



Office Parks Workforce, Transit, Housing Assessment

Cummings Center, Beverly
Centennial Park, Peabody

*Funded by North Shore Alliance for
Economic Development & North
Shore Workforce Investment Board*



**NORTH SHORE
WORKFORCE BOARD**



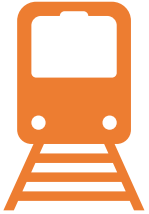
**November 22, 2022
Metropolitan Area Planning Council**

**Angela Brown, Econ Development
Travis Pollack, Senior Transportation Planner**

Agenda

- Background/Context
- Overview
- Findings
- Next Steps and Discussion

Goals



Transportation

- Where are workers coming from?
- What are the current transportation networks?
- How long does it take to get to the employment center?



Housing submarkets and affordability and other barriers













- Who can afford to live within travel distance to the park?
- Is there available housing stock?
- What is the need for childcare to support employment opportunities?



Coordination and collaboration

- Workforce boards
- Economic Development Organizations
- Municipal stakeholders
- Businesses, Transit Authorities, others

Cummings Center & Centennial Park

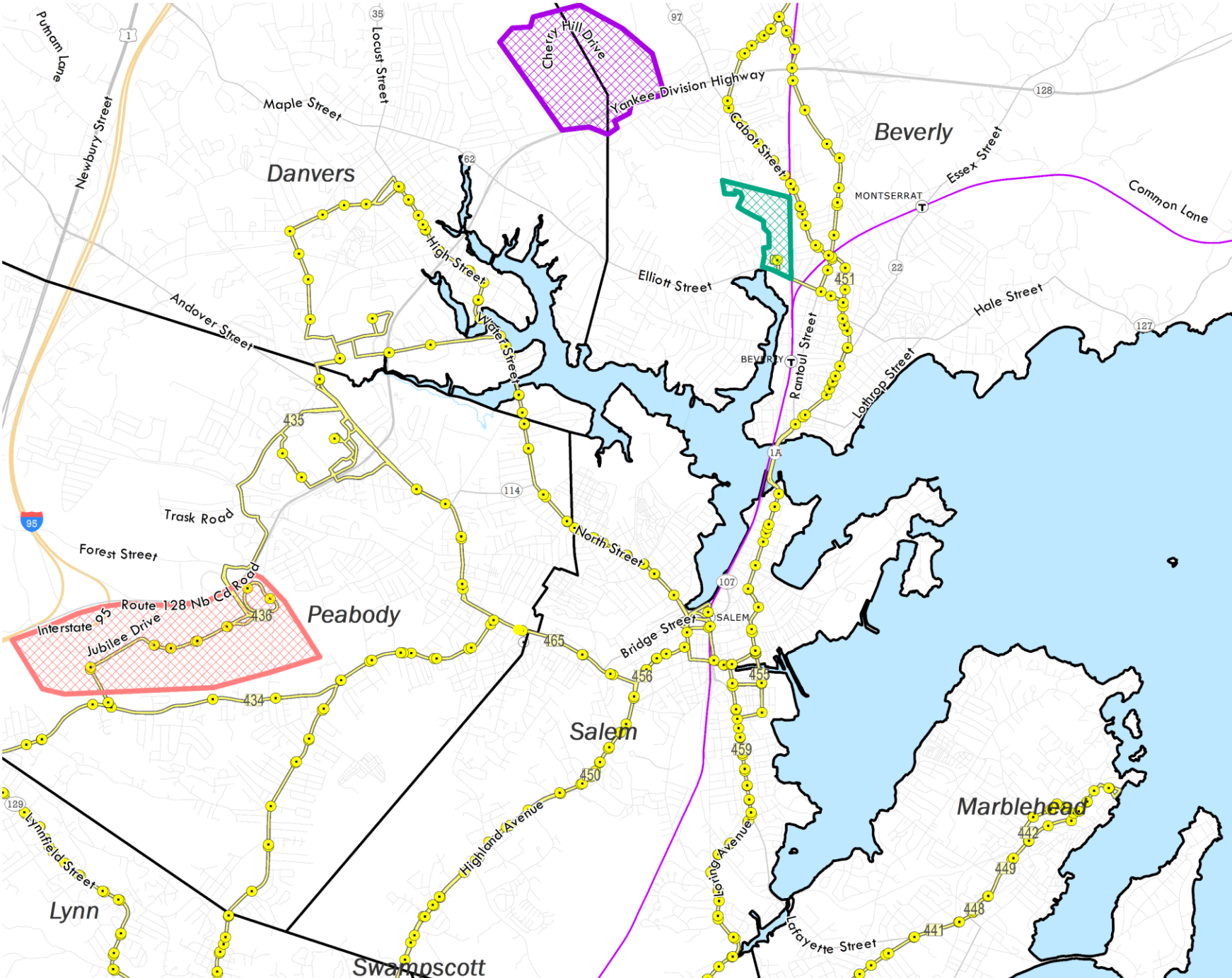
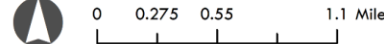
-  Cherry Hill
-  Cummings Center
-  Centennial Park
-  MBTA Bus Stops
-  MBTA Bus Routes
-  MBTA Commuter Rail Stations
-  MBTA Commuter Rail Lines
-  MA Towns
- All Roads**
-  Interstate
-  U.S. Highway
-  State Route
-  Non-numbered route

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Data Sources: MAPC, MassGIS, MassDOT, CTPS

