

2. Population and Housing

2.1 Introduction

Housing is very important for Wisconsin and its communities. Housing costs are the single largest expenditure for most Wisconsin residents. For homeowners, their home is likely their most valuable asset and largest investment. Housing also plays a critical role in state and local economies. Housing is Menasha's largest asset. The construction industry and other occupations that support housing are a major portion of the economy. Residential development is also a major source of property tax revenue for local communities. In Menasha, residential properties account for 72% of real property values. Beyond the financial aspects of housing, there are also social effects that are not so easily measured. People develop a sense of pride in their homes, which in turn creates a sense of community and a likely increase in participation in community activities.

Housing is also a function of population. Housing demand, type of housing desired, and housing prices are driven by the population found in an area. Therefore, housing characteristics and an evaluation of population are provided in the same planning element.

Wisconsin's comprehensive planning law requires that a comprehensive plan include a housing element and provide demographic information. The comprehensive planning process also necessitates that each community analyze the impact of local, state, and federal policies and regulations on the development of various types of housing. The analysis is intended to take into account the current and projected housing needs in the community. The analysis should result in policies that provide opportunities for the development of the types and amounts of housing expected to be needed over a 20-year planning horizon.

There are a number of benefits that can be realized by developing a housing element and analyzing demographics:

- ◆ The process of developing the housing element encourages citizens to start thinking and talking about local housing concerns.
- ◆ The data collection and analysis can increase understanding of the local housing situation and who lives in the community.
- ◆ The data allow for an understanding of future trends and how the community can prepare for change.
- ◆ More influence over the nature of future housing development can be attained.
- ◆ It increases the chances that housing decisions are coordinated with decisions regarding other comprehensive plan elements such as the land use, transportation, economic development, utilities and community facilities, and agriculture, natural, and cultural resources elements.

- ◆ It can bring together a diverse range of groups, agencies, and citizens that otherwise may not work together.
- ◆ It provides the chance to consider the community's housing concerns in relation to those of adjacent communities.

The following sections discuss in more detail, specific information about the City of Menasha's housing stock and patterns, demographics, and future trends.

United States Census 2000

A significant amount of information, particularly with regard to population, housing, and economic development, was obtained from the U.S. Bureau of the Census. There were four primary methodologies for data collection employed by the Census in 2000, STF-1 through STF-4. STF-1 data were collected through a household-by-household census and represent responses from every household within the country. STF-2 data are similar to STF-1, however, data are available to the census tract level for limited information meeting an established population threshold. To get more detailed information, the U.S. Census Bureau also randomly distributes a long-form questionnaire to one in six households throughout the nation. Tables that use this sample data are indicated as STF-3 and STF-4 data.

Throughout this report, data from the U.S. Census will be designated as STF-1 or STF-3 data. It should be noted that STF-1 and STF-3 data may differ for similar statistics, due to survey limitations, non-response, or other attributes unique to each form of data collection.

2.2 Population

Population Counts

Population change is the primary component in tracking growth as well as predicting future population trends. Population characteristics influence future economic development and relate directly to demands on community services, housing, education, utilities, social services, and recreational facility needs.

Table 2-1 displays the population trends of the City of Menasha, surrounding communities, Calumet and Winnebago Counties, and the state of Wisconsin from 1970 to 2000.

Table 2-1
Population Counts, City of Menasha and Surrounding Areas, 1970-2000

Municipality	1970	1980	1990	2000	# Change	% Change
					1970-2000	1970-2000
C. Menasha	14,836	14,728	14,711	16,331	1,495	10.1%
C. Neenah	22,902	22,432	23,219	25,338	2,436	10.6%
C. Appleton	56,377	58,913	65,695	70,087	13,710	24.3%
T. Menasha	8,682	12,307	13,975	15,858	7,176	82.7%
T. Harrison	3,260	3,541	3,195	5,756	2,496	76.6%
Calumet County	27,604	30,867	34,291	40,631	13,027	47.2%
Winnebago County	129,946	131,772	140,320	156,763	26,817	20.6%
Wisconsin	4,417,731	4,705,642	4,891,769	5,363,690	945,959	21.4%

Source: U.S. Bureau of the Census, STF-1, 1970-2000.

In the 1970's and 1980's the City of Menasha experienced population declines, but then rebounded significantly in the 1990's when the population grew by 1,620 persons. Due to this high growth period, the city's overall population growth from 1970 to 2000 is reported as 10.1%. Much of this population growth can be attributed to the City of Menasha annexing territory and creating a growth corridor east of Oneida Street in Calumet County. This rate of growth for the 30 year period was very similar to the City of Neenah. Other surrounding communities and both counties experienced even greater growth for the period with the Town of Menasha experiencing the greatest percentage growth at 82.7 percent. In the 2000-2007 period, 84 percent of the City of Menasha's population growth occurred in Calumet County.

Population by Age Cohort

The population age structure affects a variety of services and needs within a community. Incorporated communities can vary significantly in the age distribution of their residents as compared to rural towns due to the services offered in a more urban area. Services are driven by demand, and a community will typically provide services and facilities to meet the needs of the given population. As an example, people of retirement age may need more access to health care and transportation services, which are typically offered in urban areas. Similarly, younger persons tend to seek urban areas for employment, housing, and educational opportunities. People raising families will require schools, and schools are constructed where population drives service demands.

This social dynamic of a community's age structure has evolved into a significant trend throughout the country, and is evident in Wisconsin and also Calumet and Winnebago County. The baby-boomer generation, which is a large segment of the overall population, is nearing retirement age. Service demands will result from the age distribution. How a community serves the population demands created by the age distribution is as much a factor in defining community character as the location of the community itself. It will become increasingly important to anticipate potential service demands created from the population shift. Table 2-3

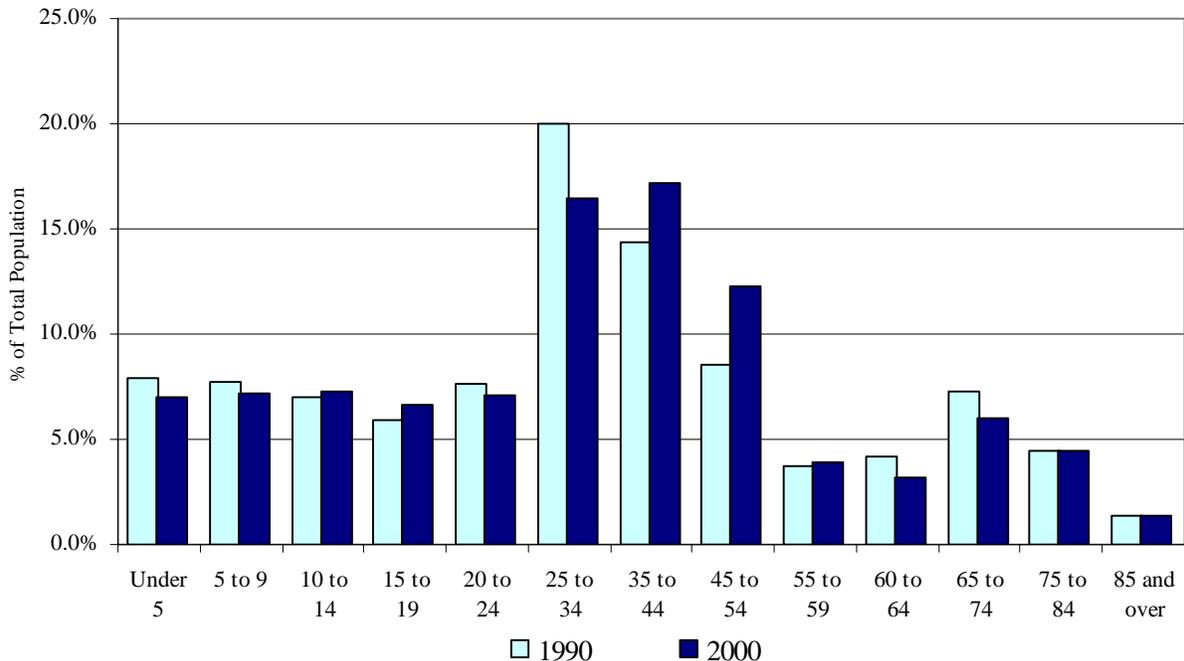
and Figure 2-1 displays population cohorts of the total population for 1990 and 2000 in the City of Menasha.

Table 2-2
Population by Age Cohort, City of Menasha, 1990-2000

Age	1990		2000	
	Number	% of Total	Number	% of Total
Under 5	1,159	7.9%	1,149	7.0%
5 to 9	1,134	7.7%	1,176	7.2%
10 to 14	1,029	7.0%	1,189	7.3%
15 to 19	864	5.9%	1,077	6.6%
20 to 24	1,123	7.6%	1,160	7.1%
25 to 34	2,943	20.0%	2,686	16.4%
35 to 44	2,108	14.3%	2,801	17.2%
45 to 54	1,253	8.5%	2,004	12.3%
55 to 59	553	3.8%	641	3.9%
60 to 64	615	4.2%	517	3.2%
65 to 74	1,071	7.3%	981	6.0%
75 to 84	654	4.4%	723	4.4%
85 and over	205	1.4%	227	1.4%
Total	14,711	100.0%	16,331	100.0%

Source: U.S. Bureau of the Census, STF-1, 1990-2000.

Figure 2-1
Population by Age Cohort, City of Menasha, 1990-2000



Source: U.S. Bureau of the Census, STF-1, 1990-2000.

Figure 2-1 charts the shifting of the population to older age groups over the 10 year period shown. In 1990, 20% of the population was in the 25 to 34 age group. In 2000 this same group accounted for 16.4% of the population and the next two older age cohorts had a significantly larger share of the population when compared to 1990. Different age groups have varying impact on community facilities, housing, economic development, and land use. Relative to persons 60 and older, the total number of people of retirement age is anticipated to grow during the planning period.

