

South Shore Coalition Monthly Meeting

22nd February 2024



Agenda

- Community Updates
- Legislative Breakfast Check-in
- Project Idea - Applying 'Rethinking the Retail Strip' lens to SSC
- Research project idea - Exploring how zoning as a floodplain regulation tool has shaped development?
- Section 3A Corner - ongoing updates
- Resource sharing - upcoming grant and engagement opportunities
- Housekeeping - upcoming SSC meetings

The background of the slide features a repeating pattern of stylized green leaves and branches on a solid purple background. The leaves are elongated and pointed, with some showing internal vein details. The branches are thin and curving, creating a natural, organic feel.

Community Updates

Annual Legislative Breakfast

What it is?

Opportunity for members of the subregion to

- learn more about MAPC's legislative, policy and budget priorities,
- hear from legislators about their top priorities for their respective districts, and
- have subregions share about important projects happening in the region.

Who attends?

- Subregion members
- Community leaderships/CEOs/Administrators
- Legislators
- MAPC Leadership, Government affairs team and select staff

Annual Legislative Breakfast

What happens at the breakfast?

Generally, it's a 2-hour event with time for networking and face time with legislators over coffee and baked goods, presentations on legislative priorities, presentation focused on topics of interests, a panel or discussions with members, Q&A and more mingling!

What will SSC's breakfast entail?

Few topics of interest that are part of MAPC's legislative priorities – Housing, regional collaborations, equity centered projects.

- What would be helpful for you and your leaderships?
- Are their projects you would like to share?
- Are you interested in presenting?

Annual Legislative Breakfast

When is it happening? (Tentative)

- Date: **May 3rd, Friday**
- Where: Marshfield Senior Center
- Timing: Tentatively 9:00 – 11:00

Have any thoughts or if you would like to circle back on this, please reach out!

I will send calendar holds to you all. MAPC's Leadership will also reach out to each of your CEOs in the next couple of weeks.

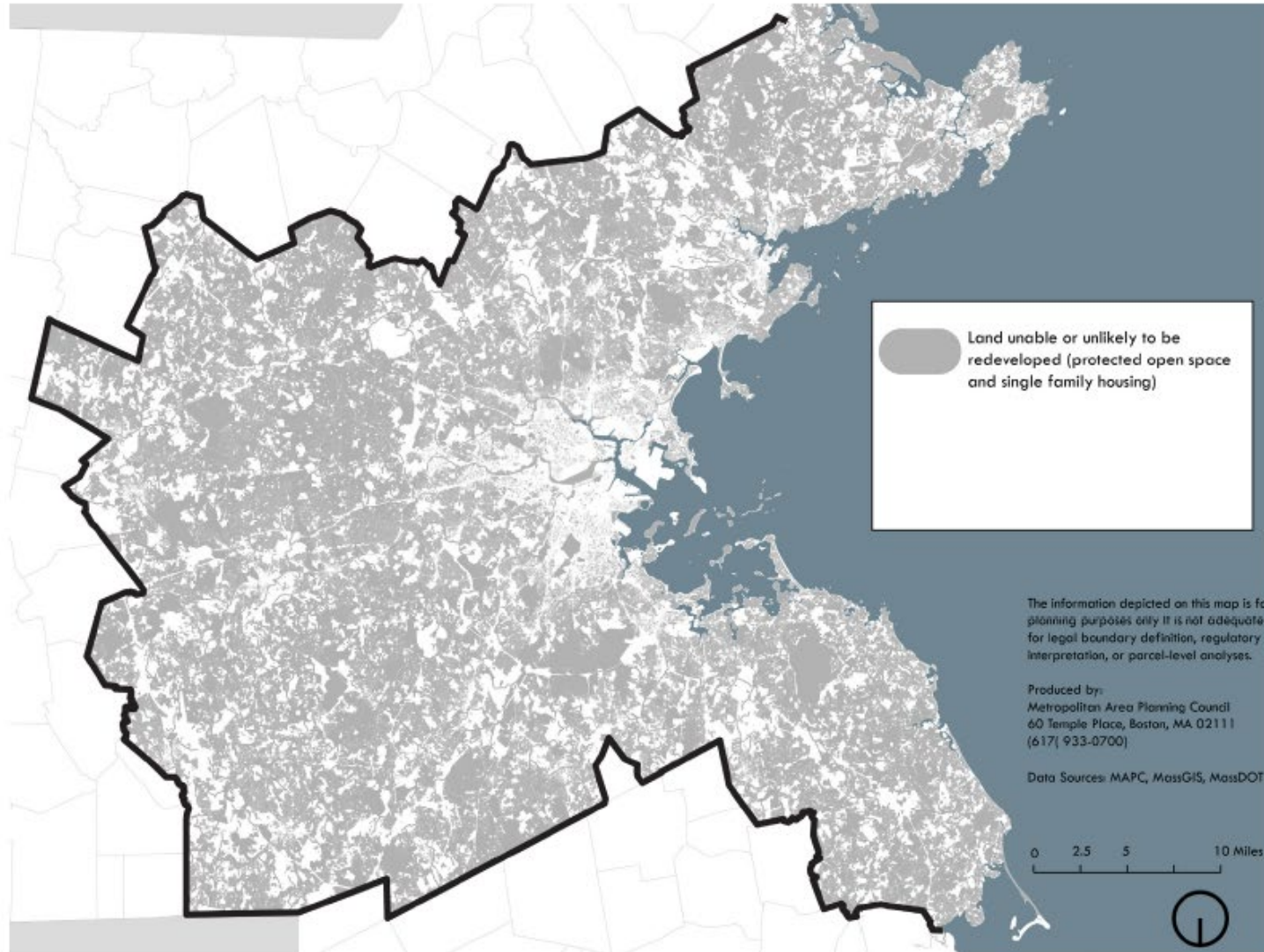


Rethinking the Retail Strip
Transforming Old Uses to Meet New Needs



Suburban Retrofits | The MAPC region

Metro Boston needs to produce >400,000 housing units over the next 20 years.* Where can this housing, along with additional needs for commercial space go?



