

Growth Management Department

Department Mission

The department is comprised of five organizational functions, four of which are program functions and one that serves as the administrative component. The department's mission is to preserve the character of Barnstable's seven villages and improve residents' quality of life by developing and implementing land use, community development, regulatory, traffic and property management strategies to support and promote sustainable economic development.



Outreach and Action

RECENT ACCOMPLISHMENTS

- **Economic Development:** Enhanced visibility for Economic Development Specialist as ombudsmen to businesses; promoted Cultural Districts, HyArts, and ArtsBarnstable; job training for 15 disabled persons.
- **Regulatory Process:** Partnering with Regulatory Services to improve permitting climate; developed scope of work for zoning streamlining project.
- **Housing:** Completed Housing Needs Assessment; Housing Production Plan update in process
- **Environment & Natural Resources:** Multi Hazard Mitigation Plan Update.
- **Communications:** Continued village civic engagement; enhanced multi-platform outreach strategies



HyArts Public Art

Description of Services Provided

Administration

Administration provides support for the four department programs with professional and administrative staff. The Director, working with GMD staff, provides professional planning and development advice and assistance to town residents, business entities, the Town Manager, Town Council, Boards, Commissions, Committees and Departments, county and state agencies, and private sector organizations and entities. This advice and assistance includes economic development, downtown revitalization, land use, community planning, infrastructure, transportation, capital improvement, environmental issues and impacts. Administrative activities include payroll, billing, grant procurement and administration, media relations material preparation and distribution, contract preparation, procurement assistance and invoice processing. GMD Administration staff provides direct support to Barnstable Economic Development Commission, Barnstable Historical Commission, and the Housing Committee.

Community Development Program

The Community Development program mission is to strengthen and renew neighborhoods in Barnstable and enhance and enrich the quality of life for the Town's residents through housing and community development planning, funding, and implementation.

Community Development Block Grant (CDBG) Program: Through the CDBG Action Plans developed by GMD, CDBG grant funds from the U.S. Department of Housing and Urban Development (HUD) are allocated to activities that assist the Town's low and moderate-income residents. During FY2016, CDBG funded affordable housing units for rent or homeownership; homeowner rehabilitation including sewer connections; small business assistance; public facility improvements including ADA handicap access and energy efficiency; and the Hyannis BID Main Street Clean Team.

Community Housing: Community Housing implements state and locally approved housing plan; monitors the existing affordable housing regarding permit requirements and deed restrictions; coordinates with Department of Housing and Community

Development (DHCD) to maintain the Subsidized Housing Inventory; provide assistance affordable housing project review; works with the Community Preservation Committee affordable housing projects; and , through the Housing Coordinator provides technical support to the Housing Committee. During FY16 completed the Housing Needs Assessment with a special focus on Hyannis and with GMD Regulatory Review Staff reworked Accessory Apartment Program to improve efficiency.

Comprehensive Planning Program

Comprehensive Planning's mission is: research, analyze, and develop plans, through civic engagement activities, for the Town's long-term needs in the areas of economic development, preservation and enhancement of resources, sustainable development practices, provision of adequate public facilities, and infrastructure. This program also monitors existing regulations and works to redraft those that are outdated or unnecessarily restrictive. A broad range of comprehensive planning information including policy advice and research results are shared with the Town Council, the Town Manager, regulatory boards and Town agencies, committees, residents and business owners. Ongoing planning projects include targeted regulatory amendment to improve efficiency; strategic infrastructure, transportation and capital improvement planning to foster economic activity; environment and resource planning; village center planning and downtown revitalization.

Economic Development Program

Economic Development's mission is: implement economic development planning to enhance quality of life for Barnstable, its residents, and visitors. Specific activities include supporting Hyannis' revitalization; collaborating with the Hyannis Area and Cape Cod Chambers of Commerce and the Downtown Hyannis Business Improvement District; regulatory review and reform for the Iyannough Road Regional Commercial Center corridor; place making strategies to attract and retain visitors to Hyannis Harbor and Village centers. Economic Development implementation strategy is based on business outreach, professional development, peer review, professional organization membership and consultation with professionals. The strategy focuses on designated growth areas with active support for village centers and monitors sector activity to determine new program components.

