

Win2030 Vision

Final Vision Plan Report Presentation

WINTHROP TOWN COUNCIL MEETING

JANUARY 19, 2021 – 7PM
REMOTE – VIA ZOOM MEETING

Google Earth



INTRODUCTION & AGENDA

PURPOSE

Community Visioning for Planning
priority consensus goals
inform future decision making
jumpstart a potential master plan

WHO

Town of Winthrop
Win2030 Advisory Committee
MAPC consultants
Community participants

COMMUNITY PROCESS & INPUT

participatory exercises
input, ideas & consensus measured
inform goals & recommendations

PLAN HIGHLIGHTS

overview of
big picture, interdependent
goals & recommendations

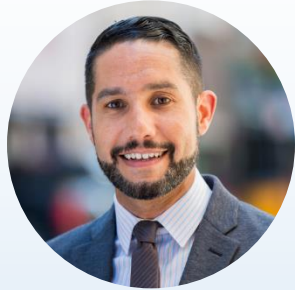
Q&A

INTRODUCTION & AGENDA

TOWN, MAPC TEAM & COMMITTEE



Austin Faison
Town Manager



Carlos J. Montañez
Principal Planner & Project Manager



Christian Brandt
Community Engagement Coordinator



Ralph Willmer, FAICP
Principal Planner & TAP Manager



Julie Curti
Senior Clean Energy & Climate Planner



Sasha Shyduroff
Clean Energy & Climate Planner II



Courtney Lewis
Regional Land Use Planner



Mark Racicot
Land Use Planning Director

WIN2030 ADVISORY COMMITTEE MEMBERS

Robert Carroll, Planning Board

Peter Christopher, Town Council

Wendy Millar Page, Revere Chamber of Commerce

Jennifer Powell, Winthrop School Committee

Betsy Shane, Winthrop Chamber of Commerce

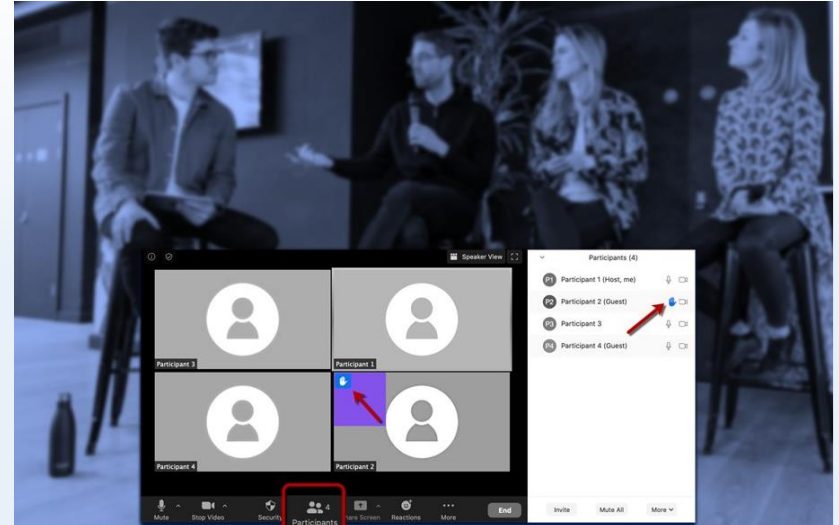
Julia Wallerice, Winthrop Planning Board

INTRODUCTION COMMUNITY PARTICIPANTS

WIN2030 VISIONING
a two-part online open house
 SECOND/FINAL PUBLIC FORUM - 15 OCTOBER 2020




HOUSING - ECONOMIC DEVELOPMENT - TRANSPORTATION - OPEN SPACE - EDUCATION - FACILITIES & ENERGY - CLIMATE RESILIENCE - OPERATIONAL SERVICES
 Kindly wait while "Part 1: A real-time Zoom event" begins shortly.

Win2030

Next Meeting: **Second and Final Virtual Public Meeting**
 When: **October 15, 6:30 - 8:00 PM**
 Zoom Registration Required: mapc.ma/win2030final

What is Win2030 Actionable Visioning?
 Win2030 Actionable Visioning is a unique hybrid process which builds on the Town's previous planning efforts and combines conventional community visioning of high-level goals with brainstorming of specific strategies and recommended actions for future planning efforts. Your feedback will help the Town prioritize which of the many short-term and long-term actions to pursue. Ultimately, the Winthrop 2030 Visioning Report will help inform decisions made by the Town, residents, and businesses. The report could also serve to jumpstart a potential future, and more in depth master planning process.

Goal 1
 Creating a vision for Winthrop's Future!

What's Your Vision?
 Tell us where you want to see Winthrop in 2030? What would you like life to be like?



Goal 2
 Identifying key steps to take to get us there!

Scan the QR code or visit this website: mapc.ma/yourvisionwin2030

For the best experience for this virtual meeting, we recommend that you use the Zoom Desktop or the Zoom Mobile App. Download that here.
 For more information please visit www.mapc.ma/winthrop2030 or email MAPC Project Manager Carlos Montano at cmontano@mapc.org



