



WAREHAM
Massachusetts

Wareham Redevelopment Authority

Public Workshop
May 30, June 1



Agenda

- Introduction to the WRA
- Wareham Economic Development Strategy
- Current WRA Initiatives
- Citizen Input and Feedback

Introduction to the WRA



What is the Wareham Redevelopment Authority?

- ▶ Created via article 21, 2017 Spring Town Meeting
- ▶ Incorporated by State Senate Bill 2145
- ▶ Defined by Mass General Laws, Chapter 121B
- ▶ The WRA replaced the Community and Economic Development Authority (CEDA)

What is the WRA Charter?

- ▶ Summary from MGL Chapter 121B:
HOUSING AND URBAN RENEWAL
 - ▶ Generate and execute urban renewal plans
 - ▶ Conduct investigations, make studies, surveys and plans and disseminate information
 - ▶ Identify and rehabilitate decadent, substandard or blighted areas
 - ▶ Actively solicit gifts, loans, grants, contributions or other financial assistance

Who are the WRA?

- ▶ 2 Selectman
 - ▶ Peter Teitelbaum - Chairperson of the WRA
 - ▶ Mary Bruce
- ▶ Town Administrator
 - ▶ Derek Sullivan
- ▶ Director of Planning and Community Development
 - ▶ Ken Buckland – Clerk of the WRA
- ▶ Citizen at Large Member
 - ▶ Richard Swenson

Wareham Economic Development Strategy



Introduction

- ▶ Wareham Economic Development Strategy (EDS) prepared by FXM Associates
- ▶ WRA held two Focus Group sessions with FXM, town officials, business and community leaders
- ▶ EDS includes data, analysis, and a four part strategy recommendation
- ▶ Full report available at the WRA town website

<https://www.wareham.ma.us/redevelopment-authority>

Executive Summary

- ▶ Wareham is behind county and state averages in wages, income, workforce education and housing values
- ▶ Wareham exceeds county and state averages in population, households, and job growth
- ▶ Economic indicators are slowly improving, and opportunities exist for growth

But there are issues holding us back...

Executive Summary

- ▶ Continued economic growth is hindered by our current environment
 - ▶ Lack of industrial space
 - ▶ Lack of mid to high end rental housing
 - ▶ Lack of commercial flex space
 - ▶ Lack of commercial/residential mixed use space
 - ▶ Lack of mid to high wage employment opportunities
 - ▶ Derelict and eyesore properties

