



Community Visioning Workshop

November 9, 2013



Community Visioning Workshop Welcome!

Shorewood Vision Projects

- 2005: Vision for 2015
- 2009 Update
- 2013-14 Vision for 2025



Vision Statement- 1

A vibrant urban community with safe, friendly neighborhoods offering a range of well-maintained housing options which reflect Shorewood's architectural heritage.



Vision Statement - 2

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



Vision Statement - 3

A model community that welcomes broad citizen participation in civic decision-making and is governed with a long-range, disciplined view of the future of Shorewood.



Vision Statement - 4

An attractive community with strong property values and a competitive tax rate; well-maintained public infrastructure; quality, cost-effective, and valued Village services; and outstanding staff members who use collaboration, innovation, and technology to optimize productivity and service excellence.



Vision Statements – 5 & 6

- An ecologically-responsible community with a commitment to protecting the environment.
- A thriving community with a mix of attractive stores and services in a robust and profitable commercial center.



Vision Statement – 7

A well-educated community in which public and other educational assets are cultivated in a spirit of collaboration to achieve excellence.



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



Marketing Vision Statement

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

Are we “There” yet?

What does the data say?



We have new neighbors.

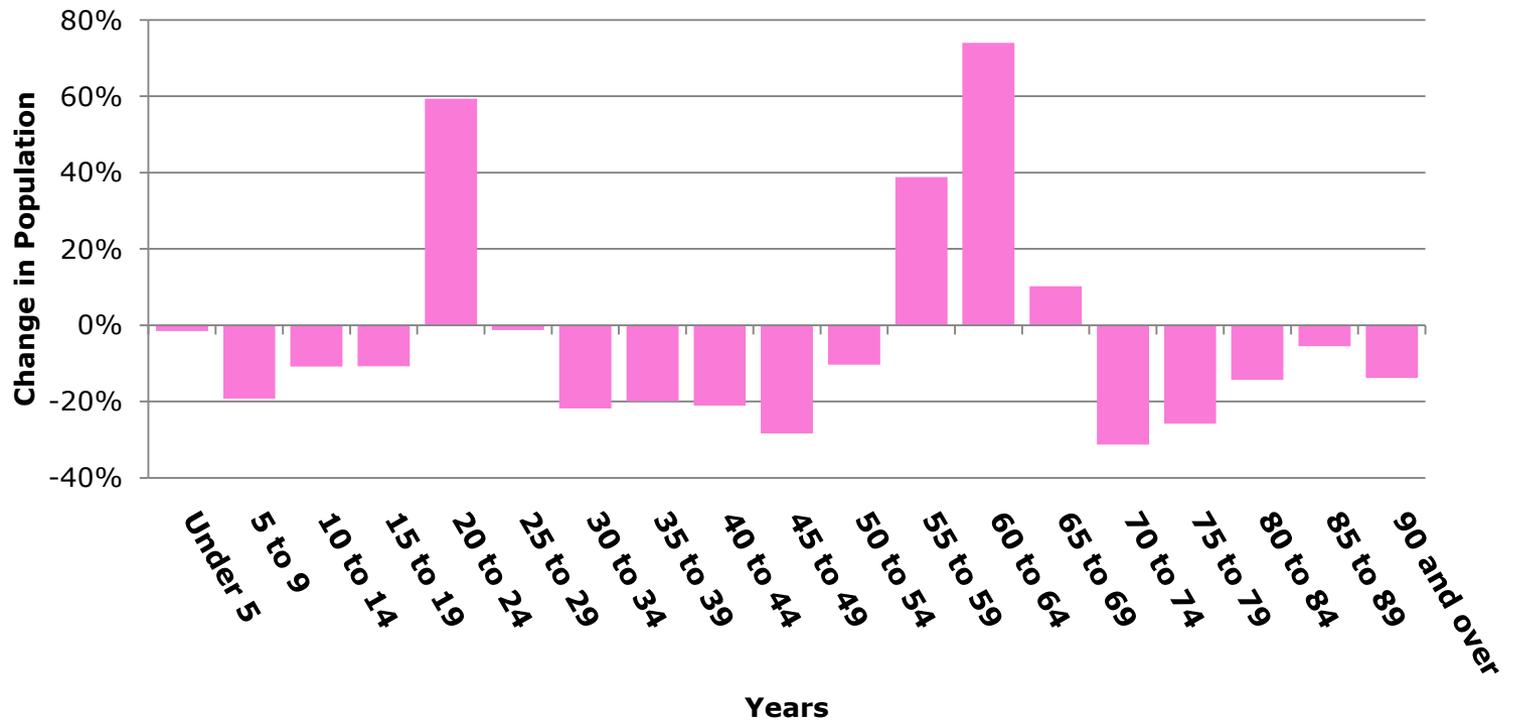
(Percent of Householders, 2010 Census)



