City of Omro

Comprehensive Plan Update 2019-2039

Adopted Plan April 19, 2005

Amended Plan
September 17, 2019

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City of Omro Comprehensive Plan 2019-2039

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2019 - 2039
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Purpose of the Comprehensive Plan

Why Plan?

Planning is being prepared for what will likely happen "tomorrow," and being ready with an alternate strategy if something else happens instead. Planning is laying out shorts and a T-shirt to wear tomorrow, but having a sweater and raincoat handy in case the weather guy lied.

Planning is knowing what you have today before deciding on what to do tomorrow. Planning is knowing you make minimum wage and need to replace the '76 rust bucket before booking the cruise through the Greek Isles.

Planning is knowing the big picture for your future, so you don't make rash decisions when a new idea comes along. Planning is already knowing you want to be a spouse and a parent when your friend says, "Let's start an African safari business."

We all do a little planning each day, each month, each year. If we didn't, our lives would likely be chaos. We plan in groups, too – at home, at work, at church, at City Hall.

When we plan at City Hall we're deciding how we want our community to look, function, and feel. We create a "Comprehensive Plan," but this is not just the title of a document, it's the description of a process, too. This Plan is really little more than the documentation of the **planning process**. During that process, City of Omro officials, with aid from the consultant and input from residents, took a **comprehensive look** at the city in order to create a vision and work plan for the future.

"Comprehensive" means complete, wide-ranging, and thorough. A community has many aspects that contribute to its success as a place to live and play and work and run a business. Individual persons or groups will be aware of, or consider important, some aspects more than others. The role of the planning process is to consider all the various aspects and issues of the community, facilitate agreement on common goals, and lay out a path to achieve them.

So, the "**Comprehensive Plan**" records facts, documents a vision for the future, and aids in the allocation of financial and human resources; but "**comprehensive planning**" brings people together to talk about what responsible growth looks and feels like. It encourages discussion among citizens, agencies, and governments. It is an opportunity to discuss options and develop common goals. It provides a focus for finding and discussing innovative ways to meet diverse community needs.

This plan is not the end of a process but the beginning of a new one. It is the starting point for implementation, a guide for change. It cannot be viewed strictly as "law," but, rather, as a reference for decision-making. The plan is a tool, not just a product.

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Comprehensive Planning Legislation

The planning legislation found in State Statute 66.1001 provides local governmental units with the framework to develop comprehensive plans and assists the community in making informed land use decisions. The framework includes nine specific elements:

Issues and Opportunities

Housing

Transportation

Utilities and Community Facilities

Agricultural, Natural, and Cultural Resources

Economic Development

Intergovernmental Cooperation

Land Use

Implementation

By January 1, 2010, all communities in Wisconsin that make land use decisions will need to base those decisions on an adopted comprehensive plan based on the legislation. For example, if a rezone is not supported by the comprehensive plan, the rezone should not be granted. For the rezone to occur, the comprehensive plan would require an amendment prior to the rezone.

Planning in the City of Omro

Omro is an incorporated community of approximately 3500 residents that is located in the west central portion of Winnebago County (3559 was the 2018 WDOA Estimate). The community is situated geographically along the upper Fox River and is linked to the surrounding area by State Highways 21 and 116. STH 21 connects Omro with the City of Oshkosh, which is located about nine miles to the east. To the west of Omro along STH 21 are the communities of Redgranite and Wautoma. STH 116 connects Omro with the Village of Winneconne to the north and with the City of Berlin to the southwest.

An important factor for the City of Omro is its proximity to Oshkosh, which has a population of about 66,000 and to the Fox Cities, whose largest city is Appleton, and has over 227,000 residents. These two large urban areas provide the residents of the City of Omro with employment and shopping opportunities typically not available in a community of Omro's size.

While often referred to as a "bedroom community" to Oshkosh and the Fox Cities, the City of Omro has worked hard at encouraging commercial and industrial growth in addition to residential growth.

The City of Omro has a history of planning for its future. A Comprehensive Land Use Plan was prepared for the City of Omro in 1991 and updated in 1996 in response to the rapid growth the

community was experiencing. A Strategic Economic Development Plan was first completed in 1988 and updated in 2000.

In 1999, the State of Wisconsin Legislature enacted the State's first comprehensive planning legislation. This legislation required all communities that wish to control land use in any way to have a Comprehensive Plan that complies with the legislation before 2010. Martenson & Eisele, who had worked with the community on its past comprehensive land use plans and the 2000 Strategic Economic Development Plan, was once again retained to work with the City of Omro Planning Commission, the City Council, City staff, and the residents of the community in preparing a Comprehensive Plan to meet the requirements of the new legislation. The plan was adopted April 19, 2005. "In Winnebago County, there has been an effort to incorporate a "health lens" into planning processes since 2012 because of the mounting evidence showing that health outcomes are directly impacted by where a person lives. This effort has been led by staff at the Winnebago County Health Department, East Central Wisconsin Regional Planning Commission and University of Wisconsin Collaborative Extension. A "Health in Planning" approach offers strategies that recognize the relationship of the built environment to obesity, chronic disease and the health of the public and the whole community. Because of this, the City collaborated with Winnebago County Health Department to use the Healthy Rural Community Design: A Scorecard for Comprehensive Plans to review this update of the Comprehensive Plan and ensure health outcomes of Omro residents were considered. This interagency coordination during this Comprehensive Plan update process builds upon Omro's engagement in Safe Routes to School, bicycle and pedestrian, transportation access and community and economic development planning."

In 2017, the City again contracted with the firm of Martenson & Eisele to update the Comprehensive Plan. A Public Participation Plan was developed which included an on-line public survey. The consultant worked directly with the City Plan Commission and City Administrator to develop a "Recommended Plan" which was forwarded to the City Council for adoption by ordinance. Major considerations during this planning update included revisiting the need to reserve the STH 21 Planning Corridor around the north side of the City, further expansion of commercial-industrial areas, the need to better align existing zoning districts with the Future Land Use Map and identify cooperation opportunities with the Town of Omro. In addition, since the last plan date, the City had to look for opportunities to reenergize growth due to the impacts of the 2008 Recession which had major implications on investments to local housing developments.

Moving forward, Omro will be challenged to keep its community base energized and focused on opportunities. Competition for commercial and industrial growth will continue to be fierce amongst all communities. Omro is not unlike many small towns in the area that reflect what is happening on a larger national scene. Small-town American, as it has been universally coined, will continue to be challenged in providing the diversity of expectations residents will seek. In addition, demographic challenges such as the expansion of the Millennial generation, Baby-Boomer retirement and the out migration of talent to larger metro areas will continue to challenge the City. However, the biggest challenge that small towns such as Omro will face is maintaining an adequate revenue stream to pay for the rising cost of services and debt retirement. If revenue through taxation and other means stays flat, while administrative and service costs increase, the quality of life may subside. Financial creativity will be paramount to the City's future success.

The City of Omro has and will continue to face these challenges through its strongest asset; it's people. The City has experienced many challenges but more importantly, many successes as well. Recently the City was recognized by the University of Wisconsin Collaborative Extension researchers as a "Gain/Maintain" municipality. The recognition is based on the ability to draw and sustain the demographically significant age-cluster within 20-39. Considering the growing young person and Millennial populations entering or already in the workforce, becoming a premier destination for visitors, employees and recreational enthusiasts is more important than ever for city economic viability. This fact alone, gives the City tremendous opportunity for growth and entrepreneurship. Being only 280 out of 1800 cities, towns and villages sampled across Wisconsin to achieve gain/maintain status, the City of Omro possesses a unique opportunity to build upon future commercial, industrial and tourist related developments.

The City welcomes this challenge in creating a brighter future. This comprehensive plan supports that effort.

Future Land Use Plan

Major Findings and Recommendations

Please refer to Map 1.

The City of Omro has been successful in focusing commercial development in two areas - the Downtown Main Street District and the STH 21 East Side District.

The creation of an industrial park has proven to be an excellent investment by the City of Omro and the Omro Area Development Corporation. An addition to the industrial park in 2010 was made possible by the EDA and provides adequate space for future development.

The creation of TID #7 will not only allow the City to accommodate new development but also create a funding tool for improving district infrastructure.

The 1996 Land Use Plan showed residential growth in the short term on the south side of the community, primarily between Harrison Avenue and Webster Avenue. Long term residential growth was projected for the north side. The Plan Commission would like to see the emphasis of future residential growth to be on the north side of the community. Removal of the STH 21 By-Pass Corridor will remove a barrier for this to occur.

Two-family and multi-family residential development will need to be encouraged to accommodate a growing market.

The focus of industrial development opportunities should continue to be the Omro Industrial Park as defined by the Future Land Use Map (Map 1).

The City of Omro should look to capitalize on the Fox River with the development of additional, recreational, residential, and commercial land uses.

There are relatively few limitations placed on development in the City of Omro by natural resources.

Ongoing improvements and additions to the community's utilities and facilities should be adequate to accommodate the projected growth of the City of Omro. The addition of a third municipal well will further compliment and support future growth.

Based on historical ratios of the number of residents per acre of a specific land use, by 2035, the City of Omro will need an additional 100 acres for residential development. However, these types of projections are highly variable and are subject to economic conditions and markets.

Land Use Goals, Objectives, and Policies

Goal

To encourage a pattern of community growth and development that will provide a quality living environment throughout the community.

Objectives

Ensure that newly developed areas are compatible with existing land uses.

Encourage development first in existing platted areas and then in areas where infrastructure and other municipal services can be extended and provided economically.

Development should be discouraged in areas that are designated as wetland or floodplain areas *(from the Agricultural, Natural, and Cultural Resources Element).*

Protect natural drainage ways and other environmentally sensitive areas from urban development *(from the Agricultural, Natural, and Cultural Resources Element)*.

Encourage homebuilders, contractors and developers to construct a variety of quality single-family homes, duplexes, condominiums, and apartments to provide a choice of housing in the community. Encourage innovation in housing design. *(from the Housing Element)*.

Continue cooperation with the public and private sectors in the development of adequate housing to meet the needs of low-and moderate-income, elderly, and handicapped residents of the community *(from the Housing Element)*.

Implement the comprehensive plan recommendations to ensure that future residential subdivisions and multi-family housing developments are compatible with existing land uses *(from the Housing Element)*.

Provide parks, open space and recreational facilities to serve all existing and future residential areas. Utilize the Comprehensive Park and Outdoor Recreation Plan (CORP) as the source to guide future park and recreation system development. *(from the Utilities and Community Facilities Element)*.

The City of Omro and the Omro School District should continue to cooperate in developing and providing adequate parks and recreation facilities *(from the Utilities and Community Facilities Element)*.

Encourage the development of neighborhood parks in newly platted residential areas. *(from the Utilities and Community Facilities Element).*

Encourage highway commercial uses to locate along STH 21 adjacent to the Omro Industrial Park on the east side of the community. *(from the Economic Development Element).*

Study the opportunities along the Fox River to encourage commercial development *(from the Economic Development Element).*

Work with property and business owners in the redevelopment of the existing manufacturing and commercial land uses.

Encourage innovative reuse of existing commercial, industrial, historic and downtown buildings

Improve the visual quality and physical design of the City of Omro by developing and continuing to enforce a site plan review process that addresses signage, landscaping, property maintenance, building design, parking and loading, and outdoor storage regulations.

Policies

1. The City of Omro shall enforce zoning, shoreland-wetland, and floodplain ordinances to minimize the impact of development *(from the Agricultural, Natural, and Cultural Resources Element)*.

2. The City of Omro shall require all decisions and actions concerning land use development and redevelopment to be consistent with the Comprehensive Plan.
3. The City of Omro shall encourage the development of vacant and under-utilized land within the Sewer Service Area that can be served by existing municipal services and facilities and transportation systems.
4. The City of Omro shall use a Site Plan Review Process to review all multi-family residential, commercial, and industrial developments *(from the Agricultural, Natural, and Cultural Resources Element)*.
5. The City of Omro shall communicate as necessary with the appropriate officials at the towns of Omro, Poygan, and Rushford on land use issues.

Development and Redevelopment Opportunities

Please refer to Map 1

Residential

Over the past 20 years, the focus of single-family residential development has been on the south side of the community. More recently, there has been an increase in the area between STH 21 and Lincoln Avenue on the east side of the community. In looking at the next twenty years, it is expected that both the south and north side of the community could see residential growth. Particularly now that the once proposed STH 21 Bypass around the north side of the City of Omro has been removed from the Future Land Use Map. The Bypass corridor created a barrier to development north of the City while the WDOT determined its need for funding. State Highway 21 is no longer being considered as a freeway, thus creating the possibility that the WDOT would not consider a bypass for the City, but would instead use the existing roadway and bridge.

Two-family should continue to be part of the housing mix in the City of Omro. Developers should be encouraged to provide this type of housing when they present plans to the City for residential development. Two-family units provide attractive financial options for young families or workers who wish to remain in the community.

Multi-family housing serves a wide market ranging from entry level for the young adult to assisted living for the elderly. It also serves as a transition use between the more intensive uses of commercial and industrial and the less intensive uses of single-family and two-family uses. Senior citizen multi-family housing provides both residential and economic opportunities. Areas for additional multi-family development should always be considered for location on the Future Land Use Plan. The recent approval and development of an 18 bed CBRF on the east side of the community supports this growing trend.

The City of Omro recognizes the role the mobile home park plays in providing affordable housing, and will continue to encourage decent, safe, and sanitary housing. Tiny House options may be of interest in the future for the mobile home park.

Commercial

Close attention should continue to be paid to the businesses in the Downtown Main Street District to determine the need for additional space or the possibility that space may become available.

Continued development of the STH 21 East Side District is also expected due to good highway access. The development of the lending institutions, professional offices, retail stores and clinics in this area will continue to attract additional development.

The creation of TID #7 will provide opportunities for further infrastructure development within the district which has already seen increment due to the development of the CBRF.

The development of some commercial nodes north of the river should also be considered in an effort to support growing residential neighborhoods in that area.

Industrial

The Omro Industrial Park will be the focus of the City of Omro's efforts to promote industrial development. The acquisition of additional land and the official mapping of a street system will guide the community and existing and prospective businesses in planning future development and redevelopment. The TID #7 has been established around some of the City's Industrial area to assist in the payment of future park infrastructure and job recruitment.

Future industrial development will continue within the Omro Industrial Park but will also expand to lands adjacent the park which are currently undeveloped, some outside of the current city boundary.

The Fox River

There is an opportunity to capitalize on the Fox River with the development of additional recreation, residential, and commercial land uses.

On the west end of the city is the former Ferrell Gas property on the south side of the Fox River to the west of Stearns Park. The property went through environmental remediation and has potential to be redeveloped as a marina, offering launching and boating services.

The City Public Works Department moved out of the old City Garage, located on the Fox River just west of the STH 21 bridge and into a new facility built just north of the wastewater treatment plant on Hawthorne Drive. The old garage property will continue to be used for public purposes including both police and public works storage.

The Riverwalk project has been in the planning and construction stages for several years. The Riverwalk has progressed by using grant funds to add a walking area and decks to be used by pedestrians in the Downtown Main Street District behind the 100 block of East Main and also by using grant funds at the Stearns Park location, improving and adding walkways and adding canoeing and kayaking.

Land adjacent to Stearns Park, formerly the Olsen Mills property, has been remediated and is now owned by the city. This land is now used as an extension of Stearns Park.

Another opportunity for redevelopment the City of Omro may want to explore is the portion of the mobile home park north of Lincoln Avenue and west of Krenz Road. Numerous older mobile homes were relocated from this area in 1998 and three newer style of manufactured homes have since been placed there. Given the extensive frontage on the Fox River, this site has the potential for a development that would benefit from the views of and access to the river.

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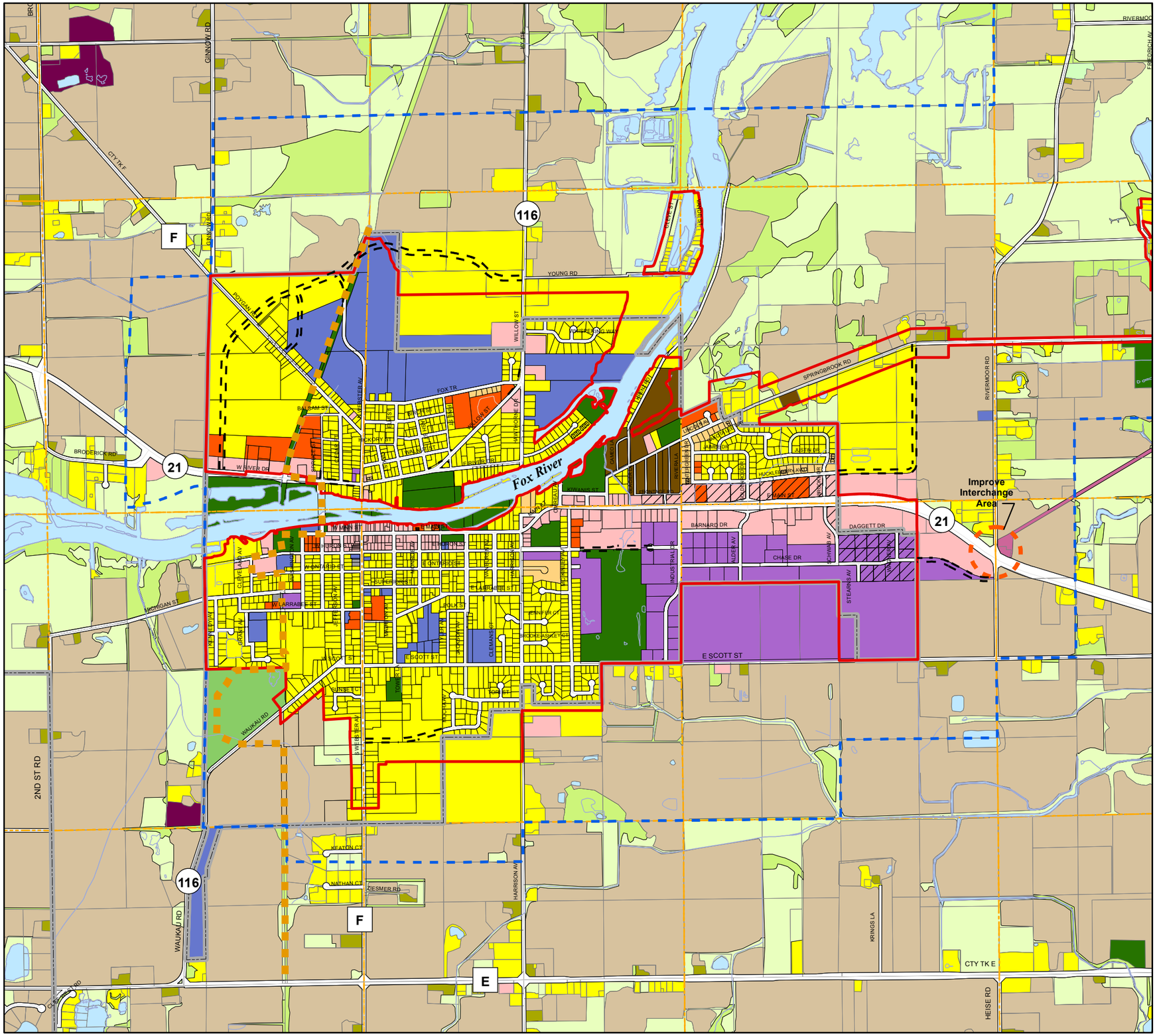
Map 1

City of Omro

Winnebago County, Wisconsin

Future Land Use Plan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STEARNS AV
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JANSEN DR
JASTEN DR
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PIMAN ST
SCHOLA LA
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Back of Map 1

Summary of the Planning Process

The Vision for the City of Omro

On June 18, 2003 a group of citizens and elected officials from the City of Omro and the surrounding area gathered at the Wedgewood Golf Course to work on the creation of a vision statement for the City of Omro. The vision statement guided the Planning Commission as it worked on the nine elements of the comprehensive plan.
The participants in the visioning workshop were asked to respond to statements or answer a number of questions in the following areas:

What do you want to preserve in the City of Omro?

What do you want to change in the City of Omro?

What do you want to create in the City of Omro?

After four hours of discussion and debate, the group crafted a vision for the City of Omro:

Omro - A friendly, progressive, vibrant river city with a safe, rural atmosphere. With the support of strong community involvement by its residents, Omro celebrates its historical past and, at the same time, encourages well-planned and balanced residential, commercial, and industrial growth.

In 2025, the city of Omro enjoys:

- An improved river system resulting in increased boat traffic and tourism from other communities.
- Plentiful employment opportunities in the industrial park
- An active residential market in both new construction and the sale of existing homes.
- A wide range of recreational services that are available to all members of the community
- A safe and efficient system of trails and sidewalks that encourages walking and biking in, and around, the community.
- Efficient government services provided in cooperation with neighboring communities.

The "Vision" from the previous planning effort was retained during the update of the comprehensive plan in 2019. However, a refresher for more public input was conducted as part of a survey effort completed during the spring of 2018. Participants had between April 26 and May 22, 2018 to submit ratings, answers and comments. The city contracted with a private firm to conduct an on-line survey which could be accessed from a number of digital media sources. The survey effort produced 79 responses, 73 which were self-reported as living in the City of Omro. The complete survey results with can be found in Appendix A. Some of the results are repeated within the respective elements of the plan as they relate to the topics. Although results could be sorted by city ward, gender and age, the overall results could be summarized as follows:

- Public services such as police, fire and EMS rated the highest with over 50% of the total respondents giving a score of "Excellent".
- Parks/greenspace, garbage collection and recycling also rated favorably with over 30% of the total respondents giving a score of "Excellent".
- On the other hand, restaurants, adequate rental housing and retail shopping were rated lowest by respondents with "poor" ratings of 20%, 16% and 15% respectively.
- The top five important reason respondents and their families live in the City of Omro were:
    - Small Town (49 votes)
    - Good place to raise a family (38 votes)
    - Close to large Metro Area (24 votes)
    - Hometown-Grew up in Omro (24 votes)
    - Low Crime (22 votes)
- City growth for the purpose of improving the economy over limiting growth for the preservation of qualities was supported by 77% of the respondents. This response suggests Omro has support in being a progressive community.
- The "Quality of Life" in Omro was rated good or excellent by 88% of the survey respondents. No respondents rated it poor.
- Finally, respondents narrowly supported removing the planned STH 21 By-Pass route from the past Comprehensive Plan's Future Land Use Plan Map by a 51% to 49% vote.

Major Finding and Recommendations

Issues and Opportunities

- The change in the population of the City of Omro and adjacent municipalities is related to many factors. One significant factor is the strength of the economy. Historically a vibrant and growing economy has spawned the development of commercial and residential development. However, now other factors are becoming more predominant such as smaller household sizes, declines in birth rates and overall household choice to smaller units.
- With a strong increase in population in the 1990s came the beginnings of a change in the racial and ethnic make-up of the City of Omro. The 2010 Census revealed that 3.4% of the city's population was non-white. That figure included Hispanic, Latino, Asian or Black ethnic heritages. A similar experience was noted at the county and state level meaning populations of the future will be more diverse in ethnic heritage.
- Based on the age distribution of the residents of the City of Omro, it is clear that the community appeals to families. This fact was also supported by survey results.
- Modest population growth is projected for the City of Omro. However, even this growth rate will be heavily dependent on the City's ability to attract younger generations and provide affordable housing choices. In addition, providing housing choices for an aging Baby Boomer population will be key or that segment of the population may move to other locations.
- A projected decrease in household size means more housing units will be needed than if the household size had stayed the same.

Agricultural, Natural, and Cultural Resources

- Agricultural land within and near the City of Omro will eventually be converted to a more intensive use such as residential, commercial, or industrial.
- The City promotes its rural agricultural connection by recognizing the trend of promoting locally grown food. The City hosts a Thursday night Farmers Market at Scott Park which is supplied by local vendors. The event continues to grow and provides a great opportunity for the community to gather while meeting a basic need: Local Food.
- Water is a very important resource for the City of Omro. The Fox River is the dominant surface water feature, and provides both recreational opportunities as well as a visual focal point for the community.
  Surface water, stream corridors, floodplains, and wetlands are highly regulated resources. 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.
- Groundwater is the source of water for the residents and businesses in the City of Omro. While there are not any problems currently with groundwater quality, portions of the city are in an Arsenic Advisory Area. Wells in this area have the potential to be contaminated. However, to date, no well samples have tested positive for arsenic. Combined Radium, iron and manganese have been found to be above acceptable levels in some test wells in 2018 and 2019 and may need to be treated.
- The City of Omro prepared a Wellhead Protection Plan and adopted a Wellhead Protection Ordinance in 2004.
- Addressing water quality through the management of stormwater is a priority of federal and state regulators. Consideration should be given to developing a stormwater management plan and possibly forming a stormwater utility.
- Soils and geology in the City of Omro do not present serious obstacles to development. Soils in the southern and eastern portions do provide some limitations. The northern portion of the city generally has good soils for development.
- Woodlands, while not plentiful in the City of Omro, provide both aesthetic, wildlife and practical benefits and should be preserved whenever possible.
- Environmentally sensitive areas, which are mapped by the East Central Wisconsin Regional Planning Commission (ECWRPC) as part of the sewer service area planning process, should be preserved from development.
- The City of Omro's government and business leaders should be active in maintaining and improving the quality of the air, and in the political process in which counties are designated as attainment or non-attainment.
- It is clear that, as is stated in the Vision Statement for the City of Omro, this is a community that celebrates its past. This is reflected in the 206 (+ or -) records for the City of Omro in the Architecture & History Inventory for the State of Wisconsin.
- The celebration of the past is linked with plans for the future through the City's commitment to preserving older, historical buildings and encouraging property owners to keep their properties well-maintained. The creation of the Future Omro Main Street/Chamber program has enabled this vision to move forward through preservation of historical buildings such as the old city hall and the masonic lodge. There are twelve (12) buildings in the downtown district currently on the register of the State of Wisconsin Historical Society.

Transportation

- With the removal of the STH 21 By-Pass Corridor off the Future Land Use Map, the City of Omro will need to pay close attention to traffic patterns through the downtown. The recent improvements to the US HWY 45/10 corridor north of the city may have reduced traffic using STH 21 through the downtown. However, should congestion or safety issues emerge, the City should evaluate a wide range of options which could include traffic calming measures, limited street parking to one-way street designations.
- As future development occurs along the fringes of the city, official mapping of future streets will be needed to provide for a local arterial and collector system.
- The City of Omro should continue to use PASER to help prioritize improvements to the existing street system.
- The requirement of sidewalks in new subdivisions will assist greatly in residents being able to walk from one area of the community to another. The City should pursue sidewalks in all areas of the community to enable citizens of all ages and abilities to safely move about the community.
- The City of Omro should consider where trails might be located as future development proposals are submitted to the City for review and approval. Trail development should be coordinated with the recommendations of the Comprehensive Outdoor Recreation Plan.
- The City of Omro should work cooperatively with the Town of Omro, Winnebago County, East Central Wisconsin Regional Planning Commission and the Wisconsin Department of Transportation on future transportation projects.

Housing

- **Available Residential Lots.** As a result of the 2008 Recession, many improved lots within the city sat empty as the economy slowly recovered. It is estimated there are still over 25 available vacant lots in the city left for development. Given the market for single family homes starting to grow modestly, new lots will likely be required to accommodate growth during the 20-year planning period. Planned residential use areas are shown on the Future Land Use Map.
- **Competition for Residential.** Smaller cities and rural communities in general will face increased challenges in keeping and attracting residents facing steep competition from the larger metropolitan areas. An affordable, diversified housing stock will be key.
- **Rehabilitation of Older Homes.** City officials have noticed that there are a number of homes that are in need of maintenance. They also recognized that financial assistance would help in addressing that need. In the fall of 2003, the City of Omro applied for and received a Community Development Block Grant from the State of Wisconsin Department of Administration. The grant of approximately $422,000 is used to help low and moderate-income property owners rehabilitate their existing homes and low and moderate-income individuals purchase a home. Most of this amount has been allocated to housing projects. Funds are returned to the city through the sale of property.
- **Housing for the Retired and Elderly.** The Baby Boomer generation is starting to retire, which means there will be a demand for housing that better fits the lifestyle of the retired and elderly. This would include condominiums, independent living apartments, and assisted living apartments. Another housing option that traditional zoning requirements typically discourage is the "Granny Flat" concept, where a portion of a single-family home is expanded or remodeled to include a living, sleeping, cooking and bathing area that is part of, but separate

from, the rest of the home. The city currently allows this type of housing, but ordinance updates may be needed to avoid people changing the flats to duplexes without zoning approval.

- The City will need to discuss what its role will be in providing housing for the retired and elderly. The role may be financial, where the City would partner in the development of housing targeted at this market. Another role may be to review existing ordinances to determine if changes could be made to support this type of housing.
- **Alternatives to Single-Family-Detached Housing.** The continued decrease in the size of the household may mean that alternatives to the traditional single-family-detached home will be needed in the City of Omro. Future land use plans should provide for areas where a mix of housing may be provided.
- **Appearance Concerns.** The CDBG Housing Program has helped address maintenance needs on a few housing structures. A related need is the general appearance of properties, residential and non-residential. The presence of junk cars, discarded appliances, and leftover building materials, for example, create a negative impression of the community. In extreme cases, a public health hazard may be created which can be addressed through ordinance enforcement. In situations that are not that extreme, it is more difficult to gain the cooperation of property owners in properly maintaining their property.
- **Innovative Housing.** Should the City of Omro wish to stay attractive to the new trends in the housing market, diversity and innovation will be needed. The City should consider and allow for creative housing developments which may emerge via the market. Examples could include large commercial or industrial buildings converting into housing units, tiny home parks, conversion of single-family residences into 2-3-unit structures, dual use (business first floor, residential second floor), etc.

Utilities and Community Facilities

- The water system in the City of Omro is in good shape. However, if significant growth occurs on the north side of the city, a new water tower will probably be needed. A water study by SEH Engineering in 2012 determined that an additional well and tower, as well as upgrades to water lines that are undersized, should be considered in the near future. The existing 2 wells are close to 75 years old and are insufficient to supply the current population should a pump go down. A test well was drilled in 2018 in preparation for installing a third well. Testing for combined radium and other elements are part of the testing process. The new well should be "on-line" in 2019.
- The wastewater treatment plant was upgraded in 2006 with a design flow that should be sufficient for the next 25-30 years. The City of Omro continues to require a buffer zone in which all potential hookups just outside the city limits must annex to the city to receive sewer service unless otherwise allowed by the City Council. This policy assists the City in reaching its growth potential.
- An increase in stormwater regulations may mean it is time for the City to develop a stormwater management plan, which may or may not include the formation of a stormwater utility.
- The Tri-County Landfill agreement between the counties of Brown, Outagamie and Winnebago should provide the capacity needed for solid waste and recycling materials.
- Planned upgrades in generation, transmission and distribution systems should provide the City of Omro with adequate energy from electricity and natural gas.

- The Police Department should study future staffing and equipment needs based on population projections and where growth is expected to occur.
- The new facility for the Fire Department should be adequate for some time into the future. Equipment and training needs should continue to be evaluated.
- The ambulance contract should be monitored to ensure that the best combination of cost and response time is available to the residents of the City of Omro.
- Future lead and phosphorus limits will continue to challenge treatment options.
- The City of Omro should meet with the Omro School District as needed to discuss the District's Strategic Plan and capacity needs.
- Innovative funding sources are being pursued for the potential expansion of the Carter Memorial Library. The library has experienced strong growth.
- While it is a strong asset, the Omro Area Community Center should work at increasing its ability to be financially self-supporting.
- Six of the eight parks in the City of Omro share a common characteristic – frontage along the Fox River – that helps to define Omro for residents and visitors alike. Scott Park and Miller Park in particular are both recreational and economic assets to the community. As part of the Comprehensive Outdoor and Recreation Plan, further consideration should be given to how these parks can attract visitors and income to the community.
- As part of the Comprehensive Outdoor Recreation Plan update process, consideration should be given to establishing more neighborhood parks as residential growth expands on the south, northeast and north sides of the community. Consideration should also be given to the further development of Fox & Hounds Park.
- The Comprehensive Outdoor Recreation Plan should be reviewed and updated every five years to monitor park needs and position the City for future funding.
- Facilities for the various city departments (except the library) appear to be adequate at this time. However, as needs develop, assessments will be undertaken.
- Civic clubs and organizations, churches, cemeteries, child care, and health care are welcomed social amenities to the community.
- Clear water inflow into sewers continues to be a challenge. A comprehensive I & I study was conducted in 2016. Priorities were established. The city has started working on implementing many of the projects and securing funding. A sump pump inspection program began in 2018 and will continue until complete.

Economic Development

- The labor force shortages faced by many employers in Winnebago County and the State of Wisconsin in the 1990s will occur again as the "Baby Boomer" generation retires. As people respond to the labor shortage by moving to where the jobs are, Omro offers an attractive environment in which to live, particularly to those that are seeking a family-friendly, small town atmosphere.
- Business development efforts will need to focus on the sectors that are projected to grow more rapidly.

- While the City of Omro would like to have a balance between residential, commercial, and industrial growth, its geographic location and attractive environment are assets that can be used to encourage people to live here even if they work elsewhere from Fond du Lac to the Fox Cities and points westward.
- The City of Omro is not dependent on a single major employer. Future business development efforts should focus on maintaining the diverse economic base.
- Encouraging businesses that are young and small are a good fit for the physical and economic resources of the community.
- Welcome the ideals of the "Millennial" generation to encourage entrepreneurial investment and a diverse economy.
- The combination of an attractive environment created by the Fox River, and the proximity to the larger urban areas, provides the City of Omro with a strong package to market to future residents and businesses.
- It is important that the Omro Area Development Corporation continue to use its revolving loan fund program to make projects happen in the community.
- Few communities the size of the City of Omro have made the financial commitment toward aggressively promoting the community. This effort should continue to be strongly supported.
- The availability of sites for new or expanding businesses are numerous in industrial and highway commercial zones. These areas have been expanded through the development of a new TID District in 2018 (TID #7). Available sites range from "greenfield" sites in the Industrial Park to "brownfield" sites of former manufacturing facilities.
- While the Fox River has been the focus of residential and recreational development, it has not been the focus of commercial development. This is an opportunity that needs to be more fully explored.
- The City of Omro is fortunate in being located in a county that financially supports economic development efforts. The Winnebago County Industrial Development Board's Per Capita Funding, Revolving Loan Fund and the Industrial Development Board Loan programs are three excellent resources.
- Strong economic development programs are characterized by partnerships. The City of Omro is fortunate to have, or have access to, many other organizations that are or may be part of its economic development efforts. Locally, the OADC and Future Omro (Main Street Chamber of Commerce) work together. Other partners include Winnebago County, East Central Wisconsin Regional Planning Commission, the Wisconsin Economic Development Corporation, Department of Commerce, the Wisconsin Small Business Development Center (UW Oshkosh), Forward Wisconsin, and more.

Intergovernmental Cooperation

- The City of Omro continues to pursue additional avenues of intergovernmental cooperation. The following are numerous examples of intergovernmental cooperation:
    - Joint comprehensive planning with the Town of Omro. The City met jointly with the town as part of this planning effort to review text and the proposed Future Land Use Map.

- Worked with the Village of Winneconne on a bicycle plan between the two communities.
- The City works in concert with 10 local communities, including the City of Oshkosh, for ambulance service.
- The City is party to a mutual aid agreement with the towns of Rushford and Omro for fire protection.
- The City of Omro provides sanitary sewer service to the Town of Omro by ordinance established in 1996.
- The City of Omro is promoting discussions with the City of Oshkosh and the Village of Winneconne on the feasibility of regional potable water system.

❖ The City should continue to strengthen the relationship between the City of Omro and the Omro School District.

Goals, Objectives and Policies

In this section, the goals, objectives, and policies for each of the Comprehensive Plan's nine major elements are presented. Definitions for goals, objective and policies are given below.

Goal: An **ideal future condition** to which the community aspires. It is usually expressed in general terms and is not quantifiable.

Objective: An **intermediate step** toward attaining a goal that is measurable and attainable.

Policies: Principles of land use design and management of development derived from the goals and aimed specifically at what the City of Omro can do to attain the goals. Policies typically use "shall" and "should" in describing actions and are often expressed as specific standards.

Goals, objectives, and policies are intended to serve as guides for preparing and implementing the recommendations presented in the nine elements of the Comprehensive Plan.

The development of goals, objectives, and policies is a key element of the comprehensive community planning process. The goals and objectives are intended to express the basic values, desires and needs of the community with respect to physical development and redevelopment. Further, they contribute to the successful implementation of the Plan after it is adopted by providing guidelines for reviewing new development proposals. Essentially, they define the city's vision for the future and provide guidance for realizing that vision. The policies give community leaders specific direction on guiding, encouraging and regulating development.

Agricultural, Natural, and Cultural Resources

Goal

To conserve, protect, and improve the agricultural, natural, and cultural resources of the City of Omro and the surrounding area.

Objectives

1. Balance the use of the Fox River for recreational purposes with the need to maintain and improve water quality.
2. Development should be discouraged in areas that are designated as wetland or floodplain areas.
3. Protect natural drainage ways and other environmentally sensitive areas from urban development.
4. Enforce the City of Omro's Wellhead Protection Ordinance.
5. Address stormwater management needs through a stormwater management plan. Address responsibilities of pond ownership and management.
6. Assign maintenance responsibility to stormwater ponds based on project reviews and approvals.
7. Ensure that the environmental and aesthetic qualities of the community are considered when planning for future development.
8. Be actively involved with Winnebago County and other municipalities in maintaining the attainment designation for air quality.
9. Be proactive in the preservation and restoration of historically significant structures and buildings.
10. Preserve buildings and sites that reflect the historical and natural heritage of the area.
11. Improve the visual quality of and physical design of the City of Omro by developing and continuing to enforce a site plan review process that addresses signage, landscaping, property maintenance, building design, parking and loading, and outdoor storage regulations.

Policies

1. The City of Omro shall enforce zoning, shoreland-wetland, and floodplain ordinances to minimize the impact of development.
2. The City of Omro shall use official mapping to protect waterways from urban development.
3. The City of Omro shall use a Site Plan Review Process to review all multi-family residential, commercial, and industrial developments.

Transportation

Goal

To achieve a safe, efficient, and environmentally sound transportation system that provides personal mobility to all segments of the population, and supports the economy of the City of Omro and the region.

Objectives

1. Continue to use the PASER program to help prioritize needed street improvements.

2. Encourage the development of a trails system that pedestrians, bicyclists, and snowmobilers can use to travel to all parts of the city and beyond on the Winnebago County trail system.
3. Continue to ensure affordable transportation for elderly, disabled, low income and other disadvantaged residents that meets the needs for access to jobs, healthcare, and other basic needs.
4. Coordinate transportation improvements with the towns of Omro, Poygan, Winneconne and Rushford; the Village of Winneconne; the City of Oshkosh; Winnebago County; East Central Wisconsin Regional Planning Commission; and the Wisconsin Department of Transportation.
5. Continue to update the Official Map in order to reserve adequate right-of-way for future constructed or reconstructed streets and pedestrian and biking trails.
6. Minimize the impact of new transportation improvements on existing development and the community's natural resources.
7. Monitor the need to traffic calming improvements within the downtown area to address changing traffic patterns.
8. Monitor the "Safe Routes to School" program and implement recommended improvements for increase child and general pedestrian safety.
9. Study the impact (pros & cons) of UTV, Golf Carts and other alternative forms of transportation on City streets.
10. Review existing City ordinances and standards as needed to implement the recommendations of this plan.

Policies

1. The City of Omro shall review, revise and adopt a five-year transportation improvement program that is consistent with this Plan.
2. The City of Omro shall require sidewalks to be constructed in new residential areas and continue to budget for the installation of sidewalks in existing residential areas where sidewalks currently do not exist.
3. The City shall communicate annually with the appropriate officials at the towns of Omro, Poygan, Rushford and Winneconne; the Village of Winneconne; Winnebago County; East Central Wisconsin Regional Planning Commission; and the Wisconsin Department of Transportation on transportation issues.

Housing

Goal

To maintain and preserve the quality of existing residential neighborhoods, and provide sufficient land areas to accommodate a variety of residential uses and housing units for the future.

Objectives

1. Zone adequate land areas for single-family and multi-family residential uses.

2. Promote the availability of the housing rehabilitation program to upgrade substandard housing units in the city. The City did receive a Community Development Block Grant (CDBG) in the past which it uses to administer loans to qualifying participants. Other regional programs are available to those who qualify.
3. Encourage homeownership through the promotion of low-income housing programs.
4. Encourage homebuilders, contractors and developers to construct a variety of quality single-family homes, duplexes, condominiums, and apartments to provide a choice of housing in the community.
5. Continue cooperation with the public and private sectors in the development of adequate housing to meet the needs of low-and moderate-income, elderly, and handicapped residents of the community.
6. Implement the comprehensive plan recommendations to ensure that future residential subdivisions and multi-family housing developments are compatible with existing land uses.
7. Review the zoning ordinance and building codes to determine if any changes are needed to encourage traditional and non-traditional housing.
8. Encourage property owners to maintain their property.
9. Promote housing innovation in building designs and function.

Policies

1. The City of Omro shall enforce the zoning ordinance and building codes to maintain the integrity of residential neighborhoods.
2. The City shall promote attractive, innovative housing options for younger workers and families.

Utilities and Community Facilities

Goals

1. To provide a full range of utilities and municipal services and facilities to Omro residents.
2. To ensure that adequate open space and recreation facilities are provided for, and are accessible to, all city residents.

Objectives

1. Continually monitor space utilization and needs for City of Omro buildings and facilities.
2. Maintain updated maps for all utilities and place on the City's Geographic Information System (GIS).
3. Use the capital improvements program as a guide to providing needed community facilities and expanding public utilities.
4. City leaders should continue to work closely with the Omro School District to ensure that adequate educational facilities and services continue to be made available in Omro.

5. Provide parks, open space and recreational facilities to serve all existing and future residential areas.
6. Use official mapping powers and the zoning ordinance to preserve areas designated for future parks and recreation use.
7. Continue to enhance the recreation opportunities along the Fox River.
8. The City of Omro and the Omro School District should continue to cooperate in developing and providing adequate parks and recreation facilities.
9. Pursue the adoption of a Complete Streets ordinance to enable safe access for users of all ages and abilities regardless of their mode of transportation.
10. Communicate as needed with the Town of Algoma Sanitary District #1 on plans for additional connections and extension of the sewer system.
11. Consider forming a stormwater utility to better manage and more equitably fund the stormwater management system.
12. Encourage the development of neighborhood parks in newly platted residential areas.
13. Promote the connectivity of trails and public locations within the City to regional connections whenever possible.
14. Work with and support other community civic organizations and associated facilities such as libraries, community centers and alike.
15. Ensure an adequate city water supply and pressure to maintain fire protection.

Policies

1. The City of Omro shall continue to require land developers to pay all improvement costs associated with the development of new subdivisions.
2. The City of Omro shall require developers to dedicate land or pay a fee-in-lieu that is sufficient to provide residents of the community with ample parks and recreation facilities.
3. The City of Omro shall update the Park, Recreation and Outdoor Recreation Plan every five years to maintain WDNR grant eligibility.

Economic Development

Goal

To strengthen and diversify the City of Omro's local economy by encouraging and facilitating residential, commercial, industrial, and recreational growth.

Objectives

1. Maintain and encourage a strong and viable Downtown Business District.
2. Encourage the conversion and redevelopment of non-commercial buildings within the Main Street-Downtown Business District into commercial and second floor residential use.

3. Promote the Downtown Business District through Future Omro (Main Street/Chamber of Commerce), the BID, and the Omro Area Development Corporation (OADC) to attract more businesses to the downtown.
4. Encourage highway commercial uses to locate along STH 21 adjacent to the Omro Industrial Park on the east side of the community. Maintain the "Historic Look" of the Downtown Business District and continue with the façade improvement program and building restoration projects.
5. Continue to promote the City of Omro as a tourist and visitor attraction.
6. Continue to support the Fox River Heritage Tourism Corridor at the city, county, and regional level.
7. Encourage a variety of commercial land uses and development in the community.
8. Continue the development of the Omro Industrial Park by aggressively marketing the park and attracting new industry.
9. Encourage the location of services as well as manufacturing industries in Omro.
10. Continue the promotion of industrial development through the OADC and other public and private sector cooperative efforts.
11. Maintain and improve the infrastructure to have high-speed data and Internet access in the Omro Industrial Park and the entire community.
12. Review annually, the local and regional economic development visions and strategies.
13. Promote activities along the Fox River to encourage community involvement, tourism and commercial development.
14. Consider unique development opportunities for adjacent river uses.

Intergovernmental Cooperation

Goal

To promote the provision of governmental services in a cooperative, efficient, environmentally sound and socially responsible manner.

Objectives

1. Foster cooperation and coordination in the provision of services where efficiency, equity, and economies of scale can be obtained with other entities.
2. Provide efficient and economical public facilities and services.
3. Monitor the need to meet with the Town of Omro to discuss border agreements.
4. Coordinate the City's Comprehensive Plan with Winnebago County, Town of Omro and Town of Rushford.

Policies

1. The City of Omro shall encourage involvement with adjacent units of government in order to minimize land use and policy conflicts, and to achieve economies of scale.

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Plan Implementation

Introduction

The Comprehensive Plan is intended to guide all decisions related to community development in the City of Omro. This means that decisions affecting the development of land in the City of Omro must be consistent with the City's adopted comprehensive plan. All public and private sector community development related decisions should be made in the context of the Comprehensive Plan's goals, objectives, policies and recommendations.

Specifically, the Comprehensive Plan should be used as a guide when site plans are reviewed, the rezoning of land is proposed, conditional use requests are considered, subdivision plats are reviewed and public utility improvements or extensions are proposed. The Comprehensive Plan should be used to evaluate the impact of proposed development projects on existing land uses, transportation system facilities, utility systems, park and recreation facilities and other municipal services and facilities prior to issuing permits to, for example, commence construction, divide land, and occupy buildings.

Integration and Consistency

During the planning process, care was taken to ensure integration of, and consistency between, the goals, objectives, policies, and recommendations contained in each element of the Comprehensive Plan. The City of Omro Planning 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 Planning Commission should consider how the inconsistencies may be resolved.

The State of Wisconsin's comprehensive planning legislation requires that a municipality's comprehensive plan be consistent with the municipality's zoning ordinance and map, subdivision ordinance, and official map.

Of particular importance is consistency between the Future Land Use Plan and the Zoning Map. Because zoning reflects the current situation and a future land use plan reflects where the land use is expected to change, the two maps at the time of the adoption of the Comprehensive Plan will not be totally consistent. However, during this update process, significant effort was made to better align the two maps to show better consistency. The two maps were analyzed, and the areas where inconsistencies occurred were adjusted based on the most appropriate use as determined at this time. In most cases, the Future Land Use acknowledged the current zoning district. In areas where inconsistencies exist, the City recognizes either the Zoning Map or the Future Land Use Plan will need to be amended so that both are consistent with the use proposed.

The most common inconsistency between the Zoning Map and the Future Land Use Plan are the areas that are currently zoned Agricultural (A-1) in the City of Omro or zoned General Farming (A-2) in the Town of Omro, but are shown on the City of Omro Future Land Use Plan as a more intensive use like residential, commercial, or industrial. The City of Omro considers these

agricultural zoning districts as "holding" areas for future, more intense, development. Proposals for future development in these areas would still require consistency between planning and zoning as development occurs. This would include areas in the Town of Omro that are adjacent to the City of Omro.

Ordinances

One of the major issues that the City of Omro had identified as needing to be addressed in the comprehensive planning process were the identification of the regulatory tools needed to guide and manage residential, commercial and industrial growth. A second was the review of the City of Omro's existing ordinances to determine what changes, if any, need to be taken to make them consistent with the comprehensive plan, and to identify if any new ordinances needed to be developed. In this section is a brief analysis of existing ordinance and suggestions for new ordinances.

Existing Ordinances

Chapter 2.72 City Plan Commission

The language in *2.72.050 Duties A. The Master Plan* should be amended to refer to the comprehensive planning legislation found in 66.1001 of the Wisconsin State Statutes.

Chapter 15.04 Building Code

This chapter of the ordinance has a section in it on site plan review. A new chapter should be created to establish a site plan review process for the City of Omro. The language in *15.04.110 Site Plan Approval* should be amended to refer the reader to the new ordinance.

Chapter 15.24 Floodplain Ordinance and Chapter 15.28 Shoreland-Wetland Ordinance

Currently the ordinances state the official floodplain zoning map is the Flood Insurance Rate Map and the Flood Boundary and Floodway Map, dated March 17, 2003.

Title 16 Subdivision Ordinance

There are a number of sections that are important in the implementation of the Comprehensive Plan. In section 16.12.080 Extraterritorial Plat Approval, the process for reviewing subdivisions and certified survey maps within the City's extraterritorial limit of one and a half miles is outlined. In sections 16.20.090 Stormwater Drainage Facilities, 16.20.130 Erosion Control, and 16.24.050 Drainage and Stormwater Management System are the guidelines needed to address stormwater during and after construction.

Title 17 Zoning Ordinance

In 2017, the City completed a revision to Title 17 of the Zoning Ordinance. The ordinance used a "pyramid" zoning, which is no longer common. What this means is that any use is permitted in the industrial district, all residential uses are permitted in the commercial districts, single-family and two-family are permitted in the multi-family, and single-family is permitted in the two-family. Most ordinances do not allow residential as a primary use in the commercial and industrial zoning districts. The amendments removed the pyramid style approach that had been in place for years.

City wide rezoning affected more than 50 parcels. All zoning codes were adjusted, the industrial code was split into those outside the industrial park and those in, the industrial park code removed covenants language that is not enforceable by the city, and the area near the lumber yard (West Huron to West Larrabee) was rezoned to actual uses in hopes of future revitalization and to avoid future unwanted industrial and multi-family uses. All of this needed to be accomplished prior to the comprehensive plan process taking place.

The amendment also closely reviewed the zoning districts alignments to the Future Land Use Map, an undertaking accomplished through the comprehensive plan update process. Working with local property owners, numerous zoning district changes occurred as part of the amendment. The process greatly improved the consistency between planning, zoning and existing land use. Overall, the aim for the City is to achieve the best zoning district for the current and future uses while leaving options to adapt to changes in use trends and markets.

New Ordinances

A new site plan ordinance should be developed and adopted incorporating the language on site plan review currently contained in *15.04.110 Site Plan Approval* and *17.76.070 Site Plan Approval*.

The Winnebago County Zoning Ordinance includes a section on erosion control (Section 17.31) that became effective September 1, 2003. The ordinance applies to any areas of the city annexed after that date. The City of Omro should review the ordinance in comparison to the language in the City's Subdivision Ordinance.

Advancements in the signage industry prompted the City to revise its sign ordinance. Changes were made in 2018 as to larger sizes and the ability to have digital readers in non-historic areas. Continued advancements in the sign industry may warrant future amendments but the amendments which occurred in 2018 are considered appropriate at this time.

Measurement of Progress

The City of Omro Planning Commission will provide a written report to the City Council on a "As Needed" basis summarizing progress made in implementing the programs and actions described in the Implementation Element of the Comprehensive Plan.

Plan Update Process

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 trends attitudes. For example, a development proposal for a specific property in the City of Omro may come before the Planning Commission that is inconsistent with the land use shown on the Future Land Use Plan. If the Planning 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 Planning Commission will make a recommendation to the City Council on the

amendment. The City Council will need to hold a public hearing on the recommended amendment, and adopt the amendment to the ordinance established with the adoption of the original plan.

Programs and Actions

To assist the City of Omro in implementing the Comprehensive Plan, the objectives and the policies from the Plan were reviewed to determine the following:

What is the program or action? The objectives and policies from the Comprehensive Plan formed the basis for the programs and actions.

Who is responsible for developing the program or taking the action needed to implement the objectives and policies? In some cases, it may be an individual who is responsible for the program or action. In other cases, it may be a joint effort between several different public sector organizations or between the public and private sectors.

When should the program be started or action taken? Some programs and actions can be completed within a specific time period. For these programs and actions, a year is shown, or if a multi-year project, several years are shown. Other programs and actions must be addressed on a continuous or periodic basis. The "When" for these programs and actions is shown as ongoing.

In the pages following, tables for the following elements of the Comprehensive Plan are shown outlining who is responsible the implementation program or action, what the program or action is, and when the program or action should be worked on or completed.

