

CHAPTER THREE: ISSUES AND OPPORTUNITIES

III. ISSUES AND OPPORTUNITIES

A. POPULATION TRENDS AND FORECASTS

As of the 2000 Census, the Village population stood at 1,732. This marks a 3% increase in population since 1990, and marks a slight recovery from the 1980s when the Village experienced a net population loss of 8.5%.

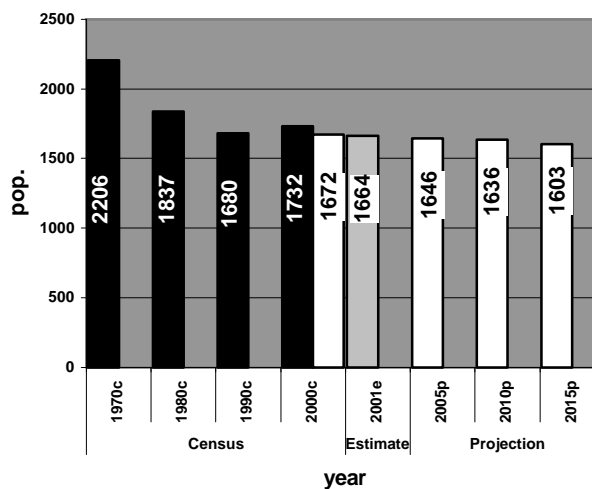
Population projections performed by the Department of Administration suggest that the Village’s population will decline by about 2% by 2010, and by an additional 2% by 2015. These projections seem to reflect the lower actuarial “survival” rates of the community’s largest age group – those between 45 – 60 years of age.

It should be noted that the DOA population projection for the year 2000 (on which the projections for 2010 and 2015 were based) was a full 3.5% (60 persons) less than the official 2000 Census count. Therefore the exact population projections should be used with caution even though the downward population trend, expressed as a percentage, may still be valid.

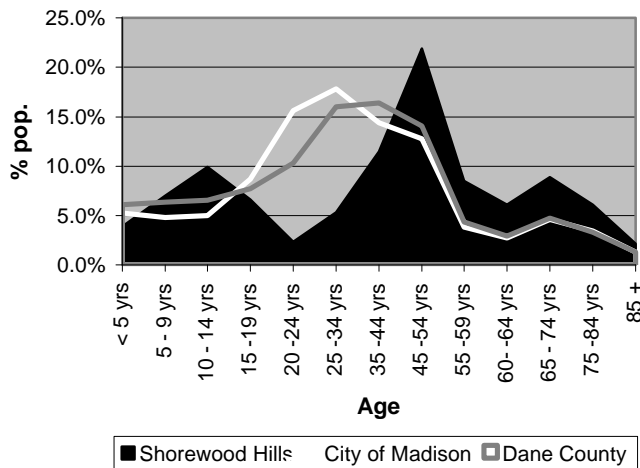
The age distribution of the Village’s population is shown in the graphic to the right. It shows that compared to the City of Madison and Dane County, the Village has significantly more individuals over 55, and children between the ages of 10 and 15.

The median age in the Village is 46.8 years (2000 Census).

DOA Population Projections - Shorewood Hills -- 2015



Age Distribution 2000 Census



Village of Shorewood Hills and Surrounding Communities Summary Statistics, Census 2000

	Shorewood Hills	Village of Maple Bluff	City of Middleton	City of Madison	Dane County
Median Age	46.8	44.8	36.2	30.6	33.2
Avg. Household Size	2.59	2.51	2.21	2.19	2.37
Median Household Income	\$122,879	\$111,400	\$50,786	\$41,941	\$49,223
BA or Higher	81.8%	77.4%	50.3%	48.2%	40.6%
Owner-Occupancy	93.4%	95%	51.8%	47.7%	57.6%
Median Home Value	\$311,300	\$278,600	\$176,400	\$139,300	\$146,900
Households w/ persons over 65	30%	29.4%	15.5%	15.1%	15.8%
Households w/ children under 18	37.2%	32.3%	28.9%	23.3%	30.3%
Percent White	94%	97.8%	90.7%	84%	89%
Single person households	18%	19%	34.5%	35.3%	29.4%

B. DEMOGRAPHIC TRENDS

1. HOUSEHOLDS

As of the 2000 Census, there were 640 total households in the Village with an average household size of 2.59 persons. Family households with children under the age of 18 comprised 36.7% of this total, while households with at least one person over the age of 65 accounted for 29.7% of all households. Female heads of household, with at least one child under the age of 18 made up just over 4% of all households in the Village.

It is interesting to note that compared to the County and the City of Madison, the Village has a larger household size, and almost twice the percentage of households with persons over 65 years. The Village also has a significantly higher percentage of households with children, and markedly fewer single-person households (2000 Census).

2. SCHOOL ENROLLMENTS

Among Village residents over 3 years old, 529 are students. This figure includes all students from preschool to university graduate level. Many of these (253) are students enrolled in elementary school (grades 1-8). Current enrollment at Shorewood Hills School is 429 students. This marks an 11% reduction in enrollments since the 1989-1990 school year. Nearly 40% of current students are either in kindergarten or the first grade.

