



GOOD DAY **15** SEPT. 2023

METRO SOUTH



**11:45 AM
- 1:45 PM**



**OLDE SCOTLAND LINKS
695 PINE ST. BRIDGEWATER**

Our panel of economic development speakers will discuss transportation, infrastructure, housing, and anticipated downtown revitalization projects in Bridgewater, MA.



Peter Milano

Massachusetts Office
of Business
Development



Mayor Sullivan

City of Brockton



Mike Lambert

Brockton Area Transit
Authority (BAT)



Bob Rulli

Community Economic
Development, Town of
Bridgewater



Fred Clark

Bridgewater State
University



Michael Dutton

Bridgewater Town
Manager



Mathieu Zahler

MPZ
Development LLC

Register now: metrosouthchamber.com/events

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**Bridgewater
MASSACHUSETTS**

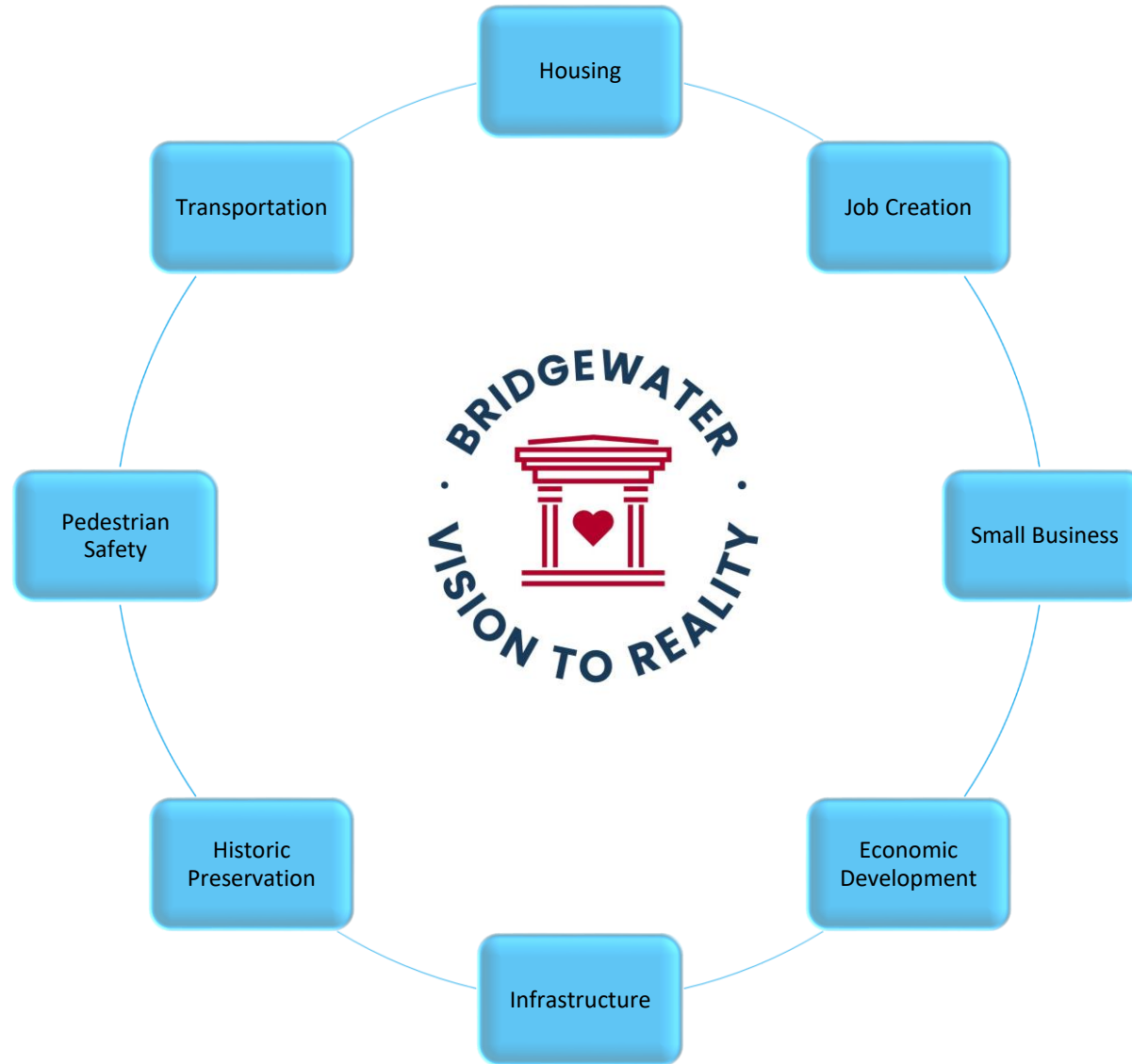




**Good Day Metro South-Bridgewater Day
September 15, 2023**



BRIDGEWATER
VISION TO REALITY



Strengths

Weaknesses

Opportunities

Threats

Strategic Planning Analysis

SWOT

STRENGTHS

- Supportive Town Council and Town Administration
- Past Planning Efforts and Adoption of Comprehensive Master Plan
- Bridgewater State University

