



SOUTH SHORE 2030

The Region's Economic Development Plan for Growth
--- 2022 IMPACT REPORT ---

If you live, work or play in Southeastern Massachusetts, you know our region offers something wonderful for everyone. In a changing world, we must keep our economy strong to ensure our people and places are here for decades to come. That's why the Chamber's South Shore 2030 plan was created. *South Shore 2030: Choosing our Future* is our constantly evolving roadmap that guides smart, informed planning decisions. A local team of large and small business leaders, nonprofit leaders, elected officials, and policy experts are building and implementing a plan to promote our region's economic future. Our mission is to create the right environment and balance for our current and future businesses and resident workforce to thrive.

Key accomplishments

We strengthened our municipal engagement.

We released our Infrastructure Priorities agenda.

We helped support and fund municipal projects that were focused on driving future development investment, through zoning, housing and transportation solutions.

We received the formal designation as a REDO (Regional Economic Development Organization) by the Commonwealth of Massachusetts.

We witnessed a rise in positive press coverage for local development and revitalization efforts.

We were nationally recognized for our first regional marketing campaign.

Want to learn more about how we drive economic development in the region?

Read more on our 2022 Highlights.



Release of South Shore 2030 Infrastructure Priorities Report

This report emphasizes the need for more regional thinking around water resources and transportation. [Read the full report.](#)

This analysis of water and wastewater capacity for key development parcels that require multi-town or regional solutions offers several potential focus areas for future development and investment in the region. We are partnering with a neighboring region to do a similar study to explore more possible solutions. Water limitations and capacity challenges will take multiple solutions and even more committed stakeholders - we are one of them.



Supporting local projects and studies

We know our South Shore 2030 work requires local municipal action. Our colleagues in town government have increasingly approached us to help open the conversation around housing and economic growth. We offer public, written, and informational support for re-zoning initiatives and individual projects.

In 2022, we launched a formal RFP process for municipalities to support local projects that aligned with our South Shore 2030 strategies resulting in SSEDC support of a *Jackson Square rezoning and traffic study* in Weymouth and support of *rezoning guidelines for East Milton Square* in Milton.



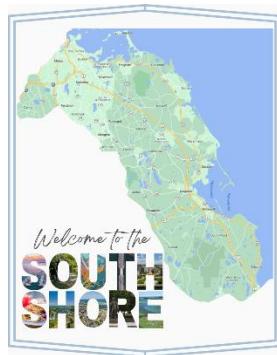
Participation in MAPC South Shore Coalition. The South Shore Coalition released a *South Shore Mobility Study* in the fall of 2022, highlighting opportunities for pilot trolley service in a few coastal communities in our region. [Full study here.](#)

A Rise in Positive Press Coverage for Local Development

We've witnessed lots of great coverage around development this year, particularly with the Weymouth Landing & the Commercial Corridor Rezoning we helped to champion a few years ago. These rezoning efforts have spurred a lot of development and redevelopment activity, including housing. And redevelopment has extended beyond the initially targeted areas to other areas throughout Weymouth. A few other highlights are below.

- "Redevelopment is Changing the Face of Weymouth," *The Patriot Ledger*. [Link](#).
- Quincy Development Series with The Patriot Ledger - [part ONE](#), [part TWO](#), [part THREE](#), [part FOUR](#)
- Quincy's next area for redevelopment: [Wollaston Center](#)

Working with Municipalities on State Zoning Requirements



We collected feedback from all 25 South Shore municipalities on the Multifamily Zoning Requirements for MBTA Communities and submitted a formal public comment letter for draft guidelines.

[Full letter available here.](#)

[Ledger coverage here.](#)

Why should the business community care?

If towns comply, they can retain access to crucial state funding opportunities for infrastructure, housing, and other capital improvement projects.

Ten (10) South Shore towns received MassWorks money between 2011 and 2021, and three received Housing Choice money between 2019 and 2022. This funding included \$22.8 million for Quincy, \$8 million for Plymouth, \$6 million for Kingston, and \$2.8 million for Milton. 10 South Shore communities received no funding. These towns are Marshfield, Braintree, Duxbury, Norwell, Pembroke, and Cohasset. Boston Indicators, a research group with The Boston Foundation compiled this information.

