

Housing is very important to the City of Oconomowoc and the people who live here. Housing costs are the single largest expenditure for most Wisconsin and City residents. There are a number of benefits that the City can realize by development the Housing Chapter of the City's Comprehensive Plan:

- The City can take a larger role in shaping the nature of future housing development to better meet its needs.
- Data collection and analysis can increase understanding of the local housing situation.
- Maintaining a diverse housing stock.
- If certain types of housing are in short supply, this chapter can encourage housing development which may, in turn, be important for recruiting and retaining businesses and employees.
- By planning for housing, there is a much greater likelihood that housing development will meet a broad range of needs.
- Planning for housing increases the likelihood that housing-related decisions are coordinated with other Comprehensive Plan elements such as Land Use, Transportation, Economic Development, Utilities and Community Facilities, and Agricultural, Natural and Cultural Resources.

Housing Element Requirements:

A compilation of objectives, policies, goals, maps and programs of the City to provide an adequate housing supply that meets existing and forecasted housing demand within the City. The chapter shall assess the age, structural value, and occupancy characteristics of the City's housing stock. The chapter shall identify specific policies and programs that promote the development of housing for residents and provide a range of housing choices that meet the needs of persons of all income levels, age groups and persons with special needs. Policies and programs should promote the availability of land for the development or redevelopment of low-income and moderate-income housing, policies and programs that maintain or rehabilitate the City's existing housing stock.

Vision Statement: *In the year 2030, the City will have a diverse housing stock that maintains the historic character of the City. Higher density housing will be located within the Downtown area, while the City as a whole provides housing that is affordable and livable for all people. New housing developments will incorporate green and sustainable elements to reduce impacts on the environment and energy resources. Mixed use developments will be located within the City that provide walkable areas for all residents. In 2030, the City will continue to be a place that people are proud to call home.*

Comprehensive Planning Public Opinion Survey:

In the fall of 2006, the Survey Research Center at the University of Wisconsin-River Falls sent comprehensive planning public opinion surveys to residents in Waukesha County and the City of Oconomowoc. The survey was provided to property owners only and the results do not reflect opinions of residents living in rental properties. Results from the 295 City residents surveyed included:

City of Oconomowoc Public Opinion Survey Results: 2006						
More of the following types of housing are needed in Waukesha County:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Single family housing (owner)	15% (n=44)	25% (n=74)	29% (n=86)	17% (n=50)	10% (n=30)	4% (n=12)
Single family housing (rental)	4% (n=12)	17% (n=50)	33% (n=97)	26% (n=77)	15% (n=44)	5% (n=15)
Duplexes (2 units)	2% (n=6)	14% (n=41)	33% (n=97)	29% (n=86)	16% (n=47)	5% (n=15)
Apartments (3 or more units – rental)	4% (n=12)	9% (n=27)	28% (n=83)	35% (n=103)	19% (n=56)	5% (n=15)
Town houses or condos (owner)	3% (n=9)	21% (n=62)	31% (n=91)	26% (n=77)	15% (n=44)	4% (n=12)
Mobile homes	1% (n=3)	3% (n=9)	11% (n=32)	27% (n=80)	54% (n=159)	4% (n=12)
Affordable housing (defined as \$208,900 or below in 2005 in Waukesha County by federal government statistics)	29% (n=86)	37% (n=109)	13% (n=38)	10% (n=30)	9% (n=27)	2% (n=6)
Housing specifically designed to meet the needs of older people (55+)	25% (n=74)	41% (n=121)	18% (n=53)	7% (n=21)	5% (n=15)	4% (n=12)
Housing specifically designed to meet the needs of people with disabilities	21% (n=62)	36% (n=106)	31% (n=91)	5% (n=15)	4% (n=12)	4% (n=12)
Homeowners should be allowed to make major modifications to existing dwellings to enable elderly or disabled relatives to live with them.	38% (n=112)	49% (n=145)	9% (n=27)	2% (n=6)	1% (n=3)	2% (n=6)
Programs are needed to provide assistance to low and moderate income residents for the purpose of purchasing/rehabilitating homes.	24% (n=71)	34% (n=100)	23% (n=68)	10% (n=30)	6% (n=18)	3% (n=9)

