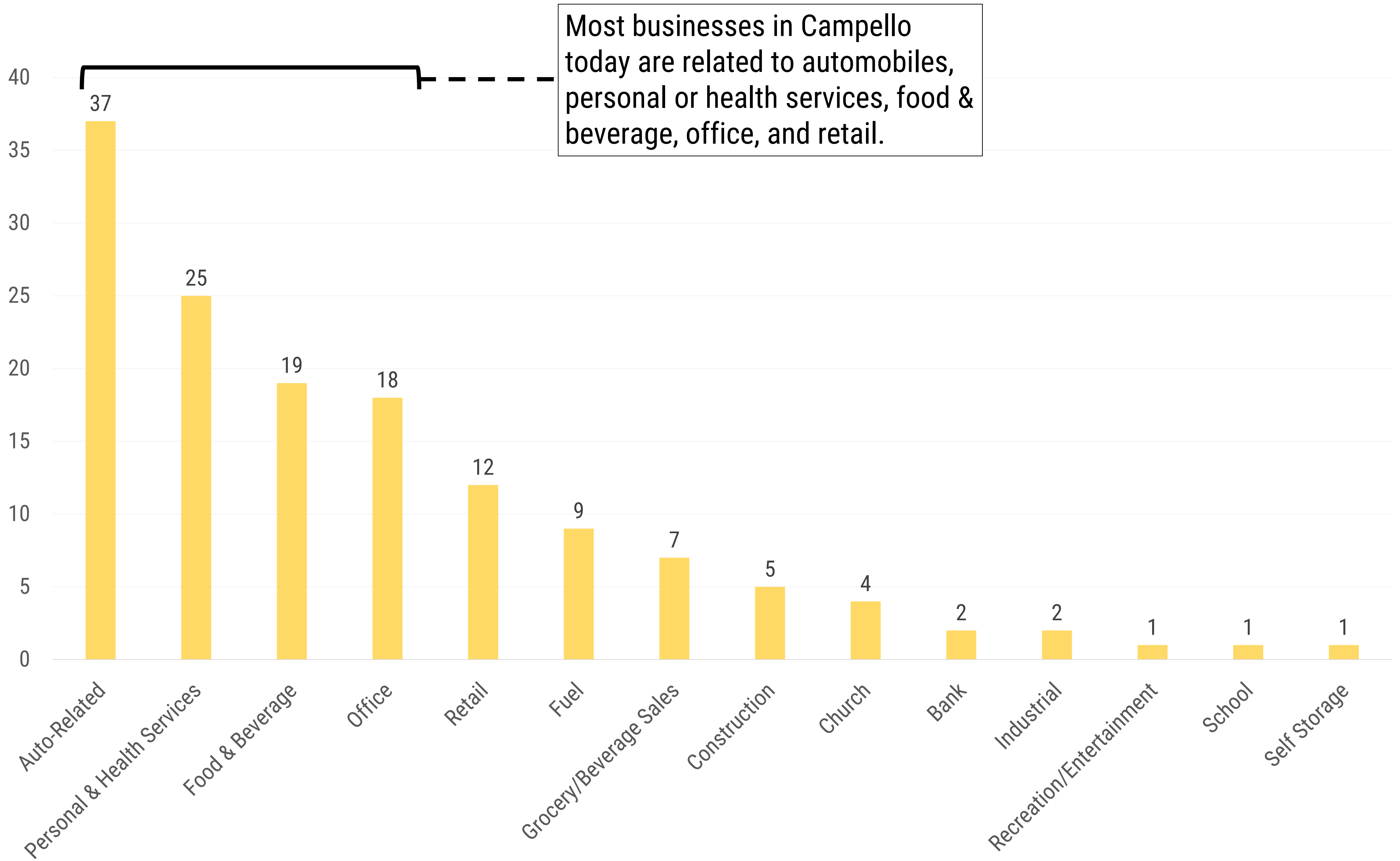


Station 1: Information on Campello and Brockton

What kinds of businesses are in Campello today, and is there demand for more?

The consultant team walked the entire study area and categorized all the businesses in the Campello study area. The first graph below shows how many businesses fall within each generalized business category.



What kinds of businesses are in Campello today, and is there demand for more?

To understand what kinds of retail and restaurant businesses could be supported by attracting more spending to Campello, the consultant team conducted a retail analysis. This analysis looks at household spending on retail and restaurants within a two-mile radius of the Campello area and determines what percentage of that spending happens in the two-mile area compared to spending outside the area. Our goal is capture as much of that spending within Campello as possible to help support both existing businesses and ones that may want to open in the future.

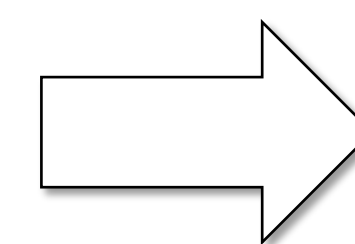
Within 2-Miles of Main Street Campello:

- **14,900** households.
- **\$21,200** of retail spending per household.
- **\$316 million** of total annual spending potential.
- **\$96.4 million** is being spent outside the 2-mile area.
- **We need to figure out how to capture a percentage of the \$96 million!**

What if we captured just 10% of the \$96 million?

Retail Store Type	Est. Supportable SF at 10% Recapture
Furniture/Furnishings	3,839
Electronics	3,372
Building/Hardware	646
Grocery Related	3,844
Health/RX	0

Retail Store Type	Est. Supportable SF at 10% Recapture
Apparel/Accessories	6,059
Sports/Books/Music	5,809
General Merchandise	5,999
Specialty/Niche	2,949
Dining/Drinking	4,054



Potential to support 36,500 square feet of retail which could fill existing vacancies, allow existing businesses to diversify their products, or support new retail spaces in the study area!

Station 1:

What types of commercial uses are missing or desired?

Why are we asking and why is this important?

During Workshop 1 we asked you about a wide variety of uses that might be appropriate for the Campello area. We now want to get more specific on commercial uses to inform any zoning changes for the neighborhood and understand what uses should or should not be allowed. Zoning provides clear signals to property owners, business owners, and developers about what the neighborhood and city want and do not want. Capturing this information here will help us clarify the zoning.

Instructions:

Place a small green sticker on uses you would like to see and red sticker on ones you would not.

