

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



2019

**SEEKONK PLANNING  
BOARD**

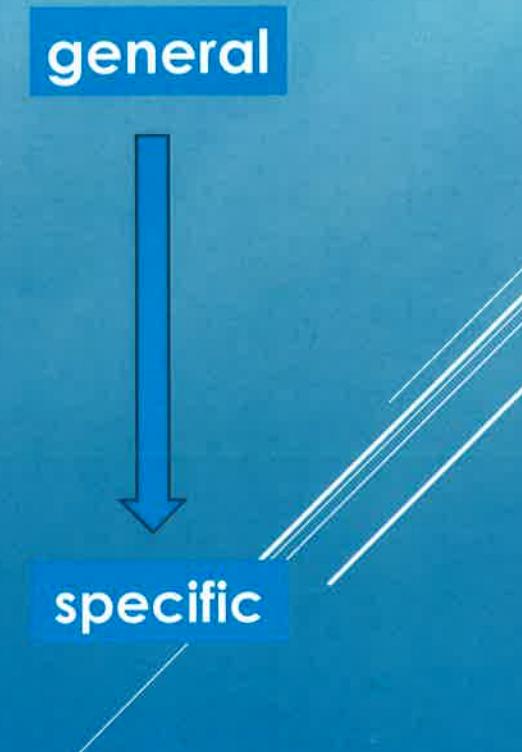
DRAFT ECONOMIC DEVELOPMENT  
MASTER PLAN ELEMENT AND LAND  
USE ROUNDTABLE

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



The Master Plan is a Town's Framework for:

