

20-YEAR COMPREHENSIVE PLAN 2016 Update

Natural, Agricultural, and Cultural Resources;
Housing; Land Use; and Action Plan Elements

At a Glance

The Bay-Lake Regional Planning Commission (BLRPC) comprehensive plan update was initiated in an effort to provide its 185 units of government with an updated guide for local land use planning efforts and to meet the requirements within s. 66.1001, Wis. Stats.

This plan update contains relevant amendments to select elements (i.e., Natural, Agricultural, and Cultural Resources; Housing; Land Use; and Implementation) of the Commission's initial comprehensive plan that was completed in 2005. The amendments, which are a supplement to the 2005 plan, include updated demographic data, current and potential development/preservation issues, along with strategies that aim to maintain and enhance the numerous features that make up the BLRPC's eight county region.

The strategies of this regional plan update were generated by utilizing the comprehensive planning efforts of the BLRPC's counties and communities, along with the combined knowledge of advisory committees and interest groups who are informed about the Region. Additionally, responses were utilized from a survey that was distributed to all 185 units of government in the Bay-Lake Region. Since the Region is composed of many diverse and often divergent interests, the result is a multitude of regional goals and objectives that will help prepare communities to take advantage of future opportunities. With updated goals and objectives, along with the projected population and housing growth through 2040, the BLRPC also revised its future land use strategy, future land use map (i.e., 20-Year Land Use Plan), and implementation plan.

2010 Population: 577,147

287,510
Median Age: 43.7 years

Education Levels
Age 25 & Over:

- 91% of the Region's residents have a high school diploma or higher.
- Nearly 20% of residents have a bachelor's degree or higher.

Median Household Income: \$50,097

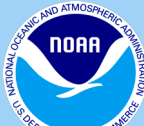
- 11% of the Region's population is living in poverty.

ACKNOWLEDGEMENT

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WCMP Agreement #AD159982-016.16

WISCONSIN COASTAL
MANAGEMENT PROGRAM

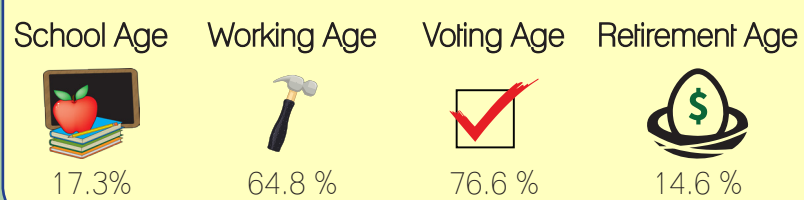


Demographics

Bay-Lake Region Population Trends

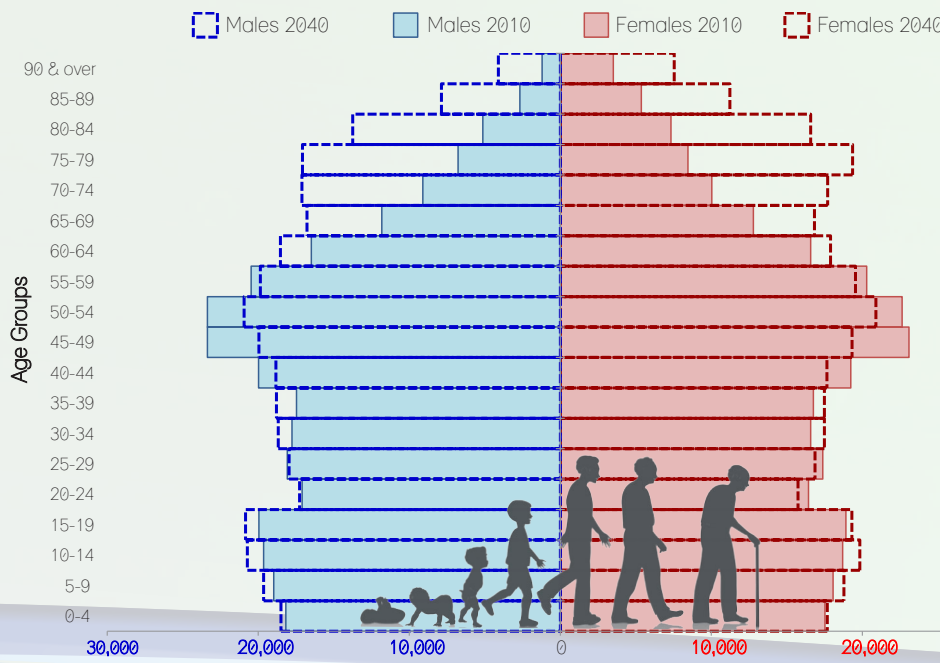
Area	US Census - Population Trends			
	1980	1990	2000	2010
Brown	175,280	194,594	226,778	248,007
Door	25,029	25,690	27,961	27,785
Florence	4,172	4,590	5,088	4,423
Kewaunee	19,539	18,878	20,187	20,574
Manitowoc	82,918	80,421	82,887	81,442
Marinette	39,314	40,548	43,384	41,749
Oconto	28,947	30,226	35,634	37,660
Sheboygan	100,935	103,877	112,646	115,507
Bay-Lake Region	476,134	498,824	554,565	577,147

