

ELEMENT I: ISSUES AND OPPORTUNITIES



The Issues and Opportunities Element of the Plan is intended to identify potential issues and opportunities that will affect the future growth and development of the City of Monona. This element provides an overview of the various factors that can initiate change within the city including: population trends and forecasts, including age, gender, and racial distribution; household trends and forecasts; educational attainment levels, employment trends and forecasts, including income and labor force characteristics. This chapter ends with a sampling of additional issues and opportunities that will be further developed in each subsequent element.

I.1 POPULATION CHARACTERISTICS AND FORECASTS

The population of Monona grew substantially during the 1960s and has consistently and gradually decreased in the decades since. Recent Census and State data project that this population decline will continue, however the city has identified local factors that may contribute to a stabilization rather than decline. Population totals are outlined in Table 1.1 below, while percentage of change is listed in Table 1.2.

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

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

I.1.1 POPULATION STABILIZATION

Between 2010 and 2020, the rate of population decrease is expected to slow as shown in Table 1.2. Recent trends may further contribute to a stabilization of the population. For example, many new multi-family housing units have been constructed in recent years. These new housing units could affect population projections and potentially increase Monona's current population.

The steady decline in Monona’s population in the past, which the City expects to stabilize in coming years, can be attributed to a number of factors including:

- An increase in the elderly population,
- The growth of empty nester households,
- A trend towards smaller household sizes, and
- The lack of available land for new housing development.

1.1.2 AGE DISTRIBUTION

Age distribution is an important factor when considering future demands for housing, schools, park and recreational facilities, and the provision of social services. The data for Monona shows that the city’s overall population is older than surrounding communities. The city’s median age is 45.9 while the median age for Dane County is over ten years younger at 34.4. Individuals 65 years old and above constitute 19.5% of Monona’s population. This figure is substantially higher than the Dane County average of 10.4%. In fact, Monona has the highest proportion of seniors in its population of any city in Dane County according to the 2010 Census; only two other municipal divisions have higher percentages of the 65+ age group in their populations (Town of Westport, 23.95% and Village of Shorewood Hills, 19.87%).

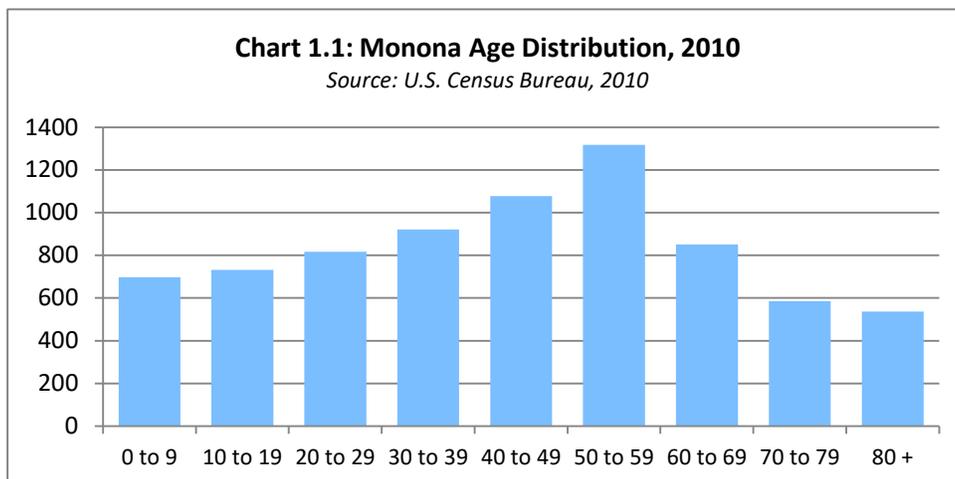
Table 1.3: Age Distribution

	2000			2010		
	% 19 and Under	% 25 - 44	% 65 and Over	% 19 and Under	% 25 - 44	%65 and Over
Monona	22.60%	28.80%	17.60%	19.00%	24.90%	19.50%
Dane County	26.60%	32.40%	9.30%	24.90%	29.50%	10.40%

Source: U.S. Census Bureau, Census 2000 and 2010

Chart 1.1: Monona Age Distribution, 2010

Source: U.S. Census Bureau, 2010



Over the next twenty years, the number of baby boomers entering retirement is a trend the city should consider when planning for elderly facilities, services, and housing needs. As the portion of individuals over the age of 55 increases there may also be a turnover of residences to younger families.