June 2022



Cherry Hill Park, Danvers/Beverly



~**46 acres** or 2 million sq ft



Slight increase in vacancy during the pandemic: 3.6% to 4.4%

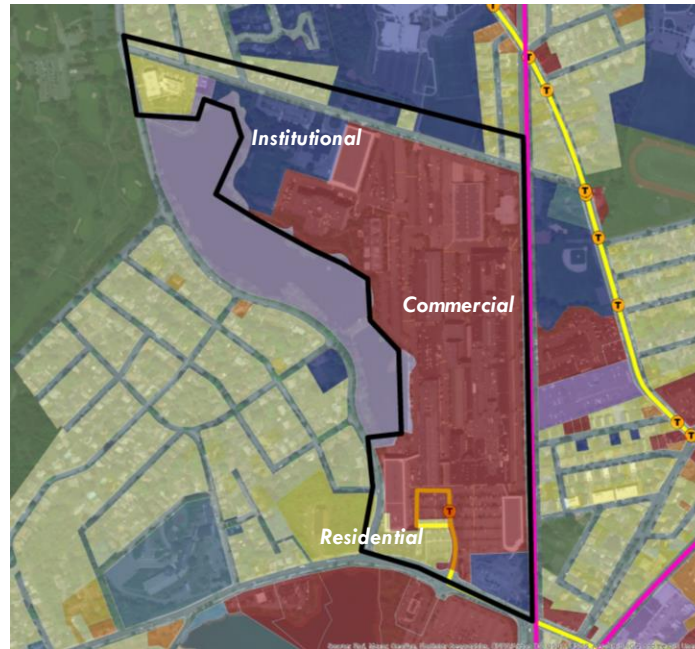


Occupancy rate (2022) – 95.5%



Job posting trends indicate focus on talent attraction ~ **750 postings**

Cummings Center, Beverly



~**64 acres** or 2.8 million sq ft



Slight increase in vacancy during the pandemic: 6.1% to 8.4%

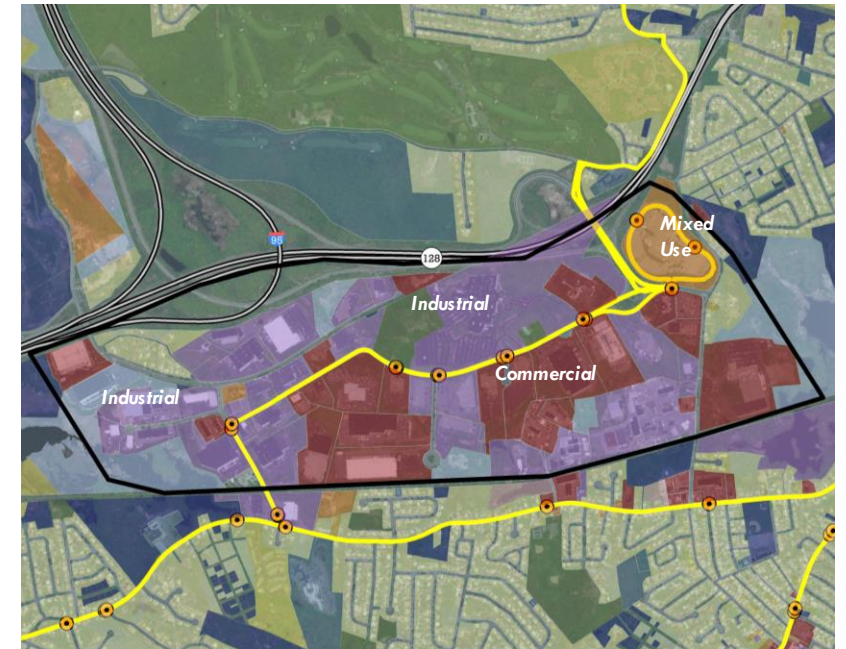


Occupancy rate (2022) – 94.5%



Job posting trends indicate focus on talent attraction ~ **1,100 postings**

Centennial Park, Peabody



~**570 acres** or 24.8 million sq ft



Slight increase in vacancy during the pandemic: 4.1% to 5.3%



Occupancy rate (2022) – 95.2%

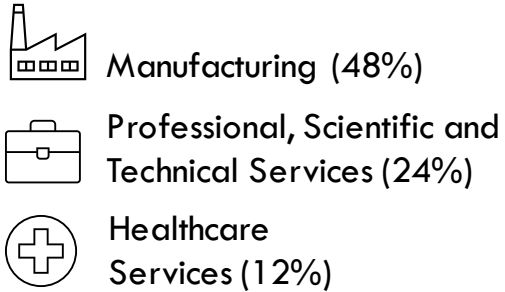


Job posting trends indicate focus on talent attraction ~ **600 postings**

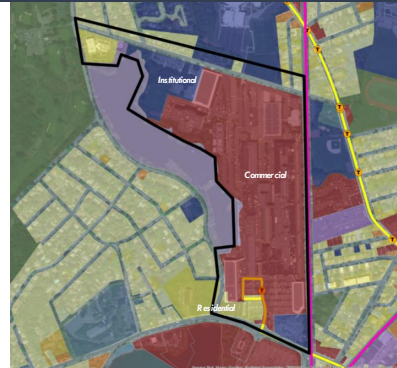
Cherry Hill Park, Danvers/Beverly



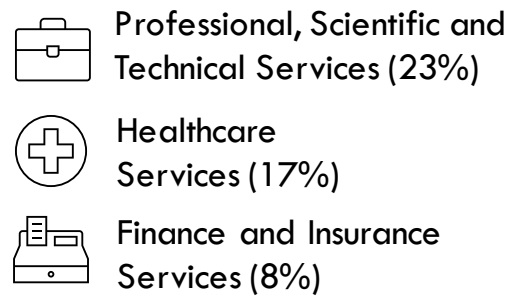
Top 3 Industry Types



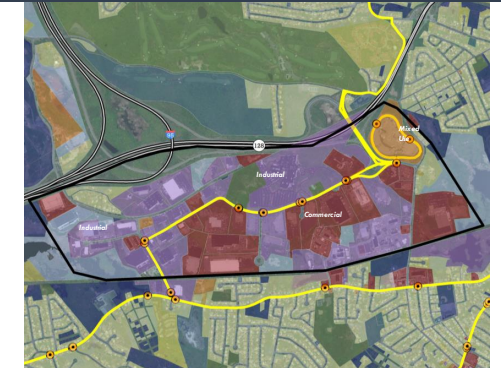
Cummings Center, Beverly



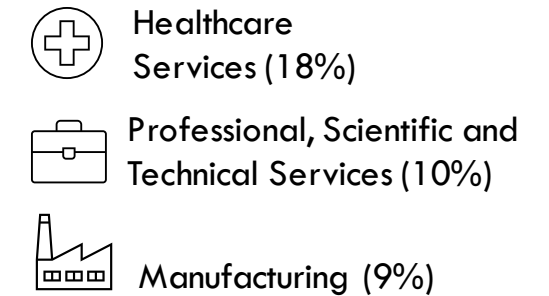
Top 3 Industry Types



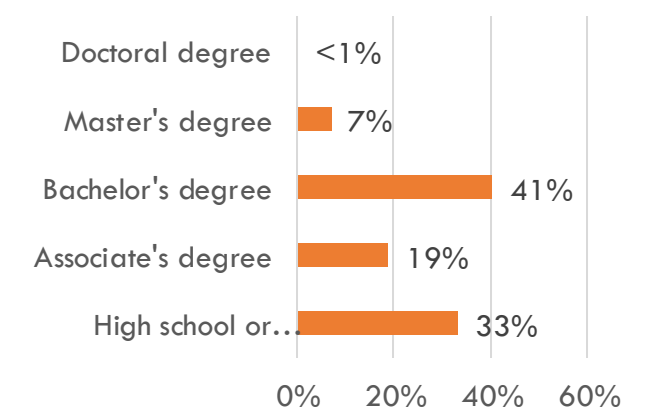
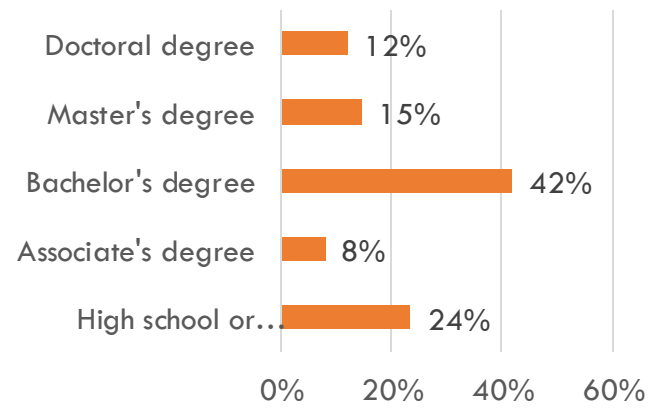
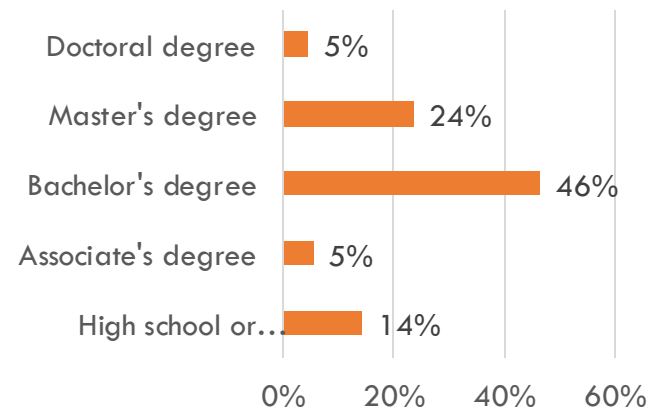
Centennial Park, Peabody