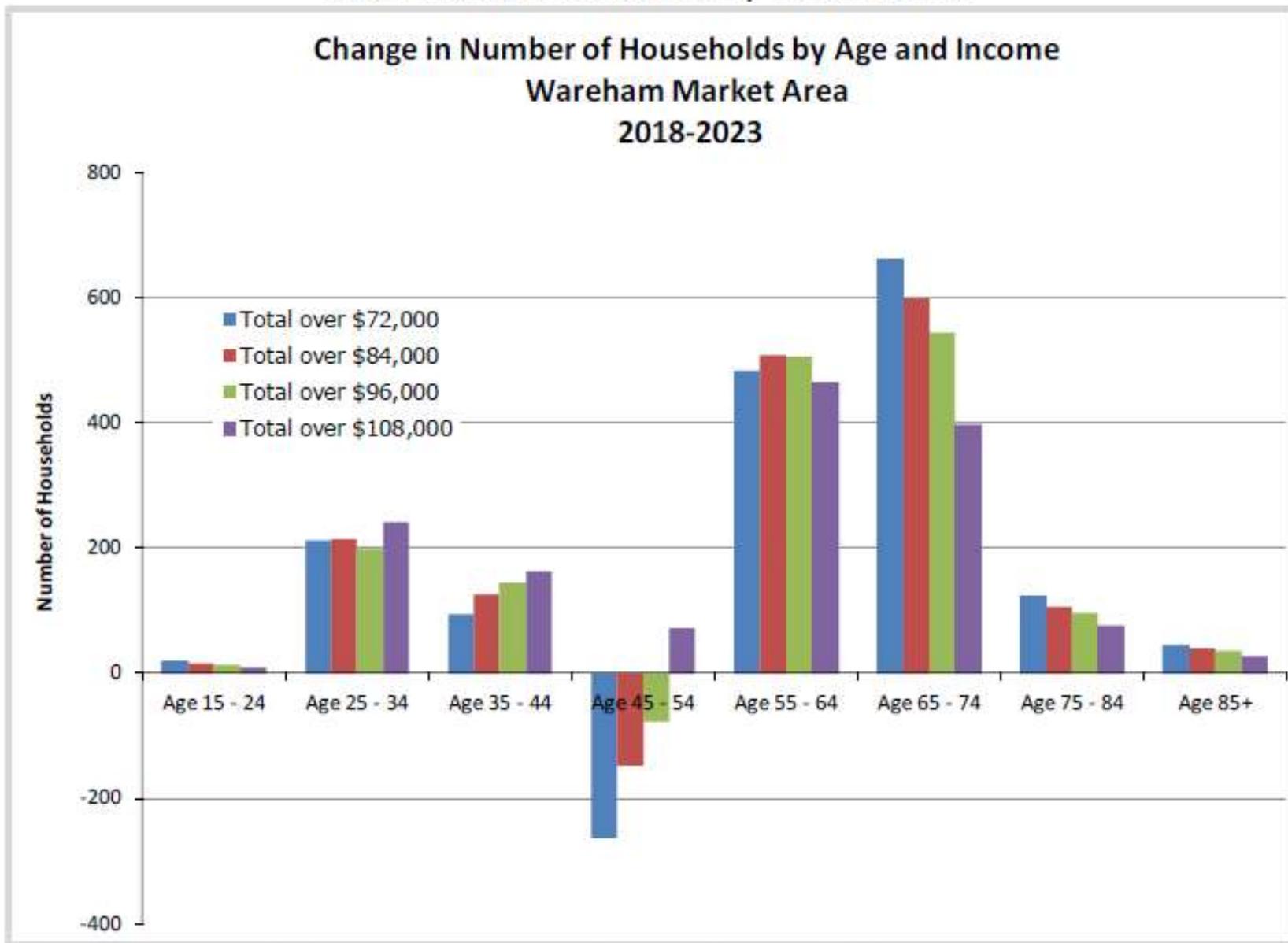


Wareham Demographics

Wareham Demographics

- ▶ Population growing faster than county and state averages (6%/4%/5%)
 - ▶ Significant projected growth in households age 55 to 74 households, all incomes
 - ▶ Projected loss in households age 45 to 54, incomes <\$108K

Figure 42. Change in Number of Households by Age and Income, Wareham Market Area, 2018-2023



Source: FXM Associates, *Housing Demand Model*, October 2018

Wareham Demographics

- ▶ Owner occupied housing values lower than county and state median (-32%/-34%)
 - ▶ Values increasing at a higher rate than county
 - ▶ % of housing priced <\$100K twice the county rate (10%/5%)
 - ▶ % of housing priced >\$400K half the county rate (22%/42%)
- ▶ Owner occupied % above county and state rate (77%/76%/62%)

Figure 2. Wareham Key Housing Characteristics, 2017



Source: EnvironicsAnalytics, 2017 and FXM Associates

Wareham Demographics

- ▶ Wages lower than county and state averages (-20%, -40%)
 - ▶ Higher percentage of lower paying retail, accommodation, and food services jobs
 - ▶ Wareham generally lags county and statewide average wages for all industries

