

City of Monona Strategic Housing Plan:



Goals, strategies, and actions for improving housing opportunities in Monona, Wisconsin

Final Document

Adopted by Monona City Council on November 19, 2007

Prepared by: MSA Professional Services



Resolution No. 07-11-1511

**CITY OF MONONA
STRATEGIC HOUSING PLAN**

WHEREAS, the Monona Community Development Authority (CDA) hired the local consulting firm MSA Professional Services, Inc. in Fall 2006 to prepare a Strategic Housing Plan for the City of Monona; and

WHEREAS, Planning consultants at MSA Professional Services have worked closely with the CDA and others on this plan, which included extensive data analysis, a survey of Monona residents in late 2006, and an evening workshop with the CDA, the Ad Hoc Committee on Family Attraction, Retention, and City Promotion, City Council Members, and others on January 23, 2007; and

WHEREAS, an initial draft plan was prepared, and reviewed by the CDA on May 1, 2007, and second and third drafts were prepared and presented at joint meetings of the CDA and the Ad Hoc Committee on Family Attraction, Retention, and City Promotion on June 5, 2007 and August 7, 2007; and

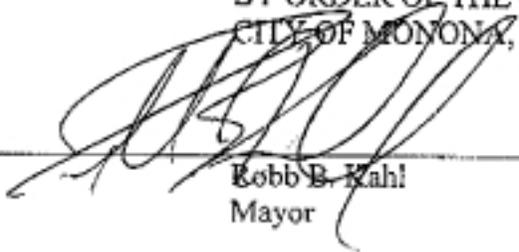
WHEREAS, a fourth draft was then prepared and reviewed and amended by the Ad Hoc Committee on Family Attraction, Retention, and City Promotion on September 19, 2007, and by the Plan Commission on October 8, 2007; and

WHEREAS, suggestions for revisions to the Draft Strategic Housing Plan by the Family Attraction Committee and Plan Commission were discussed at the October 9, 2007 CDA meeting, and incorporated into a fifth and final draft, and at this meeting a motion was approved by the CDA to recommend the Final Draft Strategic Housing Plan to the City Council for adoption.

NOW, THEREFORE, BE IT RESOLVED, the City of Monona Strategic Housing Plan is hereby adopted.

Adopted this 19th day of November, 2007

BY ORDER OF THE CITY COUNCIL
CITY OF MONONA, WISCONSIN



Robb B. Kahl
Mayor

ATTEST:

Karen Eley / JTA

Karen Eley

City Clerk/Executive Secretary

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Approval Recommended By:

Council Action:

Date Approved: 11/19/07

Date Disapproved: _____

Ke

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Executive Summary

Monona, Wisconsin is a vibrant city of just over 8,000 people near the center of the capital region in Dane County. Unlike most growing Dane County communities, Monona is landlocked, and all changes to the mix of land uses and composition of housing will occur over time within the 2.6 square miles it comprises today. With an aging housing stock, an aging population, and a projected decline in population, Monona leaders are striving to meet the housing needs of the existing population while seeking opportunities to attract and retain families with children.

Both regionally and nationwide, demographic trends point to significant challenges: an aging population, declining birth rate and a continued decrease in household size (see Appendix 6). Between 2005-2025, the Wisconsin Department of Administration projects a population decline of about 13% in Monona, while projecting 22% growth for Dane County as a whole. Despite Monona's strong schools, Dane County households with children often opt for newer and larger homes in rapidly growing communities other than Monona. Thus, the trend in Monona has been toward smaller households with fewer children. That said, Monona has important advantages that may help to offset this trend: Monona residents have access to mature trees, urban parks, and Lake Monona; while a small-town atmosphere persists, the regional center for employment and cultural opportunities is easily accessible by bicycle, public transportation, and automobile; Monona's prime location and smaller homes provide an attractive option for those seeking energy efficient lifestyles for environmental and economic reasons.

Monona's housing stock is a critical piece of the Monona lifestyle. While the inability to expand presents a significant limitation to the development of new housing, steps can be taken to promote housing maintenance, improvement, and appropriate residential redevelopment over time to respond to the needs of current citizens and attract new residents to carry Monona forward as a full-service community.

In August 2006, the Monona Community Development Authority (CDA) engaged MSA Professional Services to assist in the completion of a Strategic Housing Plan to identify housing issues and lay out a guide for solutions. Analysis of housing and demographic data, local policies, and the administration of a Monona Housing Survey revealed five interconnected issues (see Section 2):

Issues

- (1) Monona has a low household size
- (2) Monona has smaller, older homes when compared to other communities
- (3) Monona has older residents and homeowners when compared to other communities
- (4) In recent years, Monona has seen an increase in renter-occupied single family homes
- (5) There is a recognized need for improved housing maintenance in Monona

As the study progressed, goals, objectives, and potential initiatives were discussed, researched, and deliberated by the CDA and the Family Attraction and Retention Committee (see Section 3). Essentially, three overarching goals emerged:

Goals

- 1) *Provide viable and diverse housing options* for existing residents wishing to “age in place” and remain in Monona as their housing needs change;
- 2) *Ease the transition* of homes from willing sellers to first-time homebuyers of all demographic types, including young professionals and families with children;
- 3) *Promote maintenance, home improvement, and (in some cases) home expansion* in order to ensure that housing stock in Monona evolves to compete in the regional marketplace and attract new homeowners.

During the spring and summer of 2007, the Community Development Authority and Family Attraction and Retention Committee worked diligently with the study’s findings to prioritize short-term actions that the City of Monona could undertake to begin to meet these goals. Five key recommendations for 2008 emerged from this process:

Recommended Short Term Budget Initiatives

- *Reestablish in-house building inspection staff to provide effective enforcement of existing codes* to encourage residential property maintenance
- Hire a consulting firm to *prepare a marketing campaign* for the City focused on attracting and retaining families and young professionals. The marketing campaign may include *focus groups* to gain a deeper understanding of why families choose to move to Monona, choose *not* to move to Monona, or choose to leave Monona
- *Examine and suggest revisions to Monona’s zoning and building codes* to support improvements, expansions, creative redevelopment, and diversification of residential properties
- *Create a Family Housing Specialist position* to coordinate housing programs for families wishing to improve their homes or relocate from within or outside of Monona, and to assist seniors who wish to move from single-family homes with the process of locating new housing options in Monona

This Strategic Housing Plan is a “living” document created to guide Monona’s public decisions and investment in housing over time. Relying heavily on both data analysis and public input, the plan includes recommendations for both short and long-term initiatives the City can undertake to improve housing stock and housing opportunities. It is expected that the Strategic Housing Plan will evolve to reflect accomplishments, new data, and refined goals and objectives over time. While respecting the significant challenges related to national demographic trends and geographic limitations, the City of Monona will work to optimize housing stock in order to meet the needs of current residents and attract new residents who will carry on Monona’s future as a small, diverse, and vibrant community in the heart of the Capital Region.

Section 1: Introduction

Monona, Wisconsin is a vibrant city of just over 8,000 people near the center of the capital region in Dane County. While dominated by low-density residential properties, Monona is a full-service community with commercial property, schools, and strong civic infrastructure. Six miles of waterfront property, high quality parks, quick access to regional employment and cultural opportunities, and a small-town atmosphere draw people to Monona to stay. These “fixed” amenities will always make Monona unique, and are critical to its long-term success. Also important to continued vitality is the provision of quality transportation options, recreational opportunities, other government services, and diverse housing opportunities for current and future residents.

Unlike most growing Dane County communities, Monona is landlocked, and all changes to the mix of land uses and composition of housing opportunities will occur over time within the 2.6 square miles it comprises today. While the inability to expand presents a significant limitation to the development of new housing, Monona can certainly take steps to promote housing maintenance, improvement, and appropriate residential redevelopment over time to respond to the needs of current citizens and attract new residents to carry Monona forward as a full-service community.

In August 2006, the Monona Community Development Authority engaged MSA Professional Services to assist in the completion of a Strategic Housing Plan to identify housing issues and lay out a guide for solutions.

Data Analysis and Housing Survey

MSA Professional Services staff conducted a thorough analysis of housing data including the following:

- 2006 assessment data for residential property (see Appendix 1 and Appendix 3)
- 2006 documented building code violations and residential building permits (see Appendix 3)
- 2000-2006 residential real estate sales excluding For Sale By Owner properties (see Appendix 3)
- 2006 Monona Housing Survey – In consultation with the CDA, MSA prepared a survey focused on household characteristics, housing characteristics, and opinions on Monona’s housing needs (see Appendix 2). The survey was sent to all Monona households in late 2006 as part of the Monona newsletter, and was also available in web-based form. 766 households (21%) from across the city responded to the survey, representing a wide range of age levels and household types.
- In addition to the “snapshot” of Monona Housing provided by the data above, MSA also completed an analysis of housing data from the 2000 Census comparing Monona to Dane County, the State of Wisconsin, and eight other Wisconsin municipalities in the Madison and Milwaukee metropolitan areas (see Appendix 3)

Community Development Authority Workshop

MSA staff facilitated a workshop with the Monona CDA and others on January 23rd, 2007 to present results of the survey and data analysis (see Appendices 3 and 4). At the workshop, attendees began to articulate Monona's housing assets and liabilities and discuss goals, strategies, and actions to be included in the Strategic Housing Plan.

The CDA, members of City Council, members of the Monona Family Attraction Committee, and senior level City staff who attended the workshop provided valuable input about housing needs and opportunities across the city. That input, along with data analyzed and results from the 2006

Monona Housing Survey, has become the backbone of this document - a strategic housing plan for the City of Monona.



Strategic Housing Plan Stakeholders

The Strategic Housing Plan is an informed guideline for the development of housing-related policies and programs focused on *servicing the needs of current residents and attracting new residents to Monona*. Implementation of the plan will require sustained commitment by many city leaders in the public and private sectors, as well as individual citizens, who arguably have the greatest amount of power and responsibility to maintain their properties and neighborhoods over time. The Community Development Authority has led the process thus far, but the list below includes critical stakeholders that can work together to prioritize short term and long-term actions to accomplish the goals in the plan.

Primary Stakeholders: Lead effort to prioritize and implement policies and programs

- Monona City Council
- Monona Plan Commission
- Monona Community Development Authority
- Monona Department of Planning and Development
- Monona Senior Center
- Monona Family Attraction & Retention Committee

Secondary Stakeholders: Assistance with provision of data, research, policy change, and enforcement

- Monona Grove School District
- Area Real Estate Agents
- Monona Chamber of Commerce
- Monona Zoning Board of Appeals
- Accurate Appraisal, LLC
- Independent Inspections, Inc.

Section 2: Monona’s Place in the housing “lifecycle”

Every community lies somewhere within a housing “lifecycle”, based on the age, condition, and diversity of housing stock, the demographics of residents, flexibility for new development, and many other influences. Housing stock in Monona is relatively homogenous, with an abundance of single family homes built in the 1950’s and 1960’s. Residents of all ages live in Monona, although it is an “older” city when compared to others in Dane County. Over the past few decades, Monona has been a relatively stable community, as many residents have elected to “age in place”. Respondents to the 2006 Housing Survey overwhelmingly indicate that they plan to stay in Monona for the foreseeable future.

Data analysis, housing survey results, and discussions with city leaders have uncovered at least five interconnected issues describing Monona’s place in the housing lifecycle (in no order of significance):

- Monona has a low household size
- Monona has smaller, older homes when compared to other communities
- Monona has older residents and homeowners when compared to other communities
- In recent years, Monona has seen an increase in renter-occupied single family homes
- There is a recognized need for improved housing maintenance in Monona

As the interconnected issues are described in this section, it is important to think about ways for public policy and civic programs to influence housing in at least three ways: 1) *provide viable and diverse housing options* for existing residents wishing to “age in place” and remain in Monona as their housing needs change; 2) *ease the transition* of homes from willing sellers to first-time homebuyers of all demographic types, including young professionals and families with children. 3) *encourage maintenance and home improvement* in order to ensure that housing stock in Monona evolves to compete in the regional marketplace and attract new homeowners.

Low Household Size

Across the U.S., household size is decreasing as individuals live longer and have fewer children. Household size in the City of Monona decreased from 2.31 to 2.12 people per household between 1990 and 2000. At 2.12, Monona had the lowest household size among compared jurisdictions, and was also decreasing at the fastest rate (-9% between 1990 and 2000). Like many landlocked cities, Monona’s opportunities to add new housing are scattered and infrequent, since it cannot expand geographically. Obviously, if household size is decreasing and the number of housing units is static in a community, population will slowly decrease. In

Household Size, 1990 and 2000

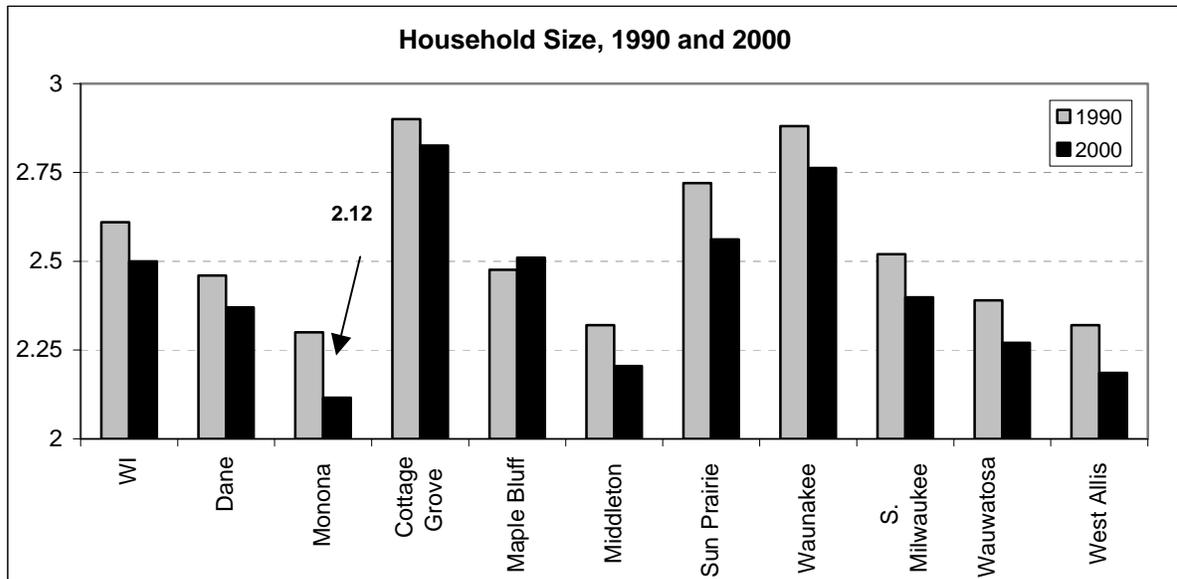
	1990	2000	% Change
State of WI	2.61	2.50	-4%
Dane County	2.46	2.37	-4%
Monona	2.30	2.12	-9%
Cottage Grove	2.90	2.83	-3%
Maple Bluff	2.48	2.51	1%
Middleton	2.32	2.21	-5%
Sun Prairie	2.72	2.56	-6%
Wauwaukee	2.88	2.76	-4%
S. Milwaukee	2.52	2.40	-5%
Wauwatosa	2.39	2.27	-5%
West Allis	2.32	2.19	-6%

fact, according to the Census, Monona lost approximately 900 residents (over 10%) between 1990 and 2005.

Population loss brings with it a decrease in the ability to access state and federal funding, a shift in position within a shared school district, and decreasing consumer power to support a vibrant local commercial sector.

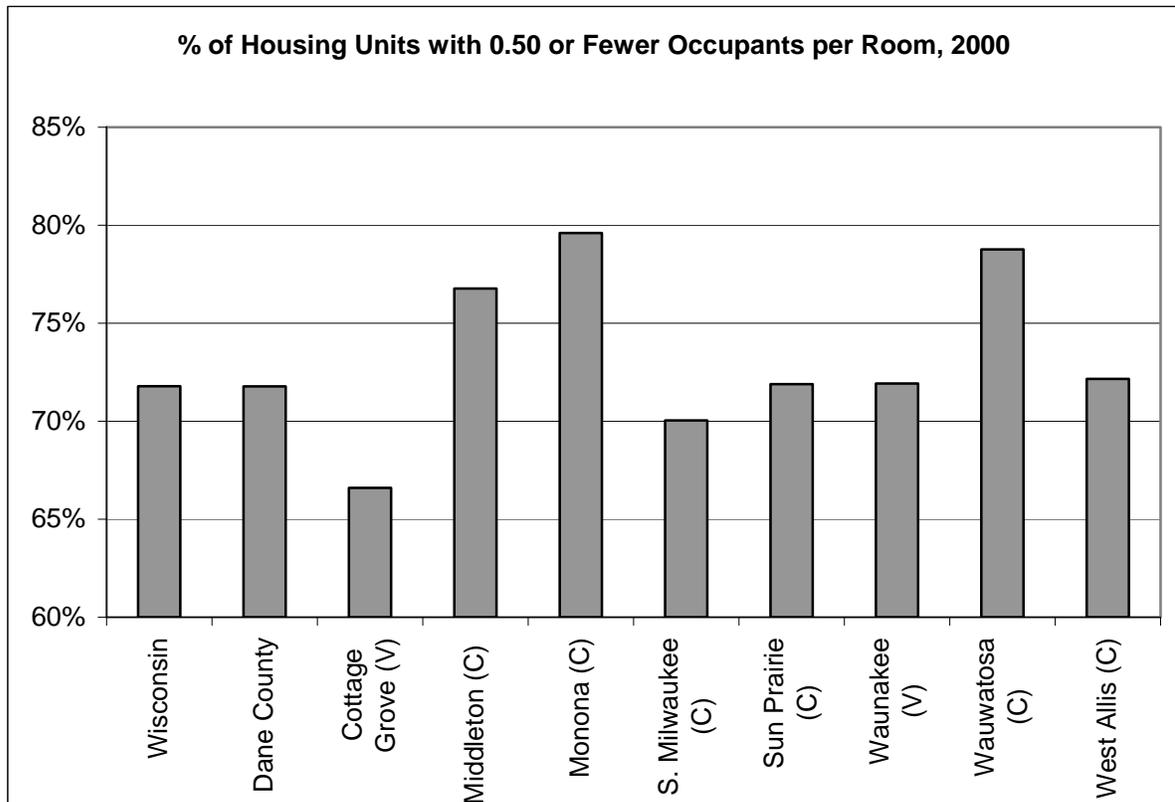
Reversing population decline and attracting new residents involves marketing and improvements to many interconnected systems influenced by the public and private sector. The Family Attraction Committee is currently spearheading much of this work in Monona. With regard to housing in Monona, efforts to increase population must involve at least one of two things: an increase in household size and/or an increase in the number of housing units in the city.

As shown in the figure below, Monona had the lowest household size of all compared cities in the year 2000, and also decreased at the fastest rate between 1990 and 2000.



Source: 2000 Census Summary File 1, 100% Data, Table P17

Not only does Monona have a relatively low household size, but the figure below also suggests that on the whole, Monona has fewer occupants per room than compared cities. Nearly 80% of housing units in Monona have 0.5 or fewer occupants per room. This suggests that Monona residents have “more house” per capita - or that there is additional space within existing homes – to increase population. The most likely way to do this is to increase the number of youth in the community over time, and therefore ensure that housing stock is attractive to families with children.



Source: 2000 Census Summary File 3, Sample Data, Table H20

These and many other metrics can be monitored over time and easily compared to other municipalities. As of 2010, statistically reliable data will be available for places like Monona on an annual basis through the American Community Survey, an initiative of the U.S. Census Bureau to greatly improve the utility of data that has otherwise been available only every ten years.

Assuming that household size in Monona continues to slowly decrease along with most U.S. cities, a gradual increase in residential density is another way Monona might work to maintain population size and simultaneously diversify housing options.

As portions of Monona are redeveloped over time, allowing for more compact- and more vertical- development would make room for more units. Importantly, the amount of living space within new units could certainly be equivalent to- or greater than- the average living space in current housing stock across the city. The design, mix, height, and proximity between units

would differ. Necessarily, this would need to occur very slowly over time, and would certainly need to be well supported by the private market.

Such a general strategy is well worth considering in order to position Monona as a more vibrant, full-service community over time. Among the top ten least favorite things about living in Monona, respondents to the 2006 Monona Housing Survey listed the following items:

- Taxes/assessments
- Inadequate bicycle and pedestrian facilities
- Poor transit options
- Inadequate shopping

While none of the above items seem to relate directly to housing, they do relate to density. Intuitively, compact nodes of residential and mixed-use development work far better than low-density single-family homes to support increased local shopping options, the viability of alternative transportation systems, and vibrant, walkable areas that can meet the needs of Monona's existing (aging) residents, as well as youth. Within the "lifecycle" framework, it is important to understand the effects older residents migrating to more dense housing can have on re-populating the single family detached housing stock. In addition, greater densities (both residential and commercial) expand the property tax base within the same geographic area of service, making the delivery of services more efficient.

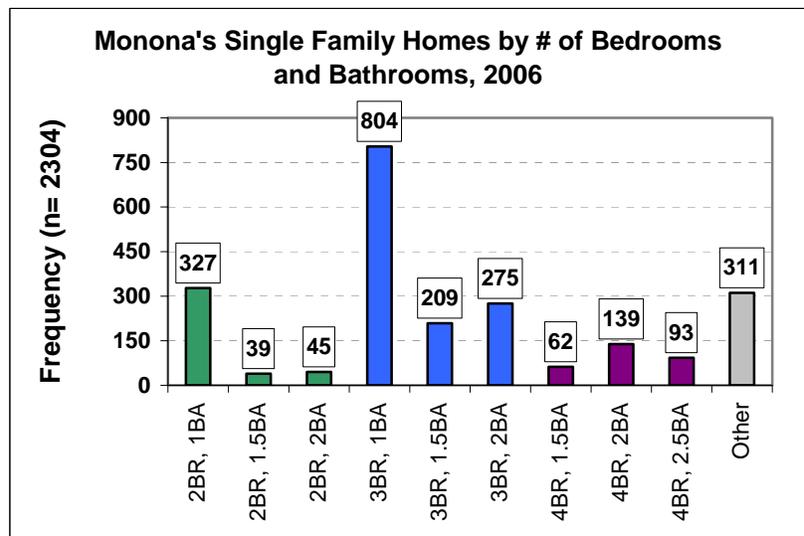
Analysis of 2006 assessment data did not uncover particular undervalued areas in the City that appear to be ripe for such redevelopment. Therefore, strategies to provide more housing units and options through redevelopment may include general, citywide policies and programs, marketing strategies, and reexamination of zoning codes.

Smaller, older homes than those in competing communities

As new homes continue to sprout up in and around Dane County, they meet the market demands of many types of households. While not necessarily of higher quality construction, newer homes are built with amenities that many households have begun to take for granted (2.5 to 3 bathrooms, 3-4 bedrooms, and a 2 car garage). Though not always the case, many people elect to purchase amenities at the expense of a prime location, which Monona has and will always retain. While homes in Monona do have a lower median value than many other Dane County communities (2000 Census), the price difference may not overcome differences in size, age, and related amenities, and in many cases, is still too high for entry-level homebuyers.

Based on 2006 data from the Monona Assessor, the average single-family home in Monona was built in the mid-1950's and has 3 bedrooms, 1 bathroom, and 1,350 square feet of living space. The median assessed value for single-family homes was \$203,100.

Size of housing for growing families is one issue. Large, new homes further from the center of the Capital Region often sell at a similar price as a 1950's 2-3 bedroom home in Monona, making it tough for Monona to attract new families with children or those households planning future expansion. Many of Monona's larger homes are found near Lake Monona, and the added price of waterfront lots puts them out of reach for most young families to afford.



Source: Original data from Accurate Appraisal LLC, 2006. Tabulated by MSA Professional Services.

The *age* of housing stock is another issue. Because of its prime location, Monona's older homes are priced higher than newer homes of similar size in nearby communities. Since new homes are relatively low-maintenance in early years, many first time homebuyers opt out of purchasing older homes simply because they would not be able to afford necessary plumbing and electrical updates right away, let alone invest in new kitchens, bathrooms, and structural changes.

Housing *amenities*, particularly garages and bathrooms, may not adequately meet the needs of potential homebuyers or Monona residents living in "starter homes" wishing to purchase another home for a growing household. Although it was outside of the scope of this study to compare these amenities in Monona with those of other cities, Monona has relatively few 2-car garages - often a prerequisite for households with 2 or more cars living in the upper Midwest. In addition, roughly 65% of the single-family homes in Monona have fewer than 2 bathrooms, according to 2006 assessment data. A quick review of requests for zoning variances between August 2005 and October 2006 shows 10 of the 24 variances requested pertained to enlarging or

adding a garage. Of the ten, seven variances were approved. An examination of zoning codes as they relate to adding or enlarging garages (particularly side setbacks) may be warranted to remove any unnecessary impediments to adding such amenities to existing lots.

On the other hand, the city should take special care to encourage good design when amending zoning ordinances. For example, it is unlikely that Monona residents would want for the city to evolve into a land of garages or “snout houses” as shown in photo at right. Many Monona lots may be configured so as to incorporate detached garages behind existing homes, reducing the number of garage doors seen from the street.



“Snout houses”, homes dominated by garages facing the street. Source: <http://www.tndhomes.com/phd01.htm>

Older residents and homeowners

Age composition of residents is closely related to household size, and in some cases, the maintenance of housing stock. Singles, young couples, “empty nesters”, and seniors typically live in households with 1-2 people.

While low household size and population decreases may not be of direct concern to

municipalities, they are closely related to the fact that Monona has a relatively *low* number of youth per household, and a *high* number of seniors when compared to other municipalities in Dane County and the Milwaukee metropolitan area.

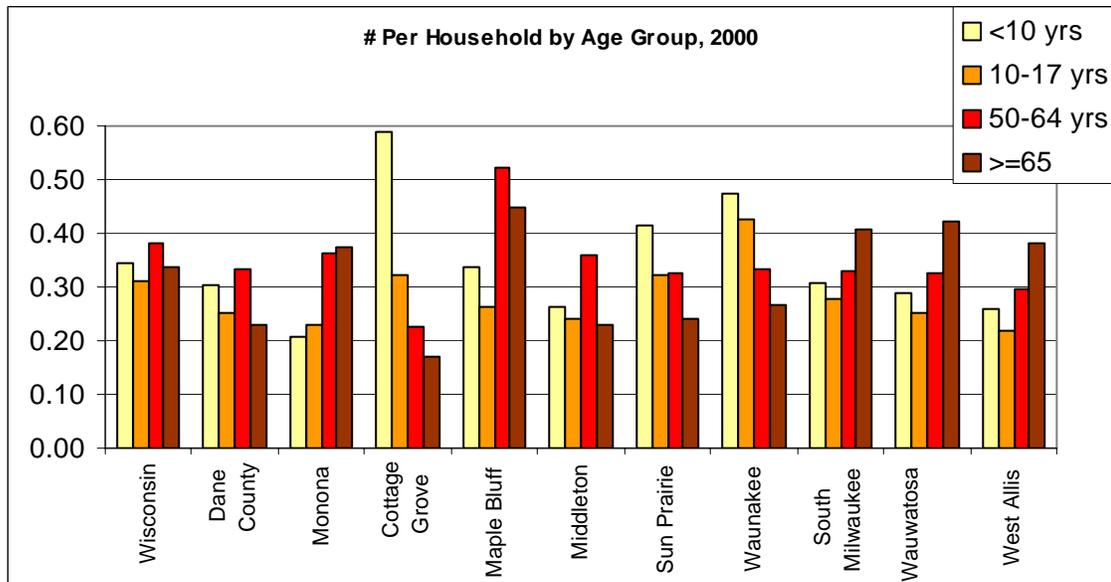
In 2000, the number of youth per household in Monona was lower than the State of Wisconsin, Dane County, and all of the compared municipalities. There were 0.45 youth (under 18 years) per household, compared with 0.66 youth per household across the State of Wisconsin, and over 0.90 per household in Cottage Grove and Waunakee.

The number of seniors per household was higher than most other Dane County communities, but lower than West Allis, Wauwatosa, and Maple Bluff. When looking at age composition in this way, Monona appears to compare closest to other landlocked cities, and has far fewer youth per household than Cottage Grove, Sun Prairie, and Waunakee.

People per Household by Age Group, 2000

	Total	<10 yrs	10-17 yrs	50-64 yrs	>=65 yrs
Wisconsin	2.50	0.35	0.31	0.38	0.34
Dane County	2.37	0.30	0.25	0.33	0.23
Monona	2.12	0.21	0.23	0.36	0.37
Cottage Grove	2.83	0.59	0.32	0.22	0.17
Maple Bluff	2.51	0.34	0.26	0.52	0.45
Middleton	2.21	0.26	0.24	0.36	0.23
Sun Prairie	2.56	0.41	0.32	0.33	0.24
Waunakee	2.76	0.48	0.43	0.33	0.27
S. Milwaukee	2.40	0.31	0.28	0.33	0.41
Wauwatosa	2.27	0.29	0.25	0.33	0.42
West Allis	2.19	0.26	0.22	0.30	0.38

Residents in Monona tend to stay in their homes for a longer time than in comparative cities. 25% of homeowners responding to the 2006 housing survey indicated that they had lived in Monona (although not necessarily in their current home) since prior to 1970. Consistent with this data, the 2000 Census reported that 25% of all owner-occupied housing in Monona was inhabited by someone that had originally moved into the home before 1970. The landlocked Milwaukee suburbs, which each have older overall housing stock, had comparable percentages. This suggests several things.



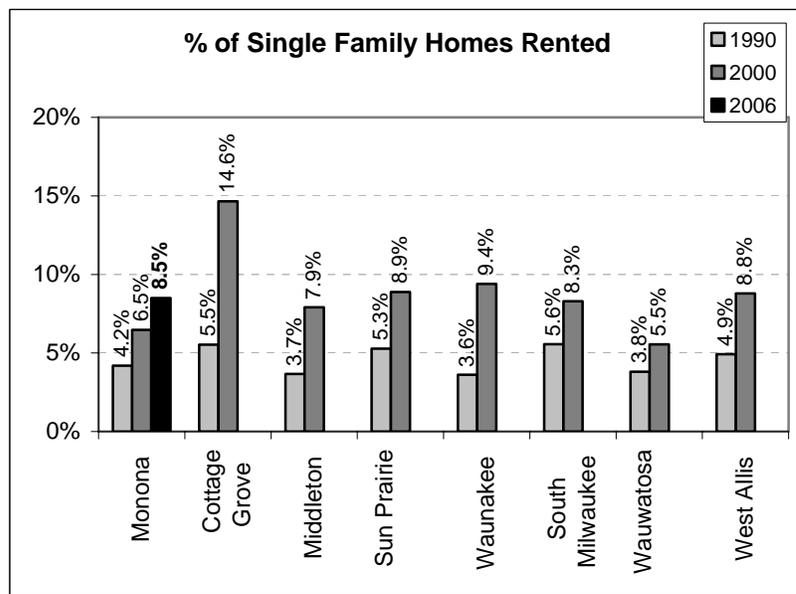
Source: 2000 Census

- First, Monona is a stable community, and people that moved into Monona decades ago have stayed.
- Second, many of the single-family homes in Monona are occupied by seniors, who may live on fixed incomes or are less physically able to make home improvements. Deferred maintenance and remodeling is often one outcome. Nearly 60% of the seniors responding to the Monona Housing Survey indicated that they would not or were unlikely to make home improvements in the near future.
- Third, there may be a need in Monona for affordable, low-maintenance housing opportunities (assisted living, communities for active seniors, etc.), which would enable some of these seniors to remain in the community when they choose to leave their current homes.
- Fourth, Monona should position itself - through visioning, policies, and programs - for a significant housing turnover in the near future. Intuitively, communities with a high percentage of homeowners that have lived in the same home for 30-40 years will soon see turnover to new owners from within and outside of the community. This turnover can often result in an increase in major rehabilitation, expansion, or even redevelopment activities and projects.

Increase in renter-occupied single family homes

At the onset of this study, there was an interest in finding out as much as possible about the number of renter-occupied single-family homes in Monona, and how that number has changed in recent years. The data analysis did not reveal a significant problem with such homes in Monona. While the city does not track of rental properties directly, analysis of 2006 assessment data allows for a good estimation of the number and location of rented single-family homes, while the census provides historical data for Monona and comparable cities. As shown in the figure below, the proportion of rented single-family homes is relatively low in Monona. In fact, of the cities compared, only Wauwatosa had a lower percentage. The proportion of rentals is increasing in Monona, but at least between 1990 and 2000, this trend was not unique to Monona.

When asked if rental homes should be encouraged in single-family districts, 50% of respondents to the Monona Housing Survey disagreed, and 26% were neutral. Often, there is a perception that rental housing is not maintained to the same degree as owner-occupied housing. This may or may not be true in Monona. However, an analysis of building code violations documented in 2006 shows that a greater proportion of *owner-occupied* homes had violations than did renter-occupied homes. Future analysis of this type of data would be made much easier if rental properties were directly tracked by the city.



Sources: 1990 Census Summary File 3, Sample Data, Table H022; 2000 Census Summary File 3, Sample Data, Table H32; 2006 data for Monona estimated based on 2006 Assessment Data. Where property address differed from taxpayer address, single-family homes were assumed to be renter occupied.

A second perception is that tenants of rental properties are not young families with children, but rather more transient residents, such as university students. This may be the case across the city as a whole, but it is worth noting that based on responses to the 2006 household survey, the age composition of households living in renter-occupied single-family homes was virtually the same as respondents living in owner-occupied housing.

In Monona, renter-occupied single-family homes might be providing an affordable opportunity for people of all ages, including families with children, to live in Monona. Many times these families grow to love the community and eventually seek to purchase homes. When considering renter-occupied housing, one important goal might be to assist Monona's renters in two ways: first, by ensuring that properties are well-maintained by landlords, as well as the tenants

themselves; and second, by providing assistance with a transition to homeownership in Monona as single-family homes become available throughout the city.

Recognized need for improved housing maintenance

Monona residents recognize the importance of the visual appearance of residential property across the city, and support enforcement of codes to ensure proper maintenance. 93% of respondents to the Monona Housing Survey indicated that they “agree” or “strongly agree” with the statement, “visual appearance of homes and yards are important in maintaining viable neighborhoods”. 77% agreed or strongly agreed that “the City should be vigorous in enforcing residential building code violations”.

Many Monona residents are actively improving their homes, or plan to do so in the near future. In response to Question 19 of the Monona Housing Survey, the majority of survey respondents indicated that they planned to invest at least \$2,500 into their homes within the next five years. Among respondent households with youth living at home, 86% indicated “yes” or likely”, when asked if they would invest at least this much.

In response to Question 20 of the survey, the majority of all respondents (53%) indicated that they would be encouraged to renovate or remodel if a low-interest loan or grant were available to assist them. What is more interesting is that of the 225 households responding to Question 19 reported that they would not or were unlikely to invest in their homes, 50 of them (22%) indicated in Question 20 that they would or were likely to invest with assistance from a grant or low interest loan. This suggests that a community-backed loan/grant program could help to catalyze housing reinvestments.

Over 400 respondents described the types of projects they plan to undertake in Question 21. Listed improvements listed range widely and include new windows, new bedrooms, bathrooms, garages, roofs, landscaping, remodeling efforts, and more. Many respondents listed multiple planned improvements. If creating a low interest loan or grant program, the City should strive to provide flexibility to allow for a wide variety of improvements while monitoring the types of improvements being made.

Section 3: Goals, Strategies, and Recommended Actions

It is important to recognize that housing is only one aspect of the ebb and flow of the City over time. Much of Monona's continued success over time will be due to its prime geographic location, parks and recreational opportunities, improved transportation options, and other aspects that will attract a diversity of new residents and keep current residents in Monona. However, issues described in Section 2 are closely related to housing, and are very closely interconnected with one another. Although Monona is not facing a housing crisis at this time, an aging population, aging housing stock, and geographic limitations present an interesting set of housing challenges that can be addressed through citywide policies and programs, focused redevelopment efforts as opportunities arise, and civic involvement.

Overall, policies and programs to improve housing opportunities should aim to do three things 1) *Provide viable and diverse housing options* for existing residents wishing to "age in place" and remain in Monona as their housing needs change; 2) *Ease the transition* of homes from willing sellers to first-time homebuyers of all demographic types, including young professionals and families with children; 3) *Promote maintenance, home improvement, and (in some cases) home expansion* in order to ensure that housing stock in Monona evolves to compete in the regional marketplace and attract new homeowners.

Section 3 provides a list of goals, strategies, and actions for the CDA and the public to consider. It is important to note that each goal and strategy may relate to more than one of the closely related issues described in Section 2. A short list of suggested actions appears below each strategy. Actions are categorized by short term (0-2 years), mid term (1-5 years) and long term (5-10 years). To the extent feasible, suggested actions are associated with responsible parties, resources needed, and metrics by which to measure success over time.

During the spring and summer of 2007, the Community Development Authority and Family Attraction and Retention Committee worked diligently with the study's findings to prioritize short-term actions that the City of Monona could undertake to begin to meet these goals. Five key recommendations for 2008 emerged from this process:

Recommended Short Term Budget Initiatives

- *Reestablish in-house building inspection staff to provide effective enforcement of existing codes* to encourage residential property maintenance (Strategy 3.5)
- Hire a consulting firm to *prepare a marketing campaign* for the City focused on attracting and retaining families and young professionals. The marketing campaign may include *focus groups* to gain a deeper understanding of why families choose to move to Monona, choose *not* to move to Monona, or choose to leave Monona (Strategy 2.2)
- *Examine and suggest revisions to Monona's zoning and building codes* to support improvements, expansions, creative redevelopment, and diversification of residential properties (Strategy 3.1)
- *Create a Family Housing Specialist position* to coordinate housing programs for families wishing to improve their homes or relocate from within or outside of Monona, and to assist seniors who wish to move from single-family homes with the process of locating new housing options in Monona (would provide staff time to advance multiple goals and strategies)

Goal 1: Provide viable and diverse housing options for existing and new residents

Strategy 1.1: As supported by the market, increase the diversity of housing types in Monona				
Action	Suggested Term	Responsibility	Resources	Metrics
Within current and near future redevelopment opportunities, show support for creative housing and mixed-use proposals that bring new and diverse housing types to Monona	Short (0-2 years)	Community Development Authority (CDA), Dept of Planning & Community Development (P&CD)	N/A	-Number of residential units by type (from building permits) -Number of residents in new units moving from homes within Monona
Research “overlay zoning” as possible regulatory tool to allow for a greater diversity of housing types in specified areas	Mid (1-5 years)	Plan Commission	Staff time	
Review and explore opportunities to update zoning regulations to allow for co-housing, accessory dwelling units (“granny flats”), assisted living facilities, active living facilities, town homes, etc. in appropriate parts of the city.	Mid (1-5 years)			

Strategy 1.2: Over time, consider dense, mixed-use development within walking distance to public and commercial facilities.				
Action	Suggested Term	Responsibility	Resources	Metrics
Initiate community discussion about creative housing options for families, where most of Monona’s civic infrastructure is within walking distance, but current development is low-density residential.	Mid (1-5 years)	City Council, CDA, Plan Commission	Staff time	-Gross density of housing units in City -Number of residential units within walking distance of specific facilities (schools, retail nodes, etc.)
In tandem with its reconstruction, encourage mixed-use development along and within walking distance of the Monona Drive and Broadway corridors, where the bulk of Monona’s current commercial activity can be easily accessible on foot by new residents.	Mid (1-5 years)			
Examine and amend comprehensive plan over time to respond to public interest in this concept	Long (5-10 years)			

Goal 2: Ease the transition of homes from willing sellers to first-time homebuyers

Strategy 2.1: Create CDA purchase/resale program of rental properties				
Action	Suggested Term	Responsibility	Resources	Metrics
Work with the city assessor and city residents to create a property-recording program to identify and monitor rental properties over time	Short (0-2 years)	Dept. of P&D, CDA	-Staff time	-Number of rented single family homes -Number of rental homes purchased and resold to new homeowners
Determine criteria by which to prioritize properties for CDA investment	Mid (1-5 years)	CDA		
If the CDA purchases property for resale, determine factors of buyer eligibility such as household income levels, first time buyers, etc.	Mid (1-5 years)			

Strategy 2.2: Market Monona to first time homebuyers, families, and young professionals in Dane County				
Action	Suggested Term	Responsibility	Resources	Metrics
Administer focus groups to help determine why families choose to live or not to live in Monona	Short (0-2 years)	Dept. of P&D, CDA	-Staff time -Funds for marketing campaign	-Volume of marketing materials distributed
Develop marketing campaign to increase visibility of Monona's strengths as a place for families with children to locate	Short (0-2 years)			

Strategy 2.3: Organize educational course for first time homebuyers in Monona				
Action	Suggested Term	Responsibility	Resources	Metrics
Research WHEDA programs and similar courses in Dane County	Short (0-2 years)	City Staff To Be Determined	-Staff time -Potential financial resources to market course and compensate course leader	-# attendees -# attendees successfully purchasing home in Monona
Work with local real estate agents to better understand specific needs facing first time homebuyers in Monona	Short (0-2 years)			
Create and market course to renters in Monona and across Dane County, as well major area employers (American Family Insurance, UW-Madison, etc.)	Mid (1-5 years)			

Goal 3: Promote maintenance, improvement, and expansion of residential properties to attract new residents to Monona

Strategy 3.1: Remove or amend outdated regulatory barriers to expansion				
Action	Suggested Term	Responsibility	Resources	Metrics
Examine historical variance records and zoning ordinances (especially with regard to setbacks, bldg. heights, lot coverages, and accessory uses) to see whether current codes are too prohibitive	Short (0-2 years)	Dept of P&CD	Staff time	-Reduction in variances
When commonly granted variances for home expansion and improvement are found in variance records, draft amendments to zoning codes (rather than continuing to grant variances)	Mid (1-5 years)			
Examine secondary affects of changes (implications for stormwater, streetscape, etc.) and develop incentive-based or regulatory solutions to secondary affects.	Mid (1-5 years)			

Strategy 3.2: Explore the creation of a low-interest loan program for home improvement				
Action	Suggested Term	Responsibility	Resources	Metrics
Research Middleton, Madison, Beloit, and other model programs, including funding mechanisms	Short (0-2 years)	City Staff To Be Determined, CDA	Staff/volunteer time	-Number of homeowners applying for loan -Change in value of homes
Contact local lenders, and work to develop appropriate property and household criteria for program	Mid (1-5 years)			
Market program to residents.	Mid (1-5 years)			

Strategy 3.3: Provide design concepts and options for improving typical single family homes in Monona (split-level, ranch, etc.) to attract and meet the needs of larger households

Action	Suggested Term	Responsibility	Resources	Metrics
Work with the Monona Public Library to develop a resource center with materials related to home improvement (pattern books, funding options, etc.), ensuring that appropriate City staff and committees are familiar with materials and can answer questions	Short (0-2 years)	City Staff To Be Determined	Staff time	-# times resources are used -# homes expanded -Increased square footage and property values -# youth in Monona (Census or School District data)

Strategy 3.4: Review and improve the residential permitting process

Action	Suggested Term	Responsibility	Resources	Metrics
Assess current permitting process by comparing permits applied for and permits granted. Convene a group of homeowners recently involved in permitting process to describe their experience and suggest improvements.	Short (0-2 years)	City Staff To Be Determined	Staff Time	-Length of time required to obtain building permit for home improvement -Feedback from those obtaining permits
Create user-friendly brochure or on-line guide for homeowners to outline the permitting process for home improvement. Add to FAQ list on the Monona website.	Short (0-2 years)			
Create simple survey focused on level of satisfaction and suggested improvements for those obtaining permits to complete.	Short (0-2 years)			
Ensure close communication between city building inspection, the city assessor, and other appropriate city staff for record-keeping purposes	Ongoing			

Strategy 3.5: Strengthen code enforcement for residential properties

Action	Suggested Term	Responsibility	Resources	Metrics
Invest more in / demand more from code enforcement program, including active monitoring of property rather than complaint-driven enforcement	Short (0-2 years)	Dept. of P&CD, Building Inspections Dept.	Staff time and finances to support additional work by building inspector	-# of residential code violations -# of violations addressed/fixed within a specified time frame (1-3 months).
Educate and encourage “eyes on the street” for other municipal departments such as police, garbage, public works, etc. City staff working in the field should understand and report violations as they see them.	Mid (1-5 years)			

Strategy 3.6: Create codes specifically related to landlord and tenant relationships and responsibilities regarding maintenance of rental property

Action	Suggested Term	Responsibility	Resources	Metrics
Research programs in other cities, including Madison	Short (0-2 years)	CDA, Dept of P&CD	Staff time	
Draft enforceable codes specific to landlords and tenants, and carry through adoption process	Mid to Long			

Strategy 3.7: Create civic program focused specifically on assisting seniors in single family homes with property maintenance

Action	Suggested Term	Responsibility	Resources	Metrics
Meet to discuss framework and options for program coordination (with no neighborhood organizations, an existing organization may need to take the lead to organize program). Define next steps	Short (0-2 years)	Monona Senior Center, Family Attraction Committee, Monona Grove School District, Chamber of Commerce, interested citizens	Staff time, volunteer effort, access to space on City website	-Number of volunteer hours -Number and type of improvements made
Enlist civic/community groups to form program (pursue partnership with Monona Grove High School if possible)	Mid (1-5 years)			
Partnering with the Monona Chamber of Commerce, consider the formation of a local currency program (“Monona Money”) to compensate people for their time spent improving/maintaining property.	Mid (1-5 years)			
Market program to seniors and volunteers. Initiate small-scale pilot program at 3-5 homes in first year, slowly growing program over time	Mid (1-5 years)			

Appendix 1: Description of assessment data analyzed

The following attributes for each residential parcel were obtained from Accurate Appraisal, LLC in October 2006. Using Geographic Information Systems, the assessment data was joined to the City of Monona parcel file for mapping and analysis¹.

