

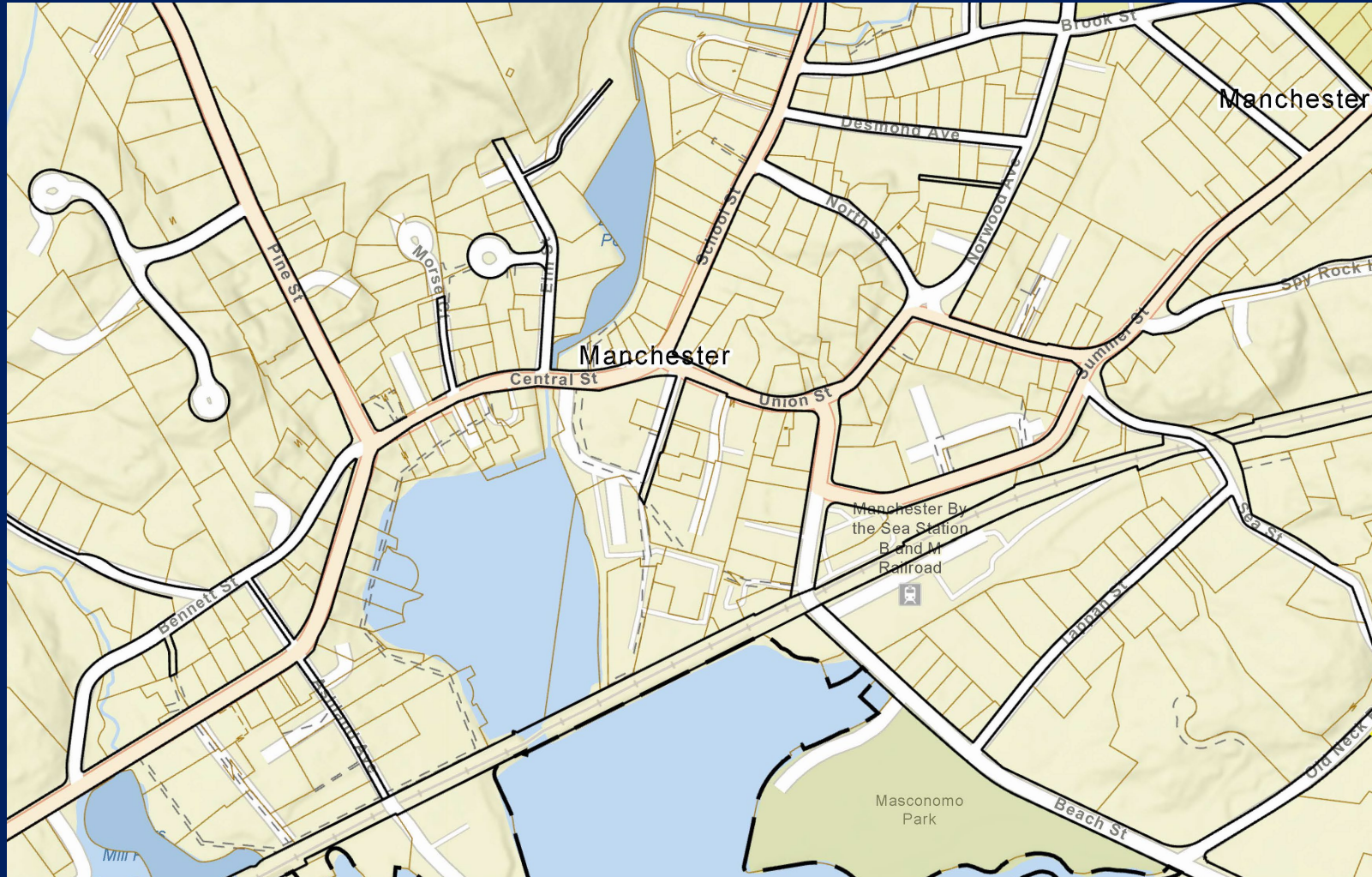
Downtown Manchester

Public Forum & Visioning Workshop

Monday, June 9, 2025

Organized & Hosted by the Manchester Planning Board

Downtown Manchester

