



Planning and Development Department Development Newsletter

February 2016

Comprehensive Economic Development Strategy for Southeastern Wisconsin: 2015-2020

The Plan Commission recommended Village Board approval of the updated Comprehensive Economic Development Strategy for 2015-2020 prepared by the Southeastern Regional Planning Commission. This plan is intended to diversify and strengthen regional economies and identifies numerous local economic development projects including our future business park. The key economic clusters that our region is focusing on include energy, power, and controls; water technologies; food and beverage production and manufacturing; finance and insurance; headquarters and business services; and medical technology, bioscience, and health services.

Outdoor Display Regulations

The Zoning Ordinance regulates the amount of outdoor display allowed in the C-2 Community Business zoning district (mainly the South Commercial District). As directed by the Plan Commission in January, staff presented draft regulations that separate general merchandise displays and seasonal merchandise displays. The Plan Commission discussed the text and suggested that the maximum amount of seasonal display should be based on a percentage of the store frontage rather than a set number. This issue will be back before the Plan Commission for their review and consideration.

Comprehensive Plan Update Project

The Plan Commission has a kick off meeting with the Comprehensive Plan Update Project. Vandewalle & Associates presented demographic data and the results of the key issues questionnaire completed by the Village Board, Plan Commission, and department heads. (Note: The presentation is attached to this email.)

The Comprehensive Plan update project will focus on the Village's housing mix policy, the Port Washington Road corridor, and the Planned Land Use Map. The project will include a variety of engagement opportunities with residents, property owners, and business owners. Village staff will be reaching out to stakeholders in the coming months. If you or your business is interested in being involved in shaping the future of Grafton, please contact Jessica Wolff at (262) 375-5303 or jwolff@village.grafton.wi.us.

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