

Introduction

According to the Comprehensive Planning Law, the purpose of the Economic Development Element is to promote the stabilization, retention and expansion of the economic base, and quality employment opportunities. To address this element, this chapter includes:

- Highlights of the labor force information from Chapter 3;
- An assessment of strengths and weaknesses with respect to attracting and retaining business and industry;
- An overview of programs that deal with environmentally contaminated sites for commercial or industrial uses; and
- A list of organizations (and contact information) providing economic development programs at the county, regional, state and federal levels.

With respect to the 14 state comprehensive planning goals, those listed below relate specifically to planning for Buchanan's economic development:

- Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
- Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
- Encouragement of coordination and cooperation among nearby units of government.
- Building of community identity by revitalizing main streets and enforcing design standards.
- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
- Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.

Want to Learn More?

For more information about economic development, also see these chapters:

- The Utilities and Community Facilities Chapter discusses water and wastewater issues.
- The Future Land Use Chapter identifies locations for business development and discusses development regulations like zoning and community design.
- The Agricultural, Natural & Cultural Resources Element includes information about the soils and development limitations in the area. This chapter also describes the importance of groundwater considerations in development approvals.

Economic Development Vision

In 2025, Buchanan is suburban residential community offering a variety of shopping, restaurant, and entertainment choices for its many residents. Retail areas situated near STH 441 serve local residents, as well as, residents living in outlying areas of Brown, Calumet, and Winnebago Counties.

In addition to its great variety of commercial uses and residential neighborhoods, a few light industrial businesses have established near STH 55 in Buchanan. These locally owned businesses offer quality employment opportunities and are an important asset to the Town's tax base. Most residents continue to also find a great variety of employment opportunities in nearby communities that are easily accessible via regional highway corridors.

In response to resident expectations, the Town of Buchanan requires connections throughout the sanitary district between its business districts and residential areas. In addition, some mixed business areas have been established in the sanitary district that make it easy for residents living in these areas to walk or bike to nearby restaurants, stores, and entertainment choices.

Overall, economic development in Buchanan is in harmony with the Town's natural environment and residential areas. Agricultural operations are concentrated in the easternmost portion of the community and act as a buffer between the residential neighborhoods to the west and rural farmland areas in Calumet and Brown Counties.

Labor Force and Economic Base

The Community Profile Chapter (Chapter 3) provided a detailed analysis of the local and County economy and labor force. Highlights from that chapter include:

- Local workers are very mobile. Residents take advantage of highway access to commute to nearby employment centers.
- Manufacturing related occupations employed 35.2% of Town residents according to 2000 Census information.
- More than 14% of the Town's residents held educational, health or social services employment according to the 2000 Census.
- A higher percentage of Buchanan residents have earned advanced (Bachelor, Associate, Graduate) degrees than overall
- Commercial and industrial land uses represent a sizeable share of the community from a tax standpoint, but only account for about 2.5% of the overall Town landscape.

To support local economic activity, areas of commercial and industrial development are identified on the *Future Land Use Map* provided in Chapter 10 of this plan.

Current Business Inventory and Business Environment

In order to prevent the plan from becoming quickly outdated, an all-inclusive list of existing businesses is not provided. Rather, businesses are profiled in more general terms.

Historically, commercial and industrial development in Buchanan occurred on scattered sites around the community. However, with the availability of public sewer and water through the Darboy Sanitary District and the opening of STH Highway 441 in the fall of 1994, there has been a change in development trends in the Town. Today, most business uses are concentrated primarily along CTH CE (and Van Roy Road) and CTH KK within close proximity to STH 441. These parcels enjoy visibility and accessibility from the highway. This area is a central shopping area, not only for Town residents, but for residents of nearby communities and outlying rural areas. It also provides entertainment and recreational uses (e.g. health clubs, movie theater, restaurants, etc.).

Some business uses are also situated near STH 55, particularly at the intersection with CTH KK. The area has a mixture of contractor and service businesses that serve the surrounding area and Fox Cities. Future development in this area is contingent upon public infrastructure being provided in the form of sanitary sewers, public water, stormwater facilities and new streets. If infrastructure needs can be met, this area would be a realistic area to accommodate future commercial development.