*See mapc.org/learn/projections for more info.

Suburban Retrofits | Strip Malls

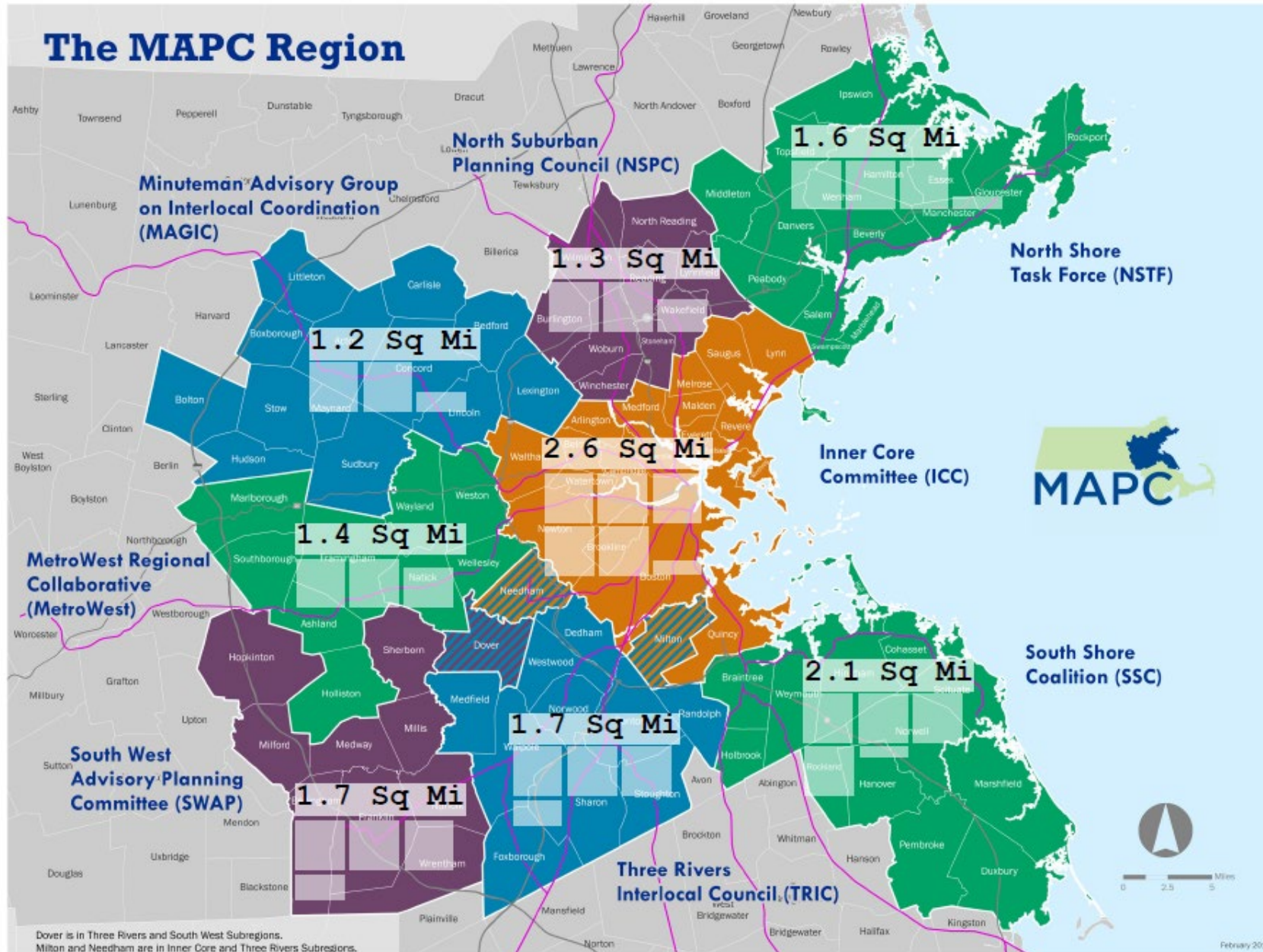


Strip Malls | The Potential

Strip malls (and related types of retail spaces) provide a great opportunity for redevelopment.