Retail

Clothing Store



Shoe Store



Accessories



Books/Music/Gifts



Florist



Restaurants

Café/Coffee



Fast Food



Casual Dining

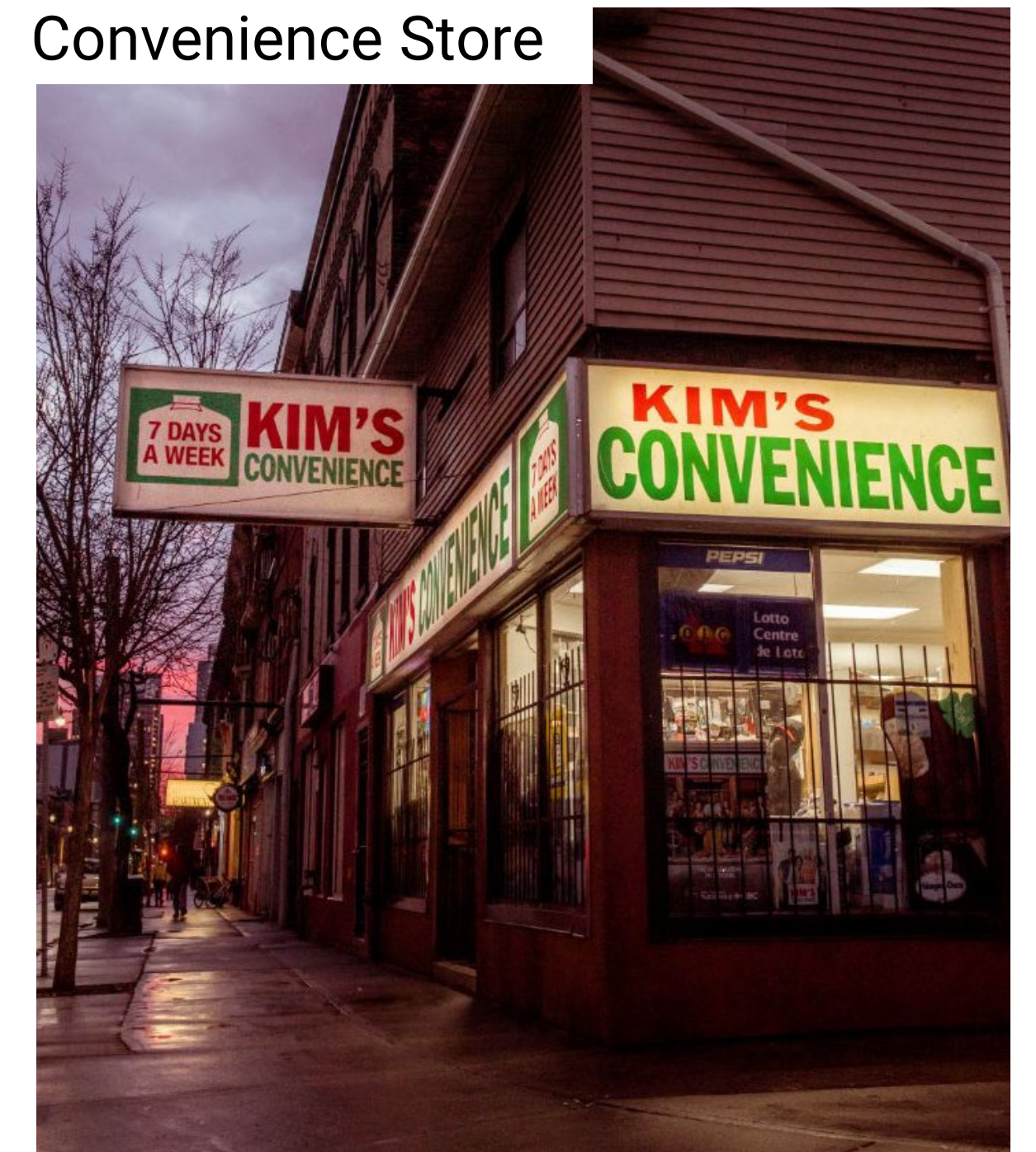


Formal Dining



Food & Beverage

Convenience Store



Small Format Grocer/Co-op



Alcohol Sales



Station 1:

