

JACKSONSQUARE2020

Land Use and Design Plan

March 2021



HARRIMAN

ia

Innes Associates Ltd.



Prepared for the Town of Weymouth

Prepared by Harriman • Innes Associates • FXM • Green International

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1

Executive Summary and Introduction



In recent years, Jackson Square has seen the reestablishment of the Greenbush Line, which provides commuter rail service between the South Shore and Boston. A \$6 million renovation of Lovell Field in the heart of Jackson Square attracts both local and regional tournaments that supply foot traffic to the area. However, the Town has not realized the economic growth or potential for development that these two assets could provide.

The purpose of this study was to develop a land use and design plan for Jackson Square, a village center in the Town of Weymouth. Harriman, along with FXM Associates and Green International, assisted the Town in developing this plan with support from a Planning Assistance grant awarded by the Executive Office of Energy and Environmental Affairs and a grant by the Community Compact Coalition. The goal of the planning process was to review the economic, transportation, and environmental resources of this village center and make recommendations that incorporate best practices relative to smart growth, housing, and economic

development. An important component of the planning process was understanding the connections between the natural world and the built world, tying open space and recreation to opportunities for economic and social development.

A land use and design plan is a blueprint to manage the use of land to support economic growth, provide open space, protect and enhance natural and cultural resources, and improve infrastructure to safely connect pedestrians, bicyclists, and drivers to public transit.

This planning process included a comprehensive review of existing conditions. This plan provides a set of recommendations and controls for future uses that address community needs and implement community values.

Harriman worked with Town staff and a stakeholder group (including business and community members) during this process to define and align goals for the process. The work of the planning team include the following:

- Develop an inventory of existing conditions, including physical and market conditions.
- Provide examples of precedents in other communities.
- Undertake a broad community engagement process.
- Provide a strategy and list of actions for future implementation.

The Town's goals for the planning process and the final content of the plan include the following:

- Encourage transit-oriented development opportunities, including recommendations for zoning changes to support economic growth in Jackson Square.
- Incorporate smart growth principles that address business improvement, environmental justice, open space design, natural resource protection, and smart parking strategies.
- Advance best practices from the Commonwealth's Housing Choice Initiative such as mixed-use and multifamily housing and parking management requirements.

- Address the Commonwealth's Sustainable Development principles which include encouraging transit-oriented development; advancing equity for residents in identified Environmental Justice areas; and protecting the land and ecosystems, including the existing parks, Back River trail, and Herring Run Brook.

The inventory and analysis of existing conditions identified local natural resources including Herring Run Brook, open spaces, the MBTA commuter rail station, zoning regulations, and existing infrastructure. A market analysis reviewed demand for different land uses, primarily office, retail, and housing, and provided recent examples of local mixed-use development.

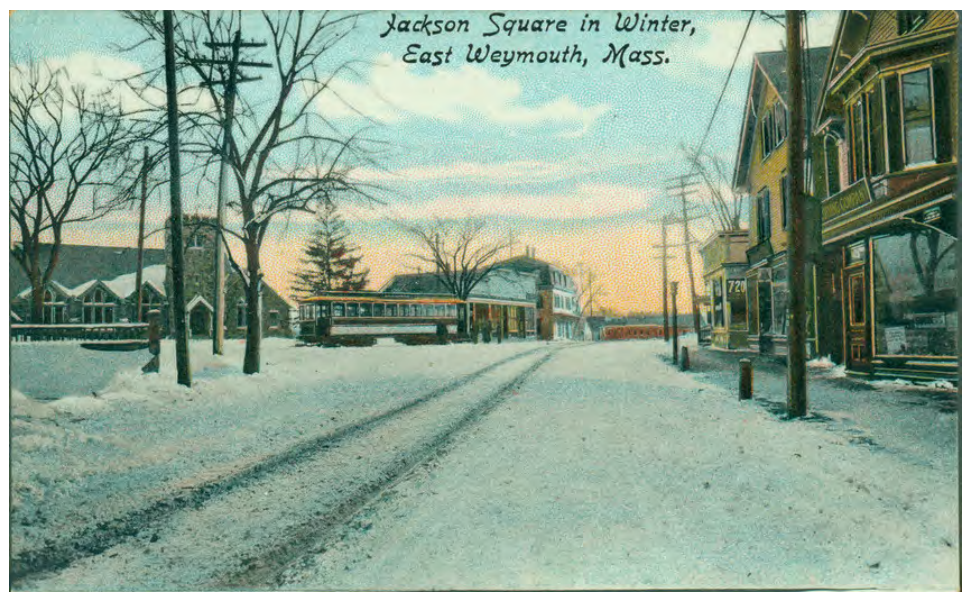
The community engagement process included stakeholder meetings and public participation. This outreach encouraged input from community members to understand their vision and hopes for the future of Jackson Square while educating participants

about the options for different growth patterns and land uses.

The implementation of the strategy outlined in this plan will require additional funding sources to improve the streetscape in and around Jackson Square; improving its walkability, providing alternate modes of mobility, and enhancing the quality of its open spaces. The strategy also includes working with different stakeholders; building support from other Town agencies, the business community, and local residents.

Other recommendations include proposed changes to the zoning for Jackson Square and executing the recommendations from existing plans.

This land use and design plan provides tools to trigger the development the area needs to promote economic prosperity while protecting and preserving its natural environmental resources and its village-scale character.



Courtesy of Historic New England, HNEDID-001275

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Planning Process Overview



Project Initiation

Members of the consultant team toured the area with members of Town staff to document existing physical conditions with photographs and notes. Herring Run Brook became a focus of discussion as a unique asset that set Jackson Square apart from other villages in the area. The tour included the East Weymouth commuter rail station, Iron Hill Park, and Commercial, Broad, Water, and Pleasant Streets.

Existing Conditions

The consultant team researched existing conditions based on their individual areas of expertise. The research consisted of the study of existing physical and regulatory conditions, existing plans and reports, existing zoning, existing roadway and parking patterns, a market analysis, a visit to the three parks (Herring Run Park, Iron Hill Park, and Stephen Rennie Park), and an understanding of current traffic patterns and amenities for bicyclists.

Visioning Charrette

This on-line charrette sought community input on different options for specific locations within the Square and surrounding area. The charrette used a virtual walking tour to help participants think about how individual spots contributed to the entire area. The charrette introduced some possibilities for improvements to the buildings, streetscape, and open spaces in the area. The material for the charrette drew on the recommendations of existing plans and the analysis completed by the consultant team.

The four themes in the charrette were as follows:

- The Brook and Open Spaces: Community Engagement
- Rethinking Public Lots
- Connectivity
- Zoning and Development

Community preferences for protecting open space and natural resources and for improving connectivity were strongly positive.

However, the results showed less consensus on options for redevelopment or new development with a variety of opinions on the preferred type and density of land uses.

What did emerge was a collective understanding of Jackson Square as an area at a village scale, with uses and amenities that serve the surrounding neighborhood areas.

The input from this online charrette informed the development of the scenarios the team used to evaluate future land uses and necessary regulatory changes and other actions required to implement the vision for the Square.

Preliminary Findings

Connectivity

This plan addresses two levels of connectivity. The first is the existing public infrastructure of street and sidewalk. This level considers the movements of vehicles, pedestrians, and bicyclists, and parking (both bicycle and vehicular). The second

level is the ability of Jackson Square to connect the Back River Trail to Iron Hill Park along Herring Run Brook.

Vehicular parking, while necessary for both businesses and housing, is required by the Town's zoning for new development at a level that is no longer appropriate given the area's proximity to public transit and established adjacent neighborhoods and the supply of existing municipal parking, both on- and off-street.

The existing street and sidewalk conditions are not friendly to pedestrians or bicyclists, and the Town is currently studying ways to accommodate bicyclists and bicycle storage in the area, including a recent Complete Streets Tier 3 grant for bike parking.

Open Space and Recreation

Lovell Field is a local and regional draw, bringing many visitors to the area. However, the field is partially hidden from Broad Street. As a result, few people are likely to leave Lovell Field to go to businesses in Jackson Square unless they are already

familiar with the area. Herring Run Brook is mostly hidden from view, except where it daylights at the Herring Run Pool Park, but it acts as a connector to Iron Hill Park and, via a proposed bridge from Lovell Field to East Weymouth commuter rail station, to the Back River Trail. The trail connects to a much larger park and trail system around the Weymouth River, and would, when completed, allow someone to walk, run, or bike from 3A to Iron Hill Park.

Housing

Jackson Square can address local and regional housing needs by providing rental and/or ownership units on the upper levels of new buildings as the area changes over time. New development at Weymouth Landing has shown the demand for multifamily uses, although participants in the engagement process for Jackson Square indicated that the height and massing at Weymouth Landing was less appropriate for the scale of Jackson Square.



Multifamily units in a village setting is attractive to those who do not want to care for a single-family home: for example, young professionals and people who are downsizing. Jackson Square's relationship with Lovell Field, proximity to the Lawrence W. Pingree Elementary School, and multiple faith communities makes Jackson Square an attractive area for small families. Multifamily in and around the Square would complement the established neighborhoods, providing more customers for local businesses and strengthening the overall community by providing different housing options for people of varied incomes and mobility.

Environmental Resources

Herring Run Brook is the principal environmental resource in the Square, but it is impaired by being channeled in a culvert and underground along portions of its run. The Herring Run Pool Park is a significant differentiator and the brook can contribute to an expanded sense of identity in this village.

Zoning

The current mix of height limitations, parking requirements, and the maximum Floor Area Ratio (FAR) are working against each other to limit the very development that would bring desired uses into the Square. As noted earlier, the parking ratios are outdated.

Area Findings and Recommendations

From these findings, this plan provides recommendations for changes that would allow the Town to take advantage of needed economic development opportunities while retaining and enhancing the walkability and village scale that the community described during the engagement process.

The Study Area is shown on page 22; however, the bulk of the recommendations focus on the area between the intersection of Commercial, Broad and Pleasant Streets and Broad, High and Water Streets, including Iron Hill Street and Park to the south and Commercial

Street and the East Weymouth commuter rail platform to the north-east.

Lower Jackson Square

The recommendations of this plan include enhancing the ability to experience Herring Run Brook and link it to both the East Weymouth commuter rail platform and Iron Hill Park. To improve the sense of Jackson Square as a village, this plan recommends infrastructure improvements to enhance safety for pedestrians and bicyclists, updating and adding to the existing pocket parks and trails in the area.

New development should be tied to enhancements to the existing public spaces, and in particular, to Herring Run Brook and where it daylights or could daylight (i.e. become visible to public view). Iron Hill Park and the triangular area of land on Pleasant Street owned by the Town should be integrated into the Back River Trail system which should also link to the East Weymouth commuter rail platform.

Finally, the design of new or upgraded buildings should be carefully considered and reviewed to ensure that the village atmosphere is enhanced. The Town should consider a marketing program to attract specific use types that would attract people from the adjacent neighborhoods to work, gather, and eat in Jackson Square.

Upper Broad Street

Upper Broad Street begins at the intersection of Broad Street, Commercial Street, and Pleasant Street and ends at Randall Avenue. This area includes a municipal parking lot with an underutilized alley to Broad Street, and lower-scale, mostly commercial buildings. While in need of some improvements, Upper Board Street had more business activity and fewer physical gaps than lower Jackson Square, and several faith-based organizations.

Many of the buildings are otherwise generally occupied with existing and, in some cases, long-term businesses. In the short-term, a

façade improvement program could address some dated storefronts and the alley connecting Broad Street to the municipal parking lot could be improved with better lighting, public art, and planters at each entrance. Long-term changes are likely to occur after the less vibrant parcels in Lower Jackson Square change to new uses.

East Weymouth/Commercial Street

From High Street to North Wharf Street, Commercial Street has a mix of uses, commercial and residential. Although it has a sidewalk, the lack of shade and the varying conditions of the private front setbacks make the walk from Jackson Square to the commuter rail less attractive. A façade improvement program, the addition of street trees, and targeted development on underutilized sites would improve the connectivity, encouraging more people to walk from place to place and reducing traffic in the Square and on the connecting roads. Over time, underutilized parcels are likely to redevelop if new zoning is implemented.

Herring Run Pool Park is an important asset of the Jackson Square village through which Herring Run Brook is daylighted and made visible for the community.

Water Street/Pleasant Street

The auto-oriented uses around the intersection of Water and Pleasant Streets are found in every community, and are important to the service and maintenance of motor vehicles. However, their location near and, in some cases, over, a natural resource and within the quarter-mile walk radius of Lower Jackson Square is not ideal. The lack of differentiation between street, sidewalk, and driveway is not appropriate for a safe walking environment.

Over time, as redevelopment in Lower Jackson Square increases the

value of these parcels, an opportunity exists for smaller multifamily uses with neighborhood retail or services act as a transition from Jackson Square to the single and two-family neighborhoods further south. If possible, new development on the west side of Water Street and the east side of Pleasant Street should enhance the edges of Herring Run Brook.

Pleasant Street

Pleasant Street is a mix of residential buildings, including some historic homes; small-scale commercial buildings; and municipal buildings, including the Weymouth Teen Center, a closed branch library and Pope Towers, an apartment building owned by the Weymouth Housing Authority. Sidewalk conditions and widths vary, lessening pedestrian comfort, and Pleasant Street itself is a hill, with the low points at Broad Street and Water Street.

Incentives to preserve and adaptively reuse some of the historic buildings would enhance Pleasant Street's

charm. Improving the sidewalk and adding street trees at appropriate points would help with walkability as would public benches along the sloped portions of the street for older or less physically able residents of the area. The Teen Center and the former branch library could be used for overflow parking at night or for events in the Square.

The Triangle and Iron Hill Park

The Triangle refers to town-owned land bordered by Shawmut Street, Iron Hill Street, and Pleasant Street. The land forms a rough triangle and is currently used for parking. Two houses front onto the Triangle and access their parking from it.

The Triangle acts as an entrance to Iron Hill Street which leads to Iron Hill Park. This area is of historic interest with buildings and structures related to Weymouth's industrial past. The park, which is underutilized, provides and opportunity for interpretive signage, creative landscaping including specialized habitats, and space for community events. The Triangle, properly lined and with rights-of-way established for the two houses, could provide parking for both Iron Hill Park and a new trailhead to the Back River Trail.





3

Vision and Goals



The vision and goals in this section will guide the actions the Town will take to improve Jackson Square and manage its growth in the coming years with a focus on environmental sustainability and economic and social resiliency. The vision and goals also provide the framework for the recommendations and implementation sections in the report.

The vision statement and goals came from the conversations with the Planning Committee and stakeholders, the visioning charrette, and the research and analysis completed by the consultant team.

The vision and goals are the high level view of what the town of Weymouth needs to do to encourage development in Jackson Square while protecting natural and historic assets. The recommendations and the implementation strategies provide specific actions to achieve this vision and accomplish those goals.

Vision

In the future, Jackson Square is a walkable village, accessible to all ages and abilities, and connected with bicycle lanes to the commuter rail station and the adjacent neighborhoods. New and rehabilitated village-scale buildings have thriving restaurants and shops, and are designed to respect the historic character of the Square. New housing units provide options for people of different ages, incomes, and abilities while providing additional customers and employees for local businesses. The combination of private and public investment has enhanced Herring Run Brook and connected parks and open spaces within the area. New development follows sustainable and resilient development guidelines that enhance activity in Jackson Square and protects its natural ecosystems.

Goals

Promote a Jackson Square village that is socially, economically, and environmentally resilient.

Establish development guidelines in Jackson Square that can mitigate, recuperate, and adapt to unforeseen events such as increasing heat that will affect its residents and natural resources, economic downturns that can affect the residents and business community, or as seen recently, a pandemic that can affect the health of its residents and translate into economic stress. In order for Jackson Square to have long-term prosperity, it needs to be able to adapt to future changes to protect its social fabric, economic health, and environmental resources.

Preserve the village scale of buildings and street patterns in Jackson Square.

Future development in Jackson Square should follow guidelines that help preserve the scale and village character of the area, while allowing residential and commercial

development that supports economic prosperity and protects the Square's natural resources.

Protect Jackson Square's natural ecosystems and cultural and historic resources.

Jackson Square should protect and enhance the existing parks, Back River Trail, and Herring Run Brook and the ecosystems that are connected to each of these resources.

Such protection also promotes environmental justice for all residents within and in the neighborhoods adjacent to the Square. Protecting these assets ensures that all residents in and near Jackson Square can enjoy and have access to the benefits of these natural resources and develop ownership by committing to protect these resources for others.

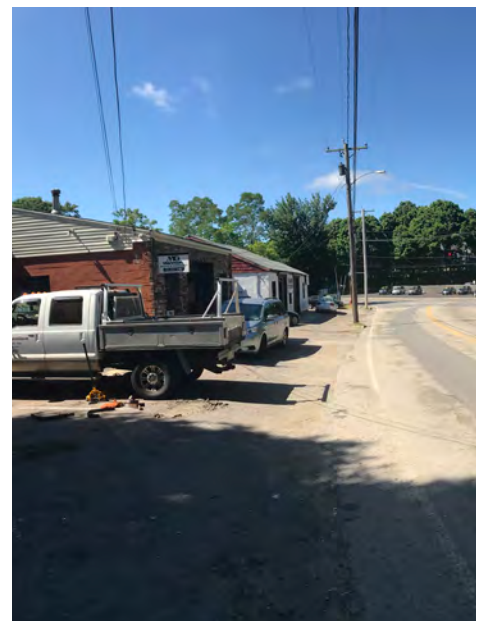
Cultural assets, such as historic buildings, that help define the built character of Jackson Square should be preserved and identified as contributing to the history of Jackson

Square to promote the Square's importance to the history of the Town of Weymouth.

Promote economic development to support local businesses, both existing and new.

Jackson Square should change its zoning bylaw to tie new development opportunities to the goals of this plan, and encourage transit-oriented development opportunities that incorporate smart growth principles. New development should increase foot traffic to support the local businesses with an enhanced the mix of housing and business types in the Square.

Some of the current uses in Jackson Square that once represented economic development tools for the area are not compatible with the updated vision of a walkable village.



4

Context and Existing Conditions



Context

Jackson Square is located in East Weymouth, one of the four villages in Weymouth. The others are North Weymouth, Weymouth Landing, and South Weymouth.

This area, located 19 miles south of Boston, has multiple assets that make it a unique place in the Town. These include the East Weymouth MBTA commuter rail station (part of the Greenbush line connecting the South Shore to Boston), Herring Run Brook, and a rich collection of parks and open spaces including the Lovell Field Park, Herring Run Pool Park, and Iron Hill Park.

Jackson Square is also home to an important commercial corridor: Broad Street from Randall Avenue to the intersection of Commercial Street and High Street. This corridor includes restaurants and stores that have become staples in the community and are representative of the commercial opportunities in the area. Other services in Jackson Square include several faith-based organizations, public parking, the

United State Post Office, and the entrance to Lovell Field, a popular destination for the entire town.

However, Broad Street, which becomes High Street east of Commercial Street, is a busy road with high volumes of traffic that is used by residents outside of Weymouth, especially during rush hours. While those drivers could become potential customers for local businesses, this has not happened. Development has not occurred as anticipated after the Greenbush line began, despite the fact that Jackson Square is a compact district with access to parks, public transit, a mix of housing in nearby neighborhoods, and traffic that could be leveraged for commercial opportunities.

As shown in the plan, this lack of investment is, in part, due to inappropriate zoning regulations that do not create incentives for the private investment needed to enhance this area both economically and visually. The consultant team used an extensive set of fit studies to test the zoning and found that the current regulations emphasized

parking at the expense of commercial or residential development, creating a disincentive for future development at a scale appropriate to this village.

This disincentive for private investment has a negative impact on public investment in the other assets in Jackson Square that would contribute to a more vibrant and pleasant village area. These include needed upgrades to pedestrian and bicycle facilities, better visual and pedestrian links to Lovell Field, and connections among the park and trail assets in the region.

Jackson Square's history, existing businesses and institutions, abutting neighborhoods, environmental and recreational resources, and easy access to the region make it a unique place for public-private partnerships to help it realize its full potential as a discrete village within the larger Weymouth community.

Study Area

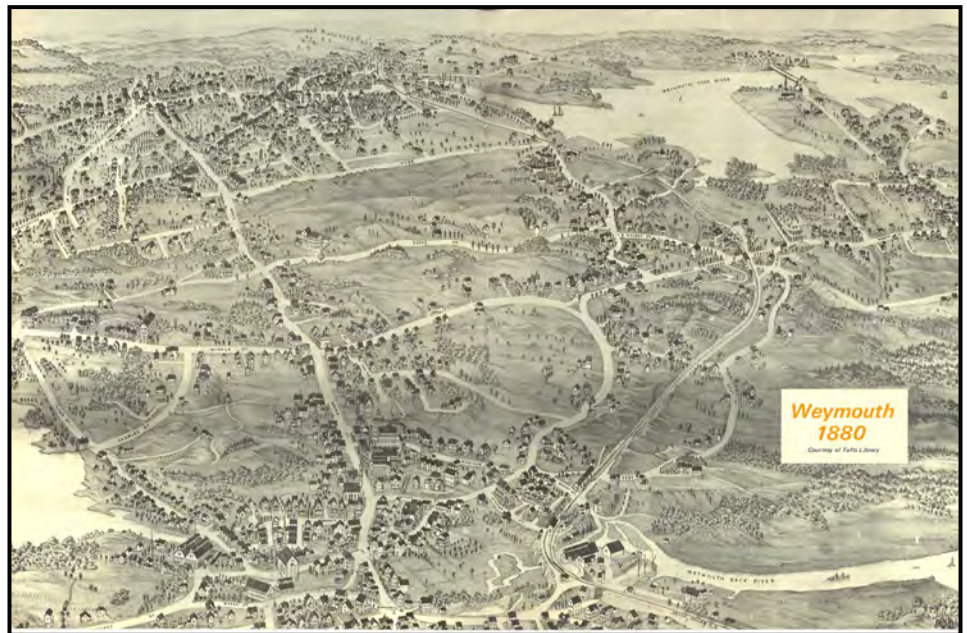


History

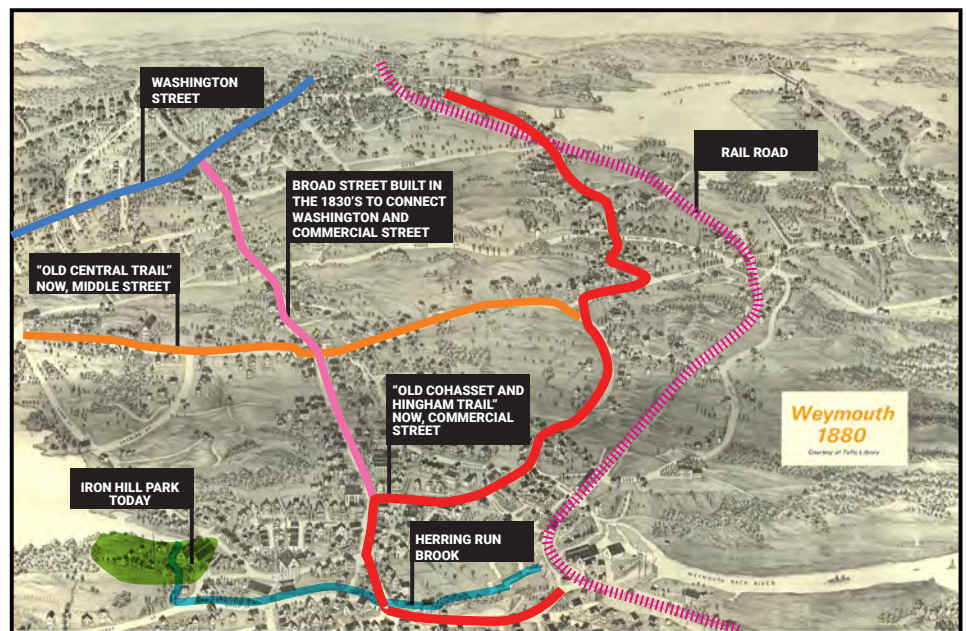
The Town of Weymouth is one of the oldest English settlements in the Commonwealth of Massachusetts. In 1635 families from Weymouth, England renamed the town from Wessagusset to its current name. Its settlers lived on fishing and farming and harvested lumber for construction as an export commodity. The East Weymouth village became one of the most important commercial centers in the Town due to the intersection of several early trading trails that met in what is now Jackson Square.

These early trails evolved into some of today's most important roads, including Commercial Street which was part of the Old Cohasset and Hingham Trail.

The Jackson Square area was also home to the factory for the Weymouth Iron Company located on what is now known as Iron Hill Park, taking advantage of the hydraulic power coming from Whitman Pond. The company was founded in 1837 to produce nails and other metal



Courtesy of Tufts Library



manufacturing products in a thriving market that allowed it to provide housing for their workers and supervisors in the area. By the 1870s, the company faced heavy competition from companies outside Massachusetts and in 1886, a massive flood destroyed part of the machinery and forced its operations to a halt.

After that, Weymouth, like many communities in this area, engaged in the shoe-making industry until the middle of the twentieth century. After the mid 1950s and the proliferation of shopping malls, East Weymouth and Jackson Square became mostly dormitory communities for the workforce in Boston.

Today, remnants of that history can be seen in Iron Hill Park, the pattern of roads, and the railroad; however, the vitality of this area has significantly declined over time.

Past Plans

The Town has made several efforts to revitalize the area, including the *Jackson Square Urban Design Plan* (1979) and the *Jackson Square Architectural Workbook* (1979) which provided tools for improving the way the village looked and performed while taking advantage of its recreational open spaces and making it a "greenway loop."

Other plans include the *Town of Weymouth Master Plan* (2001) that looked at all the village centers and neighborhoods, public buildings and facilities, transportation infrastructure, and land use and zoning.

There is also the *Back River Trail Master Plan* (2014) that recommended a trail system for pedestrians and bicyclists to connect currently isolated park areas and areas of open space.

The *Weymouth Herring Run – Jackson Square Design of Fish Barrier and Channel Improvements* (2014) evaluated alternative solutions to

the problem of fish access to the flood control tunnel. The *Open Space and Recreation Plan Update* (2019) provided recommendations for the protection of open space, recreation and natural resources.

All these previous studies and past plans help set the foundation of the existing conditions and recommended options for specific areas or conditions within Jackson Square. The plan integrates those recommendations into a plan for the entire area.



Photo by G. Stinson Lord

“...The iron was now hot enough so that the laborers were able to shape it and bend it. It was then passed through rolls. These rolls were operated by a water wheel. The water which fell from the dam turned the wheel giving enough power to run the rolls. After a while turbines were used...”



The outlines show the approximate location of the original buildings in what is now Iron Hill Park.

Demographic Highlights

In 2020, Jackson Square's population is estimated to be 1,053, spread across 457 households. By 2025, the population is projected to increase by 2%, which is a lower rate of increase than the town of Weymouth and Norfolk County (both at 3%).

Households in Jackson Square are also projected to increase by 2%, continuing a trend towards smaller households. From 2010-2020, the estimated growth in households was

higher than the estimated growth in population.

In terms of the workforce, in 2020, 9% of the population in Jackson Square over 25 have less than a high school diploma and 38% have a bachelors' degree or a higher level of education. In the Town of Weymouth, the percentages are about the same at 7% and 38%, respectively. However, the workforce in Norfolk County has a higher percentage of those with a bachelor's degree or higher (53%) and a lower percentage of those with

less than a high school diploma (6%). The education level of the workforce translates to household income: in 2020, 20% of households in Jackson Square have a household income of more than \$150,000 as compared to 23% in Weymouth and 35% in Norfolk County. The estimated per capita income of Jackson Square is \$44,461 as compared to \$46,450 in the Town and \$58,698 in the county.

The purchasing power of the current Jackson Square residents suggests that successful businesses in the

Population & Household Growth Compared

	Jackson Square Project Area	%	Town of Weymouth	%	Norfolk County	%
Population						
2025 Projection	1,075		60,592		732,203	
2020 Estimate	1,053		58,674		710,869	
2010 Census	1,022		53,743		670,850	
<i>Projected Growth 2020 - 2025</i>		2%		3%		3%
<i>Estimated Growth 2010 - 2020</i>		3%		9%		6%
Households						
2025 Projection	468		25,063		283,611	
2020 Estimate	457		24,265		274,683	
2010 Census	440		22,435		257,914	
<i>Projected Growth 2020 - 2025</i>		2%		3%		3%
<i>Estimated Growth 2010 - 2020</i>		4%		8%		7%

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020 and FXM Associates

Square will have a mix of local customers, including residents of Weymouth outside Jackson Square, and the region.

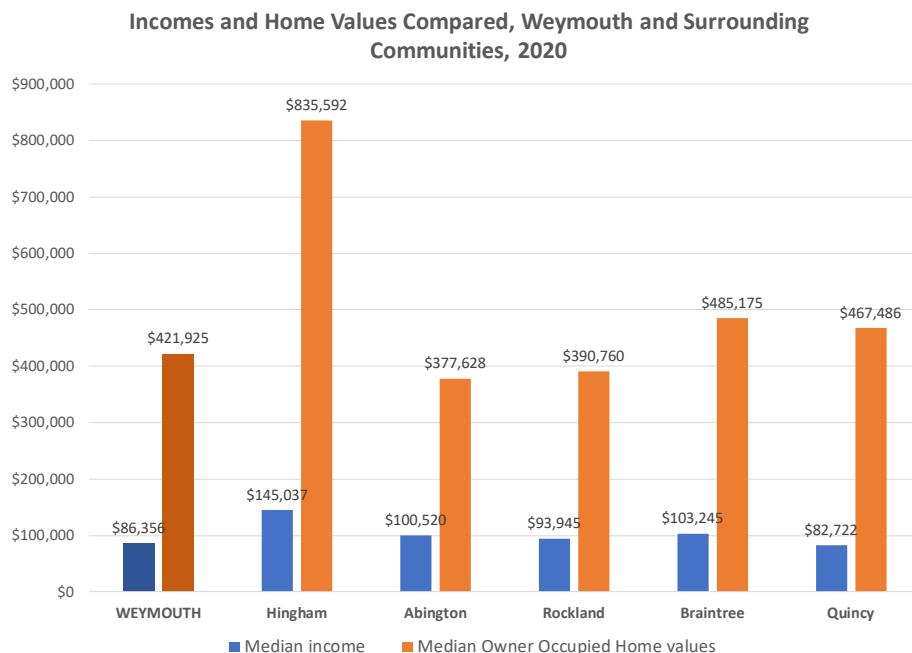
No information was available on how many residents of Jackson Square also worked in Jackson Square, however, the business profiles below suggests that at least some of the businesses in the Square could draw on the local workforce.

The household and income data also link to the patterns of housing occupancy, type, and age at all three geographic scales. In Jackson Square, 605 of the dwelling units are owner-occupied compared to 66% in Weymouth and 69% in Norfolk County. Jackson Square also has much older housing stock: 30% of units were built in 1939 or earlier compared to 22% in the town and 25% in the county.

The median values of housing units in the three areas is as follows: \$444,157 in Jackson Square, \$421,824 in Weymouth, and \$536,380

in Norfolk County. According to the Town's *Housing Production Plan (2018-2022)*, the Area Median Family Income is \$104,400.¹ This is more than the 2020 estimated median household income of \$67,124 and the 2020 estimated average household income of \$102,446. The higher values and lower incomes suggest that some residents in Jackson Square may be cost-burdened, as are 35% of households in all of Weymouth (31% of owner-occupied and 44% of renters).²

The graph below compares income and home values in Weymouth and surrounding communities; the lower housing prices in Weymouth are potential recognition of the older housing stock and lower incomes. Although Weymouth has a competitive advantage relative to Braintree, Hingham and Quincy (all on the Greenbush commuter rail lines), both Rockland and Abington have higher median incomes and lower average median home values.



1 RKG Associates, *Town of Weymouth Housing Production Plan FY2018-2022 (2018)*, page 44

2 RKG Associates, *Town of Weymouth Housing Production Plan FY2018-2022 (2018)*, page 44

Market Analysis

The analysis in the section was completed prior to the shutdown of most retail and restaurants in March 2020 and the imposition of significant social distancing requirements during the COVID-19 pandemic.

The Town of Weymouth is third highest in terms of the percentage of tax base derived from commercial property (21%) among the regional peers reviewed in this study. Jackson Square is home to 716 employees. The top three business sectors are Other Services, except Public Administration (266 employees), Accommodation and Food Services (94 employees), and Retail Trade (84

employees). Healthcare and Social Assistance (72 jobs), Finance and Insurance (45 jobs), and Professional and Technical Services (42 jobs) round out the top six business types.

While restaurant, retail, and services add activity at the ground floor and provide needed goods and services to the community, they are not always well-paying jobs.

In terms of revenue captures, Jackson Square's top three business sectors at Other Services, except Public Administration (\$23.5 million), Retail trade (\$21.9 million), and Finance and Insurance (\$10 million). Both Other Services and Finance and Insurance captured a reasonable

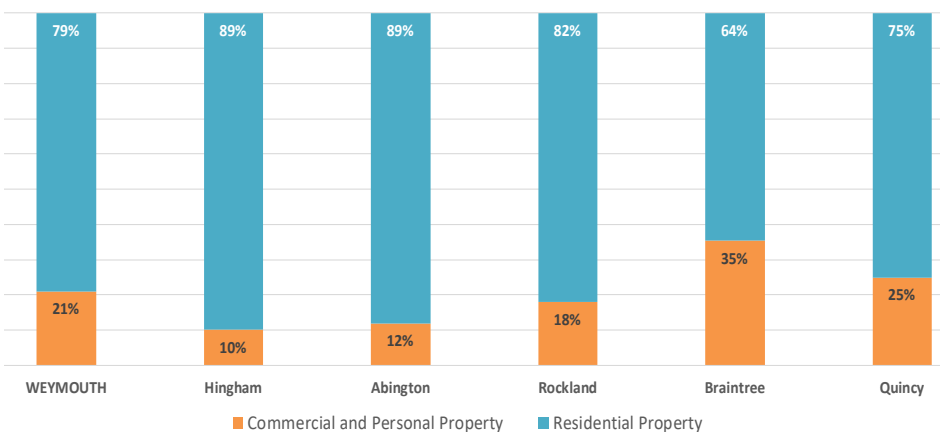
proportion of sales in the Town at 19% and 12% of overall sales in those sectors within Weymouth. Accommodation and Food Services (\$5.7 million) captures 8% of sales in that sector within Weymouth as does Management of Companies & Enterprises, but this is a small sector with only \$0.5 million in annual revenue within Jackson Square.

Economic Development Opportunities

Commercial space in Jackson Square is predominately retail (162,595 SF) with very few vacancies in retail or office space.

The historical absorption rate for office space is positive for both Jackson Square and for the Town of Weymouth. Jackson Square is outperforming other office space within a 1.5 mile radius. Jackson Square has much lower vacancies than the rest of the submarket (Weymouth, Braintree, Hingham, Rockland, Abington, Quincy) which has seen a downward trend.

Sectors as % of Total Tax Levy, FY2020



Anticipated demand for office space in Jackson Square could be 200-1,100 SF per year through 2025. Given the low vacancy, meeting this demand would require new office space in either new or rehabilitated buildings.

Jackson Square's retail absorption is strongly positive in comparison

to the Town of Weymouth, which is lagging. Both vacancies and lease rates in Jackson Square are below those of the Town and the average of the submarket; however, while vacancy rates in Jackson Square are lower than the 1.5 mile radius, the average lease rate is about the same.

A retail gap analysis is a snapshot that indicates demand for specific types of retail at the time the analysis was completed. Data from 2019 shows that Jackson Square could support 11 new stores across different retail types (an average of 1,200 SF per year until 2025). Because vacancies are low, this identified

Average Annual Growth in **OFFICE** Space Occupancy SF
Historical and Projected through 2025

	Jackson Square	1.5 Mile Radius	Weymouth	Submarket
1998-2019	76	(663)	9,084	52,987
2020-2025				
Low	200	2,300	4,400	48,000
High	1,100	4,000	25,000	57,000

Source: CoStar, 2019, and FXM Associates

Average Annual Growth in **RETAIL** Space Occupancy
Historical and Projected through 2025

	Jackson Square	1.5 Mile Radius	Weymouth	Submarket
1998-2019	907	1,304	2,103	37,905
2020-2025				
Low	750	3,300	7,500	63,500
High	1,200	3,400	11,500	70,000

Source: CoStar, 2019, and FXM Associates

2019 vacancies	519	24,975	85,387	978,170
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2019 vacancies	2,114	12,818	95,588	350,712
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Retail Opportunities in the Jackson Square Retail Market Area: 2019

Retail Stores	Market Area Gap	Supportable SF	Potentially Captured SF	Potentially Supportable Stores	Projected Demand Growth in Weymouth
Electronics stores (NAICS 443142)	\$ 9,902,511	25,734	5,500	1	2.58%
Nursery, garden center, and farm supply stores (NAICS 44422)	\$ 9,656,403	37,347	6,400	2	3.14%
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	\$ 2,076,151	6,404	1,500	1	3.17%
Art dealers (NAICS 45392)	\$ 5,309,285	21,153	4,400	1	1.88%
All other miscellaneous store retailers (NAICS 45399)	\$ 6,571,171	19,656	3,000	1	2.69%
Food service contractors (NAICS 72231)	\$ 5,498,743	15,302	2,000	1	2.87%
Drinking places (alcoholic beverages) (NAICS 7224)	\$ 5,884,538	12,038	1,750	1	3.34%
Limited-service restaurants (NAICS 722513)	\$ 7,762,071	20,998	4,000	2	2.50%
Cafeterias, grill buffets, and buffets (NAICS 722514)	\$ 2,514,335	7,590	2,000	1	2.81%
Totals	\$ 55,175,208	166,220	30,550	11	

demand would be captured in the ground floor of new or rehabilitated buildings.

Housing Opportunities

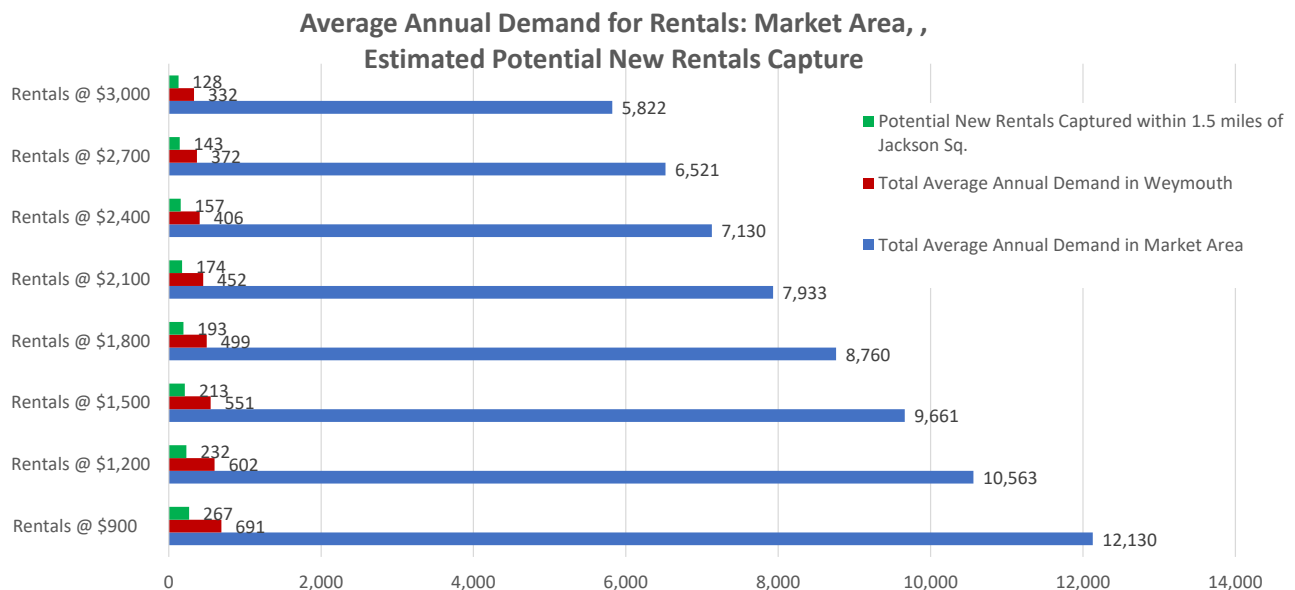
Weymouth is in need of rental housing to supplement the existing single-family homes. Rental housing incorporated into mixed-use development in a village or town center helps to support local businesses by providing an immediate base of customers. Downtown residents also increase activity during the morning and

evening hours, contributing both vibrancy and a sense of safety to an area that might otherwise be empty outside of business hours.

The East Weymouth commuter rail platform and the Route 222 bus are attractive to people who prefer to use public transit rather than personal vehicles. The combination of these modes of transit with a walkable, downtown environment is attractive to younger workers and empty-nesters. Weymouth's competitive advantage is the combination of Lovell Field,

which will attract families to the surrounding neighborhoods, and Herring Brook Run and the park systems, which will attract all ages.

The projections of average annual demand for rental housing within a 20-minute drive time of Jackson Square show demand at multiple price points for households over age 35 (except for very low income). The demand is smaller for those under 34. Within the 1.5 mile radius, annual demand could be between 128 and 267 units per year, depending on price point.



Transportation and Connectivity

Existing Street Circulation Network

Jackson Square has three main streets: Broad Street, Pleasant Street, and Commercial Street.

Broad Street is a major arterial in the town that connects Jackson Square in the southeast with Weymouth Landing in the northwest area of the community. In general, it is a two-lane street with wide shoulders along much of its route.

Pleasant Street is another major town artery that connects Jackson Square with Columbian Square and points to the west. Similar to Broad Street, Pleasant Street has two travel lanes with relatively wide shoulders along most of its route between the two Squares.