12:29

English

Housing and Neighborhoods

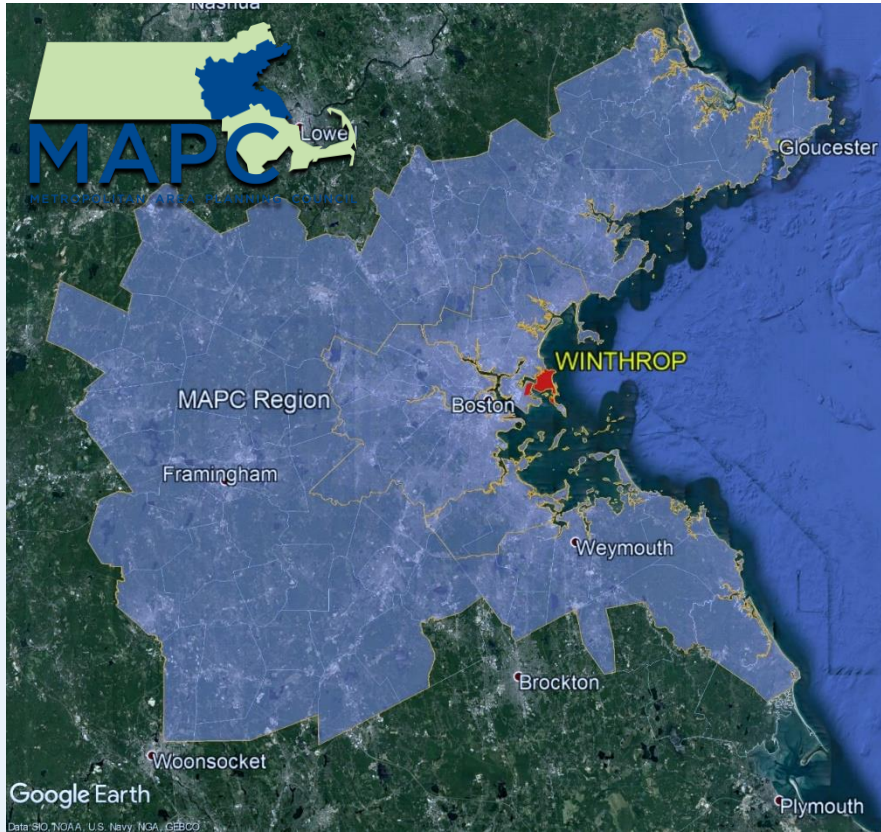


AFFORDABILITY
 HOUSING TYPE(S)
 SAFETY



*thanks to all
community participants*

INTRODUCTION – MAPC REGIONAL PERSPECTIVE



REGIONAL PLANNING AGENCY

PUBLIC CONSULTANCY, TECHNICAL ASSISTANCE RESOURCES AND SERVICES

*supplement local capacity,
brainstorm ideas,
gather surrounding communities to
address common issues that transcend municipal boundaries*

VISION PLAN PURPOSE

WHAT IS COMMUNITY VISIONING FOR PLANNING?

"imagining the future"

aspirational

community input for shaping future

reference context for future decisions

at board & committee meetings
to help with review of projects
and policy ideas

for marketing purposes

COMMUNITY INPUT CAN

INFORM RECOMMENDATIONS

PROVIDE MUTUAL CERTAINTY

residents

businesses

INFORM DECISIONS

future zoning

investment

(re)development incl. infill

SHAPE SPECIFIC AREAS

growth

improvements

preservation

LEAVE A LEGACY

for the next generation

VISION PLAN PURPOSE



**COMMUNITY
INPUT**



GOALS & STRATEGIES
specific & actionable



CONSISTENCY



**VISION
STATEMENT**



**RECOMMENDED
ACTIONS**
zoning, investment, marketing

COMMUNITY PROCESS & INPUT

COMMITTEE MEETINGS

TWO ONLINE SURVEYS

6 weeks
2 weeks

5.30 – 7.13.2020
10.15 – 11.2.2020

2 TWO-PART ONLINE OPEN HOUSES

informative Zoom meetings +
subsequent paired online polls
5.30.20 – 10.15.20

housing	transportation
open space	schools/education
facilities/energy	climate change resilience
jobs & economic development	
operational service delivery	

OUTREACH

flyers

WCAT TV, Town website

social media – Facebook posts,
2 paid Facebook ads

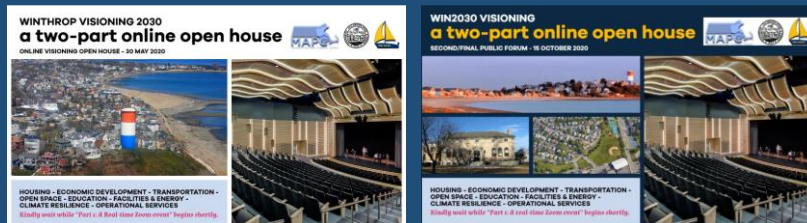
1,674 link clicks
incl. 731 those ages 55 years and older

COMMUNITY INPUT

advisory committee discussions

4 dozen workshop participants

765 survey respondents



WIN2030 VISION HIGHLIGHTS

VISION STATEMENT – VISUAL EXECUTIVE SUMMARY

VISION & EXECUTIVE SUMMARY

Vision Statement

Winthrop is a coastal town with a rich history and a bright future. As the leading provider of services to the community, we are committed to addressing the needs of our residents and visitors, and to creating a vibrant and sustainable future for all.

Winthrop's Town Center is the heart of the community, and we are committed to enhancing its vitality and character. We will continue to support the growth and development of the Town Center, and to ensure that it remains a vibrant and sustainable community for all.

Looking toward 2030, Winthrop envisions a town that is a leader in sustainable development, and that is committed to addressing the needs of our residents and visitors. We will continue to support the growth and development of the Town Center, and to ensure that it remains a vibrant and sustainable community for all.

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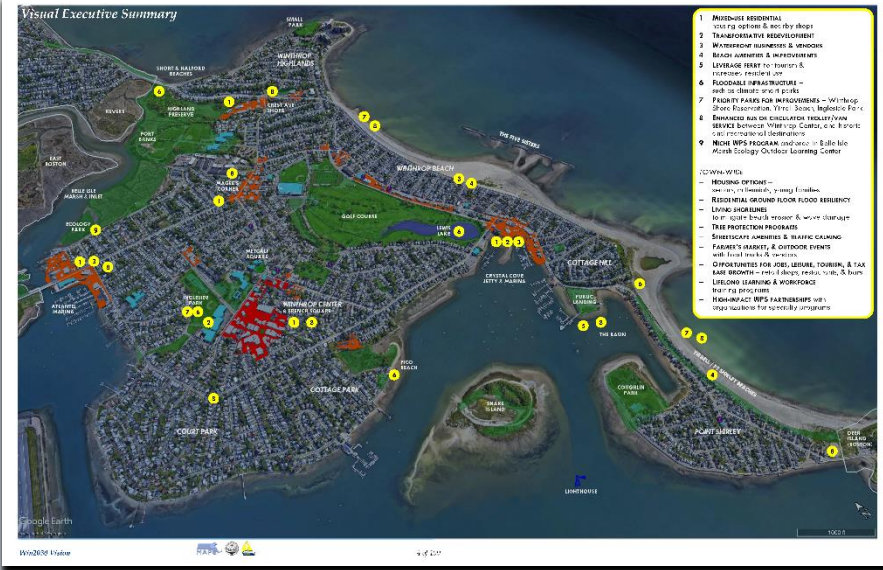
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*a scenic, coastal community
celebrated civic and cultural assets
signature open spaces
well-defined neighborhoods
neighborhood business districts
many beaches and coastal resources
mixed-use residential strategy
future redevelopment opportunities
housing options
tree protection
flood resiliency measures
properties with transformative potential
expanded tax base
customer foot traffic
outdoor events
farmer's market
options for moving around town
traffic calming
shuttle van or trolley circulating
protect its parks and natural resources
development of its children as well as lifelong learners*