- **Business Support:** During FY16 GMD and Regulatory Services partnered to increase awareness of GMD's Economic Development Specialist coordinating and support services for businesses seeking permits at the 200 Main Street Town Hall Annex. GMD works with local, state, and regional partners to provide connections to resources for local businesses. Coastal Community Capital, SCORE, Hyannis Area and Cape Cod Chambers of Commerce, and Massachusetts Office of Business Development are among those resources.
- **Business Outreach:** Business outreach remains integral to the economic development program. The Director and GMD's Economic Development team have visited more than 200 businesses and have had personal contact in many settings with scores more. We learn about the business climate and share the Town's goals and planning initiatives in these interactions. Most importantly, we engage in open and honest discussion about how Barnstable fares at being "Open for Business". We are pleased to report that overall, the results continue to be positive. This cornerstone communication strategy remains a top priority.



- **Web Presence** www.businessbarnstable.com is administered by GMD Economic Development staff. The site goal, shared by the Economic Development Commission, is to provide government information, resource connections and a snapshot of the Barnstable economy. At present, the site is emerging from a design modernization to ensure optimal function and attractiveness to all demographics. This website will be enhanced and reworked in the coming year.
- **Creative Economy/Arts and Culture:** In alignment with state, regional and local organizations, GMD has paid particular attention to this business sector over the past few years. GMD Economic Development Program implements the Harbor Your Arts Program. This is a place making and small business incubator initiative supporting downtown Hyannis revitalization. Through Artist Shanties at Bismore Park, performing arts at Aselton, year round Pearl Street artist studios and the Guyer Barn at the Arts Campus, the Harbor Your Arts program has stimulated collateral development on Pearl Street and attracts and retains visitors for Main Street and downtown Hyannis. This program supports the state designated Hyannis HyArts Cultural District and the Barnstable Village Cultural District which provides marketing opportunities through state media outlets. A visit to artsbarnstable.com gives a lively overview of Arts and Culture activities in all seven villages.

Regulatory Review Program

Regulatory Review Program mission is: provide exemplary assistance to residents, property owners, Boards, Commissions, Committees and Departments; assist with implementation of the Town's land use ordinances and provide general advice and assistance on regulatory issues. Program staff is charged with analyzing outdated or unnecessarily restrictive ordinances to determine needed reforms. The Regulatory Review program provides staff support, technical assistance and administrative services to the Planning Board, Zoning Board of Appeals, Old King's Highway Historic District Committee, Barnstable Historical Commission and Hyannis Main Street Waterfront Historic District Commission. Regulatory Review staff are a primary customer service interface for the Town.

Fiscal Year 2017 Goals and Objectives

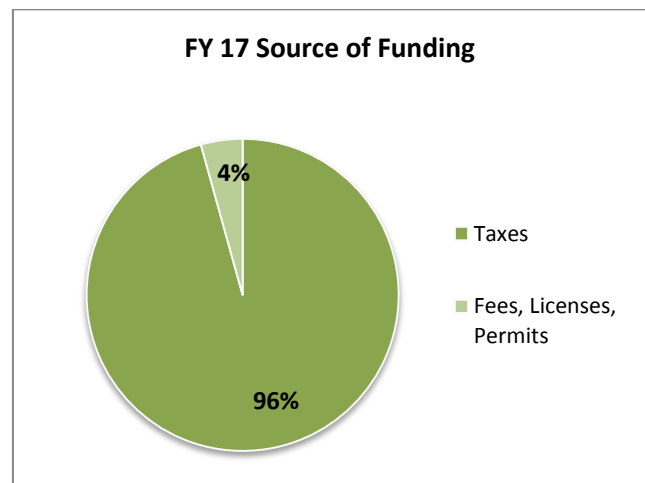
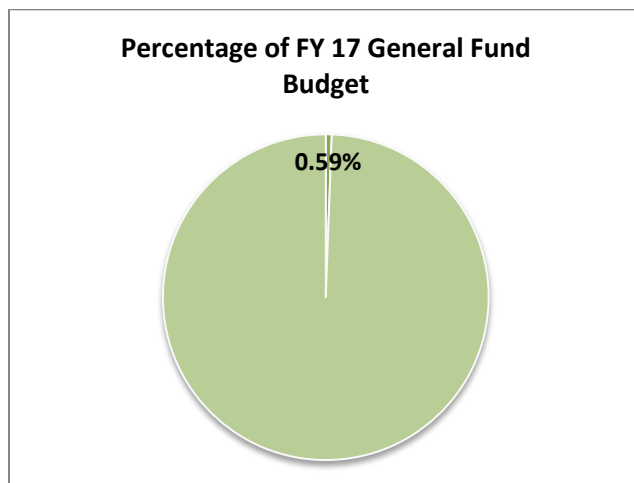
As GMD discussed goals for the upcoming year we realized that further silo dismantling was necessary within the Department. To that end we present our goals under the single umbrella of Economic and Community Development. It is our belief that all GMD programs and projects support economic and community development.

