



GEORGETOWN MASTER PLAN

OCTOBER 2007



Appreciation is extended to the following individuals and organizations for their participation and assistance on the Georgetown Master Plan.

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Special thanks are extended to the local business community that provided the financial support to the Town to expand and update its 2004 Community Development Plan into a complete Master Plan for the community.

EXECUTIVE SUMMARY

Master Plan Overview

Chapter 41, 81D of the General Laws of Massachusetts states that the Planning Board shall make a Master Plan to provide a basis for decision-making regarding the long-term physical development of the community. This law requires that the Master Plan include nine chapters:

- (1) Visioning (2) Land Use (3) Housing (4) Economic Development
- (5) Historic and Cultural Resources (6) Natural Resources, Open Space & Recreation
- (7) Public Services and Utilities (8) Transportation (9) Implementation.

In June 2004, the Georgetown Planning Board and Georgetown Master Plan Committee completed a Community Development Plan with state funding for six of the nine required chapters. In October 2006, local contributions allowed the Planning Board to hire a consultant to complete the final three chapters. The now complete Master Plan is expected to be finalized by the Planning Board in October, 2007.

The goals and policies of the Master Plan have been formed with the participation of town officials, town committee members and residents. Many visioning and public working sessions were held during the 2004 process. During the 2007 process, the Planning Board solicited comment at three public meetings, aired on the local cable TV. A website was created that elicited active public comment and reinforced the 2004 vision and concerns.

The 2007 Plan has three new sections:

- (2) Land Use, (7) Public Services and Utilities, and (9) Implementation.

In addition three sections received significant updates from the 2004 plan:

- Section 6 due to the recently completed 2006 Open Space Plan,
- Section 5 due to the contribution of the Historic Commission, and
- Section 4, whereas the Planning Board asked the consultants for more detailed economic development recommendations than had been previously included.

The Master Plan presents a five to ten year plan for the Town, including specific recommendations rooted in research and best practice, as to how to accomplish town goals.

Benefits

The benefits to the Town of Georgetown for having a Master Plan are considerable. The Plan sets down the vision of residents for the future of the Town and provides a thorough documentation of community data and trends. In the Plan are defined strategies to assist the

Town in achieving its goals and prioritization of recommended actions for a proactive shaping of the community, Having a Master Plan contributes to a positive bond rating for the Town, bonus points on State grant applications, and a clearer bargaining position to negotiate with developers on residential, commercial, and industrial proposals.

A Summary of each of the Chapters of the Georgetown Master Plan

(1) Vision Statement

The Vision Statement is a broad set of themes identifying what type of community residents would like to have in the future. The Vision Statement is what residents would like to see in Georgetown in the Year 2023.

Georgetown remains a predominantly residential and family-oriented community with a semi-rural, small town identity. Through careful planning, the Town has retained much of the visual character of its rural heritage of fields and woods balanced by a lively historic downtown and a small sector of clean industry. Georgetown has an involved, civic-minded population and an excellent school system. The Town has been successful in shaping change to protect its livability and natural beauty while accommodating growth and reflecting the community's essential values:



- The Natural and Cultural Heritage
- The Variety of Housing that Complements Town Character
- Economic Development
- Ease of Moving Around Town and
- Civic Strength: strong schools, community, & leadership

(2) Land Use

This chapter provides an overview of the town's land use patterns, existing zoning, and historic and potential future development patterns. The Town has defined three overarching Land Use goals, with suggested strategies for each one.

Land Use Goal 1: Strengthen the Village Center

The goal of strengthening the village center is for the benefits of improved economic well-being of the village center, enhanced appeal of the village as a destination and community meeting place, increased tax revenue from a healthy local economy, and increased diversity of housing choice. Land zoned for business uses is limited and concentrated in the town center area of Georgetown. The Town could support more intense use of the existing business zone to accommodate future commercial expansion and development. Mixed-use development is an attractive approach that can provide for limited amounts of housing to serve as a redevelopment

incentive and provide additional housing choices in the community. This pattern reflects traditional models of rural villages and town centers, where small shops, stores and service establishments were often mixed with small apartments or living units on the same or adjacent parcels.

Strategies for strengthening the Village Center:

- A Village Overlay District
- A Design Review/Appearance Code
- A Small Scale Package Wastewater Treatment Plant
- Additional Pedestrian Connections in the Village

Land Use Goal 2: Preserve the rural character of the Town

The Town wishes to protect the rural character and appearance of the town. Actions are suggested here to protect the rural look and feel of the roads and countryside outside of the center.

Strategies for preserving the rural character of the Town

- Landscaping Requirements for Parking Lots and Buffer Areas
- A Scenic Overlay District
- Additional Scenic Road Designations

Land Use Goal 3: Ensure development occurs consistent with regulations.

Appropriate zoning shapes development by controlling uses, building size and design, and population densities. Zoning cannot achieve the planning goals without consistent enforcement. Inherent in the zoning recommendations is an associated requirement that Georgetown should also enforce its zoning by-laws. With zoning enforcement, the Town will be able to both protect and upgrade the community due to an ability to implement planning policies.

Strategy for Improved Zoning Compliance

- Definition of administration and enforcement procedures

(3) Housing

The Housing chapter provides a thorough review of current housing data and trends. Housing diversity and affordability have long been priorities of the Town. The Town has been active by taking steps to improve available housing options for residents. The Town has the following resources to affect housing development:

- An Independent Senior Housing Bylaw that includes 20% affordable units
- A Housing Balance Bylaw that mandates 10% affordable housing for Special Permits

- The Community Preservation Act that provides funding for affordable housing
- An Affordable Housing Task Force to manage affordable housing
- The Open Space Residential Development Bylaw that promotes both 10% affordable housing and the preservation of Open Space.

With the permitting of the 184 Longview Apartments under Chapter 40B of State Law, 13.9% of the town's housing units are now affordable (deed restricted.) As a result the Town is no longer subject to the state override of local zoning regulations embodied in Chapter 40B. In addition, both new affordable housing units and contributions to the Affordable Housing Special Revenue Account continue to happen as new subdivisions and special permits are granted.

Housing Strategies:

- To organize the management of existing affordable housing (inclusionary units), both the existing inventory and as new dwellings are permitted.
- To pursue increased diversity of housing options using the Village Center Overlay District
- Work with the Independent Senior Housing and the OSRD bylaws to promote flexibility and creativity in housing options.
- Explore making tax title properties available for family or senior housing with affordable deed restrictions

(4) Economic Development

This Chapter examines Georgetown's labor force, including where people work and the types of employment available in town. It also examines the impact on the tax base of existing commercial businesses in Georgetown and recommends steps to increase the commercial tax base while adhering to the residents' desire to retain the community's small town, rural character.

The Master Plan encourages economic development that maintains a balance between residents' preferences for limited, selective commercial/industrial growth while creating a vibrant, attractive, business- and pedestrian-friendly town center that offers a mix of uses and services. The business community should include a mix of thriving local companies, including resource-based businesses such as farming and nursery operations that are important to the character of the town, the conservation of open space, and the livelihood of local residents.

The Master Plan also provides a methodology for evaluation of Big Box Store proposals that might arise on properties with close access to Route 95. The Plan suggests some strategies by which the Town might take a more proactive approach with owners of industrial parcels located near Route 95.

Economic Development Strategies:

- Create an economic development committee with designated staff coordinator

- Investigate development incentives for businesses
- Conduct a feasibility study for National Avenue parcel
- Introduce design guidelines and design review process into the local zoning by-law to assure design consistency particularly in the town center
- Encourage façade improvements for local business owners
- Define appropriate home-based businesses and revise regulations if necessary

(5) Historic and Cultural Resources

An essential value in the Vision Statement is protecting and enhancing Georgetown's Natural and Cultural Heritage. In the visioning for the year 2024, residents projected that:

"The Town's most important historic resources have been identified and given landmark protection. CPA funds have been effectively deployed to protect historic as well as open space resources."

Georgetown has a number of historic buildings and sites that have local, state and national significance. This chapter provides a detailed review of existing cultural and historic areas and tables listing existing historic sites and proposed cultural sites.

The greatest threats to Georgetown's historic resources are the inappropriate development of adjoining or surrounding neighborhood properties to the existing historic resources; historically-inaccurate changes to structures; and lack of broad citizen awareness, appreciation and support. Residents note that historic resources are very important to maintaining the town's small town community character.

Key Strategies:

- Create two historical districts, the Elm Street District, and the Village District
- Develop a Preservation & Landscape Plan for Harry Murch Park on East Main Street
- Deploy signage and create a Tour Guide Map
- Restore Schoolhouse #3 on the Brocklebank Museum property
- Create a Minimum-Maintenance By-Law

The Historic Commission plans ongoing surveying and filing of historical buildings and sites with the Massachusetts Historical Commission.

(6) Natural Resources, Open Space and Recreation

This Chapter represents a summary of the 2006 Open Space and Recreation Plan. It includes an inventory and analysis of Georgetown's natural resources, wildlife, and vegetation and recreation sites. The Town goals are to acquire Open Space land with consideration of habitat values, greenways, active recreation potential and historic landscapes; enhance and maintain existing passive and active open space within Georgetown; protect water resources including

public drinking water supply, wetlands, wildlife habitat, fisheries and recreational waters; and improve public access to conservation lands for passive recreational usage.

Strategies for Active Recreation:

- Build the Rail Trail
- Acquire 40 acres of active recreational space
- Upgrade the American Legion Park
- Establish a maintenance plan for athletic fields

Strategies for Open Space

- Undertake systematic review of all conservation lands and their access to identify deficiencies and to better provide greater public access to these lands.
- Prioritize upgrades of existing trails
- Address problems with invasive plant species
- Examine the creation of a private non-profit Land Trust
- Acquire additional lands to protect the existing water supply

(7) Public Services and Utilities

This section of the Master Plan discusses Georgetown's public facilities, services, and infrastructure based on information from previous studies and reports, and from discussions with department heads and other town employees. The purpose of this section is not to undertake a thorough analysis of the town's facilities and services, but to integrate existing available information into the overall master planning process so that the town's public investment decisions are consistent with the community's overall vision for the future.

Two major town facilities were recently significantly renovated: the Town Hall and the Library. The town also has a new middle/high school, though significant population growth has led to studies for a major expansion of the Penn Brook School. The Water Department recently made the connection of the third town well to the treatment plant.

Items on the Implementation Plan for section 7 include some remaining upgrades to Town Hall and the Public Safety Building, the planning for the new school, and an additional water tower and increased capacity at the water treatment plant. A low-flow analysis of the Parker River suggests the Town's water supply withdrawals may be a major cause of recurring low flows in the river and recommends a Safe Yield Analysis for the Town wells with regard to adequate flows in the river.

(8) Transportation

The following statement was included as part of the Town's vision statement for long-term planning from the 2004 Plan:

“Moving Around Georgetown – In addition to Georgetown’s pedestrian network of sidewalks and trails in open space areas, bicycle and pedestrian routes have been created on abandoned railbeds and on utility line rights of way. Improvements in traffic management at key intersections and physical improvements combined with enhanced enforcement have made local roads safer and eased congestion. Enforcement actions have made truck traffic less noisy for residents along truck routes.”

Since 2004, the Town advanced, and in some cases, completed many transportation improvements, including the substantial redesign of Georgetown Square and East Main Street out to Elm Street and the pedestrian crossing light at East Main Street for access to the Middle/High School.

Transportation goals are to increase safe and easy access along roadways while preserving the rural character of Georgetown; and enhance safe bicycle and pedestrian access throughout the Town; and enhance access to public transportation.

Strategies:

Actions that the Town is promoting with Mass Highway Department:

- Implement Route 97 safety improvements
- Park and Ride at Carlton Drive and Route 95
- Intersection study, Routes 133 & 95

Town Actions:

- Develop a “Biking and Pedestrian Facilities Master Plan”
- Improve parking in the town center

(9) Implementation

This final section of the Master Plan gives guidance to the Town for the next five to ten years. In the Implementation Section, town departments give a timeframe to actions they are planning to undertake. This process coordinates the activities of the disparate departments and Boards and Commissions to support the unified town policy articulated in the Master Plan.

Key Strategies: Form a Master Plan Implementation Committee. This Committee should be appointed by and report to the Planning Board, and should include a representative from key town boards and committees, including, at a minimum, the Planning Board, the Board of Selectmen, and the Conservation Commission.

The Implementation Committee should report at least once a year to the Planning Board on the status of the actions listed in the Implementation Plan. The Planning Board should update the action timeframes as necessary and in response to input from the responsible implementing parties.

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INTRODUCTION

The Master Planning Process in Georgetown

In 2004, the Town of Georgetown completed the Community Development Plan, funded by the State of Massachusetts' s Executive Order - 418 Planning Program and the Merrimack Valley Planning Commission. This plan, and the 2006 Open Space plan have established the baseline for the 2007 Master Plan. With funding from local businesses, the town hired Daylor Consulting Group Inc. to update the 2004 Plan and add to the plan by incorporating chapters on Land Use, Public Facilities and Implementation.

Public Involvement

The Planning Board is the responsible committee for the Master Plan review and completion, assisted by the Town Planner. The Vision Statement in the Master Plan was created for the Year 2023 and was incorporated into the 2004 Community Development Plan.

Daylor Consulting Group Inc. created a website for the Master Plan process. Documents were posted on the website for community review and residents were able to post comments on the website. Notices of all Planning Board meetings were also included on the website.

Town officials were interviewed to obtain current information. Established committees were asked to send input for inclusion in the Plan.

How to Use the Plan

The Master Plan is a guidance document for the town officials and residents of Georgetown. It builds on and complements information, analyses, and recommendations of the current 2004 Community Development Plan and the Georgetown Open Space Plan. This Plan is the compilation of research, analysis and feedback from town officials, boards and commissions, and residents. This document is not law. It is intended to be a reference tool for town officials and committees to refer to for strategies that will move Georgetown towards its Year 2023 Vision. As a policy document, the Plan will provide guidance and direction on prevailing methodologies and suggestions for execution of the strategies as outlined in Chapter 9 – the Implementation Plan. As strategies are implemented and time changes some of the assumptions, the Town should revisit this document in five years to assess progress and update elements of the Plan.

Capacity for Plan Implementation

Upon review of the strategies and actions that will move the Town toward its intended vision, the Planning Board raises the question of sufficient staff hours for the continued momentum of

the Plan. With just a half-time planning department, the Town may find that the daily planning business of a fast-growing town preempts the proactive strategic work set forth herein.

The Planning Board acknowledges that to keep pace with the changes of an ever growing town, we will need assistance not only from our staff, but from residents volunteering to preserve our small town charm while striving to improve our quality of life.

I.0 VISION

I.1 Summary

The Vision Statement is a broad set of themes identifying what type of community residents would like in the future. The Master Plan is based upon work by community residents and the Planning Board. Previous studies such as the 2004 Community Development Plan and the 2006 Open Space Plan have established a baseline for the Master Plan. This Vision Statement was created for the Year 2023 and was incorporated into the 2004 Community Development Plan.

The Planning Board has retained this statement for the Master Plan. It is intended to be general and to outline the majority of residents' goals and desires for Georgetown's future.

I.2 Vision Statement

Georgetown remains a predominantly residential and family-oriented community with a semi-rural, small town identity. Through careful planning, the Town has retained much of the visual character of its rural heritage of fields and woods balanced by a lively historic downtown and a small sector of clean industry. Georgetown has an involved, civic-minded population and an excellent school system. The Town has been successful in shaping change to protect its livability and natural beauty while accommodating growth and reflecting the community's essential values.



Essential Values

Protecting and Enhancing Georgetown's Natural and Cultural Heritage – Georgetown has protected its natural resources, especially its water resources, and its semi-rural character through permanent protection of critical open spaces, creative cluster development, and public understanding of how to manage private landscapes to avoid pollution of rivers, streams and ponds. The Town's well fields and aquifers are well protected and water quality and quantity has improved significantly from only a few decades ago. Public parks are well-maintained and a pedestrian network of trails and sidewalks links all neighborhoods with open space, town facilities, schools and the town center. The Town's most important historic resources have been identified and given landmark protection. CPA funds have been effectively deployed to protect historic as well as open space resources.

Living in Georgetown – In addition to Georgetown's neighborhoods of single family homes, the Town now offers a greater variety of housing choices, including condominiums and rental apartments affordable to long time residents and seniors who wish to downsize their housing, young people starting out in life, and town employees. The town continues to achieve state goals for affordable housing through housing development that complements Georgetown's

character, aided by CPA funding. Zoning standards and guidelines ensure that new construction is sensitive to the surrounding landscape and neighborhood.



Supporting Economic Development – A mixture of small-scale shops, offices, housing, and town services brings more vitality to the town center. Apartment dwellers living over shops thrive and keep an eye on the downtown activities that include new family-style restaurants, a bakery and other businesses organized in a downtown business association. Antique shops have grown in number and have become a stable tourist attraction for the town. Patrons park in

landscaped parking lots located behind buildings. The downtown is safe and appealing to pedestrians, with streetscape improvements and traffic controls to enhance walkability. A Town Economic Development committee has been successful in identifying and attracting new light industry to the industrially-zoned lands near I-95, enhancing Georgetown's tax base.

Moving Around Georgetown – In addition to Georgetown's pedestrian network of sidewalks and trails in open space areas, bicycle and pedestrian routes have been created on abandoned rail beds and on utility line rights of way. Improvements in traffic management at key intersections and physical improvements combined with enhanced enforcement have made local roads safer and eased congestion. Enforcement actions have made truck traffic less noisy for residents along truck routes.

Civic Georgetown - The Town has built a state-of-the-art school combined with a community center serving all ages of town residents. New or upgraded town buildings for the library and public safety departments have been completed. A comprehensive wastewater management program is being implemented.

Through wise stewardship and community commitment, Georgetown is shaping change by careful planning, protection of the Town's resources and natural environment, effective regulation, and incentives to enhance quality of life and opportunity for everyone who lives in Georgetown.

2.0 LAND USE

2.1 Summary

The Town develops land use strategies to both further and reconcile community goals and objectives. A common theme from residents is the desire to maintain the character of Georgetown. Georgetown is valued as a small town with a country feel. Residents also want high quality community services and schools, a healthy and revenue-enhancing local economy, diverse housing options, and improved bicycle and pedestrian mobility.

Regulatory measures shape Georgetown's land use patterns. The rules and design review standards contained within the Zoning Bylaw, the Subdivision Rules and Regulations, the Wetland Bylaw, and the Board of Health Regulations will determine future growth.

In order for Town boards and officials to establish a strategy for furthering community goals through land use, it is necessary to examine historic land use trends and future growth projections, and to evaluate the potential of the regulations to achieve community goals.

The recommendations from the Land Use Analysis provide a way for the town to be proactive in shaping a vision and pursuing ways to affect that vision.

2.2 Goals & Objectives for Land Use

Major goals for the Town have been eloquently expressed in the Master Plan Vision statement, and summarized broadly as follows:

- Protect natural and cultural heritage
- Promote diversity of housing choice
- Support a healthy downtown
- Increase tax revenue
- Improve road safety and ease congestion
- Enhance bicycle and pedestrian mobility
- Provide state-of-the-art schools and other high quality public facilities

In terms of Land Use, these goals have been combined into three overarching goals for which strategies have been devised. These goals are as follows.

Goal 1: Strengthen the Village Center,

Goal 2: Preserve the rural character of the Town, and

Goal 3: Ensure development occurs consistent with regulations.

2.3 Regional Context

Georgetown is located in Northeastern Massachusetts, centrally placed in Essex County. Its total land area is 13.1 square miles. Georgetown is 7 miles southeast of Haverhill, 11 miles southwest of Newburyport, and 28 miles north of Boston. Georgetown is bordered by

Boxford, Groveland, Newbury, and Rowley. The town is included in the Merrimack Valley Planning Commission Region.

Still widely forested, with many acres of state forest land, the town offers small town rural living within reach of employment centers via Route 95 to Route 128 and Boston and via Route 97 connecting to 495. Georgetown has 3,783 employed residents. 11% of residents are employed in Boston, 10% in Peabody and Danvers, 5% in Andover and North Andover. 4% work in Haverhill, 3% in Newburyport. 17% of employed residents work in Georgetown. (See Table 5-3 for further detail.)

Georgetown is located handy to nearby seaports, and recreational areas in New Hampshire and Maine as well as to employment centers, and offers high quality schools in addition to rural appeal, making it attractive to residential settlement.

Georgetown possesses a small, commercial town center where residents can buy the necessities of life as well as enjoy an afternoon shopping in antique stores. The downtown includes a grocery store, pharmacies, dry cleaners, post office, gift shops, variety stores, photo shops, beauty parlors, clothing store and restaurants.

Georgetown has limited industrial development areas adjacent to Route 95, as well as a small, commercial town center. 2,138 persons work in Georgetown, of which 31% are residents. Georgetown draws 16% of its workforce from Haverhill, and 9% from New Hampshire. While development has spread north from Boston to the Route 128 and Route 495 beltways, economic investment in the Route 95 corridor north of Danvers to the New Hampshire border has been sparse.

2.4 Land Use Patterns

2.4.1 Town Land

Georgetown is approximately rectangular in size with its long dimension oriented east-west. Major roads intersect within the town, with Route I-95 located to the east and Routes 97 and 133 meeting in the town center.

Residential development spreads throughout the town, though smaller lots are located closer in to the town center and larger lots extending throughout other areas of town. Multi-family housing comprises only 6% of the housing stock on 19 parcels of land. The largest apartment development is the 186 units built at Longview on the easterly side of town adjacent to Route 95, and the next largest multi-family site is the 52 unit Independent Senior Housing at Parker River Landing on North Street.

Industrial uses are located primarily along and just to the east of the Route I-95 corridor and commercial uses are generally located in the town center and along Routes 97 and 133.

A great portion of the town's land area is dedicated forest and open land, including town parks and camps as well as state forested land.

2.4.2 Town Development History

Georgetown was originally part of Rowley, which lies to the east. In 1667, Rowley set aside 3,000 acres in the western part of the town to be used as village land. This acreage was six miles from Old Rowley and was situated along the main road from Salem, Massachusetts to New Hampshire. This area had previously been used for cattle grazing and seed production. Those who first worked the land had either received special grants or had purchased acreage, residing in the area during the growing season and moving back to Rowley during the winter months.

The first permanent settlers of this new acreage were John Spofford and his family in 1667. By 1700, the number of families in the area had increased to approximately 20. Development was slow throughout the 18th century with agriculture, especially cattle raising and orchards, the predominant occupation. Some of Rowley's ship-building activities were carried out in the Penn Brook area.

The "village" gradually became more accessible as new thoroughfares were completed. In 1686, Elm Street was laid out and opened for traffic. North Street and Long Hill Road followed in 1713. Less developed and less affluent than Old Rowley, this new precinct was established as the Second Parish in 1731 and became known as "New Rowley".

Interest in the use of the town's waterways to produce cheap water power brought an influx of people to New Rowley, along with the start of the town's first industries – saw and grist mills. During the 19th century, tanning and boot-shoe industries were attracted to New Rowley by its availability of raw leather materials from the cattle herds.

Literature of the period describes New Rowley as a center devoted to the manufacturing and mechanic arts, with close connections to the Towns of Bradford, Boxford, Danvers, and Haverhill. Old Rowley, however, remained an agricultural community mainly affiliated with the Town of Ipswich. In 1838, at the time of its incorporation as the Town of Georgetown, New Rowley had 1,500 inhabitants, surpassing Old Rowley's 994.

Despite the fact that Georgetown established itself as an industrial town during the 19th century, land use accounts from 1840 show that almost 70% of the town remained as agricultural or open land. Growth continued during the 19th century; the first railroad linked Georgetown to Newburyport in 1849, followed by the Georgetown/Danvers Railroad in 1854. The railroads ceased service in the early 1950's and the rights of way offer an opportunity for passive recreation as well as access to other villages, and natural habitat areas. The once flourishing apple and pear orchards also declined during this period.

The 20th century saw Georgetown develop into a residential community with modest commercial and industrial opportunities. Interstate Route 95, completed in 1950, passed through the eastern corner of Georgetown, allowing residents to commute easily to employment centers along nearby Route 128 and in the Greater Boston area.

2.4.3 Land Use Changes (1971-1999)

Figures 1A through 1C present the land use patterns for 1971, 1985 and 1999 graphically and Table 2-1 below presents the historic land use patterns numerically. During this period, forest lands declined from 64% of total land area to 55%. Residential land increased from 17% of total land area in 1971 to 28% of total land area in 1999. Commercial land use rose from half a percent to 1% of land area. Industrial land was 0.15% in 1971 and close to 1% in 1999. Cropland declined from 4% in 1971 to 2% in 1999.

Georgetown's population grew by 16% over a ten year period (1990-2000), almost twice that of Essex County and three times that of the Commonwealth. Concurrently, the number of housing units increased by 18% during this same time period, twice the rate of increase for Essex County and 2.5 times higher than the Commonwealth.

As noted, the predominant type of housing unit in Georgetown is the single family home. In 2007, single family homes occupied 2,387 parcels in the Town, compared with 131 parcels for condominiums, 67 multi-family parcels and 5 parcels with other congregate housing.

Table 2-1: Comparative Historic Land Use Pattern (1971, 1985, 1999)
Town of Georgetown

Use	Acreage			Change in Acreage			Percent of Total Land		
	1971	1985	1999	x71-85	x85-99	x71-99	1971	1985	1999
Cropland	312.79	324.19	165.42	11.40	-158.77	-147.38	3.72%	3.85%	1.97%
Pasture	140.13	194.58	63.81	54.45	-130.77	-76.32	1.67%	2.31%	0.76%
Forest	5,387.37	5,079.37	4,597.13	-308.00	-482.24	-790.23	64.06%	60.40%	54.66%
Wetland	469.03	469.03	464.23	0.00	-4.80	-4.80	5.58%	5.58%	5.52%
Mining	85.70	79.54	40.49	-6.17	-39.05	-45.21	1.02%	0.95%	0.48%
Open Land	206.24	187.39	172.56	-18.85	-14.82	-33.68	2.45%	2.23%	2.05%
Part. Recreation	16.43	19.13	149.59	2.70	130.46	133.17	0.20%	0.23%	1.78%
Spec. Recreation	4.91	4.91	--	--	-4.91	-4.91	0.06%	0.06%	0.00%
Water Recreation	2.76	2.76	--	--	-2.76	-2.76	0.03%	0.03%	0.00%
Multi-Fam Resid	--	10.11	11.26	10.11	1.15	11.26	0.00%	0.12%	0.13%
Med Dens Resid	442.85	502.05	557.69	59.20	55.64	114.84	5.27%	5.97%	6.63%
Low Dens Resid	932.32	1,071.92	1,612.67	139.61	540.75	680.36	11.09%	12.75%	19.18%
Commercial	48.07	57.35	83.23	9.29	25.88	35.17	0.57%	0.68%	0.99%
Industrial	12.76	23.14	74.31	10.37	51.18	61.55	0.15%	0.28%	0.88%
Urban Open	59.79	76.40	85.89	16.61	9.49	26.10	0.71%	0.91%	1.02%
Transportation	137.84	157.12	167.25	19.28	10.13	29.41	1.64%	1.87%	1.99%
Waste Disposal	16.45	16.45	17.26	--	0.81	0.81	0.20%	0.20%	0.21%
Water	119.32	119.32	117.72	--	-1.60	-1.60	1.42%	1.42%	1.40%
Woody Perennial	15.38	15.38	29.61	--	14.24	14.24	0.18%	0.18%	0.35%
Total	8,410.14	8,410.14	8,410.14				100.00%	100.00%	100.00%

Source: MassGIS

2.4.4 Current Land Use

Current land use statistics and analysis were gathered from GIS data provided by the MVPC. Due to differences in data classification between MVPC and Mass GIS, a direct comparison cannot be made between prior land use patterns (1971-1999) and the 2004 data, shown in Figure 1D. The maps from 1971-1999 are based on aerial photographs. Historic land use changes for this time period are shown in Figure 2. However, the 2004 data is based on

classifications from the Georgetown Tax Assessor. Both of these data sources are accurate representations of land use patterns in the Town, while the 2004 data is the most current.

In comparing the 1999 Land Use pattern to that of 2004 (the most current data), they are similar in the dispersion of residential land throughout the town and industrial land near I-95.

Commercial land represents a small amount of acreage in both years, with 1% of land in commercial use in 2004. Overall, the pattern of suburban residential growth predominates in both 1999 and 2004 with the dispersed suburban pattern seen throughout the Town.

The Town's increase in population is linked to an increase in single family residential units. The change in acreage for other uses was not significant, while the change in single family units is the most noticeable trend in the town.

Table 2-2: Land Use (2004)

Town of Georgetown

Use	Acreage (2004)	Percent of Total Land Area (2004)
Single-Family Residential	3,199	42%
Multi-Family Residential	215	3%
Developable Land	0.2	< 1%
Potentially Developable Land	436	6%
Undevelopable Land	702	9%
Hospital	65	1%
Industrial	336	4%
Commercial	79	1%
Recreational	132	2%
Agricultural	113	1%
Forest	131	2%
Town Office, Municipal Services, Schools	1,097	14%
Other (State, Charitable, Religious)	1,188	15%
Total*	7,693	100%

*Total excludes roads, waterways, lakes and ponds.

2.4.5 Full Buildout Analysis

While there was no current buildout analysis completed for the 2004 Plan, Executive Office of Energy and Environmental Affairs conducted a buildout analysis for the Town of Georgetown in 2000 and its neighboring communities, in partnership with the MVPC. There is no timeline associated with full buildout. The buildout estimate reflects potential for growth under the town zoning bylaws.

The intention of the buildout analysis was to evaluate local zoning and other regulations, as well as other known physical limitations to development, and to determine the municipality's absolute potential for growth. The buildout analysis projected the impacts that the potential development would have on the need for additional services. The buildout analysis for Georgetown determined that on the 2,379 acres of vacant, developable land, maximum buildout would bring in an additional 3,763 new residents in 1,284 new dwelling units and would require 25 miles of additional roadway. Of this vacant developable land, 2 million square feet is available for commercial and industrial development.

Table 2-3: Georgetown Estimated Buildout Summary

Demographic Projections	
Residents*	
1990	6,384
1998/99	7,384
Population with Full Buildout	11,147
Students (K-12)	
1990	1,100
1998/99	1,336
Population with Full Buildout	1,978
Households	
1990	2,178
1998/99	2,519
Households with Full Buildout	3,803
Water Usage (million gallons per day)	
1998/99	.71
Water Usage with Full Buildout	1.16
Full Buildout Impacts	
New Residents	3,763
New Students (K-12)	642
Total Residential Lots	1,284
Developable Land Area (sq.ft.)	103,629,240
Developable Land (acres)	2,379
Commercial/Industrial Buildable Floor Area (sq. ft.)	2,178,032
Residential Water Use (gallons per day)	282,196
Commercial/Ind. Water Use (gallons per day)	163,352
Municipal Solid Waste (tons)	2,269
Non-Recyclable Solid Waste (tons)	1,317
New Residential Subdivision Roads (miles)	25

Source: Executive Office of Energy and Environmental Affairs

Notes:

1. "Residential Water Use" is based on 75 gallons per day per person.
2. "Comm./Ind. Water Use" is based on 75 gallons per 1,000 square feet of floor space.
3. "Municipal Solid Waste" is based on 1,206 lbs per person per year. All waste estimates are for residential uses only.
4. "Non-Recyclable Solid Waste" is a subset of Municipal Solid Waste and is based on 730 lbs per person per year ending up in a landfill or incinerator.
5. The number of "Residents" at buildout is based on the persons per household figure derived from the 1990 census.
6. The number of "Students" at buildout is based on a student per household ratio from 1990 US Census data.
7. "New Residential Subdivision Roads" are based on the assumption that 60% of the new residential lots will have required frontage on new subdivision roads.
8. Current students = 1,589 (2006-2007 Georgetown School Dept.), current residents = 7,821 (Community Development Plan 2004); Current households = 2,740 (Community Development Plan 2004); current water usage = 1.5 mgd (2006 Water Dept.)

2.5 Under Construction

As of the date of this Master Plan, the following subdivisions and special permits were under construction, representing a growth of 105 residential units.