The percentage of individuals in Monona between ages 25–44 decreased from 2000 and 2010. Maintaining a healthy population in this group is important as these individuals represent first-time homebuyers, professional wage earners, and are often in the family-forming stage of their lives. Decreases in this age group should be evaluated and considered when the city is making land use decisions.

1.1.3 GENDER DISTRIBUTION

Monona’s population is distributed relatively equally between males (47.7%) and females (52.3%).

1.1.4 RACE AND ETHNICITY

According to the 2010 Census, 6,970 of Monona’s residents are of a white racial heritage (92.5%). This is a slight decline from the 2000 Census, where 7,513 (93.7%) individuals identified with a white racial heritage. Approximately 3.1% of Monona Residents are Hispanic or of Latino origin (any race), which is largely unchanged from the 2000 Census (3.2%). The numbers reported by the 2010 Census show that Monona’s population is relatively unchanged with regard to racial diversity.

Table 1.4: Racial Distribution

	2000		2010	
	Number	Percent	Number	Percent
White	7,513	93.7%	6,970	92.5%
Black or African American	185	2.3%	210	2.8%
American Indian & Alaska Native	27	0.3%	39	0.5%
Asian	67	0.8%	102	1.4%
Native Hawaiian or Other Pacific Islander	3	0.1%	2	0.0%
Some Other Race	105	1.3%	80	1.1%
Two or More Races	118	1.5%	130	1.7%
		100.0%		100.0%
Hispanic or Latino, any Race	[256]	[3.2%]	[232]	[3.1%]

Source: U.S. Census Bureau, Census 2000 and 2010

1.2 HOUSEHOLD CHARACTERISTICS AND FORECASTS

The Census defines a household as all the people who occupy a housing unit as their usual place of residence. The average household size in Monona declined from 2.12 persons in 2000 to 1.99 persons in 2010. In general, this decreasing household size is consistent with national trends. Also in 2010, there was a decrease in the number of family households¹; households in Monona are now

¹ U.S. Census Bureau Definition of Family Household (Family): A family includes a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption. All people in a household who are related to the householder are regarded as members of his or her family. A family household may contain people

approximately evenly split between family and non-family households. The Census also showed a slight increase in the number of 65+ year-old residents living alone.

Table 1.5: Household Characteristics

	2000		2010	
	Number	Percent	Number	Percent
Total Households	3,768	-	3,777	-
Family Households	2,053	54.49%	1,925	50.97%
Non Family Households	1,715	45.51%	1,852	49.03%
		100%		100%
Individuals Living Alone	1,393	-	1,546	-
Older than 65 years	519	37.26%	590	38.16%
Average Household Size	2.12	-	1.99	-

Source: U.S. Census Bureau, Census 2010

1.2.1 HOUSING TENURE

In 2010, 59.5% of dwelling units were occupied by the owner, while 40.5% were rented. The average household size of owner-occupied units is 2.27, while the average size of renter-occupied units is 1.58. These numbers are comparable to the 2000 Census, where 60.9% of household units were owner-occupied, and 39.1% were rented. Additionally, Monona's 2010 housing tenure characteristics are almost identical to the 2010 housing tenure characteristics for Dane County overall.

According to the 2010 Census, the vacancy rate of all housing units in Monona was 7.6%. Available data from 2013 examines the multi-family rental vacancy rate in particular. In 2004, the vacancy rate for multi-family units in the greater Madison area² was 7.03%. This number has decreased substantially over the past decade. In 2013, the vacancy rate for multi-family units in the greater Madison area reached a low point of 1.88%. This data indicates a growing demand for multi-family units and supports the shifting trends in household formation as described further in the Household Forecasts section below.