Commercial Street has a unique alignment within the town. It serves Jackson Square, including providing the access to the commuter rail station within easy walking distances from the center of the Square. The intersection of Commercial Street,

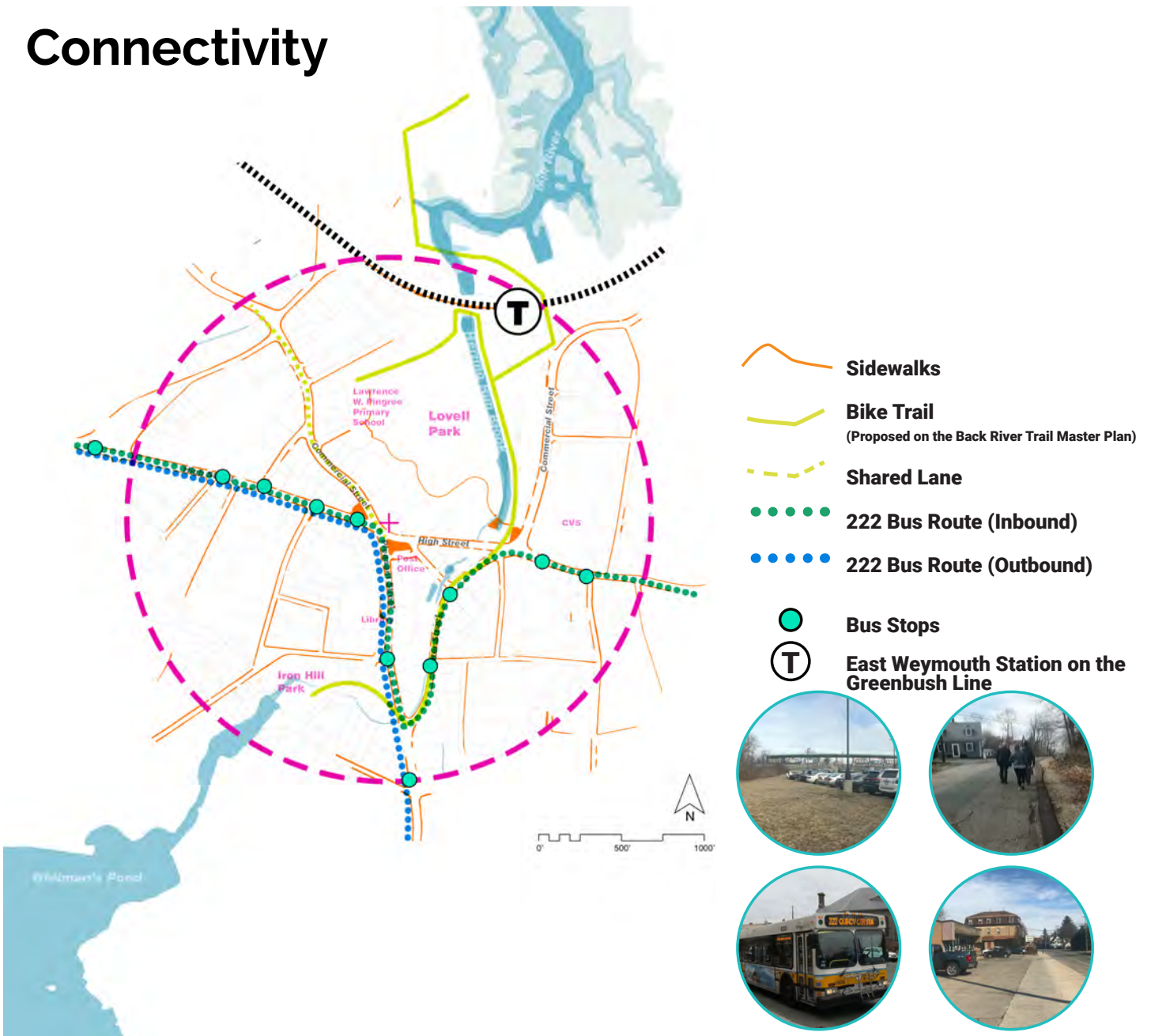
Broad Street, and Pleasant Street is controlled by a traffic signal.








Traffic speeds through the Square are relatively low. Contributing factors are the two signal operations, curbside parking activity, and moderately high traffic volumes. Circulation issues noted through observations and stakeholder discussions include the following:


- The geometry of both signalized intersections is somewhat awkward and not at 90 degrees. In the case of the Broad/Commercial/Water Streets intersection, the tight angle prevents right turns from Broad Street onto Water Street leading to active use of the “cut-thru” link near the U.S. Post Office.
- The primary access/egress in relation to the major public parking lot is located off Pleasant Street in close proximity to Broad Street and nearly opposite the access to the post office. This causes interruption of traffic flows and a higher safety risk.





Connectivity




-  **Sidewalks**
-  **Bike Trail**
(Proposed on the Back River Trail Master Plan)
-  **Shared Lane**
-  **222 Bus Route (Inbound)**
-  **222 Bus Route (Outbound)**
-  **Bus Stops**
-  **East Weymouth Station on the Greenbush Line**









Existing Pedestrian Conditions

The Square is not currently a pedestrian friendly area. In some locations, the sidewalks are in average condition and narrow in width. It is difficult to cross the streets mid-block; crossing only at the signalized intersections can be inconvenient depending on where the pedestrian is coming from or going to. An example of this is the “crossing” at the Lovell Field driveway. A pedestrian crossing the street and continuing to locations such as the post office or the Venetian would need to walk to either traffic signal, cross, and the back-track to their destination. In a small business district, this inconvenience can create a negative impression of the area.

A well-defined pedestrian connection exists from the municipal parking lot between Shawmut Street and Pleasant Street to Broad Street, although it could be improved. The connection from the lot to Pleasant Street is undefined; the visitor must walk in the primary access/egress drive.

A sidewalk along Commercial Street links Jackson Square to the commuter rail station, but this relatively short walk is unfriendly because of the lack of shade trees, several wide driveways serving private uses, and abutting parking lots. Broad Street is a friendlier place to walk because of the numerous businesses abutting the sidewalk.

Existing Bicycle Accommodation

Currently, there is no defined bicycle accommodation along the streets that provide access to the Square and limited accommodation within the Square itself, other than a few isolated bike parking locations. No on-street markings or signage exists. A recent Complete Streets Tier 3 grant will fund some additional bike parking in the Square and the Town is working on a separate evaluation of bicycle accommodation feasibility which will include the major streets serving Jackson Square.

Bicycle accommodation is limited in its ability to resolve vehicle congestion and circulation issues.

However, safe, comfortable accommodation could provide additional travel choices for residents in or near the Square, visitors to the Square, and commuters traveling through the Square.

Jackson Square Parking

As is typical in older New England villages, public parking is available both on-street at the curb and in off-street locations. Curbside parking is allowed on Broad Street and portions of Pleasant Street within the Square.

The major off-street public parking resource is the municipal lot between Pleasant Street and Shawmut Street behind Broad Street. Vehicles access the parking lot via the primary point from Pleasant Street and also from a secondary drive from Shawmut Street. The entry from Shawmut Street is narrow, running between two homes with a downgrade to the lot. Nearby Shawmut Avenue provides access to residents and an “unadvertised” access to the lot; exiting the lot via this street is currently prohibited. The only legal

vehicular exit is to Pleasant Street, which is located almost directly opposite the access to the post office and its parking.

The Town controls two other parking areas, further away from the Square. These include the small lot at the branch library and at the "Triangle" at Iron Hill Street. Both these lots are within a short walk to the Square, but the topography of Pleasant Street makes the use of those lots for short trips to the Square less attractive.

Jackson Square lacks a clear wayfinding system to the Town's off-street parking. While there is a small standard parking sign at the entry to the large public lot, a new visitor entering the Square from Broad Street or Commercial Street would be unaware that the lot exists.

In terms of zoning for future uses, the zoning requirements for parking would be considered under today's practices as excessive.

Back River Trail

A proposed bike trail (part of the Back River Trail Master Plan) would connect the commuter rail station with some of the green open spaces in the area and with other existing shared lanes outside Jackson Square.

Public Transit

The Greenbush line of the MBTA's commuter rail system links Weymouth to Boston and Scituate, and serves both residents and commuters from nearby towns.

Bus Route 222, also operated by the MBTA, connects Jackson Square and Quincy Center Station (northbound) and Lovell Corners (southbound). However, this bus route does not connect to the commuter rail platform, requiring people who ride the bus to disembark in Jackson Square and walk to the station.

Environmental Resources

Ecological and cultural systems intertwine in Jackson Square; opportunities exist to better allow these systems to harmonize and coexist.

Ecological resources in Jackson Square include a collection of open spaces connected by Herring Run Brook: Lovell Field, Stephen Rennie Park, Herring Run Pool Park, and Iron Hill Park. However, the Brook has been covered in some areas and is not well-maintained in others. This neglect extends to the banks and nearby land and wetlands. The mix of resources – land and water – and the relationship of Jackson Square to the regions is shown on page 35.

A critical ecological corridor runs through Jackson Square that includes an aquatic core and buffer that is home to several species that thrive in this area or make use of this corridor. These species are shown on page 36.

Herring use the brook as their main reproduction habitat; returning every year from the bay upstream

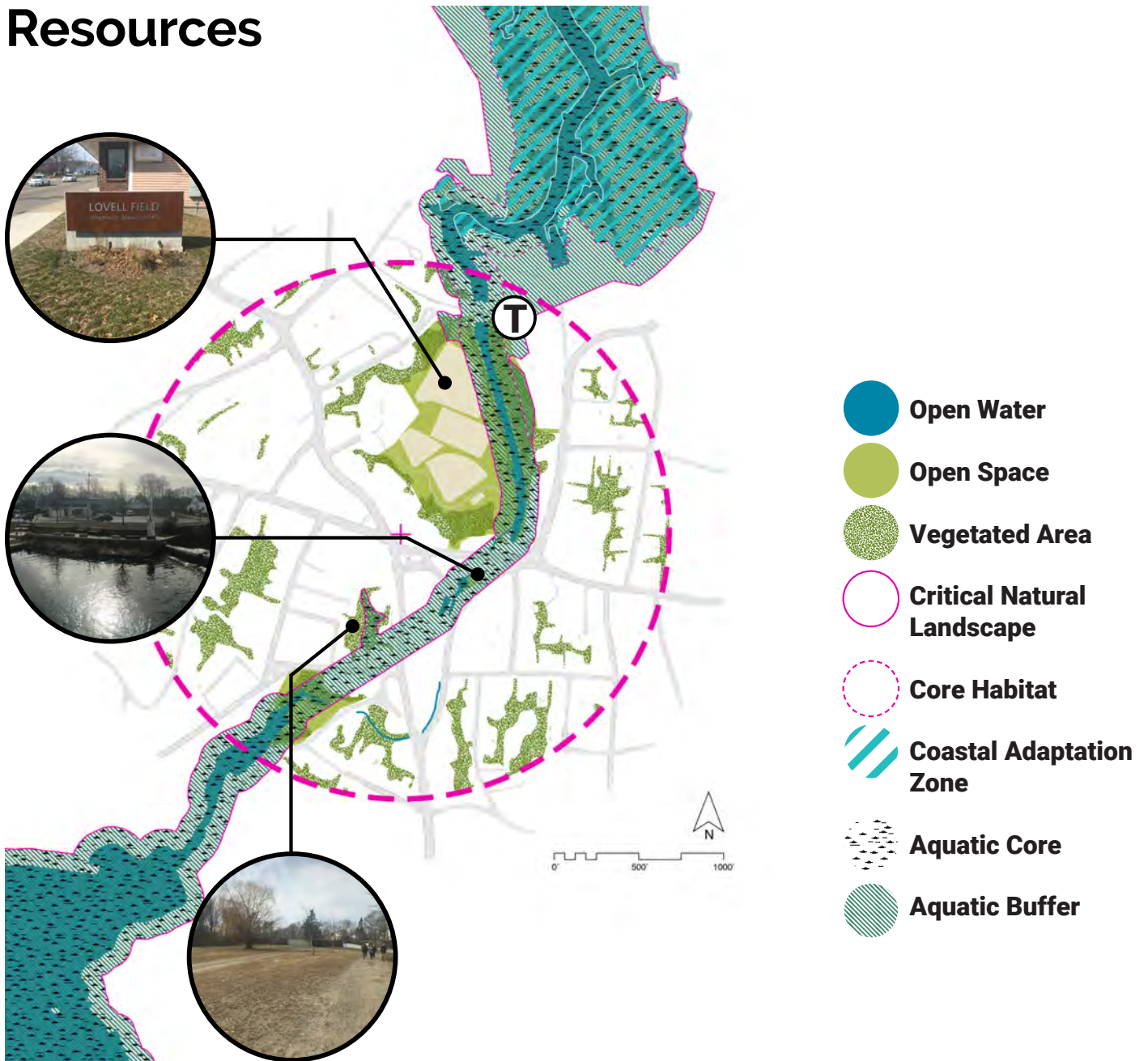
for mating and laying eggs. Once hatched, the herring return to the bay to start the process once again. Herring Run Brook is both critical to the survival of the herring and a major tourist attraction that makes Jackson Square a unique village center for the region. The life cycle of river herring is shown on page 37.

Finally, 3,868 people, or 7.2% of Weymouth’s overall population is categorized as an Environmental Justice Community, meaning the populations in those areas are

considered to be at a greater risk of being a victim of environmental injustice. Supporting access to well-paying jobs, welcoming community open spaces, and neighborhood goods and services helps address some of the inequities of generations of planning decisions. Jackson Square is adjacent to one of the Environmental Justice areas in Weymouth; the area is located just to the south of the overall study area.

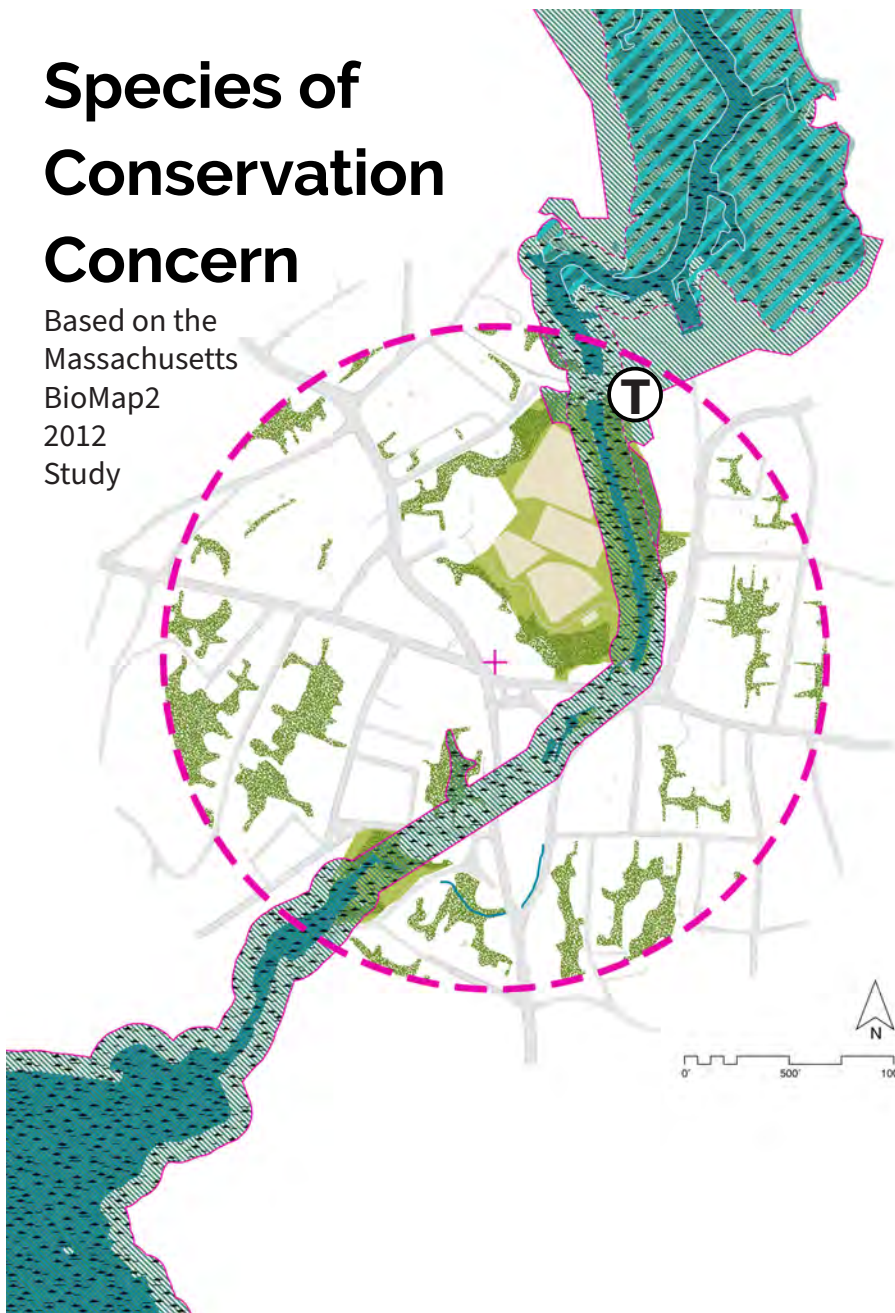


Resources



Species of Conservation Concern

Based on the Massachusetts BioMap2 2012 Study



River Herring
Alosa pseudoharengus



Spotted Turtle
Clemmys guttata



Black-crowned Night Heron
Nycticorax nycticorax



River Smelt
Hypomesus olidus



Eastern Box Turtle
Terrapene carolina



Grasshopper Sparrow
Ammodramus savannarum



American Eel
Anguilla rostrata



Seabeach Dock
Rumex pallidus



Snowy Egret
Egretta thula



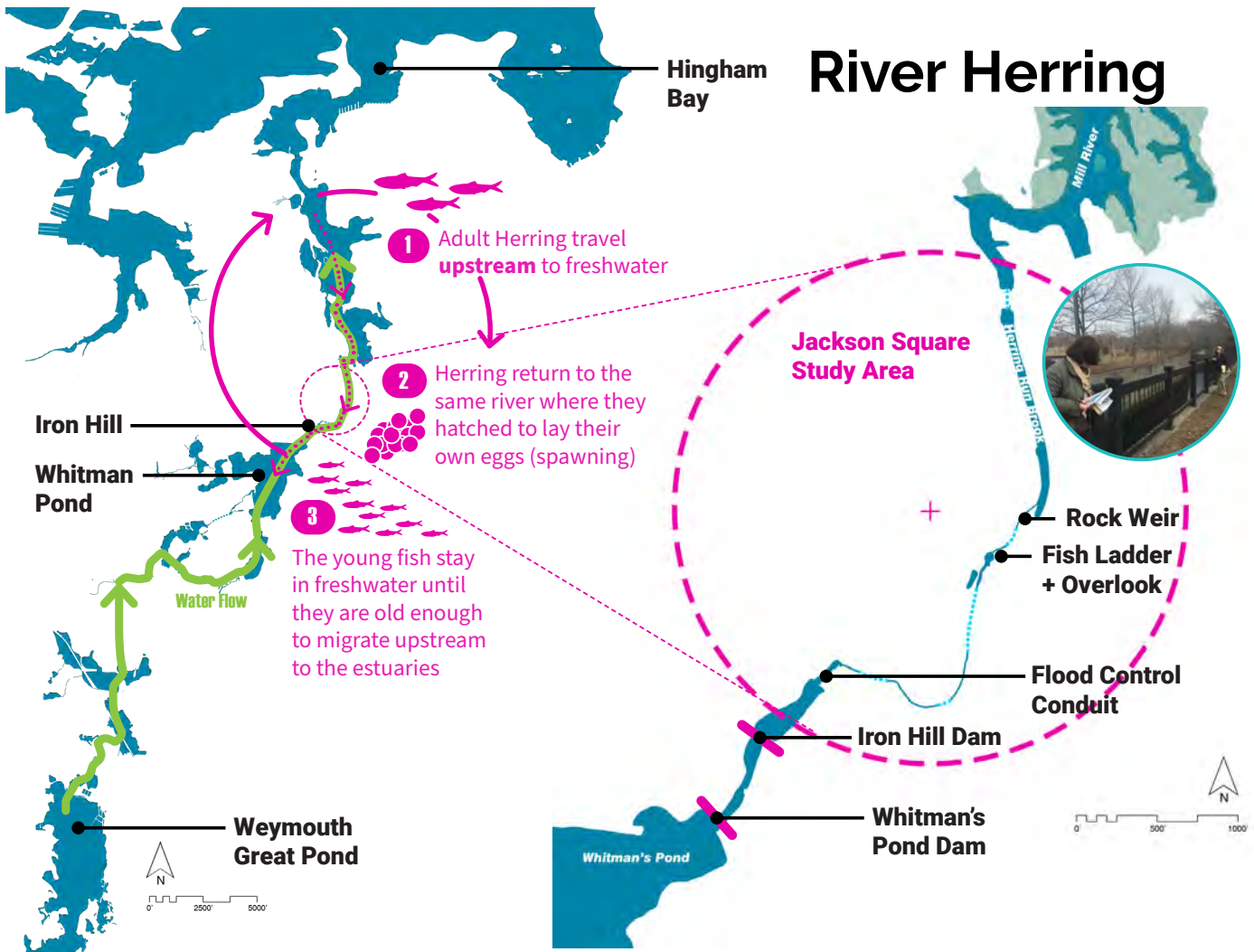
Mocha Emerald
Somatochlora linearis



Plymouth Gentian
Sabatia kennedyana



Upland Sandpiper
Bartramia longicauda



Zoning and Development

Existing Zoning

Jackson Square and the surrounding areas are largely zoned for single family housing (R-1) and general business (B-2).

The R-1 district allows only detached one-family dwelling and municipal uses. Accessory uses include home occupation; a professional home office; and an accessory home office. The Board of Zoning Appeals may grant a special permit for a Planned unit development; funeral home; noncommercial greenhouse; and renting rooms/furnishing meals.

The B-2 district allows the uses permitted in the B-1 district; commercial parking lots or garages; and rental agencies for autos, trailers, motorcycles, or bicycles.

The Board of Zoning Appeals may grant a special permit for any use requiring a special permit in the B-1 district; drive-in restaurant; multiple dwelling; and for any permitted uses allowed as of right in B-2 with a lot area of 40,000 SF or more or a

structure with a gross floor area of 20,000 or more and any permitted use with a drive-through service or window.

The B-1 district allows hotel, motel, or restaurants; trade, professional, or other school for ages 16 or above; private club or lodge (members only); place of amusement or assembly; professional clinic or office (including banks, office buildings, post office, or similar); printing shop, photographer's studio, taxidermist or caterer; and retail businesses, services, or public utility. Manufacturing is allowed if the products are sold at retail and the number of operatives are limited.

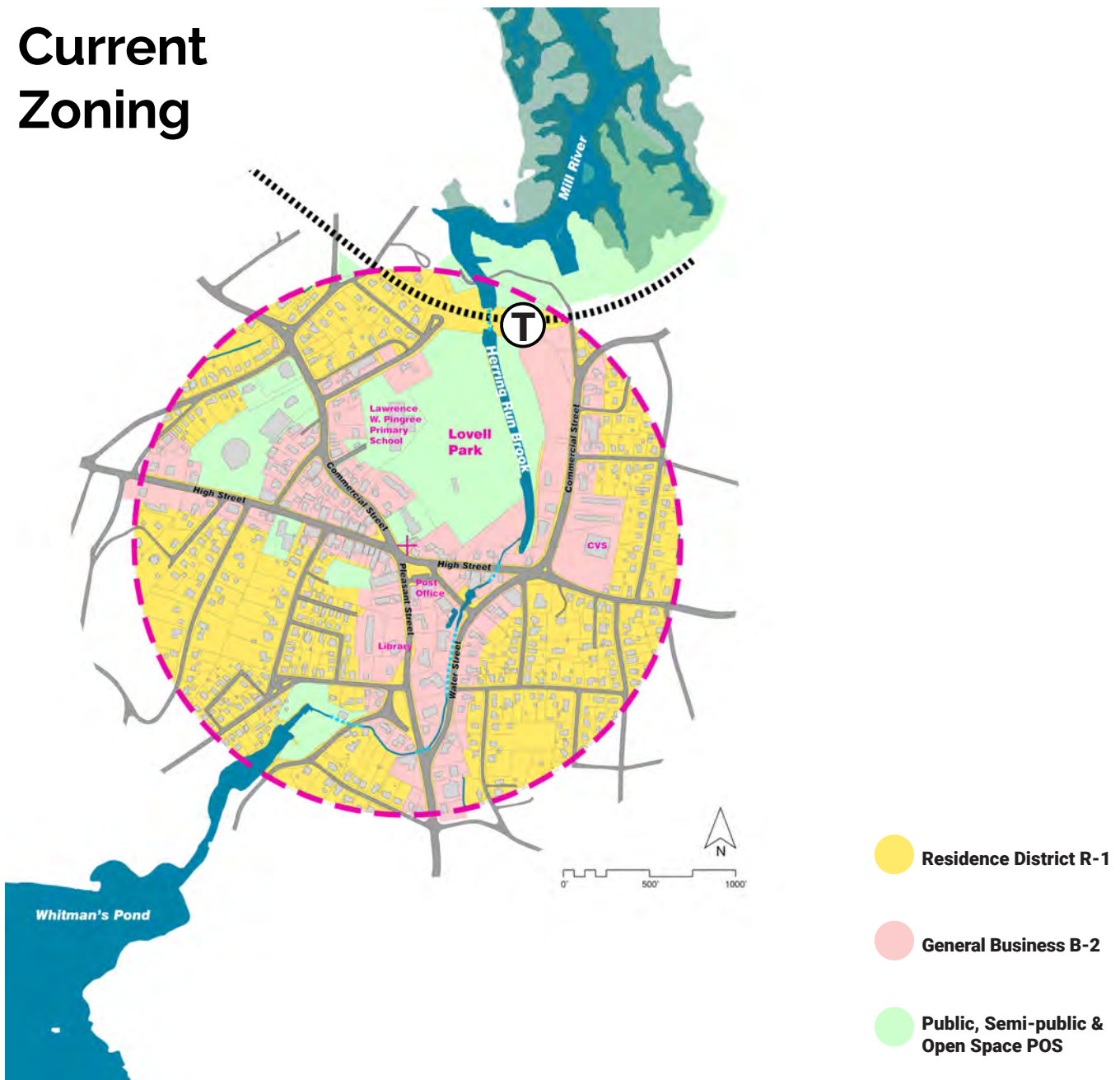
In the B-1 district, the Board of Zoning Appeals may grant a special permit for service station, repair garage and car wash; commercial parking lot or garage; detached one-family dwelling; wholesale business or dispatching establishment with storage; enclosed or open lot storage of new building material; lodging house; any permitted uses as of right in B1 that can be grouped into a shopping center (with conditions);

any of the permitted uses that have a lot area of more than 40,000 SF or a structure with a gross floor area of more than 20,000 SF; and any permitted use with a drive-through service or windows.

Both business districts prohibit self-storage facilities and outdoor sale of automobiles where the inventory of used cars exceeds 10% of the inventory.

The purpose of this long list of uses is to call out what is and is not allowed under current zoning; people who live and work in a district on a daily basis often don't know how area can change over time based on existing regulations. While many of the uses are suitable for a village district, those that do not promote the type of walkable district envisioned by this plan should be evaluated as to whether they should continue to be allowed in Jackson Square.

Current Zoning



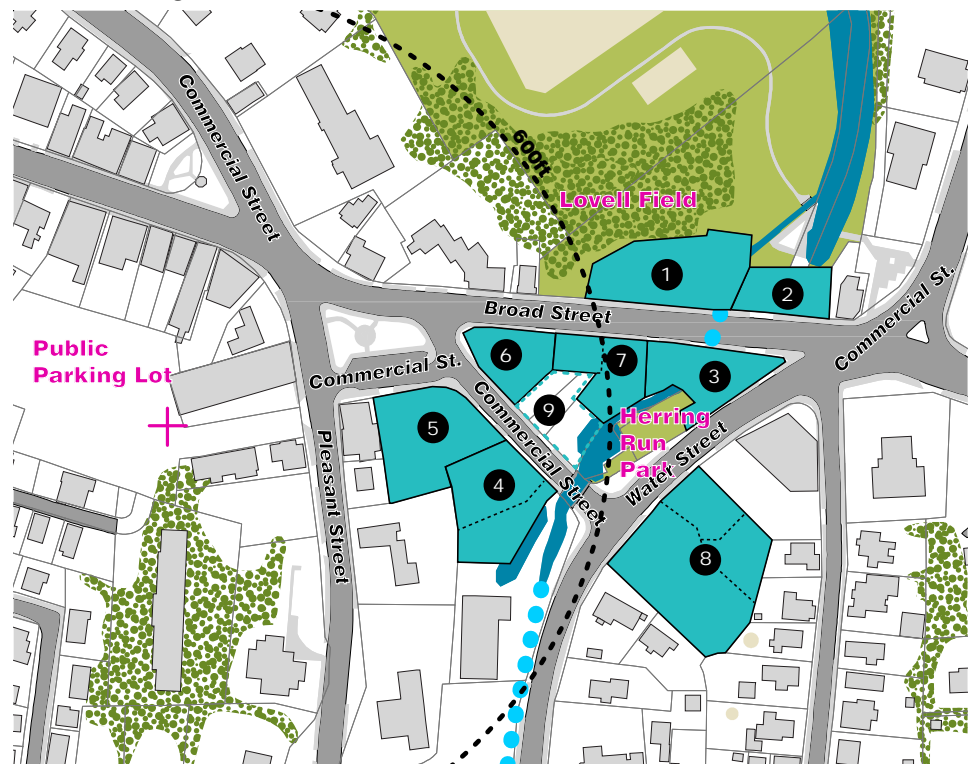
Restrictions on Development

The underutilization of existing lots and buildings is a signal that some factor is preventing private investment in Jackson Square. The market analysis shows more demand for office, retail, and housing than the available space. The allowable uses are sufficiently flexible for any of the identified uses. While environmental assets could be enhanced, their existence is not a significant restriction of development and their impairment could be addressed by private investment in the area tied to those improvements. Finally, the area has public transit, including a commuter rail station with easy access to Boston.

To determine the factors restricting private investment, the planning team undertook a series of fit studies (shown in detail in Section 7.2) to test the dimensional standards of the existing B-2 zoning. Because of the underutilization of buildings and lots in Lower Jackson Square and the smaller number of property owners, the team chose to focus the fit studies on this part of the Square.

This allowed the team to test individual parcels and combinations of parcels as shown in the diagram below. The team looked at floor area ratios, parking requirements, and height and setback restrictions. By testing all parcels identified below at the same time, the team could understand how Jackson Square might change over time as private investors developed parcels according to the rules laid out by the Town's zoning.

The team tested the existing zoning, both permitted uses and the multi-family use allowed under as special permit from the Board of Zoning Appeals. The team applied the Village Center Overlay and two other scenarios to test dimensional standards and parking requirements between those of the existing B-2 and the Village Center Overlay.



The planning team's requirements for the fit studies included the following:

- Understand how public spaces in Jackson Square could be enhanced and better incorporate the existing open spaces and Herring Run Brook.
- Address the demand for more office, retail/restaurant/and rental housing, enhancing the existing mix of uses in the Square.
- Link Lovell Field to Broad Street and Stephen Rennie Park with better visual and pedestrian connections.
- Test building height and massing at a scale that makes sense for the development patterns in Jackson Square: existing building heights and placement; the width of the street; and the topography of Broad Street.

Fit studies test a level of development to the maximum volume that can fit on a site given the rules used for the study. Were a property owner to develop one or more properties, the result would likely look very different from the studies shown. However, the fit studies are useful exercises to understand the impact of changing

zoning regulations to address imbalances in existing regulations and incorporate community goals for future development.

The full analysis is shown in Section 7.2. The summary of the five scenarios is shown on page 42. The planning team found that the required parking ratios under the current B-2 district and the requirements for multifamily developments would create, over time, small buildings separated by large areas of parking, either surface or structured. Because the cost of parking is high relative to the amount of square footage that could be built, the parking ratios act as a disincentive to development.

This finding does not minimize the importance of parking for businesses in Jackson Square. However, the municipal lots, on-street parking, and a requirement for shared parking and parking management strategies would address some of the concerns raised during the process about reducing required parking ratios.

FAR, or floor area ratio, is another limitation on private reinvestment. FAR is the relationship between the square footage of the lot and the square footage of the building. It is typically used as a limitation on building size. However, when combined with height restrictions, building coverage limits, and setbacks, FAR can work to unnecessarily limit the building size beyond the original intent. The fit studies found that FAR was too low in the current zoning to allow for projects that would fit the village scale and contribute to the public amenities that drew positive responses from those who attended the final public webinar, at which these studies were presented.

At that final webinar, a few people did express a preference for Scenario 5, and that scenario has been used as the basis for the recommendations for zoning changes in Chapter 5 and the draft zoning language in Section 7.3. The balance of building, parking, and public open space is appropriate for this village area.

SCENARIO 1: By Right



RESTAURANT/FOOD SERVICE:
10,900 SF
OFFICE AREA: 10,900 SF
PARKING SPACES: 247

SCENARIO 2: Special Permit



RESTAURANT/FOOD SERVICE:
11,600 SF
RESIDENTIAL UNITS / AREA:
28 UNITS / 23,200 SF
PARKING SPACES: 325

SCENARIO 3: Village Center Overlay



RESTAURANT/FOOD SERVICE:
14,000 SF
RESIDENTIAL UNITS / AREA:
48 UNITS / 42,000 SF
PARKING SPACES: 169

SCENARIO 4: Zoning Change A



RESTAURANT/FOOD SERVICE:
30,200 SF
RESIDENTIAL UNITS / AREA:
84 UNITS / 90,600 SF
PARKING SPACES: 142

SCENARIO 5: Zoning Change B



RESTAURANT/FOOD SERVICE:
23,000 SF
RESIDENTIAL UNITS / AREA:
66 UNITS / 68,400 SF
PARKING SPACES: 156

Food establishments have the highest parking requirements and these studies assume that the ground floor is restaurant only. A development project would have a mix of uses on the ground floor; such a mix might lessen the parking required.

The number of units shown is based on an average unit size of just over 1,000sf. An actual development project would have a specific mix of units types with higher or lower square footages; the number of units could be higher than those shown.

A different mix of uses will change the parking needs. See Appendix 7.2 for more information about the test criteria and the application of parking management strategies for each scenario.

5

Plan Recommendations



Overview

SWOT Analysis

A SWOT analysis looks at the **strengths** and **weaknesses** of an area and identifies **opportunities** for positive actions and **threats** to those actions. Jackson Square has many assets but certain weaknesses have prevented private investment in the area and contributed to the current underutilization of an area that has an opportunity to become a truly special place.

The following strengths and weaknesses help establish the opportunities for Jackson Square and the threats that might prevent those opportunities from being realized.

Strengths

- Herring Run Brook, Lovell Field, Herring Run Pool Park, and Iron Hill Park.
- Historic buildings and development patterns.
- Commuter rail and regional bus route to connect to Weymouth and beyond.
- Potential sites for redevelopment and high owner engagement.

- Adjacency to the school for educational opportunities for the population.

Weaknesses

- Underutilized and poorly maintained natural assets.
- Disruption of the brook ecosystem due to development of the area; such disruption contributes to loss of habitat and species decline.
- Lack of pedestrian-oriented environment.
- Lack of safe routes for bicyclists.
- Low affordability of rental housing.
- Restrictive zoning.
- No link between the bus route and the commuter rail station.

Threats

- No change in zoning will mean little to no private investment.
- Lack of design controls means less of a focus on integrating ecosystems, open space, and new development.
- Current public health crisis with potential for a longer-term economic downturn.

Opportunities

The opportunities for Jackson Square have been divided into several sections:

- Social Equity and Housing
- Economic Development
- Open Space and Recreation
- Environmental Resources
- Transportation and Connectivity
- Zoning

The recommendations in each section further expound upon the vision and goals described earlier. Actions to help implement these recommendations are provided in the implementation plan in Chapter 6.

Social Equity and Housing

Social Equity

Social equity, housing, and economic development are interconnected, and the recommendations in each of the following sections are designed to provide equity for existing and future residents in Jackson Square and the surrounding neighborhoods and to promote a diversity of races, ethnicities, ages, and income levels in the area.

There are four specific goals for social equity:

- Provide good housing at affordable prices by leveraging private investment in the Square.
- Support access to goods, services, and well-paying jobs that support neighborhood needs.
- Provide multiple methods of non-car dependent transportation to access jobs, goods, services, and recreation.
- Enhance community health by promoting a walkable and bikeable village area and by creating a series of linked green spaces that also promote the environmental health of the area.

Ongoing planning processes should continue to engage local businesses and residents in the discussion about the future of Jackson Square.

Housing

The development of housing in Jackson Square is critical to support local businesses and provide housing for people of all ages and income levels, allowing people to remain within their communities as they age.

Additional housing in Jackson Square can address housing needs identified by Weymouth's *Housing Production Plan (2018-2022)*, which noted that the lack of diversity in housing types has increased the cost of housing above the costs in surrounding communities. Both Jackson Square and the Town have proportionally fewer households with incomes above \$150,000, higher poverty rates, and lower incomes than Norfolk County overall.

The market demand studies for this study demonstrate a demand for housing appropriate for people under 35 and between 55-74. These

households have fewer school age children and a higher desire to live within walking distance to services and amenities.

This desire supports a lower parking ratio for such housing as does Jackson Square's proximity to the commuter rail and the regional bus line. Improvements to sidewalks and bike paths or lanes could reduce the number of short vehicular trips required for local residents and address concerns about traffic congestion.

The Town of Weymouth should

- Facilitate and promote housing development that meets identified demand.
- Implement the goals established in the *Housing Production Plan*.
- Pursue a Housing Choice Initiative designation, which would allow access to grant programs and bonus points or other considerations for different State grants.
- Adopt zoning changes to support sustainable housing production.

Economic Development

Jackson Square has enviable assets that are a competitive advantage when compared to other village-type areas in the Town of Weymouth and the South Shore. Optimizing these resources is critical for this part of the Town to prosper, thrive, and become a competitive location that attracts investment and potential residents.

In addition to a zoning overlay (discussed separately), the Town should take the following steps to maximize the potential for economic development that will support local businesses, attract private investment to the community for both new businesses and housing options, and encourage new social capital that can contribute to overall resiliency of the village.

The Town of Weymouth should:

- Consider a Business Improvement District:** A Business Improvement District (BID) allows local businesses to fund and direct that funding to improvements and services that will enhance the business district. The investments that are specific to the needs of the
- business community and can include the following: special events, storefront improvements, marketing and branding strategies, and streetscape improvements and maintenance. The goal of a BID is to increase foot traffic in the area and convert those visitors into customers.
- Consider a Storefront Improvement Program:** Whether funded by a BID or by other sources, a storefront improvement program addresses the parts of the Square most visible to the community. Upper Broad Street would benefit from such a program as would the businesses on west side of Commercial Street between High Street and North Wharf Street. Storefront Improvement programs can be funded from several sources, including CDBG funds, placemaking grants, crowd-sourcing, and community development funds from local banks.
- Position Jackson Square as a Commercial and Community Hub:** Jackson Square was once a commercial hub and is still the largest village in Weymouth; it has the capacity to continue that role by supporting local businesses and attracting new ones.

More information about BIDs can be found here:
<https://www.mass.gov/service-details/business-improvement-districts-bid>

The annual tradition of watching the herring run in the spring should be leveraged to a year-round focus on the ecological assets in the Square and turned into a place-making and branding strategy for the area.

Events tied to the herring, the Square's history, and Lovell Field can help brand Jackson Square as a desirable area for new residents that are drawn by events they can walk to, that are entertaining, and appeal to their desire to engage with their community.

The Town of Weymouth can build economic resiliency with the following actions:

- Inspire new businesses and young entrepreneurs to start, launch, and settle in Jackson Square by hosting events to promote their ideas. Use existing public facilities to host these events or encourage local community staples such as the East Weymouth Congregational Church or the Weymouth Teen Center to anchor them.
- Host virtual "show and tell" business events by means of webinars or local TV channels.
- Host "business advisory workshops" where the business community or economic development volunteers mentor young and new entrepreneurs on business plans and management.
- Work with local businesses or those connected by bus and train to hire local residents for open positions.

- Hire a consultant to create a story and identity targeted to the desired business identified in the economic projections and the gap analysis and encourage them to move to Jackson Square.
- Promote pop-up vendors in areas of Broad Street that can use the traffic generated by the existing businesses.

The Town can also build social resiliency with investments in community events that draw new customers for the businesses and new residents for housing.

The Town of Weymouth should:

- Keep leveraging Lovell Field Park as the facility where local and regional sport tournaments take place.
- Use public spaces such as Herring Run Pool Park and Iron Hill Park to host community events such as farmer's markets, rotating art exhibitions, educational tours focused on ecology and history, or seasonal food festivals.
- Consider annual events such as a Jackson Square Herring Run Festival; Jackson Square Music Festival; Restaurant Week, or

Jackson Square Food Festival. Make sure to coordinate events with local business to reduce conflicts.

- Invest in placemaking strategies such as temporary/seasonal activities in the parks, interactive activities, art exhibitions, and wayfinding strategies.

Open Space and Recreation

The open spaces in Jackson Square create a unique opportunity for social resiliency by linking the open spaces to address community health, critical during the current pandemic, and strengthen the social fabric of the community.

Places like Lovell Field, Herring Run Pool Park, Stephen Rennie Park, and Iron Hill Park are critical assets that need to be protected and integrated into the concepts of development in Jackson Square.

The Town of Weymouth should:

- Improve the relationship of Herring Run Brook to the adjacent properties throughout Jackson Square.
- Improve the physical and visual connection from Lovell Field to Stephen Rennie Park.
- Create space for community events and placemaking opportunities, such as rotating art installations at Iron Hill Park and Herring Run Pool Park.
- Increase the size of Herring Run Pool Park to establish a civic space that can potentially become Jackson Square's village

plaza and the heart of the Square.

- Improve the connectivity to Herring Run Pool Park; enhance the surrounding hardscape and landscape, and connect it to the Back River Trail.
- Redevelop, over time, the lot or a portion of the triangular parking lot bounded by Shawmut Street, Pleasant Street, and Iron Hill Street as a pocket park with amenities for the community and as a trailhead with parking for the extended Back River Trail.
- Adapt and clarify zoning regulations that protect these spaces from market development pressure, resource extraction, non-native invasive species, and altered natural processes.

In addition to the previous recommendations, Jackson Square should leverage Weymouth's *Open Space and Recreation Plan (2014)* and implement the recommendations in the plan that are pertinent to the village area.

Environmental Resources

Herring Run Brook and the abutting wooded areas are a unique asset in an otherwise urbanized area and a legacy of the Square's history, when connected to Iron Hill Park.

These resources should be leveraged to position Jackson Square as a one-of-a-kind destination to attract visitors and potential future residents but should also be protected from further degradation and integrated in the development plans of the Village.

Other opportunities to support environmental assets in the Square include increasing the urban forest, including street trees, which is critical to reducing impacts from heat islands on the health of the residents.

Development in the Jackson Square should follow sustainable and responsible building guidelines to protect Herring Run Brook and prevent trash, debris, and stormwater runoff from creating a negative impact on the water quality and the health of the flora and fauna that are part of the brook's corridor through the Square and beyond.

The Town of Weymouth should:

- Develop, in the short-term, a walking trail or ground mural showing where Herring Run Brook runs underground to increase its visibility. In the long term, consider daylighting the brook, where feasible.
 - Remove invasive species around the brook to improve the brook's visibility and natural functions.
 - Soften the brook's edges with adequate vegetation to reduce the risk of contamination from water runoff.
 - Improve the municipal parking lot located behind Broad Street and increase its infiltration capacity by adding bioswales or rain gardens to manage stormwater runoff and mitigate the risk of contamination.
 - Create areas of native plantings in Iron Hill Park to capture stormwater, attract pollinators, and help educate the community on the ecological importance of the park.
 - Incorporate sustainable building practices that reduce the impact of development on the brook.
- Improve the relationship between the brook and the businesses located on Commercial Street between the MBTA train station and Broad Street to make sure none of their operations affect the life of the brook and its adjacent green areas.
 - Emphasize the brook as part of the "Community Clean Up Day" to establish regular maintenance and community support and ownership of this asset.

Transportation and Connectivity

In addition to Herring Run Brook, Jackson Square has a second competitive advantage when compared with other village areas in the region: a major commuter rail station, connecting Weymouth to Boston and Scituate, located within about a quarter of a mile from three of the most important components of Jackson Square: the Broad Street commercial corridor, Lovell Field, and the Herring Run Pool Park.

The area also has a substantial network of sidewalks (although of varying quality), an existing *Back River Trail Master Plan* that, when implemented, will increase and extend the coverage of bicycle lanes in the area, and a bus route that connects East Weymouth with Quincy. While traffic may seem to be a disadvantage, converting the drivers that come from outside the Square to customers is critical to economic development for Jackson Square.

The strength of the existing connectivity in the area can attract new businesses and potential new residents that see it as a convenient addition to their daily routines.

To leverage these connections, the Town of Weymouth should:

- Include bicycle improvements to complete the Back River Trail Master Plan, and connect the commuter rail station to the Iron Hill Park.
- Work with the MBTA to re-route the 222 bus to connect the commuter rail station to Quincy Center and Lovell Corners.
- Upgrade the quality of the sidewalk to allow people of all ages and abilities to walk comfortably by implementing the recommendations from Weymouth's *Safe Routes for Seniors Plan (2014)*.
- Move utility lines underground when completing street improvements to improve accessibility to the sidewalks, the aesthetic quality of the street, and resiliency from winter storms.
- Create a wayfinding strategy that directs people to businesses, off-street parking, and areas of interest. A signage strategy could also incorporate informational signage about the history and ecology of the area.

