

Marblehead: Downtown and Business District

July 20, 2021



Agenda

- Welcome and Introductions
- The Rapid Recovery Program
- What We Learned (Diagnostic)
- What We Recommend (Proposed Projects)
- Discussion

Local Rapid Recovery Program (LRRP)

- 125 communities throughout Massachusetts
- Designed to help small businesses and communities recover from COVID

RRP in Marblehead

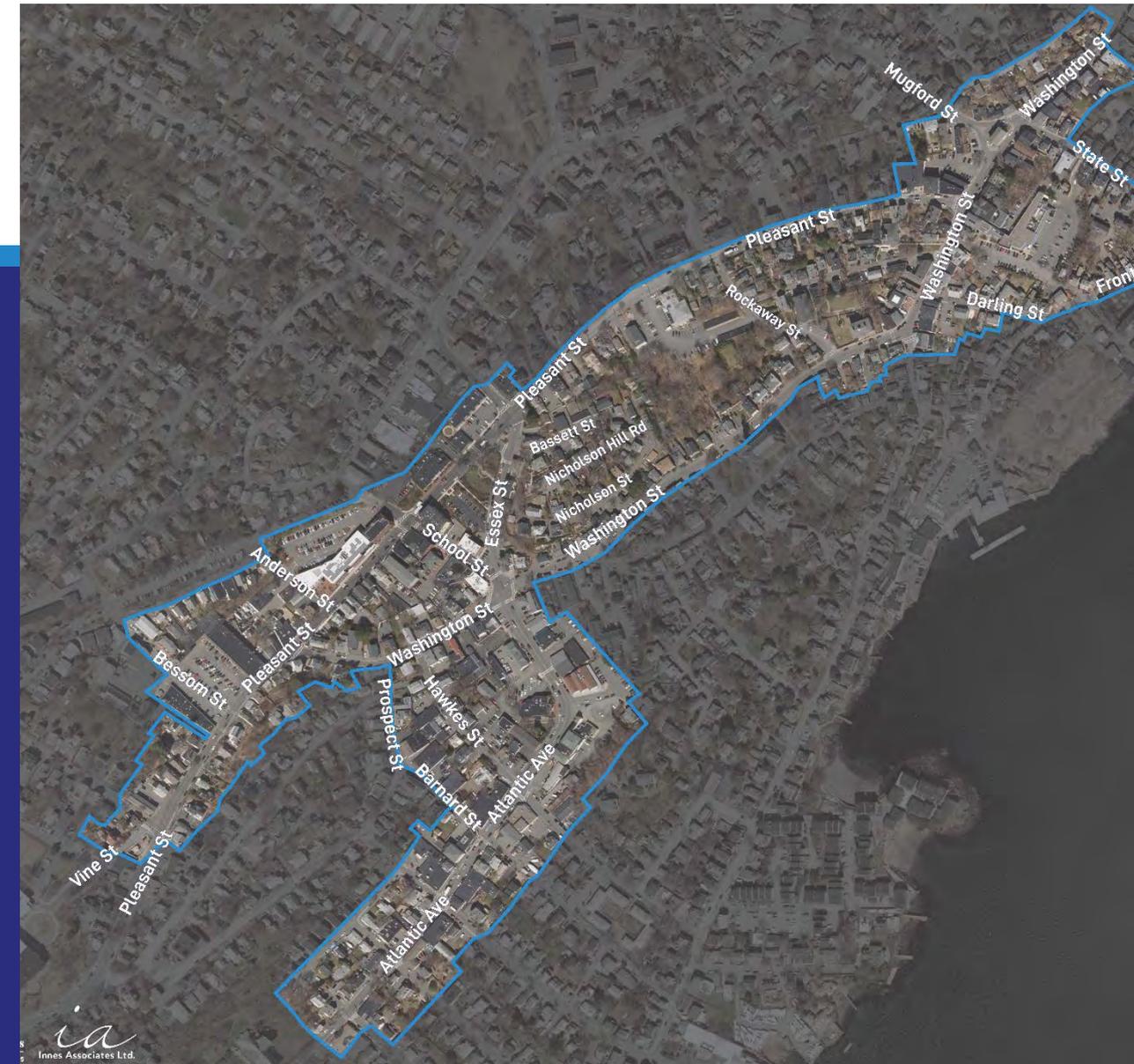
The Town of Marblehead has chosen to focus on its Downtown and adjacent business district. Innes Associates is the Plan Facilitator.

