January 2021

A Letter from the Town Manager

Welcome to our community and thank you for investing in the Town of Shrewsbury!

Shrewsbury is a proud New England town dedicated to fostering a vibrant, economically competitive, and safe community for all to thrive. The Town staff works hard to promote economic development through a full range of municipal services. In recent years, the Town has seen consistent growth in both our residential and business/commercial sectors. In the last three years alone, the Town has supported and facilitated over $120,818,900 in new commercial and industrial development. Shrewsbury also boasts a highly educated and diverse population eager to support your business. With top ranked schools, robust public services, and a strong sense of community, Shrewsbury is excited to welcome you and your business.

We recognize that the municipal process can sometimes seem complex and overwhelming, especially if it is your first venture in opening a business or if you are trying to navigate the process of permitting and licensing on your own. The goal of this guide is to provide an easy-to-use resource that enables business owners to better understand the existing municipal processes in Shrewsbury. You will find three sections in this guide which outline various steps and processes you may need to complete: Finding a Location, Establishing and Opening your Business, and Staying Open. Please note that this guide is meant to be an overview, and specific businesses or projects may need other approvals, permits, etc.

Businesses like yours play an important role in our Town by providing quality jobs, powering our economy, and creating a diverse community. Thank you for choosing Shrewsbury. We are here to help!

Sincerely,

Kevin J. Mizikar
Town Manager
How to Use This Guide

This document explains the various steps involved in starting a business in the Town of Shrewsbury. It provides a general overview of the process and regulatory requirements at the town level. Please read this entire brochure to better understand the different local regulatory requirements for opening a new business.

1. Finding a Location:
   Resources for finding and selecting a location that fits your business.

2. Establishing and Opening a Business:
   Licenses and permits your business type may need to operate in Shrewsbury.

3. Staying Open:
   Learn what steps you need to take to make sure your business can succeed long term.
Finding a Location

1. Learn About Shrewsbury

Shrewsbury is excited to welcome your business. The Town offers a full range of traditional municipal services including public safety, human services, community development, and education, all of which are underpinned with excellent financial and administrative support.

Shrewsbury also benefits from its proximity to major transportation corridors which facilitate economic growth. As part of the 495/MetroWest Partnership, Shrewsbury has worked to foster a strong presence of invulnerable sectors like tech and biomedical, a highly educated workforce, low unemployment, and steady wages. Out of many towns in the region, Shrewsbury has long maintained one of the lowest property tax rates. Within 45 minutes of Boston and adjacent to Worcester, Shrewsbury also benefits from connections to a larger workforce and countless economic and cultural resources. With all these benefits and more, Shrewsbury is ready to help your new business thrive!

To find out more facts about Shrewsbury, visit the Census Bureau at: www.shrewsburyma.gov/census

THE PEOPLE

- Total Population (2019): 38,526
- Population Growth in past 10 years: 8.3%
- Median Age: 41.6
- People 25+ with a bachelor’s degree or higher: 58%

THE HOUSEHOLDS

- Median Household Income (2018): $105,959
- Median Price for Owner Occupied Homes (2018): $398,000
- Median Rental Price (2018): $1,340/mo

THE COMMUNITY

Shrewsbury has 2 public Middle Schools and 1 public High School, including a handful of private schools. It has multiple commercial districts, including along Route 9 and Route 20, and a new Town Center Zoning District which fosters a robust community center. Shrewsbury boasts more than 20 parks and open spaces, including Lake Quinsigamond which is recognized as one of the best rowing courses in the world.
2. **Learn About Available Properties**

The Town maintains a list of vacant and available properties on the Planning and Economic Development Department webpage. Property owner information, assessed values, tax information, and potential property liens can be accessed through the Town’s Assessing Department.

3. **Consider Zoning**

Certain building uses are restricted in some areas of the Town as set by the Shrewsbury Zoning Bylaws. The Zoning Bylaws regulate what uses of specific properties are considered “by right,” meaning there is no need to apply for a special permit or variance. Contact the Planning and Economic Development Department to determine whether your intended use fits with the Zoning Bylaws and to determine if your project requires special permits, site plan approvals, and/or subdivision approval.

Take a look below at the zoning districts where your business may be able to locate. For a further breakdown of the Town’s zoning districts check here: [www.mapsonline.net/shrewsburyma/](http://www.mapsonline.net/shrewsburyma/)

**CONTACT:**

**Building Inspector**
508-841-8512
[WWW.SHREWSBURYMA.GOV/BUILDING](http://WWW.SHREWSBURYMA.GOV/BUILDING)

**Planning and Economic Development Department**
508-841-8512
[WWW.SHREWSBURYMA.GOV/PLANNING](http://WWW.SHREWSBURYMA.GOV/PLANNING)
Establishing and Opening
A Business

Once you find the right spot for your business, you’ll need to work with the Town to apply for the necessary licenses and permits. Business owners should also consult an accountant, banker, lawyer, and insurance agent for financial, legal, or other professional advice before embarking with the Town.

