

Chapter 6: ECONOMIC DEVELOPMENT

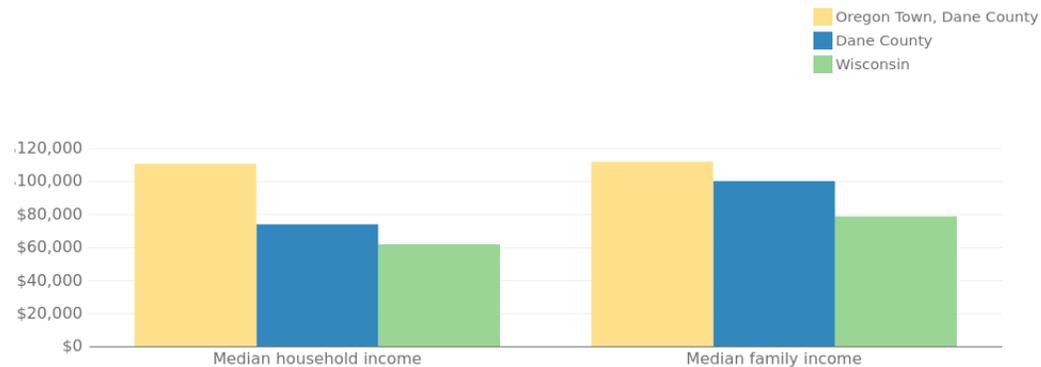
Economic Base

Median Income: In 2019, Town of Oregon households had a median income of \$110,592, 65% higher than the \$66,847 median for Dane County as a whole.

Chart 6-1

Median Income for Households and Families

2015-2019 5-Year Estimate



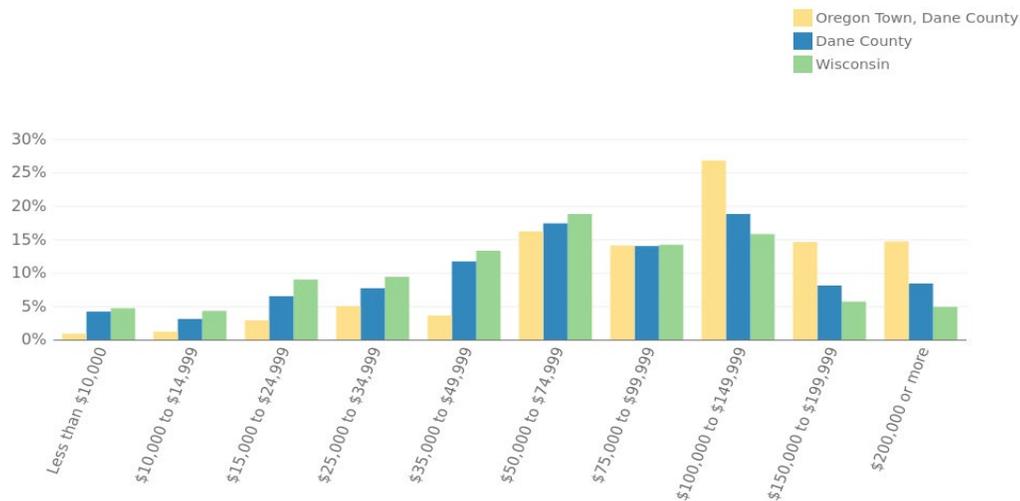
Data source: 2015-2019 American Community Survey 5-Year Estimates - DP03
Image produced by [GetFacts.wisc.edu](https://getfacts.wisc.edu/), a product of [the Applied Population Lab](https://www.appliedpoplab.com/)

Income Distribution: Fifty-seven percent of Town of Oregon households reported incomes of \$100,000 or more in the 2019 American Community Survey. Compared with Dane County as a whole, the Town of Oregon has a greater proportion of households earning \$100,000 or more, and a considerably smaller proportion of households earning less than \$50,000.