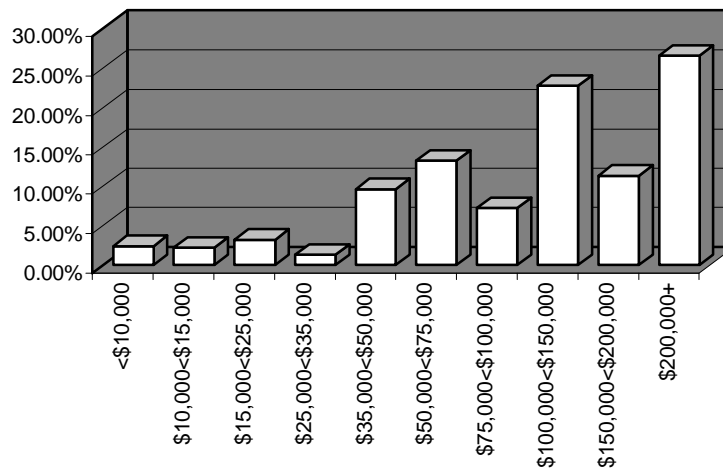
Shorewood Hills Elementary School Student Body Demographics 2002-2003 Academic Year

	Kinder- garten	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Totals	Percent of Total
Gender								
Males	45	40	42	24	32	35	218	51%
Females	36	39	41	34	20	41	211	49%
Residence								
Shorewood Hills/Madison	30	25	34	31	17	35	172	40%
U Housing/Eagle Heights	51	54	49	27	35	41	257	60%
Ethnicity								
Native American	0	1	0	1	1	1	4	1%
African American	2	2	3	1	2	4	14	3%
Hispanic	4	5	9	4	6	6	34	8%
Asian	37	38	30	19	20	25	169	39%
Caucasian	38	33	41	33	23	40	208	48%
Class Totals	81	79	83	58	52	76	429	100%
Enrollment Projections								
	Kinder- garten	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Totals	Percent Increase
2003-2004	83	80	82	79	59	54	437	2%
2004-2005	83	83	79	81	79	58	463	6%
2005-2006	90	83	82	77	80	79	491	6%
2006-2007	90	90	82	80	77	80	499	2%

3. EDUCATIONAL ATTAINMENT

With almost 60% of Village residents over the age of 25 possessing a graduate or professional degree, the community demonstrates unusually high educational levels. Census figures further reveal that only 6 Village residents over the age of 25 never completed high school or its equivalent (*2000 Census*).

**Shorewood Hills Household Income Distribution
2000 Census**



4. INCOME

Along with high levels of education, Village residents enjoy unusually high incomes as shown in the graphic to the right. Median household income in the Village stood at \$122, 879 as of the 2000 Census.

C. EMPLOYMENT TRENDS AND FORECASTS

Occupational Characteristics: Source: 2000 Census

Sixty one percent of Village residents over the age of 16 are classified as active participants in the labor force as of the 2000 Census. Only 0.3% were reported as unemployed. (2000 Census)

Occupational Group	# Workers	Percent
Trans/Warehousing/Utilities	7	0.9%
Construction & Mnfg.	59	7.5%
Wholesale & Retail Trade	70	9.2%
Finance/Insurance/Real Estate	45	5.7%
Information	37	4.7%
Professional/Scientific/Mgmt/Admin.	47	6.0%
Education/Health/Social Svcs.	435	55.3%
Arts/Entertainment/Rec./Food/Other Svcs.	42	5.4%
Public Administration	45	5.7%

The vast majority of Village workers (83.6%), are employed in management or professional occupations. Reflecting the dominant influence of the UW and State government in the regional economy, over 55% of Village workers are employed in the fields of education, health care, and social services, with just under 50% of Village workers being classified as government workers. (2000 Census)

Employment forecasts at the Village level are not currently available. However, figures available through the Wisconsin Department of Workforce Development (WisDWD) indicate that county-level employment increased in all sectors of the Dane County economy from 1992 to 1997. The aggregate increase in employment for Dane County during this period was approximately 15%, with jobs in the construction sector experiencing the greatest net increase. Given the current economic

recession, and the Village's white-collar dominated workforce, these figures may be of only limited relevance with respect to the near-term employment outlook for the County and Village.

Due to the governmental/ institutional makeup of the Madison area economy, the region has been remarkably resistant to economic downswings. Moreover, it is widely believed that the region's burgeoning biotech, medical research, and other "creative" sectors are expected to foster robust economic growth well into the future. According to county-level forecasts, employment in Dane County is expected to increase by an additional 1.5% between 2002 and 2003. Over the longer term, employment in the Madison metropolitan area is projected to increase by 26% over the next 20 year, with jobs in the service sector experiencing the greatest increase. (*Woods and Poole Economics Inc.*)

D. KEY PLANNING ISSUES AND OPPORTUNITIES

Listed below are a number of key planning issues that presented the impetus, context, and focus for this planning effort. These issues were the major topics of discussion during the Community Goal-Setting/Vision Forum held in January of 2002.