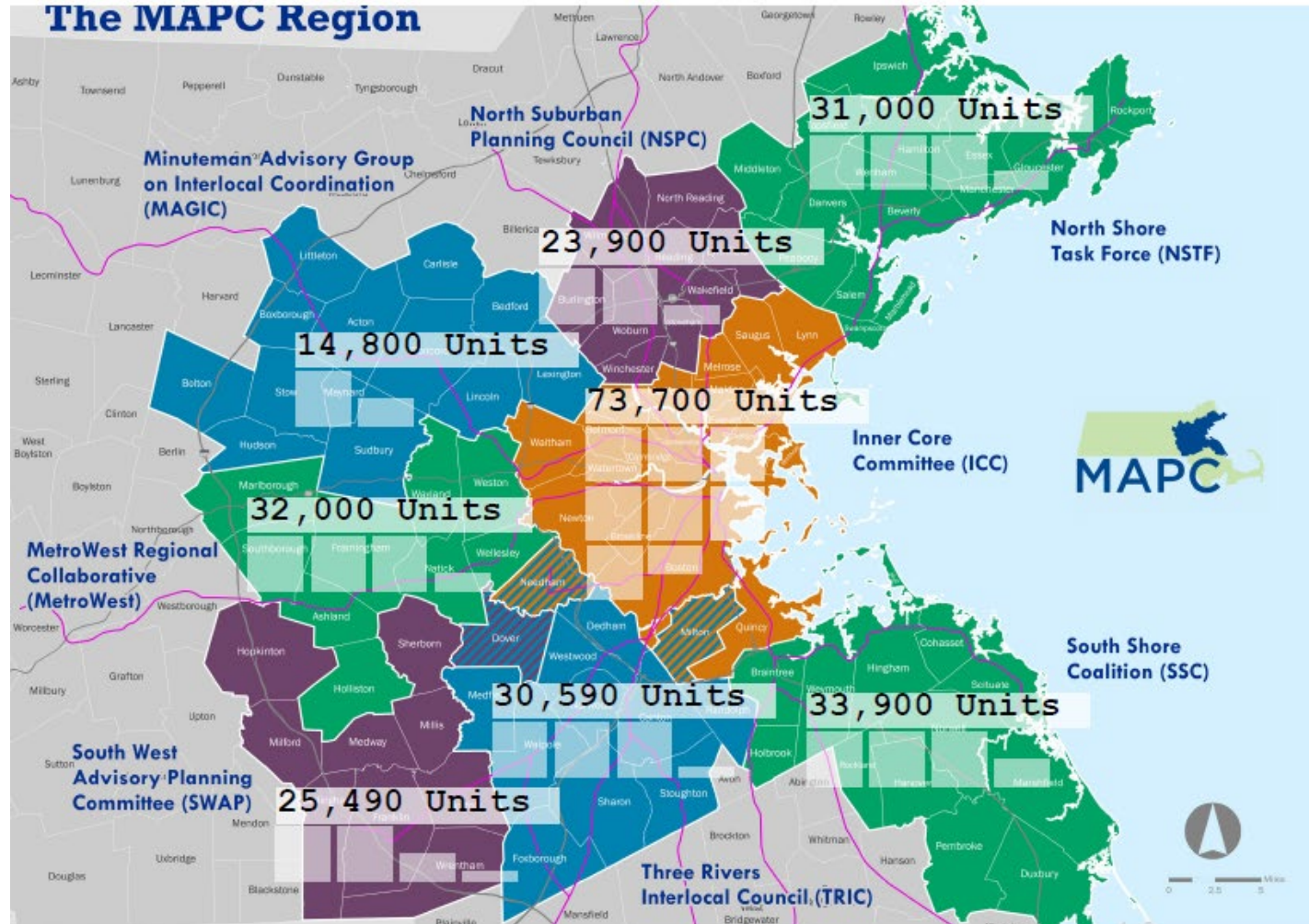
- Every community in the region has them.
- As single-story, single-use structures with abundant parking, they are often under-utilized. The changing nature of retail may exacerbate this aspect.
- Parcels are typically small enough that they can be redeveloped in a relatively short amount of time.
- Multiple contiguous parcels can be redeveloped incrementally to create cohesive neighborhoods over the long term.
- It can be easier politically to change uses and forms than single family districts.

Strip Malls | How much land is there? (By subregion)



Capacity Analysis

Based upon the analysis, MAPC estimates lots with strip malls in our region can accommodate approximately 270,000 housing units.* While clearly not every lot can or would be redeveloped, this figure nevertheless shows the potential for one way to help accommodate our growth needs on already developed lots.



*This estimate assumes all development will be mixed-use, thus retaining all existing commercial space. If only considering multi-family development, the capacity is 350,000.

Select Geo...

