

Action: Consider a 'Downtown Richland Center' focus page for use on the new tourism, social media, and city websites.

Strategy 4: Facilitate stronger community/industry relations

Several large national and local industries call Richland Center home. These companies offer a variety of opportunities for residents of the city and help bring resources to the city. The city also has a strong educational infrastructure with UW-Platteville Richland, Southwest Technical College, and Richland School District all sharing a presence in the city. The city should engage with both employers and educational institutions to solve workforce problems and increase community prosperity.

Action: Engage in regular meetings with both companies and educational institutions. Facilitate conversations that help solve workforce challenges and skills gaps.

Action: Present a united front of the city, educational institutions, and industry when advocating for new residents, housing developments, and marketing initiatives.

Action: Market the city as a location for career growth and opportunity by showcasing the strong relationships between these entities.

Action: Facilitate round table discussions among industry human resource departments to determine their challenges and where the city and schools can help.

Housing Strategies and Actions:

Strategy 1: Aggressively pursue land for new development and redeveloping existing land.

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Richland Center's current ability to grow its boundaries are constrained due to both the economics and the adjacent geography. Despite this, the city will need to continue to pursue adjacent land through negotiations with landowners. In the meantime, the city will need to maximize the utilization of its existing land for current and future housing development. In the absence of new annexations, the city will need to focus on increasing density and better utilizing the land within its current boundaries.

Action: Create a 'Housing Task Force' to provide continued attention to this important issue. Include large employers such as Foremost, Rockwell Automation, and Richland Hospital the Housing Task Force along with economic development and real estate professions. The task force will continue to pursue new land and land for redevelopment within the city.

Action: Maintain an inventory of lots that are currently unused, underutilized, and potentially available for development within the city. The accompanying market analysis and action plan has provided a first step in identifying unused and underutilized parcels.

Action: Continue to partner with Richland County to take ownership of tax-delinquent parcels that have the potential for housing development.

Strategy 2: Incentivize development.

In addition to determining where the city is able to build new housing the city will need to incentivize housing developers to build in Richland Center. This can be done by developing and advertising a suite of incentives meant to encourage development within the city. It can and should also be done through measures that reinforce the developers return on investment.

Action: Streamline the permitting process for new developments and have parcels prepared “on-paper” ahead of development. Make available land as “shovel-ready” as possible for developers.

Action: Encourage large employers, including those on the ‘Housing Task Force’ to commit to the city’s housing goals through subsidizing housing costs for employees and public statements in support of housing.

Action: Recent actions to become active in code-enforcement are a step in the correct direction. The city needs to continue to pursue code enforcement. Code enforcement will encourage greater property values, incentivizing future housing developers.

Action: Require annual permitting and regular rental unit inspection for all rental property in the city. Encourage landlords who do not adequately maintain their property to sell. Develop a program that encourages the rehabilitation of deferred maintenance properties within the city. The attractiveness of the city as a place to live includes its housing, including its rental housing.

Action: Develop and maintain a listing of financial incentives for developers, new home builders, and new home buyers. Advertise this list.

Action: If the city is unable to attract a neighborhood development through a developer, consider funding the development of a neighborhood and selling lots at a low cost to committed builders.

Transportation Strategies and Actions:

Strategy 1: Increase transportation options through Investment and Partnerships.

A strong transportation network provides a reliable, safe, and efficient movement of people and goods within the community as well as to and from the city. Within the community is a network of sidewalks, crossings, and trails which provide a short-distanced alternative to a car-based lifestyle as well as a pleasurable activity, these can be expanded. The city can and should continue to invest in bicycle and pedestrian transportation options, and develop strong partnership to ensure that public transportation and the airport are adequately available to the public

Action: Construct a bicycle and pedestrian path connecting North Park to the north Industrial Park and other points north. See the Existing and Proposed Routes map for future paths and trails.

Action: Complete the construction of the paths identified within the Safe Routes to School Plan and undertake a review and update of this plan.