Table 2-3
Comparative Population Age Characteristics – 2000

Geographic Area	Total Population	Percent of Total Population					Median Age (Years)
		Under 18 Years	18 to 24 Years	25 to 44 Years	45 to 64 Years	65 Years and over	
Menasha, City	16,331	25.6	9.6	33.6	19.4	11.8	34.0
Neenah, City	24,507	27.5	7.6	32.0	20.3	12.5	35.4
Appleton, City	70,087	27.4	9.7	31.8	19.7	11.3	33.8
Menasha, Town	15,585	24.2	9.1	31.0	24.6	11.0	36.9
Harrison, Town	5,756	31.0	4.9	35.8	20.7	7.6	34.6
Calumet, County	40,631	28.6	7.2	32.0	21.4	10.8	35.2
Winnebago County	156,763	23.8	11.8	30.4	21.5	12.5	35.4
Wisconsin	5,363,675	9.7	22.2	25.5	29.5	13.1	36.0

Source: U.S. Bureau of the Census, STF-1 2000

Table 2-3 shows the median age of Menasha’s population compared neighboring jurisdictions and the state of Wisconsin. The age composition of Menasha’s residents is similar to the others listed in the table. However, the median age of 34 years for those residing in the City of Menasha is two years younger than that of the statewide population, and only the City of Appleton has a younger population among the communities listed in the table.

Population by Race

Although the vast majority of Menasha’s residents are white, Table 2-4 reveals that there is a trend toward greater diversity. The Asian population has more than doubled and the number of person of Hispanic origin has more than quadrupled in the decade between 1990 and 2000.

Increasing diversity will continue to cause school and city department administrators to reevaluate programs and service delivery methods to better serve growing minority populations.

Table 2-4
City of Menasha Population by Race
1990-2000

	1990	%	2000	%
White	14,420	98.0	15,481	94.8
Black or African American	4	>0.1	88	>0.1
American Indian and Alaska Native	116	>0.1	99	>0.1
Asian	122	>0.1	264	1.6
Native Hawaiian and other Pacific Islander	0	0	4	>0.1
Other	49	>0.1	225	1.3
Two or More Races	<u>N/A</u>	-	<u>170</u>	1.0
Total	14,711		16,331	
Persons of Hispanic Origin (may be of any race)	141	>0.1	590	3.6

Source: U.S. Bureau of the Census – Census of Population and Housing 1990/2000.

2.3 Population Forecasts

Population Trends

Each year the Wisconsin Department of Administration (WDOA), Demographic Services Center develops population estimates for every municipality and county in the state. Table 2.3 displays year 2000 Census counts and the 2007 population estimates for the City of Menasha, surrounding areas, Calumet and Winnebago Counties, and Wisconsin. WDOA population estimates should be utilized as the official source of population information, except when Census population counts for a given year are available.

Table 2-5 shows that from 2000 to 2007 the City of Menasha experienced a population increase of 951 persons or 6.3 percent. This rate of growth is consistent with rates of growth found in the area. Calumet County and the Town of Harrison are the local jurisdictions that have experienced the most significant growth for the period shown.

Table 2-5
Population Trends, City of Menasha and Surrounding Areas, 2000-2007

Municipality	2000 Census	2007 Estimate	# Change 2000-2007	% Change 2000-2007
C. Menasha	16,331	17,354	1,023	6.3%
C. Neenah	24,507	25,430	923	3.8%
C. Appleton	70,087	72,158	2,071	3.0%
T. Menasha	15,858	17,180	1,322	8.3%
T. Harrison	5,756	8,601	2,845	49.5%
Calumet County	40,631	46,031	5,400	13.3%
Winnebago County	156,763	164,703	7,940	5.1%
Wisconsin	5,363,715	5,648,124	284,409	5.3%

Source: U.S. Bureau of the Census, STF-1, 2000. Wisconsin Department of Administration, Demographic Services Center, Population Estimates, 2007.

Population Forecasts

Population forecasts are based on past and current population trends and are not predictions, rather they extend past growth trends into the future and their reliability depends on the continuation of these past growth trends. Forecasts are therefore most accurate in periods of relative socio-economic and cultural stability. Forecasts should be considered as one of many tools used to help anticipate and predict future needs within the community.

Wisconsin Department of Administration (WDOA) Population Forecasts

The Wisconsin Department of Administration (WDOA), Demographic Services Center develops population forecasts for the state of Wisconsin in accordance with Wisconsin Statute 16.96. Forecasts created by WDOA are deemed the official determinations for the state. WDOA forecasts to the year 2030, for the state of Wisconsin, reveal several important trends that should be noted. These trends are anticipated at the state level, and will therefore have effects on county level and local population characteristics as well.

- ◆ Wisconsin’s population in 2030 is projected to be 6.35 million, nearly one million more than the 2000 census count of 5.36 million.
- ◆ The working age population – ages 18 through 64 – will peak in 2015 at 3.67 million and, by 2030 decline slightly to 3.60 million (but still be 300,000 above the 2000 census count).
- ◆ The volume of deaths will increase substantially due to the aging population.
- ◆ The 65-plus population will increase slowly up to 2010, and then grow dramatically as the Baby Boomers join the ranks of the elderly. Senior citizens formed 13% of the state’s total population in 2000. Their proportion will rise to 21% in 2030.

Table 2-6 displays the WDOA population forecasts for the City of Menasha and surrounding areas to the year 2025.

Table 2-6
WDOA Population Forecasts, City of Menasha and Surrounding Areas,
2000-2025

Municipality	2000 Census	Projection 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025	# Change 2000-2025	% Change 2000-2025
C. Menasha	16,331	16,547	16,706	16,873	17,103	17,412	1,081	6.6%
C. Neenah	24,507	24,723	24,862	25,018	25,274	25,665	1,158	4.7%
C. Appleton	70,087	73,022	75,670	78,237	80,874	83,214	13,127	18.7%
T. Menasha	15,858	16,776	17,630	18,474	19,375	20,370	4,512	28.5%
T. Harrison	5,756	7,375	8,941	10,445	11,954	13,396	7,640	132.7%
Calumet County	40,631	44,182	47,398	50,381	53,473	56,336	15,705	38.7%
Winnebago County	156,763	162,076	166,717	171,369	176,614	182,767	26,004	16.6%
Wisconsin	5,363,690	5,563,896	5,751,470	5,931,386	6,110,878	6,274,867	911,177	17.0%

Source: Wisconsin Department of Administration, Demographic Services Center, Final Population Projections for Wisconsin Municipalities: 2000-2025, January 2004.

According to WDOA forecasts, the City of Menasha is estimated to experience a population growth of 6.6% or 1,081 persons between 2000 and 2025. When compared to surrounding communities this growth rate is moderate. The Towns of Menasha and Harrison are expected to continue to experience significant rates of growth.

Linear Trend Population Forecasts

Linear forecasts were created by using the 1970, 1980, 1990, and 2000 census counts. Increasing and decreasing population counts were used to calculate a constant value that was based on past census counts. These constant values were used to project the population to the year 2030 using a linear trend. Therefore, linear trends are based directly on historical population trends. Table 2-7 displays the resulting linear trends from the 2000 census count to the estimated 2030 projection.

In general, the linear forecasts that are provided are more conservative than the WDOA forecasts provided in the previous section.

Table 2-7
Linear Population Forecast, City of Menasha and Surrounding Areas,
2000-2030

Municipality	2000 Census	2005 Forecast	2010 Forecast	2015 Forecast	2020 Forecast	2025 Forecast	2030 Forecast	# Change 2000-2030	% Change 2000-2030
C. Menasha	16,331	16,300	16,269	16,492	16,715	16,939	17,162	831	5.1%
C. Neenah	25,338	25,417	25,497	25,901	26,306	26,711	27,116	1,778	7.0%
C. Appleton	70,087	72,417	74,746	77,142	79,537	81,933	84,328	14,241	20.3%
T. Menasha	15,858	17,181	18,505	19,664	20,824	21,984	23,144	7,286	45.9%
T. Harrison	5,756	5,740	5,724	6,081	6,438	6,795	7,152	1,396	24.3%
Calumet County	40,631	42,303	43,975	46,100	48,225	50,350	52,476	11,845	29.2%
Winnebago County	156,763	159,357	161,950	166,400	170,850	175,300	179,750	22,987	14.7%
Wisconsin	5,363,690	5,482,200	5,600,709	5,751,909	5,903,109	6,054,310	6,205,510	841,820	15.7%

Source: U.S. Bureau of the Census, STF-1, 2000. Foth linear projections 2005-2030.

According to linear population forecasts, the City of Menasha is estimated to experience a population growth of 5.1% or 831 persons between 2000 and 2030. Once again, this rate of growth is moderate when compared to surrounding communities.

East Central Wisconsin Regional Planning Commission Forecasts

The East Central Wisconsin Regional Planning Commission (ECWRPC), which serves Calumet and Winnebago Counties, has also developed population forecasts for the region it serves. Table 2-8 displays the 2005 through 2030 forecasts provided by ECWRPC.

Table 2-8
ECWRPC Population Forecasts, City of Menasha and Surrounding
Areas, 2005-2030

Municipality	2000 Census	ECWRPC 2005	ECWRPC 2010	ECWRPC 2015	ECWRPC 2020	ECWRPC 2025	ECWRPC 2030	# Change 2000-2030	% Change 2000-2030
C. Menasha	16,331	16,988	17,443	17,912	18,460	19,090	19,676	3,345	20.5%
C. Neenah	25,338	25,439	25,845	26,234	26,695	27,271	27,754	2,416	9.5%
C. Appleton	70,087	73,004	75,396	77,528	79,534	81,058	82,196	12,109	17.3%
T. Menasha	15,858	16,950	17,693	18,452	19,290	20,245	21,166	5,308	33.5%
T. Harrison	5,756	8,384	10,112	11,937	13,930	16,005	18,143	12,387	215.2%
Calumet County	40,631	45,812	49,146	52,239	55,445	58,414	61,141	20,510	50.5%
Winnebago County	156,763	163,846	168,538	173,241	178,543	184,763	190,504	33,741	21.5%

Source: East Central Wisconsin Regional Planning Commission, 2005-2030 Population Projections for Communities in East Central Wisconsin, October 2004.