Top 3 Industry Types



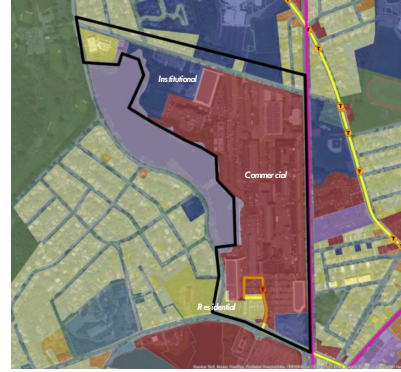
Educational levels sought by businesses that are hiring



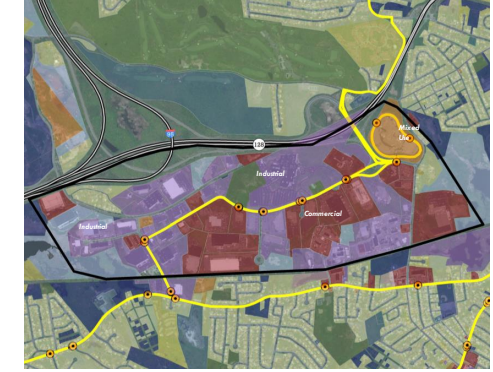
Cherry Hill Park, Danvers/Beverly



Cummings Center, Beverly



Centennial Park, Peabody



Advertised salary ranges (job posting analytics)

Salary percentile	Salary
10th Percentile	\$34,955
25th Percentile	\$46,759
50th Percentile	\$72,205
75th Percentile	\$97,052
90th Percentile	\$117,246

Salary Percentile	Annual Salary
10th Percentile	\$27,321
25th Percentile	\$31,916
50th Percentile	\$40,240
75th Percentile	\$59,482
90th Percentile	\$84,251

Salary Percentile	Annual Salary
10th Percentile	\$25,266
25th Percentile	\$29,376
50th Percentile	\$35,927
75th Percentile	\$57,282
90th Percentile	\$82,886

Examples of Occupations below 50 percentile salary levels (job posting analytics)

Cherry Hill Park, Danvers/Beverly

- Inspectors, Testers, Sorters, and Weighers
- Market Research Analysts Specialists
- Commercial and Industrial Designers
- Extruding, Machine Setters, Operators, and Tenders, Synthetic and Glass Fibers
- First-Line Supervisors of Production and Operating Workers

Cummings Center, Beverly

- Customer Service Representatives
- Preschool Teachers, Except Special Education
- Secretaries and Administrative Assistants
- Childcare Workers
- Medical Secretaries

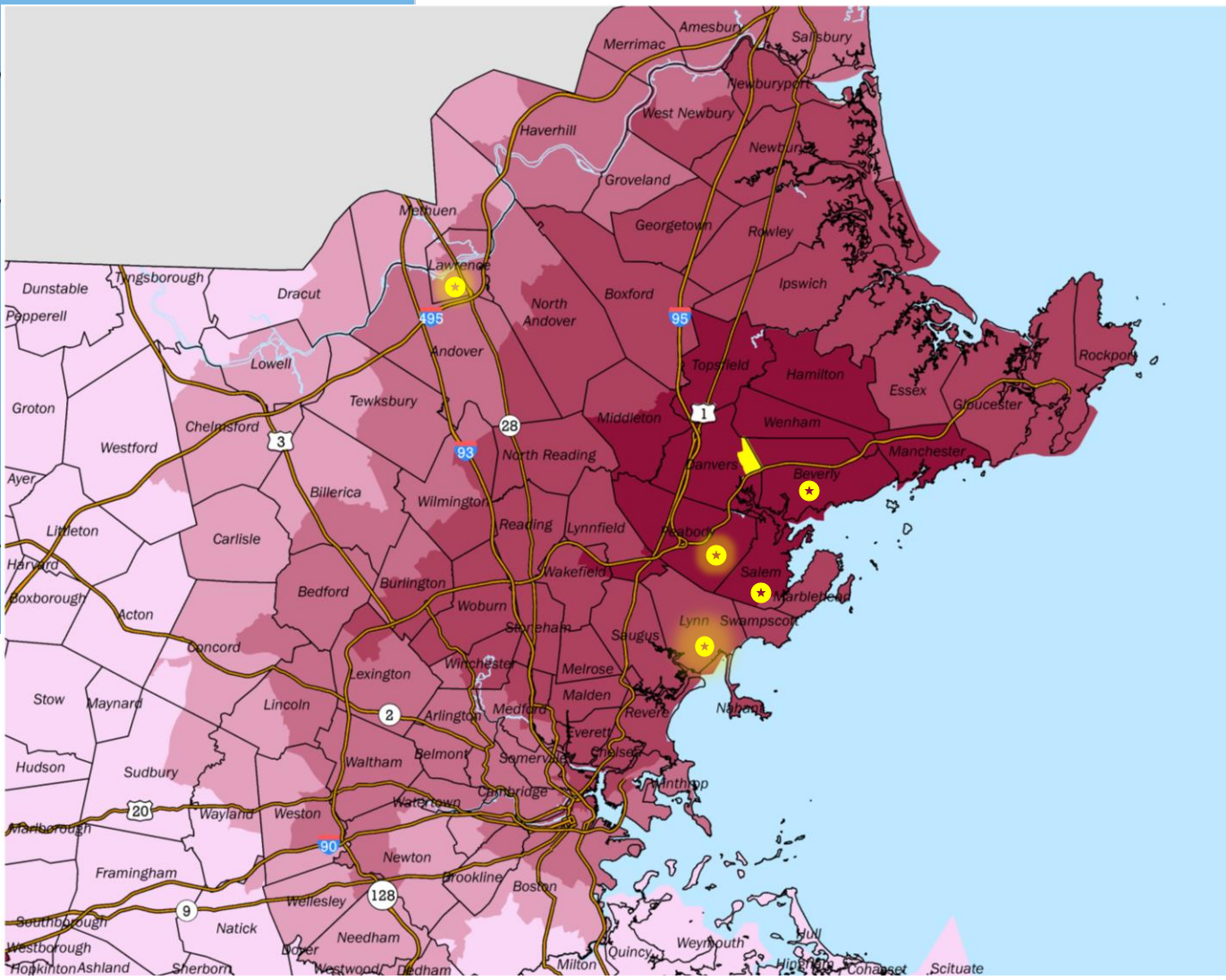
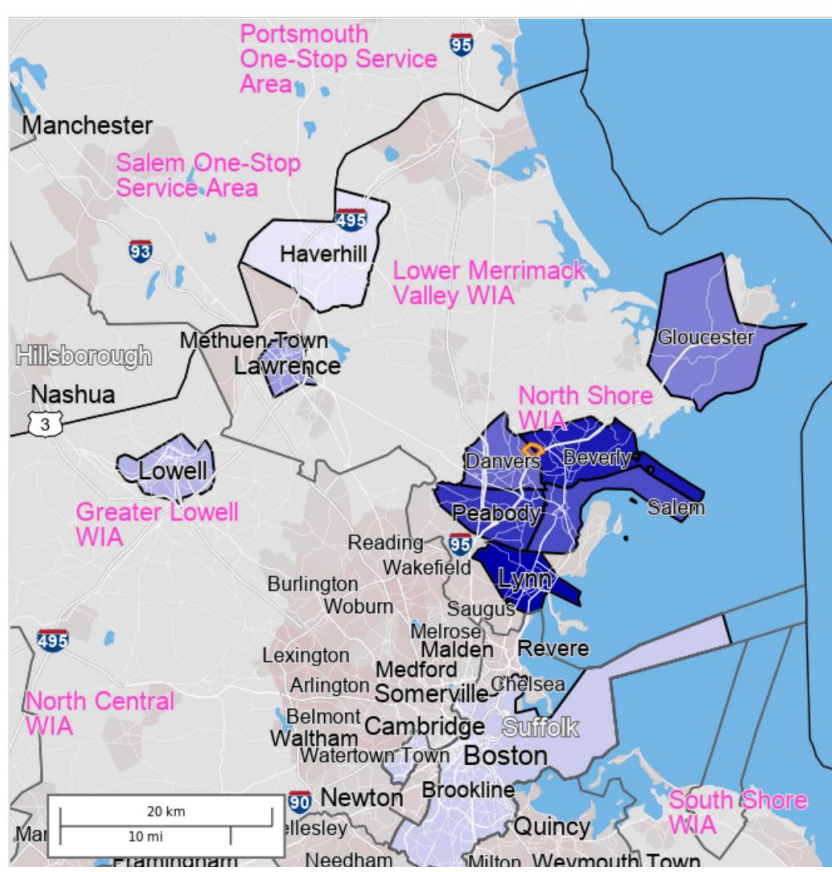
Centennial Park, Peabody