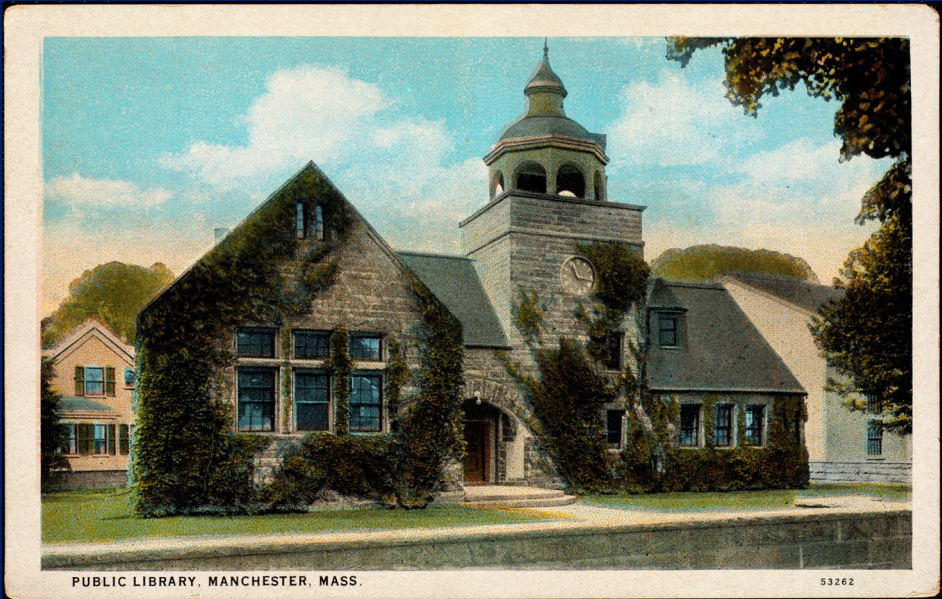


Downtown Manchester



1872 O.G. GEERS

Downtown Manchester



Manchester Today



5,467
Residents



1,243
under 18
years

23.2%
of
Population



2,212
Households

