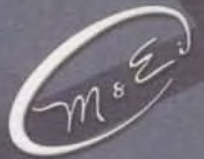


Planning
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**Comprehensive Plan
2009 - 2029**

**Town of Neenah
Winnebago County, WI**

Adopted: May 26, 2009

Martenson & Eisele, Inc.

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Town of Neenah

Winnebago County

Comprehensive Plan

2009-2029

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Jan DeKeyser, Supervisor
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Glenn Winkler, Supervisor

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Adopted May 26, 2009

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TOWN OF NEENAH

COMPREHENSIVE PLAN 2009 - 2029

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Land Use

Major Findings

- ❑ The Town of Neenah has a good mix of land uses and a strong commercial/industrial tax base.
- ❑ A large area in the heart of the town is designated as a wetland, which renders the area undevelopable.
- ❑ A large number of residential lots in the town are assessed at a high value because of their frontage on Lake Winnebago and its tributaries.
- ❑ Due to a boundary agreement with the City of Neenah, the Town will be limited in what can be planned for those areas that are shown as City growth areas.
- ❑ The town is on the southern end of the Fox Cities metropolitan area, with easy access to U.S. Highway (USH) 41 and secondary county and state roads. These provide good access to surrounding areas.

Recommendations

- ❑ The Town will need to work jointly with the City of Neenah to plan for the ultimate development of land in the town, while preserving specific areas for future parks and the environmentally sensitive areas of the Town.

Goals, Objectives, Policies, and Programs

Goal

1. The Town of Neenah will strive to preserve diversity by directing the majority of residential, commercial, and industrial land uses to areas within their Sanitary Districts and encouraging the preservation of green space, when appropriate.

Please note that the following objectives and policies are not the only ones that relate to land use in the Town of Neenah. There are objectives and policies in the other elements of the Comprehensive Plan that also relate to land use.

Objectives

1. **Consistency with Plan** - The Town of Neenah shall require all decisions and actions concerning land use development and redevelopment to be consistent with the Comprehensive Plan. The Town Board may amend the Comprehensive Plan for specific projects that merit special consideration.
2. **Contiguous Development** - Future land development of any kind should generally occur contiguous to like development, unless a transition is more appropriate.
3. **Support Existing Businesses** - The Town of Neenah will generally support existing commercial businesses, encouraging them to expand at their present locations rather than moving to another location that may be outside the town.
4. **Implementation Tool** - The Town of Neenah will apply the Municipal Code to implement the Town's Comprehensive Plan.
5. **Impacts to Natural Resources** - When evaluating any potential development projects, the Town will consider the potential impact on natural resources, environmental corridors, and habitat areas.

Background Information

Land Use Characteristics

- ❑ Map 1, which can be found behind the “Maps” tab, shows the existing land use pattern in the Town of Neenah. Table 1 shows existing land use characteristics, including acreage, percentage of acreage by land use, and intensity/density.
- ❑ Intensity is the degree to which a land use impacts the community. Along a scale of intensity, industrial activities are generally more intense than open space. Intensity is considered, however, in two ways: the overall land use and the specific type of land use at a particular location. An example would be a large feedlot and a small cheese factory. The type of agricultural – a feedlot that covers many acres and may generate odors and noise - would have greater impact on the town than a small industrial land use with limited activity.
- ❑ Density is the degree to which the facilities associated with a general land use cover the land. A mobile home park would obviously have a higher density than a natural area.

Table 1
Existing Land Use

	Acres	%	Intensity/Density
Farmsteads	13	0.2%	Low intensity and density
Residential	904	17.7%	Low intensity and density
Commercial	93	1.8%	Medium to high intensity and density
Industrial	254	4.9%	High intensity and moderate density
Public/Institutional	67	1.3%	Low to moderate intensity and density
Landfills	64	1.2%	Not applicable
Quarries/Mining	282	5.5%	Not applicable
Utilities	37	0.7%	Not applicable
Rail Transportation	42	0.8%	Not applicable
Transportation (Roads)	353	6.9%	Not applicable
Parks/Detention Areas	43	0.8%	No intensity or density
Agricultural	1,497	29.3%	Very low intensity and density
Undeveloped land	1,418	27.7%	Very low intensity and density
Open Water	38	0.7%	Not applicable
Total Acres	5,105		

Source: Town of Neenah and Martenson & Eisele, Inc.

Trends in the Supply, Demand, and Price of Land

Agricultural

- ❑ The amount of agricultural land in the Town of Neenah shrinks yearly as development occurs. The total land area devoted to farming in 2008 was 1,497 acres, or about 29% of all town lands.
- ❑ Agricultural land in the Town of Neenah is considered an important and appreciated land use by many who live in the town. Most residents, however, recognize that over time a transition to more intense land uses may occur on land that is currently farmed.
- ❑ Some farmland within the City of Neenah growth area may become absorbed by annexation and be developed sooner than other areas of the town.

- ❑ Price of farmland can start at \$3,000 per acre, but if the land is flat and intended for residential development, it can be \$6,000 or more per acre. If on a creek or woods, and purchased for residential development, the value could be \$14,000-\$16,000 per acre.

Residential

- ❑ Table 1 identifies 904 acres (18% of total land area), as being in residential development. This percentage shows the amount of land that has been converted from what was once farmland to residential uses, which can be attributable to the close proximity of the City of Neenah and availability of public services from utility districts.
- ❑ Table 2 shows building permit records from 2002 through 2008. The dollar range reflects the value of construction stated on the building permit and should not be considered market value. Building permit values do not include the value of the land.
- ❑ Home building in the Town of Neenah during this period has been entirely single-family.
- ❑ Some residential building opportunities exist. Vacant lot prices may range from \$35,000 to \$45,000.
- ❑ Residential building permits issued reached a high of 43 in 2006. Other than 2006, building permits ranged from 14 to 33 permits over the last seven years. The decline in building permits since 2006 is associated with a saturated housing market, soft economy, and cautious lending policies by local banks.

Table 2
Town of Neenah Building Permits

Year	Type	<\$100,000	\$100,000 to \$149,999	\$150,000 to \$199,999	>\$200,000	Total
2002	Single-Family	0	6	3	5	14
2003	Single-Family	4	6	7	9	26
2004	Single-Family	3	9	8	13	33
2005	Single-Family	1	9	9	11	30
2006	Single-Family	2	10	5	26	43
2007	Single-Family	0	0	5	19	24
2008	Single-Family	0	3	7	6	16
Total		10	43	44	89	186

Source: Town of Neenah

Commercial and Industrial

- ❑ Commercial land use constitutes 93 acres of land in the town. Commercial development in the Town of Neenah is a mix of traditional retail stores, wholesale, and service businesses.
- ❑ Retail and service needs of existing and future residents in the town are served by commercial businesses in the City of Neenah and the Fox Cities area.
- ❑ Commercial land value can vary widely, based on location, access, visibility, and other variables.

Landfills

- ❑ This land use category, which contains 64 acres, includes existing and closed landfills located on the northwest portion of the Town of Neenah.

Conflict Between Adjacent Land Uses

Within the Town of Neenah

- ❑ Irritating conditions, such as noise, vibration, odor, and dust will sometimes occur when residential development is next to agricultural or non-metallic mining practices.
- ❑ The Town of Neenah is a mix of agricultural, rural and urban residential subdivisions, and commercial or industrial uses along major roadways. Safeguards will need to be instituted to buffer future commercial and industrial uses when they abut residential neighborhoods.

Between the Town of Neenah and Adjacent Towns

- ❑ When land use changes on the edges of abutting communities require a public hearing, the Town of Neenah and surrounding Towns need to notify each other, especially if the proposed land use change can have an impact on adjacent community properties.

Between the Town of Neenah and City of Neenah

- ❑ The Town of Neenah and City of Neenah have a boundary agreement that has identified certain areas in the Town of Neenah where the City will have rights to annex for city growth, and other areas that the City of Neenah will not annex.
- ❑ Both communities should have a Comprehensive Plan that meets the state criteria for a Comprehensive Plan before January 1, 2010. The Town of Neenah and City of Neenah need to communicate with each other when either receives considers a request for an amendment to their Comprehensive Plan that may affect common border properties.

Limitations on Development

These topics are discussed again in the Agricultural, Natural, and Cultural Resources element.

Topography (see Map 3)

- ❑ The topography of the Town of Neenah is relatively flat, with elevations being highest along the west edge and gradually dropping to the lowest point on the shores of Lake Winnebago.

Bedrock (see Map 4)

- ❑ Because high bedrock exists in certain areas of the town, it can be a factor in land development.

Soils (see Map 5 and Map 15)

- ❑ Soils in many areas have slight to severe soil limitations, but soils do not hinder development of basements anywhere in the town (unless bedrock exists).

Environmental Corridors (see Maps 1 and 10)

- ❑ The major environmental corridors in the Town of Neenah surround drainage swales and creeks that flow to Lake Winnebago and the Fox River system.
- ❑ Environmental features in environmental corridors include:
 - Drainageways as shown on the United States Geological Survey maps and Winnebago County Abstract Map.
 - Wetlands, as shown on the Wisconsin Wetland Inventory Maps maintained by the Wisconsin Department of Natural Resources (WDNR).
 - Floodways, as delineated on the official Federal Emergency Management Administration (FEMA) Flood Boundary and Floodway Maps

Boundary of Utility Service and Community Facilities (Map 13)

- ❑ To address stormwater issues and meet state and federal stormwater standards, the Town of Neenah has created a Stormwater Utility District. This district will prepare plans and assess benefiting properties to make the necessary improvements to meet the new standards for stormwater detention.
- ❑ Parts of the Town of Neenah have sewer service from either the Town of Menasha Utility District or the Town of Neenah Sanitary Districts #2 or #3.

Land Use Projections

Agricultural

- ❑ The number of acres used for agricultural production will likely decrease as land in the town is converted to more intense residential, commercial, and industrial uses.
- ❑ Loss of agricultural land will occur in the future due to annexations by the City of Neenah.
- ❑ Crop farming will continue to be a business in the town until land conversion happens.

Table 3
Residential Land Use Projections

Year	Projected Population ECWRPC	Projected Population Revised*	Percent Change	Households**	Projected Persons /Hshld	Households per Acre***	Add'l Acres ***	Total Add'l Acres
2000 Actual	2,657	2,657		976	2.72	3.0	--	--
2005	2,770	2,929	10.2%	1,093	2.68	3.0	--	--
2010	2,917	3,222	10.0%	1,216	2.65	3.0	--	--
2015	2,802	3,357	4.1%	1,291	2.60	3.0	25	25
2019	2,869	3,483	3.7%	1,366	2.55	3.0	25	50
2025	2,917	3,603	3.4%	1,441	2.50	3.0	25	75
2029	2,955	3,714	3.0%	1,516	2.45	3.0	25	100

Sources:

* East Central Wisconsin Regional Planning Commission (ECWRPC). ECWRPC population projections are official for Sewer Service Area planning, but Table 3 has an additional column that shows adjusted projections, based on actual building permits from 2002 to 2008. Household numbers and projected persons and acreages are based off of the more accurate revised projections.

** WI Dept. of Administration (WDOA)

***Martenson & Eisele, Inc., based on most home development occurring in a sanitary district.

"Households per Acre" for 2005-2030 is fixed value based on 2000 ratio.

"Projected Persons per Household" in this table is different from Table 115 in back of Plan because ECWRPC population projections are different from those of WDOA (see "**"), and are also different from more recent projections.

Residential

- ❑ Table 3 shows population and residential land projections for the Town of Neenah in the next twenty-year timeframe. The estimates are based on a base population and average household size from the 2000 Census, and on the number of building permits issued in the last eight years. A declining household size was then utilized to prepare population and household projections.
- ❑ Based on the projections in Table 3, the Town of Neenah will need an additional 100 acres for residential development by 2030. If future residential growth occurs on lots larger than 0.3 acres per unit (on an average), the additional land needed will exceed this amount.

Commercial

- ❑ A ratio of a community's population to the number of acres currently being used for commercial activities is a way to project how many additional acres of land will be needed.

- ❑ The Town of Neenah had an estimated population of 2,917 in 2008. There were 93 acres of commercial land in the Town based on the Existing Land Use map.
- ❑ The resulting ratio of 0.032 acres per person can be used to calculate the amount of commercial land projected in the future. Making the assumption that this ratio stays constant, the increase in population from 2008 (2,917 state estimate) and 2030 (3,714) would be 797 more people, or a projection of 26 more acres of commercial land.

Industrial

- ❑ Using the same methodology as for commercial land projections, with 254 acres of industrial land producing a ratio of 0.087 acres per person, the Town could project about 70 more acres of industrial land by 2030.

Note: The ratios used to project commercial and industrial land is based on the amount of land needed to support the present and future residents of the Town of Neenah. The Town of Neenah, however, has purchased land north of Oakridge Road that will be marketed in the future for commercial or light-industrial development. More vacant commercial land exists south of Oakridge Road. All this acreage will result in more commercial/industrial development than what is projected as the amount of land typically associated with serving the needs of its constituents.

Development and Redevelopment Opportunities

Agricultural

- ❑ Although the Town of Neenah has 29% of its land area still being farmed, that number will decrease because of development within the town and annexations by the City of Neenah.
- ❑ Even though farmland will be absorbed by development, it is likely that farming operations on large contiguous parcels of land will continue to exist for a period of time.

Residential

- ❑ The Town of Neenah does not limit the location of residential platting, but should take a more active role in directing subdivisions to occur adjacent to existing development, especially in areas of the town that have public sewer.

Commercial and Industrial

- ❑ Concentrations of commercial and industrial development have occurred in the northwestern area of the town, at the intersection of CRD “CB” and CRD “II”, and along USH 41.
- ❑ Preferred locations of future commercial and industrial land uses are at major road intersections, clustered around already existing commercial and industrial development with shared driveway access points.

Land Use Plan

Existing and Future Land Uses

- Because the Town of Neenah's growth will be segmented into urban and rural areas, and given the Town of Neenah/City of Neenah Boundary agreement further divides the town into disjointed pieces of developable land, it was decided that land use would be projected for the entire Town area. The Land Use Plan purposely is projecting land use well beyond 20 years to help future Plan Commission and Board members make wise decisions about all future land use decisions. This is also the reason for not attempting to map a five-year incremental growth, given the nature of Town/City boundaries. Rather, the following table projects the amount of land that could be absorbed for residential development in five year increments over the next twenty years:

Table 4
Growth by Five Year Increments

Year	Additional Acres	Total Additional Acres
2010-2014	25	25
2015-2019	25	50
2020-2024	25	75
2025-2029	25	100

- Because land use is being projected for the entire town, development patterns will not consume all lands over the 20 year planning period (2009-2029).
- East Central Wisconsin Planning Commission's population/development projections will take precedence for all SSA related issues/activities.
- The Land Use Plan for the Town of Neenah combines existing and future land uses under one Land Use Plan color code. Land uses shown on the Land Use Plan are:
 - **Low Density Residential:** Typically refers to a one-family residence.
 - **Medium Density Residential:** Residential duplexes and medium density attached or detached condominium units.
 - **High Density Residential:** Multi-family type housing units with a density of greater than six units per acre.
 - **Urban Residential:** Areas of the Town where future subdivisions could be served by the Town's sanitary districts (in some cases, abutting lands would need to be annexed to a sanitary district).
 - **Rural Residential:** Areas of the Town where on-site sewer systems would be required for new housing sites.
 - **Mixed Use:** An area of the Town where the predominant land use will be commercial and certain compatible industrial uses if abutting residential uses, with some residential and public institutional uses possible. Any new use established in this area will be required to file a Planned Unit Development rezoning petition with an associated site plan showing the type of land use mix, building locations, parking, traffic circulation and buffers from less intense land uses.
 - **Business Areas:** Typical commercial uses such as retail, food or beverage service, or office uses.
 - **Future Business Areas:** Vacant land adjacent to existing businesses that will either be developed as commercial or industrial, subject to existing zoning district regulations.
 - **Quarries/Mining:** Non-metallic mining operations in the Town.
 - **Landfills:** One active Landfill (General Chemical Corp), and inactive landfills that were legally defined or unofficially used as a landfill and have since been covered.
 - **Utilities:** This includes the power plant or any public utility land use.

- **Rail Transportation:** Refers to the Canadian National railroad tracks that run north-south through the center of the Town.
- **Public/Institutional:** Town Hall, Sanitary District Office, Town Garage, cemeteries, and elementary school.
- **Parks and Recreational:** Existing Town parkland
- **Detention ponds:** Local detention ponds required by recent DNR rules to catch and retain water to control stormwater runoff.
- **Agriculture:** Farmland used for crops, pasture and livestock operations. This land-use category may include a farmstead or individual single family homes scattered throughout the rural areas of the town.
- **Inactive Land:** Areas that are in the wooded or environmentally sensitive overlays, or vacant residential lots in subdivisions that could be activated by home construction.
- **Open Water:** Lakes, ponds, and streams.
- **City Growth Area:** Based on the Intergovernmental Agreement with the City of Neenah, the crosshatched areas are reserved for City growth as land is annexed to the City of Neenah. The underlying land use on the Town's Land use Plan for areas of City growth are what is shown on the City of Neenah's Land Use Plan. (More details of the boundary agreement are in the Intergovernmental Cooperation section of this plan).