Subregion

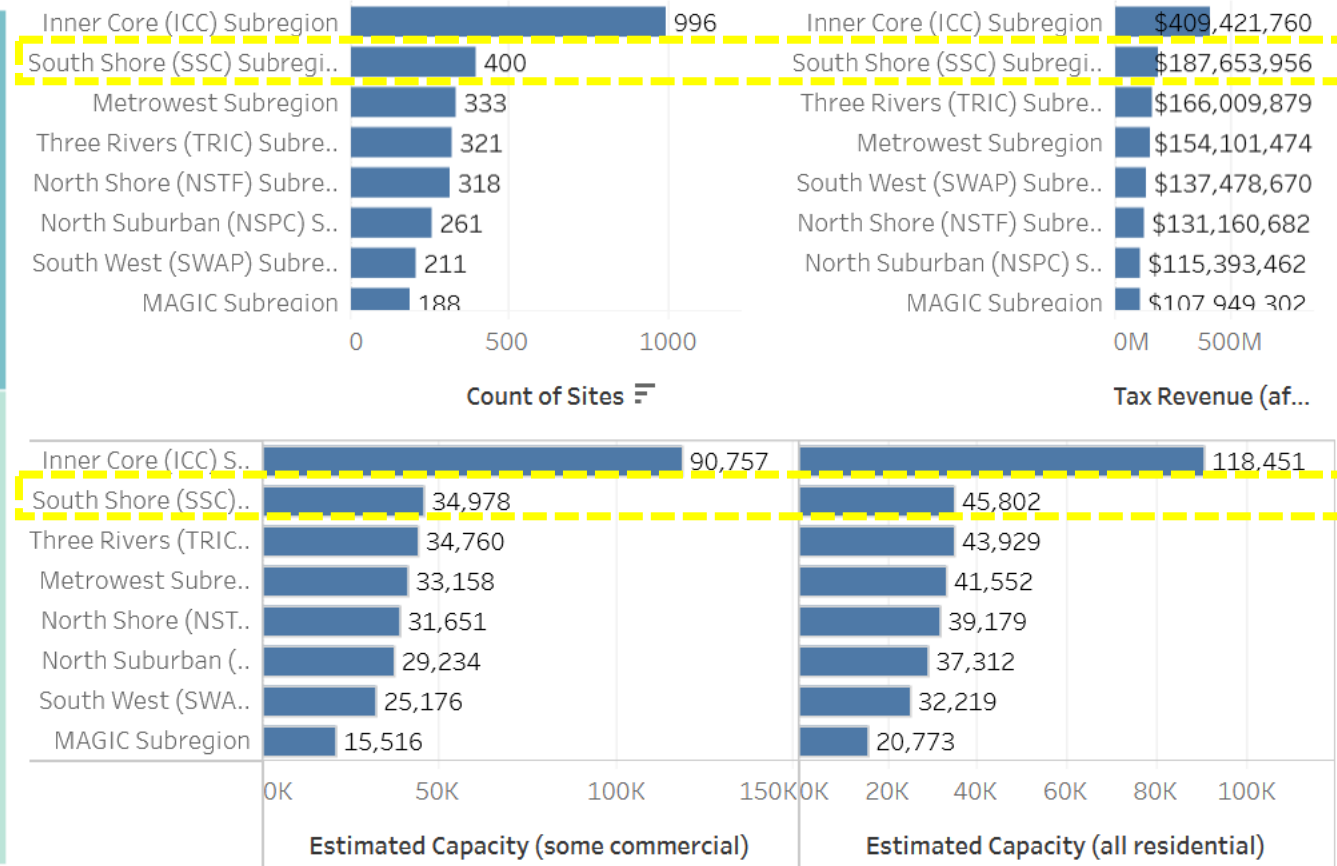
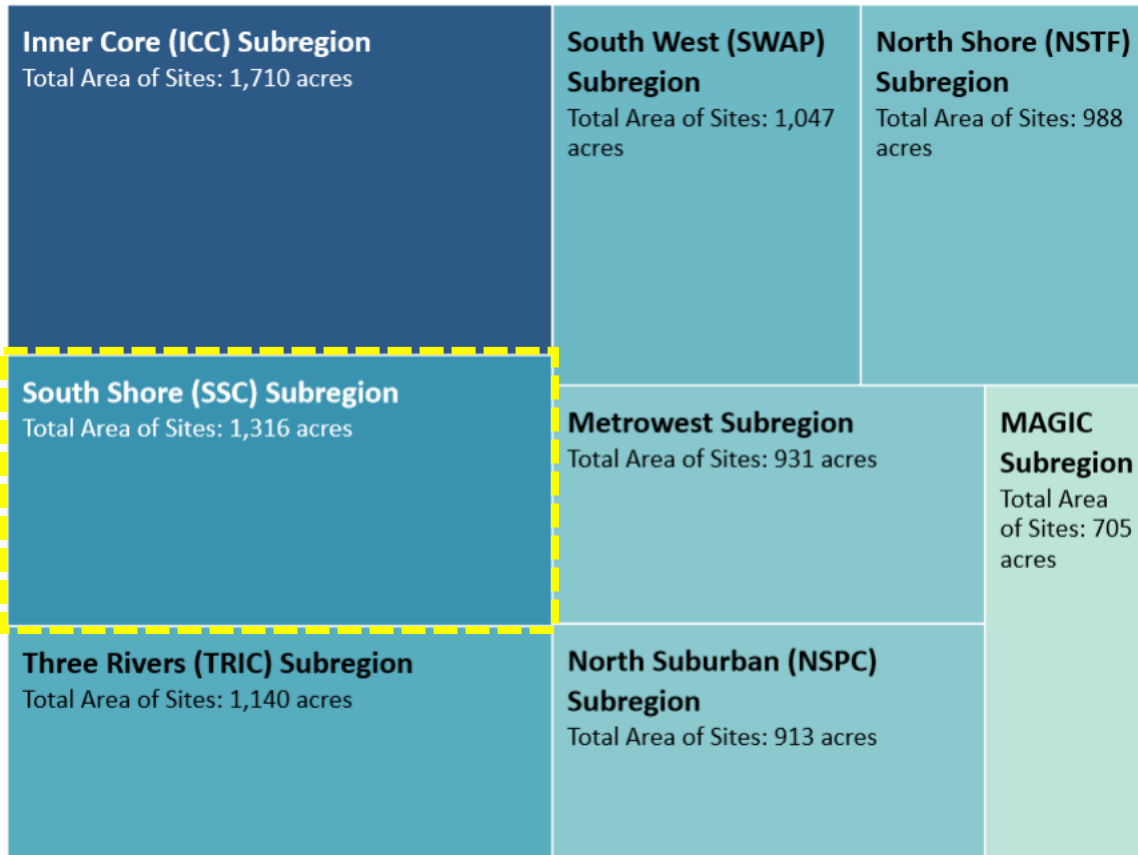
Filter by Municipal Quintile Rank

(All)