Age Distribution:



- Door and Florence counties have the Region's highest percentage of retirement age population at over 20%.

Bay-Lake Region Age-Sex Pyramid 2010 Census & 2040 Projections

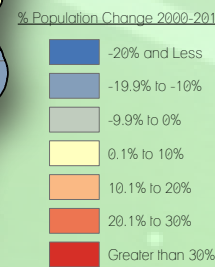
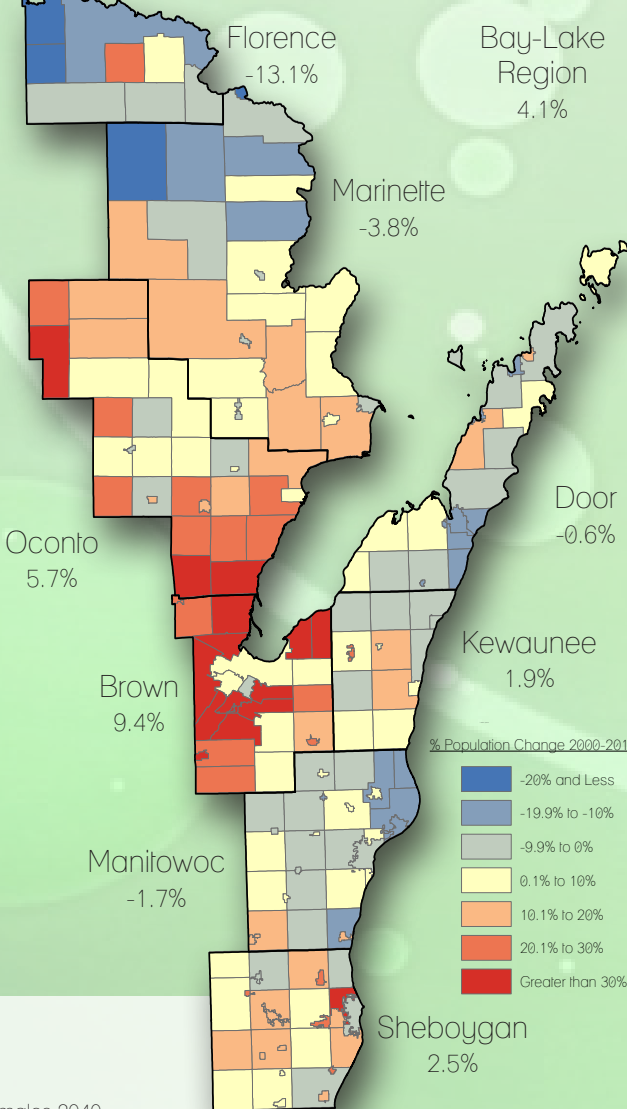