Visual Executive Summary

NEIGHBORHOOD & LIVING CONDITIONS	NEIGHBORHOOD IDEAS	HOUSING OPTIONS FOR OTHERS
AFFORDABILITY HOUSING INSECURITY WALKABILITY	TOT LOTS DOG PARKS	RENTALS DOWNSIZERS MILITARIES YOUNG PROFESSIONALS

ECONOMIC DEVELOPMENT	LEVERAGE ASSETS	NEW TRANSFORMATIVE OPPORTUNITIES
BREWERY ATTRACTING SHOPPERS MARINE-RELATED	WATERFRONT BOARDWALK WATERFRONT AMENITIES	CATALYTIC MULTI-PURPOSE TOWN CENTER PROJECTS EVENTS & FOOD TRUCKS

FLOOD RISK REDUCTION STRATEGIES	CLIMATE-SMART, FLOODABLE PARKS
LIVING SHORELINES WITH COASTAL PLANTINGS TO MITIGATE BEACH EROSION & STORM WAVE STRENGTH	GREEN INFRASTRUCTURE

ENHANCE EXISTING PUBLIC FACILITIES	CREATE NEW AMENITIES
ROBUST BIKE NETWORK	PUBLIC ART IN CBD DEVELOPMENTS

Visual Executive Summary

"BIG" IDEAS FOR PARK AMENITIES	FESTIVE EVENTS TO FOSTER COMMUNITY & TOURISM
LANDMARK SCULPTURE FOR RESIDENTS & ATTRACTING SHOPPERS	SUMMER MOVIE NIGHTS AT PARKS

TOWN SERVICE IMPROVEMENTS	"BIG" IDEAS FOR TOWN SERVICES & OPPORTUNITIES
WASTE MANAGEMENT (WGL, CITIZENS COMPOSTING), PUBLIC WORKS, PUBLIC RELATIONS, COMMUNICATIONS	CIRCULATOR BUS OR TROLLEY SERVICE BETWEEN BUSINESSES, TOWN CENTER, & PARKS MOBILE PHONE APP FOR TOWN SERVICES FREE WATERFRONT SHUTTLE STOP

ENHANCE MOBILITY OPTIONS & WALKING	IMPROVE TRANSIT/ BUS EXPERIENCE
SAFER WALKING CONDITIONS BETTER TRANSIT ACCESS & FACILITIES TRAFFIC CALMING	MORE FREQUENT SERVICE MORE RELIABLE SERVICE BETTER FACILITIES (SHELTERS, BENCHES, SIGNS)

IMPROVE K-12 & ADULT LEARNING	OPPORTUNITIES FOR HIGH-LEVEL BENEFICIAL COMMUNITY IMPACT
CURRICULUM & PROGRAMS (MARINE OUTDOOR LEARNING), FUNDING TO MAINTAIN, OR IMPROVE EXTRACURRICULAR	REVIVE ADULT LEARNING & WORKFORCE TRAINING PARTNERSHIPS NICHE WPS PROGRAMS INCREASED PARTICIPATION IN SAFE ROUTES TO SCHOOL PROGRAM



WIN2030 VISION HIGHLIGHTS

EXECUTIVE SUMMARY MAP – GOALS & VISION

Visual Executive Summary



- 1 **MIXED-USE RESIDENTIAL** - housing options & nearby shops
- 2 **TRANSFORMATIVE REDEVELOPMENT**
- 3 **WATERFRONT BUSINESSES & VENDORS**
- 4 **BEACH AMENITIES & IMPROVEMENTS**
- 5 **LEVERAGE FERRY** for tourism & increased resident use
- 6 **FLOODABLE INFRASTRUCTURE** – such as climate-smart parks
- 7 **PRIORITY PARKS FOR IMPROVEMENTS** – Winthrop Shore Reservation, Yirrell Beach, Ingleside Park
- 8 **ENHANCED BUS OR CIRCULATOR TROLLEY/VAN SERVICE** between Winthrop Center, and historic and recreational destinations
- 9 **NICHE WPS PROGRAM** anchored in Belle Isle Marsh Ecology Outdoor Learning Center

- TOWN-WIDE**
- **HOUSING OPTIONS** – seniors, millennials, young families
 - **RESIDENTIAL GROUND FLOOR FLOOD RESILIENCY**
 - **LIVING SHORELINES** to mitigate beach erosion & wave damage
 - **TREE PROTECTION PROGRAMS**
 - **STREETSCAPE AMENITIES & TRAFFIC CALMING**
 - **FARMER'S MARKET, & OUTDOOR EVENTS** with food trucks & vendors
 - **OPPORTUNITIES FOR JOBS, LEISURE, TOURISM, & TAX BASE GROWTH** – retail shops, restaurants, & bars
 - **LIFELONG LEARNING & WORKFORCE** training programs
 - **HIGH-IMPACT WPS PARTNERSHIPS** with organizations for specialty programs

Google Earth
Mapbox / OpenStreetMap

WIN2030 VISION HIGHLIGHTS

VISION STATEMENT – 1-PAGER “HEADLINE”

Winthrop is a scenic, coastal community that is a hidden gem nestled away at the beginning of greater Boston’s north shore region. Winthrop celebrates its historic and community assets, while keeping an eye toward building upon them in the future.

