

# Fairhaven 40R Planning Working Group Meeting #1 September 21, 2022



**Fairhaven**  
Massachusetts

**DODSON & FLINKER**  
Landscape Architecture and Planning





# Agenda

Time	Topic
4:30PM	Welcome
4:40PM	Introduce project
5:00PM	Working Group Process
5:20PM	What is a 40R District?
5:50PM	Shared Fact-Finding about the Study Area
6:25PM	Closing thoughts, next steps

# Route 6/240 Redevelopment 40R Working Group

Thanks to

- Grants
  - Community Compact Best Practices Grant;
  - 1-Stop for Growth Grant;
  - EEA Community Planning Grant;
  - Local EDC Funds.
- Planning Consultant & Design Standards:
  - Peter Flinker and Dillon Sussman of Dodson Flinker Landscape Architects & Planning. D&F local consultant Stephen Kelleher Architects of Fairhaven
- You
  - Volunteering to define a 40R bylaw and design standards that fit Fairhaven.

- 40R is not 40B
- 40R is the antidote to 40B
- 40R allows the Town to decide where to Grow
- 40R allows the Town to create Design Standards
- 40R allows the Town to create new capacity for sustainable growth in an appropriate location
- 40R allows Mixed-Use with Residential above Commercial in areas served by Transit
- 40R helps with funding
- 40R achieves Master Plan Goals & Objectives
- 40R is only allowed if Town Meeting allows it

## HOW DOES 40R COMPARE TO 40B?

	40R	40B
Town Meeting?	Yes	No
Design Standards?	Yes	No
Design Guidelines?	Yes	No
Density Limits?	Yes	No
State Funding Available?	Yes	No
Commercial Use?	Yes	No

40B and 40R are two state laws that are designed to create affordable housing. 40B projects can take any shape and happen anywhere in town; on the other hand, adopted at Town Meeting, 40R provides guidance on a project's character and location.



Fairhaven Redevelopment  
Rt. 6/240 Target Area

# Conceptual 40R Districts for Consideration

Industrial

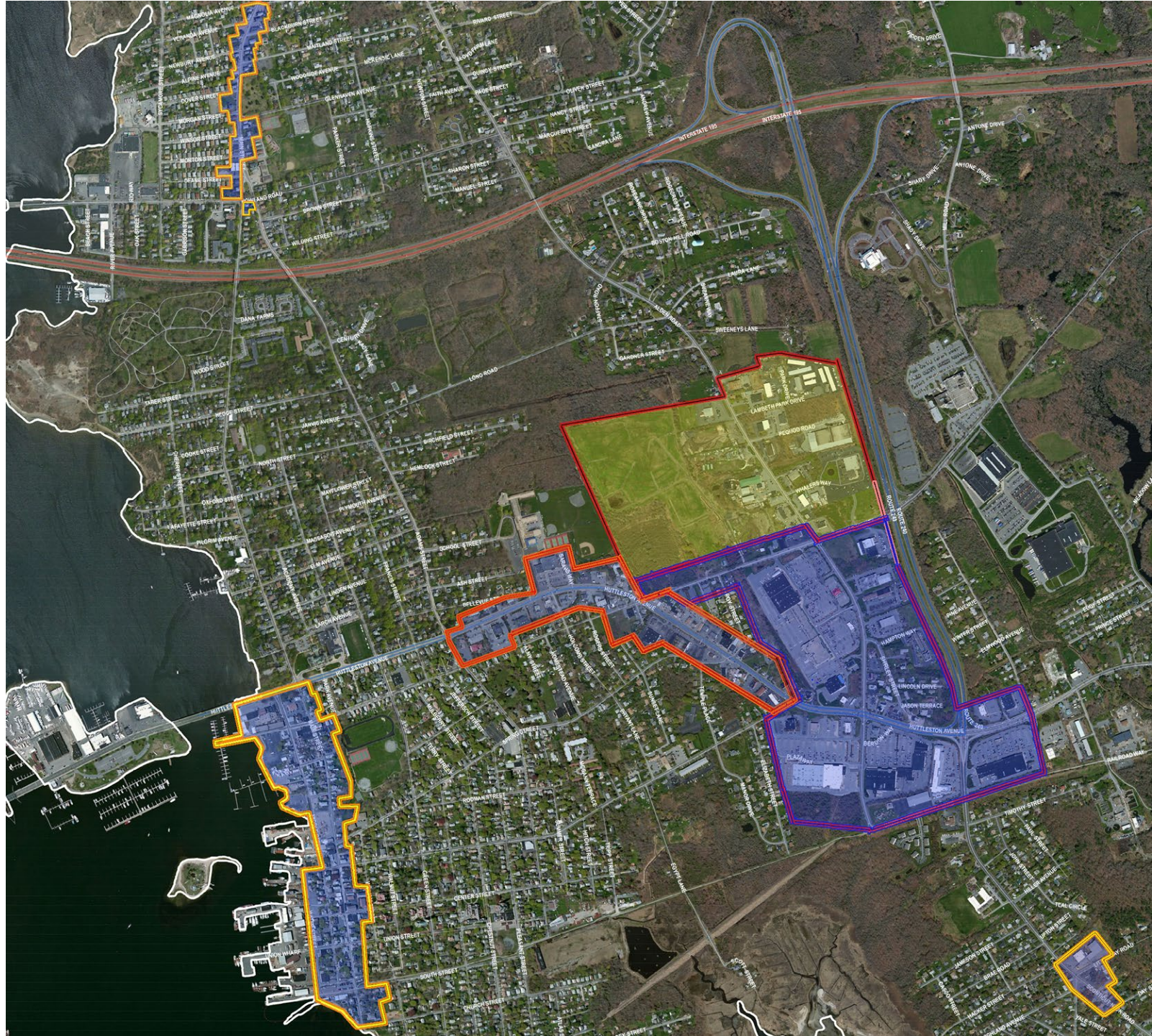
Route 6 40R

Rt. 6/240  
Target Area  
40R District



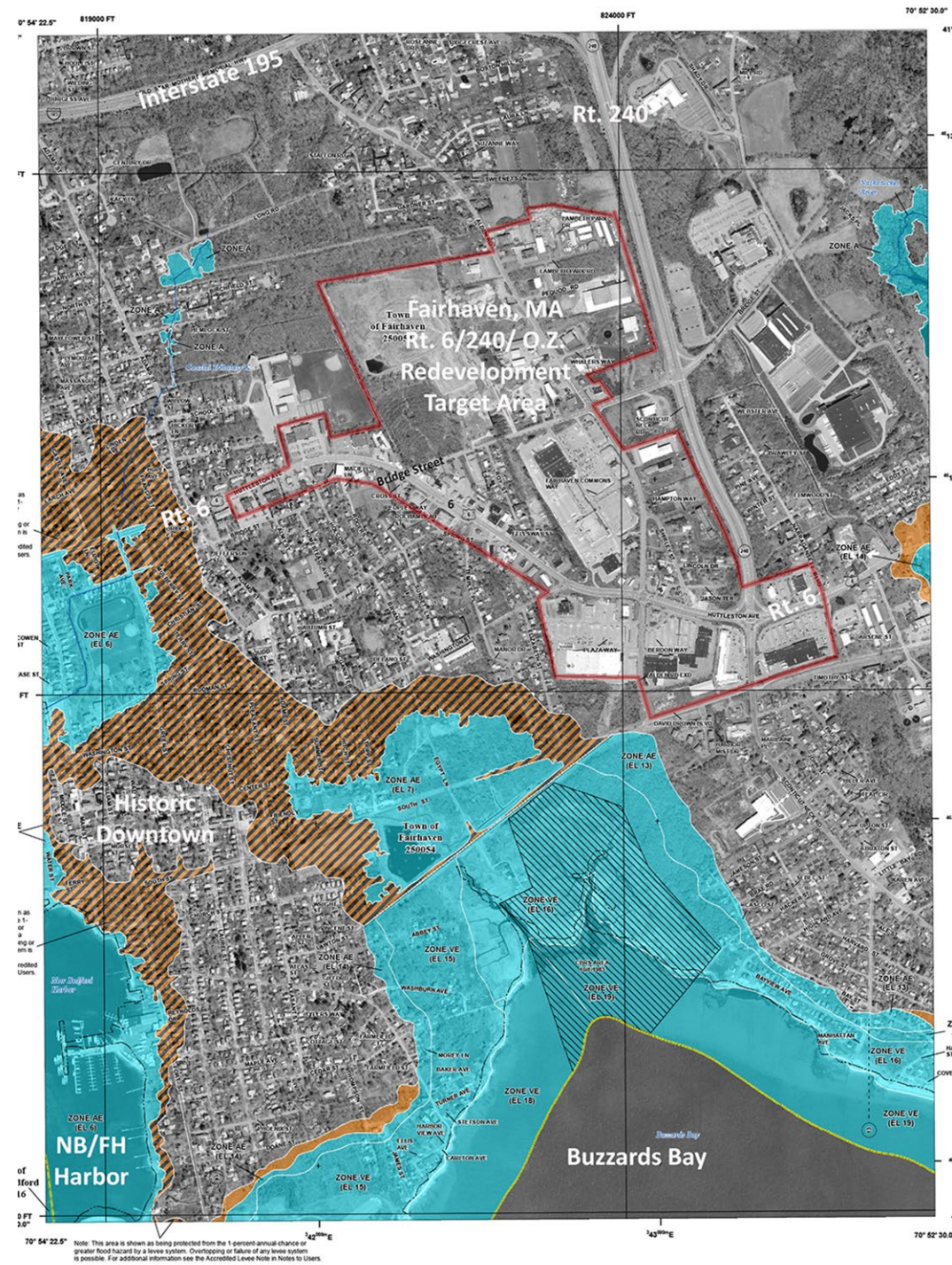
# Potential 40R Overlay Areas for Fairhaven Redevelopment

- Plaza Target Area 40R
- Route 6 40R
- Downtown Mixed-Use along Main and Middle Streets.
- Benoit Sq./N. FH Mixed-Use
- Sconticut Neck Rd. MU/40R



