

## 6: Economic Development

While the Township of Deerfield does not feel that all types of economic development is suitable for the Township it does foster and work with entrepreneurs wishing to develop businesses in the community. Examples of businesses that are presently in the community are a sawmill, golf course and a big game hunting operation, which has received national recognition.

### COMMERCIAL AND INDUSTRIAL DEVELOPMENT

**GOAL 6.1: Create conditions that are favorable for retaining and attracting appropriate commercial enterprises.**

#### OBJECTIVES:

- **Support existing commercial enterprises and expand the range of goods and services available locally.** To sustain agribusiness and other commercial enterprises within the county, the town feels it is important to work with the county and the other communities in the area to support and promote the local businesses that already exist in the county. However, the town also feels that in order to continue to make agriculture viable within the county, it is also important to bring new commercial businesses to the area. The committee expressed a desire to see a restaurant or supper club locate in the town. This supper club would provide residents with a choice and could be buffered to provide protection for existing residences and farms. A strong local economy will make it possible to retain local college and technical college graduates and a higher percentage of expenditures that are made by local residents.

**RECOMMENDATION 6.1A: The Town of Deerfield will work with the County to promote local businesses and products within the county.** Local products such as beef, elk and finished lumber are grown and produced locally within the town. Promotion of these products not only benefits the local producer but stimulates the economy of both the area and county. Local restaurants should be encouraged to buy, use and promote the use of local products. Local stores could also be encouraged to market and sell products that are produced locally.

**RECOMMENDATION 6.1B: The Town of Deerfield will work with the County to promote the expansion of commercial agribusinesses within the county.** To help keep agriculture viable, farmers need an outlet to market their products. This could include the addition of a cannery or cheese factory in the area or possibly an ethanol plant within the county.

**RECOMMENDATION 6.1c: The Town of Deerfield will work with the County to promote specialized farming methods or products.**

With the addition of hormones, pesticides, antibiotics and genetic engineered crops, people are searching for local sources of food that are organic or free from chemicals. While it would not be cost-effective for every farm to raise organic (natural) food or specialized products there exists a select market for farmers willing to do so. This could include organic foods (both crops and meat), Angus beef, range fed chickens or miniature vegetables to list a few.

**RECOMMENDATION 6.1D: The Town of Deerfield will work with surrounding communities to encourage development of new employment.** The citizen's survey indicated that the expansion or stabilization of the current economic base and the creation or a range of employment issues was either very important or important to 67 percent of the respondents in the Town of Deerfield. Working with the surrounding communities to promote economic development will benefit the area as a whole. New industrial and commercial development can be directed to areas with adequate infrastructure to support this type of development.

- **Attract visitor-dollars into the local economy.**

**RECOMMENDATION 6.1E: The Town will work with the County to promote agriculture as a tourist attraction.** This could include a bed and breakfast that incorporates life on the farm; expansion of "Breakfast on the Farm", which could include additional weekends around the county along with weekend long community activities and the marketing of farm or homemade products or restaurant that promotes farm or Amish cooking, country store, Amish or homemade wood products that are made locally, pumpkin patch, wagon rides, apple orchard, lease tree or hive for a year, life on the farm 100 years ago, etc.

**RECOMMENDATION 6.1F: The Town will work with the County to market the area and area attractions.** The area currently supports a variety of goods, services and activities and is ideally located in the western third of the county near the City of Wautoma, STH 21 and I-39. According to the citizen's questionnaire, people value the quality of life that the area offers. Instead of marketing the goods, services, activities and amenities of the town individually, a county wide marketing campaign would draw more business and people to the area, be more cost effective and benefit the town, area and entire county.

**GOAL 6.2: The Town of Deerfield will help direct new heavy industrial development to areas, which provide adequate levels of service to support these uses.** The Citizen's questionnaire indicated that about a quarter of the respondents felt that there was either about the right amount or too much industrial development in the town. By directing such development to areas with

adequate infrastructure, the Town is trying to maintain and achieve its vision of being a rural community.

- **The Town should discourage the development of new heavy industrial uses within its boundaries, but would consider requests on a case by case basis.**

**RECOMMENDATION 6.2A:** The Town would support heavy industrial development in the City of Wautoma and the villages of Coloma, Hancock and Plainfield which have more adequate infrastructure to accommodate such development. New industries which locate in these communities will also provide additional opportunities for employment for local residents.