- Cashiers
- Laundry and Dry-Cleaning Workers
- Tire Repairers and Changers
- Retail Salespersons
- Childcare Workers

Cherry Hill Park, Danvers/Beverly

Counts of Private Primary Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2018

All Workers



Isochrones for Single Occupancy Vehicles Cherry Hill Study Area

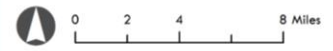
- ★ Cherry Hill Area (TAZ)
- Travel Times in minutes***
- 0 - 15
- 16 - 30
- 31 - 45
- 46 - 60
- More than 60
- MA Towns
- Major Roads

*Commuter times are based on the AM rush hour period. They are calculated by TAZ (traffic analysis zone).
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Data Sources: MAPC, MassGIS, MassDOT, CTPS

September 2021



Top 5 municipalities where workers employed Cherry Hill Park live

1. Lynn (17%)
2. Peabody (9%)
3. Lawrence (6%)
4. Beverly (6%)
5. Salem (6%)

**Isochrones for Single
Occupancy Vehicles
Cummings Center**

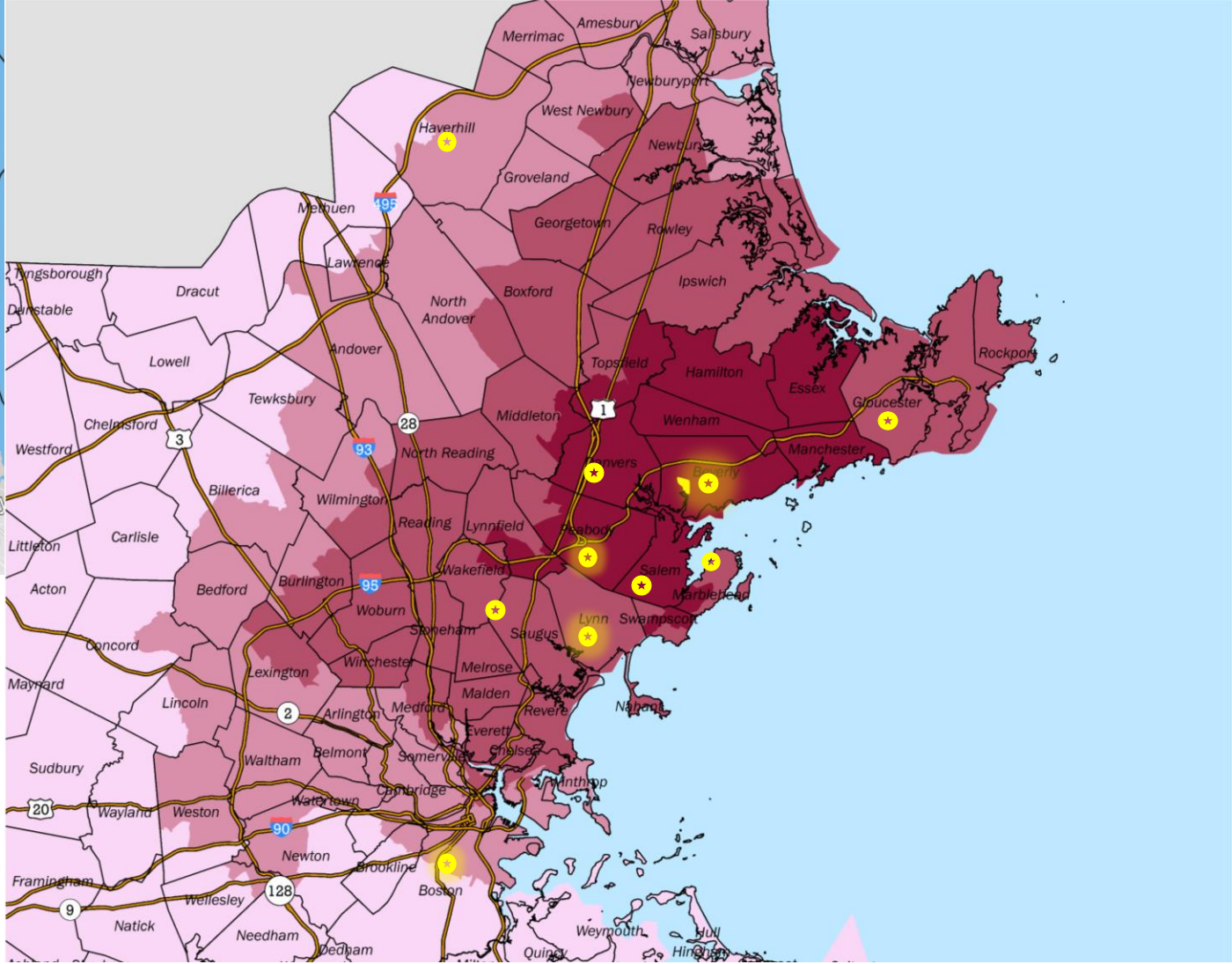
- ★ Cummings Center (TAZ)
- Travel Times in minutes***
- 0-15
- 15-30
- 30-45
- 45 or more
- MA Towns
- Major Roads