- 2000's: 65.3%
- 1990's: 18.5%
- 1980's: 9.0%
- 1970's: 3.8%
- <1970: 3.4%

The Population Has Changed Some

Percent Population Change 2000 to 2010 Shorewood



Not much change in households

2000 Census

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

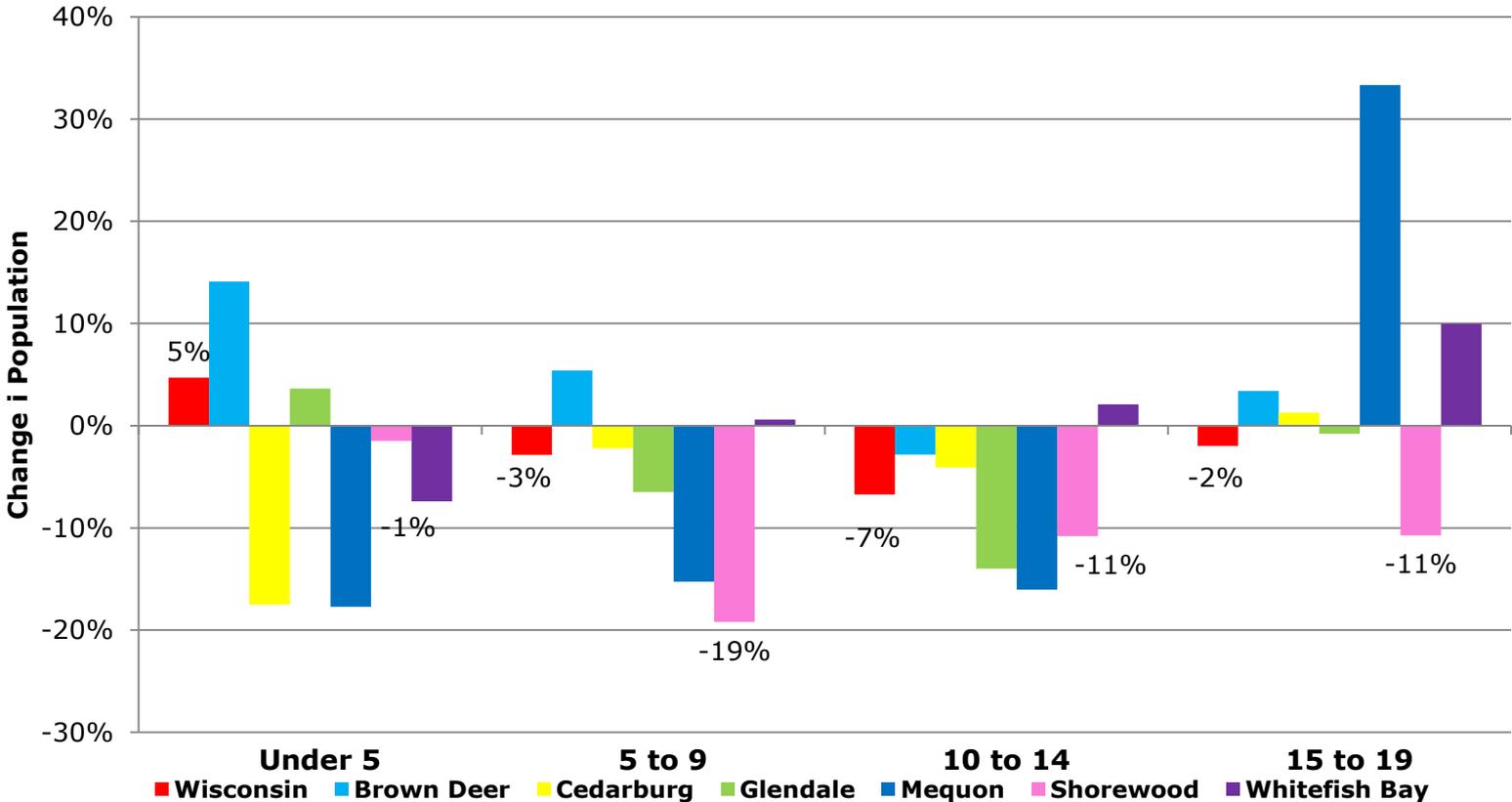
2010 Census

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