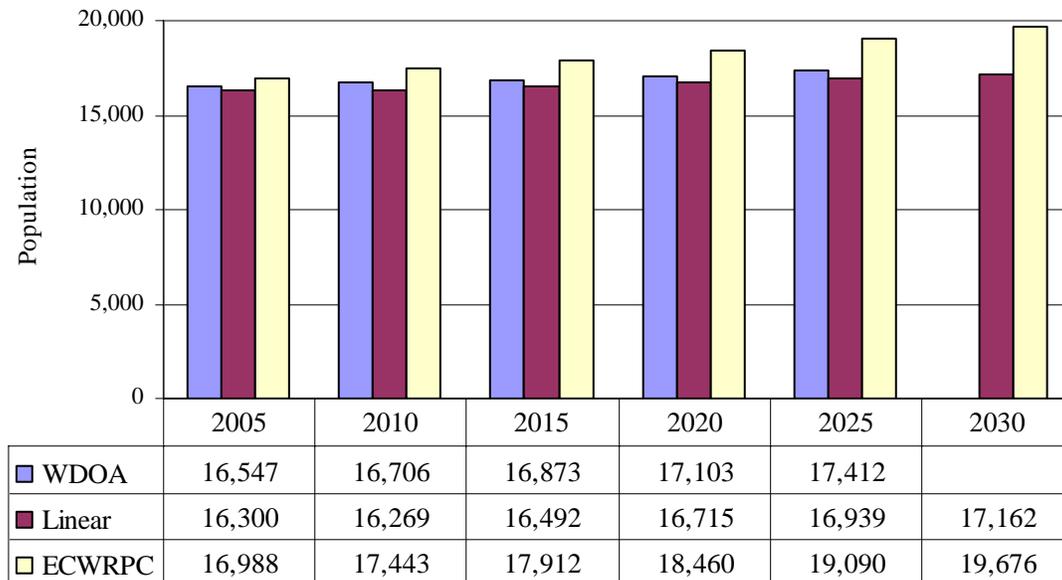
This final population forecast provided by ECWRPC shows a significantly higher estimated rate of growth for the City of Menasha, 20.5% from 2000 to 2030. East Central's methodology for projecting population relies on DOA projections for the counties. It then apportions the

population among the respective jurisdictions primarily based upon the jurisdictions past trend with respect to its share of the county population.

Comparative Population Forecasts

Figure 2-2 displays the three population forecasts for the City of Menasha.

Figure 2-2
Comparative Population Forecast, City of Menasha, 2005-2030



Source: Wisconsin Department of Administration, Demographic Services Center, Final Population Projections for Wisconsin Municipalities: 2000-2025, January 2004. Foth linear projections 2005-2030. East Central Wisconsin Regional Planning Commission, 2005-2030 Population Projections for Communities in East Central Wisconsin, October 2004.

The WDOA and Linear population forecasts provided for the City of Menasha are generally well aligned. The ECWRPC forecast is a bit more aggressive. Given that the city has already surpassed the year 2020 projections from both the WDOA and Linear models, the ECWRPC model appears to be more in-step with actual experience. The city should plan for a rate of growth approximating the ECWRPC forecast. The city should also monitor the forecasts and rates of growth in surrounding communities. Significant growth in these areas will also greatly affect the city.

2.4 Housing Characteristics

Housing Supply

Table 2-9 details the number of housing units in the City of Menasha, surrounding communities, Calumet and Winnebago Counties, and the state of Wisconsin.

The U.S. Bureau of the Census classifies housing units as a house, apartment, mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters, or if vacant,

intended for occupancy as separate living quarters. Separate living quarters are those in which the occupants live separately from any other individuals in the building and have direct access from outside the building or through a common hall.

Table 2-9
Housing Units, City of Menasha and Surrounding Areas, 1990-2000

Municipality	1990	2000	# Change 1990-2000	% Change 1990-2000
C. Menasha	6,168	7,271	1,103	17.9%
C. Neenah	9,261	10,198	937	10.1%
C. Appleton	25,528	27,736	2,208	8.6%
T. Menasha	5,514	6,521	1,007	18.3%
T. Harrison	1,155	2,139	984	85.2%
Calumet County	12,465	15,758	3,293	26.4%
Winnebago County	56,123	64,721	8,598	15.3%
Wisconsin	2,055,774	2,321,144	265,370	12.9%

Source: U.S. Bureau of the Census, STF-1, 1990-2000.

From 1990 to 2000 the number of housing units in the City of Menasha increased by 1,103 units, or 17.9 percent. This rate of growth was similar to Winnebago County and the Town of Menasha. The Cities of Neenah and Appleton experience a growth rate less than the City of Menasha, but the Town of Harrison and Calumet County experienced significantly higher growth than the city.

Housing Occupancy and Tenure

Tables 2-10 and 2-11 display the occupancy and tenure characteristics of housing units for Winnebago County and the City of Menasha in 1990 and 2000.

Table 2-10
Housing Occupancy and Tenure, Winnebago County, 1990 and 2000

	1990	Percent of Total	2000	Percent of Total	# Change 1990-2000	% Change 1990-2000
Total housing units	56,123	909.9%	64,721	890.1%	8,598	15.3%
Occupied housing units	53,216	862.8%	61,157	841.1%	7,941	14.9%
Owner-occupied	35,423	574.3%	41,571	571.7%	6,148	17.4%
Renter-occupied	17,793	288.5%	19,586	269.4%	1,793	10.1%
Vacant housing units	2,907	47.1%	3,564	49.0%	657	22.6%
Seasonal units	1,145	18.6%	1,032	14.2%	-113	-9.9%

Source: U.S. Bureau of the Census, STF-1, 1990-2000.

Table 2-11
Housing Occupancy and Tenure, City of Menasha, 1990 and 2000

	Percent of		Percent of		# Change 1990-2000	% Change 1990-2000
	1990	Total	2000	Total		
Total housing units	6,168	100.0%	7,271	100.0%	1,103	17.9%
Occupied housing units	5,980	97.0%	6,951	95.6%	971	16.2%
Owner-occupied	3,718	60.3%	4,273	58.8%	555	14.9%
Renter-occupied	2,262	36.7%	2,678	36.8%	416	18.4%
Vacant housing units	188	3.0%	320	4.4%	132	70.2%
Seasonal units	22	0.4%	28	0.4%	6	27.3%

Source: U.S. Bureau of the Census, STF-1, 1990-2000.

For the year 2000, 95.6% of the City of Menasha's housing units were occupied and 4.4% were vacant. Approximately 60% of the city's housing units are owner occupied while approximately 40% are renter occupied. From 1990 to 2000, there were 555 more owner occupied units, 416 more renter occupied units, as well as 132 more vacant units.

Units in Structure

Table 2-12 displays the number of units in structure for the City of Menasha, surrounding communities, Calumet and Winnebago Counties, and the state of Wisconsin. Figure 2-3 displays the percentage of units in structure for the City of Menasha in 2000.

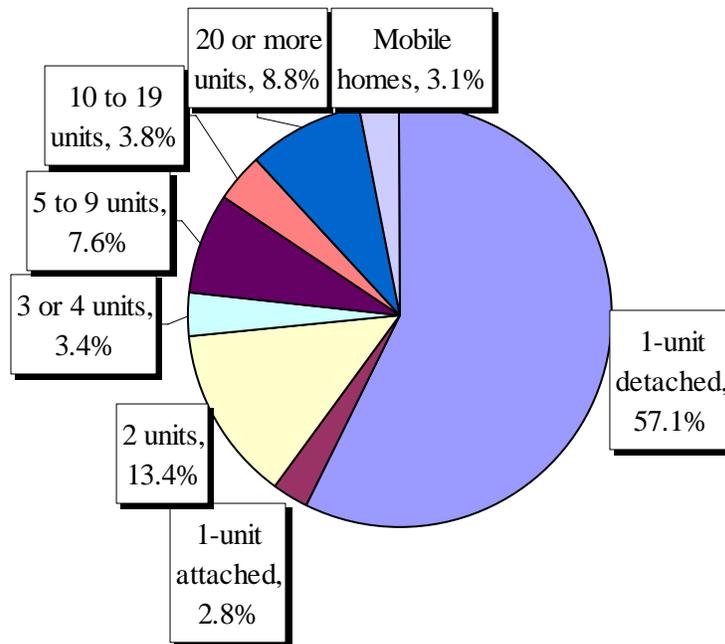
Attached housing units are defined as one-unit structures which have one or more walls extending from ground to roof separating them from adjoining structures, for example, row houses. Detached housing units are one-unit structures detached from any other house, with open space on four sides. Structures are considered detached even if they have an attached garage or contain a business unit.

Table 2-12
Units in Structure, City of Menasha and Surrounding Areas, 2000

Municipality	1-unit detached	1-unit attached	2 units	3 or 4 units	5 to 9 units	10 to 19 units	20 or more units	Mobile home	Boat, RV, van, etc.	Total Units
C. Menasha	4,201	205	984	250	559	276	650	227	0	7,352
C. Neenah	7,119	339	854	542	439	393	476	11	0	10,173
C. Appleton	18,740	1,076	2,873	901	1,326	1,028	1,609	122	0	27,675
T. Menasha	4,026	308	348	195	606	505	153	343	0	6,484
T. Harrison	1,890	119	57	0	9	51	0	18	0	2,144
Calumet County	11,988	479	998	243	631	540	197	680	2	15,758
Winnebago County	43,275	1,751	6,123	2,609	3,857	2,497	3,199	1,404	6	64,721
Wisconsin	1,531,612	77,795	190,889	91,047	106,680	75,456	143,497	101,465	2,703	2,321,144

Source: U.S. Bureau of the Census, STF-3, 2000.

Figure 2-3
Units in Structure, City of Menasha, 2000



Source: U.S. Bureau of the Census, STF-3, 2000.

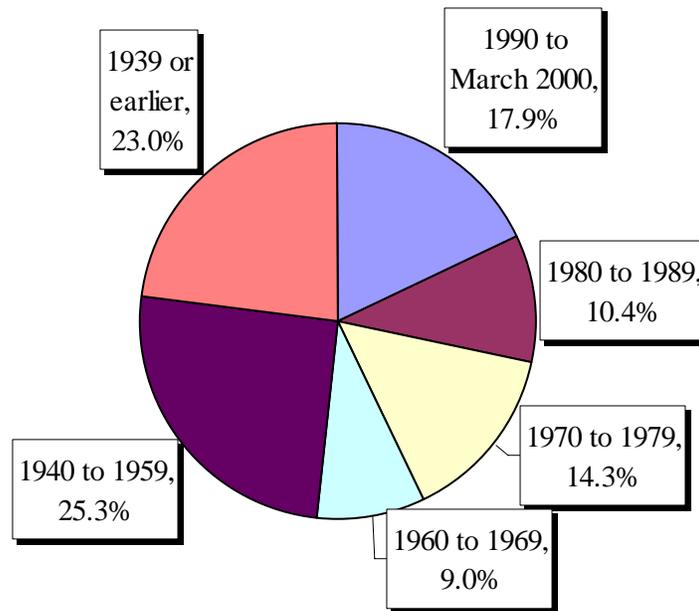
As indicated by the table and figure, the majority of homes in the City of Menasha are one unit single family structures. Two unit homes make up the second greatest proportion of structures.