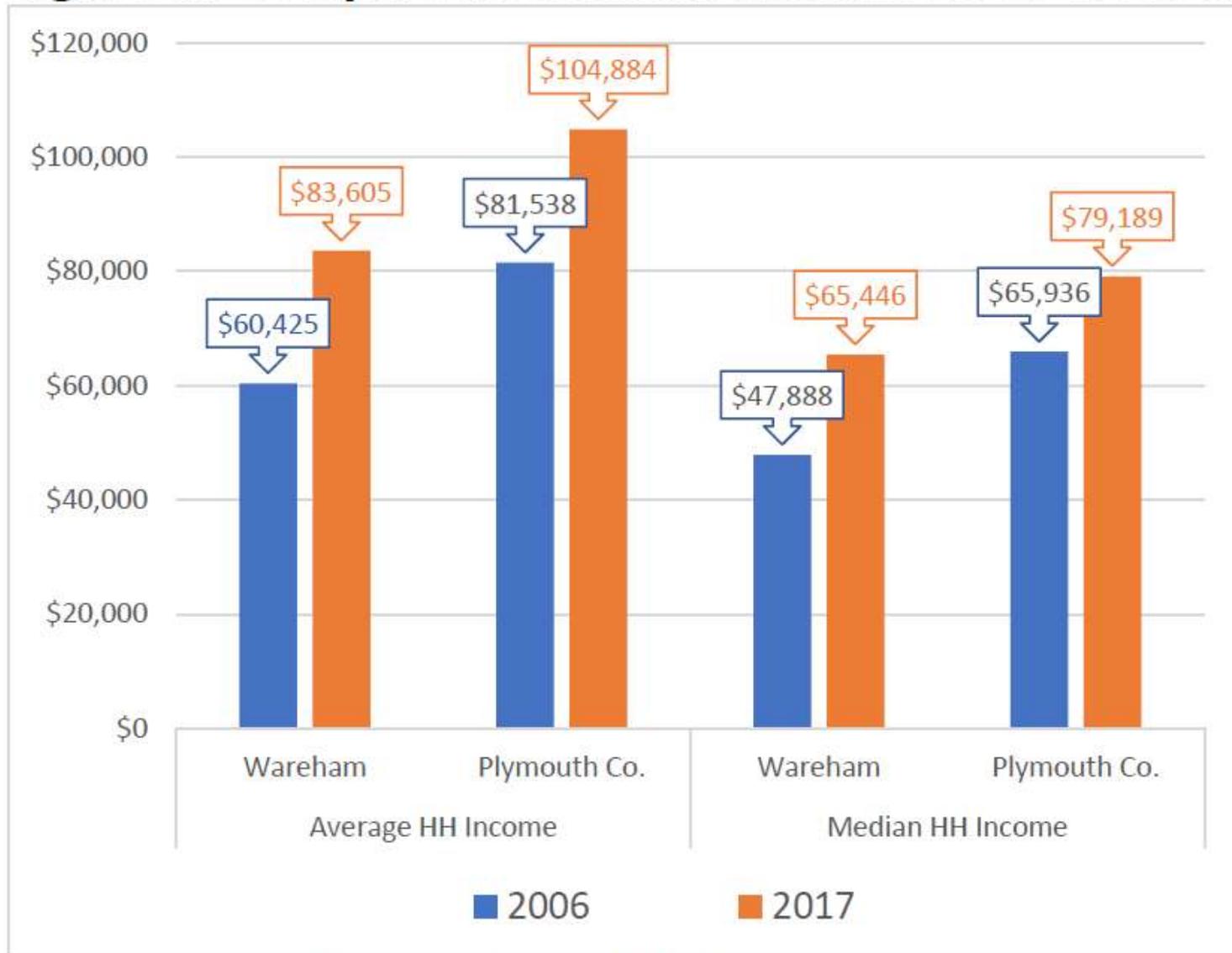
**Figure 4. Average Annual Wages by Industry
Wareham, Plymouth County, Massachusetts Overall: 2016**



Wareham Demographics

- ▶ Income lower than Plymouth county
 - ▶ Disparity is getting smaller
 - ▶ 73% of Plymouth county in 2006
 - ▶ 83% of Plymouth county in 2017
 - ▶ Lower levels of post secondary education in the Wareham workforce also impact income levels