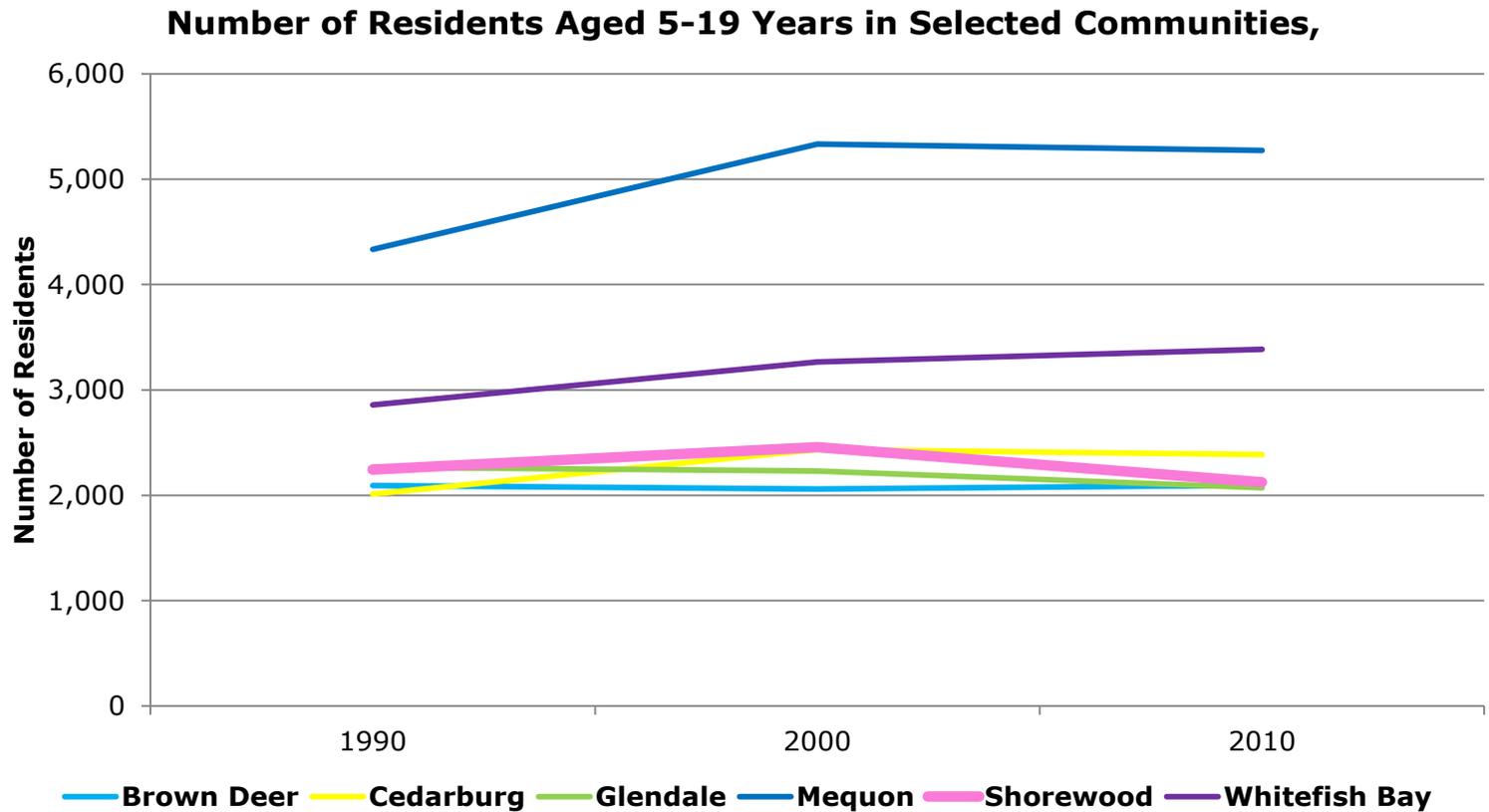
Change our Children

% Change 2000 to 2010

COMPARABLES: Ages 0-19 years

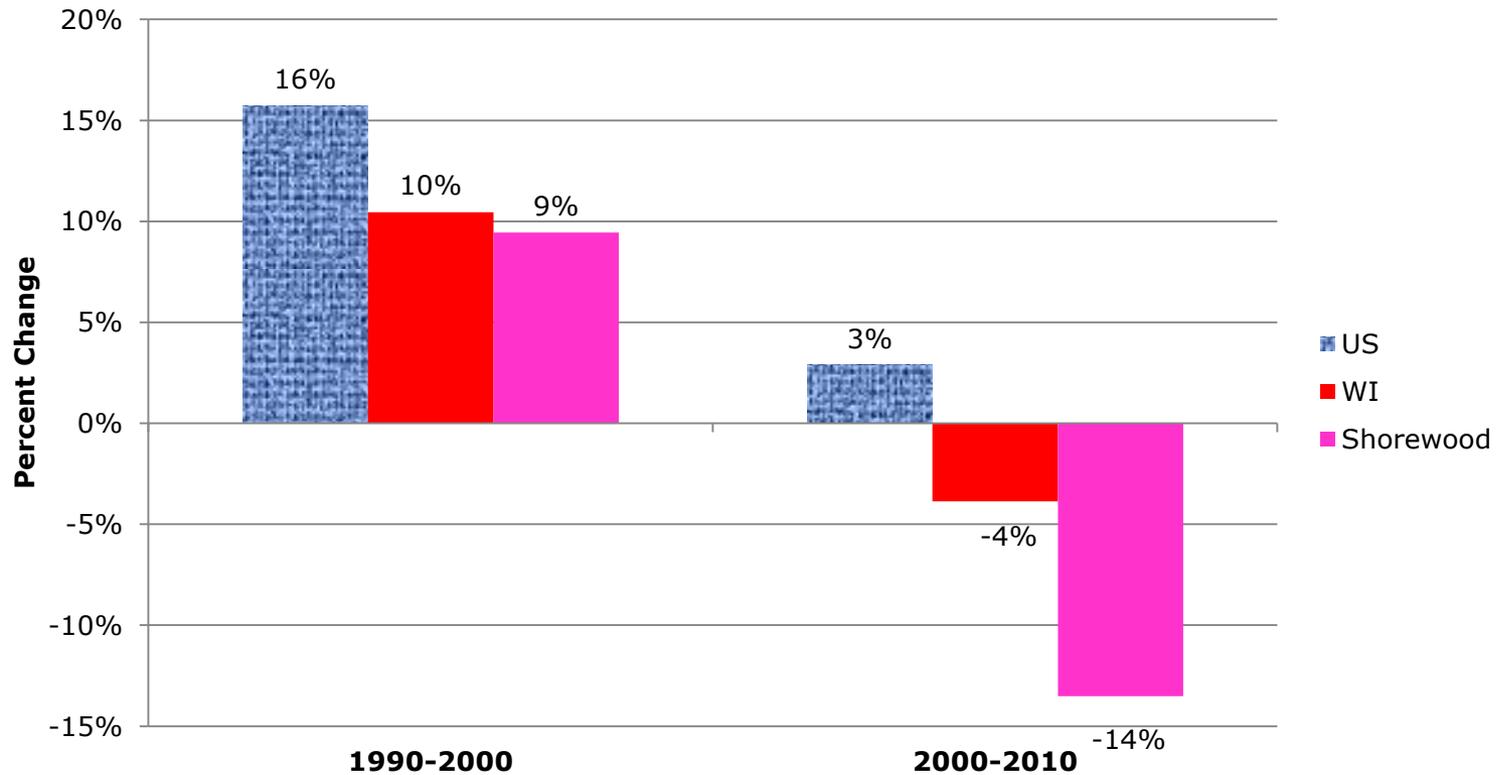


School Age 1990 to 2010



School age: US, WI, & Shorewood

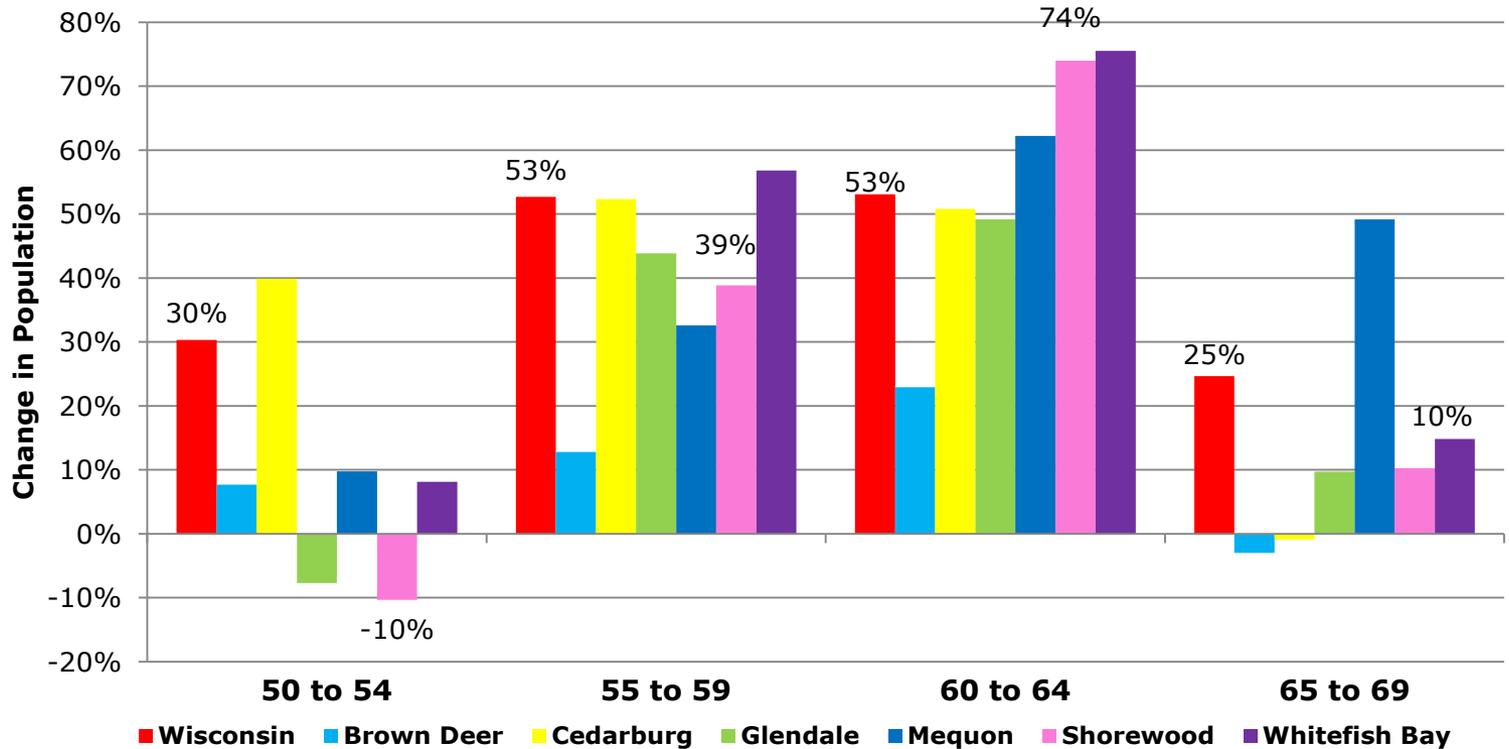
**Percent Change in Population for Residents Aged 5-19 Years
1990-2000 and 2000-2010**



