

# **Office Parks Workforce, Transit, Housing Assessment**

Cummings Center, Beverly  
Centennial Park, Peabody

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

# Agenda

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



# Regional Workforce Heatmapping and Facilitated Analysis

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## Past Engagement

Identify 2 – 3 action steps that regional **Workforce Development stakeholders** (Workforce Investment Boards, Community Colleges, and Vocational Technical Schools) can take to participate in **transportation** and **housing** policy/activity.



## Northeast Labor Market Blueprint

A Regional Planning Initiative of the  
Massachusetts Workforce Skills Cabinet

*Submitted on March 30, 2018*

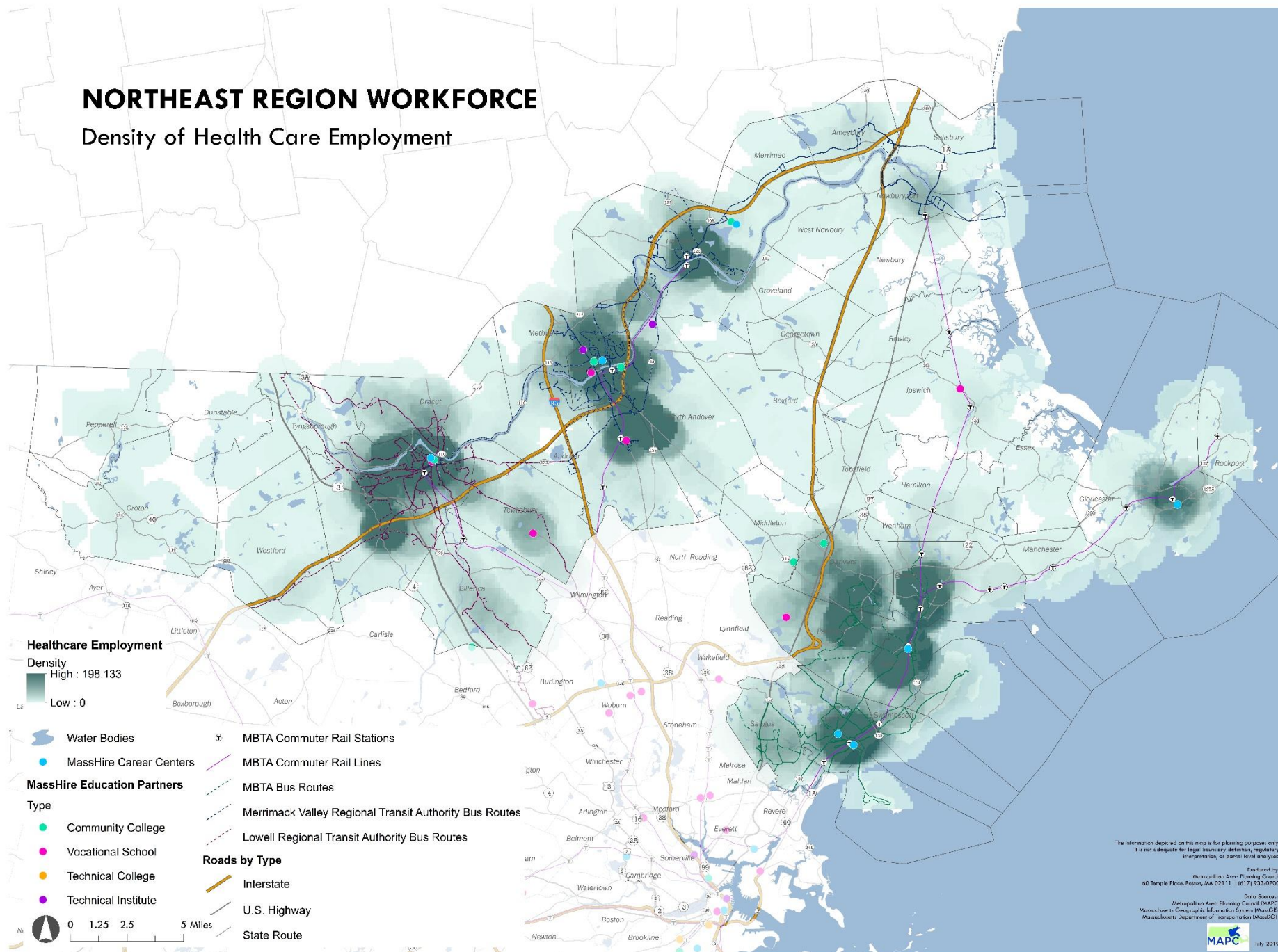
## Greater Boston Workforce Planning Blueprint

May 31, 2018 (Revised)



# NORTHEAST REGION WORKFORCE

## Density of Health Care Employment



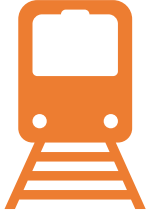
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Data Sources:  
 Metropolitan Area Planning Council (MAPC)  
 Massachusetts Geographic Information System (MassGIS)  
 Massachusetts Department of Transportation (MassDOT)

# Goals

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## 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

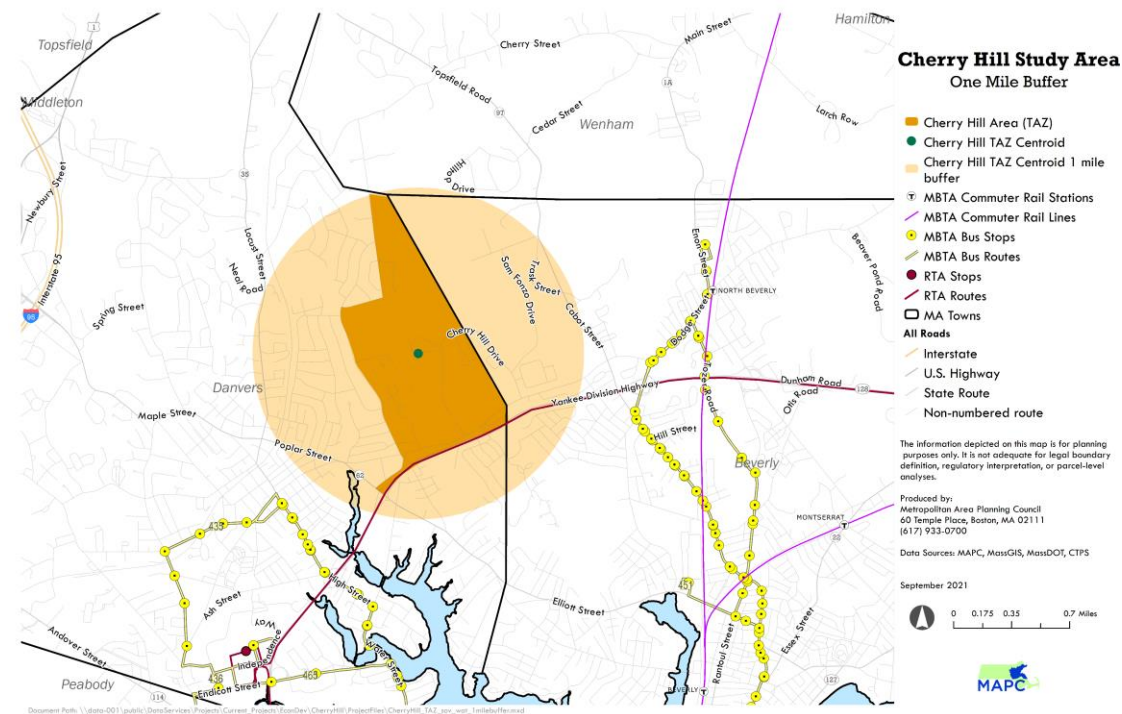
- Who can afford to live within travel distance to the park?
- Is there available housing stock?
- What is the need for childcare to support employment opportunities?



## Coordination and collaboration

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





# Cherry Hill Study Recommendations













Establish	Explore	Participate	Conduct
Establish a <b>direct shuttle or vanpool</b> from the communities of Lynn, Peabody, and Lawrence to the Cherry Hill industrial park.	Explore <b>Micro Transit options that better connect Cherry Hill Park with local destinations</b> like Beverly Depot and nearby shopping, services, and residential areas.	Participate in <b>zoning processes</b> related to the new Multi-Family Zoning Requirement for MBTA Communities.	Conduct an <b>on-site childcare feasibility study</b> for the Cherry Hill Industrial Park.

## Next steps from project:

- Replicate analysis for Centennial Drive (Peabody) and Cummings Center (Beverly) in collaboration with the North Shore Alliance.
- Conduct technical and financial feasibility for shuttles to Cherry Hill with regional partners in Lynn, Danvers, and Beverly - potentially as part of the Lynn comprehensive workforce development plan.
- Continue to explore childcare analysis with regional partners.



