

## 8.0 ECONOMIC DEVELOPMENT

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## 8.0 ECONOMIC DEVELOPMENT

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### *Introduction*

According to the Smart Growth 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 requirement, this chapter includes:

- Highlights of the **labor force information** from Chapter 2.0;
- 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.

The Town of Nekimi does not have an economic activity center or “downtown” area, however, given its close proximity to nearby urban communities, most residents travel elsewhere to obtain needed goods and services. The Town of Nekimi does have a select number of local businesses within the town limits. Farming is also important to the local economy.

### *Economic Development Vision*

ECONOMIC ACTIVITY HAS EXPANDED SIGNIFICANTLY IN THE TOWN OF NEKIMI. THE MOST EXTENSIVE BUSINESS DEVELOPMENT HAS OCCURRED ALONG THE USH 41 FRONTAGE. SECONDARY DEVELOPMENT AREAS INCLUDE STH 26 AND STH 44. INDUSTRIAL DEVELOPMENT OPPORTUNITIES HAVE BEEN REALIZED ALONG STH 44. SOME ADDITIONAL, LOCAL- AND HIGHWAY SERVICE- ORIENTED BUSINESSES (I.E. CONVENIENCE STORES, CLINICS, GROCERY STORE) HAVE DEVELOPED ALONG STH 26, NEAR THE USH 41 INTERCHANGE. ALL DEVELOPMENT IS WELL-LANDSCAPED AND ATTRACTIVE.

THE DEVELOPMENTS IN THE TOWN ARE RECOGNIZED AS BEING IN NEKIMI DUE TO DESIGN, LANDSCAPE AND STRUCTURAL FEATURES.

### *Labor Force and Economic Base*

Based on the information presented in **Chapter 2.0** from the U.S. Census and other sources:

- More people commute into Winnebago County for jobs than commute out of the county.
- Most town residents who are employed travel beyond the town limits.
- The Town of Nekimi enjoys a central location in the region and has easy access to the Fox Cities via USH 41.

- Winnebago County has a strong manufacturing employment sector. In fact, five (5) of the top ten (10) industries are in manufacturing. Paper and allied products represent the largest single industry group in the county.
- The unemployment rate in Winnebago County has been steadily decreasing since 1990.
- The average income for Winnebago County residents has been consistently higher than the state average for decades.
- The labor force in the Town of Nekimi has a high level of educational attainment, with a significant share of the population receiving advanced degrees (30%).

These facts and statistics are consistent with the fact that the Town of Nekimi has a limited economic base consisting of a few small businesses. Additional areas of commercial, industrial and other non-residential development are desired. Given the town’s proximity to USH 41, STH 26 and STH 44, opportunities for economic expansion exist. It will be important for any commercial/industrial development to be compatible with surrounding land uses. This may include landscaping, signage and other amenities.

### ***Current Business Inventory and Business Environments***

There are relatively few businesses located in the Town of Nekimi. As mentioned above, many more businesses are found in nearby cities that can offer additional amenities (i.e. sewer and water). Residents generally travel to nearby communities to purchase needed goods and services. Nevertheless, the town enjoys a **unique collection of nearly 30 small businesses**, in addition to farm operations, that are scattered throughout the town. These businesses include:

- |  |  |
|--|--|
| ? 9-Automotive related businesses<br>(i.e. repair shops/garages)                         | ? 3-Horse Stables                        |
| ? A Meat Processing Business   | ? 2-Dog Kennels                          |
| ? 2-Campgrounds  | ? A Warehousing Business                 |
| ? A Cabinet Builder  | ? Central Barrel Company                 |
| ? A Radio Station  | ? JBT Trucking                           |
| ? A Lawn Ornament Dealer   | ? Dean Trucking                          |
| ? 2-Quarries (discussed in the<br>Agricultural, Natural & Cultural<br>Resources Chapter) | ? A Tree Trimmer                         |
| ? A Elderly Care Facility<br>(discussed in the Housing<br>Chapter)                       | ? A Paint Manufacturer<br>(undercoating) |
| ? A Brokerage Firm   | ? A Farm Equipment Sales<br>Business     |
| ? A Construction Company   | ? The Bradley Agricultural Farm          |
|  | ? A Heating & Cooling Contractor         |
|  | ? A Pier Manufacturer                    |
|  | ? One Veterinarian                       |

This above list is not all-inclusive. Several other businesses exist in the town. Moreover, many residents have **home occupations** operating from their private residences. Home occupations may include: childcare, accounting and hair stylists. As the scope of the Internet continues to grow, more and more people may be working at home in the town.