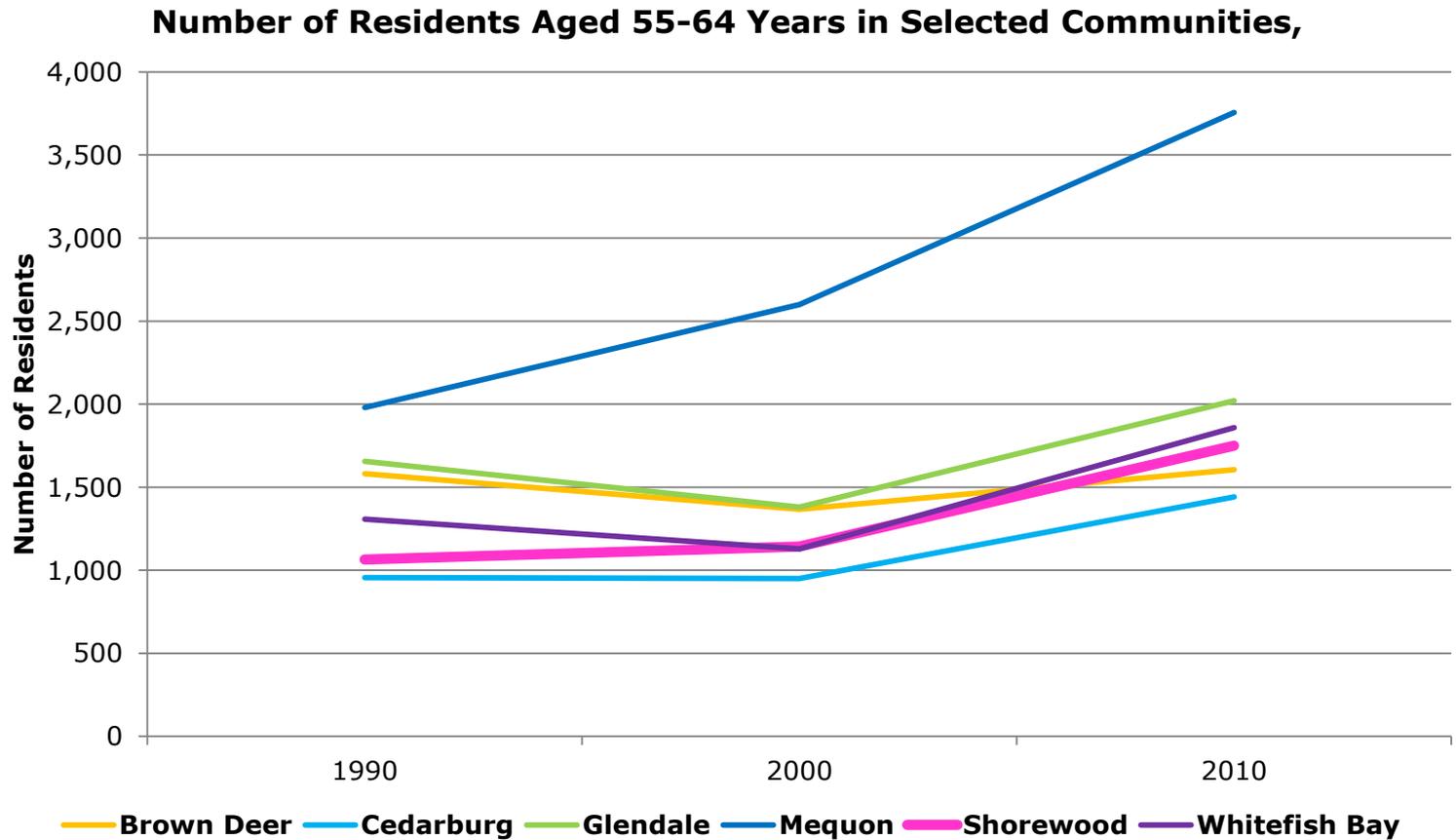
Change in Adults

% Change 2000 to 2010

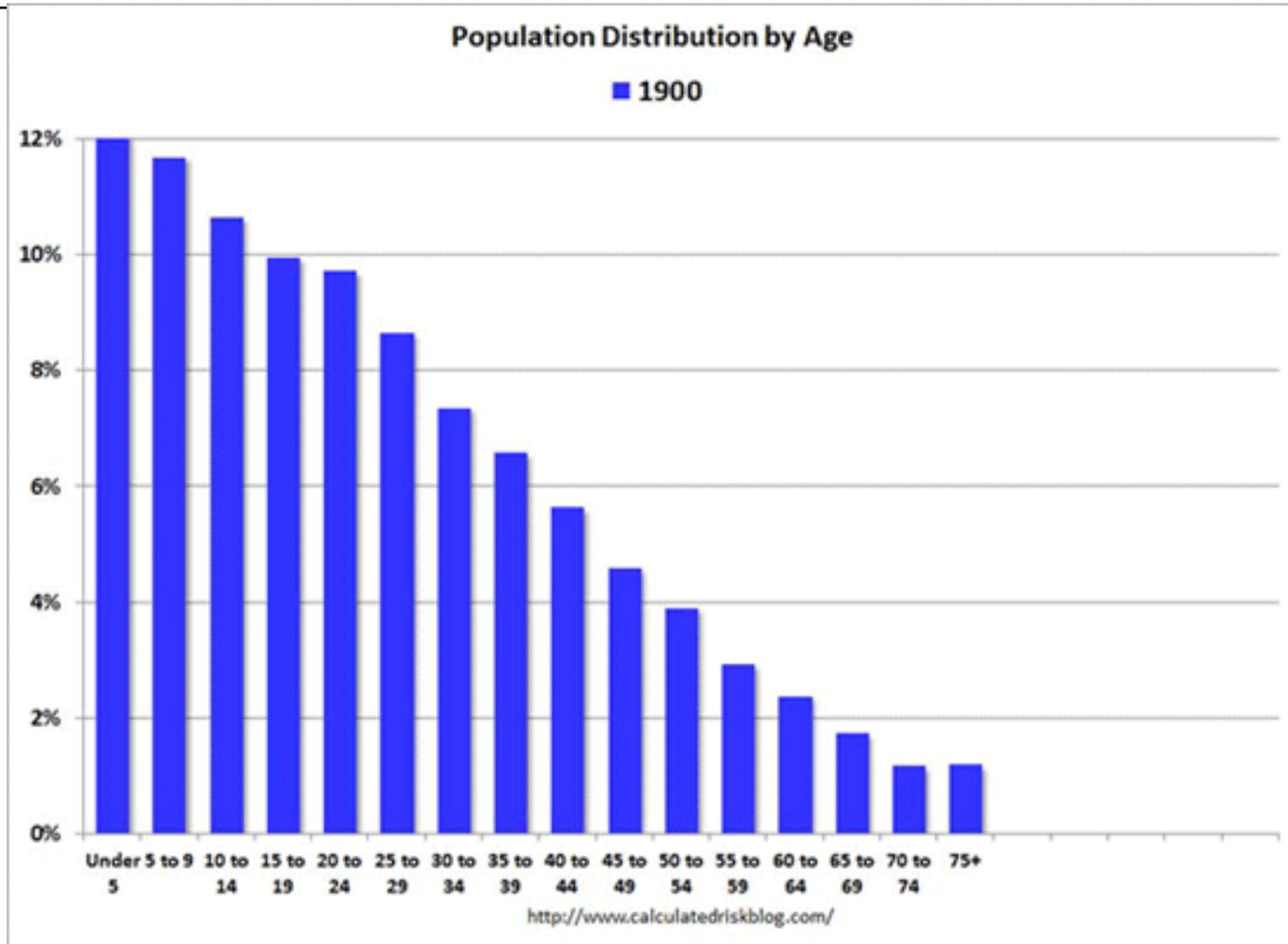
COMPARABLES: Ages 50-69 years