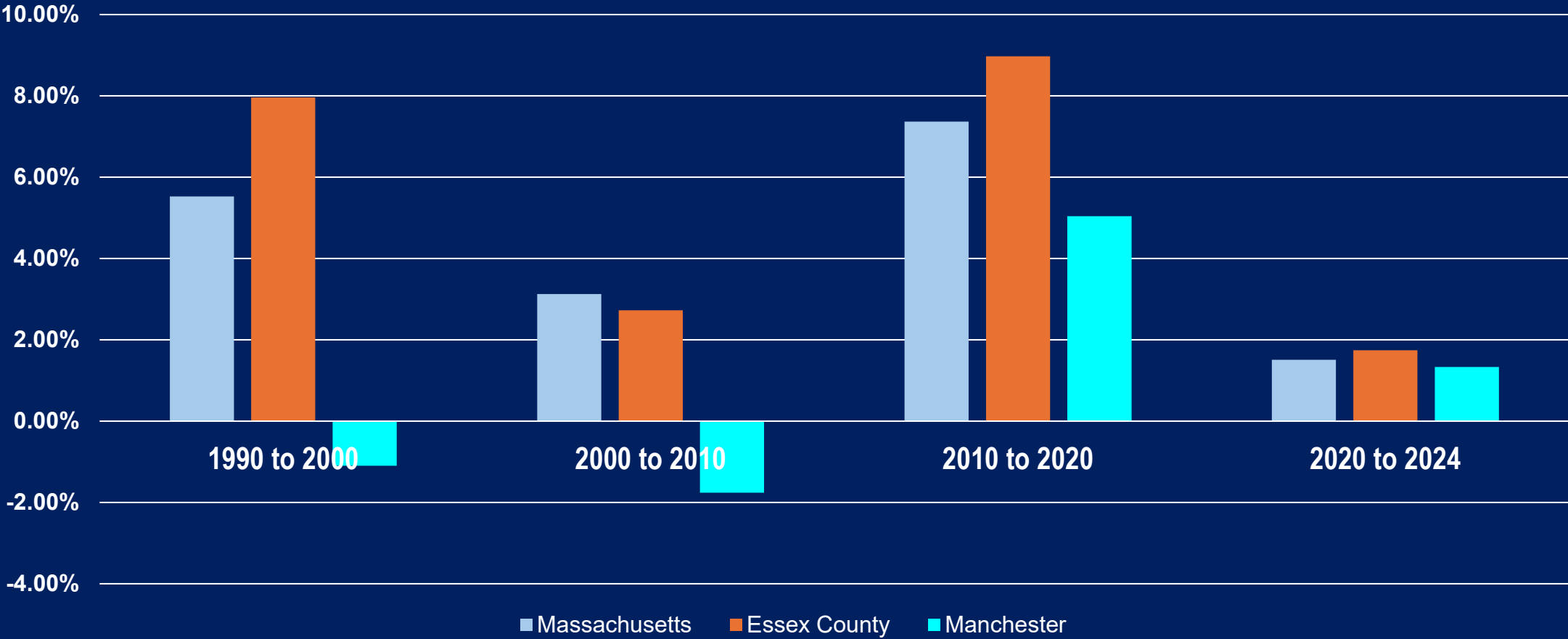


\$197,875
Median
Household
Income



84%
BA or
higher

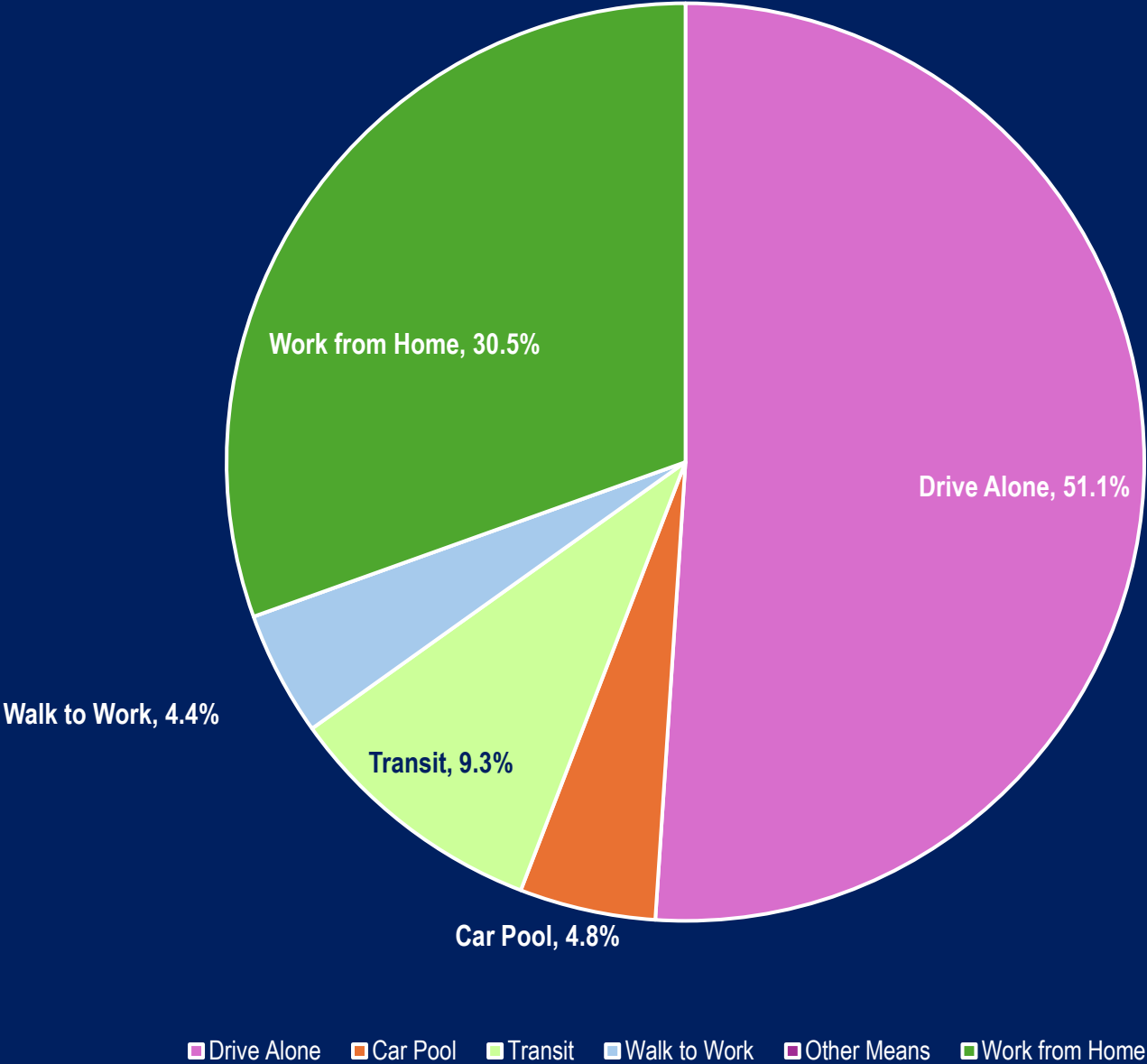
Population Growth Rates by Decade



Age Demographics

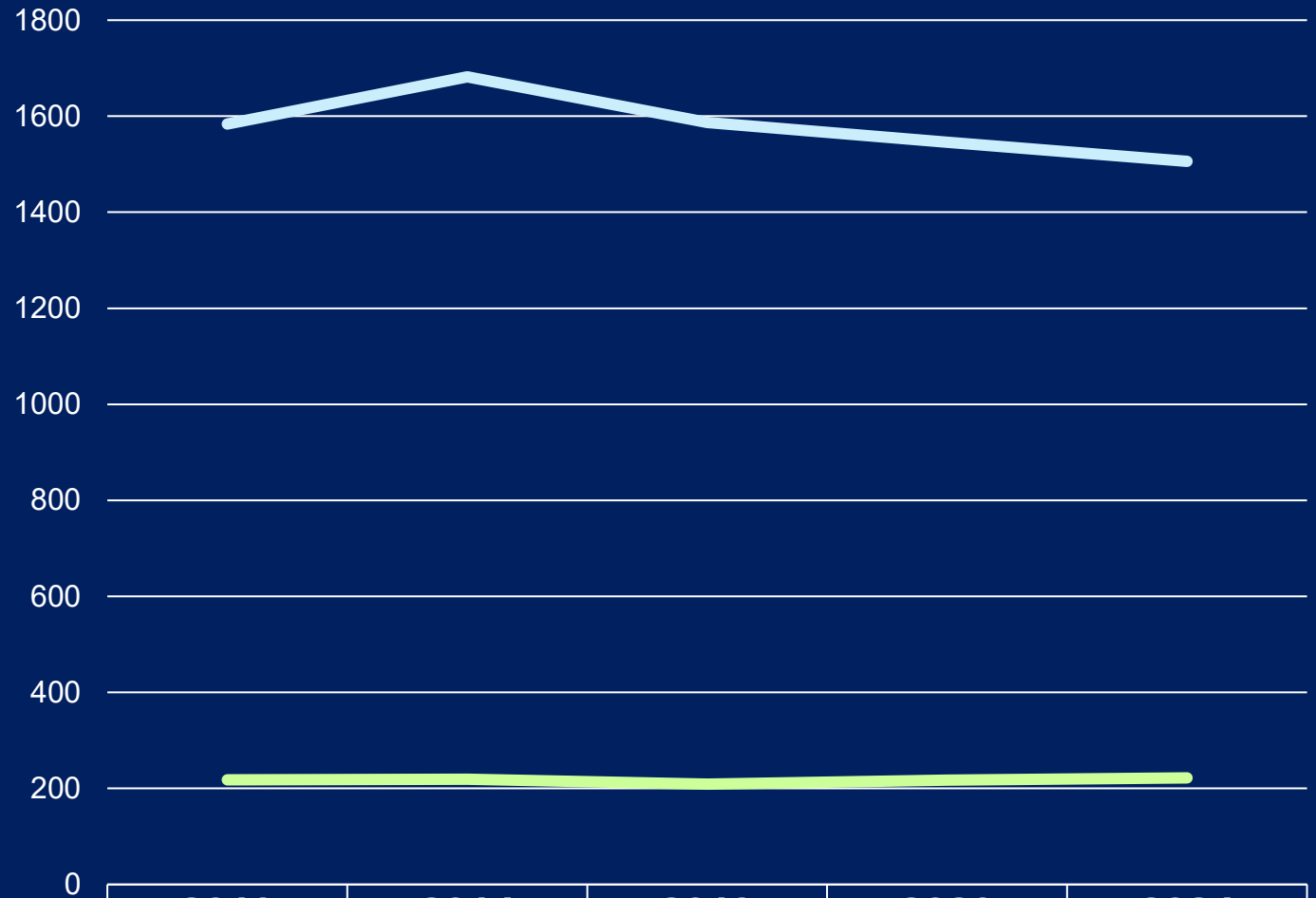
	Manchester	US	Massachusetts	Essex County
Median Age	48.2	38.7	40.0	41.1
Percent of Population Under 18 yrs	23.2%	21.7%	19.2%	18.5%
Percent of Population 65 Yrs & Older	25.5%	17.7%	18.5%	19.1%

