



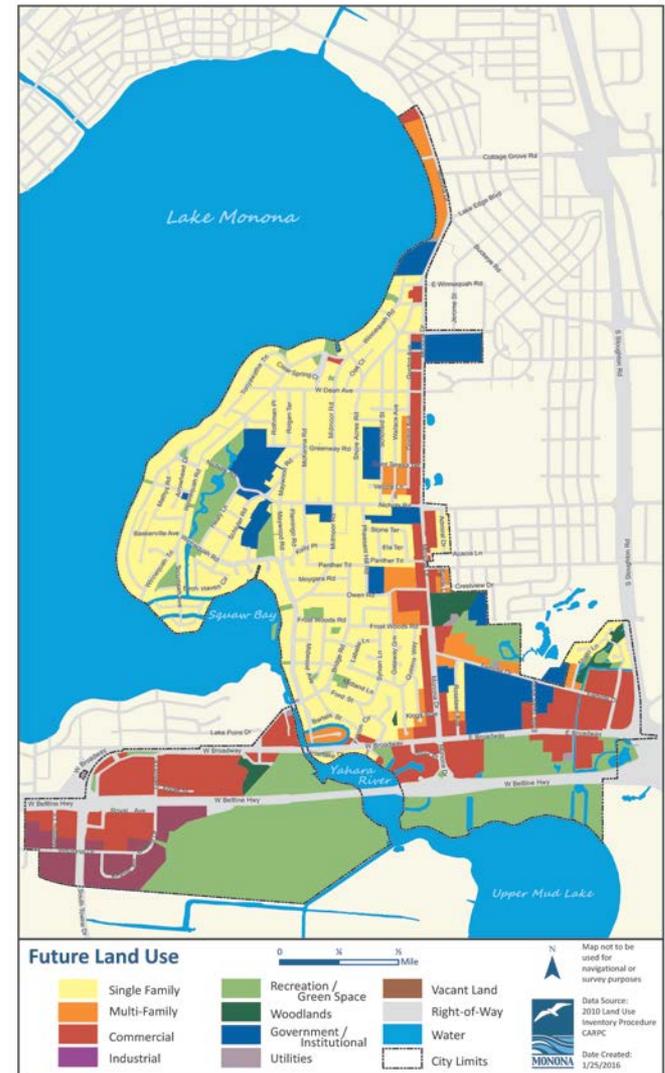
City of Monona Comprehensive Plan *2016 - 2036*

A summary of Plan highlights as presented to the City Council on March 21, 2016



Plan Highlights #1

- Future Land Use Map
 - Identification of need to review and update zoning map in short term future.
 - More compliant with Statute and provides clearer policy direction and vision for the future.



Plan Highlights #2

- Sustainability
 - Identifies the City's recent commitments to sustainability efforts.
 - Recognizes that sustainability is an interconnected issue, not a silo.
 - Aligns goals of 2015 Sustainability Plan and Comprehensive Plan



Plan Highlights #3

- Housing Policy Issue Identification: Future Multi-Family Development?



Plan Highlights #4

- Implementation Element
 - 10 Year Prioritized Action Plan with roles and responsibilities listed.

9.7 ACTION PLAN

The following table provides a detailed list and timeline of major actions intended to implement the Plan. The list is not exhaustive of all goals and objectives in the preceding Plan elements. Rather, it includes actions that are likely to be completed in the near term. Additional actions may be taken that further the goals of the Plan and actions prioritized as conditions change.

Table 9.1: Action Plan

Element/Category	Action	Timeframe	Responsible Party
E1: Issues & Opportunities	<ul style="list-style-type: none"> Update demographic information as new data becomes available. 	2020-2022	Plan Commission
E2: Housing	<ul style="list-style-type: none"> Study implications of renter-occupied versus owner-occupied housing proportions in the community. 	2016-2017	Plan Commission
	<ul style="list-style-type: none"> Promote homeownership, home investment and maintenance. Continue funding Renew Monona. 	2018-2020	Community Development Authority
E3: Transportation	<ul style="list-style-type: none"> Collaborate with Dane County on possible jurisdictional transfers of County Roads. 	2020	Public Works
	<ul style="list-style-type: none"> Update Official Map. 	2020	
E4: Utilities & Community Facilities	<ul style="list-style-type: none"> Annual update of the CIP. 	Annually	City Council
	<ul style="list-style-type: none"> Develop a sanitary sewer management plan which establishes standards and priority schedules. 	Ongoing	Public Works
	<ul style="list-style-type: none"> Improve stormwater management throughout the city to improve water quality and reduce flooding. 	2016-2017 and Ongoing	Public Works
E5: Agricultural, Natural, & Cultural Resources	<ul style="list-style-type: none"> Update the Parks & Open Space Plan every 5 years. 	2020, 2025	Parks and Recreation
	<ul style="list-style-type: none"> Prepare a forest management plan (2017) for tree planting and preservation (ongoing) 	2017 and Ongoing	Public Works
	<ul style="list-style-type: none"> Continue marking existing landmarks & evaluate new additions to the inventory. 	2015-2016	Landmarks Commission

