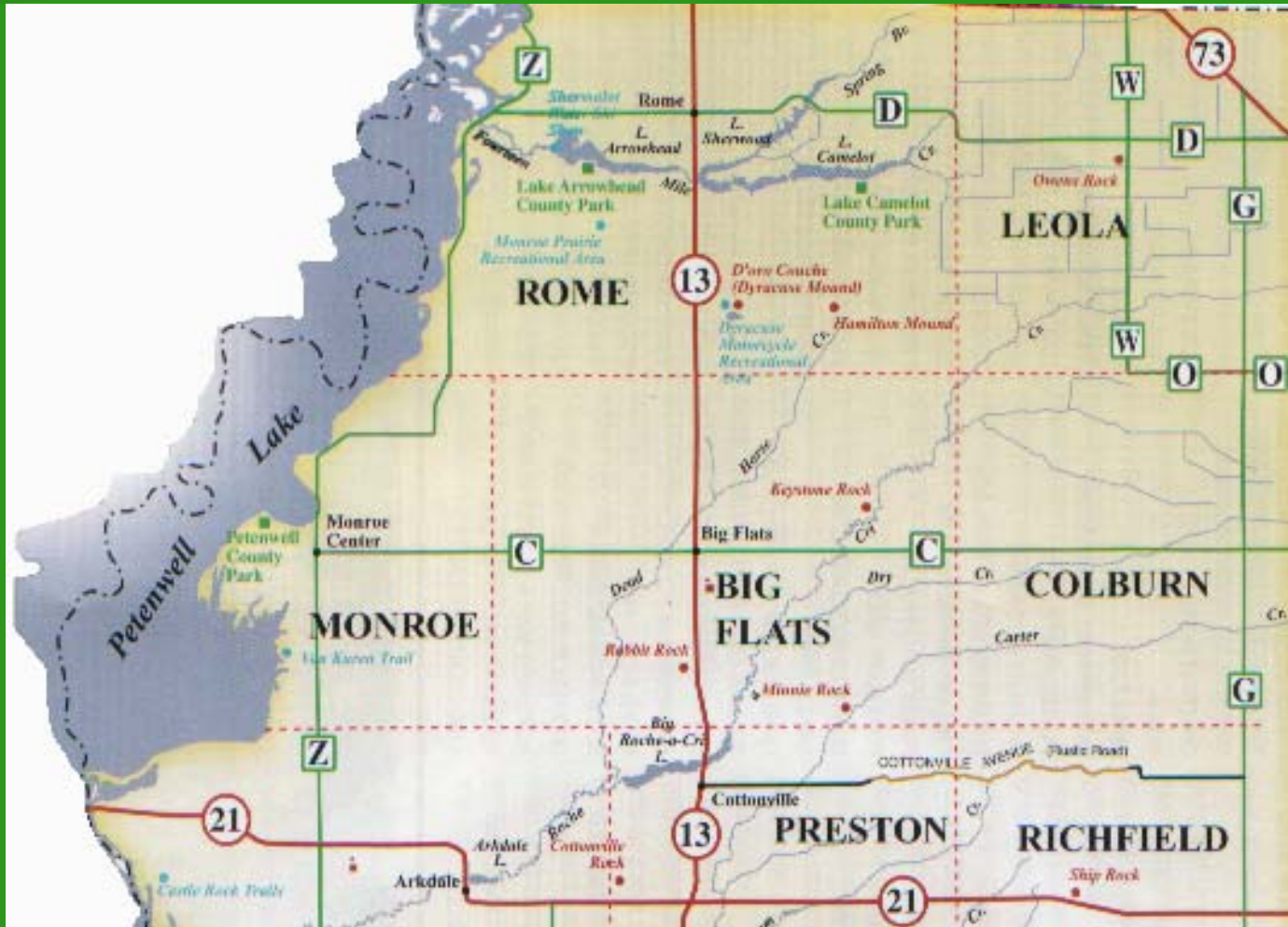




Town of Rome

A Plan for 'Planned' Development
2007





Lakes Spur Development Managing Growth is a Concern

- Strict covenants/design standards/zoning: regulate growth & ensure quality
- Preservation of green space
- Government incentives used as a tool to entice 'selected' opportunities



Lake Arrowhead Golf Course



Rome

(2000)

Population	Total Area	Water Area	Land Area
2,656	62.31	8.06	54.26

Wisconsin Rapids

Population	Total Area	Water Area	Land Area
18,435	14.11	0.85	13.26

Nekoosa

Population	Total Area	Water Area	Land Area
2,590	3.40	0.01	3.39

2000 Demographic Information from http://factfinder.census.gov/servlet/GCTTable?_bm=y&-geo_id=04000US55&-_box_head_nbr=GCT-PH1&-ds_name=DEC_2000_SF1_U&-format=ST-7



Rome (2006)

Population: 3,051

PLUS CHANGE of 395 since the 2000 census of 2,656 (14.9 percent)

Increase of 3% per year; fastest growing town proportionately
in the State of Wisconsin

Adams County

Population: 21,548

PLUS CHANGE OF 1,628 persons (8.173 percent) since the 2000 census of
19,920.