Other specific recommendations include the following:

Traffic circulation

- Review the two traffic signals in the Square over the next 6-12 months for signal timing and evaluate whether they should be coordinated or adjusted.
- Conduct a detailed study within the next two years on the intersection of Broad Street/ Commercial Street/High Street to determine if modifications to geometry and traffic control modifications are feasible to improve pedestrian and bicycle movements as well as traffic flow within the Square. The evaluation should include the adjacent intersection of Broad Street at Pleasant Street.
- The detailed study should include the impact of closing Commercial Street from in front of the U.S. Post Office to Water Street. Such closure could allow for expanded open space, integrated with Herring Run Pool Park and including a pedestrian bridge to Water Street. The closure could also include the reconfiguration of parking to support small businesses within the Square.

Parking

- Clearly mark on-street spaces on Broad Street between Commercial/High Streets and Pleasant Street with 22-foot long markings.
- Review the overall management of curb-side parking and the current regulations as the use of the curb over the past five years has changed with additional (and popular) “shared mobility” options (i.e. Uber, Lyft), the increase in deliveries, and new technologies that can easily program different restrictions over the course of the day as well as day to day.
- Convert the entrance from Shawmut Street to the municipal parking lot to an exit, with a STOP sign. Pleasant Street and Shawmut Avenue would remain entrance points. This strategy could be tested on a trial basis.
- Consider using the parking at the closed branch library to supplement parking needs in the area.
- Reduce required parking ratios to meet current best practices. This would include reducing required ratios for multifamily to less than 2 spaces per unit.

- Explore public/private shared parking management strategies including allowing overnight residential parking in municipal lots with a permit.

Pedestrians

- Add a safe, defined pedestrian crossing on Broad Street at Shawmut Street and at the Lovell Field entrance.
- Complete the modification suggested for the Pleasant Street/Water Street intersection as described in the Town’s Tier 2 Complete Streets Plan.

Biking

- Investigate providing safer on-street biking in the Square through modified markings and signage, including a combination of wider shoulder lanes or use of sharrows in the vehicle travel lane.
- Require bike parking as part of new development or rehabilitation projects.

Zoning Overlay

Options for Zoning Changes

The Town of Weymouth should adopt a zoning change that will reduce the required minimum amount of parking; incorporate incentives for development that are integrated with welcoming public spaces and environmentally sensitive design; and focus on the preferred mix of uses that is consistent with the village character.

Appendix 7.3 contains the draft text for a zoning overlay for Jackson Square. This draft is based on the recommendations of this chapter and draws from components of the Town's existing zoning ordinance.

Any zoning change would require public input and hearings from the Planning Board and the Town Council.

Approval Process

The current B-2 zoning allows 6 stories and 80 feet. While the proposed overlay represents a reduction in the allowable height, at present, the combination of parking requirements and Floor Area Ratio (FAR) limit the ability to reach that height.

Setting an approval process that allows development with site plan approval, not special permit, would create an incentive to use the overlay. Site plan review should be tied to specific development standards. If the applicant cannot meet those standards, the project would then require a Special Permit from the Zoning Board of Appeals.

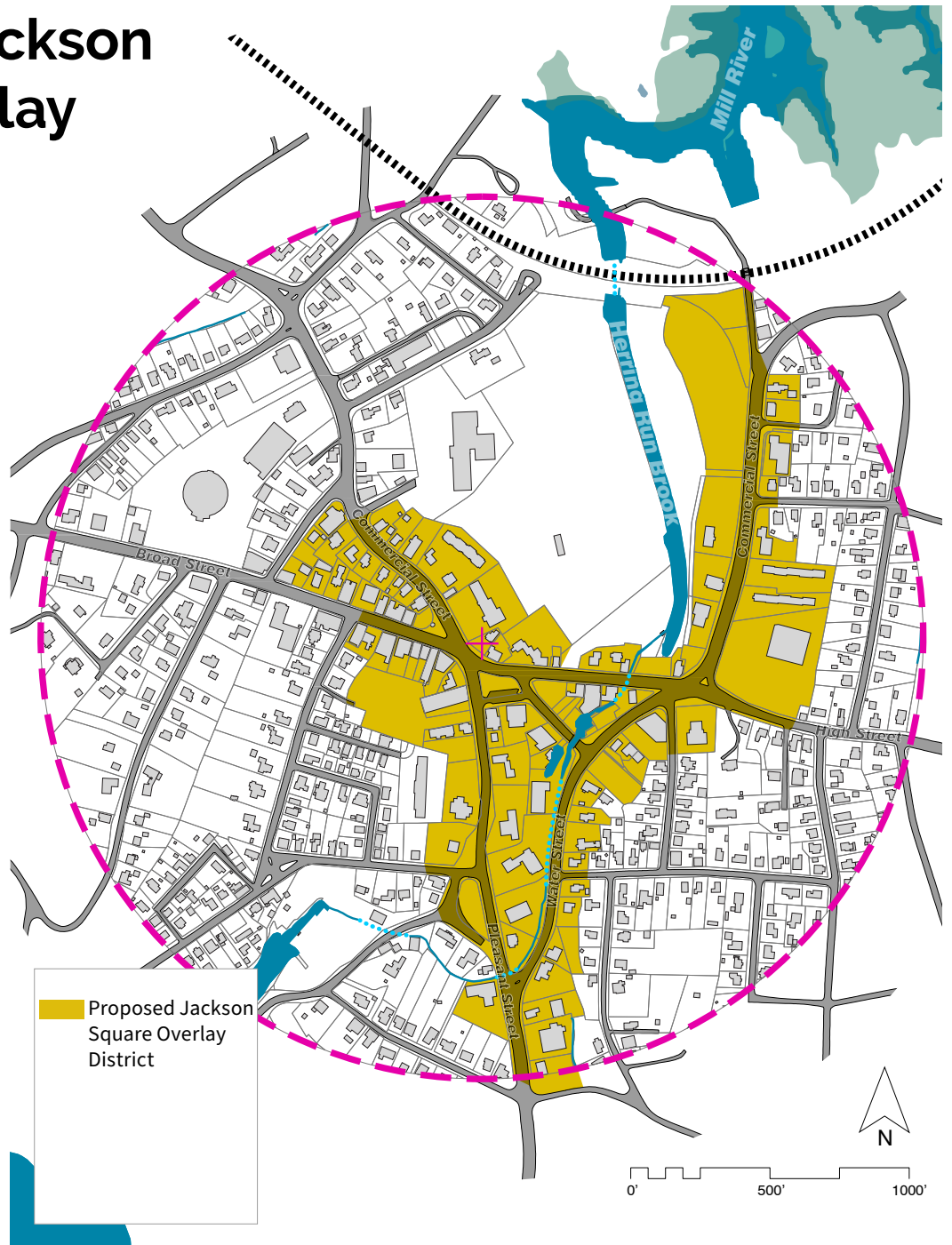
Dimensional Standards

The following dimensional standards would apply to the new Jackson Square Overlay District:

- Setbacks: None, unless abutting a single-family residential use, then 20 feet
- Maximum height: 3 ½ to 4 stories in lower Jackson square and 2 ½ to 3 stories everywhere else in the district.
- Maximum lot coverage: 80%
- Articulated façade: 60-80 feet

Note that there is no requirement for FAR. This ratio expresses the relationship between the square footage of the lot and that of the building on that lot. It is often used as a method of controlling building massing. In Jackson Square, many of the parcels have an irregular shape. As noted earlier, the current FAR requirement acts as a significant brake on reinvestment in the area. Irregular parcels sizes, particularly in Lower Jackson Square, also make redevelopment difficult when combined with strict mathematical

Proposed Jackson Square Overlay



formulas. The proposed standards for setbacks, height, lot coverage and lot frontage provide the most flexibility for placement of new development on the highly irregular lots in Jackson Square, particularly in the lower Square. Development standards will guide the massing and form of the buildings, and the placement of open space and pedestrian connections.

Parking Standards

Current parking standards are not consistent with current best practices, especially in a compact area with municipal parking (on- and off-street) and public transit.

The existing parking standards are the most significant limitation on development. The new ratios for uses in the overlay should be as follows:

- Residential: 1.5 spaces/unit
- Office/retail/restaurant: 1 space per 400 SF of gross floor area.

Parking management strategies, such as shared parking, should

also be encouraged to reduce the amount of space dedicated to parking and increase the amount of open space available for public activities and linking to the existing parks and green space in the area. Lower minimum parking standards for residential could be considered as part of a special permit approval with a parking management plan and if tied to publicly accessible open spaces.

Potential Uses

Over time, mixed-use buildings including some combination of residential, office, retail, restaurant, and other commercial will fill in empty spaces in Jackson Square.

Preferred uses include:

- Professional office
- Restaurants
- Retail/Fitness Studios/Services
- Art Gallery/Studio
- Multifamily
- Artist live/work
- Light manufacturing/retail (ex. brewery, bakery, goods)

Proposed Overlay Area and Development Criteria

The map on page 53 shows the proposed boundary of the Jackson Square Overlay. This boundary incorporates the four areas described in the overview of the planning process. Each area has specific goals for future development; these goals should become development standards in proposed overlay.

Criteria for all Areas

- Parking is not allowed between the principal façade and the street.
- The number of curb cuts onto the street should be minimized and shared parking across multiple parcels should be strongly encouraged.
- Historic buildings should be preserved and adapted to new uses in exchange for waivers on requirements for setbacks, height, other dimensional standards, and parking.
- New development or significant rehabilitation should retain all stormwater on-site, using rain gardens, bioswales, or other

methods to allow stormwater to infiltrate rather than washing into Herring Run Brook.

Lower Jackson Square

This area is likely to see change more quickly than the other areas. Two property owners came forward during the planning process with options for future development. Criteria for future development should include the following:

- Larger buildings should be located on the south side of Broad Street with parking behind the buildings.
- Curb cuts should not be allowed on the south side of Broad Street.
- Buildings on the north side of Broad Street should preserve views into Lovell Field.
- Any development adjacent to Herring Run Brook should link its open space to existing publicly accessible space next to the brook (this would include Herring Run Pool Park, Stephen Rennie Park, and any future daylighted areas) and provide direct pedestrian connections to public sidewalk, parking, and public open space.

- Any development adjacent to Lovell Field should link its open space to the Field and provide a direct pedestrian connection from the public sidewalk on Broad Street to Lovell Field.
- Publicly accessible plazas in the side setbacks next to public open space are strongly encouraged.
- Placement of buildings such that the long edge is parallel with Broad Street is strongly encouraged.
- Gaps between buildings to allow for pedestrian access between Broad Street and parking are strongly encouraged. Such access should be lit appropriately and could combine seating, including outdoor dining, outdoor retail display, public art, and appropriate landscaping.

Upper Broad Street

This area is less likely to change in the short term, and a storefront improvement program could address concerns about the condition and design of the existing buildings. However, as Lower Jackson Square is developed over time, Upper Broad Street may see new development or significant rehabilitation. Criteria for

future development should include the following:

- New development in Upper Broad Street should match the existing setbacks unless a deeper setback is required for outdoor dining or retail display.
- In this area, building over two stories generally have a narrower principal façade with a pitched roof. New development should respect this pattern in the building form and massing.
- Access to rear parking should have clearly marked and lit pedestrian access to the public sidewalk.

East Weymouth/Commercial Street

The east side of Commercial Street could see a change in use from commercial to smaller mixed-use/multifamily as a transition to the adjacent single-family neighborhood. On the west side of Commercial Street, redevelopment is not likely in the short- or medium-term. In the long-term, redevelopment of the three commercial parcels and of the MBTA parking lot could also be mixed-use/multifamily, but

perhaps at a larger scale and with the incorporation of the Jackson Square Tavern, a historic building. Criteria for future development should include the following:

- New development or significant rehabilitation on the west side of Commercial Street should remove invasive species. The Town should encourage property owners to work with the Conservation Commission to open and maintain viewsheds to the brook and Lovell Field.

No additional criteria are required for Pleasant Street or Iron Hill Street.

Water Street/Pleasant Street

This area has a significant number of auto-oriented uses that are likely to change over time as property values increase from redevelopment elsewhere in the Square. Criteria for future development should include the following:

- Where possible, Herring Run Brook should be daylighted with appropriate edges to soften the channel and reduce stormwater infiltration.



6

Implementation



Implementation Plan

This land use plan is a first step in a much longer process. The proposed zoning changes will require a public process, including meetings with the Planning Board and City Council. Other implementation steps draw upon public input in the process and recommendations from previous planning efforts. A summary of the recommended actions is in the table below; actions are grouped by the major themes discussed Section 5. Plan Recommendations.

Goals/Recommended Actions

Social Equity

- Provide good housing at affordable prices by leveraging private investment in the Square.
- Support access to goods, services, and well-paying jobs that support neighborhood needs.
- Provide multiple methods of non-car dependent transportation to access jobs, goods, services, and recreation.
- Enhance community health by promoting a walkable and bikeable village area and by creating a series of linked green spaces that also promote the environmental health of the area.
- Continue to engage local businesses and residents in the discussion about the future of Jackson Square.

Housing

- Facilitate and promote housing development that meets identified demand.
- Implement the goals established in the *Housing Production Plan*.
- Pursue a Housing Choice Initiative designation, which would allow access to grant programs and bonus points or other considerations for different State grants.
- Adopt zoning changes to support sustainable housing production.

Goals/Recommended Actions

Economic Development

- Create a new overlay district for Jackson Square.
- Consider a Business Improvement District.
- Consider a Storefront Improvement Program.
- Position Jackson Square as a commercial and community hub.
- Inspire new businesses and young entrepreneurs to start, launch, and settle in Jackson Square.
- Host virtual "show and tell" business events by means of webinars or local TV channels.
- Host "business advisory workshops."
- Work with local businesses or those connected by bus and train to hire local residents for open positions.
- Hire a consultant to create a story and identity to target new businesses.
- Promote pop-up vendors in areas of Broad Street.
- Keep leveraging Lovell Field Park as the facility where local and regional sport tournaments take place.
- Use public spaces such as the Herring Run Pool Park and the Iron Hill Park to host community events.
- Consider annual events.
- Invest in placemaking strategies, including upgrades to the alley connecting the municipal parking lot with Broad Street in Upper Jackson Square.

Goals/Recommended Actions

Open Space & Recreation

- Improve the relationship of Herring Run Brook to the adjacent properties.
- Improve the physical and visual connection from Lovell Field to Stephen Rennie Park.
- Create space for community events and placemaking opportunities, such as rotating art installations.
- Increase the size of Herring Run Pool Park to become a civic space.
- Improve the connectivity to Herring Run Pool Park and connect it to the Back River Trail.
- Redevelop, over time, all or a portion of the triangular parking lot.
- Adapt and clarify zoning regulations that protect these spaces.

Environmental Resources

- Develop a walking trail or ground mural showing where Herring Run Brook runs underground to increase its visibility.
- Consider daylighting the brook, where feasible.
- Remove invasive species around the brook to improve the brook's visibility and natural functions.
- Soften the brook's edges with adequate vegetation to reduce the risk of contamination from water runoff.
- Improve the municipal parking lot's infiltration capacity to help manage stormwater runoff and contamination risk by means of bioswales.
- Create areas of native plantings in Iron Hill Park to capture stormwater, attract pollinators, and help educate the community on the ecological importance of the park.

Goals/Recommended Actions

- Incorporate sustainable building practices that reduce the impact of development on the brook.
- Improve the relationship between the brook and the businesses located on Commercial Street between the MBTA train station and Broad Street.
- Emphasize the brook as part of the “Community Clean Up Day.”

Transportation and Connectivity

- Include bicycle lanes to complete the Back River Trail Master Plan.
- Work with the MBTA to re-route the 222 bus to connect the commuter rail station to Quincy Center and Lovell Corners.
- Upgrade the quality of the sidewalk for people of all ages and abilities to walk comfortably.
- Move utility lines underground when completing street improvements.
- Create a wayfinding strategy that directs people to businesses, off-street parking, and areas of interest.
- Review the two traffic signals in the Square over the next 6-12 months for signal timing.
- Conduct a detailed study within the next two years on the intersection of Broad Street/Commercial Street/High Street.
- Investigate closing Commercial Street between the U.S. Post Office and Water Street; reconfigure for open space and pedestrian bridge near Herring Run Pool Park and public parking to support businesses.
- Clearly mark on-street spaces on Broad Street between Commercial/High Streets and Pleasant Street.
- Review the overall management of curb-side parking.
- Convert the entrance from Shawmut Street to the municipal parking lot to an exit.

Goals/Recommended Actions

- Consider using the parking at the closed branch library to supplement parking needs in the area.
- Reduce required parking ratios to meet current best practices.
- Explore public/private shared parking management strategies.
- Add a safe, defined pedestrian crossing on Broad Street at Shawmut Street and at the Lovell Field entrance.
- Complete the modification suggested for the Pleasant Street/Water Street intersection as described in the Town's Tier 2 Complete Streets Plan
- Investigate providing safer on-street biking in the Square.
- Require bike parking as part of new development or rehabilitation projects.

The background of the page is a photograph of an outdoor park area. In the foreground, there is a large, rectangular, well-manicured hedge with a dense, greenish-brown top layer. Behind the hedge is a concrete walkway. To the right, a black metal bench is partially visible. The background is filled with several tall, leafless trees with intricate branch structures against a pale, overcast sky. A large, bright orange trapezoidal shape is overlaid on the left side of the image, containing the number '7'.

7

Appendix

7.1 On-line Workshop

(July-August 2020)

RESULTS

1a. Please rate the following connectivity improvement strategies around the station.

1a Welcome to Stop 1a!
Jackson Square's proximity to the commuter rail station can attract visitors and customers to local businesses. Improvements to streets should encourage walking and biking as alternatives to driving in order to increase foot traffic to the area.

Question Theme

- The Brook and Open Spaces, Community Engagement
- Connectivity
- Zoning and Development
- Retaining Public Lots

Please rate the following connectivity improvement strategies around the station.

A **B** **C** **D**

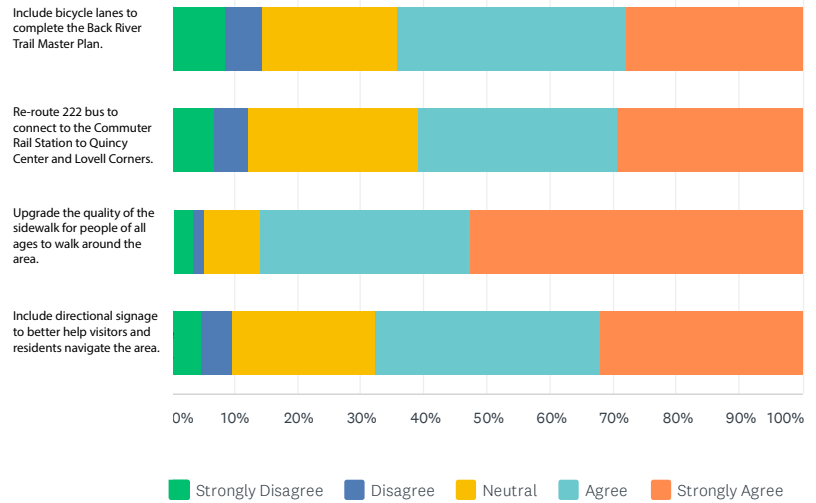
A Include bicycle lanes to complete the Back River Trail Master Plan.

B Re-route Bus Route 222 to connect the Commuter Rail Station to Quincy Center and Lovell Corners.

C Upgrade the quality of the sidewalk to allow people of all ages to safely walk in Jackson Square.

D Include directional signage to better help visitors and residents navigate the area.

Stop 1a



General agreement with all four options, with a stronger agreement towards the upgrading the quality of sidewalks around the area. Low disagreement with all four options.

RESULTS

1b. Please rank the following types of development for this area of Commercial Street in order of preference - 1 being your highest preference

1b Welcome to Stop 1b!
Given the proximity to the Rail Station, this stretch of Commercial Street has some redevelopment potential. New development here could allow the Town to meet the demand for a variety of housing needs and business development, including retail and office uses.

Question Theme

- The Brook and Open Spaces, Community Engagement
- Connectivity
- Zoning and Development
- Retaining Public Lots

Please rank the following types of development for this area of Commercial Street in order of preference - 1 being your highest preference.

A **B** **C** **D**

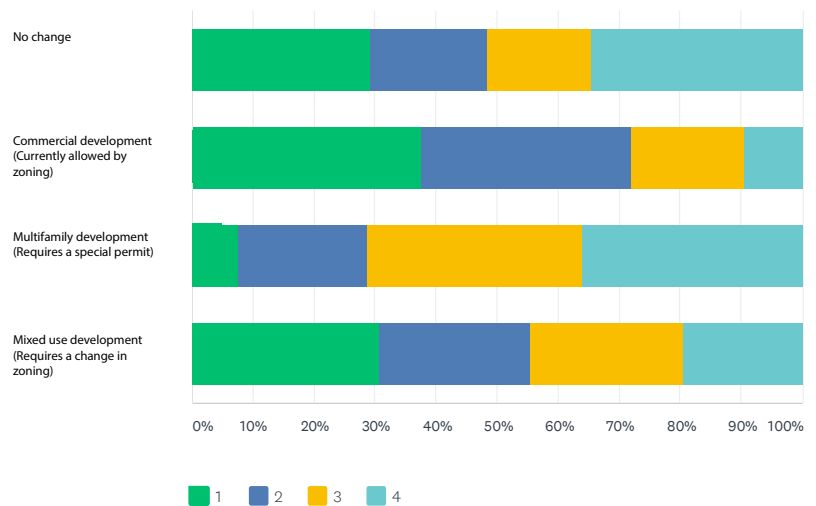
A No change

B Commercial development (Currently allowed by zoning)

C Multifamily development (Requires a special permit)

D Mixed use development (Requires a change in zoning)

Stop 1b



Most of the community identified commercial development as their highest preference. Multifamily development and no change are in the lowest preference. Mixed use development ranked second in high preference.

RESULTS

1c. Please rank the following types of development for this stretch of Commercial Street in order of preference - 1 being your highest preference.

1c Welcome to Stop 1c!
 Zoning should encourage development that is flexible, sustainable, and resilient, and contributes to the economic vitality, social vibrancy, and environmental resilience of Jackson Square. Which improvements are appropriate in this stretch of Commercial Street between Stephen Rennie Park and the MBTA train station?

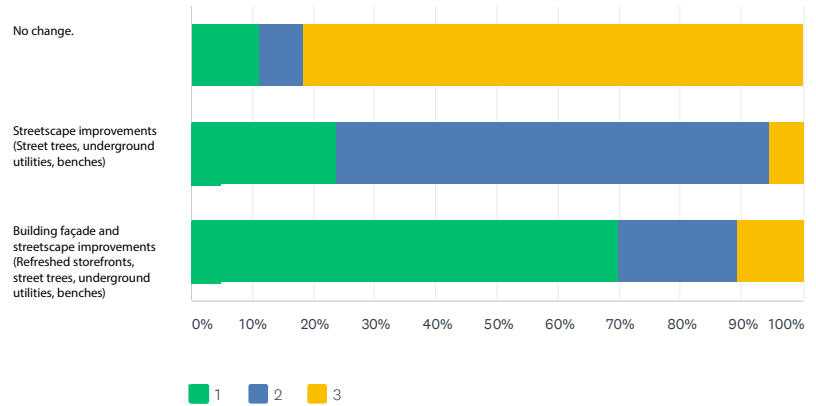
Question Theme
 The Brook and Open Spaces, Community Engagement
 Connectivity
 Housing and Development
 Redefining Public Lots



Please rank the following types of development in order of preference for this stretch of Commercial Street - 1 being your highest preference.

A No Change
B Streetscape improvements (Street trees, underground utilities, benches)
C Building facade and streetscape improvements (Refreshed storefronts, street trees, underground utilities, benches)

Stop 1c




No change is in the lowest of the community's preference with improvements to facade and streetscape as their higher preference.

RESULTS

1d. Please rate the following improvements along the brook to celebrate its presence, make it more visible, and use it as a way to connect the community

1d Welcome to Stop 1d!
 The Herring Run Brook is not only an ecological asset that supports natural processes - like flood prevention - and provides habitats for plants and animals. It is also a cultural resource of the area that contributes to the economic development of Jackson Square and connects the community.

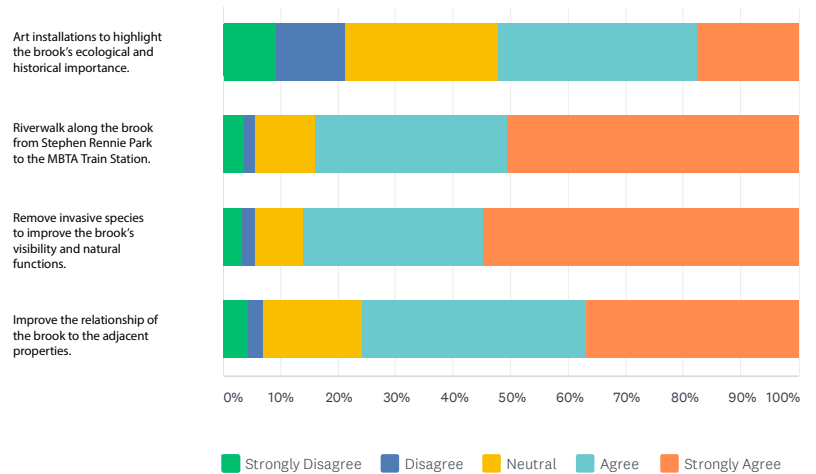
Question Theme
 The Brook and Open Spaces, Community Engagement
 Connectivity
 Housing and Development
 Redefining Public Lots



Please rate the following improvements along the brook to celebrate its presence, make it more visible, and use it as a way to connect the community.

A Art installations to highlight the brook's ecological and historical importance.
B Riverwalk along the brook from Stephen Rennie Park to the MBTA Train Station.
C Remove invasive species to improve the brook's visibility and natural functions.
D Improve the relationship of the brook to the adjacent properties.

Stop 1d



Low disagreement with all four options with a slightly strong agreement on removing invasive species and implementing a riverwalk along the brook from Stephen Rennie Park to the MBTA Train Station. A slightly higher disagreement with art installations.

RESULTS

2. Please rate the following connectivity improvement strategies for Lovell Park

2 Welcome to Stop 2!
Some improvements can leverage the success of Lovell Field and take advantage of its vibrancy and recognition in Weymouth by both residents and visitors.

Question Theme
 • The Brook and Open Spaces, Community Engagement
 • Connectivity
 • Zoning and Development
 • Redefining Public Lots

Please rate the following connectivity improvement strategies for Lovell Field.

A Build a bridge to connect Lovell Field and the Commuter Rail Station.

B Improve the connection from Lovell Field to Stephen Rennie Park.

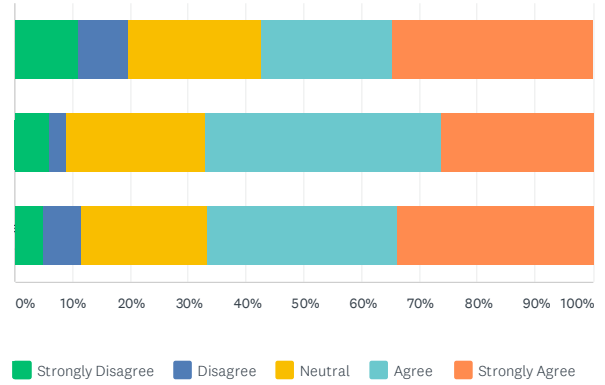
C Improve the connection from Broad Street to Lovell Field.

Stop 2

Build a bridge to connect Lovell Park and the Commuter Rail Station.

Improve the connection from Lovell Field to Stephen Rennie Park.

Improve the connection from Broad Street to Lovell Field.



A general strong agreement and agreement to all four options with the bridge connecting the park to the station and improving the park's connection to Broad Street as the highest in strong agreement.

RESULTS

3a. Please rank the following types of development for this block, including the Post Office, in order of preference - 1 being your highest preference

3a Welcome to Stop 3a!
Broad Street is an important commercial corridor of Jackson Square that contains businesses that contribute to the local economy. It also has the potential to incorporate uses that can help support those businesses, like housing or office uses, to strengthen the economic development of the area.

Question Theme
 • The Brook and Open Spaces, Community Engagement
 • Connectivity
 • Zoning and Development
 • Redefining Public Lots

Please rank the following types of development in order of preference for this block - 1 being your highest preference.

A No change.

B Building façade improvements and minimal streetscape improvement.

C Some development and change, following existing parcel structure.

D Development with parcel assembly and potential relocation or reconfiguration of existing uses.

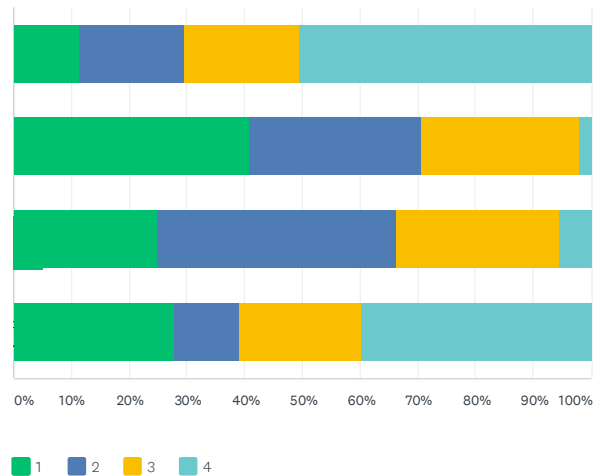
Stop 3a

No change

Building façade improvements and minimal streetscape improvement.

Some development and change, following existing parcel structure.

Development with parcel assembly and potential relocation or reconfiguration of existing uses.



No change and development with parcel assembly appear as the lowest preference with building façade improvements as the highest priority in general. Overall, facade improvements and some development and change are second in priority for the community. This indicates a slight inclination of preference for upgrading the existing streetscape and building façades and a lower preference for developing larger buildings and not doing anything in the area.

RESULTS

3b. Please rank the following types of development in order of preference for this block, including the site of the previous Newcombs - 1 being your highest.

3b Welcome to Stop 3b!

The north side of Broad Street also contains businesses that contribute to the local economy with buildings adjacent to Lovell Field. This area has the potential to leverage the vitality of this recreational facility and incorporate housing or office uses to strengthen the economic development of Jackson Square.

Question Theme

- The Break and Open Spaces, Community Engagement
- Connectivity
- Living and Development
- Reclaiming Public Lots

Please rank the following types of development in order of preference for this block, including the site of the previous Newcombs - 1 being your highest.

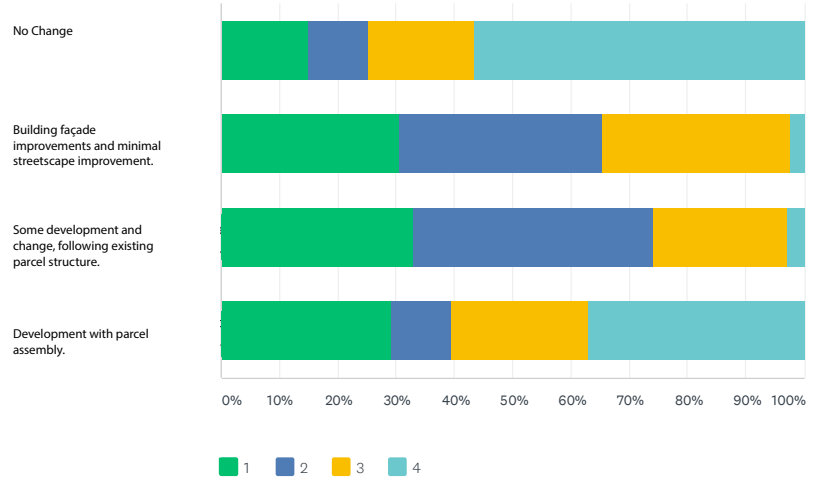
A No change

B Building façade improvements and minimal streetscape improvement.

C Some development and change, following existing parcel structure.

D Development with parcel assembly.

Stop 3b



No change and development with parcel assembly are at the lowest priority for the community. Some development and change and building façade improvements are the ones with highest priorities and also the ones with the most numbers as second preference. This indicates a slight inclination of preference for upgrading the existing streetscape and building façades and a lower preference for developing larger buildings and not doing anything in the area.

RESULTS

3c. Please rate the following strategies to improve Herring Run Pool Park.

3c Welcome to Stop 3c!

The Herring Run Pool Park is an important ecological asset within Jackson Square. Protecting it and improving its connectivity with its surroundings can help maximize its full potential as a focal point with positive social, environmental, and economic results.

Question Theme

- The Break and Open Spaces, Community Engagement
- Connectivity
- Living and Development
- Reclaiming Public Lots

Please rate the following strategies to improve Herring Run Pool Park.

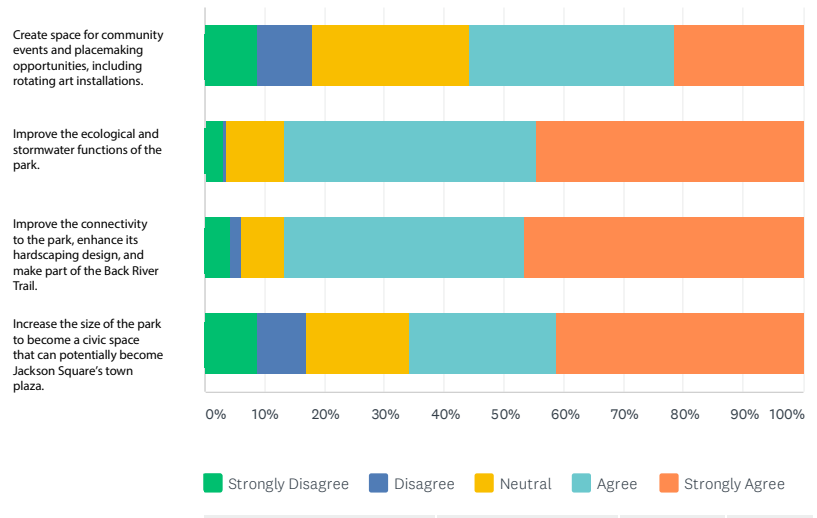
A Create space for community events and placemaking opportunities, including rotating art installations.

B Improve the ecological and stormwater functions of the park.

C Improve the connectivity to the park, enhance its hardscaping design, and make part of the Back River Trail.

D Increase the size of the park to become a civic space that can potentially become Jackson Square's town plaza.

Stop 3c



There is a strong agreement and at least an agreement with all four options, especially with improving the park's connectivity. In smaller numbers, people strongly disagree with creating spaces for community events and increasing the size of the park.

RESULTS

3d. Please rank the following improvements along the brook to make it more visible - 1 being your highest preference.

3d Welcome to Stop 3d!
 The Herring Run Brook is a recognizable ecological asset that goes through the entire area of Jackson Square. Highlighting its presence can have positive effect on the community by raising awareness about its historic and environmental significance.



Question Theme

- The Brook and Open Spaces, Community Engagement
- Connectivity
- Living and Development
- Retraining Public Lots

Please rank the following improvements along the brook to make it more visible - 1 being your highest preference.

A



No Change

B



Ground art murals that show where the brook flows underground such as a path of blue fish.

C



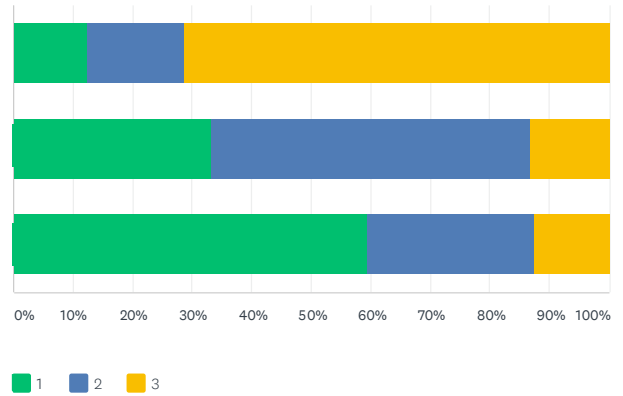
"Daylighting" the brook where possible where it is currently underground, so it can be visible from the street.

Stop 3d

No Change.

Ground art murals that show where the brook flows underground such as a path of blue fish.

"Daylighting" the brook where possible where it is currently underground, so it can be visible from the street.




"Daylighting" the brook where possible is at the highest priority for the community while doing nothing about the brook is at the lowest priority. Ground art murals are second priority for the respondents.

RESULTS

4a. Please rank the following improvements along the brook to make it healthier in order of preference - 1 being your highest preference.

4a Welcome to Stop 4a!
 The Herring Run Brook has environmental challenges like pollution from waste and water runoff from the streets and parking lots. Maintaining the brook and making sure it has the proper landscaping features can help lessen these negative impacts and reinforce community pride in this unusual asset in a village center.




Question Theme

- The Brook and Open Spaces, Community Engagement
- Connectivity
- Living and Development
- Retraining Public Lots


Please rank the following improvements along the brook to make it healthier - 1 being your highest preference.

A




No Change

B



Emphasize the brook as part of the "Community Clean-Up Day" to improve its maintenance.

C



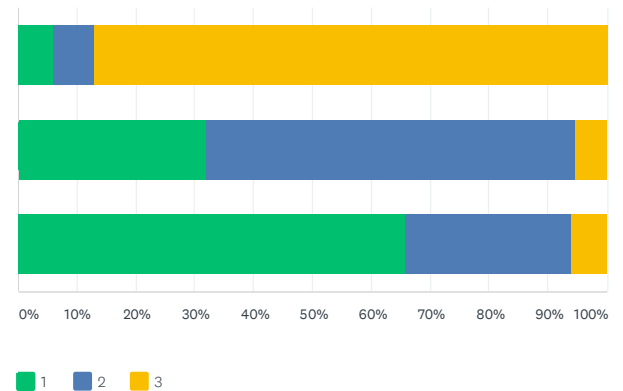
Softening the brook edges with adequate vegetation to reduce the risk of contamination from water runoff.

Stop 4a

No change.

Emphasize the brook as part of the "Community Clean Up Day" to improve its maintenance.

Softening the brook edges with adequate vegetation to reduce the risk of contamination from water runoff.



Softening the brook edges is the highest preference for the community, while doing nothing about it is the lowest preference. Emphasizing the brook as part of the community is the second preference for the community.

RESULTS

4b Please rank the following types of development in order of preference for this block - 1 being your highest preference.

4b Welcome to Stop 4b!

Previous goals for economic development introduced uses that we now consider incompatible for walkable villages such as Jackson Square. Zoning should encourage economic development but in ways that improve the quality of life of its residents with economic, social, and environmental resiliency.

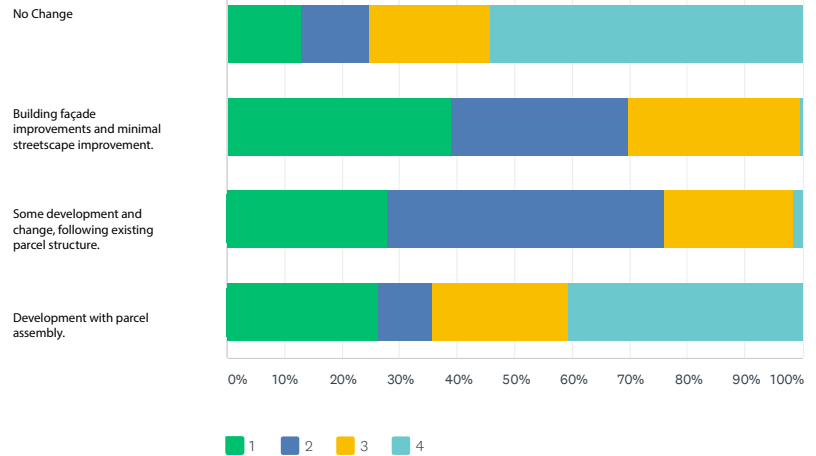
Question Theme

- The Block and Open Spaces, Community Engagement
- Connectivity
- Zoning and Development
- Reclaiming Public Lots

Please rank the following types of development in order of preference for this block - 1 being your highest preference.

A No change. **B** Building façade improvements and minimal streetscape improvement. **C** Some development and change, following existing parcel structure. **D** Development with parcel assembly.

Stop 4b



No change and development with parcel assembly are the lowest preference for most of the respondents. Building façade improvements and some development following the existing parcel structure are the two options with the highest preference. Some development is also the highest as the second priority for the respondents. This indicates a slight inclination of preference for upgrading the existing streetscape and building façades and a lower preference for developing larger buildings and not doing anything in the area.

RESULTS

5a. Please rank the following recommendations for the "Triangle" parking lot in order of preference - 1 being your highest preference.

5a Welcome to Stop 5a!

This "Triangle" lot, owned by the Town of Weymouth, has the potential to become a public park, a trailhead for the Back River Trail, or a green sustainable parking lot for the convenience of visitors to the Iron Hill Park. This means positive transformative power for Jackson Square with social, economic, and environmental principles.

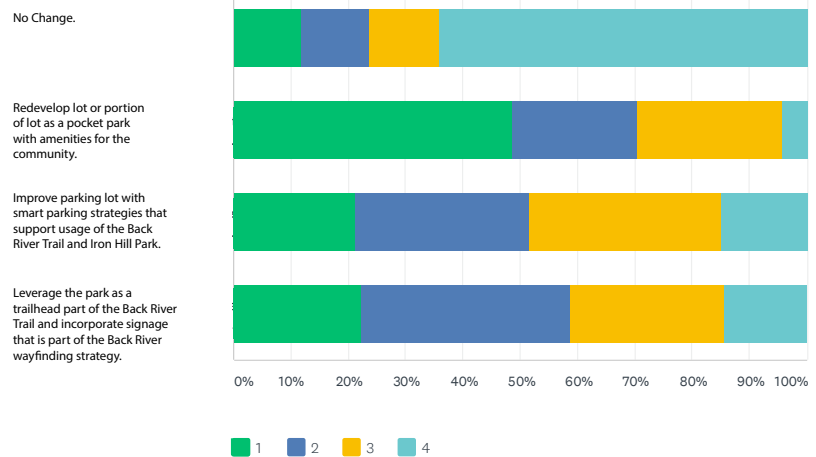
Question Theme

- The Block and Open Spaces, Community Engagement
- Connectivity
- Zoning and Development
- Reclaiming Public Lots

Please rank the following recommendations in order of preference for the "Triangle" parking lot - 1 being your highest.

A No change. **B** Redevelop lot or portion of lot as a pocket park with amenities for the community. **C** Improve parking lot with smart parking strategies that support usage of the Back River Trail and Iron Hill Park. **D** Leverage the park as a source of parking and information about the Back River Trail and incorporate signage that is part of the Back River wayfinding strategy.

Stop 5a



No change ranked as the one with the lowest preference for the respondents while redeveloping the lot or a portion of it as a pocket park ranked highest in preference. Improving the parking lot and leveraging the park as a trailhead are the second preference for the community.

RESULTS

5b. Please rank the following recommendations for Iron Hill Park in order of preference - 1 being your highest preference.

5b Welcome to Stop 5b!

Iron Hill Park was once an important industrial site in Jackson Square and Weymouth. But these industrial uses compromised the nearby ecosystems and water quality. Today, the park has the potential to become an open space with ecological functions as well as a public recreational center for the community.



Question Theme

- The Brook and Open Spaces, Community Engagement
- Connectivity
- Zoning and Development
- Reclaiming Public Lots

Please rank the following recommendations in order of preference for Iron Hill Park - 1 being your highest.