# Cummings Center & Centennial Park

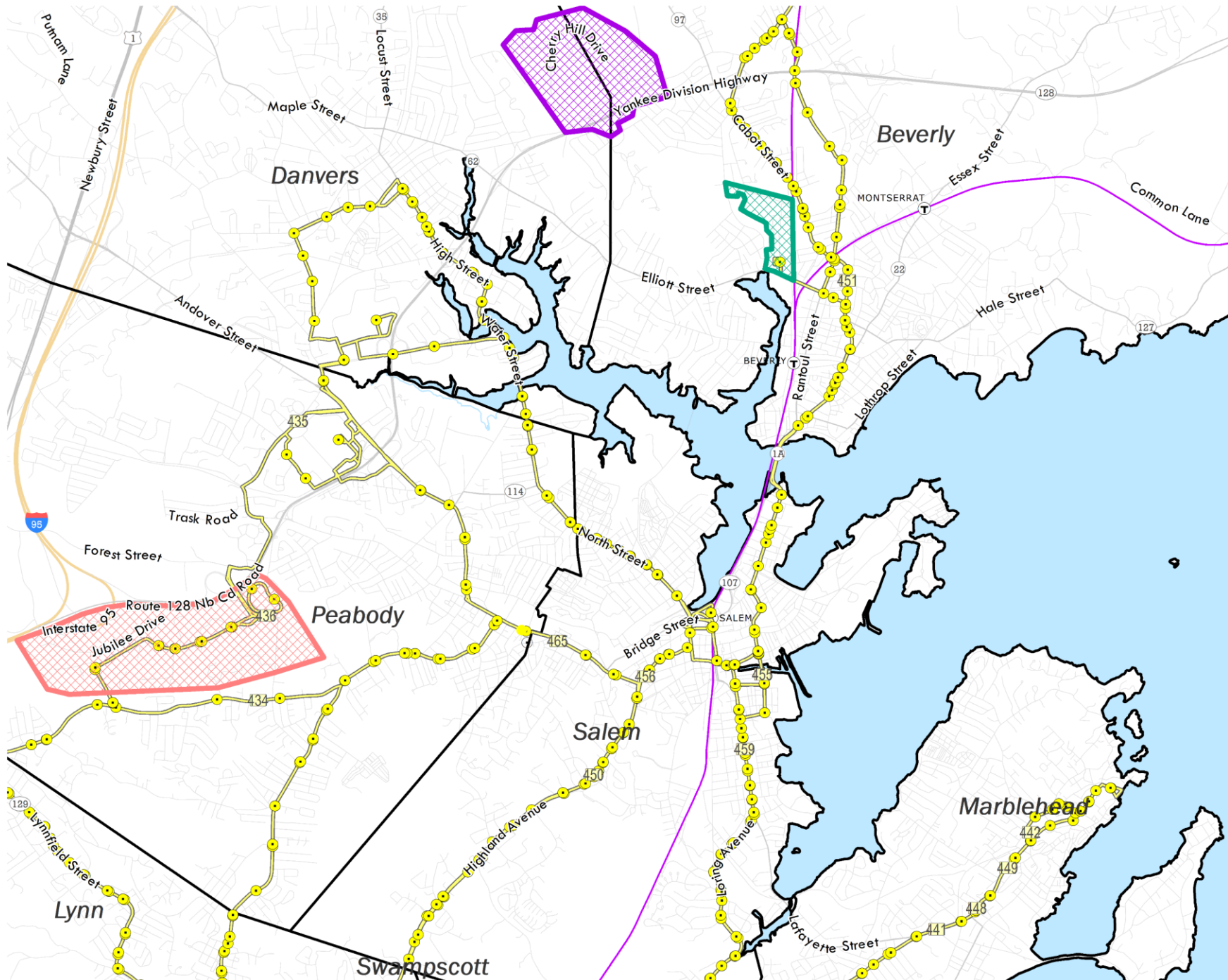
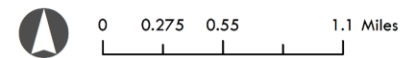
-  Cherry Hill
-  Cummings Center
-  Centennial Park
-  MBTA Bus Stops
-  MBTA Bus Routes
-  MBTA Commuter Rail Stations
-  MBTA Commuter Rail Lines
-  MA Towns
- All Roads**
  -  Interstate
  -  U.S. Highway
  -  State Route
  -  Non-numbered route

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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%