Agricultural, Natural, and Cultural Resources

What	Who	When
Balance the use of the Fox River for recreational purposes with the need to maintain and improve water quality.	City of Omro, Winnebago County and other towns, villages, and cities along the Fox River	Ongoing
Development should be discouraged in areas that are designated as wetland or floodplain areas.	City of Omro, Town of Omro, Winnebago County and East Central	Ongoing
Protect natural drainage ways and other environmentally sensitive areas from urban development.	City of Omro, Town of Omro, Winnebago County and East Central	Ongoing
Enforce the City's Wellhead Protection Ordinance.	Department of Public Works and City Council	Ongoing
Embrace the use and sale of local foods	Plan Commission and City Council	Ongoing
Address storm water management needs through a storm water management plan.	Department of Public Works and City Council	Ongoing
Ensure that the environmental and aesthetic qualities of the community are considered when planning for future development.	Plan Commission and City Council	Ongoing
Utilize the services of local land trusts and non-profits for securing protective easements of unique resources and places.	Plan Commission and City Council	Ongoing
Be actively involved with Winnebago County and other municipalities in maintaining the attainment designation for air quality.	City Administrator and City Council	Ongoing
Be proactive in the preservation and restoration of historically significant structures and buildings.	Plan Commission and City Council	Ongoing
Preserve buildings and sites that reflect the historical and natural heritage of the area.	Plan Commission and City Council	Ongoing
Improve the visual quality of and physical design of the City of Omro by developing and continuing to enforce a site plan review process that addresses signage, landscaping, property maintenance, building design, parking and loading, and outdoor storage regulations.	Plan Commission and City Council	Ongoing
Enforce zoning, shoreland-wetland, and floodplain ordinances to minimize the impact of development.	Plan Commission and City Council	Ongoing
Use official mapping to protect waterways from urban development.	Plan Commission and City Council	As needed
Use the Site Plan Review Process to review all multi-family residential, commercial, and industrial developments.	Plan Commission and City Council	Ongoing

Transportation

What	Who	When
Be active in supporting the WDOT in the reconstruction or improvements of STH 21 considering traffic calming and pedestrian safety	City of Omro, Town of Omro, Winnebago County and East Central Wisconsin Regional Planning Commission	Ongoing
Continue to use the PASER program to help prioritize needed street improvements.	Public Works and City Council	Annually
Encourage the development of a trails system that pedestrians, bicyclists, and snowmobilers can use to travel to all parts of the city and beyond on the Winnebago County trail system. Coordinate trail planning efforts with the recommendations within the City's Comprehensive Outdoor Recreation Plan.	Plan Commission and City Council	Ongoing
Continue to work to provide transportation for elderly and disabled residents of the City of Omro.	City Council	Ongoing
Coordinate transportation improvements with the towns of Omro, Poygan, and Rushford; the Village of Winneconne; Winnebago County; East Central Wisconsin Regional Planning Commission; and the Wisconsin Department of Transportation.	City Administrator and City Council	Ongoing
Work with ECWRPC in actively engaging in the Safe Routes to School Program	City Admin., Plan Comm., City Council	Ongoing
Continue to update the Official Map in order to reserve adequate right-of-way for future constructed or reconstructed streets and pedestrian and biking trails.	Plan Commission and City Council	Ongoing
Minimize the impact of new transportation improvements on existing development and the community's natural resources.	Plan Commission and City Council	Ongoing
Review existing City ordinances and standards as needed to implement the recommendations of this plan.	City Administrator and Department Heads	Ongoing
The City of Omro shall require sidewalks to be constructed in new residential areas and continue to budget for the installation of sidewalks in existing residential areas where sidewalks currently do not exist.	Plan Commission and City Council	Ongoing
The City shall communicate annually with the appropriate officials at the towns of Omro, Poygan, and Rushford; the Village of Winneconne; Winnebago County; East Central Wisconsin Regional Planning Commission; and the Wisconsin Department of Transportation on transportation issues.	City Administrator	Annually
Incorporate opportunities for the use of Golf Carts, UTV's, snowmobiles and other unique forms of Transportation within the City	WDOT, City of Omro, Winnebago County and ECWRPC	

Housing

What	Who	When
Zone adequate land areas for single-family and multi-family residential uses.	Plan Commission and City Council	Ongoing
Promote the availability of the housing rehabilitation program to upgrade substandard housing units in the city.	Minimum Housing Committee	Ongoing
Encourage homeownership through the promotion of low-income housing program as a source of the down payment needed to purchase a home.	Minimum Housing Committee	Ongoing
Encourage homebuilders, contractors and developers to construct a variety of quality single-family homes, duplexes, condominiums, and apartments to provide a choice of housing in the community.	Plan Commission and City Council	Ongoing
Continue cooperation with the public and private sectors in the development of adequate housing to meet the needs of low-and moderate-income, elderly, and handicapped residents of the community.	Plan Commission and City Council	Ongoing
Implement the comprehensive plan recommendations to ensure that future residential subdivisions and multi-family housing developments are compatible with existing land uses.	Plan Commission and City Council	Ongoing
The City shall consider innovative housing designs to address changing housing market choices	Plan Commission and City Council	Ongoing
Review the zoning ordinance and building codes to determine if any changes are needed to encourage traditional and non-traditional housing.	City Administrator and Building Inspector	Ongoing
Encourage property owners to maintain their property.	Department of Public Works, City Administrator, Police Department and Building Inspector	Ongoing
The City of Omro shall enforce the zoning ordinance and building codes to maintain the integrity of residential neighborhoods.	Building Inspector	Ongoing
The City of Omro shall require the grading plan and final grades for residential lots to be approved by the city engineer.	Building Inspector	Ongoing

Utilities and Community Facilities

What	Who	When
Maintain updated maps for all utilities and place on the City's Geographic Information System (GIS).	Public Works Director	Ongoing
Use the capital improvements program as a guide to providing needed community facilities and expanding public utilities.	City Council, City Administrator and Department Heads	Annually
City leaders should continue to work closely with the Omro School District to ensure that adequate educational facilities and services continue to be made available in Omro.	Plan Commission and City Administrator	Ongoing
Update the Comprehensive Outdoor Recreation Plan every five years to maintain WDNR grant eligibility.	Park Committee	2023
Provide parks, open space and recreational facilities to serve all existing and future residential areas as identified in the Comprehensive Outdoor Recreation Plan.	Park Committee	Ongoing
Use official mapping powers and the zoning ordinance to preserve areas designated for future parks and recreation use.	Plan Commission	Ongoing
Continue to enhance the recreation opportunities along the Fox River by improving the Fox and Hounds Park as recommended in the Omro Downtown Revitalization Plan.	Park Committee	As Budget Allows
The City of Omro and the Omro School District should continue to cooperate in developing and providing adequate parks and recreation facilities.	Park Committee	Ongoing
Communicate at least annually with Town of Algoma Sanitary District #1 on plans for additional connections and extension of the sewer system.	Public Works	Annually
The City of Omro shall require developers to dedicate land or pay a fee-in-lieu that is sufficient to provide residents of the community with ample parks and recreation facilities.	City Council	Ongoing

Economic Development

What	Who	When
Maintain and encourage a strong and viable Downtown Business District.	Omro Area Development Corporation (OADC), City of Omro, BID, and Future Omro	Ongoing
Encourage the conversion and redevelopment of non-commercial buildings within the Main Street-Downtown Business District into commercial uses.	OADC, City of Omro, BID, and Future Omro	Ongoing
Promote the Downtown Business District Future Omro, BID and the Omro Area Development Corporation (OADC) to attract more businesses to the downtown.	OADC, City of Omro, BID, and Future Omro	Ongoing
Encourage highway commercial uses to locate along STH 21 adjacent to the Omro Industrial Park on the east side of the community.	OADC, City of Omro, BID, and Future Omro	Ongoing
Maintain the "Historic Look" of the Downtown Business District and continue with the façade improvement program and building restoration projects.	Historical Society, OADC, BID and Future Omro	Ongoing
Create an historic district and update ordinance for the downtown area for building preservation.	Historical Society, BID, Future Omro and City of Omro	2020
Continue to promote the City of Omro as a Tourist and Visitor Attraction.	OADC, BID, City of Omro and Future Omro	Ongoing
Continue to support the Fox River Heritage Tourism Corridor at the city, county, and regional level.	City Council, Historical Society, OADC, BID and Future Omro	Ongoing
Encourage a variety of commercial land uses and development in the community.	OADC, City of Omro, BID and Future Omro	Ongoing
Continue the development of the Omro Industrial Park by aggressively marketing the park and attracting new industry.	OADC and City of Omro	Ongoing
Encourage the location of services as well as manufacturing industries in Omro.	OADC, City of Omro and Future Omro	Ongoing
Continue the promotion of industrial development through the OADC and other public and private sector cooperative efforts.	OADC and City of Omro	Ongoing
Pursue the installation of the infrastructure needed to have high-speed data and Internet access in the Omro Industrial Park and eventually in the entire community.	OADC and Public Works	Continuous
Review annually the economic development visions and strategies from the City of Omro's Strategic Economic Development Plan.	OADC, BID, City of Omro and Future Omro	Annually
Review the opportunities along the Fox River to encourage commercial development.	OADC, BID, City of Omro and Future Omro	Annually

Land Use

What	Who	When
Ensure that newly developed areas are compatible with existing land uses.	Plan Commission and City Council	Ongoing
Encourage development first in existing platted areas and then in areas where infrastructure and other municipal services can be extended and provided economically.	Plan Commission and City Council	Ongoing
Development should be discouraged in areas that are designated as wetland or floodplain areas *(from the Agricultural, Natural, and Cultural Resources Element).*	City of Omro, Town of Omro, Winnebago County and ECWRPC	Ongoing
Protect natural drainage ways and other environmentally sensitive areas from urban development *(from the Agricultural, Natural, and Cultural Resources Element)*.	City of Omro, Town of Omro, Winnebago County and ECWRPC	Ongoing
Be active in support of the reconstruction of or improvements to STH 21 considering traffic calming and pedestrian safety.	City of Omro, Town of Omro, Winnebago County and ECWRPC	Ongoing
Encourage homebuilders, contractors and developers to construct a variety of quality single-family homes, duplexes, condominiums, and apartments to provide a choice of housing in the community *(from the Housing Element)*.	Plan Commission and City Council	Ongoing
Continue cooperation with the public and private sectors in the development of adequate housing to meet the needs of low-and moderate-income, elderly, and handicapped residents of the community *(from the Housing Element)*.	Plan Commission and City Council	Ongoing
Implement the comprehensive plan recommendations to ensure that future residential subdivisions and multi-family housing developments are compatible with existing land uses *(from the Housing Element)*.	Plan Commission and City Council	Ongoing
Provide parks, open space and recreational facilities to serve all existing and future residential areas *(from the Utilities and Community Facilities Element)*.	Park Committee	Ongoing
The City of Omro and the Omro School District should continue to cooperate in developing and providing adequate parks and recreation facilities *(from the Utilities and Community Facilities Element)*.	Park Committee	Ongoing
Encourage the development of neighborhood parks in newly platted residential areas as supported by the Comprehensive Outdoor Recreation Plan *(from the Utilities and Community Facilities Element)*.	Park Committee	Ongoing
Encourage highway commercial uses to locate along STH 21 adjacent to the Omro Industrial Park on the east side of the community. *(from the Economic Development Element)*.	OADC, BID, City of Omro and Future Omro	Ongoing
Study the opportunities along the Fox River to encourage commercial development *(from the Economic Development Element)*.	OADC, BID, City of Omro and Future Omro	Ongoing
Work with property and business owners in the area north of Michigan Street and west of Washington Avenue in the redevelopment of the existing manufacturing and commercial land uses.	OADC, BID, City of Omro and Future Omro	Ongoing
Improve the visual quality and physical design of the City of Omro by developing and continuing to enforce a site plan review process that addresses signage, landscaping, property maintenance, building design, parking and loading, and outdoor storage regulations.	Design Committee of Future Omro, OADC, BID, Building Inspector, Plan Commission and City Council	Ongoing

Intergovernmental Cooperation

What	Who	When
Foster cooperation and coordination in the provision of services where efficiency, equity, and economies of scale can be obtained with other entities.	City Administrator, Department Heads and City Council	Ongoing
Provide efficient and economical public facilities and services.	City Council, City Administrator and Department Heads	Ongoing
Coordinate the City's Comprehensive Plan with the Town of Omro and Winnebago County.	Plan Commission, City Council and City Administrator	Ongoing
The City of Omro shall encourage involvement with adjacent units of government in order to minimize land use and policy conflicts, and to achieve economies of scale.	Plan Commission, City Council and City Administrator	Ongoing
The City shall appoint people to act as liaisons with adjacent units of government.	City Council and City Administrator	Annually

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Issues and Opportunities

Community History

Source: Omro Area Chamber of Commerce.

The site of the present-day City of Omro was Winnebago Indian territory when it was first visited by French explorers in 1639, just nineteen years after the landing of the pilgrims. Omro was founded in 1842, was recognized as a village in 1849, and became a city in 1944. The village was known by the names of the Winnebago, Butte des Morts, and Bloomingdale before settling on the name Omro. The city gets its name from an early settler, Charles Omreau (the English version being Omro), a French blacksmith and trader.

Omro was originally a fur-trading post. Its location on the Fox River gave the city two early advantages - a position on one of the few natural transportation and communications routes of the time, and an abundant source of water for industrial use. The first actual settler to the area came in 1847, the same year the first U.S. Post Office was erected in Omro. Trade in Omro began to boom with the coming of the railroad in 1861. By 1880 Omro was a stop on the railroad line and was home to county fairgrounds, several mills, a glass factory, carriage factories, several machine works, and more than 2,000 inhabitants. Eventually though, most of the manufacturing activities in Omro either relocated to nearby Oshkosh or faded away. By the turn of the 20th century, Omro had become a quiet trading center for the surrounding countryside.

Fire also played a big role in Omro's history. From the late 1870s to 1880s, at least a dozen businesses burned due to the crude method of fighting fires – pails filled with water. In the late 1880s the village purchased a fire engine, against the objection of the townspeople. The oldest pumper in the area, that fire engine remains in nice shape today. For years it was seen at its original home, the historic City Hall, which now houses the Omro Area Historical Museum in downtown Omro. The pumper was recently moved to the new Omro Area Fire Station, built in 2003.

Omro started a citywide revitalization process in 1986 and has seen renewed growth. Antique street lights and banners were added to Main Street, a Business Improvement District (BID) was created, the Omro Area Chamber of Commerce was formed, and the Omro Area Development Corporation (founded in 1954) established an active industrial park. The riverfront was sea-walled and the entire city was landscaped and beautified. The Main Street was nominated as a Historical District. Many of its buildings, constructed a century or more ago, have been renovated and restored to their former glory. Others are being renovated or scheduled for future work. A historic walking/riding tour, with descriptive guide brochures has been established.

The City joined the Main Street program in 2011. In 2013, the Main Street program joined with the Chamber of Commerce to become Future Omro. In 2014, the design committee of Future Omro began working toward further beautification of the downtown and signage. Future Omro is currently working to complete the designation of the downtown as a Historical District as well as renovations to the Historical Museum and Masonic Lodge. Through projects such as these, Omro shows it is a City that respects its past, while moving toward the future. The City should

continue to invest in local community development program efforts and chamber related activities through staffing or other partnerships.

Population Characteristics

The City of Omro experienced significant growth in population between 1970 and 1980 and again between 1990 and 2010 (see Table 1). The population increased by 422 persons or 18% from 1970 to 1980, 341 persons or 12% from 1990 to 2000 and 340 person or 10.7% from 2000 to 2010. The City of Omro WDOA population estimate for 2018 is 3559.

Between 2000 and 2010, population growth in the City of Omro (10.7%) increased at a faster rate than Winnebago County (6.5%), and the state (6.0%), but lagged slightly behind the towns of Omro (12.9%) and Algoma (19.6%). According to the Wisconsin Department of Administration, between 2010 and 2014, while the City of Omro's population growth is estimated to be increasing, the rate of increase has slowed to less than one percent (0.3%). This is slightly less than estimates for the towns of Omro (1.2%) and Algoma (0.9%), the Village of Winneconne (0.9%), Winnebago County (0.7%) and Wisconsin (0.8%). (See Table 1)

Table 1 Population Change, 1980 to 2018

Year	C. Omro	T. Omro	T. Algoma	V. Winneconne	Winnebago County	Wisconsin
1980	2,763	1,684	3,249	1,935	131,772	4,705,642
1990	2,836	1,616	3,492	2,059	140,320	4,891,769
2000	3,177	1,875	5,702	2,401	156,763	5,363,675
2010	3,517	2,116	6,822	2,383	166,994	5,686,986
2018 (est.)	3,557	2,287	6,956	2,447	170,025	5,816,231
Percent Change						
1980 to 1990	2.6%	-4.0%	7.5%	6.4%	6.5%	4.0%
1990 to 2000	12.0%	16.0%	63.3%	16.6%	11.7%	9.6%
2000 to 2010	10.7%	12.9%	19.6%	-0.7%	6.5%	6.0%
2010 to 2018	1.1%	8.1%	2.0%	2.7%	1.8%	2.3%

Source: U.S. Census 1980, 1990, 2000, 2010, WDOA Final Estimates, 2018

All jurisdictions are becoming more diverse as the percentage of whites continues to decline (Table 2). However, the City of Omro continues to be the least diverse, with non-whites comprising only about 3.4 percent of the population in 2010. In comparison, non-whites comprise 13.8 percent of the population in Wisconsin. African American (0.7%) saw the largest racial increase in the City of Omro between 2000 and 2010. Hispanics and Latino's made up just over 3 percent of the population in the City of Omro (3.3%) and the Winnebago County (3.5%) in 2010.

Table 2 Population Race and Ethnicity, 2000 and 2010

	City of Omro				Winnebago County				Wisconsin			
	2000		2010		2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
White	3,113	98.0%	3,398	96.6%	148,900	95.0%	154,445	92.5%	4,773,553	89.0%	4,902,067	86.2%
African American	6	0.2%	23	0.7%	1,729	1.1%	2,975	1.8%	300,355	5.6%	359,148	6.3%
American Indian - Alaskan Native	7	0.2%	16	0.5%	781	0.5%	1,036	0.6%	49,661	0.9%	54,526	1.0%
Asian or Pacific Islander	4	0.1%	6	0.2%	2,480	1.6%	3,880	2.3%	84,654	1.6%	131,061	2.3%
Other Race	26	0.8%	52	1.5%	1,192	0.8%	2,188	1.3%	84,281	1.6%	135,867	2.4%
Two or More Races	21	0.7%	22	0.6%	1,681	1.1%	2,470	1.5%	71,171	1.3%	104,317	1.8%
Total Persons	3,177	100%	3,517	100%	156,763	100%	166,994	100%	5,363,675	100%	5,686,986	100%
Hispanic or Latino	88	2.8%	116	3.3%	3,065	2.0%	5,784	3.5%	192,921	3.6%	336,056	5.9%

Source: U.S. Census 2000, 2010, DP01

The population of all jurisdictions is getting older (Table 3). The median age for the City of Omro (37 and 38.8) is higher than Winnebago County (35.4 and 37.9) and the state (36 and 38.5) in both 2000 and 2010. In 2000, the 35 to 44 age cohort garnered the largest share of the population in all jurisdictions, while in 2010; the 45 to 54 age cohort had the largest share. Similarly, most age cohorts starting with the 45 to 54 age cohort saw an increase in the share of population between 2000 and 2010 for all three jurisdictions.

Of note, is the City recognition by the University of Wisconsin Collaborative Extension researchers as a "Gain/Maintain" municipality. The recognition is based on the ability to draw and sustain the demographically significant age-cluster within 20-39. The Cities demographic structure is consistent with trends which would make Omro a bedroom community to Oshkosh and the Fox River Valley. This association with neighboring metro area could distinguish the City as a tourist/recreation hub and target for more dynamic business and residential growth.

Table 3 Age Distribution, 2000 and 2010

	City of Omro				Winnebago County				Wisconsin			
	2000		2010		2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
< 10 years old	443	13.9%	450	12.8%	19,759	12.6%	19,810	11.9%	721,824	13.5%	727,060	12.8%
10 - 19	452	14.2%	510	14.5%	23,195	14.8%	22,005	13.2%	810,269	15.1%	775,136	13.6%
20 - 24	138	4.3%	166	4.7%	12,882	8.2%	14,187	8.5%	357,292	6.7%	386,552	6.8%
25 - 34	432	13.6%	466	13.2%	21,459	13.7%	21,920	13.1%	706,168	13.2%	721,694	12.7%
35 - 44	511	16.1%	499	14.2%	26,136	16.7%	21,429	12.8%	875,522	16.3%	725,666	12.8%
45 - 54	407	12.8%	526	15.0%	20,832	13.3%	25,560	15.3%	732,306	13.7%	873,753	15.4%
55 - 59	173	5.4%	233	6.6%	7,060	4.5%	11,041	6.6%	252,742	4.7%	385,986	6.8%
60 - 64	112	3.5%	154	4.4%	5,777	3.7%	8,706	5.2%	204,999	3.8%	313,825	5.5%
65 - 74	217	6.8%	256	7.3%	9,862	6.3%	11,159	6.7%	355,307	6.6%	400,496	7.0%
75 - 84	200	6.3%	174	4.9%	6,997	4.5%	7,576	4.5%	251,621	4.7%	258,313	4.5%
> 85 years old	92	2.9%	83	2.4%	2,804	1.8%	3,601	2.2%	95,625	1.8%	118,505	2.1%
Total Population	3,177	100%	3,517	100%	156,763	100%	166,994	100%	5,363,675	100%	5,686,986	100%
Median Age	37		38.8		35.4		37.9		36		38.5	

Source: U.S. Census 2000, 2010, DP01

Income Characteristics

According to the American Community Survey, 2009-2013 5-Year Estimates, the median household income and the median family income in the City of Omro ($44,880 and $61,076) was less than the median incomes in Winnebago County ($51,010 and $66,466) and the State ($52, 413 and $66,534). (See Table 4) Within the City of Omro, the median household income decreased by about one percent (0.7%) between 2000 and 2009-2013 5-Year Estimates, while the median family income increased by 17.1 percent. However, it is important to mention that because of sample size the margin of error is large for the City of Omro and therefore the data may be less reliable.

About a quarter and the largest share of household income (22.5%) in the City of Omro, according to the 2009-2013 5-Year Estimates fell within the $35,000 to $49,999 category (Table 5). This was lower than 2000, when about a third of household incomes within the City were between $50,000 and $74,999. This decrease is reflected in the drop in median household income. In comparison, about a fifth or the largest share of household income in Winnebago County and the state fell in the $50,000 to $74,999 range according to the 2009-2013 5-Yr Estimates.

Table 4 Median Income, 1999 and 2009-2013 ACS 5-Yr Estimates

	Median Household Income				Median Family Income			
		2009-2013 5-Yr Est.				2009-2013 5-Yr Est.		
	1999	Estimate	MOE +/-	Percent Change, 1999 to 2009-2013	1999	Estimate	MOE +/-	Percent Change, 1999 to 2009-2013
C. Omro	$45,208	$44,880	$5,058	-0.7%	$52,143	$61,076	$10,311	17.1%
Winnebago County	$44,445	$51,010	$970	14.8%	$53,932	$66,466	$1,547	23.2%
Wisconsin	$43,791	$52,413	$173	19.7%	$52,911	$66,534	$307	25.7%

Source: U.S. Census 2000, STF3A, 2009-2013 American Community Survey 5-Year Estimates, DP03

Table 5 Household Income, 1999 and 2009-2013 ACS 5-Yr Estimates

	City Omro					Winnebago County					Wisconsin				
	1999		2009-2013 5-Yr Est.			1999		2009-2013 5-Yr Est.			1999		2009-2013 5-Yr Est.		
	No.	%	Est.	MOE +/-	%	No.	%	Est.	MOE +/-	%	No.	%	Est.	MOE +/-	%
< $10,000	86	6.9%	49	+/-46	3.4%	3,380	5.5%	3,685	+/-333	5.4%	148,964	7.1%	137,450	+/-2,223	6.0%
$10,000 to $14,999	71	5.7%	117	+/-90	8.1%	3,228	5.3%	3,617	+/-381	5.3%	121,366	5.8%	121,727	+/-1,870	5.3%
$15,000 to $24,999	165	13.2%	186	+/-86	12.9%	8,122	13.3%	7,891	+/-609	11.6%	264,897	12.7%	251,043	+/-2,345	11.0%
$25,000 to $34,999	177	14.2%	151	+/-84	10.5%	8,598	14.1%	7,589	+/-429	11.1%	276,033	13.2%	246,907	+/-2,638	10.8%
$35,000 to $49,999	179	14.3%	325	+/-100	22.5%	11,297	18.5%	10,516	+/-599	15.4%	377,749	18.1%	334,469	+/-2,703	14.6%
$50,000 to $74,999	395	31.6%	285	+/-120	19.8%	14,988	24.5%	14,428	+/-614	21.2%	474,299	22.7%	453,672	+/-3,389	19.8%
$75,000 to $99,999	129	10.3%	184	+/-72	12.8%	6,679	10.9%	8,926	+/-557	13.1%	226,374	10.9%	307,662	+/-3,096	13.4%
$100,000 to $149,999	41	3.3%	130	+/-56	9.0%	3,265	5.3%	7,908	+/-436	11.6%	133,719	6.4%	285,744	+/-2,816	12.5%
$150,000 to $199,999	4	0.3%	16	+/-25	1.1%	769	1.3%	1,960	+/-236	2.9%	30,598	1.5%	82,188	+/-1,746	3.6%
$200,000 or more	3	0.2%	0	+/-9	0.0%	854	1.4%	1,620	+/-210	2.4%	32,305	1.5%	67,470	+/-1,448	2.9%
Total Households	1,250	100%	1,443	+/-159	100%	61,180	100%	68,140	+/-609	100%	2,086,304	100%	2,288,332	+/-6,551	100%

Source: U.S. Census 2000, STF3A, 2009-2013 American Community Survey 5-Year Estimates, DP03

Table 6A Poverty Status, Total Persons - 1999 and 2009-2013 ACS 5-Yr Estimates

	Total Persons			Total Persons Below Poverty Level					
	1999	2009-2013 5-Yr Est.		1999		2009-2013 5-Yr Est.			
	No.	Estimate	MOE +/-	No.	Percent	Estimate	MOE +/-	Percent	MOE +/-
C Omro	3,133	3,467	+/-59	93	3.0%	309	+/-240	8.9%	+/-7.0
Winnebago County	148,696	158,681	+/-578	9,940	6.7%	19,475	+/-1,290	12.30%	+/-0.8
Wisconsin	5,211,603	5,554,566	+/-1,358	451,538	8.7%	723,730	+/-9,275	13.00%	+/-0.2

Source: U.S. Census 2010 SF 3, 2009-2013 American Community Survey 5-Yr Estimate, S1701

The percent of persons below the poverty level increased in all jurisdictions between 1999 and 2009-2013 5–Year Estimates (Table 6A). Within the City of Omro, while the share of people below the poverty level increased from about 3 percent in1999 to about 8.9 percent in 2009-2013 5-Year Estimates, fewer people were below the poverty level in the City as compared to Winnebago County and Wisconsin. The share of families below the poverty level also increased for all three jurisdictions during this time period. Similarly, the share of families below the poverty level were less in the City of Omro than in Winnebago County and the state (Table 6B). However, again it is important to note, that the margin of error for the City of Omro is larger and therefore the data is less reliable for the City than the other jurisdictions.

Table 6B Poverty Status, Total Families - 1999 and 2009-2013 ACS 5-Yr Estimates

	Total Families			Total Families Below Poverty Level			
	1999	2009-2013 5-Yr Est.		1999		2009-2013 5-Yr Est.	
	No.	Estimate	MOE +/-	No.	Percent	Percent	MOE +/-
C Omro	856	893	+/-77	13	1.5%	5.2%	+/-5.3
Winnebago County	39,788	41,058	+/-827	1,517	3.8%	7.4%	+/-0.8
Wisconsin	1,395,037	1,469,143	+/-5,968	78,188	5.6%	8.8%	+/-0.2

Source: U.S. Census 2010 SF 3, 2009-2013 American Community Survey 5-Yr Estimate, S1702

Education Characteristics

According to the 2009-2013 5-Year Estimates, more people are graduating from high in all three jurisdictions (Table 7). Although the number of people over the age of 25 who graduated from high school in the City of Omro lagged behind the county and state. Per the 2009-2013 5-Year Estimates, 85 percent of people over 25 graduated from high school in the City compared to 91.1 percent of people in Winnebago County and 90.4 percent of people in the state.

Table 7 Educational Attainment, 2009-2013 ACS 5-Yr Estimates

		C. Omro		Winnebago County		Wisconsin	
		2000	2009-2013 5-Yr Est.	2000	2009-2013 5-Yr Est.	2000	2009-2013 5-Yr Est.
Less 9th Grade	Number	160	157	4,129	2,832	186,125	128,163
	MOE	-	+/-80	-	+/-404	-	+/-2,117
9th - 12th Grade, No Diploma	Number	269	197	9,738	7,184	332,292	238,713
	MOE	-	+/-85	-	+/-462	-	+/-3,418
High School Graduate	Number	819	867	37,849	38,878	1,201,813	1,256,845
	MOE	-	+/-210	-	+/-1,105	-	+/-6,812
Some College, No Degree	Number	416	432	19,437	23,338	715,664	809,942
	MOE	-	+/-144	-	+/-874	-	+/-4,481
Associate Degree	Number	162	373	6,914	10,983	260,711	367,424
	MOE	-	+/-126	-	+/-639	-	+/-3,635
Bachelor's Degree	Number	265	252	16,462	19,963	530,265	679,310
	MOE	-	+/-104	-	+/-845	-	+/-5,392
Grad or Prof. Degree	Number	98	86	6,566	8,446	249,005	347,418
	MOE	-	+/-60	-	+/-455	-	+/-4,053

Source: U.S. Census 2000 DP-2 SF 3, 2009-2013 ACS 5-Year Estimate, DP02

Population and Household Projections

The Wisconsin Department of Administration (WDOA) prepares population projections for Wisconsin municipalities (Table 8). The last projection was made in 2013 and is based on the 2010 U.S. Census. According to the WDOA, the population of the City of Omro is expected to increase by about 17.7 percent from 3,517 in 2010 to 4,140 in 2040. This rate of increase is similar to Winnebago County (15.7%) and the state (14.1%) but lags behind the towns of Omro (25%) and Algoma (42.6%).

Table 8 Population Projections, 2010 – 2040

Year	C. Omro	T. Omro	T. Algoma	V. Winneconne	Winnebago County	Wisconsin
2010	3,517	2,116	6,822	2,383	166,994	5,686,986
2018 (est.)	3,557	2,287	6,956	2,447	170,025	5,816,231
2015	3,575	2,175	7,150	2,410	169,925	5,783,015
2020	3,740	2,300	7,770	2,495	177,050	6,005,080
2025	3,885	2,415	8,360	2,550	183,230	6,203,850
2030	4,020	2,520	8,925	2,600	188,680	6,375,910
2035	4,100	2,595	9,375	2,620	191,710	6,476,270
2040	4,140	2,645	9,730	2,615	193,130	6,491,635
Percent Change						
2010 to 2015	1.6%	2.8%	4.8%	1.1%	1.8%	1.7%
2015 to 2020	4.6%	5.7%	8.7%	3.5%	4.2%	3.8%
2020 to 2025	3.9%	5.0%	7.6%	2.2%	3.5%	3.3%
2025 to 2030	3.5%	4.3%	6.8%	2.0%	3.0%	2.8%
2030 to 2035	2.0%	3.0%	5.0%	0.8%	1.6%	1.6%
2035 to 2040	1.0%	1.9%	3.8%	-0.2%	0.7%	0.2%

Source: WDOA, Wisconsin Demographic Services Center, 1/1/2014 Final Estimates and Vintage 2013 Population Projections

The number of households is expected to increase as the population increases (Table 9A). Nonetheless, the household size is expected to decrease as the population continues to age (Table 9B). Within the City of Omro, the number of households is expected to increase by 22.8 percent from 1,419 in 2010 to 1,743 in 2040. During this same time period, household size is expected to decline from 2.43 people per household to 2.33. The rate of increase in the number of households is expected to outpace the Village of Winneconne (8.8%), Winnebago County (20.2%) and the state (22.4%) and lag behind the towns of Omro (30.5%) and Algoma (49%).

Table 9A Household Projections, 2010 – 2040

Year	C. Omro	T. Omro	T. Algoma	V. Winneconne	Winnebago County	Wisconsin
2010	1,419	825	2,453	1,027	67,875	2,279,768
2015	1,457	856	2,595	1,048	69,784	2,371,815
2020	1,534	911	2,839	1,093	73,211	2,491,982
2025	1,605	963	3,076	1,124	76,221	2,600,538
2030	1,671	1,012	3,306	1,154	78,920	2,697,884
2035	1,718	1,051	3,501	1,173	80,713	2,764,498
2040	1,743	1,077	3,654	1,177	81,611	2,790,322
Percent Change						
2010 to 2015	2.7%	3.8%	5.8%	2.0%	2.8%	4.0%
2015 to 2020	5.3%	6.4%	9.4%	4.3%	4.9%	5.1%
2020 to 2025	4.6%	5.7%	8.3%	2.8%	4.1%	4.4%
2025 to 2030	4.1%	5.1%	7.5%	2.7%	3.5%	3.7%
2030 to 2035	2.8%	3.9%	5.9%	1.6%	2.3%	2.5%
2035 to 2040	1.5%	2.5%	4.4%	0.3%	1.1%	0.9%

Source: WDOA, Wisconsin Demographic Services Center, 1/1/2014 Final Estimates and Vintage 2013 Population Projections

Table 9B Persons/Household Projections, 2010 – 2040

Year	C. Omro	T. Omro	T. Algoma	V. Winneconne	Winnebago County	Wisconsin
2010	2.43	2.56	2.78	2.32	2.34	2.43
2015	2.41	2.54	2.75	3.00	2.32	2.38
2020	2.39	2.52	2.73	2.28	2.30	2.35
2025	2.37	2.51	2.71	2.27	2.29	2.32
2030	2.36	2.49	2.70	2.25	2.28	2.30
2035	2.34	2.47	2.67	2.23	2.26	2.28
2040	2.33	2.46	2.66	2.22	2.25	2.26

Source: WDOA, Wisconsin Demographic Services Center, 1/1/2014 Final Estimates and Vintage 2013 Population Projections

A key factor in planning for the future growth of a community is household projections. The projections are an important part of determining the amount of land that will be needed for future residential development. Tables 9A & 9B show that while the number of households is projected to increase, the number of persons per household is expected to decrease. What this means is that more single, two-family, or multi-family housing units will be needed to accommodate the projected growth in population than if the number of persons per household would stay the same or increase over the same period of time.

Major Findings and Recommendations

- The change in the population of the City of Omro and adjacent municipalities is historically related to the strength of the economy. The weak economy experienced in the 1980s and the strong economy in the 1990s is reflected in the percentage change in the population of the City of Omro as well as in other cities and towns. The impacts of the 2008 Recession were felt in most communities as well. The City of Omro was no different in that new housing development slowed considerably reducing population growth.
- A change in housing preferences is occurring showing an increased demand for multi-family type housing as Baby Boomers downsize and Millennials wait to enter the home ownership market.
- With a strong increase in population in the 1990s came the beginnings of a change in the racial and ethnic make-up of the City of Omro. The 2000 Census, which was the first in which the Hispanic or Latino ethnic option was provided, shows that nearly three (3) percent of the people living in the City of Omro selected that option. A similar experience was noted at the county and state level. This trend continued through the 2010 Census.
- Data suggests that Median Household Income in the City of Omro is lagging behind Winnebago County and the State of Wisconsin.
- Modest population growth is projected for the City of Omro over the next 20 years. The fact that the 2018 WDOA population estimate is not keeping pace with the earlier WDOA projection confirms this trend.
- A projected decrease in household size means more housing units will be needed than if the household size had stayed the same. In general terms, it will take more housing units to accommodate even modest population growth. This trend supports the growing interest in the need for multi-family development.

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Agricultural, Natural & Cultural Resources

Agricultural Resources

The conversion of agricultural lands into other land uses has long-term economic implications as well as environmental effects. Agricultural land generally requires very little from a municipality in terms of services. Once developed, the demand for services increases dramatically.

The two major current growth areas in Omro are on the east side, north and south of STH 21. Growth to the north is primarily residential with commercial along STH 21. Commercial and industrial development is the primary driver of growth south of STH 21. Both are resulting in the conversion of agricultural land to more intensive uses.

However, it should be noted that the "Local Foods Movement" does create a more localized need for sustainable agriculture. Cities like Omro provide great venues for Farmer's Markets which brings the community populous together. Thus, the roll of local agriculture is important to the overall fabric of the community.

Natural Resources

The natural resource base of the city is an important factor in the potential physical and economic uses of the land. The management and preservation of these resources are important for sustaining economic uses of the land and maintaining the quality of life enjoyed by the city residents. Environmental characteristics, including topography, drainage patterns, floodplains, wetlands and soil properties are among the features that determine whether or not an area is suitable for a specific type of development. Development in wetlands or woodland areas can destroy the important environmental benefits these areas provide to the community including, for example, the filtering of stormwater runoff and the provision of habitat for wildlife.

Water Features

There are numerous restrictions associated with the development of property near, or adjacent to, water features that cannot be covered in detail in this plan. It is highly recommended that the various agencies mentioned in this section be contacted prior to undertaking this type of development, and that the applicability of the various regulations be determined through field verification. Map 2 shows the most water features within the City.

Watershed

The City of Omro is located in the Fox River/Rush Lake Watershed of the Upper Fox River Basin in Winnebago County. At approximately 125 square miles in size, the Fox River/Rush Lake Watershed is easily the largest in the county. Within this watershed the communities of Omro, Waukau, Eureka, Pickett, and Rush Lake can be found. The Fox River Watershed portion of the watershed, in which Omro is located, covers approximately 20.6 square miles of Winnebago County. The primary land-use of this area is agricultural, being split between dairies and cash grain farms. There are also extensive areas of wetland within the watershed, primarily in the flood

plain of the river. Many of these wetlands are crucial spawning areas for walleye and northern pike.

The nonpoint sources of pollution in this watershed are agriculturally related, with upland erosion being the primary source of sediment. Average soil erosion rates for the watershed are in excess of 3 tons/acre/year. There are also several animal lots that annually contribute nutrients to runoff. The Winnebago County Land and Water Resources Plan contains two goals and objectives that are aimed at reducing urban sediment and phosphorus loading. This plan will incorporate these goals and objectives.

Surface Water and Stream Corridors

Surface water and stream corridors play an important role in the City of Omro. The Fox River is the dominant surface water feature in the City of Omro, and provides both recreational opportunities as well as a visual focal point for the community. The city also has several stream corridors that are unnamed intermittent tributaries, and serve as natural channels for stormwater runoff to the Fox River (see Map 2).

The City of Omro's Shoreland-Wetland Zoning Ordinance regulates the use of all wetlands in the city which are five acres or more and are shown on the Wisconsin Final Wetland Inventory Map, are within one thousand (1,000) feet from the ordinary high water mark of navigable lakes, ponds or flowages, and are within three hundred (300) feet of the ordinary high-water mark of navigable rivers or streams, or to the landward side of the floodplain, whichever distance is greater.

The State of Wisconsin prohibits in unincorporated areas the construction of buildings and structure including paving within 75 feet of the Ordinary High-Water Mark of a navigable body of water. If the City of Omro would annex land where this regulation is in effect, the regulation would remain in effect.

The protection of the Fox River and the stream corridors is extremely important. Active use of the Fox River brings in recreation and tourism dollars to the community. The view from riverfront land draws home construction and tax base to the community. Most of the frontage along the Fox River is privately owned. Several of the community's parks enjoy riverfront access and views.

Floodplains

The floodplain of the Fox River in the City of Omro is relatively close to the banks of the Fox River, with one exception. That exception is a portion of the floodplain that extends southeast from the Fox River across Lincoln Avenue to both north and south of STH 21 (see Map 2). Cities are required to adopt a floodplain zoning ordinance. The City of Omro's Floodplain Ordinance is designed to help protect the natural resources within the floodplain from development, and existing development in the floodplain from damages that can be caused by flooding.

Floodplains provide several important functions. They store floodwaters, reduce the amount of floodwater downstream, and reduce flood peaks. Floodplains also play a role in ground water recharge, fish and wildlife habitat, and water quality.

Winnebago County has developed a Natural Hazard Mitigation Plan. This was the first step in making flood prone areas in the county eligible for the State of Wisconsin's Hazard Mitigation Grant Program. The plan identifies structures that are in the floodplain, the potential impact of a

100-year flood on the structures, and actions and strategies to mitigate damages. Here is a link to Winnebago County web site where the plan may be found:

www.co.winnebago.wi.us/EmergencyMgt/EmerMgtIndex.asp

Wetlands

The City of Omro has several areas of wetlands, as mapped by the Wisconsin Department of Natural Resources on its Wisconsin Wetland Inventory Maps (see Map 2). The major areas are on the north side of the Fox River around the STH 21 bridge, the Fox and Hounds Park area east to Hawthorne Drive, and an area extending north from the end of E. River Drive.

The State of Wisconsin defines wetlands as those natural areas where water is at, near, or above the land surface long enough to be capable of supporting aquatic vegetation, and which have soils indicative of wet conditions. Protection of wetlands in the city is important since they serve several vital environmental functions including flood control, water quality improvement, groundwater recharge and providing habitat for fish, birds and other wildlife.

The City of Omro's Shoreland-Wetland Zoning Ordinance describes permitted uses of wetlands, some of which include development of public and private parks and the cultivation of agricultural crops. The ordinance applies to wetlands that are five acres or larger, shown on the Wetland Inventory.

The DNR has authority over all wetlands. The U.S. Corps of Engineers has authority over the placement of fill materials in virtually all wetlands. The U.S. Department of Agriculture incorporates wetland preservation criteria into its crop price support program. In general, the most restrictive regulations apply in a situation where development is being proposed.

Groundwater

Groundwater is an invisible, yet very important resource. Any number of activities including failing septic systems, use of pesticides and insecticides, underground storage tanks, and spills of chemicals can affect the quality of groundwater. While groundwater quality is an issue that has been addressed for decades, the quantity of groundwater has only recently been identified as a concern. As the demand on groundwater aquifers has increased due to development, the level of groundwater has been dropping, requiring wells to be drilled deeper and deeper. This is not a local issue, but a regional issue that will require many units of government to come to together to address.

Another area of concern is the interrelationship between shallow ground water levels and development. 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 the building foundations.

Most of the City of Omro north of the Fox River is not characterized by high ground water levels. On the south side of the Fox River there is a band of high groundwater that begins near Quincy Avenue just south of Main Street and continues to the southwest to the city limits and beyond. High groundwater is also found on the west end of the downtown. The largest area of high groundwater is in the southeastern portion of the city and encompasses the industrial park, existing residential areas and area that are currently farmed or are vacant.

In deciding where to encourage future development, groundwater levels should be considered. Where development does occur in areas of high groundwater, mitigation measures should be considered to help maintain and improve water quality and to help mitigate the impact of high groundwater on structures.

Water Supply and Wellheads

The City of Omro's water supply comes from two wells, one at 333 West Main Street, and a second well at 405 Madison Street. The Omro Water System Evaluation done in 2011 recommends a 3rd well be placed on the North side of the river due to the age of these two wells. In 2018, the City undertook a study and identified a location for a third well (See Map 6 for location). A test well is being studied for combined radium, manganese and iron. Should the study come back favorable, the well will be constructed through coordination with the WDNR, grant requirements and rate approvals by the Public Service Commission. The well should be online by 2019. The City 10 Year Capital Improvement Plan calls for a study on this well starting in 2015. There are several private wells in the city. When properties with private wells are put up for sale, the City encourages the property owner to properly abandon the well. Inspections are made to ensure there are no cross connections between the private well and the public water supply.

There are some concerns with ground water quality due to potential high levels of arsenic in the St. Peter Sandstone. Portions of the City of Omro lie within an Arsenic Advisory Area, which is a five-mile boundary surrounding the St. Peter Sandstone (see Map 3). Wells drilled in the Arsenic Advisory Area have the potential to produce water contaminated with arsenic. The Wisconsin DNR has provided well drilling firms with guidance on how to construct wells in order to avoid arsenic contaminated groundwater. However, there are no guarantees that wells constructed according to the advisory recommendations will contain no arsenic. While both of the City's wells are below the St. Peter Sandstone, this is an issue that should be monitored. Likewise, testing for combined radium should also occur on any future test wells.

The federal Safe Drinking Water Act (SDWA) was amended in 1986 to include a nationwide program to protect groundwater used for public water supplies. The amendment established wellhead protection (WHP) programs. The goal is for communities to prevent the contamination of their wells by delineating and protecting the land area that contributes water to their wells.

Under the requirements of section NR 811.16(5), Wisconsin Administrative Code, all new municipal wells installed after May 1, 1992, must have a Department of Natural Resources approved wellhead protection plan (WHP) prior to placing the well into service. The City has developed a wellhead protection plan.

More information on wellhead protection is available at:

www.dnr.state.wi.us/org/water/dwg/gw/Wellhead.HTM

Stormwater, Erosion and Nonpoint Source Pollution

As growth continues to occur in the City of Omro with the construction of buildings, streets and parking areas, the management of the stormwater that flows from these impervious surfaces takes on additional importance. The ability of the land to absorb the runoff diminishes and the need to control and direct the runoff becomes essential. During the conversion of the land from a natural state to a developed state, soil erosion becomes a concern.

Several actions can be taken to mitigate the negative effects. One is to require remedial actions by contractors to control erosion during construction. A second action is to design into a commercial or residential project the management of stormwater runoff. Another action municipalities have taken is to form a Stormwater Utility to plan, construct and finance stormwater retention ponds and basins. The State of Wisconsin is addressing phosphorus levels in the water systems that may affect both stormwater and wastewater regulations in the near future.

Soils and Geology

Soils provide the physical base for urban development. Knowledge of the limitations and potentials of the soil types is important in considering the construction of buildings, the installation of utilities, or other uses of the land. Some soils exhibit characteristics such as slumping, compaction, and erosion, which place limits on development. Severe soil limitations do not necessarily indicate areas that cannot be developed, but rather indicate that more extensive construction measures may be necessary to prevent environmental and/or property damage. Such techniques increase the cost of utility installation and land development.

According to the Soil Survey of Winnebago County, prepared by the Natural Resources Conservation Service of the United States Department of Agriculture, there are two major soil associations in the City of Omro. These are the Kewaunee-Manawa-Hortonville association and the Zittau-Poygan association. The Kewaunee-Manawa-Hortonville soils are the dominant soils association group in Omro. These soils are found on glaciated uplands where the soils form a thin layer of sandy or silty windblown material over reddish glacial till, which are loamy to clay type subsoils. This association generally has high water tables and is moderately drained. Kewaunee soils are moderately well-drained with moderately slow permeability. Manawa soils are somewhat poorly drained and are slowly permeable. Hortonville soils are usually well-drained and moderately permeable. By contrast the Zittau-Poygan association is found along the Fox River, in areas north and west of STH 116, and in the southeastern portion of the city. These soils are characterized by poor drainage and fairly level to gentle slopes. They have a clay composition subsoil underlain by sandy materials. Typically, these soils have severe limitations for building development.

Where the potential is Very Low, one or more soil properties or site features are so unfavorable or difficult to overcome that a major increase in construction effort, special design, or intensive maintenance is required. Medium is where soil properties and site features are unfavorable, but the limitations can be overcome or minimized by special planning and design. The best potential or Very High is where soil properties generally are favorable and that limitations are minor and easily overcome.

There are no areas of high bedrock in the City of Omro.

Woodlands

There are several large areas of woodlands in the City of Omro as well as several wooded areas that run along property lines adjacent to undeveloped land. The Omro School forest is located east of the Middle School along Fox Trail and contains a mixture of upland tree varieties. Considerable tree cover is also found along the north bank of the Fox River within the bounds of the Fox and Hounds Park. Woodlands provide both aesthetic and practical benefits, such as wildlife habitat, and should be preserved whenever possible.

Environmentally Sensitive Areas

The East Central Wisconsin Regional Planning Commission (ECWRPC) identifies environmentally sensitive areas as part of its regional land use and water quality planning process. Environmentally sensitive areas are those where development should be limited, and are comprised of the following:

- Lakes and streams shown on the United States Geographic Survey maps
- Wetlands shown on the Wisconsin Department of Natural Resources Wisconsin Wetland Inventory Maps
- Floodways as delineated on the official Federal Emergency Management Administration (FEMA) Flood Boundary and Floodway Maps

In addition to the designations of environmentally sensitive, other areas with natural characteristics that could impact environmental quality or development potential have been identified by ECWRPC. These are said to have "limiting environmental conditions," and include areas with seasonal high groundwater (within one foot of the surface), floodplain areas, and areas with steep slopes (12 percent or greater).

Unlike the environmentally sensitive areas, development is not excluded from land with "limiting environmental conditions." The primary purpose for identifying these areas is to alert communities and potential developers of environmental conditions, which should be considered prior to the development of such areas. For exact locations of ESA's, contact the ECWRPC.

Metallic and Nonmetallic Mineral Resources

While the City of Omro does not have any metallic or nonmetallic mining sites within the city limits, it does have a nonmetallic mining ordinance.

There are several nonmetallic mining sites in the Town of Omro, which is noted for its resources of sand and gravel. The sites provide an excellent supply of materials for roads and building construction at a reasonable cost

Wildlife Habitat and Threatened and Endangered Species

Information on threatened and endangered species is available from the Wisconsin Department of Natural Resources at the following web site:
www.dnr.state.wi.us/org/land/er/

Information on the locations and status of rare species, natural communities, and natural features is available from the Wisconsin Department of Natural Resources at the following web site:

www.dnr.state.wi.us/org/land/er/nhi/NHI_IMS/onlinedb.htm

The information is available only at the county level. It is recommended that landowners and developers consult this web site for information on habitat and species that may affect their property. Available at the web site are the Natural Heritage Inventory County maps, which were developed by the Endangered Resources Program and are based upon data from the Wisconsin Natural Heritage Inventory. The maps provide generalized information about endangered resources at the section level and are intended for public audiences. The maps are a general reference to identify areas with known occurrences of endangered resources. The NHI County Maps do not identify the specific locations of endangered resources. As such, these maps are appropriate for general planning and assessment purposes only.

Air Quality

The following information is from the Wisconsin Department of Natural Resources:

"A few common air pollutants are found all over the United States. These pollutants can injure health, harm the environment and cause property damage. EPA calls these pollutants criteria air pollutants because the agency has regulated them by first developing health-based criteria (science-based guidelines) as the basis for setting permissible levels. One set of limits (primary standard) protects health; another set of limits (secondary standard) is intended to prevent environmental and property damage. A geographic area that meets or does better than the primary standard is called an attainment area; areas that don't meet the primary standard are called nonattainment areas."

Air quality monitoring stations nearest to the City of Omro are located in Appleton and Oshkosh. Winnebago County currently is an attainment area. It is important that community and business leaders actively take steps to maintain and improve the air quality of Winnebago and surrounding counties.

More information on air quality is available at:

www.dnr.state.wi.us/org/aw/air/index.htm

Cultural Resources

Historical Resources

State and National Register of Historic Places

The State Historical Society of Wisconsin's Division of Historic Preservation (DHP) is the clearinghouse for information relating to the state's cultural resources including its historic buildings and archaeological sites. A primary responsibility of the DHP is to administer the State

and National Register of Historic Places programs. The National Register is the official list of historic properties in the United States that are worthy of preservation. The National Park Service in the U.S. Department of the Interior maintains the program. The State Register is Wisconsin's official listing of state properties determined to be significant to Wisconsin's heritage, and is maintained by the DHP. Both listings include sites, buildings, structures, objects and districts that are significant in national, state or local history, architecture, archaeology, engineering and culture. (For ease of discussion, "National Register" is used generally to refer to both programs. In Wisconsin, if a property is listed on one, then it is typically listed on the other.)

There are three City of Omro listings in the National Register. They are:

- Omro Downtown Historic District – junction of Main Street and Webster Avenue-11 Bldgs.
- Omro High School, Annex, and Webster Manual Training School at 515 S. Webster Street
- Omro Village Hall and Engine House at 144 E. Main Street

The National Register is not a static inventory. Properties are constantly being added and, less frequently, removed. It is therefore important to access the most up-to-date version list of the National Register properties. This can be found at:

www.wisconsinhistory.org/hp/register/

Architecture and History Inventory

In order to determine those sites that are eligible for inclusion on the National Register, the DHP frequently funds historical, architectural, and archaeological surveys of municipalities and counties within the state. A search of the DHP's on-line Architecture & History Inventory (AHI) revealed there are 206 records for the City of Omro.

It is clear that, as is stated in the Vision Statement for the City of Omro, this is a community that celebrates its past. The majority of these properties are in the Omro Downtown Historic District. Inclusion in this inventory conveys no special status, rights, or benefits to owners of these properties. It simply means that some type of information on these properties exists in the collections of the DHP. AHI is primarily used as a research and planning tool for those interested in preserving and rehabilitating older properties.

Like the National Register, AHI is not a static inventory. Properties are constantly being added and, less frequently, removed. It is therefore important to use the most up-to-date list of properties within a given area. This information can be found by contacting the DHP at (608) 264-6500 or at the following web site:

www.wisconsinhistory.org/ahi/

Many of the newer suburbs surrounding large cities are making attempts to create a "Town Center", defined as an area in the community which provides the residents with a sense of history and belonging. Omro is fortunate to have recognized how valuable an asset history is planning for the future growth of a community.

Omro Historic Walking Tour

Beginning on Omro's Main Street, this self-guided tour takes visitors through the town's historic area. The tour may be driven, bicycled or walked. A brochure describes more than 50 historic buildings and sites including businesses, churches, private residences, and schools. Brochures are available at the Future Omro office, as well as City Hall and local businesses. In 2015, Future Omro and the Omro Area Development Corporation updated signage and the brochure.

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 riverfronts, view sheds created by changes in elevation or stream or riverbeds, and other natural features that appeal to the aesthetic nature of people.

The challenge in developing and implementing community design standards and guidelines is that they are 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 developing it for urban use as the community continues to grow.

Issues that need to be addressed through goals, objectives and policies include the protection of environmental corridors including waterfronts, woodlands and wetlands and the review of design, construction, landscaping and lighting of transportation improvements, buildings, parking areas and storage areas.

Opportunities for Improvement

One of the major areas of the built environment that could be improved was abandoned buildings and underutilized sites. Examples included empty commercial buildings and the vacant sites of former businesses and barns and other outbuildings. More active involvement by the City in enforcing possible building code violations should be considered.

A major area was several commercial sites throughout the community where screening of operations and storage would be helpful to present a more attractive appearance. Other areas included the need for sidewalks, trails, and parking to better accommodate pedestrian movement, and the need to make better use of the many empty lots in the mobile home park.

Good Examples of the Built and Natural Environment

Given the community's interest in preserving its historical past, it is not surprising that many of the good examples were of buildings in the downtown historic district and of buildings that have been converted to other uses like, for example, the old high school and annex. Pictures of the numerous park and recreation spaces in the community caught the eyes of the photographers as did the community's public buildings like City Hall, Omro Elementary School, and the new fire station. Other examples included both single and multi-family housing and commercial and industrial buildings. Interestingly enough, several pictures were of areas where future

development must co-exist with the natural beauty of the community in terms of green space and views.

Conclusions

A site plan review process is one way in which the community can encourage and, in some cases, require building locations and scale and landscaping meet standards that have been developed by the community.

With the new Main Street Program; Future Omro, services are available from the Wisconsin Economic Development Corporation to provide downtown building owners with conceptual drawings of their buildings. This, as well as the Future Omro design committee efforts, may be helpful in moving this district in a positive direction.

Major Findings and Recommendations

- Agricultural land within and near the City of Omro will eventually be converted to a more intensive use such as residential, commercial, or industrial.
- Water is a very important resource for the City of Omro. The Fox River is the dominant surface water feature, and provides both recreational opportunities as well as a visual focal point for the community.
- Surface water, stream corridors, floodplains, and wetlands are highly regulated resources. 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.
- Groundwater is the source of water for the residents and businesses in the City of Omro. While there are not any problems currently with groundwater quality, portions of the city are in an Arsenic Advisory Area. Wells in this area have the potential to be contaminated.
- Addressing water quality through the management of stormwater is a priority of federal and state regulators. Consideration should be given to developing a stormwater management plan and possibly forming a stormwater utility.
- Soils and geology in the City of Omro do not present serious obstacles to development. Soils in the southern and eastern portions do provide some limitations. The northern portion of the city generally has good soils for development.
- Woodlands, while not plentiful in the City of Omro, provide both aesthetic and practical benefits and should be preserved whenever possible.
- Environmentally sensitive areas, which are mapped by the East Central Wisconsin Regional Planning Commission as part of the sewer service area planning process, should be preserved from development.
- Federal and state records provide general information on wildlife habitat and threatened and endangered species, and should be consulted as part of the review process for new development projects.

- The City of Omro's government and business leaders should be active in maintaining and improving the quality of the air, and in the political process in which counties are designated as attainment or non-attainment.
- It is clear that, as is stated in the Vision Statement for the City of Omro, this is a community that celebrates its past. This is reflected in the 206 records for the City of Omro in the Architecture & History Inventory for the State of Wisconsin.
- The celebration of the past is linked with plans for the future through the City's commitment to preserving older, historical buildings and encouraging property owners to keep their properties well-maintained.
- It should be noted that the "Local Foods Movement" does create a more localized need for sustainable agriculture. Cities like Omro provide great venues for Farmer's Markets which brings the community populous together. Thus, the roll of local agriculture is important to the overall fabric of the community.

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Transportation

Long-range transportation system planning is needed to promote logical and efficient community development, foster economic development, and ensure safe and efficient movement of vehicular and non-vehicular traffic. Transportation system planning and land use planning must be coordinated given the complex interrelationships between these two elements of community development. For example, the highest and best land use of a specific parcel is determined by a number of factors including (and perhaps most importantly) its location in relation to major transportation facilities.

Transportation system and land use interrelationships are also important from a capital improvement planning perspective. For example, in order to maximize the cost-effectiveness and efficiency of public investments in streets and related infrastructure, it is very important to coordinate land use planning with transportation systems planning. If a community knows which types of land use are proposed for a given area, it can project traffic volumes on streets that serve the area, as well as determine the sewer and water facilities that will be needed to serve the area as it urbanizes.

Transportation Characteristics

Streets and Highways

Classifications

The street and highway system in the City of Omro consists of a principal arterial, minor arterials, a minor collector, and local streets (see Map 4). These classifications are from the Wisconsin Department of Transportation (DOT) 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.

STH 21 is a Principal Arterial. Principal arterials carry traffic that is going through, rather than to, the community and should have limited direct access to adjoining properties.

STH 116 is a Minor Arterial. Minor arterials also carry through traffic and have a higher level of direct access that a principal arterial.

Minor Collector streets in the City of Omro include, CTH "F" as S. Webster Avenue & Poygan Road. Minor collector streets provide access between local streets and both the principal and minor arterials. Harrison Avenue, East Scott Street, and Lincoln Ave are not a collector street according to DOT but technically serve that purpose.

All of the other streets in the City of Omro are Local Streets. Local streets provide direct access to residential, commercial, and industrial uses within the city.

