



Village of Shorewood

Visioning Update – 2013-14



Vision

Shorewood will be a desirable community that continues to attract and retain residents who value Shorewood's community assets and rich diversity.



Marketing Vision

Shorewood is generally understood to be the most desirable area in Metro Milwaukee in which to live, raise a family, and locate a business.



Implementation Plan Goals

- Promote vibrant urban housing
- Protect & enhance property values
- Deliver quality services at a competitive tax rate
- Maintain a safe, walkable, small-town urban living experience
- Remain committed to open, interactive communication
- Protect & enhance our environment
- Protect & enhance public green spaces
- Collaborate to promote educational excellence

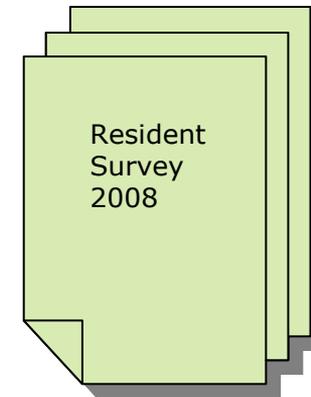


Infrastructure Challenges

- Street surfaces
- Alleys
- Watershed protection
 - Public
 - Private
- Parking – private and public

2008 Public Funding Priorities: *Irrelevant Now*

- Raise taxes: 69%
- Maintain taxes: 17%
- Lower taxes: 12%
- Raise taxes only:
27%
- Raise taxes/
fees/charges: 35%
- Use alley special
assessments: 54%

