

TOWN OF SEEKONK
ECONOMIC DEVELOPMENT PLAN
AND MASTER PLAN ECONOMIC DEVELOPMENT ELEMENT



2019

**SEEKONK PLANNING
BOARD**

DRAFT ECONOMIC DEVELOPMENT
MASTER PLAN ELEMENT AND LAND
USE ROUNDTABLE

Tuesday July 23, 2019, 7PM
Seekonk Senior Center
540 Arcade Avenue Seekonk MA

WHAT IS A MASTER PLAN?

Guidance document that:

- ▶ Establishes a Vision for the Community
- ▶ Sets Goals Consistent with the Vision
- ▶ Identifies Policies and Actions for Implementation

general



specific

The Master Plan is a Town's Framework for:

Permitting

Regulating

Connecting

Spending

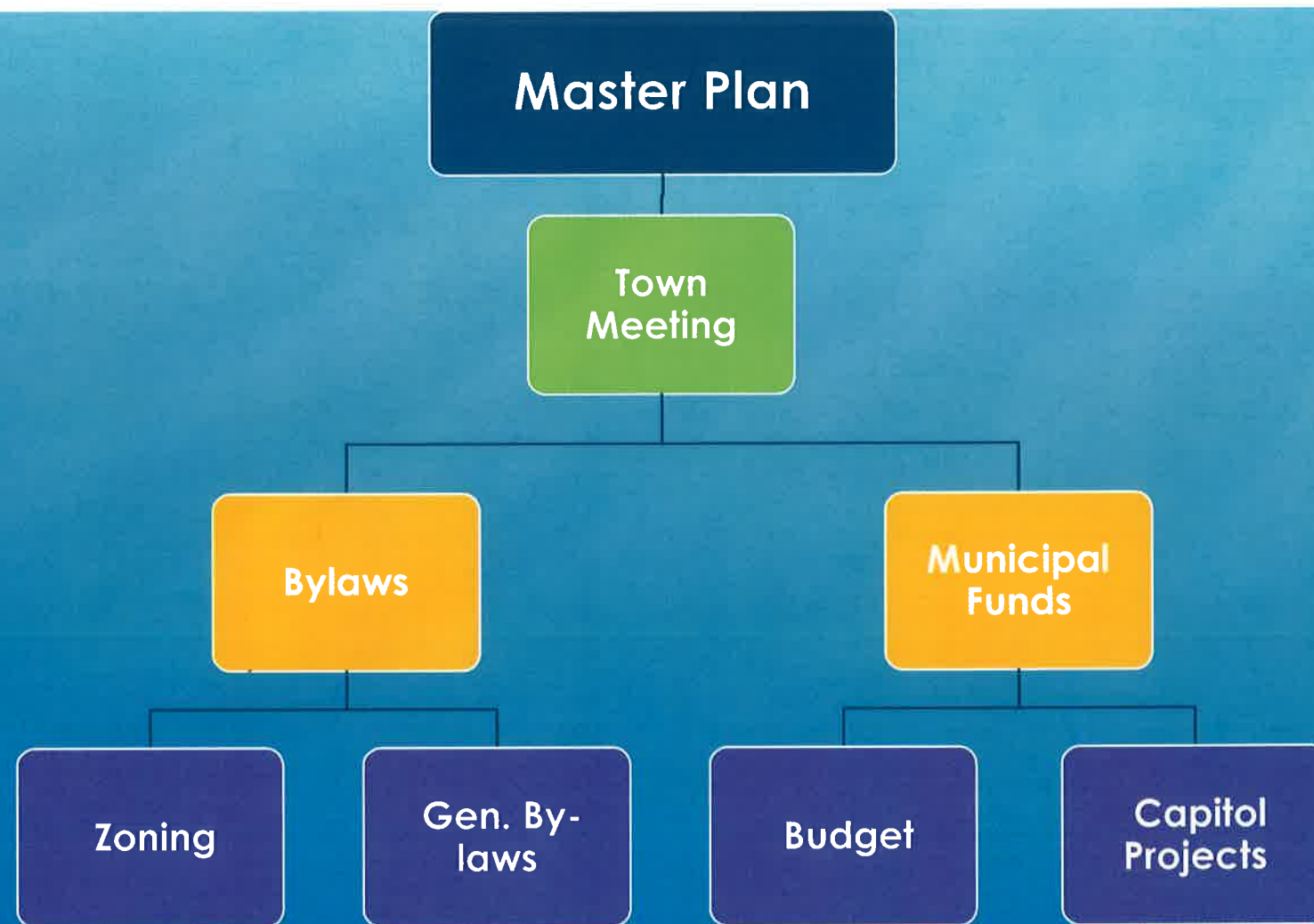
Informing

Taxing

Studying

Staffing

WHY DO WE HAVE A MASTER PLAN?