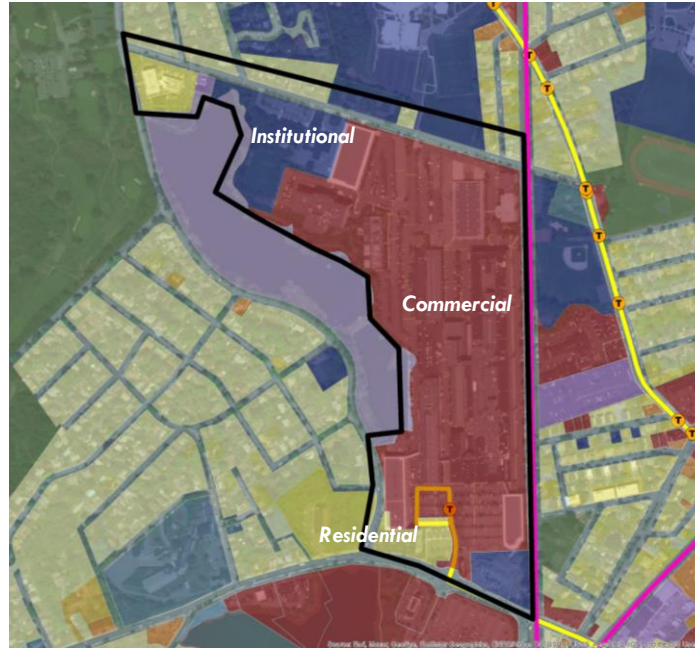


**Occupancy** rate (2022) – 95.5%



**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%

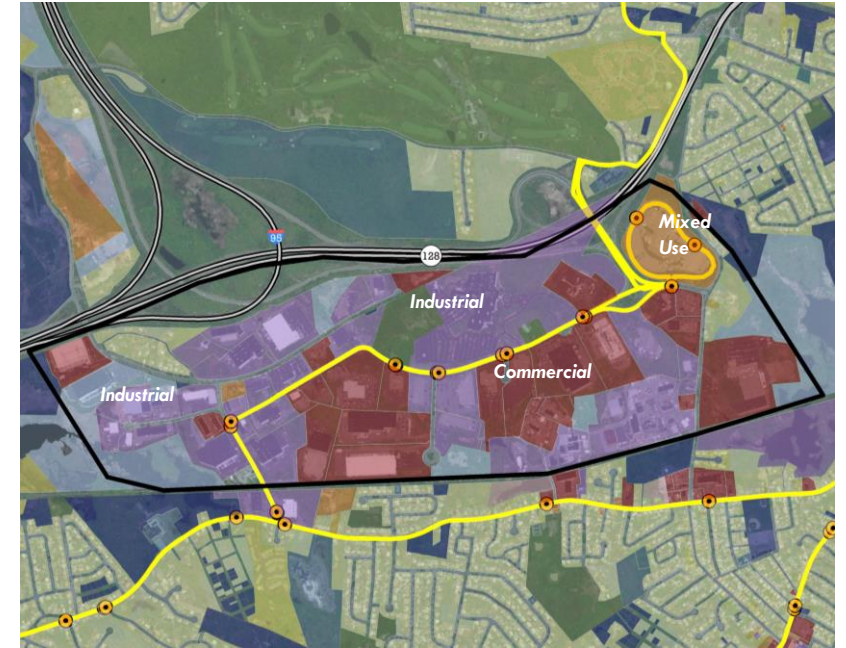


**Occupancy** rate (2022) – 94.5%



**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%

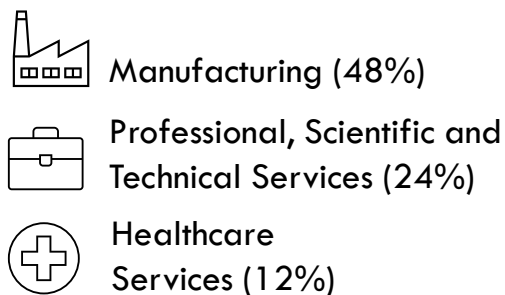


**Job posting trends** indicate focus on talent attraction  
~ 600 postings

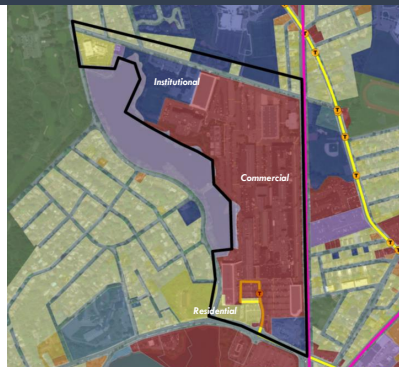
## Cherry Hill Park, Danvers/Beverly



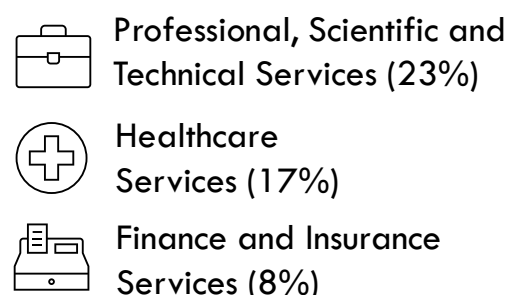
### Top 3 Industry Types



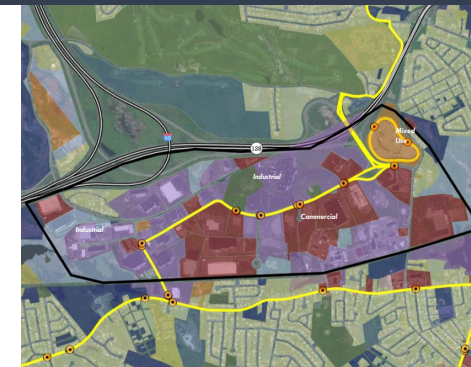
## Cummings Center, Beverly



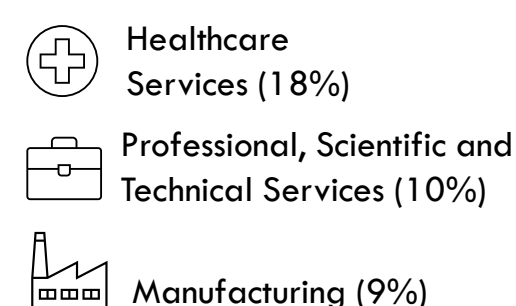
### Top 3 Industry Types



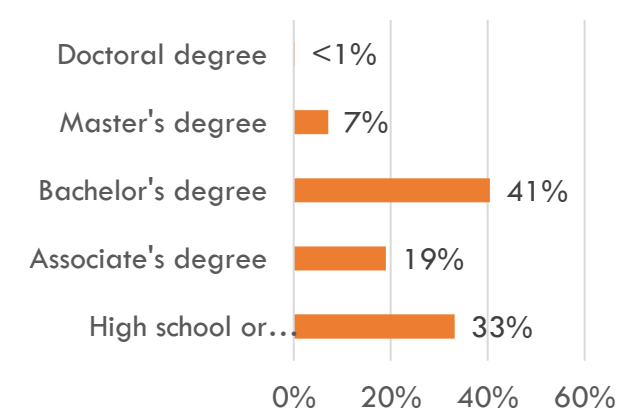
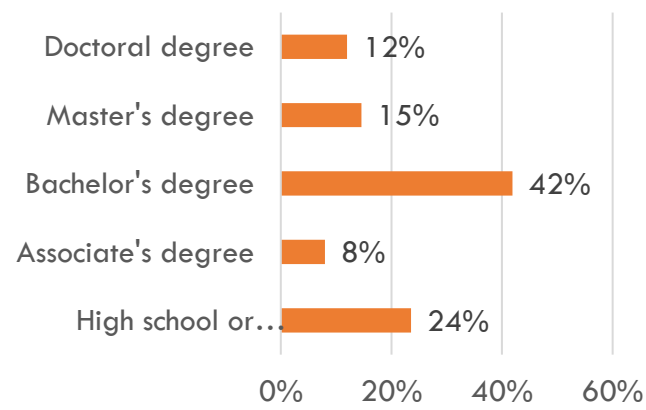
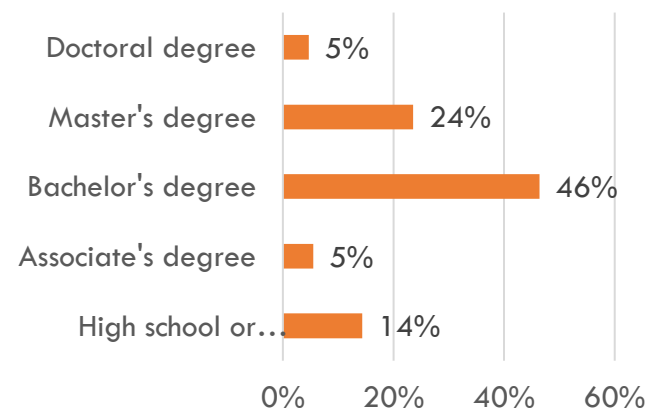
## Centennial Park, Peabody



### Top 3 Industry Types



## Educational levels sought by businesses that are hiring

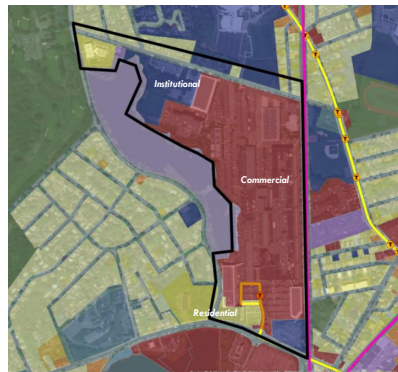




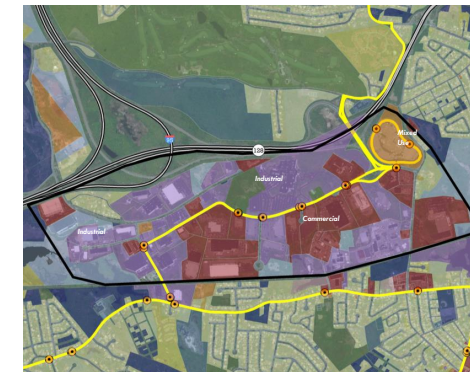
## Cherry Hill Park, Danvers/Beverly



## 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

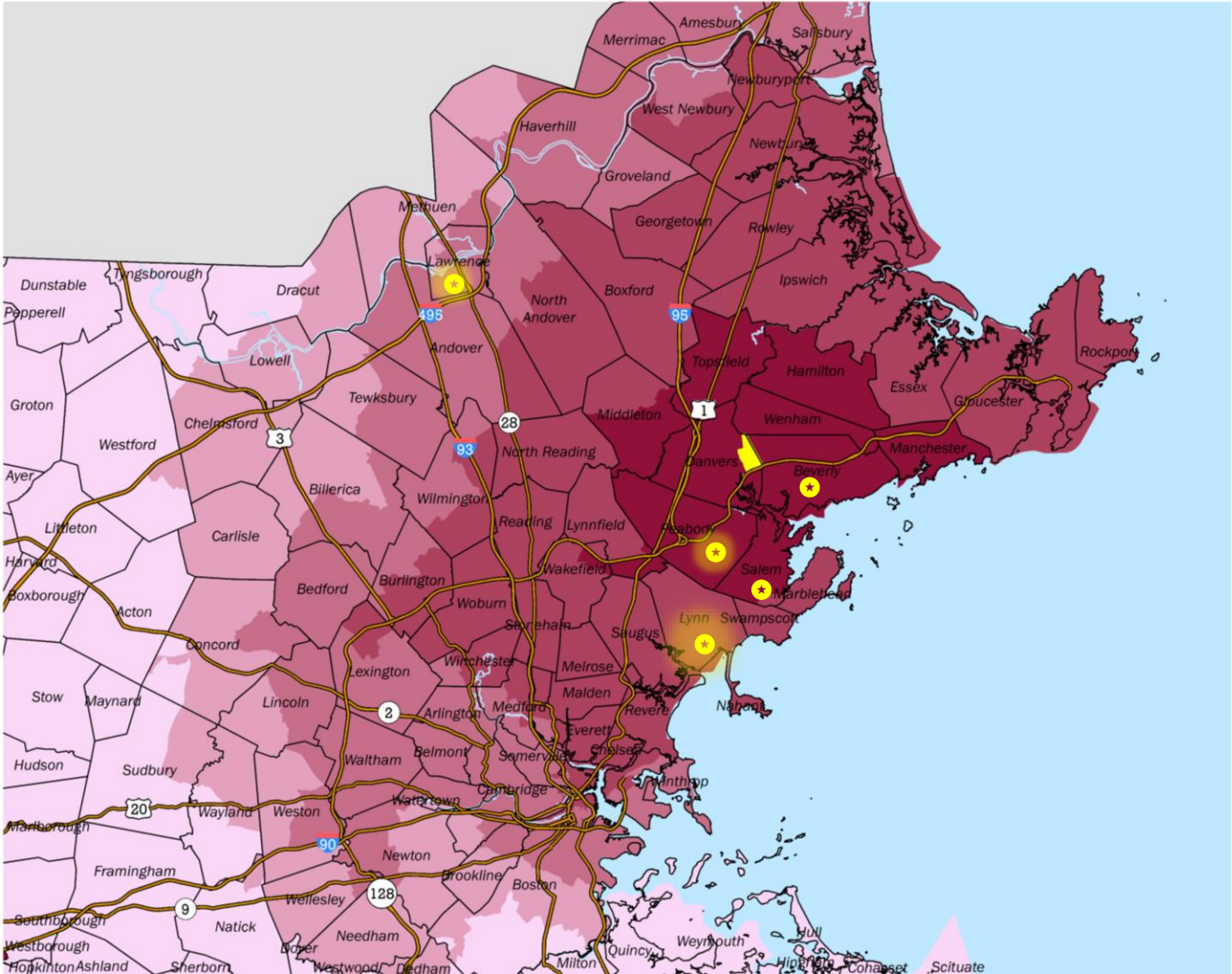
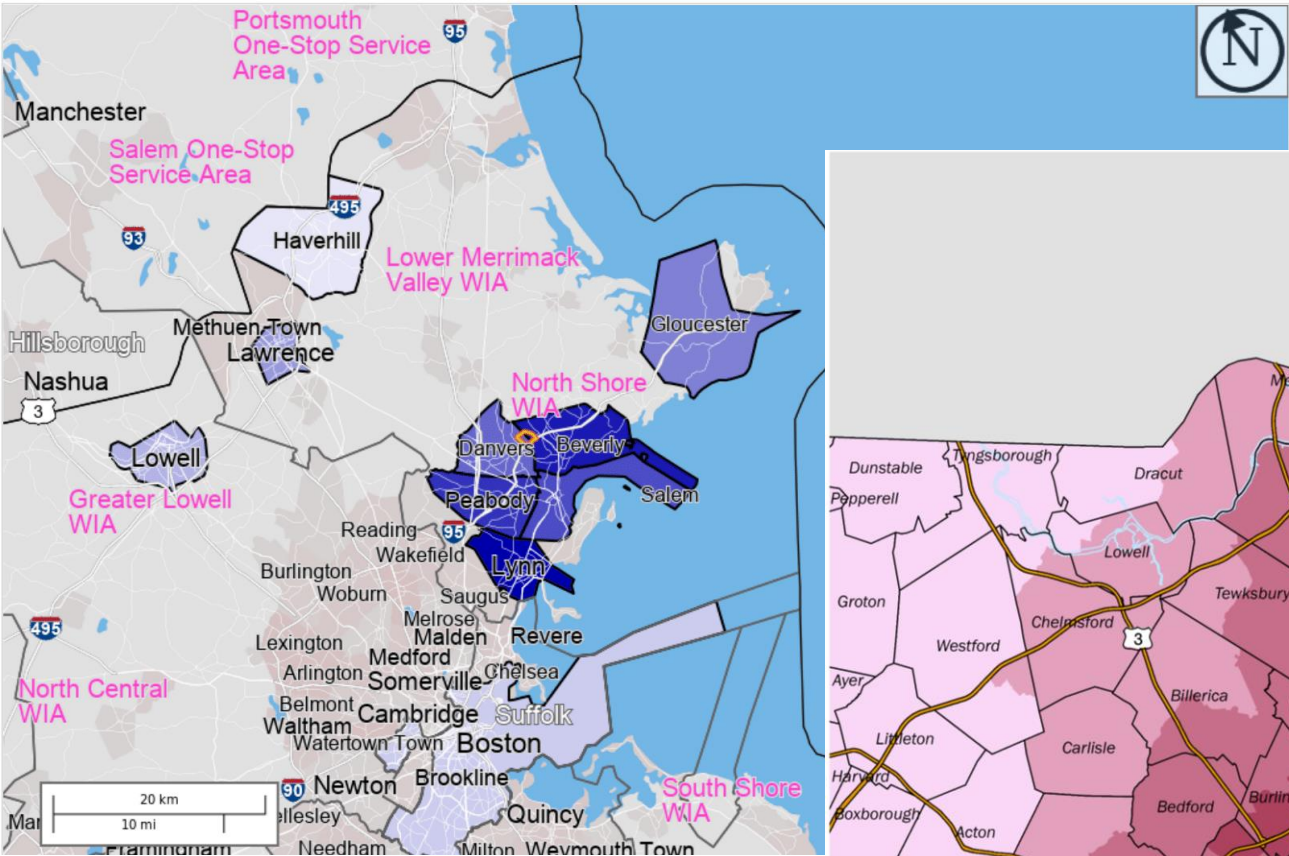
#### Centennial Park, Peabody

