

1 **A. ISSUES AND OPPORTUNITIES**

2 **Community Profile-** (Data for the figures in this section are found in appendix. PDF
3 files are sited for quick reference to the original data. (A1, A1.1, A2, A3....).
4

5 The purpose of this section
6 is to present the existing
7 population, housing,
8 agricultural, and economic
9 conditions that help define
10 the Town of Menomonie.
11 In addition, projections of
12 future population and
13 housing demands have
14 been created. General
15 trends in the agricultural
16 community are also
17 discussed. Understanding
18 these factors is the first
19 step in developing the
20 land use plan for the
21 Town of Menomonie.
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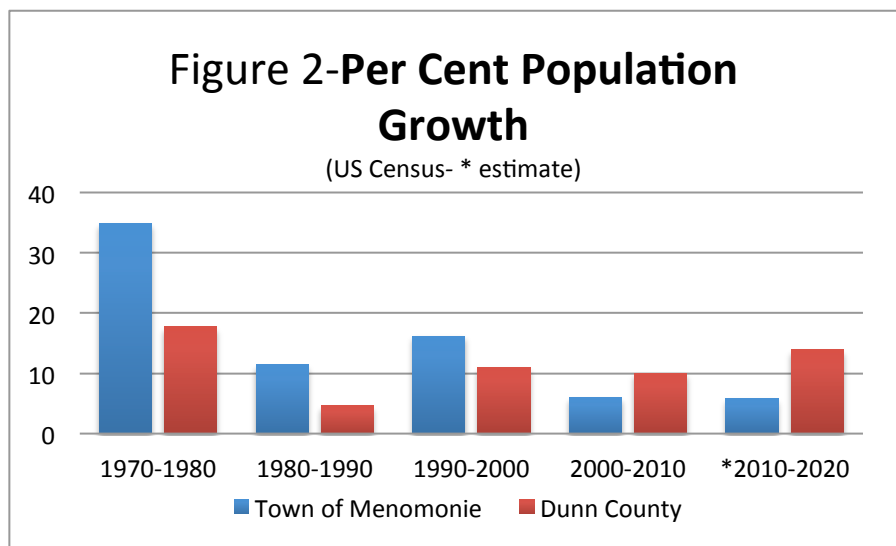
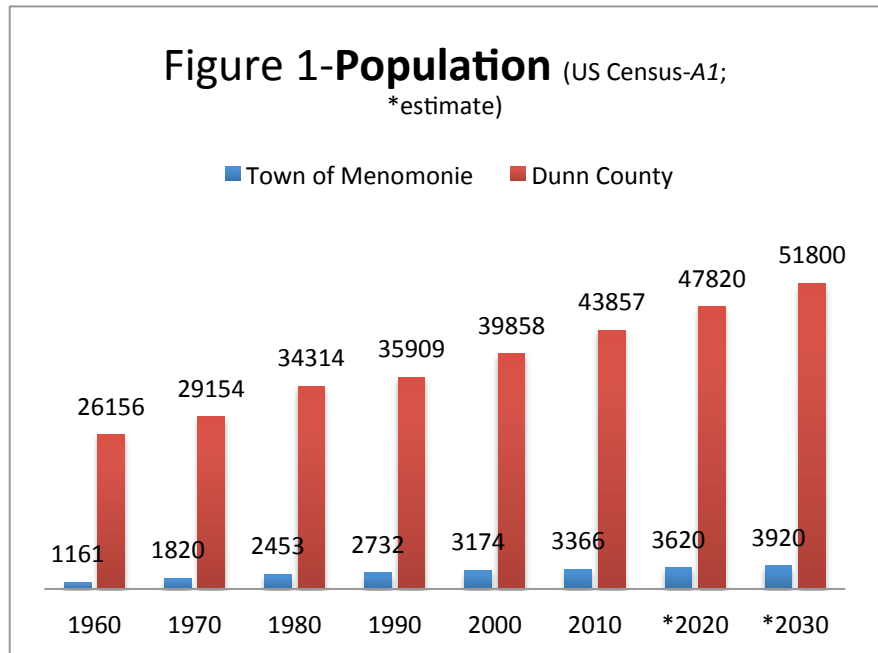
23 **POPULATION**
24 **CHARACTERISTICS**

25
26 Population change is the primary component in tracking a community's growth and in
27 predicting future trends and needs. Change in population affects all aspects of a
28 community: recreation, transportation, agriculture, housing needs, and all community
29 services.
30

31 This section identifies population trends and projections for the Town of Menomonie.
32 Population by the decade for the Town of Menomonie and Dunn County are shown in
33 Figure 1.
34

35 **Trends**

36
37 The Town of Menomonie
38 is the second most
39 populous political entity
40 in Dunn County. The first
41 is the City of Menomonie.
42 Percent population
43 growth by the decade is
44 given in Figure 2.
45 According to the 2010
46 Census there were 3,366
47 people living in the Town
48 of Menomonie. The



49 Town's 6% population growth was smaller than Dunn County, which had 10% growth.
 50 This is in contrast to the previous periods where the Town outpaced the County.
 51 However, the recent slowing of growth is linked closely with the recession that started
 52 in 2008. It is likely that the Town's population will increase at a moderate pace over the
 53 next 10 years. According to Figure 1, the 2020 and 2030 populations should increase to
 54 about 3620 and 3920, respectively. Not surprisingly, the Town of Menomonie still has
 55 the highest population density of any town in the county with 80 people per square
 56 mile. (See appendix A) (US Census)

