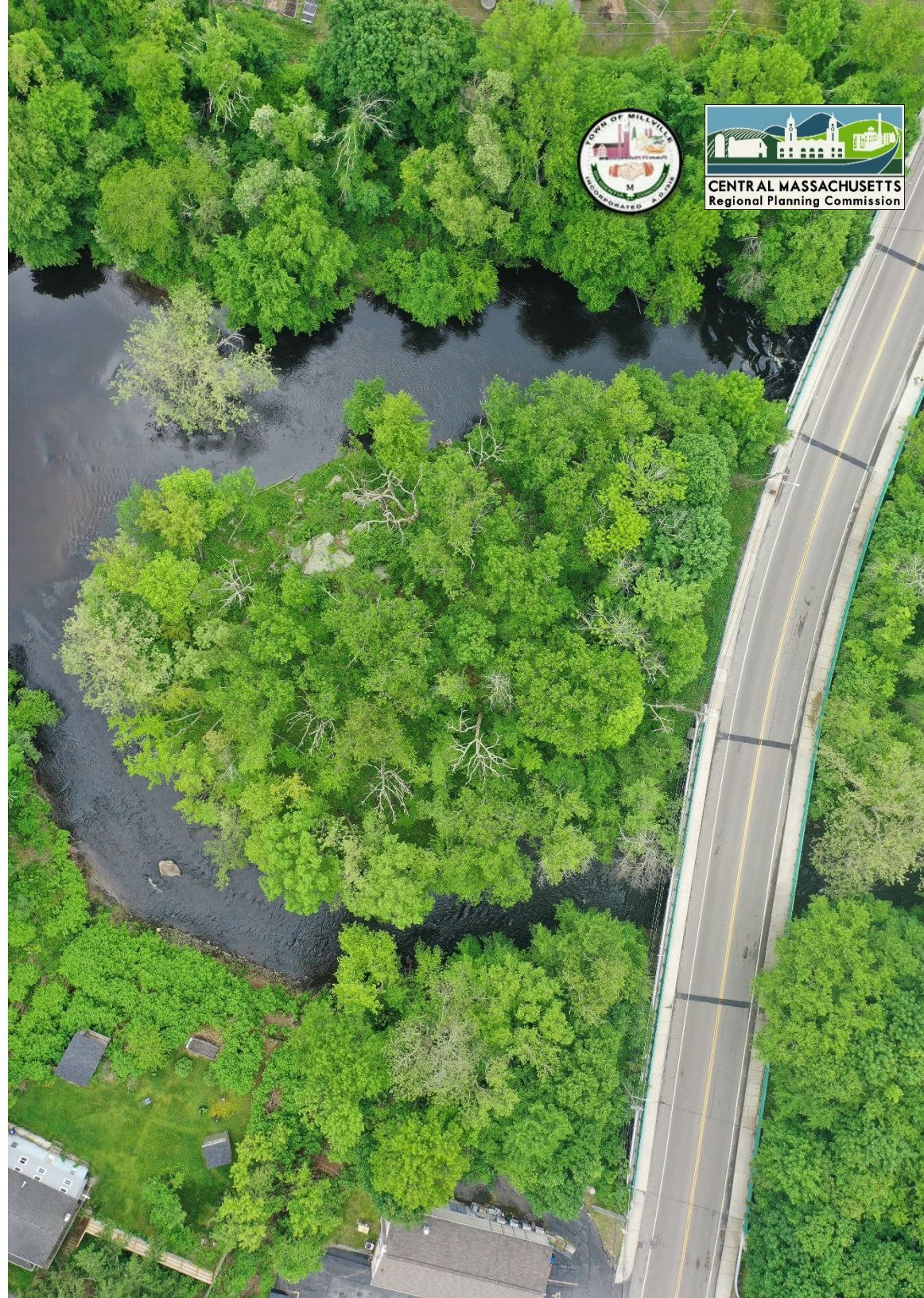


# Town of Millville Economic Development Plan

*This Plan is an effort of the Millville Planning Department with technical assistance by the Central Massachusetts Regional Planning Commission, funded through District Local Technical Assistance.*

*The goal of this plan is to guide zoning regulation changes, future grant writing projects, and town-wide initiatives with priority given to the village center, based on community values and vision.*

**2024 Town of Millville**



On behalf of our 2023-2025 Planning Board, we are pleased to present Millville's first Economic Development Plan.

We set out on this project in the Fall of 2023. Our goal was to put the necessary bones in place to facilitate a more vibrant and sustainable future for our community. Thank you to Sarah O'Brien, Kerrie Salwa and the team at CMRPC for helping us to make this vision into something real and meaningful. We are also grateful to those community members who spent time with us talking about our community's rich history, brainstorming new ideas, and collectively painting a picture of a future version of Millville. Your feedback was incredibly valuable.

This Economic Development Plan focuses on keeping and strengthening those things that make our community unique while also addressing the challenges we face in an effort to create an environment where local businesses can grow and where new investments may thrive. The key priorities and projects outlined revolve around public engagement, making the best use of Millville-owned properties, and supporting business growth.

We are excited about the possibilities ahead. The roadmap this plan lays out is ambitious, but we believe it is attainable. Success will depend on the collective efforts of everyone in our community – current and new business owners, local boards and committees, and residents who are invested in our future. Together, we can build a vibrant community that both attracts and supports businesses.

Pamela Maloney  
Chair, Millville Planning Board

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**Expanding the volunteer base and civic capacity**

Increase Town-Organized Events

Optimize Public Space

Building Consensus

**Optimizing town-owned parcels for residential use**

181 Main Street

8 Central Street

Millville Elementary School

**Supporting business owners and encouraging future business owners**

Business-Friendly Zoning

Develop Recreation Opportunities

Placemaking & Wayfinding

# Who is Millville?

*“A small rural town in the heart of the Blackstone Valley”*

Millville, born out of the Blackstone River, was incorporated as an independent town in 1916 during the rise of the rubber and felt mills. Hit hard by the Great Depression, U.S. Rubber closed its Millville plant soon after. Subsequently, the Lawrence Felting Mill was destroyed by a flood in the early 1930's. The Town was forced into bankruptcy and put into receivership from 1933 to 1945. Much of Millville's historic downtown shops and lively village character were torn down during this time.<sup>i</sup>

Since then, the iconic mill buildings have burned to the ground, and Millville residents tend to seek employment elsewhere. A lack of commercial or industrial tax base has led to budget constraints, strained municipal capacity, and facilities out of good repair. Many cite a lack of public water and sewer infrastructure as a deterrent for future growth. The question becomes, what is the vision for Millville's future?

The Town holds huge potential for manageable catalyst projects. Large swaths of public land, strong village center bones, and proximity to regional hubs makes Millville a jewel in the Central Massachusetts area.

Millville's greatest asset is its people, who display the power of rural community through storytelling, mutual aid, and connection.



## Existing Conditions

Millville’s population increased by substantial numbers between 1990 and 2010, reaching 3,000 residents for the first time since Millville’s incorporation. Although the population has slightly decreased in more recent years, slight rises are expected in the next thirty years, with a projection of 3,520 residents in 2050. Neighboring towns of Blackstone, Mendon, and Uxbridge are also expected to experience slight increases in population (Figure 1).

New residents may be drawn to Millville for proximity to major metropolitan centers and relatively low costs for land. Millville is attractive to young families looking for excellent public schools, access to major roadways, and regional amenities. If recent trends continue, new residents will continue residing in medium to large lot single-family homes with plans to commute to nearby cities or work from home.

On par with the region, the average mean travel time for Millville workers is thirty minutes, typically by car. However, Millville is reported to have less employees working from home than neighboring communities (Figure 2). A higher percentage of commuters is a strength for businesses relying on drive-by traffic.

**Figure 1: Historical Population Trends & Future Projections**

Year	Towns			
	Millville	Blackstone	Mendon	Uxbridge
1920	2,224	4,299	961	5,384
1930	2,111 (-5.1%)	4,674	1,107	6,285
1940	1,722 (-18.4%)	4,566	1,315	6,417
1950	1,692 (-1.7%)	4,968	1,619	7,007
1960	1,567 (-7.4%)	5,130	2,068	7,789
1970	1,764 (+12.6%)	6,566	2,524	8,253
1980	1,693 (-4.0%)	6,570	3,108	8,374
1990	2,236 (+32.1%)	8,023	4,010	10,415
2000	2,724 (+21.8%)	8,804	5,286	11,156
2010	3,190 (+17.1%)	9,026	5,839	13,457
2020	3,174 (-0.5%)	9,208	6,228	14,162
2030 Projection	3,332 (+5.0%)	10,691	6,605	14,697
2040 Projection	3,397 (+2.0%)	11,122	6,899	15,223
2050 Projection	3,520 (+3.6%)	11,567	7,016	15,726

Source: US Decennial Census and CMRPC Socioeconomic Projections

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*“I would love to see Millville get its spark” -Community Workshop 1*

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Figure 2: Commuting Trends						
Mean Travel Time to Work (Minutes)	Millville	Blackstone	Mendon	Uxbridge	North Smithfield	Worcester County
	30.3	35.7	33.2	33.8	29	29.3
Means of Transportation to Work						
Car, truck, or van	89.0%	85.5%	84.7%	82.5%	83.2%	81.2%
Drove alone	78.6%	78.1%	82.1%	74.7%	75.2%	73.5%
Carpooled	10.4%	7.4%	2.6%	7.8%	7.9%	7.7%
Public transportation (excluding taxicab)	1.2%	0.9%	2.0%	0.3%	0.5%	1.5%
Walked	0.7%	0.4%	0.0%	2.0%	1.2%	2.5%
Bicycle	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Taxicab, motorcycle, or other means	1.5%	0.0%	0.3%	2.3%	0.5%	1.9%
Worked from home	7.6%	13.3%	13.1%	12.9%	14.7%	12.7%

Source: American Community Survey 5-Year Estimates, 2022 S0801

According to Replica, Millville residents highly frequent North Smithfield, Uxbridge, Blackstone, Woonsocket, Milford, and Mendon (Figure 3), some of which are home to regional top employers (Figure 4).

