



RACINE COUNTY MULTI-JURISDICTIONAL COMPREHENSIVE PLAN SUMMARY SHEET

Economic Development Element (Multi-Jurisdictional Comprehensive Plan Preliminary Draft Chapter XIV)

The economic development element is one of the nine elements of a comprehensive plan required by Wisconsin's "Smart Growth" Law, and it must contain goals, objectives, policies and programs to promote the stabilization and expansion of the economic base and the creation of quality jobs in Racine County.

The element is required to include the following: an analysis of Racine County's labor force and economic base; an assessment of types of new businesses and industries desired by the County; an assessment of the County's strengths and weaknesses in attracting and retaining businesses; an evaluation and promotion of the rehabilitation and redevelopment of environmentally contaminated sites for commercial or industrial use; and identification of programs in the County, including State and Federal programs, that promote economic development.

TRENDS, ISSUES & PROJECTIONS

Information on existing economic conditions in Racine County are covered in the inventory chapters of the comprehensive plan, particularly Chapter II, "Inventory of Population, Housing Stock, and Economic Base." Overall, the County has a strong economic base, as indicated by a varied labor force and annual increases in wages and per capita income.

The economic development element relies heavily on the Racine County Economic Development Plan 4.0 (EDP), as well as earlier versions, prepared by the Racine County Economic Development Corporation (RCEDC) and adopted by the Racine County Board in 2008.

Population and Employment Projections

Countywide and community-level projections of population, households, and employment were reported in Chapter VII.

Population projections indicate that the regional and County labor force will level off, as the baby-boom generation (persons born between 1946 and 1964) reaches retirement age. This will impact the number of jobs that the region can sustain.

Community-level forecasts for employment are now being selected by each local government; these will be compiled to create the countywide forecast of jobs through the year 2035.

GENERAL ECONOMIC DEVELOPMENT ISSUES

As identified by the Racine County Economic Development Corporation

- To cultivate an entrepreneurial culture in Racine County
- To focus on the importance of technology and innovation relative to the growth of existing businesses and the attraction of new businesses to the community
- To utilize the existing natural and cultural resources, recreational opportunities and business location advantages to promote a positive image of Racine County to existing residents and those outside the County
- To take advantage of the development opportunities that exist as a result of the Chicago-Milwaukee corridor and to properly link land use with future business development countywide
- To link education and training in a manner that provides a competitive workforce to meet the present and future needs of local employers and to create opportunities for low-income, disadvantaged and minority individuals to prepare for and obtain employment



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EXISTING & NEW SITES FOR BUSINESSES & INDUSTRIES

Racine County has numerous positive attributes to attract new businesses and industries, including a viable location in the Milwaukee-Chicago corridor, competitive land costs, access to a large customer and vendor base, new infrastructure investments, recreational and cultural resources, and a high quality of life.

Industrial/Business Parks

Industrial/business parks are generally described as having the following characteristics:

- A planned and publicly-owned internal street system;
- Sanitary sewer service and public water service available;
- A minimum of 10 acres for brownfield sites and 35 acres for greenfield sites; and
- Land that was platted or divided by certified map, except for brownfield sites, and under single ownership at the time the park was created

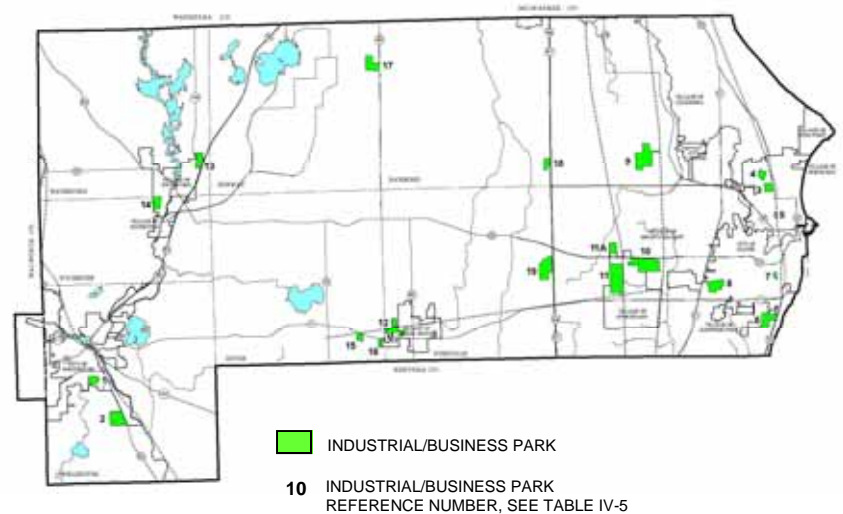
As of 2007, there were 19 industrial/business parks in the Racine County planning area, encompassing about 2,100 acres. Of these, 14 have full infrastructure including sewer and water. All are located adjacent to arterial streets or highways.