Chart 6-2

Household Income Distribution

2015-2019 5-Year Estimate



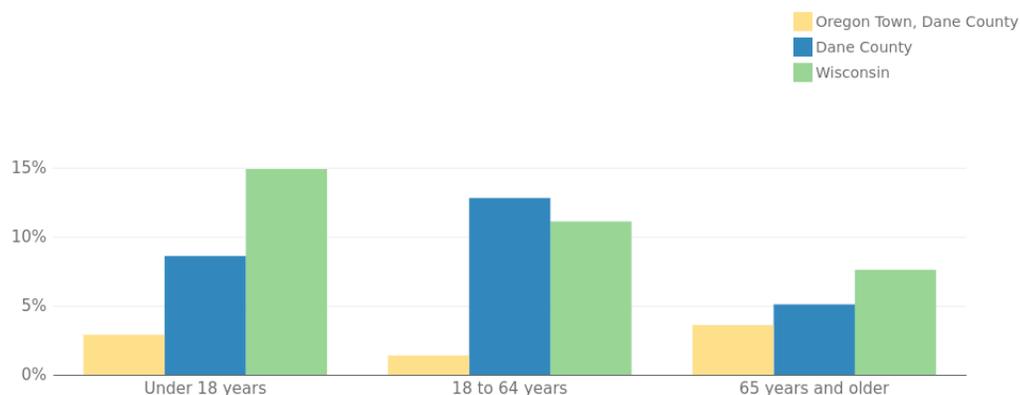
Data source: 2015-2019 American Community Survey 5-Year Estimates - DP03
Image produced by GetFacts.wisc.edu, a product of the Applied Population Lab

Poverty: According to the American Community Survey five-year averages, less than 5% of the residents of the Town of Oregon, across all age groups, had incomes below the federal poverty standard between 2015 and 2019. In comparison, Dane County had poverty rates of between 7% and 12% over the same period.

Chart 6-3

Poverty Rates by Age

2015-2019 5-Year Estimate



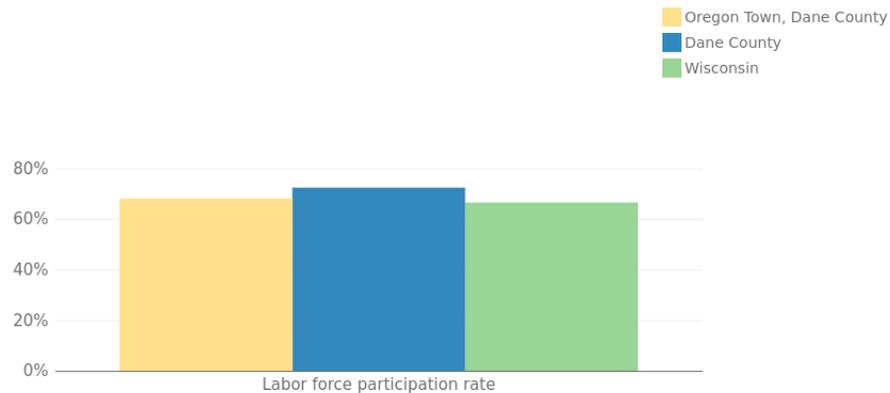
Data source: 2015-2019 American Community Survey 5-Year Estimates - DP03
Image produced by GetFacts.wisc.edu, a product of the Applied Population Lab

Labor Force: Approximately 70% of the town’s population aged 16 or over participated in the labor force, slightly less than participation rate for Dane County as a whole, but comparable with that of the State of Wisconsin.