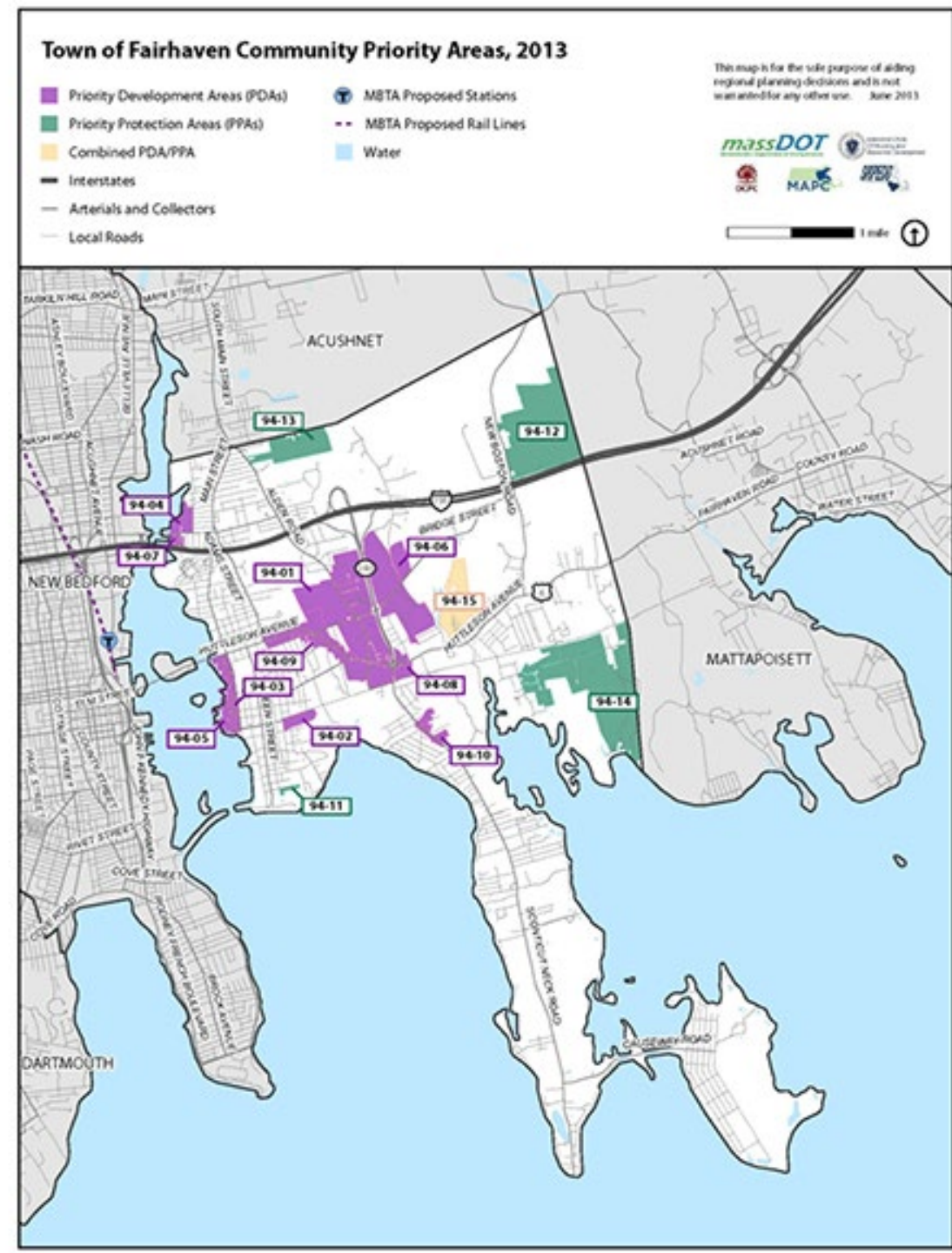
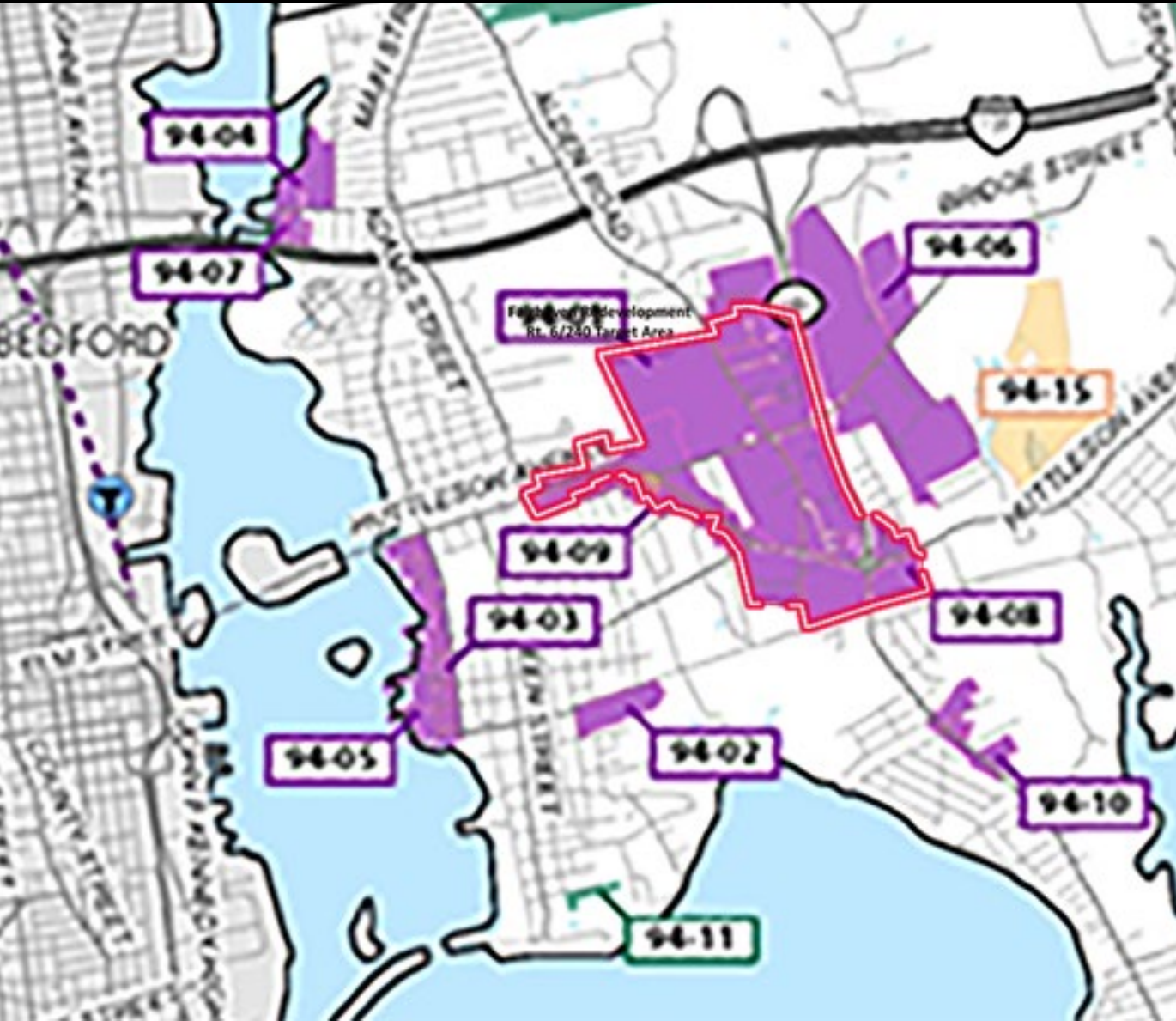


# Resilient Future Development



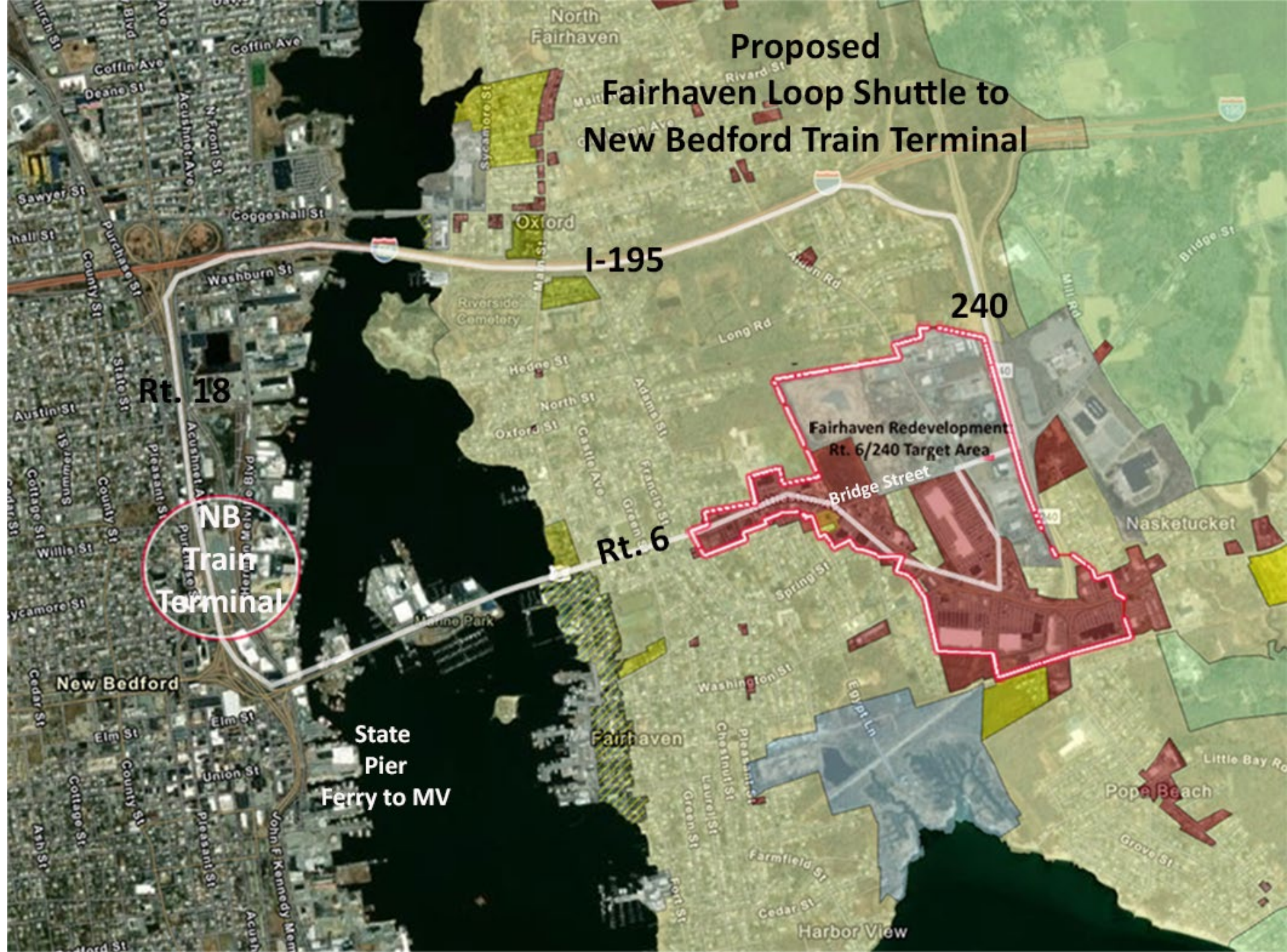


# Fairhaven Target Redevelopment Area Superimposed on PDA





Planning Dept.  
Proposed  
NB-FH  
Loop Shuttle  
for  
NB-Boston  
Train



# INTRODUCTION TO PROJECT



# Goals of Working Group Process

- The Town is developing 40R Overlay Districts for several areas
- The Working Group Process will contribute by:
  - Developing a vision for the study area
    - How can the area best serve the town's needs and goals?
    - What kind of changes are desirable (types of development, transportation improvements, open space improvements, etc.)?
    - What are appropriate densities and design characteristics for various sub-areas?
  - Developing key ideas for design guidelines/standards for the 40R District(s)
- Following the Working Group Process, the Consultant Team will draft the 40R Overlay Zoning and the design guidelines/standards (Phase 2)