Daily trips to Milford may be influenced by large employers like Waters Corp, Consigli Construction, and Southworth-Milton. Grafton, Hopedale, Sutton, and Uxbridge are also home to regional top employers for the Southeast Central Massachusetts region (Figure 4).

Figure 3: Millville Daily Trips by Destination		
City / Town	Count	Percent
Millville MA	747	15.76%
North Smithfield RI	506	10.68%
Uxbridge MA	447	9.43%
Blackstone MA	434	9.16%
Woonsocket RI	309	6.52%
Milford MA	293	6.18%
Mendon MA	206	4.35%
Bellingham MA	199	4.20%

Replica Northeast Thurs, Spring 2023 OD Data.  
 Trip Purpose Filters: Eat, Errands, Recreation, Shop, Social, Work  
 Rhode Island Department of Labor and Training

**Figure 4: Top Employers of Southeast Central Massachusetts**

Company	Location	Employees
Waters Corp	Milford	1,000-4,999
Consigli Construction Co Inc	Milford	500-999
Southworth-Milton Inc	Milford	500-999
Cummings School of Veterinary	Grafton	500-999
National Grid	Hopedale	250-499
Milford High School	Milford	250-499
Washington Mills North Grafton	Grafton	250-499
Wyman-Gordon	Grafton	250-499
Sutton School District Supt	Sutton	250-499
Hannaford Pharmacy	Uxbridge	250-499
Lenze AC Tech	Uxbridge	250-499

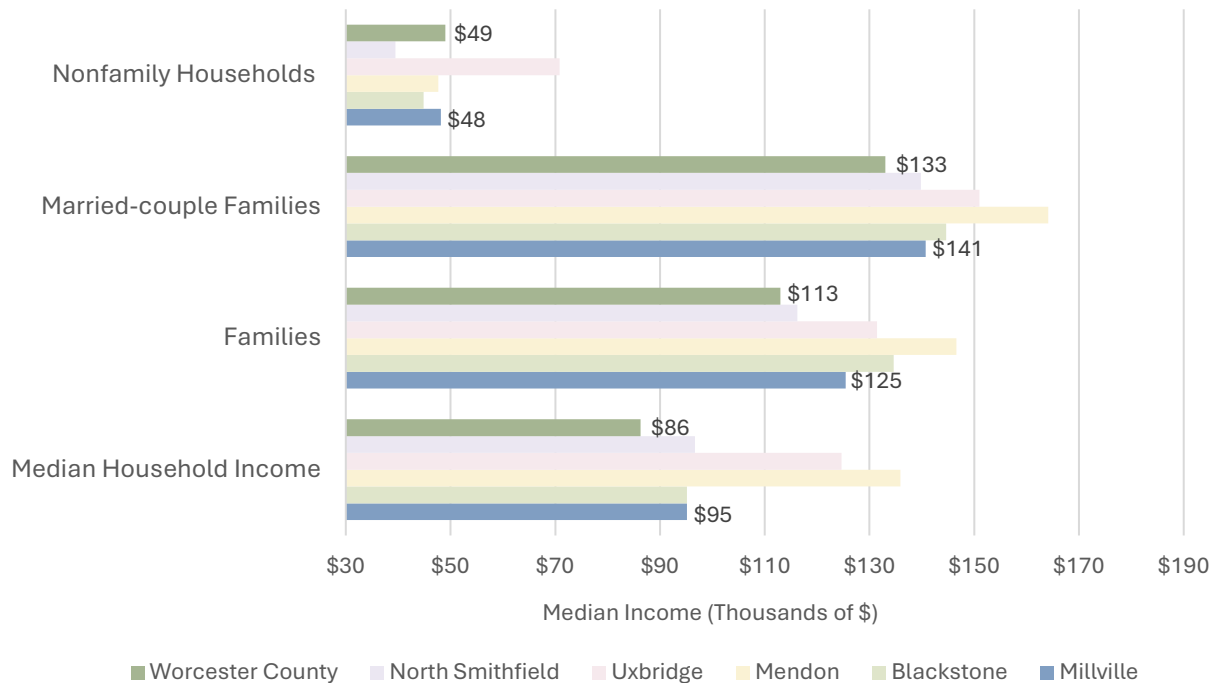
Source: Data Axle via MA Dept. of Economic Research

Millville’s median income is average for Worcester County, trending closely with North Smithfield and Blackstone.

Neighboring communities of Mendon and Uxbridge trend higher in most measures of median income (Figure 5).

Median household income can be used to measure disposable income available for local business spending. Millville residents have a relatively average income at a regional scale.

**Figure 5: Median Income by Families and Households**



Source: American Community Survey 2022 5-Year Estimates, Table S1903

Millville residents tend to be more blue-collar workers, as 29.8% of people over 26 hold a bachelor’s degree or higher, compared to Worcester County’s 37.7 percent of residents with a bachelor's degree or higher.<sup>ii</sup> Many on-the-rise industries in Central Massachusetts do not require degrees. Hospitality, metal manufacturing, and retail are expected to be the top growing industries in the region looking forward to 2030.<sup>iii\*</sup> Similarly, the top growing sectors in Rhode Island are projected to be arts, entertainment, and recreation; accommodation and food services; and transportation and warehousing.<sup>iv\*</sup>

The top industries for employed people living in Millville are education, health care and social assistance and manufacturing; trending with Worcester County and Providence County in most industries. Millville is home to more professionals in public administration than Providence and Worcester County, but less in retail trade (Figure 6).

**Figure 6: Industry for the Civilian Employed Population Over Age 16**

	Millville	Worcester County	Massachusetts	Providence County, RI	Providence-Warwick, RI-MA Metropolitan
Agriculture, forestry, fishing and hunting, and mining:	0.28%	0.43%	0.44%	0.30%	0.54%
Construction	6.16%	6.48%	5.98%	6.24%	6.72%
Manufacturing	13.94%	11.68%	8.99%	11.20%	10.90%
Wholesale trade	3.50%	2.30%	2.03%	2.47%	2.51%
Retail trade	7.11%	11.15%	9.93%	11.61%	11.39%
Transportation and warehousing, and utilities:	5.66%	4.82%	4.21%	5.31%	4.78%
Information	1.33%	1.70%	2.10%	1.23%	1.39%
Finance and insurance, and real estate and rental and leasing:	6.94%	6.22%	7.28%	6.52%	6.63%
Professional, scientific, and management, and administrative and waste management services:	9.16%	12.02%	15.27%	10.81%	10.98%
Educational services, and health care and social assistance:	23%	28.17%	27.89%	26.89%	26.53%
Arts, entertainment, and recreation, and accommodation and food services:	9.44%	7.00%	7.74%	9.07%	8.95%
Other services, except public administration	6%	4.30%	4.33%	4.46%	4.46%
Public administration	7.50%	3.73%	3.82%	3.91%	4.23%

Source: American Community Survey 2022 5-Year Estimates, S2403



Although Millville is home to a substantial number of commuters, there are business opportunities at home. 20.5% of businesses in Millville are construction companies. In total, 39 businesses are registered in Millville (Figure 7).

There is opportunity to expand retail trade, warehousing, and office space in Millville.

The Town’s commercial tax rate is a strength for attracting new businesses, sitting slightly lower than neighboring Massachusetts towns. However, lack of public infrastructure and amenities that communities with higher tax rates offer could sway potential economic development away from Millville.

Figure 8: Residential and Commercial Municipal Tax Rate	
Town	Tax Rate
Blackstone	16.18
Mendon	14.60
<b>Millville</b>	<b>13.89</b>
Uxbridge	13.95

Source: DLS Community Comparison - FY2023 Tax Levies & Rates by Class

Figure 7: Millville Businesses by NAICS Codes		
NAICS Codes	Businesses	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%
Mining	0	0.0%
Utilities	0	0.0%
Management of Companies & Enterprises	0	0.0%
Manufacturing	0	0.0%
Educational Services	1	2.6%
Accommodation & Food Service	1	2.6%
Retail Trade	1	2.6%
Transportation & Warehousing	1	2.6%
Information	1	2.6%
Finance & Insurance	1	2.6%
Real Estate, Rental & Leasing	1	2.6%
Professional, Scientific & Tech Services	2	5.1%
Administrative, Support & Waste Management Services	2	5.1%
Health Care & Social Assistance	2	5.1%
Arts, Entertainment & Recreation	2	5.1%
Wholesale Trade	2	5.1%
Unclassified Establishments	4	10.3%
Other Services (except Public Administration)	5	12.8%
Public Administration	5	12.8%
Construction	8	20.5%
<b>Total</b>	<b>39</b>	<b>-</b>

Source: Data Axle via Esri Analytics, 2023

## Community Engagement

Comprehensive community engagement was a crucial component of this planning endeavor. The planning team from CMRPC and Millville toured the Town in late February to understand priority parcel assets and limitations. Stakeholder interviews were conducted with residents, volunteers, business owners, and members of the planning board.

On March 23<sup>rd</sup>, the Senior Center hosted a community workshop to hear resident stories and future visions. The twenty people in attendance spoke about frustrations regarding the lack of water and sewer infrastructure, desire for new small businesses, recreational access to the Blackstone River, and confusion about the state of Millville Elementary School and the historic Town Hall. Participants requested a second workshop, to be held in May, to hear a draft version of this plan and provide further feedback before a presentation to the planning board.

The following top themes, priority parcels, and town-wide projects are direct findings from site visits, stakeholder interviews, and the two workshops.

The project team would like to thank the workshop participants for their thoughtful ideas, time, and love for Millville.



## Top Themes

### Establish Consensus for Millville Elementary School and Historic Town Hall Conditions.

Historic Town Hall and Millville Elementary School are two public buildings that are currently inactive. Throughout community engagement, we heard conflicting and varying levels of understanding on the condition of the two buildings. Broad-reaching, fact-based public engagement events to discuss these facilities should be the first step in implementing this plan. Building consensus on existing conditions and necessary strategies will improve town pride and inspire residents to get involved.