1. Obtain a Business Certificate

To establish your business in Shrewsbury you need to obtain a business certificate from the Town Clerk’s Office. You may also need to work with other departments in order to receive this certificate.

TOWN CLERK
100 MAPLE AVENUE, SHREWSBURY, MA 01545
PHONE: 508-841-8507
WWW.SHREWSBURYMA.GOV/BUSINESS-CERTIFICATE

2. Check for Permits and Licenses

Regardless of where in the Town you ultimately locate, certain business types need to obtain additional permits or licenses to operate. The following table displays many common permits and licenses and their corresponding Town Departments.

FIND COMMON PERMITS AND LICENSES IN THE TABLE BELOW:
THIS IS NOT AN EXHAUSTIVE LIST OF PERMITS AND LICENSES, CHECK WITH SPECIFIC DEPARTMENTS TO DETERMINE WHAT YOUR BUSINESS WILL NEED.
<table>
<thead>
<tr>
<th>My Business Will...</th>
<th>Permit or License Needed</th>
<th>Contact for More Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operate in Shrewsbury</td>
<td>Business Certificate</td>
<td>Town Clerk’s Office 100 Maple Avenue Shrewsbury, MA 01545 508-841-8507 <a href="http://www.shrewsburyma.gov/Clerk">www.shrewsburyma.gov/Clerk</a></td>
</tr>
<tr>
<td>Handle, serve, or sell food to patrons (restaurants, mobile food, temporary food, temporary food, catering, retail food, farmer’s market, etc)</td>
<td>Food Service, Catering, Mobile Food, or Retail Food License</td>
<td>Board of Health 100 Maple Avenue Shrewsbury, MA 01545 508-841-8384 <a href="http://www.shrewsburyma.gov/Health">www.shrewsburyma.gov/Health</a></td>
</tr>
<tr>
<td>Sell tobacco products</td>
<td>Tobacco Sales Permit</td>
<td></td>
</tr>
<tr>
<td>Operate overnight accommodations (motels, hotels, mobile home parks)</td>
<td>Inn holder license</td>
<td></td>
</tr>
<tr>
<td>Provide tattoo or other body art services</td>
<td>Body Art Facility/Practitioner</td>
<td></td>
</tr>
<tr>
<td>Serve alcohol or liquor to be consumed on premises</td>
<td>Alcoholic Beverages License</td>
<td></td>
</tr>
<tr>
<td>Sell and serve food and non-alcoholic beverages</td>
<td>Common Victualler License</td>
<td></td>
</tr>
<tr>
<td>Sell alcoholic beverages not to be consumed on premises</td>
<td>Package Goods</td>
<td>Board of Selectmen 100 Maple Avenue Shrewsbury, MA 01545 508-841-8504 <a href="http://www.shrewsburyma.gov/Selectmen">www.shrewsburyma.gov/Selectmen</a></td>
</tr>
<tr>
<td>Provide automatic amusement machines, automatic music machines, dancing, comedy, live music, and other performances</td>
<td>Entertainment/Amusement License</td>
<td></td>
</tr>
<tr>
<td>Drive taxis/livery</td>
<td>Livery License</td>
<td></td>
</tr>
<tr>
<td>Sell new or used cars</td>
<td>Class I or Class II</td>
<td></td>
</tr>
<tr>
<td>Service vehicles</td>
<td>Garage License</td>
<td></td>
</tr>
<tr>
<td>Own a dumpster 6 yards wide or larger</td>
<td>Rubbish Container Permit</td>
<td></td>
</tr>
<tr>
<td>Keep, store, manufacture, or sell combustible materials, such as gas stations, biotech research, etc.</td>
<td>Flammable Gasses &amp; Solids or Flammable &amp; Combustible Liquids Permits</td>
<td>Fire Department 11 Church Road Shrewsbury, MA 01545 508-841-8522 <a href="http://www.shrewsburyma.gov/Fire">www.shrewsburyma.gov/Fire</a></td>
</tr>
</tbody>
</table>

[Other departmental approvals may be required]

[May need an aboveground or underground storage tank depending on capacity]
3. Obtain a **Building Permit**

A building permit certifies that you are in compliance with the State Building Code and the Town’s Zoning Bylaws. Building permits are issued for new commercial buildings, alterations to commercial structures, fences, and signs, among other things.

**BUILDING INSPECTOR’S OFFICE**

100 MAPLE AVENUE  
SHREWSBURY, MA 01545  
508-841-8512  
WWW.SHREWSBURYMA.GOV/PERMIT-INSTRUCTIONS

4. Install a **Sign**

Signs are an important way for people to know about your business. The Town has sign regulations and requires the acquisition of a sign permit in order to comply with town codes and safety regulations.