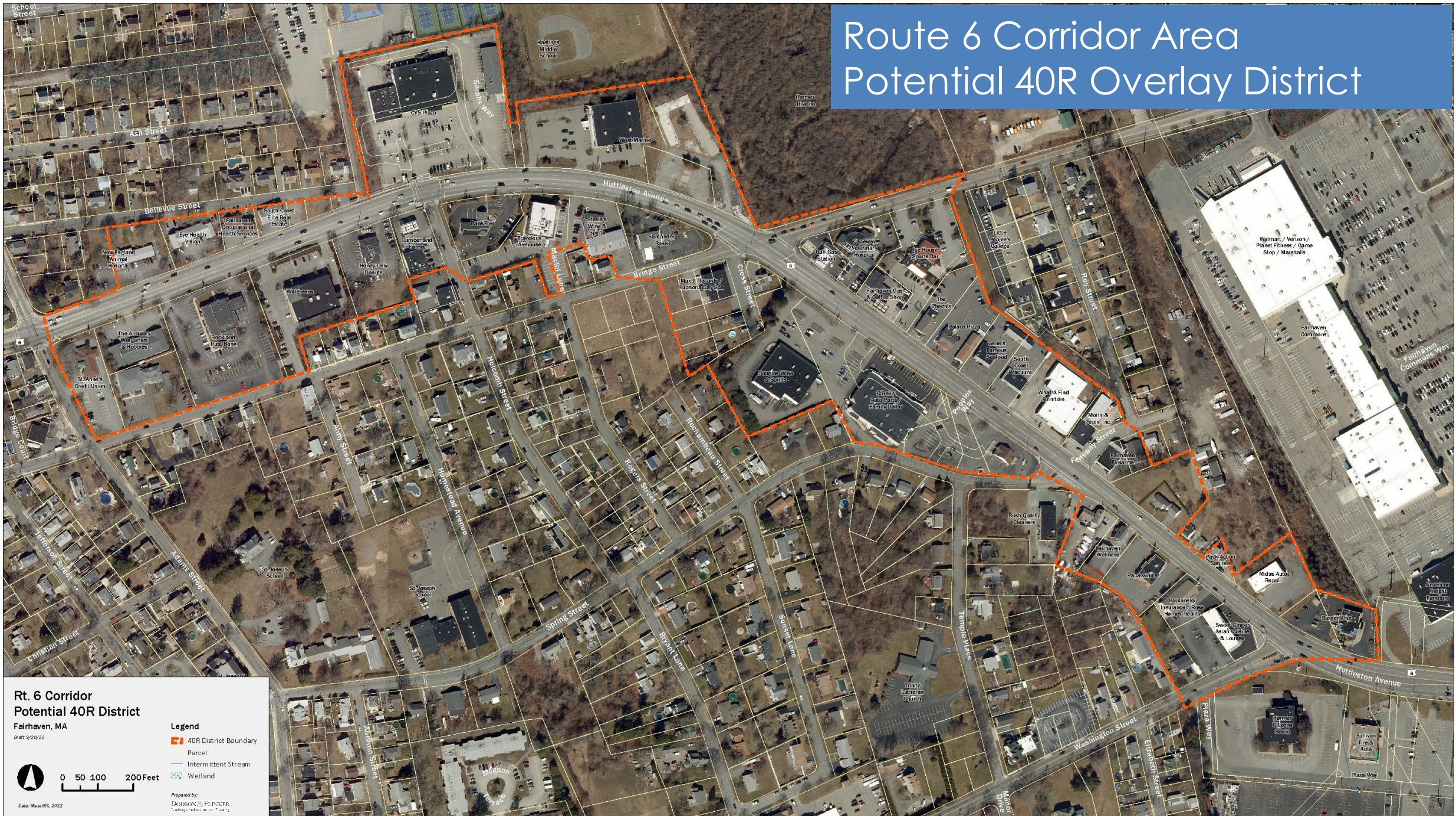


# Route 6/240 Plaza Area Potential 40R Overlay District





# Route 6 Corridor Area Potential 40R Overlay District



Rt. 6 Corridor  
Potential 40R District  
Fairhaven, MA  
Draft 5/20/22

#### Legend

- 40R District Boundary
- Parcel
- Intermittent Stream
- Wetland

Prepared by:  
Douglas & Buckner  
Planning and Design Services



0 50 100 200 Feet

Data: MapInfo, 2022



# Route 6 Areas viewed from north





# Waterfront-Main/Middle Potential 40R District





## Master Plan (2018), Vision Statement

“By 2040, Fairhaven will be regionally known as a **rural/suburban coastal community** where its **unique history and built and natural characteristics are preserved and celebrated**. The Town’s sense of community will be enhanced by **well-balanced land uses where strategic infill development rejuvenates existing residential neighborhoods, regional and local commercial nodes**, and industrial areas while valuable farm lands, open spaces, natural habitats, and coastlines are protected. The Town supports its residents of all ages, abilities and income levels with **a variety of housing choices** and provides **quality employment opportunities, education, recreation, and other town services** to those living, working, and visiting here. The Town will stand on a **strong financial footing** while making **essential investments** to improve the quality, capacity, and sustainability of its facilities and services.”



# Master Plan (2018), Relevant Land Use Findings, Goals, Recommendations

## Land Use, Key Findings:

“Consensus have been reached on revitalizing the Town’s primary commercial area along the Route 6 corridor. This area has experienced increasing commercial vacancies over the past few years. While repurposing the vacant commercial buildings is important, it is equally critical to **create a long-term vision for this commercial district, particularly the potential of mixed-use developments with a variety of land use types, scales and characters.**”

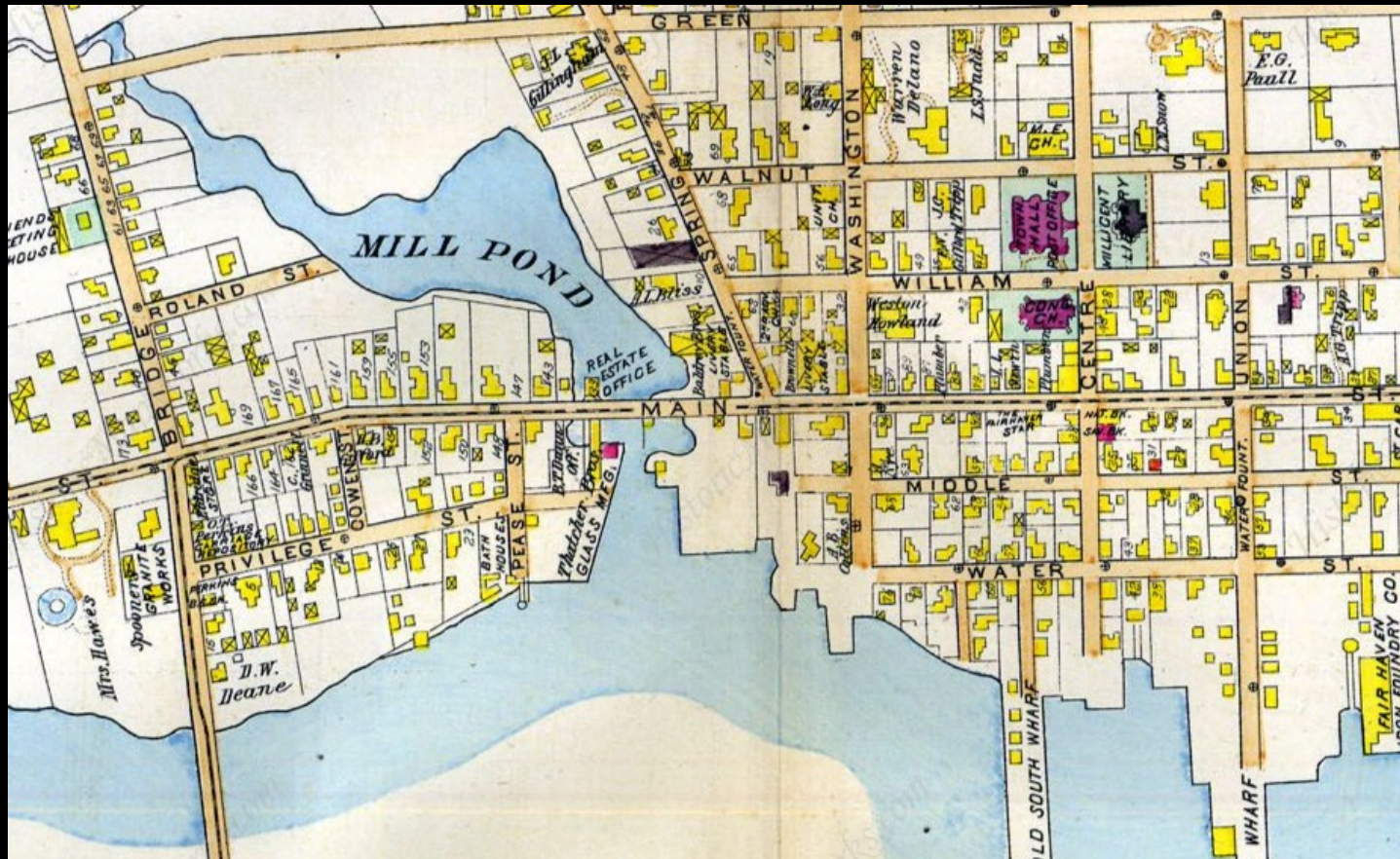
## Land Use Goal 2: Encourage strategic redevelopment in the Route 6 commercial area.

### Recommendations:

1. Develop a detailed Route 6 commercial area revitalization plan to guide redevelopment. The plan should incorporate analysis of **appropriate types of redevelopment, scale/dimension/design of such developments, as well as potential zoning changes** and infrastructure and services needed to support such redevelopment.
2. Consider creating a Route 6 **mixed-use overlay zoning district** to stimulate mixed-use commercial and residential redevelopment appropriate to the characteristics of highway and automobile oriented mixed-use areas, as compared to smaller scale neighborhood mixed-use areas seen in Downtown and North Fairhaven.