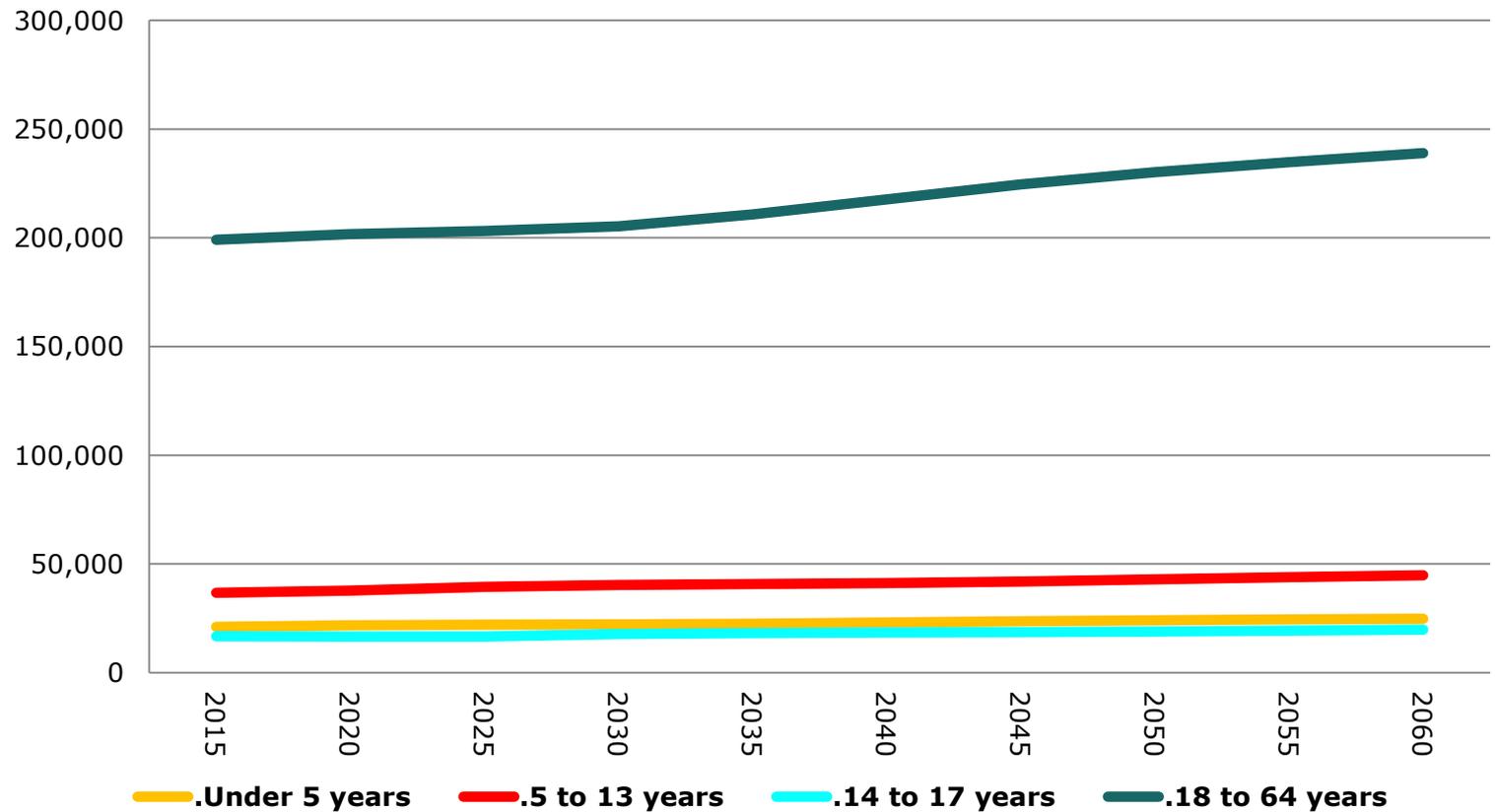
Ages 55-64 1990 to 2010



US Historical Context



US Projection: 2015-2060



Who Will Be Living in Shorewood?