57

58 **Marital Trends**

59

60 In 2011 (A7) it is estimated that the Town had 649 never married, 1706 married, 232
 61 divorced, and 111 widowed people in the Town. In 2000, 536 people were never
 62 married, 1604 (A6) were married, 116 divorced and 74 widowed. In 1990 the Town of
 63 Menomonie had 428 single, 1413 married, 126 divorced, and 59 widowed people. For
 64 the entire period between 1990 and 2011 married people increased by about 20% while
 65 widowed and divorced increased by about 85%.(US Census: American Community
 66 Survey for 2011 data)

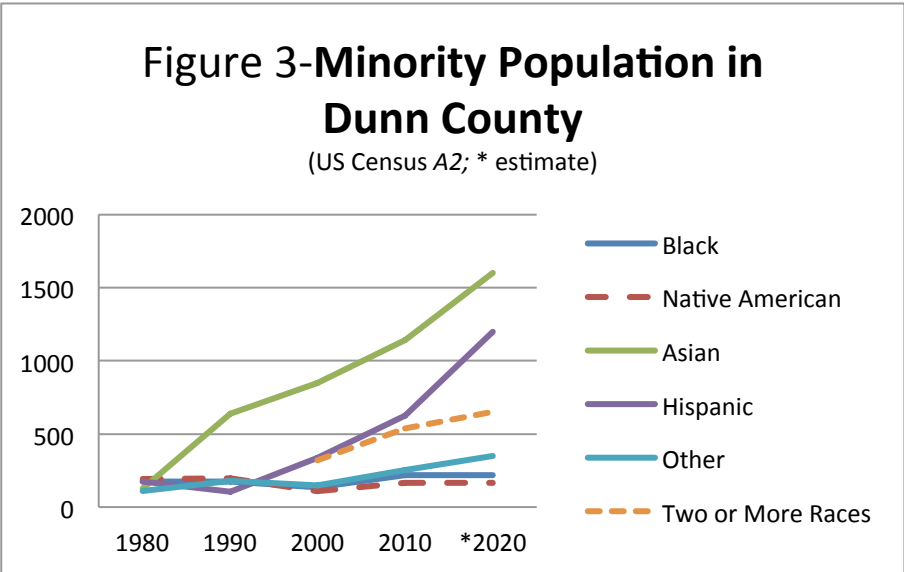
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68 **Minorities** - Trends in Dunn County minority population are shown in Figure 3.

69

70 For 2010 the minority share of the population in Dunn County increased to 5.3% (A1.1).
 71 The State (A1.2) has a minority population of 13.8% and the nation has a minority
 72 population of 27.6%.

73 The largest segment of
 74 the Dunn County
 75 minority population is
 76 the Asian community.
 77 The Asian community
 78 increased from 849 in
 79 2000 to 1143 in 2010.
 80 The Hispanic growth
 81 rate was the greatest
 82 of any group. The
 83 Dunn County
 84 population change
 85 from 300 in 2000 to 600
 86 in 2010 corresponds to
 87 a near doubling of the
 88 Hispanic population.



89 In 2010 the minority
 90 population and minority percentage increased in the county at a slower rate than the
 91 national increase. It should be noted that a new race category, "Two or More Races,"
 92 was added to the 2000 Census. Consequently, some people may have decided to
 93 identify themselves by the new category.

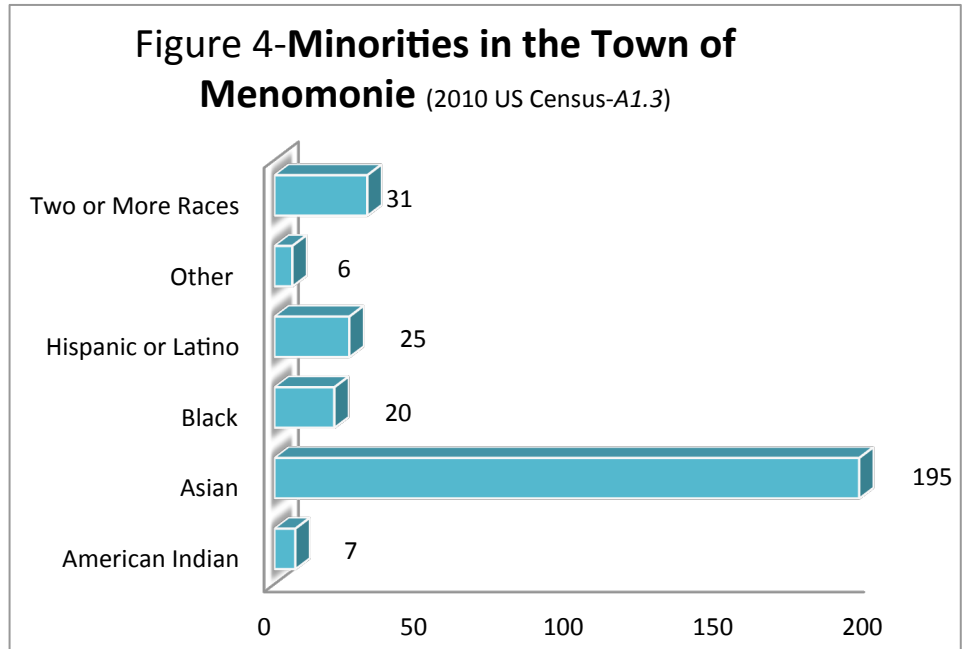
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97 **Minority Population -**
 98 Figure 4 is a graph of
 99 the minority group
 100 population in the Town
 101 of Menomonie