Desired Businesses & Industries

The RCEDC has developed an extensive list of targeted industries as part of their DRIVE (Developing Racine through Innovation, Vision and Entrepreneurship) Initiative. This initiative is geared towards both establishing new companies and creating new job opportunities. The two types of industries and three international countries targeted as good economic development drivers and employment generators are:

- *Next Generation Manufacturing:* NGM businesses are lean, agile, innovative and focused on new markets and customers locally and globally. The focus on lean and innovative manufacturing means these businesses are constantly finding new ways to improve processes and products, which gives them a long-term sustainable competitive advantage. Targeted NGM industries include:
 - Agriculture, Manufacturing and Mining Machinery
 - Navigational, Measuring, Electromedical and Control Instruments
 - Engine Turbine and Power Transmission Equipment
 - Machine Shops, Turned Products and Screw, Nut and Bolt Manufacturing
 - General Purpose Machinery Manufacturing
- *Professional Services:* Racine County's location offer professional service companies access to lucrative markets by a highly developed transportation network. Building this sector will also help to diversify the County's economy away from its dependence on traditional manufacturing sectors. Targeted professional services include:
 - Computer System Design
 - Professional Scientific and Technical
 - Specialized Design
 - Scientific Research and Development
- *Foreign-Owned Companies:* The DRIVE Initiative identified Germany, France, and Sweden as targeted international countries whose companies would work well within the County's network.

INDUSTRIAL AND BUSINESS PARKS IN THE RACINE COUNTY PLANNING AREA: 2006



Source: SEWRPC

From Chapter IV, "Inventory of Existing Land Uses and Transportation Services & Facilities"

ECONOMIC DEVELOPMENT STRENGTHS & WEAKNESSES

Based on findings from the Racine County Economic Development Plan 3.0 and 4.0 reports, the comprehensive plan SWOT analyses, and input from the MJAC, the following strengths and weaknesses in attracting and retaining businesses were identified:

STRENGTHS

- Geographic location — proximity to interstate (I-94) and between Chicago and Milwaukee
- Quality of life
- Worker productivity
- Significant manufacturing base
- Innovative programs and partnerships
- Access to institutions of higher education
- Availability of workforce, land, and housing options
- Access to national and international markets
- Good infrastructure and accessibility
- Lack of congestion and reasonable commuting distances

WEAKNESSES

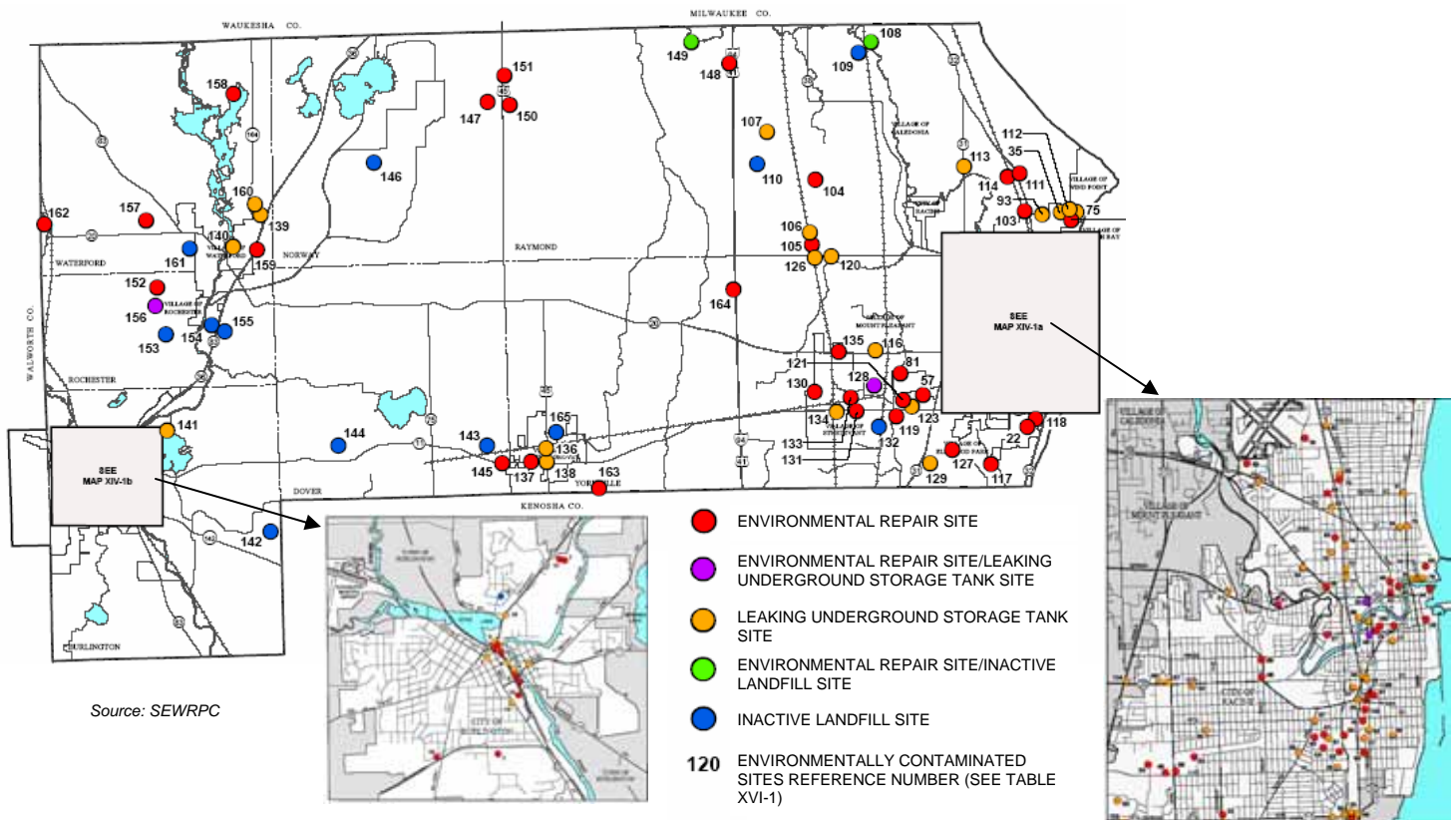
- Lack of integration of east and west Racine County
- Lack of dedicated funding for mass transit (e.g., Kenosha-Racine-Milwaukee commuter rail)
- Lack of funding for redevelopment projects
- Image and marketing
- Educational attainment issues
- Lack of trained, educated labor force
- Brain drain — educated and skilled young people leave Racine County for jobs elsewhere
- Lower wages and salaries for jobs in Racine County than jobs in neighboring (including Illinois) counties
- Lack of understanding about the importance of agriculture and its contribution to the economy