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Offices

Professional Office



Medical Office



Auto/Industrial

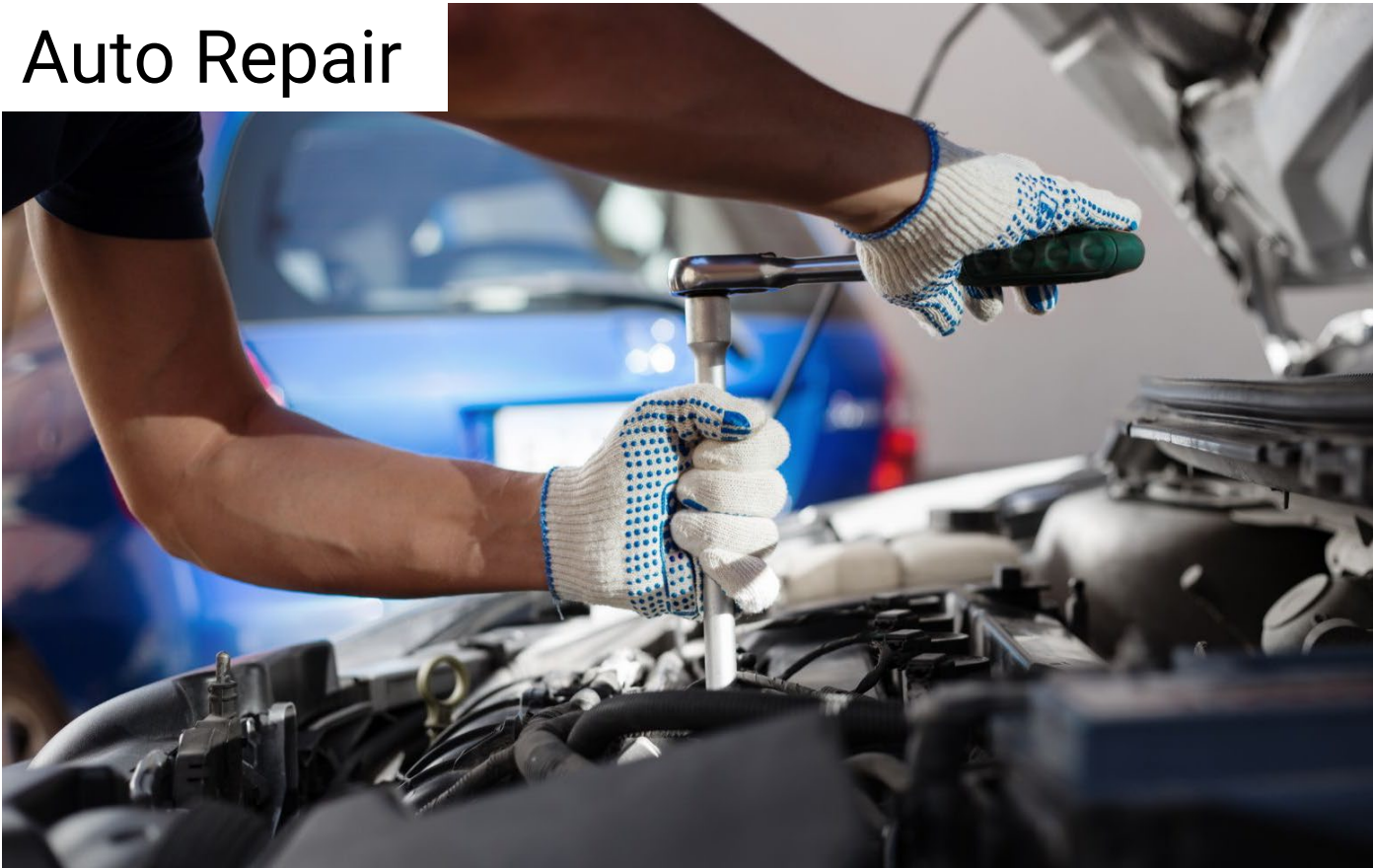
Gas Station



Auto Dealer



Auto Repair



Light Manufacturing

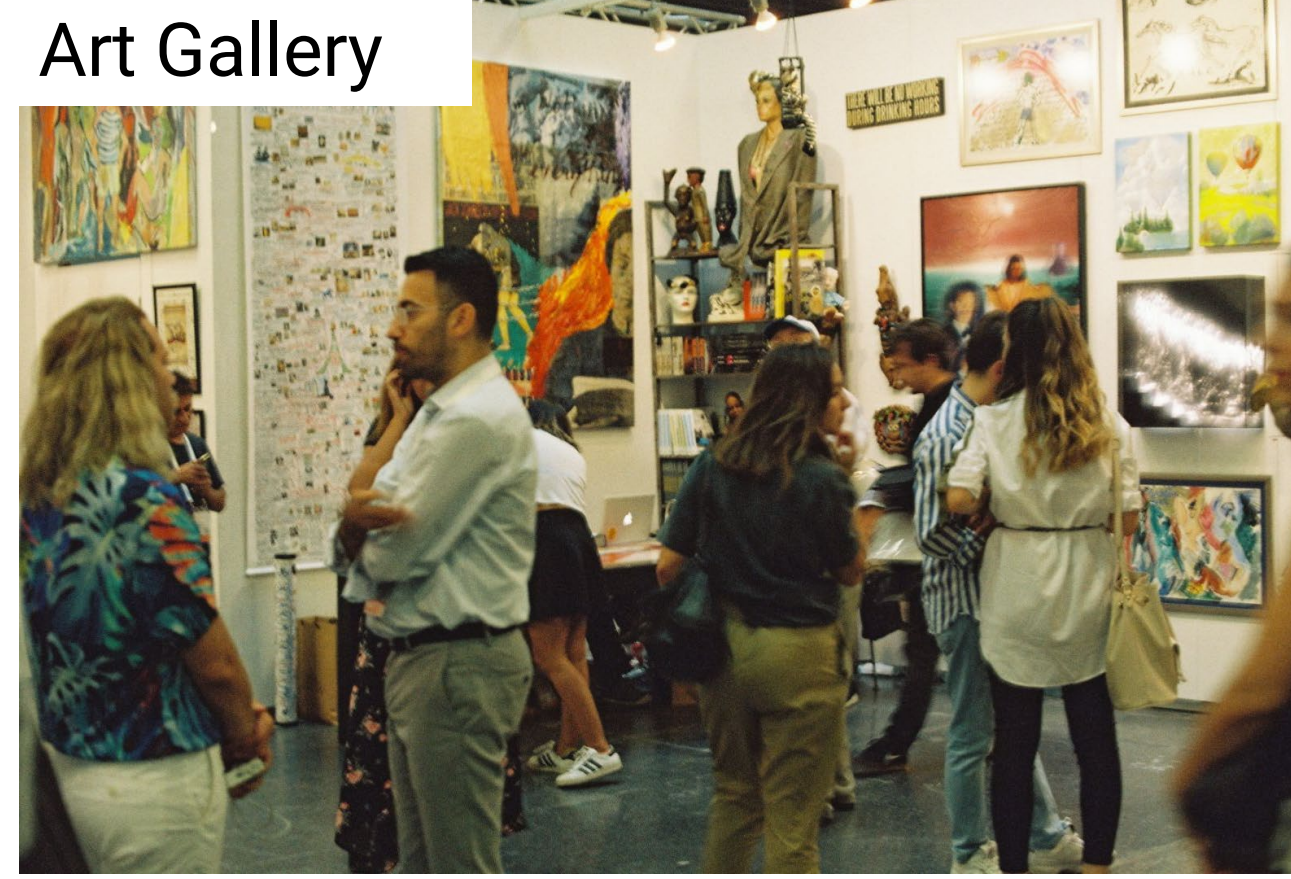


Food/Beverage Processing



Other Uses

Art Gallery



Theater/Live Performance



Museum



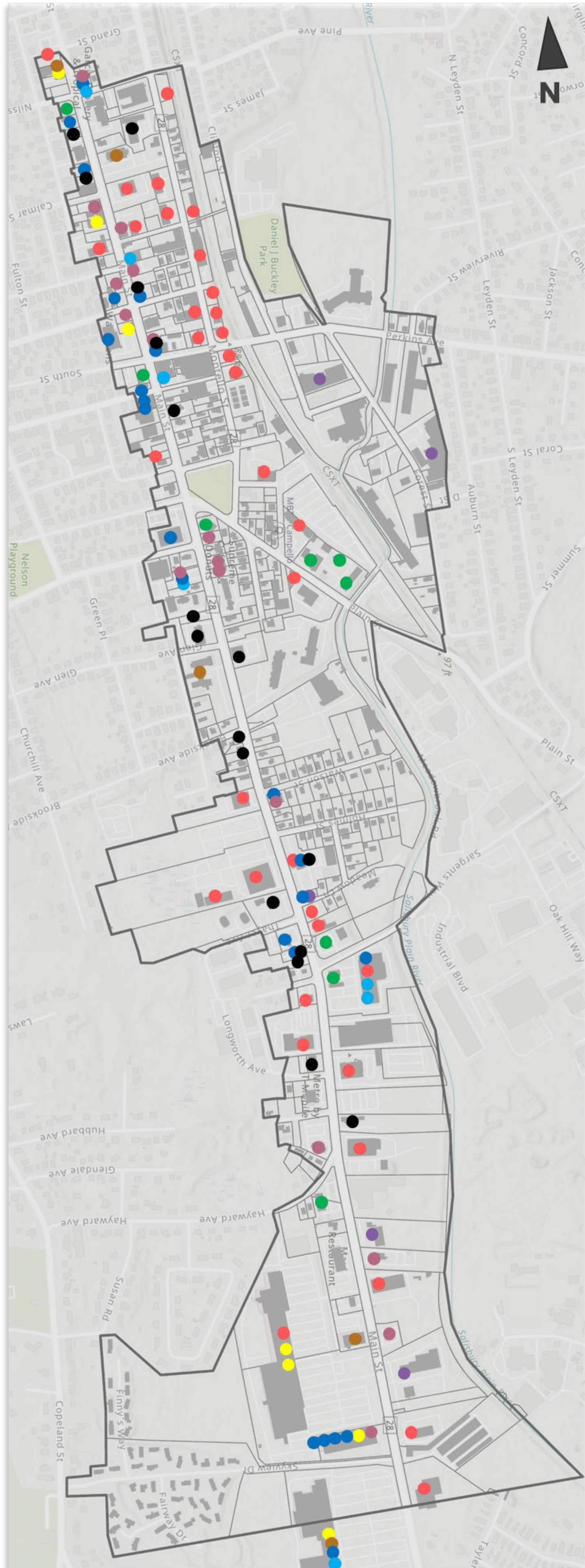
Childcare



Station 2: Information on Campello and Brockton

What kinds of businesses are in Campello today and where are they located?

The consultant team walked the entire study area and categorized all the businesses in the Campello study area. The map below shows the location of different business types within the study area.



Businesses Categories

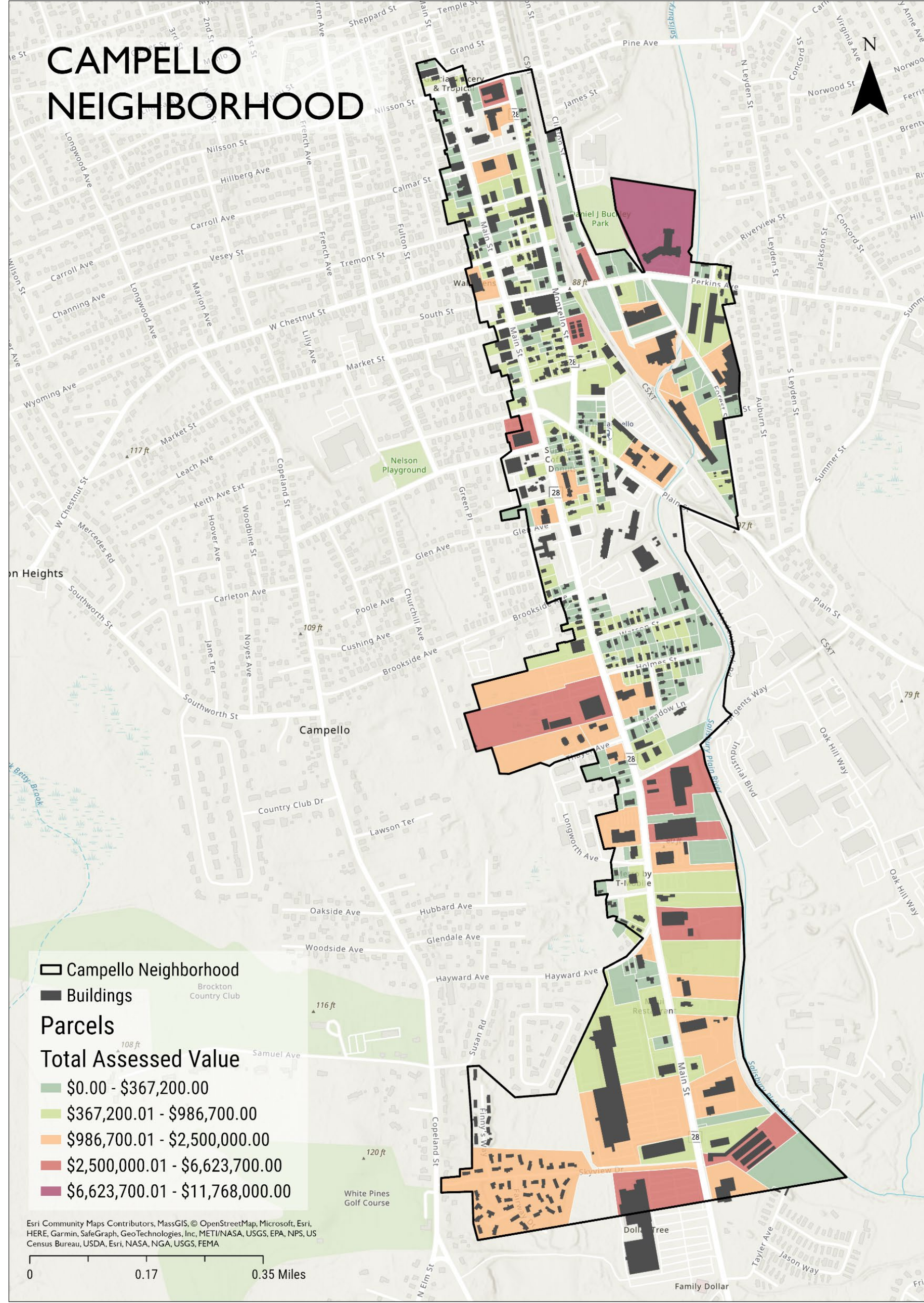
- **Auto-Related**
- **Personal & Health Services**
- **Food & Beverage**
- **Office**
- **Retail**
- **Fuel**
- **Grocery/Beverage Sales**
- **Construction**
- **Places of Worship**