Filter by Regional Quintile Rank

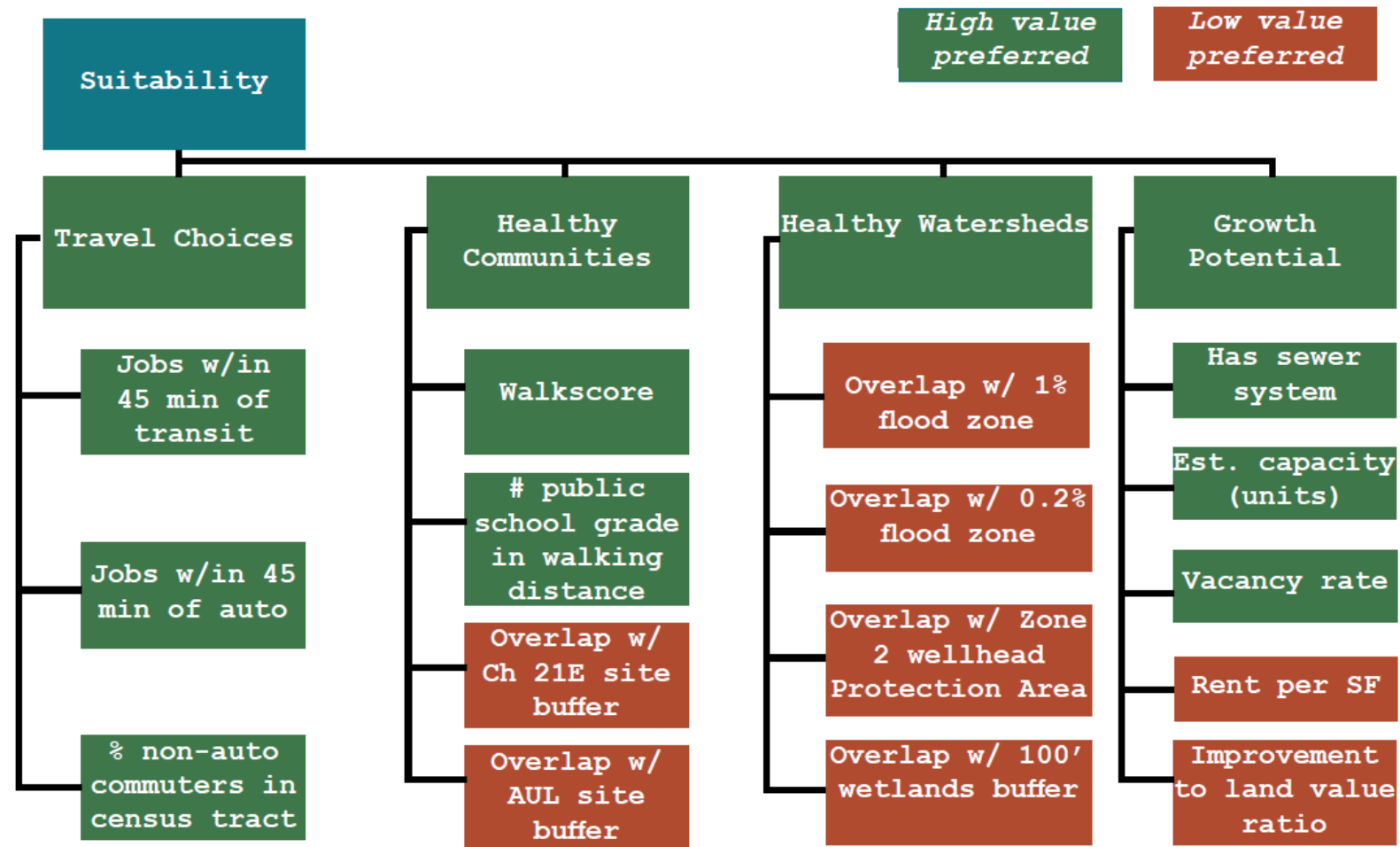
(All)

Filtered Count of Sites:
3,028



Strip Malls | Suitability Analysis

For the final stage of analysis, MAPC performed a suitability analysis, which provides a relative ranking of which sites are best suited to redevelopment, based upon a variety of criteria. A higher score corresponds to a site with higher suitability.



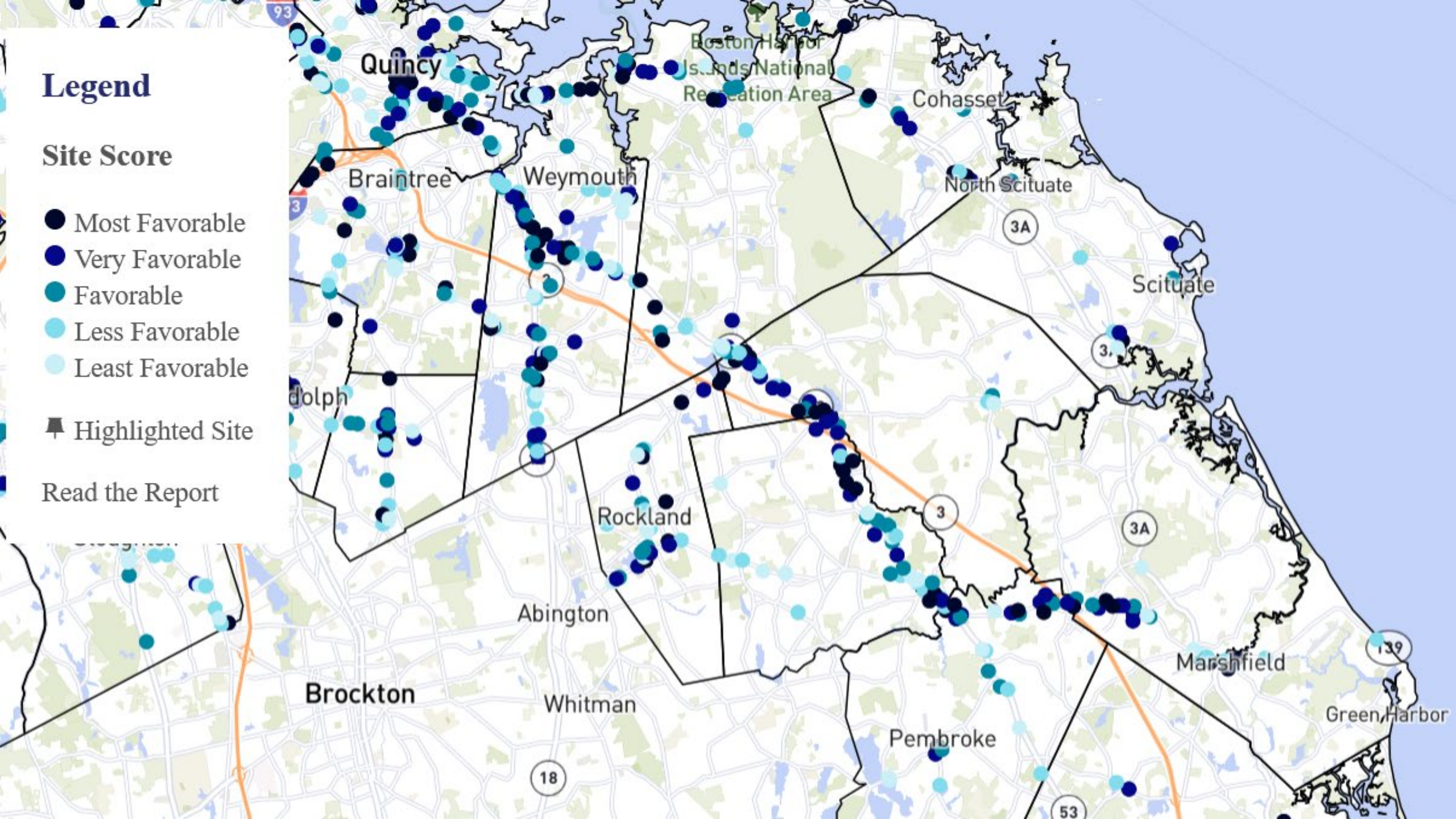
Legend

Site Score

- Most Favorable
- Very Favorable
- Favorable
- Less Favorable
- Least Favorable

📌 Highlighted Site

[Read the Report](#)