Figure 1. Compare Household Incomes 2006 to 2017

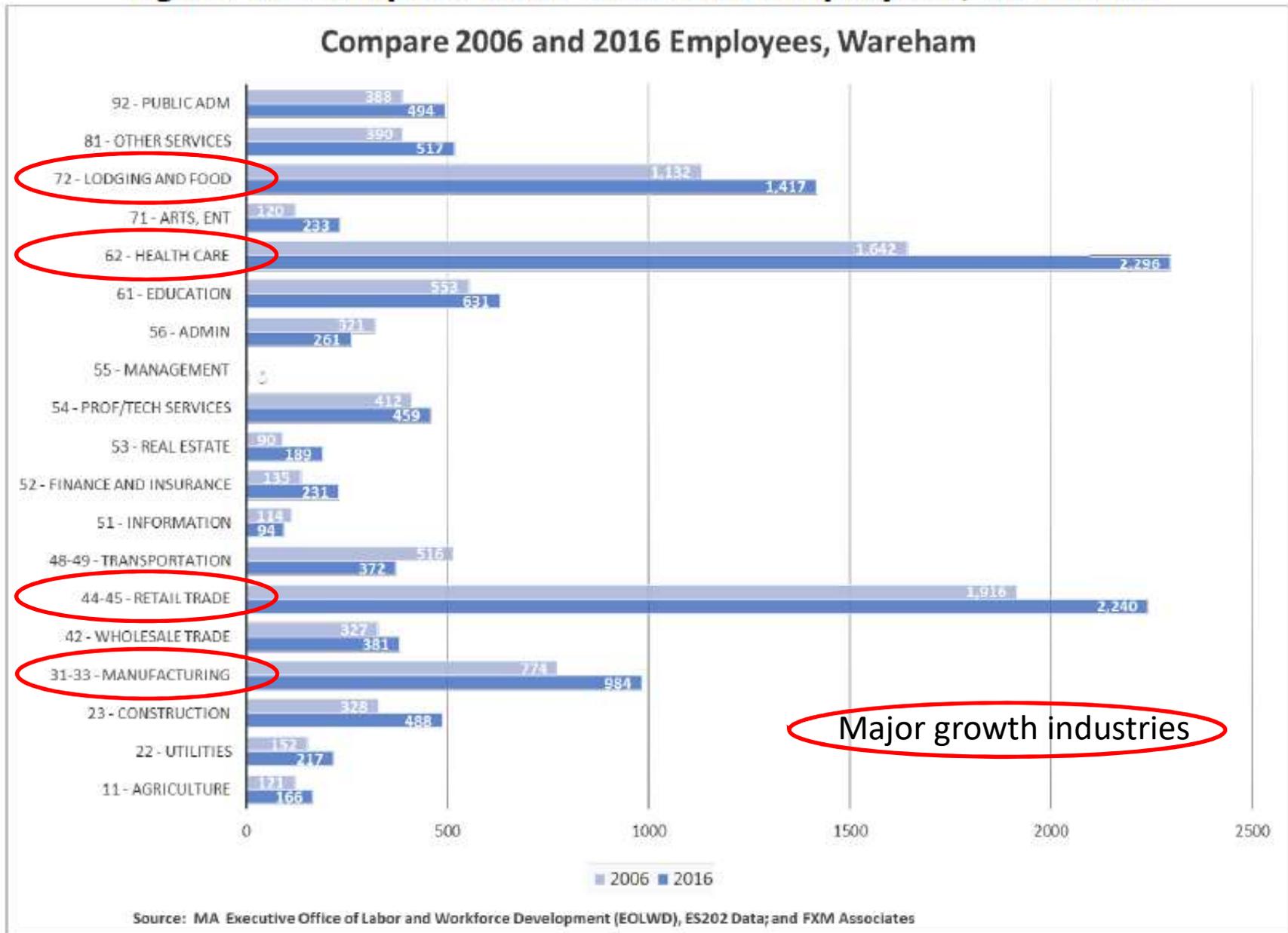


Source: EnvirionicsAnalytics, 2017 and FXM Associates

Wareham Demographics

- ▶ Job growth higher than country and state growth (24%, 14%, 15%)
 - ▶ Health Care, Retail Trade, Hotel/Food services lead
 - ▶ Retail Trade and Hotel/Food services wages drag down wage averages

Figure 3. Compare 2006 and 2016 Employees, Wareham



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Wareham Market Conditions and Trends

Market Conditions and Trends

- ▶ Office Space

- ▶ Demand increasing

- ▶ Wareham slow to develop Class A (premium) space

- ▶ Shared office space opportunities exist

Market Conditions and Trends

▶ Industrial Space

- ▶ Total available space not growing
- ▶ Demand rising, vacancies decreasing
- ▶ Current market leasing rates can't support new construction costs