One of the tools available to a community to help in planning for future streets is an official map ordinance and map. The City of Omro has used this tool to map the location of future collector and local streets on the north side of the city. The mapping of the streets provides guidance to

those interested in developing land in that area. Official mapping of streets in the southeastern part of the city should be completed in the area proposed for the expansion of the Omro Industrial Park.

Also, as part of the Comprehensive Outdoor Recreation Plan update process conducted in 2019, public input cited the need for traversable pedestrian routes such as crosswalks across STH 21, especially along the east side of the City. Routing for ATV/UTV use was also mentioned as a potential need.

Traffic Counts

Map 4 shows traffic counts in the City of Omro from 2004 to 2016 as published by the Wisconsin Department of Transportation. Traffic volumes can be used as a tool to determine street improvement priorities.

The highest traffic counts are found on the north and south ends of the USH 21 bridge and through E & W Main St. Interesting is the fact that the counts have actually remained relatively stable since about 2010. In fact, several locations experienced count reductions in 2016. This maybe the result of several factors: 1. The WDOT has invested significantly in the USH 45/10 4-lane project from Oshkosh westward to Stevens Point. This route presents an alternative for pass through travelers. 2. More evidence is suggesting people are driving fewer miles than in the past, especially younger generations such as Millennials. This trend is likely to continue as the percentage of teenagers obtaining their drivers licenses has decreased.

It should be noted that traffic flow through the Omro downtown on STH 21 is not a bad thing. Most downtown businesses cherish the opportunity to provide services to a steady traffic flow. However, the need to monitor safety needs of pedestrians, provide ample parking and traffic calming can provide challenges and with it, the need for unique solutions. The City should continually monitor traffic trends and the need to make proper adjustment to maintain those goals and work closely with the WDOT to achieve acceptable solutions.

The largest increase in counts occurred along STH 116 (Waukau Road/Jefferson Avenue) in the section north to Main Street. Nothing critical at this point but definitely worthy of monitoring.

Traffic counts on the minor collectors indicate that Scott Street is becoming more important as an east-west corridor in the community, paralleling Main Street or STH 21. Factors include the projected increase in residential growth on the south side, the expansion of the industrial park, and people taking Scott Street to avoid traffic on Main Street.

PASER

Another tool available to the City of Omro in determining budget priorities for street construction and repair is PASER (pronounced pacer). PASER is a simplified pavement management program that communities use to evaluate pavement surface condition. The PASER rating reflects the physical condition of the street. The highest possible rating is 10. The streets with a low rating should be the focus of budget decisions made by the City of Omro regarding street repair and maintenance. Weather, especially winter conditions, can have huge impact on annual road repairs. PASER helps monitor those needs.

Trucks

At the present time there are no regional or national trucking companies or services located in the City of Omro. Services are presently provided by various carriers that are located in Oshkosh and the Fox Cities. Truck traffic in the City primarily occurs on STH 21 and is a combination of through traffic and serving firms in the Omro Industrial Park. Both STH 21 and STH 116 are truck routes (See Map 5). Recent WDOT investment in the USH 45/10 4-lane corridor has relieved some truck traffic from the Omro downtown area improving traffic flow and congestion.

Train

There is no freight or passenger railroad service available in or near the City of Omro.

Transit

There is no local bus service provided in the City at the present time. Greyhound service is available in Oshkosh. The growth of private transportation providers such as Uber and Lyft, **and on demand transportation services including as Winnebago Catch-a-Ride and Make the Ride Happen,** have accommodated local travel needs as well. It is anticipated these services will continue and fill a local demand.

Sidewalks

The City of Omro requires developers of residential subdivisions to include sidewalks. The City has included funds in the budget for the construction of sidewalks in existing residential areas where none now exist. The cost of the installation is split between the City (70%) and the property owner (30%).

The vision for the City of Omro includes, *"A safe and efficient system of trails and sidewalks that encourages walking and biking in, and around, the community."* Requiring sidewalks in new subdivisions and having a plan to construct them in older residential areas are two good steps toward that vision.

Multi-Purpose Recreational Trails

The issue of multi-use trails and paths is becoming more important as an alternate transportation mode and a recreational amenity. Groups and governmental agencies are finding that the acquisition, dedication, or official mapping of trails is a very difficult process in existing neighborhoods, and there is a critical need for advance planning of trail locations in future growth areas.

Trails should not only connect residential neighborhoods with parks, schools, shopping, places of employment, and other land uses, but also make connections to longer regional trails. Just like the roadway system has arterial, collector, and local streets, trails could be defined in the same way.

The presence of trails often increases the value of properties adjacent to the corridors, especially those through residential neighborhoods.

Trails also provide a quality of life aspect that is becoming an increasingly important factor in attracting and retaining businesses in a community. Corporations bring jobs to communities and help support other businesses. Additionally, health improvement, due to outdoor exercise, can help control company medical costs in the long run.

By providing safe and pleasant places to walk, bicycle and in-line skate, trails encourage people to use non-motorized means of getting to work, school, play, and shopping, resulting in reduced traffic congestion, noise, and air pollution. The *Wisconsin Bicycle Transportation Plan 2020* states: "the most frequent, comfortable, and practical trips for bicyclists, those under five miles, produce the greatest environmental benefits, since automobile trips under five miles in length are the least fuel efficient and produce the highest emissions per mile."

Trails provide pleasant places for people to walk, run, bicycle, ski, skate, or do other exercises, all of which help control weight, blood pressure and cholesterol levels, builds strength and endurance, and help prevent osteoporosis, diabetes and depression.

Trails can offer more than just the typical health and economic benefits. A trail corridor may be useful as a non-intrusive communications linkage for fiber optic or underground utility systems to enhance communications.

Trails can provide a sense of place and a source of community pride. When integrated with features such as historic sites, commercial or residential areas, and parks, they can improve the overall character of a region. Trail corridors can become outdoor classrooms where children and adults can observe and learn about their natural and cultural environment. Portions of the trail corridor may be also be used for natural resource management and observation, prairie restoration, endangered species protection, and wetland protection where possible.

To help achieve the vision for the community, the City of Omro should consider how trails can be included in areas of new development and added to areas of existing development.

The City shall use the more detailed *City of Omro Comprehensive Outdoor Recreation Plan* (CORP) adopted in 2019 and the recently developed *Winnebago County Bicycle and Pedestrian Trail Plan* as guides to the planning and development of future bike and pedestrian trail opportunities in and adjacent the City.

An example of local success and commitment to the use of trails and bike routes in the City, is the Omro Schools Bike Shop located behind the Omro Middle School. Constructed through the Safe Routes to School grant funding program and collaboration among school and civic parties over a ten-year period, the finished bike shop was finally constructed in 2018. The bike shop was part of an initiative designed to engage students in walking and biking to school through safe transportation routing. The Bike Shop project and trail linkages also emphasize the use of alternative transportation as an attractive feature of the City.

City of Omro trail projects are also guided by the efforts of the City of Omro Bike & Pedestrian Stakeholder Group which works closely with the City Staff on implementing projects.

Air Service

The closest, regularly scheduled air service available to the residents of the City of Omro is at the Appleton International Airport formerly the Outagamie County Regional Airport. It is located in the Town of Greenville on the far west side of the Fox Cities. Encompassing nearly 1,500 acres of land at the intersections of USH 45, STH 96 and CTH CB, the regional airport serves the Fox Cities Metro Area and the surrounding counties with commercial airline service. In addition to the commercial passenger service, air freight, chartered flight service, car rentals and aviation technological services are also provided at the airport.

It is included in the Federal Aviation Administration (FAA) National Plan of Integrated Airport Systems for 2019–2023, in which it is categorized as a non-hub primary commercial service facility. It is the third busiest of eight commercial airports in Wisconsin in terms of passengers served. In 2016 the airport contributed $676 million to the Northeastern Wisconsin economy. In May 2018, Appleton International Airport was the fourth fastest growing airport in the US.

It is the main base of privately owned regional airline Air Wisconsin and was the original home of Midwest Airlines. Midwest Airlines grew out of Kimberly-Clark subsidiary K-C Aviation, which was sold in 1998 to Gulfstream Aerospace, which retains a major facility at the airport, focusing on maintenance and interior completions.

Wittman Regional Airport, located at 525 West 20th Avenue within the city limits of Oshkosh, no longer provides scheduled commercial passenger flights. The airport does provide aircraft rental and charter flights. Every summer during the last week of July, Wittman Regional Airport becomes the busiest airport in the world when the Experimental Aircraft Association (EAA) holds its annual AirVenture convention. This event attracts more than 825,000 visitors and aviation enthusiasts annually.

The airport has 3 flight schools; Aviation Services, Discover Flight, and Fox Valley Technical College. In 2007, a new tower was built that is over twice the height of the old building.

Map 5 shows the location of three private airports and landing strips. In the Town of Omro, there is an air landing strip **(B)** near the intersection of STH 21 and Rivermoor Road. The privately-owned grass landing strip is oriented northeast-southwest and provides a facility for small aircraft to use. The airstrip site is also used as the home base operation for Skydive Adventure Inc., (plane rides and skydiving) which is located at 4028 Rivermoor Road. Another private landing strip is located north of the City east of Ginnow Rd **(A)**. The Oshkosh Sky Ranch Airport **(C)** is located south of the City along CTH E.

Water

Those in need of water transportation for commercial shipping purposes have access to the Port of Green Bay, located in Brown County. These shipping facilities are located along the Fox River near the confluence with the Bay of Green Bay. The Port of Green Bay is located approximately 55 miles northeast of the City of Omro.

Bridges

The only highway bridge in the City of Omro is located at the west end of the city. State highways 21 and 116 cross the Fox River at this location. A pedestrian bridge built on top of the old STH 21 highway bridge abutments is located across the Fox River in the City of Omro's downtown.

Disabled Accessibility

Oshkosh Transit can provide limited transportation services for individuals with disabilities who reside in the City of Omro.

Comparison with Local Transportation Plans

Town of Omro

The City of Omro and the Town of Omro have worked, and continue to work, cooperatively on local transportation linkages and projects as needed.

Winnebago County

The City of Omro should continue to work with Winnebago County on projects as listed and adopted under the 2018-2022 Winnebago County Executive Capital Improvements Program. Projects listed in the 5-year plan schedule are considered based on conditions and circumstances that existed at the time the plan was adopted. Each project is reviewed each year. In other words, projects can change from year to year. Upon review of the plan, no county projects are currently scheduled within the next five years in the City or immediately adjacent.

The Transportation Element of the Winnebago County Comprehensive Plan shows future trails going south from Oshkosh to Fond du Lac, southwest towards Ripon along State Highway 44, and connecting the City of Omro with the Village of Winneconne, generally east of STH 116. Proposed on-road bicycle routes are shown throughout the county, generally following County and Town roads.

However, the City shall use the more detailed *City of Omro Comprehensive Outdoor Recreation Plan* (CORP) adopted in 2019 and the recently developed *Connecting People & Communities: Winnebago County Bicycle & Pedestrian Plan* adopted in 2017 as guides to the planning and development of future bike and pedestrian trail opportunities in and adjacent the City.

Managed snowmobile trails can be viewed by consulting the Winnebago County Snowmobile Alliance Map which is made available on-line.

Regional, State, and Federal

STH 21 Corridor and Bypass

For decades, and within two previous city comprehensive planning efforts, the City of Omro Future Land Use Map showed the location of STH 21 By-Pass around the north side of the City. The

preservation of a future corridor was based on expected increased traffic numbers moving to and from the Oshkosh area and points westward. However, the expected demand for the By-Pass never materialized as projected. Conversations with the Wisconsin Department of Transportation (WDOT) by City Planning Staff indicated WDOT has no viable STH 21 By-Pass planning efforts underway now or even in the foreseeable future which includes their 30-year plan. It also appears the WDOT's revised project initiatives include investment in USH 45 as the primary Oshkosh area west travel corridor linking with the already developed four lane USH 10 corridor.

The STH 21 By-Pass corridor was always reviewed as a local area "game changer" as the City has held the By-Pass corridor as a significant reference point to land use and policy decisions. Some of those decisions involved restrictions to home improvements and even the expansion of accessory structures in hope of minimizing development within the identified corridor area. In addition, the By-Pass Corridor area impacted the ability of land owners to sell property and likely reduced market pricing.

Finally, construction of the STH 21 By-Pass would have presented some difficult environmental challenges especially along the east end of the planned corridor where a bridge would have been required along with the crossing of numerous wetland complexes which would add significant cost to the project not to mention habitat and water quality impacts.

Of great importance, the removal of the STH 21 corridor (a 600' strip of protected land) will allow the City to promote the north side as a residential growth area adjacent to the existing Omro school complex and other amenities. A positive for the Future Land Use Plan moving forward.

STH 116

During 2018, reconstruction of STH 116 from the STH 21 Bridge to Pine Street occurred within the City of Omro. In addition to intersection improvements on the north side of the bridge, water, sewer, storm sewer, sidewalks, and crosswalks were updated as well. Discussions on making this area a round-a-bout were dismissed in favor of the area remaining a lighted intersection due to space needs.

Future Transportation Projects

The WDOT is currently working with the public in an attempt to map the future upgrade of STH 21 between Interstate 41 and Rivermoor Road. However, the area from Rivermoor Road to west of the City is not being studied. The City and Town of Omro must stay abreast of discussions and possible projects within this study area. For example, the reconfiguration of the Rivermoor Road access should be considered a priority as identified on the Future Land Use Map (Map 1).

Bidding for the North Webster Street, Poygan Road, Spruce and Balsam Street construction projects will have occurred in spring 2019. Construction is scheduled to follow based on the contract approval process. Portions of the projects will require some land acquisition.

The Wisconsin Department of Transportation (WisDOT) is planning a resurface-level improvement project along WIS 21 extending from the west Winnebago County line to just

west of WIS 116. This project had previously been scheduled for 2021 but was just recently advanced into 2019.

Work on the project includes:

- Milling and resurfacing of WIS 21
- Placing additional shoulder gravel
- Replacing permanent signing
- New pavement marking

No right-of-way acquisition is involved.

The Wisconsin Department of Transportation (WisDOT) is also planning a resurface-level improvement project along WIS 116 extending from Waukau by Hwy 91 to Hwy 21 in Omro (Main Street). This project had previously been scheduled for 2022 but was just recently advanced into 2019.

Work on the project includes:

- Milling and resurfacing of WIS 116
- Placing additional shoulder gravel
- Minor work at curb ramps from Scott Street to WIS 21 within City of Omro
- New pavement marking

WIS 116 will remain open to traffic during our improvement but it will be restricted to one lane in areas of ongoing work.

Future Roads, as identified on Maps 1 & 4, should be constructed as demand warrants.

As previously noted, the Comprehensive Outdoor Recreation Plan (CORP) update cited the need for traversable pedestrian routes such as crosswalks across STH 21, especially along the east side of the City. Routing for ATV/UTV use was also mentioned as a potential need.

Major Findings and Recommendations

After a comprehensive review of the need for the once proposed STH 21 By-Pass Corridor, this plan update has removed the 600' strip of protected land from the Future Land Use Map. This plan adjustment will allow the City to promote the north side as a residential growth area adjacent to the existing Omro school complex and other amenities. It will also remove barriers to individual land owners in the corridor who may desire to further improve or develop their properties.

The Wisconsin Department of Transportation (WDOT) classifies streets and roads based primarily on the number of vehicles that use the street or road. The City of Omro should communicate on an annual basis with the WDOT to learn where traffic counts will be taken and where additional counts desired by the City may be possible.

The City of Omro should continue to use PASER to help prioritize improvements to the existing street system.

The requirement of sidewalks in new subdivisions and the work by the City to add sidewalks to existing areas will assist greatly in residents being able to walk from one area of the community to another.

The City of Omro should consider where trails might be located as future development proposals are submitted to the City for review and approval.

The City of Omro should work cooperatively with the Town of Omro, Winnebago County, East Central Wisconsin Regional Planning Commission and the Wisconsin Department of Transportation on the proposed transportation projects.

The City should use the more detailed *City of Omro Comprehensive Outdoor Recreation Plan* (CORP) adopted in 2019 and the recently developed *Connecting People & Communities: Winnebago County Bicycle & Pedestrian Plan* adopted in 2017 as guides in the planning and development of future bike and pedestrian trail opportunities in and adjacent the City. City of Omro should also utilize the expertise and partnership of the City of Omro Bike & Pedestrian Stakeholder Group on implementing projects.

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Housing

Housing Characteristics

Age of Housing

According to the American Community Survey 2009-2013 5-Year Estimates, about a fifth of the housing stock was constructed before 1939 (Table 10). This corresponds to a similar percentage in Winnebago County (22.2%) and the state (20.9%). About 15.4 percent of the housing stock was built after 1999. This is slightly higher than Winnebago County (13%) and the state (13.3%).

Table 10 Age of Housing

	City of Omro		Winnebago County		Wisconsin	
Year	Number	Percent	Number	Percent	Number	Percent
2010 or later	0	0.0%	217	0.3%	11,456	0.4%
2000 to 2009	244	15.4%	9,366	12.7%	337,755	12.9%
1990 to 1999	188	17.8%	9,701	13.2%	366,680	14.0%
1980 to 1989	141	16.7%	7,976	10.9%	257,794	9.8%
1970 to 1979	247	11.2%	10,326	14.0%	391,062	14.9%
1960 to 1969	71	9.9%	7,806	10.6%	257,050	9.8%
1950 to 1959	110	6.7%	8,040	10.9%	298,053	11.3%
1940 to 1949	18	1.8%	3,727	5.1%	158,568	6.0%
1939 or earlier	472	20.4%	16,337	22.2%	547,724	20.9%
Total	1,491		73,496		2,626,142	

Source: 2010 U.S. Census-American Community Survey 2009-2013 5-Year Estimates

Types of Housing Units

The mix of housing units in a community is often the topic of discussion at planning commission and board or council meetings. A concern that is often expressed at these meetings is the number of multi-family housing units compared to single-family units. While there is no right or wrong answer as to what that mix should be, a common ratio in the Fox Valley is about 70% single family and 30% multi-family. It is estimated that single-family housing made up 71% of the total number of housing units in the City of Omro. However, the recent trend points to an increased percentage.

While most of the multi-family housing in the City of Omro is market based, there are several facilities that provide apartments for low and moderate-income individuals and families and for the elderly. Sunrise Apartments on East Larrabee Street offers sixteen one- and two-bedroom subsidized apartments for low- and moderate-income individuals and families. Elderly Housing

units are available at Foxview Manor, which is managed by the Winnebago County Housing Authority. The complex opened in 1979 and is located at 330 West Main Street. There are thirty units, with the rent for the units based on the income of the individual.

Webster Manor, located at 515 and 525 S. Webster Avenue, offers assisted and independent living arrangements for adults 55 years or older. There are twenty assisted living units, which opened in 1997, and fourteen independent living units, which opened in 1996. The independent units are located adjacent to the Omro Community Center

About 70 percent of the housing units in the City of Omro in both 2000 (70.6%) and 2009-2013 5-Year Estimates (69.5%) are single family (Table 11). This is similar to Winnebago County (69.6% and 70%, respectively) and the state (69.4% and 70.9%, respectively). Within the City of Omro, due to large margin of errors, the breakdown of the number of multi-family units is less reliable.

Table 11 Type of Housing Units, 2009-2013 ACS 5-Yr Estimates

	C. Omro					Winnebago County					Wisconsin				
	2000		2009-2013 5-Yr Est.			2000		2009-2013 5-Yr Est.			2000		2009-2013 5-Yr Est.		
	No.	%	Est.	MOE	%	No.	%	Est.	MOE	%	No.	%	Est.	MOE	%
Total Units	1,306	100%	1,491	+/-178	100%	64,721	100%	73,496	+/-260	100%	2,321,144	100%	2,626,142	+/-1,849	100%
1-unit, detached	903	69.1%	1,005	+/-179	67.4%	43,275	66.9%	48,815	+/-588	66.4%	1,531,612	66.0%	1,747,423	+/-5,144	66.5%
1-unit attached	20	1.5%	31	+/-31	2.1%	1,751	2.7%	2,636	+/-299	3.6%	77,795	3.4%	115,196	+/-1,938	4.4%
2 units	70	5.4%	51	+/-47	3.4%	6,123	9.5%	5,622	+/-427	7.6%	190,889	8.2%	173,829	+/-2,943	6.6%
3 or 4 units	66	5.1%	129	+/-91	8.7%	2,609	4.0%	2,847	+/-373	3.9%	91,047	3.9%	100,247	+/-1,830	3.8%
5 to 9 units	108	8.3%	59	+/-40	4.0%	3,857	6.0%	4,652	+/-490	6.3%	106,680	4.6%	127,426	+/-2,221	4.9%
10 to 19 units	12	0.9%	36	+/-39	2.4%	2,497	3.9%	3,374	+/-372	4.6%	75,456	3.3%	87,150	+/-1,970	3.3%
20 or more units	28	2.1%	73	+/-39	4.9%	3,199	4.9%	4,141	+/-300	5.6%	143,497	6.2%	177,097	+/-2,157	6.7%
Mobile home	99	7.6%	107	+/-57	7.2%	1,404	2.2%	1,403	+/-215	1.9%	101,465	4.4%	97,373	+/-1,405	3.7%
Boat, RV, van, etc.	0	0.0%	0	+/-9	0.0%	6	0.0%	6	+/-11	0.0%	2,703	0.1%	401	+/-88	0.0%

Source: U.S. Census 2000 SF 3, 2009-2013 ACS 5-Yr Estimates, DP04

The City of Omro has a good mix of housing types. Construction continues to occur in the three major categories of single-family, two-family, and multi-family to meet the housing demand. However, it is expected that the percentage of two-family and multi-family may increase even more in the future as baby-boomers downsize and new buyers seek non-traditional housing types.

Table 12 shows the recent history in new housing development. As shown by the table below, development began to increase in 2013 after the recession. However, the number began to tail off again in 2016. Since interest rates have been favorable, it is believed the reduction maybe attributed to a declining amount of available improved vacant residential lots. The city is in need of a developer that will help spawn the next phase of new residential development. Over the past 10 years, the city averaged 8 new single-family housing units per year.

Table 12 New Housing Units

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
New Single Family	9	9	4	4	9	12	12	9	3	7
New Mobile Home	5	3	6	0	2	3	2	0	0	1
New Duplex/ Twindominium	0	0	0	1	0	0	1	0	0	0
New Multi Family	0	0	0	0	0	0	0	0	0	0
New Building Totals	**14**	**12**	**10**	**5**	**11**	**15**	**15**	**9**	**3**	**8**

Source City of Omro

Occupancy

The 1990-2000 time period is considered by many to have been good for housing due to the strong economy and low interest rates. This was the case in the City of Omro as well.

The share of owner-occupied housing units decreased between 2000 and 2010 in all jurisdictions (Table 13). The percentage of owner-occupied units in the City of Omro decreased by 5.1 percent from 70.9 percent in 2000 to 65.8% in 2010. However, the portion of owner-occupied housing in the City continued to outpace the county and state. At the same time the number of rentals occupied, vacant and season units increased in the City and Winnebago County. For the state, as a whole, the number of rental units decreased between 2000 and 2010, while the number of vacant and seasonal units increased.

Taking a closer look at the units classified as vacant, based on an owner vacancy rate of 2.1% in 2010, and a rental vacancy rate of 12.3 percent, the City of Omro had an adequate supply of housing for sale and an excess of rental housing (Table 14). However, additional information such as choice of housing and affordability is needed to determine if the units on the market meet the needs of potential buyers and renters.

Table 13 Occupancy Status, 2000 and 2010

	City of Omro				Winnebago County				Wisconsin			
	2000		2010		2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Owner Occupied	920	70.9%	1,012	65.8%	41,571	64.2%	45,036	61.4%	1,426,361	61.5%	1,551,558	59.1%
Renter Occupied	316	24.4%	407	26.5%	19,586	30.3%	22,839	31.1%	658,183	28.4%	728,210	27.7%
Vacant Units	61	4.7%	118	7.7%	3,564	5.5%	5,454	7.4%	236,600	10.2%	344,590	13.1%
Seasonal Units	9	0.7%	15	1.0%	1,032	1.6%	1,520	2.1%	142,313	6.1%	193,046	7.4%
Total Units	1,297	100%	1,537	100%	64,721	100%	73,329	100%	2,321,144	100%	2,624,358	100%

Source: U.S. Census 2000, 2010 SF-1

Table 14 Vacancy Status, 2000 and 2010

	City of Omro				Winnebago County				Wisconsin			
	2000		2010		2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
For Sale	12	19.7%	22	18.6%	527	14.8%	947	17.4%	17,172	7.3%	34,219	9.9%
For Rent	22	36.1%	57	48.3%	1,265	35.5%	1,771	32.5%	38,714	16.4%	63,268	18.4%
Seasonal Units	9	14.8%	15	12.7%	1,032	29.0%	1,520	27.9%	142,313	60.1%	193,046	56.0%
Other Units*	18	29.5%	24	20.3%	740	20.8%	1,216	22.3%	38,401	16.2%	54,057	15.7%
Total Vacant Units	61		118		3,564		5,454		236,600		344,590	
Owner Vacancy Rate	1.3%		2.1%		1.3%		2.1%		1.2%		2.2%	
Renter Vacancy Rate	6.5%		12.3%		6.1%		7.2%		5.6%		8.0%	

Source: U.S. Census 2000, 2010 SF-1

Note: 2010 (Other Units) include Sold, not occupied and Rented, not occupied.

There are a couple of possible reasons for the increase in the renter vacancy rate (Table 14). One reason is that rental housing vacancy rates tend to be cyclical. When vacancy rates drop, developers will respond with the construction of new multi-family housing. This drives the vacancy rate back up until the new units become occupied. A second reason is that when mortgage interest rates are low, some renters decide to become homeowners rather than renters.

Value

The median housing value of owner-occupied homes in the City of Omro continue to lag behind the other jurisdiction in both 2000 and 2009-2013 5-Year Estimates (Table 15). In 2009-2013 5-Year Estimates the median value of an owner-occupied home in the City was $135,700 compared to $184,500 in the Town of Omro, $197,100 in the Town of Algoma, $138,200 in the Village of Winneconne, $141,300 in Winnebago County and $167,100 in the state. While margins of error are large for smaller sample sizes, even taking this into account, the City of Omro would still lag behind the towns of Omro and Algoma.

The value of owner-occupied homes increased in all jurisdictions between 2000 and 2009-2013 5-Year Estimate (Table 16). In the City of Omro, in 2000 about two-thirds (63.4%) of the owner-occupied housing in the City was valued between $50,000 and $99,999. According to the 2009-2013 5-Year Estimates, about two-thirds (61.5%) of the owner-occupied housing is valued between $100,000 and $199,000. Reflecting the median housing value, according to the 2009-2013 5-Year Estimates, about half of the owner-occupied housing units were valued in the $100,000 to $199,999 range in Winnebago County and the state and a larger portion was valued above this range.

Table 15 Median Housing Value of Owner-Occupied Homes, 2000, 2009=2013 ACS 5-Yr Estimates

		C. Omro	T. Omro	T. Algoma	V. Winneconne	Winnebago County	Wisconsin
2000	Number	$84,400	$114,500	$147,700	$89,000	$97,700	$112,200
2009-2013	Estimate	$135,700	$184,500	$197,100	$138,200	$141,300	$167,100
5-Yr Est.	MOE	+/-15,102	+/-11,610	+/-15,887	+/-14,747	+/-1,735	+/-368

Source: U.S. Census 2000 SF-3, 2009-2013 ACS 5-Yr Estimates, DP04

Table 16 Owner Occupied Homes Value, 2000 and 2009-2013 ACS 5-Yr Estimate

	City of Omro						Winnebago County						Wisconsin					
	2000		2009-2013 ACS 5-Yr Est				2000		2009-2013 ACS 5-Yr Est				2000		2009-2013 ACS 5-Yr Est			
	No.	%	No.	MOE	%	MOE	No.	%	No.	MOE	%	MOE	No.	%	No.	MOE	%	MOE
Less than $50,000	58	7.3%	109	+/-68	12.1%	+/-7.1	1,467	4.0%	2,007	+/-226	4.4%	+/-0.5	73,450	6.5%	84,428	+/-1,26	5.4%	+/-0.1
$50,000 to $99,999	507	63.4%	131	+/-67	14.6%	+/-7.3	17,634	48.6%	8,520	+/-424	18.9%	+/-0.9	396,893	35.4%	216,936	+/-2,24	13.9%	+/-0.1
$100,000 to $149,999	178	22.3%	296	+/-111	33.0%	+/-10.8	9,950	27.4%	14,265	+/-486	31.6%	+/-1.0	343,993	30.6%	344,595	+/-3,34	22.1%	+/-0.2
$150,000 to $199,999	46	5.8%	256	+/-94	28.5%	+/-9.6	4,197	11.6%	9,019	+/-505	20.0%	+/-1.1	173,519	15.5%	334,405	+/-3,24	21.5%	+/-0.2
$200,000 to $299,999	11	1.4%	96	+/-62	10.7%	+/-6.6	1,995	5.5%	7,032	+/-403	15.6%	+/-0.9	95,163	8.5%	351,537	+/-2,74	22.6%	+/-0.2
$300,000 to $499,999	0	0.0%	0	+/-9	0.0%	+/-2.2	709	2.0%	3,444	+/-309	7.6%	+/-0.7	30,507	2.7%	168,787	+/-2,02	10.8%	+/-0.1
$500,000 to $999,999	0	0.0%	10	+/-15	1.1%	+/-1.7	274	0.8%	752	+/-117	1.7%	+/-0.3	7,353	0.7%	47,321	+/-1,16	3.0%	+/-0.1
$1,000,000 or more	0	0.0%	0	+/-9	0.0%	+/-2.2	49	0.1%	155	+/-80	0.3%	+/-0.2	1,589	0.1%	10,837	+/-501	0.7%	+/-0.1
Total	800	100%	898		100%		36,275	100%	45,194		100%		1,122,467	100%	1,558,846		100%	

Source: U.S. Census 2000 SF-3, 2009-2013 ACS 5-Year Estimate, DP04

Household Type

The number of households in the City of Omro increased from 1,236 in 2000 to 1419 in 2010, an increase of 12.9 %. This percentage was a decline compared to the 21% increase experienced the decade prior.

Between 2000 and 2010, the share of total family households decreased in all jurisdictions (Table 17). The percentage of married households, a component of total family households also decreased, while the portion of female head of households increased. Within non-family households, the share of living alone and head of households living alone age 65 and greater decreased. In 2010 in the City of Omro, about 66 percent of all households are family households; this is a decrease of about 2.6 percent from 2000. Family households are more slightly more prevalent in the City of Omro (66%), than Winnebago County (61.2%) and Wisconsin (64.4%). In addition, in the City of Omro (in 2010), there is a larger share of households living alone or age 65 or greater than in Winnebago County or the state.

Table 17 Household Type, 2000 and 2010

	City of Omro				Winnebago County				Wisconsin			
	2000		2010		2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Total Family	848	68.6%	937	66.0%	39,547	64.7%	41,523	61.2%	1,386,815	66.5%	1,468,917	64.4%
Married	686	80.9%	722	77.1%	32,422	82.0%	32,465	78.2%	1,108,597	79.9%	1,131,344	77.0%
Female Head of HH	116	13.7%	147	15.7%	5,068	12.8%	6,144	14.8%	200,300	14.4%	233,948	15.9%
Total Non-Family	388	31.4%	482	34.0%	21,610	35.3%	26,352	38.8%	697,729	33.5%	810,851	35.6%
Living Alone	328	84.5%	404	83.8%	16,850	78.0%	20,276	76.9%	557,875	80.0%	642,507	79.2%
Age 65+	165	50.3%	158	39.1%	6,026	35.8%	7,011	34.6%	207,206	37.1%	232,251	36.1%
Total Households	1,236		1,419		61,157		67,875		2,084,544		2,279,768	

Source: U.S. Census 2000, 2010 SF-1

The major question that is raised by the household type data is what will the role of the City be in responding to the increase in non-family households where the occupant(s) are 65 years old or older. The City's housing rehabilitation program is one way to help the elderly maintain decent, safe and sanitary housing. It may also be possible that assistance may be requested from the City by developers of elderly housing to identify vacant sites or areas that may be redeveloped and to assist financially in putting a project together.

One recent project that addressed this goal was the approval of a CBRF (Community-Based Residential Facility) on the City's east side within the recently created TID #7. Referred to as "Country Villa Estates", this facility originally contained 22 units but has requested an expansion of 13-14 new units along with increased parking. The CBRF accepts diverse assisted living clientele including patients with Alzheimer's, dementia and Parkinson's. The project addresses a growing trend for these types of residential units within the City and increases the diversity of housing choice, an attractive characteristic for a community planning to address housing needs. In addition, the facility will have a positive economic impact expected to create over 30 jobs.

Persons per Household

The trend of the number of persons in a household decreasing is evident in the City of Omro as well as in Winnebago County and Wisconsin (see Table 18). Contributing to this trend is the increase in female-headed households, the decrease in family households, and the increase in life span of people.

According to the U.S. Census, the number of persons per household has declined between 1970 and 2010 for all jurisdictions as the population continues to age (Table 18). Within the City of Omro, during this time period, the number of persons per household has declined by about 21 percent from 3.08 in 1970 to 2.43 in 2010. Similar decreases were seen in Winnebago County (27.3%) and the state (24.5%).

Table 18 Persons per Household, 1970 – 2010

	C. Omro		Winnebago County		Wisconsin	
	No. HH	Persons Per HH	No. HH	Persons Per HH	No. HH	Persons Per HH
1970	760	3.08	38,249	3.22	1,328,084	3.22
1980	956	2.76	46,885	2.71	1,654,777	2.77
1990	1,024	2.66	53,216	2.52	1,822,118	2.61
2000	1,236	2.49	61,157	2.43	2,084,544	2.5
2010	1,419	2.43	67,875	2.34	2,279,768	2.43

Source: U.S. Census 1970, 1980, 1990, 2000 and 2010, File DP-1

Household Size

The decrease in the size of households can be seen more clearly in Table 19. A breakdown of the number of people per household in 2010 reveals that the share of one and two person households increased in all jurisdictions, while the share of households with three or more people decreased in most jurisdictions (Table 19). About a third (34.1%) of all households in the City of Omro in 2010 was two person and about a quarter (28.2%) were one person households. This is similar to the share of one and two person households in Winnebago County and the state.

Table 19 Household Size, 2000 and 2010

	C. Omro				Winnebago County				Wisconsin			
	2000		2010		2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1 Person	328	26.5%	404	28.5%	16,850	27.6%	20,276	29.9%	557,875	26.8%	642,507	28.2%
2 Person	419	33.9%	484	34.1%	21,803	35.7%	24,657	36.3%	721,452	34.6%	817,250	35.8%
3 Person	203	16.4%	215	15.2%	9,325	15.2%	9,968	14.7%	320,561	15.4%	339,536	14.9%
4 Person	177	14.3%	196	13.8%	8,356	13.7%	8,197	12.1%	290,716	13.9%	284,532	12.5%
5 Person	69	5.6%	84	5.9%	3,331	5.4%	3,178	4.7%	127,921	6.1%	124,387	5.5%
6 or More Persons	40	3.2%	36	2.5%	1,492	2.4%	1,599	2.4%	66,019	3.2%	71,556	3.1%
Total Households	1,236	100%	1419	100%	61,157	100%	67,875	100%	2,084,544	100%	2,279,768	100%

Source: U.S. Census 2000, 2010 QT-H2

While the data for persons per household and household size support the image of the City of Omro as a family-oriented community, this and other data presented earlier suggests that alternative housing options to the single-family home will be needed in the future. Again, the role of the City in facilitating the construction of multi-family housing will need to be explored.

Housing Affordability

According to the U.S. Department of Housing and Urban Development (HUD), housing is considered affordable if less than 30% of a household's income is needed for housing costs.

More homeowners and renters are finding housing not affordable in all the jurisdictions (Tables 20 and 21). According to the 2009-2013 ACS 5-Year Estimates, about a third of homeowners (32.3%) and renters (31.7%) in the City of Omro spent more than 30 percent of their income on housing. In comparison, about a quarter of homeowners in Winnebago County (22.6%) and the

state (26.3%), about two-fifths (43.6%) of renters in Winnebago County, and about half (48.4%) of renters in the state found housing not affordable. Affordable housing is critical to attracting younger workers.

Table 20 Affordable Housing – Home Owners

	City of Omro		Winnebago County		Wisconsin	
	No.	%	No.	%	No.	%
< 20% of Income	351	39.1%	22,712	50.3%	773,035	48.3%
20% to 24.9%	177	19.7%	7,429	16.4%	235,672	14.7%
25% to 29.9%	80	8.9%	4,687	10.4%	164,571	10.3%
30% to 34.9%	101	11.2%	2,677	5.9%	108,907	6.8%
> 35% of Income	189	21.0%	7,510	16.6%	308,734	19.3%
Not Computed	0	0.0%	179	0.4%	7,927	0.5%
Total Housing Units	898	100%	45,194	100%	1,598,846	100%
% Not Affordable	32.3%		22.6%		26.3%	

Source: U.S. Census 2009-2013 ACS 5-Yr Estimates, DP-04

Table 21 Affordable Housing – Renters

	City of Omro		Winnebago County		Wisconsin	
	No.	%	No.	%	No.	%
< 20% of Income	206	37.8%	7,083	30.9%	182,278	25.0%
20% to 24.9%	76	13.9%	3,119	13.6%	90,028	12.3%
25% to 29.9%	80	14.7%	2,360	10.3%	81,865	11.2%
30% to 34.9%	45	8.3%	1,788	7.8%	59,088	8.1%
> 35% of Income	123	22.6%	7,906	34.5%	273,599	37.5%
Not Computed	15	2.8%	690	3.0%	42,628	5.8%
Total Housing Units	545	100%	22,946	100%	729,486	100%
% Not Affordable	31.7%		43.6%		48.4%	

Housing Programs

City of Omro

In the fall of 2003, the City of Omro received a Community Development Block Grant from the State of Wisconsin Department of Administration. The grant is used to help low- and moderate-income property owners rehabilitate their existing home and low- and moderate-income individuals purchase a home. As of 2015, most of the funds from that program have been lent

out and are waiting for repayment so new loans can be made. In the meantime, a regional Community Development Block Grant is available to assist those in need of home repair.

Winnebago County

In addition to managing Foxview Manor, the Winnebago County Housing Authority offers a voucher program to low- and moderate-income individuals. The voucher program requires the applicant to pay 30% of their income toward the rent of housing owned by a private party. If the rent exceeds the 30% figure, the voucher will cover the difference, but the number of units for which the voucher can be used is limited.

ADVOCAP

ADVOCAP, a community action agency that serves people in Winnebago County, owns and manages rental housing properties. Rent for these properties are targeted at not exceeding 30% of the renter's income. ADVOCAP offers a first-time homebuyer program that provides families with the skills and the opportunity to become homeowners. ADVOCAP also offers a weatherization program and a housing rehabilitation program. For more information, go to ADVOCAP's web site at:

www.advocap.org/programs_final.html.

For a complete list of federal, state of other housing programs, please see Appendix B.

Major Findings and Recommendations

- **Rehabilitation of Older Homes**
  In the fall of 2003, the City of Omro applied for and received a Community Development Block Grant from the State of Wisconsin Department of Administration. The grant is used to help low- and moderate-income property owners rehabilitate their existing home and low- and moderate-income individuals purchase a home. As of 2015, most of the funds from that program have been lent out and are waiting for repayment so new loans can be made. In the meantime, a regional Community Development Block Grant is available to assist those in need of home repair.

- **Housing for the Retired and Elderly**
  The Baby Boomer generation is starting to retire and that means there will be a demand for housing that better fits the lifestyle of the retired and elderly. This would include condominiums, independent living apartments, and assisted living apartments. Another housing option that traditional zoning requirements typically discourage is the "Granny Flat" concept, where a portion of a single-family home is expanded or remodeled to include a living, sleeping, cooking and bathing area that is part of, but separate from, the rest of the home.

  The City will need to discuss what its role will be in providing housing for the retired and elderly. The role may be financial, where the City would partner in the development of housing targeted at this market. Another role may be to review existing ordinances to determine if changes could be made to support this type of housing.

- **Alternatives to Single-Family-Detached Housing**
  The continued decrease in the size of the household may mean that alternatives to the traditional single-family-detached home will be needed in the City of Omro. Future land use plans should provide for areas where a mix of housing may be provided.

- **Appearance Concerns**
  The CDBG Housing Program will help address maintenance needs for housing structures. A related need is the general appearance of properties, residential and non-residential. The presence of junk cars, discarded appliances, and leftover building materials, for example, create a negative impression of the community. In extreme cases, a public health hazard may be created which can be addressed through ordinance enforcement. In situations that are not that extreme, it is more difficult to gain the cooperation of property owners in properly maintaining their property.

- **Short Term Rentals**
  A growing trend for home owners managing their homes as Short-Term Rental's (STR's) for area events. This growing market is helping home owners bridge the gap to affordable housing which is certainly a positive. In addition to home owners being able to help supplement home mortgage payments, the extra income can be used to strengthen the condition of the local housing stock. The City of Omro is strategically located to take advantage of this trend with such area mega summer events as the EAA, County USA and more. However, to protect adjacent property owners from certain "externalities" that may evolve, it is recommended the City amend their existing ordinance to address how STR's can function in the City. The STR industry does have some protections from over regulation through 2017 Wisconsin ACT 59 legislation, so any ordinance amendments must accommodate those provisions.

- **Tiny House**
  Millennials are looking for home options that allow more flexibility and less maintenance. This new and up-coming market is helping develop home ownership for the younger generation and to make the initial step toward home ownership. In addition to home owners being able to reallocate home mortgage payments, the extra income can be used to strengthen the condition of the local housing market in the area. An option for Tiny House locations may be in the mobile home park.

Utilities and Community Facilities

Utilities

Please refer to Map 6 for various locations.

Water Department

The City of Omro's public water supply consists of two artesian wells and an elevated water tower. One is located at the municipal garage site at 333 W. Main Street. It has been in place since 1941 and has a daily pumping capacity of 432,000 gallons per day (gpd). The second well, located at 405 Madison Avenue, has been in place since 1941 and has a daily pumping capacity of 388,800 gpd. The 400,000-gallon water tower is located at Tower Lane, which is the highest point of the community south of the Fox River.

The average daily demand for water is 230,000 gallons per day, which is 28% of the combined pumping capacity of the two wells. The Wisconsin Department of Natural Resources recommends that a community be able to store two days' worth of water. A recent study of the water system showed that the age of the wells is a concern and the city should consider an additional well.

To address this concern, the City began studies to locate a new well. As of the writing of this plan, the City identified a location on the east end near the industrial park and developed a test well to measure levels of numerous elements such as iron, manganese, nitrates, radium and arsenic. It is hoped the well will meet aesthetic ranges for these elements and be permanently developed and placed on line. The well is scheduled for construction in 2019.

Several locations throughout the city are in need of upgrade to the water lines due to under sizing and/or deterioration. Future growth of the community may require the construction of a second water tower or storage facility.

The City adopted a Wellhead Protection Plan and Ordinance, which identified existing features that may potentially cause contamination, and outlined actions to address them. The City is also in the process of inspecting all locations for cross connections as required by the State of Wisconsin.

Wastewater Treatment[1]

In Wisconsin, the sewer service area planning process, which is authorized and regulated by the Wisconsin Administrative Code, is a useful mechanism for preparing development staging plans for urban areas, and rural areas served by wastewater collection and treatment facilities.

The Omro Sewer Service Area Plan, prepared by the East Central Wisconsin Regional Planning Commission and approved by the Wisconsin Department of Natural Resources (DNR) in 1998, provides population and land use projections and delineates future growth areas for the Omro

[1] Much of the information in this section is from the Omro Sewer Service Area Plan.

Sewer Service Area. Also identified are environmentally sensitive areas that should not be developed. The plan contains policy recommendations encourage cost-effective and environmentally sound development patterns.

The Omro Sewer Service Area Plan serves as the basis for DNR approval of state and federal grants for the planning and construction of wastewater collection and treatment facilities. It also serves as the basis for DNR approval of locally proposed sanitary sewer extensions and Department of Industry, Labor and Human Relations (DILHR) approval of private sewer laterals. Further, environmentally sensitive areas that are identified in the planning process serve as a guide for environmental permit decisions by federal and state agencies.

The Omro Planning Area and Sewer Service Area includes the City of Omro as well as adjacent developed areas east and northeast of the city including the Town of Omro Sanitary District No. 1 and the Rivermoor Sanitary District No. 1 (part of which falls in the Town of Winneconne). Encompassing 10.25 square miles, the planning area includes all, or portions, of Sections 1,2,3,7,8,9,10,11,12,17,18, and 19 in T18N, R15E; and portions of Sections 34 and 35 in T19N, R15E. The SSA is contained in the northernmost portions of the Fox River/Rush Lake and Lake Butte des Morts – South subwatersheds of the Upper Fox River Basin.

The Omro Sanitary District #1 was originally created in 1969 and, while inactive for many years, completed the facilities planning process in 1994. The district covers a total area of 214 acres and lies along the southern shores of Lake Butte des Morts east of the City of Omro, with an outlying area known as "Young's Channel" located north of the city. The Rivermoor Sanitary District #1 (Town of Omro and Town of Winneconne) is a recent inclusion in the Omro Sewer Service Area planning boundary and encompasses approximately 148 acres along the south shores of Lake Butte des Morts at the northern end of Rivermoor Road.

The City of Omro operates the wastewater treatment plant. It was originally constructed in 1978 and utilizes an activated sludge treatment process. It is located at the eastern end of Hawthorne Avenue and discharges treated effluent to the Fox River. The liquid sludge is spread on agricultural land. The treatment plant was upgraded in 2006. The design flow of the plant is 540,000 gallons per day and the average flow is 498,000 gallons per day.

The plant has had good treatment performance. The city has an ongoing video inspection, sewer lining and cleaning/root cutting program in place to reduce I & I.

Sanitary Sewers[2]

The wastewater collection system for the City of Omro consists of primarily 8-inch PVC and clay pipe gravity sewers. Ten, fifteen and eighteen-inch gravity sewers along with several force mains collect waste and transmit it to the treatment facility via a 24-inch interceptor located along the north side of the Fox River. Lift stations at Cleveland Avenue, Industrial Park and Scott Street assist in transporting waste over areas with more topography.

The wastewater collection system for the Town of Algoma Sanitary District #1 consists of primarily 8-inch PVC gravity sewers along with grinder pumps and several lift stations and 4-inch, 8-inch,

[2] Much of the information in this section is from the Omro Sewer Service Area Plan.

and 10-inch force mains located along Rivermoor and Springbrook Roads which transport wastewater across the Fox River to the City of Omro's treatment plant. The original agreement allowed a maximum of 7 new hookups to the system each year for the life of the agreement. That contract was amended to allow unlimited hookups. No hook-ups are allowed within a buffer zone surrounding the entire city. After expiration of the agreement in 2011 the city placed regulations for new systems in its current wastewater collection system ordinance.

The wastewater collection system for the Rivermoor Sanitary District has not yet been constructed. However, the current facility plan calls for the installation of 8-inch PVC gravity sewer, one lift station, and approximately 12,000 feet of 4-inch force main which would connect to the existing Town of Omro system at the intersection of Rivermoor and Springbrook Roads. The sanitary district also has service agreements with the city and allows for a limited number of new hookups to the system each year. No sewer mains over 18 inches exist or are proposed within either of the sanitary districts. The City of Omro has only one 24-inch interceptor sewer that traverses the Fox River and enters the treatment plan. No additional interceptor sewers are being planned at this time.

Stormwater Management

The City of Omro currently uses a combination of open ditch and underground storm sewers to direct stormwater to the Fox River. Areas where upgrades are needed have been identified. Because of the pressure on the City not to increase property taxes, stormwater system improvements are prioritized during the annual budget review process.

Communities are looking at more actively managing stormwater and drainage. Recent periods of significant rainfall have shown that, when not properly managed, stormwater can cause significant property damage to residential, commercial and industrial structures. A second reason is the recognition of the negative impact unmanaged stormwater has on the quality of the streams, rivers and lakes in the watershed. The Wisconsin Department of Natural Resources is giving stormwater management issues a higher priority than previously. The City may need to consider a more aggressive approach to the management of stormwater and drainage, such as establishing a stormwater utility.

Solid Waste Disposal

The City of Omro contracts for solid waste disposal and recycling service with Advanced Disposal Inc. Collection takes place once a week. Each household is provided with one 96-gallon garbage cart collected weekly and one 96-gallon recycling cart to be collected every other week. Commercial entities contract directly through Advanced Disposal.

Solid waste is hauled to the Winnebago County Landfill. From there it is hauled to the Outagamie County Landfill per the Tri-County landfill agreement signed by the counties of Brown, Outagamie, and Winnebago. The intent of the agreement is to achieve economies of scale, maximize use of all three landfills over the long term, and to save the cost of operating all three landfills simultaneously. Recycling is hauled to the Winnebago County Recycling Facility where it is consolidated and shipped out. It is projected that this arrangement for waste and recycling materials will be in place for the next twenty years or more.

Telecommunications

Telephone

The land line system in the City of Omro is owned by AT&T. No upgrades are anticipated other than the equipment needed for SDL data and Internet service. Expansion of the system is a result of the demand for more phone lines, which triggers a regulatory review process.

Wireless voice

Two cellular phone service providers currently have antennas in the City of Omro with others located nearby in the township.

Internet

Internet dial-up accounts and wireless data are available through a variety of providers. Cable modem service is available through Charter Communications. DSL service is available through AT&T.

The City continues to meet with various providers in bringing better fiber internet service to the area. Of great importance is improved service to the industrial park. Carrier representative have already started working on contacting businesses to see if they can start the process of bringing the lines throughout the park at reasonable rates. The on-going goal is to provide areas residents and businesses with the best internet service possible.

Cable

Charter Communications provides cable television services to the City of Omro. Digital cable service will be available in the near future. The City charges Charter a franchise fee of 3% of gross revenues from cable services but not from cable modem services.

Electricity and Natural Gas

Electrical Generation

The two primary generation sources for electrical service in the Omro area are the Columbia coal-powered generation plant in Portage, Wisconsin and the natural gas-powered turbine plants in Fond du Lac, Wisconsin.

Electrical Transmission

Transmission of electrical energy to the Omro area is provided by the American Transmission Company or ATC. A new transmission line will also be constructed to connect the new substation with the existing lines. Plans are also in the works to connect a feed from the Fitzgerald substation, increasing the reliability of electrical power.

Distribution of Electricity and Natural Gas

Alliant Energy is responsible for providing electrical and natural gas services to the residences and businesses in the City of Omro. At this time, there are no known problems with service.

Community Facilities

Please refer to Map 7 for various locations.

Public Safety

Police

The Omro Police Department is located inside the Omro City Hall at 205 S. Webster Ave, Omro. Omro has six full-time officers, which includes the chief and assistant chief, and four part-time officers. The department also has two office staff people. The City continues to monitor the need for building space, equipment, additional officers and support staff. One additional officer has been added as a School Resources Officer (salary is currently ¾ paid by school district).

Fire and First Responders

Fire and first responder service are provided by the joint Omro-Rushford Fire Department. The department moved into a new 9,723 square foot facility in 2004 at 502 W. Huron in the City of Omro, which houses the department's three engines, a rescue truck, a tanker, a hovercraft, and a grass rig. The new building was designed with a break-away wall on one end to allow for future expansion. The Department is currently reviewing the need for additional and new equipment.

The Fire Department is staffed completely by volunteers, and currently has 43 active members, seven active retired members, and fourteen members in the department's new Junior Firefighter program. The EMS/First Responder program is a division of the Fire Department and has sixteen volunteer members.

The Fire Department is part of a Winnebago County-wide mutual aid agreement.

The city has an ISO fire rating of 4, where 1 is the best fire protection rating and 10 is the worst rating. A fire rating of 4 is the highest that can be obtained by an all-volunteer fire department like the Omro-Rushford Fire Department. The rating was developed by Insurance Services Offices, Inc. (ISO) and is based on several factors including water supply, fire equipment, personnel (volunteer or full-time), and alarm and paging system.

Ambulance

The City of Omro contracts with the City of Oshkosh's Fire and Rescue Department for ambulance services. The response to the Oshkosh services has been overwhelmingly positive and continues to be a great example of shared services between several communities in Winnebago County.

In 2018, an extended service agreement was executed with the City of Oshkosh extending ambulance and joint fire service out to December 31, 2021.

Judicial

The City of Omro has a municipal court that handles ordinance forfeitures and municipal traffic. Other judicial matters are handled by the Winnebago County court system.

Jails

The City of Omro does not have a jail. Situations involving incarceration are handled at the Winnebago County Jail.

Schools

Omro School District

The Omro School District has three school facilities within its district boundaries, all of which are located within the corporate limits of the City of Omro.

H.B. Patch School, located at 607 Tyler Avenue on the south side of the city, accommodates pre-kindergarten, kindergarten, and first grade students. Enrollment for the 2014-2015 school year was 243 students compared to a capacity of 250 students.

There have not been any discussions of remodeling or expanding H.B. Patch. There are several factors that will limit the expansion of the school including sidewalk accessibility, parking, and the increased demands on the internal infrastructure.

Omro Elementary School, located at 1000 N. Webster Avenue on the north side of the city, is where grades 2-5 are located. Enrollment for the 2014-2015 school year was 347 students compared to a capacity of 450 to 500 students. The school was first opened in 2000.

Consideration for the future expansion of this facility was given during the design process. The "wing" design allows for additional classrooms to be easily added on each of the four wing areas. In addition, the building was placed on the site to allow for these additions. No plans to expand are in the works at this time.

The Omro Middle School and the Omro High School are located at 455 Fox Trail on the north side of the city. The District Administrative offices are housed in the Middle School. There are 275 students enrolled in grades 6-8 for 2014-2015 at the Middle School compared to a capacity of 350 students. The High School also has additional capacity with 386 students for the 2014-2015 school year well below the capacity of 500 students. The Middle Schools first opened in 1984 and the High School first opened in 1964.

Because there is excess capacity, expansion plans for classrooms have not been discussed. There have been discussions on the potential expansion of the gymnasium to the open north end of the facility. Factors limiting future expansion of the facility are its relationship to Fox Trail, private homes to the east and the west, and the District's athletic field complex to the north.

The Omro School District purchased twelve acres adjoining the school property to the north of the Middle School and High School complex and the east of the Omro elementary School. Plans for the land included the development of physical education and athletic practice fields and a nature/fitness trail. The fitness trail was completed in 2007.

In 2018, the state released its new 2017-2018 state Accountability Report Cards reflecting their measurements and indicators based on various data points and formulas. The School District of

Omro was rated "Meets Expectations" based on areas such as achievement, growth, closing gaps, and post-secondary readiness.

In addition, the Omro School District is one of 373 school districts in the U.S. and Canada being honored by the College Board with placement on the 9th Annual Honor Roll. To be included on the Honor Roll, the Omro School District had to, since 2016, increase the number of students participating in the AP while also increasing or maintaining the percentage of students earning AP exam scores of 3 or higher. Reaching these goals shows that the district is successfully identifying motivated, academically prepared students who are ready for AP.

For more information on the Omro School District, click on the link:

www.omro.k12.wi.us

Parochial Schools

There are no parochial schools in the City of Omro.

Library

The Carter Memorial Library, constructed in 1986, is located at 405 E. Huron Street adjacent to Scott Park. The 3,968 square foot building offers many programs for children and adults. The library host 93 local, regional and state databases and subscribes to 2 databases. The library is a member of the Winnefox Library System which enables resource sharing of materials through a loan program. The library offers for public use computers, laptops, e-readers, children's electronic readers and various other items. Other services provided; one-on-one computer help, and e-reader assistance, fax service, photo coping, home delivery to shut ins, class tours and a public meeting room.

The mission of Carter Memorial Library is to provide our community with access to resources for personal enrichment, enjoyment and educational needs. Our library will place emphasis on young children's interest and appreciation for reading and learning.

