

ECONOMIC DEVELOPMENT POLICIES, PROGRAMS, AND RECOMMENDATIONS SUMMARY

Comprehensive Plan Goal #4 – Economic Development Goal

New Denmark will broaden the tax base and strengthen the town's economy and employment base through appropriate agricultural, commercial, and industrial development activities.

Objectives

1. *Continue to support agriculture as an economic activity.*
 - a) Encourage farming as an economic activity by discouraging new residential development near active farms.
 - b) Support efforts by local farmers in entrepreneurship agricultural through direct farm-to-market sales and farm-based value-added business activities, among others.
 - c) Continue to permit home occupations as small business indicators if they are clearly secondary to the residential use and meet the town zoning ordinance requirements and restrictions.
 - d) Consider implementing a commercial and industrial sign and building design standards ordinance.
 - e) Identify future areas for new business and industrial development.
2. *Promote development that is compatible with the rural environment.*
 - a) Locate new small-scale local businesses in nodes near intersections rather than in long strips along main roads. New businesses should be encouraged to locate adjacent to existing businesses.
 - b) Coordinate with nearby communities in siting businesses that are part of a Green Bay region business cluster that fulfills employment needs in the area.
 - c) Complete and maintain an inventory of existing vacant buildings and land identified as potentially contaminated (brownfield) with industrial or petroleum-based pollutants. Brownfields should be cleaned and promoted for redevelopment using state and federal brownfield cleansing funds.
 - d) Business development should be designed considering of the sensitivity of the town's agricultural lands and environmental features.
 - e) Business site plans should include parking (preferably behind the building), and parking lot landscaping standards, consistent with the rural character of New Denmark.
3. *Create conditions to increase and improve broadband access in the town.*
 - a) Understand the existing local broadband foundation and identify the existing network gaps.
 - b) Review the town's zoning regulations for barriers to broadband deployment and identify and implement changes.