

## 12.7 Economic Development

### Goal 1 Position Westport to effectively pursue and develop commerce that is harmonious with the Town's vision.

#### Objective 1.1: Expand administrative capabilities to effectively support economic development.

Action	Resp	Time
1.1.a. Enhance the position of Economic Development Coordinator and fund it with a yearly line item in the Budget.	BOS	1
1.1.b. Continue to update zoning laws, as appropriate, to provide flexibility for locating businesses in areas that would support the overall objectives of the Master Plan	BOS,PB	1
1.1.c. Streamline the permitting process for development by updating permit tracking and filing systems and improve communication and coordination between boards, committees and departments.	BOS,ID	1
1.1.d. Develop standardized stormwater guidelines and review for the Planning Board, Conservation Commission and Board of Health.		

#### Objective 1.2: Take steps to facilitate the expansion of the economic base in Westport.

Action	Resp	Time
1.2.a. Emphasize the 2004 Economic Development Plan that reflects current conditions and options for the Route 6 and Route 177 corridors.	BOS	2
1.2.b. Seek federal and state grants for infrastructure improvements including water, sewer and communication upgrades on Routes 6 and 177.	BOH,BOS	2
1.2.c. Continue to support and interact with local business groups.	BOS	1
1.2.e. Streamline the site plan review process by clearly defining expectations for commercial development in order to reduce permitting time.		
1.2.f. Identify areas for new economic development, specifically the Route 6 and Route 177 corridors.	BOS,PB, CC	2
1.2.g. Target specific parcels to be "shovel ready" for economic development.		
1.2.h. Promote the STOD district for development.		
1.2.i. Improve the Town's image by: <ul style="list-style-type: none"> <li>• Highlighting our schools accomplishments and future goals.</li> <li>• Promote the Town's diverse business environment and attract more visitors to the Town's creative economy: artists, photographers, winery, restaurants and shopping.</li> <li>• Promote the Town's history and natural beauty.</li> </ul>	WCC	
1.2.j. Develop a working partnership with local commercial realtors.		

**Objective 1.3: Utilize regional resources that are available to the Town of Westport.**

<b>Action</b>	<b>Resp</b>	<b>Time</b>
1.3.a. Continue to work with regional economic development organizations to promote commercial development: <ul style="list-style-type: none"> <li>•Fall River Office of Economic Development</li> <li>•New Bedford Industrial Development Commission</li> <li>•SRPEDD - Southeastern Regional Planning and Economic Development District</li> <li>•Fall River Chamber of Commerce</li> <li>•New Bedford Chamber of Commerce</li> <li>•Southcoast Development Partnership</li> </ul>	BOS	2
1.3.b. For tourism development, establish close working relationships with: <ul style="list-style-type: none"> <li>•Southeastern Massachusetts Convention and Visitors</li> <li>•Fall River Chamber of Commerce</li> <li>•New Bedford Chamber of Commerce</li> <li>•Massachusetts Department of Conservation and Recreation</li> <li>•Westport Cultural Council to promote a creative economy and attract more visitors</li> </ul>	BOS,AC, HW, WCC	1
1.3.c. Broaden the existing working relationship with UMASS Dartmouth which can provide support for regional economic development. <ul style="list-style-type: none"> <li>•Advanced Technology and Manufacturing Center, located in Fall River</li> <li>•The School for Marine Science and Technology, located in New Bedford.</li> <li>•Biotechnology and Manufacturing Center, located in Fall River.</li> </ul>	BOS	1
1.3.d. Participate in the state's program for agriculture tourism.	BOS,HW, AC	1
1.3.e. Develop a uniform signage program for local non-agriculture tourism.	BOS,HW	1

**Goal 2 Initiate programs for balanced economic growth in Westport.**

**Objective 2.1: Demonstrate Westport's commitment to economic development.**

<b>Action</b>	<b>Resp</b>	<b>Time</b>
2.1.a. Support, foster, and market local heritage businesses such as retail goods and services, marine trades, fishing, agriculture, and high-quality cultural and recreational tourism.	BOS	1
2.1.b. Encourage the development of new industries using emerging environmental technologies in the STOD Zoning District.	BOS,CC	2
2.1.c. Develop strategies to control-encourage different types of commercial development.	BOS,PB, BOH,CC	2
2.1.d. Develop strategies for attracting tourists to visit and patronize local businesses.	BOS	2

**Goal 3 Provide increased business opportunities within Westport that are compatible with natural and cultural resources.**

**Objective 2.2: Target types of small businesses that would enhance the economic vitality of Westport.**

**Action**

- 3.1.a. Continue to promote cottage industries, and family businesses, professional offices, personal services, and bed and breakfasts.
- 3.1.b. Encourage the siting of small businesses that promote culture and diversity such as artisans and skilled craft shops.

**Resp**

BOS,PB

**Time**

2

**Objective 2.3: Preserve and enhance the economic viability of prime agricultural lands and agricultural based businesses.**

**Action**

- 3.2.a. Identify “lead” farmers that begin value-added businesses. ( Ex; cheese, jams, and sausages)
- 3.2.b. Create and protect local brand, e.g. “Westport Family Farms”
- 3.2.c. Obtain a local good quality animal processing facility.
- 3.2.d. Attract technical assistance in the form of an “extension agent” who provides for business assistance, production assistance, etc.
- 3.2.e. Promote the no net loss of farmland by identifying at risk properties.
- 3.2.f. Illuminate the value of agriculture, both economic and aesthetic.
- 3.2.g. Educate community about the benefits of buying local.

**Resp**

**Time**

**Objective 2.4: Preserve and expand fish and shellfish commerce.**

**Action**

- 3.3.a. Encourage the expansion of fish and shellfish enterprises into new fields such as aquaculture.
- 3.3.b. Increase shellfish harvest areas.
- 3.3.c..Continue to support the commercial fishing industry.

**Resp**

FC,SA

**Time**

2

**Objective 2.5: Partner with the Westport Cultural Council.**

**Action**

- 3.4.a. Encourage cultural life through a creative economy with more established town-wide events.
- 3.4.b. Partner with the WCC to bring quality cultural and artistic programs into businesses and community.
- 3.4.c. Encourage more visitors to participate in artistic and cultural programs
- 3.4.d. Develop creative place-making in an arts-& culture based community and economy.

**Resp**

BOS,WCC

**Time**

2