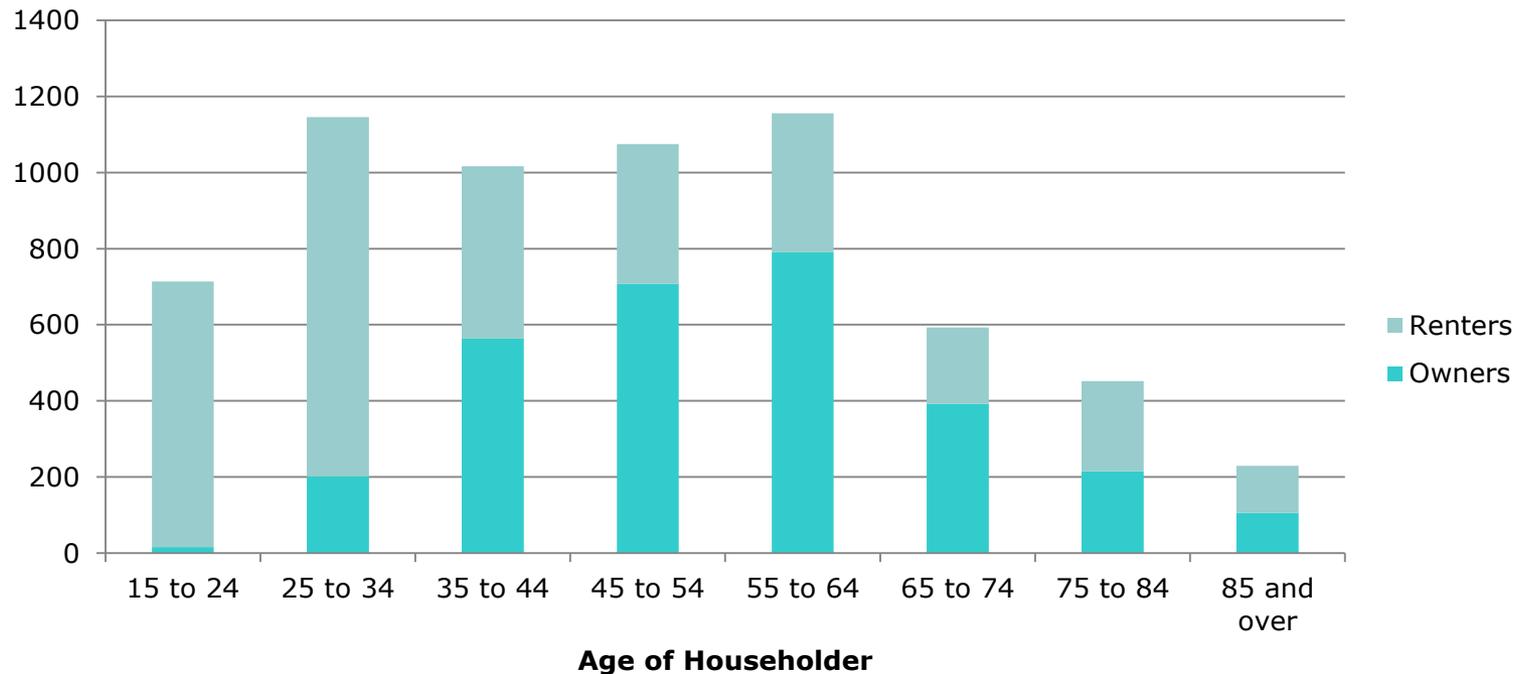


Let's Ponder Some Data



Renters are not just students

**Renters and Owners by Age of Householder
Shorewood 2010**



Renters/Owners Data in 2010

- < 35 years old
 - 27.3% of total
 - 11.5% owners
 - 42.3% renters
- 35-44 years old
 - 16.6% of total
 - 20.9% owners
 - 12.6% renters
- 45-54 years old
 - 17.7% of total
 - 25.6% owners
 - 10.2% renters
- 55-64 years old
 - 15.8% of total
 - 20.6% owners
 - 11.3% renters



Families Data to Ponder

○ 2000

- 49% of HH are NOT families
- 40% live alone
- 25% of family HH have children <18
- 52% are renters

○ 2010

- 51.3% of HH are NOT families
- 39% live alone
- 22.6% of family HH have children < 18
- 53% are renters

Though still not shrinking dramatically...

○ 2000

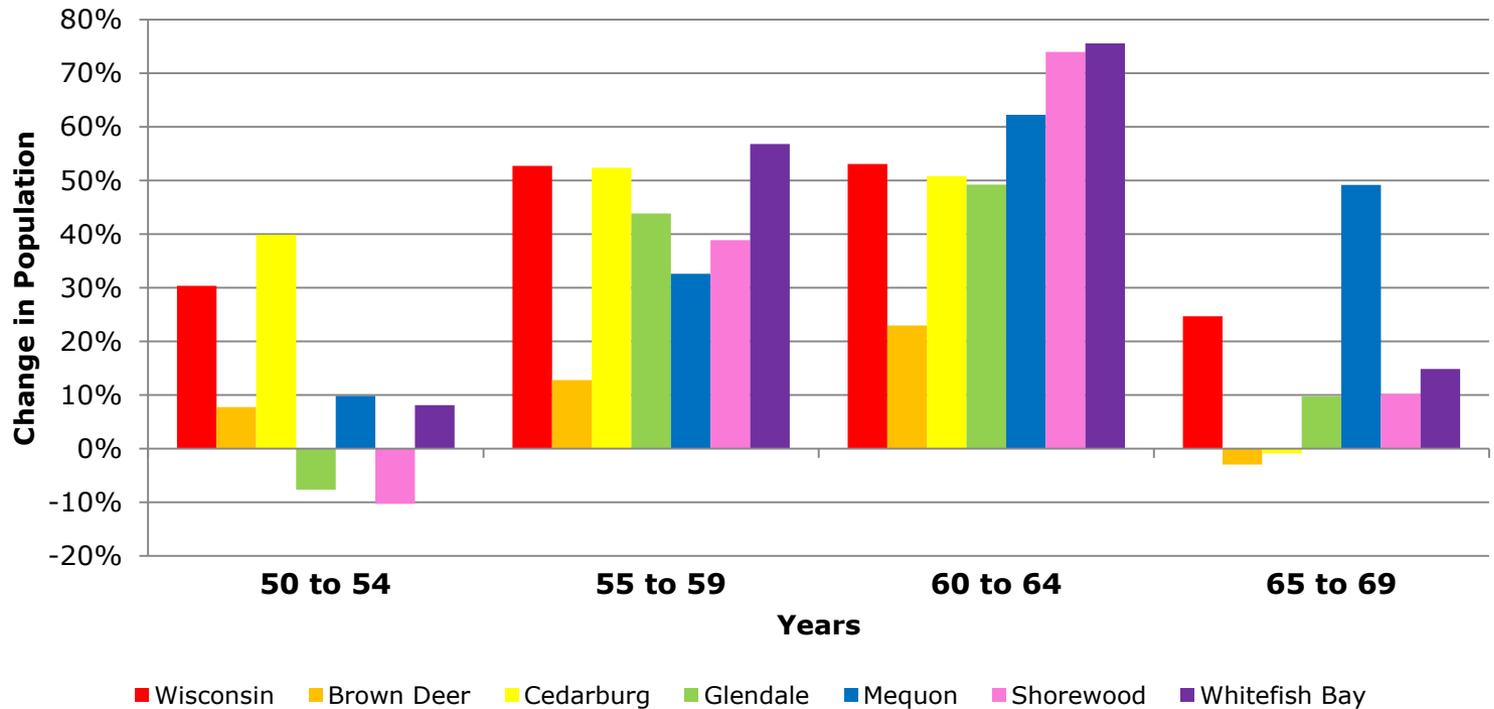
- Population up in ages 5-19
- Population up in ages 45-64

