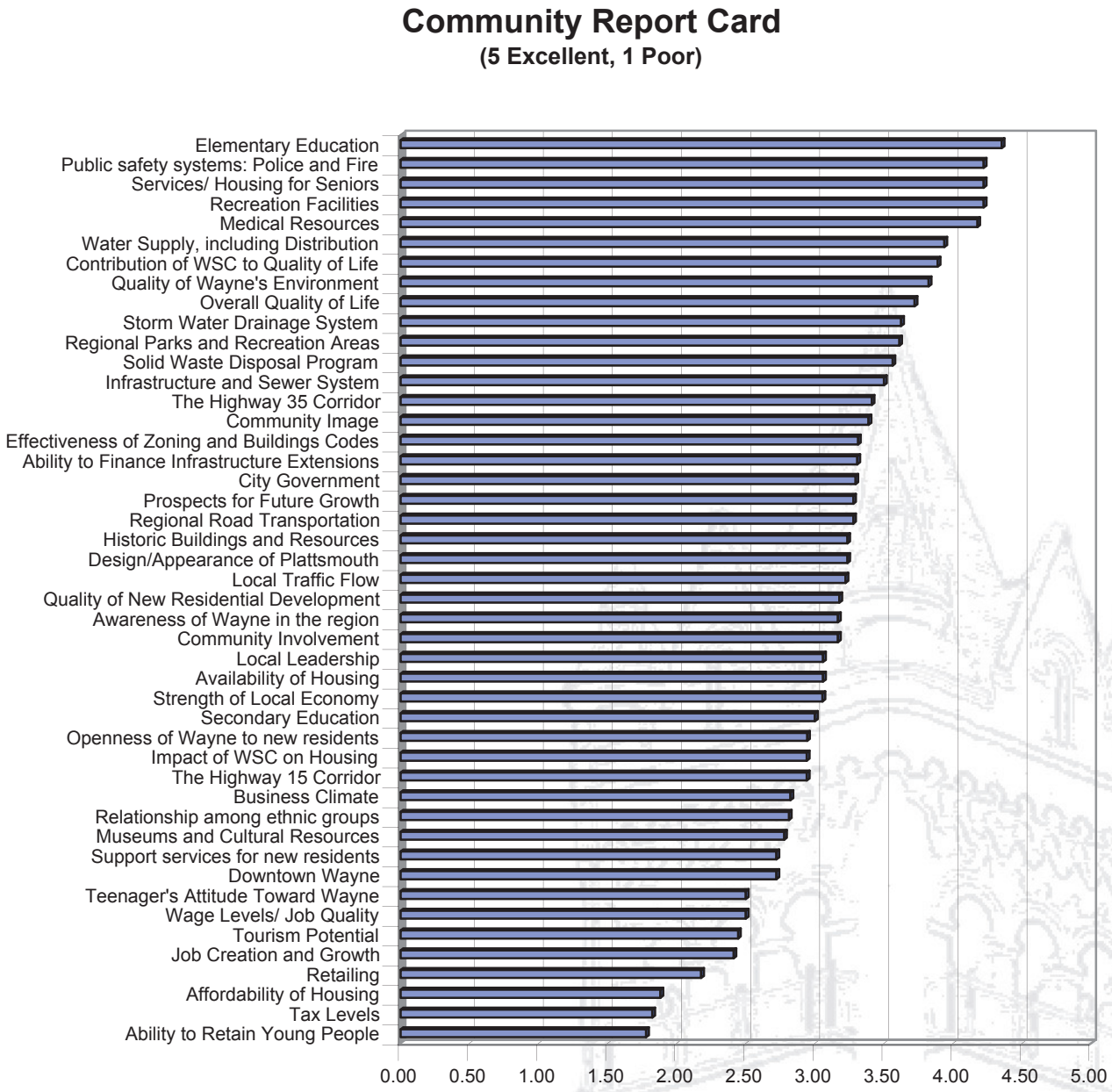
Strategic Planning

Community Input

Wayne Community Survey –

Distributed to the Wayne Comprehensive Plan Committee



Most Important Issues Facing Wayne ((xx) Number of similar responses)