Report Recommendations for Local Action

- Local Action: Bring retail retrofits into **local planning conversations**.
 - This could involve **reviewing the inventory** to highlight or eliminate sites based on local knowledge, including them in a list of potential development sites, and considering their potential for growth.
- Local Action: **Create a vision and a plan** for redevelopment of retail sites.
- Local Action: Test strategies to **promote small, local businesses**.
- Local Action: Adopt zoning to **enable retail retrofits**.
- Local Action: Enact Transportation Demand Management **(TDM) policies**.
- Local Action: **Invest in infrastructure** to support development.
- Local Action: Take advantage of **state funding**.

Project Idea

- **Explore:** Investigate the opportunity Route 53 and portions of Route 139 presents on the South Shore.
- **Engage:** Connect with selected property owners with Town and Chamber support.
- **Visualize:** Identify Retail Strips to undertake visioning. Create illustrations of mixed uses, walkable neighborhoods.
- **Leverage:** Identify synergies with Section 3A districts if any in towns that overlap with retail strips.





Project Idea and Ongoing Research Introduction

**Exploring how zoning as a floodplain
regulation tool has shaped
development?**

Jiwon Park

Regional Land Use Planner II

MAPC

Section 3A Corner

Resources


New 3A decision-making support tool developed by MAPC

- Access the [tool here](#)
- **Attend the webinar on 2/27** to learn more. [Register here.](#)

MMA and MMLA are hosting a webinar about 3A enforcement and compliance

- Free webinar on 2/26 to discuss key points of the MBTA Communities law related to compliance and enforcement. [Register here.](#)

MAPC's MBTA Communities Act District Suitability Analysis

 **MAPC** MBTA Communities Act District Suitability Analysis *Beta 20240116*

EXPLORE LAYERS FILTER PARCELS ADD DATA EXPORT TABLE

City / Town Hull

Parcel Information Legend


EXPLORE LAYERS

Explore different criteria and indicator layers to better contextualize the inputs for the final suitability score.


Layers Legend

☒ Context layers

Transit Station Points

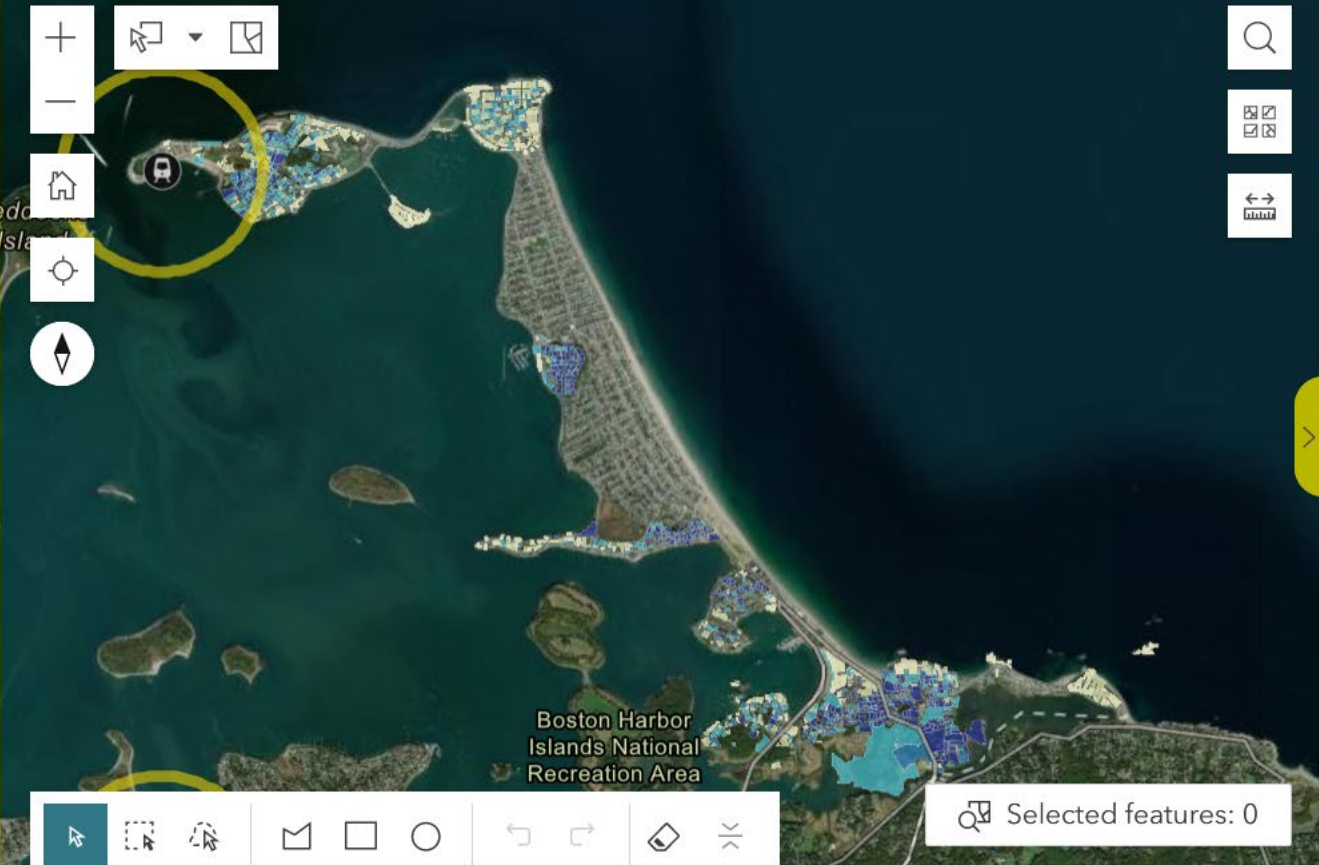


Transit Station Areas: Half Mile Radius



☒ 3A District

☒ Suitability: Final Score



Selected features: 0

PARCEL INFORMATION

When a parcel is selected, information about that parcel will appear below.