○ 2010

- Population down in ages 5-19
- Population up in ages 55-69

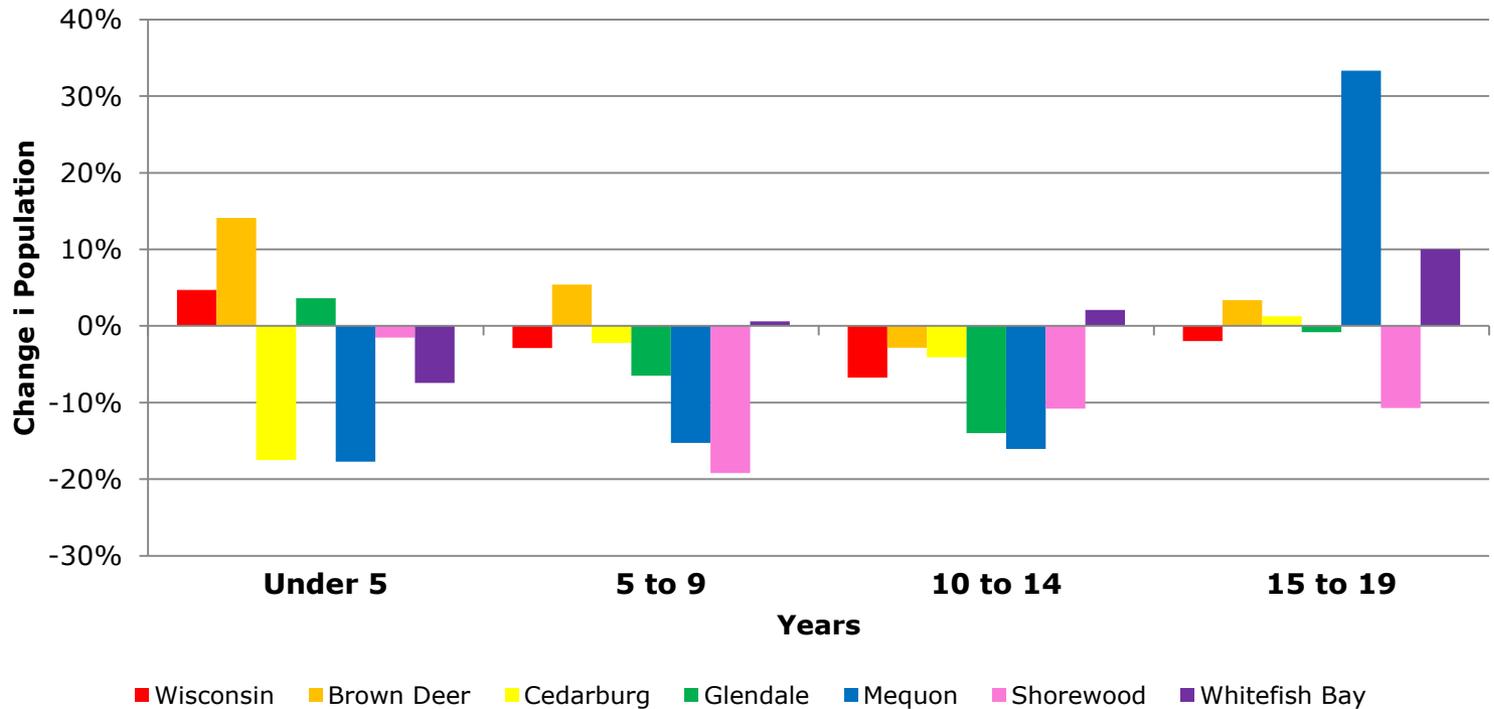
Empty Nesters – 50-69 year olds

**Percent Population Change 2000 to 2010
Ages 50-69 years**



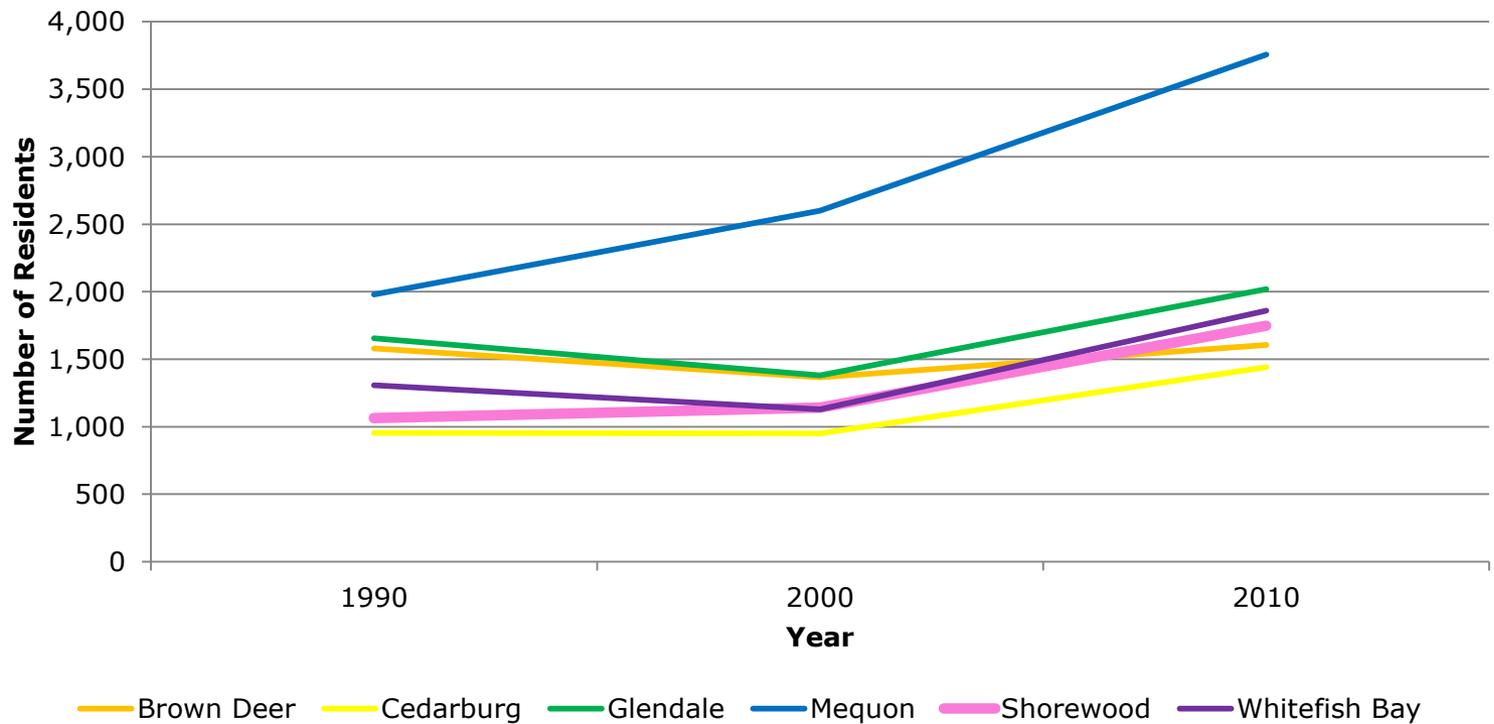
School Age

