



WRENTHAM 2030
VISION OF TOMORROW
MASTER PLAN

Housing and Economic Development
Existing conditions



Vision Statement

Wrentham is a charming town, proud of its Downtown and open spaces and a great place to raise a family. More than 1,000 of us have come together through a public process to set a vision for the future.

By 2030, we aspire to:

- *Continue to cultivate a community-oriented and welcoming culture for all, regardless of race, religion, or age*
- *Protect more farmland and open space for cultural heritage, scenic beauty, habitat, and water quality*
- *Become more walkable and bikeable with sidewalks and trails*
- *Strengthen the Downtown with more 'Mom and Pop' shops, small businesses, homes, and places to gather*
- *Maintain the rural landscape by promoting sustainable land use patterns and shifting away from sprawl development*
- *Encourage diversity with a mix of housing options affordable to young adults, families, households with lower-incomes, and seniors*
- *Ensure fiscal responsibility while maintaining high-quality infrastructure and services*

To effectively pursue and strike a balance between these goals, we encourage transparent governance, strong civic engagement, and volunteerism.

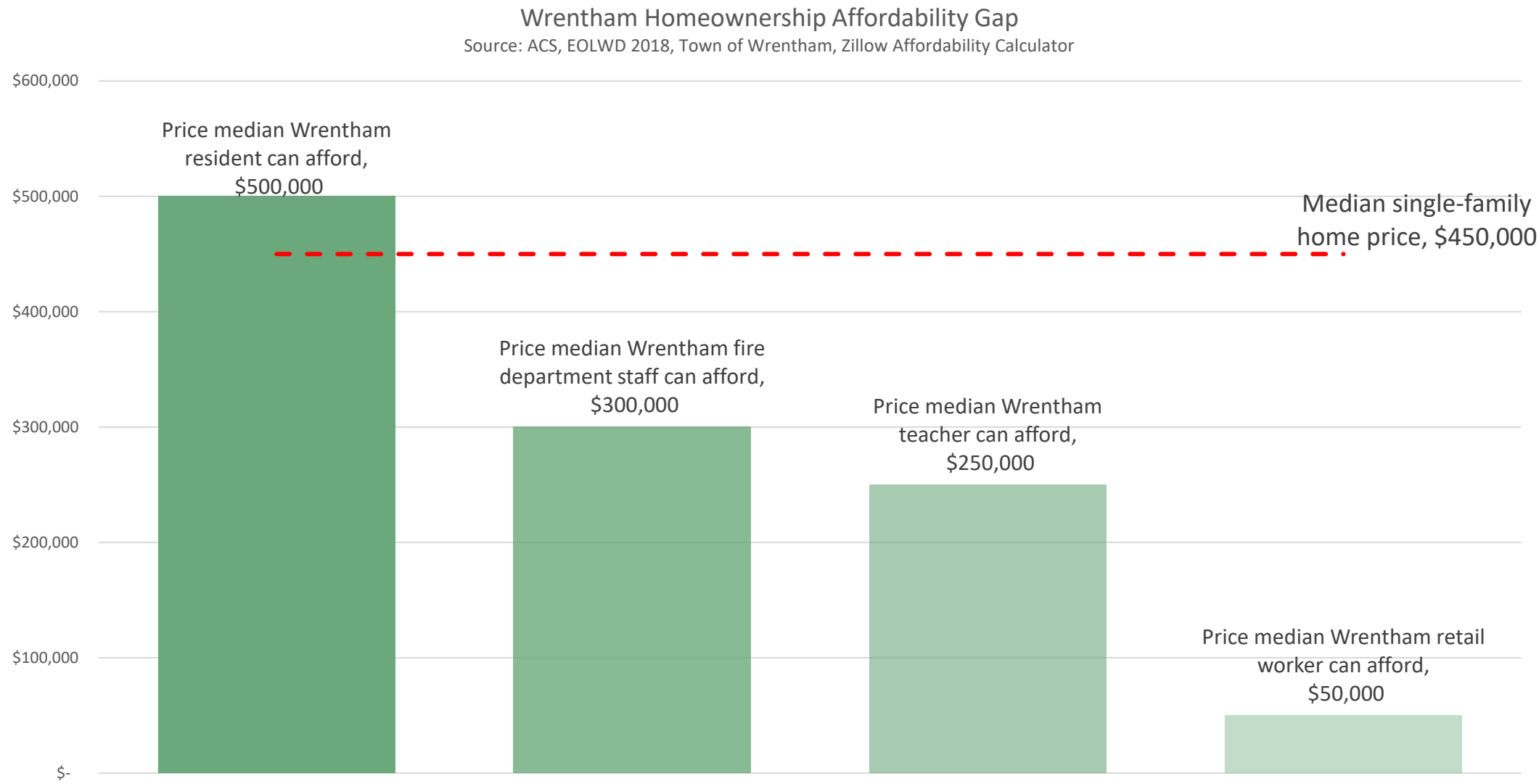


Housing Existing Conditions

Housing quick facts

- Households