Past Planning Efforts

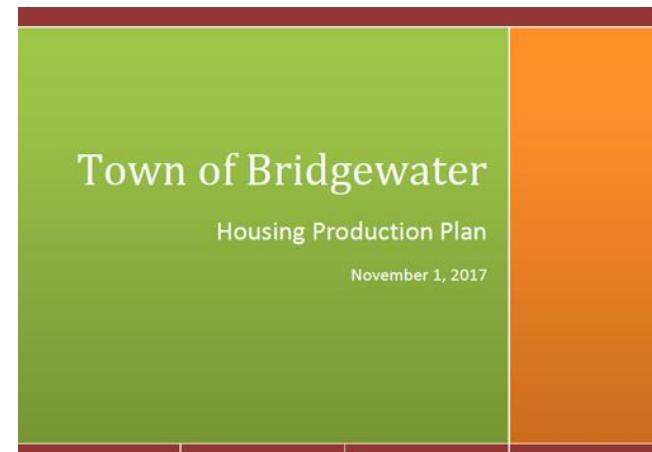
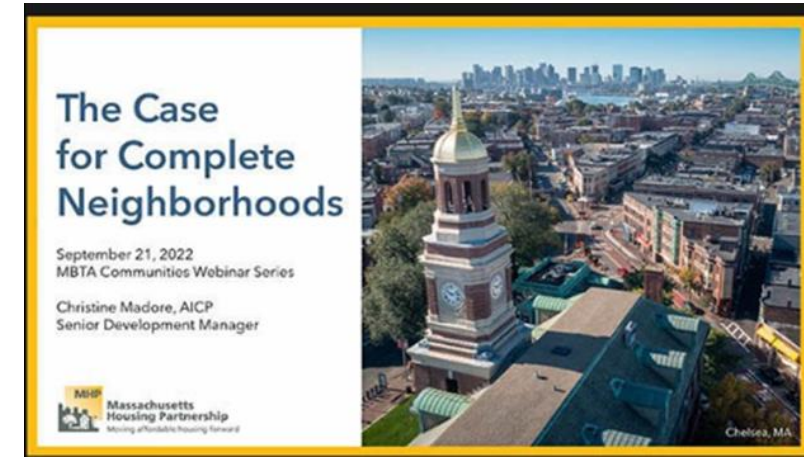
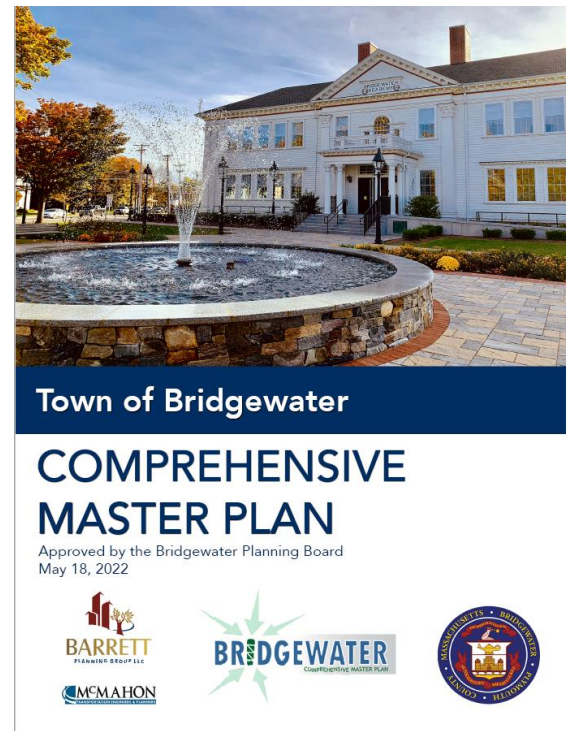
Bridgewater Comprehensive Master Plan, 2022

Bridgewater Downtown Community
Development Master Plan, 2014

Bridgewater Complete Streets Prioritization
Plan and Pedestrian Safety Assessment

Bridgewater Housing Production Plan, 2017

Bridgewater State University (BSU)
Institutional Strategic Plan, 2018





BRIDGEWATER STATE UNIVERSITY
Institutional Strategic Plan
January 15, 2018



S W O T

WEAKNESSES

- Existing Zoning
- Lack of Investment in the Central Business District
- Lack of Mixed-Income Housing in the Central Business District



