



City of Stoughton Comprehensive Plan Update

Kickoff Meeting – July 19, 2016

What is a Comprehensive Plan?

- State Smart Growth Legislation (1999)
- Define the desired type, location, and appearance of future development
- Preserve and enhance residential neighborhoods and property values
- Preserve and enhance quality of life
- Incorporate future transportation and utility projects into land use decisions
- Promote efficient development
- Serve as a guide and provide direction

Project Overview

- Plan Commission Leadership
- Demographic & Background Data
- Update maps, including Future Land Use Map
- Redevelopment Sites
- Stakeholder Involvement

Stakeholder Involvement

- Public Participation Plan
- Community Survey/Questionnaire
- Community Visioning Workshop
- Plan Commission Meetings (3)
- Draft Plan Review Open House
- Joint Plan Commission & City Council Public Hearing: March 2017



Overview of Key Trends

Trends

- Population
- Demographics
- Housing
- Education
- Employment

Population Trends

- 2014 Population Estimate: 12,886
- Population continues to increase in Stoughton
- Slower growth than other Dane County communities and the County as a whole

	1990	2000	2010	2000-2010	% Change
Stoughton	8,786	12,354	12,611	257	2.1%
Oregon	4,519	7,514	9,231	1,717	22.9%
Waunakee	5,897	8,995	12,097	3,102	34.5%
McFarland	5,232	6,416	7,808	1,392	21.7%
Dane County	367,085	426,526	489,013	62,487	14.7%
Wisconsin	4,891,769	5,363,715	5,686,986	323,271	6.0%

Population Projections

	Population Projection	Description
1	Wisconsin Department of Administration	Provided by the DOA
2	1970-2010 Historic Growth Rate Trend	based on <u>40-year</u> average annual growth rate (1.88%)
3	1990-2010 Historic Growth Rate Trend	based on <u>20-year</u> average annual growth rate (1.92%)
4	First Tier Metro Historic Growth Rate Trend	based on 1990 to 2010 (20-year) average annual growth rate (3.42%) for the "First Tier Metro" communities: Cottage Grove, DeForest, McFarland, Oregon, Stoughton, Sun Prairie, Verona, and Waunakee
5	Blended Projected Growth Rate	based on the average of the DOA and 20-year growth rate (1.23%)

Population Projections

		2014 Estimate	2020 Projection	2025 Projection	2030 Projection	2035 Projection	Projected Growth Rate: 2014- 2035
1	Wisconsin Department of Administration	12,866	13,130	13,490	13,800	13,970	+8.6%
2	1970-2010 Historic Growth Rate Trend	12,866	15,195	16,679	18,308	20,097	+56.2%
3	1990-2010 Historic Growth Rate Trend	12,866	15,253	16,775	18,449	20,290	+57.7%
4	First Tier Metro Historic Growth Rate Trend	12,866	17,644	20,869	24,685	29,198	+126.9%
5	Blended Projected Growth Rate	12,866	14,251	15,150	16,105	17,120	+33.1%

Age

- Median age continues to increase
- Percent of population over 65 is steady, though expected to increase

	Stoughton		Dane County		Wisconsin	
	2000	2010	2000	2010	2000	2010
Median Age	35.2	39.2	33.2	34.4	36	38.5
% Under 18	28.3	25.1	22.6	21.7	25.5	23.6
% 65 and Over	14.3	14.6	9.3	10.3	13.1	13.7

Household Characteristics (2010)

- Comparable with the rest of the state and Dane County
- Dane County has a lower average household size and lower percentage of households with seniors

	Stoughton	Dane County	Wisconsin
Total Housing Units	5,419	216,022	2,624,358
Total Households	5,133	203,750	2,279,768
Average Household Size	2.41	2.33	2.43
% Single-person household	29.4	30.5	28.2
% with individuals 65 years and older	23.5	17.6	24.0

Housing Types

- Overall proportion of single family development increasing in Stoughton

	2000		2015	
	# Units	Percent	# Units	Percent
Single Family	3,316	67.4%	3,805	69.9%
Two Family/Duplex	498	10.1%	540	9.9%
Multi-Family	1,106	22.5%	1,099	20.2%

Housing Development, 2005-2015

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	TOTAL
Single Family Units	40	16	15	5	1	8	1	9	17	15	16	186
Two Family (Duplex) Units	4	12	6	6	0	0	0	0	2	2	2	42
Multifamily Units	0	51	8	0	0	0	33	0	0	0	7	103
Total Units	44	79	29	11	1	8	34	9	19	17	25	331

School District Enrollment

Stoughton Area School District

- School enrollment is decreasing, despite slight population increase
- Likely due to smaller household sizes and aging population