 - 4,162 households, 35% have children
 - 2.75 people per household
 - \$113,000 median income
- Housing stock
 - 4,240 housing units, 86% are single-family, 17% renter-occupied
 - \$489,250 median cost of buying a home
 - \$2,207 monthly median cost of renting a home
 - 485 units on the Subsidized Housing Inventory
- Municipal tools
 - Wrentham Housing Authority
 - Community Preservation Act
 - Housing Choice Community designation
 - Zoning updates: Village Center District and Accessory Dwelling unit bylaw

There is a mismatch between housing and jobs in Wrentham. People who work here can't afford to live here. People who live here have long commutes to their distant jobs.



The same is true for renting a home. Almost 1 in 5 Wrentham households rent their home, and they have unique housing challenges as the cost of rent has almost doubled in the past few years.



About 2 in 10 homeowners are cost-burdened
(spend more than 30% of income on housing)

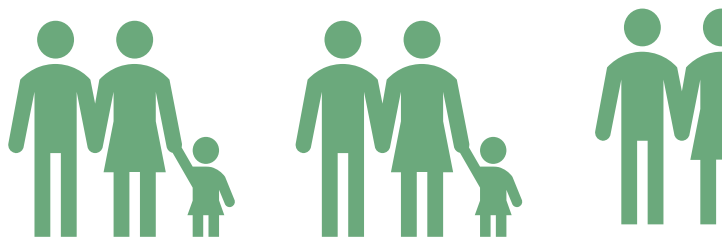


About 6 in 10 renters are cost-burdened

While Wrentham's median income is relatively high, Wrentham's middle class is shrinking. There is a large portion of low-income residents—almost 30% of households in Wrentham qualify for Affordable Housing.



For every 1 Affordable Housing unit, there are 2.4 eligible households in Wrentham.