Name	# of residential units	Location
Blueberry Lane	5	Off Baldpate Road
Chaplin Hills	10	Off Baldpate Road
Deer Run	5	Off Warren Street
Harris Way	11	Off Jewett Street
Little's Hill	45	Off Baldpate Road
Railroad Avenue	4	Off Moulton Street
Rock Pond Estates	5	Off West Main Street
Whispering Pines	20	Off Warren Street
West Street ISH	24	Off Andover Street
Total	129	

2.6 Recent Progress

In recent years, the Town has adopted a number of progressive ordinances to encourage new development more in scale with the older rural streets and village-clustered homes. These ordinances include the following:

- An Open Space and Residential Development bylaw to allow flexible siting of buildings and encourage open space preservation
- Court and Lane guidelines for reduced street widths for smaller-scale developments,
- A Common Driveway ordinance for up to three lots,
- A Demolition Delay Bylaw to encourage the preservation of historic homes, and
- An Independent Senior Housing bylaw and a Housing Balance bylaw, both of which aim to encourage affordable and diversified housing.

The Existing Zoning Categories and Overlay Districts are described in detail in Appendix A.

2.7 Land Use Strategies and Recommendations

The Master Plan Land Use recommendations are organized into three sections:

- Strengthen the village center for both economic and community vitality,
- Protect the rural character of the Town of Georgetown, and
- Promote better zoning compliance and enforcement.

2.7.1 Strengthen the Village Center

The goal of strengthening the village center is for the benefits of improved economic well-being of the village center, enhanced appeal of the village as a destination and community meeting place, increased tax revenue from a healthy local economy, and increased diversity of housing choice. Land zoned for business uses is limited and concentrated in the town center area of Georgetown. The Town could support more intense use of the existing business zone to accommodate future commercial expansion and development. Mixed-use development is an attractive approach that would provide for multiple uses on a single site. It can provide for limited amounts of housing to serve as a redevelopment incentive and provide additional housing choices in the community. This pattern reflects traditional models of rural villages and town centers, where small shops, stores and service establishments were often mixed with small apartments or living units on the same or adjacent parcels.

Allowing the provision of a moderate amount of housing above or adjacent to commercial uses could serve several goals simultaneously. Such development could become an incentive for property owners to upgrade and reinvest in their properties. This type of development is very traditional as a way of providing for a livelier and more interesting town center. The allowance for housing - either condominiums or rental units - could also serve an important housing need by expanding the range of housing choices and price points within Georgetown. The scale and type of development envisioned could provide, for example, one or two floors of housing above ground floor business uses. Site planning standards would be needed to control the character of the buildings and the allocation of parking, to ensure that the resulting character would be compatible with the traditional small town and historic qualities.

Actions that would guide the Town in its strategies to pursue these goals could include:

- **Evaluate the Impacts of a Village Overlay District**

The Town should look for grant assistance to evaluate the fiscal and design impacts of a mixed use village overlay district. The study should consider the possibility of allowing mixed use development, such as retail on the first floor, offices above, and residential on third and fourth floors. Historic photos of the downtown should be consulted in the consideration of allowable heights and potential design guidelines. Consideration should be given to the boundaries of the downtown district, as a certain minimum of commercial space may be necessary to create and sustain a healthy local economy.

- **Consider a Design Review/Appearance Code**

The Town should consider establishing a Design Review Board and an Appearance Code to

guide the design of new, non-residential projects in the Town. The Design Review Board¹ reviews the building design, building material, and landscape treatments of proposed nonresidential projects with reference to a published Appearance Code. The Board then provides a nonbinding advisory report to the actual permit granting authority (Planning Board, Zoning Board of Appeals, Building Inspector, etc.). In practice, developers are often willing to revise their building and site plans based on the Design Review Board's suggestions. The Design Review process is a complement to the existing Site Plan Approval process, not a replacement. Site Plan Approval addresses technical criteria such as conformance with zoning, proper drainage, and safe access. Design Review focuses on aesthetic criteria.

The Appearance Code is a written document that identifies what types of building designs, building materials, and landscape treatments are preferred in the Town. In Georgetown's case, preferred designs would probably be consistent with the Town's traditional development patterns and historic structures. The Appearance Code gives developers an up-front idea of what the Town is looking for and ensures that the Design Review process is as objective as possible.

- **Study Potential Small Scale Package Wastewater Treatment Plants**

The Town has for many years discussed the possibility of increasing the development potential of the downtown by providing sewer in the downtown area. Several small scale package treatment plants have been installed for residential subdivisions in Georgetown, such as the Little's Hill plant that serves 45 homes and the Longview Apartments system that serves 184 apartments. The Town should investigate the studies conducted by the State that compare small scale package treatment plants and identify and evaluate potential locations for such treatment.

- **Consider Additional Pedestrian Connections in the Village**

The center of Georgetown is a well-used vehicular crossroads. Routes 133 and 97 cross in the heart of the village, and carry significant truck as well as car traffic. This has been an impediment to comfortable pedestrian use of the village. As the town looks for ways to increase the density of the village, it should maximize potential non-vehicular pathways. These could include connective walkways behind new developments as well as linkages between existing plazas.

¹ A Design Review Board typically consists of five members appointed by the Selectmen. Members of the Design Review Board should include individuals familiar with design, construction, and real estate, such as architects, landscape architects, lawyers, realtors, and contractors. The Board should include a nominee of the Planning Board and a nominee of the Historical Commission.

2.7.2 Protect the Rural Character of the Town

The Town wishes to protect the rural character and appearance of the town. As the Village Center Overlay District actions consider strengthening the village character of the center, other actions could be taken to protect the rural look and feel of the roads and countryside outside of the center.

- **Implement Landscaping Requirements**

One of the Town's goals is to encourage the design of new development in a manner that is environmentally and aesthetically compatible with its surroundings. Proper landscaping can help meet this goal, but Georgetown currently relies on an informal negotiation process to require landscape improvements as part of development projects.

The Town should adopt additional provisions for minimum landscaping requirements for parking lots and buffer areas to the zoning bylaw (see **Box below**). The intent of these provisions is to establish a **minimum acceptable** level of effort; the Town can and should still require or encourage additional landscaping.

Box: Sample Parking Lot Landscaping Requirements:

Parking lots that abut public ways shall be separated by a minimum twenty (20) foot strip of landscaping, which shall contain at least four (4) trees per two hundred (200) linear feet that may be expected to reach a mature height of greater than thirty (30) feet.

Parking lots shall contain visual relief from vast expanses of unbroken pavement and cars. In parking areas exceeding one-quarter (1/4) acre, trees greater than six (6) feet in height shall be provided at a rate of at least one per twelve (12) parking spaces. These trees shall be placed in vegetated islands at least eight (8) feet wide and spaced with reasonable regularity throughout the parking lot. At least half of these trees shall be of a species expected to mature to a height greater than thirty (30) feet. Landscaping in islands shall be protected from damage from parking cars and snow removal operations.

A Registered Landscape Architect or other qualified licensed professional must certify to the Building Inspector prior to the issuance of a final occupancy permit that the required landscaping has been properly installed in accordance with approved plans.

- **Scenic Overlay District**

Georgetown is only 13 square miles in area, which suggests the possibility of making all of the area outside of a defined village center part of the Scenic Overlay District. This District would provide additional design and development guidelines for projects in countryside areas. As an overlay district, the Scenic designation would be superimposed over the base districts and provide additional protection measures in scenic areas. The underlying uses would remain unchanged. The Scenic Overlay District guidelines should give particular attention to prominent areas such as:

- **Areas within 500 Feet of any rural road (a road outside the Village District):** Development within this 500-foot band greatly affects the character of the road.
- **Areas within 500 feet of a “gateway” road to Georgetown:** These are the access roads to the town center: North Street, Central Street, East Main Street, and West Main Street and Andover Street.
- **Prominent Ridgelines:** Defined as lands above 145 feet in elevation, high points in Town such as Baldpate Hill are visible from numerous locations.
- **Steep Slopes:** Sheer faces of steep hillsides (exceeding a 25% slope) are also very visible. Attention is often drawn to areas with large elevation changes, making these locations particularly important to Georgetown’s scenic character.

In a Scenic Overlay District, a combination of incentives, regulations, and development reviews may be formulated to create new development that blends naturally into the Town’s landscape. The Planning Board can incorporate these policies into a new Scenic District Bylaw. In terms of incentives, Georgetown’s bylaws provide landowners and developers additional options for locating driveways and curb cuts to improve access while minimizing visual impact (see OSRD, Common Driveway, and Court and Lane regulations). Regulations in the Scenic Overlay District should include greater residential building setbacks when outside the town center (e.g. 150 feet) and a requirement to retain at least a 50 foot depth of natural vegetation along the roadside. In addition, the Town should review new development in the Scenic Overlay District to minimize its visual impact. For example, if a property owner seeks to develop an old farm field, new houses recessed into the treeline at the edge of the field would be much less visually obtrusive than houses positioned in the middle of the field.

- **Scenic Roads Bylaw**

The Town adopted a Scenic Roads Bylaw pursuant to Chapter 40, Section 15C of the Massachusetts General Laws in the year 2000. The Scenic Roads Bylaw only applies to work within the road right-of-way, such as road maintenance work and curb cuts.

Currently the town has only one designated scenic road: Nelson Street. The Planning Board should investigate whether designating additional roads as scenic would further protect the rural character of the Town.

Responsible Entity: The Planning Board

2.7.3 Enforce Zoning Regulations

Appropriate zoning can shape development to control uses, building size and design, and population densities. However, the zoning cannot achieve the planning goals without consistent enforcement. Inherent in the zoning recommendations is an associated requirement that Georgetown should also enforce its zoning by-laws. With zoning

enforcement, the Town will be able to both protect and upgrade the community due to an ability to implement planning policies.

Without proper zoning administration and enforcement, the Town's land use and economic development goals could be substantially compromised over time.

In many towns, the separate position of a zoning compliance official is established in order to administer and enforce zoning regulations. In the Town of Georgetown, the Building Inspector currently also serves as the zoning compliance official. Actions required to fulfill this strategy include:

Definition of administration and enforcement procedures

The Town could provide improved descriptions of zoning procedures and more clear interpretations of the zoning for the zoning enforcement official to follow in order to administer and enforce the by-laws. The Town could also allow the zoning official the ability to enforce zoning violations through the levy of fines or suspension of permits. The Town should also clearly specify the process that a property may follow to correct a violation, such as appeals or mediation with a zoning review board.

Responsible Entity: The Planning Board

3.0 HOUSING

3.1 Introduction

This chapter focuses on the population growth of Georgetown, how this growth compares to surrounding towns, and the effects it is having on existing housing within the Town. Also discussed in this chapter are the types of housing Georgetown now has and what housing types may be needed in the future. It describes existing zoning regulations related to housing. Finally, to deal with the future growth, a set of proposed recommendations is included in the recommendations section of this report.

3.2 Housing Vision Statement

The vision for housing in 2023 as presented in the 2004 Community Development Plan was:

“In addition to Georgetown’s neighborhoods of single family homes, the Town now offers a greater variety of housing choices, including condominiums and rental apartments affordable to long time residents and seniors who wish to downsize their housing, young people starting out in life, and town employees. The town continues to achieve state goals for affordable housing through housing development that complements Georgetown’s character, aided by CPA funding. Zoning standards and guidelines ensure that new construction is sensitive to the surrounding landscape and neighborhood.”

The visioning process for the 2004 Community Development Plan (“2004 Plan”) summarized Georgetown’s housing characteristics as including the following:

- Most of the Town is zoned for one- and two-acre lots;
- There is diversity of housing ages and styles;
- Most street frontage is already developed;
- Newer houses are nearly twice as big, on average, than older homes;
- Total housing in 2000 was 2,616 units, while there were only 2,219 units in 1990 representing an 18% increase in 10 years;
- 25% of Georgetown’s housing units were built before 1940 and 31% before 1980;
- 94% were single family; 86% were owner occupied;
- There was a potential for 117 units in process in 2004 for independent senior housing;
- Georgetown contained existing cluster-style developments and a Chapter 40B multi-family rental project;
- Family housing to accommodate Town employees and local young families was a major need in Georgetown; and

- Median price of a single-family home in 1990 was \$187,400 while in 2002 it was \$332,250, representing a 77% increase in price. In 2007, the median price was \$416,750.

The 2004 visioning process also identified the Town's approach to new housing development including:

- The passage in 1995 of a Development By-Law limiting building permits to 20 annually, excepting 55+ housing, low and moderate income housing, rehabilitation and non-residential development;
- The passage of an Independent Senior Housing Bylaw;
- The passage of a Housing Balance bylaw mandating affordable units in special permit projects;
- The passage of the Community Preservation Act;
- Appointment in 2001 of an Affordable Housing Task Force; and
- An affordable housing plan proposing the creation of 2 to 4 units every few years commencing in 2006.

The Community Preservation Act (CPA) is a tool for communities to preserve open space, historic sites, and affordable housing. CPA is statewide enabling legislation to allow cities and towns to exercise control over local planning decisions, and provide new funding sources.

Chapter 40B is a state statute, which enables local Zoning Boards of Appeals (ZBAs) to approve affordable housing developments under flexible rules if at least 25% of the units have long-term affordability restrictions. Also known as the Comprehensive Permit Law, Chapter 40B was enacted in 1969 to help address the shortage of affordable housing statewide by reducing unnecessary barriers created by local approval processes, local zoning, and other restrictions.

3.3 Housing Goals and Objectives

- Encourage a diverse mix of housing stock and housing affordability for persons and families of varying age and income levels;
- Protect and enhance the historic character of existing neighborhoods; develop and use regulations effectively to promote neighborhood-scale design in new residential developments; and
- Promote appropriate site design and development standards for new residential development so as to preserve Georgetown's "small town" character and protect its natural resources.
- The town continues to achieve state goals for affordable housing through the inclusionary housing by-laws.

- Seek out and use public/private resources to provide housing units that are suitable for and affordable to low-and-moderate-income individuals, families, and the elderly;
- Adopt and implement flexible development regulations that encourage investment and reinvestment in older housing stock with the aim of preserving the architectural character, density, and ambience of established neighborhoods while limiting growth in remaining open areas; and
- Encourage developers to design small, pedestrian-friendly residential neighborhoods that preserve the natural contours of the land and existing vegetation and that connect to other neighborhoods via off-street trails and paths.

3.4 Georgetown's Housing Assets and Liabilities

Assets	Liabilities
<ul style="list-style-type: none"> • Quality and variety of attractive housing styles and sizes • Historic homes • Town has reached 10% Chapter 40B goal and is at 14% in 2007 	<ul style="list-style-type: none"> • Growth has not been "done right" • Need tools to manage and shape growth • Tearing down small houses to put up big ones – trend towards "mansionization" • Road frontage almost all developed • Zoning and by-laws create higher housing costs – difficult permitting system • No multi-family zoning • No apartments downtown • Even with the Chapter 40B project, housing for middle income households remains scarce

3.5 Population

Table 3-1: Population Growth between 1990 and 2007

	1990 Census	2000 Census	% Change	2002 Est.	% Change	2007 Est.	% Change
Georgetown	6,384	7,377	15.6 %	7,499	1.7 %	7,821	4.3 %
Essex County	670,000	723,419	8.0 %	730,175	0.9 %	748,825	2.6 %
Massachusetts	6,015,050	6,349,097	5.6 %	6,393,677	0.7 %	6,515,895	1.9 %

Source: U.S. Census

The above table illustrates that Georgetown's population grew 15.6 % over a ten year period, almost twice that of Essex County and three times that of the Commonwealth. Its growth is expected to continue rising at a rate of 0.85 % per year from 2000-2007. According to the Massachusetts Department of Revenue Division of Local Services, Georgetown's actual 2005 population was 8,041, above the estimate for 2007.

3.6 Housing Growth

Table 3-2: Household Growth between 1990 and 2007

	1990	2000	%	2002	%	2007	%
	Census	Census	Change	Est.	Change	Est.	Change
Georgetown	2, 178	2, 566	17.8 %	2, 615	1.9 %	2, 740	4.8 %
Essex County	251, 285	275, 419	9.6 %	278, 772	1.2 %	287, 922	3.3 %
Massachusetts	2, 247, 109	2, 443, 580	8.7 %	2, 472, 246	1.2 %	2, 540, 653	2.8 %

Source: U.S. Census

The above table indicates how Georgetown's number of households has grown 17.8 % over a ten year period, almost twice that of Essex County and two and a half times that of the Commonwealth. Georgetown's growth is expected to continue rising at a rate of 0.95 % per year from 2000 to 2007.

3.7 Household Demographics

A family consists of a householder and one or more additional persons living in the same household who are related to the householder by birth, marriage, or adoption. All persons in a household who are related to the householder are regarded as members of his or her family. Not all households contain families since a household may comprise a group of unrelated persons or one person living alone. This chart illustrates that Georgetown's number of families grew 16.2% over a ten year period, three times that of Essex County and four times that of the state. Its growth is expected to continue rising at a rate of .6% per year from 2000-2007.

Table 3-3: Family Growth between 1990 and 2007

	1990	2000	%	2002	%	2007	%
	Census	Census	Change	Est.	Change	Proj.	Change
Georgetown	1, 743	2, 025	16.2 %	2, 049	1.2 %	2, 110	3.0 %
Essex County	175, 332	185, 094	5.6 %	186, 085	0.5 %	188, 936	1.5 %
Massachusetts	1, 514, 746	1, 576, 696	4.1 %	1,584, 665	0.5 %	1, 607, 004	1.4 %

Source: U.S. Census

3.7.1 Household Size

The trend across the United States and in Massachusetts has been that average household size has been decreasing because families are having fewer children than previous generations. However, as illustrated below, household size in Georgetown is not decreasing as rapidly as Essex County and in the Commonwealth.

Table 3-4: Change in Household Size between 1990 and 2007

	1990 Census	2000 Census	% Change	2002 Est.	% Change	2007 Proj.	% Change
Georgetown	2.90	2.87	-1.0 %	2.86	-0.3 %	2.85	-0.3 %
Essex County	2.61	2.57	-1.5 %	2.56	-0.4 %	2.54	-0.8 %
Massachusetts	2.58	2.51	-2.7 %	2.50	-0.4 %	2.47	-1.2 %

Source: U.S. Census

3.7.2 Household Income

Total Household income means the total money received in the stated calendar year by all household members age 15 years and older. This chart illustrates that Georgetown's median household income grew by 70% over a 12 year period, 6% more than Essex County and 8% more than the Commonwealth. Its growth is expected to continue rising at a rate of 3.84% per year from 2002-2007.

Table 3-4: Median Household Income between 1990 and 2007

	1990 Census	2002 Est.	% Change	2007 Proj.	% Change
Georgetown	\$ 44, 861	\$ 76, 449	70.4 %	\$ 91, 152	19.2 %
Essex County	\$ 37, 913	\$ 62, 494	64.8 %	\$ 74, 111	18.6 %
Massachusetts	\$ 36, 953	\$ 59, 972	62.3 %	\$ 71, 035	18.4 %

Source: U.S. Census

3.8 Housing Unit Inventory and Assessed Values

In Fiscal Year 2007, there were 2,387 single family parcels. The average assessed value of a single family home was \$440,474. When compared with the 1998 average assessed value of \$187,699, this represents an increase of 135%.

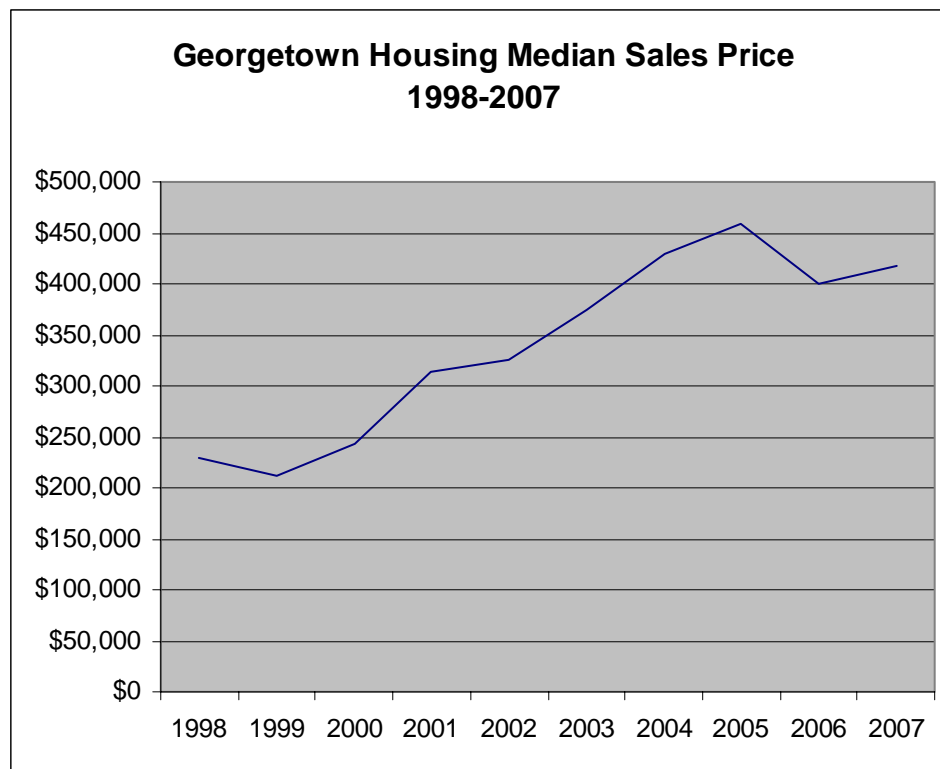
The following **Table 3-6** lists the number and types of housing units constructed between 2001 and 2007:

Table 3-5: Housing Units constructed between 2001-2007

	2001	2002	2003	2004	2005	2006
Single-family	23	17	35	44	83	37
Multi-family	14	n/a	7	21	20	5

3.9 Housing Sales and Values

As shown in the graph, the median sales price has risen from \$230,000 in 1998 to \$416,750 in 2007 (January to April 2007), representing an increase of 81% in median sales price during the ten year span. The volume of sales has remained in the range of 9 to 18 homes sold per year, with 18 homes sold in 2002 and 9 sold in 2006, with an average of 12 homes sold per year over the last decade.



3.10 Housing Permit Data and Construction Trends

Table 3-6: Housing Permit Data

Permit Type	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Single Family Dwelling	26	54	31	18	22	23	17	35	44	44	10
Condos/Apts.						14		7*	21**	16**	28**
Demolitions	3	8	3	3	8	3	3	6	9	15	1
Additions/Renovations	181	180	161	222	183	193	198	258	275	215	211

*7 buildings containing 186 total apartments

**Independent Senior Housing condominiums.

Source: Georgetown Building Department,

Verification for years 2003-06 at Planning Dept.

3.11 Age of Housing Stock

**Table 3-7: Age of Housing Stock
Town of Georgetown**

Year Built	Number of Units	% of Housing Stock
1990-2000	460	18%
1980-1990	346	13%
1970-1980	324	13%
1960-1970	371	14%
1940-1960	483	18%
1939 or earlier	632	26%
Total:	2,616	100%

Source: US Census.

This table provides information about the age of Georgetown's housing stock. Approximately 24% of the Town's housing stock was constructed before 1939, 32.7% was built between 1940 and 1969, and 13.2% between 1970 and 1979. Between 1980 and 2000, about 31% (806 units) of the Town's housing were built. This increase directly corresponds to the population growth in the community of Georgetown.

In 2007, there were 2,610 housing units in Georgetown, of which 2,387 were single family parcels. Nineteen parcels had multi-family or apartment uses so the overall number of housing units is higher than the number of parcels.

According to the 2000 U.S. Census, there were 2,616 housing units in 2000. This represents an increase from the 1990 total of 2,219 units or 17.9%. During the same period, housing units grew by only 5.6% in Essex County and 6% statewide. Thus, the Town's housing growth rate far exceeds both the state and county averages, with an annual growth rate of 1.8% over a ten-year period. In the 2004 Plan, Claritas, Inc. estimated that the housing units will grow to 2,666 in 2002 and projects an increase to 2,793 housing units in 2007 or a growth rate of 6.8% in a seven-year period or on average 25 units per year.

**Table 3-8: Housing Unit Stock
Town of Georgetown, Essex County and Massachusetts**

	1990	2000	%	2002	%	2007	%
	Census	Census	change	Est.	change	Proj.	change
Georgetown	2,219	2,616	17.9%	2,666	1.9%	2,793	4.8%
Essex County	271,977	287,144	5.6%	290,626	1.2%	300,165	3.3%
Massachusetts	2,472,710	2,621,947	6.0%	2,654,116	1.2%	2,740,653	3.3%

Source: U.S. Census

**Table 3-9: Housing Unit Stock (1990-2000)
Neighboring Communities**

Town	1990	2000	% change
Boxford	2,087	2,610	25.1%
Rowley	1,573	2,004	27.4%
Groveland	1,813	2,096	15.6%
Topsfield	1,967	2,144	9.0%
Newbury	2,365	2,816	19.1%
Average	1,961	2,334	19.2%

*Source: US Census

3.12 Housing Occupancy

The following table shows housing tenure by the percentage of owner occupied units vs. the number of renter occupied units. Georgetown has a significantly higher rate of homeownership than Essex County and the Commonwealth.

**Table 3-10: Housing Occupancy, 2004
Georgetown, Essex County, and Massachusetts**

Housing Tenure	Ownership	Rental
Georgetown	86%	14%
Essex County	64%	36%
Massachusetts	62%	38%

The table below compares housing occupancy rates in Georgetown from 1990 to 2000. It shows that over the ten year period between U.S. Census 1990 and 2000, the number of owner occupied housing units has increased by 23%, while the percentage of renter occupied houses has decreased by 7%. This statistic indicates that the majority of new residential development within the Town of Georgetown over the past ten years has been for single-family homes. The decrease of renter occupied unit's shows a lack of alternatives or diversity in the housing stock.

**Table 3-11: Owner vs. Renter-Occupied Units, 1990 and 2000
Town of Georgetown**

Category	1990	2000	% Change
Owner-Occupied	1,801	2,215	23 %
Renter-Occupied	377	351	-7 %

3.13 Types of Households

The Georgetown Assessor's database classifies residential land uses into six categories: single-family homes, Condominiums, two-family homes, three-family homes, 4-8 family (Multi-family) homes, and multiple houses on one lot. The database does not quantify the number of houses found on multiple lots nor does it specify the number of units located in apartment buildings; therefore, it is not possible to provide exact numbers for these two categories. In 2002, an analysis of the Town's Assessor data showed that out of 2,389 units of existing housing stock, approximately 94% were single-family, 2% were condominiums, and 4% were either two-family, multi-family, or a mixed use combining commercial and residential. Using the projection of 2,783 housing units for 2007 (based on 2000 census figures), currently there are 2,387 single family homes (86% of housing units); 102 condominiums (4%) and remaining 10% either two-family, multi-family or a mixed use combining commercial and residential.

3.14 Housing Demand Assessment & Needs Analysis

In March 2001, the Board of Selectmen established the Affordable Housing Task Force (AHTF) whose mission is to act as an advocate for the creation of housing that is affordable to moderate and low income individuals and families. The Task Force generated two major goals/purposes for creating affordable housing in Georgetown:

- 1) To enable people who work or have been raised in Georgetown to live in their community thereby maintaining income diversity; and
- 2) To assist the town in complying with the state's Chapter 40B requirements by managing new development that is consistent with the town's goals.

The Task Force is composed of five members. Since its inception, the AHTF lent its support to the successful passage of the Community Preservation Act in 2001, oversaw the creation of the 2003 Housing Plan, and has managed the affordable housing units created in Georgetown as a result of the Housing Balance zoning bylaw.

The affordable housing managed by the AHTF currently consists of:

- 201 Central Street, unit 2 – 2 bedroom condominium
- 14 Middle Street – single family house
- Parker River Landing – 4 independent senior housing condominiums

In addition, the AHTF has worked with the Planning Board to determine an acceptable contribution of 2 units required by the Raymond's Creek 26 unit Independent Housing project. An additional inclusionary unit will be created by the Harris Way subdivision currently under construction. The Town also received a \$100,000 contribution for affordable housing from the Little's Hill subdivision which has been placed in a special revenue account.

The other two types of affordable housing in Georgetown are the public housing managed by the Georgetown Housing Authority and the 186 apartments at Longview, 25% of which are

affordable, and which are privately managed. The latter development brought the town into compliance with Chapter 40B with an affordable count of 13% (10% required by Chapter 40B).

In 2005 the AHTF was part of a successful joint application with Newburyport and Newbury for Community Development Block Grant funds for housing rehabilitation for low or moderate households. In the two years since receiving the funds, some residents benefited from the program: one rehab was completed, one was under construction, and one was in the work write-up phase. The 2006 application was unsuccessful, and in 2007 the Town lacked sufficient human resources to dedicate to writing and managing the public process necessary for the grant application.

Today's Task Force is faced with maintaining the AHTF property inventory in compliance with the Local Initiative Program Guidelines of the Department of Housing and Community Development. In an advisory capacity, the AHTF works with potential developers, the Planning Board, and others to ensure that committed builders will provide the town with appropriate affordable housing in proportion to the new housing developments. A continuing goal is to maintain these units as affordable in perpetuity.

At the May 2007 Town Meeting, voters approved the use of \$10,000 from the Affordable Housing Special Revenue account for management of the inclusionary housing units.

3.15 Georgetown's Regulatory Framework & Housing

Georgetown's Zoning laws are contained in Chapter 165, as revised August, 2006. The purpose of this chapter is to promote the health, safety, welfare and convenience of the inhabitants by dividing the Town of Georgetown into districts and regulating the use and construction of buildings and premises with a view of encouraging the most appropriate use of land in the Town.

Article III of the Zoning Code regulates the rate of development. The purpose of this article is to protect and promote the public health, safety, welfare, education and preserve rural character of the Town of Georgetown by maintaining the growth of the Town at a manageable rate and to ensure that adequate time existing for the Town to expand its resources to provide those services necessary to meet the educational, infrastructure and public safety needs of the residents. This statute is in effect until December 31, 2010. There is a limit of 24 building permits issued for new residential dwelling units in any twelve-month period. There are exemptions to this article including units of affordable housing, restoring an existing dwelling, non-residential uses and independent senior housing permitted under Article XVII of Chapter 165.

3.15.1 Zoning Bylaws

Changes made to the zoning code since 2005 relevant to housing include:

#154 Housing Balance Bylaw changing statistical area

#155 Replace Planned Unit Development with Open Space Residential Development

#156 Renewed Rate of Development Bylaw

#158 Limited Building Height to 35' from existing grade, rather than final grade

#159 ISH Density – reduced from 4/acre to no more than twice that allowed by underlying zoning.

Also, two amendments (articles) relevant to housing are not yet in the zoning bylaw but passed at the May 2007 Town Meeting follows:

Article 29, Major Development Special Permit

This article states that all development over 30,000 square feet is required to obtain a special permit from the Planning Board.

Article 36, Affordable Housing

This article allows the expenditure of up to \$10,000 from the Affordable Housing Special Revenue account for the management of existing and proposed inclusionary housing.

3.15.2 Zoning Definitions

Inclusionary zoning mandates that residential developers make some of their housing affordable. Incentive zoning provides that developers seeking special permits may obtain favorable zoning treatment, such as increases in density, in exchange for providing affordable housing.

3.15.3 Subdivision Regulations

As defined in Article VII, Open Space Residential Development (OSRD) of the Zoning Bylaw, any proposed development in the Town which would create more than ten (10) lots or dwelling units or is on a parcel of ten (10) acres or more shall be required to submit a special permit application to the Planning Board in accordance with the provisions of this bylaw. The applicant may also submit a conventional subdivision plan at the same time. In the event both an OSRD Concept Plan and a conventional plan are submitted, the Planning Board shall recommend which plan it considers most beneficial to the Town. For subdivisions that would create nine (9) or fewer lots or units or are on less than ten (10) acres an applicant may submit a special permit application for an OSRD in preference to filing a conventional plan.

3.15.4 Independent Senior Housing Overlay District (ISH Overlay District)

Independent Senior Housing (ISH) is permitted in the ISH Overlay District by special permit with site plan approval from the Planning Board. Residency is limited to households having all resident members 55 years or older, with exemptions for employees of the ISH development. The percentage of affordable housing units, as required under Section 165-71, shall be no less than 20%.