A



No change.

B



Create natural areas with stormwater functions and ecological processes such as native planting and pollinator functions that help educate the community on the ecological importance of the park.

C



Create additional amenities for recreational opportunities, community events, and placemaking opportunities.

D



Soften the edge of the brook to reduce the risk of contamination through water runoff.

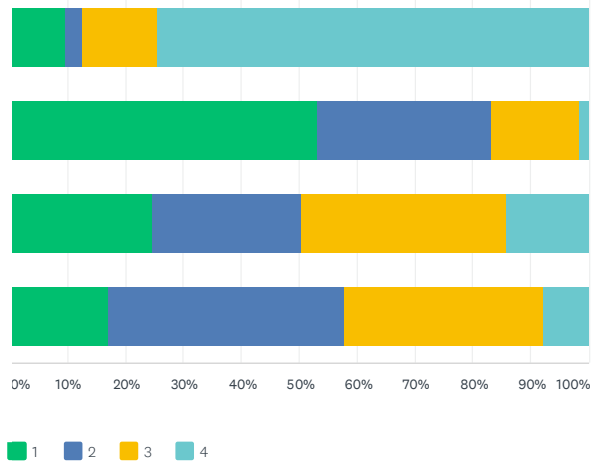
Stop 5b

No Change.

Create natural areas with stormwater functions and ecological processes such as native planting and pollinator functions that help educate the community on the ecological importance of the park.

Create additional amenities for recreational opportunities, community events, and placemaking opportunities.

Soften the edge of the brook to reduce the risk of contamination through water runoff.



Creating natural areas with stormwater functions and ecological processes ranked as the highest preference for the community while not doing anything ranked as the lowest preference. Softening the edge of the brook ranked as the second preference for the community.

RESULTS

6a. Please rank the following types of development in this property - 1 being your highest preference.

6a Welcome to Stop 6a!

This vacant property located on 1431 Pleasant Street has the potential to be re-purposed to accommodate uses that meet the projected development demands of the future of Jackson Square. These uses can be office spaces, restaurants, retail stores, or residential units. Adaptive reuse could help preserve the architectural historic character of the area. However, older buildings may limit potential uses due to structural concerns and outdated floor plates.



Question Theme

- The Brook and Open Spaces, Community Engagement
- Connectivity
- Zoning and Development
- Reclaiming Public Lots

Please rank the following types of development in order of preference for this property - 1 being your highest.

A



Keep the building for historic preservation, upgrade, and rehabilitate for commercial uses.

B



Keep the building for historic preservation, upgrade, and rehabilitate for public uses.

C



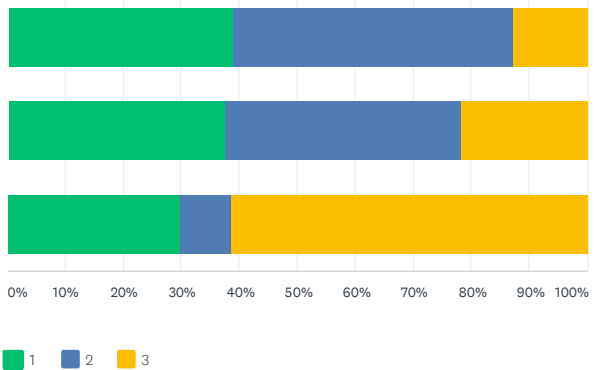
Demolish the building and redevelop the property.

Stop 6a

Keep the building for historic preservation, upgrade, and rehabilitate for commercial uses.

Keep the building for historic preservation, upgrade, and rehabilitate for public uses.

Demolish the building and redevelop the property.




Keeping the building for historic preservation for commercial uses ranked highest as the number one and number two preference for the community, followed by keeping it for public uses. Demolishing the building ranked as the lowest preference. This indicates a strong preference for keeping the building and being open to the uses it can hold.

RESULTS

6b. Please rank the following recommendations for the Weymouth municipal parking lot in order of preference - 1 being your highest preference.

6b Welcome to Stop 6b!

Open-owned properties such as the municipal parking lot located behind Broad Street should be upgraded to better serve the community and avoid environmental contamination. This will improve the vitality of Jackson Square.




Question Theme

- The Block and Open Spaces, Community Engagement
- Connectivity
- Dining and Development
- Redefining Public Lots


Rank the following recommendations in order of preference for the Weymouth municipal parking lot - 1 being your highest.

A




No change

B




Improve parking lot with smart parking strategies and better pedestrian connections that support area businesses.

C



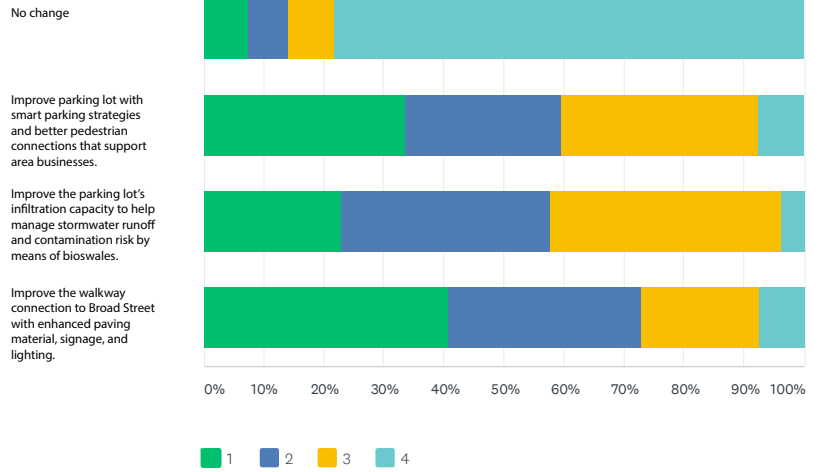
Improve the parking lot's infiltration capacity to help manage stormwater runoff and contamination risk by means of bioswales.

D



Improve the walkway connection to Broad Street with enhanced paving material, signage, and lighting.

Stop 6b



Improve the walkway connection to Broad Street ranked as the highest priority for the respondents followed by improving the lot with smart parking strategies. Improve the parking lot's infiltration capacity ranked highest as second preference. No changes ranked as the lowest preference.

RESULTS

6c. Please rank the following development strategies to help businesses in the area thrive along this portion of Broad Street's streetscape in order of preference - 1 being your highest preference.

6c Welcome to Stop 6c!

This portion of Broad Street is an important commercial corridor in Jackson Square. However, there are opportunities to increase foot traffic in the area to the benefit of local businesses and the economy of Weymouth in general.



Question Theme

- The Block and Open Spaces, Community Engagement
- Connectivity
- Dining and Development
- Redefining Public Lots

Rank the following development strategies to improve this portion of Broad Street's streetscape - 1 being your highest.

A



No change

B



Improve façades through a Storefront Improvement Program.

C



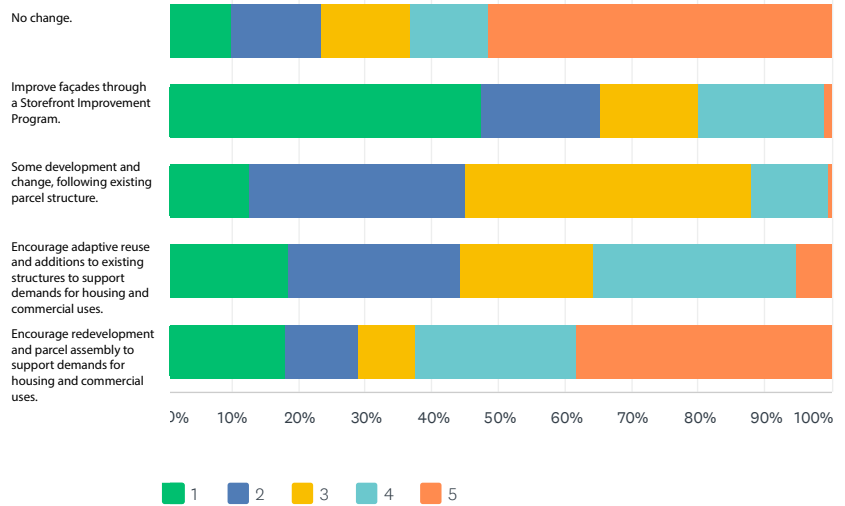
Encourage adaptive reuse and additions to existing structures to support demands for housing and commercial uses.

D



Encourage further development and parcel assembly to support demands for housing and commercial uses.

Stop 6c



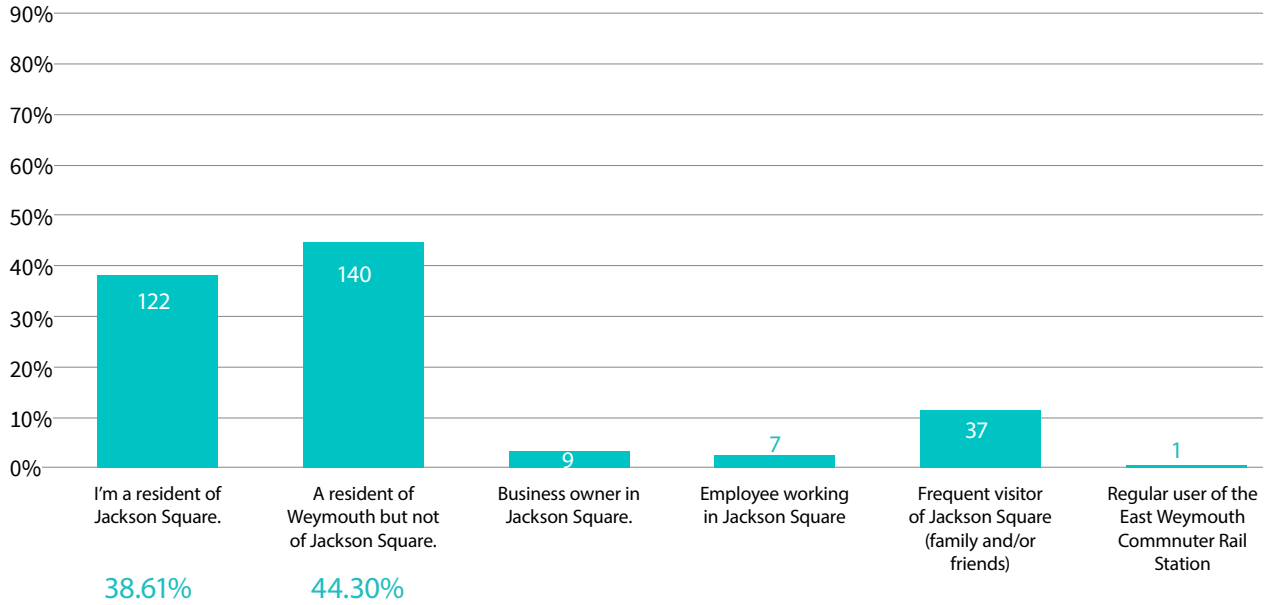
No change and encourage redevelopment and parcel assembly ranked the lowest in the community's preference, while improving façades ranked as the highest priority for most of the community. Some development and adaptive reuse and additions to existing structures ranked as the second preference for most.

This indicates an inclination of preference for upgrading the existing buildings, their façades and a lower preference for developing larger buildings or not doing anything in the area.

RESULTS

17. Please tell us who you are?

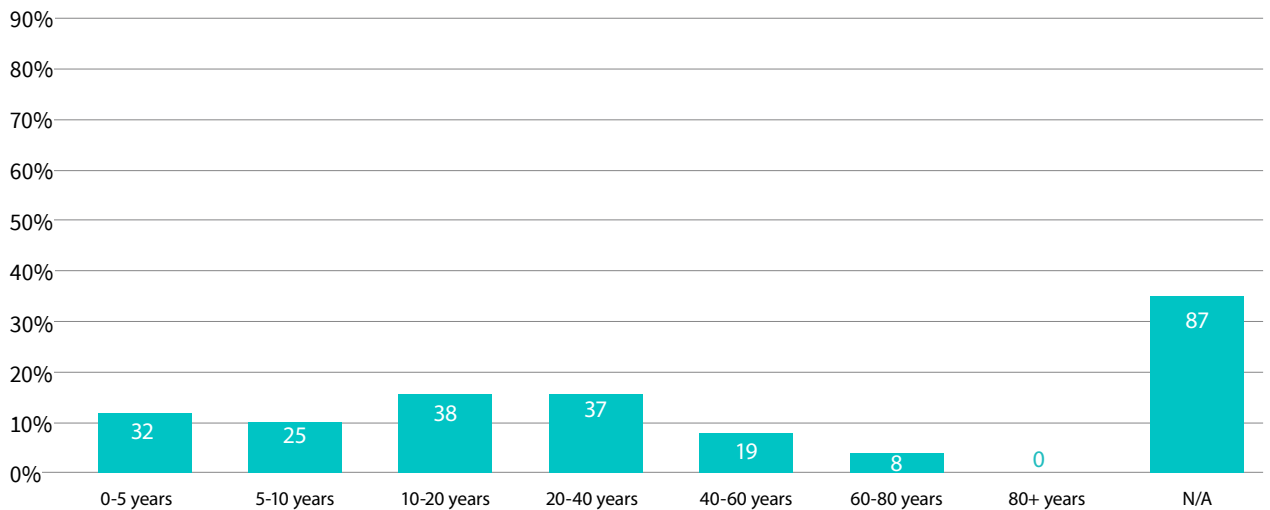
From 316 responses:



RESULTS

18. How long have you been a resident of Jackson Square?

From 246 responses:



RESULTS

19. What would you still like to know?

From 84 responses:

- Would the town be paying for renovations of existing private businesses? Or are you expecting the business owners to pay for it?.
- When will can I find out the results of this process.
- How long will it continue?
- Connectivity needs to be really improved for non-auto mobility.....
- Timeline of planning process.
- The timeline of the process from conceptual or schematic design to final approval, just before the renovations are bid by contractors.
- Who is paying for these changes.
- Maintaining and highlighting historic buildings and events - example Rice Taver (now Pecks funeral home) as well as other mid 19th century building
- When would this process start
- Will union labor be building
- Vehicle traffic impacts. Commuter rail and field usage have made it a nightmare already.
- How much will it cost? How will the funds be raised? How long will it take to build? What will the bidding process be? How will you guarantee there the bidding process will not be corrupted? There were a lot of backdoor deals with the Weymouth Landing project and repaving project?
- Who is paying for these changes? Obviously we all want better amenities, but there is not enough funding for public safety and schools.
- The timeline of how long this project would take and how traffic will be re-routed while construction is happening
- HOW MANY TEARS TO CHAANGE [SIC]
- how much? will raise taxes? how long this process will take? When is final decision taken?
- I live within 1/2 of Jackson Square. Weymouth doesn't need another box store area. Locally owned/operated store fronts are more welcome to this area of Weymouth. Please.
- Who paid for this survey?
- Information about source of funding What stage of the project are we at now
- I would like to know if the skatepark that was supposed to be built at Lovell field is planned to be built during this redevelopment..
- I would like to know how many "affordable" housing units the city is thinking about and how you plan to maintain both the properties and tenants. Weymouth does not need anymore luxury condos either.
- What is the time frame for the planning and decision making? Is there existing funding? Where would the funding come from? Is there an estimated budget?
- Why the master plan is being ignored and the addition or residence is even an option
- How can we as a community make sure that home and business owners keep up the appearance of their homes and buildings in town?
- Have zoom meetings with area residents.
- When will we know the results of this study? How will they be communicated?



RESULTS

Common Trends

Timeline

Process

How to afford these changes / taxes / bussines owners?

Who is involved?



RESULTS

20. What would you like the planning team to know?

From 125 responses:

- I do not want giant 'luxury' apartment buildings in this area...
- We need sandwich shops and more parking.
- My biggest concern is to help the ecology of the herring run and the Brook.
- Connectivity needs to be really improved for non-auto mobility.....
- Historic preservation must be a key focus.....
- You want to keep the square quaint....
- I would NOT like to see Jackson Square full of cheap, ugly residential stick builds.
- No more housing of any kind!
- There is enough residential housing. The town needs commercial tax base...
- I believe building a bridge across the river from the Commuter Rail parking lot to Lovell Field will steal the natural beauty.....
- We do not need any more housing in Jackson Square.
- Don't change it too much.....
- NEED BETTER DENSITY AND BETTER PARKING REGS TO ALLOW 1 TO 1 PARKING AND COMPACT CARS
- WE NEED A DOG PARK
- ...don't ruin Jackson square with condos.
- No more apartments or condos please ...
- One of the downsides to overdevelopment is the removal of public parking....
- The days of small retail stores has passed, and the town is way over developed. Single family homes should be the priority
- NO MORE CONDOS/Apartments
- Retain history, no over development/high rise apartments etc like weymouth landing.
- Your [sic] gentrifying this entire town, it's sickening and makes me want to move.
- Public spaces in Jackson Square have litter and ugly foliage.
- With any additional housing or commercial use the traffic planning should be a priority as this area is currently very congested.
- Just keep in mind of the traffic flow when developing.
- PLEASE NO MORE ASIAN MASSAGE or APARTMENT BUILDINGS!
- The most important change I would like to see is to make Jackson Square accessible to people with disabilities.
- I think a bike lane is too dangerous on Commercial Street near the train station.
- We need restaurants and shops. We need something worth walking down to with my family.
- ...Please no high rises.
- Not to over develop. There are a lot of empty buildings in Weymouth.
- The traffic is out of control.
- If changes to the area are proposed, any work done should comply with current ADA Requirements



RESULTS

- I am very concerned there will be issues with people using the parking lot at Lovell for commercial use
- Improvements of existing structures are fine but Weymouth does not need any more additional building.
- What they are going to do to attract new Business?
- The plans for upgrades are long overdue, great job on the survey.
- I would not like condos or apartments built.
- We already have too many residential apartment-type buildings.
- NO MORE APARTMENTS/CONDOS!!!!!!
- Don't let this become the Landing disaster.
- There are enough apartments/condos in the Jackson Square area.
- We have enough low income housing in Weymouth...,
- No more condos!
- I'm not interested in any project that brings more traffic to the area
- do not add housing
- Increasing opportunity to walk from parks to restaurants and businesses would attract me to this area.
- NO housing - just improve facades...
- Please no more apartment buildings.
- Keep it as green as possible .
- Redevelopment of JS is an important initiative.....
- Keep character of small town feel.
- NO MORE HOUSING!!
- We need better businesses.
- I do not like the idea of parcel assembly...
- Please Consider restaurants and shopping with parking
- we need to get rid of some of the salons and get some other small businesses.
- this area needs help. but need to keep old town feel
- We don't need any more apartments.
- I think the charm of Jackson square is that it is not overdeveloped and has the old time charm
- Please no more housing .
- I don't think we need more apartment buildings,



RESULTS

Common Trends

No more housing.

Inclination for commercial development.

Preserve small-scale feel.

Historic preservation.

Parking and traffic.

Ecology.

7.2 Fit Studies

(Presented in a public webinar, December 8, 2020)

As noted in the main report, these fit studies test different zoning alternatives for dimensional standards and parking requirements in the Jackson Square area. To test the balance of parking and development, the consultant team made certain assumptions about land uses, choosing to focus on restaurants for ground floor use and office or residential for upper floor uses.

In Weymouth, food establishments have the highest parking requirements, which is why these studies assume that the ground floor is restaurant only. A development project would have a mix of uses on the ground floor; such a mix might lessen the parking required.

The number of units shown is based on an average unit size of just over 1,000sf. An actual development project would have a specific mix of units types with higher or lower square footages; thus the number of units in an actual development project could be higher than those shown in these studies.

A different mix of uses will change the parking needs. This appendix provides more information about the test criteria and whether parking management strategies have been used in each scenario.

Scenario 1 By Right

This scenario tests permitted uses and dimensional standards under the current Business 2 District (B-2). Residential development is not permitted so office, retail, and restaurant were the only uses tested. These uses align with demand projected in the market analysis undertaken as part of this study.

Strengths of the dimensional standards include no limitations on lot coverage and setbacks and the generous height allowance of up to six stories. However, the parking requirements are so restrictive that the vast majority of the site must be allocated for parking.

The car-oriented nature of the resulting development is inconsistent with best practices for walkable centers and stormwater management, creating a potential negative impact on the water quality of Herring Run Brook from surface water runoff. Unshaded expanses of parking also increase the heat island effect.

Test Fit Criteria

Permitted Uses:

Office, Restaurants, Retail.

Setbacks:

None (except when abutting residential uses)

Max Height:

6 stories

Max. Lot Coverage:

None

Parking Requirements (120-74):

Eating and Drinking Establishments:

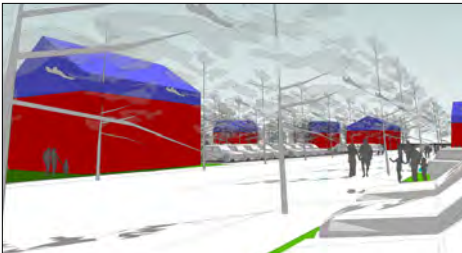
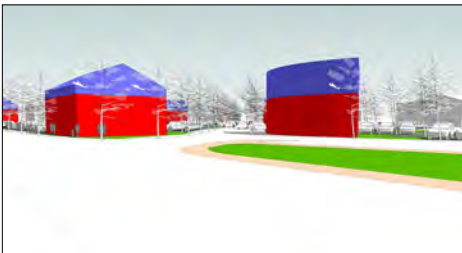
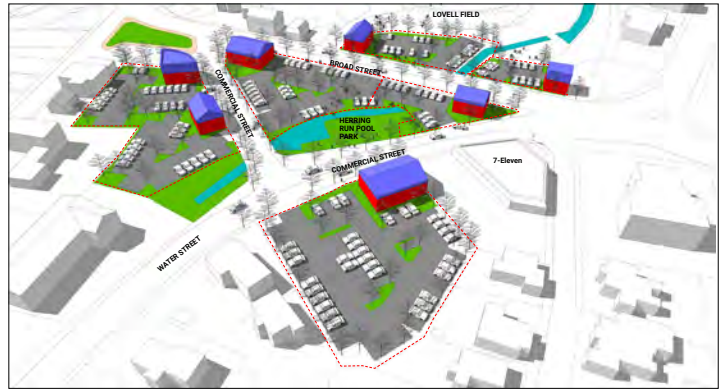
1 space / 3 seats or 2 / 100 SF Retail:

Retail:

1 space / 200 SF first floor

1 / 400 SF thereafter for all floors

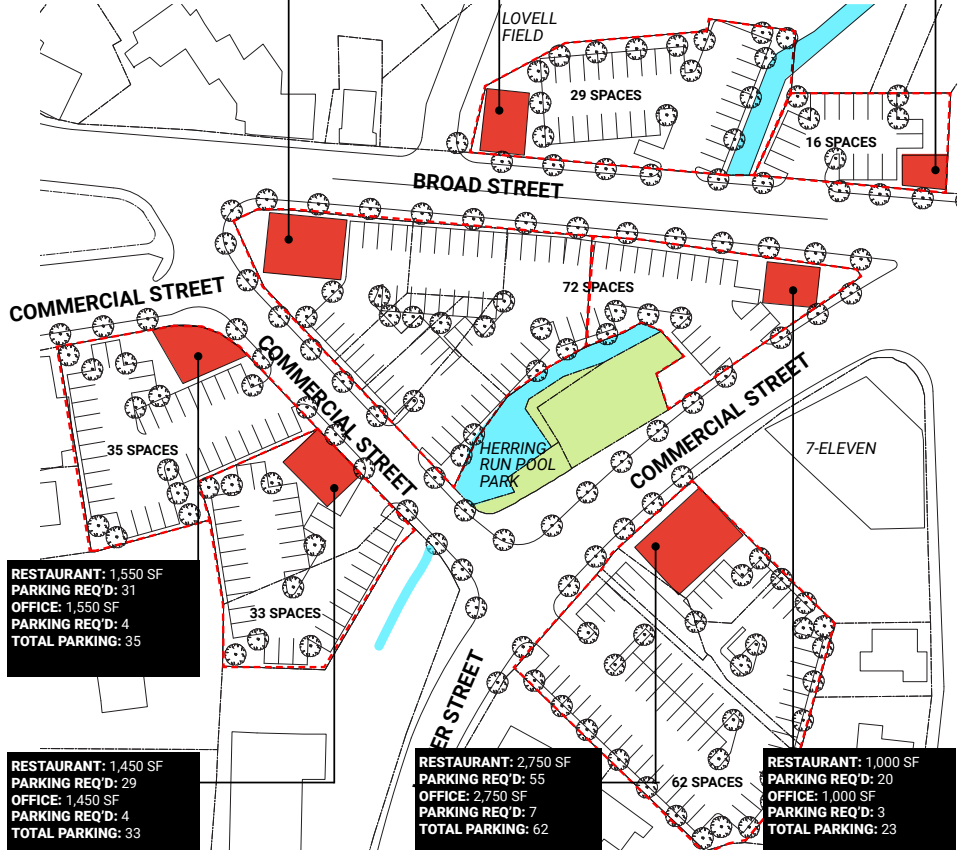
Office: 1 space / 200 SF



RESTAURANT: 2,150 SF
PARKING REQ'D: 43
OFFICE: 2,150 SF
PARKING REQ'D: 6
TOTAL PARKING: 49

RESTAURANT: 1,300 SF
PARKING REQ'D: 26
OFFICE: 1,300 SF
PARKING REQ'D: 3
TOTAL PARKING: 29

RESTAURANT: 700 SF
PARKING REQ'D: 14
OFFICE: 700 SF
PARKING REQ'D: 2
TOTAL PARKING: 16



RESTAURANT: 1,550 SF
PARKING REQ'D: 31
OFFICE: 1,550 SF
PARKING REQ'D: 4
TOTAL PARKING: 35

RESTAURANT: 1,450 SF
PARKING REQ'D: 29
OFFICE: 1,450 SF
PARKING REQ'D: 4
TOTAL PARKING: 33

RESTAURANT: 2,750 SF
PARKING REQ'D: 55
OFFICE: 2,750 SF
PARKING REQ'D: 7
TOTAL PARKING: 62

RESTAURANT: 1,000 SF
PARKING REQ'D: 20
OFFICE: 1,000 SF
PARKING REQ'D: 3
TOTAL PARKING: 23

Scenario 2 Special Permit

This scenario would require a special permit from the Board of Zoning Appeals.

The floor area ratio is restrictive, with the result that the land use is inefficient, and combined with the outdated parking requirements.

This results in development that is not economically feasible and not suitable for a walkable village center.

The built environment becomes parking garages that serve the small buildings; this is an unpleasant pedestrian experience, with a high cost of construction, and a destructive addition to the historic development pattern of Jackson Square.

Test Fit Criteria

Permitted Uses:

Office, Restaurants, Retail.

Special Permit:

Residential (Max. FAR 0.3)

FAR (0.3):

Excluding the floor area of garages

Setbacks:

None (except when abutting residential uses)

Max Height:

6 stories

Max. Lot Coverage:

None

Parking Requirements (120-74):

Eating and Drinking Establishments:

1 space / 3 seats or 2 / 100 SF Retail

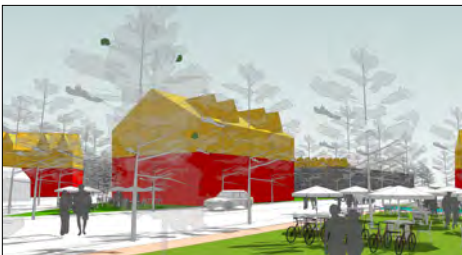
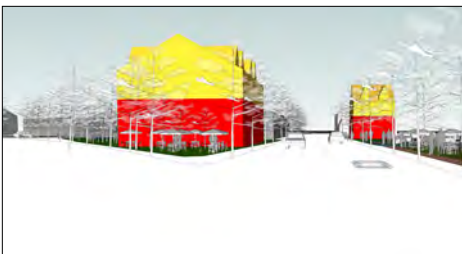
Retail:

1 space / 200 SF first floor

1 / 400 SF thereafter for all floors

Office: 1 space / 200 SF

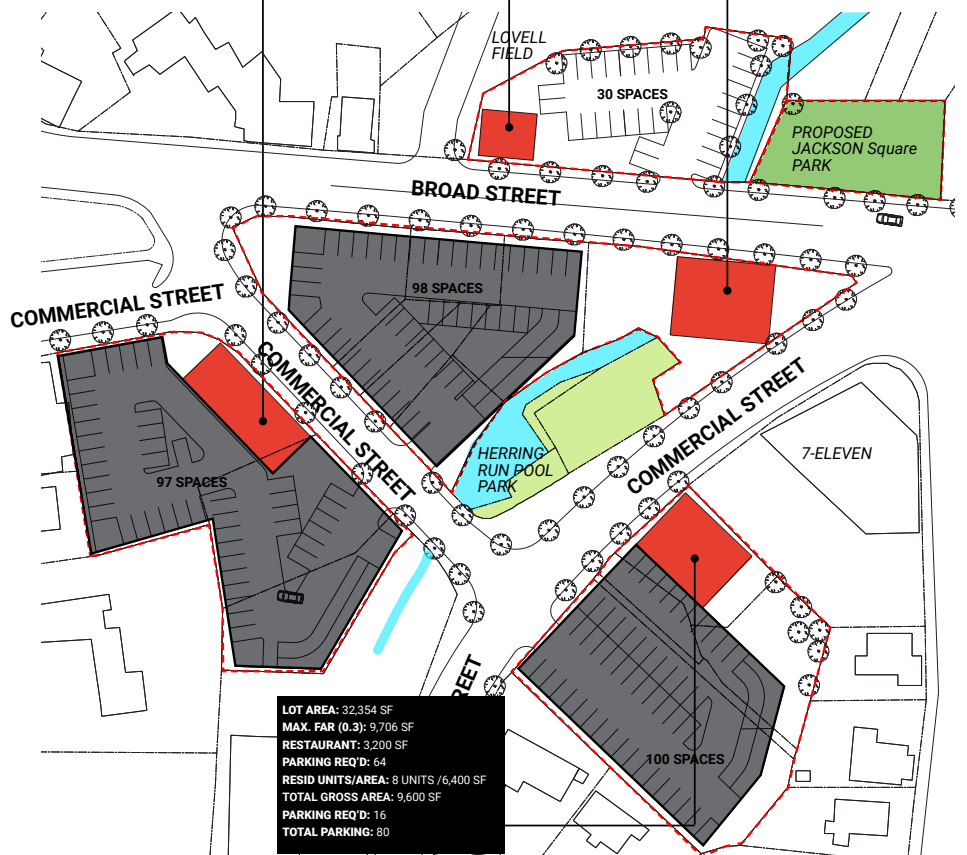
Residential: 2 spaces/ unit



LOT AREA: 33,767 SF
MAX. FAR (0.3): 10,130 SF
RESTAURANT: 3,350 SF
PARKING REQ'D: 67
RESID UNITS/AREA: 8 UNITS / 6,700 SF
TOTAL GROSS AREA: 10,050 SF
PARKING REQ'D: 16
TOTAL PARKING: 83

LOT AREA: 18,206 SF
MAX. FAR (0.3): 5,462 SF
RESTAURANT: 1,200 SF
PARKING REQ'D: 24
RESID UNITS/AREA: 4 UNITS / 2,400 SF
TOTAL GROSS AREA: 3,600 SF
PARKING REQ'D: 8
TOTAL PARKING: 32

LOT AREA: 38,758 SF
MAX. FAR (0.3): 11,627 SF
RESTAURANT: 3,850 SF
PARKING REQ'D: 77
RESID UNITS/AREA: 8 UNITS / 7,700 SF
TOTAL GROSS AREA: 11,550 SF
PARKING REQ'D: 16
TOTAL PARKING: 93



LOT AREA: 32,354 SF
MAX. FAR (0.3): 9,706 SF
RESTAURANT: 3,200 SF
PARKING REQ'D: 64
RESID UNITS/AREA: 8 UNITS / 6,400 SF
TOTAL GROSS AREA: 9,600 SF
PARKING REQ'D: 16
TOTAL PARKING: 80

Scenario 3 Village Center Zoning Overlay District

This district applies to Weymouth Landing, which also has a commuter rail on the Greenbush Line and has had recent development under these zoning regulations.

Testing the Village Center overlay District in Jackson Square allows a comparison with built projects in Weymouth Landing.

The dimensional standards and parking requirements under this district allow for a more efficient use of land. However, the resulting building massing and scale may be less appropriate for the village scale proposed for Jackson Square.

This village zoning allows for parking sharing strategies as follows:

Under site plan review:

(1) A ten-percent reduction in the minimum parking standard for any business located within 1,000 feet of a municipal parking facility or commuter rail station.

(2) Allow parking areas to be shared with adjoining businesses, based upon having peak user demands at different times, provided that all businesses sharing parking are located on the same lot.

Under special permit:

(3) On-street parking spaces within a radius of 200 feet and municipal lot parking spaces may be counted as part of the required parking need.

(4) Allow provisions for the required spaces to be on a separate lot or lots within a radius of 1,000 feet, measured from the lot line of the principal use.

Test Fit Criteria

Permitted Uses:

.... a diverse mix of residential, business, commercial, office, governmental, institutional and entertainment uses for workers, visitors, and residents.

G. Encourage mixed uses within the same structure.

Setbacks:

120-25.5C

Max. Height:

2 1/2 stories, not to exceed 35 feet; or 4 stories, not to exceed 50 feet by special permit

Max. Lot Coverage:

50% residential / 80% mixed-use

Parking Requirements:

Eating and Drinking Establishments:
1 space/ 4 seats or 2 / 150 SF Retail:

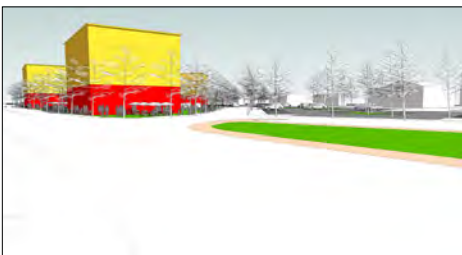
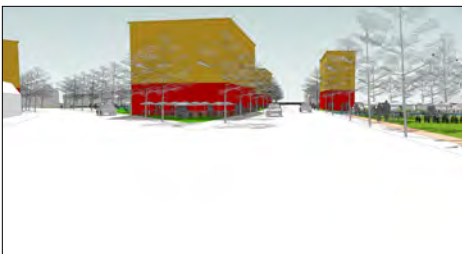
Retail:

1 space / 250 SF first floor

1 space / 500 SF thereafter for all floors

Office: 1 space / 300 SF

Residential: 1.5 - 2 spaces/unit

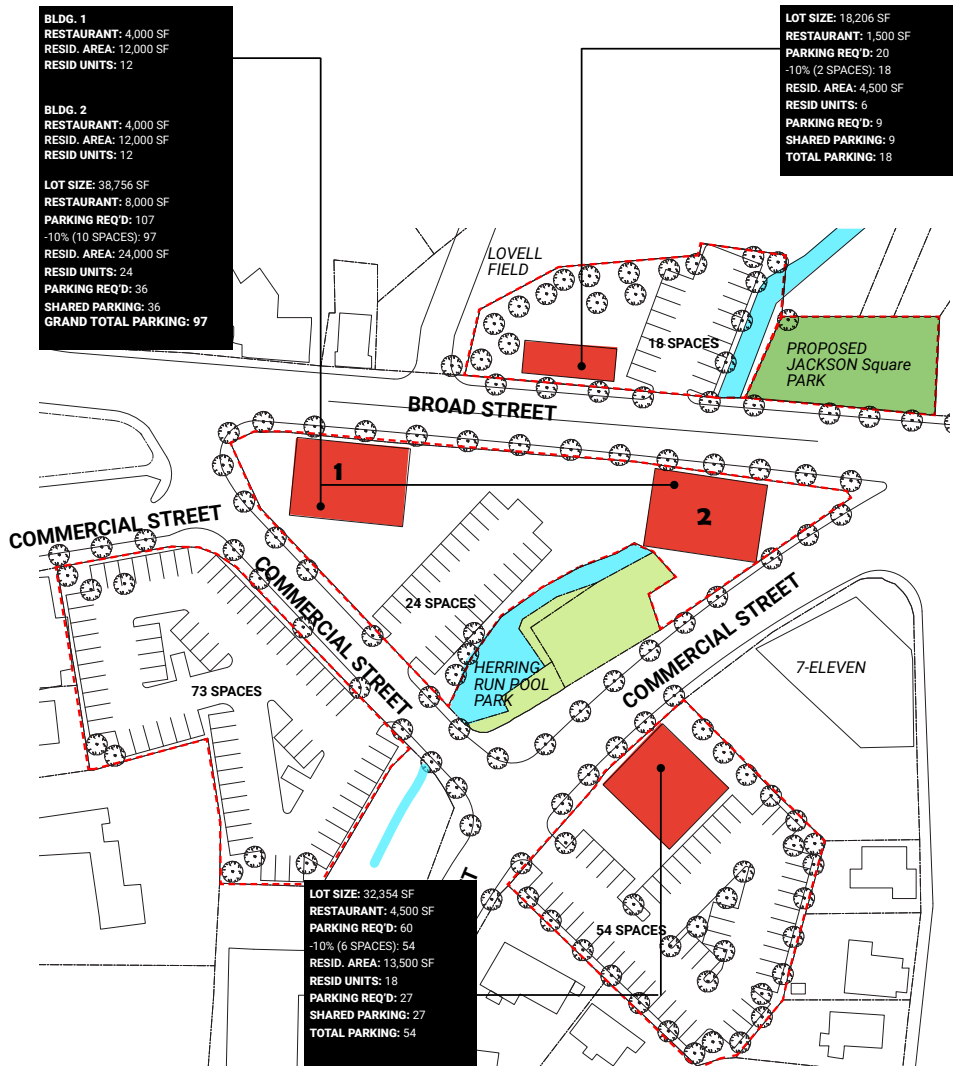


BLDG. 1
 RESTAURANT: 4,000 SF
 RESID. AREA: 12,000 SF
 RESID UNITS: 12

BLDG. 2
 RESTAURANT: 4,000 SF
 RESID. AREA: 12,000 SF
 RESID UNITS: 12

LOT SIZE: 38,756 SF
 RESTAURANT: 8,000 SF
 PARKING REQ'D: 107
 -10% (10 SPACES): 97
 RESID. AREA: 24,000 SF
 RESID UNITS: 24
 PARKING REQ'D: 36
 SHARED PARKING: 36
GRAND TOTAL PARKING: 97

LOT SIZE: 18,206 SF
 RESTAURANT: 1,500 SF
 PARKING REQ'D: 20
 -10% (2 SPACES): 18
 RESID. AREA: 4,500 SF
 RESID UNITS: 6
 PARKING REQ'D: 9
 SHARED PARKING: 9
TOTAL PARKING: 18



LOT SIZE: 32,354 SF
 RESTAURANT: 4,500 SF
 PARKING REQ'D: 60
 -10% (6 SPACES): 54
 RESID. AREA: 13,500 SF
 RESID UNITS: 18
 PARKING REQ'D: 27
 SHARED PARKING: 27
TOTAL PARKING: 54

Scenario 4 Zoning Change: Option A

This scenario allows residential development by right and very low parking requirements with parking sharing strategies; on-street parking and public facilities will likely be needed to fulfill parking demands.

This zoning proposes a height limitation of three and a half stories or 60 feet to allow for architectural design flexibility in terms of roof lines and floor heights that encourage an building design that is complementary of the historic character of Jackson Square.

In this scenario, parking is moved to the back or the side of buildings to promote safer walking environments. This zoning test limits the maximum lot frontage to 120 feet to break the mass of buildings and control their size to enhance the village-scale character.

Test Fit Criteria

Permitted Uses:

Office, Restaurants, Retail, Multi-unit Residential, Art Gallery.

Setbacks:

None (20 ft when abutting residential uses)

Max Height:

3 1/2 stories or 60 feet

Max. Lot Coverage:

None

Max. Lot Frontage:

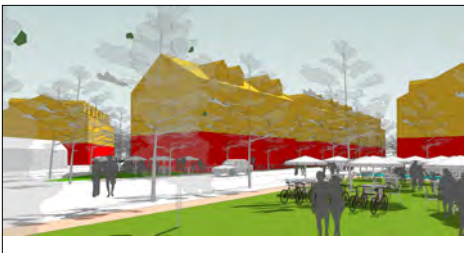
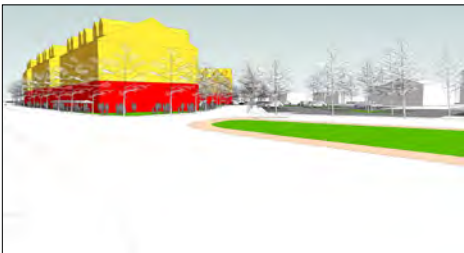
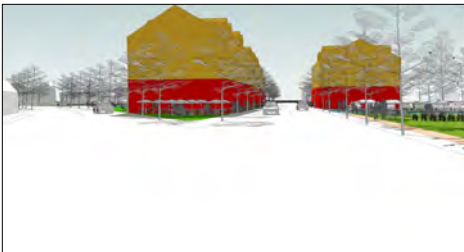
120 ft

Parking Requirements:

Eating and Drinking Establishments,
Retail: 1 space / 2,000 SF

Office: 1 space/ 500 SF

Residential: 1.5 spaces / unit



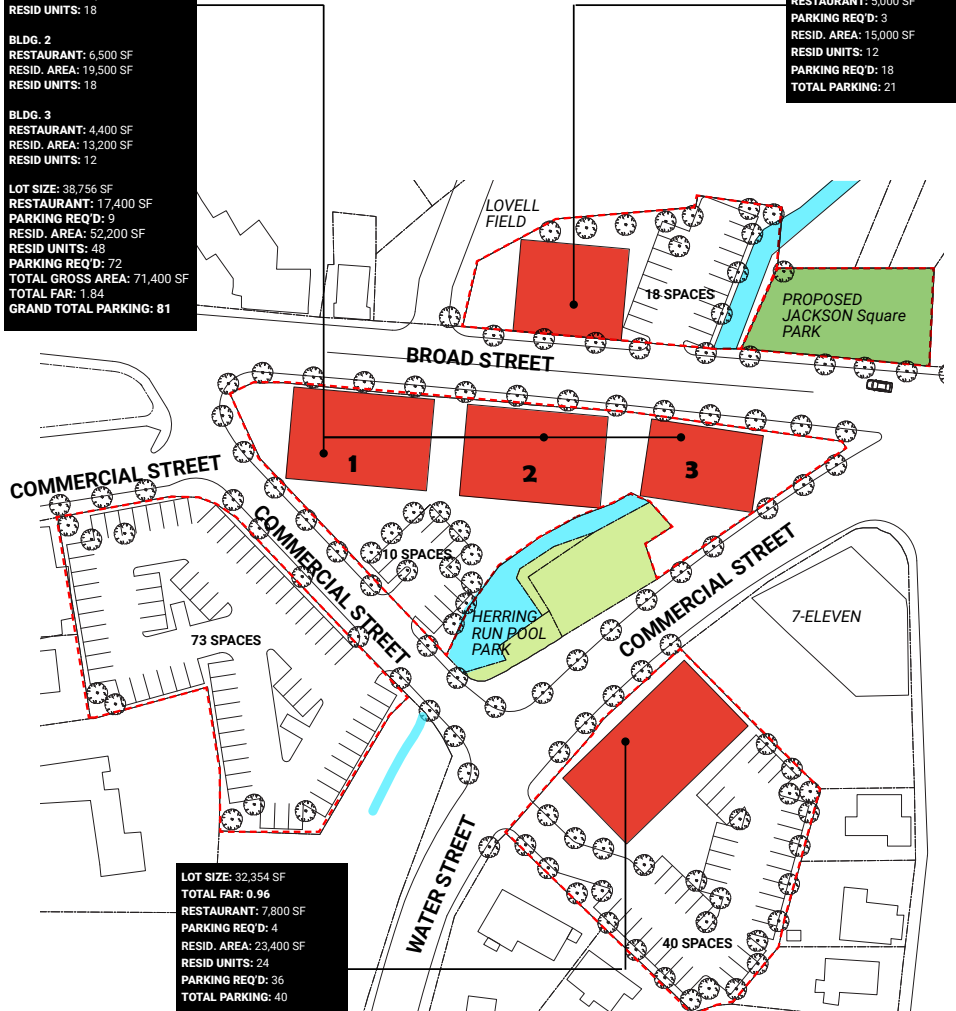
BLDG. 1
 RESTAURANT: 6,500 SF
 RESID. AREA: 19,500 SF
 RESID UNITS: 18

BLDG. 2
 RESTAURANT: 6,500 SF
 RESID. AREA: 19,500 SF
 RESID UNITS: 18

BLDG. 3
 RESTAURANT: 4,400 SF
 RESID. AREA: 13,200 SF
 RESID UNITS: 12

LOT SIZE: 38,756 SF
RESTAURANT: 17,400 SF
PARKING REQ'D: 9
RESID. AREA: 52,200 SF
RESID UNITS: 48
PARKING REQ'D: 72
TOTAL GROSS AREA: 71,400 SF
TOTAL FAR: 1.94
GRAND TOTAL PARKING: 81

LOT SIZE: 18,206 SF
TOTAL FAR: 1.1
RESTAURANT: 5,000 SF
PARKING REQ'D: 3
RESID. AREA: 15,000 SF
RESID UNITS: 12
PARKING REQ'D: 18
TOTAL PARKING: 21



LOT SIZE: 32,354 SF
TOTAL FAR: 0.96
RESTAURANT: 7,800 SF
PARKING REQ'D: 4
RESID. AREA: 23,400 SF
RESID UNITS: 24
PARKING REQ'D: 36
TOTAL PARKING: 40

Scenario 5 Zoning Change: Option B

This scenario allows residential development by right and low parking ratios tied to shared parking strategies to avoid the need to use on-street parking and public facilities to fulfill parking demands.