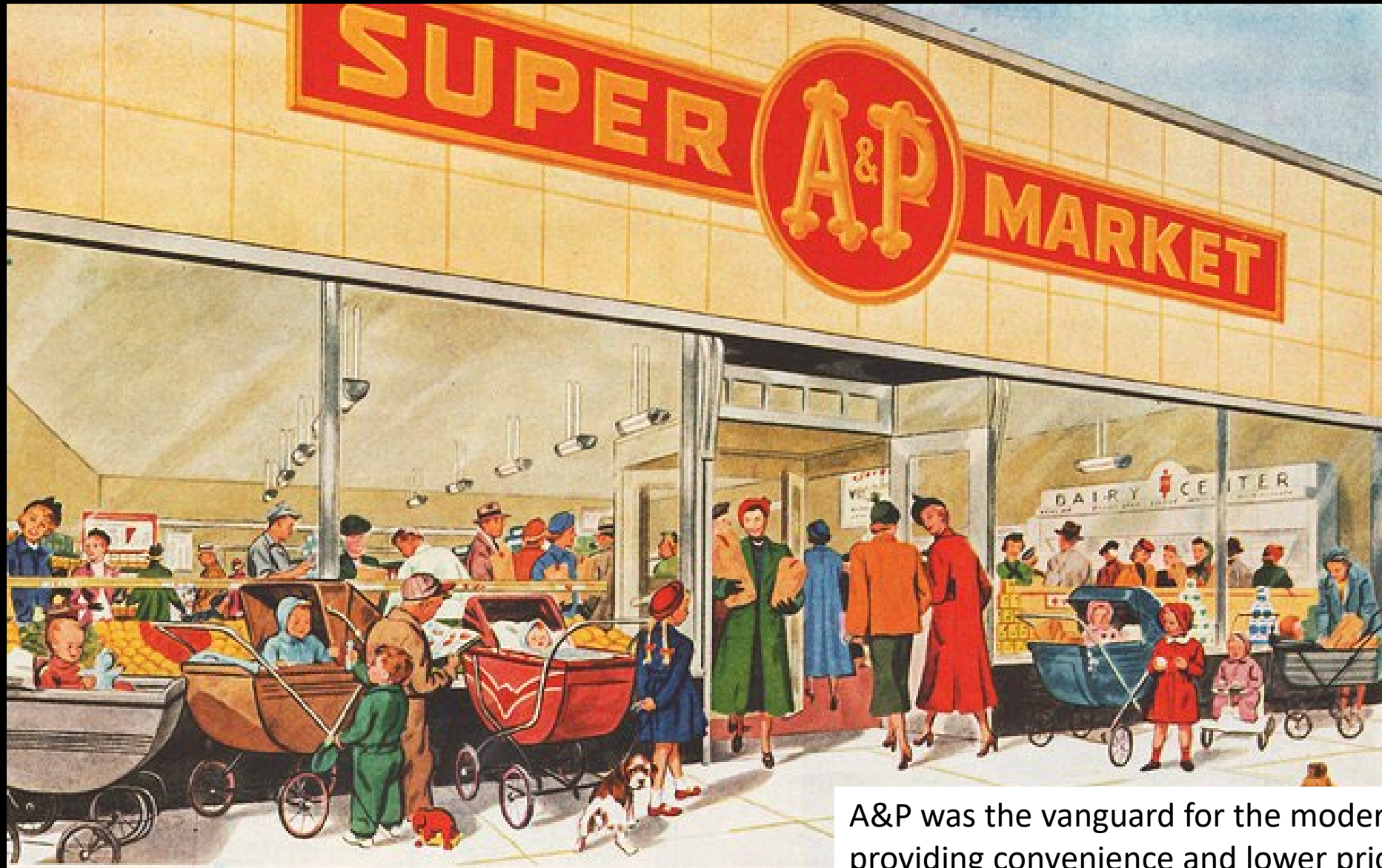


# Once Upon a Time... Every town had a Mixed Use Lifestyle Center



This and the following slides provide a brief overview of changing economic conditions that have impacted Fairhaven over the last 100 years. Growth in internet retail, food service and entertainment will continue to affect retail activity and related real estate markets into the future.





A&P was the vanguard for the modern supermarket, providing convenience and lower prices through high volume sales and other economies of scale





The first shopping malls built on this concept, and capitalized on the ability to draw customers from throughout the surrounding region using the new system of interstate highways.







As suburbs and suburban retail grew, traditional downtowns were hollowed out.

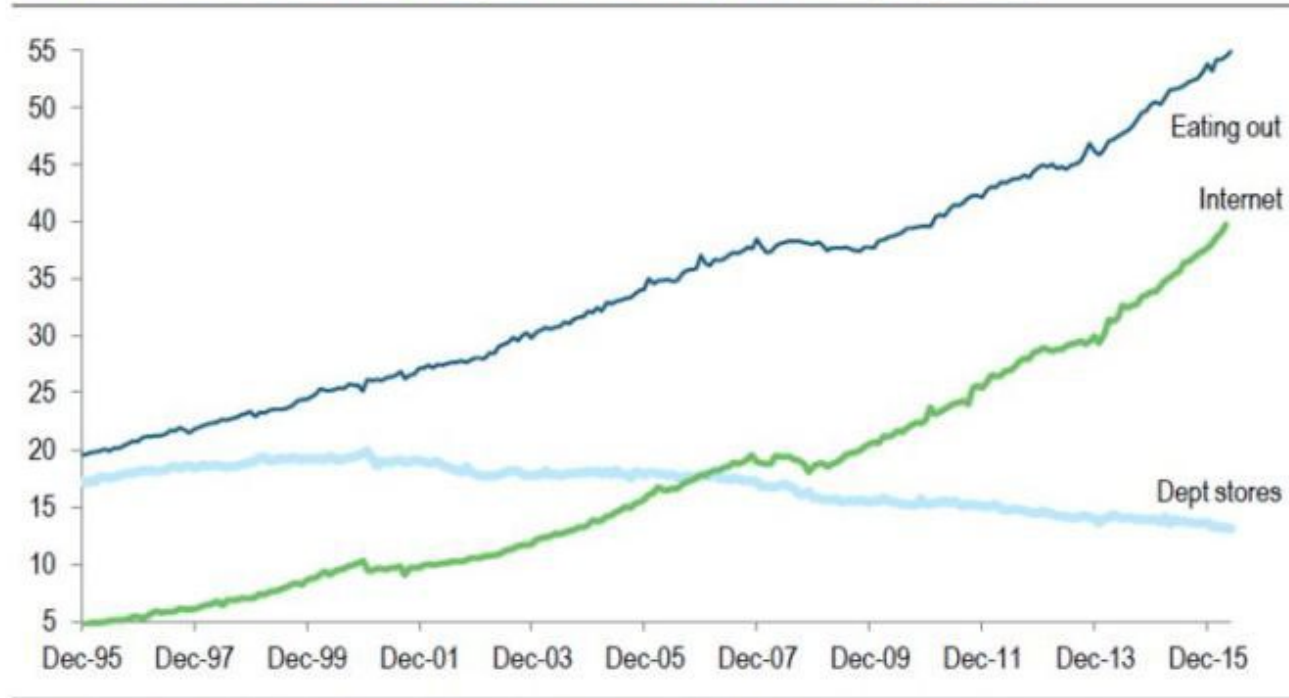




In recent years the suburban shopping malls and strip centers have themselves been eclipsed by the big box retailers. Gathered in “power centers” located at regional crossroads, these “category killers” provide value to consumers, but like the original A&P drive smaller retailers out of the market.



**Figure 1: Parabolic rise in internet sales while department stores struggle**  
*US retail sales in selected categories, USD bn (seasonally adjusted)*



Source: Bloomberg (last data for internet sales: April 2016; other: May 2016), Standard Chartered Research

Standard Chartered

While retail sales for Sears and other traditional department stores have declined, the rapid growth in internet sales continues to change the retail landscape and raises questions about how much “brick & mortar” retail will be needed in the future. Meanwhile, with the “labor force participation rate” for women nearly doubling since the 1950s, sales for food delivery and eating out continue to grow.





## Streetscape Improvements Portsmouth, NH



Historic downtowns are capitalizing on these trends by cleaning up streetscapes and focusing on destination shopping, dining and entertainment to bring in customers. Many towns are also encouraging residential growth in mixed use centers, which is a great fit and economic boon to neighborhood retail.



## Main Street Comes to the Suburbs



Developers have noted these trends. In recent decades, the traditional shopping mall/strip center has been joined by an increasing number of “lifestyle centers” that combine traditional retail and food offerings (often on the ground floor of mixed-use buildings) with office, entertainment and residential uses. The oldest perhaps is Mashpee Commons on Cape Cod, which broke ground in 1986. South County Commons in South Kingstown Rhode Island, shown here, opened in 2003.





South County commons was designed around a traditional Main Street with on-street parking, wide sidewalks shaded by trees, and attractive storefronts, with offices on upper floors and residential blocks within walking distance.





As in many traditional downtowns, special events and weekly entertainment is provided to keep people coming back.



The town of Wayland created something similar on the site of a former Raytheon factory.



Wayland Town Center





The mixed-use center has a traditional Main Street spine with parking behind the buildings and a series of parks and squares along the street. Outlying blocks provide a range of multi-family housing types

Wayland Town Center







The streetscape, architecture, mix of uses, amenities and programming all draw from the design of traditional village centers and Main Streets.



Wayland Town Center



# WORKING GROUP PROCESS



# Role of the Working Group

- Represent various constituents in Fairhaven. Bring personal experience, expertise, and diverse perspectives to group discussions
- Evaluate information
- Help develop and test ideas
- Engage in deliberation
- Support public outreach
- Ultimately, advise decision makers







## Working Group Process

1. **Convening Stakeholders** who represent all those potentially affected by the plan and the various interests at play in the social and political life of the community.
2. A **Shared Fact-Finding Process** that involves the stakeholders in vetting the maps, data and analyses about the site and determining whether the information is accurate, complete and trustworthy.
3. Discussion of **Shared Community Values and Vision** for their community and the site.
4. **Shared exploration of alternatives**, where all reasonable ideas are brought forward and tested against the community's vision and values.
5. **Deliberation and decision making**, where stakeholders participate in refining concepts and looking objectively at how best to balance the goals of the community with the needs of the landowners, businesses and institutions.