Land Cover

- The Land Use Plan shows land coverage features, such as wetlands and woodlands. Land classified as wetlands cannot be developed, nor can wetland buffers, which vary from 12 feet to 50 feet. Woodlands can be developed as residential.
- The objective of showing land coverage is to alert property owners and developers that natural resources or setbacks from those resources may restrict the use of certain lands.
- As a way of understanding the Land Use Plan in relationship to the County Zoning Ordinance, the following table was created:

Table 5
Land Use Categories and Zoning District Comparison

Land Use Category	Zoning Districts								
	A-1 Agri-Business	A-2 General Farming	B-1 Local Service	B-2 General Business	M-1 Light Industrial	M-2 Heavy Industrial	P-1 Institution /Rec.	R-1 Rural Res.	R-2 Suburban Res.
Farmsteads	P	P							
Residential		P							
Commercial			P	P					
Industrial					P	P			
Landfills							P		
Quarries/Mining	CU	CU	CU	CU	CU	CU	CU		
Utilities	P	P	P	P	P	P	P	P	P
Rail Transport.	P	P	P	P	P	P	P	P	P
Airport	CU						CU		
Public/Institution	CU	CU	CU	CU	CU	CU	CU	CU	CU
Parks and Rec.							P		
Detention Ponds							P	P	P
Agriculture	P	P							
Undeveloped	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)

Source: Martenson & Eisele, Inc. and the Winnebago County Zoning Ordinance

LEGEND P - Permitted Use

CU - Conditional Use

(1) Depends upon how the undeveloped land is zoned

Specific Land Use Recommendations

- ❑ The Land Use Plan recommends the undeveloped parcels from the north end of the quarries south of Oakridge Road to the south line of businesses fronting County Road “O” and east of CRD “CB” as “mixed use” for the following reasons:
 - At this time, land uses on both sides of Oakridge Road are residential in nature. These homes can remain as part of the mixed use land use category until such time as the owners sell their properties for their “highest and best use”. Extra caution will be needed to allow only low-impact commercial or industrial uses if they abut residential properties on Oakridge Road.
 - Because of its location and surrounding predominant land uses, this area will be a prime location for business and industrial uses. In order to be sensitive to existing land uses in the area, however, any petitioner for a new land use will be required to file a Planned Unit Development and associated site plan that will identify the type and location of buildings, parking, traffic circulation, access points, and buffers from less intense land uses.
 - As new businesses move into the mixed use areas, Oakridge Road, CRD “O” and “CB” may need to be upgraded to handle more traffic and increase highway safety.

Extraterritorial Platting and Official Mapping

- ❑ Based on the Boundary Agreement with the City of Neenah extraterritorial platting jurisdiction, any Town subdivision or certified survey map is required to have City of Neenah review. The City will determine whether the plat is consistent with the City’s Official Map (future arterial and collector streets) and connection to surrounding land divisions and dedicated roadways.

Consistency between the Land Use Plan and Zoning

- ❑ Of particular importance is consistency between the Land Use Plan and the Zoning Map (see Map 2). Because zoning reflects the current situation and the land use plan reflects the preferred land use, the two maps are initially not going to be consistent. The objective of the Plan is that these two maps would become consistent over a period of time.
- ❑ The two maps were analyzed for areas that are inconsistent. Table 6 identifies areas where the Town should consider changes to the zoning map (on their own initiative or by a rezoning petition) to be consistent with the Land Use Plan.

Table 6
Comparison of Current Zoning and Land Use Plan

Area	Current Zoning	Future Land Use Plan
N. of CRD “G” and Industrial Drive	General Farming	Industrial
General Area S of CRD “G” in Town Growth Area	Agri-Business	Areas shown as Urban Residential
General Area E of Clayton Ave., N of Breezewood Road in Town Growth Area	Agri-Business and General Farming	Areas shown as Urban Residential
S. of CRD “II” and W. of Fieldcrest Drive	Agri-Business and Community Bus. and Heavy Industrial	Medium Density Residential
SE corner of CRD “II” and Clayton Ave	Community Business	Urban Residential
S. of Oakridge Road, and W. of Tullar Road	Agri-Business	Future Business Area

Source: Martenson & Eisele, Inc.

Blank back of Land Use Plan

Implementation

Integration and Consistency

- ❑ Care was taken during the planning process to ensure integration of, and consistency between, the goals, objectives, policies, and recommendations contained in each element of the Comprehensive Plan.
- ❑ The Town of Neenah Plan Commission will be responsible for comparing proposals for development that come before it with each element of the Comprehensive Plan. If the review of the development proposal uncovers inconsistencies between the elements, the Plan Commission should consider how the inconsistencies may be resolved and make a recommendation for those changes to the Town Board.
- ❑ As a goal, the Town of Neenah shall require all decisions and actions concerning land use development and redevelopment to be consistent with the Comprehensive Plan. The Town Board may amend the Comprehensive Plan for projects that merit special consideration.

Ordinances and Regulations

Winnebago County/Town of Neenah

- ❑ The State of Wisconsin's comprehensive planning legislation requires that a Town's comprehensive plan be consistent with any zoning ordinance and map, shoreland zoning ordinance, and subdivision ordinance regulations that apply in the town. Except for this Town Comprehensive Plan, which will be adopted by Ordinance, and the Town's Subdivision Ordinance, all of the ordinances that regulate land use in the town are Winnebago County Ordinances.

Consistency Required

- ❑ Wisconsin's comprehensive planning legislation requires that the Town's Comprehensive Plan be consistent with the following ordinances.

Zoning Ordinance

- Zoning in the Town of Neenah is regulated by the Winnebago County Zoning Ordinance which can be found at:
<http://www.co.winnebago.wi.us/GeneralCode/ZoningOrdinance-Chapter17.pdf>

Subdivision and Platting Ordinance

- Platting in the Town is regulated by the Town of Neenah Subdivision Ordinance (Chapter 6) and the Winnebago County Subdivision Ordinance (Chapter 18), which can be viewed at:
<http://www.co.winnebago.wi.us/GeneralCode/Subdivision%20Ordinance%20-Chapter%2018.pdf>

Official Map

- The Town of Neenah does not have an Official Map Ordinance.

Extraterritorial Platting

- The City of Neenah has three-mile extraterritorial plat review into the Town of Neenah from the City's nearest boundary.

Extraterritorial Zoning

- No Extraterritorial Zoning Board or Extraterritorial Zoning Area has been established with the City of Neenah. The City and Town, however, have a boundary agreement.

Shoreland-Floodplain-Wetland Ordinance

- Within its Zoning Ordinance, Winnebago County has a Shoreland District Overlay (Section 17.20), a Floodplain Zoning District (17.21), and a Wetland District Overlay (17.22) that regulates development within these areas

Consistency Not Required

- The following ordinances regulate land use but are not specifically required to be consistent with the Town's Comprehensive Plan.

Erosion Control and Stormwater Management Ordinance

- Winnebago County has an Erosion Control Ordinance that applies to land development in the Town of Neenah. This ordinance can be viewed at :
<http://www.co.winnebago.wi.us/GeneralCode/GenCode.pdf>
- The Town of Neenah will adopt their own Stormwater Ordinance in conjunction with a newly- formed Stormwater Utility District. The purpose of the District is to oversee compliance with WDNR Rule 216.

Wellhead Protection Ordinance

- The Town of Neenah does not have a municipal well or public water system.
- The requirements of Wisconsin's wellhead protection program are found in section NR 811.16(5) of the Wisconsin Administrative Code. If the Town decided to construct a municipal well, for which there are no plans at this time, it would have to prepare a wellhead protection plan (WHP) and obtain approval from the WDNR before placing the well into service.
- More information can be viewed at www.dnr.state.wi.us/org/water/dwg/gw/wellhead.htm.

Other Plans

- The following plans assist the Town in determining land use. They are updated periodically.
 - The Town of Neenah's Land Use Plan has guided the use of land in the Town of Neenah for the past eight years. This Plan will be replaced by this Comprehensive Plan when adopted.
 - The Park and Open Space Plan was adopted in 2004 and is being updated by ECWRPC in 2009. It is administered by the Town of Neenah Park Board.
- The Stormwater Management Ordinance, which is administered by the Town of Neenah Stormwater Utility District.
- Other organized groups that deal with land use issues are the Land Committee, Trail Committee, and Plan Commission.

Intergovernmental Agreement with City of Neenah

- This Plan will be consistent with the City of Neenah's Land Use Plan for areas shown as "City Growth Areas" on Exhibit A of the Intergovernmental Agreement between the Town and City of Neenah, dated May 3, 2005 (see Map 14).

- ❑ The Town of Neenah will be responsible for planning and implementing this Plan's Goals and Objectives and the Town's Land Use Plan in town growth areas, subject to Article III of the Intergovernmental Agreement.

Measurement of Progress

- ❑ The Town of Neenah Plan Commission will report to the Town Board on a periodic basis as to the progress made in implementing the programs and actions described in the Implementation Element of the Comprehensive Plan.

Plan Update and Amendment Process

- ❑ The Town of Neenah will review the goals, objectives, and policies of the Comprehensive Plan on a periodic basis. The entire Comprehensive Plan should be updated every ten years.
- ❑ Because the environment in which the Comprehensive Plan is to be implemented is dynamic, it is expected that amendments to the Comprehensive Plan will be needed to address changing conditions and attitudes. For example, the Plan Commission may receive a development proposal for a specific property in the Town of Neenah that is inconsistent with the land use shown on the Land Use Plan. If the Plan Commission determines that the land use shown in the development proposal is appropriate, an amendment to the text and the maps of the Comprehensive Plan will be needed to ensure consistency.
- ❑ The process for amending the Comprehensive Plan is the same as that originally used for the adoption of the Comprehensive Plan. The Plan Commission would make a recommendation to the Town Board by resolution. The Plan Commission or the Town Board would hold a public hearing on the recommended amendment, and if passed, the Town Board would adopt an amendment to the ordinance that established the original plan.

Five-Year Implementation Plan

- ❑ The projections in the Comprehensive Plan for the Town of Neenah are based on a twenty-year timeframe.
- ❑ To assist in making the implementation of the Comprehensive Plan more manageable, the Town of Neenah has developed a Five-Year Implementation Plan. The Plan lists the programs or actions the Town will strive to undertake, who will have responsibility for the programs or actions, if undertaken, and in what year or years the program or action may occur.
- ❑ The programs and actions were selected by the Town based on the goals, objectives, policies, and programs contained in the Comprehensive Plan.
- ❑ The Five-Year Implementation Plan will be reviewed on an annual basis to determine which programs and actions have been completed and should be removed from the Five-Year Implementation Plan, which programs and actions should remain in the plan for the next five years, and which programs and actions should be included for the first time.

Table 7
Five Year Implementation Plan

Program or Action	Responsibility	Year
<i>From the Land Use Element</i>		
Once Winnebago County rewrites their Zoning Ordinance, the Town will need to decide whether they want to stay under County Zoning or opt out and write their own Zoning Ordinance.	Plan Commission and Town Board	2011-2012
Require all decisions and actions concerning land use development and redevelopment to be consistent with the Comprehensive Plan, unless Plan revisions are considered.	Plan Commission and Town Board	Ongoing
The Town of Neenah will apply the Municipal Code to implement the Town's Comprehensive Plan.	Plan Commission and Town Board	Ongoing
<i>From the Issues and Opportunities Element</i>		
The Town will make a greater effort to communicate with its constituents.	Town Clerk, Town Board and willing citizens	Improve website and newsletter in 2009
<i>From the Agricultural, Natural, and Cultural Resources Element</i>		
Encourage the joint use of new wells by multiple users to avoid excessive well digging.	Plan Commission, Building Inspector, and Town Board	Ongoing
Require all new platted lands abutting active farmland to include language on the plat that warns potential buyers of the implications of living next to farming operations.	Town Clerk or Town Engineer	2009 Amendment to the Subdivision Ordinance
The Stormwater Utility District will strive to meet standards on quantity and quality of stormwater runoff.	Stormwater Utility District	Implement District Plan starting in 2009
<i>From the Transportation Element</i>		
Consider trail locations and their interconnectivity to each other when new subdivisions and road reconstruction projects are reviewed.	Park Committee, Trails Committee, Town Board and Plan Commission	As plats are reviewed
Creation of a Capital Improvements Program with a five-year time horizon that is integrated with the other elements of the Town's Comprehensive Plan.	Town Board	Annually, in conjunction with the Town Budget
Adopt an Official Map Ordinance that would reserve the location of important road corridors and multi-purpose trails, as shown on the Land Use Plan.	Plan Commission and Town Board	2009-2010
<i>From the Housing Element</i>		
Encourage future residential development in areas that have minimal impact on agricultural operations, and are platted based on the Town's Subdivision Ordinance.	Plan Commission and Town Board	As plats are reviewed
Encourage conservation-type platting.	Plan Commission and Town Board	As plats are reviewed
<i>From the Utilities and Community Facilities Element</i>		
Where feasible, future trail systems should be targeted where there is a concentration of residential development.	Park Committee and Town Board	During road construction projects
Due to interest in public trails, adopt an impact fee for trail development, based on a Public Facilities Needs Study.	Plan Commission and Town Board	2009-2012
<i>From the Economic Development Element</i>		
Actively seek to utilize Town parcels in the vicinity of Tullar Road and CRD "O" for business type uses.	Land Committee and Town Board	2010-2015
Support existing commercial businesses and encourage expansion at present locations rather than moving to another location that may be outside the town.	Town Board	Ongoing
<i>From the Intergovernmental Cooperation Element</i>		
Coordinate the implementation of the Town of Neenah's Comprehensive Plan with surrounding towns, the City of Neenah, and Winnebago County.	Plan Commission and Town Board	Ongoing
Town residents and officials should strive to be aware of and become active in ECWRPC land use related activities.	Town residents, Plan Commission/Town Board	Ongoing

Source: Town of Neenah and Martenson & Eisele, Inc.

Issues and Opportunities

Major Findings

- ❑ The population of the Town of Neenah in 2000 was 2,657, a decrease of 11% since 1990. It is estimated that the population in 2007 was 2,875, an 8% increase.
- ❑ On average, the residents of the Town of Neenah in 2000 were significantly older than residents throughout Winnebago County and Wisconsin. The median age in the Town of Neenah was 41, compared to 35 in the county and 36 in the state.
- ❑ The number of Town of Neenah residents who were collectively in their teens in 1990 declined by 64% when they advanced in age to their twenties by 2000. This means the community is not retaining its young adults, and may, along with other factors, suggest the capacity of business in the town is insufficient for persons entering the work force.
- ❑ The Wisconsin Department of Administration projects that the number of residents of the Town of Neenah will increase by only 1% between 2000 and 2025. This unusually low percentage seems suspect based on the availability of developable land in the town and its location within the growing Fox Cities area. The projected 5% increase in the number of households seems suspect for the same reasons as above.
- ❑ The incomes of Town of Neenah residents in 2000 were much higher than average.
- ❑ The number of employed Town of Neenah residents declined by 13% from 1990 to 2000.
- ❑ A high percentage of town residents in 2000 had attended college for four or more years.

Recommendations

- ❑ The Town of Neenah will encourage the appropriate development of land, consistent with the Town's Land Use Plan, in order to maintain a vibrant and healthy community and supporting tax base.

Goal, Objectives, Policies and Programs

Goal

1. The Town of Neenah will strive to respond to the issues that are raised by residents regarding land use and town services.

Objectives

1. The Town will make a greater effort to communicate with its constituents by means of an informative website and newsletter.
2. The Town will consider separate mailings to individuals when public or private road or utility projects are proposed.
3. The Town Nuisance Ordinance needs to be strengthened to address issues such as noxious weed control. Any Ordinance revision must consider who will be responsible for enforcing the ordinance, what penalties will be levied to urge compliance, and what steps will be made to maintain consistency of enforcement.
4. Add more regulation on the design, construction, and maintenance of detention ponds.

Background Information

SWOT Workshop

On July 17, 2008, the Town of Neenah Plan Commission held a public hearing to facilitate a “Strengths, Weaknesses, Opportunities, and Threats” (SWOT) workshop. The results of this workshop are summarized by each category:

Strengths

- ☐ Secure and safe place to live
- ☐ Low property taxes
- ☐ Fewer regulations than surrounding communities
- ☐ Abundance of green/open space
- ☐ Border agreement - residents are not annexed against their will
- ☐ Large number of volunteers
- ☐ Conservation-minded residents: recycling is important
- ☐ Good Fire Department and First Responders
- ☐ Helpful Town Board
- ☐ Good park system

Weaknesses

- ☐ State mandates with no financial assistance
- ☐ Fragile environmental areas - need to be protected
- ☐ Better water could happen, but at a much higher cost
- ☐ Lack of communication - web site should have more information and distribute educational packets.
- ☐ The WDNR and the U.S. Army Corps of Engineers (COE) regulations and enforcement create hardships
- ☐ Zoning not properly enforced
- ☐ Unkempt properties
- ☐ Consistent enforcement of nuisance regulations
- ☐ Lack of noxious weed control
- ☐ Private road maintenance issues
- ☐ People running businesses without proper permits
- ☐ Need better communication prior to town public improvement projects
- ☐ Flooding and stormwater drainage problems (town has initiated a stormwater utility district to address this issue)
- ☐ Multiple government jurisdiction that impact town land use, for example, City of Neenah Land Use Plan and Official Map jurisdiction over Town lands
- ☐ Speed limit concerns
- ☐ Animals not permitted in parks

Opportunities

- ☐ Develop distinct urban and rural character housing areas
- ☐ Encourage water conservation
- ☐ Trails and walking paths
- ☐ Enforcement of speed limits
- ☐ Stress “living skills” education for young people
- ☐ Retain and expand green space
- ☐ Develop more pedestrian trails (on- and off-road)
- ☐ Work with organizations that preserve green space

- ☐ Develop a distinct “town character”
- ☐ Keep line of communications open with other governments that have resources
- ☐ Adopt a non-metallic ordinance
- ☐ Expand the Town newsletter and seek more citizen input (questions and answers column)
- ☐ Work with quarry owners regarding their mitigation plan and use of land after closure

Threats

- ☐ Too much industrial development
- ☐ Neighbors should be considerate of others when conducting activities on their land
- ☐ Maintain the right of individuals to have a say in county zoning issues
- ☐ Lack of ordinance enforcement
- ☐ Lack of oversight during construction of detention ponds, and enforcement of pond maintenance
- ☐ Major threat of declining quantity and quality of groundwater
- ☐ Over-regulation as a result of too many rules
- ☐ Better house numbering
- ☐ Lack of public participation

NOTE: The following analysis is based on the data contained in Tables 100 through 115, which can be found following the “Tables” tab.