Information for Parcels with Single Family Homes, Duplexes, and Condominiums	
Parcel	Unique number, linking to Monona's parcel database
Owner	Name of property owner
Mail	Mailing Address, followed by City, State, Zip
PropAdd	Property Address, followed by City, State, Zip
Land	Land Value (\$)
Improvement	Improvement Value (\$)
Total	Total Value
Acres	Number of acres
Yr Built	Year Built
Stories	Number of Stories (1, 1.25, 1.5, 2, etc.)
Bdrms	Number of bedrooms (1. A bedroom would be anything with a closet, except that in the basement it would need to have a closet and a means of egress (min. 3' x 3' window)
Bath	Number of full bathrooms
HalfBa	Number of ½ bathrooms
FamRm	Number of family rooms
TotRm	Total number of rooms
Desc (see example photos on next page)	Description of construction quality. The quality of construction ranges from AA+ to E-, with C being an average ranch. B would be better (more ornamentation, masonry exterior, more rooflines, larger home). A or A+ would be larger, fancier, almost mansion-like; D or worse would be cottage or manufactured.
CDU	Condition, Desirability, and Use, normalized by the age of the home. Scale of A-H: A=Excellent, B=Very Good, C=Good, D=Average, E=Fair, F=Poor, G=Very Poor, H=Unsound On this scale, a brand new home would rank "average", since it is expected to be in good shape. An old home that has been refurbished might rank "Good" or "Very good".
Bsmt	Total square footage of basement
FBLA	Finished square footage of basement
Flr1	Livable square footage on first floor
Flr2	Livable square footage on second floor
AddlSto	Livable square footage on additional Story
HalfStyFin	Finished square footage of ½ story
AtticFin	Finished square footage of attic
HalfStyUn	Unfinished square footage of ½ story
AtticUn	Unfinished square footage of attic
RmUn	Square footage of unfinished room(s)
TlArea	Total square footage of livable area
LAwoBsmt	Square footage of livable area not counting basement
UnfArea	Square footage of unfinished area
Additional Information for Residential Apartment Buildings	
1BR	Number of 1 Bedroom units
2BR	Number of 2 Bedroom units
3BR	Number of 3 Bedroom units
Units	Total number of units

¹ On the rare occasion that parcel numbers differed between the Accurate Appraisal file and the City of Monona file, errors resulted. This occurred most frequently on parcels with condominiums and mobile homes. Accurate Appraisal and City staff should address these inconsistencies for future monitoring and analysis. Also, the Accurate Appraisal data only includes taxable property, omitting government owned residential parcels.

Appendix 2: Monona Housing Survey

City of Monona Housing Survey



We need your input by Friday, Dec. 1st!

Please take a few moments to complete this survey- the first and most important step toward a Strategic Housing Plan for the City of Monona. The survey should be completed by an adult within each Monona household (please limit responses to one per household).

Please complete the survey on the following pages and either:

- Drop off in boxes located at City Hall or the Monona Public Library
- or**
- Affix postage and return completed survey by mail.



Fold completed surveys here, secure with staple or tape, and mail.

Please
affix
postage
here

City of Monona Housing Survey
David Berner, City Administrator
5211 Schluter Road
Monona, WI 53716

City of Monona Housing Survey

Responses Due by Friday, Dec. 1st

Section 1: You and Your Home

1. What is your address? (required)

House # Street Name

2. Apartment #
(if applicable)

3. Do you rent or own the home you currently live in? (required)

Rent

Own

4. What is your estimated rent or monthly mortgage payment? (optional)

Rent (including utilities provided by landlord) \$ __, __.00

Monthly Mortgage \$ __, __.00

5. By age group, how many people live in your household, including yourself?

Ages 0-5

Ages 6-12

Ages 13-17

Ages 18-30

Ages 31-50

Ages 51-65

Over 65

6. How long have you lived in Monona?

Years / Months

7. Where did you live prior to living in Monona?

City / State

8. Do you plan to stay in Monona for the foreseeable future (at least 5 years)?

- Yes
 Likely
 Unlikely
 No

9. Do your children currently attend Monona Grove Schools?

- Yes
 No
 Not Applicable

10. In the past 10 years, have your children attended Monona Grove Schools?

- Yes
 No
 Not Applicable

11. Over the next 10 years, will you ever have children attending Monona Grove Schools?

- Yes
 Likely
 Unlikely
 No

12. How many years old is your home?

- 0-20 years
 21-40 years
 41-60 years
 Over 60 years
 Don't know

13. What condition is your home in?

- Excellent
 Good
 Fair/Needs minor repairs
 Poor/Needs major repairs

14. How satisfied are you with your current home and property?

- Very Satisfied
 Satisfied
 Somewhat Satisfied
 Somewhat Dissatisfied
 Dissatisfied
 Very Dissatisfied

15. If you were to move (within or outside of Monona) in the next 5 years, what type of housing would you be looking for?

- Single family home
 Apartment
 Condominium
 Senior Housing
 Other (please specify)

16. If you were to move within the next 5 years, what size of a home or apartment would you likely need?

- 1 bedroom
 2 bedroom
 3 bedroom
 4 bedroom or larger

Please continue on next page



17. Have you invested at least \$2,500 into remodeling, renovating, or adding onto your existing home within the past five years?

- Yes- only due to damage from storms
- Yes- beyond repairing damage from storms
- No
- Not applicable- I rent my home

18. If so, how much have you invested?

\$____,____.00

19. Do you plan to invest at least \$2,500 into remodeling, renovating, or adding onto your home within the next 5 years?

- Yes
- Likely
- Unlikely
- No
- Not applicable- I rent my home

20. Would you be encouraged to remodel or renovate your home if a grant or low interest loan was available to assist you?

- Yes
- Likely
- Unlikely
- No
- Not applicable- I rent my home

21. If "Yes" or "Likely", what type of projects do you plan to undertake?

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.....

.....

.....

22. On average, how many city-sponsored telecasts (e.g. City Council meetings.) do you watch per month?

- None
 1-3
 4-8
 More than 8

23. How satisfied are you with living in the City of Monona? (check one)

- Very satisfied
- Satisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Dissatisfied
- Very Dissatisfied

24. What are the three things you like MOST about living in Monona?

25. What are the three things you like LEAST about living in Monona?

26. When selecting a neighborhood to live in, please rate on a scale of 1-5 how EACH of the following influences your decision. (1=Highly Influential, 5=Not at all Influential)

- | | | |
|--|--|--|
| <input style="width: 20px; height: 20px;" type="text"/> a) Low Crime
<input style="width: 20px; height: 20px;" type="text"/> b) Physical Quality
<input style="width: 20px; height: 20px;" type="text"/> c) Location within the City
<input style="width: 20px; height: 20px;" type="text"/> d) Quiet Neighborhood
<input style="width: 20px; height: 20px;" type="text"/> e) Religious Institutions | <input style="width: 20px; height: 20px;" type="text"/> f) Property Values
<input style="width: 20px; height: 20px;" type="text"/> g) Convenience of Shopping
<input style="width: 20px; height: 20px;" type="text"/> h) Recreation Opportunities
<input style="width: 20px; height: 20px;" type="text"/> i) Property Size
<input style="width: 20px; height: 20px;" type="text"/> j) Community Cohesiveness | <input style="width: 20px; height: 20px;" type="text"/> k) Low Traffic
<input style="width: 20px; height: 20px;" type="text"/> l) Schools
<input style="width: 20px; height: 20px;" type="text"/> m) Parks
<input style="width: 20px; height: 20px;" type="text"/> n) Access to Entertainment |
|--|--|--|

Please continue on next page



Section 2: Your Opinions on Housing in Monona



27. In your opinion, how would you rate the overall supply of housing in the city of Monona in each of the following categories? (check one for EACH)

	Need a lot more	Need a little more	Don't need more	No opinion
Single-family homes for first time buyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assisted living for seniors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental housing for families and young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moderately priced homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condominiums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Townhouses and duplexes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Executive / "high end" homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28. Desired Housing Type: New homes in my neighborhood should be...

- Single family
- Multi-family
- A mix of the two

29. Desired Value and Affordability: New homes in Monona should cost...

- Less than the current value of my home
- More than the current value of my home
- About the same as the current value of my home

30. Desired Housing Size: New homes in Monona should be...

- Smaller than the current homes in my neighborhood
- Larger than the current homes in my neighborhood
- The same size as the current homes in my neighborhood

31. Desired Lot Size: The lot sizes associated with New homes in Monona should be...

- Smaller, so that residential areas are more dense than under current conditions
- Larger, so that residential areas are less dense than under current conditions
- Maintained, so that future lot sizes stay about the same

32. How much do you agree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Rental housing should be encouraged in single family housing districts	<input type="checkbox"/>				
The visual appearance of homes and yards are important in maintaining viable neighborhoods	<input type="checkbox"/>				
The City of Monona should be vigorous in enforcing residential building code and zoning violations	<input type="checkbox"/>				

33. What are the most important things that the City of Monona should do to improve housing within the city over the next 5-10 years?

.....

.....

.....

.....

THANK YOU VERY MUCH FOR YOUR VALUED RESPONSE !!

By Friday, Dec. 1st please either return by mail or drop off at City Hall or the Monona Public Library

Monona Housing Survey Results

1. What is your address?

759 provided address

2. Apartment # (if applicable)

70 provided apartment # or unit

3. Do you rent or own the home you currently live in?

Rent	91, 12%
Own	671, 88%
Blank	4, 1%

4. What is your estimated rent or monthly mortgage payment?

Rent: 91 Provided answer, Average = \$763
Monthly Mortgage: 313 provided answer, Average = \$1,087

5. By age group, how many people live in your home?

Ages 0-5:	71 households had at least 1, 92 total
Ages 6-12:	110 households had at least 1, 157 total
Ages 13-17	103 households had at least 1, 130 total
Ages 18-30	107 households had at least 1, 153 total
Ages 31-50	317 households had at least 1, 517 total
Ages 51-65	259 households had at least 1, 389 total
Over 65	223 households had at least 1, 329 total

6. How long have you lived in Monona?

758 provided answer, Average = 21 years

7. Where did you live prior to living in Monona?

Madison	448, 58%
Dane County (outside Madison)	87, 11%
Wisconsin (Outside Dane Co)	100, 13%
Out of State	109, 14%
Blank	22, 3%

8. Do you plan to stay in Monona for the foreseeable future (at least 5 years)?

Yes	554, 72%
Likely	135, 18%
Unlikely	51, 7%
No	18, 2%
Blank	8, 1%

9. Do your children currently attend Monona Grove Schools?

Yes	176, 23%
No	303, 40%
N/A	281, 37%
Blank	6, 1%

10. In the past 10 years, have your children attended Monona Grove Schools?

Yes	272, 36%
No	234, 31%
N/A	248, 32%
Blank	12, 2%

11. Over the next 10 years, will you ever have children attending Monona Grove Schools?

Yes	173, 23%
Likely	50, 7%
Unlikely	50, 7%
No	486, 63%
Blank	7, 1%

12. How many years old is your home?

0-20 years	62, 8%
21-40 years	89, 12%
41-60 years	468, 61%
Over 60 years	101, 13%
Don't know	38, 5%
Blank	8, 1%

13. What condition is your home in?

Excellent	261, 34%
Good	348, 45%
Fair/Needs minor repairs	131, 17%
Poor/Needs major repairs	17, 2%
Blank	9, 1%

14. How satisfied are you with your current home and property?

Very Satisfied	307, 40%
Satisfied	323, 42%
Somewhat Satisfied	91, 12%
Somewhat Dissatisfied	23, 3%
Dissatisfied	10, 1%
Very Dissatisfied	4, 1%
Blank	8, 1%

15. If you were to move (within or outside of Monona) in the next 5 years, what type of housing would you be looking for?

Single family home	435, 57%
Apartment	46, 6%
Condominium	130, 17%
Senior Housing	106, 14%
Other	36, 5%
Blank	13, 2%

16. If you were to move within the next 5 years, what size of a home or apartment would you likely need?

1 bedroom	32, 4%
2 bedroom	299, 39%
3 bedroom	308, 40%
4 bedroom or larger	106, 14%

17. Have you invested at least \$2,500 into remodeling, renovating, or adding onto your existing home within the past five years?

Yes- only due to damage from storms	79, 10%
Yes- beyond repairing damage from storms	464, 61%
No	131, 17%
N/A- I rent my home	77, 10%
Blank	15, 2%

18. If so, how much have you invested?

456 Provided answer, Average = \$26,264

19. Do you plan to invest at least \$2,500 into remodeling, renovating, or adding onto your home within the next 5 years?

Yes	294, 38%
Likely	162, 21%
Unlikely	110, 14%
No	115, 15%
N/A- I rent my home	78, 10%
Blank	7, 1%

20. Would you be encouraged to remodel or renovate your home if a grant or low interest loan was available to assist you?

Yes	300, 39%
Likely	97, 13%
Unlikely	111, 14%
No	168, 22%
N/A- I rent my home	78, 10%
Blank	12, 2%

21. If “Yes” or “Likely”, what type of projects do you plan to undertake?

This was a write-in answer, and projects ranged widely from new windows and decks to total remodels

22. On average, how many city-sponsored telecasts (e.g. City Council meetings.) do you watch per month?

None	449, 59%
1-3	273, 36%
4-8	29, 4%
More than 8	4, 1%
Blank	11, 1%

23. How satisfied are you with living in the City of Monona?

Very Satisfied	327, 43%
Satisfied	297, 39%
Somewhat Satisfied	79, 10%
Somewhat Dissatisfied	34, 4%
Dissatisfied	6, 1%
Very Dissatisfied	2, 0%
Blank	21, 3%

24. What are the three things you like MOST about living in Monona?

See note below

25. What are the three things you like LEAST about living in Monona?

Since these were write-in questions, answers varied greatly. Please see pp. 40-41 of Appendix 3 for a summary of the results for questions 24 and 25

26. When selecting a neighborhood to live in, please rate on a scale of 1-5 how EACH of the following influences your decision. (1=Highly Influential, 5=Not at all Influential)

Low Crime	739 answered, Average=1.50
Physical Quality	729 answered, Average=1.76
Location within the City	739 answered, Average=1.93
Quiet Neighborhood	735 answered, Average=1.77
Religious Institutions	725 answered, Average=3.68
Property Values	729 answered, Average=2.13
Convenience of Shopping	737 answered, Average=2.37
Recreation Opportunities	724 answered, Average=2.49
Property Size	724 answered, Average=2.97
Community Cohesiveness	719 answered, Average=2.34
Low Traffic	734 answered, Average=2.16
Schools	723 answered, Average=2.27
Parks	728 answered, Average=2.12
Access to Entertainment	723 answered, Average=3.04

27. In your opinion, how would you rate the overall supply of housing in the city of Monona in each of the following categories? (check one for EACH)

Single-family homes for first time buyers

Need a lot more	131, 17%
Need a little more	259, 34%
Don't need more	215, 28%
No Opinion	125, 16%
Blank	1, 0%

Assisted living for seniors

Need a lot more	84, 11%
Need a little more	268, 35%
Don't need more	208, 27%
No Opinion	175, 23%
Blank	31, 4%

Rental housing for families and young people

Need a lot more	46, 6%
Need a little more	161, 21%
Don't need more	395, 52%
No Opinion	136, 18%
Blank	28, 4%

Moderately priced homes

Need a lot more	173, 23%
Need a little more	357, 47%
Don't need more	109, 14%
No Opinion	93, 12%
Blank	34, 4%

Condominiums

Need a lot more	28, 4%
Need a little more	134, 17%
Don't need more	484, 63%
No Opinion	94, 12%
Blank	26, 3%

Townhouses and duplexes

Need a lot more	25, 3%
Need a little more	138, 18%
Don't need more	439, 57%
No Opinion	132, 17%
Blank	32, 4%

Apartments

Need a lot more	19, 2%
Need a little more	118, 15%
Don't need more	480, 63%
No Opinion	120, 16%
Blank	29, 4%

Executive / "high end" homes

Need a lot more	22, 3%
Need a little more	40, 5%
Don't need more	269, 35%
No Opinion	68, 9%
Blank	367, 48% (survey error- omitted from on-line version)

28. Desired Housing Type: New homes in my neighborhood should be...

Single Family	514, 67%
Multi-family	12, 2%
A mix of the two	200, 26%
Blank	40, 5%

29. Desired Value and Affordability: New homes in Monona should cost...

Less than the current value of my home	158, 21%
More than the current value of my home	123, 16%
About the same as the current value of my home	418, 55%
Blank	67, 9%

30. Desired Housing Size: New homes in Monona should be...

Smaller than the current homes in my neighborhood	43, 6%
Larger than the current homes in my neighborhood	151, 20%
The same size as the current homes in my neighborhood	528, 69%
Blank	43, 6%

31. Desired Lot Size: The lot sizes associated with New homes in Monona should be...

Smaller, so that residential areas are more dense than under current conditions	59, 8%
Larger, so that residential areas are less dense than under current conditions	90, 12%
Maintained, so that future lot sizes stay about the same	567, 74%
Blank	50, 7%

32. How much do you agree with the following statements?

Rental housing should be encouraged in single family housing districts

Strongly Agree	41, 5%
Agree	112, 15%
Neutral	202, 26%
Disagree	216, 28%
Strongly Disagree	172, 22%
Blank	23, 3%

The visual appearance of homes and yards are important in maintaining viable neighborhoods

Strongly Agree	442, 58%
Agree	268, 35%
Neutral	28, 4%
Disagree	8, 1%
Strongly Disagree	4, 1%
Blank	16, 2%

The City of Monona should be vigorous in enforcing residential building code and zoning violations

Strongly Agree	289, 38%
Agree	301, 39%
Neutral	129, 17%
Disagree	19, 2%
Strongly Disagree	8, 1%
Blank	20, 2%

33. What are the most important things that the City of Monona should do to improve housing within the city over the next 5-10 years?

The following responses are listed in alphabetical order just as they were received from respondents using both the on-line and paper versions of the survey.

1) Decrease rental homes in residential areas 2)Upgrade stores & restarants in area to attract people to move here
1) ENCOURAGE YOUNG FAMILIES TO MOVE HERE BY KEEPING HOUSE SIZES AND PRICES MODEST. 2) IMPROVE MONONA DRIVE! REDEVELOP RUN-DOWN COMMERCIAL PROPERTIES. MAKE IT MORE BIKE AND PEDESTRIAN FRIENDLY.
1) Redevelop Monona drive (pavement to rooftop) 2) Encourage independent businesses 3) Inform citizens of opportunities to help finance home improvements 4) Design and implement a tree preservation and proliferation plan 5) Keep the lake accessible to
1) REPAIR THE ROADS PROPERTY IN BELLE ISLE. THEY ARE THE WORST ROADS IN MONONA & MADISON BY FAR. 2) SAFETY HAZARDS a)NO TURNING LAND (CENTER) ON MONONA DR. B)NO PROPER BIKE PATH OR WALKING PATH ON WINNEQUAH. 3)IMPROVE THE ST AND HOUSING WILL FOLLOW SUIT.
1) Some sort of Licensing and Regulation for Rental Properties (houses) to enable the community to have some control over preserving some homes in a 'starter' price range for young families to own and live in, and perhaps providing them some incentive (ta
1)single family housing grants and or low interest loans 2) replace all housing under 1000 Sq. ft. that is run down, allow the occupant(s)to get housing grants and or low interest loan to buy the new house back, however; don't restrict the design or st
1. Address the apartments located on Anthony place at Owen road. These are very bad buildings that serve to concentrate low-income families in inappropriate locations and buildings. Families living in these slums are forced to sit on the 10 square foot
1. Monona should see how some older Chicago suburbs have fought decline by assisting owners of older homes that are too small for current home-buyer's tastes to increase the size of their homes. I've seen studies that argue that neighborhoods (mostly mi
1. Put pressure on apartment owners to keep up their properties, those on Owen are run down. 2. I hear there are a lot of rental houses in Monona--some are good, but too many cause a lack of rootedness to the community. 3. Focus on the community prid
1.) Continuously improve schools 2.) Incent home improvements 3.) Be a strong advocate to improve lake quality
1.Lower taxes 2.Get rid of the dumpy duplex's on our street. 3.Encourage & support upscale condos and businesses on Monona Drive. 4. 'Clean up' Femrite Drive.
1.Replace aging sewer systems and roads. 2.Low interest loans Build 2-3 care garages 3.Low interest for remodel to expand 2 bedroom homes. 4. Keep community schools.
1-STOP HIGH % ASSESSMENT INCREASES- YOU'RE TAXING PEOPLE OUT, ESP PUBLIC EMPLOYEES, SENIORS, AND YOUNG FAM. 2-HOUSES SHOULD NOT BE TOO LARGE FOR LOT OR NBRHD. THE EGOS ARE TOO BIG, EVEN FOR THE LAKEFRONT, AND THEY AND THE HOUSES DESTROY NBRHD FEELINGS.
32c from above.
A GOOD BALANCE BETWEEN AFFORDABLE AND WELL-MAINTAINED. MAINTAIN AS MANY TREES AS POSSIBLE. REDUCE POLLUTION SOURCES IN BODIES OF WATER.
ABSOLUTELY NO MORE RENTAL PROPERTY FOR YOUNG PEOPLE. WE NEED MORE SR HSNG SUCH AS FROST WOODS- NOT MORE LOW INC. THERE IS A WAITING LINE FOR FROST WOODS COMMONS AND VACANCIES AT SUBSIDIZED SR HSNG. DO SOMETHING WITH CORNER OF ANTHONY & OWEN RD.
Add more condos that are 3 bedrooms and greater than 2000 Sq. ft.
Add more senior housing so that the people who have lived in Monona for so very long can stay in Monona where their friends are. Keep any new homes being built affordable for new homeowners. We need to get the word out about how good Monona is so th
ADD NICE APARTMENTS FOR SENIOR CITIZENS. ADD A NICE ASSISTED LIVING FOR SENIORS. KEEP CRIME DOWN. HAVE ALL KIDS GO TO CG MIDDLE SCHOOL. PROMOTE/COMPETE FOR YOUNGER FAMILIES IN MONONA
ADD SIDEWALKS TO ENCOURAGE PEOPLE TO WALK OUTSIDE. HAVE PLACES TO WALK TO SO PEOPLE MEET EACH OTHER. BUILD A WALKWAY AROUND THE LAKES/CANALS FOR PEDESTRIANS/BIKE RIDERS. ADD MORE SOCIAL EVENTS/ACTIVITIES TO COMMUNITY CENTER- NOT JUST FOR SENIORS.
ADD SIDEWALKS TO STREETS THAT DON'T HAVE THEM.
Add sidewalks. As a parent of a young child, the lack of sidewalks is a much bigger problem than I ever imagined before moving here. Consider a smoking ban. Update commercial building standards. Monona Drive businesses are by and large eyesores and unattr
Adding/fixing up retail/restaurants along Monona Dr. along with the current initiative to fix the road its self should serve to attract higher income buyers to the neighborhood which will, in turn, lead to housing improvements. The same can be said for h
AFFORDABILITY. DIVERSITY AMONG RESIDENTS. SIDEWALKS OR AT LEAST SLOW TRAFFIC SO IT'S SAFE TO WALK WITH DOGS AND CHILDREN
AFFORDABILITY. MANAGE PROPERTY TAX BURDEN. ENCOURAGE RENOVATION / IMPROVEMENTS. SUPPORT LOCAL BUSINESS / LOCAL SHOPPING
AFFORDABLE HOUSING FOR FAMILIES WITH CHILDREN. A NEW LAW FOR THE SUPPORT OF SCHOOLS BESIDES PROPERTY TAXES. STOP LOSS OF SCHOOLS WITHIN MONONA.
affordable housing for seniors do not let realtors buy up property to use as rentals,the property is not kept up as owner occupied property usually is keep taxes as equal as possible to gain tax revenue get rid of Dane County housing and get
Affordable housing for seniors

Affordable housing for families with children
After having to deal with the city in regards to enforcement of a current zoning law issue, why do you need to add vigorous enforcement of city zoning laws when the city doesn't enforce the existing zoning laws now. It's the city administrators job by la
ALL THE HOMES ARE OLD. THERE'S NO NEW HOMES TO BUY.
ALLIANCE W/ MADISON OR DANE COUNTY ON PUBLIC TRANSPORTATION. LESS USE OF SLURRY ON RDS THAT ARE ONLY 8 YRS OLD. BETTER ACCOMODATION BY RECYCLE COMPANY TO PICK UP STUFF THAT WILL NOT FIT IN CONTAINER. MORE PROTECTION OF LAKESHORE.
ALLOW FOR DIVERSITY- ETHNIC, ECONOMIC, AND AGE (YOUNG AND OLD)
Allow home owners and/or buyers to demolish an existing home in very poor condition and rebuild a nice new home.
Allow larger homes to be built. There is a great need for affordable larger homes in Monona. People want their space inside and outside their home.
ALLOW MORE 2 CAR GARAGES AND LET PEOPLE EXPAND THEIR PRESENT HOMES. KEEP TAXES DOWN SO PEOPLE (YOUNG) WANT TO MOVE HERE. BUY 2 LOTS, BUILD 1 HOUSE.
allow tax incentives for rehabilitation of homes so that families do not need to move out of the community in order to have affordable housing that suits the needs of their family. Monitor the percentage of rental properities and only allow a small perce
ALLOWING "SENIORS" TO REMAIN IN THEIR HOMES AND NOT BE FORCED OUT BECAUSE OF HIGH TAXES- OR AFFORDABLE OPTIONS.
Already doing it with the new condos off Monona Drive. Also need walkup style housing and rentals for those who can't afford homes here. Not much space left!
AS A LARGE PORTION OF OUR RESIDENTS RETIRE AND MOVE AWAY, MAKE SURE OUR COMMUNITY IS ADAPTING BACK TO AN INCREASED POPULATION OF CHILDREN. WE ARE CURRENTLY VERY FOCIES ON THE ELDERLY, BUT SHOULDN'T LOSE SIGHT OF THE FUTURE.
AS A SENIOR CITIZEN, PROBABLY ASSISTED LIVING FACILTIES.
AS RESIDENTS GET OLDER, THE CONVENIENCE TO SHOP IS NECESSARY. WE MUST HAVE GROCERY STORES. METRO STOPPED SERVICE AT THE END OF AUG. I HAVE NO WAY OF GETTING TO MADISON, GROCERY STORES, THE MALL, VISITING MY PARENTS, ETC.
Assessments need to be more inline with all of Madison. Tax assessments drive up costs so first buyers like me have a hard time being able to buy.
ASSIST WITH MEETING NEEDS OF ELDERLY. PROVIDE GROCERY SOTRE IN CENTER OF CITY. ENCOURAGE SINGLE-FAMILY HOMES.
assistance plans for first time home buyers. Dredge the channels to keep the property value of those homes from declining, hence decline of tax money for the city/
Assisted living for our elders. It is important to keep them in our community. Community loans to give the first time buyers the assistance to 'update' those 30-50 year old homes. Keep rental housing at affordable levels but also keep them in the upper
ASSURE THAT WATER SUPPLY IS SAFE FOR BOTH...
Attract more young families with children. Help seniors move to senior apartment or condo.
ATTRACT YOUNG FAMILIES TO MONONA PUBLICIZING THE WONDERFUL COMMUNITY. WE HAVE CHURCHES, POOLS, PARKS, LIBRARY, COMMUNITY CENTER, SCHOOLS. EVEN STRONG PRIVATE SCHOOLS HELP PEOPLE MOVE TO MONONA. MONONANS SHOULD STOP BEING GREEDY WHEN SELLING THEIR HOME.
AVOID SELLING HOMES TO RENTAL COMPANIES. PROVIDE LOANS TO YOUNG FAMILIES TO UPGRADE HOMES, GARDENS. KEEP GREENSPACES NEAR MONONA DR. BIKEWAYS.
ban imminent domain. sure seems this survey is heading in that direction. your design of questions does not allow unbias results
Be aware of balance by neighborhood - apartments, existing homes and special housing. Upkeep is important rather than 'vigorous enforcement', perhaps a system of 'carrots'. Schools are ultimately important. Stop developing for retail and encourage business in the storefronts that exist. Stop land development altogether and encourage good use of what exists now.
Be careful of too many apartments. Monona should try and be a community of not too many transients. Home owners are more apt to take care of their property.
BE MORE FLEXIBLE FOR REHAB OF PROPERTIES. STANDARDS NEED TO BE RELAXED TO DO EXPENSIVE INFILL UPGRADES.
BE REASONABLE IN TAXES- MONONA OFFERS EVERYTHING, WITH GREAT QUALITY, EXCEPT IN PROPERTY TAXES- WE SHUOLD STRIVE TO BE A TAX HAVEN INSTEAD OF A TAX HELL.
Be sure that huge homes are not built on tiny lots,like the two houses on Graham St. look into Assisted living apartments for those who need help with medications etc. Monitor the properties that are unsightly after going through a building proces
BE SURE TO KEEP LOT SIZES LARGE AND HAVE LOTS OF TREES FOR O2 SUPPLY. KEEP TREES FROM HAVING THAT SLAUGHTERED LOOK WHEN THEY ARE CUT AWAY FROM POWER LINES. I THINK A LITTLE MORE THOUGHT COULD GO INTO HOW THEY ARE CUT
Be watchful of deteriorating properties, several blocks from me are a number of rentals that are gradually looking shabbier. That's my concern about allowing rentals in single family home areas.
BELIEVE NO MORE CONDOS ARE NECESSARY. WOULD LIKE TO SEE MORE UPSCALE AND LARGER APARTMENTS (3BR)
BETTER SCHOOLS; SMALLER LOTS; MORE AFFORDABLE HOMES

BRIDGE RD AND MAYWOOD PARKS ARE RARELY USED, SO WHY NOT DEVELOP THEM INTO HOUSING AREAS?
Build more apartments for families. You just built a brand new senior complex, but families with kids are limited to run down apartments or apartments in almost ghetto-like areas. People are moving out to cottage grove because they have newer places and b
BUILD MORE APARTMENTS WITH 2 BEDROOMS AND LESS CONDOS AND MORE SINGLE HOMES.
Build more senior only condos. Make it easier for seniors to keep their lawns up by providing more services to get rid of tree limbs and yard waste. Help seniors with tree trimming. Tree trimming is unaffordable to most seniors.
BUILD MORE SIDEWALKS. PROTECT WOODED AREAS. "SWEAT EQUITY" LOANS. IMPROVE SCHOOL SAFETY. INCENTIVES FOR LOCAL BUSINESSES.
BUILD NEW HOUSES (MORE)
Build one level single family housing, redo Monona Drive with a mix of retail and housing - like Sun Prairie and Middleton have done.
BUILD/REHABILITATE HOUSING THAT WILL ATTRAC FAMILIES. ASSIST THE SCHOOL DISTRICT TO RETAIN/IMPROVE GOOD SCHOOLS. MAINTAIN STRONG ZONING REGS, BUT ENCOURAGE MIX OF HOUSING, BUT NOT OVERDEVELOPMENT OF CONDOS.
Building condos has been a great idea to get the senior population into condos and freeing up more single family homes for new younger families looking to move to Monona to increase the # of kids from Monona in the School dist. Need to keep housing somew
Buy out/sell multi-unit apartment/rental complexes (i.e. other than duplexes) in single-family housing districts. Intensify efforts to rid neighborhoods of crime and drug activity.
CITY SHOULD ENFORCE EXISTING BUILDING AND ZONING RULES. TO MANY INFRINGEMENTS ARE OVERLOOKED.
clean up monona dr, assist in encoraging local merchants to come to monona for more diverse community.
Clean up rental property. Discourage rental property. Incourage rent to own.
CLEAN UP THE LAKE! ENCOURAGE UPDATING AND HOME IMPROVEMENT- MANY HOMES ARE SMALL, 60'S VINTAGE. ENCOURAGE PLANTING OF TREES NATRUAL TO AREA VS ORNAMENTALS. PLANT NATIVE TREES IN PUBLIC AREA. ENCOURAGE BLDG FAMILY-SIZED NEW HOMES (3-4 BR, 2 STORY)
CLEAN UP THE PROPERTIES THAT WE HAVE AND NOT INTO NEW RENTABLE SPACES. LOCAL GOVT NEEDS TO LISTEN AND ACT UPON WHAT THE COMMUNITY WANTS/NEEDS, NOT THEIR OWN WANTS AND THOUGHTS.
CONSTRUCT APARTMENTS OR CONDOS FOR THE UPPER LOW-INCOME TO MIDDLE INCOME RESIDNETS. CITY SHOULD RIDE HERD CLOSER ON RENTAL HOUSING IN RESIDENTIAL NEIGHBORHOOS (I.E. NO MORE THAT 2 UNRELATED PERSONS PER UNIT)
CONTINUE TO ENCOURAGE SR HOUSING TO ALLOW YOUNG FAMILIES W/ CHILDREN TO MOVE IN. ENCOURAGE HOME OWNERSHIP OF OLDER HOUSING STOCK AND STRONGLY DISCOURAGE RENTAL OF THESE PROPERTIES. BRING NEW BLOOD TO CITY LEADERSHIP, ESP THE INEFFECTIVE CITY COUNCIL- SHAM
Continue to look for opportunities to allow seniors to relocate within the city of Monona. Encourage renovation of existing housing stock. Carefully plan redevelopment of Monona Drive.
Continue to maintain and improve infrastructure of City. Don't eliminate green spaces. Tow the line on taxes and government spending.
CONTINUE TO OFFER INCENTIVES FOR PEOPLE TO COME HERE, NEED TO ATTRACT YOUNG COUPLES AS MANY NBRHDS BEGIN TO TURNOVER. SPONSOR ACTIVITIES FOR YOUNGER COUPLES. THEY WILL BOND AND REFER OTHER FRIENDS TO THE NBRHD, CREATING A WELL-ROUNDED, VIBRANT COMMUNITY.
Continue to offer low interest loans so homeowners can make changes to their home and stay in community and make sure you advertise these loans are out there. Encourage replacing or updating of duplexes and apartment buildings to keep the 'look' of Monona
CONTINUE TO UPGRADE EXISTING SINGLE FAMILY HOMES AS ALLOWED BY CODES AND FINANCIAL ABILITY. CONSTRUCT MULTI-FAMILY (HIGHER END) BLDGS WHERE/WHEN LAND IS AVAILABLE. PROMOTE THE CONCEPT OF MONONA BEING A "CITY OF PRIDE".
CONTINUE WITH THE ENFORCEMENT, PATROL CARS AND ASTC OF POLICE DEPT. MONONA IS BEAUTIFUL, THOUGH VERY HIGHLY PRICED FOR HOUSING COMPARED TO SOME OTHER AREAS. LOCATIO IS A + FOR THOSE DESIRING TO BE NEAR MADISON, AND A - FOR THOSE WHO ENJOY A QUIETER AREA.
CONTROL MOSQUITOES WITH EVIRONMENTALLY-FRIENDLY METHODS. PROVIDE A BICYLCE-FRIENDLY ENVIRONMENT. PROMOTE NATURE PLANTING AND OUTLAW YARD CHECMICALS.
CONTROL PROPERTY TAXES- MY SUGGESTION IS TO RAISE SALES TAX, SO PEOPLE FROM ILLINOIS PAY AND REDUCE OUR PROPERTY TAXES.
Control the expansion of multi-family housing until 70% of the exiting is sold. Control the contractors/developers to limit unsighting & undeveloped areas, ie: currently former Watertower Pub area. Strictly fine homeowners & the City of Monona employe
CREATE AFFORDABLE HOUSING. ESTABLISH BETTER GUIDELINES FOR SINGLE FAMILY NEIGHBORHOODS WHEN HOMES ARE BOUGHT AND TURNED INTO ASST. LIVING FACILITIES
CREATE ASSISTED LIVING FOR SENIORS
CREATE FAMILY-ORIENTED MULTIFAMILY DEVELOPMENT AROUND THE CENTRAL PARKS, CLOSE TO LIBRARY AND POOL, CREATE A "CITY CENTER", ATTRACT AND RETAIN YOUNG FAMILIES.
Create homes for first time home buyers. Give loans for home owners/buyers to remodeld their homes.
Create some ordinances in regards to rental(home) properties...ENFORCE them Encourage remodeling by dismissing the OBNOXIOUS building permit fees (especially for those of us who have already paid it once and we didn't finish in time) Purchase homes(
create some sort of incentive for families to buy and improve their homes if needed.

CUT SCHOOL TAX. RESIST BECOMING THE PEOPLE'S REPUBLIC OF MONONA.
DECREASE PROPRERTY TAXES
DEVELOP A PROGRAM (QUES. 20) TO ENCOURAGE FAMILIES WITH CHILDREN TO BUY SMALLER HOMES ON MARKET AND TO REMODEL THEM TO FIT THEIR FAMILY'S NEEDS.
DEVELOP LOW-INCOME HOUSING. SUPPORT BUILDING OF SMALLER, MORE QUALITY CONSTRUCTED HOMES
DEVELOP MONONA DR WITH FRIENDLY BUSINESSES AND PLEASANT WALKING AND BIKING OPPORTUNITIES. SAFETY FOR PEOPLE ENJOYING WALKS OR BIKING THROUGH NEIGHBORHOODS OR TO SCHOOL. THIS IS A WONDERFUL AREA TO RAISE KIDS. KEEP HIGH QUALITY LOCAL SCHOOLS.
DEVELOP MORE APT HOUSING AND ASSISTED LIVING FACILITIES FOR SENIORS
DEVELOP WATERFRONT ON BROADWAY
DISCOURAGE SO MUCH RENTAL HOMES. LOWER TAXES. MAKE CITY SERVICES MORE ATTRACTIVE. HAVE MORE AND NICER STORES AT SO. TOWN (BOSTON ST, CHRISTIAN BOOKS, RENNYS, A MOVIE THEATRE THAT WILL SHOW GOOD MOVIES.)
DO NOT ALLOW SO MUCH LAKESHOR PROPERTY TO BE TORN DOWN TO REPLACE WITH OVERGROWN CASTLES THAT BLOCK THE VIEW OF LAKE MONONA FOR NEIGHBORS AND THE REST OF US WHO TRAVEL AROUND IN THE CITY
DO NOT FAVOR MULTI-UNIT HOUSING IN NEW CONSTRUCTION OVER SINGLE FAMILY HOMES. MONONA ALREADY HAS MORE MF/SF THAN MOST COMMUNITIES.
Do something about apartment buildings and rental properties that aren't taken care of by the landlords. Make landlords take care of their properties and not let them become run down. STOP those who buy homes that are for sale in Monona and then rent th
Do something about landlords not taking care of their properties. Not allow as much rental homes in the area. This is a major drawback for potential home buyers especially if the home is not taken care of and the lawn is not mowed and trash is in the yard
DO SOMETHING ABOUT TAXES
DO WHATEVER IT TAKES TO GET RID OF THE GEESE POPULATION IN OUR PARKS. IT'S A HEALTH HAZARD. RENTAL PROPERTIES ARE OBVIOUS- POOR CURB APPEAL. THE ROAD CONDITIONS ARE A DISGRACE AND AN EMBARRASSMENT!
DON'T DO ROUNDABOUT
Don't build anymore condos
DON'T CONSTRUCT ROUNDABOUTS AT PFLAUM OR ANY OTHER RD. NOT ALLOW SUCH HUGE HOUSES ON SMALL NARROW LOTS. ENCOURAGE SR RETIREMENT APTS- SR ASST LIVING. ENCOURAGE BUSINESSES & RESTAURANTS. MORE LEAF PICK-UP & PROMPT PLOWING. UNBLOCK COLD SPRING NEAR H.S
Don't focus so much on density. Large, several story complexes are ugly and will be a problem as they age. They cause traffic problems and diminish the sense of neighborhood.
DON'T MAKE MONONA INTO AN OVERDEVELOPED AREA. DON'T ALLOW MONSTER SIZED HOUSES. RENOVATE EXISTING HOUSING. GET DECENT TRANSPORTATION
Drastically reduce the number of rental houses and incent buying by young families to kindle a sense of ownership, and to increase the 'permanent' residents with young kids to populate our schools. We also need to look at the 'blighted' areas (Monona Driv
DROP REAL ESTATE TAXES
duplexes or townhomes for families in transition like mine. Recently divorced, student, with school aged children. not much in the way of nice, not expensive rental properties. rental homes too expensive.
ECONOMIZE/CONSOLIDATE SERVICES TO KEEP TAXES IN LINE. PROVIDE SUPPORT TO INDEPENDENT BUSINESS OWNERS VS. BIG-BOX STORES- BAD FOR COMMUNITIES!
Eliminate as many rentals as possible and encourage citizens to spend more money on improving their homes. Also with the loss of our middle school, we need another reason for families to move into Monona. We could put life guards at the beaches and maybe
ELIMINATE OR REPLACE THE GARDEN CIRCLE AREA. ROAD REPAIRS ARE TAKING TOO LONG TO FINISH. PUT A TIME SCHEDULE INTO THE BIDDING CONTRACT,
ELIMINATE RENTAL PROPERTIES- YOU CAN TELL RENTALS BASED ON NEGLECT OF THEIR LAWNS (LETTING GRASS/SHRUB OVERGROW). MORE PRESSURE ON OWNERS SHOULD BE ENFORCED. Get the roads repaired throughout the city (esp at the high school) and monona dr.
ENCOURAGE DEVELOPMENT OF AVAILABLE LAND
Encourage existing home improvements. Monona Dr. should have more mixed use developments, with retail and housing.
Encourage higher-density housing. Acres of grass don't do anything for the community except sell lawn mowers.
ENCOURAGE HOMEOWNERS TO REMODEL AND RETAIN HOME QUALITY BY AVAILABILITY OF SMALL LOANS WITH MINIMAL INTEREST. CONTINUE TO FIX ROADS TO ENHANCE "CURB APPEAL". OFFER INCENTIVES TO NEW HOMEOWNERS OR NEWCOMERS TO MONONA.
ENCOURAGE MORE YOUNG FAMILIES TO SETTLE HERE VS. SUN PRAIRIE OR MIDDLETON OR CG.
encourage nearby businesses & restaurants
ENCOURAGE PEOPLE TO IMPROVE AND ENJOY THEIR HOMES, ALLOW ZONING VARIANCES WHEN RESIDENTS ARE UPGRADING THEIR HOMES. KEEP STREETS SAFE AND CHILDREN WHOLESOMELY OCCUPIED.
ENCOURAGE PEOPLE WHO ARE BUYING MODERATE TO HIGHER PRICES HOMES TO RENOVATE CURRENT HOMES IN MONONA.