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

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

All Workers

Cherry Hill Park,  
Danvers/Beverly



**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

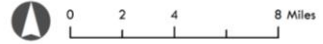
\*Commuter times are based on the AM rush hour period. They are calculated by TAZ (traffic analysis zone).

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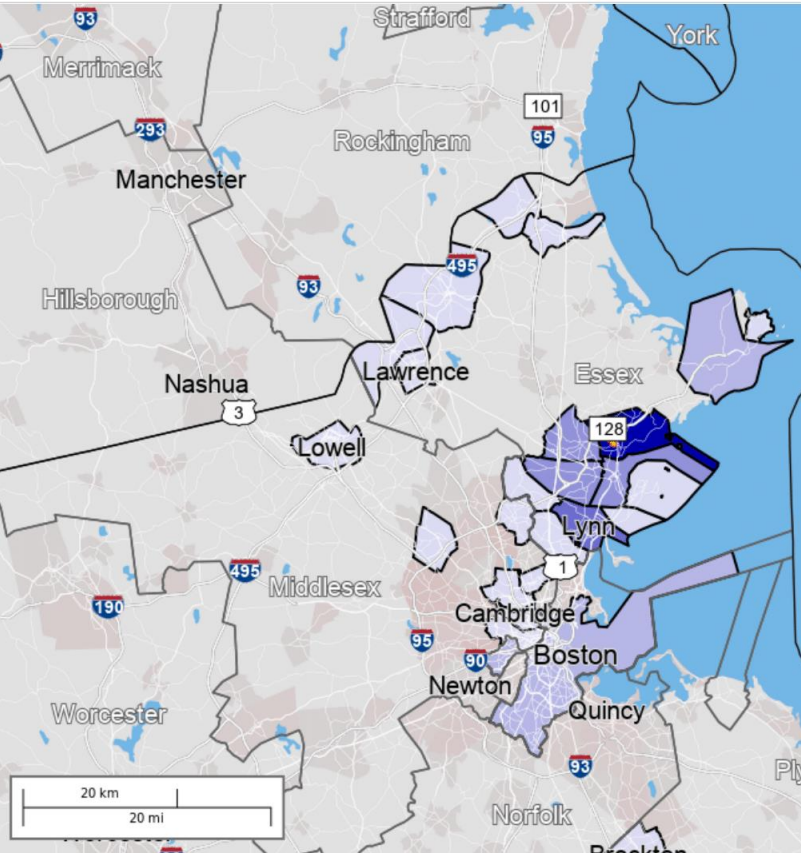
September 2021



**Top 5 municipalities where workers  
employed Cherry Hill Park live**

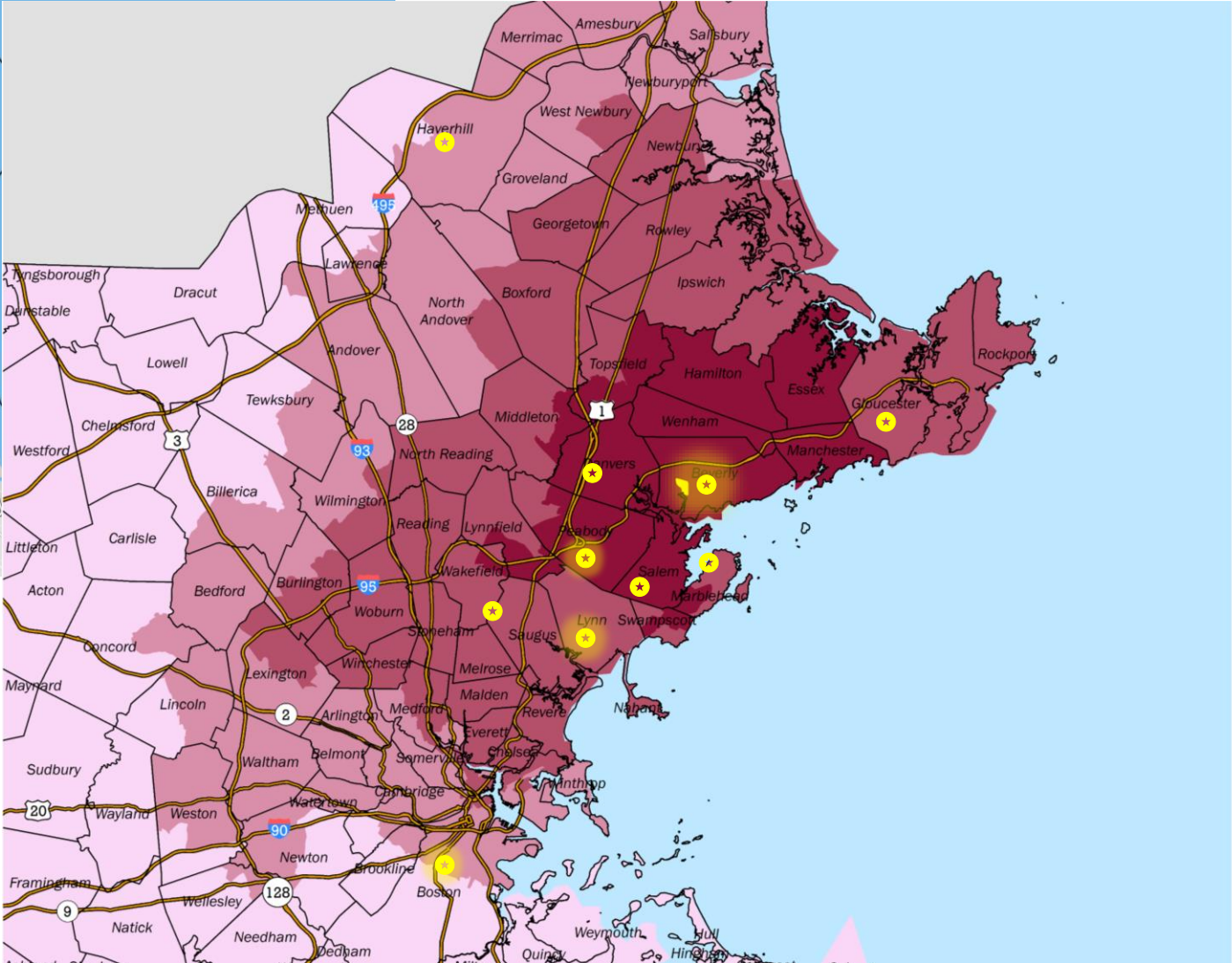
1. Lynn (17%)
2. Peabody (9%)
3. Lawrence (6%)
4. Beverly (6%)
5. Salem (6%)





Top 5 municipalities where workers employed Cumming Centers live

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



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

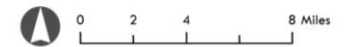
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April 2022