Additional strengths and weaknesses can be found in the complete draft chapter.

ENVIRONMENTALLY CONTAMINATED SITES

Wisconsin's comprehensive planning law requires the economic development element to evaluate and promote the redevelopment of contaminated sites for commercial and industrial use. The State Department of Natural Resources Bureau for Remediation and Redevelopment has identified 150 environmentally contaminated sites, including: 77 environmental repair sites (ERP), 68 leaking underground storage tank sites (LUST), and 5 sites with a combination of ERP and LUST issues.

ENVIRONMENTALLY CONTAMINATED SITES IN THE RACINE COUNTY PLANNING AREA



GOALS, OBJECTIVES & POLICIES

- Goal XIV-1:** Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities.
- Goal XIV-2:** Provide adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, industrial, and institutional uses.
- Goal XIV-3:** Encourage development patterns that promote efficient and sustainable use of land, link transportation systems, and utilize existing public utilities and services.
- Goal XIV-4:** Maintain the agricultural base, preserving productive farmland and environmentally sensitive areas.
- Goal XIV-5:** Protect and enhance cultural structures, historic sites and districts, and archaeological sites.
- Goal XIV-6:** Promote redevelopment and infill in areas with existing infrastructure and services, enhancing residential, commercial, and industrial areas.
- Goal XIV-7:** Encourage intercommunity planning efforts to make effective use of resources and to resolve conflicts.

Objectives & Policies

In addition to the RCEDC's objectives and policies, several were developed specifically for the Racine County comprehensive plan. The objectives include:

- Promote a wide range of employment opportunities and resources for all residents that improve and enhance the economic vitality of Racine County.
- Maintain and enhance the economic vitality of Racine County by encouraging a diversified tax base of agricultural, commercial, industrial, and residential uses.
- Encourage and promote a viable and sustainable economy through existing and new programs designed to support the farm economy.
- Promote the preservation, development, and redevelopment of a variety of suitable industrial and commercial sites in terms of both physical characteristics and locations.
- Foster tourism that promotes the natural features, cultural resources, and unique heritage of Racine County.

A couple examples of the plan policies include:

- Encourage business development that provides a living wage for its employees and enables employees to afford housing in Racine County.
- Promote mixed use developments and employment centers that are visible and easily accessible to existing or planned transit routes.

Additional goals, objectives, and policies can be found in the complete draft chapter.

ASSISTANCE PROGRAMS, TOOLS & ORGANIZATIONS

The element concludes with information on economic development assistance programs, financial tools, and organizations that are available to the public and private sectors to help boost the local economy. Examples include Tax Increment Financing Districts, Business Improvement Districts, RCEDC, and the Racine Area Manufacturing and Commerce (RAMAC). Summaries are provided in the complete draft chapter.

TAX INCREMENT FINANCE DISTRICTS IN THE RACINE COUNTY PLANNING AREA