There is some industrial development in Buchanan as well. Several sites exist near STH 441 and along STH 55.



Businesses around Buchanan.

Smaller businesses, serving local residents are concentrated in Darboy (CTH KK and CTH N), and businesses in Appleton and Kimberly are immediately adjacent to those located in the Town of Buchanan. This creates an interesting situation where adjacent businesses are located in different communities.

Costs and Benefits of Economic Development

The Town of Buchanan has several positive attributes to offer potential businesses:

- A great location that is accessible to the Fox Cities and Green Bay;
- Properties with highway frontage and visibility from the highway;
- An attractive and safe community atmosphere that provides for a high quality of living;
- Quality school districts that serve the area;
- Reasonable tax rates;
- High education attainment compared to surrounding communities; and
- High income averages compared to surrounding communities – suggesting disposable income to support non-essential businesses (e.g. entertainment, restaurants, and specialty shops).
- Extensive Town population growth is projected for Buchanan (refer to Chapter 3). This will ensure that the market base continues to expand over the planning period, which will support additional business growth.

While the Town of Buchanan enjoys advantages, there are several challenges that must be addressed if seeking to attract new businesses and industry. In particular:

- The Fox River Mall is located near to the Town, so many residents can easily drive to it to do shopping.
- Most residents travel outside of the Town to work and find shopping, dining and entertainment choices conveniently located near their place of employment.
- Sewer infrastructure is only available within the sanitary district and its capacity to serve business development is limited.
- Opposition to development from Town residents who perceive business uses as a threat to the Town's rural character and quality of living.

Desired Future Economic Development

Three different planning tools were used to ascertain what type and where business (commercial and /or industrial) development are desired in Buchanan:

1. The visioning exercise completed at the July 11, 2005 Vision and Value Meeting
2. The community survey conducted in the Fall of 2005
3. The cognitive mapping exercise held as part of the Mid-Course Meeting in March 2006

VISIONING EXERCISE

In completing the visioning activity, residents indicated that having a variety of shopping choices, including destination (or unique) retail choices was desired. In addition, having some light industrial development to provide higher paying local employment opportunities, particularly near STH 55 was encouraged. Finally, through this activity, participants indicated that they were also interested in seeing a mixed-use pedestrian district created that includes housing, shopping, restaurants and entertainment uses within a close, walkable proximity.

COMMUNITY SURVEY RESULTS

Two important questions were included in the community survey with respect to economic development. (Refer to the appendix for the complete survey instrument and results). The first question provided a series of different types of commercial and service-related businesses and asked residents if they would encourage or discourage this type of development. The most popular responses people would encourage were:

- 68.1% – Health facilities (doctor, dentist, etc.)
- 60.8% - Restaurants
- 57.4% -Antique, Craft and Specialty Stores

The least encouraged types of commercial and service development identified by respondents were:

- 25.1% - Convenience Stores / Gas Stations
- 37.7% - Shopping Centers

A second question in the community survey provided a series of agricultural and industrial uses in the Town and asked to what extent would residents encourage this type of development. The most popular responses citizens would encourage were:

- 63.4% - Small family farms – niche, organic farms
- 42.3% - Light industry (warehousing, distribution, assembly, etc.)
- 41.9% - Agriculture – related businesses

The least encouraged types of development selected by survey respondents were:

- 5.1% - Mineral extraction (gravel quarries, etc.)
- 10.1% - Large-scale livestock operations
- 15.6% - Heavy industry

Given these results, the Town wants to be sure that new development does not jeopardize the rural quality of life. Therefore, businesses and industries that locate in the Town should:

- Be environmentally responsible and compatible with rural residential development;
- Generate minimal noise;
- Generate traffic that can easily be accommodated by the existing transportation network or proposed improvements; and
- Have generous landscaping to improve façade from the roadway and buffer the development from differing adjacent land uses (e.g. residential uses adjacent to commercial development).