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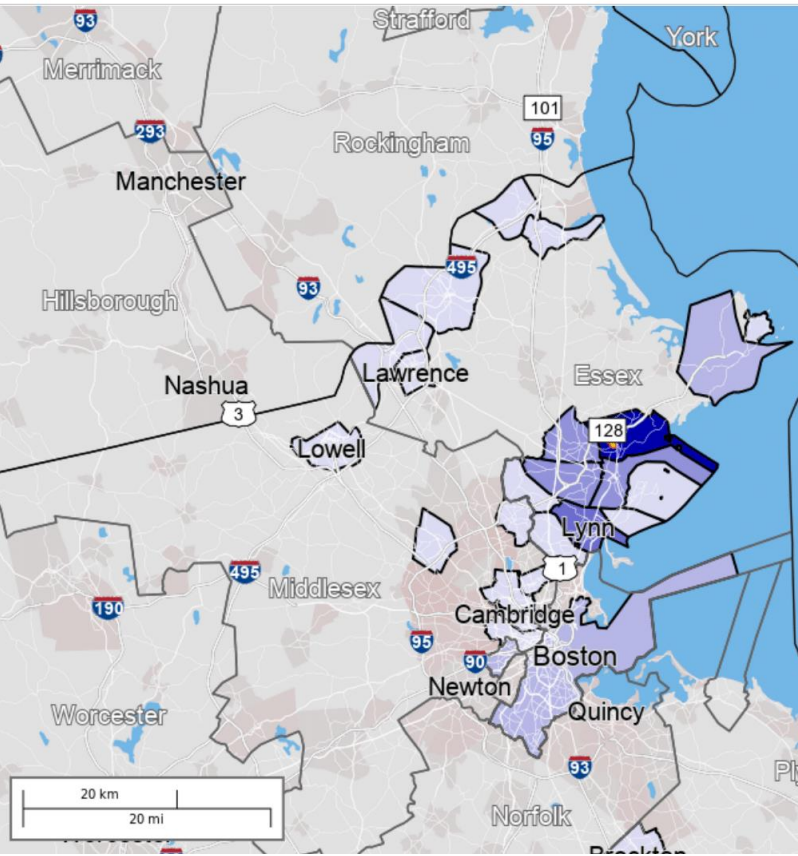
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Counts of All Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2019
All Workers



**Top 5 municipalities where workers
employed Cumming Centers live**

1. Beverly (14%)
2. Lynn (7%)
3. Salem (6%)
4. Peabody (6%)
5. Danvers (5%)

Cummings Center, Beverly

Isochrones for Walk Access Transit Trips Cummings Center

- Cummings Center (TAZ)
- Travel Times in minutes***
- 0 - 15
- 15-30
- 30-45
- 45 or more
- MA Towns
- MBTA Bus Routes
- T MBTA Commuter Rail Stations
- MBTA Commuter Rail Lines

*Travel times are based on walk-access transit trips on April 27, 2021. Maximum walk time is capped at 30 minutes for a 5kph walking speed.