Winthrop’s Town Center is home to its main retail shopping and business district along and near Pauline/Jefferson streets and Woodside Avenue. Town Center is anchored by some of its main and celebrated civic and cultural assets. These include signature open spaces like Ingleside Park, French Square, and Metcalf Square, as well as facilities such as Town Hall, and the E.B. Newton and Cummings Elementary schools. Within close proximity and walking distance are some of Winthrop’s well-defined neighborhoods such as Court Park and Cottage Park, as well as the cemetery, the golf course, and Pico and Donovan beaches. Farther afield, and toward shorelines in all directions, one encounters Winthrop’s other neighborhood business districts such as Magee’s Corner, Crest Avenue, Main Street near the Atlantis Marina, and the Crystal Cove area. These districts anchor some of the Town’s other neighborhoods such as the Highlands, Cottage Hill and Point Shirley. Lastly, no matter which direction, one pleasantly stumbles upon one of the Town’s many beaches and coastal resources such as the Belle Isle Marsh and Inlet.

Looking toward 2030, Winthrop envisions building on the strengths of its neighborhoods’ pleasant streets and nearby shops and parks toward several goals. Pursuing a mixed-use residential strategy that facilitates future redevelopment opportunities can allow for additional nearby shops as well as housing options for families, seniors and millennial young professionals. Permissive and proactive initiatives will strengthen neighborhoods through tree protection programs and flood resiliency measures to protect homes’ ground floors.

Winthrop’s committed business community of local restaurants, retail shops and service businesses will flourish and grow thanks to strategic Town decisions and investments. The redevelopment of the former middle school, as well key underutilized commercial and waterfront properties with transformative potential, will deliver an expanded tax base with more jobs, upper-story homes, shopping and customer foot traffic. Investments in streetscape amenities like lighting, seating and shade trees will benefit residents and retail shops alike. Improved streetscapes, parks and beachfronts with new amenities will host outdoor events with food trucks and vendors, and together with a farmer’s market will attract visitors and tourists.

Getting to and around Town will include more and frequent options. Residents, commuters and visitors going to or from Town will no longer check schedules for the next Winthrop ferry, or bus headed to the MBTA Blue Line rapid train station. Options for moving around Town will be safer and more convenient with traffic calming improvements, bicycle facilities/stations, bus shelters, and a Town shuttle van or trolley circulating between the beaches, neighborhoods, business districts, and the Public Landing.

Winthrop will protect its parks and natural resources by incorporating floodable infrastructure. These include redesigned parks with flood resilient features and plantings, and living shorelines with coastal vegetation to mitigate beach erosion and wave damage. Community resiliency and sustainability efforts will include the installation of solar on municipal buildings for energy reduction.

Winthrop will invest in the development of its children as well as lifelong learners. Building upon the strengths of Winthrop Public Schools’ physical facilities, the Town will strive for competitiveness with teacher retention, and expanding curricular and extracurricular offerings. In addition to successful and beneficial programs such as the Viking Longships, MassSTART and IEP, unique specialty programs leveraging the Belle Isle Marsh Ecology Outdoor Learning Center, or partnerships with organizations or businesses will be pursued for increased opportunities. And lastly, Winthrop’s adults will have awareness of widely promoted educational and career advancement resources such as continued senior education, vocational-technical trades training, and ESL/EFL and financial literacy programs for overall access to opportunities and prosperity.

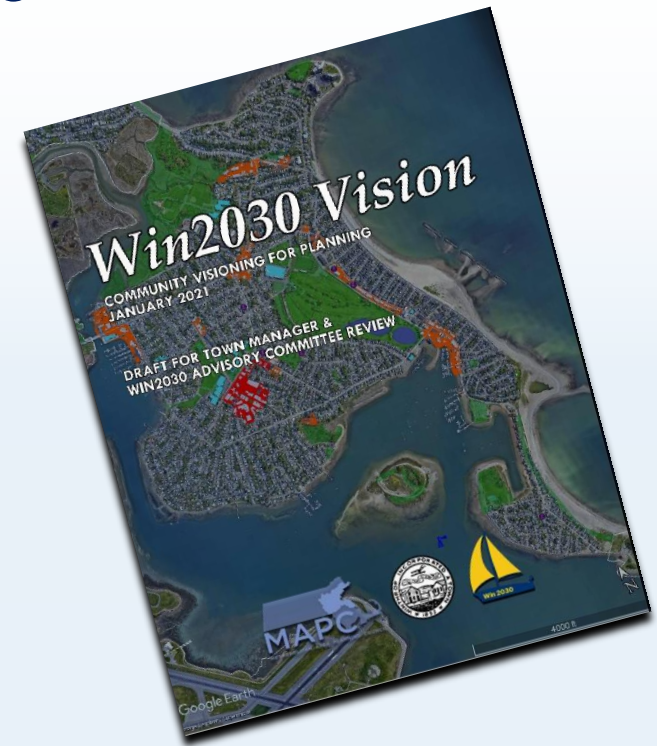
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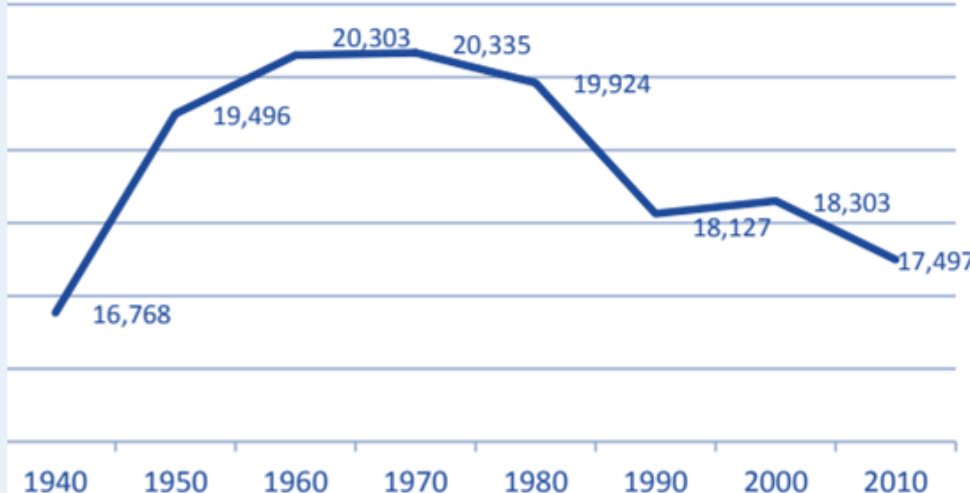
WIN2030 PLAN HIGHLIGHTS