Age of Housing Units

The age of the housing stock is an important element to be analyzed when planning for the future. If there is a significant amount of dilapidated housing units within the housing supply they will most likely need to be replaced, rehabilitated, or abandoned for new development within the planning period. The age status may lead to a need for county or community housing assistance or redevelopment programs. Allowing for a newer housing supply also requires community planning regarding infrastructure, land availability, community utilities, transportation routes, and a variety of other items which are affected by new housing development.

Figure 2-4 displays the year that structures were built in the City of Menasha.

Figure 2-4
Year Structures Were Built, City of Menasha, 2000



Source: U.S. Bureau of the Census, STF-3, 2000.

Within the City of Menasha, the largest segment of housing units were built between 1940 and 1959. A significant number of homes were also built prior to 1939.

Housing Value

Table 2-13 provides year 2000 housing values of specified owner-occupied units in the City of Menasha, surrounding communities, Calumet and Winnebago Counties, and the state of Wisconsin. A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for. The U.S. Bureau of the Census determines value by the respondent's estimate of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale.

Table 2-13
Housing Values, City of Menasha and Surrounding Areas, 2000

City of Menasha
Building Permit Activity 1985-2007

Year	1985	1986	1987	1988	1989	1990	1991	1992	1993
Single Family	\$924,400	\$1,498,000	\$2,425,000	\$1,957,000	\$1,869,675	\$2,017,100	\$1,203,900	\$2,259,000	\$4,850,200
Two Family	\$110,000	\$100,000	\$117,000	\$138,000	\$190,000	\$315,993	\$0	\$60,000	\$245,000
Multi-Family	\$378,000	\$1,075,000	\$5,666,000	\$0	\$432,000	\$0	\$0	\$2,380,000	\$2,545,000
Additions/Alterations (1)	\$795,590	\$747,768	\$807,299	\$769,341	\$766,585	\$1,280,150	\$1,145,986	\$1,451,392	\$1,177,129
Commercial (2)	\$1,276,300	\$3,507,756	\$7,172,775	\$736,000	\$6,698,600	\$13,087,175	\$4,102,849	\$2,090,200	\$1,893,611
Other	\$95,855	\$121,720	\$286,497	\$795,200	\$154,951	\$77,880	\$82,515	\$106,855	\$106,550
Single Family	18	25	34	32	30	30	15	26	51
Two Family	2	2	3	2	3	5	0	1	2
Multi-Family	3	6	4	0	1	0	0	8	11
Additions/Alterations	204	162	172	179	171	160	180	201	189
Commercial	17	14	33	12	14	14	21	11	13
Other	20	31	49	33	29	31	43	40	38
Total \$	\$3,580,145	\$7,050,244	\$16,474,571	\$4,395,541	\$10,111,811	\$16,778,298	\$6,535,250	\$8,347,447	\$10,817,490
Total (3)	264	240	295	258	248	240	259	287	304

Year	1994	1995	1996	1997	1998	1999	2000	2001	2002
Single Family	\$4,558,300	\$3,031,100	\$4,543,900	\$1,734,000	\$4,980,010	\$4,597,400	\$6,629,200	\$14,573,100	\$10,723,080
Two Family	\$140,000	\$541,000	\$359,000	\$830,000	\$696,000	\$305,000	\$0	\$110,000	\$405,000
Multi-Family	\$2,186,000	\$1,490,000	\$1,525,000	\$0	\$4,420,000	\$2,000,000	\$0	\$0	\$0
Additions/Alterations (1)	\$1,677,228	\$1,276,734	\$994,425	\$798,455	\$1,772,770	\$1,192,474	\$1,235,836	\$913,276	\$809,573
Commercial (2)	\$5,520,500	\$7,707,188	\$1,194,486	\$9,172,000	\$12,370,095	\$11,061,491	\$3,432,358	\$12,332,450	\$9,345,900
Other	\$37,550	\$321,855	\$378,945	\$388,502	\$5,737,417	\$1,809,176	\$765,786	\$973,777	\$1,698,428
Single Family	44	27	43	16	43	38	49	106	77
Two Family	1	3	3	7	4	3	0	1	2
Multi-Family	7	2	7	0	10	5	0	0	0
Additions/Alterations	255	152	97	82	116	104	90	97	102
Commercial	6	32	25	24	33	26	22	22	19
Other	17	53	229	217	1288	385	301	321	482
Total \$	\$14,119,578	\$14,367,877	\$8,995,756	\$12,922,957	\$29,976,292	\$20,965,541	\$12,063,180	\$28,902,603	\$22,981,981
Total (3)	330	269	404	346	1494	561	462	547	682

Year	2003	2004	2005	2006	2007
Single Family	\$17,630,083	\$14,107,100	\$9,163,000	\$9,794,254	\$8,362,000
Two Family	\$0	\$200,000	\$337,000	\$0	\$0
Multi-Family	\$3,738,270	\$1,050,000	\$2,880,000	\$0	\$0
Additions/Alterations (1)	\$974,503	\$1,390,753	\$2,082,308	\$891,972	\$1,130,047
Commercial (2)	\$14,684,792	\$3,671,157	\$6,747,003	\$20,907,701	\$7,318,200
Other	\$49,300	\$554,526	\$527,874	\$160,512	\$0
Single Family	131	77	51	41	54
Two Family	0	2	2	0	0
Multi-Family	6	3	6	0	0
Additions/Alterations	96	110	84	89	65
Commercial	29	34	31	24	28
Other	371	298	254	204	0
Total \$	\$37,076,948	\$20,973,536	\$21,737,185	\$31,754,439	\$16,810,247
Total (3)	633	524	428	358	147

(1) Includes Residential Additions, Remodeling and Garages
(2) Includes Industrial/Commercial New Construction, Additions and Remodeling
(3) Does Not Include Electrical, Plumbing or HVAC Permits

Source: U.S. Bureau of the Census, STF-3, 2000.

According to the 2000 Census, the median value of homes in the City of Menasha was \$87,700 with the majority of homes being valued between \$50,000 and \$99,999. This is lower than the surrounding municipalities and towns, and lower than both Calumet and Winnebago counties.

Community Based Residential Facilities (CBRF)

A Community Based Residential Facility (CBRF) is a home or apartment type setting where five or more unrelated adults live together. The goal of the CBRF is to assist individuals in achieving the highest level of independence of which they are capable. Different populations are targeted

by the CBRF and some of these populations include elderly, Alzheimer's, emotionally and mentally disturbed, developmentally and physically disabled, and veterans. A CBRF is required to provide assistance with bathing, dressing, grooming, medication, community and in-house activities, information and referral services, health monitoring, and meals. They are not required to have professional nurses on duty 24 hours a day but do have staff available at all times.

CBRF facilities in the City of Menasha include:

- ◆ Willowpark Residence, 1318 Jordan Ave., Menasha
- ◆ Gardens at Fountain Way, Fountain Way, Menasha
- ◆ Heartwood Homes Senior Living, 1255-65 De Pere Street, Menasha
- ◆ Prairie Home Elder Services, 1463-5 Kenwood Drive, Menasha

2.5 Housing Trends and Forecasts

Building Permits

Building permit data compiled for the period commencing in 1985 and ending in the year 2006 revealed a somewhat cyclical pattern reflective of national housing trends. These patterns are strongly impacted by demographic patterns such as population age structure and household formation rates. However, economic factors – household income, housing prices, and interest rates are also key variables. Finally, local development policies serve to either encourage or discourage new development through the availability of land, the provision of infrastructures to serve new development and the degree to which the community adopts policies impacting development costs. These policies can range from things such as the size and specifications for streets and subdivision lots and how and by whom the costs are bore between the developer and the community.

The City of Menasha has taken a number of actions and adopted policies to encourage new residential development and redevelopment. These actions were taken to secure a growth corridor for the city, put Menasha on a competitive basis with other communities, and help secure the stability of the city's economic base.

Table 2-15 lists all building permit activity from 1985-2006. Figure 2-5 shows the number and value of building permits issued for single family, two family and multi family housing units constructed in that same period.