Commuting Mode of Manchester Residents



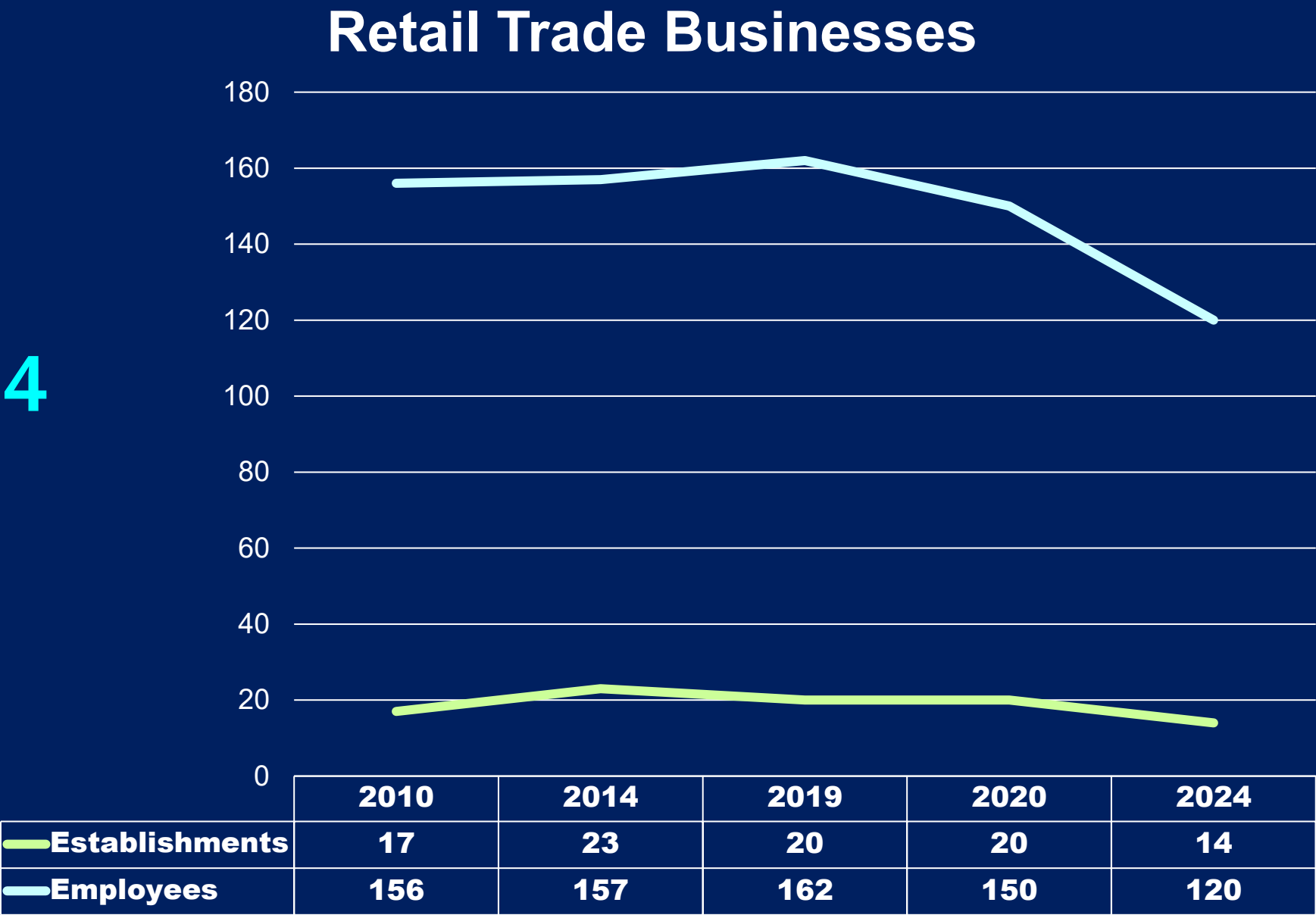
Business Establishments & Jobs 2010 to 2024