Economic Development (22)
Creating jobs by recruiting new businesses and industries to Wayne (5)
Retail Growth (5)
More quality jobs (4)
Job Retention (2)
Need to get more retail in downtown
Lack of Industry Growth
Economy
Increasing Population through more jobs
Attracting a Target/WalMart/Shopko type store
Growth

Population Retention & Quality of Life (15)
Keeping young people in Wayne (4)
How to retain our population (2)
Attracting young families
Increasing school population
Aging Population
Improving secondary education
Increase in cultural, ethnic, and economic diversity of residents and K-12 students.
Entertainment for young people
Attitudes toward new community members
Community Teamwork
Embracing our friends in surrounding communities

Government and Taxes (12)
Property Tax Relief (7)
Over controlling city government
Municipal Services
Aging Infrastructure
Reducing tax load
Public Safety

Housing (12)
Affordable Housing (5)
Housing(2)
Affordable housing for lower & middle class families
Quality rental housing
Reasonable housing
Inflated housing prices
Less students on campus, in town

Transportation (7)
Highway expressway (3)
Hwy 15 construction (2)
The highway project
Retaining businesses while expanding roads

Downtown (3)
Downtown changes
Downtown businesses surviving the HWY 15 project
Main Street Revitalization

Favorite Place In Town

The parks and new bike trail (4)
I don't have a favorite place (3)
Wayne State College Campus (3)
Wayne Country Club (3)
Dollar General.
The downtown area.
High school/college
Bressler Park

Least Favorite Place In Town

Pamida (2)
Some of the trailer courts and rental houses that are bad (2)
The trailer parks (2)
Downtown (2)
Waste Water Treatment Plant (2)
Southeast Corner of Town
I don't think I have one.
2 - 3 blocks west of the college
City Hall
The dentist office
City Dump

Wayne's Greatest Assets

Education (22)
Wayne State College (12)
Public school system (5)
Educational system, all levels (4)
Home to Wayne State College and all that is driven from their presence

Community Quality (16)
People of the community (4)
It is a very clean & well kept town (2)
Small community
Quality of life
Community involvement
Diversity
Environment
It's large "historical" homes
Strong volunteer base of community oriented individuals
Main Street area & Brick Streets
Low Crime Rate
Safe environment for all ages

Community Facilities (13)
Churches (2)
New Community Activity Center (2)
Medical facilities available - clinic, hospital, eye doctors, chiropractors (2)
Wayne Country Club (2)
Community Activity Center & Walking Trail
Hospital
Library/Senior Center
Great indoor recreation
Advanced city facilities

Economic Potential (11)
Location, potential for growth
Distance between Norfolk and Sioux City
Diversity of economic base
Size compared to the surrounding area
Strong business base
Job opportunities
Emerging Industrial Park
Local industry
A Committed Economic Development Group
Locally owned businesses. (ie: Heritage Homes, Tacos and More, Pac 'N Save, Ellis Plumbing, etc)
Room for growth

Wayne's Greatest Liabilities or Weaknesses

Government and Taxes (14)
Taxes (9)
City government that is too controlling
A small group of people making most decisions
Sheriff
Leadership
Zoning that promotes sprawl and the rigid segregation of land uses.

Development (11)
Location (2)
Lack of retail
Not enough variety for retail shopping
Not a variety of employment opportunities
Business shopping hours
Empty retail spaces on main street
Prices in stores tend to be on the high end
Lack of family style restaurant
All of the gas stations - price gouging
Access to 4 lane highways

Community Quality (10)
Negative attitude toward college students (2)
The cost of living is too high for the wages that are earned.
Low community involvement

Welcoming of new people
Lack of services to assist animals in need
Lack of entertainment for college students
Lack of affordable activities for kids
Community's reluctance to accept outsiders.
Volunteer base of individuals getting burned out