PLANNING CONTEXT

- builds upon 14 recent studies
- population declining – 14% - 1970-2010
- aging population – 19% over 64 years
- 42% local jobs lost – 1990-2017
- low daytime population for business support
- 44% of households are cost-burdened
- half of those are older residents
- Town Subsidized Housing Inventory at 7.7%



Winthrop Population: US Census 1940-2010

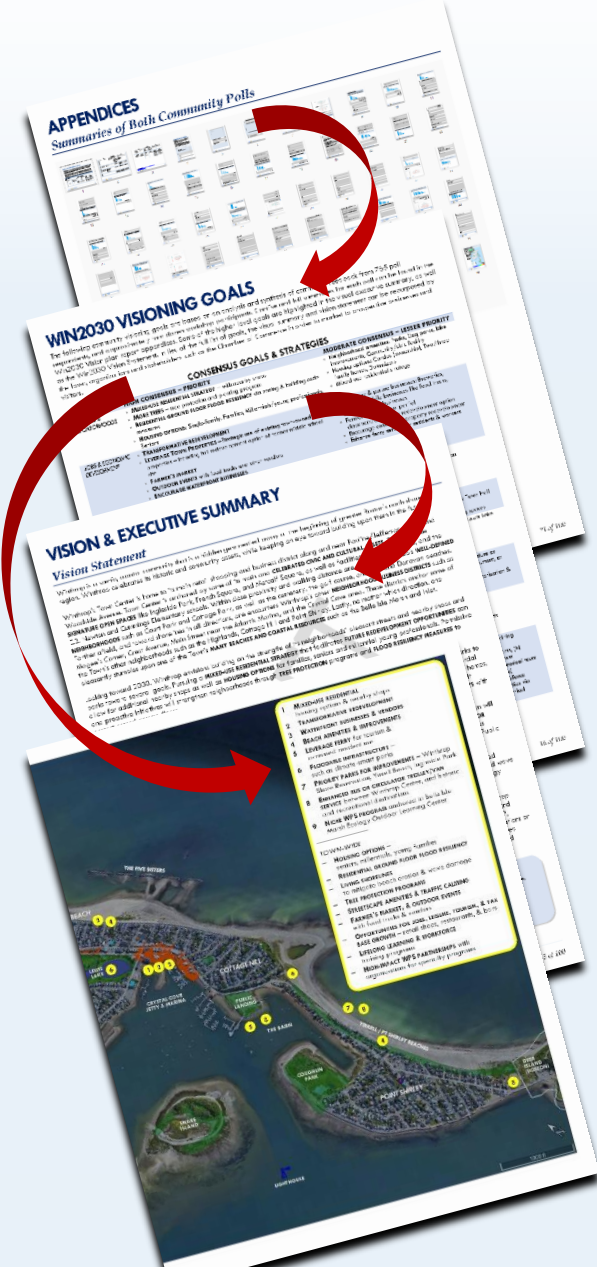


Background Studies



WIN2030 VISION HIGHLIGHTS

COMMUNITY CONSENSUS GOALS



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WIN2030 PLAN HIGHLIGHTS

KEY OVERARCHING STRATEGIC APPROACH

Recognizing that Winthrop is a compact community,

*creative strategies are needed
to address various stated needs and community consensus goals
including **affordability, commercial needs, and environmental issues***

*A **creative and strategic approach** to accomplish them could include:*

***multi-purpose redevelopment** of existing
underutilized properties and opportunity sites
that may necessitate
vertical infill redevelopment*

***multimodal transportation solutions** and alternatives to
service redeveloped, multi-purpose, vertically-mixed-use projects*

*redevelopment requirements for properties
for **streetscape amenities** and improvements
to enhance the public realm where they interface with the
streetscape for **walkability and leisure***

WIN2030 VISION HIGHLIGHTS

SOME HIGHLIGHTED STRATEGIES & RESOURCES



Redevelopment of targeted underutilized commercial properties for:

- Upper-story housing options for seniors & cost-burdened households
- More tax revenue via ground floor & upper-story jobs, service, retail & restaurants
- Public realm & streetscape beautification benefits – fill street wall gaps
- E.g., CBD, Crystal Cove waterfront business area

ECONOMIC DEVELOPMENT



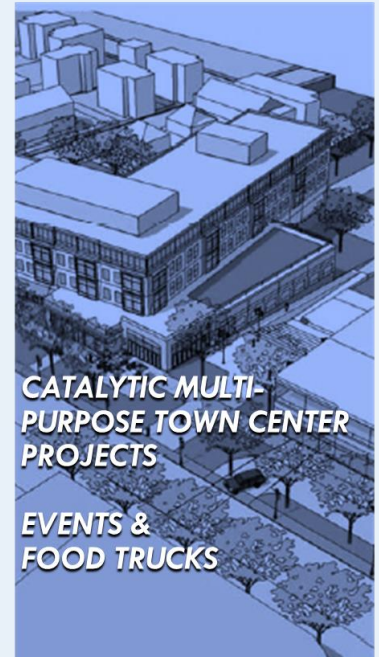
BREWERY
ATTRACTING SHOPPERS
MARINE-RELATED