MODERATE INCOME: Households whose incomes are between 81 percent and 95 percent of the median income for the area, as determined by HUD (\$79,730-1, \$92,120-2)

LOW INCOME: Households whose income does not exceed 80 percent of the median income for the area, as determined by HUD (\$63,784 -1, \$72,896 -2)

Bridgewater-Raynham Regional School District -1st Year Teacher (Bachelors) \$52,207

Bridgewater-Raynham Regional School District -1st Year Teacher (Masters) \$59,844

Bridgewater Police Department – Starting Patrol Officer \$59,792

BRIDGEWATER AREAWIDE MEDIAN INCOME FOR A FAMILY OF FOUR = \$113,900

BRIDGEWATER HOUSING MARKET

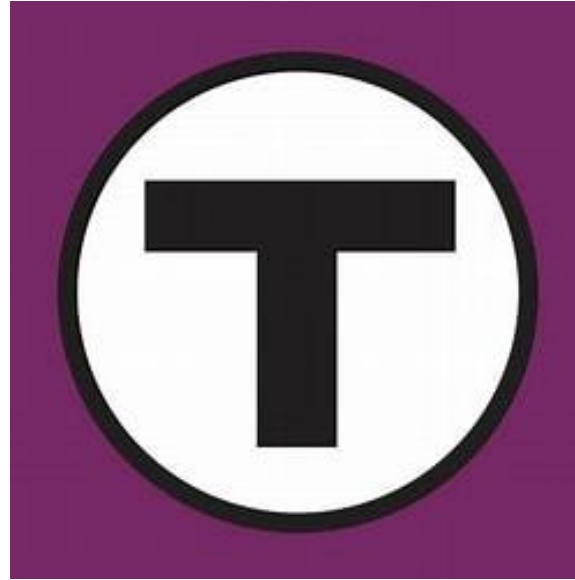


Most effective tool a Municipality has to create new housing, ZONING!!

S W O T

OPPORTUNITIES

- MBTA Communities
- Revised Zoning/Adoption of Form Based Code
- Bridgewater State University's Cybersecurity Program



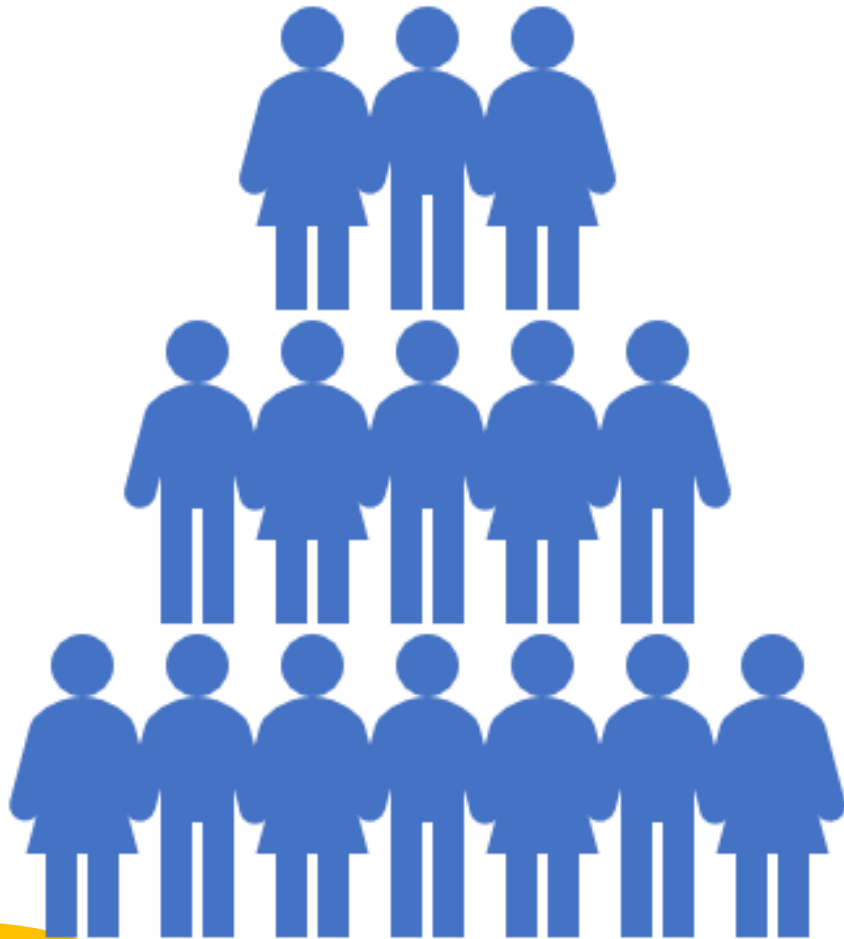
- MBTA Communities Legislation requires “by right zoning” to allow for 1401 **new** housing units
- Zoning to meet MBTA Communities compliance must be in place by **December 2024**
- Relocating MBTA platform to Spring Street lot, expanding regional transportation opportunities and concentrating new mixed-use, Transit-Oriented Development (TOD) within the Central Business District will attract new retail, restaurants and commercial uses because of the surrounding activity



Increased density and expansion of allowable uses, dimensional relief, reduction in parking requirement all create additional value for a property owner.