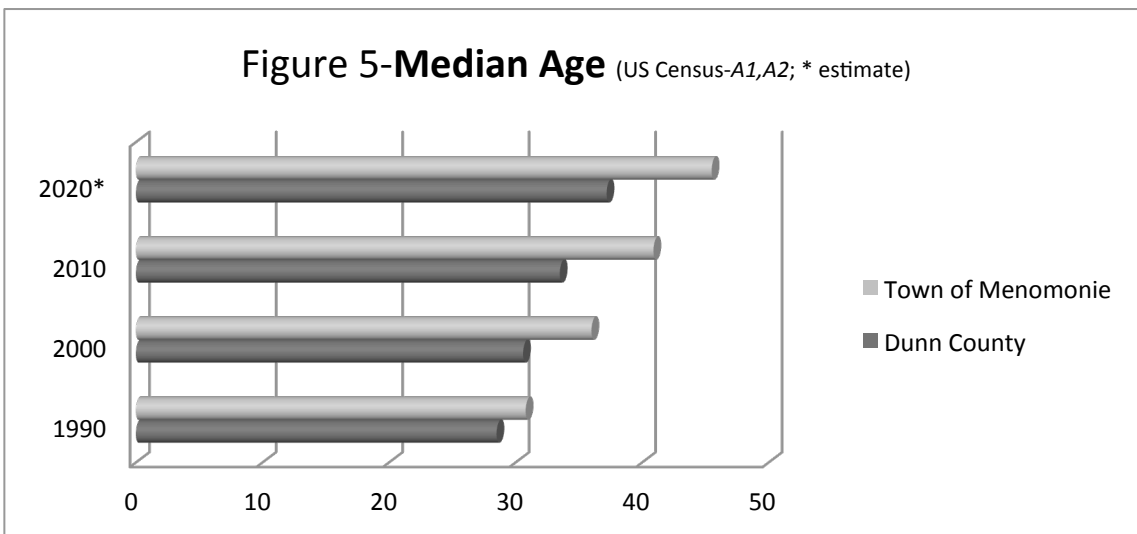
103 In 2010 the Town of
 104 Menomonie had a 7.7%
 105 minority population.
 106 Figure 4 clearly shows
 107 that the Town's major
 108 minority group is
 109 people of Asian
 110 heritage. (US Census)



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120 **Age** – Figure 5 shows a comparison of the median age in the county to that of the Town.

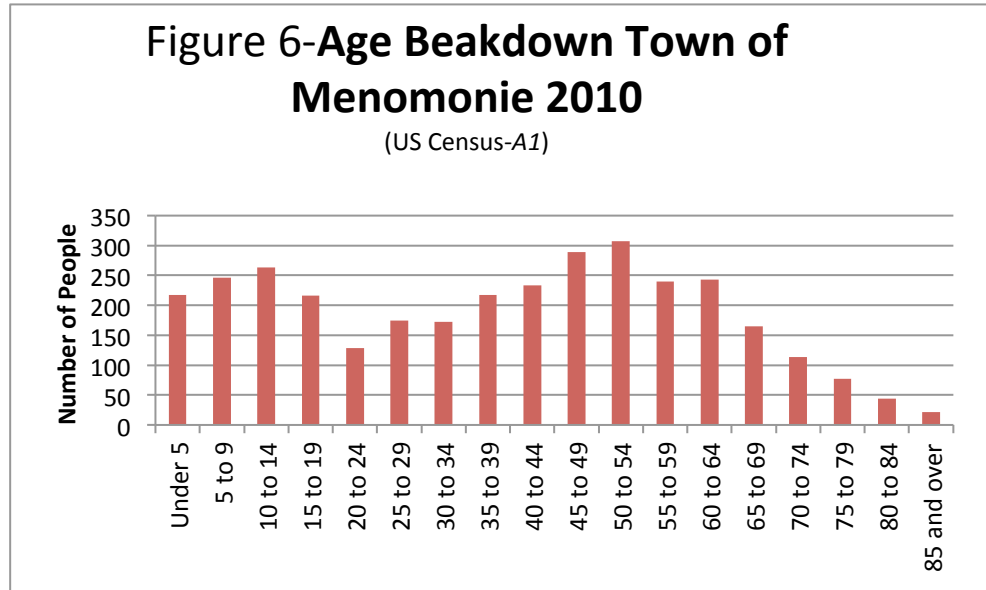
121
 122 From 2000 to 2010 the median age in the Town of Menomonie increased from 36 to 40.9
 123 (A1) years. This is higher than Dunn County and the national average. Dunn County's
 124 median age increase of 9.5% is less than the Town's median age increase of 13.6 %.
 125 Moreover, the median age is expected to increase over the next ten years. Figure 6
 126 illustrates the age distribution within the Town of Menomonie. In 2010, 904 people in
 127 the Town were over 55. The over 55 age group made up 26.9% (A1.3) of the population.
 128 The ages of the population have an impact on the services provided by the Town.



