

Discussion outline – Commercial development – what is it and what is your community’s role in attracting it?

**Plan Commissioner Network
Tues, Aug 26, 2008 @ T. Algoma Town Hall, 6-8pm**

Commercial Uses –

- A typical land use category correlated with various zoning districts (such as B-1 – Local Service District, B-2- General Business, B-3 –Community Business, Highway Business Overlay) that describe standards in more detail.
- May be different from Industrial Uses or Light Industrial Uses.
- Categorized by the expected intensity of the commercial activity
- Often segregated from other uses (pros and cons of this approach)

Economic Development Element –

- Should contain analysis and strategies to stabilize, retain and expand the economic base of the community.
- May describe current commercial and industrial areas, as well as the nature of other commercial enterprises and agri-business enterprises.
- Takes into account local service needs (e.g. grocery, restaurants, gas, quick-marts, shopping etc) and opportunities for other businesses to stay, expand or locate in the community. Answers the question “What do we want in our town?”
- 5 components of Economic Development practice

Considerations

- Infrastructure development
- Segregation of uses/ Mixed-uses (commercial/residential/neighborhood etc)
- Design controls/guidelines (overlays, design considerations, vision/statements about desired businesses)
- Downtowns, Town Centers
- Level of involvement in economic development

Strategies

- Pursue businesses or just react (set aside land and wait)
- Make sites attractive (Incentive packages, technology upgrades, sewer/water, amenities)
- Market your community (materials, LOIS, Fox Cities Economic Development Partnership, International Council of Shopping Centers)
- Nurture and support home-occupation and home-based businesses
- Economic development preparedness (e.g. checklists, Community Economic Development Preparedness Index Tool)