Downtown 2030

An Impact Report on Beverly, Massachusetts

where we've been
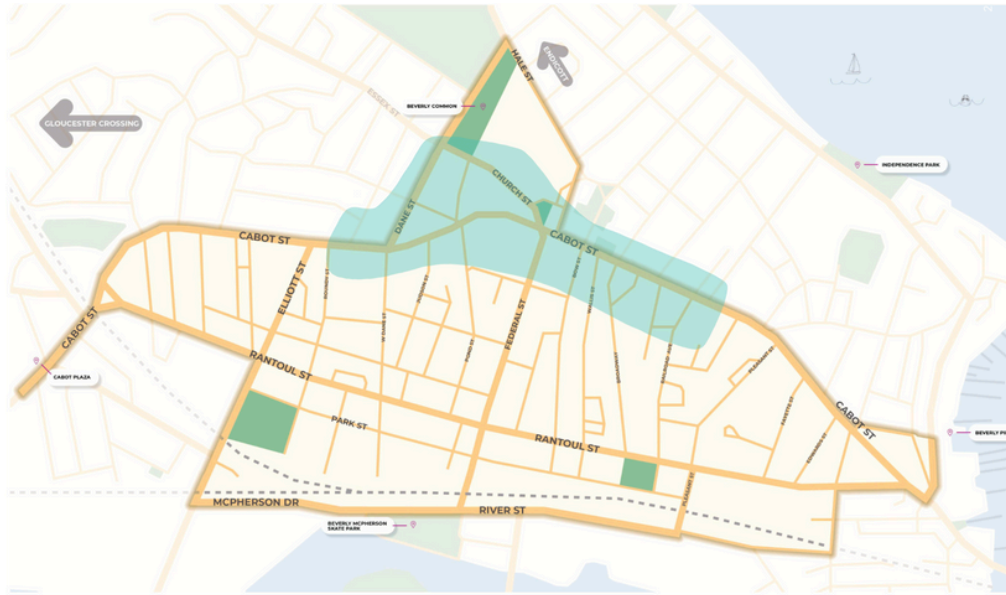
where we are

where we're going

Beverly Main Streets

About Downtown Beverly

🟠 Beverly Main Streets boundaries
🔵 Beverly Cultural District

Beverly in 2016

Residents' survey responses found:

- Grocery store, more shopping options with balance between business and resident needs
- Waterfront dining
- Public art
- Pedestrian safety accessing businesses on Cabot and Rantoul

Beverly in 2025

- 12 new developments since 2008, including 31,000 sq. ft. of retail space
- Addition of waterfront dining and diverse restaurant options
- Addition of 30 public art pieces throughout Beverly
- Increased lighting on main streets

About Beverly Main Streets

The mission of Beverly Main Streets is to promote and enhance Beverly's downtown economic vitality, cultural and historic resources, and quality of life.

Beverly Main Streets is a 501(c)(3) nonprofit organization started in 2002 by a group of Beverly residents and entrepreneurs. Now, more than 20 years later, downtown Beverly has become a thriving center for the arts and local economy, with renowned restaurants, unique retail businesses and innovative design and creative industries. Beverly Main Streets (BMS) continues to promote and enhance downtown Beverly's economic vitality, culture, and historic resources.

The Main Streets Approach emphasizes community engagement as a tool for helping downtown districts prosper and thrive. By promoting and supporting the assets of our downtown, we can encourage tourism, drive economic vitality, and create a place of equal opportunity, inclusivity, and beauty for residents and visitors alike to enjoy.

Our work is fulfilled through the implementation of Transformation Strategies. A Transformation Strategy outlines a deliberate path to revitalizing or reinforcing a downtown or commercial district's economy. Four key points illuminate these paths: Economic Vitality, Design, Promotions, and Organization. Each point has a corresponding committee that identifies and carries out its goals.

About Downtown 2030

Downtown 2030 aims to form a collective vision of the future of downtown Beverly, in partnership with City officials, business leaders, and residents with an ultimate focus of identifying key components we want to see in our downtown, and forming a strategic plan to take action on these collective goals.

In 2010, Beverly Main Streets published Downtown 2020: A Strategic Plan for Downtown Beverly, that set a direction for Beverly Main Streets' action plan. The strategic plan identified strengthening and expanding the Main Streets district's creative sector as the first of its core strategies.

Where We've Been

275 Cabot Street

13 Wallis Street

252 Cabot Street

294 Cabot Street

Rantoul & Pleasant

Rantoul & Broadway

Downtown 2030 Goals

BMS will build on Downtown 2020 achievements and demonstrate ongoing celebration of the local arts, culture, and history as drivers of our downtown economic prosperity.

BMS will show expansion in the mix of independently-owned businesses and develop programs that enable existing businesses to thrive.

BMS will support smart growth development & strategies on downtown streets and the waterfront/riverfront.

BMS will illustrate improved livability and quality of life by building a "downtown for all".

BMS will distinguish the downtown as a robust tourist destination.

