# GROWING PROSPERITY | WORK PLAN

## STRATEGY 4.3

## Develop and Promote Neighborhood Business Opportunities

### ACTION ITEM

4.3.2: Explore and advance opportunities for home-based businesses in neighborhoods.

* Can be implemented concurrently with Action Items 4.3.3. and 6.3.4

### PRIORITY

Long-term, medium priority

### PARTNERS

LEAD:
- City of Milwaukee

PARTNERS:
- Wisconsin Women's Business Initiative Corporation (WWBIC)
- Local Business Action Team (LBAT)

### REASON FOR ACTION

Providing greater flexibility for home-based businesses could provide valuable opportunities for individuals to successfully grow their business without the costs associated with finding and renting workspace.

More individuals than ever are self-employed, independent workers or contractors without a dedicated office or workspace outside of the home, and offering them greater ability (where appropriate) to be productive or grow their businesses at home will help to foster more economic prosperity in the city.

### RESOURCES REQUIRED

- Staff time to conduct research and survey home-based workers; discuss findings and develop possible zoning code and regulatory changes.

### IMPLEMENTATION STEPS

1. Conduct a literature survey to understand trends in home-based businesses and best practices other cities have implemented to cater to these individuals.
2. Conduct a survey of local independent workers to better understand their needs and preferences and how City government can be responsive to these needs.
3. Convene a group of City staff to review findings from steps 1 and 2 and identify areas in City regulations, zoning and building codes that could be changed to better accommodate the needs of shared and live/work/sell spaces.
4. Provide proposed zoning and building code changes to LRB for review and introduction to Common Council.
5. Introduce proposed zoning and building code changes to CPC and ZCTC for review and support.
6. Shepherd changes through CPC, ZCTC, and ZND to eventual Common Council adoption.
7. Work with the State to update International Building Code (IBC), to allow for the conversion of occupancy to permit home-based businesses.
8. Work with MEDC to develop a loan or grant program to support the creation of home-based businesses.

### DESIRED OUTCOME

A menu of proposed regulatory changes for Common Council review and adoption that will make it easier for home-based businesses to be successful in the City of Milwaukee, identified by the research and advisory group established in implementation steps 1 - 3, which may include changes in local zoning and building codes, and support programs for people wishing to open a home-based business.