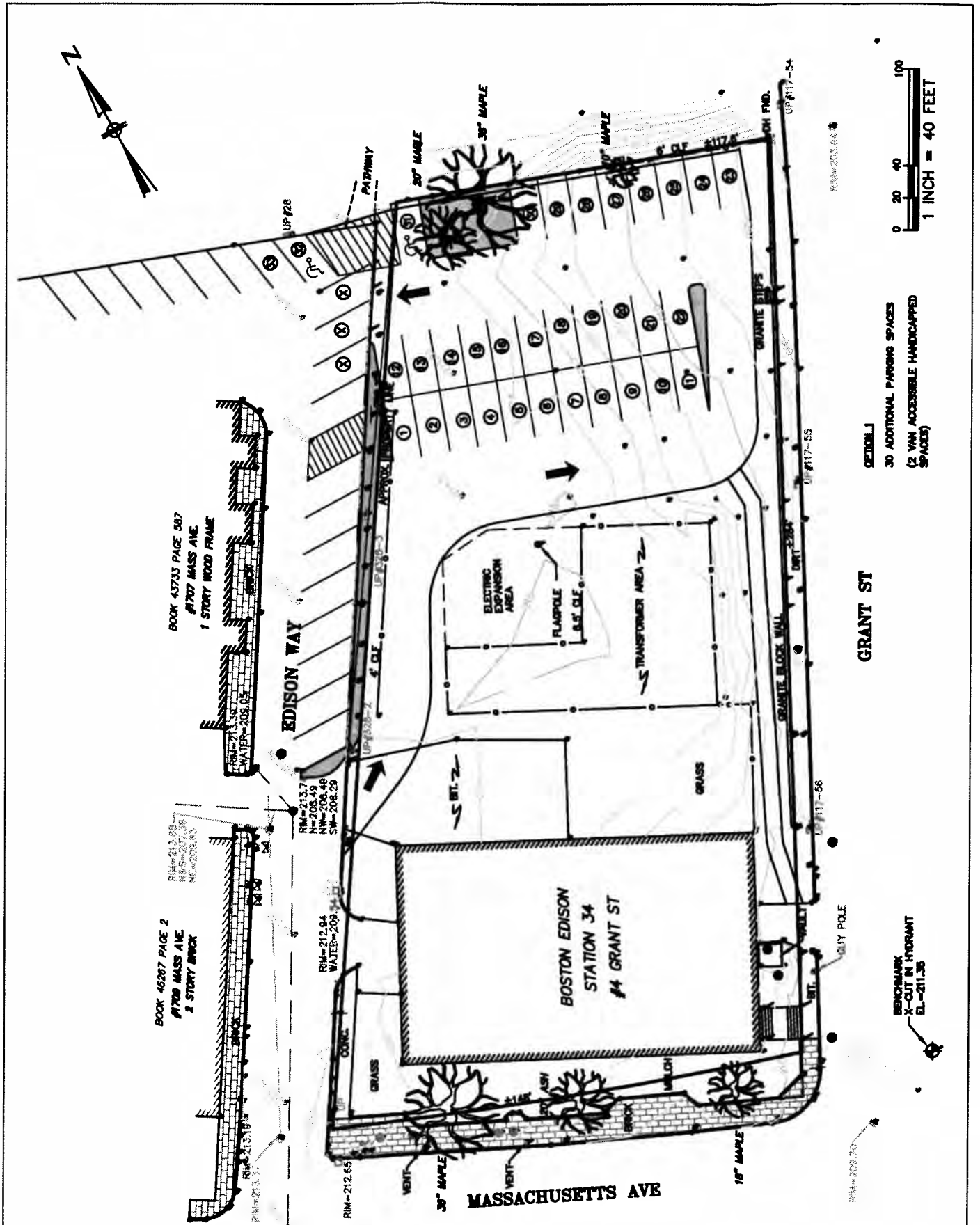
LICENSEE:

TOWN OF LEXINGTON

By: _____
Name: Carl F. Valente
Title: Town Manager

Exhibit A

Conceptual Parking Plan 4 Grant Street, Lexington



DRAFT

PARKING EASEMENT AND MAINTENANCE AGREEMENT

Preamble and Recitals

This Agreement is entered into on _____ 2014 by and between Church of the Ascension, hereafter referred to as "Church," and Congregation Beth David, a California Non-Profit Religious Corporation, hereafter referred to as "Synagogue." Together, Church and Synagogue may be identified as the "Parties" herein.