Programs like "The 1,000 Books Before Kindergarten", the Summer Reading Program, and Storytime are offered throughout the year to support our mission as well as educate, inform, and entertain people of all ages. Outreach to the community is done through the City of Omro's newsletter, the Omro Herald, Facebook and website.

Since moving into the current building in 1986, circulation has increased 200%. In the last 10 years circulation has increased 45%.

As of 2014, the municipal population of Omro was 3,526 and the extended population which would be, Town of Omro, Town of Rushford, Town of Poygan, and parts of the Towns of Winneconne, Utica, Algoma, Nepeuskum, and the City of Oshkosh, was 7,196. 49% of circulation comes from non-residential check outs.

With the increase in circulation and the increase in the population, space has become an issue. A needs assessment was done and confirmed the need for additional space. The city adopted in 2004 an impact fee structure on new residential development that has helped towards an

expansion. In 2010 the Library Board purchased the two adjacent properties to the west of the library with the intent to expand in that direction. Funds are needed to move on and complete the expansion of the library.

The Carter Memorial Library has served its community well with 29 of those years at its current site. The library staff serves the information needs of the Omro community. Those efforts are evident in a loyal cadre of library users and strong circulation statistics. Determining library needs for the next 20 years is part of this plan update.

A recent survey indicated that there was public support for expansion of the library. The Library Board would like to move the expansion project forward if possible. The Omro City Council has discussed the need as well but to a far lesser degree and without affirmative action. Currently the library owns several adjacent properties on which the expansion could occur. It is likely the library will need to expand at some point during the planning period.

Omro Area Community Center

The Omro Area Community Center has been serving the Omro area since 1995. Housed in the historic Omro High School Annex building, the Center was completed after more than a decade of planning, construction and renovation. Planned as an "intergenerational community center" the facility has approximately 15,000 square feet of usable space on two floors. The center is owned by the City of Omro.

The Center is governed by a seven-member Board of Directors, and is overseen by an executive director. Anyone in the Omro area can be a member and run for the Board. The Center receives financial contributions from the City of Omro, Winnebago County Commission on Aging, Omro Women's Service League, Omro Thrift Store, many individuals, local social service agencies, local businesses and many others. The Center also gains revenues through program fees, room rentals and fundraisers.

The Center offers programs and services that span all generations and interests. Senior citizens programs are held during the day and account for 37% of all users. The Center houses an ADVOCAP meal site, senior health care programs, senior exercise programs, and social programs such as bingo, cards and other games. The Center is also the site for scouts, Bible study groups, Women's Service League and many other groups. The Center has a standing relationship with Fox Valley Technical College which holds classes in the building, a local church which rents one day per week, on a long-term basis, and the Center is the sole polling place in the City. Tae Kwon Do and Dance classes are held in the evenings for the youth population and adult exercise classes such as Strong Bones and Yoga are held various evenings of the week as well. These programs account for 50% of the users of the Center. The remaining 13% of users tend to fall under special events. The center is used for the children's Easter festivities, the annual Pork & Rhubarb Fest and Breakfast with Santa, Community Blood drives and is rented many weekends of the year to citizens for private parties or to businesses for meetings.

The Center houses the offices for the Community Development Director for the City as well as the offices of Future Omro-Chamber/Main Street Partnership, a non-profit whose mission is economic development and historic preservation.

Over the past several years, the senior population and use of the Center has declined. Studies support a declining use of Senior Centers because of the aging of the Baby Boomers. Baby Boomers are more active, sometimes working many years after the traditional retirement age of 62 to 65. Another characteristic of the Baby Boomer generation is that they don't consider themselves "seniors" and therefore don't use senior programs like the earlier generation before them. This decrease in senior programs has been balanced by the expansion of programs for non-senior adults and youth. The Center also has association with many other local groups, including, but not limited to; UW-Oshkosh, Omro Schools, Winnebago County Health, Fox Valley Agency on Aging and Lutheran Social Services. The Center is recognized locally for its innovative approach to community outreach through such programs Little Fox Literacy, Making the Ride Happen and Imagination Library and as an available location for public meetings of all types.

The Community Center serves a local population, with 69% of the attendees coming from the City of Omro and Town of Omro, with an additional 23% coming from Winneconne. The remaining percentage population comes from nearby towns such as Rushford, Nepeuskum, Poygan and Oshkosh.

Parks

In a community the size of Omro, parks are typically used by the residents in the community. Neighborhood parks are small parks that provide recreational facilities and space for the residents of the neighborhood. A community park is larger in size with facilities that meet the needs of the community as a whole, such as ball fields and park pavilions.

Omro is unique in that six of its eight parks are located along the Fox River, and provide a recreational experience different from that normally enjoyed in a neighborhood or community park. Two of the six parks, Scott and Miller, are community parks in terms of size and facilities, but provide a recreation experience to a much larger population base than just the City of Omro. Between the festivals in Scott Park and the Aquatic Center in Miller Park, people from many other communities surrounding Omro enjoy what Omro has to offer. These two parks play an economic development role for the community as well as a recreational role.

The City is looking at how to connect the parks along the Fox River in order to enhance their use and the experience of the users of the parks. A "riverwalk" has been put in wherever possible over the past 10 years along the south side of the Fox River between Scott Park on the east and Stearns Park on the west.

As Omro continues to grow, opportunities for neighborhood and community park development need to be monitored. To provide more detail on the future park needs and development priorities, the City updates its Comprehensive Outdoor Recreation Plan (CORP) every five years. The five-year updates are necessary not only to monitor need but also to maintain grant eligibility through the WDNR Stewardship Program. The City of Omro Comprehensive Outdoor Recreation Plan should be considered part of the City of Omro Comprehensive Plan. To make sure both plans are coordinated, they will both be adopted in 2019 and should stay on the same update schedule. Below is a summary of parks within the City of Omro. Again, the City of Omro Comprehensive Outdoor Recreation Plan should be reviewed for detailed park projects and recommendations.

Scott Park

This seven-acre park is located at 515 East Main Street along the south bank of the Fox River. This popular and extensively used park includes a picnic area and 2 shelters, one of which was built through donations and is now a showcase for events, restrooms, play apparatus, sitting benches, fishing areas, and electric and water mooring sites. Scott Parks extends south across Main Street, where there is a warming hut and skating rink during the winter months.

Fred C. Miller Park

This eleven-acre park is located at 330 Omreau Avenue along the south bank of the Fox River. The home of the Omro Family Aquatic Center, the park also includes a boat launch, playground equipment, picnic facilities, large shelter area and enclosed shelter, public restrooms and plenty of room to run.

The Omro Family Aquatic Center is fully staffed with Certified Water Safety Instructors and Lifeguards. Services and activities include open recreation swimming, multilevel swimming lessons, water aerobics, lap swimming, senior swimming, sand play area, restrooms and showers, family changing rooms, vending machines, lounge chairs, and umbrella shade areas. The Aquatic Center includes a zero-entry level cement beach and ranges to a twelve (12) feet depth in the diving well. The center also includes two intertwining spiral slides, a plunge flume slide, a frog shaped toddler slide, a one-meter diving board, 48" lap lanes, water jets and two water activity centers.

Stearns Park

This park, located on the west end of Main Street along the south bank of the Fox River, provides a picnic area and shelter, restrooms, horseshoe pits, and sitting and fishing areas along the river. The main recreational attraction at Stearns Park is the excellent boat launch facilities and parking lot for vehicles and trailers. In 2014, the city received a grant through the DNR which allowed for upgrades to the boating facilities, walkways and parking area, along with the installation of a boat rack for 2 kayaks and 2 canoes which can be checked out for free from the city hall. This has been a popular attraction and consideration should be given to add additional kayaks and canoes in the future.

Omro Ball Park

This park is a 4.5-acre recreational facility located at 815 E. Main Street on the south side of STH21. The ball park is leased to the Omro Athletic Association (OAA) and provides a lighted softball field for organized men's and women's softball leagues. Support facilities include an open shelter, concession building, scoreboard, bleachers, parking lot, and restrooms. The park has the potential for other recreational facilities to be developed on the site.

Fox and Hounds Park

This twelve-acre park is located between River Drive and the north bank of the Fox River. It has a small play area, a picnic area, and boat launches. Consideration should be given to how this park may be better utilized. A concept plan was included in the City's 1998 Open Space and Recreation Plan that envisioned trails and boardwalks, open play areas, a play apparatus area, and additional parking.

Tower Park

This park, the highest point in the City of Omro, is located on the south side of the city adjacent to Tower Lane and Scott Street. The two-acre site is undeveloped except for the sledding hill used during the winter months.

Riverside Park

This small park is located along the south bank of the Fox River adjacent to the STH 21 bridge. It offers a highly used artesian well, picnic area and fishing opportunities.

Elmer Erickson Park

This small park, located on the north bank of the Fox River adjacent to the footbridge, provides a sitting area, fishing opportunities, and vista of the river.

Other Recreational Activities

Several basketball hoop standards are located across from the Omro Community Center on the northwest corner of West Larrabee Street and South Webster Avenue. Fishing and boating on the Fox River and nearby Lakes Winnebago, Butte des Morts, Poygan and Winneconne are popular activities. Summertime finds softball leagues and tournaments at the Omro Athletic Association Ballpark, while wintertime means snowmobiling on Winnebago County's 78.7 miles of trails. Wedgewood Golf Course is located on the southeast side of the city.

Comprehensive Outdoor Recreation Plan (CORP)

As previously stated, the most recent update of the *City of Omro's Comprehensive Outdoor Recreation Plan* was completed in 2019. The plan maintains the City's eligibility to compete for matching state and federal park and recreation grants. Recommendations in the plan focus on three main areas:

- Primary emphasis in the development of the Omro park system should focus upon meeting recreational needs through the development of neighborhood and community parks.
- Omro should continue to value its riverfront and seek additional investment, both public and private.
- Work cooperatively with the Omro School District in augmenting the community's park space by providing access to the recreation facilities owned and maintained by the district.

The CORP provides more detail on the future park needs and development priorities and should be used to assist in annual budgets and capital improvement planning. The City needs to update its Comprehensive Outdoor Recreation Plan (CORP) every five years. To make sure both plans are coordinated, they will both be adopted in 2019 and should stay on the same update schedule.

Trails

The vision for the City of Omro includes, *"A safe and efficient system of trails and sidewalks that encourages walking and biking in, and around, the community."*

The School District provides a trail system around their property that includes Frisbee golf and various exercise apparatus along its path.

The City shall use the more detailed *City of Omro Comprehensive Outdoor Recreation Plan* (CORP) adopted in 2019 and the recently developed *Winnebago County Bicycle and Pedestrian Plan* as guides to the planning and development of future bike and pedestrian trail opportunities in and adjacent the City.

An example of local success and commitment to the use of trails and bike routes in the City, is the Omro Schools Bike Shop located behind the Omro Middle School. Constructed through the Safe Routes to School grant funding program and collaboration among school and civic parties over a ten-year period, the finished bike shop was finally constructed in 2018. The bike shop was part of an initiative designed to engage students in walking and biking to school through safe transportation routing. The Bike Shop project and trail linkages also emphasize the use of alternative transportation as an attractive feature of the City.

City of Omro trail projects are also guided by the efforts of the City of Omro Bike & Pedestrian Stakeholder Group which works closely with the City Staff on implementing projects.

Administration

Located at 205 South Webster Avenue, the Omro City Hall has housed the City's governmental functions since 1966. Providing 10,000 square feet of space on two levels, City Hall is occupied by the City Administrator and administrative staff, the Police Department, and the Building Inspector. The Council Chambers are located in the lower level of the building. Conference rooms and storage rooms are located on both levels. The office for the Public Works Director is located at the Wastewater Treatment Plant. The office for the Community & Economic Development Director is located at the Omro Area Community Center, which is where the offices of the Future Omro/Chamber Organization and Omro Area Development Corporation are located. Currently there are no plans for adding additional space through remodeling, expanding or relocating.

Civic Clubs and Organizations

Omro has a wide variety of civic clubs and organizations that support various causes and provide an opportunity for the residents of the community to become involved. From service clubs like the Kiwanis and Lions to groups that support athletics like the Omro Athletic Association, the community is a better place for their efforts.

Churches

There are eight churches in the Omro area:

Eureka United Methodist Church

First Presbyterian Church

Grace Lutheran Church

North Rushford Community Church

St. Mary Catholic Church

Zion Evangelical Lutheran Church

Messiah Lutheran Church

Bridge of Faith Baptist Church

Cemeteries

The Omro Cemetery is located on the southwest side of the city, adjacent to STH 116. The twenty-acre cemetery was established in 1846. The City of Omro assumed responsibility for the maintenance of the cemetery in 1990 at the request of the Omro Cemetery Association. Annexed in 1991, the cemetery contains over 9,500 gravesites, with more than 250 sites that provide entombment for veterans of the Civil War. Currently the cemetery has nearly 500 plots available. Discussions have taken place on acquiring property to expand the cemetery.

Recently, the City has researched using a cemetery software that would streamline the burial process, documents, deeds, and maintenance of grounds and create on-line digital maps for burial locations. The software would allow the City to track headstones, reserve spaces, conduct pre-sales and allow for payment plans for grave sites.

Child Care Facilities

Licensed child care facilities in Omro provide a range of child care. Some facilities are operated in the owner's home, some are in commercial buildings, while others utilize school or church facilities for part-time or after school day care programs. Facilities licensed by the State of Wisconsin include:

- A Moment in Time, 1440 E. Main Street
- Friendship Shop, 1230 E. Scott Street
- Little Hands Learning Center, 305 224 E. Scott Street
- Children's Corner Family Day Care, 304 E. Main Street
- Grace Lutheran Preschool, 720 Jackson Avenue
- Little Ones Child Care, 640 N. Webster avenue
- YMCA School Age - Omro Elementary, 1000 N. Webster Avenue

According to Child Care Resource Referral of Winnebago County, one of the major the challenges in child care is to match the type of child care desired by the parents with the appropriate provider. For example, child care may be needed on second shift. There is always a demand for quality child care. For more information on child care in Winnebago County, visit this web site:

www.childcarerr.com

Health Care

The Aurora Health Center is located on STH 21 on the east side of the city.

Full service medical facilities are available at Aurora Medical Center (an 84-bed hospital) and Mercy Medical Center (a 157-bed hospital), both located in the City of Oshkosh. Omro also offers two dental clinics and a chiropractic office.

The Omro Care Center (Omro Nursing and Rehab, LLC) is a 50-bed, skilled nursing facility owned and operated by Eden Senior Care. Located on the southwest side of the City of Omro at 500 Grant Avenue, the nursing home was opened in 1973 and provides a full range of comprehensive health care services to 50 residents at this time. The Omro Care Center is a large employer in the community. In addition, the center also has over 100 community volunteers that assist with activities and special programs.

The Country Villa Assisted Living was designed with the wonderful nature of the countryside in mind. The rustic charm of rural living is difficult to find these days, but this assisted living center manages to maintain the perfect balance of comfort and the great outdoors. Situated on a sprawling 12-acre park complete with easily accessible scenic walking trails, every resident is proud to call the rich landscape home. 30 beds are currently available at the site.

Post Office

The City of Omro has a United States Post Office that offers home delivery along with counter services and boxes for rent.

Major Findings and Recommendations

- The water system in the City of Omro is in good shape but construction of a new well (Well #3) is needed to meet the projected growth in the community. If significant growth occurs on the north side of the city, a new water tower will probably be needed there. In addition, an additional water tower may be warranted based on development.
- Regular communication with the Town of Algoma Sanitary District #1 will help to identify upgrades that may be needed to the wastewater treatment system. The wastewater treatment plant was upgraded in 2006 and has sufficient capacity to meet more than the anticipated growth of the community and the Town Sanitary District during the next 10 years and beyond.
- Increased stormwater regulations may mean it is time for the City to develop a stormwater management plan, which may or may not include the formation of a stormwater utility.
- The Tri-County Landfill agreement between the counties of Brown, Outagamie and Winnebago should provide the capacity needed for solid waste and recycling materials.
- The deregulation of the telecommunications industry has resulted in strong competition. Services appear to be adequate for the City of Omro.

- Planned upgrades in generation, transmission and distribution systems should provide the City of Omro with adequate energy from electricity and natural gas.
- The Police Department should continue to evaluate future staffing and equipment needs based on population projections and where growth is expected to occur.
- The new facility for the Fire Department should be adequate for some time into the future. Equipment and training needs should continue to be evaluated.
- The ambulance contract with the City of Oshkosh has proven to provide excellent service and should be monitored to ensure that the best combination of cost and response time is available to the residents of the City of Omro.
- There is overall capacity in the Omro School District to accommodate a twenty to thirty percent increase in student enrollment before expansion plans would need to be considered. The school with the least capacity is H. B. Patch, which currently houses pre-kindergarten, kindergarten, and first grade students. While site factors are a constraint at H.B. Patch, the other three schools all have the ability to be easily expanded.
- The City of Omro should meet with the Omro School District to discuss the District's Strategic Plan.
- Innovative funding sources are being pursued for the potential expansion of the Carter Memorial Library. The library has experienced strong growth.
- While it is a strong asset, the Omro Area Community Center should work at increasing its ability to be financially self-supporting.
- Six of the eight parks in the City of Omro share a common characteristic – frontage along the Fox River – that helps to define Omro for residents and visitors alike. Scott Park and Miller Park in particular are both recreational and economic assets to the community. Further consideration should be given to how these parks can attract visitors and income to the community.
- Consideration should be given to establishing more neighborhood parks as residential growth expands on the south, northeast and north sides of the community.
- Aside from the library, facilities for the various city departments appear to be adequate at this time, though there are studies being considered to look at the need for a new municipal building as the city continues to grow.
- There does not appear to be any significant concerns with respect to civic clubs and organizations, churches, cemeteries, child care, and health care.

Future Utility and Community Facilities Projects

- North-side replacement of water mains, sanitary sewer and storm sewer including North Webster Street, Poygan Road, Spruce and Balsam Streets.
- Installation of Well #3 and well house.
- Engineering and reconstruction of W. Larrabee Street including 1400' of water, sanitary sewer and storm sewer.

- Upgrade storm sewer on Main and Adams Street.
- Engineering and construction of 500,000-gallon water tower.
- Park projects are recommended in the City of Omro Comprehensive Outdoor Recreation Plan (CORP) updated in 2019.
- Improved fiber and internet service to the City Industrial Park.
- Implement stormwater improvements on Grant Street.
- Assess the feasibility of constructing a new city library and new municipal building complex.
- Construct new city library building or expand existing facility.
- Construct a new municipal building.

Economic Development

Analysis of Labor Force and Economic Base

One of the challenges in analyzing the labor force and economic base of a smaller community is the fact that most of the information on the labor force and economic base is available only at the county level, with very little available at the community level. While having community specific data is desirable, it quickly becomes clear in analyzing the data that a larger geographic area more accurately reflects the trends. People, jobs, and income move freely across the municipal boundaries that otherwise define who we are.

Labor Force

It is possible the City of Omro will benefit from the labor shortage. As people respond to a labor shortage by moving to where the jobs are, Omro offers an attractive environment in which to live, particularly to those that are seeking a family-friendly, small town atmosphere.

According to the U.S. Census a lower percentage of civilians age 16 years old and older were participating in the labor force in 2009-2013 5-Year Estimates than in 2000 in all jurisdictions (Tables 22A and 22B). In the City of Omro, in 2000 approximately 71.6 percent of the civilian population over the age of 16 was in the labor force compared to about 67.8 percent in the 2009-2013 5-Year Estimates. Roughly 93.6 percent of the people in the labor force in the City of Omro in 2009-2013 5-Year Estimates were employed, this is similar share compared to Winnebago County (93.5%) and the state (92.2%).

Table 22A Population 16 Years Old and Older in Civilian Labor Force, 2000 Census

Jurisdiction	Total	In Labor Force		Employed		Unemployed	
		Number	Percent	Number	Percent	Number	Percent
City of Omro	2,490	1,783	71.6%	1,693	68.0%	90	3.6%
Winnebago County	123,806	85,820	69.3%	82,666	66.8%	3,154	2.5%
Wisconsin	4,157,030	2,869,236	69.0%	2,734,925	65.8%	134,311	3.2%

Source: U.S. Census 2000, File DP-3

Table 22B Population 16 Years Old and Older in Civilian Labor Force, 2009-2013 ACS 5-Year Estimate

	Total	In Labor Force		Employed		Unemployed	
Jurisdiction	Estimate	Estimate	Percent	Estimate	Percent	Estimate	Percent
City of Omro	2,690	1,823	67.8%	1,707	63.5%	116	4.3%
Winnebago County	136,072	89,965	66.1%	84,082	61.8%	5,883	4.3%
Wisconsin	4,537,877	3,079,100	67.9%	2,839,636	62.6%	239,464	5.3%

Source: U.S. Census 2009-2013 ACS 5-Year Estimate

Table 23 Annual Average Unemployment Rates, 2008-2018

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Winnebago County	4.3	7.8	7.4	6.7	6.3	6.2	5.3	3.5	3	2.5	2.4
Wisconsin	4.9	8.6	8.7	7.8	7	6.8	5.5	4.3	3.7	3	3

Source: WI Dept. of Workforce Development, Office of Economic Advisors, LAUS 2008-2014

Table 23 shows the unemployment rate for Winnebago County and the State of Wisconsin. The table clearly shows the rebuilding of the local economies after the Recession of 2008. Unemployment rates sit at all-time lows creating labor shortages in many communities throughout the state. Medical and manufacturing industries are experiencing a very competitive job market.

Employment by Industry

While the jobs shown in Table 24 are with companies whose plants and offices are physically located in Winnebago County and Wisconsin, the people who have these jobs may or may not live in Winnebago County or Wisconsin. These data are commonly referred to as "place of industry" employment data. People commonly work in counties other than where they live.

Table 24 shows the industries in which the residents of the City of Omro, Winnebago County, and Wisconsin actually work, but the jobs may not be at a plant or office located in the city, county or state. These data are commonly referred to as "place of residence" employment data.

Over one-fourth of the residents of the City of Omro are employed in the manufacturing industry. Manufacturing was also ranked highest for Winnebago County residents as a whole (24.5%), but slightly lower in percentage than the City (28.3%). The second and third highest sector employing residents of the City of Omro and Winnebago County were educational, health and social services followed by retail trade. Overall, the State of Wisconsin contained more constituents being employed in the Educational, health and social services (23.2%) followed by manufacturing (18.2%) and retail trade (11.4%). The manufacturing industry has been an important part in employment for the City of Omro. The percentage of residents employed in this industry for Winnebago County and the State of Wisconsin was not as prominent.

Table 24 Employment by Industry, 2009-2013 ACS 5-Year Estimates

	City of Omro		Winnebago County		Wisconsin	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Agriculture, forestry, fishing and hunting, and mining	54	3.2%	1,032	1.2%	70,743	2.5%
Construction	48	2.8%	3,316	3.9%	151,201	5.3%
Manufacturing	483	28.3%	20,605	24.5%	515,649	18.2%
Wholesale trade	44	2.6%	2,057	2.4%	77,035	2.7%
Retail trade	164	9.6%	10,414	12.4%	324,973	11.4%
Transportation and warehousing, and utilities	127	7.4%	3,310	3.9%	124,407	4.4%
Information	26	1.5%	1,423	1.7%	48,652	1.7%
Finance, insurance, real estate, and rental and leasing	80	4.7%	4,148	4.9%	176,812	6.2%
Professional, scientific, management, administrative, and waste management services	191	11.2%	7,203	8.6%	225,521	7.9%
Educational, health and social services	225	13.2%	16,479	19.6%	657,565	23.2%
Arts, entertainment, recreation, accommodation and food services	112	6.6%	7,585	9.0%	246,390	8.7%
Other services (except public administration)	62	3.6%	3,766	4.5%	119,054	4.2%
Public administration	91	5.3%	2,744	3.3%	101,634	3.6%
Civilian employed population 16 years and over	1,707	100%	84,082	100%	2,839,636	100%

Source: U.S. Census 2009-2013 ACS 5-Year Estimates, DP03

Employment by Occupation

Table 25 shows the breakdown of occupations held by residents of the city, county and state. Occupations are characterized into five sectors.

In 2009-2013 5 Year Estimate, the City of Omro generally had lower percentages than either the county or the state in the categories that are representative of white-collar occupations and higher percentages in service and blue-collar occupations. Roughly 30 percent of residents worked within a sales and office occupation, followed closely by 22 percent working in the production, transportation and material moving occupations. Both Winnebago County and the State had

more residents working in the management, business, science and arts occupations, 30.2 percent and 33.9 percent respectively. This sector was ranked third within the City of Omro.

Table 25 Employment by Occupation, 2009-2013 ACS 5-Year Estimates

	City of Omro			Winnebago County			Wisconsin		
	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent
Management, business, science, and arts occupations	335	+/-112	19.6%	25,359	+/-886	30.2%	963,978	+/-6,343	33.9%
Service occupations	285	+/-99	16.7%	15,293	+/-750	18.2%	482,179	+/-3,902	17.0%
Sales and office occupations	527	+/-134	30.9%	21,073	+/-706	25.1%	676,268	+/-4,669	23.8%
Natural resources, construction, and maintenance occupations	182	+/-81	10.7%	6,198	+/-467	7.4%	242,773	+/-2,897	8.5%
Production, transportation, and material moving occupations	378	+/-143	22.1%	16,159	+/-847	19.2%	474,438	+/-4,259	16.7%
Employed civilian population 16 years and over	1,707	+/-252	100%	84,082	+/-1,030	100%	2,839,636	+/-6,287	100%

Source: U.S. Census 2009-2013 ACS 5-Year Estimates, DP03

Travel Time to Work

As would be expected, the time it takes to travel to work is higher for people who live in the City of Omro than it is for people in Winnebago County (see Table 26). For example, people who travel between 0 and 14 minutes are about 25.2% for Omro and 42.7% for Winnebago County. About 60% of the people in Omro who travel to work drive more than 20 minutes while the same percentage in Winnebago County and Wisconsin drive less than 20 minutes to work.

These data confirm that Omro serves as a "bedroom" community to the region from the Fox Cities in the north down through Oshkosh to Fond du Lac in the south. While the City of Omro's proximity to these larger communities does present challenges, particularly in terms of having a complete range of retail services, it also presents an opportunity to attract people looking for a family-friendly, small town atmosphere.

Table 26 Travel Time to Work, 2009-2013 ACS 5-Year Estimates

	City of Omro			Winnebago County			Wisconsin		
	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent
Total:	1,648	+/-253	100.0%	79,885	+/-1,107	100.0%	2,677,667	+/-6,286	100.0%
Less than 5 minutes	24	+/-27	1.5%	3,267	+/-401	4.1%	126,783	+/-1,939	4.7%
5 to 9 minutes	154	+/-91	9.3%	12,276	+/-678	15.4%	369,487	+/-3,938	13.8%
10 to 14 minutes	238	+/-106	14.4%	18,560	+/-835	23.2%	463,006	+/-4,342	17.3%
15 to 19 minutes	183	+/-73	11.1%	15,223	+/-645	19.1%	442,313	+/-3,325	16.5%
20 to 24 minutes	384	+/-179	23.3%	12,276	+/-681	15.4%	396,944	+/-3,886	14.8%
25 to 29 minutes	224	+/-118	13.6%	5,049	+/-412	6.3%	176,003	+/-2,608	6.6%
30 to 34 minutes	202	+/-83	12.3%	6,660	+/-466	8.3%	282,660	+/-3,339	10.6%
35 to 39 minutes	75	+/-55	4.6%	1,443	+/-304	1.8%	70,724	+/-1,485	2.6%
40 to 44 minutes	42	+/-39	2.5%	1,136	+/-233	1.4%	78,219	+/-1,570	2.9%
45 to 59 minutes	56	+/-50	3.4%	1,746	+/-216	2.2%	144,208	+/-1,923	5.4%
60 to 89 minutes	28	+/-31	1.7%	1,107	+/-174	1.4%	81,446	+/-1,472	3.0%
90 or more minutes	38	+/-35	2.3%	1,142	+/-213	1.4%	45,874	+/-1,381	1.7%
Worked at Home	38	+/-37	2.3%	2,776	+/-341	3.4%	114,523	+/-1,838	4.1%
Mean Travel Time	24.9	+/-3.8		18.4	+/-0.4		21.7	+/-0.1	

Source: U.S. Census 2009-2013 ACS 5-Year Estimates, B08303, DP03

Average Weekly Wages

The highest average weekly wages in 2000 in Winnebago County were in the professional and business services sectors (see Table 27) followed by the manufacturing sector and the information sector. Professional and business sector remained the highest paid sector in 2017 with those working in the construction sector increasing their wage above the manufacturing sector. The information sector was the fourth highest paid sector in 2019. Overall, in Wisconsin in 2017 the Information sector was highest paid followed by the financial sector and then unclassified positions. Professional and business services were ranked fifth.

The column title "2017 CPI" is the 2010 adjusted for inflation. In comparing it with the actual wages for 2017, it can be seen that wages in all sectors outpaced inflation. The financial activities sector had the highest percentage gain in Winnebago County between 2010 and 2017, whereas the greatest financial gain within a State sector was in the information industry. All sectors had at least a 10 percent gain from 2010 until 2017. This reflects the rebounding economy after the recession of 2008.

Table 27 - Average Weekly Wages, 2010 & 2017

	2010	2017 CPI	2017	Difference 2010-2017	% Change 2010-2017
Winnebago County					
Natural Resources and Mining	$595	$667	$759	$164	27.56%
Construction	$957	$1,073	$1,218	$261	27.27%
Manufacturing	$1,084	$783	$1,201	$117	10.79%
Trade, Transportation, Utilities	$612	$686	$686	$74	12.09%
Information	$1,012	$1,134	$1,136	$124	12.25%
Financial Activities	$853	$956	$1,161	$308	36.11%
Professional & Business Services	$1,138	$1,275	$1,500	$362	31.81%
Education & Health Services	$769	$862	$846	$77	10.01%
Leisure & Hospitality	$221	$248	$280	$59	26.70%
Other Services	$368	$412	$463	$95	25.82%
Public Administration	$749	$839	$874	$125	16.69%
Unclassified	$531	$595	N/A		N/A
Wisconsin					
Natural Resources and Mining	$589	$660	$731	$142	24.11%
Construction	$945	$1,059	$1,153	$208	22.01%
Manufacturing	$965	$1,081	$1,096	$131	13.58%
Trade, Transportation, Utilities	$656	$737	$773	$117	17.84%
Information	$995	$1,115	$1,353	$358	35.98%
Financial Activities	$1,026	$1,150	$1,320	$294	28.65%
Professional & Business Services	$895	$1,003	$1,112	$217	24.25%
Education & Health Services	$817	$916	$920	$103	12.61%
Leisure & Hospitality	$281	$315	$341	$60	21.35%
Other Services	$436	$489	$564	$128	29.36%
Public Administration	$801	$898	$907	$106	13.23%
Unclassified	$901	$1,010	$1,281	$380	42.18%

Source: Wisconsin DWD, Average Weekly Wages by Industry QCEW 2010, 2017

Per Capita Income

The City of Omro had a similar percentage increase as the state in per capita income between 2000 and 2010 (see Table 28). At $22,812 in 2010, however, it still remains significantly below the county and the state.

Table 28 Per Capita Income

	City of Omro		Winnebago County		State of Wisconsin	
	1999	2010	1999	2010	1999	2010
Per Capita	$18,332	$22,812	$21,706	$26,383	$21,271	$26,624
% Change		19.64%		17.73%		20.11%

Source: U.S. Census 2000 Census and 2006-2010 ACS 5 Year Estimate

Raising the per capita income of the residents of the City of Omro will be a challenge. Business development efforts should focus on attracting and developing firms that offer occupations that pay higher wages than those that currently exist.

Existing Economic Base

A listing of the "Top Ten" employers in the City of Omro (Table 29) shows a good cross section of industry sectors and occupations.

Table 29 - Top Ten Major Employers

Company or Employer	Product or Service	Total Employees
Omro School District	Education	299
Omro Care Center	Skilled Nursing Home	180
Stainless Unlimited, Inc.	Stainless Steel Fabricating	92
Advanced Disposal	Solid Waste and Recycling	50
Piggly Wiggly	Grocery Store	50
City of Omro	Local Government	36
Mc Donald's	Restaurant	32
Printco, Inc.	Business Form Printing	30
Berlin Journal/Omro Herald	Newspaper	30
Keenline Conveyor Systems	Conveyor Manufacturing	29

Source: Future Omro Chamber Main Street, 2018.

Types of New Businesses Desired

As communities engage efforts to attract new business or expand existing business, many factors come into play whether those efforts will result in success. For the City of Omro, there are three primary areas set up to accommodate commercial growth. These areas include the downtown, STH 21 corridor and the Omro Industrial Park. The Future Land Use Map (Map 1) shows these locations within the city.

Like most small, rural type communities, maintaining a vibrant and attractive downtown is probably most important to the image of the community. Typically, businesses located in a downtown area provide basic service to the surrounding area population. Services such as banking, legal, accounting, printers, specialized retail, cafes, pubs and more are often found here intermixed with government service facilities. Mixed use with residential could provide the anchor for some of these businesses generating the "feet on the streets" necessary for success.

Omro's commercial corridor along STH 21 can accommodate business opportunities that desire traffic generation and more area to accommodate larger building footprints and support parking. The recent creation of TID #7, further enhances the City's ability to attract business to this area as improvements both infrastructure and cosmetic are made.

The creation and expansion of the Omro Industrial Park provides the City with a prime location to attract industry. Improved vacant lots exist plus the park has the potential to expand south and east to accommodate future growth if needed. Proposed city improvements such as a new well and water tower will only enhance the attractiveness of the park for new business and industry.

In basic terms, instead of the City being narrowly focused on only a few types of business or industries, Omro opens its doors and desires most business opportunities that will quilt into the fabric of its community's culture. The truth of the matter is future business opportunities may be limited but when presented, should be reviewed and counseled to achieve win/win outcomes for both the business and the community. The future of Omro may depend on it.

Local Government's Ability to Retain and Attract Business

Location

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.

Typically, communities like Omro that are located in close proximity to larger communities end up being "bedroom" communities, meaning that people move to live in the community but not to start, expand, or relocate a business. While Omro is located close to the City of Oshkosh and, to a lesser extent, the Fox Cities, it has worked hard at not being just a "bedroom" community. The community has aggressively sought businesses to locate in the City of Omro's Industrial Park, in the commercial areas along STH 21 on the east end of the community, and in the historic downtown district. Community leaders in both the public and private sectors understand the need for residential, commercial, and industrial growth, and the jobs and income they provide in the community.

There is no doubt that the combination of an attractive environment created by the Fox River and the proximity to the larger urban areas to the east and northeast provides the City of Omro with a strong package to market to future residents and businesses. In fact, it may be the attractive environment that will drive significant economic growth in the future. There are many opportunities for future residential, recreational, and commercial development along the Fox River. These will be discussed more in the Land Use Element.

Infrastructure

The major infrastructure need in the City of Omro is improved high-speed data and Internet access in the Industrial Park. The need has been made known both to Charter Communications, which provides through its cable network, and to AT&T, which provides DSL high-speed access through the telephone lines.

As growth continues to occur in the Industrial Park, a water tower and new well will be needed to provide the pressure and capacity needed by the businesses.

A capital improvement program can help to ensure that needed improvements to the infrastructure are identified.

Regulatory Issues

The City of Omro seeks to strike a balance between the needs of business expanding or locating in the community and the needs of the community. Zoning and building codes help to ensure the health, safety, and welfare of the community are protected and maintained. Currently there are no regulatory issues that can be addressed directly by the City. Most of the regulatory issues are related to county, state and federal level regulations.

Financial Programs

The Omro Area Development Corporation (OADC) administers a revolving loan fund (RLF) that is available to any business located within the city limits. The funds can be used for a wide range of activities including land and building acquisition. The maximum loan is twenty (20) percent of the total project cost, not to exceed $20,000. The interest rate is 2% below the prime lending rate and the terms range from seven to fifteen years. As loans are paid back, the money is re-lent to other businesses.

In addition to the OADC's RLF, there are a number of financial programs available to the City of Omro and to businesses interested in building in or expanding or relocating to Omro. Since these programs can change yearly, it's best that prospective businesses willing to locate in Omro or expand, consult with the City Administrator for the most recent program information.

SWOT Results

As part of the previous comprehensive planning effort, the Omro Economic Development Committee performed a SWOT Analysis (strengths, weaknesses, opportunities, and threats) of the Omro economy. Here is a summary of the most important issues.

Strengths

STH 21 location and easy access to USH 41

The Omro school system

Clean, small community with curb appeal

New development – progress – room for growth

Fox River – City Park System

Weaknesses

Lack of a major retailer in the city

Traffic congestion and parking problems in the Downtown Business District

No large industrial employers or large land parcels available in the industrial park

Lack of tourism housing, camping, etc. / Improvements to the Fox River

Opportunities

Industrial park growth and development

New businesses in the Downtown Business District

Fox River promotion

Tapping/capturing the disposable income of the residents of the city

More residential growth – land available

Threats

Deteriorating buildings and need of "good" buildings in the Downtown Business District to house businesses and retail uses

STH 21 By-Pass

Lack of better paying jobs in the community

Lack of recreational and entertainment facilities in the community

In reviewing the strengths, weaknesses, opportunities and threats during the preparation of this plan, the Planning Commission identified several changes: The Aquatic Center is seen a strength, while the lack of high-speed data and Internet access and the projected labor shortage are seen as weaknesses. The lack of camping facilities is no longer seen as a weakness. The success of the Omro Farmer's Market is certainly a new strength. It has increased city exposure to residents and visitors alike. Removal of the STH 21 Bypass from the Future Land Use Map is seen as an opportunity by some as a barrier will be removed for growth to the north. Also, to keep consistent traffic exposure for downtown businesses.

Community-Wide Economic Development

Each organization in the Omro Area must make every effort to increase exposure and promote economic development for the community.

The City of Omro and the Chamber of Commerce should continue their efforts to hold special events and festivals to attract more visitors and shoppers to Omro.

Efforts should be explored between the City, the School District and the various clubs and organizations to determine if other community-wide events could be held in Omro on a seasonal basis.

The City of Omro and the Chamber of Commerce must promote the Miller Family Park Aquatic Center as a community attraction to bring families and swimming enthusiasts to Omro for outdoor recreational activities and shopping.

The expanded trail system in the City is another community asset to help facilitate growth. Expansion of the Farmer's Market and the creation of other special events will further assist.

Main Street – Downtown Business District

Together, the Omro Area Development Corporation, Future Omro Chamber Main Street program and the City of Omro must continue efforts to recruit retail businesses to locate downtown.

Efforts should be made to recruit specialty stores for Omro's downtown. Ideas could be endless and should cater to market and shopping trends.

For this to occur, the City should promote its recruitment efforts as being "Entrepreneurial Friendly" in allowing business ideas to flow while encouraging investment.

Efforts should be made to attract an upscale supper club, brew pub, and/or winery to Main Street that would also take advantage of the Fox River location and view.

The City of Omro should continue the Business Improvement District Program and the Facade Improvement Program to encourage store owners and operators to improve their storefronts and buildings.

City of Omro Industrial Park

Work closely with the Omro Area Development Corporation (OADC) to fully develop the City Industrial Park to capacity. Ensure adequate vacant land is available in the Industrial Park and expand as necessary to meet development demands.

Pursue the acquisition of additional land to the south and east of the present industrial park for future expansion.

Pursue the recruitment of suitable businesses and industries to locate in the present industrial park. The park is a fantastic location for a wide variety of industries. However, possible target industries might include an electronic assembly plant, other electronic industries, printing companies, telecommunications or computer related industries, and smaller distribution centers.

Organizational

Together, the Omro Area Development Corporation, Future Omro Chamber Main Street program and the City of Omro are committed to economic development, engaging ongoing development efforts to attract new business, create jobs and assist local business. Economic growth helps reduce the tax burden, thus strengthening the workforce, school system, housing market and more.

Economic development has long been a concern for the City of Omro. In 1954, the Omro Area Development Corporation or OADC was founded to promote Omro for business development. From the very beginning, the OADC was a partnership between the public and private sectors, a model that is often found in successful economic development programs.

Sites for New or Expanding Businesses

From a location perspective, sites for new or expanding businesses shall follow the recommendations of the Future Land Use Map (Map 1) as a guide. Locations must also be supported by proper zoning.

Commercial sites for new or expanding businesses are tracked and promoted by the Omro Area Development Corporation. The OADC publishes information on the City of Omro's web site and has sheets on available buildings and land at its office. The promotion is done in cooperation with the owner of the building and/or the land and any broker or realtor that may be listing the property. Most of the commercial development is located in the Downtown District or along STH 21 east of downtown to the eastern city limits.

Omro has identified retail opportunities and is looking for partners in the fields of clothing, personal care, general merchandise and full-service restaurants.

The Omro Industrial Park offers one to two-acre parcels in its 25-acre addition. The light industrial zoned lots are reasonably priced for having city utilities in place. Loan programs with flexible terms are offered for qualifying projects in the park.

From a recreational and residential perspective, the Fox River has been the focus of much development. It has not, however, been the focus of commercial development. While the addition of parking behind the buildings in the 100 West block of Main Street has brought retail customers and office employees in contact with this natural resource, very little commercial development takes advantage of the environment created by the Fox River. Business opportunities may exist on the north side of the Fox River but will require more detailed study on neighborhood compatibility.

In addition, the City has limited commercial and business development north of the Fox River to accommodate existing residential development adjacent the school complex. Creating a commercial node in this area of the City may be warranted and studied in greater detail.

TIF (Tax Incremental Financing)

The City of Omro created TID (Tax Incremental District) #7 in 2017 allowing for the development of a CBRF and future street, storm sewer, sidewalk and industrial improvements. There are no other TID's functioning in City. The creation of TID #7 is part of the City's strategic move to identify and help fund commercial and industrial opportunities along STH 21 on the east end of the community (See Map 1 for TID area delineation). Creation of the TID could generate an annual revenue stream over the next decade that could help fund capital improvement projects such as roads, curb & gutter, stormwater management, sidewalks amongst other improvements. "Increment" is already being realize through approval and development of the Country Villa CBRF facility within TID #7. Continued development within the TID will only further enhance and escalate the public improvements, making the area even more attractive and accommodating to future developments. The City may realize this tool again should development outpace expected projections.

Use of Brownfield Sites

The goal of the Brownfields Grant Program is to support community redevelopment in the state of Wisconsin. Under the program outlined in Wis. Stat. §238.13, the Wisconsin Economic Development Corporation (WEDC) will grant funds to local governments, businesses, nonprofits and individuals for redeveloping commercial and industrial sites that have been adversely impacted by environmental contamination.

Wis. Stat. §238.13(2)(b)3 requires the applicant to contribute matching funds of at least 50% of the grant. Due to program demand, generally WEDC requires that the applicant's eligible matching investment is at least 70% of the eligible project costs, unless the project is located in a Designated Rural County, in which case the match may be reduced to 50 percent of the eligible project costs.

The maximum award generally does not exceed $500,000 unless the request for funds is for a project that, due to the size of the brownfield and the degree and extent of contamination, clearly justifies an award beyond normal parameters.

Brownfields are "abandoned, idle or underused industrial or commercial facilities or sites, the expansion or redevelopment of which is adversely affected by actual or perceived environmental contamination."

The former Speed Queen property at 430 Michigan Street has gone through environmental remediation and is currently one of the few industrial properties remaining on the west side of the city. The property is owned and operated by Oshkosh Tool Corporation. The former Ferrell Gas property located west of Stearns Park has also gone through the environmental cleanup process and is privately owned. Though there was hope for a marina at this location at one point, except for the small buildings rented for commercial use along Huron Street, the property has remained vacant.

Applicable County, Regional, and State Programs

Winnebago County

Winnebago County offers the Per Capita Funding Program, an annual grant program administered by the County's Industrial Development Board. Founded in 1975 by the Winnebago County Board, the program has distributed over $1 million to local communities in Winnebago County since its inception. The City of Omro receives funds annually from the program for its economic development efforts in business retention and attraction.

The County offers the revolving loan fund program to help fund capital improvements for new or existing businesses. The purpose of the fund is to provide financing to local units of government in the County that have business or industrial development projects that provide quality job opportunities and increases the tax base of the county. Funds can be used by local units of government to finance infrastructure improvements within their industrial parks, construct spec buildings, purchase real estate or to financially assist businesses and industries that wish to expand or relocate within the County. More information on both programs is available at:

https://www.co.winnebago.wi.us/planning-and-zoning/industrial-development-board-home/financing-program/revolving-loan-fund-program

Regional Programs

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 2018.

The document contains a review of the Commission's economic development efforts, an overview of the region's economy and the development strategy for the region. The development strategy includes goals, objectives and strategies and a ranking of economic development investment projects submitted by communities in the region.

Preparation of this plan ensures that the East Central Region maintains Economic Development District (EDD) status through the federal Economic Development Administration (EDA), allowing community and regional projects, supporting the goals identified in the document, to apply for funding through a variety of EDA programs. In addition, the CEDS provides a framework for regional economic development by presenting a series of goals, objectives, and performance measures along with an analysis of socioeconomic trends, transportation access, regional geography and resources.

The Omro Chamber of Commerce works cooperatively with the Oshkosh Chamber in several areas as well.

Fox Valley Technical College provides assistance to existing and prospective businesses. For information on small business and entrepreneurship services at Fox Valley Technical College.

State Programs

The Wisconsin Economic Development Corporation (WEDC) is committed to creating and maintaining a business climate that allows communities to maximize potential. Working with more than 600 statewide partners, including regional economic development organizations, academic institutions and industry groups, WEDC enhances communities, supports business development, advances industry innovation, taps global markets and develops a talented workforce to help Wisconsin realize its full economic potential.

The WEDC administers over 17 different programs. Information on these programs is available at:

https://wedc.org/programs/?fwp_programsresources_category=program-grow

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 closest SBDC office to Omro is at the University of Wisconsin-Oshkosh. Information on the programs and services offered by the SBDC may be found at: www.wisconsinsbdc.org

Major Findings and Recommendations

The labor force shortages faced by many employers in Winnebago County and the State of Wisconsin in the 1990s will occur again as the "Baby Boomer" generation retires. In fact, it has already started. Many business and industries can't find enough trained workers. In addition, the cost and accumulated debt by college students is also having an impact. Due to the cost and demand for skilled labor, an increased number of high school graduates are selecting technical schools for specific training which are tied to potential employers who seek that skill base. Less potential debt and a quicker avenue to career employment is driving the change. This preference could be viewed as a positive for Omro, especially for manufacturing business within the industrial park. As these businesses respond to the labor shortage by moving to where the jobs are, Omro offers an attractive environment in which to live, particularly to those that are seeking a family-friendly, small town atmosphere.

A key to attracting a younger labor force to the city will be affordable housing. Millennials for example, are not as quick to jump into the home buying market as generations before. That said, housing to support them will need to be diverse and affordable. Expect the growing trend for smaller single-family homes and apartment complexes to continue. The city will need to plan for those opportunities.

While the City of Omro would like to have a balance between residential, commercial, and industrial growth, its geographic location and attractive environment are assets that can be used to encourage people to live here even if they work elsewhere from Fond du Lac to the Fox Cities.

The emergence of sectors offering high paying positions should be considered by the City of Omro as it targets businesses to start up and expand in, or relocate to, the community.

The City of Omro is not dependent on a single major employer. Future business development efforts should focus on maintaining the diverse economic base. Efforts to attract entrepreneurs should be a goal as well.

Targeting businesses that are young and small is a good fit for the physical and economic resources of the community.

The combination of an attractive environment created by the Fox River, and the proximity to the larger urban areas to the east and northeast, provides the City of Omro with a strong package to market to future residents and businesses.

Equally important are the improvements needed to the "electronic" highway, specifically the need for high-speed data and Internet access in the community.

It is important that the Omro Area Development Corporation continue to use its revolving loan fund program to make projects happen in the community.

Few communities that are the size of the City of Omro have made the financial commitment it has toward aggressively promoting the community. This effort should continue to be strongly supported.

The availability of sites for new or expanding businesses ranges from "greenfield" sites in the Industrial Park to "brownfield" sites of former manufacturing facilities to sites that are in between, like the former Piggly Wiggly building.

While the Fox River has been the focus of residential and recreational development, it has not been the focus of commercial development. This is an opportunity that needs to be more fully explored.

The City of Omro is fortunate in being located in a county that financially supports economic development efforts. The Winnebago County Industrial Development Board's Per Capita Funding and Revolving Loan Fund programs are two excellent resources.

Strong economic development programs are characterized by partnerships. The City of Omro is fortunate to have, or have access to, many other organizations that are or may be part of its economic development efforts. Together, the Omro Area Development Corporation, Future Omro Chamber Main Street program and the City of Omro are committed to economic development, engaging ongoing development efforts to attract new business, create jobs and assist local business. Economic growth helps reduce the tax burden, thus strengthening the workforce, school system, housing market and more. Other partners include Winnebago County, East Central Wisconsin Regional Planning Commission, the Wisconsin Economic Development Corporation the Wisconsin Small Business Development Center, and more.

Land Use

Land Use Characteristics

Map 8 shows the existing land use pattern in the City of Omro. Table 30 shows the existing land uses from 2000. Table 31, shows the existing land uses as of 2018. Total acreage between the two tables is different due to the city growing by annexation. Also, because of the two different methodologies used in collecting the land use data, some of the land use categories are not directly comparable.

Table 30
Existing Land Use in Acres, 2000

	Acres	Percent of Total
Agricultural, Vacant, and Open Space	488	31.9%
Commercial	57	3.7%
Industrial	52	3.4%
Public and Institutional	57	3.7%
Recreational	127	8.3%
Residential	380	24.8%
Transportation	179	11.7%
Utilities		0.6%
Water	99	6.5%
Woodlands	82	5.4%
Total	**1,530**	100.00

Source: East Central Wisconsin Regional Planning Commission and Martenson & Eisele, Inc.

Table 31
Existing Land Use in Acres, 2018

	Acres	Percent of Total
Agriculture	189.3	11.5%
Commercial	50.8	3.1%
Duplex	16.1	1.0%
Governmental/Institutional	61.8	3.8%
Industrial	74.5	4.5%
Mobile Home/Parks	15.4	0.9%
Multi Family	24.4	1.5%
Open Areas	360.4	22.0%
Parks and Recreation	136.6	8.3%
Residential	394.1	24.0%
Utilities	9.3	0.6%
Transportation	203.2	12.4%
Water	105.3	6.4%
Total	**1641.2**	100.0

Source: Martenson & Eisele, Inc.

Agricultural

Agricultural, and open areas make up 33.5% of the total land area in the City of Omro. This compares to 31.9% in 2000. The increase is due to expansion within the industrial park which is currently undeveloped. There are no active farms within the City of Omro but there is land that is being cropped. The trend of agricultural land and open areas being converted for more intensive uses is expected to continue.

Residential

Residential land uses (single family, duplex, mobile home parks, and multifamily) make up 27.4% (450 acres) of all land uses in 2018. The percentage is an increase from 2000 which is encouraging. There are estimated to be 1491 housing units in the city or about 3.3 units per acre overall. As one would expect, single family residential contains the lowest densities while multi-family contains the highest. Based on a 2018 population estimate of 3,559, and total residential acreage of 450 acres, there are 7.9 residents per acre of residential land.

Commercial

Commercial land uses make up 3.1% of the total acres in the city in 2018. That percentage dropped from the Year 2000. These uses are concentrated in the Downtown Main Street District and along STH 21 on the east side of the community. The intensity of the Downtown Main Street District is about mid-level, whereas the commercial intensity along STH 21 is relatively low with the sites scattered and open space between the buildings. In the future, increased commercial acreage will occur along the STH 21 corridor where vacant land exists.

Industrial

Industrial land uses made up 4.5 % of the total city land area in 2018. This is an increase of 1.1% since 2000. This is encouraging news as Omro attempts to increase its tax base and provide local jobs for residents. It is the hope of the City that this percentage continues to climb over the next planning period. New industrial development has located almost exclusively in the Omro Industrial Park and is characterized as mid-level intensity.

Government and Institutional

Government and Institutional account for about 61.8 acres or 3.8% of the total city land area in 2018. Those figures are very similar to 2000. This total is always interesting to review as it does constitute land that is not taxed. No major additions to this classification are projected. Although a new municipal building maybe warranted during the planning period.

Parks and Recreation

Acreage for parks and recreation has stayed relatively stable since the Year 2000. In 2018, it made up 136.6 acres or 8.3% of the total land area within the city. Similar to government and institutional land use, park and recreation land owned by the city does not generate tax revenue. **However, it is considered a key quality of life ingredient for mental health and sense**

of community." Future park land acquisitions will be guided by the City's 2019 Comprehensive Outdoor Recreation Plan (CORP). However, no major park acquisitions are expected in the short term.

Transportation

Transportation use (primarily roads) increased as expected in acreage from 179 (11.7%) in 2000 to 203 acres (12.4%) in 2018. As vacant land within the city gets developed, road infrastructure is installed increasing the transportation footprint. That said, future transportation use will likely stay in balance with other uses such as residential and industrial.

Water

The dominant water feature within the City of Omro is the Fox River. Water features in the city occupy 105.3 acre or 6.4% of the city.

Trends in the Supply, Demand, and Price of Land

The pace of development is controlled by many factors. Historically, interest rates and the general state of the US economy are viewed as the biggest drivers. However, other local factors do come into play as it relates to the supply, demand and price of land for development. As of the drafting of this plan update, the economy has been bullish sending the DOW to over 26,000. Fluctuations in the market have occurred but the general trend has been upward. The unemployment rate is low and interest rates, albeit some slight increases, have been favorable for development and home buying as well. Predictions over how long this trend will continue are continually debated but the fact remains, the US economy has stayed strong well into April, 2019. Businesses who have sat on cash over the years, may be seeking investment opportunities through expansion or new business. This can create opportunity for communities interested in growing such as Omro.

Another player in the demand and price of land is agriculture. With the expansion of farm size and the number of animal units increasing on farms, land has become a precious commodity in the agricultural sector.

For example, for farmers to stay sustainable and profitable in these days of low milk prices, land assets are very important. That doesn't mean all land owned by farmers is targeted for continued agricultural production either. The selling of some parcels (liquidation) only to use the profits to purchase land in other areas is being considered even more as farmers try to diversify their portfolios. In addition, there does seem to be some loyalty by agricultural land sellers to sell to other farmers first. Certainly, market forces and prices play a key factor in those decisions. Farm land asking prices appear to be around the 10K per acre with parcels having more development pressure pushing upward of 16K per acre. An important land use trend to note is that the once gap (disparity) in the price of land for agriculture vs development has closed significantly since the development craze of the 1990's and early 2000's. Today, agriculture has actually "pushed back" on sprawl type development due to competitive land

prices driven by the need for farmers to have adequate land to handle nutrient management requirements.

Although milk prices have been depressed over the past four years, many dairy and crop farmers are committed to a future of sustainable agriculture. Land will always be needed to hedge against high crop prices and to address nutrient management (locations for manure disposal as well).

Market prices for other land uses will vary substantially between communities depending on location, access, visibility and the overall interest by the owner to sell. Some research into land prices for communities in the path of development in Winnebago County reveal the following:

Residential: $50,000 to $60,000 for a 1-acre +/- lot with no public or private utilities included.

Commercial/Industrial: Prices appear to be in the $65,000 to $70,000 per acre range with municipal water and sanitary sewer utilities. Lots without municipal utilities are selling for $35,000 to $40,000 per acre. There appears to be little price difference between commercial land and industrial land.

However, communities which actually own commercial and industrial land, stand a competitive advantage in setting prices in hopes of attracting development. In addition, the use of Tax Increment Financing through the development of a TID, can be a tremendous advantage as well. It appears the City of Omro is positioned well to be competitive in attracting development. The city's proximity to the Fox Valley and Oshkosh metro areas can only be viewed as a positive in attracting future business and industry.

