Welcome to Braintree Local Rapid Recovery Programs' Community Presentation

We will begin shortly

Please note that the meeting will be recorded.

If you have any questions or comments during the meeting, please ask them in the chat box. We will also have a Q&A session at the end.

Thank you for joining us!

South Braintree Square Rapid Recovery Plan

Metropolitan Area Planning Council

[find Braintree seal]

Notification of Recording

This meeting will be recorded and the Metropolitan Area Planning Council (MAPC) may choose to retain and distribute the video, still images, audio, and/or the chat transcript. By continuing with this virtual meeting, you are consenting to participate in a recorded event. The recordings and chat transcript will be considered a public record. If you do not feel comfortable being recorded, please turn off your camera and/or mute your microphone or leave the meeting.

Agenda

- Welcome from Mayor Kokoros and Introductions
- Project Background
- Goals
- Schedule
- Market Information
- Business Environment
- Physical Environment
- Next Steps
- Braintree Chamber of Commerce
- Q+A

Introductions

- MAPC Staff
  - Ralph Willmer – Principal Planner
  - Sukanya Sharma – Regional Land Use Planner II
  - Will Dorfman – Economic Development Planner II
- Braintree Team
  - Melissa SantucciRozzi - Director, Department of Planning and Community Development
  - Connor Murphy – Zoning Planner
  - Lorraine See – Contract Administrator/Grant Writer
  - Kimberly Kroha – Braintree Chamber of Commerce
  - Meredith Boericke - Town Councilor, District 5

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Project Background

CUSTOMER BASE

- **Funding:** Funded by State (DHCD) to help communities develop plans to promote business recovery and resilience.
- **Timeframe:** 5-month planning process
- **Geography:** Focused on South Braintree Square
- **Plan Facilitator:** MAPC will be the consultant for the project
- **Final product:** MAPC will work with the project partners to produce a final plan with clear goals, strategies and funding recommendations. Plan will be sensitive to organizational and staff capacity to secure and implement funding.

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Goals

- Ensure that South Braintree has a data-driven plan to aid in COVID-19 recovery effort

- Support the Commonwealth in the collection and standardization of baseline data to measure COVID-19 impacts

- Promote an equitable recovery, prioritizing the voices and needs of low-income and BIPOC residents and businessowners.

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Priority Areas

CUSTOMER BASE

- **Marketing** for the Square to include social media **promotion** and marketing campaigns
- **Streamlining** the business application process
- Consideration of **zoning modifications** that can assist businesses in establishing more outdoor space
- Establishing **design initiatives for physical upgrades** to properties that have not recently been updated, including the façade improvement grant program
- **Incorporate streetscape improvements** including the addition of benches, street furniture, shade trees and bike racks
- **Improve utilization of parking spaces** and **signage** that directs people to parking areas

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Schedule

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March – Early May

- Activities: Launch, Business Survey and Baseline Data Collection
- Deliverable: Data Submission to DHCD and Public Presentation of findings

Phase I - Diagnostic

May - June

Phase II - Recommendations

- Activities: Community Outreach, Project Development and Consultations w experts;
- Deliverable: Draft project recommendations