Permitting

Regulating

Connecting

Spending

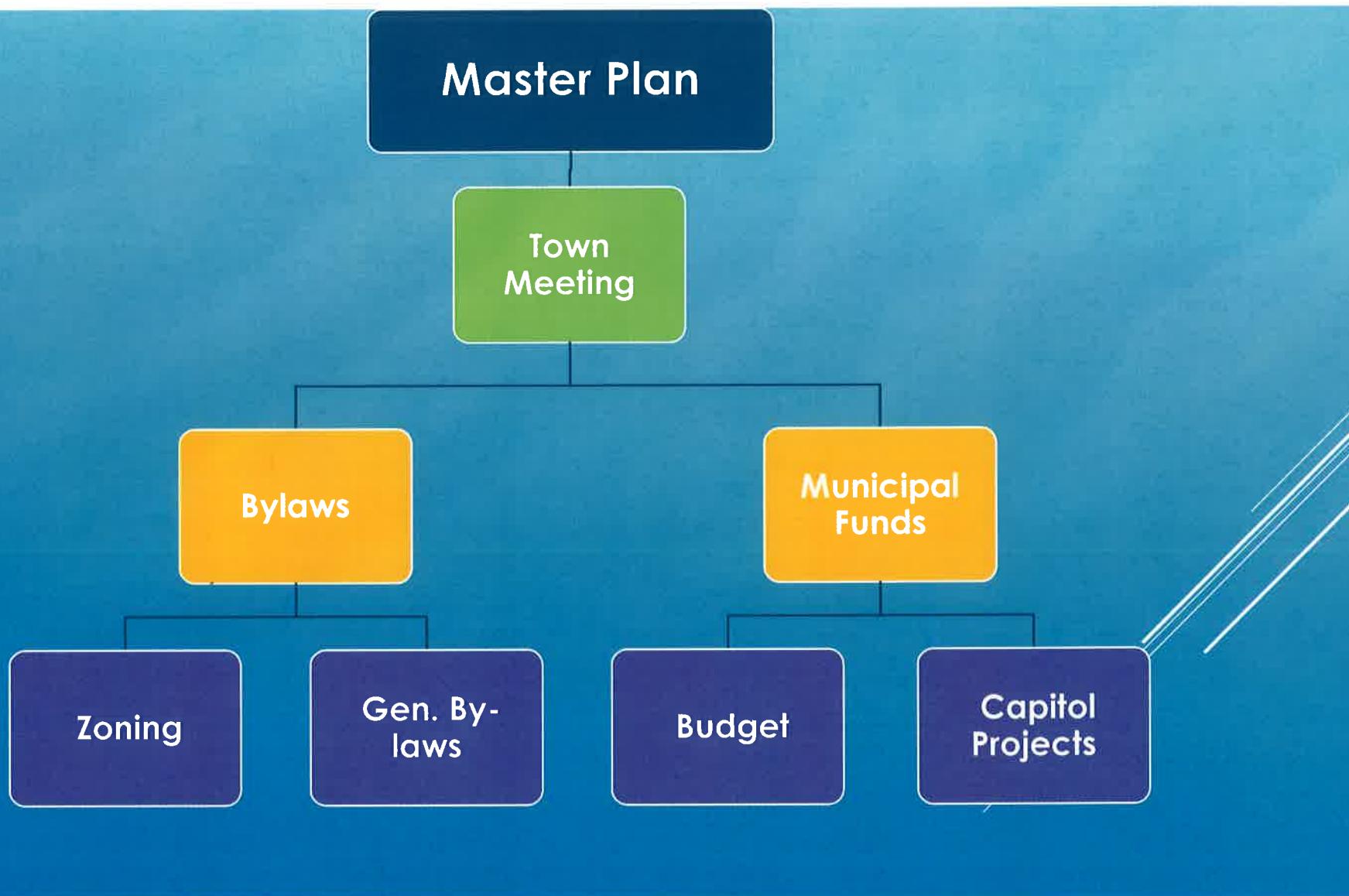
Informing

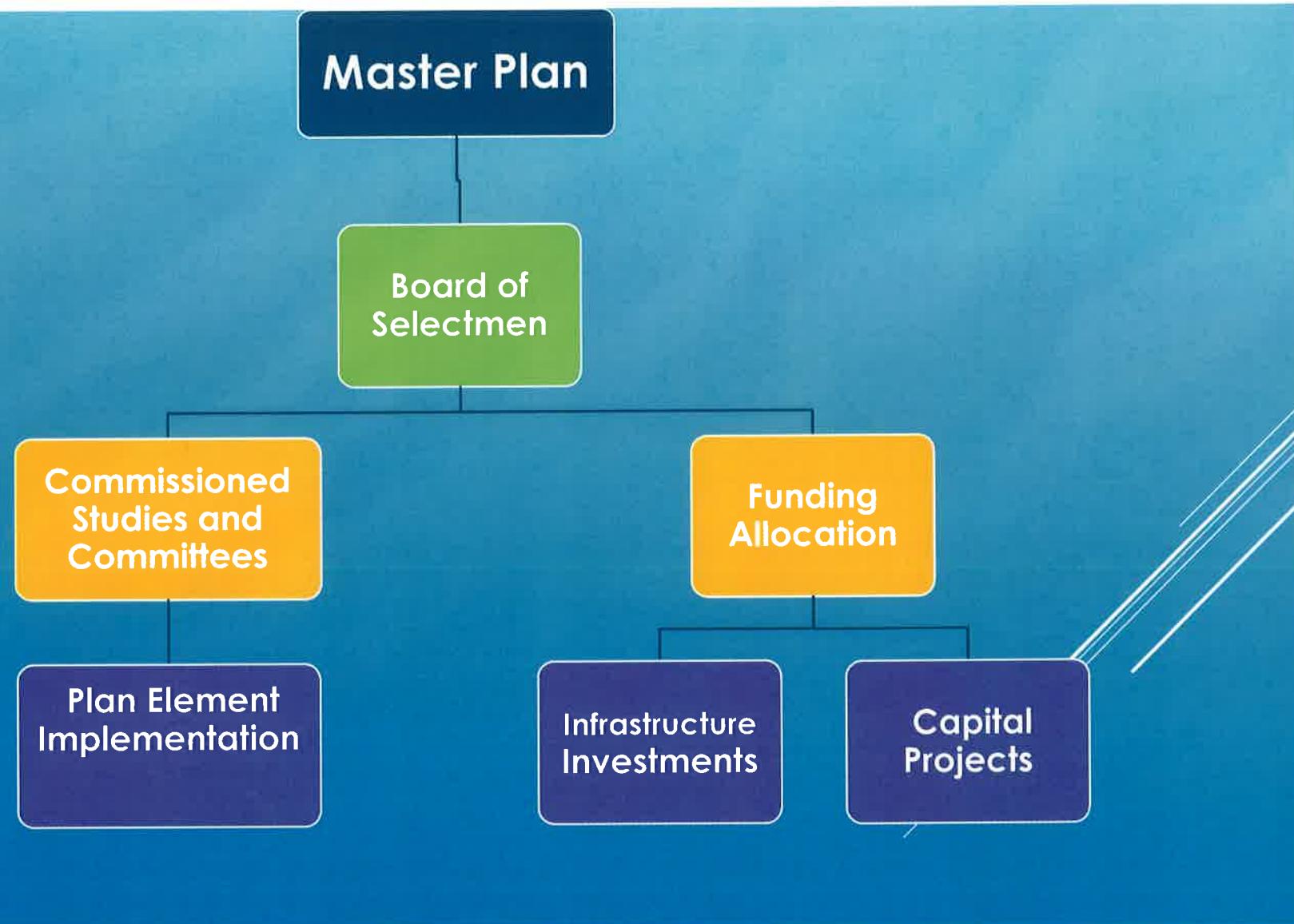