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130

131 **Summary**

132
133 The data indicate
134 that growth in
135 the Town of
136 Menomonie may
137 be slower than
138 that of the county
139 as a whole.
140 However caution
141 should be
142 observed in this
143 prediction due to
144 the unusual
145 economic
146 conditions of the
147 past five years.



148 The average age of the population is increasing. People 55 or older now make up 26.9%
149 of the populace versus only 18.6% ten years earlier. There has been notable growth in
150 the minority population, especially people of Asian origin. This is expected to continue.
151 There is an increasing percentage of households headed by single/widowed/divorced
152 people. The percentage of married people is decreasing. Each of these facts will have an
153 impact on how the land is used in the Town of Menomonie, especially for the
154 development of housing and the sale of farmland.

155
156 Accurately predicting population change is difficult because there are many
157 unpredictable variables. Therefore, this information should be continually updated to
158 reflect the direction in which the Town is actually moving.

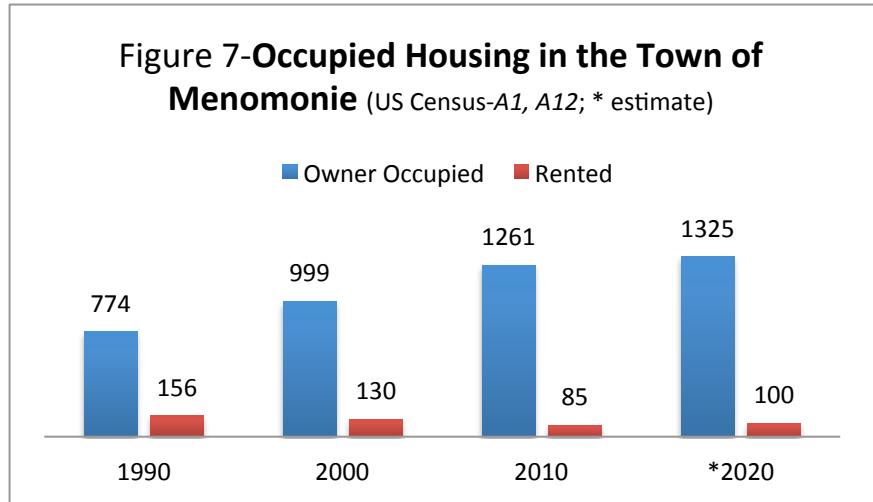
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160 **HOUSING CHARACTERISTICS**

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162 The housing characteristics of the Town of Menomonie are important elements of the
163 land use plan. The location of housing determines the cost of many public services and
164 facilities. In addition, housing characteristics are related to the social and economic
165 conditions of the community's residents. The need for housing also exerts pressure to
166 convert agricultural land to other uses.

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180 **Trends**-Figure 7 shows trends in owner-occupied and rental housing in Dunn County.

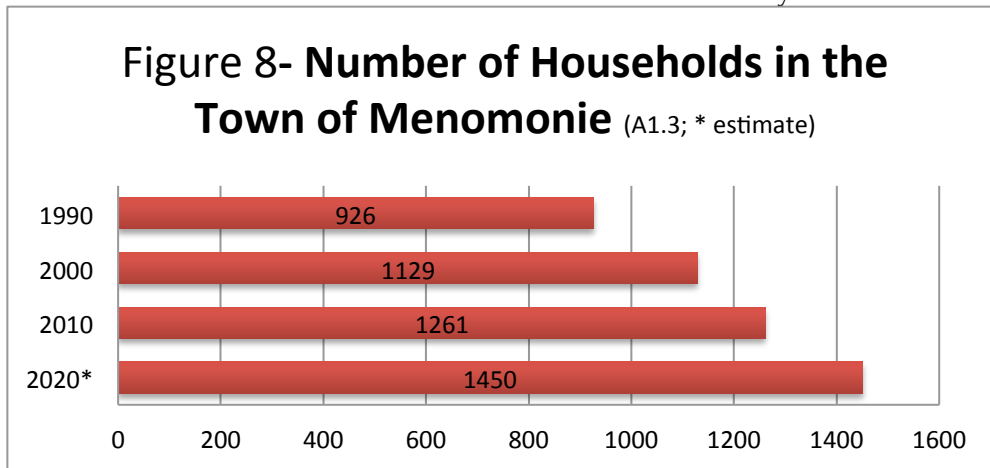
181
182 The Town of Menomonie's
183 housing stock has been
184 increasing at a rate greater
185 than that of Dunn County
186 and most of the
187 surrounding towns (A13).
188 Housing in the Town of
189 Menomonie consists
190 mostly of single family
191 dwellings. In 2010 there
192 were 1346 (A1.3) housing
193 units. Of these homes,
194 1,261 were owner
195 occupied, and 85 were
196 rented. The estimated



197 median value for a home in the Town was \$184,200 (A5) with a County median value of
198 \$152,700 (A5). In 2000 there were 1166 housing units in the Town; 37 of these were
199 vacant. Of the 1129 occupied units 999 were owner occupied and the remaining 130
200 were rented. In 2000 the median value of a house in the Town of Menomonie was
201 \$108,500 and in Dunn County \$91,900.
202 (US Census-2000, 2010) See appendix A.