MONONA HAS SOME RALLY NICE-SIZED LOTS BETWEEN MONONA DR AND WINNEQUAH. INSTEAD OF PEOPLE CONTINUING TO BUILD, REVAMP SMALLER HOUSES TO STOP SPRAWL.
Encourage property upkeep.
Encourage redevelopment of old small houses
ENCOURAGE RENOVATION AND REMODELING- LIKE MANY HOMES ON MIDMOOR AND OTHER LOCATIONS
ENCOURAGE RENOVATION AND REMODELING OLDER HOMES. REBUILD THOSE THA CAN'T BE RESTORED.
Encourage single family dwellings. Stop blocking the lake views with monstrous homes/apartments. Where is the lake? I can't see it anymore.
encourage single family ownership rather than rentals - there are a number of rental properties on my block - some renters care about the appearance of their housing, a lot don't
Encourage the building of 2-3 bedroom apartments for families starting out or for single parent homes. There is not enough starting housing in Monona and it's a contributing factor to not enough young families.
Encourage the remodeling/reconstruction of very small homes into moderate 3 bedroom homes.
Encourage the upkeep of rental housing which tends to look run-down
ENCOURAGE THOSE WHO OWN OLDER HOMES TO BETTER MAINTAIN THEM. ENCOURAGE THOSE WHO OWN APTS AND RENTAL UNITS TO BETTER MAINTAIN AND IMPROVE THEM. INCREASE # OF MID-COST HOMES. MAINTAIN LOT SIZES TO ENHANCE GREENSPACE.
Encourage upgrade/ upkeep of houses. Encourage young families with children - consider sidewalks to encourage young children / safety, activities, safe access to schools and keep schools vibrant and visible, contain property value increases to allow yo
Encourage upkeep (maintenance and enhancements)of properties both residential and commercial. Enforce speed limits to make it safer for to encourage pedestrians. Encourage and make safer for bicyclists by providing bike lanes on the busy streets such as
ENCOURAGE WELL-MAINTAINED PROPERTIES. KEEP PUBLIC FACILITIES VIABLE AND ATTRACTIVE. KEEP SCHOOLS IN GOOD SHAPE. KEEP BUSINESS COMMUNITY HEALTHY. ALL OF THIS TO KEEP WHATEVER HOUSING IS BUILT ATTRACTIVE TO DIVERSE BUYERS.
Encouraging the construction of single-family homes and offer low-interest loans for remodeling of current homes. Also, enforce the maintenance of the curbside appeal of current homes.
Enforce building codes - make people clean-up yards and remove abandoned vehicles Attempt to limit the conversion of owner-occupied single family homes to rentals Be receptive to zoning changes when homeowners request a variance to construct an addition
ENFORCE BUILDING CODES ON ALL PROPERTY. ASSIST DEVELOPERS WITH TAX INCREMENTAL FINANCING. NOT BE AFRAID OF BOLD IDEAS
ENFORCE CODE VIOLATIONS, ESPECIALLY ON RENTAL HOUSING
Enforce codes and zoning so neighborhoods continue to be attractive places to raise families and retain retirees. Keep apartment complexes small and manageable, avoid a Simpson St. mess of overcrowding and crime.
Enforce codes, change the City Council, and be vigilant on renters
Enforce proper home maintenance and lawn appearance regulations Enforce zoning laws
ENFORCE RES BLDG CODES AND ZONING VIOLATIONS. THE WORD IS OUT. MONONA DOESN'T ENFORCE ITS ZONING RESTRICTIONS. IT IS BECOMING A HAVEN FOR CONSTRUCTION TRADES. PEOPLE WHO RUN BUSINESS OUT OF CLASS A RES RESIDENCES TO THE DETRIMENT OF NEIGHBORS AND THE CITY
Enforce the Codes fairly, rather than selectively against my home. Dave Nettum is not enforcing codes fairly. Grants for people under the age of 30 to move in to the community..
ENFORCE THE CODES. IMPROVE MONONA DRIVE. IMPROVE AND ENCOURAGE PEDESTRIAN TRAFFIC. IMPORVE ACCESS TO ADMINISTRATORS
Enforce Zoning.
enforcing the street parking, all the old car parked on street for ever and never ticked or towed away. enforcing the no blowing grass in the streets.
ENOUGH OF THE CONDO'S ALREADY. PROVIDE FINANCIAL ASSISTANCE TO INDIVIDUAL BUYERS OF OLDER SINGLE-FAMILY HOMES IN NEED OF UPGRADING.
ENSURE THAT GOOD INFRASTRUCTURE IS IN PALCE BEFORE ANY NEW MAJOR DEVPTS. OTHER NEAR-MADISON COMMUNITIES DID NOT DO THIS AND IT'S A REAL MESS! MAKE SURE THAT REC AREAS, SCHOOLS, POLICE, FIRE, LIBRARIES, ETC. ARE ALSO EVENLY DISTRIBUTED/PLANNED. VERY IMPT
ESTABLISH AN ARCHITECTURAL REVIEW PROCEESS. ANYTHING GOES IN THIS COMMUNITY AND WE ARE RUINING OUR LAKEFRONT WITH MONSTROUS AND UGLY HOMES AND BIG BOX HIDEOUSLY LARGE CONDO PROJECTS WITH NO REGARD FOR THE LAKE AND NEIGHBORHOOD. CLEAN UP SOME OF THE JUNK
ESTABLISH PARTNERSHIP WITH METRO TRANSIT. LOOK FOR OPPORTUNITIES TO CONSOLIDATE SERVICES SUCH AS DISPATCH. ELIMINATE USE OF TIF FOR HOUSING AND RETAIL.
ESTABLISHE CODES FOR RESIDENTIAL LIGHTING. ENFORCE PROPERTY LINES ON RESIDENCES BORDERING PARKS. ENFORCE SPEED LIMITS (ESP ON NICHOLS, DEAN, AND WINNEQUAH). LOW COST SENIOR HOUSING.
Facilitate reinvestment in existing houses - remodeling, facilitating additions to fit small lots on many properites. Adding more options for seniors. Low income must be scattered, not heavily concentrated. Need more families with kids. Don't try for more obscene lake mansions -

plenty occur naturally. Keep open lake access around the city, so every area has at least some access.
Fight to aintain local schools, improve pool and Parks. low income loans to redevelop propoerty tax breaks
FIND WAYS TO HELP IMPROVE/REMODEL EXISTING AGING HOMES; EXEMPT IMPS FROM UNIVERSAL ASMT FOR A PERIOD OF TIME? USE CITY BORROWING POWER TO OBTAIN LOW-INTEREST LOANS? ENC INFLUX OF YOUNG FAMILIES- ASK WHAT THEY ARE LOOKING FOR- NEED TO SURVEY NON-RESIDENTS
First of all clean up Monona Dr. The area past the high school looks like a slum area. When people come to my house they always comment how Monona Dr looks depressed. Get that business area cleaned up it is pathetic. Find a developer to go in and buy
FIRST, DO WE HAVE ROOM TO ADD ADDITIONAL HOUSING? CONVERT EXISTING APARTMENTS OR UNITS TO CONDOS. ADD MORE RETAIL SPACE TO SHARE SAME SITE AS CONDOS OR SENIOR HOUSING (LIKE WHAT IS CURRENTLY EXISTING ON E BROADWAY NEXT TO PDQ).
FIX MONONA DR- PUT PRETTY BOULEVARDS WITH NICE LANDSCAPES
fix the roads, stress quality in existing park areas that are around populated areas as opposed to current administration that makes park land for dead people
Focus on curb appeal, and enforce laws that make people respect their own property and that of their neighbors. We have done major upgrades to our house and our yard, and we take this very seriously. It seems like the city is nit-picking the most irrele
FORGET THE TURN AROUNDS. FOND OUT WAYS TO KEEP OUR LAKE CLEAN- NOW. KEEP OUR DRINKING WATER CLEAN.
gain independence from Cottage Grove
GET A BUILDING INSPECTOR WHO KNOWS WHAT HE'S DOING AND DOESN'T THINK HE IS A "GOD" WHO KNOWS WHAT'S BEST FOR ME.
Get a Middle School back in Monona so we can be a self-contained community - and sell the Community as (Everything within walking distance) Stop people from buying houses as rentals - no one wants to live next to them. Offer low interest loans to yo
GET A TURN LANE ON MONONA DR. GIVE LOANS TO BUSINESS OWNERS ON MONONA DR IF THEY WISH TO ENHANCE THE BUILDINGS.
GET AFTER LANDLORDS WHO DO NOT MAINTAIN PROPERTIES. ALSO, SO MANY OF THE SMALLER HOMES ARE BOUGHT UP BY INVESTORS AND USED AS RENTAL PROPERTY.
GET CONTROL OVER ZONING, ENSURE EVERYONE HAS THE RIGHT TO PREVENT "LIGHT TRESSPASSING" IN THEIR PROPERTY. TRY TO PEEL AWAY AT THE CONSERVATIVE OLD FAMILY OF EST. NARROW IDEAS OF CITY GOVT. SUPPORT NBRHD DEVPT AND NOT CORPORATE . INCREASE RACIAL DIVERSITY
Get more families into Monona by offering more medium priced homes for sale to keep our local community schools open.
get people to update the dated falling apart facades help rental property stay neat and clean--if people take pride in their home they tend to not 'get into trouble' encourage home owners live in their property crack down on people who have cars parked
get rid of garden cir,and the run down apartment behind village lanes (both eye sores)
Get rid of slumlords who own 10 houses and don't update them. I lived in a rental home when I first moved to Monona prior to purchasing the home we now own. The landlord did nothing to upkeep, upgrade or maintain the home. I think there should be limit
Get rid of the known low income drug houses, especially if the owner knows about. Also have home owners who neglect their homes and property be given one warning and then fined after that. It is very unsitely to see a home with many unused cars and boa
GET RID OF THE TACKY AND UN-KEPT APTS. ENCOURAGE RESIDENTS TO REMODEL THEIR HOMES. WHEN WE MOVED HERE, MONONA WAS A WELL-KEPT COMMUNITY. GENERAL MAINT HAS DETERIORATED THE PAST 4-5 YRS. STREETS ARE TERRIBLE AND PARKS ARE NOT WELL-MAINTAINED.
Give flexibility to zoning rules and variances. Focus on residential redevelopment and infrastructure improvement instead of businesses and Broadway Corridor. Through this investment, make us a leader in Bike and Pedestrian friendly roadways to attract y
GIVE OWNERS OF SMALL, OVERPRICES 1 CAR GARAGE HOMES BIG INCENTIVES TO ENLARGE AND UPDATE THEIR HOMES SO THEY ARE COMPETITIVE WITH SUBURBAN NEWER LARGER HOMES THAT COST THE SAME.
GOOD QUESTION. PERHAPS A FACELIFT ON MONONA DRIVE.
good rates on home remodeling is a good idea. We need to move more young couples into monona and create more senior living options for the elderly. home prices are too much currently for first home buyers. We need to bring young couples here with yound
Having grown up in Monona and returning as an adult to raise my family, I have a strong desire to see Monona continue to attract young families. I would estimate that the majority of homes in Monona would average 40 years old and be built mostly in the r
help older residents to find other housing when it is time for them to move. hold landlords more accountable for disturbances by there tenants offer low cost loans for first time buyers.
Hire a marketer to promote Monona to young couples and young families, by working with real estate agents in the area to educate them on what Monona has to offer like proximity to the Highway, downtown Madison, right on Lake Monona, a nice library, great
HOLD DOWN TAXES SO TO NOT DRIVE THE SENIORS FROM THEIR HOMES AND OUT OF MONONA
HOLD TAX RATES DOWN. SEPARATE SOON FROM COTTAGE GROVE IN SCHOOL DISTRICT. PUT OUR TAXES INTO OUR OWN QUALITY SCHOOLS
homes should be occupied by owner, not rentals
HOMES SHOULD BE SINGLE-FAMILIES- NOT RENTAL PROPERTY. RANCH STYLE DUPLEXES SHOULD BE DEVELOPED FOR SENIORS.
HOUSING IN MONONA IS QUITE ADEQUATE AT THIS TIME.

HOUSING INCLUDES THE SURROUNDING COMMUNITY. ACCESS TO MONONA DR SHOULD BE ALLOWED ONLY AT INTERSECTION LIGHTS. MONONA DR, WITH CARS SCOOTING ACROSS LANES WHEN LEAVING OR ENTERING BUSINESS PARKING LOTS, IS HAZARDOUS. MONONA DR ITSELF IS HAZARDOUS
Housing prices are affected by the city structure. I think the Fire Station should be moved to a larger street (e.g., Monona Drive) for safety concerns, and the old fire station location be renovated into privately owned shops, cafe, restaurants and so f
I AM HAPPY WITH HOUSING IN MONONA- I WOULD NOT LIKE TO SEE TOO MUCH MORE HIGH-DENSITY CONDOS OR APARTMENTS.
I am not sure. Good luck with that.
I am unaware of any serious housing problems in Monona. KEEP CITY GOVERNMENT OUT OF THE MIX -
I DON'T KNOW
I DON'T CARE WHAT YOU DO. THIS IS THE FIRST AND LAST HOUSE I BUY IN MONONA. THAT GOES FOR APARTMENTS, CONDOS, WHATEVER. THANKS A LOT, MONONA, FOR ALL THE RESPECT YOU'VE SHOWN TO ME.
I don't know enough about the characteristics of the current housing stock to offer an informed opinion about housing in Monona, per se. I can say that maintaining a commitment to adequate expenditures on infrastructure--particularly schools, the library,
I don't know what the city can do. There is not alot of property available for new housing. Make sure homes and property are kept up to code work with owners who may not have the means to do so.
I feel that we need to over-see the amount and up-keep of rental property in our community. Many houses in my neighbor hood are now becoming rental-when that occurs there is no improvement and they are not kept up. We also need to maintain the quality o
I GREW UP IN MONONA AND MY PARENTS STILL LIVE IN THE FAMILY HOME. THEY WANT TO DOWNSIZE BUT STAY IN MONONA. A MULTI-LEVEL SR. APT. IS NOT FOR THEM. A SR. DUPLEX AREA OR ZONING FOR BLDG DUPLEXES WOULD BE HELPFUL IN KEEPING THEM IN MONONA
I have on numerous occasions requested building an addition or a separate building on my land and denied the permission to do so only to find that somewhere else in Monona someone is doing exactly what I wanted to do.It seems that who you know makes a dif
I like the idea of low-cost loans. In my neighborhood it's the rental housing that's in the worst shape and I'm not sure landlords and their tenants would improve things even with loans. I like the three unrelated twenty-somethings that live next door,
I like the overall feel of Monona as a 'town' too many apartments/condominiums will make it seem more 'city'. I prefer the small town feel. There is already very significant traffic on our thoroughfares. Keeping the housing to single family dwellings
I LOOK AT WHAT IS HAPPENING IN MIDDLETON AND SHAKE MY HEAD AND SAY "WHY NOT US"? MONONA IS ON A DECLINE AND IT IS NOT JUST THE HOUSING YOU NEED TO LOOK AT. YOU NEED TO ATTRACT SOME BETTER BUSINESSES- (PANERA, GOURMET DELI, SPECIALTY GIFT SHOPS)
I LOVE MONONA "CHECK-OU" RENTERS- I DON'T LIKE WHAT'S HAPPENDING. LOW INCOME "JUNK" HOUSES
I realize that this is difficult for the city to regulate, but an ordinance that severely limits the number of non-owner-occupied properties in single family residence areas would be most welcome.
I really don't know!
I think if the City continues to maintain a high level of services (= to present level) and enforce current requirements and improve the streets, the housing will take care of itself (aside from the need to add Assisted Living.) Seniors will be happy to
I THINK IT DEPENDS ON HOW MANY YOUNG PEOPLE THERE ARE AND ALOS NUMBER OF SENIORS. HAVE A GOOD DAY
I think neighborhoods with a mix of rental property and single family homes is a good idea. Large areas of apartment complexes are unapealing. A good mix seems to keep the rental areas from looking shabby. A lot of homes in our area also need updating. O
I think the city should redo roads in residential areas, as they are embarrassing to this community. Lower taxes and help homeowners with housing repairs. Provide a school district that allows stricly Monona residents to decide it's fate.
I THINK THERE ARE TOO MANY CONDOS (APT TYPE) BEING BUILT. ALL THE INFO I GET IS THAT NONE OF THEM ARE FULL. I THINK THE OVERALL CITY PLANNING IS ON THE RIGHT TRACK.
I think we have more than enough condos. I would like to see moderate single family homes encouraged in order to welcome families to Monona as our elderly population moves out of their homes and into the current condos and senior housing developments.
I WISH WE HAD SOME CONVENIENT TRANSPORTATION FOR SR CITIZENS TO ATTEND CONCERTS, PLAYS, OPERA AT THE CONCERT HALL. PERHAPS A PICK-UP PLACE COULD BE ARRANGED AT THE SR CENTER OR COOPS WHERE WE COULD PARK AND RIDE FOR A SMALL FEE.
I would like to see less Condos going up, and more focus on green space. The current trailer park is a good example of this. With limited space, Monona should use this space for communtiy enrichment. Thanks for your interest in our opinions.
I would really like to see the city enforce their building code and zoning violations. I so agree that visual apperance of homes and yards are so important to maintaining a viable neighborhood.
I'D LIKE TO SEE INCENTIVES FOR PEOPLE TO UPDATE THEIR SMALL 3 BEDROOM RANCH HOMES SO PREVALENT IN MONONA. REVAMP BUSINESSES ON MONONA DRIVE ACROSS FROM THE HIGH SCHOOL TO DEAN AVE.
If someone wants to remodel or add to house like a garage be a little more lenient with building codes.
IF THERE ARE PLANS FOR MORE DENSITY- IT SHOULD BE FAMILY FRIENDLY IN ALL AREAS WITH PLAY AREAS. (I.E. IF WE ADD CONDOS OR RENTAL)
IMPROVE MONONA DRIVE- AFFECTS HOUSING USERS. CONTINUE ROAD IMPROVEMENTS. BURY POWER LINES. FOCUS ON ILL-KEPT YARDS AND HOUSES.
IMPROVE MONONA DRIVE WITHOUT A ROUNDABOUT AT PFLAUM RD. THIS IMPROVEMENT WILL HELP DRAW HOMEOWNERS TO MONONA

Improve neighborhood next to beltline (falcon circle) More senior housing
IMPROVE PUBLIC TRANSPORTATION. IMPROVE STREET LIGHTING
IMPROVE QUALITY OF MULTIPLE FAMILY HOUSING UNITS. EXPECT MORE RESPONSIBILITY FROM ABSENTEE LANDLORDS RE: QUALITY OF HOUSING UNITS.
IMPROVE ROADS AND LOCAL CONVENIENCES TO ATTRACT YOUNG BUYERS WHO WILL IMPROVE OLDER HOUSING STOCK.
IMPROVE ROADS. IMPROVE WATER CANALS. IMPROVE TRASH PICKUP
Improve the appearance of Monona Drive. Add sidewalks. Enforce building permits and zoning. Privatize most public works jobs: snow,leafs,brush,parks maintenance.
IMPROVE THE AREAS WHERE THE APARTMENT LIVING IS. IT IS AN EYESORE, AND PEOPLE QUESTION IF THOSE AREAS ARE AS SAFE AS THE REST OF MONONA. BUILD CONDOS THAT ARE LIKE TOWNHOMES SO YOU HAVE YOUR OWN LITTLE HOUSE.
Improve the infrastructure and governing bodies so that people will want to live in Monona. Enforce vigorously zoning and building codes so that neighborhoods don't deteriorate even further. Increase the size of the police force and get the police out e
Improve the quality of existing houses or level them and start over. Enforce rules prohibiting people from storing boats, cars and campers in their yards (limiting parking to their driveways). Too many people leave campers, boats and trailers on the stre
Improved roads and infrastructure; incentives to purchase existing stock and renovate; upgrade available stores and dining; encourage young Madison professionals to consider Monona in their home-buying; improve public perception of Monona (which is seen a
IMPROVEMENT OF MONONA DR
Increase availability of affordable housing for people on fixed/low income for disabled, low/to moderate income, and for retirees and veterans.
INSPECT HOMES THAT ARE IN DISARRAY CLOSER. LET PEOPLE KNOW WHATS GOING ON. WHERE DO WE GET THE MONEY FOR ALL THINGS SUCH AS COLORED BIKEPATHS? HOW MANY BIKES HAVE A LICENSE IN MONONA? WE DON'T NEED ANY ROUNDABOUTS OR PORKCHOPS OR TBONES.
INSPECT SINGLE-FAMILY HOMES AS THEY TURN OVER- TO ASSURE CODE COMPLIANCE. MORE STUFF TO ASSURE CODE COMPLIANCE.
INSTEAD OF CREATING MORE TIF DISTRICTS FOR CONDOS THAT DON'T SELL, A PROGRAM THAT PROVIDES LOAN ASSISTANCE OF LOW-INTEREST LOANS FOR OWNER-OCCUPIED HOUSES. HELP TO IMPROVE OR EXPAND THE SINGLE CAR DETACHED GARAGES WOULD BE A WISE INVESTMENT.
Investigate low-interest loan program City needs more progressive leadership - Monona needs to attract the type of people who want to live in small homes close to urban conveniences, so we need to acknowledge what that demographic looks like. For instanc
Investigate the impact of turnover of owner-occupied homes into rentals and potentially limit(and regulate) this turnover. Some poorly maintained properties should probably be condemned or owners should be required to at least improve the outside.
It is imprtant for homes to be kept up. Some homes on my block are in disrepair or unsitely. This will discourage new home buyers from moving in. Housing should be upgraded to more modern standards: ie double garages, great rooms, ample storage. Stop urbanizing residential areas like Winnequah Park.
It seems like a lot of comdiniums or multi family homes have been built. Be sure there is people to live there before building more.
IT WILL BECOME INCREASINGLY DIFFICULT FOR YOUNG PEOPLE TO AFFORD HOME PURCHASE. WE NEED TO PROVIDE VIABLE OPTIONS FOR THEM.
keep a lid as best you can on property taxes, however, I don't want cuts in streets, snow plowing, pot hole repair, get the lakes cleaned up, fix monona dr without a roundabout, Monona dr is the first street people see and it's terrible, I know it
KEEP AFFORDABLE HOMES FOR YOUNGER FAMILIES TO START. CONTINUE SAFE AND CLEAN COMMUNITY PROGRAMS
KEEP AFFORDABLE HOUSING SO FAMILIES WITH CHILDREN MOVE IN. KEEP TAXES LOW (REASONABLE)
Keep affordable housing without incurring increases in crime, somehow.
KEEP ALL SCHOOLS LOCAL- NO MORE BUSING. RECOVER ROADS. ADD SIDEWALKS IN HIGH TRAFFIC AREAS AND AROUND PARKS
Keep city and school district services strong to attract young families to the area (these are what brought us here). Dane county is growing in density; people will move here if it is desirealbe to do so.
KEEP EXISTING APARTMENTS WELL-MAINTAINED (MOST ARE EYESORES) AND DON'T ADD MORE.
Keep housing costs down with a variety of housing options. Maintain property tax values & hold taxes back from rising too quickly. Sounds strange, but make people maintain BACK yards. Mine & neighbors are ruined with weeds due to such a neighbor - I
KEEP IMPROVING THE ROADS
Keep in mind the growth Monona would like to acheive in 20-30 years instead. Reevaluate the options and land usage that will be available in 20-30 years. Will we have options, if we use them all up now? What's the hurry?
KEEP IT AFFORDABLE
KEEP LOT SIZE THE SAME. STOP BUILDING MORE CONDOS/ MAKE BUILDING CLEAN UP PROPERTY AROUND IT.
KEEP MY SCHOOLS LOCAL
Keep our city as single family as possible - the community spirit remains then. Do not build apartments in which people do not feel attached to the neighborhood or city. We love Monona and want it to stay a community of homes with people who are committ

KEEP OUR SCHOOLS IN MONONA, ADDS TO HOUSING VALUE. REPAIR OUR STREETS. ADD SIDEWALKS WHERE SCHOOL CHILDREN WALK.
keep property taxes down
Keep property taxes down if at all possible. Continue to fix badly deteriorated streets
Keep property taxes down.
Keep schools in Monona. Treat residents with respect when they are going through a remodel or calling the city with questions about zoning.
KEEP SERVICES AT SAME LEVEL AS NOW
KEEP TAXES DOWN
KEEP TAXES DOWN AND HAVE A MORE OPEN AND FAIR BIDDING PROCESS ON PROJECTS. HOMBURG SUCKS AND I DON'T EVEN KNOW HIM. THEY DO CRAPPY ROAD WORK.
KEEP TAXES DOWN- NO MORE SENIOR APARTMENTS OR CONDOS
keep taxes down, spend tax payers money wisely.
KEEP TAXES FOR SRS THE SAME AS AT 65 OR RETIREMENT AGE. LET PEOPLE ON PARK WITH SO MANY LEAVES BURN.
keep taxes low - so all families can afford
KEEP TAXES LOW; OFFER "REMODEL" GRANTS OR LOW INTEREST LOANS; MAINTAIN QUALITY SCHOOL SYSTEM; IMPROVE H2O QUALITY; 1ST TIME BUYER PROGRAMS. (*NOTE: PLAN TO BUY CURRENT HOUSE IN 2007)
KEEP TAXES WITHIN REASON, MAINTAIN AND STRIVE TO IMPORVE SCHOOLS- MAINTAIN PARKS, POOL, ETC.
KEEP THE CITY LOOKING NEAT- NO BLIGHTED AREAS
Keep the Monona Grove School System top-notch to encourage young families to move to Monona so that they would upgrade existing older homes. Therefore, something needs to be done about our school tax rate ... our taxes are out of hand!!!
Keep the neighborhood residential and not rental property
keep up the infrastructure
Keeping taxes low
Keeping the smaller houses as owner occupied. Encourage first time buyers to move to Monona. Offer low interest loans to repair older homes. Energy assistance loans for window, furnaces. First time buyer incentives, help with down payment. Encourage
-keeping up appearances of housing - many yards have junk laying around and cars that don't run -keep working on streets to improve look of street -work to maintain schools in monona -work on maintaining all parks (including ball -diamonds) so people w
Leave the housing market alone! Only the rich developers care about it.
LESS HIGH END HOUSES. ENCOURAGE REMODELING OF RUN-DOWN HOMES, LESS CONDO BUILDING
LESS RENTAL HOMES (THEY ARE NOT BEING KEPT UP)
Less rentals owned by the same person.
Limit construction of outsized projects, whether these be apartment complexes, condos, or ultra-large homes. The charm of Monona resides in its large proportion of single-family, moderately priced dwellings
LIMIT EXPANSIVE LAKESIDE HOMES. IMPROVE QUALITY OF LAKE MONONA. MAINTAIN PARKS. KEEP REC PROGRAMS ACTIVE FOR YOUTH. SLOW TRAFFIC IN RESIDENTIAL AREAS.
limit rental props to reduce deterioration, and work to maintain/add greenspace to balance density.
LIMIT THE LOSS OF OPEN SPACE THAT IS CAUSED BY PUTTING LARGE BUILDING ON SMALL PARCELS OF LAND. DO NOT ALLOW ENCROACHMENT ON PARK LANDS. LIMIT CONSTRUCTION OF CONDOS
Limit the number of condo developments built It's becoming too crowded for living and driving
Limit the number of rentals within a 1 mile radius of each other. Drum up grant money for home improvements for homes assessed under \$250K.
Limit the rental properties
LISTN TO ITS CURRENT RESIDENTS ABOUT THE FUTURE OF MONONA, AND NOT OUTSIDE DEVELOPERS.
Loans/grants for home improvements I think would help the most. The size of our house is nice for my wife and I, but it would be a little small to raise kids (the yard size & neighborhood would be great for kids).
LOBBY TO CHANGE PROPERTY TAX TO INCOME TAX
LOOK FOR A BALANCE BETWEEN NEW FAMILIES AND ELDERLY. DO NOT BECOME KNOWN AS A GERIATRIC COMMUNITY. WATCH FOR RENTAOL UNITS IN SF NEIGHBORHOODS. BRING OUR INFRASTRUCTURE UP TO DATE- ESP RESID. STREETS. KEEP & ATTRACT LOCAL BUSINESS BASE- BUSINESS FRIENDLY
Look more to enhancing the waterfront qualities along the Broadway corridor, such as a water front restaurant and quaint row house type housing that would attract interest of travelers (& buyers, restaurant customers) on the Beltline. A high-density big b
LOW INTEREST RATE LOANS TO CURRENT HOMEOWNERS TO MAINTAIN HOMES

Low taxes, Control the school district - they are wacked out.
lower city expenses, spending and any other means to lower property taxes, make properties more affordable for people with modest incomes. Uninflated property valuations Better dissemination of timely info regarding significant topics being discussed an
Lower property taxes Allow more home improvements instead of making it difficult to get any kind of building permit.
LOWER PROPERTY TAXES SO PEOPLE CAN AFFORD TO LIVE IN THEIR CURRENT HOMES OR IN THE AREA.
LOWER PROPERTY TAXES. KEEP STREETS REPAIRED. MAINTAIN THE WATER AND SEWAGE SYSTEMS, FIRE, AND POLICE DEPTS. MAKE COTTAGE GROVE A PART OF MONONA (A SUB-DIVISION)
LOWER PROPERTY TAXES. STATUS QUO NOT TOO FAR OFF.
LOWER RATE HOME IMPROVEMENT LOANS. MONONA WAS BUILT IN THE '60S- 40 YR OLD HOMES NEED IMPROVEMENT; PURCHASE/CONSTRUCT/DREDGE MORE LAND, BUT I HEARD "THEY" AREN'T MAKING ANY MORE OF THAT, SO WHERE ARE YOU GOING TO BUILD MORE HOUSES?
LOWER TAXES
Lower taxes and improve the roads.
LOWER TAXES BY SPLITTING SCHOOL DISTRICTS! SOMEHOW EASE THE TAXES ON SRS WHO HAVE SPENT 1/3 OF THEIR LIVES PAYING TAXES, MAINTAINING AND LOVING THEIR HOMES ONLY TO LOSE OUT!
LOWER TAXES SO ELDERLY MAY REMAIN IN THEIR HARD-EARNED HOMES AFTER 60-65 YRS. THIS WOULD HELP STABILIZE THAE COMMUNITY AND HONOR DILIGENT LIFETIME TAXPAYERS. ENFORCE CODE VIOLATIONS (# VEHICLES PARKED, STORAGE OF GARDEN EQUIPMENT AND FENCING
LOWER THE TAXES SO PEOPLE CAN AFFORD TO LIVE HERE- TAKE THE SCHOOL TAXES OFF THE TAXES AND DO IT BY TAXING SALES, ETC. NOT THE HOMEOWNERS.
Maintain affordable housing without creating pockets of low income housing. Provide more senior housing in updated or new developments.
MAINTAIN AND INCREASE SENIOR HOUSING. DON'T REPEAT THE "GARDEN CIRCLE DISASTER". ENCOURAGE HOME AND LOT IMPROVEMENTS. UP-GRADE AND IMPROVE ALL CITY STREETS.
MAINTAIN BASIC SERVICES AND PARKS. ENCOURAGE "CITY PRIDE"
Maintain diversity. Make good quality housing affordable to lower income families.
MAINTAIN EXISTING REGULATIONS ON REBUILDING OR REMODELING OR REPLACEMENT OF ALL FEATURES GOVEREND BY EXISTING CITY CODES OR ORDINANCES.
Maintain high quality public services (police, fire, ems, public works) with consideration to improvements to fire department staffing numbers. Get back on a constant program of street improvements and quicker response to snow/ice treatment/removal. Sto
Maintain home ownership versus rental units, single versus multiple family (except for seniors)
MAINTAIN LOT LINE SET BACK RULES TO MAKE SURE GREENSPACE BETWEEN HOUSES IS OPTIMIZED
MAINTAIN LOW-DENSITY HOUSING POLICY. HIGH DENSITY GIVES MANY PROBLEMS.
Maintain quality NEIGHBORHOOD schools. That will attract young families.
Maintain quality standards and find ways to expand housing stock.
MAINTAIN ROADS. CONTINUE TO PROVIDE SERVICES. REVISIT SOME OF THE CODES, ETC. TO REFLECT THE 21ST CENTURY.
MAINTAIN TAX RATES-NO INCREASES. MAINTAIN ROADS ON MORE REGULAR BASIS, NOT ALL IN ONE AREA AT SAME TIME. KEEP AREA CRIME FREE. LIMIT RENTALS.
Maintain the school systems. Keep taxes reasonable. Maintain the police and public works departments. Coninue to cooperate with the County and Regional Planning Commission in the planning of inter-related projects. Don't be overwhelmed by the nutty w
Maintain/create mixed use and low income housing. We need affordable housing for young families with children; to keep our schools viable, add to tax base, and give a variety of peolple a place to live.
MAINTAINING A NICE MIX OF HOMES IS IMPT. LET'S KEEP AS MUCH GREEN SPACE AS POSSIBLE. LETS COMPLEMENT OUR HOUSING WITH MTNC OF THE BEAUTIFUL LARGE NATIVE TREES, REPLANTING ON A CONSTANT BASIS. THE FORESTED CHARACTER OF THE LOTS IS WHAT GIVES MONONA CHARM
Maintenance of the quality of existing housing; institution of stronger regulations in regard to the number of outbuildings on a single family lot; regulation of the distance between large recreational craft and a neighbor's property; noise control (inces
Make ALL roads by all houses driveable, not just fill in pot holes every year.
Make homes that are appealing for families with young children--yards, adequate bedrooms, garage space etc.
Make housing more affordable, keep neighborhoods clean, keep petty crime low.
Make it affordable for homeowners to upgrade their properties. Allow setbacks for building and improvements.
Make it easier and financially affordable to add to/remodel existing structures for current homeowners.
Make it easier and more affordable for families to build additions and remodel their homes.
make it more affordable for young families to move into Monona without adding more rental units

Make it more affordable to live, especially if its just one person living by themselves.
MAKE LANDLORDS RENT TO RESPONSIBLE PEOPLE WHO WILL TAKE CARE OF THE PROPERTY. DON'T ALLOW NEIGHBORHOODS TO DETERIORATE BY NEGLIGENCE
MAKE LANDLORDS TAKE BETTER CARE OF THEIR PROPERTIES. THE HOUSE ACROSS THE STREET-CRUMBLING BRICK STOOP I'VE STARED AT FOR 5 YRS. ETC.
MAKE MONONA DR A DECENT LOOKING STREET.
make room for young families
MAKE SINGLE AND RENTAL PROPERTY CLEAN UP YARDS AND PROPERTY.
make sure house sizes fit the lot sizes and put in more sidewalks so its safer for kids
Make sure housing options are affordable. As a single young professional, I couldn't afford to buy a house last year. Thus I'm still renting. The only friends of mine who could purchase homes were those with partners and two incomes.
MAKE SURE OUR HOUSING AVAILABILITY PROMOTES ETHNIC, RACIAL AND GENDER DIVERSITY
MAKE SURE RENTAL PROPERTIES KEEP UP THE YARD AND EXTERIOR.
Make sure that everything possible is done to encourage getting rid of or fixing up old run-down property, like new development of condos on Femrite and Monona Dr., the new Garden Circle work, or the area by the river that has been trailer park. If the a
Make sure there are sidewalks, room for parking on both sides of the street, and the streets are wide enough for two cars to pass each other. Also, make sure the neighborhoods are well lit.
MAKE SURE THERE ARE SOME LOW-INCOME PROPERTIES AVAILABLE WITH NEW DEVELOPMENT; MAINTAIN TREES, PARKS, AND OPEN SPACE; DEVELOP A NICE MIX OF HOUSES AND APARTMENTS.
MAKE THE PUBLIC CLEAN UP WHAT THEY HAVE (OWN PROPERTY)
MAKE TI POSSIBLE FOR PEOPLE TO RENOVATE, UPDATE, AND EXPAND THEIR CURRENT RESIDENCES SO THEY DON'T HAVE TO LEAVE TOWN. THE HOUSES DETERIORATE WHEN THEY ARE SOLD AND RENTED OUT. RENTERS DO NOT TAKE CARE OF HOMES OR YARDS LIKE OWNERS DO.
MANY OF THE HUGE HOMES BUILT RECENTLY WILL BECOME 2 OR 3 APARTMENT BLDGS IN BAD TIMES. OUR VARIETY IS A BIG PLUS IN MY OPINION. SOME OF THE VERY TINY HOMES MIGHT BE UPGRADED.
Many older homes need better insulation. Since some siding companies don't provide adequate insulation, the public should be informed about what is needed.
MIEELE/UPPER ASSISTED LIVING FACILITY. MIDDLE/UPPER DUPLEX CONDOS. CONTROL # OF RENTAL HOUSES.
Modify building codes for additions on older homes but not to include raze and replacement.
MONONA DR (RE-DOING) BUT NO ROUNDABOUT ON MONONA DR. LOWER PROPERTY/SCHOOL TAXES.
MONONA DRIVE ROAD IMPROVEMENTS. KEEP TAXES DOWN. ENCOURAGE BUSINESSES TO IMPROVE APPEARANCES ON MONONA DRIVE AND NEW BUSINESSES TO AREA
Monona is quite 'built out' already. Making the population denser by building more multi-family dwellings and making lots smaller is not the way I want my community to grow. I can see building some senior housing and also lower-income single family dwel
Monona should consider merging with other municipalities in order to increase its tax base for both residences and businesses. Monona cannot grow currently.
Monona should take special care to protect all of its beautiful oak trees from oak blight, as well as precautions towards other tree problems. Grants to update the interiors of older homes could be beneficial to overall perception of Monona. Improv
MORE & AFFORDABLE RENTAL PROPERTIES
More 'affordable' and/or 'subsidized' housing for older adults (age 55+) Improved public transportation with close proximity to housing for older adults
More affordable single family homes should be built--I would love to buy a home in Monona in the next couple of years but as a single mom, I know I won't be able to afford the luxury of living in a fantastic city like Monona. I cannot afford the taxes an
MORE DENSITY
More moderate priced housing that will increase diversity; 'consideration of 'granny-flats'; increased density; better mass transit; sidewalks (they attract families, especially families with small children); maintain high quality schools in district that
MORE SINGLE FAMILY HOUSES. LESS CONDOS. KEEP LOTS AT SAME SIZE AS MOST ARE.
More trees! More Trees! More trees! Oh...did I mention, MORE TREES! Also, more traffic lights and ped crossings and sidewalks on both sides along Monona Dr. And replant those darned trees, pelase!!
MY OPINION IS THAT IT SHOULD STAY THE SAME. BUT A CITY LIKE MONONA SHOULD GROW FOR THE REVENUE.
Need less restrictions on building code and zoning. And it's very inconsistent on top of that. Most of the houses need upgrading. People like moving here because of the community feeling but absolutely hate their houses because they are so small. I
NEED TO GET ANTHONY PLACE APARTMENTS AND OWEN RD. TAKEN DOWN. NO MORE CONDOS. REALTORS NEED TO TAKE CARE OF PROPERTY THEY BUY AND RENT.