Taxing

Studying

Staffing

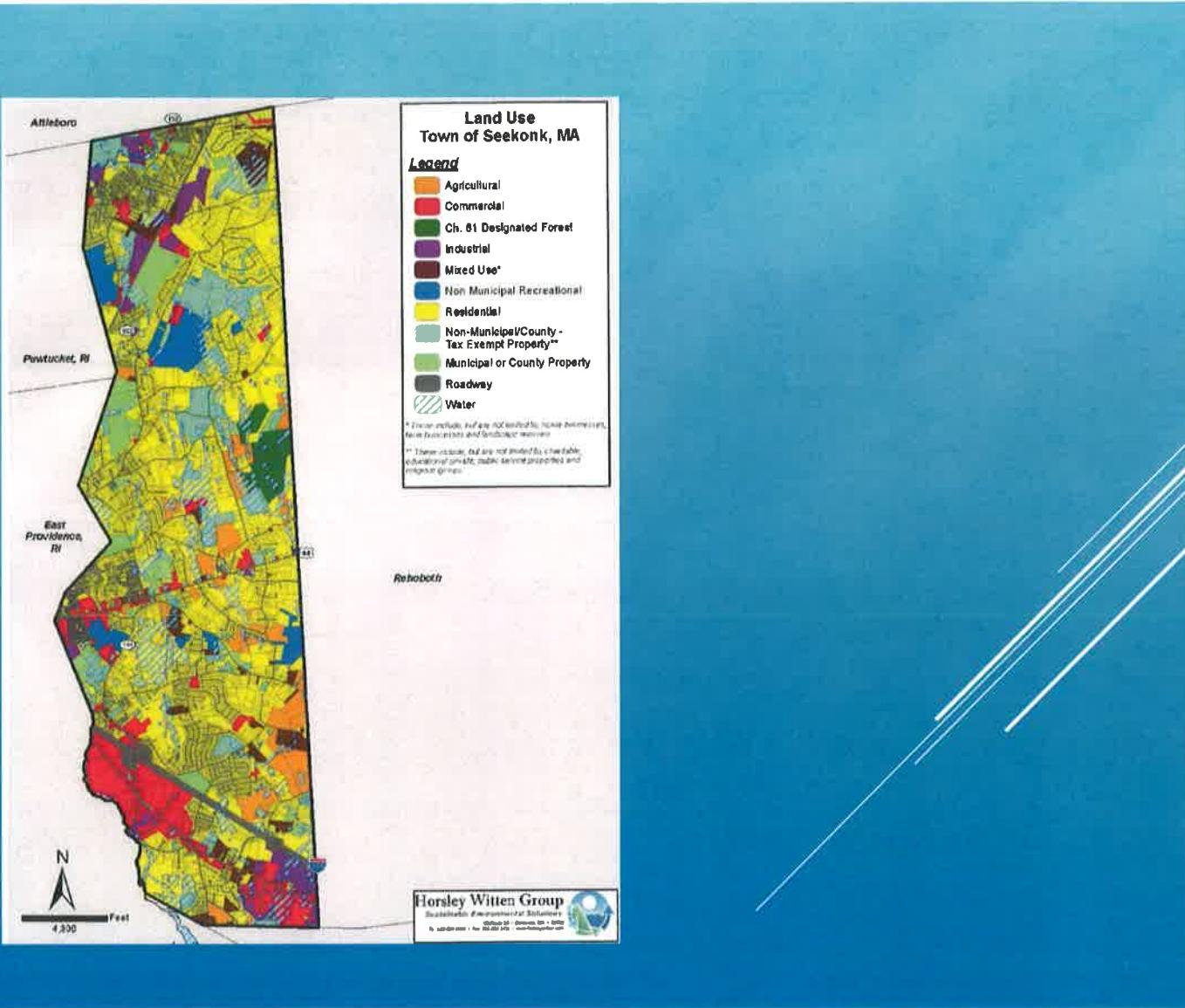
WHY DO WE HAVE A MASTER PLAN?





