

**Housing & Economic Development Work Group
Step 3 Reference Materials:
Economic Development Related Policy & Performance
Statements from Existing Countywide Plans**

Dane County 2004 to 2008 Consolidated Plan for Housing & Community Development (“Priority Needs” on p. 66):

- “Provide assistance to rehabilitate downtown commercial facades.”
- “Provide assistance for small businesses.”
- “Provide assistance for commercial revitalization, mainly larger businesses.”
- “Provide assistance to agricultural-related businesses.”

Dane County Land Use & Transportation Plan: Vision 2020(Adopted June 26, 1997):

Economic Development Policy Statements:

- “Assist outlying urban service areas in promoting job creation and economic development that will enable them to move toward diverse employment and community balance.” (p. 25)
- “Encourage the expansion of existing businesses and the development of new businesses in Dane county that increase employment and improve income without adversely affecting local communities.” (p. 28)
- “Aid local development organizations to retain and expand existing businesses and to attract desirable new businesses.” (p. 28)
- “Assist communities in planning and development of commercial and industrial areas that are well designed and properly located.” (p. 28)
- “Encourage employers to recognize the needs of employees, such as day care facilities and transportation, and the needs of older workers and persons with disabilities.” (p. 28)
- “Provide the necessary public infrastructure to enable businesses to operate successfully. Incentives should be directed to business expansion that benefits the local and regional economy.” (p. 28)
- “Promote the development of desirable, attractive, compact, and convenient shopping and commercial areas that are an economic and aesthetic asset to the region.” (p. 34)
- “Encourage all communities within the central urban area to adopt standards that minimize the adverse impacts of commercial development such as traffic congestion, incompatible land uses and poor pedestrian circulation.” (p. 34)
- “Discourage commercial strip development by encouraging new commercial development on arterial roadways to cluster into districts.” (p. 34)
- “Encourage planned mixed uses within commercial areas in order to promote more efficient use of the land.” (p. 34)

- “Continue efforts to improve transit service to all shopping and commercial areas.” (p. 34)
- “Support local community efforts to encourage new desirable industries.” (p. 34)
- “Assist in the development of industrial parks for both the expansion of existing industries and to attract new industries; to assure that sites are compatible with adjacent and surrounding land uses.” (p. 34)
- “Encourage the preparation of feasibility and impact studies for major industrial development proposals indicating positive economic effects and potential negative impacts.” (p. 34)
- “Encourage the expansion of industrial, governmental, and educational areas to be consistent with adopted regional and local plans.” (p. 34)
- “Urge local units to develop detailed plans of emerging major activity centers to guide public services and facilities and to serve as an overall guide to the private developments which are anticipated.” (p. 34)
- “In keeping with recommendations of the Isthmus 2020 Committee, it is recommended that employment in the expanded Isthmus area be increased by 14,000 employees between 1990 and the year 2020.” (p. 34)
- “Recognize downtown Madison as the region’s major activity center (generally Blair Street to Park Street), and encourage greater diversity and vitality in the continuing development of the downtown area.” (p. 35)
- “Enhance the economic viability of retaining land in agricultural open space uses through creativity and flexibility in regulations and incentives.” (p. 36)
- “Limit non-agricultural employment growth in rural areas to 1% of all new jobs expected in Dane County between 1990 and 2020.” (p. 38)
- “Develop appropriately-located, neighborhood-scale commercial development within or at the edges of residential neighborhoods to provide neighborhood focal points and locations where convenience goods and services may be obtained within a short distance of most residents’ homes.” (p. 30)

General Development Policy Statements:

- “Promote the redevelopment of underutilized or unused parcels within urban service areas to reduce the pace of expansion into undeveloped open space or agricultural lands.” (p. 25)
- “Locate new urban development in communities where a full range of urban services are provided and at locations within the community where these services can be provided most efficiently.” (p. 27)
- “Identify and preserve in agricultural or other open space uses those lands which can provide a permanent visual and physical separation between urban communities.” (p. 27)
- “Designate as Urban Transitional Areas lands at the fringes of urban areas planned for eventual urban development with a full range of urban services. Premature development, or development with less than a full