NIX CONDOS VS. TRAILERPARKS- WAY TOO EXPENSIVE FOR MOST. MORE BIKE AND WALKING TRAILS, (VERY NICE PARKS!) MORE AFFORDABLE HOUSING FOR DISABLED, ELDERLY, WORKING CLASS, SOC. SEC, COMMON FOLKS. LESS EMINENT DOMAIN. COUNCIL MUCH TOO SLOW ON MOST ISSUES.
no comment
NO COMMENT AS WE HAVE NO INFORMATION
NO LAND FOR HOUSING
NO MORE APARTMENTS, CONDO'S ETC. IT BRINGS IN LOW INCOME WHICH BRINGS CRIME.
NO MORE CONDOS OF APT BLDGS ON LAKE SHORE. NO MEGA HOUSES ON LAKE SHORE
NO MORE CONDOS! LESS HIGH -END HOMES. MORE AFFORDABLE HOUSING, INCLUDING MOBILE HOME COMMUNITY,
No more Condos!!Find some more land for single family housing.
NO MORE CONDOS, APTS. NO MORE TIF DISTRICTS FOR CONDOS AND APTS. MAKE MONONA DRIVE MORE ATTRACTIVE.
NO MORE CONDOS, MORE AFFORDABLE 2 APT FOR RENT. AFFORDABLE FIRST TIME HOME BUYERS HOUSING. UPDATING OLDER AND SMALLER APT TO MEET FAMILY NEEDS.
NO MORE CONDOS. ADDITION OF SIDEWALKS.
NO MORE CRUMBY HOUSING STOCKS- NO MORE "SENIOR HOUSING. NO MORE BAD RETAIL ISLANDS- RETAIL SHOULD BE SMALL AND WITHIN NEIGHBORHOODS (NOT ADDRESSED IN SURVEY. ENOUGH CONDOS, PIER 37- IMPROVE CITY CENTER GREEN CONCEPTS. ENCOURAGE LESS VEHICLE TRAFFIC.
NO MORE SLINDE PROJECTS FORCING PIZZA OVEN AND LQUDROMAT TO CLOSE OF MOVE THIS TIF PROJECT HAS HAD A BAD SMELL FROM THE BEGINNING TO PRESENT. ALSO METCALFE PROJECT
NO OPINION AT THIS TIME
No opinion. I am presently completing my bachelor's degree and hope to purchase in this area after completion of education. My intentions would be condominium living as I am in my upper 50's.
No opintion
No strong feelings on this.
NO SUGGESTIONS
NON-OWNER OCCUPIED HOUSES (RENTAL) SHOULD BE VERY LIMITED. THESE PROPERTIES ARE VERY SELDOM IMPROVED AND SOMETIMES NOT EVEN MAINTAINED WELL.
not allow oversized houses to be built on lots, causing spacial crowding , noise' runoff and other forms of pollution
NOT ALLOW 2 HOMES BUILT ON LARE SINLE-FAMILY LOTS. ALLOW HOMEOWNERS TO REMODEL & EXPAND EXISTING HOMES. MANY ARE TOO SMALL FOR FAMILIES. NOW ALLOW ABSENTEE LANDLORDS TO NEGLECT PROPERTIES- THEY SHOULD BE HLED TO SAME STANDARDS AS HOMEOWNERS.
NOT BE SO DICTATORIAL. DON'T ALLOW CONDOMINIUMS TO BE BUILT ON LAND THAT DESTROYS TREES OR TOO CLOSE TO THE WATER.
not build any more condos
not raise taxes
NOT SQUEEZE HOUSING ON TOO SMALL LOTS (I.E. TOO LARGE HOUSES ON VERY SMALL LOT ON GRAHAM AVE.)
Not sure
NOTHING
NOTHING
OFFER DOWN PAYMENT ASSISTANCE, OFFER LOW-COST HOME IMPROVEMENT LOANS. ENCOURAGE OWNER-OCCUPANCY (ENFORCE RULES), CONTINUE TO PURSUE REDEVELOPMENT IN OUR BUSINESS DISTRICT
OFFER GRANTS OR LOW-INTEREST LOANS TO ADD-ON AND IMPROVE SMALLER, OLDER HOMES IN MONONA
OFFER INCENTIVES TO FIX UP SMALL HOMES
OFFER INFORMATIONAL SESSIONS ON HOME MAINTENANCE. LOWER PROPERTY TAXES
Offer low interest loans for insulation and energy conservation improvements.
Offer low interest loans to families who want to update, remodel and stay in Monona. Maintain the schools and parks to keep families from moving away.
OFFER LOW INTEREST LOANS TO HELP HOMEOWNERS MAINTAIN AND UPDATE CURRENT HOMES
One of Monona's assest is the waterfront property. Winnequah Lagoon and Oneida Park are two once-in-a-lifetime chances to add more waterfront properties. No other Dane County community can offer this. This is one piece of the puzzle that could add to
OUR LANDLORD OWNS TOO MANY PROPERTIES TO PROPERLY CARE FOR. HOUSE IS FALLING DOWN AROUND US, DOESN'T MEET CODES FOR INSULATION, ETC. YET RENT KEEPS GOING UP. PROP OWNERS SHOULD BE FORCED TO KEEP UP PROPERTIES. BLDG INSP SHOULD ROUTINELY INSPECT RENTALS

OUR MAIN CONCERN ABOUT MONONA NEIGHBORHOODS, ESPECIALLY THE AREA WHERE WE LIVE, IS THAT THE SMALLER HOMES THAT ARE NOW OWNER RESIDENCES ARE NOT SOLD AND TRUNED INTO RENTALS. RENTALS, AS A RULE, AREN'T KEPT UP AS WELL AS OWNER OCCUPIED HOMES.
OUTLAW ROUNDABOUTS. REDESIGN/REBUILD WINNEQUAH-BRIDGE RD INTERSECTION AND WINNEQUAH INTERSECTIONS THAT FORCE BICYLCLISTS AND PEDESTRIANS OUT INTO TRAFFIC LANES
PAY ATTENTION TO RENT INCREASES FOR ELDERLY AND DISABLED WHOSE INCOME DOESN'T RAISE ACCORDINGLY. POLL TAX PER PERSON INSTEAD OF SCHOOL TAXES FOR ELDERLY AND DISABLED PROPERTIES (PERSONAL PROPERTY ONLY)
PAY ATTENTION TO THE NEEDS OF THE PEOPLE. SEE TO IT THAT CODES ARE MET, SO THAT THIS COMMUNITY WITH MANY SMALL HOMES AND 1-CAR GARAGES DOES NOT TURN INTO A LOW-INCOME CITY. GIVE INCENTIVES TO PEOPLE WHO IMPROVE THEIR HOMES.
Perhaps encourage senior housing overlooking golf course, and that will encourage young families to move into small homes.
Please reconsider that traffic circle at the intersection of Monona Drive and Pflaum/Nichols Road. There is way too much traffic at that intersection for it to work. I travel each Sunday through the traffic circle at Thompson and Commercial and it is the same every week....several narrowly avoided accidents witnessed on the way to and from church. Thanks
Please stop allowing the teardowns of nice little homes to make way for the ugly monster mansions, especially along the lake. It is heartbreaking to see this happening and it is pricing people out of their own neighborhoods.
PLEASE stop the condominium building!! We are never going to bring new families into Monona to fill our schools. Before we know it, we will be going to Madison schools. Families that want to buy a house with the prices in Monona will never ever be able to
Please..quit building condos and senior housing...we need housing to encourage families with children to move too, and stay in Monona!
PRAY FOR A WINDFALL
PROACTIVE APPROACH TO REDEVELOPMENT. ALLOW MARKET TO DICTATE HOUSING TYPES/VARIETY
PROBABLY MONITOR CLOSELY THE NEED/INTEREST IN SENIOR LIVING, INCLUDING ASSISTED LIVING. THE CONSTRUCTION OFF MONONA DR ON FROST WOODS AND FEMRITE ARE GOOD STEPS
PROMOTE BUYING HOMES INSTEAD OF RENTALS
PROMOTE REMODELING OF EXISTING OLDER HOMES AND NBRHDS (NOT UGLY CONDOS) WITH ACCESSIBLE SHOPS AND OTHER AMENITIES. TEAR DOWN MOST OF MONONA DR AND REBUILD IN MORE URBAN WAY, ATTRACT DIVERSE DEMOGRAPHIC AND BSNS. SPLIT FROM CG & LOWER TXS FOR SENIORS.
provide a place to build additional quality homes
PROVIDE HOUSING THAT IS AFFORDABLE FOR YOUNG FAMILIES, SINGLE PARENTS, AND FIRST TIME HOME BUYERS.
PROVIDE LOW COST HOMES FOR MIDDLE INCOME RANGE (100-140k FOR 2-3 BR). STARTE TYPE HOMES. WE APPEAR TOO FOCUSED ON SR HOUSING- W/ NO CLOSE RESOURCES. WE'LL NEED BETTER TRANSPORTATION PROGRAMS.
PROVIDE LOW-INTEREST LOANS TO HOMEOWNERS SO THAT THEY CAN MAINTAIN / IMPROVE THEIR HOUSES
PROVIDE SOME TYPE OF HOUSING FOR SENIOR CITIZENS- THEN MORE HOMES IN MONONA WILL OPEN UP- ALSO PROVIDE BUSINESSES WITHIN WALKING DISTANCE FOR OUR SENIOR CITIZENS- OR EVEN ON THE PROPERTY.
PUT PRIORITY ON THE GARDEN CIRCLE PROJECT AND GET IT COMPLETED QUICKLY
Put some restrictions on how to prevent homeowners from doing renovations that obstruct views of the lake.
PUT THE BUS STOPS!!!!!!! especially down Major roads like Monona Drive!!! need a foodstore, that is open late...
QUALITY, AFFORDABLE HOUSING WITH REASONABLE PROPERTY TAXES. THEY WENT UP TOO MUCH THIS YEAR. CONCENTRATE ON ESSENTIALS- ROADS, POLICE, FIRE PROTECTION, ETC. THE WAR IS NOT YOUR CONCERN! FIX POTHOLES! DON'T CREATE MORE PARKS!
Quit building condominiums. Especially right on a main street area. Provide low interest loans so current homes can improve curb appeal and upgrade their homes. Lower taxes
quit reassessing beyond any recoverable value and attract families with children
Quit spending so much money, esp borrowed money. The taxes are way too high and getting worse, people can't afford to buy houses in Monona, and can't afford to keep them up.
RECOGNIZE THE IMPORTANCE OF LIFESTYLE CENTERS AND CORRELATION TO HOME PRICING (SKIP WAL-MART!)
Redesign traffic patterns in and out of city to control vehicle speeds and patterns allowing safer streets or kids/bikers/cars/me and you. Controlled intersection at access pts. and oneway access pts. only at roads not controlled leaving city.
Reduce real estate tax burden.
REDUCE REAL ESTATE TAXES
REDUCE RENTAL HOME DWELLINGS. CLEAN UP RENTAL PROPERTY. MAINTAIN OR IMPROVE CITY SERVICES.
Reduce the taxes burden, so that seniors and others can afford to live here. The tax burden, particularly for schools has increased beyond almost anywhere else in Dane County, and we may be forced out.
REDUCE THE UNREALISTIC TAX BURDEN SO PEOPLE WILL HAVE MORE \$ ANDTIME TO IMPROVE THEIR PROP AND LET OLD PEOPLE NOT BE TAXED OUT. YOUNG PEOPLE ARE BEING TAXED OUT TOO. DRS WITH WIVES WHO GREW UP HERE ARE CONSIDERING MOVING B/C KIDS WILL BE BUSSED.

REGULATE THE QUANTITY AND QUALITY OF HOMES, ESPECIALLY THE AMOUNT OF CONDOS BEING BUILT, AT THE SAME TIME KEEPING QUALITY CITY SERVICES TO ATTRACT MORE PEOPLE
Reinvest in older parts. Example Garden Circle.
RELAX CODES TO ADD GARAGES NEAR PROPERTY LINES
Relax ordinance to allow for garages to be added. What about putting in an alley behind the 400 block of Nichols Rd? It may allow for garages without a change in ordinances. It may also allow for a few more open lots. Perhaps those new lots could prov
REMODELING, OR ONTO YOUR HOME
Remove older cottage style small houses and replace with new homes. Park District has sail boats for fee. Like the UW Hoofers.
REMOVE STORAGE UNITS NEAR FEMRITE/COPPS AND REPLACE WITH HOUSING. DRIVING/BIKING THROUGH MANY NEIGHBORHOODS, HOMES LOOK OLD AND NOT KEPT UP. I THINK MORE SMALL SHOPS, RESTAURANTS, AND NICE DRINKING EST. WOULD BRING MORE PEOPLE. TOO MANY SMOKY DIVE BARS.
Rental properties be maintained by owners and that renter.
RENTALS OF HOMES ARE NOT KEPT UP. KEEP REPAIRING THE STREETS
Require multifamily dwellings to plant trees as requirement with new building
RESIDENTS SHOULD KEEP THEIR HOMES AND PROPERTY CLEAN AND REPAIRED
RESPONSIBLE CITY SPENDING. PLEASE TRY TO MAKE OUR TAX DOLLARS GO AS FAR AS POSSIBLE. CLEAN UP THIS WHOLE COTTAGE GROVE MIDDLE SCHOOL/ ROAD MESS.
RESTRICT SIZE OF BLDGS ALONG LAKE (I.E. % OF BLDG TO LOT SIZE). REWARD TREE-PLANTING AND ENCOURAGE NATURAL GARDENS. ENFORCE DNR LAKEFRONT RULES ABOUT PIERS & SETBACKS.
Road conditions, monitor apartment complex areas, monitor traffic concerns
ROADS
RUN A CANAL THROUGH ONEIDA PARK. LANCE ALL BUSINESSES ACROSS THE STREET FROM MONONA HIGHSCHOOL. THEY ARE A REAL EYESORE. DEVELOP THIS STRIP WITH TOWNHOUSES
SCHOOLS ARE IMPORTANT IF YOU WANT FAMILIES WITH CHILDREN.
Senior housing to take care of current population. Maintain single family housing.
SIDEWALKD, AT LEAST ON WINNEQUAH RD. PUT APARTMENTS/TOWNHOUSES IN NON-DEVELOPED AREAS (OR REPLACE SOME OF THE MOST RUN-DOWN SHOPS ON MONONA DR.) BUT KEEP PARKS AS IS!! BASICALLY , WE LOVE MONONA- THESE ARE JUST MINOR THINGS TO US!
SIDEWALKS WOULD BE NICE AS TRAFFIC BECOMES HEAVIER. ENABLE BIKES TO GOA LONG PARALLEL TO MONONA DRIVE.
SIDEWALKS, PROVIDE LOW COST LOANS FOR POTENTIAL HOMEOWNERS AND REMODELERS, ADOPT AND ENFORCE BLDG. CODES, PROMOTE ADDING "GREEN" ADDITIONS AND IMPROVING HOME EFFICIENCY, IMPROVE MONONA DR
single family homes for first time buyers should be more affordable neighborhoods should be more diversity friendly chemical use needs to be reduced a long term comprehensive plan for sewage management needs to be explored City council members should
Some cities have property tax breaks for home improvements. For example, one city I lived in had a policy where they would not raise taxes on home improvements for 15 years or whenever the home was sold. I believe Madison has this as well. This would e
SOME HOW ENCOURAGE YOUNG FAMILIES TO BUY "STARTER" HOMES HERE. A LOT OF PROPERTIES THAT ARE CURRENTLY BEING SOLD ARE BEING PURCHASED BY REALTORS WHO TURN THEM INTO RENTAL UNITS. RENTERS DON'T HAVE THE SAME INTEREST IN THE COMMUNITY AS OWNERS.
Something to encourage people to stay in the area. I think the low-interest loans for remodeling is a great idea. We are already in the process of remodeling--had I known something might be available, I sure would have waited for it.
SPLIT THE SCHOOL DISTRICT SO THAT NEW SCHOOL IN COTTAGE GROVE DOES NOT LURE AWAY POTENTIAL NEW FAMILIES BECAUSE THEY WANT LOCAL SCHOOLS AT ALL GRADE LEVELS. MAKE MIDDLE AND HIGH SCHOOLS MAGNET SCHOOLS TO ATTRACT STUDENTS FROM ALL OVER THE MADISON AREA.
SPLIT UP THE LARGE LOTS IN CENTRAL CITY.
SPREAD THINGS OUT- IT'S GETTING CROWDED.
STANDARDS AND HOUSING CODES BE MORE ENFORCED. BLDG PERMITS ARE NOT STRICT ENOUGH. SHOULD BE MORE STRICT IN ALL THINGS!
stay focused on improving property values, add commercial realstate to the tax base, prepare for an aging population
STOP BUILDING CONDOS ALONG THE LAKEFRONT THUS TAKING AWAY OUR VIEW OF THE WATER AND THE CAPITOL.
STOP BUILDING SO MANY MINI-MALLS THAT SIT EMPTY ALL/MOST OF THE TIME AND ALLOT SPACE FOR OTHER HOUSING IN ITS PLACE.
STOP GIVING TAX BREAKS TO BUSINESSES. MORE APTS FOR YOUNGER FAMILIES- THEY MAY THEN BUY HERE. KEEP PROPERTY TAXES LOWER THAN MADISON. KEEP SCHOOLS IN MONONA! INCREASE TRANSPORTATION OPTIONS
STOP LARGE RENTAL BLDGS.
STOP OVERTAXING HOMES ON WATER AND RAISE TAXES ON COMPARABLE HOUSES NOT ON WATER. WATER FRONTAGE OWNERS PAY AN INORDINATE PROPORTION OF TAXES.

STOP SINGLE HOUSING RENTALS IN NEIGHBORHOODS. CRACK DOWN ON THE LANDLORDS AND MAINTAINING THEIR RENTAL HOMES
STOP THE MCMANSIONS
STOP THE SALE OF HOUSES GOING FOR 1ST TIME BUYERS PRICES, BEING SOLE TO LANDLORDS. ONCE THESE HOUSES BECOME RENTAL PROPERTY, YARDS, SNOW REMOVAL, CLIENTELE, ETC. ALL SEEM TO DECLINE.
STOP WASTING TIME AND MONEY ON STUPID THINGS LIKE FENCING IN GARBAGE CONTAINERS- NOW WE CAN'T TELL WHERE WASTE AND RECYCLABLE GO. TAKE CARE OF GARDEN CIRCLE- WE DON'T NEED MORE CONDOS, WE NEED ASSISTED LIVING AND ALZHEIMERS CARE FACILITIES
STREET MAINTENANCE
STREETS- 100 BLOCK OF STARRY AVE. EVACUATION ROUTE- EMERGENCY. EVALUATION OF CITY EMPLOYEES. INSPECTION OF PROPERTY (BLDG INSP)
STRICTER OBSERVANCE OF ZONING REGULATIONS
Strongly encourage REAL economic development within TIF districts (i.e. business and office development, not more empty storefronts). If we maintain a viable and attractive city with opportunities for employment locally, we will continue to attract reside
Support the services that the community has to offer to encourage families to come to Monona and then stay.
TAKE A GOOD LOOK AT APTS NEAR MONONA DR. DO THEY NEED TO BE REMODELED OR REPLACED?
TAKE CARE OF WHAT WE HAVE. DON'T LET PEOPLE PARK CARS, BOATS, MOTOR HOMES ON LAWNS. TEACH THE SNOW PLOW DRIVES NOT TO TAKE OUT CURBS EVERY YEAR, AND IF THEY DO THE CITY SHOULD FOLLOW UP AND REPLACE THEM,
TAX BREAK ON MONONA FOR HOMEOWNERS FOR REMODELING OR ADDITONS FOR 3 YEARS
TAXES SHOULD BE LOWERED
THE CITY NEEDS TO STOP GETTING RID OF OUR HOUSES. IF YOU WANT FAMILIES TO MOVE TO MONONA, WE HAVE TO HAVE AVAILABLE HOMES. THIS DOESN'T MEAN HOMES TURNED INTO TREATMENT CENTERS. TENANTS LIVING IN APTS MUST OBEY THE LAW AND BE DECENT NEIGHBORS. ENFORCE LAW
The City of Monona needs to improve housing where there are apartment buildings. These tend to be areas where maintaince and upkeep often is not done on a regular basis.
THE CITY OF MONONA SHOULD STAY OUT OF THE BUSINESS OF HOUSING CONSTRUCTION. EFFORTS TO REDUCE PROPERTY TAXES SO THAT RESIDENTS CAN AFFORD TO MAINTAIN AND STAY IN THEIR HOMES WOULD BE APPRECIATED.
The rec department is not competing with other suburban communities. Monona has had the same rec opportunities (and they are wonderful) but not adding anything new. The NFL has a flag football program that Waunakee, Cottage Grove, McFarland and Verona o
The single worst move by our city as far as maintaining the beauty of our neighborhoods was the reduction in brush pickup. Many yards have large brush piles that go weeks/months without being picked up. This leaves an eye sore to look at as well as the
There are a lot of seniors in Monona and the unfortunate fact is, they will eventually pass on, leaving homes that would be perfect for small families with small children who would attend Monona schools. My husband and I were one of the <300 Monona folks
There are many starter type homes in the city and many large homes on the lake but not so many medium sized homes for growing families. It would be nice if there were more homes available in the community for middle income families. It seems that many peo
THERE ISN'T MUCH LEFT FROM THEM TO DO.
This is complicated because of how out of control the housing market has become in the last 10-15 years. We have a beautiful, desirable area in which to live, but unfortunately the houses here are old, small, out of date and expensive! A family can bu
TIGHTLY CONTROL THE NUMBER OF ABSENTEE LANDOWNERS OF SINGLE FAMILY HOUSES AND SET A MAX # OF UNRELATED RESIDENTS RESIDING IN A HOUSE.
TO SEE THAT NO BUSINESS BE OPERATING OUT OF SINGLE FAMILY HOMES
TOO MANY AFFORDABLE HOMES ARE RENTAL PROPERTIES. NEED TO ENCOURAGE FAMILIES TO BUY HOMES AND NOT ALLOW SO MANY NON-OWNER OCCUPIED HOMES.
Too many condominiums. We need more retail
TREE EVALUATION FOR REMOVE
Try to be conservative in spending to keep taxes down so people can afford to stay in their current homes and do improvements as needed.
Try to get some more land for builing
TRY TO KEEP TAXES FROM ESCALATING WHILE STILL MAINTAINING SERVICE SUCH AS GARBAGE, RECYCLING, PICKUP, ETC.
TRY TO MAINTAIN A RELATIVELY STABLE TAXING SITUATION WHICH WOULD ENCOURAGE YOUNGER PEOPLE AND BENEFIT OLDER CITIZENS. BOTH ALONG FINANCIAL LINCES. WE SHOULD PROVIDE FOR YOUNG PEOPLE (AS WELL AS OLDER PEOPLE) ACTIVITIES
TRY TO MAINTAIN AFFORDABLE TAXES, SO THAT SENIORS MAY STAY IN THEIR HOMES; CONTINUE THE EXCELLENT CITY SERVICES THAT WE ENJOYE; CONTINUE TO KEEP MONONA SMALL ENOUGH THAT IT FEELS LIKE HOME.
Two key positions in the city that I think contribute more to city growth and development than they get credit for (and therefore need to have top-notch people in them): 1) City Assessor: -needs to be a part of the community -part of the overall pl
Upgrade housing stock. Encourage remodeling/additions to existing homes. Residential 'TIF' program to encourage homeowners to make improvements.

Upgraded, modernize & enlarge single family housing stock and a major face lift to Monona Dr. with more variety of small businesses. Both of these issues should have been addressed years ago...we have been and continue to loose young families to the many
UPKEEP ON RENTAL PROPERTY SHOULD BE ENFORCED. SIDEWALKS SHOULD BE PUT IN ON ALL STREETS. MORE WALKING TRAILS ADDED. MORE ASSISTANCE FRO ELDERLY AND DISABLED AS FAR AS SHOVELING SNOW, MOWING YARDS.
UPSCALE ALL THE HOUSING.
USE THE INPUT FROM THIS SURVEY
VARIETY FOR ALL INCOME AND AGE LEVELS
very low interest loan or no fee loans. Make the money back in property taxes.
VISUAL APPEARANCE- SHOULD BLEND. BAN COTTONWOOD TREES. SPEED UP ROAD CONSTRUCTION PROJECTS.
WATCH RENTAL PROPERTIES. THESE HOMES REALLY SRICK OUT AS EYESORES. THERE IS NO PRIDE IN OWNERSHIP.
WATCH THE BUDGET- TAXES
We almost didn't even look for homes in Monona because Monona Dr looks so awful, and that is the gateway to the city. I know the road will be redone, but I really think something needs to be done about the businesses there (stricter codes, moving the par
We are land locked with no land to build. Improve our existing house's with remodel and appeal to younger families with improved neighborhood's.
WE ARE LEAVING MONONA B/C WE COULD NOT FIND ATTRACTIVE RANCH-TYPE CONDOS. WE WOULD HAVE WISHED TO STAY HERE. WE ARE LEAVING MONONA B/C WE COULD NO LONGER AFFORD THE PROPERTY TAXES ON OUR LAKE-FRONT HOME.
WE DON'T NEED ANYOMORE LARGE CONDOMINIUMS IN MONONA
WE DON'T NEED MONSTERS AND FORTRESSES, ALONG THE LAKEFRONT ESPECIALLY, MAINTAIN THE SEMI-RURAL SUBURBAN, MIDDLE-CLASS CHARACTER.
We just recently purchased our home in Monona. It is our first home and we spent a lot of time looking at what was available. We were definitely interested in living in this community, but we found that many of homes in our price range were smaller and
We need attractive housing for young families. We need to create an interesting 'look' and new concept for this housing that will set the standard. We have too many unattractive vinyl sided homes with dull exteriors and ugly remodels on the main roads.
WE NEED SOME DECENT APARTMENTS, SUITABLE FOR MIDDLE-INCOME ADULTS. WE ALSO NEED TO DO SOMETHING ABOUT ALL THE HOMES BEING PURCHASED AS RENTAL PROPERTY. OVER TIME, THIS MAKES FOR A MORE TRANSIENT COMMUNITY.
We need to encourage families with children to move to Monona, as well as have housing for older residents (who want to stay in Monona) to have housing options other than staying in their homes. In other words, when we are ready, our home could be afforda
WE'D LIKE TO SEE SENIOR DUPLEX TYPE HOUSING. NOT APARTMENT-TYPE- WE HAVE THAT. BUT DUPLEX LIKE OTHER SMALL CITIES (STOUGHTON, COTTAGE GROVE, OREGON, DEFOREST) ALL HAVE DUPLEXES BUT NOT MONONA.
WHEN A DEVELOPER RECEIVES TIF FINANCING, IT IS INCUMBENT THAT HE BUILD RESPONSIBLY, ADHERING TO THE HIGHEST STDS OF CNSTR, ENG, THE TOPOGRAPHY OF THE SITE, FULFILL ALL PROMISES FOR LAND USE WHERE PROPERTY HAS BEEN DEMOLISHED, CREATE AN ASSET TO CITY
WHY ARE WE FORCE TO DRINK SOFTENED WATER IN THESE APTS? ARE THERE ANY HEALTH RESTRICTIONS IN THIS AREA? IN "LOW-COST" HOUSING, BOTTLED WTR CAN BE EXPENSIVE. WHY IS THE "WEED-PATCH" ALLOWED AT 102 FROST WOODS RD? WHAT A GREAT PLACE FOR A RAINGARDEN.
WILMA NOOT'S PROPERTY SHOULD BE MAINTAINED BETTER (SORRY WN). GO BACK TO BOATS, ETC, NO BE IN FRONT OF SIGHT LINES. START LIMITING DEMOLISH AND BUILD AND INCREASING # BEDROOMS, HUGE ADDITIONS SOON THERE WILL BE NO SMALL HOMES AT REASONABLE PRICES.
WINTERIZE APARTMENT BUILDINGS BETTER
With the aging population and turn over with new first time buyers, offer grants or city neighborhood cleanup programs for first time buyers, low income, and elderly residents to do minor improvements with their homes - house painting, yard maintenance/cl
Work with chamber of commerce improve planning fix streets realistic priorities
Work with your present committee to develop a plan to help first time buyers and fixer-uppers.
WOULD LIKE TO SEE MORE SECTION 8 HOUSING OPTIONS WITH RECREATIONAL AREAS ONE COULD WALK TO.
WOULD LOVE TO HAVE SIDE BY SIDE CONDOS.
You're already permitting the building of condos and senior housing which should free up single family homes that will attract youg adults with children. Keep your taxes where they should be. Our taxes have gone up nearly 600% since we moved to Monona.

Appendix 3: Report Provided to CDA for January 23, 2007 Workshop

City of Monona CDA Strategic Housing Plan Workshop

January 23rd, 2007

6:30-10:00 PM *(following 5:00-6:30 CDA Meeting)*

Community Media Room, City of Monona Library

Advance Meeting Materials

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Introduction

The purpose of this report is to provide advance meeting materials to members of the City Council, Community Development Authority, and selected senior staff and community “thought leaders” who will be participating in the Workshop on January 23rd, 2007. While there is a significant volume of materials contained in this report, we believe you will find it interesting and useful reading that will be of great value in preparing for the Workshop. We strongly urge you to review these materials in advance of the Workshop. Feel free to make notes in the margin, collecting your thoughts and questions as you work through the document.

The materials presented here were produced as a result of the activities that have been conducted to date under the contract to the City of Monona (CDA) to produce a Strategic Housing Plan (SHP) for the City. We have conducted a number of interviews with key staff and consultants, collected and analyzed a variety of demographic and property-related data, and utilized a Geographic Information System (GIS) to help create visual displays for much of the data. We acknowledge that there may be additional analytical questions that arise from the Workshop and reiterate that these information resources will be made available to the City for its use at the conclusion of our work.

The Workshop has four primary goals that we ask all participants to help implement:

- ❖ **First, we hope to provide an opportunity for the open exchange of perspectives and ideas between the participants.** Having an extended period of time for dialogue is a rare opportunity for busy community leaders. We thank you for the contribution of this time and hope you will find it a useful investment of your resources.
- ❖ **Second, we will seek to review and discuss the data that is available.** In many cases, the interpretation of this information is a matter of personal perspective – individual participants may see things in different ways. The exchange of these perspectives is valuable to the group and to the planning process.
- ❖ **Third, we plan to utilize the Workshop as a means of identifying topical areas and “themes” that will provide the basic framework for the SHP.**
- ❖ **Finally, the Workshop will include activities intended to elicit specific ideas and “action steps” that might be included in the SHP or lead to additional research and analyses.**

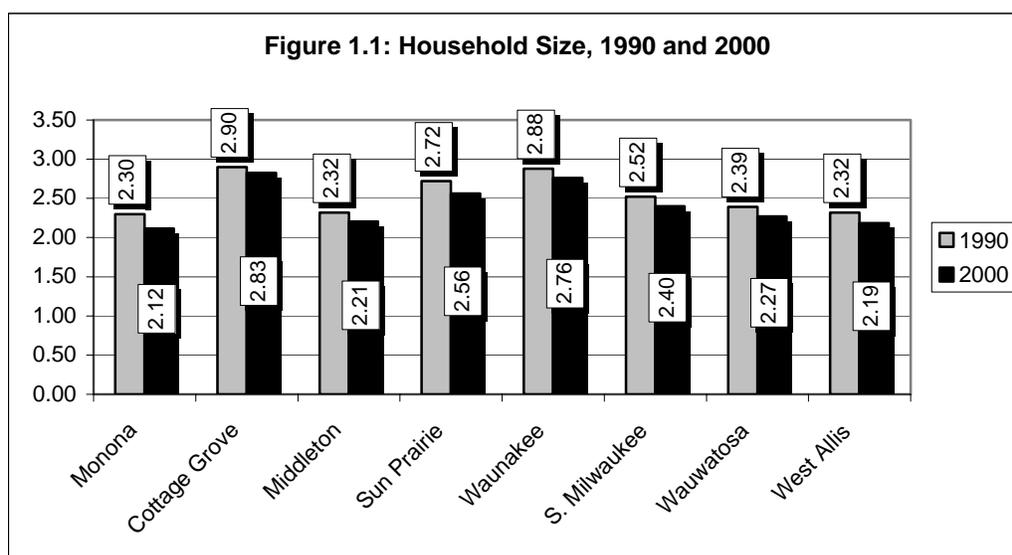
In closing, thank you again for your valuable time and participation. We know how busy all of you are and we respect and value your contributions to this process and to the City of Monona.

Section 1: Monona Housing Compared, US Census Data

Before analyzing the status and opportunities with regard to housing stock in Monona, it is first helpful to understand how it compares with other municipalities, both within and outside of Dane County. 7 municipalities were chosen for comparison- Village of Cottage Grove, City of Middleton, City of Sun Prairie, and Village of Waunakee were chosen as sample municipalities Monona competes with for residents of the Madison metropolitan area. City of Schofield, City of South Milwaukee, City of Wauwatosa, and City of West Allis were chosen as a sample of comparable municipalities with a mix of residential and commercial properties surrounded entirely by incorporated areas- older cities, like Monona, that can no longer grow in a geographic sense.

1.1 Household Size

Across the State of Wisconsin and the US, household size is decreasing. From 1990 to 2005, the average number of people per household in Wisconsin decreased significantly from 2.61 to 2.42. All municipalities included in this comparison exhibited a similar rate of decrease in household size between 1990 and 2000 (see Figure 1.1).



In built-out cities like Monona, this decrease contributes to population decline, and will continue to do so if the number of housing units remains roughly the same over time. Table 1.1 (see highlighted cells) shows that Monona did not keep up with “landlocked” Milwaukee suburbs with regard to growth in total housing units between 1990 and 2000. Also, Monona was the only municipality experiencing a decrease in the number of owner-occupied units, although these findings may not be the case if the 2000-2006 were included in the comparison.

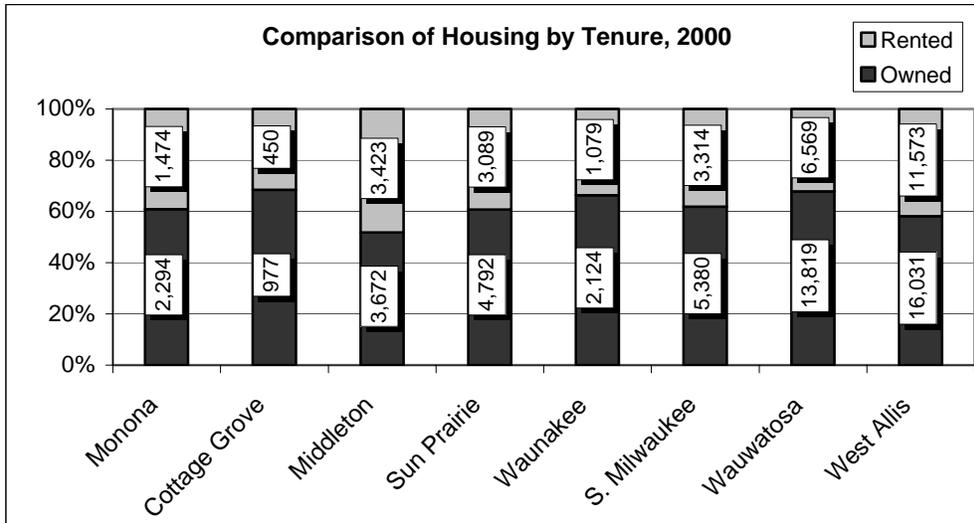
Table 1.1: Occupied Housing Units, 1990 and 2000

Municipality	1990	2000	% Change	Change in Owner Occupied Units	Change in Renter Occupied Units
Cottage Grove	390	1,427	265.90%	719	318
Waunakee	2,002	3,203	59.99%	859	342
Sun Prairie	5,605	7,881	40.61%	1635	641
Middleton	5,692	7,095	24.65%	906	497
S. Milwaukee	8,221	8,694	5.75%	354	119
West Allis	26,797	27,604	3.01%	113	694
Wauwatosa	19,848	20,388	2.72%	185	355
Monona	3,743	3,768	0.67%	-91	116

1.2 Housing Tenure

The Monona CDA has shown considerable interest in housing tenure, especially with regard to rented single-family homes. While the US Census does not include a breakdown of rental *housing* by type (apartments, duplexes, single family homes, etc.), the figures below show useful comparisons of the *household* data related to housing tenure as related to value and age of primary householder. As seen in Figure 1.2, home ownership in Monona was approximately 61% in 2000 - quite similar to Sun Prairie, South Milwaukee, and West Allis.

Figure 1.2



Figures 1.3 and 1.4 provide a visual comparison of home values and monthly rents. As shown, owner-occupied home values in Monona surpassed those of the specified Milwaukee suburbs, but were the lowest of Dane County municipalities compared here. Rents in Monona were lower than in other Dane County municipalities, as well as Wauwatosa, although removal of Garden Circle apartments might have a significant impact on a present-day comparison.

Figure 1.3

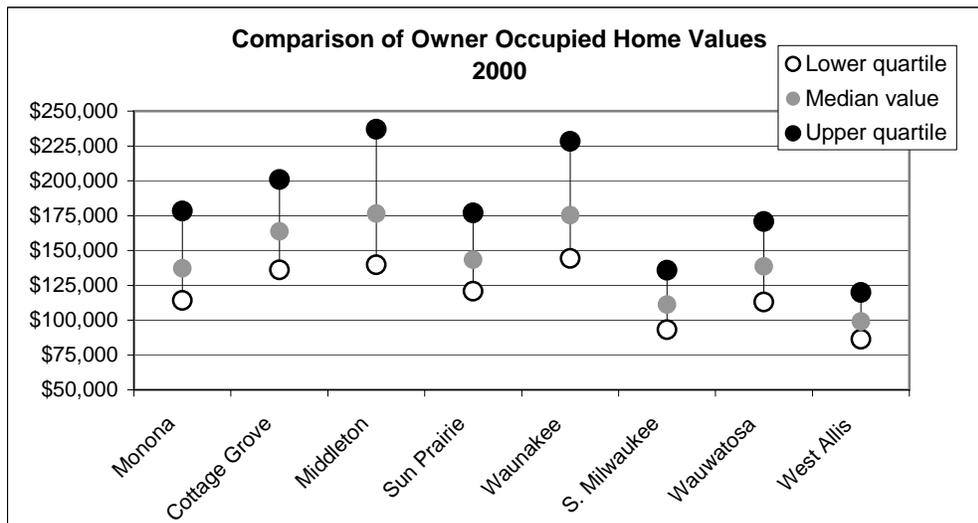
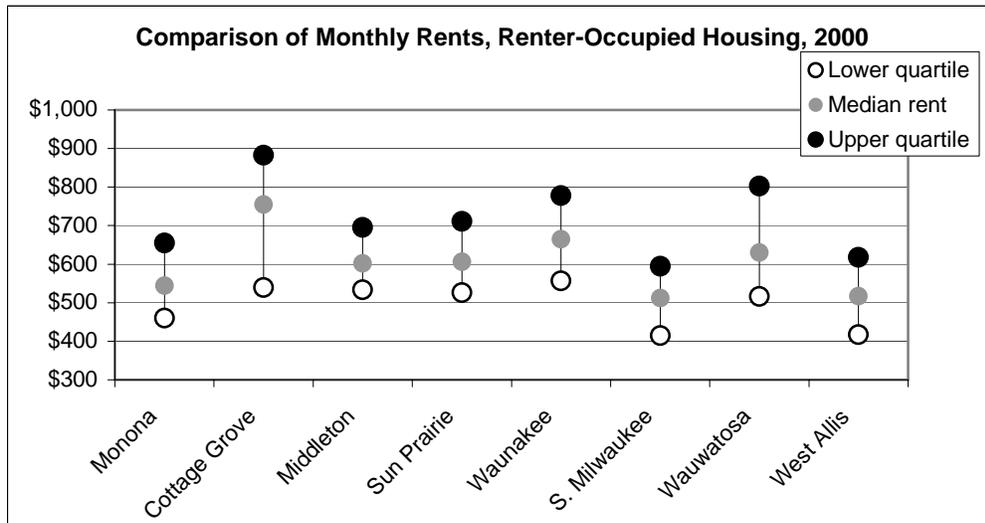


Figure 1.4

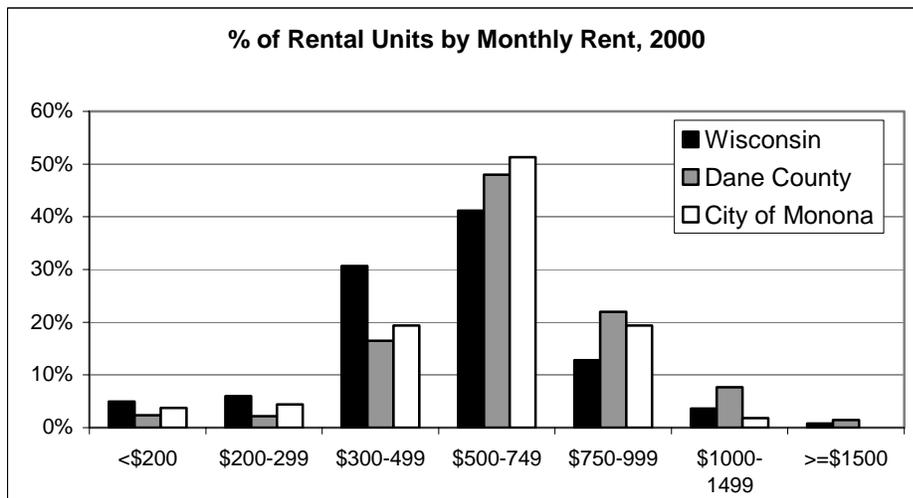


Along with a comparison with other cities, it is useful to see how Monona compares to Dane County and the State of Wisconsin as a whole (Table 1.2 and Figure 1.5). In 2000, median monthly rent in Monona was \$64 less than that of Dane County. 27.5% of Monona’s 1,480 rental units were available in 2000 for less than \$500/mo, compared to 21% in Dane Co and 41% in Wisconsin.

Table 1.2: Comparison of Number and % of Rental Units by Monthly Rent Charged

	<\$200	\$200-299	\$300-499	\$500-749	\$750-999	\$1000-1499	>=\$1500	Median Rent
Wisconsin	30,696 5.0%	36,842 6.0%	189,366 30.7%	254,439 41.2%	78,955 12.8%	22,527 3.6%	4,881 0.8%	\$540
Dane County	1,666 2.3%	1,558 2.2%	11,746 16.5%	34,253 48.0%	15,670 22.0%	5,451 7.6%	1,037 1.5%	\$641
City of Monona	55 3.7%	65 4.4%	287 19.4%	759 51.3%	287 19.4%	27 1.8%	0 0.0%	\$577

Figure 1.5



The age structure of Monona's householders is certainly older than other Dane County municipalities, and similar to that of Milwaukee suburbs. Table 1.3 shows the proportion of householders by age group in each municipality. Notably, of all municipalities compared, Monona had the largest percentage of households with householders 45 years old or older in 2000 (61%). Approximately ¼ of Monona households had householders of 65 years or greater- similar to the proportion in Milwaukee suburbs.

Table 1.3: Comparison of the Number and % of Households by Age of Householder

Age of Householder	Monona	Cottage Grove	Middleton	Sun Prairie	Waunakee	S. Milwaukee	Wauwatosa	West Allis
Total HH	3,768	1,427	7,095	7,881	3,203	8,694	20,388	27,604
Age 15-24	167	46	500	560	116	379	531	1,467
	4%	3%	7%	7%	4%	4%	3%	5%
Age 25-34	549	437	1,567	1,739	540	1,399	3,599	5,093
	15%	31%	22%	22%	17%	16%	18%	18%
Age 35-44	765	450	1,530	2,035	1,054	2,082	4,386	6,132
	20%	32%	22%	26%	33%	24%	22%	22%
Age 45-54	783	242	1,649	1,534	665	1,687	3,947	4,876
	21%	17%	23%	19%	21%	19%	19%	18%
Age 55-64	507	99	807	817	318	978	2,162	2,965
	13%	7%	11%	10%	10%	11%	11%	11%
Age 65-74	473	71	475	586	224	1,085	2,218	3,011
	13%	5%	7%	7%	7%	12%	11%	11%
Age 75-84	405	57	423	476	200	844	2,330	3,073
	11%	4%	6%	6%	6%	10%	11%	11%
Age >=85	119	25	144	134	86	240	1,215	987
	3%	2%	2%	2%	3%	3%	6%	4%
Sum:	2,287	494	3,498	3,547	1,493	4,834	11,872	14,912
Age >=45	61%	35%	49%	45%	47%	56%	58%	54%
Sum:	997	153	1,042	1,196	510	2,169	5,763	7,071
Age >=65	26%	11%	15%	15%	16%	25%	28%	26%

Using census data, we can also estimate the types of households living in owner-occupied vs. rental homes by the age of the primary householder (see Figures 1.6 and 1.7). These figures show that of owner-occupied homes in Monona, over 70% have householders 45 years old or older, and over 30% have householders 65 years old or older. As is likely expected, Renter-Occupied homes have a younger composition of householders. In Monona, nearly 55% are under 45 years old, while in most of the other municipalities, the proportion of renters under age 45 is even greater.

Figure 1.6

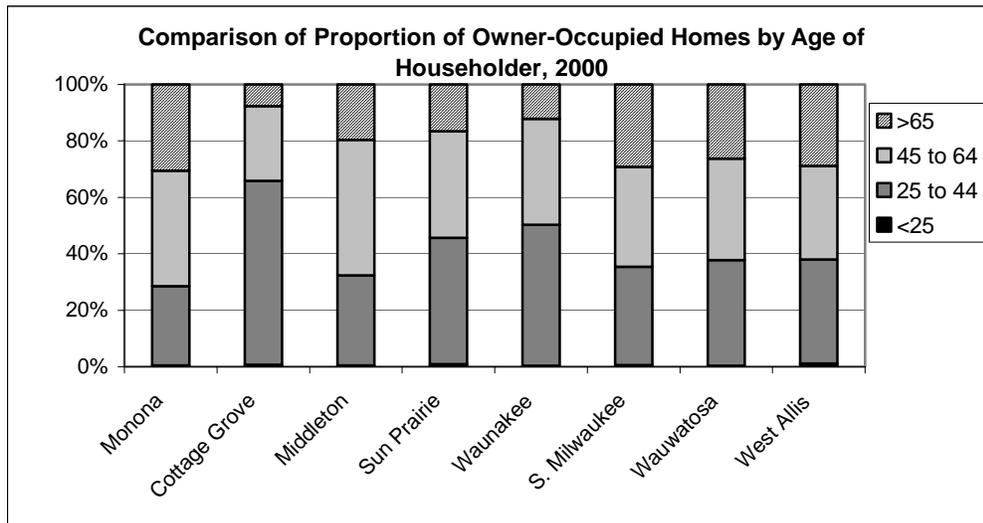
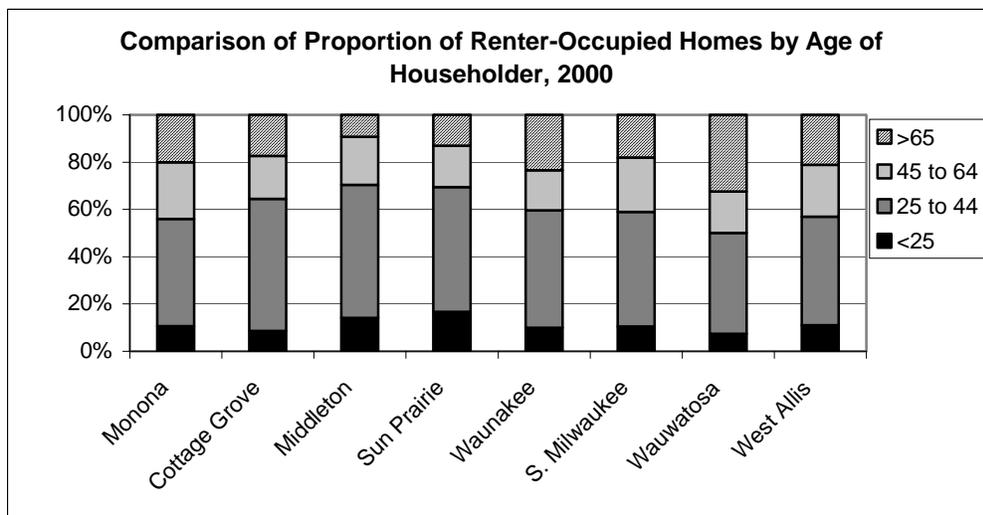


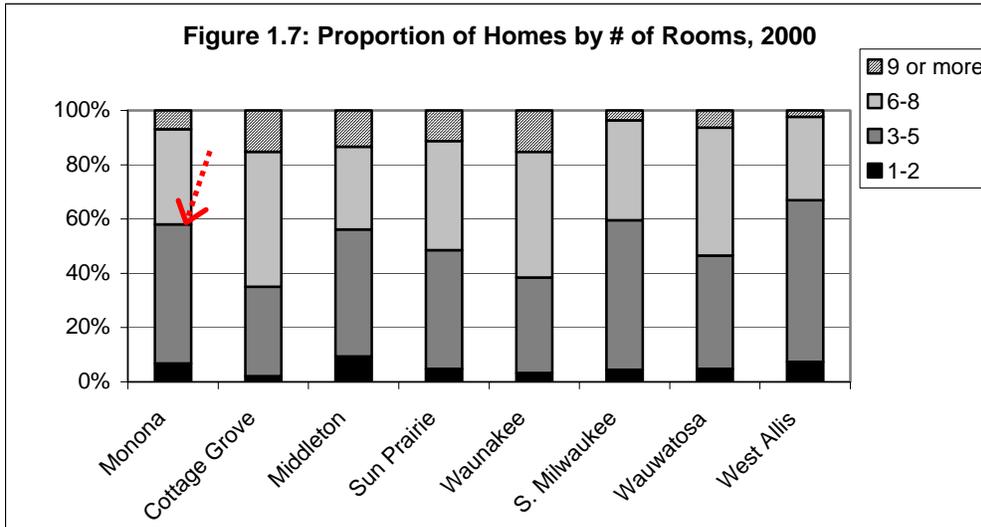
Figure 1.7



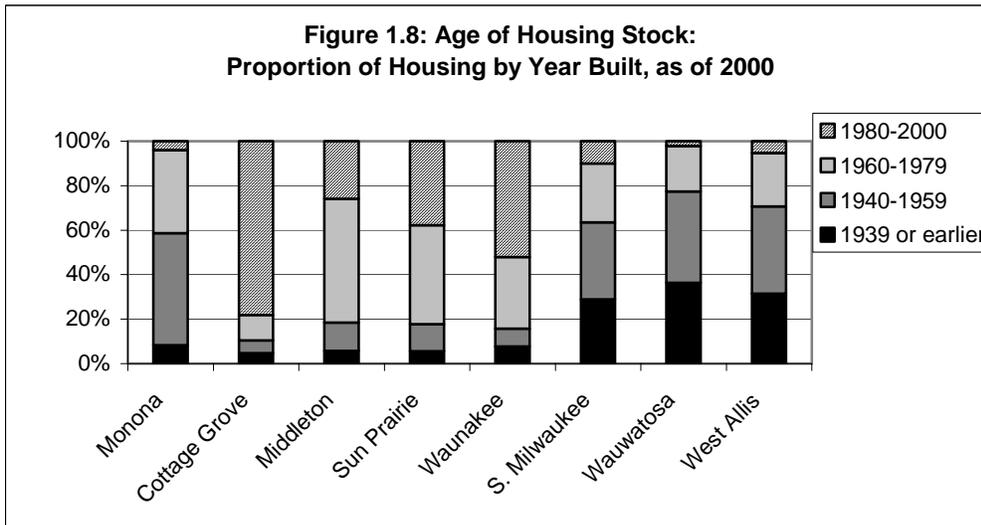
In general, the age composition of householders in the City has significant implications on housing (along with many other aspects of the community). First, policy-makers and citizens need to continue to ensure that the housing needs of Monona seniors are met. On the other hand, it is critical to work to attract and retain young people- singles, couples, and families, with diverse and attractive housing choices. It is important to put a policy framework in place to ease the transition of property ownership from seniors moving from single-family homes and turning them over to the next generation of owners.

