



## ECONOMIC DEVELOPMENT



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Economic strength is built on creativity, innovation, and hard work.

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Colwich is proud of the innovative business owners who choose to serve the community with pride and dedication!



WHAT YOU WILL FIND IN THIS CHAPTER:

- ❖ Discussion of Colwich's commercial and industrial economy
- ❖ Discussion of Colwich's economic climate
- ❖ Discussion of the economic goals, objectives and policies



## INTRODUCTION

Colwich is one of the most livable communities in Sedgwick County. The region's strong economy coupled with the strong local economy provides residents with the ability to hold good family-wage jobs within Colwich and the surrounding area.

The city's strong local economy is a tremendous asset. To preserve and strengthen the city's position and continued development of the commercial and industrial businesses, consideration of the unique characteristics and the diverse requirements needed for future expansion and development must be considered.

A strong economic plan comprises, but is not limited to, five considerations: a strengthened and diversified economic base; a strong regional economy; employment opportunities for all residents; an easy and attractive place to do business; and a sustainable city.

To achieve these considerations, it is important to focus on fostering a positive business climate and planning for and developing infrastructure that support the economic growth envisioned in the Comprehensive Plan.

The economic development portion of the Comprehensive Plan guides efforts in marketing, offering services to businesses of all sizes, informing citizens and city leaders of the trends and strength of the local economy. The plan also guides decision making in land use, infrastructure, capital budgeting, regional collaboration, local partnerships, and other areas that impact the success of businesses, employees and related services.

## DISTRICT DIVERSITY

Colwich needs diverse business districts, industrial districts and building types to attract new development and remain attractive to key industry sectors. The land use element of the plan, zoning and development regulations, must provide for the land use and building types along with the necessary infrastructure to support commercial and industrial centers.

Important to this process is maintenance of sensitive zoning controls in concert with application of appropriate quality standards through the subdivision review process.

#### MOBILITY CHALLENGES

Economic success in Colwich will require a range of transportation options that supports the needs of its commercial and industrial partners. This requires both local and regional resources to ensure the entire transportation system serving Colwich is able to support our economic partners.



#### HOUSING

To support a thriving economy, there is a need for workers at all income levels and housing options to meet their need. Promoting housing affordability will be a challenge as the economy grows.

#### INFRASTRUCTURE

The city providing the necessary public infrastructure investments supports the desired land uses and prepares the way for economic activity. The city's infrastructure funding and development efforts are directly linked to and are a critical part of economic development.

#### ECONOMIC DEVELOPMENT IN COLWICH

##### BUSINESS CLIMATE

Colwich's existing businesses provide the foundation for effective economic development. A large share of future employment growth is likely to come from local and regional businesses thus making business retention and support important. Locally nurturing small business start-ups to attracting large industrial development is an important economic development strategy.

To support the future economy requires an array of efforts which include the conventional focus on high quality city services and facilities.





## COMMUNITY LIVABILITY

“Livability” – the quality, character and richness of place – has become a key driver of the economic competitiveness of cities and regions. The importance of livability to economic health requires strong policy recognition of the importance of investments in urban amenities like open space and recreational facilities, a healthy natural environment, and quality urban design, as key components to the city’s economic development strategy.

A mix of private businesses, public services, and amenities can enhance the quality of the community and create new business opportunities.

## EDUCATION

Education plays an important role in Colwich’s economy. A quality education for Colwich’s children provides not only quality of life benefits, but also prepares the next generation of workers to build and maintain a vibrant economy.

By promoting educational opportunities for residents and workers of all ages and backgrounds, the city lays the foundation for a resilient local economy that attracts and nurtures outstanding talent.





## GOAL, OBJECTIVES AND POLICIES

### GOAL

Promote diversified commercial and industrial development to enhance economic stability, increase the local tax base and improve employment opportunities for citizens of the city.

### OBJECTIVES

- OBJ-1. Prepare and formalize a strong economic development program that includes all aspects of economic development.
- OBJ-2. Encourage continued cooperation between the private and public sectors in finance, real estate, taxation, planning and provision of public and private services particularly with regard to promotion of economic expansion and business diversification.
- OBJ-3. Maintain and strengthen efforts to attract businesses and industries that can utilize local raw materials and merchandise on a regional and national basis.
- OBJ-4. Promote continued development and expansion of agriculture and agribusiness as primary sectors of the local economy.
- OBJ-5. Support maintenance and expansion of businesses and industries supplying goods and services to major primary manufacturers throughout the mid-states region.
- OBJ-6. Use the economic development program to identify and target those businesses and industries most compatible with the resources and needs of the city.
- OBJ-7. Adopt and maintain long-range development plan with appropriate zoning protection for areas of commercial and industrial expansion.

- OBJ-8. Provide incentives, when possible, to promote commercial and industrial development.
- OBJ-9. Maintain and enhance the Central Business District.
- OBJ-10. Continue to seek grants and other forms of financial assistance for economic expansion.

### POLICIES



- ED-1. Commercial and industrial tracts shall be platted and zoned in accordance with the regulations of the city.
- ED-2. Commercial and industrial development shall provide for adequate management of stormwater runoff, and may be required to provide engineering certifications where deemed appropriate by the City.
- ED-3. Commercial and industrial businesses shall be located near the railroad or a major street to assure immediate vehicular access without traverse of residential areas.
- ED-4. Commercial and industrial uses are encouraged to locate near like uses to form cohesive districts to avoid haphazard and scatter developments.
- ED-5. Commercial and industrial development shall be connected to municipal utility systems, or shall submit proof of adequate service by alternative means.
- ED-6. Commercial and industrial development shall be appropriately buffered and screened to assure protection and less intense uses, and in particular areas of neighborhood residential development.
- ED-7. Commercial and industrial construction projects shall include provision for appropriate conservation measures to limit wind and water erosion as part of the project planning process.

## IMPLEMENTATION

Economic development is a dynamic ever changing field and to remain competitive, Colwich needs to stay ahead of the change. The city needs to coordinate and collaborate with local and regional economic development professionals as well as agencies to keep up with the trends impacting south central Kansas