

**03-13-2019 Town Council Meeting**  
**Responses to Council Questions #2**

**ITEM #4: Charting Our Future - Consideration of the Draft Guiding Statements**

**Council Question:** This still seems completely housing centered in terms of development and redevelopment; where is the “increasing commercial tax base” included?

**Staff Response:** *The Guiding Statements include the following references to non-residential development:*

1. *The **tagline** for the Guiding Statements includes economic sustainability which correlates to increasing commercial tax base;*
2. *The **preamble** includes ensuring the Town’s fiscal well-being and supporting the Town’s economic development strategies as stated purposes of the Guiding Statements;*
3. ***Statement 1, Demonstrate the Town’s commitment to environmental stewardship and resiliency**, includes provisions for creating compact communities where community members can meet the daily needs of life, such as work and commerce. This Guiding Statement also includes support for more intense land uses such as office and retail uses;*
4. ***Statement 2, Ensure equitable planning and development**, includes advancing economic opportunity, which is defined as follows:*  
  
*Promote local economic development and entrepreneur opportunities, enhance community-serving establishments, and increase quality living wage jobs for all community members*
5. ***Statement 5, Cultivate a vibrant and inclusive community**, includes considerations for requiring a mixture of land uses including retail and office uses;*
6. ***Statement 6, Direct investment along key transportation corridors**, includes the development of mid-rise office and more intense mixed use development; and,*
7. ***Statement 7, Support and facilitate economic development, including job creation; innovation; and entrepreneurship, through redevelopment and infill development**, recognizes that continued economic development is tied to the Town’s economic health as well as the Town’s ability to accommodate employment centers.*