MID-COURSE / MAPPING MEETING

During the Mid-Course/Mapping meeting, held on March 13, 2006 at the Kimberly High School. Town residents and stakeholders were led through a mapping exercise to illustrate their preferred future land use map for Buchanan. Participants were asked to identify areas within the community where they would like to see various types of land uses in the future. Upon completion of the exercise, the maps were collected and used as the foundation for the development of the *Majority Opinion Map* (included in the Future Land Use Chapter). The *Majority Opinion Map* will, in turn, be used to develop the *Future Land Use Map* that will appear in the final draft of the Town of Buchanan Comprehensive Plan.

Economic Development Opportunities

During the planning process, several economic development opportunities were identified. What follows is a few of the primary opportunities. Supporting goals, objectives and policies are provided in Chapter 12, Implementation, to help the Town capitalize on these opportunities.

CAPITALIZE ON HIGHWAY CORRIDORS

The Town already has seen the effect a well traveled highway corridor can have on retail development. Opportunities exist for continued development of vacant parcels and along connecting corridors (e.g. Eisenhower). As such, much of the focus for business growth in Buchanan will be near the STH 441 corridor.

PROMOTE COMMUNITY IDENTITY IN BUSINESS DISTRICTS

To promote Town identity and awareness, signs are found in select locations in the community that denote one is entering the Town of Buchanan. To be even more effective, it is recommended that the Town utilize a consistent sign style and perhaps incorporate a logo (like the logo on the Town Web Site) to help make these signs more noticeable. Other strategies to promote community awareness could include:

- Concentrate some local development around the Town Hall/Darboy or create a local activity new center away from Kaukauna and Appleton that is identified as “Buchanan” (ex. Along CTH CE)
- Require repeated use of certain landscape elements in Buchanan’s commercial areas. By repeating the use of a certain flower, shrub or tree species, Buchanan’s business areas can be easily distinguished from its neighbors.

AGRICULTURE AND ECONOMIC DEVELOPMENT

The Agricultural, Natural and Cultural Resources Chapter of this plan discussed several strategies for sustaining agriculture in the Town over the next 20 years and beyond. In addition to the program / policy initiatives indicated the Town can take other actions to support the local agricultural economy, including:

- Encourage local farmers to utilize area farmers markets as a centralized marketplace to sell produce. This large market serves the entire region and provides a fantastic opportunity to sell directly to the local population.
- Organize educational seminars for farmers about the tools the Town can provide to accommodate development requests (e.g. transfer and purchase of development rights, zoning ordinance tools) and other opportunities they may want to consider in their farming practice (e.g. the sale of farm by-products for energy generation, organic farming opportunities, niche farming opportunities, etc.).
- Ensure that zoning allows for value-added operations on local farms to provide supplemental income without having to divide land.



Welcome to Buchanan is “lost” below others on this large Pylon Sign. Moto Mart sign is also obstructed.



New retail space on Eisenhower.



Commercial property for sale along CTH CE in Buchanan.