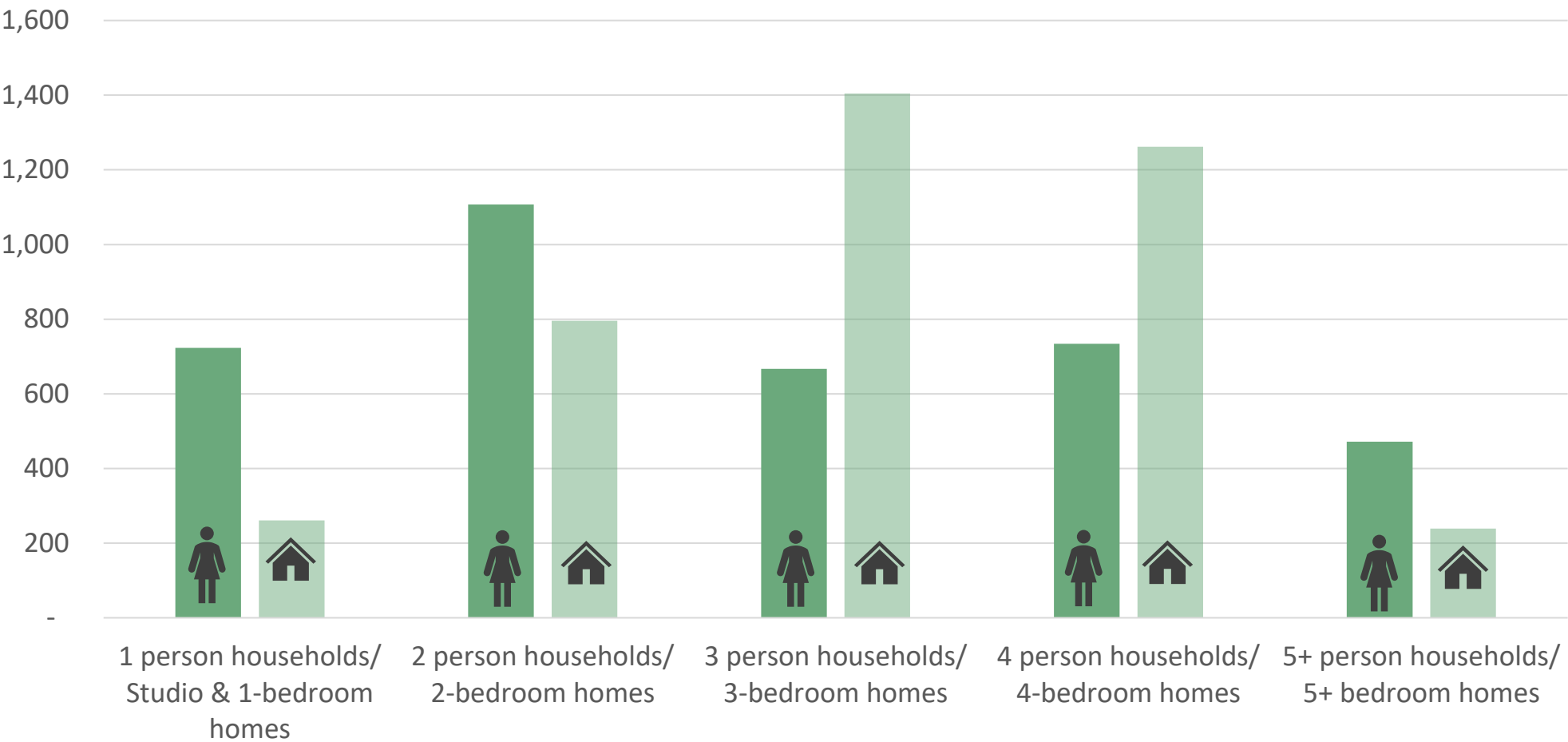


There is a shortage of smaller homes, and residents are frustrated with development of “McMansions”. Recent zoning reform allows accessory dwelling units for family members, which has been met with high demand. Yet other zoning requirements continue to prohibit the type of smaller-lot housing that was built a few decades ago and form many of Wrentham’s beloved neighborhoods.