**Percent Population Change 2000 to 2010
Ages 0-19 years**

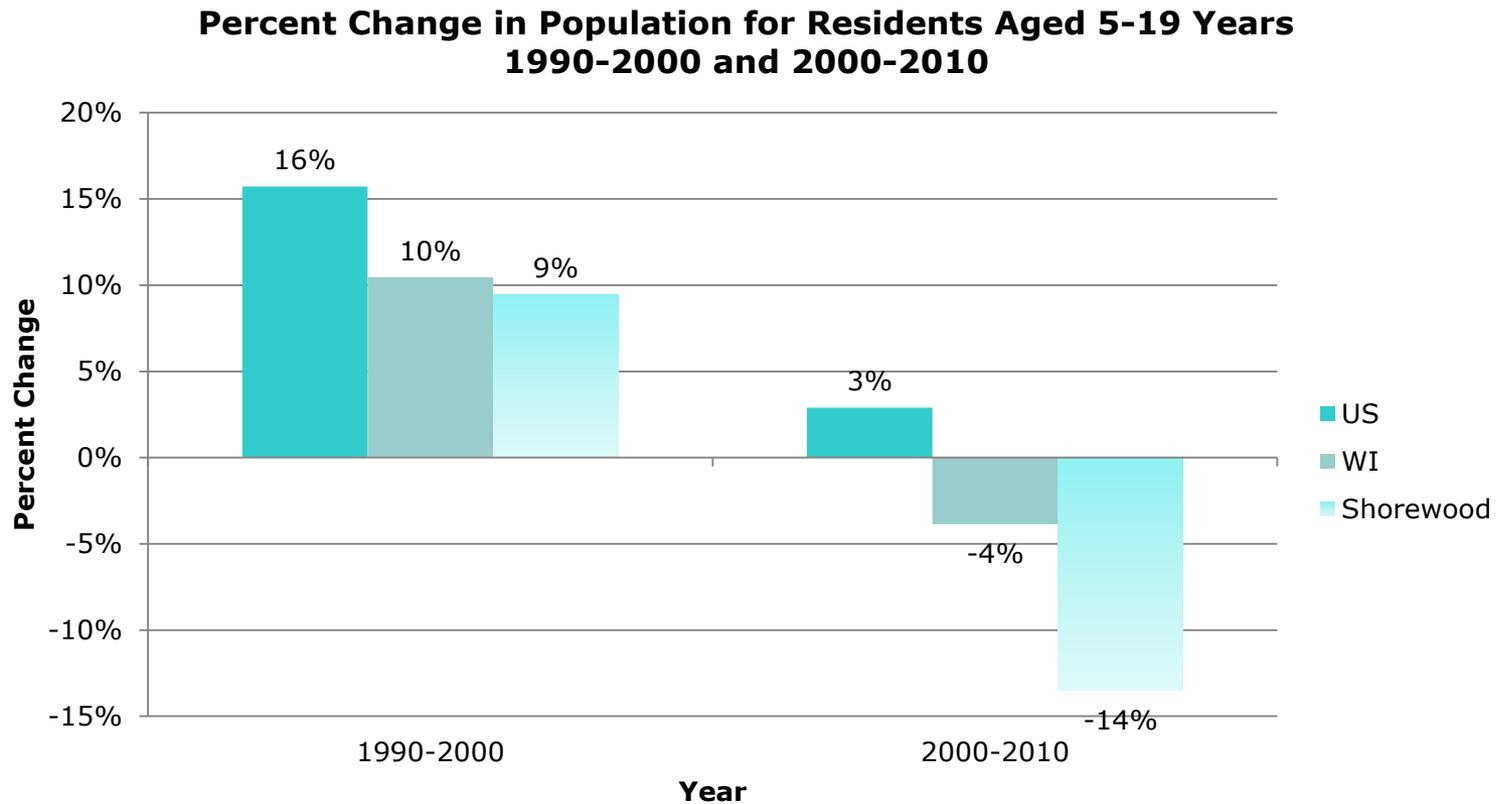


Empty Nester Comparables

Number of Residents Aged 55-64 Years in Selected Communities, 1990-2010

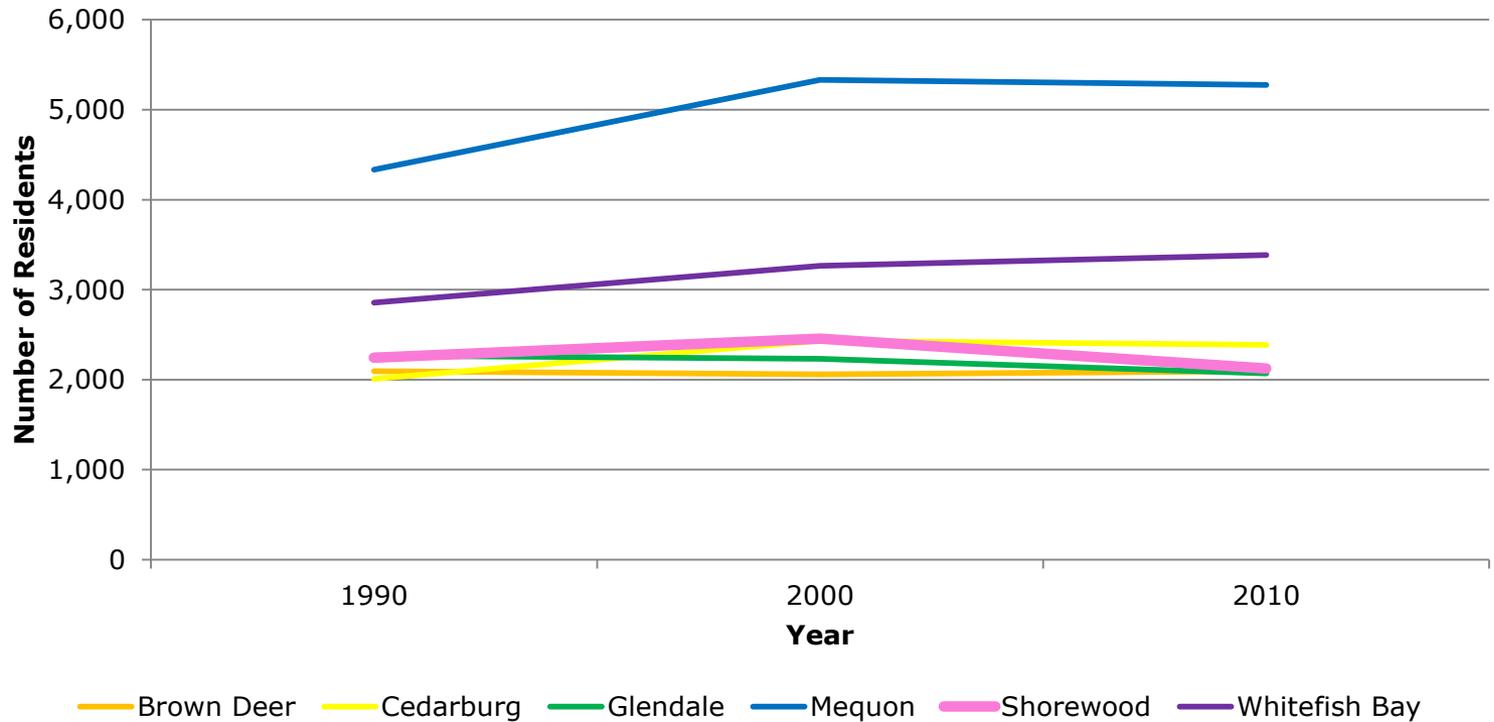


School Age Context