1.3 Physical Characteristics of Housing

Although a much more detailed description of Monona's housing stock is found in Section 2, the Census provides useful data for comparing Monona to comparable municipalities with regard to the size and age of housing. As indicated by the dashed arrow in Figure 1.7, nearly 60% of Monona homes (owner-occupied and renter-occupied) have 5 or fewer rooms. Of the cities compared here, only South Milwaukee and West Allis have a greater proportion of homes in this size category, which reflects the age and architectural style of housing in these cities.



As seen in Figure 1.8, the age of housing stock in Monona compares closely to that in the Milwaukee suburbs chosen for comparison. 60% of Monona housing existing in 2000 was built before 1960. In contrast, at least 80% of the housing stock in all other Madison suburbs compared here was built after 1959.



Section 2: Housing Stock, 2006

This section focuses on the preliminary analysis of data provided by the City of Monona's Assessor, Accurate Appraisal, Inc. Parcel-level data, including 2006 value, condition, age, and size of residential properties across the City, was joined to a City of Monona parcel layer in a Geographic Information System (GIS) for mapping and analysis.

The following assumptions were made throughout the mapping and analysis:

- Residential parcels not designated by Accurate Appraisal as duplexes or multifamily dwellings are assumed to be single-family homes.
- Parcels that have a mailing address different from the property address are assumed to be renter-occupied properties.

2.1 Monona Housing Type, Age, and Value

As evident in Table 2.1 and Figure 2.1, the City of Monona's residential areas are dominated by single-family homes, with exceptions located within a few blocks of Monona Dr. on the east side and Broadway on the south side. Consistent with current zoning codes, there is very little mixing of dwelling types within the single-family core. At the time this data set was created, residential parcels across the city could be summarized as follows:

Table 2.1: Taxable Residential Properties by Type and Value

	# Parcels	# Living Units	Total Assessed Value
Single-Family	2,329	2,329	\$610.3 M
Duplex	83	166	\$18.6 M
Multifamily	80	870	\$56.0 M
Total Residential	2,492	3365	\$684.9 M

The vast majority of residential property in Monona was built in the 1950's and 1960's. As seen in Figure 2.2, newer development is scattered sparsely across the City, with the exception of a cluster of newer homes near Stoughton Rd to the East. The age of homes along the Lake Monona waterfront is quite diverse, perhaps due to gradual demolition and rebuilding over the decades.

At the direction of the CDA, the primary emphasis of analysis and mapping efforts has focused on single-family housing – both owner-occupied and renter occupied- throughout the City. However, the CDA should continue to consider creative opportunities for the long-term evolution of single-use residential districts across the city into mixed housing types and mixed-use areas that can appropriately serve the needs of current and future residents.

As seen in Figure 2.3, high value homes are geographically focused on the Lake Monona shore, as well as the central core of the City in the vicinity of McKenna Rd.

Figure 2.1

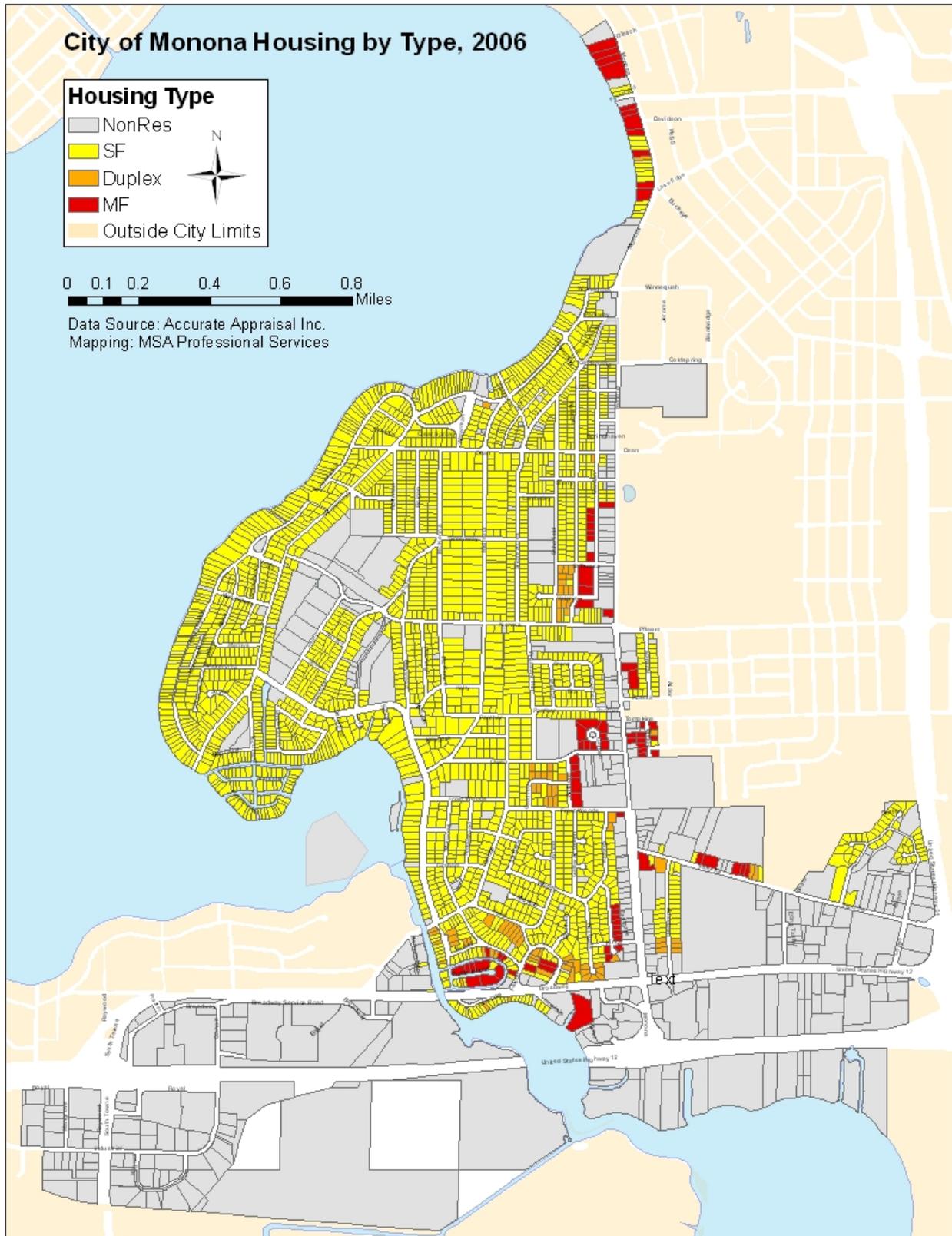


Figure 2.2

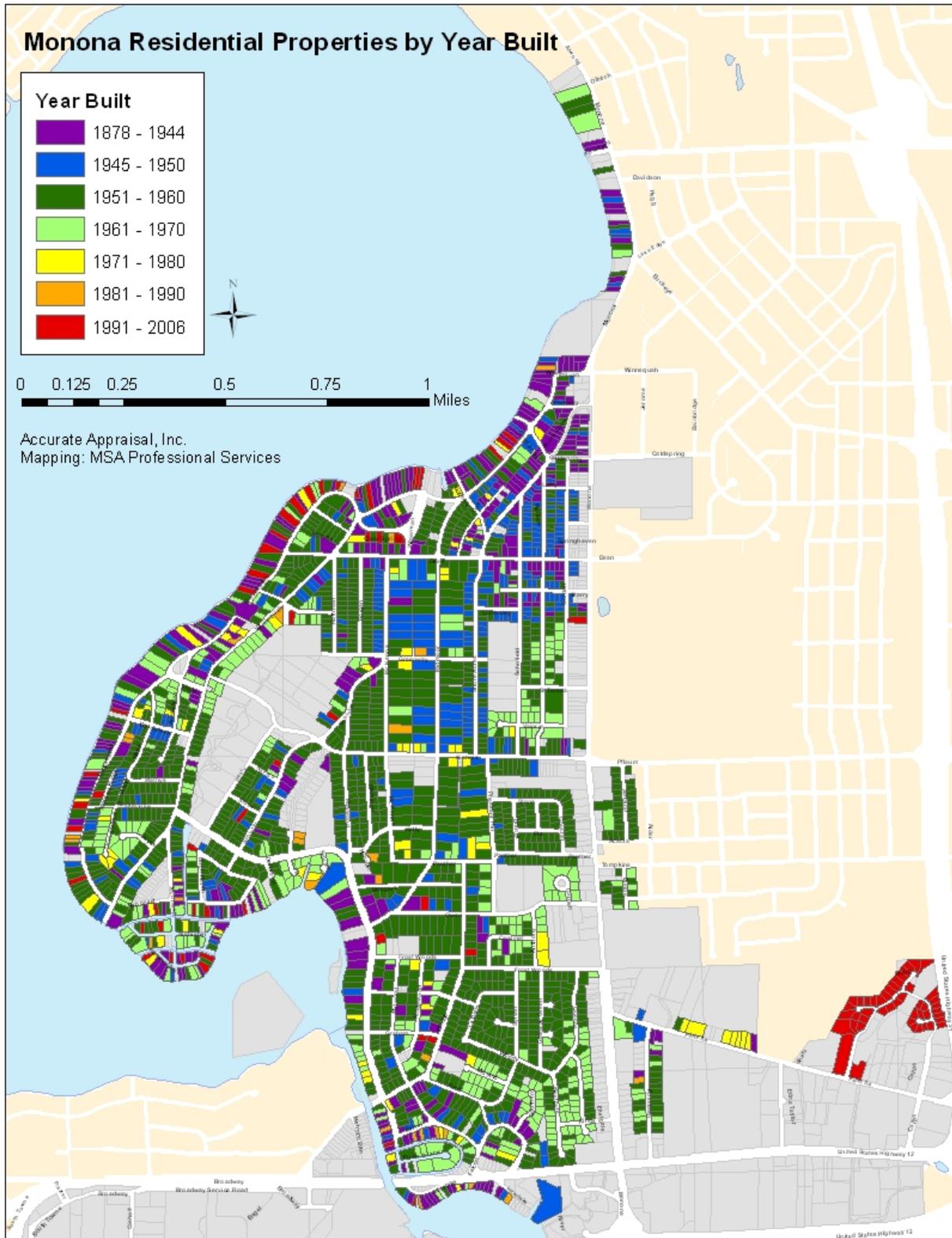
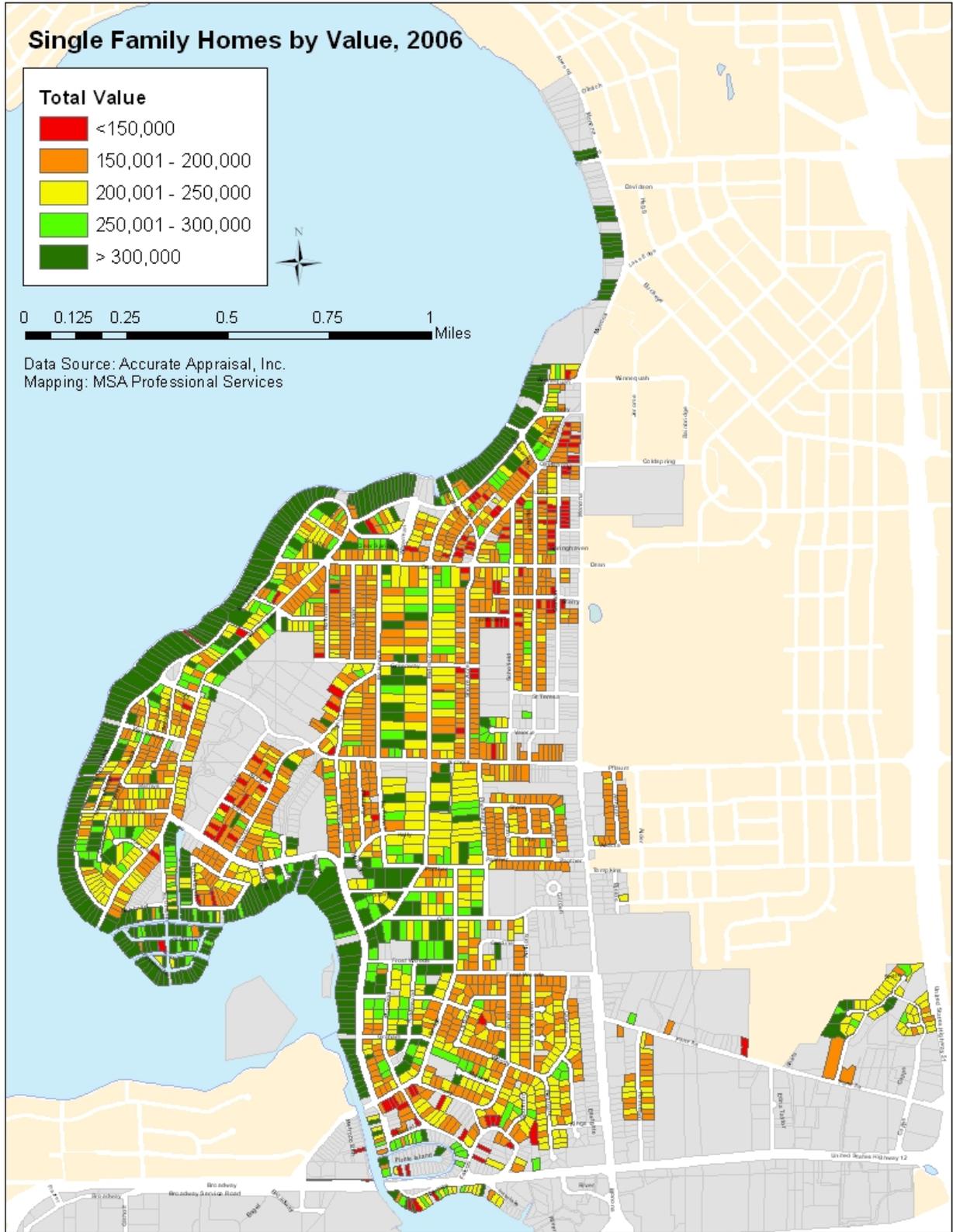


Figure 2.3



Single-Family Homes by Room Characteristics

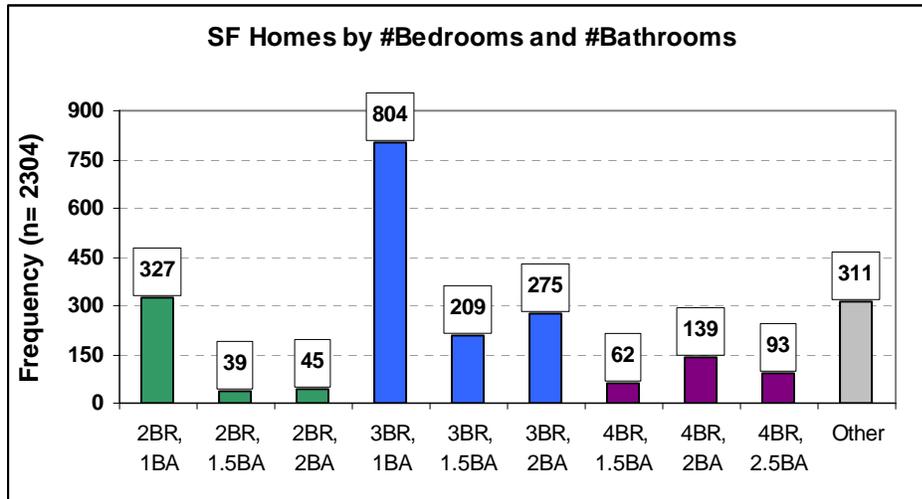
Monona housing is fairly diverse for a City of its size, ranging from small 1-bedroom cottages to large 5-bedroom lakefront homes (see Figure 2.5 for the geographical dispersion of single-family homes by number of bedrooms). As gleaned from Table 2.2 and Figure 2.4, the “typical” Monona home is valued at approximately \$200,000, has 3 bedrooms, 1 bathroom, 1,300-1,400 sq. ft. of living space, and was built in the mid-1950’s.

The general trend in Monona suggests that as the years went by in the mid 1900’s, homes were gradually built with a greater number of bedrooms.

Table 2.2: Single-Family Housing by # Bedrooms

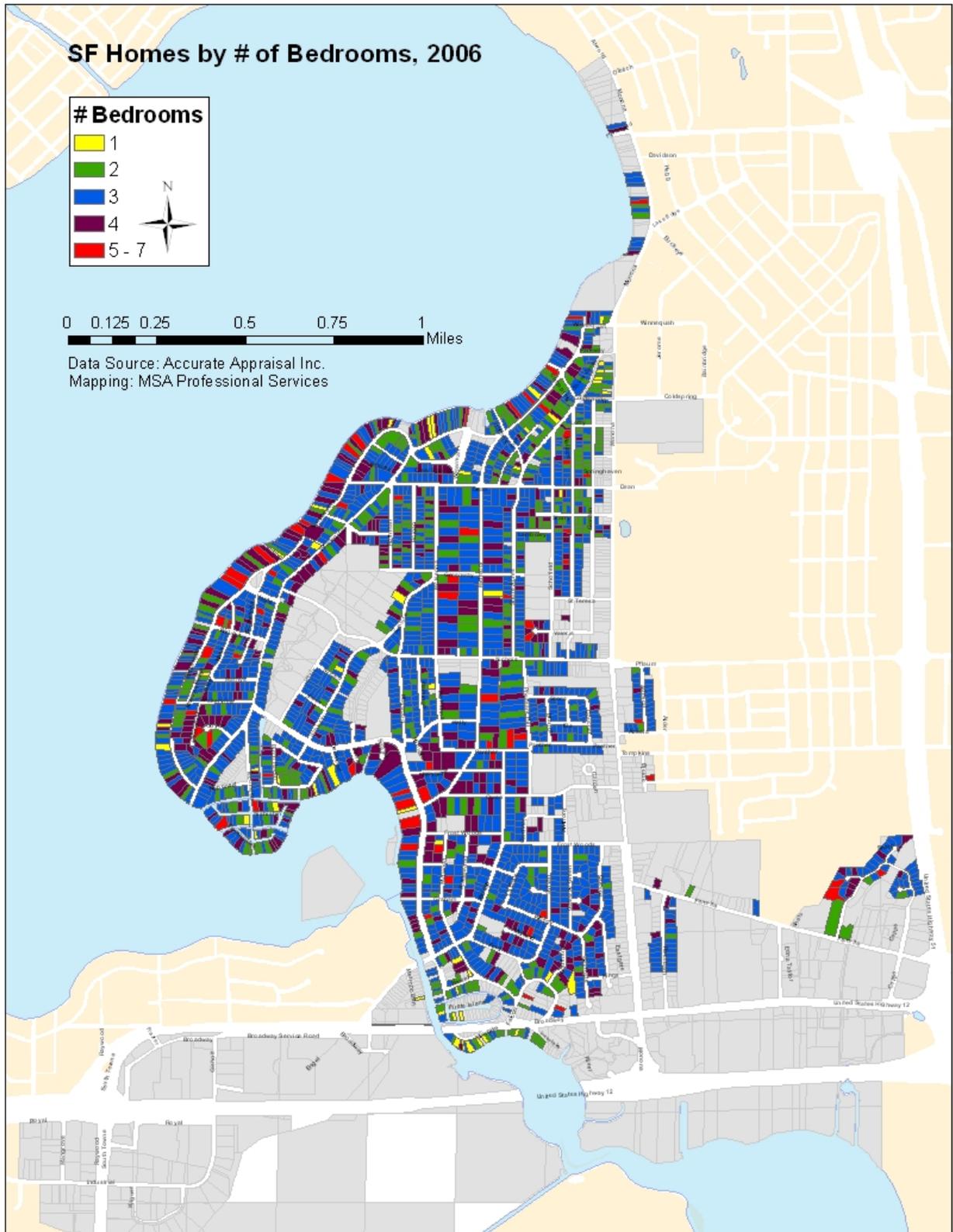
# Bedrooms	Count	Livable Area		Total Value		Year Built	
		Median	Mean	Median	Mean	Median	Mean
1	31	796	869	153,300	187,987	1936	1934
2	422	1,107	1,207	181,300	221,396	1950	1949
3	1405	1,305	1,452	199,500	242,850	1955	1955
4	380	2,006	2,111	256,950	341,480	1956	1959
5	58	2,363	2,874	323,250	515,426	1960	1963
>5	8	3,005	3,183	580,850	623,863	1957	1956
All SF Homes	2304¹	1,361	1,551	203,100	262,677	1954	1954

Figure 2.4



¹ This Figure and others to follow differ from the total number of single-family parcels in the database, due to missing assessment data on a small portion of the records.

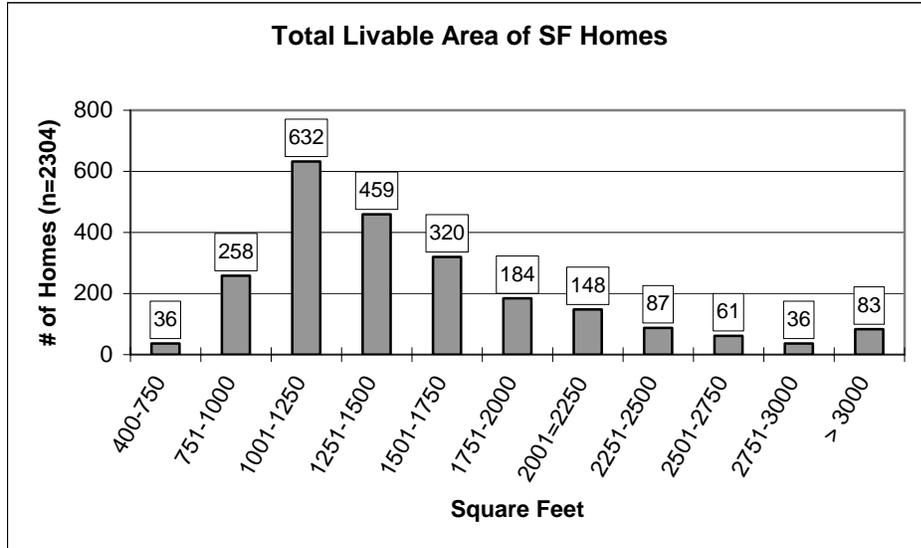
Figure 2.5



Single-family Homes by Livable Area

Livable area within single-family homes ranges from 400 to over 7,000 sq. ft., but nearly half lie within the range of 1,001-1,500 sq. ft., as shown in Figure 2.6 below.

Figure 2.6



It is not surprising to see that most of the largest homes are near Lake Monona, while small and medium-sized homes are scattered across the City (see Figure 2.7). For the purpose of this analysis, total livable area includes the square footage of any finished or partially finished basements, which was also included in the Accurate Appraisal dataset.

When compiled, the total value per square foot of all single-family homes in the City is \$169.40, but ranges from \$66/sq. ft. to \$581/sq. ft. (see Figure 2.8). The upper quintile (top 20%), of these homes is almost exclusively located along the Lake Monona shoreline, which is to be expected due to the premium value of waterfront lots. What is interesting to note is that there is no particular geographic area within the City that appears to contain the majority of the lower quintile (20%) of homes with regard to value per sq. ft.

2.2 Housing Condition

Although the assessment data does not include descriptive data related to architectural styles and construction materials, it includes two useful rating scales that may be used to visualize housing quality and condition throughout the City - “Condition, Desirability, and Usefulness” (“CDU”), and “Construction Quality”. The CDU rating (most significantly impacted by homeowner maintenance and investment) for the vast majority of single-family homes was “D”, or “average”, and the distribution can be summarized as shown in the tables below:

Table 2.3: Condition, Desirability, and Usefulness of Monona’s Single-family Homes

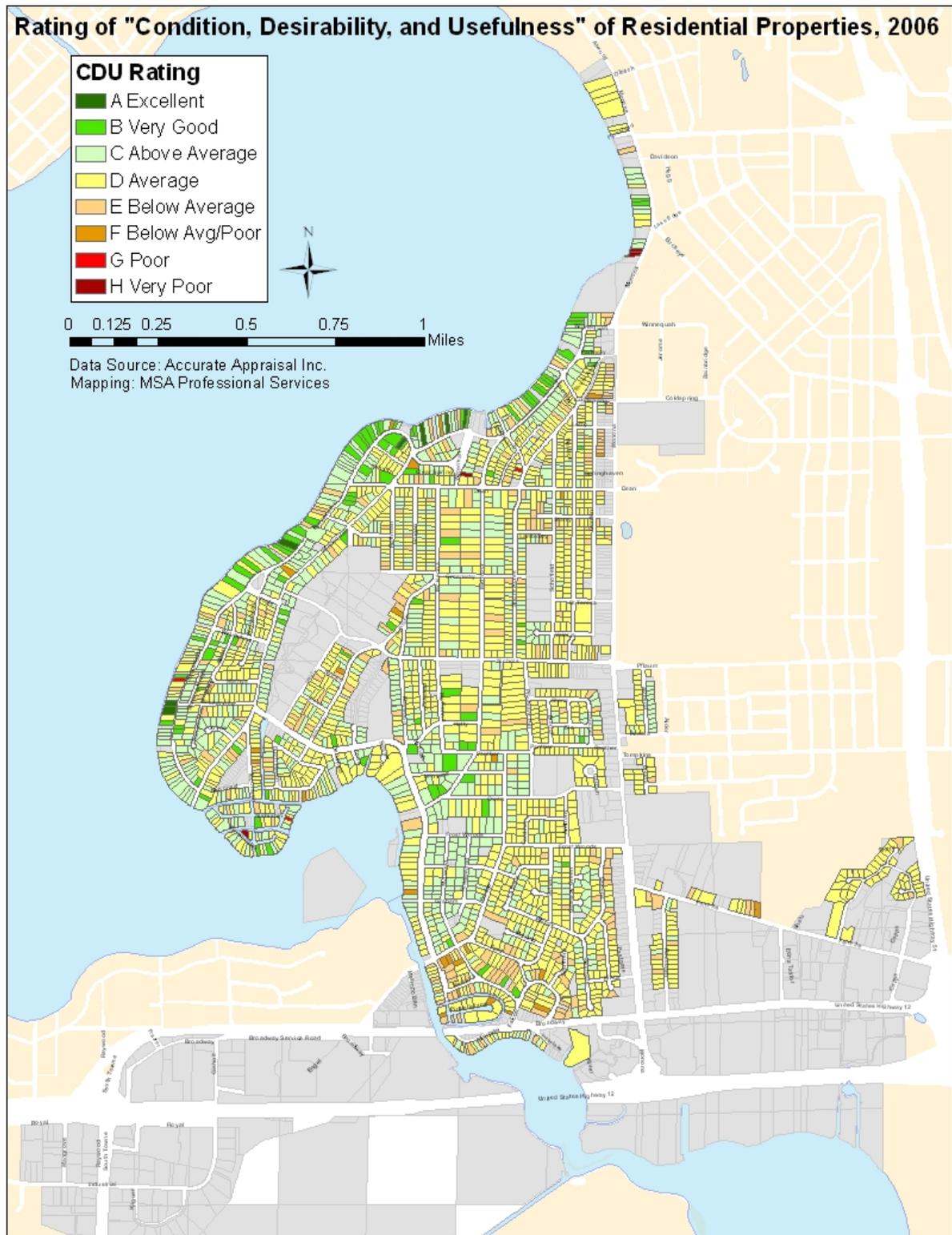
CDU rating	A	B	C	D	E	F	G	H
# Homes	8	99	701	1263	206	25	4	5
% of Rated Homes	0.4%	4.3%	30.3%	54.7%	8.9%	1.1%	0.2%	0.2%

Table 2.4: Description of Construction Quality of Monona’s Single-family Homes

Construction Quality	A+, A, A-	B+, B, B-	C+, C, C-	D+,D, D-	E
# Homes	15	129	2098	61	1
% of Rated Homes	0.7%	5.6%	91.1%	2.6%	0.0%

Overwhelmingly, Monona’s residential properties have an “average” ranking for construction quality, and an average to above average ranking for condition, desirability, and use. Figures 2.9 and 2.10 show a geographic distribution of residential properties based on each rating system.

Figure 2.9



2.3 Housing Tenure

Of particular interest to the CDA is the location and amount of renter-occupied single-family homes across the City. Based on the assumption that any property tax mailing address in the Assessor's records that differs from the property address is renter-occupied, there are 195 such single-family homes across the City of Monona at the time of this analysis. Ownership of these properties can be summarized as follows:

Table 2.5: Billing addresses for renter-occupied single-family homes

Property Tax Mailing Address	#	%
Out of State	26	13%
Within WI, but outside Dane Co	14	7%
Within Dane Co, outside Monona	82	42%
Within Monona	73	37%

On average, SF rental properties were built in 1951, but range widely in age from 1910 to 2005 construction. Their values range from \$51,900 to \$1.6 M, with the median at approximately \$184,000. Their size, by total livable area, ranges from 576 to 6,357 sq. ft., with the median at approximately 1,140 sq. ft.

The CDU ratings for renter-occupied SF homes are slightly lower than those of Owner-Occupied homes, as shown in Figure 2.11 below. Nearly 1/3 of the rented homes were ranked "below average" or lower, while only 9% of the owner-occupied homes were ranked this low. Only renter-occupied homes received the lowest score, "H". As shown in Figure 2.12, the assumed rental properties are scattered throughout the single-family neighborhoods in the City, rather than clustering in any one area.

Figure 2.11

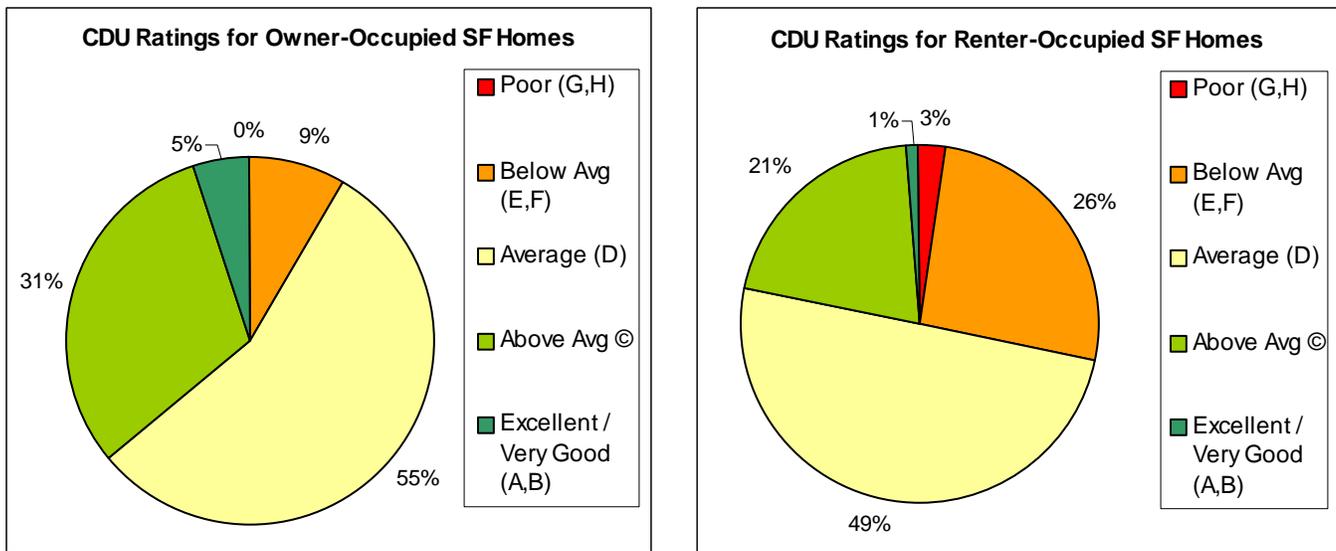
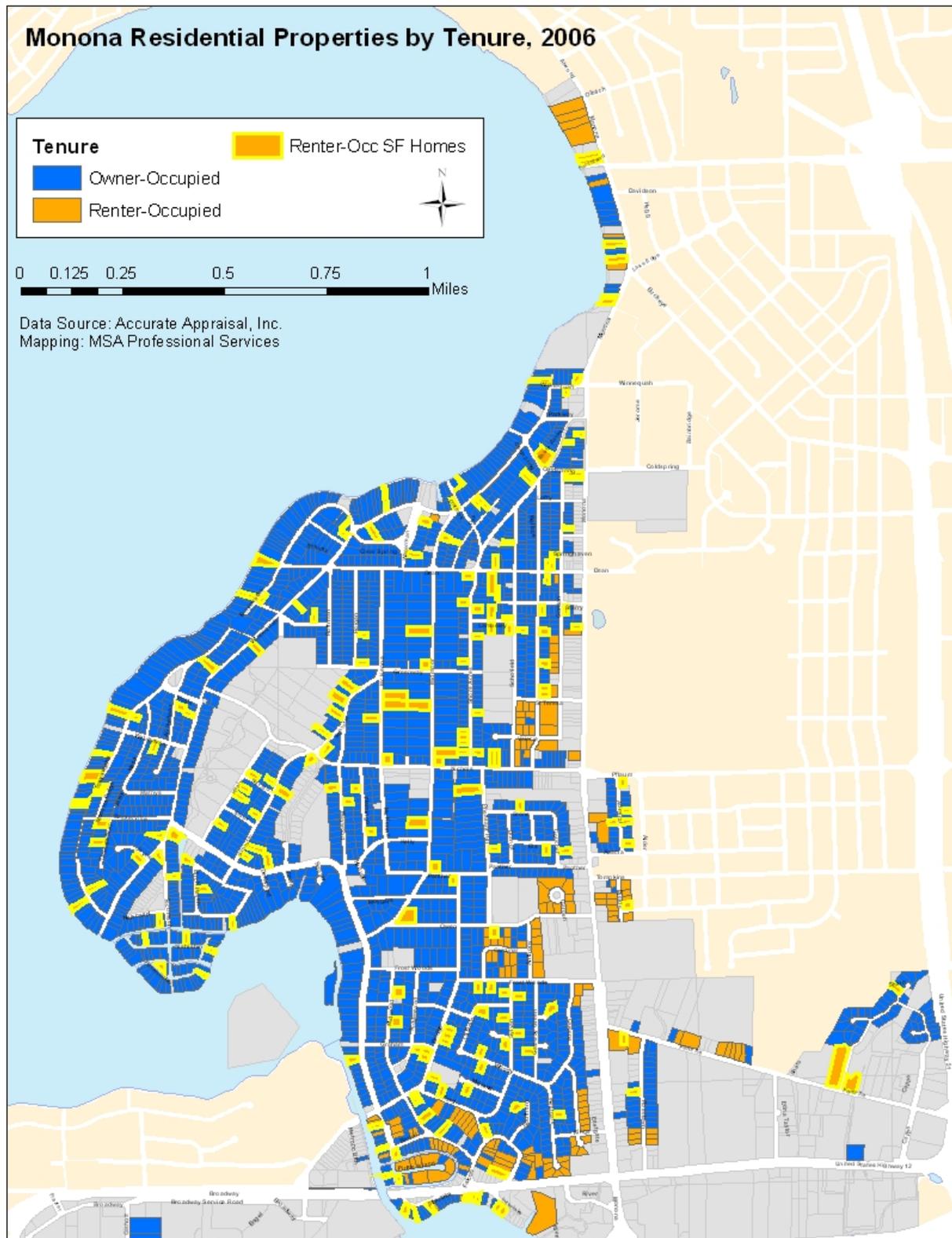


Figure 2.12



Section 3: Improvements and Code Violations

The City of Monona contracts with Independent Inspections, LLC, a firm with responsibility for building permits, complaints and code violations, and variances across the City. Records obtained from Independent Inspections in late 2006 were categorized and mapped for analysis.

3.1 Home Improvements

All communities are reliant on property owners to maintain and improve housing stock over time. In Monona, where housing stock is spatially constrained and was largely constructed in the 1950's and 1960's, property owners have an enormous influence on whether or not housing stock evolves over time to meet the needs of current and future residents.

Building permit records obtained from Independent Inspections help to explain what types of home improvement investments have taken place in recent years. Between January 2001 and October 2006, 1,158 permits related to 954 properties were recorded. Occasionally, one permit represents more than one type of project (i.e. room addition and bathroom remodel), for a total of 1,222 projects. Overall, there are over 200 permit descriptions, due to unique projects and combinations of projects. These were reviewed, coded, and summarized into 8 project categories as reflected in the table below.

Table 3.1

Type of Project	2001	2002	2003	2004	2005	2006	Total
New Construction		1	1	3	6	2	13
Exterior Work	53	26	34	46	38	473	670
Garage	11	3	5	18	12	3	52
Porch/Deck	9	21	17	33	30	21	131
Interior Addition	11	14	18	21	13	10	87
Remodel	14	24	34	43	55	44	214
Demolition	6	3		7	10	5	31
Other	2	4	6	5	3	4	24
Total	106	96	115	176	167	562	1,222

Permit descriptions were joined by address to a Monona parcel file using GIS, and mapped to illustrate spatial patterns that might exist throughout the City. As seen in Figure 3.1, home improvements within the past 5 years have been well distributed across the City, and the vast majority of waterfront properties have experienced a permitted activity of some kind.

Notably, 438 (38%) of all permits issued were specifically designated as a "re-roofing" in 2006. The majority of these improvements were very likely promulgated by storm damage and covered by insurance (see Figure 3.2).

