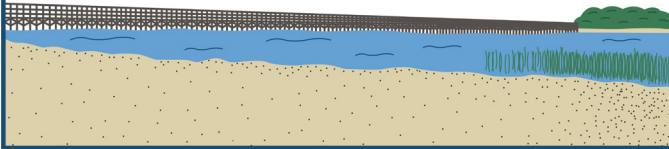


# Economic Development

DRAFT: TO BE REFINED WITH YOUR HELP!

DRAFT FOR DISCUSSION 12-18-18

## Envision Duxbury



Envision Duxbury is a comprehensive master plan being developed by the Town of Duxbury to guide the future growth and economic development of the town, using goals and ideas generated by community members.

As a historically rural and coastal community, Duxbury's economy is a mix of residences, fishing, boat building, offices and retail. Duxbury's economy has predominately included small, locally-owned and locally-oriented businesses. The largest employers in Duxbury include the local schools, nursing care facilities, real estate brokers, and town government.

The largest industries in Duxbury are Professional, Scientific, Tech Services (122), Finance & Insurance (85), and Healthcare & Social Assistance (73), and the highest paying industries are Professional, Scientific, Tech Services (\$159,444), Educational Services (\$51,607), and Healthcare & Social Assistance (\$21,875). The median household income in Duxbury is \$165,531. The most common job groups, by number of people living in Duxbury, are Management, Business, Science, & Arts, Sales & Office, and Service.

Duxbury has eight distinct locations throughout the town where commercial uses of varying sizes occur. These locations include Halls' Corner, Snug Harbor, Millbrook and Bennett's Corner. They are the larger commercial districts in town, generally on or east of Route 3A. Locations with more modest commercial activity include Osborn's, Bonggi's, Duxbury Fitness, and the corner of Route 3A and Church.

## Recommendations

The following goals and strategies are intended to support continuing efforts to sustain Duxbury's local economy and provide local services and amenities for residents. Particularly, they are focused on the efforts to create a distinct identity for each business district while addressing concerns regarding additional traffic, parking, pavement and environmental impact of intensified uses in business districts. Recommendations are developed with available statistical data, input through the community open house, and interviews with local businesses.

### Goal 1: Focus on distinct business district-based economic development

- Strengthen the identity for major districts to attract residents, new visitors, and businesses while mitigating traffic, parking, and environmental impact.
- Increase residences within and near the business districts by working with property owners to determine priority underutilized sites for mixed use redevelopment.
- Create a pedestrian and bicyclist friendly environment in each district.
- Improve wayfinding signage to better guide visitors to Duxbury's existing business districts and amenities and create a façade improvement program for these districts.

### Goal 2: Expand maritime businesses and industries, including recreation, research and education opportunities

- Work with state and regional education and economic development agencies to bolster marine educational programs/facilities, the marine aquaculture industry, and recreation programs/facilities, by creating a Snug Harbor Economic Development Plan to grow jobs and revenue.
- Increase complements to maritime activity including retail, restaurants, and expansion of cultural and recreational offerings to attract year-round visitors, such as water-based recreation (tours, charters and kayak sales/rentals).

- Further develop off-peak season programming to attract visitors including festivals (food, music, film), shopping events, restaurant weeks, and more. Continue to support, but increase the promotion of, Holly Days, with improved marketing and outreach.
- Consider incorporating an open space element into any new development that occurs near the harbor.

**Goal 3: Assist local home-based nonstore businesses**

- Create a home-based business development and management program to support a growing employment base.
- Create a Center for Entrepreneurship Incubator, perhaps by partnering with local coworking space Co-WorkDux, which would educate, support, and assist in the successful development of local entrepreneurs who are committed to building a vibrant community.

- Through the incubator, support the creation of a retail store with an exclusive focus on local products. The marketplace would help build local businesses and connect businesses to regional customers and be a hub for locally made goods.
- Hold networking events for existing and future home-based, entrepreneurial businesses.

**Goal 4: Strategically plan for resilience and leveraging of limited resources**

- Incorporate resilience and climate change into economic development planning through cost benefit analyses or other evaluations.
- Consider infrastructure investments that could address multiple issues (for example, wastewater treatment plants in certain locations could strengthen redevelopment opportunities, improve Duxbury Bay water quality, and improve coastal resiliency).
- Leverage and optimize infrastructure to support more intense use of land in neighborhood business districts.

---

## Questions for Stakeholders

1. What is your initial reaction to this material?
2. Given what you know about major goals, challenges, or opportunities in the Town, does anything appear to be missing or seem incomplete?
3. Are there goals or strategies that are difficult to understand or that need to be clarified?
4. Does this material raise any additional questions for you?
5. From your perspective, what is the highest priority among the goals and strategies?
6. What do you think your role, or the role of the group you represent, could be in implementing these goals and strategies?
7. Is there someone else who we should talk to in Duxbury who is knowledgeable of this topic?
8. What action items do you see as critical to achieving these goals and strategies?
9. Do you know of other resources that could be used to address these goals and strategies?
10. How do you see this element relating to other elements of the Master Plan?
11. Do you have any other comments?