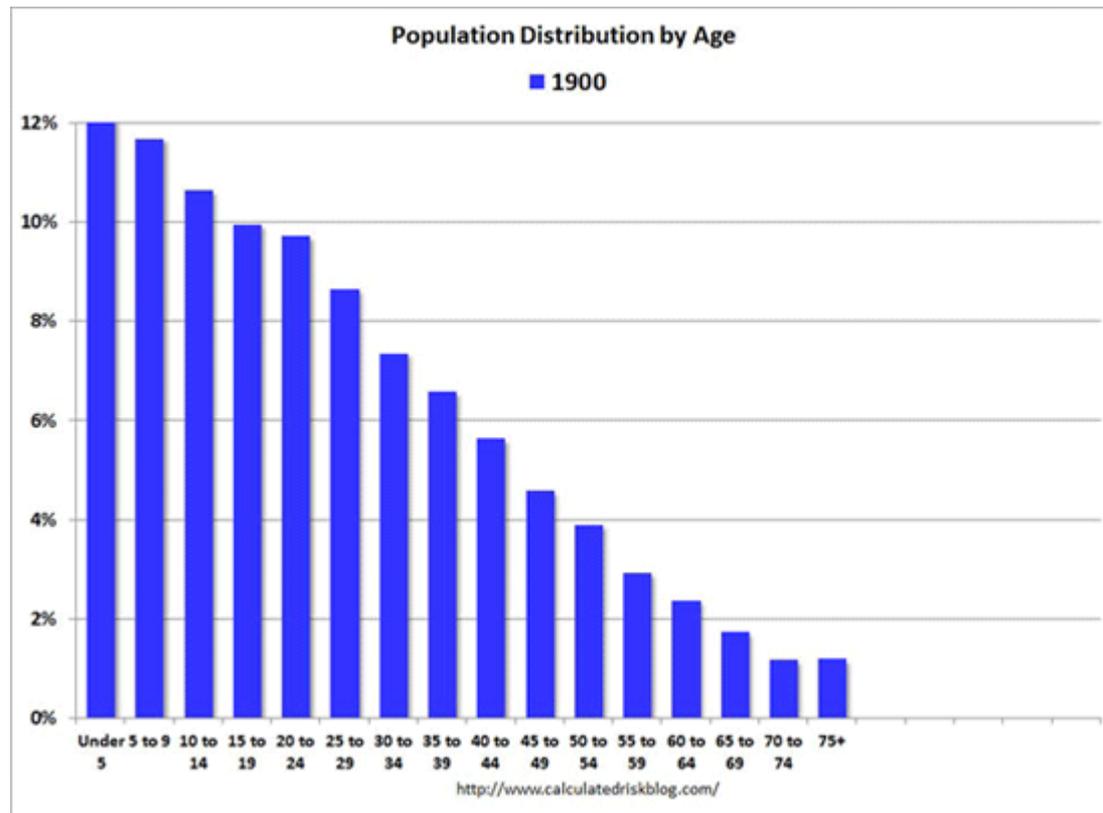


School Age Comparables

Number of Residents Aged 5-19 Years in Selected Communities, 1990-2010



Historical Context



Typical New Home (from NAHB)

1900

- 700-1,200 SF
- 2-3 bedrooms
- 0-1 bathroom
- Two stories

3,642 homes built in