Are you looking for more information and resources for municipalities? Technical assistance is available for municipalities through [Massachusetts Housing Partnership Technical Assistance](#). More information is available on the [State of MA resource page](#).

Nationally recognized for our Hello! South Shore Campaign



The campaign was initially launched in the Summer of 2021 using a state grant. It focused on getting our residents to support the town next door or a few towns over and to encourage them to get to know the area better (and their WHOLE region, not just their community)! This project started to support businesses and lay the foundation for future placemaking work in the region.

Hello! South Shore was an opportunity to showcase businesses and what the South Shore offers for entertainment, history, outdoors, and art - and we are proud that the region is getting some national recognition. [Press coverage](#).

Updates on Commercial Development Activity



A [Full recap](#) of our South of Boston annual event with the New England Real Estate Journal is available on the South Shore 2030 website.

Ledger coverage: [Session 1](#) | [Session 2](#)

[2022 NEREJ South of Boston Spotlight](#) includes highlights of projects and CRE Industry leaders.

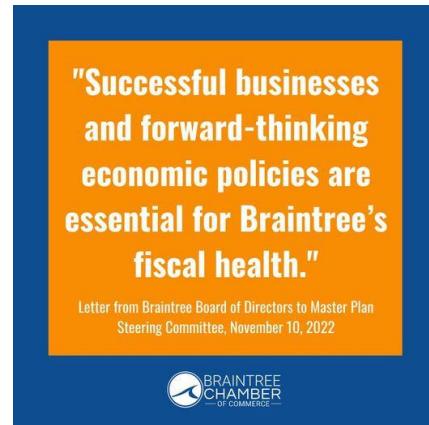
Recognition as a formal REDO (Regional Economic Development Organization) by the Commonwealth

The goal of any Regional Economic Development Organization (REDO) is to support businesses seeking help from the state. Services include informational and educational programs on starting businesses, growing businesses, and promotion of state programs that assist small businesses.

Working with the Office of Business Development, we will facilitate regional projects that grow businesses and the Massachusetts economy. **We are one of 12 organizations statewide that have received this designation for 2023.** By receiving this grant award and designation, state funding for a local non-profit in the region.

Local Chamber Action on Economic Development

The **Braintree Chamber of Commerce Board** was involved in the *Rapid Recovery Plan for South Braintree Square* and also recently submitted a public comment letter in response to the town's call for input on the draft vision statement for the new 10-year *Braintree Master Plan*. Braintree has the South Shore Plaza, hometown entrepreneurs, and so much in between. Braintree's business community is a thriving, complex ecosystem and an important contributor to the town overall. Read what their board of directors recently said about this role, as Braintree works to develop a master plan that will guide development, infrastructure, and preservation activities for the next decade. [Click here to read the Braintree Chamber letter.](#)



More details on their involvement in the Rapid Recovery Plan for South Braintree Square is [available here](#).



The South Shore Chamber, several of our members, and the affiliated **Weymouth Chamber of Commerce** spoke out against [a proposed 18-month moratorium](#) on new apartments in Weymouth. A citizen's petition used water concerns as a reason to push a ban on multi-family construction of 3 or more units. We anticipate that groups in other

communities will also use infrastructure as an excuse to stop multi-family housing. Our infrastructure agenda identifies water and wastewater as the region's highest infrastructure priorities but we also said that infrastructure should not be used as an excuse to stop growth. Where there is a water or transportation issue, address those issues. If towns want to regulate growth, do it through zoning and smart planning. [Click here to see the Weymouth Chamber letter on the issue.](#)

The **Rockland Chamber of Commerce** continued to voice its opposition to a *potential split tax rate* to local officials and elected officials and also co-hosted with Hanover and Norwell Chambers a State Representative candidate forum that featured discussions on housing infrastructure and potential MWRA linkage.