LEVERAGE ASSETS



WATERFRONT BOARDWALK & GAZEBO
WATERFRONT AMENITIES

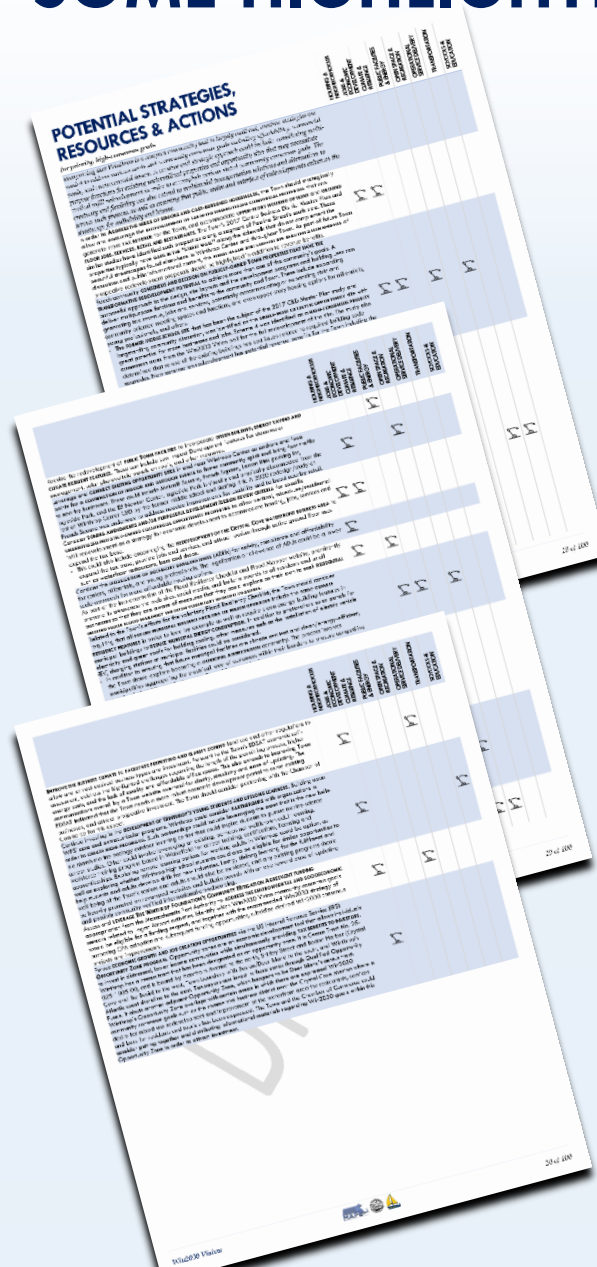
NEW TRANSFORMATIVE OPPORTUNITIES



CATALYTIC MULTI-PURPOSE TOWN CENTER PROJECTS
EVENTS & FOOD TRUCKS

WIN2030 VISION HIGHLIGHTS

SOME HIGHLIGHTED STRATEGIES & RESOURCES



Mass transit & multimodal transportation options to:

- Support local businesses
- Encourage visitors & tourists
- Encourage residents' public health through active transportation
- Reduce competition for parking in business districts
- Funding & assistance resources:

MassDOT Shared Winter Streets & Spaces; MassDOT Community Transit Program; Workforce Transportation Program; Efficiency & Regionalization Program; Community Connections; CDBG; etc.

ENHANCE MOBILITY OPTIONS & WALKING



- SAFER WALKING CONDITIONS
- BETTER TRANSIT ACCESS & FACILITIES
- TRAFFIC CALMING

IMPROVE TRANSIT / BUS EXPERIENCE



- MORE FREQUENT SERVICE
- MORE RELIABLE SERVICE
- BETTER FACILITIES (SHELTERS, BENCHES, SIGNS)

WIN2030 VISION HIGHLIGHTS

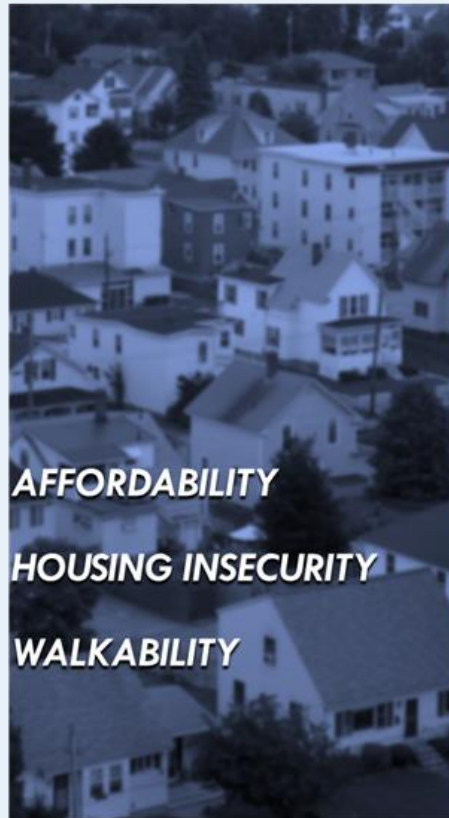
SOME HIGHLIGHTED STRATEGIES & RESOURCES

Consider a Town Housing Production Plan:

- Address housing affordability
- Options for seniors & cost-burdened households
- Local control of siting of potential Ch.40B multifamily proposals

NEIGHBORHOOD & LIVING CONDITIONS

HOUSING OPTIONS FOR OTHERS



AFFORDABILITY

HOUSING INSECURITY

WALKABILITY



SENIORS

DOWNSIZERS

MILLENIALS / YOUNG PROFESSIONALS

POTENTIAL STRATEGIES, RESOURCES & ACTIONS

STRATEGY	RESOURCES	ACTIONS
Address housing affordability	Local government, Non-profit, Private industry	Develop affordable housing units, Provide subsidies
Options for seniors & cost-burdened households	Local government, Non-profit, Private industry	Develop senior housing, Provide rental assistance
Local control of siting of potential Ch.40B multifamily proposals	Local government, Non-profit, Private industry	Develop local zoning, Provide local input

27 of 200

Win2030 Vision Final Vision Plan Report Presentation

WINTHROP TOWN COUNCIL MEETING

JANUARY 19, 2021 - 7PM

REMOTE - VIA ZOOM MEETING

thank you

Thank you to all community members who provided input during the process, and especially toward completion during this challenging time.