3.15.5 Housing Balance

As codified in Section 165-71, Housing Balance Bylaw, In order to assure that new residential development being granted special consideration will, at minimum, meet its own share of providing for the diversity and balance of housing in Georgetown, at least 10% of the housing units shall be affordable. Continuing affordability shall be assured for at least 40 years through means enforceable by the Town.

3.16 Housing Issues in Georgetown

3.16.1 Affordable Housing

In 2007, according to the Department of Housing and Community Development, almost 14% of Georgetown's housing is considered affordable. Neighboring communities have lower percentages of affordable housing with Boxford at 0.7 %; West Newbury at 1.8%; and Topsfield at 5.4% affordable. *

Town	Percent of Affordable Units
Georgetown	13.9%
Boxford	0.7%
Topsfield	5.4%
West Newbury	1.8%

*Source: Boston Globe, May 17, 2007

Below is a table summarizing the existing affordable housing in Georgetown in comparison to its neighboring towns in 2004.

Table 3-12: Summary of Existing Affordable Housing 2004

	Georgetown	Boxford	Groveland	Newbury	Rowley	W.Newbury	TOTAL
Rental Apts.-Family	11		1		12	12	36
Rental Apt.s-Elderly	126		59	94	66	14	358
Rental Apt.s-Other	12						12
For Sale-Family	4	15			10		29
For Sale-Elderly		96					96
TOTAL	153	111	59	94	88	26	531

Source: Georgetown Community Development Plan, 2004

Since 2004, the following affordable housing has been permitted in Georgetown.

West Street: Local Initiative Program (LIP) over 55+ in age, 4 affordable units were permitted under the 40B process. The Project is still on hold with unresolved site contamination issues.

14 Middle Street: One affordable single family home was sold in 2005.

Harris Way: One affordable single family home was permitted and has not yet been constructed.

Parker River Landing: Eight affordable townhouse units were constructed for ages 55+ and were sold by lottery.

Longview Apartments: 186 apartments constructed under Chapter 40B, 25% are affordable.

Raymond Creek: Two affordable units were required as part of an ISH special permit. The location has not yet been determined.

Since the 2004 Plan was issued, 195 affordable units have been constructed in Georgetown for a total of 350 affordable units in the town. Note that although all the 186 apartments at Longview “count” as affordable units, only 25%, or 46 apartments, are subsidized and rented only to low and medium income tenants.

Georgetown Public Housing

The Georgetown Public Housing Authority operates public housing in Georgetown. A major concern identified by housing advocates in the 2004 plan is that there are not enough family units within Georgetown. There remains a 7-10 year wait for the ten family units operated by the Housing Authority.

Georgetown Elderly Public Housing

There were 126 state-aided elderly public housing units in Georgetown located at Trestle Way that was at full capacity with a one to two year waiting period in 2004. For Georgetown and the neighboring towns, there were 358 rental units for the elderly; all of which have 100% occupancy and had a one to four year wait in 2004. Although the wait lists may seem to be high in numbers, many of the applicants may also have been requesting more than one housing unit or they may not be elderly but perhaps disabled.

3.16.2 Affordable Housing Resources

The Massachusetts Housing Partnership (MHP) is a statewide public non-profit affordable housing organization that works in concert with the Governor and the state Department of Housing and Community Development to help increase the supply of affordable housing in Massachusetts.

Since 1990, MHP's one-of-a-kind loan pool has grown to over \$1 billion. Through 2006, it has used these private-sector funds to provide over \$440 million in low-interest, long-term loans and commitments for the financing of 12,000 units of rental housing.

MHP has been at the forefront of housing innovation, from helping to create the SoftSecond Loan Program for first-time homebuyers in 1991 to the Local Initiative Program (LIP), which gives cities and towns more flexibility in meeting their housing needs. MHP also created Perm Plus, a zero-percent, deferred payment second-mortgage program designed to help developers buy and fix properties and offer affordable rents. And in 1999, MHP established the 40B technical assistance program to help local zoning boards of appeal.

40B Technical Assistance MHP'S Chapter 40B technical assistance program (40B TA) combines MHP staff assistance with up to \$10,000 in third-party technical assistance. These funds enable local zoning boards of appeal to hire consultants to help them review Chapter 40B applications.

MHP started this program in 1999. Through 2006, it has provided \$1.3 million in 40B TA to help zoning boards in 111 cities review a total of 189 permit applications.

Capacity Building Assistance MHP recognizes that community development corporations (CDCs) and non-profit housing developers need a stable operating base in order to increase affordable housing production.

To support CDCs and non-profits MHP created a production capacity grant program, using Bank of America grant funds, from 2005 until 2008. A total of 41 organizations have been assisted in ways ranging from one-time grants for staff training to multi-year grants to support increased affordable housing production.

The Massachusetts Department of Housing and Community Development (DHCD) offers the following resources.

The Soft Second Program is administered by DHCD and the Massachusetts Housing Partnership Fund. This program assists low-income people in buying their first home by offering them below-market mortgages. The program is available through cities and towns in partnership with participating banks.

HOME Down Payment and Closing Cost Assistance Program Cities and towns can apply to DHCD for funds to assist eligible first-time homebuyers with down payment or closing costs assistance.

The Local Initiative Program (LIP) is a state program that encourages the creation of affordable housing by providing technical assistance to communities and developers who are working together to create affordable homeownership opportunities for low- and moderate-income households.

The Massachusetts Lead Abatement Program (MLAP) is currently funding programs in 15 communities statewide.

3.16.3 Open Space & Preserving Rural Character

Community Preservation Act

Georgetown's passage of the Community Preservation Act ("CPA") on May 14, 2001 created a new revenue source to the town by allowing a small surcharge on property tax bills. The Town elected to include exemptions for the first \$100,000 of assessed valuation for residential property and also adopted a low-and-moderate-income exemption that allows qualifying households that apply to be exempt from the surcharge. Because the town elected to apportion the surcharge at 3%, the State's Community Preservation Trust Fund has matched Georgetown's locally collected revenues each year, in a dollar for dollar fashion, every year since 2002. The community is free to use the state matched funds as their own. The Town Meeting voters ultimately have the final say as to how CP funds will be spent, by approving all appropriations that are proposed to come from the combined funds at Town Meetings.

CPA funds can be used for three (3) community purposes: Open Space, Historic Preservation, and Community Housing. The Community Preservation Act requires that each year, no less than 10% of the total revenues received (local receipts plus the State's match) be reserved for future use or appropriated for each of the three categories. Once done, the remaining 70% of fund monies can be spent at the Town Voter's discretion on projects in any of the categories, including the purchase of Active Recreational lands.

Since 2001 the Town Voters have directed the use of the funds towards all three of the categories in many ways through various projects. The examples below are a few highlights some of the many projects that have been approved which help to preserve the character the town.

- The restoration and ADA accessibility of the Historical Brocklebank Museum.
- The installation of a historically appropriate wrought iron fence at Historic Union Cemetery.
- Roof replacements and ADA access improvements at the Affordable Housing complex at Trestle Way.
- Three separate acquisitions of Open Space totaling over 80 acres passive recreational land.
- A new recreational facility for tennis at the American Legion Park.

The Town's Community Preservation Committee maintains a website which provides information about these and all the projects that the town has undertaken. For more information visit: <http://www.Georgetowncpc.com>

OSRD

In 2005 the Town Meeting voters approved the revision of Article VII of the Zoning Code adopting the Open Space Residential Development (OSRD) bylaw. This allows for the design and approval of developments that have a greater flexibility and creativity than would be traditionally proposed under a standard Zoning model. By designing the project along with the natural terrain of the land and avoiding encroachment upon the natural resources of the property, this Special Permit allows developers to achieve the same or greater density as they would normally receive under standard zoning requirements, thus providing them with an equivalent financial gain. Preserving the open space and natural resources of a property has, until now, always presented a financial disincentive to developers. OSRD provides for the financial viability of the project while at the same time preserving the features of property that the town considers important. An affordable housing provision is included within this bylaw.

3.17 Housing Recommendations and Implementation

The Town has implemented zoning regulations to increase the variety of housing options in the town, including accessory apartments, the Open Space Residential Development District and Independent Senior Housing.

The Town has worked to increase the supply of affordable housing. In 2007, according to the Department of Housing and Community Development, almost 14% of Georgetown's housing is considered affordable. Neighboring communities have lower percentages of affordable housing with Boxford at 0.7 %; West Newbury at 1.8%; and Topsfield at 5.4% affordable.

3.17.1 Continue to work with Article VII of the Zoning Bylaw, Open Space Residential Development (OSRD) District

This bylaw will continue to promote greater flexibility and creativity in housing options.

3.17.2 Zoning for housing in areas such as downtown

Apartments in downtown will further affordability goals, transportation goals and downtown economic development goals. Such housing options may be part of a Special Village Center Zoning Overlay District to guide town center development.

3.17.3 Tax Title Properties

This recommendation, as described in the 2004 Community Development Plan, notes that sometimes the town acquires property and buildings when the owners fail to pay taxes. In appropriate cases, the town can sell such property and return it to the tax roll. The town could also make such property available for family or senior housing with affordable deed restrictions.

4.0 ECONOMIC DEVELOPMENT

4.1 Summary

This Chapter examines Georgetown's labor force, including where people work and the types of employment available in town. It also examines the impact on the tax base of existing commercial businesses in Georgetown and recommends steps to increase the commercial tax base while adhering to the residents' desire to retain the community's small town, rural character. Much of the information for this chapter is derived from the economic development chapter of the Georgetown's 2004 Community Development Plan, but is updated to include current data, if available.

4.2 Goals

It should be the Master Plan goal to encourage economic development that maintains a balance between residents' preferences for limited, selective commercial/industrial growth while creating a vibrant, attractive, business- and pedestrian-friendly town center that offers a mix of uses and services. The business community should include a mix of thriving local companies, including resource-based businesses such as farming and nursery operations that are important to the character of the town, the conservation of open space, and the livelihood of local residents.

4.3 Objectives

1. Coordinate an overall economic development program within the Town that will include both long and short-term planning and short-term facilitation.
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 to the town's downtown.
4. Take advantage of services and funds offered by local, regional, and state agencies to encourage desired economic growth.
5. Present initial thoughts on the "Big Box" option and methodology for approaching such proposals

4.4 Georgetown's Labor Force

The number of employed Georgetown residents grew 12.2% between 1993 and 2004, from 3,726 employed people to 4,183 people by the end of 2004. Of Georgetown's neighbors, only the towns of Boxford, at 21.2% growth, Newbury, at 13.1%, and North Andover, at 14.9 have

experienced a larger increase in their number of employed residents. During this same time, Georgetown's unemployment rate, historically lower than the State average, hit a high of 4.9% in 1992 and 1993 and a low of 2.1% in 2000. While the town experienced a subsequent increase in the unemployment rate (up to 4.6% in 2003), the trend again shifted towards a decrease in 2004.

Table 4-1 presents the number of employed/unemployed Georgetown residents dating back to 1993. The table also allows for a comparison of Georgetown's unemployment rate with the State's overall unemployment rate.

Table 4-1: Employment Status of Residents, 1993-2004
Town of Georgetown

Year	Total Labor Force	Unemployed	Unemployment Rate (Georgetown)	Unemployment Rate (Massachusetts)
1993	3,726	181	4.9%	6.9%
1994	3,984	194	4.9%	6.0%
1995	3,850	162	4.2%	5.4%
1996	3,924	119	3.0%	4.3%
1997	4,046	126	3.1%	4.0%
1998	4,139	109	2.6%	3.3%
1999	4,393	102	2.3%	3.2%
2000	4,349	91	2.1%	2.6%
2001	4,380	131	3.0%	3.7%
2002	4,546	202	4.4%	5.3%
2003	4,205	195	4.6%	5.4%
2004	4,183	152	3.6%	4.1%

Source: Massachusetts Department of Workforce Development.

Table 4-2: Occupation Distribution of Georgetown Residents, 2000
Town of Georgetown

Occupation Type	Georgetown		Essex County		Massachusetts	
Management, Professional, and Related	44.7%	1,726	39.4%	137,835	41.1%	1,298,704
Service	14.5%	560	13.6%	47,578	14.1%	444,298
Sales and Office	24.0%	927	27.0%	94,455	25.9%	818,844
Farming, Fishing, and Forestry	0.0%	0	0.3%	1,050	0.2%	6,642
Construction, Extraction, and Maintenance	9.0%	347	7.3%	25,538	7.5%	235,876
Production, Transportation, and Material Moving	7.8%	301	12.4%	43,380	11.3%	356,723
Total Civilian Residents Employed		3,861		349,835		3,161,087

Source: U.S. Census, 2000

4.5 Journey to Work

The US Census Bureau compiles workplace origin/destination statistics as part of its once-a-decade national census effort. The information gleaned from this effort can be used to determine where Georgetown residents work and where the people that work in Georgetown live. In terms of where Georgetown residents work, the 2000 US Census counted 3,783 people in the labor force working in the following locations.

Table 4-3: Place of Work for Georgetown Residents, 2000

Place of Work	Employees
Georgetown, Essex Co. MA	665
Boston, Suffolk Co. MA	407
Peabody, Essex Co. MA	214
Danvers, Essex Co. MA	157
Haverhill, Essex Co. MA	153
Newburyport, Essex Co. MA	123
Andover, Essex Co. MA	104
Cambridge, Middlesex Co. MA	95
Beverly, Essex Co. MA	94
North Andover, Essex Co. MA	94
Salem, Essex Co. MA	94
Elsewhere in Essex Co.	715
Elsewhere in the State	726
New Hampshire	60
Rhode Island	20
Other States	23
Total Employees	3,783

Source: U.S. Census, 2000

The above numbers indicate that roughly 18% of Georgetown's employed people worked in town during 2000, while a little less than 11% worked in Boston. This indicates that Georgetown's workforce is not solely influenced by Boston's economy. Instead, Georgetown's workforce tends to be spread throughout the Essex County region, including cities and towns such as Peabody, Danvers, Haverhill and Newburyport.

**Table 4-4: Place of Residence for
Georgetown Workers, 2000**

Place of Residence	Employees
Georgetown, Essex Co. MA	665
Haverhill, Essex Co. MA	344
Groveland, Essex Co. MA	57
Beverly, Essex Co. MA	54
Danvers, Essex Co. MA	52
Andover, Essex Co. MA	49
Newburyport, Essex Co. MA	49
West Newbury, Essex Co. MA	49
Amesbury, Essex Co. MA	47
Methuen, Essex Co. MA	41
Elsewhere in Essex Co.	331
Elsewhere in the State	176
New Hampshire	195
Other States	24
Total Employees	2,138

Source: U.S. Census, 2000

Table 4-4 indicates where people who work in Georgetown live. Though the greatest numbers of workers also live in town, the trends indicate that Georgetown primarily draws workers from other cities and towns in Essex County, such as Haverhill, Groveland, and Beverly. Also of interest is the number of people who commute from New Hampshire, nearly 200, which accounts for approximately 9% of the workforce.

4.6 The Number and Types of Jobs in Georgetown

The Massachusetts Department of Workforce Development (DWD) is the State entity in charge of tracking the changes taking place in the various sectors of the State's economy at both the state and local levels. The following table presents changes that took place in Georgetown's local economy during the 1990's based on the Standard Industrial Classification (SIC) national coding system. The table refers to jobs existing in Georgetown and not the employment status of Georgetown residents (see **Table 4-1**).

Table 4-5 shows employment by major industry sector in the Town for each year from 1992 through 2001. Over the ten-year period, employment in Georgetown increased from approximately 1,393 to 2,429, or 71%. Major business sectors in the Town include:

- **Whole/Retail Trade:** This sector was the largest one in Georgetown in 1992 totaling 359 jobs; however, by 2001, it had fallen to third, as a relatively slow growth rate (15%) netted only 54 jobs.
- **Manufacturing:** This sector grew by 99% over the ten-year period, boasting 555 positions by the end of the period, making it the largest component of Georgetown's employment base in 2001. The above average growth rate alone is impressive enough, but considering the difficulties the manufacturing sector experienced in the rest of the state and country over the past decade, and the rise in manufacturing employment in the Town looks more remarkable. However, the simple growth rate does not tell the entire story, as the sector experienced some significant ups and down during the ten-year period. Nevertheless, the general upward trend is good news for employees, as this sector is by and large a well paying one.

**Table 4-5: Employment by Industry, 1992-2001
Town of Georgetown**

Industry	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Agriculture, Forestry, Fishing	**	**	**	25	25	**	28	29	35	44
Government	228	233	251	259	282	370	346	371	375	371
Construction	185	206	194	184	274	291	341	411	513	472
Manufacturing	279	333	479	522	483	460	431	419	531	555
TCPU^	45	13	12	13	26	20	16	18	18	22
Wholesale/Retail Trade	359	355	374	420	417	446	490	486	414	413
FIRE*	51	52	51	56	52	52	54	62	57	62
Services	246	301	279	271	330	346	459	509	485	490

Source: Massachusetts Department of Workforce Development

^ - TCPU = Transportation, Communication, and Public Utilities.

* FIRE = Finance, Insurance, and Real Estate.

** Data suppressed due to confidentiality.

- **Government:** The number of government positions was steady from 1992 until 1997, when it was 370 jobs and government job growth was about 3%. From 1997-2001, there was 0% growth, except for one year of a 10% reduction.
- **Construction:** This sector saw the strongest growth in employment in both number and percent change, swelling 155% through the addition of 287 jobs. This trend is not surprising due to the rapid growth the Town is experiencing.
- **Services:** As with manufacturing, this sector also grew by 99%, gaining 244 jobs for a total of 490 in 2001. The service sector encompasses a broad range of job types and salaries. Nationwide, it is the fastest growing sector of the economy with no signs of being overtaken for the foreseeable future. The 2004 Community Development Plan indicated that it should not be too long before this sector overtakes manufacturing as the largest provider of employment in Georgetown.

4.7 Georgetown's Largest Employers

Georgetown has a diverse business base that includes manufacturers, retailers, government, small offices, and a medical care provider. **Table 4-6** lists the largest employers in the Town.

**Table 4-6: Major Employers
Town of Georgetown, 2006**

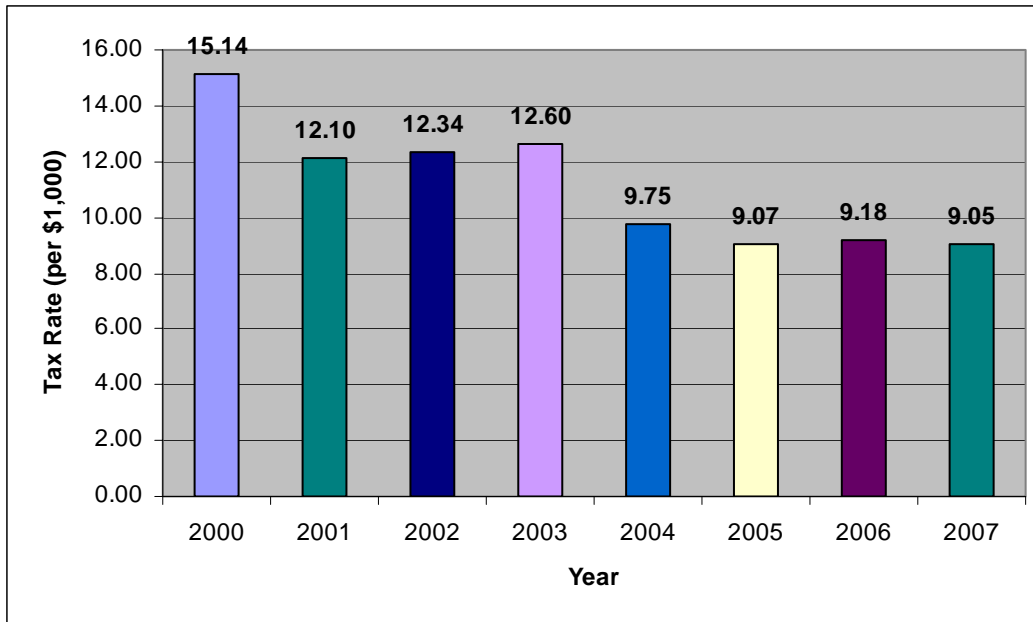
Company	Type of Business	Employees
Town of Georgetown	Town Government -Headquarters and Branches	280
BME Engineering Inc	Mfg. Metal Shelving & Metal Fabrication –HQ and Branch	170
Georgetown School District	Two Locations	115
B & W Press Incorporated	Mfg. Specialty Envelopes	110
Keystone Engineering Corp	Heavy Constr. Installation Of Eq. Struct. Steel Erection	100
UFP Technologies Inc	Mfg. Foamed Plastic Packaging & Protective Padding	100
Penn Brook Elementary School	School	60
Mirra Co Inc	Road Site Work & Utilities Contractor	60
Crosby's Markets, Inc	Retail Groceries	50
Andrew Le Blanc Co. Inc.	Contract Stitching Service	45
Caruso & Mc Govern Constr	Inst. Of Tel. Lines & Eq. & Asph.Pav.Mason. & Wtr.&Sew	45
Stilian Electric Inc	General Electrical Contractor	45
H. C. Brill Co., Inc.	NA	40
Georgetown Savings Bank	Fed. Savings Inst. Mortgage Banker/Correspondent	34
Coatings Adhesives Inks	NA	25
Nunan's Florist & Greenhouse	Retail Florist & Wholesale Artificial & Fresh Flowers	25
4-H Camp Leslie	Trailer Park/Campsites	25
B & B Engineering Corp	Mfg. Municipal Fire Alarms	25
William George Associates Ltd	NA	24
Premier Builders, Inc.	Single-Family House Constr, Nonres. Constr	19
L.W. Bills Co.	NA	24
Premier Builders Inc.	NA	22
RE Source America	NA	20
CAI Inc.	NA	20
Saugus Construction Corp.	NA	20
United States Postal Service	NA	18
Caring Choice Transportation	NA	17
Jay Drug Inc.	NA	16

Source: Dun and Bradstreet NA=Not available in source material.

4.8 Economic Sector's Contribution to the Local Tax Base

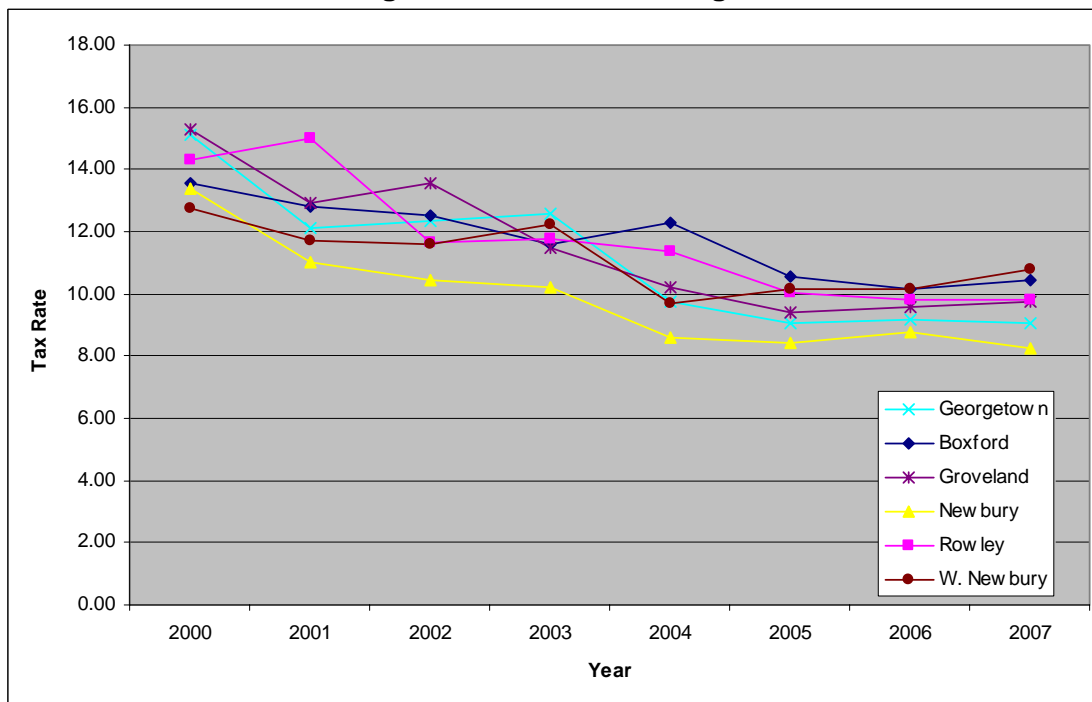
In fiscal year 2006, Georgetown levied a total of \$11,643,850 in taxes, based on a local tax rate of \$9.18 per \$1,000 of assessed valuation. This tax rate was comparable, and lower than, most of the other surrounding communities. Georgetown homeowners accounted for approximately 91% of the total 2006 tax base (\$10,605,423), while businesses and industries accounted for approximately 8% of the tax base (\$599,177). The remaining 1% was derived from taxes on personal property (\$146,584).

Chart 4-1: Tax Rates per \$1,000 Assessed Value, 2000 – 2007
Town of Georgetown



Source: Massachusetts Department of Revenue

Chart 4-2: Tax Rates per \$1,000 Assessed Value, 2000 – 2007
Town of Georgetown and Surrounding Communities



Source: Massachusetts Department of Revenue

Of the towns directly surrounding Georgetown, including Boxford, Groveland, Newbury, Rowley, and West Newbury, only Rowley obtains a lower percentage of its tax base from residential property taxes at 87.83%. Although nearly 18% of the town's workforce lives in Georgetown, the town is similar to the region in that most of the people who live in the community travel elsewhere for work, indicating that Georgetown is more of a bedroom community than an economic center. The next table looks at how Georgetown compares to similar communities in the region in terms of the commercial and industrial tax base.

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

Community	Tax Rate	Assessed Taxes	% of Total
		Levied	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.

Table 4-7 indicates that when compared to its adjacent neighbors, only Rowley levies more taxes from commercial and industrial development than Georgetown. In fact, 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. While in comparison to other towns Georgetown seems to be ahead, the region is lacking overall in commercial and industrial land. Many of the Georgetown's neighbors as well as the Merrimack Valley region in general have become bedroom communities, most notably Boxford where the tax rate is the highest, but the percentage of the tax base gained from commercial and industrial properties did not even reach 1%.

4.9 Regional Economic Trends

The Merrimack Valley Planning Commission maintains the region's Comprehensive Economic Development Strategy (CEDS) and is the regional entity charged with forging an economic strategy for the Merrimack Valley. Every year the Committee prepares an annual report that outlines its regional economic development strategy, notes trends in the regional economy, and highlights successful projects occurring during the previous year. A CEDS Committee is a prerequisite for obtaining grants from the US Department of Commerce's Economic Development Administration (EDA).

The MVPC has identified the following trends in the region's economy:

- Manufacturing has decreased dramatically in the region and given way to the service economy. While manufacturing employment decreased from 32.2% of the regional

employment in 1990 to 28.7% in 2000, the service sector increased its share from 23.4% in 1990 to 29.3% in 2000. This trend is predicted to continue in the foreseeable future.

- The recession of 2000 hit the Merrimack Valley particularly hard. Though the recession officially ended in 2001, the effects were still resonating through 2003. At this time, the national unemployment rate hit 6.0%, while the state's reached 5.3%; however, the Merrimack Valley experienced an 8.3% unemployment rate, far above both state and national trends. Since then, the job market has been slow to recover and is not generating enough jobs to match the expanding labor pool.
- The region in general has an excess supply of old mill buildings and commercial space in central business districts that have not been marketed well for new economic activity.
- The 2004 Plan reported that the Merrimack Valley communities are at a competitive disadvantage because of the perceived notion that it is costly to do business in this state. Many companies opt to locate in New Hampshire, which is thought of as having lower taxes and a more business-friendly attitude.
- A number of existing and emerging industry clusters have driven the regional economy. Primarily, the region is supported by the following industries: Computers and Communications Hardware and Defense, Diversified Industrial Support and Defense, Healthcare Technologies and Instruments, Software and Communications Services, and Knowledge Creation. In addition, emerging industries include Miscellaneous Manufacturing; Food and Kindred Products; Stone, Clay, and Glass Products; and Furniture and Fixtures.

4.10 Regional Retail Sector

The Merrimack Valley region's retail sector is influenced by a number of factors, including location to transportation and highway network, population trends, and income base. This section looks at the existing and potential retail sales in Essex County as compared with both Massachusetts and the Three Counties Region, which includes Essex and Middlesex Counties in Massachusetts and Rockingham County in New Hampshire. Given the region's location in the far northeastern corner of the state, Essex County is more likely to compete with the adjacent counties that share the regional economy, from the I-495 and I-95 thoroughfares and the southern New Hampshire region, than the Commonwealth.

4.10.1 Retail Trade Overview

As noted in **Table 4-8**, Essex County was approximately on par with the Commonwealth in per capita sales, but slightly lower than the three counties region in both 1997 and 2002. This indicates that the region as a whole is bringing in more money per person than Essex County itself.

**Table 4-8: Retail Trade Overview
Essex County, Massachusetts, and the Three County Region**

Year	Population	Gross Sales (Actual Dollars)	Gross Sales (2006 Adjusted Dollars)	Number of Firms	Per Capita Sales
<i>Essex County</i>					
1997	686,816	\$5,846,793,000	\$7,102,387,485	2,562	\$8,512.90
2002	736,219	\$7,520,955,000	\$8,128,948,213	2,572	\$10,215.65
<i>Massachusetts</i>					
1997	6,114,440	\$54,798,209,000	\$66,566,083,971	24,786	\$8,962.10
2002	6,427,801	\$69,223,717,000	\$74,819,755,015	24,229	\$10,769.42
<i>Three Counties Region</i>					
1997	2,366,510	\$23,425,309,000	\$28,455,876,832	9,431	\$9,898.67
2002	2,496,784	\$28,630,844,000	\$30,945,358,423	9,178	\$11,467.09

Notes: Consumer Price Index (CPI) is based on all items minus food and energy; The three counties region includes Essex and Middlesex Counties in Massachusetts and Rockingham County, NH

Sources: U.S. Census Bureau, MA Department of Revenue, NH Revenue Administration Department

**Table 4-9: Share of Sales for Essex County by Retail Sector
Three Counties Region and Massachusetts**

Industry	1997	2002
	Three Counties	Three Counties
All Retail trade	24.79%	26.78%
Motor vehicle & parts dealers	28.12%	28.99%
Furniture & home furnishings stores	23.37%	21.75%
Electronics & appliance stores	12.57%	18.48%
Bldg material & garden equip & supplies dealers	21.44%	25.76%
Food & beverage stores	25.72%	26.69%
Health & personal care stores	27.99%	30.24%
Gasoline stations	29.24%	27.47%
Clothing & clothing accessories stores	24.96%	27.41%
Sporting goods, hobby, book, & music stores	20.60%	21.75%
General merchandise stores	26.44%	30.54%
Miscellaneous store retailers	19.82%	30.74%
Non-store retailers	28.07%	34.50%

Source: U.S. Census Bureau

As noted above, Essex County accounts for fewer sales per person than the three counties region as a whole, but is about equal with Massachusetts. **Table 4-9** shows the share of sales that Essex County produces for each retail sector, in effect indicating

exactly what types of retail are lagging for the county. Of particular note are the calculations for Essex County compared to the Three Counties Region. While, in theory, each county should contribute approximately 30% of the retail sales for each sector, Essex's contribution came close at 27% of all retail sales for the region in 2002.