Long Term Growth (8)
Some not willing or open to change (2)
Lack of desire to grow
Risk of stagnation
Inability to retain young people
Aging of the community
Quick fix solutions
Lack of long range vision

Housing (8)
Affordable housing (4)
High housing prices
Real estate taxes and utility costs
Landlords that are slum lords
Some realtors that over price housing

Wayne's Goals For The Next Ten Years

Economic Development (21)
Bringing new industries to town (4)
Filling downtown vacancies (2)
Additional retail shopping (2)
Business development (2)
Higher paying jobs (2)
Attract a Target/Walmart/Shopko (2)
Revitalize downtown maybe to something new.
Attracting young professionals with good jobs
Growth through small companies employing 10-25 people
Attracting new businesses
Economic growth - it addresses many of the other problems
Sustaining existing retail market
Create a climate where people and jobs can come together to keep the community moving forward and growing.

Housing (8)
More affordable housing (5)
Develop a nice mobile home park.
Start-up housing
Control of rental property

Community Quality (6)
To create and implement a strategic plan for economic and population growth that eliminates sprawl and the rigid segregation of land uses.
Create a community that is accessible to all ages and abilities

Preserving small town charm while encouraging growth
Building on existing community strengths
Increase "Curb Appeal" make people remember Wayne when the pass through, so they want to come back.
Attract young people to live & work in Wayne or to move back to Wayne.

Government and Taxes (3)
Lowering taxes (3)

Actions or Projects To Accomplish In The Next Ten Years

Downtown and Retail Growth (12)
Revitalizing of downtown Wayne - Main Street (4)
Recruit a big box business (3)
Change to downtown
Expand downtown business atmosphere
Retail for men and children
More local restaurants, casual, sports bar, good food
Retail Stores

Business and Industrial Development (10)
Bring more business and industry to Wayne (5)
Grow Jobs (2)
Development to attract HWY 35
Influence location of the bypass
Better community marketing

Housing and Neighborhoods (10)
Affordable housing project (3)
Genuine affordable homes ($90,000 range)
Creating neighborhoods that eliminate economic segregation.
Maintaining and creating small town (college town) "charm" in neighborhoods by creating diversity of land use
Improvement of mobile home parks
Better rental zoning and control
Eliminating sprawl.
Devise a mechanism for oversight of Rental Property

Community Projects (8)
Continuation of the Walking Trail (2)
Move the Waste Water Treatment Plant
Give more money for education
New swimming pool
Clean up areas of visibility
Improve new walking trail ie: benches, lights
Improvement of out door recreation area

Growth (4)
Maintain or grow number of people living in the community
Promote Wayne as a great place to live
Affordable housing to keep local business employees here and aggressively target them
Increased enrollment in public schools and WSC

Taxes (3)
Keeping tax evaluations in check
Lets pay for what we've done

Wayne Stakeholder Meetings

September 23, 2005
(xx) Number of similar responses

Accessibility of the Plan
- The plan needs to be out there and available to community members
- Would like to see easier access to the document

Wayne Community Housing Development Corporation (CHODA program)
- Non-profit financed through HUD and DED
- Rehab funding is with HOME funds – recently received a $340,000 grant
- Rehab program does not cover owner occupied;
- Based on income eligibility
- The buyers have to do a $500 down payment; also help them with 20% downpayment assistance; the 20% is financed through CHODA but its not forgivable; also require home buyers education
- Funding is used to bring the house up to code
- The buyer identifies the home, the non-profit rehabs it and then sells it back to the eligible buyer; also do handicap accessible features
- Typical deal is usually $68,000 for purchase and an average $9-10,000 repairs; the minimum amount is $1,000 but have recently done $23,000
- Will have 8 houses completed and would like to have 12 done by the end of the year
- Most buyers are young professionals; kids just out of college
- Income limit is 80% of median; also have 100% area median
- Maximum is $95,000 purchase price – just recently raised
- Marketing is done mostly through the realtors
- Could also be a no-hassle buyer for seniors
- Wouldn't mind seeing new construction – would like to do Prairie Gold home
- Prairie Gold Homes are constructed by prisoners and are less then threshold; they are stick built and would still utilize contractors to do a basement and garage and use agents to buy the lots
- Want to use the local contacts; would like to do a couple of these
- Would also like to do some assistance for the landlords with qualifying tenants.
- Housing program began in 1996; the board has worked as a unit very well; the board has a variety of local business people including 2 people who have used the program