### Increase “By-Right” Use in the Commercial Business District.

When utilized correctly, zoning regulations can be a powerful tool for attracting desired development. Increasing by-right use in the commercial business district use table will communicate to Millville entrepreneurs that the Town is eager to partner with them, minimizing one of the many challenges of opening a small business. During the two public workshops, residents expressed their desire for new cafes, restaurants, and retail in the commercial district, also known as the village center.

### Build Civic Capacity by Increasing Community.

Millville’s greatest strength is community connection. Organizing and supporting community events will inspire more connection by facilitating informal introductions to local stakeholders and volunteering opportunities. Word of mouth and personal invitations to boards, committees, elections, and initiatives can increase local capacity to undertake daunting projects. Heightened connection in a rural town like Millville boosts mutual aid and social support, increasing quality of life.

### Increase Use of Public Space.

Millville is home to an abundance of spaces ripe with opportunity for increased use. Existing outdoor spaces of 181 Main Street, the Blackstone River Greenway, and Veterans Memorial Park can all be improved and connected. Indoor meeting spaces in the Senior Center, Millville Free Public Library, and Chestnut Street Meeting House are ready to host community events that spark connection and innovation. Public spaces support up and coming entrepreneurs through short-term farmers’ markets, pop-ups, and workforce education. Open space can be utilized to provide public sports facilities, such as soccer and baseball fields. Creating a locally maintained field is a cost-effective way to bring thousands of visitors through Millville while aligning with Millville’s desire to build out community sports programs.



*Central Street and the Blackstone River Greenway Crossing*

# Part 1: Priority Parcels

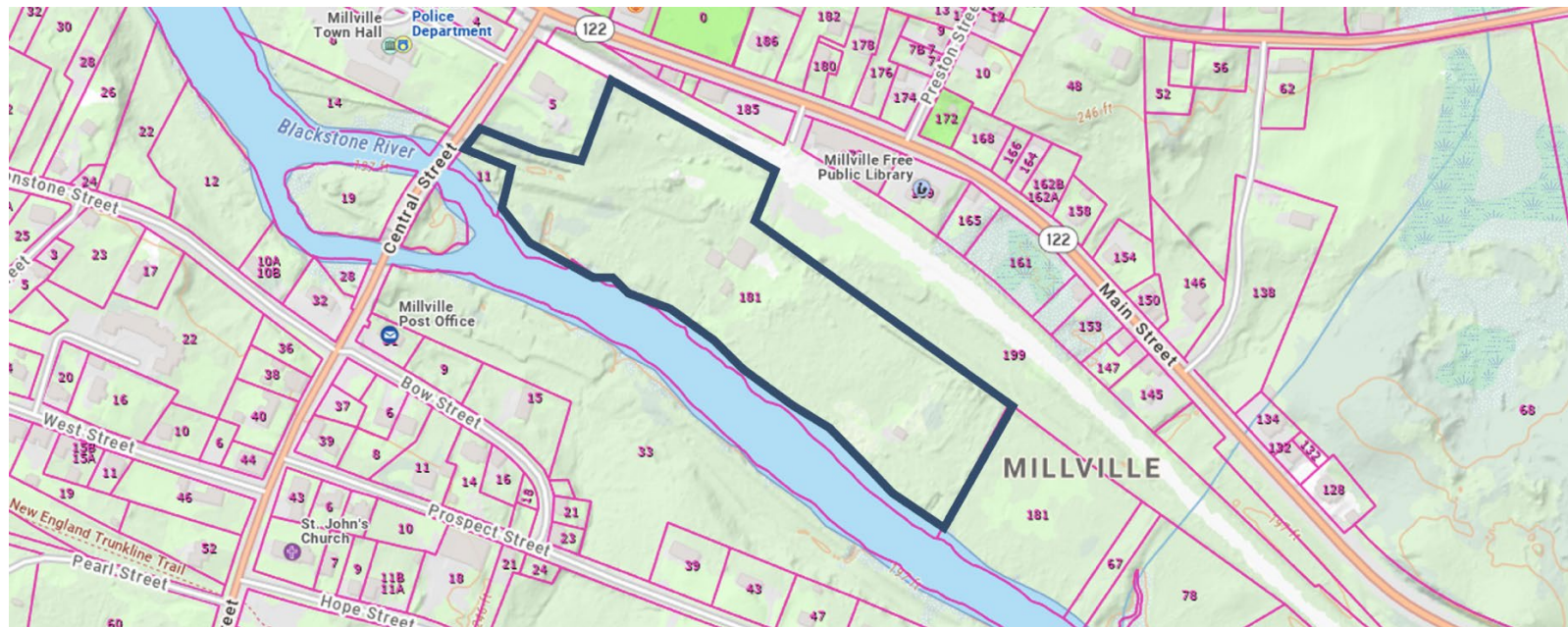
## 1. 181 Main Street

181 Main Street is the former site of the Woonsocket Rubber Company. The factory buildings had been generally vacant for forty years by the time they burned in the 1970's. What's left is a large overgrown site with environmental concerns and dumped construction materials, as well as one remaining building with limited structural integrity.

This site holds incredible potential for future use as an access point to the Blackstone River. The site connects, with little to no slope, to the riverside. A kayak launch, accompanied by a manicured launch site, could support recreational use.

The eastern area of the site was historically used as a baseball field by mill workers. Millville residents have expressed interest in reinvigorating that area as a field. There is also potential to provide historical context of the site as it pertains to the industrial revolution.

**Figure 9: 181 Main Street Property**



Basemap Source: MassGIS Commonwealth of Massachusetts Bureau of Geographic Information



Current Conditions of 181 Main Street

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*“It kills me that we can’t use the river” -Community Workshop 1*

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As a first step, a clean-up of the site should be performed to ensure the land is safe. Public walkways, landscaping, and grounds maintenance can bring this piece of land up to the standard of a public park. Conversations with CSX and Valley Disposal Service should be had to discuss the train right of way between 181 Main and public parking/Main Street. A development feasibility study, published by CMRPC and Fuss & O’Neil in 2012, created potential scenarios for the sale and private development of 181 Main. The study determined a lack of potential entry points may deter car traffic due to the train right of way and limited access onto Central Street. Recreational development of the site, with potential to connect neighboring trails, was considered most appropriate by workshop participants. A future trail can connect to town-owned parcels across Central Street, including 305 Main Street and 275 Main Street.

**Parcel 1: 181 Main Street**

First step: Site clean-up and brownfield plan.

Goal: Cleaned-up recreation site with river and trail access.

Inspiration: Town of Webster Riverwalk

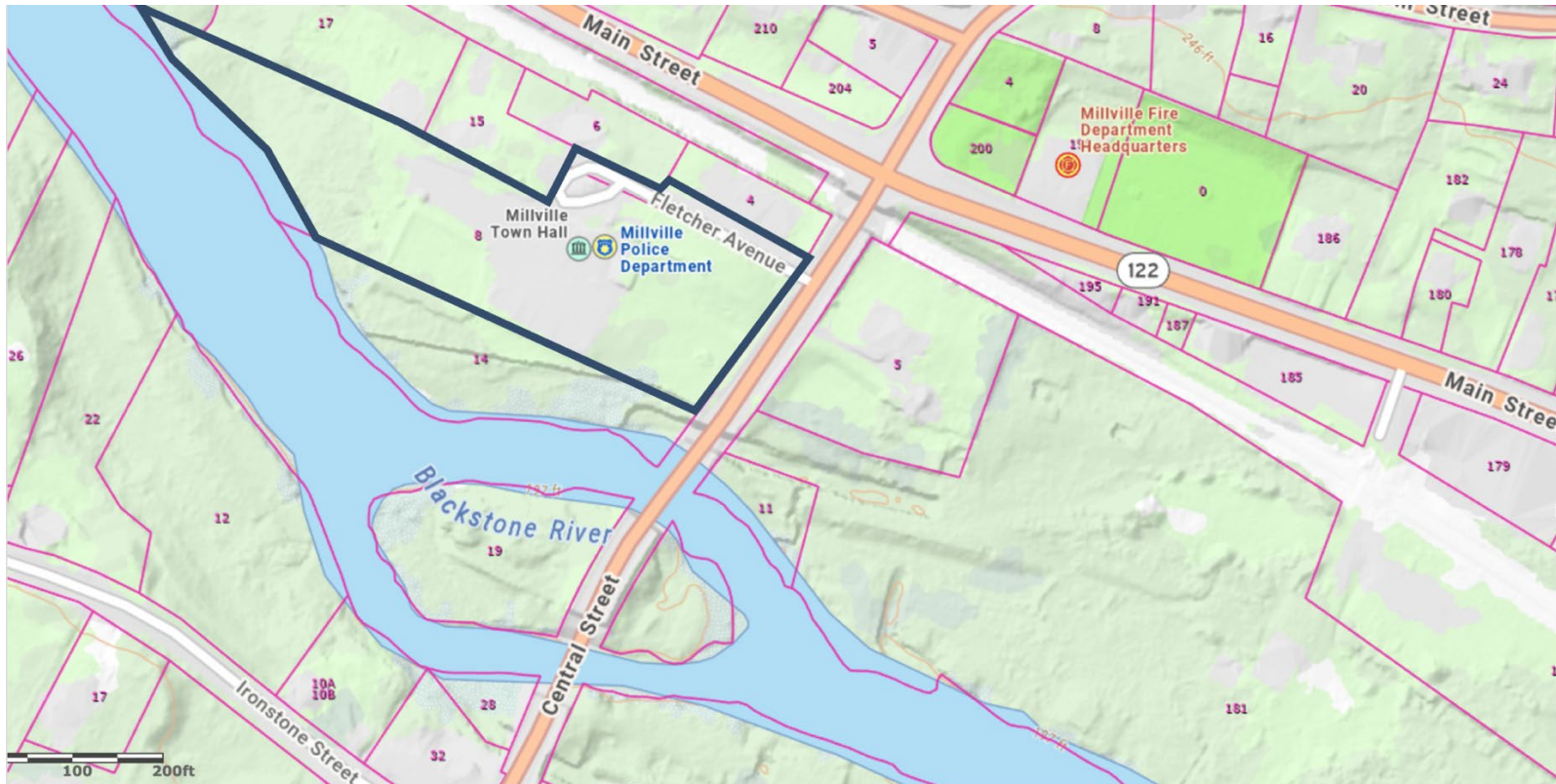


*Potential access point to 181 Main Street, connecting to CSX Right of Way and Valley Disposal.*

## 2. 8 Central Street

8 Central Street, owned by the Town, is home to the historic Udor Tower, Millville Police Department, Millville Town Hall, a playground, parking, and a community garden. There are many causes for concern in this complex. The Historic Town Hall has not been open since 2016 following news of structural damage. The extent of the damage and salvageability of the historic building are debated by local officials. A clear vision of whether or not this building is feasible to act as a Town Hall in the future must be decided. Town Hall functions have been operating in the Veterans of Foreign Wars building on Main Street through a rental agreement. Plans for either old Town Hall renovations or construction of a permanent new building should be considered.