ECONOMIC/COMMUNITY DEVELOPMENT:

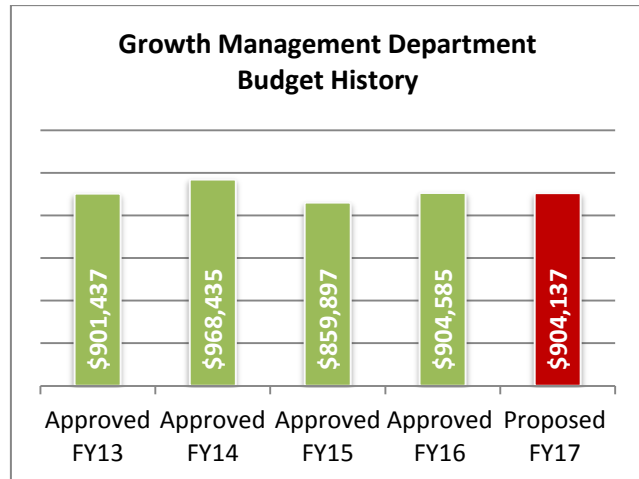
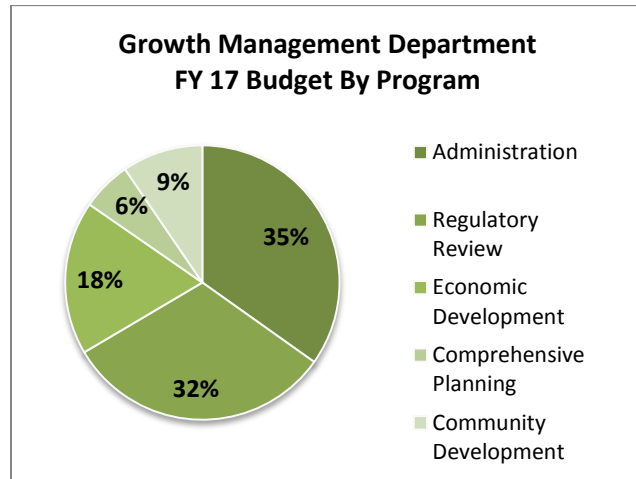
- Work with Cape Cod Commission on Hyannis Area Projects including the Growth Incentive Zone modification process to incentivize commercial and residential development in Hyannis and the Hyannis Road Regional Commercial Area.
- Explore and encourage Armory reuse for maximum benefit to the local economy including the strengthening innovation sector

- Revisit Pearl Street Arts Campus programming to ensure maximum support for the creative economy sector with incubator space and market exposure and to ensure the program uses best business practices
- Engage with and outreach to business sectors and individual businesses to understand and address needs
- Engage business community, community leaders, and residents in downtown Hyannis Parking Management analysis and planning
- Direct Business Assistance
 - ~ Continue Façade Improvement Program
 - ~ Using CDBG Neighborhood Revitalization Strategy Area designation, revive micro-enterprise lending and other job creating economic development projects for CDBG funding
- Implement Housing Production Plan recommendations with particular focus on incentives for downtown Hyannis multi-unit rental development and stabilizing single-family homes
- Village Visioning – continue work with Cotuit and Marstons Mills. Engage with other villages as may be requested

Fiscal Year 2017 Department Financial Data



The Growth Management Department comprises 0.59% of the overall General Fund budget. Taxes provide 96% of the department's funding.