203
204 **Households**

205
206 A figure closely tied to housing units is the number of households in the Town. See
207 Figure 8. There were 1261 (A1) households in the Town of Menomonie in 2010, which
208 was an 11.7% increase from 2000. The increase from 1990 to 2000 was 21.9%. If the
209 number of households continues to increase similarly to the time from 1990 to 2010,



210
211
212 there will be over 1450 households by the year 2020. It should be noted however that
213 housing slowed greatly in the Town since 2008. During the same time the average size
214 of a household decreased from 2.95 in 1990 to 2.81 in 2000 to 2.67 (A1) in 2010, following
215 the national trend of smaller families. Smaller households mean that more housing will

216 be needed even if the population remains the same. These changes are a result of a
217 combination of factors such as; people getting married at an older age, more divorces
218 occurring, more single parent households, and more elderly people living alone. (US
219 Census, 2011 Dunn County Zoning Annual Report)
220 See appendix A.

221
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225 **Head of Household And Poverty Levels**

226
227 In 1990, there were 52 households headed by females, of which 8 (15.4%) were living
228 below the poverty level. In Dunn County there were 794 female headed households,
229 231 (29.1%) of which were below the poverty level. In 2010 the Town had 73 (A1)
230 female heads of households. Overall about 6.3% (A8.1) of the people in the Town were
231 below the poverty level. 6.5 % of females were below the poverty level.

232

233 **Affordable Housing**

234
235 Affordable housing, as defined by HUD, is housing in which essential housing costs do
236 not exceed 30% of the household income. The costs for owner occupied housing include
237 principal, interest, taxes, and insurance. In the Town of Menomonie in 2011, 20% of
238 owner-occupied, and 10% of renter-occupied housing cost the residents 30% or more of
239 their household income. (A3.2) In Dunn County the comparable figures were 28% and
240 54% respectively. (A3.1).

241

242 **Housing Units**

243
244 The age of a dwelling is another indicator of its physical condition. During the 1940s,
245 only 4% of the county's houses were in the Town of Menomonie. By 1990 the Town's
246 share of the County's houses had increased to 7.3% due to the building boom in the 60s
247 through the 80s. This trend has continued (A13.1). In 2011 over 40% of the housing was
248 less than 30 years old and about two thirds of the housing was less than 40 years old.
249 This indicates that the housing infrastructure is in good condition. (A13.2)

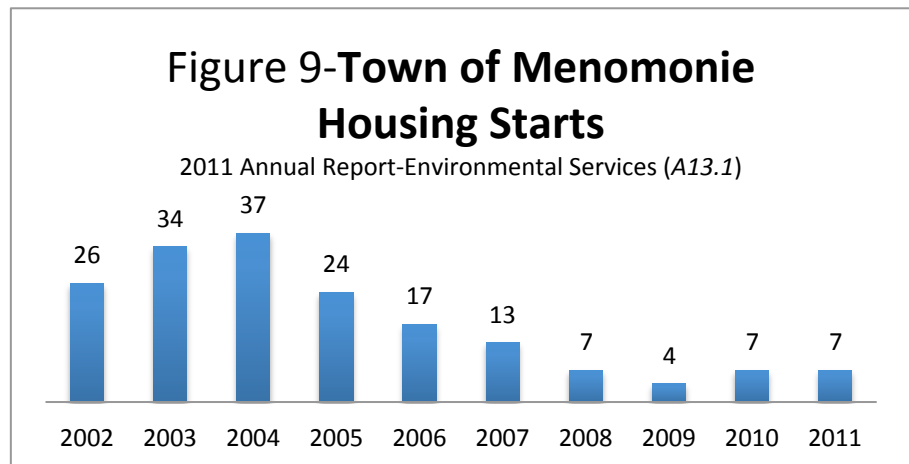
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252 **Summary-**Housing starts for 2002 through 2011 are graphed in Figure 9.

253

254 Over the past several
255 years the Town of
256 Menomonie's housing
257 starts have slowed
258 substantially. Annual
259 housing starts decreased
260 dramatically from 2004
261 to 2009, but nearly
262 doubled in 2010 and
263 2011 compared to the
264 2009 low. The economic



collapse starting in 2008 likely played a role in this stagnation of new housing. It is likely that housing starts will rebound as the economy improves. In 2010 the median home price was \$31,500 more than the county average, so it appears that the Town has adequate housing on the upper and lower ends of the spectrum of housing costs. However, there may be a shortage of mid-price and multiple family housing. Smaller household size is a contributing factor in the demand for housing. The smaller household size may also reflect more single parent families and a greater need for low to middle income housing. Indeed, the Town may need more low cost housing, and the plan must consider the need for all types of housing. The plan also needs to address the continued expansion of housing and subsequent loss of “undeveloped” land.

ECONOMIC CHARACTERISTICS

The planning process must identify the Town of Menomonie’s economic characteristics: the labor force, employment, educational levels, income, unemployment rates, and commuting patterns.