A. Whereas, Church is the owner of certain real property situated in the City of Saratoga, Santa Clara County, California (hereafter referred to as "Parcel 1"), commonly known as 12033 Miller Rd., Saratoga, CA 95070, APN: _____ and more particularly described in Exhibit A, which is attached to this Agreement and hereby incorporated by reference.

B. Whereas, Synagogue is the owner of certain real property situated in City of Saratoga, Santa Clara County, California (hereafter referred to as the "Parcel 2"), commonly known as 19700 Prospect Rd., Saratoga, CA 95070, APN: 386-35-071 and 386-35-070 and more particularly described in Exhibit B, which is attached to this Agreement and hereby incorporated by reference.

C. Whereas, since the early 1970s, Church and Synagogue have shared parking and maintenance costs for those portions of Parcel 1 and Parcel 2 that are identified as a parking lot, as described by the parking diagram attached hereto as Exhibit C, and incorporated herein by reference. This Agreement is intended to memorialize the long-standing agreement in writing.

NOW, THEREFORE, in consideration of the mutual benefits bestowed by this Agreement, the Parties acknowledge that the above recitals are true and correct, and hereby agree to:

Grant of Easement

1. Church grants to Synagogue, and Synagogue grants to Church cross-easements, for parking on the terms and conditions set forth in this Agreement.

Description of Easement

2. The easement granted in this Agreement is an easement for parking on the cross-hatched areas identified in the Parking Lot Diagram attached hereto as Exhibit C.

A. Synagogue grants to Church the right to park on Synagogue's parking lots at any time where Church's parking needs exceed the available spaces on Church's own lots, (for example, but not limited to: Christmas and Easter);

B. Church grants Synagogue the right to park on Church's parking lots at any time where Synagogue's parking needs exceed the available spaces on Synagogue's own lots, (for example, but not limited to the Jewish High Holy Days).

C. Church grants to Synagogue an easement for shared use of the middle section of the parking lot indicated on the cross-hatched areas set forth in Exhibit C, attached and incorporated herein as if fully set forth.

Maintenance of Easement

3. The Parties may establish and assign maintenance, insurance and other obligations to each other that may be mutually acceptable without an amendment of this Agreement.

Indemnity

4. Synagogue will indemnify and defend Church for any claims filed by a visitor to Synagogue who utilizes Church's parking areas and files a claim against Church. Church will indemnify and defend Synagogue for any claims filed by a visitor to Church who utilizes Synagogue's parking areas and files a claim against Synagogue.

Attorneys' Fees

5. If any legal action or proceeding arising out of or relating to this Agreement is brought by either party to this Agreement, the prevailing party shall be entitled to receive from the other party, in addition to any other relief that may be granted, the reasonable attorneys' fees, costs, and expenses incurred in the action or proceeding by the prevailing party.

Entire Agreement

6. This Agreement constitutes the entire agreement between Church and Synagogue relating to the above easement. Any prior agreements, promises, negotiations, or representations not expressly set forth in this Agreement are of no force and effect. Any amendment to this Agreement shall be of no force and effect unless it is in writing and signed by Church and Synagogue.

Binding Effect

7. This Agreement shall be binding on and shall inure to the benefit of the heirs, executors, administrators, successors, and assigns of Grantor and Grantee.

Executed on _____[date].