Existing businesses are **scattered throughout the town**. Establishments are found on Clairville Road, Fisk Road, Old Knapp Road, Nekimi Avenue, Pickett Road, STH 44, STH 26 and other areas. The exact location of business developments is discernable on the *Existing Land Use Map* and *Zoning Map* provided in the Existing Land Use Chapter.

The Town of Nekimi would like to coordinate with potential entrepreneurs to concentrate future business development into four areas: USH 41, STH 26, STH 44 and Ring. What follows is a brief profile of each area.

**USH 41.** The USH 41 corridor bisects the Town of Nekimi. The City of Oshkosh has annexed much of the frontage between STH 26 and the northern township boundary. Presently, a few businesses are located along the corridor, particularly near the STH 26 interchange. For the most part, the corridor remains undeveloped south of STH 26. It is anticipated that additional development will occur along the corridor in the future as businesses seek to capitalize on the highway accessibility and frontage available in this area. In recent years, some properties along the frontages roads have been listed for sale.

**STH 26.** As is discussed in the Transportation Element, the intersection at STH 26 and USH 41 was reconstructed in 2001 with new lane improvements to support future traffic flows. The town believes this corridor will be a desirable location for new businesses to locate in the future. However, development should not interfere with the flow of traffic. As a result, it may be desirable to construct service (i.e. frontage) roads on at least one side of the highway or require businesses to utilize shared driveways.

Today, development along the corridor consists of single-family homes and farmland. In the future, a mixed development corridor is desired, with most of the business uses concentrated toward the USH 41/STH 26 interchange. Businesses should cater to both passing motorists and area residents.

Given there are some existing homes scattered along the corridor, efforts should be made to protect existing homeowners from the lighting and signage of new development through the use of landscape buffers and signage controls.

**STH 44.** This corridor runs across the northwest corner of the township from the City of Oshkosh. In the town, development along the corridor includes rural homes, farms and a few businesses. To the north, in the City of Oshkosh, a substantial amount of development has occurred along this corridor in recent years. Development is expected to continue to extend southward along this corridor in the future.

**Ring.** Ring is not a city or a village. It is an unincorporated area in the Town of Nekimi. Today, development in Ring includes several single-family homes, a church, cemetery,

and a business. The town believes there is a great potential for additional residential development in this area. New residences could potentially support a new small business, like a restaurant<sup>1</sup>, in Ring.

It is also believed that some **home occupation uses** (i.e. child care, hair stylist, taxidermy, contractors, small engine repair, etc.) also exist in the town without any special permits or other zoning approvals. The nature of these businesses presents no noticeable impact or nuisance to adjacent properties. Moreover, some residents may work at home utilizing Internet and other technologies. The town supports a resident's right to have a small business operation on his/her property or work at home, provided that the business activity or establishment does not create a nuisance for neighboring property owners by generating excessive traffic, noise, lighting, signage, etc.

### ***Attracting and Retaining Business and Industry***

The Town of Nekimi has several positive attributes to offer potential businesses. Specifically, the town has:

- ? **A lower tax rate than the City of Oshkosh;**
- ? Properties with **USH 41, STH 26 and STH 44 frontage;**
- ? **Land available** for development;
- ? **A central location** with easy access via USH 41 to the Fox Cities, Green Bay, Fond du Lac, and Milwaukee;
- ? **An educated workforce** and access to a large pool of potential workers living in the Fox Cities; and
- ? Easy access to the **Wittman Regional Airport.**

While the town certainly enjoys its share of advantages, there are several challenges that the town must contend with when seeking to attract new businesses and industry. In particular:

- ? The Town of Nekimi has **limited services** to offer potential businesses (i.e. restricted areas of municipal water or sewer service).
- ? The population in the town is not large enough to provide the customer base necessary to support a large commercial endeavor.
- ? Residents of the Town of Nekimi are very **mobile** and can easily drive to nearby communities to purchase services and products.
- ? Commercial establishments that depend on high traffic volumes have limited opportunity to locate in the town, given that beyond the intersection of STH 26 and USH 41 **traffic volumes are relatively low.**

Winnebago County has been included in the award of a 16-county Northeast Wisconsin **Regional Economic Partnership (NEWREP)** designed to bring high-paying jobs to Wisconsin through start-up and expansion of technology businesses.

