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PRELIMINARY DRAFT

SEWRPC Community Assistance Planning Report No. __

CITY OF WAUKESHA COMPREHENSIVE PLAN
VOLUME 1: INVENTORY

Section 4

**ECONOMIC DEVELOPMENT
GOALS AND POLICIES**

The City has a rich history of entrepreneurship in its economic development, whereas small, local businesses have fostered the growth of larger companies and jobs.

GOAL 4.1

Maintain the City's position as a top location in southeastern Wisconsin for manufacturing and supporting business services.

Policy 4.1.1

Identify market niche or business clusters where Waukesha's manufacturers can support each other, for example in terms of completing a supply chain or developing a workforce with specialized training and skills.

Policy 4.1.2

Encourage build out and infill in Waukesha's existing business parks, including revisions to the zoning code if necessary to increase lot coverage and reduce the level of underutilized land.

Policy 4.1.3

Ensure that Waukesha retains a supply of land planned and zoned for manufacturing and business park development, including through repositioning of unused properties and vacant buildings.

Policy 4.1.4

Work with agency partners and seek grants or other funds to address brownfield sites, clean and remediate contaminated soils, and market sites for appropriate new uses.

GOAL 4.2

Establish an on-going marketing campaign that promotes Waukesha as a great place to do business.

GOAL 4.3

Promote downtown Waukesha and support business development.

Policy 4.3.1

Re-establish a downtown business improvement district or other method to coordinate private and public improvements, recruitment and retention of businesses.

Policy 4.3.2

Identify and act to realize new business anchors in the downtown, such as a specialty or full-service grocery, a new signature hotel, and a performing arts venue or black box theater.

Policy 4.3.3

Sustain event programming and promotional efforts to bring people downtown.

Policy 4.3.4

Continue to make grants to businesses for façade, sign, and awning improvements.

GOAL 4.4

Encourage formation of place-based business groups for commercial districts, corridors, and nodes that offer mutual support for small businesses and coordinated placemaking efforts.

GOAL 4.5

Collaborate with local educational institutions, business groups, and economic development organizations, including the Waukesha County Economic Development Corporation, Waukesha County Technical College and UW-Extension, to enhance the position of the City as an economic engine and a major employment center in the County.

Policy 4.5.1

Collaborate with Milwaukee 7, the Waukesha County Economic Development Corporation, Waukesha County Technical College, and UW-Extension to conduct a labor market analysis for the City, County, and Region that assesses the existing and anticipated supply and demand for labor as well as employer and employee training needs.

Call Out: Educational attainment is an important economic development consideration as employers require access to qualified workers. A community may recruit employers that are a good match for the skills of the workforce and may consider establishing programs and partnerships to promote the upward mobility of their workforce. Establishing partnerships with other communities and various agencies can also bolster economic development efforts that foster favorable growth and development for the benefit of each individual community and the larger region.

Policy 4.5.2

Promote entrepreneurial programs to encourage residents to become entrepreneurs, provide basic training for business startups, and foster seed capital.

Policy 4.5.3

Support initiatives to increase development of the bioscience manufacturing industry, especially in the area of medical equipment to enhance higher paying jobs.

Call Out: Economic development efforts should promote business growth and the availability of optimum paying jobs because the occupations of members of the workforce affect their ability to afford housing, transportation, and other essentials. Economic development efforts should therefore consider the types of jobs provided by existing businesses alongside the types of jobs potentially provided by new businesses in determining what types of businesses to recruit. Having diversified businesses can help to ensure that the workforces can access jobs that utilize their skills and offer opportunities for advancement.

Policy 4.5.4

Foster industry collaborations and technology transfer.

GOAL 4.6

Advertise the new Land Use Policy Plan to businesses and developers with a goal of encouraging economic development by adding to the livability of the City and enhancing an employer's ability to attract a workforce.

Call Out: The City's land use plan is designed to meet the City's existing and anticipated future needs, accounting for employment levels and business growth, which directly influence the demand for land to meet existing and future land uses. It is important to consider how commercial, industrial, and other employment-supporting land uses are distributed in relation to residential areas to ensure that residents can access employment opportunities and other commercial establishments that meet their needs. It is also important for economic development efforts to correspondingly consider how to accommodate existing, expanding, and new businesses within the City's available land.

Policy 4.6.1

Promote the use of the comprehensive plan update as a guide and tool in advising businesses and developers regarding planning and zoning actions and decisions.

Policy 4.6.2

Promote the production of an adequate supply of new workforce housing of sufficient quantity and density to serve the existing and anticipated workforce within reasonable proximity to new and existing employment centers.

GOAL 4.7

Provide incentives and assistance through City programs for business retention and development and to bridge financial gaps or make land ready for redevelopment

GOAL 4.8

Utilize the City's Tax Increment Financing (TIF) powers to encourage the conservation and renewal of viable urban areas.

Policy 4.8.1

Use TIF in active TIF districts within the City to assist qualifying development projects, especially brownfield and other redevelopment projects.

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