This proposed zoning proposes a height limitation of three and a half stories or 60 feet to allow for architectural design flexibility in terms of roof lines and floor heights.

In this scenario, parking is moved to the back or the side of buildings to promote safer walking environments. This zoning test limits the maximum lot frontage to 140 feet to break the mass of buildings and control their size to enhance the village-scale character.

Test Fit Criteria

Permitted Uses:

Office, Restaurants, Retail, Multi-unit Residential, Art Gallery.

Setbacks:

None (20 ft when abutting residential uses)

Max Height:

3 1/2 stories or 60 feet

Max. Lot Coverage:

None

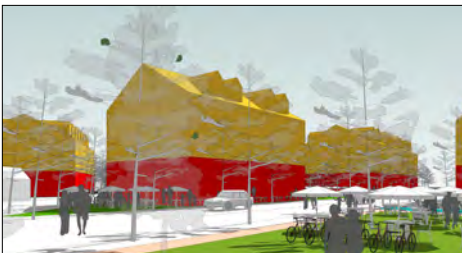
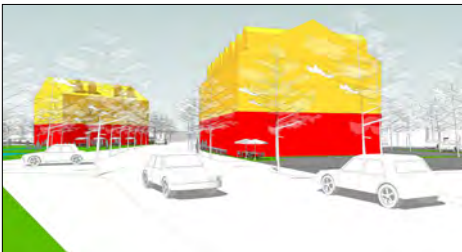
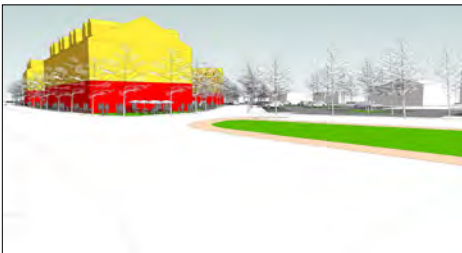
Max. Lot Frontage:

140 ft

Parking Requirements:

Eating and Drinking Establishments, Retail, Office: 1 space / 400 SF

Residential: 1.5 spaces/unit

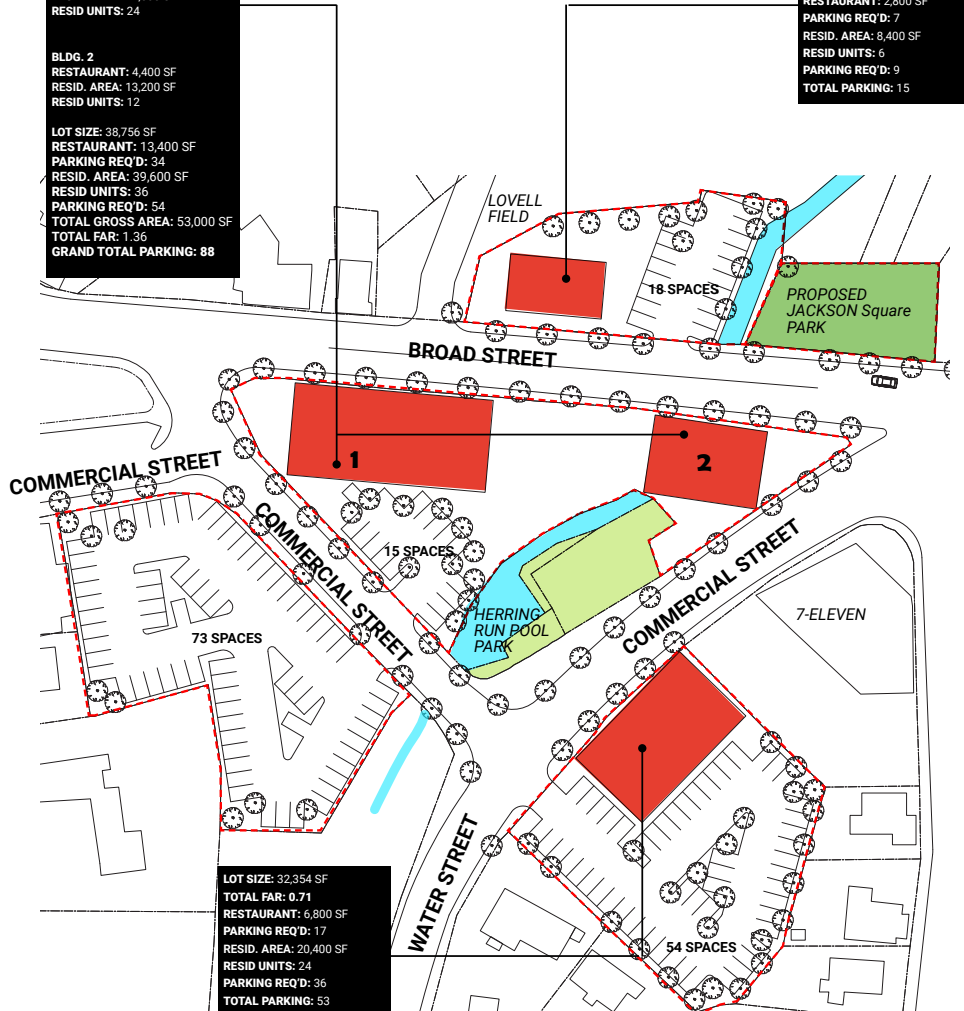


BLDG. 1
 RESTAURANT: 9,000 SF
 RESID. AREA: 27,000 SF
 RESID UNITS: 24

BLDG. 2
 RESTAURANT: 4,400 SF
 RESID. AREA: 13,200 SF
 RESID UNITS: 12

LOT SIZE: 38,756 SF
RESTAURANT: 13,400 SF
PARKING REQ'D: 34
RESID. AREA: 39,600 SF
RESID UNITS: 36
PARKING REQ'D: 54
TOTAL GROSS AREA: 53,000 SF
TOTAL FAR: 1.36
GRAND TOTAL PARKING: 88

LOT SIZE: 18,206 SF
TOTAL FAR: 0.62
RESTAURANT: 2,800 SF
PARKING REQ'D: 7
RESID. AREA: 8,400 SF
RESID UNITS: 6
PARKING REQ'D: 9
TOTAL PARKING: 15



LOT SIZE: 32,354 SF
TOTAL FAR: 0.71
RESTAURANT: 6,800 SF
PARKING REQ'D: 17
RESID. AREA: 20,400 SF
RESID UNITS: 24
PARKING REQ'D: 36
TOTAL PARKING: 53

7.3 Draft Zoning

Jackson Square Zoning Overlay District

§ 120-XX.1. Purpose.

The Jackson Square Zoning Overlay District is an overlay zoning district. Parcels within the overlay district are first subject to the additional regulations of the overlay. In cases where there is a conflict, the regulations of the overlay zoning supersede the underlying zoning district.

The purpose of the Jackson Square Overlay District is to support a vibrant, mixed-use village center that enhances the significant natural resource of Herring Run Brook and connects the village and the brook to existing open space and recreational resources, including Lovell Field, Stephen J. Rennie Park, Iron Hill Park, and the Back River Trail. Existing public transit (bus and commuter rail), proposed improvements to encourage walking and biking, and municipal parking (on-street and off-street) provide multi-modal transit options connecting the surrounding neighborhoods to Jackson Square. These goals are consistent with the Weymouth Master Plan and the Jackson Square Land Use Plan.

It is hereby declared to be the intent of the Jackson Square Overlay District to establish reasonable standards that permit and control mixed residential, commercial, governmental, institutional, and office uses in the Town of Weymouth. New development or substantial additions to or rehabilitation of existing buildings should accomplish the following goals:

- A. Be sympathetic to the massing and form of existing built structures and the architectural detailing of historic structures.
- B. Enhance the public realm by creating outdoor open spaces linked to existing open spaces, providing, over time, a continuous network of publicly accessible space along the Herring Run Brook.
- C. Support amenities for pedestrians and bicyclists, including public seating in areas of shade and sun, bicycle storage, and active, welcoming ground-floor façades.
- D. Adapt existing historic structures for new commercial uses that support the adjacent neighborhoods.
- E. Increase the variety of housing including ownership/rental models, different levels of affordability, and different sizes and layout to accommodate housing needs for a wide range of ages, incomes, and levels of mobility.

- F. Reduce the amount of impervious surface by reducing parking requirements by use, encouraging shared parking spaces and parking access, and using low-impact development techniques to capture stormwater on site, preventing surface water run-off into the Herring Run Brook or the Town's stormwater sewer system.

This article is intended to be used in conjunction with other regulations as adopted by the Town, including historic district regulations, design guidelines, site plan review, and other local ordinances designed to encourage appropriate and consistent patterns of village development.

§ 120-XX.2. Location.

The Jackson Square Overlay District is centered on the triangle formed by Broad Street, Pleasant Street, and Water Street. To the northeast, it extends along Commercial Street to the intersection with North Wharf Street. To the west, it extends along Broad Street to Shawmut Street and along Commercial Street to Cottage Street. To the south, it extends along Water Street and Pleasant Street to Riley Avenue and Raymond Street. The district is delineated in the Town's Zoning Map.

§ 120-XX.3. Special permit uses.

Within the Jackson Square Overlay District, a special permit may be granted for a mixed-use building with commercial use on the ground floor and office and/or residential on the upper floors. The commercial use, including restaurant, retail or other active use that serves the public, must be a minimum of 51% of the gross floor area of the floor at street level.

§ 120-XX.4. Intensity of use.

No structure shall be erected, altered or moved, except in conformity with the following overlay district requirements:

- A. Front yard setback:
 1. The principal façade shall be set back no further than the setback of one of the adjacent buildings or the average of both unless the front yard setback includes publicly accessible open space, such as a small plaza, as an integrated component of the overall development. If no building is adjacent to the parcel, then the measure is the closest building on the same side of the principal street.

2. Parking and loading shall not be allowed in the front yard setback.
3. Porches, porticoes, stoops, bay windows, and other architectural protrusions integrated into the principal façade are allowed within the front yard setback but may not extend into or over the public right-of-way.
4. The area between the principal façade and the public right-of-way shall be appropriately landscaped.

B. Rear or side yard setback:

1. Minimum of 20 feet from an abutting single-family residential use.
2. Minimum of 20 feet from Herring Run Brook whether the brook is visible or below the surface of the lot. To accomplish the purposes of this article, the Board of Zoning Appeals is authorized to grant a special permit reducing the required setback upon a showing that the proposed development has made a significant effort to address the goals of the Jackson Square Land Use Plan (2021) with respect one or more of the following: (1) expansion of the Herring Run Pool Park; (2) removal of invasive species from the banks of the brook; (3) daylighting the brook with appropriate channeling and plantings; and (4) elimination of the surface water run-off from the site into the brook.
3. Where appropriate, rear and side yard setbacks shall connect to public open space and be used for active and passive public uses such as outdoor dining and retail, seating areas (shaded and open), bike racks, and other amenities designed to support local businesses and reinforce community pride and connections.

D. Maximum height:

1. The maximum height of a building in Lower Jackson Square (from Broad Street at Pleasant Street to Broad Street at Water Street and then Water Street to Myrtle Street) is 3.5 stories or 50 feet. In the remainder of the Jackson Square Overlay District, the maximum height is 2.5 stories or 40 feet.
2. To accomplish the purposes of this article, the Board of Zoning Appeals is authorized to grant a special permit to allow an increase in the height of structures either in existence, as reconstructed, or as new construction by a maximum of a half-story and ten feet from the provisions of C.1 above. The total height in Lower Jackson Square shall not exceed 4 stories and 60 feet and the total height within the rest of this zoning district shall not exceed 3 stories or 50 feet. Such a special permit would allow a flat roof rather than a pitched roof. The relaxation of this requirement shall be allowed subject to a finding that the

additional height is required to meet the development criteria for this zoning district.

3. The floor-to-floor height of the ground floor shall be between 12 feet and 15 feet, suitable for retail and restaurant uses, consistent with current practice for such uses. To accomplish the purposes of this article, the Board of Zoning Appeals is authorized to grant a special permit to allow an increase in the floor-to-floor height of the ground floor to a maximum of 20 feet subject to a finding that the additional height is required to meet the development criteria for this zoning district.

E. Maximum lot coverage: 80% (buildings and parking).

1. To accomplish the purposes of this article, the Board of Zoning Appeals is authorized to grant a special permit to allow a higher lot coverage for structures either in existence, as reconstructed, or as new construction. The relaxation of this requirement shall be allowed subject to a finding that the additional lot coverage is required to meet the site and design criteria for this zoning district.

§ 120-XX.5. Required parking spaces.

Off-street parking spaces within the Jackson Square Overlay District shall be provided in accordance with the following minimum requirements. All other requirements related to parking shall be as defined in Article XVII Off-Street Parking.

A. Dwelling units: 1.5 space per unit

1. To accomplish the purposes of this article, the Board of Zoning Appeals is authorized to grant a special permit to allow a reduction to 1.25 spaces per dwelling unit. The relaxation of this requirement shall be allowed subject to a finding that the Applicant has provided a parking management plan that meets one or more of the following criteria:
 - a. A written agreement between the Applicant and a property owner, including the Town and/or the MBTA, to lease overnight parking spaces to meet the required minimum. Space must be located within 1,000 feet of the lot line..
 - b. Demonstrated that the mix of uses on site allows for the sharing of parking spaces based on the anticipated peak demand for each use.

- B. Eating and drinking establishments: 1 space per 400 square feet of gross floor area.
- C. Retail, office and other commercial: 1 space per 400 square feet of gross floor area.

§ 120-XX.6. Special permit standards and criteria.

In addition to the specific criteria regarding the granting of a special permit in Article XXV, the Board of Zoning Appeals shall issue a special permit only after consideration of all the following:

- A. Impact on the neighborhood visual character, including architectural design, views and vistas.
- B. Degree to which the proposed use will share an access driveway and/or parking with an adjacent use and avoids new curb cuts.
- C. Compliance with the site and design standards in this zoning article.
- D. Degree to which the proposed project complies with the goals of the Jackson Square Land Use Plan (2021), the Weymouth Master Plan, and the provisions of this article.

§ 120-XX.7. Site and design standards.

The following development standards shall be used for all applications requiring site plan approval from the Planning Board and/or a special permit from the Zoning Board of Appeals.

- A. Criteria for the Entire Overlay District
 1. The principal façade shall be oriented toward the principal street. The main building entrance shall face the street and clearly connect to the public sidewalk.
 2. Ground floor retail, restaurant, and other commercial uses shall be oriented with their primary entrance and window(s) facing the principal street. The relationship of these uses to the principal façade shall maximize pedestrian activity and the visibility of the businesses along the length of the principal façade.
 3. A minimum of 60% of the street-facing building façade between two feet and eight feet in height must be comprised of clear windows that allow views of indoor nonresidential space or product display areas. The bottom edge of such windows shall be no lower than three feet above the adjacent sidewalk and the window shall be no less than four feet in height.

1. The principal façade shall be articulated every 60-80 feet. All façades shall be treated with equal care in terms of design. Blank walls are prohibited.
2. Building and site lighting shall be designed to prevent light overspill or glare onto adjacent properties and shall be shielded at a 75-to-90-degree cut-off.
3. Underground utilities for new and redeveloped buildings are required unless physically restricted or blocked by existing underground obstructions.
4. Parking and loading/unloading shall be prohibited from the front yard setback between the principal façade and the street.
5. Access to rear parking shall have clearly marked and lit pedestrian access to the public sidewalk.
6. Bicycle storage shall be required at a ratio of one bicycle storage space for every twenty parking spaces.
7. The number of curb cuts onto the street shall be minimized and shared parking across multiple parcels shall be strongly encouraged.
8. To accomplish the purposes of this article, the Board of Zoning Appeals is authorized to grant a special permit for an increase in building height, an increase to the maximum lot coverage, a reduction in the setbacks from a single-family residential use, and/or a reduction in required parking subject to a finding that these modifications are necessary for the preservation and adaptive reuse of historic buildings either alone or integrated into a larger development.
9. New construction or significant rehabilitation shall retain all stormwater on-site, using rain gardens, bioswales, or other methods to allow stormwater to infiltrate rather than washing into Herring Run Brook. Applicants shall discuss the proposed maintenance of these low-impact development installations with the Board to ensure continual effectiveness of the operations.

B. Criteria for Lower Jackson Square

1. Curb cuts shall not be allowed on the south side of Broad Street, between Pleasant Street and Water Street.
2. New construction or additions on the north side of Broad Street between the two intersections with Commercial Street shall provide one or more view corridors into Lovell Field.
3. New construction or additions on parcels adjacent to Herring Run Brook shall connect new publicly

accessible open space to existing publicly accessible space next to the brook (including Herring Run Pool Park, Stephen Rennie Park, and any future daylighted areas) and provide direct pedestrian connections from this open space to the public sidewalk and to parking, if appropriate. Such open space shall have a combination of landscape, hardscape, and amenities including, but not limited to benches and bicycle racks.

4. New construction or additions on parcels adjacent Lovell Field shall connect new publicly accessible open space to the Field and provide a direct pedestrian connection from the public sidewalk on Broad Street to Lovell Field.
5. In this area, new construction shall have the longest façade parallel to Broad Street.

C. Criteria for Upper Broad Street

1. New development in Upper Broad Street shall match one of the existing setbacks on either side of the property or the average of both unless a deeper setback is required for outdoor dining or retail display.
2. In this area, buildings over two stories generally have a narrower principal façade with a pitched roof. New development shall respect this pattern in the building form and massing.

D. Criteria for East Weymouth/Commercial Street

1. New development or significant rehabilitation on the west side of Commercial Street between Broad street and North Wharf Street shall remove invasive species and open view corridors to Herring Run Brook and Lovell Field, where possible.
1. New development or significant rehabilitation on the east side of Commercial Street shall give due consideration to the unique topography of the area relative to the rest of the Jackson Square Overlay District.

E. Criteria for Water Street/Pleasant Street

1. Setbacks from Herring Run Brook shall preserve the ability to daylight the brook at a future date.

7.4 Market Analysis

FXM Associates

Jackson Square Land Use and Design Plan Economic Development and Reuse – Market Assessment

September 2020

Introduction

This memorandum presents the results of FXM Associates' data collection and analysis contributing to the Land Use and Design Plan for Jackson Square, Town of Weymouth.

The report contains:

- Demographic and economic profiles of Jackson Square, the Town of Weymouth, and Norfolk County
- Comparison of selected demographic and economic characteristics of Weymouth to surrounding communities
- Analysis of trends in the commercial real estate market, including multifamily housing
- Retail gap analysis for Jackson Square
- Comparison of selected fiscal characteristics of Weymouth and surrounding communities
- Estimated demand for rental housing in the Weymouth market area

As elsewhere in this Plan, note that the business and economic data are all pre-pandemic.

DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS

Populations and Households

Table 1 compares Jackson Square's population and key demographic characteristics to those of the town and Norfolk County. For purposes of this analysis, the Jackson Square project area is defined as that area within a 0.25-mile radius of the U.S. Postal Service in Jackson Square.

Jackson Square's population is estimated at 1,053, an increase of 3% over 2010. That rate of growth for that decade is only one-third the growth rate of the Town of Weymouth, at 9%, while the rate of household growth was half that of Weymouth's. Similarly, Jackson Square's projected population and household

growth rates over the next five years are less than that of the Town and County, by one percentage point. Population and household growth is important to the town's economic health, which depends to a large extent on a growing population's demand for goods and services as well as a potential source of new businesses and of labor for town businesses. As shown in the table, Weymouth's population and household growth over the last decade was slightly higher than Norfolk County's and is expected to be the same as the county's over the next five years.

With regard to incomes, both median and average incomes in Jackson Square are lower than those of the town and county. Family poverty rates are higher for the Jackson Square area and Town of Weymouth than for Norfolk County, and their proportions of households with incomes over \$150,000 are fewer.

Table 1

Population & Households Compared						
	Jackson Square Project Area		Town of Weymouth		Norfolk County	
Population						
2025 Projection	1,075		60,592		732,203	
2020 Estimate	1,053		58,674		710,869	
2010 Census	1,022		53,743		670,850	
2000 Census	1,027		53,973		650,738	
<i>Projected Growth 2020 - 2025</i>		2%		3%		3%
<i>Estimated Growth 2010 - 2020</i>		3%		9%		6%
<i>Growth 2000 - 2010</i>		-0.5%		-0.4%		3%
2020 Estimated Average Age	42		42		41	
Households						
2025 Projection	468		25,063		283,611	
2020 Estimate	457		24,265		274,683	
2010 Census	440		22,435		257,914	
2000 Census	429		22,021		249,005	
<i>Projected Growth 2020 - 2025</i>		2%		3%		3%
<i>Estimated Growth 2010 - 2020</i>		4%		8%		7%
<i>Growth 2000 - 2010</i>		3%		2%		4%
2020 Estimated Average Household Size	2.3		2.4		2.6	
2020 Estimated Household Income						
Income Less than \$15,000	29	6%	1,439	6%	16,682	6%
Income \$15,000 - \$24,999	29	6%	1,485	6%	14,108	5%
Income \$25,000 - \$34,999	44	10%	1,596	7%	13,282	5%
Income \$35,000 - \$49,999	68	15%	2,407	10%	20,515	7%
Income \$50,000 - \$74,999	80	18%	3,751	15%	31,698	12%
Income \$75,000 - \$99,999	49	11%	3,064	13%	30,020	11%
Income \$100,000 - \$124,999	37	8%	2,756	11%	28,786	10%
Income \$125,000 - \$149,000	30	7%	2,198	9%	24,678	9%
Income \$150,000 - \$199,999	39	9%	2,576	11%	32,918	12%
Income \$200,000 - \$249,999	20	4%	1,320	5%	19,249	7%
Income \$250,000 - \$499,999	22	5%	1,221	5%	24,446	9%
Income \$500,000 and over	10	2%	452	2%	18,301	7%
Household Income Less than \$25,000	58	13%	2,924	12%	30,790	11%
Household income more than \$150,000	91	20%	5,569	23%	94,914	35%
2020 Families by Poverty Status						
2020 Families Below Poverty	14	5%	777	5%	8,035	4%
2020 Families Below Poverty with Children	11	4%	619	4%	5,330	3%
2020 Estimated Average Household Income	\$ 102,446		\$ 112,319		\$ 151,909	
2020 Estimated Median Household Income	\$ 67,124		\$ 86,356		\$ 109,340	
2020 Estimated Per Capita Income	\$ 44,461		\$ 46,450		\$ 58,698	

Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

Table 2 below presents the age profile of the project area, town, and county. All three areas are characterized by a relatively older population.

Table 2

Age Profile, Jackson Sq., Town of Weymouth, and Norfolk County

	Jackson Sq	Town of Weymouth		Norfolk County	
Total Population	1,053	58,674		710,869	
Age 0 - 4	55	3,487	6%	37,938	5%
Age 5 - 9	60	3,351	6%	39,178	6%
Age 10 - 14	63	3,501	6%	42,143	6%
Age 15 - 17	33	1,941	3%	27,131	4%
Age 18 - 20	31	1,758	3%	28,854	4%
Age 21 - 24	40	2,304	4%	35,321	5%
Age 25 - 34	117	7,122	12%	86,816	12%
Age 35 - 44	177	8,423	14%	89,354	13%
Age 45 - 54	151	7,918	13%	97,432	14%
Age 55 - 64	144	8,313	14%	100,671	14%
Age 65 - 74	110	6,194	11%	72,199	10%
Age 75 - 84	53	2,990	5%	35,248	5%
Age 85 and over	19	1,372	2%	18,584	3%
Age 16 and over	865	47,703	81%	582,714	82%
Age 18 and over	842	46,394	79%	564,479	79%
Age 21 and over	811	44,636	76%	535,625	75%
Age 65 and over	182	10,556	18%	126,031	18%
Median Age	42	42		42	
Average Age	42	42		41	

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020, and FXM Associates

Table 3 shows the racial profile. The Jackson Square project area is slightly less diverse than the Town of Weymouth and considerably less than the county as a whole.

Table 3

Racial Profile, Jackson Sq., Town of Weymouth, and Norfolk County

	Jackson Sq.		Town of Weymouth		Norfolk County	
Total Population	1,054		58,674		710,869	
White Alone	932	88%	49,717	85%	540,150	76%
Black/African American Alone	30	3%	2,584	4%	52,373	7%
American Indian/Alaskan Native Alone	1	0.1%	94	0.2%	1,281	0%
Asian Alone	33	3%	3,076	5%	85,912	12%
Native Hawaiian/Pacific Islander Alone	0	0.00%	13	0.02%	164	0%
Some Other Race Alone	39	4%	1,706	3%	12,318	2%
Two or More Races	19	2%	1,484	3%	18,671	3%
Hispanic or Latino*	45	4%	2,721	5%	36,798	5%

* Category overlaps above racial designations

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020, and FXM Associates

Table 4 compares key demographic variables in Weymouth to those of surrounding communities of Hingham, Abington, Rockland, Braintree, and Quincy. Following the table is the same information shown graphically.

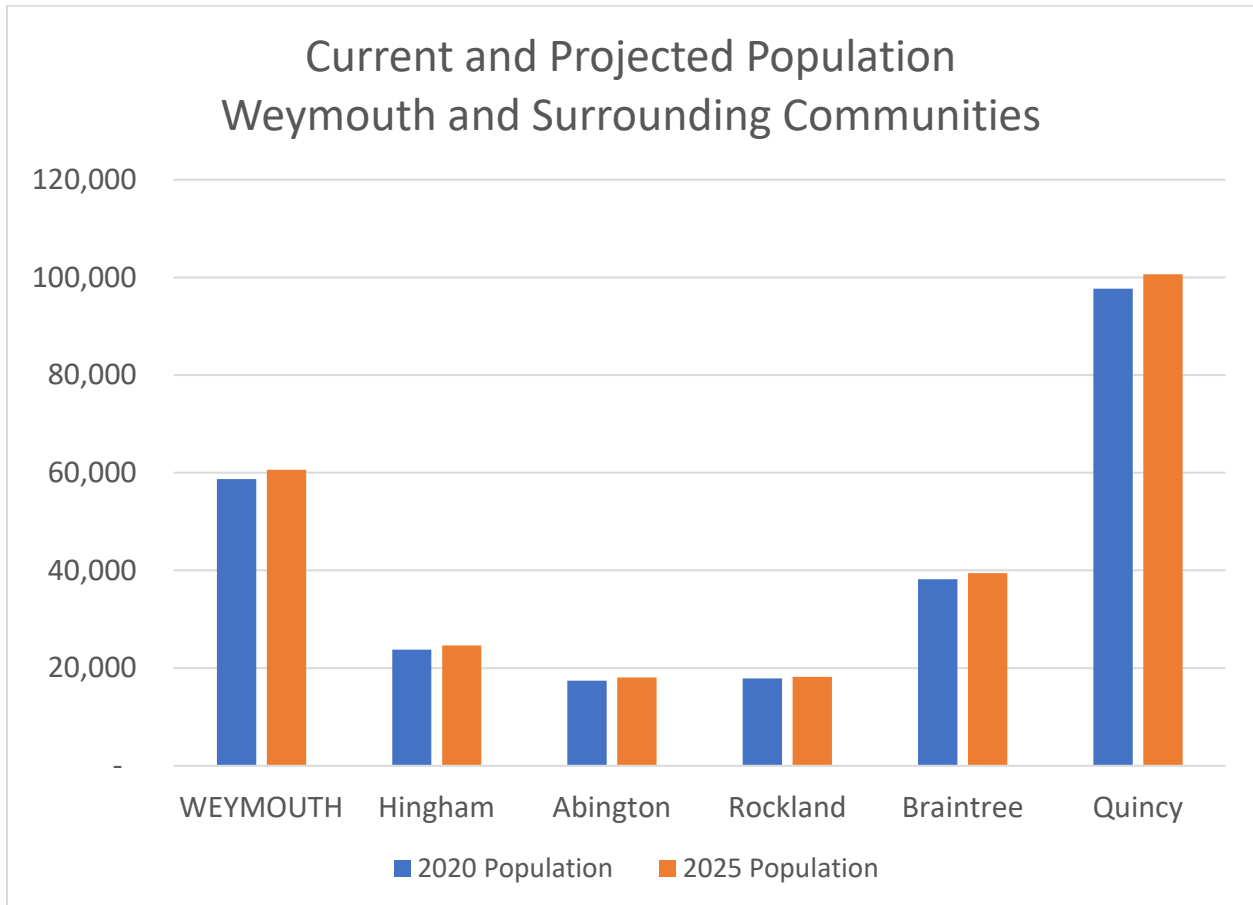
Table 4

Population, Households, Income, Home Values, Town of Weymouth and Surrounding Communities

	WEYMOUTH	Hingham	Abington	Rockland	Braintree	Quincy
2000 Population	53,973	19,897	14,597	17,996	33,752	87,905
2010 Population	53,743	22,194	16,293	17,489	35,593	92,271
% Population Growth 2000-2010	-0.43%	12%	12%	-3%	5%	5%
2020 Population	58,674	23,772	17,452	17,860	38,203	97,664
% Population Growth 2010-2020	9%	7%	7%	2%	7%	6%
2025 Population	60,592	24,631	18,076	18,188	39,412	100,639
% Population Growth 2020-2025	3%	4%	4%	2%	3%	3%
2000 Households	22,021	7,193	5,250	6,662	12,642	38,819
2010 Households	22,435	8,479	6,190	6,697	13,684	40,658
% Household Growth 2000-2010	2%	18%	18%	0.53%	8%	5%
2020 Households	24,265	9,246	6,676	6,924	14,746	43,294
% Household Growth 2010-2020	8%	9%	8%	3%	8%	6%
2025 Households	25,063	9,640	6,926	7,078	15,238	44,735
% Household Growth 2020-2025	3%	4%	4%	2%	3%	3%
Median income	\$86,356	\$145,037	\$100,520	\$93,945	\$103,245	\$82,722
Median Owner Occupied Home values	\$421,925	\$835,592	\$377,628	\$390,760	\$485,175	\$467,486

Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

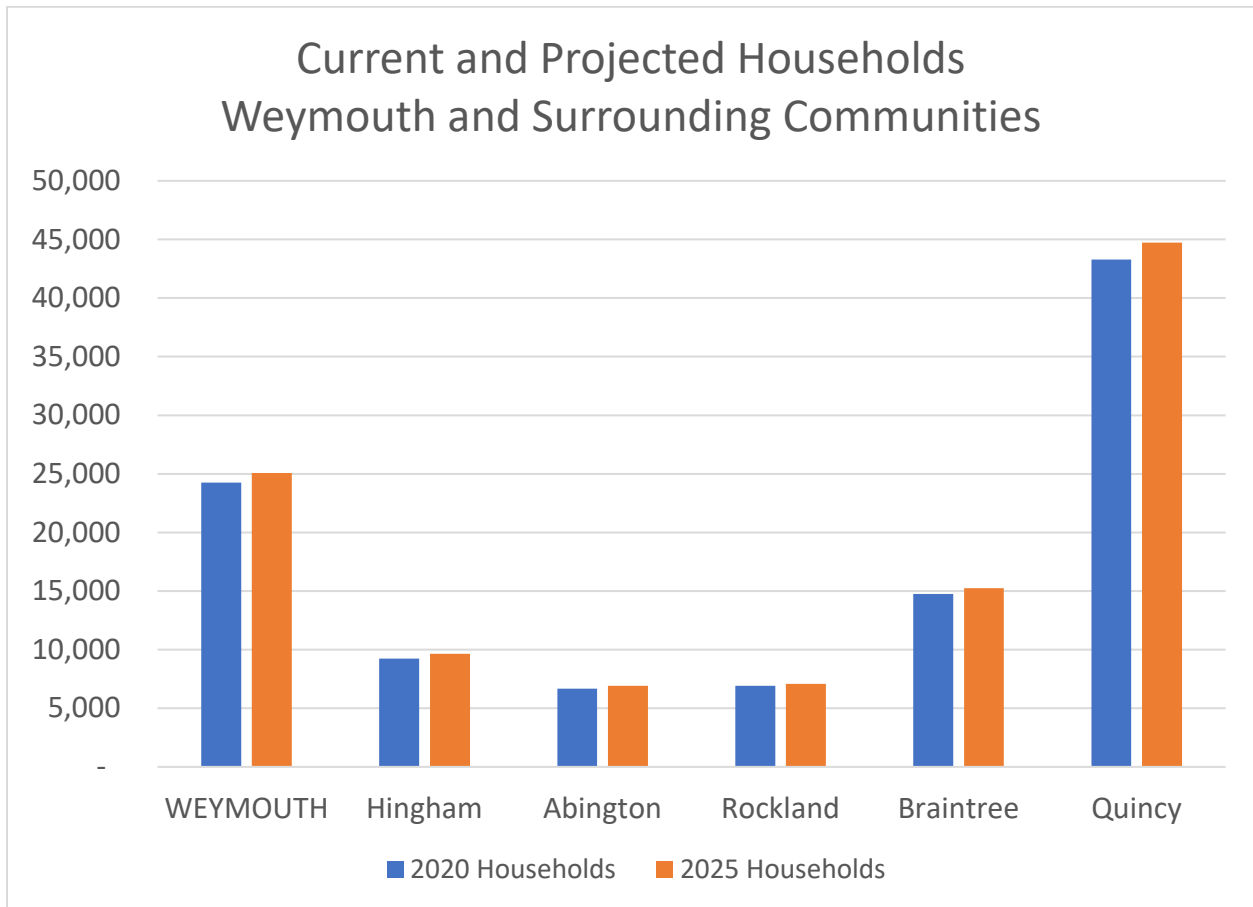
Figure 1



Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

Weymouth’s population is the second largest community among the six. The following graph shows current and projected households for these communities, which follow the same pattern.

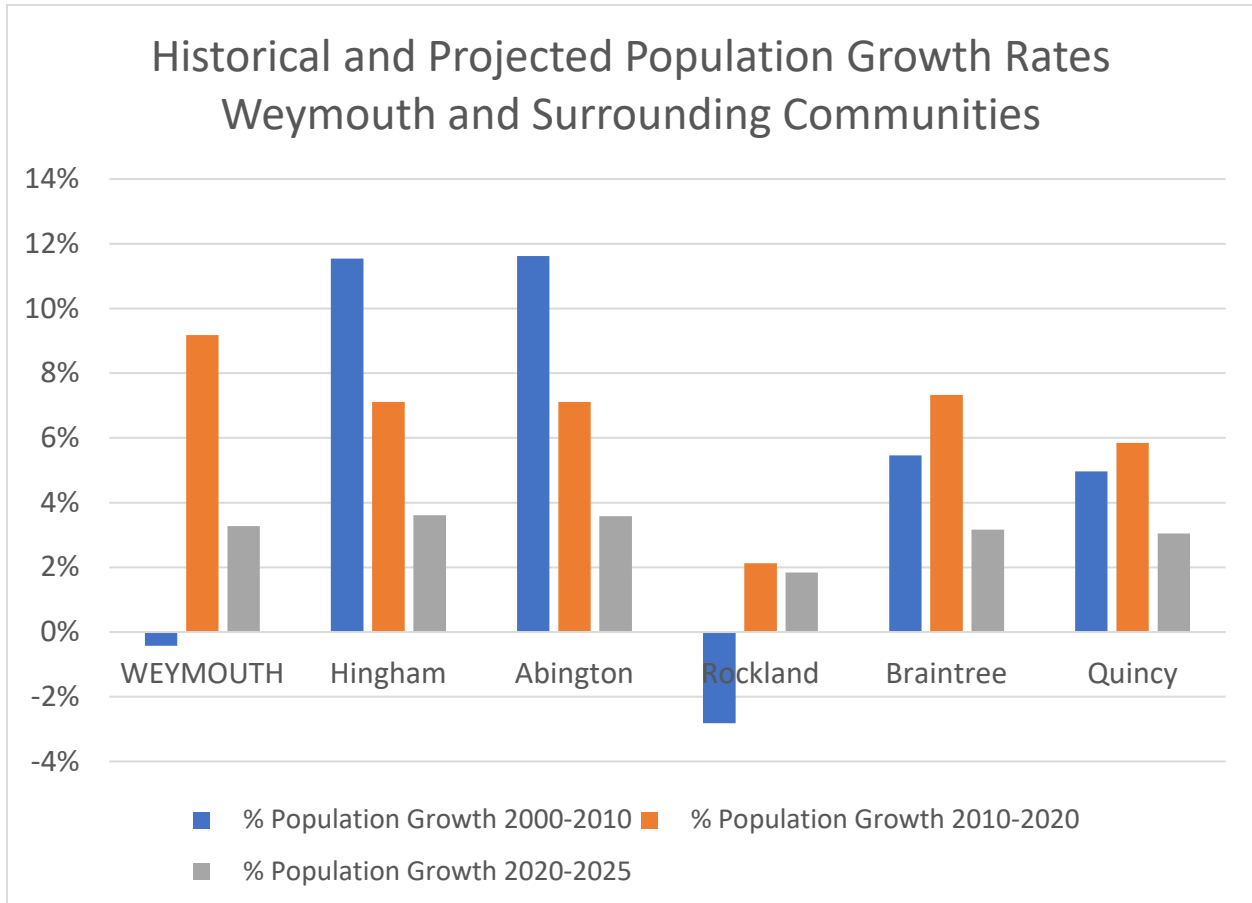
Figure 2



Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

Figures 3 and 4 compare Weymouth's population and household *growth rates* with those of surrounding communities.

Figure 3

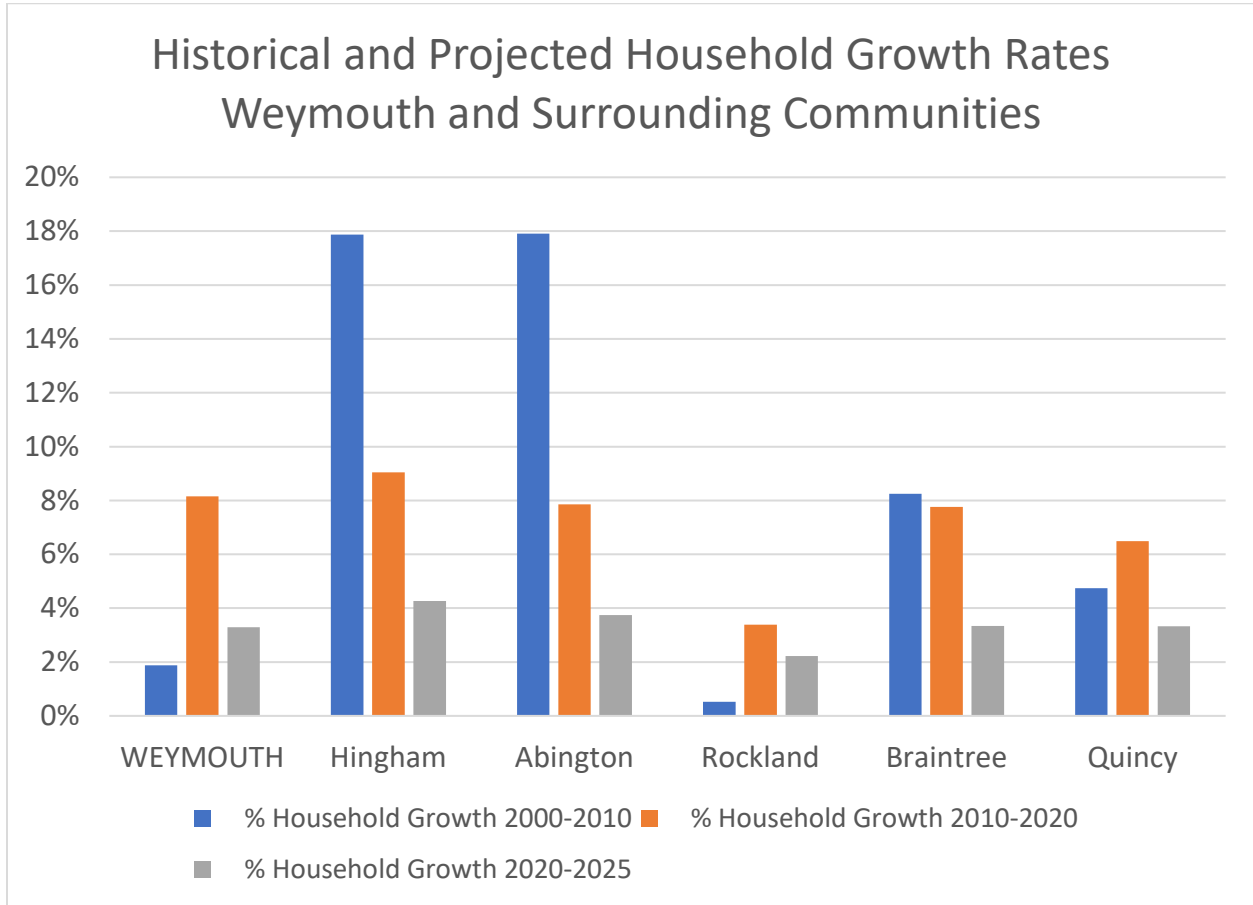


Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

Both Weymouth and Rockland experienced declines in population between 2000 and 2010, while Hingham and Abington had large increases. Weymouth's growth rate between 2010 and 2020 has been the highest among the six, with Hingham and Abington projected to experience the fastest growth between now and 2025.

This figure shows the historic and projected growth rates in numbers of households for Weymouth and its surrounding communities.