# PHASE 1

September



**9/21: Working Group Meeting 1**

- Introduce Project and Study Area
- Discuss strengths, weaknesses, and opportunities
- Identify additional information needed

November



**11/4-11/5 (T.B.C.): Public Workshop**

- Refine understanding of study area
- Begin to develop vision

**11/16: Working Group Meeting 3**

- Evaluate Alternatives, refine vision

**10/5: Working Group Meeting #2**

- Continue shared fact-finding
- Explore Vision & Values
- Public forum prep

October



**12/14: Working Group Meeting 4**

- Finalize vision and key ideas for design guidelines


December





## PHASE 2

### January 2023 and Beyond

- 
- A vertical timeline graphic on the left side of the slide. It features a blue circle at the top, a dashed blue line extending downwards, and a small white circle at the bottom. A horizontal blue arrow points to the right from the bottom circle.
- Draft 40R District Zoning, Zoning Map, and Design Standards
  - Local public hearing
  - Application to DHCD
  - DHCD Letter of Eligibility
  - Local Zoning Adoption Process (including Town Meeting vote)
  - Submit Evidence of Adoption
  - DHCD Letter of Approval
  - Local Project Approval



## Working Group's Goals-(Working Group's Comments)

- Why are you here tonight?
- What do you hope to contribute to this process?
- What do you want this process to accomplish?



## Working Group Representativeness

- Which interests need to be in the room to make good decisions?
- Who is missing?



## Proposed Ground Rules for Working Group

- State views and ask genuine questions
- Critique ideas, not people
- Do not need to agree, but be respectful and work toward shared understanding
- Focus on identifying underlying interests, goals and values, instead of arguing about details or solutions
- Pay attention; don't use devices unless necessary
- Make sure everyone has a chance to speak
- Commit to attending as many meetings as possible



**WHAT IS A 40R DISTRICT?**



# 40R District (aka Smart Growth District)

## What?

- Special zoning overlay district that allows as-of-right higher density residential and mixed-use development

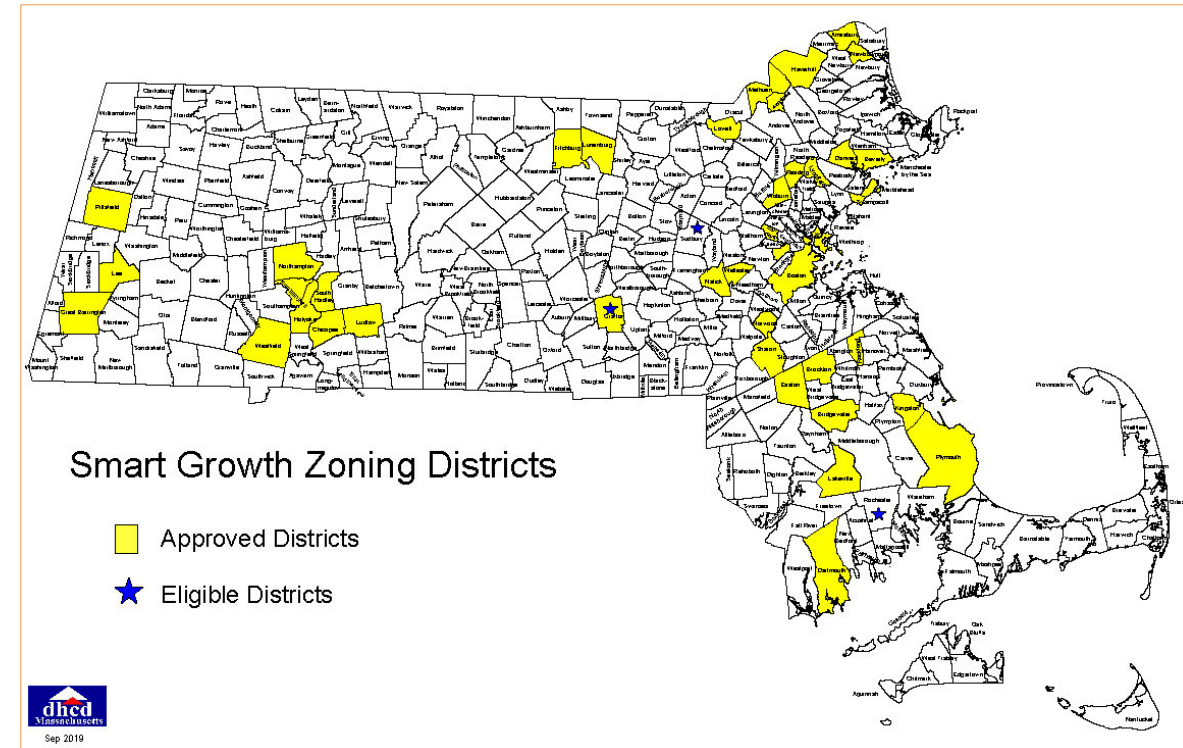
## Why?

- Incentives (one time & bonus payments)
- Aligned with state grants
- Building & site design standards

## Where?

In one of three locations:

- Near Transit or Regional Transportation System—train, commuter rail, bus
- Concentrated Development Areas—city centers, commercial districts
- Highly Suitable Locations—areas with underutilized facilities, transportation access, available infrastructure for high density residential or mixed-uses



*Smart Growth Districts as of September 2019 (Source: DHCD)*



# Zoning Incentive Payment and Density Bonus Payment

## Zoning Incentive Payments

Paid when the Smart Growth Overlay District is approved

<u>Incentive Units</u>	<u>Payment</u>
Up to 20	\$10,000
21 to 100	\$75,000
101 to 200	\$200,000
201 to 500	\$350,000
501 or more	\$600,000

## Density Bonus Payment

Paid when building permits are approved

\$3,000 per Bonus Unit  
constructed within the  
Smart Growth Overlay  
District



# Application Requirements

- Location Map of Proposed District and Subdistricts, if any
- Map showing Developable Land within the district
- Map showing Existing and Potential Homes under Underlying Zoning
- Smart Growth Plan
- Proposed Zoning Bylaw, Zoning Map and Design Standards
- Comprehensive Housing Plan



# Approval Requirements

- Eligible Location
- Density of 8, 12, 20 Units/Acre
- Affordable Housing: 20% Units < 80% AMI
- Plan Review Process
- Designed for Diverse Populations
- No Moratorium
- No District-wide Occupancy Restrictions
- Fair Housing Compliance
- Infrastructure Plan
- Overlay Zoning is All-Inclusive



## 40R Section 10

### Adoption of Design Standards

“Such standards may address:

- the scale and proportions of buildings,
- the alignment, the width and grade of streets and sidewalks,
- the type and location of infrastructure,
- the location of building and garage entrances,
- off-street parking,
- the protection of significant natural site features,
- the location and design of on-site open spaces,
- exterior signs and
- buffering in relation to adjacent properties.”



**Guiding Principles:**  
what are we trying  
to achieve?

**Specific Standards:**  
What is required?

**Examples:** what  
approach will meet  
the standard?

## 8. Architectural Standards

### 8.1. Architectural Design Principles

The architecture of the Village need not attempt to reproduce historic Littleton buildings, but it must be authentic. Authenticity is not about how old something is. It is about how well it is made and whether it is created with a genuine understanding of its form and function. Authentic new buildings employ building elements and materials creatively, but also in controlled and rational manner. The end result is a new form, which respects Littleton's historic character rather than merely copying it. Buildings should express a sense of permanence and belonging. Each building should be designed as part of the overall composition, and contribute to the overall good. Design approaches and decisions should be intentional, and the use of materials should be honest and logical in its application. Where buildings are visible from Foster Street, proposed structures should not seem visually obtrusive or out of place with their neighbors.



### 8.2. Siting of Structures

Structures shall be sited and positioned to define and dignify public spaces, such as streets, squares or parks. New and renovated buildings shall consider the use and privacy needs of existing neighbors along Foster Street and provide screening to minimize detrimental impacts.



*Structures should use traditional building forms and proportions as the building blocks to assemble larger connected structures, rather than creating a single large building, as shown by new mixed-use structures at Red Brook Village, Plymouth (top), Summer Street, Manchester (middle) and West Acton VillageWorks (bottom).*



*Structures should be placed to enclose the streetscape and define public squares and parks - as in this example of townhouses and apartments in Middlebury, VT. (Courtesy Union Studio Architects)*

### 8.3. Overall Building Shape, Massing and Proportions

Building shape, massing and proportions should be compatible with Littleton's architectural traditions. Building facades more than 50 feet wide shall be broken down in to a series of smaller elements or bays, and articulated as assemblies of smaller building masses with traditional proportions. This shall be accomplished by incorporating projections of the building



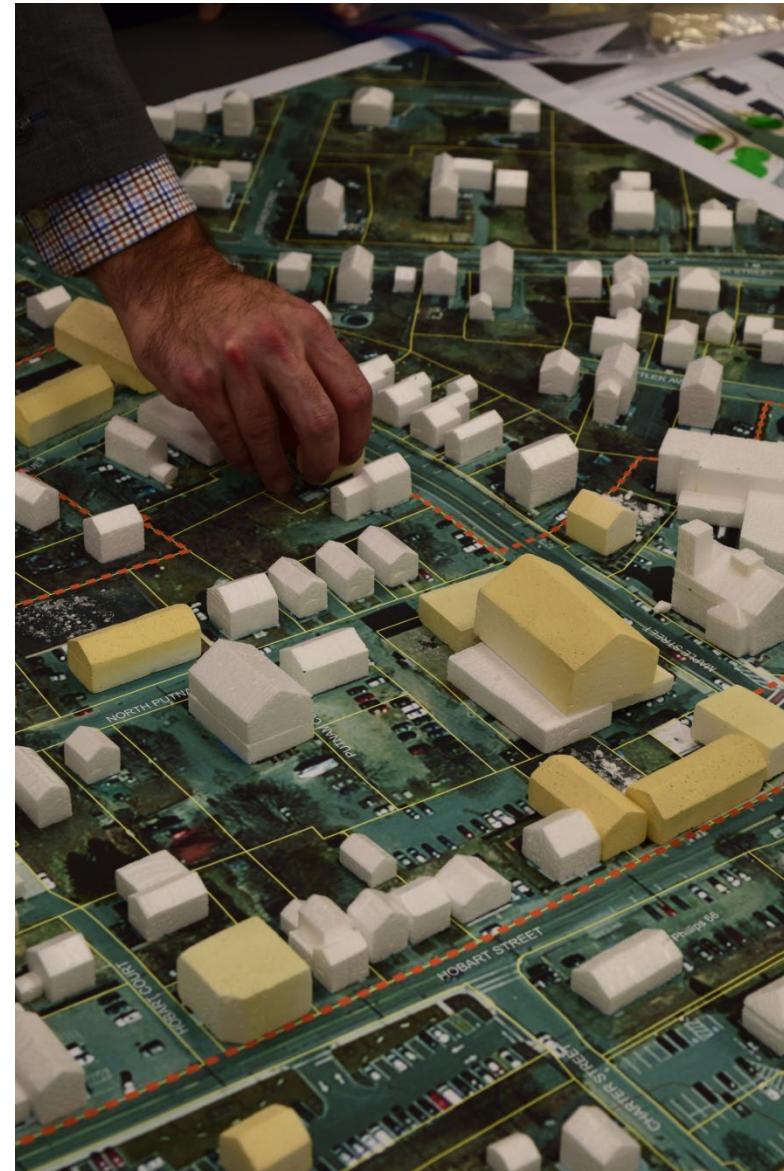
# Maple Street 40R District – Danvers, MA



Danvers adopted a 40R district for a former industrial zone adjacent to the downtown. Before writing the overlay zoning document and design guidelines, a series of meetings and visioning sessions were held to develop a vision for the area and a detailed concept plan.



