

Goal: Attract , **grow, incubate**, and retain businesses that enhance Shawano's "small city" character while strengthening and diversifying the non-residential tax base and employment opportunities.

O1: Preserve and enhance quality of life throughout the City to encourage and bolster economic development

O2: Diversify economic opportunities in the City, while at the same time encouraging the development of

O3: Ensure that the City Zoning Ordinance provides appropriate non-residential zoning districts based on the desired type, scale, layout, and character of different areas of the City.

O4: Work to accommodate high-quality employment opportunities in areas planned for commercial, office, and

O5: Plan for an adequate amount of land to accommodate future commercial, office, and industrial

O6: Maintain business and industrial parks that are attractive, contribute to the economic stability of the area, and are compatible with the preservation of natural and cultural resources.

O7: Expand healthcare facilities

O8: Actively market the City and be proactive in recruiting businesses to complement those already located in

P1: Support the Economic Development Authority (EDA) in continuing efforts to pursue blight elimination in the downtown.--do they mean Economic Development Administration or are they referring to a local program?

P2: Encourage mixed-use development downtown, particularly the integration of upper-story residences in

P3: Consider establishing land use and development standards for areas located adjacent to Highway 29, key

P4: Provide for and support infrastructure improvements that foster the desired types of economic activity in the Shawano area, including high-speed telecommunications services to promote information-based business development, park and natural area improvements to promote recreational tourism, and public improvements

P5: Support mixed-use development projects that integrate non-residential and residential uses into high-

P6: Plan for commercial developments convenient to and integrated with residential neighborhoods (also see

P7: Encourage the clustering of larger-scale commercial uses in order to maximize consumer safety and

P8: Support proposals that provide a range of commercial opportunities while still considering the importance of preserving the City's character, existing locally owned businesses, and the downtown.

P9: Encourage the expansion of bio-based businesses ~~in appropriate locations, such as in the southeastern~~

P10: Locate industries on sites and in areas where they have adequate expansion space to meet anticipated

P11: When the City amends its zoning ordinance, consider incorporating standards for commercial and industrial building and site design. Also consider amending exterior lighting and signage ordinances as necessary to

P12: Support the economic health of production agriculture, farm family businesses, and the development and expansion of markets for agricultural products (also see the Agricultural Resources chapter).

P13: Explore strategies for promoting the downtown as a commercial and civic center for the City and Shawano

P14: Support the clean up and redevelopment of brownfields in the City.

P15: Promote a vital and healthy downtown by ~~encouraging~~ **incentivizing** the redevelopment and reuse of vacant and underused buildings and sites, and by discouraging the relocation of government buildings away from

P16: Discourage unplanned, continuous strip commercial development and an overabundance of competing commercial signs and billboards along major roadways. Instead, provide new shopping and commercial service

P17: Build on the area's historic, natural, and cultural heritage to promote day-trip tourism. Efforts may include developing and marketing a "brand" for the Shawano area, restoring historic buildings, enhancing access to natural areas such as the Wolf River, continuing to revitalize the downtown, enhancing the City's wayfinding

P18: Support efforts that enhance opportunities for local entrepreneurs to start and grow small businesses in Shawano, particularly those that provide jobs or services that do not currently exist in the area.

P19: Continue the appropriate use of tax increment financing to promote new industrial development,

P20: Work with existing businesses and industries to promote their health and ability to grow.

P21: Keep Green Bay Road as a commercial corridor

PRGM1: Prioritize economic development by implementing creative approaches for economic development, and utilize existing economic development organizations and programs such as the Shawano County Economic

Goal: Raise incomes for employees and residents in the City of Shawano

O: Coordinate educational training with schools for workforce development

O: Promote the City of Shawano to potential employers, focusing on those with the potential for high-paying

P1: Prioritize economic incentive programs for high-paying employers

PRGM1: Establish a business incubator program to support locally-grown businesses that can leverage local