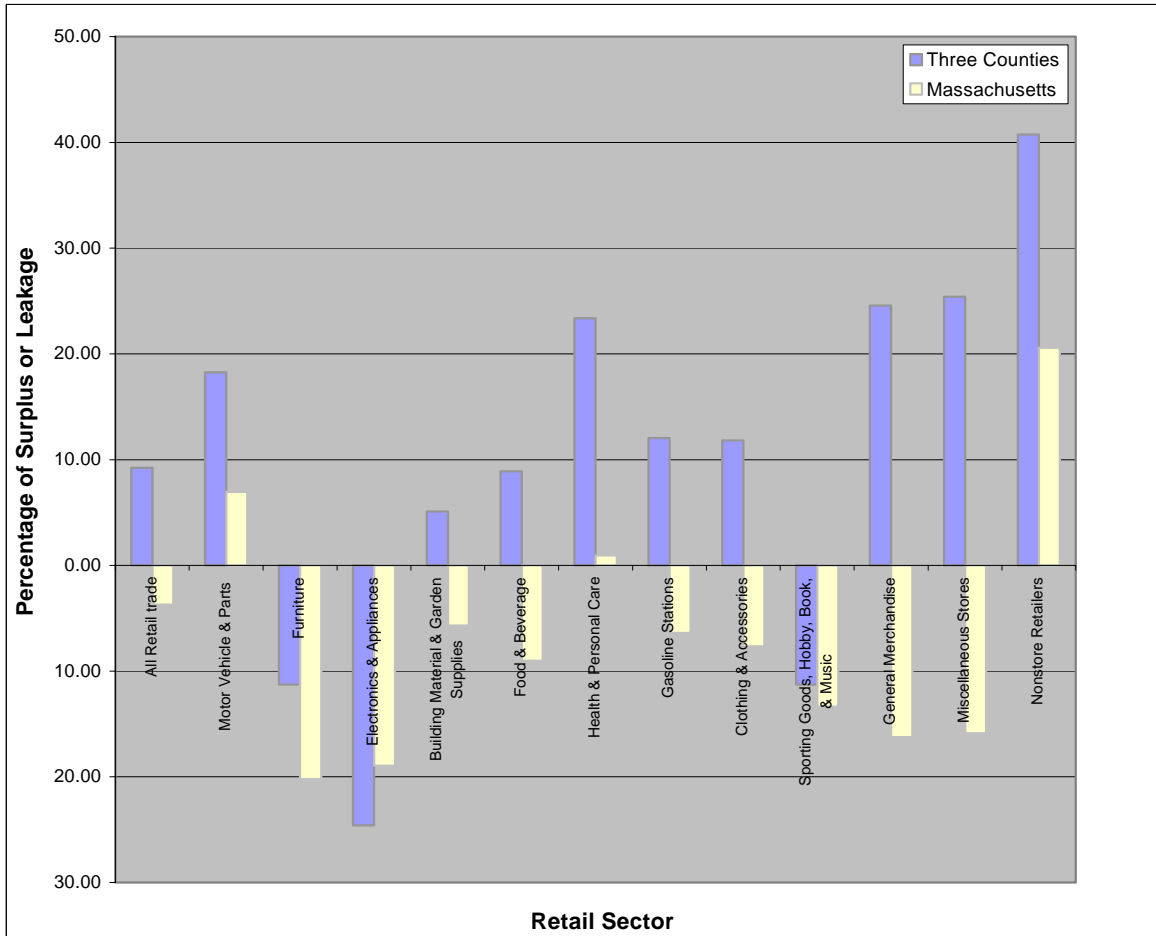
When further analyzed, the data shows that the county is far short in share of sales for electronics and appliance stores, but generates a greater portion of non-store retailers, which include such retail establishments as electronic shopping, vending machine operators, and fuel dealers. The important factor to note is that non-store retailers, by virtue of not necessarily providing a store location for customers, will generally not create additional traffic like a regular store would. However, an encouraging trend is the increase in share for Miscellaneous Store Retailers, including florists, gift and souvenir shops, and hobby stores. Whereas in 1997 Essex County was pulling in only approximately 20% of those sales for the region, by 2002 that figure had increased to approximately 31%. This is a retail sector that, given the scenic and small town nature of the area, should be a focus for the region to build. At the same time, general merchandise stores, including department, warehouse, and variety stores, gained in their general share for the region, increasing from 26.44% of sales in 1997 to 30.54% of sales in 2002. This indicates that new big box and large-footprint stores entered into Essex County by 2002 and are pulling proportionately more customers from the surrounding counties than in 1997.

4.10.2 Trade Area Analysis

Surplus and leakage refers to the difference between actual sales and expected sales based on factors such as population, income, and the area's ability to attract various types of retail establishments. In general, a large surplus means a strong market for goods, while leakage indicates that potential sales for a retail sector are being lost.

**Chart 4-3: Percentage of Surplus or Leakage from Essex County Retailers,
by Retail Sector**

Comparison to Three Counties Region and Massachusetts



Sources: U.S. Census Bureau, MA Department of Revenue, NH Revenue Administration Department

Chart 4-3 indicates Essex County's competitiveness in the regional and state retail economy. Where the bars are above the line indicates that Essex County is bringing in a higher percentage of retail sales than expected, and the opposite is true for bars that fall below the line. Overall, the county has a surplus of 9.2% of expected sales compared to the Three Counties region, but a leakage of 3.7% of potential sales when compared to Massachusetts. This could indicate that customers from within the state will not generally travel to Essex County for most of their shopping needs, but rather sales tend to be within the region itself. This chart also indicates which sectors fare better than others in this region. As noted earlier, Essex County draws in few sales from electronics and appliance stores, but has a high proportion of sales from non-store retailers.

Residents and Town Officials in Georgetown are particularly interested in the market for general merchandise and miscellaneous stores. **Chart 4-3** indicates an interesting trend for both types of retailers. Amongst the Three County Region, both types of retail pull in more sales than expected for the county; however, when compared on a macro level to the Commonwealth, Essex County lags behind in both retail categories, losing millions of dollars in potential sales. In fact, the surplus of sales regionally and leakage of sales compared to the state are approximately equal for both general merchandise and local miscellaneous retailers.

This could indicate that both types of retail are desired in the region and a market exists for these retailers. Especially for general merchandise stores, as they become more prolific in various regions of the state, customers will find the stores that are closest to either their jobs or homes and draw the retail share from other areas to those more convenient locations. Of course, other influences that are beyond the Town's control could affect sales surplus and leakage, including transportation access, travel patterns, proximity to other regional centers, and marketing.

4.10.3 The Issue of “Big Box” Retail

What is a Big Box Store?

Urban planning literature has defined “Big Box” as typically a one-story warehouse building, often used for retail with a height of 30 feet or more, simple or rectangular in construction, made of corrugated metal, concrete block, or brick-faced walls, and ranging in size from 20,000 to 260,000 gsf (Meeting the Big Box Challenges, Jennifer Evans-Cowley, APA, Page 6.)

Many observers of “Big Box” retail have said that many communities have waited too long to regulate “big boxes” through zoning (The Small Town Planning Handbook, Thomas Daniels et al, Page 218). These observers have reported that regulating Big Box through zoning involves finding an acceptable location for a store, determining size of the store, and guiding the design of the store—what it looks like and how it fits in with its surroundings. Advice given is often to try and encourage the big box, if that is desirable, to locate on sites within a downtown or elsewhere where rehabilitation of a currently empty store can be accomplished to reinforce the current retail and services. Otherwise, the locating big box on the edge of town may negatively impact existing businesses. There is also some evidence that the added competition created by Big Boxes leads local merchants who survive to do so by competing on service, expanded hours, and special orders rather than price knowing that many local customers may prefer to shop at a place they know.

The size of the stores is part of the controversy. Often “Big Box” stores are proposed with 125,000 gsf or more and often communities react by limiting build-out to 75,000

gsf or less---some to even 40,000 gsf or 20,000 gsf (which may discourage such stores from locating in a municipality). Often local design ordinances adopt architectural guidelines about exterior materials or massing; placing parking behind the store; addressing traffic patterns; and requiring economic and environmental impact analyses to evaluate community impacts as a part of the large development review processes.

Relationship to Master Plan Process

Planners have indicated that municipalities need to recognize the importance of addressing Big Box retail uses in the planning process in part because local customers clearly want them and retailers are determined to find their ways into new markets. But the burden on a single community from a Big Box needs addressing and that the communities place in the larger regional economic base is a major factor to consider. Finally, a windfall to one community introducing a Big Box retail location should not be allowed to lead to a deterioration of retail sales in other communities.

Siting of Big Box by a community should in part be guided by answering a number the questions that follow:

1. What are the potential impacts of new retail development on the existing community as well as the larger area? What are the impacts of retail in adjacent communities on your community? (Economic development impact assessments can provide an approach to address these questions.)
2. What are the community goals for economic development?
3. Does the community have economic development incentives for existing retailers so as to help counter the Big Box effects?
4. What locations are targeted for economic development in the community?
5. How much land is used for retail? How does this compare to amount in other communities?
6. Once it is determined that a community wants such uses—are there abandoned industrial or other facilities that could be targeted for big box?
7. Does the community have an adequate regulatory process to control this use?

4.11 Preliminary Feasibility Analysis Methodology

The Planning Board has requested that the Master Plan consultant team consider an approach to evaluating whether particular large scale sites in Georgetown may appropriate for particular re-use proposals. The one example that has been current with the Town over the past year or so

has been the possible re-use of the 30+ acre National Avenue parcels which have good proximity to Route I-95 at Route 133. Based on discussions with the Town Planner, but independent of actual market condition evaluation, or existing or future zoning constraints, this site may have the potential to accommodate over 120,000 gross square feet (“gsf”) of build-out in traditional one-story “Big Box” or specialty retail buildings, or up to 350,000 gsf if development were to occur in a multi-story configuration in the 3-6 story range for office, hotel or a mix of uses.

A preliminary methodology to allow the Town to determine what may be the best reuse plan for a large scale development site for its residents, which includes an evaluation considering the Town’s future financial condition, is outlined in **Appendix B**. Ultimately, all decisions by the Town on such a methodology will have to be previously vetted both through Town Meeting for any by-law changes and with the Planning Board for special permits and site plan review requirements that may be required. At the end of this attachment, consideration is also given to the methodology that was used in the Town of Barnstable (MA) several years ago to evaluate a proposal for a Big Box development.

4.12 Opportunities for Economic Development

Georgetown has a long list of financial matters that will need to be addressed during the next decade. If Georgetown’s commercial and industrial sectors do not grow and increase their contribution to the local tax base, then it will be up to the homeowners to cover an ever-larger percentage of the town’s annual budget. Simply put, placing a greater emphasis on creating opportunities for economic development will help ease the tax burden on local homeowners.

The ensuing discussion outlines the economic development opportunities available to Georgetown, as well as, the impediments to economic development facing the town.

4.12.1 The Massachusetts Economic Development Incentive Program (EDIP)

Created by the Legislature in 1993, the EDIP is designed to stimulate job creation in distressed areas, attract new businesses, encourage existing businesses to expand, and increase overall economic readiness among Massachusetts towns and cities. The Massachusetts Office of Business Development administers the EDIP. The Economic Assistance Coordinating Council (EACC) oversees the EDIP and is charged with three responsibilities:

- Designating Economic Target Areas (ETAs)
- Designating Economic Opportunity Areas (EOAs) within an ETA
- Designating Certified Projects within an EOA

There are two benefits the State confers on Certified Projects within designated EOAs: a 5% State Investment Tax Credit for qualifying tangible, depreciable investments and a 10% Abandoned Building Tax Deduction for costs associated with renovating an abandoned building.

Currently, neither Georgetown nor any of its adjacent communities is a member of an Economic Target Area. However, just beyond this area, cities and towns such as Haverhill, North Andover, Ipswich, Essex, Newburyport, Salisbury, Amesbury, and Merrimac are part of ETAs.

4.12.2 District Improvement Financing (DIF) Program

In an effort to lure new economic development and retain existing businesses, Georgetown has the option of establishing a local District Improvement Financing (DIF) program. It enables municipalities to fund public works, infrastructure, and development projects by allocating future, incremental tax revenues collected from a predefined district to pay project costs. The municipal investment is designed to stimulate private investment which, in turn, increases the taxable value of property and generates the incremental taxes. In addition, no new taxes are levied, and the DIF does not reduce or redirect current property tax revenues and financing terms can be tailored to suit the situation.

Local DIF and TIF (Tax Increment Financing) programs have been the subjects of criticism lately due to concerns over lost tax revenue. However, citizens need to realize that local DIF programs help to keep jobs in their community (most of which are held by local residents), promote the use of local businesses for the building/expansion effort, and help to attract new businesses that otherwise may not come to their community. A local DIF program in Georgetown would be a valuable tool for attracting new businesses and industries, especially when one considers that the town cannot offer much in the way of infrastructure (namely, municipal sewer service and publicly controlled industrial land).

4.12.3 Merrimack Valley Chamber of Commerce

The Chamber, representing over 1,000 member businesses in the region, is a valuable information resource for local businesses and for businesses considering locating in the Merrimack Valley, offering business planning assistance, peer-to-peer business counseling, capital planning assistance, export assistance, networking opportunities, educational seminars, and health insurance assistance. The Chamber provides a forum for business owners/operators to talk about the local business climate and economic development in general. In addition, they offer a number of Government Affairs Forums that allow members to meet with local, state and federal legislators, administrators and

decision-makers. Georgetown is currently not one of the Chamber's member communities.

4.12.4 *The Service Corps of Retired Executives (SCORE)*

SCORE is a division of the Small Business Administration, and they maintain an office with the Merrimack Valley Chamber of Commerce. Consisting of retired business executives that volunteer their time, SCORE councilors are available for free consultations on any business-related problem.

4.12.5 *The Industrial Services Program (ISP)*

Operating out of Boston, the ISP provides financial and management assistance to companies and re-employment training to workers with the goal of ensuring the competitiveness of Massachusetts manufacturing companies.

4.12.6 *The Massachusetts Business Development Corporation (MBDC)*

Located in Boston, this private, for-profit entity provides supplemental financing to promising small and medium-sized companies in Massachusetts. The MBDC also serves as a contractor to the State in the administration of its recycling, Brownfields redevelopment, and capital access programs.

4.12.7 *The Massachusetts Capital Resource Company (MCRC)*

The MCRC is a limited partnership, privately owned by seven Massachusetts-based life insurance companies. The MCRC is a source of risk capital for Massachusetts businesses.

4.12.8 *MassDevelopment*

MassDevelopment acts as the State's industrial financing authority. It works primarily with industries and non-profit organizations; however, it does offer several programs that provide technical assistance to municipalities. MassDevelopment administers the Predevelopment Assistance Program that can help municipalities fund projects that will result in economic benefits to the community and the region. MassDevelopment can help with site-specific projects and can assist with appraisals, financing, site planning, and architectural services. Under its Economic Development Lending program, MassDevelopment can also assist with the planning and financing of industrial parks.

4.13 Impediments to Economic Development

As noted earlier, Georgetown and the Merrimack Valley region in general are suffering from a general lag in employment and in being able to capitalize properly on the service economy. To

that end, the town will need to make itself more attractive to potential businesses in order to build the commercial and industrial tax base it seeks. The Town needs to be able to provide clear direction and assistance to new businesses and industries wishing to establish operations in Georgetown.

4.13.1 Lack of Town-Controlled Industrial Land

Georgetown does not have much in the way of town-controlled land that is zoned for commercial or industrial use to offer new businesses and industries. Many Massachusetts communities create industrial parks on town-owned land so that it may attract the types of businesses/industries it wants and offer them a coordinated delivery of municipal services; however, municipal ownership of industrial land is not an absolute requirement for the creation of an industrial park. Many communities have industrial park zoning bylaws that set forth design standards for private landowners to follow when locating in designated industrial areas. Currently in Georgetown, it is up to the new business to identify a suitable property and work with the various town departments to obtain the necessary municipal services.

4.13.2 Lack of Sewer Infrastructure

One issue that the business community and town officials indicate is a possible impediment to creating a thriving downtown is the lack of infrastructure, particularly a sewer system. If Georgetown wanted to extend its own municipal infrastructure to service this district, one option for covering the cost would be the Community Development Action Grant (CDAG) offered by the Massachusetts Department of Housing and Community Development (DHCD). Eligible CDAG projects are those that help attract and leverage private investment, create/retain jobs for low and moderate-income persons, and address the needs of blighted neighborhoods. It could be argued that extending infrastructure to this district will meet the CDAG program's first two objectives.

4.14 Economic Development Recommendations

In general, the economic development strategies proposed for Georgetown should seek to reinforce the small scale, traditional business development patterns along Main Street (Route 133) and Route 97, the two major thoroughfares through town that have long connected the community to its neighbors and to Route I-95. These previously developed areas could be improved with modest enhancements to existing commercial establishments and with mixed-use development that would combine small-scale housing with commercial uses. This approach is not geared toward creating a larger town center that would significantly enlarge the existing commercial uses, or to allowing for an imbalanced expansion of multi-family housing that would be inconsistent with the needs and scale of the community. Rather, it would incorporate smart growth principles by concentrating business improvements and enhancing housing opportunities

in areas that are already developed, thereby limiting the opportunity for further strip development and sprawl elsewhere in town. In addition, the town should help to facilitate economic development in town through easy coordination with town officials and the business community.

The primary emphasis is on actions that would:

- Reinforce the appearance and vitality of the town center, along Main Street in particular, by promoting commercially-oriented mixed-use development that may include moderate amounts of residential uses (including rental units and condominiums), and by encouraging façade and streetscape improvements to enhance existing business properties.
- Promote investment in and reuse of the town center area and adjacent land through a Village Center zoning overlay district that would further define appropriate uses, site planning requirements, and design character.
- Establish and enforce New England-style building design standards to help retain the “small town” and historic character of the town center.
- Evaluate the feasibility of constructing a small-scale (“package”) wastewater treatment facility to enhance wastewater management in the town center (and possibly the adjoining neighborhoods), as an aid to the downtown businesses and to support mixed-use development opportunities in an environmentally-responsible manner.
- Provide for enhanced and updated regulations to better manage both the opportunities and impacts associated with home-based businesses in Georgetown.

4.14.1 Create Georgetown Economic Development Committee

The Town should work with its local business alliance to establish an Economic Development Committee that is charged with creating/implementing an economic development strategy for Georgetown. The work program of this committee would commence by reviewing the town’s zoning and tax policies, road improvement plans, and water/sewer expansion plans as they relate to Georgetown’s ability to attract new businesses. The Economic Development Committee would then need to work with the various municipal boards and departments to develop an economic development strategy for Georgetown. As part of an economic development strategy, the town should designate a staff person in town government to oversee economic development issues. One contact person is essential, as businesses usually demand immediate responses to questions or concerns.

Responsible Entity: The Economic Development Committee and the Board of Selectmen.

4.14.2 Dimensional Setbacks in Georgetown's Commercial & Industrial Zoning Districts

It is recommended that the Town undertake a complete review of the dimensional standards that govern Georgetown's commercial and industrial zoning districts to ensure they meet the town's current needs for businesses and industries. These dimensional standards should include, but not be limited to: lot size, frontage, front/rear/side setbacks.

Responsible Entity: The Planning Board, in conjunction with the Economic Development Committee

4.14.3 Coordinate Development Activity with the Owners of Commercial and Industrial Land

As noted previously, the majority of Georgetown's commercial and industrially zoned land is under private ownership. Since the Town is unlikely to purchase such land, it is paramount that Georgetown officials work in partnership with the owners of industrial land to make sure this land is developed in accordance with the town's objectives and render assistance when possible. Such assistance could be in the form of extending municipal infrastructure, or simply helping the landowners access the technical assistance made available by the myriad of private/public entities that promote economic development

Responsible Entity: The Economic Development Committee, Board of Selectmen, the Planning Board, and Zoning Board of Appeals

4.14.4 Investigate District Improvement Financing

Georgetown should investigate the possibility of establishing a District Improvement Financing (DIF) program to create and retain jobs in town and stimulate the local economy. A local DIF program should insist that new businesses reserve a certain percentage of jobs for Georgetown residents, use local contractors for building construction/rehabilitation, and that local businesses are used as service providers. Although it would take a few years before Georgetown could reap the tax benefits from any DIF-created projects, the benefits to the local economy will be felt immediately. If Georgetown wants to maintain a low tax rate while still providing quality municipal services, then it has to increase its non-residential tax base, even if the tax benefits get pushed ten years into the future. Since the Town cannot offer new businesses new infrastructure improvements (e.g. municipal sewer), a local DIF program would be a significant draw for new economic development.

Responsible Entity: The Board of Selectmen.

4.14.5 Economic Development Feasibility Study for the National Avenue Parcels

It is recommended that the Town of Georgetown initiate an economic development feasibility study for the National Avenue parcels. This large area is suitable for development. The area is critical for the financial stability of the community and is large enough to have a major impact on the community (both positive and negative) when and if the property is developed. If the community is serious about seeing this property developed in a way that provides maximum benefits to the town while minimizing any negative impacts, an economic development feasibility study should be initiated.

A feasibility study should include an environmental impact evaluation of the land in question, traffic analysis, market conditions, and infrastructure assessment. Of primary interest to the community should be the question of whether this area should be developed with industrial, commercial, or planned mixed-use developments. Pending the outcome of this study the town should make the necessary zoning changes and prepare a long term infrastructure improvement plan that would meet the challenges detailed in the feasibility study.

Responsible Entity: The Planning Board and the Economic Development Committee.

4.14.6 Establish Design Guidelines and a Design Review Process

Improved building design guidelines can provide the Town with an additional tool to meet its economic development goals for the town center area. Such guidelines are not site planning standards or specific zoning requirements. Instead, design guidelines set a framework for expectations concerning the character and quality of new construction and renovations of buildings. Because of the many individual requirements for different uses and projects, it is important to provide flexible approaches to design that will nevertheless reinforce the desirable character and quality of an area. In the town center area, design guidelines could help provide a consistent quality that will enhance property values and encourage reinvestment.

It is important that any potentially-affected property owners be afforded individual expression while creating projects that are compatible with the traditional New England architecture that exists within the town. Such guidelines are useful as a means to inform owners and their designers of the desired character of projects before they are submitted for approval. Guidelines then serve as the criteria for formal comments and suggestions which can be accomplished through either an advisory program or a compulsory step that is part of the zoning review and special permit approval process.

The Planning Board could investigate several models for implementing design guidelines, including discussions with other communities that have successfully used this tool. The Planning Board should focus on those elements of the architectural character that are

most important to achieving a reasonable level of quality within the town center area. Draft and final guidelines would be assembled, which should be brief, clear, and connected to the economic development goals of the Town. A design review process would then need to be established. A design review committee would be appointed by the Selectmen or Planning Board, and would typically include individuals with professional backgrounds in architecture, landscape design, or related fields. The design review board could act entirely as an advisory board, as a resource for owners and designers. The review board could also be convened to prepare recommendations for changes or enhancements to projects as part of the normal review and approval of special permits or projects requiring site plan review.

Responsible Entity: The Planning Board and the Board of Selectmen.

4.14.7 Encourage Façade Improvements

Façades provide the public face of buildings to the street. Emphasis could be placed on guidelines for façade improvements in the town center area. There are advantages to consistent approaches to such architectural elements as porches, rooflines, colors, materials, and other features. A consistent approach can create a cohesive architectural style to maintain the rural character so important to the residents and image of Georgetown.

Responsible Entity: The Planning Board

4.14.8 Define Appropriate Home-Based Business Uses

The preservation of Georgetown's traditional neighborhoods and semi-rural character is a stated fundamental goal of the Town. At the same time, there is strong interest in maintaining and even expanding appropriate home-based businesses within the Town's predominantly residential areas. Many of these businesses are considered an asset to the community and are harmonious with the Town's residential and semi-rural character. However, significant conflicts can and likely will arise when the scale or type of home business operation comes into conflict with the character of the surroundings. The Planning Board should consider developing planning policies that clearly define the conditions that would allow for home-based businesses within the Town's residential districts. Home-based businesses can provide needed, often skilled jobs, and local income, and can make use of the existing street and roadway infrastructure. Such businesses can contribute to an overall Smart Growth strategy for the Town. The Town could provide a list of both acceptable and prohibited home-based businesses within the existing zoning bylaws. This strategy would require creating a better understanding of the criteria used to distinguish among the scale and type of business activity in regards to neighborhood compatibility.

Create an inventory of the existing home-based businesses

There are a number of as-of-right home-based businesses existing in the Town. An inventory could be prepared of existing permitted businesses and their locations. The inventory could identify other pre-existing non-conforming home-based businesses that could continue because of their “grandfathered” status. Having an inventory of these uses allows the town to regulate any changes that may occur in terms of business type or use. Taking an inventory of these existing home occupations would also allow the Town to understand the type and location of businesses and their associated issues, including potential impacts. This could help guide further consideration of refined use standards regarding what should be permitted, prohibited, or allowed under special permit.

Responsible Entity: The Planning Board.

4.14.9 Revise Regulations Concerning Home-Based Businesses

The Town could consider revising the zoning and site plan review standards for home-based businesses to reflect the Town’s goals, using the inventory of existing conditions as a basis for discussion. Among the actions that could be part of revised regulations are the following:

Define home-based business an accessory use

Qualifying home occupations could be considered an accessory use to residential uses in Georgetown. As such, proponents wanting to establish a home-based business could also be subject to a special permit review process. This review process would ensure the proponents use conforms to applicable performance standards, design guidelines, and zoning. This review process could be funded through the proponent's application fees.

Require a Town license to operate certain home-based businesses

A home-based business could be required to apply for, and maintain, an operating license that is issued by the Town. The license could be required for all home occupations or simply for those where there are potential negative development impacts such as the larger sale, except by mail, of products such as crafts, cosmetics, cookware and stationery or hobby products. This license could serve as a compliance mechanism for Georgetown. For instance, if a home occupation were found to be in non-compliance with any zoning by-law, such as performance standards, the Town would have the ability to revoke the license.

Establish site planning and design guidelines for home-based businesses

Georgetown would be able to regulate the character and image of allowable home-based businesses through the establishment of design guidelines. Additionally, guidelines and standards further the Town's ability to ensure that encouraged business development does not change the rural character of Georgetown. Established design guidelines and standards would consider design parameters for such things as signs, displays, landscape buffers, and parking lot locations.

Establish performance standards

As a component of the zoning by-laws, performance standards can be used to regulate elements of a zoned use, such as noise, vibration, and exterior lighting. Current performance standards outlined in the zoning by-laws are for application to the entire town and not to specific areas. Revisions to these performance standards would be the incorporation of specific parameters particular to individual home-based businesses. Such revisions could consider hours of operation and delivery, parking operations, and the like.

Responsible Entity: The Planning Board and the Board of Selectmen.

5.0 HISTORIC AND CULTURAL RESOURCES

5.1 Summary

An essential value in the Vision Statement is protecting and enhancing Georgetown's Natural and Cultural Heritage. In the visioning for the year 2024, residents projected that:

"The Town's most important historic resources have been identified and given landmark protection. CPA funds have been effectively deployed to protect historic as well as open space resources."

Georgetown has a number of historic buildings and sites that have local, state and national significance. These sites are listed in this section and illustrated on **Figure 9**. Notably three First Period houses are highlighted in the Figure. They are listed in both the National and State Registers of Historic Places: the Hazen-Kimball-Aldrich House at 225 East Main Street; the Dickinson-Pillsbury-Witham House at 170 Jewett Street; and the Adams-Clark House at 39 West Main Street

The greatest threats to Georgetown's historic resources are the inappropriate development of adjoining or surrounding neighborhood properties to the existing historic resources; historically-inaccurate changes to structures; and lack of broad citizen awareness, appreciation and support. Residents note that historic resources are very important to maintaining the town's small town community character.

5.2 Key Goals and Objectives

1. Identify the Town's most important historic resources and give them landmark protection.
2. Use CPA funds to protect historic, cultural and open space resources.

5.3 Existing Cultural and Historic Areas

Churches were the cultural centers for the town's early settlers. Recognizing the need for formal education, the first one-room schoolhouse was built in 1739. A few years later, there were one-room schoolhouses in various locations around town. Georgetown's first library was the Agricultural and Social Library which was a private library founded in 1806. The first free public library was not built until 1866 through the generosity of George Peabody, an English philanthropist who had family ties to Georgetown. Upon completion of the structure, the Agricultural and Social Library added their book collection to the gift of 2,400 books shipped by Peabody from England. The library and schools continue to be the town's cultural and educational centers today.

Native American stone artifacts have been found on Baldpate Hill and near the Parker River revealing evidence of Indian campsites. There are reports of unusual stone formations in

various wooded areas that could possibly be ancient house foundations, but these have remained undocumented. The last key to any archeological discoveries may be in the outlying areas of the town where stone walls that once marked the boundaries of the original landowners still remain.

The oldest structure, and most significant historical area, in Georgetown is the Captain Brocklebank House, c. 1660, which is located at the intersection of East Main Street and Elm Street. Today, it is a museum operated by the Georgetown Historical Society. Across from the house is a restored one-room schoolhouse which was built in 1828 on Andover Hill but was moved to the Brocklebank site in 1984. Also on the grounds is a small shoe shop, a remnant of the early 19th century cottage shoe industry. Across the street on the southeast corner of Elm and East Main stands the Nathaniel Nelson House built in 1797. On the opposite corner is the Adams House, an exceptional example of the Greek Revival style. It is the only structure in town having a portico with Greek columns. Along the length of Elm Street are many of these well preserved 18th and 19th century homes. Throughout the center of town, a few of the old shoe factories are still standing; some have been converted into homes while others contain a variety of businesses.

Also, historically significant is Union Cemetery containing tombstones dating back to the 1730's and Harmony Cemetery dating back to 1830. There are Georgetown families today who can trace their ancestors on these ancient stones. In the pages of the town's history, these past generations played an important part in the growth and prosperity of Georgetown.

Table 5-1: Existing Georgetown Historical Sites

ADDRESS	NAME	YEAR BUILT	MAP/LOT
27 Andover St.	Nathaniel Nelson House (Carleton Home)	c. 1839	6C – 93
241 Andover St.	Thurston-Spofford House	c. 1725	5 – 47
337 Andover St.	Eleazer Spofford House	c. 1765	2 – 14A
7 Andover St.	First Congressional Church	1874	6C – 132
83 Baldpate Rd.	Baldpate Inn	1725	4 – 1
21 Brook St.	Historic Name TBD	c. 1840	10A – 15A
2 Central St.	Odd Fellows Hall	c. 1840	11A – 67
21 Central St.	Universal Church (Metcalf House)	1832	11A – 45
67 Central St.	Historic Name TBD	c. 1860	10B – 5
237 Central St.	Lovering House	c. 1800	9A – 5
302 Central St.	Adams-Herrick-Howe House	c. 1800	9 – 9
154 – 156 Central St.	Chaplin Shoe Factory	c. 1860	10A – 23
10 – 24 East Main St.	Union Building	1886	11A – 120

ADDRESS	NAME	YEAR BUILT	MAP/LOT
25 East Main St.	Memorial Church Parsonage	c. 1840	11A – 68
34 East Main St.	Dunbar Tavern	c. 1810	11A – 118
35 East Main St.	Prescott Poor House	c. 1850	11A – 71
108 East Main St.	Capt. Brocklebank House (museum)	c. 1660	10B – 66
108 East Main St.	Hill School # 3 (Located on Brocklebank Museum Property)	c. 1828	10B – 66
225 East Main St.	Hazen-Kimball-Aldrich House	c. 1720	10 – 41
5 Elm St.	Adams Hall	1835	10B – 34
8 Elm St.	Nathaniel Nelson House	1797	10B – 55
13 Elm St.	Rev. Braman Parsonage	c. 1820	10B – 36
81 Elm St.	Joseph Nelson House	c. 1738	10A – 30
170 Jewett St.	Dickinson-Pillsbury-Witham House	c. 1700	19 – 59
1 Library St.	Town Hall	1905	11A – 58
33 Library St.	Historic Name TBD	c. 1840	10B – 26
1 Lull St.	Oliver Tenney House	c. 1750	17 – 86
23 Middle St.	Historic Name TBD	c. 1840	11A – 43
91 Nelson St.	Solomon Nelson House	c. 1800	4 – 17
24 North St.	Dr. Richmond B. Root House	c. 1820	11A – 24
9 Park St.	Georgetown Peabody Library	1907	11A – 102
7 Park St.	Marston Shoe Factory	1876	11A – 97
7 Pleasant St.	Dr. Raymond Root House	c. 1870	11A – 101
14 Pleasant St.	Walter M. Brewster House	c. 1872	11A – 97
61 Pond St.	Historic Name TBD	c. 1840	11B – 21
5 Union St.	Dresser House	c. 1800	11A – 76
28 West Main St.	White Shop	1820	11A – 36
34 West Main St.	Brick School	1854	11A – 35
38 West Main St.	Historic Name TBD	c. 1840	11A – 34
55 West Main St.	Historic Name TBD	c. 1870	6C – 168
93 West Main St.	Adams-Clark House	c. 1725	6D – 72
153 West Main St.	Jeremiah Dodge House	c. 1750	6D – 8
175 West Main St.	Harriman-Weston House	c. 1780	6D – 1
57 Andover St.	Batchelder House	c. 1830	5A – 23
251 Andover St.	D.M. Spofford House	1830	5 – 48
138 Central St.	J. Dorman House	c. 1779	10A – 25
161 Central St.	George Chaplin House	1860-72	10A – 6
169 Central St.	Eliphalet Chaplin House	c. 1860	10A – 7
223 Central St.	Historic Name TBD	c. 1819	9A – 4
242 Central St.	Engine-House No. 5	c. 1875	9A – 17

ADDRESS	NAME	YEAR BUILT	MAP/LOT
58 East Main St.	Historic Name TBD	c. 1815	11A – 87
144 East Main St.	S.M. Nelson House	1830	10 – 1
231 East Main St.	Deacon Thomas Merrill House	c. 1800	10 – 40
5 Middle St.	Old Central Fire Station (Engine-House No. 1)	c. 1875	11A – 37
19 North St.	A.D. Pillsbury House	c. 1849	11A – 23
23 North St.	H. Pettengill House	c. 1800	11A – 124
31 North St.	Isaiah Perkins House	c. 1872	11A – 100
37 North St.	Old Baptist Church	c. 1829	11A – 99
51 North St.	Perley Free School	1898	11A – 125
37 Prospect St.	Historic Name TBD	c. 1900	11A – 17
42 Prospect St.	Historic Name TBD	c. 1920	11A – 4
50 Prospect St.	H. Harriman House	c. 1880	11A – 3
86 West Main St.	J.T. Plummer House	c. 1872	6C – 149
117 West Main St.	Historic Name TBD	c. 1856	6D – 38
170 West Main St.	Richard Larkin House	c. 1916	6D – 110
48 East Main St.	Historic Name TBD	c. 1830	11A – 115
17 Elm St.	Historic Name TBD	c. 1829	10B – 37
389 Andover St.	Historic Name TBD	c. 1770	2 – 20

Source: Georgetown Historical Society, 2006.