Trends

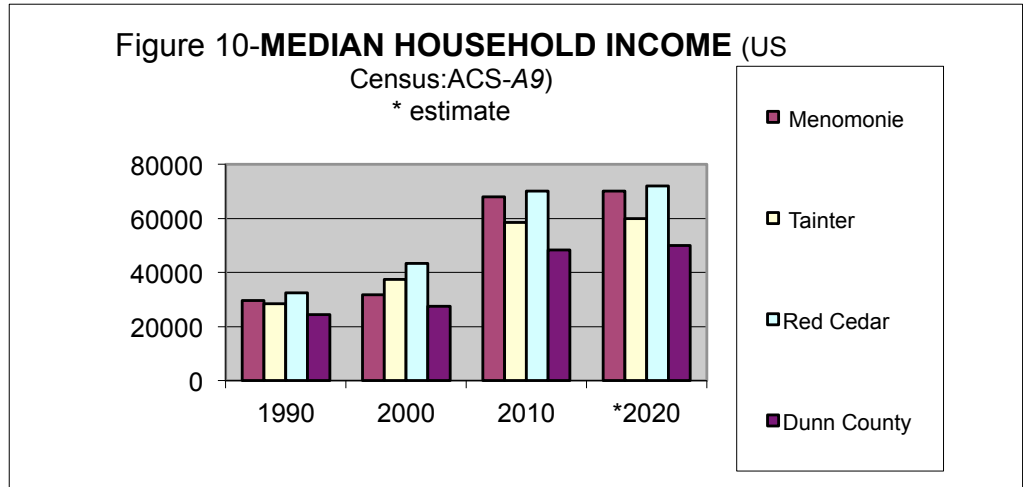
While there are some differences, in general the Town of Menomonie reflects the employment picture for the entire county. The Town continues to lose agricultural jobs. While agricultural employment has decreased, it remains a strong economic sector in Dunn County. The *Government Employment* category, primarily because of the University of Wisconsin-Stout, continues to be strong. Employment tables are given in appendix A.

According to the US Census Bureau American Community Survey 5 year estimates, there were approximately 1811 (A8.3) civilian employed persons over 16 in the Town in 2011. Table 1 lists categories of employment and the estimated number of jobs in each category. It should be noted that the data in this table may have significant margins of error. See also Appendix A.

Table 1-Selected Employment Statistics-Town of Menomonie	
<i>(US Census: 2011 ACS Survey-A8.3)</i>	
Educational services, health care, and social assistance	439
Retail Trade	336
Manufacturing	290
Arts, entertainment, recreation, accommodation, and food services	194
Construction	133
Finance, insurance, real estate, rental, and leasing	92
Professional, scientific, management, administrative, and waste management services	65
Transportation, warehousing, and utilities	57
Agriculture, forestry, fishing, hunting, and mining	47

300 **Income**-Figure 10 shows a comparison of the median income in Dunn County to the
 301 Towns of Tainter, Menomonie, and Red Cedar.

302
 303 There are some
 304 distinct contrasts
 305 within the county.
 306 The median
 307 household income
 308 for the Town of
 309 Menomonie is
 310 nearly \$20,000
 311 more than the
 312 county average.
 313 On the other
 314 hand, 20% of the
 315 owner occupied
 316 housing in the
 317 Town of Menomonie is considered unaffordable, compared to the County's 28%. (US
 318 Census)
 319 See appendix A.

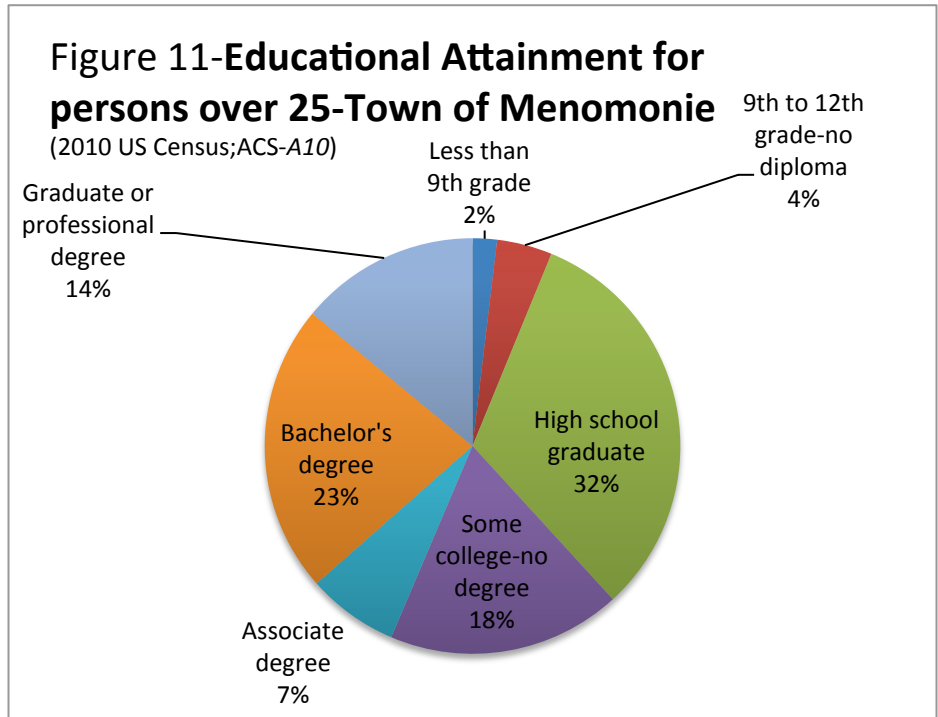


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 321 **Low and Moderate income Households**

322
 323 The number of low and moderate-income households is another measure of the relative
 324 economic status of a community. By definition this number includes all households
 325 earning an amount equal to or less than 80% of the county median income (80% of the
 326 median of \$48,376 is \$38,701). About 39% of Dunn county households and about 25.2%
 327 of Town of Menomonie households fall in this category. (A1.4, A1.5)

331
 332 **Education**

333 Figure 11 shows that 94%
 334 of the people in the
 335 Town of Menomonie
 336 above the age of 25 have
 337 graduated from high
 338 school. Over one third of
 339 our residents over the
 340 age of 25 have a
 341 bachelor's or higher
 342 degree. (US Census)
 343 See appendix A.