Table 2-14
City of Menasha Building Permit Activity 1985-2006

Year	1985	1986	1987	1988	1989	1990	1991	1992	1993
Single Family	\$924,400	\$1,498,000	\$2,425,000	\$1,957,000	\$1,869,675	\$2,017,100	\$1,203,900	\$2,259,000	\$4,850,200
Two Family	\$110,000	\$100,000	\$117,000	\$138,000	\$190,000	\$315,993	\$0	\$60,000	\$245,000
Multi-Family	\$378,000	\$1,075,000	\$5,666,000	\$0	\$432,000	\$0	\$0	\$2,380,000	\$2,545,000
Additions/Alterations (1)	\$795,590	\$747,768	\$807,299	\$769,341	\$766,585	\$1,280,150	\$1,145,986	\$1,451,392	\$1,177,129
Commercial (2)	\$1,276,300	\$3,507,756	\$7,172,775	\$736,000	\$6,698,600	\$13,087,175	\$4,102,849	\$2,090,200	\$1,893,611
Other	\$95,855	\$121,720	\$286,497	\$795,200	\$154,951	\$77,880	\$82,515	\$106,855	\$106,550
Single Family	18	25	34	32	30	30	15	26	51
Two Family	2	2	3	2	3	5	0	1	2
Multi-Family	3	6	4	0	1	0	0	8	11
Additions/Alterations	204	162	172	179	171	160	180	201	189
Commercial	17	14	33	12	14	14	21	11	13
Other	20	31	49	33	29	31	43	40	38
Total \$	\$3,580,145	\$7,050,244	\$16,474,571	\$4,395,541	\$10,111,811	\$16,778,298	\$6,535,250	\$8,347,447	\$10,817,490
Total (3)	264	240	295	258	248	240	259	287	304
Year	1994	1995	1996	1997	1998	1999	2000	2001	2002
Single Family	\$4,558,300	\$3,031,100	\$4,543,900	\$1,734,000	\$4,980,010	\$4,597,400	\$6,629,200	\$14,573,100	\$10,723,080
Two Family	\$140,000	\$541,000	\$359,000	\$830,000	\$696,000	\$305,000	\$0	\$110,000	\$405,000
Multi-Family	\$2,186,000	\$1,490,000	\$1,525,000	\$0	\$4,420,000	\$2,000,000	\$0	\$0	\$0
Additions/Alterations (1)	\$1,677,228	\$1,276,734	\$994,425	\$798,455	\$1,772,770	\$1,192,474	\$1,235,836	\$913,276	\$809,573
Commercial (2)	\$5,520,500	\$7,707,188	\$1,194,486	\$9,172,000	\$12,370,095	\$11,061,491	\$3,432,358	\$12,332,450	\$9,345,900
Other	\$37,550	\$321,855	\$378,945	\$388,502	\$5,737,417	\$1,809,176	\$765,786	\$973,777	\$1,698,428
Single Family	44	27	43	16	43	38	49	106	77
Two Family	1	3	3	7	4	3	0	1	2
Multi-Family	7	2	7	0	10	5	0	0	0
Additions/Alterations	255	152	97	82	116	104	90	97	102
Commercial	6	32	25	24	33	26	22	22	19
Other	17	53	229	217	1288	385	301	321	482
Total \$	\$14,119,578	\$14,367,877	\$8,995,756	\$12,922,957	\$29,976,292	\$20,965,541	\$12,063,180	\$28,902,603	\$22,981,981
Total (3)	330	269	404	346	1494	561	462	547	682

Year	2003	2004	2005	2006					
Single Family	\$17,630,083	\$14,107,100	\$9,163,000	\$9,794,254					
Two Family	\$0	\$200,000	\$337,000	\$0					
Multi-Family	\$3,738,270	\$1,050,000	\$2,880,000	\$0					
Additions/Alterations (1)	\$974,503	\$1,390,753	\$2,082,308	\$891,972					
Commercial (2)	\$14,684,792	\$3,671,157	\$6,747,003	\$20,907,701					
Other	\$49,300	\$554,526	\$527,874	\$160,512					
Single Family	131	77	51	41					
Two Family	0	2	2	0					
Multi-Family	6	3	6	0					
Additions/Alterations	96	110	84	89					
Commercial	29	34	31	24					
Other	371	298	254	204					
Total \$	\$37,076,948	\$20,973,536	\$21,737,185	\$31,754,439					
Total (3)	633	524	428	358					

(1) Includes Residential Additions, Remodeling and Garages

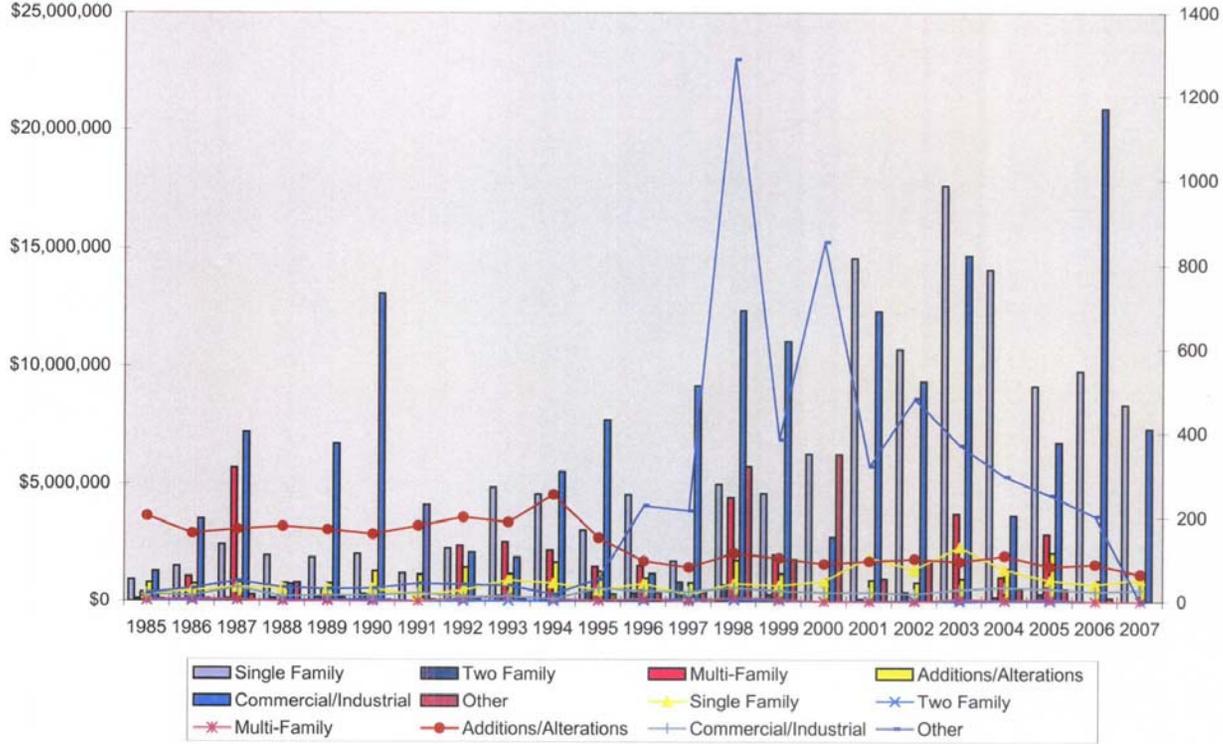
(2) Includes Industrial/Commercial New Construction, Additions and Remodeling

(3) Does Not Include Electrical, Plumbing or HVAC Permits

Figure 2-5
 City of Menasha Building Permit Summary

Summary Chart

City of Menasha - Building Permit Summary



East Central Wisconsin Regional Planning Commission Household Forecasts

The East Central Wisconsin Regional Planning Commission (ECWRPC), which serves Calumet and Winnebago Counties, has developed housing forecasts for the 2000-2030 period based on US Census data and Wisconsin Department of Administrative Comparison of Population and Household Projections for Counties. Official housing projections for the region are not adopted by the Commission; however, they are used for sewer service area and transportation planning purposes. Note that projections are for households rather than total housing units. Households are defined as occupied housing units. Tables 2-16 compares the projected growth in the number of households for the City of Menasha with those for neighboring jurisdictions as the state as a whole.

Table 2-15
Estimated Number of Households 2000-2030

Municipality	Projections							# Change 2000- 2030	% Change 2000- 2030
	2000	2005	2010	2015	2020	2025	2030		
C. Menasha	6,951	7,268	7,564	7,849	8,150	8,404	8,741	1,790	25.8
C. Neenah	9,834	10,289	10,589	10,851	11,116	11,356	11,590	2,056	17.9
C. Appleton	26,864	28,346	29,697	30,816	31,836	32,533	33,068	6,204	23.1
T. Menasha	6,298	6,816	7,239	7,653	8,087	8,487	8,966	2,668	42.4
T. Harrison	1,198	2,913	3,553	4,249	5,001	5,788	6,591	4,593	129.9
Calumet County	14,910	16,829	18,369	19,870	21,349	22,721	23,948	9,038	60.6
Winnebago County	61,157	64,479	67,143	69,632	72,199	74,604	77,158	16,001	26.2
Wisconsin	2,084,556	2,190,210	2,303,238	2,406,798	2,506,932	2,592,462	2,667,688	583,312	27.8

Source: US Census, 2000; East Central Wisconsin Regional Planning Commission, October, 2004 (Methodology "A").

East Central Wisconsin Regional Planning Commission projections show Menasha gaining 1,790 households over the 30 year period ending in 2030. The corresponding 25.8 percent increase is quite consistent with the growth rates projected for Winnebago County and the state as a whole. The recent rapid growth in northern Calumet County, particularly in the City of Appleton and Town of Harrison, is reflected in the substantial increase forecast for Calumet County as a whole.

Linear Trends Housing Forecasts

Using the Census counts from 1990 and 2000, a linear trend was created to estimate the projected number of housing units from 2005 to 2030 in the City of Menasha, surrounding communities, Calumet and Winnebago Counties, and the state of Wisconsin. Table 2-17 displays the forecasts.

Table 2-16
Linear Trends Housing Unit Projection, City of Menasha and
Surrounding Areas, 2000-2030

Municipality	2000	Projections						# Change 2000-2030	% Change 2000-2030
		2005	2010	2015	2020	2025	2030		
C. Menasha	7,271	7,823	8,374	8,926	9,477	10,029	10,580	3,309	45.5%
C. Neenah	10,198	10,667	11,135	11,604	12,072	12,541	13,009	2,811	27.6%
C. Appleton	27,736	28,840	29,944	31,048	32,152	33,256	34,360	6,624	23.9%
T. Menasha	6,521	7,025	7,528	8,032	8,535	9,039	9,542	3,021	46.3%
T. Harrison	2,139	2,631	3,123	3,615	4,107	4,599	5,091	2,952	138.0%
Calumet County	15,758	17,405	19,051	20,698	22,344	23,991	25,637	9,879	62.7%
Winnebago County	64,721	69,020	73,319	77,618	81,917	86,216	90,515	25,794	39.9%
Wisconsin	2,321,144	2,453,829	2,586,514	2,719,199	2,851,884	2,984,569	3,117,254	796,110	34.3%

Source: U.S. Bureau of the Census, 1990-2000, STF-1. Foth linear trend projection, 2005-2030.

According to the linear trend housing projection, the City of Menasha is estimated to experience a housing unit increase of 3,309 or 45.5% from 2000 to 2030. This is significantly higher than both Neenah and Appleton but lower than both surrounding townships.

Comparative Housing Forecast

The housing forecast presented offer differing estimates of the number of households that may be present in the City of Menasha in the year 2030. The linear projection suggests a much higher growth rate than the ECWRPC methodology. Given the external constraints on the City of Menasha's growth, primarily its limited growth area, the more conservative estimate is likely to be nearer the mark. In either case, the city is well positioned to accommodate residential growth within the planning period.