**Figure 10: 8 Central Main Street Complex**



*Basemap Source: MassGIS Commonwealth of Massachusetts Bureau of Geographic Information*



Ideally, a new Town Hall should also house the Police Department, which currently resides in a temporary structure next to the Old Town Hall building, now nearing its life expectancy. Either pairing a new police station with a new fire house or providing space for public safety in a new Town Hall will be appropriate for future operations.

The Town can also explore adding access to the riverfront in the back corner of 8 Central Street near the playground area. Improvements to this area of the lot will connect 8 Central Street to the village center and increase public use.



*Historic Town Hall*



*Temporary Police Headquarters*



*Closed Playground*

### **Parcel 2: 8 Central Street**

First step: Determine and communicate current state of Historic Town Hall and feasibility of restoration.

Goal: Move Town Hall functions back to 8 Central Street, build new police station, improve use of land for public use.



8 Central Street

### 3. Millville Elementary School

Millville Elementary School, the only of three Blackstone-Millville Regional School District schools to be housed in Millville, is scheduled to be closed for two school years due to concerns about water quality from an on-site well. There have been numerous opposing reports and comments on the status of the well and the options moving forward.

A mediator should be hired to discuss the issue with the School Committee, the Millville Board of Selectmen, engineers, and MassDEP. Since this project concerns the safety and wellbeing of children, we recommend parents in the Blackstone-Millville Regional School District receive the facts of the situation and are informed of next steps to be taken. Similarly to Historic Town Hall, comprehensive community engagement should be provided to inform and discuss these topics through a united force.

This topic is included in the Millville Economic Development Plan because a strong, local, education is a deep value for Millville residents. Not only does the school bring more people through Millville, it also establishes a sense of community pride that deserves to be restored.



*Millville Elementary School*

#### **Parcel 3: Millville Elementary School**

First step: Hire a mediator.

Goal: Reopen Millville Elementary School.

## Part 2: Priority Town-Wide Projects

### 1. Foster a Strong Community

The Millville community is full of un-tapped talents, passions, and connections. Gathering buy-in for local initiatives from more Millville residents can bolster capacity for the projects recommended in this plan. Through increasing use of existing public space and events, connections between residents will be strengthened, inspiring new residents to get involved in volunteer positions.

During the workshops, residents shared stories of the success of Millville’s 100 Year Anniversary celebration. The committee supporting these events served as an introduction to town processes, motivating commitments to other year-round boards. Similar short-commitment opportunities, such as holiday season decorating committees and one-off event planning boards, can act in a similar way as a less-daunting introduction to people and initiatives in town. The Town can also provide “Welcome to Millville” booklets for new residents that includes history, municipal information, and a list of businesses and local services.

Another indirect benefit of increasing community interactions is the sharing of talents. For high-cost projects recommended in this plan, the Town can reduce the sticker price by using local skills. For instance, volunteers can build benches for 181 Main Street, paint public art near the improved 8 Central Street playground, or use sponsorships for engraved pavers near a kayak launch. This not only supports local projects in capacity and cost, but fosters buy-in and ensures any changes to Millville have a local touch. Everyone in Millville has connections, strengths, and passions. How can Millville use them better to create a stronger rural community?



*A Millville Police Officer reads to Millville Elementary School students*



*The Millville Community Garden, 10 Central Street*

## Increase Use of Public Space

Millville does not lack public spaces with great potential as community meeting places. Small improvements and linkages between public spaces can foster heightened connections between residents and encourage tourism. The Town is home to open space and gathering rooms that can address the barriers of opening a brick-and-mortar business by providing space through markets and entrepreneurship courses/workforce training. The following are existing assets for fostering community and economic development:

### *Blackstone River Greenway*



The Blackstone River Greenway is well-maintained by the Massachusetts Department of Conservation and Recreation, offering clear signage, parking, and amenities that connect Millville to Uxbridge and Blackstone through a 3.7-mile paved trail. This trail can be optimized by adding signs to local attractions at the Hope Street entrance and connecting the trail to the village center through bike lanes.

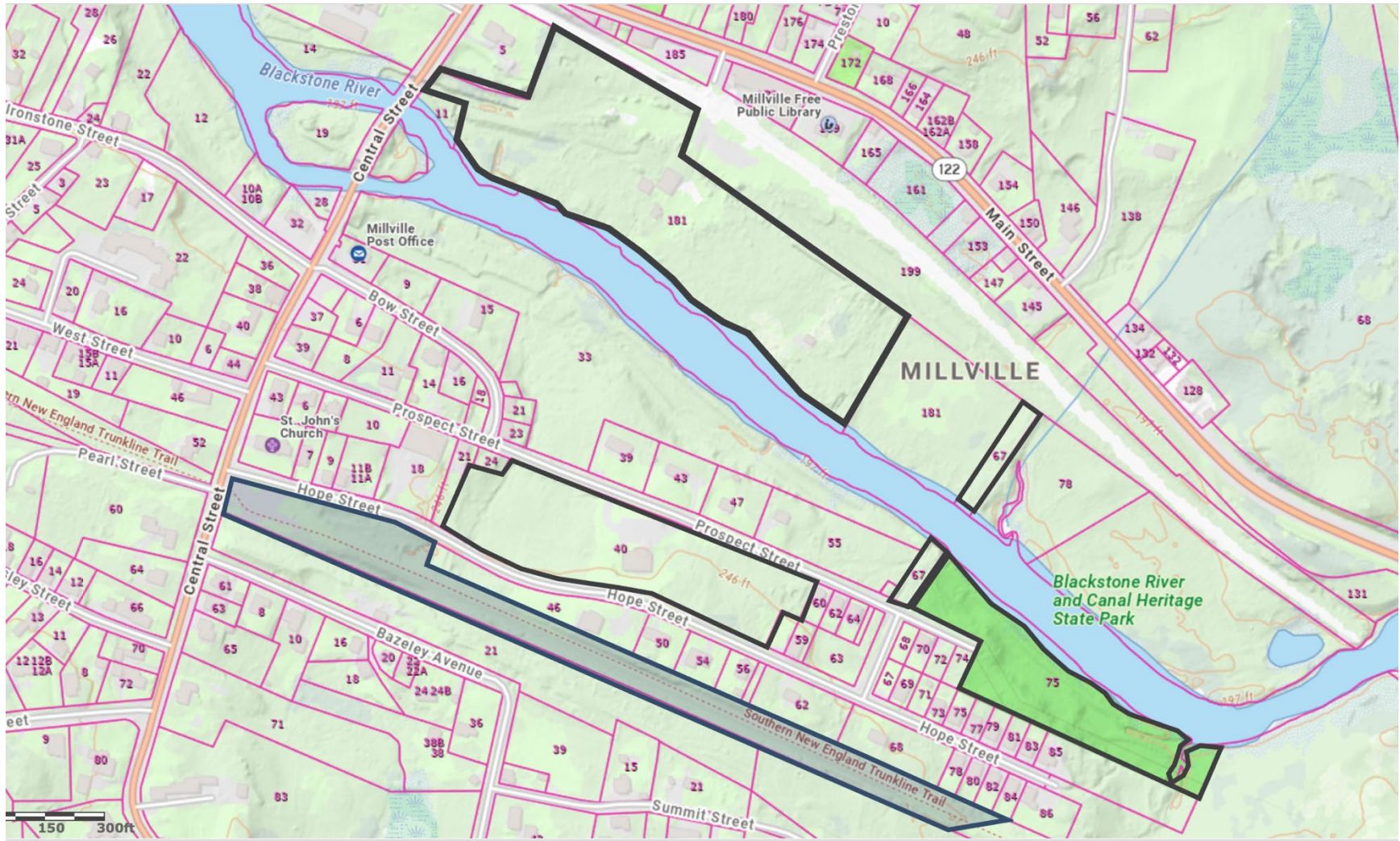
Central Street has bicycle paint markings reminding vehicle operators to share the road with bikers. Referred to as “sharrows”, these markings do not constitute a safe bike lane. The Town can consider implementing a green painted bike lane on Central Street and Main Street if road widths allow.

In 2021, MassTrails conducted a Shared Use Path Impacts Study for the State. The study discovered paths in Massachusetts generated between \$378,000 and \$9.2 million per path for businesses near the trails in a four-month period. A survey conducted across four shared use paths in Massachusetts found 42% of surveyed path users spent money while using the path.<sup>v</sup> Continued use and future connections to the Greenway can support commercial use in the village center.

This trail connection's proximity to the village center holds great potential for future economic development. If Millville were to invest in trail connections, for instance as a part of 181 Main Street or connecting to the Blackstone Lock (Figure 11), local residents would be able to access the trail as a local loop rather than a straight line.

*Sign for the Blackstone River Greenway, Hope Street*

**Figure 11: The Blackstone River Greenway and Potential Town-Owned and State-Owned Connections**



Basemap Source: MassGIS Commonwealth of Massachusetts Bureau of Geographic Information

### *Veterans Memorial Park*



Veterans Memorial Park, located next to the Fire Department, holds great potential for community events. The existing benches, lighting, and historical placards make this park an asset. The Town can consider increasing electrical supply to benefit farmers' markets or concerts under the pavilion.