Shorewood <1940

1950

- 1,000 SF or less
- 2 bedrooms
- 1 bathroom
- One story

815 homes built in
Shorewood during
1950's

Typical New Home (from NAHB)

2000

- 2,265 SF
- 3 or more bedrooms
- 2 ½ bathrooms
- Garage for 2+ cars
- Center A/C
- 1 Fireplace
- Two stories

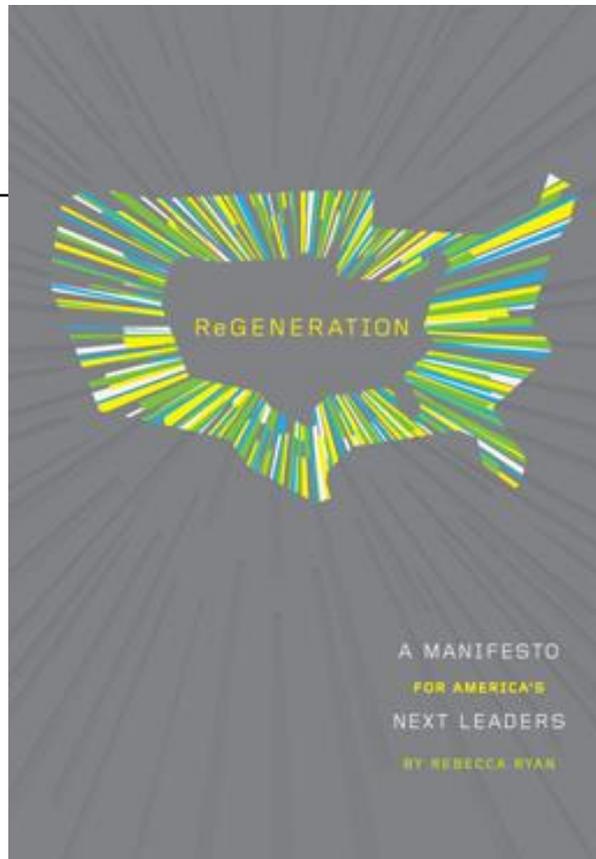
146 built in Shorewood

2012

- 2,226 SF (median)
 - 2,494 for 35 and under
 - 2,065 for 65 and older
- 2,150 SF (Midwest suburb)
- 3 bedroom
- 2 ½ bathrooms
- DR + 3 add'l rooms
- Garage & A/C
- Shopping w/in 15 min.