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Total Enrollment	3,432	3,336	3,411	3,392	3,379	3,333	3,290	3,232	3,190	3,162

Housing Characteristics (2014)

- Stoughton is an affordable option in Dane County
- Even when adjusted for inflation, home values and rents have increased in Stoughton since 2000

	Total Housing Units	% Vacant	% Owner-Occupied	Median Housing Value	Median Rent
Stoughton	5,419	2.8	65.9	\$181,400	\$721
McFarland	3,327	2.0	73.9	\$240,100	\$843
Oregon	3,949	4.3	68.2	\$216,900	\$743
Sun Prairie	5,419	2.8	65.9	\$181,400	\$721
Dane County	218,696	4.5	58.8	\$229,000	\$813

Housing Affordability Ownership Units

- Stoughton has a healthy supply of affordable housing for the average person
- 2010 Area Median Income (AMI) for Stoughton: \$61,235
- 2010 Area Median Income (AMI) for Dane County: \$60,519

Ownership Units	Stoughton	Dane County
Percent Ownership Units Affordable for Households at 50% AMI	2.9%	2.1%
Percent Ownership Units Affordable for Households at 80% AMI	21.4%	13.2%
Percent Ownership Units Affordable for Households at 100% AMI	37.7%	27.5%

Housing Affordability

Rental Units

- Stoughton has a healthy supply of affordable housing for the average person
- 2010 Area Median Income (AMI) for Stoughton: \$61,235
- 2010 Area Median Income (AMI) for Dane County: \$60,519

Rental Units	Stoughton	Dane County
Percent Rental Units Affordable for Households at 50% AMI	8.4%	5.0%
Percent Rental Units Affordable for Households at 80% AMI	46.0%	30.1%
Percent Rental Units Affordable for Households at 100% AMI	80.1%	71.3%

Income and Buying Power

- Incomes have risen since 2000...

	2000 Median Household Income (2000 dollars)	2014 Median Household Income (2014 dollars)
Stoughton	\$52,797	\$57,813
Dane County	\$49,223	\$62,303
Wisconsin	\$43,791	\$52,738

Income and Buying Power

- But buying power is down when accounting for inflation

	2000 Median Household Income (2016 dollars)	2014 Median Household Income (2016 dollars)
Stoughton	\$73,902	\$58,863
Dane County	\$68,900	\$63,435
Wisconsin	\$61,296	\$53,696

Employment Industries

Industry	% of Labor Force (2000)	% of Labor Force (2014)
Educational services, and health care and social assistance	22.9%	30.1%
<i>Manufacturing</i>	<i>18.4%</i>	<i>12.0%</i>
Retail trade	10.5%	10.7%
Professional, scientific, and management, and administrative and waste management services	5.2%	8.8%
Construction	6.8%	7.0%
Finance and insurance, and real estate and rental and leasing	10.0%	6.6%
Arts, entertainment, and recreation, and accommodation and food services	6.0%	5.9%
Public administration	4.8%	5.6%
Transportation and warehousing, and utilities	3.6%	3.9%
<i>Other services, except public administration</i>	<i>5.6%</i>	<i>3.8%</i>
Wholesale trade	3.2%	3.0%
Information	2.5%	2.5%
Agriculture, forestry, fishing and hunting, and mining	0.6%	0.3%



Questions?

Next Steps

- Community Workshop: September 20 or 27
- Community Survey Distribution
- Next Plan Commission Meeting: likely October

City of Stoughton Comprehensive Plan

Map
6a

Planned Land Use

- Planned Stoughton Urban Development Area**
- 2010 Urban Service Area
- 2012 Minitigo Boundaries

Planned Land Use

- Agriculture/Rural
- Barbed Residential
- Single Family Residential
- Two Family Residential
- Mixed Residential
- Planned Neighborhood
- Central Mixed Use
- Planned Retail Use
- Planned Office
- Neighborhood Office
- Planned Business
- Neighborhood Business
- General Business
- Planned Industrial
- General Industrial
- Landfill/Construction
- Institutional
- Public Open Space
- Environmental Corridor*
- Surface Water
- Right of Way



1. Single Family
2. Two Family
3. Mixed Residential
4. Institutional
5. Neighborhood Office
6. Neighborhood Business
7. Public Open Space

*Where on map, present general recommendations for future land use. General boundaries between different land use types will be based on map data and may vary somewhat from representations on this map.

**Environmental Corridor depicted on this map are generalized boundaries of environmental features identified on a map by the DNR and the Dane County DEP. These generalized boundaries are refined through consultation on site legislation at the time of final decision and site plan review.

** See TMAP 2 for Average Totals.



Approved May 31, 2011
Amended June 26, 2012

Source: Dane County LDC, City of Stoughton

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