Station 3: Information on Campello and Brockton

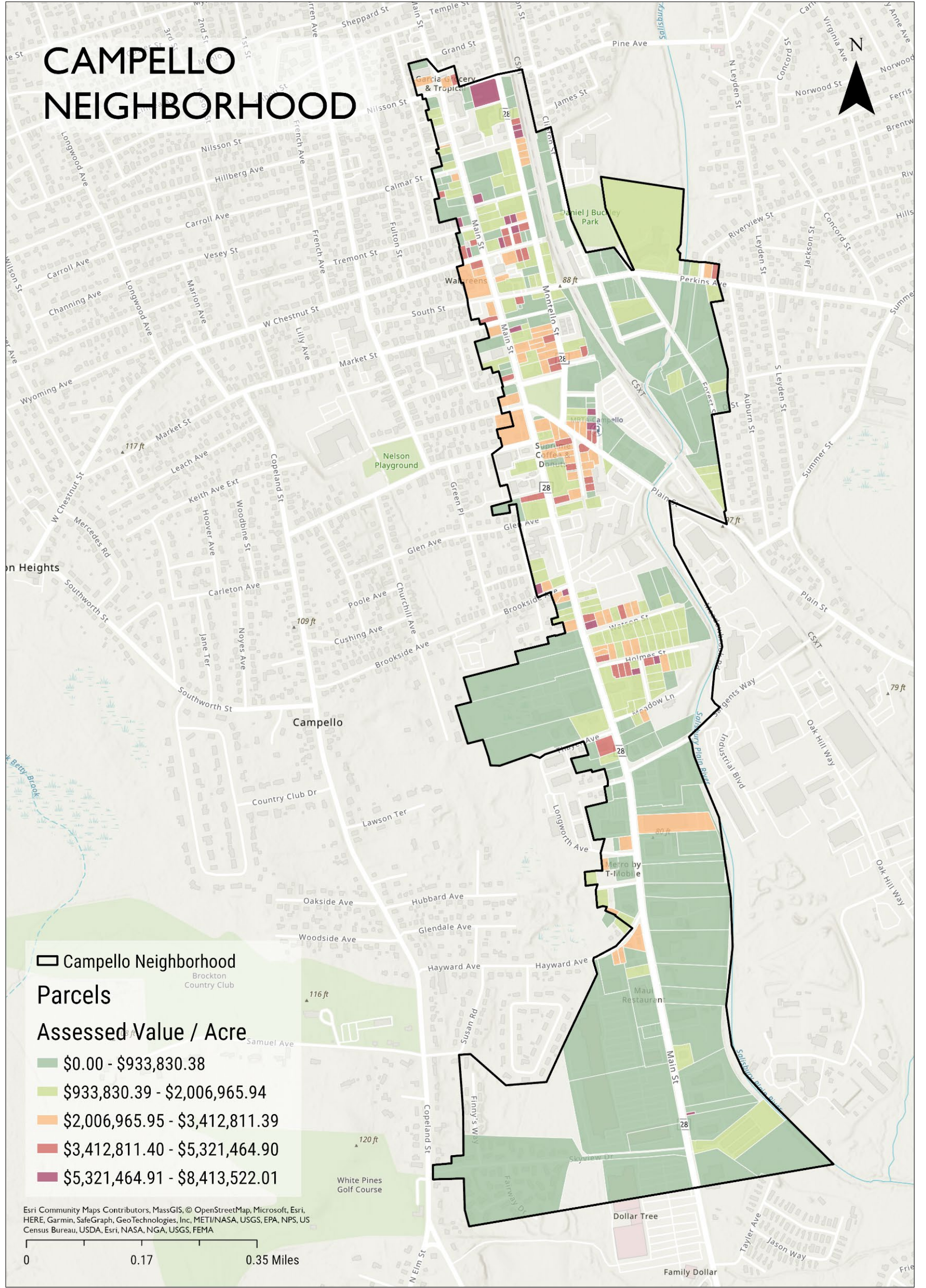
What drives economic activity and revenue for the City of Brockton?

The highest value properties on a per acre basis tend to be smaller lots with active uses on them, oftentimes a mix of uses in the same building. The northern half of Main Street has a tighter development pattern driving more property value on a per acre basis compared to the larger lots with one-story, single buildings on them. Compare the two maps below to see the difference between total assessed value (left) and per acre assessed value (right).

Total Assessed Value per Parcel



Assessed Value per Acre



What kinds of jobs are in Brockton and what opportunities might it offer for Campello?

Businesses in Brockton that employ large numbers of workers include Healthcare (hospitals, health care, nursing), Food Services (restaurants), Food and Beverage Store (grocery), and Motor Vehicle Parts/Sales (car repair, car sales). Several of these industry types are present in the Campello study area and may offer opportunities for future businesses in the future.

The table on the right highlights the top ten occupations by number of jobs. From this we can see exactly what jobs employees are doing day to day. Many of the occupations, like retail sales or home health aides, pay less than \$40,000 a year. **A household would need to earn around \$90,000 to afford to purchase a house at Brockton's median home value of \$367,000. That same household would need to earn \$56,000 to afford the median gross rent in Brockton of \$1,400 a month.**

Industry Name	2023 Jobs	Avg. Earning per Job
Hospitals	4,624	\$88,761
Ambulatory Health Care Services	3,185	\$87,662
Food Services and Drinking Places	1,776	\$31,319
Administrative and Support Services	1,479	\$45,306
Food and Beverage Stores	1,442	\$37,532
Nursing and Residential Care Facilities	1,315	\$60,705
Social Assistance	1,197	\$44,519
Motor Vehicle and Parts Dealers	1,051	\$88,571
Specialty Trade Contractors	1,037	\$102,125
Management of Companies and Enterprises	902	\$164,023

Occupation Name	2023 Jobs	Avg. Earning per Job
Registered Nurses	1,877	\$85,456
Retail Salespersons	1,167	\$28,519
Cashiers	1,044	\$28,182
General and Operations Managers	894	\$114,598
Home Health and Personal Care Aides	869	\$35,374
Nursing Assistants	756	\$35,409
Laborers and Freight, Stock, and Material Movers, Hand	577	\$33,321
Fast Food and Counter Workers	556	\$28,167
Stockers and Order Fillers	552	\$28,967
Customer Service Representatives	521	\$40,581

Station 3: Information on Campello and Brockton

Why are we asking and why is this important?