Housing Market
- Do not need new housing because at least 80 homes are currently available.
- Realtors remember a shortage of houses but now they are able to show someone 20 homes in the client's price range.
- Surprised that they do not have a multiple listings service in Wayne.
- See some new buyers with the turnover at the college.
- Work with a lot of students as renters and often they will stay in the area and become

buyers.
- Have a lot of renter occupied units on the market right now because landlords are getting older and getting out of the business.
- Housing problem – realtors are asking too much for the houses in town.

Cost of Housing
- Housing prices comparable to Norfolk but not sure about Sioux City.
- There is a very low rate of inflation in the housing market, not seeing properties going up 3% a year.
- Even some of the higher-end housing, $200,000 or more, have actually gone down in price.
- If someone wants to build and sell in a short period of time they will be lucky to break even.

Affordable Housing
- More affordable housing is needed.
- A lot of houses in the affordable area aren't being sold.
- Would think that would occur because of the number of homes on the market.
- Not seeing the housing market self-correcting but the number on the market fairly level.
- Sunnyview was done through a grant and using rural development – done by John Vakoc.
- People are saying that houses that are priced right they will sell.
- City has bought some lots and discounted them back to builders.
- Area up by the Oaks has been assessed much higher.
- Concerned that lower priced units are picked up for rental units.

New Construction
- There area about 4 subdivisions with lots of various sizes
- Seems to be some spots in town that people are thinking about developing.
- Some of the new mobile homes are very nice looking
- You can now build a modular home and compete with site built.
- Modular homes are changing and getting into half million dollar range out in Colorado.
- 1,200 sq ft is the smallest and they want the basement and 2-car garage; the building construction cost is increasing faster then incomes
- Laurel and South Sioux have done some modular developments that have been successful.

Assistance Programs
- People need the downpayment assistance –once they get into the house they can afford it. (2)
- Needs to be more middle income – nice- housing

Growth and Development
- Seen a lot of positive changes in Wayne.
- Concern about division of land use – needs to be emphasis on proper growth in an organized way.
- Starting to see some industrial and commercial encroaching into residential areas.
- Can be controlled by zoning – not a negative yet but could be.
- Influence of the expressway – there are pros and cons not going to see huge growth but the infrastructure is important.

- Some business would be affected but some new opportunities would also develop; they would need to be pro-active.
- The new road needs to be visible to Wayne.
- Wayne industries and affordable housing is very important.

Population Growth and Retention

- Would like to see steady growth. (3)
- Town size (5,500) and 1,200 of those are in the dorms and another 1,000 students have Wayne zip code.
- This distorts average income and also population projections.
- Importer of people in the community – they probably have the infrastructure to support that population but they haven't marketed to these people.
- Wayne supports a lot of the smaller communities around the city.
- They have surveyed these people and the perception is that Wayne is an expensive place to live.
- State aid to schools and property tax levies will be important issues.
- School could absorb more students and the same with public works.
- Need to market the city's work to put that infrastructure in place.
- Have to have more new people because the average age of clients (insurance agent) is increasing.
- Would like to see those college students stay in the community.
- Need to get those people that are driving in to work in Wayne to stay here.

Job Development

- Would like to see more job availability and retention of existing businesses.
- Job growth leads to broader tax base.
- Have added about 1,700 jobs in the last 10 to 15 years, but population growth hasn't matched. Coming from small towns and even Norfolk to work here.
- Marketing college – talking about college students as a workforce, average 20-25 students a week through the career center looking for part time work. Attractive labor pool if the business can work around the schedule.
- Developed a major around computers that First National almost hires all their graduates.
- A lot are suitcase students – if you had jobs here for them then they would stay and spend their money here
- Looking for another call center type facility because they can work with the flexible hours of students. Would like to get inbound center.
- Job growth is important because they need people moving into the housing market – older people will not move into the Oaks until their home sells.
- Seems to be good job growth going on in the larger communities around Wayne.

Economic Development

- The city has recently hired an economic developer
- Wayne does not brag about the community enough. (2)
- Have a lot of the same things that Lincoln has but don't do the positive marketing.
- The tax rate is one of the highest rates in the state which can be a problem.
- Wayne Industries works with the Chamber – economic development arm of the chamber.
- Job is to attract businesses and industries to Wayne.
    - Mostly marketing but have an incentive program – revolving loan program; brought

Great Dane, Ameritas, Felix Industries, also businesses to expand.
  - The fund they work with is averages about $300,000 – they are down right now with only $75,000.
- Students provide a huge draw on services and provide a significant economic base- 1,200 students in dorms and another 1,200 living in housing around town.
- Community has a good economic base – county has lost population but the city has held or seen some growth.
- Ag businesses are very important to Wayne and still a viable business that brings people to Wayne.
- Economic development would help lower the taxes.
- Sales tax can help lower the property tax level

Rental Housing

- Some student housing creates a negative community view on the housing market.
- Landlord association has been trying to work to make properties look better. (2)
- Students' parents are not picking up the low end housing but more middle range houses.
- City code is four students per unit with an average of $100 to $250 per student for rents.
- Often the landlords can make more off of 4 students then a family.
- Nicer units have rent ranges from $215 to $400.
- Leasing to college students they are finding that parent are willing to pay more for nicer units; $200 per student is the minimum.
- Mobile home park is their best money maker but have had to do some upgrades – electrical code requirements.
- Get $165 a month with water, sewer and electrical for the pads; generally 3,000 square foot pad.

City Codes and Ordinances

- City now has fairly stringent standards for moving a mobile home into the community.
- Some feel that the city does not work with them enough on remodel and construction and will just go some place else.
- Norfolk seems to be even easier; need more clarity on the process; need more cooperation during the process; some local small contractors have had some very bad experiences working with the community.

Retail/Service Market

- Have some commercial sites that are not big enough – not much expansion room for commercial
- The Chamber, Main Street and Wayne Industries are all working with the new Economic Development Director. Members will be watching the transition closely.
- Everybody has been working together on the main street project.
- When Ron Wriedt moved his business to east 7th Street the Planning Commission wanted them in the downtown and not on the highway.
- Property owners were nervous about the declining downtown at that time.
- Had an old farm house on the lot and didn't see a residential opportunity right on the highway.
- It does not make a difference where you are located – common goals.
- Not that people don't want to shop in Wayne but going to Sioux City or Norfolk is a form of entertainment

- Hard to compete with price and selection of the larger chain stores
- Retail can't always just cater to the college student population because there are 3 months that drop off but if they had jobs here then they would maybe stay through the summer.

Downtown
- Has been a struggle for downtown retail. (2)
- Glad that Main Street will be redone.
- Want the community to look progressive and clean and the downtown work will help with this.
- Have a very active Main Street program.
- Downtown looks good and vacancy is low.

Wayne State College
- College has new president and dean of admissions.
- The college is not seeing the upper-class retention that they would like.
- Enrollment has dipped some, the freshmen class is up 8% this year with over 500 students graduating last year; attracting a lot of new students.
- Done a lot with advertising and marketing and have hired a recruiter for Omaha and Lincoln. These markets are close to students but far enough away.
- Quality of students is still increasing – fastest growing area is liberal arts, which has helped with increased ACT scores. With the pre-professional program you are guaranteed a spot at the Med Center
- Percentage of non-traditional students is now down to 10%; this is effected by the economy – when the economy is doing well the number of non-traditional students goes down.
- About 600 students that aren't actually on campus.
- College could handle 4,000 students and could handle 1,600 in the dorms.

Senior Community
- Wayne would be a great place to retire with facilities and the cultural and sports activities offered through the college.
- Seniors are a lot younger in their attitudes – they are working a lot longer.
- The senior center has a huge volunteer pool and not seeing them until they are older; volunteer numbers are affected by the activity level of the younger seniors.
- Senior dementia and Alzheimer is becoming a bigger issue.
- Seeing senior services population declining in the next few years then a huge swing up with the baby boom.
- Need for home health and other senior services – a lot of programs are income based or skilled nursing so there is a group of people falling through the cracks.
- Work with a senior center organization that has about 45 members and a lot of them in the smaller communities are struggling.
- The city has been very supportive including a new city facility
- Have talked about senior brochure for why to move here.
- The Oaks Retirement Community wants to explore getting the college more involved on an educational level.
- Would like to see the college offer classes at the Oaks – attract a younger group into the facility.
- The Oaks population is becoming more and more elderly because people aren't moving into the independent living apartments until their late 80s. The new townhomes are acting as

the transitional housing for many residents.
- For this reason they will be adding more services for those in the independent living units.
- The kids do a great job volunteering with the seniors.
- The Oaks has 35 assisted living and 46 independent living units
- Monthly cost: bottom is $49 a day to $65 for independent; assisted living is $62.50 to $79.50; its very inclusive; only thing not included in independent units is phone service.
- It is a for-profit organization with a board
- 90% of residents are from Wayne; 10% would be from surrounding small towns; a few are here because they have kids here.

School System
- The Tower School – provides for students with more involved disabilities; from around 9 communities; service about 25 schools with Wayne the second largest.
- Specialized services that the schools can't do themselves
- Work with WSC for staff development and graduate level classes
- Also work on some grant activities including having professors as instructors
- Also work closely with Wayne community schools
- Provide internet services to all the schools districts except Wayne because they go through WSC
- Wayne provides great services from senior to early child care

Wayne Neighborhood Workshops

Northwest Neighborhood

Major Aspects
- Most single-family
- Some rentals but housing in good condition
- Range of housing styles
- Traffic density along Sherman, 10th and Pearl Streets is a concern
    - Have commuter lot for students but its $35 for a parking sticker
- Do not have the businesses around the college like other college towns
    - Zoning is one of the issues; need some flexibility.
- Over night parking is prohibited.
    - Can be more of a disturbance; parking on lawns now
    - Limiting parking on the terrace could increase traffic problems
- Area west of Fairacres needs good access before it develops
- Sherman should not be a collector street
- Need better sidewalk system
- Home built by empty-nesters now have families in them – need better sidewalks for these families.
- Have to build more streets with additional access to the south
- Plan for existing value of existing neighborhoods
- Possible extension of Oak Drive to the north
- Drainage issues on the western edge
- No storm sewers in Westward
- Two-lane streets with sidewalks in new developments

- Infrastructure needs to grow with population
- Growth can happen with sprawl or higher densities
    - o Maybe having higher density areas around the college along with businesses
- 80% of housing from 8th to 10th along Pearl is rentals for students
- Some feel that single-family conversions should be fought but also a concern that the city does not what to seem unfriendly to students
    - o Concern that there is already a perception that the city is not welcoming to students already.
- Zoning in this area will be important
- Student housing is maybe that is the natural progression of the area
- Conflicts are more in R-2 and R-3; need to protect R-1 zone
- Not opposed to growth in the area north and west but it should address the need
- College students are not always bad neighbors
- Families are not always renting because they will buy and land lords can make more housing students then a family.
- A rental awareness program for students is needed

City-wide

- Need more retail growth, possibly a big box or variety of businesses
- Wayne needs to be flexible to take advantage of opportunities
- Need more mixed use destinations – people walking to destinations
- College could be the center for future growth
    - o What is the college's future plans
    - o Business development around the college
    - o Service or intellectual businesses that can locate anywhere
- Need to encourage students to get involved with the community
    - o Would like to interest them in staying year around.
    - o How much can the city absorb? Need the employment base to absorb employees
    - o Need for jobs to employ students and encourage them to stay; develop jobs in the areas of computers and electronics
- Two blocks on each side of Main Street that merges neighborhoods and the school.
- Protect the R-1 but some areas can have some mixed-use opportunities
    - o Mixed use zoning around the college
- More businesses were around the college at one time
- Focus on quality-of-life to attract families and businesses
- Could be a bedroom community
- Economic development should be a city/county initiative
- Is the mobile home market being met or is there more of a demand for this type of affordable housing.

Southwest Neighborhood

Aspects of the Neighborhood

- Like old established town – the historic nature of the area – the character of the area
- Like the overall size of the town – small town atmosphere
- Concerned about area West of Oak Drive and north of 3rd
- County Fair grounds would be the only developable area
- Area south of Grainland Road is mostly in the floodplain

- The school system is very good
- Diversity of the town is changing – now have about 15 ESL students
    - See this diversity continuing to grow
- WSC has good international students
- K-12 has to be strong to attract new growth
- Some apartment buildings in the neighborhood
    - Bigger multi-family units do not have as many conversions
- Surprised at how high the housing values are in town
    - A lot higher than surrounding communities
    - Dairy provides housing on site
- Hispanic families like family life here better then some other communities – quality of life is better
- Faculty often live in surrounding area because of taxes
    - 40% live outside of town
    - Would like to see faculty participate in the community more
    - They are shopping outside of town also
- Good community with good education – concern about increased drug use.
- The southwest has no place to grow unless you go north of the highway
- The Floodplain change is not going to effect the western side of the community

Airport
- Property owner to the east, might want to develop water and sewer there
- Could be some residential development
- Large area south of the highway is blocked by approach zone
- No one really has interest in selling

Residential
- 64 lots in new development areas
- no lots available under $30,000
- Can have up to 4 un-related people living in a house.
- Northwest section would be ideal for residential land
- Sherman will always be the feeder street for the existing area.
- Houses set back further on the west side.
- Oak Drive will extend depending on development of the land to the north

Commercial Development
- Providence Road development will be mostly office space
- Most retail development along the Highway with specially shops and offices in the Downtown
- New businesses will help build additional businesses; economy of scale
- Prefer not to see the Big Box; can't make up for the contributions to the community that the smaller businesses provide, including donations.
- Development hasn't gone to the west (toward Norfolk) because the land is a lot rougher, land to the east is flatter with less development costs; area to the west also has some drainage issues.

Downtown
- Multiple uses for one building could help

- Downtown area homes that could be quaint little shops
- Housing in the downtown cold be the survival
    - Buildings with housing go in the $100,000 range
- Where are they going to park; develop municipal owned parking lots; pay a fee to park in the lot
- 24 hour parking is an issue downtown but not so much in rest of the town; city's held hostage by snowstorm
- First National Bank is moving to 7th Street making that space available

Parking
- Current parking regulations keep students from using areas as permanent lot
- Need to address parking in some areas of the city
- Limiting amount of time they park there
- Some areas need to have 24 hour parking – some are not feasible but some are
- Rental association has debated off-street parking
- A lot of units have the room in the driveway for parking but not as convenient

Community Amenities
- The activity center was set up to have a pool extension if the city needed it.
- The city will need to improve the outdoor pool or invest in an indoor pool.
- Park area along the floodplain south of Grainland
- Need to extend the trail plan be included in this area.
- Observatory by the lagoon needs to be repaired
- Trails are an important community asset
- The creek should be developed as a greenway
- The fitness trail at the college is heavily used.