Residential

Table 32 shows building permit records from 2009 through 2018. As shown by the table, development began to increase in 2013 after the recession. However, the number began to tail off again in 2016. Since interest rates have been favorable, it is believed the reduction maybe attributed to a declining amount of available improved vacant residential lots.

Currently there are over roughly 25 single family lots available in the City of Omro. Over the past 10 years, the city averaged 8 new single-family housing units per year. The price of single-family residential land varies from $20,000 to $35,000 per lot with a typical lot being 75 feet wide and 120 feet deep. Current design standards for the City of Omro require a minimum lot width of 80 feet and a total minimum area of 8,000 square feet. The City is in need of a developer that will help spawn the next phase of new residential development. Future residential may look different than the traditional past as housing choice has changed due to the preferences of younger generations and the downsizing of retiring home owners. The City of Omro will need to be open to housing trends and function in order to stay attractive to future buyers and renters.

Table 32 Building Permit Trends

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
New Single Family	9	9	4	4	9	12	12	9	3	7
New Mobile Home	5	3	6	0	2	3	2	0	0	1
New Duplex/ Twindominium	0	0	0	1	0	0	1	0	0	0
New Multi Family	0	0	0	0	0	0	0	0	0	0
New Commercial	2	0	0	1	0	3	1	0	1	2
New Industrial	0	0	0	0	0	0	0	0	0	0
New Building Totals	**16**	**12**	**10**	**6**	**11**	**18**	**16**	**9**	**4**	**10**

Commercial

There are two primary areas of commercial development in the City of Omro – the Downtown Main Street District and the STH 21 East Side District. Since there is currently a limited supply of space in the Downtown Main Street District, creative approaches will be needed to accommodate new business.

The STH 21 East Side District has seen significant commercial growth in the past several years with room for additional development. Undeveloped lots with frontage on STH 21 are available in the area of $70,000 per acre, which is considerably higher than land prices since the last plan update the creation of TID#7 will only increase the focus on development within the area.

In 1988, the property owners agreed to impose a tax on their properties, called a Business Improvement District (BID), where that pool of money would go back to into that specific area for improvements. The money is collected by the City and governed by a BID Board of Directors. Omro's BID extends along both the north and south sides of the Fox River. This district includes what is considered Downtown Omro and extends throughout most of the C-1 Central Commercial zoning along the south side of the Fox River (from Washington Street on the west side to Industrial Drive on the east side). To the north of the Fox River, the BID is found on North Webster Street, extending to East River Driver, and ends at the north end of Willow.

The Omro Area Development Corporation maintains a page on the City of Omro's web site that lists commercial properties that are available for lease or purchase. For more information, go to this web site:

http://www.omro-wi.com/omro-area-development-corporation.html

Industrial

The Omro Industrial Park broke ground in the 1980s and rapidly attracted many eager entrepreneurs and businesses looking to expand. Since then, the Omro Industrial Park has expanded four times including the most recent in 2008.

The Industrial Park has been a tremendous asset to the city creating tax base and local jobs. The opportunity for further development within the park continues to be a major goal of the City. Adjacent vacant areas offer the potential for further expansion. The city welcomes the opportunity to work with potential buyers, developer and entrepreneurs in creating future opportunities within the park. Without hesitation, the City of Omro Industrial Park in "open for business".

The Omro Area Development Corporation maintains a page on the City of Omro's web site that features the Omro Industrial Park. For more information, go to this web site:

http://www.omro-wi.com/omro-area-development-corporation.html

Conflict Between Adjacent Land Uses

In the City of Omro

There are very few conflicts between adjacent land uses in the City of Omro. One of the most visible potential conflicts is the former Speed Queen plant, which is located in a residential area on the southwest side of the community. The adjacent land uses in this neighborhood should be considered in planning for the redevelopment of this site. Because the plant has been there for a long time, it appears the neighborhood is willing to accommodate the re-use of the plant.

In an effort to ensure that business and commercial activities adhere to the provisions established within the zoning districts, the City should consider the establishment of a business license registration program. The benefit of a business license program is to make new business aware of required functions within the zoning district in which the business is located so adjacent properties are not negatively impacted by non-compliant uses or activities. In basic terms, the issuance of a license would provide an advanced, structured set of regulations and guidelines by which business owners would precisely know the use permitting parameters of the zoning district. A benefit of the license program is to provide clarity in advance between proposed and existing uses so that complicated challenges or lawsuits don't arise in the future costing the business and the City legal expenses to resolve.

Between the City of Omro and the Town of Omro

Currently there are no direct conflicts between land uses in the boundary area between the City of Omro and the Town of Omro. A potential conflict could occur as the City's Industrial Park expands eastward. This is an area of intensive agricultural use in the town and compatibility issues could arise between it and future business within the park should it expand that direction. Access from this area to STH 21 will also need a solution inevitably involving the WDOT.

As part of this comprehensive plan update process, City and Town Officials met twice to discuss the Future Land Use Plan Map (Map 1). Both meetings went well and both governments were very appreciative of the opportunity to discuss the planning efforts of both communities. The result of the meetings caused some map adjustments to be made primarily the scaling back of some planned residential and industrial growth areas on the eastern side of the City. The adjustments were made based on projected population growth and available vacant industrial land.

Another potential area is related to the expansion of the industrial park where there are three residential homes in an area that is being considered for commercial and industrial development. The City should meet with the property owners to discuss their plans and concerns.

The City of Omro has adopted an extraterritorial zoning ordinance but has not established an Extraterritorial Zoning Committee with the Town of Omro, which is a required step in regulating land use outside of the City's Corporate Limits. The Town of Omro, which recently updated its Comprehensive Plan as well, recognizes that the City of Omro will continue to grow, and the growth will require the annexation of property in the town. The town also recognizes that a degree of "market flexibility" is required for areas being planned for future residential, commercial and industrial use on the City of Omro Future Land Use Map. Typically, this means more land is identified for these types of uses than pure population or land area projections may identify.

Development and Redevelopment Opportunities

Residential

In the last fifteen to twenty years, the focus of single-family residential development has been on the south side of the community. More recently, there has been increase in the area between STH 21 and Lincoln Avenue on the east side of the community. In looking at the next twenty years, it is expected that the eastern expansion of residential will continue. However, the north side of the community could be the focus of some residential growth now that the STH 21 Bypass has been removed from the plan. Some City Leaders feel the STH 21 Bypass acted as a barrier to residential development in this area more than a potential asset. However, probably the biggest barrier to residential development on the north side of the community is the cost of required infrastructure to serve it. The area will likely require a series of lift stations to serve it which may limit the City and developer interests in investing capital. Eventually, this investment will need to be made to allow for development to occur. Especially since the Omro School Complex will likely remain in this location well beyond the next planning period.

Two-family should continue to be part of the housing mix in the City of Omro. Developers should be encouraged to provide this type of housing when they present plans to the City for residential development.

Multi-family housing serves a wide market ranging from entry level for the young adult to assisted living for the elderly. It also serves as a transition use between the more intensive uses of commercial and industrial and the less intensive uses of single-family and two-family uses. Senior citizen multi-family housing provides both residential and economic opportunities. The City should expect more interest by developers for additional multi-family development. Housing trends, as previously discussed, point that direction. Preferably, multi-family development should be identified on the Future Land Use Plan Map out of respect for adjacent land owners.

The City of Omro recognizes the role the mobile home park plays in providing affordable housing, and will continue to encourage decent, safe, and sanitary housing.

Commercial

Close attention should continue to be paid to the businesses in the Downtown Main Street District to determine the need for additional space or the possibility that space may become available.

Continued development of the STH 21 East Side District is also expected. more recent developments such as the new Piggly Wiggly, 1st National Bank, McDonalds and other professional offices and clinics will attract additional development. In addition, the creation of TID #7 will further fuel development within area of the City.

Industrial

The Omro Industrial Park will be the focus of the City of Omro's efforts to promote industrial development. The recent acquisition of additional land and the official mapping of a street system will guide the community and existing and prospective businesses in planning future development and redevelopment.

The former Speed Queen property at 430 Michigan Street has gone through environmental remediation and is currently one of the few industrial properties remaining on the west side of the city. The property is owned and operated by Oshkosh Tool Corporation.

The Fox River

There is an opportunity to capitalize on the Fox River with the development of additional recreation, residential, and commercial land uses.

The former Ferrell Gas property located west of Stearns Park has also gone through the environmental cleanup process and is privately owned. Though there was hope for a marina at this location at one point, except for the small buildings rented for commercial use along Huron Street, the property has remained vacant.

Another opportunity for redevelopment the City of Omro may want to explore is the portion of the mobile home park north of Lincoln Avenue and west of Krenz Road. Numerous older mobile homes were relocated from this area in 1998, and three newer style of manufactured homes have since been placed there. Given the extensive frontage on the Fox River, this site has the potential for a development that would benefit from the views of, and access to, the river.

More detailed ideas or recommended projects relative to utilizing the Fox River for recreational opportunities are covered in the City of Omro Comprehensive Outdoor Recreation Plan (CORP) last updated in 2019 and included by reference into this Comprehensive Plan.

Limitations on Development

A summary of the limitations on development is presented in this section. A more detailed discussion of these limitations is found in the Utilities and Community Facilities Element and the Agricultural, Natural and Cultural Resources Element.

Natural Limitations for Building Site Development

There are relatively few natural limitations for building site development in the City of Omro. The most significant natural limitation is the Fox River and related shorelands and wetlands that need to be protected. High ground water and poor soil conditions are found in an area southeast of the current corporate limits, south of Scott Street and east of Harrison Avenue. Depth to bedrock and steep slopes are not factors.

Environmentally Sensitive Areas

The East Central Wisconsin Regional Planning Commission identifies environmentally sensitive areas as part of its regional land use and water quality planning process. These areas included lakes and streams, wetlands, and floodways and should be protected from development.

Boundary of Utility Service and Community Facilities

Water service is or can be made available in all of the areas projected for development in the next twenty years. The Omro Sewer Service Area will need to be expanded to accommodate the projected growth. There do not appear to be any issues or concerns with the availability of solid waste disposal, electrical or gas services. A telecommunications concern is the availability of high-speed data and Internet access in the Omro Industrial Park.

Based on the population projections for the City of Omro, it appears that adjustments and improvements to community facilities needed for the increase in residents will be manageable on an annual basis or as part of a multi-year capital improvement program. There are several needs that have been identified such as a new well and water tower. Please see the Utilities and Community Facilities Element for a complete list of potential projects.

Future Land Use Plan (Map 1) & Projections

A major objective in reviewing and recommending changes to the Future Land Use Map was to improve consistency between the Future Land Use (FLU) Plan Map and the City Zoning Map. Significant effort was made to better align the two maps to show better consistency. The two maps were analyzed, and the areas where inconsistencies occurred were adjusted based on the most appropriate use as determined at this time. In most cases, the Future Land Use acknowledged the current zoning district. Where future rezoning may be required to achieve a desired state, the FLU Map captured the preferred future use to pave the way for the rezoning to occur in the future. In areas where inconsistencies exist, the City recognizes either the Zoning Map or the Future Land Use Plan will need to be amended so that both are consistent with the use proposed.

For areas outside of the developed core of the City, the previous FLU was consulted and discussion with the City of Omro Plan Commission and the adjacent Town of Omro occurred. These discussions also included projections for the amount required land for each land use well into the 20-year planning period. Supporting infrastructure required to accommodate the areas of growth was also factored into the FLU. Finally, a degree of market flexibility was considered for each land

use type recognizing that land ownership patterns and willingness to sell property could increase or decrease development potential.

The City of Omro Planning Commission, in allocating future growth areas, also took into consideration the standards and criteria used by East Central Wisconsin Regional Planning Commission in its Sewer Service Area Planning Process. The considerations are:

1. Urban development patterns should incorporate planned areas of mixed use and density that are clustered and compatible with adjacent uses.
2. The allocation of future urban development should maximize the use of existing urban facilities and services.
3. Future urban development should be encouraged to infill vacant developable lands within communities and then staged outward adjacent to existing development limits.
4. Future commercial and industrial development should expand upon existing areas and be readily accessible to major transportation systems.
5. The boundaries of urban development should consider natural and man-made features such as ridge lines, streams and major highways.
6. Residential land use patterns should maximize their accessibility to public and private supporting facilities.
7. Urban development should be directed to land suitable for development and discouraged on unsuitable land, such as floodplains, areas of high bedrock, and areas of high groundwater.
8. Environmentally sensitive areas shall be excluded from the sewer service area to protect water quality.
9. Future urban development should pose no significant adverse impacts to surface or groundwater.
10. Urban development should be located in areas that can be conveniently and economically served by public facilities.

Agriculture

The City of Omro is not projecting any increase in the number of acres used for agricultural production. In fact, the number of acres used for agricultural production will decrease as land is converted to residential and commercial land uses.

Residential

Projecting future residential land use is typically based on population projections, household size projections and assumptions on the density of future residential development. The number of residents projected to be living in the community is divided by the projected size of households for that year to determine the number of households. The number of households is then divided by the projected density (households per acre) to determine the number of acres needed to accommodate the projected growth in population.

Table 33 shows the residential land projections for the City of Omro. The persons per household (PPH) number for 2010 is from the U.S. Census. The PPH numbers for 2018 and beyond were provided by the Wisconsin Department of Administration (WDOA). The number of households (HHLDS) for 2010 is from the U.S. Census.

The current (and projected) density of 3.17 households per acre was calculated by dividing the number of housing units in the City from the 2010 U.S. Census by the total residential acreage from the 2018 Existing Land Use Inventory conducted by East Central Planning Commission, Martenson & Eisele and City staff.

Based on the projections, the City of Omro will need an additional 100 acres for residential development by 2025.

Table 33
Residential Land Use Projections, 2020 - 2035

	Population	Percent Change	Persons per Household	Households	Households per Acre	Additional Acres	Total Acres
2010 Actual	3,517	n.a.	2.43	1,419	3.17	n.a.	450
*** 2018**	3,559	1.2%	2.42	1,477	3.17	18	468
2020	3,740	5.0%	2.39	1,534	3.17	18	486
2025	3,885	3.9%	2.37	1,605	3.17	22	508
2030	4,020	3.4%	2.36	1,671	3.25	20	528
2035	4,100	2.0%	2.33	1,743	3.25	22	550

Source: US Census, East Central Wisconsin Regional Planning Commission and Martenson & Eisele, Inc.
** WDOA Estimate*

Where is this growth expected to occur?

North Side
North of W. River Drive on either side of the abandoned railroad tracks.

East of Hawthorne Drive and north of the treatment plant.

Infill in the area on the south side of Fox Trail and other scattered lots.

South Side
Infill area south of W. Larabee Street and east of the Omro Care Center.

South of Scott Street from S. Webster Avenue east to east of Harrison Avenue.

Infill on existing platted and unplatted lots on either side of Harrison Ave. north of Scott St.

East Side
Between STH 21 and Springbrook Road.

Commercial

Planners typically use a ratio of the number of residents in a community to the number of acres used for commercial activities to project how many additional acres of land will be needed over the next five, ten, fifteen and twenty years. For example, if there are 1,000 residents in a community and there are 100 acres of commercial land uses, an increase of 100 residents would result in an increase of 10 acres of commercial land uses.

However, most communities do not monitor or project the need for commercial land based solely on population anymore. Communities are typically aggressive in trying to attract business and industry to help spawn increased tax base, jobs and overall growth. Trying to forecast limitations seems counterproductive to these goals.

There are many other factors which can equally, if not more, influence opportunities for commercial development. These factors can include tourism, highway access, highway exposure, traffic volume, zoning and the overall willingness of land owners to sell property for development purposes based on market trends. In addition, there is more cross over between commercial and industrial uses meaning some uses contain a combination of both industrial and commercial. That said, the City of Omro has identified approximately 53 acres of undeveloped commercially planned land on the Future Land Use Plan Map. That is approximately as many acres as currently exists in the City under this classification.

Future commercial development is projected to also be a lower density type of development and will occur along STH 21 on the east side of the city. Other areas with the potential for commercial development is along the riverfront and north of the Fox River along STH 116.

Industrial

The projection methodology used for commercial land uses is also used for industrial land use projections. However, just like commercial land use projections, communities are typically aggressive in trying to attract business and industry to help spawn increased tax base, jobs and overall growth. Ensuring ample land is available for future industrial use in considered essential to allow for the community to expand.

In a community the size of Omro, the need for industrial land can vary dramatically. The City of Omro has taken the correct steps in establishing an area for industrial development and should look well beyond the twenty-year time frame of the comprehensive plan. This is reflected in the area that is shown as future industrial in the Future Land Use Plan. Map 1 forecasts an additional 68 acres of vacant industrial land over the 20-year planning period within the city limits. In addition, another 133 acres is planned for industrial development in the adjacent Town of Omro. It is the City's intention to develop the planned industrial property within the City prior to any expansion into the Town.

Recreational

The need for additional recreational land will be studied more in detail through the City of Omro Comprehensive Outdoor Recreation Plan (CORP). This document is incorporated by reference into the City of Omro Comprehensive Plan. Typically, the CORP is updated every five years to maintain grant eligibility through the Wisconsin Department of Natural Resources. The CORP was most recently updated in 2019.

Future Land Use Plan Acreage

To capture the total impact of the Future Land Use Plan Map (Map 1), acreage totals were calculated and presented in Table 34. The table indicates the planned acreage for each land use type both within the City and also areas outside of the incorporated boundary. The Future Land Use Plan achieves land use balance, identifies areas of growth for each land use type and offers the City a degree of flexibility in achieving future growth.

The Future Land Use Plan Map should be reviewed prior to any rezoning requests and help guide those decisions. Should the Plan Map need to be amended, the process to do so must match the process used for this update.

Table 34 Future Land Use in Acres, 2019

City of Omro Future Land Use 2019 within City Boundary		
	Acres	**Percentage of Total**
Agriculture	71.0	4.3%
Commercial	104.1	6.3%
Conservancy	36.4	2.2%
Duplex	18.8	1.2%
Government/Institutional	161.6	9.9%
Industrial	142.5	8.7%
Mobile Homes	32.1	1.9%
Multifamily	46.9	2.9%
Open Space	11.0	0.7%
Parks and Recreation	113.7	6.9%
Residential	593.7	36.2%
Utilities	1.0	0.1%
Transportation	203.2	12.4%
Water	105.3	6.4%
Total	**1641.3**	**100.0**
City of Omro Future Land Use 2019 - within Town of Omro		
	Acres	
Commercial	46.4	
Government/Institutional	9.1	
Industrial	132.9	
Residential	318.576	
Total	**507.027**	

Major Findings and Recommendations

The City of Omro has been successful in focusing commercial development in two areas - the Downtown Main Street District and the STH 21 East Side District.

The creation of an industrial park has proven to be an excellent investment by the City of Omro and the Omro Area Development Corporation. The potential of future expansion is very real.

Single-family residential development generally only needs to be guided. Two-family and multi-family residential development will need to be encouraged.

The focus of industrial development opportunities should continue to be the Omro Industrial Park.

Creation of TID #7 should provide an incentive to focus development and aid financially to needed infrastructure to serve the east side development corridor.

The City of Omro should capitalize on the Fox River with the development of additional, recreational, residential, and commercial land uses.

There are relatively few limitations placed on development in the City of Omro by natural resources.

Ongoing improvements and additions to the community's utilities and facilities should be adequate to accommodate the projected growth of the City of Omro.

Based on historical ratios of the number of residents per acre of a specific land use, by 2035, the City of Omro will need an additional 100 acres for residential development.

Removal of the STH 21 Bypass Corridor from the prior Future Land Use Plan was a significant change within this planning effort. However, without any interest and support from the WDOT to plan or fund this project, the need to restrict future development within the identified corridor was determined not to be justified. The move will also create better predictability for the NW sector of the City and private land owners alike in the region.

Intergovernmental Cooperation

Relationships with Other Governments

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 both communities.

Mutual aid agreements are a type of intergovernmental cooperation. For example, municipal fire departments use this vehicle 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 the resources of a particular department in responding to a disaster.

Boundary agreements are typically found in urban and 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.

Adjacent Communities

The City of Omro shares a common boundary with the Town of Omro and is a short distance from the Town of Rushford (see Map 9). There are numerous examples of intergovernmental cooperation. The first is the Omro-Rushford Fire Department that serves all three municipalities. A new fire station was completed in 2003 in the City of Omro. The fire department has mutual aid agreements with the volunteer fire departments in the towns of Algoma, Clayton-Winchester, Menasha, Neenah, Nekimi, Oshkosh, Poygan, Ripon, Winneconne, Utica, Vinland, and Wolf River (Boom Bay) and the City of Berlin.

A second area of cooperation is the relationship between the City of Omro and the sanitary districts in the Town of Omro. All wastewater from Sanitary District #1 flows to the wastewater treatment plant located in the city.

Another area of intergovernmental cooperation is STH 21 Corridor Planning. Omro officials have worked with officials from the towns of Omro and Algoma and the Village of Winneconne in meeting with the Wisconsin Department of Transportation.

The City of Omro contracts with the City of Oshkosh for ambulance services and assists them with facilitating agreements with several other townships and the Village of Winneconne. In 2018, an extended service agreement was executed with the City of Oshkosh extending ambulance and joint fire service out to December 31, 2021.

The City of Omro has adopted an extraterritorial zoning ordinance but has not yet chosen to exercise the powers of the ordinance. The City does review plats within the extraterritorial plat review area of 1.5 miles outside of the City's corporate limits.

The Omro Area Chamber of Commerce has members from throughout the Omro area.

Adjacent School Districts

Communication with the Omro School District is informal. Currently both the Omro City Council and the Omro School Board meet on the same evening, making it difficult for representatives to attend each other's meetings. The school's facilities, including the library and the indoor and outdoor recreational facilities, are available for the use of the residents of the city. The City and School have worked on joint trail planning and biking projects.

Winnebago County

The two major areas of cooperation with Winnebago County are the landfill/recycling program and 911 services. The City of Omro also utilizes the county's emergency management services and geographic information system and cooperated in the recent effort to develop a hazard mitigation plan for the County.

Regional

The City has worked, and continues to work, with the East Central Wisconsin Regional Planning Commission on transportation and sewer service area issues. The City is also part of the Winne-Fox Library System. The Omro Chamber of Commerce cooperates with other communities along STH 21 in promoting retail opportunities and tourism activities. Fox Valley Technical College offers classes at the Omro Community Center.

State and Federal

The City of Omro participates in numerous professional organizations including the Wisconsin Municipal Clerks Association, Wisconsin Municipal Treasurers Association, Wisconsin City and County Administrators Association, Wisconsin Rural Water Association, and Chief of Police Association. It also belongs to the League of Wisconsin Municipalities and frequently uses the services provided by the League.

The City has regular communication with the Wisconsin Department of Natural Resources (DNR) relating to its water and sewer treatment plants. It also has communication with the Wisconsin Department of Administration on the administration of the City's CDBG Revolving Loan Fund for residential rehabilitation and homeownership program.

The City is in contact with is the Department of Transportation with respect to the STH 21 Corridor planning.

Conflicts

The City of Omro continues to try to resolve a conflict with the Town of Algoma Sanitary District. When a conflict occurs, initial attempts to address it would involve written and face-to-face communication. If initial attempts are not successful, the City will consider other methods including mediation, arbitration and other dispute resolution techniques as described in Wisconsin State Statutes 802.12.

Opportunities

The City of Omro has an opportunity to facilitate planning in the area where its boundaries overlap those of the towns of Omro and Rushford through the use of extraterritorial plat review and zoning.

The Town of Omro and the City held several meetings as part of this Comprehensive Plan update process and reviewed the Future Land Use Map. Future meetings are likely to occur even past plan adoption, and should.

Discussions should be held between the City of Omro and the Omro School District on recreation programs, trails, shared use of facilities, and change in meeting dates.

Major Findings and Recommendations

The City of Omro can point to many examples of intergovernmental cooperation to better serve the residents of the Omro area.

The City of Omro continues to pursue additional avenues of intergovernmental cooperation.

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Public Participation

Public Participation Plan

City of Omro Comprehensive Plan
Adopted Unanimously January 16, 2018
RES: 180116-2

Wisconsin's Comprehensive Planning law requires public participation throughout the comprehensive planning process. Specifically, Wisconsin Statutes 66.1001(4)(a) states:

"The governing body of a local government shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for a wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments."

The City of Omro designated the Plan Commission to lead the comprehensive planning effort and public involvement in it. To that end, the Plan Commission developed and adopted a Public Participation Plan to help guide the effort. A copy of the adopted Public Participation Plan developed to encourage public participation is contained in Appendix C.

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Maps

Map 1 Future Land Use (page 11)

Map 2 Surface Water, Floodplain and Wetlands

Map 3 Arsenic Advisory Area

Map 4 Functional Classifications, Traffic Counts, and Future Roads

Map 5 Airports, Truck Routes, and Bridges

Map 6 Utilities

Map 7 Community Facilities

Map 8 Existing Land Use

Map 9 Intergovernmental Cooperation

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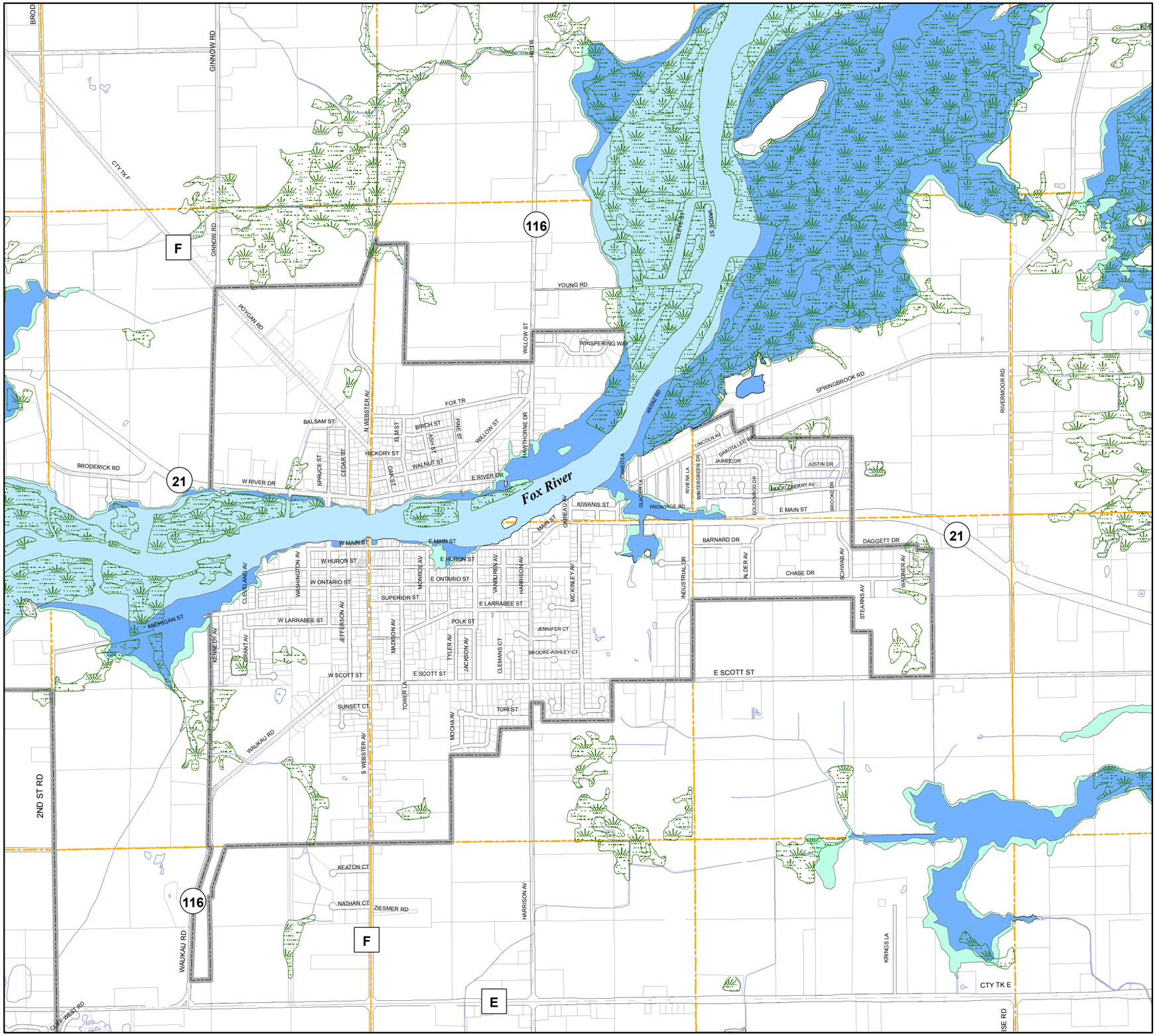
City of Omro

Winnebago County, Wisconsin

Surface Water, Floodplains and Wetlands



Floodplain Designation

- Floodway
- 100 year
- 500 year
- DNR Wetlands

Map Features

- Municipal Boundary
- Section Lines
- Parcel Lines
- Open Water
- Streams\Rivers
- (21) State Highways
- [F] County Highways

Approximate Scale

0 400 800 1,600 2,400 3,200 Feet

This base map information was obtained from Winnebago County Geographic Information System files and is intended to be used as a reference. They assume no liability for the accuracy of this map or its use or misuse.

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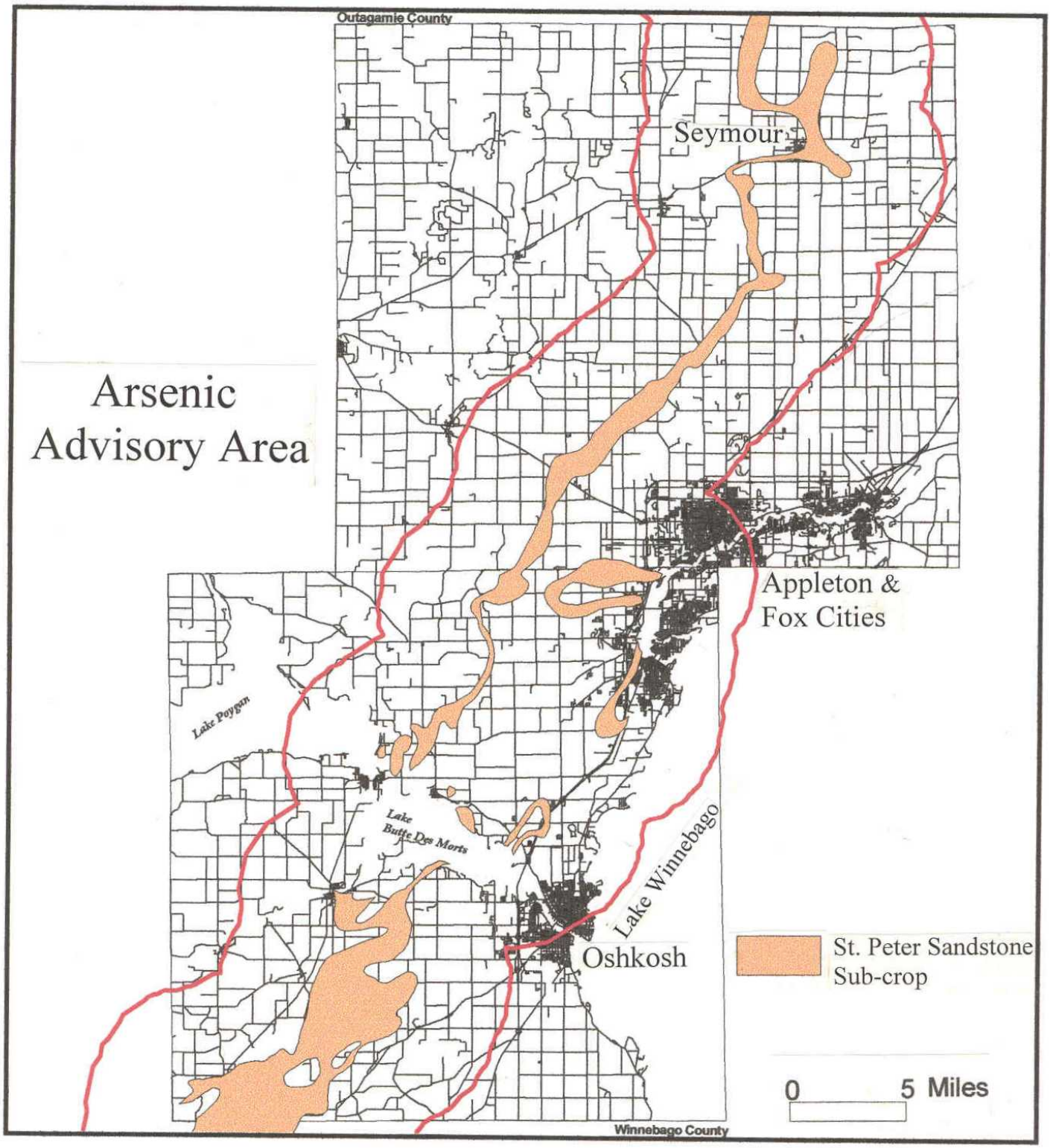
Map 3

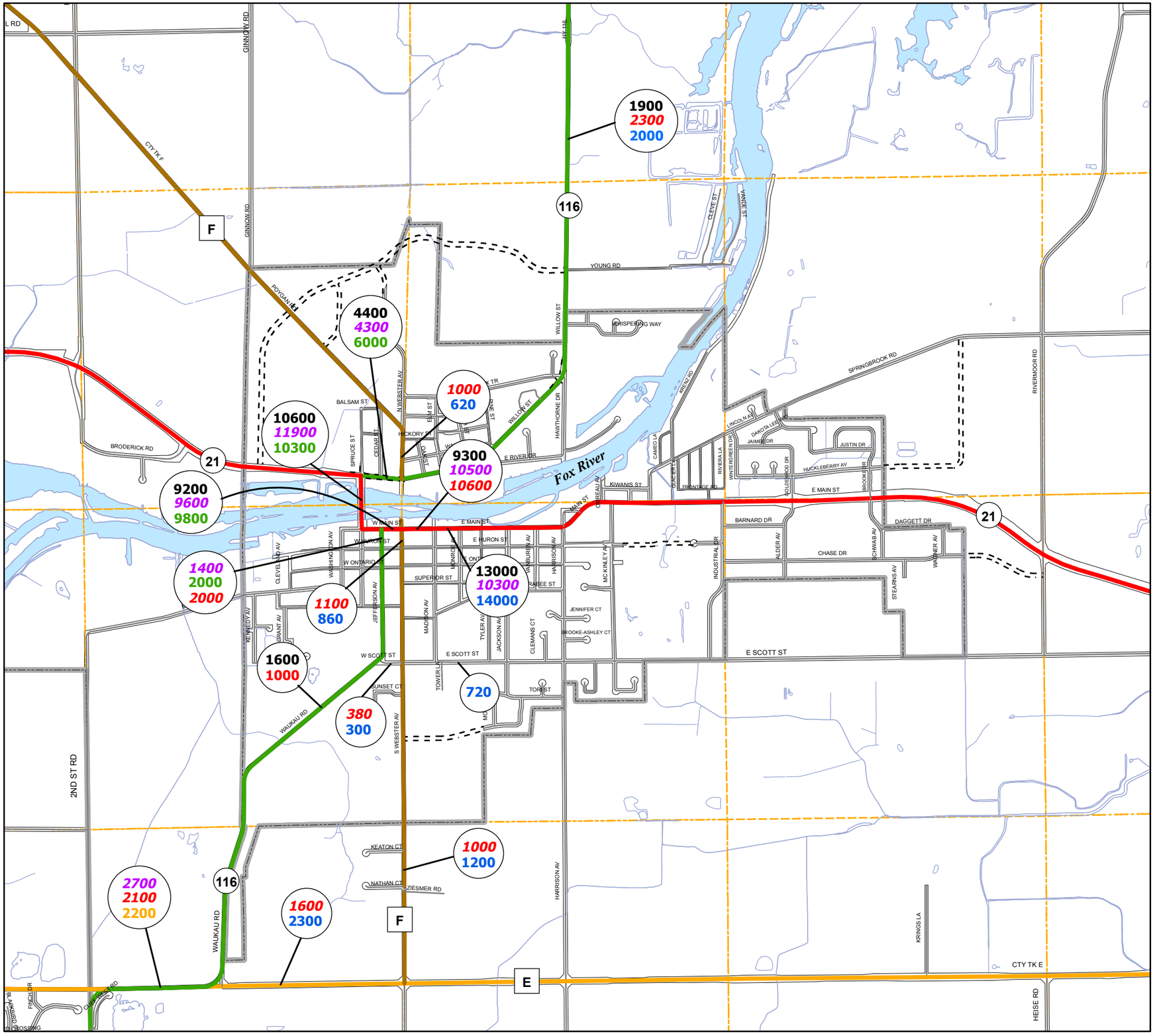

Outagamie County
Seymour
Arsenic
Advisory Area
Appleton &
Fox Cities
Lake Poygan
Lake
Butte Des Morts
Lake Winnebago
Oshkosh
St. Peter Sandstone
Sub-crop
0
5 Miles
Winnebago County

Map 4

City of Omro

Winnebago County, Wisconsin

Functional Classifications, Traffic Counts and Future Roads



Functional Classifications

- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local Minor Collector

Source: https://wisconsindot.gov/Pages/projects/data-plan/plan-res/function.aspx

Daily Traffic Counts

- **2016 Daily Traffic Counts**
- *2013 Daily Traffic Counts*
- 2012 Daily Traffic Counts
- *2010 Daily Taffic Counts*
- 2007 Daily Traffic Counts
- 2004 Daily Traffic Counts

Source: https://trust.dot.state.wi.us/roadrunner/

Map Features

- Municipal Boundary
- Section Lines
- Future Roads
- Open Water
- Streams\Rivers
- 21 State Highways
- F County Highways

Approximate Scale

0 400 800 1,600 2,400 3,200 Feet

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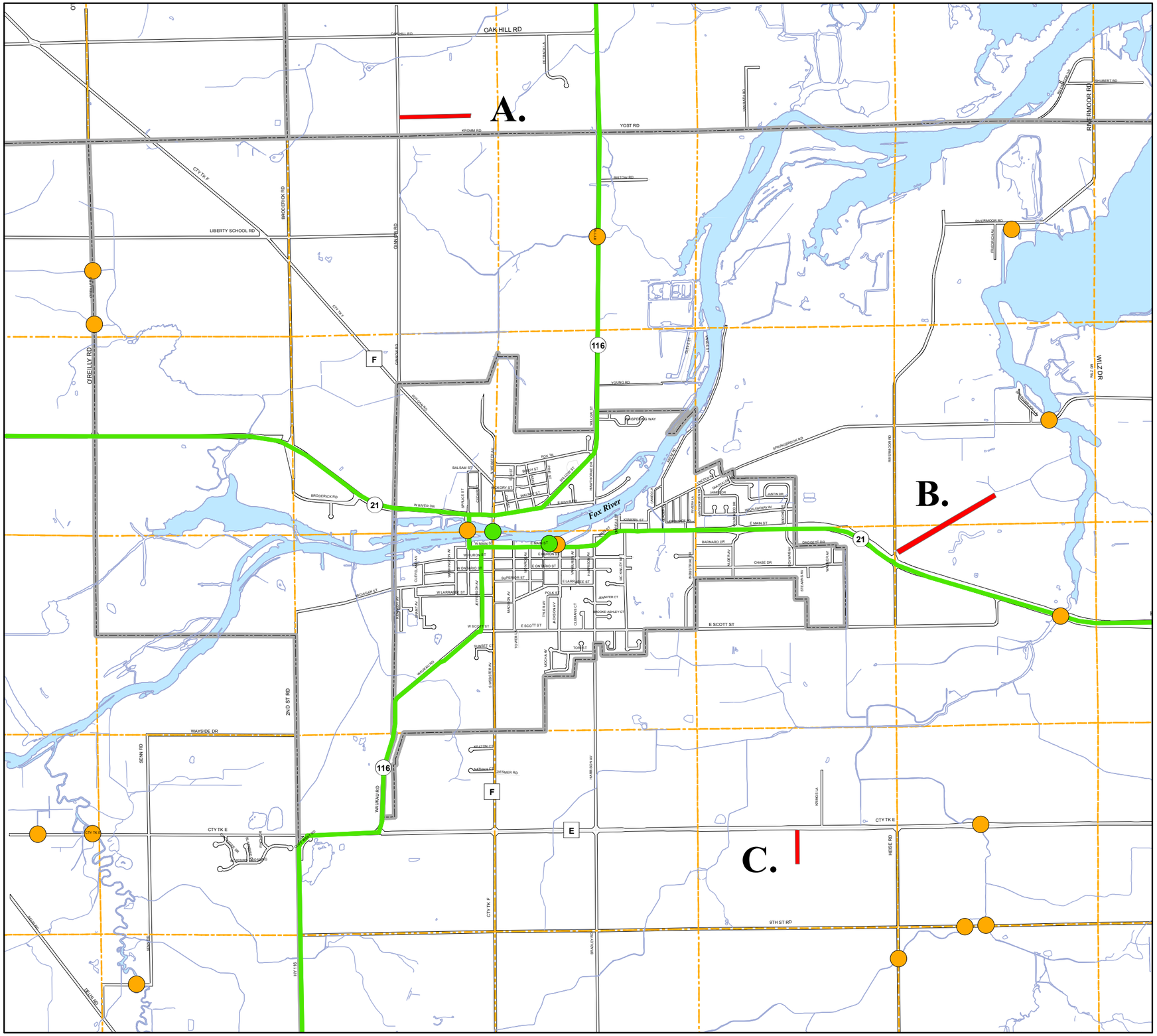
City of Omro

Winnebago County, Wisconsin

Airports, Truck Routes and Bridges



Airports

A. Private Landing Strip
B. Sky Diving Airport - 64WI
C. Oshkosh Sky Ranch Airport - 2 WN8

Truck Routes

Pedestrian Bridge

Transportation Bridges

Map Features

Municipal Boundary

Section Lines

Parcel Lines

Open Water

Streams\Rivers

21 State Highways

F County Highways

Approximate Scale

0 625 1,250 2,500 3,750 5,000 Feet

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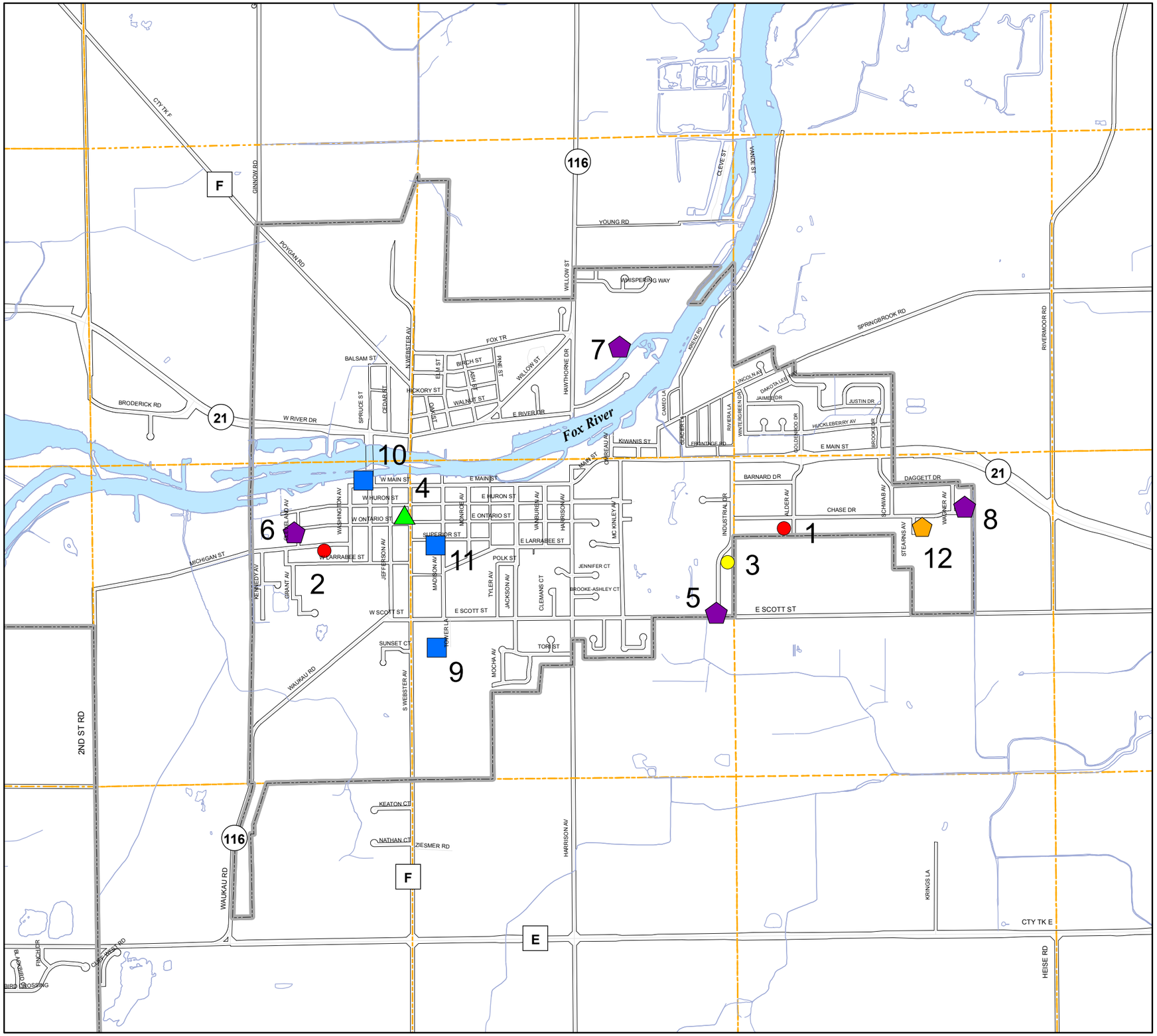
City of Omro

Winnebago County, Wisconsin



Utilities

Electric Utilities

1. Electric Substation - Chase Dr.
2. Electric Substation - Michigan St.

Gas Utilities

3. Gas Substation - Industrial Dr.

Telephone Utilities

4. Wisconsin Telephone Company

Sewer Utilities

5. Lift Station - Industrial Dr.
6. Lift Station - Cleveland St.
7. Waste Water Treatment Plant - Hawthrone Dr.
8. Lift Station - Chase Dr.

Water Utilities

9. Water Tower - Tower Dr.
10. Well - W. Main St.
11. Well - Madison Ave.

Proposed Utilities

12. Proposed Well

Map Features

- Municipal Boundary
- Section Lines
- Parcel Lines
- Open Water
- Streams\Rivers
- 21 State Highways
- F County Highways

Approximate Scale

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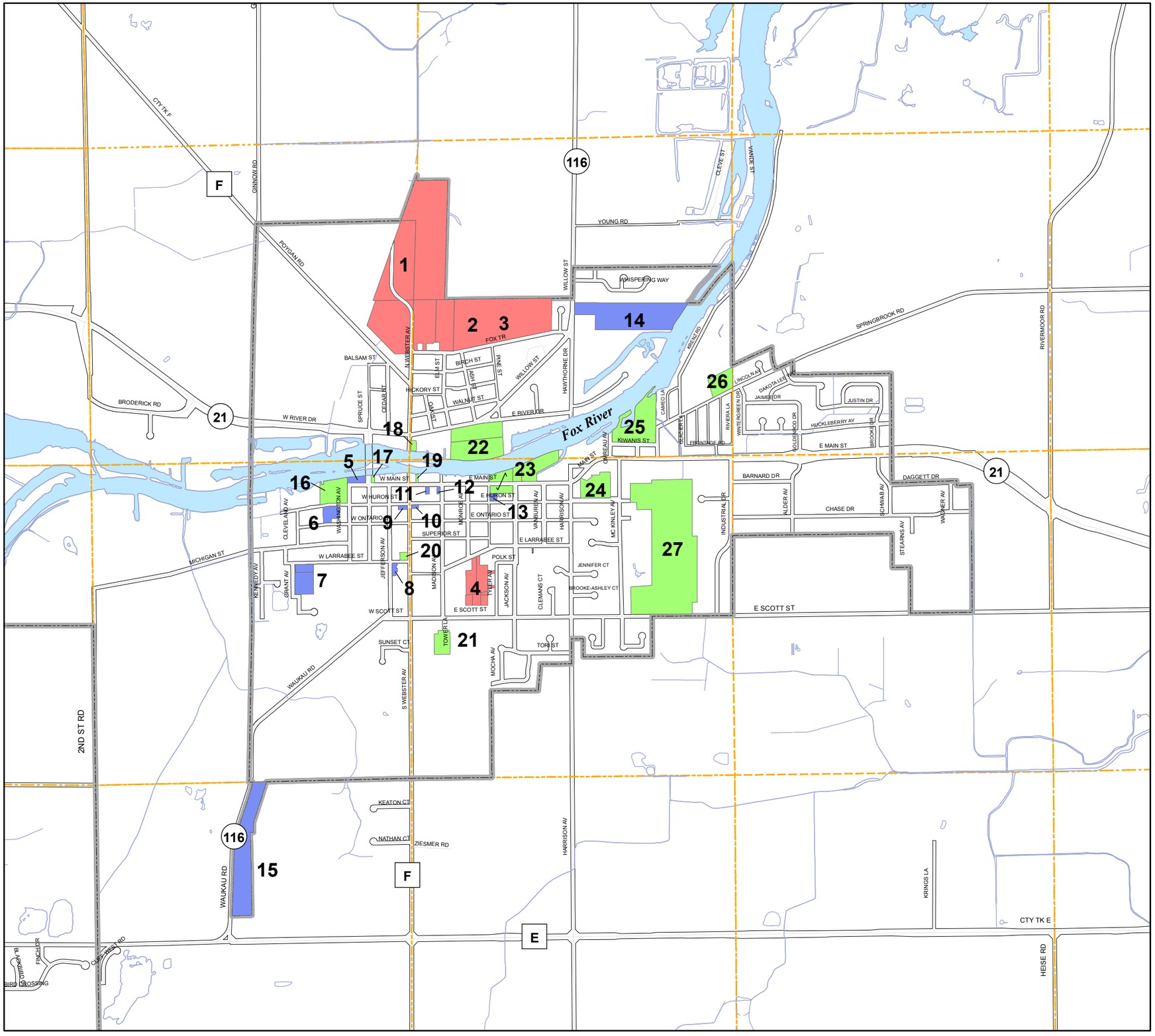
City of Omro

Winnebago County, Wisconsin

Community Facilities



Educational Institutions

1. Omro Elementary School
2. Omro High School
3. Omro Middle School
4. H.B. Patch School

Community Facilities

5. Police/Storage Facility
6. Fire Department
7. Omro Care Center
8. Community Center
9. City Hall/Police Department
10. Post Office
11. Clock Tower Museum
12. Masonic Lodge Museum
13. Carter Memorial Library
14. Municipal Garage
15. Omro Cemetery

Parks and Recreation

16. Stearns Park
17. Riverside park
18. Erickson Park
19. Riverwalk Park
20. Sport Courts
21. Tower Park
22. Fox and Hounds Park
23. Scott Park
24. Omro Ball Park
25. Miller Park
26. Lincoln Park
27. Wedgewood Golf Course

Map Features

- Municipal Boundary
- Section Lines
- Parcel Lines
- Open Water
- Streams\Rivers
- (21) State Highways
- [F] County Highways

Approximate Scale

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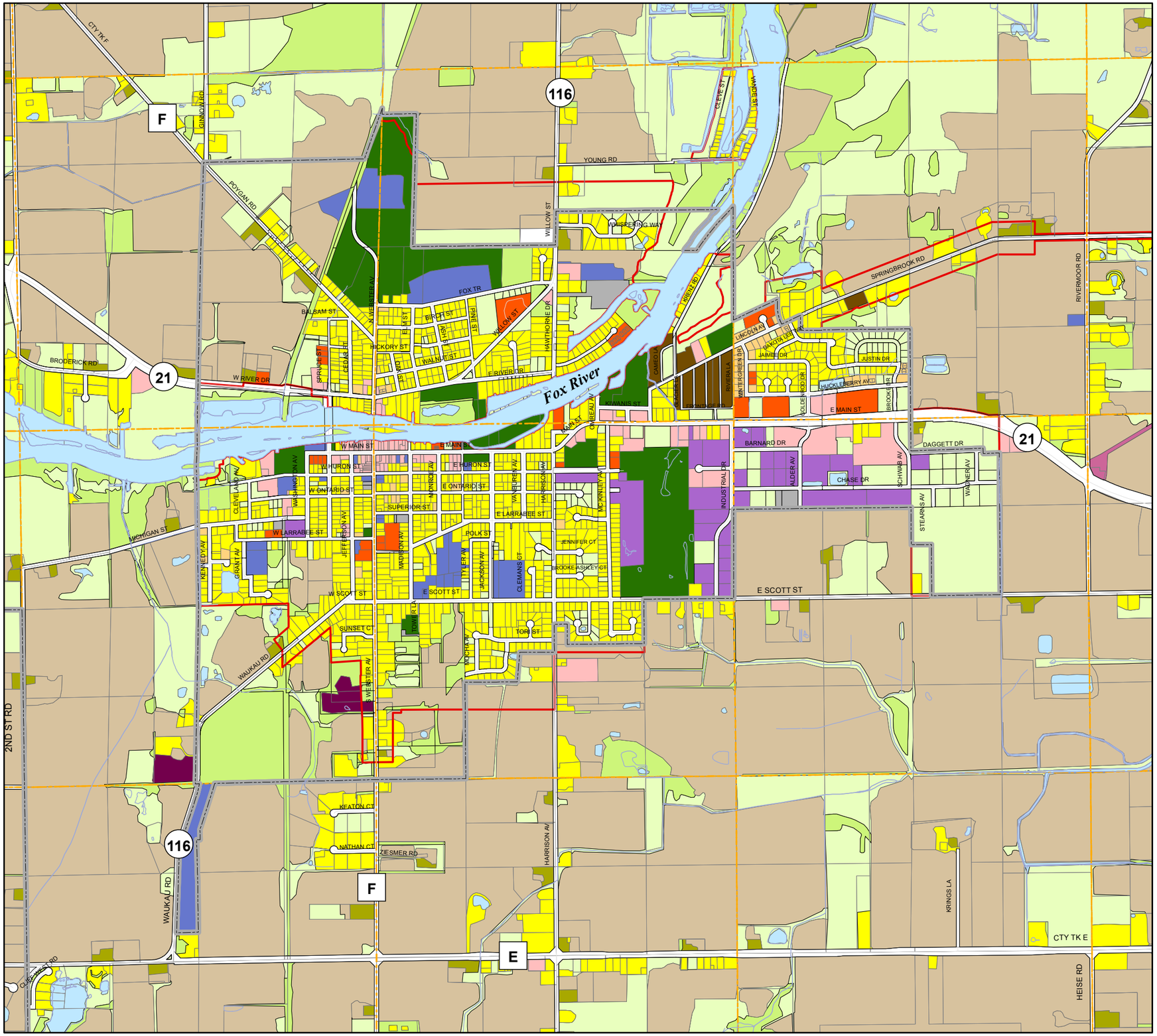
City of Omro

Winnebago County, Wisconsin

Existing Land Use Map



Land Use Categories

- Farm Residences
- Residential
- Duplex
- Multi-Family
- Mobile Homes/Parks
- Commercial
- Industrial
- Mining/Quarries
- Utilities
- Institutional/Governmental
- Agriculture
- Parks and Recreation
- Open Areas
- Woodlands

Map Features

- Sewer Service Area
- Municipal Boundary
- Water
- Streams\Rivers
- 21 State Highways
- F County Highways

