

## *Economic Development*

Economic development is vital for communities in Waukesha County and the Town of Eagle. In order to maintain the highest quality of life for its residents, the Town of Eagle needs to work with other communities to foster job growth and new business development. This is especially true because the Town of Eagle has recently designated lands for new development of commercial and industrial use, and needs to work with the Village of Eagle and Village of North Prairie to address area needs.

The Town is working with the Village of Eagle and adjacent communities in Waukesha County to determine the future demand for land, which both the Town and the County Plan must consider relative to future population, household and employment levels. Future population, household, and employment levels must therefore, be forecasted with land use and supporting facility plans taking forecast conditions into consideration.

This chapter will provide an overview of the methodology and assumptions that underlie the economic and employment projections of southeastern Wisconsin, Waukesha County and the Town of Eagle. As part of the creation of the Town of Eagle Comprehensive Plan, the Eagle Advisory Committee has analyzed and identified the strengths, concerns and weaknesses which can be found in the full text of Chapter 7.

### **ECONOMIC DEVELOPMENT HISTORY**

#### **Town of Eagle Economic Development Plan**

In the original 1981 Town Master Plan, the Town officials felt that there was a need for commercial establishments. The only commercial uses which existed in the Town at the time of the original 1981 plan were a farm implement dealer, a greenhouse, garages, restaurants/taverns, and a boat rental business. The Town's basic goals for commercial uses were to encourage additional commercial development within the existing business areas of the Village of Eagle, and within the Township if compatible with existing land uses, recreational in nature, and accessible to the citizens of the community. In a 1990 update, the Town Board adopted amendments to the land use category provisions of the Land Use Plan of the Master Plan, which included encouraging additional commercial development within the existing business areas of the Town, and within the Village if compatible with existing land uses.

### **WORKFORCE ANALYSIS**

#### **Median Household and Family Income (2008 and earlier data)**

The median household income in the Town was \$69,071, according to the 2000 census. This was considerably higher than the Waukesha County median household income of \$62,839 in 2000. In the Town of Eagle approximately 269 of 1048 households or 25.7%, earn less than 80% of the County median household income, and are therefore considered low to moderate income households. Only 25 of 904 families (2.8%), and only 95 individuals (3.1%) in the Town of Eagle were considered to be at, or below, poverty level. According to the 2000 Census, the per capita personal income for residents in the Town of Eagle was \$26,354 based on a population of 3,117 persons: the per capita personal income in Waukesha County was \$41,033.00.

## **Educational Attainment**

In analyzing the educational attainment of the residents 25 years or older in the Town of Eagle, 34.6% graduated from high school, 25.9% have some college (but no degree) 27.3% obtained associate or bachelor's degrees and 6.9% have graduate or professional degrees.

## **WORKFORCE DEMOGRAPHICS AND LABOR AVAILABILITY**

In the Town of Eagle, 1003 persons or 32.3% of the population was over 45 years of age in 2000. The median age in the Town of Eagle is 36.9 years, whereas the median age countywide is 38.1 years. It is important that the communities in Waukesha County work together and at a regional level in southeastern Wisconsin to market the economic strengths and quality of life rather than the individual communities alone.

In the Town of Eagle there are 55 businesses based on the Assessor's Personal Property Tax Roll for 2008. The businesses listed include 29 in the Service Sector, 10 in Retail Trades, 8 in Construction, 6 in Manufacturing, and 2 in Agriculture. The list does not include business types that only lease or sell service in the town such as copiers, cable, propane, home security systems, or do not have a physical office in the Town. The list also did not include small home businesses and/or Home Occupations. Many of the businesses that currently exist in the Town of Eagle have less than 20 employees. In 2000, the average annual wage paid to workers employed in Waukesha County was \$41,041 per year.

**Agriculture:** According to the 2000 Census, only seventeen persons in the Town of Eagle were involved in the agricultural industry, accounting for 1.0 percent of all employment.

**Business Parks:** The Town of Eagle contains a thriving and well-diversified business sector, with a total of 55 businesses (Table 7-5), which are mainly located in the Business Park off of CTH NN and near the intersection of CTH's LO and E. A second business park area has been designated for future mixed-use businesses along Highway 59, in Section 1, but has not yet been platted for development.

**Construction, Manufacturing and Service Sectors:** In 2000, the Town of Eagle had 217 individuals employed in the construction sector, accounting for 12.8 percent of all employment. In 2000, the Town of Eagle had a total of 406 individuals employed in the combined manufacturing and service sector, accounting for 24.0 percent of all employment

**Transportation, Communication, and Utilities:** In 2000, the Town of Eagle had 83 individuals employed in this sector, accounting for 4.9 percent of all employment.

**Wholesale Trade and Retail Trade:** In 2000, the Town of Eagle had 42 individuals employed in the wholesale trade sector, accounting for 2.5 percent of all employment. In 2000, the Town of Eagle had 216 individuals employed in the retail trade sector, accounting for 12.8 percent of all employment.

**Finance, Insurance and Real Estate:** In 2000, the Town of Eagle had 96 individuals employed in this sector, accounting for 5.7 percent of all employment.