The results from the public opinion survey provide a sampling of opinions from City residents on housing related issues. These results indicated:

- Owner occupied single family housing, owner occupied townhouse or condos, and rental single-family housing were the most recognized needed housing in Waukesha County. The current City Zoning Ordinance supports the construction of single-family dwellings. However, constructing townhouses and multi-unit buildings are difficult and cumbersome within the City's Zoning District. Specifically, multi-family construction requires a rezoning and conditional use permit, or planned development process to be approved. The City should evaluate the Zoning Ordinance to ensure construction of townhomes and condos is a viable development option within the City.
- Mobile homes are not supported by the public as a needed housing option. This type of housing includes mobile home/trailer parks, and recreational vehicles being used for housing. This type of dwelling is currently only allowed within one (1) Zoning District. The City should continue to limit the construction/placement of mobile homes within the City.
- In 2006, 66% of the Oconomowoc respondents indicated there is a need for affordable housing within the County. The survey defined affordable housing as costing less than \$208,900 (defined by Federal Government statistics in 2005). The City supports the construction of housing that is affordable to all income groups and encourages developers to consider affordable housing within all developments.
- 58% of the people supported programs that provided assistance for people to purchase or rehabilitate affordable housing. A variety of programs and assistance are provided at the end of this Chapter. The City encourages citizens and developers to utilize these programs in the rehabilitation of affordable housing within the City.
- 66% supported creating housing designed to meet the needs of older people (55+). The City of Oconomowoc has a long history of encouraging senior housing and will continue to support this housing in the future. The City prides itself on being a lifelong community.
- 57% of respondents support housing that is designed to meet the needs of people with disabilities. The City supports housing that is designed for people with disabilities. Part of the challenge to building housing that is designed to meet the needs of people with disabilities is



Berkshire Apartments

constructing a variety of housing types/floor plans. A review of the Zoning Ordinance should be completed by the City to ensure providing housing for people with disabilities is attainable.

- 87% of City respondents favored allowing homeowners being allowed to make major modifications to existing dwellings to enable elderly or disabled relatives to live with them. A large portion of City residents support the construction of secondary dwellings. These types of dwellings are usually built above garages or are constructed in the rear of properties. Presently, the City’s Zoning Ordinance does not allow for the construction of these types of dwellings.

Housing Units:

As of the 2000 US Census, 60.2% of housing in the City was single-family. In general, during the past 10-years, housing proposals and approvals for new residential development within the City have been generally single-family. However recent trends proposals have included two-family and multi-family components. Single-family homes are not for everyone and it is important to provide a mix of housing choices for all lifestyles. Some people cannot afford to live in a single-family home, while some choose a reduced maintenance lifestyle that renting or multi-family developments offer.

City of Oconomowoc Total Housing Units: 2000		
Units in Structure	Number	Percent
1-Unit, Detached	3,169	60.2%
1-Unit, Attached	328	6.2%
2 Units	346	6.6%
3 or 4 Units	249	4.7%
5 to 9 Units	356	6.8%
10 to 19 Units	296	5.6%
20 or More Units	519	9.9%

Source: U.S. Census

1-unit, attached structures are defined as a 1-unit structure having one or more walls extending from ground to roof separating it from adjoining structures. This housing type is a structure containing a single housing unit that is physically connected to one or more comparable housing units. These units can include townhomes or row houses. Examples in Oconomowoc of these structures include some buildings downtown with apartments above and commercial uses on the ground floor.



Many communities provide a housing mix ratio to ensure a variety of housing types are constructed for all people. Many planners recommend a community have 1/3 of the housing be non-single-family, while other planners recommend a mix of 60% single-family, and 40% multi-family (including duplexes). The 60% single-family and 40% multi-

family is an achievable housing mix for the City as the City had that ratio in 2000 according to the 2000 U.S. Census.