1.2.2 HOUSEHOLD MOBILITY

The majority of Monona's residents (80% +) remained in the same house from the year prior during the period of 2009-2011. However, 10-12% of Monona residents had moved to Monona from somewhere within Dane County every year during this 3-year period. Likewise, approximately 4% of Monona's residents had moved to Monona from somewhere within Wisconsin (other than Dane County) every year during the three-year period. Slightly fewer residents (less than 2%) had moved from different state, and zero residents moved from a different country during this period.

not related to the householder, but those people are not included as part of the householder's family. Not all households contain families since a household may comprise a group of unrelated people or one person living alone.

² Multi-family vacancy rate data is provided by Madison Gas and Electric. This data describes the vacancy rate for the greater Madison area, of which Monona is a part, and is not available for the City of Monona specifically.

Table 1.6: One Year Household Mobility Trends, 2009-2011

	2009 Resident Location in 2008 Percent	2010 Resident Location in 2009 Percent	2011 Resident Location in 2010 Percent
Same house	81.8%	85.0%	85.2%
Different House			
in Dane County	12.8%	10.9%	9.8%
in Wisconsin (excluding Dane Co.)	3.9%	3.8%	3.6%
in Different State (excluding WI)	1.5%	0.8%	1.5%
in Different Country	0.0%	0.0%	0.0%
	100%	100%	100%
Total Population (over one year old)	8,049	7,543	7,523

Source: U.S. Census Bureau, 2009-2011 American Community Survey

I.2.3 HOUSEHOLD FORECASTS

Based on the household and population characteristics and trends summarized above, general household forecasts can be made, including the following:

- 24.9% of Monona’s residents are between the ages of 25 and 44. This group is expected to expand their current household and family sizes.
- 17.4% of Monona’s residents are between the ages of 50 and 59. Over the next twenty years, it is likely children of these residents will be moving away from Monona’s homes, thus reducing the average household size and increasing the number of “empty-nesters.” These residents are also nearing retirement.
- 19.5% of Monona’s residents are over the age of 65. This group presents the largest demand for smaller condominium homes and assisted living facilities.
- Other household formation and population trends have implications for future land use decisions. Trends listed below could increase demand for new rental housing units or could indicate a possible turnover of single-family homes to new, younger families.
 - Decreasing household size is a trend in Monona and across the country;
 - The number of older individuals living alone has increased;
 - The number of family households is decreasing and is now essentially even with the number of non-family households;
 - The multi-family rental vacancy rate has reached a low point.
- Population projections indicate that the rate of population decline for the city is slowing down. Recent trends, including construction of multi-family housing units, will further contribute to a stabilization of the population. New residents moving to Monona to live in these developments will increase the population. Residents currently living in Monona that move into these developments will open single-family homes to new residents and to opportunities for redevelopment.

I.3 EDUCATIONAL ATTAINMENT LEVELS

Educational attainment is one variable used to assess a community's labor force potential. According to the 2010 Census, 97.7% of Monona's population over the age of 25 have attained a high school degree or higher. Also, 43.6% of the population have attained a bachelor's degree or higher. Educational attainment levels for the city are mostly in-line with those for Dane County, and are ahead of those for the State of Wisconsin. Additional information on the Monona Grove School District can be found in the Utilities & Community Facilities Element.

Table 1.7: Educational Attainment for Persons 25 Years and Over*

	Monona		Dane County	Wisconsin
	2000	2010	2010	2010
Less than 9 th grade	1.4%	0.9%	--	--
9 th to 12 th grade, no diploma	4.5%	1.4%	--	--
High school graduate (includes equivalency)	26.0%	23.7%	--	--
Some college, no degree	24.7%	21.1%	--	--
Associate degree	7.2%	9.4%	--	--
Bachelor's degree	26.3%	23.6%	--	--
Graduate or professional degree	10.0%	20.0%	--	--
	100%	100%		
% High School Degree or Higher	94.1%	97.7%	94.7%	90.2%
% Bachelor's Degree or Higher	36.2%	43.6%	45.8%	26.4%

*5,549 of Monona residents were over the age of 25 according to the Census 2010.

Source: U.S. Census Bureau, Census 2000 and 2010

I.4 EMPLOYMENT CHARACTERISTICS AND FORECASTS

I.4.1 LABOR FORCE

Employment trends reflect shifts within the local and national economies. The 2008-2012 American Community Survey shows that 4,430 Monona residents participate in the labor force. The unemployment rate for the city was 4.4%.