Approximate Scale

0 360 720 1,440 2,160 2,880 Feet

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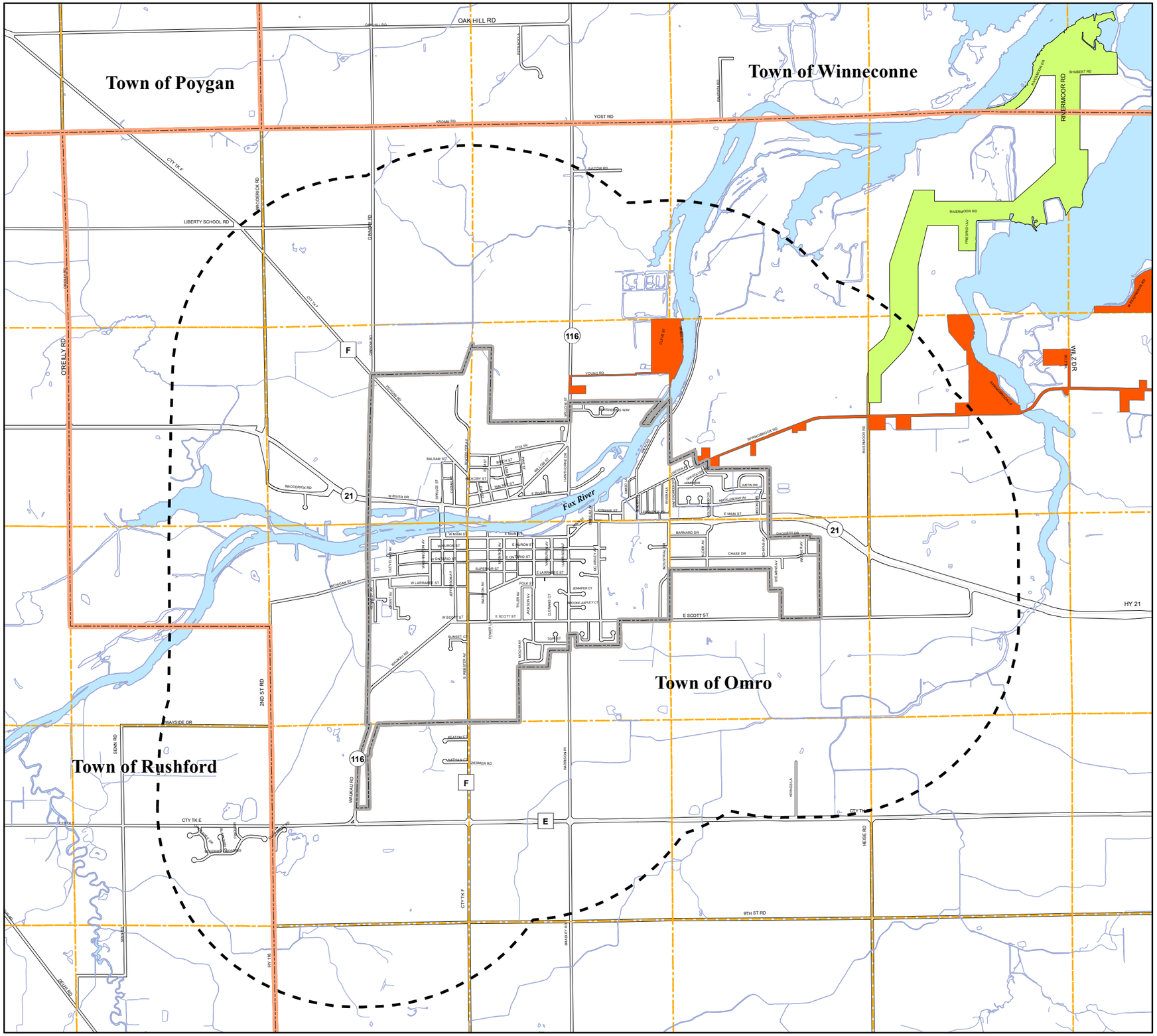
City of Omro

Winnebago County, Wisconsin

Intergovernmental Cooperation



Map Features

- City of Omro Corporate Limits
- Town Corporate Limits
- City of Omro - Extraterritorial Limits
- Rivermoor Sanitary District #1
- Town of Algoma Sanitary District No. 1

Map Features

- Municipal Boundary
- Section Lines
- Parcel Lines
- Open Water
- Streams\Rivers
- (21) State Highways
- [F] County Highways

Approximate Scale

0 625 1,250 2,500 3,750 5,000 Feet

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Appendix A

Quality of Life Survey

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Policy Overview

Quality of Life Survey

Policy added **2018-04-26**
Voting ends **2018-05-21**
79 votes

Manager
Omro

Question 1

Please rate each of the following aspects of life in the City of Omro:

All Other Communities

Omro, WI

All respondents (79)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	13%	51%	11%	14%	4%	8%
Adequate Rental Property	4%	25%	24%	24%	6%	16%
Parks & Green Space	34%	53%	4%	9%	0%	0%
Public Road Conditions	6%	39%	10%	32%	11%	1%
Snow Removal	22%	53%	8%	6%	10%	1%
Sidewalk/Trail Availability	13%	35%	16%	28%	6%	1%
Library Services	29%	47%	15%	4%	0%	5%
Police Services	51%	44%	4%	0%	0%	1%
Fire Protection Services/EMS	56%	38%	3%	1%	0%	3%
Public Utilities (Water/Sewer/Stormwater)	20%	47%	13%	8%	8%	5%
Recreation Opportunities	14%	42%	14%	19%	8%	4%
Community Center	18%	42%	19%	11%	4%	6%
Garbage/Recycling Pickup	35%	49%	5%	3%	1%	6%

Garbage/Recycling Pickup	35%	49%	5%	3%	1%	6%
Retail (Shopping)	3%	13%	19%	49%	15%	1%
Restaurants	4%	28%	16%	32%	20%	0%
Schools	16%	34%	8%	22%	15%	4%
Day Care Facilities	6%	25%	29%	1%	5%	32%
Elderly Care Facilities	10%	29%	27%	9%	4%	20%
Health Care Facilities	8%	33%	28%	16%	6%	8%
Community Events	20%	49%	6%	8%	1%	3%

Registered Voters in Omro, WI (53)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	13%	51%	11%	11%	6%	8%
Adequate Rental Property	4%	28%	30%	15%	6%	17%
Parks & Green Space	34%	57%	4%	6%	0%	0%
Public Road Conditions	8%	32%	8%	40%	13%	0%
Snow Removal	23%	53%	6%	8%	11%	0%
Sidewalk/Trail Availability	11%	34%	19%	28%	8%	0%
Library Services	26%	55%	9%	4%	0%	6%
Police Services	53%	43%	2%	0%	0%	2%
Fire Protection Services/EMS	60%	30%	4%	2%	0%	4%
Public Utilities (Water/Sewer/Stormwater)	23%	47%	11%	6%	8%	6%
Recreation Opportunities	15%	43%	15%	15%	8%	4%
Community Center	15%	49%	13%	13%	4%	6%
Garbage/Recycling Pickup	36%	51%	2%	4%	2%	6%
Retail (Shopping)	2%	9%	25%	47%	17%	0%
Restaurants	2%	26%	23%	25%	25%	0%
Schools	13%	36%	9%	21%	15%	4%
Day Care Facilities	8%	26%	28%	0%	6%	32%
Elderly Care Facilities	9%	26%	28%	9%	4%	23%
Health Care Facilities	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Health Care Facilities	8%	28%	34%	19%	8%	4%
Community Events	19%	47%	6%	11%	0%	4%

Live in Omro, WI (73) - Self-reported

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	12%	52%	12%	12%	4%	7%
Adequate Rental Property	3%	25%	26%	23%	7%	16%
Parks & Green Space	36%	53%	4%	7%	0%	0%
Public Road Conditions	5%	38%	11%	32%	12%	1%
Snow Removal	21%	56%	5%	7%	11%	0%
Sidewalk/Trail Availability	12%	36%	18%	26%	7%	1%
Library Services	29%	49%	12%	4%	0%	5%
Police Services	52%	44%	3%	0%	0%	1%
Fire Protection Services/EMS	58%	36%	3%	1%	0%	3%
Public Utilities (Water/Sewer/Stormwater)	19%	48%	12%	7%	8%	5%
Recreation Opportunities	12%	45%	14%	18%	7%	4%
Community Center	16%	45%	18%	10%	4%	7%
Garbage/Recycling Pickup	36%	51%	4%	3%	1%	5%
Retail (Shopping)	1%	11%	21%	52%	15%	0%
Restaurants	3%	27%	18%	30%	22%	0%
Schools	15%	36%	8%	22%	14%	4%
Day Care Facilities	5%	27%	30%	0%	4%	32%
Elderly Care Facilities	8%	30%	29%	8%	3%	21%
Health Care Facilities	7%	34%	29%	16%	5%	7%
Community Events	19%	51%	7%	8%	0%	3%

Subscribers to Omro, WI (74)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	12%	53%	12%	12%	4%	7%

Adequate Rental Property	3%	26%	26%	23%	7%	16%
Parks & Green Space	35%	53%	4%	8%	0%	0%
Public Road Conditions	5%	38%	11%	32%	12%	1%
Snow Removal	20%	57%	5%	7%	11%	0%
Sidewalk/Trail Availability	12%	35%	18%	27%	7%	1%
Library Services	28%	49%	14%	4%	0%	5%
Police Services	51%	45%	3%	0%	0%	1%
Fire Protection Services/EMS	57%	36%	3%	1%	0%	3%
Public Utilities (Water/Sewer/Stormwater)	19%	47%	12%	8%	8%	5%
Recreation Opportunities	12%	45%	14%	19%	7%	4%
Community Center	16%	45%	18%	11%	4%	7%
Garbage/Recycling Pickup	35%	51%	4%	3%	1%	5%
Retail (Shopping)	1%	12%	20%	51%	15%	0%
Restaurants	3%	28%	18%	30%	22%	0%
Schools	15%	35%	8%	23%	14%	4%
Day Care Facilities	5%	27%	31%	0%	4%	31%
Elderly Care Facilities	8%	31%	28%	8%	3%	20%
Health Care Facilities	7%	34%	30%	16%	5%	7%
Community Events	19%	50%	7%	8%	0%	3%

Registered Voters (53)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	13%	51%	11%	11%	6%	8%
Adequate Rental Property	4%	28%	30%	15%	6%	17%
Parks & Green Space	34%	57%	4%	6%	0%	0%
Public Road Conditions	8%	32%	8%	40%	13%	0%
Snow Removal	23%	53%	6%	8%	11%	0%
Sidewalk/Trail Availability	11%	34%	19%	28%	8%	0%
Library Services	26%	55%	9%	4%	0%	6%

Library Services	28%	55%	9%	4%	0%	0%
Police Services	53%	43%	2%	0%	0%	2%
Fire Protection Services/EMS	60%	30%	4%	2%	0%	4%
Public Utilities (Water/Sewer/Stormwater)	23%	47%	11%	6%	8%	6%
Recreation Opportunities	15%	43%	15%	15%	8%	4%
Community Center	15%	49%	13%	13%	4%	6%
Garbage/Recycling Pickup	36%	51%	2%	4%	2%	6%
Retail (Shopping)	2%	9%	25%	47%	17%	0%
Restaurants	2%	26%	23%	25%	25%	0%
Schools	13%	36%	9%	21%	15%	4%
Day Care Facilities	8%	26%	28%	0%	6%	32%
Elderly Care Facilities	9%	26%	28%	9%	4%	23%
Health Care Facilities	8%	28%	34%	19%	8%	4%
Community Events	19%	47%	6%	11%	0%	4%

Abstained (0)

Precinct Breakdown

53 Registered voters

OMRO CITY WARD 3 (10)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	20%	50%	10%	10%	0%	10%
Adequate Rental Property	0%	10%	40%	40%	0%	10%
Parks & Green Space	10%	70%	0%	20%	0%	0%
Public Road Conditions	0%	30%	10%	40%	20%	0%
Snow Removal	10%	70%	0%	20%	0%	0%
Sidewalk/Trail Availability	0%	50%	10%	40%	0%	0%
Library Services	10%	80%	0%	10%	0%	0%
Police Services	50%	50%	0%	0%	0%	0%
Fire Protection Services/EMS	50%	50%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	40%	40%	0%	10%	10%	0%
Recreation Opportunities	0%	50%	20%	20%	0%	10%
Community Center	10%	40%	20%	20%	0%	10%
Garbage/Recycling Pickup	30%	70%	0%	0%	0%	0%
Retail (Shopping)	0%	10%	10%	70%	10%	0%
Restaurants	0%	50%	0%	20%	30%	0%
Schools	10%	30%	0%	40%	10%	10%
Day Care Facilities	0%	20%	50%	0%	10%	20%
Elderly Care Facilities	10%	30%	30%	10%	10%	10%
Health Care Facilities	0%	40%	40%	10%	10%	0%
Community Events	20%	50%	0%	0%	0%	10%

OMRO CITY WARD 2 (7)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	14%	29%	14%	14%	14%	14%
Adequate Rental Property	14%	29%	43%	0%	0%	14%
Parks & Green Space	57%	29%	0%	14%	0%	0%
Public Road Conditions	43%	14%	0%	43%	0%	0%
Snow Removal	29%	57%	0%	14%	0%	0%
Sidewalk/Trail Availability	29%	14%	43%	0%	14%	0%
Library Services	57%	29%	0%	0%	0%	14%
Police Services	86%	14%	0%	0%	0%	0%
Fire Protection Services/EMS	86%	14%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	43%	57%	0%	0%	0%	0%
Recreation Opportunities	29%	43%	14%	14%	0%	0%
Community Center	29%	43%	0%	29%	0%	0%
Garbage/Recycling Pickup	71%	29%	0%	0%	0%	0%
Retail (Shopping)	14%	0%	29%	57%	0%	0%
Restaurants	14%	14%	43%	29%	0%	0%
Schools	14%	43%	0%	14%	29%	0%
Day Care Facilities	14%	29%	14%	0%	0%	43%
Elderly Care Facilities	29%	29%	29%	0%	0%	14%
Health Care Facilities	29%	43%	14%	14%	0%	0%
Community Events	43%	29%	0%	0%	0%	0%

OMRO CITY WARD 4 (6)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	33%	67%	0%	0%	0%	0%
Adequate Rental Property	17%	33%	0%	0%	0%	50%
Parks & Green Space	17%	83%	0%	0%	0%	0%
Public Road Conditions	0%	33%	17%	33%	17%	0%
Snow Removal	50%	33%	0%	0%	17%	0%
Sidewalk/Trail Availability	17%	17%	17%	33%	17%	0%
Library Services	33%	50%	0%	0%	0%	17%
Police Services	50%	50%	0%	0%	0%	0%
Fire Protection Services/EMS	33%	67%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	17%	33%	17%	17%	17%	0%
Recreation Opportunities	33%	33%	0%	33%	0%	0%
Community Center	33%	50%	0%	0%	0%	17%
Garbage/Recycling Pickup	50%	50%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	33%	33%	33%	0%
Restaurants	0%	33%	17%	33%	17%	0%
Schools	33%	33%	17%	17%	0%	0%
Day Care Facilities	0%	67%	33%	0%	0%	0%
Elderly Care Facilities	17%	33%	17%	0%	0%	33%
Health Care Facilities	17%	33%	17%	17%	0%	17%
Community Events	17%	83%	0%	0%	0%	0%

OMRO CITY WARD 6 (6)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	83%	0%	0%	0%	17%
Adequate Rental Property	0%	17%	50%	0%	17%	17%
Parks & Green Space	50%	50%	0%	0%	0%	0%
Public Road Conditions	0%	33%	0%	67%	0%	0%
Snow Removal	17%	67%	0%	0%	17%	0%
Sidewalk/Trail Availability	17%	33%	0%	50%	0%	0%
Library Services	17%	67%	17%	0%	0%	0%
Police Services	67%	33%	0%	0%	0%	0%
Fire Protection Services/EMS	83%	0%	17%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	17%	50%	33%	0%	0%	0%
Recreation Opportunities	33%	33%	17%	0%	0%	17%
Community Center	17%	67%	17%	0%	0%	0%
Garbage/Recycling Pickup	33%	67%	0%	0%	0%	0%
Retail (Shopping)	0%	33%	0%	67%	0%	0%
Restaurants	0%	33%	33%	33%	0%	0%
Schools	0%	67%	0%	17%	17%	0%
Day Care Facilities	0%	0%	50%	0%	0%	50%
Elderly Care Facilities	0%	17%	50%	0%	0%	33%
Health Care Facilities	0%	17%	67%	17%	0%	0%
Community Events	17%	50%	17%	17%	0%	0%

OMRO CITY WARD 1 (6)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	17%	33%	33%	17%	0%	0%
Adequate Rental Property	0%	33%	17%	33%	17%	0%
Parks & Green Space	67%	17%	17%	0%	0%	0%
Public Road Conditions	17%	33%	17%	17%	17%	0%
Snow Removal	33%	33%	0%	0%	33%	0%
Sidewalk/Trail Availability	17%	50%	17%	17%	0%	0%
Library Services	67%	0%	17%	17%	0%	0%
Police Services	67%	17%	17%	0%	0%	0%
Fire Protection Services/EMS	83%	0%	17%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	33%	17%	33%	0%	17%	0%
Recreation Opportunities	17%	50%	0%	0%	33%	0%
Community Center	33%	50%	0%	0%	17%	0%
Garbage/Recycling Pickup	33%	50%	0%	17%	0%	0%
Retail (Shopping)	0%	0%	50%	33%	17%	0%
Restaurants	0%	17%	33%	0%	50%	0%
Schools	17%	50%	17%	0%	17%	0%
Day Care Facilities	17%	33%	33%	0%	17%	0%
Elderly Care Facilities	17%	33%	50%	0%	0%	0%
Health Care Facilities	17%	0%	67%	17%	0%	0%
Community Events	33%	33%	0%	17%	0%	0%

OMRO TOWN WARD 2 (3)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	33%	67%	0%	0%	0%	0%
Adequate Rental Property	0%	33%	67%	0%	0%	0%
Parks & Green Space	33%	67%	0%	0%	0%	0%
Public Road Conditions	0%	100%	0%	0%	0%	0%
Snow Removal	0%	67%	33%	0%	0%	0%
Sidewalk/Trail Availability	0%	67%	33%	0%	0%	0%
Library Services	0%	33%	33%	0%	0%	33%
Police Services	33%	33%	0%	0%	0%	33%
Fire Protection Services/EMS	33%	67%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	67%	0%	33%	0%	0%
Recreation Opportunities	33%	33%	0%	33%	0%	0%
Community Center	0%	67%	33%	0%	0%	0%
Garbage/Recycling Pickup	33%	33%	0%	0%	0%	33%
Retail (Shopping)	0%	0%	67%	33%	0%	0%
Restaurants	0%	33%	33%	33%	0%	0%
Schools	33%	33%	0%	33%	0%	0%
Day Care Facilities	33%	33%	0%	0%	0%	33%
Elderly Care Facilities	0%	33%	33%	0%	0%	33%
Health Care Facilities	0%	0%	33%	67%	0%	0%
Community Events	0%	100%	0%	0%	0%	0%

OMRO CITY WARD 7 (3)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	100%	0%	0%	0%	0%
Adequate Rental Property	0%	67%	33%	0%	0%	0%
Parks & Green Space	67%	33%	0%	0%	0%	0%
Public Road Conditions	0%	67%	33%	0%	0%	0%
Snow Removal	67%	33%	0%	0%	0%	0%
Sidewalk/Trail Availability	33%	67%	0%	0%	0%	0%
Library Services	33%	67%	0%	0%	0%	0%
Police Services	67%	33%	0%	0%	0%	0%
Fire Protection Services/EMS	67%	33%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	33%	67%	0%	0%	0%	0%
Recreation Opportunities	0%	67%	33%	0%	0%	0%
Community Center	0%	33%	33%	33%	0%	0%
Garbage/Recycling Pickup	33%	67%	0%	0%	0%	0%
Retail (Shopping)	0%	67%	33%	0%	0%	0%
Restaurants	0%	33%	67%	0%	0%	0%
Schools	33%	33%	33%	0%	0%	0%
Day Care Facilities	33%	33%	0%	0%	0%	33%
Elderly Care Facilities	0%	0%	33%	33%	0%	33%
Health Care Facilities	0%	0%	33%	33%	33%	0%
Community Events	33%	33%	0%	0%	0%	0%

POYGAN TOWN WARD 1 (2)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	0%	0%	50%	50%	0%
Adequate Rental Property	0%	50%	0%	50%	0%	0%
Parks & Green Space	50%	50%	0%	0%	0%	0%
Public Road Conditions	0%	0%	0%	50%	50%	0%
Snow Removal	50%	0%	0%	0%	50%	0%
Sidewalk/Trail Availability	0%	0%	0%	50%	50%	0%
Library Services	0%	100%	0%	0%	0%	0%
Police Services	50%	50%	0%	0%	0%	0%
Fire Protection Services/EMS	100%	0%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	50%	0%	0%	50%	0%
Recreation Opportunities	0%	50%	0%	0%	50%	0%
Community Center	0%	50%	50%	0%	0%	0%
Garbage/Recycling Pickup	50%	50%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	0%	100%	0%	0%
Restaurants	0%	0%	0%	50%	50%	0%
Schools	0%	0%	0%	0%	100%	0%
Day Care Facilities	0%	50%	0%	0%	0%	50%
Elderly Care Facilities	0%	50%	0%	0%	0%	50%
Health Care Facilities	0%	50%	50%	0%	0%	0%
Community Events	0%	0%	100%	0%	0%	0%

RUSHFORD TOWN WARD 1 (2)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	50%	50%	0%	0%	0%
Adequate Rental Property	0%	50%	50%	0%	0%	0%
Parks & Green Space	0%	100%	0%	0%	0%	0%
Public Road Conditions	0%	50%	0%	50%	0%	0%
Snow Removal	0%	100%	0%	0%	0%	0%
Sidewalk/Trail Availability	0%	0%	0%	50%	50%	0%
Library Services	50%	0%	50%	0%	0%	0%
Police Services	50%	50%	0%	0%	0%	0%
Fire Protection Services/EMS	0%	0%	0%	50%	0%	50%
Public Utilities (Water/Sewer/Stormwater)	0%	0%	0%	0%	0%	100%
Recreation Opportunities	0%	0%	50%	50%	0%	0%
Community Center	0%	0%	0%	50%	0%	50%
Garbage/Recycling Pickup	0%	0%	0%	50%	0%	50%
Retail (Shopping)	0%	0%	0%	0%	100%	0%
Restaurants	0%	0%	0%	50%	50%	0%
Schools	0%	0%	50%	50%	0%	0%
Day Care Facilities	0%	0%	0%	0%	50%	50%
Elderly Care Facilities	0%	0%	0%	50%	0%	50%
Health Care Facilities	0%	50%	0%	0%	50%	0%
Community Events	0%	0%	0%	100%	0%	0%

RUSHFORD TOWN WARD 2 (2)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	50%	0%	50%	0%	0%
Adequate Rental Property	0%	0%	50%	50%	0%	0%
Parks & Green Space	0%	50%	50%	0%	0%	0%
Public Road Conditions	0%	0%	0%	50%	50%	0%
Snow Removal	0%	0%	100%	0%	0%	0%
Sidewalk/Trail Availability	0%	0%	100%	0%	0%	0%
Library Services	0%	100%	0%	0%	0%	0%
Police Services	0%	100%	0%	0%	0%	0%
Fire Protection Services/EMS	100%	0%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	100%	0%	0%	0%	0%
Recreation Opportunities	0%	50%	50%	0%	0%	0%
Community Center	0%	50%	50%	0%	0%	0%
Garbage/Recycling Pickup	50%	50%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	50%	0%	50%	0%
Restaurants	0%	0%	50%	0%	50%	0%
Schools	0%	50%	0%	50%	0%	0%
Day Care Facilities	0%	50%	0%	0%	0%	50%
Elderly Care Facilities	0%	50%	0%	0%	50%	0%
Health Care Facilities	0%	50%	0%	0%	50%	0%
Community Events	0%	50%	0%	0%	0%	50%

WINNECONNE TOWN WARD 3 (2)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	0%	50%	0%	50%	0%
Adequate Rental Property	0%	50%	0%	0%	50%	0%
Parks & Green Space	0%	100%	0%	0%	0%	0%
Public Road Conditions	0%	50%	0%	50%	0%	0%
Snow Removal	0%	100%	0%	0%	0%	0%
Sidewalk/Trail Availability	0%	0%	0%	100%	0%	0%
Library Services	0%	50%	50%	0%	0%	0%
Police Services	0%	100%	0%	0%	0%	0%
Fire Protection Services/EMS	50%	50%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	50%	50%	0%	0%	0%
Recreation Opportunities	0%	50%	0%	50%	0%	0%
Community Center	0%	50%	0%	50%	0%	0%
Garbage/Recycling Pickup	0%	100%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	50%	50%	0%	0%
Restaurants	0%	50%	0%	0%	50%	0%
Schools	0%	0%	0%	0%	50%	50%
Day Care Facilities	0%	0%	100%	0%	0%	0%
Elderly Care Facilities	0%	0%	50%	50%	0%	0%
Health Care Facilities	0%	50%	50%	0%	0%	0%
Community Events	0%	50%	0%	50%	0%	0%

OMRO TOWN WARD 1 (2)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	100%	0%	0%	0%	0%
Adequate Rental Property	0%	50%	0%	0%	0%	50%
Parks & Green Space	50%	50%	0%	0%	0%	0%
Public Road Conditions	0%	0%	0%	100%	0%	0%
Snow Removal	0%	100%	0%	0%	0%	0%
Sidewalk/Trail Availability	0%	50%	50%	0%	0%	0%
Library Services	0%	100%	0%	0%	0%	0%
Police Services	0%	100%	0%	0%	0%	0%
Fire Protection Services/EMS	0%	50%	0%	0%	0%	50%
Public Utilities (Water/Sewer/Stormwater)	0%	50%	0%	0%	0%	50%
Recreation Opportunities	0%	50%	50%	0%	0%	0%
Community Center	0%	50%	0%	0%	50%	0%
Garbage/Recycling Pickup	0%	0%	50%	0%	0%	50%
Retail (Shopping)	0%	0%	0%	50%	50%	0%
Restaurants	0%	0%	0%	50%	50%	0%
Schools	0%	50%	50%	0%	0%	0%
Day Care Facilities	0%	0%	0%	0%	0%	100%
Elderly Care Facilities	0%	50%	0%	50%	0%	0%
Health Care Facilities	0%	0%	0%	100%	0%	0%
Community Events	0%	50%	0%	0%	0%	0%

OMRO TOWN WARD 3 (1)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	0%	0%	0%	0%	100%
Adequate Rental Property	0%	0%	0%	0%	0%	100%
Parks & Green Space	0%	100%	0%	0%	0%	0%
Public Road Conditions	0%	0%	0%	0%	100%	0%
Snow Removal	0%	0%	0%	0%	100%	0%
Sidewalk/Trail Availability	0%	100%	0%	0%	0%	0%
Library Services	0%	100%	0%	0%	0%	0%
Police Services	100%	0%	0%	0%	0%	0%
Fire Protection Services/EMS	100%	0%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	100%	0%	0%	0%	0%
Recreation Opportunities	0%	100%	0%	0%	0%	0%
Community Center	0%	100%	0%	0%	0%	0%
Garbage/Recycling Pickup	0%	0%	0%	0%	100%	0%
Retail (Shopping)	0%	0%	0%	100%	0%	0%
Restaurants	0%	0%	0%	100%	0%	0%
Schools	0%	0%	0%	100%	0%	0%
Day Care Facilities	0%	0%	0%	0%	0%	100%
Elderly Care Facilities	0%	0%	0%	0%	0%	100%
Health Care Facilities	0%	0%	0%	0%	0%	100%
Community Events	0%	100%	0%	0%	0%	0%

OMRO CITY WARD 5 (1)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	0%	0%	100%	0%	0%
Adequate Rental Property	0%	0%	0%	0%	0%	100%
Parks & Green Space	0%	100%	0%	0%	0%	0%
Public Road Conditions	0%	0%	0%	100%	0%	0%
Snow Removal	0%	0%	0%	100%	0%	0%
Sidewalk/Trail Availability	0%	0%	0%	100%	0%	0%
Library Services	0%	100%	0%	0%	0%	0%
Police Services	0%	100%	0%	0%	0%	0%
Fire Protection Services/EMS	0%	100%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	100%	0%	0%	0%	0%
Recreation Opportunities	0%	0%	0%	0%	100%	0%
Community Center	0%	100%	0%	0%	0%	0%
Garbage/Recycling Pickup	0%	100%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	0%	0%	100%	0%
Restaurants	0%	0%	0%	0%	100%	0%
Schools	0%	0%	0%	0%	0%	0%
Day Care Facilities	0%	0%	0%	0%	0%	100%
Elderly Care Facilities	0%	0%	0%	0%	0%	100%
Health Care Facilities	0%	100%	0%	0%	0%	0%
Community Events	0%	0%	0%	100%	0%	0%

age_range Breakdown

53 Registered voters

50-59 (20)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	10%	55%	5%	15%	5%	10%
Adequate Rental Property	0%	35%	25%	15%	15%	10%
Parks & Green Space	35%	55%	10%	0%	0%	0%
Public Road Conditions	5%	40%	10%	25%	20%	0%
Snow Removal	10%	60%	10%	5%	15%	0%
Sidewalk/Trail Availability	0%	45%	15%	35%	5%	0%
Library Services	25%	60%	5%	5%	0%	5%
Police Services	45%	45%	5%	0%	0%	5%
Fire Protection Services/EMS	60%	35%	5%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	25%	50%	15%	5%	5%	0%
Recreation Opportunities	5%	40%	20%	15%	10%	10%
Community Center	5%	55%	15%	10%	10%	5%
Garbage/Recycling Pickup	35%	50%	0%	5%	0%	10%
Retail (Shopping)	0%	10%	30%	40%	20%	0%
Restaurants	0%	35%	25%	5%	35%	0%
Schools	5%	30%	10%	35%	10%	10%
Day Care Facilities	0%	25%	25%	0%	5%	45%
Elderly Care Facilities	5%	40%	30%	5%	0%	20%
Health Care Facilities	5%	25%	35%	30%	5%	0%
Community Events	10%	45%	5%	5%	0%	5%

40-49 (15)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	27%	40%	13%	7%	7%	7%
Adequate Rental Property	13%	13%	27%	20%	0%	27%
Parks & Green Space	40%	53%	0%	7%	0%	0%
Public Road Conditions	13%	27%	13%	40%	7%	0%
Snow Removal	20%	53%	0%	13%	13%	0%
Sidewalk/Trail Availability	13%	47%	20%	13%	7%	0%
Library Services	20%	53%	13%	7%	0%	7%
Police Services	60%	40%	0%	0%	0%	0%
Fire Protection Services/EMS	53%	33%	0%	7%	0%	7%
Public Utilities (Water/Sewer/Stormwater)	27%	40%	0%	7%	13%	13%
Recreation Opportunities	20%	53%	13%	13%	0%	0%
Community Center	20%	53%	13%	0%	0%	13%
Garbage/Recycling Pickup	33%	47%	7%	7%	7%	0%
Retail (Shopping)	7%	7%	20%	60%	7%	0%
Restaurants	7%	33%	7%	33%	20%	0%
Schools	27%	27%	7%	20%	20%	0%
Day Care Facilities	13%	33%	20%	0%	13%	20%
Elderly Care Facilities	20%	0%	20%	27%	7%	27%
Health Care Facilities	13%	20%	20%	27%	7%	13%
Community Events	20%	67%	7%	7%	0%	0%

30-39 (8)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	50%	38%	0%	13%	0%
Adequate Rental Property	0%	38%	38%	13%	0%	13%
Parks & Green Space	13%	75%	0%	13%	0%	0%
Public Road Conditions	0%	25%	0%	75%	0%	0%
Snow Removal	25%	63%	0%	0%	13%	0%
Sidewalk/Trail Availability	25%	13%	25%	25%	13%	0%
Library Services	38%	38%	13%	0%	0%	13%
Police Services	63%	38%	0%	0%	0%	0%
Fire Protection Services/EMS	50%	25%	13%	0%	0%	13%
Public Utilities (Water/Sewer/Stormwater)	0%	38%	38%	0%	13%	13%
Recreation Opportunities	13%	38%	25%	25%	0%	0%
Community Center	25%	25%	13%	38%	0%	0%
Garbage/Recycling Pickup	25%	63%	0%	0%	0%	13%
Retail (Shopping)	0%	0%	25%	50%	25%	0%
Restaurants	0%	25%	25%	38%	13%	0%
Schools	13%	38%	25%	0%	25%	0%
Day Care Facilities	0%	25%	50%	0%	0%	25%
Elderly Care Facilities	0%	13%	63%	0%	0%	25%
Health Care Facilities	13%	38%	50%	0%	0%	0%
Community Events	13%	38%	0%	38%	0%	0%

60-69 (5)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	20%	80%	0%	0%	0%	0%
Adequate Rental Property	0%	40%	20%	20%	0%	20%
Parks & Green Space	60%	20%	0%	20%	0%	0%
Public Road Conditions	0%	60%	0%	40%	0%	0%
Snow Removal	60%	40%	0%	0%	0%	0%
Sidewalk/Trail Availability	20%	20%	0%	60%	0%	0%
Library Services	40%	40%	20%	0%	0%	0%
Police Services	80%	20%	0%	0%	0%	0%
Fire Protection Services/EMS	100%	0%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	40%	40%	0%	20%	0%	0%
Recreation Opportunities	40%	40%	0%	20%	0%	0%
Community Center	20%	40%	0%	40%	0%	0%
Garbage/Recycling Pickup	40%	60%	0%	0%	0%	0%
Retail (Shopping)	0%	40%	20%	40%	0%	0%
Restaurants	0%	0%	60%	40%	0%	0%
Schools	0%	80%	0%	20%	0%	0%
Day Care Facilities	20%	20%	60%	0%	0%	0%
Elderly Care Facilities	0%	60%	20%	0%	0%	20%
Health Care Facilities	0%	20%	60%	0%	20%	0%
Community Events	60%	40%	0%	0%	0%	0%

70-79 (3)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	33%	0%	33%	0%	33%
Adequate Rental Property	0%	0%	67%	0%	0%	33%
Parks & Green Space	0%	100%	0%	0%	0%	0%
Public Road Conditions	0%	0%	0%	67%	33%	0%
Snow Removal	0%	33%	33%	33%	0%	0%
Sidewalk/Trail Availability	0%	0%	67%	33%	0%	0%
Library Services	0%	100%	0%	0%	0%	0%
Police Services	0%	100%	0%	0%	0%	0%
Fire Protection Services/EMS	33%	67%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	100%	0%	0%	0%	0%
Recreation Opportunities	0%	67%	0%	0%	33%	0%
Community Center	0%	67%	33%	0%	0%	0%
Garbage/Recycling Pickup	33%	67%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	0%	33%	67%	0%
Restaurants	0%	0%	0%	33%	67%	0%
Schools	0%	67%	0%	0%	0%	0%
Day Care Facilities	0%	0%	0%	0%	0%	100%
Elderly Care Facilities	0%	33%	0%	0%	33%	33%
Health Care Facilities	0%	67%	0%	0%	33%	0%
Community Events	0%	33%	0%	33%	0%	33%

18-29 (1)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	0%	0%	100%	0%	0%
Adequate Rental Property	0%	100%	0%	0%	0%	0%
Parks & Green Space	0%	100%	0%	0%	0%	0%
Public Road Conditions	0%	0%	0%	0%	100%	0%
Snow Removal	100%	0%	0%	0%	0%	0%
Sidewalk/Trail Availability	0%	0%	0%	0%	100%	0%
Library Services	0%	100%	0%	0%	0%	0%
Police Services	0%	100%	0%	0%	0%	0%
Fire Protection Services/EMS	100%	0%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	100%	0%	0%	0%	0%
Recreation Opportunities	0%	0%	0%	0%	100%	0%
Community Center	0%	100%	0%	0%	0%	0%
Garbage/Recycling Pickup	100%	0%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	0%	100%	0%	0%
Restaurants	0%	0%	0%	100%	0%	0%
Schools	0%	0%	0%	0%	100%	0%
Day Care Facilities	0%	100%	0%	0%	0%	0%
Elderly Care Facilities	0%	100%	0%	0%	0%	0%
Health Care Facilities	0%	100%	0%	0%	0%	0%
Community Events	0%	0%	100%	0%	0%	0%

unknown (1)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	100%	0%	0%	0%	0%
Adequate Rental Property	0%	0%	100%	0%	0%	0%
Parks & Green Space	100%	0%	0%	0%	0%	0%
Public Road Conditions	100%	0%	0%	0%	0%	0%
Snow Removal	100%	0%	0%	0%	0%	0%
Sidewalk/Trail Availability	100%	0%	0%	0%	0%	0%
Library Services	100%	0%	0%	0%	0%	0%
Police Services	100%	0%	0%	0%	0%	0%
Fire Protection Services/EMS	100%	0%	0%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	100%	0%	0%	0%	0%	0%
Recreation Opportunities	100%	0%	0%	0%	0%	0%
Community Center	100%	0%	0%	0%	0%	0%
Garbage/Recycling Pickup	100%	0%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	100%	0%	0%	0%
Restaurants	0%	0%	100%	0%	0%	0%
Schools	100%	0%	0%	0%	0%	0%
Day Care Facilities	100%	0%	0%	0%	0%	0%
Elderly Care Facilities	100%	0%	0%	0%	0%	0%
Health Care Facilities	0%	0%	100%	0%	0%	0%
Community Events	100%	0%	0%	0%	0%	0%

Voters_Gender Breakdown

53 Registered voters

F (29)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	21%	45%	7%	17%	3%	7%
Adequate Rental Property	7%	31%	17%	21%	7%	17%
Parks & Green Space	31%	55%	7%	7%	0%	0%
Public Road Conditions	7%	31%	7%	45%	10%	0%
Snow Removal	28%	55%	3%	7%	7%	0%
Sidewalk/Trail Availability	7%	24%	24%	38%	7%	0%
Library Services	21%	59%	14%	7%	0%	0%
Police Services	48%	48%	3%	0%	0%	0%
Fire Protection Services/EMS	59%	31%	3%	3%	0%	3%
Public Utilities (Water/Sewer/Stormwater)	28%	48%	7%	7%	3%	7%
Recreation Opportunities	10%	41%	17%	14%	14%	3%
Community Center	10%	48%	7%	17%	7%	10%
Garbage/Recycling Pickup	31%	55%	3%	7%	0%	3%
Retail (Shopping)	3%	10%	21%	48%	17%	0%
Restaurants	3%	24%	21%	24%	28%	0%
Schools	14%	34%	7%	21%	14%	7%
Day Care Facilities	10%	24%	24%	0%	10%	31%
Elderly Care Facilities	10%	31%	21%	17%	3%	17%
Health Care Facilities	7%	38%	28%	17%	10%	0%
Community Events	21%	48%	3%	10%	0%	3%

M (23)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	4%	57%	17%	4%	9%	9%
Adequate Rental Property	0%	26%	43%	9%	4%	17%
Parks & Green Space	39%	57%	0%	4%	0%	0%
Public Road Conditions	9%	35%	9%	30%	17%	0%
Snow Removal	17%	48%	9%	9%	17%	0%
Sidewalk/Trail Availability	13%	48%	13%	17%	9%	0%
Library Services	35%	48%	4%	0%	0%	13%
Police Services	61%	35%	0%	0%	0%	4%
Fire Protection Services/EMS	65%	30%	0%	0%	0%	4%
Public Utilities (Water/Sewer/Stormwater)	17%	48%	13%	4%	13%	4%
Recreation Opportunities	22%	48%	9%	17%	0%	4%
Community Center	22%	52%	17%	9%	0%	0%
Garbage/Recycling Pickup	43%	43%	0%	0%	4%	9%
Retail (Shopping)	0%	9%	30%	43%	17%	0%
Restaurants	0%	30%	22%	26%	22%	0%
Schools	13%	39%	13%	22%	13%	0%
Day Care Facilities	4%	30%	30%	0%	0%	35%
Elderly Care Facilities	9%	22%	35%	0%	4%	30%
Health Care Facilities	9%	17%	39%	22%	4%	9%
Community Events	17%	48%	9%	9%	0%	4%

Unknown (1)

	Excellent	Good	Neutral	Needs Some Improvement	Poor	No Opinion
Availability of Affordable Homes	0%	100%	0%	0%	0%	0%
Adequate Rental Property	0%	0%	100%	0%	0%	0%
Parks & Green Space	0%	100%	0%	0%	0%	0%
Public Road Conditions	0%	0%	0%	100%	0%	0%
Snow Removal	0%	100%	0%	0%	0%	0%
Sidewalk/Trail Availability	100%	0%	0%	0%	0%	0%
Library Services	0%	100%	0%	0%	0%	0%
Police Services	0%	100%	0%	0%	0%	0%
Fire Protection Services/EMS	0%	0%	100%	0%	0%	0%
Public Utilities (Water/Sewer/Stormwater)	0%	0%	100%	0%	0%	0%
Recreation Opportunities	0%	0%	100%	0%	0%	0%
Community Center	0%	0%	100%	0%	0%	0%
Garbage/Recycling Pickup	0%	100%	0%	0%	0%	0%
Retail (Shopping)	0%	0%	0%	100%	0%	0%
Restaurants	0%	0%	100%	0%	0%	0%
Schools	0%	0%	0%	0%	100%	0%
Day Care Facilities	0%	0%	100%	0%	0%	0%
Elderly Care Facilities	0%	0%	100%	0%	0%	0%
Health Care Facilities	0%	0%	100%	0%	0%	0%
Community Events	0%	0%	0%	100%	0%	0%

Question 2

What are the top three important reasons you or your family live in the City of Omro?

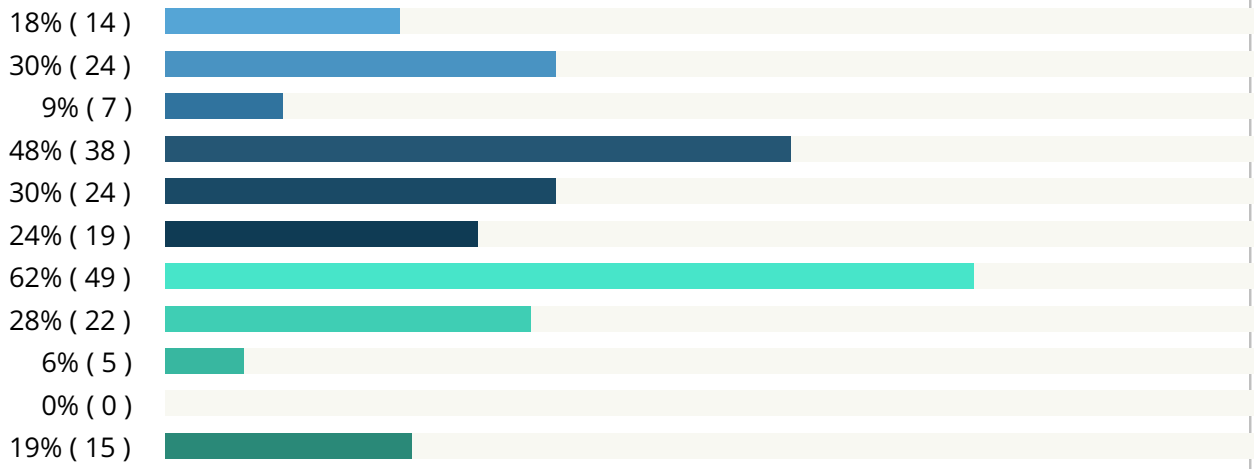
On this question multiple selections are possible, so totals may sum to more than 100%.

All Other Communities

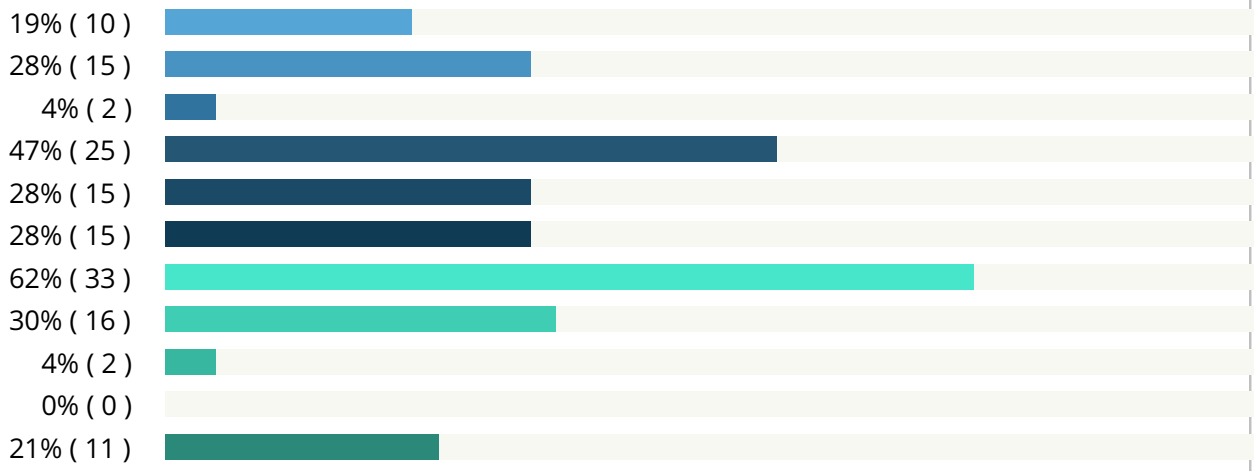
All Other Communities

Omro, WI

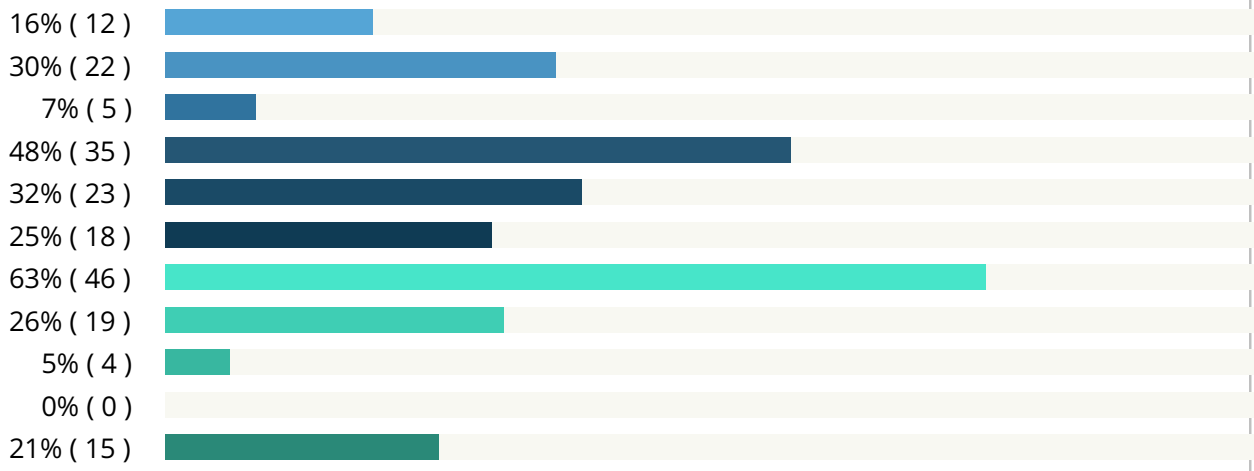
All respondents (79)



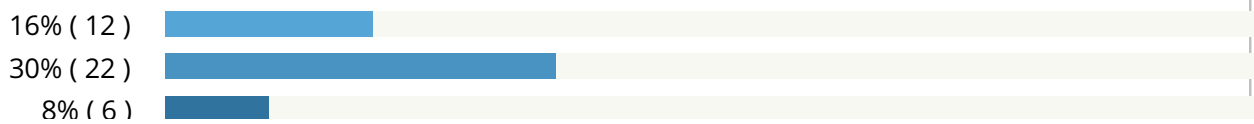
Registered Voters in Omro, WI (53)

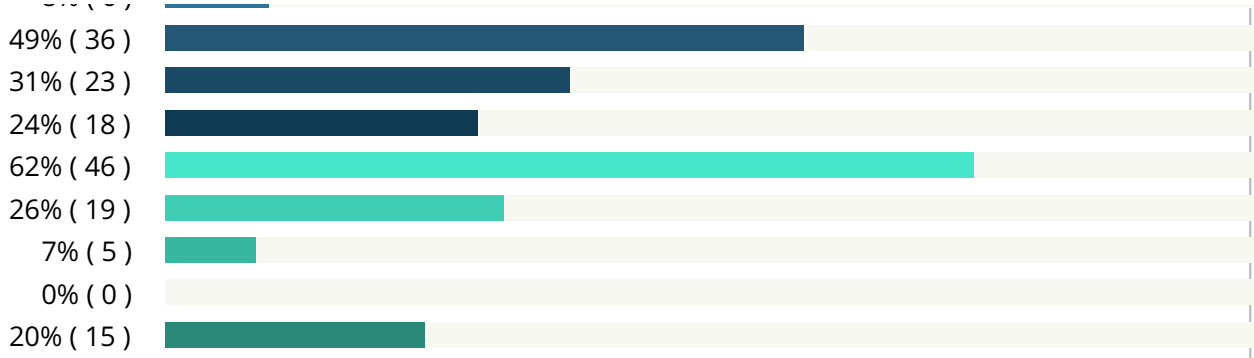


Live in Omro, WI (73) - Self-reported

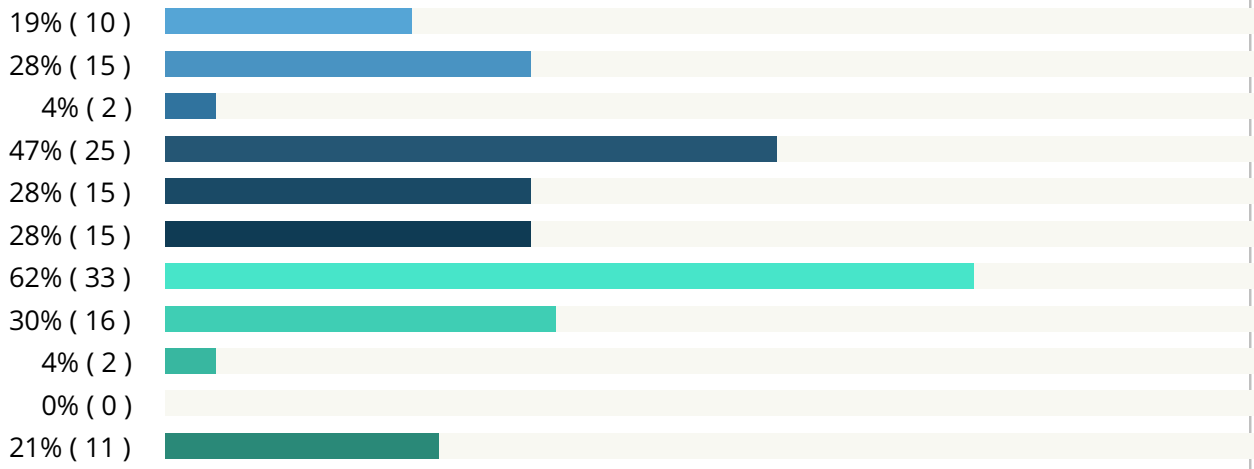


Subscribers to Omro, WI (74)





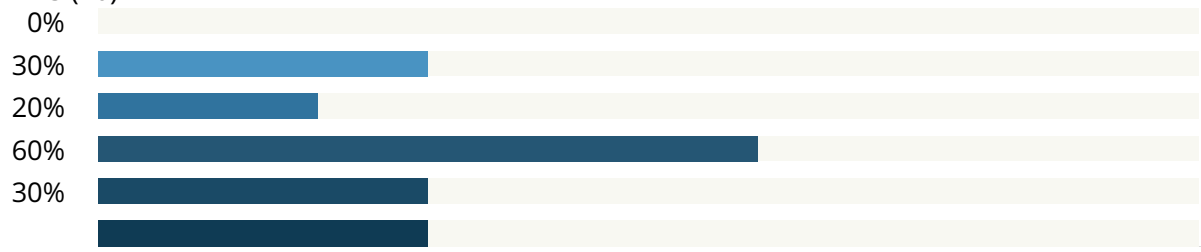
Registered Voters (53)

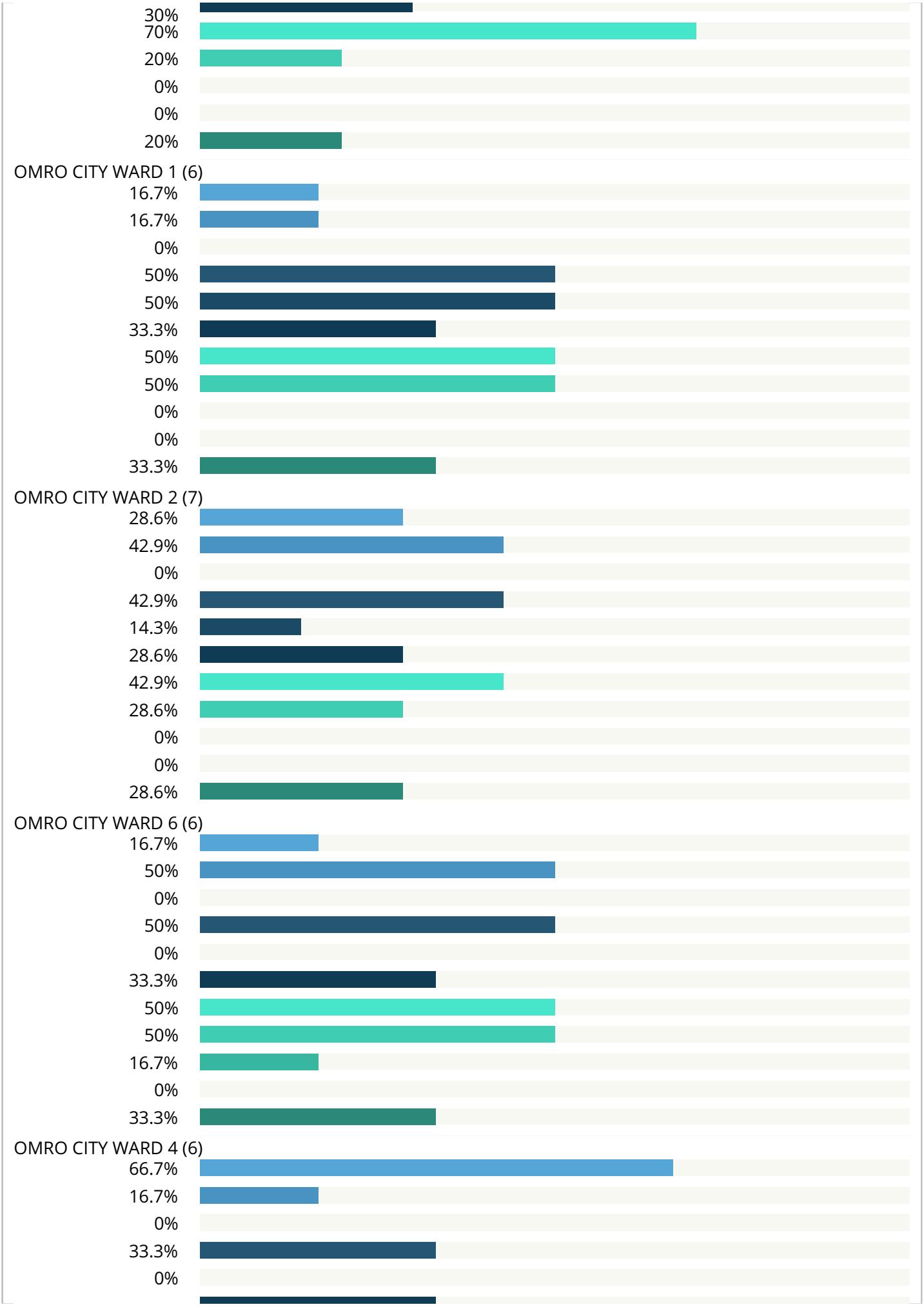


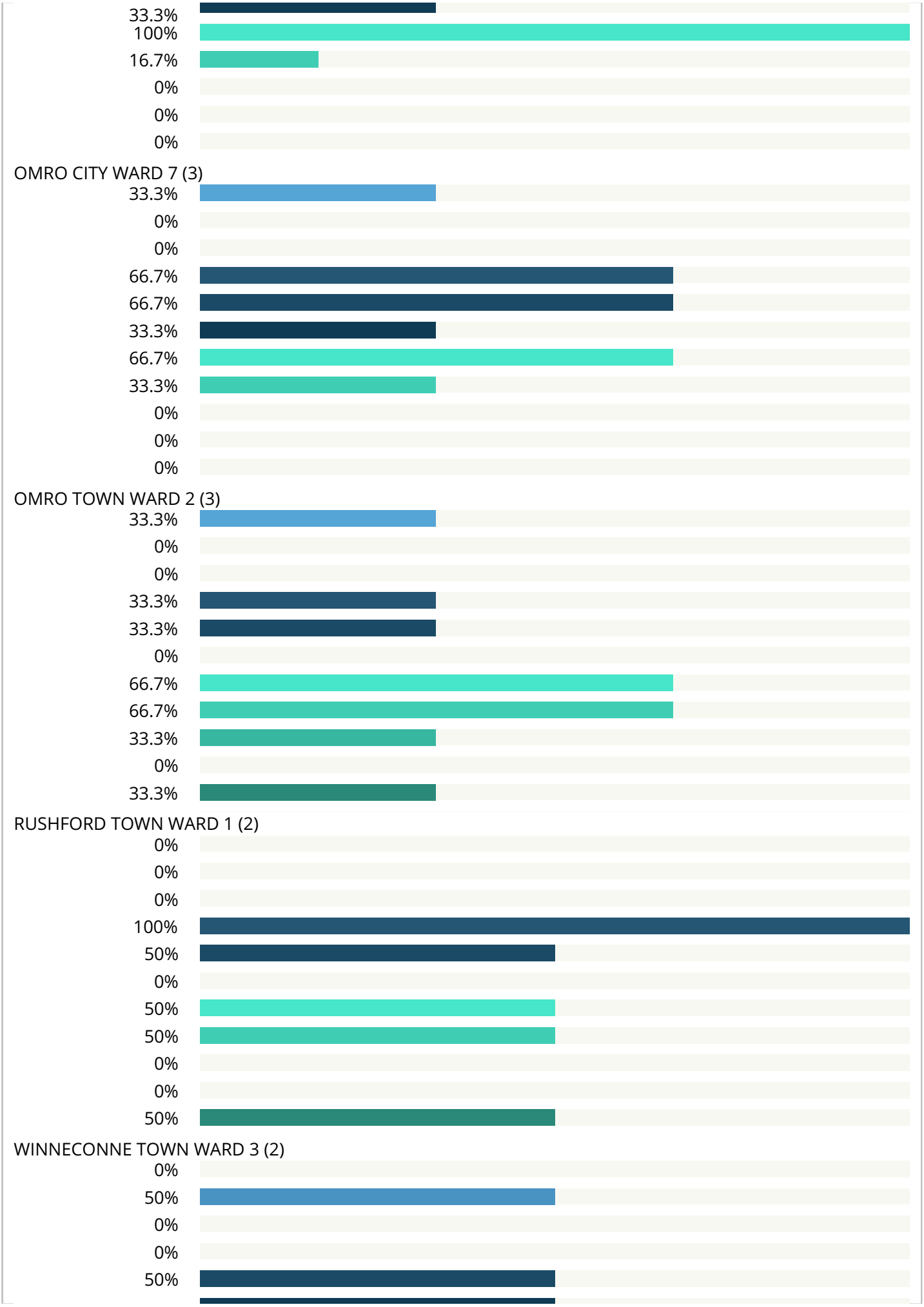
Abstained (0)