All Businesses



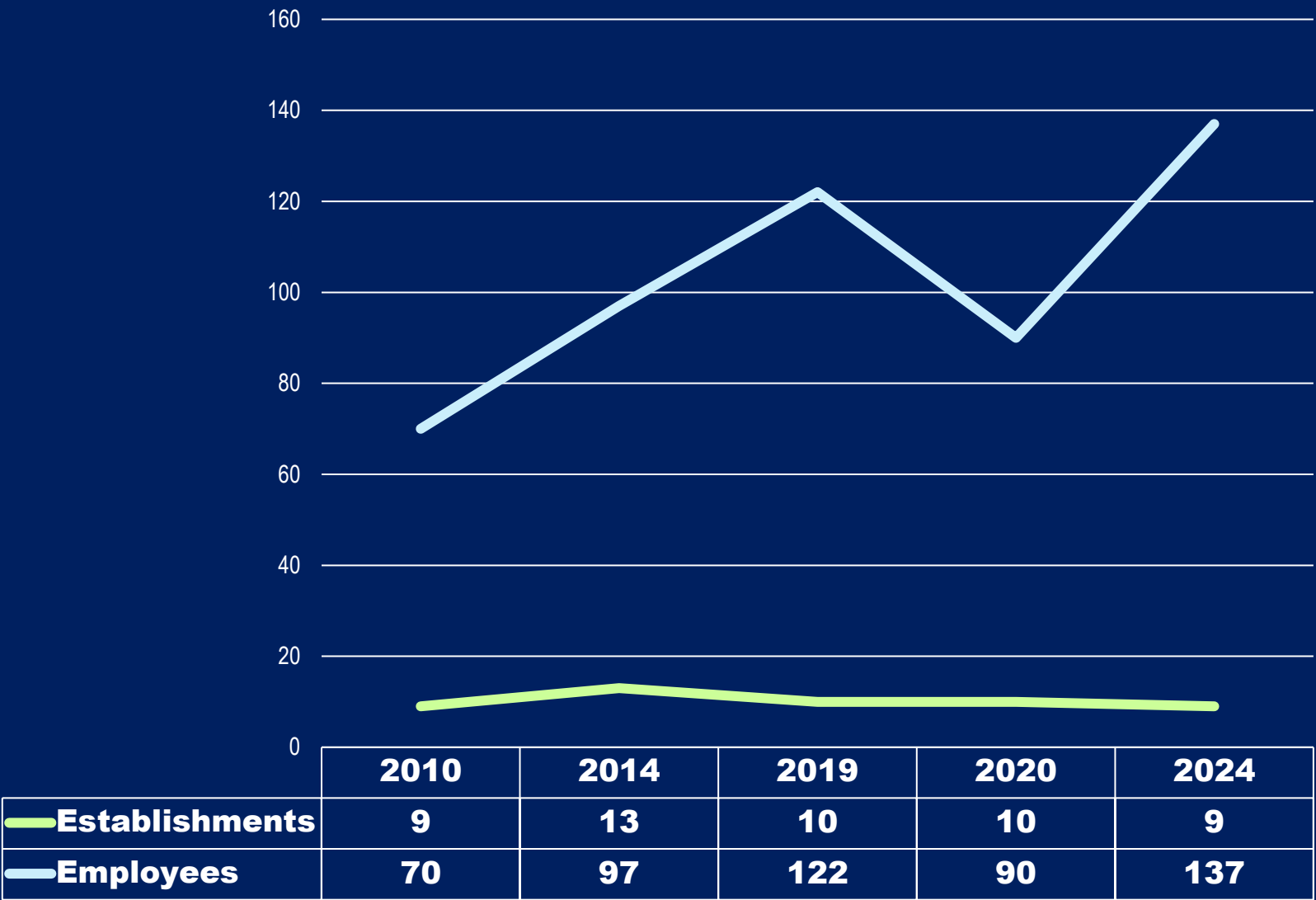
	2010	2014	2019	2020	2024
Establishments	218	219	209	217	222
Employees	1584	1682	1587	1546	1506