# Modeling Exercise at Visioning Workshop





# Neighborhood Masterplan



The concept plans shows how new buildings (brown) can be aligned according to the historic pattern of existing buildings and streets. The focus is on creating a lively, comfortable pedestrian-friendly streetscape with parks, outdoor cafes, etc. This will attract new residential development, which in turn supports ground-floor retail.





# Regulating Plan and Design Standards

The 40R bylaw is supported by a detailed plan and illustrated design standards: “what-you-see-is-what-you-get.”

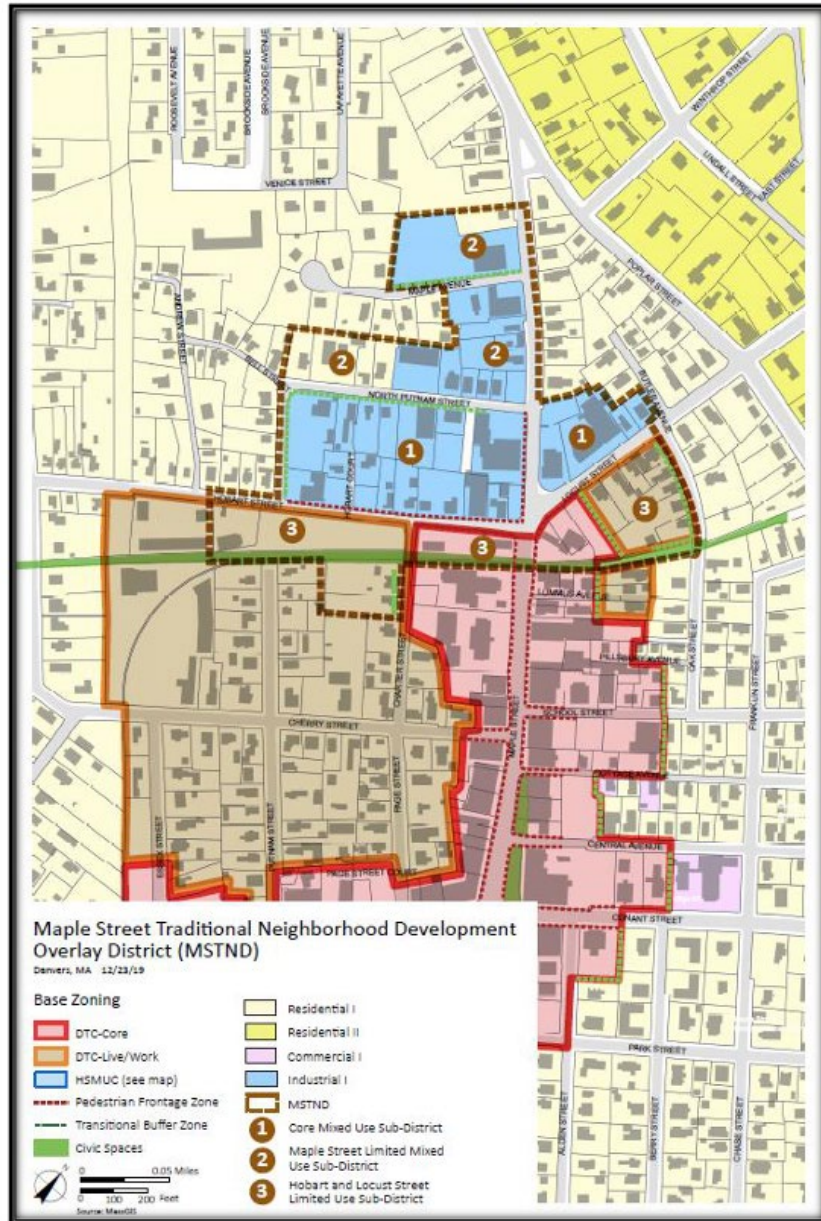


FIGURE 17- FAÇADE COMPONENTS AND ARCHITECTURAL FEATURES

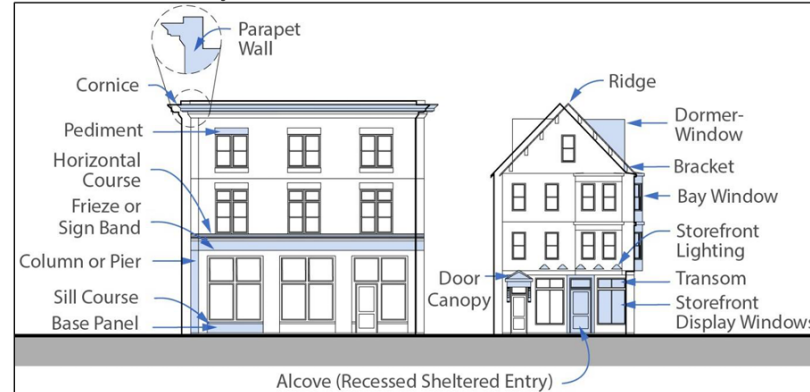
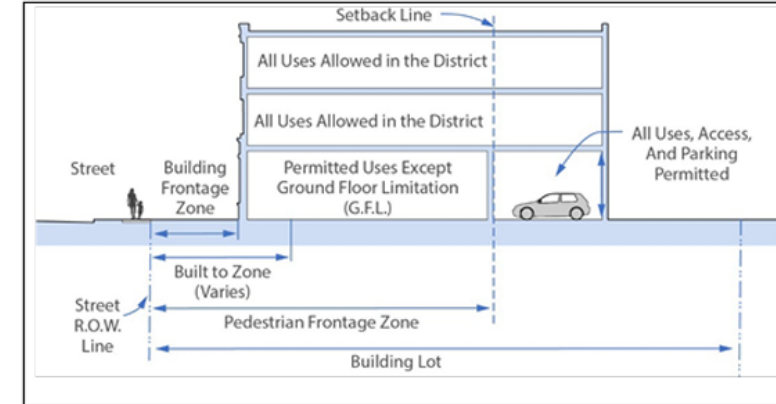


FIGURE 21: PEDESTRIAN FRONTAGE ZONES



## 7. MIXED USE BUILDING

### 7.1. DEFINITION AND PERMITTED USES

A variable footprint building type that typically accommodates a variety of ground floor commercial uses and upper residential and office uses at the scale that complements the historic character of the district.

### 7.2. LOT STANDARDS

Min. Lots Size (S.F.)	N/A
Frontage (Min./Max.)	50 Min.
Build-To-Zone (Min./Max.)	0 Ft. / 20 Ft.
B-T-Z/Façade Build Out (Min.)	70%
Side Yard Setback (Min.)	0/15 Ft
Rear Yard Setback (Min.)	20 Ft
% Outdoor Amenity (Min.)	20%
Parking Setback (Min.)	30 Ft

### 7.3. DESIGN STANDARDS

Building Height (Max.)	4 Stories / 45 Ft
Roof Types	All
Street Facing Wall Width without Offset (Max.)	60 Ft.
Street Facing Wall Off-Set Depth and Length (Min.)	4 Ft / 8 Ft
Street Facing Transparency - Ground Floor/Upper Floor (Min.)	60% / 20%
Building Length - Street Facing Façade (Max.)	150 Ft
Street Facing Entrance	Required

### 7.4. ADDITIONAL STANDARDS

Mixed Use Buildings must be a minimum of 2 stories.

Maximum Building Footprint is 10,000 SF.

Side Setback is not required when there is a common wall and 10 feet if there is not to accommodate pedestrian and vehicle access to the side and rear of the property.

Mixed Use Buildings shall not contain more than 24 dwelling units without a Special Permit from the Planning Board.



## Outdoor Amenity Space Type

### 8. COURTYARD (POPS, POS)

**Description:** A courtyard (or court) is an enclosed open space, often surrounded by a building or buildings, that is open to the sky. Courtyards may include a variety of passive recreational activities, community gardens, and other amenities for community gatherings.

**Design Standards:** Courtyards shall be a minimum of 3,000 S.F. in area and 40 feet in width; have a maximum ratio of building height to courtyard width of 2:1; and be enclosed by walls on 3 sides by buildings.

### 9. Plaza or Square (CS, POPS)

**Description:** An open space type designed for passive recreation, civic purposes, and commercial activities, with landscape consisting primarily of hardscape. Plazas are generally located in activity centers or the nexus of major circulation routes.

**Design Standards:** Squares should be a minimum of 8,000 S.F.; 50% permeable surfaces; 1 tree/2,000 SF on average; and include public seating.

### 10. Pocket Park/Playground (CS, POPS, POS)

**Description:** An open space type designed for passive recreation consisting of vegetation, a place to sit outdoors, and playground equipment.

**Design Standards:** Pocket Parks should be a minimum of 800 S.F.; 80% permeable surfaces; and 1 tree/200 SF on average; and include seating and recreational equipment.

### 11. Outdoor Terrace (POPS)

**Description:** An open space where the building facade is setback from the Street ROW Line and the space between is occupied by a hardscape intended for use as an extension of the public sidewalk and outdoor amenity space such as for outdoor seating or displays. The terrace provides may also allow for public circulation along the façade and can be used to provide at-grade access or a grade change along a Street Line.

**Design Standards:** Where terraces are elevated above the public sidewalk, they are required to meet ADA requirements for individual or shared entries facing the street.