Bay-Lake's Minority Population*

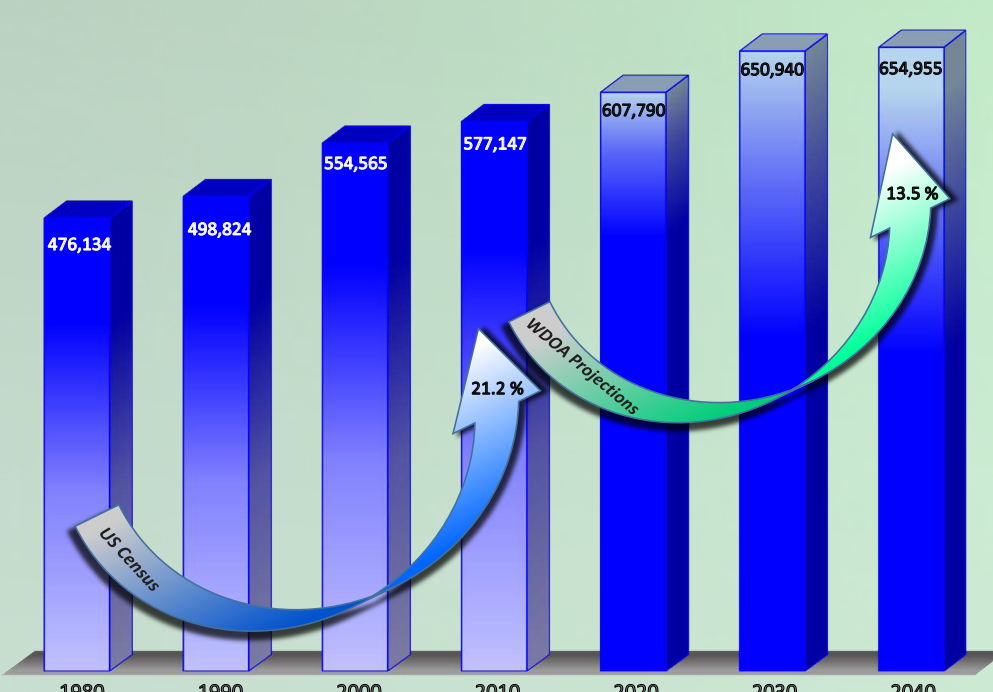
2000: 7.4%
2010: 11.6%
Hispanic or Latino experienced a 96% increase in the Region from 2000-2010.
Minority population concentrations found in urbanized areas of Green Bay, Sheboygan, and Manitowoc.
* Minority population includes all persons of minority races as well as persons who are White alone with Hispanic or Latino origin.

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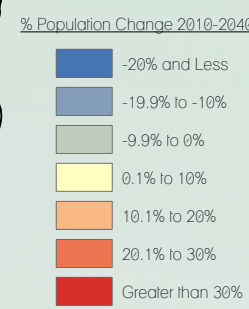
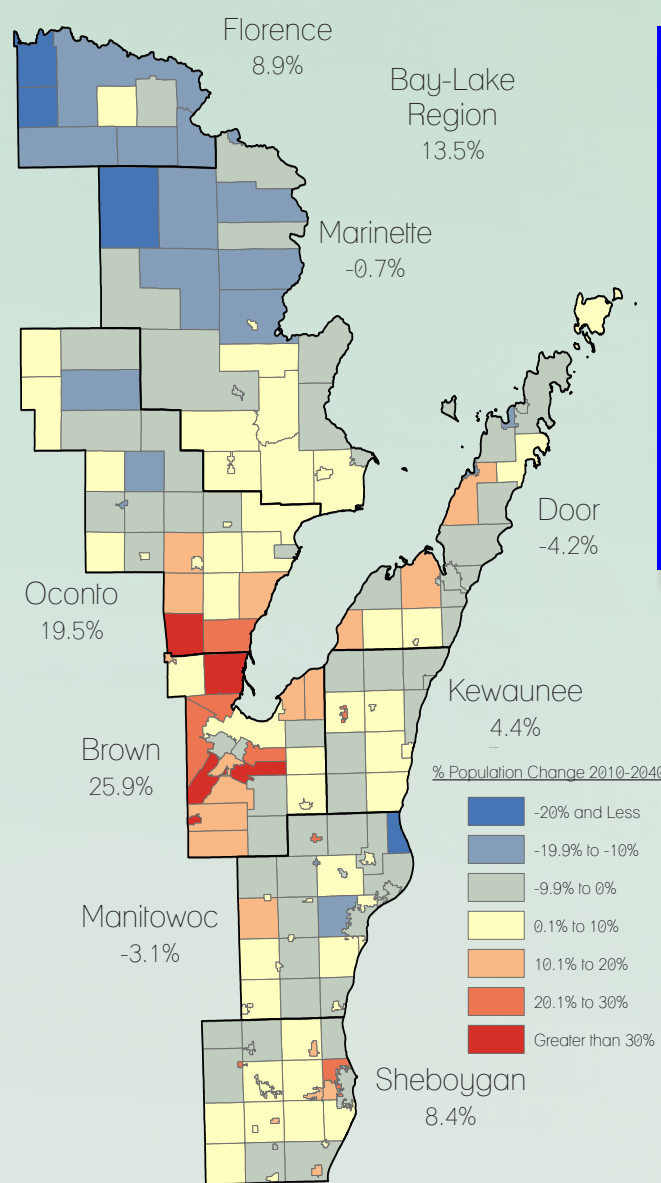
% Population Change 2000-2010