CHURCH OF THE ASCENSION

By: _____, it's _____

CONGREGATION BETH DAVID

By: _____, it's President

Notary Acknowledgment

Attachments:

Exhibit A, Legal Description for Church

Exhibit B, Legal Description for Synagogue

Exhibit C, Parking Diagram

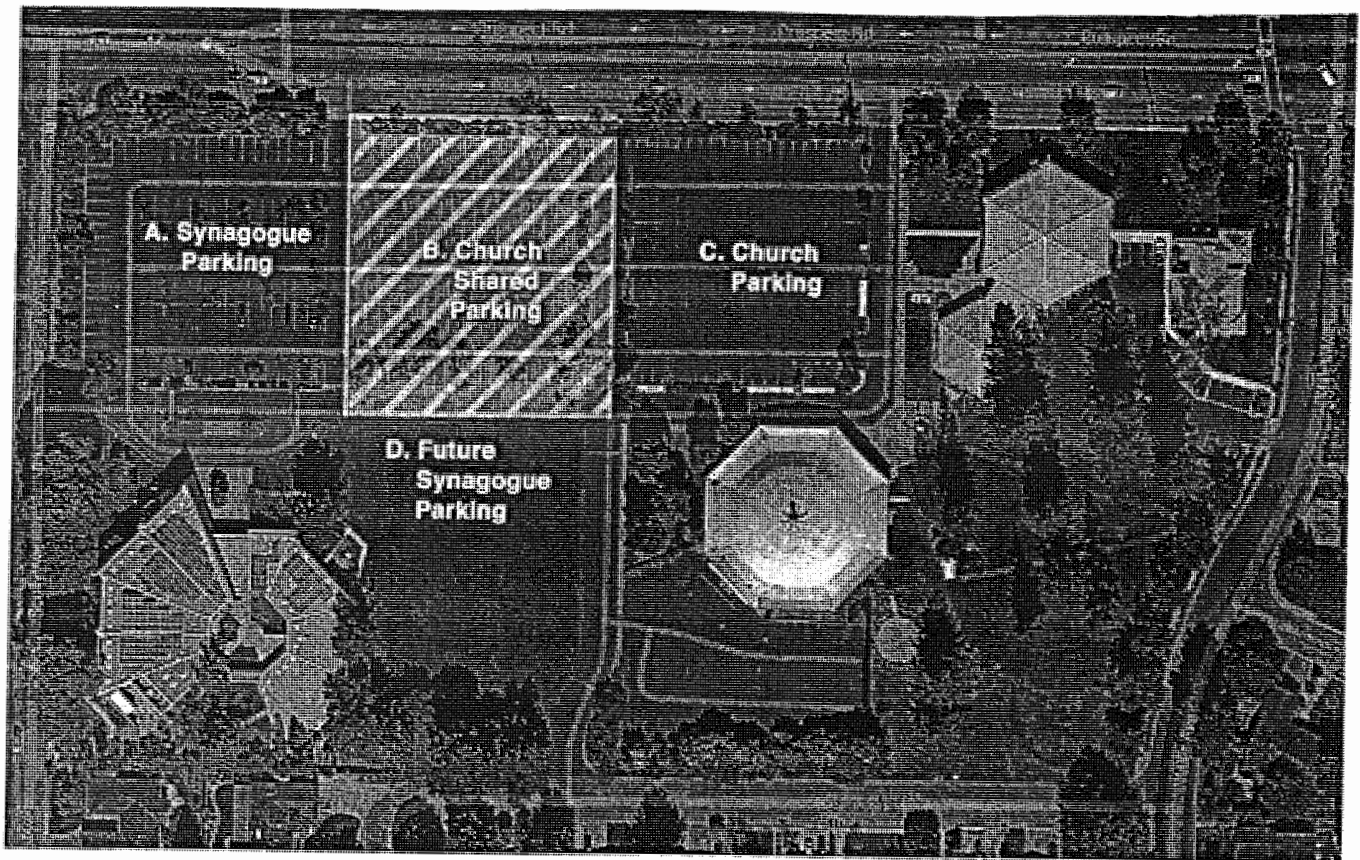
EXHIBIT A
Legal Description
Church of the Ascension

[to be supplied by the Church]

Exhibit B
Legal Description
Congregation Beth David

[to be supplied by Beth David]