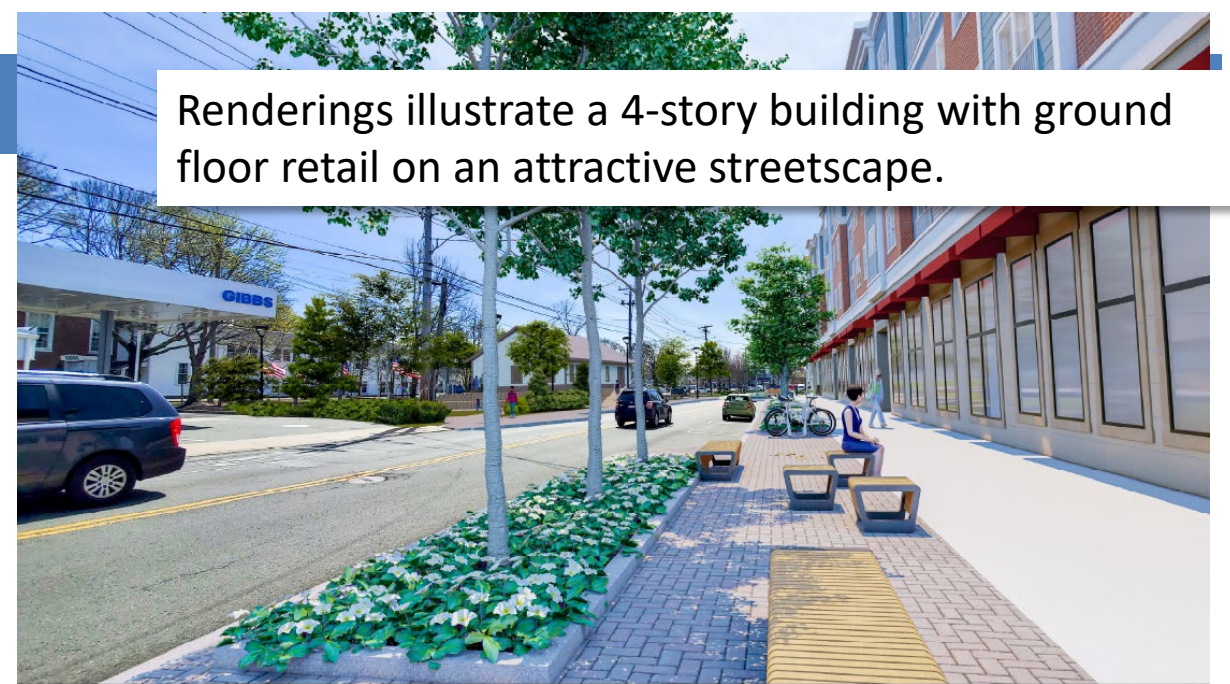






In June 2022, developers presented plans for a mixed use project for the district under the new 40R zoning. The building wraps the street corner, with parking in the back. They have proposed a public park space across the street as well as a more private courtyard.





Renderings illustrate a 4-story building with ground floor retail on an attractive streetscape.





This is the existing site with older mixed use and industrial buildings





This shows the proposed building within the existing context of Maple Street. Examples of this kind of 4-6 story mixed use infill building are becoming much more common in towns across Massachusetts.





# Woburn Village 40R – Woburn, MA

Woburn has a sprawling commercial/industrial area at the junction of Interstates 95 and 93. They created a 40R district to foster redevelopment of the Woburn Mall.







Enter a location...



Woburn Mall as it existed prior to 2017



1:2,257  
30 m  
100 ft

42.50650, -71.13586 LAT LON

MassMapper

Leaflet | MassGIS 2019 Aerial Imagery





In the proposed plan for “Woburn Village,” shown here under construction in 2021, most of the existing buildings were torn down, except for the Market Basket on the Northeast corner. New retail occupies both large and small-footprint buildings and there is a new 350-unit apartment complex.











Many of the uses found in a traditional suburban shopping district remain (especially the huge parking lot), but along with new residential uses comes a public park and a walkable streetscape connecting the apartments with shops and restaurants. While not perfect, it illustrates the kind of mixed use redevelopment that is supported by the marketplace.











**SHARED FACT-FINDING**



## Shared Fact Finding Discussion Topics

- What are the key questions that need to be answered to make decisions about the vision for the study area?
- How much do we need to know in order to find a consensus?
- What are the study areas' key strengths, weaknesses, opportunities, and threats?



## **Fairhaven Economic Development Plan, FXM Associates (2017)**

- “Prospects for reuse of vacant or underutilized buildings and buildable spaces, now and in the foreseeable future, are most likely to be realized with **zoning changes that enable further office space development and mixed residential/commercial uses.**”
- **“Demand exists for market rate rental housing (especially of higher density)** and developing such housing could attract a skilled labor force from a broader area as well as offer opportunities for younger households and empty nesters to remain in Fairhaven.”

## **Fairhaven Economic Development Plan 2020 Update, Technical Memorandum, FXM Associates (2020)**

- A 2020 update of the 2017 plan largely confirmed the conclusions above, although it noted that office demand would likely be weaker and the Covid pandemic introduced considerable uncertainty about future economic conditions



# Projected Space Demand, Based on Historical Employment Trends

Strongest demand for commercial space in Fairhaven is expected to be from:

- Health Care and Social Assistance Sector
- Administrative & Support Sector

Total Fairhaven projected commercial space demand: 668,675sf

**Projected Space Demand Through 2026 Based on Historical Employment Trends**

Sector	Fairhaven		Bristol County			Plymouth County		
	Projected New Jobs	Projected Space Demand (SF)	Projected New Jobs	Projected Space Demand (SF)	Fairhaven % of Bristol County Jobs 2019	Projected New Jobs	Projected Space Demand (SF)	Fairhaven % of Plymouth County Jobs 2019
31-33-Manufacturing	99	53,024	0	-	0%	(1,602)	-	8%
44-45-Retail trade	(186)	-	(1,338)	-	3%	637	-	3%
Office-using								
51- Information	(30)	-	(647)	-	5%	(234)	(58,447)	5%
52-Finance & Insurance	101	25,173	654	163,476	4%	2,783	695,743	3%
53-Real estate and Rental and Leasing	7	1,824	1,069	267,159	0.5%	2,018	504,566	0.5%
54 - Professional, Scientific, & Technical	39	9,753	1,180	294,995	3%	1,881	470,345	3%
55-Management of Companies & Enterprises	5	1,251	(607)	(151,851)	4%	168	41,926	3%
56-Administrative & Support	232	57,983	2,916	728,990	3%	721	180,160	3%
Subtotal Office-using	354	95,985	4,564	1,302,769	7.8%	7,337	1,834,294	4.8%
61-Educational services*	0	0	706	917,412	0%	602	-	0%
62-Health care and Social Assistance	1,238	495,199	8,725	3,489,961	5%	6,885	2,754,161	6%
71-Arts, Entertainment, and Recreation	6	2,400	672	268,829	1%	1,152	460,935	1%
72 - Accommodation & Food Services	125	22,067	1,789	314,954	5%	2,564	451,397	5%
92-Government & gov't enterprises	0	0	1,459	729,500	0%	737	368,403	0%
<b>TOTALS</b>	<b>1,636</b>	<b>668,675</b>	<b>16,577</b>	<b>7,023,426</b>	<b>4%</b>	<b>18,313</b>	<b>5,869,190</b>	<b>3%</b>

\* ES202 reports showed no Educational Services employment for Fairhaven

Source: Massachusetts Department of Labor and Workforce Development, ES202 reports (adjusted by REIS); FXM Associates

Source: Fairhaven Economic Development Plan 2020 Update, Technical Memorandum, FXM Associates (2020)



# Employment & Sales of 6/240 Area Compared to Town of Fairhaven, 2019

Town of Fairhaven and Rte 6/240 Target Area Employment & Sales Compared 2019

The 6/240 target area “dominates economic activity in the town, with almost a quarter of its employment and almost a third of sales. Over half the employment in Retail Trade; Information; Finance and Insurance; and Accommodation and Food Services is located in the target area.”-FXM

Sector	Target Area Employment	Fairhaven Employment	% Town Employment in Target Area	Target Area Sales	Fairhaven Sales	% Town Sales in Target Area
11: Agriculture, Forestry, Fishing and Hunting	-	-		\$ -	\$ -	
21: Mining, Quarrying, and Oil & Gas Extraction	12	13	92%	\$ 3,022,000	\$ 3,158,000	96%
22: Utilities	4	15	27%	\$ 4,855,000	\$ 7,413,000	65%
23: Construction	88	254	35%	\$ 13,628,000	\$ 48,640,000	28%
31-33: Manufacturing	114	3,006	4%	\$ 21,128,000	\$ 465,578,000	5%
42: Wholesale Trade	55	261	21%	\$ 56,946,000	\$ 200,548,000	28%
44-45: Retail Trade	814	1,130	72%	\$ 193,817,000	\$ 285,508,000	68%
48-49: Transportation and Warehousing	-	41	0%	\$ -	\$ 7,053,000	0%
51: Information	150	170	88%	\$ 31,445,000	\$ 33,128,000	95%
52: Finance and Insurance	178	275	65%	\$ 34,977,000	\$ 48,088,000	73%
53: Real Estate and Rental and Leasing	34	92	37%	\$ 3,739,000	\$ 9,336,000	40%
54: Professional/Scientific/Technical Services	78	350	22%	\$ 8,188,000	\$ 42,883,000	19%
56: Administrative & Support and Waste Mgt Services	19	114	17%	\$ 799,000	\$ 11,664,000	7%
61: Educational Services	16	481	3%	\$ 524,033	\$ 6,797,800	8%
62: Health Care and Social Assistance	162	1,896	9%	\$ 15,724,000	\$ 184,133,139	9%
71: Arts, Entertainment, and Recreation	18	110	16%	\$ 1,035,000	\$ 16,155,000	6%
72: Accommodation and Food Services	487	785	62%	\$ 24,580,000	\$ 40,604,000	61%
81: Other Services (except Public Administration)	80	405	20%	\$ 5,247,350	\$ 31,757,950	17%
92: Public Administration	1	349	0%	\$ 85,667	\$ 10,327,002	1%
Grand Total	2,310	9,747	24%	\$ 419,740,050	\$ 1,452,771,891	29%

Source: EnvironicsAnalytics Claritas Reports, 2019

Source: Fairhaven Economic Development Plan 2020 Update, Technical Memorandum, FXM Associates (2020)

Note: the 6/240 target described in the FXM report is larger than the study area for a 40R district. It includes industrial areas north of the study area.



# Retail Opportunity Gap/Surplus

“Fairhaven retail stores are already selling more to consumers from outside the three market areas than Fairhaven residents are buying, showing little room for more growth to satisfy existing demand and recapture sales leakage.”  
--FXM

**Retail Oppoutunity Gap/Surplus Market Overview**

	5-min	10-min	15-min
Households	3,091	21,692	51,356
Total Retail & Restaurant Expenditures	140,422,896	760,024,043	1,941,429,327
Total Actual Store Sales	240,920,916	1,268,763,714	2,931,110,557
Retail Opportunity/Surplus	\$(100,498,020)	\$ (508,739,671)	\$ (989,681,230)

*Source: EnvironicsAnalytics, Spotlight Reports, 2019, and FXM Associates*

As in 2017, however, there are opportunities in a limited number of sectors.