Table 5-2: Existing Georgetown Cultural Sites

LOCATION	SITE DESCRIPTION	DATE
Central St. & Andover St.	Civil War Monument	1874
Central St.	Harmony Cemetery	1845
East Main St.	Union Cemetery – Earliest Burying Place in “West Parish” of Rowley which became part of Georgetown In 1838	1732
Union St., East Main St. & Library St.	Harry Murch Park – Public Common with Monument Honoring WWI Veterans Spofford Monument – Stone marker commemorating John Spofford & Family as the first full time residents	c. 1830
Andover St. (beyond West St.)	Goodrich Massacre Marker & Site – Sign and remnants of foundation marks site where family was massacred by Indians in October of 1692	1669
Police & Central Fire Building at 47 Central St.	Fireman’s Monument	1975
4 Jewett St. driveway	Joseph Poor Monument – Engraved Stone Monument noting home site of Colonial Soldier who fought for the King of England in the French & Indian War and then against him in the Revolutionary War.	Events – 1754 & 1776
Jackman St.	South Byfield Cemetery	1859
Jackman St.	Old Byfield Parish Burying Ground – the earliest cemetery in this area of Rowley that eventually became part of Georgetown.	1702

Table 5-3: Proposed Georgetown Cultural Sites

LOCATION	SITE DESCRIPTION	DATE
Elm & East Main St. – on green in front of Brocklebank Museum	Site of Old South Church & Meeting House	1769 – 1874
Town Parking Lot – located between houses at # 25 and 31 on East Main St.	Site of Memorial Congressional Church and Original Georgetown Library built by George Peabody	1868 – 1920
Trail Head to Conservation land on West St.	Hampshire Woods Conservation Area which included area known as “Federal City”	c. 1650
84 Nelson St.	Camp Denison Conservation Area	1931
Mill St. – between the two brooks	Site of early Grist Mill & late Textile Mill	c. 1700
Lufkins Brook Conservation Area, Andover St.	Site of early Spofford/Weston Saw Mill	c. 1730
American Legion Park – Southeastern corner of Pentucket Pond	Site of Ice Houses & Underground Civil Defense Communication Center during the “Cold War”	1853 – 1960’s
Near Trestle Way Housing Project where power line crosses West Main St.	Site of trolley trestle over railroad tracks from Haverhill	1896
Adjacent to Old Rail Path on Railroad Ave., off of Moulton St., a short distance from West Main St.	Site of Georgetown’s Main Train Depot	1850
Nelson St. – where power line crosses street, a short distance from Central St.	Site of South Georgetown/Baldpate Train Depot	1879

Source: Georgetown Historical Society, 2006

5.4 Historic and Cultural Recommendations and Implementation

Three historic preservation strategies were recommended in the 2004 Community Development Plan: Community Preservation Act; Demolition Delay Review; Historic Preservation Tax Incentives; Signage Design; Open Space Residential Development Strategy and Additional Historic Designations. The first of these two strategies have been implemented by the Town.

A Demolition Delay Bylaw was passed at Annual Town Meeting in 2006 which provides a six month stay-of-demolition for sites of historic interest, but it does not require historic sites to be saved.

Additional strategies recommended by the Georgetown Historical Commission include the designation of two historic districts and the creation of a Minimum-Maintenance By-Law. Georgetown does not currently have a historic district to protect historic sites.

The 2007 Open Space Plan includes an inventory of lands of conservation, Recreation, and Historic Interest. In addition, there is a list of unprotected parcels including both historic sites and agricultural lands. One of the recommendations of the plan is that the Town maintains up-to-date inventories and maps of the town's public open space, agricultural areas, and historic sites. Agricultural lands are afforded some protection under Chapter 61A which requires that the town be given the opportunity to purchase the land before it is offered for sale on the open market.

The following recommendations have been compiled with the input of the Georgetown Historical Commission. Responsible parties for the implementation of these recommendations include the Historical Commission, the Planning Board and the Board of Selectmen.

5.4.1 The Creation of Two Historical Districts

At present, the Georgetown Historical Commission ("GHC") has plans to create two National (Register) Historical Districts, the first involving the "Elm St." area and the other involving the "Downtown" area as they are designated on **Figure 9**.

The initial steps to determine the feasibility of such a district for the "Elm St." area have been completed, and the residences and buildings to be included along with the Brocklebank Museum have tentatively been selected. They are shown in **Figure 9** with approximate boundaries. Actual boundaries will follow the lot lines of the sites included in the final listing.

The planning for the "Downtown" National Historical District is only in the early formative stage but the area to be included is most likely that shown for it on the map shown in **Figure 9** (the same as the area proposed for this designation in 1982). The specific bounds of this district will be identified by the bounds of the land plots that are ultimately included. It will be noted that the area designated includes the green or common currently known as "Harry Murch Park". A CPA grant was voted at the 2007 Annual Town meeting to hire a landscape planner to update this specific part of the proposed district area.

Development of Preservation/Landscape Plan For "Harry Murch Park"

The GHC was granted CPA funds to hire a consultant to create a landscape plan for this historic "green" which the rest of the area surrounding it was submitted for entry into the State's catalog of Historical Areas (MACRIS database) many years ago with the plan to get it listed in the National Register. This is being sought to insure that whatever is done to the park will be in compliance with that which is necessary to enable getting the downtown area in which it is located designated as a National Register Historical Area.

As part of this redesign, the local Veteran's groups have been asked come up with a plan that will contain the monuments honoring all of the Town's veterans rather than just WWI as is currently the case. If this latter action is taken, the GHC will request that the town rename the park to acknowledge the fact that it is a memorial site for more than the WWI monument. Since this park is publicly owned, the townspeople as well as other groups in town, such as the Alliance for downtown business group, the Town's Garden club and the Park and Recreation Department will also be asked to submit inputs once a consultant is selected.

Deployment of Interpretive Signage and Creation of Tour Guide Map for the Town's Historical and Cultural Sites and Trails

At the 2007 Annual Town Meeting, the GHC received a CPA grant to fund the first phase of a project to generate an illustrated and descriptive self guiding tour map to locate all of our Town's Historical/Cultural sites as well as its historic houses and hiking trails. Along with the creation of this tour guide map, the project also calls for the deployment of Interpretive and Illustrated Signage or Markers at all of the Historical/Cultural sites warranting such.

At present there are approximately 20 such historical/cultural sites, all of which are identified on the new 2007 MVPC map being created for that purpose. Because of the design time and cost of deploying these markers, this latter part of the project will require several years to complete. Therefore only 5 such signs will be deployed in this first phase of the project but all of the sites will be listed on the initial release of the illustrated tour guide map. However, simple numbered markers correlated with the tour guide map will be deployed initially to locate the physical sites until the final signage at those sites selected for such are funded and deployed in the future. Besides the tour guide map, the first 5 sites to receive an interpretive marker sign include: (1 and 2) Two signs at the Town Parking Lot, one at the front of the Lot commemorating the site of the Peabody Memorial Church that once stood on that site and a second at the rear of the Lot commemorating the original Peabody Memorial Library that once stood at that location and for which Library St was named, (3) Harry Murch Park, (4) Site of "Old South Church and original town center" on the new Elm St green across from the Brocklebank Museum near Chestnut St. (5) plot location sign at Union Cemetery.

In the future, the Historical/Cultural sites to receive such signage will expand beyond those currently listed on the 2007 MVPC map to include significant sites along the new Bike Path Trail (railroad depots for example) as well as along the trails within the Town's Passive Recreation Conservation Lands (Hampshire Woods and Lufkin Brook for example.)

In addition, this project will also include the restoration of any signage that is in a degraded state (example Goodrich Massacre sign on North Street which will be restored as part of the 2007 funded phase of this project).

Also in the future, as part of this overall mapping and signage project, CPA funds will be sought to create detailed and informative trail maps and brochures which will tie together all of the cultural/historical sites and conservation areas available for viewing and use by the public in the town.

As town planners lay out sidewalks and parking, they should take note of where the already designated historical/cultural sites and trails are to be located and create the means for visitors to easily access them.

As a final part of this project, the GHC also has plans to seek CPA funds in the future in order to create and deploy more attractive “Entering Georgetown” signs on the major entry roads into town.

5.4.2 Ongoing Survey and Filing of Historical Buildings and Sites with Massachusetts Historical Commission (MHC)

In compliance with the Massachusetts Historical Commission’s guidelines, the Georgetown Historical Commission (GHC), with the help of the Town’s Historical Society will continue to select, survey and submit its historic buildings and cultural sites for inclusion in the State’s MACRIS data base and if warranted complete the process to enter them in the National Historical Register.

Since this task did not start in earnest until the late 1990s and Georgetown is really a community which has an origin dating back to the 1660’s when it was part of Rowley, this project will continue to be the major one administered by the GHC. For example, only about 70 buildings have, to date, been so surveyed and submitted to the State. In contrast to this, the number of such buildings that require inclusion in the State’s data base will far exceed 400 on the basis of their date of origin. This latter fact is based on the fact that a recent search of the Assessor’s data base indicates there are 396 buildings in town with dates of origin of 1900 or earlier whereas the MHC now requires buildings with origins of 1950 or earlier to be at least listed in their MACRIS database.

As such the number of sites to be located on the Town’s Historical & Cultural Sites Map created by the MVPC as well as those located on the tour guide map will continue to grow and thus require periodic updates.

Coupled with this project, is the recently completed and now operational project by the GHC which makes it possible for owners of such historic houses to purchase a commemorative sign designating their house one of those surveyed.

5.4.3 Creation of a Minimum-Maintenance By-Law

In order to help preserve historical properties that are either abandoned or being neglected to the point of self demolition, GHC is planning to initiate the actions necessary to create a Minimum Maintenance By-Law (sometimes referred to as a Demo-By-Neglect By-Law). Such a law would compliment the already established Demolition Delay By-Law by making it legally possible for the Town to interact with owners of neglected historic homes or buildings in order to help preserve them. This would make it possible for the town to try and save some of the older historic buildings that are in this state or may enter such a state in the future.

5.4.4 Restore GHC's School House No.3

The GHC plans to seek CPA funds in 2008 to do badly needed restoration work (painting, window repair, etc) on its last remaining one room school house (School House No. 3) which is located on the Brocklebank Museum property.

6.0 NATURAL RESOURCES, OPEN SPACE, AND RECREATION

6.1 Summary

This section summarizes the Georgetown Open Space and Recreation Plan, which was recently drafted by the Conservation Commission, the Open Space Committee, and the Parks and Recreation Commission. Included in this chapter is an inventory and analysis of Georgetown's natural resources, wildlife and vegetation. In addition, an inventory of open space, conservation lands, and active and passive recreation opportunities and shortfalls can be found in this section.

Throughout the chapter the term "open space" refers to conservation land, agricultural land, corridor parks and amenities such as small parks, green buffers along roadways, or any open area that is owned by an agency or organization dedicated to conservation. Open space will also refer to undeveloped land with particular conservation or recreation interest.

6.2 Assets and Liabilities (from the 2004 Community Development Plan)

Assets	Liabilities
<ul style="list-style-type: none">• Generally proactive policies in natural resource protection• Lufkin's Brook• Parker River• Wheeler Brook Farm• Hampshire Woods• Local ponds• Historic buildings• Theater groups and art galleries	<ul style="list-style-type: none">• Concern about development around water supplies/aquifer• Residential septic failures and nonpoint source pollution of ponds• Pentucket Pond is overrun with geese• Encroachment on wetlands potential danger to water supply• Wastewater management needed in town center• Not enough recycling• Drinking water quality for one well needs improvement

6.3 Goals

- Acquire Open Space & Recreation land with consideration of habitat values, greenways, active recreation land and historic landscapes.
- Enhance and maintain existing passive and active open space.
- Examine the creation of a private non-profit Land Trust.
- Protect water resources including public drinking water supply, wetlands, wildlife habitat, fisheries and recreational waters.
- Improve public access to conservation lands for passive recreational usage.

6.4 Objectives (From the Vision Statement in the 2004 Community Development Plan)

- I. Improve Georgetown's land use regulations and policies to provide a growth management strategy and environmental protection.

2. Promote the long term goal of a more integrated and accessible town center with a suitable combination of small businesses and residences.
3. Maintain the traditional New England rural community appearance of the town.

6.5 Environmental Inventory and Analysis

6.5.1 Soils

Georgetown's soils are composed largely of soils formed from glacial deposits. According to *Soils and Their Interpretation for Various Land Uses* (US Soil Conservation Service, 1975), the general soils of Georgetown have been grouped into four main classes determined by the properties that most affect broad land-use planning decisions (GOSRP, 2006). Please refer to Table 6-1 below for a listing of Georgetown's soil groupings.

Table 6-1: Soils Association Table

Soil Group	Approx. Acreage	Percent
Canton-Hollis	1,533	19%
Muck-Deerfield-Wareham-Ridgebury	1,642	20%
Windsor-Hinckley	1,751	21%
Paxton-Woodbridge	1,318	16%
<i>Total Surveyed Area</i>	<i>6,244</i>	<i>76%</i>
<i>Excluded Area</i>	<i>1,980</i>	<i>24%</i>
TOTAL	8,224	100%

Source: *Soils and Their Interpretation for Various Land Uses*, USSCS, 1975

6.5.2 Landscape Character

Georgetown's landscape is mostly dominated by its wetlands as well as large tracks of open space with low and rolling topography that consists of deciduous and pine woods, streams, and ponds. The sense of Georgetown being a traditional New England village is achieved with the many historic houses located in the town center, and all throughout the town.

6.5.3 Water Resources

Surface Water

Over 99% of Georgetown lies within the Parker River Watershed. The Town's many streams help maintain the River's flow during periods of drought. This is especially true of Penn Brook, flowing almost in its entirety through Georgetown.

There are three major sub-watersheds of the Parker River that flow through Georgetown:

- Penn Brook, which originates at Baldpate Pond in Boxford, flows northward through the center of Town, and joins the Parker River between Pond Street and North Street;
- Wheeler Brook which rises from wooded wetlands southwest of the intersection of Jewett Street and Interstate 95;
- The Mill River drainage area is limited to about 384 acres in the east corner of the town where its headwaters occur in the Georgetown-Rowley State Forest.

Within these four drainage areas, there are a number of smaller tributary streams, ponds, and wetlands, which together provide important fish and wildlife habitat, diverse recreational opportunities, groundwater recharge, and flood control.

Major tributaries to the Parker River are:

- Jackman Brook, which is fed by wooded wetlands bounded by Jewett Street, Tenney Street, and Interstate 95, and joins Wheeler Brook north of Jackman Street before entering the Parker River in Newbury.
- Lufkin's Brook flows northward to the Parker River in the western part of Town.
- Plough Brook, issuing from wetlands just east of Georgetown center between North Street and East Main Street, also flows north to the Parker River, joining the Parker near the abandoned gravel pits south of Thurlow Street.
- Muddy Brook, a tributary of the Mill River, originates in wetlands near the southbound entry ramp to Interstate 95 at Route 133. It is joined by the North Branch tributary south of Long Hill and flows into Upper Millpond in Rowley where the Mill River is partially impounded.
- Great Swamp Brook flows east of Warren Street into Rowley's Mill River.

Flood Hazard Areas

The flood hazard areas are:

- The confluence of Skunk Point (a drainage ditch in the Bulford Brook floodplain)
- Bulford Brook
- Penn Brook at Library Street from Route 97 to Route 133 and a few hundred feet further east to where Penn Brook crosses under Route 133 and where it flows under Central Street
- West Main Street (Rt. 97)
- Bailey Lane
- West Street

All of the above areas suffered from severe flooding during the 2006 Mother's Day storm when Georgetown received over 15" of rain in two days.

Wetlands

Sustaining and protecting the Town's water resources is a system of bordering vegetated wetlands and floodplains, including numerous potentially certifiable vernal pools, which receive and transmit large volumes of precipitation, thus ensuring a steady supply of groundwater. They also provide natural storage for runoff during storm events, thereby reducing downstream flooding and the attendant effects of erosion and sedimentation.

Over 30 vernal pools in Georgetown have received state certification and protection though all potential vernal pool sites are protected under the Georgetown Wetland Protection Bylaw until proven that they do not support vernal pool habitat.

Two ponds of notable size are Rock Pond and Pentucket Pond located to the south and north of West Main Street. These are linked by the Parker River, and are the river's only Great Ponds. They serve as major recreation attractions for swimming, boating, fishing, and nature observation.

- At 57 acres, Rock Pond is the smaller and more developed of the two. It is almost entirely surrounded by residential areas except for a one-acre parcel where a Public boat ramp is located along West Main Street.
- Pentucket Pond covers 85 acres and has Conservation Land on its northwest end, a park and beach (American Legion Park) at its southeast end, and a 4-H summer camp on the south side.

Aquifer Recharge Areas

Georgetown's public water supply comes from a major groundwater aquifer located in the western part of the town and consists of an expansive deposit of highly permeable sand and gravel which yields significant quantities of groundwater. There are no other sources of groundwater comparable to this yield.

6.5.4 Biological Resources

Vegetation

Habitat and ecosystems in Georgetown are depicted in **Figure 7**. Georgetown's forests are second or third growth post-agricultural forest communities. Stone walls, wolf trees, rock piles, and wild apple and pear trees are found throughout the town, which highlights its agricultural history.

Within the upland forests, pine oak and oak-hickory are the dominant species found. Most of this woodland consists of larger, mature trees and minimal sunlight reaches the forest floor which has resulted in a limited number of under story trees, shrubs, and herbs is limited. The younger forests have a more open canopy and shrubs such as low bush blueberry, huckleberry, sheep laurel, viburnums, and azaleas are found to be abundant. Spotted Wintergreen, Pipsissewa, Canada Mayflower, False Solomon's Seal, Wild

Geranium, Jack-in-the-Pulpit, Pink Lady's Slipper, Star-Flower, and assorted Ferns and Club mosses are some of the herbaceous plants that can be noticed. On occasion, large colonies of the translucent Indian-Pipes (*Monotropa uniflora*), which are parasitic on roots and therefore have no chlorophyll, can be seen in these young forests.

Where open areas occur, either as pasture or utility line rights-of-way, the vegetation community consists of a greater variety of herbaceous plants, grasses, and sedges, most notably a wide variety of members of the mustard family, asters, goldenrods and other members of the aster or composite family. These areas, are also often dominated by non-native species of herbaceous plants that frequent dry and disturbed soils.

General Inventory

There are many wetland communities that are well represented in Georgetown. These wetland communities include: marsh, wet meadow, shrub swamp, wooded swamp, flood plain, and bog communities. A rich variety of vegetation exists, such as small herbaceous plants including Arrow Arum, Pickerelweed, Sweet Flag, Larger Blue Flag, Skunk Cabbage, Marsh Marigold, Blue-eyed Grass, Spring-Cress, Pitcher Plant, Sundews, Spotted Jewelweed, White Turtlehead, Swamp Milkweed and Cardinal-flower. Many species of rushes, sedges, cattails, bulrushes, waterlilies and mosses are also found. Larger, woody species such as alders, buttonbush, and willow are also present. Many of these diverse communities are important hosts to butterfly larvae or serve as important butterfly nectar sources while other communities are important food sources for breeding Ruby-throated Hummingbirds.

Given the town's inland location, proximity to the coast, and complex patterns of wetlands, plants that one would not normally expect to grow in close proximity are often encountered. For example, Bayberry (of dry coastal plains), Buttonbush (of very wet areas often subject to major fluctuations in water level), and Sweet Pepperbush (of stagnant swamps) can be found growing within a few feet of one another in Georgetown.

Rare, Threatened, and Endangered Species

According to the Natural Heritage Program staff of the Division of Fisheries & Wildlife, several rare vascular plant species may be present, including:

- Fen Cuckoo Flower (*Cardamine Praetensis palustris*), status Threatened and with no dated local reports;
- Slender Cottongrass (*Eriophorum gracile*), status Threatened and with no dated local reports;
- New England Blazing Star (*Liatris scariosa novae angliae*), status of Special Concern and last reported locally in 1874;
- Pale Green Orchis (*Plantathera flava herbiola*), status Threatened and last observed in Crane Meadows in 1890;
- Wild Senna (*Senna hebecarpa*), status Endangered and last reported locally in 1872;
- Small Bur-reed (*Sarganium minimum*), status Endangered and last observed locally in 1997.

The fragmentation of woodlands, major disturbances of soils, historic agricultural activities, and past and present landscaping practices have promoted the invasion of exotic plant species throughout much of Georgetown's natural landscape, as is the case in much of southern New England. Such species, often occupy ecological niches necessary for rare native plants that may themselves be associated with rare native animal species. While there are many isolated and pristine areas in Georgetown where exotic vegetation is rarely encountered or is at least non-invasive, most of the Town's deep wetland edges and shallow wetlands are overgrown with Purple Loosestrife (*Lythrium salicaria*) which seems to promote eutrophication and has choked out native wetland species that are essential food sources for the increasingly rare swamp and marsh birds, such as Rails.

Fisheries Inventory

There are many aquatic habitats of significant recreational value within the town of Georgetown. The major water bodies in the town are the Parker River drainage and two 'great ponds' (Rock Pond and Pentucket Pond) near the middle of town. The Parker River originates in northwest Georgetown, and also in Boxford and Groveland. It flows past the town's wellfields into Rock Pond and Pentucket Pond.

Georgetown's recreational fishery is fairly active due to the natural conditions, spawning by anadromous fish, and a seasonal stocking program. Both Rock and Pentucket Ponds function as important spawning areas for anadromous alewife, in the Parker River, which migrate in April from the ocean to these spawning areas through a series of fish ladders in Newbury, Byfield, and Georgetown that are maintained by the Massachusetts Department of Marine Fisheries. Juvenile alewife and eggs are important prey items for

popular freshwater game fish in Georgetown, including large mouth bass, calico bass, brown trout, pickerel, and sunfish. The Ponds also contain some populations of freshwater invertebrates, including clams.

Wildlife Inventory

Although Georgetown is rapidly becoming more developed, the town is still able to support a variety of wildlife including: Eastern Gray Squirrel, Eastern Chipmunk, Striped Skunk, Raccoon, White-tailed Deer, Rabbit, Woodchuck, Virginia Opossum, Canada Goose, American Robin, House Sparrow, Rock Doves (Pigeons), and Herring Gull. Rare wildlife, such as Bobcat, Beaver, Mink, Flying Squirrel, and Fisher, to name a few, continue to be reported in the large protected areas of open space within the town. Georgetown also appears to have quite a healthy population of bat species due to the large amounts of insects associated with the wetlands.

Birdlife in the town is fairly diverse with the Rose-breasted Grosbeak, Scarlet Tanager, and the Baltimore Oriole as regular nesters, along with the many insect feeding flycatchers are also commonly seen. The Great Blue Heron and its relative, the Green-backed Heron, are usually spotted in Pentucket Pond, and swamps and marshes, respectively, hunting for their prey. Rare species like the Peregrine Falcon, Cooper's Hawk, and Northern Harrier have also been reported.

The many wetlands provide excellent habitat for amphibians such as Wood Frogs, Spring Peepers, American Toads, Gray Tree Frogs, and Bullfrogs. These species have particular significance because of the sensitivity of amphibians to environmental degradation which is why it is within Georgetown's best interest to continue protecting the many wetlands, potential vernal pools, and adjacent woodlands so that these species can thrive.

As mentioned in the Open Space and Recreation Plan 2006, Georgetown's proximity to Plum Island is one of the main reasons for its diverse bird population. It is also mentioned that the abundance of insects is another key factor for this wide variation of wildlife as the insects serve as a main part of the food chain.

According to the Natural Heritage and Endangered Species Program (NHESP) at the Division of Fisheries and Wildlife, it is presumed that there are several rare vertebrate animal species present in Georgetown, including:

- Blue-spotted Salamander (*Ambystoma laterale*), status of Special Concern and last officially reported locally in 2004;
- Four-Toed Salamander (*Hemidactylium scutatum*), status Special Concern, last observed locally in 2004;

- Long-eared Owl (*Asio otus*), status of Special Concern and last reported locally in 1981;
- Spotted Turtle (*Clemmys guttata*), status of Special Concern and last reported locally in 2006 – removed from the endangered list in 2006 (LR);
- Wood Turtle (*Clemmys insculpta*), status of Special Concern and last reported locally in 2000;
- Blanding's Turtle (*Emydoidea blandingii*), status of Threatened and last reported locally in 2006.

The NHESP will continue to monitor these species regularly.

6.6 Scenic Resources and Unique Environments

6.6.1 Inventory of Scenic Landscapes

Georgetown, unlike many other New England towns where the Fall foliage is noted for the bright and contrasting hues of oranges, yellows, and reds of Sugar Maples, is painted with the brilliant scarlet foliage of Red Maple swamps. These trees provide another stimulating vision come Spring when they are covered first with scarlet flowers before their leaves are fully out, and then by scarlet fruit mixed among the fresh green leaves.

Glacial deposits of small rocks and large boulders are scattered across the area. When the land was mostly used for agricultural purposes many years ago, as fields were plowed, the farmers dealt with the rocks and boulders by moving them to the edge of the field or property line. Over time, New England's traditional stone fences lined the area, and many remain today.

In several parts of the town, depending on humidity and temperature differences between air and land, blankets of fog and/or dew will cover the land in the morning or evening due to the many wetlands in Georgetown. This brings dramatic tones to the picturesque landscape. In some instances it lends a sense of eeriness to the landscape, distorting shapes and distances; while in other views, it adds a delicate texture and air of fantasy to the landscape, especially when the sun bursts through and every object is covered with glistening dew.

6.6.2 Unusual Geologic Features

Georgetown's Great Ponds, Rock Pond and Pentucket Pond, are a special feature for they create two large holes in the scenery in which suddenly the trees are gone and there appears to be nothing that separates these great waters from the vast firmament above.

The more open sections of Georgetown allow one to look up and see stars extended across the night sky. The visualization of the night sky cannot be devalued as it is a source of wonder, inspiration, and learning throughout human history. It is not very often that residents of the Commonwealth can see the immensity of the universe unobstructed by the glow of urban lights.

As the sixth highest point in Essex County, Baldpate Hill (at 385 feet) is just a few miles west of the coast and may be one of the few points on land that Plum Island can be seen entirely and the Parker River ACEC (Area of Critical Environmental Concern) is in full view.

6.6.3 Areas of Critical Environmental Concern (ACEC)

Areas of Local Critical Environmental Concern include the Town's current and potential public drinking water aquifers, of which continued vigilant protection must be a top priority. Identification, certification, and protection of the Town's improvements to water quality along with the fish and wildlife habitat value of Pentucket Pond, Rock Pond, Penn Brook, Bulford Brook, Jackman Brook, and the Parker River as well as the many certified and potentially certifiable vernal pool habitats have been taken into consideration.

6.7 Inventory of Lands of Conservation and Recreation Interest

Georgetown contains abundant and diverse conservation land which can be grouped into four major open space areas as described below. Please refer to the town's 2007 Open Space and Recreation Plan for a detailed list of conservation and recreation lands and parcels held in Chapter 61A status. Open space in Georgetown is illustrated in **Figure 8**.

6.7.1 The Lufkin's Brook Area

The Town's largest contiguous holding of municipal open space is located in this area. Protecting the aquifer that supplies the Town's public drinking water was the motive for past acquisitions by the Conservation Commission and Water Department. However, the watershed of Georgetown's public water supply extends well beyond the current borders of protected land, and there are many undeveloped parcels in western Georgetown that provide important habitat and have high potential for passive recreational uses. Protecting parcels of undeveloped land within the watershed of the Town's wells, to the west and south of Lufkin's Brook, would enhance protection for our water supply. Protecting parcels to the north of Lufkin's Brook would enhance current and planned acquisitions by neighboring Groveland, and provide a very large area of uninterrupted green space in both Towns. This area has significant potential for passive recreational trails, and has been identified by the State as one of the two best remaining herpetological (amphibian and reptile) habitat areas in Massachusetts, as well

as being identified as a “Core Habitat” area in the state’s 2003 BioMap. The importance of protecting these lands cannot be understated. By doing so, Georgetown could help protect one of the few remaining ecological crown jewels of Massachusetts.

6.7.2 The Great Ponds Area

This area contains a large portion of the State’s Crane Pond Wildlife Management Area, most of which is in Groveland, as well as smaller, unconnected parcels of public and private open space near Pentucket and Rock Ponds and along the Parker River below Pond Street. Further protection in this area, including Chapter 6I parcels (agricultural and forestry lands), would create an unbroken tract of greenspace protecting the lower stretch of the Parker River in Georgetown and connecting Crane Pond WMA to both Pentucket and Rock Ponds. This would also enhance protections for a possible new public water supply site for Georgetown, as well as Newbury’s largest public water supply in Byfield.

6.7.3 The Jackman-Wheeler Brooks Area

Currently, there are several small, unconnected conservation parcels along Jackman Brook. Protection of Jackman Brook is important because the brook feeds the aquifer of one of Newbury’s public water supplies in Byfield. The conservation holdings in this area are not as extensive as in the other areas. However, this section of Georgetown has the important distinction of having the largest group of remaining Chapter 6I parcels in the Town.

Efforts must be made to protect these parcels by purchase of conservation restrictions or development rights to maintain their Chapter 6I status, or by outright purchase should they be removed from Chapter 6I designation. Such efforts could result in the preservation of a significant area of uninterrupted open space in the eastern portion of town.

6.7.4 The Georgetown-Rowley State Forest Area

This area is comprised of large state holdings with abutting and nearby town owned parcels to the north and west. The addition of protected parcels or trails along Penn Brook should be made to connect the State Forest with Camp Denison, owned by the Town, and an abutting parcel of state recreation land on Baldpate Pond. Furthermore, coordination of acquisitions of parcels and trail easements with Boxford should connect this area with Boxford’s extensive protected open space and trail system.

