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ECONOMIC DEVELOPMENT PLAN

Dunn's economic development priority is supporting the Town's existing farm-based economy. Survey respondents generally support the Town in its efforts to prohibit rezoning to business, commercial or industrial zoning categories.

It is important to note that commercial development is very limited in the Town. Future commercial uses will likely only include small-scale uses that are compatible with the existing rural character of the Town. Because Dunn is a rural, agricultural community, the primary economic activity within the Town is farming. However, most Town residents work in neighboring communities, which is why regional economic development trends are included in this element.

Goal: The Town of Dunn will encourage economic development that emphasizes agriculture, serves Town residents and visitors, and respects the Town's rural character.

1-1: Focus economic development efforts on farming, farm-related businesses and home occupations.

Action 1-1a: Use the Town's Purchase of Development Rights Program to preserve productive farmlands in the Town for long-term farm use and maintain agriculture as a major economic activity and way of life.

Action 1-1b: Support and encourage the use of conservation easements to protect agricultural and natural resource areas in the Town.

Action 1-1c: Continue to apply for state and federal farmland protection programs and funding.

Action 1-1d: Support emerging markets for value-added agriculture, e.g. agri-tourism, heritage-based tourism, farm stays, equine agri-tourism, direct farm-product sales, community supported agriculture, greenhouses, bio-mass, specialty crops, organic farming, etc. Agri-tourism may include rural lodging, farm tours, animal experiences, restaurants, wineries, orchards, farm markets, cheese factories, ag-related events and other businesses interested in promoting agricultural tourism. Consider ways to promote and market such farms and products, such as seminars, markets, "farm tours", and festivals. Other strategies to implement this objective include offering splits with no house and promoting the farmers market at the Town Hall.

Action 1-1e: Ensure Town roads serve agricultural needs.

Action 1-1f: Support the establishment of home occupations as defined by the Dane County Zoning Ordinance [10.01 (25)], as long as the home business does not negatively impact neighbors or generate excessive traffic.

1-2: Protect and enhance Dunn's scenic and environmental character as an economic asset to the Town and the region.

Action 1-2a: Promote economic development that has little or no environmental impact.

Action 1-2b: Prohibit the creation or development of additional manufacturing, commercial, business and industrial sites.

Action 1-2c: Prohibit "strip" commercial development along roadways. Strip commercial development can generally be described as businesses that are engaged in auto-oriented commercial activity and are arranged in a line, usually along an arterial street. Strip commercial developments are often only one (1) lot in depth with minimal standards for landscaping and design.

Action 1-2d: Explore options to sustain and possibly increase tourism and recreation businesses in the Town, such as bed and breakfasts, parks, cross country ski trails, biking trails, walking trails and/or nature sanctuaries, provided that these businesses do not negatively impact the rural character of the Town, nor harm the Town's outstanding natural resources.

1-3: Ensure new economic development provides for local residents' needs, while respecting the Town's rural character.

Action 1-3a: Restrict business development to the Limited Service Areas where it can be served by public sewer.

Action 1-3b: Explore ways to recognize local businesses and highlight local businesses in the Town newsletter.

Action 1-3c: Communicate with adjoining municipalities in the planning and timing of the location and form of all commercial and/or industrial development proposed adjacent to the Town