City of Menasha Housing Plan

The City of Menasha has a Comprehensive Housing Plan which was completed and adopted in the year 2000. This plan provides an overview of the various aspects of housing in the community. It identifies goals, policies, and action strategies that can be undertaken by both the public and private sectors to promote stable residential neighborhoods and improve the quality of housing in the city. This plan is intended to be a working document that will guide staff and elected officials in making policy decisions and provide a basis for allocating resources to help address the housing needs of the community.

The plan consists of four sections, including a profile of housing and community characteristics, identification of community housing needs, an inventory of community resources, and goals, policies, and implementation strategies. Please refer to the Comprehensive Housing Plan for in depth data regarding these specific topics.

A series of housing focus groups were held on November 29, 2005 and January 10 and 26, 2006. Attendees included representatives from the City of Menasha, Menasha's Housing Authority, local realtors, the construction industry, apartment managers, appraisal and banking industry,

UW-Extension and UW-Fox Valley, local residents and elected officials. The housing plan was revisited at these meetings and modifications were suggested to the existing goals, policies, and objectives.

2.6 Housing for All Income Levels

Traditionally, most rural towns and small cities have a high percentage of single-family homes, with few other housing types available. Larger communities generally can support and provide a greater variety of housing types, particularly for different income levels. Every community should assess whether the cost of housing in the community matches the ability of residents to pay for it. This is the fundamental question to answer when determining housing affordability and the ability to provide a variety of housing types for various income levels.

Although there are many ways to answer this question, the Department of Housing and Urban Development (HUD) offers a common technique, which involves comparing income to housing costs. According to HUD, housing is considered affordable when it costs no more than 30% of total household income (including utilities). Per HUD standards, people should have the choice of having decent and safe housing for no more than 30% of their household income. In the City of Menasha, approximately 15.6% of those with a household mortgage paid 30% or more in monthly owner costs from their household income. For renters in the city, 25.8% paid 30% or more in gross rent as a percentage of their household income.

The City of Menasha has addressed the issue of housing for all income levels in the development of this plan. Please refer to the following goals, objectives, and policies for the city's approach to this issue.

- ◆ Housing Goal 5 and related objectives and policies
- ◆ Housing Goal 6 and related objectives and policies
- ◆ Housing Goal 7 and related objectives and policies
- ◆ Housing Goal 8 and related objectives and policies

2.7 Housing for All Age Groups and Persons with Special Needs

As the general population ages, affordability, security, accessibility, proximity to services, transportation, and medical facilities will all become increasingly important. Many of these issues are already important to those with disabilities or other special needs. As new residents move into the area and the population ages, other types of housing must be considered to meet all resident needs. This is particularly true in communities where a large proportion of the population has been long-time residents and there is a desire for these residents to remain in the area during their retirement years.

The age structure of the City of Menasha is shifting to older age groups. The majority of the population was in the 20 to 44 age group in 2000. It is anticipated that there will be a shift to the next older age group for the majority of the population during the planning period, requiring the community to further assess its ability to provide housing for all age groups and persons with special needs. There are several assisted living facilities within the City of Menasha.

The City of Menasha has addressed the issue of housing for all age groups and persons with special needs in the development of this plan. Please refer to the following goals, objectives, and policies for the city's approach to this issue.

- ◆ Housing Goal 7 and related objectives and policies
- ◆ Housing Goal 8 and related objectives and policies

2.8 Promoting Availability of Land and Housing Stock for Development/Redevelopment of Low-Income and Moderate-Income Housing

Promoting the availability of underdeveloped or underused land is one way to meet the needs of low and moderate income individuals. The community needs to ensure there is an adequate supply of land that is planned or zoned for housing at higher density or for multi-family housing should demand warrant the need for such housing in the future. The community should also use this plan in coordination with developed policies, goals, and objectives to promote the availability of such housing if a need is present.

The City of Menasha has addressed the issue of promoting availability of land and housing stock for development/redevelopment of low-income and moderate-income housing in the development of this plan. Please refer to the following goals, objectives, and policies for the city's approach to this issue.

- ◆ Housing Goal 5 and related objectives and policies
- ◆ Housing Goal 6 and related objectives and policies
- ◆ Housing Goal 7 and related objectives and policies
- ◆ Housing Goal 8 and related objectives and policies

2.9 Maintaining and Rehabilitating the Existing Housing Stock

The maintenance and rehabilitation of the existing housing stock within the community is one of the most effective ways to ensure safe and generally affordable housing while not sacrificing land to development. Over the course of the planning period, the community should continually monitor local housing stock characteristics including, but not limited to, price, aesthetics, safety, cleanliness, and overall suitability with community character. The monitoring process will become important to ensure that steps are taken to preserve the current housing supply before allowing for new development, which has far greater impacts on community resources.

The City of Menasha has addressed the issue of maintaining and rehabilitating the existing housing stock in the development of this plan. Please refer to the following goals, objectives, and policies for the city's approach to this issue.

- ◆ Housing Goal 3 and related objectives and policies
- ◆ Housing Goal 4 and related objectives and policies

2.10 Housing Goals and Objectives

The City of Menasha staff held three focus groups regarding the housing component of the comprehensive plan. The meetings were held on November 29, 2005; January 10 and January 26, 2006. Attendees included elected officials, city staff, representatives from UW Extension, Housing Authority, and interested parties including realtors, home builders, appraisers, bankers and residents. Through these focus groups the following goals and objectives were developed regarding housing.

Goal 1: Promote a positive image of the City of Menasha as a quality place to live.

Objectives

1. Promote Menasha's diversity and range of options in employment, education, history, housing, culture, neighborhoods, recreation, transportation, geography, and any other positive features that make Menasha a quality place to live.
2. Develop and promote initiatives that recognize and respect the needs of Menasha's diverse population and neighborhoods.

Goal 2: Preserve, rehabilitate, and stabilize the city's existing housing stock and residential neighborhoods.

Objectives

1. Discourage uses that are inappropriate and incompatible with the character of established neighborhoods.
2. Discourage the conversion and/or rezoning of single family structures into multi-family dwellings when contrary to the goal.
3. Encourage the conversion of multi-family structures, specifically those in older neighborhoods that were originally built as single-family homes but have since been subdivided, into single family owner-occupied dwellings when consistent with the goal.
4. Continue to pursue and provide funds for affordable rehabilitation of substandard or deteriorating properties.
5. Increase lead-based paint abatement efforts to reduce the risk that it poses to children age six and under.
6. Encourage community involvement in the maintenance and enhancement of public and private properties and adjacent right-of-way in residential neighborhoods.

Goal 3: Create a diverse base of housing opportunities appropriate for all segments of the population.

Objectives

1. Encourage a mixture of housing types throughout the community and in new growth areas to be responsive to consumer demand for a variety of housing types. Housing should be available for households at all stages of the life cycle.
2. Disperse assisted or low- to moderate-income housing throughout the city and discourage the concentration of such housing in any one neighborhood.

Goal 4: Maintain an adequate supply of sites for single family housing in desirable locations to meet current needs and projected growth.

Objectives

1. Encourage the platting of subdivisions so that in any given year, a three-year supply of lots is available for development. Such platting should be located in growth areas identified in the city's comprehensive plan.
2. Promote appropriate infill construction of single family housing on vacant lots in established neighborhoods.
3. Provide adequate development area through the annexation of land adjacent to the city.
4. Extend facilities and infrastructure to newly annexed areas to facilitate the timely development of annexed territory.

Goal 5: Maintain an adequate supply of sites for multi-family housing in desirable locations that meet current needs and projected growth.

Objectives

1. The city shall encourage the development of high quality, mixed-income, attractive, high-amenity multi-family neighborhoods in close proximity to services, trails, public transportation, employment, and recreation facilities.

Goal 6: Increase enforcement of housing and building code standards to ensure that every housing unit is decent, safe, sanitary, and secure.

Objectives

1. Continue to evaluate and improve existing enforcement procedures and create new procedures where necessary.

Goal 7: Create affordable home ownership opportunities for low- and moderate-income residents.

Objectives

1. Continue to pursue funds to provide first time homebuyer programs benefiting low- and moderate-income households.
2. Promote partnership opportunities with organizations able to provide assistance to first time homebuyers.
3. Support the reduction of governmental and regulatory constraints to the production of affordable housing.
4. Investigate how available programs interact with affordable housing goals.
5. Encourage development near existing public transportation opportunities and evaluate the need for expansion of these opportunities.

Goal 8: Maintain an adequate supply of affordable rental housing for low- and moderate-income residents.

Objectives

1. Promote the maintenance and rehabilitation of existing rental units in areas zoned for multi-family use.
2. Identify options and resources for the provision of rental subsidies and rental assistance for low- and moderate-income households in the city.
3. Due to the limited availability of rental subsidies, the city should continue to promote affordable home ownership opportunities.
4. Encourage development near existing public transportation opportunities and evaluate the need for expansion of these opportunities.

Goal 9: Maintain an adequate supply of affordable housing for senior and special need households.

Objectives

1. Support the creation of housing that meets the physical, financial, and supportive needs of seniors and special need individuals and households.
2. Support the preservation of existing group homes and supported living facilities for city residents with special housing needs.
3. Identify options and resources for services that provide assistance to senior and special needs households, specifically in the maintenance and upkeep of their properties.

4. Encourage new senior and special needs development near existing public transportation opportunities and evaluate the need for expansion of these opportunities.

Goal 10: Create new housing opportunities in close proximity to the downtown.

Objectives

Encourage mixed-use residential development in the downtown area as a means of increasing the housing supply and promoting diversity of downtown vitality.

1. Promote residential uses as part of downtown or waterfront redevelopment projects.

Goal 11: End housing discrimination in the City of Menasha.

Objectives

1. Support equal housing opportunity as a right of every individual or household seeking a place to live in the City of Menasha.
2. Promote and support programs and agencies that seek to eliminate housing discrimination, such as the Fair Housing Center of Northeast Wisconsin.
3. Provide for increased use and support of tenant/landlord educational and mediation opportunities.

2.11 Housing Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses and actions to the goals and objectives. Policies and recommendations become the tools that the community should use to aid in making land use decisions. Policies and recommendations that direct action using the words “will” or “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies and recommendations that direct action using the word “should” are advisory and intended to serve as a guide.

