

# ECONOMIC DEVELOPMENT

Economic Development is the carrying out of activities that encourage economic growth within the community and infuse new capital from outside the city to improve the lifestyle of local citizens. In order to keep pace with the projected growth of Woodland Hills and the immigration of people due to new residential development, economic development becomes a critical element of city governance.

Increased tax revenue can help provide many of the public services that citizens expect. Generally, residential development does not provide enough tax revenue to cover the cost of essential government services. For a community to be fiscally responsible and viable, it must provide economic opportunities for job growth, retail, and office development. Employment opportunities will also allow citizens to work closer to their homes. Local shopping will reduce the need to travel to other cities for goods and services.



Historically, Woodland Hills has been exclusively an “bedroom” community. Citizens enjoy the quiet, rural atmosphere, but are forced to drive to other communities for shopping and services. However, as the community continues to grow the demand for shopping and services within the community will increase. The pressure to develop commercial land uses will grow and the demands on town infrastructure will necessitate increased funding that can come from taxes. Maintaining the historic and current rural lifestyle, providing retail services and increasing employment opportunities through the development of commercial and small industrial enterprises should be a focus of the town in the coming years.

Presently there are no industrial or commercial business districts inside the City of Woodland Hills. Commercial land uses do exist in the form of in-home businesses only. Consideration should be given to amending the zoning ordinance to allow for commercial development on a limited basis.

## **PRE-PACKAGED SITES**

The best incentive any city can use to attract business investment is an enthusiastic response team at the local level and an inventory of well-packaged sites. Often the missing link in attracting new industry is a weak response team at the city level. The most successful cities in Utah are those who are ready to act on a moment's notice. They provide general community information, specifics on utility rates and capacities, and simple brochures describing a variety of pre-packaged sites. A pre-packaged site is one that meets a "Five-way Test:"

1. Land is already annexed in to town.
2. Already zoned for business use.
3. Utilities are available or a utility plan is in place.
4. A "fully improved" asking price for the site is readily available.
5. Transportation is available.

Good planning and well written zoning ordinances are the best assurance a business owner can have to protect his or her long term investment. Packaged sites and city cooperation are essential incentives sought by business.

### Woodland Hills Future Land Use