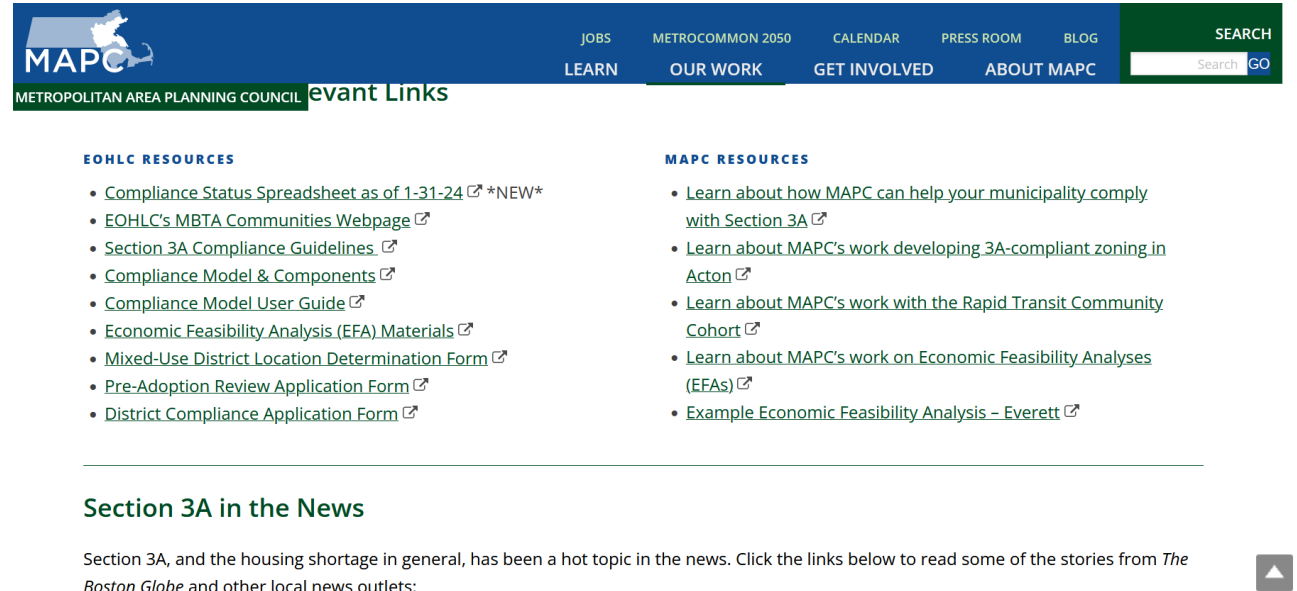
No parcels are currently selected. Select a parcel in the map panel to view information about it.

Note: all parcels smaller than 0.125 acres (approx. 5445 square feet) in size or with developable area less than 0.125 acres in size are excluded from this analysis and will not be visible in the map.

Earthstar Geographics | Central Transportation Planning S... | tta.com, MassGIS | Esri, TomTom, G... | Powered by Esri

MAPC 3A Resources Page

- How is MAPC helping communities prepare for Section 3A compliance?
- MAPC Section 3A Work
- Technical Assistance to Support 3A Work
- Resources and Relevant Links
- Section 3A in the News
- Frequently Asked Questions



The screenshot shows the MAPC (Metropolitan Area Planning Council) website. The header is dark blue with the MAPC logo and navigation links: JOBS, METROCOMMON 2050, CALENDAR, PRESS ROOM, BLOG, LEARN, OUR WORK, GET INVOLVED, ABOUT MAPC, and a SEARCH bar. Below the header, there's a green banner with 'METROPOLITAN AREA PLANNING COUNCIL' and 'Relevant Links'. The main content area is divided into two columns. The left column is titled 'EOHLC RESOURCES' and lists several links with external icons: Compliance Status Spreadsheet as of 1-31-24 (*NEW*), EOHLC's MBTA Communities Webpage, Section 3A Compliance Guidelines, Compliance Model & Components, Compliance Model User Guide, Economic Feasibility Analysis (EFA) Materials, Mixed-Use District Location Determination Form, Pre-Adoption Review Application Form, and District Compliance Application Form. The right column is titled 'MAPC RESOURCES' and lists: Learn about how MAPC can help your municipality comply with Section 3A, Learn about MAPC's work developing 3A-compliant zoning in Acton, Learn about MAPC's work with the Rapid Transit Community Cohort, Learn about MAPC's work on Economic Feasibility Analyses (EFAs), and Example Economic Feasibility Analysis – Everett. Below these columns is a section titled 'Section 3A in the News' with a paragraph stating that Section 3A and the housing shortage have been hot topics in the news, and a link to read stories from The Boston Globe and other local news outlets. A small green up arrow icon is in the bottom right corner of the screenshot.

MAPC
METROPOLITAN AREA PLANNING COUNCIL

JOBS
LEARN

METROCOMMON 2050
OUR WORK

CALENDAR
GET INVOLVED

PRESS ROOM
ABOUT MAPC

BLOG

SEARCH
Search GO

Relevant Links

EOHLC RESOURCES

- [Compliance Status Spreadsheet as of 1-31-24](#) *NEW*
- [EOHLC's MBTA Communities Webpage](#)
- [Section 3A Compliance Guidelines](#)
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MAPC RESOURCES

- [Learn about how MAPC can help your municipality comply with Section 3A](#)
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- [Example Economic Feasibility Analysis – Everett](#)

Section 3A in the News

Section 3A, and the housing shortage in general, has been a hot topic in the news. Click the links below to read some of the stories from *The Boston Globe* and other local news outlets:



Upcoming Grants and Engagement Opportunities

MHP's Upcoming Virtual Listening Sessions

Wednesday, March 20, 12:00 p.m.