1. Update the land use component of the city’s comprehensive plan to reflect changes in development patterns and planned growth, specifically in relation to the development of single family housing.
2. Develop and maintain an inventory of vacant land zoned for single-family residential development.
3. Maintain the city’s deferred assessment policy as a development incentive.
4. Allow for flexibility in the zoning ordinance to allow for construction of single family residential dwellings on lots of record that do not meet the current minimum requirements.

5. The city shall annex territory with residential development potential consistent with the city's boundary agreement with the City of Appleton and the Towns of Menasha and Harrison.
6. Develop engineering plans and budget sufficient funds for the extension of "backbone" facilities and infrastructure in advance of immediate needs.
7. The city will update the land use component of the city's comprehensive plan to reflect changes in development patterns and planned growth specifically in relation to the development of multi-family housing.
8. The city will monitor existing development design standards for multi-family housing. Design standards might include requirements for building materials, functional open space, site amenities, site layout, a variety of unit sizes, walking trails, etc.
9. The city will update the land use component of the city's comprehensive plan to accommodate mixed-use zoning districts in the older neighborhoods of the community.
10. Rezone residences in the older neighborhoods of the community from R-2 Two Family to R-1 Single Family where appropriate. In addition, the city should adopt standards for rezoning of properties from single family to two family or multi-family zoning classifications. These standards would establish rezoning criteria such as proximity to single family districts or other multi-family or commercial/industrial districts, size of the lot, availability of parking, its conformance with building, housing, and zoning codes, and other similar characteristics.
11. Maintain programs to provide funds for the conversion and rehabilitation of two family structures to single family owner-occupied structures. The city should maintain a collaborative program to acquire, rehabilitate, and convert substandard structures into single family owner-occupied dwellings. The city should also explore a broader range of incentives.
12. The city shall review and update where necessary the city's housing code to require higher maintenance standards of the housing stock.
13. Continue the city's housing rehabilitation program for owner-occupied dwellings.
14. Access other funds such as FHLB, weatherization, and ADVOCAP funds for additional rehabilitation opportunities.
15. Expand the city's rehabilitation program by using alternate sources of funding to include households of higher incomes. The city should develop this program by partnering with lending agencies that would commit to offering low interest rate loans for housing rehabilitation purposes.
16. Continue to work with Menasha Utilities to establish an assistance program for low- to moderate-income households with emergency heating needs.

17. Continue to coordinate efforts with the city's Health Department to provide and disseminate lead paint information to city residents and to promote the testing of all family members age six or under regardless of whether housing subsidies are provided by the city.
18. Continue to prioritize the use of CDBG and other rehabilitation funds as necessary to facilitate lead reduction activities at properties where subsidies are utilized.
19. Continue to incorporate lead paint training into all homebuyer training class materials.
20. Conduct city-sponsored clean-up campaigns for public and private properties. Events that promote neighborhood enhancement such as community volunteer days, neighborhood watch programs, and neighborhood planting day should be promoted.
21. Work with the Menasha Joint School District to expand the student volunteer service that would provide general maintenance assistance to senior or special needs households. Services provided could include lawn care, leaf pick up, snow shoveling, and other duties.
22. Commit additional inspection staff time to enforcing building and housing codes on an ongoing, formalized basis.
23. The city's housing rehabilitation program should be offered as an incentive to lessen the cost impact of improvements required as a result of increased enforcement activity. Programs from other organizations including local schools and technical colleges should also be explored.
24. Actively pursue grant funds to expand the city's affordable housing programs.
25. The city shall maintain its partnership with Habitat for Humanity and plan for construction of houses on infill and other available lots throughout the city.
26. Develop an employer-sponsored first time homebuyer program with major employers in the City of Menasha. Employers could provide down payment and/or closing cost assistance to employees. These funds could be matched with other grant money. The city could provide technical assistance to employers wishing to develop such programs.
27. Where appropriate and feasible, allow waivers of development fees as a means of promoting the construction of housing affordable to low-income households.
28. The city shall promote zoning standards that allow alternate design measures to encourage more efficient land development patterns.
29. Where appropriate and feasible, allow development with reduced street widths, open drainage, and less intensive development practices to reduce infrastructure costs.
30. Assess applicants to determine effectiveness of affordable housing programs.

31. Coordinate with not-for-profit organizations and plan rental rehabilitation projects in order to provide adequate and affordable rental opportunities.
32. Refer households with emergency rental needs to existing agencies who provide assistance with security deposits, first and last months rent, etc.
33. Assisted housing units built on a scattered site should be compatible with the size, scale, and architectural character of the existing neighborhood housing stock.
34. Maintain partnerships with state-wide agencies such as Movin' Out Inc. to access down payment and closing cost assistance to assist low- and moderate-income renters and homeowners with disabilities.
35. The city shall consider the transportation needs of all residents, particularly low and moderate income, seniors, and special needs.
36. Maintain a partnership with independent living centers and the State Division of Developmental Disabilities in order to provide needed assistance to special needs households.
37. Utilize HOME, CDBG, and FHLB funds for handicap accessibility improvements.
38. The city will continue to coordinate efforts with Winnebago County Housing Authority to satisfy unmet senior and special housing needs by utilizing new Section 8 Vouchers targeted for very low income households with incomes below 30% of the county median income.
39. The city will ensure that new housing projects targeted to serve seniors and/or special needs receiving public-assistance or funds will be constructed to meet minimum accessibility standards.
40. Coordinate with partnering organizations such as ADVOCAP, Inc. and Housing Partnership to access the 15% set-aside of HOME Community Housing Development Organization (CHDO) funds for ongoing development of special needs housing projects that target very low income and special needs households.
41. Assist developers, local agencies, and non-profit organizations in the construction or rehabilitation of new facilities for city residents requiring special housing.
42. Recognize and refer residents to other local agencies, such as local service clubs, ADVOCAP's Retired Senior Volunteer Program (RSVP), and the Menasha Joint School District to support community involvement and volunteer service to assist senior and special needs household services.
43. Evaluate zoning incentives that encourage the development of diverse housing types, including smaller, more affordable single family dwellings, townhouses, and condominium units.

44. Work with developers to create residential subdivisions that offer a mix of lot sizes and housing types.
45. Projects in the downtown area that are receiving city assistance should include multi-use components. Development that includes retail or office space on the first level with residential uses on upper levels should be promoted.
46. The city shall make Tax Increment Financing Districts and Planned Unit Development zoning available for downtown and waterfront residential redevelopment projects.
47. Access HOME funds in conjunction with WHEDA financing and the affordable housing tax credit program to construct mixed-income rental housing.
48. Develop marketing brochures and multi-media promotional resources to distribute to realtors, lenders, media, residents, and community organizations.
49. Sponsor and implement an annual housing fair with area businesses, employers, realtors, lenders, and community organizations.
50. Collaborate with community housing groups to develop a housing resource manual describing housing programs available for city residents.
51. Develop a partnership with the Menasha Joint School District and other organizations to create community interaction between residents.
52. Engage stakeholders such as realtors and developers in educational programs and/or conversations to educate them about Menasha's positive features.
53. Update the city's Fair Housing Ordinance to provide protection for all individuals of the community. The city's fair housing ordinance was originally adopted in 1989 and partially updated in 1990 in order to meet state CDBG application requirements. Sections of the old ordinance were kept that do not coincide with the amended ordinance, which references state statutes. In addition, the new ordinance only covers individuals protected by the state statutes. Other classifications could be included, such as marital status, place of birth, sexual preference, lawful source of income, etc.
54. Include fair housing educational material as a part of all city housing programs and activities. Work with the Fair Housing Center and other organizations to educate residents, property owners, real estate, and lending agencies regarding fair housing requirements in the City of Menasha.
55. Develop a tenant/landlord training program for the City of Menasha in conjunction with the Rentsmart program. Make educational materials available at city hall, the library, and local businesses.

56. The city shall encourage development that incorporates "low-impact" or "sustainable" (such as LEED for Neighborhood Development) guidelines and standards to help implement the plan goals, objectives, and policies supporting protection of the community's open spaces, natural features, drainageways.

2.12 Housing Programs

The following programs are currently utilized by the community or are available for use by the community to implement the goals, objectives, policies, and recommendations identified.

ADVOCAP, Inc.

ADVOCAP, Inc. is a community action agency that provides affordable rental and homeownership opportunities for qualified low- and moderate-income households. Applicants to the program may qualify for help with down payment and closing costs, housing rehabilitation loans, lower interest rate mortgages, and weatherization programs. Contact ADVOCAP, Inc. 108 First Street, Fond du Lac, WI (800) 361-7760

Affordable Housing Tax Credit Program (Section 42)

Affordable Housing Tax Credit Program (Section 42) is administered by WHEDA. The program provides tax credits for the development of affordable rental housing. Contact WHEDA, PO Box 1728, Madison, WI 53701-1728, (800) 334-6873.

C-CAP, Inc. Home Mortgage Program

C-CAP, Inc. Home Mortgage Program provides forgivable grants to help low- and moderate-income households with up-front costs of purchasing a home. Contact C-CAP, Inc. 1717 Paramount Drive, Waukesha, WI 53186, (414)650-9508 or 4230 East Towne Boulevard, Suite 285, Madison, WI 53704, (800)371-2227

Calumet County Homebuyer Program

The Calumet County Homebuyer Program is offered through the county's planning department and is administered by Mary Back of Community Housing Coordinators. Funds are allocated to qualifying persons in order to help them make a down payment on a home, make repairs to a home they are purchasing, or even construct a home. Applicants must be income eligible to qualify for services and family size also helps determine eligibility. Applicant must complete an application, participate in homebuyer classes and financial counseling, prepare a spending/savings plan, and use a minimum of \$1,000 of personal funds toward the down payment. Applications are available at the County Planning, Zoning, and Land Information Office.

Community Development Block Grant (CDBG) – Housing Program

The Wisconsin Community Development Block Grant (CDBG) program for housing, administered by the Wisconsin Department of Commerce, provides grants to general purpose units of local government for housing programs which principally benefit low- and moderate-income (LMI) households. The CDBG program is a federal program funded through the Department of Housing and Urban Development's Small Cities CDBG Program. CDBG funds can be used for various housing and neighborhood revitalization activities including housing rehabilitation, acquisition, relocation, demolition of dilapidated structures, and handicap

accessibility improvements. The maximum grant to an applicant is \$500,000. Approximately 15 communities are awarded funds yearly in Wisconsin. For more information on this program contact the Wisconsin Department of Commerce, Bureau of Housing.