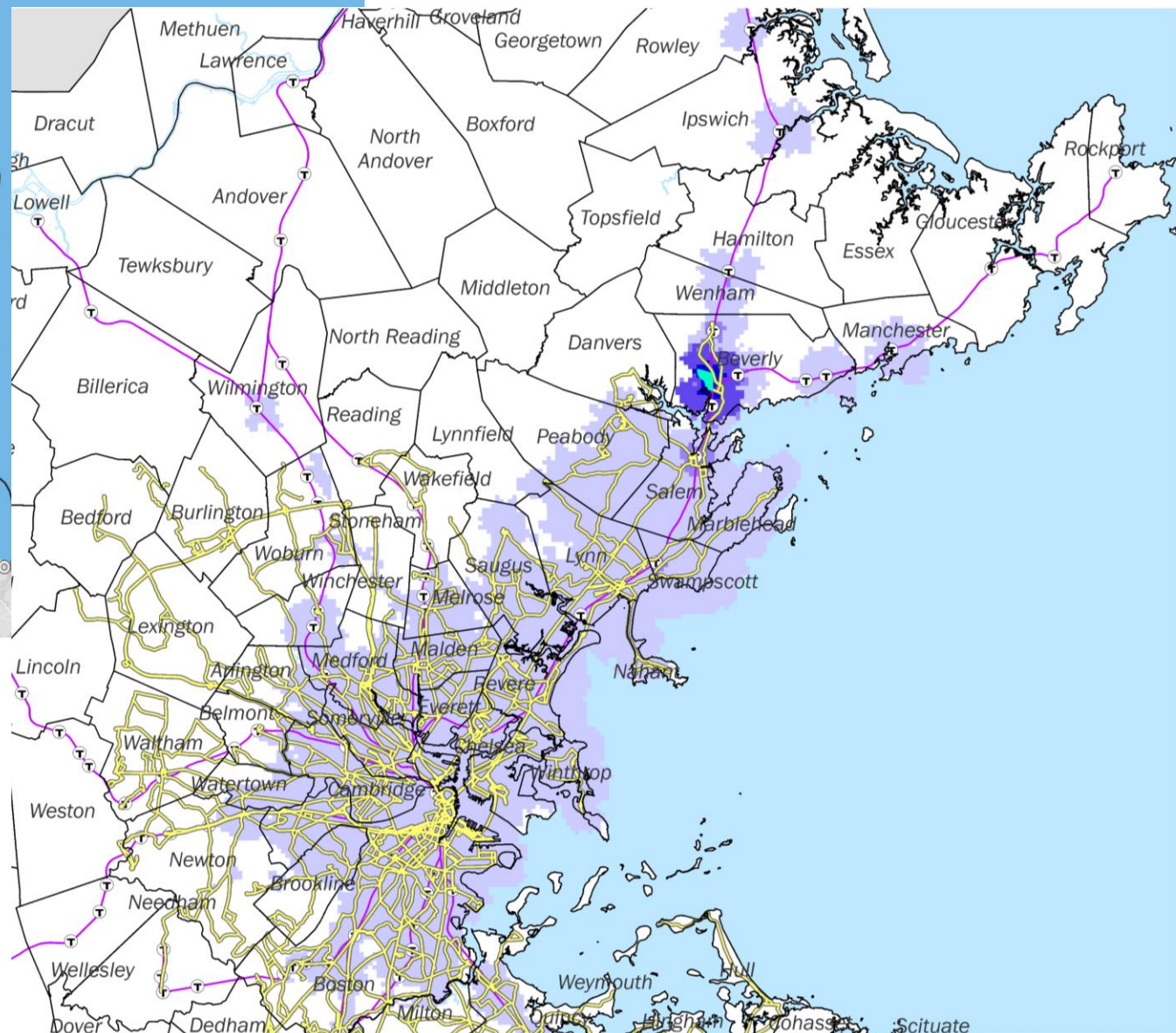
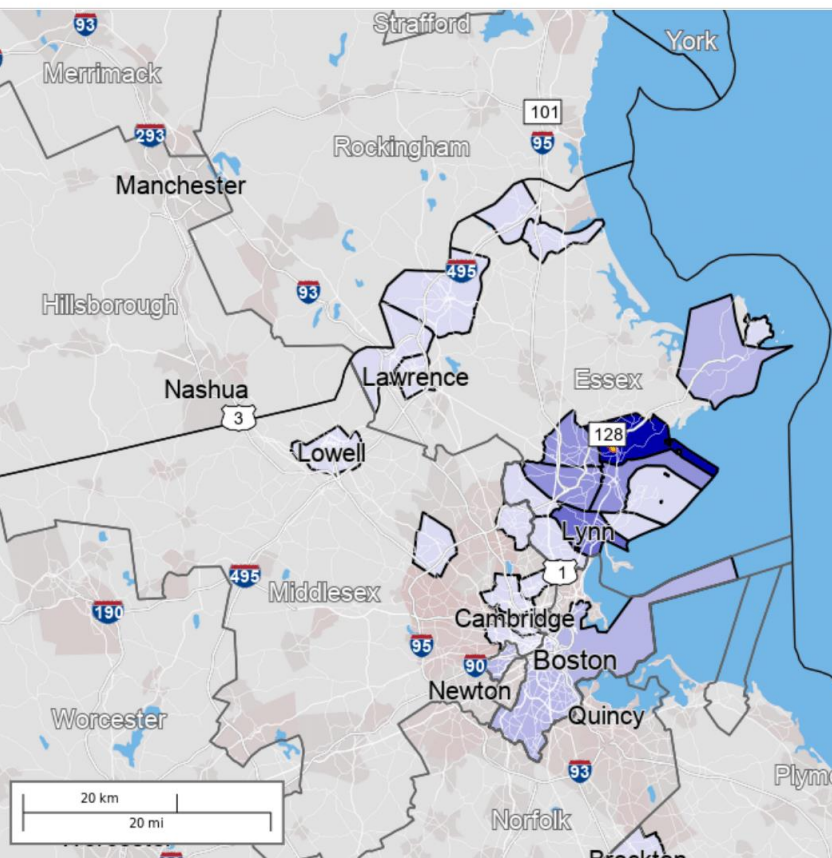
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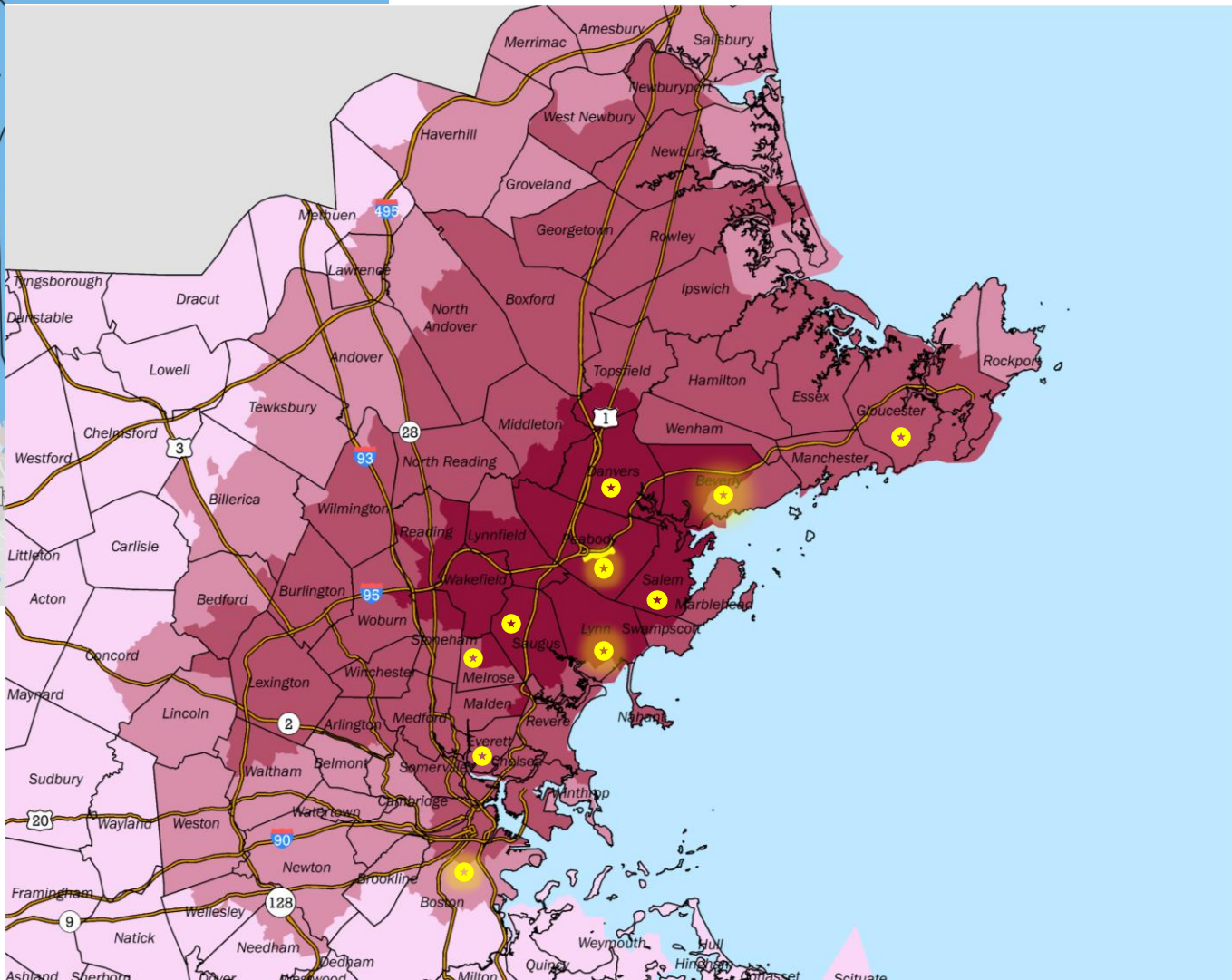
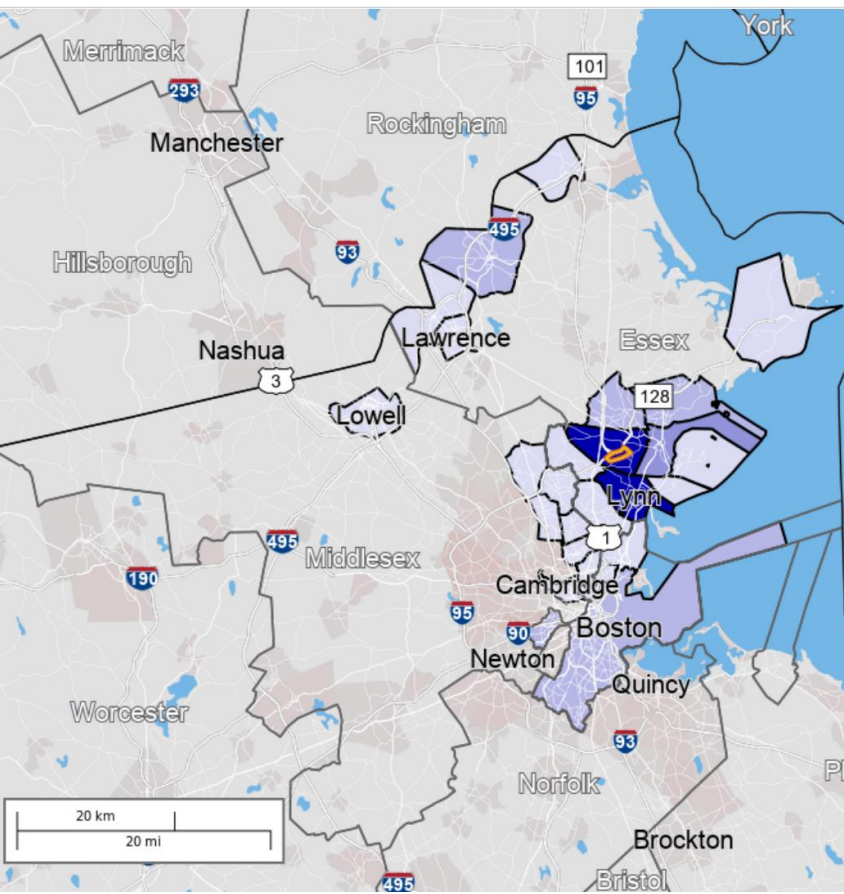


Counts of All Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2019
All Workers



Counts of All Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2019
All Workers