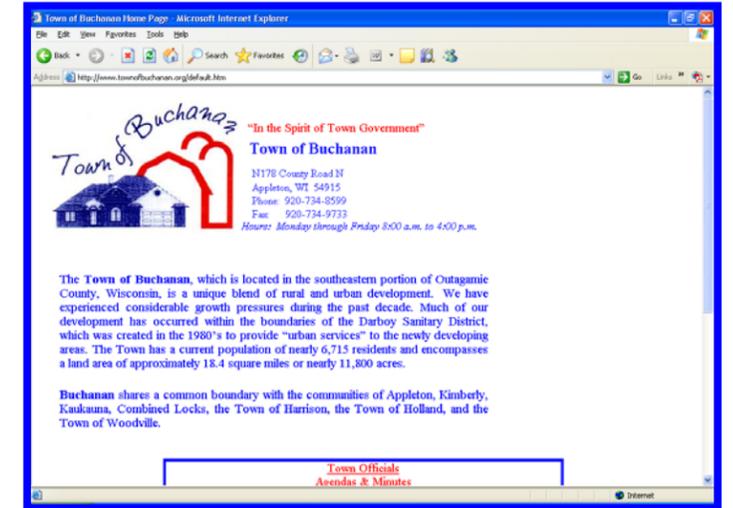
Economic Development Tools & Programs

INDUSTRIAL REVENUE BOND

The Wisconsin Department of Commerce's Industrial Revenue Bond (IRB) Program allows all Wisconsin cities, villages and towns to support industrial development through the sale of tax-exempt bonds. The proceeds from the bond sale are loaned to businesses to finance capital investment projects at, primarily, manufacturing facilities. Even though IRBs are municipal bonds, they are not general obligations of the municipality. The company or business that will use the facilities provides the interest and principal payments on the loan. The local government is in partnership with the business, lending its name, but not its credit, to the bond issue.

TOWN INTERNET MARKETING

The Town of Buchanan should consider enhancing its website to provide schedules of community events, feedback opportunities for local residents, and a business directory. Highlights could include a community calendar listing events and festivals occurring in the Town. It could also emphasize the recreational opportunities available. A business directory would allow citizens easy access to important information about local contractors, restaurants, and recreational facilities.



TOWN CAPITAL IMPROVEMENTS PROGRAM (CIP)

Through a CIP, communities are able to responsibly plan for future improvements. The Town of Buchanan does not currently utilize this tool. As is recommended in the Utilities and Community Facilities Element of this Plan, the Town should seriously consider developing a CIP, which will help the Town plan for improvements that can support local economic development.

OUTAGAMIE COUNTY REVOLVING LOAN PROGRAM & GOCEDC

Outagamie County is currently working with the Wisconsin Department of Commerce to establish a revolving loan fund. The fund, once established, would be administered by the Fox Cities Chamber of Commerce. The fund will be available for low interest business loans. The County is also working to support economic development through the Greater Outagamie County Economic Development Corporation (GOCEDC). This organization has developed a business directory to increase awareness of the opportunities that exist in local communities (www.gocedc.org)

STATE AGENCIES/PROGRAMS

- Wisconsin Department of Commerce – www.commerce.state.wi.us: This department is the state's primary agency for delivery of integrated services to businesses.
- Wisconsin Department of Transportation – www.dot.state.wi.us: The Office of Disadvantaged Business Enterprise Programs encourages firms owned by disadvantaged individuals to participate in all federal and state transportation facility contracts.
- Forward Wisconsin – www.forwardwi.com: Forward Wisconsin markets outside Wisconsin to attract new businesses, jobs, and increase state economic activity.
- Department of Workforce Development – www.dwd.state.wi.us: This department builds and strengthens Wisconsin's workforce by providing job services, training and employment assistance, and helping employers find necessary workers.
- Wisconsin Small Business Development Centers – <http://www.wisconsinsbdc.org/>: These centers help ensure the state's economic health and stability. They offer formative business education, counseling, and technology training.
- UW-Extension – <http://www.uwex.edu/>: Provides small business management assistance workshops, one-on-one counseling, information on County revolving loan funds and other sources of financing, research into available government loans, and local demographic information.

FEDERAL AGENCIES/PROGRAMS

- Department of Agriculture Rural Development Administration – www.rurdev.usda.gov
- US Small Business Administration – www.sba.gov: provides financial, technical and management assistance to help Americans start, run and grow their businesses.
- US Department of Commerce – <http://www.commerce.gov/>
- US Department of Transportation – www.dot.gov

Economic Development Issues & Concerns

Table 26.0 ASSESSED VALUATION COMPARISON						
	Acres	Land Value	Improvement Value	Total Value	Percent of Total Assessed Valuation	Assessed Value Per Acre
Town of Buchanan, Outagamie County, WI						
Commercial	595	\$20,858,200	\$51,051,200	\$72,909,400	17.8%	\$122,537
Manufacturing	22	\$441,300	\$3,093,200	\$3,534,500	0.9%	\$160,659
Agricultural	5,774	\$858,800	\$0	\$858,800	0.2%	\$149
Residential	1,697	\$61,799,700	\$264,200,900	\$326,000,600	79.5%	\$192,104
Town of Harrison, Calumet County, WI						
Commercial	576	\$8,054,800	\$14,680,000	\$22,734,800	4.4%	\$39,470
Manufacturing	76	\$707,900	\$6,517,800	\$7,225,700	1.4%	\$95,075
Agricultural	12,946	\$1,856,400	0	\$1,856,400	0.4%	\$143
Residential	2,726	\$103,290,800	\$366,614,500	\$469,905,300	91.7%	\$172,379