Retail Trade Businesses & Jobs 2010 to 2024



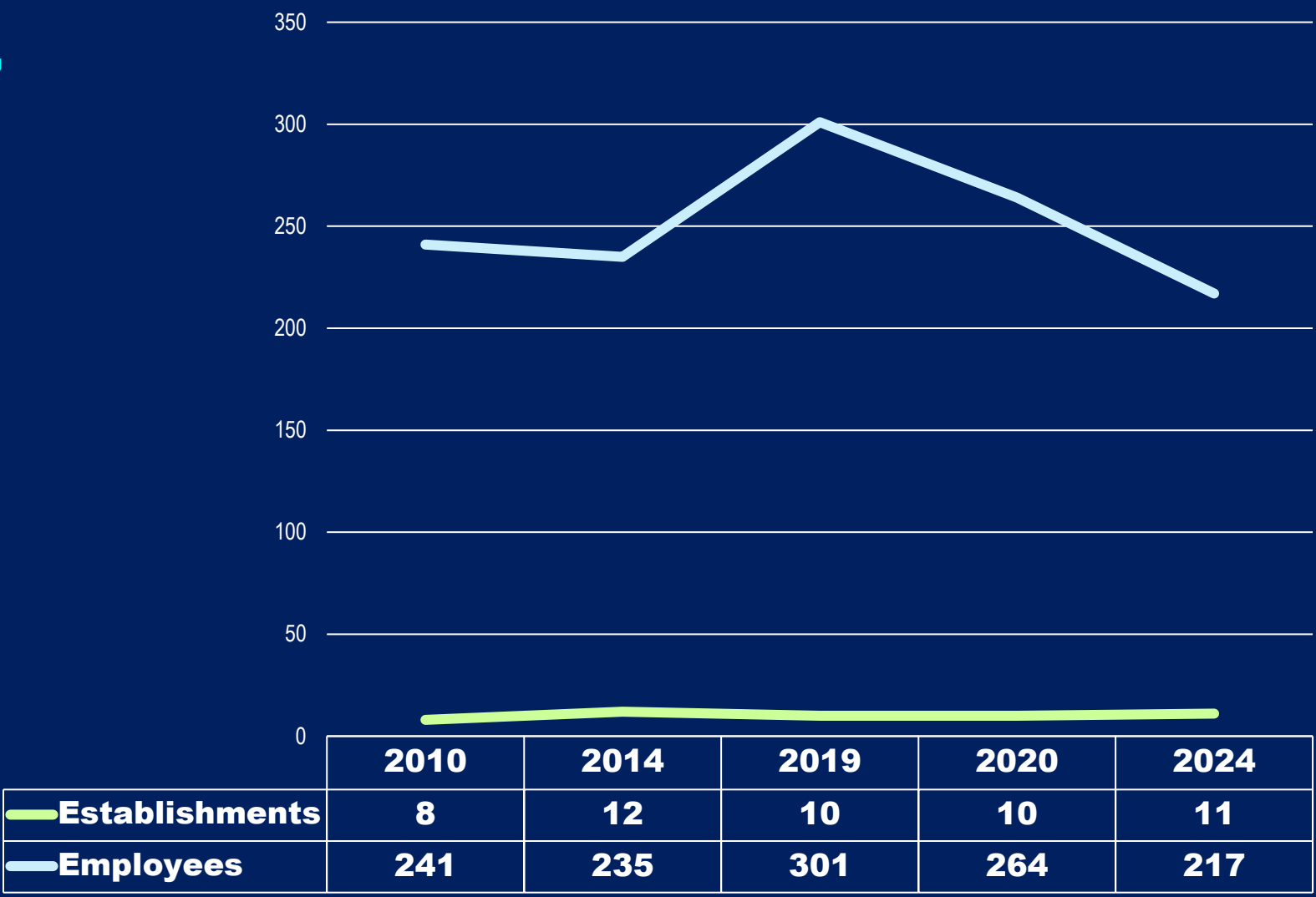
Restaurants: Businesses & Jobs 2010 to 2024