Chart 6-4

Labor Force Participation Rate (for Population 16 Years and Over)

2015-2019 5-Year Estimate



Data source: 2015-2019 American Community Survey 5-Year Estimates - DP03
 Image produced by GetFacts.wisc.edu, a product of [the Applied Population Lab](http://theappliedpopulationlab.com)

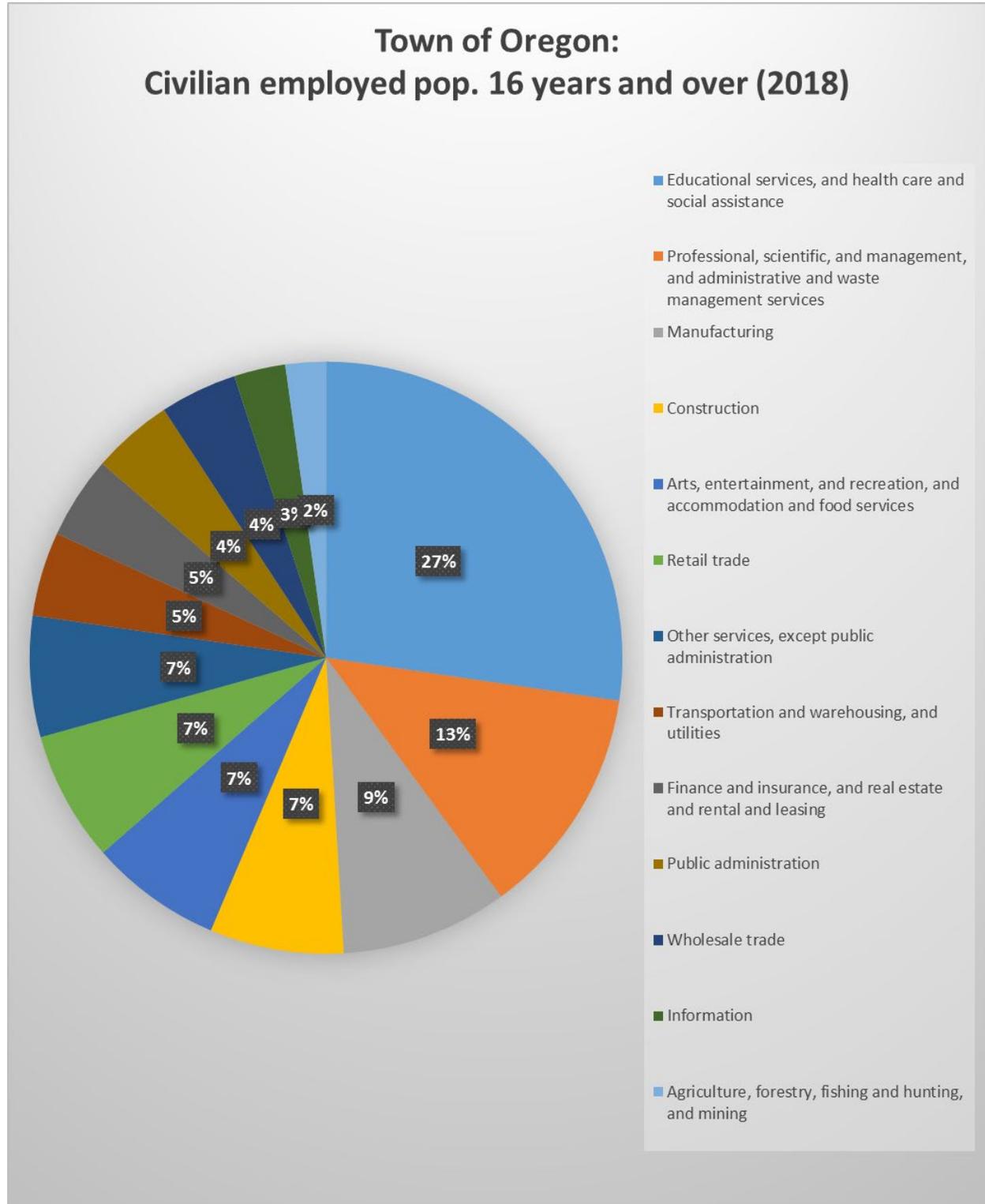
Major Industries and Occupations: In 2018, 77% of the town’s labor force worked in education, healthcare, social assistance, professional, manufacturing, construction, arts, entertainment or food service. Most residents commuted outside the Town of Oregon for employment. Agriculture, forestry and related fields employed approximately 2% of town residents. Occupations by sector mirror distributions for Dane County as a whole.