A diverse housing mix is beneficial to the City and is in the best economic interest of the City to have a range of options. By providing a mixture of housing, the City is more attractive for a wide range of people to live here. If people live within the City, they pay property taxes and shop at local businesses. Many businesses prefer to have their employees living in the same place they work. This is beneficial to employers as it shortens commuting time, and allows for greater flexibility for employees. Some people desire to live and work in the same community and a diverse housing stock encourages this to occur. According to the 2000 U.S. Census, 32% of the City’s workforce lived and worked in the City. This is slightly above the 2000 national average of 31% and is significantly above the Waukesha County average of 19%. Providing a diverse housing stock will ensure attraction and retention of employees and employers.

The City has a variety of future housing development options available for development. With the future passenger train stopping in the City, downtown redevelopment areas are strongly encouraged as an opportunity for transit orientated development (see Transportation Chapter). Multi-family can also provide an adequate buffer between single-family and commercial/industrial land uses. The City encourages multi-family in Downtown and as a buffer to these non-single-family uses. In addition, with proper design, infill multi-family may be appropriate in areas where buildings are designed to blend with the surrounding neighborhoods.

Owner vs. Renter:

Total Housing Units by Tenure: 2000							
Community	Owner-Occupied Units		Renter-Occupied Units		Vacant Units		Total Housing
	Number	Percent	Number	Percent	Number	Percent	Number
City of Oconomowoc	3,102	59.21%	1,866	35.62%	271	5.17%	5,239
Town of Oconomowoc	2,338	76.78%	427	14.02%	280	9.20%	3,045
Town of Summit	1,554	81.62%	193	10.14%	157	8.25%	1,904
Village of Lac La Belle	114	89.76%	3	2.36%	10	7.87%	127
Village of Oconomowoc Lake	185	75.20%	23	9.35%	38	15.45%	246
Waukesha County	103,373	79.32%	31,856	16.13%	5,080	4.56%	140,309

Source: U.S. Census & SEWRPC

Approximately 62% of the City’s available housing is owner-occupied, while 38% of available housing is renter-occupied. Renter-occupied units include all types of housing

such as single-family homes, duplexes, and multi-family dwelling units. Overall, when compared to surrounding communities in Waukesha County, the City has a higher percentage of renters than the adjacent communities. The City also has a higher percentage of renters than Waukesha County as a whole. In general, Cities usually have a higher number of renter-occupied units than Towns and more rural areas since Cities usually have higher densities.

Housing Characteristics:

More than half of the housing in the City is 50-years or older. Based upon the 2000 U.S. Census data, the City has an older housing stock. Older homes often require additional repairs and maintenance than newer homes. However, in the City, older homes for the most part have been maintained. Many of these older homes have historic character and play an important role in the City’s history. As these homes continue to age, it is important for the City to seek policies that encourage maintenance of the older housing stock. Without routine repairs, these homes have the potential to fall into disrepair faster than newer homes. Once an older home is in disrepair, the worth of fixing or maintaining it is lost.

City of Oconomowoc Housing Age: 2000		
Year Structure Built	Number	Percent
1999 to March 2000	122	2.3%
1995 to 1998	318	6.0%
1990 to 1994	347	6.6%
1980 to 1989	728	13.8%
1970 to 1979	943	17.9%
1960 to 1969	629	12.0%
1940 to 1959	871	16.5%
1939 or earlier	1,305	24.8%

Source: U.S. Census

Housing Affordability:

In general, affordable housing is defined as a household paying no more than 30 percent of its annual income on housing. Due to multiple variables such as household income, interest rates, number of dependants, and other housing expenses, it is unrealistic to establish a fixed home value in the City that is deemed affordable to everyone. Providing affordable housing for all income levels in the City is important as households that spend too much money on housing face hardships. These hardships include being prevented from meeting basic needs including nutrition, healthcare, or saving for the future or needs of their families.