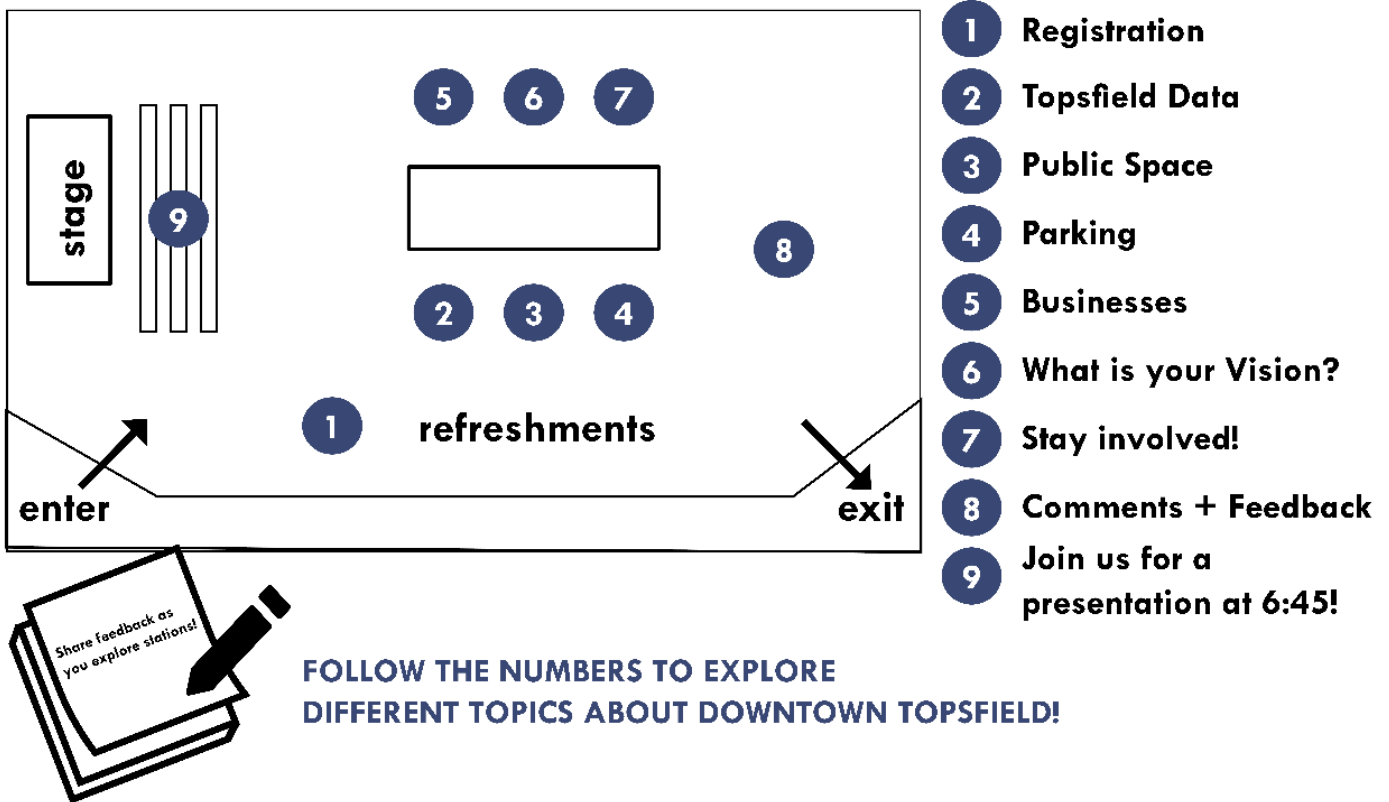
Exhibit C
Parking Easement Diagram



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

TABLE OF CONTENTS	
1	Registration and Welcome Question
2	Topsfield Data
3	Public Space
4	Parking
5	Businesses
6	What is your Vision?
7	Comments + Feedback

**Additional stations include Housing*



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 trucks -- 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
------------------------	---

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
---------------------	---------------

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