6.7.5 Connections between Open Space Areas

Connections within Town

Currently, the four primary open space areas outlined above are not connected to one other. This means that wildlife and people have no means of traveling through the Town entirely on protected open space, which limits passive recreational opportunities in Georgetown, threatens the health and diversity of local wildlife populations, and may lead to increased human-wildlife conflict as animals are increasingly forced to travel through developed land. In addition, many of the parcels within each area are small and isolated from other conservation lands. Thus, the habitat and passive recreational value of these parcels is limited by and dependent upon the land uses on surrounding unprotected parcels. Furthermore, wetlands dominate the topography of most of the small, isolated parcels, reducing or eliminating their passive recreational value. Finally, there are many environmentally significant lands in Georgetown that either lack conservation completely or have an insufficient form of conservation protection; in addition, many neighborhoods have no protected passive recreation sites or trails.

Regional Connections – Border to Boston Trail

The Border to Boston Trail is an effort to create a 27.8-mile continuous path through eight communities north of Boston, from Danvers to Salisbury. In 1998, the Georgetown Board of Selectmen appointed a Recreational Path Committee to create a trail along the former B&M Railroad right-of-way, which was fully abandoned in 1982. This effort is also recognized as part of a larger effort to create a 2,600-mile East Coast Greenway that stretches from Maine to Florida. The portion of the trail slated to pass through Georgetown would help to connect three of the four major conservation areas in town, with the exception of Lufkin's Brook, and would also provide access to the Town Center, the Perley School, and Georgetown Middle/High School, as well as the park-and-ride lot on East Main Street and other trails in town. Most of the easements in Georgetown are currently owned by the National Grid Company.

6.8 Analysis of Needs

This section analyzes Georgetown's present and future needs for open space. Inland wetlands, undeveloped forested uplands, undeveloped land bordering ponds and major streams, surface waters, scenic roads and vistas, agricultural lands, unprotected lands which provide linkage between existing dedicated open spaces, and potential lands suitable for active recreational uses are at high risk due to the demand for lots on new home sites. In response to this rapid growth, the town adopted a Growth Management Bylaw which limits the annual new growth rate to twenty (20) homes per year. Development pressure consumes land quickly and forever limits opportunities to retain space for conservation and recreational purposes.

6.8.1 Environmental Protection

Protecting the Water Supply

A special water protection district bylaw was adopted by Town Meeting in 1985, and then revised in 1992, which prohibits a number of potentially harmful land use activities, such as toxic chemical storage and metal plating, and carefully regulates others, like vehicle repair stations, by special permit. The Water Department complements these measures with its ambitious leak detection and repair program that reduces waste and conserves water for the town's future needs.

Protecting the Town's Wetlands

The Conservation Commission is responsible to protect and preserve the critical natural functions of wetlands as states under the Wetlands Protection Act (M.L.G. Ch. 131, Sec. 40), including: protection of public and private water supplies and groundwater, flood control, storm drainage prevention, pollution prevention, protection of land containing shellfish, protection of fisheries, and protection of land supporting wildlife habitat – all of which are subject to the threat of land development. In the past, many acres of wetlands in Georgetown were indiscriminately dredged and filled. The importance of the Conservation Commission and other town boards to protect the town's wetlands is one way of preventing any cruel actions so the habitats remain unharmed.

6.8.2 Recreation

It is clear that Georgetown has a shortage of active Recreational Fields. With the ever-growing population inevitably comes the growing numbers in sports teams. The fields during the peak athletic season are reserved for practices and games; however, as mentioned in the Georgetown Open Space Recreation Plan, the difficulty in scheduling these events is apparent to the users of these facilities, and, as a result, teams have resorted to private field resources for their activities.

Water Based Recreation

Most of the town's water based recreation takes place on Rock Pond and Pentucket Pond. Rock Pond is the smaller of the two and is mainly used for private recreation. Public access is limited to a public boat ramp located on West Main Street. Pentucket Pond is the principle area for associated water based activities in Georgetown.

Playgrounds

There are two (2) playgrounds in town: The Joseph Soucy Memorial playground, and The American Legion Park playground. Both consist of slides, swings, climbing apparatus, and general play areas.

Passive Recreation

The variety of open space that can be used for hiking, jogging, or exploring the forest and adjacent streams is one of the biggest assets to the town of Georgetown. There are several parcels of land that abut the Georgetown Rowley State Forest, and uses such as camp ground facilities with cabins and lodges, at Camp Denison on Baldpate Pond, have been permitted. Passive recreation is considered to be at high priority for the community.

6.9 Natural Resources, Open Space and Recreation Recommendations and Implementation

The 2006 Open Space and Recreation Plan included the following recommendations. Responsibility for implementing these changes could include the Planning Board, Board of Selectman, Georgetown Conservation Commission, Georgetown Open Space Committee, Georgetown Parks and Recreation Commission, Georgetown Historical Commission and Georgetown Recreational Path Committee.

6.9.1 Acquire 40 acres of active recreational space

The acquisition of Active recreational space is the highest priority of the Park and Recreation Commission. There is an immediate need of 20 usable continuous acres for sports fields with an additional 20 acres projected to be required in the next five years. This land is necessary to develop baseball diamonds for baseball and softball; fields for football, softball and lacrosse. There is also a need for a running track.

6.9.2 Maintain and upgrade existing parks

There is a need to develop the existing parks in Georgetown and to enhance the character of the town. The three small parks in the center of Georgetown all need to be upgraded to make them more beautiful. The American Legion Park needs to have a major overhaul and the unused sections of the park need to be utilized. Other needs

are to address problems with invasive plant species and to establish a maintenance plan for athletic fields.

Expansion and completion of the bike path will further the open space goals as well as transportation goals.

6.9.3 Establish non-profit Land Trust

The Georgetown Open Space Plan recommends the investigation of the creation of a private non-profit land trust that would be able to work in conjunction with the town's boards and Commissions to further the goals presented in the Open Space plan.

6.9.4 Acquire additional lands for water supply protection

Water resources are threatened by changing land uses. Preservation of water quality including Georgetown's public drinking water supply aquifers, recreational swimming and fishing waters, waters supporting anadromous fish and the waters of inland wetlands are a focus. Acquisition of additional lands for water supply protection furthers this goal.

6.9.5 Compile up-to-date database and review all conservation lands regarding access

A systematic review of all conservation lands and their access will enable the community to prioritize the upgrade of existing trails as well as the creation of new access.

7.0 PUBLIC SERVICES AND UTILITIES

7.1 Summary

Growth in a community places new demands on public services, facilities, and infrastructure. Conversely, the development of new public facilities and the provision of services may influence how much growth occurs, and where. This section of the Master Plan discusses Georgetown's public facilities, services, and infrastructure based on information from previous studies and reports, and from discussions with department heads and other Town employees. The purpose of this section is not to undertake a thorough analysis of the Town's facilities and services, but to integrate existing available information into the overall master planning process so that the Town's public investment decisions are consistent with the community's overall vision for the future.

7.2 Goals

A major goal of the Master Plan is to ensure adequate performance of Georgetown's water and wastewater infrastructure, and that the Town's public facilities will be sufficient taking into account the needs of all its residents, future growth pressures, and objectives in other Chapters. Groups that participated in Georgetown's Vision Statement and Assets and Liabilities Study completed as a part of the 2004 EOE 418 Community Development Plan highlighted the following assets and liabilities as related to public facilities in the Town.

7.3 Assets and Liabilities

Assets	Liabilities
<ul style="list-style-type: none">• Safe/crime free community.• Schools-did not join regional system.• Electric company with good rates/service.• Police and volunteer fire departments.• Volunteer parks and recreation department.	<ul style="list-style-type: none">• Downtown is not walkable/more sidewalks/pedestrian access needed throughout Georgetown.• Not enough through streets.• No community center/ need multi-use facility, particularly for teenagers to hang out.• Library needs expansion-it was in danger of losing certification.• New Middle School needed.• Needs youth center like North Andover; no senior center.• Water quality of ponds has declined.• Improved water quality needed (new well).• Ground/surface water pollution is a problem.• Comprehensive wastewater management program is needed.• No sewer system downtown.• Sewer system needed—town only or joining with other towns• Condition of school facilities needs to be addressed; upgrading and capacity issues.

7.4 Water System

This section includes information from an interview with the Town’s Water Supervisor on May 4, 2007; a review of the Water Quality Report for 2006, the 2004 Georgetown Community Development Plan, the Draft Georgetown Open Space and Recreation Plan 2006; and review of other information from the Massachusetts Department of Environmental Protection.

The water department is municipally owned and is administered by an elected Board of Commissioners. The source of the town water is from a large sand and gravel aquifer adjacent to the Parker River. Most homes and businesses are served by town water in a “grid” system with a few individual private wells in the town (within the Parker River Basin.) There are three town wells supplying all of Georgetown’s water customers, including:

1. The William Marshall gravel-packed (“GP”)well of West Street, installed in 1964;
2. Commissioner’s Well off Bailey Lane, installed in 1981; and
3. Ronald Marshall GP Well, at Duffy’s Landing, installed in 1997.

These three wells are shallow (50 to 80 feet) gravel packed wells that draw from the Parker River Aquifer. The water from the three wells is pumped through the West Street Treatment plant to reduce the Iron and Manganese, adjust the pH, and chlorinate the water before it enters the Town’s water system. Water that is not used is stored in three storage tanks located off

Baldpate Road. Wells are tested at different intervals for various compounds to determine if they are above safe drinking water standards.

The water treatment plant on West Street is designed to treat and filter out most of the iron and manganese from the water. Approximately 100 tons of sludge is removed from the treatment plant each year. A small percentage of iron and manganese remains in the treated water so the town flushes the water system every Spring (April-May) and every Fall (October-November.) The flushing method was modified in 2005 in an effort to more effectively remove sediments. After filtration, the water's pH is raised by adding lime and disinfected by adding chlorine.

Emergency water supply aid, if needed, is available from Groveland, Rowley and Byfield water systems.

The Town owns over 200 acres of undeveloped land, most of which is located within the Aquifer Protection zones around the supply wells. The Town has a Water Protection Bylaw in place to control the activities within the Zone II watershed area and another bylaw for Water Use Restrictions during water emergencies.

In the 2004 Community Development Plan, Section 2.4-Community Assets and Liabilities, water liabilities noted included the following:

- Concern about development around water supplies/aquifer;
- Residential septic failures and nonpoint source pollution degrades ponds
- Overrun of Pentucket Pond with geese.
- Encroachment on wetlands -potential danger to water supply;
- Wastewater management needed in town center;
- Drinking water quality for one well needs improvement (currently underway);
- New well(s) needed with increasing population;
- Currently have shallow wells;
- Cost of treatment v. cost of drilling a new, deep well; and
- Limited water supply needs attention to future.

In 2001, the Massachusetts Department of Environmental Protection completed the Source Water Assessment and Protection ("SWAP") Report for the Georgetown Water Department. The report found that "the wells are located in aquifers with a high vulnerability to contamination due to the absence of hydrogeologic barriers (i.e. clay) that can prevent contaminant migration."²

² DEP Source Water Assessment and Protection Report 12/19/01 Page 2

While Protection Measures were noted to be in place, areas with “unknown” or “no” status included the following:

- Do neighboring communities protect the Zone II areas extending into their communities?
- Does the public water supply have a Wellhead Protection Plan?
- Does the municipality have a wellhead protection committee?
- Does the Board of Health conduct inspections of commercial and industrial activities?

The SWAP report commended the Georgetown Water Department “for taking an active role in promoting source protection measures in the water supply through:

- Adopting, through a Zoning Bylaw in 1992, a Groundwater Protection Overlay District that meets current MA Wellhead Protection Regulation 310 CMR 22.21 (2);
- Conducting educational programs to elementary school students, and making fact sheets available to the public;
- Purchasing significant portions of the Zone II for source protection purposes.”

In 2002, the American Council of Engineering Companies of Massachusetts awarded the Georgetown Board of Water Commissioners and Haley and Ward their 2002 Small Firm Award for Engineering Excellence for the West Street Water Supply Project, involving the construction of an access road, water main, bridge, well and pump station and a water treatment plant off West Street in Georgetown.

In 2004 Community Development Plan Vision Statement, in the category of “Protecting and Enhancing Georgetown’s Natural and Cultural Heritage”, it states that Georgetown has protected its natural resources, especially its water resources. “The Town’s wellfields and aquifers are well protected and water quality and quantity has improved significantly from only a few decades ago.”

In 2005/2006, the Town acquired 41 acres of land over the aquifer for passive conservation and water department purposes.

In 2006, Georgetown was one of 33 public water systems honored by The Massachusetts Department of Environmental Protection (“DEP”) for Drinking Water Excellence during (the) Drinking Water Week Celebration.

The Massachusetts Department of Environmental Protection awarded Georgetown a Water Loss Prevention Grant for 2006-2007. The goal of the grant is to identify and reduce unaccounted for water loss from the Town of Georgetown’s drinking water works and distribution system. Reportedly, the Town has sources of supply that are located in a stressed subwatershed within the Parker River Watershed. The Town proposed to reduce its unaccounted water loss to zero percent in order to satisfy Water Management Act Program permit requirements. Specific tasks included:

1. Conducting a water audit to balance the volume of drinking water produced with the volume billed and account for remaining water (loss);
2. Conducting a comprehensive leak detection survey of water mains and appurtenances of the water distribution system network. Establishing a priority system to implement leak repairs, develop district metering areas, analyze leakage measurement data, develop high priority target areas in an effort to improve effectiveness of leak detection program, access and tap into mains to install metering equipment;
3. Preparing quarterly reports and other deliverables for submittal to DEP; and
4. Preparing a draft and final project report.

7.4.1 Existing Systems

Overall, based on discussions with the Town's Water Supervisor, the water filtration plant has adequate capacity and is in reasonable condition, treating 1.5 mgd. In 2006, the water system served a population of 8,150 persons with 2,694 water services/meters.

There are three wells with added capacity. There is some need for line rejuvenation. Approximately one mile of line should be upgraded due to substandard sizes. There is one 300,000 gallon elevated tank and two concrete tanks, each 600,000 gallons. The Town owns property necessary for another tank.

Georgetown's water distribution system consists of approximately 61 miles of water mains ranging from 6 to 12 inches in diameter. System pressures run from 30 pounds per square inch (psi) near Baldpate Road, Little Hill to 30 psi near Jackman Street at the Town of Byfield line.

**Table 7-1: Water Usage
Town of Georgetown**

Metered	Millions of Gallons	
	Per Day (mgd)	Percentage
Residential	188.99	85.45%
Non-residential/Institutional	4.30	1.94%
Commercial	7.04	3.18%
Agricultural	1.52	0.69%
Industrial	5.50	2.49%
Recreational	2.13	0.96%
Other Municipal	0.44	0.20%
Unaccounted	11.25	5.09%
Total	221.16	100.00%

Source: Georgetown Water Department

Average day demand is calculated by dividing the total water supplied to a town by 365 days and is usually reported in millions of gallons per day (mgd). The average day demand for Georgetown ranged from .66 mgd.

Water Storage

One need is an additional water tank on the Long Hill side/east side of Georgetown on land the Town has purchased for that purpose. There are no plans to purchase or install a tank at this time.

7.4.2 Long Range Plans for Water Systems

The limiting factor to the Town's water supply is the treatment plan. In the next 10 years, additional treatment capacity may be needed based on growth. Long range water needs for the town will depend on rainfall and town growth. Growth has been variable: 300 housing units were constructed in last three years but only 12 housing units were constructed this year.

7.4.3 Water System Issues

The Community Development Plan 2004 notes that "in recent years, the Parker River has suffered from somewhat diminished stream flows." The 2003 Parker River Low-flow Study was prepared by Gomez and Sullivan, with the Parker River Clean Water Association in conjunction with the Executive Office of Environmental Affairs' Massachusetts Watershed Initiative. The study found that the Georgetown Water Department's (GWD) withdrawals appears to have the greatest impact on the streamflows and that the withdrawal volumes increased by 48% from 1990-2001, while population increased by 16%.

The 2003 Parker River Low-Flow Study recommended that a safe yield analysis, relative to groundwater supply withdrawals, be conducted within the study area, as well as the remainder of the Parker River watershed. This analysis would identify safe yield withdrawals to prevent long-term and short-term aquifer depletion, and prevent streamflow capture.

The 5-Year Watershed Action Plan for the Parker River Watershed, completed in 2005 by the Massachusetts Executive Office of Environmental Affairs, contains an Action Matrix listed actions, goals, lead parties for each action, a potential funding source, priority level and timeframe over the next five years. One action strategy is to promote water conservation among water suppliers and watershed residents.

7.5 Municipal Sewer System

Georgetown does not have a municipal sewerage facility or wastewater treatment plant. Wastewater is disposed of via on-site septic systems or small neighborhood treatment systems. These systems discharge into the groundwater recharge within the Parker River Basin. Package treatment plants are now working at Longview Apartments, Little's Hill and Parker River Landing. The town may consider a package treatment plant to support more intensive development of the village center.

7.6 Schools

This portion of the Chapter was compiled with information by the Superintendent of Schools of the Georgetown School Department (March 19, 2007).

There are three schools in the system:

- Perley School serving 420 students in pre-school through Grade 1;
- Penn Brook School serving 506 students in Grades 2-5; and
- Middle/High School serving 816 students in Grades 6-12.

The Perley School offers before and after school programs and the Penn Brook School offers a six-week summer program.

The Perley School was constructed in 1899, and had renovations/additions in 1948, 1957, 1975 and 1995. The Penn Brook School was constructed in 1970. The Middle/High School was constructed in 1960 with additions in 1967 and a major renovation/addition in 1995.

7.6.1 Enrollment

Total 2006-2007 enrollments in the three schools is 1,589; a projected 2007-2008 school enrollment is 1,614.

Elementary Schools

Perley School 2006 enrollment was 267.

Penn Brook School 2006 enrollment was 506.

**Table 7-2: Elementary School Enrollment
Town of Georgetown, 2006 and Projections**

School/Grade	2006-2007		2007-2008	
	Enrollment	Enrollment (Projected)	Student/Teacher Ratio	Student/Teacher Ratio (Projected)
<i>Perley School</i>				
Kindergarten	117	130	17:01	19:01
Grade 1	150	125	21:01	21:01
Sub-total	267	255	-	-
<i>Penn Brook School</i>				
Grade 2	126	150	21:01	21:01
Grade 3	130	126	23:01	21:01
Grade 4	114	130	23:01	21:01
Grade 5	136	114	22:01	23:01
Sub-total	506	520	-	-

Source: Georgetown School Department

Middle School

As of October 1, 2006, the total middle school enrollment was 374 students. The average class size was 22 students per class, based on the present staffing of six academic teachers in Grade 6, six academic teachers in Grade 7 and five academic teachers in Grade 8. The number of teachers reflected the major subject areas and not electives.

High School

There is a wide range in the number of students in specific classes. On average, classes have approximately 25 students.

**Table 7-3: Middle/High School Enrollment
Town of Georgetown, 2006 and Projections**

School/Grade	2006-2007	2007-2008
	Enrollment	Enrollment (Projected)
<i>Middle School</i>		
Grade 6	115	136
Grade 7	140	115
Grade 8	119	140
Sub-total	374	391
<i>High School</i>		
Grade 9	124	119
Grade 10	112	124
Grade 11	93	112
Grade 12	113	93
Sub-total	442	448

Source: Georgetown School Department

Student Enrollment Projections

The attached projections are taken from a comprehensive enrollment report that was completed by the Merrimack Education Center in October 2005 and updated in the Statement of Interest to the Massachusetts School Building Authority to include the most recent school year actual enrollment data.

**Table 7-4: Total Enrollment (Existing and Projected)
Town of Georgetown, 2005 and Projections**

School Year	K	1	2	3	4	5	6	7	8	9	10	11	12	Total
Existing														
2005-2006	145	129	139	116	132	112	140	116	128	118	95	112	91	1,573
2006-2007	119	150	126	130	114	136	115	140	119	124	112	93	113	1,591
Projected														
2008	136	144	143	131	136	117	131	115	141	116	124	109	97	1,640
2009	124	139	139	144	129	136	116	133	114	139	114	120	103	1,650
2010	135	130	137	136	142	129	134	118	132	112	136	110	111	1,662
2011	138	140	133	135	135	139	127	136	117	129	109	132	108	1,678
2012	135	142	136	130	131	135	136	129	135	112	126	106	124	1,677
2013	136	141	145	137	129	132	133	133	128	129	112	122	103	1,680
2014	138	142	143	142	135	127	130	131	130	124	127	108	115	1,692
2015	134	143	144	145	139	132	127	129	130	129	122	125	104	1,703

Source: Georgetown School Department

Enrollment figures do not include the preschool program. The total number of children attending preschool is anticipated to remain at the present level. Present enrollment in the preschool program is 155 children.

Over the last several years, the school department has experienced an increase in enrollment each year. The total projected enrollment for 2007-2008 reflects a 1.5% increase, which equates to an increase of 25 students. The highest percentage of increase (4.5%) and number of students (17) will take place at the middle school.

7.6.2 Yearly Student Costs

A figure of \$7,689.86 is the latest district per pupil expenditure cost that is available from the Department of Education. Georgetown has the lowest expenditure in the state.

7.6.3 Projected Facility Needs

In January 2007, the School Department submitted a Statement of Interest to the Massachusetts School Building Authority with the following information.

“The School Facilities project proposal calls for constructing a new intermediate elementary school (grades 1-4) and middle school (grade 5-8) on the same site. In addition, this configuration also plans for a cost effective sharing of core facilities, including but not limited to the hearing system, mechanical and electrical systems, cafeteria (food preparation), gymnasiums, administration, auditorium, music/art facilities and the alike.”

7.7 Town Government

Georgetown operates under an Open Town Meeting form of government, represented by a Board of Selectmen.

7.7.1 Town Hall

The Town Hall houses the significant governmental functions in Georgetown including Town Administrator, Town Clerk, Treasurer, Accountant, Collector, Planner, Conservation Agent, Building Inspector, Health Agents and Council on Aging. The Highway Department is located in a separate building at 203 E. Main Street. The Police and Fire Departments are located in the Public Safety Building behind Town Hall. The School Department has administrative offices located in the Georgetown Middle High School at 11 Winter Street.

In discussions with the Town Administrator, he noted that the Town Hall has certain deficiencies including no central air conditioning. While \$2.1million dollars were appropriated to upgrade spaces in the building between 1998 and 2000, this effort did not replace the heating system which needs a heat pump or the windows, which cost \$75,000 to \$100,000 to replace. Deferred maintenance on the Town Hall is another problem which if not addressed will lead to further deterioration.

7.7.2 Police Department

The Georgetown Police Department is located on the second floor at 47 Central Street in a combined Public Safety Building Complex with the Georgetown Fire Department. The building is physically located behind the Georgetown Town Hall and has a combined parking lot entrance for both facilities.

The police department has thirty-one (31) employees consisting of twelve (12) full-time police officers, fifteen (15) part-time police officers and four (4) civilian dispatchers. In addition the department is responsible for all animal control services as well as the two (2) Harbor Masters for Pentucket and Rock Pond and a complement of Crossing Guards for the K-12 School District. The police department provides twenty-four (24) police protection and 911 communication services for the Georgetown community as well as dispatch services for the fire department. The facility contains five (5) holding cells as well as recently updated work stations for officers to comply with law enforcement initiatives and mandates. The police department is a certified police agency and was recognized in 2007 by the Massachusetts Police Accreditation Commission for overall policing excellence.

The Public Safety Building was built in 1989 and the fire department occupied the building at that time. The police department could not occupy the facility until 1993 due to funding shortfalls. Since occupied at that time financial shortfalls have not allowed the building to be maintained or upgraded on an as needed basis. The department lacks appropriate office and storage space to address the growing needs of the department and the community they protect. Maintenance schedules and capital improvements have not been addressed since the building was occupied and adequate funding has also not been set aside to ensure capital repairs or improvements to the building.

7.7.3 Fire Department

The Georgetown Fire Department is located within the Public Safety building behind Town Hall. Because of space constraints, in discussions with the Town Administrator, one option may be to relocate the Police Department to a new facility and allow the Fire Department to expand into the vacated space, while also retaining the police lockup area because it would be very expensive to relocate that area. In an interview with the Fire Chief, he reported that the department has one central firehouse and also receives support from Erie 4, a private fire company. The Georgetown Fire department Headquarters is based on volunteers and includes 4-bays, 3-offices, small kitchen small lounge and two restrooms. The Fire Department shares the dispatch center with the police department. The Georgetown Fire Department operates 3 class "A" pumps, a 107' ladder truck, a medium duty Rescue truck, 2 brush trucks, a boat for water emergencies, a quick attack truck, and a Crown Victoria command vehicle. One of the Class "A" pumps and the quick attack truck are owned by the Erie Fire Association and supplement the equipment owned by the Town of Georgetown.

The Georgetown Fire Department Currently response to 720 calls a year, of which 65 percent of the calls are medical aid. Less than 5 percent are actual live fires and the rest of the calls are motor vehicle accidents, false alarms, CO detector activations, and other miscellaneous incidents. We currently have more than 35 active firefighters of which there are 26 certified Emergency Medical Technicians and more than 14 state and nationally certified firefighters.

The Fire Departments long range goals are to have a full time Fire Chief, and full time firefighters/EMTs for day time coverage, update the current radio system, and update and replace the 20+ year old fire hose.

7.7.4 Public Library

The Georgetown Peabody Library was established in 1869 by a generous gift from George Peabody. The library relocated from Library Street to a new facility in 1909 at Lincoln Park, onto a parcel of land donated by Milton J. Tenney and his sister, Lucy Tenney Brown. In 2004 the town authorized funding to expand the century-old building. Construction began in June 2006 and is scheduled for completion in August 2007. Funding for the library construction has

been a combination of 56% town funds (\$2.4 million), 39% Massachusetts Public Library Construction Grant (\$1.6 million) and 5% private fundraising (\$250,000).

The 18,000 square foot facility has been designed to provide space to serve a population of 12,000 and is expected to meet community needs for the next 20 years. The new space will have a public meeting room, comfortable reading places, wireless access, and a Georgetown History room.

Current holdings of the Library as of 6/30/2006:

Books	38,041
Media, newspapers, Magazines	<u>2,448</u>
Total	40,489

Current Circulation as of 6/30/2006

Books	22,874
Media, newspapers, Magazines	<u>10,123</u>
Total	32,997

Current number of registered borrowers as of 6/30/2006: 3,503

Hours open in FY06: 1480.5

7.8 The Senior Population

7.8.1 Existing Conditions

According to the U.S. Census of Population, the number of elderly residents living in Georgetown increased from 849 seniors in 1990 to 924 in 2000, an 8.8 percent increase. Since 2000, the population of elders over the age of 60 years has increased to a current total of 1,298, a 40 percent increase (Town Census, 2007). Based on new U.S. Census information, Georgetown is considered to be the “second fastest growing” community in our area (The Daily News, Aug. 11, 2007). At least 5.5 percent of the elder population meet poverty guidelines while 25.2 percent of local elders act as caregivers for their grandchildren (U.S. Census, 2000). The increased population has generated demand for services by elders in the community as well as by their family members.

The Georgetown COA currently offers a wide variety of cultural, social, health and informational programs to local elders and their families in three different locations – office space at Town Hall, rented meal site and recreation space at First Congregational Church and recreation space at Trestle Way.

7.8.2 A Senior Center Facility

A Senior Center would provide a “one-stop” service for elders and their families in Georgetown, where they could address health, recreational, social and informational needs in one location, and where service providers such as Visiting Nurse (VNA) and Serving Health Insurance Needs for Elders (SHINE) could come and provide their services. A Senior Center facility would allow the Georgetown COA to expand the current programs and services in order to fully meet the needs of local elders and their families.

The construction of a Senior Center facility could include the acquisition and renovation/expansion of an existing structure or the purchase or acquisition of property and new construction. A Senior Center construction project could also include the possibility of sharing a new or expanded facility with another town department. Last year, the Town of Swampscott included a new Senior Center as a separate wing of the town’s new high school project. A potential Senior Center facility could also be negotiated with a local developer involved in the construction of an over-55 housing project. A similar project has recently been proposed in Newbury.

7.8.3 Senior Center Costs

The Town of Georgetown may be eligible to receive grant funding for the construction of a Senior Center facility. The possibility of federally-funded state administered grant Community Development Block Grant money as well as other state grants could be considered. The costs of purchasing land and constructing a new Senior Center with approximately 15,000 square feet are estimated to be in the range of \$1.25 million - \$1.5 million. Typically, state and federal grant programs require a local match. Matching funds for the remainder of the costs could be raised through municipal appropriation, a Town Gift Account, fund-raising (including challenge grants from local businesses) as well as in-kind support from town departments.

Planning the project for Fiscal Year 2011, would allow the Council On Aging time to seek a combination of state and federal grant funding along with necessary matching local funds.

7.9 Public Services and Facilities Recommendations and Implementation

Address condition of school facilities, for existing school population and for future school population; create a long-range plan for wastewater system; plan for new intermediate school and middle school on the same site; and address police and fire department needs.

7.9.1 Address condition of school facilities for existing school population and for future school population

Over the last several years, the school department has experienced an increase in enrollment each year. The total projected enrollment for 2007-2008 reflects a 1.5% increase, which equates to an increase of 25 students. The highest percentage of increase (4.5%) and number of students (17) will take place at the middle school. In January 2007, the School Department submitted a Statement of Interest to the Massachusetts School Building Authority with the following information.

“The School Facilities project proposal calls for constructing a new intermediate elementary school (grades 1-4) and middle school (grade 5-8) on the same site. In addition, this configuration also plans for a cost effective sharing of core facilities, including but not limited to the hearing system, mechanical and electrical systems, cafeteria (food preparation), gymnasiums, administration, auditorium, music/art facilities and the alike.”

7.9.2 Conduct safe yield analysis, relative to groundwater supply withdrawals

The 2003 Parker River Low-Flow Study recommended that a safe yield analysis, relative to groundwater supply withdrawals, be conducted within the study area, as well as the remainder of the Parker River watershed. This analysis would be conducted by the Massachusetts Executive Office of Energy and Environmental Affairs (EOEEA) and would identify safe yield withdrawals to prevent long-term and short-term aquifer depletion, and prevent streamflow capture.

7.9.3 Implement water conservation strategies

The Parker River Watershed 5-Year Watershed Action Plan (2006-2010), completed in June 2005 by the Massachusetts Executive Office of Energy and Environmental Affairs, contains an Action Matrix listed actions, goals, lead parties for each action, a potential funding source, priority level and timeframe over the next five years. One action strategy is to promote water conservation among water suppliers and watershed residents. The report recommends that the watershed towns investigate available conservation technologies and methods and make this information available to watershed residents and businesses. Secondly, the report recommends that all Parker River watershed towns review the water conservation bylaws (requiring private wells to adhere to the same restrictions as public wells) passed by Middleton, Massachusetts and consider these bylaws for implementation.

7.9.4 Create a long-range plan for wastewater system

Georgetown currently operates without a municipal sewage system. Instead, all sewage is treated with on-site septic systems on individual properties. Currently, many of the

septic systems in the downtown center area are barely meeting capacity requirements of local businesses. Future economic development within the downtown area will be constrained by the inability to create or expand septic systems or construct additional wastewater capacity.

The Town should explore the feasibility of instituting a package sewage treatment facility to meet the current and future wastewater treatment needs of the town center and densely-developed surrounding neighborhoods.

The discussion that follows focuses on specific strategies that would advance both appropriate redevelopment and environmentally responsible sewage treatment programs.

Current technology and state regulations allow for the installation of small treatment systems that can cost-effectively service multiple properties without requiring large investments or creating excess capacity that would spur unwanted development. A package treatment system is able to replace undersized or poorly operating existing septic systems. Additionally, some parcels may not be developable or permit further expansion because of regulatory restrictions on soil conditions and the inability to accommodate a Title 5-compliant septic system. Some properties in the town center area may be appropriate as locations for enhanced commercial or mixed-use development, but are constrained by inadequate wastewater treatment and disposal capacity. The Town can establish a strategy to help develop and locate a package treatment facility that would be cost effective and serve the most desirable development density and use pattern.