### *Millville Free Public Library*



The Millville Free Public Library has historically suffered from disinvestment. Increasing resources can lead to more community-wide events, programming, and partnerships with the Blackstone-Millville School District. Friends of the Millville Free Public Library support the library's existing resources through donations and volunteering. Use of the library may increase if programming and services are listed on the Town's website.

### *Mill Tavern/Pot Belly Pub*



Not only does Mill Tavern Pizza serve up a good slice, the basement of the building is a great asset for community meetings, formal and informal. Partnering with private spaces can welcome residents that feel less comfortable in public buildings for community events.



### *Chestnut Street Meeting House*



Located on 318 Thayer Street, the Meeting House is listed on the National Register of Historic Places. Constructed in 1769, the building includes a pulpit and upper gallery seating from the early 1800's. The property is maintained by the Chestnut Street Meeting House and Cemetery Association, a 128-year-old association that encourages public meetings and tours. Continued preservation and an addition of a bathroom facility can benefit this space's potential.

### *Millville Senior Center*



The Senior Center provides programming and services four days a week with lunches held every Thursday. Van services for appointments and shopping are available upon request. The Center holds a multi-purpose room with potential for large group events and meetings. Additional resources for the Senior Center can promote more programming, such as workforce development and trades education, support groups, and entrepreneurship courses.

### *Southwick's Zoo, Earth Ltd.*



The Southwick's Zoo, just outside Millville's border, creates tourism potential for Millville. Advertising local businesses on site and digitally can bring some of Southwick's thousands of annual visitors to Main Street.



An expansion of the Southwick Zoo, in Millville, is currently under construction. The Earth Ltd. Discovery Center will offer educational and outreach programs for zoo visitors centered around ecosystem conservation. There is potential to welcome similar small businesses on Vineyard Street and Chestnut Hill Road to capitalize on existing foot and car traffic, which would require zoning changes.

## Actions & Events

During community engagement, many specific community events were noted as desirable, including a history scavenger hunt, increased classes and programming at the Senior Center and Millville Free Public Library, workforce development assistance, interest-driven clubs, and a revival of events at Veterans Memorial Park with the Fire Department.

More general events can take shape around Main Street and Central Street, including farmers’

markets, craft fairs, collaborative public art, and cookouts. Ongoing initiatives can tap into local history. The lawn in front of the Old Town Hall could hold “create your own Udor Tower” competitions or historical reenactments of the Blackstone River’s many historical purposes.

Millville’s Centennial Celebration was a huge success in not only gathering Millville residents together to celebrate shared history, but by inspiring residents to commit to longer-term committees. Similar one-off and annual events can create even more momentum toward Town initiatives.



*Town of Millville 100 Year Anniversary Celebration*

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*“What I love about Millville is I can see a vision for what it could be” -Community Workshop 1*

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### **Project 1: Foster a Strong Community**

First step: Commit to organizing one annual event to tie into Millville’s history.

Goal: Fill vacancies on local boards and commissions, build supportive community structures, support entrepreneurship and community pride.

## 2. Increase Supply of Fields and Recreation

Millville has an opportunity to create lighted soccer or baseball fields to attract local and regional use by amateur and youth sports programs. Sports tourism numbers, especially on the weekends, could attract a restaurant, ice cream shop, or sports store. At minimum, high schoolers could be employed through a snack stand or referee and coaching jobs. Fields are an inexpensive way for Millville to expand quality of life offerings while supporting private businesses. A step further could be developing basketball, tennis, or pickleball courts for local use. These are less likely to attract organized use, but could be popular for pick-up game use.

Regional examples of municipal fields include Krashes Field in Princeton, Curtis Field in Hubbardston, Roach Field in Hardwick, and Russell Memorial Park in Leicester.

At a larger scale, communities across America are turning to youth and amateur sports complexes as a method to attract tourism, to the tune of \$9 billion of investment from 2017-2022.<sup>vi</sup> Sports ETA reported \$39.7 billion of direct spending in the sports tourism sector generated an economic impact of \$91.8 billion.<sup>vii</sup> The industry of youth sports is a growing path for historic mill and factory towns.

Millville can explore the feasibility of utilizing the following public properties for a field:

- 155 Harkness Road
- 181 Main Street
- 72 Chestnut Hill Road (King Property)
- Acquisition of private land

### **Project 2: Increase Supply of Fields and Recreation**

First step: Identify appropriate parcels for a feasibility study.

Goal: Supply additional sport facilities for regional use.

### 3. Complete a Full Zoning Update

A full zoning diagnostic and rewrite may be required to align zoning regulations with a vision for the future. Zoning regulations became a national best practice to ensure safety, health, and wellbeing. However, overregulation of zoning can hinder small business and diverse housing development, especially in rural towns. The following list are changes that can be made to incentivize development of new small business construction. A full zoning update can also implement modern climate change adaptation best practices to align with the State’s Net Zero goals. These recommendations also align with Millville’s 2012 Village Center Visual Preference Survey findings:

#### End parking minimums.

Widespread parking minimums can deter new businesses by requiring the same or similar parking requirements for a range of purposes, with no consideration for available parking in nearby lots or specific business requirements. For instance, a sit-down restaurant has more hourly parking needs than a stop-in corner store. Ending parking minimums allows the planning board to make contextual decisions on parking needs on a parcel-by-parcel basis.

#### Change special permit requirements to permit requirements in the Village Center and Commercial Business Districts for commercial uses.

Commercial uses are desired in the Village Center. By changing special permit requirements to a permit requirement, Millville can shorten the permitting process for commercial uses that support the village center.

#### Allow mixed-use by right in Village Center and Commercial Business Districts.

Allowing mixed-use by right in the Village Center and Commercial Business Districts can align regulations with existing uses along Central and Main Street. Many parcels that historically served in commercial functions have been replaced with residential buildings. Allowing mixed-use by right can incentivize conversion of residential buildings into first floor shops with housing above, returning Millville’s traditional character.

## Reduce setback and buffer regulations to align with existing character.

Along Main Street, a minimum setback of 30 feet is required. This regulation does not reflect historical and current development patterns along Main Street, which hug the sidewalk and create a village center feel. The Town can also consider how minimum lot sizes, frontages, and setbacks can limit development in some of Millville’s smaller parcels.



Existing non-conforming buildings in the village center with little-to-no setbacks.

**Figure 12: Millville Zoning Regulations, Dimensional Requirements**

District	Minimum Lot Size (sq ft)	Minimum Frontage (ft)	Minimum Setbacks (ft)			Maximum Height (stories)
			Front	Side	Rear	
Outlying Residential	60,000	200	50	30	30	2 1/2
Village Residential	40,000	200	40	30	30	2 1/2
Village Center	20,000	150	30	20	20	3 to 4
Commercial Business	20,000	150	30	20	20	3

Source: Town of Millville Zoning Regulations, Accessed June 2024

### Project 3: Complete a Full Zoning Update

First step: Complete a Zoning Diagnostic.

Goal: Welcome new business and mixed-use development in the existing village center.

#### 4. Promote Available Parcels for Development

The Town can partner with the Blackstone Valley Chamber of Commerce to support “open for business” conversations between landowners and new developments. Promoting available parcels with information on the condition of the property, zoning and permitting, and local context can support use of vacant lots and fill in the Main Street area.

Towns with an Economic Development Coordinator or full-time Town Planner post information on private parcels ripe for development on the town’s website. The Town can create a brochure highlighting specific priority development sites. A volunteer board, such as an Economic Development Committee, can take this role as well.

Connecting with the Blackstone Valley Chamber of Commerce can facilitate conversations with interested developers and businesses looking to move to Millville.

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*“My sixth grader walked a mile from our house to George’s Variety...I would love for there to be a place for them to go afterwards” -Community Workshop 1*

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**Project 4: Promote Available Parcels for Development**

First step: Publicize inventory of vacant/available properties

Goal: Establish “open for business” reputation with developers to promote housing units and small businesses.



*Central Street Bridge Crossing the Blackstone River*

## Part 3: Best Practices

### Smart Growth Principles

- Mix land uses
- Take advantage of compact building design
- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Preserve open space, farmland, natural beauty, and critical environmental areas
- Strengthen and direct development towards existing communities
- Provide a variety of transportation choices
- Make development decisions predictable, fair, and cost effective
- Encourage community and stakeholder collaboration in development decisions.

Smart growth principles are widely adopted by planners and environmental advocates as a method to balance environmental, social, and economic needs of a community. On a rural scale, smart growth promotes clustering needed housing and business in village centers to preserve wide swaths of undeveloped land. In many ways, this type of development mirrors the land use strategy in early 1900's Millville, with relatively dense commercial use focused around the mill and factory buildings around Main Street.

During community engagement, we heard themes of nostalgia for the old bowling alley, restaurants, and hardware stores that were previously clustered downtown that connected residents in sprawled single-family homes to the community while preserving large lots and the local ecosystem. Adopting Smart Growth Principles in regulations can incentivize future developers to reestablish Millville's historical look.

### Support the Infrastructure Base

The Town's lack of public water and sewer may be a hinderance to medium to large scale commercial and industrial endeavors. However, neighboring communities have been successful in attracting businesses that support the local tax base without the installation of public water and sewer lines. Millville can continue to support the work of the Building Inspector, Planning Board, and Board of Health during permitting of private water and sewer operations to ease the additional burden for developers. In the case of new federal or state funding programs supporting the construction of public water and sewer, Millville can prepare up to date feasibility studies for designs of water and sewer public connections.



The Town can also continue supporting the local road network, options for trash and recycling disposal, public safety, and schools to attract business development.

Advocacy for rural infrastructure needs can be strengthened through partnerships with neighboring communities, CMRPC’s Regional Services Department, and the Massachusetts Rural Affairs office. Specifically, Millville residents have expressed frustration with dead-zones of cell service and lack of funding for rural road maintenance. Creating regional coalitions to express these concerns can build power.

### Support Existing Business Owners, Workers, and Entrepreneurs

The Town can support existing businesses by showcasing businesses and cultural attractions. Creating online “business spotlights”, local news articles, and village center events can boost local sales.