Market Conditions and Trends

- ▶ **Flex space** - *Space adaptable for light manufacturing, wholesale distribution, laboratory and ancillary office uses*
 - ▶ Demand growing
 - ▶ Wareham has minimal available

Market Conditions and Trends

▶ Retail Space

- ▶ Demand steady, opportunities to capture sales leakage
- ▶ Wareham has relatively low vacancy rates of viable and available retail space.
 - ▶ Big Box stores/malls are generally full
 - ▶ Many smaller individual retail and commercial properties not actively marketed

Market Conditions and Trends

▶ Rental Housing

- ▶ Under age 35 and 55-75 market growing
- ▶ Wareham vacancy rates declining
- ▶ Wareham rents increasing
(\$1477/month ave)

Market Conditions and Trends

▶ Rental Housing

- ▶ Wareham rental inventory not meeting demand
- ▶ Significant gap in mid/high end market based rental housing
 - ▶ Supported by demand analysis
 - ▶ Mid/high end more in line with developer's business models

EDS Identified Opportunities

- Wareham Village
- Industrial Space
- Route 6/28 Commercial Business
- Onset Village

EDS Identified Opportunities

Wareham Village Urban Renewal Plan

- ▶ Elimination of derelict buildings
- ▶ Cleanup of buildings/lots
- ▶ Create a Wareham Village destination
 - ▶ In conjunction with the Tremont Nail Factory

EDS Identified Opportunities

Wareham Village Urban Renewal Plan

- ▶ Re-Zoning
 - ▶ Higher density and height allowances
 - ▶ Mixed use residential/retail/office/other
 - ▶ Prioritize parking
- ▶ Private Investment Incentives

EDS Identified Opportunities

Industrial Space

- ▶ Update Existing Industrial Parks
 - ▶ Extend Utilities
 - ▶ Extend sewer to new and under-developed industrial properties

EDS Identified Opportunities

Industrial Space

- ▶ Promote Kendrick Road as a tourist-oriented 'food cluster' based on the production of malt, candy and croutons
- ▶ Promote the highway interchanges located on the 'right side' of the Cape Cod bridges

EDS Identified Opportunities

Route 6/28 Commercial Business

- ▶ Marketing - Install signage, develop an online presence
- ▶ Infrastructure - Improve median plantings, lighting
- ▶ Zoning – implement higher density mixed use in selected locations

EDS Identified Opportunities

Onset Village Urban Renewal Plan

- ▶ Onset Bay Beautification Programs
- ▶ Town Pier Improvement Programs
- ▶ Increase parking options
- ▶ Re-zone for mixed use, higher density commercial

EDS Identified Opportunities

Onset Village Urban Renewal Plan

- ▶ Derelict building acquisition
 - ▶ Sell as-is for affordable housing
 - ▶ Restoration and Public resale
- ▶ Private Investment Incentives

Wareham Redevelopment Authority

Projects under Consideration

- Wareham Village
- Industrial Space
- Route 6/28 Commercial Business
- Onset Village

Projects under Consideration

Wareham Village

- ▶ Cleanup and elimination of derelict and eyesore buildings
- ▶ Re-zoning for height, mixed use
- ▶ Merchant's Way development

Projects under Consideration

Industrial Space

- ▶ Creation of new industrial space to leverage the routes 495/195/24/6 logistical corridor

Projects under Consideration

Route 6/28 Commercial Business

- ▶ Cleanup and elimination of derelict and eyesore buildings
- ▶ Re-zoning for height, mixed use