I.4.2 EMPLOYMENT CHARACTERISTICS

The largest occupational industries in Monona include: educational services, health care and social assistance (totaling 25.3%); and finance, insurance, and real estate (totaling 10.7%) as reported by the 2010 Census. Professional, scientific and management; arts entertainment, recreation, and food services; and public administration are the next three largest occupational industries in the city.

I.4.3 PER CAPITA INCOME

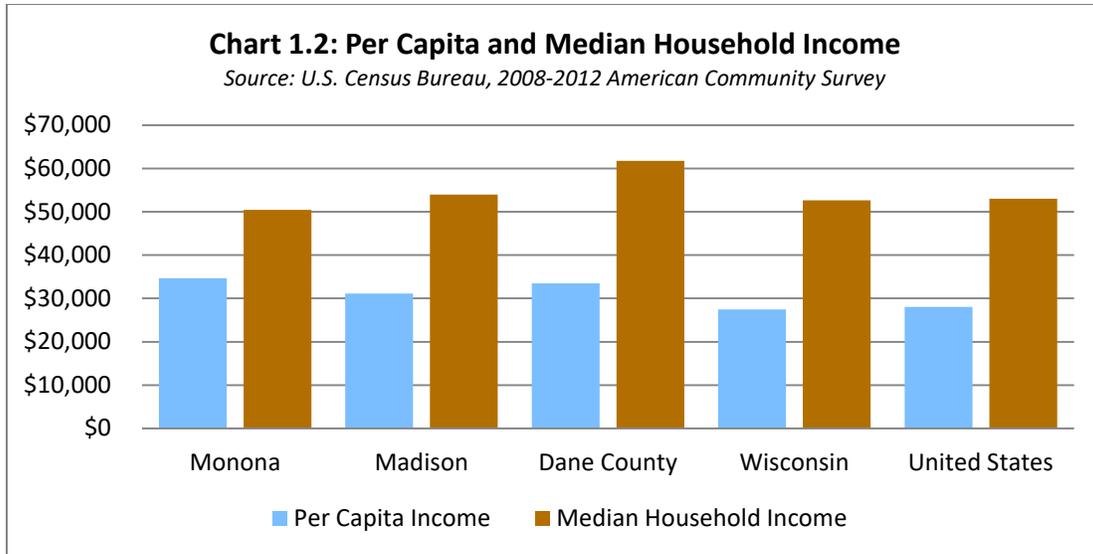
Per capita income³ in Monona was \$34,633 as reported by the 2008-2012 ACS. The per capita

³ U.S. Census Bureau Definition of Per Capita Income: Per capita income is the mean money income received in the past 12 months computed for every man, woman, and child in a geographic area. It is derived by dividing the total income of all people 15 years old and over in a geographic area by the total population in that area.