- Former Governor McCallum announced the creation of the Northeast Wisconsin technology zone on Friday June 28, 2002.
- It is **one of eight zones** created throughout the state, and each has \$5 million in income tax credits to provide incentives to attract high-tech companies to the area, and to help existing companies increase productivity and free up capital.
- The zones will be in effect for **10 years** – until 2012.
- Projects within the region will be considered and approved based on their ability to create high-wage jobs and support the development of high-tech industries in the region.
- There will probably be technology “clusters” created within the zone to more aptly meet the needs of local, homogeneous communities.
- **For more information,** contact the City of Sheboygan Economic Development Department (Local Administrative Contact), at (920) 459-3377.

<sup>1</sup> The Town of Nekimi is a “dry” community. Uses such as taverns and bars are not permitted.

### ***Economic Development Opportunities***

Future commercial and industrial development in the Town of Nekimi is most likely to occur along the **highway corridors**. This is pattern of development is desired to protect natural areas, farmland and residential development in other areas town.

It must be understood that the town does not envision the highway corridors infilling completely with commercial and industrial development over the next 20 years. Preferably, development along these corridors would **expand from the existing developed areas, with the highest concentrations of development along USH 41 and on STH 26, near the interchange with USH 41.**

While the town would like to welcome additional commercial, office and light industrial development to support the local tax base, it is important that any new development exist **in harmony with the local environment**. Therefore, new industrial and commercial development should be “clean” and not produce a significant amount of waste, which could pose a hazard to natural areas, groundwater and wetlands of the Town of Nekimi. Likewise, new development should blend into the rural landscape and not represent a nuisance to residents. Therefore, new developments must include natural **landscaping and attractive signage**.

New development must not interfere with the traffic flow along highways. Therefore, the development of a **service/frontage road** to provide adequate and safe access may be necessary if an extensive amount of development were to occur.

The use of innovative treatment systems, permissible under the provisions of Wisconsin Administrative Code Chapter **COMM 83**, may be one approach for the town to consider in order to attract development to the town that might otherwise seek locations in communities with municipal sanitary sewer service.

For Additional Information about COMM 83, refer to Chapter 6.0 .
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### ***Desired Business and Industry***

New business and light industrial development in the Town of Nekimi should be targeted toward properties with frontage along USH 41, STH 26 and STH 44. There is also some limited potential for a new business or two to be established in the unincorporated area of Ring.

New business and industry in the town must understand that municipal water and sewer service is not available. In addition, the town wants to be sure that new development does not jeopardize the rural quality of life. Therefore, businesses and industries that locate in Nekimi should:

- ? Be environmentally friendly;
- ? Have limited outdoor storage (if any) to control unsightliness;
- ? Generate minimal noise and traffic that can be easily accommodated by the existing transportation network;
- ? Require only minimal lighting (on-site lighting only, no beams, or other protruding light sources);

- ? Require only on-site signage (no billboards); and
- ? Have generous landscaping to improve the façade from the roadway and buffer the development from adjacent land uses.