Community Outreach and Temporary Services (COTS)

Community Outreach and Temporary Services (COTS) is a community organization that provides temporary housing for single men and women as well as families who require a springboard toward independent community living. Contact COTS, Inc., 1003 W College Avenue, Appleton, WI 54915, (920)831-6591

Emergency Assistance Program

Emergency Assistance Program is administered by the State of Wisconsin Division of Housing and provides assistance to households that have experienced damage due to a local disaster. Contact DOA Division of Housing Box 8944, Madison, WI 53708-8944, (608) 264-8503.

Emergency Shelters of the Fox Valley Inc.

Emergency Shelters of the Fox Valley Inc. is a non-profit agency that provides temporary shelter to homeless men, women, and children in the Fox Valley area. Shelter, food, laundry facilities, and case management, and food is provided. It is the only homeless shelter between Oshkosh and Green Bay. Contact Emergency Shelters of the Fox Valley, Inc., 400 North Division Street, Appleton, WI 54911, (920) 734-9192

Fair Housing Council of Northeastern Wisconsin

Fair Housing Council of Northeastern Wisconsin provides advocacy, counseling, and referral for victims of housing discrimination. Fair Housing Council of Northeastern Wisconsin, 911 N Lynndale, WI Appleton, WI 54914 (920) 734-9641.

Federal Home Loan Bank Affordable Housing Program

Federal Home Loan Bank Affordable Housing Program provides funding to benefit low-income households, the homeless, senior citizens, and disabled persons. Funds can be used as a direct subsidy for rehabilitation and first-time homebuyer assistance. Loans can be provided at 0% interest, with repayment deferred and the loan forgiven after five years. Contact: Federal Home Loan Bank of Chicago, 111 E. Wacker Drive, Suite 700, Chicago, IL 60601, (312)565-5824.

Federal Home Loan Mortgage Corp. – HomeSteps (Freddie Mac)

Federal Home Loan Mortgage Corp. – HomeSteps (Freddie Mac) offers a variety of properties for sale and also provides Home Steps Special Financing which includes 5% down payment, lower escrow fees, reduced title fees, no mortgage insurance, no appraisal requirement, and competitive interest rates. Contact HomeSteps, 12222 Merit Drive, Suite 700, Dallas TX 75251, (800) 972-7555.

Financial Information and Service Center, Inc. (F.I.S.C.)

Financial Information and Service Center, Inc. (F.I.S.C.) provides counseling about finances, including management of money, working with debt, credit, and withholding taxes. Contact F.I.S.C. 921 Midway Road, Menasha, WI 54952, (920)727-8300.

Greater Fox Cities Area Habitat for Humanity

Greater Fox Cities Area Habitat for Humanity constructs affordable new housing units for low-income families. Habitat for Humanity provides volunteer labor for construction of the new units and 0% interest installment mortgages to the new homebuyers. Contact Habitat for Humanity, 1800 Appleton Road, Menasha, WI 54952, (920)954-8702.

Housing Cost Reduction Initiative (HCRI)

Housing Cost Reduction Initiative (HCRI) is a program funded and administered by the State of Wisconsin Division of Housing. Funds may be used to defray the housing costs of income-eligible households. Proposed assistance may be provided as grants or loans to homeowners (e.g. for down payments, closing costs, property taxes, insurance, utility costs) or to renters (e.g. for security deposits, first/last month's rent, rent subsidies, and utility payments). Contact DOA Division of Housing, P.O. Box 8944, Madison, WI 53708-8944, (608) 267-6904.

Home Improvement Loan Program for Sight Impaired

Council of the Blind provides funds for rehabilitation of single-family, owner-occupied units; funds are limited to legally blind applicants. Contact Wisconsin Council of the Blind, 354 West Main Street, Madison, WI 53703 (608) 255-1166.

HOME Rental Housing Development Program

HOME Rental Housing Development Program is specifically designed to assist affordable housing development opportunities for persons at or below 60% of county median income. Funds may be used for acquisition, rehabilitation, and new construction of rental housing for low-income persons.

Additional HOME funds are also available in conjunction with WHEDA financing and the affordable housing tax credit program to construct mixed-income rental housing. Contact DOA Division of Housing, P.O. Box 8944, Madison, WI 53708-8944, (608) 267-0602.

Homes 2000 Program

Homes 2000 Program is a new program available to qualifying families that provides down payment and closing cost assistance in an amount equal to 5% of the purchase price of the home. Under this program, housing authorities issue taxable bonds that are sold at a 4% premium. The premium provides the funds of the program. The loans are originated by local lenders. Contact Winnebago County Housing Authority, 600 Merritt Avenue, Oshkosh, WI (920) 727-2880.

Housing Partnership of the Fox Cities

Housing Partnership of the Fox Cities provides affordable rental and home ownership opportunities for low-income households. They specialize in the acquisition and rehabilitation of existing structures. Contact Housing Partnership of the Fox Cities, 611 Morrison Street, Appleton, WI 54913, (920) 731-6644.

Income Tax Credits (Section 190)

Available for accessibility modification undertaken by homeowners with disabilities. Contact IRA Telephone Tax Assistance, (800) 829-1040.

Income Tax Credits for Historic Rehabilitation

Income Tax Credits for Historic Rehabilitation are provided by the State of Wisconsin Historical Society. A 25% investment tax credit is available to owner-occupants of non-income-producing properties listed in the national or state registers. Contact: The Division of Historic Preservation, State Historical Society, 816 State Street, Madison, WI 53708, (608) 264-6500.

LEAVEN

LEAVEN is a local interdenominational group that assists financially with housing, food, and other needs. The organization provides loans for rent and assistance in obtaining furniture and other household necessities. Contact LEAVEN 516 W. 6th Street, Appleton, WI 54911, (920) 738-9635.

Movin' Out, Inc.

Movin' Out, Inc. creates opportunities for households with disabilities to establish their own homes and housing of their choice that is safe, affordable, accessible, and integrated into the larger community. They provide down payment and closing cost assistance and technical assistance for low- to moderate-income households with disabilities. They also provide training, information and referral, and housing counseling. Contact: Movin' Out, Inc., (608) 251-4446.

Property Tax Deferral Loan Program

Property Tax Deferral Loan Program is administered by WHEDA and offers loans to assist owner occupants over age sixty-five with property taxes so residents with sufficient home equity and limited disposable income can pay their taxes on time. Reimbursement is not required until the home is sold. Contact: WHEDA, PO Box 1728, Madison, WI 53701-1728, (800) 334-6873.

Regional Domestic Abuse Services

Regional Domestic Abuse Services provides a twenty-four hour help line and emergency shelter for women and children in Winnebago County who are experiencing family violence. Contact Regional Domestic Abuse Services, 124 W. Wisconsin Avenue, Neenah, WI 54956, (920) 729-5727.

Reverse Annuity Mortgage Program

Reverse Annuity Mortgage Program offers loans by some private lenders to elderly homeowners for which payment is not required until the home is sold. Contact Coalitions of Wisconsin Aging Groups, 5900 Monona Drive, Madison, WI 53716, (608) 224-0606.

University of Wisconsin-Extension

The UW-Extension provides educational opportunities and services to low income individuals and families regarding money management (Money Management), stretching the food dollar (Money for Food), good renting habits to ensure a good rental history (Rent Smart), and fiscal management (FERN-Financial education resource network). These life skills help lower income individuals and families meet their basic needs while providing a more stable situation for their family. UW-Extension partners with many other agencies to provide this education, and can work with the City of Menasha where appropriate.

CAP (Community Action Program) Services, Inc.

CAP has been on the frontline of the war on poverty since 1966. As a private, non-profit corporation, CAP offers programs in Marquette, Outagamie, Portage, Waupaca, and Waushara counties as well as in parts of Calumet and Wood counties. CAP Services, Inc. is a member of the Wisconsin Community Action Program Association (WISCAP). CAP offers a number of housing related programs including home buyer's assistance, weatherization, housing rehabilitation, rental housing assistance, and a lease/purchase program. For more information about CAP Services, Inc. visit their web-site at www.capserv.org.

Outagamie Weatherization

The weatherization program may help with home weatherization repair and rehab. Outagamie Weatherization manages this program on behalf of Calumet County. For more information on this program call Outagamie Weatherization at (920) 731-7566.

Wisconsin Rural Development, Rural Housing Service

The mission of the Rural Housing Service is to enhance the quality of life of rural people through the creation of safe, affordable housing where people can live, work, and prosper as part of a community. The Wisconsin Rural Housing Service offers housing preservation grants, loans and grants for farm labor housing, loans and grants for home improvement and repair, loans for financing housing site development, loans for home purchase or construction, loans on apartment buildings, and self-help technical assistance grants. For further information visit the web-site at www.rurdev.usda.gov/wi/index.html.

Local Housing Organization Grants (LHOG)

LHOGs enable community-based organizations and public housing authorities to provide affordable housing opportunities. The program is funded from state general purpose revenue funds. It is administered by the Wisconsin Division of Housing and Intergovernmental Relations (DHIR) and is distributed statewide in response to RFPs on a competitive basis.

Wisconsin Housing and Economic Development Authority (WHEDA)

The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness. Visit the web-page at www.wheda.com

Wisconsin Home Energy Assistance Program (WHEAP/LIHEAP)

The Energy Services Bureau oversees Wisconsin's Home Energy Assistance Program. This includes the federally funded Low Income Home Energy Assistance Program (LIHEAP) and other related programs. Households with incomes at or below 150% of the federal poverty level may be eligible for assistance. Many households with income from farms, offices, factories, and other work places receive LIHEAP assistance. Visit the web-site for further information, www.heat.doa.state.wi.us/liheap/default.asp

Historic Home Owner's Tax Credits

A 25% Wisconsin investment tax credit is available for people who rehabilitate historic non-income producing, personal residences, and who apply for and receive project approval before beginning physical work on their projects. For more information contact the Wisconsin Historical Society.