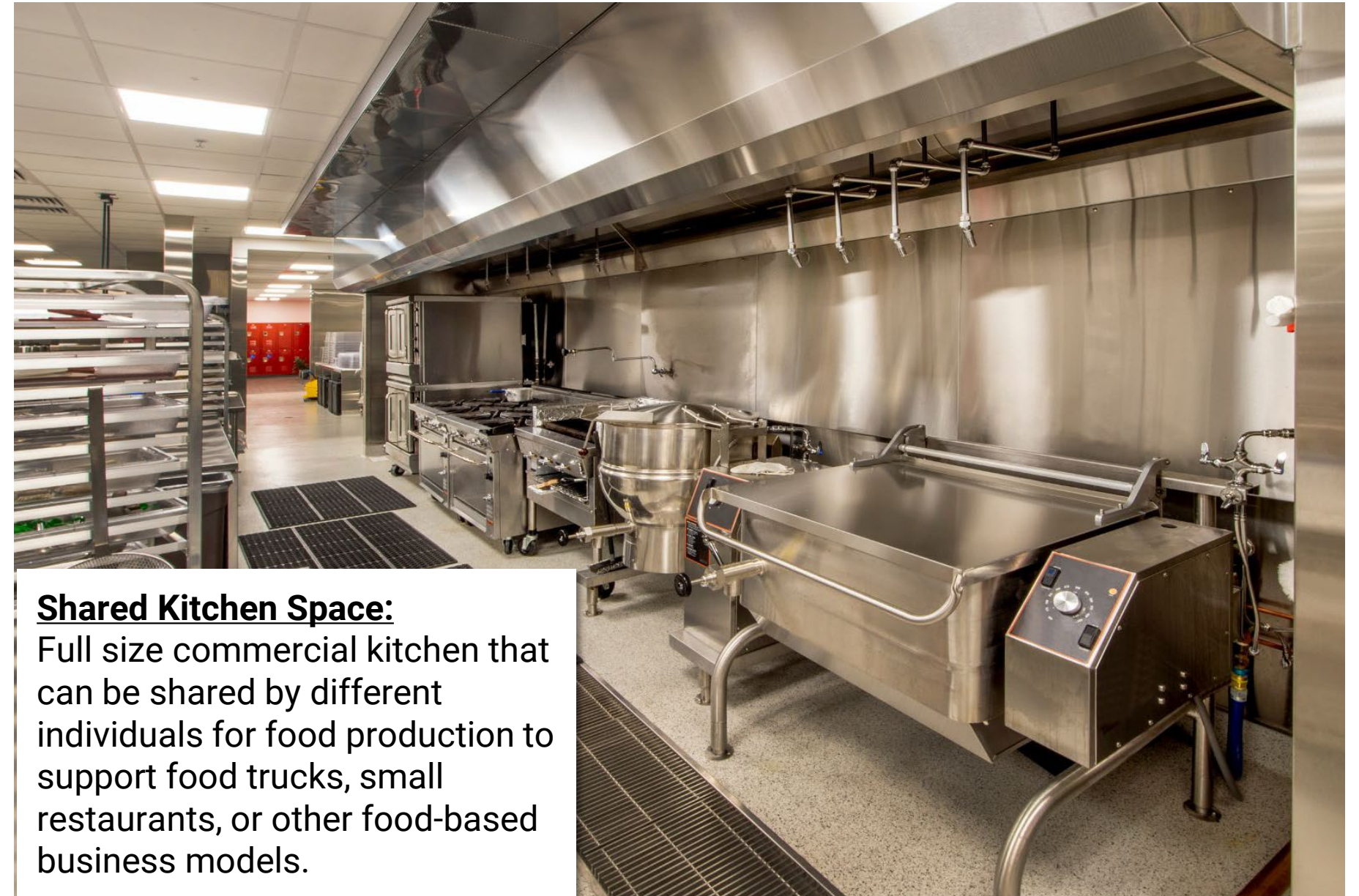
A diversity of storefronts and types of commercial space can help support entrepreneurs and start up businesses. What types of spaces do you think would benefit Campello based on who you know in the neighborhood and what types of economic activities would be beneficial?

This information will feed directly into the zoning recommendations and strategies for incentive programs, policies, and assistance for small businesses and entrepreneurs in Campello.

Place a sticky dot on the types of spaces that you think would be effective in supporting and growing economic activity in Campello.



Small Storefronts:
First floor stores for smaller businesses to start and grow. Spaces could be offered at a slightly lower rent to incubate and grow local businesses.