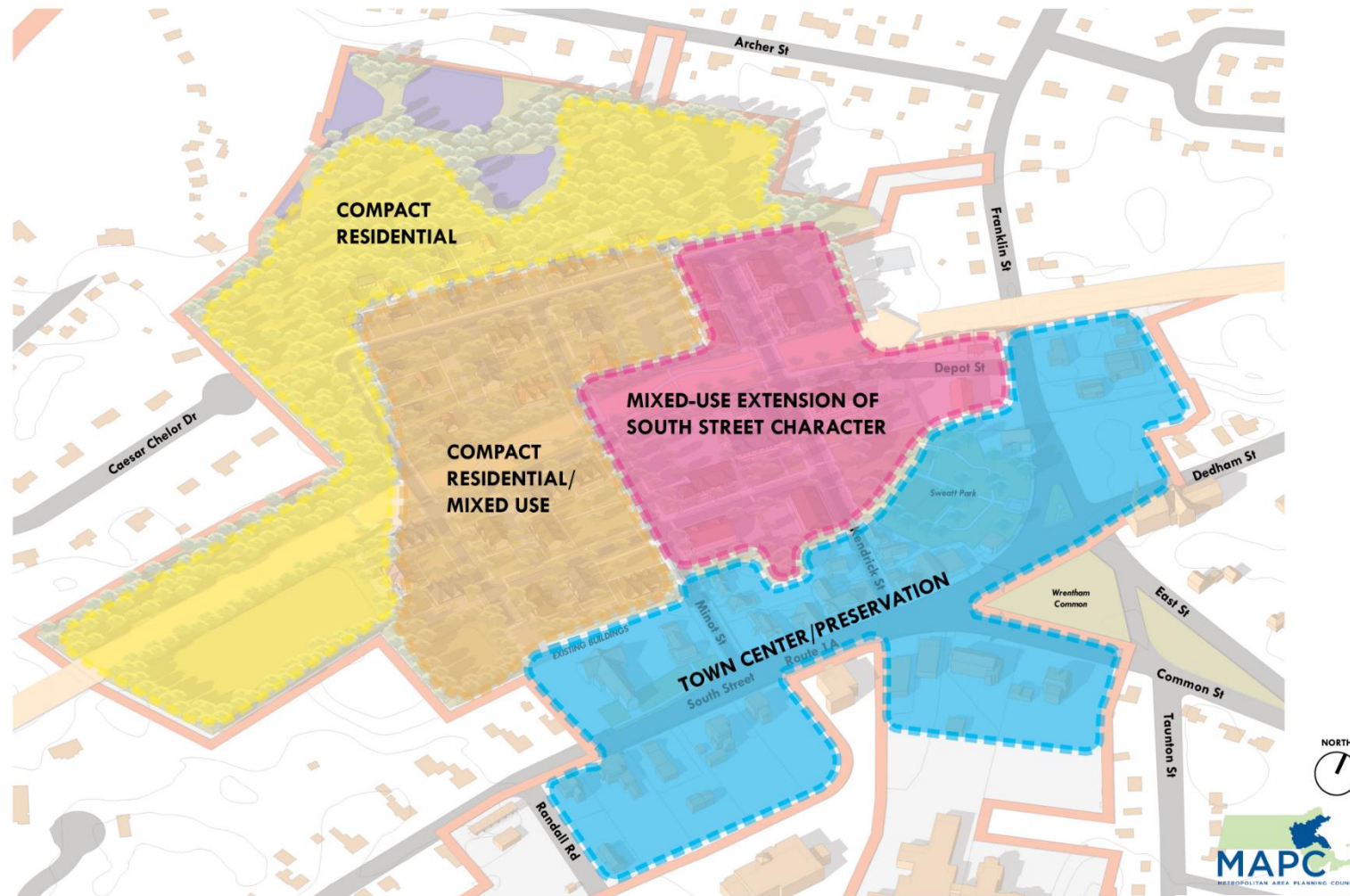


Housing size mismatch, 2010

Source: US Census, ACS 5-Year Estimate



Recent Downtown rezoning provides opportunity for new housing, but no new development has been proposed.