Given these constraints, the town would like to target the following types of development:

- ? **Farm operations** as the primary economic activity in the town. Farming is the foundation of the local economy. The town residents want farming to remain the focal point of the community. As a result, the plan seeks to limit development in farmland areas by directing other uses to other areas of the town.
- ? **Light industrial, commercial and office establishments** along USH 41. These businesses should generate higher income and skilled jobs opportunities for residents of the town.
- ? **Service business** (i.e. restaurant, coffee shop, convenience store, and real estate or medical office development) along the STH 26 corridor. These businesses would rely mainly on highway motorists to survive. A local service business (i.e. small market or family restaurant) is also desired in Ring.
- ? **Light industrial development** along STH 44. Ideally, the development would be coordinated in a fashion to provide uniform signage styles and consistent landscaping down the corridor.
- ? **Home occupations** of a professional nature to take advantage of the Internet and other technologies that permit people to work from the privacy of their homes. Home occupations are particularly attractive to the town given the town's low density of development that limits the likelihood that a home occupation will become a nuisance to neighboring property owners.
- ? **Agri-business ventures** are also supported in the Town of Nekimi. To maintain the town and regional farm economy, local businesses providing equipment, materials and other farming goods are needed. Given the abundance of farmland in and around the town, the Town of Nekimi has the opportunity to establish a destination point or niche for agri-business.
- ? **Residential development**, particularly in conservation-based subdivisions and around Ring.



When talking about future development, this section would be remiss without discussing the desire the Town of Nekimi has to ensure that development in the town is easily identifiable as being in the Town of Nekimi. This will require the town to work with

Winnebago County to establish design requirements in the zoning ordinance to define the desired appearance of local businesses. From that point, it will be incumbent upon landowners who develop along the USH 41, STH 26 and STH 44 corridors to follow landscaping, lighting, signage and façade guidelines that create a consistent theme for the community. Otherwise, development along these corridors will be undistinguishable from development elsewhere in Winnebago County.

Beyond design requirements enforced through the county zoning ordinance, the town can also emphasize community identity through:

- ? Unique road signs for all town roads
- ? Gateway or entrance signs along USH 41, STH 26, and STH 44
- ? Directional signage to Ring

### ***Tools to Promote Economic Development***

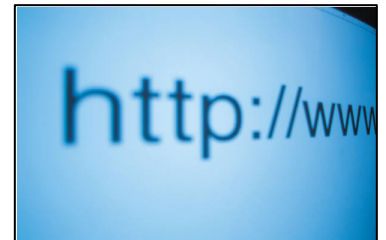
#### **Industrial Revenue Bond**

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.

For more information on the Industrial Revenue Bond Program, contact the Wisconsin Department of Commerce at 608/267-0762 or get information on the internet at: [www.commerce.state.wi.us](http://www.commerce.state.wi.us).

#### **Internet Marketing**

Many towns in Wisconsin are creating Internet Web Pages. The Town of Nekimi should consider marketing itself on the Internet by providing detailed information about available land for commercial/industrial development, community services, programs, and organizations, and includes demographic, economic and housing statistics. Much of this information could be taken from this plan. This type of information is a valuable resource to marketing professionals seeking redevelopment locations.



A Town of Nekimi web site could also be used to advertise community events, post community meeting minutes and agendas, and provide a new forum for residents to provide feedback and get questions answered. Ideally, the Town Clerk would maintain this web site.

#### **Milk Volume Production Program (MVP)**

The MVP program is designed to assist dairy producers that are seeking to acquire additional cows. The program is managed by the Wisconsin Department of Commerce. The goal of the MVP program is to provide qualifying dairy producers with needed



financing and to partner with local communities to increase dairy production in Wisconsin. Assistance is limited to no more than \$500 per cow added to an operation or a maximum award of \$1 million. Additional information about this program, including application requirements, is available at [www.commerce.state.wi.us](http://www.commerce.state.wi.us).

### ***Residential Development as Economic Development***

Residential development is growing in the Town of Nekimi. As such, it continues to provide an increasing share of the tax base. Therefore, residential development does provide some economic development gains for the town.

However, to a much greater degree than commercial and agricultural development, housing requires extensive services to accommodate resident needs. These services include: schools, parks, sanitary sewer, public safety, roads and associated maintenance (including snowplowing), and other amenities. As an example, in 1994, the Town of Dunn<sup>2</sup> in Dane County, WI conducted a study to understand the tax implications of development. The study showed for every dollar of tax revenue collected from residential development, \$1.06 was required in services for residential users. (Any service costs greater than \$1.00 result in a net loss for the town.) Conversely, for every dollar collected from a commercial development, \$0.29 was required for services. Therefore, commercial uses bring additional tax dollars into the community. For every dollar collected from farmers, as little as \$0.18 was required in services.