- National trends
- Wisconsin “stickiness”
- Milwaukee MSA

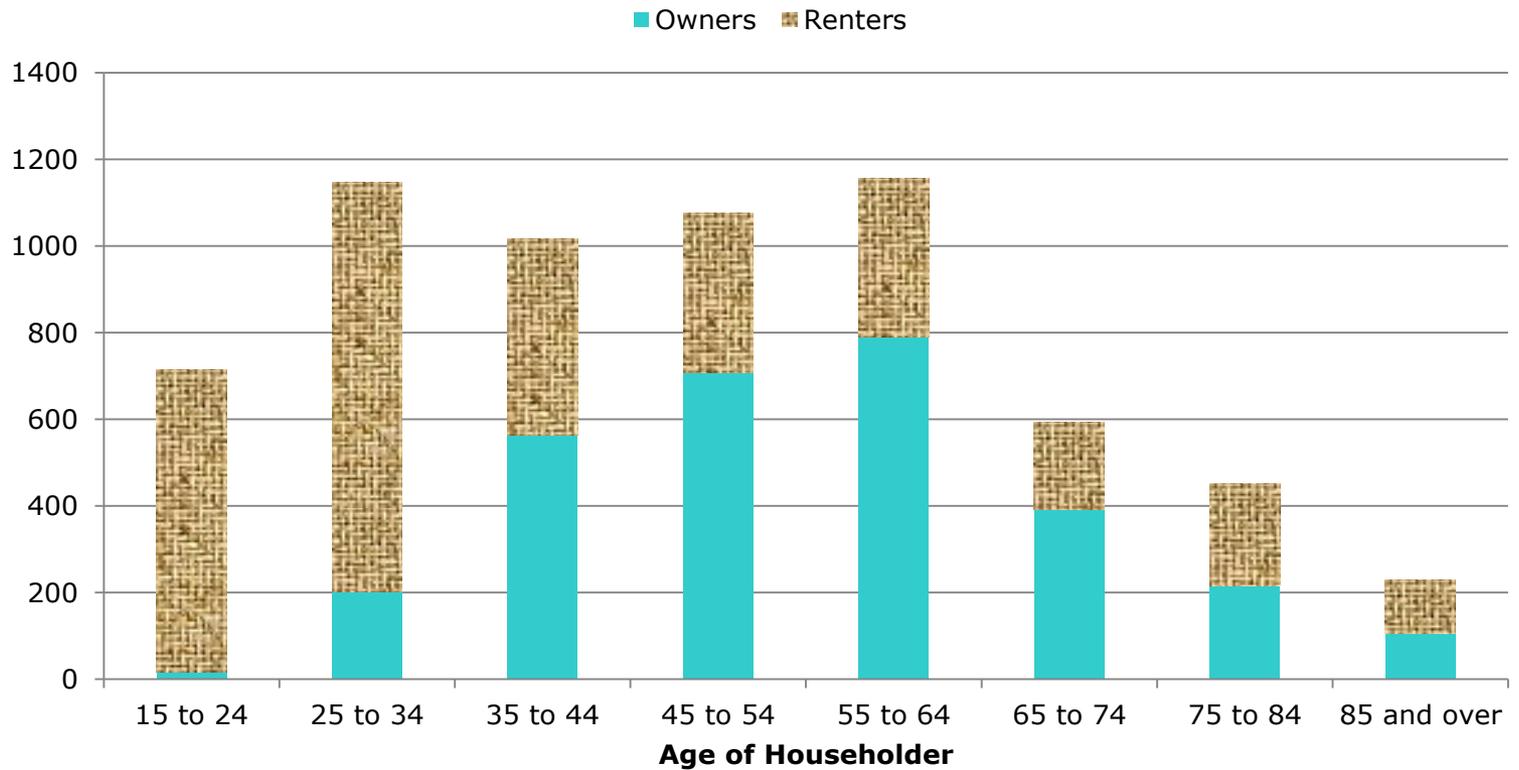
Will They Choose to Rent or Own?