Figure 13: Richland Center Future Land Use Map, 2022

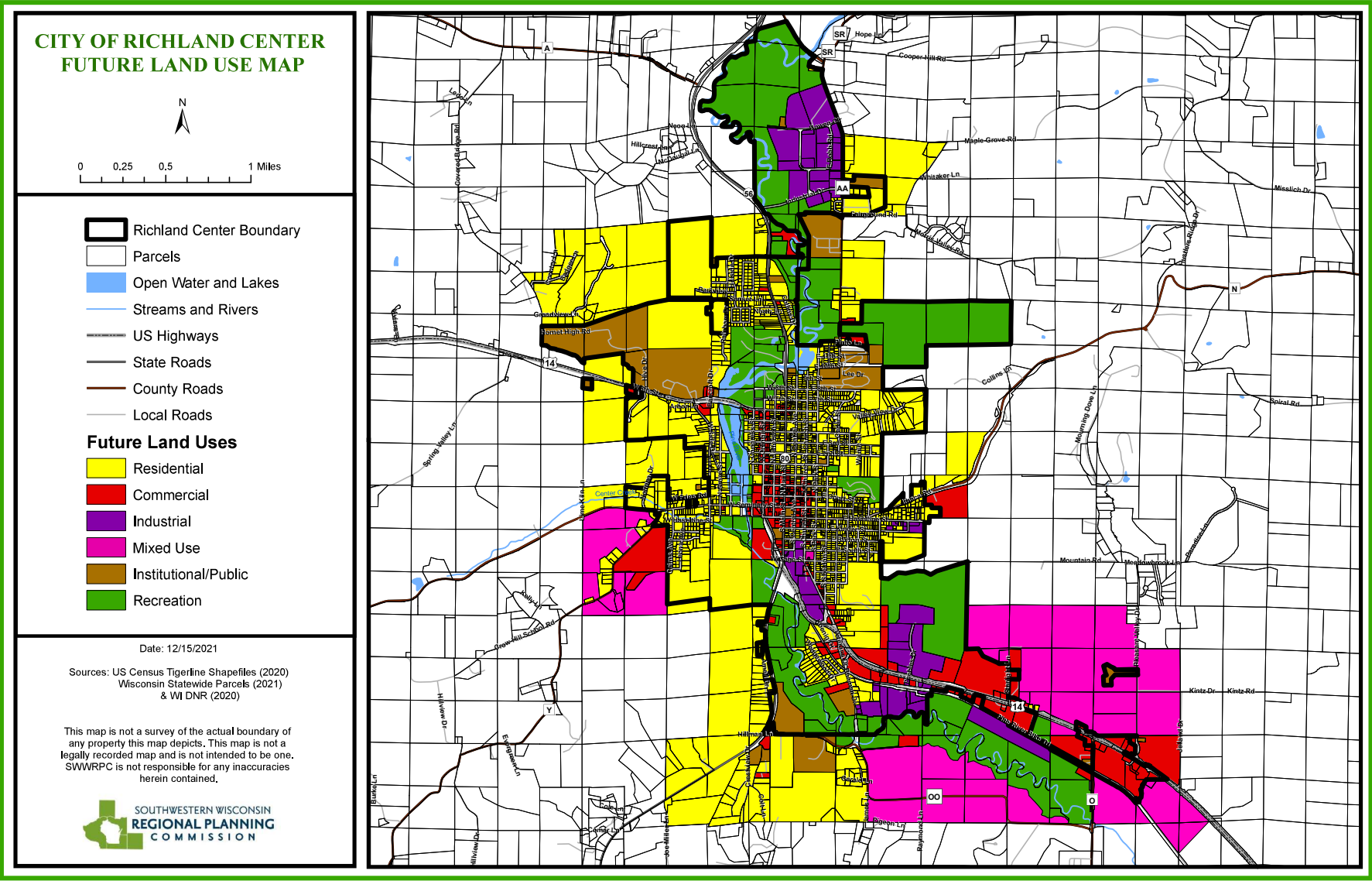


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