

Village of Hales Corners



Comprehensive Plan

Adopted - December 28, 2009
Amended -



*James R. Ryan Municipal Building
5635 S. New Berlin Road
Hales Corners, WI 53130
(414) 529-6161*



Village of Hales Corners Comprehensive Plan 2009-2029

Village Board

| | |
|-------------------|-------------------|
| Village President | Robert G. Reusch |
| Village Trustees | Mary Bennett |
| | Dan Besson |
| | Joe Mesec |
| | Donald Schwartz |
| | Marjorie Stahl |
| | Linda Teschendorf |

Plan Commission

| | |
|--------------------|--------------------|
| Commission Chair | Robert G. Ruesch |
| Commission Members | William Banach |
| | George Kaiser |
| | Ann Marie Pelkofer |
| | Bernard Shaw |
| | Marjorie Stahl |
| | Christopher Stipe |

Citizen Advisory Committee

| | |
|-------------------|-------------------------------|
| Committee Chair | William Banach |
| Committee Members | Kathy Behr |
| | Tom Behr |
| | Arthur Fritz |
| | Delene Hanson |
| | Joseph Mesec |
| | Candy Robinson |
| | David Zepecki |
| | Zachary Fowler - Alternate |
| | Christopher Stipe - Alternate |

Staff

| | |
|-----------------------|------------------------|
| Village Planner | Dyann Benson, AICP |
| Village Administrator | Michael F. Weber, AICP |
| Staff Assistant | Kimberly Busalacchi |

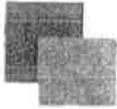
Consultants

Vierbicher Associates, Inc.
Crispell-Snyder, Inc.



Table of Contents

| | |
|--|-----|
| Introduction | 4 |
| Goals, Objectives and Policies | 6 |
| Issues and Opportunities | 12 |
| Agricultural, Natural and Cultural Resources | 22 |
| Transportation | 29 |
| Utilities and Community Facilities | 33 |
| Economic Development | 40 |
| Land Use | 45 |
| Housing | 48 |
| Sustainability | 96 |
| Intergovernmental Cooperation | 99 |
| Plan Implementation | 101 |
| Public Participation | 103 |
| Community Survey | 106 |
| Maps | 109 |
| Map 1 - Regulated Floodplains and Wetlands | |
| Map 2 - Root River Watershed | |
| Map 3 - Milwaukee County National Heritage Inventory | |
| Map 4 - Woodland Areas | |
| Map 5 - Sites of Historic Interest | |
| Map 6 - Collector and Arterial Streets | |
| Map 7 - Trails and Paths | |
| Map 8 - Water Service Types | |
| Map 9 - Existing Land Use | |
| Map 10 - Future Land Use | |
| Map 11 - Current Zoning | |



What is a Comprehensive Plan?

A comprehensive plan is land use document that provides the framework and policy direction for land use decisions and future development.

The Wisconsin Comprehensive Planning Law [s. 66.1001 Wis. Stats.]

The State of Wisconsin's Comprehensive Planning Law requires that all programs and actions of local government units that affect land use must be guided by, and consistent with, that governmental unit's adopted comprehensive plan after January 1, 2010.

The law defines a comprehensive plan as containing nine required elements:

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

The Comprehensive Planning law requires public participation at every stage of the comprehensive planning process.

The Benefits of a Comprehensive Plan

A comprehensive plan creates a vision for a future of the community, protects the public's interest and promotes the best use of limited resources. This will provide a framework that will help the Village focus on the important needs of the community. Although the Village adopts the comprehensive plan, it is a document that can be amended or changed as the community changes.

Required Comprehensive Planning Goals that Must be Addressed by Planning Grant Recipients

Listed below are the fourteen local comprehensive planning goals as described in s. 16.965(4), Wis. Stats.:

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.

9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens



Goals, Objectives and Policies

In this section, the goals, objectives, and policies for each of the Comprehensive Plan's nine major elements are presented. Definitions for goals, objective and policies are given below.

Goal: An ideal future condition to which the community aspires. It is usually expressed in general terms and is not quantifiable.

Objective: An intermediate step toward attaining a goal that is measureable and attainable.

Policies: Principles of land use design and management of development derived from the goals and aimed specifically at what the Village of Hales Corners can do to attain the goals. Policies typically use "shall" and "should" in describing actions and are often expressed as specific standards.

Goals, objectives, and policies are intended to serve as guides for preparing and implementing the recommendations presented in the nine elements of the Comprehensive Plan.

The development of goals, objectives, and policies is a key element of the comprehensive community planning process. The goals and objectives are intended to express the basic values, desires and needs of the community with respect to physical development and redevelopment. Further, they contribute to the successful implementation of the Plan after it is adopted by providing guidelines for reviewing new development proposals. Essentially, they define the Village's vision for the future and provide guidance for realizing that vision. The policies give community leaders specific direction on guiding, encouraging and regulating development.

Agricultural, Natural, and Cultural Resources

Goal

To conserve, protect, and improve the agricultural, natural, and cultural resources of the Village of Hales Corners and the surrounding area.

Objectives

1. Ensure that the environmental and aesthetic qualities of the community are considered when planning for future development.
2. Protect environmentally sensitive areas such as floodplains, drainageways, wetlands, and wooded areas from urban development.

Develop and adopt a stormwater management plan.

Mapping of environmentally sensitive areas and wildlife habitat areas should be consulted during the review of proposed developments.

5. Be actively involved in maintaining the attainment designation for air quality.
6. Be proactive in the preservation and restoration of historically significant structures and buildings.
7. Promote historic sites and local events beyond Village borders.
8. Properly manage natural areas.
9. Encourage an initiative towards community-based horticulture projects.

Policies

1. The Village of Hales Corners shall use zoning and shoreland-wetland ordinances to protect environmentally sensitive areas from urban development.
2. The Village shall continue to use the Site Plan Review Process to review all multi-family residential, commercial, and industrial developments.
3. The Village shall continue to enforce the Historic Preservation ordinance.
4. The Village, working with the Hales Corners Historical Society and Stahl-Conrad Home-

- stead, will educate property owners on historic preservation and encourage property owners to consider local historic designation.
5. The Village shall review the Zoning Code for existing project site area landscape and buffer requirements to maximize open space.
 6. The Village shall continue to enforce local zoning and building code ordinances.
 7. The Village shall review opportunities for community-based horticulture projects.
 8. The Village shall review and update existing invasive species/noxious weed ordinance and encourage removal of such specimens throughout the community.
 9. The Village shall review the existing tree preservation ordinance.

Transportation

Goal

To achieve a safe, efficient, and environmentally sound transportation system that provides personal mobility to all segments of the population, and supports the economy of the Village of Hales Corners.

Objectives

1. Develop an annual capital improvements program with a five-year time horizon that is integrated with the other elements of the Village's Comprehensive Plan.
2. Consider adopting an Official Map Ordinance to reserve adequate right-of-way for future constructed or reconstructed streets and pedestrian and biking trails.
3. Continue to use the PASER program to help prioritize needed street improvements.
4. Provide adequate accessibility for local industries to major arterials entering and leaving the Village.
5. Provide a transportation system that allows for safe and efficient movement of motor vehicle, bicycle, and pedestrian traffic within the community.
6. Encourage the development of a trails system that pedestrians and bicyclists can use to travel to all parts of the Village and to connect with regional trails.
7. Monitor the need to provide transportation for the elderly and disabled residents of the Village of Hales Corners.
8. Coordinate transportation improvements and transportation needs with the surrounding communities, Milwaukee County, and the Wisconsin Department of Transportation.
9. Minimize the impact of new transportation improvements on existing development and the community's natural resources.

Policies

1. The Village of Hales Corners shall review, revise and adopt a five-year transportation improvement program that is consistent with this Plan.
2. The Village should use official mapping to preserve the right-of-ways for planned additions to its street system.
3. The Village shall continue implementing and enforcing its sidewalk improvement policy and the shared use path plan as shown in the Park and Outdoor Recreation Plan.
4. The Village shall communicate annually with the surrounding communities, Milwaukee County, and the Wisconsin Department of Transportation on transportation issues to ensure the preservation of the Village's tax base and natural resources.
5. The Village shall encourage Milwaukee County transit to reevaluate mass transit routes through the community.
5. The Village shall review and adopt parking capacity requirements that minimize project site area hardscape.

7. The Village shall review the Zoning Ordinance to require bicycle racks and/or storage as part of redevelopment projects. >

Utilities and Community Facilities

Goals

To provide utilities and community facilities and services in a manner that will promote efficient and orderly growth, and make Hales Corners a more attractive community in which to live and work.

To ensure adequate open space and recreation facilities are provided for, and are accessible to all Village residents.

Objectives

1. Ensure a full range of governmental and social services to the citizens of the community.
2. Promote water, sanitary sewer, and storm water infrastructure to existing and future development in the Village of Hales Corners.
3. Consider developing an annual capital improvements program with a five-year time horizon as a guide to providing needed community facilities and expanding public utilities.
4. Provide adequate police and fire protection to all areas of the community.
5. Provide parks, open space and recreational facilities to serve all existing and future residential areas that are evenly distributed and accessible.
6. Pursue a variety of development opportunities (residential, industrial, commercial) to broaden the community's tax base in order to off-set the forecasted reductions related to school enrollment and state provided aid needed for school programming.

Includes:

Sanitary sewer service, storm water management, water supply, solid waste disposal, recycling facilities, parks, cemeteries, health care facilities, child care facilities and government facilities, such as schools, libraries, police and fire.

Policies

1. The Village should use a capital improvements program to maintain, and when necessary, expand the Village's public utility systems and other community facilities.
2. The Village shall require land developers to pay all improvement costs associated with the development of new subdivisions.
3. The Village shall investigate dedication of land or pay a fee-in-lieu of ordinances as a means of providing residents of the community with ample parks and recreation facilities

Economic Development

Goal

Encourage the development of a diversified economic base for Hales Corners in a manner that will maintain a quality living environment.

Objectives

1. Work with the Community Development Authority in reviewing and developing strategies for economic growth in the Village.
2. Support the Hales Corners Chamber of Commerce.
3. Work with the private sector to develop and continue urban renewal in the Village.
4. Encourage economic development in areas that are compatible with adjacent land uses.
5. Encourage sustainable development.
6. Enhance name recognition and branding of the Village of Hales Corners.
7. Encourage the redevelopment of STH 100 and STH 24 corridors.
8. Maintain and improve the appearance and quality of existing businesses in the community.

Policies

1. The Village of Hales Corners shall periodically review Zoning Ordinances and Zoning Land Use Map for compatibility in changes in the commercial and industrial markets.
2. The Village shall adopt a Master Plan and Design Guidelines for the STH 100 Corridor.
3. The Village shall continue to enforce local zoning and building code ordinances.

Land Use

Goal

Provide a balance of land uses to serve existing and future residents of the Village, as well as non-residents, that allows for a strong economy, facilitate infill development and redevelopment, and maintain the high quality of life that the Village currently enjoys.

Objectives

1. Minimize conflicts between adjacent land uses. Encourage redevelopment that is consistent and compatible with surrounding areas.
2. Preserve and establish visually attractive development.
3. Maintain appropriate parks and open spaces within the Village.
4. Provide the appropriate level of commercial land uses within the Village that meets the needs of residents and supports economic vitality.
5. Create an efficient and sustainable development pattern.
6. Encourage redevelopment and revitalization in existing commercial and light manufacturing areas.

Policies

1. The Village of Hales Corners shall encourage safe and attractive development; ensure that the redevelopment site is physically suited to the proposed use and apply sound design and landscape principles in the planning, layout and construction of new development.
2. The Village shall promote the integration of housing types, such as single-family residences, multi-family residences, duplex, townhomes and low and moderate income residences.
3. The Village shall ensure that conflicts between neighboring land uses are minimized with logical land use transitions and bufferyards.
4. The Village shall coordinate the development of shared use paths with parks, open spaces and natural areas wherever feasible.
5. The Village shall encourage mixed-use redevelopment that incorporates residential, office and retail in areas that are primarily designated for commercial land uses in a creative and balanced project.
6. The Village shall work cooperatively with existing property owners on redevelopment.
7. The Village shall identify commercial properties that are underutilized or in need of renovation and explore strategies for revitalization when redevelopment is anticipated.
8. The Village shall require redevelopment within the STH 100 Corridor and Village Center area to facilitate pedestrian access and adequate parking accommodations.

Housing

Goal

To preserve and enhance the quality of existing residential neighborhoods and encourage the provision of an adequate supply and choice of housing for all residents.

Includes:

Policies & programs that provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and persons with special needs; development or re-development of low-income and moderate income housing; maintenance or rehabilitation existing housing stock.

Objectives

1. Protect existing residential neighborhoods from intrusion by incompatible or undesirable land use activities.
2. Provide decent, safe, and sanitary housing for elderly, handicapped, and low to moderate-income residents of the community.
3. Promote the rehabilitation of substandard housing in the community in order to provide a decent and safe living environment for all residents.
4. Encourage future residential development in areas that can be served efficiently and economically with public utilities and community facilities and services.

Policies

1. The Village of Hales Corners shall use the zoning ordinance to maintain the character of existing residential neighborhoods and periodically review the Zoning Code for compatibility in the changing housing market.
2. The Village shall continue to use effective building and housing codes to maintain and ensure the quality and safety of existing and new housing units.
3. The Village shall adopt residential design guidelines and provide information on design concepts for renovating/remodeling common housing types in the Village (ranches, split-levels, etc.).
4. The Village shall cooperate with the private sector in the development of federal and state subsidized housing to meet community needs.
5. The Village shall convene, every five years, an Ad Hoc Housing Needs Committee to review housing trends and identify an opportunities to meet the needs of a changing housing market.
6. The Village shall provide realtors with home buying assistance program materials which can be used in the Village to make home ownership more affordable.
7. The Village shall continue to promote the use of the Milwaukee County Home repair Program and consider opportunities to utilize Community Development Block Grant funds for related home maintenance programs.
8. The Village shall identify future housing development opportunities.

Sustainability

Goal

To follow the principles of sustainability to improve the quality of life by meeting present environmental, economic, and social needs without compromising the ability of future generations to do the same.

Objectives

1. Promote local food production.

2. Encourage the safeguarding of ecosystems, trees, soil and water resources.
3. Promote development and redevelopment so that buildings and neighborhoods incorporate sustainable features.
4. Foster local energy conservation and efficiency while increasing the use of renewable power such as solar, wind and geothermal energy systems.
5. Improve stormwater infiltration in commercial developments by reducing impervious cover.

Policies

1. Continue to promote the Harvest at the Homestead/Green Farmers Markets that are held throughout the year at the Stahl-Conrad Homestead. *nuh?*
2. Investigate opportunities to educate the community about and increase local food development.
3. Work with the Environmental Committee and other organizations to promote water conservation in the Village. *?*
4. Review the Zoning Code to identify opportunities to increase the use of native landscaping. *?*
5. Consider requiring developers to provide documentation that buildings could meet LEED certification to promote the incorporation of green buildings in Tax Increment Financing (TIF) Districts or developments receiving Village financing assistance. *?*
6. Develop an outdoor lighting efficiency ordinance for all new construction and existing building lighting retrofits. *?*
7. Identify opportunities to incorporate bicycle and pedestrian accommodations during road resurfacing and reconstruction projects.
8. Collaborate with other organizations to educate the public about viable alternatives to the use of herbicides, pesticides and fertilizers which pollute water sources.
9. Consider restricting parking capacities to meet only the minimum Zoning requirements, protecting and restoring natural areas and habitats and encouraging vegetated open space.
10. Encourage the Village to pursue an Eco-Municipality designation. *?*

Intergovernmental Cooperation

Goal

To promote the provision of governmental services in a cooperative, efficient, environmentally sound and socially responsible manner.

Objectives

1. Continue to provide fire department and ambulance/first responder services as part of the mutual aid agreement.
2. Meet annually with the Whitnall School District to discuss mutual issues and opportunities.
3. Review as part of the Village's annual budgeting process the opportunities to provide efficient and economical public facilities and services through cooperation with other units of government.
4. Coordinate the implementation of the Village's Comprehensive Plan with the Village of Greendale, City of Greenfield, City of New Berlin, City of Franklin and Milwaukee County.
5. Investigate opportunities to consolidate services.

Policy

The Village of Hales Corners shall continue to encourage involvement with the Village of Greendale, City of Greenfield, City of New Berlin, City of Franklin and Milwaukee County in order to minimize land use and policy conflicts, and to achieve economies of scale.



Issues and Opportunities

Location

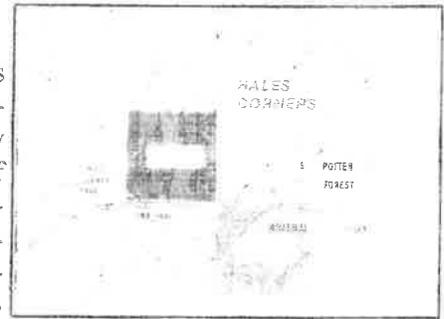
The Village of Hales Corners is located in Milwaukee County, Wisconsin and occupies an area of 3.2 square miles. The City of Greenfield is located to the north of the Village, the Village of Greendale is to the east, the City of Franklin is to the south, and the City of New Berlin is to the west.

The Village is located approximately 20 miles southwest of the City of Milwaukee and borders Waukesha County.

History

The Village's history dates back to the late 1830's when white settlers first arrived in Hales Corners. At that time, the Potawatomi and Menominee Indian population was compelled by treaty to move to the west, and the land was sold to potential settlers by the United States Government for as little as \$1.25 per acre.

Two brothers, Seneca and William Hale, claimed 160 acres each in 1837. Their father, Ebenezer, joined them and purchased another 160 acres to the east. Their family's property formed three of the four corners at the current intersection of Janesville Road and 108th Street (Hwy. 100). Due to the agricultural traffic along Janesville Road, the area attracted commercial development. It was first referred to as "Hale's Corners" after William Hale, who became the first postmaster. Later, the apostrophe was dropped, and the name Hales Corners stuck.



Courtesy Hales Corners Historical Society

Hales Corners continued to develop as a commercial and residential center. It was established as an unincorporated village in 1924 and was incorporated as a village on January 30, 1952. The Village's current population is 7,646.

The Village is currently governed by a Village President and six Trustees. The Village has its own Police Department and Public Works Department. The Fire Department is staffed by ~~three~~ full time employees as well as approximately 40 paid-on-call firefighters. A new Fire Station was built in 2004. 4

The Village is served by Whitnall School District which includes Hales Corners Elementary, Edgerton Elementary School, Whitnall Middle School and Whitnall High School. The middle school and high school are located in the City of Greenfield.

Community Visioning Session

In March 2009, the Village held a community visioning session to highlight the comprehensive planning process and to get input from residents regarding the strengths, weakness, opportunities and threats the Village faces as the community plans for the future.

The summary of the results are shown on the following page.

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Strengths

- Small size (allows more input, more oversight)
- Proximity to metro-Milwaukee (convenience)
- Whitnall Park/parks/urban forestry (mature trees in residential neighborhoods)
- Whitnall School District (reputation)
- Long standing businesses
- 4th of July, Historic preservation efforts, Hales Corners Pool – community involvement/ responsive community

Weaknesses

- Lack of diversity in the tax base
- Age of housing stock
- Hwy 100 – divides the Village of Hales Corners
- ATC towers – aesthetics
- Branding/lack of name recognition

Opportunities

- Targeting baby boomers
- Utilizing parks as amenities
- Biking amenities
- Improve/enhance Stahl-Conrad events

Threats

- WisDOT STH 100 reconstruction plans - Done
- Budget impacts on road/infrastructure improvements
- High-growth communities/lack of space for new development and little redevelopment
- Empty commercial spaces

The Village's small size and opportunities to be involved in local government and community activities was seen as one of the community's strengths along with the many parks, particularly Whitnall Park. The Village's close proximity to the City of Milwaukee is perceived as a strength because the City offers many amenities within a reasonable distance while the Village offers a nice place to live and raise a family outside of the City.

The greatest weakness and threats to the community relate to STH 100/South 108th Street. This highway bisects the community, effectively dividing the community into an east and west side. In addition, this highway is under the jurisdiction of the Wisconsin Department of Transportation. Any changes to STH 100 have the potential to significantly impact the Village, including affecting the primary commercial corridor that abuts STH 100; aesthetics, and the quality of life for the community.

Community Survey

A two-page survey was mailed out to 3,817 residences as part of the Village's quarterly newsletter. In addition, copies of the survey were provided at Village Hall and the Hales Corners Library. Two hundred and fifty-one surveys were returned for a response rate of 6.5%. A summary of the results

is provided below.

Housing

The majority of housing stock in the Village is single-family residential. Village residents were asked what type of housing, other than single-family residential, they would like to see developed in the future. 29% of the respondents chose senior housing, 24% choose condominiums and 16% chose mixed use (residential with commercial). Less than 10% of the respondents chose apartments or duplexes.

Transportation

When asked about the quality of the residential roads, over 45% responded that the roads were either in poor or very poor condition. 13.6% of the respondents indicated that they had no opinion, and approximately 41% responded that the roads were in good or very good condition. 45% of the respondents that indicated they lived on the west side of the Village felt the roads were in poor or very poor condition whereas 27% felt the roads were in good or very good condition. For respondents living on the east side of the Village, 45% indicated the roads were in poor or very poor condition compared to the 40% that felt the roads were in good or very good condition. Janesville Road, Forest Home Avenue and STH 100 were removed from consideration because these roads are maintained by either Milwaukee County or the State of Wisconsin.

Natural Resources

Respondents were asked to assess the future recreational needs of the Village, including providing for natural areas. 56% of the respondents indicated that this was important or very important compared to 17% of the respondents that felt that it was less or not important.

Economic Development

Respondents were asked several questions about where they shopped for various goods and services, including groceries, apparel, health related services, restaurants and financial services. Approximately 70% of the respondents indicated they shop within the Village for groceries, but may go outside the Village to Greenfield or Franklin for some grocery items.

The majority of respondents indicated that they go to sit down restaurants within the Village, but also go to Greenfield and other areas outside of the Village. These results are not surprising considering the close proximity of the communities and easy of traveling between the various communities.

When respondents were asked to indicate specific stores or types of retail that they would like to see within the Village, many indicated specialty stores, such as toy stores, bakery, smaller scale book store. Respondents also indicated some of the regional and national chains that have located in the southeastern Wisconsin near some of the larger shopping districts, such as Trader Joe's, Costco and Coldstone Creamery.

Utilities and Community Facilities

The majority of respondents indicated they felt that the Village services were either very good or good, including services provided at the Village Hall (licensing, tax collection, elections), the Police Department, Health Department, Fire/EMS Department and snow and ice removal. The majority of respondents indicated no opinion when asked about building inspection and code enforcement.

This is not surprising considering that unless a respondent had work done on their home or filed a complaint, they would not have any familiarity with the process.

Population Characteristics

The Village of Hales Corners experienced a small increase in population from 1990 to 2000 compared to the County as a whole. Table 1. shows that the Village’s population grew from 7,623 in 1990 to 7,765 in 2000, a 1.9% increase in population. For comparison, Milwaukee County declined by 2% from 1990 to 2000 with population of 959,275 in 1990 to a population of 940,164 by 2000.

Population projections for 2010 indicate that the Village of Hales Corners will experience a small decrease in population, along with the Village of Greendale and Milwaukee County from 2005 to 2010.

Table 1. and Table 2. depict relevant population information.

| Municipality | TOTAL POPULATION | | | | | PERCENT CHANGE | | |
|------------------|------------------|-------------|-------------|-------------|---------------------|----------------|-----------|-----------|
| | 1970 Census | 1980 Census | 1990 Census | 2000 Census | Final Est. 1/1/2008 | 1980-1990 | 1990-2000 | 2000-2008 |
| Hales Corners | 7,771 | 7,110 | 7,623 | 7,765 | 7,646 | 7.2% | 1.9% | -1.5% |
| Greendale | 15,089 | 16,928 | 15,128 | 14,405 | 13,995 | -10.6% | -4.8% | -2.8% |
| Franklin | 12,247 | 16,871 | 21,855 | 29,494 | 33,550 | 29.5% | 35.0% | 13.8% |
| Greenfield | 24,424 | 31,353 | 33,403 | 35,476 | 36,270 | 6.5% | 6.2% | 2.2% |
| Milwaukee County | 1,054,249 | 964,988 | 959,275 | 940,164 | 938,490 | -0.6% | -2.0% | -0.2% |
| Muskego | 11,573 | 15,277 | 16,813 | 21,397 | 23,075 | 10.1% | 27.3% | 7.8% |
| New Berlin | 26,910 | 30,529 | 33,592 | 38,220 | 39,500 | 10.0% | 13.8% | 3.3% |
| Wisconsin | 4,417,821 | 4,705,642 | 4,891,769 | 5,363,715 | 5,675,156 | 4.0% | 9.6% | 5.8% |

Source: Wisconsin Dept of Administration, Demographic Service Center

Table 1. Population Time Series

By comparison, the City of Franklin, City of Greenfield and City of Muskego are projected to continue to experience an increase in population through 2030. Table 2. on the next page shows the population projections for Hales Corners and adjacent communities

| Municipality | Census 2000 | POPULATION PROJECTION | | | | PERCENT CHANGE | | |
|------------------|-------------|-----------------------|-----------------|-----------------|-----------------|----------------|-----------|-----------|
| | | Projection 2005 | Projection 2010 | Projection 2020 | Projection 2030 | 2005-2010 | 2005-2020 | 2005-2030 |
| Hales Corners | 7,765 | 7,644 | 7,628 | 7,704 | 7,552 | -0.2% | 0.8% | -1.2% |
| Greendale | 14,405 | 14,075 | 13,632 | 12,935 | 11,863 | -3.1% | -8.1% | -15.7% |
| Franklin | 29,494 | 32,661 | 34,530 | 38,802 | 41,894 | 5.7% | 18.8% | 28.3% |
| Greenfield | 35,476 | 36,140 | 36,914 | 39,010 | 39,938 | 2.1% | 7.9% | 10.5% |
| Milwaukee County | 940,164 | 938,497 | 9929,208 | 923,910 | 891,445 | -1.0% | -1.6% | -5.0% |
| Muskego | 21,397 | 22,478 | 23,589 | 25,835 | 27,749 | 4.9% | 14.9% | 23.4% |
| New Berlin | 38,220 | 39,041 | 39,882 | 41,682 | 43,050 | 2.2% | 6.8% | 10.3% |
| Wisconsin | 5,363,715 | 5,589,920 | 5,772,370 | 6,202,810 | 6,541,180 | 3.3% | 11.0% | 17.0% |

Source: Wisconsin Dept of Administration, Demographic Service Center

Table 2. Population Projections

Population by Age

The age of a population can influence the type of commercial and residential development that occurs as well as the type of services and programs offered within a community. Table 3. below shows the median age of the Village, County and adjacent communities. The Village of Hales Corners has a median age that is older than that for the County as a whole.

| Median Age | Hales Corners | Wisconsin | Milwaukee County | Franklin | Greendale | Greenfield | Muskego | New Berlin |
|-------------|---------------|-----------|------------------|----------|-----------|------------|---------|------------|
| 1990 Census | 41 | 33.9 | 33.7 | 34 | 41.5 | 41.3 | 34.1 | 40.2 |
| 2000 Census | 42.8 | 42.1 | 34.4 | 41.3 | 44.3 | 43.3 | 41.2 | 42.2 |

Table 3. Median Age

Table 4. shows a more detailed look at the change in population between 1990 and 2000 by age group. The Village showed an increase of 120% in the 85 & older age group. The Village has also experienced an increase in children between 10-14 years old and teens between 15-17 years old.

The table demonstrates what many other communities are experiencing: a decline in the number of children as people choose to have smaller families or choose not have children.

The table also shows increases in the age groups of 75 years of age and older. This can be explained by the natural aging of the population and individuals living longer due to advances in medical care. Declines in population within any age group can be explained, in part, by natural aging.

Table 4. Percent Change in Age Groups

| Population by Age | Hales Corners | Wisconsin | Milwaukee County | Franklin | Greendale | Greenfield | Muskego | New Berlin |
|-------------------|---------------|-----------|------------------|----------|-----------|------------|---------|------------|
| Under 5 years old | -25.8% | -5.1% | -10.9% | 6.7% | -14.9% | -11.0% | 12.9% | 0.9% |
| Ages 5-9 | -3.1% | 0.8% | 0.3% | 10.7% | -17.8% | -0.4% | 29.4% | 2.3% |
| Ages 10-14 | 21.0% | 14.0% | 7.6% | 35.0% | -4.7% | 10.1% | 29.5% | 14.4% |
| Ages 15-17 | 34.3% | 22.9% | 13.0% | 61.8% | -9.5% | 24.0% | 23.6% | 27.6% |
| Ages 18-20 | 0.9% | 8.2% | 1.4% | 42.3% | -28.5% | -2.8% | -3.5% | -7.4% |
| Ages 21-24 | -8.0% | -3.6% | -10.3% | 5.5% | -40.0% | -11.4% | -10.4% | -8.3% |
| Ages 25-34 | -33.0% | -14.1% | -20.3% | -8.0% | -30.8% | -20.0% | -9.5% | -22.6% |
| Ages 35-44 | 10.1% | 20.8% | 5.6% | 37.0% | -10.3% | 6.9% | 36.6% | 14.5% |
| Ages 45-49 | 36.9% | 52.7% | 43.9% | 102.5% | -2.1% | 38.0% | 64.2% | 48.1% |
| Ages 50-54 | 32.0% | 53.2% | 36.7% | 114.7% | -4.7% | 37.9% | 79.4% | 40.1% |
| Ages 55-59 | -3.8% | 23.5% | -3.6% | 53.8% | -6.5% | 10.9% | 58.7% | 13.4% |
| Ages 60-64 | -27.4% | -1.9% | -24.7% | 27.8% | 1.0% | -12.2% | 29.2% | 6.7% |
| Ages 65-74 | -5.0% | -0.9% | -16.7% | 56.4% | 45.4% | 2.0% | 33.2% | 51.5% |
| Ages 75-84 | 58.7% | 15.2% | 2.9% | 146.0% | 85.6% | 56.8% | 50.1% | 102.0% |
| Ages 85 & older | 120.0% | 28.7% | 12.5% | 164.9% | 125.9% | 68.1% | 78.7% | 127.2% |

Source: 1990 & 2000 Census

Median Age

The median age in the Village is 41 years. Franklin and Muskego have a median age of 37.9 years and 37.5 years, respectively. Table 5. shows the median age of the Village and adjoining communities.

Table 5. Median Age

| Municipality | Median Age |
|------------------|------------|
| Hales Corners | 41 |
| Greendale | 43.6 |
| Franklin | 37.9 |
| Greenfield | 41.7 |
| Milwaukee County | 33.7 |
| Muskego | 37.5 |
| New Berlin | 39.8 |
| Wisconsin | 36 |

Source: 2000 Census

Households

The number of households, based on projections, increased by 1.5% between 2005 and 2010. The Village is projected to see an approximate 4% increase in the number of households between 2010 and 2020, with less than a 1% increase between 2020 and 2030. Table 6. below shows the projected number of households for the Village and adjoining communities.

Table 6. Household Projections

| Municipality | Total Households 2000 | PROJECTED HOUSEHOLDS | | | | PERCENT CHANGE | | |
|------------------|-----------------------|----------------------|-----------|-----------|-----------|----------------|-----------|-----------|
| | | 2005 | 2010 | 2020 | 2030 | 2005-2010 | 2010-2020 | 2020-2030 |
| Hales Corners | 3,260 | 3,270 | 3,319 | 3,441 | 3,462 | 1.5% | 3.7% | 0.6% |
| Greendale | 6,011 | 5,986 | 5,897 | 5,744 | 5,406 | -1.5% | -2.6% | -5.9% |
| Franklin | 10,602 | 12,072 | 12,983 | 14,975 | 16,594 | 7.5% | 15.3% | 10.8% |
| Greenfield | 15,697 | 16,321 | 16,958 | 18,396 | 19,329 | 3.9% | 8.5% | 5.1% |
| Milwaukee County | 377,729 | 384,182 | 386,877 | 394,832 | 390,753 | 0.7% | 2.1% | -1.0% |
| Muskego | 7,533 | 8,006 | 8,509 | 9,517 | 10,323 | 6.3% | 11.8% | 8.5% |
| New Berlin | 14,495 | 14,978 | 15,495 | 16,541 | 17,250 | 3.5% | 6.8% | 4.3% |
| Wisconsin | 2,084,556 | 2,208,571 | 2,322,062 | 2,557,504 | 2,728,477 | 5.1% | 10.1% | 7.1% |

Source: Wisconsin Dept of Administration, Demographic Service Center

The ability to increase the number of households is limited by the availability of land for residential development. This may include existing vacant parcels, parcels that could be subdivided or increase in density.

By comparison, the cities of Franklin and Muskego are projected to see larger increases in the number of households.

Average Household Size

The average household size for the Village is 2.35. This household size is comparable to that in the Village of Greendale. The adjoining communities of Franklin, Muskego and New Berlin have a larger average household size.

Table 7. Average Household Size

| Municipality | Average Household Size |
|------------------|------------------------|
| Hales Corners | 2.35 |
| Greendale | 2.38 |
| Franklin | 2.58 |
| Greenfield | 2.2 |
| Milwaukee County | 2.43 |
| Muskego | 2.8 |
| New Berlin | 2.62 |
| Wisconsin | 2.5 |

Source: 2000 Census

Household Income

The median household income in the Village was \$54,536 in 1999 per the 2000 Census. This level is higher than the median household income for Milwaukee County and the State as shown in Table 8 below. However, the Village experienced a smaller increase in median household income between 1989 and 1999 than the County or the State.

Table 8. Median Household Income

| Municipality | 1990 | 2000 | Percent Change 1990-2000 |
|------------------|----------|----------|--------------------------|
| Hales Corners | \$43,766 | \$54,536 | 24.6% |
| Milwaukee County | \$27,867 | \$38,100 | 36.7% |
| Wisconsin | \$29,442 | \$43,791 | 48.7% |

Source: 1990 & 2000 Census

Table 9. shows how the Village compares to surrounding municipalities for median household income as shown in the 2000 Census. The Village had a higher median household than Greenfield, but lower than those in Greendale, Franklin, Muskego and New Berlin.

Table 9. Median Household Income for Surrounding Communities

| Municipality | Median Household Income |
|------------------|-------------------------|
| Hales Corners | \$54,536 |
| Greendale | \$55,553 |
| Franklin | \$64,315 |
| Greenfield | \$44,230 |
| Milwaukee County | \$38,100 |
| Muskego | \$64,247 |
| New Berlin | \$67,576 |
| Wisconsin | \$43,791 |

Source: 2000 Census

Table 10. below shows the distribution of household income in the Village as well as Milwaukee County and Wisconsin. The Village has a greater percentage of households with incomes in the \$50,000 to \$149,999 when compared to the County and the State.

Table 10. Household Income

| Household Income | Hales Corners | | | | Milwaukee County | | | | Wisconsin | | | |
|---------------------|---------------|-----|-------|-----|------------------|-----|---------|-----|-----------|-----|-----------|-----|
| | 1989 | | 1999 | | 1989 | | 1999 | | 1989 | | 1999 | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| < \$10,000 | 178 | 6% | 132 | 4% | 62,256 | 17% | 40,098 | 11% | 255,413 | 14% | 148,964 | 7% |
| \$10,000 - \$14,999 | 159 | 5% | 145 | 4% | 35,973 | 10% | 25,500 | 7% | 170,828 | 9% | 121,366 | 6% |
| \$15,000 - \$24,999 | 454 | 15% | 317 | 10% | 68,871 | 18% | 54,013 | 14% | 341,433 | 19% | 264,897 | 13% |
| \$25,000 - \$34,999 | 340 | 11% | 316 | 10% | 61,873 | 17% | 53,352 | 14% | 317,699 | 17% | 276,033 | 13% |
| \$35,000 - \$49,999 | 75 | 25% | 497 | 15% | 71,466 | 19% | 66,510 | 18% | 368,148 | 20% | 377,749 | 18% |
| \$50,000 - \$74,999 | 719 | 23% | 897 | 27% | 51,718 | 14% | 72,565 | 19% | 257,090 | 14% | 474,299 | 23% |
| \$75,000 - \$99,999 | 295 | 10% | 607 | 19% | 12,494 | 3% | 35,982 | 10% | 65,362 | 4% | 226,374 | 11% |
| \$100,000-\$149,999 | 107 | 3% | 290 | 9% | 5,602 | 1% | 20,472 | 5% | 30,544 | 2% | 133,719 | 6% |
| \$150,000 > | 56 | 2% | 68 | 2% | 3,309 | 1% | 9,491 | 3% | 17,735 | 1% | 62,903 | 3% |
| TOTAL | 3,066 | | 3,269 | | 373,542 | | 377,983 | | 1,824,252 | | 2,086,304 | |

Table 11. below shows the poverty status for persons and families in the Village compared to Milwaukee County and Wisconsin. The percentage of persons and families below the poverty level was lower in the Village than in Milwaukee County or the State.

Table 11. Poverty Status

| | Hales Corners | | Milwaukee County | | Wisconsin | |
|------------------------------|---------------|-------|------------------|---------|-----------|-----------|
| | 1989 | 1999 | 1989 | 1999 | 1989 | 1999 |
| Total Persons | 7,613 | 7,758 | 933,532 | 915,688 | 4,754,103 | 5,211,603 |
| Total Below Poverty | 156 | 154 | 148,184 | 139,747 | 508,545 | 451,538 |
| % Below Poverty | 2% | 2% | 16% | 15% | 11% | 9% |
| Total Families | 2,234 | 2,156 | 241,342 | 226,685 | 1,284,297 | 1,395,037 |
| Total Families Below Poverty | 22 | 7 | 30,297 | 26,454 | 97,466 | 78,188 |
| % Below Poverty | 1% | 0% | 13% | 12% | 8% | 6% |

Source: U.S. Census

Educational Attainment

Table 12. below shows the level of education attained by individuals 25 years of age or older. Approximately 27% of the population over the age of 25 has obtained a high school diploma or equivalent. This is comparable to adjoining communities, with the cities of Greenfield and Muskego.

Table 12. Educational Attainment

| Level of Education | Hales Corners | Wisconsin | Milwaukee County | Franklin | Greendale | Greenfield | Muskego | New Berlin |
|---------------------------------------|---------------|-----------|------------------|----------|-----------|------------|---------|------------|
| No Schooling | 0.1% | 0.7% | 1.2% | 0.1% | 0.1% | 0.6% | 0.0% | 0.1% |
| Some Schooling | 9.1% | 14.3% | 18.6% | 9.9% | 8.6% | 14.5% | 7.8% | 7.5% |
| High School graduate (or Equivalency) | 27.5% | 34.6% | 29.4% | 28.0% | 28.4% | 33.4% | 33.6% | 27.0% |
| Some College | 21.7% | 20.6% | 21.1% | 23.6% | 20.1% | 24.3% | 25.5% | 21.4% |
| Associate Degree | 6.5% | 7.5% | 6.1% | 9.4% | 7.2% | 7.0% | 8.1% | 7.2% |
| Bachelor's Degree | 24.8% | 15.3% | 15.7% | 20.6% | 23.8% | 14.8% | 17.6% | 25.1% |
| Master's Degree | 7.4% | 4.8% | 5.2% | 6.1% | 9.4% | 4.0% | 5.6% | 8.5% |
| Professional School Degree | 2.4% | 1.6% | 1.9% | 1.6% | 1.7% | 1.1% | 1.3% | 2.4% |
| Doctorate | 0.4% | 0.8% | 0.8% | 0.8% | 0.7% | 0.3% | 0.5% | 0.8% |
| Total | 5,507 | 3,475,878 | 594,387 | 20,202 | 10,332 | 25,877 | 14,201 | 26,328 |

Source: 2000 Census



Agricultural, Natural and Cultural Resources

Agricultural Resources

The Village does not have any land that is either being farmed or is lying fallow.

Natural Resources

As a small, landlocked and built out community, the management and preservation of the natural resources is important to maintaining the quality of life enjoyed by residents. Environmental characteristics, including topography, drainage patterns, floodplains, wetlands and soils are among the features that determine whether or not an area is suitable for development.

Surface Water and Stream Corridors

The Whitnall Park Creek, North Branch of Whitnall Creek and Northwest Branch of Whitnall Creek meander through the Village from the west side of the Village at Kelly Lake down to Whitnall Park at the south east corner of the Village. These major surface water features add scenic value to the community. Single family residential, commercial and parks are the primary zoning classifications for the land abutting these creeks. All of the local waterways, drainage ditches and underground storm sewer system serve as drainage ways that comprise part of the water shed for the Root River.



Whitnall Park Creek

Kelly Lake, also known as Kurtz Lake and Mud Lake, is located at the northwest corner of the Village. Kelly Lake is located within the Village of Hales Corners and the City of New Berlin. Public access to the lake is available off of Kurtz Road.

The Village has adopted a Floodplain-Wetland Ordinance. This ordinance is administered through the Building Inspection and Zoning Administration. The purpose of this ordinance is to help protect the scenic beauty, to prevent future property damage from potential flooding and to protect the water resources from pollution, sedimentation and erosion.

Floodplains

Areas that are susceptible to flooding have limited use for development. The Village of Hales Corners has a Floodplain-Wetland Ordinance that prohibits development within the floodway or floodplain. The Village has adopted maps from the Federal Emergency Management Agency (FEMA) which identifies the flood hazard areas within the Village. As such, the Village participates in the National Flood Insurance program. Map 1 shows the regulated floodplains and wetlands within the Village. Map 1A. Shows the wetlands.

Wetlands

The State of Wisconsin defines wetlands as those areas where water is at, near or above the land surface long enough to be capable of supporting aquatic or hydrophytic vegetation and which have soils indicative of wet conditions. The Wisconsin Department of Natural Resources has authority over all wetlands.

According to the State of Wisconsin Wetland Inventories Map, the Village has several wetland areas within corporate limits (see Map 1). Within the Village, the most contiguous wetland areas are found along Whitnall Park Creek and its two branches.

Protection of wetlands in the Village is important since they serve several vital environmental functions including flood control, water quality improvement, groundwater recharge and providing habitat for fish, birds and other wildlife.

Groundwater

Groundwater is an invisible, yet important water resource. A number of activities, such as the use of insecticides and pesticides, underground storage tanks, and chemical spills can affect groundwater quality.

Groundwater quality and quantity are both issues of concern. As demand on groundwater aquifers increases due to development, the level of groundwater can drop, requiring wells to be drilled deeper and deeper. This extends beyond a local issue, but is a regional issue that will require significant levels of intergovernmental cooperation.

Soils maps can be used a guide to identify shallow ground water levels.

Wellheads

The issue of wellheads generally deals with geographic areas that are dependent upon groundwater. Some areas in the Village are served by a public water system, Milwaukee Water Works, while other areas remain dependent upon individual or community wells. Wells are under the jurisdiction of the Wisconsin Department of Natural Resources. The Village does not have a permitting or inspection system in place for private wells except for electrical permits required for pump installation and plumbing permits for connecting the well to the structure.

The Village has two community wells: Blossom Heath Water Trust and Hales Happiness Water Trust. Both community wells are located in the northwest section of the Village. The community wells function as their own water utility with the water trust electing an agent that sends out the bills and works with the Wisconsin Department of Natural Resources on any issues. Blossom Heath Water Trust was formed in the 1950s and serves approximately 30 homes.

Blossom Heath is located between Grange Avenue on the south, Copeland Avenue on the north, 115th Street on the west and 112th Street on the east. Hales Happiness Water Trust was also formed in the 1950s and serves approximately 180 homes. Hales Happiness is bordered by Copeland Avenue on the south, Abbott Avenue on the north, 116th Street on the west and 110th Street on the east. Homes located on Woodside Drive west of 116th Street are also part of the Hales Happiness Water Trust.

In 2010, Blossom Heath Water Trust started the process of disbanding the water trust. The Wisconsin Department of Natural Resources cited the water trust for several code violations that required an upgrade to the existing system. After several months of evaluating alternatives and their associated costs, which included extending and connecting to municipal water provided by Milwaukee Water Works, property owners decided they would drill their own individual well.

When a well is abandoned, the property owner is responsible for complying with the regulations established by the Wisconsin Department of Natural Resources.

The federal Safe Drinking Water Act (SDWA) was amended in 1986 to include a nationwide program to protect groundwater used for public water supplies. The amendment established state well-

head protection programs. The goal is for communities to prevent the contamination of their wells by delineating and protecting the land areas that contribute water to their wells. Section NR 811.16 (5) of the Wisconsin Administrative Code outlines the requirements of Wisconsin's wellhead protection program. The Village has not adopted a wellhead protection plan.

Storm Water Runoff, Erosion & Nonpoint Source Pollution

As with groundwater, surface water is an important resource that is greatly impacted by storm water runoff, erosion and nonpoint source pollution. A number of activities, such as construction work, the use of insecticides and pesticides, fertilizers, chemical spills and certain commercial activities can affect surface water.

Storm water drains to the Root River through various surface waters as well as drainage ditches and underground storm sewers. Map 2 shows the Root River watershed boundary. The Village has three storm water detention ponds that are designed to control the rates of discharge of storm water during heavy rains. These detention ponds are located at 112th Street and Grange Avenue; 116th Street and Grange Avenue; and Schoetz Park. In addition, there are detention ponds that are included as part of private developments, such as Hales Corners Lutheran Church- Janesville Road Campus and Falcon Glen Apartments, for onsite storm water management.



Grange Avenue Detention Pond

The Village has adopted storm water management requirements (Section 8-2-11 of the Zoning Code) and construction site erosion control and storm water management requirements (Section 8-2-12 of the Zoning Code). As redevelopment occurs in the Village, it is important to manage the storm water that flows from the impervious surfaces of buildings, parking lots and streets

The Village has established a storm water utility that is charged to residential and commercial properties to provide funding for storm water management improvements, such as street sweeping, annual water quality testing of major outfalls, catch basin cleaning, and public education and outreach. The storm water utility fee will also be used to update the Village's storm water management plan, which was last updated in 1986.

Soils

Soils provide the physical base on which development occurs. Soil types and their characteristics provide an understanding of what types of development are appropriate in any given area of the Village. Soil characteristics such as compaction, erosion and slumping may place limits on development or require the use of additional construction techniques to provide a stable base in order to prevent environmental and/or property damage.

According to the Soil Survey of Milwaukee and Waukesha Counties, prepared by the Soil Conservation Service of the United States Department of Agriculture, the predominant soil type in the Village of Hales Corners is Ozaukee Silt Loam and Mequon Silt Loam. The Ozaukee Silt Loam are well and moderately drained, silty soils that have a silty clay loam and silty clay subsoil underlain by calcareous silty clay loam glacial till. The Mequon Silt Loam somewhat poorly drained, silty soils that have a silty clay subsoil underlain by calcareous silty clay loam glacial till.

Bedrock

As with ground water levels, soils maps can be used as a guide to identifying areas where bedrock is close to the surface.

Woodlands

Map 4 shows the location of woodland areas in the Village of Hales Corners. These areas provide habitat for wildlife and serve as an aesthetic amenity for the community. The woodland areas are intermittent throughout the community, the Village has made efforts to preserve contiguous corridors through the community.

Environmental Areas

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) identifies environmentally sensitive areas as part of its regional land use and water quality planning process. Development should be limited in these areas.

Environmentally sensitive areas include:

- Lakes and streams shown on United States Geographic Survey maps
- Wetlands shown on the Wisconsin Wetland Inventory Maps produced by the Wisconsin Department of Natural Resources
- Floodways as delineated on the official Federal Emergency Management Administration (FEMA) Flood Boundary and Floodway Maps

The majority of the areas designated as environmentally sensitive in the Village are located along Whitnall Park Creek and its two branches that run through the Village.

Metallic and Non-Metallic Mineral Resources

The Village of Hales Corners does not have any metallic or non-metallic mining sites within the Village limits. It is unlikely that a mining site would ever be developed.

Wildlife Habitat and Threatened and Endangered Species

The Village is an urbanized community where most wildlife habitat is limited to birds and small animals that have adapted to urban life. Whitnall Park and Potters Forest provide larger areas for wildlife habitat and may accommodate larger animals such as deer. Aquatic life is also present in and along Kelly Lake and the Whitnall Park Creek and its two branches. Hunting within the Village is prohibited.

Information on wildlife habitat and threatened and endangered species is available from the Wisconsin Department of Natural Resources. Information can be found on their website at www.dnr.state.wi.us/org/land/er

Map 3 is the National Heritage Inventory Map for Milwaukee County. These maps are created by the Endangered Resources Program and are based on data collected from the Wisconsin Natural Heritage Inventory. The maps shows locations where rare aquatic and terrestrial species or natural communities have been documented within the area. The map does not identify specific locations of endangered resources, but provide an appropriate basis for property owners to gather information on habitats or species that may affect their property as well as for general planning and assessment

use when considering development.

Air Quality

Good air quality is important to the overall quality of life and health of the community. The Environmental Protection Agency (EPA) regulates common air pollutants that can be found all over the United States. These pollutants can injure health, harm the environment and cause property damage. These pollutants are called criteria air pollutants because EPA has regulated them by developing health based criteria for establishing permissible levels. The primary standards protect health and secondary standards prevent damage to the environment and property.

As with ground water, this is an issue that extends beyond municipal boundaries. A geographic area that meets or exceeds the primary standard is called an attainment area while areas that fail to meet the primary standard are called nonattainment areas.

The air quality monitoring station nearest to the Village of Hales corners is located in the City of Oak Creek at the College Avenue Park and Ride. Milwaukee County is a non-attainment area.

Cultural Resources

In September 1999, the Village adopted a historic preservation ordinance to protect, enhance and preserve structures, sites and districts which represent or reflect elements of the cultural, social economic, political and architectural history of the Village.

Cultural and civic events in the Village include:

- Arbor Day
- Christmas House
- Christmas Tree Lighting
- St. Mary's Parish Festival
- National Night Out
- Concert in the Park - Whitnall Park
- Maple Syrup Tapping-Wehr Nature Center
- Greek Fest
- Green Market—Stahl-Conrad Homestead
- 4th of July Celebration
- Hales Corner Pool Activities

Historical Resources

The State Historical Society of Wisconsin's Division of Historic Preservation (DHP) collects information regarding the state's cultural resources, its historic buildings and archaeological sites. The DHP administers the State and National Register of Historic Places programs.

The National Register is the official list of historic places in the United States that have been designated for preservation and is maintained by the National Park Service, a division of the United States Department of the Interior. The State Register is maintained by the DHP and is a list of those places identified as important to Wisconsin's heritage. The National Register can include sites, buildings, structures, objects and districts that are significant to national, state or local history, architecture, archaeology, engineering and culture.

The Village has one property listed in the National Register of Historic Places. The W. Ben Hunt Cabin was designated in 2005 as a local historic structure. In 2008, the Cabin received certification to be in the State and National Register of Historic Places. The cabin is operated and maintained by the Hales Corners Historical Society. The cabin is open to the public and to scheduled groups as a teaching tool to learn about the Arts and Crafts movement and W. Ben Hunt.



W. Ben Hunt Cabin

The W. Ben Hunt was built in 1924 and moved to its current location in front of the Hales Corners Library (5885 S. 116th Street) in 1986. The cabin is well maintained and a good example of early 20th century log construction. In addition to the quality of the construction, the cabin represents the work of W. Ben Hunt, an important figure in the Arts and Crafts movement. Hunt published a book, "How to Build a Log Cabin" and contributed to *Boy's Life*, the official publication of the Boy Scouts.

In 2006, the Stahl-Conrad Homestead was designated a local historic structure. The property is owned and maintained by Stahl-Conrad Homestead, Inc., a local nonprofit organization. The site is used throughout the year for a variety of events, including a green market, Christmas tree sales and hosting exhibits on points of historical interest. In 2006, the Homestead hosted Between Fences, a traveling Smithsonian exhibit. *NOPE - NOTHING*

The Stahl-Conrad Homestead was constructed around 1870 and was owned by the Stahl Family until the early 20th century. While the alterations over the years have impacted its ability to be listed on the National Register of Historic Places, the Homestead represents the rural history of the Village and is of local historic importance.

Architecture & History Inventory

The Village of Hales Corners Historic Preservation Commission received funding to conduct a historic architectural and historical reconnaissance survey of the community. The 2002 report, surveying approximately 143 structures, identified properties potentially eligible for the National Register of Historic Places as well as those properties not potentially eligible for the National Register of Historic Places but are of local historic interest. **Map 5** shows the sites of historic interest.

Table 13. Properties Potentially Eligible for the National Register of Historic Places

| Address | Name | Dates |
|------------------------------|---|----------|
| 5425 S. 92nd Street | John Van Groll House | 1889 |
| 5871 S. 108th Street | The Bosch | 1904-05 |
| 10120 W. Forest Home Avenue | Joseph Pawlak House | c. 1930 |
| 10265 W. Forest Home Avenue | Lawson House | 1914 |
| 10265A W. Forest Home Avenue | Dewey-Crounse House | c. 1850 |
| 11800 W. Grange Avenue | Radio Station | c. 1945 |
| 11131 W. Janesville Road | Clifford Wolf House | c. 1925 |
| 5847 Lilac Lane | Whitnall Park Lutheran Church | 1941 |
| 11105 W. Parnell Avenue | Alvin Koehler House | c. 1935 |
| Whitnall Park Drive | Administration Building | 1935-36 |
| Whitnall Park Drive | Maintenance Building | c. 1930s |
| Whitnall Park Drive | Restroom/Service Building | c. 1930s |
| Whitnall Park Drive | Bridges | c. 1930s |
| Whitnall Park Drive | Boerner Botanical Gardens Landscape, Structures, Statuary | c. 1930s |
| Whitnall Park Drive | CCC Building | 1933 |

Source: *Architectural and Historical Survey of Hales Corners*; Carol Lohry Cartwright 2002

Table 13. on the previous page lists the properties potentially eligible for the National Register of Historic Places that were identified as part of the historical survey. Most of these properties are either private residences or located within Whitnall Park, a Milwaukee County park. Much of the development of Whitnall Park, both landscaping and structural, can be attributed to the federal programs that emerged during the Great Depression of the 1930s. The Works Progress Administration (WPA), one most important federal programs in aiding people that were victims of the Great Depression, landscaped the park, built structure, installed the botanical gardens and statuary from 1932 to 1941. The Civilian Conservation Corp (CCC) constructed dams, trails and roads throughout the park in 1933.

In addition to the individual properties potentially eligible for the National Register of Historic Places, the final report identified a potential historic district, the Milwaukee Terrace Historic District. The Milwaukee Terrace subdivision was platted in 1924, with many of the homes constructed between 1925 and the early 1930s. The homes were typically small period-revival and bungalow style houses and attracted middle-class families moving into the suburbs. The subdivision was located within just a few blocks from 108th Street, the major commercial corridor and streetcar route.

The Milwaukee Terrace subdivision is of historic interest because of the concentration of tract-style revival homes, mostly Tudor and Colonial Revival styles, and some Bungalow style houses. The subdivision is also of interest because it represents the era of growth and development of the Village as a streetcar suburb. The Milwaukee Terrace subdivision and potential district are shown on the attached map.

Findings and Recommendations

1. Kelly Lake, Whitnall Park Creek, North Branch of Whitnall Park Creek and Northwest Branch of Whitnall Park Creek are the dominant surface water features and provide aesthetic benefits to the community.
2. Groundwater is a key source of water for residents and businesses within the Village.
3. Surface water, floodplains, and wetlands are highly regulated resources. Local, state and federal regulations and ordinances need to be reviewed when development is proposed for property in or near these resources.
4. Storm water management is an integral component to water quality issues. The Village of Hales Corners should consider updating its storm water management plan and will review all local regulations and ordinances when new development or redevelopment projects are proposed.
5. Woodlands provide aesthetic benefits and wildlife habitat and should be preserved whenever possible.
6. Environmentally sensitive areas should be preserved from development.
7. The Village of Hales Corners Historic Preservation Commission should work with interested property owners to assist in preservation of historic structures in the Village.
8. The Village of Hales Corners Historic Preservation Commission, Stahl-Conrad Homestead and Hales Corners Historical Society should collaborate on ways to educate the public on the importance of local historic structures to the community.
9. There is some concern by the public about the restrictions a local historic designation places on the property. Outreach efforts should include the process for obtaining local historic designation and the implications/requirements of the designation.



Hales Corners, and the entire area surrounding the Village, is essentially built-out. As such, the Village is part of an extensive network of roads and other transportation systems that serve the entire metropolitan area. The connectivity of this system is important to intermodal travel to destinations outside the Village.

Within the Village, a network of roads and pedestrian ways are the primary means by which residents get to local destinations such as schools, neighbors, shopping, services, recreation, worship and institutions.

The following transportation elements make up the network of travel modes in Hales Corners.

Streets

The Village street system hierarchy consists of freeways, arterials, collectors and local streets. The functional classification is determined through the Wisconsin Department of Transportation based on recommendations of the Milwaukee Urbanized Area (MUA) Transportation Advisory Committee and the Southeastern Wisconsin Regional Planning Commission (SEWRPC).

There are two state trunk highways (STH) that run through the Village. STH 100, also known as 108th Street, and STH 24 or Forest Home Avenue and Janesville Road. County trunk highway (CTH) OO or Forest Home Avenue extends from STH 100 west to the Village limits. Wisconsin Department of Transportation and Milwaukee County Department of Public Works maintains these roadway sections through the Village.

The Village has ready access to interstate highways. The intersection of I-894 and I-43, the Hale Interchange, is directly north of the Village. Ramps connect to STH 100, making this a major commuter route to downtown Milwaukee. Access to westbound I-43 cannot be made at the Hale interchange, but access is provided one mile to the west at 124th Street, immediately north of the Village.

An arterial street's primary function is to move traffic through an area. Table 14. below lists the arterial roads in Hales Corners. They include 92nd Street, 108th Street (STH 100/US 45), 124th Street, Grange Avenue Janesville Road (STH 24), and Forest Home Avenue (STH 24 & CTH OO). The jurisdiction, road type, design capacity and actual traffic counts are described in the table below. The arterial system is adequate to serve traffic needs, with the exception of 108th Street.

Table 14. Arterial Roads

| Road Name | Road Type | Jurisdiction | Proposed Jurisdiction | 2005 Traffic Counts | Design Capacity |
|--------------------------|--------------|--------------|-----------------------|---------------------|-----------------|
| 108 th Street | 6-lane urban | STH 100 | STH | 26,800-44,400 | 35,000 |
| Janesville Road | 4-lane urban | STH 24 | CTH | 17,000 | 25,000 |
| Forest Home Avenue | 4-lane urban | STH 24 | CTH | 9800-16,300 | 25,000 |
| Forest Home Avenue | 4-lane rural | CTH OO | CTH | 11,100 | 25,000 |
| Grange Avenue | 2-lane rural | Local | Local | 6700-9800 | 13,000 |
| 92 nd Street | 2-lane rural | Local | Local | 1900-2400 | 13,000 |
| 124 th Street | 2-lane rural | Local | Local | 2400 | 13,000 |

Source: Wisconsin Department of Transportation & SEWRPC

STH 100/108th Street is a 6-lane, north-south major arterial through the middle of the Village. It is also designated a state trunk highway and US highway route. Daily traffic counts exceed 40,000 vehicles per day. Its older design is over capacity, resulting in congestion during rush hours. The Village's commercial corridor lines 108th Street along with connecting streets to Village neighborhoods. WisDOT is currently studying reconstruction options for this road within the next 6 years. Hales Corners is engaged in their planning process to achieve the optimal balance of access to businesses and neighborhoods, while moving these large volumes of traffic. The Village has followed a 1993 corridor access plan to promote inter-connectivity, frontage roads, and driveway consolidations and closures.

Collector and local streets are shown on Map 6. In 2003, the Village constructed one of the area's first roundabouts at Grange Avenue and 116th Street.



Roundabout at 116th Street and Grange Avenue

Since the Village is built-out, planning for new roads is not an issue. All roads are at widths adequate to serve projected needs, with the exception of 108th Street. However, many Village streets were originally built in the 1950's and 1960's, and are reaching the end of their construction life. Maintaining, upgrading, and reconstructing roads is the primary issue for the Village. Local arterial and collector streets are the priority. A multi-year plan is nearing completion to provide more adequate levels of funding for roads by the Village.

Median maintenance on STH's and CTH's was assumed by the Village in 1998. Beautification and landscaping of these major corridors is an objective of the Village. Declining state and county funding for median maintenance is insufficient to maintain minimum aesthetic standards of the Village.

Trucking

All arterial and collector streets are constructed to meet Federal Highway Administration (FHWA) standards for vehicle weights, including truck travel. The network is sufficient to meet the Village's needs. Truck access, circulation and loading is a part of site plan review by the Plan Commission for development proposals. Numerous trucking firms provide service to the metropolitan area.

Transit/Taxis/Specialized Service

The Milwaukee County Transit System (MCTS) operates public bus service throughout Milwaukee County. MCTS Freeway Flyer Route 43 serves the Village with a 6 stops in the Village along STH 100, Grange Avenue and Forest Home Avenue. In 2008, the average daily ridership for Route 43 through the Village was 30 riders. In addition, 150 riders utilize the park-and-ride lot to board Route 43. Many of these riders are likely to come from adjoining communities, such as Franklin, Greenfield or Greendale. The routes and schedules have been pared back in the Village and elsewhere over the years, as Milwaukee County deals with budget problems.

A Park-and-Ride lot is operated by MCTS less than a ¼ mile north of the Village on STH 100 in the Hale Interchange. The Lot serves daily and special event commuters to downtown Milwaukee, and also provides a connecting point to other bus lines through Route 28. In 2008, the Route 28 bus averaged approximately 60 riders per day from the park-and-ride lot.

State and regional bus service offered by several private carriers including Greyhound, Coach USA, Indian Trails, Badger Coaches, Lamers, and Wisconsin Coach Lines.

Taxi and other cab services are provided by appointment throughout the metropolitan area, including service to Milwaukee's Mitchell International Airport.

The MCTS fleet has ADA accessibility with specialized transportation provided through their Transit+ and Para-transit programs. Transportation services for the elderly are provided by the Milwaukee County Department on Aging and a local senior living facility, for its residents only. Several private companies also offer specialized and elderly transportation.

Sidewalks/Trails/Bicycles

The Village has never required sidewalks in residential areas. There is sporadic sidewalk development, primarily along commercial corridors and in some older subdivisions. The Village now requires sidewalks on major arterials as commercial or multi-family development occurs, when arterials are reconstructed, or through construction as part of redevelopment areas. ADA accessible ramps have been retrofit on all older sidewalks at intersections with urban road sections. Pedestrian connections and access are a regular part of development plan review.

Bicycle travel is done primarily on Village streets. Several shared-use paths can accommodate bicycles, as shown in **Map 7**. However, the system is limited and relies much upon on-street travel for inter-connectivity. The Milwaukee County Parks Oak Leaf Trail is a 100 mile system of biking and recreational trails that connect parks throughout the County. The Trail can be accessed through Whitnall Park located in the Village. A bicycle lane will be incorporated in WisDOT's reconstruction plans for STH 100.

Air Service

Milwaukee's General Mitchell International Airport is the primary airport serving the metropolitan area. Scheduled and charter air service is available to in-state, national and international destinations. Over a dozen air carriers serve Mitchell International Airport.

Chicago's O'Hare Airport is an important international hub that offers additional flight options at a distance of 90 miles to the south. Scheduled bus service to O'Hare is available by carriers in Milwaukee.

Other smaller airports serving the metropolitan area are Waukesha County Airport, Timmerman Field, and Brookfield Aero. These facilities generally cater to charter flights and private craft.

Water

Port of Milwaukee serves the metropolitan needs for commercial shipping. The Lake Express High Speed Ferry operates from spring to fall, with service between Milwaukee and Muskegon, Michigan.

Rail

There are no rail lines in the Village. Passenger rail service for regional travel (i.e. to Chicago or Minneapolis) is provided by Amtrak. There is a station in downtown Milwaukee, part of an intermodal depot with bus service (433 W. St Paul Avenue) and a station at General Mitchell International Airport near 6th Street south of Grange Avenue. Chicago has extensive commuter rail ser-

vice, and plans for additional extensions to connect Milwaukee and Racine are part of a regional study now under review. Rail freight service is provided by CN Railroad, Union Pacific Railroad, and Wisconsin & Southern Railroad.

Comparison with Local Transportation Plans

The State is completing a corridor study for the STH 100 corridor, which was previously discussed. Much of the State's and County's transportation planning is coordinated through the MUA Transportation Advisory Committee. The Village's transportation system and planning is consistent with the Regional Transportation Plan (SEWRPC) and Regional Bicycle Plan (SEWRPC), with the exception of:

STH 100 ultimate lane capacity.
Ultimate arterial jurisdiction.

The Regional Transportation Plan recommends the transfer of STH 24 to Milwaukee County. The County does not have the financial capacity for the next 20 years to undertake these transfers.

Findings and Recommendations

1. STH 100 is the single most important arterial in the Village. The WisDOT STH 100 Corridor Plan must better balance the need to move significant regional traffic through the Village without splitting the community and diminishing the quality of life.
2. The Village needs to develop a more reliable source of funding for streets. TID #2 closure and proceeds have long been planned as the source of funding, beginning in 2011 or 2012.
3. The Village should improve its trail and sidewalk system to get from the commercial corridors to surrounding neighborhoods and provide pedestrian movement along arterials and collectors. The focus should be on "key" connectors that are currently incomplete (e.g. Hale Meadows Subdivision to Schoetz Parks, Edgerton Avenue-108th to 110th Street, and interconnecting parks and greenways). The requirement for sidewalks or trails on arterials and collectors should be codified.
4. MCTS bus lines and stops should be restored to previous levels in the Village.
5. Official mapping is not needed in the Village, since it is built out.



Utilities and Community Facilities

Utilities

Water

The Village does not operate a municipal water supply and does not intend to operate one. Village residential property is served by municipal water supply from the Milwaukee Water Works (MWW), community well trusts, or private wells. The distribution of service types is shown in the Table 15. below and the MWW system is shown in Map 8.

Table 15. Water Distribution

| System | Estimated Users |
|-----------------------|-----------------|
| Municipal Water | 1222 |
| Community Well Trusts | 213 |
| Private Wells | 956 |

Development of the Village began without municipal water supply. In 1974, the Village approved an agreement with MWW allowing for extensions of MWW water mains into the Village. A framework of water mains extends throughout the Village, allowing for every property to ultimately be served by MWW. The framework also provides hydrant protection throughout the Village. Over 95% of commercial, institutional and industrial property are served by MWW. Those properties served are considered retail customers of MWW.

Most of the water main extensions occurred in the 1970's and 1980's, slowing dramatically in the 1990's. Since 1994, there have only been two small water main extension projects. Village policy is to facilitate main extensions only in cases where a clear majority of property owners want it or there is a public health issue due to ground water contamination. Water problems are sporadic and usually associated with lowering water tables.

Waste Water

Hales Corners owned and operated a waste water treatment plant in the Village until 1974. Interceptor sewers constructed by Milwaukee Metropolitan Sewerage District (MMSD) now provide collection and treatment as part of a regional waster water system. MMSD recent updated their facilities plan, which should meet the Village's limited capacity needs through 2020.

The Village operates 36.4 miles of trunk and minor sewer lines that all discharge into MMSD. The entire Village is served by sanitary sewers, with the exception of one home. Small portions of the Village are served by the adjacent utilities of Greendale and Franklin, due to more efficient sewer-sheds. Three small lift stations are part of the Village system, but serve less than 5% of customers. The Village's system is considered adequate, but aging. There was a major trunk line relay in 2006, replacing an under-capacity line that contributed to local overflows. The Village is now going through Capacity, Management, Operation and Maintenance (CMOM) process that will identify system upgrades over time.

Storm Water Management

The Village is comprised mostly of rural street sections with roadside ditches to collect and transport road and adjacent property storm water drainage. The storm water system also has limited storm sewers and two public-managed detention ponds that discharge into interceptor storm sewers

in state trunk highways or tributaries of the Root River, primarily Whitnall Creek. The public-managed detention ponds are located in Schoetz Park, just north of Grange Avenue on 116th Street and at approximately 111th Street and Grange Avenue. Some newer developments have on-site detention facilities to help control run-off.

The Village created a Storm Water Utility in 2007, in response to new state and federal mandates. The Village has joined with 6 other municipalities within the Root River watershed in a joint NR 216 storm water discharge permit, as required under the Clean Water Act. The group works cooperatively to meet new water quality standards required under the Act. Each municipality, including Hales Corners, is also developing a plan to meet the reduction standards for total suspended solids (TSS) by 2011. There are no significant drainage issues in the Village, with the exception of nuisance problems. However, many of the Village's major culverts are approaching the end of their life and will need replacement. An annual Storm Water Utility user fee is projected to increase over time to meet this financial need.

Solid Waste/Recycling

The Village currently contracts for waste collection and disposal and recycling with Veolia Environmental Services. Veolia operates the Emerald Park landfill nearby in the City of Muskego with capacity projected to 2016. Other landfills in the metropolitan area should be sufficient to meet disposal needs for the next 20 years. Single-stream recycling and yardwaste pickup is contracted with Veolia, which enables the Village to meet State requirements for solid waste. The MMSD provides household hazardous waste and prescription drug disposal for all residents in the metropolitan area.

Telecommunications Internet and Cable TWC, ATT Cable

The Village is served by two cable/telephone providers: Time Warner Cable and AT&T U-Verse. Both have established networks in the Village to serve every household and most businesses.

Cellular phone coverage is available in the Village. There are two towers with co-locators in the Village at the Village DPW yard and Village Fire Station. While there is adequate coverage at this time, shifting demand and products may require other cell tower locations. The Village participated in the Cell Tower Plan (SEWRPC) that helps guide cell tower location decisions, and Village Zoning Code regulations are up to date for site review. Wireless internet service is available at the Village Library.

Energy/Power Plants/Transmission Lines

There are no electrical generation facilities in Hales Corners. Electrical needs are met by a regional power grid operated by WE Energies. Major transmission lines do run through the Village adjacent to STH 100. The towers, lines and right-of-way are owned and maintained by the American Transmission Company (ATC). A petroleum pipeline is also located along the very western edge of the Village (124th Street right-of-way as extended). The Village is fully served by natural gas, with major transmission lines in the Grange Avenue right-of-way and ATC right-of-way.

Community Facilities

Police

The Village operates a local law enforcement agency with 17 sworn personnel and civilian dispatch. The fleet consists of 6 squads and a newly renovated police station will meet the Vil-

lage's needs for the next 30 years. The Village cooperates with the Milwaukee County Sheriff's trunked radio system for communications. Local holdings cells are maintained by the Village, but incarceration is through the Milwaukee County Jail or Milwaukee County Correctional Facility-South or state prison facilities.

Fire/EMS

Fire and EMT-Basic services are provided by the Village with a combination department of ~~three~~ full-time personnel, ~~paid-on-call~~ and paid-on-premise personnel, and ~~three DPW personnel that are~~ cross-trained in fire fighting. The Fire Station at 10000 W. Forest Home Avenue was built in 2001 and is projected to meet needs for next 30 years. Apparatus consists of two engines, one ladder ~~truck~~, and two rescue squads. Hales Corners is part of a 4-community district, Zone D, that provides mutual aid and shared services.

Emergency Management

Emergency Management is primarily coordinated through Milwaukee County. The Village is part of the Zone D sub-area (Franklin, Greendale, Greenfield, and Hales Corners). Zone D works cooperatively on training and shared services. The Village has trained applicable personnel in NIMS. An Emergency Operations Center will be included in the 2010 Municipal Building. An outdoor warning siren is located at STH 100 and STH 24, the center of Village, operated through Milwaukee County emergency management.

Public Health

The Village provides a complete range of services for disease control, immunizations, and environmental health as a Level I Department as certified by the Wisconsin Department of Health Services. The health office and clinic are located at the Ben Hunt Center (5885 S. 116th Street). Built in 1985, it is centrally located and projected to meet community needs over the next 20 years.

Schools

Hales Corners is wholly within the Whitnall School District, which also serves a small portion of Franklin and about 1/3 of Greenfield. The District provides elementary and secondary education. Both elementary schools are located in the Village, and the middle and high school are immediately north of the Village in Greenfield. The District has no major plans for expansions, as enrollments have stabilized for the time being. The Village cooperatively works with the District on recreation programs and public works activities.

Private elementary schools operate in the Village including St Mary Catholic Church and Hales Corners Lutheran Church. Both schools serve areas larger than the boundaries of the Village. Enrollments are stable at St Mary, but growing at Hales Corners Lutheran. Hales Corners Lutheran recently completed a gym which is available for community use.

Post secondary education is provided publicly through MATC or UW-Milwaukee, along with Marquette University and several other higher learning establishments in the metropolitan area.

Library

Village established its own Library in 1975. It moved to its current location at 5885 S. 116th Street in 1985. Known as the Ben Hunt Center, it is centrally located next to Hales Corners County Park.

The Library has a collection of approximately 46,000 items which includes print, audio and video materials. The Library is part of the Milwaukee County Federated System. This enables residents to obtain materials from other libraries within the system through the Inter-Library Loan Program. It includes a community room and space for the Historical Society and cable television local access studio. The Center has been upgraded over time, but a special committee was established in 2009 to look at space needs for the next 25 years.

Parks

The Village of Hales Corners Park and Outdoor Recreation Plan was adopted in 2007 to provide an action plan for expanding, enhancing and maintaining park and outdoor recreational areas for the community. The Village first adopted an Outdoor Recreation Plan in 1973 that was subsequently updated in 1979, 1985, 1996 and 2002. The adopted plan also enables the Village to maintain its eligibility for outdoor recreation grants from the State of Wisconsin Department of Natural Resources.

County Parks

The Milwaukee County Parks system has the primary responsibility for providing and maintaining public parks and recreation for all communities in Milwaukee County. Milwaukee County operates two parks within the Village.

Hales Corners Park is located near the Village Hall and Library. The park is approximately 35 acres in area and offers various amenities including: one baseball diamond, one softball diamond, a basketball/volleyball court, two soccer fields, a swimming pool with a large change house, a separate wading/children's pool with change house, picnic areas and playground equipment. Hales Corners Park is mostly local usage. The outdoor pool has been threatened for closure for the last 6 years. Private cooperation efforts have kept the pool open, largely through the Friends of Hales Corners Pool group. The Village's annual 4th of July celebration and fireworks display are held at the park.

Whitnall Park is approximately 638 acres, with approximately 250 acres located within the Village boundaries. Whitnall Park and the Gardens date back to the 1930's with some work performed by the depression-era Civilian Conservation Corps. A new Boerner Botanical Gardens and Visitor Center was completed in 2003. The Gardens are regionally and nationally recognized. Whitnall Park offers numerous amenities including: playground equipment, picnic areas, sledding/tobogganing areas and several nature trails.



*Boerner Botanical Gardens in
Whitnall Park*

Village Parks

Cobb Park is a Village-owned park located on the south side of Janesville Road near 116th Street. The park is approximately 5.5 acres in size and was created from a remnant parcel from the adjoining Hale Park subdivision. The Hale Summer Kitchen is located within Cobb Park. The Kitchen is a small stone structure dating back to the 1850's and relocated to the park in 1996. The Kitchen was named a Milwaukee County registered landmark and is one of the oldest structures in the Village. The park mainly provides passive recreation opportunities.

Schoetz Park is located on 116th Street between Edgerton Avenue and Grange Avenue. The park is approximately 19 acres in area which includes a 1.5 acre recreation pond. While the park is owned

by the Village, it is primarily operated by Whitnall Youth Baseball per agreement with the Village. Schoetz Park functions as a little league ball park throughout the spring and summer. It has four little league diamonds, two full size baseball diamonds, a concessions building with restrooms. The fishing pond has a pier that is ADA accessible from the parking lot.

Recreation is also offered at the Whitnall School District facilities and through cooperation between the Village and the Greenfield Recreation Program.

Whitnall School District Properties

The Whitnall School District serves all of Hales Corners and portions of the Cities of Greenfield and Franklin. Two elementary schools are located within the Village of Hales Corners. The middle school and high school are located directly outside the north boundary of the Village in the City of Greenfield.

Hales Corners Elementary School has approximately 4.5 acres of playground area. Much of the playground is flat, open and grassy providing good area for field activities. The facilities include three softball diamonds with backstops, three basketball half-courts and various play equipment for children of school age. The playground is fenced from Janesville Road and adjacent properties providing a relatively safe environment for children. The facilities and grounds are used in the Summer Recreation Program held by the Village and is also the location of the Village's children's activities for the 4th of July celebration.

Edgerton Elementary School has approximately 3.5 acres of playground area. The facility provides a full basketball court, a softball diamond with backstops, and a variety of playground equipment geared towards younger school age children.

Milwaukee Public Schools (MPS) Property

Milton C. Potter School Forest is an approximately 50-acre tract of land adjacent to Whitnall Park and is owned by Milwaukee Public Schools (MPS). It is used as an outdoor classroom for nature studies and field trips. Facilities include a small nature museum, various nature trails that are mapped and keyed to guideposts providing information relating to observed vegetation and animal species, a challenge course and a significant upland area of mature trees such as hardwoods and birch.

Use of this area is not available to the general public as the West Forest Home Avenue gate is locked when not in use. However, it is recognized that informal neighborhood use does exist from the abutting residential properties located on Meadow Park Drive and access can be gained through Whitnall Park.

Village Hall and Municipal Services

The James R. Ryan Municipal Building (5635 S. New Berlin Road) houses the Village's general offices and police station. Built in the 1960's, the building has undergone a renovation (2009-10) to meet space needs for the next 30 years. Also on site is the DPW garage and yard, which date back even longer. The garage is in fair to poor condition and targeted for replacement in 2016. It is centrally located to serve the Village. A salt shed will be upgraded in 2010. The DPW garage and yard are surrounded by residential uses, and present a challenge to properly screen.

New Berlin

Civic Clubs

Hales Corners Chamber of Commerce

Whitnall Park Rotary

~~Woman's Club~~

Lions Club

Boy and Girl Scouts (Eagle scouts performed several upgrades at municipal facilities and parks)

HC Lutheran Outreach group (provides help for those in need on code enforcement items and other community service)

Hales Corners Historical Society

Stahl-Conrad Homestead, Inc.

AHEPA

Worship

Houses of worship in the Village include:

St Mary Catholic Faith Community

Hales Corners Lutheran Church

Whitnall Park Lutheran Church

Emanuel United Church of Christ

Church of Jesus Christ of Latter Day Saints

Messiah Lutheran Church

Christ Reformed Baptist Church

Other denominations are served by facilities within the metropolitan area.

Cemeteries

There are two cemeteries in the Village: St Mary Church and Emanuel Church. Each dates back to the founding of the Village and served members of the respective churches. Vacant plots at each are rare. St. Mary's Catholic Faith Community received approval to construct a columbarium that will help meet cremation needs. Burial and cremation needs are also met within the metropolitan area.

Child Care

Park's Edge Pre-School and Day Care (Emanuel United Church of Christ - 10627 W Forest Home Avenue)

St Mary Parish (9553 Edgerton Avenue)

Hales Corners Lutheran Church (in nearby New Berlin: off-site campus)

Smaller individual providers working out of homes

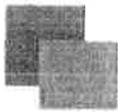
Health

The following clinics operate in Hales Corners: Aurora Medical Group, Whitnall Family Practice, and Forest View Pediatrics. Hospitals outside the Village serve the entire metropolitan area including: Aurora West Allis Medical Center and Aurora St. Luke's Medical Center, and regional hospitals Froedtert Memorial Lutheran Hospital and Children's Hospital of Wisconsin.

Findings and Recommendations

1. Storm water standards of NR 216 will require more resources over time, to provide higher levels of storm water quality management.

2. The Village's aging sanitary sewers will require more resources for rehabilitation and replacement programs.
3. While not all the Village is served by municipal water, there is an extensive network through out the Village that would accommodate extensions. The Village should continue to work with individuals and well trusts as needed.
4. Work with Milwaukee County and the Friends of the Hales Corners Pool to keep this County facility open.
5. Review the results of the Library Space Needs Ad Hoc Committee when complete, and incorporate their findings into the Comprehensive Plan.
6. Improve the shared-use trail system to better interconnect recreation, educational, commercial, cultural and other traffic generators.
7. Consider additional land acquisition to connect Schoetz Park to the westerly neighborhoods and accommodate more parking.
8. Negotiate usage of existing parking facilities to accommodate needs at Schoetz Park.



Commercial Development in the Village

The Village has two primary commercial and employment corridors: STH 100 and STH 24/Forest Home Avenue. Historically, these corridors have been the mainstay of economic development in the Village. First, in the early days of plank roads that were used to transport goods to Milwaukee or areas to the southwestern part of the region and later when rapid transit in 1903. Today, these corridors are home to a mix of retail, office and other commercial uses. Several shopping strip centers are located along STH 100 that include primarily local or regional type tenants. Two grocery stores were located along STH 100 in the Village. In January 2011, the Sentry grocery store closed. The area of the Village that is zoned for light manufacturing sits between STH 100 and CTH 00/Forest Home Avenue. Valley View, a former elementary school that was converted into office space, is located off of 92nd Street.

STH 100 has a large traffic volume, more than 40,000 vehicles per day and is projected to reach over 60,000 vehicles by 2030. The strip centers located on the east side of STH 100 are connected through parking lots, which enables a consumer to travel from Janesville Road to Grange Avenue without having to utilize STH 100. These strip centers were constructed in the 1970s and present an opportunity for enhanced connectivity, higher land utilization and cohesive character as redevelopment occurs.

Hales Corners is home to many long standing businesses. Some of the businesses that have served the community for more than 50 years include Michael's Footwear which has been in the Village since 1959. Ritzman Appliance has been at their current location since 1953. Sherper's, a government and factory surplus store that features hunting, camping and other recreational items, has been in operation in the Village since 1957. Hales Corners Beer and Liquor Store has been in the Village since 1938. Burmeister Woodwork Co. moved to Hales Corners in 1946 from their location in Milwaukee.



Sherper's Inc., located in the new Village Market shopping center

The first bank, State Bank of Hales Corners, was opened in 1910 in the Village by James Godsell and John Meade. State Bank of Hales Corners first operated in a small building on the west side of STH 100 before moving into a larger building on Janesville Road in 1960. In 2007, Associated Bank acquired State Bank.

Holz Motors has been in operation in the Village at the same relative location with the same family since its start in 1914. The auto dealership is one of the larger employers in the Village and an active business in the community, such as hosting the annual 4th of July car show. The Holz Family Foundation has made several contributions to local civic events and organizations.

Labor Force and Economic Base

The resident workforce in Hales Corners is well educated with above average incomes. In 2000, over 90% of persons age 25 or older were high school graduates, 35% have a bachelor's degree, and over 10% have a graduate or professional degree. In 2007, household income of \$61,249 was above the state average of \$50,578. Per capita income of \$29,270 was also above the state average of \$25,993. Only 2.0% of residents had income below the poverty level in 2007, compared with a statewide 8.7%.

Labor statistics are summarized in the Table 16. on the next page. Over 42% of Village residents are employed as managers, professionals and related occupations, higher than the metropolitan av-

erage. Sales and office occupations were the second highest distribution at 30%. Only 11% were employed in production, transportation or similar fields.

Table 16. Village Labor Force

| Occupation | Male | Female | Total | % of Total |
|---------------------------------|------|--------|-------|------------|
| Management/Professional/Related | 818 | 952 | 1770 | 42% |
| Service | 134 | 234 | 368 | 9% |
| Sales/Office | 552 | 718 | 1270 | 30% |
| Construction | 303 | 7 | 310 | 7% |
| Production/Transportation | 370 | 93 | 463 | 11% |
| Agriculture/Related | 0 | 8 | 8 | <1% |

Source: 2000 Census

Travel time to work in 2000 averaged 20.9 minutes, a very manageable commute. Almost 75% of the residents worked within Milwaukee County.

As previously mentioned, the Village's economic base is almost exclusively associated with the STH 100 commercial corridor. Some 304 businesses are located in Hales Corners as described in the Table 17. below, mostly in retail, financial services, professional services, restaurants, and other services.

Table 17. Business Types in Hales Corners

| Business Type | Number | Percentage |
|-----------------------------------|--------|------------|
| Construction | 21 | 7% |
| Manufacturing | 8 | 3% |
| Wholesale | 4 | 1% |
| Retail | 47 | 15% |
| Transportation/Warehousing | 4 | 1% |
| Information | 4 | 1% |
| Finance/Insurance | 34 | 11% |
| Real Estate | 18 | 6% |
| Professional/Scientific/Technical | 29 | 10% |
| Management | 4 | 1% |
| Administration | 15 | 5% |
| Educational | 4 | 1% |
| Health Care | 48 | 16% |
| Arts/Entertainment | 2 | 1% |
| Accommodation/Food Service | 33 | 11% |
| Other | 29 | 10% |

Source: 2000 Census

The major employers in Hales Corners include:

| | |
|-----------------------------|------------------|
| ✓ Holz Motors | Automobile Sales |
| ✓ Hales Corners Care Center | Nursing Home |
| ✓ Pick N Save | Food Store |
| NonBox | Advertising |
| Entereom Milwaukee | Radio Station |
| Aurora | Health Care |
| ✓ Whitnall School District | Education |

Economic Development Organizations & Resources

Since the Village's creation of a Community Development Authority (CDA) in 1994, it has interacted with numerous agencies in accomplishing economic development. This includes the local Chamber of Commerce of which the Village is a member and participates in promotions and programs; the Village participates in the annual Community Development Block Grant (CDBG) program administered through Milwaukee County, attends periodic summits, and works with Economic Development staff in TIF creation; Milwaukee 7 is the regional promotion arm for the seven participating counties, and the State of Wisconsin where staff has worked with various agencies on TIF creation and utilizing industrial revenue bonds. Some of the organizations and resources are discussed in greater detail below.

Hales Corners Chamber of Commerce

The Hales Corners Chamber of Commerce's mission is to "promote economic development, foster and build community relationships and to advance the general welfare and prosperity of the Hales Corners business community". The Hales Corners Chamber of Commerce provides monthly networking and social events that also present helpful information to the local business community. In addition to promoting local businesses, the Chamber has contributed funds to many local community events, including the annual 4th of July celebration.

Milwaukee 7/ www.choosemilwaukee.com

Milwaukee 7 was established in 2005 to "create a regional, cooperative economic development platform for the seven counties of southeastern Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Waukesha and Washington. Its mission is to attract, retain and grow diverse businesses and talent." The underlying foundation of this organization is that as each county is home to various corporate headquarters, has a pool of highly skilled workers and offers various quality-of-life amenities. Therefore, competing as a region broadens the range of choices and opportunities for a potential business and gives the region a competitive edge.

The Choose Milwaukee website offers a variety of different resources, including statistics; site searches for properties available for sale or lease; and quality of life information, such as schools, neighborhoods, sports and arts & entertainment.

UW-Extension - Milwaukee County

UW-Extension hired a new faculty person to lead the Community Natural Resource and Economic Development program. The Economic Development program provides training and technical assistance to local communities while the Community Development program helps individuals and groups help effect change in their community through leadership training and organizational development.

Wisconsin Department of Commerce

The Department of Commerce provides development assistance to serve citizens and businesses. Their services include small business assistance, marketing, and finance. The Department of Commerce offers various programs, such as the Employee Ownership Assistance Loan Program, Enterprise Development Zone Program and Technology Development Fund.

Types of Businesses Desired

A 2005 “Market Analysis of Hwy 100 Corridor” (Hurtado Consulting, LLC) concluded that many local retail and service needs were being met. Generally, many businesses had market areas larger than the Village with notable pulls in the areas of eating/drinking establishments, gas stations, and hardware/garden stores (K-Mart Store).

The Analysis also identified the following general sales leakages in apparel/accessory stores, bakeries, book stores and appliance/electronics stores. The resident survey identified the following desires for other retail: small bookstores, specialty foods, and specialty restaurants. A recurring theme of the resident survey, 2005 Analysis and the 1993 Corridor Plan was a desire to limit any further auto-oriented uses, which were seen as proliferating and adding to traffic problems. In 1996, the comprehensive zoning revision reflected a change in Village policy to better regulate and limit auto-oriented uses.

Village Strengths and Weaknesses to Attract and Retain Businesses

The Village’s close proximity to freeway access and the presence of STH 100, a major metropolitan arterial, are strong factors in attracting and retaining businesses. The Village has a Community Development Authority with a track record of accomplishments to work with developers on future redevelopment projects.

The Village is built out, so it has limited land for expansion. This partly restricts available sites for new development and expansions, which typically require more expensive redevelopment assistance. Since much of the Village’s commercial development is 20-40 years old, strategies tend to focus on rehabilitation or replacement of aging infra-structure and buildings. The Village enacted a commercial exterior maintenance code in 2006 to establish better standards of business appearance and care.

Development Sites

The Village is built out, which greatly limits the number of available development sites. Map 5 of the Housing Element depicts possible sites for development/redevelopment that exhibit a relatively low improvements-to-land value ratio. The Community Development Authority has been active in promoting and facilitating redevelopment. A TIF (tax increment finance) district was created in 1995 that led to the Village Market project that produced over \$35 million of new development increment. Limited property acquisition and assembly was required for the project. In 2008, a third TIF district was created to rehabilitate an aging commercial strip center.



Renovated façade of Hales Corners Shopping Plaza, TID #2

Definition

Brownfield:

A site in which the redevelopment and reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant or contaminant.

The CDA and the Village will continue to seek redevelopment opportunities. With the absence of any major industrial sites, the need for “brownfield” development is marginal. The Village is aware of state mitigation programs and is prepared to utilize them if needed. The more likely environmental issue that occurs in retail redevelopment is underground gasoline tanks or dry cleaner waste disposal. Neither of these issues has been significant enough to warrant any major clean-ups or impede redevelopment efforts.

While the Village may have an absence of brownfield sites, there is the concern regarding “greyfield” sites. Greyfield sites are defined as commercial properties that are underutilized, derelict or vacant. The Village has many aging strip centers that, may face increasing competition from retail centers in adjoining communities creating greyfields in the primary commercial STH 100 corridor. The Village will need to be conscious of the changing commercial market and its impact on these commercial properties to ensure that the STH 100 corridor maintains its highest and best use.

Findings and Recommendations

1. The STH 100 reconstruction by WisDOT has the potential to significantly change the accessibility and character of the Village’s primary commercial corridor. The Village must work closely with WisDOT’s planning process to preserve and protect business needs of the corridor.
2. The Village has been active in redevelopment through its CDA, TIF districts, and other efforts. The CDA should be retained to take the lead and continue these efforts.
3. The Village should also begin a process for evaluating and addressing the needs of the STH 24 corridor.
4. The Village should consider measures to target renovation and redevelopment of multi-family housing.
5. The Village should consider a consultant to assist with enhancing name recognition and branding of the community.
6. The Village should adopt the STH 100 Regulating Plan and Design Guidelines.
7. The Village should continue its median maintenance efforts to attract and retain businesses.



The existing land use pattern of the Village is shown in Map 9, and the acres of each use identified in the Table 18. below. Hales Corners, and the entire area surrounding the Village, is essentially built-out. Since annexation of additional territory is impossible, the land use pattern of the Village has been static for several decades.

Table 18. 2008 Land Use Character

| Land Use Category | Acres | Percent |
|----------------------|-------|---------|
| Agricultural | 0 | 0% |
| Residential | 1128 | 66% |
| Commercial | 138 | 8% |
| Industrial | 10 | <1% |
| Public/Institutional | 66 | 4% |
| Park | 357 | 21% |
| Water | 10 | <1% |

Agricultural Use

All agricultural land has been converted to other uses as the Village developed since its incorporation in 1952.

Residential Use

Residential use comprises 66% of the land located within the Village. The Village has been considered a bedroom community with two primary commercial corridors bisecting the community. Single family homes represent 2/3rds of the housing stock, with an average density of 2.7 units per acre. The remaining 1/3 is multi-family development. The multi-family development is largely apartment complexes with a density of 10.4 units per acre. Both densities are typical for suburban development in the metropolitan area.

Commercial Use

Commercial uses comprise 8% of the Village land area, higher than other suburban “bedroom” communities. The primary commercial area is the STH 100 corridor. While many commercial uses are classified as neighborhood retail, STH 100’s importance as a major metropolitan arterial provides access for retailers that serve an area larger than Hales Corners. The uses are typical strip development that originated in the 1950’s and 1960’s; however, recent redevelopment efforts are aimed at better clustering and interconnections of these uses.

Industrial Use

Industrial uses only comprise 10 acres of the Village (less than 1%), representing a handful of businesses. Industrial development was never a priority in the Village’s earlier development. Because the Village is relatively small and cannot expand, it is assumed the legacy industries will remain until converted to commercial uses.

Industrial Use in the Village is characterized by the M-1 Light Manufacturing District which provides for warehousing, light manufacturing and construction-related activities.

Public and Institutional Use

Public and institutional use comprises 4% of the land use in the Village. Public and institutional uses include schools, churches and public facilities. The percentage is considered average for a suburban community.



Hales Corners Library

Park Use

Park use is 21% of the Village's area, a high percentage due to two major parks that serve an area larger than the Village. Whitnall Park (250 acres), including the Boerner Botanical Gardens, is a flagship park for Milwaukee County and the region. Potter's Forest (50 acres) is a special use natural area owned and operated by the Milwaukee Public School System for retreats and related activities. Potters Forest is adjacent to Whitnall Park and these two parks encompass a large percentage of the southeast corner of the Village. .

Water

Ponds and waterways make up a very small portion of the Village (10 acres). Most water features are the result of man-made retention ponds and other facilities, with the exception of Kelly Lake (west edge of the Village).

Trends in Land Supply, Demand and Prices

The Village is essentially built-out; therefore, the supply of land is fixed. Infill development and redevelopment has started to occur, but the housing "tear down" phenomenon has not. Housing and commercial building permit activity over the last four years is shown in the table below. New and existing home prices have remained strong over time, due to the desirability of the community and its school district. Average time on the market has consistently been in the lowest quartile of Milwaukee County communities and the average value of a single family home in 2008 was \$225,000. Commercial sales prices are highly variable depending on the location and size of property. Strip commercial sales averaged \$800,000 per acre in 2008 (developed property). Table 19, below shows the building permit activity in the Village.

Table 19. Building Permit Activity

| Building Permits | 2005 | 2006 | 2007 | 2008 |
|---------------------------|-------------|-------------|-------------|-----------|
| Single Family - Permits | 11 | 2 | 4 | 1 |
| Single Family - Valuation | \$2,839,400 | \$908,000 | \$1,102,800 | \$450,000 |
| Multi-Family - Permits | 1 | 4 | 0 | 0 |
| Multi-Family - Units | 16 | 16 | 0 | 0 |
| Multi-Family - Value | \$1,100,000 | \$2,400,000 | \$0 | \$0 |
| Commercial - Permits | 2 | 0 | 1 | 0 |
| Commercial - Valuc | \$1,350,000 | \$0 | \$421,000 | \$0 |

Redevelopment Opportunities

A majority of the Village's commercial development is 40-50 years old, and poised for major renovations or redevelopment. The Village's Community Development Authority (CDA) has been active in creating two Tax Increment Finance Districts that included acquisition, demolition, new infrastructure and new development in the STH 100 commercial corridor over the last 15 years.

Many of the Village's older apartment complexes have potential for redevelopment also, with possible conversion to condominiums that are in relatively limited supply.

The Hales Corners Lutheran Church Grange Avenue campus is another possible redevelopment site for the future, but is dependent upon the Church's long-range plans for consolidation of their operations.

Use Conflicts

There are no major land use conflicts in the Village or with adjacent communities. The Village's site plan review process has typically worked well to provide sufficient buffers between uses.

Projections

Since the Village is built out, no significant changes in land use are projected for the next 20 years. As redevelopment opportunities arise, some existing uses may convert or give rise to mixed-use development. **Map 10** depicts future land use in the Village. **Map 11** depicts the current zoning map.

Findings and Recommendations

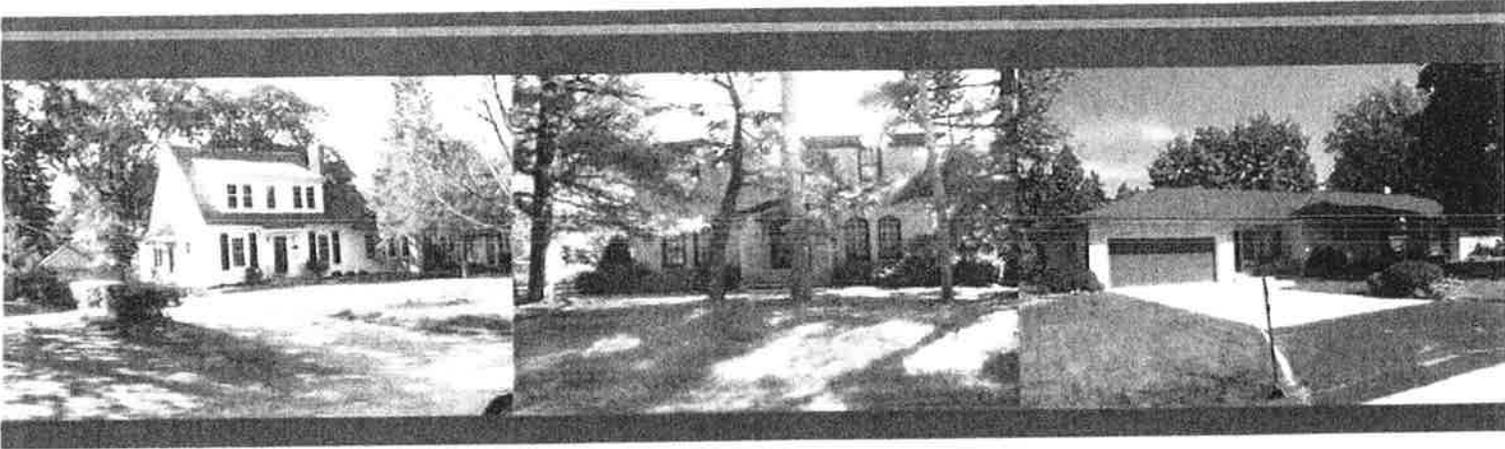
1. The Village is built-out and land use patterns are not projected to substantially change over the next 20 years.
2. As redevelopment opportunities arise, the Village should actively pursue proposals through its CDA and TIF districts. This may result in some higher density uses, use conversions, and mixed-use development over time, which can be accommodated under the Planned Unit Development (PUD) provisions of the Village's zoning code.
3. The Village should consider measures to strengthen the desirability of its housing stock in residential areas, as described in the housing element of the Comprehensive Plan.
4. The Village should consider measures to target renovation and redevelopment of multi-family housing.
5. The Village completed a comprehensive revision of its Zoning Code and Map in 1996; with other substantive amendments since then (e.g. Sign Code revision, and Big Box Retail provisions). Only minor amendments are considered a need over the next several years.

9016 X
Special
School

HCU Spec. School

HOUSING

Village of Hales Corners



Housing Needs Assessment

December 21, 2009



Table of Contents

Executive Summary.....i

Introduction.....ii

Section One: Existing Conditions.....1

Section Two: Projections, Trends and Housing Goals.....22

Primary Findings.....31

Section Three: Housing Strategies.....32



Executive Summary

The Hales Corner's Housing needs assessment provides an overview of the existing housing environment and makes projections of future housing characteristics. The analysis ultimately provides the Village with strategies that can help shape housing over the next 20 years. To assist in the analysis of the existing housing characteristics, Hales Corners is compared to two other peer communities: Franklin, WI and Greendale, WI.

The executive summary provides an overview of each major section of analysis as well as the primary findings and key housing strategies.

Summary of Analysis and Primary Findings

General Population Statistics

Summary: Hales Corners has the lowest average household size of the three peer communities and is also experiencing the most rapid reduction in household size. Although a complicated issue, a reduction in household size is often due to an aging population and a change in family concentration or structure.

Primary Finding: As household size decreases, the population becomes more fragmented and more housing units are required to serve the same Village population. However, without the opportunity to expand, the majority of new housing in Hales Corners would likely have to occur as part of redevelopment projects.

Families

Summary: Hales Corners has the lowest concentration of families of the three peer communities and the second smallest average family size. However, the concentration of families in Hales Corners is decreasing at a much slower rate than the peer communities.

Primary Finding: These data suggest two things: 1) Hales Corners is likely attracting younger families than Franklin. Because young families are generally in the early stages of their child years, they tend to be smaller. These families may also be less able to afford the more expensive housing in places like Franklin, Muskego and New Berlin. 2) Although not overall as popular with families as Franklin, Hales Corners has been more consistently attractive to families over the previous nine years.

Population Age

Summary: In terms of age distribution, Hales Corners is younger than Greendale, but slightly older than Franklin. In particular, Franklin has significantly more established families (age 35-54) than Hales Corners, and significantly fewer retirement age (65+) individuals. However, if past trends in Hales Corners continue, it will become more like Greendale (fewer established families more aging population) than Franklin.

Primary Finding: Most communities value established families as residents because they offer stability in the neighborhood and support local schools both in terms of students and financing (state equalization aid). The trends point to an ongoing loss of established families in Hales Corners, but an



Executive Summary

increase of young families; this trend is also seen in the projections of future demographics. This may suggest that the Village has not been able to keep families as they grow.

Housing Tenure by Age

Summary: Hales Corners housing has the lowest home ownership rates of the three communities - Franklin with 78 percent owner occupied, Greenfield with 70 percent and Hales Corners at 62 percent - but those homeowners live almost exclusively in single-family homes.

Primary Finding The data show the trend toward owner-occupied units does not drop off until after the age of 74. This seems to confirm the evidence that members of the aging population in Hales Corners tend to stay in their homes and then, if necessary, transition directly into senior specific housing. This means there may be limited potential to market "transitional" housing, such as condominiums or high-end apartments, to that segment .

Race, Ethnicity and Housing Tenure

Summary: Race and ethnicity play a role in determining housing choice. For example, in Hales Corners, Hispanic families had average household sizes of more than 0.5 people higher than white alone households. In Hales Corners, the only population segments that saw population growth between 2000 and 2009 were the non-white alone segments.

Primary Finding: If non-white alone households are future growth segments in Hales Corners, one of two things must happen. 1) Hales Corners needs to provide additional multi-family housing as that has been the predominate housing chose for minorities in the Village, or 2) non-white alone households need to transition to home purchasing in the Village. Evidence suggests the second of these two options is beginning to occur. If that is the case, the Village has the opportunity to capitalize on the minority population as future family households because non-white alone households are far more likely to contain families than white households.

Household Incomes and Housing Affordability

Summary: The housing affordability analysis revealed that in 2000, 46 percent of the Hales Corners households had a median income between \$50,000 and \$99,999. At the top of this range, a household could afford a house valued at approximately \$378,000. In 2000, about 97 percent of homes in Hales Corners were values at or below \$378,000. In 2007, the median assessed value of homes in Hales Corners was \$223,500, and 40 percent of the homes were valued between \$200,000 and \$250,000. To purchase a \$250,000 home, a household would have to have an income of \$68,000. In 2006, the entirety of southeast Wisconsin had a median household income of \$68,500.

Primary Finding: The 2000 data shows that almost all households within Hales Corners are below what is typically considered an "affordable" level of housing costs. This trend is important for housing stability and investment in housing quality. The current affordability analysis also shows that the Village housing is well matched with the surrounding region, providing Hales Corners with a large pool of potential buyers, which can enhance desirability and accessibility.

Age & Condition

Summary: Sixty-five percent of the housing in Hales Corners was constructed between 1950 and 1970. According to assessment data 80 percent of the housing stock is in "average" condition, and only 16 percent is in "good" condition.



Executive Summary

Primary Finding: Although not a problem currently, the substantial segment of "average" housing stock could slip to below average if maintenance is not continued. The aging population that owns many of these homes may not be physically or financially able to complete ongoing maintenance and repairs if they remain in their homes.

Vacancy Rates

Summary: Current single-family vacancy rates in Hales Corners are very low—likely less than 1.6 percent. This level of vacancy is lower than national averages and suggests Hales Corners did not experience a spike in vacancy levels like much of the country did. The Village's multi-family vacancy rates are more similar to national levels at about 10 percent for lower priced apartments and 4 to 6 percent for upper-end multi-family housing.

Primary Finding: High vacancy rates are a concern because over time they depress property values. However, very low vacancy are also undesirable because they limit the potential for turnover and can drive up demand and price to less affordable levels. Although the single-family vacancy rate is much lower than expected given national trends, it is not below historic single-family vacancy levels. Therefore, all things considered, it does not appear that Hales Corners is being negatively impacted by high multi-family vacancy or low single-family vacancy.

Senior Housing

Summary: Hales Corners is well supplied with senior housing. The Village has a higher concentration of senior housing than the surrounding municipalities, and is almost on par with expected concentrations given the statewide supply of senior housing.

Primary Finding: Local real estate professionals report that senior housing in the Hales Corners area is currently adequately served. (This, in conjunction with the fact that seniors in Hales Corners tend to remain in their homes late into their life, does not suggest much market for assisted living or retirement communities. However, over the next 20 years, the 75+ population will grow substantially in the Village and may necessitate new nursing housing.

Housing Strategies

The housing strategies were created to help the Village achieve each of their comprehensive housing objectives. In addition, the study found that anticipated new market demand for housing over the next 20 years would result in 142 additional households in the Village. However, because the Village is largely built-out, new households would have to be accommodated in redevelopment projects.

Objective No. 1: Preserve the existing residential character and prevent future land use conflicts between residential and non-compatible uses.

- In areas near potential redevelopment sites use zoning tools and redevelopment guidelines to help prevent future conflicts between single-family housing and larger commercial/mixed-use buildings.
- Develop educational resources that detail architecturally appropriate remodeling strategies. This will help ensure the character of the neighborhoods is maintained as homes age.



Executive Summary

Objective No. 2: Provide for the housing needs of an aging population

- Create a community outreach program promoting the Milwaukee County Home Repair Loan program which offers no-to-low interest loans for qualifying home repair projects.
- Although additional senior housing options are not currently needed, it is recommended that the Village create a senior housing committee that will track housing trends and identify the time in the future where additional housing should be pursued.

Objective No. 3: Provide for the housing needs of low to moderate income residents

- Work with realtors to promote the Village and help moderate income buyers access available assistance programs such as WHEDA certified counselors.
- Utilize the new low-cost housing TIF law to generate funding for targeted low cost housing.

Objective No. 4: Protect the long-term value of the residential neighborhoods by ensuring that the physical condition of the housing does not deteriorate.

- Create a community outreach program promoting the Milwaukee County Home Repair Loan program which offers no-to-low interest loans for qualifying home repair projects.
- Provide information on building code requirements directly to homeowners. Use that opportunity to create a dialogue with residents about needed repairs.
- Develop design concepts for remodeling and improving common housing types. Provide those concepts to residents who are considering home improvements.

Objective No. 5: Promote and guide future housing development at Village redevelopment sites.

- Target sites for redevelopment that are currently being underutilized. Prepare redevelopment plans for those sites to spur development interest and guide future projects.



Introduction

Hales Corners, Wisconsin is a bedroom community in the southwest corner of Milwaukee County. With a 2009 estimated population of 7,464, the Village is primarily comprised of single-family homes built between 1950 and 1970. Its residential character and proximity to Milwaukee has made the community an attractive destination for those that work in Milwaukee and the surrounding employment nodes. In fact, the 2000 commuting patterns show that there were 4,300 residents of Hales Corners that had employment. However, only 566 of those residents also worked in Hales Corners, the remainder commuted out. As Hales Corners looks into the future, the need has arisen to examine the housing stock and housing trends within the Village to ensure it can remain an attractive and vital part of the southeastern Wisconsin landscape.

The Hales Corners Housing Needs Assessment addresses the evolving housing needs in the community, and provides strategies to shape the Village's housing over the next 20 years. Although the information provided in this document will be useful in the development of the comprehensive plan, the strategies found in Section Three can also help drive Village redevelopment projects. To provide a thorough analysis of the existing housing environment, make detailed housing projections and develop long-term housing strategies, the document is divided into three sections.

Section One: Existing Conditions

The Existing Conditions section provides detailed demographic, population and housing data for the years 2000 and 2009. The point of this section is to provide a thorough understanding of the current Hales Corners housing environment and how that environment evolved. The data will be important when identifying trends in population change and in housing choices.

Section Two: Projections, Trends and Housing Goals

Section Two takes the data provided in Section One, in conjunction with historic data and data estimates, to make 20-year projections for Village population and demographic statistics. These projections help identify how the housing environment will change in Hales Corners, and how the housing stock will need to evolve in order to meet those changes. Section Two also includes a discussion on local housing trends and housing goals. The housing goals are particularly important because they identify a future vision for Village housing that may not be clear by examining data only.

Section Three: Housing Strategies

The final section of the document will combine the identified housing trends, goals and projected future housing needs in order to develop a set of housing strategies which will help ensure that Hales Corners can continue to offer a desirable and vital housing stock.

When reading this document it is important to remember the first two sections are written as if there are no significant future housing constraints within the village. In other words, when making projections and examining trends, the data does not consider the physical challenges present in Hales Corners, i.e., the lack of developable land. It is not until Section Three that the trends and housing needs are filtered through the on-the-ground realities of the Village structure. This was done intentionally so as not to limit the scope of the analysis. If the study began with the notion that new development was severely limited due to spatial constraints, future housing needs and options may have been overlooked or unnecessarily dismissed.



Section One: Existing Conditions

The first section of the housing needs assessment examines the current state of housing demand and supply in Hales Corners, as well as important historic trends. The data provided in this section serve three purposes:

1. Current and historic information on Village demographics reveal how the Hales Corners population has evolved over time. This information will be used in later sections to aid the projection of future demographic changes.
2. Identify the position of Hales Corners within the larger housing environment by comparing housing and demographic data for the Village and other peer communities in the area.
3. Make connections between demographic groups and housing choices by identifying housing trends for different segments of the population. For example, the historic data reveals that Hispanic families in Hales Corners have had considerably larger average household sizes than non-Hispanic white families. This fact may impact future housing needs if it is determined that Hispanic families are a rapidly growing segment of the Hales Corners population. The projections of future demographics will occur in Section Two.

The information discussed in this section will include data dealing with demographics, housing demand, and current housing supply. The following variables were examined:

Table 1.1: Existing Conditions Variables

| Demographics | Housing Demand | Housing Supply |
|------------------|------------------------|-------------------|
| Total Population | Housing Tenure | Housing Condition |
| Age Distribution | Vacancy Rates | Housing Age |
| Households | Housing Sales & Demand | Housing Types |
| Household Size | Housing Affordability | |
| Race/Ethnicity | | |
| Families | | |
| Incomes | | |

The data used in this section were compiled from numerous sources. The historic information is almost exclusively content available from the US Census Bureau and as such, corresponds to the 2000 decennial census year. The 2009 data were developed by purchasing data sets from two independent data projection firms: ESRI Business Analyst and Nielson Claritas. These estimates were compared to other sources, such as the Wisconsin Department of Administration, to check for consistency. When necessary, projections were updated or changed to reflect recent trends in population growth or decline.



1 Existing Conditions

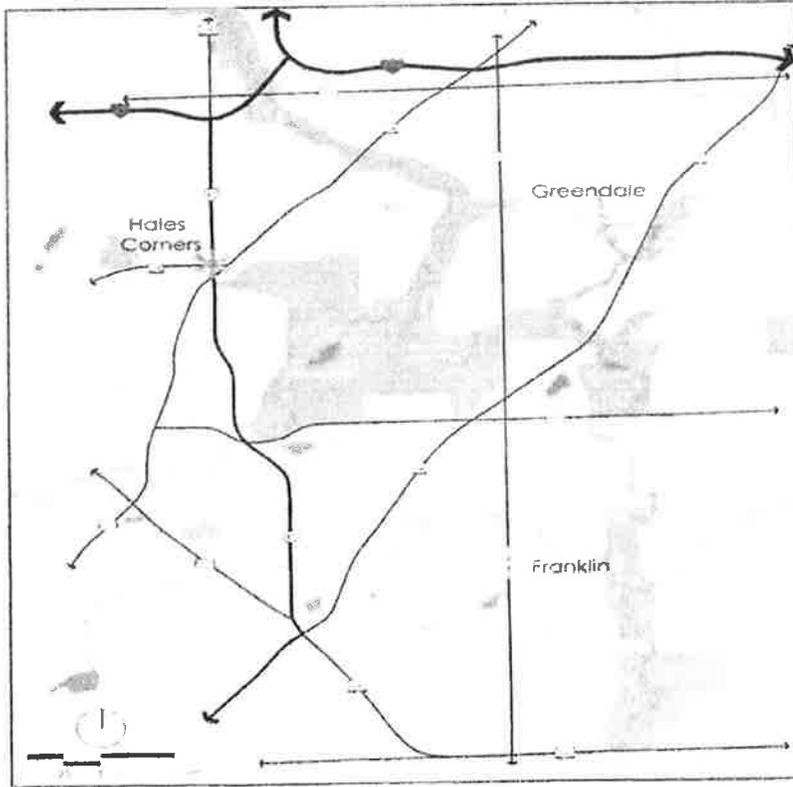
Peer Communities

Using peer communities to compare demographics and housing supply information can be a useful tool when trying to determine how a municipality fits within a larger housing trade area. For example, the data reveal that Hales Corners has the lowest average household size and the fastest rate of household size decline, while Franklin has a significantly higher household size due to a larger concentration of families. This trend tells us that Hales Corners is, and has been, attractive to a different demographic than the City of Franklin.

Selecting peer communities for Hales Corners is challenging for a variety of reasons. Most significantly, Hales Corners sits on the edge of the transition from dense, urban style housing in the City of Milwaukee's first ring suburbs, to a suburban development pattern to the west. Therefore, using all of the surrounding municipalities as peer communities, as is common practice, may be problematic because of the significant variation that exists. For example, the City of Greenfield to the north contains denser housing than Hales Corners, and the City of Muskego to the west is much more suburban. To address this problem, specific communities were targeted as opposed to selecting an entire region. To that end, in conjunction with Village of Hales Corners staff, The Village of Greendale and the City of Franklin were selected as the peer communities of choice. Greendale has very similar densities and housing stock as Hales Corners, and is immediately east of the Village. Franklin, while much less dense in the southern portion of the City, does contain pockets of housing that are similar to Hales Corners. Franklin is also an appropriate peer community because it competes for home buyers and offers a different housing stock than Hales Corners. Therefore, the slight differences in available

housing and target demographics of the two communities will help us understand how Hales Corners fits within the surrounding housing environment. Map 1.1 shows the locations of each community.

Map 1.1: Hales Corners and Peer Communities





Existing Conditions

General Population Statistics

Summary: Hales Corners' limited development opportunity, unlike the City of Franklin, has resulted in a declining population as average household size dropped. In fact, Hales Corners has the lowest average household size of the three peer communities and is also experiencing the most rapid reduction in household size. Although a complicated issue, a reduction in household size is often due to an aging population and a change in family concentration or structure.

Impact: As household size decreases, the population becomes more fragmented and more housing units are required to serve the same Village population. Therefore, if the Village wants to continue to maintain its current population levels they will need to add housing units that are targeted to the smaller household needs. However, without the opportunity to expand, the majority of new housing in Hales Corners would likely have to occur as part of redevelopment projects.

Discussion: The general population statistics include the most basic of demographic measures; total population, total households and household size. Although by themselves these measures do not provide great insight into the housing environment, they are useful in identifying historic community growth and potential future trends. Table 1.2 includes the 2000 and 2009 total population, total household number and average household size for Hales Corners, Greendale and Franklin. The Table also includes the percent change in population for that time period for all three communities as well as the State of Wisconsin for comparison purposes.

Table 1.2: General Population Statistics

| | Hales Corners | Greendale | Franklin | State of Wisc. |
|-------------------------------------|---------------|-----------|----------|----------------|
| 2000 Population | 7,765 | 14,405 | 29,494 | |
| 2009 Population | 7,646 | 13,950 | 33,700 | |
| Percent Change (2000 - 2009) | -1.5% | -3.2% | 14.3% | 6.50% |
| 2000 Households | 3,286 | 6,011 | 10,602 | |
| 2009 Households | 3,383 | 6,030 | 12,549 | |
| Percent Change (2000 - 2009) | 3.0% | 0.3% | 18.4% | 9.50% |
| 2000 Household Size | 2.36 | 2.40 | 2.78 | 2.50 |
| 2009 Household Size | 2.26 | 2.31 | 2.69 | 2.43 |
| Percent Change (2000 - 2009) | -4.2% | -3.5% | -3.5% | -2.8% |

Source: US Census Bureau (2000), Wisconsin Department of Administration ESRI Business Analyst
Nielson Clarifas, Vlerbicher

In Table 1.2, the most notable difference between the communities is the population and household growth rates. These data show that while Hales Corners' and Greendale's population has seen very slight decline, likely due to a decline in households size and lack of new housing opportunities, Franklin has experienced substantial growth over the previous nine years. Because Franklin has ample spatial opportunity to grow while Hales Corners and Greendale do not, the disparity in growth rates is not surprising. However, the rapid growth in Franklin will likely have an impact on Franklin's housing supply, which in turn will affect how Hales Corners fits into the housing market. These things will be explored in more detail in later sections.

Definition

Household.

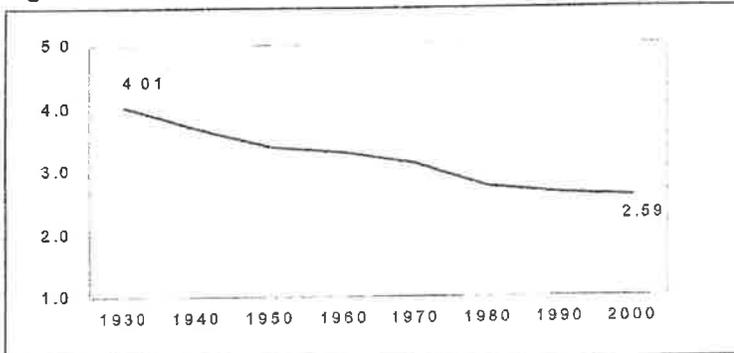
A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

Source: US Census Bureau



Existing Conditions

Figure 1.1: Average Household Size; United States



Source: Census Bureau

Of more importance to the housing study is the change in household size. Nationally, the trend in household size has been a steady decline for nearly the last 100 years. However, more recently that trend has accelerated in many communities. In this instance, the peer communities range dramatically in household size: from 2.69 persons per household in Franklin (2009) to only 2.26 in Hales Corners (2009). These two extremes straddle the state average of 2.43. This indicates that there is something unique in both communities that is causing the variation in household size. The likely explanation is that in Franklin the high household size is due to newer development that is catering to families in the child rearing phase, while Hales Corners has a larger aging population with no children at home. In addition, the data show the rate of household size decline was significantly higher in Hales Corners than in the other communities and the State as a whole between 2000 and 2009.

Average household size and the change in size is important to the housing study because it points to the types and number of housing units needed in a community, as well as suggesting a change in community demographics. Specifically, as household size drops, the Village population becomes more fragmented and needs more housing units to serve its needs. For example, if Hales Corners had the same average household size as Franklin, the community would need approximately 500 fewer housing units to serve its current population. Likewise, because Hales Corners average household size is shrinking more than three times faster than Greendale's, with each passing year Hales Corners has to add more housing units regardless of population change than Greendale does in order to maintain its current population. However, because Hales Corners, unlike Franklin, does not have room to expand, the opportunity to provide additional housing will be limited unless Hales Corners explores redevelopment housing options.

Although the reason for the decreasing household size is complicated, two of the biggest contributors are change in family concentration and structure, and an aging population. Both of these elements will be explored in the following sections.

Families

Summary: *Hales Corners has the lowest concentration of families of the three peer communities and the second smallest average family size. However, the concentration of families in Hales Corners only fell 0.1 percent between 2000 and 2009, considerably less than Franklin's and the State's concentration.*

Impact: *These data suggest two things: 1) Hales Corners is likely attracting younger families than Franklin. Because young families are generally in the early stages of their child years, they tend to be smaller. These families may also be less able to afford the more expensive housing in places like Franklin, Muskego and New Berlin. 2) Although not overall as popular with families as Franklin, Hales Corners has been more consistently attractive to families over the previous nine years.*



Existing Conditions

Discussion: The number and density of families in a community is important for many reasons. In relation to housing, families are important because they usually demand specific types of housing and bring long-term community stability. Therefore, if a fully developed area like Hales Corners, with housing stock that was originally targeted at families, is unable to attract or keep families, a portion of the existing housing stock may lose value due to a lack of demand. Table 1.3 displays the estimated number of families and family size for 2000 and 2009.

Table 1.3: Families: Number and Concentration

| | Hales Corners | Greendale | Franklin | State of Wisc. |
|---|---------------|-----------|----------|----------------|
| 2000 Total Households (HH) | 3,286 | 6,011 | 10,602 | |
| 2000 Total Families | 2,123 | 4,208 | 7,700 | |
| Percent of HH Comprised of Families (2000) | 64.6% | 70.0% | 72.6% | 66.5% |
| Average Family Size (2000) | 2.93 | 2.88 | 3.06 | 3.05 |
| 2009 Total Households (HH) | 3,383 | 6,030 | 12,549 | |
| 2009 Total Families | 2,181 | 4,200 | 9,044 | |
| Percent of HH Comprised of Families (2009) | 64.5% | 69.7% | 72.1% | 65.9% |
| Average Family Size (2009) | 2.85 | 2.78 | 3.01 | 2.97 |
| Percent Change in Total Families (2000 - 2009) | 2.7% | -0.2% | 17.5% | 8.4% |
| Percent Change in Family Size (2000 - 2009) | -2.7% | -3.5% | -1.6% | -2.6% |

Source: US Census Bureau (2000), Wisconsin Department of Administration ESRI Business Analyst, Nielson Claritas, Vierbicher

Definition

Family:

A family is a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family.

Source: US Census Bureau

The data on families reveals that Franklin has the highest concentration of families and the largest average family size among the peer communities and the state as a whole. This likely means that the types of housing available in Franklin, often newer development with larger homes, is more desirable to established families than the housing stock in Hales Corners or Greendale. In addition, Hales Corners has a much smaller family size than Franklin which may mean families in Hales Corners are younger and not as advanced into their child rearing years.

Although Hales Corners and Greendale have smaller average family sizes than Franklin, and they have less families relative to population, the drop in concentration of families in Hales Corners and Greendale has been less than in the State as a whole - Hales Corners' and Greendale's family concentration has decreased by 0.1% and 0.3% respectively, compared to a 0.6% drop in Wisconsin's concentration. This is an interesting statistic because if we assume the State as a whole is a benchmark for expected loss of families, then Hales Corners is significantly outperforming what would be expected given larger demographic trends. Therefore, although Hales Corners does not have as many families as the more recently developed Franklin, its housing stock appears to be more consistently attractive to families than may be expected.

As mentioned in the discussion on households, the decrease in family size, and the increase in non-family households are among the forces driving down average household size. However, the data on household size shows that Hales Corners has experienced a 4.2 percent reduction in average



Existing Conditions

household size since 2000. On the other hand, Hales Corners has had only a 2.7 percent reduction in family size during that same time period. Therefore, there must be other factors contributing to the reduction in household size, such as the aging population.

Population Age

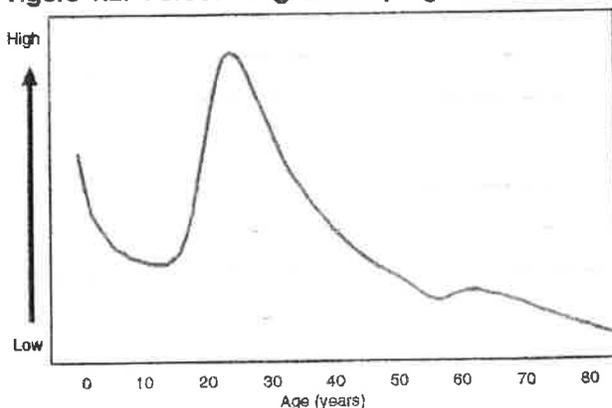
Summary: Population studies have suggested that beginning at about 55 years old, the likelihood of relocating begins to increase. These data also show those individuals are more likely to migrate to a non-metro community. Somewhat counter to these findings, local anecdotal information suggests that the aging population in Hales Corners is very likely to remain in or near Hales Corners even after they transition to senior housing.

In terms of age distribution, Hales Corners is younger than Greendale, but slightly older than Franklin. In particular, Franklin has significantly more established families (age 35-54) than Hales Corners, and significantly fewer retirement age (65+) individuals. However, if past trends in Hales Corners continue, it will become more like Greendale (fewer established families more aging population) than Franklin.

Impact: Most communities value established families as residents because they offer stability in the neighborhood and support local schools both in terms of students and financing (state equalization aid). The trends point to an ongoing loss of established families in Hales Corners, but an increase of young families; this trend is also seen in the projections found in Section Two. This may suggest that the Village has not been able to keep families as they grow.

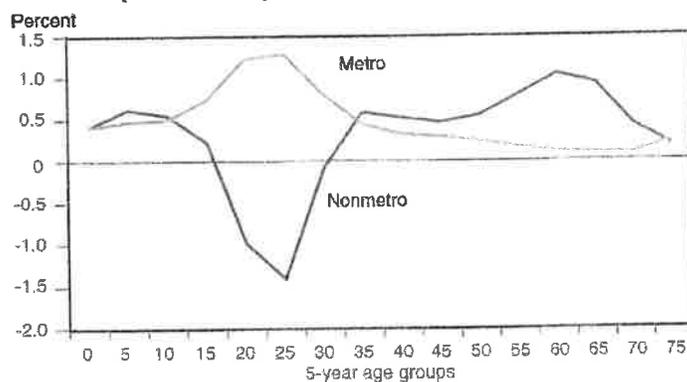
Discussion: Age distribution is one of the most important population factors determining housing demand because, to some extent, age is the largest factor in housing choice. For example, as a household transitions out of child rearing into empty nesting and eventually retirement, often housing preference shifts to a significantly smaller home. Therefore, in order to maintain an aging population, if that is the goal of a community, housing options must evolve to meet those changing needs; this is known as life-cycle housing. The correlation between age and housing is also apparent when looking at migration rates.

Figure 1.2: Percent Migration by Age



Source: USDA, Economic Research Service, using Pandit (1997a).

Figure 1.3: Average Annual Net Migration Rates by Age (1980—2000)



Source: USDA, Economic Research Service, using data from USDA-funded cooperative agreements (Fuguitt and Beale, 1996; Voss et al., 2004).



Existing Conditions

Figure 1.2 and 1.3 illustrate the importance of age on the housing environment by depicting the likelihood an individual will change houses based on that individual's age. Figure 1.2, using generalized migration tendencies, shows that individuals between 18 and 25 years of age are very likely to change housing due to higher education opportunities and the beginning of careers. After the initial spike, as families are formed and children age, the likelihood of migration drops significantly, reaching its low point at around 55 years of age. The 55 to 60 age group again sees a slight increase in the likelihood of housing change. Because many communities are currently seeing significant increases in the 55 and older population, including Hales Corners as will be discussed later, these trends become very important.

Figure 1.3 expands on the migration trends by including migration destinations: "metro" and "nonmetro." This figure shows that migration to a metro area is very pronounced between the ages of about 20 and 25. The trends towards metro and nonmetro migration then converge during the "family" years. At about age 53 there is a significant increase in migration towards nonmetro areas which lasts until age 70. Because Hales Corners is located within a collection of metro communities, it seems unlikely the Village would be a candidate to attract new residents over the age of 55. However, anecdotal evidence from Hales Corners real estate professionals suggests that residents who have lived the majority of their life in the Village, and want or need to change housing would prefer to remain in the area if the proper housing is available. Therefore, Hales Corners may have an opportunity to supplement existing housing to retain its existing aging population, but it is less likely that Hales Corners would attract new residents over age 55 from communities other than those in the immediate vicinity.

Definition

Metro:

"Urbanized" counties regardless of population, or outlying counties where at least 25% of the population commute into a metro county.

Non-Metro:

Any county not meeting criteria for the designation of metro.

All of the counties surrounding Hales Corners; Milwaukee, Racine, Kenosha and Waukesha are defined as Metro counties.

Table 1.4a: Age Distribution: Hales Corners

| | 2000 | | 2009 | | Change in Population 2000 - 2009 |
|-----------------|--------------|---------------|--------------|---------------|----------------------------------|
| | Population | Percent Dist. | Population | Percent Dist. | |
| Age 19 & Under | 1,948 | 25% | 1,641 | 21% | -307 |
| Age 20 - 24 | 324 | 4% | 429 | 6% | 105 |
| Age 25 - 34 | 886 | 11% | 954 | 12% | 68 |
| Age 35 - 44 | 1,294 | 17% | 937 | 12% | -357 |
| Age 45 - 54 | 1,156 | 15% | 1,295 | 17% | 139 |
| Age 55 - 64 | 724 | 9% | 1,035 | 14% | 311 |
| Age 65 - 74 | 683 | 9% | 602 | 8% | -81 |
| Age 75 - 84 | 541 | 7% | 492 | 6% | -49 |
| Age 85+ | 209 | 3% | 261 | 3% | 52 |
| Total | 7,765 | 100% | 7,646 | 100% | -119 |
| Ages 65+ | 1,433 | 18% | 1,356 | 18% | 77 |

Source: US Census Bureau (2000), Wisconsin Department of Administration
ESRI Business Analyst, Nielson Claritas, Vierbicher

The following collection of tables provides population information by age cohort for 2000 and 2009. The information is presented for Hales Corners and the two peer communities, as well as simplified State data.

In 2000, 43 percent of the Hales Corners population was between the ages of 25 and 54. This span is important because according to the US Center for Disease Control and Prevention (CDC), the average age of first time mothers in Wisconsin is 25.3

1. Historically, child birthing would end before a woman reached the age of 34. However, trends have been showing a significant delaying of child birth for individuals in their late twenties. If this trend continues (and all indications suggest it will) over the next 20 years, child birthing will typically not be complete by the age of 35 and, therefore, the young family segment will have smaller family sizes.



Existing Conditions

years old (2006). Therefore, it is the 25-54 age range that represents the majority of families with children living at home. This study further separates the family demographic by splitting it into young families (25-34), characterized by the beginning of child rearing and likely smaller family sizes¹, and established families (35-54) characterized by child raising and larger family sizes. The population in the young families cohort also represents the young professional demographic; however, due to existing housing, which is primarily targeted at families, they are viewed as new families in this study. The specific relevance of young professionals will be explored in the strategies section.

In 2009, the young family cohort accounted for 12 percent of Hales Corners total population, a one percent increase over 2000. However, in 2009 the established families accounted for 29 percent of the total population, a three percent decrease since 2000. Over the same time period, the 55-64 cohort grew from nine percent of the population in 2000 to 14 percent in 2009; a total increase of over 300 individuals. This change is important in the coming years as studies have shown the likelihood of outmigration increases in that age cohort. Overall, although Hales Corners is aging, it is not as dramatic as some communities. For example, the over 65 population actually decreased slightly between 2000 and 2009. However, the increase in the 45-54 cohort and the 55-64 cohort suggests that a more significant shift towards retired individuals is due over the next 20 years.

Table 1.4b: Age Distribution: Greendale

| | 2000 | | 2009 | |
|-----------------|---------------|---------------|---------------|---------------|
| | Pop. | Percent Dist. | Pop. | Percent Dist. |
| Age 19 & Under | 3,515 | 24% | 2,985 | 21% |
| Age 20 - 24 | 562 | 4% | 711 | 5% |
| Age 25 - 34 | 1,325 | 9% | 1,367 | 10% |
| Age 35 - 44 | 2,089 | 15% | 1,535 | 11% |
| Age 45 - 54 | 2,161 | 15% | 2,120 | 15% |
| Age 55 - 64 | 1,844 | 13% | 2,009 | 14% |
| Age 65 - 74 | 1,585 | 11% | 1,576 | 11% |
| Age 75 - 84 | 1,008 | 7% | 1,200 | 9% |
| Age 85+ | 303 | 2% | 460 | 3% |
| Total* | 14,405 | 100% | 13,950 | 100% |
| Ages 65+ | 2,895 | 20% | 3,236 | 23% |

*May not equal correct amount due to rounding

Source: US Census Bureau (2000), Wisconsin Department of Administration ESRI Business Analyst, Nielson Claritas, Vierbicher

As shown in Table 1.4b, Greendale shows a slightly older population than Hales Corners. In 2009, only 10 percent of the population was in the young family cohort which was an increase of one percent from 2000. The established family segment accounts for 26 percent of the population in 2009, a fairly substantial drop of four percent from 2000; and although the 55 to 64 age cohort is similar between both communities, the retirement

Table 1.4c: Age Distribution: Franklin

| | 2000 | | 2009 | |
|-----------------|---------------|---------------|---------------|---------------|
| | Pop. | Percent Dist. | Pop. | Percent Dist. |
| Age 19 & Under | 7,727 | 26% | 8,223 | 24% |
| Age 20 - 24 | 1,622 | 6% | 1,988 | 6% |
| Age 25 - 34 | 3,864 | 13% | 4,145 | 12% |
| Age 35 - 44 | 5,810 | 20% | 4,988 | 15% |
| Age 45 - 54 | 4,984 | 17% | 5,931 | 18% |
| Age 55 - 64 | 2,566 | 9% | 4,516 | 13% |
| Age 65 - 74 | 1,770 | 6% | 2,191 | 7% |
| Age 75 - 84 | 944 | 3% | 1,314 | 4% |
| Age 85+ | 206 | 1% | 404 | 1% |
| Total* | 29,494 | 100% | 33,700 | 100% |
| Ages 65+ | 2,920 | 10% | 3,909 | 12% |

*May not equal correct amount due to rounding

Source: US Census Bureau (2000), Wisconsin Department of Administration ESRI Business Analyst, Nielson Claritas, Vierbicher

Table 1.4d: Age Distribution: State

| | 2000 | 2009 |
|-------------|---------------|---------------|
| | Percent Dist. | Percent Dist. |
| Age 25 - 54 | 43% | 41% |
| Age 55 - 64 | 9% | 12% |
| Age 65+ | 13% | 13% |

Source: US Census Bureau (2000)



Existing Conditions

age population in Greendale (65+ years old) comprised five percent more of the population in 2009 than it did in Hales Corners.

As Table 1.4c shows, Franklin has the highest concentration of population within the established family cohort as would be expected given their high concentration of families and larger family sizes. In 2009, Franklin has 33 percent of its population in established families; this was down from 37 percent in 2000. Franklin's young family segment is very similar to Hales Corners at 12 percent in 2009 and 13 percent in 2000. Likewise, Hales Corners and Franklin have similar percentages of population between ages 55 and 64, but Hales Corners has six percent more of its population in the 65+ category.

Overall, all three communities have similar young family populations, but Hales Corners' and Greendale's young family cohort grew between 2000 and 2009 while Franklin's fell. In established families, Franklin has a considerably higher concentration than the other communities, but Hales Corners does come in higher than Greendale. Finally, although the empty nest population (55-64) is relatively similar throughout the three peers, Greendale has a much higher concentration of retirement age individuals (65+) than the other communities, in fact almost double that of Franklin. These findings are not unexpected given Franklin's opportunity for new development that can attract new residents to the area. If the past trend in Hales Corners (relatively stable young family population with a falling established family cohort) continues, Hales Corners will begin to look more like Greendale in the future with a higher concentration of aging individuals and less stable families.

Housing Tenure by Age

Summary: Hales Corners housing has the lowest home ownership rates of the three communities - Franklin with 78 percent owner occupied, Greenfield with 70 percent and Hales Corners at 62 percent - but those homeowners live almost exclusively in single-family homes. The data shows that the 25-34 age cohort is much more likely to rent than own, and the 75+ age cohort also has higher renter-occupied households than owner-occupied. All of the middle segments (ages 35-74) are at least twice as likely to own than to rent.

Impact: The data show the trend toward owner-occupied units does not drop off until after the age of 74. This seems to confirm the evidence that members of the aging population in Hales Corners tends to stay in their homes and then, if necessary, transition directly into senior specific housing. This means there may be limited potential to market "transitional" housing to that segment such as condominiums or upscale apartments.

Definition

Householder:

"The householder refers to the person (or one of the people) in whose name the housing unit is owned or rented (maintained) or, if there is no such person, any adult member, excluding roomers, boarders, or paid employees. If the house is owned or rented jointly by a married couple, the householder may be either the husband or the wife.

Source: US Census Bureau

Discussion: As mentioned in the previous section, national housing trends have shown that age can significantly impact housing choices. To determine if age plays a measureable role in housing choice in Hales Corners, the study examines data on housing tenure and housing type versus age cohort. Because of the complexity of this measure, it is only available as part of the 2000 census data set.

Table 1.9 shows the distribution of households by age of householder for each of the seven structure types. In addition, the data is split into renters and owners. At the most basic level, the table shows that 62 percent of Hales Corners residents own and 38 percent rent. Of those that own, the 45 to 74 age groups are considerably more likely to own a home than the overall Village distribution. Likewise, householders between the ages of 15 and 34 and 75 or older are considerably more likely to rent than the Village average. Of the age groups most likely to own, 97 percent of them own a single-family home (not shown in Table 1.9). Of the renters, the most dominant



Existing Conditions

housing type is structures with 5 to 19 units which comprise 45 percent of all renters housing choice (not shown in Table 1.9). The distribution of the peer communities, although not shown, reflect similar trends.

1.5: Hales Corners Distribution of Housing Tenure by Age Cohort

| Units in Structure | Owner Occupied | | | | | | | TOTAL |
|------------------------------|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 15 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ | |
| 1, Detached or Attached | 0% | 36% | 65% | 75% | 75% | 72% | 45% | 60% |
| 2 to 4 | 0% | 0% | 0% | 0% | 3% | 7% | 0% | 1% |
| 5 to 19 | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| 20 to 49 | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% |
| 50 or more | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Mobile home | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Boat, RV, van, etc. | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total Owner Occupied | 0% | 39% | 65% | 75% | 78% | 79% | 46% | 62% |
| Units in Structure | Renter Occupied | | | | | | | TOTAL |
| | 15 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75+ | |
| 1 Detached or Attached | 0% | 8% | 3% | 3% | 2% | 0% | 4% | 3% |
| 2 to 4 | 18% | 8% | 11% | 4% | 3% | 5% | 3% | 6% |
| 5 to 19 | 47% | 35% | 14% | 15% | 9% | 7% | 16% | 17% |
| 20 to 49 | 19% | 9% | 6% | 3% | 5% | 4% | 4% | 6% |
| 50 or more | 17% | 2% | 1% | 0% | 3% | 4% | 28% | 6% |
| Mobile home | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Boat, RV, van, etc. | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total Renter Occupied | 100% | 61% | 35% | 25% | 22% | 21% | 54% | 38% |
| TOTAL | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Source: US Census Bureau (2000), Vierbicher

The important information provided by this data is that, in Hales Corners, it is not until after the age of 74 that there is a significant drop off in homeownership and, even then, virtually all homeowners still live in a single-family dwelling. This seems to confirm the anecdotal information that suggests the aging population present in Hales Corners is inclined to stay in their homes until well beyond retirement age. This means there may not be much market for housing in Hales Corners that would offer aging individuals a different ownership or rental option prior to the need to enter senior housing facilities. It should be noted, however, that there may be demand for such housing that is not being met by current housing options and, thus, the data does not reflect the actual demand. Although this could be the case, the conclusions drawn from this data are supported by the insights provided by local real estate professionals.

Race, Ethnicity and Housing Tenure

Summary: Race and ethnicity play a role in determining housing choice. For example, in Hales Corners, Hispanic families had average household sizes of more than 0.5 people higher than white alone households. In Hales Corners, the only population segments that saw population growth between 2000 and 2009 were the non-white alone segments. In addition, non-white alone households



Existing Conditions

are much more likely to rent in Hales Corners than in the other peer communities. Evidence suggests, however, that, both nationally and locally, minorities are owning homes in greater numbers than ever before.

Impact: If non-white alone households are future growth segments in Hales Corners, one of two things must happen. 1) Hales Corners needs to provide additional multi-family housing as that has been the predominate housing chose for minorities in the Village, or 2) non-white alone households need to transition to home purchasing in the Village. Evidence suggests the second of these two options is beginning to occur. If that is the case, the Village has the opportunity to capitalize on the minority population as future family households because non-white alone households are far more likely to contain families than white households. These trends will be discussed further in Section Two.

Discussion: The racial and ethnic composition of a place is important because there are differences in the "typical" housing choices between racial and ethnic groups. For example, the CDC reports that the average age of first time mothers is three years younger among Hispanics and non-Hispanic blacks than it is among non-Hispanic whites. Also, in 2000, the average household size for Hispanics was more than 1.0 person larger than the average for non-Hispanic white households in Wisconsin. Clearly each of these difference, among others, will impact housing choices and the timing of those choices.

Table 1.6: Average Household and Family Size by Race and Ethnicity

| | Average Household Size (2000) | Average Family Size (2000) |
|---|-------------------------------|----------------------------|
| White Alone | 2.34 | 2.93 |
| Black or African American Alone | 1.86 | 2.25 |
| American Indian and Alaska Native Alone | 2.67 | 3.17 |
| Asian Alone | 2.31 | 2.89 |
| Native Hawaiian and Other Pacific Islander* | 1.00 | 0.00 |
| Some other Race Alone | 3.00 | 3.6 |
| Two or More Races | 3.25 | 3.97 |
| Hispanic or Latino | 2.59 | 3.27 |
| Overall Average | 2.36 | 2.85 |

Source: US Census Bureau

* Not a statistically significant population

Specifically to Hales Corners, the 2000 census data reveals significant differences between ethnic and racial groups in terms of average household and average family size. Table 1.6 lists the 2000 averages for Hales Corners.

The average household size in Hales Corners by race and ethnicity ranges from 1.86 to 3.25, and average family size ranges from 2.25 to 3.97. Clearly any change in race and ethnicity within a community will impact household size, family size, and, by extension, housing demand.

Table 1.7a explores the change in racial and ethnic composition between 2000 and 2009 in Hales Corners. It should be noted that the summation of each racial and ethnic category will not equal the total population. This is due to the way the Census categorizes race and ethnicity. In particular, individuals can be counted in both Hispanic Origin and other categories.

Between 2000 and 2009 the non-white alone population grew significantly in Hales Corners; however, the total distribution in 2009 illustrates a still relatively homogenous community in terms of race and ethnicity. Nonetheless, the 62 percent increase in the black alone category, and the 62 percent increase in the Hispanic Origin category will likely necessitate some shift in housing stock should those trends continue.



Existing Conditions

Table 1.7a: Population by Race and Ethnicity: Hales Corners

| | 2000 | | 2009 | | Percent Change in |
|---------------------------------|--------------|---------------|--------------|---------------|-------------------|
| | Total | Percent Dist. | Total | Percent Dist. | |
| White Alone | 7,548 | 97.2% | 7,329 | 95.9% | -3% |
| Black Alone | 16 | 0.2% | 25 | 0.3% | 62% |
| American Indian Alone | 39 | 0.5% | 50 | 0.6% | 28% |
| Asian or Pacific Islander Alone | 78 | 1.0% | 104 | 1.4% | 35% |
| Some Other Race Alone | 47 | 0.6% | 70 | 0.9% | 50% |
| Two or More Races | 47 | 0.6% | 65 | 0.8% | 39% |
| Hispanic Origin | 163 | 2.1% | 265 | 3.5% | 62% |
| Total* | 7,765 | 100% | 7,646 | 100% | -2% |

Source: US Census Bureau (2000), Wisconsin Department of Administration ESRI Business Analyst, Nielson Claritas, Vierbicher

Table 1.7b: Population by Race and Ethnicity: Greendale and Franklin Comparison

| | Greendale | | Franklin | |
|---------------------------------|--------------------|--------------------------------------|--------------------|--------------------------------------|
| | 2009 Percent Dist. | Percent Change in Pop. (2000 - 2009) | 2009 Percent Dist. | Percent Change in Pop. (2000 - 2009) |
| White Alone | 93.9% | -5% | 87.2% | 10% |
| Black Alone | 0.5% | 61% | 6.4% | 41% |
| American Indian Alone | 0.2% | -3% | 0.5% | 43% |
| Asian or Pacific Islander Alone | 3.4% | 57% | 3.6% | 96% |
| Some Other Race Alone | 0.9% | 45% | 1.2% | 96% |
| Two or More Races | 1.0% | 38% | 1.2% | 52% |
| Hispanic Origin | 4.0% | 61% | 4.4% | 93% |
| Total* | 100% | -3% | 100% | 14% |

Source: US Census Bureau (2000), ESRI Business Analyst, Nielson Claritas, Vierbicher

Of the peer communities, Greendale shows a relatively similar distribution of race and ethnicity, as well as fairly similar changes in population. Franklin however, is slightly more diverse than the other communities, and has seen very large increases in a few of the categories. The larger increases are not that surprising considering Franklin's relatively high growth rate. To make the changes in race and ethnicity more meaningful, Table 1.8 includes information on housing choices by race and ethnicity.

The 2000 census data reveals that, in total, 62 percent of Hales Corners housing units are owner-occupied, and 38 percent are renter-occupied (Table 1.8). This is the lowest percentage of owner-occupied housing units of the three peer communities. In addition, although not shown here, the non-white alone segments in Hales Corners are far less likely to own a home than in the other two peers. In fact, in almost all the non-white alone segments the difference in home ownership between Hales Corners and the peer communities is far greater than the difference in overall home ownership. Therefore, the tendency for non-white alone households to rent in Hales Corners is much higher than would be expected given the Village's overall tenure statistics and the surrounding community patterns. A local real estate professional observed that many minority renters in Hales Corners have gone on to purchase homes in the area. This data may suggest that those minorities are not purchasing homes in Hales Corners.



Existing Conditions

Table 1.8: Hales Corners Housing Tenure by Race and Ethnicity (2000)

| | Owner Occupied Units | Percent of Units Owner Occupied | Renter Occupied Units | Percent of Units Renter Occupied | Total Housing units |
|--------------------------|----------------------------|---------------------------------------|-----------------------------|--|------------------------|
| White Alone | 1,986 | 62% | 1,201 | 38% | 3,187 |
| Black Alone | 0 | 0% | 7 | 100% | 7 |
| American Indian Alone | 4 | 33% | 8 | 67% | 12 |
| Asian & Pacific Islander | 12 | 39% | 19 | 61% | 31 |
| Some Other Race Alone | 7 | 47% | 8 | 53% | 15 |
| Two or More Races | 3 | 38% | 5 | 63% | 8 |
| Hispanic Origin | 21 | 39% | 33 | 61% | 54 |
| Total* | 2,012 | 62% | 1,248 | 38% | 3,260 |

*Data only includes occupied housing units. All vacant units were excluded from the analysis. In 2000,

Hales Corners had a vacancy of 3.5%

Source: US Census Bureau (200), Vierbicher

The combination of all the data on housing and race and ethnicity leads to an interesting conclusion. The data show that the historic trend in Hales Corners has been growth in non-white demographics. Likewise, the data show that those same population segments are much more likely to rent than own. So, if both trends continue, there would be an increased demand for multi-family housing in Hales Corners. This may not be an ideal situation because, given the aging population, housing turnover will likely be higher in single-family homes. That being said, there is some national evidence that suggests the housing choices of non-white individuals and families is shifting more towards home ownership as minorities become a larger proportion of the middle class. These issues will be explored in more detail in the following section.

Table 1.9: Housing Tenure for Peer Communities

| | Percent Owner Occupied | Percent Renter Occupied |
|-----------|------------------------------|-------------------------------|
| Greendale | 70% | 30% |
| Franklin | 78% | 21% |

*Data only includes occupied housing units. All vacant units were excluded from the analysis. In 2000, Greendale had a vacancy rate of 2.5% and Franklin had a vacancy rate of 3.1%

Household Incomes and Housing Affordability

Summary: The housing affordability analysis revealed that in 2000, 46 percent of the Hales Corners households had a median income between \$50,000 and \$99,999. At the top of this range, a household could afford a house valued at approximately \$378,000. In 2000, about 97 percent of homes in Hales Corners were valued at or below \$378,000. In 2007, the median assessed value of homes in Hales Corners was \$223,500, and 40 percent of the homes are valued between \$200,000 and \$250,000. To purchase a \$200,000 home, a household would require an income of \$53,000, and to purchase a \$250,000 home, a household would have to have an income of \$68,000. In 2006, the entirety of southeast Wisconsin had a median household income of \$68,500.

Impact: The 2000 data shows that almost all households within Hales Corners are below what is typically considered an "affordable" level of housing costs. This trend is important for housing stability and investment in housing quality. The current affordability analysis also shows that the Village housing is well matched with the surrounding region, providing Hales Corners with a large pool of potential buyers, which can enhance desirability and accessibility.



Existing Conditions

Discussion: Measuring housing affordability is useful in determining how well matched housing in Hales Corners is to the household incomes of its residents. Given that the residents of Hales Corners have already purchased homes in the Village, it is unlikely the data would show that the Village is unaffordable to those living in there, but the data can reveal the level of affordability and accessibility for local residents. In other words, are the existing residents able to comfortably afford to live in Hales Corners, or are households contributing an unsustainable amount of their income to housing? In addition, measuring past affordability using 2000 census data and looking at current home assessments helps project how easily new residents are able to enter the Hales Corners market, and the required household income to do so.

To measure affordability, the annual household income data from the 2000 census was input into a typical home mortgage scenario. The scenario includes a 30-year mortgage with a 20 percent down payment and 6.0 percent annual interest rate. Added to the financing estimate is a calculation of actual property taxes based on Hales Corners' mill rate. The result of the scenario is a measure called Principle, Interest, Taxes, Insurance (PITI). The traditional lending rule of thumb is that a bank will not lend to a potential home owner unless their PITI is below 30 percent of the overall household income. This rule, however, was often ignored during the housing boom through much of the 1990s and early 2000s.

Table 1.10: Housing Affordability

| Income Brackets | Percent of Population in Bracket | Range of Affordable Housing |
|-----------------------|----------------------------------|-----------------------------|
| < \$15,000 | 8.5% | \$56,000 |
| \$15,000 - \$24,999 | 9.7% | \$56,000 - \$94,000 |
| \$25,000 - \$34,999 | 9.7% | \$94,000 - \$132,000 |
| \$35,000 - \$49,999 | 15.2% | \$132,000 - \$188,000 |
| \$50,000 - \$74,999 | 27.5% | \$188,000 - \$284,000 |
| \$75,000 - \$99,999 | 18.6% | \$284,000 - \$378,000 |
| \$100,000 - \$149,999 | 8.9% | \$378,000 - \$565,000 |
| \$150,000 - \$199,999 | 1.4% | \$565,000 - \$755,000 |
| \$200,000 + | 0.6% | \$755,000 |

Source: US Census Bureau (2000), Vierbicher

Table 1.10 shows the distribution of household incomes according to the 2000 census. The third column shows the range of housing cost which would still be considered affordable for each bracket according to the scenario discussed above. Just over 46 percent of the Hales Corners households in 2000 had incomes between \$50,000 and \$99,999. Given those incomes, those households could afford a home ranging from \$188,000 to \$378,000.

Looking at Table 1.11, we see that in 2000, approximately 98 percent of all housing fell below \$300,000, and 83

Table 1.11: Hales Corners Home values

| 2000 Owner Occupied Housing Units by Value | Percent of Housing in Bracket |
|--|-------------------------------|
| <\$50,000 | 2% |
| \$50,000 - \$99,999 | 5% |
| \$100,000 - \$149,999 | 47% |
| \$150,000 - \$199,999 | 29% |
| \$200,000 - \$299,999 | 15% |
| \$300,000 - \$499,999 | 3% |
| \$500,000 - \$999,999 | 0% |
| \$1,000,000+ | 0% |

Source: US Census Bureau (2000), Vierbicher

percent of homes are valued at less than \$200,000. This information means that household incomes in Hales Corners are well matched to home values. In other words, the Village population in 2000 did not have to overextend their finances to purchase in the Village. The notion that Hales Corners offers affordable housing to its population was supported by the real estate professionals interviewed for this study. They reported that there are two tiers of housing prices in Hales Corners, but both of them offer quality family homes. As a result, residents appear to have enough variation in home values within the Village to find one that fits their budget.



Existing Conditions

In addition to examining historic data, by using 2007 Village assessments, the mortgage scenario can be reversed to reveal the household incomes necessary to enter the current Hales Corners housing market.

According to the available assessment data, the median home value in 2007 within the Village was approximately \$223,500. The average home value at the same time was a very similar \$227,500, with almost 40 percent of total homes falling between \$200,000 and \$250,000. Using the mortgage scenario discussed above, the needed household income to enter the current Village market can be calculated. At the median home value of \$223,500, a household would need to earn \$60,000 to afford to purchase the home. At the upper end of the primary range of home values in the Village, \$250,000, a household would need to earn \$68,000; and at \$200,000 a household would need an annual income of \$53,000. According to the Planning Council for Health and Human Services, in 2006, the median household income for all of southeast Wisconsin (Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington Waukesha) was \$68,500. This would suggest that, in terms of affordability, the housing in Hales Corners is well matched to the surrounding region.

Age & Condition

Summary: *Sixty-five percent of the housing in Hales Corners was constructed between 1950 and 1970. According to assessment data, the vast majority, 80 percent of the housing stock is in "average" condition, and only 16 percent is in "good" condition. The aging population in Hales Corners is comprised of people that have lived in their homes for many years, and who have a tendency to not complete cosmetic updates that impact housing value.*

Impact: *Although not a problem currently, the substantial segment of "average" housing stock could slip to below average if maintenance is not continued. The aging population that owns many of these homes may not be physically or financially able to complete ongoing maintenance and repairs if they remain in their homes. There is a need to ensure housing quality does not slip in the Village because so much of the housing is at risk.*

Discussion: The age and condition of Hales Corners housing impacts value and desirability. This is especially important in Hales Corners because much of the housing stock was built during the same time period. In fact, approximately 65% of housing was constructed between 1950 and 1970. Many of the homes from this time period are at a stage where they demand repairs and maintenance in order to retain long-term desirability. If these repairs are not being completed, a large portion of the Village's housing stock could decrease in value.

This potential problem is made more prominent in Hales Corners because many of the homes are owned by aging individuals who have lived in the same housing for many years. According to the 2000 census data, 37 percent of the households in Hales Corners moved into their home prior to 1980. Local real estate professionals report that although these homeowners complete major mechanical upgrades to their homes, they often fail to undertake the cosmetic upgrades that significantly impact home value. The current assessment data also shows that out of the 2,075 owner-occupied homes in the assessment records, only 39 have been listed as remodeled. However, it is unclear how accurate that information is, and the threshold at which the assessor determines a remodel has occurred.



Existing Conditions

The assessor's housing unit quality rating was used to determine how the age of housing in Hales Corners has impacted housing condition. The assessor for Hales Corners uses a seven point rating scale:

| | |
|---------------|---------------|
| 1 - Excellent | 5 - Fair |
| 2 - Very Good | 6 - Poor |
| 3 - Good | 7 - Very Poor |
| 4 - Average | |

The assessment data reveals that almost 80 percent of housing units have a rating of "average," and another 16 percent are rated "good." None of the remaining ratings had more than 4 percent of the total stock. These data do not suggest there should be any immediate concern over building quality, but, as the bulk of properties continue to age and require significant maintenance, the large group of "average" rated homes indicates the potential for a portion of the housing stock to slip to below average condition.

Vacancy Rates

Summary: *Current single-family vacancy rates in Hales Corners are very low—likely less than 1.6 percent. This level of vacancy is lower than national averages and suggests Hales Corners did not experience a spike in vacancy levels like much of the country did. The Village's multi-family vacancy rates are more similar to national levels at about 10 percent for lower priced apartments and 4 to 6 percent for upper-end multi-family housing.*

Impact: *High vacancy rates are a concern because over time they depress property values. However, very low vacancy are also undesirable because they limit the potential for turnover and can drive up demand and price to less affordable levels. Although Hales Corners' multi-family vacancy rate is high, it is on par with national averages so, while not ideal, it is not of great concern. Likewise, although the single-family vacancy rate is much lower than expected given national trends, it is not below historic single-family vacancy levels. Therefore, all things considered, it does not appear that Hales Corners is being negatively impacted by high multi-family vacancy or low single-family vacancy.*

Discussion: According to local real estate professionals, vacancy rates in Hales Corners single-family homes are very low. A query on the Multiple Listing Service on September 21, 2009, revealed 49 available single-family homes. Even assuming all of the homes currently on the market are vacant, which would be highly unlikely, that would result in a vacancy rate of only 1.6 percent. The US Census Bureau reported the national homeowner vacancy rate in the second quarter of 2009 to be 2.5 percent; although down from 2006, the current national vacancy rate is up from an historic average of about 1.7 percent. This information suggests that the Hales Corners' homeowner market has not seen the spike in vacancies that the nation has had over the previous three years.

The multi-family vacancy rates in Hales Corners are considerably higher than single-family, but fall within the expected range given national trends. It is estimated that lower price point apartments in Hales Corners, which also tend to be older, had vacancy rates in the third quarter of 2009 of approximately 10 percent. This is up from 2008 vacancy rates. In the upper-end of apartment offerings, Hales Corners' vacancy rates have remained more stable at 4 to 6 percent. These numbers are not unexpected considering the current rental housing market. The US Census Bureau has estimated that in the second quarter of 2009 rental vacancies were at historic highs of 10.6 percent. Both local Hales Corners real estate professionals and national forecasting groups expect rental vacancies to continue to rise for at least the next six months, if not longer. A decline back to pre-economic downturn levels of about 8.5 percent is not expected to occur until 2012.



Existing Conditions

Senior Housing

Summary: Hales Corners is well supplied with senior housing. The Village has a higher concentration of senior housing than the surrounding municipalities, and is almost on par with expected concentrations given the statewide supply of senior housing. Evidence also suggests that local senior housing is critical in a community because individuals often select housing near their homes in order to maintain their sense of community.

Impact: Local real estate professionals report that senior housing in the Hales Corners area is currently adequately served. In fact, only a few years ago senior housing in the area was oversupplied. This, in conjunction with the fact that seniors in Hales Corners tend to remain in their homes late into their life, does not suggest much market for assisted living or retirement communities. However, over the next 20 years, the 75+ population will grow substantially in the Village and may necessitate new nursing housing.

Discussion: The growth of the aging population across the country has made senior housing a critical piece to the health of any future housing environment. Although almost all parts of this document touch on issues surrounding the aging population, it is also important to directly address senior housing specifically as its own housing type.

There are three predominant types of senior housing as defined by the Wisconsin Department of Health and Human Services:

1. *Nursing Care Facilities*

A place where 5 or more persons who are not related to the operator or administrator reside, receive care or treatment and, because of their mental or physical condition, require access to 24-hour nursing services.

2. *Community Based Residential Facility (CBRF)*

A community based residential facility is a type of assisted living facility where five or more adults reside who are not related to the operator or administrator, who do not require care above intermediate level nursing care, and who receive care, treatment or services that are above the level of room and board, but includes no more than three hours of nursing care per week per resident. When a CBRF registers with the Wisconsin Department of Health and Human Services they must specify what population segment(s) they plan on serving - e.g., advanced aging, physically disabled, traumatic brain injury, etc. For the purpose of this study, only those facilities that specified either advanced aging or Alzheimer's/dementia were considered as senior specific housing.

3. *Residential Care Apartment Complexes (RCAC)*

A residential care apartment complex is also a type of assisted living a facility. An RCAC is defined as a place where five or more adults reside. Apartments must each have a lockable entrance and exit; a kitchen, including a stove (or microwave oven); and individual bathroom, sleeping and living areas. An RCAC offers support services (transportation, activities, etc.), personal services (eating, dressing, etc.) and nursing services at a level of no more than 28 hours per week. They can also offer 24 hour emergency services. RCACs do not include 55+ apartment developments.



Existing Conditions

To examine the senior housing environment in and around Hales Corners, Department of Health and Human Services records were used to determine the capacity of housing in each of the above senior

Table 1.12: Senior Housing Options

| | Nursing Care | | CBRF | | RCAC | |
|-------------------------------|--------------|------------------------------------|------------|------------------------------------|---------------------|------------------------------------|
| | # of Beds | # of Facilities (Range in Size) | Capacity | # of Facilities (Range in Size) | # of Apartments | # of Facilities (Range in Size) |
| Hales Corners | 62 | 1 | 36 | 3 - (8 - 20) | 24 | 1 |
| Beds per 1,000 ages 65+ | 46 | | 44* | | *combined with CBRF | |
| Total Surrounding Area | 685 | 6 | 668 | 38 | 583 | |
| Beds per 1,000 ages 65+** | 39 | | 71 | | *combined with CBRF | |
| Greendale | 100 | 1 | 121 | 5 - (5 - 52) | 24 | 1 |
| Greenfield | 340 | 2 - (166 - 174) | 184 | 11 - (8 - 70) | 196 | 4 - (20 - 85) |
| Franklin | 0 | 0 | 237 | 14 - (6 - 50) | 0 | 0 |
| New Berlin | 135 | 1 | 109 | 8 - (8 - 33) | 191 | 3 - (20 - 128) |
| Muskego | 110 | 2 - (49 - 61) | 17 | 1 | 172 | 2 - (76 - 96) |

Source: Wisconsin Department of Health and Human Services

** Approximate estimate based on 2000 age distribution & neighboring communities

housing categories. The results are shown in Table 1.12.

Examining local density of senior housing is important because data has shown that seniors very often choose a housing facility near their residence in order to maintain their sense of community. Therefore, each community needs an adequate supply of senior housing to provide for area population. One way to estimate the adequacy of supply is to compare a local area like Hales Corners to a wider region, such as all of the surrounding communities, or the State as a whole. This method is informative because, given larger market forces, broad regions like the State of Wisconsin likely have the appropriately levels of housing.

According to the American Association of Retired People (AARP), the State of Wisconsin had 52 nursing beds (2007) and 38 assisted living and residential care beds per 1,000 people 65+ (2004). The data shows that the Village of Hales Corners falls slightly below the State (but above the surrounding area) in nursing care beds, and above the state level (but well below the surrounding area) in assisted living and residential care beds. It should be noted that Forest Ridge, the one residential care apartment complex in Hales Corners, actually has 207 rooms. However, the Wisconsin DHHS only considers 24 of those rooms to be assisted living quarters, despite the fact that more rooms could be used for that purpose. If the additional Forest Ridge rooms are factored in, Hales Corners is on par or above the surrounding area in both housing categories.

The data mostly supports the opinion of a local senior housing developer who feels that most of the greater Milwaukee area is adequately served with the existing senior housing development. In fact, the senior market was over saturated just three or four years ago. In addition, Hales Corners seniors have shown a propensity to remain in their homes as long as possible, and only consider senior housing when they are less able to care for themselves or when a traumatic event occurs. This trend has been made even more feasible because of the expansion of Family Care in 2006. Family Care is a state wide program that, among many other senior support services, offers seniors more options in receiving care in their home. Therefore, given these realities, senior housing in Hales Corners may not be a



Existing Conditions

fruitful investment over the near-term, but with the population of 65 and older individuals in the State of Wisconsin set to increase by an estimated 78 percent by 2030 (according to the AARP Public Policy Institute), there will almost certainly be additional demand long-term.

Housing Sales and Consumer Demand

Examining the nuances of who is selling homes and who is buying is difficult using quantitative data. The difficulty is exacerbated given the upheaval in the housing market over the previous 12 to 18 months. Therefore, to supplement the data gathered for this report, local real estate agents and developers were interviewed to provide insight into current housing sales and consumer demand. Below is a discussion of the key points that impact the housing needs assessment.

Current Sale Prices and Sellers Environment

Historically Hales Corners has been a community where housing has been in high demand. In fact, single-family listing prices at one time were regularly as much as 40 percent above assessed value. Given the housing downturn, Hales Corners is now seeing many homes with final selling prices well below assessed valuation. In good economic conditions, this change of course would be very worrisome. However, the occurrence in Hales Corners is repeated in communities across southeastern Wisconsin. As a result, the change in market price versus assessed value should not be construed as a major Village issue. Instead, because Hales Corners has followed the greater market into the downturn, it is likely they will see rebound in prices as the market as a whole also rebounds. It was also reported that home sales have been especially slow in the sub-\$100,000 market. Again this is a common trait in the current housing market. Long-term impacts of the current housing downturn are likely to be tightened lending requirements. Although this may make entry into Hales Corners slightly more difficult, it will provide more stability to the housing environment.

Local real estate professionals reported two interesting trends in Hales Corners regarding housing sellers and typical buyers. A large proportion of Hales Corners population is comprised of individuals that have lived in their present home for decades; many are even the original home owners. It is common among this segment that their homes' aesthetic components, e.g., kitchen, bathroom, flooring, etc., have not been updated. On the other hand, the majority of younger home buyers interested in Hales Corners are seeking a home that will not require additional renovations. And although the long-time owners are often very flexible in asking price, this puts the two parties at odds. The homes in Hales Corners that are fully updated are often owned by younger homeowners that have completed the work on their home in the not to distant past. As a result, those owners often face the possibility of losing money on their investment given the current housing market. The result is they are much less flexible when it comes to asking price, resulting in homes that are harder to sell. It is impossible to say with certainty how this will impact the housing environment in Hales Corners, but it is possible that this trend will reduce the desirability of housing in Hales Corners among younger buyers.

Home Buyers and Trends in Demand

The real estate professionals interviewed for this project all felt that there is no single demographic that is currently most interested in Hales Corners housing. Instead, individuals moving to Hales Corners constitute a very diverse group. One recent, high-end apartment development has attracted young couples, career-oriented singles and empty nesters. It was reported that the only market which is thin in Hales Corners is the cohort which consists of families in the middle of child rearing. This was confirmed with the data on age distribution and established families, and may be due to the lack of newer larger homes; a product which is available in surrounding communities.



Existing Conditions

The local experts also commented that there has been a growing trend of individuals returning to Hales Corners that had grown up in the community or have some previous ties. Often these individuals return to the Village after they can afford a home in the area and are considering raising families. Given the fact that the current demographic trends show a decrease in established families in Hales Corners, it remains to be seen if the Village can hold on to the returning younger families. However, because of the personal ties to the area, these individuals may be more inclined to stay and, therefore, represent the opportunity to grow a long-term established family base in the Village.

The Village condominium market, as in many locations, has been significantly affected by the housing downturn. In fact, a high-end condominium project located in the Village that opened in 2007, has recently been converted to apartment units due to persistent lack of demand. The local real estate professionals do not see the condominium market rebounding in Hales Corners in a manner that would make them large players in the Village's future housing environment. If condos do return, it is expected they will be more single-family in nature, e.g., townhomes, duplexes, etc.

The reason the condo market will likely remain weak in the village is two-fold. First, for the most part Hales Corners has a range of housing price points that provide relatively affordable single-family housing stock. Typically, in strong condo markets one of the drivers is the need for affordable owner-occupied housing. Second, two big target markets for condo sales are young professionals and empty nesters/newly retired. Hales Corners currently does not attract the target market of "urban" young professionals that view condos as an attractive housing option. In addition, the Village offers the aging population a close knit community with a numerous support organizations and programs. As a result, empty nesters and seniors in Hales Corners have a tendency to remain in their single-family homes until they are well into retirement age, and then often move directly into senior specific housing developments. Therefore, the transition period between single-family homes and senior housing, which in other communities can be filled by condo options, is not as prevalent in Hales Corners.

Local Housing Competition

Hales Corners competes with surrounding communities in two ways. First, home buyers seeking a built environment that resembles Hales Corners - smaller, urban lots with moderately sized single-family homes - would likely consider Greendale as a nearby alternative. The competition between these similarly developed communities is further enhanced by the comparable home values. The 2000 census reported that the median home value in Hales Corners was a mere \$850 more than Greendale. Likewise, the estimates of 2009 home values showed only a \$350 difference in median home value between the two communities.

The second form of local competition is from home buyers seeking a single-family home, but who are not specifically looking for a built environment that resembles Hales Corners. Instead, these buyers are often more concerned with size of home, lot and functionality; this mindset is most typical among the established families segment. In these instances, Hales Corners is in direct competition with not only Greendale, but also New Berlin, Muskego and Franklin. The difference with this competition is that the housing stock in New Berlin, Muskego and Franklin is largely dissimilar to Hales Corners. Instead, many of the homes are larger, newer and often more expensive. In fact the median home value in Franklin was about \$20,000 higher than Hales Corners in both the 2000 census and the 2009 estimate.

It is important to distinguish between these two types of competition because they help in identifying the demographics Hales Corners is able to target. Although not exclusively, often individuals seeking a built environment like Hales Corners are either young families who don't feel they need extra space, or individuals who cannot afford to enter the more expensive markets of New Berlin, Muskego and



Existing Conditions

Franklin. Because of a lack of developable land, it may be difficult for Hales Corners to compete directly with the offerings available in those other communities. However, the Village can, and has, been competing directly with Greendale for the younger, entry level family market. Therefore, moving into the future, Hales Corners must ensure they remain competitive in cost with Greendale because they cannot easily become competitive with the other communities that offer newer development options.

A potential shock to the current housing environment would be an increase in fuel prices. It has long been speculated that as fuel prices rise, semi-urban, well connected bedroom communities like Hales Corners would see an increase in demand from families. Some real estate professionals reported that this trend was confirmed during the short spike in fuel prices in the summer of 2008. Although the future Hales Corners housing strategies should not assume this will be the case, it is useful information when considering the Village's place in the region over the next 20 years.



Section Two: Projections, Trends & Housing Goals

The second section of the document provides demographic projections, national, regional and local housing trends, and Hales Corners' housing goals. The information used in this section will be paired with the knowledge of Hales Corners' existing housing market and the historical trends provided in Section One to develop strategies to shape the Village's future housing environment. This process will occur in one of two ways:

1. Anticipated changes in the Hales Corners' housing environment based on projections and trends (e.g., the short-term growth of the "empty-nester" segment) will be combined with an understanding of the housing typically selected by those segments. The result will consist of strategies to serve the evolving housing market. In short, this method looks at how to anticipate changes in the Village's housing environment if market forces continue as they have in the past.
2. Specific housing goals for the Village of Hales Corners will be combined with the historic housing choices and trends to determine how to serve the population Hales Corners would like to attract.

To that end, this section is divided into three parts: Population and Demographic Projections, Housing Trends, and Hales Corners' Housing Goals.

Population and Demographic Projections

Projections were created for key population and demographic measures. The projections use the same data sources used in Section One, i.e., Wisconsin DOA data, Census data and ESRI Business Analyst and Nielson Claritas third party estimates. Because this study will be used in the Village's comprehensive planning process, the projections were provided out to 2029 with five year intervals in order to correspond to comprehensive planning requirements. This means the data are provided for the following years:

- 2009
- 2014
- 2019
- 2024
- 2029

2009 was chosen as a starting point instead of 2010 because much of the data estimates used to create the projections included base data from 2009. If 2010 had been chosen, additional projection calculations would have been required, thus increasing the margin of error.

It should be noted that because of the complexity of variables, not all of the material found in Section One can be projected out 20 years without significantly compromising accuracy. For example, age distribution and ethnic and racial distribution are impacted by too many unknown variables to provide accurate projections for the next 20 years. However, many of the complicated variables were projected out for five years to 2014, and can be used to observe short-term trends.



Projections, Trends & Housing Goals

Population Projections

The population projections are heavily influenced by the Wisconsin Department of Administration (DOA) which provides projections for five year increments. However, the DOA projections are not often revisited and may, therefore become less accurate over time. To help correct that problem, this report used recent population estimates from 2008 and 2009, also provided by the DOA, to adjust the long-term projections. The results are shown in Table 2.1.

Table 2.1: Hales COrners Population Projection

| | Population | Change in Population |
|---------------------|------------|----------------------|
| 2009 | 7,646 | |
| 2014 | 7,695 | 49 |
| 2019 | 7,722 | 27 |
| 2024 | 7,682 | -40 |
| 2029 | 7,570 | -112 |
| Total Change | | -76 |

Source: Wisconsin DOA, Vierbicher

The population projections show a very slight increase in population through 2019 before the population begins a slow decrease for the remaining 20 year horizon. The uneven pattern is likely due to shift in demographics that is occurring with the aging population and the continued decreasing size of families and households. Specifically, because the decrease in household size fragments the population, the same size population requires more housing units. The projection is assuming that Hales Corners is not easily able to provide additional housing units due to land constraints and, therefore, would lose population. It may be possible to reverse the trend if additional housing can be provided.

Table 2.2: Hales Corners Household Projection

| | Housholds | Change in Households | Household Size |
|---------------------|-----------|----------------------|----------------|
| 2009 | 3,383 | | 2.26 |
| 2014 | 3,435 | 52 | 2.24 |
| 2019 | 3,496 | 61 | 2.21 |
| 2024 | 3,520 | 24 | 2.18 |
| 2029 | 3,525 | 5 | 2.15 |
| Total Change | | 142 | |

Source: Wisconsin DOA, ESRI Business Analyst, Nielson Claritas, Vierbicher

Households and Household Size

As discussed in Section One, household size has been falling nationally for nearly the last 100 years and is anticipated to continue in that mode. The Hales Corners household projections use historic local data and trends to project future Village household sizes. Total households were calculated using the projected household size and projected population.

Table 2.3: Hales Core\ners Median Household Income Projection

| | Median Household Income | Change in Income |
|---------------------|-------------------------|------------------|
| 2009 | \$ 61,500 | |
| 2014 | \$ 64,685 | \$ 3,185 |
| 2019 | \$ 68,034 | \$ 3,349 |
| 2024 | \$ 71,557 | \$ 3,523 |
| 2029 | \$ 75,263 | \$ 3,706 |
| Total Change | | \$ 13,763 |

Source: ESRI Business Analyst, Nielson Claritas, Vierbicher

Median Household Income and Income Distribution

Median income is projected based on the historic estimates from various data sources. Although the study is able to project median household income out to 2029, income distribution is too complex for accurate long-term projections. Instead, distribution was projected only to 2014.

It should be noted that the growth rate of median household income used in Table 2.3 is approximately 1.0 percent annually. However, since the year 2000, consumer price inflation has averaged approximately 2.3 percent per year. This means that although median household



2 Projections, Trends & Housing Goals

incomes are increasing, their actual buying power is decreasing. The recession in 2008-2009 has squelched recent inflation, but, over the long-term, the inflationary trends should return to normal.

Table 2.4: Hales Corners Household Income Distribution

| | 2009 | | 2014 | |
|-----------------------|-----------------|----------------------|-----------------|----------------------|
| | # of Households | Percent Distribution | # of Households | Percent Distribution |
| < \$15,000 | 243 | 7.2% | 231 | 6.7% |
| \$15,000 - \$24,999 | 276 | 8.2% | 266 | 7.7% |
| \$25,000 - \$34,999 | 307 | 9.1% | 298 | 8.7% |
| \$35,000 - \$49,999 | 488 | 14.4% | 451 | 13.1% |
| \$50,000 - \$74,999 | 820 | 24.2% | 795 | 23.1% |
| \$75,000 - \$99,999 | 624 | 18.5% | 635 | 18.5% |
| \$100,000 - \$149,999 | 529 | 15.6% | 622 | 18.1% |
| \$150,000 - \$199,999 | 72 | 2.1% | 82 | 2.4% |
| \$200,000 + | 23 | 0.7% | 55 | 1.6% |

Source: ESRI Business Analyst, Nielson Claritas, Vierbicher

Table 2.4 shows the detailed household income distribution for the year 2009 and 2014. The data reveal that, because median household incomes are projected to grow only minimally between 2009 and 2014, there is virtually no significant change in the income distribution between those years.

Age Distribution

Age distribution, like household income distribution is too complex to project out 20 years. However, using two different data sources, a five year projection was created that can provide short-term insight into Hales Corners' population.

Table 2.5: Hales Corners Age Distribution Projections

| | 2009 | | 2014 | | Change in Population 2009 - 2014 |
|-----------------|--------------|---------------|--------------|---------------|----------------------------------|
| | Population | Percent Dist. | Population | Percent Dist. | |
| Age 19 & Under | 1,641 | 21% | 1,571 | 20% | -71 |
| Age 20 - 24 | 429 | 6% | 423 | 5% | -6 |
| Age 25 - 34 | 954 | 12% | 1,057 | 14% | 103 |
| Age 35 - 44 | 937 | 12% | 913 | 12% | -24 |
| Age 45 - 54 | 1,295 | 17% | 1,100 | 14% | -195 |
| Age 55 - 64 | 1,035 | 14% | 1,191 | 15% | 156 |
| Age 65 - 74 | 602 | 8% | 725 | 9% | 123 |
| Age 75 - 84 | 492 | 6% | 448 | 6% | -44 |
| Age 85+ | 261 | 3% | 268 | 3% | 7 |
| Total | 7,646 | 100% | 7,695 | 100% | 49 |
| Ages 65+ | 1,356 | 18% | 1,441 | 19% | 86 |

Source: ESRI Business Analyst, Nielson Claritas, Vierbicher

The age distribution projection shows that the young family cohort (25-34) will continue to increase over the next five years, and the established family cohort (35-54) will continue to decrease. Both the empty nest segment (55-64) and the retirement (65+) segment will stay relatively flat. This data translates to a loss of 219 individuals between the ages of 35 and 54, and an increase of 279 individuals between the ages of 55 and 74. This suggests a further weakening of the established family years as was discussed in Section One.



Projections, Trends & Housing Goals

Household Age and Income

The most complex measure used for housing analysis, but also one of the most informative, is actually the combination of the age distribution and median household distribution variables. This measure was constructed using estimates supplied by a data provider combined with the population projections discussed earlier in this section. Table 2.6 shows the 2009 and 2014 distribution projections. Table 2.7 illustrates the difference in population within each population and income segment.

Table 2.6: Hales Corners Household Age and Income Distribution Projections

| | 2009 | | | | | | | TOTAL |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|--------------|
| | < 25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | |
| <\$15,000 | 2 | 0 | 1 | 5 | 23 | 50 | 94 | 175 |
| \$15,000 - \$24,999 | 24 | 10 | 30 | 21 | 35 | 15 | 99 | 234 |
| \$25,000 - \$34,999 | 14 | 42 | 19 | 30 | 12 | 54 | 95 | 266 |
| \$35,000 - \$49,999 | 25 | 77 | 42 | 54 | 47 | 29 | 105 | 379 |
| \$50,000 - \$74,999 | 14 | 198 | 118 | 128 | 156 | 114 | 77 | 805 |
| \$75,000 - \$99,999 | 12 | 168 | 180 | 144 | 199 | 88 | 30 | 821 |
| \$100,000 - \$149,999 | 7 | 32 | 85 | 321 | 104 | 20 | 10 | 580 |
| \$150,000 - \$199,999 | 5 | 5 | 6 | 37 | 8 | 4 | 9 | 75 |
| \$200,000 - \$249,999 | 4 | 6 | 1 | 3 | 14 | 1 | 6 | 36 |
| \$250,000 - \$499,999 | 0 | 1 | 0 | 1 | 9 | 0 | 0 | 11 |
| \$500,000 + | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| TOTAL | 108 | 540 | 483 | 744 | 609 | 375 | 525 | 3,383 |
| | 2014 | | | | | | | TOTAL |
| | < 25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | |
| <\$15,000 | 3 | 3 | 2 | 2 | 20 | 63 | 84 | 177 |
| \$15,000 - \$24,999 | 20 | 11 | 32 | 15 | 38 | 17 | 87 | 221 |
| \$25,000 - \$34,999 | 10 | 41 | 17 | 24 | 12 | 51 | 82 | 238 |
| \$35,000 - \$49,999 | 21 | 75 | 36 | 35 | 41 | 33 | 91 | 332 |
| \$50,000 - \$74,999 | 12 | 248 | 118 | 99 | 183 | 154 | 78 | 892 |
| \$75,000 - \$99,999 | 10 | 199 | 171 | 112 | 223 | 110 | 30 | 855 |
| \$100,000 - \$149,999 | 7 | 41 | 98 | 278 | 123 | 31 | 11 | 589 |
| \$150,000 - \$199,999 | 4 | 5 | 6 | 38 | 12 | 8 | 8 | 82 |
| \$200,000 - \$249,999 | 2 | 6 | 1 | 3 | 17 | 2 | 4 | 36 |
| \$250,000 - \$499,999 | 0 | 1 | 0 | 1 | 9 | 0 | 0 | 11 |
| \$500,000 + | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| TOTAL | 89 | 631 | 481 | 607 | 679 | 470 | 477 | 3,435 |

Source: ESRI Business Analyst, Vierbicher



2 Projections, Trends & Housing Goals

Table 2.7 shows the change in the number of households between 2009 and 2014 for each age and income segment. The segments with the largest increase (greater than 30 households) are highlighted in orange, the second highest grouping (between 20 and 30) are highlighted in light orange the same was done for the segments decreasing in households using green and light green.

Table 2.7: Hales Corners Change in Household Age and Income Distribution: 2009-2014

| | Change Between 2009 - 2014 | | | | | | | TOTAL |
|-----------------------|----------------------------|-----------|-----------|-------------|-----------|-----------|------------|-----------|
| | < 25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | |
| <\$15,000 | 1 | 3 | 1 | -3 | -3 | 12 | -9 | 2 |
| \$15,000 - \$24,999 | -4 | 1 | 2 | -5 | 3 | 2 | -11 | -13 |
| \$25,000 - \$34,999 | -4 | -1 | -1 | -6 | 0 | -2 | -13 | -27 |
| \$35,000 - \$49,999 | -4 | -2 | -6 | -19 | -6 | 4 | -14 | -47 |
| \$50,000 - \$74,999 | -2 | | 0 | -29 | 27 | | 1 | 87 |
| \$75,000 - \$99,999 | -2 | | -10 | -32 | 24 | 22 | 0 | 34 |
| \$100,000 - \$149,999 | 0 | 9 | 12 | -44 | 19 | 11 | 1 | 9 |
| \$150,000 - \$199,999 | -1 | 0 | 0 | 1 | 4 | 4 | -1 | 7 |
| \$200,000 - \$249,999 | -2 | 0 | 0 | 0 | 3 | 1 | -2 | 0 |
| \$250,000 - \$499,999 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| \$500,000 + | 0 | 0 | 0 | 1 | -1 | 0 | 0 | 0 |
| TOTAL | -19 | 91 | -2 | -136 | 71 | 95 | -48 | 52 |

Source: ESRI Business Analyst, Vierbicher

The information presented in Table 2.7 shows that the areas of most significant increase are in the young family households (ages 25 to 34), and the empty nest/early retirement households (ages 55 to 74). Both of these cohorts are projected to be at or above the median household income. The biggest decrease in population will be in the established family cohort (ages 45 to 54). This primary segment within the established family cohort, which is expected to lose population, is projected to have higher household income than the growth cohorts. This would be a matter of concern if the affordability analysis had shown that there was a mismatch between incomes and home values. Instead, the analysis revealed an ample supply of homes in Hales Corners that would be considered affordable given household incomes.

Race and Ethnicity

As discussed in Section One, race and ethnicity are historically correlated to certain housing choices and household and family sizes. Therefore, understanding changes in the demographic profile of a community can help identify housing trends and future housing needs. Like the previous variables, race and ethnic distribution is very complex and should not be projected more than five years into the future for accuracy purposes. Table 2.8 provides the projected distribution of race and ethnicity in Hales Corners for 2014.



2 Projections, Trends & Housing Goals

Table 2.8: Hales Corners Race and Ethnicity Distribution Projection

| | 2009 | | 2014 | | Change in Population (2009 - 2014) |
|---------------------------------|--------------|-------------------------|--------------|-------------------------|------------------------------------|
| | Population | Population Distribution | Population | Population Distribution | |
| White Alone | 7,329 | 95.9% | 7,308 | 95.0% | (21) |
| Black Alone | 25 | 0.3% | 33 | 0.4% | 8 |
| American Indian Alone | 50 | 0.6% | 59 | 0.8% | 10 |
| Asian or Pacific Islander Alone | 104 | 1.4% | 125 | 1.6% | 21 |
| Some Other Race Alone | 70 | 0.9% | 94 | 1.2% | 24 |
| Two or More Races | 65 | 0.8% | 76 | 1.0% | 11 |
| Hispanic Origin | 265 | 3.5% | 349 | 4.5% | 84 |
| Total* | 7,646 | 100% | 7,695 | 100% | 49 |

*Components will not add up to equal total because of the Census racial and ethnic classification system. In particular, an individual can classify themselves as both hispanic and in another category

Source: ESRI Business Analyst, Nielson Claritas, Verbicher

Although none of the changes in race or ethnicity are dramatic, all of the net future growth in the Village is expected to come from non-white alone population segments. Although the data in Section One showed that the majority of non-white alone households rent in Hales Corners, local real estate professionals have indicated that minorities who have rented in the Village have often gone on to purchase homes in the area, although not necessarily in Hales Corners. That trend may impact demand in the Village over time if more minorities begin purchasing homes in Hales Corners. Additional discussion on trends in minority housing can be found in this section in the discussion of national housing trends.

Families and Family Size

Like household size, the size of families has been decreasing with time, and the projections suggest this trend will continue in Hales Corners into the future. However, the number of families relative to the population is projected to remain fairly stable over the next 20 years. Ultimately, although Hales Corners will continue to see small growth in families, each family is anticipated to be slightly smaller. Table 2.9 includes 20-year projections for the number of families, family size and the prevalence of families in the population. The data for the projections is based on a hybrid of information from private data providers and Wisconsin DOA statistics.

Table 2.9: Hales Corners Families and Family Size Projection

| | 2009 | 2014 | 2019 | 2024 | 2029 |
|------------------------------|-------|-------|-------|-------|-------|
| Total HH | 3,368 | 3,435 | 3,496 | 3,520 | 3,525 |
| # of Families | 2,171 | 2,202 | 2,228 | 2,231 | 2,222 |
| % of HH w/ Families | 64.5% | 64.1% | 63.7% | 63.4% | 63.0% |
| Average Size of Family | 2.85 | 2.81 | 2.78 | 2.75 | 2.71 |
| Total Population in Families | 6,187 | 6,197 | 6,195 | 6,126 | 6,025 |
| Total Population | 7,646 | 7,695 | 7,722 | 7,682 | 7,570 |
| % of Population in Families | 80.9% | 80.5% | 80.2% | 79.7% | 79.6% |

Source: ESRI Business Analyst, Nielson Claritas, Verbicher

2 Projections, Trends & Housing Goals

Housing Trends

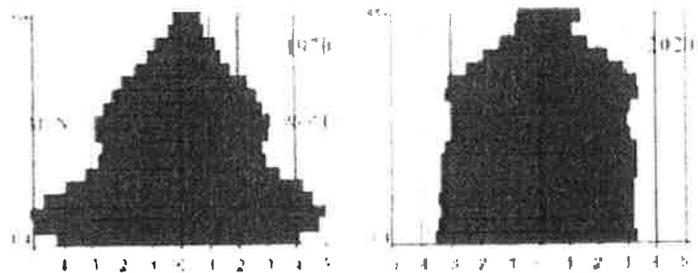
Housing trend information provides additional insight into the likely evolution of the local housing environment. Information on housing trends is provided at the national, regional and local level. Although the national housing trends deal with demographics and population changes, the regional and local trends focus on actual housing development; trends of regional and local demographics are covered throughout Section One and in the Projection component of this Section. Although not all of the national data can be directly related to Hales Corners, it is nonetheless an informative "big picture" look at the likely changes facing housing in the United States.

National Housing Trends

Nationally, the trends affecting the housing industry have garnered attention from numerous academic and governmental bodies. This is primarily because the fundamental demographic make-up of the country is undergoing a substantial change, and the manner in which housing decisions are being made is being influenced by that shift. To better understand this change and help determine its impact on the Village of Hales Corners, a collection of national and regional housing studies were reviewed. The following is a synthesis of pertinent material. National housing trends relating to the aging population, household size and family formation are also discussed in Section One and are, therefore, not repeated below.

The primary area of interest is the analysis of the changing demographic landscape and its impact on the housing market. Two elements in particular have ramifications on housing choices: the change in age structure, and the increase in minorities and minority families.

It is no secret that America is getting older. Although this is technically accurate, and housing must reflect the needs of the aging population, the more long-term demographic shift is toward three roughly equal age cohorts. Historically, the American age distribution was pyramidal in shape; by far the largest cohort being ages 25-44, followed by 45-64, and the smallest being 65 and over. By the year 2025 it is anticipated that all three age cohorts



Population pyramid for 1970 (left) and 2020 (right) Source: US Census

will be approximately equal. Although the initial leveling out is largely going to be due to the aging baby boomer population, the trend is expected to endure even after the boomer generation due to increased life expectancy. As the older population segments increase in number, there are more households without children which drives down the overall household size. In addition, married couples are waiting longer before having children (or not having children at all). These trends have led to married couples without children being the most common household type in the US, and single-person households being the second most common. This is an important change in relation to housing stock because so much of existing housing in bedroom communities like Hales Corners is geared toward traditional family structures, and the historic target market of white, family households is becoming less prevalent in those same communities.



Projections, Trends & Housing Goals

A second element important to the aging of America is the current and anticipated income distribution. Data shows that income inequality is most pronounced in households over the age of 55. This means that, as new housing options are considered for the aging population, the mix of price points as well as rentals versus ownership opportunities will be important.

In addition, the aging population has given rise to more multi-generational households. In other words, it is becoming increasingly common for offspring to move in with their parents for care giving, or for parents to move in with their children. When this occurs, there is often the desire to retain a level of privacy for the aging individual. Therefore, it is not uncommon for homes to be modified to include a second entrance, bath or kitchenette. This is relevant to communities across the country because often local zoning codes do not allow this to occur.

A shift just as pronounced as the one occurring in age, is the significant increase in minorities in virtually every location around the country. This shift is very important to housing decisions for a few reasons. First, minorities are considerably younger than non-Hispanic white individuals. In 2000 the median age of non-Hispanic white persons was 38.5 compared to 26.6 for Hispanic individuals, 28.5 for American Indians, 30.5 for African Americans, and 32.3 for Asians. As a result of this difference in age, there are more minorities in the family forming stage than there are non-Hispanic white households. In fact, by 2025, it is expected that only 25 percent of non-Hispanic white households will have children compared to 43 percent of Hispanic households, 36 percent of Asian households, and 30 percent of African American households. In short, traditional family structures are no longer the dominant reality of the majority of non-Hispanic white households. Instead, minority households present the best opportunity for growth in the family cohort.

Regional Housing Development Trends

The Village of Hales Corners is surrounded by (starting due north and moving around Hales Corners in a clockwise fashion) the City of Greenfield, the Village of Greendale, the City of Franklin, the City of Muskego, and the City of New Berlin. It is the development patterns in this ring of communities that most directly impact Hales Corners because home purchasers typically target a larger region when looking for housing.

Greendale and most of Greenfield, much like Hales Corners, are relatively built out, with little new development potential. This, of course, does not preclude the possibility of redevelopment or infill development. However, if that is the primary housing opportunity in these communities, then the future trend will likely be toward multi-family housing structures. The west side of Greenfield has more single-family development opportunity than the other communities, and has been a location for slightly larger single-family home development in the recent past.

The other three communities, Franklin, Muskego and New Berlin, have land available for new development. Therefore, new housing is more common in these areas, and is of a different type than what will be possible in the Village. In particular, all three places have seen a substantial amount of single-family development prior to the economic downturn. The types of single-family homes typically built in these communities are larger and more expensive than the older housing stock present in Hales Corners, Greendale and Greenfield. As a result, the primary demographic target in these communities is typically established families who want space, and can afford to purchase outside the older Milwaukee bedroom communities. There has been speculation that future increases in fuel prices will motivate families to search for housing closer to employment and retail centers. This trend would likely shift some demand that is currently going to Franklin, Muskego and New Berlin back into Hales Corners. However, the impact and timing of this possibility is unknown.

2

Projections, Trends & Housing Goals

Once demand for new single-family housing rebounds, it may occur to a greater extent in Franklin than in Muskego or New Berlin for two reasons. First, recent development of hospital facilities in Franklin and the successful Franklin industrial park have driven housing demand in the area. Secondly, and more importantly, many of the buildable sites available in Franklin and New Berlin require City utilities to be extended to service them. In New Berlin, the City has taken the approach that private housing developers will pay for the extension. This practice has limited private interest in housing development. On the other hand, Franklin invests public money in providing utility extensions, and as a result has been able to continue to attract housing projects.

Local Housing Development Trends

Given the limited amount of land available in Hales Corners, there has not been much new housing development in the Village. On the west edge of town, there were a collection of empty parcels that are now larger single-family homes. Demand for these parcels was so high at the time of development that 1/3 acre lots were selling for \$120,000 or more. There remain a few vacant parcels along Edgerton Avenue and within the more recently developed housing on the west side of the Village that will likely also be turned into single-family housing in the future. Other than those limited single-family lots, future housing development in Hales Corners will likely have to be in the form of redevelopment. More discussion on housing development opportunities will occur in Section Three.

Hales Corners Housing Goals and Objectives

In addition to the evolving housing needs of the existing population, the Village of Hales Corners also has specific housing goals and objectives that will impact the future Village housing landscape. The following housing goals were developed for the Hales Corners comprehensive plan:

Goal

To preserve and enhance the quality of existing residential neighborhoods and encourage the provision of an adequate supply and choice of housing for all residents.

Objectives

- Protect existing residential neighborhoods from intrusion or undesirable land use activities.
- Provide decent, safe, and sanitary housing for elderly, handicapped and low to moderate income residents of the community.
- Promote the rehabilitation of substandard housing in the community in order to provide a decent and safe living environment for all residents,
- Encourage future residential development in areas that can be served efficiently and economically with public utilities and community facilities and services.

Primary Findings of Section One and Two

The final component of Section Two combines the existing conditions findings of Section One with the projection data to identify primary findings. These findings will be the building blocks for the housing strategies section.

- Hales Corners appears to be attracting younger families that are smaller than established families. The projections suggest that the young family cohort will continue to grow over the next five years and the established family cohort will continue to decrease. This suggests that although Hales Corners has consistently been attracting young families they are unable to keep them.
- The home tenure data shows there is not a movement back towards rental properties until after the age of 75. This data is consistent with the anecdotal evidence that suggests seniors in Hales Corners remain in their homes as long as physically possible. This trend suggests that the market for "transitional" housing targeted at the active senior population, such as independent living facilities or even condominiums, may not be necessary in the Village. Instead, since health is often the determining factor in an individual's decision to move out of their home, more full service care may be required as the aging population grows. That being said, the projection data does not show an increase in the 75+ population over the next five years.
- Hales Corners, like virtually every bedroom community, is projected to see a continued increase in minority residents. Although the historic data shows that non-white households typically rent within the Village, national trends and regional evidence suggests that more minority households are moving into homeownership. This trend is important in a community like Hales Corners where the housing stock is targeted at families because nationally, non-white households are far more likely to have traditional family structures than white households.
- Hales Corners housing values are well matched with regional incomes. Therefore, the Village should continue to be able to compete with other bedroom communities on price.
- The current assessment data reports that 80 percent of Hales Corners housing stock is in "average" condition. While not a problem yet, the substantial group of average condition homes, coupled with the uniformity in age of home, could mean that without investment many homes could deteriorate in condition. This problem is magnified by the many original residents in the Village that have a tendency not to complete in cosmetic updates. Not only does that impact home values, but it negatively affects the appeal of the homes to young families who are typically looking for a "finished" properties.

Section Three: Housing Strategies

The previous two sections provided an overview of the existing housing environment in Hales Corners and identified trends, issues and opportunities that exist today or are likely to be realized in the future. Building on the findings of those two sections, as well as the housing strategies developed by the Village, the third and final section of the Hales Corners Housing Needs Assessment provides strategies the Village can employ in order to maintain a vibrant and healthy housing environment.

Anticipated Market Demand for New Households through 2030

Based on historic growth trends and future projections, the following table identifies, in five year increments, the number of projected Village households over the next 20 years if market demand was not constrained by lack of development potential. In other words, if Hales Corners had adequate room to grow, or aggressively pursued redevelopment opportunities, they would expect to see the household growth depicted in Table 3.1. Because in the Village of Hales Corners households and housing units have a one-to-one ratio, the number of new households can be used as a proxy for the number of new housing units needed in the Village.

Table 3.1: Net New Households: 2009 - 2029

| | 2009 | 2014 | 2019 | 2024 | 2029 | Total |
|--------------------|-------|-------|-------|-------|-------|-------|
| Households | 3,383 | 3,435 | 3,496 | 3,520 | 3,525 | |
| Net New Households | | 52 | 61 | 24 | 5 | 142 |

Based on the data, it is recommended that the Village anticipate the need for 142 new housing units by the year 2029. Much more rapid growth is anticipated between 2009 and 2029, a total of 113 new households, than between 2019 and 2029.

Objective No. 1: Preserve the existing residential character and prevent future land use conflicts between residential and non-compatible uses.

The first issue is derived from a combination of the housing objectives identified by the Village, as well as stakeholder interviews which identified the character of Hales Corners as one of its strongest housing assets. To ensure that the Village's character continues into the future, the following strategies are recommended:

- A. In areas where potential redevelopment sites abut single-family residential development, examine existing zoning ordinance to determine the potential for future land use conflicts. If future redevelopment at those locations is anticipated to be at higher levels of density, massing and height than what is currently present, it is recommended that the Village undertake some combination of the following things:
 - Determine, on a location by location basis, what the appropriate scale of redevelopment would be and create future redevelopment guidelines for those areas which would inform the future review of redevelopment proposals. This process could be replicated for the primary redevelopment opportunities. This strategy has the added benefit of signaling to the private sector that the Village is



Strategies

serious about redevelopment, thus increasing the likelihood new projects would occur.

- In areas where redevelopment sites do not directly abut single-family residential, create a "buffer zone" by ensuring the zoning for the buffer parcels will create a transition between higher density redevelopment and single-family residential.
- B. One common cause of deteriorating neighborhood character is frequent additions and home remodels that do not preserve the aesthetic elements of a neighborhood, e.g., the addition of a large front porch on a 1950s ranch home. Because many of the homes in Hales Corners are nearing the age where remodels may be necessary to attract new home buyers, or will be completed after a home sells, it may be important for the Village to take proactive steps to prevent additions/remodels that could negatively impact home values and one of the primary assets of Village housing.

To help guide future neighborhood and housing character, the Village could develop educational resources that detail the architectural history of the area and provide suggestions for historically accurate remodeling. This information could be made available to homeowners when they apply for a building permit.

Objective No. 2: Provide for the housing needs of an aging population

The aging population in Hales Corners will present evolving housing needs. In some areas those needs are primarily in the form of additional senior housing. However, as outlined in the previous sections, members of Hales Corners' senior population are likely to stay in their homes for as long as they are able. As a result, in situations like Hales Corners it is often necessary to provide some level of housing maintenance assistance to the senior population in order to ensure they have suitable housing, and that the housing does not decrease in value. The Village could engage in the following things to address that need:

- A. Create community outreach program advertising Milwaukee County Home Repair Loan program which offers no-to-low interest loans for qualify home repair project. The income qualifications are as follows:
 - One person: \$37,900
 - Two persons: \$43,300
 - Three persons: \$48,750
 - Four person: \$54,150
 - Five persons: \$58,500

Other home repair programs may exist via the Milwaukee County Community Development Block Grant (CDBG) on a year-to-year basis. Contact the Milwaukee County CDBG office for details. Also, see the discussion of the affordable housing TIF policy in Objectives 3 and 4.

- B. Because the aging population in Hales Corners does not move into the renting category until after 75, it is more likely that they may require nursing housing or housing that includes some level of care. If Hales Corners desires to maintain its aging population as they transition into senior housing, the Village may, at some point, want to provide additional and targeted senior housing. As stated in the previous section, it does not appear that senior housing is required in the Village, or the area, at this time. It is recommended that the Village create a senior housing committee that will track housing trends among the Village's aging population and identify the time in the future that additional facilities will be



Strategies

needed. At that time, the Village should identify a redevelopment area and issue a senior housing specific request for proposal in an attempt to attract additional nursing or other senior facilities.

Objective No. 3: Provide for the housing needs of low to moderate income residents

- A. Work with realtors that service the Hales Corners area to make them aware of the Village's desire to market this community to moderate income families interested in home ownership. Provide the realtors with local home buying assistance program materials which can be used in the Village to make home ownership more affordable. For example, Milwaukee County contains 11 WHEDA certified counselors. These individuals can provide face-to-face first-time home buying counseling for families and individuals, and can help identify potential sources of assistance.
- B. If the Villages desires to physically provide additional low cost housing units, it is recommended that they explore the use of the new low cost housing tax incremental financing policy. The new policy allows a Village or City to keep a TIF district open for one year after it would otherwise close, and use the increment generated during that year on low cost housing related programming. In order to utilize this policy, the Village is required to develop a low cost housing plan and have it approved by the joint review board prior to extending the life of the TIF. In addition to affordable housing, the policy allows the Village to use 25 percent of the funds generated by the TIF for other housing stock improvement programs.

Objective No. 4: Protect the long-term value of the residential neighborhoods by ensuring that the physical condition of the housing does not deteriorate.

Currently, the condition of 80 percent of the housing stock in Hales Corners is rated by the Village assessor as "average." Although not currently an issue, if the "average" homes do not see continual investment in maintenance they are likely to slip below average and begin to negatively impact the area housing values. This risk of this occurring is exacerbated by the aging residents who are sometimes unable to adequately care for their homes. To help prevent the deterioration of housing in the Village, the following strategies are recommended:

- A. Promote the use of the Milwaukee County Home Repair program and any other Community Development Block Grant related home maintenance programs (see strategy 2A). In addition to the existing programs, if the Village implements the affordable housing TIF strategy discussed in strategy 3B, they can utilize 25 percent of the revenue generated by the extra year of TIF life to fund programming targeted at improvement of housing stock. In the Village, these programs could be aimed at providing low or no interest loans or grants for home repair and upkeep.
- B. Provide information on building code requirements directly to homeowners . Use that information to create opportunities for dialogue between homeowners and building inspectors. As part of the dialogue, building inspectors can provide homeowners with information about the assistance programs discussed in this document. Creating this dialogue will result in better adherence to building code than the traditional approach of waiting until a violation is reported and then penalizing the homeowner.
- C. Develop design concepts for improving the common housing types in Hales Corners (ranches, split-levels, etc.). The concepts should provide examples of how to make renovations to the homes and also make the homes more accommodating to larger families.

Objective No. 5: Promote and guide future housing development at Village redevelopment sites.

The process of identifying redevelopment targets in Hales Corners included a quantitative analysis and a qualitative evaluation of existing commercial property uses. This process revealed five target redevelopment sites. These five sites appear to be underperforming in terms of intensity and quality of use, and could be redeveloped into mixed-use or housing projects. It should be noted that the identification of redevelopment targets in Hales Corners does not take into consideration ownership or political issues, both of which may impact the redevelopment potential of these sites. In addition, not all of the redevelopment sites identified need to have the existing structures removed before redevelopment occurs. In many cases the sites are underperforming due to oversized parking lots or underutilized space. In those instances the current structures can remain, and new development can occur around them in order to increase utilization and density.

Below is a discussion of the two quantitative analyses used to identify sites in Hales Corners. Each description references maps that are included in this packet.

Improvement Value to Land Value Ratio

Improvement value to land value ratio is the comparison of a parcel's land value to the value of the structure built upon it. For example, if a piece of land valued at \$100,000 had a \$200,000 house constructed on it, it would have an improvement value to land value ratio of 2.0. This ratio can be used to help identify underperforming parcels because land value typically represents a property's desirability. The more desirable a property is, the more valuable the structure on that property should be in order to maximize the use of land it occupies. Therefore, if a highly valued piece of property has a very low improvement to land value ratio compared to other parcels in the area, the current use of that land is likely not maximizing the parcel's potential. In addition, parcels with low improvement to land value ratios are appealing to developers because they receive a parcel with significant opportunity without having to expend as much money acquiring the land or demolishing the existing structure.

When analyzing the Hales Corners data, the improvement to land value ratios were segmented into groups, each of which comprises approximately 25 percent of the Village's commercial property (Map 1). Parcels with ratios of less than 1.5 (the bottom quarter) are underperforming relative to the other Village commercial property (Map 2).

Improvement Value per Acre

Improvement value per acre measures a parcel's intensity of use. If a parcel is underperforming relative to surrounding properties, it is likely that its improvements will be less valuable on a per acre basis than could be possible in the local market. Using Village data, the commercial properties were split into four roughly equal groups (Map 3). Parcels with less than \$300,000 per acre of improvements were underperforming compared to the Village as a whole (Map 4).

When these two measures were combined with a qualitative analysis of existing property condition and uses, five potential redevelopment targets were identified (Map 5). The targets on Map 5 offer both single site potential as well as larger-scale redevelopment opportunities. In addition to the redevelopment targets, Map 5 also shows the parcels that fall in the bottom 25 percent for both improvement value to land value ratios and improvement value per acre.

Map 1: Improvement Value to Land Value Ratios (commercial Only)





Map 2: Improvement Value to Land Value Ratios of Less than 1.5 (commercial Only)

S. 110th Street

W. Grange Avenue

Janesville Road

W. Forest Home Avenue

Improvement Value to
Land Value Ratio

Less than 1.5



Map 3: Improvement Value per Acre (commercial Only)





Map 4: Improvement Value per Acre less than \$300,000 (commercial Only)

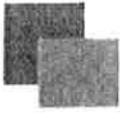




Strategies

Properties Identified on Map 5

1. 12065 W. Janesville Road - Small Office Building
2. 12015 W. Janesville Road - Whitnall Animal Hospital
3. 11915 W. Janesville Road - Side lot of MW Marine
4. 11510 W. Janesville Road - Piller's Auto Repair
5. Parking lot for parcel to the south
6. Parking lot for parcel to west
7. 10605 W. Forest Home Avenue - Golden Chicken
8. 10529 W. Forest Home Avenue - Nails Exotica
9. Hales Corners Shopping Center
10. Part of the County Fair Shopping Center
11. Part of the County Fair Shopping Center
12. Empty parcel behind Savings Financial Corp and Arby's
13. 9856 W. Forest Home Avenue - Jim's Service Center
14. Empty parcel



Sustainability has been a growing issue at the local, state and national level. Sustainability is most commonly defined as meeting the environmental, economic, social needs of the community without compromising the ability of future generations to meet these needs (Brundtland Commission, 1987).

The key areas of focus include energy, environmental conservation, local food production; sustainable development and education and awareness. Each of these areas are interrelated and many of the efforts or activities in one provide benefits to other areas.

The Environmental Committee has lead many of the efforts relating to sustainability. In February 1990, the Ecology and Solid Waste Committee was created. Its duties focused on development and implementation of programs related to yard waste reduction and disposal as well as matters relating to solid waste management and environmental quality. The main focus was the review of the Village's waste management contract. In October 2007, the Ecology and Solid Waste Committee was changed to the Environmental Committee. The Environmental Committee now focused on a broader range of topics such as grant writing, natural lawn care and rain gardens.

Energy

The Village and its residents rely on energy every day for lighting, heating and cooling, traveling to and from work, and for many other purposes. As demand continues to rise, energy costs also rise and well as the environmental impacts.

Despite being a suburban community in the most urban county in the State, the Village has maintained many rural characteristics. The Village does not provide street lighting on every residential street or residential block like some communities provide. The Village has approximately 172 lights, which includes all of the Night Aura lighting, intersection lighting, alley lighting, and backyard lighting provided by We Energies. These lights are focused at key intersections, Village-owned properties, alleys and some backyard areas near multi-family developments. These street-lights do not include the median lights that are located on US 45/STH 100/108th Street, STH 24/Janesville Road or CTH 00/Forest Home Avenue. The Department of Public Works is currently in the process of investigating cost-savings to convert Village lighting from traditional light fixtures to LED.

As part of the Village Hall/Police Department renovation project, a new heating and cooling system and new electrical system were installed in the building. The new electrical system included occupancy sensors to minimize energy consumption and installation of energy efficient fluorescent lighting. The new heating and cooling system can be programmed to establish occupied and unoccupied set points to allow for efficient use of the system and utilizes three energy recovery units to pre-condition incoming fresh air.

Alternative energy systems, such as wind and solar energy systems, continue to evolve and become more feasible for smaller scale residential and commercial developments. The Village does regulate wind energy systems as part of the Zoning Code.

Environmental Conservation

The natural environment is the ultimate sustainable model. Green spaces, whether they be wooded areas, wetlands, or parks provide places for surface runoff to be filtered and infiltrated. Trees provide numerous benefits to the community including absorbing carbon dioxide and other pollutants to help clean the air; providing shade and cooling; slowing storm water flow; and helping to control noise pollution. In addition, green spaces and trees provide much needed habitat for wildlife in a urban or suburban setting. These are some of the benefits that the natural environment has on the

Village and why it is important to protect these resources.

The Village has obtained Tree City USA status, acknowledged by the Arbor Day Foundation, since 2000. The Village's Environmental Committee coordinates the community Arbor Day celebration each year. Previous celebrations have included ceremonial tree planting and distribution of tree seedlings. The Village has also participated in the Arbor Day celebration at Whitnall Park.

In 2010, the Village received one of the first Bird City Wisconsin designations. In order to be recognized as a Bird City, a community has to demonstrate that habitats are created and protected; promote effective community forestry management practices; limit or remove hazards to birds and provide public education.

As part of the Village's refuse and recycling contract, the Village's recycling program has converted to a single stream recycling that enables residents to recycle all categories of materials which are then sorted at the collection site. Since April 2010, the new recycling program has resulted in an estimated 20% increase in recycling throughout the Village. The Environmental Committee started a CD recycling program that has collected 300 CDs to date.

There are several efforts in the Village that focus on water conservation and water quality. Storm water management throughout many areas of the Village is handled by roadside ditches and retention ponds. The roadside ditches have resulted in a 70% reduction in Total Suspended Solids (TSS), exceeding the 40% reduction required by the Wisconsin Department of Natural Resources. The Village has two retention ponds: one at the northwest corner of Grange Avenue and 116th Street and the second on the southside of Grange Avenue near 111th Street. The Environmental Committee works to maintain the native landscaping that surrounds the ponds which helps filter the storm water and provide wildlife habitat. The Environmental Committee received grant funding from Root-Pike WIN to implement a rain garden and natural lawn care program at the Hales Corners Fire Department. A rain garden has also been constructed at Edgerton Elementary.

Local Food Production

There are many benefits to local food production, including energy conservation by reducing shipping costs and impacts for food products; waste reduction since local food requires minimal processing, storing or retailing needs; and health benefits through improved diet and nutrition. The Village and its residents have acknowledged the importance of local food production through many programs, plans and efforts that are currently in place.

As part of their summer children's programming, the Hales Corners Library, in partnership with the UW-Extension Master Gardeners and Friends of the Boerner Botanical Gardens, planted a garden on the Library grounds. In 2010, the children planted a "pizza" vegetable garden.

The Hales Corners Board of Health adopted Healthy Hales Corners 2015, a community health improvement plan for the Village. One of the focus areas of the plan is adequate, appropriate, and safe food and nutrition. Actions to achieve increased access to and availability of nutritious and affordable foods include exploring the development of a community garden and supporting new and existing local farmer's markets.

Stahl-Conrad Homestead Inc. hosts several farmer's markets throughout the year and cross promotes their farmer's market with the one located in the Village of Greendale at their Village Center.

In 2006, the Milwaukee Metropolitan Sewerage District (MMSD) transferred ten (10) parcels to the Village that were acquired as part MMSD's Root River Watercourse Flood Management Project.

The ten parcels can no longer be used for development purposes, but may be used for educational community gardens, pervious playfields or similar uses contingent that structures or improvements do not negatively impact water flow. Some of these parcels are located near Hales Corners Elementary School and within walking distance from 110th Street, which has some of the smallest yard areas.

Sustainable Development

The Village is a built-out community with minimal vacant green land available for new development. The majority of commercial development in the Village was constructed between the 1950s and 1970s. Thus, these developments have long-term impacts on the sustainability of the Village. As redevelopment occurs, sustainable or green elements need to be encouraged. In 2006, the Village adopted a storm water management fee based upon the quantity of impervious surface on a parcel. The storm water management fee in conjunction with more restrictive storm water management regulations from the WDNR and MMSD is designed to encourage developers to handle storm water on site and reduce the amount of impervious surface included in the development.

The Village's Zoning Code includes a Tree Preservation Ordinance that requires developers to preserve certain specimen trees. If a tree cannot be preserved, than additional trees must be provided as part of the landscaping plan. In addition, as part of the site plan review process, the Plan Commission requires developers and property owners to increase the landscaping within a development. The Village Market and Hales Corners Shopping Plaza projects are two examples where the Village required additional trees and other landscaping within the parking areas and along adjoining streets.

Sustainable development is related to energy and environmental conservation. Therefore, alternative energy systems, improved recycling plans; improved electrical and heating and cooling systems should be considered as part of sustainable development. The Village's current Zoning Code does not include any consideration or use of green building materials. The Village's current Building Code and State code do not encourage green building materials in residential development.

Education and Awareness

Budgetary and staff constraints limit the ability of the Village, as well as most municipalities, to take on new programs. In addition to reviewing and updating existing regulations, ordinances and policies to incorporate sustainable efforts, public education and awareness are essential to moving towards a sustainable community. Many efforts and activities will require voluntary participation and making the public aware of the benefits of participation will increase the likelihood of success.

The Village publishes a quarterly newsletter that includes articles on ways to help conserve resources. More information is available on the Village's website and through links provided on the website. The Environmental Committee has its own website that provides information and coordinates different programs and activities throughout the year.

Findings and Recommendations

1. The Village, primarily through the efforts of the Environmental Committee, has implemented many programs and activities that focus on conservation.
2. The Village should consider requiring commercial developments to submit a refuse and recycling plan.
3. The Village should investigate efforts by other communities to improve storm water management and if applicable, consider implementing them within the Village.
4. The Village should continue and expand its education and awareness efforts on conservation issues, such as water conservation, waste reduction and energy efficiency.



Intergovernmental Cooperation

The Village of Hales Corners is one of 19 municipalities in Milwaukee County and the surrounding metropolitan area. It is adjacent to Waukesha County and two of its cities. Hales Corners is part of several special purpose districts including the Whitnall School District (elementary and secondary education), Milwaukee Area Technical College-MATC district (post-secondary education), and the Milwaukee Metropolitan Sewerage District-MMSD (providing collection and treatment of local sanitary sewers).

There are numerous examples of cooperative efforts by the Village with other units of government:

- The City of Milwaukee Water Works provides water service to the community as retail customers through a 1974 Agreement.
 - Milwaukee County provides parks for local use, access to library materials through MCFLS, a paramedic program that integrates with local fire/rescue units, coordination of emergency management efforts, and a trunked radio system for police communications.
 - VALUE is a regional consortium of municipalities that provides joint purchasing.
 - MMSD provides a large scale treatment facility for sanitary sewerage from the Village and other communities, and it also provides regional coordination of storm water management.
 - Milwaukee Area Domestic Animal Control Commission is a statutory 66.0301 agency that provides animal control for all municipalities in Milwaukee County.
 - Intergovernmental Cooperation Council (ICC) provides a forum for Milwaukee County municipalities to discuss and resolve common issues, and also serves as the mechanism for making suburban appointments to the MMSD.
 - Mutual Aid Alarm Box System (MABAS) is a collection of municipalities in southeast Wisconsin and northeast Illinois designed to respond to fire department mutual aid requests on a regional basis for major incidents.
 - Police, public health and public works have formal mutual aid agreements with other Milwaukee County municipalities.
 - With the adjacent communities of Greenfield, Franklin, and Greendale, a Zone D organization provides cooperation on fire/rescue service, training, emergency management and specialty services; the public health departments utilize consortiums to deliver special services; and the police departments utilize a common software and combined SWAT training and services.
- Southeastern Wisconsin Regional Planning Commission provides planning resources and technical services.

The relationship with the Whitnall School District is more complex, since district boundaries are not co-terminus with the Village. The District also serves a portion of Greenfield and Franklin. The District and the Village have developed a series of cooperative ventures that best utilize the respective resources or scale economies of the units. Whitnall provides plowing service for some Village trails in exchange for parking lot plowing and projects requiring heavy equipment. Whitnall purchases fuel and road salt from the Village to take advantage of bulk pricing. The Village operates a recreation program in Whitnall facilities with nominal expense to the Village, and Whitnall utilizes Village facilities to conduct off-site testing.

Conflicts and Opportunities

There is a high level of cooperation between the Village and other jurisdictions. Many of the efforts are usually driven by a desire to provide the most cost effective services, both to save expense or avoid future costs. The typical barriers to greater efforts are differential service levels, resident expectations, labor contract restrictions, and state laws that were primarily designed to regulate within the framework of counties, cities, villages or towns.

The Village continually explores opportunities for other areas of cooperation, including evaluation of consolidated fire, EMS, police, public health over the years.

Findings and Recommendations

1. There is a good level of cooperation and interaction with other units of governments. The Village should continue exploring opportunities as they arise or in response to various needs.
2. The Village should support state law changes that better enable or provide incentives, such as start up costs, to implement shared services.



Plan Implementation

The Comprehensive Plan is a guide for land use, transportation, utility and facility decisions made in the Village of Hales Corners. Under Wis. State Statute 66.1001, any action by the Village with regard to zoning and subdividing, must be consistent with the Comprehensive Plan. This includes zoning text and map amendments, conditional use permits, planned unit developments, site plan reviews, subdivision plats, minor land divisions, and the location of public buildings. It will also guide the laying out and construction of streets, sidewalks, trails, and parkland and the extension of utilities and storm water facilities. All decisions related to development in Hales Corners, should be made within the context of the Comprehensive Plan.

The following Village ordinances exist and are used in implementing the Comprehensive Plan. Their status and planned efforts are also identified:

| Code | Status | Future Actions |
|--------------------------------|---|--|
| Zoning Code | Comprehensive revision in 1996 (map and text) | Consider Revision in 2016 |
| | Comprehensive Sign Code revision in 1998 | Monitor, amend as needed |
| | Electronic Signs revision in 2007 | Monitor, amend as needed |
| | Floodplain comprehensive revisions 2008 | Monitor, amend as needed |
| | Big Box Retail Site and Design Review regulations added in 2005 | Monitor, amend as needed |
| | Historic Preservation regulations in 1999 | Monitor, amend as needed |
| | Erosion Control & Storm Water regulations in 2005 | Monitor, amend as needed |
| Official Map | None in place | Not needed |
| Subdivision Code | No major revisions | Consider comprehensive revision within 5 years |
| Housing Code | Minor amendments over time | Consider changes to zoning code to reflect recommendations of Housing Element within 5 years |
| Commercial Exterior Maint Code | Created in 2006 | Monitor, amend as needed |
| Building/Mechanical Codes | UDC adopted | Comprehensive local building code revision planned within 5 years |
| | Fire Code comprehensive revision in 2010 | Monitor, amend as needed |
| Sanitary Code | No major revisions | Monitor, amend as needed |
| | | |

Integration and Consistency

Throughout the process of developing the Comprehensive Plan, care was taken to ensure the integration and consistency between the goals, objectives, policies and recommendations of each element of the Plan. The Village Plan Commission will be responsible for comparing proposals for development that come before it with each element of the Comprehensive Plan. If review of a development proposal reveals inconsistencies between the elements, the Commission should consider how the inconsistencies may be resolved.

The most notable area of ensuring consistency will be between the land use and zoning maps. In 1996, the Village completed a comprehensive revision of its zoning code and zoning map reflecting planned land uses for the next 20 years. No long term land use conflicts were identified, since the zoning map mostly reflects the Village's built-out status. Redevelopment may bring need for more complex multi-use zoning regulations or a zoning map amendment. Such changes would require formal amendment of the Comprehensive Plan, zoning code and zoning map.

The housing element did identify the need to further analyze the zoning code for possible changes to better encourage re-investment in homes, consistent with the changing housing market.

Measurement of Progress

The Plan Commission will provide periodic reports to the Village Board on the progress made in implementing the programs and actions described in the Implementation Element of the Comprehensive Plan.

Plan Update Process

It is anticipated that amendments to the Comprehensive Plan will be needed over time, in response to a changing environment, goals, and market forces. Such changes will be made in accordance with procedures outlined in Wis. State Statute 66.1001. The Plan Commission will review and make recommendations on amendments, which must be acted upon by the Village Board following a public hearing.



Public Participation

Wisconsin Comprehensive Planning law requires public participation throughout the comprehensive planning process, as provided in Wis. State Statute 66.1001(4)(a):

“The governing body of a local governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments. The written procedures shall describe the methods the governing body of a local governmental unit will use to distribute proposed, alternative, or amended elements of a comprehensive plan to owners of property, or to persons who have a leasehold interest in property pursuant to which the persons may extract nonmetallic mineral resources in or on property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan.”

The Village's public participation plan provides multiple efforts and programs to make persons aware of the comprehensive planning process, recruit public comment, and incorporate opinions and ideas into the final comprehensive plan.

Comprehensive Plan Citizens Advisory Committee

The Village of Hales Corners established a Comprehensive Plan Citizens Advisory Committee (CAC) to lead the development of the comprehensive plan and public participation efforts.

The CAC is a mix of citizens, one Village Board Trustee, and standing committee members (committee establishment resolution attached). The CAC meets on a regular basis to review comprehensive plan elements, with the intent of forwarding a final plan to the Plan Commission for its review and recommendation to the Village Board. Each meeting agenda includes an opportunity for public comment. The CAC's progress is reported at regular Plan Commission and Village Board meetings. Hales Corners has a full-time Village Planner, who is the primary staff project leader.

Community Visioning Session

The Village held a community visioning session to identify strengths, weaknesses, issues and opportunities at the beginning of the comprehensive planning process.

Community Survey

The Village conducted a community survey to gather input on issues and opportunities to be addressed in the comprehensive plan. The survey was distributed through the Village Newsletter received by all residents to maximize responses. Copies of the survey were also located at the Village Hall and Hales Corners Library. Survey results will be compiled and analyzed to help guide the CAC in preparation of the comprehensive plan.

Newsletter

The Village's quarterly newsletter is provided to all residents and businesses in Hales Corners. Updates are included in each newsletter throughout the comprehensive planning process.

Village Website

A separate section of the Village's website (www.halescorners.org) is used to update progress and status of the CAC's work.

Public Relations/Notices

The Village Planner is available during regular business hours to answer daily inquiries on the plan.

The Village Planner shall maintain a list of persons who request notice of the public informational meeting or public hearing. Requested notices shall be mailed to the persons in advance of the public informational meeting and at least 30 days prior to the public hearing.

There is a statutory requirement to notify any owner or leaseholder of property pursuant to which the person may extract nonmetallic mineral resources in or on property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan. Since the Village is a mature, built-out community, there are no property owners or lease holders that meet this requirement.

Public Informational Meeting

A public information meeting will be held in advance of the public hearing for the comprehensive plan. The meeting will offer an informal, open-house setting for the public to review the draft comprehensive plan and inter-act with CAC members and Village staff on plan elements.

Public Hearing-Board Adoption

After the Plan Commission makes its recommendation on the comprehensive plan, the Village Board shall hold a public hearing on the final plan. The date, time and place of the hearing shall be provided in accordance with statutory requirements at least 30 days in advance. The hearing will allow the public to present comments verbally or in writing. After the hearing, the Village Board will take action on adopting the comprehensive plan by ordinance. Future amendments will follow the same procedure.

Plan Distribution

As required under State Statute 66.1001(4), a copy of the comprehensive plan or any future amendments shall be sent to:

1. Every governmental body that is located in whole or in part within the boundaries of Hales Corners (i.e. Milwaukee County, Milwaukee Area Technical College, Milwaukee Metropolitan Sewerage District, and Whitnall School District).
2. The clerk of every governmental unit that is adjacent to Hales Corners (i.e. City of New Berlin, Waukesha County, City of Greenfield, Village of Greendale, City of Franklin, and City of Muskego).
3. Wisconsin Land Council.
4. Wisconsin Department of Administration.
5. Southeastern Wisconsin Regional Planning Commission (SEWRPC).
6. Hales Corners Library.

Meeting Dates of CAC:
June 23, 2009
July 21, 2009
September 2, 2009
October 20, 2009
November 17, 2009
December 8, 2009
February 3, 2010
March 9, 2010
May 18, 2010
June 22, 2010
January 12, 2011
March 1, 2011

Survey responses: 251
Website hits: 196
Public Info Meeting attendees: 8
Public Hearing attendees: 3



COMMUNITY SURVEY- AUTUMN NEWSLETTER

- 1) How many years have you lived in the Village?
 0-5 years 6-10 years 11-20 years
 Over 20 years Own property but do not live here

- 2) How many people live in your household? (Breakdown adults vs children)
 1 2-3 4-5 6 or more

- 3) What side of the Village do you live on?
 East West

- 4) The majority of the existing housing stock is categorized as single-family residential. What different types of housing should be encouraged to develop in the future?
 Duplex Townhomes Condominiums Apartments
 Mixed Use (residential above retail) Senior Housing

- 5) Please rate the quality of the roads in the Village.
 (Major problem; minor problem; no problem; no opinion)
 Amount of traffic
 Excessive speeds
 Condition of roadways
 Comments:

- 6) For the following services, where are you most likely to go:

| | Village | Greendale | Greenfield | Franklin | New Berlin | Muskego | West Allis |
|---------------------------|---------|-----------|------------|----------|------------|---------|------------|
| Grocery | | | | | | | |
| Bakery | | | | | | | |
| Specialty Foods | | | | | | | |
| Apparel/Clothing | | | | | | | |
| Pharmacy | | | | | | | |
| Furniture | | | | | | | |
| Hardware/Home Improvement | | | | | | | |
| Electronics/TV/Video | | | | | | | |
| Sit Down Restaurant | | | | | | | |
| Fast Food Restaurant | | | | | | | |
| Sporting Goods | | | | | | | |
| Financial Institution | | | | | | | |
| Medical | | | | | | | |
| Dental | | | | | | | |
| Legal | | | | | | | |
| Books | | | | | | | |

7) Which of the following goods or services would you like to see expanded or developed in the Village?

| | | | | | | | |
|------------------|--|---------------------------|--|-----------------------|--|---------|--|
| Grocery | | Pharmacy | | Sit Down Restaurant | | Medical | |
| Bakery | | Furniture | | Fast Food Restaurant | | Dental | |
| Specialty Foods | | Hardware/Home Improvement | | Sporting Goods | | Legal | |
| Apparel/Clothing | | Electronics/TV/Video | | Financial Institution | | Books | |

8) How do you rate the following Village facilities:
(Very Good; Good; No Opinion; Poor; Very Poor)

- Village Hall
- Hales Corners Library
- Schoetz Park
- Cobb Park

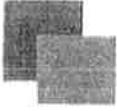
9) How do you rate the following Village services?
(Very Good; Good; No Opinion; Poor; Very Poor)

- Road maintenance
- Snow/ice removal
- Building inspections
- Code enforcement
- Village Hall related services (dog/cat licenses, tax collection)
- Police Department
- Fire Department
- Recreation

10) What do you see as the major Village park needs that should be provided over the next ten years? (The Village parks include only Schoetz Park on 116th Street and Cobb Park on Janesville Road; Whitnall Park and Hales Corners Park on owned and maintained by Milwaukee County)

(Very important; somewhat important; no opinion; less important; not important)

- Bike paths along Village roads
- Bike paths off of Village roads
- Walking paths along Village roads
- Walking paths off of Village roads
- Children's playground
- Natural areas
- Community gardens



Maps

Village of Hales Corners
Smart Growth Plan

Floodplain

Map 1



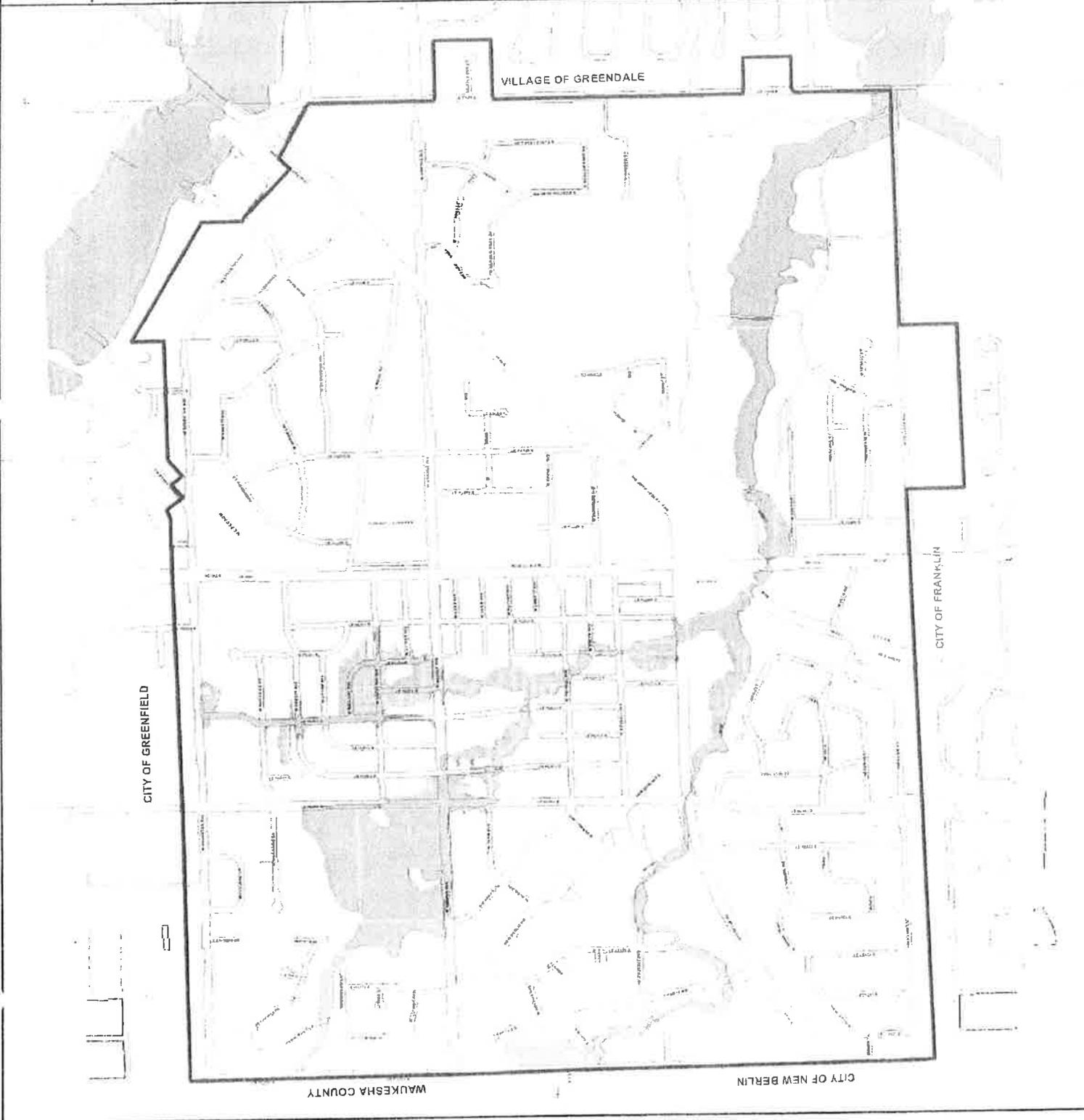
Municipal Boundary

FEMA - 100 Year Floodplain



1 inch equals 1,500 feet

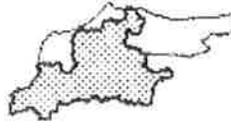
CRISPELL-SNYDER, INC.



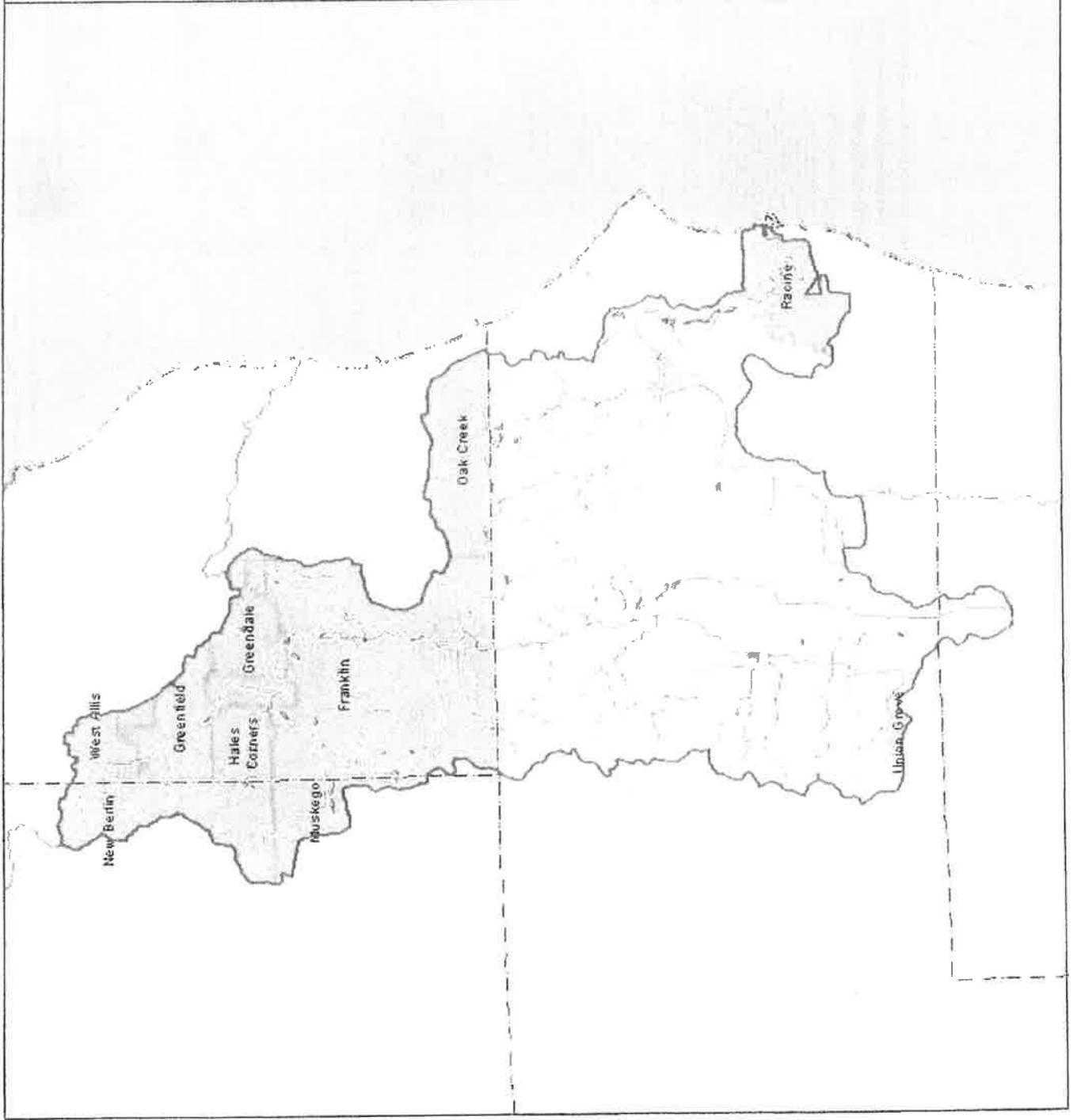
Root River Watershed

Map 2

- Watershed Boundary
- County Boundaries
- Rivers and Streams
- Perennial
- Intermittent
- Open Water
- Municipalities



1:240000



Village of Hales Corners
Smart Growth Plan

Environmental Corridor

Map 4



Municipal Boundary

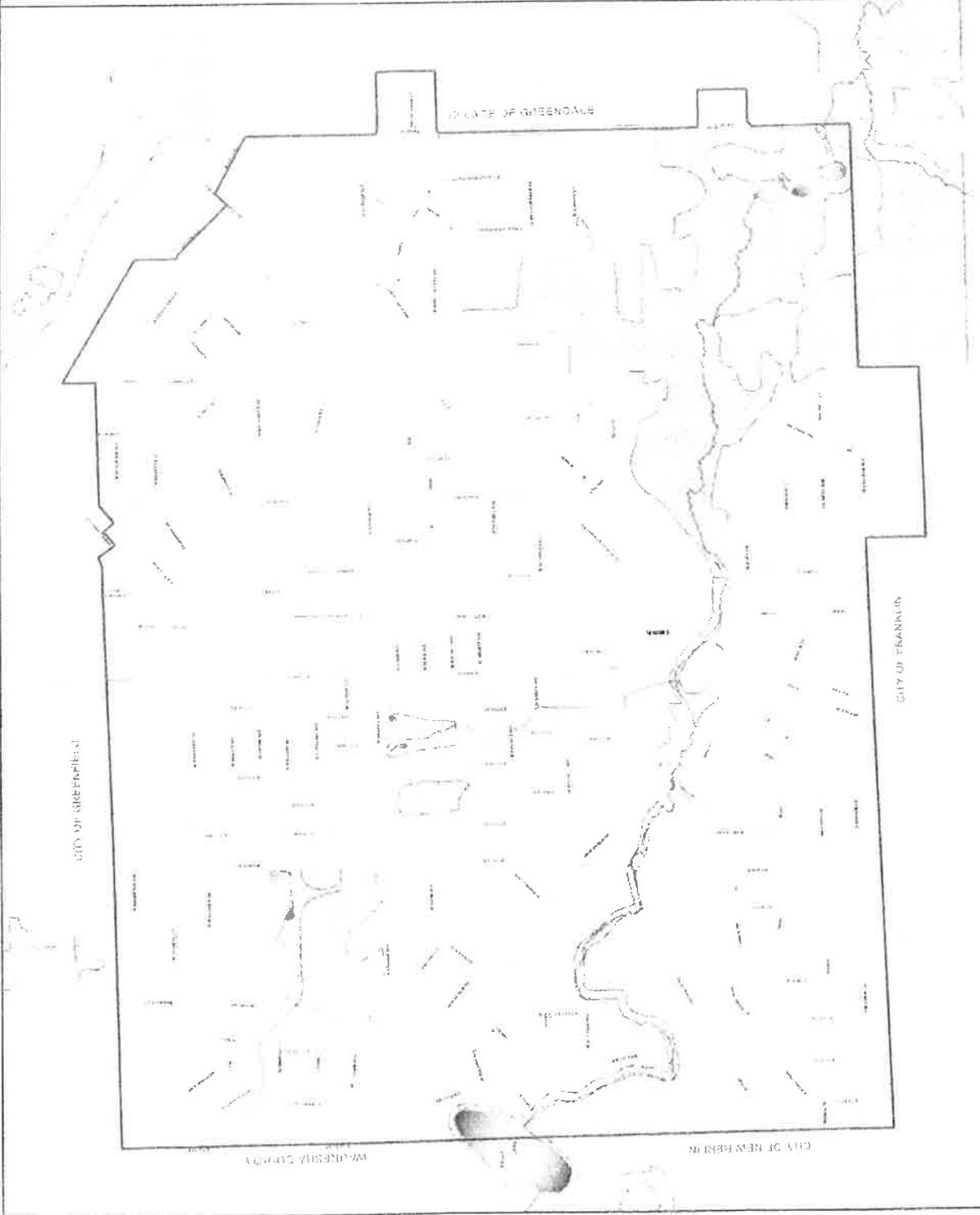
Environmental Corridor

Ponds



1 inch equals 1,000 feet

CRISPELL-SNYDER, INC.



Village of Hales Corners
Smart Growth Plan

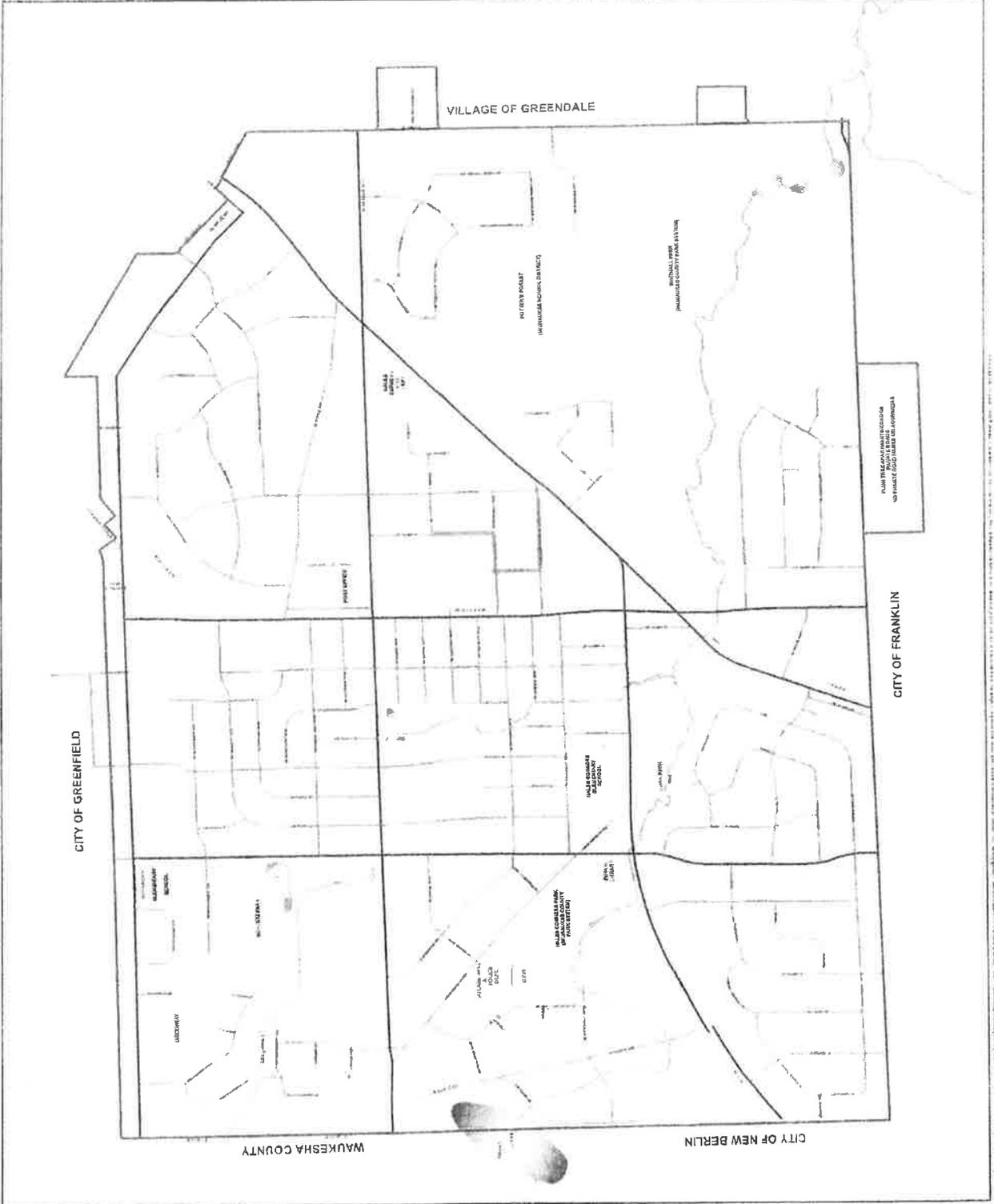
Street Classification

Map 6



1 inch equals 1,000 feet

CRISPELL-SNYDER, INC.



Village of Hales Corners
Smart Growth Plan

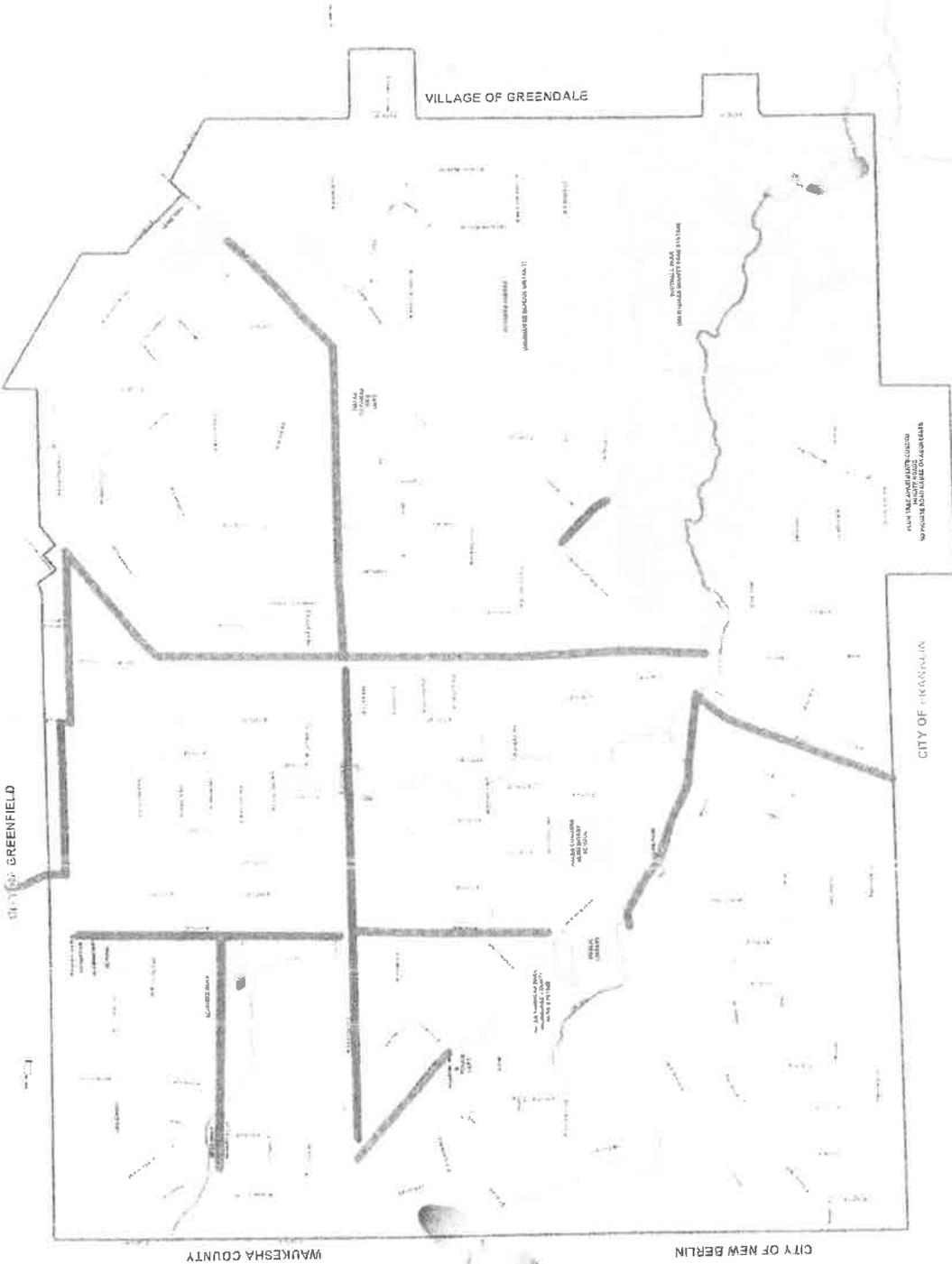
Trails & Paths
Map 7

-  Municipal Boundary
-  Proposed Path
-  Existing Path
-  Parks
-  Institutional
-  Ponds



1 inch equals 1,000 feet

CRISPELL-SNYDER, INC.
PROFESSIONAL LAND SURVEYORS



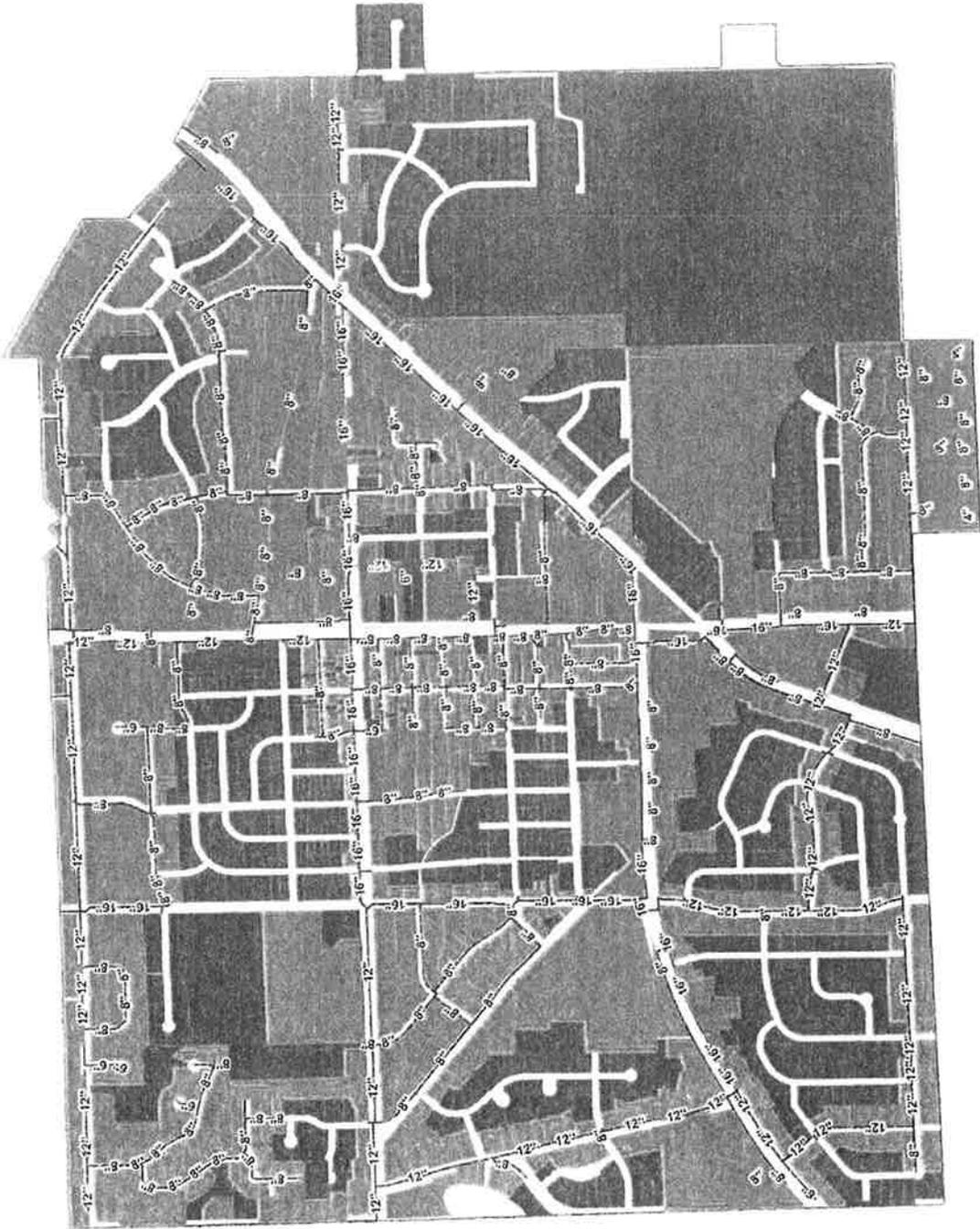
Village of Hales Corners
Smart Growth Plan

Water Utility Access

Map 8

Water Access

No Water Access



1 inch equals 1,000 feet

CRISPELL-SNYDER, INC.

Village of Hales Corners
Smart Growth Plan

Existing Land Use

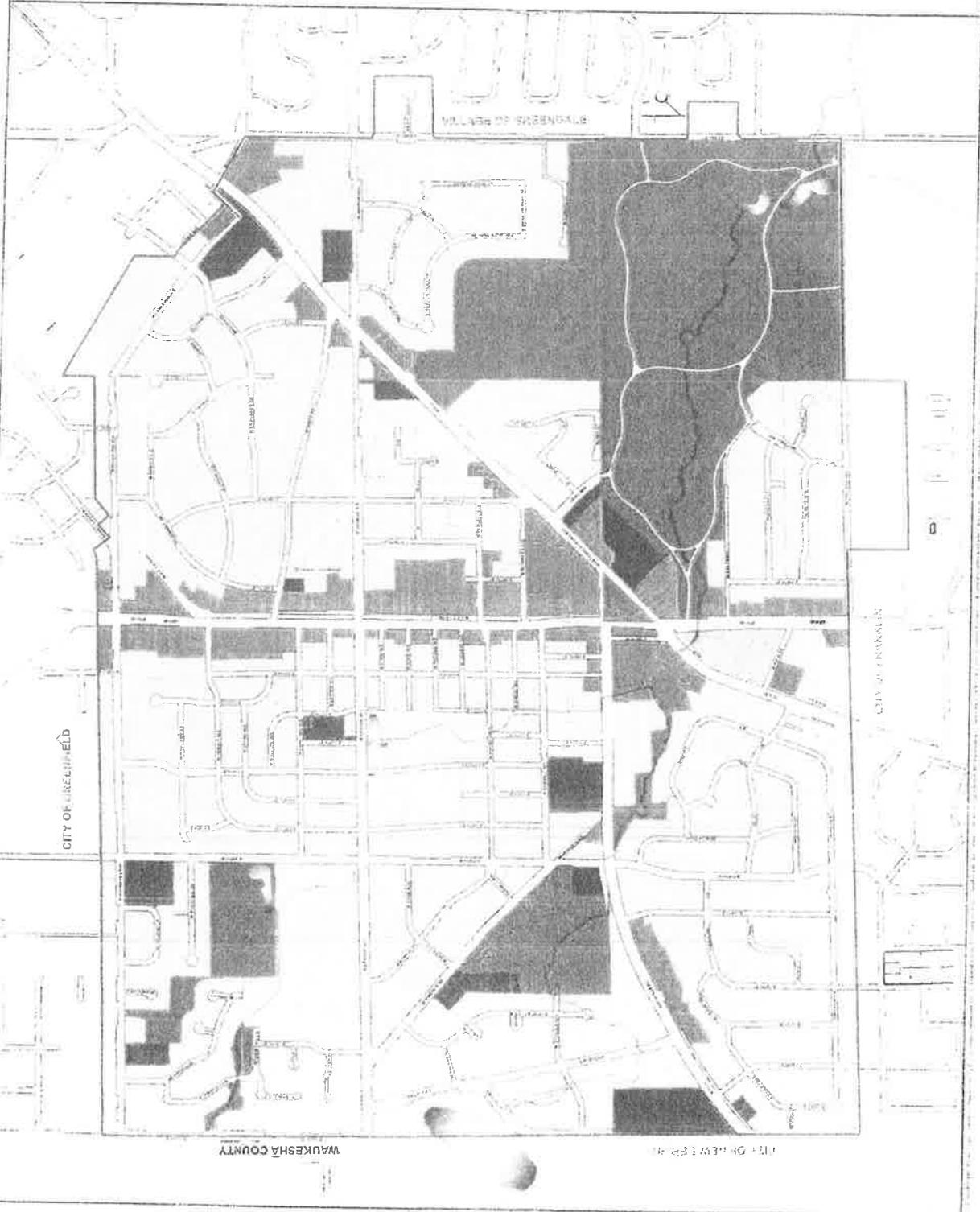
Map 9

-  Municipal Boundary
-  Residential
-  Commercial
-  Light Manufacturing
-  Institutional
-  Parks
-  Ponds



1 inch equals 1,000 feet

CRISPELL-SNYDER, INC.
PROFESSIONAL CONSULTANTS



Village of Hales Corners
Smart Growth Plan

Future Land Use

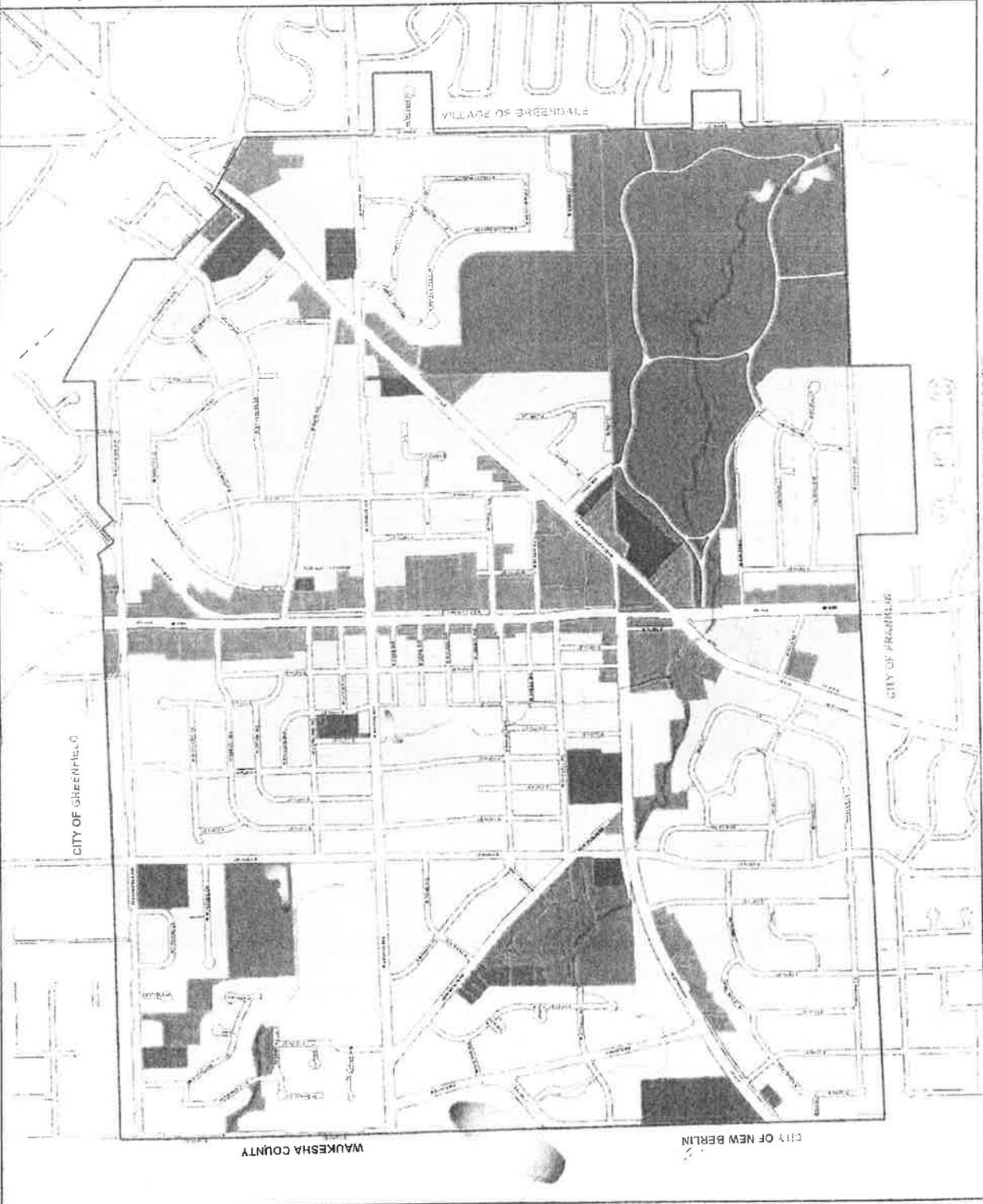
Map 10

-  Municipal Boundary
-  Residential
-  Commercial
-  Light Manufacturing
-  Institutional
-  Parks
-  Ponds



1 inch equals 1,000 feet

CRISPELL-SNYDER, INC.
PROFESSIONAL CONSULTANTS



ZONING MAP

VILLAGE OF HALES CORNERS

MILWAUKEE COUNTY,
WISCONSIN

Zoning Districts

- R-1** RESIDENTIAL
One and/or Two Family Dwellings
- 10,000 sq. ft. Lots
- R-2** RESIDENTIAL
One Family Dwellings
- 15,000 sq. ft. Lots (Use)
(Two Family Condr. Use)
- R-3** RESIDENTIAL
One Family Dwellings
- 20,000 sq. ft. Lots
- R-4** RESIDENTIAL
Multi-Family Dwellings,
Convalescent Homes,
Senior Housing, Clubs
- M-1** LIGHT MANUFACTURING
- B-1** SHOPPING CENTER DISTRICT
- B-2** GENERAL BUSINESS DISTRICT
- B-3** AUTO RELATED BUSINESS
- B-4** OFFICE AND PROFESSIONAL
- P-1** PARKS AND INSTITUTIONAL

