

**Figure 9.3: Village Strengths and Weaknesses for Economic Development**

Strengths	Weaknesses
Location provides flexibility for businesses and workforce – near Madison, commuting distance to Milwaukee metro area	Expansion potential limited by neighboring communities and desire to protect natural resources and agricultural lands
Interchange at Interstate 94 and interstate visibility	Need for large employers
Direct connection to Interstate 90 and 39	Housing costs
Quality of school district	Cost of living and taxes
Urban Service Area capacity for growth	Lack of true downtown area
Infrastructure planned for growth and capacity	Traditionally viewed as a bedroom community
Land availability – business park areas and vacant parcels/areas within the Village	Potential for intergovernmental conflict in pursuing regional economic development directives
Small community feel with access to major metro area amenities	Global and national economic challenges
Recent examples of very high quality development	
Quality of life amenities including schools, recreational facilities	
Responsive Village leadership	

**E. Economic Development Goals, Objectives, and Policies**

**Goals:**

1. Create efficient, well-designed business and employment centers.
2. Enhance the Village of Cottage Grove business districts.

**Objectives:**

1. Provide a generous supply of developable or re-developable land for industrial, office, and commercial land uses.
2. Identify strategic locations for high quality industrial and office developments.
3. Provide necessary municipal services such as sanitary sewer, municipal water, and stormwater management facilities to strategic Village growth areas.
4. Encourage the creation of highly planned, mixed use centers that include employment, shopping, housing, and recreation opportunities in a compact, pedestrian-oriented setting.
5. Promote the concept of development “paying its own way.”
6. Strengthen the retail power of established commercial areas by discouraging new strip commercial developments on the Village's fringes.
7. Enhance the aesthetic quality of Cottage Grove business districts.
8. Encourage infill development on underutilized or blighted commercial properties.

**Policies:**

1. Through the Future Land Use Map, designate a sufficient number of sites and opportunities for the economic development opportunities in the Village.
2. Put strong emphasis on ensuring the continuous provisions of high-quality office, commercial and industrial sites within the Village of Cottage Grove.
3. Continue to support regional office, research, light industrial and supporting commercial and service development in the Commerce Park area.
4. Encourage regional office, research, and compatible commercial uses north of Interstate 94 along CTH N.
5. Discourage unplanned, incremental strip commercial development along major community entryways, such as CTH BB and CTH N.
6. Work to enhance and beautify the streetscapes along major corridors and community gateways, particularly Highways N and BB and the Interstate.
7. Encourage the redevelopment or rehabilitation of underutilized and deteriorated commercial properties, with a focus on properties in need of redevelopment.
8. Continue to encourage the creation of a new downtown area as a specialty retail, service, civic, and residential district.
9. Upgrade signage, landscaping, site design, and related development standards for existing commercial, office, and industrial development areas.
10. Support the continued marketing and development of Commerce Park and other business park areas in the Village.
11. Require deed restrictions and protective covenants for all industrial and business park plats or land divisions. Deed restrictions, architectural guidelines, and restrictive covenants should be reviewed by the Village to assure high quality development.
12. Require that new businesses or industrial development provide adequate separation and/or buffering between facilities and nearby existing or planned residential neighborhoods, while still encouraging the concept of live-work neighborhoods where neighborhoods and site planning standards and high.
13. Cooperate in regional initiatives, like Thrive, to boost the economic development opportunities in the Village and region.

**F. Economic Development Programs and Recommendations****Continue to Implement and Strengthen Cottage Grove's Commercial and Industrial Design Standards**

In order to ensure high-quality, lasting projects that are compatible with the desired character, the Village has a strong track record of implementing design standards. Ensuring that all development is held to the same standards creates a consistency and sense of certainty that businesses appreciate and rely on to ensure the continued value of their business.

The illustrations on the following pages include general design guidance for three types of commercial development projects: (1) In-Vehicle Sales and Service; (2) Indoor Retail, Service and Community Facility (Large Scale); and (3) Neighborhood Commercial, Community Facility, and Mixed Use. Overall, the following principles should be incorporated into site and building designs for new and expanded commercial uses, regardless of type: