2025 Oneida County Housing Study Summary

Introduction - In response to growing concerns about housing availability and affordability, Oneida County Economic Development Corporation (OCEDC) partnered with North Central Wisconsin Regional Planning Commission (NCWRPC) to assess housing needs and identify strategies for improvement. Based on Wisconsin's household growth projections and Census data, **1,358 new housing units may be needed by 2030**.

Below is a summary of **projected housing units** needed for each income range by **2030 (1,358)**. Units in green are unlikely to develop without considerable subsidies, so OCEDC should focus on rehabilitation of existing units in these price ranges and support new construction here as opportunities arise. Units in blue are most financially feasible and benefit the greatest number of households since higher income households also qualify for them, and existing housing at lower prices become available as households "move up" into newer units. The highest income units should also be encouraged to help the overall housing supply. **Overall, a total of 217 rental units and 1.141 owner occupied units are needed by 2030**.

Strategy: GREEN – Rehabilitate of existing structures; new construction as opportunities arise
BLUE – OCEDC's biggest priority

Income Needed	Purchase Price	Need by 2030: to buy	Income Needed	Monthly Rent	Need by 2030: to rent
<$10k	<$25k	**0**	<$10k	<$250	**32**
$10k - $34k	$25k - $99k	**343**	$10k - $34k	$250 - $899	**0**
$35k - $74k	$100k - $199k	**316**	$35k - $74k	$900 - $1,499	**104**
$75k - $149k	$200k – $399k	**482**	$75k - $149k	$1,500 - $3,499	**80**
Over $150k	$400k+	**0**	Over $150k	$3,500 and over	**0**

Key Findings - Employers report difficulty attracting workers due to limited, poor-condition housing. Seasonal, entry-level, and relocating employees face the biggest challenges. **Public Survey** shows - 57.5% of respondents are homeowners not seeking to move. 26.8% are looking to buy, with a preference for larger homes. 68% of renters struggle with affordability. Over 40% said housing challenges caused them or someone they knew to turn down job offers.

Housing Preferences - Renters: Prefer 2–3 bed / 2 bath units; need affordable, quality options. **Buyers:** Prefer 3–4 bed / 2 bath homes; many want larger, low-maintenance, multigenerational, or aging-in-place housing.

Challenges Identified - Limited land, utilities, and contractors. Homes and neighborhoods in disrepair. Rising costs for essentials (utilities, childcare, etc.) add financial strain.

Top 10 Recommendations – 1. Zoning Reforms: Allow smaller lots and diverse housing types to reduce costs. **2. Updated Comprehensive Plans:** Help developers access housing grants. **3. Property Disposition:** Repurpose vacant public land for housing. **4. Developer Outreach:** Engage builders and identify local opportunities. **5. Educational Events:** Help residents access loans, repair funds, and homebuyer support. **6. Strategic Partnerships:** Coordinate efforts across public, private, and nonprofit sectors. **7. Housing Committee Action:** Oversee implementation of recommendations. **8. Tax Increment Financing (TIF):** Encourage municipal investment in new developments. **9. Housing Preservation:** Establish a revolving loan fund for repairs and upgrades. **10. Progress Monitoring:** Track and share the impact of implemented strategies.

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