Establish funding, development and operational methods for a package treatment plant

Development of a package treatment plant could be organized and led by the Town. Construction of a shared system could be financed through several methods. It could be created through direct capital expenditures, financed through public bonding, or subscribed by property owners, who share proportionately in the cost. Under any financing mechanism, public costs would be compensated by property owners, either through direct payments or through betterment fees in order to become part of the system. Maintenance charges would then be incurred by participating parcel owners on an annual or quarterly basis. These fees would reflect the flow volumes allotted to each property or use, with a penalty or additional fee incurred if the allocated level were exceeded. The location of such a plant would need to be coordinated to meet technical and practical requirements, and would likely require the willing participation of one or more existing property owners where the package plant would be located. Transfer of ownership and easements would need to be negotiated and established as part of the process.

Establish the appropriate location and technology

The Town would work with the downtown property owners to establish the most appropriate location and technology for a package treatment plant. The area that a package system can serve is, in part, determined by its design and technology. Gravity fed systems are used where the effluent is brought to the plant from sources at a higher elevation. Pumped systems use a combination grinder and pump that pre-treats the effluent mechanically and then pumps the waste to the package treatment plant. In either method, users are usually within a half-mile of the plant. For the town center, any existing or proposed property connected to the system would need to be situated within that distance.

The establishment of specific guidelines for size and type of development eligible for participation in a package treatment plant

By state regulations, residential and commercial uses are allocated different volumes of flow into shared wastewater systems. The Town, by understanding and applying these standards, could tailor the development of a package plant system to match its particular planning goals. In considering economic development strategies within the commercial center, the Town would need to ascertain flow volumes that should be allowed for mixed-use developments.

7.9.5 Address police and fire department needs

The Georgetown Public Safety Building is home to both the Georgetown Police and Fire Departments. The building was constructed in 1989 and eventually occupied by both departments after a number of funding issues complicated its original completion.

The building is mostly constructed of wood and has only been professionally painted twice since it was built. It is obvious the original construction of clap board siding for esthetic purposes was not practical and needs to be assessed for future durability of a public service building. The entire roof and gutter system is in need of replacement and leaks during heavy rain and ice storms. Due to fact the building was also constructed with all single pane doors and windows, energy efficiency is lacking and is very expensive to operate. In addition, several heating and cooling sources exist due to the two (2) building stages that took place to complete the project.

With the consistent increase in growth of Georgetown and the public safety services provided to the community, space has become an issue for both departments. The fire department is currently an on-call fire department and also shares office space on the second floor with the police department. Adequate office space is lacking in both the fire and police departments and there is no room for expansion of the either department. The fire department is an on-call department and would need additional space should the need to expand the department to a full-time operation take place.

8.0 TRANSPORTATION

8.1 Summary

This chapter of the Master Plan updates baseline information from the 2004 Community Development Plan (“2004 Plan”); provides additional information on current traffic and circulation issues based on recent discussions with the police and fire departments as well as the Town Administrator in March 2007; and includes discussion on public transportation and other local information and press article available online including www.townonline.com. Other sources of information include the Georgetown Highway Department Ongoing Capital Project Update (dated December 26, 2006), Registry of Motor Vehicles and Massachusetts Highway Department information. Table T-11 of the 2004 Plan, including Georgetown Community Transportation Goals and Recommended Actions, is included as **Appendix C**.

The following statement was included as part of the Town’s vision statement for long- term planning from the 2004 Plan:

“Moving Around Georgetown – In addition to Georgetown’s pedestrian network of sidewalks and trails in open space areas, bicycle and pedestrian routes have been created on abandoned railbeds and on utility line rights of way. Improvements in traffic management at key intersections and physical improvements combined with enhanced enforcement have made local roads safer and eased congestion. Enforcement actions have made truck traffic less noisy for residents along truck routes.”

The Town’s transportation network provides the means by which people are able to travel through a town; it impacts the lives of the people of Georgetown through convenience of travel, congestion, safety, and pedestrian and bicycle access. Georgetown’s land use policies are linked to transportation and the impacts and patterns of local traffic are affected by the placement of land use and the quality of the roads and infrastructure in the vicinity.

8.2 Recent Improvements

Since 2004, the Town completed the following transportation improvements.

8.2.1 Access Road

This new connector road to link National Avenue (off Route 133) with upper Tenney Street enables heavy truck traffic on its way to industrial parks off Tenney Street to avoid the residential neighborhoods of lower Tenney Street. The roadway serves also as an economic development opportunity for industrial land which will front on the new roadway. In December 2006, this road opened to traffic.

8.2.2 Reconstruction of Roadways in the downtown area

This work involved major reconstruction of several downtown roadways including sidewalks, drainage and safety improvements, specifically East Main Street, from the bank building to Chestnut Street; West Main Street from Sedlers to 60 feet beyond Moulton Street; and Library Street. The project value is \$2.9 million.

This work, a much needed safety improvement for the area, was completed and the traffic lights at the intersection of East Main Street and Winter Street are now fully operational. It increased safety for middle/high school students walking to school. A flashing beacon light, with the capacity to become a fully functioning traffic signal in the future, was also installed at the intersection of Elm and East Main Streets.

The new sidewalks associated with this work have made a great difference in the downtown area and improved safety for pedestrians.

8.2.3 Updating of Traffic Lights: Square and Central/Library Streets

This project has been completed with traffic signals updated, including pedestrian signals upgraded and an “Opitcom” system introduced so lights can be changed from inside the police/fire stations and emergency vehicles that are approaching the intersections. A new style of crosswalk was installed at the crosswalks, appearing like brick but made of a modified polymer that is resistant to wear by traffic and snow removal equipment. This type of crosswalk has been introduced successfully in such places as the city of Boston which experiences high traffic use and pedestrian activity.

8.3 Goals & Objectives

In 2004, the Merrimack Valley Planning Commission (“MVPC”) worked with the Town of Georgetown to identify the following goals and policies to maintain, manage and improve its transportation network.

- Increase Safe and Easy Access Along Roadways While Preserving the Rural Character of Georgetown;
- Enhance Safe Bicycle and Pedestrian Access Throughout Town; and
- Enhance Access to Public Transportation.

Additional priorities, listed in the Town’s 2004 Vision Statement include sidewalks, trails, bicycle routes, safer and less congested local roads, and less noisy truck traffic.

The objectives of the Transportation Section of the Master Plan are to document existing conditions and identify current issues regarding the transportation infrastructure of the Town of Georgetown and to recommend strategies to meet the above-identified goals. This analysis will allow the Town to address the more dangerous intersections/roadways in town and focus improvement efforts to protect vehicular

traffic, pedestrians, and cyclists. Other efforts could include petitioning the state for timely and appropriate maintenance, design, and construction of state controlled roadways; maintaining and enforcing lower speed limits in residential developments; encouraging pedestrian and bicycle traffic by designing facilities and systems that safely accommodate such traffic; controlling and managing additional vehicular traffic through transportation guidelines that encourage shared access, limit vehicular traffic, and encourage pedestrian traffic and weighing the inconvenience of traffic congestion carefully against widening of small, rural roads and safety. Some of the activities that cause traffic to slow down in the square may also be considered as “traffic calming” measures that enhance the pedestrian environment, including on-street parking, traffic signals and crosswalks.

8.4 Existing Conditions

8.4.1 Roads & Intersections

Existing roadways are illustrated in **Figure 10**. The 2004 Plan lists arterials, major collectors and minor collectors as described below.

Functional Class	Roadway
Arterials	Interstate 95
	Route 133
	Route 97
	Georgetown Rd. – Central St. (97) to Boxford townline
	Jewett St. (North St. to I-95)
Major Collectors	Library St. – Central St. (97) to E. Main St. (133)
	North St. (Georgetown Square to Newbury line)
	King St. – Groveland to W. Main (97)
	Mill St. – North St. to Pond St.
	Pond St. –North St. to Groveland line
	Prospect St. – Main St. (97) to Pond St.
	Tenney St. (East Main St. to I-95)
	Jackman St. – Jewett St. to Newbury line
	Jewett St. (I-95 to Jackman St.)
	Jewett St. – Tenney St. to Rowley line
Minor Collectors	Tenney St. (I-95 to Jewett St. West)
	Warren St. – Jewett St. to Jackman St.

Commuting Patterns

Data presented in the 2004 Plan showed that residents were traveling further to their jobs in 2000 than was the case in 1990. Over 41% of Georgetown residents were working in City of Boston, Greater Boston or along Route 128. The number of people living in town and traveling to neighboring communities dropped between 1990 and

2000 while the number of people commuting to communities further away, in the Valley and elsewhere, increased. Also, commuters were traveling further to reach their jobs in Georgetown, with a significant increase in the number of persons traveling from Greater Boston and Route 128.

Traffic Congestion

The 2004 Plan presented information for delay and queuing for the intersection of Route 97 and Route 133 in Georgetown Square. Locations where traffic was overcapacity included East Main Street in the weekday morning and evening peak hours and Central Street (Routes 97 and 133) in the weekday evening peak hour. Traffic was observed to queue on East Main Street to Elm Street in the weekday evening peak hour. Other causes of delay in the Georgetown Square area included vehicles parking on East Main Street, vehicles using driveways along East Main Street; pedestrians using the crosswalk at the Park and Ride lot and left-turning vehicles.

Traffic Volumes

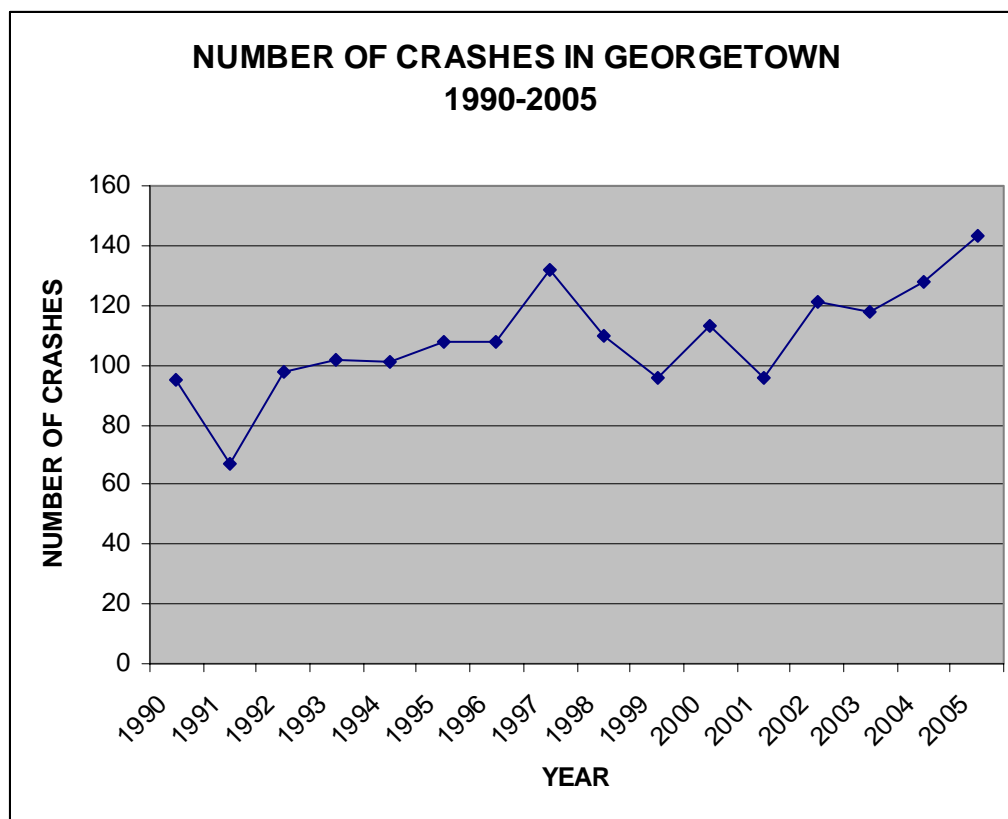
Average vehicle counts per day in Georgetown over the last 10 years are shown in the table below, with data provided by the Massachusetts Highway Department.

Route/Street	Location	2005 Vol-Mo	2004 Vol-Mo	2003 Vol-Mo	2002	2001	2000	1999	1998	1997	1996
I 33/Andover St.	Boxford Line							6573			
I 33/E. Main St.	E of Library		18714-OCT	18861-AUG					15559		
I 33/E. Main St.	W of I-95	14448-OCT	18877-AUG	18756-JUL	17294	17858			14238	14885	15392
I 33/E. Main St.	Rowley Line (WB)					6610				5003	
I 33/E. Main St.	Rowley Line (EB)					6432				5840	
97/Central St.	Boxford Line									9222	
97/Central St.	S of Main St.				14103						
97	S. of Library St.		14339-NOV								
97	Groveland Line					15852				16241	14065
Elm St.	S of Rte 133		1673-OCT		2177				1445		
Jackman St.	W of Ordway St./E of Farm Ln				1427					1249	
Jewett St.	W of Warren St.				1600				1985		
Library St.	E of Rt 97			3525-JUN				2946			
North St.	Newbury Line		3108-MAY	2891-AUG		2985			2781		
North St.	E of Mill St.	6073-APR				5683				5379	
North St.	NE of 97		7449-JUL								
Pond St.	Groveland Line				1537				1481		
Prospect St.	E of Rte 97		3149-MAY			1970		2195	2210		2162
Tenney St.	NE of Rte 133	4807-APR				4267				4084	
Thurlow St.	At Groveland TL		710-NOV								

Using the location of I33/E. Main Street, West of I-95 as an example, the data show traffic growth over the ten year period, with the 2005 count lower than 2004. However the count in 2005 was conducted in October, while the other counts were conducted in the summer months. A snapshot from 1998 to 2004 shows a traffic increase of 33 % at this location and an increase of 20% at another Main Street location, I33/E. Main St. east of Library Street.

8.4.2 Vehicular Safety

In order to update information on vehicular safety, Massachusetts Highway Department records were obtained. These records complemented data available in the Community Development Plan of 2004. MHD and Registry of Motor Vehicle's data indicate that crashes in Georgetown increased 26% from 2001 to 2002 and also increased 12% from 2004 to 2005.



Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Number of Crashes	95	67	98	102	101	108	108	132	110	96	113	96	121	118	128	143

As presented in the 2004 Plan, data was reviewed from 2000 to 2002 to determine intersection crash trends. Over this three year period, the highest number of crashes occurred at Route 133 at I-95 ramps (22 crashes), and Georgetown Square (20 crashes). Other locations with the

highest number of crashes were Route 133 at Tenney Street (12 crashes), Route 97 at Route 133, Andover Street (9 crashes) and Route 97 at Prospect Street (7 crashes).

Signalized intersections with the highest number of crashes were:

- Route 97 (West Main Street) at Route 133 (East Main Street) at Central Street and North Street, also known as Georgetown Square with an average of 6.7 crashes per year; and
- Route 97 (Central Street) at Route 133 (Andover Street) and Library Street with an average of 3.0 crashes per year.

Unsignalized intersections with the highest number of crashes were:

- Route 133 (East Main Street) at the Interstate 95 ramps with an average of 7.3 crashes per year;
- Route 133 (East Main Street) at Tenney Street with an average of 4.0 crashes per year; and
- Route 97 (West Main Street) at Prospect Street with an average of 2.3 crashes per year.

The most up-to-date crash data was obtained from the Massachusetts Highway Department (“MHD”), with data available for the years 2003-2005. MHD noted that the year 2002 through 2005 crash data files are significantly different than data files for previous years, with some of the changes including more data fields used to collect data. Crash data beginning with year 2002 are derived from a new Registry of Motor Vehicles (RMV) computer system called the Crash Data System (CDS). CDS contains many new and refined data elements, developed in accordance with National Highway Traffic Safety Administration (NHTSA) guidelines called the Model Minimum Uniform Crash Criteria (MMUCC).

A review of the recent data indicates that crashes are occurring in greatest number on Route 133, Route 97 and on or near the intersection of I-95 and Route 133. This updated information is consistent with the 2004 Plan findings. In **Table 8-1**, detailed crash information is included for years 2003-2005. **Figure 11** illustrates the concentrations of crashes in Georgetown.

Table 8-1: Georgetown – Highest Crash Locations (2003-2005)

Intersection	Crash Type*						Total
	CM	HO	RE	ROR/HFO	SS	NR	
Rt. 133 / I-95 (on or near ramps)	12	0	22	16	14	4	68
Rt. 133 / Rt. 97	6	2	10	0	2	0	22
Rt. 133	21	7	54	16	14	6	104
Rt. 133 / Nelson St.	8	0	2	1	0	0	11
Rt. 97	16	8	56	14	14	9	117
Rt. 97 / Georgetown Rd.	6	2	0	0	0	0	8
Rt. 133 / Tenney St.	10	0	4	2	0	2	18
Rt. 133 / Lake Shore Drive	6	0	13	1	0	2	22
Rt. 97 / Prospect St.	4	0	4	0	2	0	10

Source: Mass Highway Crash Report for Georgetown (2003, 2004, 2005)

* CM=Cross Movement or Angle; HO= Head On; RE=Rear-End; ROR/HFO=Ran Off Road/Hit Fixed Object;

SS=Side-Swipe; NR=Not Reported/Unknown

8.4.3 Transportation Plans

Based on regulations promulgated by the Department of Transportation, any transportation project funded through the Federal Highway Administration or the Federal Transit Administration must be listed in the appropriate region's Transportation Improvement Program.

In the Merrimack Valley Region 2003 Transportation Plan, eight improvement projects were listed for Georgetown, as follow:

1. Construction of an access road from Route 133 to Norino Way;
2. Roadway reconstruction project in Georgetown Square;
3. Reconstruction of Route 133 (Chestnut Street to Carlton Drive);
4. Reconstruction of Route 97 (Central Street) from #80 to the Boxford town line;
5. Replacement of Bailey Lane Bridge;
6. Replacement of Parish Road Bridge;
7. Replacement of Summer Street Bridge; and
8. Construction of a bicycle path from Brook Street to the Newbury town line.

The Massachusetts' FY 2004-2008 Transportation Improvement Program ("TIP") includes one project in Georgetown, the Route 97 Safety Improvements between Moulton Street and the Groveland town line.

For the FY 2007-2010 Transportation Improvement Program (“TIP”), the MVPC issued a final report in August 2006 that included two Georgetown projects. In Part C.5 of this report, Regionally Significant Transportation Projects are listed for informational purposes and air quality analysis. Of nine regionally significant transportation projects in the region, one is in Georgetown, a project named “Georgetown – Construct Access Road to Industrial Area”. A second project is mentioned in the Transportation Evaluation Criteria Summary table: the Park and Ride Lot at Route 133 at I-95.

8.4.4 Land Use Laws & Transportation

Under conditions of the Zoning Bylaw, Article XIII, Special Permits and Site Plan Review, a site plan application and site plan shall be forwarded to: Board of Health; Building Inspector; Conservation Commission; Highway Surveyor; Police Chief; Fire Chief; Light Department; Water Department and eight copies to Planning Board.

When a traffic report is deemed necessary by the Planning Board, the study shall include the following: Internal traffic flow analyses; existing average daily traffic and peak hour levels; an analysis of average daily traffic and peak hour levels resulting from the project; an analysis of existing and resulting intersection levels of service (LOS); directional flows resulting from the proposed project; proposed methods to mitigate the estimated traffic impact; identification of any pedestrian crossing issues; and the methodology and sources used to derive existing data and estimations.

In an instance where the proposed project will result in an intersection level of service below a rating of LOS D, the applicant shall provide detailed plans that, when implemented, would result in an intersection level of service rating of D or better.

In the Subdivision Regulations, Chapter 365 of the Code of the Town of Georgetown, in Sections 365-37, the Code states that “Streets shall be oriented to meet existing streets suitable in the opinion of the Planning Board as to width and condition and running in both directions. This generally would be an accepted street with a fifty-foot right-of-way and a twenty-six-foot pavement.”

The Code allows narrower widths for courts serving two houses or less and for lanes providing access to five houses or less. The code requires a sidewalk on one side of each street, five feet in width. The area between the sidewalk and the curb shall be not less than five feet and shall be loamed, seeded and rolled to the satisfaction of the Board.

Shade trees are required to be planted not more than forty feet apart if the Planning Board does not consider existing trees to be adequate adjacent to the right-of-way.

Dead-end streets shall terminate in a turnaround with a diameter of at least one hundred sixty feet to the outside of the layout of the street and have a four-foot wide sidewalk and a six-inch curb on the outside with a three-foot planting strip next to the sidewalk.

The Planning Board looks at traffic impacts, but significantly sized projects have been subdivisions and Independent Senior Housing projects. Therefore, traffic has been reviewed under the Special Permit process for Independent Senior Housing.

8.4.5 Public/Alternative Transportation

Georgetown is not served by the Merrimack Valley Regional Transit Authority (MVRTA) fixed-bus route system. The Town receives Ring & Ride services from the MVRTA.

Georgetown has one Park & Ride lot (100 parking spaces) with fixed route bus service to Boston provided by the Coach Company commuter bus. The Highway Department is working on with the state to on a public works economic development grant to build a Park and Ride complex on surplus state land located next to the recently completed Access Road.

There are no MBTA routes or stations within one mile of the Georgetown Town Hall. The closest commuter rail stations are approximately 6 to 8 miles from Georgetown, including Bradford Station and Haverhill Station on the Haverhill line and Rowley Station, Newburyport Station and Ipswich Station on the Newburyport/Rockport line.

8.5 Transportation Issues & Deficiencies

8.5.1 Roadway Congestion

In the 2004 Plan, Town build-out conditions were projected to the year 2040. The analysis in this Plan indicated that most roadways in the community will have a significant increase in traffic volumes under the build-out condition.

In the 2040 Build-Out analysis, volumes are projected to more than double on Jewett Street, Jackman Street and Pond Street. Tenney Street traffic near Route 133 will increase by 22%. Main Street traffic will increase by 35% to 50%. None of the volumes in the 2040 analysis however are reported to indicate that additional travel lanes will be needed. In addition, vehicles entering Main Street from side streets will experience additional delay due to increased congestion on Main Street.

Table 8-2: Community Development Plan 2004 – Build-out Analysis Results Projected Average Daily Traffic on Georgetown Roads, 2000 and 2040

Street Name	Location	2000 Average Daily Traffic	2040 Average Daily Traffic	Percentage Increase
North Street	N. of Mill St.	5,683	8,540	50%
Andover Street	Boxford town line	6,573	6,824	4%
Central Street	SW of Georgetown Sq.	13,757	14,728	7%
West Main Street	NW of Georgetown Sq.	15,656	21,046	34%
East Main Street	SE of Georgetown Sq.	12,881	19,363	50%
North Street	NE of Georgetown Sq.	5,645	9,071	61%
East Main Street	S. of Library St.	18,171	26,130	44%

Tenney Street	SW of Jewett	2,183	3,198	46%
Jewett Street	NW of Warren St.	1,523	3,958	160%
Central Street	Boxford town line	9,222	12,625	37%
Andover Street	E. of Lake Shore Drive	10,929	15,693	44%
Tenney Street	N. of Rt. 133	4,267	5,230	23%
East Main Street	NW of I-95	17,858	25,418	42%
Access Road	N. of Route 133	--	4,699	--
Pond Street	Groveland town line	1,499	4,452	197%
West Main Street	Groveland town line	16,275	24,564	51%
Jackman Street	West of Warren St.	1,392	3,284	136%

Source: Community Development Plan 2004

8.5.2 Other Identified Issues

The volume of traffic in the Georgetown's downtown has been consistently high. At Tenney and East Main Streets, there is a high level of truck volumes and because of difficult geometric issues there are also visibility issues.

In the Lake Shore Drive area there are narrow roads along which are homes and families with many children. The streets are close to homes and there have been numerous complaints because of speeding and through traffic concerns.

At the library and Centennial Street, there are significant volumes and this intersection poses difficulties for turning trucks. In addition, at Central/Nelson and Elm Streets, there are difficult turning angles onto local streets.

At the Route 133 / I-95 overpass there is excessive speed. There is also an issue of the design of this interchange.

Cut through traffic is also an issue at Tenney and Pond Streets as well as along other secondary roads. Speed limits are too great on some roads. Cars travel at 25/35/40MPH going through the square and 45 MPH west on Route 133.

There is also an issue of drop-off and pick-up of school children, which brings added traffic along the main roads. A new light and crosswalk have been installed on Route 133.

The Town has introduced new traffic enforcement along Elm Street including no parking signs, traffic lights (now automatic)—which has kept traffic moving slower. The flow is better; and new crosswalks have been improved by stamping within the crosswalks.

Problems arise when pedestrians do not use crosswalks. More clear space is needed near the road as utility poles are located too close to the road and there is little margin of error for drivers.

8.6 Transportation Recommendations and Implementation

Responsible parties for implementation of these recommendations include the Highway Surveyor, the Planning Board, and the Board of Selectman in cooperation with MVPC, the regional planning agency and Mass Highway.

8.6.1 Bailey Lane Bridge Engineering Study

The Bailey Lane Bridge project is in the forefront for infrastructure projects. This bridge was deemed unsafe for travel by the Town's consulting engineer in November 2004, and the bridge was closed to all except foot traffic. The Town appropriated funds at the 2007 Town Meeting to repair the bridge.

8.6.2 Safety improvements

As presented in the 2004 Plan, data was reviewed from 2000 to 2002 to determine intersection crash trends. Over this three year period, the highest number of crashes occurred at Route 133 at I-95 ramps (22 crashes), and Georgetown Square (20 crashes). Other locations with the highest number of crashes were Route 133 at Tenney Street (12 crashes), Route 97 at Route 133, Andover Street (9 crashes) and Route 97 at Prospect Street (7 crashes). The number of automobile crashes has continued to rise, with 143 crashes reported in 2005.

In cooperation with MVPC, high crashes locations should be studied with a traffic engineer and safety improvements implemented to reduce the number of automobile crashes, while maintaining safe travel for pedestrians and bicyclists.

The implementation of safety improvements will further the goal of increasing safe and easy access along roadways while preserving the rural character of Georgetown.

8.6.3 Develop Comprehensive Transportation Infrastructure Maintenance Plan

According to the Town's Highway Surveyor, "the most important highway projects facing Georgetown are not any one project but proper funding to keep the entire town infrastructure in reasonable repair." He stated that "a comprehensive plan must be developed and properly implemented to keep our transportation system in reasonable repair."

8.6.4 Develop a "Biking and Pedestrian Facilities Master Plan"

This plan may include completion of the bike path and a safe bicycle route through Town. This study may include schools and areas of recreation, as well as connections between neighborhoods.

8.6.5 Define Transportation planning priorities in Georgetown Square and other problematic areas in Town

The Community Development plan includes recommendations to both reduce congestion in Georgetown Square and to introduce traffic calming measures. Further study will be necessary by a traffic engineer to meet both these goals, as traffic calming measures to make it safer for pedestrians to walk may also slow traffic down. The Town, in conjunction with traffic experts, must set priorities for transportation in the Square. Additionally, other problematic areas may be part of a Traffic Engineering Scope of Services. Safety for pedestrians, bicyclists and automobiles as well as connections between neighborhoods could be the focus.

8.6.6 Repair Drainage system along Andover Street

8.6.7 Improve West Main Street from the Square to the Groveland line

Along with street work, the bridge near the Rock Pond Restaurant is threatened and requires work. Sidewalks should be completed along the entire route.

8.6.8 Install Signage at Tenney Street, Woodland Street and Martel Way

State signage is needed to get trucks to properly use the newly completed access road along the east side of Route 95. Local deliveries only should be allowed on these streets. A left turn lane is planned on East Main Street for east-bound traffic to turn onto Tenney Street and a sidewalk will be installed along East Main Street to True Lane.

8.6.9 Enhance Parking in the Town Center

Some of the parking in and around the town center area is inadequate, poorly located, or not conducive to pedestrians seeking to conveniently access or move among multiple business destinations. Business and residential uses expect to provide the correct amount of parking spaces in order to meet varying needs. Future business improvements and mixed-use development will generally result in higher parking demand than exists today, so clear policies and guidelines will be needed. The Town should explore options for improving downtown parking. This could be accomplished through techniques such as shared parking among uses and the provision of more and better parking locations within vacant and underutilized downtown area parcels. Signage is also an effective tool for directing automobile drivers to parking resources.

8.6.10 Provide additional commuter parking in an additional Park & Ride facility located near I-95

Commuter parking lots provide a service to residents of Georgetown and other neighboring towns by allowing drivers to park to form carpools and/or ride buses to work and other destination. These commuter parking lots also further the region's goal by decreasing vehicle miles traveled and air pollution.

Georgetown has one Park & Ride lot (100 parking spaces) with fixed route bus service to Boston provided by the Coach Company commuter bus. The Highway Department is working with the state to build a Park and Ride complex on surplus state land located just west of Route 95.

9.0 IMPLEMENTATION PLAN

The Implementation Plan is a compilation of the actions developed in each of the sections of the Master Plan with assigned timeframes and responsible parties. Since all the recommendations of the plan cannot be pursued simultaneously, the Planning Board develops the implementation plan to prioritize and schedule the town's development activities recommended by the Master Plan.

Goal: Organizing the Master Plan activities to facilitate the implementation of the recommendations.

Key Strategy: Form a Master Plan Implementation Committee. The responsibilities of the committee are to reach out to the responsible parties for each of the recommendations and follow the progress of such. The Committee should meet each year with the Planning Board to review the progress made over the previous year, and to verify the priorities for the coming year.

Each year, the Town Planner or the Implementation Committee should complete and update evaluation forms for strategies that have been enacted pursuant to Master Plan recommendations. A template of such a form is included in this section. The purpose of the evaluation is to review how effective the strategy has been in bringing the town closer to achieving its intended goal.

After five years, the Committee and the Planning Board should revisit the Master Plan to determine whether its goals and general strategies are still appropriate to the town. A full re-write of the Master Plan will not be necessary at this time, but the town should facilitate a public review of the document, modify the goals and strategies as necessary, and prepare a new Implementation Plan for the subsequent five years. The town should consider preparing a new Master Plan after 15 years (2022), at which time conditions in the town may have changed substantially and a new plan may be needed to address the new challenges that these conditions present.