Bay-Lake Region Population Projections



% Population Change 2010-2040



Population Projection Factors:

- Net migration will continue to be positive through the 20-year planning period.
- The "Baby Boomer" cohort will live longer with advancements in healthcare. The size of cohort, however, will lead to an increase in overall deaths by the mid 2020s. While the number of births will have positive growth, it will not keep up with the rise in deaths through 2040.

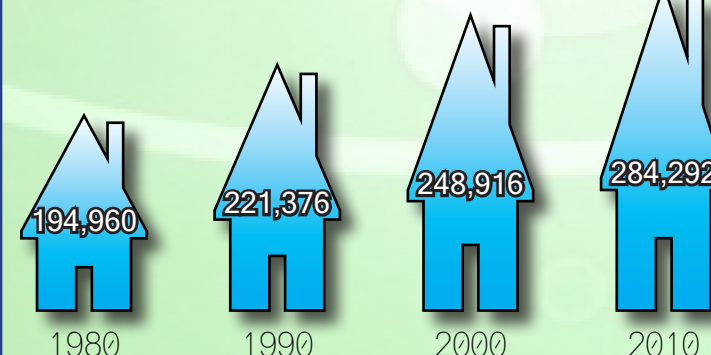
Housing

Housing Summary:

Housing Characteristics:

- Approximately 4% of the Region's land is used for residential development. Most of which is found in the urbanized areas of Green Bay, Sheboygan, and Manitowoc.
- Of the Bay-Lake Region's 104,371 total housing units, nearly 37% are located within Brown County. Another 18% are found within Sheboygan County.
- Nearly 25% of the all households in the Region were built between 1980 and 1999. Another 23% were constructed between 1960 and 1979. Households built in 1939 or earlier account for over 22% of the structures.
- 77% of the Region's households are 1-unit, detached, while 5.4% are mobile homes and 5.1% are 10 or more apartments.

Total Housing Units 1980-2010:



Bay-Lake Average Household Size:

2000: 2.47 persons/household
2010: 2.35 persons/household

Housing Strategy:

Goal: To encourage a variety of quality, affordable housing opportunities for all segments of the Region's demographic groups while minimizing the adverse impacts on the environment.

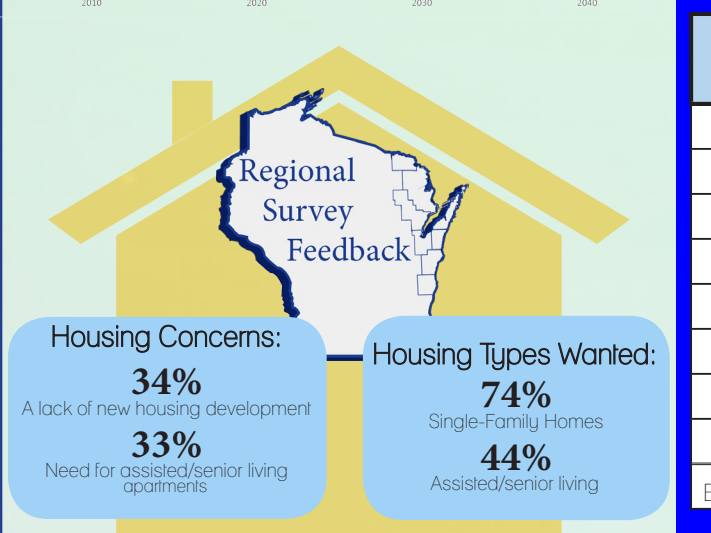
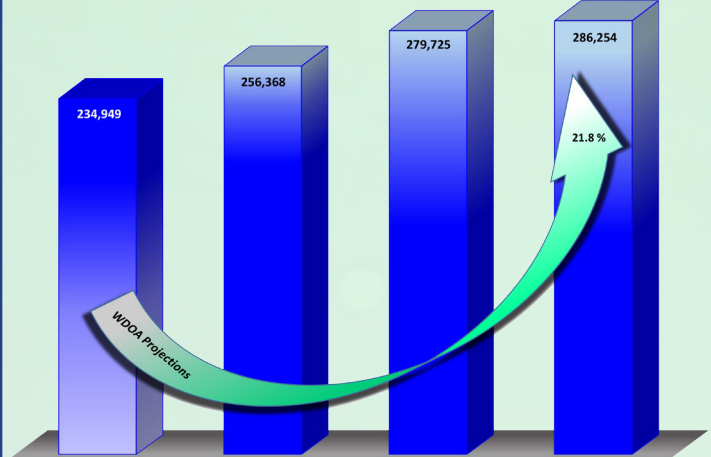
Objectives:

