

Goal 7: Maintain and Improve Financial Well-being of the Town	7			
Objective 1: Improve existing commercial areas	1			
<u>Strategy</u>	<u>Owner</u>	<u>Type</u>	<u>Initial Cost</u>	<u>Annual Cost</u>
Reduce traffic congestion (e.g., traffic improvements and increasing options through sidewalks, shuttle, interconnected paths, etc.)	Sidewalk committee, PB,			
Be more business friendly				
Hire an Economic Development Officer (EDO) to proactively recruit and retain desirable businesses and help to coordinate the business community. This EDO would be responsible for, among other things: Welcoming new businesses, including business owners in events and notices, expanding Acton Day	Town Manager			
Improve connections between strip malls, especially along Great Road	TAC, PB			
Improve the aesthetics of shopping areas	EDC, DRB, PB, EDO			
Increase flexibility on sign allowances	PB, EDC			
Increase traffic and pedestrian safety, especially in commercial areas	TAC			
Make improvements to business access and transportation				

Streamline business permitting process	Town, EDC			
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Objective 2: Promote economic development that supports our other goals	2			
<u>Strategy</u>	<u>Owner</u>	<u>Type</u>	<u>Initial Cost</u>	<u>Annual Cost</u>
Analyze zoning and explore what types of industry could be good fits in these areas	PB, EDC, EDO			
Promote employment-oriented development (e.g., high tech/R&D offices) in areas that don't directly impact neighborhoods: Great Road, Nagog Park, Powdermill, and large commercial parcels on Rt. 2				
Recruit targeted types of industries, offering appropriate incentives, etc.	EDC, EDO			
Redevelop village commercial areas and Kelley's corner into mixed use that respects the existing village character and that provides opportunities for gathering and socializing (see Goal 1, Objective 1.4 for detail)	PB, Planning Dept			
Do cost-benefit analysis of village redevelopment to ensure plan benefits the town financially at least by the medium term	PB, Planning Dept			

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Objective 3: Achieve a balance of services and taxes	3			
<u>Strategy</u>	<u>Owner</u>	<u>Type</u>	<u>Initial Cost</u>	<u>Annual Cost</u>
Ensure that all development is coordinated with and takes into account the impact on town services and facilities	Public facilities, Planning Dept, other depts			
Promote economic development to enhance the commercial tax base (in order to pay for needed services) (see Goal 7, Objective 7.2)	EDC, EDO, PB			

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Objective 4: Support the ability of all residents to stay in Acton for a lifetime	4			
<u>Strategy</u>	<u>Owner</u>	<u>Type</u>	<u>Initial Cost</u>	<u>Annual Cost</u>
Develop a housing plan that includes the preservation and creation of a wide range of housing types (see Goal 5, Objective 5.1 and 5.2)	PB, COA, COD, ACHC, AHA			
Use zoning incentives in Kelley's Corner and the villages to provide housing units that are suitable for empty nesters, seniors, and young families	PB	Planning		

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Objective 5: Promote fiscal responsibility	5			
<u>Strategy</u>	<u>Owner</u>	<u>Type</u>	<u>Initial Cost</u>	<u>Annual Cost</u>