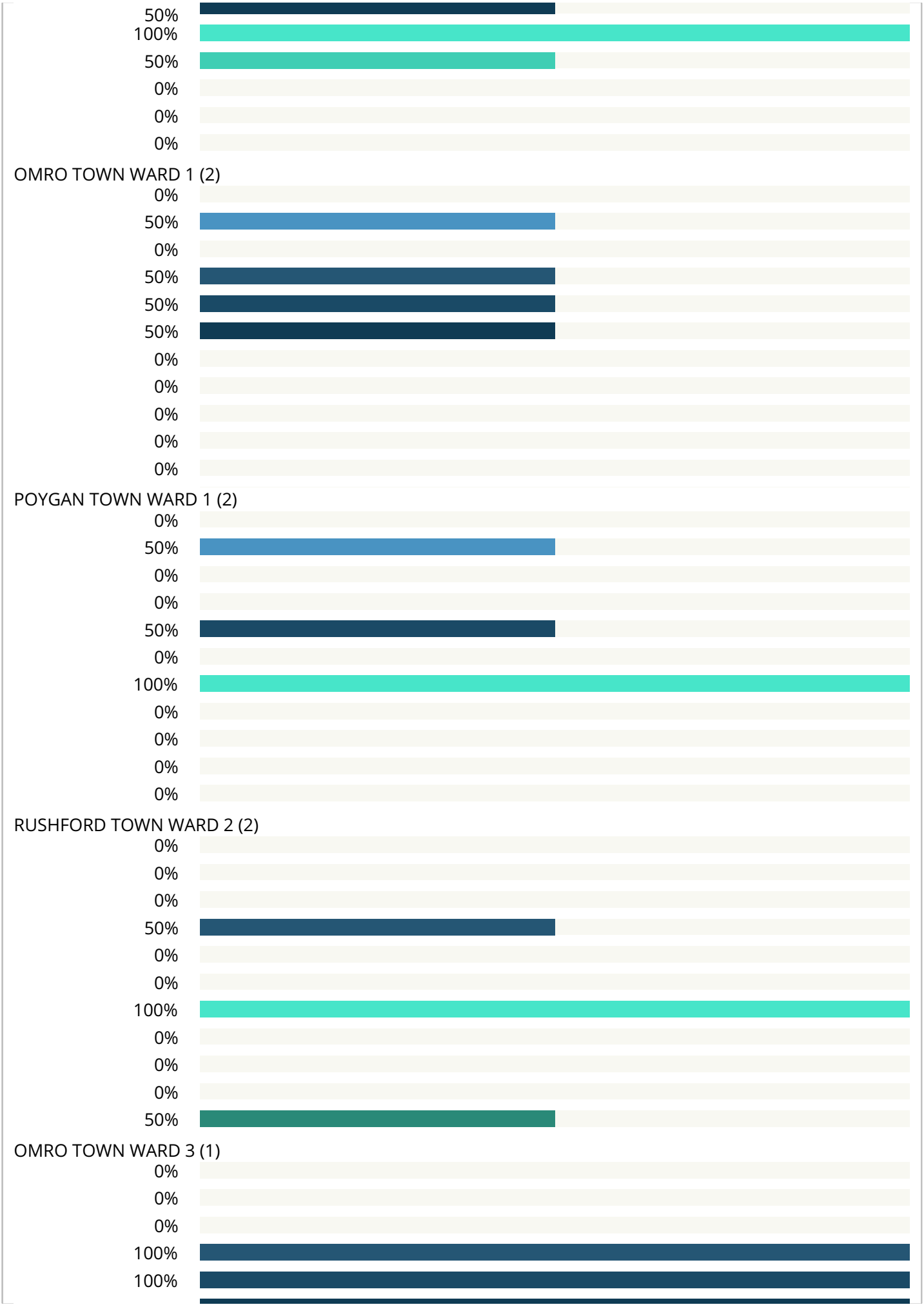
Precinct Breakdown
53 Registered voters

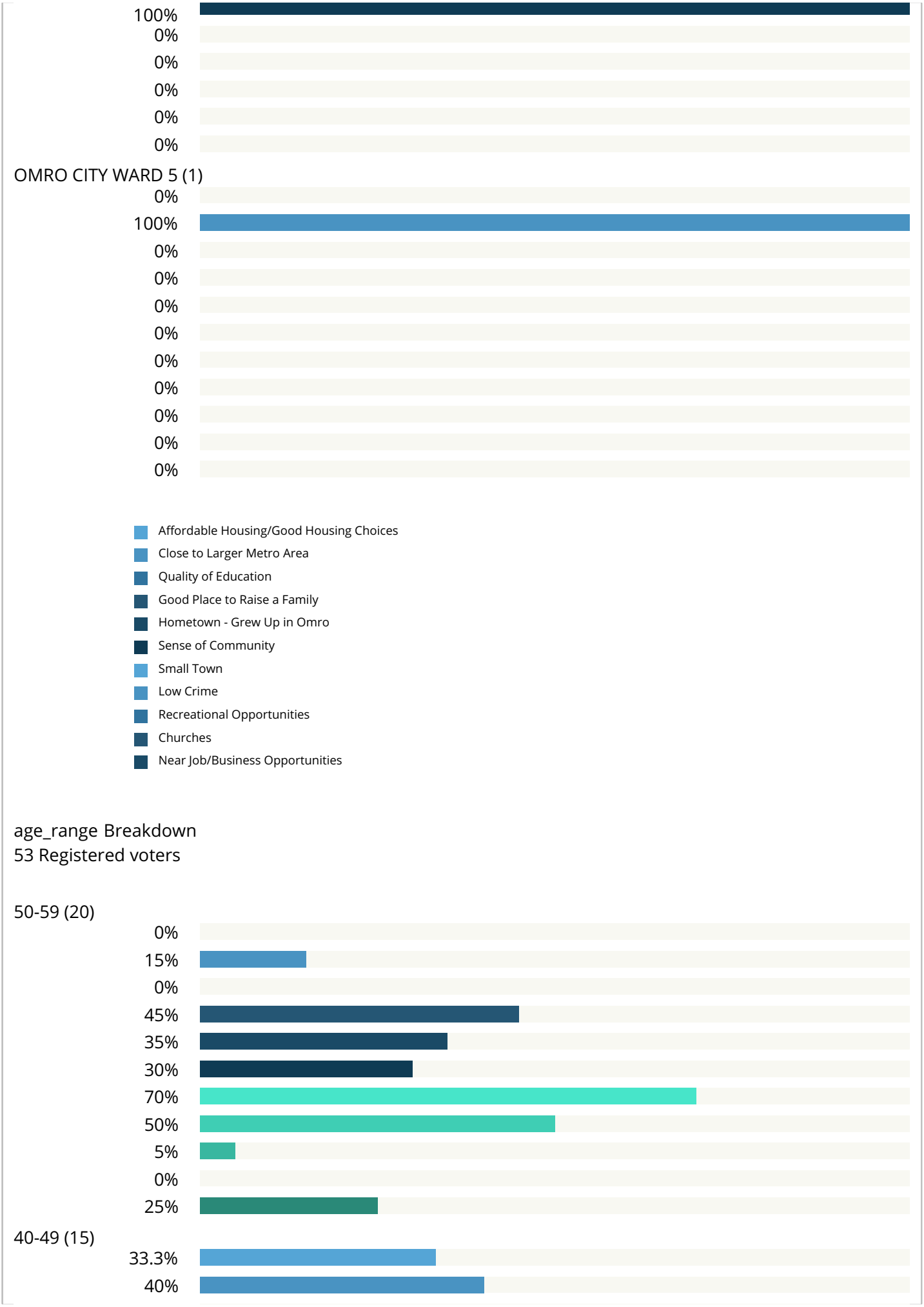
OMRO CITY WARD 3 (10)

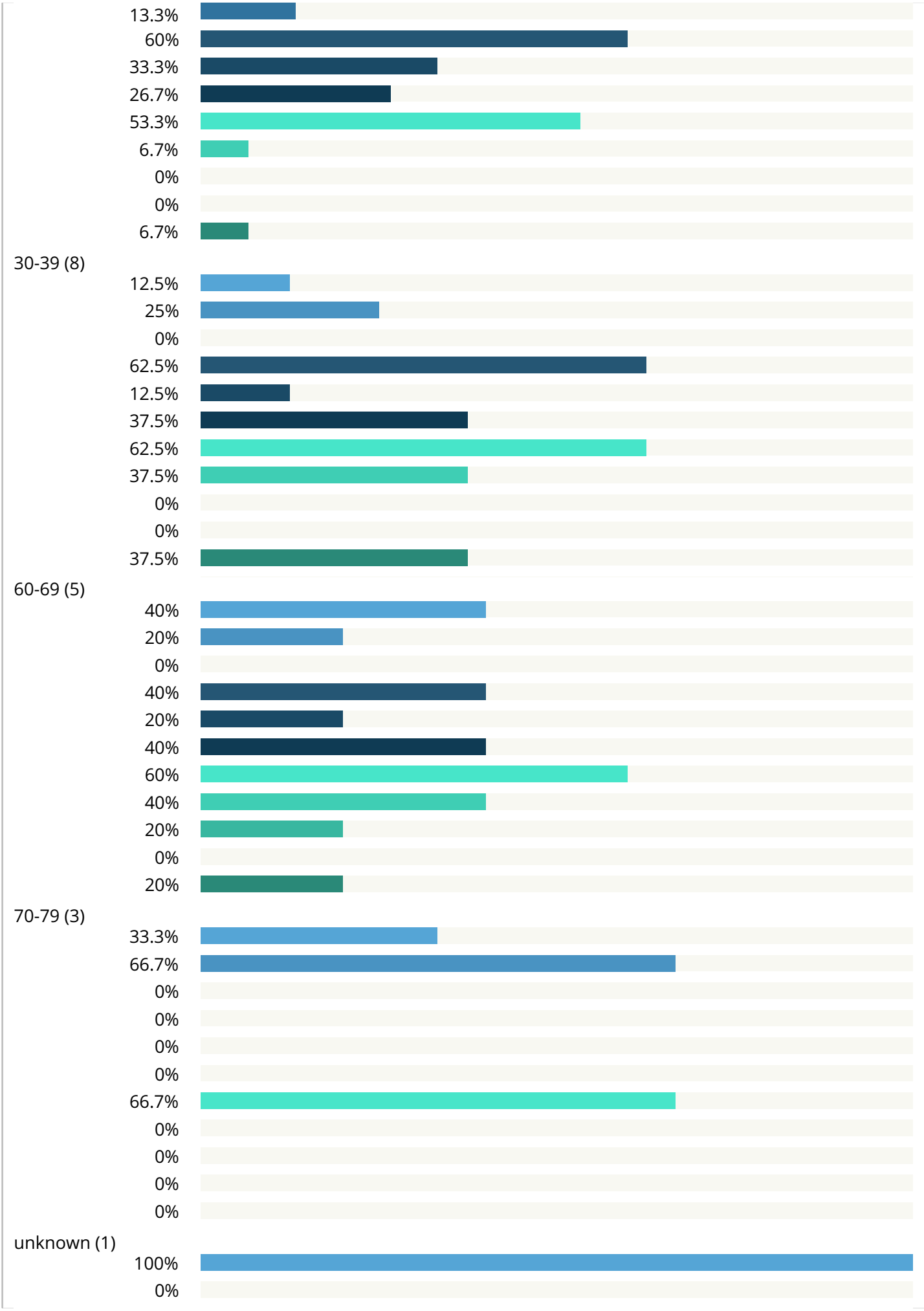


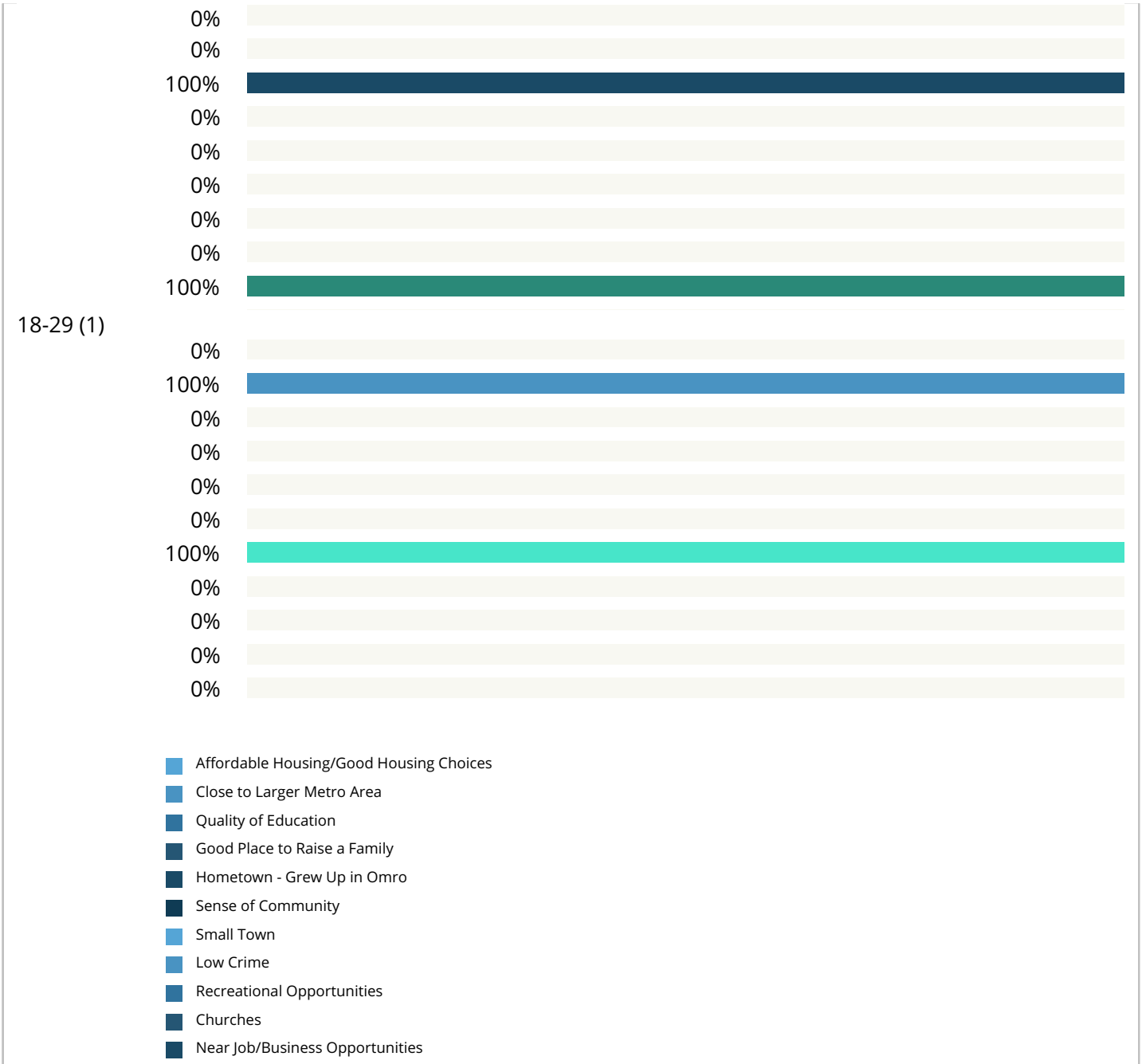

30%
70%
20%
0%
0%
20%
OMRO CITY WARD 1 (6)
16.7%
16.7%
0%
50%
50%
33.3%
50%
50%
0%
0%
33.3%
OMRO CITY WARD 2 (7)
28.6%
42.9%
0%
42.9%
14.3%
28.6%
42.9%
28.6%
0%
0%
28.6%
OMRO CITY WARD 6 (6)
16.7%
50%
0%
50%
0%
33.3%
50%
50%
16.7%
0%
33.3%
OMRO CITY WARD 4 (6)
66.7%
16.7%
0%
33.3%
0%


33.3%
100%
16.7%
0%
0%
0%
OMRO CITY WARD 7 (3)
33.3%
0%
0%
66.7%
66.7%
33.3%
66.7%
33.3%
0%
0%
0%
OMRO TOWN WARD 2 (3)
33.3%
0%
0%
33.3%
33.3%
0%
66.7%
66.7%
33.3%
0%
33.3%
RUSHFORD TOWN WARD 1 (2)
0%
0%
0%
100%
50%
0%
50%
50%
0%
0%
50%
WINNECONNE TOWN WARD 3 (2)
0%
50%
0%
0%
50%

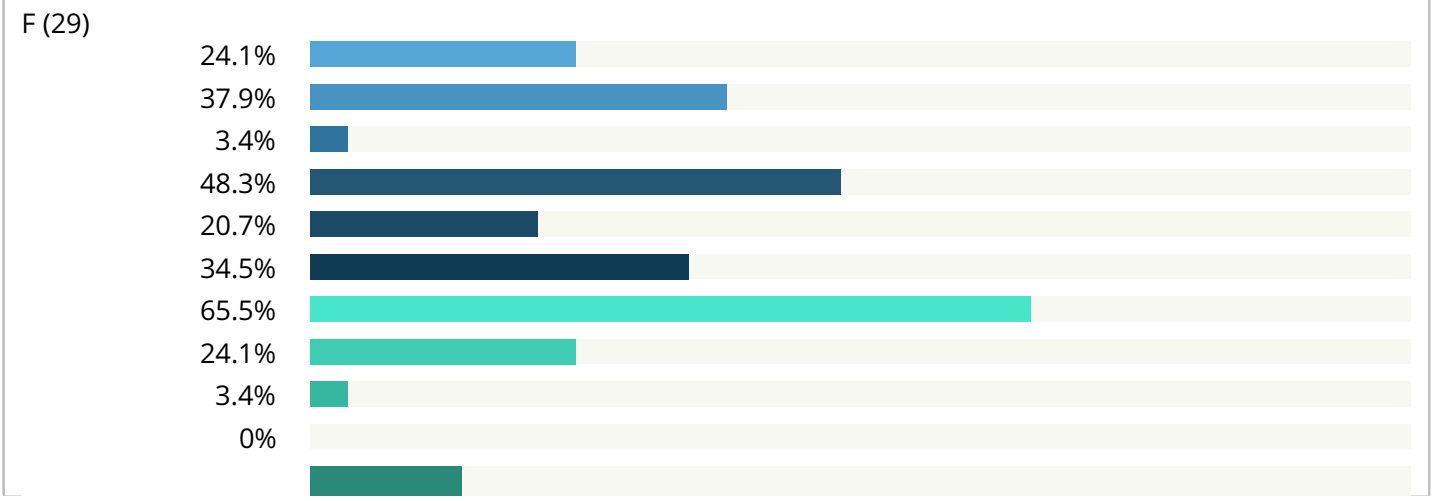

50%
100%
50%
0%
0%
0%
OMRO TOWN WARD 1 (2)
0%
50%
0%
50%
50%
50%
0%
0%
0%
0%
0%
POYGAN TOWN WARD 1 (2)
0%
50%
0%
0%
50%
0%
100%
0%
0%
0%
0%
RUSHFORD TOWN WARD 2 (2)
0%
0%
0%
50%
0%
0%
100%
0%
0%
0%
50%
OMRO TOWN WARD 3 (1)
0%
0%
0%
100%
100%

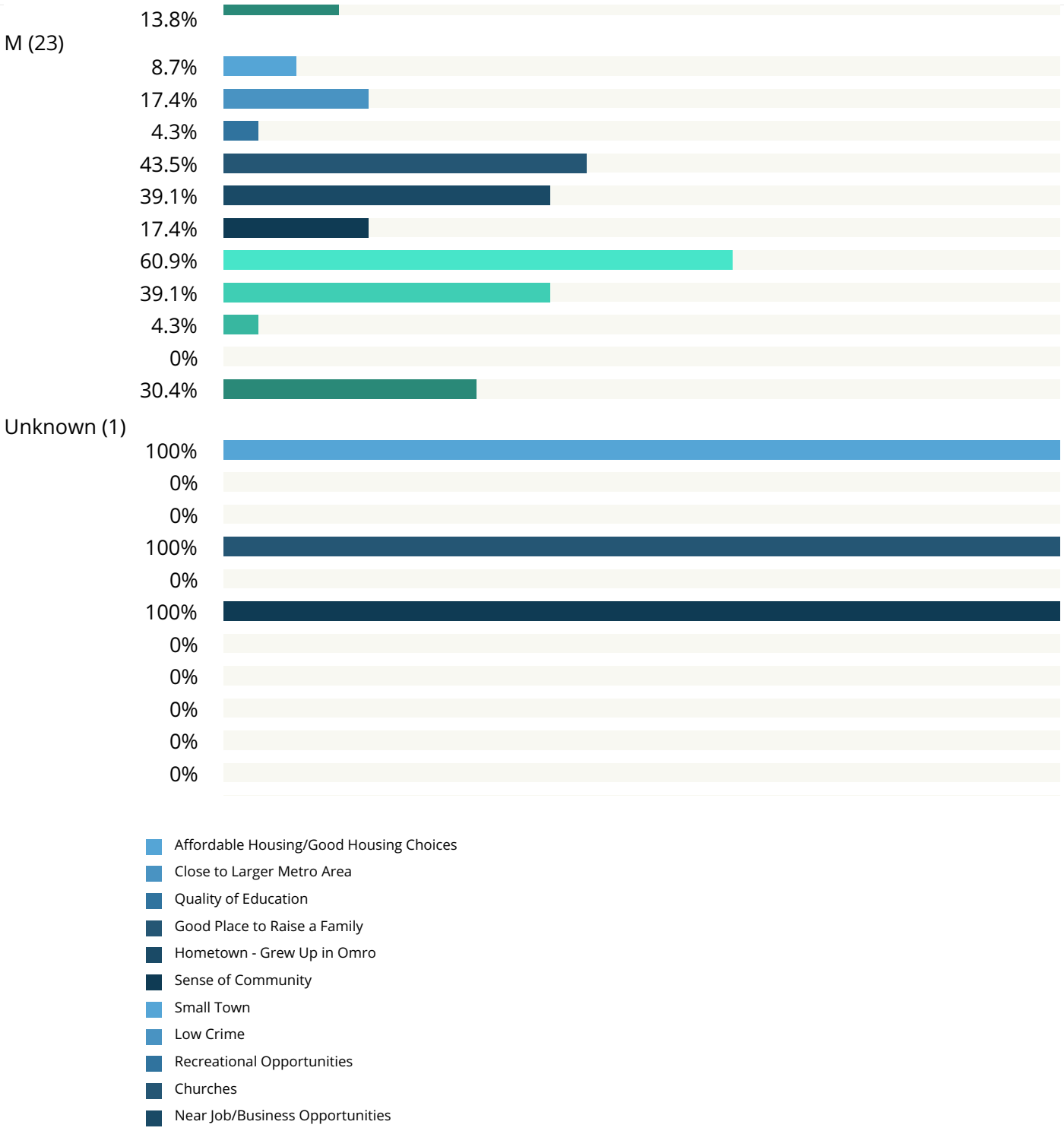

100%
0%
0%
0%
0%
0%
OMRO CITY WARD 5 (1)
0%
100%
0%
0%
0%
0%
0%
0%
0%
0%
0%
Affordable Housing/Good Housing Choices
Close to Larger Metro Area
Quality of Education
Good Place to Raise a Family
Hometown - Grew Up in Omro
Sense of Community
Small Town
Low Crime
Recreational Opportunities
Churches
Near Job/Business Opportunities
age_range Breakdown
53 Registered voters
50-59 (20)
0%
15%
0%
45%
35%
30%
70%
50%
5%
0%
25%
40-49 (15)
33.3%
40%


13.3%
60%
33.3%
26.7%
53.3%
6.7%
0%
0%
6.7%
30-39 (8)
12.5%
25%
0%
62.5%
12.5%
37.5%
62.5%
37.5%
0%
0%
37.5%
60-69 (5)
40%
20%
0%
40%
20%
40%
60%
40%
20%
0%
20%
70-79 (3)
33.3%
66.7%
0%
0%
0%
0%
66.7%
0%
0%
0%
0%
unknown (1)
100%
0%



Voters_Gender Breakdown
53 Registered voters





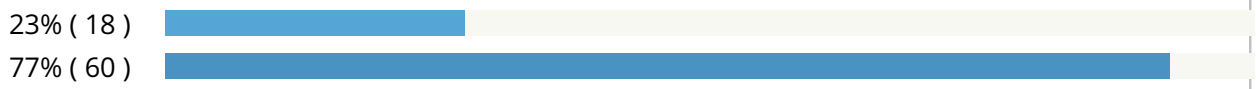
Question 3

Which of these statements best describes your point of view?

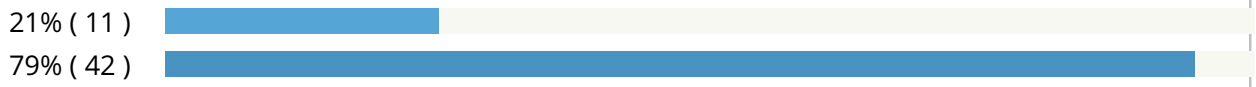
All Other Communities

Omro, WI

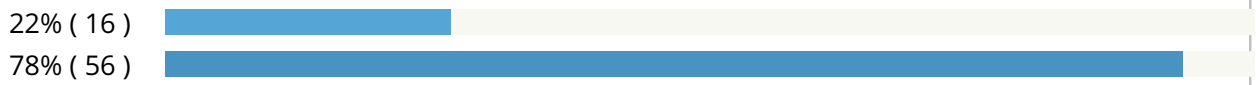
All respondents (78)



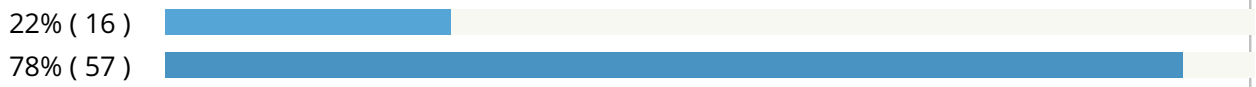
Registered Voters in Omro, WI (53)



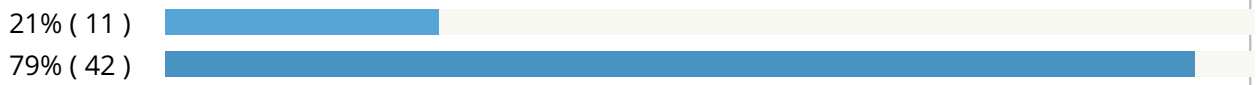
Live in Omro, WI (72) - Self-reported



Subscribers to Omro, WI (73)



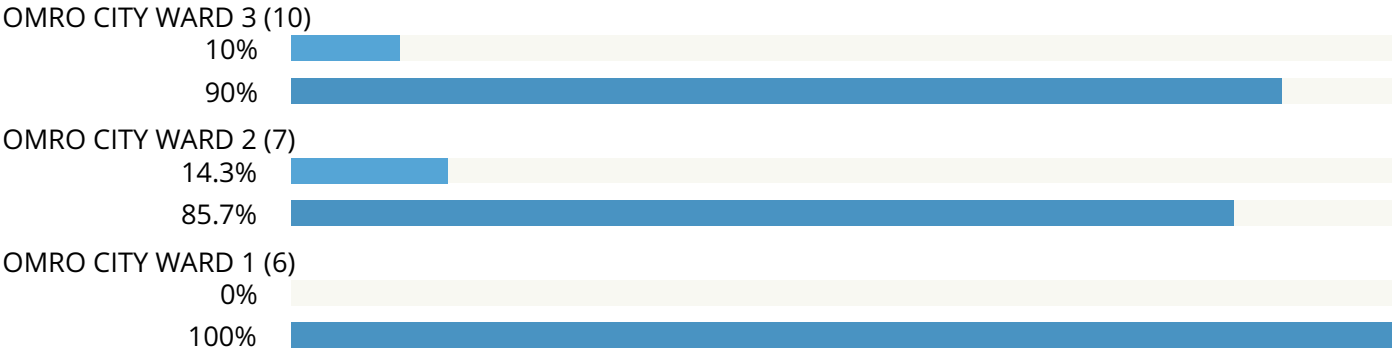
Registered Voters (53)

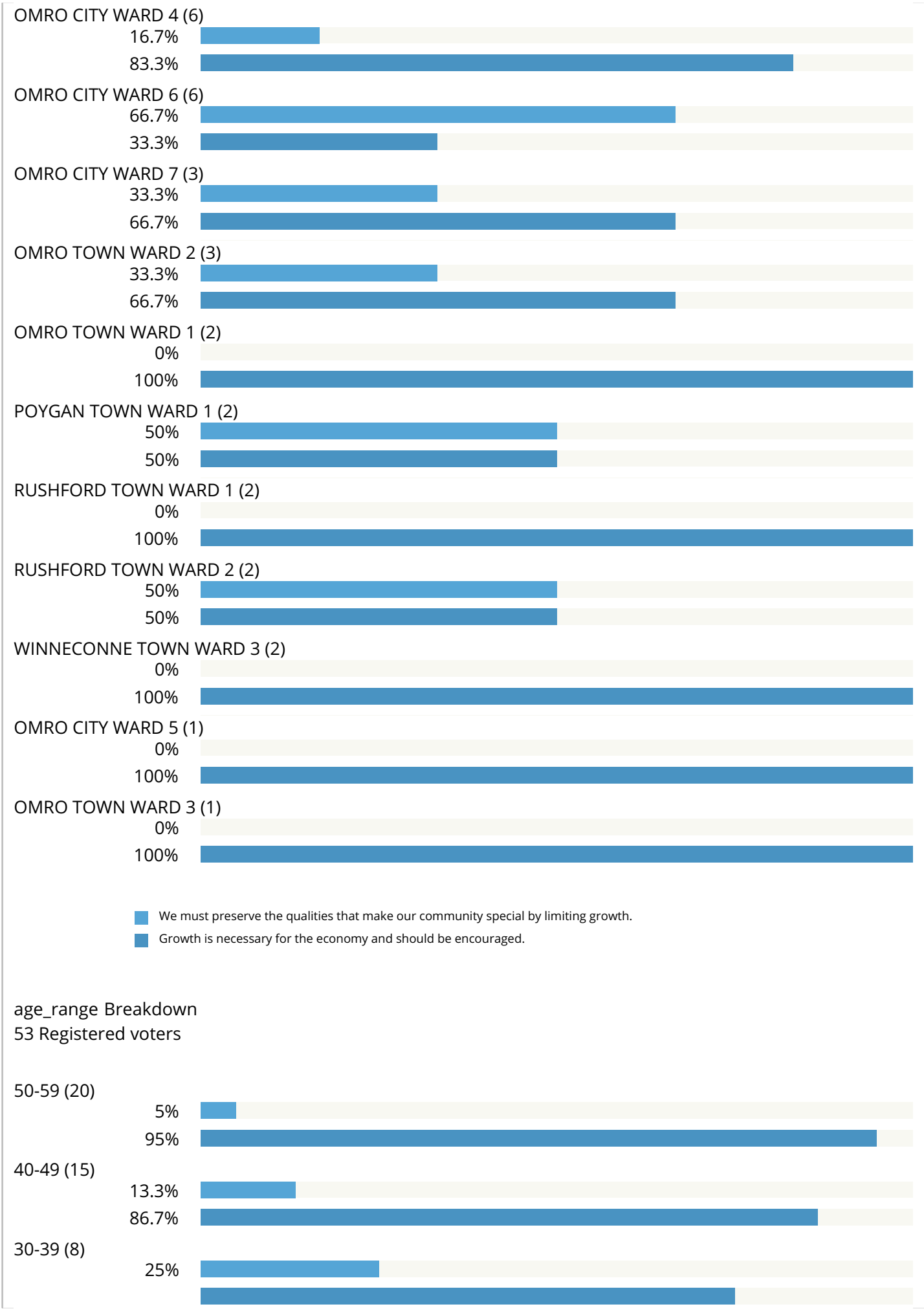


Abstained (0)

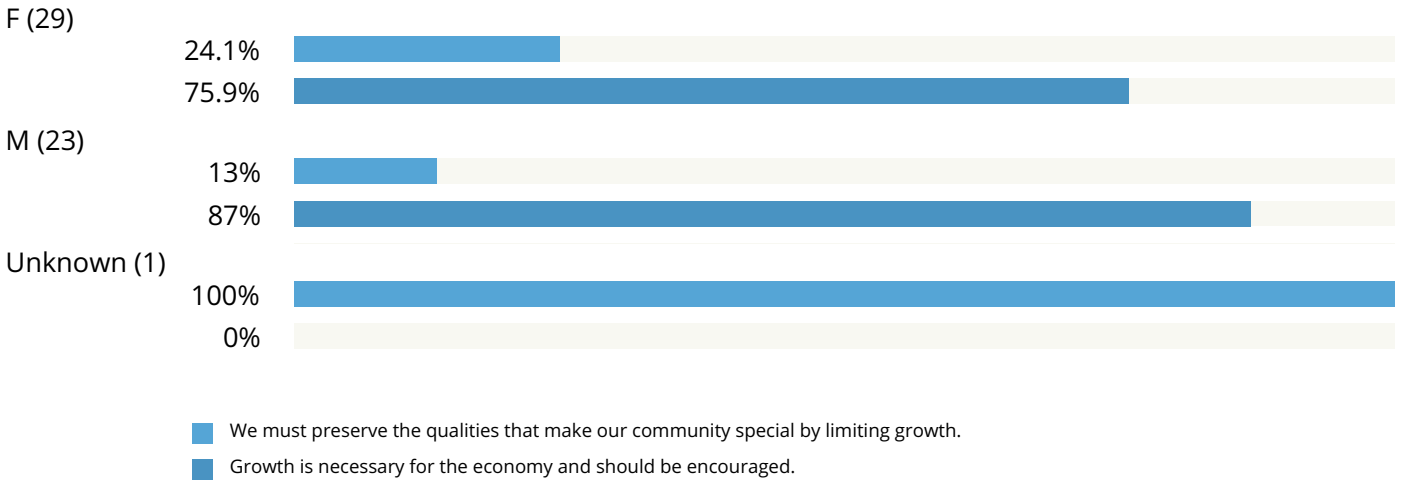
We must preserve the qualities that make our community special by limiting growth.
Growth is necessary for the economy and should be encouraged.

Precinct Breakdown
53 Registered voters




OMRO CITY WARD 4 (6)
16.7%
83.3%
OMRO CITY WARD 6 (6)
66.7%
33.3%
OMRO CITY WARD 7 (3)
33.3%
66.7%
OMRO TOWN WARD 2 (3)
33.3%
66.7%
OMRO TOWN WARD 1 (2)
0%
100%
POYGAN TOWN WARD 1 (2)
50%
50%
RUSHFORD TOWN WARD 1 (2)
0%
100%
RUSHFORD TOWN WARD 2 (2)
50%
50%
WINNECONNE TOWN WARD 3 (2)
0%
100%
OMRO CITY WARD 5 (1)
0%
100%
OMRO TOWN WARD 3 (1)
0%
100%
We must preserve the qualities that make our community special by limiting growth.
Growth is necessary for the economy and should be encouraged.
age_range Breakdown
53 Registered voters
50-59 (20)
5%
95%
40-49 (15)
13.3%
86.7%
30-39 (8)
25%

Voters_Gender Breakdown
53 Registered voters



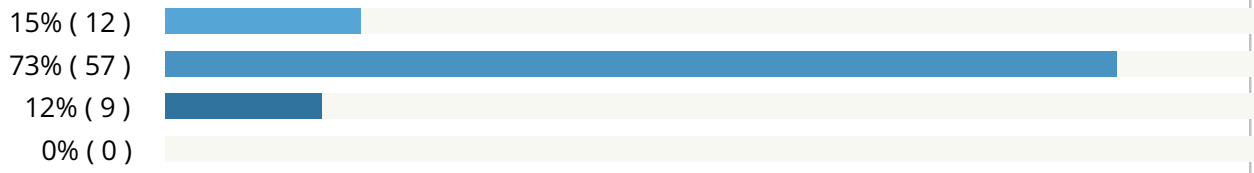
Question 4

Overall, how would you rate the quality of life in the City of Omro?

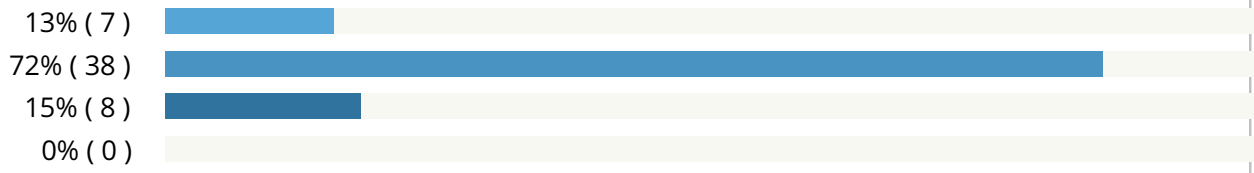
All Other Communities

Omro, WI

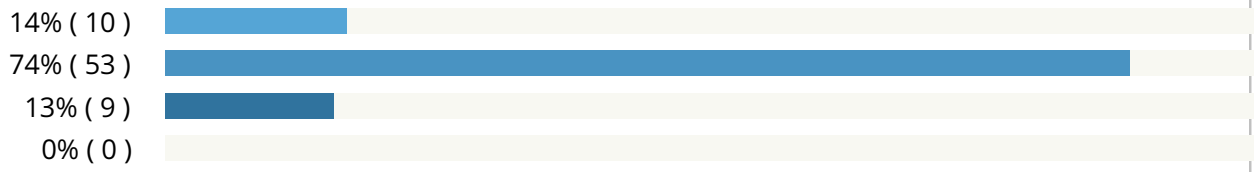
All respondents (78)



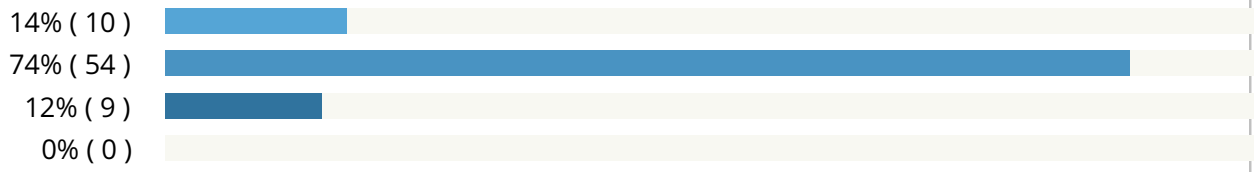
Registered Voters in Omro, WI (53)



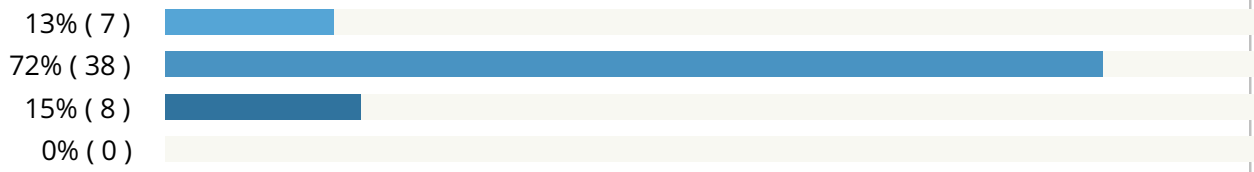
Live in Omro, WI (72) - Self-reported



Subscribers to Omro, WI (73)



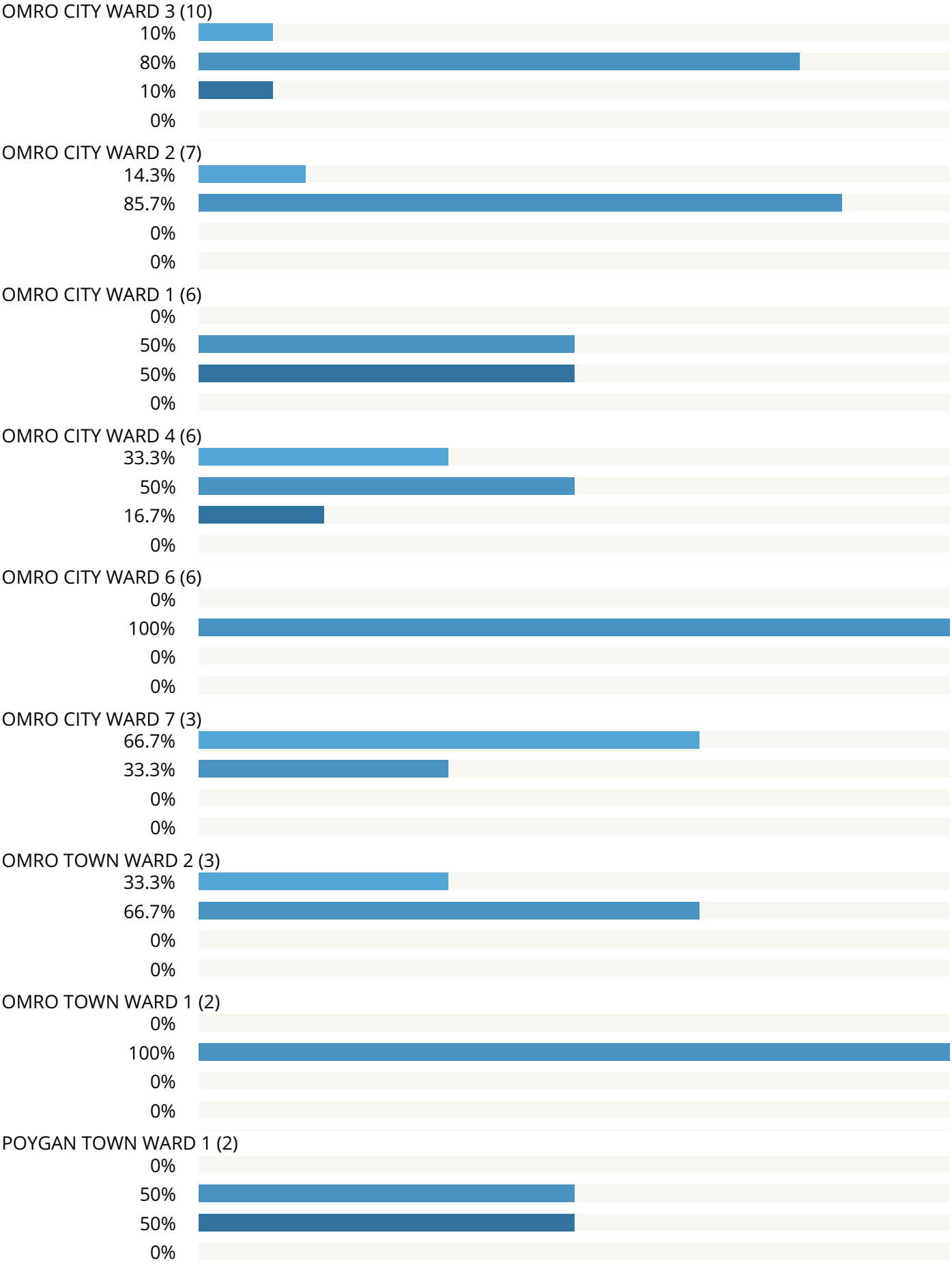
Registered Voters (53)

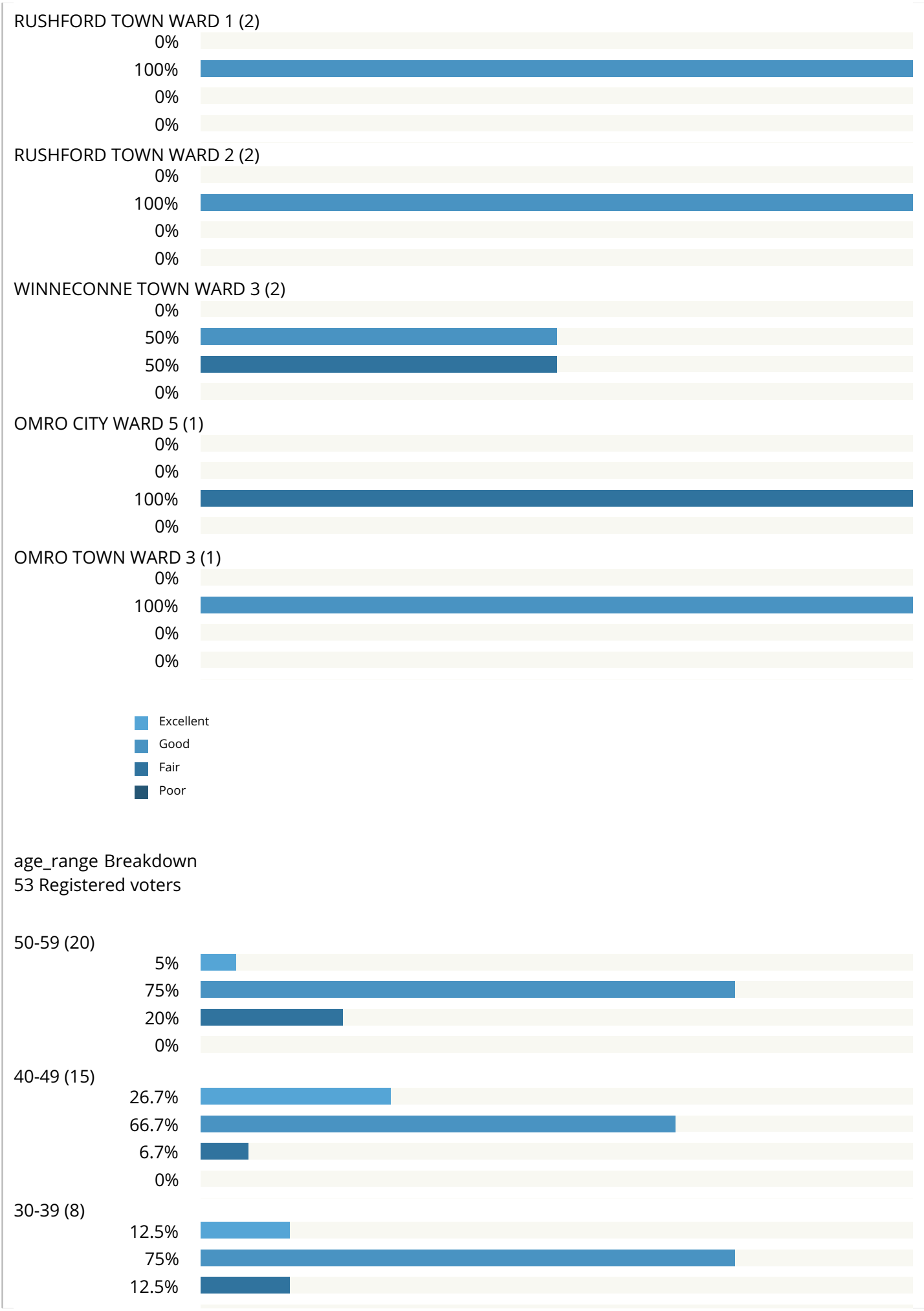


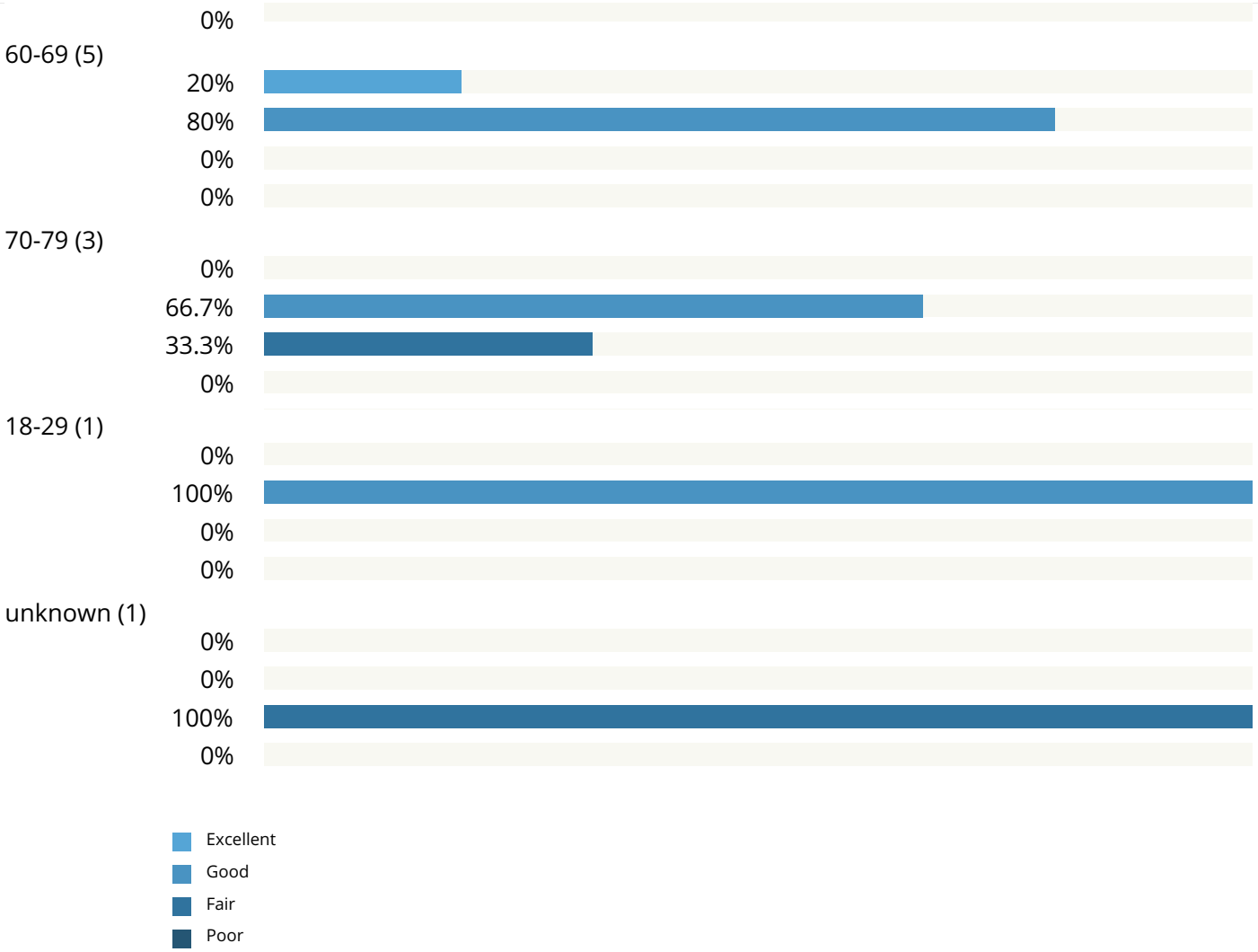
Abstained (0)

Excellent
Good
Fair
Poor

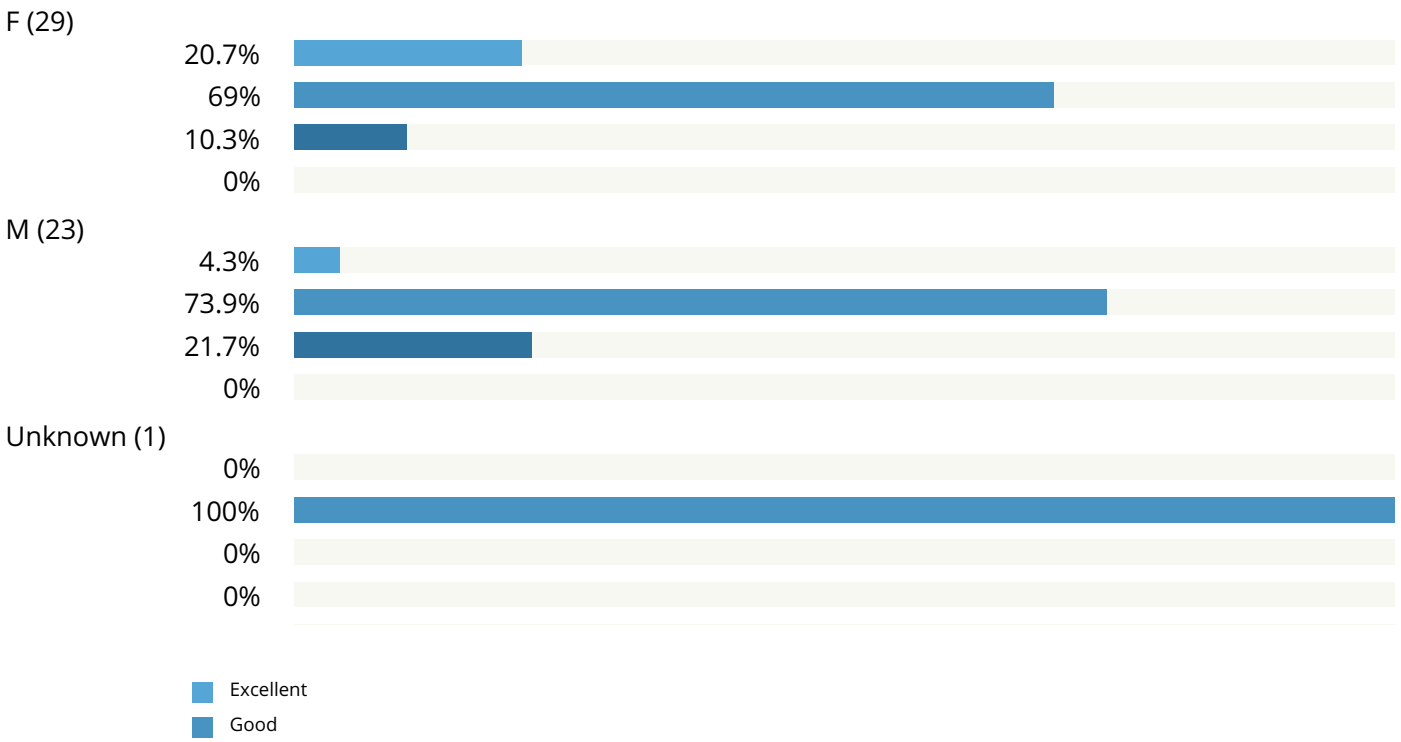
Precinct Breakdown
53 Registered voters




RUSHFORD TOWN WARD 1 (2)
0%
100%
0%
0%
RUSHFORD TOWN WARD 2 (2)
0%
100%
0%
0%
WINNECONNE TOWN WARD 3 (2)
0%
50%
50%
0%
OMRO CITY WARD 5 (1)
0%
0%
100%
0%
OMRO TOWN WARD 3 (1)
0%
100%
0%
0%
Excellent
Good
Fair
Poor
age_range Breakdown
53 Registered voters
50-59 (20)
5%
75%
20%
0%
40-49 (15)
26.7%
66.7%
6.7%
0%
30-39 (8)
12.5%
75%
12.5%



Voters_Gender Breakdown
53 Registered voters



Fair
Poor

Question 5

Do you have any further information you would like to share in regards to any of your answers on this survey?