The 2020 Land Use Inventory identified 16 distinct (based on landowner and land use) commercial, industrial or mineral extraction operations located in the Town of Oregon.

Table 6-1: Commercial Operations

Sand and gravel - quarrying.	6
Landscaping services	4
Mini warehouse storage facilities.	2
Manufacturing Wood Products	1
Masonry, stonework, tile setting and plastering services.	1
Carpentering and wood flooring.	1
Veterinarian services.	1

Chart 6-5

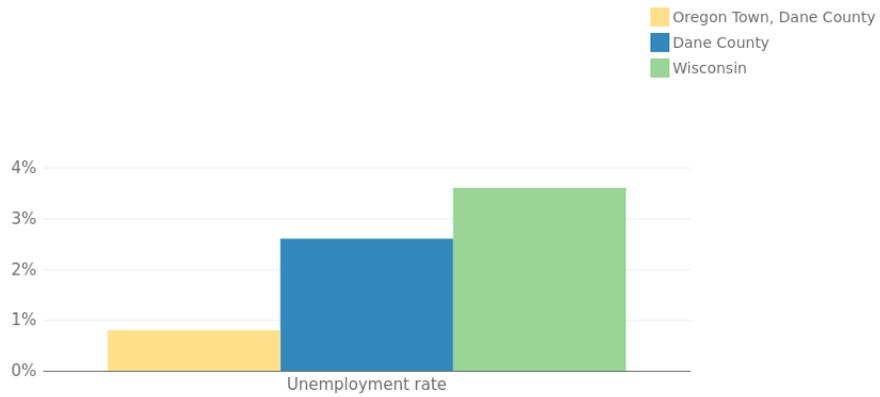


Unemployment: Between 2015 and 2019, the town’s unemployment rate averaged below 1%, considerably lower than Dane County’s overall rate of 2.5% and Wisconsin’s 3.5% rate.

Chart 6-6

Unemployment Rate (for Population 16 Years and Over)

2015-2019 5-Year Estimate



Data source: 2015-2019 American Community Survey 5-Year Estimates - DP03
Image produced by [GetFacts.wisc.edu](https://getfacts.wisc.edu/), a product of  the Applied Population Lab

Environmentally Contaminated Sites

According to the Wisconsin Department of Natural Resources Bureau of Remediation and Redevelopment, there are no active contaminated sites in the Town of Oregon.

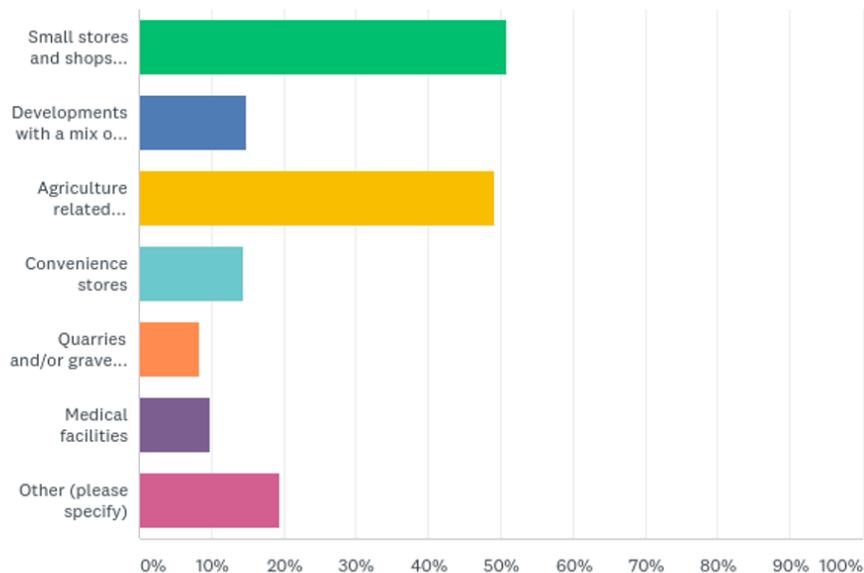
Types of Business Desired by Town

Based on the comprehensive plan survey, a slight majority (50.76%) wanted to see new “small stores and shops serving mostly town residents” in the future. The only other type of commercial development with significant support was “agriculture-related businesses” (49.24%).