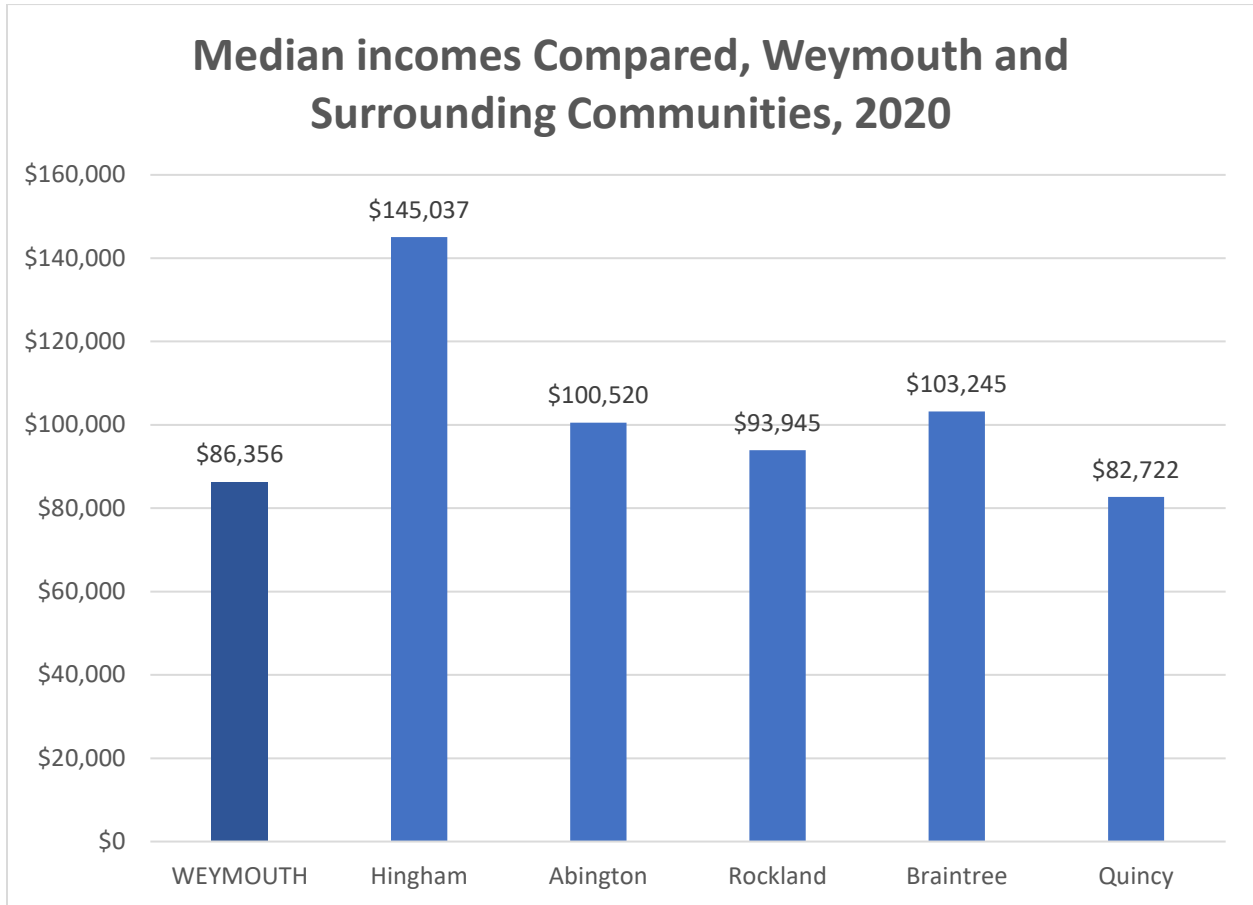
Figure 4



Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

The following figure compares median incomes in Weymouth with those in surrounding communities.

Figure 5



Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

Housing

Looking more closely at housing in Jackson Square and Weymouth, as compared to Norfolk County, Table 5 below shows proportionally more renters in Jackson Square than in the town and county, but home ownership still predominates over rental. The values of the owner-occupied homes in Jackson Square exceed those in Weymouth, while incomes are considerably lower. Notably, 10% of Jackson Square homes are valued at over \$1 million, compared to 3% in Weymouth.

Table 5

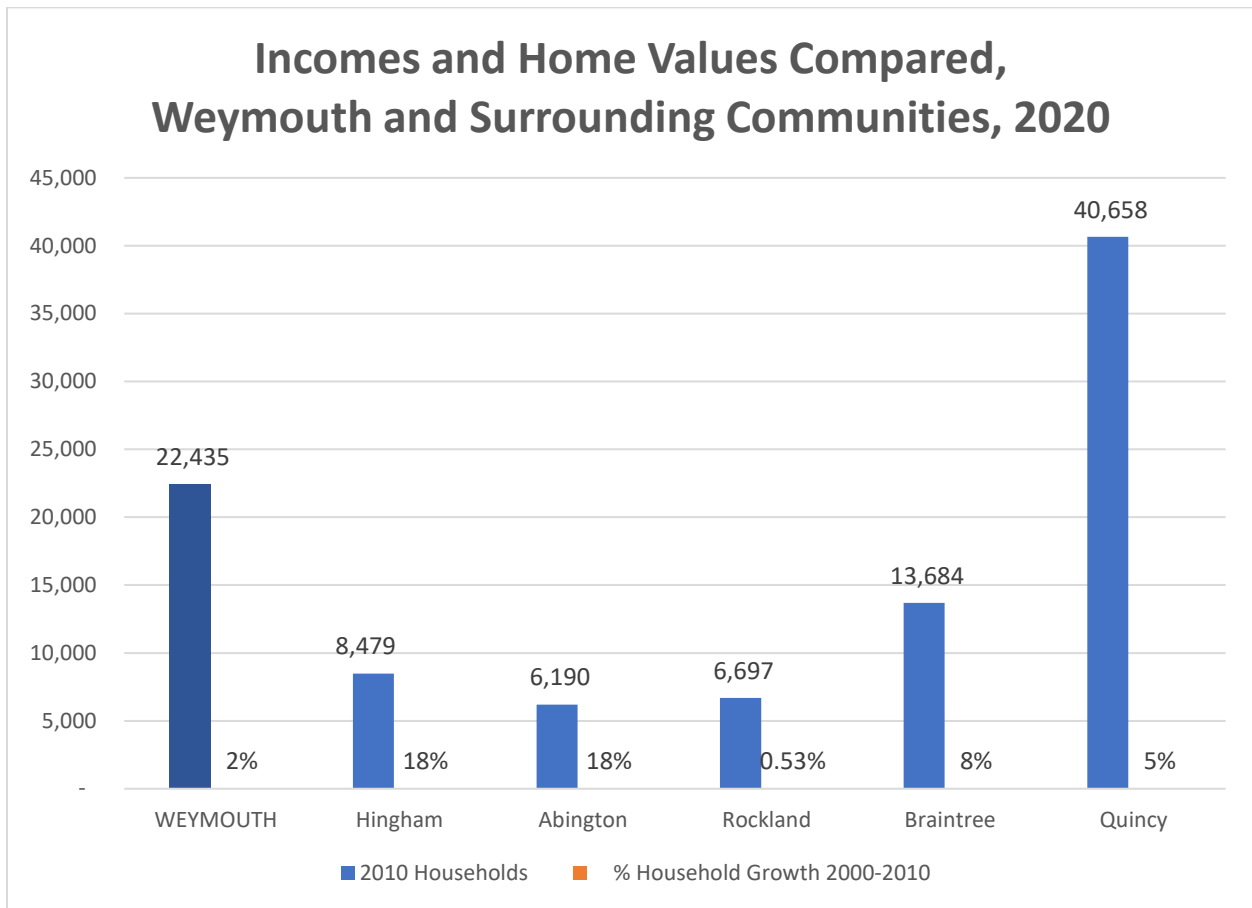
Housing Characteristics						
	Jackson Sq. Project Area	%	Town of Weymouth	%	Norfolk County	%
Tenure (Occupied Housing Units)	457		24,265		274,683	
Owner Occupied	275	60%	16,023	66%	189,338	69%
Renter Occupied	182	40%	8,242	34%	85,345	31%
Avg. Length of Residence (yrs)						
Owner Occupied	19		19.7		18.4	
Renter Occupied	7		6.7		7	
Owner-Occupied Housing Values	278		16,023		189,338	
Value Less than \$20,000	2	0.7%	69	0.4%	785	0.4%
Value \$20,000 - \$39,999	0	0.0%	97	0.6%	686	0.4%
Value \$40,000 - \$59,999	1	0.4%	79	0.5%	819	0.4%
Value \$60,000 - \$79,999	1	0.4%	90	0.6%	546	0.3%
Value \$80,000 - \$99,999	0	0.0%	50	0.3%	203	0.1%
Value \$100,000 - \$149,999	7	3%	325	2%	1,118	1%
Value \$150,000 - \$199,999	11	4%	386	2%	2,136	1%
Value \$200,000 - \$299,999	35	13%	1,783	11%	14,472	8%
Value \$300,000 - \$399,999	58	21%	4,198	26%	29,796	16%
Value \$400,000 - \$499,999	51	18%	4,012	25%	34,298	18%
Value \$500,000 - \$749,999	51	18%	3,363	21%	50,051	26%
Value \$750,000 - \$999,999	32	12%	975	6%	25,329	13%
Value \$1,000,000 - \$1,499,999	19	7%	326	2%	15,861	8%
Value \$1,500,000 - \$1,999,999	4	1%	62	0%	6,463	3%
Value \$2,000,000 or more	6	2%	208	1%	6,775	4%
Median Value	\$444,157		\$421,924		\$536,380	
2020 Est. Housing Units by Year Structure Built	476		25,459		287,940	
Built 2014 or Later	16	3%	1,650	6%	16,738	6%
Built 2010 to 2013	4	1%	404	2%	4,197	1%
Built 2000 to 2009	40	8%	1,469	6%	22,087	8%
Built 1990 to 1999	18	4%	1,485	6%	22,354	8%
Built 1980 to 1989	30	6%	2,406	9%	29,455	10%
Built 1970 to 1979	77	16%	3,731	15%	32,493	11%
Built 1960 to 1969	55	12%	2,681	11%	32,611	11%
Built 1950 to 1959	63	13%	4,037	16%	38,904	14%
Built 1940 to 1949	30	6%	2,058	8%	18,213	6%
Built 1939 or Earlier	143	30%	5,538	22%	70,888	25%
2020 Est. Median Year Structure Built	1960		1964		1965	

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020 and FXM Associates

The housing stock in Jackson Square is somewhat older than in the other two areas, with almost a third of structures built in 1939 or earlier. The graph below compares incomes and home values for Weymouth and surrounding communities. Of the six communities, Weymouth has the second-

lowest median household incomes but the third lowest home values. This graph makes clear a key point for the region: using the housing affordability rule-of-thumb that households can afford around twice their annual income, the values of homes are not affordable to households making at or below the median income in any of these communities.

Figure 6



Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

Workforce Characteristics

The data in Table 6 show that 38% of both Jackson Square and Town of Weymouth residents have a bachelor’s degree or higher, compared to 53% for Norfolk County. Over half the workers in all three areas hold white collar occupations. Jackson Square residents have the highest proportion of jobs in the for-profit private sector, and they also have the longest work trips at 40 minutes.

Table 6

Workforce Characteristics for Jackson Sq. Project Area, Town of Weymouth, and Norfolk County

	Jackson Sq. Project Area		Town of Weymouth		Norfolk County	
Education (Pop. Age 25+)	772		42,332		500,304	
Less than 9th grade	11	1%	922	2%	14,088	3%
Some High School, no diploma	60	8%	2,073	5%	18,134	4%
High School Graduate (or GED)	200	26%	11,336	27%	96,623	19%
Some College, no degree	129	17%	7,593	18%	68,891	14%
Associate Degree	82	11%	4,438	10%	37,622	8%
Bachelor's Degree	176	23%	10,463	25%	143,751	29%
Master's Degree	83	11%	4,204	10%	81,474	16%
Professional School Degree	22	3%	869	2%	21,889	4%
Doctorate Degree	9	1%	434	1%	17,832	4%
				100%		
Less than high school diploma	71	9%	2,995	7%	32,222	6%
Bachelor's Degree or higher	290	38%	15,970	38%	264,946	53%
Occupation Classification (Pop. Age 16+)	559		31,301		379,304	
White Collar	355	64%	20,798	66%	281,940	74%
Blue Collar	103	18%	5,230	17%	42,890	11%
Service and Farm	101	18%	5,273	17%	54,474	14%
Type of Worker (Civ. Employed Pop. 16+)	559		31,301		379,304	
For-Profit Private Workers	397	71%	21,101	67%	252,684	67%
Non-Profit Private Workers	63	11%	4,238	14%	52,379	14%
Local Government Workers	34	6%	2,146	7%	22,823	6%
State Government Workers	17	3%	861	3%	11,817	3%
Federal Government Workers	11	2%	853	3%	6,527	2%
Self-Emp Workers	37	7%	2,081	7%	32,647	9%
Unpaid Family Workers	0	0%	21	0%	427	0%
2020 Est. Households by Number of Vehicles	456		24,265		274,683	
No Vehicles	43	9%	1,534	6%	25,661	9%
1 Vehicle	180	39%	9,719	40%	92,916	34%
2 Vehicles	182	40%	9,759	40%	112,295	41%
3 Vehicles	36	8%	2,137	9%	30,174	11%
4 Vehicles	12	3%	841	3%	10,050	4%
5 or more Vehicles	3	1%	275	1%	3,587	1%
Average Travel Time to Work (minutes)	40		38		38	

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020 and FXM Associates

Table 7 shows the same education data for Weymouth as compared to surrounding communities. Hingham has the largest percentage of residents with a bachelor’s degree or higher. Weymouth is in fourth place and in second place with regard to residents with less than a high school diploma.

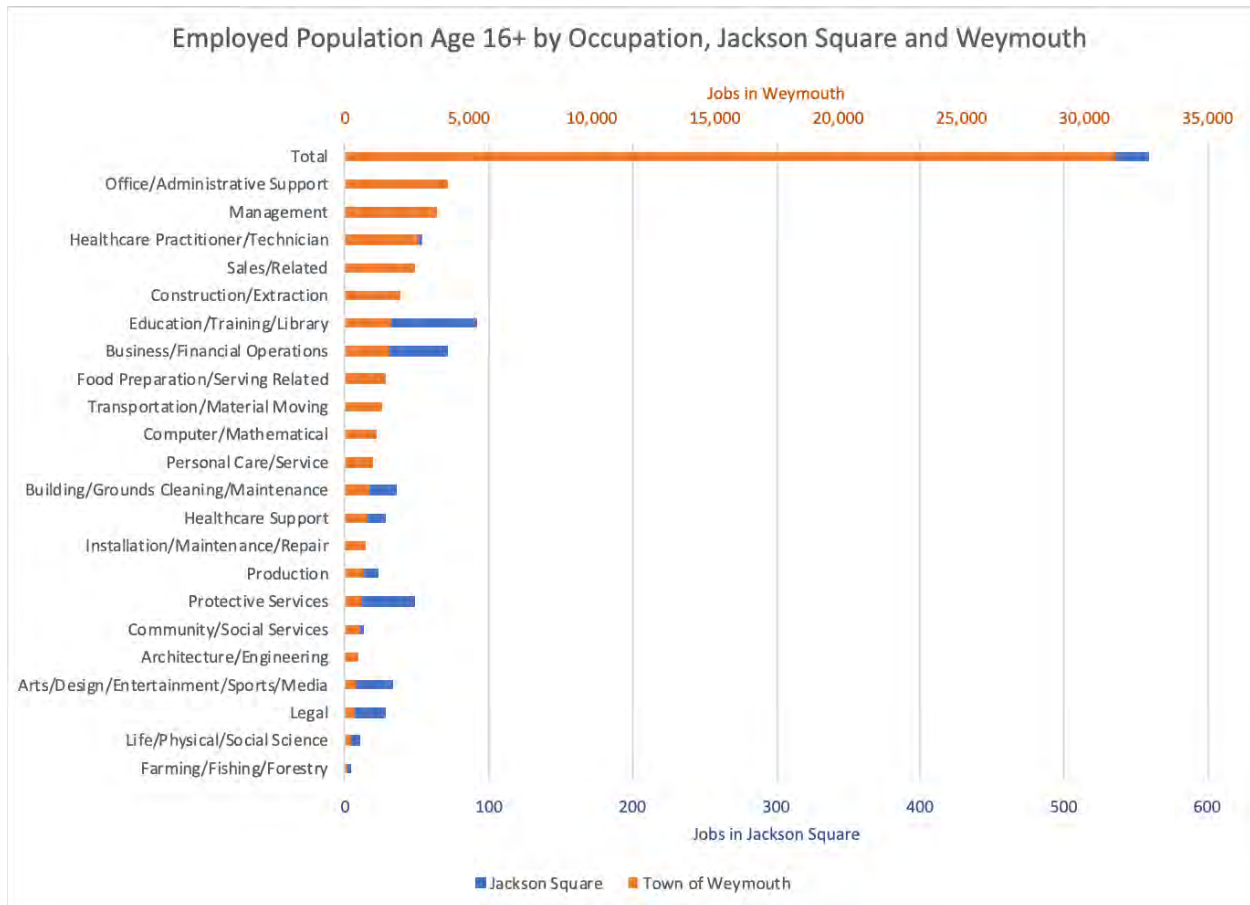
Table 7

Education Profile, Weymouth and Surrounding Communities												
	WEYMOUTH		Hingham		Abington		Rockland		Braintree		Quincy	
Education (Pop. Age 25+)	42,332		15,765		12,540		12,725		27,144		75,323	
Less than 9th grade	922	2%	44	0.3%	299	2%	197	2%	721	3%	4,646	6%
Some High School, no diploma	2,073	5%	178	1%	417	3%	321	3%	974	4%	4,340	6%
High School Graduate (or GED)	11,336	27%	2,042	13%	3,460	28%	4,122	32%	7,184	26%	17,339	23%
Some College, no degree	7,593	18%	1,785	11%	2,780	22%	2,620	21%	4,296	16%	9,856	13%
Associate Degree	4,438	10%	891	6%	1,494	12%	1,224	10%	2,440	9%	5,637	7%
Bachelor’s Degree	10,463	25%	5,528	35%	2,933	23%	2,846	22%	7,221	27%	20,083	27%
Master’s Degree	4,204	10%	3,807	24%	969	8%	1,055	8%	3,367	12%	10,277	14%
Professional School Degree	869	2%	1,131	7%	110	1%	199	2%	552	2%	1,522	2%
Doctorate Degree	434	1%	359	2%	78	1%	141	1%	389	1%	1,623	2%
		100%		100%		100%		100%		100%		100%
Less than high school diploma	2,995	7%	222	1%	716	6%	518	4%	1,695	6%	8,986	12%
Bachelor’s Degree or higher	15,970	38%	10,825	69%	4,090	33%	4,241	33%	11,529	42%	33,505	44%

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020 and FXM Associates

The following graph shows the occupations of residents of the Jackson Square Project Area and the Town of Weymouth.

Figure 7



Source: EnvironicsAnalytics, Claritas Spotlight reports, 2020 and FXM Associates

Business and Employment Characteristics

Tables 8-10 show the business profiles for Jackson Square and the Town of Weymouth, by establishments, employment, and sales, estimated as of 2020, prior to the shutdown for Covid-19.

In number of establishments, Jackson Square’s Other Services sector (which includes such services as hair and beauty salons, dry cleaning and laundry, and repairs. Retail is in second place. Three sectors tie for third place: Finance and Insurance, Health Care and Social Assistance, and Accommodation and Food Services. In Weymouth, Health Care and Social Assistance lead in number of establishments, followed by Other Services as a distant second and then Retail Trade.

Table 8

Business Profiles, 2020, Major Sectors, Establishments

Sectors	Jackson Square	Weymouth	% Jackson Sq	% Weymouth
23 - Construction	7	236	7%	10%
31-33 - Manufacturing	0	49	0%	2%
42 - Wholesale Trade	1	75	1%	3%
44-45 - Retail Trade	18	244	18%	10%
48-49 - Transportation and Warehousing	2	45	2%	2%
51 - Information	2	29	2%	1%
52 - Finance and Insurance	10	116	10%	5%
53 - Real Estate and Rental and Leasing	1	96	1%	4%
54 - Professional and Technical Services	6	153	6%	6%
55 - Management of Companies & Enterprises	1	5	1%	0%
56 - Administrative and Waste Services	2	86	2%	3%
61 - Educational Services	0	49	0%	2%
62 - Health Care and Social Assistance	10	852	10%	35%
71 - Arts, Entertainment, and Recreation	2	38	2%	2%
72 - Accommodation and Food Services	10	114	10%	5%
81 - Other Services, Except Public Administration	28	280	28%	11%
TOTAL All Industries	100	2,467	100%	100%

Source: EnvironicsAnalytics, Claritas *Spotlight* Reports, 2020, and FXM Associates

Jackson Square has higher proportion of Accommodation and Food Services jobs (mostly restaurants) and Other Services (mostly hair and beauty salons) than the Town overall and a lower proportion of Health Care and Social Assistance jobs.

Table 9

Business Profiles, 2020, Major Sectors, Employees

Sectors	Jackson Square	Weymouth	% Jackson Sq	% Weymouth
23 - Construction	25	1,610	3%	7%
31-33 - Manufacturing	0	839	0%	4%
42 - Wholesale Trade	5	596	1%	3%
44-45 - Retail Trade	84	2,569	12%	12%
48-49 - Transportation and Warehousing	38	379	5%	2%
51 - Information	2	238	0%	1%
52 - Finance and Insurance	45	453	6%	2%
53 - Real Estate and Rental and Leasing	5	553	1%	3%
54 - Professional and Technical Services	42	1,054	6%	5%
55 - Management of Companies & Enterprises	15	26	2%	0%
56 - Administrative and Waste Services	15	638	2%	3%
61 - Educational Services	0	1,173	0%	5%
62 - Health Care and Social Assistance	72	8,010	10%	37%
71 - Arts, Entertainment, and Recreation	8	383	1%	2%
72 - Accommodation and Food Services	94	1,302	13%	6%
81 - Other Services, Except Public Administration	266	2,009	37%	9%
TOTAL All Industries	716	21,832	100%	100%

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020, and FXM Associates

Jackson Square business hold 2% of town-wide business sales and a substantially higher share than that in Other Services and Finance and Insurance

Table 10

Business Profiles, 2020, Major Sectors, Sales

Sectors	Jackson Square	Weymouth	<i>Jackson Square % of Town</i>
23 - Construction	\$7,947,000	\$377,231,000	2%
31-33 - Manufacturing	0	\$158,184,070	
42 - Wholesale Trade	\$7,458,000	\$2,654,639,000	0%
44-45 - Retail Trade	\$21,937,000	\$707,807,000	3%
48-49 - Transportation and Warehousing	\$991,000	\$31,736,000	3%
51 - Information	\$211,818	\$76,059,818	0%
52 - Finance and Insurance	\$10,195,000	\$86,839,000	12%
53 - Real Estate and Rental and Leasing	\$719,000	\$100,567,000	1%
54 - Professional and Technical Services	\$3,766,000	\$145,985,096	3%
55 - Management of Companies & Enterprises	\$527,000	\$6,775,000	8%
56 - Administrative and Waste Services	\$1,628,000	\$101,588,356	2%
61 - Educational Services	\$0	\$17,198,833	
62 - Health Care and Social Assistance	\$5,851,000	\$536,766,250	1%
71 - Arts, Entertainment, and Recreation	\$784,000	\$24,807,000	3%
72 - Accommodation and Food Services	\$5,724,000	\$72,199,000	8%
81 - Other Services, Except Public Administration	\$23,548,200	\$122,508,500	19%
TOTAL All Industries	\$91,287,018	\$5,220,890,923	2%

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020, and FXM Associates

One observation to be drawn from the previous three tables is that an important proportion of Jackson Square’s business activity is in sectors especially hard-hit by the pandemic: Accommodation and Food Services and Retail Trade.

In sales per employee, Wholesale Trade is the leader in both Jackson Square and Weymouth, followed by Construction in Jackson Square and Information in Weymouth. Jackson Square sales per employee exceed those in Weymouth in six sectors.

Table 11

Business Profiles, 2020, Major Sectors, Sales per Employee

Sectors	Jackson Square	Weymouth	Jackson Square as % of Town
23 - Construction	\$317,880	\$234,305	136%
31-33 - Manufacturing		\$188,539	
42 - Wholesale Trade	\$1,491,600	\$4,454,092	33%
44-45 - Retail Trade	\$261,155	\$275,518	95%
48-49 - Transportation and Warehousing	\$26,079	\$83,736	31%
51 - Information	\$105,909	\$319,579	33%
52 - Finance and Insurance	\$226,556	\$191,698	118%
53 - Real Estate and Rental and Leasing	\$143,800	\$181,857	79%
54 - Professional and Technical Services	\$89,667	\$138,506	65%
55 - Management of Companies & Enterprises	\$35,133	\$260,577	13%
56 - Administrative and Waste Services	\$108,533	\$159,229	68%
61 - Educational Services		\$14,662	
62 - Health Care and Social Assistance	\$81,264	\$67,012	121%
71 - Arts, Entertainment, and Recreation	\$98,000	\$64,770	151%
72 - Accommodation and Food Services	\$60,894	\$55,452	110%
81 - Other Services, Except Public Administration	\$88,527	\$60,980	145%
TOTAL All Industries	\$3,134,996	\$6,750,513	


Source: EnvironicsAnalytics, Claritas *Spotlight* Reports, 2020, and FXM Associates

The following four tables present the same sector information as above, comparing the Town of Weymouth with surrounding communities.

Table 11

Business Profiles 2020: Major Sectors , Establishments							
Sectors	WEYMOUTH	Hingham	Abington	Rockland	Braintree	Quincy	
23 - Construction	236	72	66	112	169	294	
31-33 - Manufacturing	49	39	17	53	59	74	
42 - Wholesale Trade	75	40	10	41	70	85	
44-45 - Retail Trade	244	178	100	106	308	359	
48-49 - Transportation and Warehousing	45	18	10	10	29	52	
51 - Information	29	25	12	10	50	80	
52 - Finance and Insurance	116	181	42	65	190	281	
53 - Real Estate and Rental and Leasing	96	59	27	40	107	224	
54 - Professional and Technical Services	153	152	36	87	263	370	
55 - Management of Companies & Enterprises	5	1	-	-	5	3	
56 - Administrative and Waste Services	86	57	49	54	77	128	
61 - Educational Services	49	29	15	38	44	78	
62 - Health Care and Social Assistance	852	259	58	55	451	1,053	
71 - Arts, Entertainment, and Recreation	38	38	13	15	39	79	
72 - Accommodation and Food Services	114	66	50	50	118	228	
81 - Other Services, Except Public Administratio	280	127	103	107	247	487	
TOTAL All Industries	2,467	1,341	608	843	2,226	3,835	

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020, and FXM Associates

Most Establishments 


Second Most 

Table 12

Business Profiles 2020: Major Sectors, Employees							
Sectors	WEYMOUTH	Hingham	Abington	Rockland	Braintree	Quincy	
23 - Construction	1,610	576	399	798	1,151	1,833	
31-33 - Manufacturing	839	733	155	841	1,357	950	
42 - Wholesale Trade	596	249	66	385	471	827	
44-45 - Retail Trade	2,569	2,475	1,278	969	5,195	5,747	
48-49 - Transportation and Warehousing	379	152	86	98	817	448	
51 - Information	238	150	43	51	715	2,097	
52 - Finance and Insurance	453	798	116	601	1,391	2,666	
53 - Real Estate and Rental and Leasing	553	562	120	291	1,208	1,399	
54 - Professional and Technical Services	1,054	714	92	416	1,863	2,762	
55 - Management of Companies & Enterprises	26	3	-	-	15	9	
56 - Administrative and Waste Services	638	1,556	261	329	788	967	
61 - Educational Services	1,173	1,126	379	704	1,396	1,860	
62 - Health Care and Social Assistance	8,010	2,770	377	1,442	3,290	7,665	
71 - Arts, Entertainment, and Recreation	383	490	120	104	1,016	1,319	
72 - Accommodation and Food Services	1,302	1,313	610	779	2,443	3,206	
81 - Other Services, Except Public Administratio	2,009	1,393	371	404	1,538	3,066	
TOTAL All Industries	21,832	15,060	4,473	8,212	24,654	36,821	

Source: EnvironicsAnalytics, Claritas Spotlight Reports, 2020, and FXM Associates

Most Employees 


Second Most 

Table 13

Business Profiles 2020: Major Sectors, Sales						
Sectors	WEYMOUTH	Hingham	Abington	Rockland	Braintree	Quincy
23 - Construction	\$377,231,000	\$113,224,000	\$73,208,000	\$144,764,000	\$274,127,000	\$460,148,000
31-33 - Manufacturing	\$158,184,070	\$151,480,000	\$16,093,400	\$288,561,000	\$402,210,000	\$142,090,000
42 - Wholesale Trade	\$2,654,639,000	\$344,618,000	\$190,073,000	\$440,181,000	\$1,155,806,000	\$1,853,698,000
44-45 - Retail Trade	\$707,807,000	\$519,362,000	\$340,696,000	\$333,027,000	\$1,409,625,417	\$177,886,767
48-49 - Transportation and Warehousing	\$31,736,000	\$20,724,000	\$10,279,000	\$11,745,000	\$89,859,000	\$44,887,000
51 - Information	\$76,059,818	\$24,116,000	\$10,504,855	\$12,132,568	\$121,161,500	\$236,370,454
52 - Finance and Insurance	\$86,839,000	\$200,964,750	\$24,469,000	\$98,365,000	\$357,406,000	\$548,320,000
53 - Real Estate and Rental and Leasing	\$100,567,000	\$88,716,000	\$15,872,000	\$41,824,000	\$254,186,000	\$237,568,000
54 - Professional and Technical Services	\$145,985,096	\$99,073,000	\$12,288,000	\$59,393,000	\$290,588,714	\$409,579,286
55 - Management of Companies & Enterprises	\$6,775,000	\$1,599,000	\$0	\$0	\$955,000	\$5,721,000
56 - Administrative and Waste Services	\$101,588,356	\$68,399,000	\$38,154,000	\$40,359,000	\$100,749,000	\$121,553,000
61 - Educational Services	\$17,198,833	\$10,961,000	\$5,373,000	\$16,934,619	\$17,959,541	\$29,127,760
62 - Health Care and Social Assistance	\$536,766,250	\$227,307,000	\$34,168,000	\$126,513,000	\$324,133,666	\$785,189,833
71 - Arts, Entertainment, and Recreation	\$24,807,000	\$52,020,000	\$7,856,000	\$10,768,000	\$88,967,668	\$189,824,334
72 - Accommodation and Food Services	\$72,199,000	\$60,972,375	\$28,152,000	\$53,295,000	\$142,662,000	\$197,836,000
81 - Other Services, Except Public Administration	\$122,508,500	\$48,664,305	\$29,476,340	\$36,717,540	\$116,870,400	\$298,198,832
TOTAL All Industries	\$5,220,890,923	\$2,032,200,430	\$836,662,595	\$1,714,579,727	\$5,147,266,906	\$5,737,998,266

Source: EnvironicsAnalytics, Claritas *Spotlight* Reports, 2020, and FXM Associates

Largest Sales
Second Largest



Table 14 shows sales per employee for each major sector above, by community. Wholesale Trade leads in all places.

Table 14

Sales per Employee in Weymouth and Surrounding Towns						
Sectors	WEYMOUTH	Hingham	Abington	Rockland	Braintree	Quincy
23 - Construction	\$ 234,305	\$ 196,569	\$ 183,479	\$ 181,409	\$ 238,164	\$ 251,035
31-33 - Manufacturing	\$ 188,539	\$ 206,658	\$ 103,828	\$ 343,117	\$ 296,396	\$ 149,568
42 - Wholesale Trade	\$ 4,454,092	\$ 1,384,008	\$ 2,879,894	\$ 1,143,327	\$ 2,453,941	\$ 2,241,473
44-45 - Retail Trade	\$ 275,518	\$ 209,843	\$ 266,585	\$ 343,681	\$ 271,343	\$ 30,953
48-49 - Transportation and Warehousing	\$ 83,736	\$ 136,342	\$ 119,523	\$ 119,847	\$ 109,987	\$ 100,194
51 - Information	\$ 313,579	\$ 160,773	\$ 244,299	\$ 237,893	\$ 169,457	\$ 112,718
52 - Finance and Insurance	\$ 191,698	\$ 251,836	\$ 210,940	\$ 163,669	\$ 256,942	\$ 205,671
53 - Real Estate and Rental and Leasing	\$ 181,857	\$ 157,858	\$ 132,267	\$ 143,725	\$ 210,419	\$ 169,813
54 - Professional and Technical Services	\$ 138,506	\$ 138,758	\$ 133,565	\$ 142,772	\$ 155,979	\$ 148,291
55 - Management of Companies & Enterprises	\$ 260,577	\$ 533,000	\$ -	\$ -	\$ 63,667	\$ 635,667
56 - Administrative and Waste Services	\$ 159,229	\$ 43,958	\$ 146,184	\$ 122,672	\$ 127,854	\$ 125,701
61 - Educational Services	\$ 14,662	\$ 9,734	\$ 14,177	\$ 24,055	\$ 12,865	\$ 15,660
62 - Health Care and Social Assistance	\$ 67,012	\$ 82,060	\$ 90,631	\$ 87,734	\$ 98,521	\$ 102,438
71 - Arts, Entertainment, and Recreation	\$ 64,770	\$ 106,163	\$ 65,467	\$ 103,538	\$ 87,567	\$ 143,915
72 - Accommodation and Food Services	\$ 55,452	\$ 46,437	\$ 46,151	\$ 68,415	\$ 58,396	\$ 61,708
81 - Other Services, Except Public Administration	\$ 60,980	\$ 34,935	\$ 79,451	\$ 90,885	\$ 75,989	\$ 97,260

Source: EnvironicsAnalytics, Claritas *Spotlight* Reports, 2020, and FXM Associates

Largest Sales
Second Largest



The following table displays average annual wages for the six communities, with Rockland having the highest wages, followed by Quincy. Weymouth wages are the second lowest among the towns.

Table 15

Average Annual Wages, All Sectors, 2018		
WEYMOUTH	\$	54,912
Hingham	\$	58,656
Abington	\$	46,436
Rockland	\$	85,072
Braintree	\$	59,592
Quincy	\$	67,288

Source: Mass. Dept of Unemployment Insurance,
ES202 Reports, 2018, and FXM Associates

COMMERCIAL REAL ESTATE MARKET OVERVIEW

Introduction

This section deals with historical trends in the inventory, occupancy, vacancy rates, and lease rates for retail, office, and multifamily housing space in the Jackson Square project area (defined as the area within a quarter-mile radius of the U.S. Postal Service in Jackson Square), the area included within a 1.5 mile radius of Jackson Square to give a larger market context to the square itself, and Town of Weymouth compared to the sub-regional market area consisting of Weymouth and surrounding communities: Braintree, Hingham, Rockland, Abington, and Quincy.

The analysis of supply trends can help identify development opportunities. The analysis can also point to areas where real estate market conditions are not so favorable and can be targeted for marketing, infrastructure, staffing resources, and other initiatives to stimulate economic development. The data are drawn from CoStar *Property Information Systems*, a leading proprietary source of commercial real estate information and analytics, which uses multiple data bases to construct its products, including owner and broker listings, recorded transactions, and field surveys by CoStar staff. The lease rates shown in this analysis are the average of all listed properties in 2019.

The following section examines historical supply trends graphically, for Jackson Square (.25 miles), for the 1.5 mile radius (shown in the map below), the Town of Weymouth, and the subregion.

Figure 9

1.5 Mile Radius of Jackson Square

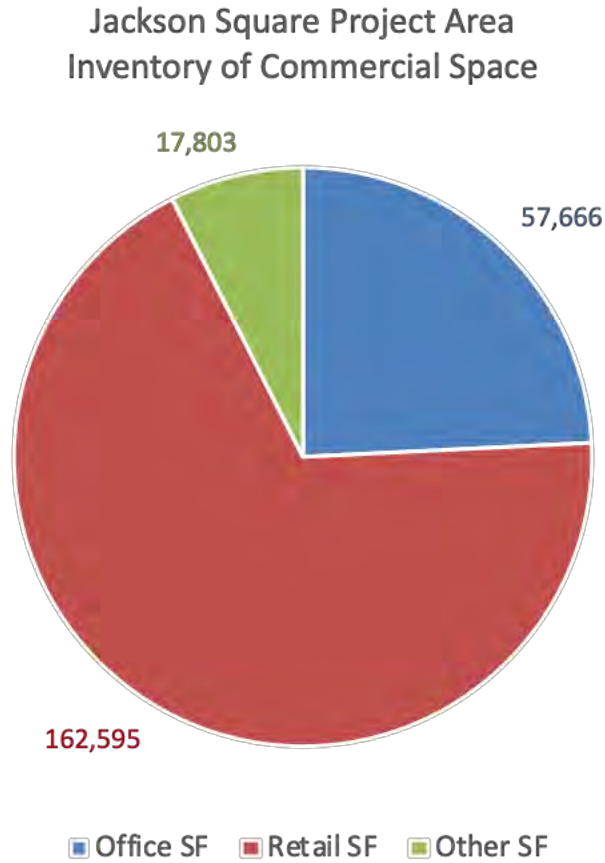


Source: EnvironicsAnalytics Claritas, 2020

All Commercial Space

The following figure shows the total inventory of commercial space in Jackson Square, broken down by type. Retail clearly dominates, followed by office space.

Figure 10

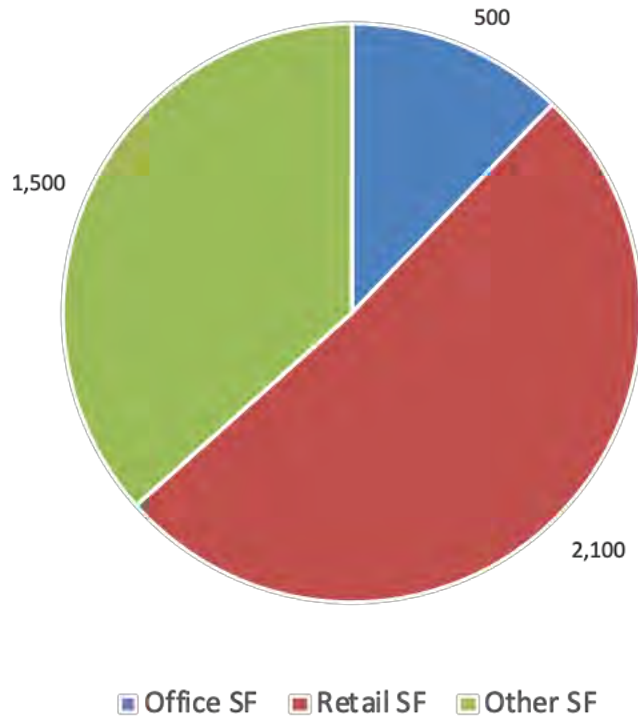


Source: CoStar, April 2020, and FXM Associates

Vacant square footage is very low for both retail and office. This may change, temporarily or permanently, with the pandemic.

Figure 11

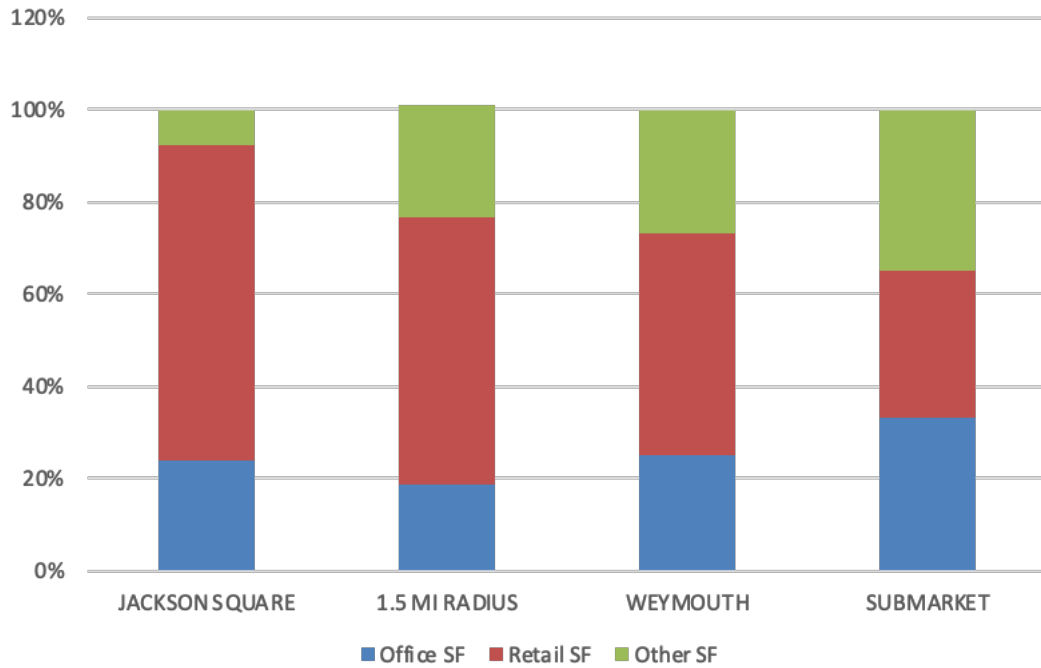
**Jackson Square Project Area
Commercial Space Vacancies**



Source: CoStar, April 2020, and FXM Associates

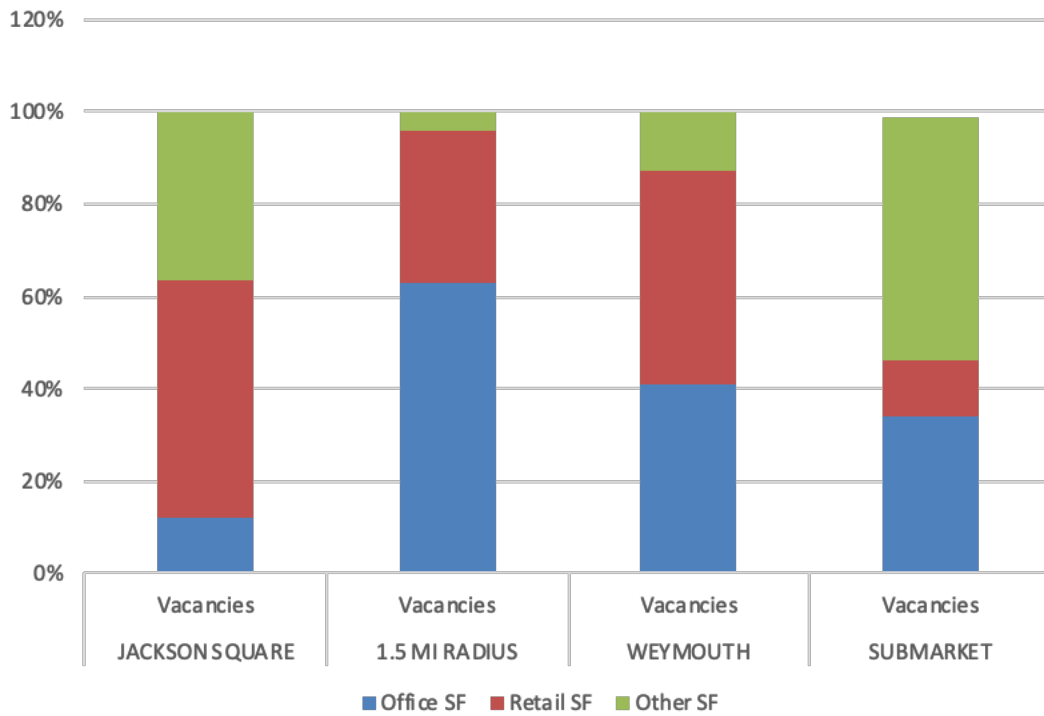
Viewed across the four comparison areas, the distribution of inventory and vacancies is shown in the next two figures. Jackson Square has the largest proportion of retail space of the areas and very low vacancies in office space properties.