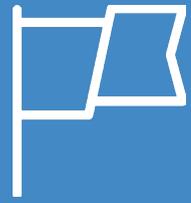
Sponsorship

This project has been made possible through technical assistance provided by the Baker-Polito Administration's Local Rapid Recovery Planning program.

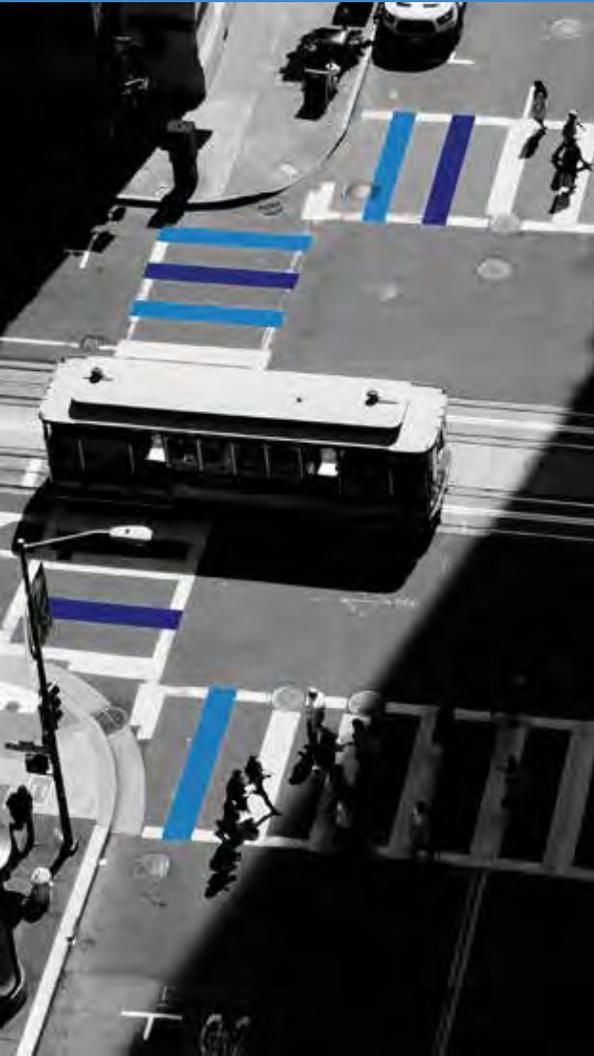
Town Goals

- Help businesses with online options
- Develop a shop local program.
- Investigate in public spaces permanent/better designed outdoor dining and shopping.
- Allow outdoor dining permanently.
- Address façade improvements, including empty storefronts.





PHYSICAL
ENVIRONMENT



Public and Private Realm

Existing Conditions: Public Realm



Existing Conditions: Public Realm



Existing Conditions: Private Realm



Existing Conditions: Private Realm





**BUSINESS
ENVIRONMENT**



Survey

Key Findings

- **Twenty-nine** businesses in Marblehead's Downtown responded to the state-wide survey of small businesses within the RRP districts.



Reported **an impact from COVID.**



Reported **less** revenue in 2020 than in 2019.

49% reported a decline of 25% or more.

46% reported an **increase** in revenue **during the three years prior to COVID.**



Reported **fewer** on-site customers in January/February 2021 than before COVID.

43% reported a decline of 25% or more.



Were still operating at reduced hours or capacity in March.



Rent their space.



Have **5 or fewer** employees.

28% have 2-5 employees.

15% have 21-50 employees.



Would welcome assistance recovering.