Population Characteristics

Population Change (Table 100)

- ☐ The population of the Town of Neenah in 2000 was 2,657, 285 fewer than it was in 1970. This is a decrease of about eleven percent.
- ☐ The decline in population is due to annexations of land by the City of Neenah.
- ☐ Compared to the town’s decrease of 11%, the population of the Town of Vinland increased by 26%, the Town of Clayton by 68%, and the Town of Menasha by 83% in the same time period. Winnebago County and Wisconsin each increased by 21%.
- ☐ It is estimated by the Wisconsin Department of Administration that the Town of Neenah’s population was 2,917 in 2007, a 10% increase compared to the 2000 census counts.

Population Race (Table 101)

- ☐ The Town of Neenah was more than 98% white, including Hispanic or Latino, in 2000. This compares to all of Winnebago County at about 95% white, and Wisconsin at 87%.

Population Age and Median Age (Table 102)

- ☐ In general, the residents of the Town of Neenah in 2000 were significantly above average in age compared to the county and state. The median age in the Town of Neenah was 41, compared to 35 in Winnebago County and 36 throughout Wisconsin.
- ☐ The population of the town in 2000 was decidedly middle-age. Thirty-five percent of the town’s residents were between the ages of forty and sixty. This compares to only about 26% in both Winnebago County and Wisconsin. Another 10% of town residents were between sixty and seventy, compared to 7% in the county and state.
- ☐ Interestingly, however, the town has a lower than average percentage of elderly. About 6% of town residents in 2000 were older than seventy, compared to about 9.5% in both Winnebago County and Wisconsin.
- ☐ Less than six percent of town residents in 2000 were in their twenties. In 1990, when these residents in their twenties would have been in their teens, they represented over 15% of the

population. These statistics indicate that the town is not retaining their youth as they become young adults, which suggests, among other factors, that the business climate in the town is not conducive to their being employed there.

- ❑ In a statistically perfect world, the number of persons in each age category in 1990 would be the same in the next higher age group in 2000, plus or minus the percentage of population growth of the entire community. In other words, if there were 100 people in their **teens** in 1990, and the city's population grew by 10% from 1990 to 2000, there would be 110 people in their **twenties** in 2000. In actual fact, however, in the Town of Neenah the change between these two age groups was a *decline* of 264 persons, or a 64% decrease.
- ❑ Conversely, the number of people in their thirties in 2000 who were in their twenties in 1990 increased by twenty percent.

Population Projections

Population Projections (Table 103)

- ❑ The Wisconsin Department of Administration projects that the number of residents of the Town of Neenah will increase by only 27 between 2000 to 2025, a one percent increase. This projection is based in part on growth in past decades. The one percent increase seems suspect based on the availability of developable land in the town and its location within the growing Fox Cities area.
- ❑ Table 3 on page 6 illustrates a much greater amount of town growth based on building permit history from 2002 to 2008.
- ❑ In comparison to the Town of Neenah's projection of one percent growth, the population of the Town of Vinland is expected to grow by 14%, the Town of Menasha by 28%, and the Town of Clayton by 49% in the same time period. The population of Winnebago County and Wisconsin are each projected to increase by seventeen percent.

Household Projections

Household Projections (Table 104)

- ❑ The number of households in the Town of Neenah (households include unrelated persons) is projected by the State to increase by 48 between 2000 and 2025. This is only a 5% increase, significantly lower than in the Town of Vinland (19%), the Town of Menasha (34%), and the Town of Clayton (54%). The number of households in Winnebago County is expected to increase by 21%, and in Wisconsin by 24%.
- ❑ The 5% increase in the number of households seems suspect for the same reasons as above.
- ❑ Table 3 has made an adjustment in the number of households based on adjusted population growth.
- ❑ In most governmental units, including the state and nation, the percentage increase of households is higher than the increase in population because the average size of households is projected to decrease because, among other factors, the divorce rate remains high and couples are waiting longer to have their first child.
- ❑ A declining number of persons per household means more housing units will be needed for the population than if the average number of persons per household had remained stable.

Income Characteristics

Median Income (Table 105)

- ❑ The median income for *households* in the Town of Neenah was \$57,083 in 1999. This is very high when compared to \$44,445 in Winnebago County, and \$43,791 in Wisconsin.
- ❑ The median income for *families* in the Town of Neenah in 2000 was \$61,865. This, too, is significantly higher than in the county and state.
- ❑ The increase in median income for households and families in the Town of Neenah between 1989 and 1999, 25% and 22%, respectively, was half those in the county and state because the gaps in incomes between the town and the county and state were even greater in 1989.
- ❑ Inflation alone would have required a median family income of \$68,162 in 1999 to equal the \$50,660 figure in 1989, so, at \$61,865, the rise in the median income of Town of Neenah families did not equal the rate of inflation.

Household Income (Table 106)

- ❑ The comparatively high average household income is further detailed in Table 106. Twenty-three percent of Town of Neenah households in 2000 had incomes less than \$35,000. This compares to more than 38% in both Winnebago County and Wisconsin.
- ❑ More than 63% of town households in 1999 had incomes more than \$50,000 (about half of that \$50,000 to \$75,000), compared to only 43% in the county and state.
- ❑ Almost 19% of Town of Neenah households had incomes in excess of \$100,000 in 1999. The county had only 8%, and the state a bit over nine percent.

Per Capita Income (Table 107)

- ❑ Similar to other income-related statistics, per capita income in the Town of Neenah in 1999 (\$30,260) was almost 50% higher than in Winnebago County and Wisconsin.
- ❑ Per capita income in the Town of Neenah rose 30% between 1989 and 1999, which is about half the increase in the county and state because, as seen with median income, per capita income in the town in 1989 was twice what it was in the county and state.

Poverty Status (Table 108)

- ❑ Predictably, given the higher than average incomes, the proportion of both persons and families in the Town of Neenah in 1999 that were (officially) living in poverty -1.5% of individuals and 0.7% of families - was much lower than in the county and state.
- ❑ Poverty levels declined between 1989 and 1999 in all three jurisdictions.

Employment Characteristics

Labor Force (Table 109)

- ❑ The unemployment rates in Winnebago County and Wisconsin have a similar history from 1990 to 2006. Both dipped significantly from 1990 to 2000 (20% in Wisconsin, 40% in Winnebago County) then returned to near or above their 1990 level by 2006.
- ❑ The unemployment rate in 2006 in the county was 4.0%, and 4.7% in Wisconsin.

Employment of Residents by Type of Industry (Table 110)

- ❑ The number of employed Town of Neenah residents (irrespective of their place of employment) rose from 3,181 in 1990 to 3,714 in 2000, a 17% increase. Employment in both Winnebago County and Wisconsin increased by about fourteen percent in the same time period.

- ❑ The number of residents employed in the manufacturing industry increased by 1,634. Manufacturing jobs accounted for 44% of all employed residents in 2000, and there is a large gap between it and the service industry, which is second at thirty-one percent.
- ❑ The number of residents employed in manufacturing increased by more than 5% from 1990 to 2000, but their proportion of all employed residents declined from forty-nine percent. The proportion of residents in the service industry increased from 22.5% to 31%.
- ❑ These two industries, then, were by far the dominant employers. No other industry represented more than ten percent of employed Town of Neenah residents in 2000.
- ❑ Other significant increases in the number of employed residents occurred in the construction and government service industries. Employment of residents in the construction industry increased from 3.6% of all employed residents to more than six percent.
- ❑ Five out of nine industry categories declined in their proportion of all employed town residents between 1990 and 2000. This means employment is becoming increasingly concentrated in fewer industries.
- ❑ Thirty-eight percent of employed town residents in 2000 filled manufacturing-related jobs. This is the same percentage as in 1990.
- ❑ The proportion of employed Winnebago County residents in service-related jobs increased by almost ten percentage points. This increase was at the expense of manufacturing and retail trade employment.
- ❑ In Wisconsin, service-related employment had the highest percentage of employed residents at 40% of all jobs in 2000. Manufacturing was second with only twenty-two percent.
- ❑ The Town of Neenah and Winnebago County are unique in having employment in manufacturing higher than in service in 2000. In addition to Wisconsin - and by an average of almost thirteen percentage points over manufacturing - the service industry has the highest proportion of employed residents in each of Fond du Lac, Winnebago, and Outagamie Counties, and the Cities of Oshkosh and Appleton.

Employment of Residents by Type of Occupation (Table 111)

- ❑ When analyzing Table 111, it is important to note that between the 1990 and 2000 Censuses the categories for the types of occupations held by the residents of the city, county and state changed significantly. It is, therefore, virtually impossible to make comparisons between the two years. There are also fewer categories in 2000, which makes detailed analysis difficult.
- ❑ In 2000, thirty percent of employed residents of the Town of Neenah and Winnebago County had occupations in production, transportation and material moving. Another one-quarter had management, professional, and related occupations.
- ❑ As in employment by industry, this order is reversed in Wisconsin and, in further comparison, the Town of Neenah and Winnebago County.
- ❑ Sales and office occupations were third highest, and those in service were fourth, in all these jurisdictions.

Industry of Employed Persons (Table 112)

- ❑ The dominance of manufacturing is also illustrated by the industry of employed persons (regardless of their place of residence) in Winnebago County. Forty-four percent of county jobs in 2000 were in manufacturing. Employment in education and health services was a very distant second at fifteen percent.
- ❑ Employment in Wisconsin in 2000 was much more evenly distributed across the various industries. Manufacturing still had the highest proportion, but it only accounted for 22% of employment. The trade, transportation, and utility industry were a close second at 21%, followed by education and health services at eighteen percent.

- ❑ Employment in the public administration industry saw the largest change in the number of employees from 1990 to 2000, increasing by more than sixty percent. Employment in education and health services increased by thirty percent. Manufacturing remained strong, increasing by twenty-six percent. The only industry that had fewer employees in 2000 than in 1990 was financial services.
- ❑ The number of employees in Winnebago County increased by 25% from 1990 to 2000. The number of jobs in Wisconsin increased by a similar percentage.

Average Weekly Wages (Table 113)

- ❑ The highest-paying jobs in Winnebago County in 2000 were in the manufacturing industry. With its strength in manufacturing employment, this in large part explains why median incomes are higher in the county than throughout the state.
- ❑ Wages in the construction industry were second highest, followed by financial activities and professional and business services. Service jobs paid the lowest wages.
- ❑ This order is not significantly different than for all of Wisconsin, but wages in most industries average much higher throughout the state than they do in Winnebago County.

Travel Time to Work (Table 114)

- ❑ In 2000, 64% of employed residents in the Town of Neenah drove less than fifteen minutes to get to work. This compared to 52% of county residents and 39% of state residents.
- ❑ Another 28% of employed residents in the Town of Neenah drove fifteen to thirty minutes to work, compared to more than 35% of workers in the county, and 38% across the state.
- ❑ This leaves only 10% who drove more than thirty minutes to get to their place of employment, compared to 16% in the county and 27% in the state.
- ❑ Town of Neenah residents were spending only slightly more time getting to work in 2000 than they did in 1990.

Education Characteristics

Educational Attainment (Table 115)

- ❑ Given the high percentage of employment in manufacturing, it is not surprising that the large majority of the Town of Neenah residents in 2000 had at least a high school diploma and some post-high school education. Seventy-two percent of residents had this much education, compared to 67% of county residents and 63% across the state.
- ❑ The Town of Neenah had a lower percentage of residents with less than a high school diploma, but also with at least four years of college or a college degree. Only 15% of residents of the Town of Neenah in 2000 had a college degree, compared to 18% in the county and more than 22% in Wisconsin.

Agricultural, Natural and Cultural Resources

Major Findings

- ❑ Environmental characteristics, including topography, drainage patterns, floodplains, wetlands and soil properties, determine whether an area is suitable for any, or a specific type of, development.
- ❑ Much of the land area immediately adjacent to navigable streams in the town are within an environmental corridor (300 foot buffer) and shoreland zoning area of Winnebago County.
- ❑ Woodlands provide habitat for wildlife and serve as an aesthetic amenity for the community.
- ❑ The Natural Heritage Inventory map for Winnebago County shows no aquatic or terrestrial occurrences in the Town of Neenah.
- ❑ There are no places in the Town of Neenah that are listed on the State and National Register of Historic Places.
- ❑ There are thirty-two records of properties for the Town of Neenah on the State's Architecture and History Inventory.

Recommendations

Agricultural Resources

- ❑ Farming, which still remains a major land use category in the Town of Neenah, needs to be encouraged to continue until the market dictates some other type of land uses consistent with the Land Use Plan.

Natural Resources

- ❑ Environmentally valuable areas should be preserved from development whenever possible.
- ❑ When development occurs in wooded areas, the maximum amount of vegetative growth and trees should be preserved.

Community Design

- ❑ Community design in the Town of Neenah should focus on identifying what rural residential development will look like and how it can be compatible with the natural environment.

Goals, Objectives, Policies, and Programs

Goal

1. Continue to maintain the Town's diverse character, ranging from rural to urban, through the preservation of agriculture and environmental areas and minimization of land use conflict.
2. Conserve, protect, and enhance the natural resources and environmentally sensitive areas in the town.

Objectives

1. Farming, which still remains the largest percentage of land use in the Town of Neenah, needs to be encouraged to continue as a "holding zone" until the market dictates some other land use consistent with the Land Use Plan.

2. The Town will encourage the joint use of new wells by multiple users to avoid excessive well digging.
3. The Town will encourage efforts to protect and preserve wildlife habitat wherever possible.
4. The Town will require all new residential lots in a Certified Survey Map or subdivision that abuts active farmland to have language inserted on the face of the CSM or plat that warns potential buyers of the implications of living next to farming operations.
5. The Town will scrutinize the environmental and aesthetic qualities of land within and around proposals for development.
6. The Town of Neenah needs to cooperatively work with the County and State to ensure that watersheds, shoreline areas, and wetlands are protected through the enforcement of the Construction Site Erosion Control and Stormwater Management Ordinance.
7. In response to state mandated stormwater regulations, the Town has created, and will support, the work of a Stormwater Utility District to meet standards on quantity and quality of stormwater runoff.

Policy

1. **Protection of Environmental Corridors** - The Town of Neenah will work with Winnebago County to enforce shoreland-wetland ordinances designed to protect environmental corridors from development.

Background Information

Agricultural Resources

Agricultural Programs

Agricultural Impact Statement Program

- ❑ An agricultural impact statement is required when the builders of a public construction project have the power to condemn property (eminent domain) and will acquire more than five acres of land from any farm operation.
- ❑ Agricultural impact statements analyze the potential impact of public construction projects on farmland and farm operations and recommend ways to lessen those impacts. Examples of public construction projects include highway expansions, the placement of utility transmission lines, construction of pipelines, or the building of wastewater treatment plants, for example. More information about this program can be found at:
http://www.datcp.state.wi.us/arm/agriculture/land-water/ag-impact-stmts/doc_info.jsp

Drainage District Program

- ❑ The Wisconsin Department of Agriculture, Trade, and Consumer Protection regulates the drainage district program.
- ❑ Several drainage districts are present in Winnebago County, but none are found in the Town of Neenah.
- ❑ More information on this program can be found at:
http://www.datcp.state.wi.us/arm/agriculture/land-water/ag-impact-stmts/drainage_district.jsp

Natural Resources

- ❑ Natural resources within the Town of Neenah are an important factor in determining future uses of the land. The management and preservation of these resources is important for preserving wildlife habitat, water quality, sustaining economic uses of the land, and maintaining the high quality of life enjoyed by town residents.
- ❑ Environmental characteristics, including topography, drainage patterns, floodplains, wetlands, and soil properties (see Map 5) are among the features that determine whether an area is suitable for a specific type of development.
- ❑ Future development plans need to incorporate the protection of environmentally sensitive areas, such as woodlands, waterways, floodplains, and wetlands.
- ❑ The Town should be proactive in working with state, county, and other pertinent agencies in reducing sediment and nutrient loads into Lake Winnebago from the Little Lake Butte des Morts/Lake Winnebago North and West Watersheds.
- ❑ To help protect its groundwater resources, the Town should be active in identifying and properly abandoning old and unused wells and failing septic systems.
- ❑ The Town should consider developing a strategy to clean-up and redevelop potential brown-field sites.

State Natural Areas

- ❑ State Natural Areas (SNAs) protect significant landscape features, geological formations, and archeological sites throughout Wisconsin. These areas are valued primarily for research and educational purposes, while providing safe havens for rare or scarce plants and animals. Site protection is provided by land acquisition, donations, conservation easements, and cooperative agreements.
- ❑ There are no SNA's in the Town of Neenah, but in Winnebago County there are three SNAs. Two of these are the Rush Lake State Natural Area and the Oshkosh-Larsen Trail Prairies. Rush Lake is one of the state's most important wetland communities. It provides habitat for one of the state's largest populations of both the threatened red-necked grebe (*Podiceps grisegena*) and the endangered Forster's tern (*Sterna forsteri*). Rush Lake is owned by the Nature Conservancy. The Oshkosh-Larsen Trail Prairies feature a series of three low-prairie remnants along a former railroad right-of-way, and is owned by Winnebago County.
- ❑ For more information on SNAs go to www.dnr.state.wi.us/org/land/er/sna/index.htm.