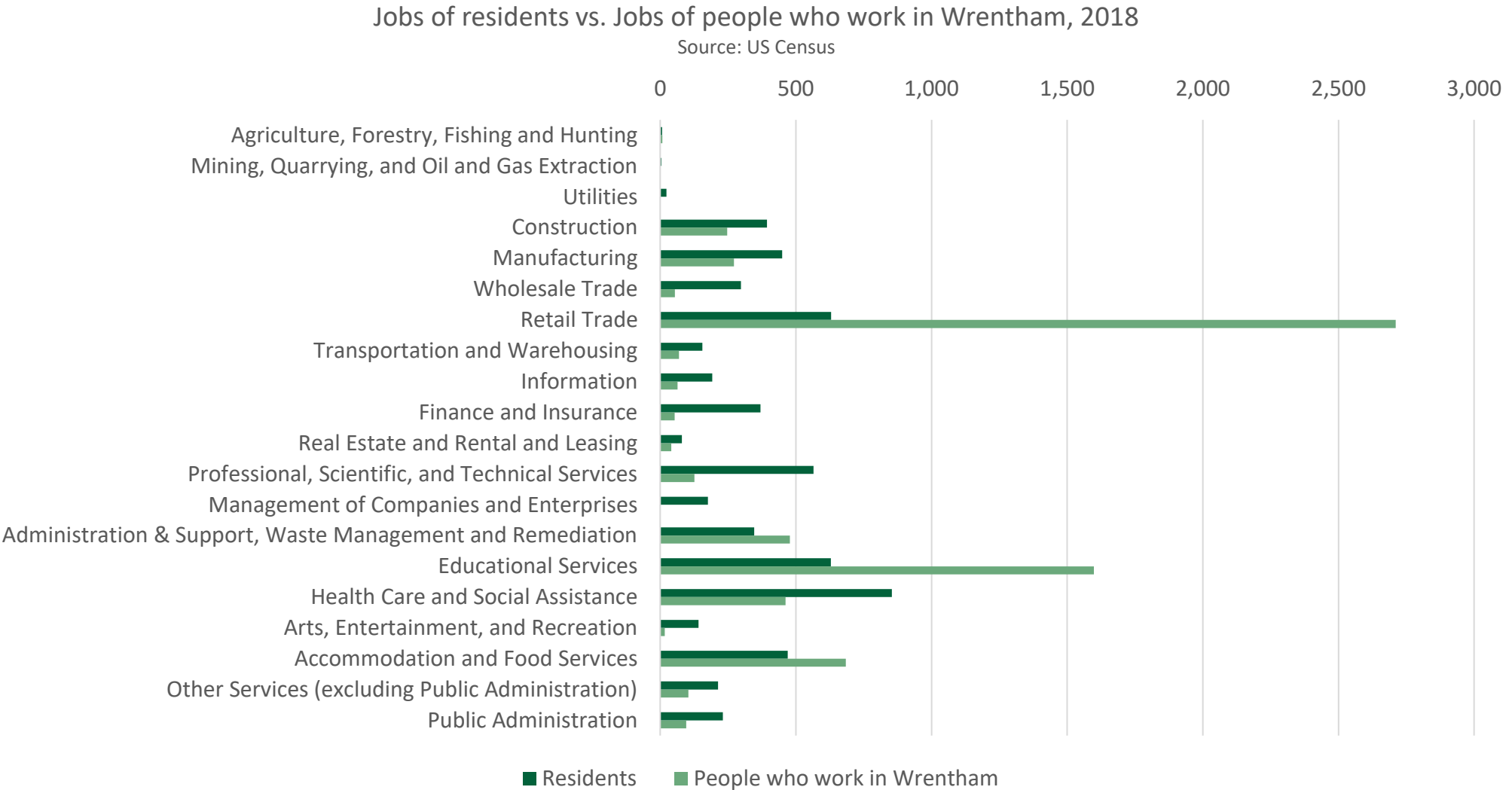


Economic Development Existing Conditions

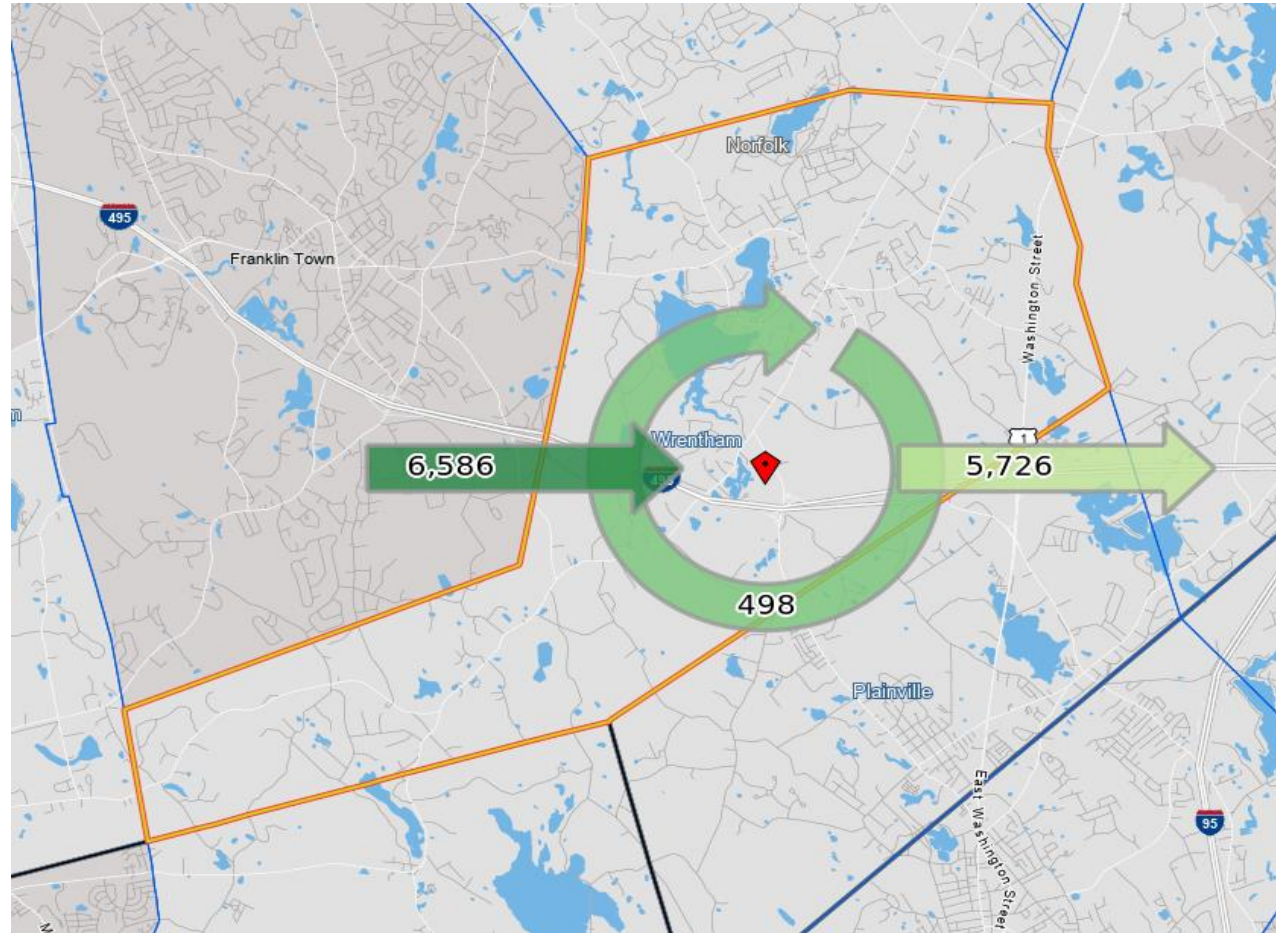
Economic Development quick facts

- COVID-19 pandemic
 - 10% unemployed in Wrentham in September 2020, 20% renters
- Workforce
 - 60% have Bachelor's degree or higher
 - Residents work in a variety of sectors, mostly in Boston and in other locations northeast of Wrentham
- Businesses & Employees
 - Most jobs are in Retail (median annual wage of \$21,000) and Education (median annual wage of \$48,000)
 - Job growth over past decade has been almost all in Retail
 - About 1 in 3 jobs in Wrentham are at Clothing and clothing accessories stores
 - 50% of businesses employ 4 or fewer employees
 - Commercial districts and industrial quarries
 - 80% of taxes from residential property, 20% from commercial/industrial