Centennial Park,
Peabody



**Isochrones for Single
Occupancy Vehicles**
Centennial Park

- ★ Centennial Park (TAZ)
- Travel Times in minutes***
- 0-15
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- Major Roads

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April 2022

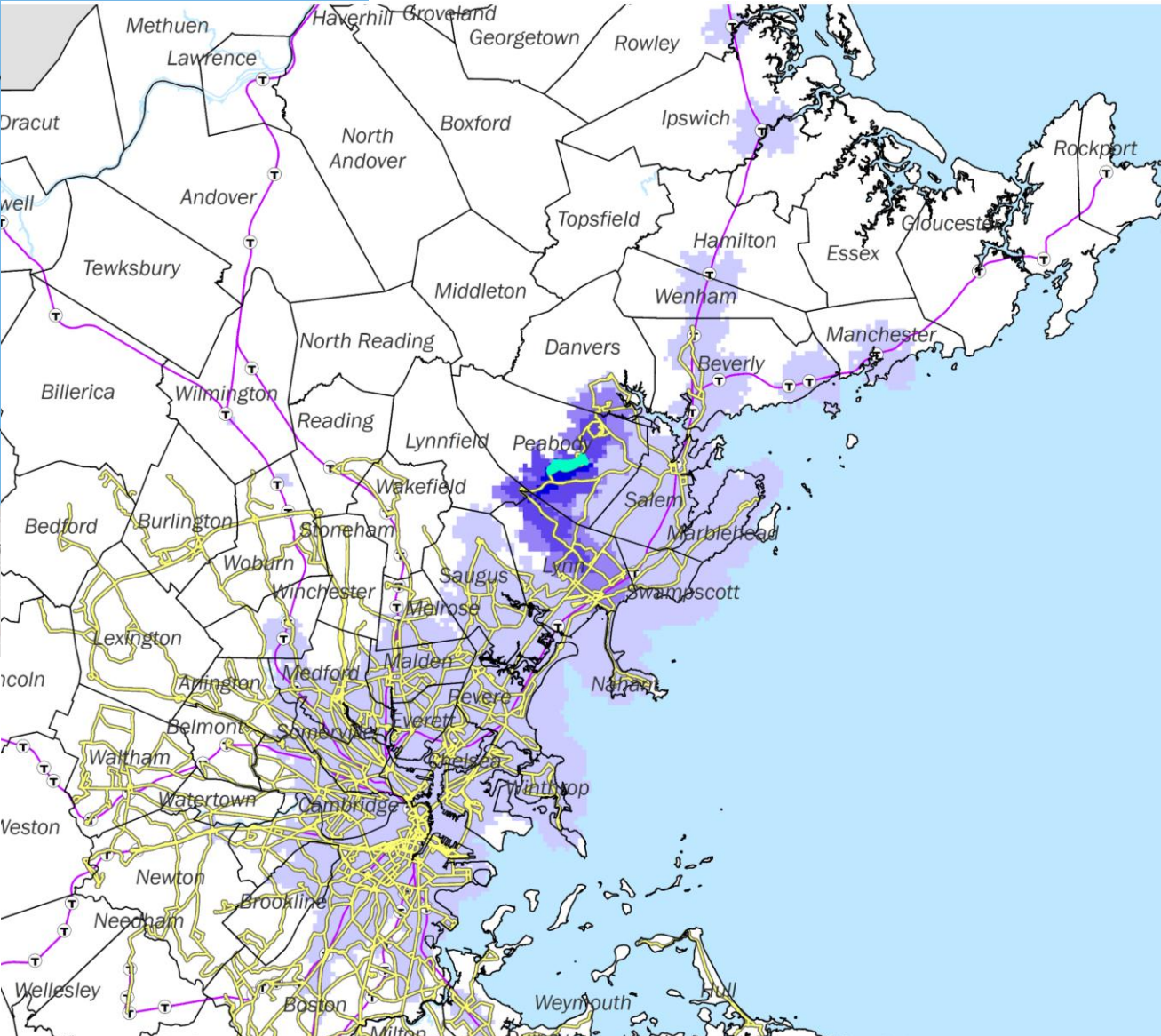
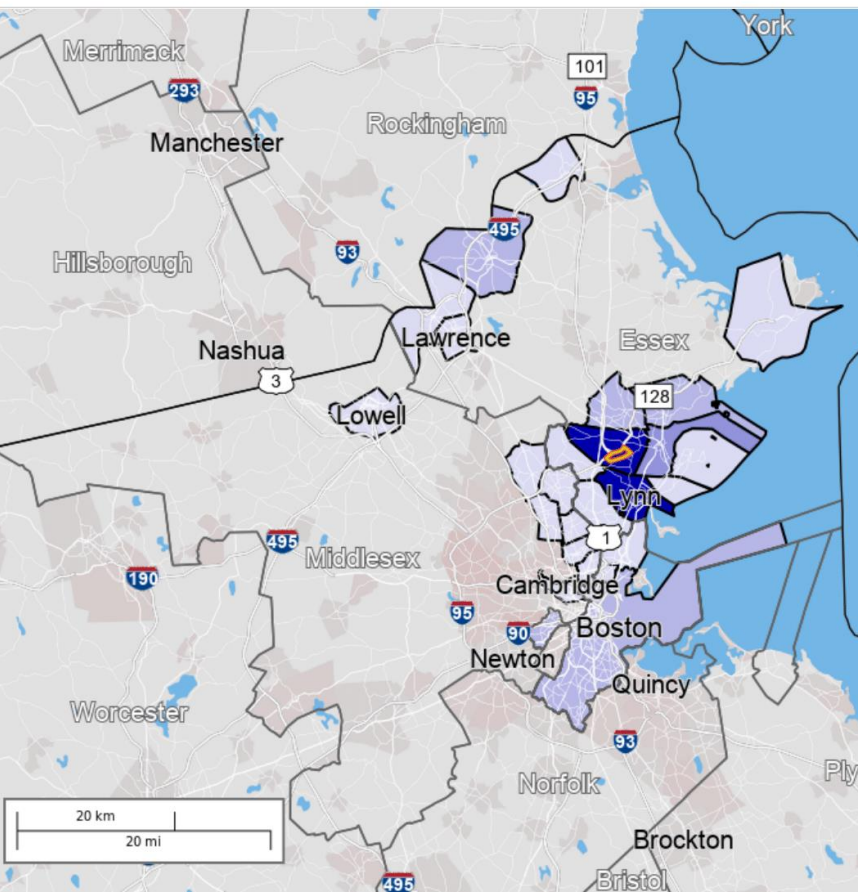


Top 5 municipalities where workers employed Centennial Park live

1. Lynn (13%)
2. Peabody (12%)
3. Salem (5%)
4. Beverly (4%)
5. Danvers (4%)

Counts of All Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2019
All Workers