July - August

- Activities: Draft Plan based on outreach findings and guidance from partners, continued stakeholder engagement
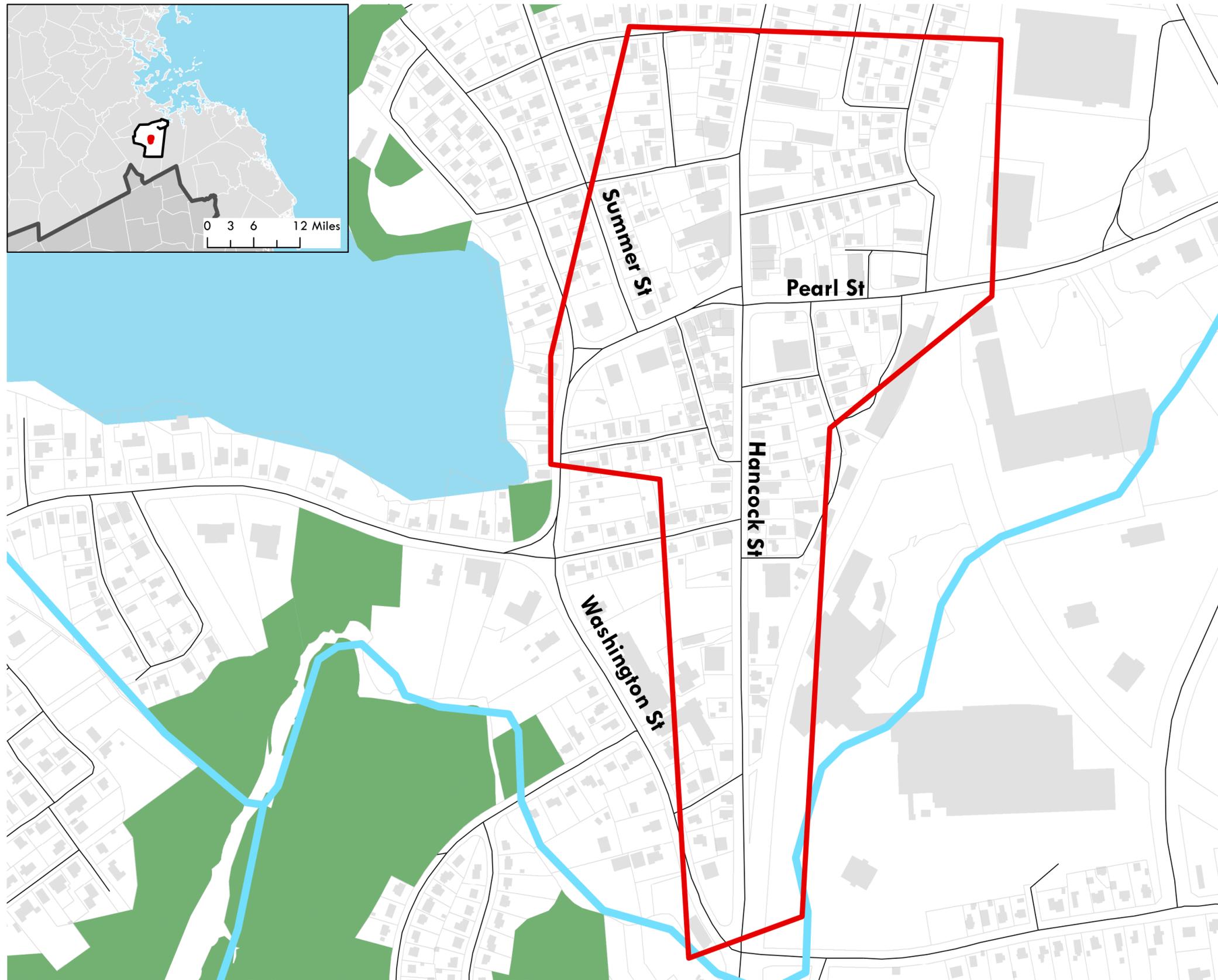- Deliverable: Final Plan
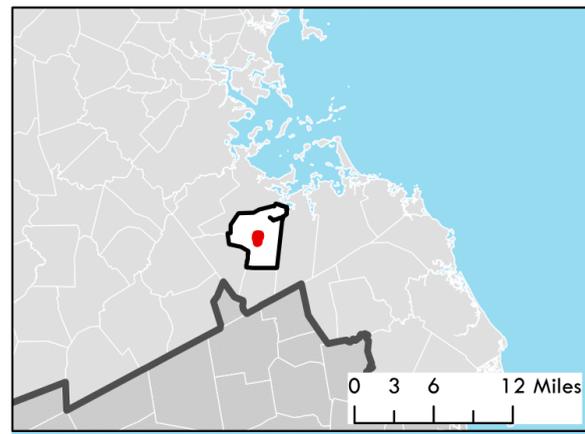
Phase III – Final Plan

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Poll:

Why do you visit South Braintree?