The City’s median home value based on the 2000 U.S. Census was \$147,900. The U.S. Census determines the median home values from the Census survey participants. Respondents respond to the survey by indicating what they think their house is worth. At the time of drafting the City’s 2030 Comprehensive Plan, the 2000 Census data is the

best national data available for the City. Knowing the values of homes in the community can assist in the understanding the affordability within the City. The median value of homes in Waukesha County in 2000 (\$170,400) was greater than the median value within the City. In 2000, the City appeared to be more affordable than the County as a whole. However current data indicates the City may no longer be more affordable than the County as a whole. According to the City appraiser, the 2008 fair market value of a home or condominium in the City was approximately \$265,765. This City value does not include two-family units that are not condominiums. The 2007 American Community Survey (ACS) of Waukesha County found a median home value for Waukesha County of \$260,600.

City of Oconomowoc Housing Value: 2000		
Value of Structure	Number	Percent
Less than \$50,000	7	0.2%
\$50,000 to \$99,000	262	9.0%
\$100,000 to \$149,999	1,246	42.8%
\$150,000 to \$199,999	786	27.0%
\$200,000 to \$299,999	468	16.1%
\$300,000 to \$499,000	103	3.5%
\$500,000 to \$999,999	38	1.3%
\$1,000,000 or more	0	0.0%
Median (dollars)	\$147,900	

Source: U.S. Census

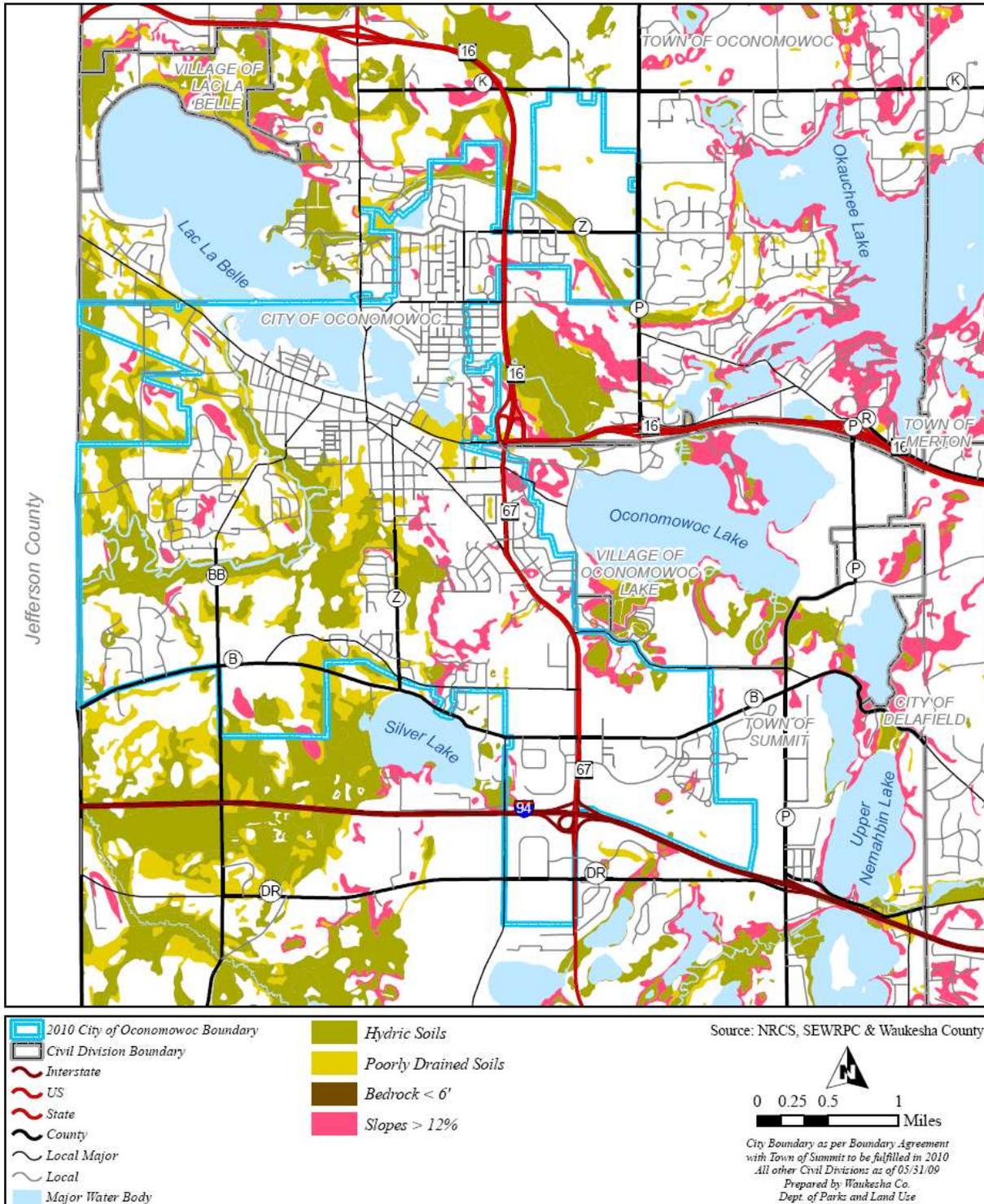
Percent of Income Spent on a \$200,000 Mortgage Payment with a 30-Year Loan at 6.9% Rate of Interest in Waukesha County by Select Occupation Types - 2006