Demographic Highlights

- Stabilizing, Older Population
- Median Age 45.9 years old (11.5 > County Avg.)

Table 1.1: Population, 1960-2030

1960	1970	1980	1990	2000	2010	*^2015	*2020	*2030
8,178	10,420	8,809	8,637	8,018	7,533	7,440	7,320	7,035

Source: U.S. Census Bureau & Demographics Services Center 2010

**Wisconsin Department of Administration (DOA) Population Estimates, December 2013*

^ DOA Population Final Estimate Update October 10, 2015 is 7,833.

Table 1.2: Population Change, 1960-2020

1960 - 1970	1970 - 1980	1980 - 1990	1990 - 2000	2000 - 2010	*2010 - 2020
27.42%	-15.46%	-1.95%	-7.17%	-5.80%	-3.08%

Source: U.S. Census Bureau & Demographics Services Center

Housing Element



- Declining household size from 2.12 to 1.99
- High number of individuals living alone that are over the age of 65
- Low vacancy rate for multi-family rental
- Housing tenure: decline in owner-occupied housing units

Housing Tenure

- Declining owner-occupancy rate



Table 2.5: Monona Housing Tenure

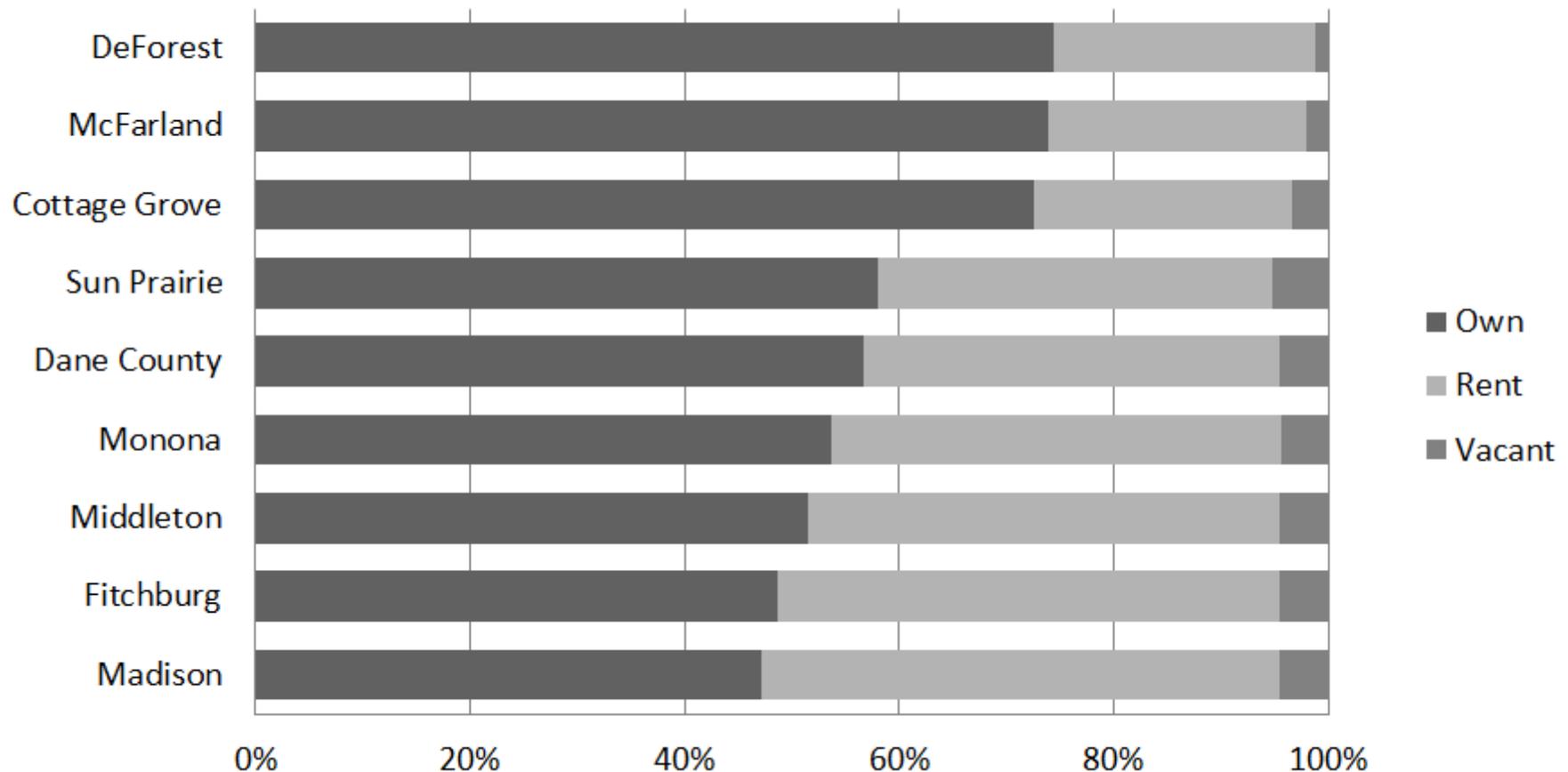
	Own	Rent	Vacancy Rate
2000	60.9%	39.1%	3.9%
2010	59.5%	40.5%	7.6%
2013	53.7%	41.8%	4.5%