Master Plan

Board of
Selectmen

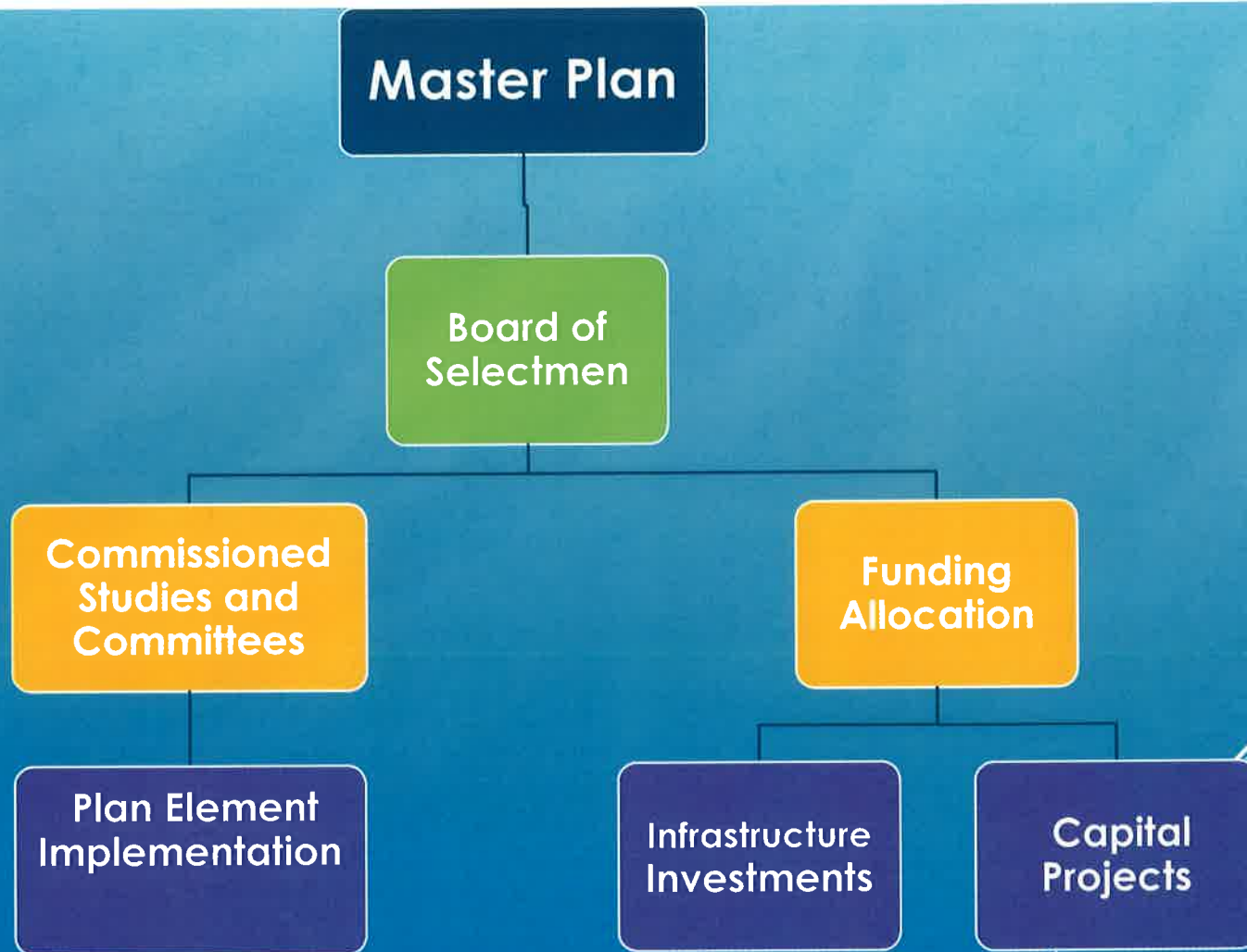
Commissioned
Studies and
Committees

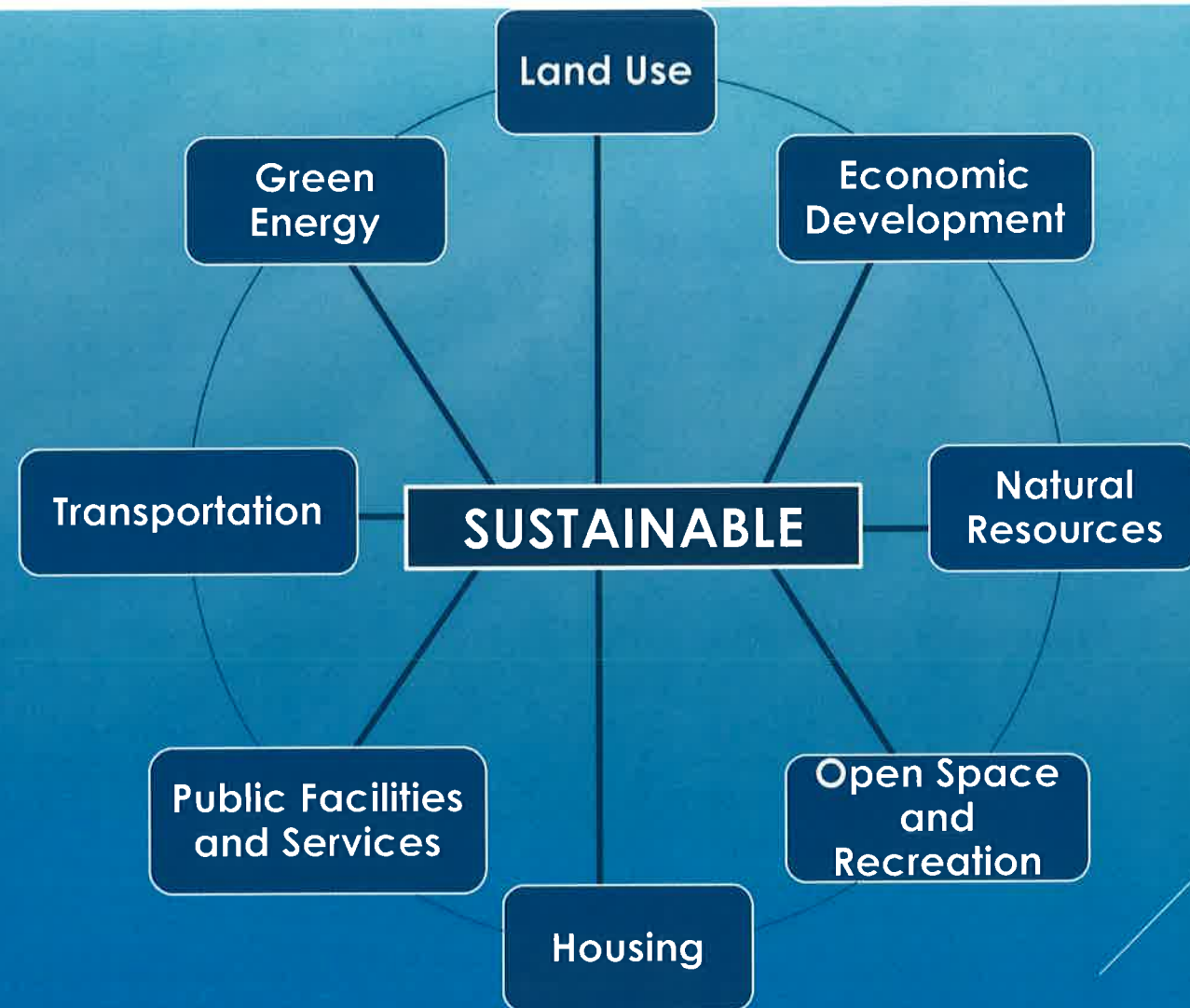
Funding
Allocation

Plan Element
Implementation

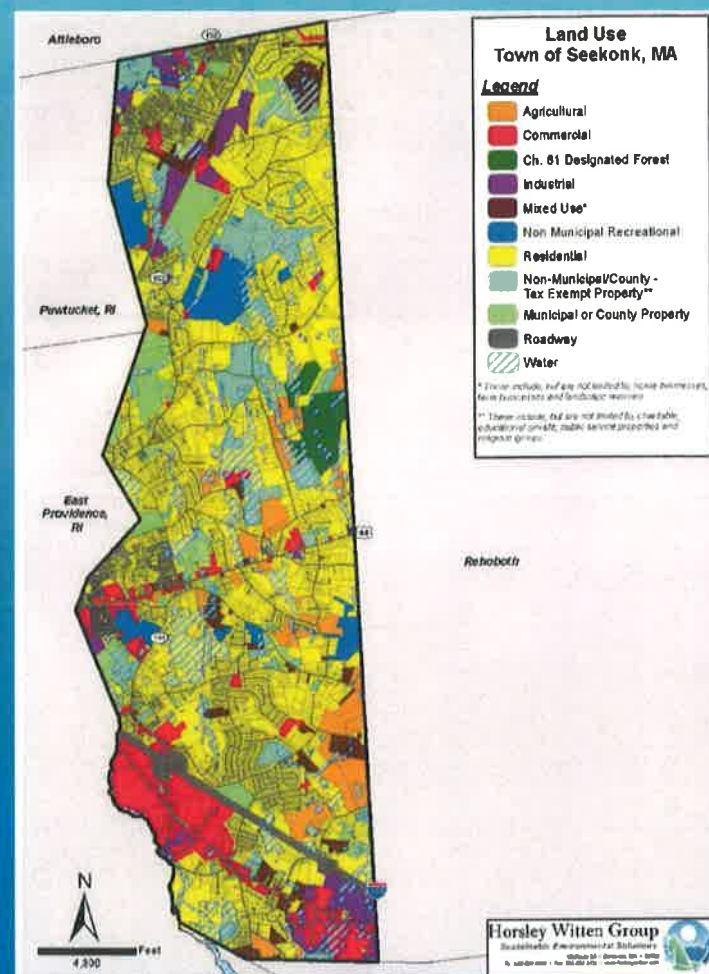
Infrastructure
Investments

Capital
Projects



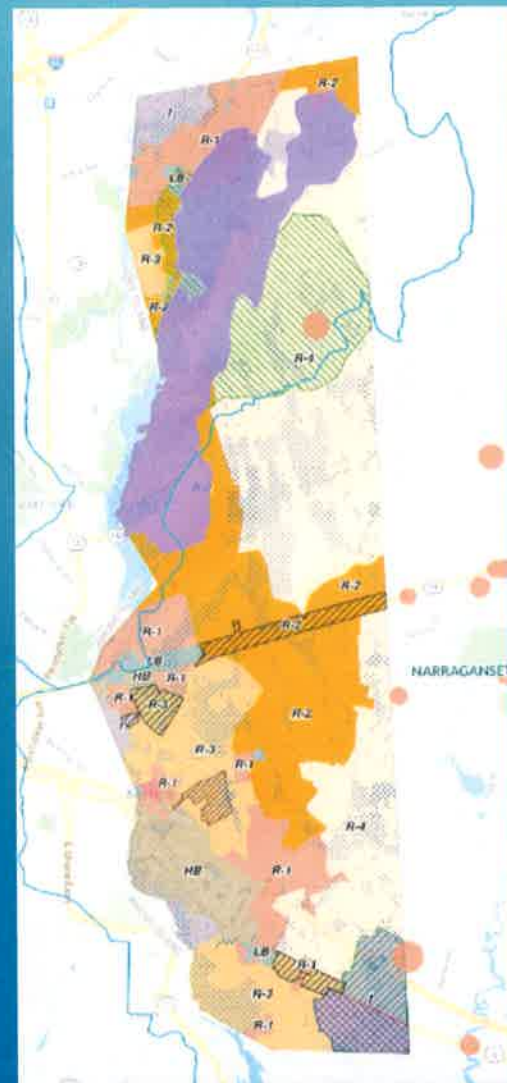


LAND USE





LAND USE ZONING MAP



Map Theme Legends

Zoning and Districts

- Mixed Use Overlay
- Telecommunications Overlay District
- Adult Entertainment and Medical Marijuana Overlay
- Groundwater Aquifer Protection District
- Wetlands and Floodplain Protection District
- Multifamily Development Overlay District
- R-1
- R-2
- R-3
- R-4
- Highway Business
- Industry
- Local Business
- Planned Unit Development
- Luther's Corners Village District

Water Resource Protection

- Watershed
- Zone II Wetland Protection Areas
- Interim Wetland Protection Area
- Surface Water Protection Zones
- ZONE A
- ZONE B
- ZONE C

Massachusetts Geographic Information System (MassGIS)

- ▶ LU-1 Encourage sustainable growth patterns throughout the community.
- ▶ LU-2 Maintain Seekonk's environmental resources and community character in Rural Residential areas.
- ▶ LU-3 Maintain a high quality of life in areas designated General residential by providing opportunities for improving residential homes and neighborhoods.
- ▶ LU-4 Maintain vibrant neighborhoods in Seekonk's Village Residential areas.