Administration is the largest program area in the Growth Management Department budget. Regulatory Review and Economic Development are the second and third largest program areas, respectively. This department's budget has increased 0.3% from FY13 to FY 17. The decline in the budget for FY15 is attributable to positions being transferred to other departments.

Expenditure Category	Actual FY 2015	Approved FY 2016	Projected FY 2016	Proposed FY 2017	Change FY16 - 17	Percent Change
Personnel	\$ 723,156	\$ 796,185	\$ 734,879	\$ 795,737	\$ (448)	-0.06%
Operating Expenses	75,326	108,400	92,809	108,400	-	0.00%
Total Appropriation	798,482	904,585	827,689	904,137	(448)	-0.05%

Employee Benefits Allocation:

Life Insurance	44	41
Medicare	9,682	9,545
Health Insurance	44,336	51,929
County Retirement	154,705	165,297
Total Employee Benefits (1)	208,767	226,812

Total Expenditures Including Benefits **\$ 1,007,248** **\$ 1,054,501**

Full-time Equivalent Employees	10.65	10.50	10.50	0.00
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Source of Funding

Taxes	\$ 751,897	\$ 865,585	\$ 787,989	\$ 865,137	\$ (448)	-0.05%
Fees, Licenses, Permits	46,409	39,000	39,700	39,000	-	0.00%
Interest and Other	175	-	-	-	-	0.00%
Total Sources	\$ 798,482	\$ 904,585	\$ 827,689	\$ 904,137	\$ (448)	-0.05%

(1) Employee benefits are not included in the department's appropriation and are allocated for informational purposes only.

Summary of Significant Budget Changes

There are no significant changes to this operating budget. Staffing remains at 10.5 full-time equivalents and operating expenses are level funded at \$108,400. Taxes provide 96% of the funding for this Department.

Fiscal Year 2017 Program Financial Data

Administration Function

Expenditure Category	Actual FY 2015	Approved FY 2016	Projected FY 2016	Proposed FY 2017	Change FY16 - 17	Percent Change
Personnel	\$ 95,863	\$ 198,078	\$ 190,155	\$ 206,491	\$ 8,413	4.25%
Operating Expenses	75,326	108,400	92,809	108,400	-	0.00%
Total Appropriation	171,189	306,478	282,965	314,891	8,413	2.74%

Employee Benefits Allocation:

Life Insurance	0	12
Medicare	1,277	2,466
Health Insurance	3,993	20,280
County Retirement	25,956	27,350
Total Employee Benefits (1)	31,226	50,108

Total Expenditures Including Benefits \$ **202,415** \$ **333,072**

Full-time Equivalent Employees	2.50	2.50	2.50	0.00
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Source of Funding

Taxes	\$ 164,574	\$ 300,478	\$ 277,625	\$ 308,891	\$ 8,413	2.80%
Fees, Licenses, Permits	6,440	6,000	5,340	6,000	-	0.00%
Interest and Other	175	-	-	-	-	0.00%
Total Sources	\$ 171,189	\$ 306,478	\$ 282,965	\$ 314,891	\$ 8,413	2.74%

(1) Employee benefits are not included in the department's appropriation and are allocated for informational purposes only.