The Win2030 Vision plan gathered collective ideas to have next steps in place for when a sense of normalcy returns.

Google Earth



**THE FOLLOWING ARE
Q&A REFERENCE SLIDES ONLY**

TOWN OVERVIEW

land area

1.6 square miles

distinct neighborhoods, village activity centers, coastal community
multifamily homes, smaller apartment buildings

OUTSTANDING PHYSICAL ENVIRONMENT, scenic landscape

MANY UNDERUTILIZED COMMERCIAL PROPERTIES

building value less than land value - **GENERATES LIMITED REVENUE**

population

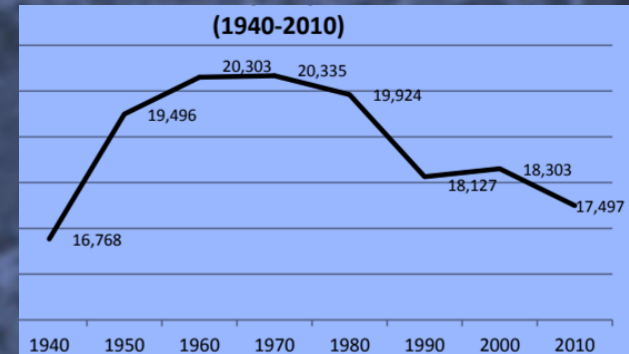
DECLINING WHILE AGING

17,487 – US Census 2010

94% white, 2% black, 3% latino, 1% asian

19% – 65 years and over - ACS 2019

median age rose from 33 to 44 (1960-2010)



income

lower than State average

7% - ACS 2012

median household income

\$68,322

median family income

\$93,201

median non-family income

\$37,457 - ACS 2014-2018

educ. attainment

lower than State average – 11% v. 17%

lower high school diploma, & bachelor's degree and above

TOWN OVERVIEW

transportation

HIGHER PUBLIC TRANSP. USE - than State average

SHORTER TRANSIT COMMUTES TIMES - than comparison communities

economy

LOWER LOCAL JOBS RATIO – 0.2 jobs per resident in labor force

daytime population declines, impacts local businesses

challenge/opportunity – strategies to attract & grow

LOST 41% or 1,100 local jobs - 1990-2010

OPPOSITE TREND OF COMPARISON WATERFRONT COMMUNITIES

68% RETAIL LEAKAGE

residents' spending on retail goods out of town - \$204M – UMassBoston 2014

most residents work in: management, business, science, arts, sales and office

most local jobs: educational/health services, leisure/hospitality, trade/transportation/utilities