State Wildlife Areas

- ❑ Winnebago County has four State Wildlife Areas. None of them are in the Town of Neenah.

Topography (see Map 3)

- ❑ Land elevations from approximately 710 feet above sea level along the shore of Lake Winnebago to approximately 840 feet in the town's northwest corner along Clayton Avenue.
- ❑ The Town's topography is nearly level (0-2% slopes) to gently sloping (2-6% slopes).

Geology (see Map 4)

- ❑ The Town of Neenah's current landscape was largely influenced by the Valdres ice sheet of the Green Bay lobe during the Wisconsin glaciation, and is situated in what is known as the Black River/Magnesian Cuesta.
- ❑ Thick St. Peter sandstone lies underneath a cap of Galena Dolomite/Platteville and Decorah formation, which lies under most of the area now occupied by the Town of Neenah. The St. Peter Sandstone beds house a large groundwater aquifer.
- ❑ Scattered areas throughout the town have bedrock close to the surface, ranging from 2 inches to 35 inches. Land development in these areas could be challenging if footings or

basements are needed. Bedrock can also be an issue when spreading liquid manure on farmfields (see “Groundwater” for more information).

Soils

- ❑ The Town is located in an area that is comprised of the Kewaunee-Manawa-Hortonville soil association. This soil association varies from well drained to somewhat poorly drained, and is typically loamy or clayey. Prime farmland locations in the Town can be seen on Map 15.
- ❑ Manawa soils are occasionally flooded for brief periods of time, have a water table within one to three feet of the soil surface in the fall and early spring, are subject to high frost action, and are too wet and impermeable to be used for conventional septic tanks.
- ❑ Kewaunee soils are not usually subject to flooding, have a groundwater table between three and six feet, are subject to high frost action, and are too wet and impermeable to be used for conventional septic tanks.
- ❑ Hortonville soils are not usually subject to flooding, have groundwater tables that are typically greater than six feet below the soil surface, are only moderately susceptible to frost action, and are too impermeable to be used for conventional septic tanks.
- ❑ Some soils have severe limitations for buildings with basements. Among the criteria considered by the U.S. Soil Conservation Service in establishing the severe rating for soils include wetness, shrink-swell potential, bearing strength, susceptibility to flooding, depth to bedrock (see Map 4), slope steepness, and frost action.
- ❑ These soil traits should be taken into account for the design and planning of buildings, roads, and infrastructure.

Surface Waters, Wetlands, Floodplains, and Watersheds (Maps 1 and 10)

- ❑ Water-related resources are highly regulated. Local, state and federal regulations and ordinances need to be thoroughly reviewed when development is proposed for property that is in or near any of these resources. This is especially important because navigable waterways and mapped wetlands are scattered throughout the town, and portions of the town are located in areas that are susceptible to flooding events.

Surface Waters

- ❑ This link leads to WDNR’s Surface Water Data Viewer, an interactive GIS site that allows users to identify the locations of water features such as navigable streams and wetlands.
<http://dnrmaps.wisconsin.gov/imf/imf.jsp?site=SurfaceWaterViewer.deswaters>
- ❑ The Town of Neenah is situated on the west shore of Lake Winnebago. The lake is classified by the WDNR as an “Area of Special Natural Resource Interest” (ASNRI). An ASNRI is an area that may have special sensitivity or is of ecological significance.
- ❑ There is an unnamed creek that has also been classified as an ASNRI, and three lakes less than fifty acres in size have been deemed a Priority Navigable Water (PNW).
- ❑ According to the WDNR’s Surface Water Data Viewer, approximately 33 navigable waterways are found in the town. Almost all of these waterways eventually discharge into Lake Winnebago.
- ❑ Only one of the navigable waterways is named – Neenah Slough, which drains into Little Lake Butte des Morts.

Watersheds

- ❑ The town is within the Lower Fox and Upper Fox Water Management Units.
- ❑ The town is within the Little Lake Butte des Morts/Lake Winnebago North and West Watersheds.
- ❑ These watersheds have not been selected as priority watersheds.

Floodplain (see Map 10)

- ❑ Portions of the town are susceptible to flooding. According to the FEMA flood rate map produced for the town, these areas are located in the town's southern half, along the Neenah Slough and Lake Winnebago.
- ❑ Future development in and around these areas will be restricted.
- ❑ Building can occur between the floodway and floodfringe if the lowest first floor elevation is two feet above the 100-year flood elevation, or the basement is floodproofed.

Wetlands (see Map 1)

- ❑ Approximately 499 acres of wetland are found in the town. Some of the wetland areas are associated with the water courses that flow through the town, but others appear in topographic low spots where there is poor drainage.
- ❑ This link, <http://dnr.wi.gov/wetlands/programs.html>, is a useful point of reference for community officials, developers, and interested persons to gain direction with wetland questions related to development projects or protection issues. The web page provides links to specific administrative rules, discussions on wetland laws and programs, and other wetland issues.
- ❑ Development in wetlands can destroy important environmental benefits, including the filtering of storm water runoff and the provision of habitat for wildlife.
- ❑ The WDNR and U.S. Army Corps of Engineers have regulating authority over all wetlands, including the placement of fill materials within a wetland. In general, the most restrictive regulations (either WDNR or Corps of Engineers) apply in a situation where development is being proposed. The U.S. Department of Agriculture incorporates wetland preservation criteria into its crop price support program.
- ❑ Winnebago County's Zoning Ordinance should be consulted prior to any development around navigable waters and wetlands.

Groundwater

- ❑ The protection of groundwater is especially important to the town's residents because they rely on private wells for their primary source of water. It is critical that the quality of the potable water be monitored to identify any contamination of the groundwater supply.
- ❑ Throughout Wisconsin, as the demand on groundwater aquifers has increased due to development, the level of groundwater has been dropping. This requires wells be drilled deeper and deeper. This is not a local issue, but a regional one that will require many units of government to come together to address.
- ❑ According to the State's Groundwater Susceptibility Map, the Town of Neenah is located in an area deemed to be somewhat susceptible to groundwater contamination, with a band of area less susceptible from the northeast corner to the southwest corner of the town. There is a small area in the northwest corner of the town that is highly susceptible due to the shallow depths to bedrock (zero to five feet). The remainder of the town that is somewhat susceptible to groundwater contamination is also due to the relatively shallow depths to bedrock and groundwater (less than fifty and twenty feet, respectively). These two characteristics are often found in areas that are highly susceptible to groundwater contamination, but the low permeability and fine texture of the town's soils act as a protective buffer against potential groundwater pollutants, which is why the town is only considered somewhat susceptible to groundwater pollution in most areas.
- ❑ Approximately 33% of private wells in the region surrounding Winnebago County contained detectable levels of herbicides. Pesticide contamination occurs most commonly in agricultural areas.

- ❑ The primary potential pollution sources to the town's groundwater are likely leaking underground storage tanks, failing septic systems, and old and unused wells.
- ❑ More information regarding groundwater that is specific to Winnebago County can be found at: <http://wi.water.usgs.gov/gwcomp/integrate/develop.html>
- ❑ Areas of high groundwater should be avoided for development because of the potential negative impact on the quality of the groundwater, and the cost of mitigating the impacts of high groundwater levels on building foundations. (See areas of high groundwater on Map 6.)
- ❑ The Town of Neenah is in the center of an Arsenic Advisory Area, as shown on Map 7. Special casing areas have been established by the WDNR for specific areas within the Arsenic Advisory Area where naturally occurring arsenic contamination is affecting existing wells. Development in the region has increased the number of wells, and a subsequent drawdown of the aquifer has occurred. This exposes the arsenic to oxygen and infiltrates the groundwater.
- ❑ The United States Environmental Protection Agency standards advise drinking water should not contain arsenic levels greater than ten parts per billion. As of October 2004, new wells constructed within these areas must be constructed, cement-grouted and disinfected according to stricter standards (see minimum well casing depth on Map 8).
- ❑ More information regarding the Arsenic Advisory Area and recommendations for dealing with arsenic in drinking water is available at:
<http://www.dnr.state.wi.us/org/water/dwg/arsenic/recommend.htm>
- ❑ If the Town ever decided to provide a public water system, it would need to develop either a Wellhead Protection Plan or a Wellhead Protection Ordinance to protect a deep well water supply. More information can be found at:
<http://www.dnr.state.wi.us/org/water/dwg/gw/Wellhead.HTM>
- ❑ The Wisconsin Groundwater Coordinating Council is an interagency group whose purpose is to increase the efficiency, and facilitate the effective functioning, of state agencies in activities related to groundwater management. More information about the Council's responsibilities, actions, activities, and coordination efforts with local officials can be viewed at:
www.dnr.wi.gov/org/water/dwg/gcc/index.htm

Brownfields

- ❑ Brownfields are abandoned, idle or underused commercial or industrial properties, where expansion or redevelopment is hindered by real or perceived contamination.
- ❑ There are no known brownfield sites in the Town of Neenah.
- ❑ Identification of potential brownfield sites can be accomplished by examining State and Federal databases that list potentially contaminated properties. See the WDNR web site: <http://dnr.wi.gov/org/aw/rr/gis/index.htm> and the U.S. EPA's web site: <http://iaspub.epa.gov/Cleanups/>.
- ❑ Once brownfield sites have been identified, the Town should develop a strategy for clean-up and redevelopment through the use of environmental liability exemptions and financial incentives.

Woodlands (see Map 1)

- ❑ Woodlands provide habitat for wildlife, provide air quality benefits, and are an aesthetic amenity for the community. Because of their value to wildlife, the environment, and people, they should be preserved and remain undeveloped whenever possible.
- ❑ Woodlands are scattered throughout the Town. Most are found along stream corridors or in wetland areas. Woodland areas provide both aesthetic and practical benefits and should be preserved whenever possible.

Environmentally Sensitive Areas (Map 1 and 10)

- ❑ Environmentally Sensitive Areas (ESAs) are areas within a landscape that encompass especially valuable natural resource features which should be protected from development.
- ❑ The following areas were identified as environmentally sensitive in the Winnebago County Comprehensive Plan.
 - Wetlands mapped on the WDNR Wetland Inventory
 - State-owned lands or land trust lands
 - FEMA floodplains
 - Slopes steeper than 15%
 - Areas mapped as hydric soil
- ❑ Although not included as Environmentally Sensitive Areas in the Winnebago County Comprehensive Plan, drainageways and shorelines are protected by the Winnebago County Zoning Ordinance's Shoreland District Overlay, and should be considered environmentally sensitive because of their environmental value and the potential hazards they pose to development.

Metallic and Non-Metallic Mineral Resources

- ❑ There is one active non-metallic mine in the Town of Neenah. It located in the northwest portion of the Town's planning area.
- ❑ The WDNR has principal regulating authority for metallic mining activities in the state. Further information regarding metallic mining in Wisconsin can be viewed at: www.dnr.wi.gov/org/aw/wm/mining/metallic/.

Wildlife Habitat and Threatened and Endangered Species (see Map 9)

- ❑ Federal and State records provide general information on wildlife habitat and threatened and endangered species. They should be consulted as part of the review process for new development projects.
- ❑ Information on wildlife habitat and threatened and endangered species is available from the WDNR at www.dnr.state.wi.us/org/land/er/.
- ❑ There are no occurrences of rare aquatic and terrestrial species indicated within the Town of Neenah's planning area.

Air Quality

- ❑ The air quality monitoring station nearest to the Town of Neenah is located in the City of Appleton. Outagamie County and the northern Winnebago County area currently meet all air quality attainment requirements.
- ❑ The Town of Neenah should be active in the political process in which counties are designated as attainment or non-attainment.
- ❑ More information on air quality is available at <http://www.dnr.state.wi.us/air/>

Cultural and Historical Resources**State and National Register of Historic Places**

- ❑ A primary responsibility of the Wisconsin Historical Society's Division of Historic Preservation (DHP) is to administer the State and National Register of Historic Places programs. According to the State Register of Historic Places, one historic property known as the Gorham P. Vining House at 1590 Oakridge Road has been inventoried in the Town of Neenah.

- ❑ Information regarding the State and National Register of Historic Places can be found by contacting the DHP at (608) 264-6500 or at: www.wisconsinhistory.org/hp/register/

Architecture and History Inventory

- ❑ A search of the DHP's on-line Architecture and History Inventory revealed 32 sites within the Town of Neenah (See appendix for listings)
- ❑ This information can be found by contacting the DHP at (608) 264-6500 or at: www.wisconsinhistory.org/ahi.
- ❑ The Town of Neenah should be proactive in helping to preserve the properties that are listed in the Architecture and History Inventory.
- ❑ The Town of Neenah recognizes the role that Native Americans, early explorers Marquette and Joliet, and early settlers of the Town of Neenah played in the earliest settlement of Wisconsin. The Town of Neenah Comprehensive plan endorses the concept of creating a Fox-Wisconsin Heritage Parkway for the State of Wisconsin, and encourages the citizen based Steering Committee to seek designation as a National Heritage Area recognized by the National Park Service.

Community Design

- ❑ There are two basic categories of community design standards – built environment and natural environment. Examples of the former would be guidelines developed on the appearance and size of buildings, signs and other man-made structures. The latter would include the protection of the lakefront, stream or riverbeds, and other natural features that appeal to the aesthetic nature of people.
- ❑ Future residential development in the Town of Neenah will have an impact on the built environment. Encouraging development to occur in areas where there is existing development and utilities can help the town meet the objectives of providing guidance to the built environment and protecting the natural environment.
- ❑ The challenge in developing and implementing community design standards and guidelines is that they tend to be subjective, meaning not everyone will agree with the design that results from the standards and guidelines being followed. One person's view of the physical appearance of a building or the aesthetic value of a wetland area may differ dramatically with another person's view. One objective should be to find the proper balance between maintaining the natural beauty of an area and development

Transportation

Major Findings

- ❑ The Town of Neenah recognizes its responsibility to maintain the town road system.
- ❑ Official mapping of future streets needs to be consistent with future roadways shown on the Future Land Use Plan, and needs to be updated periodically.
- ❑ The Town of Neenah will consider trail locations, and their interconnectivity to other trails in adjoining communities.
- ❑ The Town of Neenah will cooperate and work with the Winnebago County Highway Department and Wisconsin Department of Transportation (WDOT) when major improvements to County and State roads occur within the town.

Recommendations

- ❑ The Town of Neenah should consider how more public walking trails could be developed in conjunction with new subdivisions and road projects.

Goals, Objectives, Policies, and Programs

Goals

1. To strive for a safe, efficient, and environmentally sound and well maintained transportation system that provides personal mobility to all segments of the population and supports the economy of the Town of Neenah.

Objectives

1. **Trail Locations** - The Town of Neenah will consider trail locations, and their interconnectivity to each other when new subdivisions and road reconstruction projects are reviewed.
2. **Five-Year Capital Improvement Plan** - The Town of Neenah will consider the creation of a Capital Improvements Program with a five-year time horizon that is integrated with the other elements of the Town's Comprehensive Plan.
3. **Official Map** - The Town of Neenah will consider adoption of an Official Map Ordinance that would reserve the location of important road corridors and multi-purpose trails, as shown on the Land Use Plan.
4. **Road Project Coordination** - The Town of Neenah will coordinate transportation improvements with the surrounding towns, the City of Neenah, Winnebago County, and the WDOT.
5. **Road Project Impact** - The Town of Neenah will minimize the impact of new transportation improvements on existing development and the community's natural resources.

Policies

1. The Town has an ongoing agreement with the County Sheriff's Department to enforce posted speed limits on town roads.

Programs

1. **PASER** - The PASER rating reflects the physical condition of the street. The highest possible rating is 10. Roads with a low rating should be the focus of budget decisions made by the Town of Neenah regarding road repair and maintenance on a biannual basis.

Background Information

Transportation Modes

Table 8
Transportation Modes

Mode	Location/Provider	Analysis
Trucking Firms	N M Transfer Co, Inc. Checker Logistics Inc.	630 Muttart Road 1725 Dixie Road
Railroads	Canadian National Railway www.cn.ca	Operates a line that runs north/south through the Town of Neenah. Rail service is available to businesses that have spur lines directly to their location, or can be reached by community rail siding locations in the Fox Valley.
Transit	None	
Air	None in Town of Neenah Outagamie County Regional Airport: http://www.atwairport.com/	Outagamie County Regional Airport has regularly-scheduled commercial passenger air service with flights to six major hubs. In addition to the commercial passenger service, air freight, chartered flight service, car rentals and aviation technological services are also provided at the airport.
Water	Port of Green Bay	Water transportation is economic for limited items. More information is available at www.co.brown.wi.us/port
Trails	CB Trail	Part of the CRD "CB" Trail extends into part of the Town of Neenah. This trail connects to nearby Fox Valley communities by trails that interconnect from one community to the next. If more trails were developed in the Town of Neenah, special effort should be made to connect to abutting trails.
Bridges	<input type="checkbox"/> CRD "G" <ul style="list-style-type: none"> • Timber bridge with an asphalt overlay west of USH 41 • Box culvert 	<p>Will be replaced in the next few years.</p> <p>Needs to be replaced soon.</p>

Source: Martenson & Eisele, Inc. the Town of Neenah, and Winnebago County Highway Department

Street and Highway Classification

- ☐ The street and highway system in the Town consists of arterials, collectors, and local roads (see Map 11). These classifications are from the WDOT, and are based on which primary function the street or highway serves – the movement of vehicles through an area or to provide access to adjacent land. Arterials accommodate the movement of vehicles while local streets provide direct access to individual parcels of land. Collectors serve both local and through traffic by providing a connection between arterials and local streets.

The only arterial road that goes through part of the Town is USH “41”. Collectors in the Town of Neenah are County Roads “A”, “G”, “JJ”, “CB”, and “II”. The remainder of roads in the Town would be considered local in nature.