Comprehensive Planning

Expenditure Category	Actual FY 2015	Approved FY 2016	Projected FY 2016	Proposed FY 2017	Change FY16 - 17	Percent Change
Personnel	\$ 95,051	\$ 94,027	\$ 69,237	\$ 52,803	\$ (41,224)	-43.84%
Total Appropriation	95,051	94,027	69,237	52,803	(41,224)	-43.84%

Employee Benefits Allocation:

Life Insurance	6	3
Medicare	1,251	685
Health Insurance	7,647	6,297
County Retirement	22,927	24,459
Total Employee Benefits (1)	31,830	31,444

Total Expenditures Including Benefits \$ **126,881** \$ **100,681**

Full-time Equivalent Employees 1.00 1.00 0.50 -0.50

Source of Funding

Taxes	\$ 95,051	\$ 94,027	\$ 69,237	\$ 52,803	\$ (41,224)	-43.84%
Total Sources	\$ 95,051	\$ 94,027	\$ 69,237	\$ 52,803	\$ (41,224)	-43.84%

(1) Employee benefits are not included in the department's appropriation and are allocated for informational purposes only.

Community Development

Expenditure Category	Actual FY 2015	Approved FY 2016	Projected FY 2016	Proposed FY 2017	Change FY16 - 17	Percent Change
Personnel	\$ 76,595	\$ 82,607	\$ 79,303	\$ 86,138	\$ 3,531	4.27%
Total Appropriation	76,595	82,607	79,303	86,138	3,531	4.27%

Employee Benefits Allocation:

Medicare	1,091	1,153
County Retirement	16,149	17,256
Total Employee Benefits (1)	17,240	18,409

Total Expenditures Including Benefits \$ **93,835** \$ **97,711**

Full-time Equivalent Employees 1.00 1.00 1.00 0.00

Source of Funding

Taxes	\$ 76,595	\$ 82,607	\$ 79,303	\$ 86,138	\$ 3,531	4.27%
Total Sources	\$ 76,595	\$ 82,607	\$ 79,303	\$ 86,138	\$ 3,531	4.27%

(1) Employee benefits are not included in the department's appropriation and are allocated for informational purposes only.

Regulatory Review

Expenditure Category	Actual FY 2015	Approved FY 2016	Projected FY 2016	Proposed FY 2017	Change FY16 - 17	Percent Change
Personnel	\$ 221,762	\$ 220,687	\$ 207,446	\$ 286,434	\$ 65,747	29.79%
Total Appropriation	221,762	220,687	207,446	286,434	65,747	29.79%

Employee Benefits Allocation:

Life Insurance	32		21	
Medicare	3,004		2,771	
Health Insurance	12,499		13,716	
County Retirement	59,558		64,061	
Total Employee Benefits (1)	75,093		80,568	

Total Expenditures Including Benefits \$ 296,855 \$ 288,014

Full-time Equivalent Employees	<u>3.50</u>	<u>3.50</u>	<u>4.50</u>	<u>1.00</u>
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Source of Funding

Taxes	\$ 217,812	\$ 219,687	\$ 204,446	\$ 285,434	\$ 65,747	29.93%
Fees, Licenses, Permits	3,950	1,000	3,000	1,000	-	0.00%
Total Sources	\$ 221,762	\$ 220,687	\$ 207,446	\$ 286,434	\$ 65,747	29.79%

(1) Employee benefits are not included in the department's appropriation and are allocated for informational purposes only.

Economic Development

Expenditure Category	Actual FY 2015	Approved FY 2016	Projected FY 2016	Proposed FY 2017	Change FY16 - 17	Percent Change
Personnel	\$ 232,038	\$ 200,786	\$ 188,739	\$ 163,871	\$ (36,915)	-18.39%
Total Appropriation	232,038	200,786	188,739	163,871	(36,915)	-18.39%

Employee Benefits Allocation:

Life Insurance	6		6	
Medicare	3,048		2,470	
Health Insurance	19,955		11,636	
County Retirement	30,114		32,172	
Total Employee Benefits (1)	53,123		46,284	

Total Expenditures Including Benefits \$ 285,162 \$ 235,023

Full-time Equivalent Employees	<u>2.65</u>	<u>2.50</u>	<u>2.00</u>	<u>-0.50</u>
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Source of Funding

Taxes	\$ 196,019	\$ 168,786	\$ 157,379	\$ 131,871	\$ (36,915)	-21.87%
Fees, Licenses, Permits	36,019	32,000	31,360	32,000	-	0.00%
Total Sources	\$ 232,038	\$ 200,786	\$ 188,739	\$ 163,871	\$ (36,915)	-18.39%

(1) Employee benefits are not included in the department's appropriation and are allocated for informational purposes only.

