

Housing & Economic Development Work Group



The Housing and Economic Development Work Group is charged with generating planning goals and objectives for housing and economic development elements. The Work Group has held fifteen meetings since July of 2003. As a result of these meetings, the group recommended the draft housing goals below and is in the process of reviewing and discussing goals that "need work" as well as all of its objectives, which have not received "consensus approval" from the work group to date. These goals, draft goals, and potential objectives were available for public comment at the July 21, 2004 Milestone Meeting. The following lists public feedback on the goals, draft goals, and potential objectives. There are also four general comments for the Housing & Economic Development Work Group.

#	II. Draft Economic Development Goals & Objectives	7-21-04 Feedback Update
	Alternative A: Draft Economic Development Goals	
	Goal 1: Expand the economic base by attracting and incubating new business and industry.	
	Goal 2: Create a range of employment opportunities by expanding and diversifying types of businesses and industries.	
	Goal 3: Stabilize the current economic base by retaining business and industry.	
	Alternative B: Draft Economic Development Goals	
	Goal 1: To create a robust economy that retains, attracts, expands and incubates business and industry.	
	Goal 2: To create a range of quality employment opportunities.	
	Goal 3: Build on the strengths of Dane County.	

	Economic Development Objectives	
a.	Objective: Designate an adequate number of sites for locating business and industry.	(1) "This objective would be better with the addition of an adjective: 'Designate an adequate number of <u>appropriate</u> sites for locating business and industry.' (2) "I favor identifying sites in Dane County that are most suitable for business and industry. These sites should have adequate public services and transportation..."
b.	Objective: Identify, maintain and enhance factors that keep and attract investment in Dane County.	"Please incorporate in plan to identify, maintain and enhance factors that keep and attract investment in Dane County. This only makes perfect sense and it's clearly worded."
c.	Objective: Identify, maintain and enhance quality of life factors such as arts, culture, the environment and other amenities that keep and attract talent to Dane County.	
d.	Objective: Encourage regional collaboration between communities.	" should be incorporated in the plan encouraging regional collaboration. I'm not sure that all cities in the region are collaborating with their neighboring townships and villages, so I'm inclined to say <u>encourage collaboration</u> as well as <u>increasing the limited collaboration that happens between areas.</u>"
e.	Objective: Assist communities in planning and developing commercial and industrial areas that are well designed and properly located.	
f.	Objective: Encourage increased regional collaboration of business incentives.	
g.	Objective: Target business incentives to small locally-owned businesses while emphasizing quality employment over quantity.	" should be incorporated in the plan encouraging regional collaboration. I'm not sure that all cities in the region are collaborating with their neighboring townships and villages, so I'm inclined to say <u>encourage collaboration</u> as well as <u>increasing the limited collaboration that happens between areas.</u>"

<p>h.</p>	<p>Objective: Direct new business and industry to areas that have adequate public services, including public transportation.</p>	<p>(1) "Great idea." (2) "I support this objective." (3) "Yes." (4) "I favor identifying sites in Dane County that are most suitable for business and industry. These sites should have adequate public services and transportation..."</p>
<p>i.</p>	<p>Objective: Encourage businesses to locate in activity center nodes or along transit corridors. (Comment: In order to maximize the efficiency of existing and future transportation systems and ensure that jobs are accessible to workers.)</p>	<p>(1) "Yes -- we need to use our existing transportation routes instead of creating new ones." (2) "I favor identifying sites in Dane County that are most suitable for business and industry. These sites should have adequate public services and transportation..."</p>
<p>j.</p>	<p>Objective: Support efforts to incorporate and educate non-English speaking employees and employers.</p>	<p>"Please incorporate this into the plan."</p>
<p>k.</p>	<p>Objective: Support and encourage incubators and entrepreneurship in collaboration with local, state, and federal efforts.</p>	
<p>m.</p>	<p>Objective: Promote the arts, culture, and tourism as a means to foster job creation and economic development.</p>	
<p>n.</p>	<p>Objective: Support efforts to market the county as an attractive place to live, work, and play.</p>	
<p>o.</p>	<p>Objective: Support networks to foster the collaboration of private and public economic development stakeholders.</p>	
<p>p.</p>	<p>Objective: Promote agricultural economic development to keep farming viable and help farmers to improve their profitability.</p>	<p>(1) "Promote agricultural economic development to keep <u>Dane County as a leader in the Agricultural Industry.</u>" (2) "Please incorporate this into the plan."</p>

General Comments for HED:

(a)"I'm disappointed in the lack of progress in this work group - can't you agree on any objectives? Ms. Bruskevitz's explanation that you are waiting for public input - is not compelling. It seems that there is not a serious commitment to getting something done."

(b)"How are they tied to and working with private non-profits working on low-income and affordable housin? How does this relate to inclusionary zoning? It must be included, spoken to."

(c)"Dane County must come up with affordable homes for young-first time buyers. Both - rural and urban. Not all people want apartments. Maybe we can offer long-term tax incentive to developers to participate, mainly on cost of lots."

(d)"Considering the housin element the current county zoning actually discourages smart land use, affordable housing. Clust development is discourage and current market prices create rural mansion development. Transfer of Development Rights makes a lot of sense or even allowing more clust development."