2006 Demographic Information from http://factfinder.census.gov/servlet/GCTTable?_bm=y&-geo_id=04000US55&-_box_head_nbr=GCT-PH1&-ds_name=DEC_2000_SF1_U&-format=ST-7

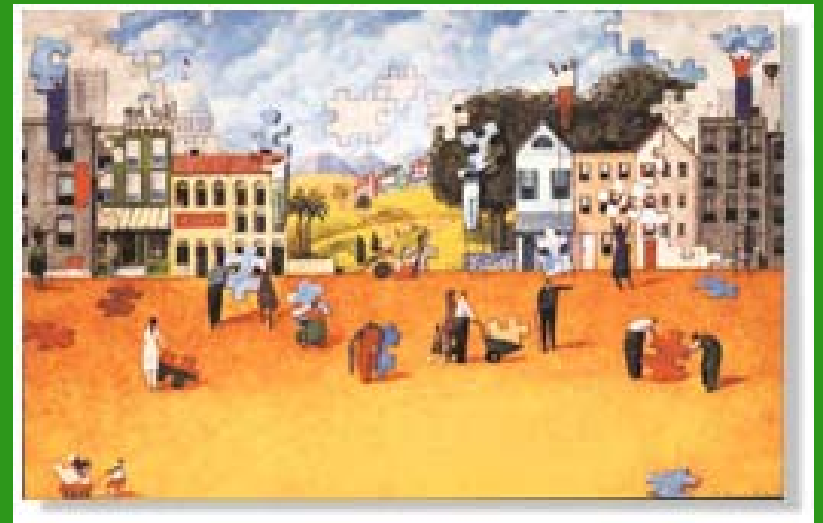


Rome converts commercial development opportunities to 'balance' residential growth against demand for more services.

Photo from <http://www.ncdaonline.org/>



HOW?



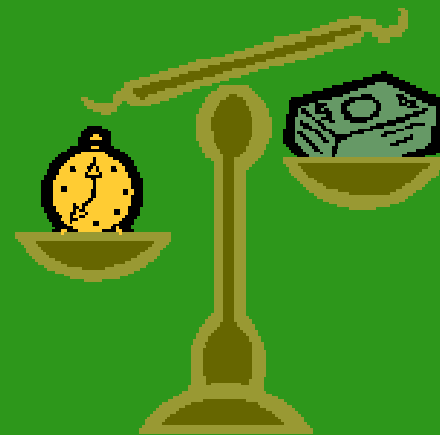


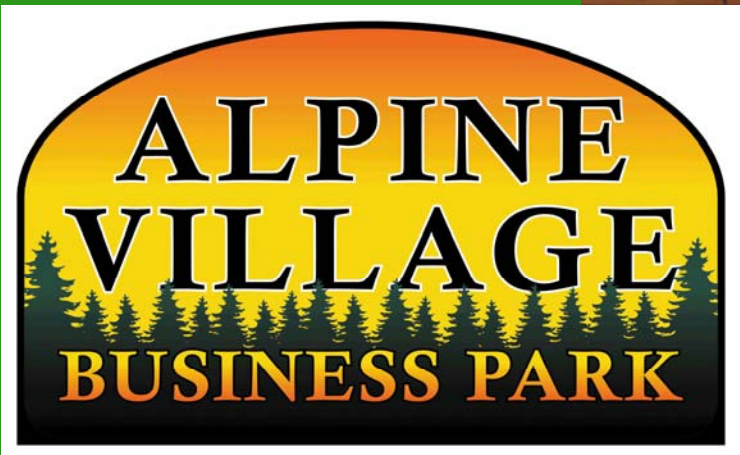
- How do we identify the businesses?
- How do we recruit the specific business needed, once identified?
- How can we help with the financing/approval of the project?





Initiate Process/Direct Recruitment
(CDD)
Project Viability/Environmental
Concerns (CDA)
Placement of Business
(Zoning/Planning Commission)
Financial Risk Analysis
(Developer/CDA)
Public Incentives (CDA/Town Board)
Permitting/Approval Process
(Zoning/Planning
Commission/CDA/Town Board)
Exit Strategy





PROFESSIONAL OFFICE BUILDING WITH FINANCIAL TENANT
Rome, Wisconsin





SELECTIVE DEVELOPMENT

Enhances Options:
Retail/Eateries
Professional Services
Senior Housing

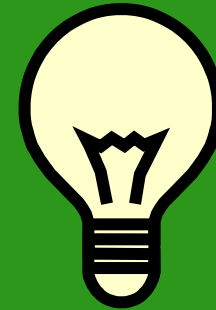
Job Creation:
Several thousand
in short term
Several hundred permanent

Tax Base:
Commercial Devel.
Adds to Base
& Uses Less Gov't Services
(versus Residential)



CHALLENGES TO OVERCOME

- Initiate creative approaches for recruitment/financing options
- Promote inter-local cooperation
- Approve more certain land use issues quickly to reduce time needed for developers & business owners





Conclusion ONE: Town has enormous growth potential given natural resources and land area available for development.



Conclusion Number TWO: In most small communities, local and regional government support for projects is necessary since lender confidence is not high enough to initiate some development projects.



<http://www.romewi.com/>

http://www.romewi.com/New_06/PDF/Business_Park/map_update_10_2005.pdf

Thank you for your time.