Type of Employment	Median Wage Per Hour	Median Income Per Year	30% of Gross Median Income = Monthly Affordable Housing	Actual Affordable Mortgage at 30% of Gross Median Income	Actual Percent of Gross Income Spent on a \$200,000 Mortgage Payment
Civil Engineer	\$29.52	\$61,401	\$1,535.02	\$183,474	40 percent
Urban Planner	\$28.02	\$58,281	\$1,456.80	\$171,517	43 percent
Social Worker	\$26.14	\$54,371	\$1,359.27	\$156,788	45 percent
School Teacher (K-8)	\$24.50	\$50,960	\$1,274.00	\$143,840	49 percent
Manufacturing Worker	\$23.86	\$49,634	\$1,240.85	\$138,807	50 percent
Construction Worker	\$23.63	\$49,152	\$1,228.80	\$136,977	50 percent
Police Officer	\$20.50	\$42,025	\$1,050.62	\$109,924	55 percent
Legal Secretary	\$17.66	\$36,732	\$918.32	\$89,832	67 percent
Roofer	\$17.42	\$36,233	\$905.82	\$87,937	68 percent
Dental Assistant	\$13.32	\$27,705	\$692.64	\$55,566	90 percent
Travel Agent	\$11.88	\$24,710	\$617.76	\$44,197	100 percent
Floral Designer	\$10.82	\$22,505	\$562.62	\$35,827	110 percent
Bank Teller	\$10.44	\$21,715	\$542.88	\$32,828	114 percent
Child Care Worker	\$9.69	\$20,155	\$503.88	\$26,907	123 percent
Fast Food Cook	\$8.00	\$16,640	\$416.00	\$13,564	149 percent

Source: U.S. Department of Labor, Bureau of Labor Statistics

The table above presents data for select professionals, manufacturing, technical, and service occupations within Waukesha County. The data shows that the median income spent on housing mortgage payments including property insurance and property taxes for a \$200,000 mortgage is above the 30 percent of median income formula used by HUD to define affordable housing. This means that even for professional level employees to live affordably, a second worker within the household must secure employment to earn additional income. If a second worker is not available, people may be required to put more money down or wait on purchasing until interest rates become lower in order to purchase affordable housing. In general, the data indicates affordability of housing within the County is an issue for families living in the County with incomes below the median.

Soil Limitations on Development



The Soil Limitations on Development map provides a general overview of areas that have physical environment development constraints. These development limitations include wetter soils (hydric and poorly drained), bedrock and steep slopes. Development, including housing, within these areas may be difficult or impossible because of these physical environment conditions. Further discussion of specific development constraints is located within the Agricultural and Resources Chapter.

Past and Future Planning Efforts

The City of Oconomowoc has a long history of planning for growth. Past planning efforts relating to housing are provided within this document. However, this plan also recognizes future planning studies will be completed by the City relating to housing and recommendations provided within this plan may need to be completed based upon the outcomes of those studies.