- range of urban services, should be restricted to allow for development at urban densities with full services at the appropriate time.” (p. 27)
- “Develop compact urban communities by seeking opportunities to develop or redevelop vacant or underutilized properties within the community before converting undeveloped land at the edges of the community to urban uses.” (p. 27)
 - “Within urban areas, locate community-scale development along major transportation corridors which are, or will be, served by transit. Within these corridors, concentrate the largest and most intensive developments primarily at transit stops and other intermodal transportation transfer points.” (p. 27)
 - “Promote new development which complements and reinforces existing neighborhoods and development, rather than having an undesirable impact on existing neighborhoods and existing urban facilities and services.” (p. 30)
 - “Designate as Rural Development Areas lands away from Agricultural Preservation Areas and beyond Urban Transitional Areas. Rural Development Areas would be planned for eventual residential development on private well and septic systems.” (p. 36)
 - “Develop rural development design and siting guidelines and regulations to (a) minimize the impact of rural development on agricultural operations, (b) preserve scenic views and community separation areas, and (c) facilitate access and provision of public services.” (p. 36)
 - “Promote maximum lot sizes in Agricultural Preservation Areas to reduce the number of acres of farmland converted to non-agricultural use.” (p. 37)

Design Dane (1997):

- “Create farm priority zones to encourage farmers to continue farming.” (p. 5) ‘Zones should be large enough to protect substantial tracts of agricultural land to secure farmland.’
- “Develop a farm marketing program to promote Dane County agriculture and help farmers improve their profitability.” (p. 7)
- “Identify new markets for agriculture generally, including biotechnology, value-added processing and Community Supported Agriculture (CSA) opportunities.” (p. 7)
- “Develop cooperative marketing approaches to coordinate product delivery and provide other services.” (p. 7)
- “Assist farmers to enter agricultural or conservation easement programs...” (p. 7)
- “The County should create the \$1 million ‘Partners for Dane Fund’ to invest in sensible growth.” (p.12) A low-interest revolving loan fund to help cities and villages take advantage of redevelopment opportunities. (Eligible projects could include redevelopment of obsolete facilities, brown fields restoration, downtown or neighborhood revitalization projects and developments with a mix of housing and transportation options.)

- “Work with local communities to pursue community block grant monies and other funds to promote sensible, efficient growth.” (p. 14)
- “Offer planning, grant and other technical assistance to cities and villages to facilitate sensible growth.” (p. 14)
- “Work with the Economic Summit Council to develop guiding principles for our county’s economic development...this effort will seek to coordinate the actions of municipalities, county government and businesses, and educational institutions to the extent possible.” (p. 22)
- “Provide county staff assistance and financial support for employers who wish to hire low income persons and assist them in funding convenient and efficient transportation to work sites.” (p. 24)
- “Use the county’s economic and housing development resources (e.g. BUILD, CDBG, & HOME) to promote sensible growth.” (p. 25)
- “Assist local communities with doing a fiscal and/or consistency analysis when requested.” (p. 27)
- “Work with local communities to adopt a ‘Community Impact Planning Approach’ – a new broader-based approach to local planning.” (pp.28-29)
This approach could involve developing standards for assessing existing conditions and projected growth phasing scenarios, a fiscal assessment, ensure consistency, a method for natural resource protection, and a process for public participation.
- “Offer incentives to local communities to use the community impact planning approach and streamline the decision-making process on local matters.” (p. 29)
- “Encourage and offer assistance to cities, villages and towns to develop annexation policies that promote sensible growth.” (p. 31)
- “Consider a countywide impact fee ordinance – assist towns, cities, and villages to utilize impact fees.” (p. 33) (Note: The law does not allow the county to use impact fees to the same extent as cities, villages or towns.)
- “Promote multi-county planning discussions to address growth issues beyond Dane County’s borders.” (p. 34)

Farms & Neighborhoods (2000):

- “Establish a Dane County Agricultural Enterprise Development Center.” (e.g. a partnership to enhance economically profitable farms and agricultural businesses.) (p. 13)
- “Establish a ‘Buy Dane County’ farm products campaign.” (p. 14)
- “Create an electronic web site to market Dane County products over the web.” (p. 14)
- ‘Establish guidelines and criteria for local transfer of development (TDR) programs.’ (p. 22)
- “Expand BUILD: engaging builders and neighbors in planning great neighborhoods.” (p. 27)

- ‘Dane county should partner with local communities to facilitate a spectrum of redevelopment activities, from visioning to actual infill and redevelopment.’ (p. 27)
- “Develop an educational campaign and development approval process to demonstrate the community benefits of high quality compact development.” (p. 28)
- ‘To overcome the hurdles to infill development and obstacles to green development, the county should work with builders, realtors, and developers to identify potential sites, create linkages with potential investors, assist with rezones, promote traditional developments, compact development and green building.’ (p. 28)