Northeast and Southeast Neighborhoods

Aspects of the Neighborhood
- Quiet and a good place to raise kids
- In the southeast the dead-end streets keep things quiet
- The southeast area has affordable housing
- Family oriented neighborhood
- Riley's is really loud; music vibrates windows a half block away
- The walking trail is good for the area
- Property taxes are lower in the southwest

Infrastructure
- Concern about widening Windom Street; concerned it will be like Logan with faster traffic
- Sewage treatment plant needs to be located away from the city
- Lagoon only functions as an overflow
- Treatment plan smell limits the potential of the area
- Question the need for the parking lot on Logan

Housing
- Would like to see more housing in the southeast; area has a lot of potential because its flat

Development Opportunities
- More businesses in the area
- People are interested in home occupations in the southeast
- Businesses are leaving downtown
- Seeing more businesses in the college – what does this mean for downtown
- How do you link the downtown and WSC
- Need to capture worker population – selling community quality
- Need to develop better standards/criteria for using TIF

Jurisdictional Residents

October 24, 2005

- Questions/concerns regarding traffic volumes and speed
- Last traffic counts were done in 2000
- Concern about traffic loading on county roads versus the highways
- Concerned that the support infrastructure is there for new developments
- Questions regarding the consideration of annexation in the Plan – annexation will be evaluated in detail.
- Concern about the location of a Highway 35 expressway
- Issue of variety and the influence of development on existing ag uses.
- Protection of rural resources and character is a big concern
- The idea of a large lake north of town has been proposed in the past – not yet considered in the plan update.
- They don't want to see taxes increase – they have tripled in the last few years
- Growth in Wayne is good
- Storm drainage in adjacent areas is a concern
- City needs more businesses instead of Main Street casualties.
- Concern about Highway development – do they even want it

Wayne County Commissioners

December 1, 2005

- Development in the northeast could create drainage issues
- The northwest drains down into the school or into the Golf Course
- Major construction could increase drainage issues
- Development in the Dorcey addition could create traffic issues
- Concerns with East 21st Street
- Wayne would almost have to double in size before it would really create road concerns for the county
- Trying to build low and moderate income houses down by the elevator
- Lot prices need to be lowered – it's hard to find a lot under $20,000; this is what they need for housing expansion or development pressure could be pushed out onto county roads.
- Land owners north of town are currently not interested in development.

Focus Group Meeting – 20 & 30 Year Olds

January 9, 2006

Twenty-five attendees at the meeting and only 3 were originally from Wayne

Positives/Reasons For Moving to Wayne

- School system was a reason to move to Wayne
- Wayne provides the jobs they need and family is often in the area
- WSC connection with the community is also important reason for coming to Wayne but the connection to students is not always made.
- Small town feel is good
- Not a lack of employees with the students.
- College, school system, and safe and trusting community all make Wayne very appealing
- Community intimacy is good
- Good industries in the community

Retail and Downtown

- Need for affordable retail
- Only Discount Furniture works with community members
- Commercial buildings are not moving either.
- College Mall project is not filling up – 5 empty spaces
- Another strip mall north of 7th Street is being proposed while College Mall isn't filling up.
- Traffic load is better on 7th Street and better for retail
- Need specialty shops
- Downtown employees parking in front of businesses are a problem.
- Pamida is not very attractive
- A gun/shop or hunting shop could be a good specialty store.
- Need to think of big box as an attractor, Wal Mart might not be a bad thing
- Need for a family restaurant. The coffee shop is good but not filling the need for family dining.
- Some good businesses like the Diamond Center

Housing

- Jobs are an issue
- Salary compared to cost of housing
- Pricing and availability of housing is an issue. A lot of $40,000 and $200,000 homes but not a lot of middle priced housing
- CHODA program is great but if the house has been rented in the last 6 months it is disqualified.
- There is a gap between the existing housing market and households that can qualify for the CHODA programs
- Selling houses on contract should be done more
- Need better priced lots

Community Wide Issues

- Property taxes are another issue
- Police and fire are a third of the budget, mostly because of the college
- Need more tax payers in the community
- Need to attract residents into the community that work here, city officials and college staff

often live outside the city. Estimate that 50% of College staff live outside Wayne
- The freeway is very important to the city
- Transportation into the community is expensive for bringing in goods