Food Services & Restaurants



Arts, Entertainment, & Recreation Businesses & Jobs 2010 to 2024

Arts, Entertainment, & Recreation



Downtown Manchester Market Overview

5-Minute Drive Time



Primary Trade Area

10-Minute Drive Time



Secondary Trade Area

15-Minute Drive Time



Reach Trade Area

Manchester could support more retail

	Primary Trade Area	Secondary Trade Area	Reach Trade Area
	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Demand	\$ 169.1 Million	\$ 407.1 Million	\$ 1.317 Billion
Supply	\$ 34.8 Million	\$ 66.4 Million	\$ 661.9 Million
Opportunity	\$ 134.3 Million	\$ 340.7 Million	\$ 655.3 Million

Four Point Main Street Approach for Creating & Sustaining Vibrant Downtowns

- 1. Promotion**
- 2. Organization**
- 3. Design**
- 4. Economic Vitality**

McCabe Enterprises



Kathleen McCabe, FAICP

McCabe Enterprises
617 549-7985
McCabe@Plan-Do.com

Specialists in strategic community planning, economic development and public financing with a focus on downtown and town center revitalization.

**Moving Your Vision to Reality –
Your Plan-Do Professionals**

Data Sources

- Slide 3. Historic Map of Manchester: 1872. D.G. Beers. Atlas of Essex County, Massachusetts, page 93. Creative Commons License through Digital Commonwealth.
- Slide 4. Inner Harbor, Manchester by the Sea, MA. Postmarked 1909. From the Gloucester Lyceum & Sawyer Free Library through Digital Commonwealth.
- Slide 4. The Square, Manchester by the Sea, MA. Ca 1905. Published by Rotograph, NY. From Gloucester Lyceum & Sawyer Free Library through Digital Commonwealth.
- Slide 5: American Community Survey, 2023 5-year estimates and US Census Bureau Quick Facts 2024 data, accessed June 2025.
- Slides 6. American Community Survey, 2023 5-year estimates. Graph by McCabe Enterprises.
- Slide 7. American Community Survey, 2023, 5-year estimates.
- Slide 8. American Community Survey, 2023, 5-year estimates.
- Slides 9-12. ES202 data from MA Department of Economic Research for 2010, 2014, 2019, 2020 annual and 2024 Quarter 4. [Note: Annual data for 2024 has not yet been released.] Graph by McCabe Enterprises.
- Slides 13-14. Claritas Spotlight, 2025.