**CUSTOMER
BASE**



Data Collection

Key Findings

- Strategies will focus on three categories: Public Realm, Private Realm, and Revenue and Sales



Number of Storefronts	141
Ground Floor Retail Space	176,280 SF
Ground Floor Office Space	47,327 SF
Ground Floor Manufacturing Space	4,000 SF
Number of Businesses in a 1-mile radius	651



	Town	Area
Resident Population	20,500	11,952
Median Household Income	\$123,333	\$93,037
Median Age	48	49
Average Household Size	2.4	2.2
Total Workforce	5,071	960



Sidewalk	C
Street Trees and Benches	B
Lighting	C
Wayfinding/Signage	Fail/NA
Roadbed and Crosswalks	A
Window	A
Outdoor Display/Dining	A
Signage	A
Awning	A
Façade	A
Lighting	B

Public Survey

- 12 people responded to the public online survey.

Walking

- Sidewalks and crossings can present barriers.
- Difficult for strollers or wheelchairs.

Other concerns

- Parking
- Store hours ("I work 9-7 and stores are open 10-5.")
- Sad storefront windows.

Outdoor dining

- Strong preference (almost 92%) to keep outdoor dining.
- "Lovely and feels more European"
- "Town looks celebratory, lively, and inviting."
- "Not comfortable dining indoors yet."
- "Some restaurants don't have the space to offer outside dining."

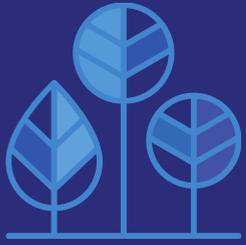
Help our Businesses Recover from COVID!
VIRTUAL Downtown Walking Tour

Open until
July 11,
2021

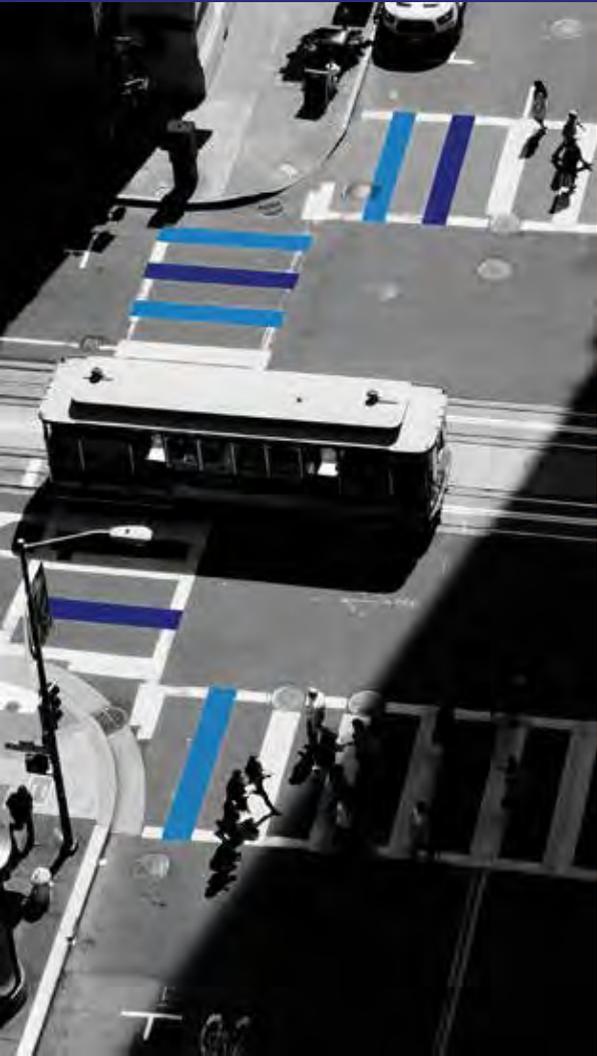
MARBLEHEAD CHAMBER OF COMMERCE
INFORMATION BOOTH

For more information: go
to <http://bit.ly/MHD-LRRP!>





**PUBLIC
REALM**



Recommended Projects

Project

Redesign intersection of School, Essex, and Washington Streets and Atlantic Avenue.

Action Item

Budget

- Large Budget (\$200k+)

- Allow for permanent outdoor dining, and safety for pedestrians and vehicles.

Timeframe

- Mid-term (5-10 years)

- Conduct traffic study to understand impacts of reconfiguring right-of-way.