Performance Measures

1. Increase gross square footage used for commercial and industrial enterprises over current square foot use levels in the Downtown Hyannis Growth Incentive Zone and the Regional Commercial Center.
 - The Growth Incentive Zone was flat in gross square foot increase of commercial/industrial property because the trend remains to redevelop existing properties adding value but not necessarily gross square footage.
 - The Regional Commercial Center saw a slight decrease of 0.5% over FY 2015 in gross square footage of commercial/industrial property.
2. Provide eight (8) eligible households with direct financial assistance through the Community Development Block Grant Sewer Connection Program.
 - No homeowners responded to the sewer connection program marketing in the past year. However we were able to support the creation of 6 Affordable Accessory Apartments – direct financial assistance to households creating new affordable rental housing.
3. Provide three (3) business enterprises with direct financial assistance using Community Development Block Grant funds.
 - In response to a request from the Hyannis BID we are currently working with 14 Hyannis businesses to shape their Façade Improvement project to prepare them for CDBG funding.
 - Provided job training for 15 individuals.
4. Provide Village Plan implementation assistance to village civic and business associations.
 - Provided continued assistance to Cotuit, Marstons Mills, and Hyannis.

★ ★ ★ INFO/MAP ★ ★ ★
DOWNTOWN
HYANNIS
ALL THINGS ARTS & CULTURE
KENNEDY LEGACY TRAIL

GREETINGS FROM
Cape Cod
Barnstable
 DESIGNED ON CAPE COD • CARDIGANO.COM

7 VILLAGES ★ ONE TOWN
BARNSTABLE • CENTERVILLE • COTUIT
HYANNIS • MARSTONS MILLS
OSTERVILLE • WEST BARNSTABLE
ARTSBARNSTABLE.COM

Welcome to Cape Cod's largest town

Our seven villages feature art, culture, historic gems, complete with seaside charm!

BARNSTABLE VILLAGE CULTURAL DISTRICT

Barnstable Comedy Club
 3171 Rte 6A (508) 362-1110
 Cape Cod Art Association
 3480 Main St (508) 362-2909 capecodartassoc.org
 Coast Guard Heritage Museum
 3353 Main St (508) 362-8521 coastguardheritagemuseum.org
 Barnstable Historical Society
 3087 Main St (508) 362-2982 barnstablehistory.org
 Sturgis Public Library
 3090 Main St (508) 362-8636 sturgislibrary.org
 Tales of Cape Cod
 3048 Main St (508) 362-8627 talesofcapecod.org
 County Complex Courthouse
 3195 Main St (508) 375-6602 barnstablecounty.org
 Historic walking tour-self guided
artsbarnstable.com

CENTERVILLE

Centerville Historical Museum
 513 Main St (508) 775-0331 centervillehistoricalmuseum.org
 Centerville Public Library
 555 Main St (508) 790-6220 centervillelibrary.org

COTUIT

Cahoon Museum of American Art
 4675 Falmouth Rd (508) 428-7581 cahoonmuseum.org
 Cotuit Center for the Arts
 4404 Falmouth Rd (508) 428-8141 cotuitcenterforthearts.org
 Cotuit Library
 871 Main St (508) 428-0461 cotuitlibrary.org
 Dettridge Homestead and Fire Museum
 1148 Main St (508) 428-0461 cotuithistoricalsociety.org

MARSTONS MILLS

Marstons Mills Public Library
 2160 Main St (508) 428-5175 mmpl.org
 Burgess Park
 Rte 149 (508) 790-6345 marstonsmills.org

OSTERVILLE

Osterville Library
 43 Wianco Ave (508) 428-5757 ostervillefreelibrary.org
 Osterville Historical Society Museum
 155 West Bay Rd (508) 428-5061 ostervillmuseum.org