Chart 6-7

Q12: Which types of new businesses would you like to see in the Town in the future? You may check more than one answer.

Answered: 262 Skipped: 0



Strengths and Weaknesses for Economic Development

Town of Oregon residents enjoy easy access to the Madison metropolitan area and to the Village of Oregon. Transportation networks provide for relatively short commute times. Because of the rural character of much of the town and the lack of historic town commercial centers, careful planning of new commercial development will be necessary to minimize impacts to surrounding properties.

Applicable Economic Development Programs

Tax Increment Financing (TIF): Recently made available to towns, TIF is a tool for financing local economic development projects. As outlined in Wis. Act 231, town governments may utilize TIF to encourage agricultural, forestry, manufacturing, or tourism projects within their jurisdictions. Details about the specific requirements of the law can be found at: <http://www.dor.state.wi.us/slf/tif.html>.

Dane County Community Development Block Grant Program: This program provides funds for eligible economic development projects such as business counseling, education for small business owners, and loans. (<http://www.co.dane.wi.us/plandev/cdbg/index.htm>)

Community-Based Economic Development Program (CBED): Provides assistance to local governments in the form of grants for incubator projects, economic development plans, and revolving loan programs. Funds are available through a competitive application process on an annual basis. (<http://commerce.wi.gov/CD/CD-bcf-cbed.html>)

Economic Development Goals, Objectives and Policies

Goals:

1. Permit only those commercial uses that are compatible with neighboring uses.
2. Support limited small, home- or farm-based businesses that provide a service to town residents and can supplement town residents' income.
3. Support development of limited retail and service uses that serve town residents in specific locations identified on the Planned Land Use map.
4. Continue to support agriculture and agriculture-related businesses in the town.

Objectives:

1. Make sure new business development does not overburden existing town roads and that traffic is managed to minimize impacts to surrounding properties.
2. Evaluate proposed commercial uses to minimize impacts to existing neighboring uses.
3. Require that all commercial uses have appropriate landscaping and be adequately separated and screened from adjacent uses to help ensure compatibility.
4. Standardize the review process, schedule, and fees for commercial development proposals.

Policies and Programs:

1. Any commercial development must comply with the siting, lot size, scale, screening, noise and odor control, density and operational requirements described in the Land Use Chapter of this plan.
2. Allow for home occupations, limited family businesses and limited farm businesses on non-commercially zoned parcels, provided traffic and other impacts are properly mitigated.
3. Develop policies to support sustainable “green-energy,” biotechnology and organic farming projects, while protecting the environment, natural resources and rural character of the town.
4. Support local, county, state and federal programs to reinvest in agriculture, promote new agricultural products and create added value for farm, forestry and related operations in the town.
5. Support and increase public awareness of alternative agriculture enterprises, such as organic farming, community supported agriculture and farmer's markets.
6. Survey and inventory road conditions and work out conditions with new commercial uses to make sure they pay their fair share of maintenance and repair to town roads caused by

heavy vehicle traffic. If necessary, consider seasonal road postings to limit vehicle weights, particularly in spring.

7. Require regular review of commercial or business operations permitted under conditional use permits, and consider expiration date on conditional use permits and require operators to reapply after a certain length of time.
8. Work with University of Wisconsin Extension, local schools, 4-H and other groups to help interested town residents learn new skills.
9. Continue to work with Dane County, the Capital Area Regional Planning Commission, the Department of Agriculture Trade and Consumer Protection and the University of Wisconsin to monitor the status and economic health of agricultural and other businesses in the town.