River West Neighborhood Plan

Completed in 2009, the River West Neighborhood Plan provides housing recommendations for the western portion of the City. This plan envisions this neighborhood to have an attractive, vibrant, and walkable neighborhood with primarily a rural/suburban residential character. Most homes will be single-family, with limited duplex and multi-family housing mixed into the northwestern portion of the neighborhood, and limited duplex housing around the Silver Lake Intermediate School. All new homes, regardless of type, will be high quality and designed to fit into the single-family character of the neighborhood. Specific recommendations from this plan will be included on the City's Official Map and are incorporated into this Comprehensive Plan. Specific recommendations for the River West Neighborhood are located within the plan itself.



Southwest Summit Avenue Land Use and Development Plan

Adopted in 2007, the Southwest Summit Avenue Plan provides recommendations that relate to housing within the City. This plan envisions a variety of housing options to be located within this planned area. Ideas and recommendations of the Southwest Summit Plan have been included within this plan. Specific recommendations for this area of the City are provided within the Southwest Summit Avenue Plan.

Housing Issues/Future Policies

A number of housing issues were raised during the City's interaction with Waukesha County and from the public opinion survey. These issues that the City currently faces will help determine how Oconomowoc will develop within the coming years. The policies provided below address current issues of the City:

Affordability Policy:

The Department of Housing and Urban Development (HUD) defines housing affordability as households "paying no more than 30 percent of their income for

housing.” Households that pay more than 30 percent of their gross monthly income for housing are considered to have a high housing cost burden. It is impossible for the City to establish a fixed home value that will be deemed affordable as income levels and expenditures vary from person to person. However, the City of Oconomowoc is projected to need an additional 1,325 new households by 2030 (see Issues and Opportunities Chapter). These new units do not need to be single-family and could include duplexes and multi-family units. As new residential dwellings units are proposed, affordability of the units should be considered by the City.

Home Modifications Policy:

The results from the public opinion survey indicate residents support housing options that allow for modifications to existing dwellings to enable elderly or disabled residents to live with them. These alterations include changes to existing dwellings to convert living space into a suite with minor cooking facilities, or constructing a small secondary dwelling or “granny flat” in the rear of the property. These flats are usually one bedroom, one bath with a common area that includes the living room and small cooking area. In general, the homes are quite small.



Laneway House – Vancouver, BC

Source:

http://www.sebastianalbrecht.com/img/blog/laneway_house.jpg

One example of a community embracing secondary housing is Vancouver, British Columbia with their “Laneway Housing” program. With this program, garages are allowed to be converted into dwellings and small houses are permitted to be constructed in rear yards. This type of housing could be used to house seniors and disabled family members.

Currently, modifications to allow secondary dwelling units are not allowed within the City’s Zoning Ordinances and changes are required to allow these types of dwellings units. The City should consider supporting housing options that allow for this type of home modification.

Flexibility/Design Policy:

As identified in the public opinion survey, citizens support conservation subdivision design as a viable development option. However, current City ordinances make true conservation subdivisions difficult due to zoning and lot size requirements. The University of Wisconsin-Stevens Point



Conservation Subdivision

Source:

<http://www.dep.state.pa.us/earthdaycentral/00/images/development.jpg>

characterizes these developments by having common open space and clustered compact lots. Many communities use this design tool to protect farmland and natural resources while still allowing for the maximum number of residences as allowed under the zoning. Some communities offer higher densities for conservation subdivision design to encourage the protection of natural features. A review of the City's Zoning and Subdivision Ordinances should be completed to ensure the Codes are flexible to allow a variety of development designs.

Another type of development option is a traditional neighborhood development (TND). TND development is a considered compact, mixed use neighborhood where residential, commercial and civic buildings are within close proximity to each other. These types of developments increase walkable neighborhoods, reduce use of automobiles, and increase neighborhood vitality. An example of this type of development in the City would be the Merchant Plat area. The City encourages a variety of development styles and supports flexible designs.