It is important to ensure that local residential tax dollars cover the costs to provide needed services. While the Town of Nekimi supports additional residential development opportunities, the town does not want to see poorly planned new residential development significantly increase town operating and service costs for all existing homeowners and taxpayers. Therefore, the town supports new residential development paying a fair and proportionate share of service costs. Current policy requires developers to pay up front the costs of infrastructure.

One strategy encouraged by the town to help ensure that future residential development is attractive is the use of conservation or cluster subdivisions. The town believes this type of development will:

- ? Limit overall land consumption to maintain as much valuable farmland as possible;
- ? Minimize infrastructure and maintenance costs for development; and
- ? Utilize COMM 83 systems.

### ***Quarry Operations as Economic Development***

The Town of Nekimi is home to two quarries (non-metallic mining operations). The location of quarries is dependent on the availability of minerals. Both of the quarries in the town plan to continue operating for the duration of the plan period.

Additional information about these quarries is provided in the Agricultural, Natural and Cultural Resources Element Chapter.

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<sup>2</sup> Additional Information about the Town of Dunn Community Services Study is available on-line at [www.town.dunn.wi.us](http://www.town.dunn.wi.us).

Quarry operations are unlike other businesses in that they are removing a non-renewable resource from the town. Moreover, the size and scale of these businesses has a great potential to impact residents in a large vicinity of these operations. For these reasons, the Town of Nekimi has entered into strict operation agreements with local quarry operators. These agreements are designed to protect public health, safety and general welfare.

The town does not support the development of additional quarries. For this reason, the *Future Land Use Maps* do not include areas for new quarry sites. The town will consider applications for expansion and new quarry development if submitted. However, the town will not be in a position to approve any new quarry or expansion project, unless strict agreements are in place to protect adjacent landowners and nearby residences.

### ***County Program Assistance***

**Winnebago County** has several programs and organizations to encourage economic development opportunities within the county. What follows is a description of the activities of two organizations that can play an important role in economic develop in the town - the Winnebago County Industrial Development Board and the Winnebago County UW-Extension.

#### **Winnebago County Industrial Development Board (WCIDB)**

The WCIDB essentially fills the role of a county Chamber of Commerce. The WCIDB has three major programs: Marketing and Promotional Program, Revolving Loan Fund Program, and a Per Capita Funding Program.

**For More Information about  
the WCIDB call or write to:**

*P.O. Box 2808,  
Oshkosh, WI 54903  
(920) 236-4839*

The purpose of the **Marketing and Promotional Program** is to create awareness of the industrial development opportunities and benefits of Winnebago County at the local, regional, national, and international levels. The WCIDB directly sponsors programs designed to achieve these goals, and participates in cooperative programs with other local and regional economic development organizations.

In 1992, the WCIDB implemented a new advertising campaign with the theme “Making Waves.” The media plan for this campaign included placements in several industrial development and site selections publications. A coordinating folder of response materials was also produced. Additionally, the Board has instituted a general public awareness program at the local and regional levels. It has also taken steps to track responses so the effect of advertising can be measured.

The **Revolving Loan Fund and Per Capita Funding Program** are designed to provide financial assistance to local communities so they may expand industrial development and create new jobs. To date, only villages and cities in the county have used these two programs, but they are also available to towns.

### *UW-Extension*

Through the Winnebago County office of the University of Wisconsin-Extension Service, the Winnebago County Resource Development Agent offers:

- Small business management assistance workshops or one-on-one counseling
- Information on county revolving loan funds and other sources of financing
- Research into available government loans
- Local demographic information

### *Other Assistance*

In addition to county organizations and programs, there are many **federal, state, and regional organizations** that can help the Town of Nekimi to support economic development opportunities and initiatives in the town, including:

*East Central Wisconsin Regional Planning Commission* – [www.eastcentralrpc.org](http://www.eastcentralrpc.org): ECWRPC maintains an Economic Development Program that provides communities with information for economic development, reviews of program changes and initiatives, and review assistance for local economic development proposals, plans. ECWRPC also reviews regional economic development program recommendations for more effective application at the local level.