Figure 3.1

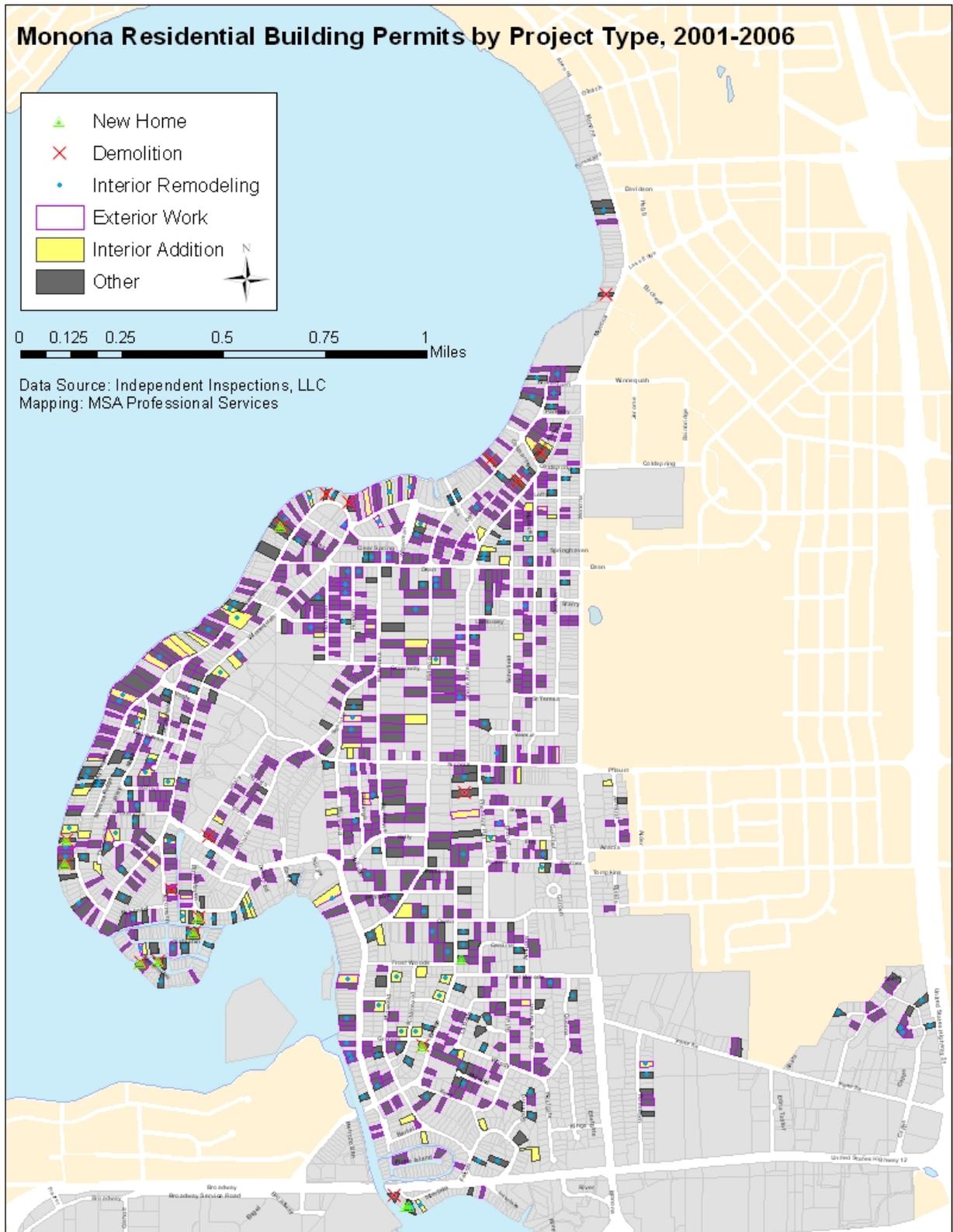
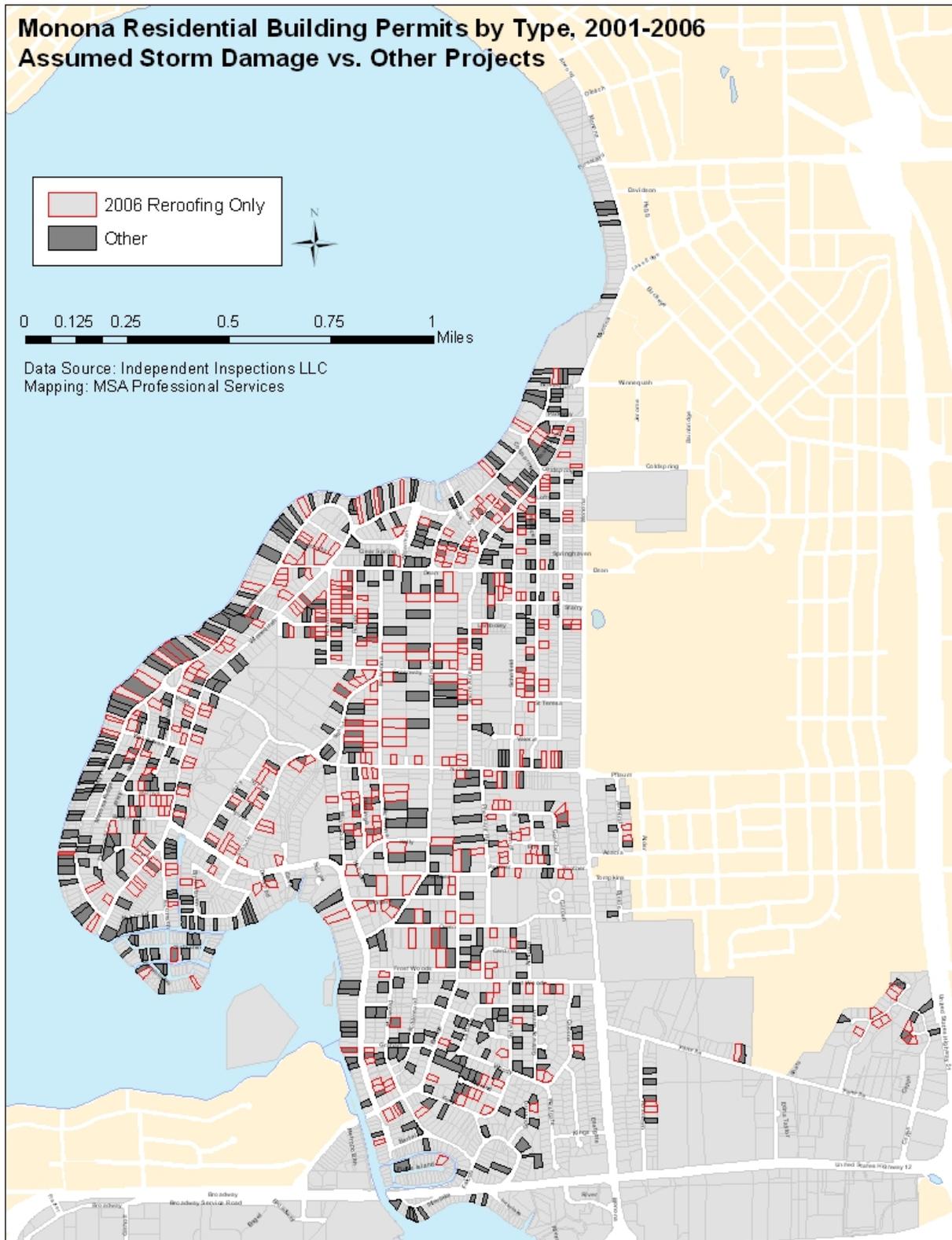


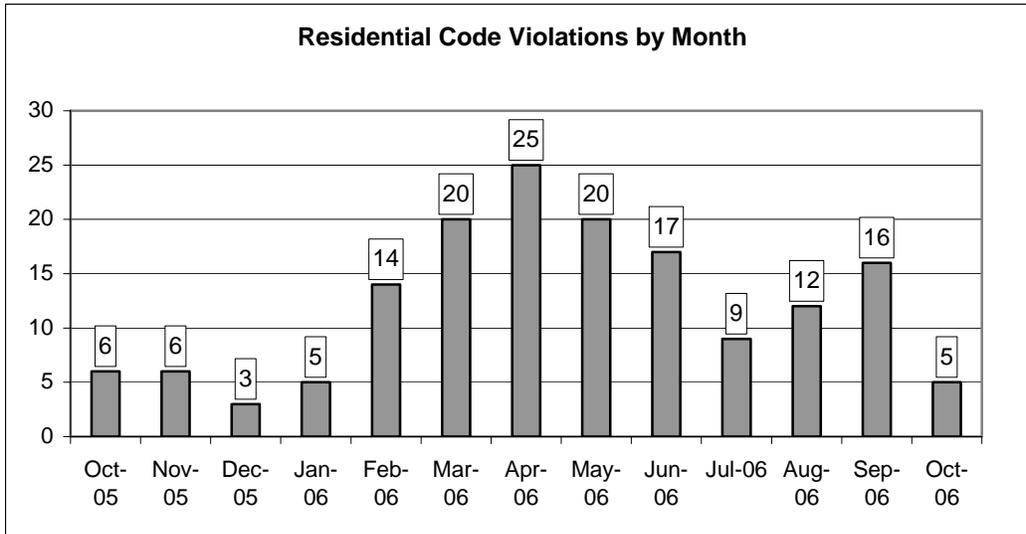
Figure 3.2



3.2 Code Violations

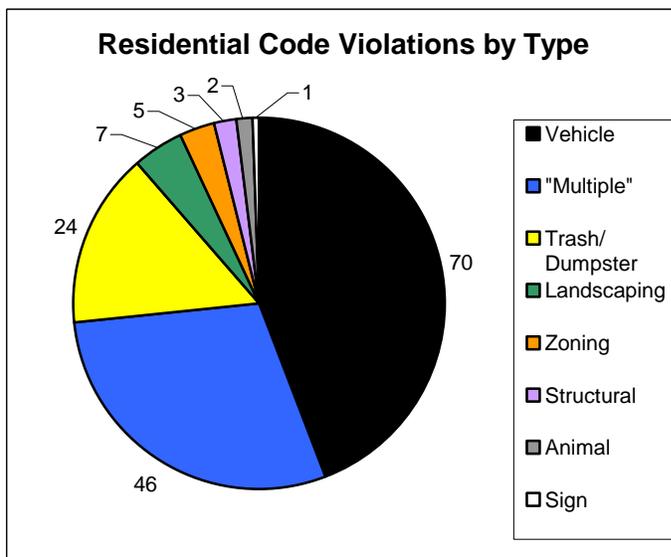
Independent Inspections provided a list of 512 code violations documented between October 2005 and October 2006. 158 (31%) of these violations occurred on residential properties. As seen in Figure 3.3, spring months seem to correlate with higher numbers of documented violations, at least in 2006.

Figure 3.3



Each violation described in the Independent Inspections LLC records was coded by type, and separated into 8 categories as shown in Figure 3.4. Notably, 46 of the records were simply described as "Multiple", lending little insight into the characteristics or severity of the violation.

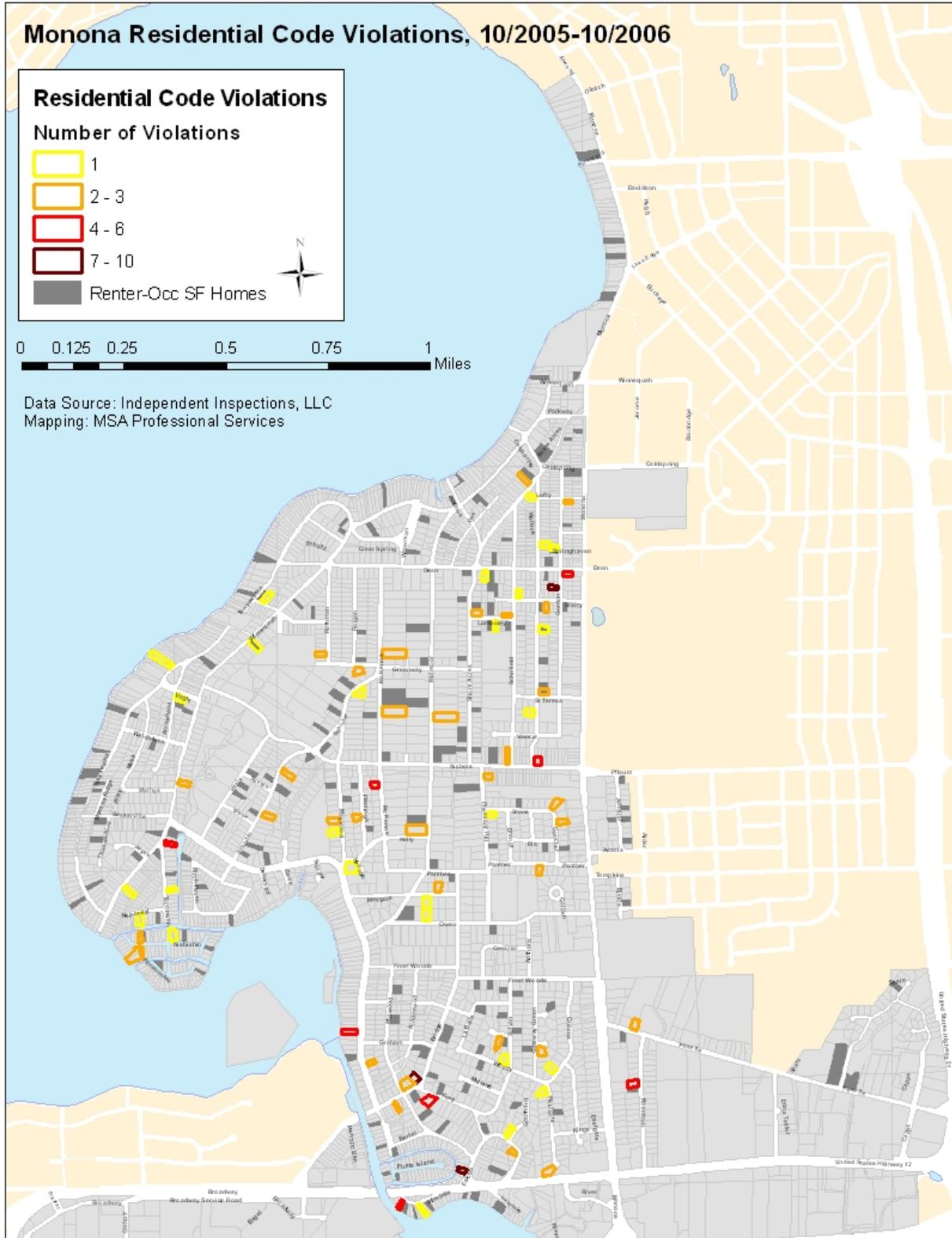
Figure 3.4



Also of interest is that only 10 of the violations occurred on properties with renter-occupied single-family homes (see Figure 3.5). The City may find it beneficial to analyze violations over the course of several years as a means of tracking physical decay. However, this data was not readily available from Independent Inspections LLC for the purposes of this study.

According to Bill Cole, the Monona City Attorney, documented complaints and code violations are taken seriously, and forfeitures should be assessed daily from the date of citation until the situation is remedied. However, the emphasis of the program is on remedying the violation, rather than for revenue generation. Reduced forfeitures are commonly awarded when defendants comply.

Figure 3.5



Section 4: 2006 Monona Housing Survey Results

The results of the Monona Housing Survey, completed in late 2006, provide important insights about Monona housing that are impossible to obtain from existing data sources. Residents' views on satisfaction with their homes, household plans, foreseen needs, and opinions about what types of housing Monona needs will directly inform the strategic housing process.

This summary of results is not exhaustive, nor are specific policy conclusions drawn from it. Instead, this section provides an overview of responses that we hope will elicit discussion and ideas at the CDA workshop. Responses to questions are displayed geographically when most pertinent; grouped by household type when appropriate; and occasionally cross-tabulated with other questions in an attempt to answer – and perhaps stimulate - pertinent questions.

4.1 Summary of Survey Procedure

In October 2006, each Monona household received a copy of a 33-question housing survey (inserted in the City's fall newsletter, and had an opportunity to fill out and return the survey or complete an equivalent web-based survey accessible from the City website. In an effort to increase participation, \$50 gift certificates from the Monona Chamber of Commerce were purchased by the consultant and awarded to five randomly chosen respondents. Two short articles promoting the survey appeared in the Monona Community Herald, and a follow-up reminder postcard was mailed to all residents in mid-November. Based on geographic gaps discovered during a preliminary analysis of responses, follow-up surveys with postage-paid return envelopes were mailed to 279 households in mid-December, resulting in 46 additional responses.

4.2 Survey Respondent Demographics

Survey efforts resulted in a total of **766** responses (350 web-based and 416 paper-based), representing approximately 20% of all Monona households. Results to questions 1-5 of the survey helped to separate results by household type and geographic area. Respondent households can be categorized as shown in Table 4.1:

Table 4.1: Question 5

Household Type ²	Renters	Owners	Unknown Tenure	Total
A: HH with youth (<18)	21	191		212 (28%)
B: HH with seniors (>65)	20	196	3	219 (29%)
C: HH without youth or seniors	50	280	1	331 (43%)
D: HH with seniors & youth		4		4 (1%)
Total	91 (12%)	671 (88%)	4 (1%)	766 (100%)

The average household size of respondents was 2.31, slightly higher than the citywide average household size of 2.12 in the 2000 Census. Respondents by household size are shown in Figure 4.1. Geographically, respondents were well distributed throughout the City (see Figure 4.2).

² This categorization was not directly entered by respondents, but was generated by responses to question 5 - the number of individuals within the household by age group.

Figure 4.1: Question 5

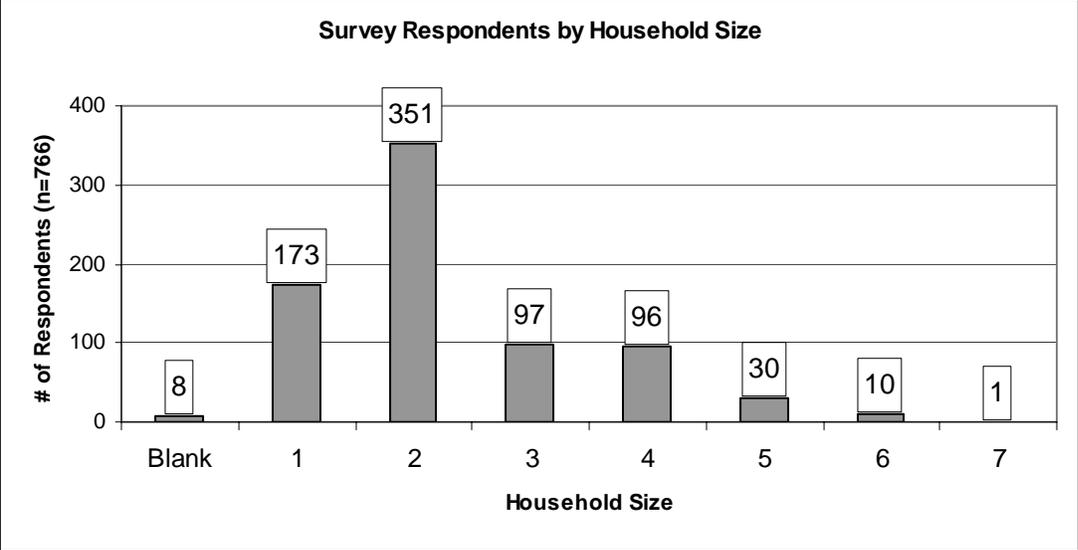
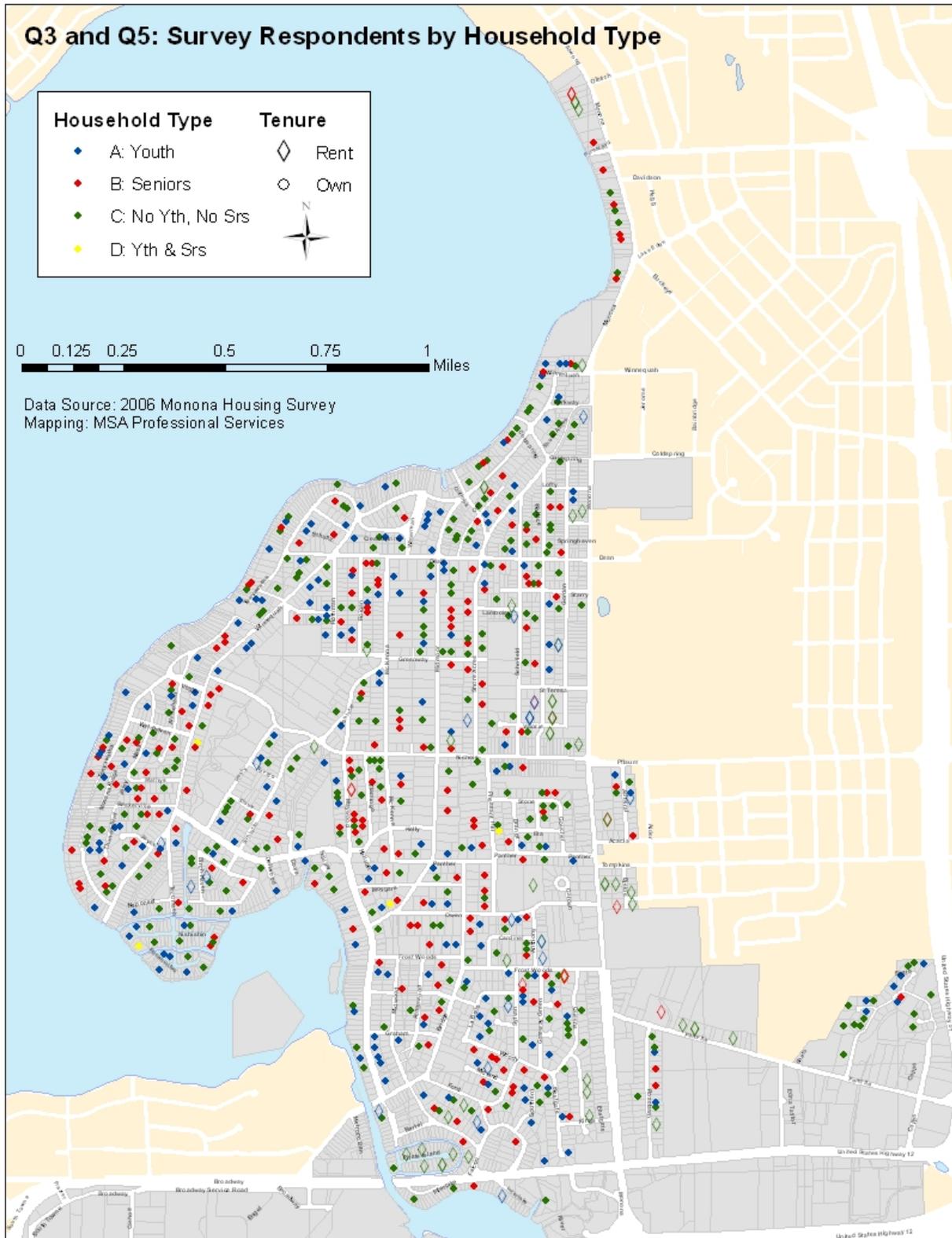


Figure 4.2: Questions 3 and 5



Nearly all of the renter households responding to the survey provided their monthly rents, ranging from \$165 to \$1,700. The mean rent reported was \$772, and rents were distributed as shown in Table 4.2.

Less than half of the owner households responding to the survey provided a number for their monthly mortgage payment information in response to question 4. However, it can be assumed that some of the blank responses may represent a paid-off mortgage. The mortgages of the 288 households reporting ranged from \$174 to \$10,000, with a mean of \$1,208. Reported mortgages were distributed as shown in Table 4.2. Prior experiences and the literature on social surveys reveals that gathering accurate income, rent, or mortgage information is always problematic, as respondents tend to over- or under-report data, often out of personal security concerns. Therefore, we must consider this data only casually.

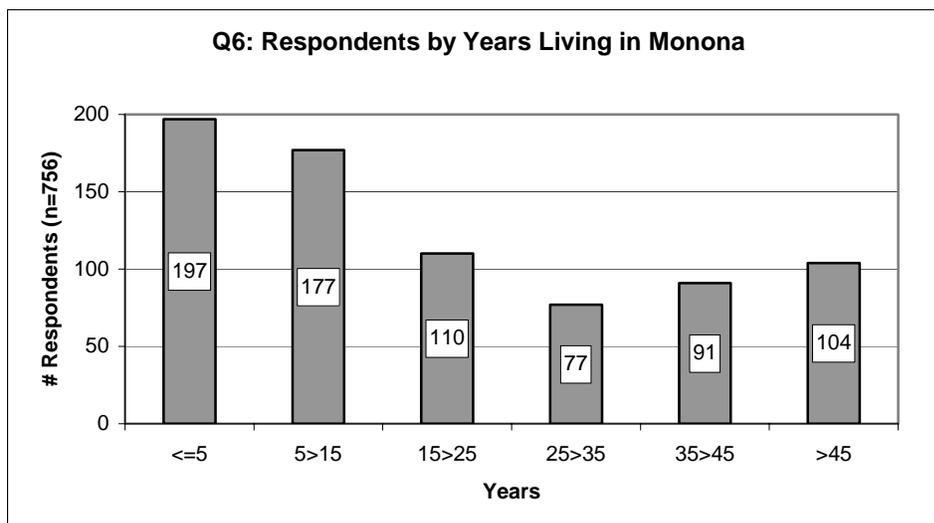
Table 4.2: Question 4

Monthly Payment Range	#Renters Responding	#Homeowners Responding
<\$500	5	14
\$500-\$759	44	43
\$750-\$999	21	64
\$1000-\$1249	9	69
\$1250-\$1499	4	37
\$1500-\$1999	3	34
\$2000 or >	0	27
Total Responding	86	288

4.3 Movement of Monona Residents

Survey respondents have lived in Monona for an impressive average of 20.9 years, ranging from 1 month (at the time of response) to 75 years.

Figure 4.3: Question 6



Prior to living in Monona, respondents lived in 27 different states and one foreign country, although the majority came directly from the City of Madison. Survey results suggest that newer residents have arrived in Monona from places similar to the respondents as a whole.

Table 4.3: Question 7

Where do Monona residents come from?	All Respondents Answering Question	Respondents living in Monona for 5 years or less
Madison	448 (60%)	105 (56%)
Dane County (not Madison)	87 (12%)	32 (17%)
Wisconsin (outside Dane Co)	100 (13%)	23 (12%)
Out of State	109 (15%)	29 (15%)
Total Responding to Question	744	189

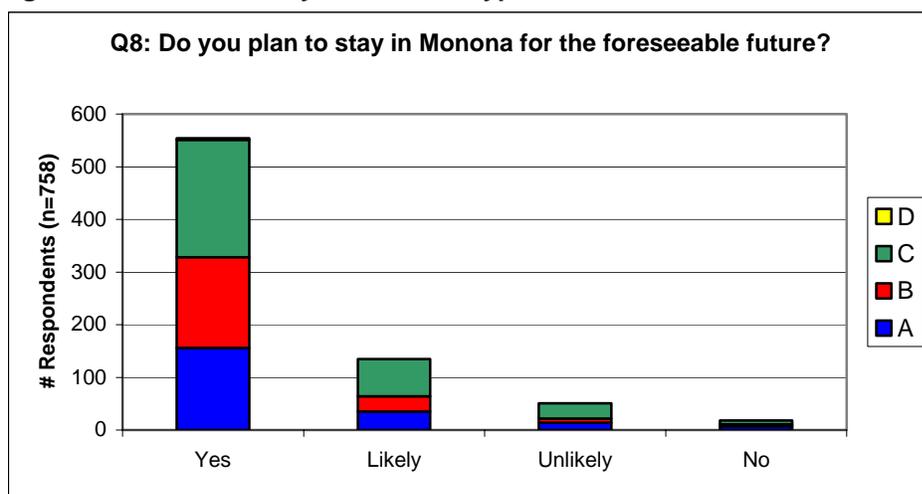
Over 90% of respondents will or are likely to stay in Monona for the foreseeable future. Extrapolating this figure to the population as a whole may be risky. This is due to the possibility that those intending to stay in Monona were probably more likely to respond, since the housing plan will have a heavier impact on their own futures.

For this question and others to follow, responses have been summarized by the household types described in section 4.1:

- Type A:** Households with at least one member under the age of 18 (youth)
- Type B:** Households with at least one member over the age of 65 (senior)
- Type C:** Households with neither youth nor seniors (empty nesters, young adults, singles, etc.)
- Type D:** Households with at least one youth and at least one senior (only 4 total)

As shown in Figure 4.4, no single type of household seems to be more likely than another to leave Monona in the near future. Responding “Yes” were 74% of “Type A” households, 81% of “Type B” households, and 68% of “Type C” households.

Figure 4.4: Question 8 by Household Type



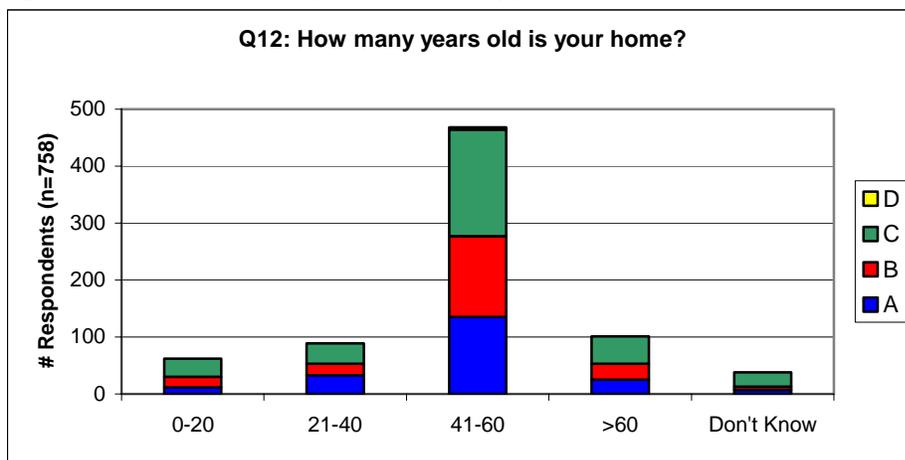
4.4 Monona Grove Schools

Questions 9-11 were included to gain a better understanding of how involvement in the school district might affect opinions on housing and plans for the future. Nearly half of the respondents (358) either currently have children currently enrolled in Monona Grove Schools, have had children enrolled within the past 10 years, or will likely have children enrolled within the next 10 years. 23% of those reporting currently have children in MG schools, 36% have had children enrolled in the past, and 29% will have or will likely have children enrolled within the next 10 years.

4.5 Respondents' Housing Characteristics and Needs

Questions 12 – 16 focused on respondent's perceptions about their current properties/homes, as well as housing needs in the near future. As shown in Figure 4.5, the vast majority (65%) of respondents live in homes built between the years of 1946 and 1965, consistent with the overall age of housing stock in the City.

Figure 4.5: Question 12 by Household Type



80% of respondents rate the condition of their home as either “Excellent” or “Good”, while only 2% rate the condition of their home as “Poor”. Figure 4.7 shows a geographic distribution of housing condition based on survey responses.

Figure 4.6: Question 13 by Household Type

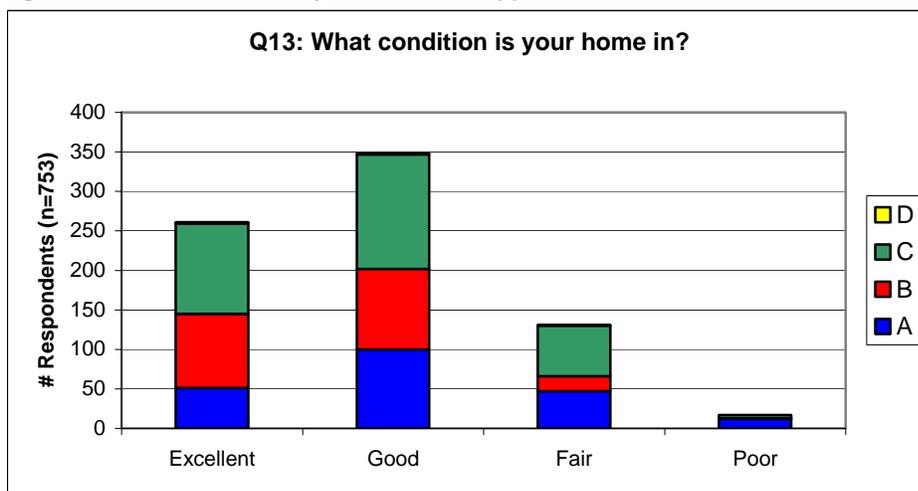
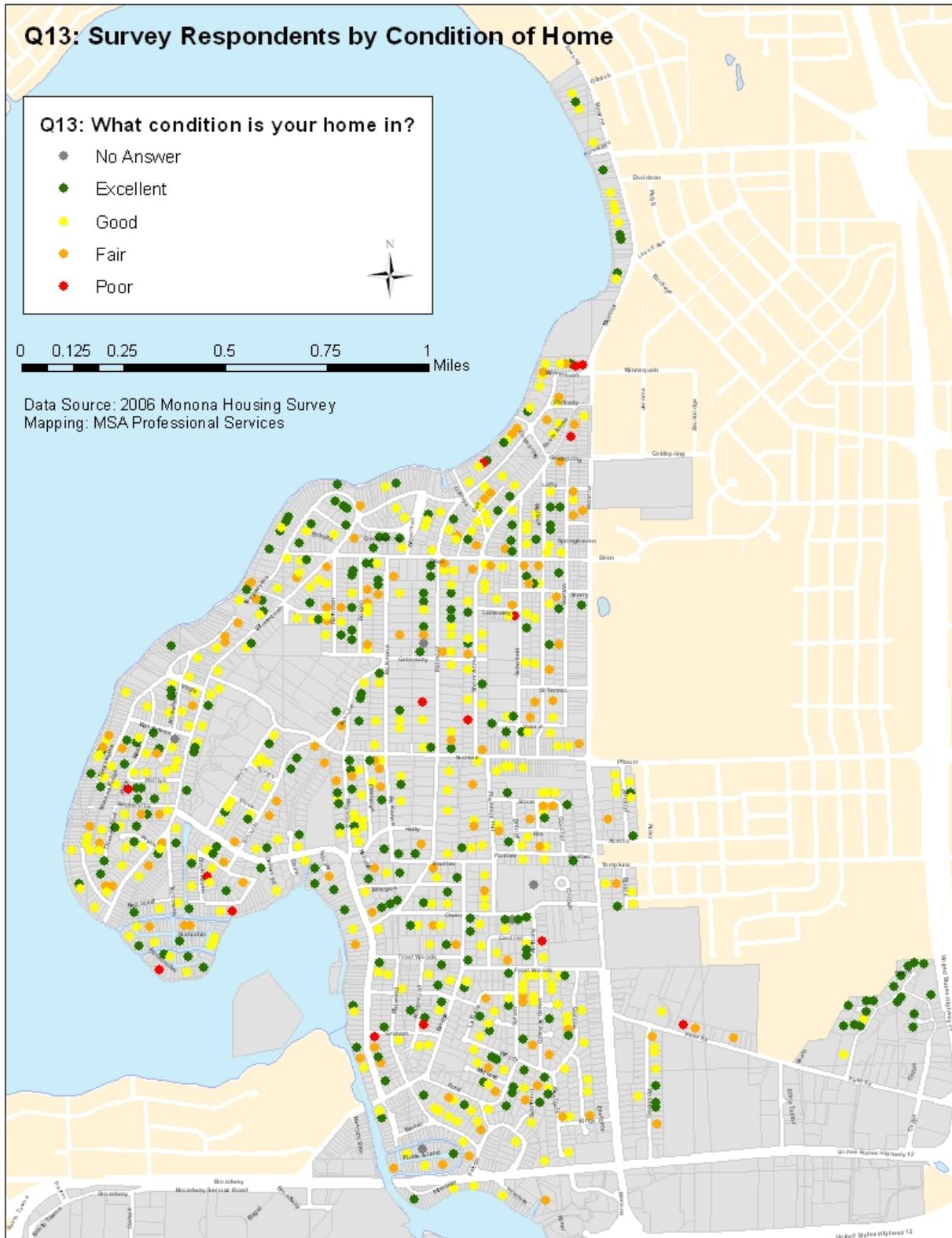
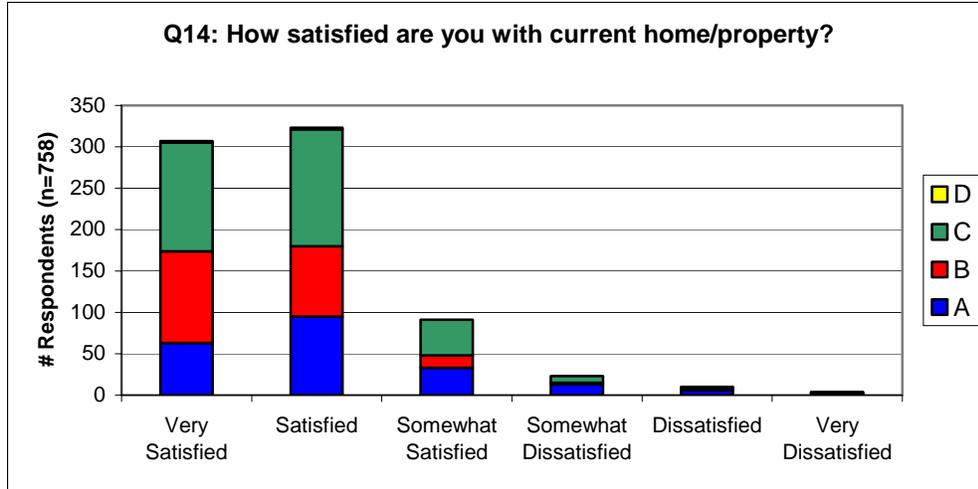


Figure 4.7: Question 13



Respondents were generally satisfied with their current properties, with 84% indicating that they were “satisfied” or “very satisfied” (see Figure 4.8). Only 37 (5%) respondents expressed any level of dissatisfaction with their current home/property. Of these, 11 were renters, 25 were homeowners, and 1 did not indicate tenure.

Figure 4.8: Question 14 by Household Type



In questions 15 and 16, respondents were asked about the type and size of housing they would seek out, if they were to move within the next 5 years. Naturally, answers to these questions vary based on household type, as well as household size. However, the majority of respondents indicated that they would seek a 2-3 bedroom single-family home, which are plentiful in Monona.

As seen in Figures 4.9 and 4.10, nearly all of the “Type A” households (those with youth) would prefer a single-family home with 3 or more bedrooms. 39% of “Type B” households (those with seniors) would likely seek Senior Housing and 24% would seek a condominium. While the majority (62%) of “Type C” households would prefer a single-family home, over 20% of them indicate a preference for a condominium.

Figure 4.9: Question 15 by Household Type

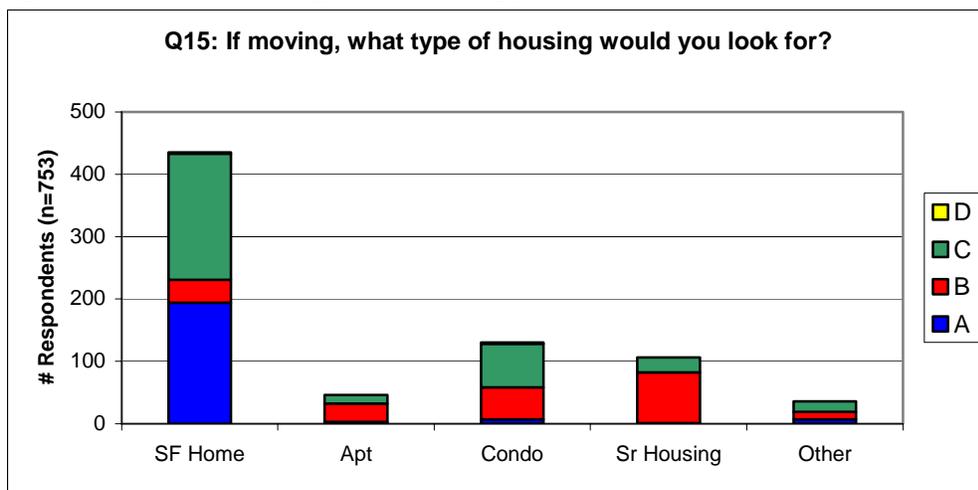
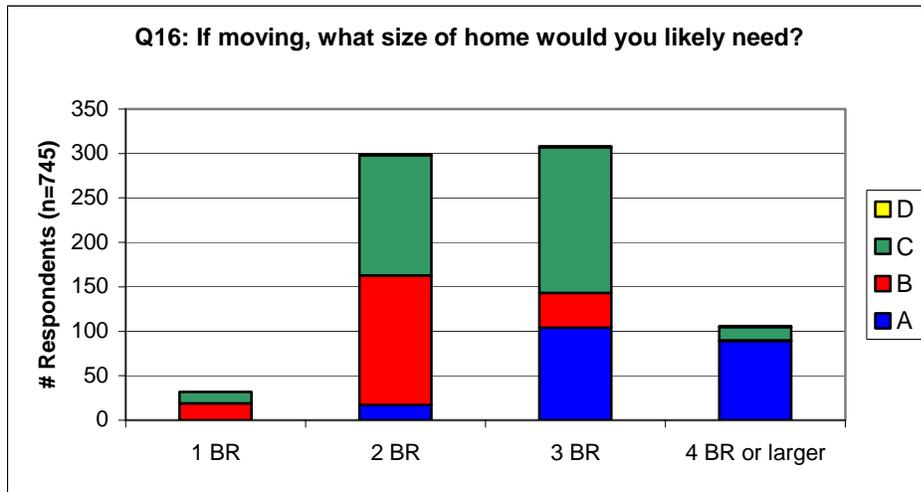


Figure 4.10: Question 16 by Household Type

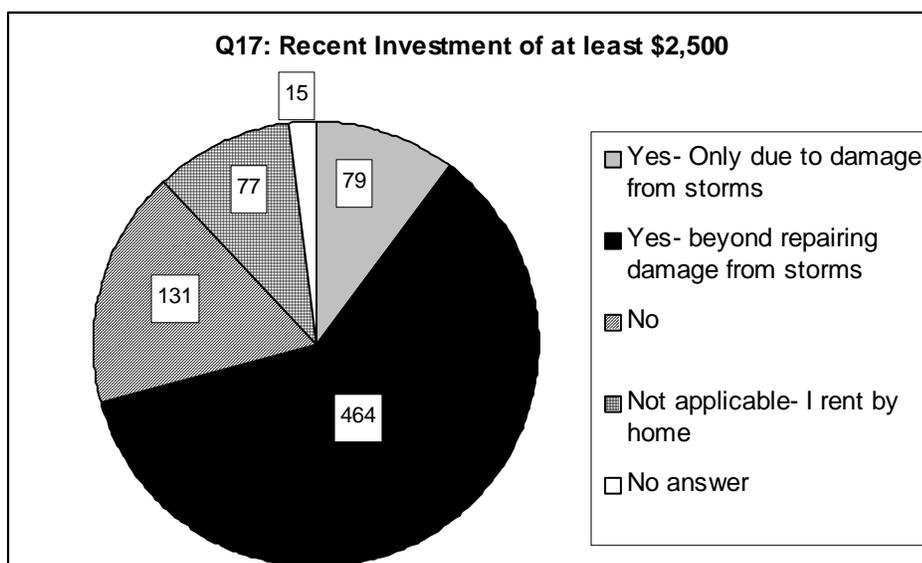


4.6 Respondents' Investment in Home and Property

As shown in Figure 4.11, 464 respondents (456 homeowners, 5 renters, and 3 with unknown tenure) reported that they had recently invested at least \$2,500 into home improvements beyond storm damage repairs, representing approximately 68% of the homeowners responding. An additional 131 reported that they had invested at least \$2,500 due to storm damage

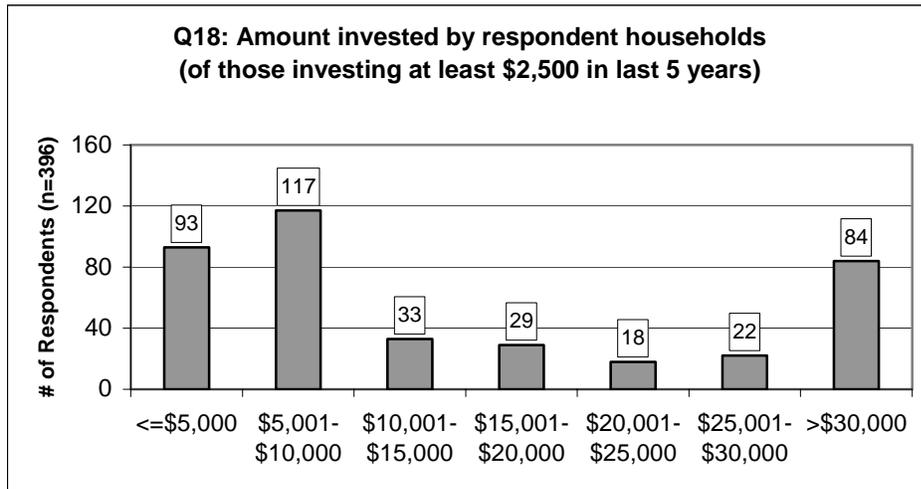
A rough comparison with building permit data uncovers a significant discrepancy. While 68% of homeowners report recent investments, only approximately 20% of all single-family owner-occupied homes are found in permit records for projects other than 2006 reroofing. At first glance, this discrepancy seems to suggest that those investing in their homes were far more likely than others to respond to the survey. However, combined with this is the likelihood that home improvements frequently occur without a permit. Building permit records may not be an accurate source for gauging the amount of investment made by Monona homeowners to maintain and improve properties, but are a great data source for showing trends over time.

Figure 4.11: Question 17



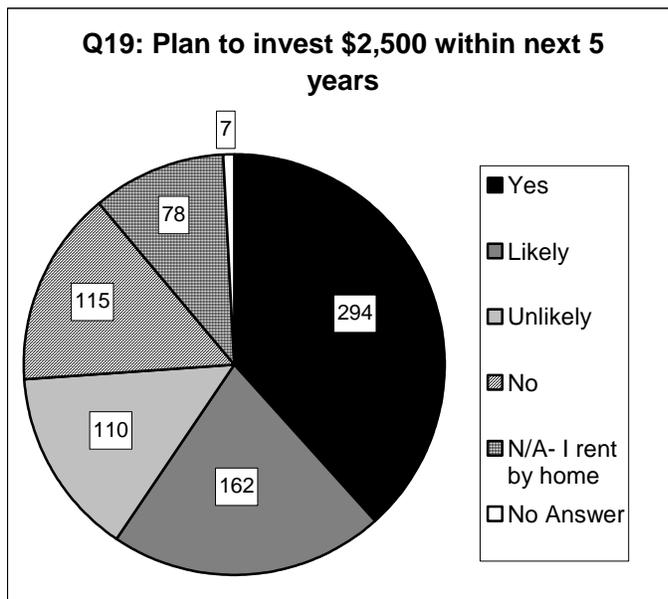
As summarized in Figure 4.12, reported investments for improvements beyond storm damage ranged widely from \$1,000 to \$700,000. The average investment (inflated by a few reporting figures which are most likely for new construction) was \$27,074, and the median investment was \$10,000.

Figure 4.12: Question 18



Based on responses, home improvement in Monona is likely to remain strong over the course of the next 5 years. Nearly 60% of respondents report that they will or will likely make significant investments in their homes (see Figure 4.13).

Figure 4.13: Question 19



Notably, those reporting recent investments are more likely to *continue to invest* in the coming years than those that have not invested in the recent past (see Figure 4.14). This is likely influenced by several factors, including financial resources, quality of home, age of householder, and others.

In Figure 4.15, a cross tabulation of responses to Q19 and Q12 (condition of home) shows that 83% of homeowners with the perception that their home is in fair or poor condition will or are likely to invest in improving it. Comparatively, 65% of homeowners with homes in excellent or good condition will or are likely to invest in continued improvements.