Traffic Counts

- ❑ Traffic flows through the town had varying degrees of fluctuation between 2000 and 2004.
- ❑ Table 9 shows the average annual daily traffic counts for the major roads in and around the Town of Neenah.

Table 9

Traffic Counts – Town of Neenah

Roadway	2000	2006-2007	Comments
CRD “A”, north of CRD “G”	5,600	5,400	Decreased slightly, Lakeshore Road to and from Neenah
CRD “A”, just south of the town line	4,300	4,100	Decreased slightly, Lakeshore entry road to Neenah Area
CRD “G”, west of CRD “A”	1,600	1,400	Decreased slightly
CRD “G”, west of USH 41	1,700	1,400	Decreased slightly
Breezewood Lane, west of USH 41	10,700	8,200	Decreased substantially, Major east-west connection to USH 41
CRD “JJ”, west of CRD “CB”	5,000	5,000	Same
CRD “CB”, south of CRD “O”		5,700	
CRD “II” east of CRD “CB”	9,900		
CRD “II” west of CRD “CB”		7,700	
USH 41, south of the Breezewood Exit	68,700	57,200	Decreased substantially

Source: Wisconsin Department of Transportation

Transportation Plans and Programs

Town of Neenah

- ❑ The Town of Neenah officials review and budget Town road projects as part of the Town’s annual budget process. As part of that review, the Town communicates with the Winnebago County Highway Department to identify projects being planned in the Town.

City of Neenah

- ❑ The City of Neenah has official mapped future arterial and collector corridors throughout the Town of Neenah. Some existing roads have also been official mapped for future widening.
- ❑ South Park Avenue is shown on the City of Neenah’s official map as being 80-foot wide (now a 48-foot right-of-way). The City has expressed that they have no intention or plans to acquire or condemn more right-of-way to widen and improve South Park Avenue in the Town of Neenah. Given neighborhood concern that loss of front yards could result in non-conforming setbacks, the Town of Neenah prefers the South Park Avenue Official Map designation be amended to show 66 feet of future right-of-way rather than 80 feet.

Winnebago County

- ❑ Winnebago County prioritizes and budgets for transportation improvements on an annual basis and also works within a six-year capital improvement program that is annually reviewed and adjusted. The present Capital Improvement Program has scheduled CRD “II” to

be designed in 2011 and built in 2014. This time schedule is subject to change based on a variety of factors.

East Central Wisconsin Regional Planning Commission (ECWRPC)

- ❑ As the designated Metropolitan Planning Organization (MPO) for the Fox Cities Urbanized Area, ECWRPC, in cooperation with the Cities of Appleton, Neenah, Menasha, Kaukauna; the Villages of Kimberly and Combined Locks; the Towns of Buchanan, Grand Chute, Greenville, Harrison, Kaukauna, Menasha, Neenah, Menasha, Vandenbroek; and the Counties of Calumet, Outagamie and Winnebago, completed the *Long Range Transportation/Land Use Plan for the Fox Cities (Appleton) Urbanized Area, 2005*. Land use references in this plan are in the Land Use section of this document. The plan can be viewed at: www.eastcentralrpc.org

Wisconsin Department of Transportation – Northeast Region

- ❑ The Town of Neenah, and the rest of Winnebago County, is part of the WDOT's Northeast Region.
- ❑ The Northeast Region has established a Six-Year (2008-2013) Highway Improvement Program to make necessary maintenance and improvements to the state's road network. The following timeline shows the date and type of work or activity that will occur in the USH 41 corridor in Winnebago County:

Table 10
USH 41 Expansion Schedule in Winnebago County

Years	Type of Work/Activity
2005-2012	Design
2005 to 2009	Real estate acquisition
2008 to end of 2010	Utilities
mid-2010 to end of 2014	Construction

- ❑ The entire Northeast District Six-Year Highway Improvement Program can be viewed at: www.dot.state.wi.us/projects/state/sixyear/docs/nerlisting.pdf
- ❑ The WDOT has a number of USH 41 bridge projects that will affect access to certain portions of the town. The interchange at USH 41 and Breezewood Lane is going to be rebuilt between 2010 and 2013, and will include the following work:
 - Reconstructing the interchange with a diamond configuration and improved turn lanes.
 - Reconstructing the existing Breezewood Lane Bridge over USH 41, including bicycle/pedestrian accommodations.
 - Lengthening on-ramps for future ramp metering.
 - Construct two roundabouts at each end of the interchange and at the off and on ramps.



Wisconsin Department of Transportation

- The WDOT offers numerous Federal and State programs to local units of government in need of financial aid for desired projects. The form of financial aid provided typically comes as a grant or loan having a reduced rate to the applicant. Each program's general goal is to enhance the state's overall transportation network. The following WDOT web page has information on these programs: www.dot.wisconsin.gov/localgov/

Housing

Major Findings

- ❑ Overall, the age of Town of Neenah's housing stock in 2000 was older than average.
- ❑ The median value of housing in the Town of Neenah in 2000 was higher than in Clayton and Neenah, and much higher than the Town of Menasha, Winnebago County and Wisconsin.
- ❑ The median value of housing in the Town of Neenah in 2000 was 75% higher than it was in 1990, two times the rate of inflation.
- ❑ The Town of Neenah has an unusually high percentage of single-family housing units, almost 96% in 2000, compared to only 69% in both Winnebago County and Wisconsin.
- ❑ In 2000, there were no housing units in buildings with five or more units, and seven were classified as mobile homes.
- ❑ Ninety-four percent of housing units in 2000 were owner-occupied. This compares to only two-thirds of housing units in both the county and state.
- ❑ Eighty-two percent of households in 2000 were families (all persons related). Predictably, then, the percentage of married couples was much higher than average, and that of persons living alone was much lower.
- ❑ The average of 2.72 persons per household in the town in 2000 was significantly higher than in the county and state. However, the low percentage of households in the town with only one person would contribute to the higher-than-average number of persons per household.
- ❑ The most densely developed single family residential housing in the Town is located along the lakeshore, due to the historic development of summer homes on narrow lots that have been converted to year-round homes.
- ❑ Based on limited public water and fire hydrant access, only certain areas of the town can support the development of an apartment project. The Town's fire department only has equipment to reach a two story apartment building.

Recommendations

- ❑ Continue a controlled residential growth pattern within the sanitary districts, and encourage diversified housing sites throughout the town.

Goals, Objectives, Policies, and Programs

Goal

1. To encourage the development of carefully sited single-family, owner-occupied housing in locations that are compatible with surrounding uses, and that preserve as much open space as possible.

Objectives

1. **Housing Types** - The Town should consider possible zoning changes, consistent with the Land Use Plan, that offer a limited range of housing types to create diversity of population.
2. **Minimize Farming Impact** - Encourage future residential development in areas that have minimal impact on agricultural operations, and are platted based on the Town's Subdivision Ordinance.

3. **Substandard Housing** - Encourage the rehabilitation of substandard housing in the town in order to provide a decent and safe living environment for all residents.
4. **Conservation Subdivision** - The Town will encourage the use of conservation-type platting.

Background Information

Housing Characteristics

NOTE: The following analysis is based on Tables 116 through 126, which can be found following the “Tables” tab.

Age of Housing (Table 116)

- ❑ Overall, the age of the Town of Neenah’s housing stock in 2000 was older than average. Forty-two percent of the housing stock was built between 1960 and 1980, compared to 28% in Winnebago County and Wisconsin.
- ❑ The 24% of housing built in the 1980s and 1990s in the Town of Neenah is several percentage points lower than in Winnebago County and Wisconsin.
- ❑ A higher percentage of homes in the county and state, however, were built before 1960.

Median Housing Values (Table 117)

- ❑ The median value of housing in Town of Neenah in 2000 was a very high \$145,800. This is fifty percent higher than in Winnebago County, and thirty percent higher than in Wisconsin and the Town of Menasha. Median housing values in the Towns of Clayton and Vinland were closer to the Town of Neenah’s, but still quite a bit lower.
- ❑ The median value of housing in the town in 2000 was 75% higher than it was in 1990.

Housing Values (Table 118)

- ❑ Similar to household income, housing reflects the strong upper middle class character of the Town of Neenah. In 2000, only 23% of housing units in the town were valued less than \$100,000, compared to almost 44% in Wisconsin and 53% in Winnebago County.
- ❑ Twenty percent of Town of Neenah housing units were valued at more than \$200,000. Only 9% of county units, and 13% of state units, were above this value.
- ❑ Housing values did, of course, rise from 1990 to 2000. Inflation alone, however, would have raised housing values 38% in those ten years. Remember from above, though, that the median housing value rose by 75% from 1990 to 2000.

Types of Housing Units (Table 119)

- ❑ Town of Neenah has an unusually high percentage of single-family housing units. Almost 96% of housing in 2000 was single-family, compared to approximately 69% in both Winnebago County and Wisconsin.
- ❑ In 2000, there were no housing units in buildings with five or more units (i.e., not a single apartment), and only seven in mobile homes.

Housing Occupancy and Tenure (Table 120)

- ❑ Given the dominance of single-family homes and the lack of apartments in the town in 2000, it is not surprising that 94% of housing units in that year were owner-occupied. This compares to only two-thirds of housing units in both the county and state.

Vacancy Status (Table 121)

- ❑ In 2000, the vacancy rate for owner-occupied housing in Town of Neenah was just one-half percent. Approximately five percent of renter-occupied housing units were vacant. Given the lack of apartments, these vacant rental units were either several of the very small number of duplexes, or they were rented single-family homes.

Household Types (Table 122)

- ❑ Table 122 displays a variety of household types, such as family and non-family, female-headed, sole occupants, and elderly occupants. It is, again, given all the single-family homes, not surprising that a comparatively very high percentage (82%) of households in the Town of Neenah in 2000 were families (all persons related).
- ❑ Predictably then, the percentage of married couples was also much higher than average, and that of persons living alone and households headed by females was much lower.
- ❑ Interestingly, though, the percentage of households in the town without children (63%) was only slightly below that in the county and state. This suggests that a comparatively high percentage of those family households were married couples; in other words, empty-nesters.

Persons per Household (Table 123)

- ❑ The number of persons per household in the town in 2000, however, contradicts the above conclusion. The average of 2.72 persons per household in the town was significantly higher than the 2.56 in Winnebago County and 2.57 in Wisconsin. Table 122, however, shows that only 16% of households in the town had only one person. This figure is little more than half of what it was in the county and state. This would explain the higher-than-average number of persons per household.
- ❑ The number of persons per household is declining in the Town of Neenah (it was 2.77 in 1990) as it is throughout the state and nation. The decline, though, was only as slow as in the county and state.

Household Size (Table 124)

- ❑ Table 124 confirms all the above conclusions. More than 40% of households in the Town of Neenah in 2000 had only two persons, compared to only 36% in Winnebago County and 35% in Wisconsin. This supports the empty-nester conclusion.
- ❑ Seventeen percent of households in the town in 2000 had four persons, and 9% had five persons. These are higher than in the county and state. But only 16% of households had only one person. These percentages produce the higher-than-average number of persons per household.

Housing Affordability

Owner Affordability (Table 125)

- ❑ According to the U.S. Department of Housing and Urban Development, housing is considered affordable if less than 30% of a household's income is needed for housing costs. The median household income in the town in 1999 was approximately \$4,750 per month (based on data in Table 103). That means a household at the median income level could spend up to \$1,425 per month on housing before the cost would be considered unaffordable.
- ❑ Fifteen percent of owner-occupied households in the Town of Neenah in 2000 were spending more than 30% of their income on housing. This is not much lower than in Winnebago County and Wisconsin. Given the fact that median household incomes in the town in 2000 were 30% higher than in the county and state, it is rather surprising that the affordability index is about the same in all three jurisdictions.

Renter Affordability (Table 126)

- ❑ Based on the same HUD guideline, 34% of renting households in the Town of Neenah in 2000 were above the 30% of income threshold, compared to 28% of county households and 32% of state households. With only a few rental units in the town, however, this comparatively high percentage in the town is statistically irrelevant.

Housing Plans and Programs**Town of Neenah**

- ❑ There is no housing authority in the Town of Neenah. Consequently, the Town does not administer a housing rehabilitation program, nor is any rental assistance program offered for residents. There is also no senior housing or housing programs sponsored or operated by any non-profit organizations (e.g. homeless shelters, domestic abuse centers).

Winnebago Housing Authority

- ❑ The Winnebago Housing Authority has no properties in the Town of Neenah.

State of Wisconsin***Department of Administration***

- ❑ The Department of Administration has released a document entitled, "Directory of Resources for Comprehensive Planning." In the housing section is a list of housing programs that may benefit the Town of Neenah in addressing housing issues. The directory is at: http://www.doa.state.wi.us/dir/documents/Resources_directory101703.pdf

Department of Commerce

- ❑ The Department of Commerce 2005-2009 Consolidated Plan addresses the need for housing and community development activities. The Consolidated Plan may be found at: <http://commerce.wi.gov/CD/CD-Consolidated-Plan.html>

Wisconsin Historical Society (WHS)

- ❑ Owners of historic income-producing properties in Wisconsin may be eligible for two income tax credits that can help pay for their building's rehabilitation. The WHS's Division of Historic Preservation administers both programs in conjunction with the National Park Service. More information is at: http://www.wisconsinhistory.org/hp/architecture/iptax_credit.asp.

Wisconsin Housing and Economic Development Authority

- ❑ The Wisconsin Housing and Economic Development Authority (WHEDA) serves communities by providing creative financing resources to residents and businesses. Specifically, their mission is to offer innovative products and services in partnership with others to link Wisconsin residents and communities with affordable housing and economic development opportunities. Specific information regarding the wide variety of products and services WHEDA offers can be viewed at www.wheda.com/index.asp.

Utilities and Community Facilities

Major Findings

- ❑ The Town of Neenah is providing minimal but adequate public services to its constituents.
- ❑ Educational systems in or near the Town of Neenah offer excellent opportunities for town residents to get a good education.
- ❑ Town residents have a wide choice of medical clinics and hospitals in neighboring communities.
- ❑ Some residents are in a sanitary district that offers public sanitary sewer and/or municipal water.
- ❑ Public comments at the SWOT session indicated a satisfaction with the Fire Department and First Responders' services.

Recommendations

- ❑ The Town should closely monitor ground water quality and, if needed, consider going to a public water supply for the entire town.

Goals, Objectives, Policies, and Programs

Goal

1. Provide community facilities and services to meet the needs of existing and future residents and businesses.

Objectives

1. **Governmental Services** - Provide an appropriate range of governmental services to town residents and property owners.
2. **Emergency Services** - Continue to support a strong volunteer Fire Department and First Responder Program.
3. **Trails** - Where feasible, future trail systems should be targeted where there is a concentration of residential development.
4. **Impact Fee** - Due to interest in public trails, adopt an impact fee for trail development based on a Public Facilities Needs Study.
5. **Open Space and Recreation** - As the demand and needs are identified, provide more open space and recreational facilities to serve the residents.
6. **Environmental Protection** - The Town of Neenah will utilize drainage easements, official mapping, land acquisition, or other legal means to ensure environmentally sensitive areas and unique open space areas are protected and preserved for ecological purposes and the enjoyment of residents now and in the future.

