



Economic Development in Georgetown Workshop Meeting June 30, 2008

*Tillie Evangelista – Board Member, Merrimack Valley Planning Commission
Dennis DiZoglio, Executive Director, MVPC
Mike Parquette –Comprehensive Planning Manager, MVPC
Peter Milano – Mass. Office of Business Development
Philip Trapani, Selectman - Georgetown*

Agenda

- I. **Georgetown Vision Statement - Master Plan**
- II. **Introduction to Economic Development -
Developing Goals, Strategies, Teams, Processes**
- III. **Alliance for Georgetown**
- IV. **A Commercial Developer's Perspective**
- V. **Questions & Answers**
- VI. **Next Steps**

Georgetown Master Plan

Town of Georgetown, MA - Planning Department - Windows Internet Explorer
http://www.georgetownma.gov/Public_Documents/GeorgetownMA_Planning/index

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Planning Department
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Hours: Monday - Thursday 9:00AM-2:00PM
Closed Friday

Fax: (978) 352-5725

[Meeting Agendas](#)
[Meeting Minutes](#)

Please Note
the Public Hearing for Stone Row Extension
will be continued to February 13, 2008

Current Planning Board projects:
Village Center District zoning - As described in the Master Plan, the Planning Board is evaluating the possibility of a Village Center zoning district that would encourage mixed use and a more pedestrian-friendly layout in the village center.
[Presentation](#) - Overview of Village Center District

1.17.08 [Agenda](#)
1.09.08
1.9.07 [Agenda](#)
1.10.07
1.7.06 [Agenda](#)

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www.georgetownma.gov/Public_Documents/GeorgetownMA_Planning/index

Georgetown Vision Statement

Harry LaCortiglia – Planning Board

The Master Plan encourages economic development that maintains a balance between the residents' preferences for limited, selective commercial and industrial growth, while creating a vibrant, attractive business and pedestrian friendly town center.

Economic Development

(Tax Base Data)

When compared to its adjacent neighbors, only Rowley levies more taxes from commercial and industrial development than Georgetown.

Despite the fact that the town's tax rate is one of the lowest of the surrounding communities, Georgetown is able to gain approximately 7.5% of its tax base from commercial and industrial land.

Table 4-7: Commercial/Industrial Tax Base Comparison (FY 2006)

Community	Tax Rate	Assessed Taxes	
		Levied	% of Total Valuation
Georgetown	\$9.18	\$835,637	7.51%
Boxford	\$10.17	\$151,707	0.80%
Groveland	\$9.59	\$496,970	5.80%
Newbury	\$8.79	\$340,996	3.04%
Rowley	\$9.80	\$1,006,248	12.27%
W. Newbury	\$10.16	\$80,444	1.00%

Source: Massachusetts Department of Revenue.

Economic Development

(Objectives - From the Master Plan)

1. *Coordinate an overall economic development program within the Town including both long and short-term planning*
2. *Review and where necessary, revise zoning bylaws for commercial / industrial districts along with site plan review standards to ensure they will protect Georgetown's small town character.*
3. *Study the costs and effects of construction of municipal sewer service for the downtown district.*
4. *Take advantage of services and funds offered by local, regional, and state agencies to encourage desired economic growth.*
5. *"Big Box" option study: The methodology for approaching such proposals*

Economic Development Strategies

- *Create an Economic Development Committee*
- *Investigate District Improvement Financing*
- *Undertake an Economic Development Feasibility Study for National Avenue parcels*
- *Introduce design guidelines and design review process into local zoning bylaw*
- *Introduce façade improvement program*
- *Define home-based businesses and revise existing regulations*



Economic Development Committee

(Recommendations from the Master Plan)

- *Establish EDC work with various municipal boards/committees/public to create/ implement an ED Development Strategy for Georgetown.*
- *EDC - review zoning and tax policies, road improvement plans, and water/sewer expansion plans as they relate to Georgetown's ability to attract new businesses*
- *Designate a staff person in town government to oversee economic development issues.*
- *Review Dimensional Setbacks in Georgetown's Commercial & Industrial Zoning Districts and make recommendations for changes*
- *Coordinate Development Activity with the Owners of Commercial and Industrial Land*