9.1 Implementation Matrix

1.0 Vision and Goals		
Recommendation	Responsibility	Time-frame
Form a Master Plan Implementation Committee	PB	Short

2.0 Land Use		
Recommendation	Responsibility	Time-frame
GOAL 1: STRENGTHEN THE VILLAGE CENTER		
Evaluate the Impacts of a Village Overlay District	PB/MVPC	Short
Develop Design Guidelines and a Design Review Process	PB/GA/Hist	Long
Look into wastewater treatment for downtown	PB/Highw/GA/EDC	Long
Consider new pedestrian connections downtown	PB/MVPC	Middle
GOAL 2: RETAIN RURAL CHARACTER OF THE TOWN		
Implement Landscaping Requirements	PB	Middle
Consider a Scenic Overlay District	PB/Hist/MVPC	Middle
Review Potential Scenic Road Designations	PB/Hist/MVPC	Short
GOAL 3: DEVELOPMENT CONSISTENT WITH REGULATIONS		
Define Administration Procedures	PB/Bldg/Legal/MVPC	Middle
Define Enforcement Procedures	PB/Bldg/Legal/MVPC	Middle

3.0 Housing

Recommendation	Responsibility	Time-frame
Maintain Affordable Housing Inventory	AHTF	On-going
Consider Apartments as part of Village Overlay District	PB/Consultant	Short
Permit Independent Senior Housing Option	PB	On-going
Use the OSRD Bylaw	PB	On-going
Tax Title Properties	AHTF	As available

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

5.0 Historic and Cultural Resources

Recommendation	Responsibility	Time-frame
Create an Elm Street Historic District	Hist Comm/Society	Spring 2008- Fall 2010
Create a Village Center Historic District	Hist Comm/Society	Spring 2009 – Fall 2011
Create a Minimum Maintenance Bylaw	Hist Commission	Spring 2008 - Spring 2012
Preservation/Landscape Plan for “Harry Murch Park”	Hist Comm/GA	Plan: Spring, 2008 Implementation: 2009/10 depending on availability of funds and/or grants
Interpretive Signage and Tour Guide Map	Hist Comm / GA / Hist Society	Tour Guide Map: Fall, 2008 1 st 5 Signs: Spring, 2009 Signs 6-20: Spring 2009-2011 depending on availability of grants Signs 21 and up(?): spring 2012 and on depending on availability of grants
Survey and Record Historic Buildings and Sites	Hist Comm/Society	1 st additional 50+ bldgs and sites: Spring 2008-2009 Additional Blocks of 50+: Ongoing year by year or every other year starting in Spring 2009 until some 400+ existing and required to be listed by MA Historic Commission are completed and depending on availability of grants.
Restore School House No. 3	Hist Comm	Spring 2008-2009

6.0 Open Space

Recommendation	Responsibility	Time-frame
Facilitate the Border-to-Boston Rail Trail Project	Rec Path/CPC	2008-2013
Acquire Active Recreational Space	Pk & Rec/OSC	On-going
Upgrade the American Legion Park	Pk & Rec/CPC	Short
Establish a Maintenance Plan for Athletic Fields	Pk & Rec	2009
Acquire Additional Lands for Water Supply Protection	Water Dept / CPC/OSC	
Create Database of Conservation Lands	CC/OSC/MVPC	2008
Review Conservation Lands Regarding Access	CC/OSC	2008
Prioritize Upgrades of Existing Trails	CC/OSC	2008
Establishment of a Non-profit Land Trust	CC/OSC	2010

7.0 Public Services and Utilities

Recommendation	Responsibility	Year
EXISTING FACILITIES		
Replace Heating System at Town Hall	BOS	2009
Replace Windows at Town Hall	BOS	2009
Improve Circulation at High School (see Transportation)	School	
Perform Repairs to the Public Safety Building	BOS	2009
Improved Computer System for Public Safety Building	BOS	Completed 2007
FUTURE FACILITIES		
Pursue Consideration of New Elem/Middle School	School	On-going
Long-range Plan for Wastewater System	PB/Highw/GA	Long
WATER NEEDS		
Additional Water Tower	Water Dept	Middle
Expand Capacity of Water Treatment Plant	Water Dept	Long
Conduct Safe Yield Analysis	Water Dept	Long
Conservation Strategies	Water Dept	On-going

8.0 Transportation

Recommendation	Responsibility	Time-frame
Study the Intersection of Route 133/Route 95	MsHwy/HS/MVPC	Long
Implement Safety Improvements on 97 North of Square	MsHwy/HS/MVPC	Medium
Develop Biking and Pedestrian Facilities Master Plan	PB/HS/MVPC	Short
Enhance Parking in Town Center	GA/PB/MVPC/HS	Short
Provide a Park and Ride Facility near Route 95	MsHwy/HS/PB/MVPC	Medium

Abbreviations:

AHTF	Affordable Housing Task Force
Bldg	Building Inspector
BOS	Board of Selectmen
CC	Conservation Commission
CPC	Community Preservation Committee
EDC	Economic Development Committee (to be set)
GA	Georgetown Alliance
Hist Comm	Historical Commission
Hist Soc	Historical Society
HS	Highway Surveyor
MsHwy	Mass Highway Commission
MVPC	Merrimack Valley Planning Commission
OSC	Open Space Committee
PB	Planning Board
Pk&Rec	Parks and Recreation
Rec Path	Recreational Path Committee (Bike Trails)
ZBA	Zoning Board of Appeals

9.2 Evaluation Program

The Evaluation Program is a tool to help the town measure the success of the Master Plan recommendations (once they have been implemented) in relation to the goals established by the community. The Evaluation Program is also a way for the town to revisit the Master Plan three, five, or ten years into the future and take stock of new challenges and opportunities. In this way, the town can keep the Master Plan current without undertaking a complete re-write of the document every few years. The following page can be photocopied, modified for each specific goal, and filled out every few years by the Planning Board as a concise summary of the successes and failures toward meeting each of the Master Plan goals.

Master Plan Goal:

A) Overall, is the town closer to meeting this goal than it was in 2007 [or the date of the last evaluation]? Please comment.

B) List any Master Plan strategies related to this goal that have been implemented since the date of the last evaluation. Has each strategy helped, hurt, or had no effect on meeting the goal?

Strategy	Effect (positive, negative, none)	Comments

C) Are there any other factors, internal or external, that have affected the town's progress toward meeting this goal (e.g., major new developments or state actions or policies)?

Positive Factors:

Negative Factors or New Challenges:

APPENDIX A

- Existing Zoning

Appendix A - Existing Zoning

Zoning and other land use laws constitute a town's "blueprint" for its future. Land use patterns over time will continue to look more and more like the town's zoning map until the town is finally "built out", when there is no more developable land available. Zoning is, therefore, the primary land use tool a town may use to manage development and direct growth to suitable and desired areas while protecting critical resources and ensuring that development is in keeping with its character.

Georgetown has eight base zoning³ and four overlay districts. The base districts define the allowed uses and dimensional requirements in all parts of the town, while the overlay districts provide additional restrictions in certain areas. These districts are described below and illustrated in **Figure 3** and defined in **Table A-1**.

Table A-1: Georgetown Zoning Districts

District	Area (Acres)	% of Town
Residential A	892.16	10.60
Residential B	3,568.81	42.41
Residential C	2,687.52	31.94
Commercial A	14.19	.17
Commercial B	40.03	.48
Commercial C	26.54	.32
Industrial A	4.50	.05
Industrial B	605.98	7.20
Town Forest*	575.16	6.84
Total Area	8,414.89	100.0%

Sources: Town of Georgetown, MVPC

Zoning Districts

The description of these zoning districts is based on Chapter 165, the Zoning Code for Georgetown, revised August 2006. These descriptions are for information purposes only and are subject to review and change by Town officials.

RA – Central Residential

Permitted uses in the RA – Central Residential Zone include Single-family dwelling, private garage, private stable, private boathouse, grange, farm, roadside stand, home occupation, private parking, earth removal, municipal building, religious, educational,

municipal utility, signs, temporary structure, and housing for elderly. Other uses are allowed as authorized by special permit granted by the Board of Appeals

³ The Town Forest area is not a designated zoning district, but is considered for determining area calculations

Required minimum lots area is 15,000 square feet with a 100 foot depth and 125 foot frontage. (For multiple-family units or apartments, 10,000 square feet per unit for first two units is required; 10,000 square feet per unit is required thereafter.) Minimum yard requirements are 20 feet for the front yard, 15 feet for the side yard and a 10 foot rear yard. There is no maximum lot coverage and no maximum building coverage. There is a requirement of 2,000 square feet in landscaped open space per dwelling unit and a maximum building height of 2.5 stories or 35 feet.

RB – Outside Residential B

Permitted uses in the RB – outside Residential B zone include Single-family dwelling, private garage, private stables, private boathouse, grange, farm, roadside stand, home occupation, private parking, earth removal, municipal building, religious uses, educational uses, municipal utility, signs and temporary structures. Other uses are allowed as authorized by special permit granted by the Board of Appeals or the Planning Board.

Required minimum lots area is 40,000 square feet with a 150 foot depth and 160 foot frontage. Minimum yard requirements are 30 feet for the front yard, 20 feet for the side yard and a 30 foot rear yard. There is no maximum lot coverage and no maximum building coverage. There is a maximum building height of 2.5 stories or 35 feet.

RC – Outside Residential C

Permitted uses in the RC – Outside Residential C zone include Single-family dwelling, private garage, private stables, private boathouse, grange, farm, roadside stand, home occupation, private parking, earth removal, municipal building, religious uses, educational uses, municipal utility signs and temporary structures. Other uses are allowed as authorized by special permit granted by the Board of Appeals or the Planning Board.

Required minimum lots area is 80,000 square feet with a 200 foot depth and 200 foot frontage. Minimum yard requirements are 50 feet for the front yard, 40 feet for the side yard and a 50 foot rear yard. There is no maximum lot coverage and no maximum building coverage. There is a maximum building height of 2.5 stories or 35 feet.

CA – Commercial A

Permitted uses in the CA – Commercial A zone include private garage, farm, home occupation, bed and breakfast, retail stores and service, business offices, printing shop, private parking, restaurant, earth removal, municipal building, religious uses, educational uses, municipal utility, signs, temporary structures and pipe organ making. Other uses are allowed as authorized by special permit granted by the Board of Appeals or the Planning Board.

Required minimum lots area is 15,000 square feet with a 100 foot depth and 50 foot frontage. Minimum yard requirements are 0 feet for the front yard, 0 feet for the side yard and a 10 foot rear yard. There is no maximum lot coverage and a 60% maximum building coverage. There is a maximum building height of 2.5 stories or 40 feet.

CB – Commercial B

Permitted uses in the CB – Commercial B zone include private garage, farm, home occupation, bed and breakfast, retail stores and service, auto sales and service, wholesaling, business offices, hotels, motels and inns, printing shop, private parking, restaurant, earth removal, municipal building, cemetery, religious uses, educational uses, municipal utility, signs and temporary structures. Other uses are allowed as authorized by special permit granted by the Board of Appeals

Required minimum lots area is 40,000 square feet with a 150 foot depth and 160 foot frontage. Minimum yard requirements are 20 feet for the front yard, 10 feet for the side yard and a 20 foot rear yard. There is a 65% maximum lot coverage and a 30% maximum building coverage. There is a requirement of 35% of total lot square feet in landscaped open space and a maximum building height of 2.5 stories or 40 feet.

CC – Commercial C

Permitted uses in the CC – Commercial C zone include farm, retail stores and service, business offices, hotels, motels and inns, restaurant, indoor ice-skating arena, earth removal, research and development, religious uses, educational uses, municipal utility, and signs. Other uses are allowed as authorized by special permit granted by the Board of Appeals

Required minimum lots area is 80,000 square feet with a 200 foot depth and 200 foot frontage. Minimum yard requirements are 50 feet for the front yard, 40 feet for the side yard and a 30 foot rear yard. There is a maximum lot coverage of 60% and a maximum building coverage of 30%. There is a requirement of 40% of total lot square feet in landscaped open space and a maximum building height of 3 stories or 45 feet.

IA – Industrial A

Permitted uses in the IA – Industrial A zone include private garage, farm, roadside stand, home occupation, wholesaling, business offices, printing shop, private parking, earth removal, light industry, warehouse, municipal building, religious uses, educational uses, municipal utility, signs and temporary structures. Other uses are allowed as authorized by special permit granted by the Board of Appeals or the Planning Board.

Required minimum lots area is 15,000 square feet with a 100 foot depth and 125 foot frontage. Minimum yard requirements are 20 feet for the front yard, 10 feet for the side yard and a 10 foot rear yard. There is a maximum lot coverage of 60% and a maximum building coverage of 30%. There is a requirement of 40% of total lot square feet in landscaped open space and a maximum building height of 2 stories or 40 feet.

IB – Industrial B

Permitted uses in the IB – Industrial B zone include private garage, farm, roadside stand, home occupation, wholesaling, business offices, printing shop, private parking, indoor ice-skating arena, earth removal, light industry, warehouse, municipal building, religious uses, educational uses, municipal utility, signs and temporary structures. Other uses are allowed as authorized by special permit granted by the Board of Appeals or the Planning Board.

Required minimum lots area is 80,000 square feet with a 200 foot depth and 200 foot frontage. Minimum yard requirements are 50 feet for the front yard, 40 feet for the side yard and a 30 foot rear yard. There is a maximum lot coverage of 60% and a maximum building coverage of 30%. There is a requirement of 40% of total lot square feet in landscaped open space and a maximum building height of 2 stories or 40 feet.

Overlay Districts

Adult Entertainment District

This bylaw was enacted to serve the compelling Town interests of limiting the location of and preventing the clustering and concentration of certain adult entertainment enterprises, as defined and designated in the zoning code, because of their deleterious effect in generating crime and blight. Adult entertainment uses are prohibited in all zoning districts except at National Avenue for the entire length of the road, which shall be designated as the Adult Entertainment Overlay District only upon issuance of a special permit by the Zoning Board of Appeals.

Floodplain District

Georgetown established a Floodplain District to prevent and mitigate the impacts of flooding. Land in the Floodplain District is deemed to be subject to seasonal or periodic flooding.

Uses permitted in a Floodplain district without a special permit include farming (without permanent structures), conservation of water, plants and wildlife; taking of water for irrigation, farming and agriculture; and recreation where legally permitted in the underlying basic district.

Uses allowed by special permit from the from the Board of Appeals are for those uses as are permitted in the underlying basic district, including earth removal; discharge of water or other liquids into a stream; and shelters in connection with wildlife conservation and management of agriculture.

Prohibited uses include that no building for human habitation or for any occupation shall be erected, altered, enlarged or moved.

Groundwater Protection District

The purpose of the Groundwater Protection District is to promote the health, safety and general welfare of this community by ensuring an adequate quality and quantity of drinking water for the residents, institutions and businesses of the Town of Georgetown; preserve and protect existing and potential sources of drinking water supplies; conserve the natural resources of the town; and prevent temporary and permanent contamination of the environment.

Permitted uses in the Groundwater Protection District include: conservation of soil, water, plants and wildlife; outdoor recreation, nature study, boating, fishing and hunting where otherwise legally permitted; foot, bicycle, horse paths and bridges; normal operation of water bodies; maintenance of existing structures; residential development subject to prohibited uses and special permitted uses; farming, gardening, conservation subject of prohibited uses and special permitted uses; construction and repair of drinking water supply related facilities. Prohibited uses include, among others, landfills, open dumps, storage of chemicals and other materials, automobile junkyards and other uses listed in the code. The Special Permit Granting Authority is the Planning Board.

Site Plan and Subdivision Review

The purposes of the site plan approval are to protect the health, safety, convenience and welfare of the inhabitants of the Town of Georgetown by providing a comprehensive review of land use and development plan to insure that certain conditions, as described in the code, have been met. Exemptions from site plan approval include: the construction or enlargement of any single-family or two-family dwelling, or building accessory to such use; the construction or alteration of any building used exclusively for agriculture, horticulture or floriculture; construction or alteration providing for not more than 500 square feet total floor area after construction; customary home occupations as defined in the zoning bylaws and Single-family residential subdivisions. Final vote and decision on the site plan shall be taken by the Planning Board after a public hearing has been held and within 60 days of its submission to the Planning Board.

Open Space Residential Development (OSRD)

The primary purposes for Open Space Residential Development (OSRD) are: to allow for greater flexibility and creativity in the design of residential developments; to encourage the permanent preservation of open space, agricultural land and other natural resources; to encourage a more compact form of development; to minimize the total amount of disturbance on the site; to further the goals and policies of the Town's Master Plan and the Georgetown Conservation Land Policy as amended from time to time; and to facilitate the construction and maintenance of housing, streets, utilities, and public service in a more economic and efficient manner, that are in harmony with the architectural heritage of the Town.

Any proposed development in the Town of Georgetown, which would create more than ten (10) lots or dwelling units or is on a parcel of ten (10) acres or more shall be required to submit a special permit

application to the Planning Board in accordance with the provisions of this Bylaw. The applicant may also submit a conventional subdivision plan at the same time. For subdivisions that would create nine (9) or fewer lots or units or are on less than ten (10) acres, an applicant may submit a special permit application for OSRD in preference to filing a conventional plan. Any special permit application submitted under the provisions of this subsection of the code shall be subject to the approval of the Planning Board.

APPENDIX B

- Preliminary Feasibility Analysis Methodology

APPENDIX B

PRELIMINARY FEASIBILITY ANALYSIS METHODOLOGY

1.0 Introduction

The Planning Board has requested that the Master Plan consultant team consider an approach to evaluating whether a particular large scale site in Georgetown is appropriate for a particular re-use proposal. The one example that has been current with the Town over the past couple of years has been the possible re-use of the 30+ acre National Avenue parcels which have good proximity to I-95 at Route 133. Based on discussions with the Town Planner, but independent of actual market condition evaluation, or existing or future zoning constraints, this site may have the potential to accommodate over 120,000 gross square feet of build-out in traditional one-story Big Box or specialty retail buildings or up to 350,000 gsf if development were to occur in a multi-story configuration in the 3-6 story range for office, hotel or a mix of uses.

The methodology to allow the Georgetown to determine what is the best reuse plan for its residents which includes evaluation against future financial condition is outlined in the following paragraphs. Ultimately, all decisions by the Town will have to be previously vetted both through Town Meeting for any by-law changes and with the Planning Board for special permits and site plan reviews that may be required. At the end of this attachment, consideration is given to the methodology that was used in the Town of Barnstable several years ago to evaluate a proposal for a big box development.

2.0 Scope of Investigation

2.1 Data Collection and Base Plan Preparation

For any location being considered, the Town should gather and review regulations pertaining to the development of the site(s). These will include federal, state and local requirements relating to zoning and permitting, and historical resource significance. This information will should include any previous filings and applications to the Town.

Using the available information, a Base Plan should be developed that can be used for the planning studies, which may include detailed existing conditions surveys showing utilities and easements.

2.2 Review Master Plan Goals and Objectives

A review should be completed of how the Master Plan identifies the location in its Land Use Plan, and whether there are development or design guidelines being considered or already in place for the location. If the Plan recommends that such guidelines need to be completed and adopted by the Town for such location, then the Planning Board should engage in an effort to assist in establishing a Town Vision for the location. Considerations for this visioning could include considerations of access to goods/services and to jobs, and impacts on other town businesses including on goods and service providers in the downtown.

2.3 Schematic Alternative Plans

Schematic Plans of proposed development scenarios should be prepared and overlaid onto the base plans. In the case of the National Avenue parcels, such plans could include:

- A “Big Box” Retail Development
- A Hotel Use
- An Office Use
- A Mixed-Use Office/Hotel/ Retail Plan

2.4 Detailed Feasibility Evaluations

The Town may wish to test out both impacts and benefits from implementation of any of the alternative plans developed. Such reviews should include review of impacts on the natural environment (i.e. wetlands, habitats, stormwater, utility infrastructure, etc), traffic congestion (i.e. decrease in Levels of Service, existing roadway deficiencies), community resources (i.e. schools, open spaces, community facilities), and overall fiscal condition of the Town (i.e. costs / benefits to the Town from such a use). In addition, subsurface exploration investigations including evaluating the presence of hazardous materials may be required

Using the Master Plan studies as a starting point, the Town may wish to appropriate additional funds or seek state funding support (i.e. Smart Growth funds or specific targeted grants), if available, to complete such studies, as required.

2.5 Redevelopment and Rezoning Recommendations

Following review of current local regulations, and upon completion of the schematic plan alternatives and feasibility studies, recommendations should be considered regarding potential redevelopment and rezoning scenarios.

3.0 Town of Barnstable---Prototype Land Use Fiscal Impact Methodology and Its Application to Georgetown

3.1 Introduction

Several years ago, an economic consultant, Tischler and Associates was under contract to the Town of Barnstable to conduct a prototype land use fiscal impact analysis for possible new residential and nonresidential development. In this prototype analysis, the consultant team established a “snapshot” approach to determine the costs and revenues for various land use prototypes in order to understand the impacts each land use independently had on the Town’s budget. The net fiscal impacts for these prototypes were determined by subtracting costs necessary to serve each land use from the revenues generated by each land use. They were based on Barnstable’s FY2002 budget and then current levels of service. The details of this methodology are contained in the report entitled Fiscal Impact Analysis of Residential and Non Residential Prototypes, prepared for the Town of Barnstable, July, 2002.

The results of the Barnstable Study are depicted in Figure A-1.

Results of the Barnstable Study

	NONRESIDENTIAL (per 1,000 sq ft/hotel room)							
	Business Park	Office	Shopping Center	Big Box Retail	Specialty Retail	Hotel	Restaurant	Fast Food Restaurant
Ave. Assessed Value	\$56,000	\$69,000	\$65,000	\$39,000	\$101,000	\$30,000	\$81,000	\$189,000
Revenue	\$679	\$845	\$934	\$554	\$1,112	\$313	\$1,022	\$2,116
Costs	\$567	\$779	\$1,248	\$1,023	\$786	\$278	\$2,122	\$7,284
Net Result	\$112	\$66	(\$314)	(\$468)	\$326	\$35	(\$1,100)	(\$5,168)

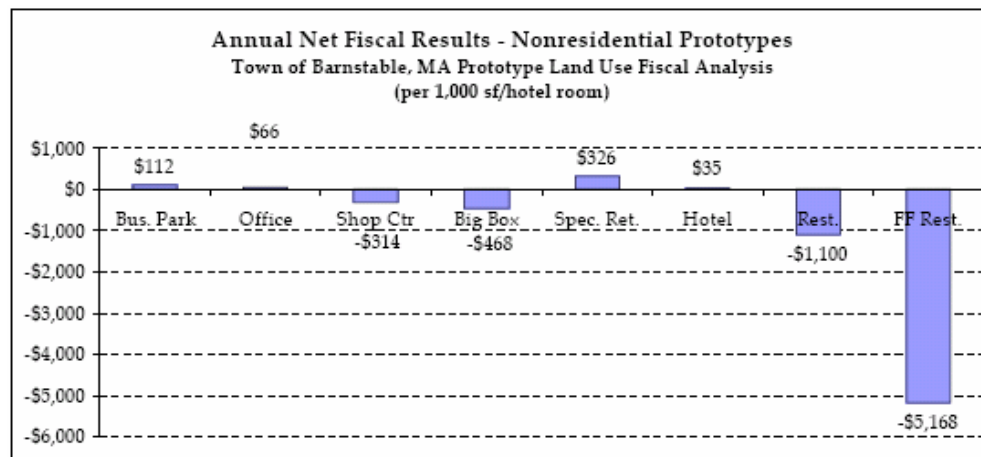


Figure A-1

It showed that of the eight categories of nonresidential uses reviewed (business park, office, shopping center, bug box, specialty retail, hotel, restaurant and fast food), business park, specialty retail had the two largest net revenues to Barnstable, while fast food,

shopping center and big box uses had significant deficits (more costs than revenues to the Town).

3.2 What does the Town of Barnstable Study Mean?

In the Town of Barnstable study, the consultant team concluded that if fiscal impact issues could be isolated and the study could focus on a limited land use, a “snapshot” of the revenues could be taken and costs to a town evaluated for introducing big box, shopping center and other uses. What such a study does not discuss is an evaluation of nonresidential land use options against community values and life style considerations such as access to goods and services that may not be currently available locally, job creation and matching with local resident requirements, and impacts locally on other competing or similar businesses.

3.3 Next Steps

The Planning Board should finalize an approach to review of potential locations for large scale redevelopment projects before specific proposals are submitted for site plan review, special permit, or zoning bylaw or map change(s) to the Town. Such study should follow adoption of the Master Plan. In fact, creating a more detailed planning focus for such sites as the National Avenue parcels will likely be a recommendation of the Master Plan study, and such follow-up including an economic feasibility study will be considered one of the recommended steps to implementation of the Master Plan.

APPENDIX C

- Table T-II: Georgetown Community Transportation Goals and Recommended Actions, 2004 Community Development Plan

Table T-11: Georgetown Community Transportation Goals and Recommended Actions

Number	Goal	Responsible Party	Potential Community Benefits	Potential Costs ^a	Potential Funding Sources
1	Increase Safe and Easy Access Along Roadways While Preserving Rural Character of Georgetown				
	Recommended Actions				
1.1	<i>Reduce congestion in Georgetown Square as well as other problematic areas in Town</i>				
1.1.1	Conduct a study of the feasibility and potential impacts to neighborhoods of connecting existing local roads (cul-de-sac and otherwise) in order to provide additional access routes for local traffic. Study should also assess the potential impacts of encouraging future through-streets over cul-de-sacs and include relevant recommendations.	Planning Dept./ GHD, GPD/GFD	Preparation for reduced congestion in Georgetown Square	Low	Staff Time
1.1.2	Implement measures identified in 1.1.1	Planning Board/ Selectmen	Reduced congestion in Georgetown Square	Low - High	Staff Time/ Community Funds
1.1.3	Conduct traffic analyses of congested intersections as identified in this report including Pond/Prospect/North Streets (and the Perley Elementary School) as well as the Square.	GHD/ GFD/ GPD/ Schood Dept./ PTA	Preparation for reduced congestion at affected intersections	Low	Community Funds/ Merrimack Valley MPO
1.1.4	Implement measures identified in 1.1.3	Planning Board/ Selectmen	Reduced congestion at affected intersections	Low - Medium	Staff Time/ Community Funds/ Mass Highway
1.1.5	Coordinate with West Newbury, Newbury, Rowley, Boxford, and Groveland on methods to reduce through traffic coming from these communities.	Planning Board/ MVPC	Preparation for reduced traffic; reduced vehicle speeds	Low	Staff Time
1.1.6	Confer with area businesses about scheduling truck deliveries during off-peak travel times or consider ordinance restricting delivery times.	Planning Dept./ Police Dept.	Reduced congestion on affected roadways	Low	Staff Time
1.1.7	Identify and analyze potential truck routes through town. Work with MassHighway to gain approval through the Truck Exclusion applications process.	Planning Dept./ MVPC/ Police Dept.	Preparation for reduced heavy vehicle traffic	Low	Staff Time
1.1.8	Establish system to routinely consider and remedy potential transportation conflicts related to large construction projects such as Library expansion.	GHD/ Planning Board/ Police Dept./ GHD	Reduced heavy vehicle traffic; less noise	Low	Staff Time

1.1.9	Review existing zoning for Georgetown Square to assess whether permitted uses encourage preferred forms of traffic.	Planning Dept.	Preparation for reduced traffic in downtown area	Low	Staff Time
1.1.10	Seek and secure State and other funding to assist with actions noted in 1.1.1 - 1.1.9 as necessary	Selectmen	Sufficient funding to achieve goal	Low	Staff Time
1.2	Implement traffic calming measures in Georgetown Square and other areas in order to ensure safe access through town				
1.2.1	Research available traffic calming measures, including MA's traffic calming guidelines and successful methods used by other towns with similar characteristics to Georgetown to reduce travel speeds where deemed necessary.	Planning Board and/or Planning Dept.	Preparation for safer roadways	Low	Staff Time
1.2.2	Distinguish between where traffic calming measures would be most beneficial and where traffic regulation enforcement would be most beneficial to reduce traffic speeds and other violations.	Planning Board and/or Planning Dept./ Police Dept.	as above	Low	Staff Time
1.2.3	Implement context-appropriate traffic calming measures where most appropriate.	Selectmen/ Planning Board/ Police Dept./ GHD	Reduced traffic speeds; safer roadways	Various	Staff Time/ Community Funds/ MHD
1.2.4	When released, review new Mass Highway design standards for bridges and roads and review town ordinances/standards as deemed appropriate to maintain and enhance the Town's character.	GHD/ Planning Dept./ Planning Board	Preparation for improved roadway and corridor aesthetics	Low	Staff Time
1.2.5	Develop a system to ensure the integration of traffic-related concerns into the earliest planning stages of any significant development in Town, including but not limited to traffic circulation, parking, service areas, public transportation, and pedestrian and bicycle access and movement; related design standards and guidelines (see 1.2.4) should be considered simultaneously	Planning Board/ GHD	Safer roadways; improved vehicular, pedestrian and bicycle access; improved roadway and corridor aesthetics	Low	Staff Time
1.2.6	Increase enforcement of transportation-related noise, including noise from large diesel trucks with compression brakes.	Police Dept.	Reduced noise levels in Town	Low	Staff Time
1.2.8	Seek and secure State and other funding to assist with actions noted in 1.2.1 - 1.2.6 as necessary	Selectmen	Sufficient funding to achieve goal	Low	Staff Time

1.3 Provide adequate parking while ensuring that such facilities do not interfere significantly with traffic circulation					
1.3.1	Conduct study to ascertain impacts of existing parking facilities on traffic circulation, particularly in the Square, and assess any need for changes to these facilities. If appropriate, study should make recommendations for where additional parking would be most suitable.	Planning Dept/ Selectmen	Adequate parking; Safer and less congested roadway	Low	Community Funds/ Merrimack Valley MPO
1.3.2	Implement measures identified in 1.3.1	Planning Board/ Selectmen	Adequate parking; Safer and less congested roadway	Various	Staff Time/ Community Funds/ MHD
1.3.3	Seek and secure State and other funding to assist with actions noted in 1.3.1 and 1.3.2 as necessary	Selectmen	Sufficient funding to achieve goal	Low	Staff Time
Number	Goal				
2 Enhance Safe Bicycle and Pedestrian Access Throughout Town					
Recommended Actions					
2.1	Enhance safe pedestrian access to Georgetown Square and improve connections between neighborhoods				
2.1.1	Identify existing pedestrian travel corridors.	Planning Dept.	Preparation for enhance pedestrian mobility and safety	Low	Staff Time
2.1.2	Identify and adopt model design standards and policies for pedestrian and bicycle facilities that would reflect the character of Georgetown while ensuring safe pedestrian and bicycle access (same as 2.2.1)	GHD/Planning Board/ OSPR Comm	Improved aesthetics, improved pedestrian and bicycle mobility and safety	Low	Staff Time
2.1.3	With an eye to enhancing connections between neighborhoods, public facilities and recreational areas, and incorporating data from existing pedestrian and bicycle travel corridors, prepare a prioritized inventory of where sidewalks, crosswalks and and rail-trails are most desirable.	GHD/ Planning Dept./ OSPR Comm	Preparation for enhanced pedestrian mobility and safety	Low	Staff Time
2.1.4	Provide facilities identified in 2.1.3	GHD	Enhanced pedestrian mobility and safety	Low/Medium	Community Funds/MHD

2.1.5	Explore connecting existing neighborhoods via greenways and to consider implementing a neighborhood circulation ordinance stipulating greenway connections between future residential subdevelopments.	Planning Dept., OSPR Comm	Preparation for enhanced pedestrian mobility and safety	Low	Staff Time
2.1.6	Implement measures identified in 2.1.5.	Planning Board/Selectment	Enhanced pedestrian mobility and safety	Low	Staff Time
2.1.7	Employ a system to monitor for, document, and prioritize pedestrian facility improvements	Planning Dept./GHD	as above	Low	Staff Time
2.1.8	Develop a sidewalk and crosswalk maintenance program to ensure that sidewalks are passable year-round.	GHD	Improved pedestrian mobility	Low	Staff Time
2.1.9	Evaluate/provide additional facilities to service bicyclists and pedestrians at natural route endpoints, including bicycle racks, trash receptacles, and rest room facilities (same as 2.2.6).	Planning Dept./GHD/ OSPR Comm	Improved pedestrian and bicycle mobility	Low/Medium	Community Funds/Grants/ Business Community
2.1.10	Ensure that all relevant handicapped accessibility requirements are fulfilled.	GHD	as above	Low	Staff Time
2.1.11	Seek State and other funding to assist with pedestrian improvements noted in 2.1.1 - 2.1.10 as necessary.	Selectmen	Sufficient funding to achieve goal	Low	Staff Time
2.2	<i>Enhance safe bicycle access throughout Town</i>				
2.2.1	Identify and adopt model design standards and policies for pedestrian and bicycle facilities that would reflect the character of Georgetown while ensuring safe pedestrian and bicycle access (same as 2.1.2)	GHD/Planning Board/ OSPR Comm	Improved aesthetics, improved pedestrian and bicycle mobility and safety	Low	Staff Time
2.2.2	With an eye to enhancing connections between neighborhoods, public facilities and recreational areas, and other common destinations, and incorporating existing bicycle and pedestrian travel corridors, prepare an inventory of where on- and off-road bicycle routes, including rail-trails, are most desirable.	GHD/ Planning Dept./ OSPR Comm	Preparation for enhanced bicycle mobility and safety	Low	Staff Time
2.2.3	Employ a system to monitor for, document, and prioritize potential bicycle route improvements	Planning Dept./ GHD	as above	Low	Staff Time

APPENDIX D

- Figure 1A: Land Use (1971)
- Figure 1B: Land Use (1985)
- Figure 1C: Land Use (1999)
- Figure 1D: Land Use (2004)
- Figure 2: Historic Land Use Changes (1971-1999)
- Figure 3: Zoning (2004)
- Figure 4: Build-Out Map
- Figure 5: Land Use Suitability
- Figure 6: Water Resources
- Figure 7: Habitat and Ecosystems
- Figure 8: Open Space
- Figure 9: Special Landscape Features
- Figure 10: Road Network
- Figure 11: Massachusetts Highway Crash Data for Georgetown (2005)
- Figure 12: Land Use Guide Plan