**Services:** Categories in this sector include business, repair, personal, recreation, accommodations, food services, art and entertainment, social and professional services, which are not counted as retail trade. In 2000, the Town of Eagle had 500 persons employed in this sector, accounting for 29.5 percent of all employment.

**Government:** These jobs include all nonmilitary government positions at the federal, state, county, city, village, town, and school district levels of government. In 2000, the Town of Eagle had 130 individuals employed in this sector, accounting for 6.8 percent of all employment.

## **OVERALL EMPLOYMENT PROJECTIONS**

Employment projections are important to analyze when planning for future economic development. Planners, businesses, and local governments should understand the amount of projected employment growth as well as in what occupations this growth will occur. Waukesha County is expected to increase to 28.2 percent of the seven county regional employment share in 2035, and although it can not be individually measured on a community basis, it is assumed that the Town will contribute to increases in County employment. Projections show that the greatest growth in employment is likely to occur in services, especially business, health, and social services. Economic pressure on the aging farm population is one of the factors that have contributed to the decline of agriculture in the Town of Eagle.

## **LOCAL, COUNTY, REGIONAL, AND STATE PROGRAMS AND INITIATIVES AND ORGANIZATIONS**

The State of Wisconsin Comprehensive Planning Law encourages cooperation among state government, local government units, and economic development organizations and initiatives. The following organizations, initiatives, and programs, support economic development activities in Waukesha County, and can be found in greater detail in Chapter 7.

## **TOWN OF EAGLE ECONOMIC OBJECTIVES:**

**OBJECTIVE NO. 1 - COMMERCIAL DEVELOPMENT:** Commercial development should be accessible to residents, meet the needs and desires of Town residents, and fit the Town's rural character.

**Principle A:** The existing number and type of business services already serving the Town's residents will be considered in making decisions, with regard to any new business enterprises.

**Principle B:** New commercial development benefits the Town through additions to the tax base, additional job opportunities, minimal impact on community services, and will cost less tax revenue to support than that of other types of development.

**OBJECTIVE NO. 2 - MANUFACTURING DEVELOPMENT:** Manufacturing development in the Town will be encouraged to the extent possible, so long as it does not significantly change the Town's rural character.

### **Principle**

New light manufacturing benefits the Town through additions to the tax base, additional job opportunities, minimal impact on community services, and will cost less tax revenue to support than that of other types of development.

## **IMPLEMENTATION RECOMMENDATIONS**

The basic goal of Economic Development is to encourage additional commercial development within the existing business areas of the Town, and within the Village if compatible with existing land uses. This implementation strategy reinforces many of the original Town directives, and supports the established standards. These standards include:

## **Business and Industrial**

1. In order to enhance the viability of existing or proposed retail, office and industrial areas, objectives and standards shall be included in the Land Use Chapter of this Plan, to guide the placement of new uses as follows:
  - a. Commercial use should serve residents beyond the Town boundaries.
  - b. The site should have minimal slope limitations and have adequate facilities for storm-water drainage or retention.
  - c. The parcel should have adequate water supply and utilities, such as gas and electric
  - d. The designated area should have soils adequate for on-site sewerage disposal system
  - e. The site shall be serviced adequately with fire and emergency services
  - f. The site should be highly visible from arterial or collector streets.
  - g. There shall be ready access to the arterial street and highway systems.
  - h. The site shall have adequate on-street and off-street parking and loading areas.
  - i. The site shall make provisions for properly located points of ingress and egress, appropriately controlled to prevent congestion on adjacent arterial streets.
  - j. The site design should emphasize integration with nodes, rather than linear strips.
  - k. The site design shall appropriately integrate with adjacent land uses.
  - l. The site should have adequate depth to provide an area for landscape screening of adjacent residential properties
2. To address cyclical overdevelopment of commercial space or buildings, particularly office space, the Town should avoid pre-zoning lands. The Town will zone for present use, and designate land use for future uses.
3. The Town should periodically review and consider the use of other comprehensive land development tools and techniques in advising developers, regarding planning and zoning actions and decisions.
4. Officials in the Town should annually review capital improvement plans or programs in an effort to coordinate transportation and other improvements that aid in the delivery of goods, services, and employment.
5. The Town should review and revise the zoning ordinance to regulate future manufacturing development standards.

## **Housing Development**

In anticipation of projected employment sector growth the, Town should promote and facilitate an adequate supply of new housing of sufficient quantity and density within reasonable proximity to new and existing employment centers (Refer to Chapter 6).

## **Education, Jobs and Business Growth**

1. The Town should enhance higher paying jobs, the Town would support local and County initiatives to increase development of a diverse business sector.
2. The Town should encourage the creation of partnerships between local economic development organizations, colleges, and universities to promote entrepreneurial programs, industry collaborations, technology transfer, and opportunities to generate in seed capital.

## **Government Services and Taxes**

The Town should, In an effort to reduce the future property tax burden in the Town, consider consolidations, mergers, shared services, or legislative measures to reduce waste and provide for more efficient services.