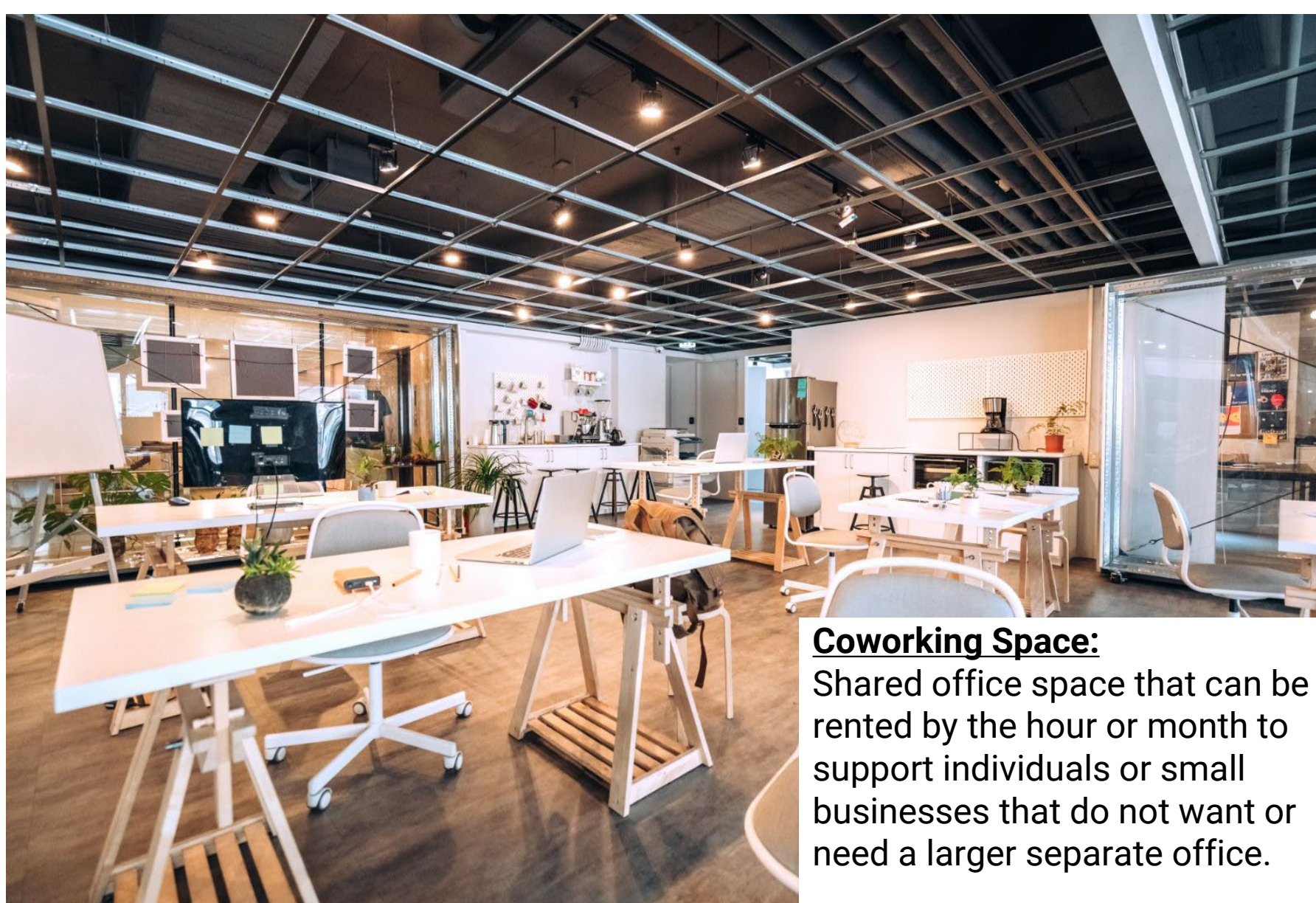
Shared Kitchen Space:
Full size commercial kitchen that can be shared by different individuals for food production to support food trucks, small restaurants, or other food-based business models.



Retail + Packaging/Processing
Storefront on Main Street that includes retail/sales in the front with the ability to make, package, and mail the business owner's products in the back.



Maker Space:
Facility designed and fit out to enable people to manufacture a range of durable goods. The costs of purchasing space, machinery and administration are shared across tenants.



Coworking Space:
Shared office space that can be rented by the hour or month to support individuals or small businesses that do not want or need a larger separate office.



Business Incubator:
Organization that helps new and Startup businesses develop in a space by providing training, office space, access to financing, and networking opportunities.



Home-Based Business:
Integrating very small commercial spaces into neighborhoods to support residents looking to start businesses out of their homes and need additional space.

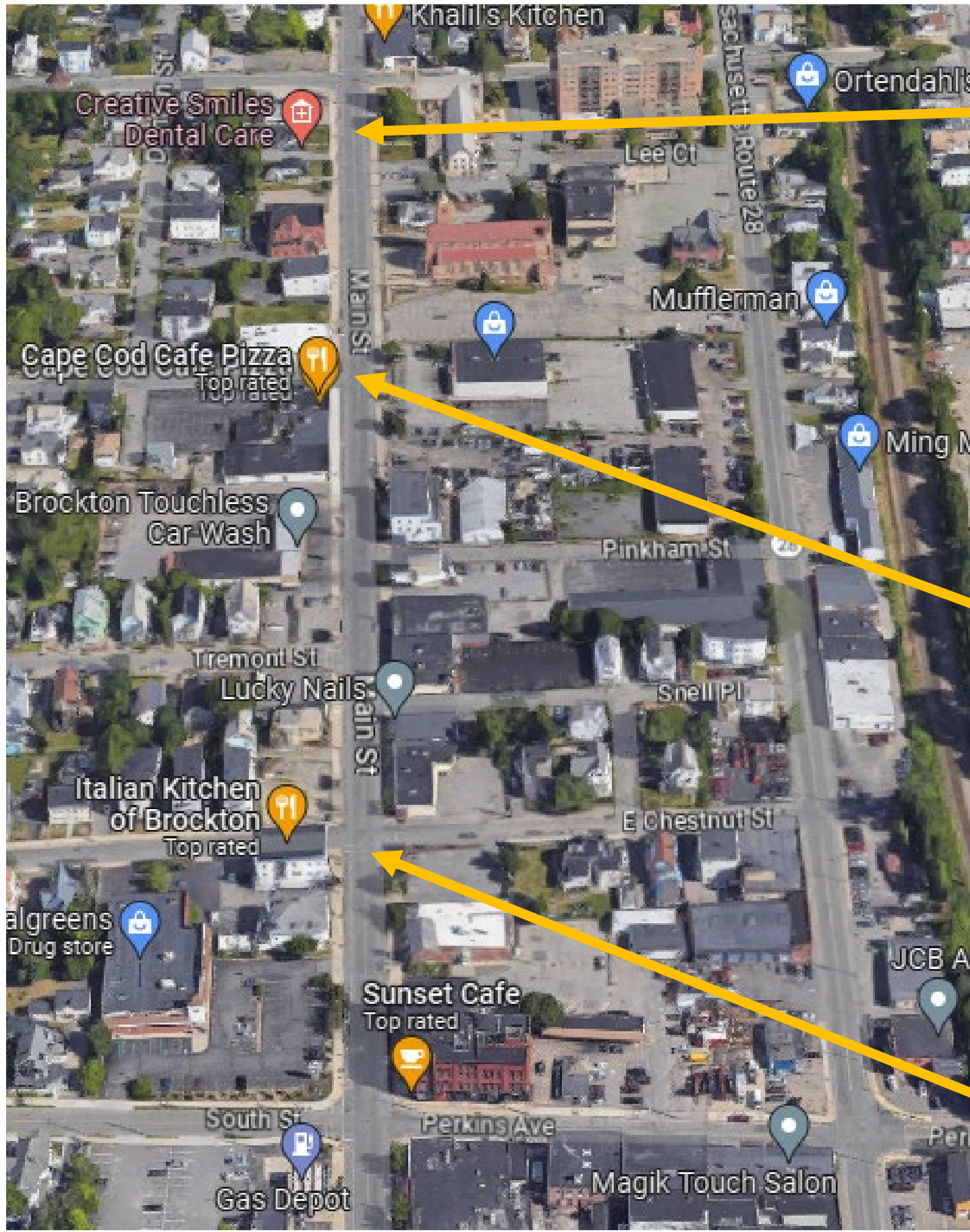
Other ideas for spaces in Campello? Place a sticky note here.