- Renters
 - Many ages/
stages
- Owners
 - 1st time home
buyer: 30-32
 - 2nd time home
buyer: 42

Renters and Owners – 2010

By Age of Householder



Architectural Heritage (Typical from NAHB)

Typical New - 1900

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

3,642 homes built in
Shorewood <1940

Typical New - 1950

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

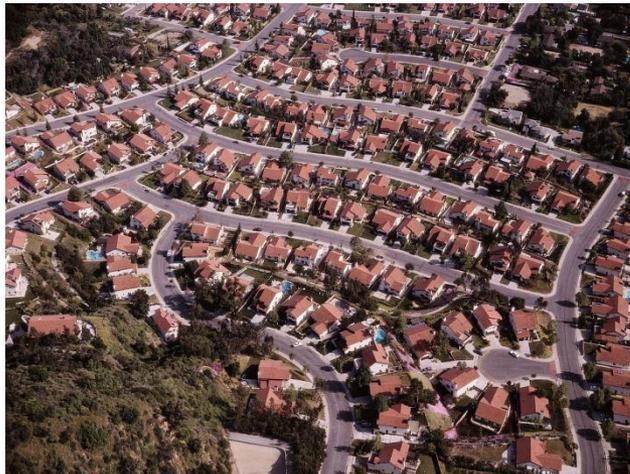
815 homes built in
Shorewood during
1950's

Typical New Home - 2000 (from NAHB)

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



Typical New in 2012 (from NAHB)



- 2,226 SF (median)
 - 2,494 for 35 and under
 - 2,065 for 65 and older
 - 2,150 SF (Midwest suburb)
- 3 bedrooms/2.5 baths
- Dining room
- 3 add'l rooms (9.5 total)
- Garage & A/C
- Shopping w/in 15 min.

Typical in Shorewood (of 6,619)



- Units with 9+ rooms: 789
- Median # rooms: 5.3
- 3,695 w/ 1-2 BR
- 2,438 w/ 3-4 BR
- 301 w/ 5+ BR

Typical in Shorewood (of 6,619)



- 2,555 units are SF detached (39%)
- 1,880 are in 20+ unit buildings (28%)
- 1,119 are two units attached (17%)

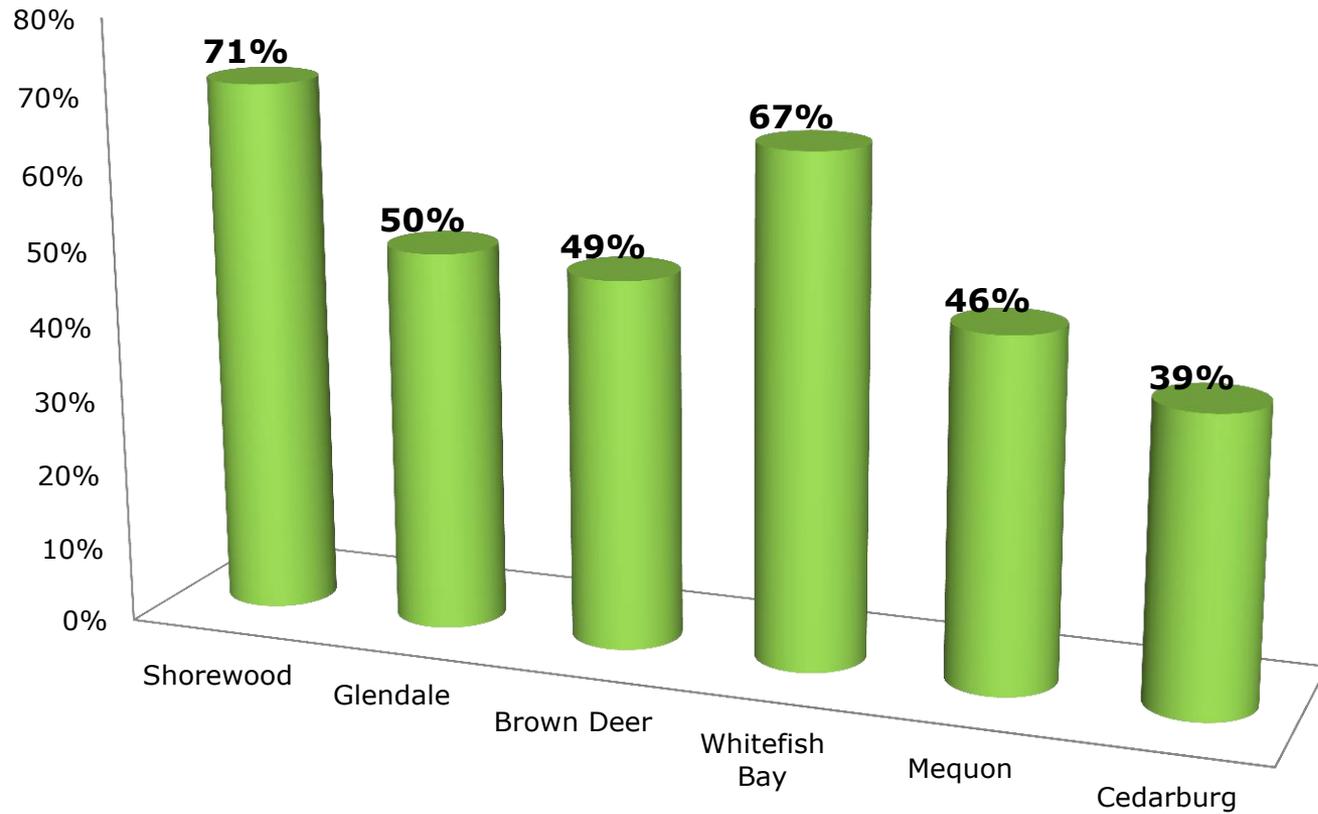
Is our “There” still reasonable?

What does the data say?