WEST BARNSTABLE

Cape Cod Conservatory
 2235 Lyanough Rd (508) 362-2772 capecodconservatory.org
 Higgins Art Gallery @Tilden Art Center, Cape Cod Community College
 2240 Lyanough Rd (508) 362-2131 capecod.edu
 Old Selectman's Building Gallery
 1889 Rte 149 (508) 362-3534
 West Barnstable Train Station and Museum
 2469 Meetinghouse Way (508) 362-9287 capecodnrhs.org
 Whelden Library
 2401 Meetinghouse Way (508) 362-2262 wheldenlibrary.org

"GOING YOUR WAY" CapeCodRTA.org

BUSES • TROLLEY • VILLAGE SHUTTLE
CAPE FLYER TRAIN TO / FROM BOSTON



BARNSTABLE BEACHES OPEN TO THE PUBLIC

1. **SANDY NECK BEACH** W. Barn. 590 Sandy Neck Beach Rd.
2. **HATHAWAYS POND** Hyannis 1431 Phinney's Ln
3. **CRAIGVILLE BEACH** Centerville 997 Craigville Beach Rd
4. **VETERANS PARK BEACH** Hyannis 480 Ocean St
5. **SEA STREET - KEYES BEACH** Hyannis 175 Ocean Ave
6. **KALMUS BEACH** Hyannis 670 Ocean St

HYANNIS HYARTS CULTURAL DISTRICT

Hyannis Main Street Shops / Galleries
HyannisMainStreet.com
 HyArts Campus
 Pearl & South St (508) 862-4990 www.hyartsdistrict.com
 Hyannis Public Library
 401 Main St (508) 775-2280 hyannislibrary.org
 Kennedy Legacy Trail
 Self guided walking tour: kennedylegacytrail.com
 John F. Kennedy Museum
 397 Main St (508) 790-3077 jfkhyannismuseum.org
 Cape Cod Baseball Museum
 397 Main St (508) 790-1723
 JFK Memorial / Korean Memorial
 Ocean St at Gosnold St
 Cape Cod Maritime Museum
 135 South St (508) 775-1723 capecodmaritimemuseum.org
 HyArts Artist Shanties (MAY-SEPT)
 111 Ocean St (508) 775-7990 hyartsdistrict.com
 Zion Union Heritage Museum
 276 North St (508) 790-9466 zionunionheritagemuseum.org
 Hyannis Youth & Community Center
 141 Bassett Ln (508) 790-6345 town.barnstable.ma.us/hycc/



KennedyLegacyTrail.com

*An educational self-guided walking tour
 In downtown Hyannis*

The Kennedys in Hyannis



*The 1.6 mile Kennedy
 Legacy Trail explores
 the family's rich
 history on
 Cape Cod.*

1. **JFK MUSEUM**
 Learn about the Kennedy Compound
 397 Main Street, Hyannis
2. **MAIN ST. HYANNIS**
 In the 1960s
 Corner of Main & Pearl Streets
3. **ROSES FOR ROSE KENNEDY**
 Matriarch of the Kennedy Family
 46 Pearl Street
4. **ST. FRANCIS XAVIER CHURCH**
 The Kennedy Church
 347 South Street
5. **HYANNIS ARMORY**
 Site of President Kennedy's Presidential
 Nomination Acceptance Speech
 225 South Street
6. **CAPE COD NATIONAL SEASHORE INFORMATION**
 Honoring a National Treasure
 Aseleton Park | 135 South Street
7. **PEACE CORPS MEMORIAL**
 Engaging the Next Generation
 Aseleton Park | Ocean Street
8. **CAPE COD MARITIME MUSEUM**
 Kennedy Family Maritime Heritage
 Aseleton Park | Ocean Street
9. **HYANNIS HARBOR**
 The Kennedy's Sailing Tradition
 Bismore Park | 180 Ocean Street
10. **JFK MEMORIAL**
 Honoring President Kennedy's Legacy
 Veteran's Beach | 670 Ocean Street

Walking time
 between Sites
 9 & 10 is approx
 15-25 min



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