**CHECK OUT THE SIGN REQUIREMENTS FOR YOUR ZONING DISTRICT IN THE TOWN BYLAWS:**  
WWW.SHREWSBURYMA.GOV/BYLAWS

5. Obtain Other Appropriate **Permits**

If modifying your space, make sure to get all appropriate permits for construction. The following table can help you navigate these permits and the associated Town Departments.

**[CHECK THE TABLE BELOW. THIS TABLE IS NOT AN EXHAUSTIVE LIST SO PLEASE DOUBLE CHECK WITH SPECIFIC DEPARTMENTS REGARDING THEIR PERMITTING REQUIREMENTS.]**
<table>
<thead>
<tr>
<th>My business will need...</th>
<th>Permit Needed</th>
<th>For More Information Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>To construct, alter, repair, or demolish a structure</td>
<td>Building Permit</td>
<td></td>
</tr>
<tr>
<td>To certify that a structure is constructed or altered in accordance with the State</td>
<td>Certificate of Occupancy</td>
<td>Building Inspector’s Office</td>
</tr>
<tr>
<td>Building Code and the Town’s Bylaws.</td>
<td></td>
<td>100 Maple Avenue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shrewsbury, MA 01545</td>
</tr>
<tr>
<td></td>
<td></td>
<td>508-841-8414</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[<a href="http://www.shrewsburyma.gov/Building">www.shrewsburyma.gov/Building</a>]</td>
</tr>
<tr>
<td>To install, modify, or repair any signs or banners</td>
<td>Sign Permit</td>
<td></td>
</tr>
<tr>
<td>To work on items related to gas, plumbing, wiring, or HVAC</td>
<td>Gas Fitting, Plumbing, Town Electrical, or Mechanical Permits</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To do construction that requires connection for water or sewer</td>
<td>Water and Sewer Permits</td>
<td>Department of Public Works</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100 Maple Avenue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shrewsbury, MA 01545</td>
</tr>
<tr>
<td></td>
<td></td>
<td>508-841-8497</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[<a href="http://www.shrewsburyma.gov/DPW">www.shrewsburyma.gov/DPW</a>]</td>
</tr>
<tr>
<td>To abandon or decommission an on-site disposal system</td>
<td>Water and Sewer Permits</td>
<td>[Must also reach out to Board of Health for Disposal System Construction Permit]</td>
</tr>
<tr>
<td>To excavate on a public street, or when creating a new driveway opening</td>
<td>Highway Permit</td>
<td></td>
</tr>
<tr>
<td>To install electric, cable, solar, or internet</td>
<td>SELCO Services</td>
<td>Shrewsbury Electric and Cable Operations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>508-841-8500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[<a href="http://www.shrewsburyma.gov/SELCO">www.shrewsburyma.gov/SELCO</a>]</td>
</tr>
<tr>
<td>To install or modify a fire protection device including a sprinkler system, fire alarm</td>
<td>Fire Protection System &amp; Other</td>
<td>Fire Department</td>
</tr>
<tr>
<td>system, etc.</td>
<td></td>
<td>11 Church Road</td>
</tr>
<tr>
<td></td>
<td>[Building Permit is also required through the</td>
<td>Shrewsbury, MA 01545</td>
</tr>
<tr>
<td></td>
<td>Building Inspector’s Office]</td>
<td>508-841-8522</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[<a href="http://www.shrewsburyma.gov/Fire">www.shrewsburyma.gov/Fire</a>]</td>
</tr>
</tbody>
</table>
Remaining Open

Your relationship with the Town will continue after you are officially open for business. The State and other organizations have grants available to support local business. You will also continue to need permits for renewal purposes or future business improvements.

1. Renew Permits and Licenses

Some permits and licenses require annual renewals. Make sure you know which ones require renewal and keep them up to date. Physical improvements to your business may also need certificates of inspection.

2. Know Who Can Help

- **Planning and Economic Development Department**
  Phone: (508) 841-8512
  [www.shrewsburyma.gov/planning](http://www.shrewsburyma.gov/planning)

- **US Small Business Administration (SBA) Boston District Office**
  Phone: (617) 565-5590
  [www.sba.gov](http://www.sba.gov)

- **Center for Women and Enterprise**
  Phone: (617) 536-0700
  [www.cweonline.org](http://www.cweonline.org)

- **Central Massachusetts Regional Planning Commission**
  Phone: (508) 756-7717
  [www.cmrpc.org](http://www.cmrpc.org)

- **Worcester Business Development Corporation**
  Phone: (508) 755-5734
  [www.theWBDC.com](http://www.theWBDC.com)

- **Massachusetts Growth Capital Corporation**
  Phone: (617) 523-6262
  [www.empoweringsmallbusiness.org](http://www.empoweringsmallbusiness.org)

- **MassDevelopment**
  Phone: (800) 445-8030
  [www.massdevelopment.com](http://www.massdevelopment.com)