Figure 4.14: Question 19 by Question 17

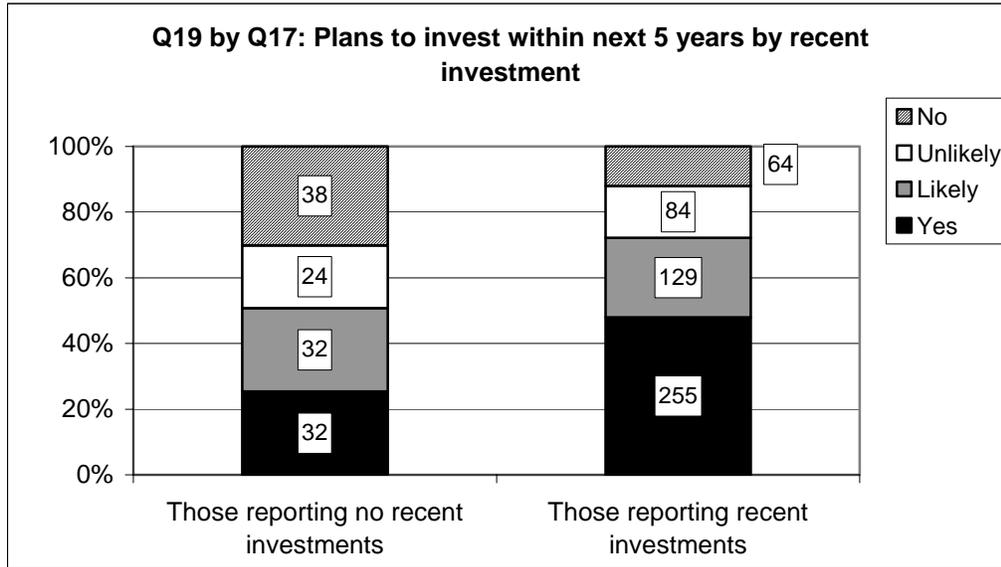
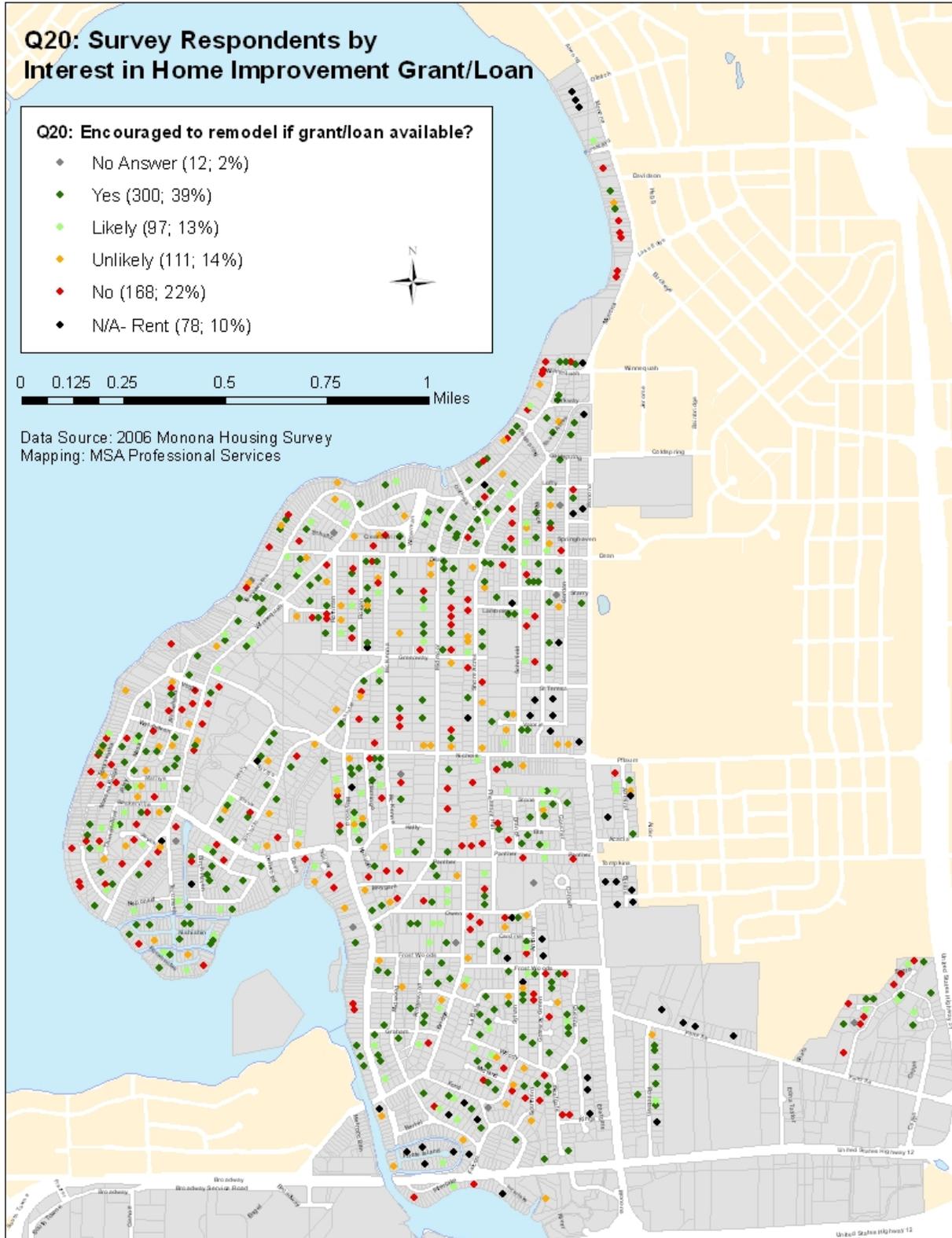


Figure 4.15: Question 19 by Question 12



Figure 4.16



4.7 Respondents' Views on Monona

Responses to questions 23-26 help to gain an understanding of levels of satisfaction with the City of Monona as a whole. Although many have suggestions for improvement, respondents are generally satisfied with life in the City of Monona. 84% of respondents are "satisfied" or "very satisfied", and only 6% expressed any level of dissatisfaction when responding to Q23.

Respondents listed a very wide variety of "favorite" and "least favorite" things in response to Q24 and Q25. Attempts were made to categorize responses to these questions in order to pull out useful themes (see Tables 4.4 and 4.5). The most frequently mentioned favorite things about the City were related to parks and greenspaces, access to the Madison region, good schools, the size of the City, and Lake Monona.

Table 4.4: Summary of Responses to Q24- What are the 3 things you like MOST about living in Monona?

Rank	Item	Freq.
1	PARKS & GREENSPACES	194
2	ACCESS TO (MADISON) REGION	190
3	SCHOOLS	186
4	SIZE	142
5	LAKE	136
6	LOCATION	96
7	QUIET	91
8	LIBRARY	88
9	GOVT SERVICES	87
10	SAFE	76
11	ACCESS TO LOCAL AMENITIES	74
12	NEIGHBORS	57
13	COMMUNITY	52
14	SHOPPING	44
15	TREES	41
16	FRIENDLY	40
17	POOL	38
18	CONVENIENCE	35
19	NEIGHBORHOOD	34
20	PEOPLE	34

Rank	Item	Freq.
21	BEAUTY/NATURAL ENVIRONMENT	29
22	WALKABILITY	25
23	CHURCH	21
24	RECREATION	20
25	LOCAL BUSINESSES/RESTAURANTS	19
26	BIKEABLE	16
27	LARGE LOTS	14
28	TRAFFIC/ROADS	14
29	CLEAN	13
30	FAMILY	12
31	COST	11
32	BUILT ENVIRONMENT	10
33	COMMUNITY EVENTS	10
34	NOT MADISON	10
35	PUBLIC TRANSPORTATION	10
36	DIVERSITY	9
37	ACCESS TO GOVT	8
38	TAXES	7
39	COMMUNITY CENTER	6
40	HOUSE/PROPERTY	6
	OTHER	95

The most frequently listed least favorite items - not surprisingly - were related to high taxes, traffic/road conditions, the appearance of Monona Drive, and recent school issues related to the Cottage Grove middle school.

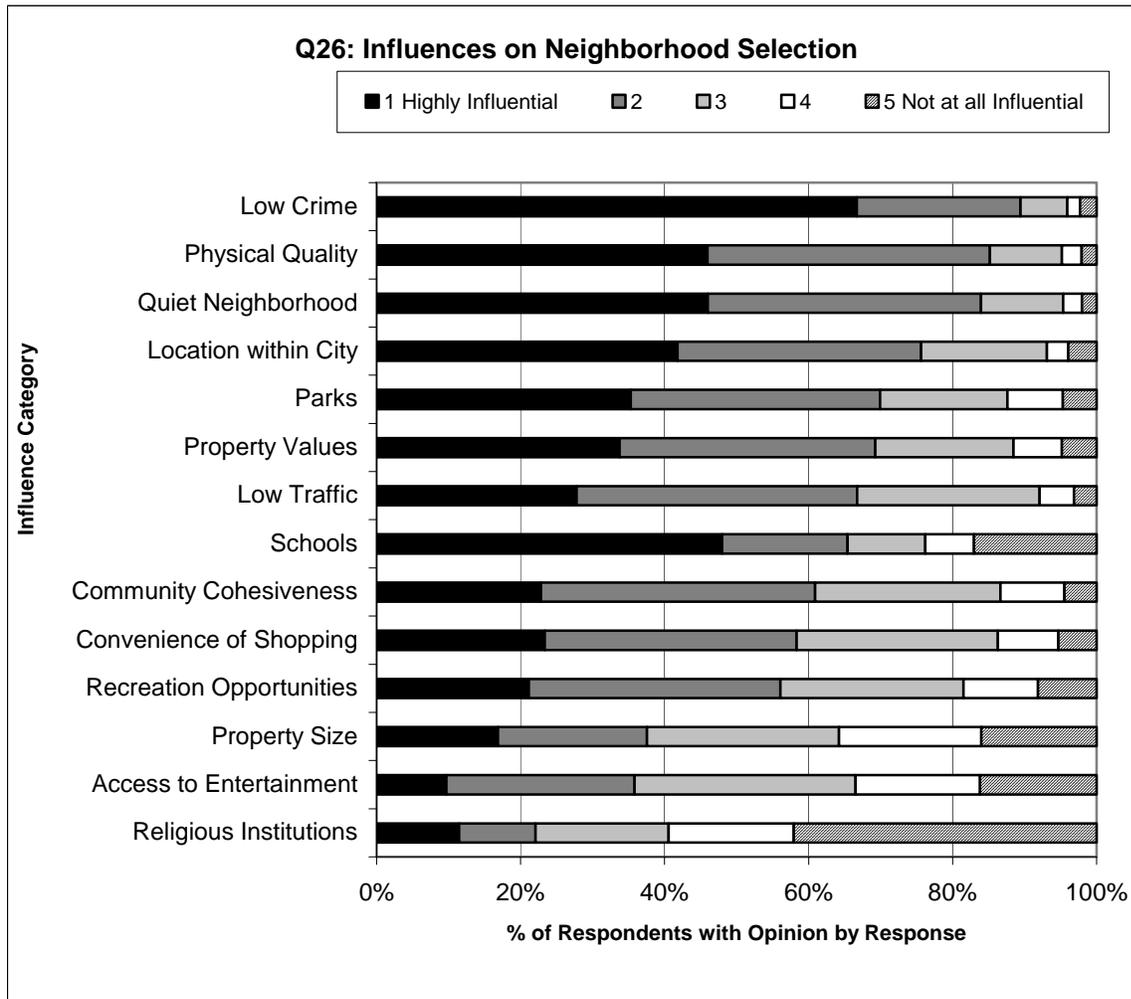
Table 4.5: Summary of Responses to Q24- What are the 3 things you like LEAST about living in Monona?

Rank	Item	Freq.	Rank	Item	Freq.
1	TAXES/ASSESSMENTS	206	25	BELTLINE	11
2	TRAFFIC/ROADS	193	26	POLITICS	11
3	MONONA DR (APPEARANCE)	115	27	WATER ISSUES	11
4	SCHOOL ISSUES	104	28	NOISY	10
5	BIKE PED INADEQUATE	66	29	BURNING RULES	9
6	POOR TRANSIT	42	30	CITY COUNCIL	9
7	SHOPPING	42	31	CODE ENFORCEMENT	9
8	RENTALS	32	32	CAN'T GROW	8
9	MONONA DR TRAFFIC	31	33	FEW YOUNG FAMILIES	8
10	DRIVERS	29	34	ENTERTAINMENT	7
11	BRUSH PICK-UP	27	35	HOUSE/PROPERTY SIZE	7
12	LACK OF RESTAURANTS	27	36	LAKE ACCESS	7
13	COST OF HOUSING	23	37	CRIME	6
14	NO CITY CENTER	20	38	PARK MAINTENANCE	6
15	ROUND-ABOUT	20	39	COMMERCIAL VACANCIES	5
16	WALMART	18	40	COTTAGE GROVE	5
17	CONDOS	17	41	LACK OF WALKABILITY	5
18	GOVT EMPLOYEES	17	42	WEBSITE	5
19	GOVT SERVICES	17	43	BIKES/BIKERS	4
20	LAKE CONDITION	17	44	GARDEN CIRCLE	4
21	MAINTENANCE	15	45	OUTSOURCING	4
22	OLDER HOMES/BLDGS	13	46	PARKING	4
23	SMOKING	13	47	BIKE/PED INADEQUATE	2
24	LACK OF DIVERSITY	12	48	BRUSH PICKUP	1
				OTHER	346

When selecting a neighborhood to live in, respondents as a whole are most influenced by Low Crime, and least influenced by religious institutions. Figure 4.17 shows the various possible influences sorted by their average influence on all respondents.

Notably, “Schools” are highly influential to nearly half of the respondents, but since they are “not at all influential” to many respondents, they fall farther down on the list.

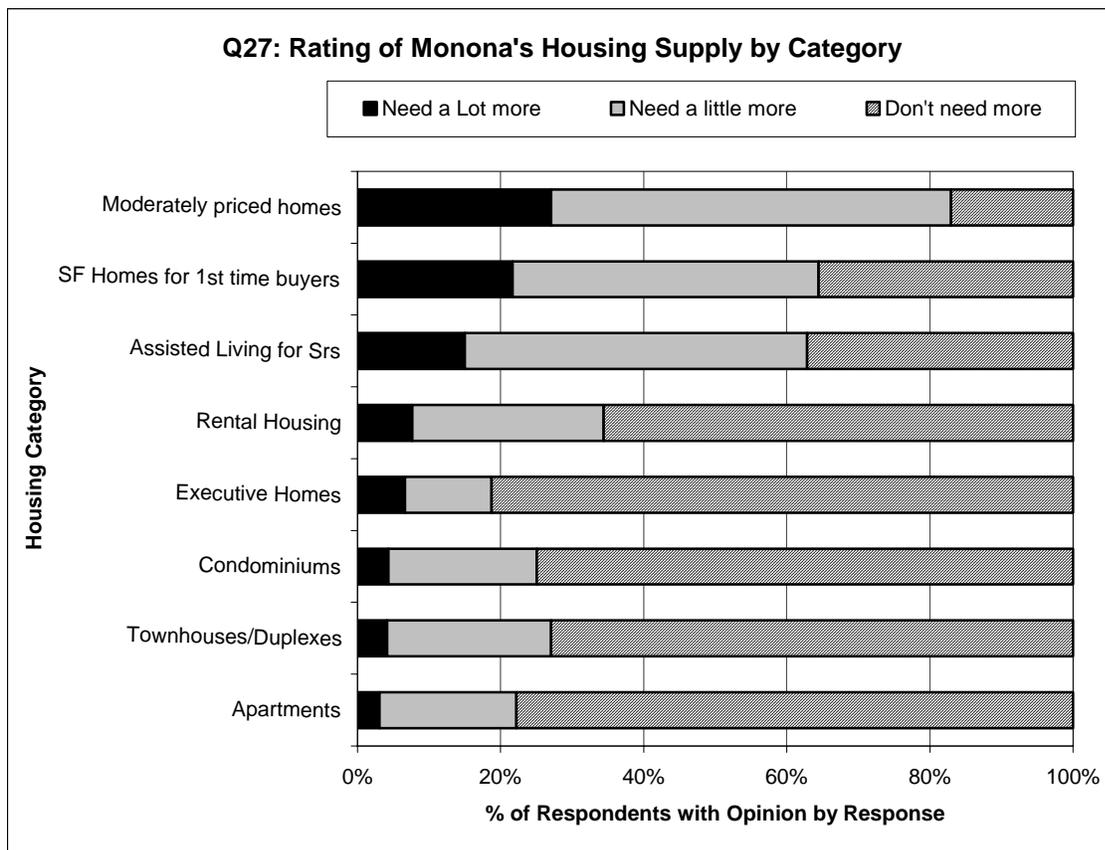
Figure 4.17: Question 26



4.8 Respondents' Views on Future Housing in Monona

Section 2 of the survey, questions 27-33, focus on residents' opinions on housing in Monona, including the identification of deficiencies by housing type, as well as a description of desired type, value, and size of new housing as Monona redevelops. As indicated in Figure 4.18, the most widely desired housing type is "moderately-priced homes", followed closely by single-family homes for first-time buyers. Respondents as a whole indicate that the least desired new housing types are condominiums, townhouses/duplexes, and apartments, suggesting an overall sentiment unsupportive of higher densities.

Figure 4.18: Question 27



Since questions 28-31 inquire about desired housing characteristics relative to one's own neighborhood, responses are shown geographically in Figures 4.19-4.22. In summary, there was overwhelming support for:

- More single-family homes (67.1%)
- Values same as status quo (54.6%)
- Sizes same as status quo (68.9%)
- Lot sizes same as status quo (74%)

Figure 4.19: Question 28

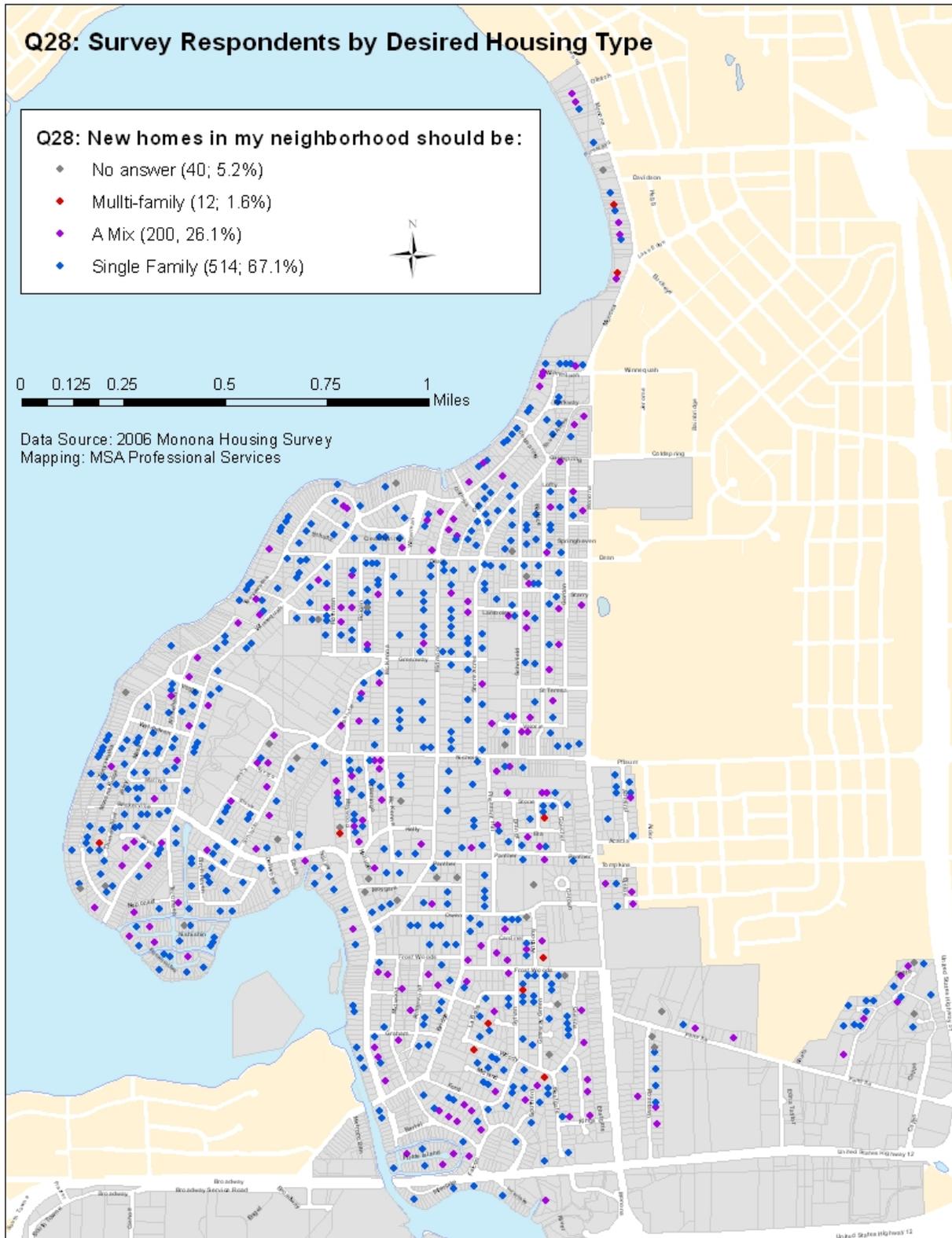


Figure 4.20: Question 29

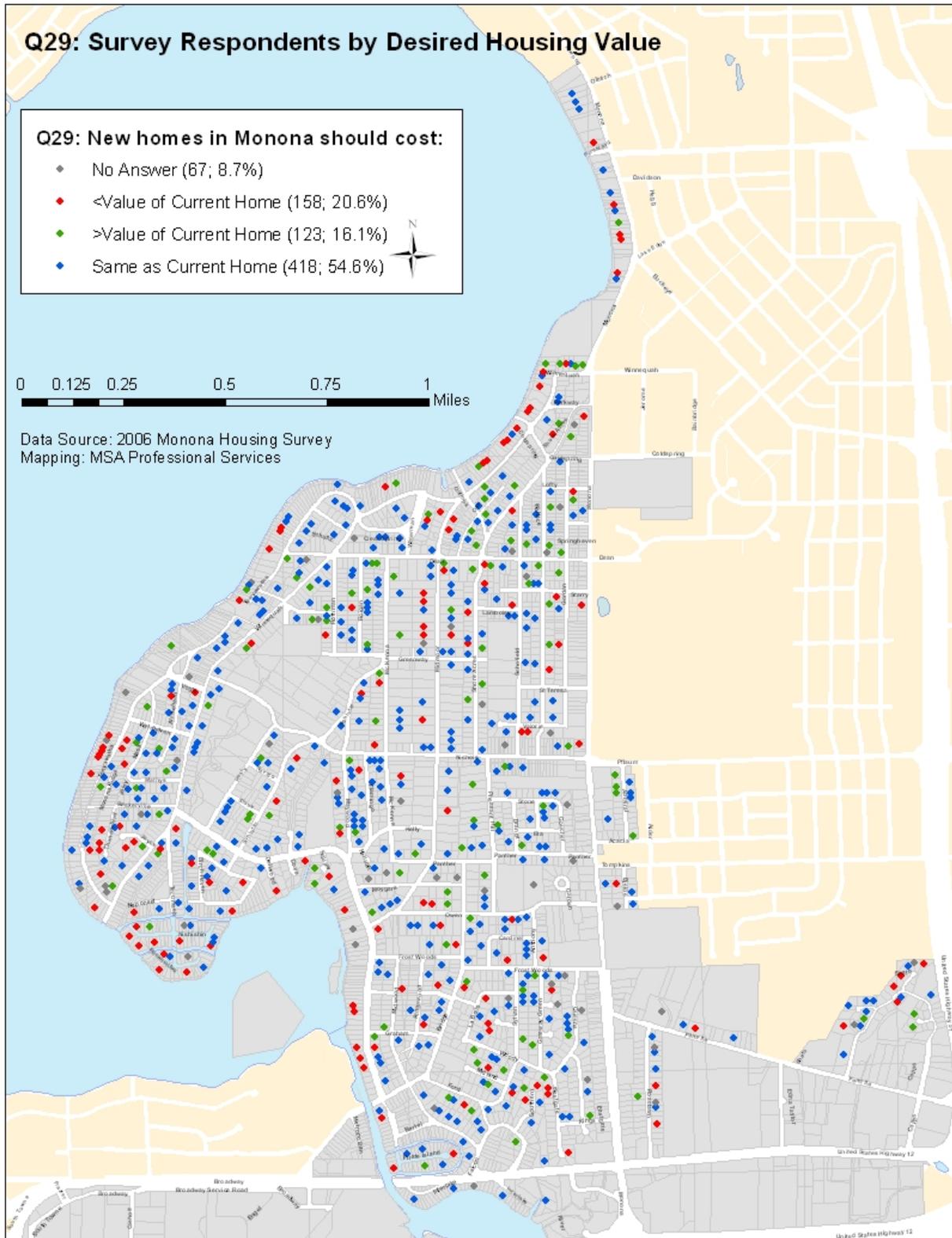


Figure 4.21: Question 30

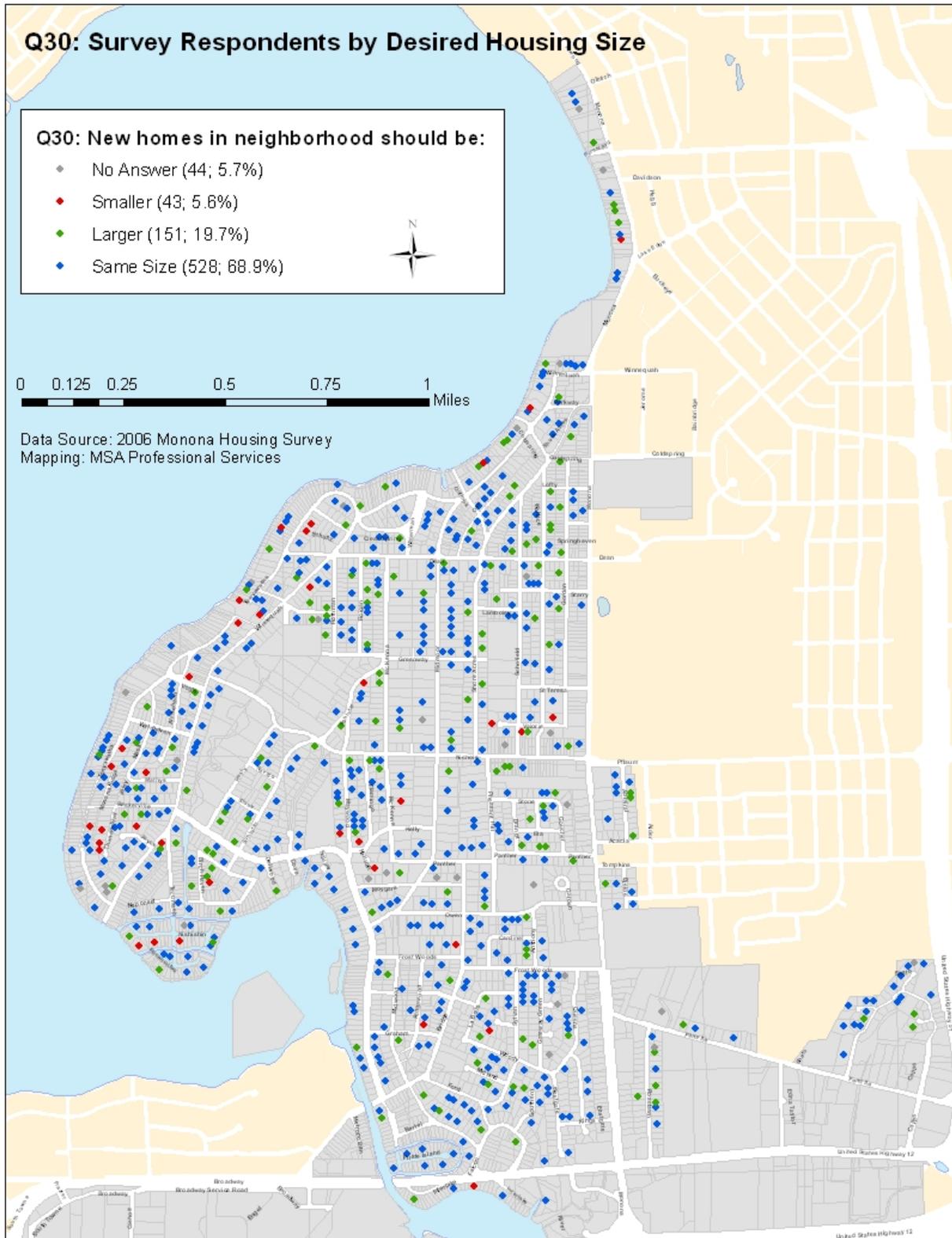
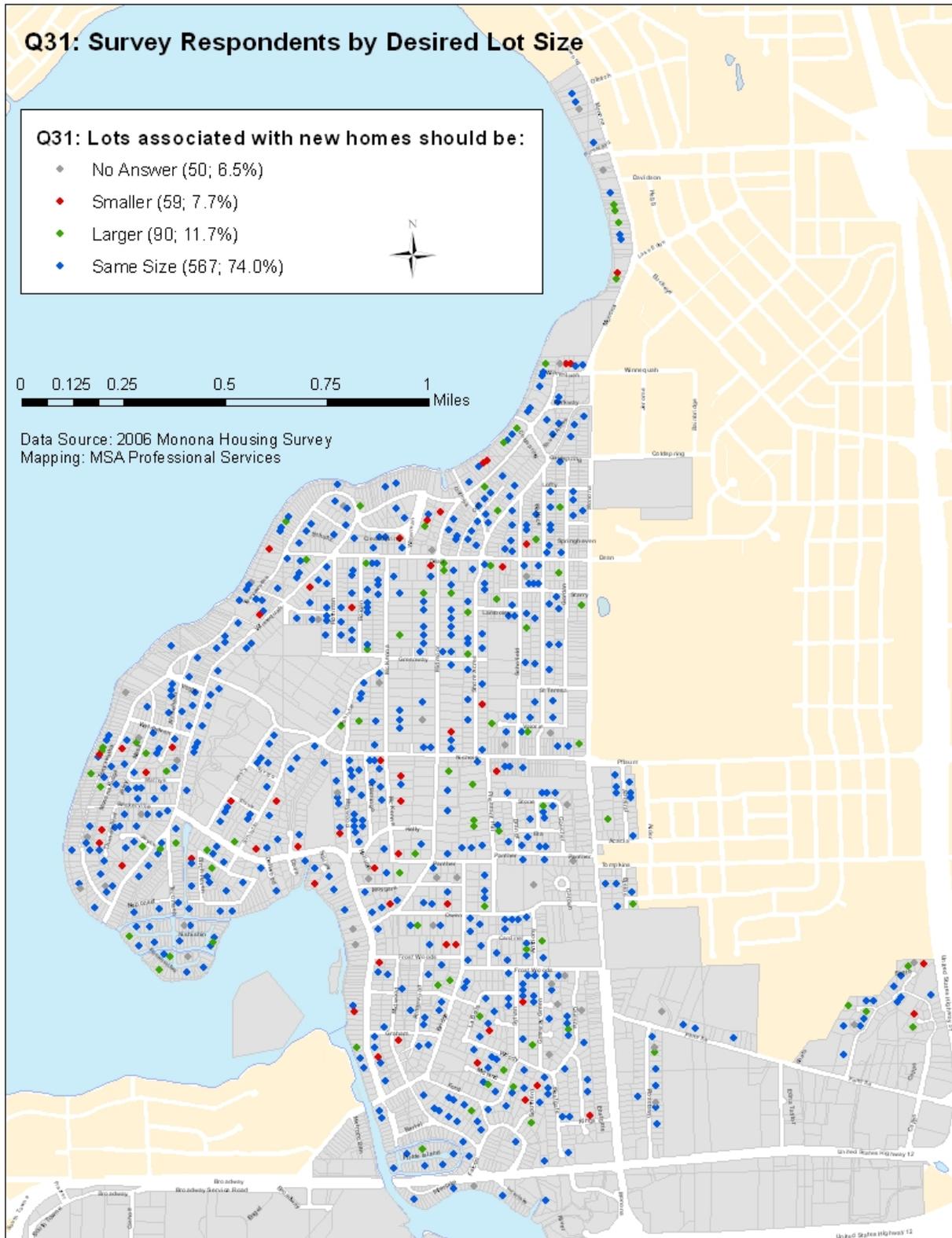
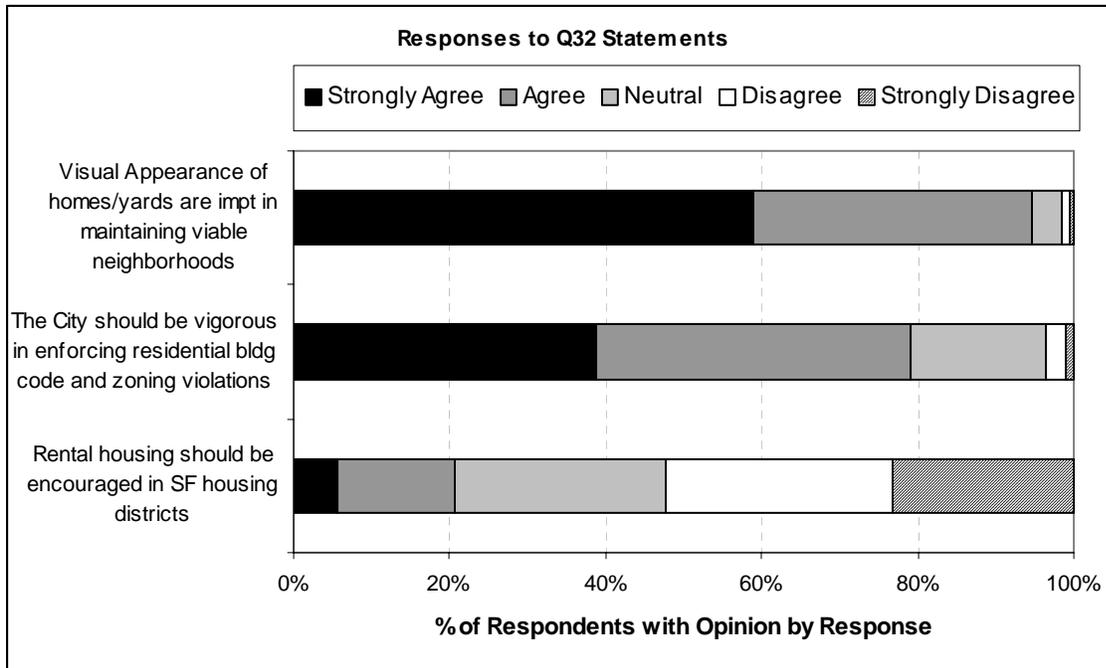


Figure 4.22: Question 31



Question 32 focused on respondents' level of agreement with three specific statements about property maintenance, regulations, and enforcement. Nearly 95% of respondents agreed or strongly agreed that the visual appearance of residential properties is important to neighborhoods. A slightly lesser proportion of respondents (79%) agreed or strongly agreed that City enforcement of building codes and zoning should be vigorous. Slightly over half of respondents disagreed or strongly disagreed that rental housing should be encouraged in single-family districts.

Figure 4.23: Question 32



Question 33 was open-ended, and invited respondents to suggest the most important things the City should do to improve housing in the near future. Responses to this question varied greatly. Several had little to do with housing directly, but instead focused on public infrastructure improvements, schools, and tax rates. All responses have been electronically documented, and will be included in the final report.

**Appendix 4: Slides from Power Point presented on Monona Public
Television in Feb 2007**



Monona Strategic Housing Plan: Survey and Research Results

*Community Development Authority
Workshop
January 23, 2007*




Outline

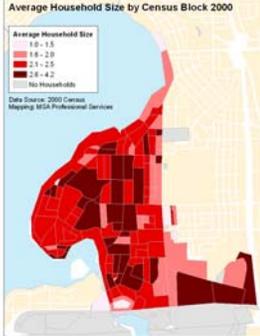
- Setting the Stage
- Analysis of Existing Data
- Survey Results
 - Who responded?
 - Housing Type by Household Type
 - Respondents' Opinions
- Discussion





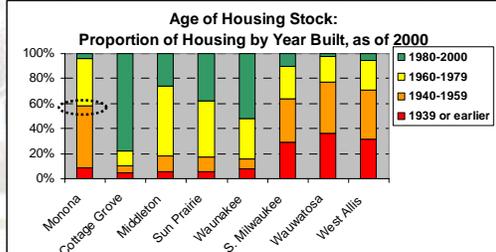
Setting the Stage, 2000 Census

- Monona faces housing challenges similar to inner suburbs across U.S.
 - Older (often smaller) homes
 - Few opportunities for development or redevelopment
 - Household size decreased from 2.30 in 1990 to 2.12 in 2000



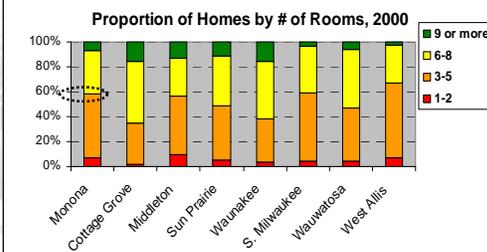

Setting the Stage, 2000 Census

Nearly 60% of Monona's housing was built before 1960



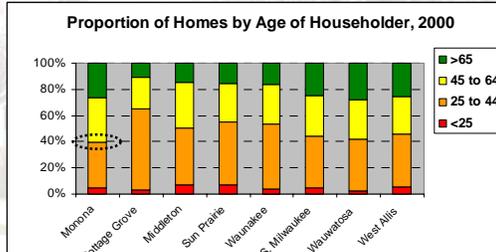

Setting the Stage, 2000 Census

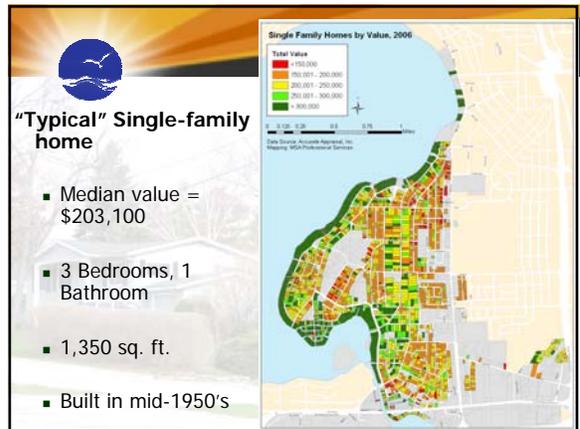
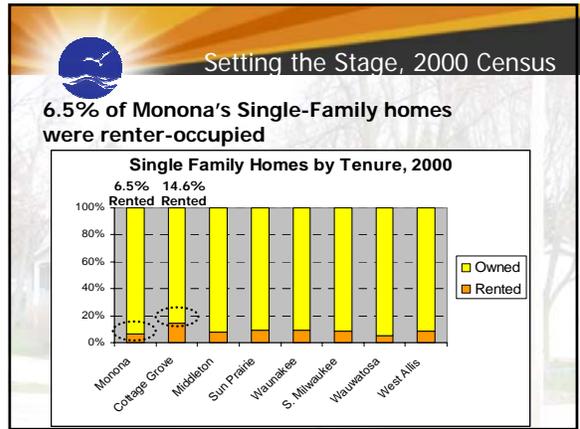
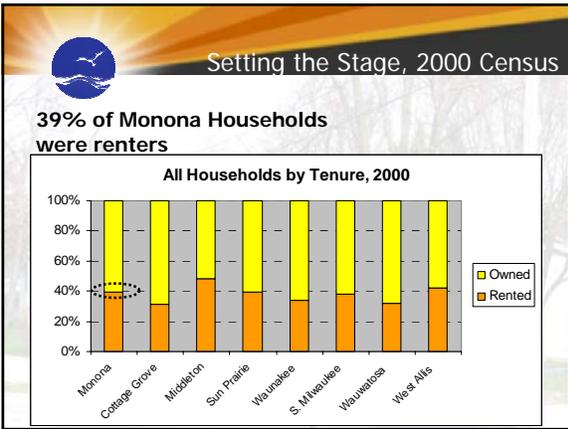
Nearly 60% of Monona's homes had five or fewer rooms

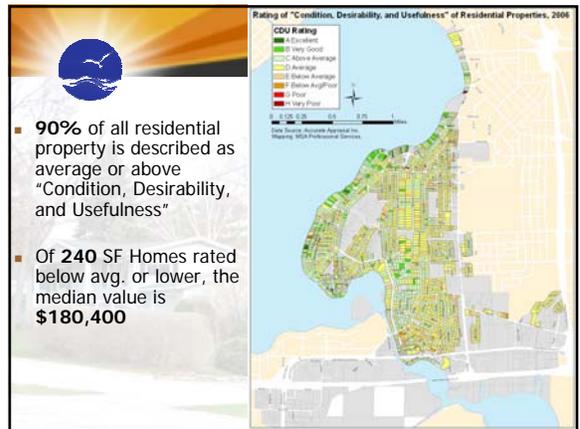
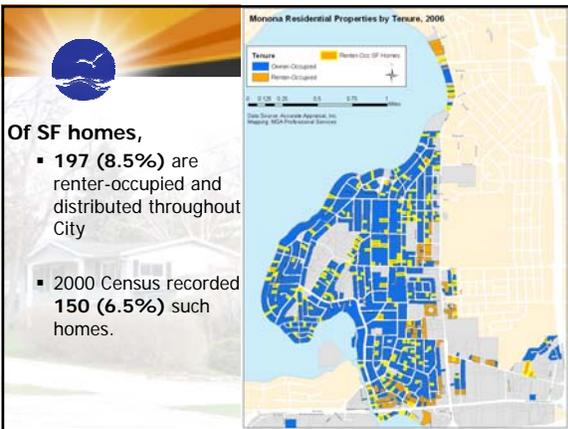
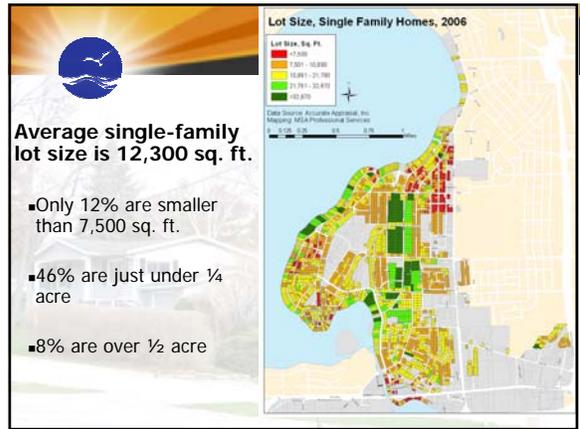
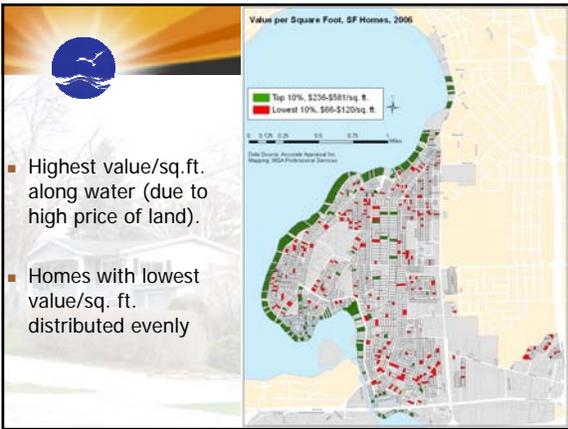



Setting the Stage, 2000 Census

Only 39% of Monona's householders were under 45 years old







Real Estate Sales

Based on *sales* data,

- 73% of 3 BR homes sold have at least 1.25 bathrooms. Only 13% have 2 or more bathrooms
- 43% of 4 BR homes sold have at least 2 full bathrooms.