A significant portion of the Economic Development Program is updating the CEDS - an annual report that includes a review of the previous year's accomplishments, current demographic and economic statistics and any significant changes in the local economy. As part of the process, the Commission's Economic Development Committee helps to identify economic problems and opportunities and economic development projects to address their needs.

ECWRPC also collects and distributes socio-economic data about the region that is useful for market analysis by prospective developers. Furthermore, ECWRPC maintains an inventory of industrial sites and buildings within the region.

### *State Agencies/Programs*

- ? Wisconsin Department of Commerce – [www.commerce.state.wi.us](http://www.commerce.state.wi.us): the state's primary agency for delivery of integrated services to businesses.
- ? Wisconsin Department of Transportation – [www.dot.state.wi.us](http://www.dot.state.wi.us): the office of disadvantaged Business Enterprise Programs administers a range of services to increase participation of firms owned by disadvantaged individuals in all federal aid and state transportation facility contracts.
- ? Forward Wisconsin – [www.forwardwi.com](http://www.forwardwi.com): to market outside Wisconsin to attract new businesses, jobs and increased economic activity to the state.
- ? Department of Workforce Development – [www.dwd.state.wi.us](http://www.dwd.state.wi.us): to build and strengthen Wisconsin's workforce by providing job services, training and employment assistance, and help employers find necessary workers.

- ? Wisconsin Small Business Development Centers – [www.uwex.edu/sbdc](http://www.uwex.edu/sbdc): to help ensure the state’s economic health and stability through formative business education by counseling, technology and information transfer and instruction. The nearest Small Business Development Center is located at UW-Oshkosh.

**Federal Agencies/Programs**

- ? Department of Agriculture Rural Development Administration – [www.rurdev.usda.gov](http://www.rurdev.usda.gov)
- ? U. S. Small Business Administration – [www.sba.gov](http://www.sba.gov): provides financial, technical and management assistance to help Americans start, run and grow their businesses.
- ? US Department of Commerce – [www.doc.gov](http://www.doc.gov)
- ? US Department of Transportation – [www.dot.gov](http://www.dot.gov)

A **Brownfield** refers to an abandoned, idled, or underused industrial or commercial facility or property where expansion or redevelopment is complicated by real or perceived environmental contamination.

***Environmentally Contaminated Sites***

For a **complete history and up-to-date list of brownfield sites in the Town of Nekimi**, including spill locations and mitigation actions taken, check the WDNR Bureau for Remediation and Redevelopment Internet web site tracking list available at: [www.dnr.state.wi.us/org/aw/rr/brrts/find\\_sites.htm](http://www.dnr.state.wi.us/org/aw/rr/brrts/find_sites.htm). According to available information, the sites in the town have been addressed to WDNR specifications. However, this simply means that the investigations conducted by the WDNR are completed. Contamination may still exist on these properties.

The town can pursue organizational and financial assistance from Winnebago County, the Wisconsin Department of Natural Resources and the U.S. Environmental Protection Agency if a land contamination issues arise. There are many grant programs available through these agencies to help communities address brownfield (currently vacant commercial and industrial facilities), leaking underground storage tank, and other environmental concerns should they arise in the future. To prevent an environmental situation, the town will encourage only environmentally friendly business development that is properly permitted and regulated to protect the town’s natural environment. The town will also seek to educate residents (through a newsletter and website) about contamination risks and potentials. Moreover, the town will encourage landowners, with potential contamination problems, to pursue investigation and mitigation opportunities to understand the extent of pollution and address it before severe impacts occur.

***Issues and Concerns***

Through the planning process, several economic development concerns were identified. The primary concern is the need for better communication with the City of Oshkosh with respect to new economic development ventures at the shared boundaries. Too often, developers contact the city without getting any input from the town. Better communication will help the town to be more aware of development possibilities to plan accordingly.

Local business owners expressed many of the issues highlighted in the Land Use Chapter during the development of this chapter. In particular, refer to the discussion about peaking plants, spot zoning, and interpretation of the *Future Land Use Maps*.

### ***Relationship to Other Required Plan Elements***

Economic development in the Town of Nekimi has the potential to impact many of the other required plan elements. What follows is a summary of the relationship between the Economic Development Element and the Land Use, Transportation and Intergovernmental Elements.