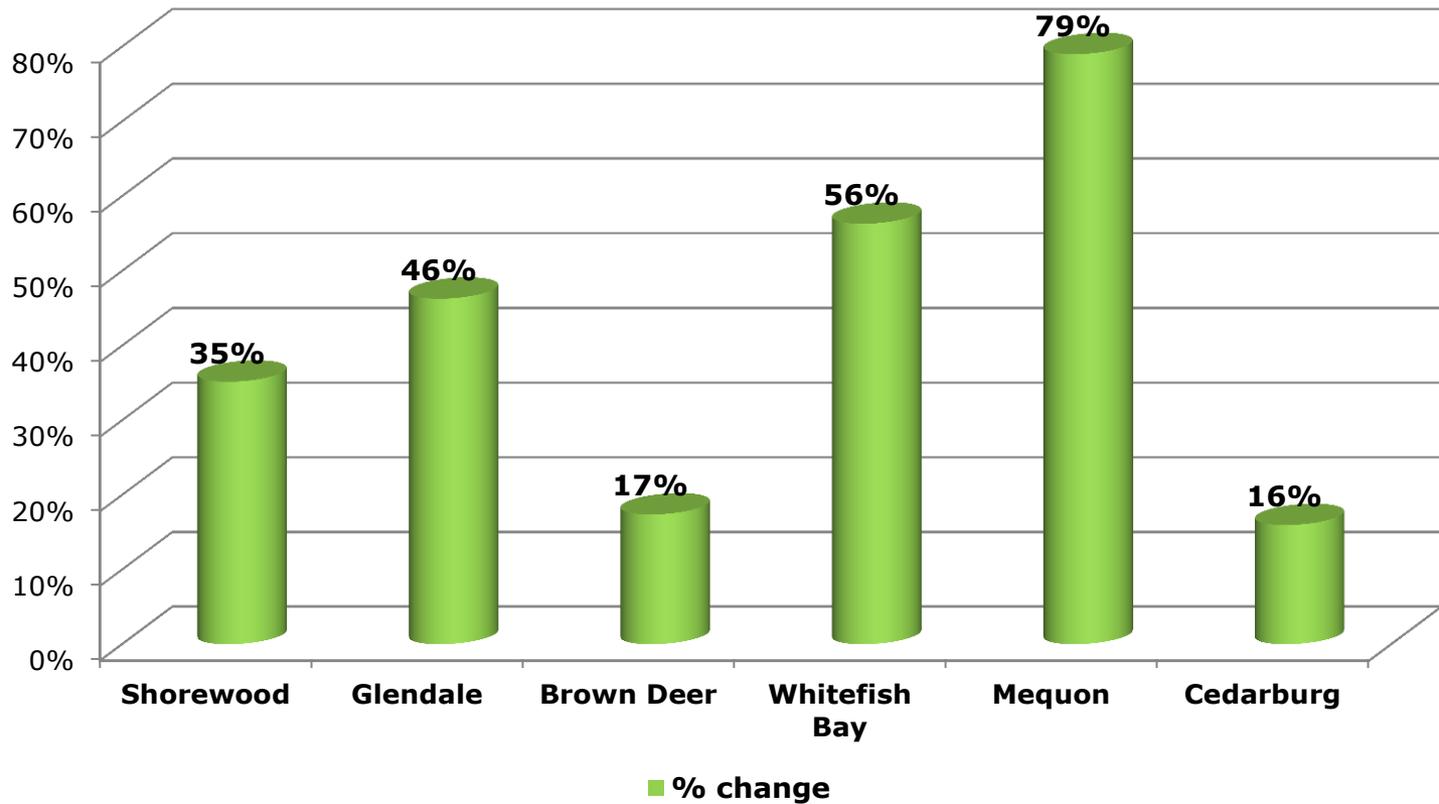
- Vibrant urban housing
- Protect/enhance property values
- Attract families with children

Home Value Strengthening % Change 2000-10



Median Rent Strengthening Some

% Change 2000-10



2013 Entrance/Exit Survey



- 57% rent then buy
- From MKE, out of state
- Considered Mke, Tosa, Whitefish Bay
- ☺ Jobs & schools
- ☹ Taxes, COL, parking

Who we are attracting? Why?

ESRI Tapestry Segmentation





Gazing into the future

What should our tapestry segments look like in 2023?
How can we become more desirable to priority groups?
How do we move from “Good” and “Great” to BEST?

2013 Community Survey



- Taxes up to rate of inflation
- Parking ease
 - Home: 3.4
 - Night: 3.1
 - Business: 2.6
- Support sewer improvements

Knight Soul of the Community 2010

Why People Love Where They Live and Why It Matters: A National Perspective

“Over the past three years, the Soul of the Community study has found a positive correlation between community attachment and local GDP growth.”

(Knight Soul of the Community, 2010)



“Best Place to Live”



Jobs

Cost of living

Sunshine

Education

Air/water quality

Healthcare costs

Crime rate

Daily commute time

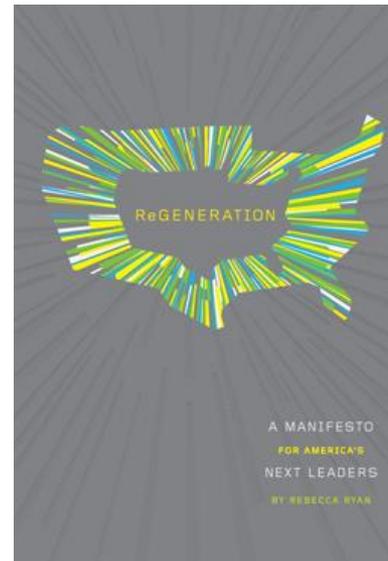
Auto costs

Leisure amenities

Sperling Indices

Measures of Strength/Desirability by Rebecca Ryan

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



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Knight Soul of the Community 2010

“...the same items rise to the top, year after year:

- Social Offerings — Places for people to meet each other and the feeling that people in the community care about each other
- Openness — How welcoming the community is to different types of people, including families with young children, minorities, and talented college graduates
- Aesthetics — The physical beauty of the community including the availability of parks and green spaces”

(Knight, 2010)

<http://www.soulofthecommunity.org/sites/default/files/OVERALL.pdf>

Best Place to Live?

What can we do?

What should we do?

What must we do?

- Personal sphere
- Government sphere

Let's get started!



Best Place to Live: Vibrant Urban Living Ideas/Priorities

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

 - Social Offerings
 - Openness
 - Aesthetics
- Jobs
 - Cost of living
 - Sunshine
 - Education
 - Air/water quality
 - Healthcare costs
 - Crime rate
 - Daily commute time
 - Auto costs
 - Leisure amenities

 - **Challenges: Sewers, parking, taxes/fees, alleys....**