Centennial Park,
Peabody



Isochrones for Walk Access Transit Trips
Centennial Park

- Centennial Park (TAZ)
- Travel Times in minutes***
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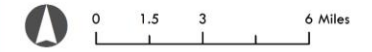
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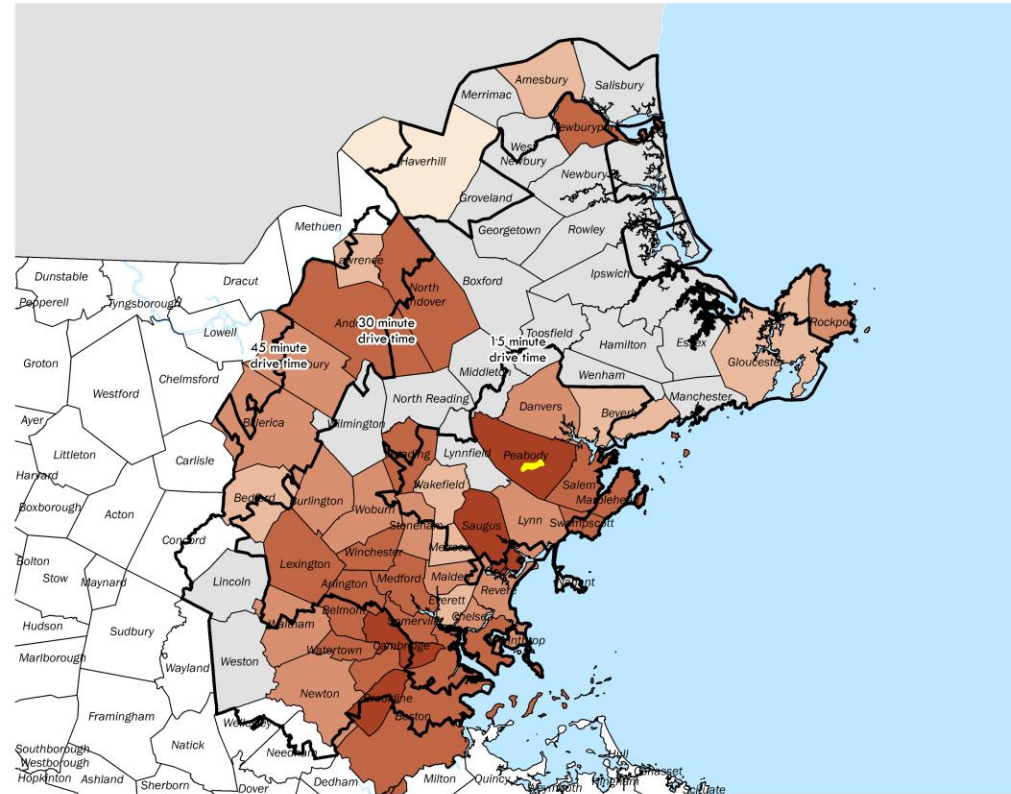
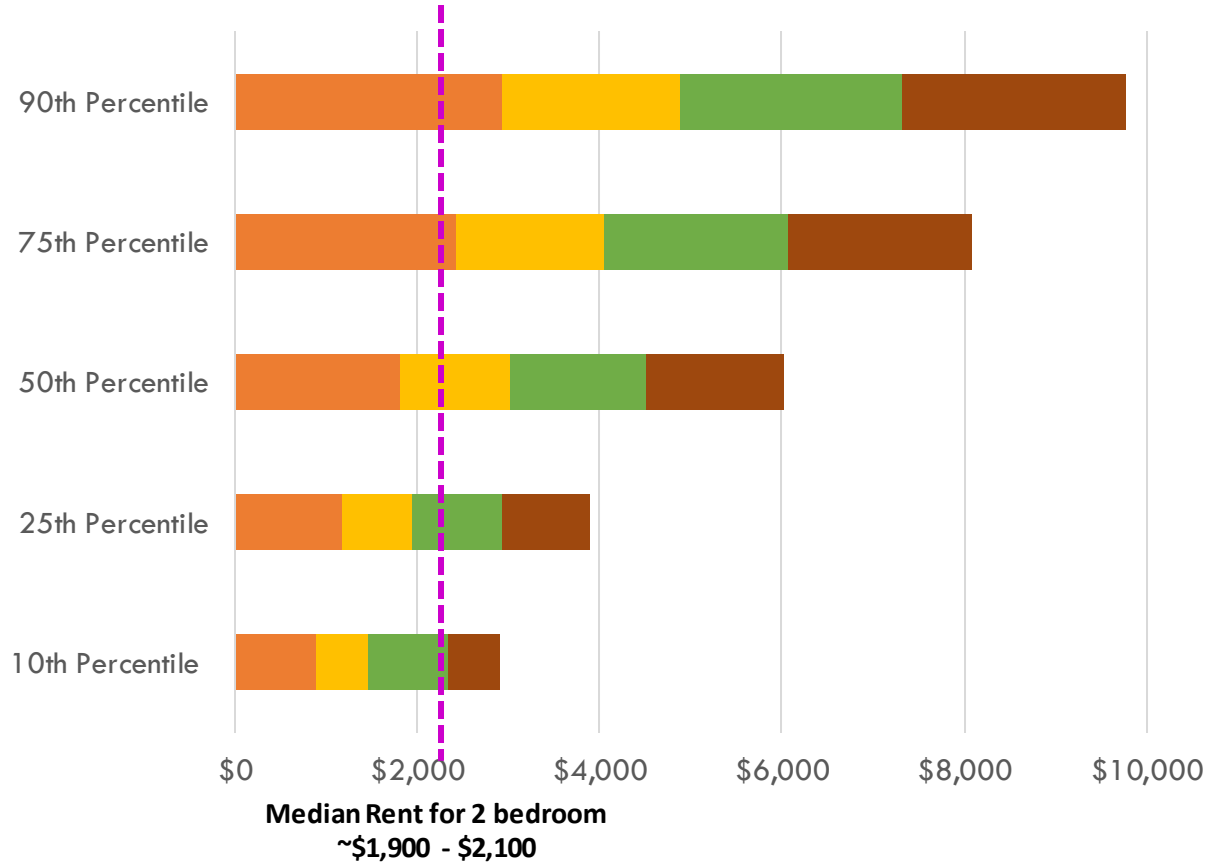
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May 2022



Centennial Park, Peabody

Centennial Park Labor Shed: Median Rent for 2 Bedroom Apartment Compared to Wages by Percentile (Source: Burning Glass, BLS QCEW, MAPC Rental Market Listing Database)



Advertised salary ranges (job posting analytics)

Salary Percentile	Annual Salary	Monthly Salary
10th Percentile	\$25,266	\$2,106
25th Percentile	\$29,376	\$2,448
50th Percentile	\$35,927	\$2,994
75th Percentile	\$57,282	\$4,774
90th Percentile	\$82,886	\$6,907

Key takeaways

- The employment centers have strong hiring demands as well as real estate patterns of low vacancy rates and high occupancy rates, emphasizing their relevance in the North Shore region.
- Approximately 13,200 jobs from various economic sectors are housed within these parks. Furthermore, job posting data suggest that across the parks, 25% of posted jobs are employing workers without a higher education (high school diploma and associates degrees).
- Laborshed includes municipalities across the region with long commute times. These vary across the three parks depending upon public transit access and other related factors.
- When the earnings associated with job ads for businesses in the parks are compared to housing and childcare costs, it is evident that many workers, particularly those in the bottom percentiles of salary levels, will be cost-burdened, if not severely cost-burdened. This is true for all three parks.

Next Steps

Establish	Explore	Participate	Conduct
Establish a direct shuttle or vanpool from the subject and surrounding communities to office/industrial parks.	Explore Micro Transit options that better connect Office/Industrial Parks with local destinations, e.g., nearby shopping, services, and residential areas.	Participate in zoning processes related to the new Multi-Family Zoning Requirement for MBTA Communities.	Conduct an on-site childcare feasibility study for the Office/Industrial Parks.

Near Term Action Step:

- Conduct technical and financial feasibility analysis for shuttles connecting to Cherry Hill, Centennial and/or Cummings with regional partners.