Partners and Resources

- Select Board, Commonwealth (funding)

- Facilitate community conversations/conversation about the right-of-way with property owners.

Risk

- Medium

- Design roadway improvements.

- Install crosswalks with ramps, bump-outs, and planted areas.

KPI

- Overall Increase In customers at the restaurants.

- Identify permanent area for outdoor dining for local restaurants.

- Permanent reorganization of the intersection.

Recommendations: Public Ream



Images Courtesy of Federal Highway Administration



**PRIVATE
REALM**



Recommended Projects

Project

Develop a façade improvement program.

Action Item

Budget

- Low Budget (Under \$50,000)

- Focus on staging storefront windows for both occupied and unoccupied storefronts.

Timeframe

- Short-Term (less than 5 years)

- Develop a webinar/presentation to identify strategies for product display for active retail; other display options for non-retail storefronts; and display options for vacant storefronts (whether temporary or permanent).

Partners and Resources

- Town, business owners, storefront owners. Local arts/historical groups.

- Develop a program to assist interested businesses with design and implementation.

Risk

- Low

- Develop a loan program for small businesses/landlord to make permanent upgrades to the façade.

KPI

- Number of attendees at introductory session who applied for the improvement program.
- Number of vacant storefronts with an appropriate storefront display.

Recommendations: Private Ream





**REVENUES
& SALES**



Recommended Projects

Project

Develop program to educate storeowners about an effective online presence.

Action Item

Budget

- Low (under \$50,000)

- Develop a webinar/presentation to identify strategies developing online platforms, including a website, a sales platform, and a social media strategy.

Timeframe

- Short-Term (less than 5 years)

- Develop a program to assist interested businesses with design and implementation.

Partners and Resources

- Town, Marblehead Chamber of Commerce, business owners

- Develop community-wide website to showcase local businesses and promote a shop local mindset.

Risk

- Low

KPI

- Number of businesses in the online directory.
- Number of businesses with first-time online platforms.

Recommendations: Identity and Marketing

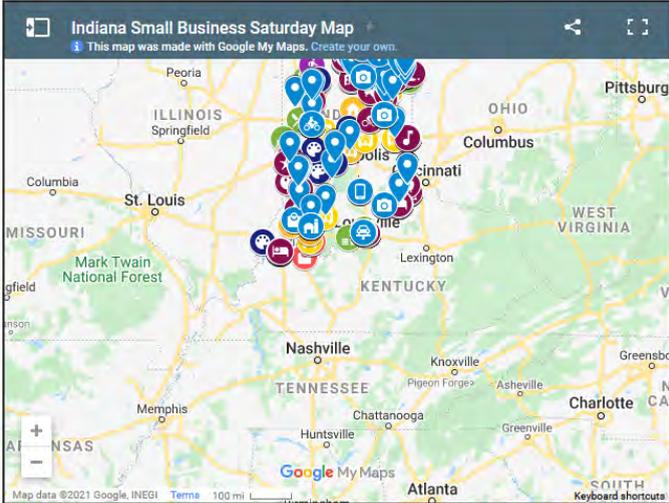
Information about novel coronavirus (COVID-19) ✕
Get the latest information about coronavirus and the Indiana Department of Health preparations here - [coronavirus.in.gov](https://www.in.gov/coronavirus)

IN.gov Indiana Office of Community & Rural Affairs About Press Releases Community Liaisons Calendar SEARCH

▶ [2,485 public improvement projects](#)

Find an Indiana small business in your downtown using this map

In Fall 2020, OCRA created this downtown businesses map to help promote and encourage people to shop in person at one of your downtown retailers, restaurants, and more. Check out the map below of small businesses across the State!



For further Shop Small resources, check out:



**ADMIN
CAPACITY**



Recommended Projects

Project

Update Zoning.

Action Item

Budget

- Low (under \$50,000)

- Review zoning and other regulations to make outdoor dining and retail display permanent.

Timeframe

- Short-Term (less than 5 years)

Partners and Resources

- Planning Board, Select Board

Risk

- Low

KPI

- Increase in restaurants able to offer permanent outdoor dining.
- Increase in outdoor retail displays.

Thank You!

Q&A