Monona Residential Code Violations, 10/05-10/06

158 residential code violations, 10/05-10/06

- 68 Owner-Occupied SF homes had at least one violation (2.9%)
- 4 Renter-Occupied SF homes had at least one violation (2.0%)

2006 Code Violations

Residential Code Violations by Type

Violation Type	Count
Vehicle	70
"Multiple"	46
Trash/Dumpster	24
Landscaping	7
Zoning	5
Structural	3
Animal	2
Sign	1

Monona Housing Survey

- 33-question survey mailed to all residents in the October City Newsletter
- Also provided in web-based format

- 766 Respondents (21%)

Housing Survey: Respondents

- 12% Renters, 88% Owners
- Age composition similar to 2000 Census

Age Comparison: 2000 Census vs. Survey Respondents

Age Group	2000 Census	Survey Respondents
>65*	1,410	329
18-64	4,964	1,059
Under 18	1,644	379

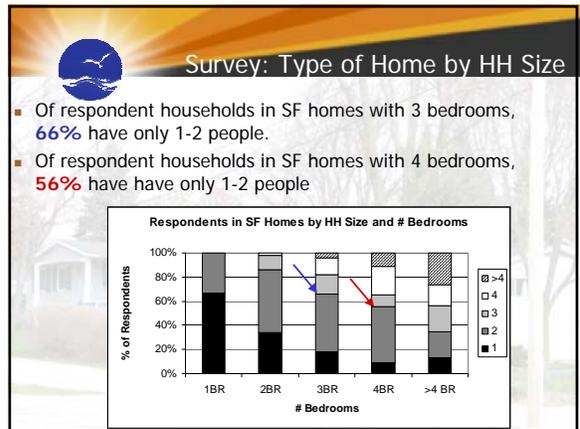
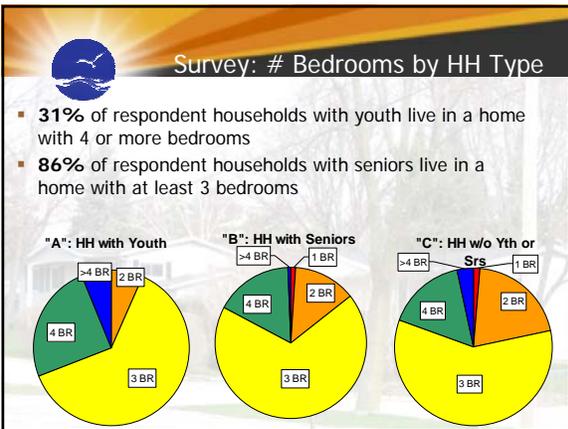
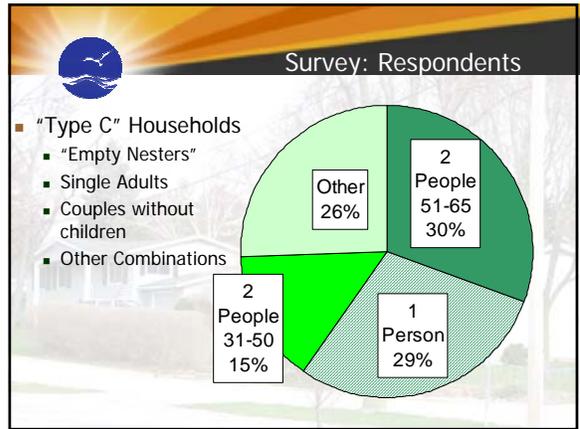
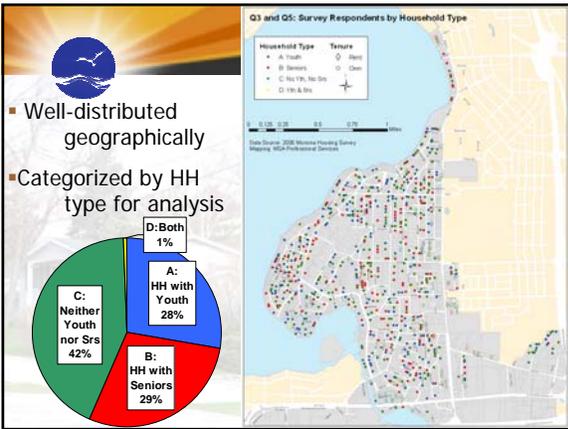
*Census lists this category as 65 or older

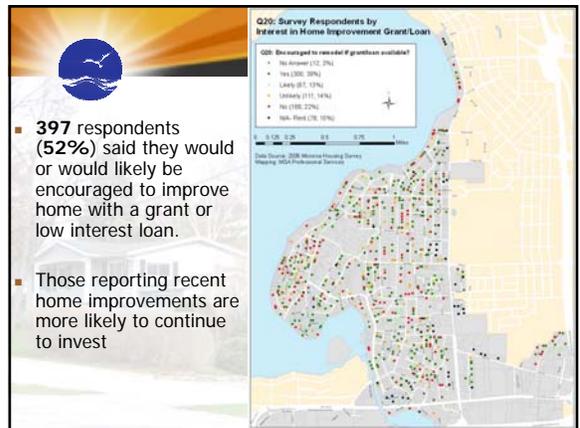
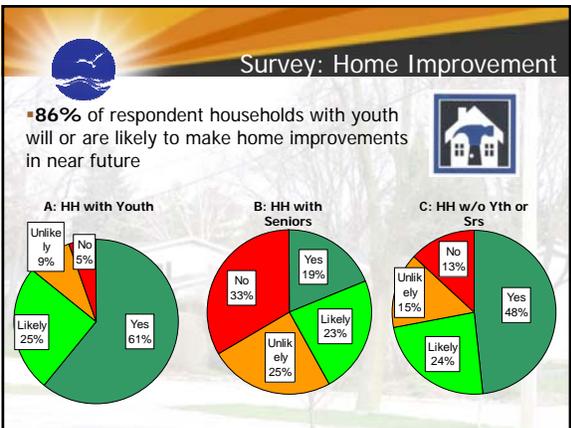
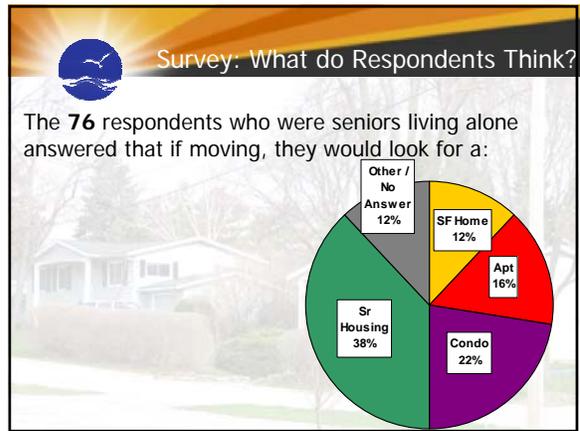
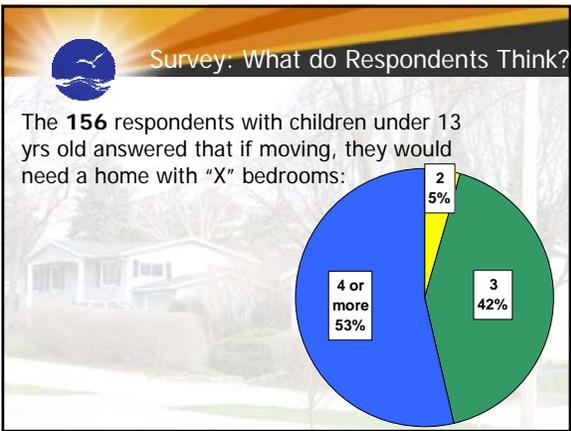
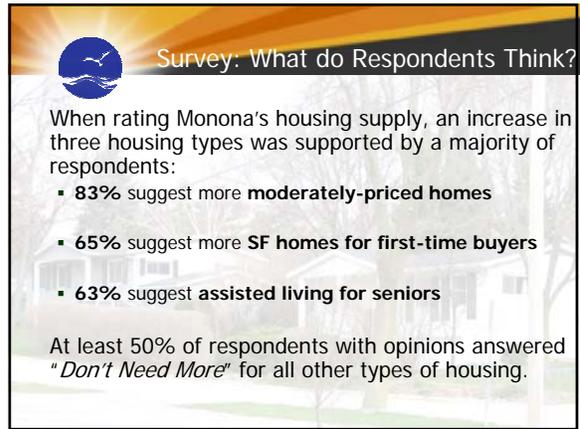
Housing Survey: Respondents

- Age composition similar, regardless of tenure

Proportion of Respondents by Age of Household Members

Age Group	Rented SF Homes	All Renter-Occupied	Owner-Occupied
>65	~10%	~10%	~10%
51-65	~15%	~15%	~15%
31-50	~25%	~25%	~25%
18-30	~10%	~10%	~10%
13-17	~5%	~5%	~5%
6-12	~5%	~5%	~5%
0-5	~5%	~5%	~5%







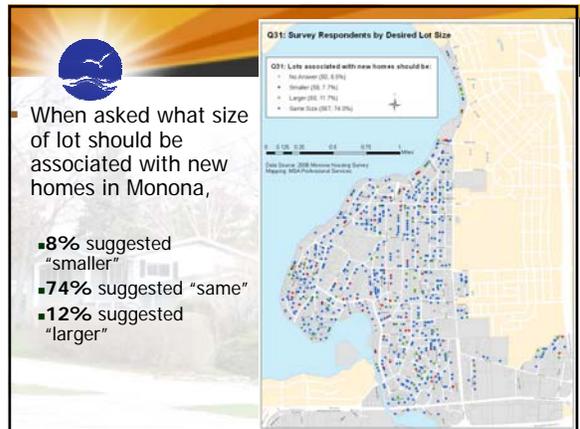
- When asked what type of new homes they desired in their neighborhood,
 - 67% preferred single-family housing
 - 26% preferred a mix of single-family and multi-family housing



- When asked what new homes in Monona should cost related to their current home,
 - 20% suggested "less"
 - 55% suggested "same"
 - 16% suggested "more"



- When asked what size new homes in Monona should be, related to their neighborhoods,
 - 6% suggested "smaller"
 - 69% suggested "same"
 - 20% suggested "larger"



- When asked what size of lot should be associated with new homes in Monona,
 - 8% suggested "smaller"
 - 74% suggested "same"
 - 12% suggested "larger"

Survey: What do Respondents Think?

- Visual appearance of homes and yards are important in maintaining viable neighborhoods: 93% Agree or Strongly Agree
- The City should be vigorous in enforcing residential building code and zoning violations: 77% Agree or Strongly Agree
- Rental Homes should be encouraged in single-family housing districts: 50% Disagree or Strongly Disagree, 26% Neutral

Appendix 5: Research and Policy Examples

Goal 1: Provide viable and diverse housing options for existing and new residents

“Accessory Dwelling Units”, Transportation and Land Use Coalition Instant Advocate	http://www.transcoalition.org/ia/acssdwel/01.html#body
“Affordable Housing Ordinances / Flexible Provisions”, Municipal Research and Services Center of Washington	http://www.mrsc.org/Subjects/Housing/ords.aspx
Accessory Dwelling Unit Monitoring Project, Report to the City of Portland, OR Planning Commission, July 2003	http://www.portlandonline.com/shared/cfm/image.cfm?id=59091
City of Portland Development Services: Explanation of Process for adding accessory dwelling units	http://www.portlandonline.com/bds/index.cfm?c=dgghg
“Green apartments coming” Innovators Insights Newsletter, May 2007	http://www.innovations.harvard.edu/news/26901.html
“Granny flat rentals could ease housing woes”, Metropolitan Planning Council, Clark Co, NV	http://www.metroplanning.org/press/mpcnews.aspx?objectID=2804
“Granny flats add flexibility and affordability”- New Urban News, Dec. 2001	http://www.newurbannews.com/accessory.html

Goal 2: Ease the transition of homes from willing sellers to first-time homebuyers

City of Milwaukee Property Recording Program	http://www.city.milwaukee.gov/router.asp?docid=1566
Madison area Community Land Trust	http://www.affordablehome.org/
Commonwealth Development (East side of Madison)	http://www.cwd.org/
Home Buyers Round Table of Dane County	http://www.homebuyersroundtable.org/
Urban League of Greater Madison Home Ownership Program	http://www.ulgm.org/Pages/Homeownership.aspx

Goal 3: Promote maintenance, improvement, and expansion of residential properties to attract new residents to Monona

Mid-America Regional Council (Kansas City, MO) First suburbs Coalition Zoning Regulations Checklist	http://www.marc.org/firstsuburbs/zoning.htm
Mid-America Regional Council (Kansas City, MO) First Suburbs Coalition Idea Book and Residential Rehabilitation Examples	http://www.marc.org/firstsuburbs/planbook.htm http://www.marc.org/firstsuburbs/rehab.htm
CapeCods and Ramblers: a Remodeling Planbook for Post-WWII Houses	http://www.ci.roseville.mn.us/development/housing/capecod.htm <i>(link to .pdf from City of Roseville, MN website)</i>
Split Visions: A Planbook for Remodeling Ideas for Split-Level and Split-Entry Houses	http://www.ci.roseville.mn.us/development/housing/splitlevel.htm <i>(link to .pdf from City of Roseville, MN website)</i>
Bungalows: Unit Designs and Neighborhood Improvement Concepts	http://www.fscdc.org/pdf/Bungalows%20FSC%20Housing%20Initiative.pdf
City of West Allis Housing Rehabilitation Assistance Programs	http://www.ci.westallis.wi.us/development/comm_dev_housing.htm
City of West Allis Property Maintenance Inspection Program	http://www.ci.westallis.wi.us/building/code_enforcement.htm
City of Madison Building Inspection Unit	http://www.ci.madison.wi.us/BI/bihome.html
City of Kirkwood, MO Residential Occupancy Permit Brochure	http://www.ci.kirkwood.mo.us/admin/City%20Brochures/BROCHURE%20INSPECT.pdf
City of O Fallon, IL Occupancy Permit Program	http://www.ofallon.org/Public_Documents/OFallonIL_PlanZoning/inspections/index
City of Clayton, MO Permit Applications (including residential occupancy permits)	http://www.ci.clayton.mo.us/index.aspx?location=410
City of Madison Tenant-Landlord Rights and Responsibilities	http://www.ci.madison.wi.us/BI/bihome.html
Dept. of Housing and Urban Development Reverse Mortgage Program	http://www.hud.gov/buying/reverse.cfm
Reverse Mortgage Information for Seniors in Wisconsin	http://www.reverse-mortgage-info.com/
Dane County Timebank	http://www.danecountytimebank.org/
Madison's Northside Neighbor-to-Neighbor Timebank, affiliated with the Northside Planning Council	http://www.northsideplanningcouncil.org/Timebank.php
Madison Hours, Local Currency Program	http://www.madisonhours.org/

General

Michigan Suburbs Alliance	http://www.michigansuburbsalliance.org/
Mid-America Regional Council First Suburbs Coalition	http://www.marc.org/firstsuburbs/
First Suburbs Consortium (Ohio, including Cleveland, Columbus, Dayton, and Cincinnati areas)	http://www.firstsuburbs.org/

Appendix 6: Dane County Demographic Analysis

Prepared by Vierbicher Associates, July 2007

Dane County
Demographic Analysis
Population & Household Projections

July 2, 2007

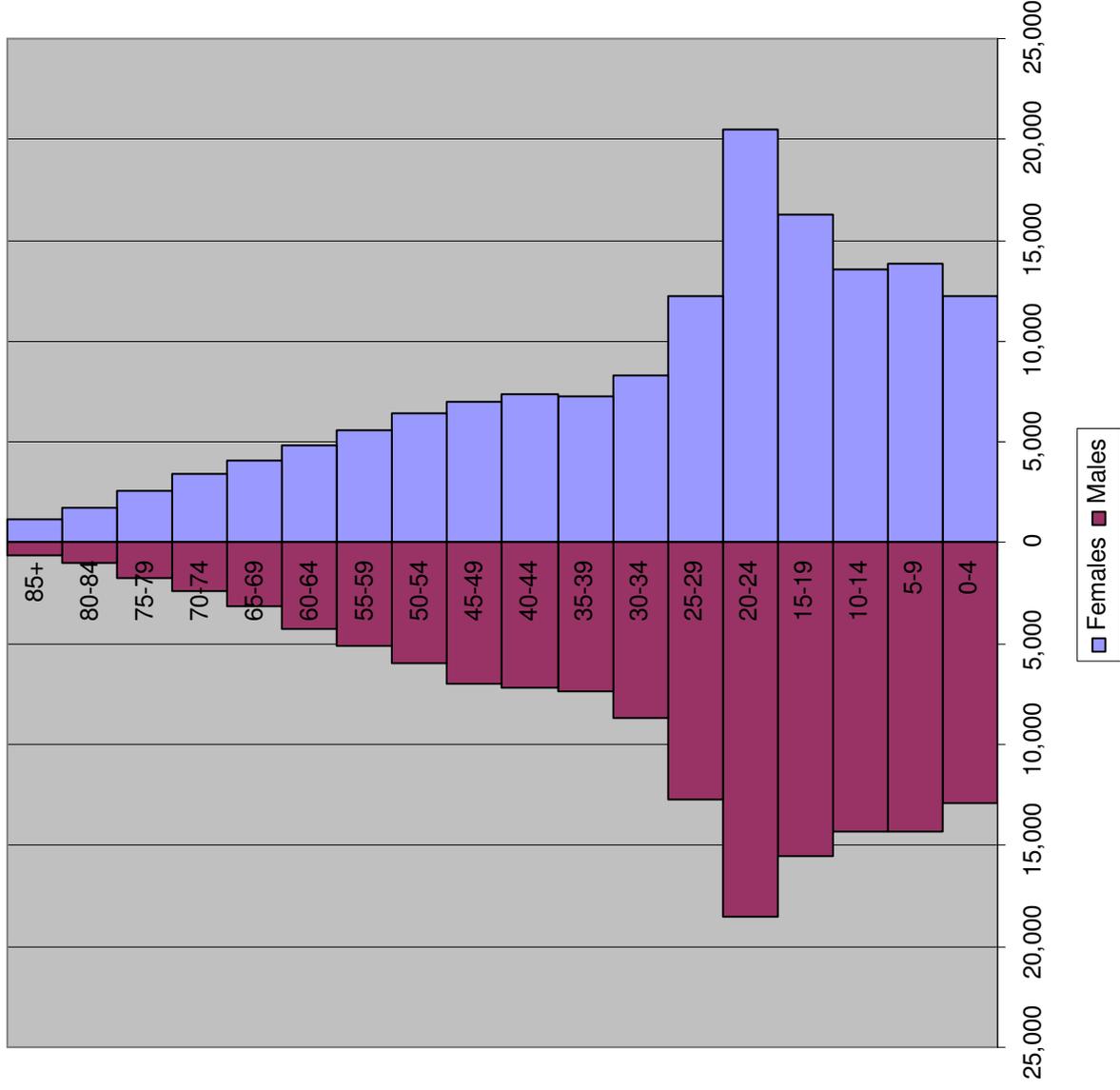


In 1970 Dane County was close to the traditional “pyramid” shape when the County’s population is mapped by age and gender, though the base of the pyramid is not very broad (see graph at left). The otherwise unusual expansion in the 20-24 age group could be deemed the “UW Effect.”

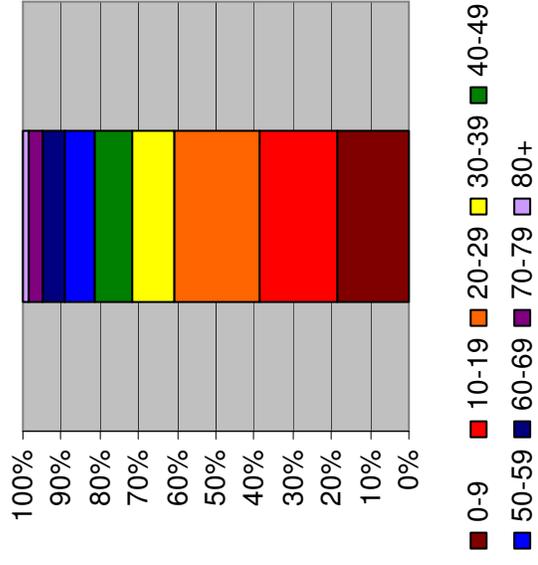
The graph below shows the age groups as a percent of the total population. The school-age groups (0-19 in age) make up almost 40% of the population. The 5-19 age group makes up 30.1% of the total population. The top 4 age groups make up less than 20% of the population.

Data Source: U.S. Census Bureau

Dane County 1970 Census Population by Age



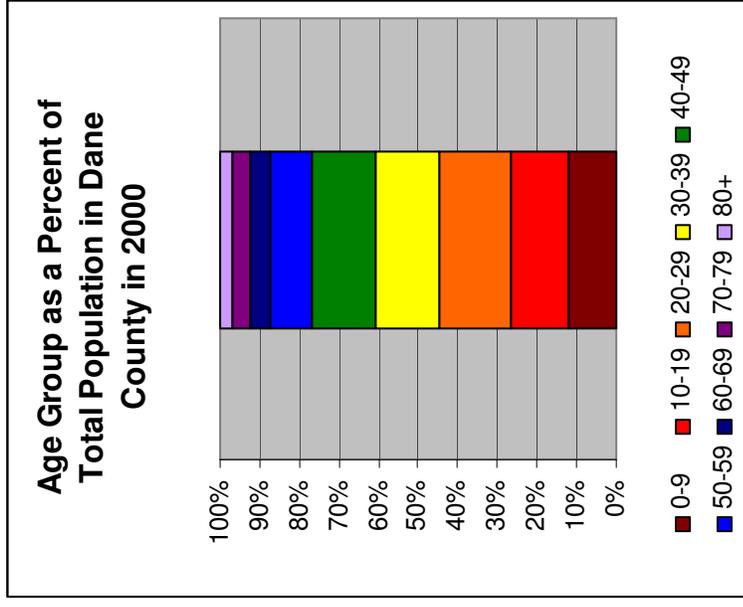
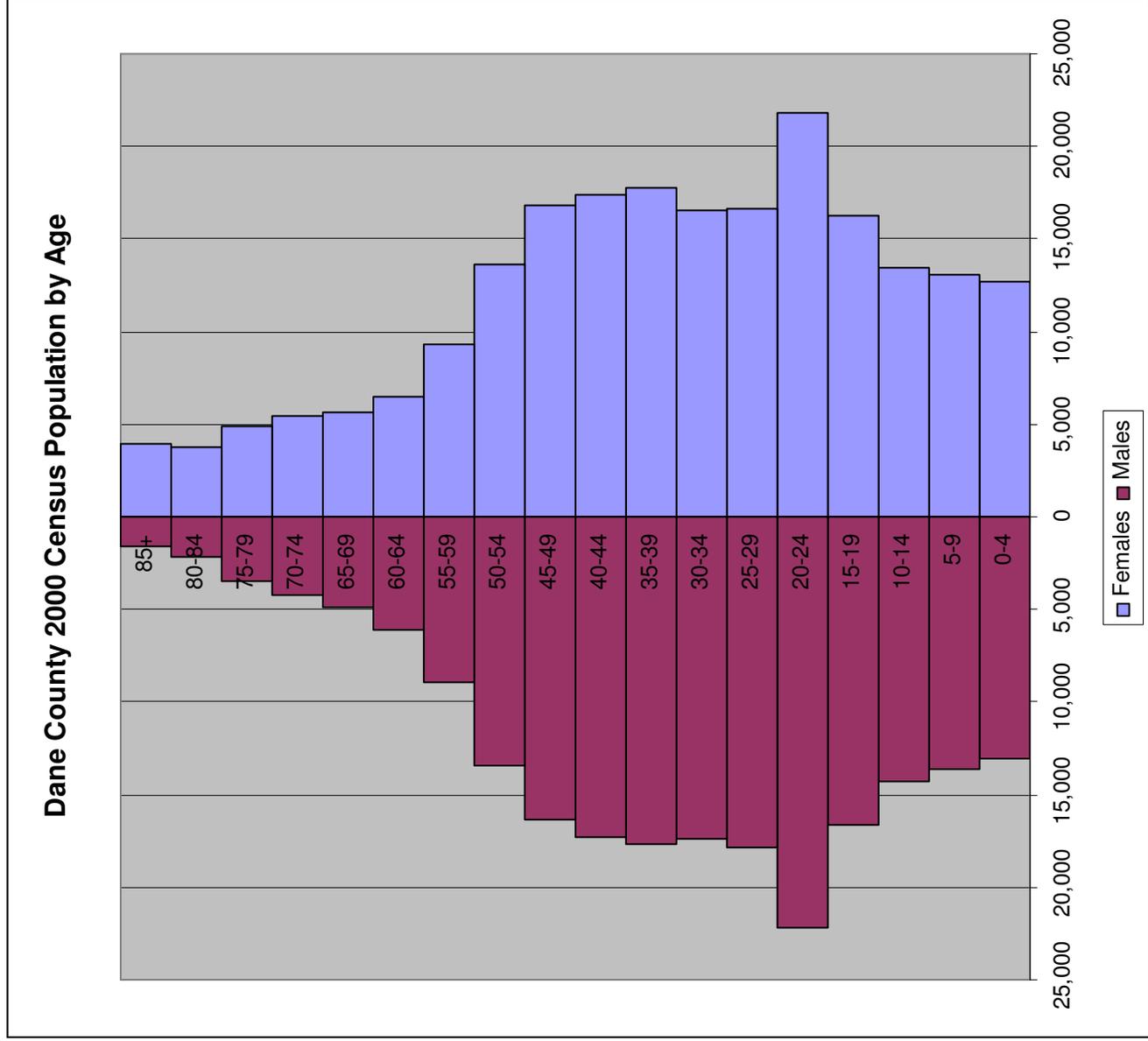
Age Group as a Percent of Total Population in Dane County in 1970



The 2000 Census shows a burgeoning adult population (see graph at left), with children numbering about the same as in 1970.

The graph below shows that school age groups have shrunk to less than 30% of the total County population; the 5-19 age group is down to 20.4% from 30.1%. The top 4 age groups have grown to nearly a quarter or the total population.

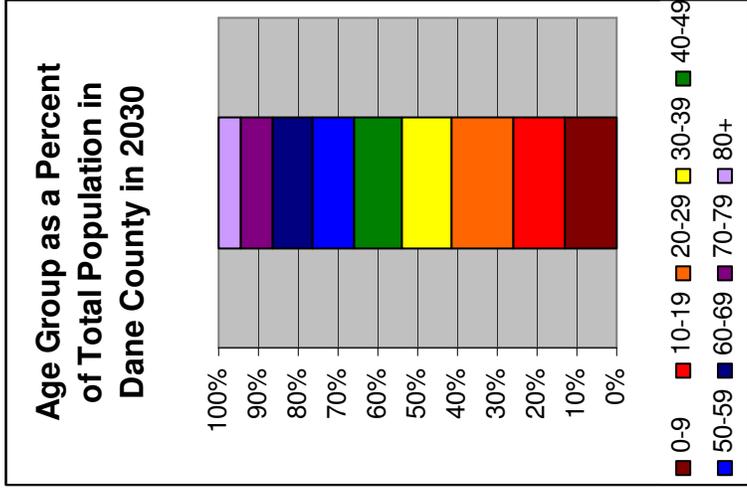
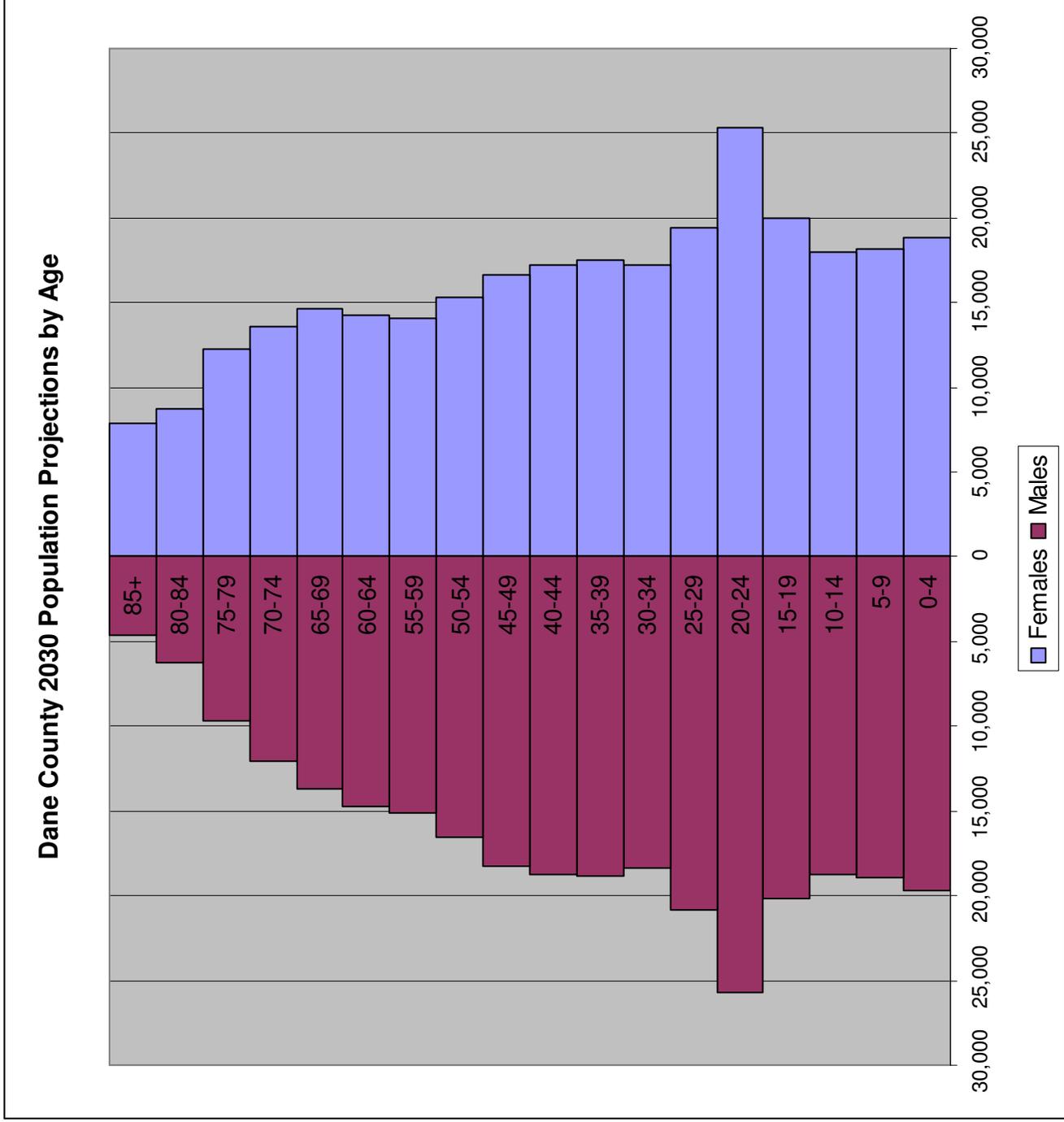
Data Source: Wisconsin Department of Administration



2030 projections (at left) show the pyramid has changed to look more like a column, with more elderly people. While there are more children projected, they will make up a smaller portion of the overall population.

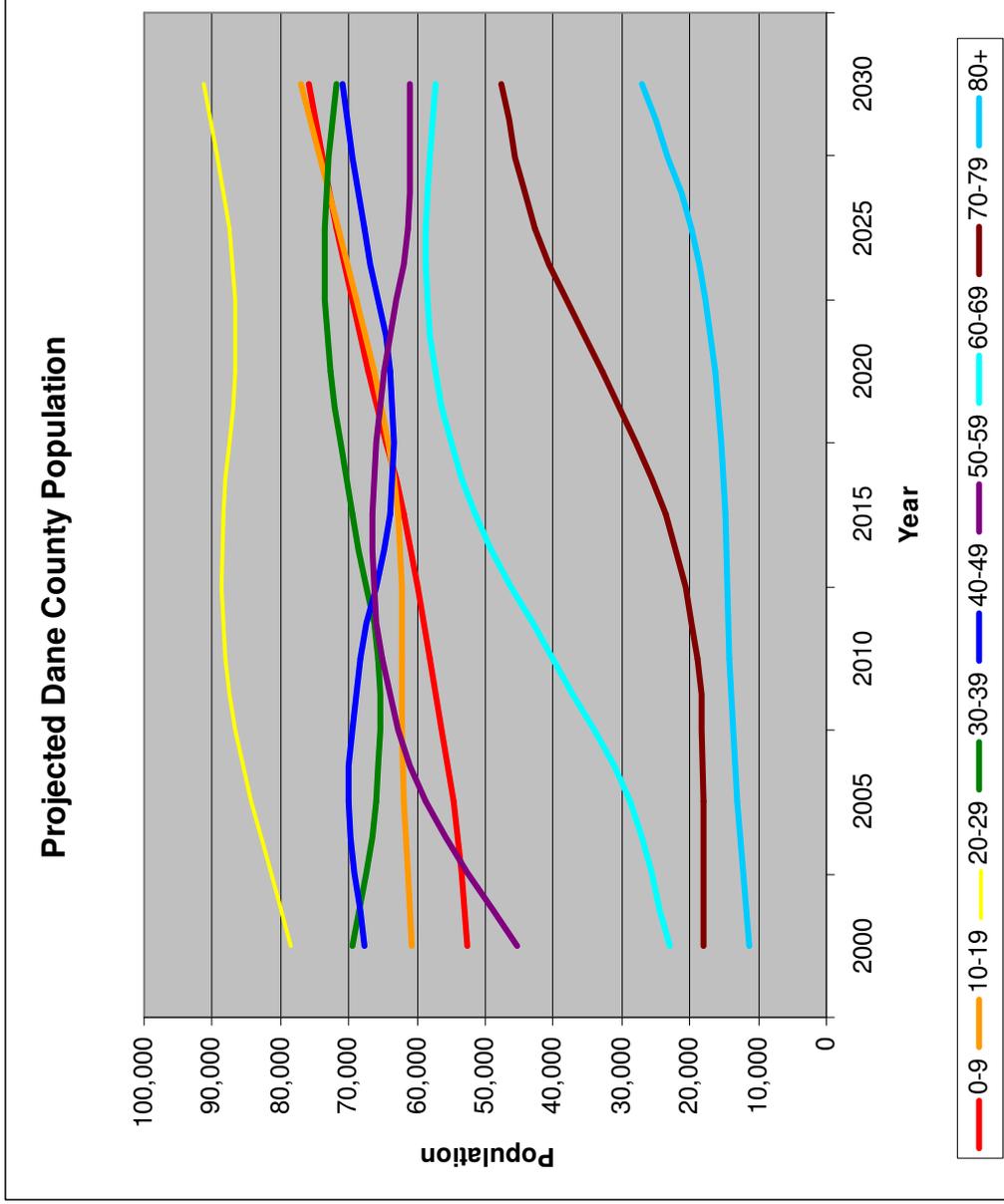
The graph below shows that school age groups are projected to shrink slightly from 2000, and the 5-19 age group is at 19.5% of the total population. The top 4 age groups are at 34% of the total population.

Data Source: Wisconsin Department of Administration



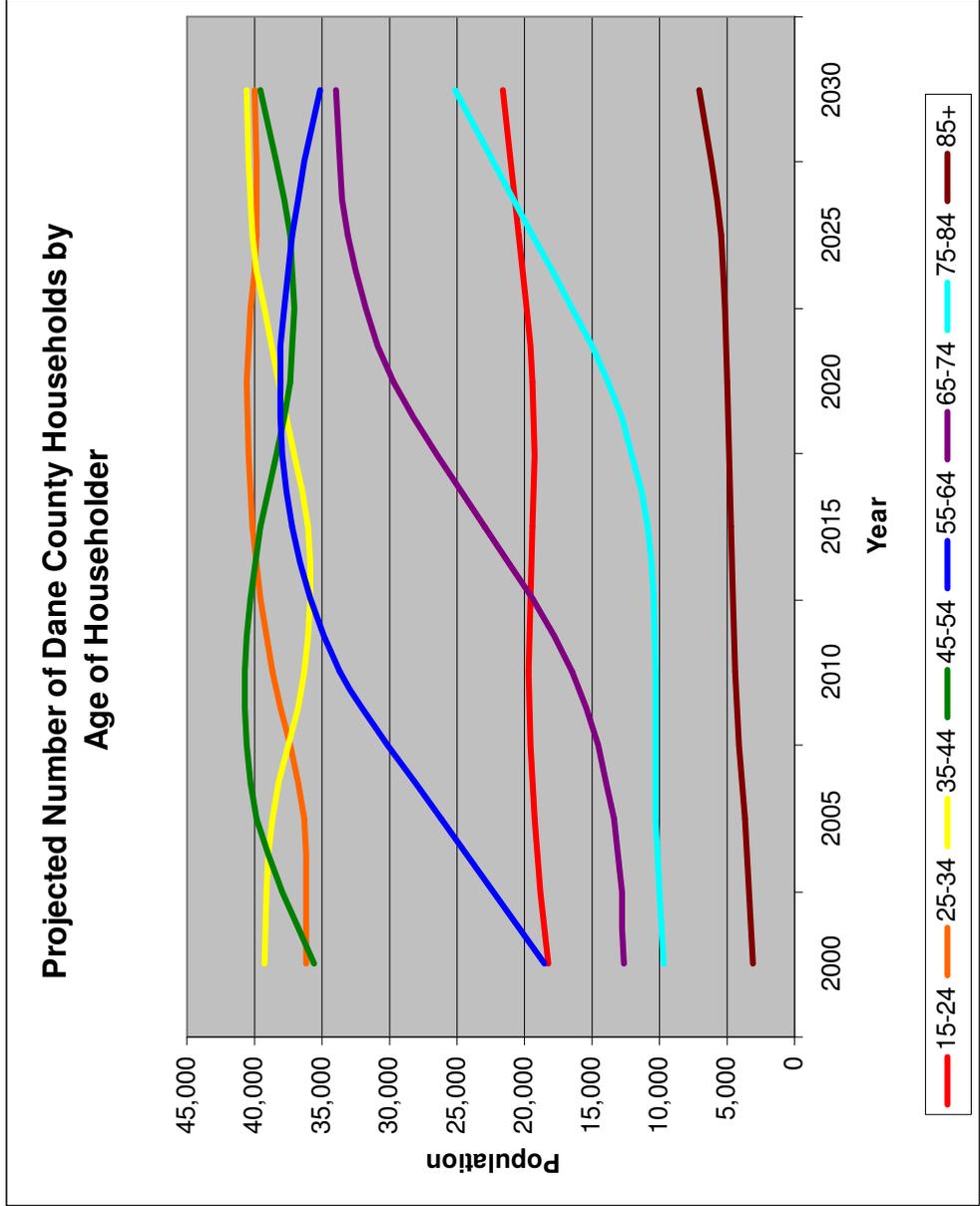
The graph at left illustrates the trends in various age groups from 2000 through 2030. While the school age groups are projected to increase in population, they will not increase nearly as much as the 3 oldest age groups.

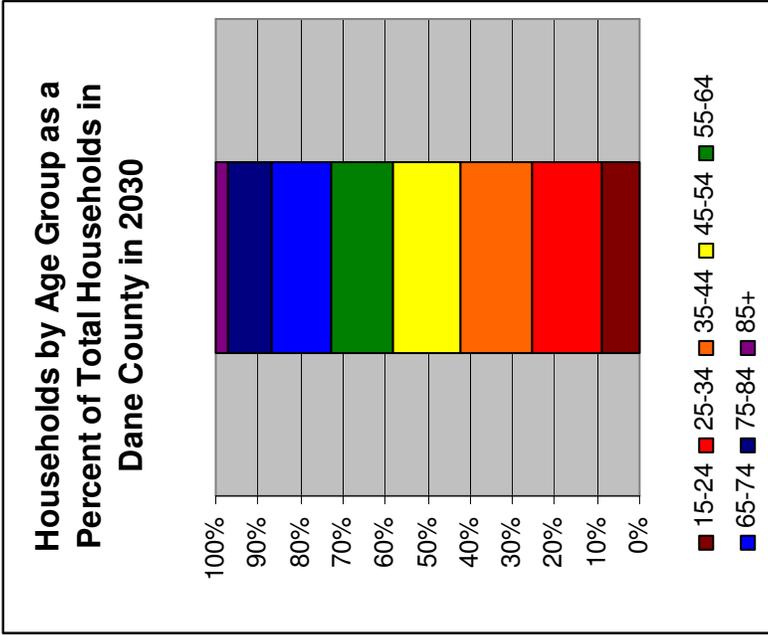
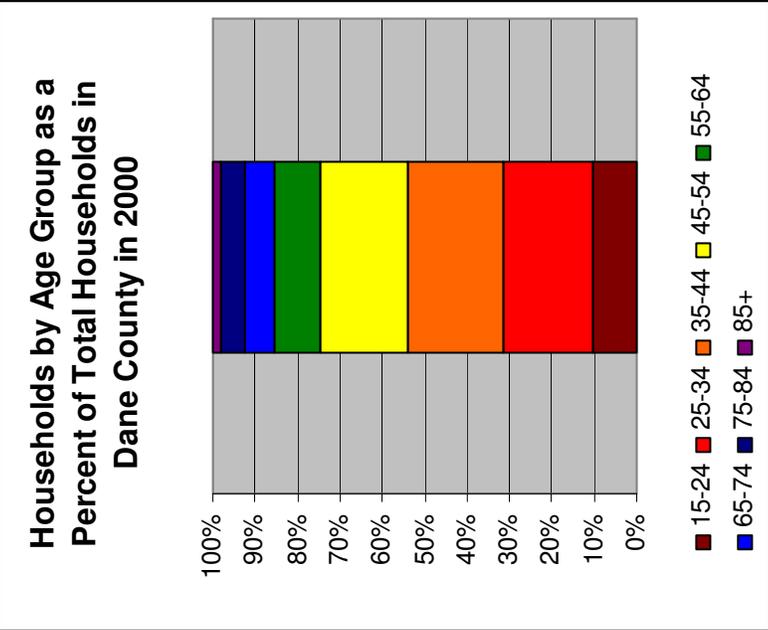
Data Source: Wisconsin Department of Administration



The graph at left shows the number of households by the age of the householder, with the youngest age group at 15-24. Household age groups that are most likely to have school-age children – 25-34, 35-44 and 45-54 – are shown to be pretty much level over the entire period.

Data Source: Wisconsin Department of Administration





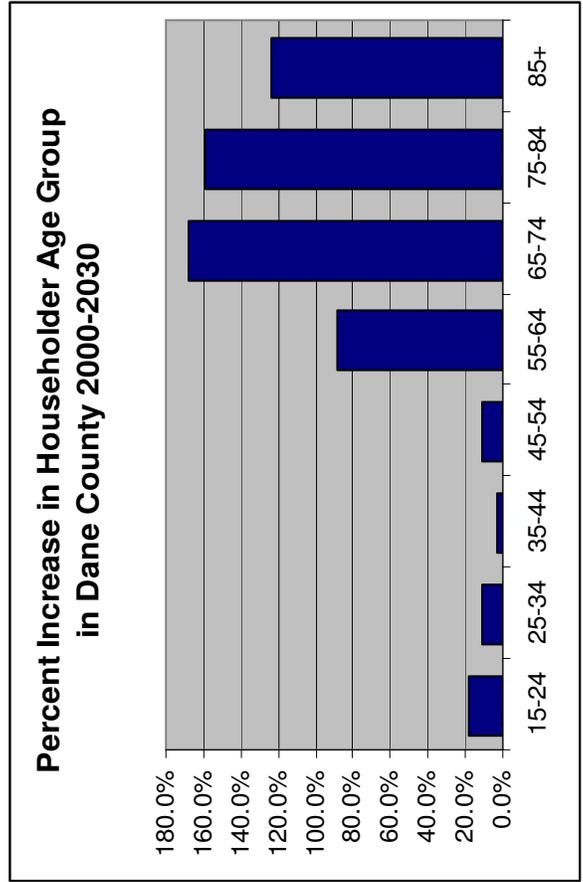
The two graphs at left illustrate how middle-aged households (which are more likely to have children of school age) will make up a smaller portion of total households in 2030 than in 2000.

The graph at the bottom left shows that households headed by persons under 55 will grow at a much slower rate than households headed by persons 55 or older.

The bottom line is that if Monona's housing stock stays relatively steady it will likely face a decrease in households with children even if there is an increase in the number of children in Dane County. This is because the number of households with children will continue to shrink in proportion to the total number of households. Monona, if its family-friendly housing stock stays at the same level, can expect a continued decline in households

with children as the sector declines countywide and nationwide. As families with children make up a smaller and smaller proportion of households the most effective way a community could maintain or grow its school-age population would be to add housing that would attract families (generally single-family homes). Obviously this is not an option in Monona, and attempting to capture a proportionally smaller and smaller segment of the population with housing stock that will essentially remain static will be extremely difficult.

Data Source: Wisconsin Department of Administration



The graph at left shows Monona's projected population (blue line and left axis), as well as Dane County's projected population (red line and right axis). Note that both axes do not start at zero.

The Wisconsin Department of Administration predicts that Monona will continue to decline in population. This is largely due to the "decompression" of the average household. On average, the number of people per household is less now than 20, 40, 60+ years ago, and the trend is expected to continue. Redevelopment and increasing residential density on existing land is often not enough to keep up with the continuing trend of fewer persons per household.

Data Source: Wisconsin Department of Administration

