

DRAFT Action Plan – Economic Development

Action	Responsible Party	Implementation Horizon (Years)	Policy Number
Create outreach materials for local businesses describing the costs and benefits of having a local Chamber of Commerce.		1-2	ED-1
Invite representatives from neighboring Chambers of Commerce to talk about their accomplishments to the Seekonk business community.		1-2	ED-1
Create a municipal Economic Advisory Committee (EAC) to sustain economic development efforts from the Town and serve as a liaison to the Chamber of Commerce.		1-2	ED-1
Have EDC members receive training in issues of economic development through the Massachusetts Economic Development Council (MEDC).		2-4	ED-1
In cooperation with the Chamber of Commerce, develop a marketing strategy for Seekonk that includes highlights of business-friendly approaches within the community for commercial and industrial districts.		2-4	ED-1
Maintain an inventory of vacant or underutilized commercial and industrial parcels that can be easily accessed by prospective investors.		1-2	ED-1
Assess the feasibility of running a web-based municipal GIS that could display important economic development information.		2-4	ED-1

Develop a business outreach program that includes critical information in a variety of media such as web-based material, e-blast notifications, mass mailings, workshops, etc.		1-2	ED-1
Ensure that clear standards for parking, setbacks, allowable uses and other essential Zoning By-law elements will be adopted to address the unique purpose of each commercial and industrial district.		1-2	ED-1
Continue to review regulatory standards that apply to transitional areas between commercial, industrial, and mixed-use zoning districts and adjoining residential neighborhoods and identify design and performance standards that will ensure compatibility between these uses across district lines.		Ongoing	ED-1
Develop design standards within the Zoning By-law tailored to different districts that will ensure a high quality of design in commercial development.		2-4	ED-2
Incorporate adequate circulation for bicycles and pedestrians into commercial site design.		2-4	ED-2
Create or distribute existing design manuals for the Planning and Zoning Boards as educational pieces to assist them with permit application review and allow them to easily identify design flaws.		1-2	ED-2
Develop standardized approaches to impact analyses that may accompany permit submittals to ensure a		2-4	ED-2

predictable approach to items such as fiscal impact analysis, traffic impact analysis, etc.			
Identify a liaison within the EDC to the South Eastern Economic Development (SEED) agency in order to better connect Seekonk's small business community with technical and financial support.		2-4	ED-3
Develop a circulation study for Luther's Corners to identify strategies for increasing access to local businesses.		2-4	ED-3
Re-examine the Zoning By-law provisions that govern Baker's Corners to ensure this area can better serve residents in the "north end" of Seekonk with essential services.		1-2	ED-3
Implement the strategies developed as part of the Route 44 Corridor Study (SRPEDD, 2011).		1-2	ED-3
Continue to support home occupation business within designated zoning districts.		Ongoing	ED-3
Present a written economic development strategy to the Commonwealth that would help to leverage additional liquor licenses in the Route 6 area.		1-2	ED-4
Identify infrastructure improvements that could make redevelopment in the Route 6 corridor more streamlined.		1-2	ED-4
Identify individual sites that are critical to the health of the Runnins River and other resources and create pre-development information packets for developers clearly outlining the performance standards associated with those		1-2	ED-4

sites.			
Research other models of development that are compatible with “large pad” sites including, but not limited to, Mashpee Commons, South County Commons, Patriot Place, and Legacy Place.		1-2	ED-4
Incorporate design standards tailored specifically to big box and strip retail to ensure that Seekonk receives the highest quality design from local, national, and international corporations.		2-4	ED-4
Communicate directly with property/industry owners to identify challenges to re-occupation, expansion, or redevelopment in industrial districts.		2-4	ED-5
Continue to assess the feasibility for other non-retail uses of industrial lands including, but not limited to, renewable energy facilities.		Ongoing	ED-5
Support the development of an Industrial Subcommittee within the Chamber of Commerce.		4-6	ED-5
Continue discussions with the City of Attleboro regarding the potential to append Seekonk to Attleboro’s Economic Target Area (ETA) designation.		Ongoing	ED-6
Identify areas within the community where the use of District Improvement Financing (DIF) could be used to leverage funding for necessary infrastructure upgrades.		2-4	ED-6
Perform feasibility/growth management studies for installing a municipal sewer system that would be targeted		1-2	ED-6

to economic development areas within the community.			
Continue to advocate for state-level transit/transportation improvements in designated economic development centers.		Ongoing	ED-6
Have the Seekonk EDC identify a liaison to the Massachusetts Community Economic Development Assistance Corporation (CEDAC) to identify ways in which this organization can assist Seekonk with economic development and housing issues.		2-4	ED-7
Monitor the range of housing values continually throughout the community in order to identify any demographic groups that do not have adequate access to quality housing.		Ongoing	ED-7
Implement the strategies found in the Housing Element of the Master Plan.		Ongoing	ED-7
Develop an inventory of farmland in the Town and prioritize farm viability efforts based on a structured assessment of potential development pressure, farm productivity, scenic and cultural value, and other factors.		1-2	ED-8