Source: <http://www.rexburgfounderssquare.com/images/layout/features.jpg>

Green Building/Development

The City of Oconomowoc, along with other parts of the nation, has begun seeing an increased interest in sustainable or green development. This type of development is commonly characterized by being environmentally friendly. There are numerous ways to make projects greener. One example as previously discussed is conservation subdivisions. A second way of greener developments is to increase the projects density and mix use. By mixing uses, people are able to walk to commercial and institutional uses without having to drive. Higher densities are greener since higher density uses the land more efficiently than lower density uses. In addition, higher density requires less future land for development and preserves farmland and open space.



Low Impact Development –
Portland, OR

Source: City of Portland, OR

Another example of development that is considered green is “low impact development” (LID). Low impact development is a design approach to developments that emphasize conservation and the use of onsite natural features to protect water quality. This tool along with others can assist the City in providing green developments and buildings for residents. The City will encourage sustainable development.

Housing Mix Policy:

To ensure housing continues to contribute to the economic vitality of the City, this plan encourages the City to provide a housing mix of 60% single-family units and 40% multi-family. A diverse housing stock helps make certain all desires of housing styles are provided within in the City. This proposed ratio is the same housing ratio the City had in 2000. It is in the best interest of the City as a whole to have people who work in the City, also live in the City. To obtain the housing mix policy, the City will need to research the existing housing stock to determine how to direct future housing development. Once the study is completed, the City should implement the recommend housing mix. A housing mix will ensure the City is providing housing for all workers.

Housing Programs:

The following are housing related programs and agencies that can assist in the implementation of the City’s housing goals of this Chapter. The City will consider these programs when implementing this Chapter and encourage developers and homeowners to consider these programs.

Wisconsin Housing & Economic Development Authority (WHEDA)

WHEDA was created by the Wisconsin Legislature in 1972 as a nonprofit “public benefit corporation” to help meet the housing needs of lower-income households in the State. The purpose has expanded to include providing housing facilities to meet the needs of disabled and elderly households. WHEDA offers a variety of programs to assist homebuyers and developers. The best known program offered by WHEDA is their low-interest rate loans to first time homebuyers.



U.S. Department of Housing and Urban Development (HUD)

HUD provides funding for a number of housing programs, including the Section 8 Low-Income Rental Assistance Program and the Home Investment Partnership Act. In order for the City to apply for and receive HUD housing grants or public housing funds, the City must prepare a Comprehensive Housing Affordability Strategy and submit this strategy for HUD approval.



Community Development Block Grants (CDBG)

CDBG funds can be used to expand the development of decent, accessible, and affordable housing in communities. For housing, these funds can help with homeownership assistance, rehabilitation and reconstruction, conversion of existing structures for housing, housing counseling, fair housing activities, and new housing construction and related activities.

Energy Star Qualified Homes

Homes that earn the Energy Star must meet guidelines for energy efficiency set by the U.S. Environmental Protection Agency. Energy Star qualified homes are at least 15% more energy efficient than homes built to the 2004 International Residential Code, and include



energy-saving features that make them 20-30% more efficient than standard homes. Energy Star qualified homes can include a variety of energy-efficient features, such as effective insulation, high performance windows, efficient heating and cooling equipment, and Energy Star qualified lighting and appliances.

Energy Star Mortgages – Focus on Energy

Through the Focus on Energy program and participating lenders, Energy Star Mortgages are available to those who purchase a Wisconsin Energy Star home. Benefits include reduced closing costs and qualifying for a slightly higher mortgage due to increased energy savings.

Habitat ReStore

Habitat ReStores are retail outlets where quality, used and surplus building materials are sold at a fraction of the normal price. Proceeds from sales help in the construction of Habitat for Humanity houses. Materials sold by Habitat ReStores are usually donated from building supply stores, contractors, demolition crews or from individuals who wish to show their support for habitat. ReStores help the environment by rechanneling good, usable materials into use.



Green Built Home

Green Built Home is a green building initiative that reviews and certifies new homes and remodeling projects that meet sustainable building and energy standards. Green Built Home provides neutral third party certification of green building practices that meet meaningful environmental, health, and energy standards. The State of Wisconsin administers the program throughout the State.

LEED Program

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED provides building owners and operators with the tools they need to have an immediate and measurable impact on the buildings' performance.