Register

- Community Assistance team is scheduling eight virtual listening sessions. We invite you to join us to share your insights, challenges, and ideas, which will help us build a robust understanding of your local housing landscape and assist your region moving forward.
- Cohort 1: February – March Gateway Cities (February 28); Western Mass (March 6); South Coast (March 13); **South Shore (March 20)**.
- We are excited to have lively virtual discussions, but we recognize there may be barriers to attending these sessions. We also welcome your feedback through our online form:
<https://www.cognitofirms.com/MassachusettsHousingPartnership/MHPsVirtualRegionalListeningSessions>
- For more information on this listening session series, please contact Emma McGurren at emgurren@mhp.net.



Weaving Language Access into Local Projects: A Guide for Cities & Towns

Register

- Join us for the launch of MAPC's Access Language Guide for Municipalities, a tool to support establishing your Language Access practices. Learn about:
- Developing an understanding of the needs of your linguistic communities and how to respond to them,
- First steps you can take towards establishing language access in your community,
- The intersection of Language & Disability Access,
- How to staff for Language Access, and
- Language Access and Events, and so much more!
- Questions? Please contact Sasha Parodi (sparodi@mapc.org) and Najee Nunnally (nnunnally@mapc.org).



Upcoming Grants and Engagement Opportunities

Participate in CZMs ResilientCoasts Plan

ResilientCoasts Plan online survey

- The Massachusetts Office of Coastal Zone Management (CZM) is currently conducting a survey to support the development of the Massachusetts Resilient Coasts Plan.
- CZM is charged with leading the new [ResilientCoasts Initiative](#) and the development of the plan, which **will guide coastal climate change policy and management actions** to improve health and safety, protect and enhance natural and cultural resources, prepare infrastructure for climate change, strengthen the coastal economy, advance equity and environmental justice, and support the capacity of coastal communities.
- To promote effective community engagement and stakeholder participation during plan development, CZM is **seeking feedback on how local and state action can support coastal community resilience to sea level rise, coastal erosion, extreme storms, and flooding.**
- To participate, please take the survey linked above.



Upcoming Grants and Engagement Opportunities

Massachusetts Model Floodplain Bylaw Training offered by MA DCR

Wednesday, March 6 from 12-1 pm (no cost)

Register

- Are your floodplain regulations up to date?
- Join the state floodplain coordinator's office to review the most current MA Model Floodplain Bylaw and have all your questions answered!
- The MA model bylaw includes all the requirements for communities in the National Flood Insurance Program (NFIP)
- [Click HERE to read the current 2020 state Model Floodplain Bylaw](#) for NFIP communities to use when next revising/updating their local floodplain bylaws/ordinances.



Upcoming Grants and Engagement Opportunities

Massachusetts Economic Development Upcoming Grant Opportunities (webinar)

Tuesday, March 5 | 1 - 2 p.m

Register

- Join the MAPC Economic Development Team for this webinar to learn more about three funding opportunities (see registration page for more information on all three) available now through the Commonwealth.
- The presentation will provide insight into how MAPC can support your municipality to prepare and apply for grants available through the Commonwealth.
- Panel of speakers:
 - Julie Pierce, Economic Development Director, Town of Acton
 - Patrick Shannon, Community One Stop Coordinator, Massachusetts Executive Office of Economic Development. (EOED).



Upcoming Grants and Engagement Opportunities

MAPC 2024 Winter Council Meeting (virtual)

Wednesday, March 6 | 9 - 11 a.m.

Register

- We are excited to have Massachusetts Secretary of Housing and Livable Communities Edward M. Augustus joining us as our Keynote Speaker!
- Secretary Augustus will be speaking right at 9:00 a.m., so we encourage attendees to log onto Zoom a few moments before 9.
- Council business and the announcement of this year's Davidson Staff Award will follow.



Upcoming Grants and Engagement Opportunities

Accelerating Climate Resilience: Equitable Engagement with Community Liaisons (webinar)

Wednesday, March 6 | 12 - 1 p.m.

Register

- In collaboration with MAPC's Public Health Department, the Equitable Engagement with Community Liaisons webinar will explore how cities are using community-led planning to broaden and deepen engagement with residents.
- You will hear about projects in three Massachusetts cities leading with equitable community engagement:
 - Shawn Luz, Sustainability Coordinator, City of Framingham
 - Emily Sullivan, Climate Change Program Manager, City of Somerville
 - Richard Harding, Manager, BIPOC Men's Health and Community Engagement Cambridge Public Health Department



Upcoming Grants and Engagement Opportunities

Finding the Fit: How Parking Policies Shape Our Neighborhoods and Determine Housing Outcomes (in-person)

Tuesday, March 19 | 8:30 - 10:30 a.m.

Location: Four Point Room at the Atlantic Wharf, 290 Congress Street, Boston

- MAPC invites you to join us for this exciting MetroCommon 2050 Speaker Series limited seating event featuring keynote speaker Henry Grabar.
- **Event Program:**
- Keynote address by Henry Grabar; Slate staff writer, author (Paved Paradise: How Parking Explains the World), and a Loeb Fellow at the Harvard School of Design
- Panel of municipal planners will discuss how they are taking on the issue of the "perfect parking space", and advancing sustainable and equitable housing and transportation options.
- As cities and towns work to comply with the MBTA Communities Act, this event will focus on how to "right-size" parking for your community while managing this political issue and promoting healthy neighborhoods that are economically vibrant, equitable, and sustainable by design.

Upcoming Meetings

Three months out

- **March:** No meeting but feel free to reach out to me or Sasha Parodi with requests.
- **April:** Meeting on 18 April; Agenda – Open to requests
- **May:** Legislative Breakfast