Table 6

**Retail Opportunities in the Fairhaven Retail Market Area**

Retail Stores	Market Area Gap	Supportable SF	Potentially Captured SF	Potentially Supportable Stores
44412 Paint and wallpaper stores	\$ 2,800,959	12,723	3,233	1
4442 Lawn and garden equipment and supplies stores	\$ 15,572,045	64,938	15,250	1
44815 Clothing accessories stores	\$ 2,724,003	4,152	2,000	1
4482 Shoe stores	\$ 2,183,451	7,284	3,000	1
7231 Food service contractors	\$ 5,909,596	15,519	4,000	2
Total	\$ 29,190,054	104,616	27,483	6

*Source: EnvironicsAnalytics, Spotlight Reports, 2019, and FXM Associates*

*Source: Fairhaven Economic Development Plan 2020 Update, Technical Memorandum, FXM Associates (2020)*



# Zoning

HASTINGS  
MIDDLE  
SCHOOL

HIGH  
SCHOOL

FUSHMAN  
PARK

CROW  
ISLAND

Initial idea for district boundaries.  
To be refined.

WOOD  
ELEMENTARY  
SCHOOL

## LEGEND

- SINGLE RESIDENCE DISTRICTS - RA
- GENERAL RESIDENCE DISTRICTS - RB
- APARTMENT/MULTIFAMILY DISTRICTS - RC
- RURAL RESIDENCE DISTRICTS - RR
- AGRICULTURAL DISTRICTS - AG
- BUSINESS DISTRICTS - B
- INDUSTRIAL DISTRICTS - I
- MIXED USE DISTRICT - MU
- PARK DISTRICTS - P
- WETLAND RESOURCE PROTECTION DISTRICT - WRP
- WATER
- NASKETUCKET RIVER BASIN OVERLAY DISTRICT - NRB
- MEDICAL MARIJUANA OVERLAY DISTRICT - MM



Zoning Current to May 6, 2017  
Property Lines Current to May 1, 2017

Data Source: Office of Geographic and Environmental Information (MassGIS)  
Commonwealth of Massachusetts Executive Office of Environmental Affairs  
and Town of Fairhaven

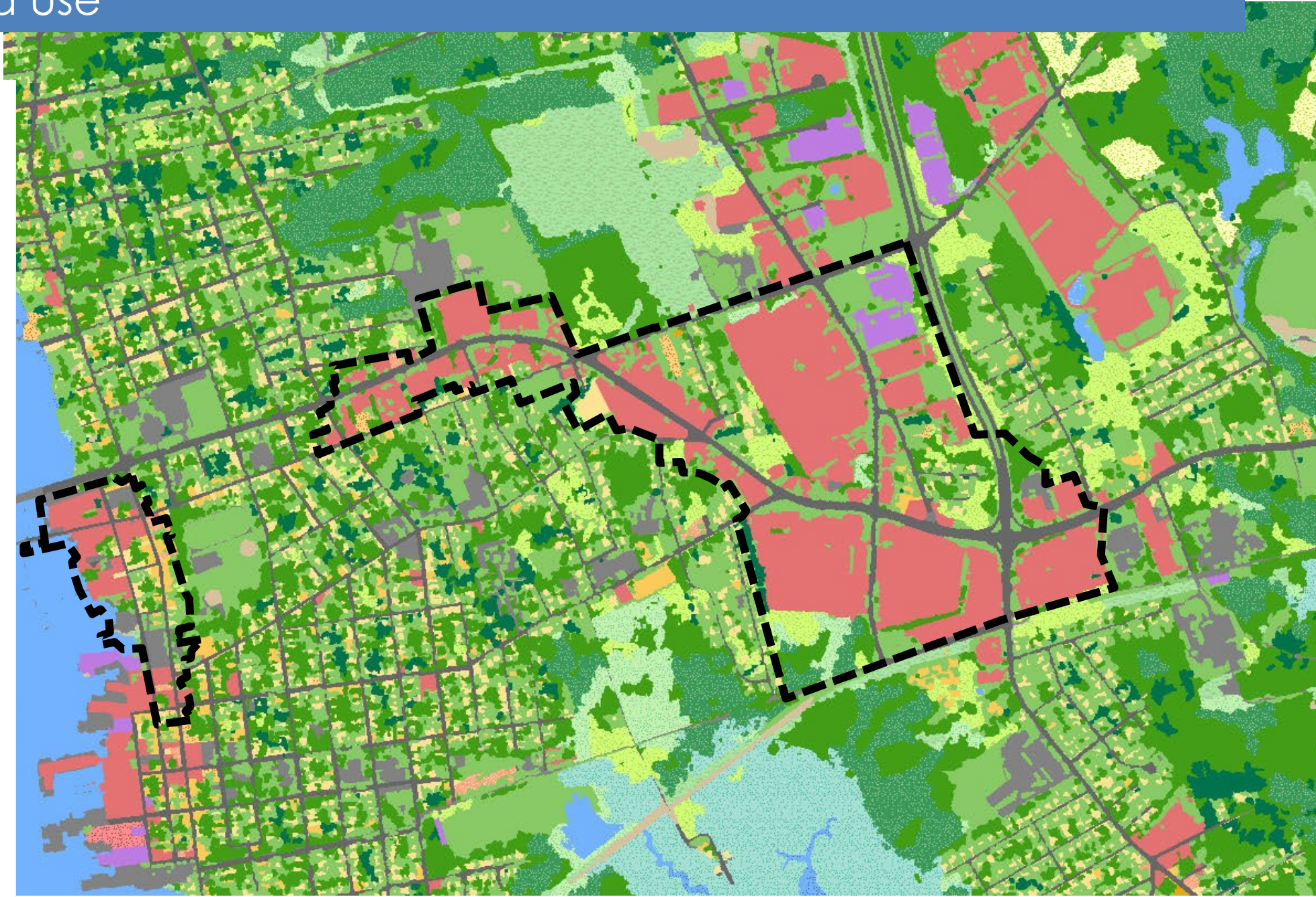




# Land Cover-Land Use

## Legend

- Residential - Single Family
- Residential - Multi-Family
- Residential - Other
- Commercial
- Industrial
- Mixed Use - Primarily Residential
- Mixed Use - Primarily Commercial
- Mixed Use - Other
- Other Impervious
- Right-of-way
- Cultivated
- Pasture, Hay
- Developed Open Space
- Deciduous Forest
- Evergreen Forest
- Grassland
- Scrub/Shrub
- Bare Land
- Forested Wetland
- Non-forested Wetland
- Saltwater Wetland
- Water
- Unconsolidated Shore
- Aquatic Bed





# Wetlands and Water Resources

Source: Fairhaven Open Space and Recreation Plan, 2017-2024

## Legend

DEP Approved Zone II

IWPA's

Community Groundwater Source

Wetlands

Aquifers

High Yield

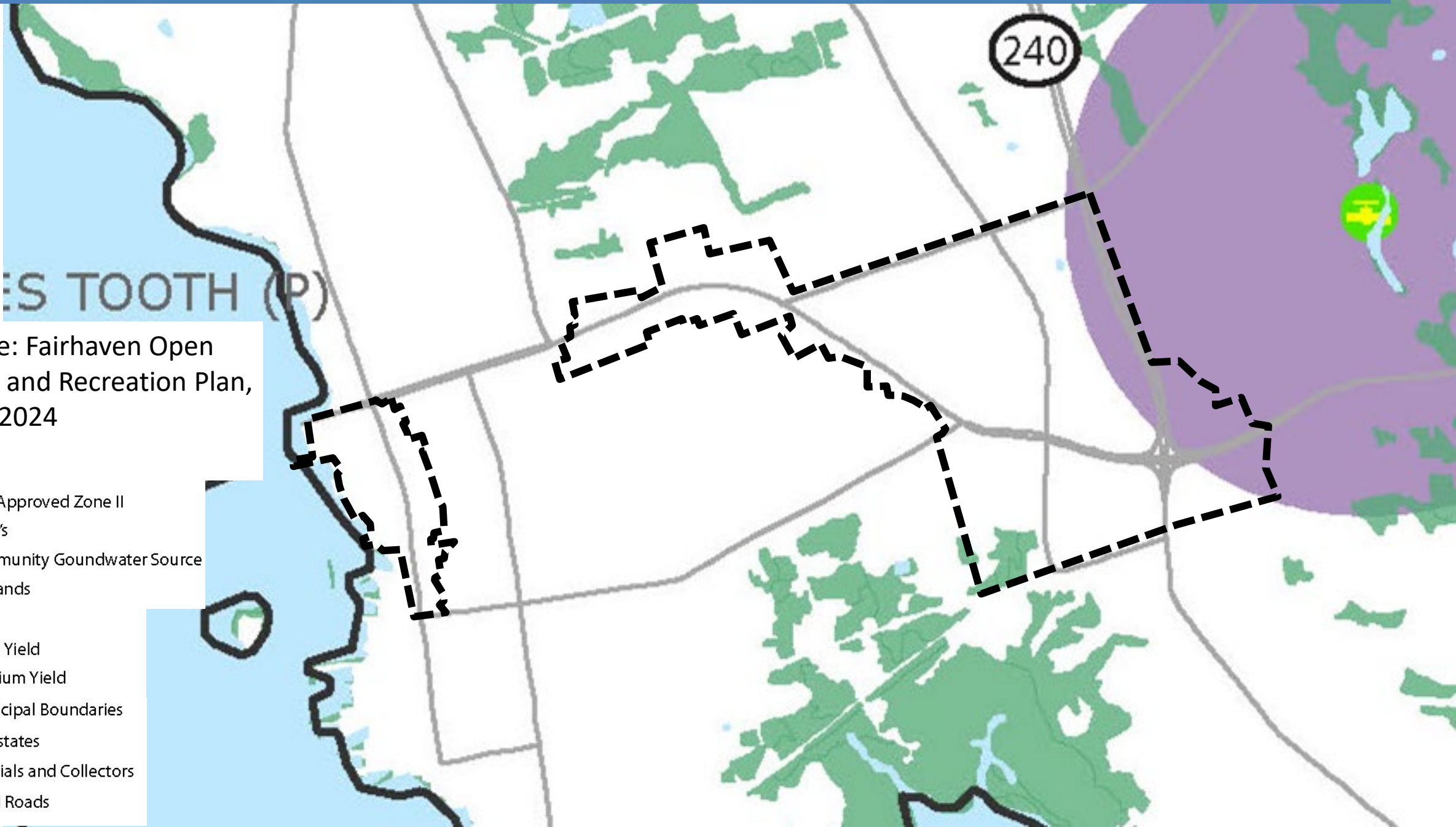
Medium Yield

Municipal Boundaries

Interstates

Arterials and Collectors

Local Roads





# Fairhaven 40R Planning

## Working Group Meeting #1

September 21, 2022



Paul H. Foley, AICP  
Director of Planning & Economic Development  
Fairhaven, Massachusetts

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