The **Marshfield Chamber of Commerce** has been busy leading in local economic development this past year. They took on the critical role to *drive Marshfield businesses and residents to participate in the town-wide Master Plan* process with the Metropolitan Area Planning Council, helping to dramatically increase engagement. They were able to secure funding for a pilot trolley connecting Webster Square with the beaches (stay tuned for more information about where you can catch it this summer!). They are *currently working on implementing a complete streets program*, which is now in the public comment period during the sidewalk prioritization planning process. And they are also working with the town on other rezoning discussions that support new and existing businesses, as well as future development investment across town.

The **Hanover Chamber of Commerce** continues to monitor and support efforts to improve traffic and infrastructure along the Route 53 commercial corridor. From Merchant's Row to Hanover Crossing to Cardinal Cushing to Previte's Marketplace, Route 53 is a vital economic engine for the Town of Hanover.

The **South Shore Young Professionals** awarded a \$7,500 grant through their foundation to a new and growing business located right here on the South Shore. Learn more about the [winner](#), AMG Snacks, and check out some of their [past winners here!](#)

What are your local chambers doing to drive economic development? [Let us know!](#)

South Shore Economic Development in the News

Redevelopment Success Stories

- "Redevelopment is Changing the Face of Weymouth," *The Patriot Ledger*. [Link](#).
- Quincy Development Series with The Patriot Ledger - [part ONE](#), [part TWO](#), [part THREE](#), [part FOUR](#)
- Quincy's next area for redevelopment: [Wollaston Center](#)

Housing

- 500 new proposed housing units at South Shore Plaza. [Ledger coverage](#). [Globe coverage](#).
- Cost of housing up 27%. [Ledger coverage](#).
- [Jackson Square rezoning](#) passed. [Globe coverage](#).
- Approval of a 3-story, 22-unit residential building at 1441 Commercial Street in Jackson Square. [Ledger coverage](#).
- Hanover Crossing added 297 units by [The Hanover Company](#).
- Kingston Collection added 282 units at The Alexan Kingston; also focused on supporting local retailers
- SkySail at Driftway project in Scituate near Greenbush Commuter Station will add 78 new units, as well as 8,900 sq. ft. of retail and commercial space.
- Columbian Square in Weymouth will add 30 residential units (10% affordable) and 2 commercial ground floor units at [The Vault at 88 Pleasant](#). The [Union Landing project](#) will add 14 condos. Both are under construction.
- Cordage Park will complete its second phase of the Harborwalk Apartments which will add 147 units (to an existing 155 units) and also includes a 7800 sq. ft. stand-alone retail commercial space.

Water and Wastewater

- [MWRA's Water and Wastewater System Expansion Study](#) was just released in November of 2022. This long-awaited report offers some insight into what it would take to get MWRA down to the South Shore.
- [MWRA PowerPoint Presentation on all expansion studies conducted](#). The expansion studies note that the South Shore is not the only region with a water need and that MWRA does not have the capacity to support all communities that have expressed interest in their service.

We appreciated the opportunity to contribute and be a part of many of these articles and conversations this year!

We featured 46 member business stories on WATD this year.

Anything happen to you this year in your business that you'd like to share? [Let us know](#) (and you might be asked to be a guest - FREE radio promotion on the South Shore Morning News!).

Welcome to the new leaders that will help drive our mission in 2023 and beyond.

NEW 2023 SSEDC TRUSTEES



[Link to full SSEDC Trustee Leadership List.](#)

NEW 2023 SSCC BOARD DIRECTORS



[Link to full SSCC Board of Directors Leadership List.](#)

In January, Joseph Gratta, South Shore Chamber Executive Committee Member and CEO and General Counsel at Atlantic Mechanical and Gratta Property Management and Development in Weymouth, MA was named to the Southfield Redevelopment Authority. [Press Release](#).



THANK YOU TO OUR 2030 FUNDERS

We could not do this vital work without you!



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We are grateful for the early and continuous involvement, encouragement, and investment by forward looking business leaders across the region and across industries. With your support, we have made progress in creating an environment that is more welcoming to new housing and open to regional economic development solutions.

We can do even more in 2023 with your support!

To learn more about how to get involved and support our work, please contact
Jill Donovan by phone at 781.421.3903 or by email
at jdonovan@southshorechamber.org.

More information about our South Shore 2030 plan is available online at
www.southshore2030.com.