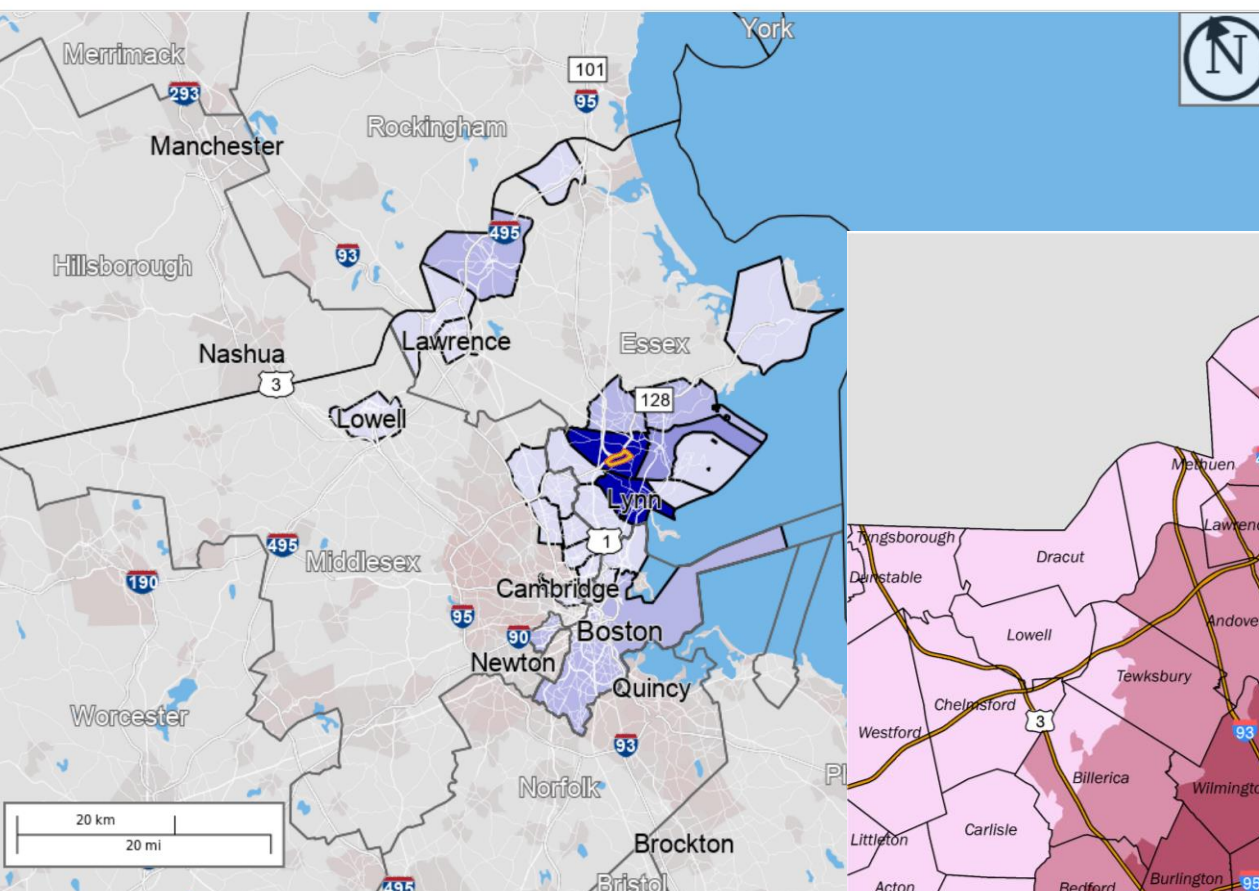




# Counts of All Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2019

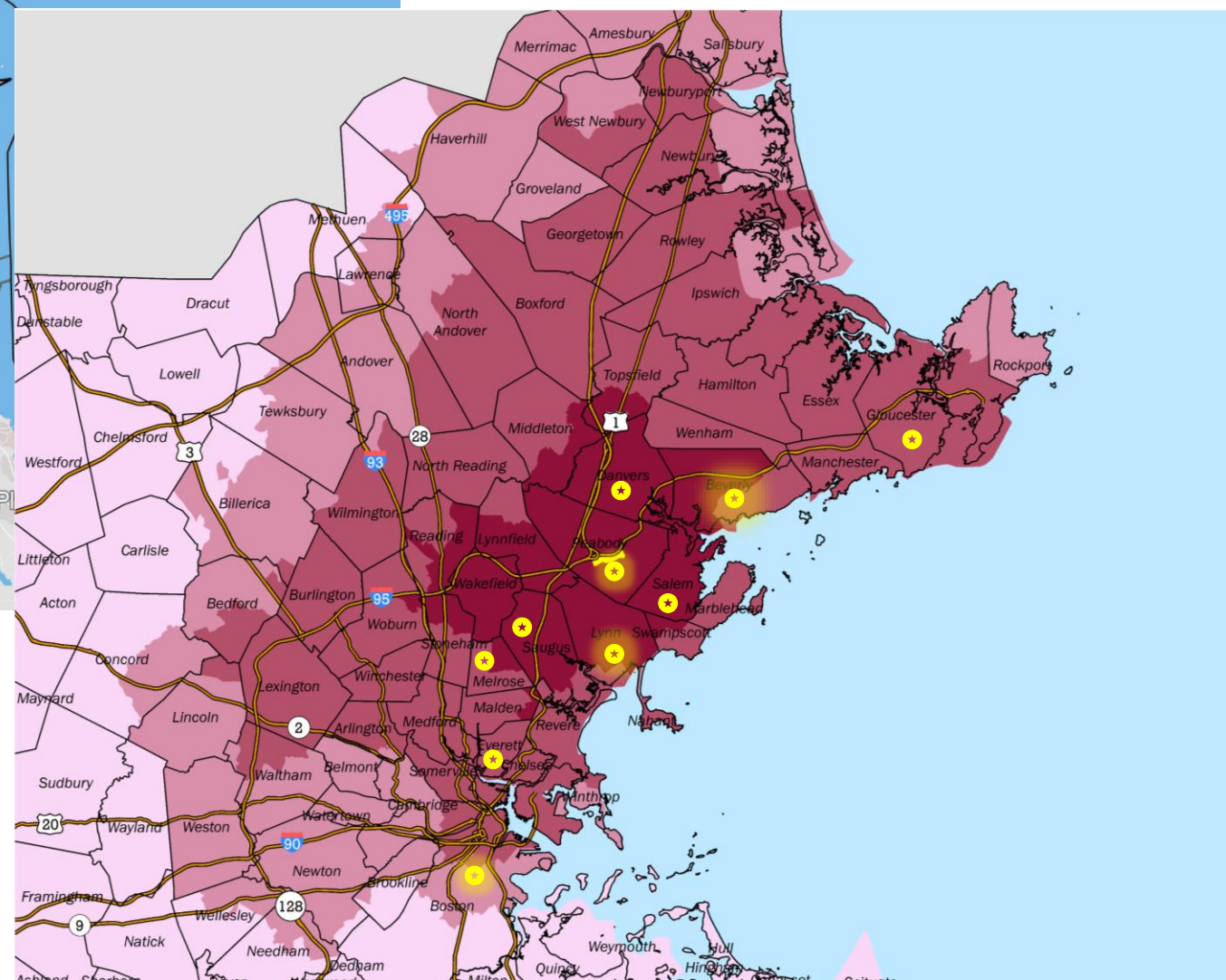
## All Workers

## Centennial Park, Peabody



## Top 5 municipalities where workers employed Centennial Park live

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



## Isochrones for Single Occupancy Vehicles

Centennial Park

Centennial Park (TAZ)