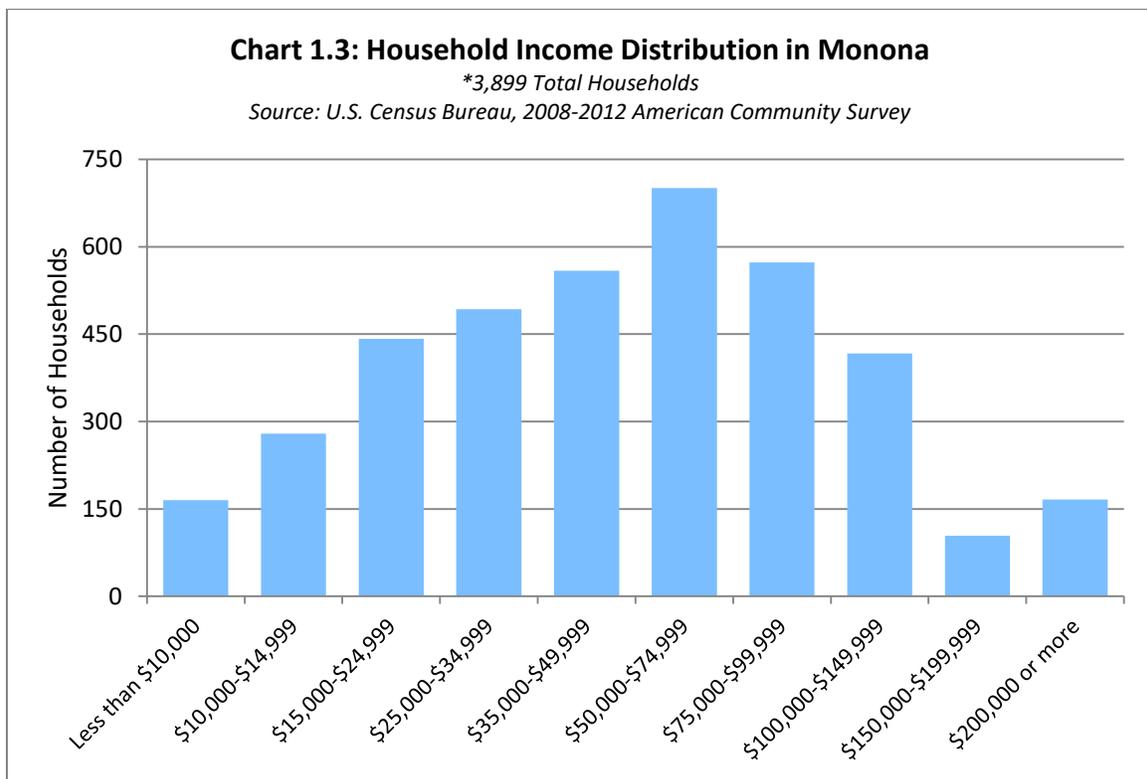
income in Monona is slightly higher than the per capita income in Madison, Dane County, Wisconsin, and the United States as shown in the chart below.

1.4.4 MEDIAN HOUSEHOLD INCOME

In 2010, the median household income⁴ in Monona was \$50,479. The 2010 Census data shows that 5.7% of Monona’s families were below the poverty level and 8.8% of individuals were below the poverty level. The chart below displays income distribution for Monona households. The type of income that Monona households rely upon is predominately income with earnings (74.9%). However, 34.0% of Monona households depend on income from social security.



⁴ U.S. Census Bureau Definition of Median Household Income: This includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. The median divides the income distribution into two equal parts: one-half of the cases falling below the median income and one-half above the median.



I.5 OVERALL ISSUES AND OPPORTUNITIES

Below is a sampling of issues and opportunities identified by the city that will guide growth and change in the city for the next 20 year period. These issues and opportunities are discussed further in their related Comprehensive Plan Element.

I.5.1 HOUSING

- Monona has a diverse housing stock including single family homes, apartments, and condominiums.
- Monona has an aging housing stock.
 - Over 60% of Monona’s single-family housing stock was built prior to 1960. This housing stock, now over fifty years old, presents an opportunity for redevelopment.
 - Much of Monona’s multi-family housing stock was built in the 1960s and 1970s. New construction of multi-family housing units has increased in recent years which may promote the turnover of single-family residences and attract new and younger residents to the city.
- Large vacant tracts of land are not available for the development of traditional single-family home subdivisions. As the trend of redevelopment of older single-family homes continues, there is an opportunity for replacing these homes with new development types such as small-lot single-family home subdivisions.
- Investment in existing homes through remodels and additions is a trend that will continue.

- Monona’s aging population has implications for the city’s housing stock, tenure, and forecasts. The high proportion of seniors in Monona creates a strong market for senior housing as well as an opportunity for aging-in-place developments.

1.5.2 TRANSPORTATION

- Monona has an extensive transportation network for which sufficient financial resources must be allocated to maintain and rebuild the city’s infrastructure.
- With Monona’s location in a regional transportation system, residents have easy access to destinations in the City of Madison and Dane County through an effective network of streets, bus routes, and bike routes.
- Monona Drive is a four-lane thoroughfare that carries high volumes of local and regional traffic which allows local businesses to capitalize on the business of commuters. This is also an issue because a corridor dominated by vehicular traffic promotes auto-oriented and service-type establishments while remaining unfriendly to residents, pedestrians, and bicyclists.
- Targeted planning efforts and improvements have been undertaken along the city’s two major commercial corridors. Broadway was reconstructed in the 1990s and Monona Drive was reconstructed from 2009 to 2014. Continued maintenance and investment in these corridors will remain a high priority and will impact future growth and development in the city.
- Previous planning efforts have focused on establishing a “distinctive sense of place” within the Monona Drive corridor to create an environment that “encourages social gathering and neighborliness,” while “balancing the needs of parking and aesthetics.” This will be an ongoing effort in tandem with redevelopment efforts described in the economic development and land use sections of this Plan.