Let's consider the future...





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Rebecca Ryan for *Cities*

"Relocating? Four Keys to Choosing a Great City"

<http://www.nextgenerationconsulting.com/anatomy-of-a-relocation/>



Rebecca Ryan: Handprint Indices

- Vitality
- Earning
- Learning
- Social Capital
- After Hours
- Cost of Lifestyle
- Around Town



Leadership Challenge

- Be the right things to the right people
- Not all things to all people
- When the “winter” is over
- What does our location offer?
- Can we change what we offer?
- Should we change what we offer?

Leadership Challenge



- Who will be the right people for the next decade?
- What do/will they want?

Location, location, location



Jobs

Cost of living

Sunshine

Education

Air/water quality

Healthcare costs

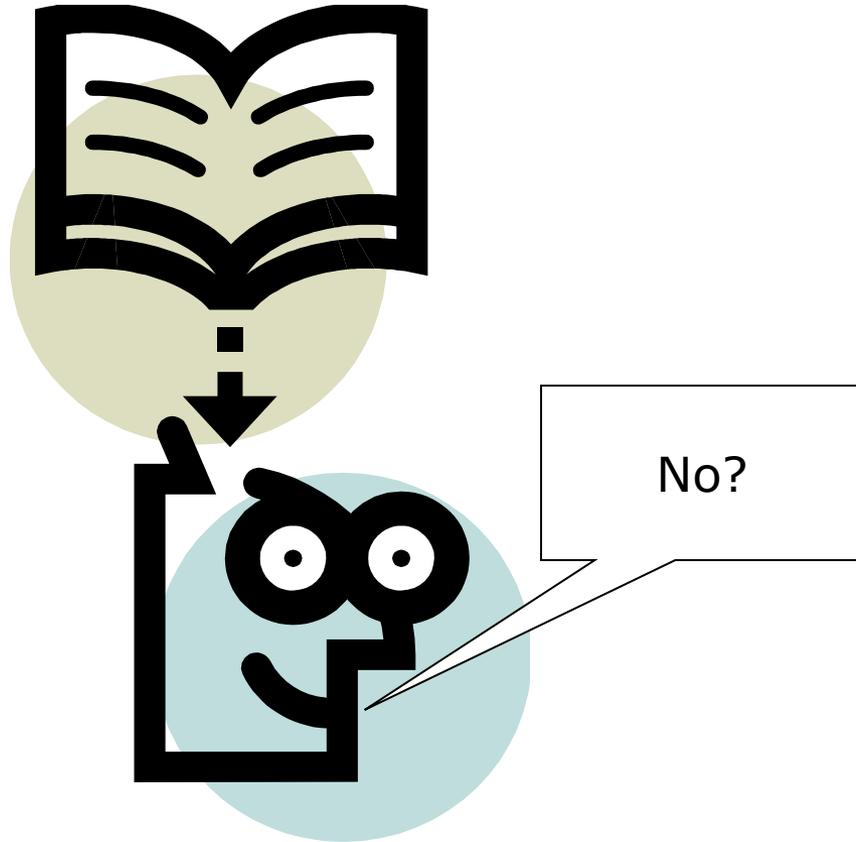
Crime rate

Daily commute time

Auto costs

Leisure amenities

Change Vision Statements?





Change Implementation Plan Goals?

- Promote vibrant urban housing
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Be more specific about strategic goals: “Right things for the right people”

- Promote **vibrant** urban housing
- Protect & enhance property values
- Deliver quality services at a competitive tax rate
- Maintain a safe, walkable, small-town **urban living experience**
- Remain committed to open, interactive communication
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Vibrant Urban Living Experience

Who should we ask to define what they want?

Tapestry segmentation we have? That we want?

What about school age kids in flat/declining future?