Source: U.S. Census Bureau, Census 2000 and 2010, 2013 5-Year American Community Survey



Relative Housing Tenure

Figure 2.1: Relative Housing Tenure



Source: 2013 5-year American Community Survey

Implementation

- **Housing**

- Studying housing tenure, develop consensus on policy for future housing development 2017
- Development of appropriate housing mix in redevelopment areas
 - Multi-family mixed use
 - Multi-family rehabilitation
- Promote home-ownership and maintenance in SF neighborhoods (continue Renew Monona)

Transportation



Transportation Issues & Opportunities

- Allocate sufficient resources in future to maintain and rebuild infrastructure
 - Monitor possible jurisdictional transfer of Cty Hwy BB & BW
- Capitalize on regional network, accessibility and connectivity
- Four-lane arterial as “main street”, adjacent redevelopment sense of place
- Promote multi-modal transportation system
 - Improve bicycle and pedestrian accommodations and connections
 - Support transportation that fosters accessibility for older adults, people with disabilities, and with limited financial resources

Implementation

- **Transportation**
 - Collaborate/anticipate possible county jurisdictional transfer 2020
 - Update official map 2020
 - Sustainable Transportation Plan (UniverCity Alliance)

Utilities & Community Facilities



Management of Water Supply, Wastewater and Stormwater Management Systems:

- **Water supply** adequate through 2035.
- Operates **stormwater utility fund** Improve stormwater outfalls
- City is currently meeting DNR **MS4 permit** requirements for reduction of sediment in stormwater system.

Community Facilities



Final Report

Wednesday | March 14, 2012



City of Monona
Space Utilization and Facilities Study
Monona, Wisconsin



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Continued investment in and maintenance of aging facilities

Implementation

- **Utilities & Community Facilities**
 - Annual update of the CIP
 - Improve stormwater management (outfalls and stormwater utility fund). 2017, ongoing
 - Review long-range facility plans and needs to adequately plan for long range capital budget and facility investments.