Background Information

Utilities and Community Facilities

Table 11
Town of Neenah Utilities (See Map 13 Sanitary Districts)

Utility	Provider	Analysis
Water	Town of Menasha Utility District	Public water is limited to certain properties within the Town of Neenah, as designated by the East Central Wisconsin Regional Planning Commission to be serviced by the Grand Chute/Menasha West treatment facility.
Fire Hydrants	City of Neenah	Fire hydrant agreement includes any nearby City of Neenah Fire Hydrant as identified in Section 4.3 of the Intergovernmental Agreement with the City of Neenah.
Wastewater	The Town of Neenah has two providers: <ul style="list-style-type: none"> • Grand Chute/Menasha West treatment facility • Neenah-Menasha Sewage Commission Treatment Facility 	Service is deemed adequate. Future expansion may occur provided pipes are adequately sized, there is capacity at the treatment plant, assessments to pay for extensions are approved by the respective sanitary districts and, and the public is in need of and desires to pay for the service.
Collection System	Sewer pipes of varying sizes in the two districts transport sewage to the respective treatment plants	Service is deemed adequate. Future expansion may occur given the conditions stated under wastewater analysis.
Treatment Plant	Effluent from the Town of Neenah Sanitary District #2 is sent to the Neenah-Menasha Sanitary Commission Treatment Plant in Menasha. Effluent from the Town of Neenah Sanitary District #3 is sent to the Grand Chute/ Menasha West Treatment Plant in the Town of Menasha.	Service is deemed adequate. Future expansion may occur given the conditions stated under wastewater analysis and expansion of treatment plants are approved by the respective sanitary districts.
On-Site Stormwater	Roadside ditches and private detention areas regulated by Winnebago County's Erosion Control and Stormwater Management Ordinance.	"On-site" detention ponds may need to be dredged to maintain capacity
Regional Storm Sewer	The town is a MS4 community and, therefore, is subject to all stormwater regulations	The Town of Neenah is required to meet WDNR NR216 stormwater management regulations
Waste Disposal	Not provided	Residents must dispose of their own waste.
Recycling	Contracted with Veolia	Every other week
Electricity		
Generation	WE Energies	As Needed
Transmission	American Transmission Company	As Needed
Distribution	WE Energies	As Needed
Natural Gas	WE Energies	As Needed

Telecommunications		
Land Line	AT&T and TDS	Telecommunication deregulation created strong competition
Wireless	Multiple providers	Telecommunication deregulation created strong competition
Internet	DSL, Dial-up, or Satellite	Availability of high-speed Internet service is limited to a few areas.
Cable	Time Warner or Dish Antenna Systems	Long term cable service is uncertain in sparsely populated areas; satellite reception available to all.
Fiber Optics	None	NA

Source: Town of Neenah and Martenson & Eisele, Inc

Table 12
Town of Neenah Community Services and Facilities (See Map 12 Community Facilities)

Utility	Provider	Analysis
Emergency Services		
Police	Winnebago County Sheriff's Office	Based on the town's growth rate, Sheriff's services should be adequate for future years http://www.co.winnebago.wi.us/sheriff/index.htm .
Fire Department	Town of Neenah Fire Department	The Fire Station is connected to the Town Hall. The Department has 32 volunteer fire fighters. This number is sufficient, but may increase based on the amount and type of future development in the town. The Town has an ISO fire suppression rating of 6 (with public water and hydrants) and 9 (no public water) This rating system is based on a scale of 1 to 10, with 1 being the best. Vehicles are replaced every eight to nine years. http://www.townofneenah.com/townofneenah/default.asp
First Responder	Town EMS Personnel	Ten of the firefighters are First Responders
Ambulance	Gold Cross	Ambulance service is a joint venture with Appleton Medical Center, St. Elizabeth Hospital, Theda Clark Regional Medical Center, and Mercy Medical Center. This is a professional service that will continue well into the future. goldcross.org/
Judicial Services		
Circuit Court	Winnebago County	The County judicial system will expand as needed, and will provide services into the future. http://www.co.winnebago.wi.us/clerkofcourts/
Jail	Winnebago County	The County jail facilities are located at 4311 Jackson Street, Oshkosh. www.co.winnebago.wi.us/sheriff/corrections.htm
Educational Services		
Public Schools	Neenah Joint School District	The Neenah Joint School District includes the City of Neenah, the Town of Neenah, and parts of the Towns of Clayton, Vinland, & Menasha. http://neenah.k12.wi.us/
Private Schools	None	
Technical College	Fox Valley Technical College	The Technical College has had a good history of being current to job training needs in the area

		and should remain that way for years to come. http://www.fvtc.edu/public/
Colleges/ Universities	None	Closest colleges are University of Wisconsin-Fox Valley and University of Wisconsin-Oshkosh
Public Library	Neenah Public Library	http://www.neenahlibrary.org/
Parks	<p>Mahler Park</p> <p>Franzoi Park</p> <p>Keating Park</p>	<p>Soccer fields (multiple) Baseball fields (2) Tennis courts (2) Sand volleyball courts (3) Playground Picnic shelter Skinned baseball infield and backstop</p> <p>Playground Picnic shelter Baseball field</p> <p>Sand volleyball court Volleyball net on turf Baseball Field</p> <p>As more residential development occurs on the southeastern portion of the Town, action should be taken to preserve a future neighborhood park site to serve existing and future residents.</p>
Trails	South Park Trail CB Trail	South Park trail runs from Maple Lane to Mahler Park CB Trail runs from CRD II to CRD JJ
Town Hall	Neenah Town Hall	Town Hall has work area for the Town Chair- man, Clerk/Treasurer, meeting rooms, kitchen serving area, and two handicapped accessible bathrooms. The Fire Station is attached. Recent remodeling and additions has made the facility adequate for many years.
Civic Clubs	None	Town residents can become involved in a num- ber of civic clubs in surrounding communities
Recycling Center	None	Recycling is picked up at the curb
Landfill	None	Refuse is hauled to the Winnebago County Landfill and other sites chosen by private haul- ers.
Cemeteries	Green Lawn Cemetery Oak Hill Cemetery (pt)	Green Lawn and Oak Hill have sufficient capac- ity for many years
Child Care	None	Need in the future will be met by private facilities in other communities, or facilities that could be built in the town within commercially designated areas.
Post Office	Neenah Post Office	www.finditfoxvalley.com/govt_postoffices.htm Mail service will be met in facilities outside the Town operated by the U.S. Postal service.
Health Care	None	No hospitals or clinics exist in the town, but the area has many good clinics and hospitals that can provide all types of treatment and will meet health needs into the long term.

Source: Town of Neenah and Martenson & Eisele, Inc

Economic Development

Major Findings

- ❑ Agricultural operations, both dairy and crop farming, are still prevalent in the town.
- ❑ Commercial and industrial development has occurred on CRD “CB” in the northwestern portions of the town.
- ❑ The Town of Neenah’s existing road network is in good condition.
- ❑ Access to USH 41 interchanges are within minutes of areas zoned commercial or industrial.

Recommendations

- ❑ The Town of Neenah should support expansion of existing businesses and limited neighborhood commercial land uses.
- ❑ The Town of Neenah should make every effort to market Town-owned land for commercial or light industrial development.

Goals, Objectives, Policies, and Programs

Goal

1. Continue to maintain the town’s rural character through the encouragement of agricultural operations, existing businesses, small home-based businesses, and selective location of commercial uses that will minimize conflict with surrounding land uses and will serve the best interest of the town’s population.

Objectives

1. The Town of Neenah will support existing commercial businesses, encouraging them to expand at their present locations rather than moving to another location that may be outside the town.
2. Become educated, and educate others, regarding the different programs available from local, state and federal sources that can help encourage economic development.
3. Maintain a high degree of compatibility between existing and future land uses, and minimize negative impacts of new development.
4. The Town should not support new industries that are known to have air, water, or noise pollution characteristics.
5. The Town will actively utilize Town parcels in the vicinity of Tullar Road and CRD “O” for business type uses.

Background Information

Analysis of Economic Base

- ❑ Agricultural operations, both dairy and crop farming, are still viable businesses and should be protected. Agricultural land constitutes nearly thirty percent of the town's total land area.
- ❑ The town has a number of businesses employing moderate numbers of people. Town officials should meet periodically with these employers to determine any issues they may have with town services or need assistance in enlarging their operation.

Table 13
Primary Employers in the Town of Neenah

Employer	Street	Product/Service
American Colloid Company	901 Acco Avenue	Manufacturer
American Paper Converters Inc	570 Bondow Drive	Paper converting
Anderson Heating	389 S. Green Bay Road	Sheet metal, heating
Auto Clinic	1495 County Road "II"	Auto repair
Checker Logistics Inc.	1725 Dixie Road	Trucking
Country View of Neenah SC	425 Tullar Road	Animal hospital
Cummings Electric Inc	1414 County Road JJ	Electrical contractor
Custom Automotive Paint	1400 County Road JJ	Auto paint
Don and Eddies Auto Repair	1488 County Road O	Auto repair
F.C. Derm. & Skin Cancer Center	188 Rockwood Lane	Dermatologist
Fox Valley Stone & Brick	1745 Breezewood Lane	Stone & brick supplies
Funland	1423 Green Valley	Go-carts, Trailer sales
Garage Door Specialist of Wisconsin	1565 Deerwood Drive	Garage door supplies
Gear N Up Bicycle Shop	1276 County Rd JJ	Bicycle store
Hayes Auto Body	114 S Fieldcrest Drive	Auto Body
Hinz Distributing	1517 Deerwood Drive	Welding parts
Hoheisel Painting	1573 D Deerwood Drive	Painting
Kimberly-Clark Corp	1414 Larson Road	Paper consumer products
Koeunes Greenhouse	2015 State Rd 150	Greenhouse
Michels Materials	700 Tullar Road	Gravel supplies
N & M Transfer Co Inc	630 Muttart Road	Truck transport
Napuck Salvage & Supply Inc	680 Tullar Road	Salvage Co.
Norm's Motel	1403 Green Valley Road	Motel
Ogden Plumbing & Heating	785 CRD CB	HVAC contractor
Pack Air Inc	449 S Green Bay Road	Conveyor systems
Patiala Petroleum	1720 County Rd O	Petroleum products
Pheifer Bros Construction	599 Bondow Drive	Bridge construction
United Plastics Fabricating Inc	219 Rockwood Lane	Plastic Products
Tank Wash Specialists	1650 County Road O	Industrial tank cleaning
Animal Welfare League	951 CRD G	Animal Shelter
Twin City Appliance & Mattress	453 S Green Bay Road	Appliance & mattress
Valley Diesel Injection Service	2034 Nee-Vin Road	Diesel engine repair
Vel Corporation	599 Bondow Drive	Construction

Source: Town of Neenah

Business Areas

- ❑ The Town of Neenah does not have a business park, but has a concentration of vibrant and growing businesses in the northwestern area of the town near the intersection of CRD “CB” and CRD “II”. Other business locations are scattered throughout the remainder of the town.

Types of New Businesses Desired

- ❑ To serve existing residences, the Town favors businesses, industries and office uses that meet the need of its constituents.

Ability to Retain and Attract Business

- ❑ The geographic location of a community is one of the most important factors in determining the ability of a local government to attract or retain business. Traditionally, communities that were near natural resources used in the manufacturing of a product had an advantage over those that were not.
- ❑ Today, the definition of a natural resource has been broadened to describe the environment in which people choose to live. Many types of service firms are not dependent on access to raw, physical resources (or for that matter, their customers) and choose to locate in areas where natural resources such as lakes, rivers and woods create an attractive environment in which to live and work. The Town of Neenah is such an area.
- ❑ The Town of Neenah has potential sites left for commercial development. Businesses are typically interested in locating on, or have access to, major arterial roads or interchanges with such roadways. Rail access is a benefit to a limited number of industrial users. Availability of public sewer and water is another important asset.

Infrastructure

- ❑ The two sanitary districts and the natural gas supplier are capable of providing their services to some commercially zoned properties in the Town. Electric and telephone service is available everywhere.

Regulatory Issues

- ❑ The Town of Neenah seeks to strike a balance between the needs of businesses expanding or locating in the community and the negative impact that certain businesses can have on residential development. Zoning and building codes help to ensure the health, safety, and welfare of the community are protected and maintained.
- ❑ Currently, the Town is not aware of any regulatory issues negatively affecting business development that can be addressed directly by the Town, other than the possibility that environmentally sensitive areas may prevent development on certain portions of land.

Use of Brownfield Sites

- ❑ Redevelopment of brownfields makes economic sense by returning these properties to a productive use, thereby creating jobs. Brownfield redevelopment also optimizes existing infrastructure.
- ❑ There are no known brownfield sites in the town.
- ❑ If more information is desired concerning the Wisconsin’s Brownfield’s program, please see: www.commerce.state.wi.us/CD/CD-bfi.html

Financial Programs

There are a number of financial programs that may be available to businesses interested in building, expanding in, or relocating to, the Town of Neenah. These programs are described as follows:

Programs in Winnebago County

- ❑ The Winnebago County Industrial Development Board directly administers several financial assistance programs for local units of government, businesses, and industries.
- ❑ The general goals of the programs are to retain or increase jobs, broaden the tax base, and create higher incomes for local residents.
- ❑ Some of the more successful programs to date include the Revolving Loan Fund Program, the Winnebago County Per Capita Funding Program.
- ❑ More information on the board and the programs they administer can be viewed at: <http://www.winnebagobusiness.com/>

Regional Programs

New North

- ❑ New North, Inc. is a consortium of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in eighteen counties of Northeast Wisconsin who are working to be recognized as competitive for job growth while maintaining our superior quality of life.
- ❑ In addition to working together to promote and help expand existing economic development efforts, New North, Inc. will concentrate on:
 - Fostering regional collaboration
 - Focusing on targeted growth opportunities
 - Supporting an entrepreneurial climate
 - Encouraging educational attainment
 - Encouraging and embracing diverse talents
 - Promoting the regional brand
- ❑ More information on the New North, Inc. is available at www.thenewnorth.com.

East Central Wisconsin Regional Planning Commission

- ❑ The East Central Wisconsin Regional Planning Commission prepares a Comprehensive Economic Development Strategy (CEDS) covering the ten counties in its region. The most recent update was completed in 2008.
- ❑ More information on the CEDS is available at <http://www.eastcentralrpc.org/>

Fox Valley Technical College

- ❑ Fox Valley Technical College provides assistance to existing and prospective businesses. For information on small business and entrepreneurship services at Fox Valley Technical College, go to www.fvtc.edu/tp2.asp?ID=BI-Small+Business+Entrepreneurship&pix=002

State Programs

Wisconsin Department of Commerce

- ❑ The Wisconsin Department of Commerce offers a number of programs in support of economic development, such as Community Development Block Grants and Economic Development Programs. Some of the programs provide direct assistance to a business; others fund the business through the local community, while other programs provide direct assistance to a community. Information state programs is available at: <http://www.commerce.state.wi.us>

Wisconsin Small Business Development Center

- ❑ The Wisconsin Small Business Development Center provides business management education programs at an affordable fee. Counseling, to address individual business needs, is available without cost to the small business client. The nearest SBDC office is located at the University of Wisconsin-Oshkosh in the Center for Community Partnerships. Information on the programs and services offered by the SBDC may be found at: www.wisconsinsbdc.org.

Intergovernmental Cooperation

Major Findings

- ❑ The Town of Neenah and City of Neenah have had a Boundary Agreement in effect since May 5, 2003.
- ❑ The Town has a good working relationship with the County and State regarding road projects.

Recommendations

- ❑ The Town of Neenah and City of Neenah need to work together to show consistency of land uses as they both update their Land Use Plans.
- ❑ The Town of Neenah needs to submit their amended Land Use Plan (once the Town of Neenah Comprehensive Plan is adopted by Ordinance) to Winnebago County for inclusion into the County Land Use Plan.

Goals, Objectives, Policies, and Programs

Goal

1. To foster mutually beneficial, amiable working relationships with the surrounding units of government, utilities, state agencies, county departments, sanitary districts, East Central Wisconsin Regional Planning Commission, and others.

Objectives

1. **Emergency Response** - Coordinate emergency response services with other public safety agencies.
2. **School Districts** - Meet as needed with the Neenah Joint School District to share what is happening, such as any anticipated subdivision development or any school facility changes being considered.
3. **Cooperative Sharing** - Review, as part of the Town's annual budgeting process, opportunities to provide efficient and economical public facilities and services through cooperation with other units of government.
4. **Intergovernmental Coordination** - Coordinate the implementation of the Town of Neenah's Comprehensive Plan with surrounding towns, the City of Neenah, and Winnebago County.
5. **ECWRPC Activities** - Town residents and officials should strive to be aware of and become active in East Central Wisconsin Regional Planning Commission land use related activities.

Background Information

Guidelines for Intergovernmental Cooperation

- ❑ Wisconsin State Statutes provide guidelines for intergovernmental cooperation and boundary agreements between municipalities. This statute enables adjoining communities to enter into agreements that will benefit all.
- ❑ Mutual aid agreements are a type of intergovernmental cooperation. For example, fire departments use this method to extend fire protection from one municipality to another. The

biggest advantage is that each fire department can share equipment and manpower in times of major fires that would otherwise limit resources or response times.

- ❑ Boundary agreements are typically found in urbanizing areas where there is a desire on the part of adjacent municipalities to agree on where each municipality will provide services. These agreements contribute to better planning and the efficient and economical provision of municipal services. The Town of Neenah and City of Neenah have entered into such an agreement.

Governmental Jurisdictions

Surrounding Towns

- ❑ The Town of Neenah shares common boundaries with the Towns of Menasha, Clayton, and Vinland.
- ❑ The Town of Neenah is served by a volunteer fire department, with mutual aid agreements with all surrounding fire departments. These ongoing relationships are anticipated to continue into the future.

City of Neenah

- ❑ On May 5, 2003, the Town of Neenah and City of Neenah adopted a thirty-year Intergovernmental Agreement, highlighted by some of the key elements as follows (full agreement is available at the Town Clerk's office):
 - The agreement identified planned growth areas for each community (see Map 14).
 - The Town will not allow any unsewered development to occur in the City Growth Areas, but will be able to allow unsewered development in Town Growth Areas consistent with the Town's Comprehensive Plan.
 - Property owners within the City Growth Areas will be permitted to develop their land in accordance with the zoning classifications in effect as of the date of the agreement.
 - At the Town's option, the City will permit, without requiring annexation, extension of sanitary sewer services within certain areas of designated Town growth.
 - In City Growth Areas, the City will annex all or none of the road right-of-way.
 - Nothing contained in the agreement is intended to modify the planning of Sewer Service Area boundaries administered by East Central Wisconsin Regional Planning Commission.
 - The Town will not object to any annexation or the creation of town "islands" made by the City when located in the City Growth Areas.
 - The Town will deny zoning requests, CSM's or plats that allow development in City Growth Areas, unless the City consents to such actions.
 - The Town shall not acquire an ownership interest in any land within the City Growth Areas.
 - The City will only annex consenting land owners within its growth areas.
 - If annexation occurs in the City Growth Areas, the City shall extend sewer and water to the subject property within twelve months, provided sewer and water are contiguous.
 - The City is not obligated to provide water service to any property within the Town Growth Areas without annexation unless certain conditions can be met.
 - The Town will require neighborhood development plans prior to development that address stormwater issues of concern to both the Town and City.
 - The Town will include in neighborhood plans a range of housing types
 - The Town and City agree that Marathon Avenue, Industrial Drive, and Maple Grove Drive may eventually be extended south consistent with the City's Comprehensive Plan
- ❑ The City of Neenah continues to review CSM's and plats in the Town of Neenah, mainly to assure consistency with future streets as shown on the City's Official Map. (see Map 11)

School District

- ❑ The Neenah Joint School District covers the entire Town of Neenah. All children are bussed (unless they choose to walk).
- ❑ The potential impact of planned and future growth, or lack thereof, can have an impact on Neenah school district enrollments.