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Base Map
Braintree Local Rapid Recovery Plan

0   3   6   12 Miles

Summer St

Pearl St

Hancock St

Washington St

LEGEND

— Study area boundary
— Roads
Building Footprints
Open Space
Water Bodies

0   175   350   700 Feet

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Demographic Data
Market information - *customer base*

Indicators	South Braintree Square	*1- mile Radius	Town of Braintree
Total Population (2020)	**757	9,002	37,917
Median Household Income (2020)	$57,413	$98,878	$99,975
Median Disposable Income (2020)	**45,073	$74,516	$75,168
Average Household Size (2020)	2.27	2.58	2.59
Employed Population -16+ (2020)	**	4,493	18,659
Minority Population (2020)	**	1,824	8,566
Leakage/Surplus Factor: Total Retail (2017)	**	-34.4	-33.0
Median Age (2020)	41.8	45.1	42.9
Unemployment Rate (2020)	-	13.9%	14.3%
Daytime Population: Workers (2020)	**651	5,339	22,370

Source: ESRI Business Analyst, American Community Survey
*Hancock and Peal St. as center
**Area too small

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Demographic Data

Other indicators of note *within 1-mile* (Hancock and Pearl St. as center)

Indicators	1-mile Radius	Town of Braintree
Households with Disability (2019)	663	3,178
Population 65+ (2020)	1,921	7,395
Households below poverty line (2019)	1.9%	2.3%
Population under 18 years (2020)	1,752	7,917
Population that does not speak English well or at all (ACS, 2019)	186 (2%)	891 (2%)
Child Dependency Ratio	32.9	35.0

Source: ESRI Business Analyst, American Community Survey

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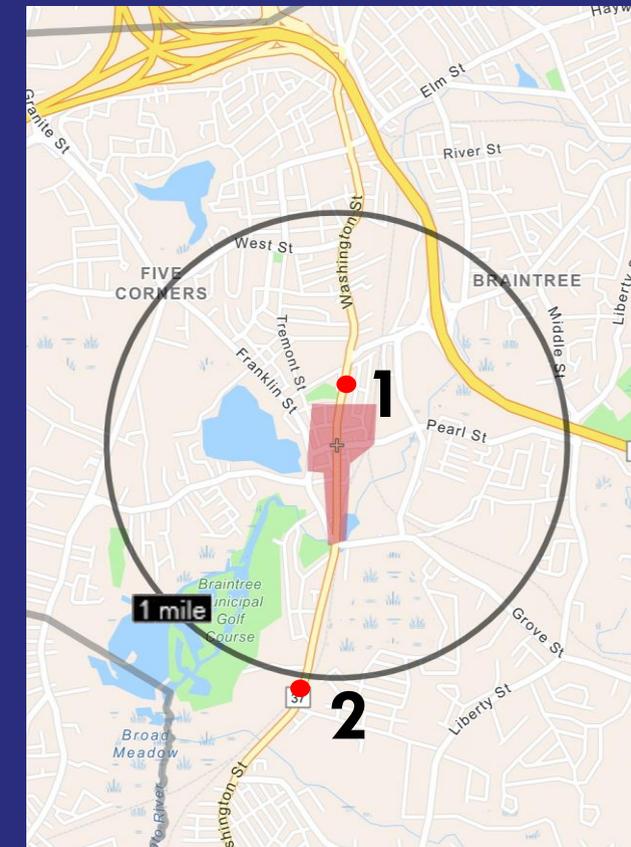
Business Environment

Data indicators

- **Business Count: 75 total businesses**
- **Vacancies: 2 vacant**
- **Parking: 1489 spots**
- **Change in bicycle activity (2020 vs 2019)*: 27.5%**
- **Change in pedestrian activity (2020 vs 2019)*: 43.3%**
- **Annual average daily traffic:**

Location	2019	2020
1. Washington St. between Gardner Terrace & Woodsum Dr.	18,931	14,912
2. Washington Street at Peach Street	23,168	21,558

Source: MassDOT, Site Survey, Town of Braintree
*Data from MassDOT mobility dashboard that uses relative values on the state data based on an index rather than observed pedestrian/bicycle trips.

Business Survey Summary

Who did we hear from?

- Responses: 19 responses
- 47% of respondents had 5 or fewer employees
- Top Categories of Respondents
  - Food Service & Accomodation – 32%
  - Retail – 16%
  - Personal Service – 16%
  - Professional, Scientific, Technical, Legal – 16%
- 84% rent their space

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Business Survey Summary

How has COVID impacted businesses?

- 63% of businesses reported they were operating at reduced hours/capacity.
  - Zero businesses reported closure
- 58% of businesses generated less revenue in 2020 than they did in 2019.
- 54% of businesses had less on-site customers in January and February of 2021 than before COVID.
- 94% of businesses reported being impacted by COVID. Most impacts:
  - 78% incurred expenses to implement safety measures
  - 72% reduced operation hours/capacity
  - 65% saw a decline in revenue

Business Survey Summary

Are businesses satisfied with the environment?