LAND USE 2012 PLAN OBJECTIVES

- ▶ LU-5 Revitalize Seekonk's designated Village areas.
- ▶ LU-6 Continue to improve conditions in Seekonk's Mixed Use Corridor areas.
- ▶ LU-7 allow the Highway Business area to continue as a regional commerce center.
- ▶ LU-8 Maintain the viability of Seekonk Industrial areas.

LAND USE

2012 PLAN OBJECTIVES CONT'D

- ▶ Population Character: Growing (anticipate at least 10% population growth since 2010 and Aging Population (median age: 1990 = 36.1 2017=46.3)
- ▶ Comparatively high median income and education level
- ▶ Regional commercial center for the area
- ▶ Diversified tax base (59% residential and 34% Commercial Industrial
- ▶ Concentrations of Retail, Accommodations/ Food Service and Transportation/ Warehousing job
- ▶ Primary employers: Construction, Retail, Accommodations/ Food Service and Transportation/ Warehousing job

ECONOMIC DEVELOPMENT

DRAFT PLAN HIGHLIGHTS

- ▶ ED-1: Create systems and tools for a structured economic development approach.
- ▶ ED-2: Facilitate and require high quality design of commercial areas.
- ▶ ED-3: Support Neighborhood scale business and services.
- ▶ ED-4: Maintain the viability of the Route 6 corridor.

ECONOMIC DEVELOPMENT 2012 PLAN OBJECTIVES

- ▶ ED-5 Maintain the viability of existing industrial lands.
- ▶ ED-6 Provide infrastructure that supports economic centers.
- ▶ ED-7 Maintain a housing stock suitable for a diverse workforce.
- ▶ ED-8 Support active farming as a viable source of local economic activity.

ECONOMIC DEVELOPMENT 2012 PLAN OBJECTIVES CONT'D

- ▶ Goal 1: Protect and diversify Seekonk's Route 6 retail corridor
- ▶ Goal 2: Pursue high value office park development in key locations in town
- ▶ Goal 3: Encourage mixed-use development in Luther's Corners and Bakers Corners (and Taunton Avenue Mixed Use Corridor)

ECONOMIC DEVELOPMENT 2019 DRAFT PLAN OBJECTIVES

- ▶ Strategy 1: Create and Maintain a vacant storefront database
- ▶ Strategy 2: Conduct further parking surveys of retail centers to inform zoning and re-use decision making
- ▶ Strategy 3: Don't re-invent the wheel replicate success
- ▶ Strategy 4: Pursue transformative development (Goal 2)

ECONOMIC DEVELOPMENT

2019 DRAFT PLAN STRATEGIES GOAL 1: PROTECT
AND DIVERSIFY SEEKONK'S ROUTE 6 RETAIL CORRIDOR



MIXED USE DEVELOPMENT NARRAGANSETT PARK
EAST PROVIDENCE/ PAWTUCKET

- ▶ Strategy 1: Analyze key sites for redevelopment potential
- ▶ Strategy 2: Consider a Chap 43D expedited permitting process
- ▶ Strategy 3: Review Tax Increment Finance guidelines and other "reinvestment" tools
- ▶ Strategy 4: Review potential for infrastructure expansion (wastewater) and improvement at key sites

ECONOMIC DEVELOPMENT

2019 DRAFT PLAN STRATEGIES GOAL 2: PURSUE
HIGH-VALUE OFFICE PARK DEVELOPMENT IN KEY
LOCATIONS

- ▶ Goal 1: Protect and diversify Seekonk's Route 6 retail corridor
- ▶ Goal 2: Pursue high value office park development in key locations in town
- ▶ Goal 3: Encourage mixed-use development in Luther's Corners and Bakers Corners (and Taunton Avenue Mixed Use Corridor)

ECONOMIC DEVELOPMENT 2019 DRAFT PLAN OBJECTIVES

- ▶ Strategy 1: Consider participation in MassDOT Complete Streets program to access funding and enhance pedestrian and bicycle infrastructure as part of public improvement projects
- ▶ Strategy 2: Review mixed use zoning provisions
- ▶ Strategy 3: Consider incentives for mixed use target areas
- ▶ Strategy 4: Review design guidelines for mixed use target areas
- ▶ Consider expansion of LCVOD to other areas of Town as a Village Center Overlay District

ECONOMIC DEVELOPMENT

2019 DRAFT PLAN STRATEGIES GOAL 3

ENCOURAGE MIXED USE DEVELOPMENT IN LUTHER'S AND BAKER'S CORNERS (AND IN THE TAUNTON AVENUE MUC)