Station 4: Information on Campello and Brockton

What are the current conditions of public spaces, places, and infrastructure in Campello?

The Main Street corridor in Campello changes drastically as one moves from north to south. The character of Main Street shifts from a more walkable neighborhood commercial district to an auto-oriented district with large buildings set far from the street and large parking lots. The images below illustrate this shift and help us think through what improvements might be desired in Campello.

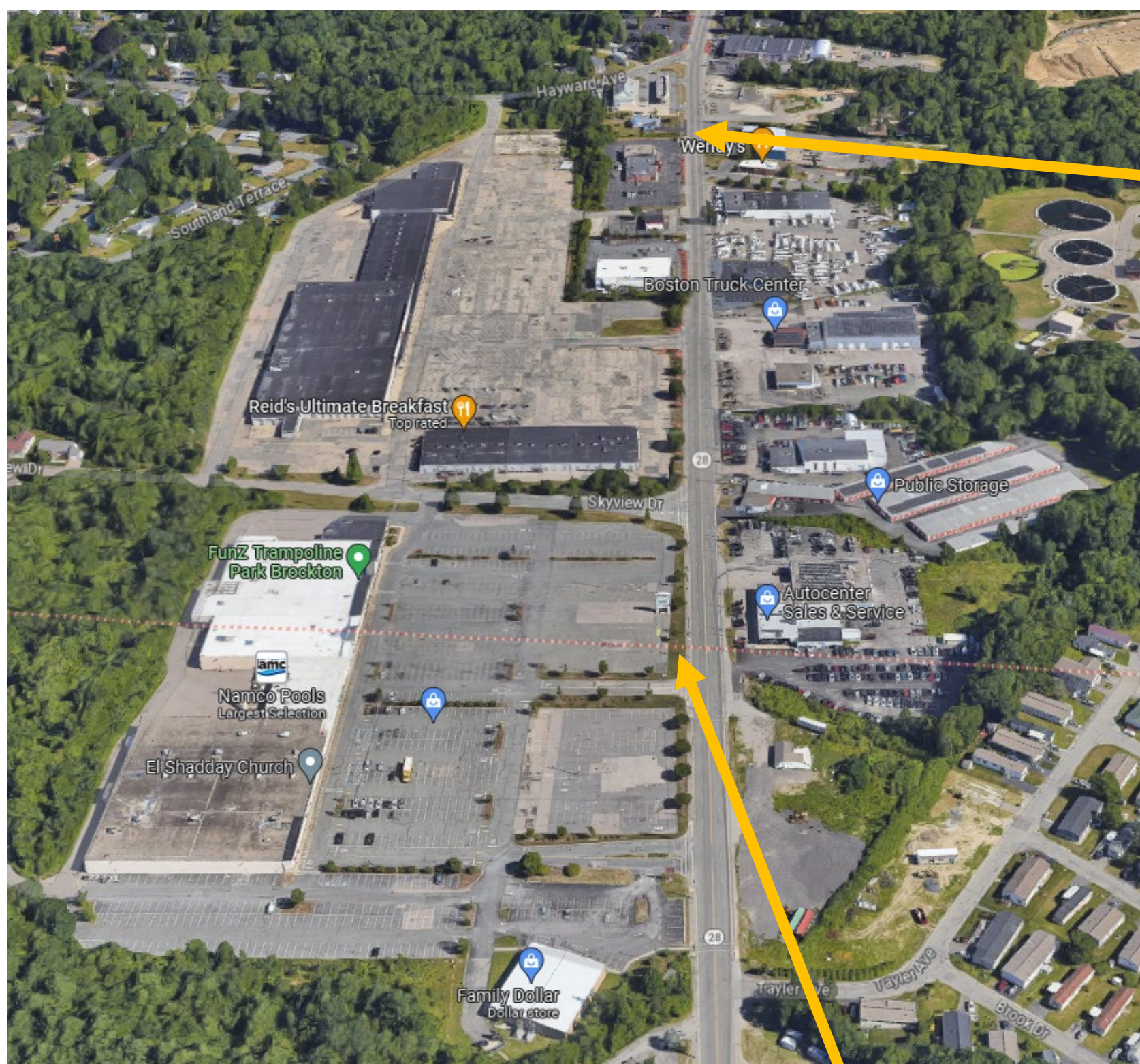
Section 1: Main Street from Nilsson Street to South Street/Perkins Avenue



Section 2: Main Street from South Street/Perkins Avenue to Watson Street



Section 4: Main Street from Hayward Avenue to Tayler Avenue



Section 3: Main Street from Watson Street to Hayward Avenue



Station 4: Information on Campello and Brockton

Why are we asking and why is this important?

The attractiveness of places and spaces can help drive economic activity by bringing more visitors to an area, bringing residents together more frequently, and increasing spending at local businesses. The attractiveness of a place may be defined as much by the businesses in the area as the physical condition of the buildings, sidewalks, and public spaces. Defining what is missing or needs improvement will help us develop recommendations for improvements in Campello that can complement the economic activity taking place.

Place a sticky dot on the images that represent ideas or changes you would like to see in Campello.

Wall Murals



Public Art



Building/Storefront Improvement



Parklets



Street Events/Festivals



Outdoor Dining



Small Parks/Plazas



Outdoor Market



Street Trees



Decorative Street Lights



Benches/Seating



Trash Receptacles



Station 5:

Information on Campello and Brockton

Why are we asking and why is this important?

Developing economic opportunities and neighborhood change that will positively impact the residents and businesses of Campello requires partnerships and cooperation. While the City and elected leaders have a role to play, we also want to think about other individuals, neighborhood groups, business groups, non-profits, and others who could be important partners. When we create strategies and recommendations for the Neighborhood Plan, this information will be helpful in thinking through who can help with making the plan a reality.

Please use the sticky notes provided to indicate economic development partners, what role they play today, and what role they should be playing.

BUSINESSES

GOVERNMENT

NON-PROFITS

REGIONAL ORGANIZATIONS

INDIVIDUALS

OTHERS
