

**DRAFT Action Plan – Economic Development**

<b>Policy Number</b>	<b>Action</b>	<b>Responsible Party</b>	<b>Implementation Horizon (Years)</b>
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.	Board of Selectmen	1-2
ED-1	Create outreach materials for local businesses describing the costs and benefits of having a local Chamber of Commerce.	EAC	1-2
ED-1	Invite representatives from neighboring Chambers of Commerce to talk about their accomplishments to the Seekonk business community.	EAC	1-2
ED-1	Have EAC members receive training in issues of economic development through the Massachusetts Economic Development Council (MEDC).	Board of Selectmen/EAC	2-5
ED-1	In cooperation with the Chamber of Commerce and/or EAC, develop a marketing strategy for Seekonk that includes highlights of business-friendly approaches within the community for commercial and industrial districts.	EAC/Planning Board	2-5
ED-1	Maintain an inventory of vacant or underutilized commercial and industrial parcels that can be easily accessed by prospective investors.	Planning Board/Assessor	1-2
ED-1	Assess the feasibility of running a web-based municipal GIS that could display important economic development information.	Planning Board/Assessor	1-2
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.	EAC	2-5
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.	Planning Board	2-5
ED-2	Develop design standards within the Zoning By-law tailored to different districts that will ensure a high quality of design in commercial development.	Planning Board	2-5

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ED-2	Incorporate adequate circulation for bicycles and pedestrians into commercial site design.	Planning Board	2-5
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.	Planning Board	2-5
ED-2	Develop standardized approaches to impact analyses that may accompany permit submittals to ensure a predictable approach to items such as fiscal impact analysis, traffic impact analysis, etc.	Planning Board	2-5
ED-3	Identify a liaison within the EAC to the South Eastern Economic Development (SEED) agency in order to better connect Seekonk's small business community with technical and financial support.	EAC/Board of Selectmen	2-5
ED-3	Develop a circulation study for Luther's Corners to identify strategies for increasing access to local businesses.	Planning Board/DPW	2-5
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.	Planning Board	1-2
ED-3	Implement the strategies developed as part of the Route 44 Corridor Study (SRPEDD, 2011).	Various	Ongoing
ED-3	Continue to support home occupation business within designated zoning districts.	Planning Board/Zoning Board of Appeals	Ongoing
ED-4	Present a written economic development strategy to the Commonwealth that would help to leverage additional liquor licenses in the Route 6 area.	Board of Selectmen/EAC	1-2
ED-4	Identify infrastructure improvements that could make redevelopment in the Route 6 corridor more streamlined.	Planning Board/ Conservation Commission/ DPW/Water District/Board of Health	Ongoing
ED-4	Research other models of development that are compatible with "large pad" sites including, but not limited to, Mashpee Commons, South	EAC/Planning Board	2-5

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	County Commons, Patriot Place, and Legacy Place.		
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.	Planning Board	2-5
ED-5	Communicate directly with property/industry owners to identify challenges to re-occupation, expansion, or redevelopment in industrial districts.	EAC	Ongoing
ED-5	Continue to assess the feasibility for other non-retail uses of industrial lands including, but not limited to, renewable energy facilities.	EAC/Energy Committee	Ongoing
ED-5	Support the development of an Industrial Subcommittee within the EAC or Chamber of Commerce.	EAC/Board of Selectmen	2-5
ED-6	Continue discussions with the City of Attleboro regarding the potential to append Seekonk to Attleboro's Economic Target Area (ETA) designation.	Planning Board/Board of Selectmen	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.	EAC/Planning Board	2-5
ED-6	Perform feasibility/growth management studies for installing a municipal sewer system that would be targeted to economic development areas within the community.	Planning Board/Board of Selectmen/DPW/ Conservation Commission	2-5
ED-6	Continue to advocate for state-level transit/transportation improvements in designated economic development centers.	Planning Board/DPW	Ongoing
ED-7	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.	EAC	1-2
ED-7	Implement the strategies found in the Housing Element of the Master Plan.	Various	Ongoing

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ED-8	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.	Planning Board/ Conservation Commission	1-2

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