**RECOMMENDATION 6.2B:** The Town should be notified of, and have the opportunity to give input on, any new industry locating in an adjacent, or nearby, community which may negatively affect the provision of local services or have impacts on the existing natural resource base.

- **The Town would direct new non-metallic mining activities to appropriate areas to minimize potential land use conflicts and to ensure that they do not negatively impact residents and landowners.** While the geology of the Town does not lend itself as a prime source of aggregate and sand materials for construction, it is possible that new sources will be discovered in the town. These new non-metallic mining operations should be required to work with the town to minimize conflicts between existing residences and property owners.

**RECOMMENDATION 6.2C:** The Town will work with Waushara County to assess and improve existing regulations regarding non-metallic mining activities. Waushara County Zoning Ordinance, Chapter 58-236 lists information that is required for submittal for a conditional use permit; it does not address additional issues which may arise with such uses. Some of these items could include: the adequacy of the existing 300 foot setback from existing residences (committee would like to see a setback of at least 500 feet from existing residences and 1,000 feet from a school or institution); notification procedures for nearby landowners; and requirements for items such as noise levels, hours of operation, traffic control and blasting.

**RECOMMENDATION 6.2D: The Town should review all non-metallic mining reclamation plans submitted to the County under NR-135 Administrative Code for potential conflicts with its proposed land use.**

**GOAL 6.3: The Town would not discourage any particular type of commercial or light industrial development, but would work to assess the impacts of any proposed development on a case by case basis, and direct it to the most appropriate area.** The committee felt that the town should not discourage any type of development that would be considered non-evasive to the environment. Therefore, some types of light industrial development such as wind farms and cell towers could be included for consideration.

**OBJECTIVES:**

- **Provide additional local employment opportunities.**

**RECOMMENDATION 6.3A: The Town will adopt a system for evaluating which commercial development proposals should be promoted.** Each developer and/or property owner should submit a site plan to the town that specifies the following:

- Lot dimensions
- Location and dimensions of all buildings and freestanding signs on the lot, as well as the distances all buildings and freestanding signs are set back from property lines, streets or street right-of-ways.
- Principal side(s) building elevations for new buildings or exterior remodeling of existing buildings, showing building heights and proposed wall sign or window sign areas.
- Vehicle accommodations areas (including parking area, loading areas and circulation areas), all designated by surface material and showing the dimensions and layout of proposed parking spaces and the dimensions and direction of travel lanes, aisles and driveways.
- Proposed plantings or construction of screening devices. Plans should label shrubbery by common or scientific name, show the distance between plants and indicate the height at the time of planting and expected mature height and width.

The Town will also adopt a set of criteria that can be used to evaluate each proposal. These criteria could include the following:

- Conflict with existing land uses. The Town Board's first responsibility should be to existing residents.
- Traffic volumes. Commercial development can increase traffic volumes and could have an adverse impact on surrounding property owners. The town should also investigate bonding authority, user fees and/or impact

fees for businesses with high traffic volumes or heavy loads of materials that could cause excessive damage to local roads.

- Hours of Operation. The town should ensure that the hours of operation will not adversely impact surrounding property owners.
- Buffer area (as needed). A buffer area should be considered in certain instances to protect existing uses such as residences and farms from proposed development.

**RECOMMENDATION 6.3B: The Town will work with Waushara County Economic Development Company to sell the areas amenities to attract business development to the area.**

- **Support the creation of small and “home-based” businesses that would be compatible with the rural nature of the area and would provide economic opportunities for local residents.** The survey indicated that 82 percent of respondents would either support or accept small home based businesses. These businesses, if properly regulated, can reduce the need for more standard commercial structures within the Town, thus keeping it more rural in nature.

**RECOMMENDATION 6.3C: The Town will work with Waushara County to assess current zoning requirements to promote small and home-based businesses, which compliment the community.**

Items for consideration could include:

- Allowance in other zoning districts
- Distance from existing residences
- Intensity of use
- Number of employees
- Signage requirements
- Parking requirements
- Hours of operation
- Noise/Waste/Noxious odors
- Inclusion of larger facility size (2000sf)
- Expand list of acceptable uses

The status of all recommendations of the 2004 Town of Deerfield Land Use Community Management Plan can be found in Table 5-1 of Element 9.