RESIDENTIAL DEVELOPMENT AS ECONOMIC DEVELOPMENT – KEEPING TAXES COMPETITIVE

Presently, residential development is an important source of the local tax base income. In fact, it accounts for more than 70% of the total assessed value in the Town. Accordingly, to some economic development in Buchanan is often seen AS residential development. Fortunately, from an economic standpoint, residential development is growing in the Town. Moreover, the housing being developed is of significant value. As such, it continues to provide an increasing share of the Town’s tax base. Therefore, residential development does provide economic development gains for the Town.

However, to a much greater degree than commercial and industrial development, housing requires extensive services to accommodate resident needs. These services include schools, parks, trails, public safety, roads and associated maintenance (including snowplowing), and other amenities.

A number of community studies have been completed across the country to compare tax revenue generated by different land uses (e.g. commercial, industrial, single family residential, multiple family residential, etc.) to the municipal services they require. Study after study demonstrates that single-family residential development often

increases public costs by a larger amount than it increases tax revenue for local governments that must provide those services. Commercial and industrial development has a much more positive balance relative to tax dollars paid and dollars expended on services.

The premier example of such a study in Wisconsin was completed by the Town of Dunn (Dane County) in 1994. Subsequent studies rely on the Town of Dunn as a model in their efforts.¹ The study revealed that for every dollar in tax revenue collected by the Town of Dunn, \$1.24 cents in services was required in local services (including schools). The ratios for commercial and industrial uses were far more favorable (e.g. for every \$1 in tax revenues collected significantly less than \$1 of services is required). Not surprisingly, the ratio is most favorable for farmland and natural areas.

Fortunately, for Buchanan, the Town has a thriving business sector that contributes a significant share of income to the local tax base (See Table 26.0). In fact, Buchanan, enjoys a much more significant business sector than many Towns in Wisconsin. By comparison, the Town of Harrison, sees only a fraction of the economic impact of commercial development as compared to the Town of Buchanan. The difference is even greater for more rural towns located near to Buchanan. The benefit of this thriving economic base is the fact that Buchanan is able to have a more competitive tax rate of \$3.05 per \$1000 of Assessed Value versus \$3.78 per \$1,000 of Assessed Value in the Town of Harrison.

It is important to ensure that local residential tax dollars cover the costs to provide needed services. Therefore, the Town supports new residential development paying a fair and proportionate share of service costs. Impact fees can be used to further ensure that new development is paying a fair and equitable share of road improvement and park costs. It should be noted that this fee income only is available as long as new development occurs.

From a planning perspective, one successful strategy will be to locate residential development, including condominiums and senior housing, within walking distance of commercial areas. This is an important technique that supports local commercial development and the local tax base. In addition, this approach has the added benefit of creating a buffer between commercial areas and rural housing development and offering a choice for residential living within the Town.

¹ Additional Information about the Town of Dunn Community Services Study is available on-line at www.town.dunn.wi.us.

PROVIDING WALKABLE DEVELOPMENT OPTIONS

To go shopping in Buchanan today, residents need to get into their cars. There are not complete walkway routes between business environments and there are only limited walkway connections between businesses. While the CE trail does provide access to some local business area, getting to the CE Trail safely from Buchanan’s neighborhoods can be challenging. As a result, when shopping in Buchanan, patrons drive to one business and then choose to get back into their car and drive to the next business. Occasionally, some residents (usually youth and seniors – two groups that may not have the choice of driving) can be seen walking along Town and County Roads to get to local businesses (particularly in Darboy). This is of concern because there are no walkways to provide a safe, separated choice from passing vehicles for pedestrians to use. Moreover, there is very limited street lighting in Buchanan. For these reasons, those who walk to businesses in the evening carry flashlights.

