



# Georgetown

## Community Economic Development Committee Proposal

# Executive Summary

The Master Plan encourages economic development that:

- Balances residents' preferences for limited selective commercial/industrial growth
- Creates a vibrant, attractive, business and pedestrian friendly town center of mixed uses and services
- Includes a mix of thriving companies, including farming/nurseries, which are critical to preserving Georgetown character, open space and livelihood.

# Master Plan 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



# CEDC Initial Objectives

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

# Key Recommendations

- **Improve Wastewater Treatment**
- **Promote Mixed Use Development in Downtown**
- **Establish a Special Village Zoning Overlay**
- **Establish Design Guidelines and a Design Review Process**
- **Encourage Façade Improvements for Local Business**
- **Define Appropriate Home-Based Businesses & Refine Regulations as Necessary**

# Economic Development Process

- **Identify Stakeholders**
  - Identify the stakeholders and get them to participate in the planning process: creating a workable economic strategy requires support from the broader public on whose behalf the plan is being prepared.
- **Create Profile**
  - Determine the community's current condition. This section includes information on community setting, trends, issues and factors affecting economic development.
- **Create an Inventory**
  - Identify and map businesses that currently make up the economy. Categorize businesses by industry sector, those businesses that make up the economic base, and by types of public revenue they generate.
- **Evaluate the Profile and Inventory**
  - Provides a framework from which to define economic development options and documents the analysis conducted in determining how to manage future economic development efforts.



# Process Cont.

- **Identify Approach**

- Identify community concerns and goals for economic development, and describe how to address those concerns and reach goals. The approach provides the basis for local economic policy and defines the roles of various stakeholders in sustaining and strengthening the local economy. Components include the community vision, the market economy, community values, factors that influence economic development, and economic options.

- **Develop Policies**

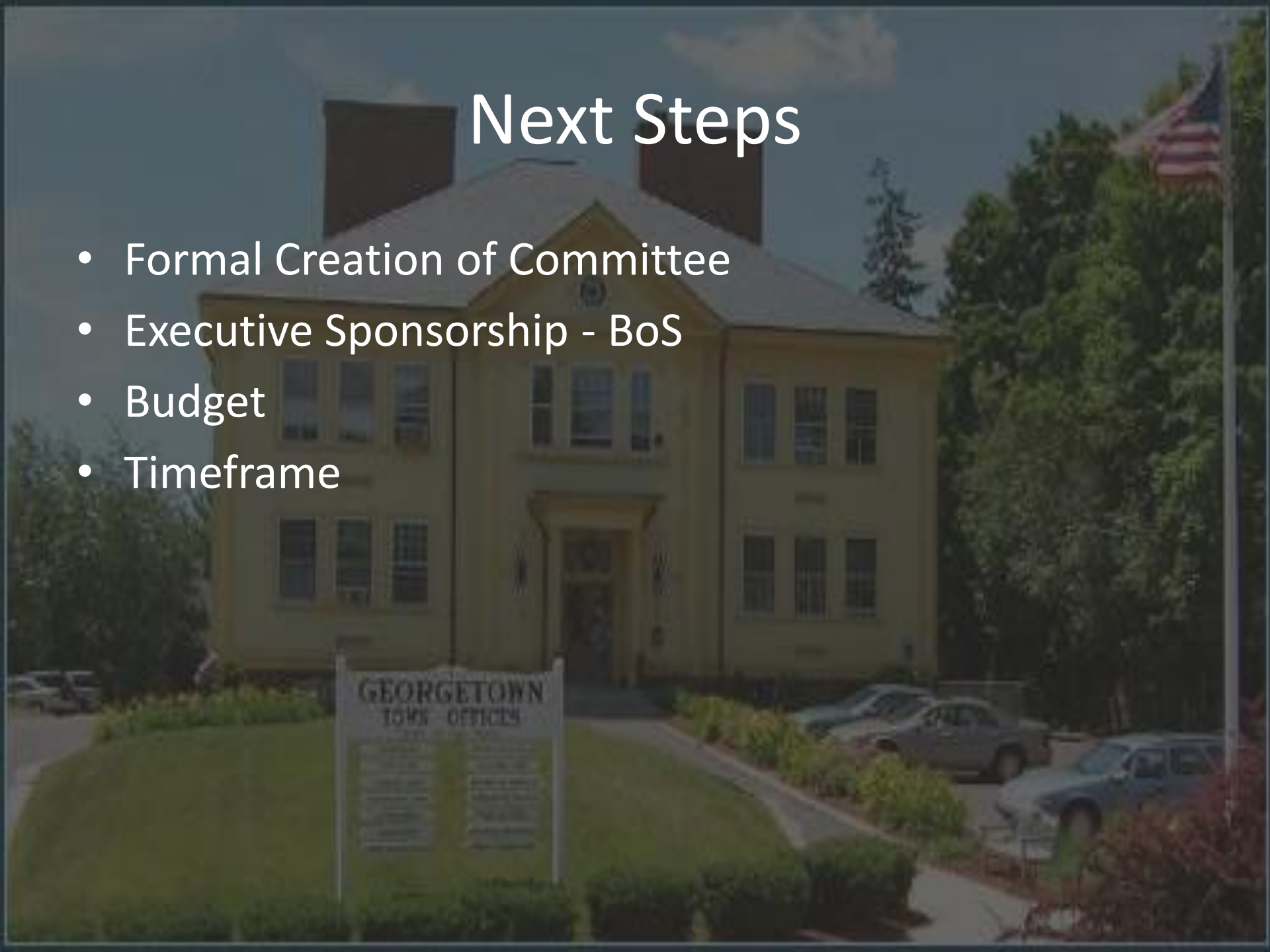
- Policies translate community concerns and goals into clear statements of public intent. These policies will guide public and private investment in local economic development activities and further refine the roles and expectations of key stakeholders.

- **Implement**

- Implementation measures convert the goals and policies for the economy into specific actions. These measures also clearly define how public investment will be made in your local economic development activities.

# Next Steps

- Formal Creation of Committee
- Executive Sponsorship - BoS
- Budget
- Timeframe

A photograph of a two-story, light-colored building with a central entrance and two chimneys. An American flag is visible on the right side. In the foreground, there is a sign for 'GEORGETOWN TOWN OFFICES' and a parking lot with several cars.

GEORGETOWN  
TOWN OFFICES