1. COMMUNITY CHARACTER

As noted above, a key component of the self-understanding of Village residents is those aspects of Village life, both interpersonal and physical, that make life here uniquely pleasant. This is at the heart of what residents seem to mean when they use the phrase "Community Character." And it is Community Character that residents seem most concerned about preserving. ~~the Village is a historic community of rare natural and architectural qualities. Tear-downs~~ Home reconstruction, traffic, and increased development intensity in and near the Village has threatened to undermine the Village's charm and identity.

2. STORM WATER MANAGEMENT AND FLOODING

Increased development in upgradient locations has increased the frequency and severity of local flooding. Corrective measures that have been considered include both engineered and planning-based ('green') techniques. Substantial volumes of stormwater runoff originate from outside the Village. ~~Present efforts and future planning continue to attempt to address these issues.~~

3. HOUSING CHOICE/AFFORDABILITY/SENIOR HOUSING

The Village's historically high housing costs have spiked dramatically in recent years pricing many families, including seniors, out of the local housing market. The Village's aging population is increasingly facing the prospect of having to leave the Village in order to find housing that meets fixed incomes as well as downsized lifestyles/life-stages.

4. TRANSPORTATION

Increased development along the edges of the Village, and points both east and west, has increased traffic along University Avenue. ~~University Avenue is now a primary east-west arterial accommodating an estimated 55,000 vehicles per day. Non-local traffic has also increased along certain Village Streets. This is due, in large measure, to ongoing west campus expansions developments. Traffic to and from these new facilities seek alternatives to the worsening traffic on University Avenue and Village streets often bear that burden.~~

The increasingly regional orientation of Village businesses **also contribute to increasing traffic on Village Streets**. Commuter rail has emerged as a potential regional transportation option.

5. CHANGES IN LAND USES

~~Aging housing, flooding problems, and mounting development pressures along the entire University Avenue corridor suggest that certain areas along it may experience redevelopment during the life of this Plan. The Garden Homes and Doctor's Park in particular, may be ripe for this type of activity. Over the life of this Plan, the Village will undoubtedly be faced with the need for alterations in the way land is used. Aging housing, flooding problems, mounting development pressures, and market demand may drive consideration of such changes. As a result, land use changes could be considered anywhere in the Village. Those areas closest to University Avenue may be most susceptible to such pressures. The Plan seeks to identify what areas are likely to be most vulnerable and to take measures to ensure that the land is used in the best interest of the Village and its residents with the underlying concept of Community Character as the starting point. the new uses will be, and provide suggestions for building design. More fundamentally, the Plan must address how and if to replace change affordable housing in the later, and commercial office space in the former.~~

6. INTERGOVERNMENTAL COOPERATION

The community realizes that solutions to many of the key issues identified above will require cooperation and concerted planning among neighboring jurisdictions; especially in the areas of traffic and stormwater management. ~~Further, the State recent budget crisis has caused the legislature to consider drastic cuts or even elimination of the State's revenue sharing program. Municipalities around the State are endeavoring to convince the legislature of the effectiveness and efficiency of the program. Toward that end, the officials of the City Madison, Dane County, and other local officials from around Dane County have begun a series of meetings to acknowledge intergovernmental efforts already underway as well as exploring potential areas for further cooperation.~~

E. OVERALL GOALS, OBJECTIVES, AND POLICIES

Each element or chapter of this Plan concludes with a series of goals, objectives, and policies that address that specific element. Each goal, objective and policy has been reviewed to make sure that it is internally consistent with the goals, objectives, and policies of other Plan elements. Together, they offer a picture of a desired future, and a path to achieve that future.

The goals, objectives, and policies listed below provide a general policy framework for the specific Plan elements which follow this chapter. Many of the listed objectives are also goals for specific elements of the Plan.

The ideas behind the words originate from the public visioning/goal-setting forum held in January of 2002. They were subsequently distilled and refined during the many Plan Commission worksessions culminating in this Plan.

1. GOAL: Preserve the sense of community life where people live, work, shop, go to school, play, socialize, and participate in decision making.

Objectives:

1. Preserve and protect the natural and manmade character of the Village through responsible public stewardship; active citizen involvement; and cooperation with surrounding units of government.
2. Protect, enhance, and strengthen, the charm and character of Village neighborhoods.
3. Know your neighbor and contribute to your community.
4. Increase volunteerism.
5. Reduce pollution impacts to Lake Mendota, originating in the Village, ~~to zero.~~
6. Encourage community participation in planning.
7. Promote diversity.
8. Manage physical and financial resources wisely.

Policies:

~~Promote and facilitate community-compatible redevelopment plans.~~

1. Attract businesses that serve community needs.
2. Protect natural environment including mature trees.
3. Maintain parkland and replant trees.
4. Expand/improve recreational access to lakeshore.
5. Maintain level of Village services.
6. Promote mass transit.
7. Expand housing choice and availability for diverse age/income groups.
8. Work constructively with the UW and City of Madison in resolving issues of mutual interest.