- Promote responsible development in order to provide an adequate supply of safe, affordable housing in the Region.
- Encourage the development of planned residential neighborhoods within the Region's primary growth areas which offer a variety of housing types.
- Consider modernizing local ordinances to allow for flexibility and creativity in land use and housing development.
- Advocate for the maintenance, preservation, and rehabilitation of the existing housing stock.
- Whenever possible, residential developments should maintain green space and preserve/protect prime agricultural land and natural features.
- When feasible, residential sites that are beyond repair should be redeveloped in a way that maintains the area's building scales, architectural styles, etc.
- Provide appropriate areas for a variety of single family, two family, and multiple-family dwellings and a variety of densities to allow housing choices.
- Encourage the provision of housing alternatives for persons with low and moderate income, special needs, and the elderly.
- Support opportunities for multi-family, group housing, and other high density residential development within existing neighborhoods with established sewer and water services.
- Monitor the population characteristics with state, county, and planning agencies and address issues related to the shift in demographics. Communities will need to place a greater emphasis on meeting the needs of an aging population.
- Promote the availability of assisted living and elder care facilities while continually monitoring the housing needs of the aging population.
- Support services and amenities for an independent aging population.
- Encourage development and land use practices at the state, county, and local levels that preserve historically and architecturally significant homes, buildings, structures, and sites.
- Continue to build working relationships with area housing organizations to provide educational materials and information on financial programs, home repairs, home modifications, etc.
- Coordinate with local communities, school districts, nonprofit organizations, and other charitable organizations to ensure adequate shelter for the homeless.
- When possible, work with the regional CDBG-Housing Program to apply for grants and become involved in programs (e.g., Lakehore CAP, NEWCAP Inc., WHEDA, etc.) to address the Region's housing needs.

Household Characteristics:

- The median value of all the households in the Bay-Lake Region is \$146,550.
 - Households valued from \$100,000 to \$149,999 make up the largest percentage (23%) of households, while 21% of households in the Region are valued from \$50,000 to \$99,999.
- 31% of owners with a mortgage and 42% of renters in the Region paid more than 30% of their income on housing.
 - Monthly median housing costs for housing units with a mortgage was \$1,244.
 - Median rent for the Region in 2010 was \$633 per month.
- Over 13% of households in the Region have at least 1 of 4 housing problems: overcrowding (i.e., 1.5 persons per room), high housing costs (i.e., monthly housing costs that exceed 50% of monthly income), or lack of kitchen or plumbing facilities.

Household Projections 2010-2040:



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Area	US Census - Total Housing Units			
	1980	1990	2000	2010
Brown	62,282	74,740	90,199	104,371
Door	15,324	18,307	19,587	23,966
Florence	3,341	3,775	4,239	4,780
Kewaunee	7,023	7,544	8,221	9,304
Manitowoc	30,140	31,843	34,051	37,189
Marinette	22,559	25,640	26,260	30,379
Oconto	16,940	18,832	19,812	23,537
Sheboygan	37,351	40,695	45,947	50,766
Bay-Lake Region	194,960	221,376	248,916	284,292