Travel Times in minutes\*

0-15

15-30

30-45

45 or more

MA Towns

Major Roads

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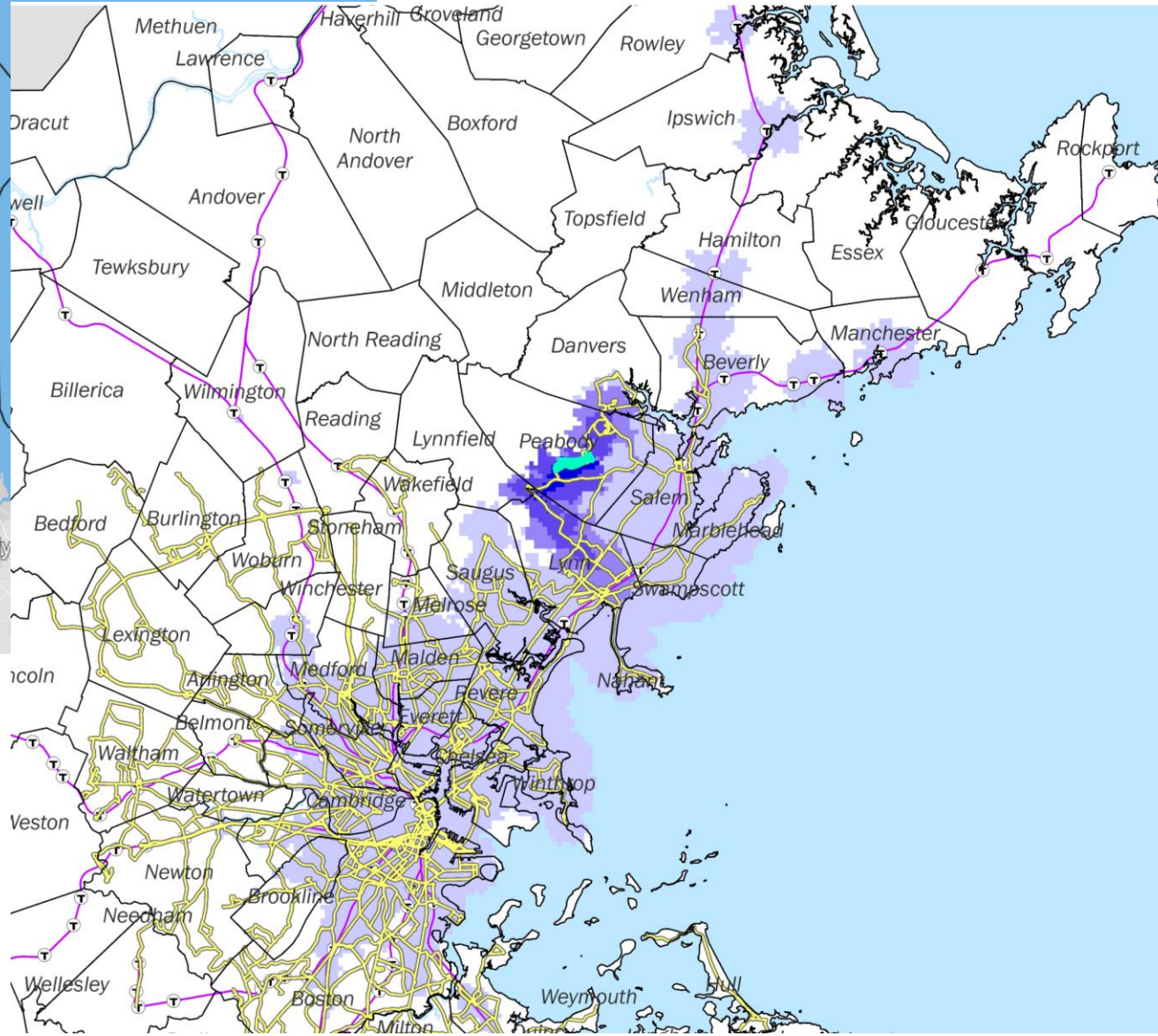
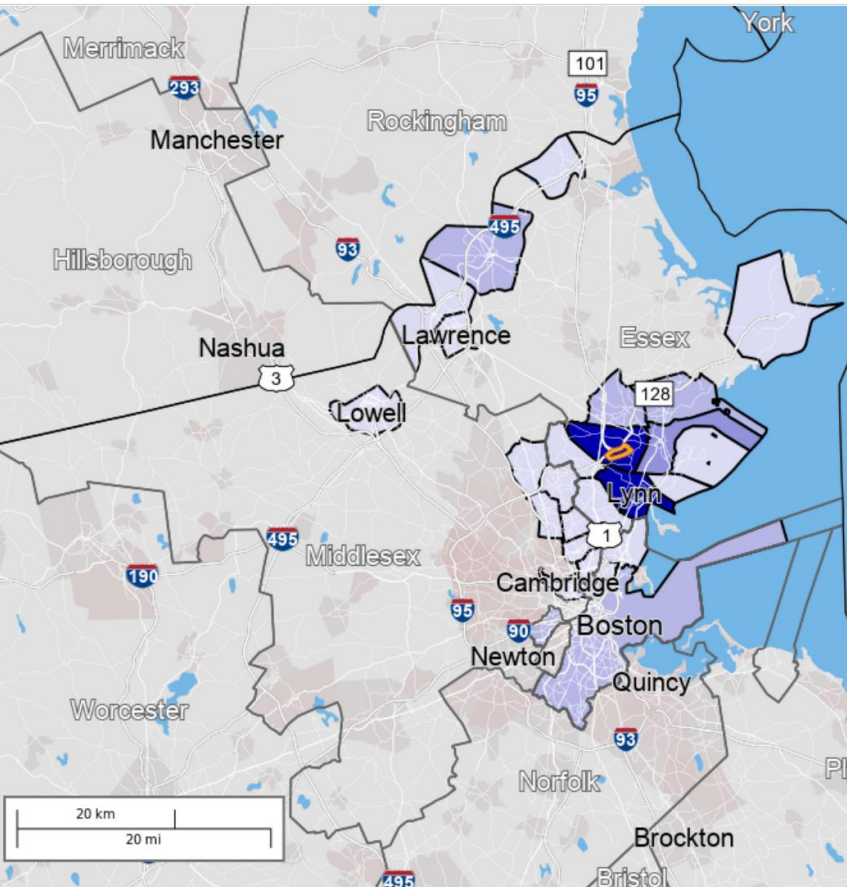
April 2022





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\*
- 0 - 15
- 15-30
- 30-45
- 45 or more
- MA Towns
- MBTA Bus Routes
- MBTA Commuter Rail Stations
- MBTA Commuter Rail Lines

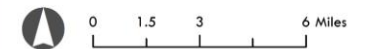
\*Travel times are based on walk-access transit trips on April 27, 2021. Maximum walk time is capped at 30 minutes for a 5kph walking speed.

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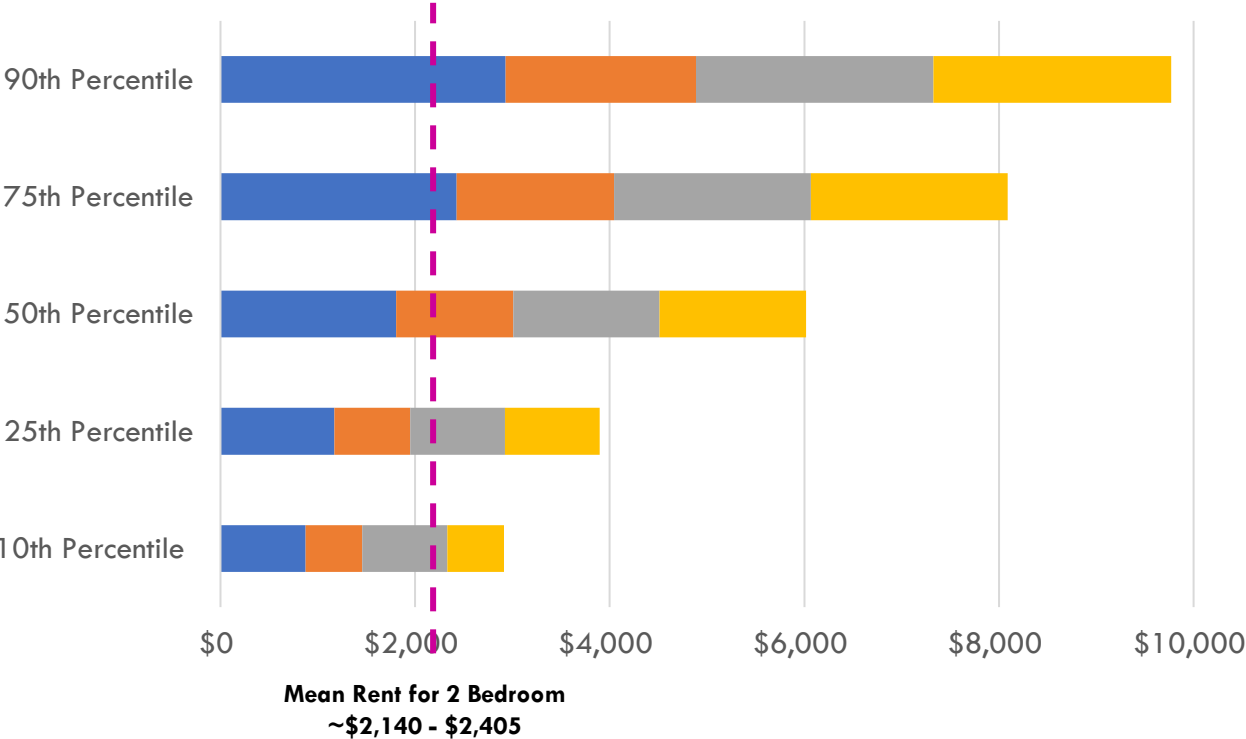
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May 2022

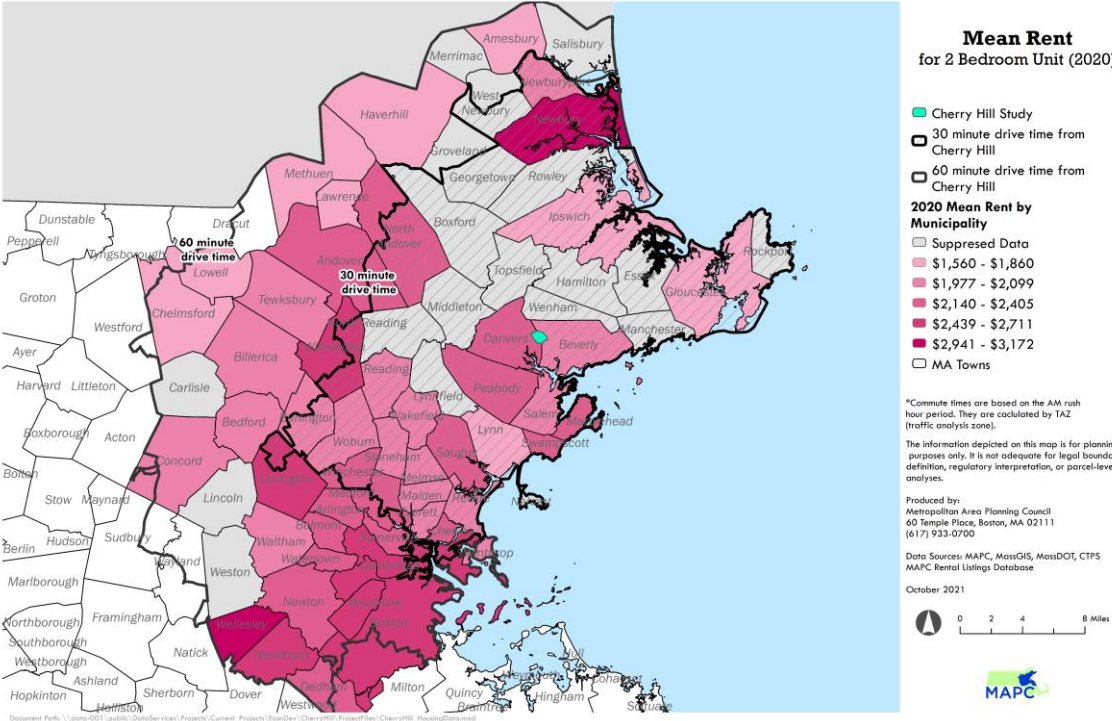




Cherry Hill Labor Shed: Mean Rent for 2 Bedroom Apartment  
Compared to Wages by Percentile (Source: Burning Glass, BLS QCEW,  
MAPC Rental Market Listing Database)



