

Facilitated Questions:

1. Should the town do more targeted marketing to specific industries or developers?

- Manchester should target more high tech industries, especially biotechnology. Many biotech companies are looking to expand out of Cambridge, and they are looking towards the North Shore.
- Assisted living and housing for those 55 years of age and older would be ideal within the Limited Commercial District, particularly as an integrated village. The village would contain all of the needed amenities for the population. There is a desire for residents to stay in Manchester as they grow older. This assisted living “village” could include small medical facilities/offices.
- There is a lack of affordable housing in town, with the cost of homeownership being far above neighboring towns. There should be more efforts to promote affordable housing.
 - Replace the Department of Public Works building with affordable housing.
- Having a small hotel in town could bring in revenue, there once were many prominent hotels in the area.
- Transportation services for those 65 years old and over to medical appointments, errands, etc.
- Inland boat storage within the Limited Commercial District.
- New commercial businesses should be located north of Rte. 128, not downtown.
- Attend to the local merchants’ needs downtown.

2. How could the town better utilize its waterfront?

- Marine/fisheries, aquaculture.
- Redevelop area behind town hall, it is prime real estate near the harbor.
- The same goes for the wastewater treatment plant, which is prone to flooding and must be moved.
- Manchester harbor needs constant dredging. The dock is currently being expanded.
- The town should direct its attention to boating congestion and lack of moorings.
- Dockage for transient boaters could bring in revenue.

3. What is the best way to promote/address tourism?

- Build parking near Rte. 128 (within the Limited Commercial District) for local trolley to transport tourists and locals to downtown/beach, where the current parking situation is prone to heavy congestion.
- Find opportunities to bring in the movie industry to town. *Manchester by the Sea* filmed mostly in neighboring areas.
- There is a quaintness about the town, especially the beaches and the village. That’s not something we’d like to have changed.

- Manchester is very historic, cemeteries, architecture. Walking tours and heritage tourism would be a great asset.
- We need clear (albeit fewer) signage for wayfinding.
- Food at Tuck’s Point as a destination?
- Parking at White/Black Beaches.
- Manchester attractions are generally not known to those who are not residents.
 - Promote marketing of local spots?
 - Sometime it’s best for these locations to be well-kept secrets.
- Parking, or lack thereof, causes a lot of issues, if motorists could park within the Limited Commercial District and take a shuttle down it would help alleviate some of the parking issues. Parking management is needed here.
- School Street Welcome Center and trolley stop. There could possibly be a Cape Ann Trolley serving nearby towns as well, with Manchester being the “entrance” to Cape Ann.
- What about the possibility of opening a boutique hotel downtown? Or an inn or a bed and breakfast?
- What is the impact of the short-term Airbnb’s? Most people rent more than six days.
- Town interest in tourism is quiet and limited by design. There seems to be more interest in dining options in town and housing options instead.

4. What should the town do to assure that new development complements the town’s historic character, its harbor, and its sense of place?

- Make Manchester a biking destination, especially with the interconnectivity of trails.
- Fly fishing trips.
- Boat chartering.
- Hiking, especially the Manchester Essex Conservation Trust.
- Retail near the proposed Continuing Care facility, small local shops.
- Water sports, including stand up paddle boarding and surfing.

5. Any issue with the town permitting process? Taxes?

- The permitting process can be lengthy, but that is not necessarily a bad thing.

What type of economic activity and development would you like to see in Downtown Manchester?

Place dots next to all you would support:

Retail & Dining	0
Medical or Professional Offices	1
Multifamily Residential	1

Mixed Use (Commercial & Residential)	5
None of the Above	0

What type of economic activity and development would you like to see in the Limited Commercial District?

Place dots next to all you would support:

Retail & Dining	1
Medical or Professional Offices	1
Multifamily Residential	0
Mixed Use (Commercial & Residential)	6
None of the Above	0

Why type of economic activity would you prioritize?

Place dots next to the one you would support:

Retail & Dining	1
Healthcare	3
Tourism	0
Housing	4