The *Transportation Plan Map* illustrates some areas within ¼ mile radius of residential neighborhoods in Buchanan that may be appropriate sites for neighborhood senior housing or local commercial (e.g. dry-cleaner, sandwich shop, drug store) uses. Beyond zoning for some additional commercial areas, providing walkways, trails, and appropriate lighting will dramatically improve conditions for pedestrians and help to provide local businesses with greater access to the resident customer base.

HARMONY BETWEEN BUSINESS GROWTH AND RURAL CHARACTER

As residential and commercial growth continues in Buchanan, it becomes more and more important that the Town have effective sign, exterior lighting, and landscape ordinances in place to promote compatibility among land uses and provide an attractive community-setting. Without effective ordinances, light from commercial areas can “trespass” into residential areas creating nuisances for some. Similarly, signage can overwhelm corridors and even individual business signs if too large, too tall, or overly repetitive can be an issue. Large signs situated nearer to residential neighborhoods will be visible from those homes at night, creating concern amongst residents. Likewise, the effective use of landscaping can establish sound, wind, and light buffers between neighborhoods and residential districts, help to beautify commercial areas, and provide stormwater benefits.



Examples of Neighborhood Activity Centers from across the U.S.

Example big-box retailer with building façade and landscape improvements to beautify site.



LEFT: The canopy (with signage) obstructs the building sign. This site has minimal on-site landscaping (e.g. shrubs, trees, flowers around perimeter). An example of a business site with plentiful landscaping is shown at RIGHT. (Example from Neenah, WI).

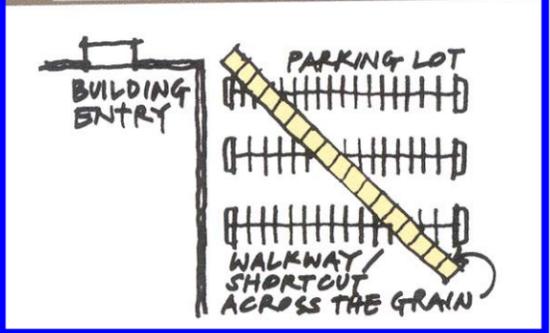
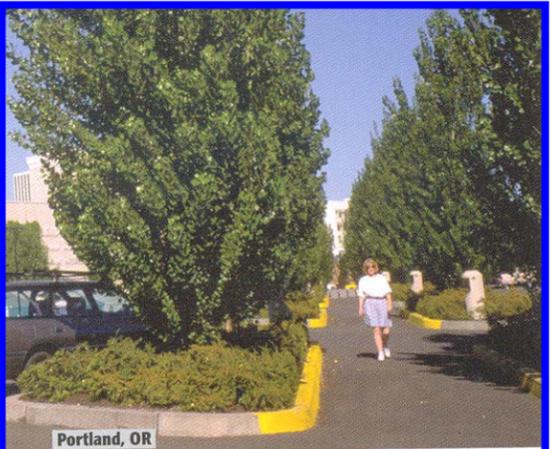




Free standing pole signs are common in Buchanan. These signs are in addition to illuminated wall signs on buildings – some of which are less than 30 away feet away from the pole sign and visible from the street.



ABOVE: Sizeable parking areas. Opportunity exists to create additional landscape islands adjacent to these light pylons to break-up impervious surface and beautify parking areas. Walkways through parking areas can also create landscape opportunities.



Sample Parking Lot Walkway.
SOURCE: Sucher, David, *City Comforts*, 2003

ENVIRONMENTALLY CONTAMINATED SITES

Development efforts can sometimes encounter the challenge of potentially contaminated properties, which are commonly referred to as brownfield sites (see box at right). Brownfield sites vary in size, location, age, and past use. A brownfield site can be a former corner gas station or an empty manufacturing plant. There are an estimated 10,000 brownfields across Wisconsin. These sites pose a number of problems for communities, including:

- Neighborhood deterioration and community blight.
- Potential harm to human health and the environment.
- Reduced tax revenue and economic growth.
- Attraction for vandalism, open dumping and other illegal activity.