Figure 12
Distribution of Inventory



Source: CoStar, April 2020, and FXM Associates

Figure 13
Distribution of Vacancies



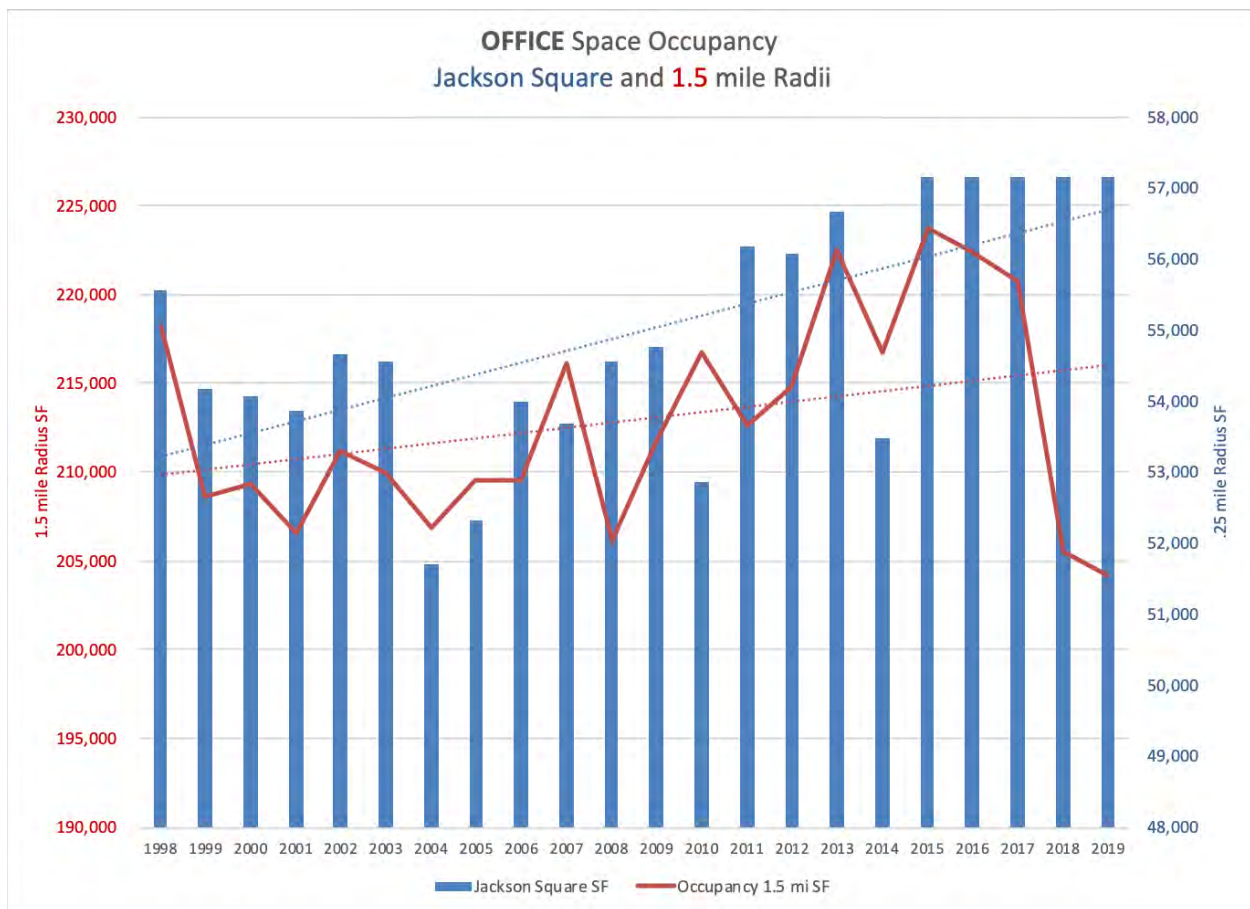
Source: CoStar, April 2020, and FXM Associates

The following graphs display the three commercial space types examined: office, retail, and multifamily, with regard to occupancy, vacancy rates, and lease prices compared across the various geographies.

Office Space Market Trends

Historically, Jackson Square, the 1.5 mile radius area, and Weymouth have had positive absorption rates for office space, with Jackson Square itself doing better in this regard than the larger 1.5 mile radius, as shown by the steeper trendline in the following figure reflecting the sharp drop in occupancy in 2017.

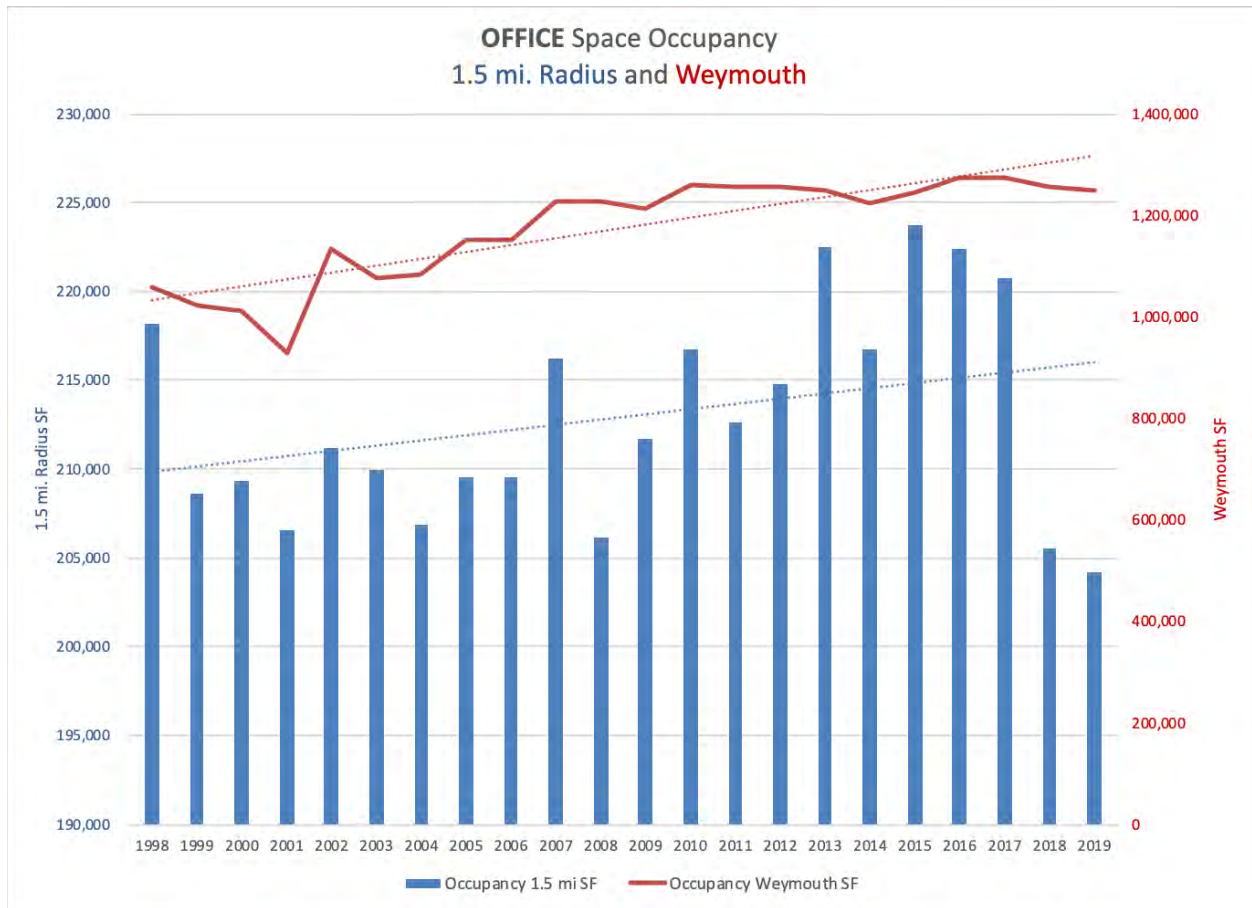
Figure 14



Source: CoStar, April 2020, and FXM Associates

The 1.5 mile area almost parallels the occupancy trends in Weymouth.

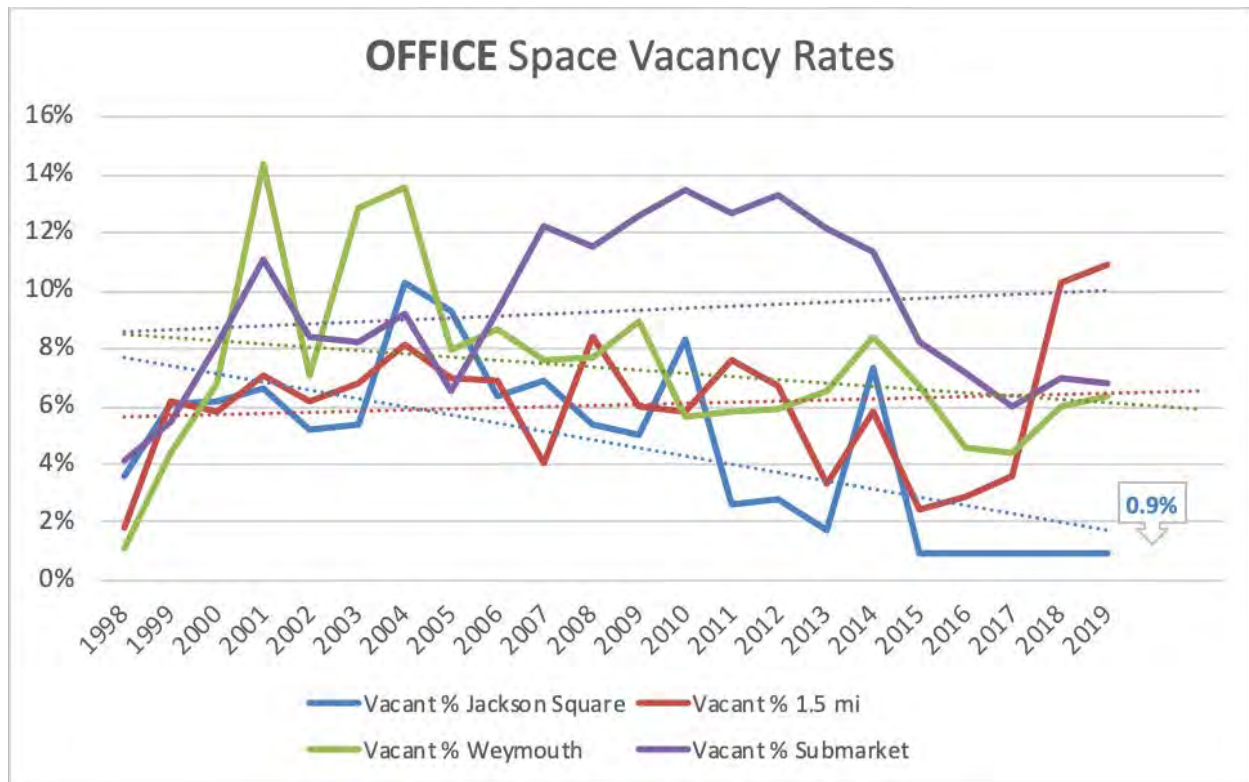
Figure 15



Source: CoStar, April 2020, and FXM Associates

Office vacancy rates in Jackson Square are very low and have been declining, as shown below. Submarket and the 1.5 mile area vacancies have been trending upward over the last few years.

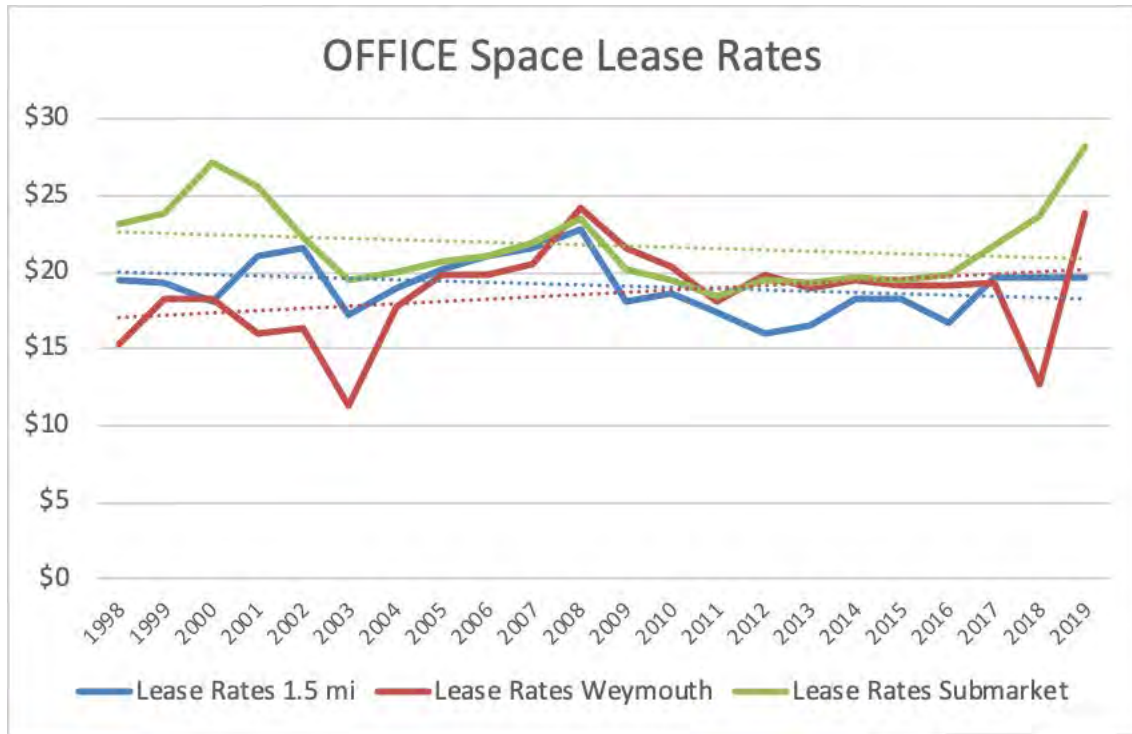
Figure 16



Source: CoStar, April 2020, and FXM Associates

Lease rates have held fairly steady across the 1.5 mile area, Weymouth, and the submarket, with a slight upward trend for Weymouth and slight downward trend for the 1.5 mile area and submarket. (There were insufficient data to establish a history for Jackson Square.)

Figure 17

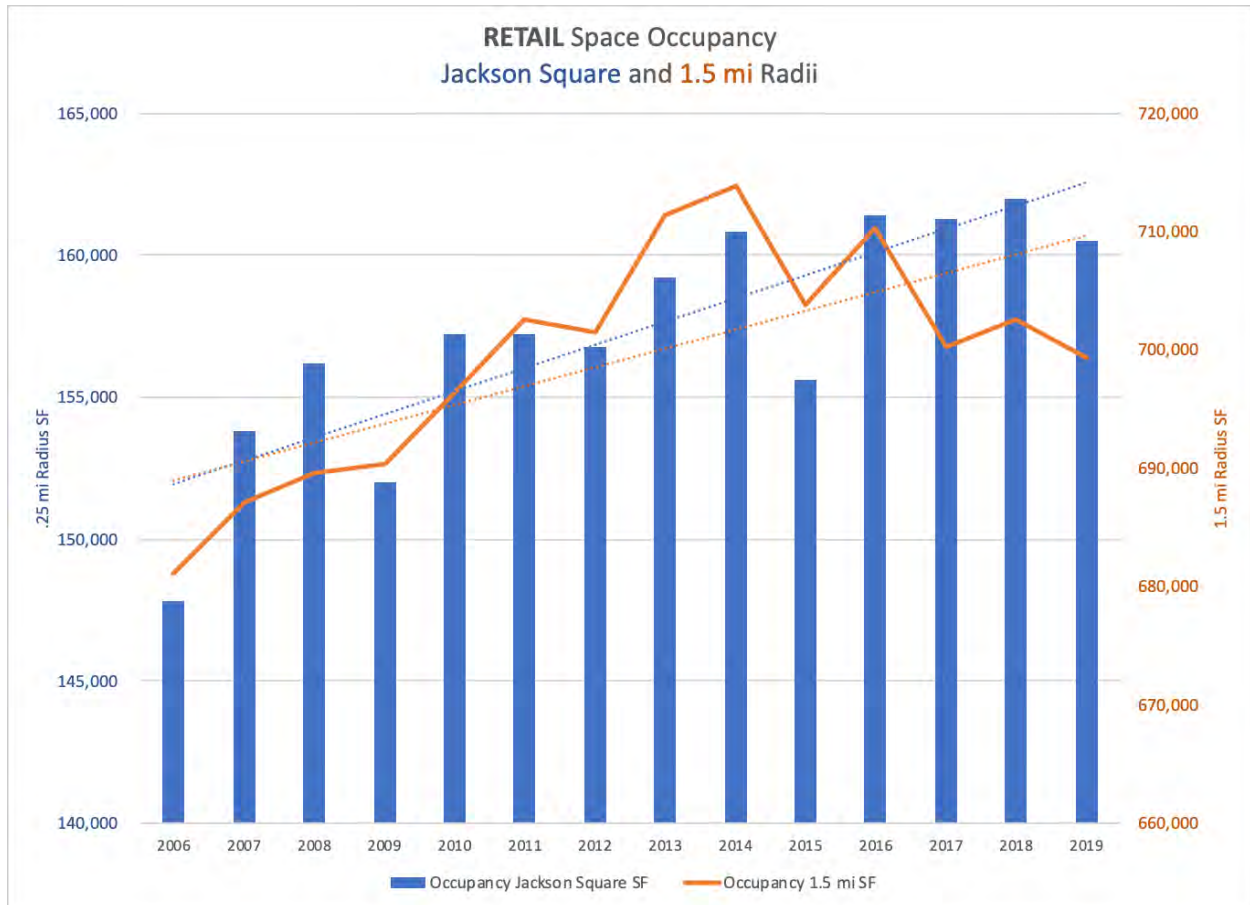


Source: CoStar, April 2020, and FXM Associates

Retail Space Market Trends

Retail is the largest use of commercial space in Jackson Square and has been trending generally upwards, as it is in the 1.5 mile area, though at a slightly lesser rate.

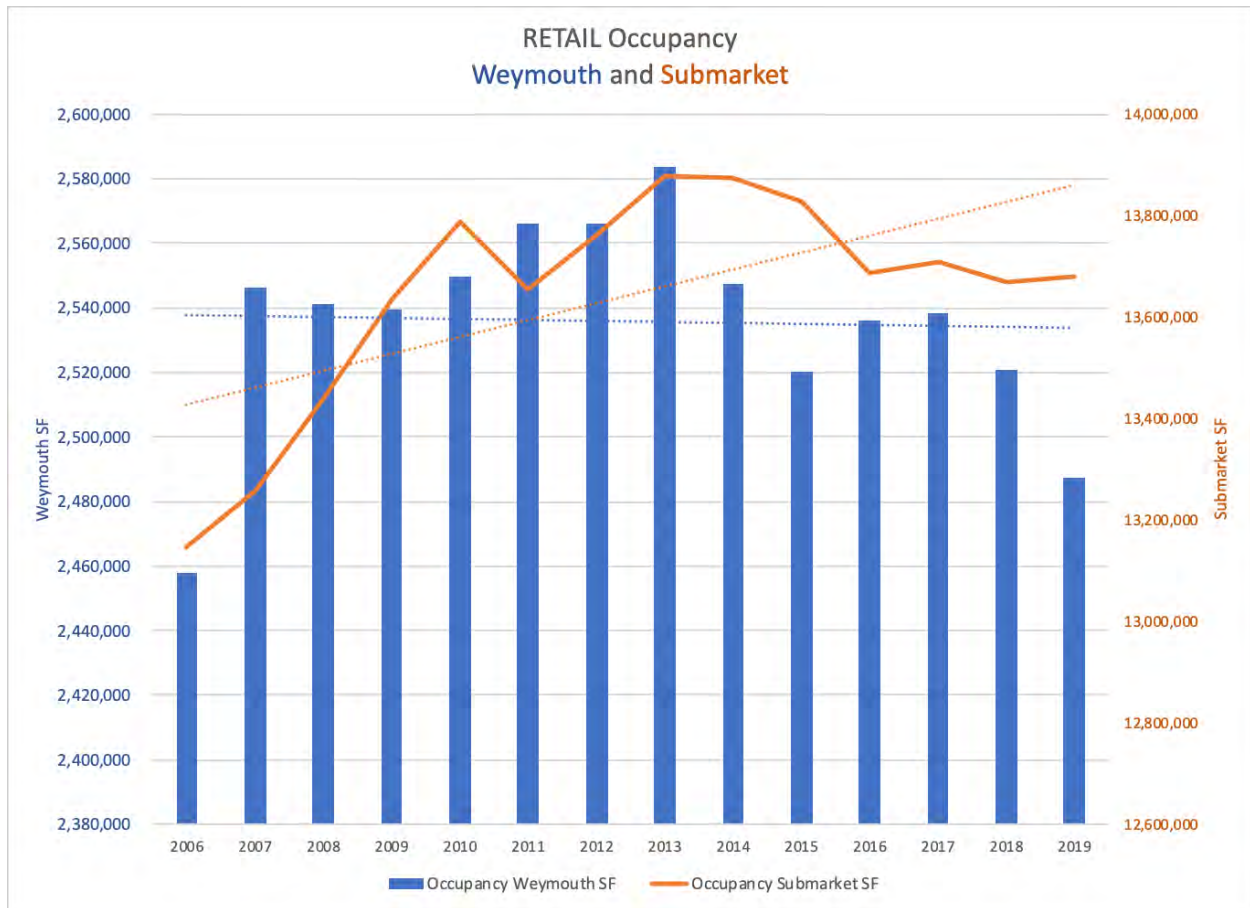
Figure 18



Source: CoStar, April 2020, and FXM Associates

Weymouth, on the other hand, lags the submarket in absorption of retail space.

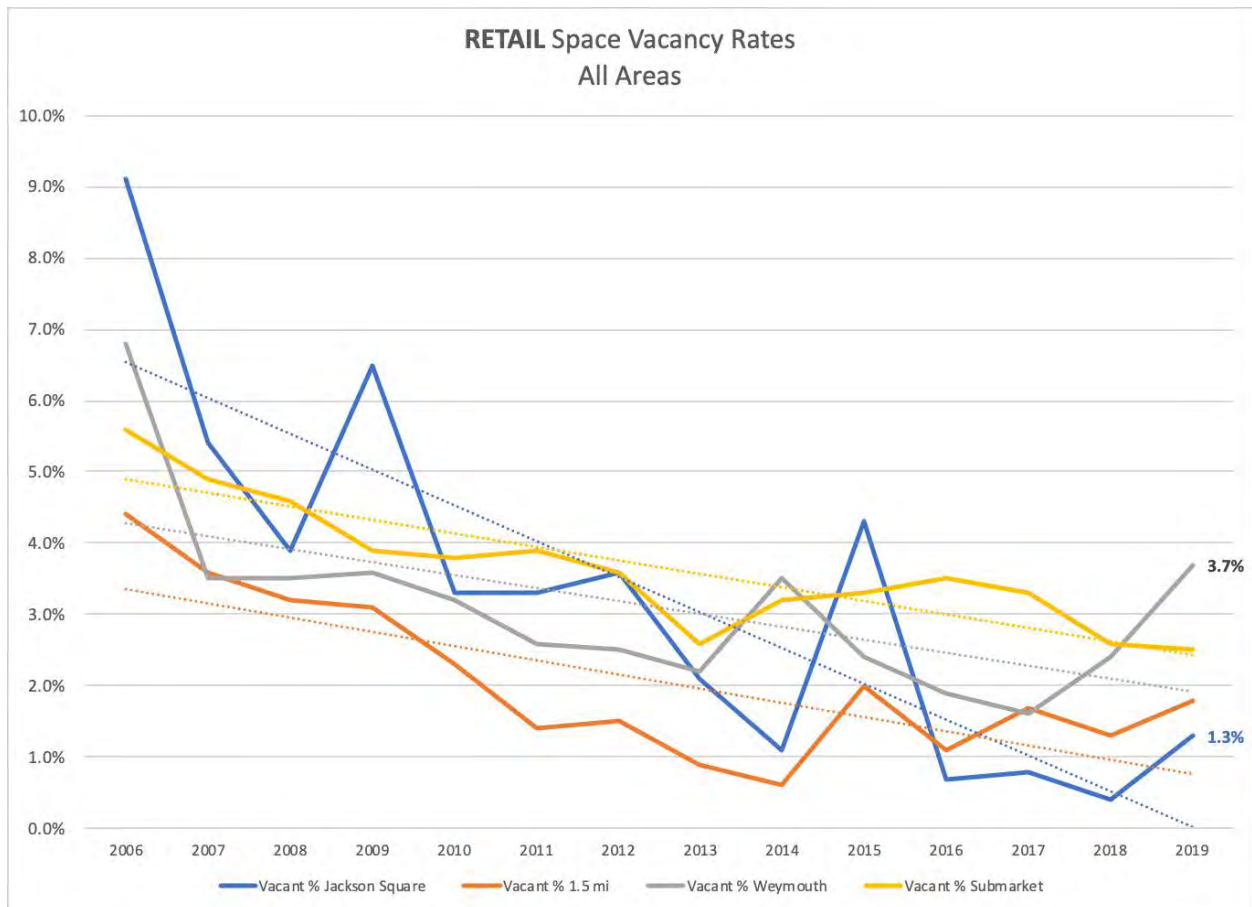
Figure 19



Source: CoStar, April 2020, and FXM Associates

Vacancy rates are trending downwards in all areas, although Weymouth vacancies are now the highest of the four areas, while Jackson Square retail vacancies are the lowest.

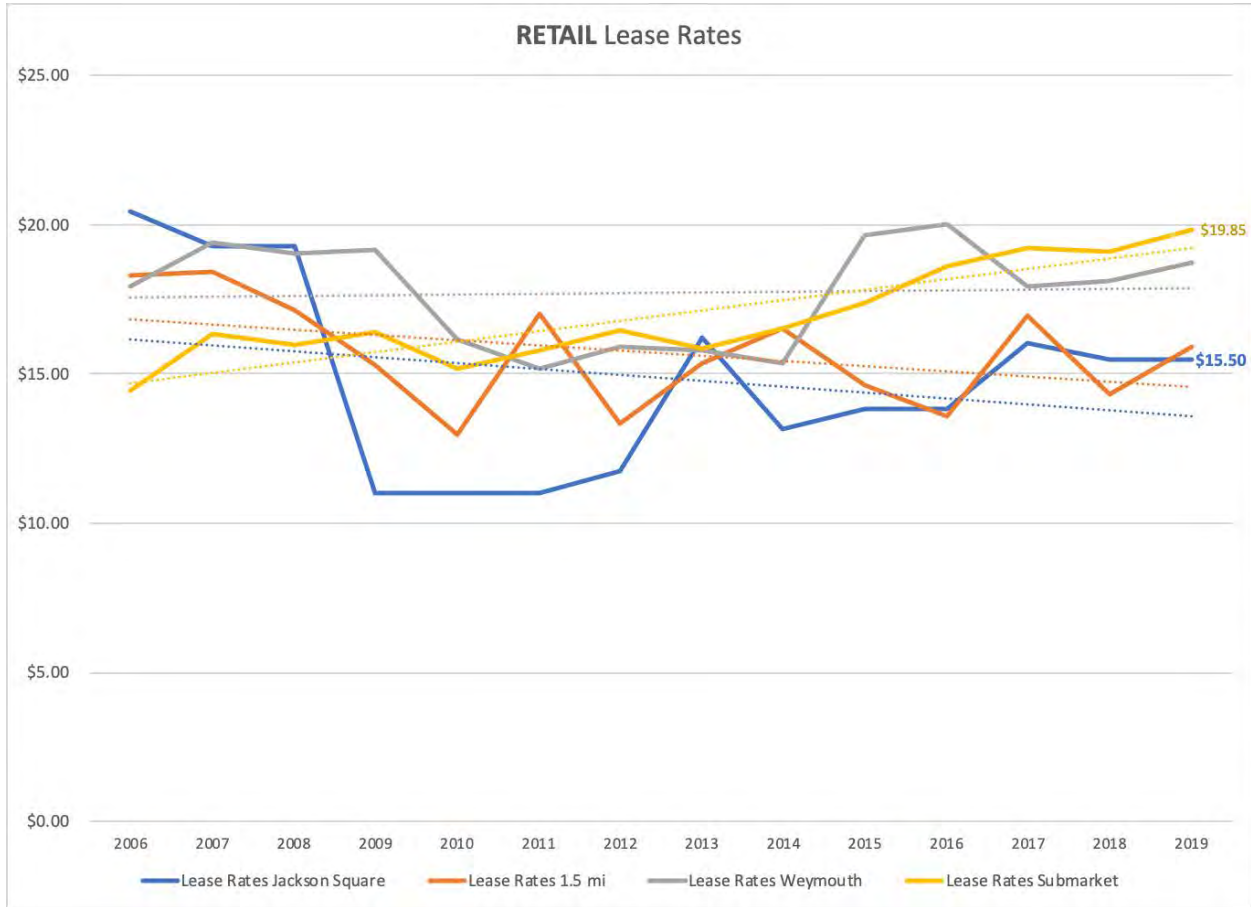
Figure 20



Source: CoStar, April 2020, and FXM Associates

Retail rents are lowest in Jackson Square compared to Weymouth and the submarket.

Figure 21



Source: CoStar, April 2020, and FXM Associates

Absent the pandemic, historical trends in office and retail for Jackson Square look very favorable, as shown in the following two tables. The bold figures represent the most likely projections.

Table 16

Average Annual Growth in OFFICE Space Occupancy SF Historical and Projected through 2025				
	Jackson Square	1.5 Mile Radius	Weymouth	Submarket
1998-2019	76	(663)	9,084	52,987
2020-2025				
Low	200	2,300	4,400	48,000
High	1,100	4,000	25,000	57,000

Source: CoStar, 2019, and FXM Associates

Table 17

Average Annual Growth in RETAIL Space Occupancy Historical and Projected through 2025				
	Jackson Square	1.5 Mile Radius	Weymouth	Submarket
1998-2019	907	1,304	2,103	37,905
2020-2025				
Low	750	3,300	7,500	63,500
High	1,200	3,400	11,500	70,000

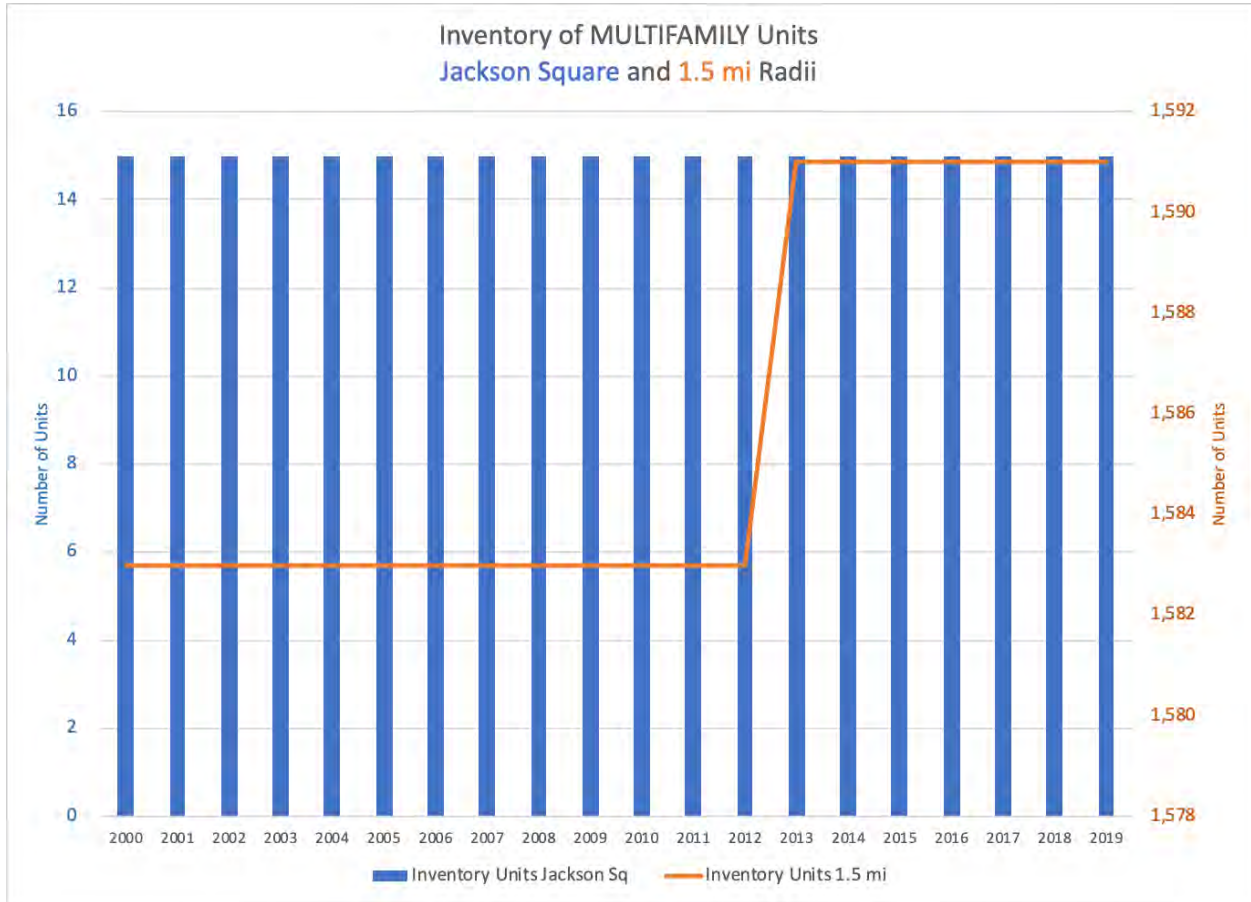
Source: CoStar, 2019, and FXM Associates

Depending on whether, and if so, when, the pandemic is better controlled, these projections might still be realized but cannot be counted on.

Multifamily Housing Market Trends

Jackson Square has very few multifamily housing units, even compared to the 1.5 mile radius area, and the inventory has not changed in the last 20 years.

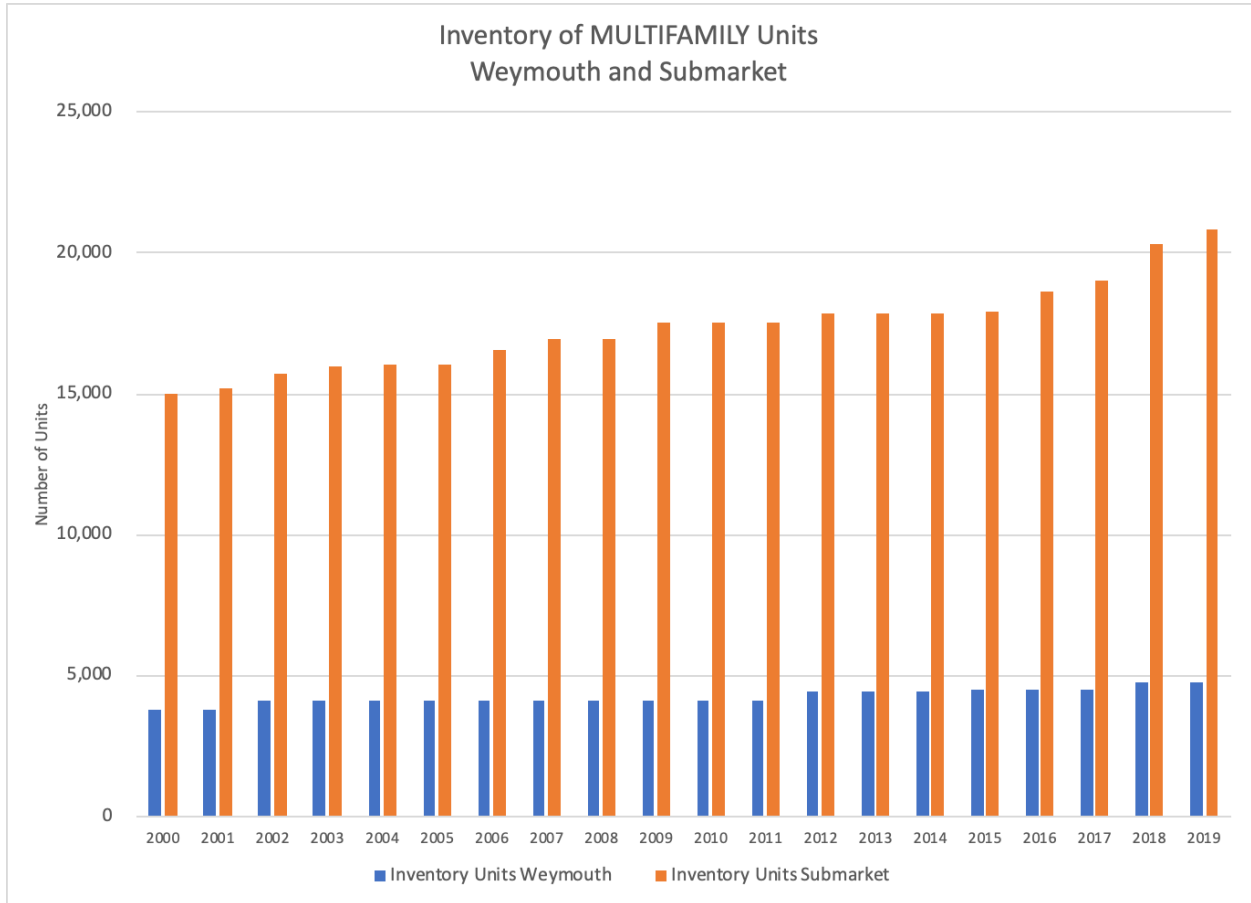
Figure 22



Source: CoStar, April 2020, and FXM Associates

Weymouth as well has relatively few units, with only small increases over the last two decades.

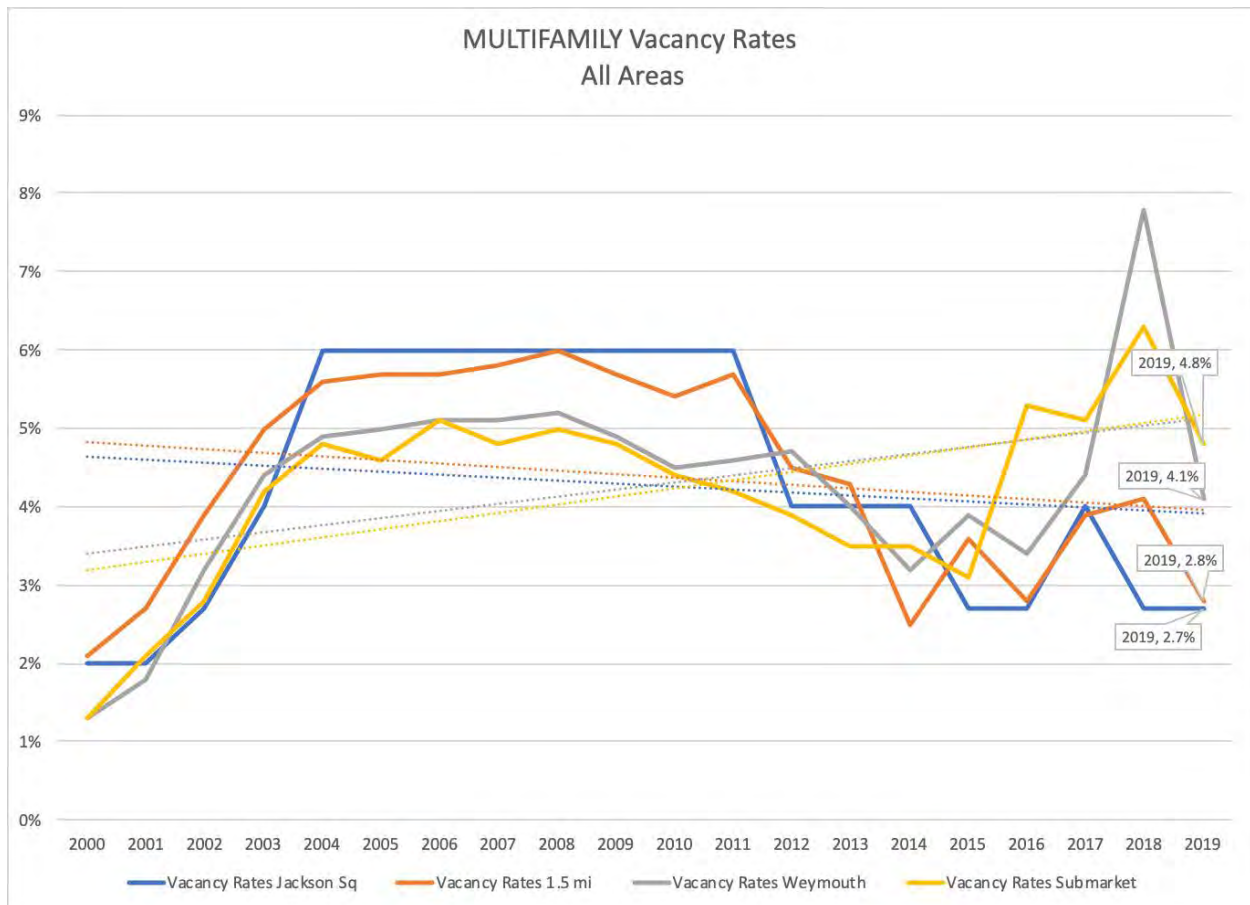
Figure 23



Source: CoStar, April 2020, and FXM Associates

Vacancy rates have generally trended upwards in Weymouth and the submarket, while Jackson Square and the 1.5 mile area trend downwards and are currently very low.