Natural & Cultural Resources

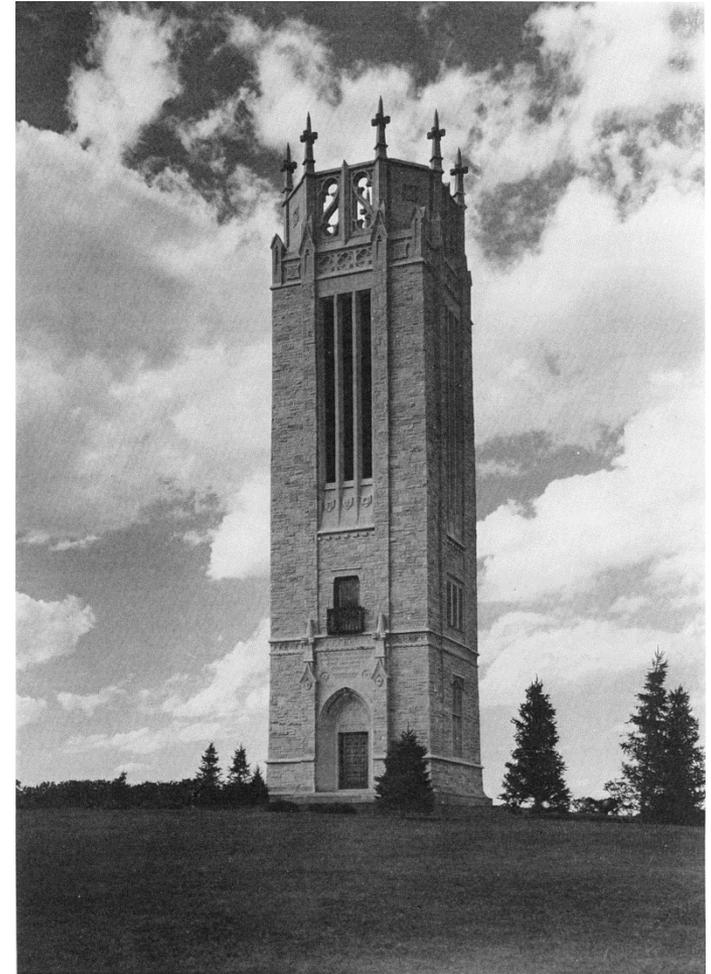


- Groundwater, watersheds, surface waters, floodplains, wetlands, environmentally sensitive areas, forests, habitat, parks, open space and recreation, and cultural landscapes.



Implementation

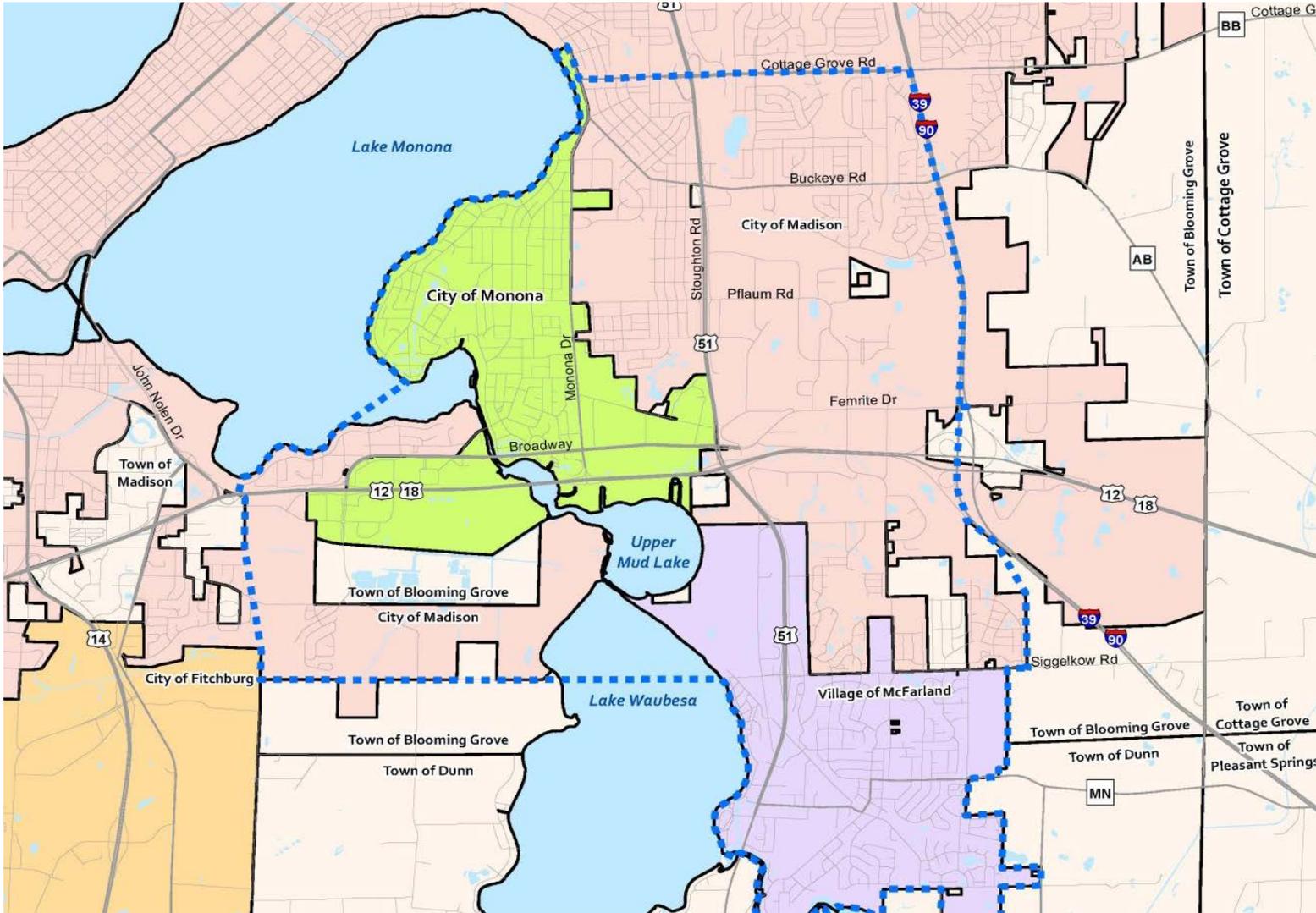
- **Natural & Cultural Resources**
 - Update Parks & Open Space Plan every 5 years 2020
 - Forest management and tree planting plan 2017
 - Preserve and perpetuate our existing 24 landmarks and 4 sites on the national register
 - Continue marking existing landmarks & evaluate new additions to the inventory