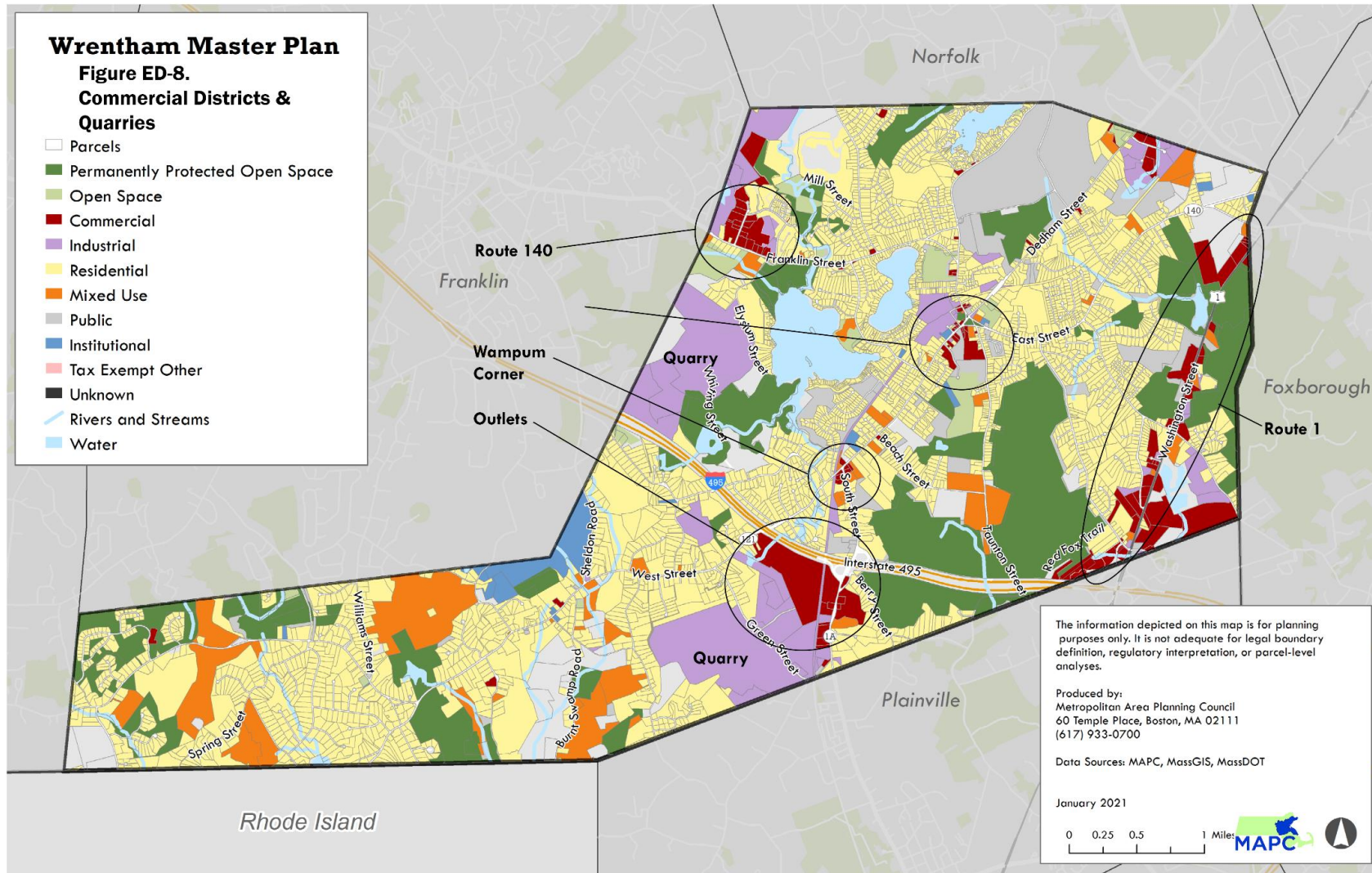
The pandemic has had devastating impacts. Wrentham’s businesses and jobs are concentrated in the retail sector, which has been one of the hardest hit industries both in terms of jobs and sales.



There are more jobs than workers in Wrentham, yet there's a mismatch between the workforce and jobs.



There are five main commercial districts: Downtown, Route 1, Wampum Corner, Premium Outlets, and western portion of Route 140, each with distinct characteristics that serve different clientele. Businesses and jobs are concentrated at the Outlets.



40% of Wrentham's jobs and 25% of Wrentham's businesses are located at the Outlets

Recent rezoning in Downtown Wrentham and along Route 1 provide unique opportunities for new commercial development. However, there are also unique challenges in both areas.



As business owners, we're interested in working with the Town on better coordination and communication

I love local businesses, and their success is important to me.



As a commercial developer, Wrentham is considered unfriendly to business. There have been recent improvements, but further adjustments like expedited permitting would help.

I don't shop much in Wrentham, but everything I need, like Trader Joe's and Target, is still close by.



Wrentham has the highest assessed value per capita, the lowest residential tax rate, and the second to lowest commercial, industrial, and personal property tax rates out of all neighboring towns. However, almost 10% of Wrentham's property tax base relies on the Outlets.

Table: Largest taxpayers, FY 2020

Name	Nature of business	Total assessed value	Amount of tax	% of Wrentham's total property tax value
Premium Outlet Partner LP	Outlet mall	\$224,000,000	\$4,000,000	9.7%
Massachusetts Electric	Utility	\$20,000,000	\$350,000	0.9%
DRI/Maple Ledgeview				
Wrentham	Retail	\$19,000,000	\$250,000	0.8%
The Shops at Wrentham, LLC	Retail	\$10,000,000	\$200,000	0.4%
Pond Home Community Inc	Assisted living	\$9,000,000	\$150,000	0.4%
Verizon new England Inc	Utility	\$8,000,000	\$150,000	0.3%
Bay State Gas Company	Utility	\$8,000,000	\$150,000	0.3%
Capstan Holdings I LLC	Manufacturing	\$7,000,000	\$150,000	0.3%
Maples Rehab & Nurs Ctr LLC	Nursing home	\$7,000,000	\$150,000	0.3%
Algonquin Gas Transmission	Utility	\$6,000,000	\$100,000	0.3%

Source: Town of Wrentham Annual Report, 2020