The term "brownfield" was first used to distinguish developed land from unused suburban and rural land, referred to as "greenfield" sites. The EPA, states, and municipalities believe that choosing brownfield redevelopment over greenfield development yields several benefits for communities and for commerce. Brownfield redevelopment encourages the cleanup of contaminated sites. This is the major goal of most modern environmental regulations. The fewer the number of contaminated sites, the less the cumulative impact to the environment. Another benefit of brownfield redevelopment is that it revitalizes urban areas. (Many brownfields are centrally located in urban areas.) This leads to another perceived benefit -- the minimization of green space development. When brownfields are redeveloped or revitalized in urban areas, less farmland on the urban fringe is developed, maintaining green space and reducing the need for expanding infrastructure and utilities. Finally, when brownfields are redeveloped and new businesses begin operating, these properties return tax base and provide jobs. This is a major financial incentive for municipalities to develop and encourage programs for brownfield redevelopment.

The United States Environmental Protection Agency (EPA) defines **brownfield sites** as "With certain legal exclusions and additions, the term 'brownfield site' means real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant."

Using one of several databases, interested residents can search for properties in Buchanan that have been affected by environmental contamination (and have been reported). The WDNR Bureau for Remediation and Redevelopment Internet website tracking list is one such database. This database is available at: <http://botw.dnr.state.wi.us/botw/Welcome.do>. This database (and new map feature) tracks identified sites from first reporting through closure or no further action. Records are kept in perpetuity regardless of whether or not contamination was actually found, the size of the incidence, and whether or not the site has been cleaned.

The WDNR database currently lists 9 sites when searching for the Town of Buchanan. Three (3) of the sites are for spills and three others (3) are for leaking underground storage tanks. The WDNR defines spills as a discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment. The majority of the spills in Buchanan are caused by traffic accidents and all files are closed. According to the WDNR website, spills are “usually cleaned up quickly.” All of the sites listed are closed (meaning no action was required, remediation action has been completed, or the project has changed from WDNR to Wisconsin Department of Commerce jurisdiction).

Governments at all levels have recognized that brownfield redevelopment is an important issue. Numerous programs have been created to encourage brownfield redevelopment including grants, loans, and tax incentives. In the future, the Town should encourage landowners to pursue the cleanup and redevelopment of any contaminated or brownfield site. Likewise, to minimize future environmental impacts, the Town will encourage environmentally friendly business development that is properly permitted and regulated to protect the Town’s natural environment, particularly its groundwater resources.

Coordination with Other Comprehensive Plan Elements

Economic development in Buchanan directly affects all other elements of this comprehensive plan. Specifically, the Economic Development Element impacts the Land Use, Transportation, Housing, and Utilities and Community Facilities Elements. Therefore, it is important that the elements are consistent and support one another.

LAND USE ELEMENT

New commercial and industrial development must be located in areas that the market will support. Furthermore, new commercial and industrial development should not create a nuisance for neighboring properties or natural resources. As such, new development should have a minimal environmental impact and be located in areas that have access to needed infrastructure. These concerns were carefully considered during the development of the *Future Land Use Map*.

TRANSPORTATION ELEMENT

Additional economic development may result in increased truck traffic for deliveries and more local traffic from customers frequenting businesses. The Town must work with the County and WisDOT to monitor traffic flows to ensure that new development is appropriately planned and sited to minimize its impact on adjacent roadways. This may periodically require traffic studies to understand the impacts of proposed developments. Pedestrian and bicycle access must also be considered.

HOUSING ELEMENT

New economic development will bring visitors to the community. Economic development can also result in jobs that bring people to the community looking for places to live near their place of employment. Areas for additional housing development are provided on the *Future Land Use Map*.

UTILITIES & COMMUNITY FACILITIES

To support economic development, infrastructure (transportation, electricity, communication, public safety) must be available to meet the needs of business. The Utilities and Community Facilities Element discusses several planned capacity improvements to better serve the needs of the community, including the economic interests.

Economic Development Goals, Objectives, and Policies

The Town’s Economic Development goals, objectives, and policies can be found in Chapter 12: Implementation.