Projects under Consideration

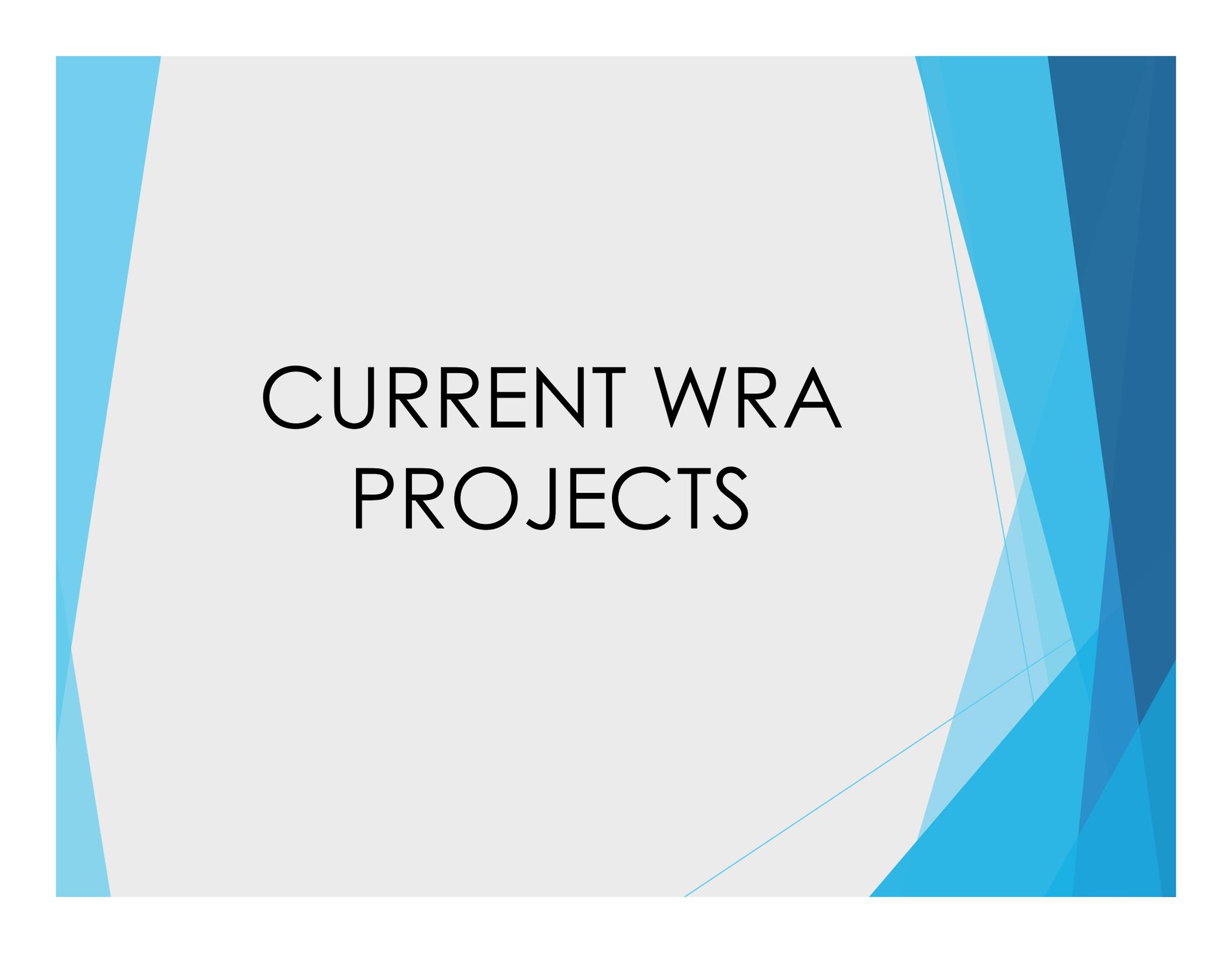
Onset Village

- ▶ Partner with and take guidance from the Onset Bay Association

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Wareham Economic Development Strategy

Questions/Feedback



CURRENT WRA PROJECTS

PROPERTIES



32 ACRES of DEVELOPABLE LAND

How could it be made more productive?

TREMONT NAIL



Preserving important history,
Generating income

BAY POINTE CC



7.5 acres to be combined with the ongoing housing project

LITTLETON DRIVE



13 acres for housing, under town criteria

4 RECOVERY ROAD



Rent for short term; Sell in future

DOWNTOWN REDEVELOPMENT



OPTIONS for Industrial Uses





Citizen Input and Feedback



Citizen Input and Feedback