4.0 Economic Development

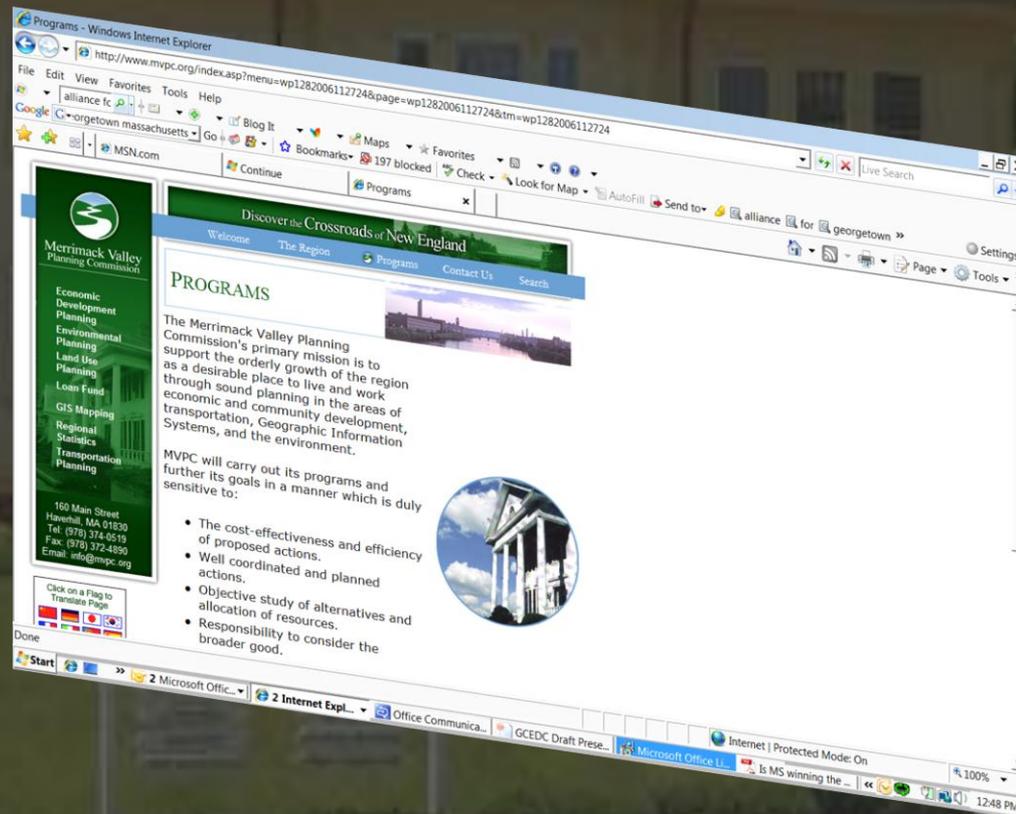
Recommendation	Responsibility	Time-frame
Designate an Economic Development Committee	BOS	Short
Designate a Staff Person to Oversee Economic Development Issues	BOS	Short
Review Dimensional Standards of Industrial/Commercial Zoning Districts	PB/EDC/MVPC	Middle
Coordinate Development Activity with Owners of Commercial/Industrial land	PB/EDC/MVPC	Short
Investigate Business Development Incentives	EDC/GA	Short
Economic Feasibility Study for National Ave.	PB/EDC/Owner	Middle
Consider Ch. 43D Priority Development for National Ave.	PB/MVPC/Owner	Short
Develop Guidelines for Façade Improvement in Downtown	PB	Long
Define Appropriate Home-Based Business Uses	PB/Bldg/ZBA	Short
Create an Inventory of Existing Home-Based Businesses	GA/Bldg/ZBA	Short
Revise Home-Based Business Regulations	ZBA/PB	Short

Intro to Economic Development

Dennis DiZoglio – Executive Director, MVPC

Mike Parquette – Comprehensive Planning Mgr., MVPC

Peter Milano – Mass. Office. Biz Development



www.mvpc.org

Intro to Economic Development

Our initial input: Big Picture Questions

- What is critical to making this successful?
- Where to put greatest emphasis?