#### **Land Use**

The location, type, and amount of business development in the Town of Nekimi was an important consideration in the development of the *Future Land Use Maps*. Likewise, as business environments were identified in the planning effort, the importance of landscaping, signage controls and lighting controls to protect the rural character of the town was discussed. Enforcement of these types of ordinances is addressed through the Winnebago County Zoning Ordinance. The town should continue to coordinate with the county to ensure that the ordinance is effective.

#### **Transportation**

Given that much of the town's business development will occur along highway corridors, it is important to ensure that development does not interfere with the flow of traffic on these roadways. However, at the same time, many businesses require convenient access to be successful. As a result, it will be important to ensure that business uses along highway corridors are well-planned with shared drives and service roads to minimize traffic impacts.

#### **Intergovernmental Cooperation**

A great challenge to the Town of Nekimi is to seek intergovernmental cooperation with other surrounding municipalities. The town should have information available to prospective business owners outlining the advantages of remaining in the town. This will become increasingly important to ensure that the town's tax base is diversified over time.

### ***Goals and Objectives***

In 20 years, the Town of Nekimi expects to have expanded economic development areas to support the local tax base without jeopardizing the rural character of the town. The goals and objectives needed to expand the economic base are provided below. The location for new business development is illustrated on the *Future Land Use Maps*.

#### **ECONOMIC DEVELOPMENT GOALS**

1. Support local farmers and farm operations as the primary economic activity in the town.

2. Support additional business development along the highway corridors.
3. Sustain the long-term viability, importance and environmental compatibility of quarry operations in the town.
4. Encourage local entrepreneurs who seek to expand and diversify the town's economy by opening home occupations.

#### **ECONOMIC DEVELOPMENT OBJECTIVES**

1. Through appropriate zoning and communication with local realtors, seek to concentrate new commercial and industrial development around existing development in areas identified on the *Future Land Use Maps*.
  - a. A copy of this plan will be available upon request and available at the nearest public library for local businesses.
  - b. Make recommendations to the county on all rezonings in a manner that is consistent with the *Future Land Use Maps*.
  - c. Work with county officials and to ensure that the county zoning code adequately permits commercial and industrial uses with appropriate signage, lighting, and landscaping.
2. Develop a guide for local property owners who wish to establish a home occupation. Include criteria for site development and zoning approvals.
3. Coordinate with county and regional organizations to market the Town of Nekimi for economic growth opportunities.
  - a. Develop a web site to provide demographic, market, site locations, cost, and other information about the community for prospective entrepreneurs.
  - b. Maintain the list of current businesses on the web site.
4. Continue to regularly communicate with local quarry operators to:
  - a. Ensure that local quarries continue to operate without creating undue hardships for nearby development.
  - b. Enforce compliance with requirements stipulated in local agreements and in state regulations.
5. Improve communication with local business owners to remain aware of local economic conditions and challenges.
  - a. Through the establishment of a web page, provide business owners with opportunity for directly interaction with the town to express questions, concerns, and comments.

- b. Host a meeting with local business owners once every 5 years to discuss local business concerns in the context of this chapter. This meeting should coincide with the town's annual review of implementation strategies.
6. Seek to ensure that the town's development is distinguishable from development in adjacent communities.
- a. Coordinate with Winnebago County to ensure that site design requirements are distinguishable from the City of Oshkosh, particularly requirements related to landscaping, signage, and building façade improvements.
  - b. Seek to integrate the town logo on road signs.
  - c. Locate identification signage at prominent locations along USH 41, STH 24 and STH 44.
  - d. Develop directional and information signage for Ring.

## **POLICIES**

*It is the policy of the Town of Nekimi to support local farmers and protect farming operations from development pressures.*

*It is the policy of the Town of Nekimi to support the establishment of home occupations, provided such uses do not constitute a nuisance to neighboring properties (i.e. excessive noise, traffic, odors, vibration, etc.) or deter from the rural character of the area (i.e. signage, lighting, etc.).*

*It is the policy of the Town of Nekimi to support the use of COMM 83 to promote business and residential development opportunities.*