Winnebago County

- ❑ Winnebago County provides specialized services to the Town of Neenah. The Town and County actively cooperate in the area of highway maintenance and improvement projects.
- ❑ The Winnebago County Planning Department has several areas of jurisdiction in terms of administering and enforcing shoreland/floodplain, subdivision, and sanitary permits, and enforcement of sanitary ordinances throughout the Town of Neenah.
- ❑ The Land and Water Conservation Department has erosion control and storm water management responsibilities in the Town. The Health and Human Services Department performs various activities and social service programs for eligible town residents.

Emergency Response

- ❑ The Town of Neenah is served by County emergency response dispatch, Winnebago County Sheriff's Department, Gold Cross Ambulance, Town of Neenah Fire Department and First Responders.

East Central Wisconsin Regional Planning Commission (ECWRPC)

- ❑ The Town is within the ECWRPC's jurisdiction.
- ❑ The Town has discussions with and periodically attends programs sponsored by ECWRPC.
- ❑ East Central Wisconsin Regional Planning Commission conducts a number of functions. East Central welcomes citizen and town official's involvement in these activities, which are listed below:
 - Fox Cities Metropolitan Planning Organization (advisory committee meetings, long-range plan development)
 - Transportation Improvement Program (TIP) development
 - Transit planning (w/VT)
 - Regional and local Safe Routes to School (SRTS) planning,
 - Regional trails planning
 - Sewer Service Area Plan development and implementation
 - NR-135 Non-Metallic Mining Reclamation Program (through Winnebago County)
 - Fox-Wisconsin Heritage Parkway Plan
 - Fox Cities Groundwater Partnership (joint effort with Wisconsin Rural Waters Association)
 - Economic Development Administration activities, such as development of the annual Comprehensive Economic Development Strategy (CEDS) report
 - Implementation of the Regional Comprehensive Plan
 - A new initiative looking at local impacts/opportunities of passenger rail restoration

State of Wisconsin***Wisconsin Department of Transportation***

- ❑ The Town of Neenah is within the Wisconsin Department of Transportation Northeast Region, located in Green Bay. The Town actively engages in discussion and planning activities for projects with the WDOT.

Department of Natural Resources

- ❑ The Town is aware of WDNR rules and regulations, and occasionally discusses issues with this agency.

Conflicts and Opportunities

- ❑ The Town and City of Neenah's Intergovernmental Agreement includes a Dispute Resolution element to resolve any issues that occur in regard to the interpretation and implementation of the agreement.
- ❑ When any significant conflict occurs with any other governmental unit or private party, the Town of Neenah will attempt to address it through face-to-face and written communication. If initial attempts are not successful, the Town will consider other methods, including mediation, arbitration, and other dispute resolution techniques as described in Wisconsin State Statutes 802.12.
- ❑ Neenah officials will need to proactively engage in discussions with other government officials to promote good land use planning for everyone involved.

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Maps

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Tables

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Table 100 Population Change

	T. Clayton	T. Menasha	T. Vinland	T. Neenah	Winnebago County	Wisconsin
1970	1,771	8,682	1,472	2,942	129,946	4,417,821
1980	2,353	12,307	1,632	2,864	131,772	4,705,642
1990	2,264	13,975	1,688	2,691	140,320	4,891,769
2000	2,974	15,858	1,849	2,657	156,763	5,363,715
2007 (est.)*	3,550	17,180	1,928	2,875	164,703	5,648,124
% Change						
1970 to 1980	32.9%	41.8%	10.9%	-2.7%	1.4%	6.5%
1980 to 1990	-3.8%	13.6%	3.4%	-6.0%	6.5%	4.0%
1990 to 2000	31.4%	13.5%	9.5%	-1.3%	11.7%	9.6%
2000 to 2007	19.4%	8.3%	4.3%	8.2%	5.1%	5.3%

Source: Wisconsin Department of Administration

*Estimate by Martenson & Eisele, Inc.

Table 101 Population Race

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
White	2,651	98.5%	2,626	98.5%	136,822	97.5%	148,900	95.0%	4,512,523	92.2%	4,773,553	89.0%
African American	4	0.1%	6	0.2%	697	0.5%	1,729	1.1%	244,539	5.0%	300,355	5.6%
American Indian/Alaskan Native	9	0.3%	5	0.2%	685	0.5%	781	0.5%	39,387	0.8%	49,661	0.9%
Asian or Pacific Islander	24	0.9%	19	0.7%	1,728	1.2%	2,480	1.6%	53,583	1.1%	84,654	1.6%
Other Race	3	0.1%	0	0.0%	388	0.3%	1,192	0.8%	41,737	0.9%	84,281	1.6%
Two or More Races	--	--	11	--	--	--	1681	--	--	--	71171	--
Total Persons	2,691	100.0%	2,667	100.0%	140,320	100.0%	156,763	100.0%	4,891,769	100.0%	5,363,675	100.0%
Hispanic or Latino	17	--	20	--	761	--	3065	--	45224	--	192921	--

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 102 Population Age and Median Age

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
< 10 years old	341	12.7	304	11.4	19,875	14.2	19,759	12.6	737,033	15.1	721,824	13.5
10 - 19	411	15.3	465	17.5	19,033	13.6	23,195	14.8	700,876	14.3	810,269	15.1
20 - 29	275	10.2	147	5.5	25,084	17.9	23,226	14.8	764,744	15.6	691,205	12.9
30 - 39	448	16.6	376	14.2	23,234	16.6	24,288	15.5	810,378	16.6	807,510	15.1
40 - 49	477	17.7	538	20.2	16,984	12.1	24,372	15.5	595,613	12.2	837,960	15.6
50 - 59	372	13.8	396	14.9	12,312	8.8	16,483	10.5	423,025	8.6	587,355	11.0
60 - 69	220	8.2	263	9.9	10,951	7.8	10,838	6.9	404,188	8.3	387,118	7.2
70 - 79	117	4.3	135	5.1	8,214	5.9	8,746	5.6	294,406	6.0	319,863	6.0
80 - 84	23	0.9	24	0.9	2,475	1.8	3,052	1.9	87,213	1.8	104,946	2.0
> 85 years old	7	0.3	9	0.3	2,158	1.5	2,804	1.8	74,293	1.5	95,625	1.8
Total Population	2,691		2,657		140,320		156,763		4,891,769		5,363,675	
Median Age	0		41		0		35		0		36	

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 103 Population Projections

	T. Clayton	T. Menasha	T. Vinland	T. Neenah	Winnebago County	Wisconsin
2000 Actual	2,974	15,858	1,849	2,657	156,763	5,363,715
2005	3,272	16,776	1,901	2,647	162,076	5,563,896
2010	3,553	17,630	1,947	2,645	166,717	5,751,470
2015	3,830	18,474	1,994	2,646	171,369	5,931,386
2020	4,116	19,375	2,048	2,658	176,614	6,110,878
2025	4,421	20,370	2,112	2,684	182,767	6,274,867
% Change						
2000 to 2005	10.0%	5.8%	2.8%	-0.4%	3.4%	3.7%
2005 to 2010	8.6%	5.1%	2.4%	-0.1%	2.9%	3.4%
2010 to 2015	7.8%	4.8%	2.4%	0.0%	2.8%	3.1%
2015 to 2020	7.5%	4.9%	2.7%	0.5%	3.1%	3.0%
2020 to 2025	7.4%	5.1%	3.1%	1.0%	3.5%	2.7%

Source: Wisconsin Department of Administration Demographic Services Center Data

Table 104 Household Projections

	T. Clayton	T. Menasha	T. Vinland	T. Neenah	Winnebago County	Wisconsin
No. of Households						
2000 Actual	1,071	6,298	693	976	61,157	2,084,556
2005	1,191	6,730	719	983	63,801	2,190,210
2010	1,309	7,162	747	994	66,446	2,303,238
2015	1,422	7,569	770	1,002	68,918	2,406,798
2020	1,536	7,983	796	1,012	71,468	2,506,932
2025	1,653	8,409	822	1,024	74,058	2,592,462
Persons per Household						
2000 Actual	2.78	2.52	2.67	2.72	2.56	2.57
2005	2.75	2.49	2.64	2.69	2.54	2.54
2010	2.71	2.46	2.61	2.66	2.51	2.50
2015	2.69	2.44	2.59	2.64	2.49	2.46
2020	2.68	2.43	2.57	2.63	2.47	2.44
2025	2.67	2.42	2.57	2.62	2.47	2.42

Source: Wisconsin Department of Administration Demographic Services Center Data

Table 105 Median Income

	T. Neenah		Winnebago County		Wisconsin	
	1989	1999	1989	1999	1989	1999
Median Household Income	\$ 45,650	\$ 57,083	\$ 30,007	\$ 44,445	\$ 29,442	\$ 43,791
% Change		25.0%		48.1%		48.7%
Median Family Income	\$ 50,660	\$ 61,865	\$ 35,821	\$ 53,932	\$ 35,082	\$ 52,911
% Change		22.1%		50.6%		50.8%

Source: US Census Bureau, American FactFinder

Table 106 Household Income

	T. Neenah				Winnebago County				Wisconsin			
	1989		1999		1989		1999		1989		1999	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
< \$10,000	37	3.9	12	1.2	6,471	12.1	3,380	5.5	255,413	14.0	148,964	7.1
\$10,000 to \$14,999	53	5.6	32	3.2	5,012	9.4	3,228	5.3	170,828	9.4	121,366	5.8
\$15,000 to \$24,999	70	7.4	93	9.2	10,362	19.4	8,122	13.3	341,433	18.7	264,897	12.7
\$25,000 to \$34,999	102	10.7	97	9.6	10,012	18.7	8,598	14.1	317,699	17.4	276,033	13.2
\$35,000 to \$49,999	262	27.5	136	13.5	11,190	20.9	11,297	18.5	368,148	20.2	377,749	18.1
\$50,000 to \$74,999	233	24.5	339	33.6	7,079	13.2	14,988	24.5	257,090	14.1	474,299	22.7
\$75,000 to \$99,999	99	10.4	113	11.2	2,030	3.8	6,679	10.9	65,362	3.6	226,374	10.9
\$100,000 to \$149,999	49	5.1	103	10.2	780	1.5	3,265	5.3	30,544	1.7	133,719	6.4
\$150,000 or more	47	4.9	85	8.4	533	1.0	1,623	2.7	17,735	1.0	62,903	3.0

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 107 Per Capita Income

	Per Capita Income		
	1989	1999	% Change
T. Neenah	\$ 23,274	\$ 30,260	30.0%
Winnebago County	\$ 13,696	\$ 21,706	58.5%
Wisconsin	\$ 13,276	\$ 21,271	60.2%

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 108 Poverty Status

	T. Neenah		Winnebago County		Wisconsin	
	1989	1999	1989	1999	1989	1999
Total Persons	2,674	2,667	133,950	148,696	4,754,103	5,211,603
Total Persons Below Poverty	87	39	11,793	9,940	508,545	451,538
% Below Poverty	3.3%	1.5%	8.8%	6.7%	10.7%	8.7%
Total Families	825	803	36,630	39,788	1,284,297	1,395,037
Total Families Below Poverty	11	6	1,959	1,517	97,466	78,188
% Below Poverty	1.3%	0.7%	5.3%	3.8%	7.6%	5.6%

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 109 Labor Force

	1990	2000	2006	% Change 1990 to 2000	% Change 2000 to 2006
Winnebago County					
Labor Force	83,878	89,983	92,491	7.3%	2.8%
Employed	81,020	87,538	88,344	8.0%	0.9%
Unemployed	2,858	2,445	4,147	-14.5%	69.6%
Unemployment Rate	3.4%	2.7%	4.5%		
Wisconsin					
Labor Force	2,598,898	2,996,091	3,062,932	15.3%	2.2%
Employed	2,486,129	2,894,884	2,918,155	16.4%	0.8%
Unemployed	112,769	101,207	144,777	-10.3%	43.1%
Unemployment Rate	4.3%	3.4%	4.7%		

Source: Wisconsin Department of Workforce Development, Wisconsin's Worknet

Table 110 Employment of Residents by Type of Industry

	1990		2000		Change 1990-2000	
	No.	%	No.	%	No.	%
T. Neenah						
Agriculture, Forestry, Fishing, and Mining	40	2.6%	7	0.5%	-33	-82.50%
Construction	87	5.7%	45	3.3%	-42	-48.28%
Manufacturing	574	37.8%	520	38.7%	-54	-9.41%
Transportation and Utilities	82	5.4%	76	5.7%	-6	-7.32%
Wholesale trade	16	1.1%	57	4.2%	41	256.25%
Retail trade	204	13.4%	86	6.4%	-118	-57.84%
Finance, insurance, and real estate	96	6.3%	75	5.6%	-21	-21.88%
Services	393	25.9%	464	34.5%	71	18.07%
Government	27	1.8%	15	1.1%	-12	-44.44%
All Industries	1,519		1,345		-174	-11.45%
Winnebago County						
Agriculture, Forestry, Fishing, and Mining	1,538	2.2%	865	1.0%	-673	-43.76%
Construction	2,604	3.7%	3,850	4.7%	1,246	47.85%
Manufacturing	22,662	32.2%	22,924	27.7%	262	1.16%
Transportation and Utilities	3,443	4.9%	3,520	4.3%	77	2.24%
Wholesale Trade	2,405	3.4%	2,280	2.8%	-125	-5.20%
Retail Trade	12,202	17.3%	10,281	12.4%	-1,921	-15.74%
Finance, Insurance, and Real Estate	3,287	4.7%	4,250	5.1%	963	29.30%
Services	20,384	29.0%	31,923	38.6%	11,539	56.61%
Government	1,876	2.7%	2,773	3.4%	897	47.81%
All Industries	70,401		82,666		12,265	17.42%
Wisconsin						
Agriculture, Forestry, Fishing, and Mining	112,035	4.7%	75,418	2.8%	-36,617	-32.68%
Construction	117,732	4.9%	161,625	5.9%	43,893	37.28%
Manufacturing	584,143	24.5%	606,845	22.2%	22,702	3.89%
Transportation and Utilities	137,248	5.8%	123,657	4.5%	-13,591	-9.90%
Wholesale Trade	96,532	4.0%	87,979	3.2%	-8,553	-8.86%
Retail Trade	408,937	17.1%	317,881	11.6%	-91,056	-22.27%
Finance, Insurance, and Real Estate	139,550	5.8%	168,060	6.1%	28,510	20.43%
Services	713,295	29.9%	1,097,312	40.1%	384,017	53.84%
Government	76,967	3.2%	96,148	3.5%	19,181	24.92%
All Industries	2,386,439		2,734,925		348,486	14.60%

Source: US Census Bureau, American FactFinder

Table 111 Employment of Residents by Type of Occupation

	T. Neenah		Winnebago County		Wisconsin	
	No.	%	No.	%	No.	%
1990						
Executive, administrative, and managerial	204	13.4%	6,939	9.9%	244,487	10.2%
Professional specialty	232	15.3%	9,249	13.1%	304,121	12.7%
Technicians and related support occupations	99	6.5%	2,447	3.5%	80,728	3.4%
Sales	125	8.2%	7,238	10.3%	253,086	10.6%
Administrative support, including clerical	231	15.2%	11,150	15.8%	365,310	15.3%
Private household	0	0.0%	186	0.3%	5,713	0.2%
Protective service	13	0.9%	1,110	1.6%	29,589	1.2%
Service, except protective and household	127	8.4%	8,622	12.2%	290,406	12.2%
Farming, forestry, and fishing	40	2.6%	1,298	1.8%	102,320	4.3%
Precision production, craft, and repair	202	13.3%	7,839	11.1%	274,598	11.5%
Machine operators, assemblers, and inspectors	158	10.4%	8,594	12.2%	232,068	9.7%
Transportation and material moving	31	2.0%	2,681	3.8%	100,517	4.2%
Handlers, equipment cleaners, helpers, and laborers	57	3.8%	3,048	4.3%	103,496	4.3%
2000						
Management, professional, and related	512	38.1%	24,286	29.4%	857,205	31.3%
Service	119	8.8%	12,064	14.6%	383,619	14.0%
Sales and office	291	21.6%	21,170	25.6%	690,360	25.2%
Farming, fishing, and forestry	0	0.0%	357	0.4%	25,725	0.9%
Construction, extraction, and maintenance	78	5.8%	6,251	7.6%	237,086	8.7%
Production, transportation, and material moving	345	25.7%	18,538	22.4%	540,930	19.8%

Source: US Census Bureau, American FactFinder

Table 112 Industry of Employed Persons

	1990		2000		Change 1990-2000	
	No.	%	No.	%	No.	%
Winnebago County						
Natural Resources & Mining	114	0.2%	188	0.2%	74	64.91%
Construction	2,620	3.7%	4,263	4.7%	1,643	62.71%
Manufacturing	26,552	37.7%	30,692	34.0%	4,140	15.59%
Trade, Transportation, Utilities	11,731	16.7%	14,897	16.5%	3,166	26.99%
Information	1,312	1.9%	1,336	1.5%	24	1.83%
Financial Activities	2,440	3.5%	2,955	3.3%	515	21.11%
Professional & Business Services	3,672	5.2%	7,326	8.1%	3,654	99.51%
Education & Health Services	11,736	16.7%	15,465	17.1%	3,729	31.77%
Leisure & Hospitality	5,644	8.0%	6,472	7.2%	828	14.67%
Other Services	2,254	3.2%	3,302	3.7%	1,048	46.50%
Public Administration	2,334	3.3%	3,375	3.7%	1,041	44.60%
Unclassified	0	0.0%	0	0.0%	0	#DIV/0!
All Industries	70,409	100.0%	90,271	100.0%	0	28.21%
Wisconsin						
Natural Resources & Mining	16,636	0.8%	19,326	0.7%	2,690	16.17%
Construction	88,992	4.0%	127,846	4.7%	38,854	43.66%
Manufacturing	532,274	24.0%	594,389	21.7%	62,115	11.67%
Trade, Transportation, Utilities	475,781	21.5%	570,186	20.8%	94,405	19.84%
Information	48,444	2.2%	55,196	2.0%	6,752	13.94%
Financial Activities	122,868	5.5%	146,844	5.4%	23,976	19.51%
Professional & Business Services	148,495	6.7%	247,504	9.0%	99,009	66.67%
Education & Health Services	388,104	17.5%	502,749	18.4%	114,645	29.54%
Leisure & Hospitality	199,906	9.0%	246,327	9.0%	46,421	23.22%
Other Services	71,638	3.2%	81,794	3.0%	10,156	14.18%
Public Administration	122,303	5.5%	144,024	5.3%	21,721	17.76%
Unclassified	2,065	0.1%	1,197	0.0%	-868	-42.03%
All Industries	2,217,506	100.0%	2,737,382	100.0%	519,876	23.44%

Source: Wisconsin Department of Workforce Development; Employment and Wages Covered by Wisconsin's U.I. Law, Table 202, First Qtr., 1990, 2000, 2001.

