

## Georgetown Master Plan

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### Economic Development Recommendations

## What is a Master Plan?

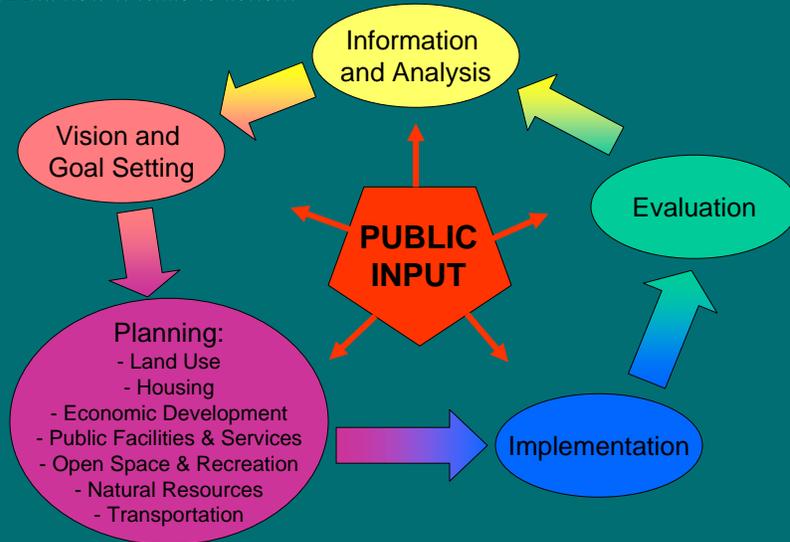
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- a) **Future-Looking** - 10-20 year planning horizon
- b) **A Policy Guide** - To direct future decisions on zoning, spending, etc.
- c) **Comprehensive** - Addresses nine elements of the Town's future:

Land Use	Natural & Historic Resources
Housing	Open Space & Recreation
Economic Development	Transportation
Agricultural Preservation	Public Facilities & Services
Implementation	

## The Planning Process...

... And how it leads to action.



## Assets and Liabilities

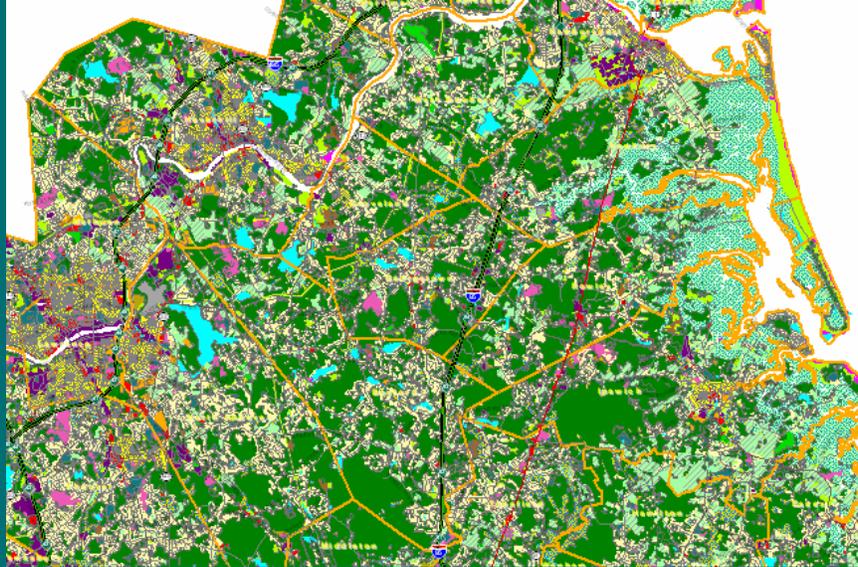
### Assets

- Civic buildings in the town center
- Good base of buildings and businesses in the town center
- Industrially-zoned land available for development close to I-95
- Center antique shops

### Liabilities

- Lack of business tax base
- Not much employment in town
- No program to attract business to available industrial land
- No organization for small business Downtown
- Mixed uses not allowed downtown
- Need for more retail/restaurant options
- No apartments downtown
- Not aesthetically pleasing – need façade improvements
- Not walkable; Need to drive everywhere – no good pedestrian access to downtown
- Not enough and/or not fully utilized parking
- Wastewater disposal constraints