Your initial input: Key Process Questions

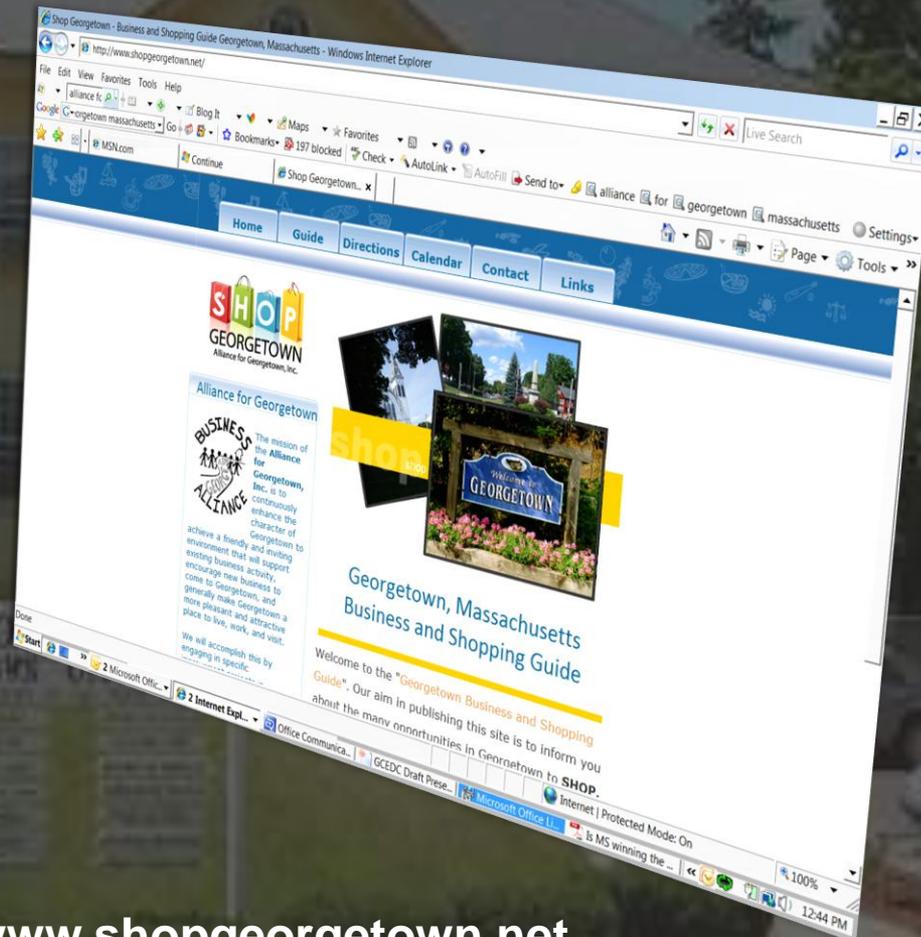
- Project Team Composition
- Public/Business Community participation

MVPC Resources: Critical Assistance

- Review progress of other local towns in Merrimack Valley
- MVPC role & responsibilities?
- Process/technical/thought leadership/resources
- Massachusetts Office of Business Development

Alliance for Georgetown

Jim Lacey, Chairman



www.shopgeorgetown.net

Commercial Developers Perspective



Why Georgetown?

How can Georgetown compete for business?

Where to put greatest emphasis?

Commercial Developers Perspective

Opportunity

Barriers/Perceptions of Doing Business in Georgetown

Questions & Answers

Tillie Evangelista – Board Member MVPC