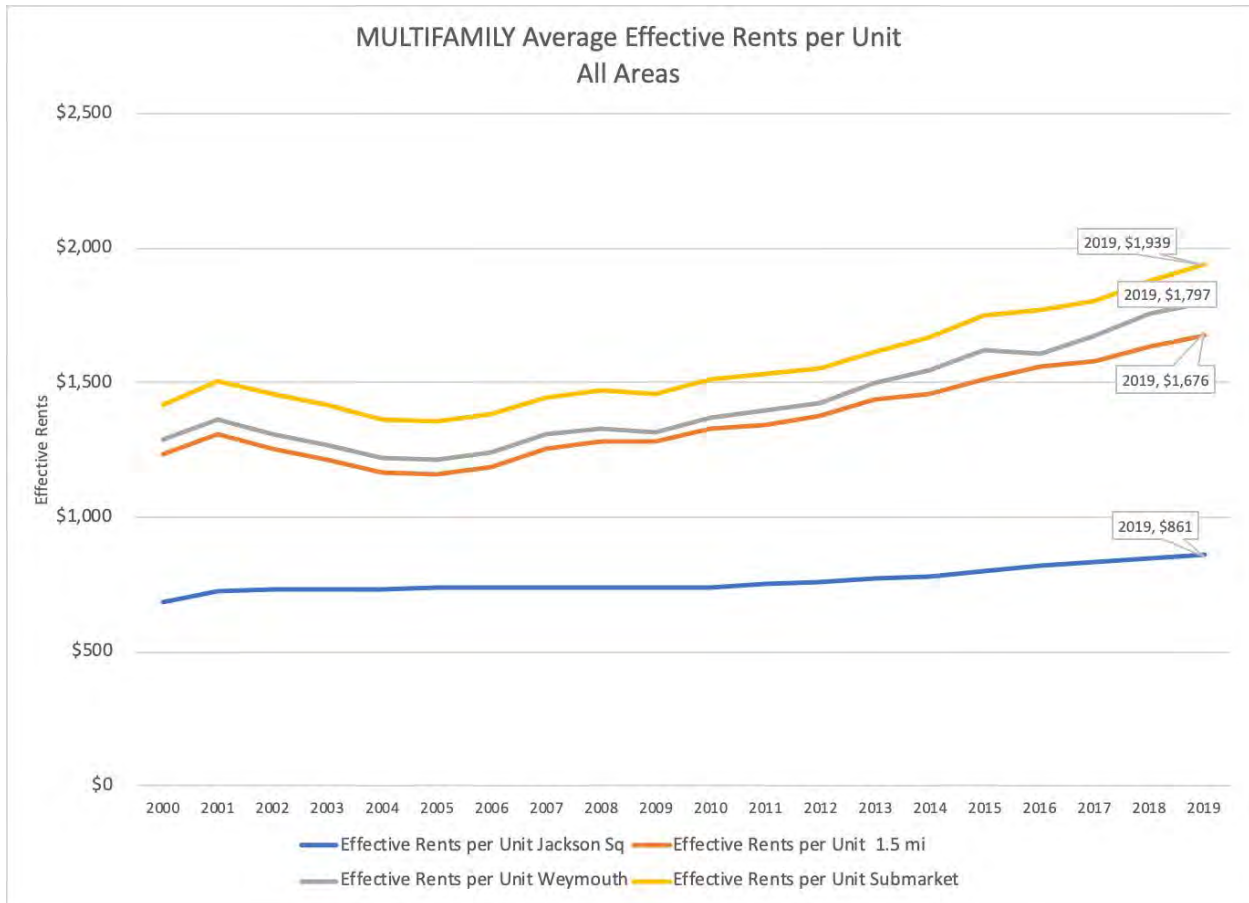
Figure 24



Source: CoStar, April 2020, and FXM Associates

Rents, meanwhile, have remained fairly stable across all areas. Jackson Square rents are very low, half those in Weymouth overall. Any new construction of multifamily rentals would require considerably higher rents in order to be financially feasible.

Figure 25



Source: CoStar, April 2020, and FXM Associates

FISCAL COMPARISONS: WEYMOUTH AND SURROUNDING COMMUNITIES

This section presents an analysis of where Weymouth stands in terms of existing tax policy compared to that of surrounding communities: Hingham, Abington, Rockland, Braintree, and Quincy. These comparisons are useful in assessing a community's competitive advantages and disadvantages for economic development, including residential, relative to nearby communities and may be useful in targeting policy, regulatory and other initiatives that could affect development in the Jackson Square project area.

Tax Rates

As shown in the figure below, three of the six communities have one tax rate for residential, personal, and commercial/industrial property. Weymouth's residential

Figure 26



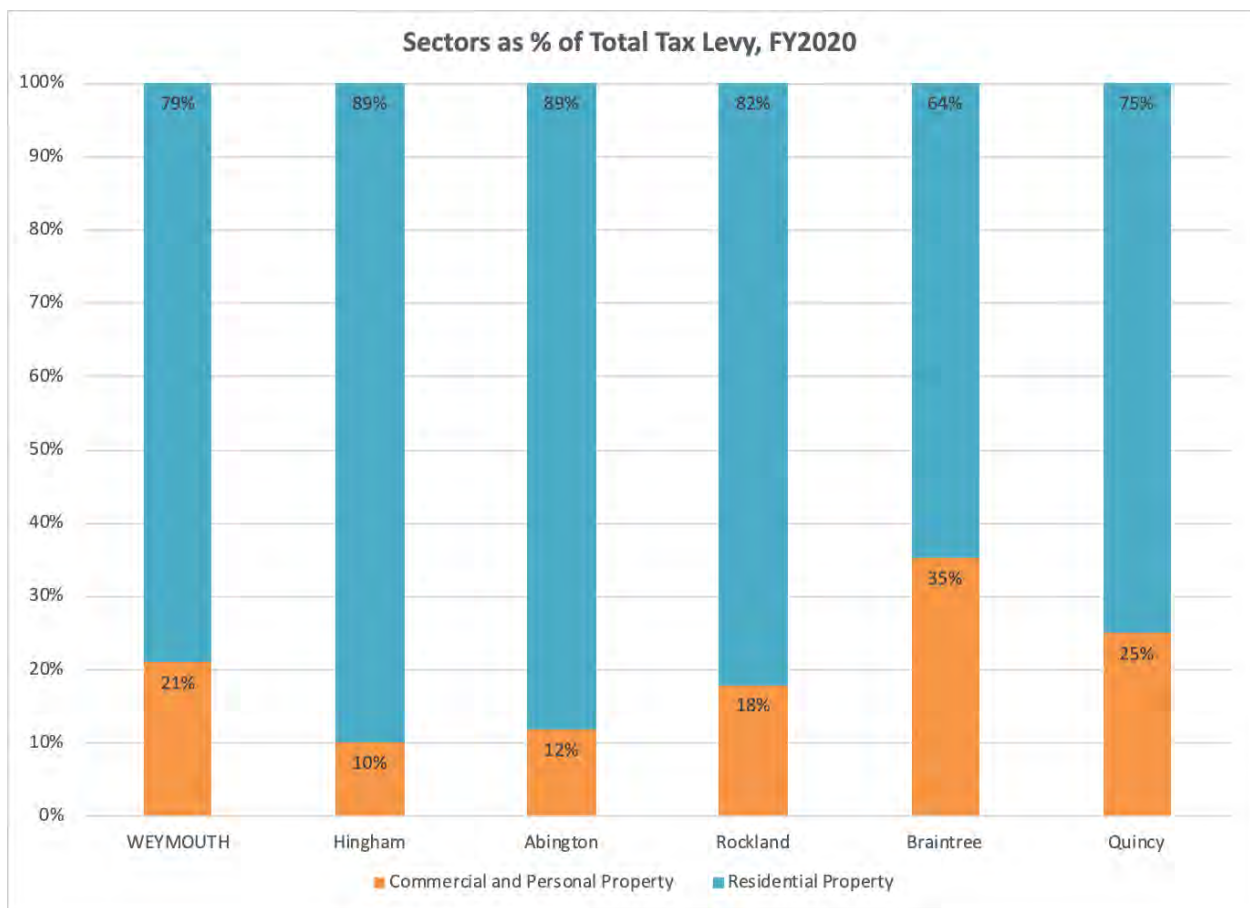
Source: Mass Department of Revenue, Division of Local Services, Municipal Data Bank, 2020, and FXM Associates

tax rate is below the average for the six communities, and the commercial/personal rate is very slightly higher than average. Quincy and Braintree have lower residential rates and higher commercial rates than Weymouth. Hingham's residential rate is also lower, but only by \$0.39, and its commercial rate is much lower.

Residential and Commercial Property as Percent of Total Assessed Valuation

Among the communities, Weymouth is fourth most reliant on residential property for assessed value, with the third highest proportion of assessed value coming from commercial/personal property.

Figure 27

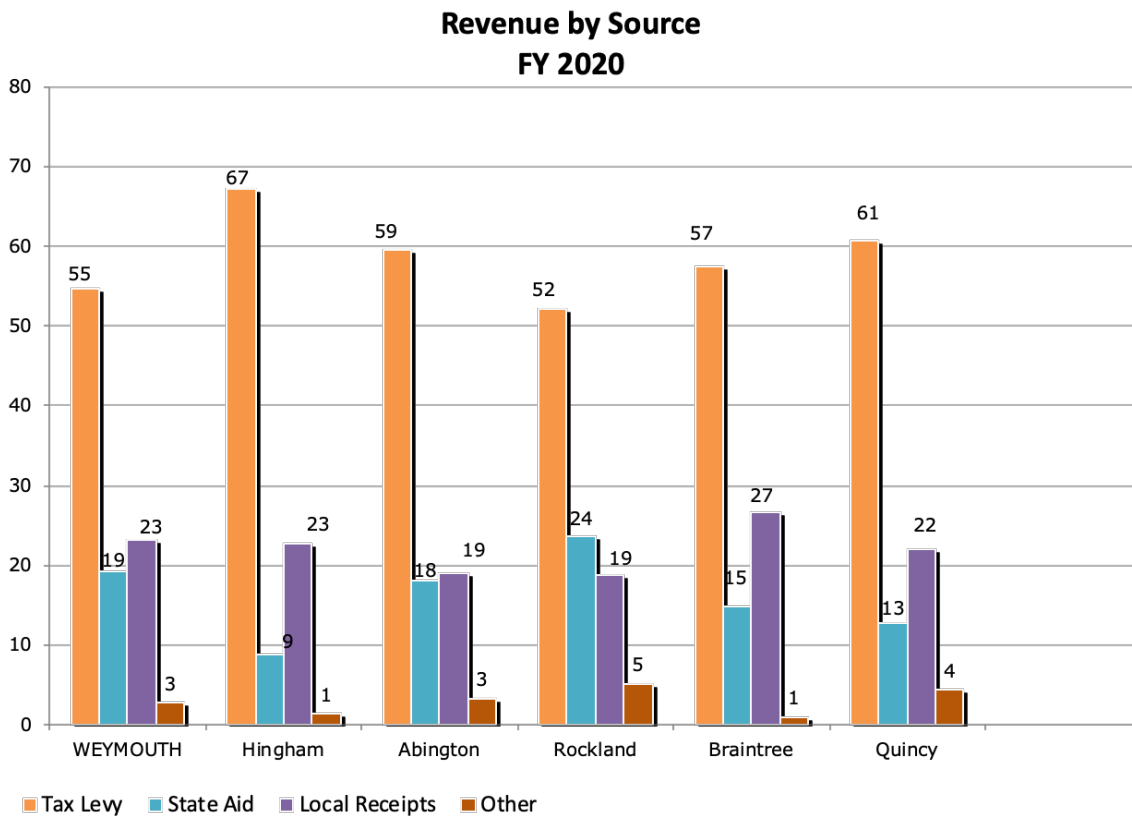


Source: Mass Department of Revenue, Division of Local Services, Municipal Data Bank, 2020, and FXM Associates

Revenue by Source

The following figure shows sources of revenue for each of the communities shown. All derive the majority of their revenues from the tax levy and the least from “other” sources. Local receipts exceed state aid in all except Rockland.

Figure 28

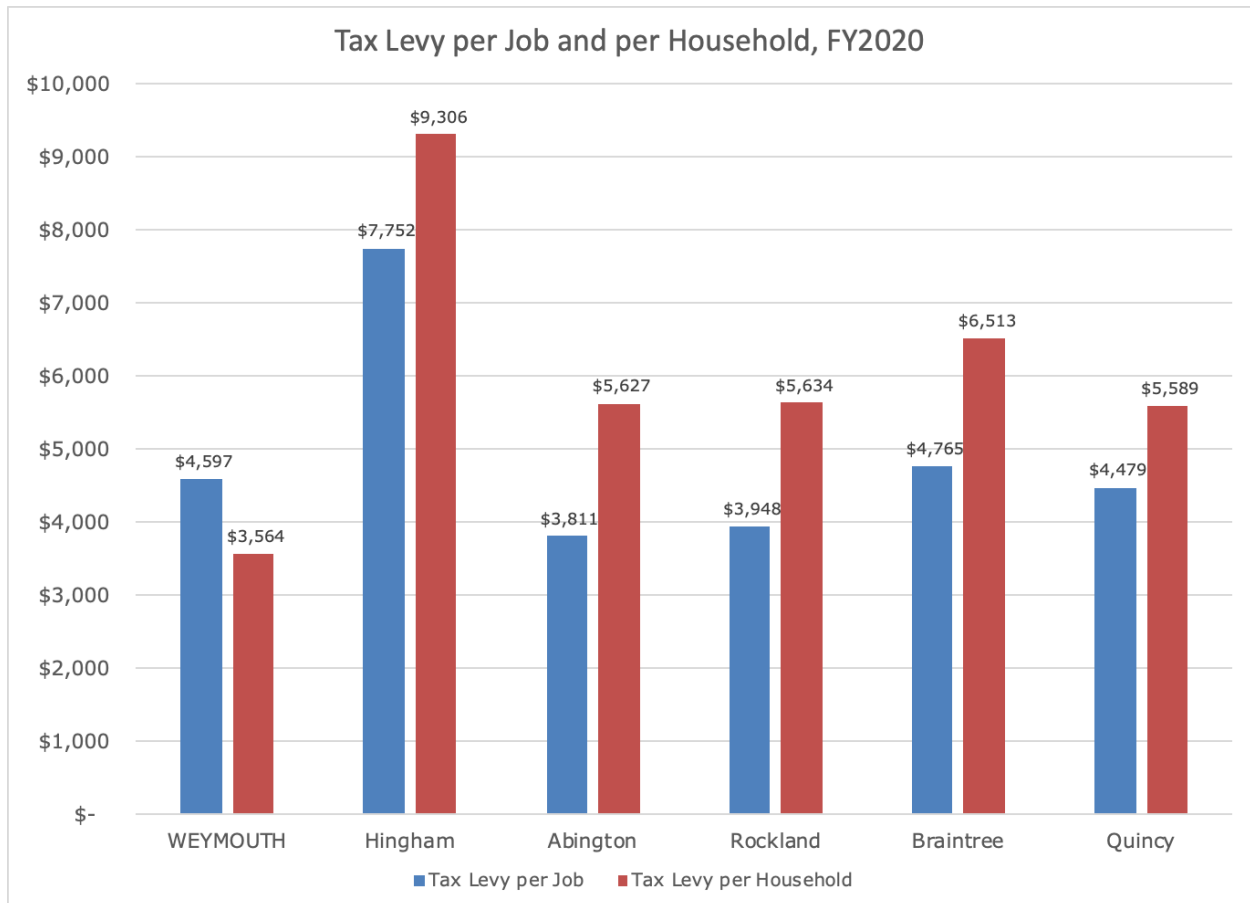


Source: Mass Department of Revenue, Division of Local Services, Municipal Data Bank, 2020, and FXM Associates

Tax Levy per Job and per Household

The following chart shows the total tax levy per job and per household across the six communities.

Figure 29



Source: Mass Department of Revenue, Division of Local Services, Municipal Data Bank, 2020; EnvironicsAnalytics *Claritas* reports; and FXM Associates

RETAIL OPPORTUNITY GAP/SURPLUS ANALYSIS

The retail opportunity gap/surplus analysis is a tool used by major retailers and chain restaurants to gauge market demand and competition within a specified geographic area. It presents a snapshot of the current consumer spending on various retail categories within a specified geographic area alongside actual retail store sales in those same categories within the same geographic area. Where expenditures by households in the market area exceed sales in that market area, a gap or opportunity exists for new or existing stores within the market area to “capture” more of those household expenditures. (This loss of potential sales is also called “leakage”.) Conversely, where market area household expenditures are less than actual sales for a category, it indicates that stores in that category already attract consumer dollars from outside the market area and the opportunity to draw more retail activity may be more limited or may require greater effort.

The analysis is predicated on the idea that that people will typically purchase goods and services within the shortest available walking or drive time from where they live. The principle applies to comparable and competitive goods, services, and pricing: there is no guarantee of success based strictly on location advantage, which simply presents the opportunity.

Retailers typically define market areas in terms of drive times, with a 15-minute drive time considered the maximum time consumers would be willing to drive for all but the largest stores and store types. Market support within a 5-minute drive time is considered the maximum time consumers would be willing to drive to smaller, convenience type retailers, and market demand within a 10-minute drive time is considered essential for most medium sized stores and restaurants. The following figure shows these drive time areas.

Figure 30

Five-, Ten, and Fifteen-Minute Drive Times from Jackson Square



The following table presents the results of the opportunity gap analysis for Jackson Square. Based on 2019 sales and spending, 30,550 square feet of retail activity, new or expansions of current businesses, could be attracted to the Jackson Square market area. These estimates are, as noted, a snapshot of current spending, not based on historical trend projections.

Table 18

Retail Opportunities in the Jackson Square Retail Market Area: 2019

Retail Stores	Market Area Gap	Supportable SF	Potentially Captured SF	Potentially Supportable Stores	Projected Demand Growth in Weymouth
Electronics stores (NAICS 443142)	\$ 9,902,511	25,734	5,500	1	2.58%
Nursery, garden center, and farm supply stores (NAICS 44422)	\$ 9,656,403	37,347	6,400	2	3.14%
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	\$ 2,076,151	6,404	1,500	1	3.17%
Art dealers (NAICS 45392)	\$ 5,309,285	21,153	4,400	1	1.88%
All other miscellaneous store retailers (NAICS 45399)	\$ 6,571,171	19,656	3,000	1	2.69%
Food service contractors (NAICS 72231)	\$ 5,498,743	15,302	2,000	1	2.87%
Drinking places (alcoholic beverages) (NAICS 7224)	\$ 5,884,538	12,038	1,750	1	3.34%
Limited-service restaurants (NAICS 722513)	\$ 7,762,071	20,998	4,000	2	2.50%
Cafeterias, grill buffets, and buffets (NAICS 722514)	\$ 2,514,335	7,590	2,000	1	2.81%
Totals	\$ 55,175,208	166,220	30,550	11	

Sources: EnvironicsAnalytics Spotlight Reports, 2020; The Chesapeake Group, 2013 (CPI-updated); industry sources; and FXM Associates

Under the current pandemic conditions, however, the role of data analysis is weaker than it has been in the past, simply because of the tremendous change and pressure that they have put on the retail sector, among others. Of the nine retail store types shown in the table above, the three NAICS 777 category businesses are among the hardest hit by pandemic restrictions as well as consumer behavior. Only nursery and garden centers offer some positive prospects as households spend more time on their homes and yards. The other categories shown are suffering losses, and much of their future will depend on their adaptability and outside sources of support.

At this stage, there are many unknowns, but retail research is already providing some clues as to what the future of retail might look like. For example, there is widespread consensus that brick and mortar stores will have to have a strong on-line presence in order to stay afloat. That presence could involve everything from posting online inventories that enable customers to come to stores and know what they can expect to find, thereby minimizing their in-store time, through buy-on-line/pick-up-in store or at curbside, to order-online/deliver to home models.

For some stores, particularly the kind of small local businesses that often give neighborhoods their character and that have already suffered severely, this transition will be difficult. For others, with some kind of current on-line presence, it may mean upping their game to compete with online powerhouses. Business support programs of local and state governments and business associations can provide some of the technical assistance needed.

RENTAL HOUSING DEMAND AND SUPPLY TRENDS

Housing Demand Model

Although not a specific area of focus, rental housing is often also an important component of mixed use development. To the extent that rental housing development can complement mixed uses in older downtown and neighborhood commercial centers, it represents an opportunity to upgrade underutilized properties. Younger households and empty nesters are also able and willing, and often prefer, to live in areas that might not be suitable for traditional family housing but that enable them to walk to restaurants, retail shops, recreational opportunities and even jobs.

The residential component of a mixed-use project can make or break its financial feasibility¹, especially when trying to upgrade older urban centers where retail/commercial rents are not adequate to support new construction or rehabilitation of existing commercial properties. In the case of Jackson Square, with relatively few multifamily units, moderate density rental housing can add to the attractiveness, local spending, and livability of the area, as well as contribute net tax revenues for the Town. In addition, the housing sector has not been impacted in the same ways that other economic sectors, such as retail, have been by the COVID-19 pandemic. In fact, locations outside major city centers such as Boston are increasingly attractive as work-from-home is an option for more and more workers. Such workers are not looking for high-density developments, but they might well be attracted by the convenience and livability of rental options in smaller groupings of units.

FXM's *Housing Demand Model* projects over the next five years the average annual demand for rental housing by age group, income and affordable rental rates. FXM's model is distinctive in that it captures mobility within the market area as well as net new growth. Over 90% of expected demand for rental housing in most market areas in New England is generated by households already residing in the area, who are looking to change from owners to renters, upsize or downsize from the current unit, or change location for family or work reasons. FXM's model explicitly accounts for propensity to own or rent and frequency of moving by householder age and income.

¹ Virtually all the major real estate developments recently completed, currently underway or proposed, in greater Boston's superheated real estate market involve residential, retail/restaurant, and office components rather than stand-alone single uses.

For the purposes of this analysis the market area is defined as the area within a 30-minute drive time of the US Postal Service office in Jackson Square. Usually an area described by a 20-minute drive time radius from a city or town center is used for this type of analysis, consistent with the generally accepted view of the primary geographic area within which communities offer similar economic development attributes and constitute the competitive region for attracting jobs and households. In the case of Jackson Square, however, a larger area was used because of the unusually long (even for the Boston area) average commute time of 38 minutes. This market area is shown graphically in Figure 31 following.

Figure 31
30-Minute Drive Time from Jackson Square



This table displays a summary of the average annual demand for rental housing in the market area shown above. For example, of the total number of households, 12,130, expected to move to rental housing each year within the 30-minute market area and able to afford at least \$900 per month rent, approximately 8,760 would be able to afford monthly rents of up to \$1,800. Based on Weymouth’s current share of rental housing in the market area and estimated absorption rates in comparable projects, an estimated 193 households able to afford up to \$1,800 a month rent might be absorbed by additional rental development in a competitive rental property in this location each year. (Note that the figures in the demand columns are **not** additive. They are cumulative, with the “Rentals @ \$900” figure representing total estimated average annual demand in the market area.)

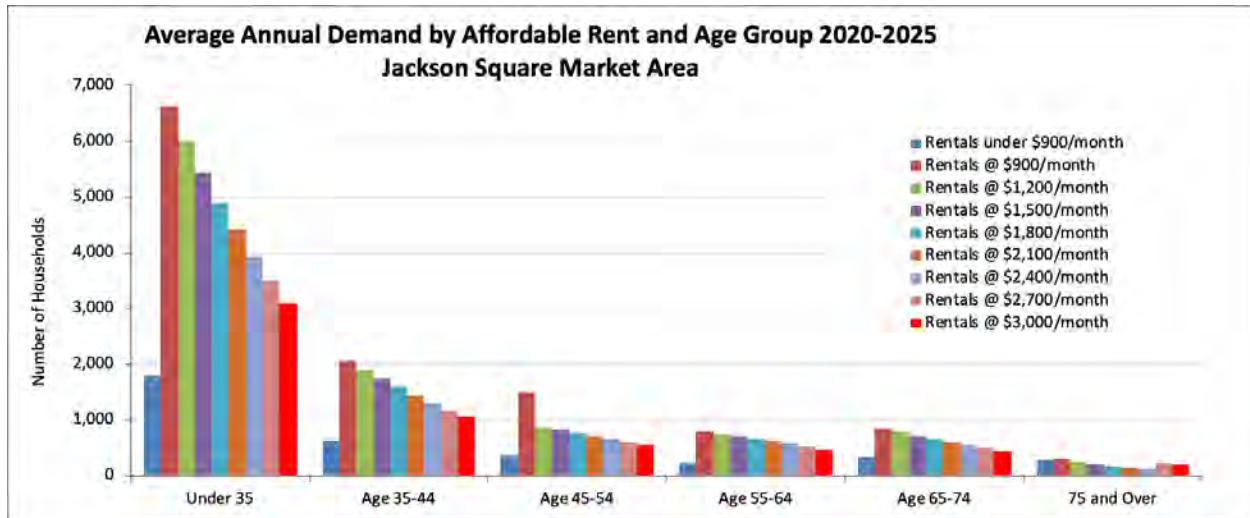
Table 19

	Total Average Annual Demand in Market Area	Total Average Annual Demand in Weymouth	Potential New Rentals Captured within 1.5 miles of Jackson Sq.
Rentals @ \$900	12,130	691	267
Rentals @ \$1,200	10,563	602	232
Rentals @ \$1,500	9,661	551	213
Rentals @ \$1,800	8,760	499	193
Rentals @ \$2,100	7,933	452	174
Rentals @ \$2,400	7,130	406	157
Rentals @ \$2,700	6,521	372	143
Rentals @ \$3,000	5,822	332	128

Source: EnvironicsAnalytics Claritas Spotlight Reports, 2020, and FXM Associates

The next figure shows the average annual numbers of households within a 30-minute market area able to afford various rental amounts over the next five years.

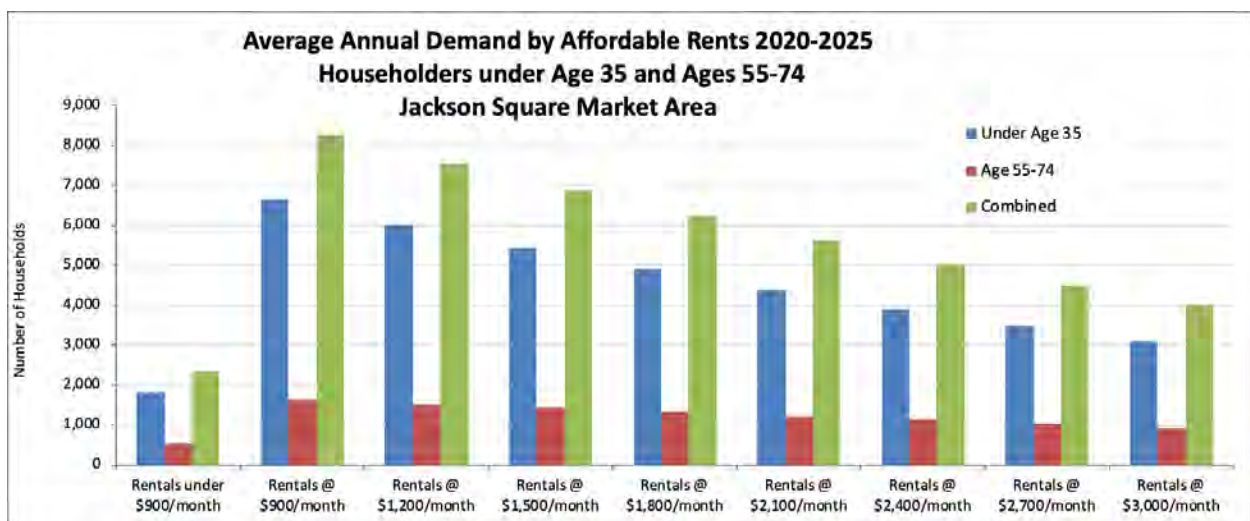
Figure 32



Source: EnvironicsAnalytics Claritas Reports, 2020, and FXM Associates

The following graph shows this information broken down by selected age groups, in this case, the under 35 and age 55-74 householders, who have been targeted by some developers because they have few school children and value living within walking distance of stores and transit.

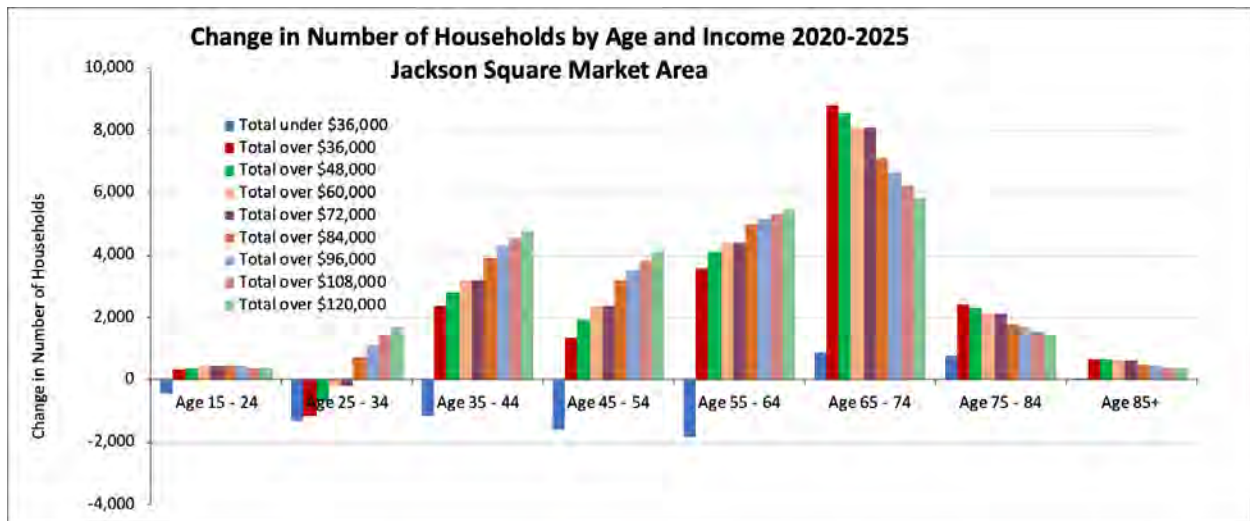
Figure 33



Source: EnvironicsAnalytics Claritas Reports, 2020, and FXM Associates

In order to show where future demand may come from, the Housing Demand Model projects changes in the number of households by age and income over the next five years.

Figure 34

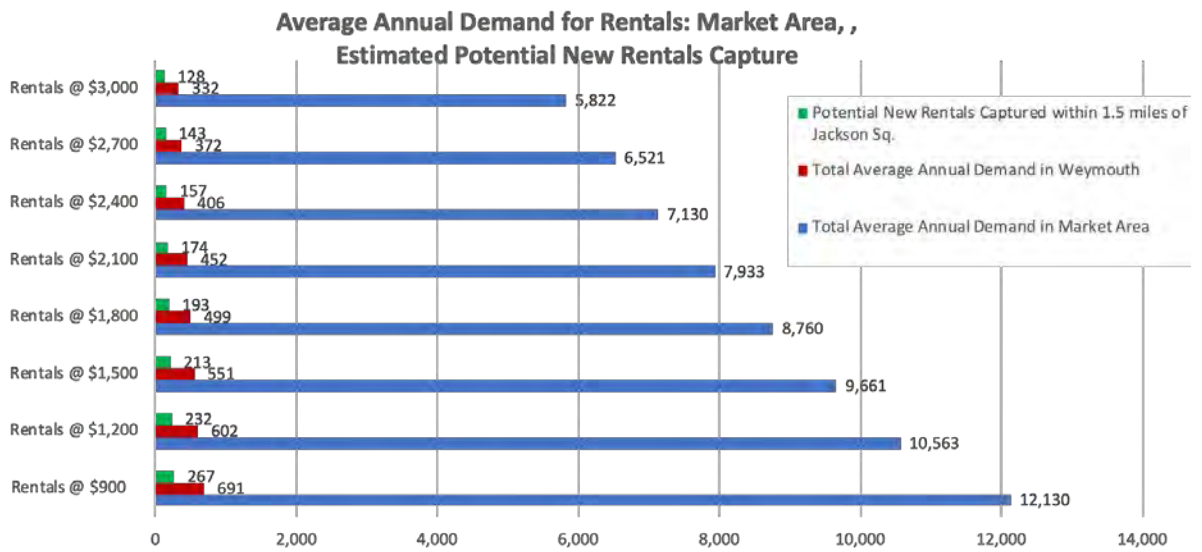


Source: EnvironicsAnalytics Claritas Reports, 2020, and FXM Associates

As is apparent in the figure, all age groups are expected to experience growth between now and 2025, except for those in lower income categories.

The above graphs show total demand within the market area. Jackson Square alone, however, would only be expected to capture a share of that demand. Using current data on renter occupants in Weymouth and the larger 1.5 mile radius area of Jackson Square the graph below shows what proportion of total new demand might be captured by the Jackson Square area. The 1.5 mile Jackson Square area currently has about 1,600 units of multifamily housing at rents averaging slightly under \$1,700, indicating that there is significant potential for new multifamily units, at rental amounts that would be attractive to developers.

Figure 35



Prices and Sizes of Multifamily Rentals

In addition to assessing average annual demand based on householder characteristics and tendencies, this section also analyzes rental units within the market area by unit size and rental rates. The objective of the analysis is to compare demand as indicated by income levels with rents actually paid in the market area. In this case, the effective rents in all areas are lower than what income levels would suggest are affordable and lower than the rents that would be needed to support the construction of new housing. Nevertheless, unit characteristics such as favorable location and amenities could attract renters able to pay the higher rents.

Table 20

Additional Housing Data Analyses

	Jackson Square	1.5 mi radius	Weymouth	Submarket
Total Buildings (2019)	2	21	61	408
Total Units (2019)	15	1,591	4,755	20,844
Average unit size (SF)	729	865	880	884
Average Monthly Rent (2019)	\$861	\$1,676	\$1,797	\$1,939
Average Units per Building ALL (2019)	8	76	78	51
Average SF Units per Building ALL (2019)	5,468	65,534	68,597	45,162
NEW buildings 2015-2019	0	0	3	20
Average Units per Bldg NEW 2015-2019			103	151

Source: CoStar 4th Q 2019, and FXM Associates

7.4 Circulation Analysis

Green International



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MEMORANDUM

To: Harriman Associates
From: William J. Scully, P.E.
Date: January 25, 2021
Project Name: Jackson Square Planning Study, Weymouth, MA
Project Number: Green No. 20101
Subject: Review of Key Jackson Square Traffic and Parking Issues

As part of the overall planning effort being conducted by Harriman Associates (Harriman) for Jackson Square in Weymouth, Green International Affiliates, (Green) was requested to review several key planning issues related to traffic and parking and to provide input and guidance. In doing so, the planning analysis and potential actions were reviewed, site reconnaissance conducted and historical studies and projects were taken into consideration. The critical items given attention for this specific planning study included:

- Traffic flow and circulation within the Square
- Pedestrian movement to and from the Square and within the Square
- Potential bike accommodation within the Square such as bike lanes and bike parking
- Access/egress to the major public parking facility for both vehicles and pedestrians
- Parking supply requirements as part of future zoning regulations

The following summarizes each of the above issues with planning level recommendations.

EXISTING STREET CIRCULATION NETWORK

As part of this assessment, the existing street network in the immediate area of Jackson Square was reviewed in a qualitative manner. This included a review of Pleasant Street, Commercial Street and Water Street. In addition to review of historical documents, a field visit was conducted to verify the current physical conditions and observe traffic operations and circulation in and around the Square. Additionally, there have been questions raised through the study process that were taken into consideration as well.

Briefly, Broad Street is a major arterial in the town that connects Jackson Square in the southeast with Weymouth Landing in the northwest area of the community. In general, it is a 2 lane street with wide shoulders along much of its route. Within the Square, curbside parking is allowed from approximately Randall Street to just before the Water Street/Commercial Street signalized intersection. Pleasant Street is another major town artery that connects Jackson Square with Columbian Square and points to the west. Similar to Broad Street, Pleasant Street has 2 travel lanes with relatively wide shoulders along most of its route between the two Squares. Commercial Street has a unique alignment within the town but serves Jackson Square including providing the access to the commuter rail station within approximately 1,500 feet of the Square itself. The intersection of Commercial Street, Broad Street and Pleasant Street is controlled by a traffic signal.

Traffic speeds within the Square are relatively low with given factors such as the two signal operations, the curbside parking activity and moderately high traffic volumes. Circulation issues noted through observations of stakeholder discussions include:

- The geometry of both signalized intersections is somewhat awkward and not at 90 degrees. In the case of the Broad/Commercial/Water Streets intersection, the tight angle prevents right turns from Broad Street onto Water Street thus the active use of the “cut-thru” link near the post office,
- The primary access/egress in relation to the major public parking lot is located off Pleasant Street with close proximity to Broad Street and nearly opposite the access to the post office creating at times interruption of traffic flow and a higher safety risk at that location,

EXISTING PEDESTRIAN CONDITIONS

Overall, the Square is not currently an overly pedestrian friendly area. In some locations, the sidewalks are average and narrow. It is difficult to cross the streets in the midblock areas given the volumes and lack of defined crossings. As a result, they are limited to crossing at the signalized intersections to a large extent that can be inconvenient depending on where the pedestrian is coming from or going to. An example of this is the “crossing” at the Lovell Field driveway. If one wished to cross the street and continue walking to locations such as the post office or The Venetian, they would in theory need to walk to either traffic signal, cross at that location and then continue their trip - potentially backtracking several hundred feet. In a small business district, this can be a significantly negative perception or condition.

While there is a pedestrian connection from the major municipal parking lot to Broad Street, connections to Pleasant Street are undefined leaving the visitor walking in the primary access/egress drive. With respect to the commuter rail station, a sidewalk does exist from the Square to the station. However, it is a relatively uncomfortable or inviting walk even though within only 1,500+/- feet of the Square. Factors contributing to this include the lack of shade trees, crossing several wide driveways serving private uses, and much of the walk is along parking lots in contrast to walking along Broad Street and the numerous businesses abutting the sidewalk.

EXISTING BICYCLE ACCOMMODATION

In addition to pedestrian movement, the accommodation of bicycle travel was also reviewed. Currently, there is no defined bicycle accommodation along the streets that provide access to the Square and limited accommodation within the Square itself other than a few isolated bike parking locations. There is no on-street markings or signage. A recent Complete Streets Tier 3 grant will fund some additional bike parking in the Square with locations near the Lovell Field directly off Broad Street and Herring Run Pool Park. A separate evaluation of bicycle accommodation feasibility is underway by the town and this examination includes the major streets serving Jackson Square.

While bicycle accommodation is limited in its ability to resolve vehicle congestion and circulation issues, if safe, comfortable accommodation can be provided and encouraged, it would provide additional travel choices for residents in or near the Square as well as visitors to the Square and commuters traveling through the Square.

JACKSON SQUARE PARKING

As is typical in older New England villages, there is public parking provided both on-street at the curb and in off-street locations. The curbside parking is allowed on Broad Street and portions of Pleasant Street within the Square. The major off-street public parking resource is the municipal lot between Pleasant Street and Shawmut Street behind Broad Street. The parking lot is accessed via the primary point from Pleasant Street and a secondary drive from Shawmut Street. The only vehicle exit is currently to Pleasant Street, which is located almost directly opposite the access to the post office and the parking for its use. The entry from Shawmut Street is narrow running between two homes with a downgrade to the lot. The nearby Shawmut Avenue that provides access to residences also provides an “unadvertised” access to the lot but exiting the lot via this street is currently prohibited.

A defined pedestrian connection is provided from the lot to Broad Street, however, pedestrians walking between the lot and Pleasant Street must walk along the access drive that also provides restricted parking spaces along each side for the abutting businesses.

A little further away from the Square than the major public lot are two other parking areas controlled by the town. These include the small lot at the branch library and at Iron Hill. Both these lots are within a short walk to the Square but not presented or viewed as a resource to the Square under current conditions.

Field review also noted the lack of a clear wayfinding sign system to the off-street parking. While there is a small standard parking sign at the entry to the large public lot, if a new visitor enters the Square from Broad Street or Commercial Street would be unaware that the lot exists.

The final area that was generally reviewed during the planning efforts related to the zoning requirements for parking as they pertain to new development. In general, the current parking supply regulations related to land uses such as retail, office and multi-unit residential would be considered under today’s practices as excessive. For example, retail or office could require 5 parking spaces per 1,000 square feet of floor space under present regulations. Multi-unit residential would require 2 spaces per unit under current regulations.

RECOMMENDATIONS

While this review of traffic and parking issues in Jackson Square represents a planning level assessment, a number of recommendations were identified. These recommendations are made in support of the planning and economic actions being advanced. They may also represent short term actions that can be implemented and further evaluated or relate to issues that require more detailed and specific study before a final improvement action can be determined. The recommended actions noted below are not in any order of priority but address the above major areas of concern.

Traffic circulation

- Short term (6 to 12 month)– the two traffic signals in the Square should be reviewed for signal timing and to evaluate whether they should be coordinated and/or adjusted to improve traffic flow and pedestrian accommodations,
- Medium term (1 to 2 years) – conduct a detailed study of the intersection of Broad Street/Commercial Street/High Street to determine if potential geometry and traffic control modifications are feasible to improve pedestrian and bicycle movements as well as traffic flow within the Square. The evaluation should include the adjacent intersection of Broad Street at

Pleasant Street and the connecting links in front of the post office and the connection to Water Street.

Parking

- On-street – spaces should be clearly marked on Broad Street between Commercial/High Streets and Pleasant Street with 22-foot-long markings,
- Curbside management - It may be appropriate to review the overall curb management and the regulations currently in place as the curb use demands over the past five years or so has changed significantly with additional “shared mobility” (i.e. Uber, Lyft) that became highly popular, the increase in deliveries as well as the technology that now exists to easily program different restrictions over the course of the day as well as day to day – this change began prior to Covid-19 effect, which has further affected the demands for short term curb space by various users,
- Off-street – while access to the major public parking lot is to and from Pleasant Street as well as from Shawmut Street, it is suggested that the entrance from Shawmut Street be converted to an *exit*. Shawmut Avenue can continue to provide access into the parking lot though this will potential affect the existing residences along the street to an extent. This could be implemented on a trial basis and evaluated for the permanent change. The exit drive, which runs between two residences, would need to be STOP sign controlled.
- Guide signage to off-street parking needs to be created and implemented. In general, if you are entering the Square from Broad Street or Commercial Street, there is no indication of the public parking locations and its access. The wayfinding must address all access points and provide the information as one approaches the Square from different directions.
- If the existing library site is being permanently closed but will remain town owned, the parking lot, located within a short walk to the Square, could provide for additional long term” parking to serve the Square.
- The current zoning requirement for “minimum” parking supply requirements for any new development or redevelopment are outdated and excessive. They need to be modified to reflect the current practices and knowledge of parking demands. For example, multi-family residential projects located in a more urban type environment as well as within close proximity to transit service need substantially less than 2 spaces per unit, which is a common requirement used over the past 30 or more years in communities. Recent research indicates that supply of 1.5 spaces per unit is more than sufficient in an area that is served by transit and is a “walkable” community. The current town’s requirements for commercial space is also excessive. This kind of condition discourages or makes in possible the redevelopment of sites that may exist on historically small land areas.
- Within the Square, it is also possible to explore more extensive use of “shared” parking where the publicly owned parking supply could potentially serve a need that enables the redevelopment or new development in the Square. As an example, if overnight parking was allowed in the primary municipal lot (with a permit), may allow for more upper story residential uses on properties that are unable to support sufficient parking.

Pedestrians

- A safe, defined pedestrian crossing on Broad Street at Shawmut Street and at the Lovell Field entrance is required. At minimum, crosswalks with signage. Curb extensions and/or RRFB signals may also be appropriate.
- The town's Tier 2 Complete Streets Plan included a suggestion for slight modifications to the Pleasant Street/Water Street intersection to tighten the right turn corner to reduce the turning speed and reduce pedestrian crossing distance. This was not incorporated into the recent maintenance and repaving project so should remain on the list "to be done".
- The walk between the commuter rail station on Commercial Street and Jackson Square includes a sidewalk and some lighting along the north side of the street, but it could be made a more inviting walk by adding street trees and reducing the crossing distances of several existing commercial drives along the walking route. Potential infill with building street fronts over time would also be a positive way for encouraging the walk from the Square neighborhoods and the station in the future.

Transit

- MBTA Bus Route #222 currently serves the Square, however, it does not stop at the commuter rail train station. To connect residents in the neighborhood as well as encourage more TOD type development, the town should request the MBTA to consider modifying the existing bus route to circle down to the rail station and then return to its route through the Square.

Biking

- While bike accommodations on the town's major streets such as Pleasant Street, Broad Street and Commercial Street is being evaluated in detail by the town as part of a separate study, it appears that safer on-street biking can be provided in the Square through modified markings and signage. It is likely to include a combination of wider shoulder lanes or use of sharrows in the vehicle travel lane.
- Additional bike parking is anticipated to be implemented in the Square as part of the Complete Streets grant program. However, as accommodations improve and new or additional residential projects are constructed in the Square, there will be a need for additional bike parking. This could be provided by selectively placed loops scattered within the Square near places of business. It can also be provided through updated zoning requirements in which bike parking would be included in new developments or major redevelopment projects.