Form Based Code: What is it?

- Form Based Code (FBC) is an alternative zoning district that allows for the regulation of development that helps a community realize its vision for a specific area.
- While existing zoning focuses on separating land uses (i.e., residential, commercial, industrial) it does little to encourage an integrated approach to development.
- FBC helps regulate land development and redevelopment by setting careful and clear controls on building form, rather than focusing strictly on types of land use.
- FBC typically allows for more density than existing zoning districts.
- FBC clearly defines requirements for building heights, building and parking placement, architectural features, as well as standards for sidewalks street trees, parking and public spaces.
- **A mix of affordability is required for housing units.**
- It also can provide a less intensive/ expensive option than current Planning & Zoning Review.
- FBC can also provide financial incentive by offering a faster and more streamlined approval process.
- Benefits to FBC include a more predictable outcome due to form-driven zoning requirements.
- The Town and the community each benefit from managed growth and public improvements that are aligned with a collective vision for the future.



- Since 2016 the unemployment rate in the cyber security field is 0%
- Median annual income for cyber professionals is \$102,600 (US Bureau of Labor & Statistics)
- The global cybersecurity workforce grew to encompass 4.7 million people, reaching its highest-ever levels, according to a [\(ISC\)2 2022 workforce study](#)*
- The same study found that there is still a need for more than 3.4 million security professionals, an increase of over 26% from 2021's numbers. This reverses a trend seen in [\(ISC\)2's 2021 study](#), where the number of open cybersecurity jobs actually dropped over a two-year period
- Estimate job growth 2020-2030 is 33%
- Massachusetts, like the rest of the country, is experiencing a shortage of cybersecurity professionals. From October 2021 through September 2022, Massachusetts had just over **26,769 people** employed in cybersecurity-related positions and about **20,702 cybersecurity job openings** were posted

* The International Information System Security Certification Consortium



Economic Multiplier Associated with BSU Cybersecurity Program

- Increased student enrollment
- Opportunities for post graduate employment (locally)
- New mixed-use development
- Business expansion/attraction

The multiplier creates a circular flow of income (domino effect) as businesses grow, they hire more people. In turn, those employees spend a portion of their income at other businesses who then hire more people.

SWOT

THREATS

- Adequate access to potable water and wastewater discharge capacity
- Meeting MBTA Communities compliance requirements, while having insufficient infrastructure capacity (Requires State & Federal Participation)

Redevelopment Sites within the Central Business District



Potential Traffic Improvements around the Town Common/Central Square



Projected Timeline Next 12 Months

Process:

- Community Workshop – 9/26/23
- Proposed Zoning Amendment to Bridgewater Town Council (1st Reading 12/19/23)
- Approval of Zoning Amendment (January 2024)
- MBTA Compliance prior to 12/24

Infrastructure:

- Ongoing evaluation of existing water capacity and future infrastructure improvements
- Initiate discussion with DOC on reallocation of BSU wastewater (Fall 2023)

Project Approval:

- Perkins Foundry (Mixed Use) 4th Quarter -2023

New Development:

- 1st project under new zoning/FBC – 2nd Quarter 2024

Funding:

- State and Federal funding opportunities – ongoing
- Exploration of Tax Increment Financing (TIF) – 2nd Quarter 2024



Creating a there, there!

Thank you!

www.bridgewatermavisiontoreality.com



BRIDGEWATER
VISION TO REALITY

UPCOMING CHAMBER EVENTS

- **October 5: 33rd Annual Legislative Reception**
 - 5:00PM - 7:30PM
 - @ Donahue Hall, Stonehill College
 - 320 Washington Street, Easton
- **October 18: NEREJ & MSCC Business Summit**
 - 8:30AM - 12:00PM
 - @ Showcase Cinema de Lux
 - 73 Mazzeo Drive, Randolph
- **November 15: 110th Annual Meeting & B2B Expo**
 - 10:30AM-12PM (expo) 12PM-1:45PM (luncheon) 1:45PM-3PM (expo)
 - @ Multipurpose Auditorium, Adult & Teen Challenge
 - 1315 Main Street, Brockton