

## 6. ECONOMIC ELEMENT

**GOAL 1: To have a balance of businesses and population which will provide a high level of employment and improve the quality of jobs and business opportunities, while maintaining the Town's character and ensuring compatibility with existing land use.**

### **OBJECTIVE 1: BUSINESS AND EMPLOYMENT OPPORTUNITIES**

**Promote business and employment opportunities in the Town of Davie by improving the Town's economic development efforts and improving the business climate.**

- Policy 1-1 On a quarterly basis gather and share economic information on the Town and its targeted redevelopment areas working with the local Chamber of Commerce, the Broward County Office of Economic Development and other appropriate organizations.
- Policy 1-2 Prepare an economic development business plan by 2010 to clearly define the Town of Davie role in development, business attraction initiatives, and how the Town can proactively attract future jobs.
- Policy 1-3 Establish and maintain a database of available properties (vacant/underutilized land and buildings, properties for sale) for new businesses or expansion/relocation of existing business, with information on land use, zoning, liens, deed restrictions, environmental issues, etc. Make this database available through the Town of Davie economic development office.
- Policy 1-4 Promote the Town as an intellectual business destination through the Town's website and marketing initiatives.
- Policy 1-6 Highlight the Town of Davie's education industry the opportunity for new business to take advantage of the presence of the South Florida Education Center. To this end, form strategic alliances with the local universities to strengthen business recruitment efforts.
- Policy 1-7 Utilize market studies to help determine the appropriate mix of different business types (retail, office, business, etc.)
- Policy 1-8 Identify synergistic industry clusters now in Davie and ensure that planning and development regulations enable expansion of these clusters.
- Policy 1-9 Establish a regular dialogue with local business owners through a community outreach program to local business owners and encourage them to join the Davie Economic Development Council to actively take part in the town's economic development activities.
- Policy 1-11 When considering new regulations, the Town shall seek to balance the function and expected benefit of the new regulations with the effect on the cost of doing business in the Town.

- Policy 1-12 Pursue the establishment of an Economic Development Manager position when feasible. The Economic Development Manager would report directly to the Town Manager to ensure Town activities and projects further the goals of increased economic development, and to provide a single point of contact for individuals seeking to move a business in or expand within the Town.
- Policy 1-13 As part of an incentive package for businesses in targeted industries, and businesses locating in targeted redevelopment areas, the Town shall develop an expedited permitting program, with specific eligibility criteria. The Town shall include this and other incentives in its marketing and advertising programs prescribed in Policy 2-2 below.

## **OBJECTIVE 2: NEW BUSINESS GROWTH**

### **Direct new business into appropriate areas in the Town.**

- Policy 2-1 Encourage new development and redevelopment to locate within the high intensity and high density areas of the Town, such as the RAC, the CRA, and the Transit Oriented Corridor. The Town will develop an incentive package for businesses to locate in these areas of the Town.
- Policy 2-2 Establish web-based advertising and marketing to encourage development and redevelopment in the RAC, CRA and TOC.
- Policy 2-3 Create a user-friendly web page on its Internet site for businesses seeking to relocate to the Town.
- Policy 2-4 Allow and encourage traditional neighborhood development concepts of commercial and residential development within the RAC, the CRA, and the Transit Oriented Corridor areas. These concepts include, but are not limited to, the mixing of uses, compact urban design, pedestrian friendly streetscapes, and the integration of common open space.
- Policy 2-5 Pursue implementation of the Transit Oriented Corridor and RAC Master Plans to encourage economic growth within those areas.

## **OBJECTIVE 3: CAPITAL IMPROVEMENT PLANNING**

### **Maintain adequate infrastructure to provide for population and economic growth through the implementation of the Capital Improvements Element, and make information on capital planning and programming as widely and conveniently available as possible.**

- Policy 3-1 Make the Town's Comprehensive Plan, including both the Goals, Objectives and Policies and the updated Data, Inventory and Analysis reports, available on the Town's website.
- Policy 3-2 Ensure that the roads, parks, and infrastructure LOS standards in the comprehensive plan are maintained at all times.
- Policy 3-3 Look for opportunities to increase access to affordable wireless Internet technology in the Town and the amount of fiber optic cable.

- Policy 3-4 Research alternative funding strategies for infrastructure development and improvements within the targeted redevelopment areas.
- Policy 3-5 Work with the South Florida Water Management District and local drainage districts to develop areawide drainage plans which will permit infill development to occur within the targeted redevelopment areas.
- Policy 3-6 Annually update the Capital Improvements Element and the Five Year Schedule of Capital Improvements, as required by state law.

#### **OBJECTIVE 4: SMALL BUSINESSES**

##### **Foster success of small businesses.**

- Policy 4-1 Work with other public, private and non-profit partners to promote business incubator programs and other business assistance initiatives.
- Policy 4-2 Offer the Town's assistance in connecting small businesses to organizations that provide assistance in sharing business expertise, forming insurance funds to back small business loans, establishing social capital networks, etc.