Land Use

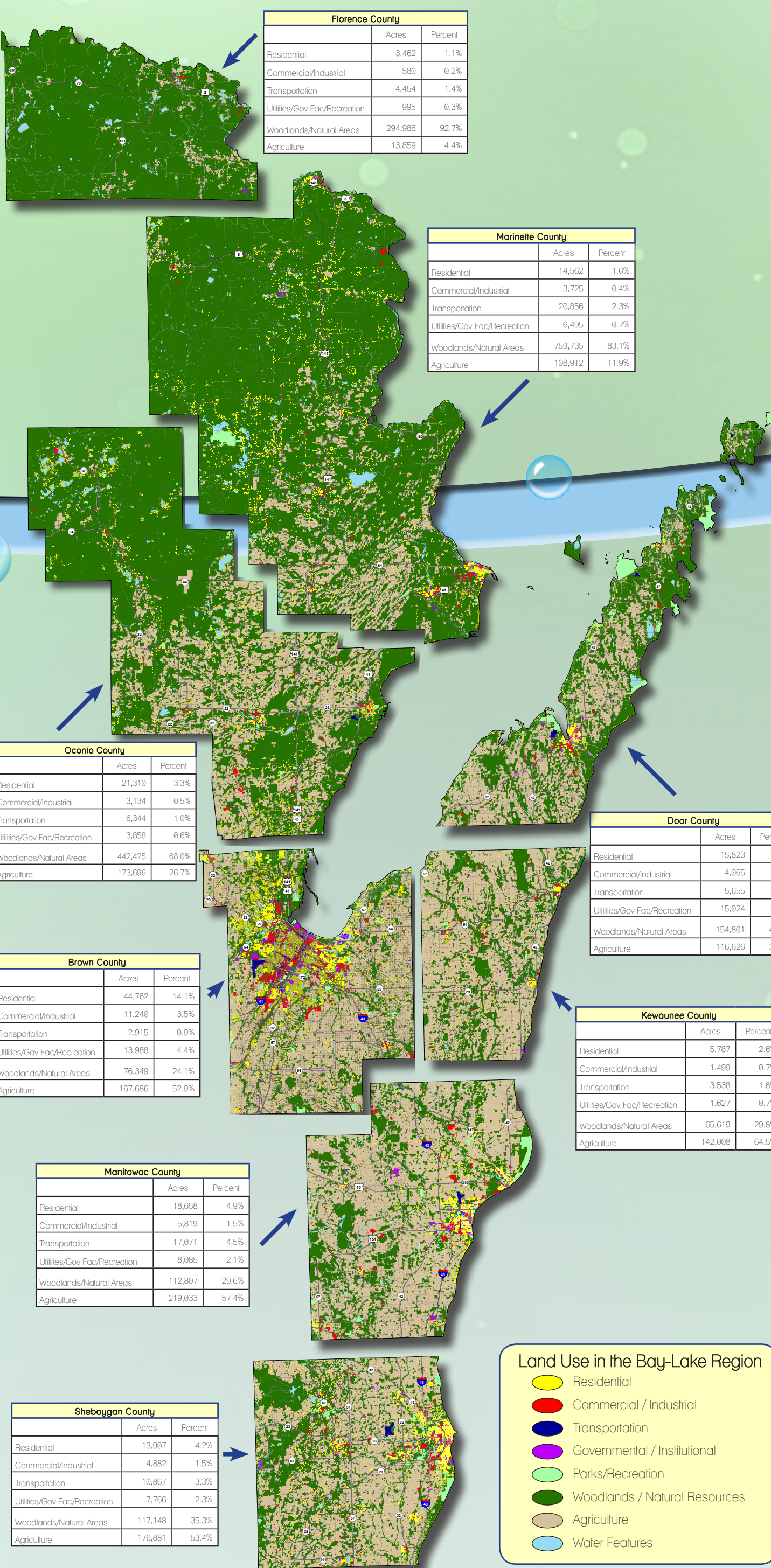
Land Use Summary:

The Bay-Lake Region accounts for over 3,471,000 acres (5,424 square miles) or 9.7 percent of the area of the State of Wisconsin. The Bay-Lake Regional Planning Commission has been collecting detailed land use data for the entire region since 1975 and has made efforts to update the data thru local, county, or regional land use planning projects as they arise. The county land use inventory maps below provide an overview of the most up-to-date land use inventory as conducted by the BLRPC.

- 91% of the Region is undeveloped with over 58% of the Region consisting of woodlands/natural areas. Residential land accounts for the largest portion of the developed land in the Region followed by transportation facilities. Land use totals in the Region are as follows:



Land Use Distribution by County:



Housing and population data sources: U.S. Census; American Fact Finder; and Wisconsin DOA.