MassHire’s Central Massachusetts Workforce Board offers career and job resources, education, and training. The Town can partner with MassHire to support youth and adults interested in tapping into local construction and trade employers by providing workforce education options and internship programming.

Similar workforce training is available through the Blackstone Valley Chamber of Commerce. Located in Whitinsville, the Chamber offers workforce development and vocational training through the Blackstone Valley Hub. Sharing resources on local job training programs can support Millville residents and provide options for community members to stay local after high school graduation. The Town can also connect existing businesses and entrepreneurs to the Chamber to take advantage of employment and business offerings.

The Greater Worcester Community Foundation is another potential partner for projects related to economic opportunity and innovation.



## Placemaking & Wayfinding

“Placemaking” tools are semi-permanent and permanent amenities and aesthetic additions to a streetscape that align with a community’s shared tradition and values. The purple Millville flags on Main Street are a great example of placemaking tools. The signs not only welcome visitors, but proudly display more context on the community’s history and correspond with historical markers on Central Street. Together, these tools guide visitors through the area.

The corner of Main Street and Lincoln Street next to the fire station has potential for beautification. In proximity to a well-traversed street, adding eye-pleasing landscaping, benches, and signage will welcome travelers from Uxbridge. The Town can add a changeable message board, similar to the one at the Municipal Building, to alert residents of local news and events.

New signs at other high-traffic areas, similar to the black sign on the corner of Main and Lincoln Street, can guide visitors to the Southwick Zoo, religious institutions, and commercial offerings.



*Efforts to update and expand this signage along Main Street and Central Street can instill Millville pride and welcome visitors.*

## Part 4: Implementation

Project	Priority	Cost	Partners & Resources
Create an implementation committee for the Economic Development Plan.	High	Low	
<b>Parcel 1:</b> Clean-up 181 Main Street and address brownfield conditions.	High	High	Brownfields (One Stop for Growth) Rural Development Fund (One Stop for Growth)
<b>Parcel 1:</b> Create public access to 181 Main Street and maintain as a town park.	Medium	High	CSX Valley Disposal Services Rural Development Fund (One Stop for Growth) Destination Development Capital (Executive Office of Economic Development) Environmental and Climate Justice Community Change Grants (EPA) Community Project Funding (Congressman Auchincloss) Parkland Acquisitions and Renovations for Communities (PARC) Grant Program Municipal Vulnerability Preparedness Program Department of Conservation and Recreation Blackstone River Coalition Building Resilient Infrastructure and Communities
<b>Parcel 1:</b> Determine feasibility of trail connections to 295 and 305 Main Street parcels.	Potential	Medium	
<b>Parcel 2:</b> Determine and communicate the current state of Old Town Hall and feasibility of restoration	High	Low	EDA Economic Adjustment Assistance Program

If feasible: Restore building and return Town Hall functions to 8 Central Street.	Potential	High	Mass Historic Rural Development Fund
If not feasible: Determine site and construct municipal building for Town Hall functions and public safety.	Potential	High	Rural Development Fund
<b>Parcel 2:</b> Explore access to the Blackstone River from 8 Central Street	Low	Low	Parkland Acquisitions and Renovations for Communities (PARC) Grant
<b>Parcel 3:</b> Hire a mediator for to discuss water concern issues at Millville Elementary School	High	Low	
If necessary: Address water condition issues with treatment solutions or a public water line connection from a neighboring community.	Potential	High	RCAP Solutions EDA Public Works Program EDA Economic Adjustment Assistance EPA Water Technical Assistance Department of Energy Renew America's Schools USDA
<b>Parcel 2 &amp; 3:</b> Hold a series of public engagement meetings to openly discuss the Old Town Hall and Millville Elementary facility conditions and potential directions forward.	High	Low	
<b>Project 1:</b> Add wayfinding signs to Hope Street adjacent to the Blackstone River Greenway crossing.	Medium	Low	
<b>Project 1:</b> Explore the addition of a bike lane or wider sidewalk from Hope Street to Main Street.	Low	Medium	Active Transportation Infrastructure Investment Program
<b>Project 1:</b> Explore creation of trail loop from the Blackstone River Greenway to 181 Main Street/Blackstone Lock.	Low	Medium	Parkland Acquisitions and Renovations for Communities Grant Local Acquisitions for Natural Diversity Grant
<b>Project 1:</b> Add electrical supply to Veterans Memorial Park.	Medium	Low	Parkland Acquisitions and Renovations for Communities Grant
<b>Project 1:</b> Consider zoning changes to allow commercial development along Vineyard Street and Chestnut Hill Road.	Medium	Low	Executive Office of Energy and Environmental Affairs Planning Assistance Grant

			Community Planning Grant (One Stop for Growth)
<b>Project 1:</b> Increase local events.	High	Low	Millville Free Public Library Senior Center Fire Department Green Committee Chestnut Street Meeting House and Cemetery Association
<b>Project 1:</b> Increase local programming and workforce training.	Medium	Low	Blackstone Valley Chamber of Commerce MassHire
<b>Project 1:</b> Create a “Welcome to Millville” packet for new residents.	Low	Low	Millville Free Public Library
<b>Project 2:</b> Identify appropriate parcels for recreation facilities, including soccer, baseball, football, basketball, tennis, pickleball.	Medium	Low	
<b>Project 2:</b> Create a town-maintained soccer field.	Low	Medium-High	Local Acquisitions for Natural Diversity (LAND) Grant Parkland Acquisitions and Renovations for Communities Grant
<b>Project 3:</b> Complete a full zoning diagnostic and rewrite.	High	Medium	Executive Office of Energy and Environmental Affairs Planning Assistance Grant Community Planning Grant (One Stop for Growth) CMRPC
<b>Project 4:</b> Establish “open for business” reputation with developers to promote housing units and small businesses.	High	Low	Blackstone Valley Chamber of Commerce
<b>Project 4:</b> Promote available parcels through informational packets	High	Low	CMRPC
<b>Best Practices:</b> Prepare feasibility studies for public water and sewer connections to Main Street.	Low	Medium	Site Readiness Grant (One Stop for Growth)

<b>Best Practices:</b> Engage in a regional coalition for cell-service concerns	Low	Low	Massachusetts Rural Affairs Office Mass Broadband CMRPC
<b>Best Practices:</b> Engage in a regional coalition for rural road maintenance concerns	Low	Low	Massachusetts Rural Affairs Office
<b>Best Practices:</b> Continue supporting a ‘state of good repair’ for the road network	High	Medium-High	MassDOT Complete Streets Transportation Improvement Program CMMPO CMRPC
<b>Best Practices:</b> Connect business owners and entrepreneurs to existing non-profit and organizational services	Medium	Low	MassHire Central Region Workforce Board Greater Worcester Community Foundation CMRPC Blackstone Valley Chamber of Commerce
<b>Best Practices:</b> Support wayfinding tools for attractions and businesses	Medium	Low	Urban Agenda (One Stop for Growth), Massachusetts Downtown Initiative (Executive Office of Economic Development) National Endowment for the Arts Grants for Arts Project
<b>Best Practices:</b> Showcase existing businesses and cultural attractions via web	Medium	Low	CMRPC
<b>Best Practices:</b> Beautify the corner of Main Street and Lincoln Street	Low	Low-Medium	Urban Agenda (One Stop for Growth), Massachusetts Downtown Initiative (Executive Office of Economic Development) National Endowment for the Arts Grants for Arts Project

# Project Team and Acknowledgements

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## Central Massachusetts Regional Planning Commission

**Trish Settles**, AICP Deputy Director

**Kerrie Salwa** Director of Economic Development

**Sarah O'Brien**, AICP Principal Planner, Community Planning

**Joseph Sziabowski** Associate Planner, Economic Development

**Eric Gemperline** Drone Photography

**Adam Wriggins** Drone Photography

## Town of Millville

**Dylan Lindholm** Town Planner

**Pamela Maloney** Planning Board

**Pam Williams** Planning Board

**Preston Juskavitch** Planning Board

**Justin Allen** Planning Board

**Jason Maille** Planning Board



*Main Street and Central Street Crossing*

# Appendix

## Additional Data

Rhode Island Sector Level Employment Projections, 2020-2030					
NAICS CODE	Industry Title	2020 Average Employment	2030 Projected Employment	Numeric Change	Percent Change
	Unclassified Payroll Employment	66	50	-16	-24.2%
22	Utilities	1,101	1,100	-1	-0.1%
92	Government	33,029	33,855	826	2.5%
52	Finance and Insurance	25,629	26,435	806	3.1%
51	Information	5,241	5,425	184	3.5%
21	Mining	183	190	7	3.8%
31-33	Manufacturing	37,414	38,905	1,491	4.0%
53	Real Estate and Rental and Leasing	5,675	5,925	250	4.4%
61	Educational Services	43,706	46,000	2,294	5.3%
55	Management of Companies and Enterprises	12,620	13,500	880	7.0%
N/A	Self Employed and Unpaid Family Workers, All Jobs	46,367	49,870	3,503	7.6%
42	Wholesale Trade	14,918	16,200	1,282	8.6%
44-45	Retail Trade	44,167	48,130	3,963	9.0%
62	Health Care and Social Assistance	77,860	85,100	7,240	9.3%
56	Administrative and Support and Waste Management and Remediation Services	26,988	29,950	2,962	11.0%
11	Agriculture, Forestry, Fishing and Hunting	945	1,085	140	14.8%
23	Construction	18,928	22,000	3,072	16.2%
81	Other Services (except Government)	15,205	18,400	3,195	21.0%
54	Professional, Scientific, and Technical Services	25,606	31,000	5,394	21.1%
48-49	Transportation and Warehousing	10,693	13,300	2,607	24.4%
72	Accommodation and Food Services	38,939	52,700	13,761	35.3%
71	Arts, Entertainment, and Recreation	5,720	8,010	2,290	40.0%
	<b>Total All Industries</b>	<b>491,000</b>	<b>547,130</b>	<b>56,130</b>	<b>11.4%</b>