Economic Development

- Labor force: 4,430 residents
- Regional Commuting Patterns:
 - Almost 30% of Monona jobs are held by Madison residents.
 - Many Monona residents leave the City for work.
 - 65% of work in Madison.

Trade Area



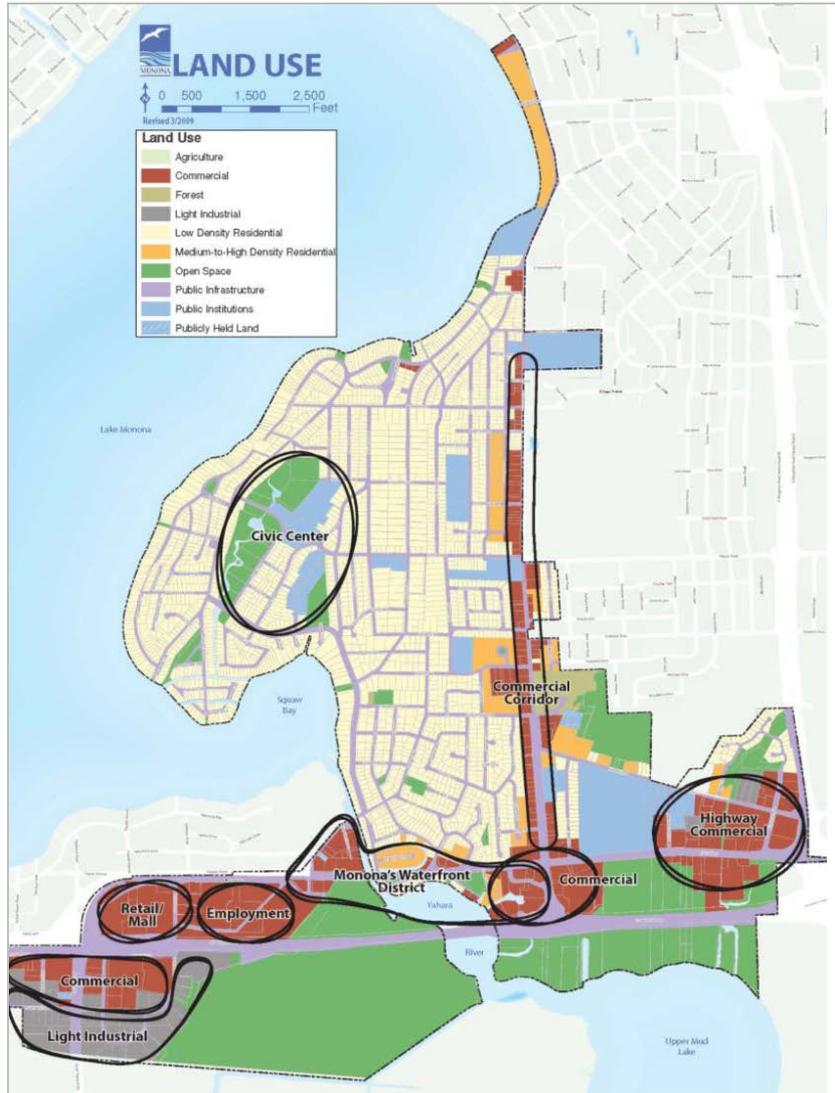
Trade Area

- Trade area population **31,784**
- Trade area median income **\$61,790**
- **10 min drive time** covers the whole trade area
- Within the trade area, there are **2,900 businesses** employing nearly **23,000 people**
- Customers and income to support existing and new businesses