Anonymous user's comment on May, 02 at 1:08pm

I enjoy living in Omro. It has much to offer and is improving in retail and restaurants all the time. Although we don't have children, I believe it is a good place to raise them.

Anonymous user's comment on May, 03 at 5:32pm

Snow removal: They plowed up our front lawn-when we complained- they dug up our front law to find the water shut off. There was never an extension put on it. poor inspection. Fire protection: No leaf burning should be allowed! Public utilities: storm sewer drain placed in wrong place, poor drainage on properties to the north of us. Reason we moved to this area was for warmer weather than lakeshore and fishing. There needs to be NO ENGINE BRAKING signs put at all roads coming into Omro-the semis violate this everyday!!! Final and most important: Traffic needs to be slowed down before Industrial/Brook Drive. Now traffic does not slow down until Pig Wig. There issuing to be twice as much traffic now with the new assisted living facility. The city needs to petition the state DOT to lower the speed limit sooner and enforce it. The police need to sit on Hwy 21 in the morning - not Lincoln Ave. Why not get an electronic speed alert like Winneconne has. That really slows down their traffic! I walk around town everyday, so I know what the traffic coming into town is doing and it's not good!!! The 21 corridor should be done on the south side to town, not on the north side. But it should be done. Shawano, New London and many other cities did this and only improved the city with no semis and high traffic going through the middle of town.

Anonymous user's comment on May, 04 at 1:16am

The schools need to focus more on opportunities for movement during the day so students aren't so sedentary. They also shouldn't have homework in elementary school. They need to be able to be kids and go outside to play

Anonymous user's comment on May, 04 at 8:48pm

We need some additional restaurants in town. Everyone goes to Jackie's in Winneconne or Perkins for breakfast as we have no options for that. We have no dinner places either. A diner and a supper club would be nice.

Anonymous user's comment on May, 05 at 11:38am

The bypass needs to happen or more traffic lights along main street intersections, specifically for vehicles wanting to turn westbound. Install a stoplight vs the flashing amber at the crosswalks on main and S Webster, and n Webster, like UWO has on High Street. Pedestrians push a button and traffic is stopped so they can cross with less worry of people attempting to pass on the right.

Anonymous user's comment on May, 07 at 11:55pm

School and board issues need to be resolved or many families will be sending their kids to other districts. Sad...

Anonymous user's comment on May, 06 at 10:41pm

Moved here because it is a small town would like to keep it that way

Anonymous user's comment on May, 08 at 10:26am

Na

Anonymous user's comment on May, 08 at 1:40pm

Anonymous user's comment on May, 08 at 1:40pm

A noise ordinance needs to be enforced. Loud vehicles, barking dogs and fireworks when not appropriate.

Anonymous user's comment on May, 08 at 11:03pm

Snow Removal: Plow all the streets, not just select routes. Water, Sewer, Storm-water: The sewer rates are too high. Storm-water does not drain efficiently causing sewage backup in residential areas vis city sewer connections. Unhealthy! Expensive cleanup and insurance.

Anonymous user's comment on May, 09 at 3:21am

DPW stormwater management is lacking. Street water has flooded my yard alongside my house and DPW Marks and DPW VanPelt have told me it's "on the list" but no action has been taken (11 years now). Storm sewer needed on the west side of the 300 block of Quincy Ave.

Anonymous user's comment on May, 10 at 12:57am

Housing is to cheap. Encourage home building, not duplex and apartments as there are to many in my opinion and that does not promote longevity of residence. Be done with the hwy 21 bypass, there is great growth opportunities north side of city with the schools being there. Residential housing promotes tax revenue, hwy bypass does not.

Appendix B

Planning Programs

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Appendix B

Planning Programs

Housing Programs

Wisconsin Housing and Economic Development Authority (WHEDA): WHEDA) awards grants and provides loans through a number of programs. The Housing Grants Program assists in the improvement of housing for special needs populations. WHEDA also offers a number of single family home products, including home improvement or rehabilitation loans, homebuyer assistance and homebuyer education. WHEDA also offers a number of multi-family products including tax credits, tax exempt bond funding, construction, rehabilitation and accessibility loans, asset management and text credit monitoring serves. For more information contact visit www.wheda.com.

Wisconsin Department of Administration (WDOA), Division of Energy, Housing and Community Resources (DOA DEHCR): The WDOA, DOH helps expand local affordable housing options and housing services by managing a number of federal and state housing programs and providing financial and technical assistance. The DOH develops housing policy and offers a broad range of program assistance and funds to address homelessness and support affordable housing, public infrastructure, and economic development opportunities. It partners with local governments and service providers, non-profit agencies, housing authorities, and developers. For more information visit www.doa.wi.gov/Divisions/Housing

- Housing Cost Reduction Initiative (HCRI): Local sponsors compete annually for state HCRI funds to provide assistance to reduce the housing costs of low-and moderate-income households and encourage the purchase of affordable housing units. The money may be used for a wide variety of housing activities, from closing costs and down payment assistance for home buyers, to rent and security deposit assistance for renters and homeless persons. The program uses funds to help people stabilize their housing situation, enabling individuals and families to obtain affordable housing. For more information on this and other affordable housing programs, please visit https://doa.wi.gov/Pages/LocalGovtsGrants/HCRIMainPage.aspx

- Special Needs—State Shelter Subsidy Program (SSSG): The State Shelter Subsidy Program (SSSG) provides grants to support homeless and emergency shelter program's operations. SSSG funds cannot exceed 50% of an agency's annual operating budget. Eligible applicants are a county or municipal governing body or agency, for-profit entities, an Indian tribal government, a community action agency, or other private non-profit organization. Only generic emergency facilities and voucher programs are eligible. This program is part of the Bureau of Housing, Division of Housing and Intergovernmental Relations, Wisconsin Department of Administration. It is funded through the State of Wisconsin. For more information regarding the State Shelter Subsidy Program, visit https://doa.wi.gov/Pages/LocalGovtsGrants/SSSGMainPage.aspx

University of Wisconsin Extension: The Winnebago County Extension offices offer a variety of programs and resources for homeowners, renters and landlords. These include:

- Family Living. The family living program provides assistance for families. Programs offered through this program include financial, rent smart and parent education.

- Homeowner Resources. UW-Extension provides a number of publications and materials to aid homeowners. Topics include home care, home maintenance and repair, life skills, financial information, gardening, landscaping, pest control, etc.
- Housing. UW-Extension provides a website which includes information on home maintenance and repair, a seasonal newsletter, and Rent Smart, which is a tenant education program.

For a complete listing of programs, please visit: https://winnebago.extension.wisc.edu/family-living/housing-and-home-ownership/

Wisconsin Historical Society (WHS): The WHS offers technical assistance and two tax credit programs for the repair and rehabilitation of historic homes in Wisconsin. One tax program provides state tax credits; the other provides federal tax credits. The Wisconsin Historical Society also provides grants to local governments and nonprofit organizations for conducting surveys and developing historic preservation programs. For more information visit http://www.wisconsinhistory.org.

Oshkosh/Winnebago County Housing Authority: The Oshkosh/Winnebago County Housing Authority was formed in 1970. The mission of Oshkosh / Winnebago County Housing Authority is to promote adequate and affordable housing, economic opportunity, and a suitable living environment free from discrimination. Their mission is to promote and ensure safe, decent, and affordable housing for their participants, as well as provide owners and developers with an opportunity to rehabilitate and develop affordable housing. For more information visit http://www.ohawcha.org/

Transportation

Wisconsin Department of Transportation (WisDOT): WisDOT is responsible for planning, building and maintaining Wisconsin's network of state highways and Interstate highway system. The department shares the costs of building and operating county and local transportation systems -from highways to public transit and other modes. WisDOT plans, promotes and financially supports statewide air, rail and water transportation, as well as bicycle and pedestrian facilities. A few of the funding opportunities are listed below; more information on other WisDOT associated funding opportunities (various programs) is available at: http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/default.aspx.

- Local Bridge Improvement Assistance Program. This program helps counties, cities, villages, and towns rehabilitate or replace existing bridges on Wisconsin's local highway system based on the sufficiency rating. The program operates on a cost-shared basis with federal and state funds accounting for 80% of the total eligible project costs. More information on the Local Bridge Improvement Assistance Program can be found at http://wisconsindot.gov/Pages/doing-bus/local-gov/astncepgms/highway/localbridge.aspx.

- General Transportation Aid. Road maintenance is partially funded by disbursement of the state transportation fund. The largest portion of the fund is from General Transportation Aids. The state provides an annual payment to each county and municipality that funds a portion of the local governments' costs for activities such as road construction, filling potholes, snow removal, and other related transportation maintenance. Disbursements from the account are determined by the total mileage of local roads within the municipality or by a formula based on historic spending. This information must be reported annually. More information can be found at http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/gta.aspx.

- Local Roads Improvement Program (LRIP). This program provides funding to improve or replace seriously deteriorating county highways, town roads, and city or village streets. New roads are not eligible. LRIP funds pay up to 50% of total eligible costs while the remaining amounts must be matched by the local government. The program has three basic programs: County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP). Additional discretionary funds are available for high cost projects. More information can be found at http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/lrip.aspx.

- Bicycle and Pedestrian Facilities Program. This program provides funding for projects that construct or plan for bicycle or bicycle/pedestrian facilities. More information can be found at https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/bike-ped.aspx

- Disaster Damage Aids. Towns, villages, cities or counties may apply for financial aid due to disaster damage to any public highway under its jurisdiction that is not on the State Trunk or Connecting Highway systems. More information can be found at http://wisconsindot.gov/Pages/doing-bus/local-gov/astncepgms/highway/disaster.aspx.

- Wisconsin Employment Transportation Assistance Program (WETAP). This program is designed to provide transportation for low-income workers to jobs, training centers, and childcare facilities through enhanced local transportation services. Funding is provided by a combination of federal, state, and local funds. This program provides a crucial link to allow low-income workers to remain in the workforce. More information can be found at

http://wisconsindot.gov/Pages/doing-bus/local-gov/astncepgms/transit/wetap.aspx.

- Local Transportation Enhancement Program (TE). This program provides funds that increase multi-modal transportation within a region while enhancing the community and the environment. Eligible projects include multi-use recreational trails, landscaping, or the preservation of historic transportation structure. Funds cover up to 80% of the total eligible project costs. More information can be found at http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/te.aspx.

- Transportation Economic Assistance Grant Program (TEA Grant). This program provides a 50% state grant to local governments, private businesses, and consortiums for road, rail, harbor, and airport projects that are necessary to help attract employers to Wisconsin. These grants have a performance based incentive and successful funding requires that businesses and industries created by the grant program retain and expand local economies in Wisconsin. More information can be found at http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tea.aspx.

East Central Wisconsin Regional Safe Routes to School (SRTS): The SRTS is a national and international movement to create safe, convenient and fun opportunities for children to bicycle and walk to and from schools. The goal of the program is to enable and encourage children K8th grade, including those with disabilities, to walk and bike to school. The East Central Wisconsin Regional SRTS Program focuses on empowering local communities and school districts with the resources and knowledge needed to implement SRTS activities. The Omro SRTS Task Force is a collaborative group comprised of representatives from the City of Omro, Omro School District, Winnebago County Health Department, East Central Wisconsin Regional Planning Commission, Wisconsin Department of Transportation, and students/parents. With assistance from the East Central Regional SRTS Program, this group meets on an ongoing basis to develop and implement their Local SRTS Action Plan and coordinate other SRTS-related efforts. For more information on these action plans, visit; http://eastcentralsrts.org/local-programs/omro-school-district

Aging and Disability Resource Center of Winnebago County: The mission of the Aging and Disability Resource Center of Winnebago County is to empower and support seniors, people with disabilities and their families, by providing useful information and finding the help people seek so they may live with dignity and security, and achieve maximum independence and quality of life. For more information on all the services that ADRC of Winnebago County provides, visit; https://www.co.winnebago.wi.us/adrc

Utility and Community Facilities Program

United States Environmental Protection Agency (USEPA): The USEPA offers several grant programs including those through the Office of Sustainable Communities, Brownfields Area-Wide Planning, Environmental Justice Small Grants Program and Urban Waters Small Grants (UWSG) program. These grant programs support community efforts to improve the environmental and health outcomes resulting from land use decision making and design, and advance the restoration of urban waters by improving water quality through activities that also support community revitalization, economic development, and other local priorities. Additional information is available at: https://www.epa.gov/grants

- National Pollutant Discharge Elimination System (NPDES) Storm Water Program: The Clean Water Act also established the National Pollutant Discharge Elimination System (NPDES) Storm Water Program. The comprehensive two–phased program addresses the non-agricultural sources of stormwater discharges which adversely affect surface water quality. A NPDES permitting mechanism requires the implementation of controls designed to reduce the volume of stormwater runoff and the level of harmful pollutants in stormwater runoff.

Federal Emergency Management Administration (FEMA): FEMA offers several annual grant awards to fire departments. Eligible project costs include equipment, supplies, training, emergency work (evacuations, shelters, etc.), and mobilization/ demobilization activities. All municipal jurisdictions with a population of less than 50,000 are eligible to receive funding. Recipients must provide a 10 percent match for all project costs. Additional information on FEMA grants is available at http://www.fema.gov/grants.

Other Federal Agencies: Federal regulation of telecommunications, radio, and television towers is currently under the auspices of the Federal Communications Commission (FCC), the Federal Aviation Administration (FAA), and the Occupational Safety and Health Administration (OSHA). The FCC issues licenses for new telecommunication facilities by determining the overall need, coordinates frequencies, and regulates tower placement. Communication towers must be located at the most central point at the highest elevation available. The FAA regulates tower height, coloring, and lighting to ensure aircraft safety. OSHA regulates the occupational exposure to non-ionizing electromagnetic radiation emitted from radio, microwave, television, and radar facilities.

Public Service Commission (PSC): Public utilities in Wisconsin are regulated by the PSC, an independent regulatory agency. The PSC sets utility rates and determines levels for adequate and safe service. More than 1,400 utilities are under the agency's jurisdiction. PSC approval must be obtained before instituting new rates, issuing stock or bonds, or undertaking major construction projects such as power plants, water wells, and transmission lines. Additional information on the Public Service Commission is available at http://psc.wi.gov/.

Wisconsin Department of Administration (WDOA): The WDOA, Division of Housing, Bureau of Community Development offers Community Development Block Grant – Public Facilities (CDBG – PF) grants. This program helps support infrastructure and facility projects for communities. Some examples of eligible projects include streets, drainage systems, water and sewer systems, sidewalks, and community centers. Additional information regarding the CDBG-PF program can be found at https://doa.wi.gov/Pages/LocalGovtsGrants/CDBGPlanningProgram.aspx

Wisconsin Department of Natural Resources (WDNR): The WDNR works with the citizens, businesses and local governments to preserve and enhance the natural resources of Wisconsin. In

partnership with others, WDNR staff manage fish, wildlife, forests, parks, air and water resources.

- Wisconsin Solid Waste Management Program: Begun in the 1970s, the Wisconsin Solid Waste Management Program regulates the collection, storage, transportation, treatment and disposal of solid waste. The solid waste administrative codes are extensive and include Chapter 502, Solid Waste Storage, transportation, transfer, incineration, air curtain destructors, processing, wood burning, composting and municipal solid waste combustors; Chapter 518, Land spreading of solid waste; and ATCP 34, Clean sweep program. More information is available at: http://dnr.wi.gov/topic/waste/solid.html.

- Knowles-Nelson State Stewardship. The Knowles-Nelson State Stewardship Fund is a land acquisition program for the State of Wisconsin. Created by the state legislature in 1989, $60 million dollars per year is utilized to purchase lands for parks and other recreational purposes. An important component of the program is the cooperation between the DNR and local governments and non-profit organizations. The program offers a 50 percent grant match to create parks, hiking trails, hunting grounds, and other facilities. The funds can also be utilized for facilities improvements such as road construction and capital acquisition projects (picnic equipment, playgrounds, etc.). More information is available at: http://dnr.wi.gov/topic/stewardship/.

- Clean Water Fund Program (CWFP): The Clean Water Fund Program (CWFP) is one of two Environmental Improvement Fund (EIF) loans that are jointly managed and administered by the Department of Natural Resources and the Department of Administration. It offers loans and hardship grants to any town, village, city, county utility district, public inland lake protection and rehabilitation district, metropolitan sewerage district or federally recognized American Indian tribe or band to construct or modify municipal wastewater systems or construct urban storm water best management practices. More information is available at: http://dnr.wi.gov/aid/eif.html.

- Safe Drinking Water Loan Program (SDWLP). The Safe Drinking Water Loan Program (SDWLP) is one of two Environmental Improvement Fund (EIF) loans that are jointly managed and administered by the Department of Natural Resources and the Department of Administration offers loans to any city, village, town, county, sanitary district, public inland lake protection and rehabilitation district, or municipal water district to construct or modify public water systems to comply with public health protection objectives of the Safe Drinking Water Act. More information is available at: http://dnr.wi.gov/aid/eif.html.

- Wisconsin Pollutant Discharge Elimination System (WPDES) program. The Department regulates the discharge of pollutants to waters of the state through the WPDES program. Individual (e.g., site-specific) WPDES permits are issued to municipal and industrial facilities discharging to surface water and/or groundwater. As of 2012, approximately 358 industrial facilities require individual WPDES permits and approximately 649 municipalities held individual WPDES permits. WPDES general permits are issued by the Wisconsin Department of Natural Resources for specific categories of industrial, municipal and other wastewater discharges. More information is available at: http://dnr.wi.gov/topic/wastewater/permits.html.

- Wisconsin Pollutant Discharge Elimination System (WPEDS) Storm Water Program. The NPDES program is administered by the WDNR through NR-216. The Wisconsin Pollutant Discharge Elimination System (WPEDS) Storm Water Program regulates stormwater discharge from construction sites, industrial facilities, and selected municipalities. Recent Phase II

requirements will require six minimum control measures to be addressed by communities and other local entities: public education, public participation, illicit discharges, construction site pollutant control (≥ 1 acre in size), post construction site stormwater management, and pollution prevention. More information is available at: http://dnr.wi.gov/topic/wastewater/dischargetypes.html.

Department of Public Instruction (DPI): The Wisconsin Constitution as it was adopted in 1848 provided for the establishment of district schools that would be free to all children age 4 to 20. Subsequent laws allowed a property tax to be collected to fund school programs. Today, the Department of Public Education (DPI) oversees the operations of school systems and sets state standards for educational curricula, teacher certification standards, and other educational programs.

Wisconsin Community Action Program Association (WISCAP): The Wisconsin Community Action Program Association (WISCAP) is the statewide association for Wisconsin's sixteen (16) Community Action Agencies and three single-purpose agencies with statewide focus. CAP Services, a member of WISCAP covers Winnebago County.

Board of Commissioners of Public Lands (BCPL): BCPL manages Wisconsin Trust Funds for public education financing, and for managing remaining Wisconsin Trust Lands.

- State Trust Fund Loan Program: The State Trust Fund Loan Program offers loans to municipalities, lake districts, metropolitan sewerage districts and town sanitary districts for a wide variety of municipal purposes.

Agricultural & Resource Protection Programs

Conservation Reserve Program (CRP) and Conservation Reserve Enhancement Program (CREP). These programs protect sensitive land by reducing erosion, increasing wildlife habitat, improving water quality, and increasing forestland. CREP, a partnership between federal and state agencies and county land conservation departments, allows a landowner to enroll agricultural lands into various land conservation management practices. To be eligible under this program, farmland needs to be highly prone to erosion and must have been planted for 4 to 6 years before the enactment of the 2002 law. Marginal pastureland is also eligible. Producers need to develop and follow a plan for the conversion of cropland to less intensive use and to assist with the cost, establishment, and maintenance of conservation practices. More information is available at: https://www.fsa.usda.gov/programs-and-services/conservationprograms/index.

Environmental Quality Incentives Program (EQIP). This voluntary conservation program promotes agricultural production and environmental quality and compatible goals. Financial assistance and technical help are offered to assist eligible participants in the installation and implementation of structural improvements and management practices which better protect agricultural land from environmental degradation. All private agricultural land is eligible for enrollment including cropland, grassland, pastureland, and non-industrial private forestland. Participants are required to develop and implement an EQIP plan that describes the conservation and environmental purposes to be achieved. Participants must share in the overall costs. More information is available at: https://www.nrcs.usda.gov/wps/portal/nrcs/detailfull/national/programs/financial/eqip/?cid=stelprdb1044009%20

Urban Forestry Grants. Urban Forestry Grants are provided to cities, villages, towns, counties, tribes and 501(c)(3) nonprofit organizations. More information is available at: http://dnr.wi.gov/topic/urbanforests/grants/index.html. These grants fall into three categories:

- Regular grants are competitive cost-share grants of up to $25,000. Grants are to support new, innovative projects that will develop sustainable urban and community forestry programs, not to subsidize routine forestry activities.
- Startup grants are competitive cost-share grants of up to $5,000. These simplified grants are available to communities that want to start or restart an urban forestry program.
    - Catastrophic storm grants are used to fund tree repair, removal or replacement within urban areas following a catastrophic storm event for which the governor has declared a State of Emergency under s. 166.03, Wis. Stats.

Wisconsin Forest Landowner Grant Program. The Wisconsin Forest Landowner Grant Program, administered by the Wisconsin Department of Natural Resources, is designed to assist private landowners in protecting and enhancing their forested lands, prairies, and waters. Qualified landowners can be reimbursed up to 65% of the cost of eligible practices. A practice must be identified in the landowners Forest Stewardship Plan (except if applying for plan development) to be eligible for cost sharing. The minimum grant amount is $100 per landowner per year, and the maximum grant amount is $10,000 per landowner per year. Landowners are required to contact their DNR forester for guidance prior to completing the application and written approval must be obtained before beginning a practice. More information is available at: http://dnr.wi.gov/aid/forestlandowner.html.

Managed Forest Law. The Managed Forest Law, administered by the Wisconsin Department of Natural Resources, is a landowner incentive program designed to encourage sustainable forestry on private woodlands in Wisconsin. The law, through a written forest management plan, couples landowner objectives and timber harvesting, wildlife management, water quality and recreation to maintain a healthy and productive forest. Numerous changes were made to this law by the 2015 Wisconsin Act 358. More information is available at: http://dnr.wi.gov/topic/forestlandowners/mfl/.

Surface Water Grants. Surface Water Grants include Lake Management Planning, Lake Protection & Classification, River Protection, River Planning and Aquatic Invasive Species Control are available from the WDNR. Deadlines vary from December 1st for Planning Grants, February 1st for Management Grants to year round for Aquatic Invasive Species (AIS) Prevention and Control Grants. More information is available at: http://dnr.wi.gov/Aid/SurfaceWater.html.

Municipal Flood Control Grants
This program is designed to help local governments minimize flooding and flood-related damages by acquiring property, floodproofing structures, creating open-space flood storage areas, constructing flood control structures and restoring the flood-carrying capacity and natural and beneficial functions of watercourses. Projects eligible under this program shall minimize harm to existing beneficial functions of water bodies and wetlands, maintain natural aquatic and riparian environments, use stormwater detention and retention structures and natural storage to the greatest extent possible and provide opportunities for public access to water bodies and to the floodplain. Eligible applicants include cities, villages, towns, and metropolitan sewerage districts. The state share of the project cost may not be greater than 70% of the eligible project costs. Applications will be made available and accepted by the department only if funding is available to administer this grant program. The department may not provide to any applicant more than 20% of the funding available. The availability of grant application is dependent on funding. More information is available at: http://dnr.wi.gov/Aid/MunFloodControl.html.

Non Point Source Pollution Abatement Grants. This program addresses polluted stormwater runoff. These two programs are the Targeted Runoff Management (TRM) and the Urban Nonpoint Source & Storm Water Management (UNPS&SW) Grant Programs. More information is available at: http://dnr.wi.gov/topic/nonpoint/aboutnpsprogram.html.

Targeted Runoff Management (TRM) grants are provided to control polluted runoff from both urban and rural sites. The Small-scale TMDL projects are available for agricultural and urban nonpoint source control projects designed to meet EPA-approved TMDL goals are eligible for funding. Eligible costs are limited to construction of structural best management practices and acquisition of land or land rights if needed to support the practices. Projects run 2-3 years in duration. Grants are limited to $150,000.

Urban Nonpoint Source & Storm Water Management (UNPS&SW) grant funds are used to control polluted runoff in urban project areas. Funds are awarded for either planning or construction projects.

Recycling Grants to Responsible Units. Responsible Units--defined as the local unit of government responsible for implementing its recycling program--are eligible for grant funding to operate effective recycling and yard waste management programs. In order to receive funding, the Responsible Unit must have an effective recycling program approved by DNR. "Effective" recycling programs are defined in s. NR 544.04, Wis. Admin. Code.

Residential recycling and yard waste program costs (net of the sale of recovered materials) that are reasonable and necessary for planning or operating a residential recycling or yard waste program, are eligible for grant assistance. Each Responsible Unit will receive the same percentage of the current appropriation as was received, or would've been received for the fiscal year but not more than their net eligible costs for the current year. Applications are due on October 1 each year. More information is available at: http://dnr.wi.gov/Aid/Recycling.html.

Recreational Trails Grants (RTP). Funding for the Recreational Trails Program (RTP) is provided through federal gas excise taxes paid on fuel used by off-highway vehicles. Towns, villages, cities, counties, tribal governing bodies, school districts, state agencies, federal agencies and incorporated organizations are eligible to receive reimbursement for development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Eligible sponsors may be reimbursed for up to 50 percent of the total project costs. Projects eligible for RTP funding include: Maintenance and restoration of existing trails. Development and rehabilitation of trailside and trailhead facilities and trail linkages. Construction of new trails (*with restrictions for new Federal lands). Acquisition of easements or property for trails. Applications are due on May 1st. More information is available at: http://dnr.wi.gov/Aid/RTP.html.

All-Terrain Vehicle (ATV). This program offers financial assistance to local units of government and federal agencies for the acquiring, developing, rehabilitating, insuring and maintaining of all-terrain vehicle trails, intensive use areas, and routes. An off-road vehicle council, consisting of seven members, advises the Department on matters relating to the administration of the all-terrain vehicle program. Eligible applicants include towns, cities, villages, counties and federal agencies. This application is due by April 15th. More information is available at: http://dnr.wi.gov/Aid/atvTrails.html. Eligible projects include:

- All terrain vehicle trails available for spring, summer, and fall reimbursable up to 100 percent of eligible maintenance costs; max: $600 per mile;
- All terrain vehicle trails available for winter riding reimbursable up to 100 percent of eligible maintenance costs; max: $100 per mile;
- Development of ATV trails and areas reimbursable up to 100 percent of eligible costs;
- Major rehabilitation of bridge structures or trails reimbursable up to 100 percent of eligible costs; and
- Maintenance of ATV intensive use areas reimbursable up to 50 percent of eligible costs.

Brownfield Grants. There are a number of grants available to communities. This includes the Wisconsin Assessment Monies, Ready for Reuse Grants & Loans, Brownfields Grants, Brownfields Site Assessment, EPA Brownfield Assessment Grants, EPA Brownfield Cleanup Grants, EPA Brownfield Revolving Loan Fund grants, CDBG Community Development and Stewardship Grants. More information is available at: http://dnr.wi.gov/topic/Brownfields/Financial.html.

Local Water Quality Management Planning Aids. Local, county, and regional planning agencies, commissions and departments and other local government units with water quality management planning responsibilities can receive funding to assist with the development and implementation of area-wide water quality management planning activities. Eligible projects include local and regional water resource management and watershed planning activities; sewer service area plans and amendments; regional wastewater facility planning initiatives; and, identification and protection of water quality sensitive areas known as environmental corridors. More information is available at:

http://dnr.wi.gov/topic/SurfaceWater/planning.html.

Recreational Boating Facilities Counties, towns, cities, villages, sanitary districts, public inland lake protection and rehabilitation districts, and qualified lake associations are eligible to apply for funds to:

- Construct capital improvements that will provide safe recreational boating facilities.
- Conduct feasibility studies related to the development of safe recreational boating facilities.
- Purchase aquatic weed harvesting equipment.
- Purchase navigation aids.
- Dredge channels of waterways.
- Chemically treat Eurasian water milfoil.

DNR provides cost sharing of up to 50 percent for eligible costs. Application deadlines are established quarterly. More information is available at: http://dnr.wi.gov/Aid/RBF.html.

Knowles-Nelson Stewardship Local Assistance Grant Programs. The Knowles-Nelson State Stewardship Fund is a land acquisition program for the State of Wisconsin. Four Stewardship grant programs are available: Acquisition and Development of Local Parks (ADLP), Urban Green Space (UGS) grants, Urban Rivers (UR) grants, and Acquisition of Development Rights (ADR). The program offers a 50 percent grant match to create parks, hiking trails, hunting grounds, and other facilities. The funds can also be utilized for facilities improvements such as road construction and capital acquisition projects (picnic equipment, playgrounds, etc.). More information is available at: https://dnr.wi.gov/topic/stewardship/grants/

Winnebago County 2011-2020 Land and Water Resource Management Plan. In 1997 the Land and Water Resource Management Plan concept became law as Chapter 92.10 of the Wisconsin Statutes was amended. This created a County Land and Water Resource Management Planning Program that is intended to: 1) rely on a locally driven process for plan development and implementation; 2) maximize flexibility in how program funds are used; 3) foster comprehensive efforts without excessive planning; 4) support innovation and cost effectiveness toward achieving objectives;5) foster the "seamless" integration of programs and funding sources; and 6) establish a credible means to measure the extent to which planned objectives are achieved. the full plan can be viewed at: https://www.co.winnebago.wi.us/lwcd/news/2011/1/11/2011-2020-land-and-water-resource-management-plan

Cultural Resource Programs

Wisconsin Historical Society. The Wisconsin Historical Society (WHS) Division of Historic Preservation (DHP) provides funds for conducting surveys to identify and evaluate historical, architectural, and archaeological resources, nominating properties and districts to the National Register, and carrying out a program of comprehensive historic preservation planning and education. These are available to local units of government and non-profit organizations. Although funding is limited, the DHP identified target communities during each funding cycle. In recent years the DHP has favored underrepresented communities: unincorporated communities or villages or fourth-tier cities with a population less than 5,000. A set of funds is also designated for use by Certified Local Government (CLG) status communities. In addition, many private funding sources specifically target smaller communities in the more rural parts of the state. Other specific programs are listed below.

- **Wisconsin Historic Preservation Fund Subgrants.** The Wisconsin Historic Preservation Fund Subgrants provide funds for surveys to identify and evaluate historical, architectural and archaeological resources, nominating properties to the National Register of Historic Places, and for carrying out a program of historic preservation planning and education. More information is available at: http://www.wisconsinhistory.org/Content.aspx?dsNav=Ro:20,N:4294963828-4294963805&dsNavOnly=N:1210&dsRecordDetails=R:CS3314.

- **Historic Homes Tax Credit Program.** The Historic Homes Tax Credit Program offers a 25 percent Wisconsin income tax credit for homeowners who rehabilitate historic, nonincome-producing personal residences http://www.wisconsinhistory.org/Content.aspx?dsNav=Ro:40,N:4294963828-4294963805&dsNavOnly=N:1210&dsRecordDetails=R:CS3136.

- **Federal Historic Preservation Tax Credit.** This program returns 20 percent of the cost of rehabilitating historic buildings to owners as a direct reduction in the federal income taxes. To quality, buildings must be income producing historic buildings, must be listed on the National Register of Historic Places, or contribute to the character of a National Register Historic District. More information is available at: http://www.wisconsinhistory.org/Content.aspx?dsNav=Ny:True,Ro:0,N:4294963828-4294963805&dsNavOnly=N:1210&dsRecordDetails=R:CS3215&dsDimensionSearch=D:%E2%80%A2%09Wisconsin+Supplemental+Historic+Preservation+Credit.,Dxm:All,Dxp:3&dsCompoundDimensionSearch=D:%E2%80%A2%09Wisconsin+Supplemental+Historic+Preservation+Credit.,Dxm:All,Dxp:3.

- **Wisconsin Historic Preservation Tax Credit Program.** This program returns 20 percent of the cost of rehabilitating historic buildings to owners as a Wisconsin income tax credit. More information is available at: http://www.wisconsinhistory.org/Content.aspx?dsNav=Ny:True,Ro:0,N:4294963828-4294963805&dsNavOnly=N:1210&dsRecordDetails=R:CS3215&dsDimensionSearch=D:%E2%80%A2%09Wisconsin+Supplemental+Historic+Preservation+Credit.,Dxm:All,Dxp:3&dsCompoundDimensionSearch=D:%E2%80%A2%09Wisconsin+Supplemental+Historic+Preservation+Credit.,Dxm:All,Dxp:3.

- **Certified Local Government (CLG) Historic Preservation Program in Wisconsin.** The Wisconsin State Historic Preservation Officer (SHPO) administers the Certified Local Government program for the National Park Service in Wisconsin. A CLG is certified by the SHPO and the Department of the Interior to meet these basic criteria:
  - Establish by ordinance a qualified historic preservation commission;
  - Enforce appropriate state or local legislation for the designation and protection of historic properties;
  - Maintain a system for the survey and inventory of local historic resources; and
  - Provide for public participation in the local historic preservation program.

  Benefits of CLG status include:
  - Eligibility to apply for Wisconsin Historic Preservation Fund Subgrants from the federal Historic Preservation Fund;
    - Ability to formally comment on National Register of Historic Places nominations within its municipal boundaries before they are sent to the State Historic Preservation Review Board.

- Eligibility to authorize the use of Chapter 11 of the International Existing Building Code for locally designated historic buildings.

More information is available at: https://www.wisconsinhistory.org/Records/Article/CS4321.

Economic Development Programs

Susan Harwood Training Grants Program. These training grants are awarded to nonprofit organizations for training and education. They can also be used to develop training materials for employers and workers on the recognition, avoidance, and prevention of safety and health hazards in their workplaces. Grants fall into two categories; Target Topic Training and Training Materials Development. The Target Topic Training grants are directed towards specific topics chosen by OSHA. Follow-up is required to determine the extent to which changes were made to eliminate hazards associated with the chosen topic. The Training Materials Development grants are specifically aimed at creating classroom quality training aids. Aids which are developed under the grant program must be ready for immediate self-study use in the workplace. Information regarding the Susan Harwood Training Grant Program can be found at https://www.osha.gov/dte/sharwood/.

United States Department of Labor. The Employment and Training Administration (ETA) administers federal government job training and worker dislocation programs, federal grants to states for public employment service programs, and unemployment insurance benefits. These services are primarily provided through state and local workforce development systems. More information on grant opportunities can be found at: https://www.doleta.gov/grants/find_grants.cfm.

One Cleanup Program. The One Cleanup Program is EPA's vision for how different cleanup programs at all levels of government can work together to meet that goal and ensure that resources, activities, and results are effectively coordinated and communicated to the public. The EPA has entered into a memorandum of understanding with the Wisconsin DNR to provide a single, consolidated approach to environmental cleanup. More information regarding the program can be found at: http://dnr.wi.gov/topic/brownfields/rrprogram.html.

Community Development Block Grant for Economic Development (CDBG-ED). CDBG-ED grant funds are awarded to local governments to assist businesses to create or retain jobs for individuals with low and moderate income. Additional information regarding the CDBG-ED program can be found at http://doa.wi.gov/Divisions/Housing/Bureau-of-Community-Development.

CDBG Public Facilities Funds (CDBG-PF). CDBG-PF funds help support infrastructure and facility projects for communities. Some examples of eligible projects include streets, drainage systems, water and sewer systems, sidewalks, and community centers. Additional information regarding the CDBG-PF program can be found at http://doa.wi.gov/Divisions/Housing/Bureauof-Community-Development.

CDBG Planning Funds. CDBG Planning grant funds support community efforts to address improving community opportunities and vitality. Grants are limited to projects that, if implemented, are CDBG eligible activities. Additional information regarding the CDBG Planning funds program can be found at http://doa.wi.gov/Divisions/Housing/Bureau-of-Community-Development.

CDBG Public Facility -Economic Development (CDBG PF-ED). CDBG PF-ED grants are awarded to local government for public infrastructure projects that support business expansion or

retention. Additional information regarding the PF-ED funds program can be found at http://doa.wi.gov/Divisions/Housing/Bureau-of-Community-Development.

CDBG Emergency Assistance (EAP). The CDBG-EAP program assists communities to recover from a recent natural or manmade disaster. Eligible activities include repair of disaster related damage to dwellings, assistance to purchase replacement dwellings, and repair and restore public infrastructure and facilities. Additional information regarding the EAP program can be found at: https://doa.wi.gov/Pages/LocalGovtsGrants/Community-Development-Block-Grant-Emergency-Assistance-Program-.aspx

Venture Capital Investment Program. The venture capital investment program was created as part of 2013 Wisconsin Act 41. This program will help create jobs and promote economic growth in Wisconsin by identifying new investors for Wisconsin, bringing new capital to Wisconsin investments, and cultivating Wisconsin entrepreneurship.

Transportation Economic Assistance (TEA) Program. The Transportation Economic Assistance (TEA) program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Additional information regarding the TEA program can be found at the following website: https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/transit/default.aspx

State Infrastructure Bank Program. This program is a revolving loan program that helps communities provides transportation infrastructure improvements to preserve, promote, and encourage economic development and/or to promote transportation efficiency, safety, and mobility. Loans obtained through SIB funding can be used in conjunction with other programs. Additional information regarding the State Infrastructure Bank Program can be found at http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/sib.aspx.

Freight Railroad Infrastructure Improvement Program. This program awards loans to businesses or communities wishing to rehabilitate rail lines, advance economic development, connect an industry to the national railroad system, or to make improvements to enhance transportation efficiency, safety, and intermodal freight movement. Additional information for the Freight Railroad Infrastructure Improvement Program is available at https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/friip.aspx

Freight Railroad Preservation Program. The Freight Railroad Preservation Program provides grants to communities to purchase abandoned rail lines in the effort to continue freight rail service, preserve the opportunity for future rail service, and to rehabilitate facilities, such as tracks and bridges, on publicly-owned rail lines. Additional information for the Freight Railroad Infrastructure Improvement Program is available at https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/frpp.aspx

Remediation and Redevelopment Program (RR). The WDNR Remediation and Redevelopment program oversees the investigation and cleanup of environmentally contaminated sites (e.g. "brownfields." The program is comprehensive, streamlined, and aims to consolidates state and federal cleanups into one

program. More information can be found at
https://dnr.wi.gov/topic/Brownfields/RRProgram.html

Wisconsin Economic Development Corporation. WEDC is a quasi-public agency and is the state's lead economic development agency. It works collaboratively with more than 600 regional and local partner organizations, educational institutions and other government offices to help businesses, communities and individuals take advantage of new opportunities for growth and job creation through innovative market-driven programs.

- **Main Street Program.** The Main Street program assists communities ranging from towns with populations of less than 1,000 to large neighborhoods in Milwaukee and Green Bay. Communities selected to participate in the Wisconsin Main Street Program initially receive five years of free, intensive technical assistance. The end goal is to enable participating communities to professionally manage a downtown or historic commercial district that is stable, physically attractive, competitive and visible. Additional information can be found at
https://wedc.org/programs-and-resources/main-street/

- **Connect Communities Program.** The Connect Communities Program helps local planners leverage the unique assets of their downtowns and urban districts, providing technical assistance and networking opportunities to local leaders interested in starting a downtown revitalization effort. It also provides access to additional financial and technical assistance programs. Additional information on the Connect communities https://wedc.org/programs-and-resources/connect-communities/

- **Capacity Building Grants.** Capacity Building (CAP) Grant funds are designed to help strengthen Wisconsin's economic development network by assisting local and regional economic development groups with economic competitive assessments and the development of a Comprehensive Economic Development Strategy. Additional information regarding the CAP grants can be found at
https://wedc.org/programs-and-resources/capacity-building-grants/

- **Brownfield Program.** Wisconsin's Brownfield Program provides grant funds to assist local governments, businesses and individuals with assessing and remediating the environmental contamination of an abandoned, idle or underused industrial or commercial facility or site. This program will help convert contaminated sites into productive properties that are attractive and ready for redevelopment. Additional information regarding the Brownfield Program can be found at
https://wedc.org/programs-and-resources/brownfields-grant-program/

- **Enterprise Zone Tax Credit.** A certified business may qualify for tax credits only for eligible activities that occur after an eligibility date established by WEDC. Positions that are created as a result of the tax credits claimed shall be maintained for at least five years after the certification

date established by WEDC. Additional information regarding the Enterprise Zone Tax Credit program can be found at.
https://wedc.org/programs-and-resources/enterprise-zone-tax-credit/

- **Industrial Revenue Bond.** Industrial Revenue Bonds (IRBs) are designed to help Wisconsin municipalities support industrial development through the sale of tax-exempt bonds. RB financing can be used for building, equipment, land, and bond issuance costs, but not for working capital. Additional information regarding the Industrial Revenue Bond program can be found at.
https://wedc.org/programs-and-resources/industrial-revenue-bond/

- **Wisconsin Manufacturing and Agriculture Credit.** The manufacturing and agriculture tax credit is available to individuals and entities for taxable years that begin on or after January 1, 2013, for manufacturing and agricultural activities in Wisconsin. The tax credit is available for income derived from manufacturing or agricultural property located in Wisconsin and will offset a significant share of Wisconsin income taxes. The credit is a percentage of "eligible qualified production activities income. Additional information regarding the Wisconsin Manufacturing and Agriculture Credit program can be found at.
https://wedc.org/programs-and-resources/wisconsin-manufacturing-and-agriculture-credit/

- **Business Opportunity Loan.** Business Opportunity Loans are available to a business that has created new full-time positions and/or retained its existing full-time employment base in Wisconsin. Additional information regarding Business Opportunity Loans can be found at.
https://wedc.org/programs-and-resources/business-development-loan-program/

- **Business Development Tax Credits (BTC**). The Business Development Tax Credit Program supports job creation, capital investment, training and Corporate Headquarters location or retention by providing businesses located in or relocating to Wisconsin with refundable tax credits that can help to reduce their Wisconsin income/franchise tax liability or provide a refund, thereby helping to enhance their cash flow to expand the project's scope, accelerate the timing of the project or enhance payroll.
https://wedc.org/programs-and-resources/business-development-tax-credits/

- **Workforce Training Grants.** The program aids businesses in attracting, developing and retaining talent as a part of a business development project. The program provides grant funds to businesses to upgrade or improve the job-related skills of a business's existing and new employees. Additional information regarding Training Grants can be found at
https://wedc.org/programs-and-resources/workforce-training-grants/

- **Minority Business Development.** The program is designed to support minority business development through business creation, expansion and attraction. This is accomplished through direct grant assistance to qualifying minority business associations in Wisconsin. In turn, these investments are intended to promote job creation and retention in minority and underserved communities. The MBD Program is devised to have a catalytic effect to grow the business climate of minority communities as well as enhancing the overall business health minority and underserved

communities in Wisconsin
https://wedc.org/programs-and-resources/minority-business-development/

Winnebago County Planning and Zoning: Winnebago County Industrial Development Board operates a Revolving Loan Fund Program. Its purpose is to provide financing to local units of government in the County that have business or industrial development projects that provide quality job opportunities and increases the tax base of the county. Funds can be used by local units of government to finance infrastructure improvements within their industrial parks, construct spec buildings, purchase real estate or to financially assist businesses and industries that wish to expand or relocate within the County. More information can be found at; https://www.co.winnebago.wi.us/planning-and-zoning/industrial-development-board-home/financing-program/revolving-loan-fund-program

Winnebago County University of Wisconsin – Extension: With an office in each Wisconsin county, Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research. County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living and youth development. The Winnebago County – UW Extension is located in the James P. Coughlin Center in Oshkosh. More information can be found at: https://winnebago.extension.wisc.edu/

East Central Wisconsin Regional Planning Commission: The East Central Wisconsin Regional Planning Commission annually creates a Comprehensive Economic Development Strategy (CEDS) report, which evaluates local and regional population and economic activity. Economic development trends, opportunities, and needs are identified within the CEDS report. All communities, which are served by the Commission, are invited to identify future projects for economic development that the community would like to undertake. Those projects are included within the CEDS and may become eligible for federal funding through the Economic Development Administration (EDA) Public Works grant program. Additional information can be found at http://www.ecwrpc.org/programs/economic-development-housing/ceds/.

ADVOCAP: ADVOCAP, a non-profit community action agency, was founded in 1966 to fight poverty within our local communities. It offers programs in Fond du Lac, Green Lake and Winnebago counties and helps low-income person's secure affordable housing, gain employment skills and training, start a small business and become self-employed, volunteer at schools and daycares, etc. More information regarding ADVOCAP can be found at: http://www.advocap.org/.

Appendix C

Approval of the Public Participation Plan

for Updating the Comprehensive Plan

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City of Omro

Administration

~ Resolution ~

205 S. Webster Avenue
Omro, WI 54963
http://www.omro-wi.com/

Tuesday, January 16, 2018 | **7:00 PM** | **Council Chambers**

RES: 180116-2 Approval of the Public Participation Plan for Updating the Comprehensive Plan

✓ Vote Record - Resolution RES: 180116-2

- ☐ adopt
- ☑ approved
- ☐ approved as amended
- ☐ failed
- ☐ tabled
- ☐ withdrawn
- ☐ no action taken
- ☐ adopted

		Yes/Aye	No/Nay	Abstain	Absent
Jason A. Reeves	Voter	☑	☐	☐	☐
Steve Jungwirth	Mover	☑	☐	☐	☐
Kari A. Vonderloh	Voter	☐	☐	☐	☑
Larry E. Wright	Voter	☑	☐	☐	☐
James C. Braasch	Voter	☑	☐	☐	☐
Tim Doolittle	Seconder	☑	☐	☐	☐

WHEREAS, the City of Omro is in the process of updating their Comprehensive Plan, and

WHEREAS, the firm of Martenson & Eisele, Inc. has been contracted by the City of Omro to facilitate the Comprehensive Plan update that is required by the State of Wisconsin; and

WHEREAS, Wisconsin's Comprehensive Planning Law requires public participation throughout the comprehensive planning process; and

WHEREAS, the City of Omro has designated the Planning Commission to lead the comprehensive planning effort and public participation in the planning process; and

WHEREAS, it is required that the City of Omro adopt the Public Participation Plan that involves public awareness, education, input and interaction; and

WHEREAS, the City of Omro Planning Commission reviewed the plan at the January 9, 2018 regular meeting recommends approval of the Public Participation Plan as presented.

NOW THEREFORE BE IT RESOLVED, that the Common Council of the City of Omro hereby adopts the attached draft *(see attached)* of the Public Participation Plan dated December 18, 2017 and approved by the Planning Commission.

BE IT FURTHER RESOLVED, that the adoption of this resolution meets the conditions of compliance with Wisconsin's Comprehensive Planning Law under Section 66.100(4)(a) of the Wisconsin State Statutes.

Attest

Larry R Wright

Larry R. Wright, Mayor

Lisa K. Kutchenreuter

Linda K. Kutchenriter, City Administrator/Treasurer

Barbara Van Clake

Barbara Van Clake, City Clerk/Deputy Treasurer

Public Participation Plan
City of Omro Comprehensive Plan Update
December 18, 2017

Wisconsin's Comprehensive Planning law requires public participation throughout the comprehensive planning process. Specifically, Wisconsin Statutes 66.1001(4)(a) states:

"The governing body of a local government shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for a wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments."

The City of Omro has designated the Planning Commission to lead the comprehensive planning effort and public involvement in it. The following activities have been developed to encourage public participation. It is possible that additional opportunities for public participation may be identified and made available during the planning process.

Core Public Participation Efforts

1. Interviews with City Officials, Committee Members, Work Groups, Staff and Agency Personnel
2. Present planning process information and provide a "Comment Box" on City of Omro web site
3. Conduct a public informational meeting as part of the planning process
4. Meeting notices posted at the City Hall and two other locations. Also on the City web site
5. Public hearing on "Planning Commission Recommended Comprehensive Plan"
6. Receive and respond to written, e-mail, or web site Comment Box requests
7. Thirty days prior to the public hearing, provide written notice to interested - individuals via first class mail in compliance with s.66.1001 (4)(a) of the statutes.

Methodology

1. Hold interviews and meetings with Town Officials, Committee Members, Work Groups, Staff, Agency Personnel and interested citizens.

2. Display notices of planning meetings in a manner consistent with the usual City meeting notices.

3. Hold at least one public hearing. The meeting notice shall also include the notification of parties specified in s.66.1001 (4)(a) including: (a) an operator who has applied for or obtained a nonmetallic reclamation permit; (b) a person who has registered a marketable nonmetallic mineral deposit; and (c) any other property owner or leaseholder who has an interest in property allowing extraction of nonmetallic mineral resources if the property owner requests in writing to be notified of the public hearing.

    - The official notice for the public hearing(s) will be by public notice in the official newspaper with a class one notice at least 30 days preceding the hearing. In

addition, the public notice shall be posted on the City web site and at the City Hall and two other required locations. These notices will include the following information: time, place and date of hearing; summary of the proposed Comprehensive Plan Update; name of a City contact who may provide additional information regarding the proposed Comprehensive Plan, adoption ordinance, and information relating to where and when the proposed Comprehensive Plan Update will be passed; how a copy of the Comprehensive Plan Update may be inspected before the hearing; and how a copy of the Comprehensive Plan Update may be obtained.

- Citizens may submit comments or questions on the Comprehensive Plan Update to Linda K Kutchenriter, City Administrator, 205 South Webster Ave. Omro, WI 54963. E-mail at <lkutch@omro-wi.com>. Web site: www.omro-wi.com. The Town will respond in writing to those comments or questions if requested.

Council Adoption of the Comprehensive Plan by Ordinance
After the Planning Commission has made their recommendation to the City Council for adoption of the comprehensive plan by ordinance, the City Council shall hold a public hearing on the Plan Commission Recommended Comprehensive Plan. After the public hearing is completed, the City Council will take action on adopting the comprehensive plan by ordinance. Future amendments to the City of Omro Comprehensive Plan will follow the same procedure.

Plan Distribution
In accordance with State Statute 66.1001(4), one copy of the adopted plan (or future amendments to the plan) shall be sent to the following:

1. The Clerk of every local governmental unit that is adjacent to the City of Omro.
2. The Wisconsin Department of Administration.
3. The East Central Wisconsin Regional Planning Commission.
4. The City of Omro Public Library.

Appendix D

Amendments

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ORD: 190903-C#487 An Ordinance Creating Section 16.04.015 Comprehensive Plan by the City of Omro, County of Winnebago, State of Wisconsin

The City Council of the City of Omro, Wisconsin, do ordain as follows:

SECTION ONE. SECTION 16.04.015 of the Municipal Code of the City of Omro is hereby created to read as follows:

Sec. 16.04.015 - Comprehensive Plan.

A. *State Authorization.* Pursuant to Sections 62.23(2) and 62.23(3) of the Wisconsin Statutes, the City of Omro is authorized to prepare, adopt, and amend a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

B. *Comprehensive Plan Update Frequency.* Pursuant to Section 66.1001(2)(i) of the Wisconsin Statutes, a comprehensive plan shall be updated no less than once every 10 years.

C. *Public Participation.* The City Council of the City of Omro, Wisconsin, has adopted and implemented written procedures designed to foster public participation in every state of the preparation of a comprehensive plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes, which included a public hearing as required by Section 66.1001(4)(d) of the Wisconsin Statutes.

D. *Recommending Resolution.* The Planning Commission of the City of Omro, by a majority vote of the entire Planning Commission recorded in its official minutes, has adopted a resolution recommending to the Common Council the adoption of an updated comprehensive plan entitled "CITY OF OMRO COMPREHENSIVE PLAN 2019-2039".

E. *Adoption.* The City Council of the City of Omro, Wisconsin, does, by the enactment of this ordinance, formally adopt the "CITY OF OMRO COMPREHENSIVE PLAN 2019-2039" pursuant to Section 66.1001(4)(c) of the Wisconsin Statutes, including any subsequent amendments thereto, is hereby adopted by reference and incorporated herein as if it were fully set forth and made a part thereof. A copy of the City of Omro Comprehensive Plan shall be on file with the City Clerk.

F. *Other Planning Documents.* Pursuant to §62.23(2) Wis. Stats., the City may from time to time amend, extend, or add to the comprehensive plan or carry out any part of the subject matter in greater detail. The following are more detailed components of the City of Omro Comprehensive Plan, which shall have the same force and effect as a comprehensive plan, except that the City of Omro Comprehensive Plan shall control with respect to city actions in the event of any conflict among it and the following plans:

1. City of Omro Comprehensive Outdoor Recreation Plan 2019-2024 adopted by the City Council on April 16, 2019.

2. Main Street Downtown Business District Plan.

3. Omro Downtown Revitalization Plan.

4. City of Omro Wellhead Protection Plan.

G. Future Plan and Land Use Amendments.

SECTION 2. Severability

In the event any section, subsection, clause, Phrase or portion of this ordinance is for any reason held illegal, invalid, or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remainder of this ordinance. It is the legislative intent of the Common Council that this ordinance would have been adopted if such illegal provision had not been included or any illegal application had not been made.

SECTION 3. Repeal and Effective Date.

All ordinances or parts of ordinances and resolutions in conflict herewith are hereby repealed. This ordinance shall take effect from and after its passage and publication.

Attest: This ordinance was passed by the Common Council of the City of Omro, Winnebago County, Wisconsin, at a duly noticed and convened regular meeting held on September 20, 2019.

Larry R. Wright, Mayor

Linda K. Kutchenriter, City Administrator

Date Adopted: 9/17/2019
Date Published: 9/26/2019
Effective Date: 9/27/2019

Barbara J. Van Clake, Clerk/Deputy Treasurer