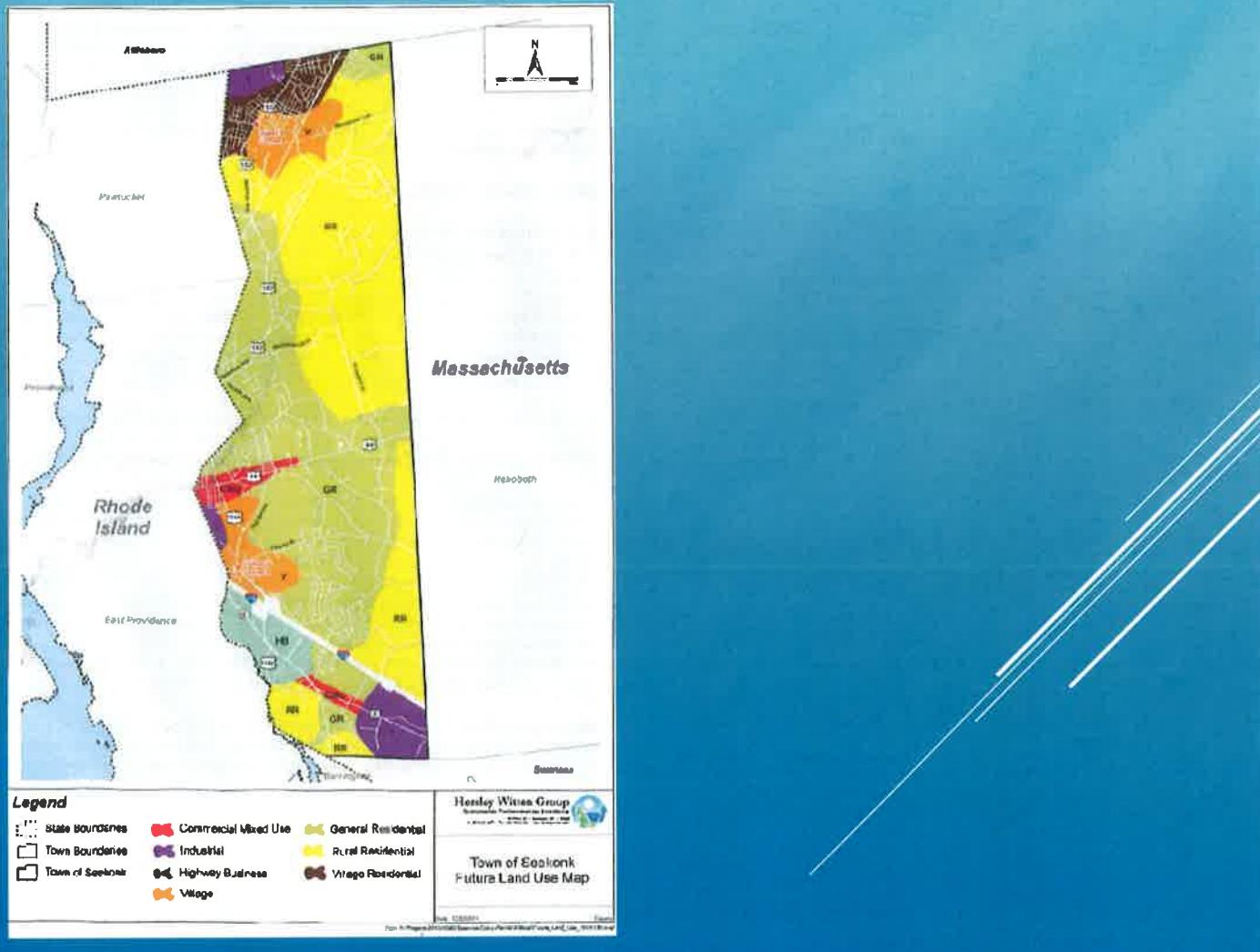


# LAND USE AND PROPERTY

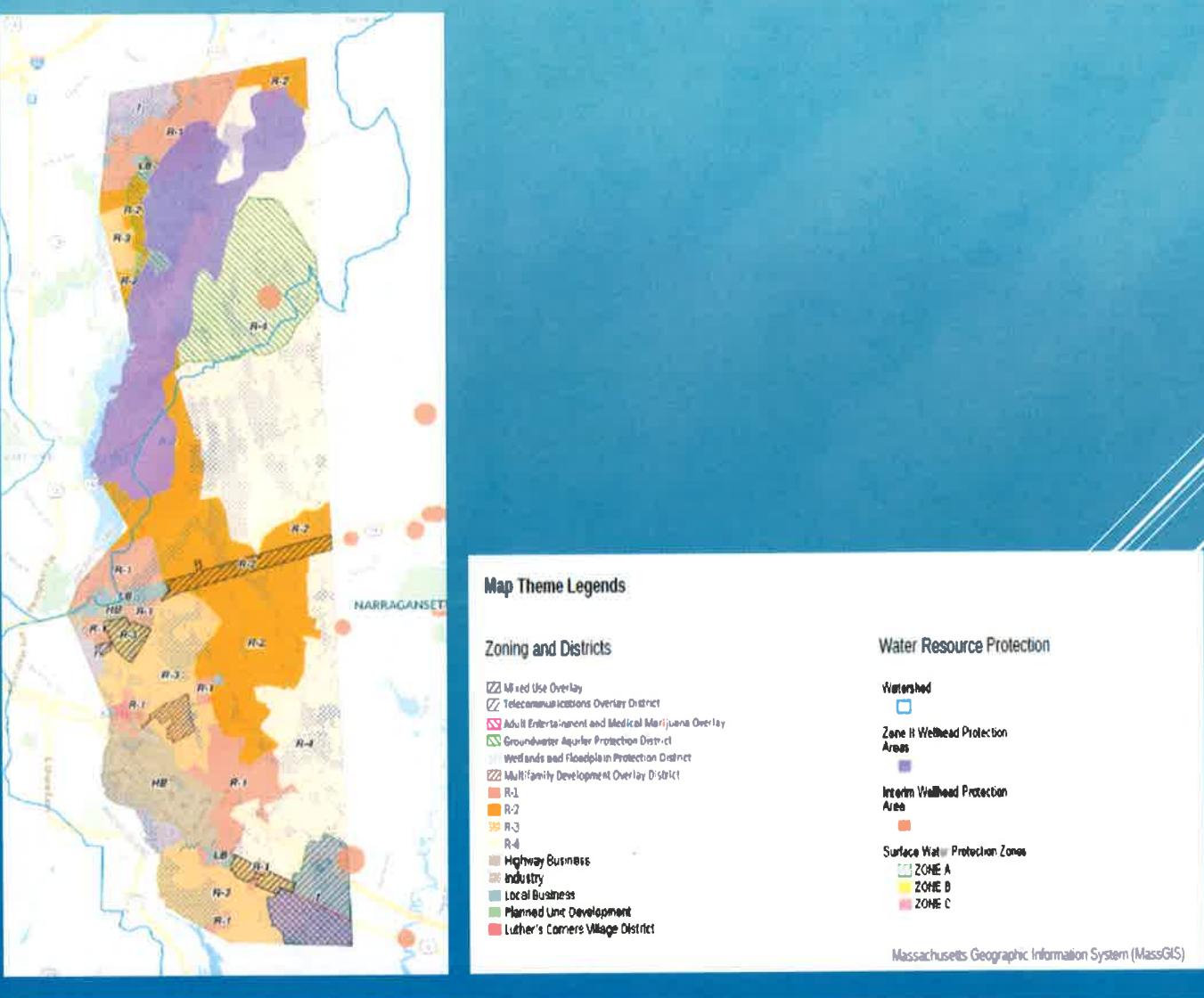


# LAND USE

## Future Land Use



# LAND USE ZONING MAP



- ▶ 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 13: 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

### 2018 DRAFT PLAN STRATEGIES GOAL 3:

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