*Published September 2022, Rhode Island Department of Labor and Training*



Millville Daily Trips by Destination		
City / Town	Count	Percent
Millville MA	747	15.76%
North Smithfield RI	506	10.68%
Uxbridge MA	447	9.43%
Blackstone MA	434	9.16%
Woonsocket RI	309	6.52%
Milford MA	293	6.18%
Mendon MA	206	4.35%
Bellingham MA	199	4.20%
Franklin MA	181	3.82%
Whitinsville MA	129	2.72%
Lincoln RI	125	2.64%
Smithfield RI	65	1.37%
Millbury MA	57	1.20%
Westborough MA	45	0.95%
Hopedale MA	33	0.70%
Hudson MA	31	0.65%
Douglas MA	30	0.63%
Hopkinton MA	29	0.61%
Cumberland RI	27	0.57%
Providence RI	26	0.55%
<b>Total Trips</b>	<b>4,740</b>	

*Replica Northeast Thurs, Spring 2023 OD Data.  
 Trip Purpose Filters: Eat, Errands, Recreation, Shop, Social, Work  
 Rhode Island Department of Labor and Training*

**Central Massachusetts Sector Level Employment Projections, 2020-2030**

<b>Industry Title</b>	<b>Employment 2020</b>	<b>Employment 2030</b>	<b>Change Percent</b>
Telecommunications	1,197	835	-30.24%
Mining	185	138	-25.41%
Textile Mills	219	176	-19.63%
Publishing Industries (except Internet)	688	588	-14.53%
Wholesale Electronic Markets and Agents and Brokers	712	627	-11.94%
Support Activities for Transportation	370	329	-11.08%
Couriers and Messengers	2,802	2,552	-8.92%
Chemical Manufacturing	1,519	1,420	-6.52%
Nonstore Retailers	599	560	-6.51%
Gasoline Stations	1,468	1,373	-6.47%
Management of Companies and Enterprises	3,748	3,511	-6.32%
Management of Companies and Enterprises	3,748	3,511	-6.32%
Data Processing, Hosting and Related Services	305	287	-5.90%
Information	2,855	2,688	-5.85%
Electronics and Appliance Stores	345	326	-5.51%
Private Households	178	170	-4.49%
Paper Manufacturing	1,112	1,079	-2.97%
Clothing and Clothing Accessories Stores	818	794	-2.93%
Food and Beverage Stores	7,344	7,199	-1.97%
Machinery Manufacturing	2,621	2,589	-1.22%
Credit Intermediation and Related Activities	3,086	3,093	0.23%
Heavy and Civil Engineering Construction	746	750	0.54%
Health and Personal Care Stores	1,796	1,806	0.56%
Nursing and Residential Care Facilities	10,328	10,421	0.90%
Miscellaneous Manufacturing	778	793	1.93%
Nonmetallic Mineral Product Manufacturing	1,791	1,847	3.13%

Electrical Equipment, Appliance, and Component Manufacturing	970	1,007	3.81%
Finance and Insurance	11,137	11,599	4.15%
Insurance Carriers and Related Activities	7,454	7,781	4.39%
Merchant Wholesalers, Durable Goods	4,642	4,853	4.55%
Printing and Related Support Activities	210	222	5.71%
Building Material and Garden Equipment and Supplies Dealers	2,224	2,377	6.88%
Furniture and Related Product Manufacturing	480	516	7.50%
Hospitals	17,550	18,878	7.57%
Ambulatory Health Care Services	14,677	15,800	7.65%
Motor Vehicle and Parts Dealers	3,751	4,040	7.70%
Educational Services	29,434	31,845	8.19%
Retail Trade	25,845	28,208	9.14%
Crop Production	517	566	9.48%
Manufacturing	21,558	23,727	10.06%
Plastics and Rubber Products Manufacturing	863	951	10.20%
Professional, Scientific, and Technical Services	12,505	13,812	10.45%
Professional, Scientific, and Technical Services	12,505	13,812	10.45%
Computer and Electronic Product Manufacturing	4,659	5,172	11.01%
Self Employed and Unpaid Family Workers, All Jobs	13,440	14,987	11.51%
Total Self Employed and Unpaid Family Workers, All Jobs	13,440	14,987	11.51%
Repair and Maintenance	2,561	2,867	11.95%
Health Care and Social Assistance	55,116	62,058	12.60%
Transportation and Warehousing	9,431	10,730	13.77%
Arts, Entertainment, and Recreation	2,405	2,782	15.68%
Total All Industries	260,749	305,342	17.10%
Fabricated Metal Product Manufacturing	3,248	3,834	18.04%
General Merchandise Stores	5,103	6,039	18.34%
Truck Transportation	2,644	3,154	19.29%

Warehousing and Storage	2,269	2,730	20.32%
Agriculture, Forestry, Fishing and Hunting	643	774	20.37%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	593	714	20.40%
Furniture and Home Furnishings Stores	700	863	23.29%
Real Estate	1,165	1,440	23.61%
Merchant Wholesalers, Nondurable Goods	2,798	3,497	24.98%
Waste Management and Remediation Service	1,420	1,780	25.35%
Real Estate and Rental and Leasing	1,851	2,373	28.20%
Personal and Laundry Services	2,244	2,878	28.25%
Other Services (except Government)	6,638	8,527	28.46%
Amusement, Gambling, and Recreation Industries	1,592	2,104	32.16%
Social Assistance	12,561	16,959	35.01%
Other Information Services	324	440	35.80%
Specialty Trade Contractors	8,176	11,400	39.43%
Museums, Historical Sites, and Similar Institution	483	678	40.37%
Construction	11,569	16,253	40.49%
Food Manufacturing	983	1,383	40.69%
Broadcasting (except Internet)	118	167	41.53%
Transit and Ground Passenger Transportation	1,318	1,901	44.23%
Food Services and Drinking Places	14,724	21,259	44.38%
Accommodation and Food Services	15,478	23,400	51.18%
Administrative and Support and Waste Management and Remediation Services	11,802	18,015	52.64%
Construction of Buildings	2,647	4,103	55.01%
Administrative and Support Services	10,382	16,235	56.38%
Sporting Goods, Hobby, Book, and Music Stores	567	891	57.14%
Religious, Grantmaking, Civic, Professional, and Similar Organizations	1,655	2,612	57.82%
Motion Picture and Sound Recording Industries	223	371	66.37%
Miscellaneous Store Retailers	1,130	1,940	71.68%

Primary Metal Manufacturing	119	260	118.49%
Accommodation, including Hotels and Motels	754	2,141	183.95%

Source: This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.

Largest Employers in Southeast Central Massachusetts				
Company name	Address	City	Number of Employees	NAICS Code
Waters Corp	Maple St	Milford	1,000-4,999	3345
Consigli Construction Co Inc	Sumner St	Milford	500-999	2362
Southworth-Milton Inc	Quarry Dr	Milford	500-999	4238
Cummings School of Veterinary	Westboro Rd	North Grafton	500-999	6113
National Grid	S Main St	Hopedale	250-499	2211
Milford High School	W Fountain St	Milford	250-499	6111
Tufts University Cummings Sch	Westboro Rd	North Grafton	250-499	6113
Washington Mills North Grafton	N Main St	North Grafton	250-499	3279
Wyman-Gordon	Worcester St	North Grafton	250-499	3321
Sutton School District Supt	Boston Rd	Sutton	250-499	6111
Hannaford Pharmacy	N Main St # 3	Uxbridge	250-499	4561
Lenze AC Tech	Douglas St	Uxbridge	250-499	3336
Douglas Elementary School	Davis St	Douglas	100-249	6111
Grafton Memorial Senior School	Providence Rd	Grafton	100-249	6111
Hopedale Public Schools	Adin St	Hopedale	100-249	6111
Jehovah's Witnesses	Plain St	Hopedale	100-249	8131
Benjamin Moore New England	Sumner St	Milford	100-249	3255
Big Y	Medway Rd	Milford	100-249	4451
Commonwealth of Massachusetts	Maple St	Milford	100-249	9999
Countryside Healthcare-Milford	Countryside Dr	Milford	100-249	6219
Department of Corrections	Maple St # 2	Milford	100-249	9221
Genesis Healthcare Milford Ctr	Veterans Memorial Dr	Milford	100-249	6231
Intact Insurance Spec Sltns	Technology Dr	Milford	100-249	5242

Centralsquare Technologies	Centennial Dr	North Grafton	100-249	5132
Employment & Training Admin	Pine St	North Grafton	100-249	5613
Grafton Job Corp Ctr	Pine St	North Grafton	100-249	6243
J & G Foods Inc	Blackstone St	Sutton	100-249	4251
Blackstone Valley Regl	Pleasant St	Upton	100-249	6111
Bj's Wholesale Distribution	Quaker Hwy	Uxbridge	100-249	4239