Table 113 Average Weekly Wages

	1990	CPI 2000	Actual 2000	Difference	% Change 1990-2000
Winnebago County					
Natural Resources & Mining	\$222	\$293	\$371	\$78	67.12%
Construction	\$524	\$691	\$775	\$84	47.90%
Manufacturing	\$571	\$753	\$855	\$102	49.74%
Trade, Transportation, Utilities	\$323	\$426	\$482	\$56	49.23%
Information	\$440	\$580	\$735	\$155	67.05%
Financial Activities	\$362	\$477	\$555	\$78	53.31%
Professional & Business Services	\$440	\$580	\$700	\$120	59.09%
Education & Health Services	\$444	\$585	\$628	\$43	41.44%
Leisure & Hospitality	\$123	\$162	\$179	\$17	45.53%
Other Services	\$184	\$243	\$279	\$36	51.63%
Public Administration	\$400	\$527	\$602	\$75	50.50%
Unclassified	\$0	\$0	\$0	\$0	0.00%
Wisconsin					
Natural Resources & Mining	\$361	\$476	\$466	-\$10	29.09%
Construction	\$511	\$673	\$729	\$56	42.66%
Manufacturing	\$522	\$688	\$743	\$55	42.34%
Trade, Transportation, Utilities	\$357	\$471	\$525	\$54	47.06%
Information	\$448	\$590	\$705	\$115	57.37%
Financial Activities	\$443	\$584	\$727	\$143	64.11%
Professional & Business Services	\$417	\$550	\$616	\$66	47.72%
Education & Health Services	\$426	\$561	\$606	\$45	42.25%
Leisure & Hospitality	\$140	\$185	\$214	\$29	52.86%
Other Services	\$245	\$323	\$356	\$33	45.31%
Public Administration	\$421	\$555	\$607	\$52	44.18%
Unclassified	\$398	\$525	\$682	\$157	71.36%

Source: Wisconsin Department of Workforce Development; Employment and Wages Covered by Wisconsin's U.I. Law, Table 202, First Qtr., 1990, 2000, 2001.

Table 114 Travel Time to Work

Minutes	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Less than 5	36	2.5%	83	6.4%	3,604	5.3%	3,794	4.8%	130,968	5.9%	135,194	5.2%
5 to 9	287	19.7%	214	16.4%	13,662	20.3%	13,921	17.6%	386,108	17.3%	398,697	15.4%
10 to 14	381	26.2%	269	20.7%	17,389	25.8%	18,696	23.7%	439,464	19.7%	476,569	18.4%
15 to 19	309	21.2%	341	26.2%	13,796	20.5%	16,287	20.6%	398,660	17.8%	440,637	17.0%
20 to 29	306	21.0%	302	23.2%	11,296	16.8%	14,957	18.9%	443,436	19.8%	531,628	20.6%
30 to 39	71	4.9%	46	3.5%	4,649	6.9%	6,280	7.9%	240,456	10.8%	307,835	11.9%
40 to 59	27	1.9%	21	1.6%	1,715	2.5%	2,535	3.2%	125,253	5.6%	181,568	7.0%
60 or more	38	2.6%	25	1.9%	1,309	1.9%	2,550	3.2%	71,179	3.2%	113,181	4.4%
Worked at home:	54	3.6%	41	3.1%	1,989	2.9%	2,089	2.6%	114,167	4.9%	105,395	3.9%
Total:	1,509		1,342		69,409		81,109		2,349,691		2,690,704	
Did not work at home:	1,455	96.4%	1,301	96.9%	67,420	97.1%	79,020	97.4%	2,235,524	95.1%	2,585,309	96.1%

Source: US Census Bureau, American FactFinder

Table 115 Educational Attainment

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Less than 9th Grade	88	4.7	19	1.0	6,979	7.8	4,129	4.1	294,862	9.5	186,125	5.4
9th - 12th Grade	112	6.0	142	7.4	10,262	11.5	9,738	9.6	367,210	11.9	332,292	9.6
High School Graduate	711	38.2	739	38.3	35,255	39.6	37,849	37.4	1,147,697	37.1	1,201,813	34.6
1 - 3 Years of College	495	26.6	433	22.4	20,302	22.8	26,351	26.1	735,487	23.8	976,375	28.1
4 Years or More	455	24.4	598	31.0	16,162	18.2	23,028	22.8	548,970	17.7	779,273	22.4
Total Age 25 or Older	1,861		1,931		88,960		101,095		3,094,226		3,475,878	

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 116 Age of Housing

	T. Neenah		Winnebago County		Wisconsin	
	No.	%	No.	%	No.	%
< 10 years	147	14.2	11,281	17.4	389,792	16.8
11 to 20 years	101	9.8	7,267	11.2	249,789	10.8
21 to 30 years	270	26.1	10,207	15.8	391,349	16.9
31 to 40 years	163	15.7	8,188	12.7	276,188	11.9
> 40 years	354	34.2	27,778	42.9	1,014,026	43.7
Total	1,035		64,721		2,321,144	

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 117 Median Housing Values

	T. Clayton	T. Menasha	T. Vinland	T. Neenah	Winnebago County	Wisconsin
1990 Actual	\$76,700	\$72,500	\$82,900	\$83,500	\$59,700	\$62,100
2000 CPI Adjusted	\$101,091	\$95,555	\$109,262	\$110,053	\$78,685	\$81,848
2000 Actual	\$140,600	\$112,100	\$138,800	\$145,800	\$97,700	\$112,200
Percent Change						
1990-2000 CPI	31.8%	31.8%	31.8%	31.8%	31.8%	31.8%
1990-2000 Actual	83.3%	54.6%	67.4%	74.6%	63.7%	80.7%

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 118 Housing Values

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Less than \$50,000	61	7.6	14	1.5	9,474	31.5	2,701	6.5	294,441	31.7	142,047	10.0
\$50,000 to \$99,999	520	65.2	201	21.5	16,916	56.2	19,433	46.8	496,895	53.5	482,614	33.8
\$100,000 to \$149,999	130	16.3	292	31.2	2,468	8.2	11,048	26.6	95,891	10.3	410,673	28.8
\$150,000 to \$199,999	43	5.4	241	25.8	713	2.4	4,791	11.5	24,030	2.6	210,917	14.8
\$200,000 to \$299,999	26	3.3	115	12.3	396	1.3	2,389	5.7	12,310	1.3	123,606	8.7
\$300,000 or More	18	2.3	72	7.7	124	0.4	1,196	2.9	4,927	0.5	56,803	4.0
Total Units	798		935		30,091		41,558		928,494		1,426,660	

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 119 Types of Housing Units

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Single Family	959	95.8	993	95.9	38,920	69.3	45,026	69.6	1,392,610	67.7	1,609,407	69.3
2 to 4 Units	37	3.7	35	3.4	8,848	15.8	8,732	13.5	277,221	13.5	281,936	12.1
5 or more Units	0	0.0	0	0.0	6,593	11.7	9,553	14.8	256,616	12.5	325,633	14.0
Mobile Home or Other	5	0.5	7	0.7	1,762	3.1	1,410	2.2	129,327	6.3	104,168	4.5
Total Units	1,001		1,035		56,123		64,721		2,055,774		2,321,144	

Source: WisStat, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 120 Housing Occupancy and Tenure

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Owner Occupied	891	92%	914	94%	35,423	67%	41,571	68%	1,215,350	67%	1,426,361	68%
Renter Occupied	79	8%	62	6%	17,793	33%	19,586	32%	606,768	33%	658,183	32%
Total Occupied Units	970		976		53,216		61,157		1,822,118		2,084,544	
Vacant Units	31		34		2,907		3,564		2,907		236,600	
Seasonal Units	8		15		1,145		1,032		1,145		142,313	
Total Units	1,009		1,025				65,753		1,826,170		2,463,457	

Source: US Census Bureau, American FactFinder

Table 121 Vacancy Status

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
For Sale	6	19.4	5	14.7	430	14.8	527	14.8	14,692	6.3	17,172	7.3
For Rent	5	16.1	3	8.8	641	22.1	1,265	35.5	29,795	12.8	38,714	16.4
Seasonal Units	8	25.8	15	44.1	1,145	39.4	1,032	29.0	150,601	64.5	142,313	60.1
Other Units	12	38.7	11	32.4	691	23.8	740	20.8	38,568	16.5	38,401	16.2
Total Vacant Units	31		34		2,907		3,564		233,656		236,600	
Owner Vacancy Rate	0.7%		0.5%		1.2%		1.3%		1.2%		1.2%	
Renter Vacancy Rate	6.3%		4.8%		3.6%		6.5%		4.9%		5.9%	

Source: US Census Bureau, American FactFinder

Table 122 Household Types

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Total Households	970		976		53,216		61,157		1,822,118		2,084,544	
Total Family	820	84.5%	797	81.7%	36,292	68.2%	39,547	64.7%	1,275,172	70.0%	1,386,815	66.5%
Total Nonfamily	150	15.5%	179	18.3%	16,924	31.8%	21,610	35.3%	546,946	30.0%	697,729	33.5%
With Children	371	38.2%	358	36.7%	18,001	33.8%	19,794	32.4%	658,047	36.1%	706,399	33.9%
Without Children	599	61.8%	618	63.3%	35,215	66.2%	41,363	67.6%	1,164,071	63.9%	1,378,145	66.1%
With Married Couple	758	78.1%	727	74.5%	30,654	57.6%	32,422	53.0%	1,048,010	57.5%	1,108,597	53.2%
Living Alone	118	12.2%	153	15.7%	13,351	25.1%	16,850	27.6%	443,673	24.3%	557,875	26.8%
Female Headed	117	12.1%	138	14.1%	13,861	26.0%	16,595	27.1%	481,409	26.4%	569,317	27.3%
With Occupant(s) 65+	161	16.6%	198	20.3%	12,515	23.5%	13,423	21.9%	446,890	24.5%	479,787	23.0%

Source: US Census Bureau, American FactFinder

Table 123 Persons Per Household

	T. Neenah		Winnebago County		Wisconsin	
	No.	Persons per HH	No.	Persons per HH	No.	Persons per HH
1990	2691	2.77	140320	2.64	4891769	2.68
2000	2657	2.72	156763	2.56	5363675	2.57

Source: Wisconsin Department of Administration and US Census Bureau, American FactFinder

Table 124 Household Size

	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1 Person	118	12.2	153	15.7	13,351	25.1	16,850	27.6	443,673	24.3	557,875	26.8
2 Person	378	39.0	394	40.4	18,228	34.3	21,803	35.7	596,883	32.8	721,452	34.6
3 Person	198	20.4	158	16.2	8,829	16.6	9,325	15.2	302,563	16.6	320,561	15.4
4 Person	178	18.4	167	17.1	8,293	15.6	8,356	13.7	284,151	15.6	290,716	13.9
5 Person	80	8.2	84	8.6	3,197	6.0	3,331	5.4	129,821	7.1	127,921	6.1
6 or More Person	18	1.9	20	2.0	1,318	2.5	1,492	2.4	65,027	3.6	66,019	3.2
Total Households	970		976		53,216		61,157		1,822,118		2,084,554	

Source: US Census Bureau, American FactFinder

Table 125 Owner Affordability

% of Income	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
< 20%	560	70.2%	527	61.2%	18,341	61.0%	21,134	58.3%	547,349	59.0%	634,277	56.5%
20% to 24%	116	14.5%	100	11.6%	4,755	15.8%	6,033	16.6%	147,944	15.9%	173,620	15.5%
25% to 29%	76	9.5%	106	12.3%	3,033	10.1%	3,349	9.2%	89,914	9.7%	109,833	9.8%
30% to 34%	19	2.4%	27	3.1%	1,381	4.6%	1,879	5.2%	48,581	5.2%	64,892	5.8%
> 34%	25	3.1%	101	11.7%	2,472	8.2%	3,786	10.4%	91,445	9.8%	135,075	12.0%
Not Computed	2	0.3%	0	0.0%	109	0.4%	94	0.3%	3,261	0.4%	4,770	0.4%
Total Households	798		861		30,091		36,275		928,494		1,122,467	
% Not Affordable	5.5%		14.9%		12.8%		15.6%		15.1%		17.8%	

Source: US Census Bureau, American FactFinder

Table 126 Renter Affordability

% of Income	T. Neenah				Winnebago County				Wisconsin			
	1990		2000		1990		2000		1990		2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
< 20%	49	65.3%	20	32.8%	6,369	36.5%	8,119	41.8%	195,669	33.6%	242,345	37.8%
20% to 24%	13	17.3%	4	6.6%	2,684	15.4%	2,965	15.3%	84,800	14.6%	90,934	14.2%
25% to 29%	0	0.0%	3	4.9%	2,311	13.2%	2,047	10.5%	68,905	11.8%	67,926	10.6%
30% to 34%	0	0.0%	11	18.0%	1,140	6.5%	1,331	6.9%	43,812	7.5%	44,573	6.9%
> 34%	3	4.0%	10	16.4%	4,478	25.6%	4,153	21.4%	165,626	28.4%	162,669	25.4%
Not Computed	10	13.3%	13	21.3%	486	2.8%	810	4.2%	23,559	4.0%	33,225	5.2%
Total Households	75		61		17,468		19,425		582,371		641,672	
% Not Affordable	4.0%		34.4%		32.2%		28.2%		36.0%		32.3%	

Source: US Census Bureau, American FactFinder

Appendix

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		WINNEBAGO		1917E-03	NEENAH		S PARK, W SIDE, .3 MILE NE OF COUNTY HIGHWAY A	
		WINNEBAGO		2017E-29	NEENAH		COUNTY HIGHWAY S	
		WINNEBAGO		2017E-20	NEENAH		1536 COUNTY HIGHWAY O	
		WINNEBAGO		2017E-20	NEENAH		1536 COUNTY HIGHWAY O	
		WINNEBAGO		2017E-20	NEENAH		1536 COUNTY HIGHWAY O	
		WINNEBAGO		2017E-20	NEENAH		1536 COUNTY HIGHWAY O	
		WINNEBAGO		2017E-20	NEENAH		1536 COUNTY HIGHWAY O	
		WINNEBAGO		2017E-29	NEENAH			
		WINNEBAGO		2017E-29	NEENAH			
		WINNEBAGO		2017E-29	NEENAH		1701 OAKRIDGE RD	
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		WINNEBAGO		2017E-29	NEENAH		1701 OAKRIDGE RD	
		WINNEBAGO		2017E-29	NEENAH		1105 LARSON RD	
		WINNEBAGO		2017E-29	NEENAH		1701 OAKRIDGE RD	
		WINNEBAGO		2017E-29	NEENAH		1701 OAKRIDGE RD	
		WINNEBAGO		2017E-29	NEENAH		1295 COUNTY HIGHWAY JJ	
		WINNEBAGO		2017E-29	NEENAH		SE CORNER OF COUNTY HIGHWAY JJ AND PENDLETON RD	
		WINNEBAGO		2017E-30	NEENAH		1305 COUNTY HIGHWAY JJ	
		WINNEBAGO		2017E-30	NEENAH		N SIDE OF COUNTY HIGHWAY S AND PENDLETON RD INTERSECTION	
		WINNEBAGO		2017E-30	NEENAH		1310 COUNTY HIGHWAY JJ	
		WINNEBAGO		2017E-30	NEENAH		1305 COUNTY HIGHWAY JJ	
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		WINNEBAGO		2017E-30	NEENAH			
		WINNEBAGO		2017E-30	NEENAH			
		WINNEBAGO		2017E-30	NEENAH			
		WINNEBAGO		2017E-30	NEENAH			
		WINNEBAGO		2017E-29	NEENAH		1590 OAKRIDGE RD	Gorham P. Vining House
		WINNEBAGO		2017E-19	NEENAH		1913 WINCHESTER RD	J. BAUM HOUSE
		WINNEBAGO		1917E-04	NEENAH		COUNTY HIGHWAY A, WEST SIDE, .05 MILE SOUTH OF SOUTH PARK DRIVE	
		WINNEBAGO		1917E-06	NEENAH		1 MILE EAST OF HIGHWAY 114, BREEZEWOOD ROAD, SOUTH SIDE	
		WINNEBAGO		1917E-09	NEENAH		COUNTY HIGHWAY G, SOUTH SIDE, .65 MILE EAST OF US 41	
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		WINNEBAGO		2017E-21	NEENAH		COUNTY HIGHWAY PP, WEST SIDE, .1 MILE NORTH OF COUNTY HIGHWAY S	
		WINNEBAGO		2017E-30	NEENAH		COUNTY HIGHWAY S, SOUTH SIDE, .5 MILE FROM TOWNSHIP LINE	
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