## 1999 Land Use



## Background Information

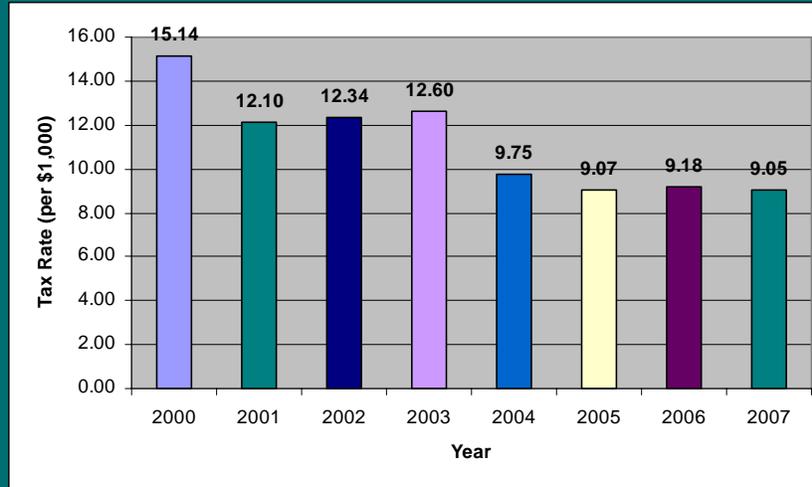
### Commercial/Industrial Tax Base Comparison (FY 2006)

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.

## Background Information

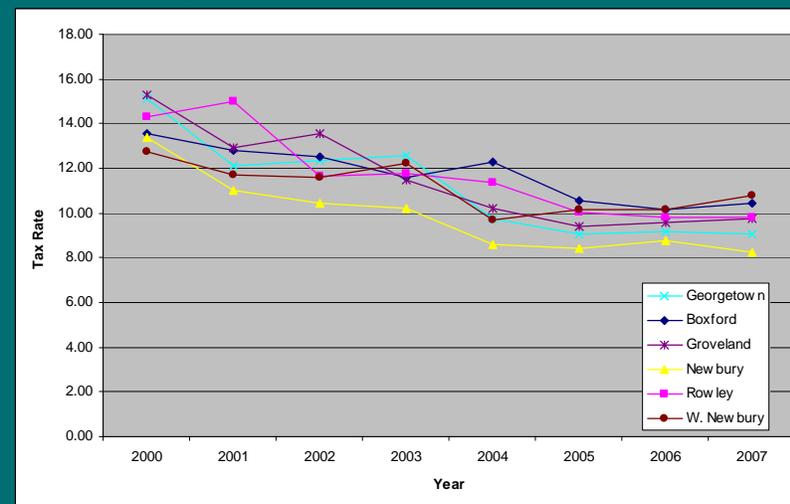
### Tax Rates per \$1,000 Assessed Value, 2000 – 2007



Source: Massachusetts Department of Revenue.

## Background Information

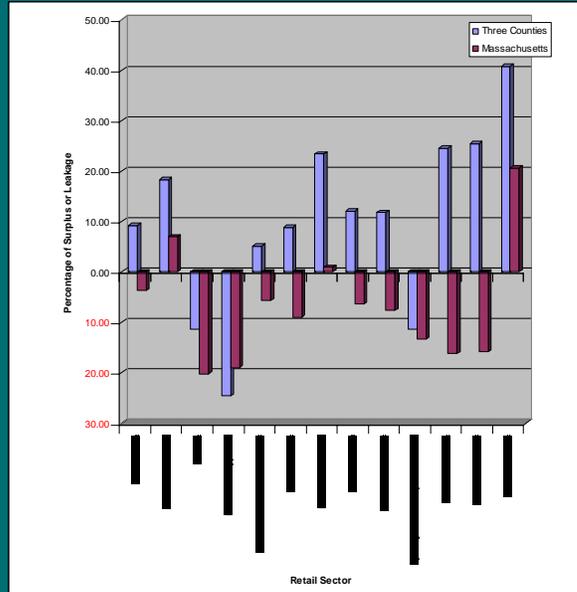
### Tax Rates per \$1,000 Assessed Value, 2000 – 2007



Source: Massachusetts Department of Revenue.

## Background Information

### Percentage of Surplus or Leakage from Essex County Retailers, by Retail Sector



Source: U.S. Census Bureau

## Key Recommendations

### Improved Wastewater Treatment

- Package Sewer Treatment Facility
- Arrangement with Groveland?
- Shared Septic Systems

### Promote Mixed Use Development in Downtown

- Housing as a conditional use
- Standards of compatibility



## Key Recommendations

### Establish a Special Village Center Zoning Overlay District to Guide Town Center Development

- Establish Geographic Limits
- Define underlying zoning and overlay limits
- Use special permit process, site plan review, and design review to allow appropriate new development

### Establish Design Guidelines and a Design Review Process

- Set a framework for the expectation of character and quality of new buildings
- Allows for consistency in character of area
- Flexibility to work with land owners, but sets up parameters for comments

## Example – Washingtonian Center



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### Retail

- Ann Taylor Loft
- Barnes and Noble
- Kohls
- Chico's
- Dick's Sporting Goods
- Target
- Pier 1
- Lindt Chocolate

### Dining

- Romano's Macaroni Grill
- Joe's Crab Shack
- Corner Bakery
- Starbucks

### Entertainment

- Rio Entertainment Center
  - Loews Theater (18-screen)
  - Sport and Health Club
  - Washington Golf

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## Questions?

## Thank You for Attending

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