BMS will demonstrate ongoing leadership in the city's downtown revitalization efforts.

Where We Are

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Our Process

The Downtown 2030 committee is comprised of residents, developers, business owners, artists, and educators that meet monthly to plan for Beverly's future. Beverly Main Streets staff expanded partnerships to ensure diverse representation throughout the year. In spring of 2025, we launched phase one of our survey, which was shared throughout Beverly, MA. In addition to the digital survey, residents were able to provide feedback at community meetings and discussions that began in 2024. In summer 2025, we launched phase two of our survey, which looked deeper at initial feedback and concerns that were provided in phase one.

By looking at both the numbers and individual personal suggestions, we can spot what matters most to our community. The feedback will guide decisions, set priorities, and make sure improvements reflect the needs and dreams of the people who live, work, and spend time in Beverly.

About Respondents:

55% have lived in Beverly 10+ years

590 unique responses to one or both of our community-wide surveys

Targeted outreach to prominent groups within the city:

- Beverly Economic and Community Development Council
- Montserrat College of Art
- Endicott College
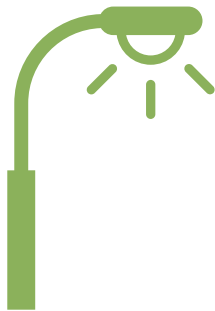- Council on Aging
- Ward 2 Civic Association

Survey Findings

Parking

50% of respondents noted the need for improved parking, particularly way finding.

Downtown Shopping

62% of respondents highlighted a need for a grocery store, with an emphasis on fresh produce and dairy.

Lighting

Respondents noted wanting more community gathering spaces with lighting and serving as a cultural hub.

Public Art

Murals, sculptures, interactive art, and seasonal displays were the top priorities for public art.

Accessibility

Respondents noted transportation, lack of local services, and awareness as the biggest barriers to accessing social services, despite 53% stating a need for them.

Leadership

Respondents noted feeling accessible to local leadership.

Beverly's Future

Feedback from Beverly residents and stakeholders in the Downtown 2030 survey reveals a clear and consistent need to expand access to essential goods, services, and experiences in the city's core. Many respondents emphasized the absence of a full-service grocery store downtown. Beyond groceries, residents expressed a desire for a more diverse retail mix—hardware, clothing, shoes, toys, and secondhand or sustainable shopping options. This variety is seen as key to making downtown a true "one-stop" destination for everyday needs, reducing the need for residents to travel outside Beverly for basics.

The survey also revealed significant interest in enriching downtown's cultural landscape through public art. Respondents envision sculptures, murals, interactive installations, and outdoor performances, as well as spaces for the public to create art and music. These cultural investments are seen as vital for fostering community pride, attracting visitors, and enhancing the vibrancy of downtown streets.

At the same time, practical concerns like parking access remain a notable barrier. Many residents report difficulty finding parking during peak times and in certain high-demand blocks. This affects not only shopping and dining but also access to services, especially for those with mobility challenges.

Finally, social service access emerged as another unmet need. Respondents called for resources such as educational programs, support services, and community health offerings to be located downtown, closer to public transit and walkable areas. Transportation and lack of availability were cited as common barriers to accessing existing services.

Access to essential goods **Connection to services** **Improved navigation** **Parking access**

Taken together, the community's feedback paints a picture of a downtown with strong potential, but also clear gaps: a need for essential retail and grocery options, expanded arts and cultural programming, better parking solutions, and more accessible social services. Addressing these priorities will not only meet immediate resident needs but also strengthen downtown Beverly as a welcoming, thriving hub for all.

Where We're Going

BMS will create a downtown for all by improving way-finding, lighting, and communication for all modes of transportation, all abilities, and all ages on all streets that connect.

BMS will grow Beverly as a destination city, building upon the efforts of the Beverly Cultural District and expanding public art in a variety of mediums.

BMS will identify and attract businesses that provide essentials and unconventional spaces to downtown to combat vacancies and underutilized spaces.

Market Beverly as a destination city that is welcoming and affirming for all.

Will you help us get there?

Supporters

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A special thank you to our Downtown 2030 Committee:

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- Stefano Basso, Principal – SV Design
- Jo Broderick, Chief of Staff (retired) – Montserrat College of Art
- Kristen Evans, Early Intervention Program Director – Aspire Developmental Services
- Paul Gentile, Owner – Gentile Brewing
- Mary Grant, former State Rep
- Michael Hakim, President (retired) – Hakim Associates
- Chris Koeplin, President – Beverly Crossing
- Hannah Kurman Martino, Owner – Allstates Business Solutions
- Jennifer McFadden, Assistant Dean, Fiscal Operations – Montserrat College of Art
- Brenda Murphy, Development Officer – Habitat for Humanity
- Erin Truex, Executive Director – Beverly Main Streets
- Conor Walsh, Member – Glovsky & Glovsky
- Charles Wear, Business Development Coordinator – Hancock Associates

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For inquiries, contact us.

Beverly Main Streets

Beverly Main Streets leadership