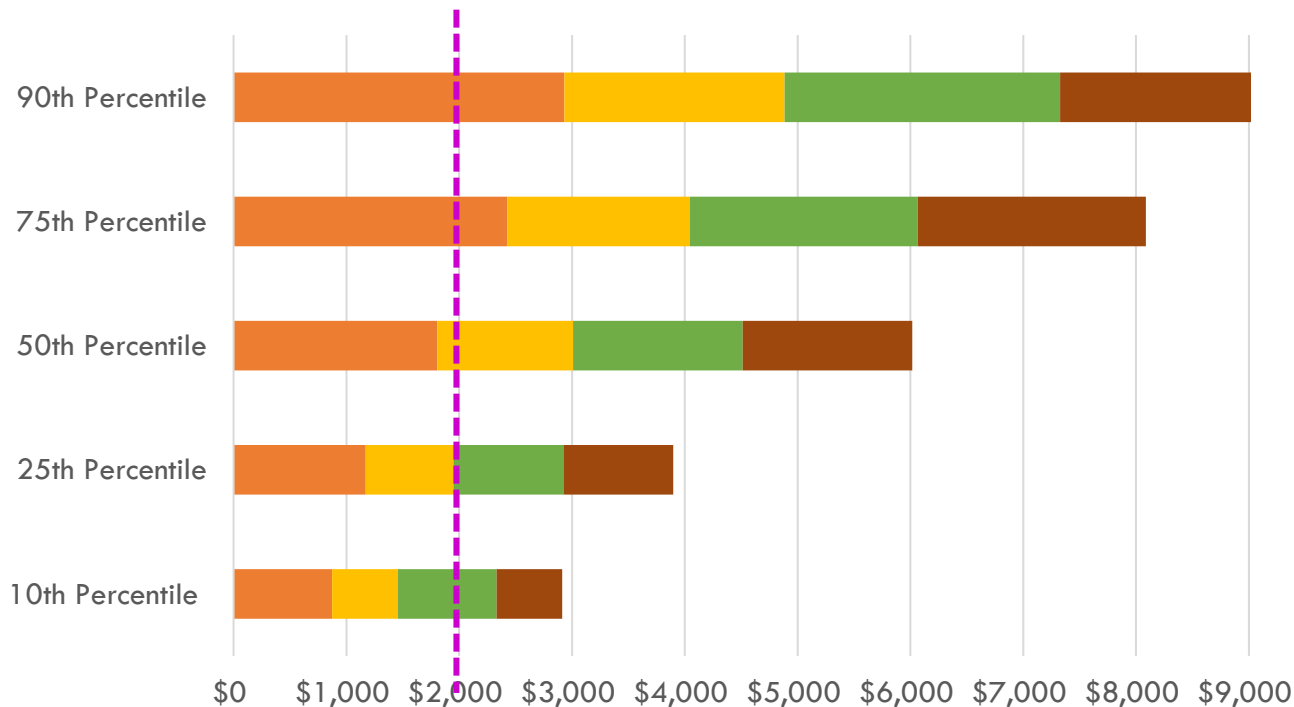
30% of Monthly Income      30 - 50% of Monthly Income  
50 - 80% of Monthly Income      80 - 100% of Monthly Income



Advertised salary ranges (job posting analytics)

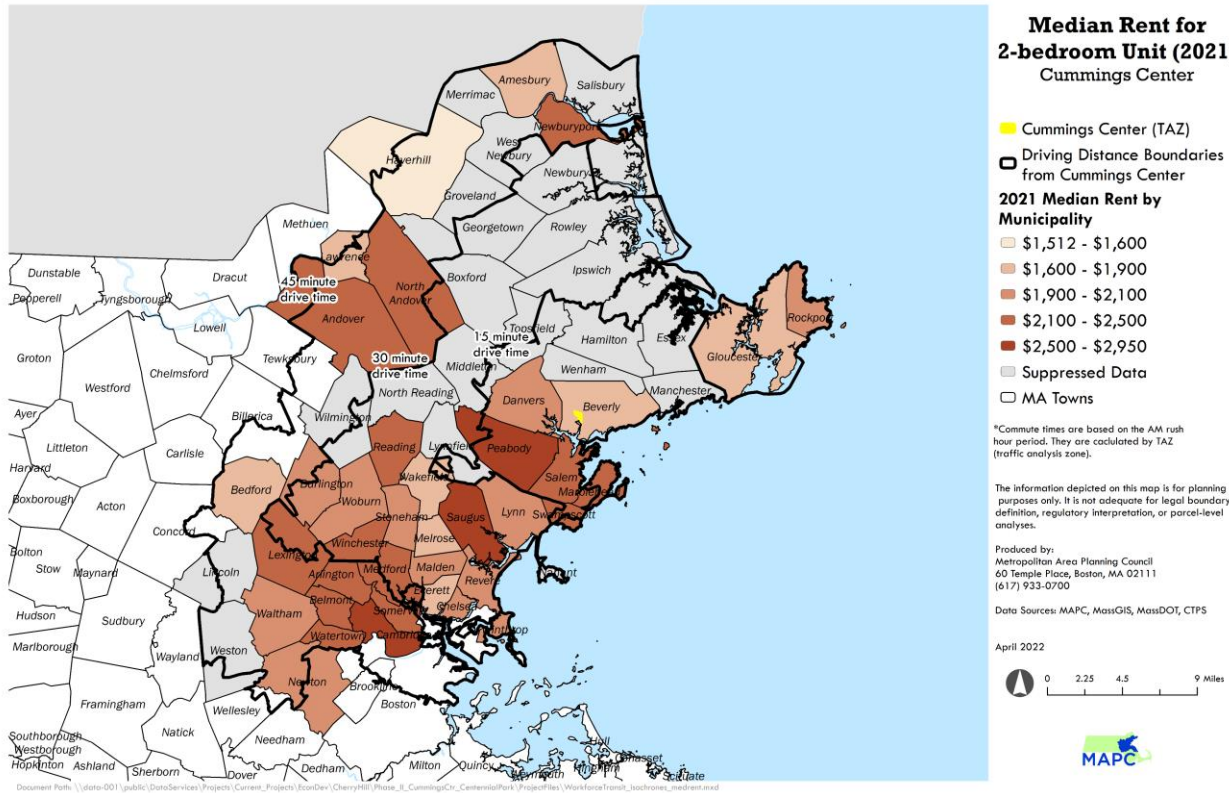
Salary percentile	Annual Salary	Monthly Salary
10th Percentile	\$34,955	\$2,913
25th Percentile	\$46,759	\$3,897
50th Percentile	\$72,205	\$6,017
75th Percentile	\$97,052	\$8,088
90th Percentile	\$117,246	\$9,771

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



**Median Rent for 2 bedroom**  
~\$1,900 - \$2,100

- 30% of Monthly Income
- 30 - 50% of Monthly Income
- 50 - 80% of Monthly Income
- 80 - 100% of Monthly Income