349 **Summary**

350 Most Town of Menomonie residents work outside the Town. Commutes averaged 14
351 minutes in 2000 and 22.5 minutes in 2011 (A8.3). The median income for Town of
352 Menomonie residents is about 40% higher than Dunn County's. A higher median age
353 may partially account for the higher average income. About one fifth of the owner
354 occupied housing in the Town of Menomonie is considered unaffordable. This is a
355 reflection of the fact that the average price of a home in the Town (\$184,200) is
356 approximately 20% higher than the county average, (\$152,700-A5). The Town's
357 proximity to the city of Menomonie is a major factor in the economic status of the Town
358 of Menomonie.

359

360 **AGRICULTURAL CHARACTERISTICS**

361

362 Agricultural activity is an important part of the Town of Menomonie's economy. It also
363 plays an important role, directly and indirectly, in the lifestyles of the residents. The
364 changing status of agricultural land will have a huge impact on the nature of the Town
365 of Menomonie over the next twenty years and beyond.

366

367 **Trends**

368

369 The amount of farmland in Wisconsin has been decreasing for some time. The number
370 of farms, dairy farms in particular, has been steadily decreasing. Dunn County and the
371 Town of Menomonie have followed this trend. The Town of Menomonie's increasing
372 population has contributed to the loss of farmland. There was a 14.6% increase in
373 households for the Town of Menomonie from 1980 to 1990. That trend continued with
374 an 11.7% increase from 2000 to 2010 (A1). This emphasizes the connection between loss
375 of farmland and the increased demand for housing in the Town.

376

377 **Land Use (Town Land Use Data Book for 1990 to 1998 data)**

378

379 Over the years from 1990 to 1998, the amount of land used for farming in Dunn County
380 decreased by 4.4% (15,100 acres). From 2001 through 2011 over 6300 acres were
381 converted to non-farm use. (NASS-A14) Over the same period the farm acreage in the
382 Town of Menomonie has dropped from almost 20,000 acres to about 19,000 acres (5.2%.)

383

384 **Farm Numbers**

385

386 From 1990 to 2000 the number of housing units in the Town of Menomonie increased by
387 20% and from 2000 to 2010 (A1) the number increased by an additional 15%. From 1990
388 to 2000 sixty-six parcels of agricultural land totaling 3806 acres were sold. One thousand
389 forty-three acres of that total, about 27% of the farmland sold, were converted to non-
390 agricultural use. Twenty farms in the Town of Menomonie were lost. From 2000 to 2010
391 the number of farms decreased from 104 to 84, while the number of dairy farms
392 declined from 49 to 39. Just four years later, in 2014, there were only 11 dairy farms in
393 the Town of Menomonie. (source-farmer survey) In 2007 Dunn County had 1690 (A11)
394 farms, an increase of 7 farms since 2002. The average acreage per farm decreased in that
395 same period from 237 to 226. This means that approximately four thousand acres are
396 no longer farmland. See appendix A. (US Census; US Agricultural Census)(USDA Ag.
397 Statistical Service)

398 **Age Factor**

399
400 It is important to consider the ages of the people farming. As farmers reach retirement
401 age it is more likely that their land will be sold. In Dunn County, in 1997, more than
402 40% of the people farming were over 55 years of age. Only 0.9% were under the age of
403 twenty-five. This aging trend has continued. As noted earlier, over the last ten years the
404 percentage of people over 55 in the Town has gone up 8.3% and the median age has
405 gone from 36 to almost 41. Because the current economic conditions and costs make it
406 very difficult to enter farming, fewer young people are able to farm. Thus, there is a
407 strong possibility that more land will be taken out of farming.

408
409
410 **Summary**

411
412 Agricultural land was being converted to non-agricultural use at the rate of two per
413 cent per year from 1990 to 2000. The number of farms, dairy farms in particular, has
414 continued to decrease steadily. The increase in population, and the resulting demand
415 for housing, has been one of the main causes for this change. The large number of
416 farmers at or near retirement age increases the probability that the loss of farmland may
417 accelerate in the near future. If this trend were to continue the Town of Menomonie will
418 lose most of its farms over the next twenty years. However, due in part to the high
419 produce prices, there has also been a trend to consolidate smaller farms into much
420 larger ones. In addition there has been an increase in land rental prices, thereby
421 encouraging retired age farmers to keep the land in production. The Town of
422 Menomonie opinion poll reveals that the large majority wants to preserve the rural
423 atmosphere of our Town.

424
425
426 **OVERALL GOALS AND OBJECTIVES**

427
428 The goal of the plan is to preserve the rural nature/character of the Town while
429 allowing for appropriate growth. To do this we must preserve quality farmland while
430 allowing for moderate expansion of housing. Farming needs to be profitable and
431 sustainable in order to survive for the long haul. The Town should support efforts in
432 this direction. Organic farming seems to be a growing trend that merits support. Three
433 very important tools that are essential in this effort are the Town's current subdivision
434 ordinance, its groundwater ordinance, and the county zoning ordinance. It is important
435 that these three documents are applied carefully, updated regularly, and coordinated
436 with this comprehensive plan.