- 47% of businesses indicated that the regulatory environment poses an obstacle to business operation.
- 42% cited parking as a major concern
- Business owners reported either "satisfied" or "slightly satisfied" with the following:
  - Condition of Public Spaces, Streets & Sidewalks
  - Safety and Comfort of Customers & Employees
  - Condition of Private Buildings, Storefronts, Signs
  - Proximity to Complementary Businesses & Uses
  - Access for Customers & Employees

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Business Survey Summary

What district revitalization strategies are businesses interested in?

- 63% of businesses expressed interest in receiving some kind of assistance.
  - 32% of businesses were interested in participating in shared marketing/advertising
  - Another 32% of businesses were interested in low-cost financing for storefront/façade improvements
- Among proposed strategies, respondents felt that the most important strategy to pursue was "Implementing Marketing Strategies for the Commercial District"

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Poll:
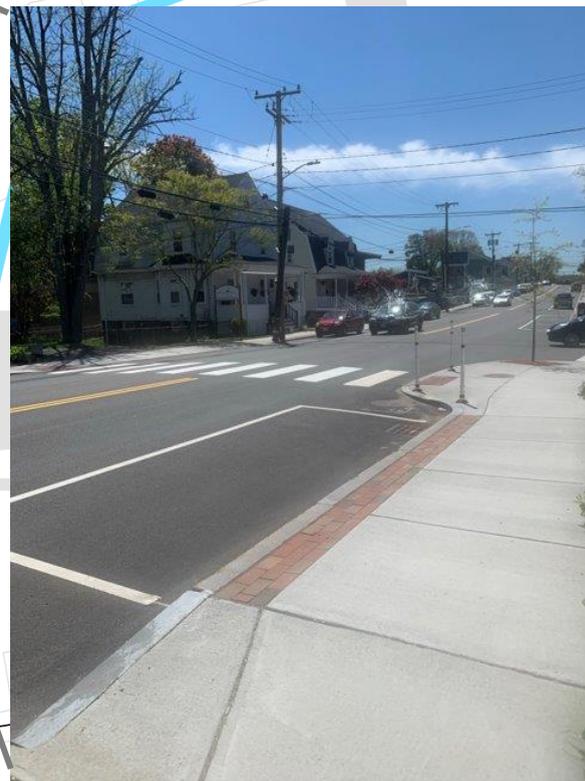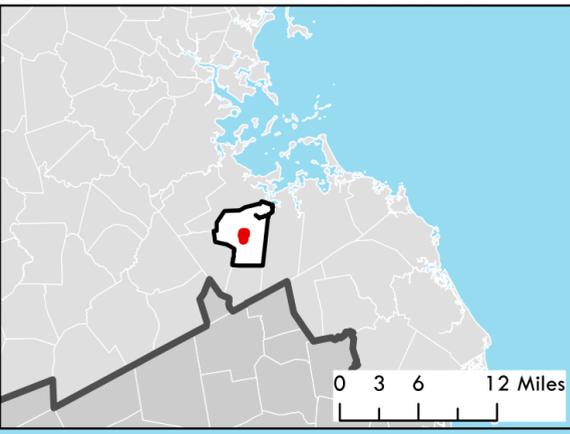How often do you visit South Braintree?

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Physical Environment: Site Observations

- MAPC and the Town of Braintree conducted physical site assessments of South Braintree as part of data submission requirements with DHCD
- Strengths
  - Existing strong mix of businesses in the district
  - High quality signage in the public right of way
  - Lighting is high quality and ample throughout the district, includes street banners
- Challenges
  - Minimal outdoor dining
  - Lack of wayfinding signage
  - Accessibility to the Braintree MBTA station

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Base Map
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0 3 6 12 Miles

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Poll:

What was most surprising to you about the data?

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Next Steps

- Participate in our second forum this summer
- Draft recommendations to be prepared
- Final plan to Braintree and DHCD in August

Take the MetroCommon 2050 Policy Survey!

Metro Common 2050 is Greater Boston's next long-range plan. The action-oriented plan will include steps for state and local governments, institutions, non-profits, the private sector, and even individuals to help reach our goals for equity, jobs, housing, transportation, health, and much more.

Help improve the plan by giving your feedback on our policy recommendations.

Take the survey at http://mapc.ma/PolicyFeedback

MetroCommon × 2050

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Questions?