

14. Provide an integrated, efficient, and economical transportation system that provides mobility, convenience, and safety and meets the needs of all citizens including transit-dependent and disabled.

1.5 City of Menasha Planning Goals

This section contains the goals for each of the nine elements as described and required by Wisconsin's comprehensive planning law. Goals, objectives, policies, and programs will also be included within each of the respective planning elements. The following goals were developed by the City of Menasha to guide and focus the planning process. Goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They address key issues, opportunities, and problems that affect the community.

Issues and Opportunities

Goal: Balance individual property rights with community interest and goals.

Goal: Minimize the impact of development on energy and natural resources.

Housing

Goal: Promote a positive image of the City of Menasha as a quality place to live.

Goal: Preserve, rehabilitate, and stabilize the city's existing housing stock and residential neighborhoods.

Goal: Create a diverse base of housing opportunities appropriate for all segments of the population.

Goal: Maintain an adequate supply of sites for single family housing in desirable locations to meet current needs and projected growth.

Goal: Maintain an adequate supply of sites for multi-family housing in desirable locations that meet current needs and projected growth.

Goal: Increase enforcement of housing and building code standards to ensure that every housing unit is decent, safe, sanitary, and secure.

Goal: Create affordable home ownership opportunities for low- and moderate-income residents.

Goal: Maintain an adequate supply of affordable rental housing for low- and moderate-income residents.

Goal: Maintain an adequate supply of affordable housing for senior and special need households.

Goal: Create new housing opportunities in close proximity to the downtown.

Goal: End housing discrimination in the City of Menasha.

Transportation

Goal: Provide a safe, efficient, and cost effective transportation system for the movement of people and goods.

Goal: Support and promote the development and use of multiple modes of transportation.

Goal: Incorporate energy conservation principles in transportation facility design and services.

Utilities and Community Facilities

Goal: Provide high quality and cost effective community facilities and services that meet existing and projected future needs.

Goal: Ensure proper treatment of wastewater to protect public health, groundwater quality, and surface water quality while meeting current and future needs.

Goal: Promote stormwater management practices in order to reduce private and public property damage and to protect water quality.

Goal: Ensure that the water supply for the community has sufficient capacity, is in compliance with drinking water quality standards and regulations, and is available to meet present and future needs.

Goal: Promote effective solid waste disposal and recycling services and systems that protect the public health, natural environment, and general appearance of land uses within the community.

Goal: Maintain and enhance recreational opportunities in the community.

Goal: Ensure the provision of reliable, efficient, and well-planned utilities to adequately serve existing and future development.

Goal: Encourage improved access to health care facilities and child care.

Goal: Provide a level of police, fire, and emergency services that meets present and future needs.

Goal: Promote quality schools and access to educational opportunities.

Goal: Reduce the long-term costs and environmental impact of municipal facilities and operations.

Agricultural, Natural, and Cultural Resources

Goal: Support the agricultural resources of the county and the region.

Goal: Maintain, preserve, and enhance the city's natural resources.

Goal: Mitigate impacts of development and land management practices on surface waters.

Goal: Preserve natural features like woodlands, wetlands, floodplains, shorelands, and open spaces in order to maintain and enhance community green space.

Goal: Enhance community image with attractive entrances, a mix of business types, a vital downtown, and community culture and events.

Goal: Preserve significant historical and cultural sites, structures, and neighborhoods that contribute to community identity and character.

Goal: Raise awareness of opportunities for buying locally grown or processed produce.

Economic Development

Goal: Support the economic development initiatives in the community and region to promote the creation of jobs and income opportunities.

Goal: Maintain and improve the utility, communication, and transportation infrastructure systems that promote economic development.

Goal: Support the retention and expansion of existing businesses.

Goal: Support entrepreneurial development and new business attraction efforts.

Goal: Maintain a quality workforce to strengthen businesses and maintain a high standard of living.

Goal: Support and pursue opportunities to increase and diversify the city's tax base.

Intergovernmental Cooperation

Goal: Foster mutually beneficial intergovernmental relations with other units of government.

Land Use

Goal: Provide for a compatible mix of land uses within the city.

Implementation

Goal: Promote consistency between plan recommendations, ordinances, and other land use regulations.

1.6 City of Menasha Issues and Opportunities

The following issues and opportunities identified by the Plan Commission (acting as a Citizen's Advisory Committee) were used to help form the goals, objectives, and policies in the comprehensive plan. These issues and opportunities are also addressed throughout the plan.

Issues and Opportunities

As recorded, without priority, after reviewing and eliminating duplicates.

- ◆ Menasha's waterfront is a definite asset.
- ◆ There is a need to revive and enhance community events.
- ◆ The school system is strong.
- ◆ Utilities are competitively priced.
- ◆ There needs to be more done with stormwater run-off.
- ◆ There should be more elderly housing.
- ◆ The city has a lot of renter occupied housing, especially in the core of the city, which by nature means the population is somewhat transient.
- ◆ The library is good.
- ◆ The park system is an asset.
- ◆ The city has an increasing socio-economic and racial mix. That is seen as a positive, but with that mix, comes a sometimes increasing burden on social services in the area.
- ◆ The housing stock in the city needs to be maintained.
- ◆ The city is safe and quiet.
- ◆ There are a variety of jobs in the area.
- ◆ The city is moving forward.
- ◆ The system of trails (bicycle, walking, and hiking) within the city is a strength.
- ◆ The level of service of public works is high.
- ◆ The public transportation system is strong but there are places where the walk to the stop is too far.
- ◆ Assets to the community include: the marina, the university, the arena, the museum and planetarium, a large variety and number of churches, and the nature reserve.
- ◆ There is a lack of sufficient level of economic activity downtown and on Doty Island.
- ◆ The city is landlocked and has no place to expand.