437
438 **Goals**

- 439
440 1. Preserve the rural nature/character of the Town.
441 2. Help maintain a high quality of life for the citizens of the Town.
442 3. Promote a visual environment that makes the Town a desirable place to live,
443 work, and visit.
444 4. Preserve and maintain farmlands.
445 5. Support farm operations that are appropriate for the Town of Menomonie.

- 446 6. Encourage development that does not put undue strain on the environment and
447 Town resources.
448 7. Encourage conservation design/ cluster housing using zoning and appropriate
449 ordinances.
450 8. Encourage the proper termination/ disconnection of electricity, septic, wells, etc.
451 in abandoned properties.
452 9. Help the citizens of the Town with the tools necessary to maintain a high quality
453 of life.
454 10. Encourage tourism.
455 11. Protect wildlife habitat.
456 12. Preserve natural resources.
457 13. Protect environmentally sensitive areas.
458 14. Strive to consistently apply all ordinances and plans.
459 15. Support “use value assessment” of farmland.
460

461 Objectives

- 462
463 1. Create appropriate ordinances and enforcement codes.
464 2. Continue to update and maintain a comprehensive land use plan for the Town of
465 Menomonie for the next twenty years.
466 3. Update and apply the subdivision ordinance to provide the opportunity for the
467 development of all levels of housing, including affordable housing.
468 4. Designate suitable locations for future housing.
469 5. Provide recreation opportunities for the citizens.
470 6. Maintain adequate transportation systems.
471 7. Continue to participate in the joint Town-City planning group.
472 8. Explore joint planning with state and federal government units in areas of
473 mutual concern.
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479 Sources

492
493
494 **Unless otherwise noted all information in this document was located through the US**
495 **Census Bureau. A distinction was made when the data was an estimate (American**
496 **Community Survey) rather than 100% raw data. To find this data go to the bottom of the**
497 **page and under the find data column; click the link entitled American Fact Finder**
498 **(<http://factfinder2.census.gov/>). From here go click in the geographies box and under the**
499 **list tab choose the geographic region (county, county subdivision etc). After all of the**
500 **above is chosen you are able to search through the census data. Take note that unless**
501 **deleted your previous selections will filter all searches done after them.**
502

503 **For more information on the American Community Survey follow this [link](#)**
504

505 **PDF files are sited for quick reference to the original data.** (A1, A1.1, A2, A3....). These files
506 should be digitally available on the Town website and should be part of the complete digital
507 comprehensive plan.

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BIBLIOGRAPHY

512 **Population, Minority, Marriage, and Household Information:**

513 DP-1: Profile of General Population and Housing Characteristics: 2010

514 QT-P18 Marital Status by Sex, Unmarried-Partner Households, and Grandparents as Caregivers:
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516 S1201 MARITAL STATUS: 2006-2010 American Community Survey 5-Year Estimates

517 **Housing:**

518 H085: MEDIAN VALUE (DOLLARS) FOR ALL OWNER-OCCUPIED HOUSING UNITS

519 QT-H1 General Housing Characteristics: 2000

520 QT-H2 Tenure, Household Size, and Age of Householder: 2010

521 B25077 MEDIAN VALUE (DOLLARS) Universe: Owner-occupied housing units

522 2006-2010 American Community Survey 5-Year Estimates

523 2011 Zoning and Sanitation Report

524 **Education:**

525 S1501 EDUCATIONAL ATTAINMENT

526 2006-2010 American Community Survey 5-Year Estimates

527 **Economic:**

528 S2405 INDUSTRY BY OCCUPATION FOR THE CIVILIAN EMPLOYED POPULATION 16
529 YEARS AND OVER: 2007-2011 American Community Survey 5-Year Estimates

530

531 QT-H11 Vehicles Available and Household Income in 1999: 2000

532

533 S1901: INCOME IN THE PAST 12 MONTHS (IN 2010 INFLATION-ADJUSTED DOLLARS) 

534 2006-2010 American Community Survey 5-Year Estimates

535

536 **Agriculture:**

537 Dunn County Farm Service Agency Records

538 Ag Census: Farms, Land in Farms, Value of Land and Buildings, and Land Use: 2007 and 2002

539

540

541 **Table 1**-Population; US Census; A1

542 **Table 2**-Percent population Growth; US Census; A1

543 **Table 3**-Population density; US Census; A1

544 **Table 4**-Minority population; US Census; A2

545 **Table 5**-Age group break down; US Census; A1

546 **Table 6**-Median age; US Census; A1, A2

547 **Table 7**-Households; A1

548 **Table 8**-Housing units built; 2011 Annual Report-Environmental Services; A13

549 **Table 9**-Employment; Old plan information, US Census

550 **Table 10a**-Occupations 1990

551 **Table 10b**-Occupations 2010; A8

552 **Table 11**-Median income; A9

553 **Table 12**-Education; US Census, ACS; A10

554

555 **Further references from US Census Fact Finder**

556 **Tables 1-5:**

557 DP-1: Profile of General Population and Housing Characteristics: 2010

558	Table 6:
559	Zoning and Sanitation Report 2011
560	Table 9:
561	QT-H11 : Census 2000 Summary File 3 (SF 3) - Sample Data
562	B19013 : 2006-2010 American Community Survey 5-Year Estimates
563	Table 10:
564	S1501 EDUCATIONAL ATTAINMENT
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