Implementation

- **Economic Development**
 - Maintain Renew Monona and Façade Improvement Grant Programs
 - Implement goals of RDA plans
 - Riverfront (TIF 9)
 - Monona Drive (TIF 7)
 - East Broadway (TIF 6)
 - Monitor 9 TIDs, consider new TIDs where appropriate
 - \$19 million capacity 2016
 - \$60 million retiring in 2018

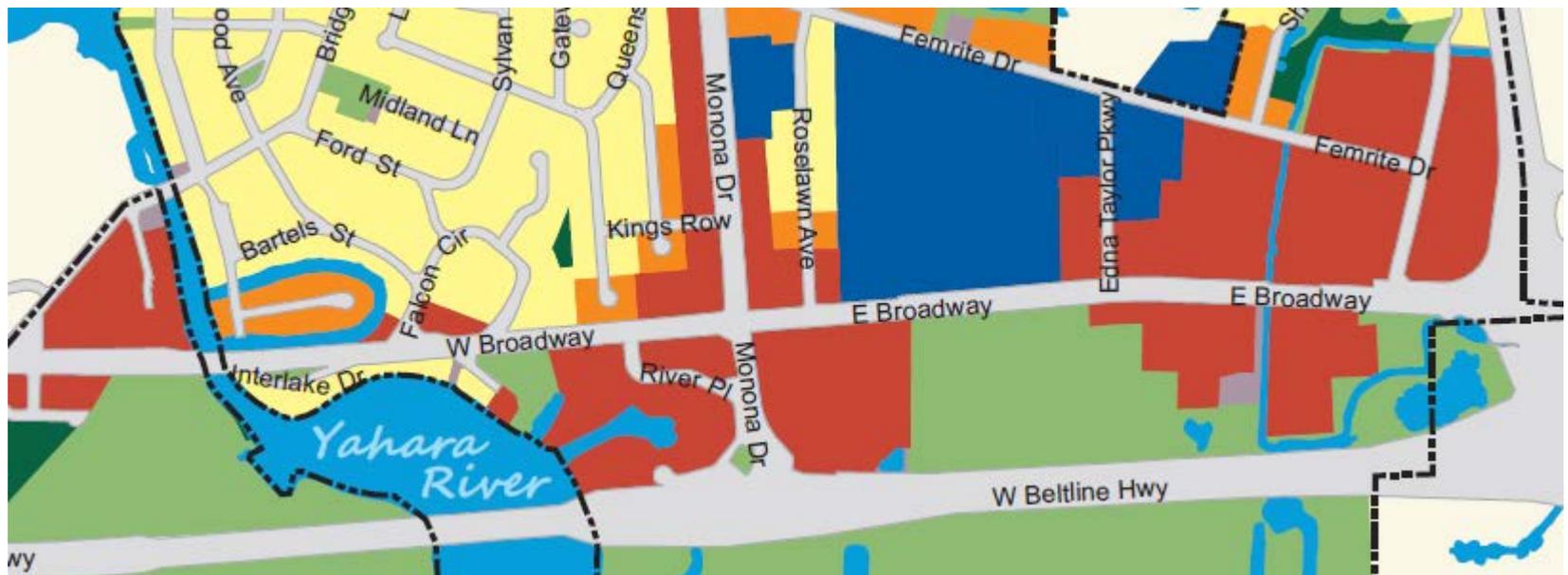
Land Use



Future Land Use

Redevelopment Areas 6, 8, and 9:

- East Broadway Corridor
- Monona Riverfront Site/Waterfront District



Future Land Use

- Redevelopment Area 7: North end of Monona Drive



Implementation

- **Land Use**

- Review future land use map 2020
- Ensure consistency between future land use and zoning map 2015-2016
- Implement commercial redevelopment plan
- Review research of UniverCity Year study to inform future land use decisions (e.g. Housing)

Implementation

- **Plan Monitoring**
 - Conduct a general biennial review of Plan for needed updates 2018
 - Consider update of plan element needing focus after 5 years (possibly housing) 2020
- **Consistency with Regulations**
 - Sign Code Update 2016-2017
 - Zoning Code Review, possibly update 2018

For More Information

- This is a summary of Plan highlights only as part of the 2016 Comprehensive Plan update process.
- The Complete Plan may be reviewed on the City of Monona's website and www.mymonona.com.
- Questions may be directed to Sonja Reichertz, City Planner and Economic Development Director at City Hall (608) 222-2525.