Data Axle via MA Dept. of Economic Research

<https://lmi.dua.eol.mass.gov/LMI/LargestEmployersArea/LEAResult?A=15&GA=000005>

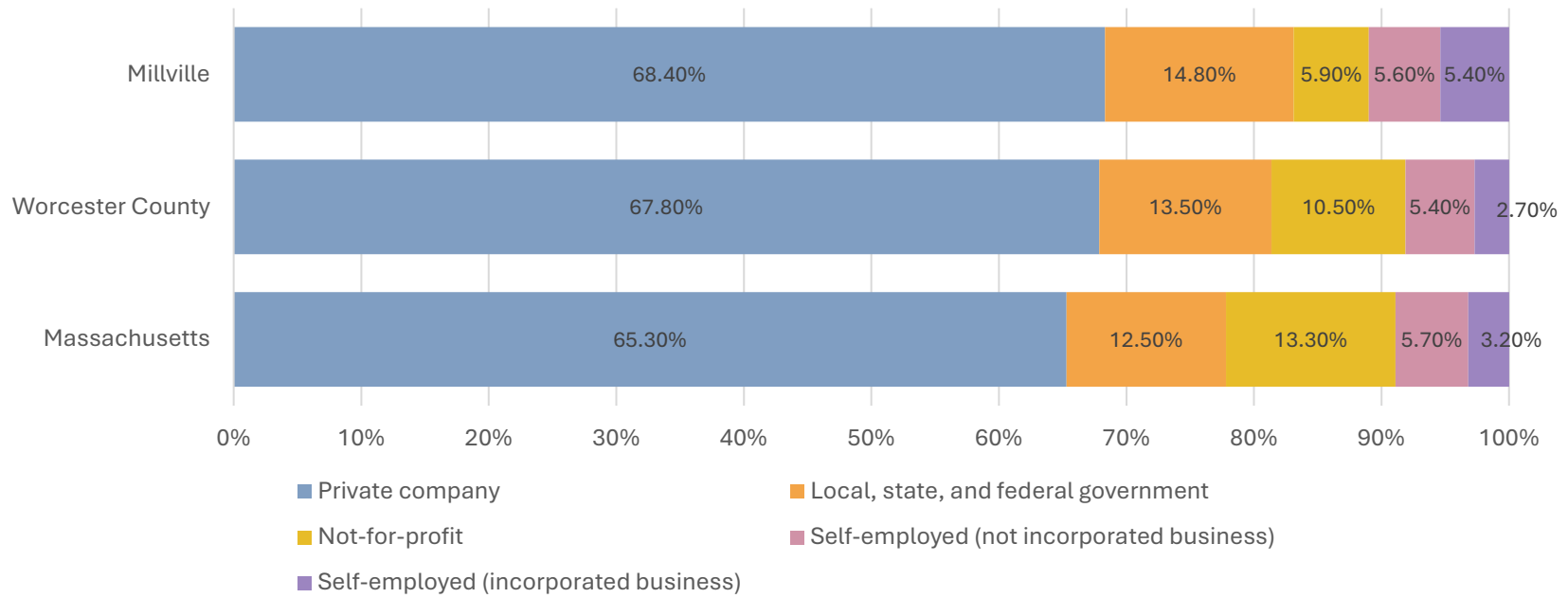
Public School Enrollment by Grade (2023-2024)																
	PK	K	1	2	3	4	5	6	7	8	9	10	11	12	SP	Total
A F Maloney						117	121									238
Blackstone Millville RHS											99	102	92	84	5	382
Frederick W. Hartnett Middle School								132	93	142						367
John F Kennedy Elementary					115											115
Millville Elementary	72	97	97	82												348
<b>Total</b>	<b>72</b>	<b>97</b>	<b>97</b>	<b>82</b>	<b>115</b>	<b>117</b>	<b>121</b>	<b>132</b>	<b>93</b>	<b>142</b>	<b>99</b>	<b>102</b>	<b>92</b>	<b>84</b>	<b>5</b>	<b>1450</b>

Enrollment Data (2023-2024), Department of Secondary and Elementary Education District Profile

Millville Labor Force Participation; Population over 16		
Year	In Labor Force (persons)	In Labor Force (percent)
2018-2022	1855	69.10%
2008-2012	1766	75.20%

Source: 2022 American Community Survey 5-Year Projections. DP03

**Employment Sector (Civilians 16 years and over)**



Source: ACS 2018-2022 5-Year Estimate, Table S2406.

Housing Density					
Town	Land Area (Sq. Miles)	Miles of Road, 2018	Housing Units	Housing Units / Sq. Mile	Housing Units / Road Mile
Millville	4.9	24.94	1,315	268	53
Blackstone	11.11	47.12	4,030	363	86
Mendon	17.77	61.6	2,175	122	35
Uxbridge	29.59	123.63	5,728	194	46
North Smithfield	23.9	N/A	5,297	222	N/A

Sources: Land area from U.S. Census, Road Miles from DLS Road Miles by Municipality, Housing Units from American Community Survey, 2022 5-Year Estimates B25001

Families and Children	
Children under 18 years old in Millville	18.60%
Children under 18 years old in Worcester County	20.30%
Children Under 18 by Age Range in Millville	
Under 5 years	3.10%
5 to 14 years	9.40%
15 to 17 years	6.10%
Average Family Size in Millville	2.92%
Average Family Size in Worcester County	3.03%

Source: American Community Survey

Tax Levy by Source								
Town	Residential Levy	Open Space Levy	Commercial Levy	Industrial Levy	Personal Prop Levy	Total Tax Levy	R/O % of Total Levy	CIP as % of Total Levy
Blackstone	17,433,158	0	482,616	548,837	3,187,747	21,652,359	80.51	19.49
Mendon	17,406,528	0	1,084,860	66,742	861,782	19,419,912	89.63	10.37
Millville	5,225,082	0	79,943	30,426	284,353	5,619,804	92.98	7.02
Uxbridge	27,945,438	0	1,415,068	5,132,881	2,015,950	36,509,337	76.54	23.46

Source: DLS Community Comparison - FY2023 Tax Levies & Rates by Class

### Municipal Tax Base



Town	Assessed Value Residential	Assessed Value Open Space	Assessed Value Commercial	Assessed Value Industrial	Assessed Value Pers Prop	Total Assessed Value	R/O % of Total Value	CIP % of Total Value
Blackstone	1,077,451,069	0	29,827,931	33,920,724	197,017,766	1,338,217,490	80.51	19.49
Mendon	1,192,227,945	0	74,305,465	4,571,400	59,026,160	1,330,130,970	89.63	10.37
Millville	376,175,790	0	5,755,420	2,190,500	20,471,792	404,593,502	92.98	7.02
Uxbridge	2,003,257,223	0	101,438,532	367,948,493	144,512,530	2,617,156,778	76.54	23.46

Source: DLS Community Comparison - FY2023 Assessed Values by Class

Class of Worker	Class of Worker		
	Millville	Worcester County	Massachusetts
Employee of private company workers	68.40%	67.80%	65.30%
Self-employed in own incorporated business workers	5.40%	2.70%	3.20%
Private not-for-profit wage and salary workers	5.90%	10.50%	13.30%
Local, state, and federal government workers	14.80%	13.50%	12.50%
Self-employed in own not incorporated business workers and unpaid family workers	5.60%	5.40%	5.70%

Source: American Community Survey, 2022 5-Year Estimates. S2406

Household Budget Expenditures, Town of Millville				
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	110	\$100,880.91	\$117,223,621	100.0%
Food	107	\$11,282.50	\$13,110,260	11.2%
Food at Home	107	\$7,299.30	\$8,481,784	7.2%
Food Away from Home	107	\$3,983.20	\$4,628,475	3.9%
Alcoholic Beverages	112	\$754.11	\$876,273	0.7%
Housing	109	\$33,397.74	\$38,808,170	33.1%

Shelter	110	\$27,234.25	\$31,646,204	27.0%
Utilities, Fuel and Public Services	106	\$6,163.48	\$7,161,966	6.1%
Household Operations	112	\$2,895.17	\$3,364,184	2.9%
Housekeeping Supplies	107	\$997.06	\$1,158,589	1.0%
Household Furnishings and Equipment	110	\$3,252.67	\$3,779,597	3.2%
Apparel and Services	108	\$2,381.68	\$2,767,515	2.4%
Transportation	105	\$10,718.59	\$12,454,999	10.6%
Travel	112	\$2,515.44	\$2,922,938	2.5%
Health Care	108	\$7,955.33	\$9,244,096	7.9%
Entertainment and Recreation	110	\$4,157.47	\$4,830,983	4.1%
Personal Care Products & Services	110	\$1,051.24	\$1,221,536	1.0%
Education	124	\$2,217.46	\$2,576,691	2.2%
Smoking Products	96	\$415.81	\$483,175	0.4%
Lotteries & Pari-mutuel Losses	120	\$62.03	\$72,079	0.1%
Legal Fees	108	\$225.55	\$262,091	0.2%
Funeral Expenses	104	\$124.82	\$145,037	0.1%
Safe Deposit Box Rentals	106	\$5.32	\$6,181	0.0%
Checking Account/Banking Service Charges	94	\$30.29	\$35,199	0.0%
Cemetery Lots/Vaults/Maintenance Fees	122	\$18.99	\$22,064	0.0%
Accounting Fees	118	\$136.62	\$158,753	0.1%
Miscellaneous Personal Services/Advertising/Fines	123	\$87.88	\$102,118	0.1%
Occupational Expenses	119	\$86.00	\$99,933	0.1%
Expenses for Other Properties	91	\$102.67	\$119,297	0.1%
Credit Card Membership Fees	110	\$12.76	\$14,822	0.0%
Shopping Club Membership Fees	111	\$66.33	\$77,078	0.1%
Support Payments/Cash Contributions/Gifts in Kind	114	\$3,564.22	\$4,141,629	3.5%
Life/Other Insurance	115	\$798.74	\$928,135	0.8%
Pensions and Social Security	114	\$11,091.36	\$12,888,160	11.0%

Source: Data Axle via Esri Analytics, 2023

## Community Workshop Presentations & Results

Community Workshop 1: March 23, 2024

Community Workshop 2: May 23, 2024

Planning Board Presentation: September 23, 2024

Public Comment Period: September 9 – October 7

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<sup>i</sup> Millville Reconnaissance Report, Blackstone Valley/Quinebaug-Shetucket Landscape Inventory. Massachusetts Heritage Landscape Inventory Program. Massachusetts Department of Conservation and Recreation. <https://npshistory.com/publications/nha/blackstone-river-valley/hli/millville.pdf>. June 2007

<sup>ii</sup> American Community Survey, 2022 5-Year Estimates. Table: S1501

\*Full table of industry projections in appendix.

<sup>iii</sup> U.S. Department of Labor's Employment and Training Administration

<sup>iv</sup> Rhode Island Department of Labor and Training Employment Projections by Major Industry Division. Published September 2022.

<sup>v</sup> Impacts of Shared Use Paths. MassTrails. March 2021.

<sup>vi</sup> Multisport Magnets: New venues attract a range of events and tournaments across a variety of youth sports, and the tourism dollars that accompany them. David Broughton. Sports Business Journal. May 2022.

<sup>vii</sup> Sports ETA releases its "State of the Industry" Report for the \$91.8 Billion Sport Tourism Industry. Jackie Reau. Game Day.

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