1.5.3 UTILITIES, COMMUNITY FACILITIES, AND SERVICES

- The City of Monona has numerous public facilities and an extensive network of utilities, which provide its residents a wide variety of services.
- Monona’s City Center provides a wide range of quality services including an outdoor pool and aquatics center, parks, senior center, library, and the City Hall, Police and Fire building.
- High quality utilities, facilities, and services are important to Monona residents and businesses. Continued investment in the maintenance and improvement of these services and infrastructure will be necessary to continue to meet these needs.
- Monona’s city facilities are aging and may require significant investments and capital improvements planning in the next twenty years.
- Monona’s proximity to Lake Monona requires that the city’s storm water runoff be cleaned and managed before entering the lake since it is not filtered by other water bodies prior to entering the lake.



1.5.4 AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

- Monona has many natural and cultural resources including Lake Monona, the Yahara River, woodlands, native Indian burial mounds, and extensive wetland preserves. The city has adopted a variety of plans and policies to preserve these resources.
- The City of Monona has developed an extensive park system and high-quality programming to serve the recreational needs of residents.



- Occasional competing demands of natural resource preservation and economic development must be balanced.
- The city has an active Landmarks Commission, whose mission is to protect, enhance, and perpetuate the historical and cultural heritage of the city. The city recently celebrated its 75th Anniversary during which stories and cultural data were collected and documented.

I.5.5 ECONOMIC DEVELOPMENT

- There is very little vacant land remaining in Monona and the city cannot grow through annexation; therefore the city has focused its economic development strategies on quality, sustainable, and orderly infill and redevelopment while encouraging business retention, expansion, and attraction.
- The city works with an active Chamber of Commerce in pursuit of common goals.
- The city actively uses Tax Increment Financing to facilitate redevelopment and to fund public infrastructure improvements.
- As of 2015, the city has seven active Tax Increment Districts (TID) and nine Redevelopment Areas in the city where revitalization efforts have been focused. TID 2 is expected to close in 2018.
- Substantial redevelopment has occurred in these districts over the past ten years which will encourage additional redevelopment.
- Regional influences impact economic development in Monona including the University of Wisconsin and research center, nearby Interstate Highways and regional corridors, the Dane County Regional Airport, and the State Capitol.



I.5.6 INTERGOVERNMENTAL COOPERATION

- Monona will continue to be influenced by the natural, cultural, and economic conditions of the larger surrounding region. Understanding these influences is an important part of identifying the opportunities and challenges that the city will face over the next 20 years.
- Monona is part of the Capital Area Regional Planning Commission (CARPC), the regional planning body for the communities within Dane County.

I.5.7 LAND USE

- The city lacks substantial raw land for commercial and residential development because it is landlocked and unable to expand its boundaries by annexation.
- The city must find creative ways to achieve continued growth in its commercial tax base.
- Trends indicate that the demand for commercial and residential development is strong.
- Community needs and market trends need to be considered and balanced when determining land uses for areas of development and redevelopment.
- Design standards for buildings will help guide Monona's future development and redevelopment.
- Regional influences greatly impact our land use patterns and decisions.
- Continued investment in our main commercial corridors will impact future land uses on adjacent parcels.
- Demand for residential land use along Monona's extensive lake shore will continue.

I.5.8 IMPLEMENTATION

- The Comprehensive Plan serves as an umbrella document that coordinates other planning efforts in the city. Other city departments and committees are encouraged to develop policies and programs that will assist with implementation of the goals and objectives listed in the Plan.
- Use and evaluation of the Comprehensive Plan will provide the community with information on the city's progress overtime in reaching identified goals.