

Element 3 - Economic Development Goals, Objectives and Policies

(NOTE: These goals and objectives refer to areas designated as "Highway Commercial" and "Light Industrial/Warehousing" on the Proposed Land Use Maps. Specific land use related policies are defined in the Land Use Element.)

Economic Development Goal 1: Continue to maintain the Town's rural character through the selective location of light industrial or commercial uses that do not conflict with existing agricultural uses.

Objective 1.0:

Attract and retain the types of industrial and commercial uses that meet the priorities of the Town, targeting ~~the 1-39/90/94 interchange area~~areas designated on the Proposed Land Use Map.

Policies:

1.01 Desired Characteristics of Commercial Uses - Proposed commercial or industrial uses must do the following:

1.01.1 Compatibility - Maintain a high degree of compatibility with existing uses.

1.01.2 Sustainability - Maintain a sustainable revenue to cost ratio over the long term.

1.01.3 Mitigation of Potential Negative Impacts - Minimize potential negative impacts on the surrounding community.

1.01.4 Enhancement of Tax Base - Create sufficient tax base.

1.01.5 Enhancement of the Local Economic Base - Diversify and stabilize the local economic base.

1.02 Utility Access ~~for Interchange Area for Businesses~~ - Any proposed larger commercial and light industrial uses should be located in the Town in those areas designated for development in proximity ~~of the I-39/90/94 interchange and connected~~ to public utilities. These uses may include but are not limited to warehousing uses, professional offices, and light manufacturing.

1.03 Compatibility with Existing Uses - Proposed commercial and light industrial uses within the Town ~~in the immediate area of the I-39/90/94 interchange~~ should be located in the Commercial Development Area and designed in a manner that will not adversely impact the value or use potential for commercial uses on adjacent properties.

1.04 Design Standards - Development in this area should be subject to a minimum design standard to help enhance the value of such developments and to help maintain a minimum level of aesthetic coordination. Note: The Village of DeForest ETZ ordinance contains specific development design standards that are required. A development within this ETZ is also subject to any additional standards included in any commercial or developer plat covenants.

1.05 Regional Market Uses - Highway commercial uses targeted for regional traffic such as restaurants, hotel/conference center, and a water park would be permitted if compatibility with the rest of the area can be assured.

1.06 High Traffic Uses - Any proposed uses that have the potential for significant traffic generation should be located in a manner as to minimize the impact on the Town.

1.07 Local Market Uses - Compatible, low impact commercial uses that primarily serve Town residents and the Village of DeForest will be encouraged to locate in area around ~~the I-39/90/94 interchange~~Commercial Development Area as designated on the Proposed Land Use Map.

1.08 Reuse of Inactive Quarries - Limited reuse/rezoning for commercial uses in an inactive quarry facility may be considered if:

1.08.1 Accelerated and Completed Reclamation - The quarry facility in question will be reclaimed to a level and schedule mutually agreed to between the Town and the owner prior to the development of the proposed use.

1.08.2 No Impact to Town Transportation Infrastructure - The proposed use will not 1) damage affected Town roadways, 2) cause excessive maintenance, or 3) require existing Town roads to be redesigned and new improvements constructed due to high traffic or use by heavy vehicles.

1.08.3 Compatibility with Existing Agriculture - The proposed use does not disrupt existing agricultural lands operations.

1.08.4 Compatibility with Existing Residential Uses - The proposed use does not create a conflict with neighboring residential uses (e.g. traffic, noise, dust, light, etc.).

1.08.5 Exhaustion or Non-Feasibility of Other Alternative Uses - The site is an appropriate, safe reuse of a parcel not currently usable in its current state for agriculture or residential use due to its previous use.

1.08.6 Limited Operation of Proposed Commercial Use - The petitioner formally agrees to not expand the proposed business to a degree that goes against the previous criteria (i.e. development agreement)

1.08.7 Presentation of Site Plan for Town Approval - A formal site plan and landscaping plan is prepared by the petitioner to allow for comment and approval by the Town Plan Commission and the Town Board.

1.08.8 Environmental Assessment or Impact Studs - An environmental assessment is prepared by the petitioner to allow for comment and approval by the Town Plan Commission and the Town Board. (A full environmental impact analysis may be required by the Town Board if the Environmental Assessment (EA) does not satisfactorily address all known and potential environmental concerns.)

1.08.9 Cessation of Mineral Extraction Activities - The petitioner waives the right to conduct any further mineral extraction on the site.

1.09 Agricultural Related Commercial Uses - Limited agriculture related commercial uses requiring a rezoning may be considered in other areas of the Town if:

1.09.1 Local Market/Customer Base - The primary market served by such a use is local farmers.

1.09.2 Compatibility with Existing Agriculture - The proposed use does not disrupt existing agricultural lands operations.

1.09.3 Compatibility with Existing Residential Uses - The proposed use does not create a conflict with neighboring residential uses (e.g. traffic, noise, dust, light, etc.).

1.09.4 Exhaustion or Non-Feasibility of Other Alternative Uses - The site is an appropriate, safe reuse of a parcel not currently usable in its current state for agriculture or residential use due to its previous use.

1.09.5 Limited Operation of Proposed Commercial Use - The petitioner formally agrees to not expand the proposed business to a degree that goes against the previous criteria (i.e. through a development agreement)

1.09.6 Agricultural Enterprise Area – The agricultural business is located within a designated agricultural enterprise area.

1.10 Regulatory Standards - The development of the proposed use must follow all applicable Town, county and state ordinances and regulations.

1.11 Marketing for the Area - The Town will continue to work with the Village of DeForest Chamber of Commerce and the Village of DeForest as the primary marketing agencies to promote the development of the lands surrounding the 1- 39/90/94 interchange. [Is there a need to modify?](#)

1.12 Joint Planning of Interchange Commercial District - The Town proposes to work with the Village of DeForest and the Extraterritorial Zoning Committee to define the most appropriate commercial uses for the interchange area through a joint land use planning process and to implement the most appropriate land use controls to protect the integrity of this development area.

1.13 Fiscal/Economic Impact Analysis - Any proposed commercial development that would require a rezoning may be required to complete a fiscal/economic impact analysis on anticipated service costs and revenue generation prior to issuance of a building permit, zoning certificate or other required Town

Board approval. Requirements of this analysis will be provided by the Town of Vienna, and will be standardized for all proposed development.