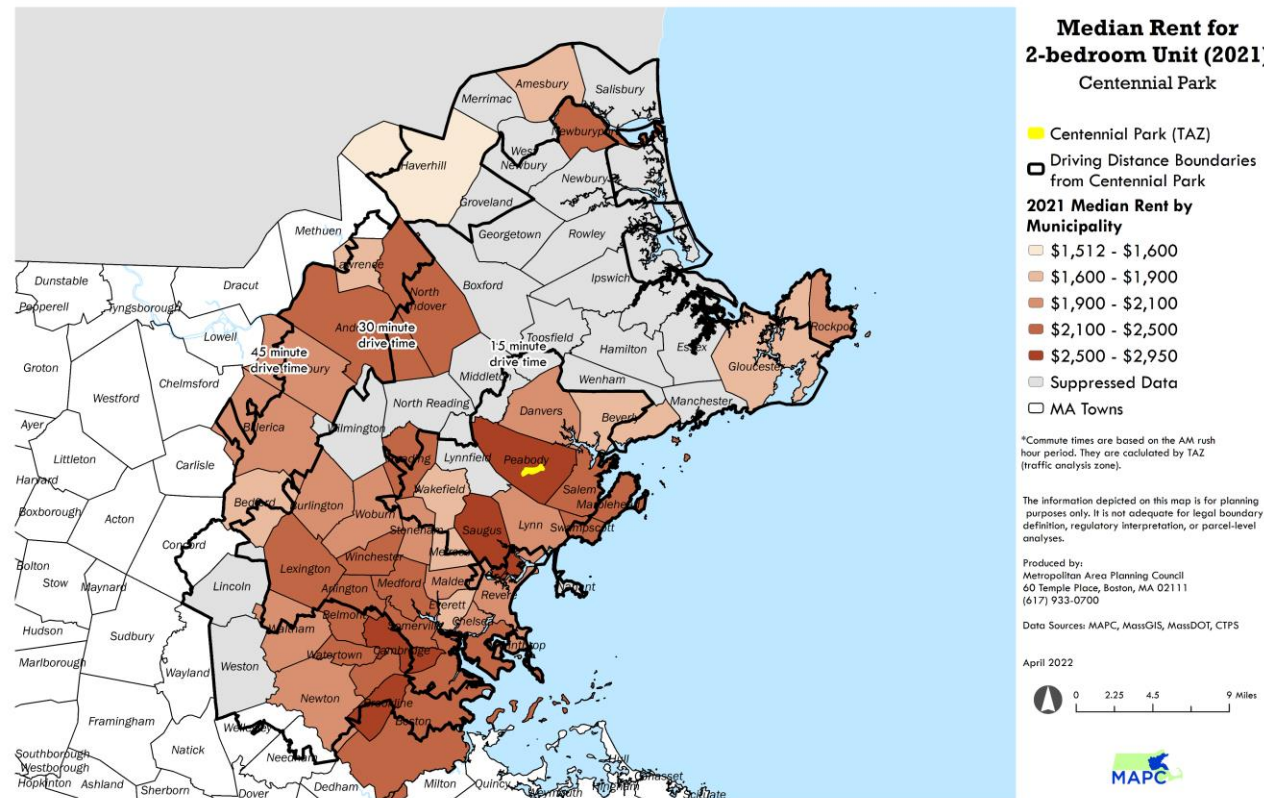
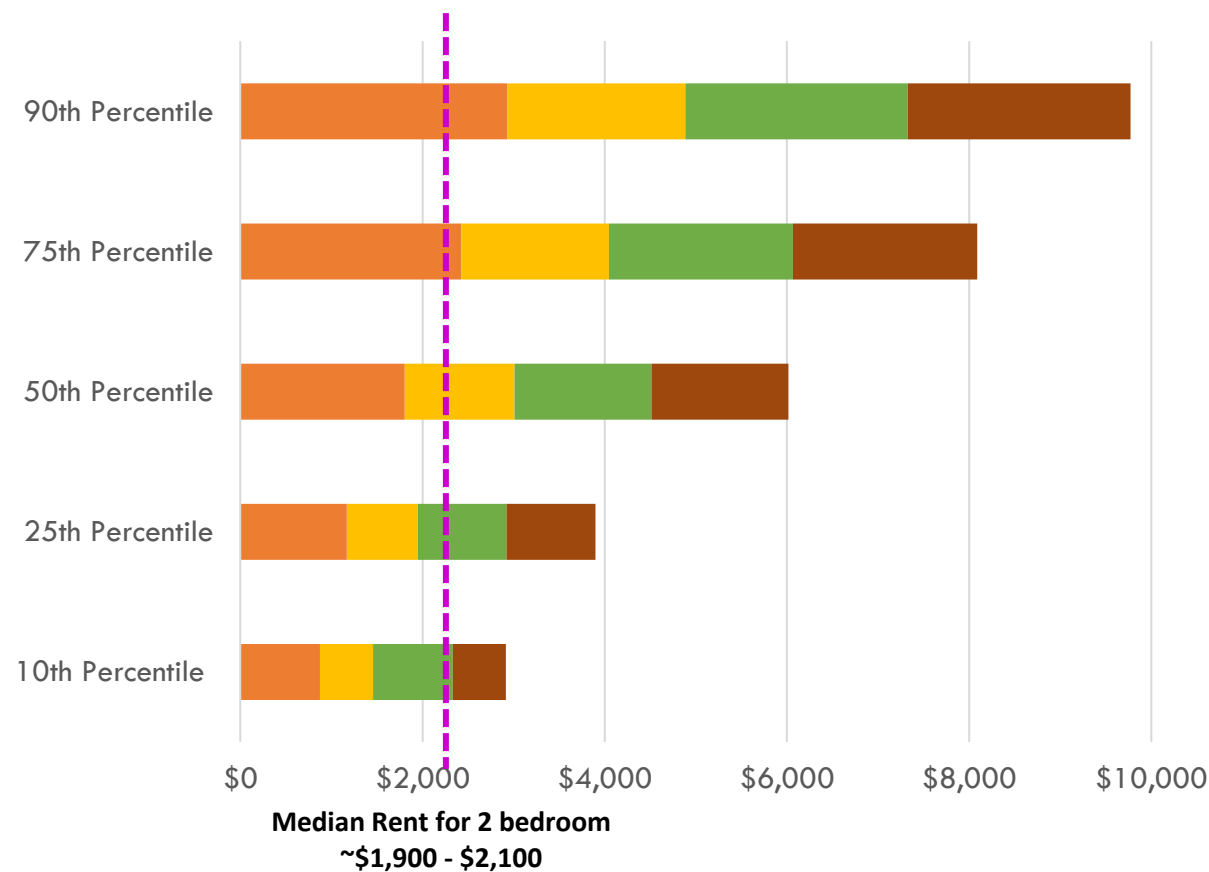
## Advertised salary ranges (job posting analytics)

Salary Percentile	Annual Salary	Monthly Salary
10th Percentile	\$27,321	\$2,277
25th Percentile	\$31,916	\$2,660
50th Percentile	\$40,240	\$3,353
75th Percentile	\$59,482	\$4,957
90th Percentile	\$84,251	\$7,021



# Centennial Park, Peabody

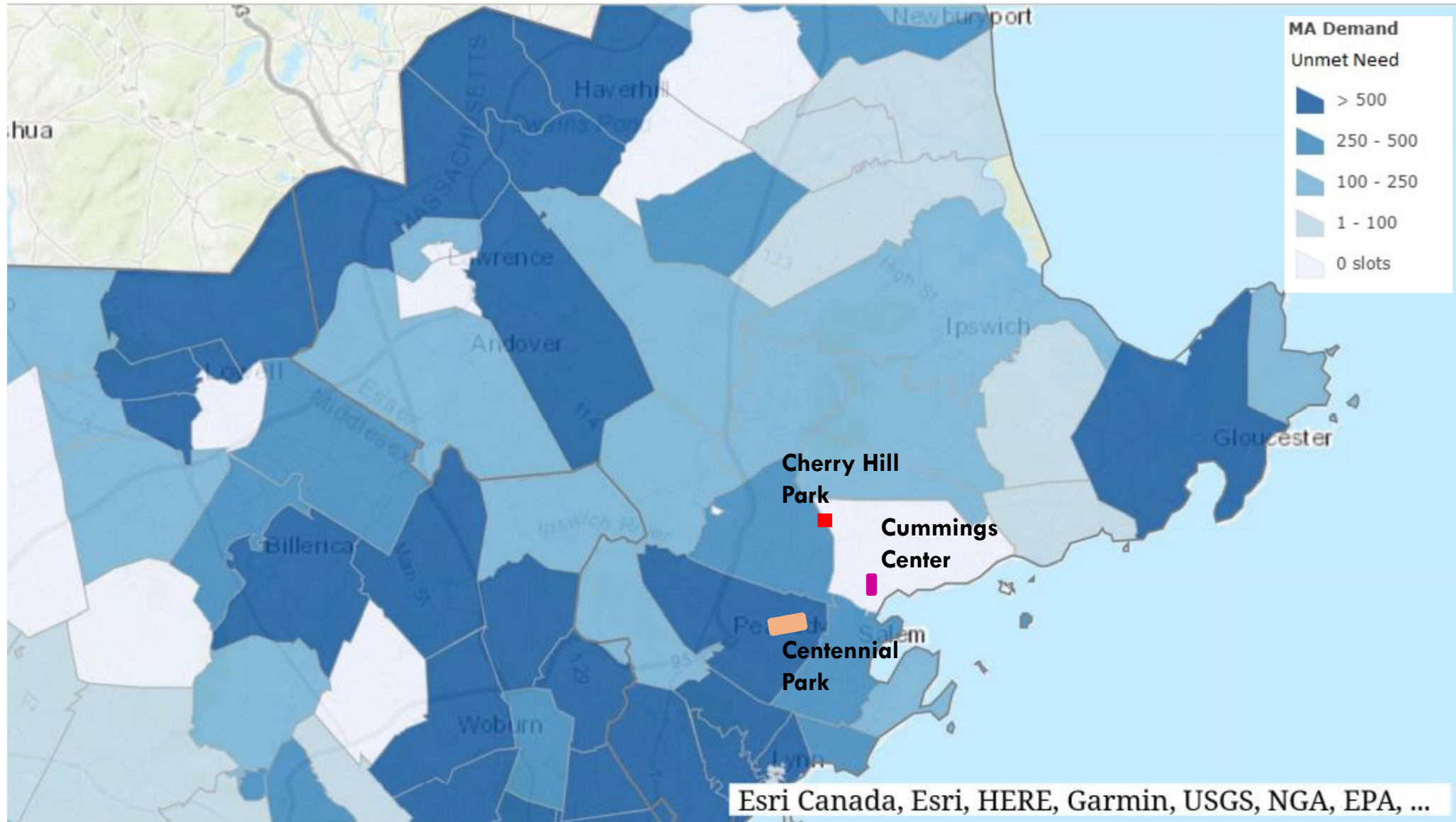
## Centennial Park Labor Shed: Median Rent for 2 Bedroom Apartment Compared to Wages by Percentile (Source: Burning Glass, BLS QCEW, MAPC Rental Market Listing Database)



## 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

# Unmet Childcare Demand in Essex County



Source: Mapping the Gap, Childcare Aware America



# Childcare Affordability in Northeast Region

## Center Based Childcare

- Annual Infant Care
  - Without subsidy - \$23,700
  - With Subsidy - \$6,600
- Annual Toddler Care
  - Without subsidy - \$22,000
  - With Subsidy - \$6,600

## Family Childcare

- Annual Infant Care
  - Without subsidy - \$13,000
  - With Subsidy - \$1,600
- Annual Toddler Care
  - Without subsidy - \$12,000
  - With Subsidy - \$600

50 <sup>th</sup> Percentile Salary	Center Based Care for Infants			Family Childcare for Infants		
	Cherry Hill	Cummings Center	Centennial Park	Cherry Hill	Cummings Center	Centennial Park
Without Subsidy	33%	59%	66%	18%	32%	36%
With Subsidy	9%	16%	18%	2%	4%	5%

# 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

- Continue to engage on housing, transportation, and childcare accessibility in conjunction with workforce development.
- Expand the analysis to include Shetland Park in Salem.
- Contribute to the Regional Blueprint Planning efforts.

# Discussion

- What are your experiences?
- What else would you like to know about that is not included here?