COMMITTED, SMALL BUSINESS COMMUNITY

BRIEF OVERVIEW – ASSETS & OPPORTUNITIES

COMPACT COMMUNITY – GREATER WALKABILITY POTENTIAL

OUTSTANDING COASTAL LANDSCAPE

COMMITTED, SMALL BUSINESS COMMUNITY

**NEW CENTRAL BUSINESS DISTRICT (CBD) ZONING IN PLACE +
CBD SEWER IMPROVEMENTS UNDERWAY**

**BELLE ISLE MARSH MARINE ECOLOGY PARK
OUTDOOR LEARNING CENTER - UNDERWAY**

2 BUS ROUTES TO NEARBY MBTA + FERRY SERVICE

**HIGHER PUBLIC TRANSPORTATION USE - THAN STATE AVERAGE
~20% PUBLIC TRANSIT, ~10% CARPOOL**

SHORTER TRANSIT COMMUTES TIMES - THAN COMPARISON COMMUNITIES

EVOLVING BIKE/WALK NETWORK

BRIEF OVERVIEW – CHALLENGES

UNDERUTILIZED COMMERCIAL PROPERTIES

GENERATING LIMITED REVENUE – 7% V. RESIDENTIAL

POPULATION DECLINING WHILE AGING

41% LOSS OF JOBS

LOW JOBS PER RESIDENT RATIO – 0.2

DAYTIME SHOPPERS TOO LOW TO SUPPORT BUSINESSES

HOUSING AFFORDABILITY CHALLENGES

44% COST-BURDENED,

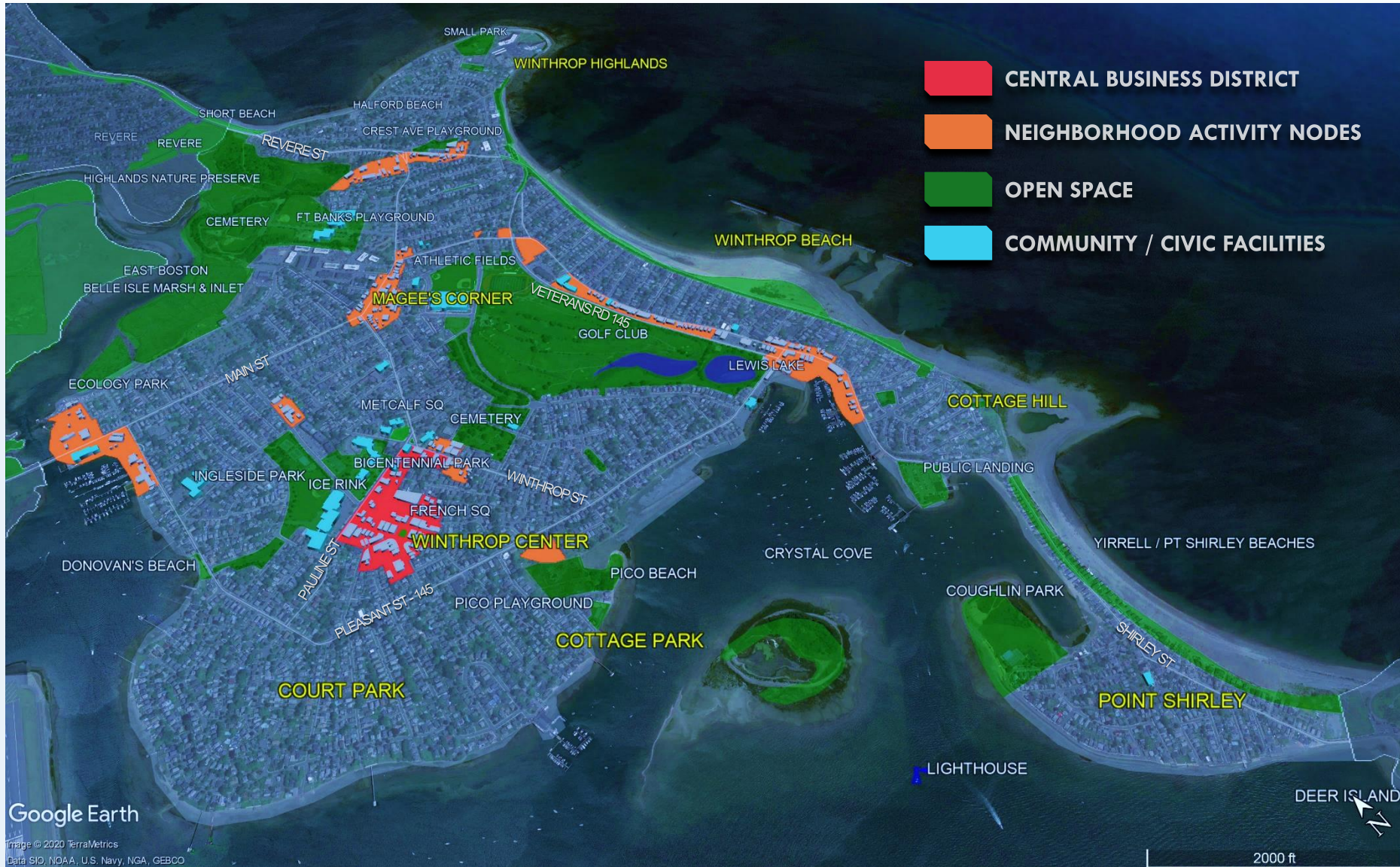
51% OF THOSE ARE SENIORS

7.7% SUBSIDIZED HOUSING INVENTORY – SHORT OF 10% MIN.

ONLY 3 EXTERNAL CONNECTIONS – 2 ROAD GATEWAYS, 1 FERRY

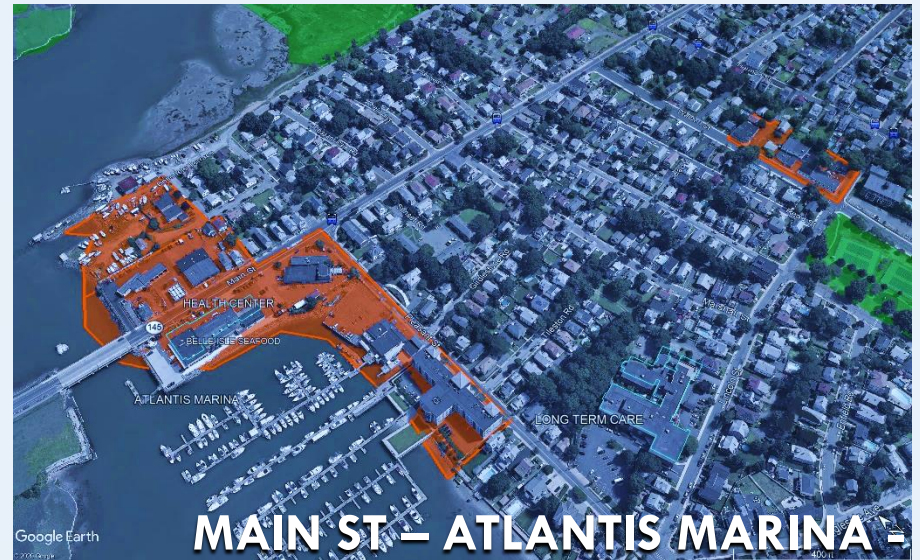
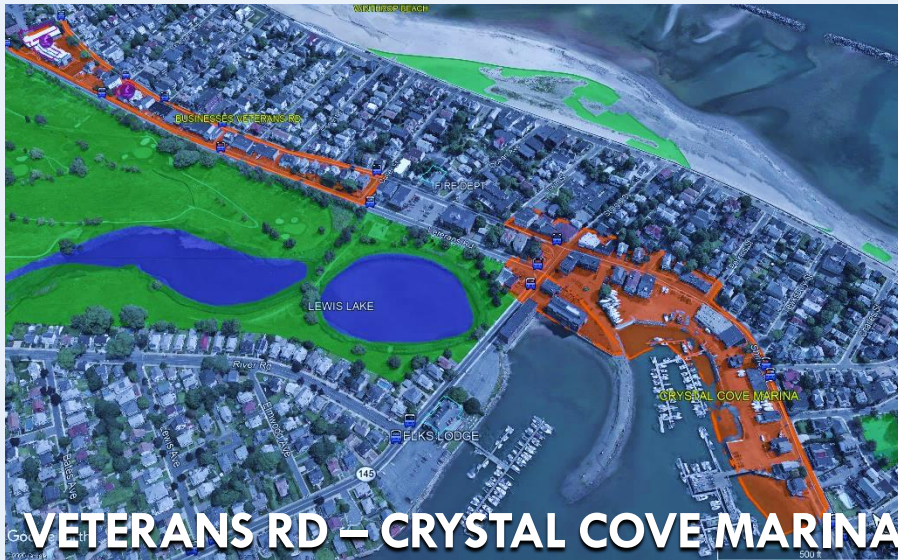
TOWN OVERVIEW

BUSINESS/ACTIVITY NODES, OPEN SPACES, MAJOR ROADS



TOWN OVERVIEW – BUSINESS / ACTIVITY NODES

NEIGHBORHOOD ANCHORS – CIVIC, SHOPPING, JOBS, SOCIAL



TOWN OVERVIEW

GATEWAYS – ROADS & MASS TRANSIT – RESIDENTS, SHOPPERS, COMMUTERS

